COVID-19 PULSE SURVEY #1 : MEASURING ONGOING IMPACTS

Summary Results



CITY OF VANCOUVER

COVID-19 Pulse Survey #1: Measuring Ongoing Impacts

- The City expected 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 attitudes, actions and sentiments among the public, we launched the COVID-19 Pulse Survey: Measuring Ongoing Impacts. This monthly survey was first run July 7-13, 2020 and was promoted via:
  - Invitation to Talk Vancouver members ; On Vancouver.ca (English, Traditional Chinese, Simplified Chinese, Punjabi, Vietnamese, Tagalog) for the general public; The City's social media channels

- 3,295 responses from Vancouver residents were received. Key demographics of respondents (see Appendix for full details):
  - Gender: More women than men (60% vs. 40%)
  - Age: More 40-59+ (42%) than other groups (under 40 = 24% and 60+ = 34%_
  - Residential Zone: More DT/West End (25%) and Northwest (25%) relative to other locations, esp. the southwest (14%)
  - 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.

- This document provides the overall summary results and identifies any large group differences where relevant.

Key Summary Results

Here are the key summary results from the survey:

PERSONAL IMPACTS OF COVID

- **COVID-19 Related Challenges.** Vast majority of respondents have experienced some challenges related to COVID-19 (94%). The most common challenge was the reduction in recreation and leisure activities (78%). Financial impacts such as job loss were also significant and experienced by about a third or more.

- **Overall Impacts**. Greatest impact is the worsening of respondents' comfort being out in public (88%). Other areas with high negative impact: worsened outlook on the future for close to three-quarters of respondents (73%) and mental health has worsened among 62%.
- Those respondents under 60 years of age have experienced greater negative financial impacts and impacts on mental health compared to those 60+ (e.g. worsened household income – 47% vs. 30%)

COVID-19 AND COV RESPONSE

- **Awareness and effectiveness.** Close to 70% of respondents are aware of the City's current efforts to limit the spread of COVID-19 and 61% believe that changes to City services will help limit the spread. Although they say they are aware of the City's response to COVID, about half of respondents say they don't have enough information about it (56%).

- **Satisfaction and Trust.** The majority of respondents are satisfied with the City's COVID-19 response - 60% of respondents are satisfied and 27% dissatisfied. Considering COVID-19, more respondents trust the City of Vancouver than distrust it (52% vs. 21%)

Key Summary Results Cont.

RESTARTING VANCOUVER

- **Satisfaction with Restart Plan.** Just over half of respondents are satisfied with the City of Vancouver's Restart Plan (55%), more than are dissatisfied (20%).

- **Best way to share info about restart:** Top 5 ways are email from Talk Vancouver, traditional news media, online news sites, vancouver.ca, and City e-newsletter. But there are differences in preference depending on Talk Vancouver membership and age. For example, non-members prefer vancouver.ca more than members for information (39% vs. 29%) and those under 40 prefer social media more than those 60+ (e.g. Facebook 35% prefer among under 40 and 16% for 60+).

- **Comfort Engaging in City-related activities.**
  - Respondents were most comfortable engaging in outdoor recreation activities that allowed space from other people , for example the vast majority are comfortable using parks and pathways (95%), followed by golfing at a public golf course (87%).
  - The majority of respondents said they would be uncomfortable attending or taking part in activities that involved being indoors for longer periods of time such as attending a theatre or music performance at a City facility (73% uncomfortable) or using an indoor pool (72%).

- **Importance of measures in City spaces to help prevent spread of COVID-19.**
  - Virtually all respondents agreed on the importance of physical distancing, the enhanced cleaning of high touch services and the availability of hand sanitizer and clean supplies available for patrons (97%).
  - The only measures that the majority of respondents did 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 (50% important vs. 35% important).

Key Summary Results Cont.

RESTARTING VANCOUVER

- **Likelihood of engaging in actions to prevent spread of COVID-19**
  - **Personal hygiene actions.** A strong majority of respondents (greater than 88%) say they are likely to engage in these personal hygiene actions that help minimize the spread of COVID-19: washing hands more frequently, staying home when sick (even for mild illness), using elbow when coughing/sneezing, using hand sanitizer more frequently.

  - **Actions related to public space.**
    - When it comes to accessing public spaces virtually all are likely to avoid crowded public spaces (97%), while a significantly smaller proportion are likely to avoid public spaces altogether (66%).
    - Compliance with other measures to minimize risk in public spaces are high, at least 88% say they are likely to keep 2 m apart, avoid close contact like shaking hands, and wear mask or face covering.

OUTLOOK ON THE PANDEMIC

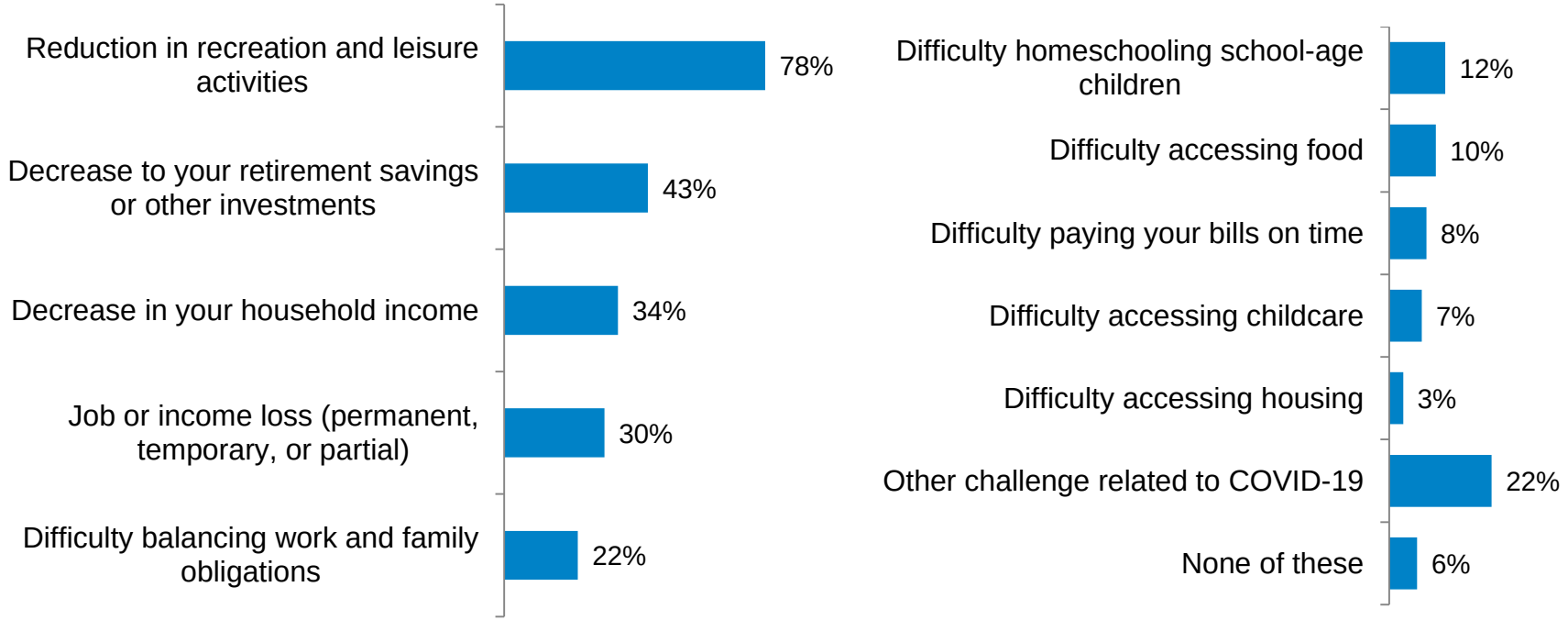
- **Course of pandemic**. Respondents still expressed a high level of worry about the course of the pandemic. Ninety percent said they were worried about a second peak of illness and only 18% thought the worst of the pandemic was behind us.

- **Thoughts on Reopening.** Reopening worries were also evident, with ¾ of respondents worried about re-opening too soon and needing to shut down again. But at the same time 70% on average trust the City to make the right decisions about re-opening and believe we are using the right amount of caution when it comes to the re-opening.

PERSONAL IMPACTS OF COVID-19

Challenges experienced during COVID-19

- Vast majority of respondents have experienced some challenges related to COVID-19 (93%). The most common challenge was the reduction in recreation and leisure activities (78%).
- Financial impacts were also significant and experienced by about a third or more: 30% experienced a job or income loss, 34% had a decrease in their household income, and 43% had a decrease in their retirement savings or other investments.
- Those under 60 experienced more immediate challenges around everyday life and especially children compared to those 60+.
  - Difficulty balancing work and family (32% vs. 5%)
  - Accessing childcare (11% vs. 1%)
  - Difficulty homeschooling school age children, greatest for 40-59 yrs (23%) vs. Under 40 = 9% and 60+ = 1%

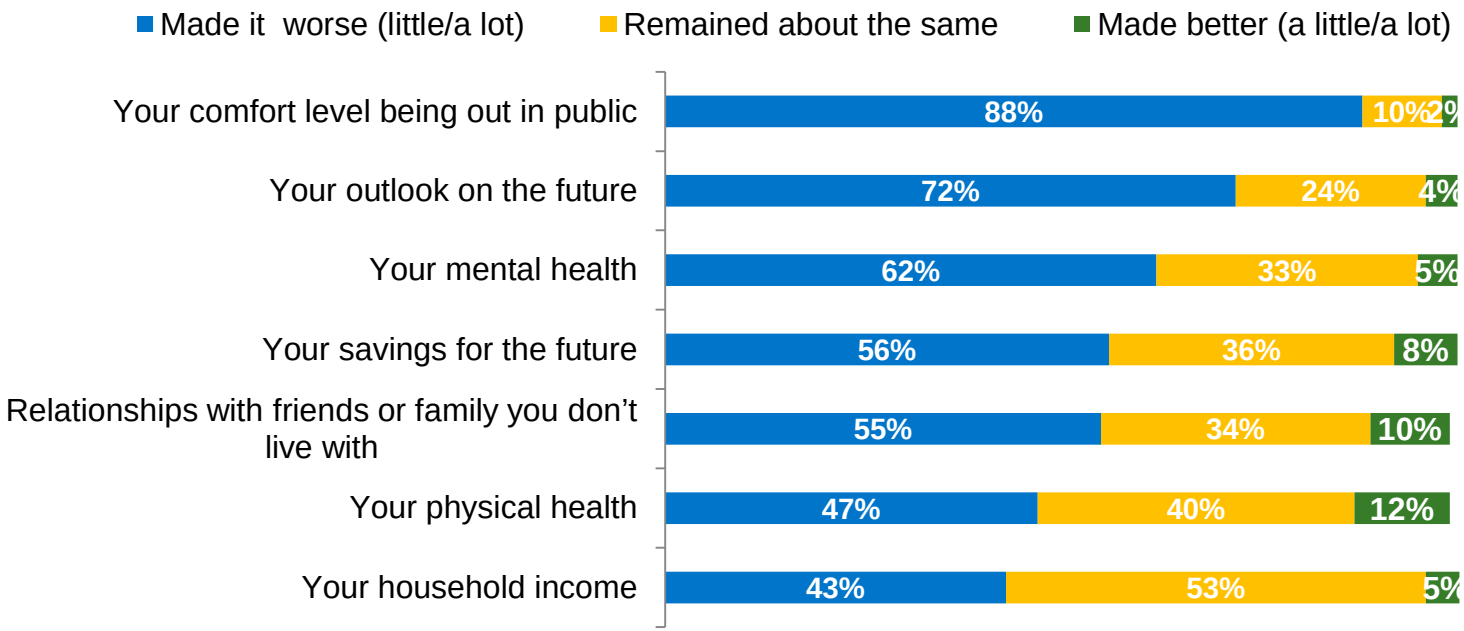


Base: All respondents (n=3295)

,,, . *Which, if any, of these situations are you personally facing or do you expect to face?*

Overall Impacts of COVID-19

- Greatest impact is the worsening of respondents' comfort being out in public (88%). Other areas with high negative impact: worsened the outlook on the future for close to three-quarters of respondents (73%) and mental health has worsened among 62%.
- Age. Respondents under 60 show greater negative impact on their mental health, especially those that are under 40 (Under 40 – 73% say it has worsened mental health, 66% among 40-59 vs. 50% among 60+. Worsening of household income greater among those under 60 compared to those over 60 years of age (47% vs. 33%)
- Gender. Female respondents reported more negative impacts of COVID-19 than men, in terms of comfort level being out in public (90% vs. 80% worse), outlook on the future (77% vs. 67% worse), and overall mental health (66% worse vs. 57% worse)

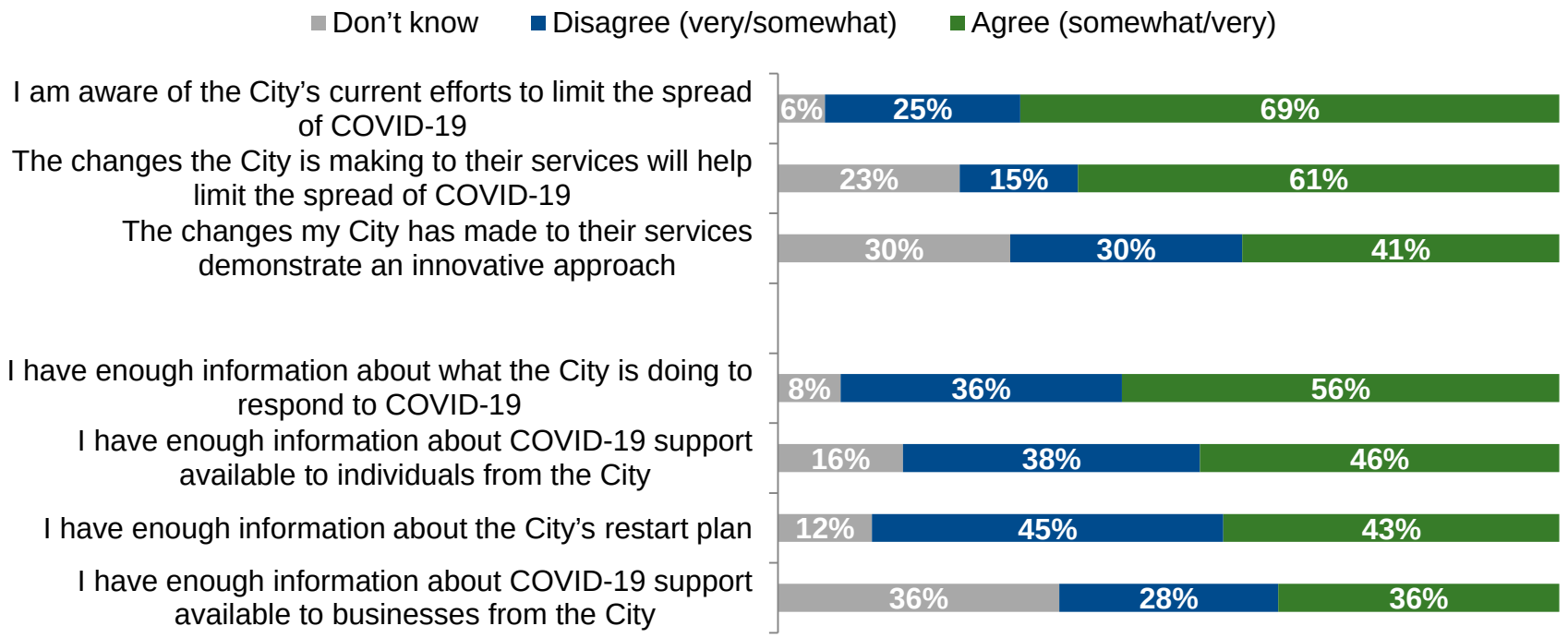


Base: All respondents (n=3295) . *Overall, how is the COVID-19 pandemic currently affecting_...?*

COVID-19 AND COV RESPONSE

COVID-19 and City of Vancouver

- Close to 70% of respondents are aware of the City's current efforts to limit the spread of COVID-19 and 61% believe that changes to City services will help limit the spread. Although they say they are aware of the City's response to COVID, about half of respondents say they don't have enough information about it (56%).
- Age. Those over 60 are more likely to say they have enough information about different aspects of the City of Vancouver's COVID response and restart plan (42% to 59%) compared to those under 40 for example (32% to 55%)
- Gender. Female respondents were more likely to say they had enough information about the City's COVID-19 response, across different areas (38% - 59%) than male respondents (33% to 51%)

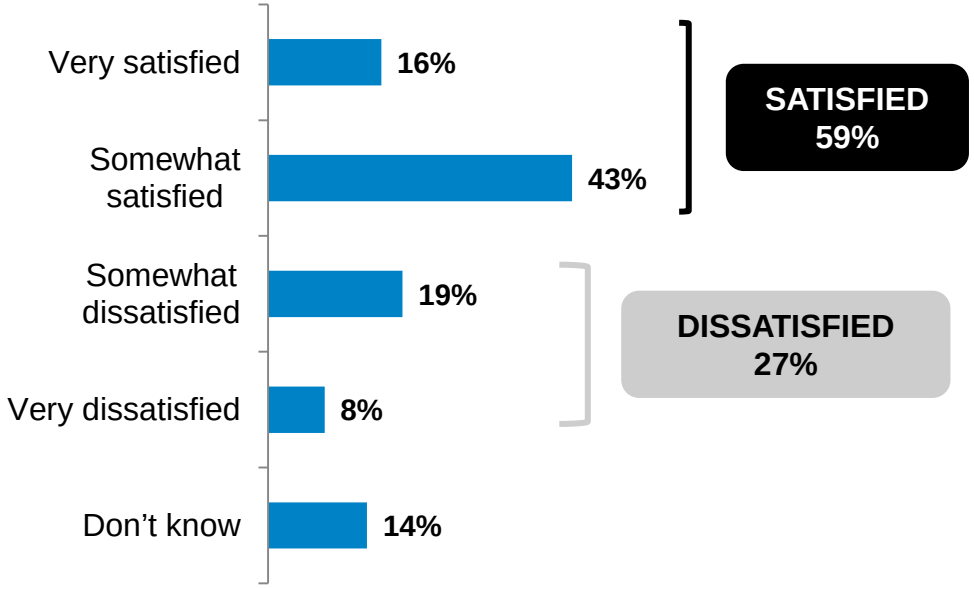


Base: All respondents (n=3295) . *How much do you agree or disagree with the following statements about the City of Vancouver and its COVID-19 response?*

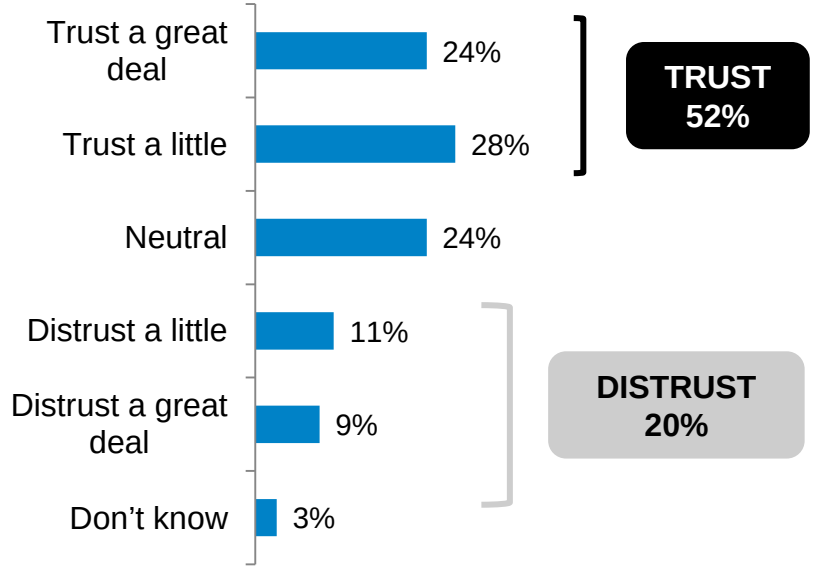
COV Satisfaction and Trust

- The majority of respondents are satisfied with the City's COVID-19 response - 60% of respondents are satisfied and 27% dissatisfied. Gender. Women tended to be more satisfied than men with the City's response (64% vs. 54%).
- More respondents trust the City of Vancouver than distrust it. Half of respondents trust the City of Vancouver (52%), a quarter are neutral toward the City on trust, and 21% are distrusting. Those under 40 are somewhat more trusting of the City than those older 56% vs. 49% (40-49) and 53% (60+). Female respondents are somewhat more trusting than male respondents (54% vs. 49%)

Satisfaction with COVID-19 Response



Trust in COV (considering COVID and our response)



Base: All respondents (n=3295)

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

Reasons for satisfaction / dissatisfaction with COV response

SATISFACTION

- Many respondents were satisfied with the City's response due to the relatively low number of COVID-19 cases in the city. It should be noted that several respondents also attributed this to the Provincial Health Officer's directives and guidance.
- Clear communication from City around COVID-19 measures, closures were timely enough and actions were within the City's sphere of influence.
- Many respondents were satisfied with expedited temporary patio program.

"Good limitations and overall a decent job of communication. Early communication was a bit jargon-heavy, but it has improved over time"

DISSATISFACTION

- Dissatisfied with the management of crowds in parks, along the seawall and other public areas, suggestions of higher enforcement, such as fining.
- Dissatisfied with the lack of adherence to health guidelines in restaurants, bars and other businesses, and suggest that masks should be mandatory.
- Respondents felt that the response to the homelessness crisis, tent cities and drug overdoses have fallen short.

"The city waited months to do anything about outdoor space for pedestrians. People were walking in the streets for physical distancing, putting themselves in danger of being hit by cars.."

Base: Respondents who provided an answer (n=2543)

Reasons for trust/distrust of City

TRUST

- City of Vancouver has followed Provincial health orders closely and the overall cases of COVID-19 spread have been comparatively low.
- Although many respondents were unaware of the City's specific COVID-19 response, they felt that they have not been given a reason not to trust the City.
- Some respondents felt that messaging and communications from the City was fairly clear and they are trying their best to balance its duties.

"Signs encouraging physical distancing appears almost immediately. City in sync with BC government."

DISTRUST

- Lack of response from the City, or lack the ability to respond in an effective and timely way and communicate that to public.
- Distrust based on perceptions of financial mismanagement, lack of internal cohesion and lack of listening to community.
- Lack of leadership from elected officials, dysfunctional Council meetings, political agendas and general distaste to politics and bureaucracy.

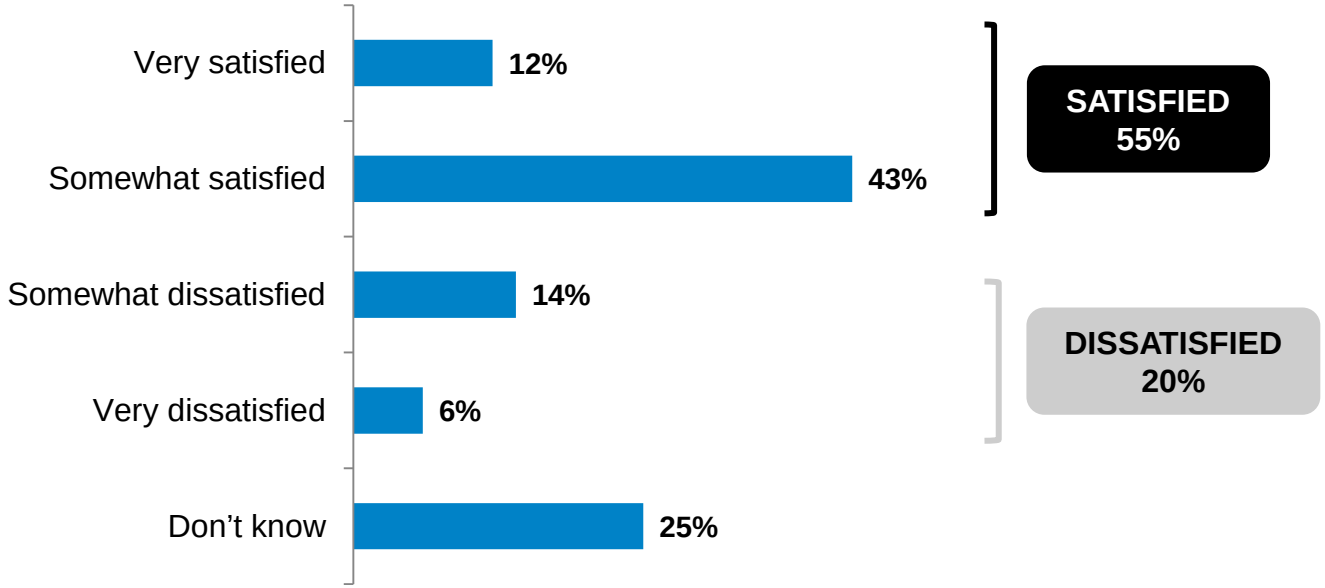
- *"I think the city is making piecemeal efforts to deal with COVID, but does not have an organized, focused response — it's all bits and pieces*

Base: Respondents who provided an answer (n=2052)

RESTARTING VANCOUVER

Satisfaction with Restart Plan

- More respondents are satisfied with the City of Vancouver's Restart Plan than are dissatisfied – 55% vs. 20%. Female respondents tend to be more satisfied than male respondents (59% v. 51%) with the Restart Plan.

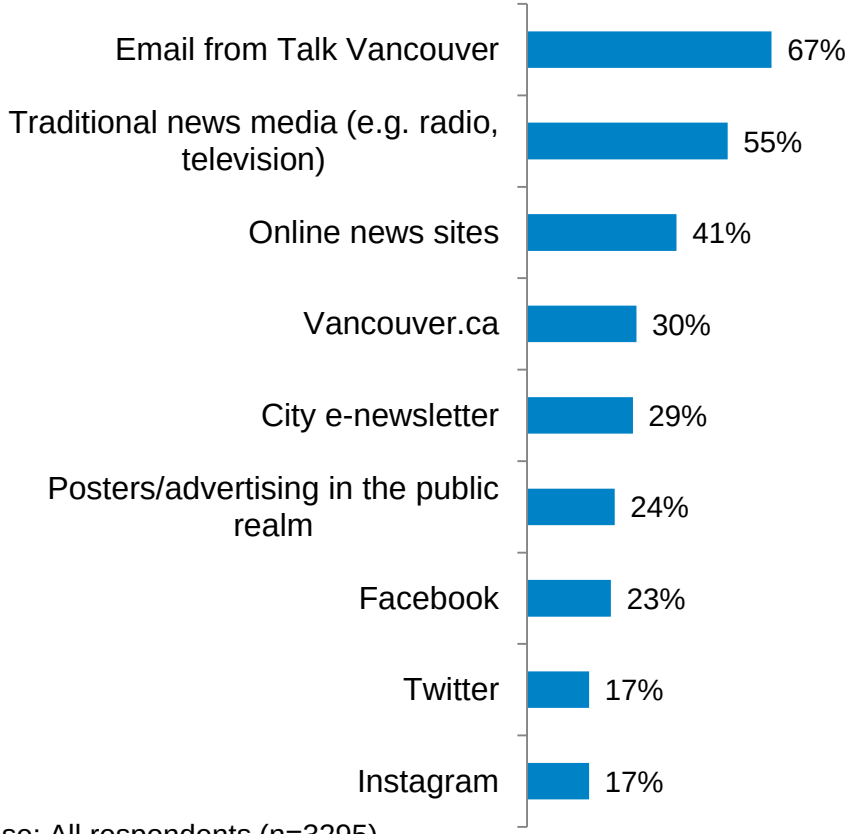


Base: All respondents (n=3295)

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?

Best Ways to Share Information about Restart

- Top ways to communicate about the Restart are digital except for traditional news media.
- But there are differences in preference among Talk Van members and non-members and younger respondents compared to older ones.



Talk Van email
- **Members – 71%**
- **Non-members – 23%**

Vancouver.ca
- **Members – 29%**
- **Non-members – 39%**

Social Media (Members vs. Nonmembers)
- **Facebook – 22% vs. 39%**
- **Twitter – 16% vs. 31%**
- **Instagram – 15% vs. 35%**

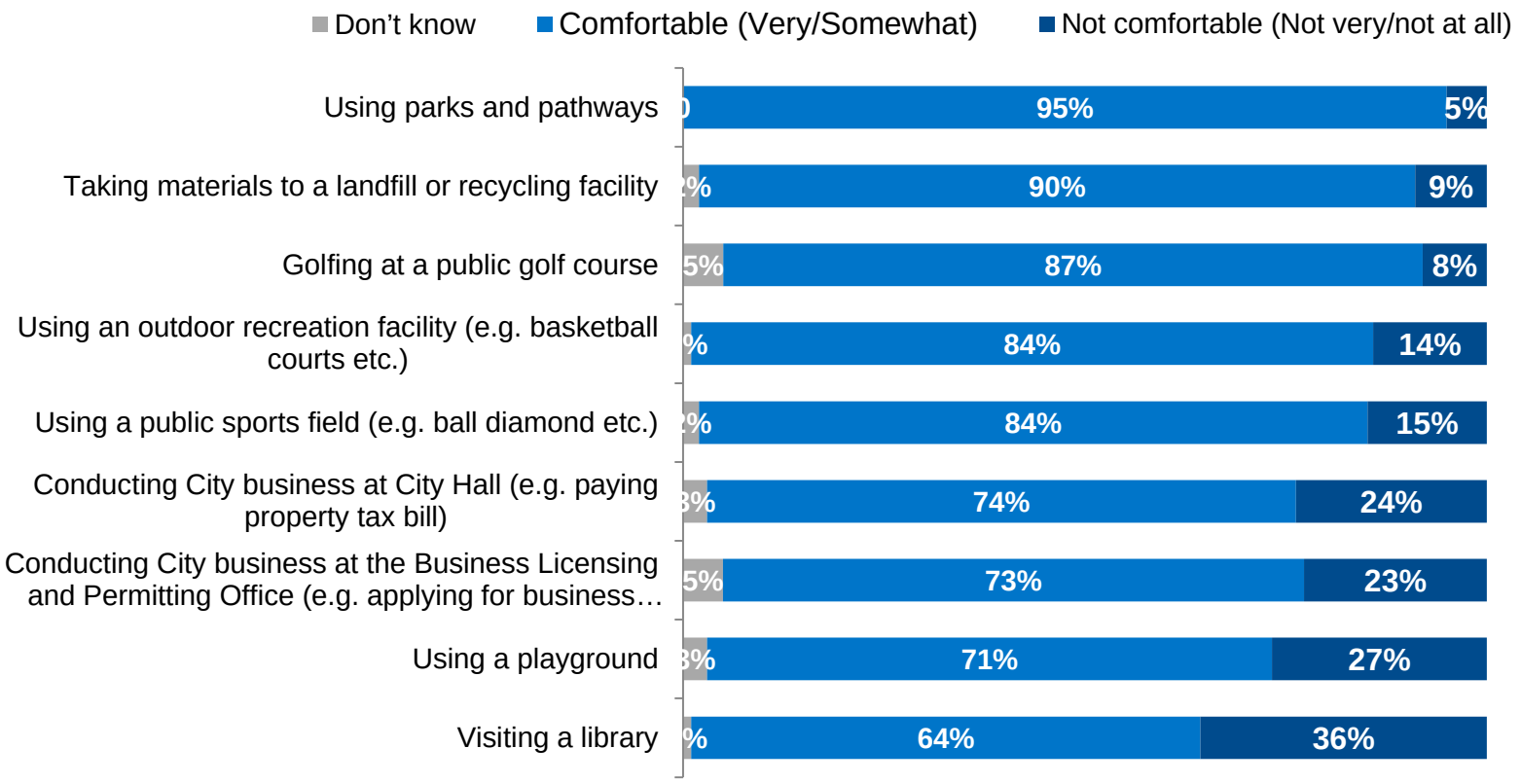
Social Media (Under 40 vs. 60+)
- **Facebook – 30% vs. 16%**
- **Twitter – 27% % vs. 8%**
- **Instagram – 35% vs. 5%**

Base: All respondents (n=3295)

What are the best ways to share information about the City's restart plans with you?

Comfort with City related Activities

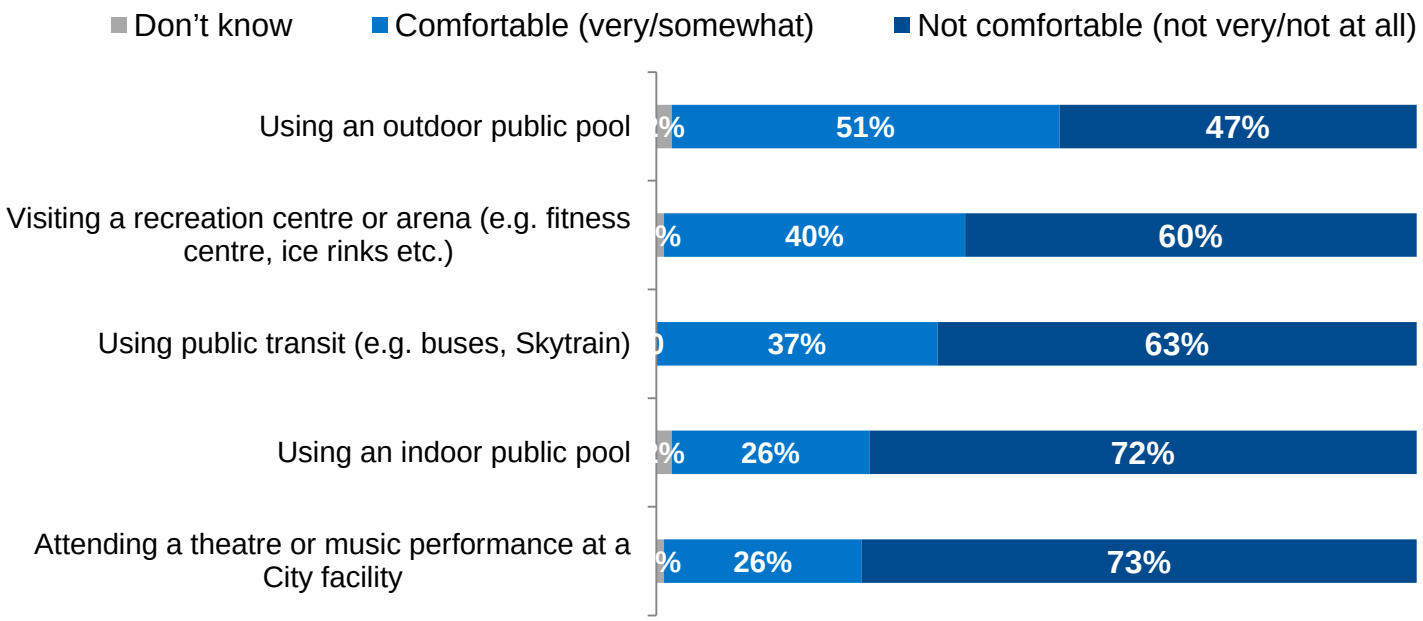
- The majority of respondents were most comfortable engaging in outdoor recreation activities that allowed space from other people. Taking materials to a landfill or recycling facilities also had a high degree of comfort (90%)



Base: All respondents (n=3295) *As restrictions continue to be lifted, how comfortable would you feel doing the following public activities?*

Comfort with City related activities contd.

- Respondents were split on their comfort using an outdoor public pool (51% comfortable, 47% uncomfortable)
- The majority of respondents said they would be uncomfortable attending or taking part in activities that involved being indoors for longer periods of time.
- Age. Older respondents (60+) were more comfortable visiting libraries than those younger - 68% comfortable vs. 63% (40-49) and 58% (under 40). They also reported relatively more comfort using public transit – 41% vs. 36% and 31%)
- Gender. Altogether, male respondents showed less discomfort with activities that involved being indoors for longer periods of time than female respondents: Recreation centre (54% vs. 61% uncomfortable), public transit (58% vs. 64%) indoor public pool (68% vs. 75%, attending theatre (70% vs. 75%)

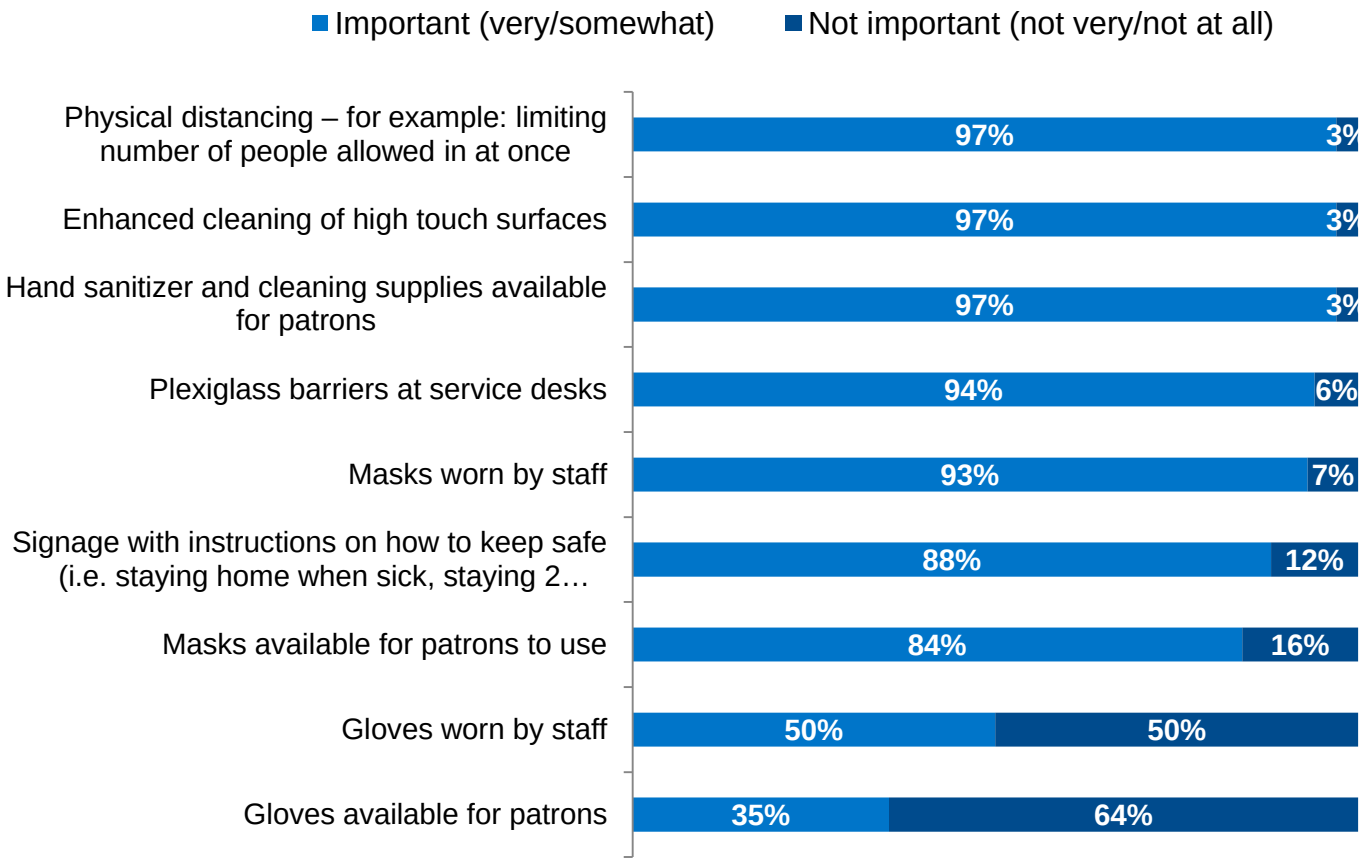


Base: All respondents (n=3295)

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

- Most important measures for vast majority is physical distancing, cleaning , hand sanitizer, physical barriers, masks for staff
- Least important: gloves for staff or patrons
- Age. Those over 60 placed much more importance on gloves than those under, for both staff (58% vs. 46% on average those under 60) and patrons (41% vs. 31% on average those under 60)

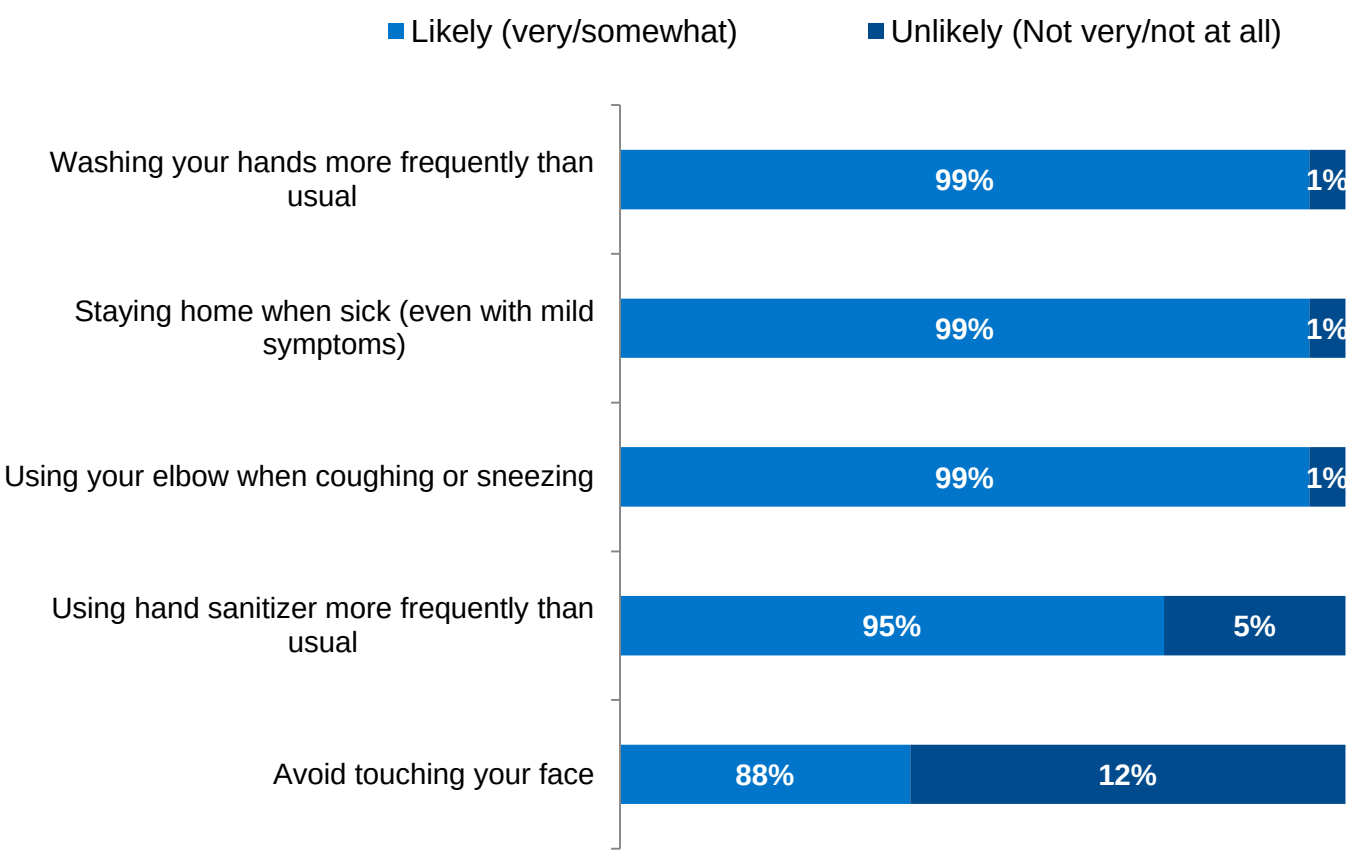


Base. Al respondents (n=3295)

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 Actions

- Strong majority of respondents (greater than 88%) say they are likely to engage in these personal hygiene actions that help minimize the spread of COVID-19:



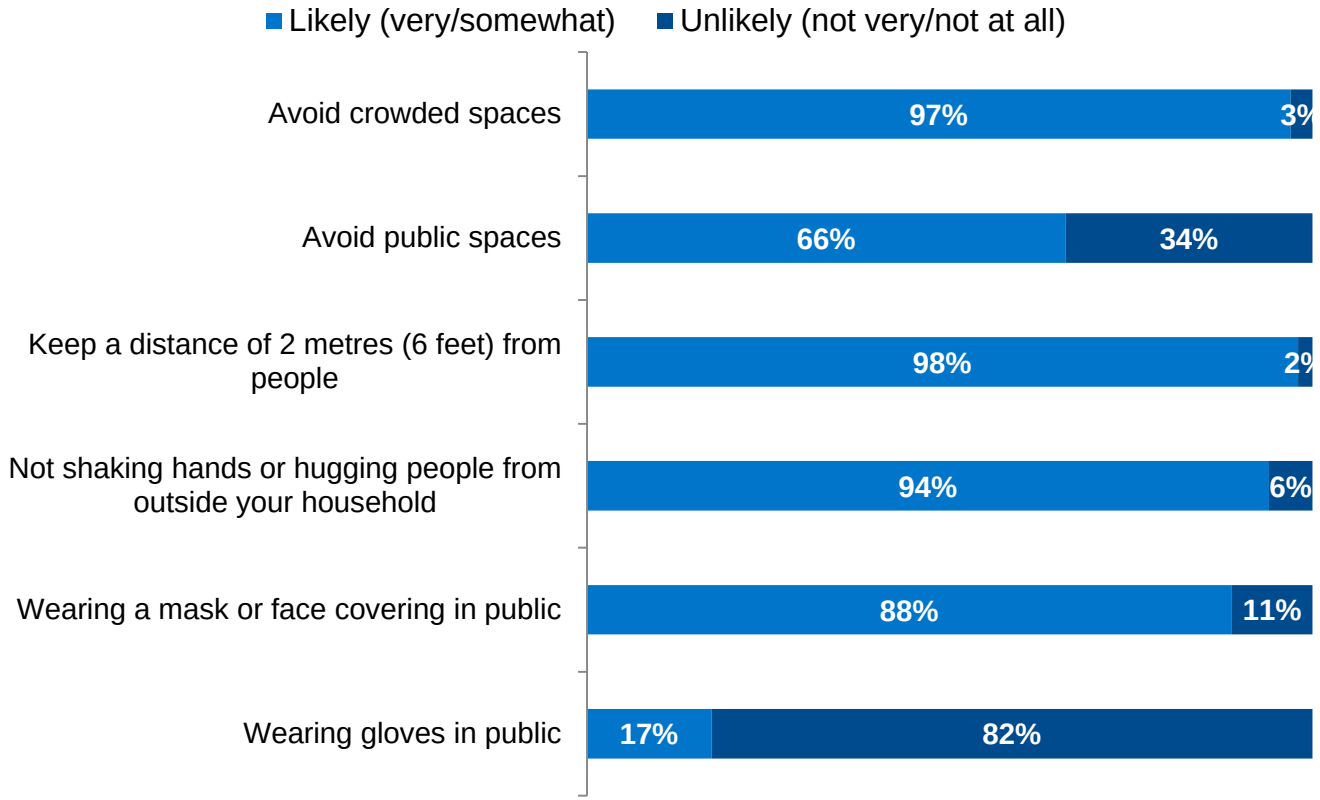
Base. AI respondents (n=3295)

Currently, how likely or unlikely are you to do the following?

Likelihood of Engaging in Actions to Prevent Spread
Actions related to Public Space

- When it comes to accessing public spaces virtually all are likely to avoid crowded public spaces (97%), while a significantly smaller proportion are likely to avoid public spaces altogether (66%).

- Majority are likely to engage in measures to prevent spread of COVID-19 in public spaces, Respondents are unlikely to wear gloves consistent with public health messaging about their use. But those over 60 are somewhat more likely to say they would wear gloves (26% vs. 11% for those under 60).



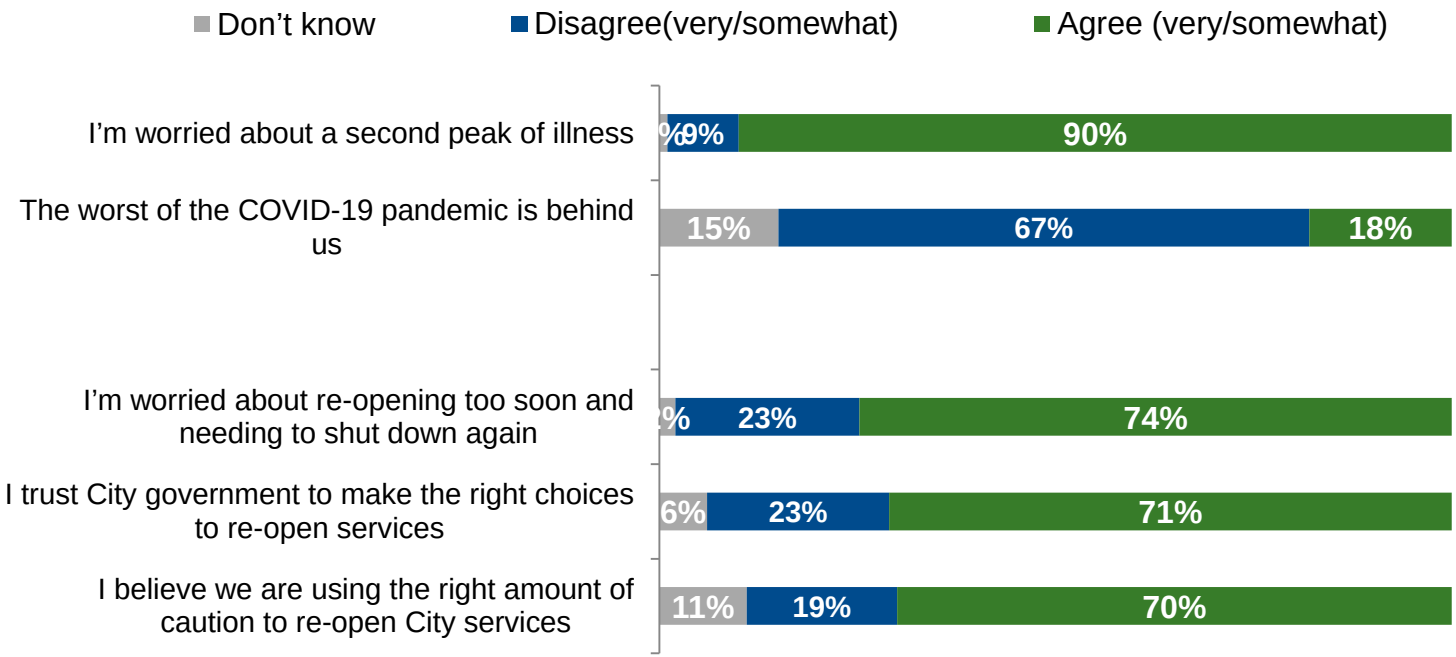
Base. AI respondents (n=3295)

Currently, how likely or unlikely are you to do the following?

OUTLOOK ON PANDEMIC

Outlook on Pandemic

- **Course of pandemic.** High level of worry about the course of the pandemic. Ninety percent said they were worried about a second peak of illness and only 18% thought the worst of the pandemic was behind us
- **Reopening.** Reopening worries were also evident, with ¾ of respondents worried about re-opening too soon and needing to shut down again. But at the same time 70% on average trust the City to make the right decisions about re-opening and believe we are using the right amount of caution when it comes to the re-opening.



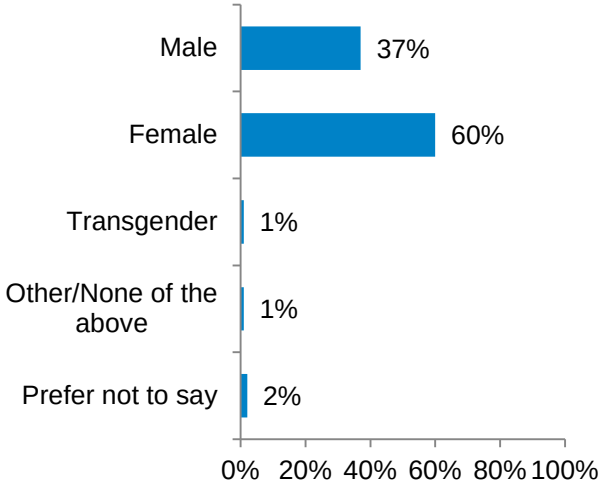
Base: All respondents (n=3295)

Do you agree or disagree with the following statements?

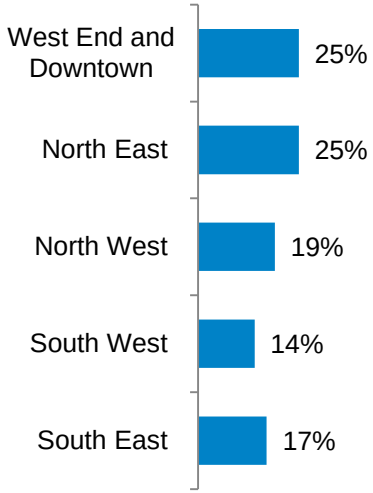
APPENDIX

Respondent Demographics

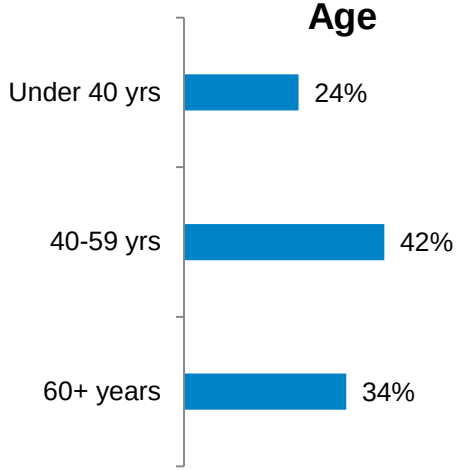
Gender



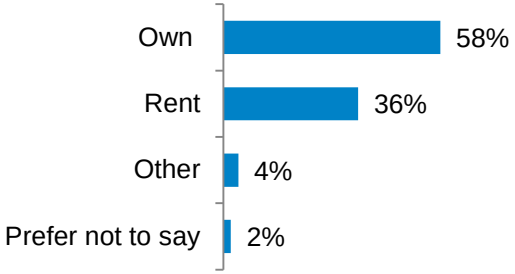
Residential Zone



Age



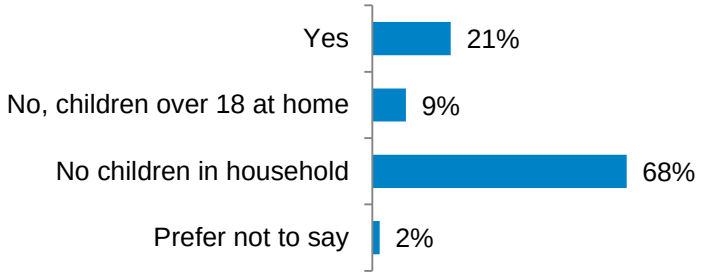
Rent/Own/Other



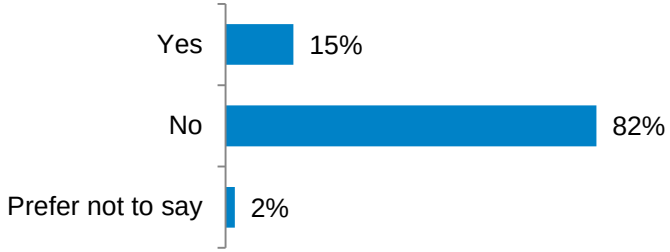
Base: All respondents (n=3295)

Respondent Demographics Cont.

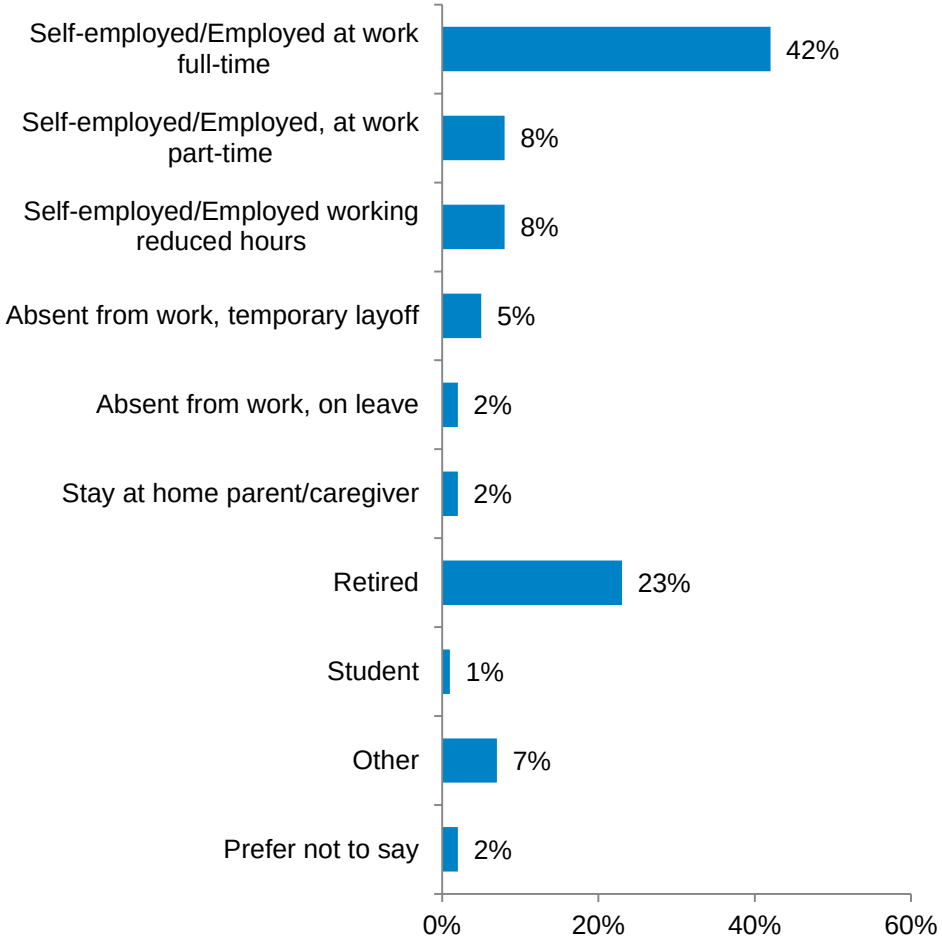
Children at Home under 18 yrs



Business Owner/Operator

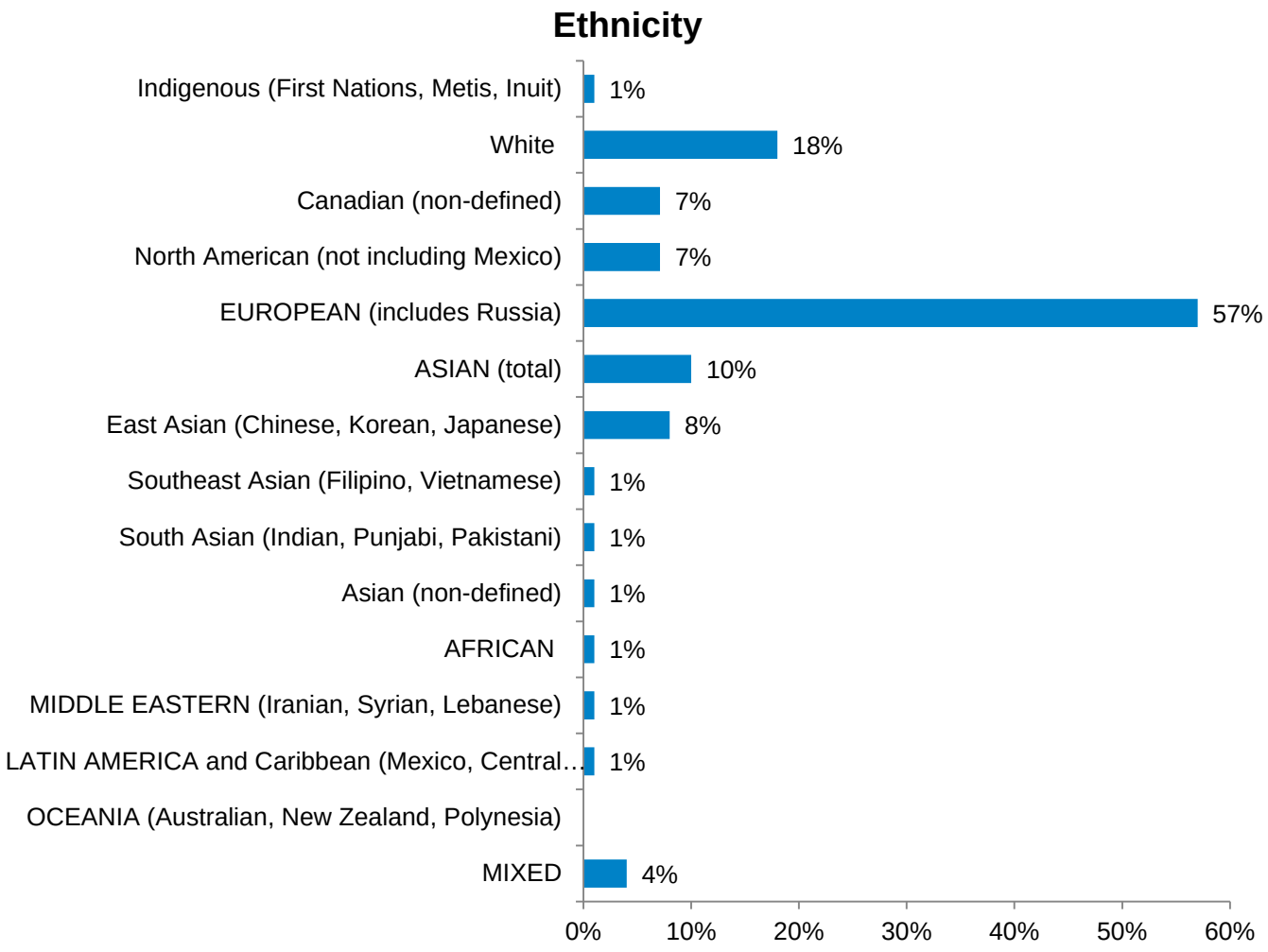


Employment Status



Base: All respondents (n=3295)

Respondent Demographics Cont.



Base: Respondents who answered (n = 2930)

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

LOOK OUT FOR THE NEXT PULSE SURVEY THE WEEK OF AUGUST 4TH!



CITY OF VANCOUVER