From:	"Johnston, Sadhu" <sadhu.johnston@vancouver.ca></sadhu.johnston@vancouver.ca>	
To:	"Direct to Mayor and Council - DL"	
CC:	"City Manager's Correspondence Group - DL"	
Date:	6/24/2020 5:06:51 PM	
Subject:	Western Canada COVID-19 Citizen Research	
Attachments:	Report - Four Cities Omni - Vancouver (June 23 2020).pdf	

Dear Mayor and Council:

Western Canada COVID-19 Citizen Research

The City of Vancouver through Civic Engagement and Communications recently participated in a Western Canada COVID-19 Citizen Research study that assessed citizen experiences and attitudes around COVID-19 and perceptions of municipal government. This research included the metropolitan areas of Vancouver (including City of Vancouver proper), Calgary, Edmonton and Winnipeg.

Residents were asked about: perceptions of the City and its actions during COVID-19, personal impacts of the pandemic, their outlook for the near future and thoughts on reopening, including levels of comfort and preferred precautions to prevent spread.

Some highlights from the City of Vancouver results:

- 78% are satisfied with the City's COVID-19 response, and 71% satisfied with the relaunch plans
- 43% say they have experienced job or income loss as a result of the pandemic
- 27% are worried about re-opening too soon and needing to shut down again, but 68% trust the City to make the right choices about re-opening services
- As services and amenities re-open people are most comfortable taking part in outdoor activities (e.g. 86% comfortable using parks and pathways) and least comfortable with indoor activities (e.g. 17% using an indoor public pool)

To see the detailed results for the City of Vancouver and municipal comparisons please review the summary report attached.

COV COVID-19 Pulse Survey

Over the summer the circumstances surrounding COVID-19 will continue to evolve as the City implements the stages of its Restart Plan and the Province makes announcements related to re-opening. We expect that public attitudes and actions related to COVID-19, comfort with re-opened activities and sentiment about the City will change over time.

So, to provide an opportunity for tracking changes in attitudes over time, expand the Western Canadian research to more Vancouver citizens, and to ask more detailed questions, we'll be launching the **COVID-19 Pulse Survey** through the Talk Vancouver platform the week of June 29th. The survey will be open to members of Talk Vancouver and the general public, and promoted through multiple channels. The target is to launch the survey every 3 weeks thereafter.

The COVID-19 Pulse Survey will ask the public about perceptions of the City, impacts of the pandemic, and thoughts on the future and re-opening. In addition to the tracking feature, we'll be able to tailor questions unique to the City of Vancouver and deep-dive, examining the "why" behind the attitudes reported.

Best, Sadhu

Sadhu Aufochs Johnston | City Manager Office of the City Manager | City of Vancouver sadhu.johnston@vancouver.ca 604.873.7627

Pronouns: he, him, his



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.









COVID-19 Pandemic: Citizen Perspectives

Four Canadian Cities Edition





METHODOLOGY

METHODOLOGY

Data collection was conducted June 11-17, 2020 via an online survey using Computer Assisted Web Interviewing (CAWI) technology. The sample was randomly recruited from Leger's LEO online research panel. The questions were jointly developed by the City research teams in Calgary, Edmonton, Vancouver and Winnipeg. The same questions were used in all locations. This report shows comparisons between the City of Vancouver and the aggregate (NET) results for all four cities, as well as comparisons between the City of Vancouver, the other municipalities within Metro Vancouver, and Metro Vancouver as a whole.

No margin of error can be associated with a non-probability sample (web panel in this case). Please note, however, the following for comparative purposes:

- Calgary (n=500; margin of error (MOE) for a probability sample would be ±4.4%, 19 times out of 20)
- Edmonton (n=500; MOE ±4.4%, 19 times out of 20)
- Winnipeg (n=400; MOE ±4.9%, 19 times out of 20)
- Metro Vancouver (*n*=500; MOE ±4.4%, 19 times out of 20)
 Total Sample: *n*=1,900 (MOE ±2.3%, 19 times out of 20)

Statistics Canada estimates were used to generate a demographically representative sample by gender and age for those 18 years or older. This was applied individually for each of the four cities.



SAMPLE

This topline report shows results by:

- 1. City of Vancouver residents (n=171).
- 2. Metro Vancouver Other residents, which include residents within the Vancouver Census Metropolitan Area (CMA) and excludes those who live within the City of Vancouver (n=329).
- Metro Vancouver Total, which includes residents from within the City of Vancouver and the other municipalities within the Vancouver CMA (n=500).
- The NET scores amongst all four cities Total sample for the four city study encompassing residents of the Calgary, Edmonton, Winnipeg, and Vancouver CMAs (n=1,900).

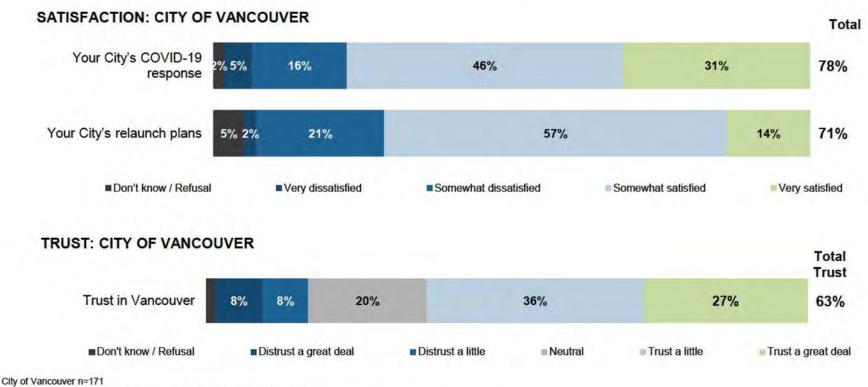




SATISFACTION AND TRUST WITH THE CITY



SATISFACTION AND TRUST WITH THE CITY



Q. Overall, how satisfied are you with Your City's COVID-19 response?

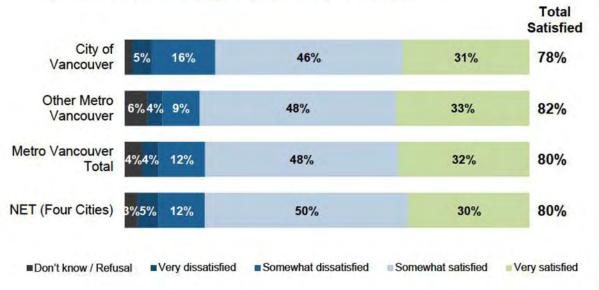
Q. Thinking about the COVID-19 pandemic and the City's response, how much do you trust or distrust your City?



The second se

SATISFACTION WITH THE CITY

SATISFACTION WITH THE CITY'S COVID RESPONSE



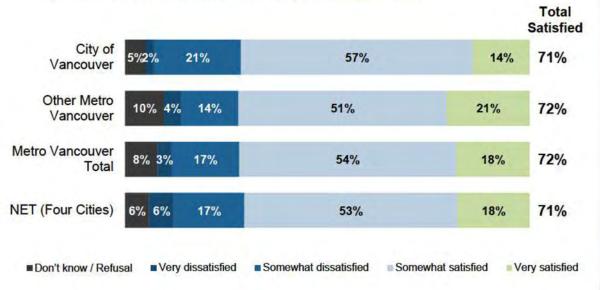
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. Overall, how satisfied are you with Your City's COVID-19 response?



AND DECISION

SATISFACTION WITH THE CITY

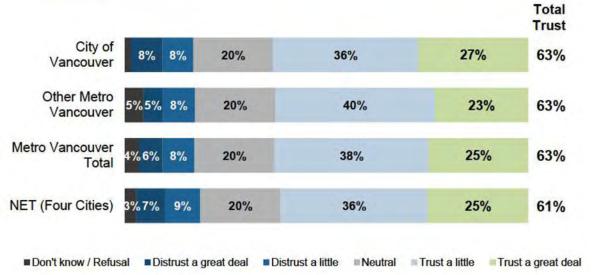
SATISFACTION WITH THE CITY'S RELAUNCH PLANS



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. Overall, how satisfied are you with Your City's relaunch plans?

TRUST IN THE CITY

TRUST IN THE CITY REGARDING THE PANDEMIC AND THEIR RESPONSE TO IT



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. Thinking about the COVID-19 pandemic and the City's response, how much do you trust or distrust your City?







THE CITY'S RESPONSE TO COVID-19



Total Aaree

THE CITY'S RESPONSE TO COVID-19

SUMMARY: CITY OF VANCOUVER

3% 6% 53% 81% 10% 28% 2% 6% 70% 22% 53% 17% 8% 22% 62% 8% 43% 19% 16% 5% 19% 50% 10% 60% 10% 3% 12% 53% 22% 76% 65% 10% 7% 19% 48% 17% Somewhat disagree Somewhat agree Strongly agree

I am aware of the current efforts by my City to limit the spread of COVID-19.

I have enough information about what my City is doing to respond to COVID-19.

> I have enough information about support available for individuals from my City.

> I have enough information about support available for businesses from my City.

The changes my City is making to services will help limit the spread of COVID-19.

The changes my City has made to their services demonstrate an innovative approach.

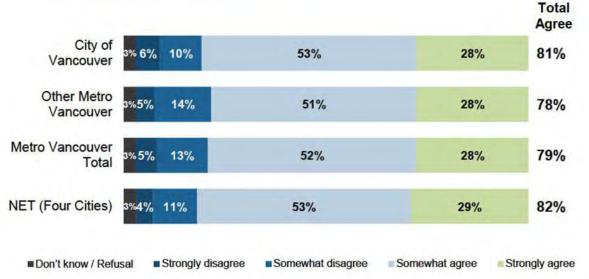
Don't know / Refusal

Strongly disagree



THE CITY'S RESPONSE TO COVID-19

I AM AWARE OF THE CURRENT EFFORTS BY MY CITY TO LIMIT THE SPREAD OF COVID-19



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. I am aware of the current efforts by my City to limit the spread of COVID-19

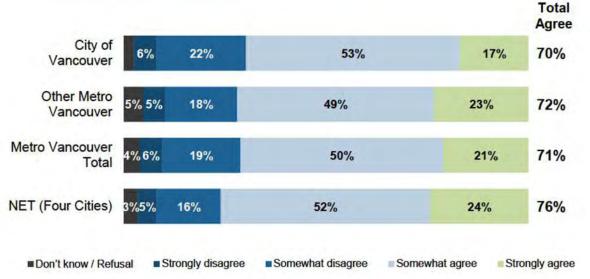




AND AND AND

THE CITY'S RESPONSE TO COVID-19

I HAVE ENOUGH INFORMATION ABOUT WHAT MY CITY IS DOING TO RESPOND TO COVID-19

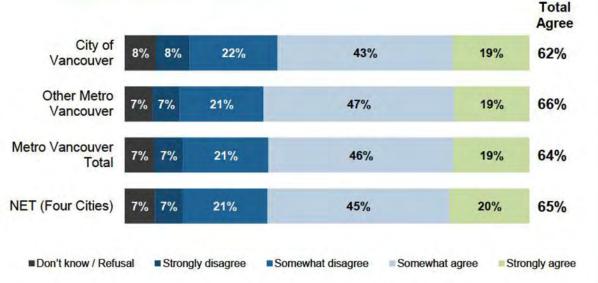


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. I have enough information about what my City is doing to respond to COVID-19

Leger

THE CITY'S RESPONSE TO COVID-19

I HAVE ENOUGH INFORMATION ABOUT SUPPORT AVAILABLE FOR INDIVIDUALS FROM MY CITY



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. I have enough information about support available for individuals from my City

Significant demographic differences

A ALLEY

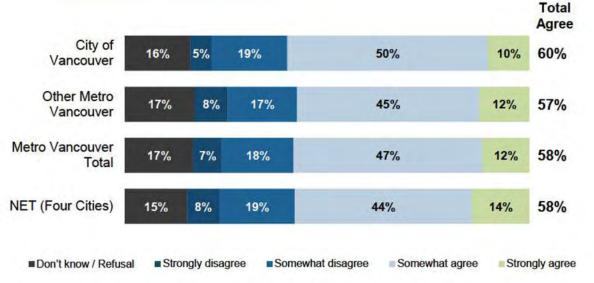
 Vancouverites aged 35-44 years are more likely to agree they have enough information about support available from their city (82% vs. 56% of those aged 55-64 years).



AND AND AND

THE CITY'S RESPONSE TO COVID-19

I HAVE ENOUGH INFORMATION ABOUT SUPPORT AVAILABLE FOR BUSINESSES FROM MY CITY



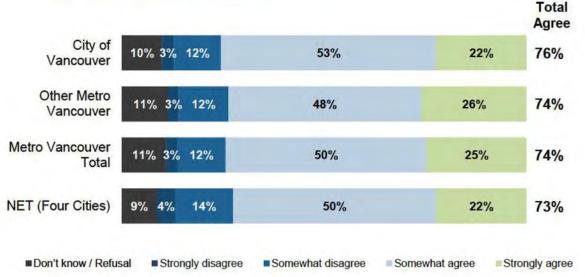
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. I have enough information about support available for businesses from my City



AND DEVICES

THE CITY'S RESPONSE TO COVID-19

THE CHANGES MY CITY IS MAKING TO SERVICES WILL HELP LIMIT THE SPREAD OF COVID-19

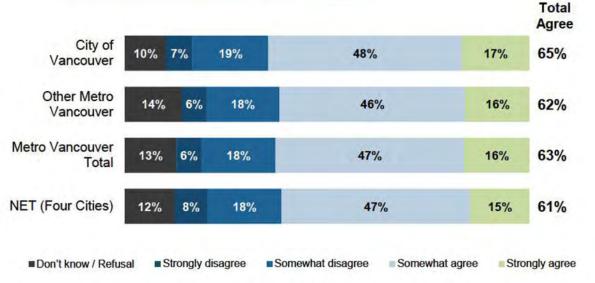


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. The changes my City is making to services will help limit the spread of COVID-19

Leger

THE CITY'S RESPONSE TO COVID-19

THE CHANGES MY CITY HAS MADE TO THEIR SERVICES DEMONSTRATE AN INNOVATIVE APPROACH



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. The changes my City has made to their services demonstrate an innovative approach Significant demographic differences

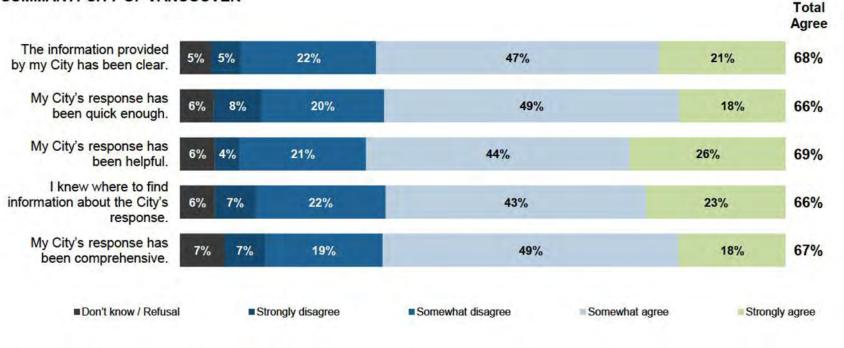
A ALLEY

 City of Vancouver residents aged 25-34 years are more likely to agree (77%) than those aged 55 years or older (55%).



THE CITY'S RESPONSE TO COVID-19

SUMMARY: CITY OF VANCOUVER

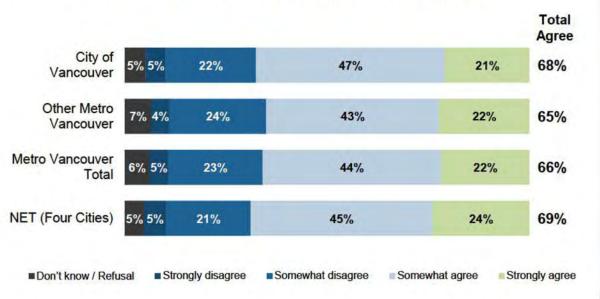


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. The information provided by my City has been clear

THE CITY'S RESPONSE TO COVID-19

THE INFORMATION PROVIDED BY MY CITY HAS BEEN CLEAR



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. The information provided by my City has been clear



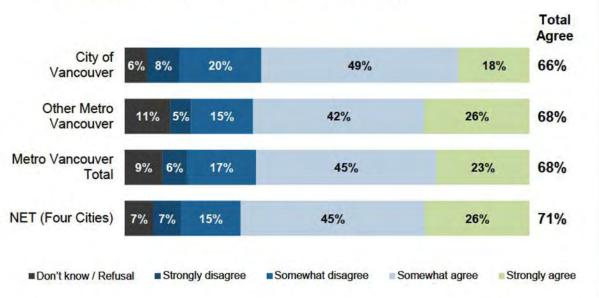
Leger



NY CONTRACTOR

THE CITY'S RESPONSE TO COVID-19

MY CITY'S RESPONSE HAS BEEN QUICK ENOUGH



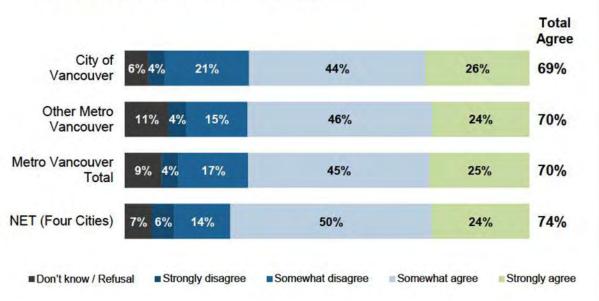
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. My City's response has been quick enough



AND AND AND

THE CITY'S RESPONSE TO COVID-19

MY CITY'S RESPONSE HAS BEEN HELPFUL



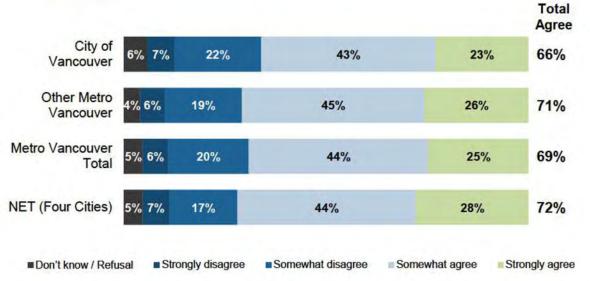
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. My City's response has been helpful



AND AND AND

THE CITY'S RESPONSE TO COVID-19

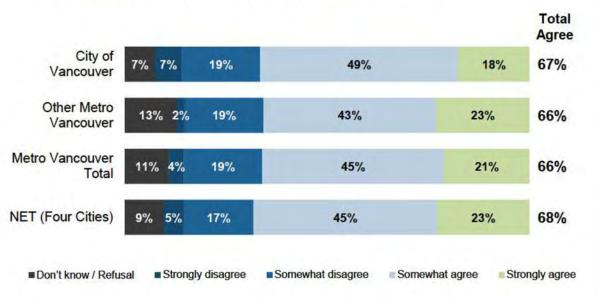
I KNEW WHERE TO FIND INFORMATION ABOUT THE CITY'S RESPONSE



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. I knew where to find information about the City's response

THE CITY'S RESPONSE TO COVID-19

MY CITY'S RESPONSE HAS BEEN COMPREHENSIVE



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. My City's response has been comprehensive



Leger



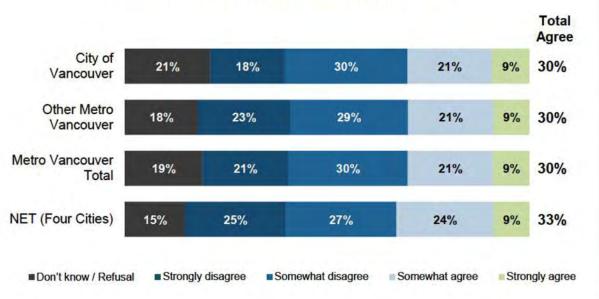


SUMMARY: CITY OF VANCOUVER Total Agree The worst of the COVID-19 21% 9% 30% 21% 18% 30% pandemic is behind us I'm worried about re-opening too soon and needing to shut 4% 24% 45% 22% 5% 27% down again I'm worried about a second 2% 41% 4% 43% 11% 15% peak of illness I believe we are using the right amount of caution to re-open 6% 7% 22% 50% 65% 15% City services I trust my City government to make the right choices to re-68% 4% 8% 20% 53% 15% open services Don't know / Refusal Strongly disagree Somewhat disagree Somewhat agree Strongly agree

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. The worst of the COVID-19 pandemic is behind us



THE WORST OF THE COVID-19 PANDEMIC IS BEHIND US



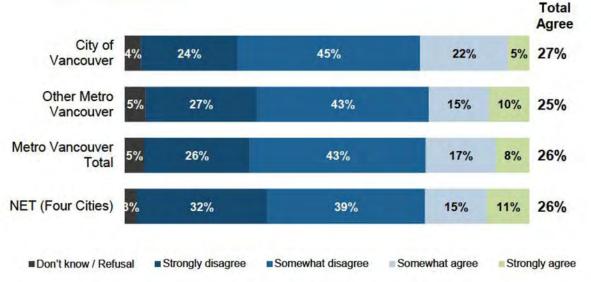
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. The worst of the COVID-19 pandemic is behind us

Significant demographic differences

A ALLEY

 Vancouverites aged 18-44 years are more likely to agree (36%) than those aged 55 years or older (21%).

I'M WORRIED ABOUT RE-OPENING TOO SOON AND NEEDING TO SHUT DOWN AGAIN



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. I'm worried about re-opening too soon and needing to shut down again



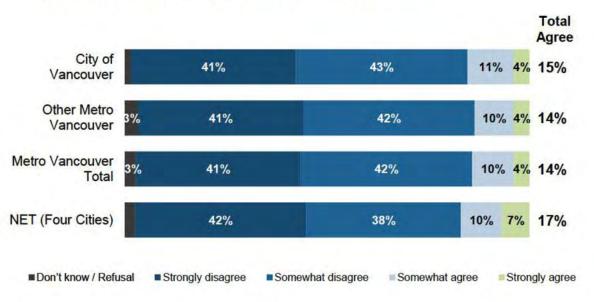
Leger



NY CONTRACTOR

THOUGHTS AFTER THE FIRST WAVE

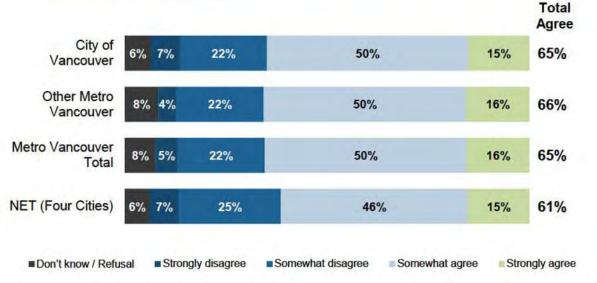
I'M WORRIED ABOUT A SECOND PEAK OF ILLNESS



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. I'm worried about a second peak of illness



I BELIEVE WE ARE USING THE RIGHT AMOUNT OF CAUTION TO RE-OPEN CITY SERVICES



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. I believe we are using the right amount of caution to re-open City services Significant demographic differences

A ALLEY

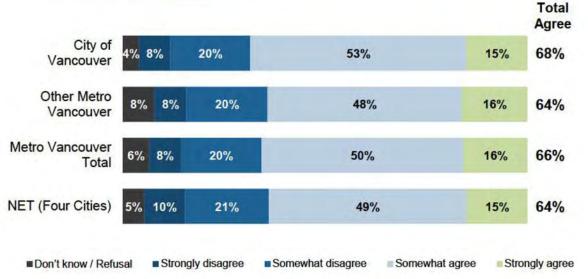
 Vancouverites aged 18-24 years are more likely to disagree (41%) than those aged 25 years or older (25%).



AND AND AND

THOUGHTS AFTER THE FIRST WAVE

I TRUST MY CITY GOVERNMENT TO MAKE THE RIGHT CHOICES TO RE-OPEN SERVICES



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. I trust my City government to make the right choices to re-open services



IMPACTS OF THE FIRST WAVE



Total Impact

IMPACTS OF FIRST WAVE

SUMMARY: CITY OF VANCOUVER

Improved Worsened Your mental health 8% 35% 44% 9% 4% 12% 43% 5% 17% Your physical health 3% 27% 30% 52% 12% Your comfort level being 3% 25% 42% 13% 11% 6% 17% 67% out in public Your household income 2% 2% 12% 16% 24% 10% 40% 45%

33%

Your savings for the future 2%

Don't know / Refusal Worsened it a lot

17%

Worsened it a little

29%

Remained about the same

Improved it a little

14%

Improved it a lot

19%

4%

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. Please indicate how the COVID-19 pandemic has affected your life: Your mental health

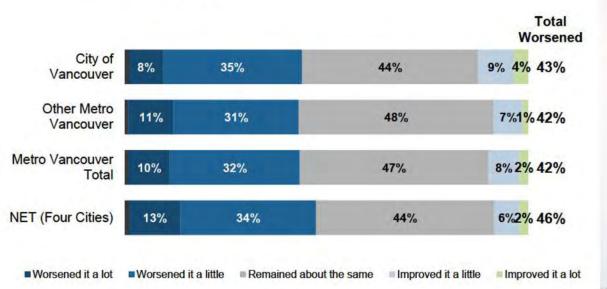
32

46%



IMPACTS OF FIRST WAVE

YOUR MENTAL HEALTH



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. Please indicate how the COVID-19 pandemic has affected your life: Your mental health Significant demographic differences

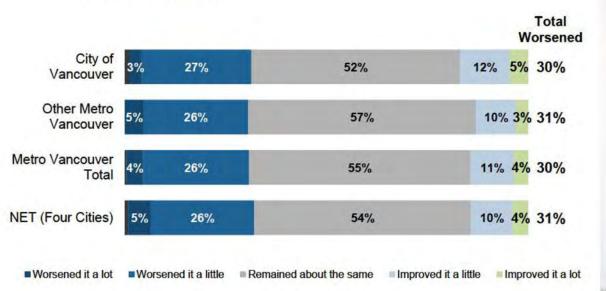
- City of Vancouver residents aged 18-54 years are more likely to say their mental health improved (14%) than those aged 55 years or older (3%).
- Females tend more to feel their mental health has worsened (51%) than males (33%).

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IMPACTS OF FIRST WAVE

YOUR PHYSICAL HEALTH



Significant demographic differences

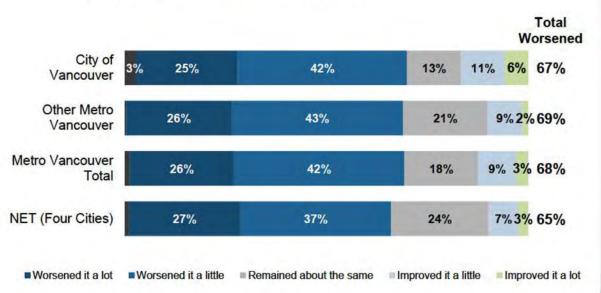
A ALLEY

 Vancouverites aged 18-44 years are more apt to feel their physical health improved (21%) than those aged 55 years or older (5%).

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. Please indicate how the COVID-19 pandemic has affected your life: Your physical health

IMPACTS OF FIRST WAVE

YOUR COMFORT LEVEL BEING OUT IN PUBLIC



A ALLER City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. Please indicate how the COVID-19 pandemic has affected your life: Your comfort level being out in public



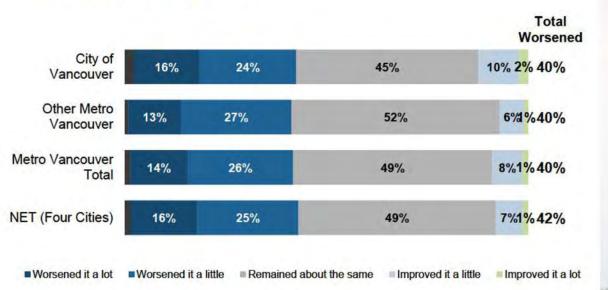
Significant demographic differences

Females are more likely to say their ٠ comfort level of being out in public has worsened (76% vs. 59% males).



IMPACTS OF FIRST WAVE

YOUR HOUSEHOLD INCOME



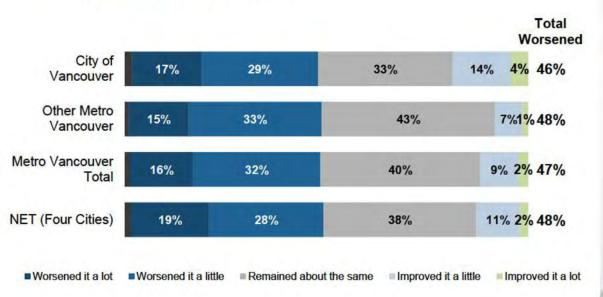
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. Please indicate how the COVID-19 pandemic has affected your life: Your household income Significant demographic differences:

A ALLEY

 Younger Vancouverites aged 18-24 years are more likely to indicate their household income has worsened since the pandemic (57%)

IMPACTS OF FIRST WAVE

YOUR SAVINGS FOR THE FUTURE



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. Please indicate how the COVID-19 pandemic has affected your life: Your savings for the future



Leger

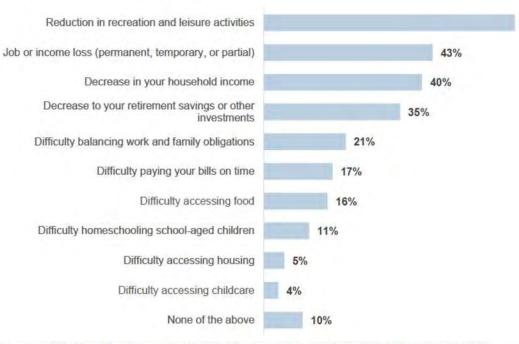


CHALLENGES, EXPERIENCES, AND COMFORT LEVELS SINCE COVID-19



CHALLENGES DUE TO COVID-19 PANDEMIC

SUMMARY: CITY OF VANCOUVER



64%

222322

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. Below are some challenges and struggles someone might face during the COVID-19 pandemic. Which, if any, of these situations have you personally faced or do you expect to face?



COVID-19 RELATED EXPERIENCES

Reduction in recreation and leisure activities

Job or income loss (permanent, temporary, or partial)

Decrease in your household income

Decrease to your retirement savings or other investments

Difficulty balancing work and family obligations

Difficulty paying your bills on time

Difficulty accessing food

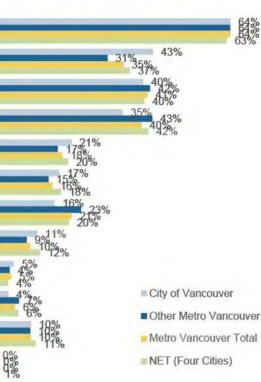
Difficulty homeschooling school-aged children

Difficulty accessing housing

Difficulty accessing childcare

None of the above

I prefer not to answer



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. Below are some challenges and struggles someone might face during the COVID-19 pandemic. Which, if any, of these situations have you personally faced or do you expect to face? Significant differences within Vancouver:

 City of Vancouver residents are more likely to have experienced job or income loss during the COVID-19 pandemic than those living in other Metro Vancouver municipalities.



Total Comfortable

COMFORT LEVEL OF PUBLIC ACTIVITIES

SUMMARY: CITY OF VANCOUVER

									00	monte
Visiting a library	4%	12%	35%			37%		11%		48%
on facility (basketball courts,	%	13%	24%	24%		41%		21%		62%
e or arena (fitness, ice rinks)	4%	-	28%		37%		20%		10%	30%
Using a playground	3%	14%	22%		49%					60%
diamond, soccer field, etc.)	3%	15%	27%			41%		15%		56%
Using parks and pathways	%5%	8%		48%			38	%		86%
olfing at a public golf course	2%	14%	15%		43%	43%		26%	26%	
sing an outdoor public pool	5%		43%			24%	18	3%	9%	27%
siting an outdoor spray pad	6%	29%			27%		29%		10%	39%
Using an indoor public pool	2%		47%			34%		13	3% 3%	17%
oublic transit (buses, trains)	2%	23%			41%		25%		9%	34%
a landfill or recycling facility	% 8%	6	22%		40%			29%		69%
eatre or music performance	3%		38%	and the second		39%	_	15%	6%	21%
hering like a sporting event,	2%		5	8%			28%		9% 3%	12%

Using an outdoor recreation facility (basketba Visiting a recreation centre or arena (fitness, Using a pla Using a public sport field (ball diamond, soccer fi

> Golfing at a public go Using an outdoor pu Visiting an outdoor s

Using public transit (buse

Taking materials to a landfill or recyclin

Attending a theatre or music perf

Attending a large public gathering like a sportir

Don't know / Refusal

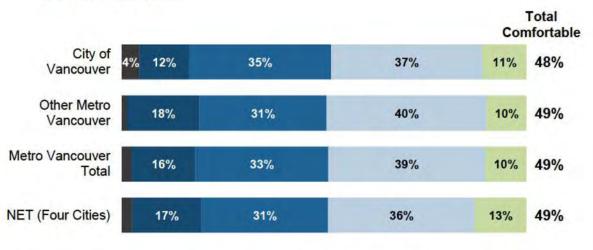
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities?



Mark Market

COMFORT LEVEL OF PUBLIC ACTIVITIES

VISITING A LIBRARY



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

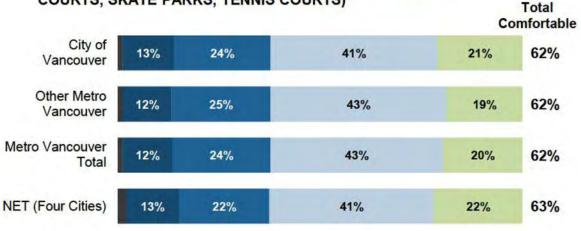
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Visiting a library



These sector

COMFORT LEVEL OF PUBLIC ACTIVITIES

USING AN OUTDOOR RECREATION FACILITY (BASKETBALL COURTS, SKATE PARKS, TENNIS COURTS)



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Using an outdoor recreation facility (basketball courts, skate parks, tennis courts)



Non seally

COMFORT LEVEL OF PUBLIC ACTIVITIES

VISITING A RECREATION CENTRE OR ARENA (FITNESS, ICE RINKS)



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

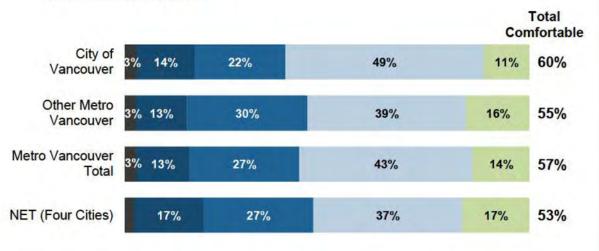
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Visiting a recreation centre or arena (fitness, ice rinks)



The second

COMFORT LEVEL OF PUBLIC ACTIVITIES

USING A PLAYGROUND



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

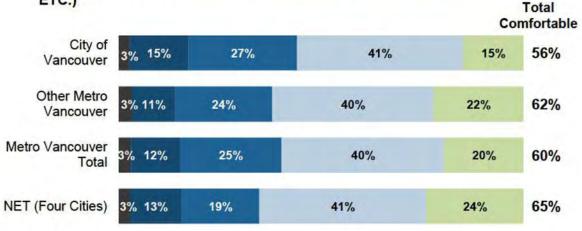
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Using a playground



Non and a

COMFORT LEVEL OF PUBLIC ACTIVITIES

USING A PUBLIC SPORT FIELD (BALL DIAMOND, SOCCER FIELD, ETC.)



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

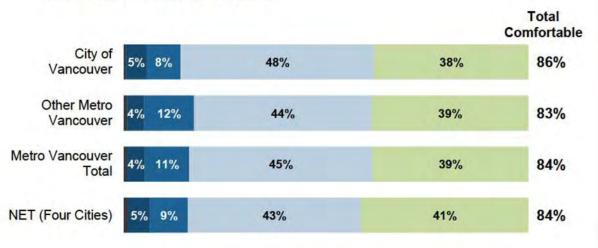
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Using a public sport field (ball diamond, soccer field, etc.)



AND AND AND

COMFORT LEVEL OF PUBLIC ACTIVITIES

USING PARKS AND PATHWAYS



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Using parks and pathways



Non sector

COMFORT LEVEL OF PUBLIC ACTIVITIES

GOLFING AT A PUBLIC GOLF COURSE



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Golfing at a public golf course



Mark Statist

COMFORT LEVEL OF PUBLIC ACTIVITIES

USING AN OUTDOOR PUBLIC POOL



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Using an outdoor public pool



COMFORT LEVEL OF PUBLIC ACTIVITIES

VISITING AN OUTDOOR SPRAY PAD



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? - Visiting an outdoor spray pad

Significant demographic differences:

A CHEVE

 Those aged 35-54 years are more likely to indicate feeling comfortable when visiting an outdoor spray pad (62%), followed by those aged 23-34 years (52%) vs. 28% from those aged 18-24 and 45 years or older.



AND DESCRIPTION

COMFORT LEVEL OF PUBLIC ACTIVITIES

USING AN INDOOR PUBLIC POOL



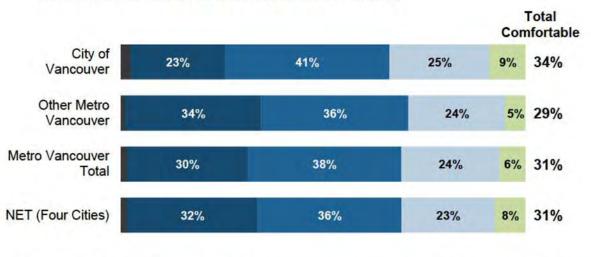
Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Using an indoor public pool



COMFORT LEVEL OF PUBLIC ACTIVITIES

USING PUBLIC TRANSIT (BUSES AND/OR TRAINS)



Significant demographic differences:

The second se

 Females are more likely to feel uncomfortable when using public transit (74% vs 61% male).

Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

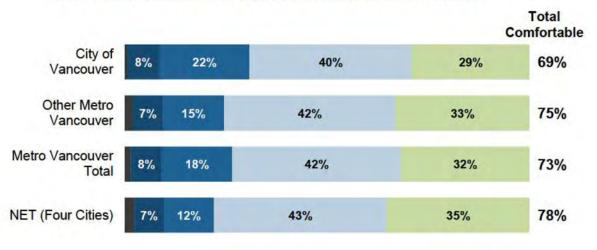
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? - Using public transit (buses and/or trains)



Star Barriel

COMFORT LEVEL OF PUBLIC ACTIVITIES

TAKING MATERIALS TO A LANDFILL OR RECYCLING FACILITY



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

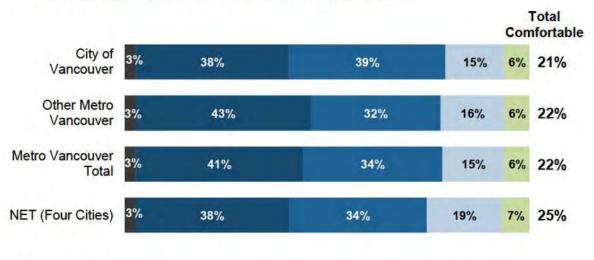
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Taking materials to a landfill or recycling facility



The second

COMFORT LEVEL OF PUBLIC ACTIVITIES

ATTENDING A THEATRE OR MUSIC PERFORMANCE



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Attending a theatre or music performance



Charles and the

COMFORT LEVEL OF PUBLIC ACTIVITIES

ATTENDING A LARGE PUBLIC GATHERING LIKE A SPORTING EVENT, CONCERT, OR FESTIVAL



Don't know / Refusal Not at all comfortable Not very comfortable Somewhat comfortable Very comfortable

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Attending a large public gathering like a sporting event, concert, or festival



PRECAUTIONS AND HABIT CHANGES



PREFERRED PRECAUTIONS FOR REOPENING

74%

71%

71%

69%

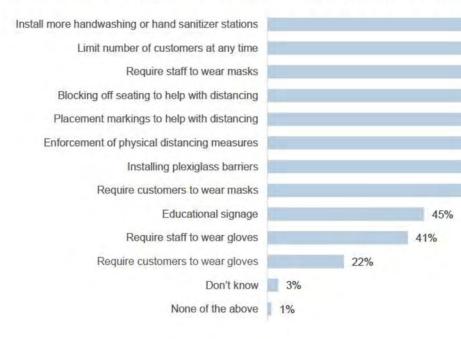
65%

63%

63%

61%

CITY OF VANCOUVER: PREVENTATIVE MEASURES THAT WOULD MAKE CITIZENS FEEL MORE COMFORTABLE DURING THE REOPENING



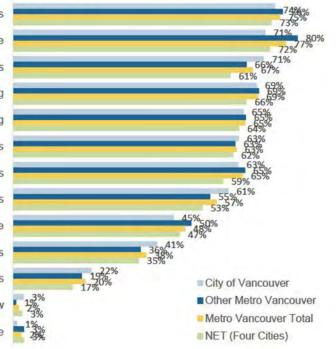
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As your City reopens its facilities and services, what measures to prevent the spread of COVID-19 would make you feel more comfortable?



PREFERRED PRECAUTIONS FOR REOPENING

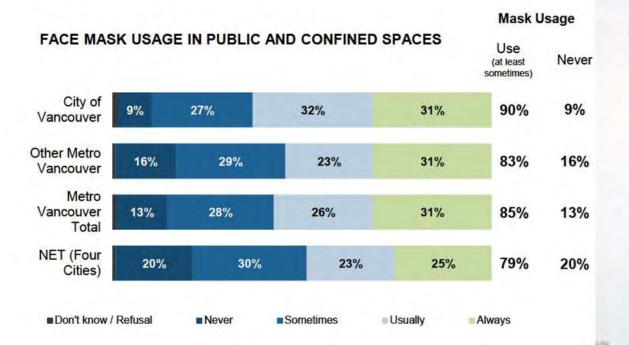
PREVENTATIVE MEASURES THAT WOULD MAKE CITIZENS FEEL MORE COMFORTABLE DURING THE REOPENING

Install more handwashing or hand sanitizer stations Limit number of customers at any time Require staff to wear masks Blocking off seating to help with distancing Placement markings to help with distancing Enforcement of physical distancing measures Installing plexiglass barriers Require customers to wear masks Educational signage Require staff to wear gloves Require customers to wear gloves Don't know None of the above



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As your City reopens its facilities and services, what measures to prevent the spread of COVID-19 would make you feel more comfortable?

FACE MASK USAGE



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. How often do you wear a face mask in public and confined spaces such as grocery stores, shopping malls, and public transit?



Significant differences between residents in other Metro Vancouver municipalities and City of Vancouver residents:

- Residents living in Other Metro Vancouver are more likely to *never* wear a face mask (16%) than those living within the city (9%)
- Residents living within the city are more likely to usually wear a face mask (32%) than those living in Other Metro Vancouver.

Residents living within the City of Vancouver are significantly more likely to at least sometimes use a face mask (90%) than residents of all four cities combined.

Vancouverites aged 55+ are more likely to indicate always wearing a mask (40%). Those aged 45-54 are more likely to indicate never wearing a mask (24%).



Total

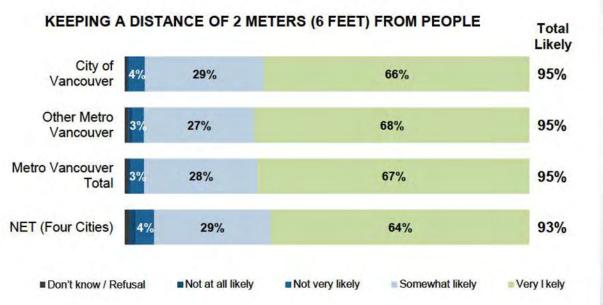
HABIT CHANGES AFTER EASE OF RESTRICTIONS

SUMMARY: CITY OF VANCOUVER

SOMMART. CITTOF VANCOUVER					Likely
Keeping a distance of 2 meters (6 feet) from people	4%	29%		66%	95%
Washing your hands more frequently than usual	2%	23%		73%	95%
Using hand sanitizer more frequently than usual	5%	32%		60%	92%
Avoiding touching your face	2% 10%	6	42%	43%	86%
Not shaking hands or hugging people from outside your household	3%	26%		68%	94%
Avoiding crowded spaces	4%	29%	64%		93%
Staying home when sick (even mild symptoms)	5%	17%		75%	92%
Using your elbow when coughing or sneezing	10%		87	97%	
Wearing a mask or face covering in public	3%	19%	34%	41%	75%
Don't know / Refusal	No.	t very likely	Somew	vhat I kely	Very likely

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions are being lifted and we are going out in public more, how likely or unlikely are you to do the following actions?





Significant demographic differences:

Charles and

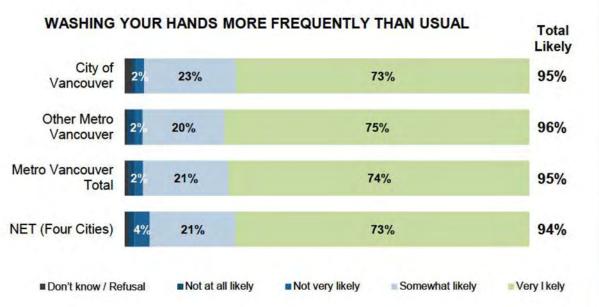
 Younger Vancouverites aged 18-24 are more likely to indicate that they are not likely going to keep a distance of 2 meters from others (10% vs. 2% from those aged 45 years or older).

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions are being lifted and we are going out in public more, how likely or unlikely are you to do the following actions? – Keeping a distance of 2 meters (6 feet) from people



The second

HABIT CHANGES AFTER EASE OF RESTRICTIONS

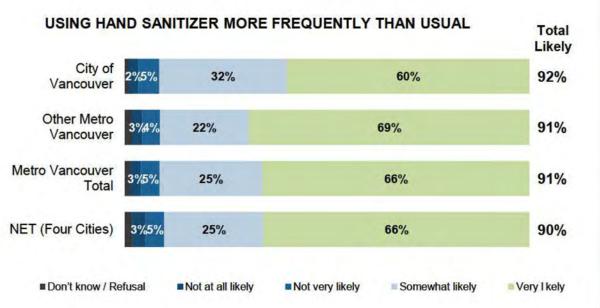


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions are being lifted and we are going out in public more, how likely or unlikely are you to do the following actions? – Washing your hands more frequently than usual



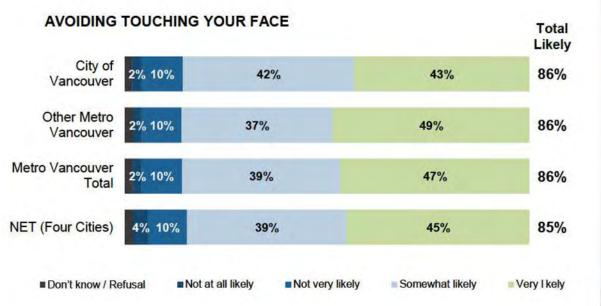
AND AND

HABIT CHANGES AFTER EASE OF RESTRICTIONS



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions are being lifted and we are going out in public more, how likely or unlikely are you to do the following actions? – Using hand sanitizer more frequently than usual





City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions are being lifted and we are going out in public more, how likely or unlikely are you to do the following actions? – Avoiding touching your face Significant demographic differences

- Females are more likely to say they avoid touching their face (91% vs. 80% male).
- 18% of males indicate they will not likely avoid touching their face (vs. 7% female).

CA CRANE



NOT SHAKING HANDS OR HUGGING PEOPLE FROM OUTSIDE Total YOUR HOUSEHOLD Likely City of 94% 3% 26% 68% Vancouver Other Metro 3%5% 21% 71% 92% Vancouver Metro Vancouver 5% 23% 70% 92% Total NET (Four Cities) 4% 7% 20% 67% 87% Don't know / Refusal Not at all likely Not very likely Somewhat likely Very I kely

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions are being lifted and we are going out in public more, how likely or unlikely are you to do the following actions? – Not shaking hands or hugging people from outside your household Significant differences across cities:

A DECLE

 Metro Vancouver residents overall are more likely to avoid shaking hands or hugging others from outside their household than residents of all four cities combined.



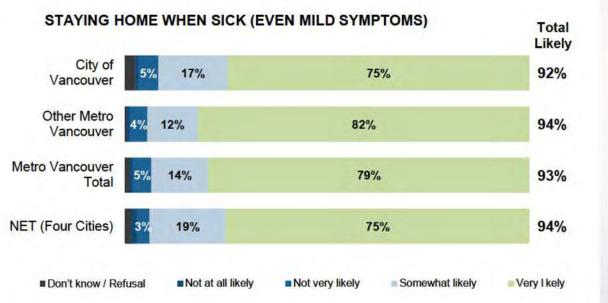
AVOIDING CROWDED SPACES Total Likely City of 93% 4% 29% 64% Vancouver Other Metro 3%4% 22% 70% 92% Vancouver Metro Vancouver 25% 68% 93% Total NET (Four Cities) 3%5% 25% 66% 91% Don't know / Refusal Not at all likely Not very likely Somewhat likely Very I kely

City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions are being lifted and we are going out in public more, how likely or unlikely are you to do the following actions? – Avoiding crowded spaces Significant demographic differences

ALLER AL

- 99% of those aged 65 years or older indicate they will likely avoid crowded spaces.
- 10% of males say they will not likely avoid crowded spaces (vs. 3% female).





City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions are being lifted and we are going out in public more, how likely or unlikely are you to do the following actions? – Staying home when sick (even mild symptoms) Significant demographic differences

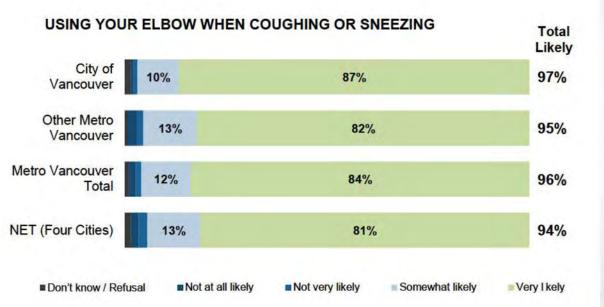
CREAK!

- 13% of those aged 18-24 indicate they will not likely stay home when sick.
- Females are more likely to stay home when sick, even with mild symptoms (97%) than males (90%).



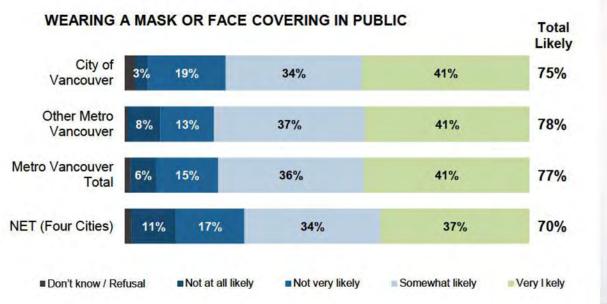
The second

HABIT CHANGES AFTER EASE OF RESTRICTIONS



City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions are being lifted and we are going out in public more, how likely or unlikely are you to do the following actions? – Using your elbow when coughing or sneezing





City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG) Q. As restrictions are being lifted and we are going out in public more, how likely or unlikely are you to do the following actions? – Wearing a mask or face covering in public Significant differences across cities:

 Metro Vancouver residents overall are more likely to wear a mask or face covering in public as restrictions are being lifted than residents of all four cities combined.

Significant demographic differences

 Females are more likely to wear a mask or face covering in public (82%) than males (71%).

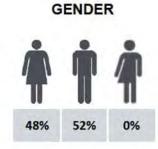


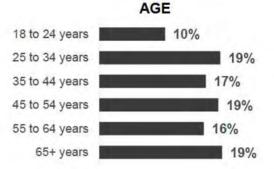
RESPONDENT PROFILE METRO VANCOUVER (n = 500)



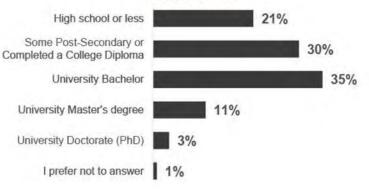
METRO VANCOUVER



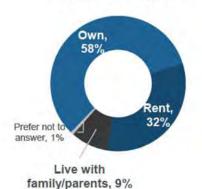


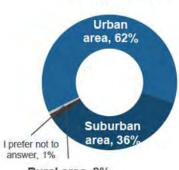


EDUCATION



RENT VS. OWN





HOME AREA

Rural area, 2%



METRO VANCOUVER



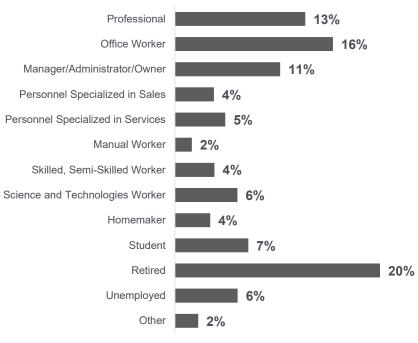
HOUSEHOLD INCOME

\$19,999 or less	4%	
Between \$20,000 and \$39,999		13%
Between \$40,000 and \$59,999		15%
Between \$60,000 and \$79,999		15%
Between \$80,000 and \$99,999		14%
Between \$100,000 and \$124,999		14%
Between \$125,000 and \$149,999	5%	
\$150,000 or more	10%	
Prefer not to answer	11%	

CHILDREN IN HOUSEHOLD



MAIN OCCUPATION



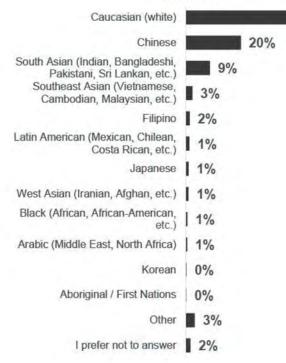


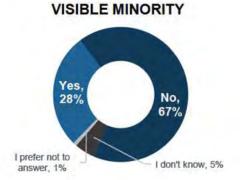
METRO VANCOUVER



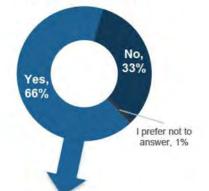
56%

ETHNICITY

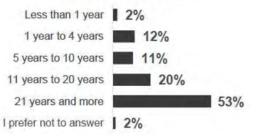




BORN IN CANADA



TIME IN CANADA

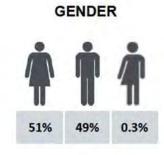


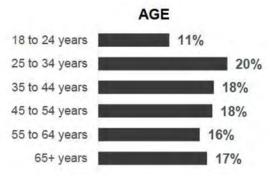


RESPONDENT PROFILE VANCOUVER, CALGARY, EDMONTON, & WINNIPEG (n = 1,900)

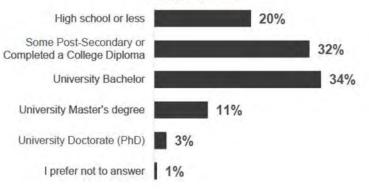


ACROSS ALL FOUR CITIES

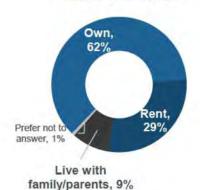


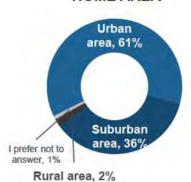


EDUCATION



RENT VS. OWN



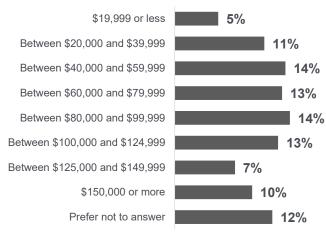


HOME AREA



ACROSS ALL FOUR CITIES

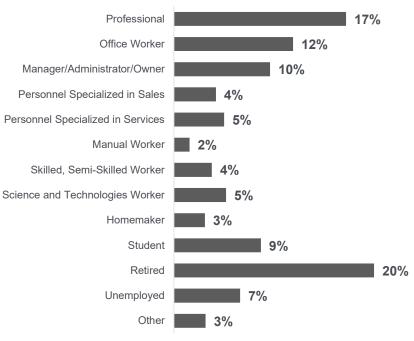
HOUSEHOLD INCOME



CHILDREN IN HOUSEHOLD



MAIN OCCUPATION



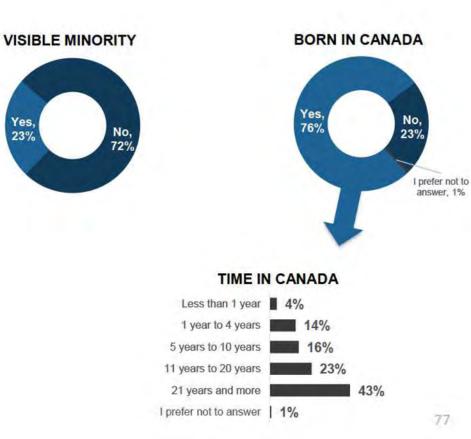


ACROSS ALL FOUR CITIES

66%

ETHNICITY

	Caucasian (white)	
10%	Chinese	
6%	South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	
3%	Filipino	
2%	Aboriginal / First Nations	
2%	Black (African, African-American, etc.)	
2%	Southeast Asian (Vietnamese, Cambodian, Malaysian, etc.)	
1%	Latin American (Mexican, Chilean, Costa Rican, etc.)	
1%	Arabic (Middle East, North Africa)	
1%	Japanese	
1%	Korean	
0%	West Asian (Iranian, Afghan, etc.)	
3%	Other	
2%	I prefer not to answer	







THE TEAM

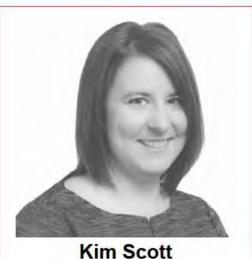




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OUR CREDENTIALS

DE RECHERCHE



CRIC LE CONSEI ET D'INTELL MARKETINI Leger is a member of the <u>Canadian Research Insights Council (CRIC</u>), the industry association for the market/survey/insights research industry.



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We know Canadians









