COVID-19 PULSE SURVEY #2: MEASURING ONGOING IMPACTS

Summary Results



CITY OF VANCOUVER

COVID-19 Pulse Survey #2: 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 #2** and discusses any notable differences from the previous survey.

- **The second Pulse Survey ran from August 5-12, 2020** and was promoted via:
  - Invitation to Talk Vancouver members; on Vancouver.ca for the general public (in English, Traditional Chinese, Simplified Chinese, Punjabi, Vietnamese, Tagalog); and via the City's social media channels

- **2,929 responses from Vancouver residents were received**. Key demographics of respondents are similar to the previous survey and are as follows (see Appendix for full details):
  - Gender: More women than men (59% vs. 37%)
  - Age: More 40-59+ (41%) than other groups (under 40 = 23% and 60+ = 35%)
  - Residential Zone: More DT/West End (25%) and Northwest (25%) relative to other locations, esp. the Southwest and Southeast (15% on average)
  - Businesses. Eighteen percent 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.** Respondents report the same set of challenges as they did in Pulse Survey #1, with the vast majority of respondents having experienced some challenges related to COVID-19 (93%). The most common challenge was the reduction in recreation and leisure activities (77%) and financial impacts experienced by close to a third or more.

- **Overall Impacts.** Like Pulse Survey #1, 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 (76%) and mental health has worsened among 63%.

- **Impact on Businesses.** In the second COVID-19 Pulse Survey we added questions specific to business owners so we could hear about their challenges related to COVID. Business owners report a variety of concerns related to COVID-19 with loss of revenue topping the list (identified by almost three-quarters). The added cost of prevention measures were also a concern for a quarter of business respondents.

COVID-19 AND COV RESPONSE

- **Awareness and effectiveness.** The majority of respondents still say they are aware of the City's efforts to limit the spread of COVID-19 (64%) although there is drop from the previous Pulse Survey (69%).

- About half believe City changes will help limit spread (56%) down somewhat from the previous Pulse Survey (61%). Similarly, half say they have enough information about the City's response (51%, down from 56%).

- **Satisfaction and Trust.** More respondents are satisfied with the City's COVID-19 response than dissatisfied – 54% vs. 31%, but satisfaction is lower than it was in the previous survey (59%). Trust shows a similar pattern, with more trust than distrust, but lower trust overall than seen previously (50% vs. 55%)

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 (53%), more than are dissatisfied (24%), similar to the previous survey.

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

- **Comfort Engaging in City-related activities.**
  - Respondents are still most comfortable engaging in outdoor recreation activities that allow space from other people, for example, the vast majority are comfortable using parks and pathways (94%).

  - The majority of respondents still stay 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 (78% uncomfortable) or using an indoor pool (72%).

- **Importance of measures in City spaces to help prevent spread of COVID-19.**
  - Virtually all respondents continue to agree on the importance of physical distancing (98% importance), the availability of hand sanitizer for patrons (97%), plexiglass barriers at service desks (95%), and masks worn by staff (95%).

  - 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 (45% important vs. 31% important). This is consistent with the first Pulse Survey.

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 86%) continue to say they are likely to engage in these personal hygiene behaviours: 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.**
    - As before, when it comes to accessing public spaces virtually all are likely to avoid crowded public spaces (98%) while a smaller proportion are likely to avoid public spaces altogether (69%).

    - Compliance with other measures to minimize risk in public spaces are high: at least 93% say they are likely to keep 2 m apart, avoid close contact like shaking hands, and wear mask or face covering. The llikelihood of wearing a mask has increased (93% vs. 88%) among respondents.

OUTLOOK ON THE PANDEMIC

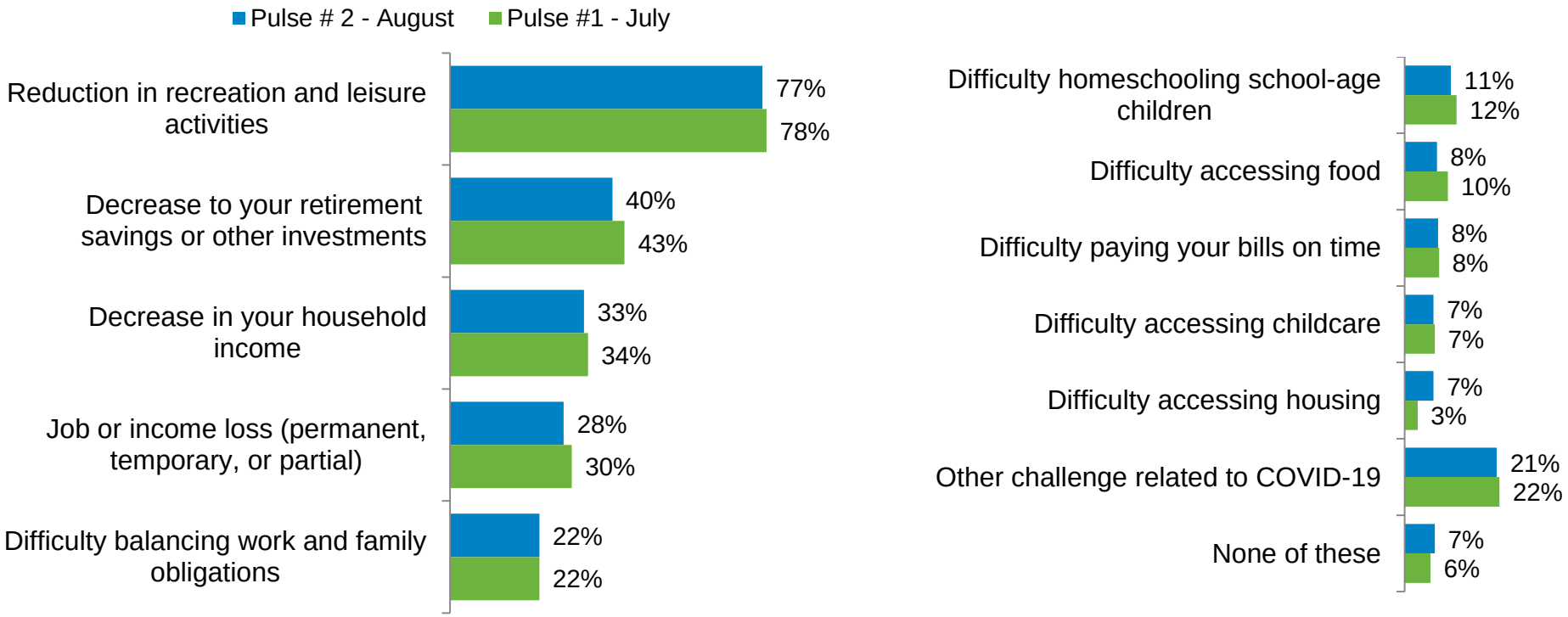
- **Course of pandemic**. Worry about the course of the pandemic appears to be heightened. Ninety-two percent of respondents said they were worried about a second peak of illness, similar to Pulse #1 (90%). But, only 11% thought the worst of the pandemic was behind us, compared to 18% previously (In Pulse #2 – 78% disagreed that the worst of the pandemic was behind us compared to 67% previously).

- **Thoughts on Reopening.** An increase in reopening worries were also evident, with 80% of respondents worried about re-opening too soon and needing to shut down again (compared to 74% previously). The majority of respondents will 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 (66%; 61%), but this is still down somewhat from the previous wave.

PERSONAL IMPACTS OF COVID-19

Challenges Experienced during COVID-19

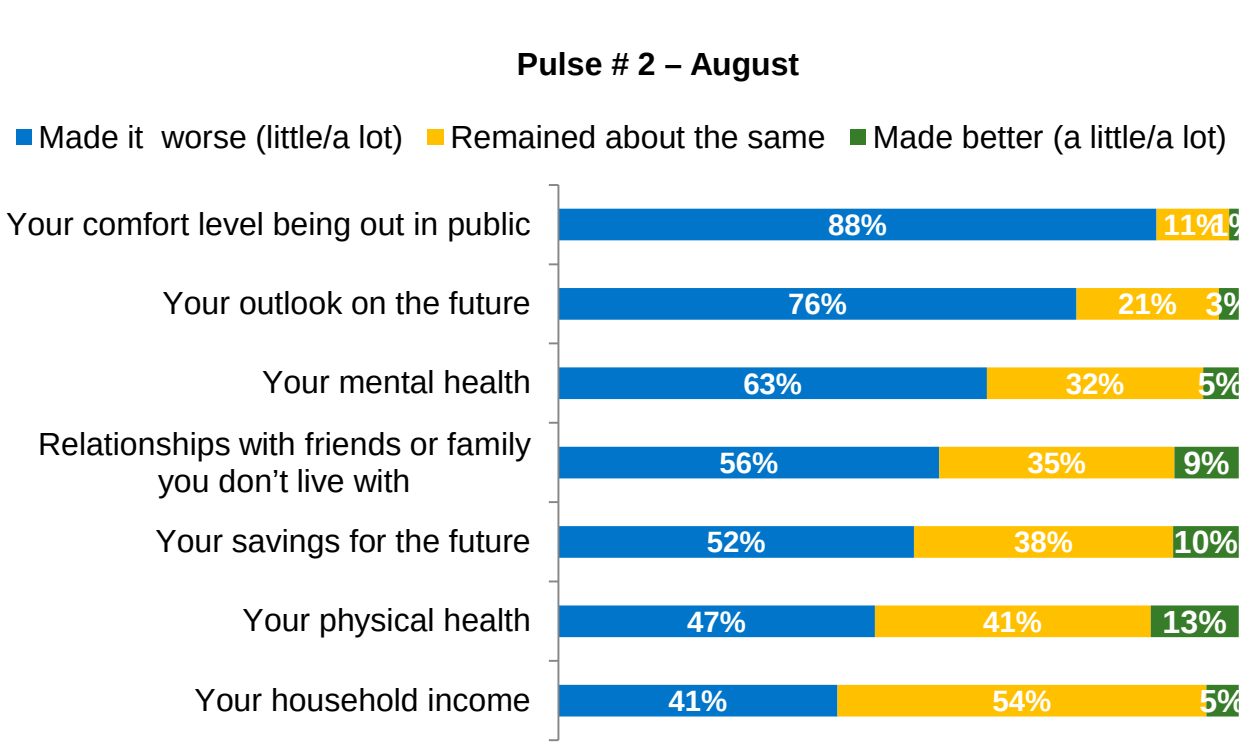
- Respondents report the same set of challenges as they did in Pulse #1. The vast majority of respondents have experienced some challenges related to COVID-19 (93%). The most common challenge was the reduction in recreation and leisure activities (77%).



Base: 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 (76%) and mental health has worsened among 63%.

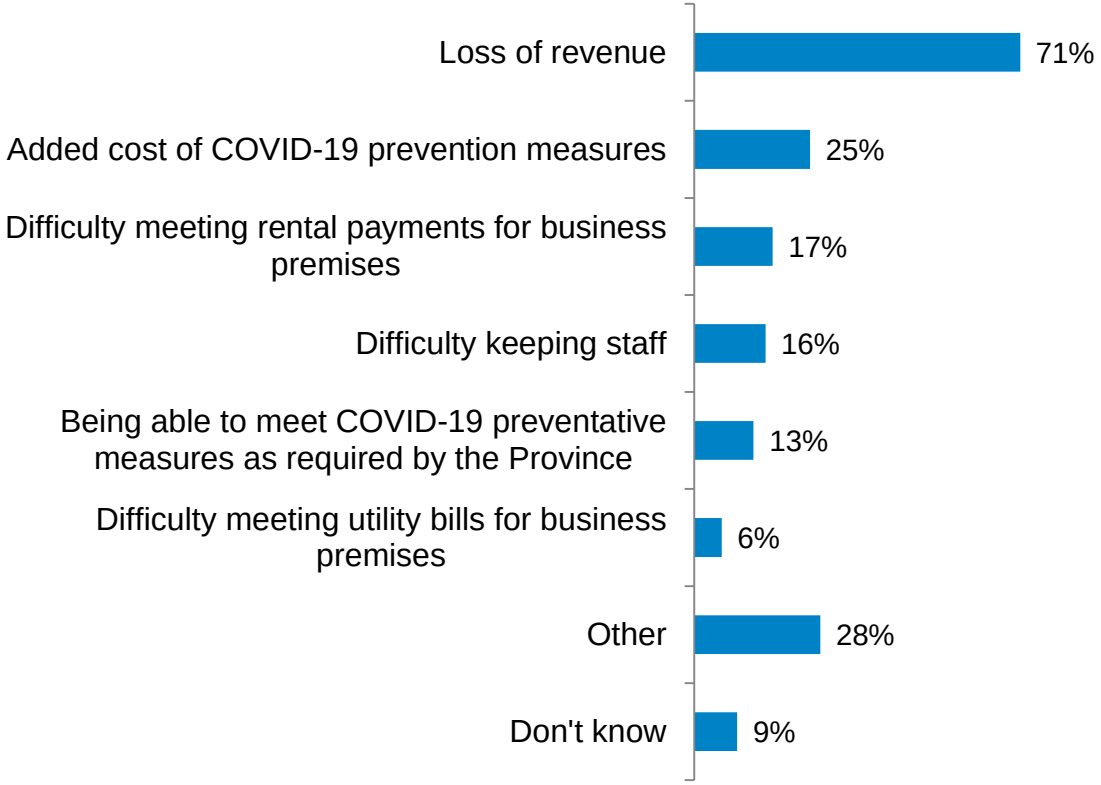


	Pulse # 1- July (n=3,295)	
	Made worse	Stayed Same
Your comfort level being out in public	88%	11%
Your outlook on the future	72%	24%
Your mental health	62%	33%
Relationships with friends or family you don't live with	55%	34%
Your savings for the future	56%	36%
Your physical health	47%	40%
Your household income	43%	53%

Base: All respondents (n=2,929).
Overall, how is the COVID-19 pandemic currently affecting...?

Challenges for Business Owners

- In the second COVID-19 Pulse Survey we added questions specific to business owners to hear about their challenges related to COVID.
- Business owners report a variety of concerns related to COVID-19 with loss of revenue topping the list (identified by almost three-quarters). The added cost of prevention measures were also a concern for a quarter of respondents.



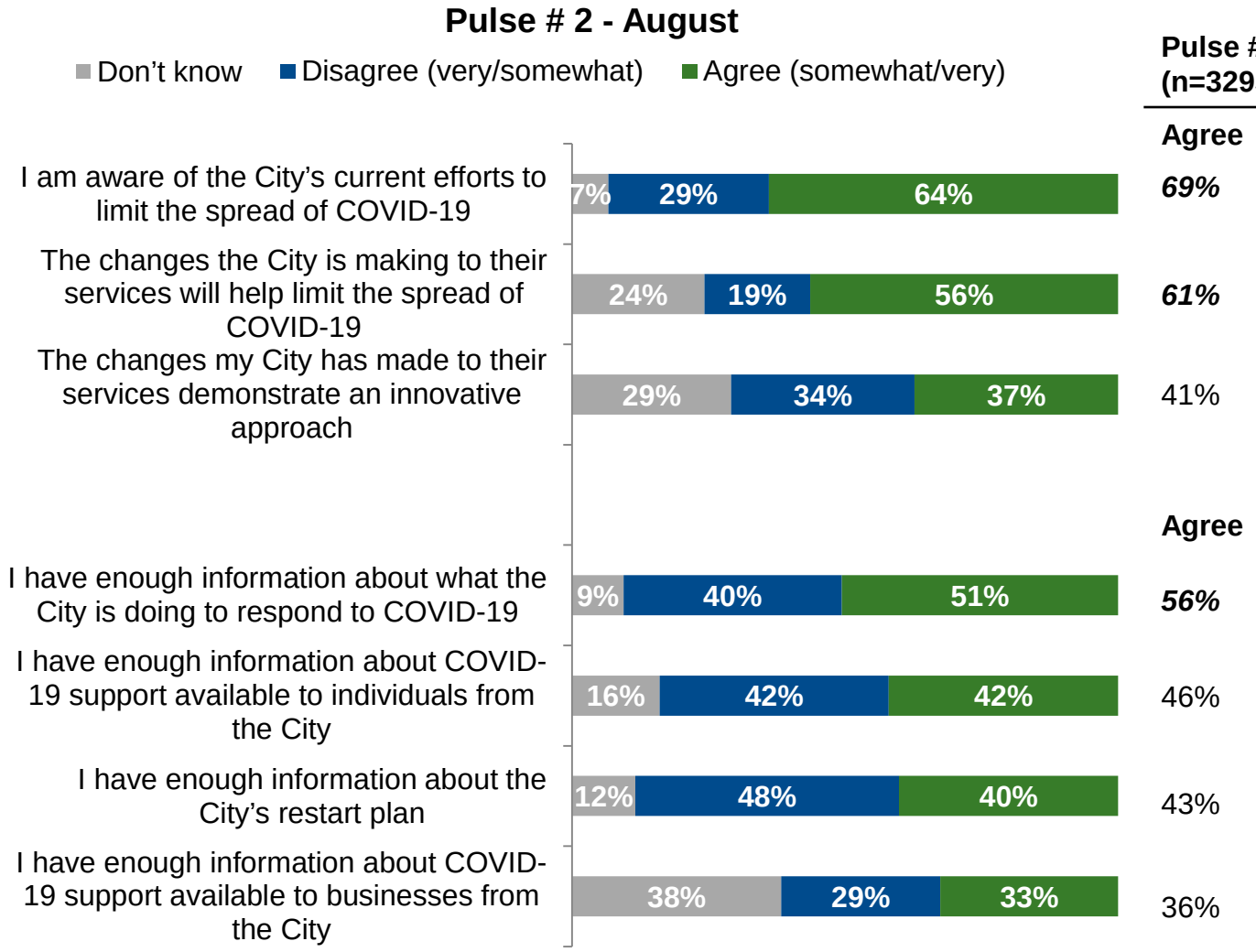
OTHER CONCERNS:
- **Lack of clients**
- **Difficulty hiring staff**
- **Poor economic outlook**
- **Another shutdown**

Base: Business owners (n = 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

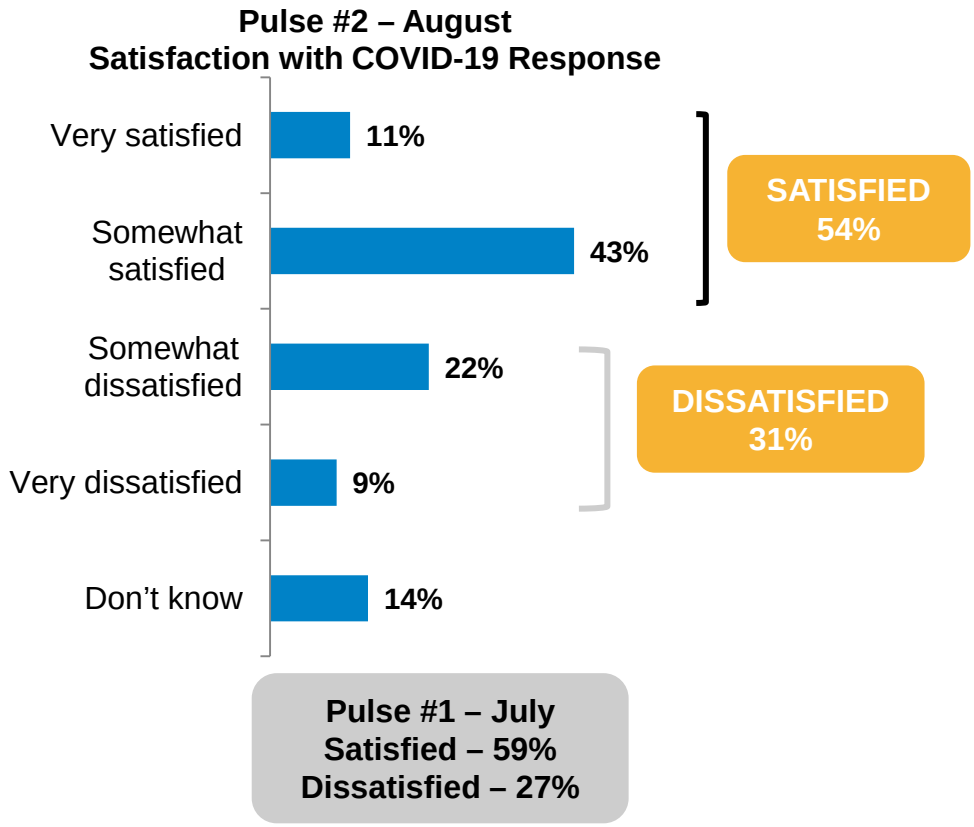
COVID-19 and City of Vancouver

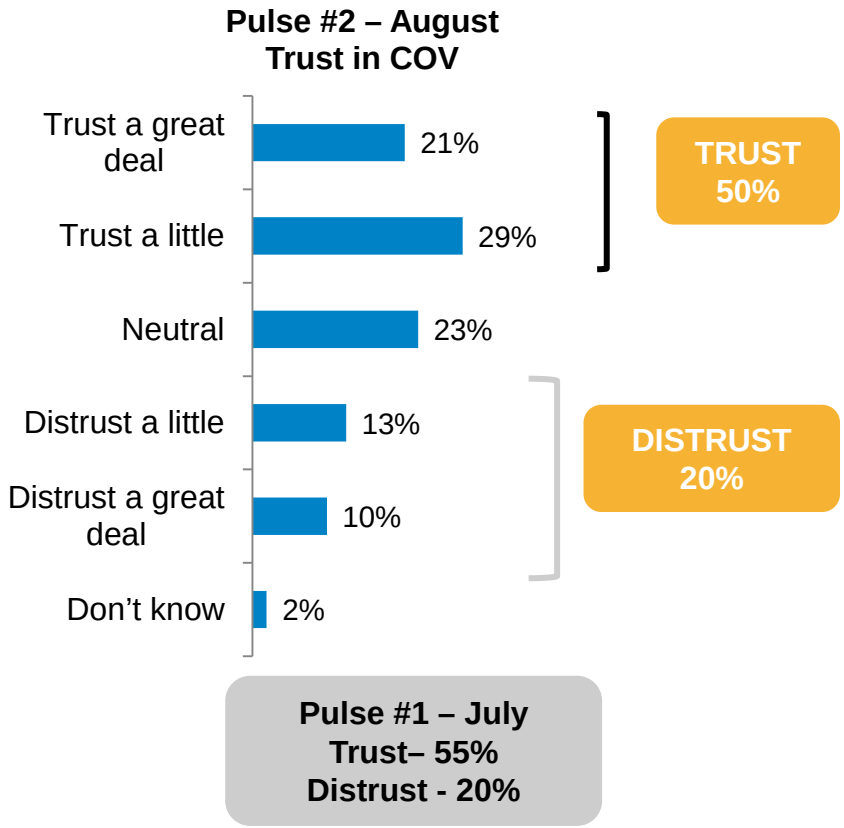
- The majority of respondents are aware of the City's efforts to limit the spread of COVID-19 (64%) although there is drop from the previous Pulse Survey (69%).
- About half believe City changes will help limit spread (56%) down somewhat from the previous Pulse Survey (61%).
- About half say they have enough information about the City's response (51%), down somewhat from the 56% previously.



Base: All respondents (n=2929) . *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





- Approximately half of respondents are satisfied with the City's COVID-19 response (56%) and 31% are dissatisfied. Satisfaction is down somewhat from the 59% who were satisfied in July. Trust is showing a similar pattern.

Base: 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

Reasons for Satisfaction / Dissatisfaction

SATISFACTION (n=1,165)

- 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.
- Many respondents were satisfied with expedited temporary patio program, increased access to outdoor spaces, and active transportation improvements.
- There were mixed opinions about the City's general approach as well as speed of re-opening. Some respondents described the City's response as being safe and measured, while others noted a desire to see more civic facilities safely re-open.
- *"Communication has been clear, it seems to strike an appropriate balance between safety and (reasonable) risk."*
- *"Good signage, positive encouragement of healthy outdoor activities, quick action to help people into housing at the start (don't know what is happening now), libraries opening back up safely, slow streets are positive and more patios. More of this please especially for our first covid winter coming."*

DISSATISFACTION (n = 913)

- Many respondents were dissatisfied with the lack of adherence to health guidelines in public spaces, and suggested that masks should be mandatory and/or that the City should do more to enforce public safety guidelines.
- Some dissatisfaction due to lack of information of the City's response or plans, with some respondents commenting on lack of visible leadership in media coverage.
- Some respondents felt that more civic facilities should be open, such as community centres, indoor pools, ice rinks, and libraries.
- A number or respondents shared concerns about cleanliness and perceived safety in downtown and DTES.
- "*The city needs to take a strong approach to wearing masks*."
- "*Need to re-open public facilities such as community centres. Even if not fully operable offer outdoor programs as other cities have done. Also public needs more access to public washrooms which is negatively impacted by full closure of public facilities, at least make these spaces accessible."*

Base: Respondents who provided an answer

Reasons for Trust / Distrust of City

TRUST (n=915)

- Many respondents felt that City of Vancouver has followed Provincial health orders closely and the overall cases of COVID-19 spread have been comparatively low.
- Many respondents felt that the City was responding in a positive and balanced way.
- 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.
- *"I trust the City is doing its best but does not have all the answers (or unlimited resources). Doing a reasonable job in the circumstances. I don't expect more".*
- *"I think Vancouver's approach has somewhat mirrored the province keeping people informed and safe without draconian measures."*

DISTRUST (n=612)

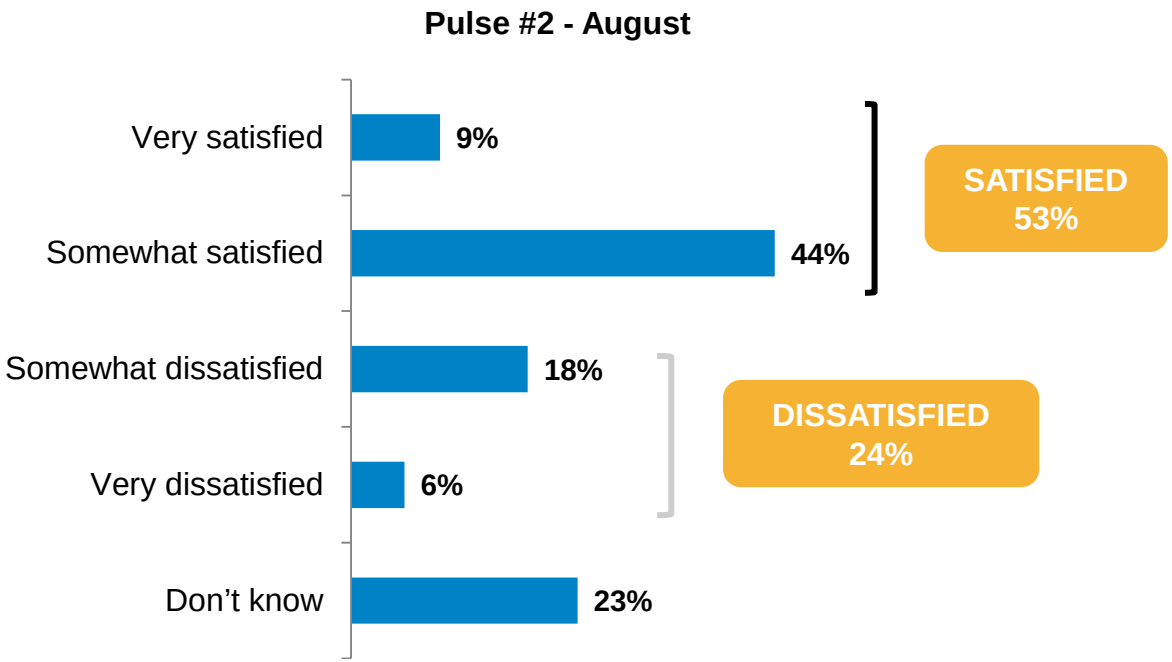
- Many respondents shared concerns about lack of political leadership and general concerns about City Council and Park Board proceedings.
- Other commented about overall lack of information.
- Some respondents commented on the lack of masks and desire for greater enforcement.
- *"In the few news reports I have seen, Mayor and Councillors seem to be divisive on issues and do not seem to be working together."*
- *"Again, too much business as usual in planning for the future during a period of great change and turmoil. It's difficult to understand the focus on public drinking. The homeless situation is terrible and not enough is being done to house the homeless and nothing is being done about Strathcona Park."*

Base: Respondents who provided an answer

RESTARTING VANCOUVER

Satisfaction with Restart Plan

- More respondents are satisfied with the City of Vancouver's Restart Plan than are dissatisfied – 53% vs. 20%. This is similar to the results of the previous Pulse Survey.



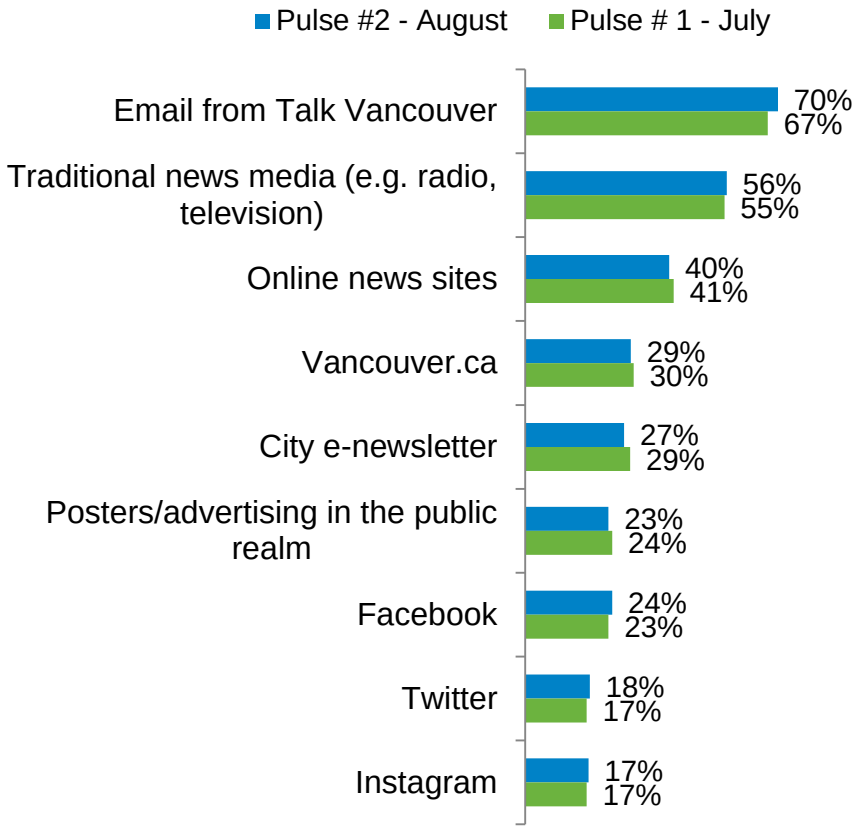
Pulse #1 – July
(n = 3,295)

Satisfied – 55%
Dissatisfied – 20%

Base: All respondents (n=2,929)
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

- Top ways to communicate about the Restart are still digital . Traditional news traditional news media is still a popular choice among respondents.



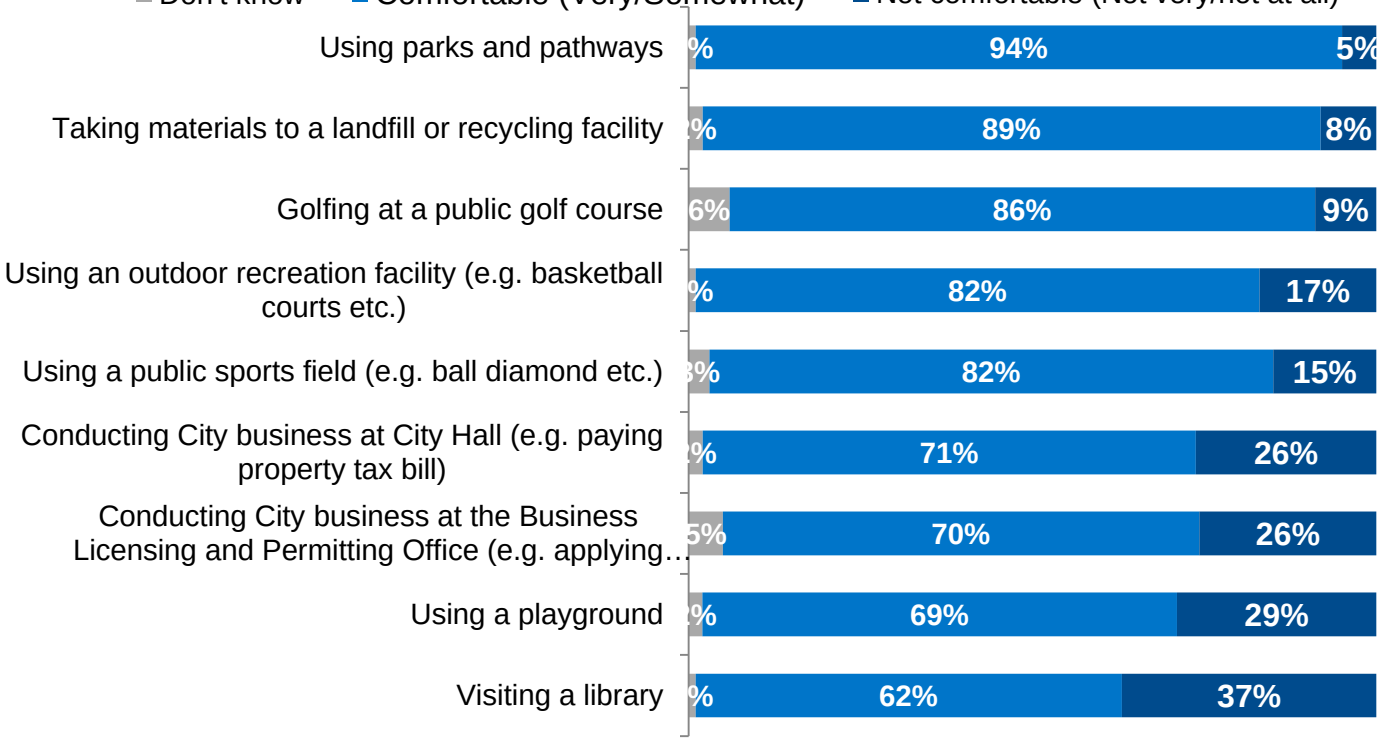
Email from Talk Vancouver
- **Members: 73%**
- **Non-members: 22%**

Base: 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 in Pulse Survey # 1, the majority of respondents are 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 (89%)

Pulse #2 – August

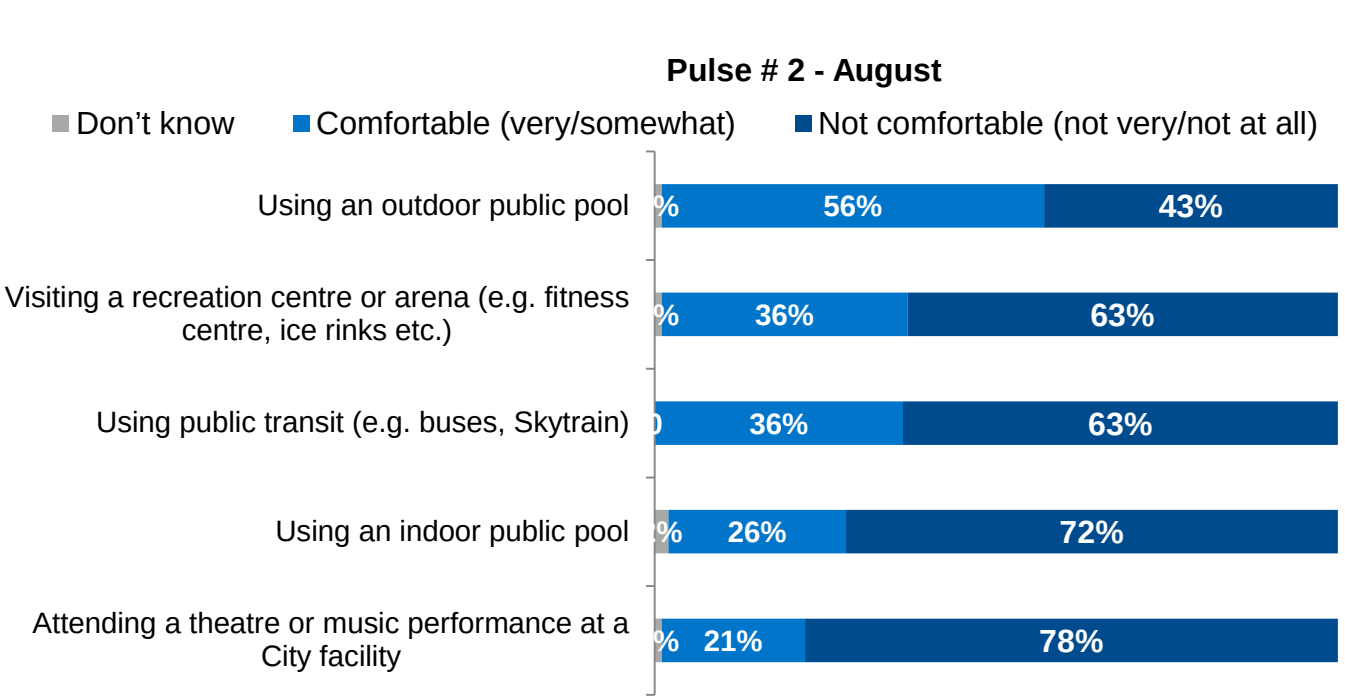


	Pulse # 1- July (n = 3295)	
	Comfortable	Not Comfortable
Using parks and pathways	95%	5%
Taking materials to a landfill or recycling facility	90%	9%
Golfing at a public golf course	87%	8%
Using an outdoor recreation facility (e.g. basketball courts etc.)	84%	14%
Using a public sports field (e.g. ball diamond etc.)	84%	15%
Conducting City business at City Hall (e.g. paying property tax bill)	74%	24%
Conducting City business at the Business Licensing and Permitting Office (e.g. applying…	73%	23%
Using a playground	71%	27%
Visiting a library	64%	36%

Base: All respondents (n=3,295)
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 (56% comfortable, 43% 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. Comfort attending a musical performance is low (21%) and lower relative to the previous Pulse Survey (26%).

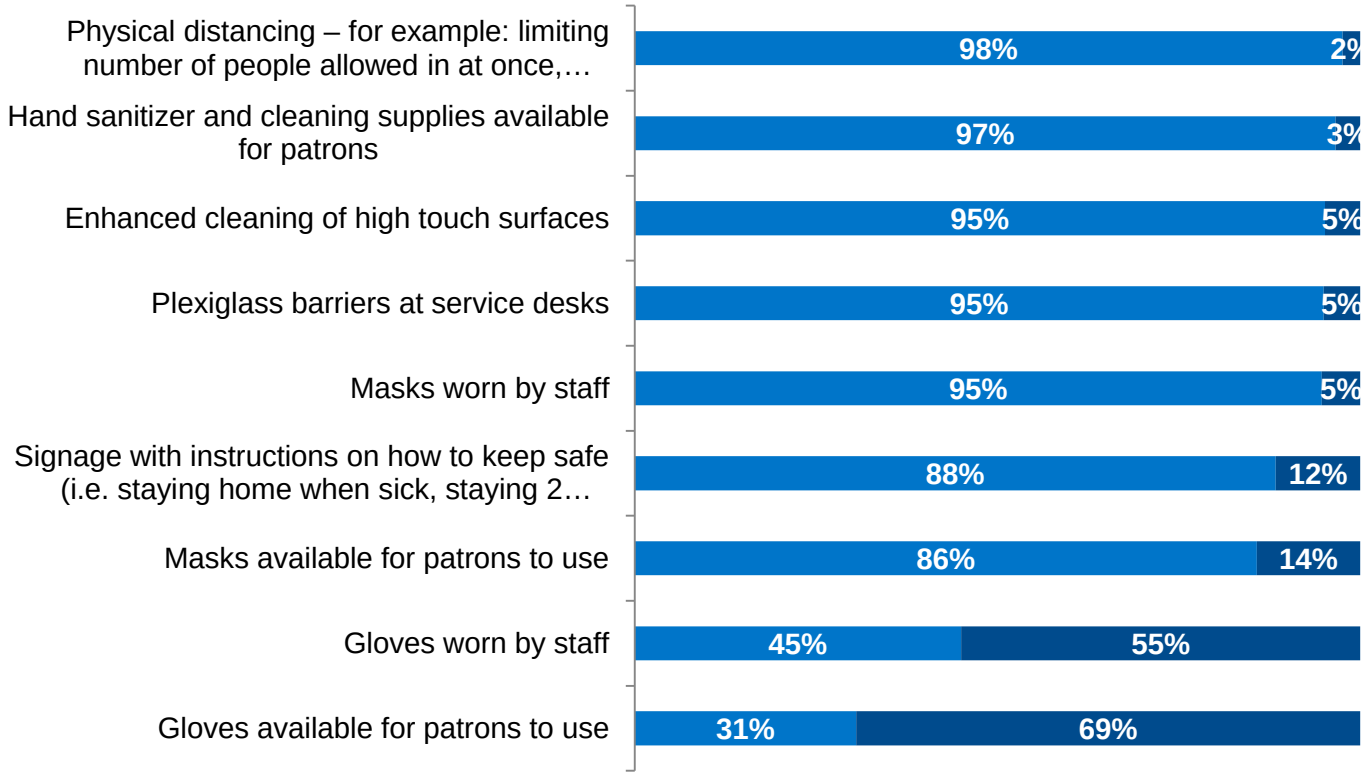


Pulse # 1- July 2020 (n = 3295)	Comfortable	Not Comfortable
Using an outdoor public pool	51%	47%
Visiting a recreation centre or arena (e.g. fitness centre, ice rinks etc.)	40%	60%
Using public transit (e.g. buses, Skytrain)	37%	63%
Using an indoor public pool	26%	72%
Attending a theatre or music performance at a City facility	26%	73%

Base: All respondents (n=2929)
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

- The most important COVID prevention measures in City spaces for the vast majority are still physical distancing, hand sanitizer, cleaning, physical barriers, and masks for staff. Least important are gloves for staff or patrons. But 45% of respondents do think gloves are important for staff to wear.



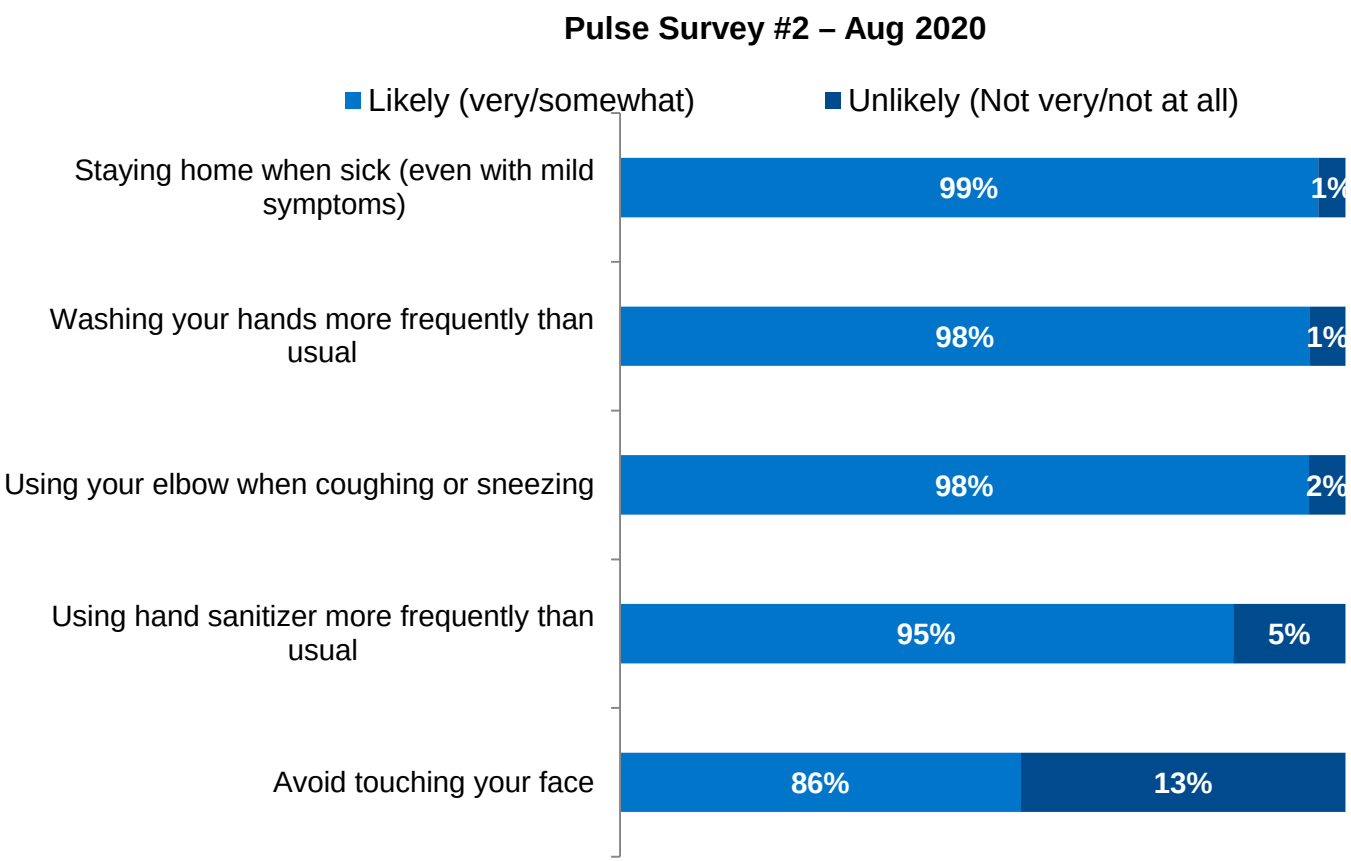
Pulse # 1 - July 2020 (n = 3,295)

Impt.	Not Impt.
97%	3%
97%	3%
97%	3%
94%	6%
93%	7%
88%	12%
84%	16%
50%	50%
35%	64%

Base: All respondents (n=2,929)
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*

- Strong majority of respondents (greater than 86%) say they are likely to engage in these personal hygiene behaviours that help minimize the spread of COVID-19. This similar to what we saw in the previous Pulse Survey.



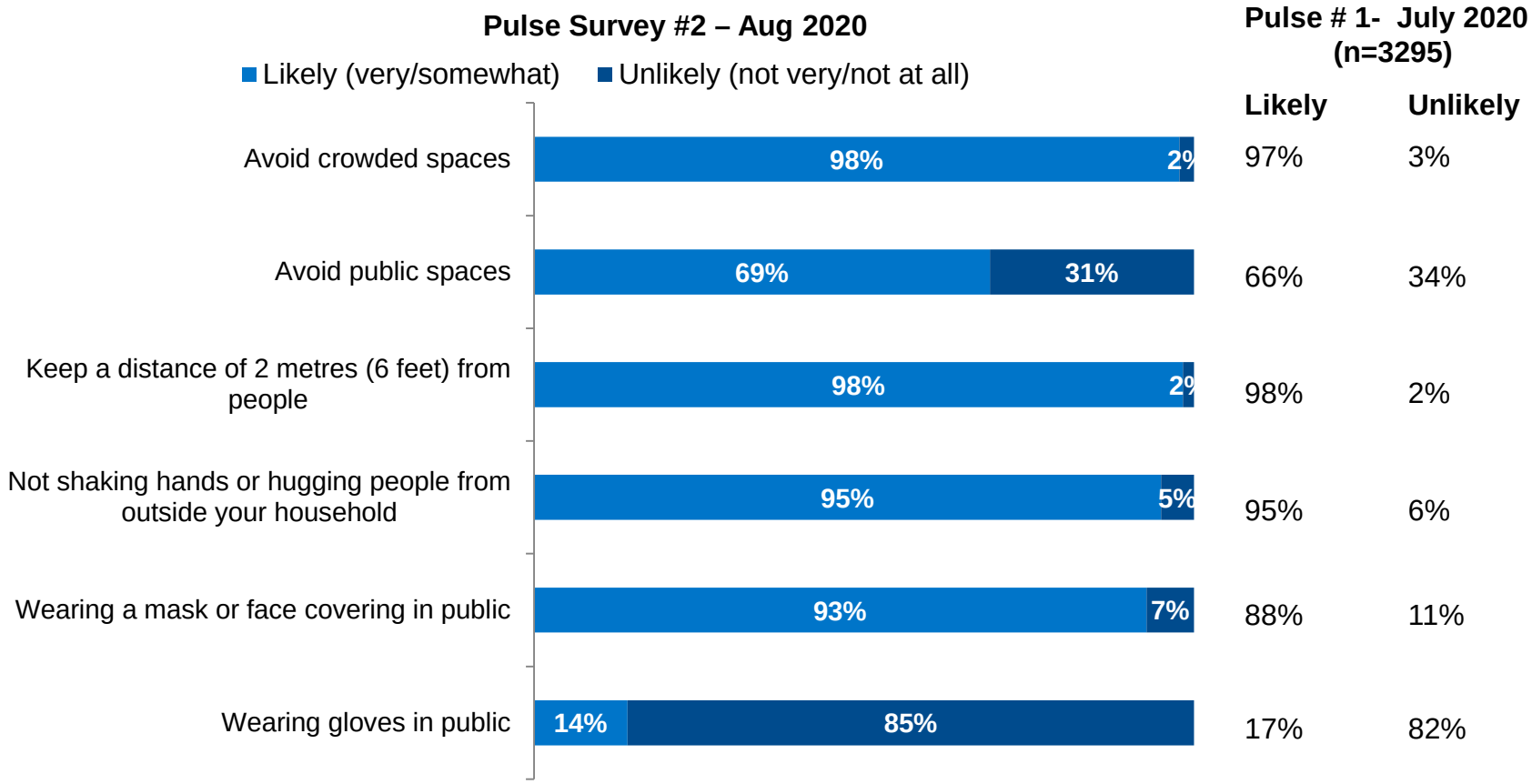
	Pulse # 1 - July 2020 (n=3,295)	
	Likely	Unlikely
Staying home when sick (even with mild symptoms)	99%	1%
Washing your hands more frequently than usual	99%	1%
Using your elbow when coughing or sneezing	99%	1%
Using hand sanitizer more frequently than usual	95%	5%
Avoid touching your face	88%	12%

Base: All respondents (n=2,929)
Currently, how likely or unlikely are you to do the following?

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

- When it comes to accessing public spaces virtually all are likely to avoid crowded public spaces (98%), while a significantly smaller proportion are likely to avoid public spaces altogether (69%).

- The majority are likely to engage in measures to prevent spread of COVID-19 in public spaces, with an increase in the likelihood of wearing a mask (93% vs. 88% previously) Respondents are unlikely to wear gloves consistent with public health messaging about their use.



	Pulse # 1- July 2020 (n=3295)	
	Likely	Unlikely
Avoid crowded spaces	97%	3%
Avoid public spaces	66%	34%
Keep a distance of 2 metres (6 feet) from people	98%	2%
Not shaking hands or hugging people from outside your household	95%	6%
Wearing a mask or face covering in public	88%	11%
Wearing gloves in public	17%	82%

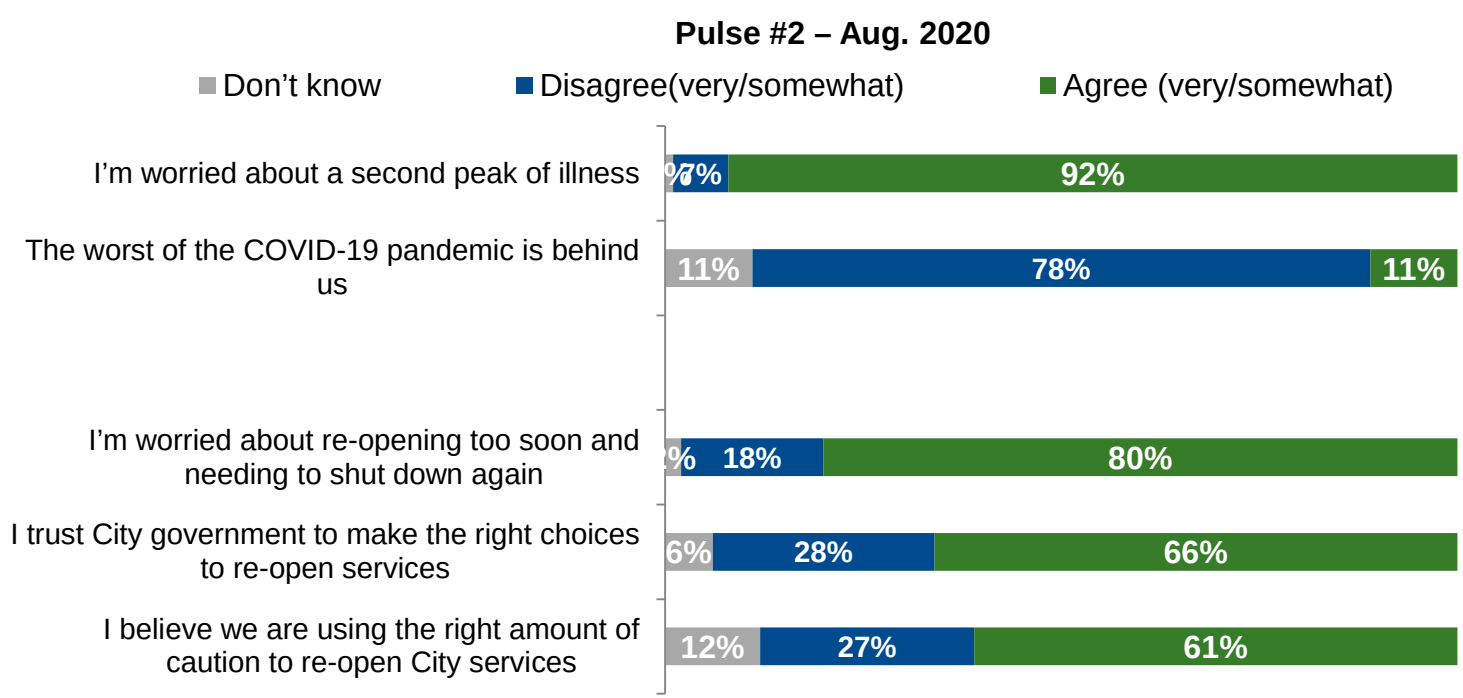
Base: All respondents (n=2,929)
Currently, how likely or unlikely are you to do the following?

OUTLOOK ON PANDEMIC

Outlook on Pandemic

- **Course of pandemic.** Worry about the course of the pandemic appears to be heightened. Ninety-two percent of respondents said they were worried about a second peak of illness, similar to Pulse #1 (90%). But, only 11% thought the worst of the pandemic was behind us, compared to 18% previous (In Pulse #2 – 78% disagreed that the worst of the pandemic was behind us compared to 67% previously).

- **Reopening.** An increase in reopening worries were also evident, with 80% of respondents worried about re-opening too soon and needing to shut down again (compared to 74% previously). The majority of respondents 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 (66%; 61%), but this is still down somewhat from the previous survey.



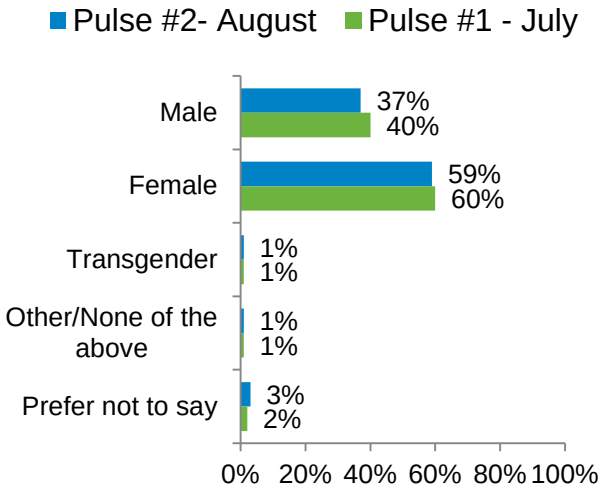
	Pulse # 1- July (n=3295)	
	Agree	Disagree
I'm worried about a second peak of illness	90%	9%
The worst of the COVID-19 pandemic is behind us	18%	67%
	Agree	**Disagree**
I'm worried about re-opening too soon and needing to shut down again	74%	23%
I trust City government to make the right choices to re-open services	71%	23%
I believe we are using the right amount of caution to re-open City services	70%	19%

Base: All respondents (n=2,929)
Do you agree or disagree with the following statements?

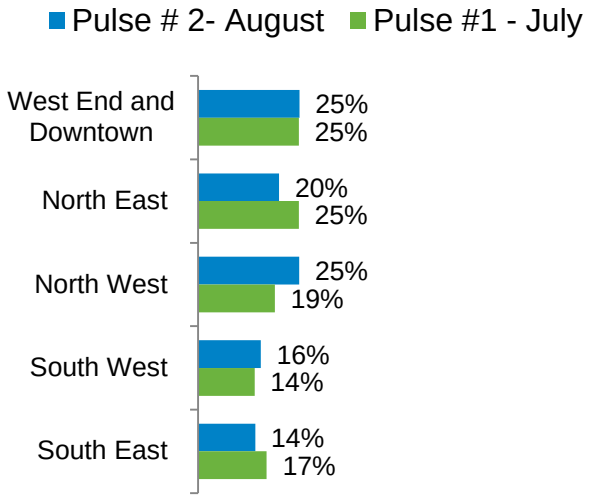
APPENDIX

Respondent Demographics

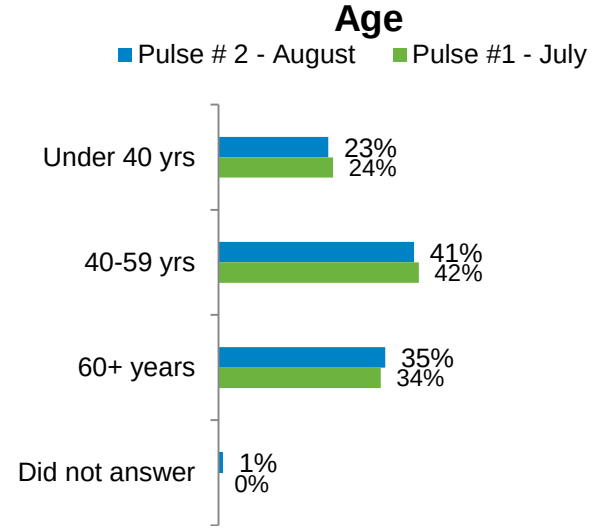
Gender



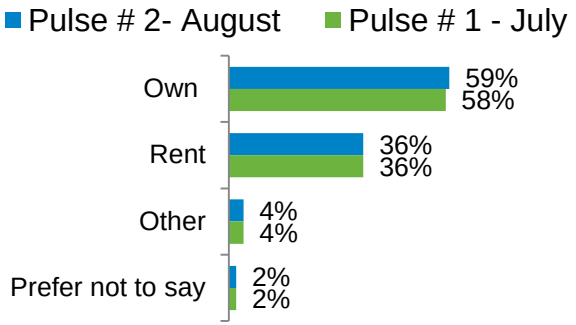
Residential Zone



Age

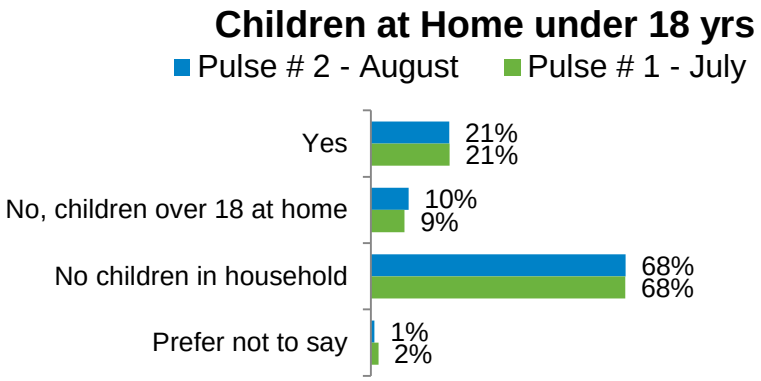


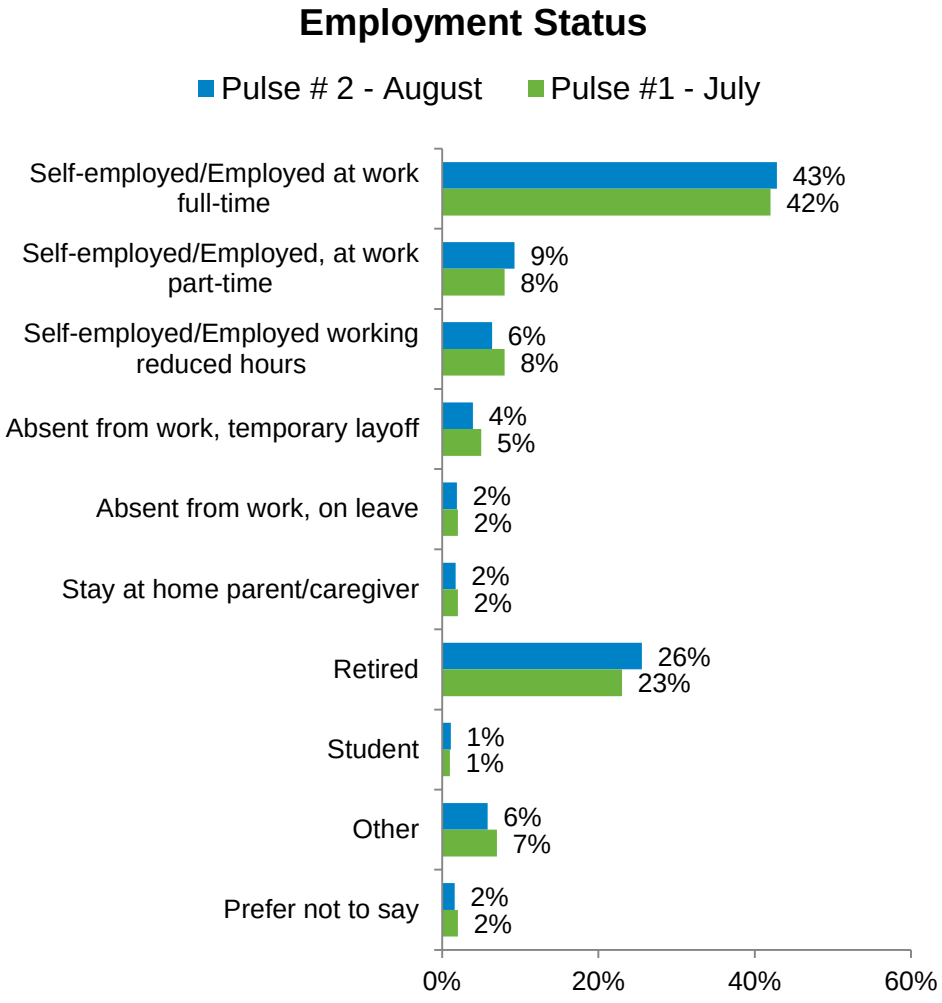
Rent/Own/Other



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

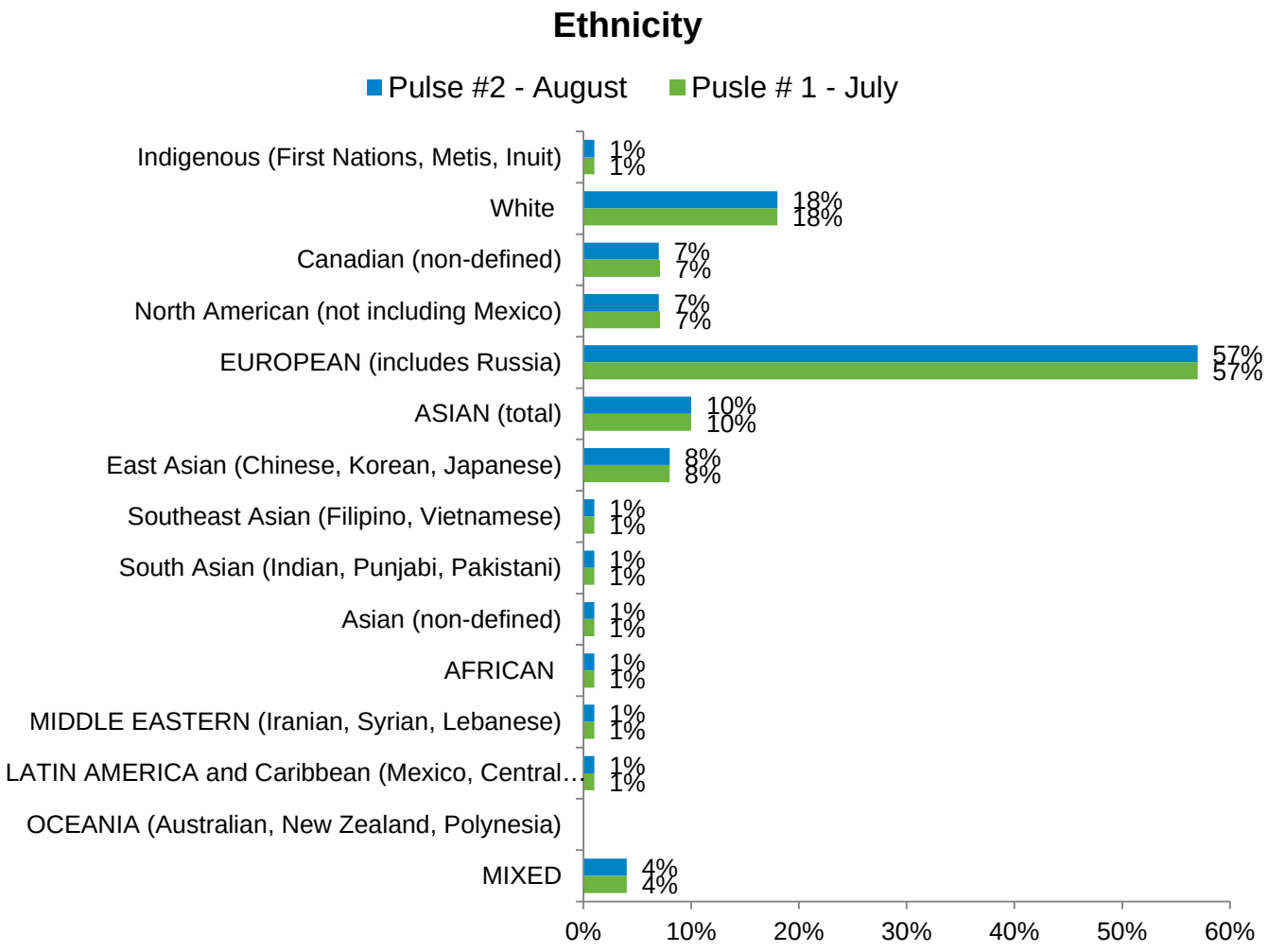
Respondent Demographics, Cont.





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

Respondent Demographics, Cont.

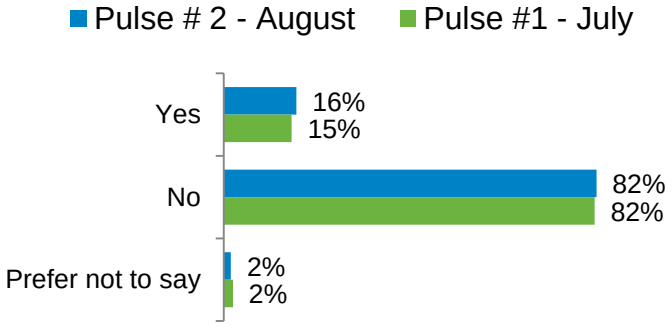


Base: Pulse #2 - August (n=2631) ;Pulse # 1 – July (n = 2930)

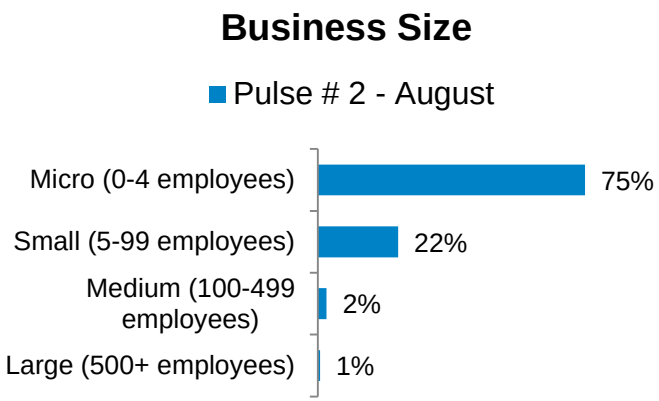
What is your main ethnic origin or that of your ancestors (e.g. grandparents or older)?

Business Owner Demographics

Business Owner/Operator



Business Size



Business Sector

