COVID-19 PULSE SURVEY #3: MEASURING ONGOING IMPACTS

Summary Results for September 3-10, 2020



CITY OF VANCOUVER

COVID-19 Pulse Survey #3: Measuring Ongoing Impacts

- The City anticipates that public attitudes and actions related to COVID-19, comfort with re-opened activities and sentiment about the City would change over time. To measure these changes over time, we launched the COVID-19 Pulse Survey: Measuring Ongoing Impacts in July of 2020.

- **This document provides the overall summary results for the COVID-19 Pulse Survey #3** and discusses any notable differences from the previous survey.

- **The second Pulse Survey ran from September 3-10, 2020** and was promoted via:
  - Invitation to Talk Vancouver members;
  - Vancouver.ca for the general public (in English, Traditional Chinese, Simplified Chinese, Punjabi, Vietnamese, Tagalog); and
  - The City's social media channels

- **2,651 responses from Vancouver residents were received**. Key demographics of respondents are fairly similar to the previous surveys and are as follows (see Appendix for full details):
  - Gender: More women than men (58% vs. 38%) and <1% transgender, other/none of the above (1%), prefer not to say (2%)
  - Age: more comparable responses this round, between 40-59 (39%) and 60+ (38%), under 40 = 21%
  - Residential Zone: More DT/West End and Northwest (26% each) relative to other locations, esp. the Southwest and Southeast (14% each)
  - Businesses: 15% of respondents were also business owners in Vancouver
  - Although the sample is not representative, we heard from men and women (and some additional gender-identified groups), respondents from all age categories and all regions of Vancouver. These survey results can provide some insight into the experiences, attitudes and actions during the COVID-19 pandemic.

Key Summary Results

PERSONAL IMPACTS OF COVID

- **COVID-19 Related Challenges.** Vast majority of respondents (91%) continue to report a similar set of challenges as they did in Pulse Survey #1 and #2. The most common challenge is the reduction in recreation and leisure activities (76%) and financial impacts, experienced by between 28-40% of respondents.

- **Overall Impacts:** Continuing the trend from Survey #1 and #2, the greatest impact on respondents is the worsening of their comfort being out in public (88%). We continue to see high negative impact in these areas as well: worsened outlook on the future among three-quarters of respondents (73%) and worsened mental health among 64%.

- **Impact on Businesses.** In COVID-19 Pulse Survey #2 - we added questions specific to business owners so we could hear about their challenges related to COVID. Business owners/operators continue to report a loss of revenue as their top concern, and the added cost of prevention measures also continue to be a concern for nearly a quarter of business respondents.

COVID-19 AND COV RESPONSE

- **Awareness and effectiveness.** The majority of respondents (68%) still say they are aware of the City's efforts to limit the spread of COVID-19 (up 4% from Pulse #2).

  Close to sixty-percent (58%) of respondents believe City's changes will help limit spread of COVID-19. Just over half (56%) say they have enough information about the City's response (up 5% from Pulse #2).

- **Satisfaction:** Close to sixty-percent of respondents (59%) were satisfied with the City's COVID-19 response, with a about a third (30%) feeling dissatisfied. (Satisfaction up 5% from Pulse #2, and same as Pulse #1)

- **Trust**: Around half of respondents (51%) feel they trust the City, similar to Pulse #2 (50%), but still a drop from Pulse #1 (55%).

Key Summary Results, Cont.

RESTARTING VANCOUVER

- **Satisfaction with Restart Plan.** Similar to before, just over half (52%) of respondents are satisfied with the City of Vancouver's Restart Plan, and just over a quarter (27%) were dissatisfied and 21% did not know enough to provide an opinion.

- **Best way to share info about restart.** The top 5 ways to share information about the restart continue to be largely digital: email from Talk Vancouver, traditional news media, online news sites, vancouver.ca, and the City e-newsletter. Talk Vancouver members were more interested in receiving message from Talk Vancouver than non-members.

- **Comfort Engaging in City-related activities.**
  - The vast majority of respondents (93%) continue to be most comfortable engaging in outdoor recreation activities, such as: in parks and pathways and taking materials to recycling facility.
  - The majority of respondents continue to be uncomfortable attending or taking part in activities that involve being indoors for longer periods of time, such as: attending a theatre or music performance at a City facility (73%) or using an indoor pool (68%). One indoor exception is visiting libraries – only a third (33%) of respondents are uncomfortable with this activity.
  - Newly asked in the third Pulse Survey, 62% were uncomfortable attending in-person engagement events once the City resumes them.

- **Importance of measures in City spaces to help prevent spread of COVID-19.**
  - Vast majority of respondents continue to agree on the importance of several measures: physical distancing (97%), the availability of hand sanitizer for patrons (96%), masks worn by staff (96%), enhanced cleaning of high-touch surfaces (94%), and plexiglass barriers at service desks (94%).
  - The only measures that the majority of respondents do not see as important for City spaces were gloves. But the use of gloves by staff was seen as more important than offering gloves to patrons (41% important vs. 30% important). This is consistent with Pulse #1 and #2.

Key Summary Results, Cont.

RESTARTING VANCOUVER

- **Likelihood of engaging in actions to prevent spread of COVID-19**

  - **Personal hygiene actions.** A vast majority of respondents continue to say they are likely to engage in these personal hygiene behaviours: staying home when sick (even for mild illness – 99%), washing hands more frequently (99%), using elbow when coughing/sneezing (98%), and using hand sanitizer more frequently (96%).

  - **Actions related to public space.**
    - As before, when it comes to accessing public spaces, virtually all are likely to avoid crowded public spaces (97%) while a smaller proportion are likely to avoid public spaces altogether (70%).

    - Compliance with other measures to minimize risk in public spaces are high: almost all (98%) say they are likely to keep 2m apart, avoid close contact like shaking hands (96%), and wear mask or face covering (94%). The llikelihood of wearing a mask has steadily increased among respondents since Pulse #1 (88% vs now 94%).

OUTLOOK ON THE PANDEMIC

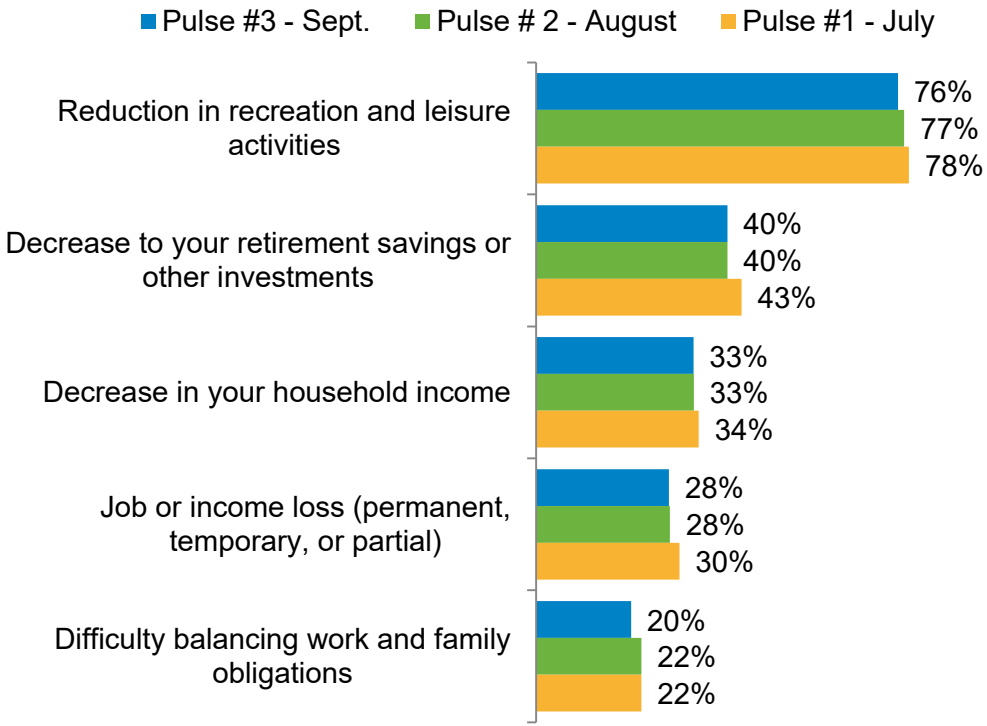
- **Course of pandemic**: Concerns about the course of the pandemic continue to be high. Ninety-percent of respondents said they were worried about a second peak of illness. A small segment (11%) continues to think the worst of the pandemic was behind us, while a strong majority (80%) continue to disagree that the worst is behind us.

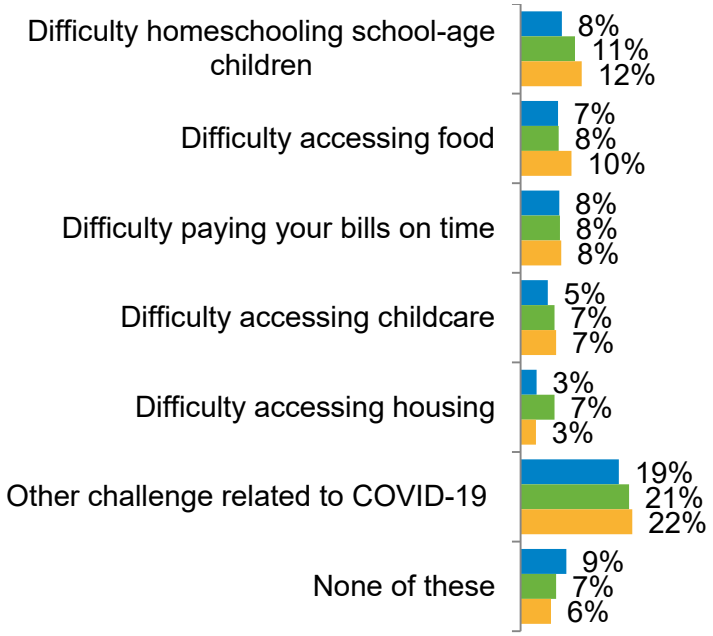
- **Thoughts on Reopening.** Concerns around reopening remain, with 77% of respondents worried about re-opening too soon and needing to shut down again. The majority of respondents (64%) trust the City to make the right decisions about re-opening and 60% believe we are using the right amount of caution when it comes to the re-opening (this similar to Pulse #2, but down 10points from Pulse #1)

PERSONAL IMPACTS OF COVID-19

Challenges Experienced during COVID-19

- Respondents report the same set of challenges as they did in the previous two Pulse Surveys. The vast majority of respondents have experienced some challenges related to COVID-19 (91%). The most common challenge was the reduction in recreation and leisure activities (76%).

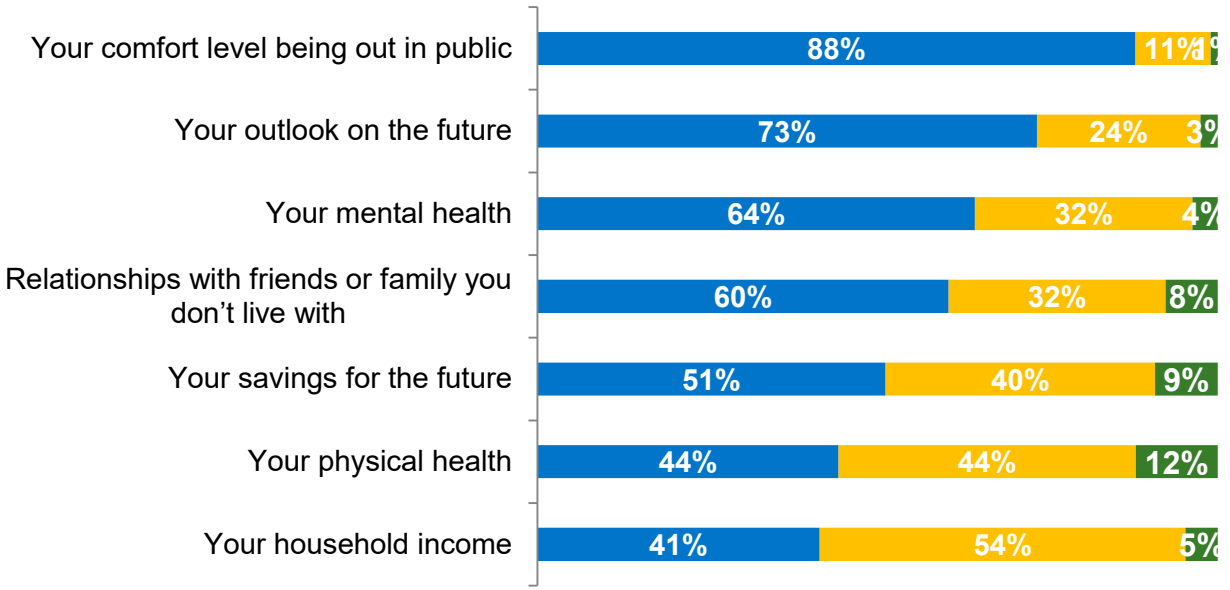




Base: Pulse # 3 (n = 2651), Pulse #2 (n=2929), Pulse #1 (n=3,295)
Which, if any, of these situations are you personally facing or do you expect to face?

Overall Impacts of COVID-19

- As before, the greatest impact on respondents is the worsening of their comfort being out in public (88%). We still see high negative impact in these areas: worsened outlook on the future for close to three-quarters of respondents (73%) and mental health has worsened among 64%.

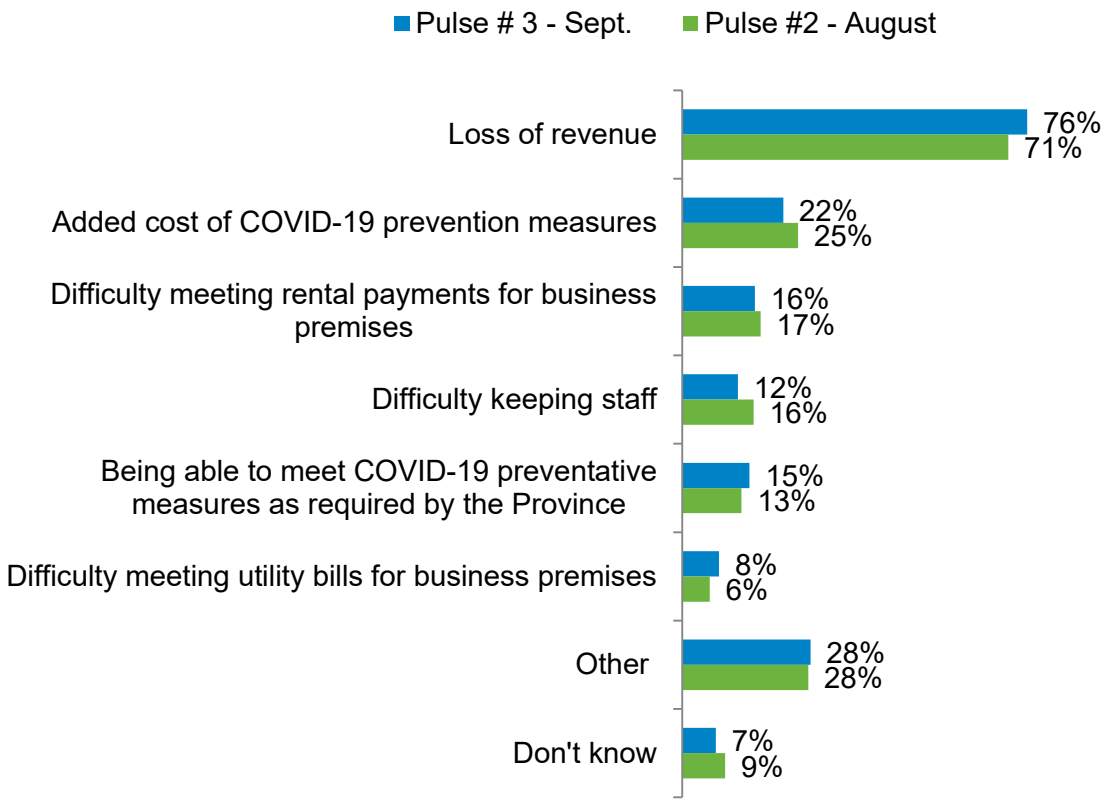


	Pulse #2 – August (n = 2,929)	Pulse # 1- July (n=3,295)
	Made worse	Made worse
Your comfort level being out in public	88%	88%
Your outlook on the future	76%	72%
Your mental health	63%	62%
Relationships with friends or family you don't live with	56%	55%
Your savings for the future	52%	56%
Your physical health	47%	47%
Your household income	41%	43%

Base: All respondents (n=2,651).
Overall, how is the COVID-19 pandemic currently affecting...?

Challenges for Business Owners

- Business owners reported a variety of concerns related to COVID-19 with loss of revenue topping the list (identified by three-quarters), up from the last Pulse Survey. The added cost of prevention measures continue to be a concern for close to a quarter of respondents.



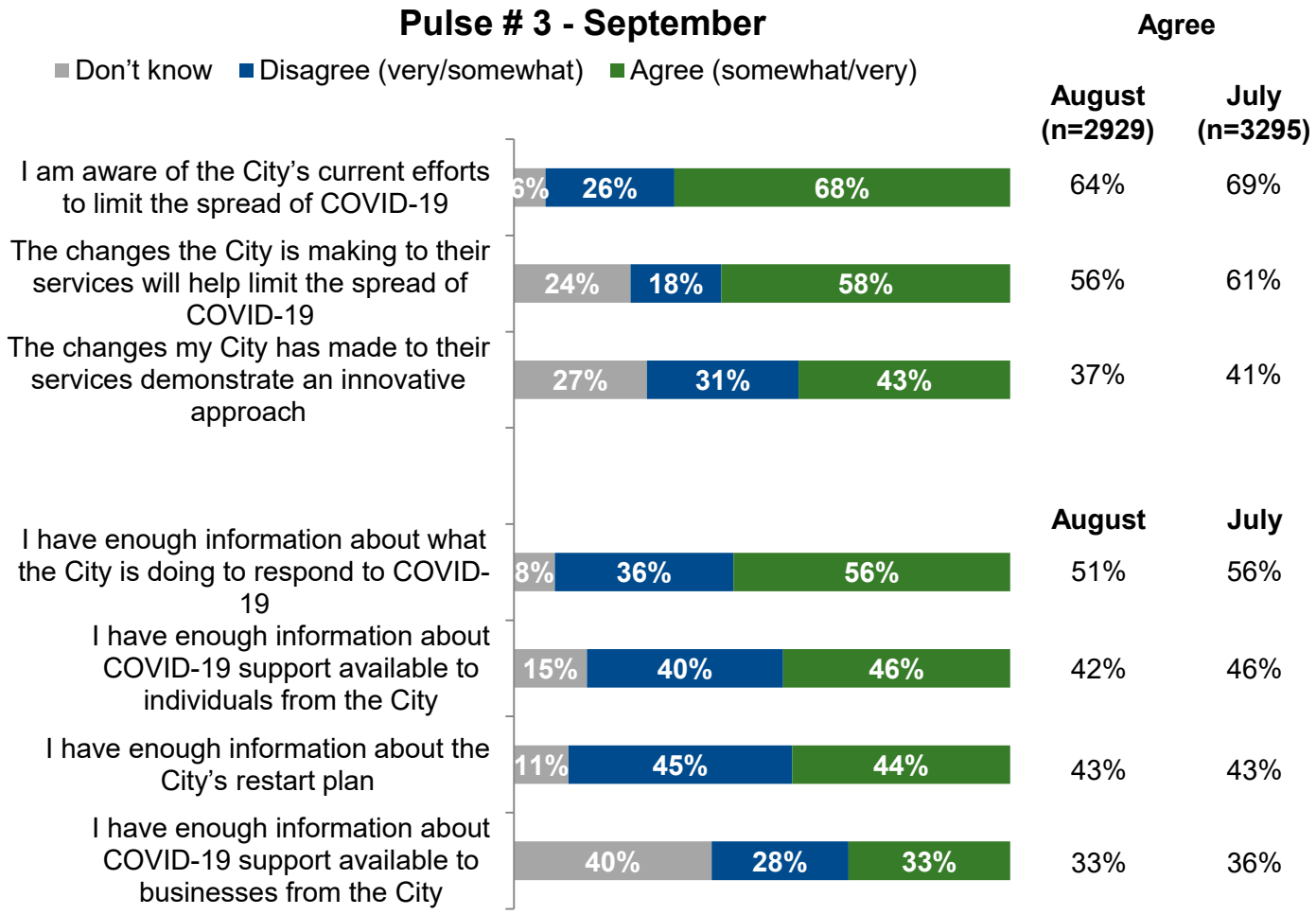
OTHER CONCERNS:
- **Lack of clients**
- **Difficulty hiring staff**
- **Poor economic outlook**
- **Another shutdown**

Base: Pulse # 3 (Business owners = 434), Pulse # 2 (Business owners = 500).
What are the top three biggest concerns you're facing regarding operating your business, over the next six months because of COVID-19?

COVID-19 AND COV RESPONSE

COVID-19 and City of Vancouver

- The majority of respondents are aware of the City's efforts to limit the spread of COVID-19 (68%) back up from the previous Pulse Survey (64%).
- Close to 60% believe City changes will help limit spread (58%).
- More than half say they have enough information about the City's response (56%), back up from the 51% in August.

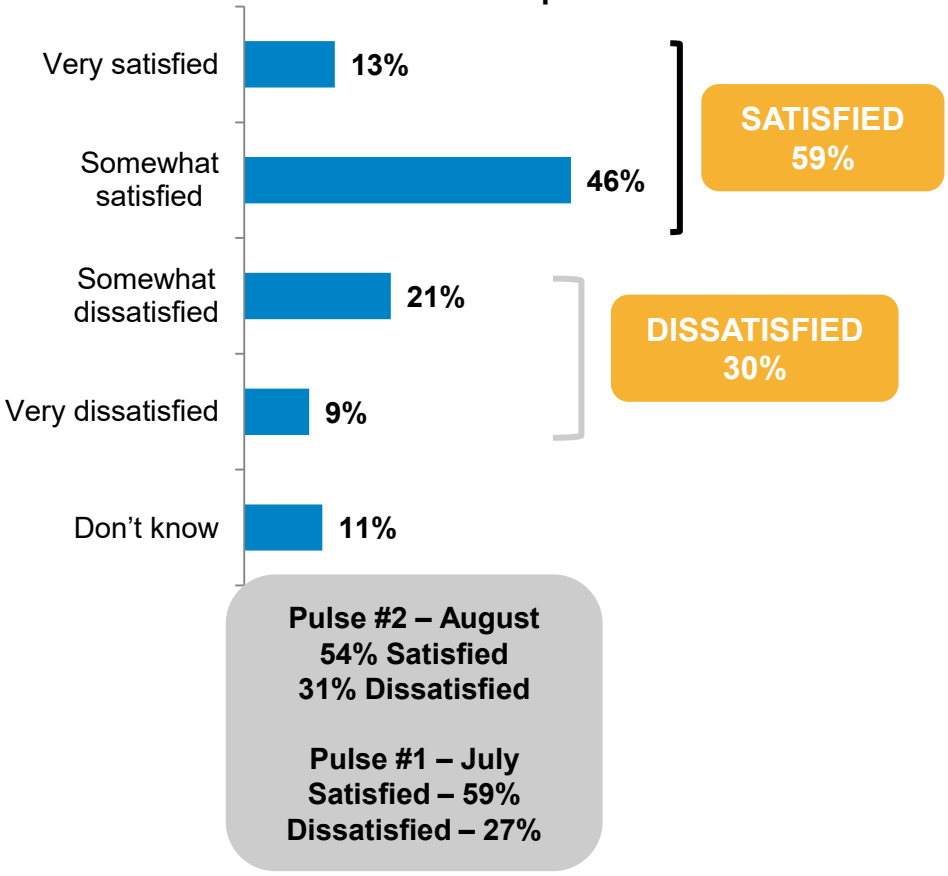


Base: All respondents (n=2651) . *How much do you agree or disagree with the following statements about the City of Vancouver and its COVID-19 response?*

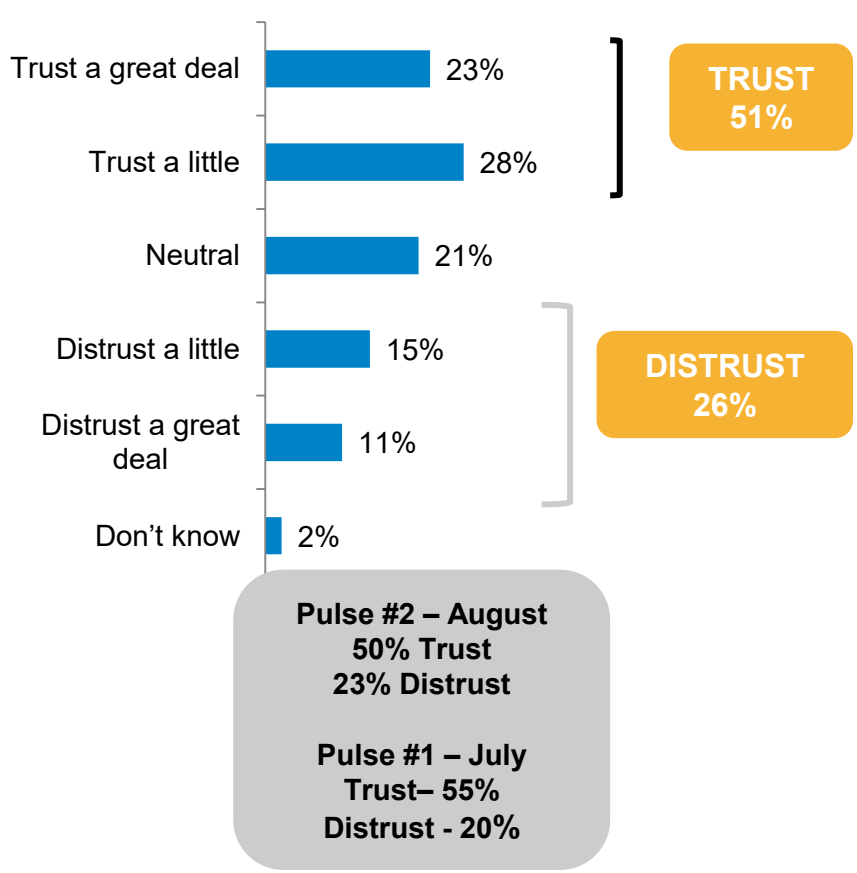
COV Satisfaction and Trust

- Close to 60% of respondents are satisfied with the City's COVID-19 response (59%) and 30% are dissatisfied. Satisfaction is up from the 54% who were satisfied in August. Overall trust is similar to the last survey, although distrust shows a small increase.

Pulse #3 – Sept.
Satisfaction with COVID-19 Response



Pulse #3 – Sept.
Trust in COV

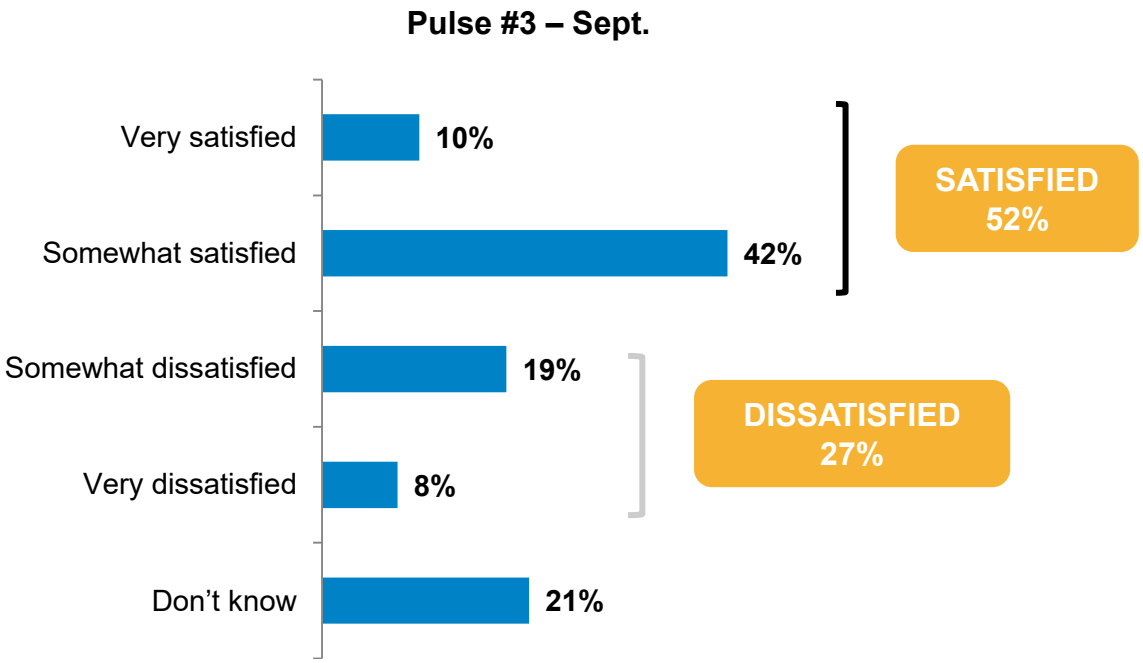


Base: Pulse #3 (n = 2651), Pulse #2 (n=2929), Pulse #1 (n=3,295)
Overall how satisfied are you with the City's COVID-19 response? Thinking about the COVID-19 pandemic and the City's response, how much do you trust or distrust the City

RESTARTING VANCOUVER

Satisfaction with Restart Plan

- As before, more respondents are satisfied with the City of Vancouver's Restart Plan than are dissatisfied – 52% vs. 27%. Satisfaction is holding steady, but there has been increase in dissatisfaction among respondents since July (increase of 7 points)



Pulse # 2 – August
(n=2929)
Satisfied – 53%
Dissatisfied – 24%

Pulse #1 – July
(n = 3,295)
Satisfied – 55%
Dissatisfied – 20%

Base: All respondents (n=2,651)
On May 25th, the City of Vancouver announced its Restart Smart Vancouver plan and since then some City services and amenities have restarted and re-opened. Overall, how satisfied are you with the City's COVID-19 restart plan?

Reasons for Satisfaction/Dissatisfaction with Restart Plan

SATISFIED (n = 821)

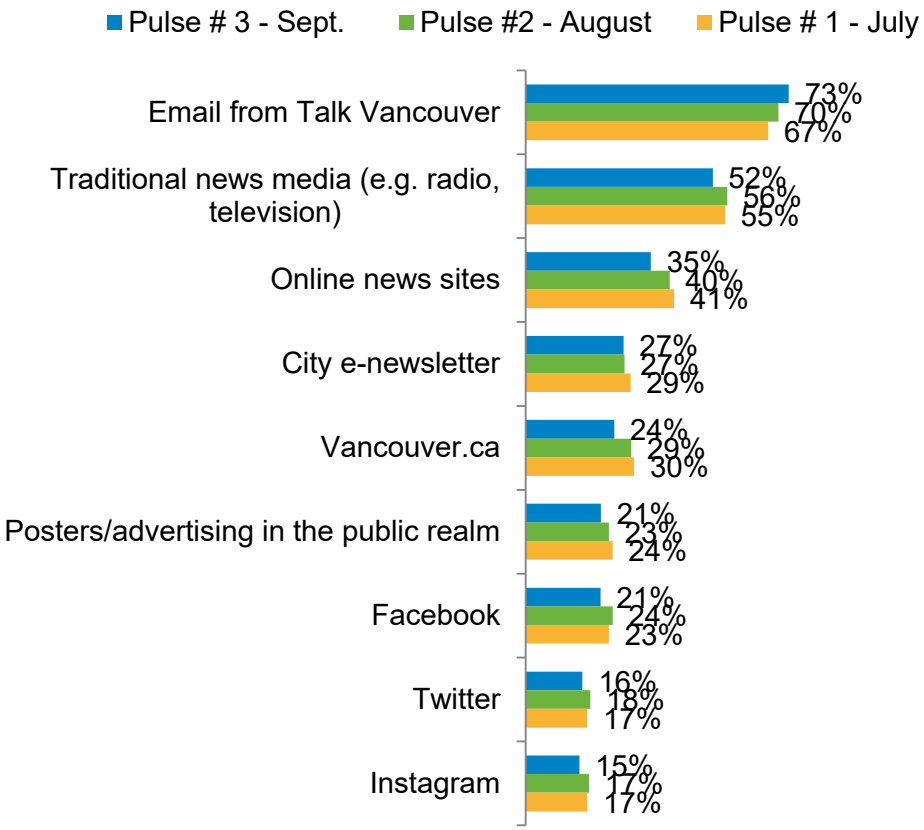
- Sufficient precautions while balancing reopening efforts
- Following provincial/health authority guidelines (but many concerned about rising cases)
- Patios, plazas, additional public spaces have worked well
- Reopening of libraries, pools and some community centre programs is generally appreciated
- More would be more satisfied with mandatory mask policies for indoor spaces ; more enforcement of physical distancing
- Many concerned about access to outdoor spaces and activities during fall/winter and encourage City to explore more options
- *"Flexibility in order to support businesses with patios, parklets etc. and pick-up zones. COV has shown creativity and willingness to be innovative. Continue this approach as it's going to get more challenging once the rains return (and we all know they will...)"*
- *"I like that there has been a gradual approach in some cases (e.g.. libraries) and it seems like there is a good balance between safety and risk."*

DISSATISFIED (n = 635)

- Too little enforcement of safety measures
- No mandatory mask regulations
- Perception of prioritising businesses/economy/property owners over public health
- Slow to reopen public facilities - particularly community centres, pools, libraries
- Too quick to allow reopening of businesses (like clubs and bars)
- Homelessness and increasing crimes is a growing concern
- *"It seems the city has put the economy above safety and health. The policies are geared toward youth. Elders are not being supported. e.g. in the changes made to street culture and to recreation."*
- *"Mandatory mask wearing should have been implemented in all public, enclosed spaces months ago.*

Best Ways to Share Information

- Among the respondents the top ways to communicate about the Restart are still digital (4 of the top 5). Traditional news traditional news media is also still a popular choice among respondents.

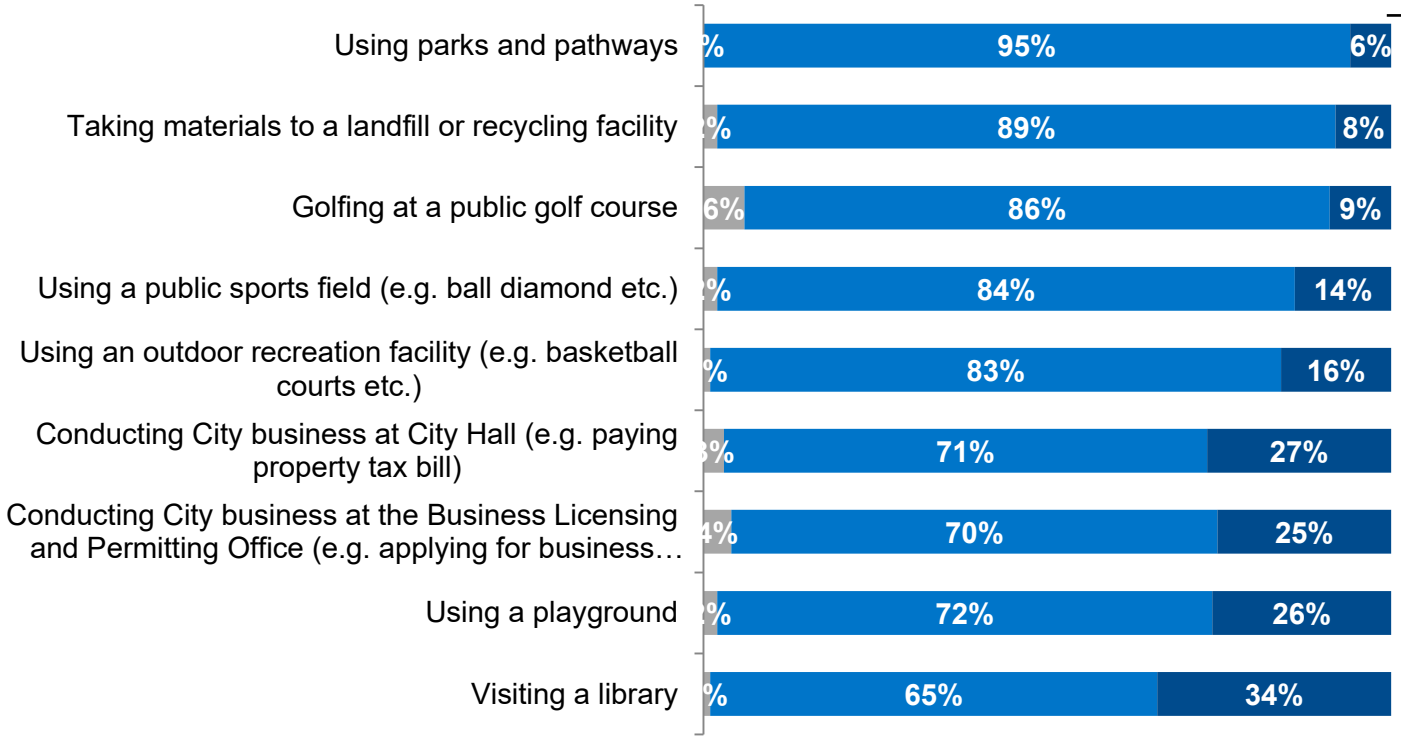


Pulse # 3 – Sept.
Email from Talk Vancouver
- **Members: 74%**
- **Non-members: 21%**

Base: Pulse #2 (n=2651) Pulse #2 (n=2929); Pulse #1 (n=3295)
What are the best ways to share information about the City's restart plans with you?

Comfort with City-Related Activities

- As with the previous two Pulse Surveys, the majority of respondents are most comfortable engaging in outdoor activities that allow space from other people, greater than 83% (e.g. parks and pathways, golfing, public sports fields etc.) Taking materials to a landfill or recycling facilities also had a high degree of comfort (89%).

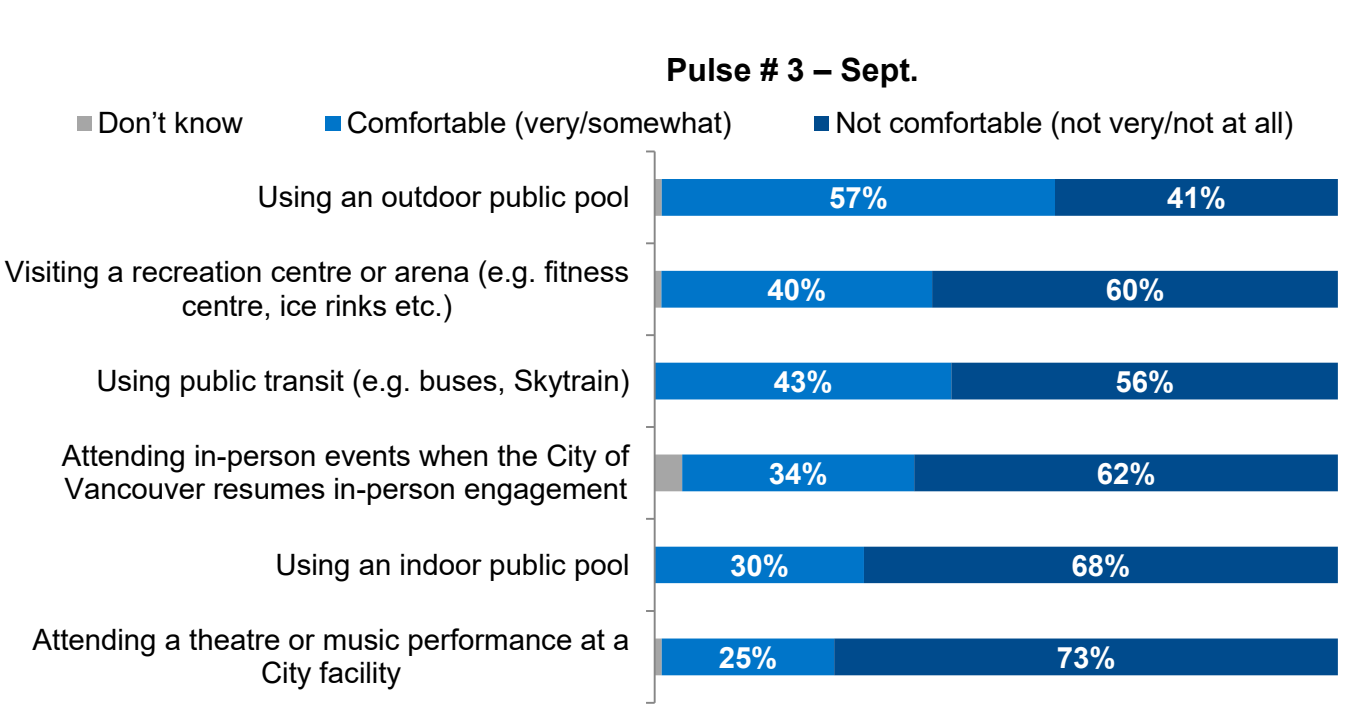


	Comfortable (Very/Somewhat)	
	Pulse # 2 – August (n=2929)	Pulse # 1- July (n = 3295)
Using parks and pathways	94%	95%
Taking materials to a landfill or recycling facility	89%	90%
Golfing at a public golf course	86%	87%
Using a public sports field (e.g. ball diamond etc.)	82%	84%
Using an outdoor recreation facility (e.g. basketball courts etc.)	82%	84%
Conducting City business at City Hall (e.g. paying property tax bill)	71%	74%
Conducting City business at the Business Licensing and Permitting Office (e.g. applying for business…	70%	73%
Using a playground	69%	71%
Visiting a library	62%	64%

Base: All respondents (n=2,651)
As restrictions continue to be lifted, how comfortable would you feel doing the following public activities?

Comfort with City-Related Activities, cont.

- Respondents are still fairly split on their comfort using outdoor public pools (57% comfortable, 41% uncomfortable)
- As before, the majority of respondents said they would be uncomfortable attending or taking part in activities that involved being indoors for longer periods of time. A new item asked about comfort attending in-person engagement events and a third would be comfortable while 2/3 would be uncomfortable. Comfort attending a musical performance is the lowest still at 25% of respondents.

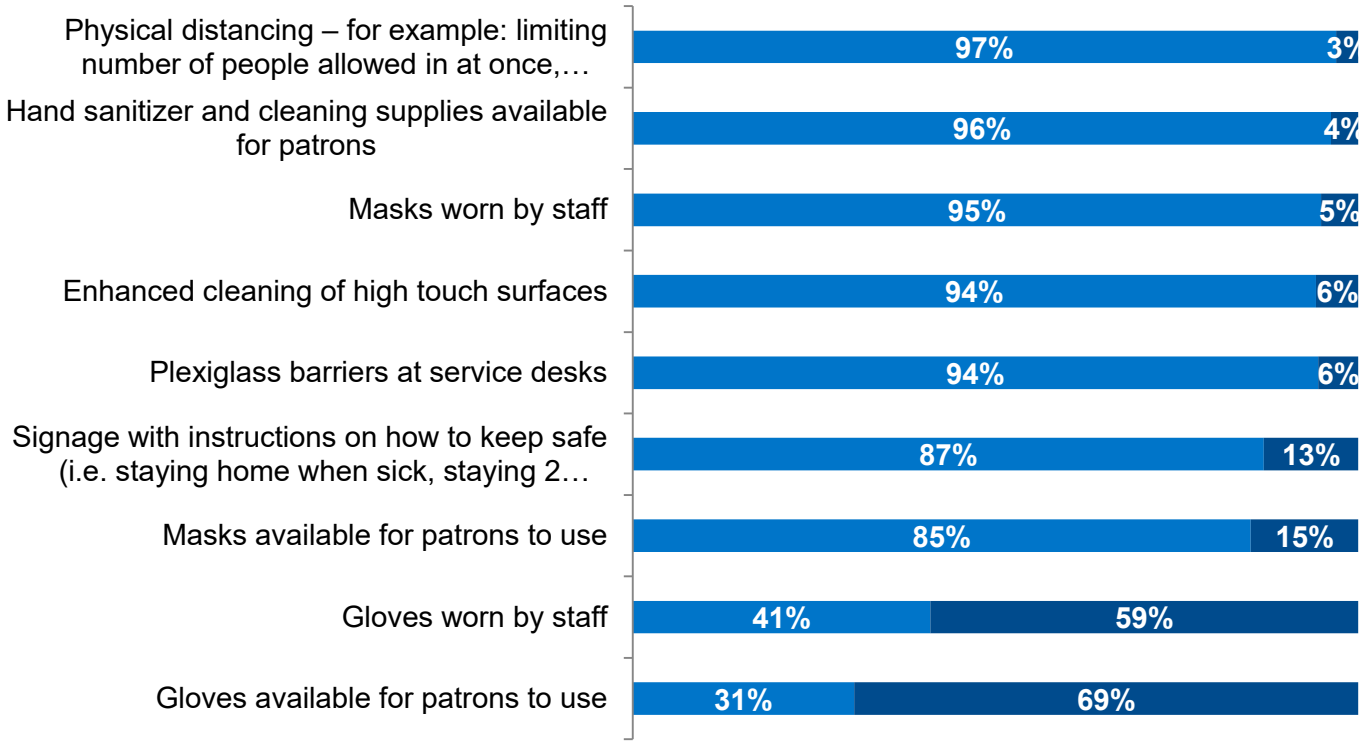


	Pulse # 2 – August (n=2929)	Pulse # 1- July 2020 (n = 3295)
	Comfortable	Comfortable
Using an outdoor public pool	56%	51%
Visiting a recreation centre or arena (e.g. fitness centre, ice rinks etc.)	36%	40%
Using public transit (e.g. buses, Skytrain)	36%	37%
Attending in-person events when the City of Vancouver resumes in-person engagement	N/A	N/A
Using an indoor public pool	26%	26%
Attending a theatre or music performance at a City facility	21%	26%

Base: All respondents (n=2,651)
As restrictions continue to be lifted, how comfortable would you feel doing the following public activities?

Importance of Measures to Prevent Spread of COVID-19 in City Spaces

- For the vast majority, the most important COVID prevention measures in City spaces remain the same: physical distancing, hand sanitizer, cleaning, physical barriers, and masks for staff. The use of gloves for patrons was less important 31%), while 41% of respondents feel gloves are important for staff to wear.

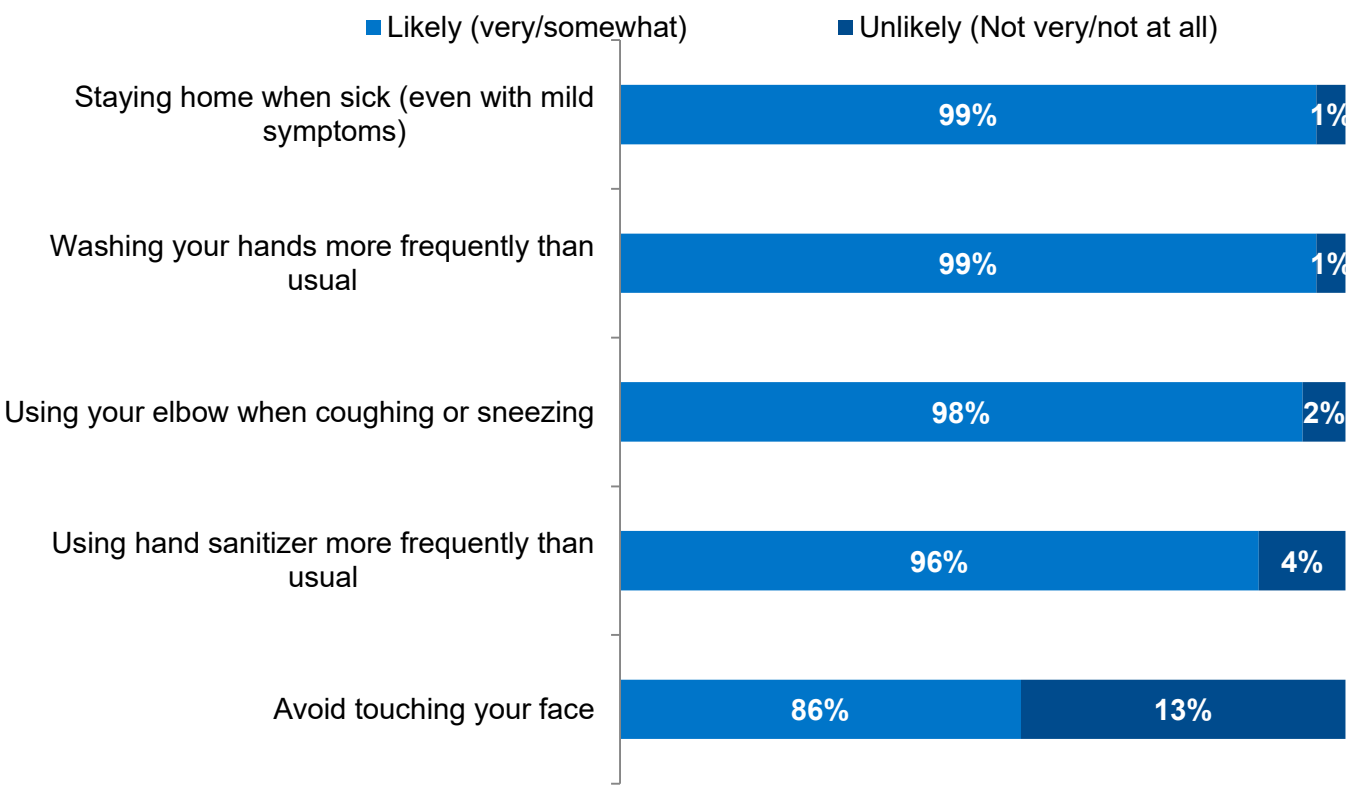


	Pulse # 2 – Aug. (n = 2,929)	Pulse # 1 - July (3,295)
	Impt.	Impt.
Physical distancing – for example: limiting number of people allowed in at once,…	98%	97%
Hand sanitizer and cleaning supplies available for patrons	97%	97%
Masks worn by staff	95%	93%
Enhanced cleaning of high touch surfaces	95%	97%
Plexiglass barriers at service desks	95%	94%
Signage with instructions on how to keep safe (i.e. staying home when sick, staying 2…	88%	88%
Masks available for patrons to use	86%	84%
Gloves worn by staff	45%	50%
Gloves available for patrons to use	31%	35%

Base: All respondents (n=2,651)
Think ahead to the re-opening of City amenities and facilities to the public (e.g. using a community centre, paying property taxes at City Hall etc.). How important is each of the following to you when thinking about using these spaces?

Likelihood of Engaging in Actions to Prevent Spread – *Personal Hygiene Behaviours*

- Vast majority of respondents indicated they are likely to engage in the following personal hygiene behaviours to help minimize the spread of COVID-19 (between 85% to 99%) . This is similar to the findings from Pulse #1 and #2.



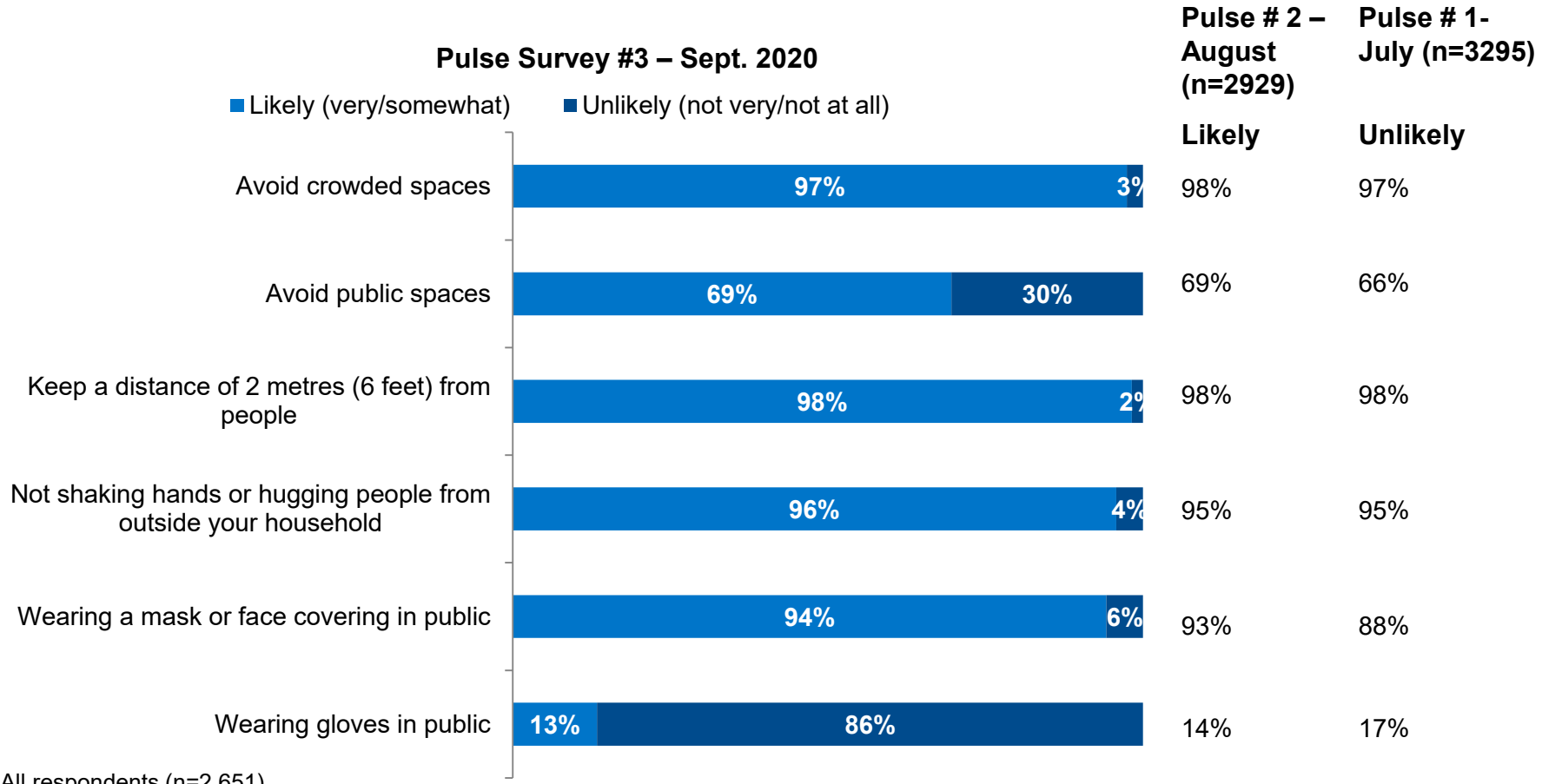
	Pulse # 2- August (n= 2,929)	Pulse # 1 – July (n=3,295)
	Likely	**Unlikely**
Staying home when sick (even with mild symptoms)	99%	99%
Washing your hands more frequently than usual	98%	99%
Using your elbow when coughing or sneezing	98%	99%
Using hand sanitizer more frequently than usual	95%	95%
Avoid touching your face	86%	88%

Base: All respondents (n=2,651)
Currently, how likely or unlikely are you to do the following?

Likelihood of Engaging in Actions to Prevent Spread – *Public Space*

- In line with previous findings, when it comes to accessing public spaces, almost all are likely to avoid crowded public spaces (97%), while a smaller majority are likely to avoid public spaces altogether (70%).

- The majority continue to say they'll engage in measures to prevent spread of COVID-19 in public spaces, with an increase in the likelihood of wearing a mask (+6% from Pulse #1). Respondents remain unlikely to wear gloves consistent with public health messaging about their use.



	Pulse # 2 – August (n=2929)	Pulse # 1- July (n=3295)
	Likely	Unlikely
Avoid crowded spaces	98%	97%
Avoid public spaces	69%	66%
Keep a distance of 2 metres (6 feet) from people	98%	98%
Not shaking hands or hugging people from outside your household	95%	95%
Wearing a mask or face covering in public	93%	88%
Wearing gloves in public	14%	17%

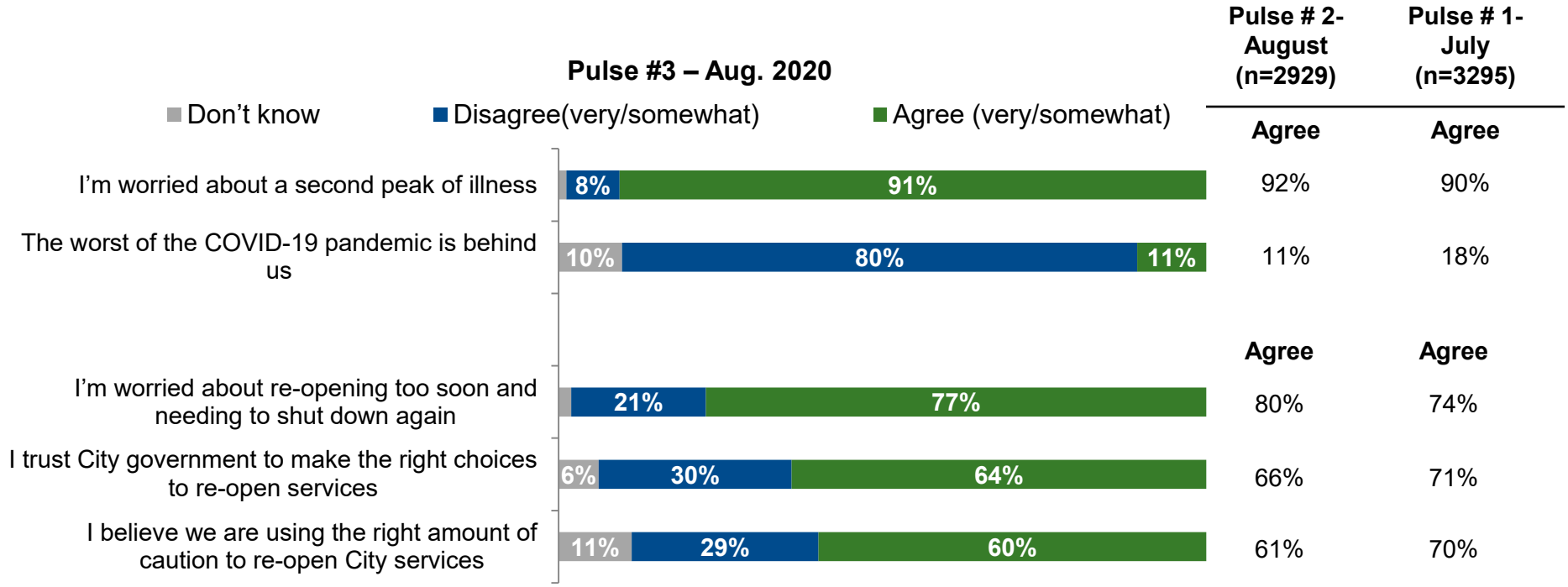
Base: All respondents (n=2,651)
Currently, how likely or unlikely are you to do the following?

OUTLOOK ON PANDEMIC

Outlook on Pandemic

Worries about the course of the pandemic remain high with the vast majority (91%) of respondents concerned about a second peak of illness. Similarly only 11% thought the worst of the pandemic was behind us (80% disagreed that the worst of the pandemic was behind us).

Worries around reopening also remain high, with 77% of respondents worried about re-opening too soon and needing to shut down again. About two-thirds of respondents (64%) trust the City to make the right decisions about re-opening and 60% believe we are using the right amount of caution when it comes to the re-opening. This is similar to the 2nd Pulse Survey, but down from the 1st.

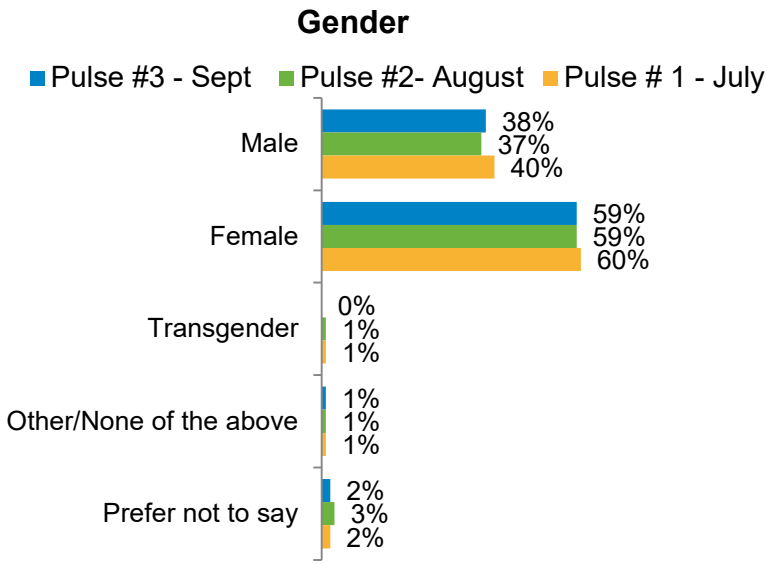


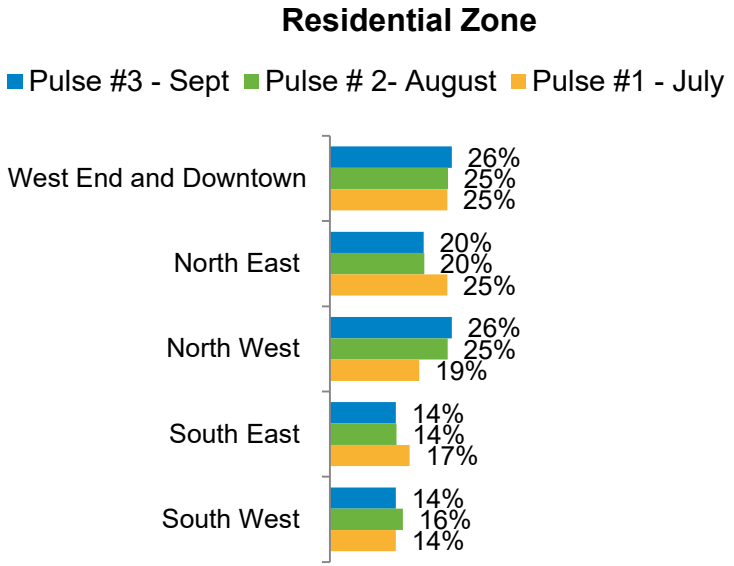
	Pulse # 2- August (n=2929)	Pulse # 1- July (n=3295)
	Agree	Agree
I'm worried about a second peak of illness	92%	90%
The worst of the COVID-19 pandemic is behind us	11%	18%
	Agree	Agree
I'm worried about re-opening too soon and needing to shut down again	80%	74%
I trust City government to make the right choices to re-open services	66%	71%
I believe we are using the right amount of caution to re-open City services	61%	70%

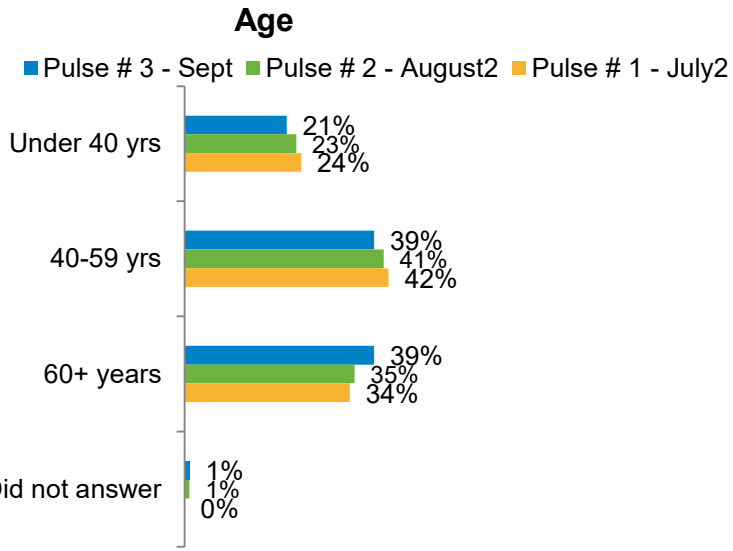
Base: All respondents (n=2,651)
Do you agree or disagree with the following statements?

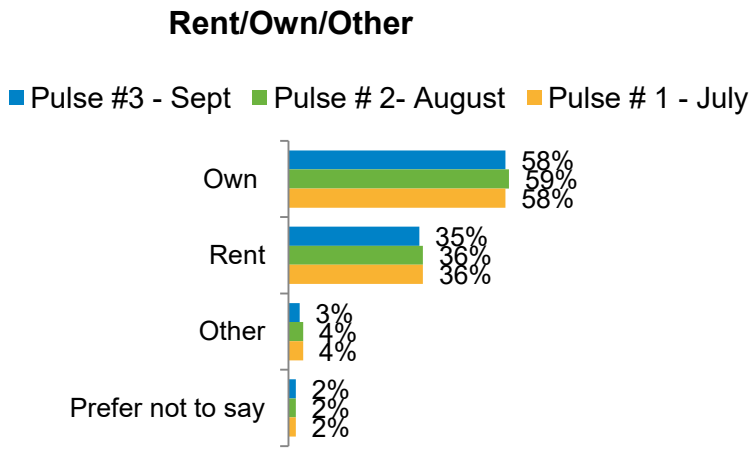
APPENDIX

Respondent Demographics



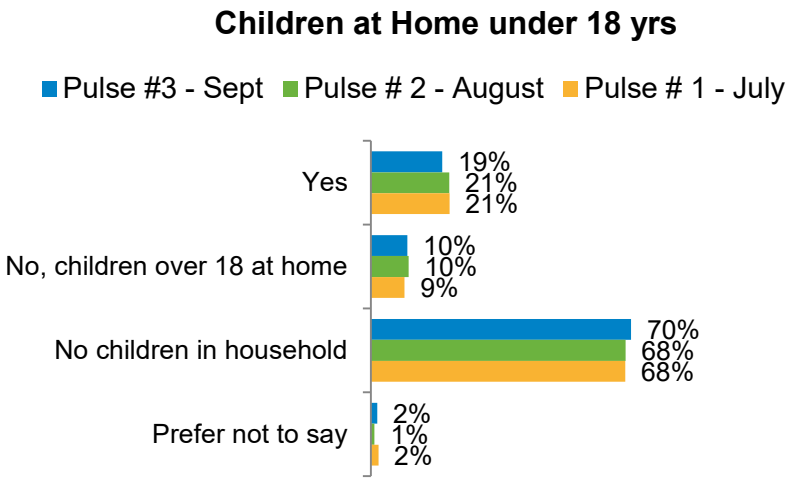


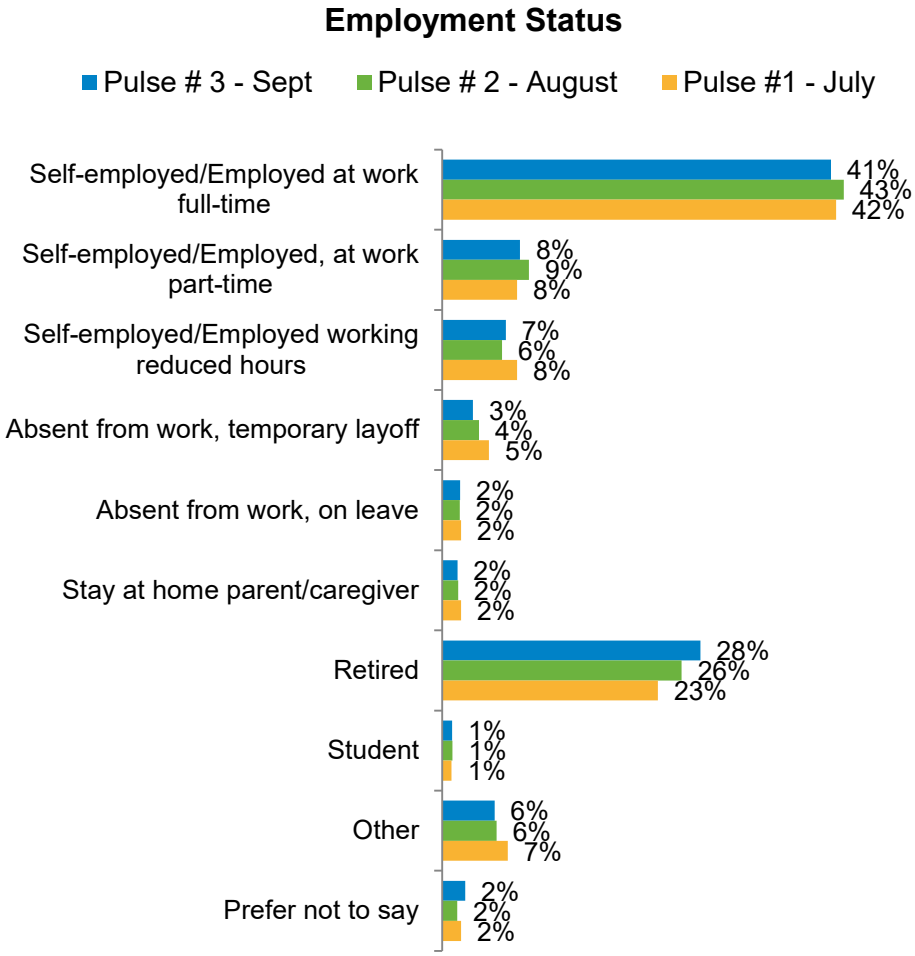




Base: Pulse # 3 (n=2651), Pulse #2 (n=2,929), Pulse #1 (n=3,295)

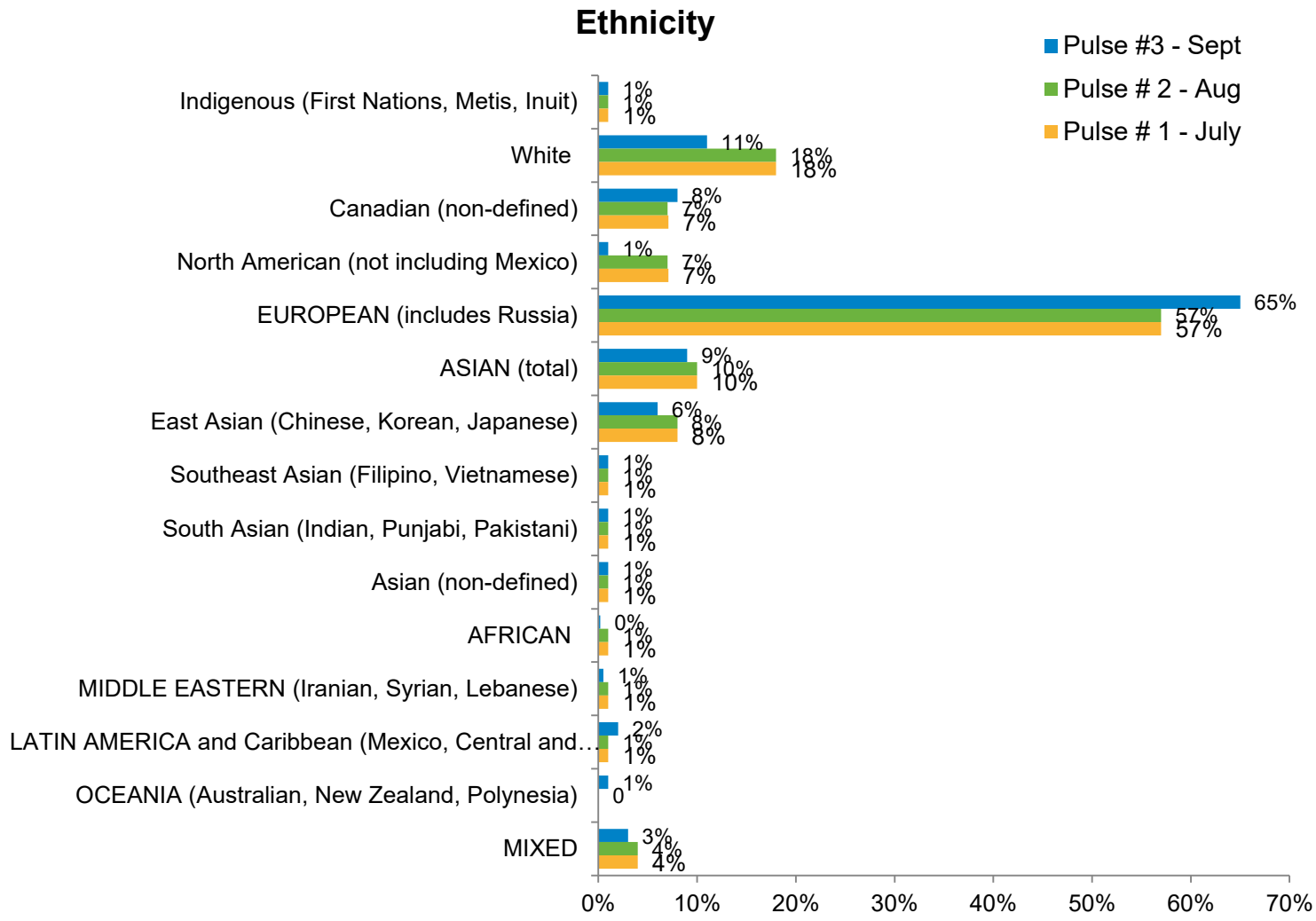
Respondent Demographics, Cont.





Base. Pulse #3 (n = 2651); Pulse #2 (n=2929) ; Pulse #1 (n=3295)

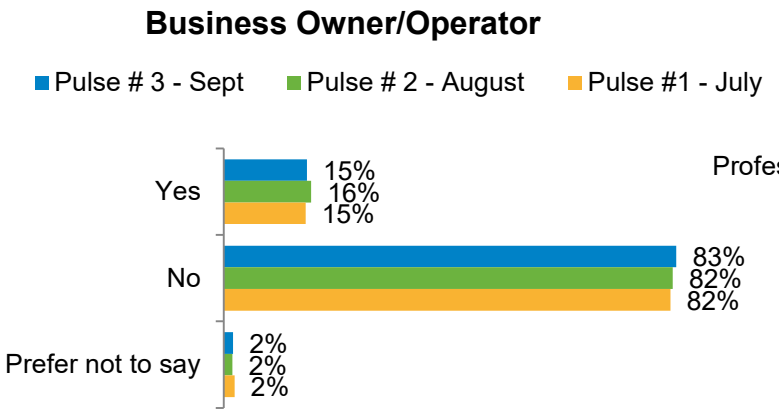
Respondent Demographics, Cont.

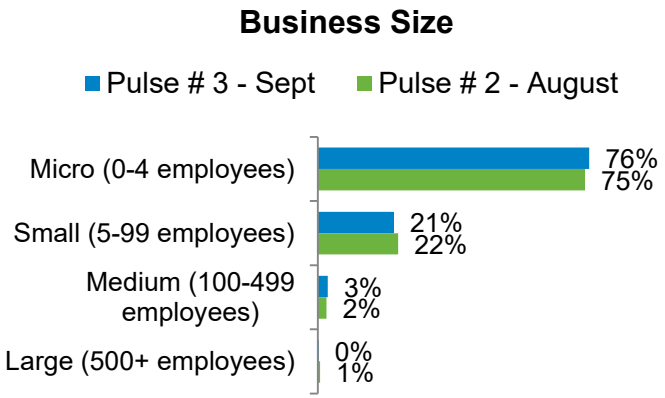


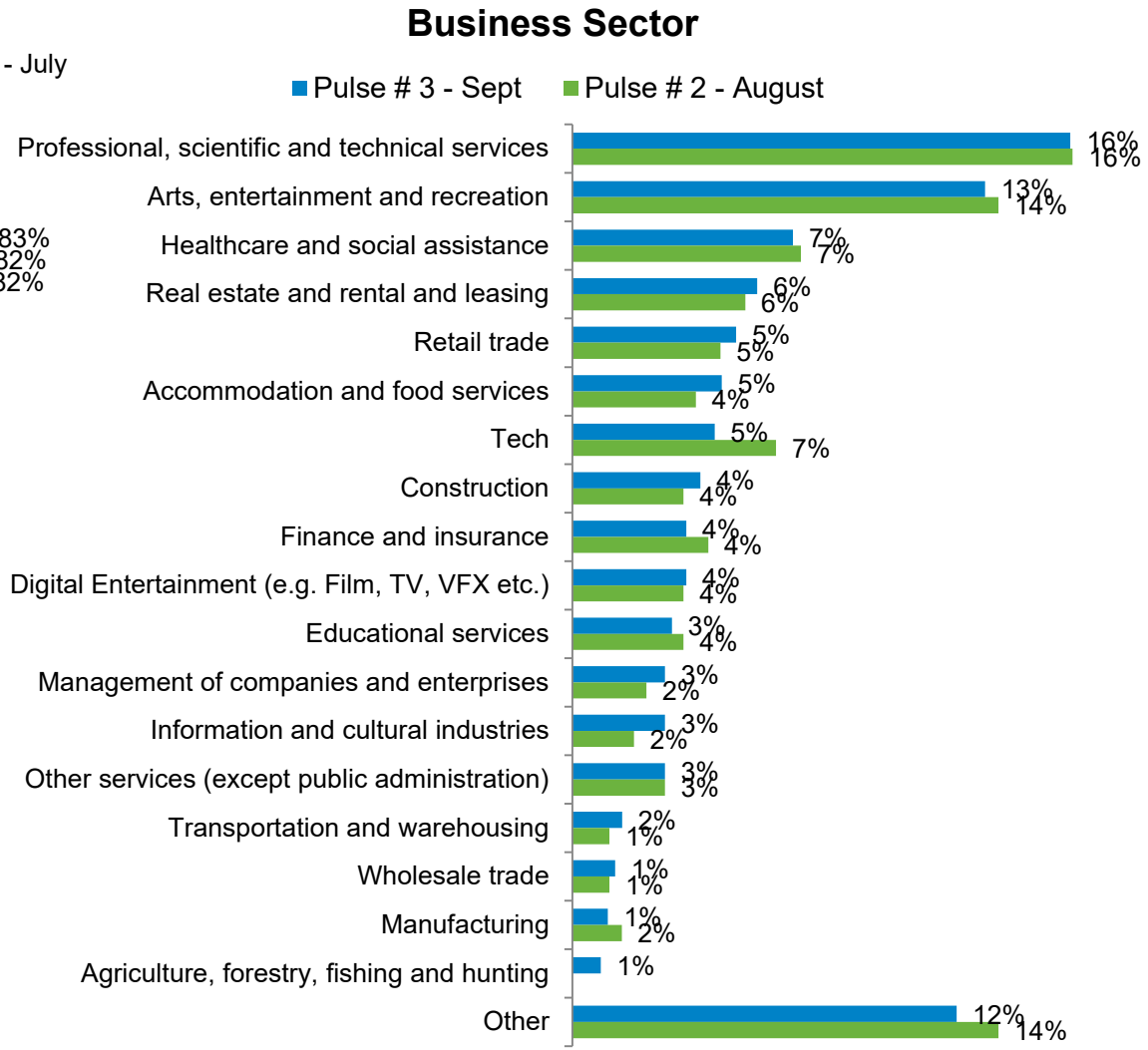
Base: Pulse #3 – Sept (n=2275), Pulse #2 - August (n=2631), Pulse # 1 – July (n = 2930)

What is your main ethnic origin or that of your ancestors (e.g. grandparents or older)?

Business Owner Demographics







Business Owner Status - Pulse # 3 – Sept (n=2651); Pulse #2 - August (n=2631) ;Pulse # 1 – July (n = 2930)

Business Size/ Sector – Pulse # 3 (n=434); Pulse #2 (n = 500)