

From: "Johnston, Sadhu" <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 $\pm 4.4\%$, 19 times out of 20)
- Edmonton ($n=500$; MOE $\pm 4.4\%$, 19 times out of 20)
- Winnipeg ($n=400$; MOE $\pm 4.9\%$, 19 times out of 20)
- Metro Vancouver ($n=500$; MOE $\pm 4.4\%$, 19 times out of 20)

Total Sample: $n=1,900$ (MOE $\pm 2.3\%$, 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:

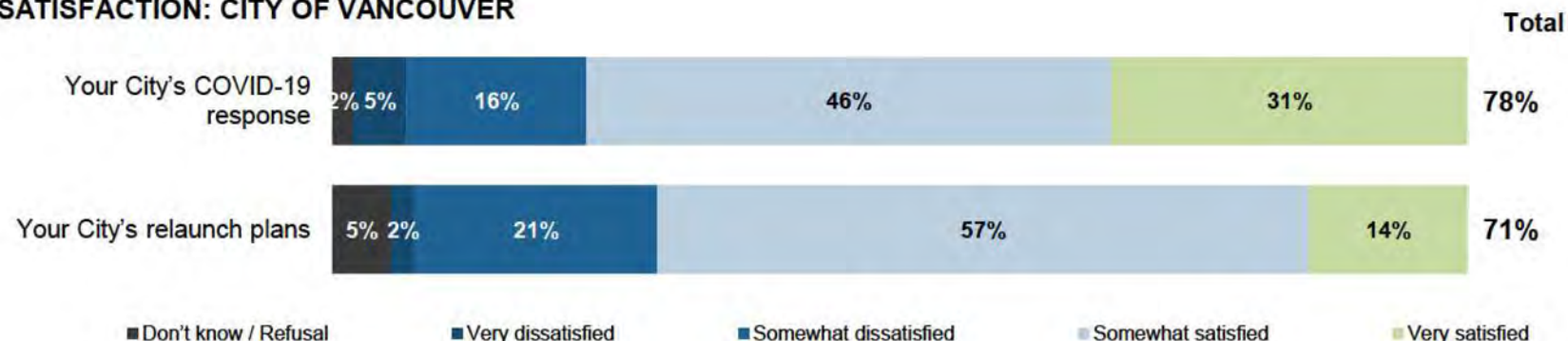
1. **City of Vancouver** residents (n=171).
2. **Metro Vancouver Other** residents, which include residents within the Vancouver Census Metropolitan Area (CMA) and excludes those who live within the City of Vancouver (n=329).
3. **Metro Vancouver Total**, which includes residents from within the City of Vancouver and the other municipalities within the Vancouver CMA (n=500).
4. 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

SATISFACTION: CITY OF VANCOUVER



TRUST: CITY OF VANCOUVER



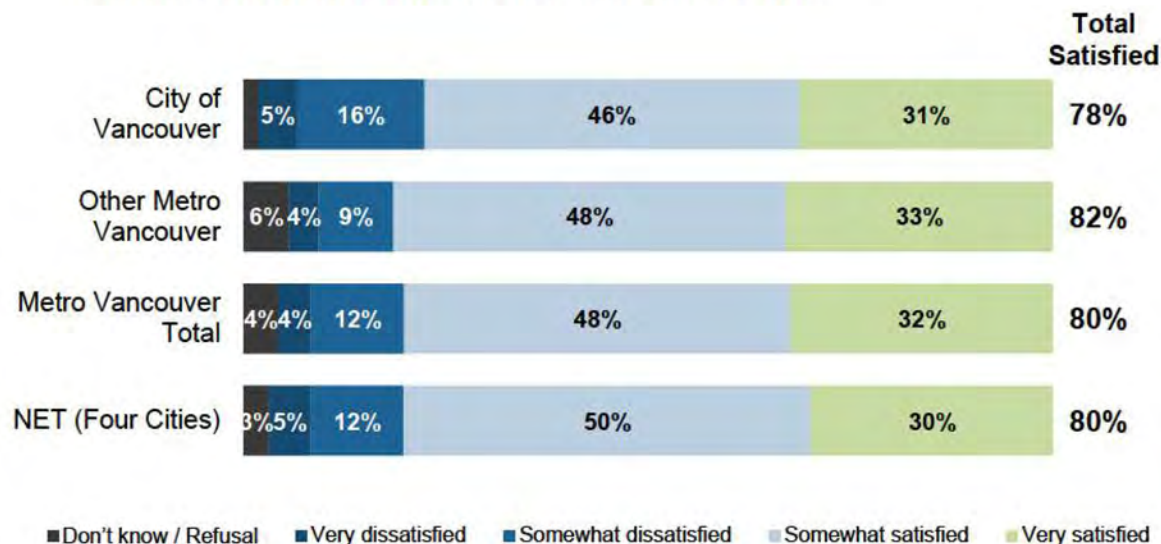
City of Vancouver n=171

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?

SATISFACTION WITH THE CITY

SATISFACTION WITH THE CITY'S COVID RESPONSE

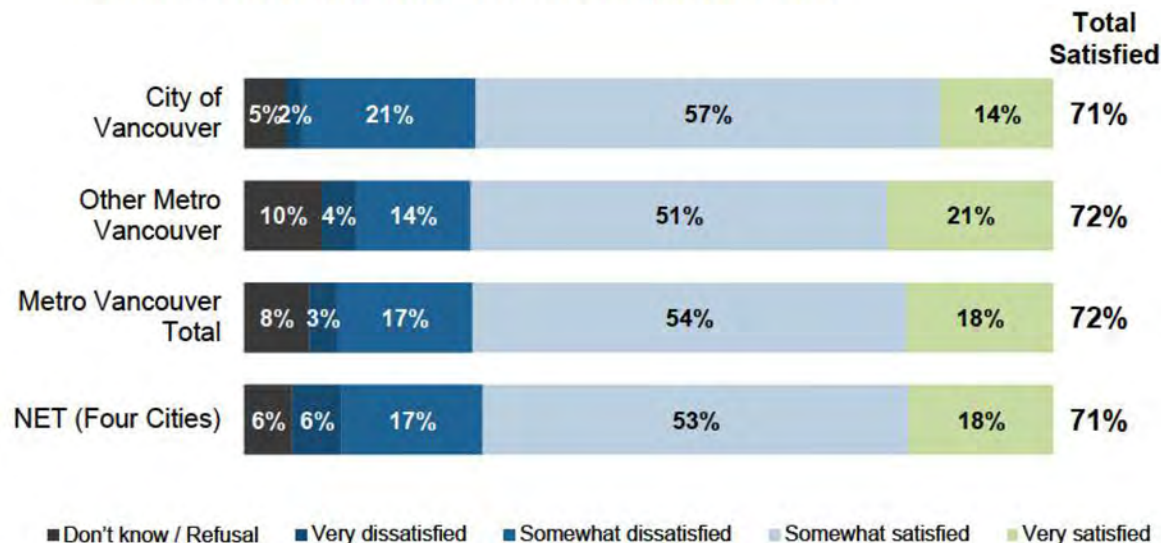


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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

SATISFACTION WITH THE CITY

SATISFACTION WITH THE CITY'S RELAUNCH PLANS

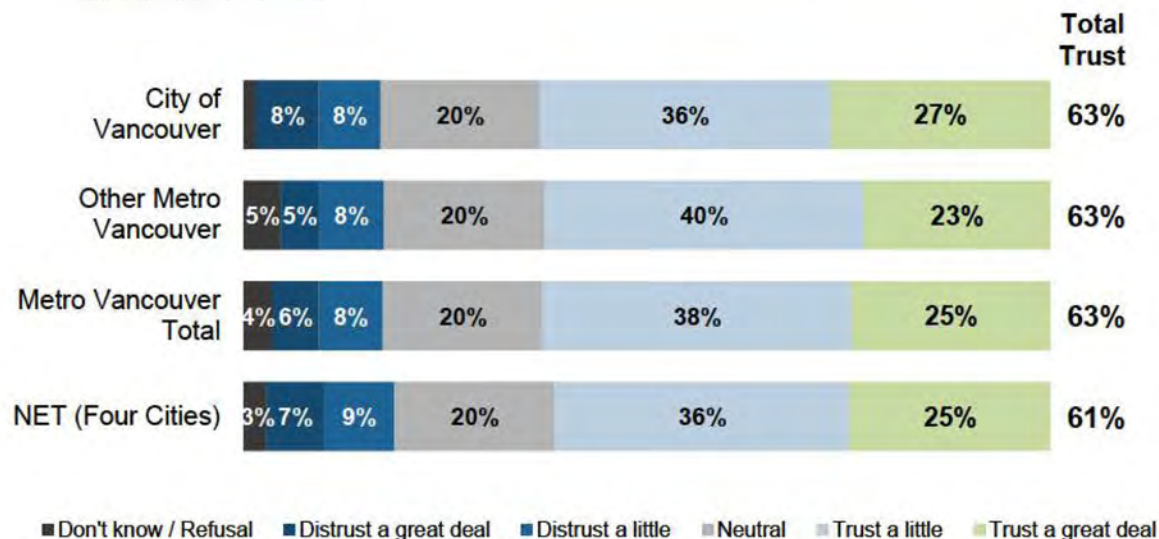


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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



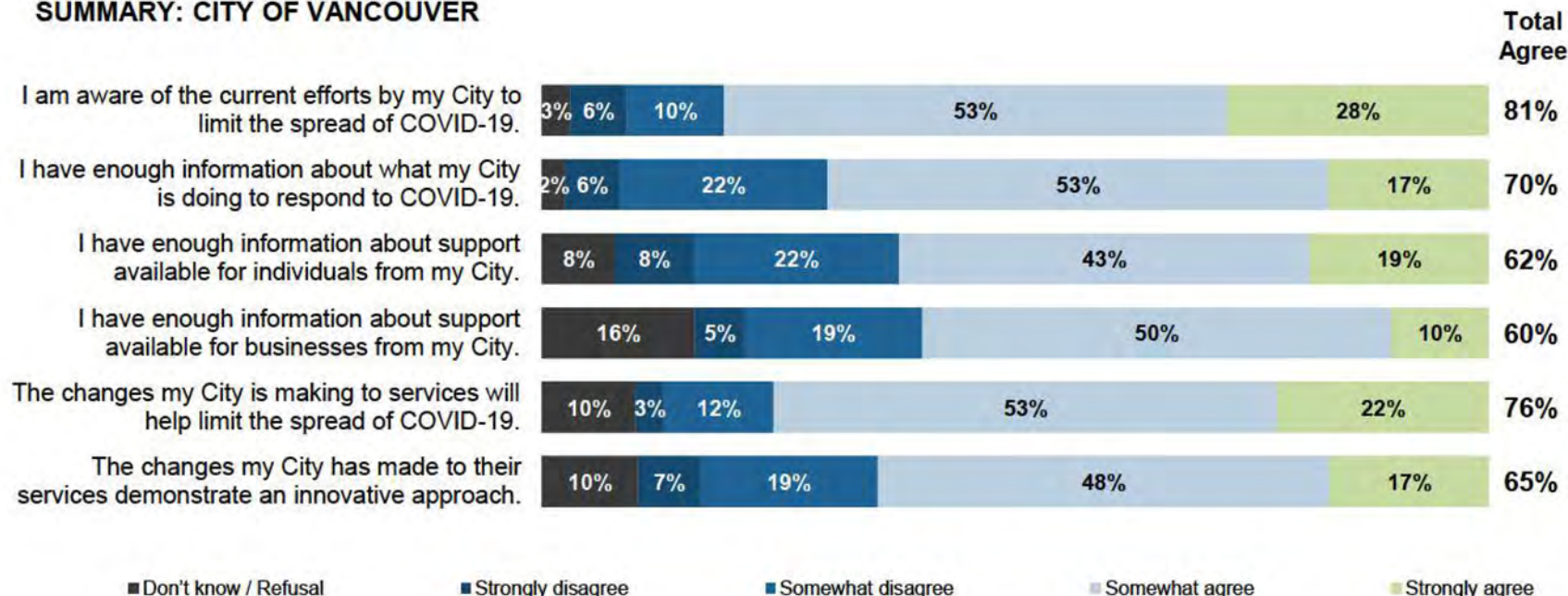
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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

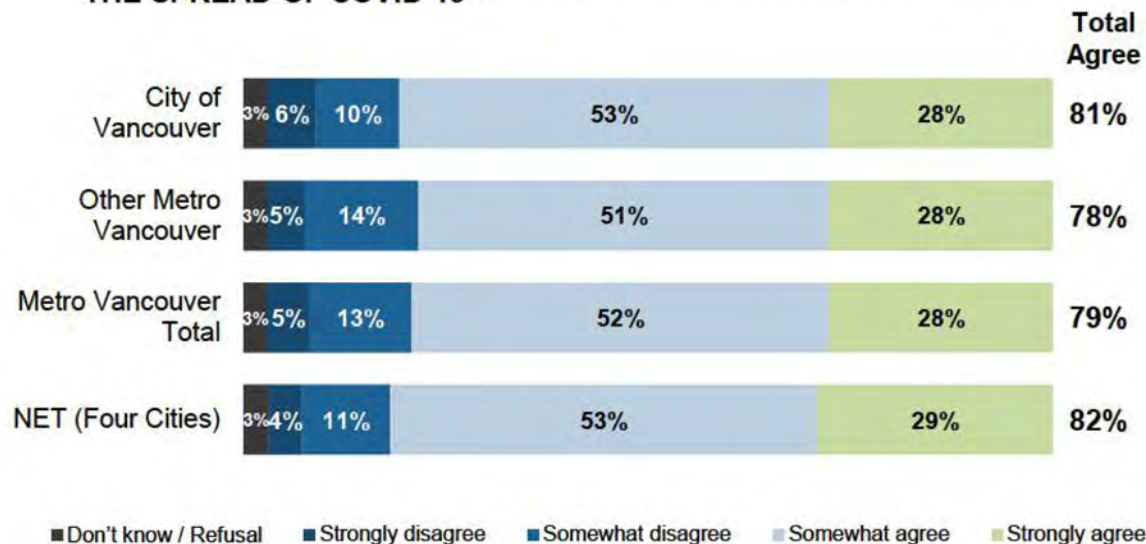
THE CITY'S RESPONSE TO COVID-19

SUMMARY: CITY OF VANCOUVER



THE CITY'S RESPONSE TO COVID-19

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

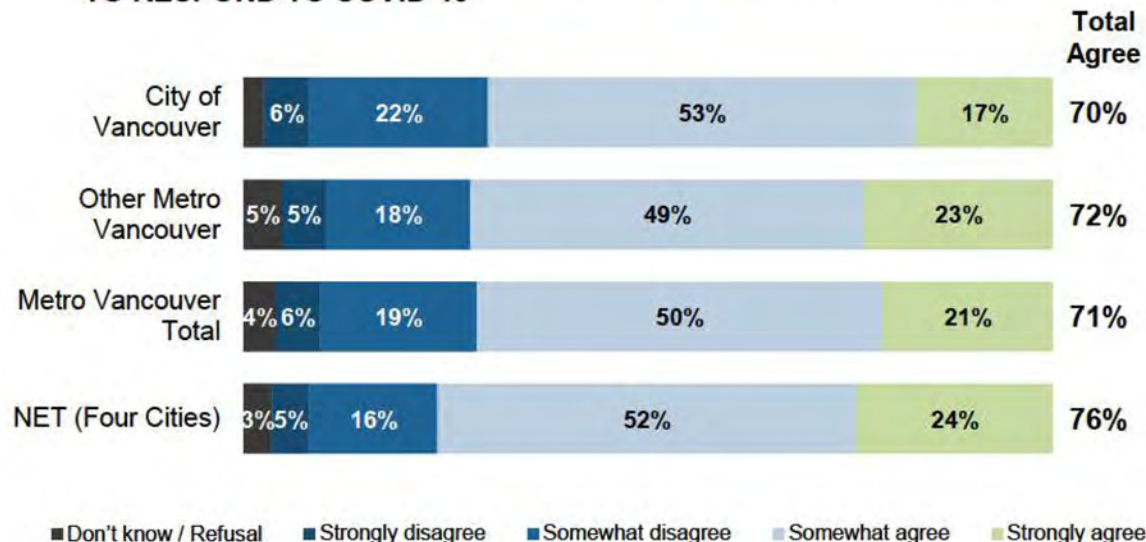


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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

THE CITY'S RESPONSE TO COVID-19

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

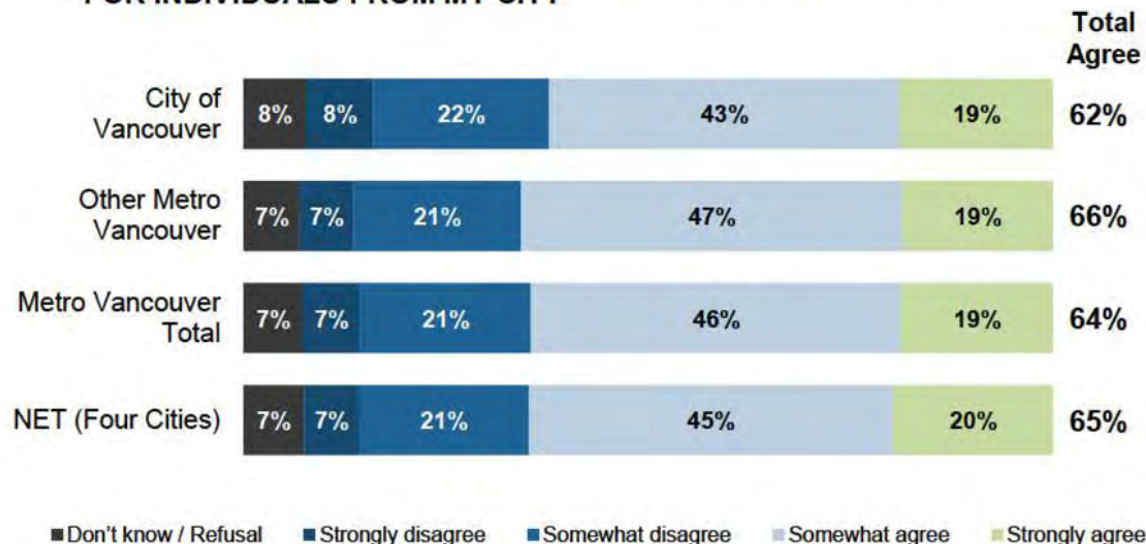


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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

THE CITY'S RESPONSE TO COVID-19

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



Significant demographic differences

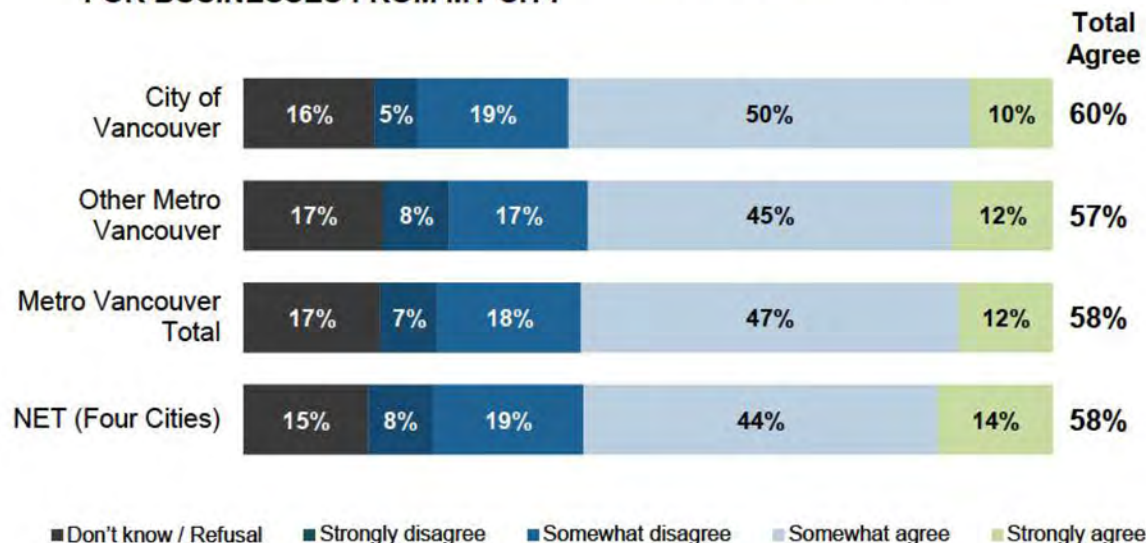
- Vancouverites aged 35-44 years are more likely to agree they have enough information about support available from their city (82% vs. 56% of those aged 55-64 years).

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

THE CITY'S RESPONSE TO COVID-19

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

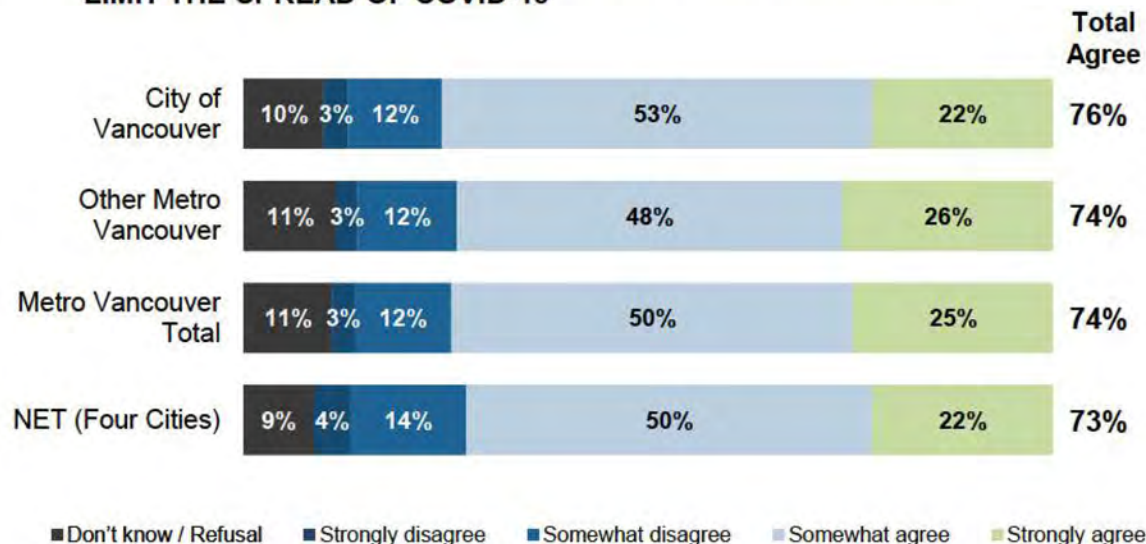


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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

THE CITY'S RESPONSE TO COVID-19

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

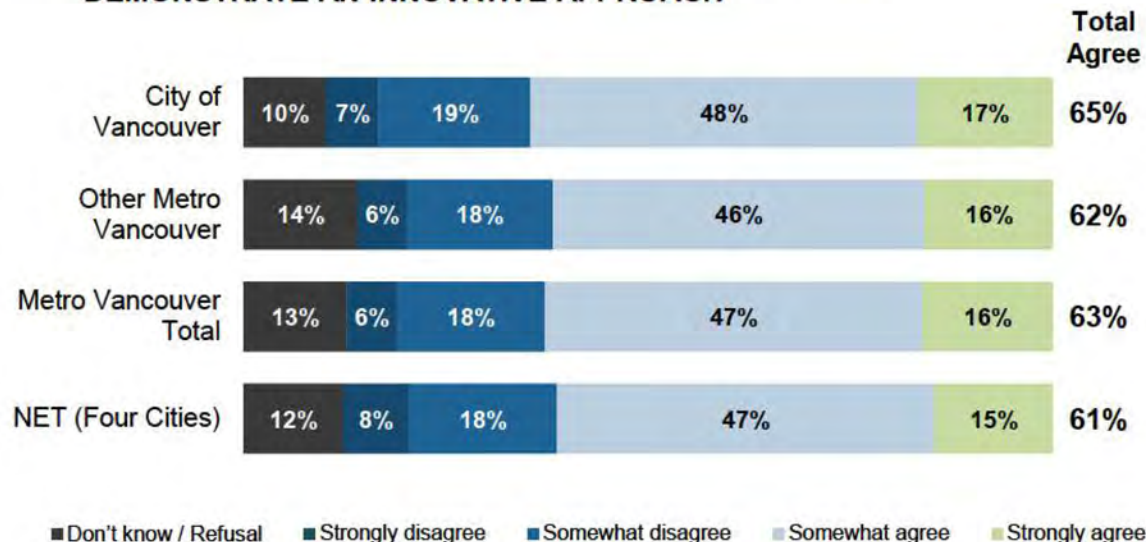


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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

THE CITY'S RESPONSE TO COVID-19

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



Significant demographic differences

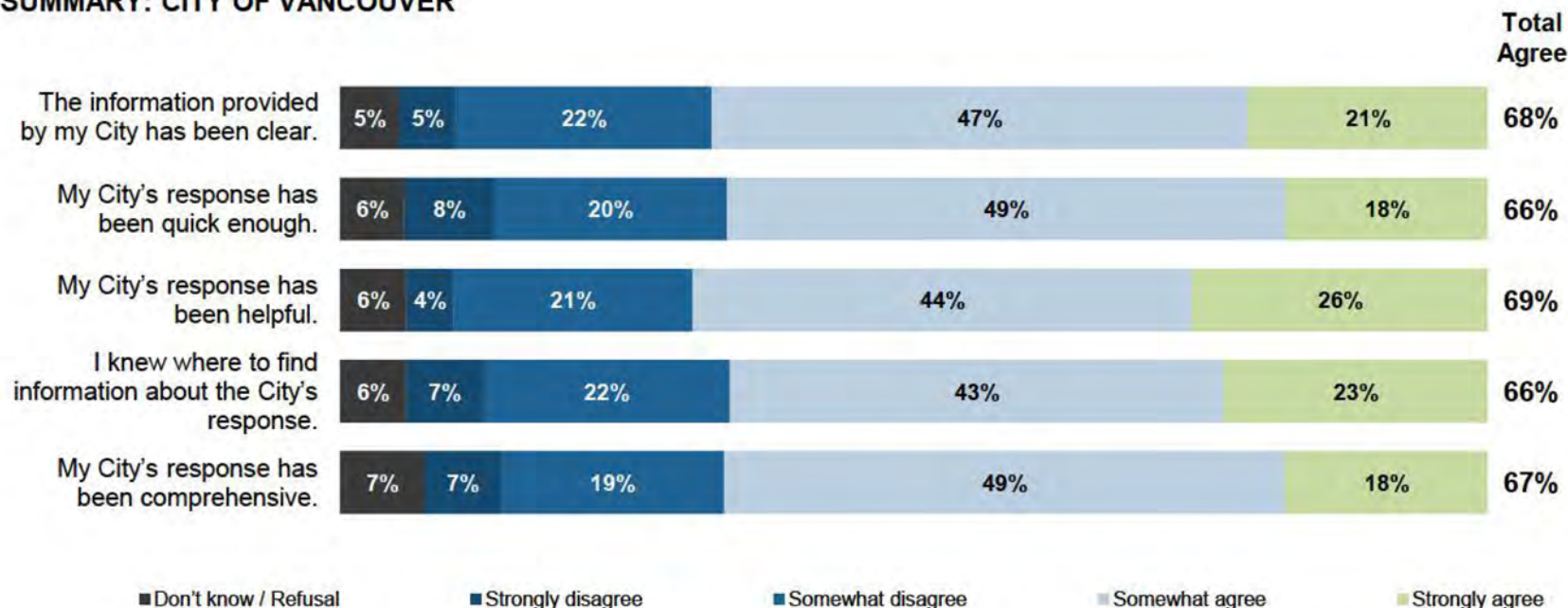
- City of Vancouver residents aged 25-34 years are more likely to agree (77%) than those aged 55 years or older (55%).

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

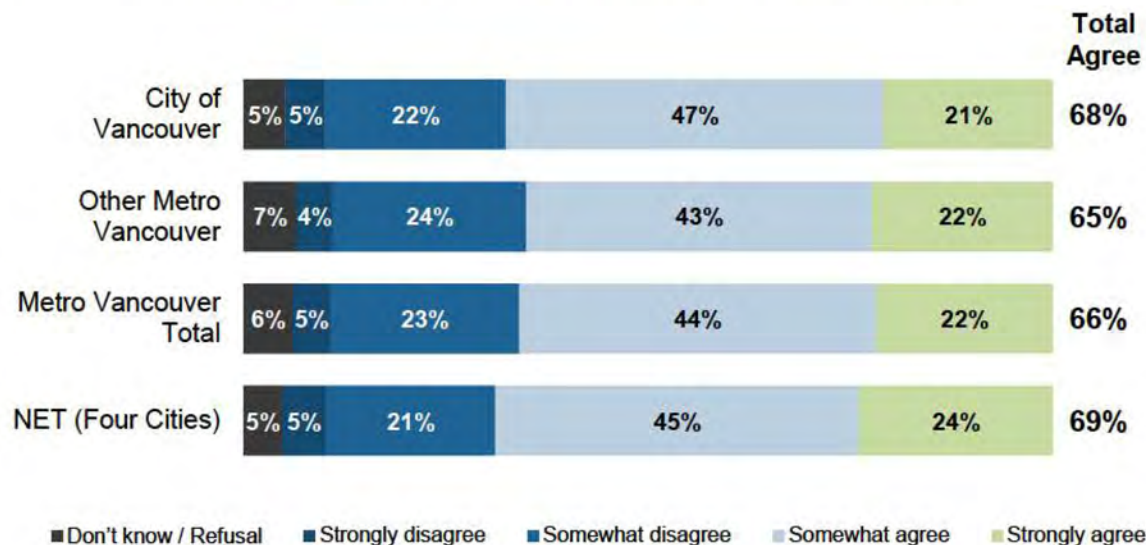
THE CITY'S RESPONSE TO COVID-19

SUMMARY: CITY OF VANCOUVER



THE CITY'S RESPONSE TO COVID-19

THE INFORMATION PROVIDED BY MY CITY HAS BEEN CLEAR

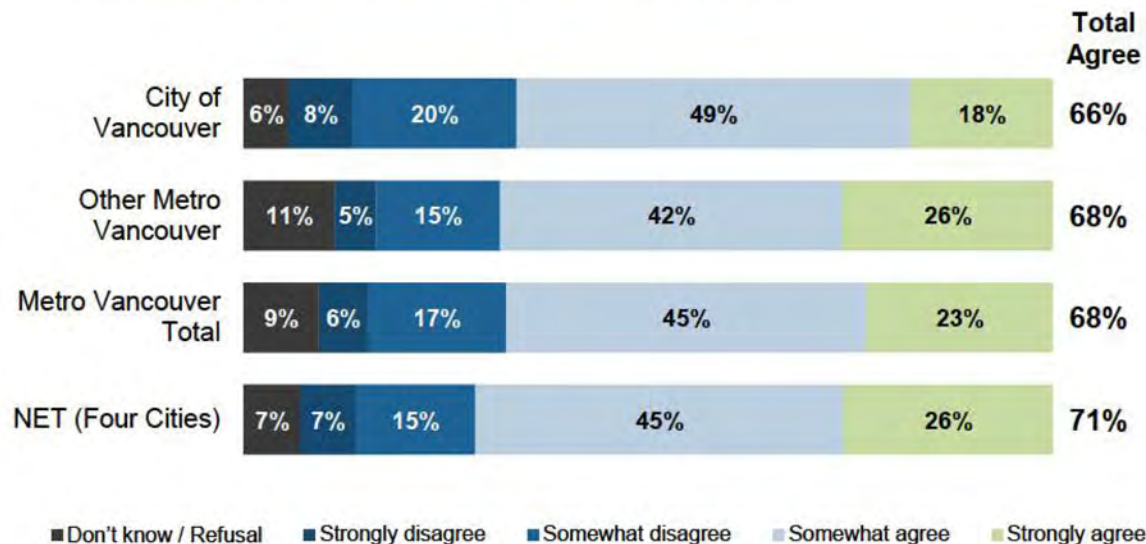


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. The information provided by my City has been clear

THE CITY'S RESPONSE TO COVID-19

MY CITY'S RESPONSE HAS BEEN QUICK ENOUGH

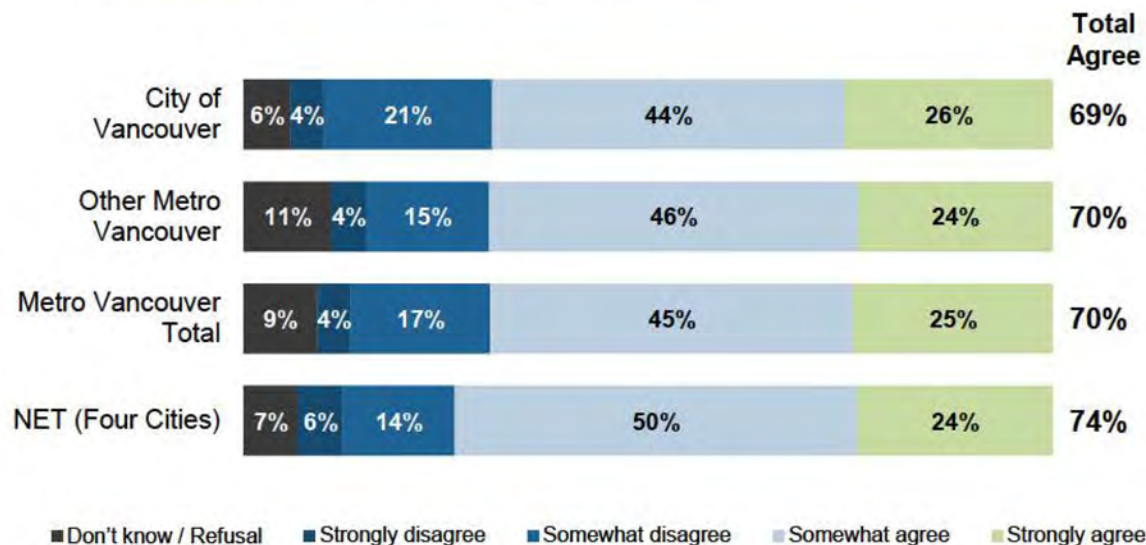


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. My City's response has been quick enough

THE CITY'S RESPONSE TO COVID-19

MY CITY'S RESPONSE HAS BEEN HELPFUL

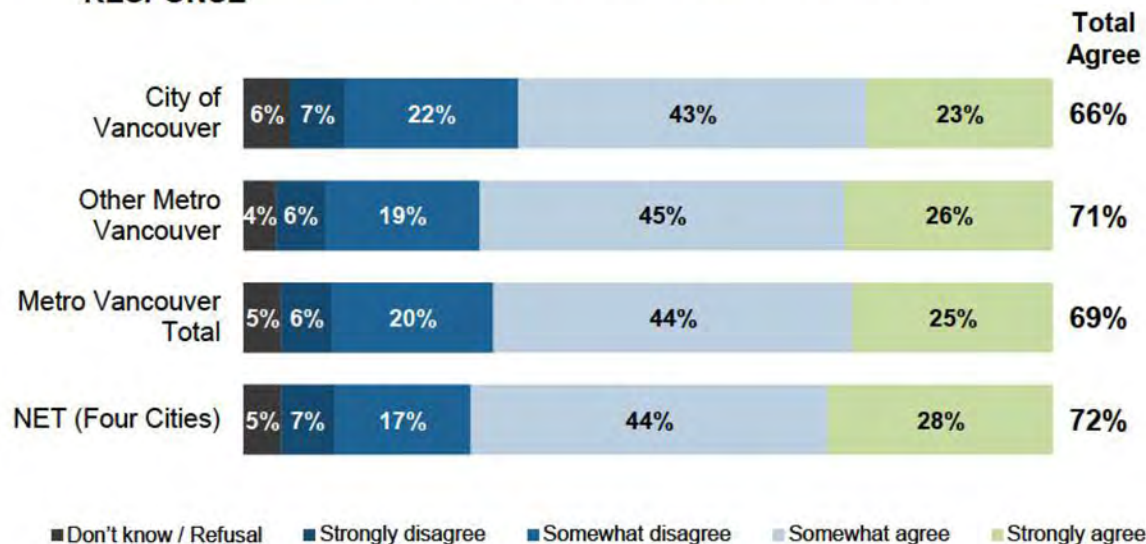


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. My City's response has been helpful

THE CITY'S RESPONSE TO COVID-19

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

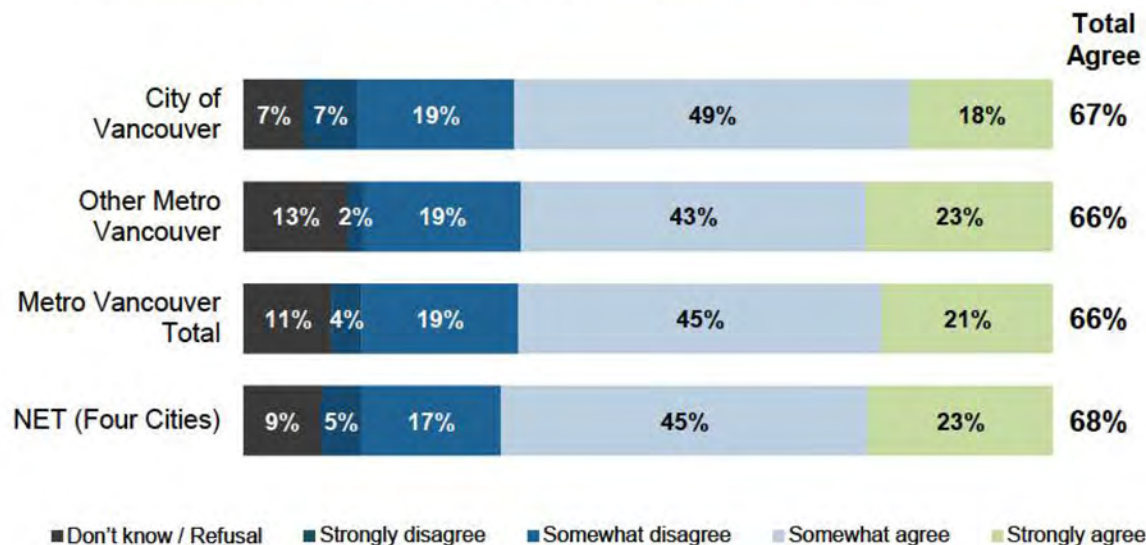


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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



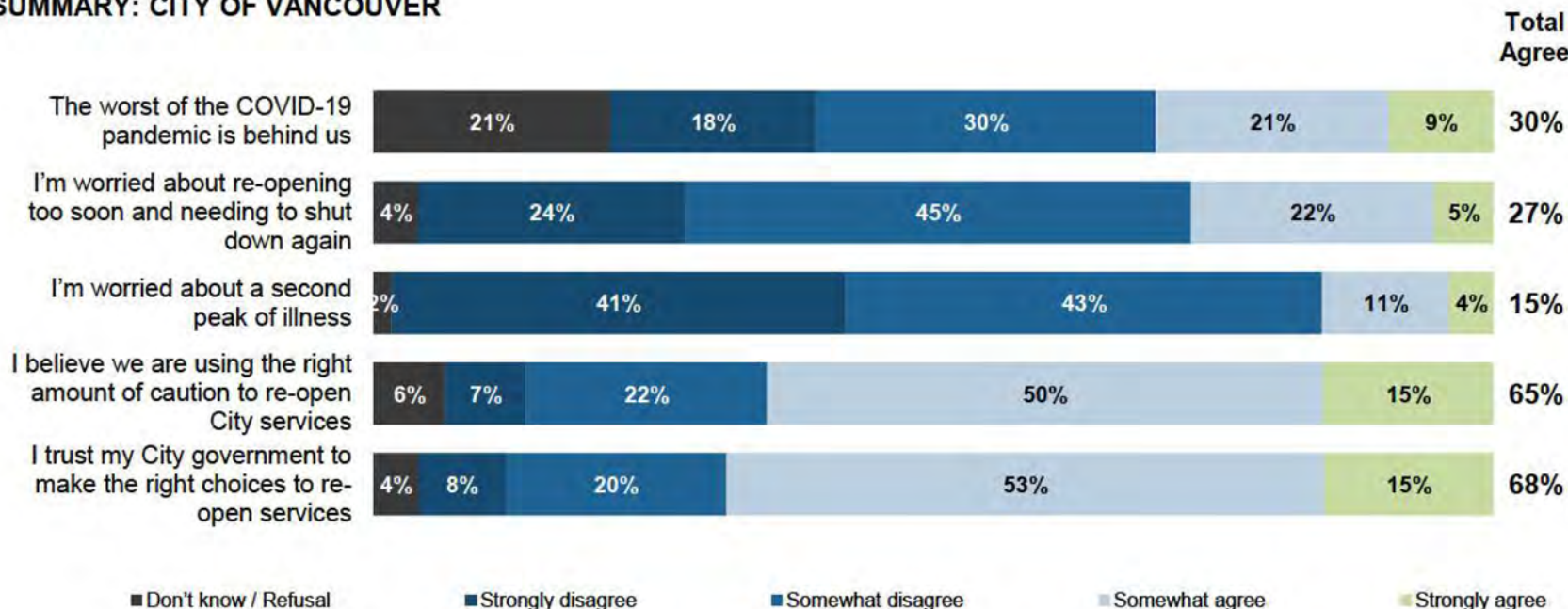
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. My City's response has been comprehensive

THOUGHTS AFTER THE FIRST WAVE

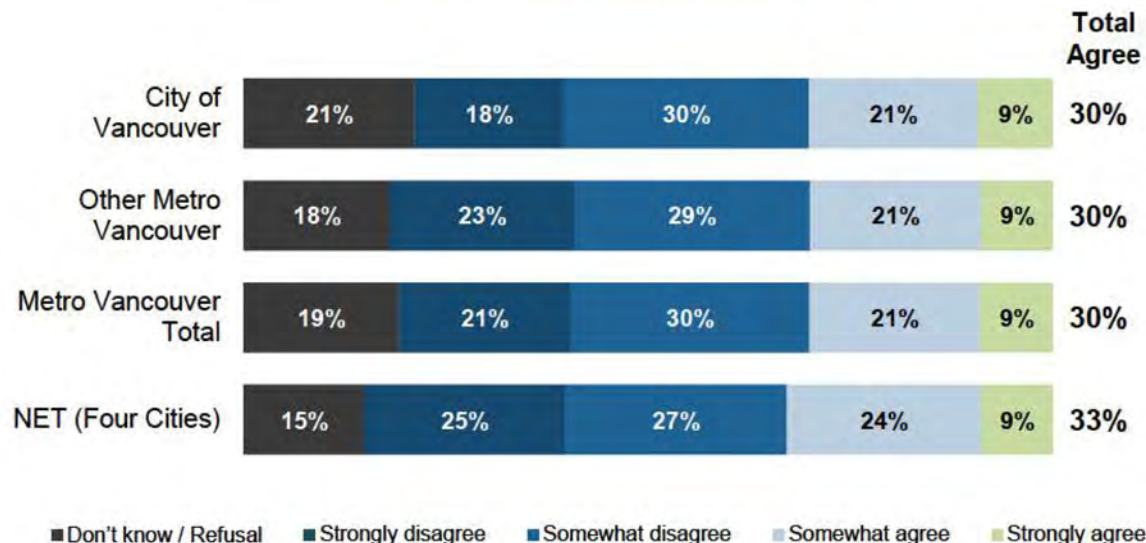
THOUGHTS AFTER THE FIRST WAVE

SUMMARY: CITY OF VANCOUVER



THOUGHTS AFTER THE FIRST WAVE

THE WORST OF THE COVID-19 PANDEMIC IS BEHIND US

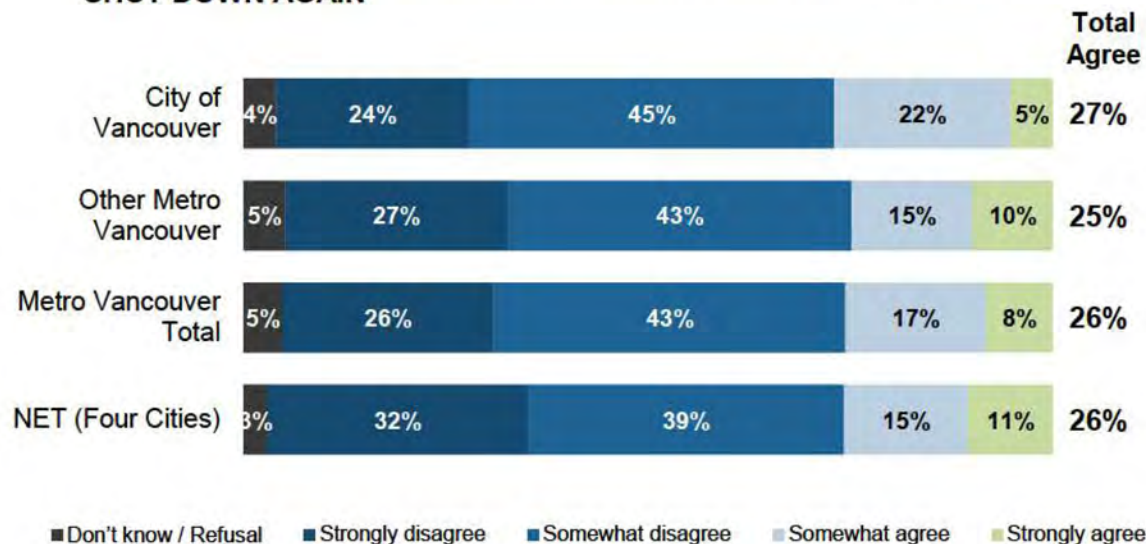


Significant demographic differences

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

THOUGHTS AFTER THE FIRST WAVE

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

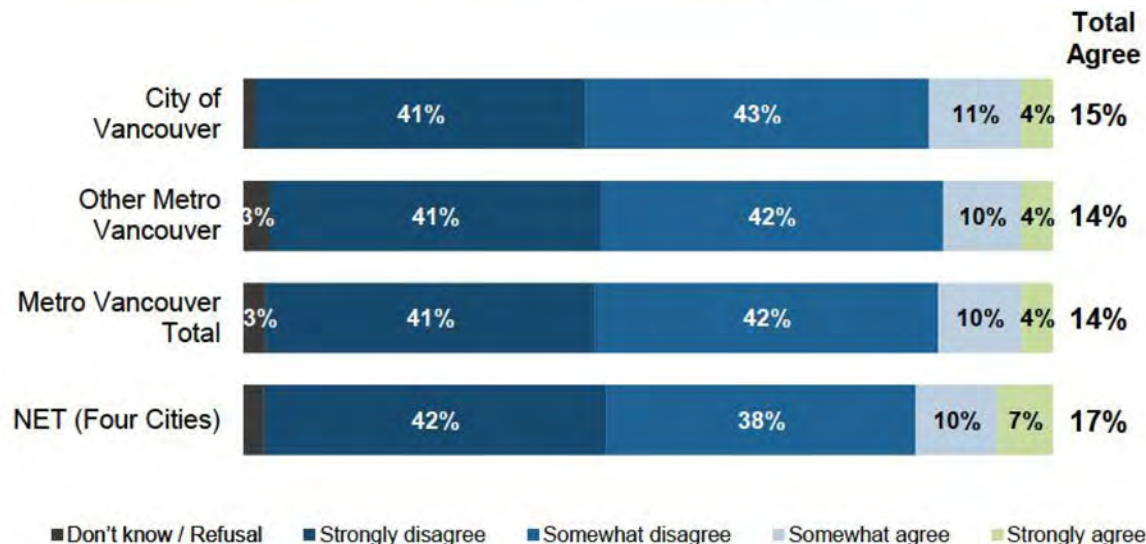


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. I'm worried about re-opening too soon and needing to shut down again

THOUGHTS AFTER THE FIRST WAVE

I'M WORRIED ABOUT A SECOND PEAK OF ILLNESS



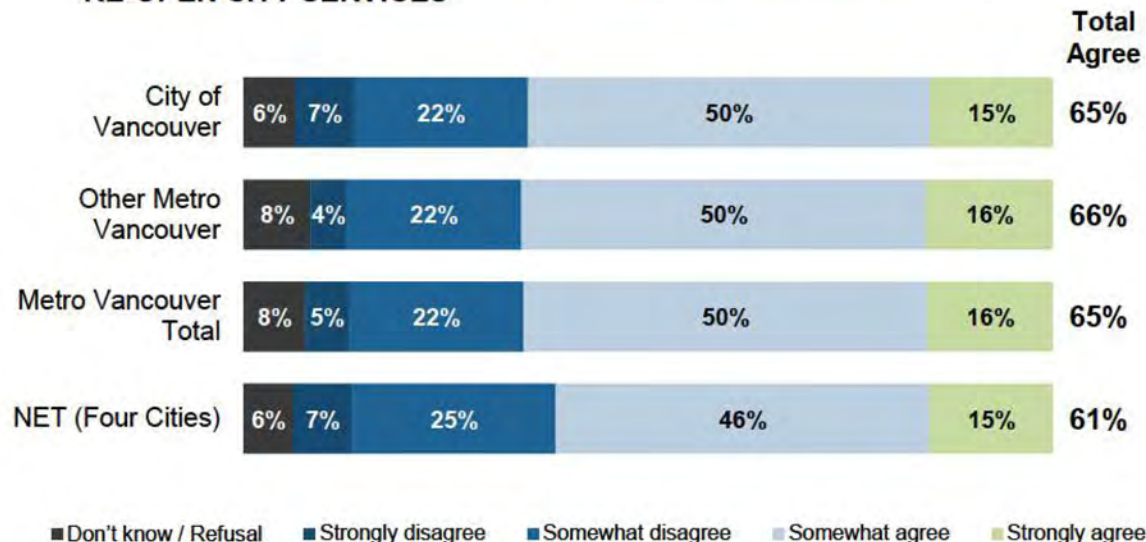
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. I'm worried about a second peak of illness



THOUGHTS AFTER THE FIRST WAVE

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

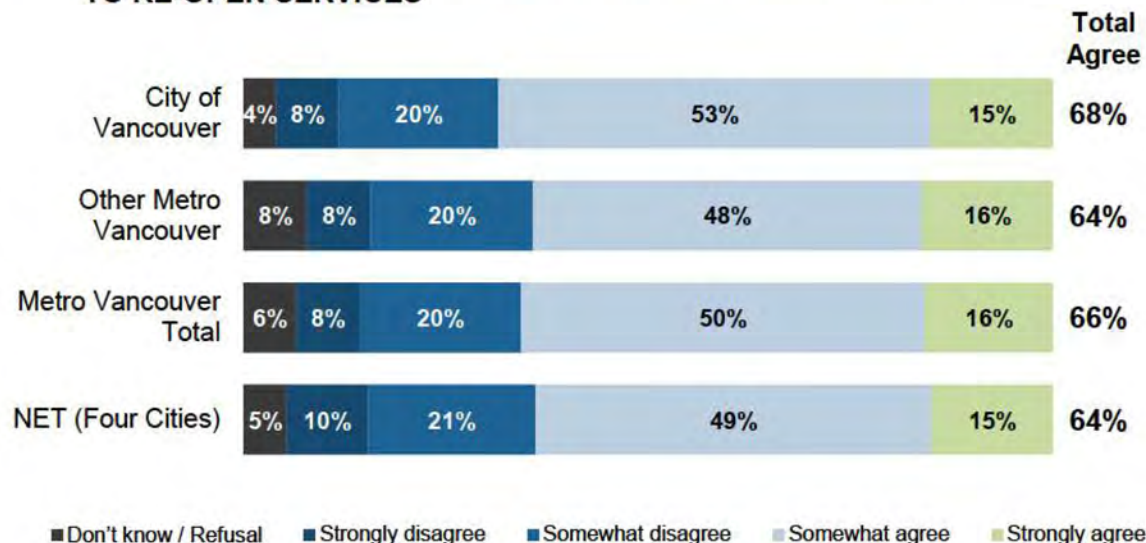


Significant demographic differences

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

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)

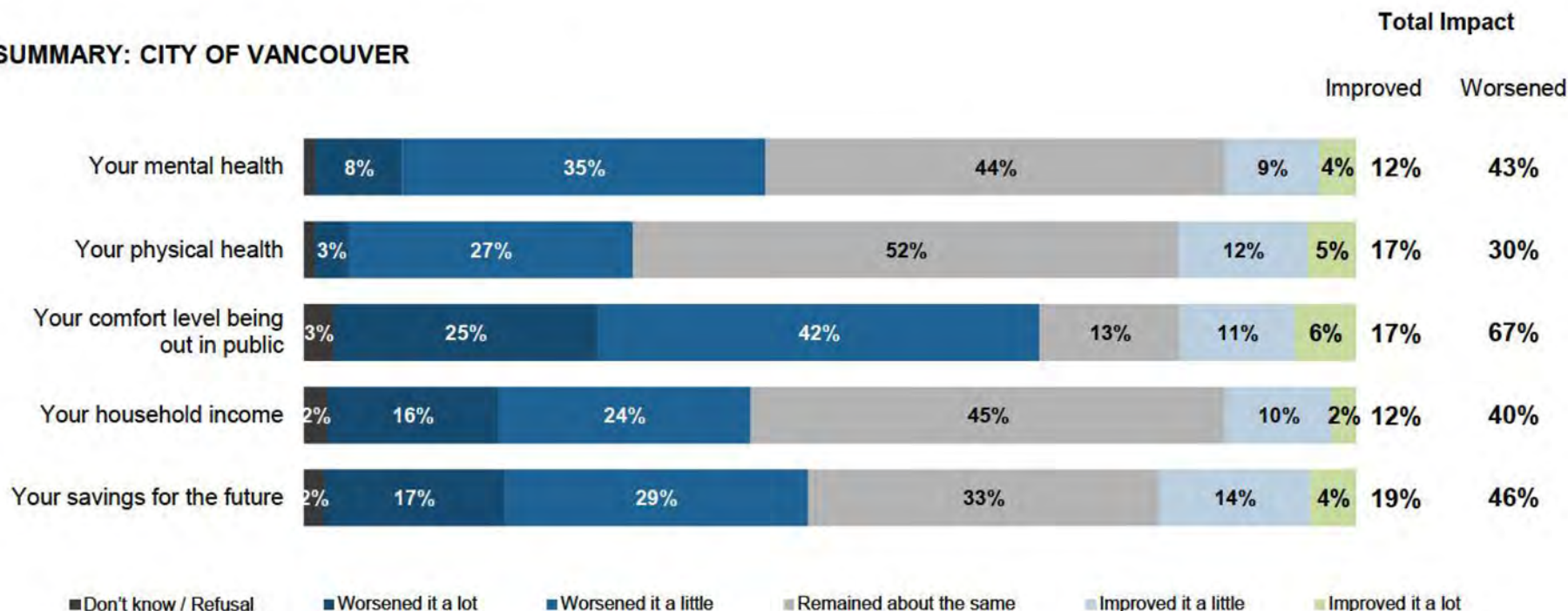
Q. I trust my City government to make the right choices to re-open services



IMPACTS OF THE FIRST WAVE

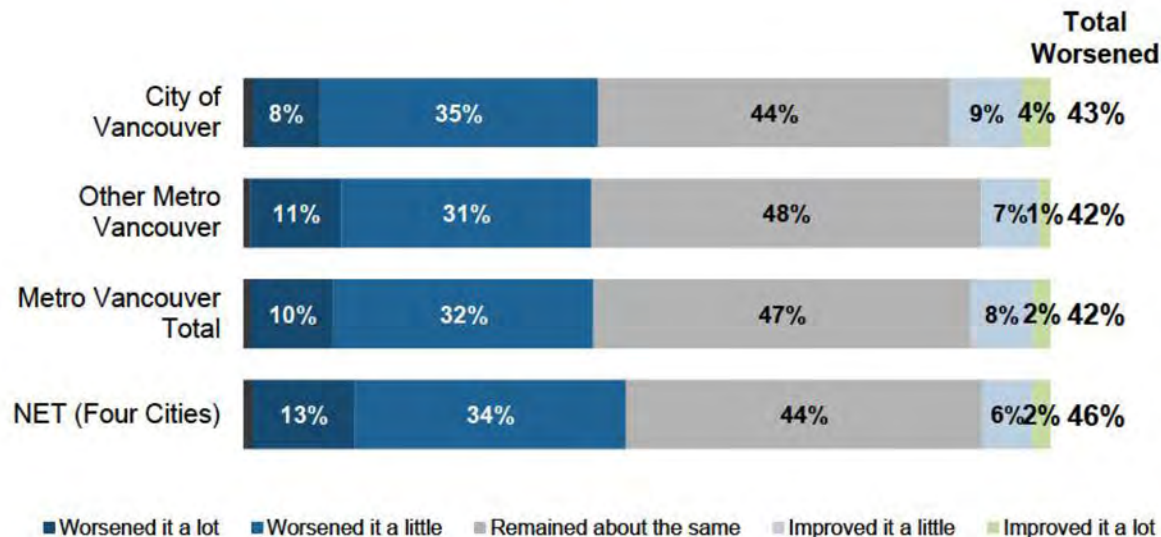
IMPACTS OF FIRST WAVE

SUMMARY: CITY OF VANCOUVER



IMPACTS OF FIRST WAVE

YOUR MENTAL HEALTH



Significant demographic differences

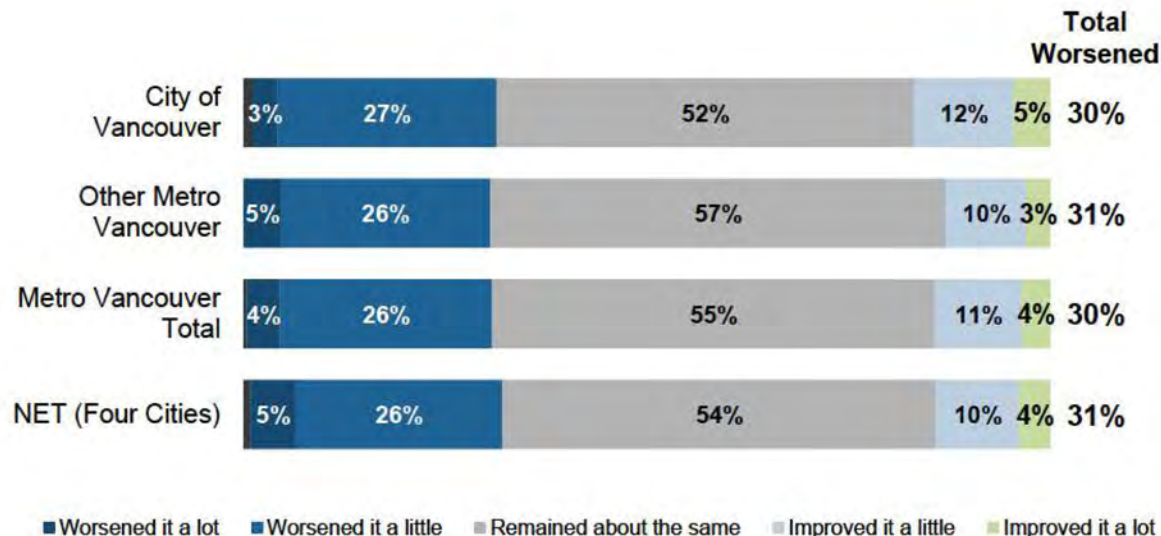
- City of Vancouver residents aged 18-54 years are more likely to say their mental health improved (14%) than those aged 55 years or older (3%).
- Females tend more to feel their mental health has worsened (51%) than males (33%).

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

IMPACTS OF FIRST WAVE

YOUR PHYSICAL HEALTH



Significant demographic differences

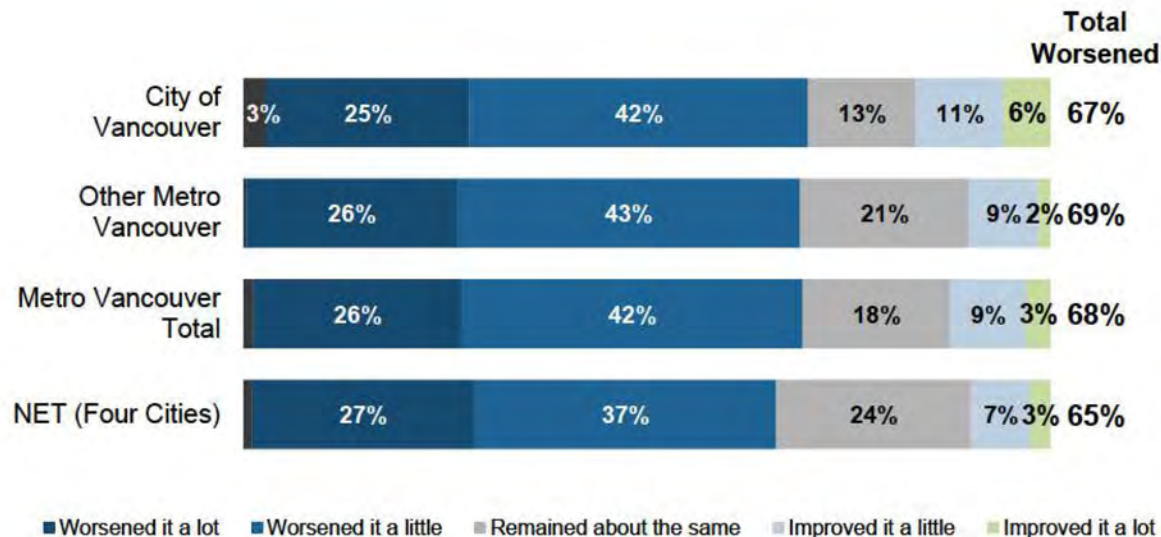
- Vancouverites aged 18-44 years are more apt to feel their physical health improved (21%) than those aged 55 years or older (5%).

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



Significant demographic differences

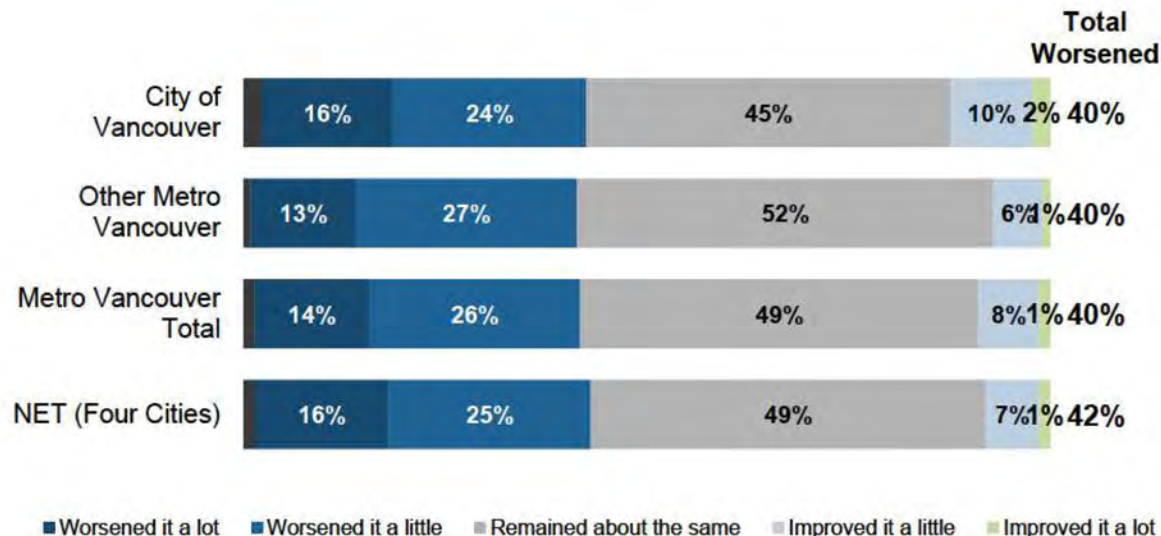
- Females are more likely to say their comfort level of being out in public has worsened (76% vs. 59% males).

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

IMPACTS OF FIRST WAVE

YOUR HOUSEHOLD INCOME



Significant demographic differences:

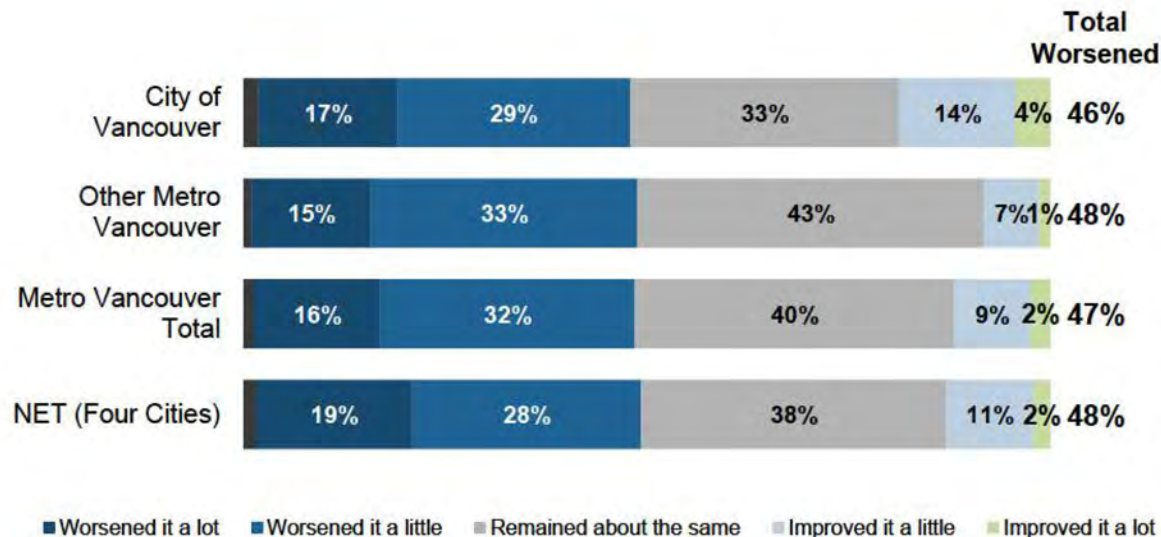
- Younger Vancouverites aged 18-24 years are more likely to indicate their household income has worsened since the pandemic (57%)

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

IMPACTS OF FIRST WAVE

YOUR SAVINGS FOR THE FUTURE



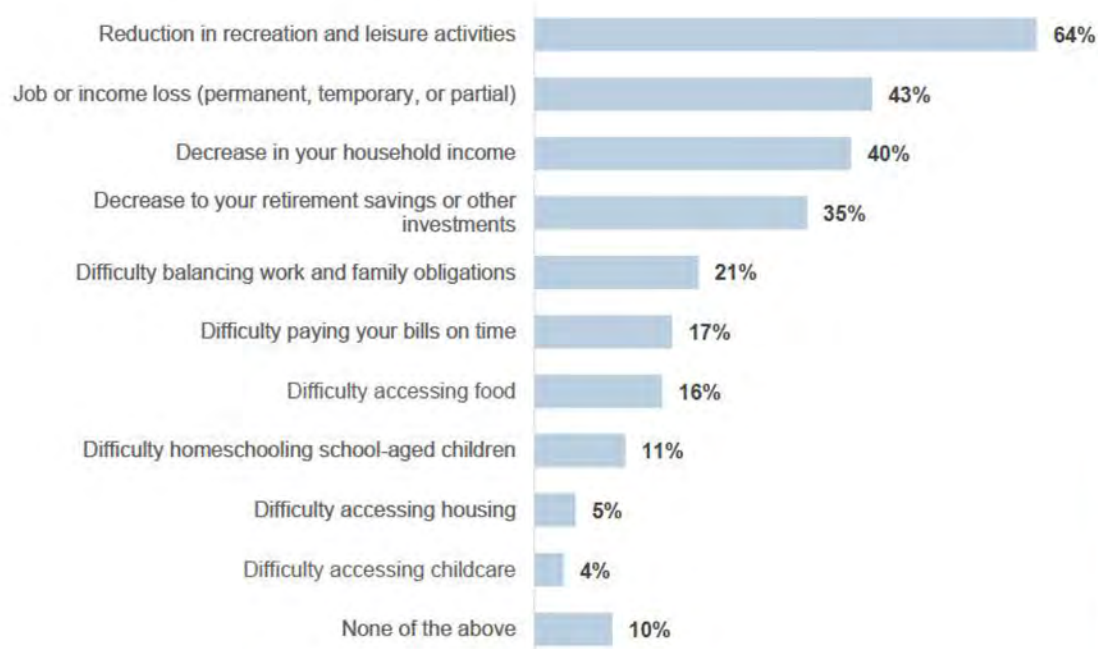
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. Please indicate how the COVID-19 pandemic has affected your life: Your savings for the future

CHALLENGES, EXPERIENCES, AND COMFORT LEVELS SINCE COVID-19

CHALLENGES DUE TO COVID-19 PANDEMIC

SUMMARY: CITY OF VANCOUVER

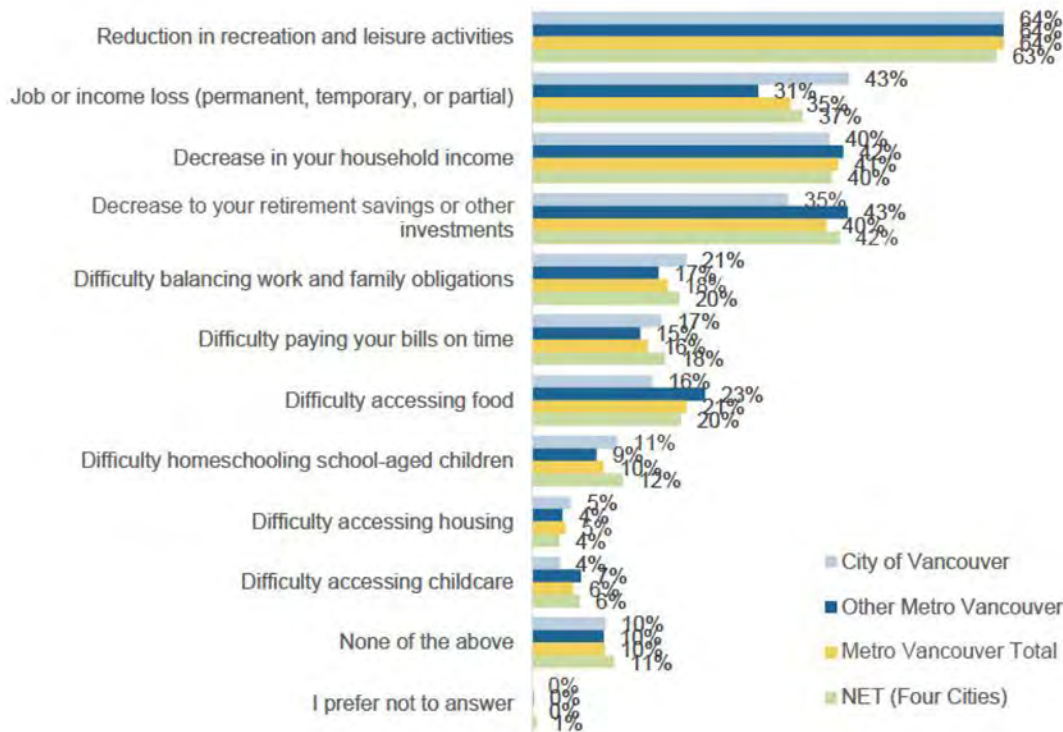


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. 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



Significant differences within Vancouver:

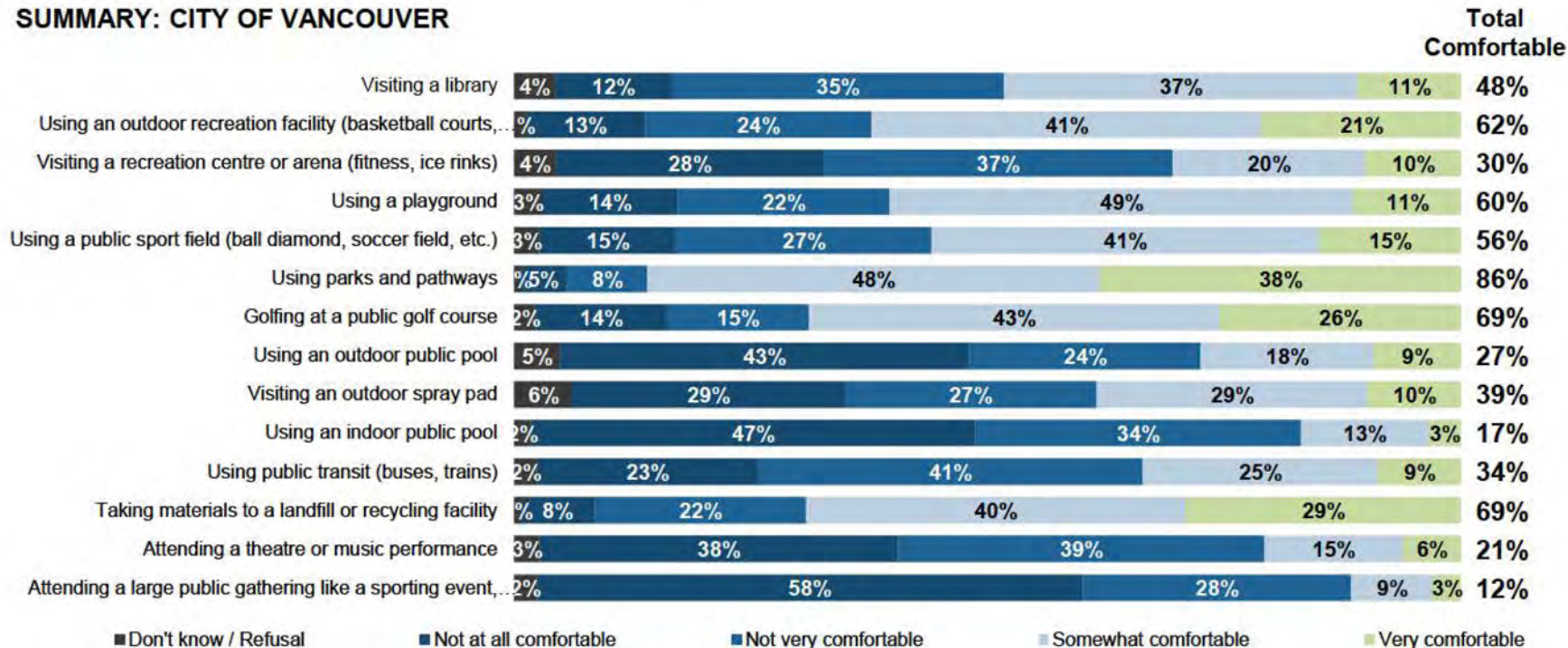
- City of Vancouver residents are more likely to have experienced job or income loss during the COVID-19 pandemic than those living in other Metro Vancouver municipalities.

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?

COMFORT LEVEL OF PUBLIC ACTIVITIES

SUMMARY: CITY OF VANCOUVER

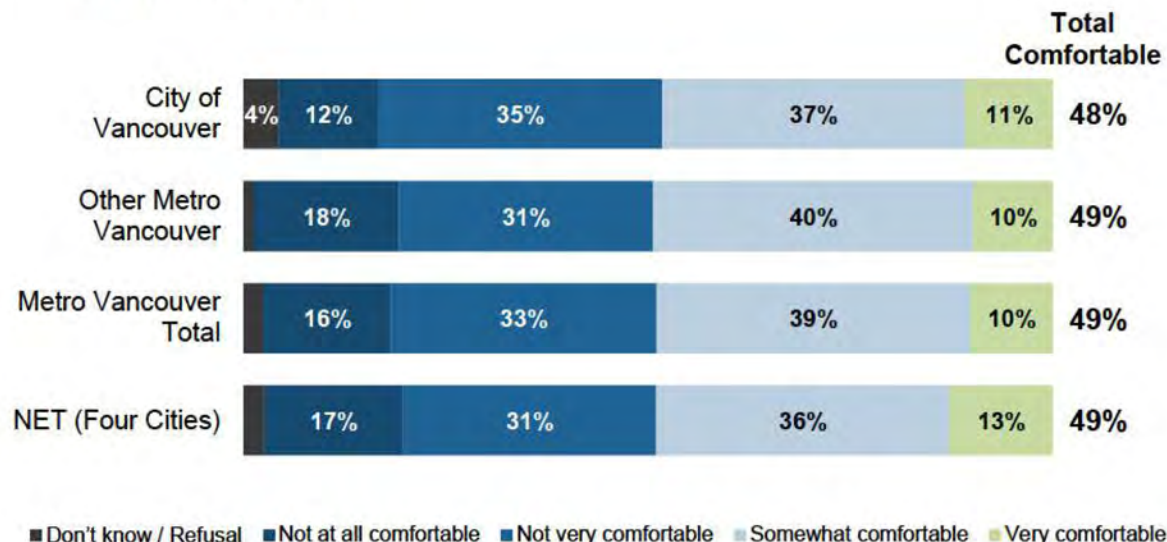


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities?

COMFORT LEVEL OF PUBLIC ACTIVITIES

VISITING A LIBRARY



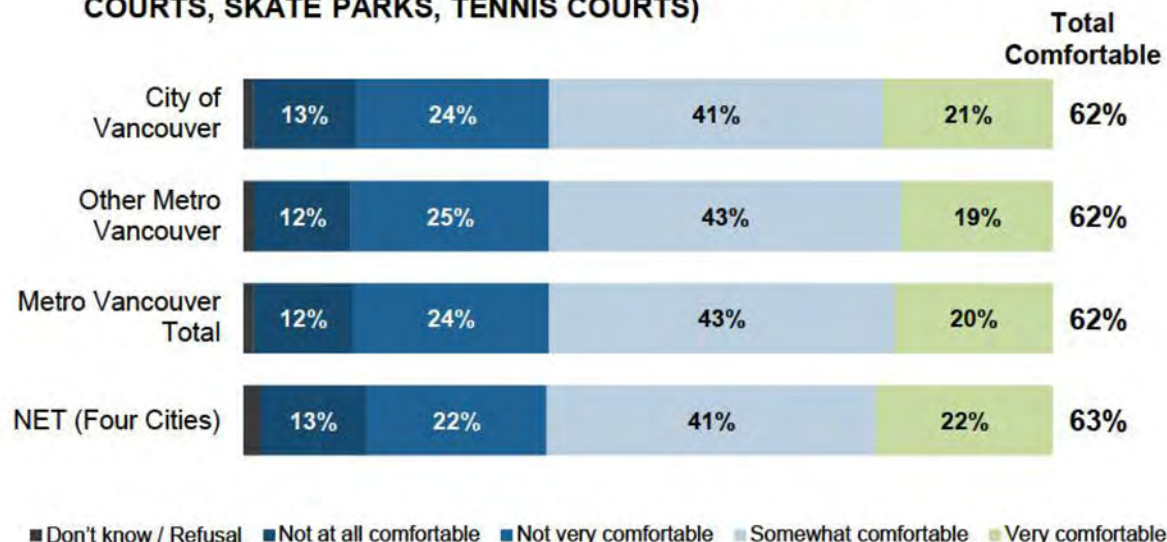
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Visiting a library



COMFORT LEVEL OF PUBLIC ACTIVITIES

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



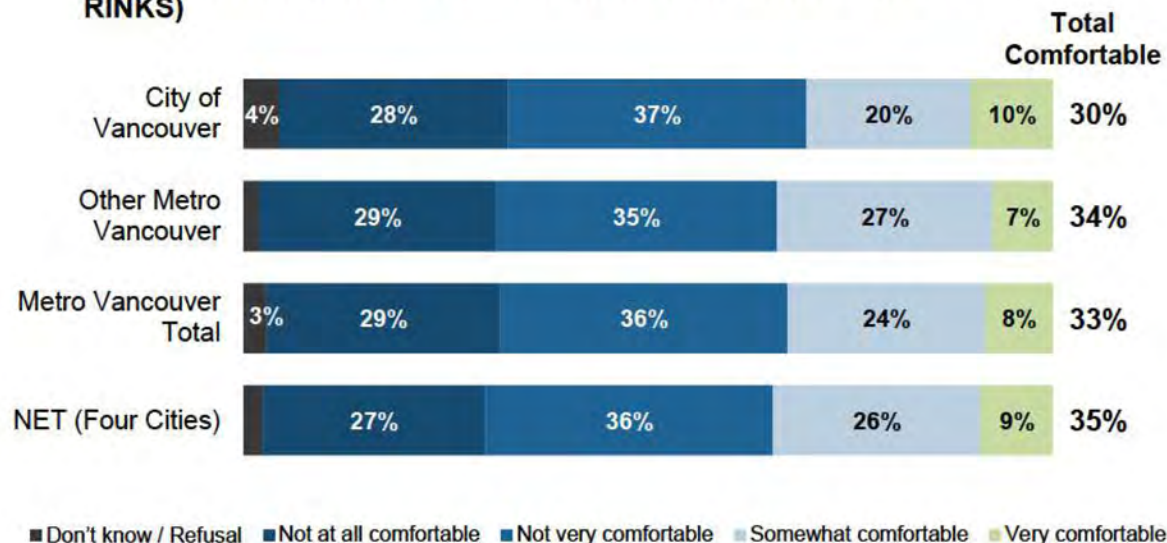
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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)



COMFORT LEVEL OF PUBLIC ACTIVITIES

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

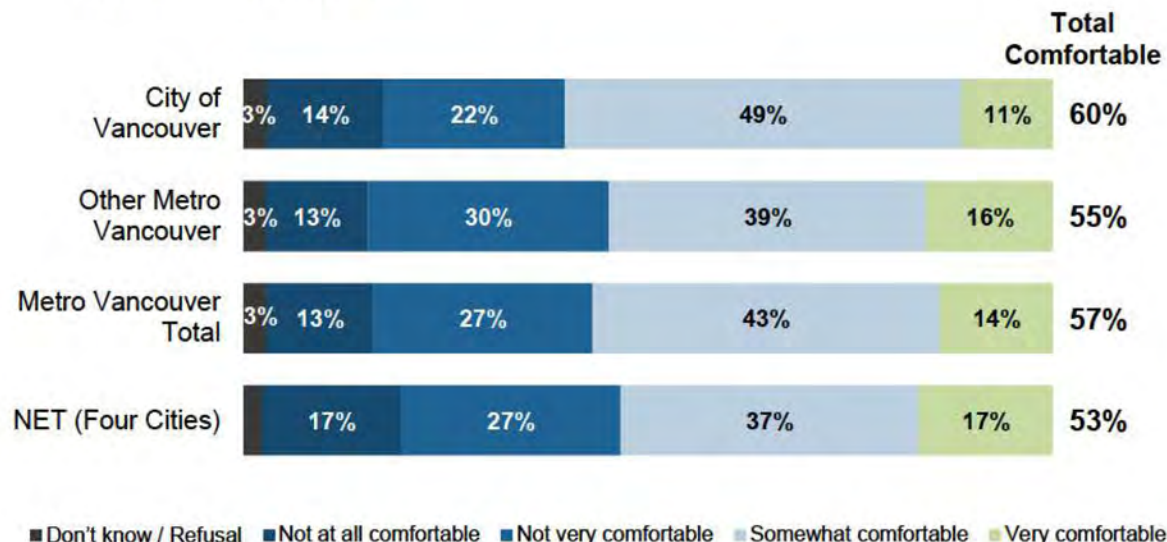


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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)

COMFORT LEVEL OF PUBLIC ACTIVITIES

USING A PLAYGROUND

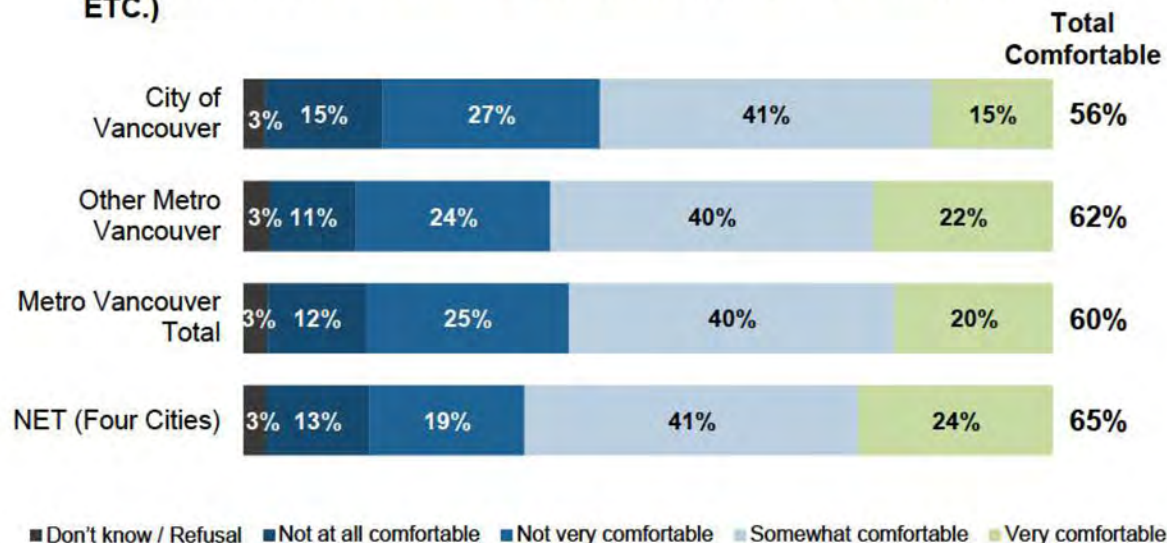


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Using a playground

COMFORT LEVEL OF PUBLIC ACTIVITIES

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



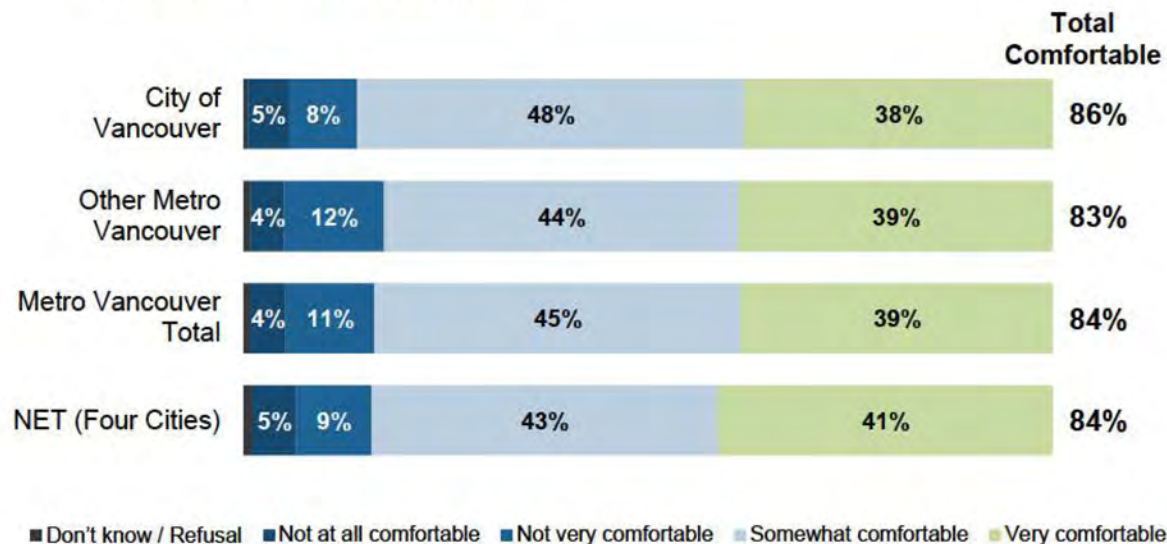
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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.)



COMFORT LEVEL OF PUBLIC ACTIVITIES

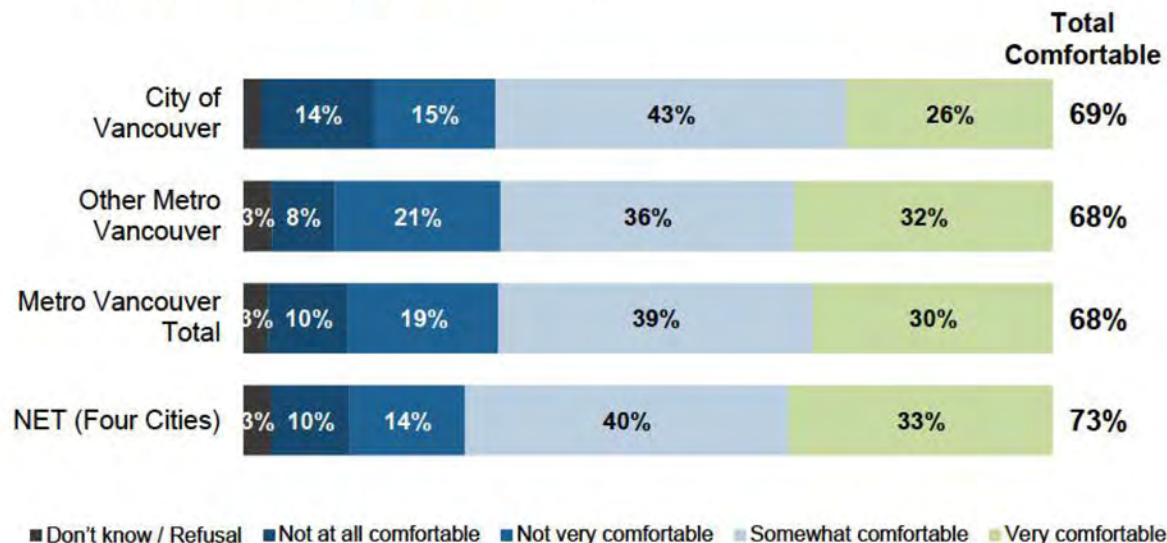
USING PARKS AND PATHWAYS



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

COMFORT LEVEL OF PUBLIC ACTIVITIES

GOLFING AT A PUBLIC GOLF COURSE

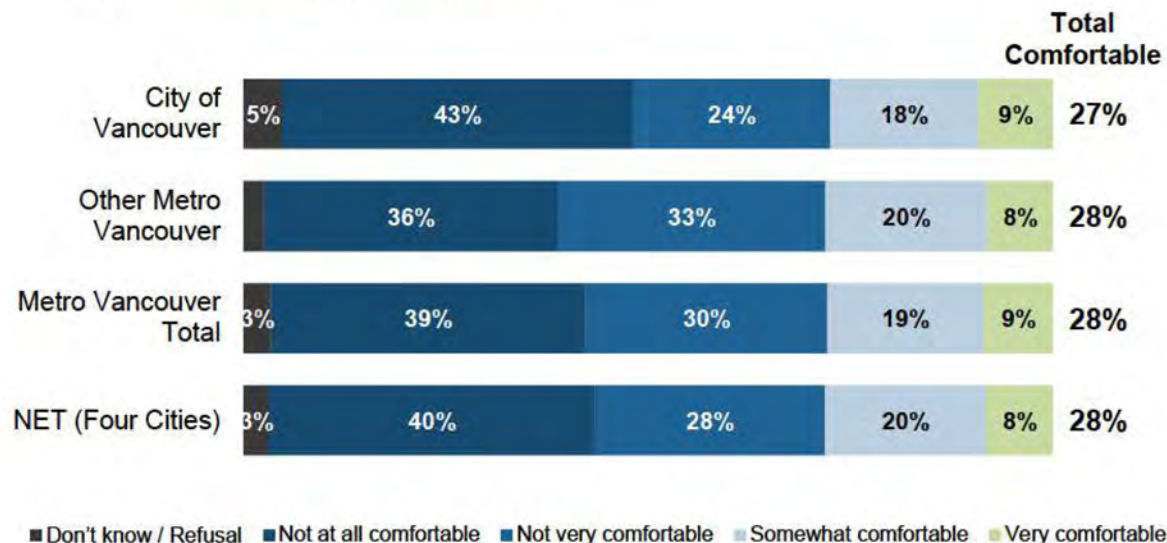


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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

COMFORT LEVEL OF PUBLIC ACTIVITIES

USING AN OUTDOOR PUBLIC POOL



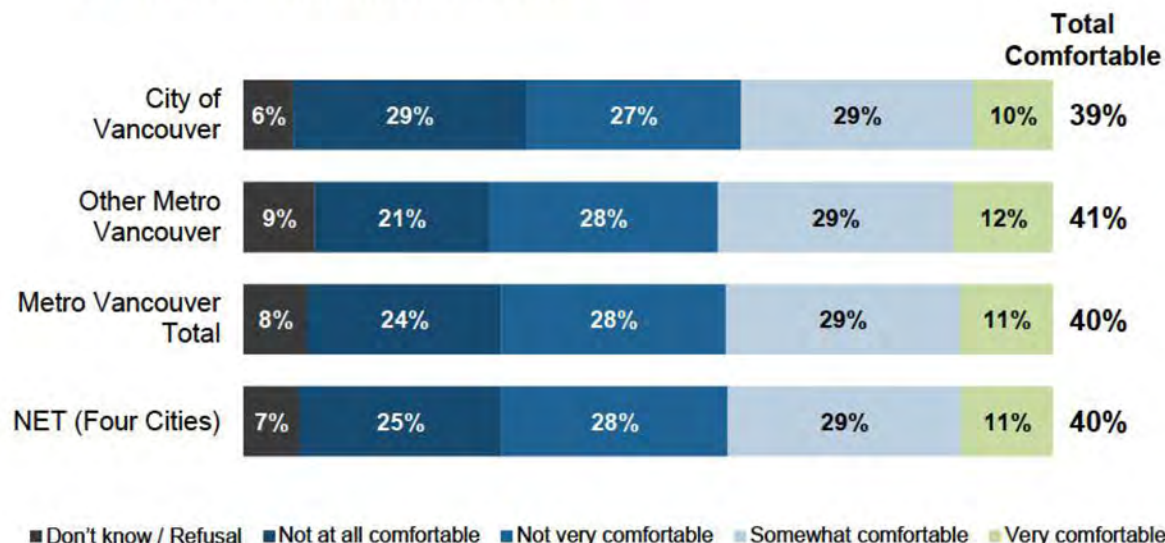
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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



Significant demographic differences:

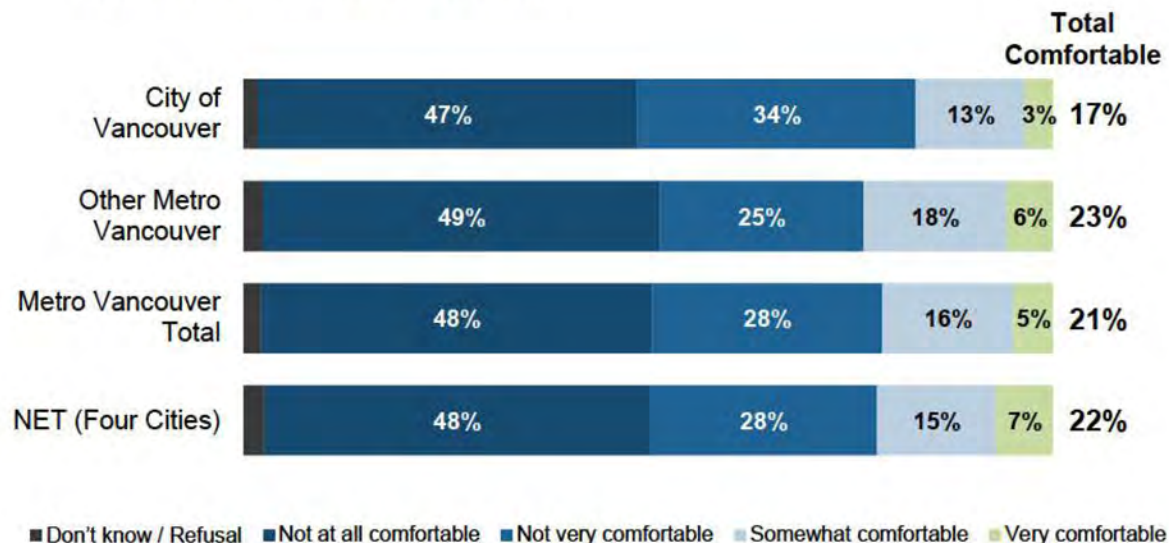
- Those aged 35-54 years are more likely to indicate feeling comfortable when visiting an outdoor spray pad (62%), followed by those aged 23-34 years (52%) vs. 28% from those aged 18-24 and 45 years or older.

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

COMFORT LEVEL OF PUBLIC ACTIVITIES

USING AN INDOOR PUBLIC POOL

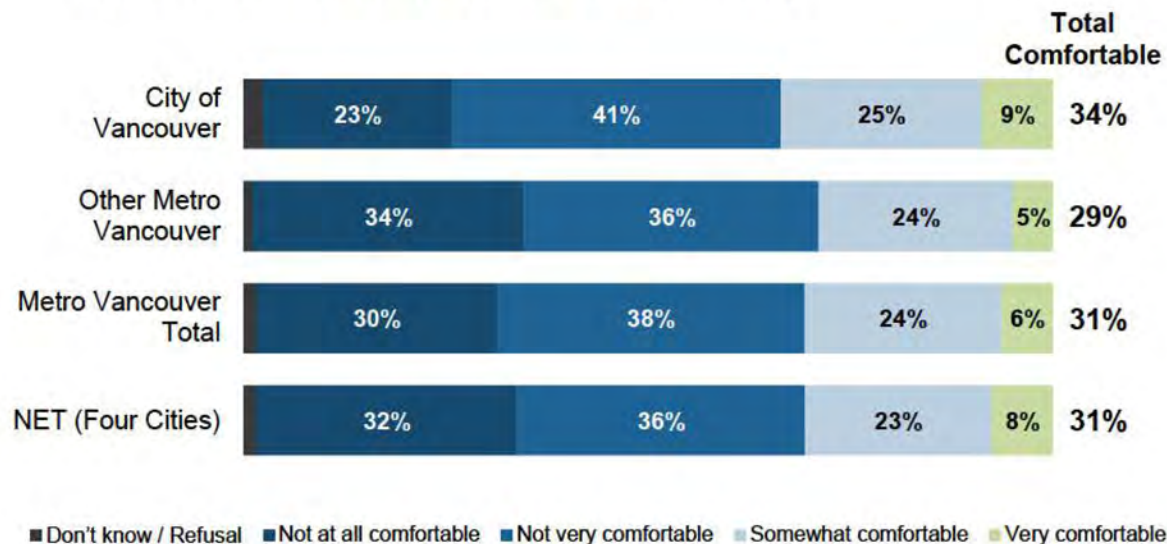


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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)

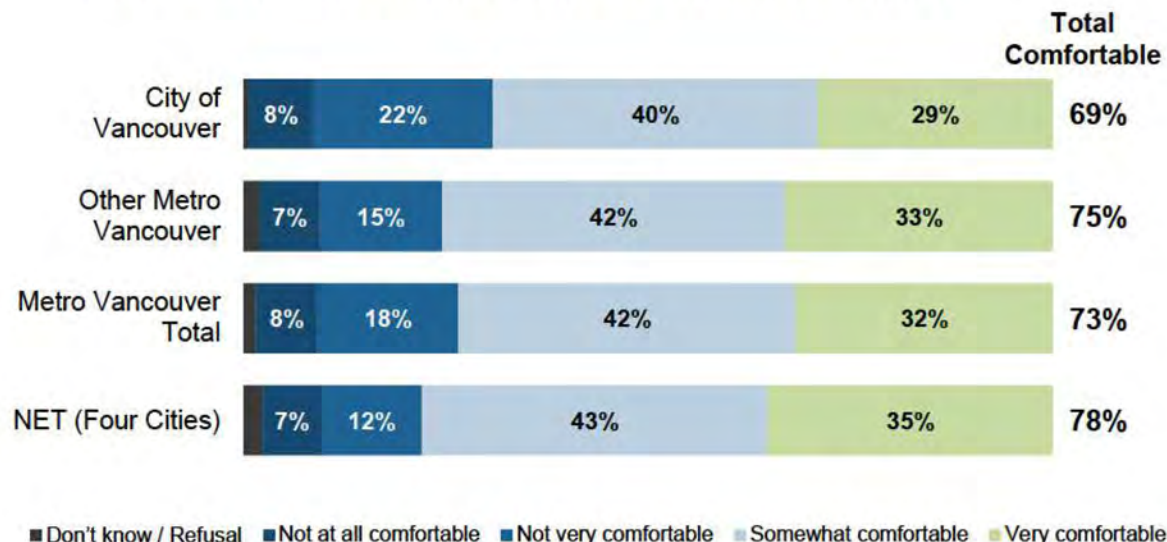


Significant demographic differences:

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

COMFORT LEVEL OF PUBLIC ACTIVITIES

TAKING MATERIALS TO A LANDFILL OR RECYCLING FACILITY

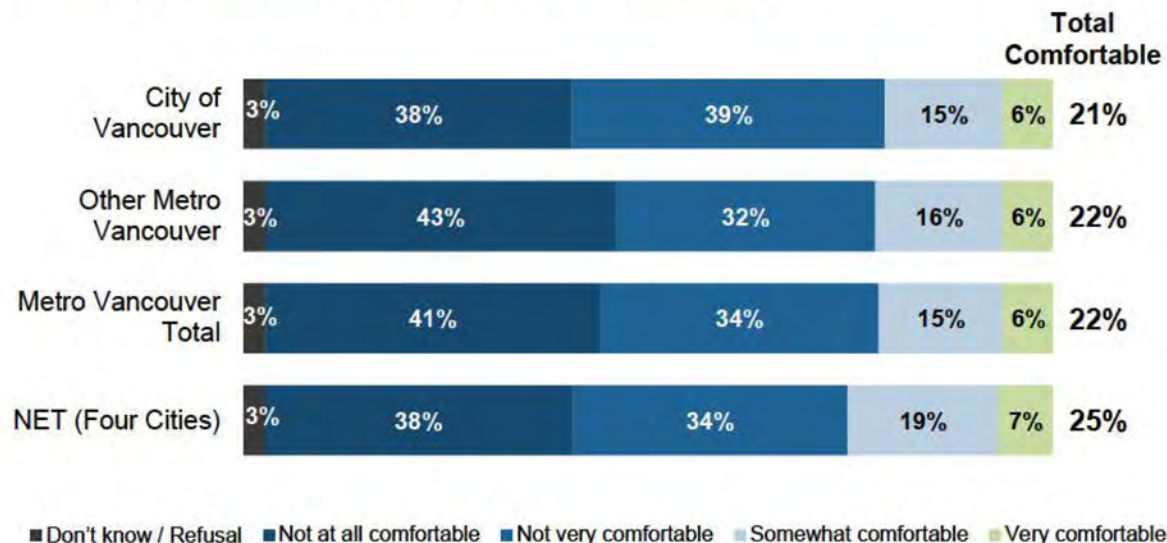


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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

COMFORT LEVEL OF PUBLIC ACTIVITIES

ATTENDING A THEATRE OR MUSIC PERFORMANCE



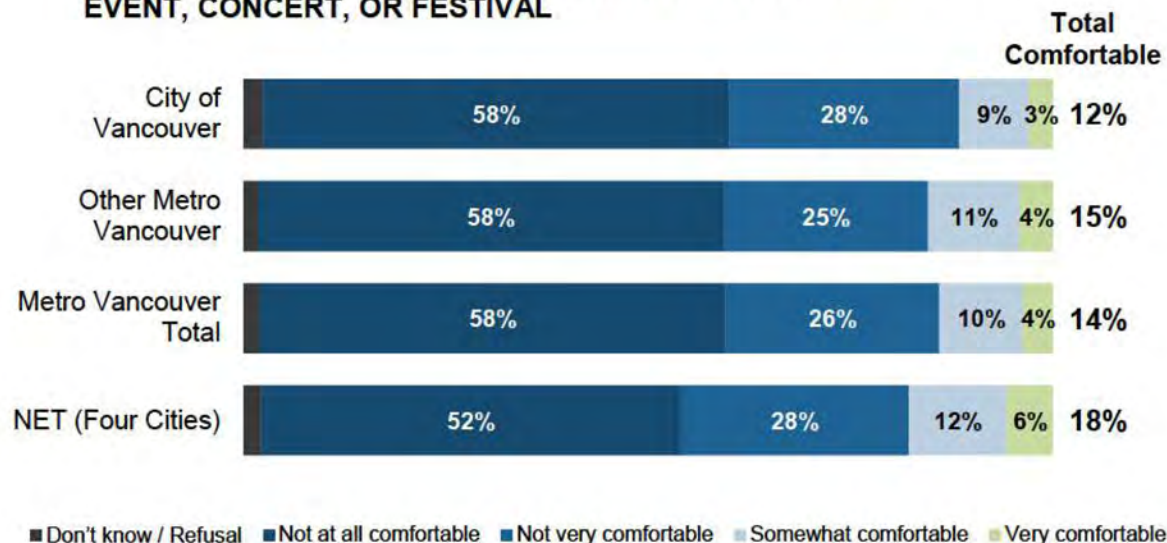
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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



COMFORT LEVEL OF PUBLIC ACTIVITIES

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



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

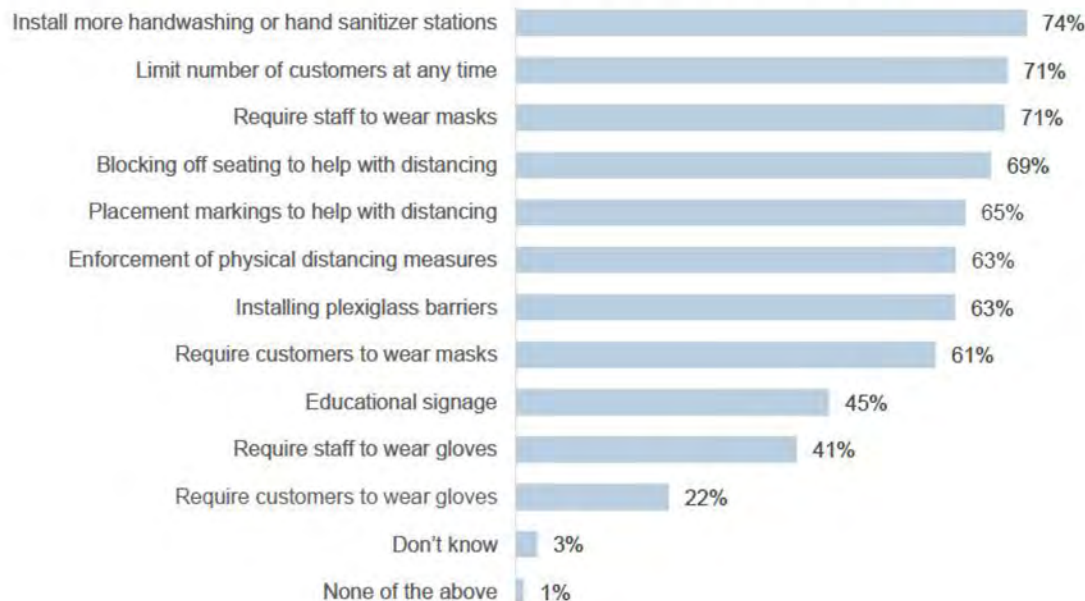
Q. As restrictions continue to be lifted, how comfortable are you/would you feel doing the following public activities? – Attending a large public gathering like a sporting event, concert, or festival



PRECAUTIONS AND HABIT CHANGES

PREFERRED PRECAUTIONS FOR REOPENING

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

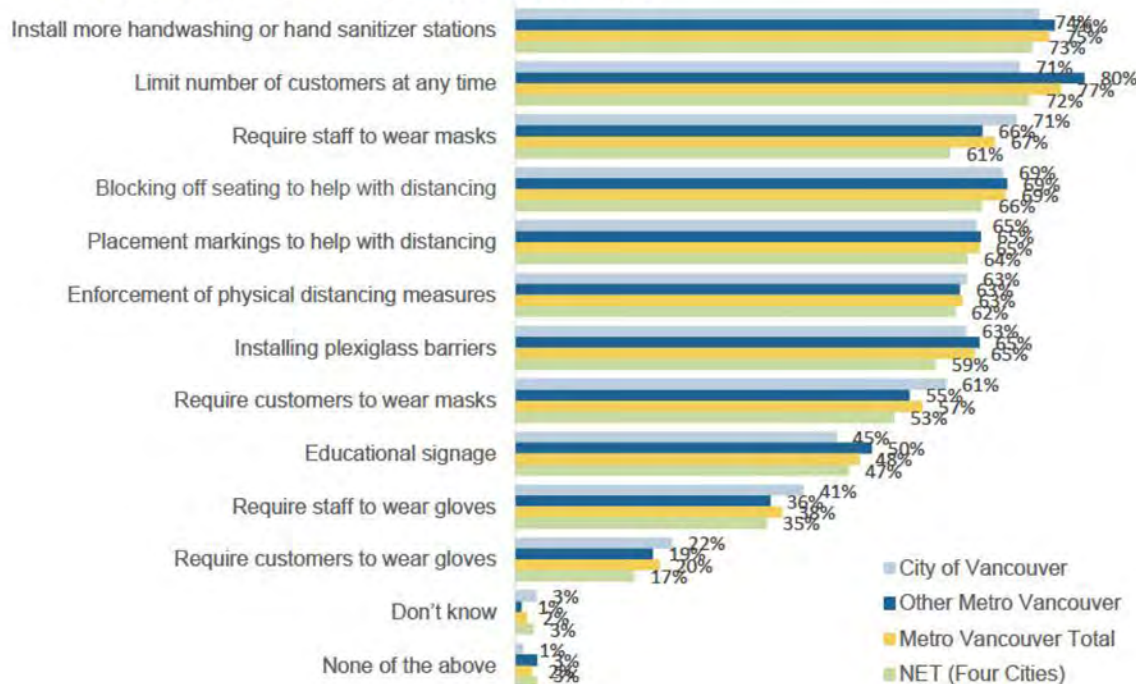


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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

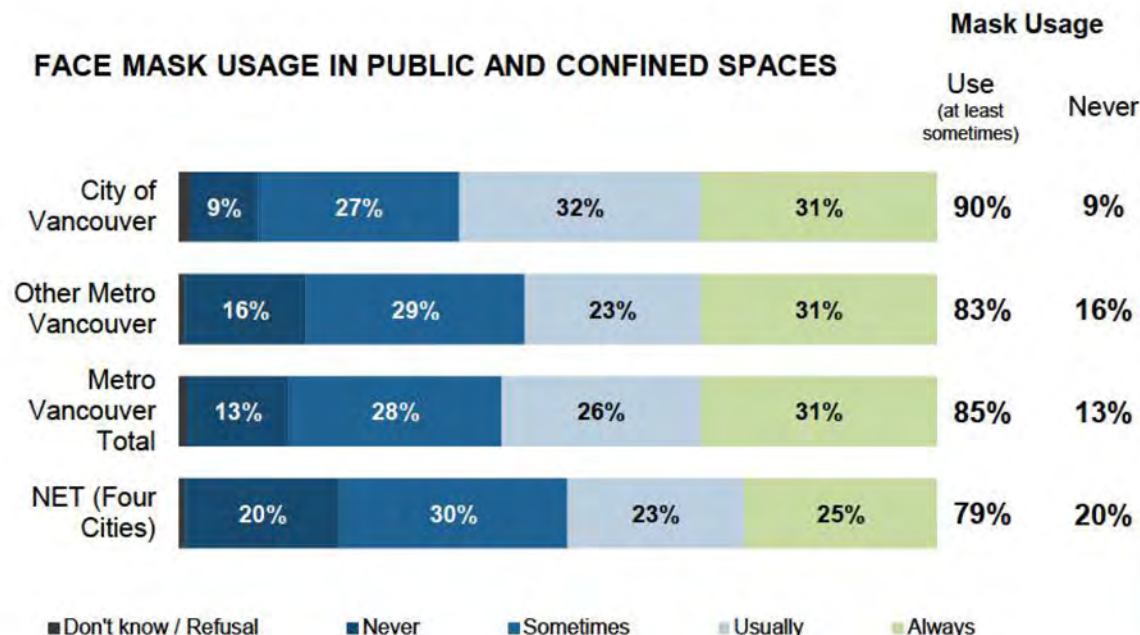


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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

FACE MASK USAGE IN PUBLIC AND CONFINED SPACES



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

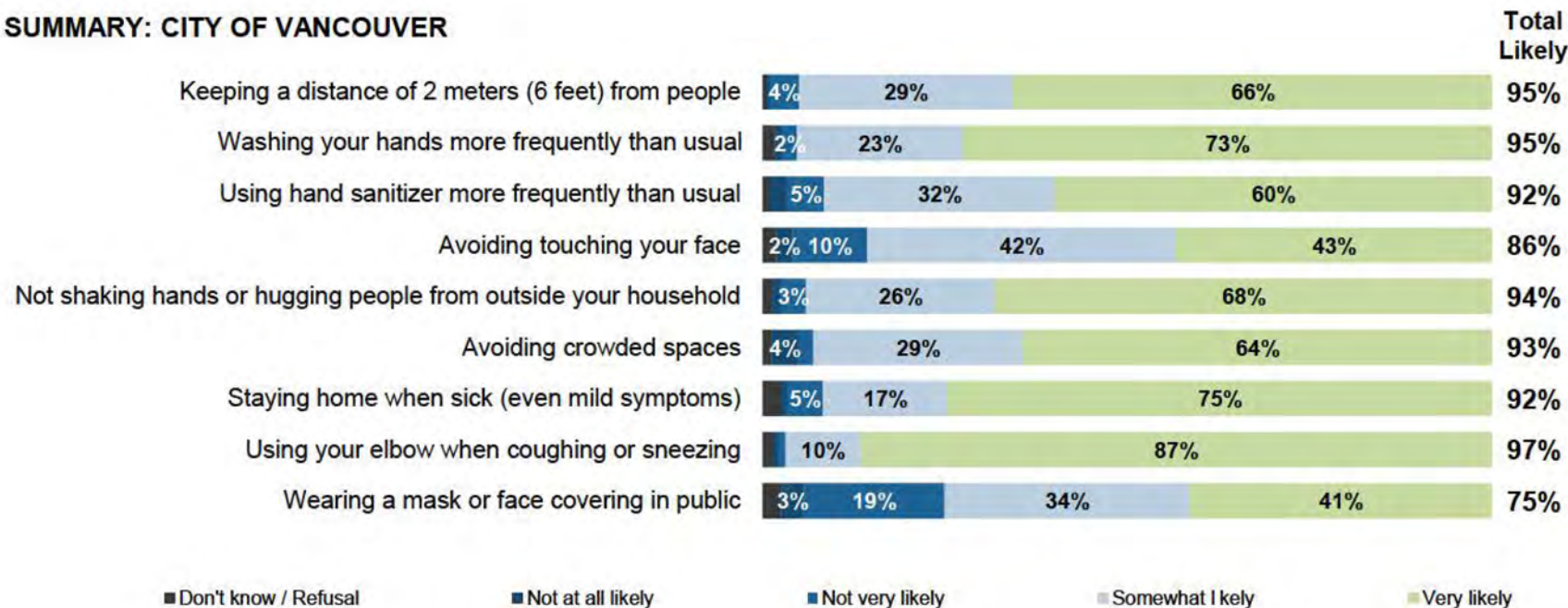
- Residents living in Other Metro Vancouver are more likely to *never* wear a face mask (16%) than those living within the city (9%)
- Residents living within the city are more likely to *usually* wear a face mask (32%) than those living in Other Metro Vancouver.

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%).

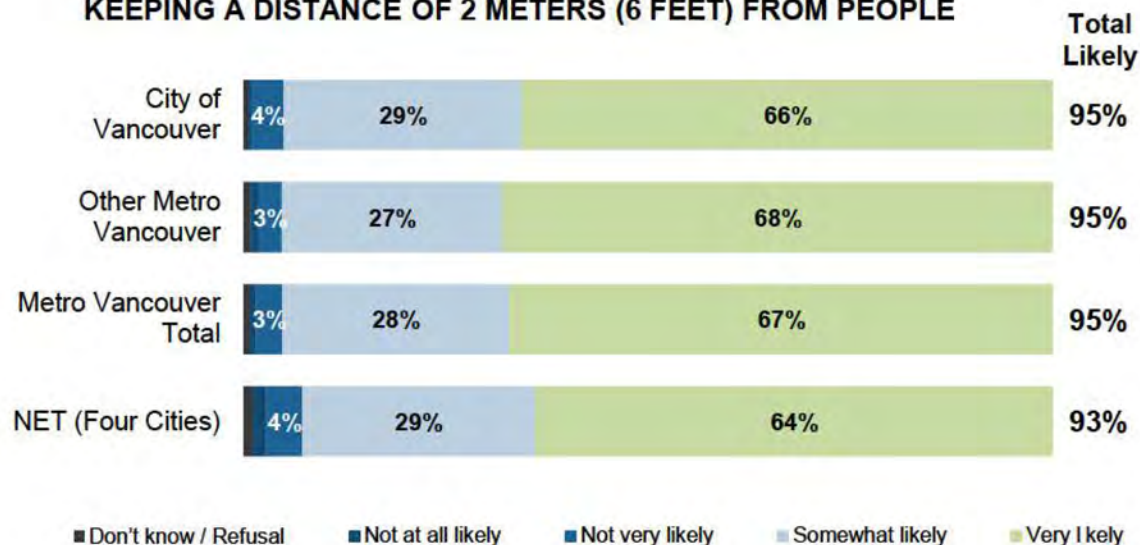
HABIT CHANGES AFTER EASE OF RESTRICTIONS

SUMMARY: CITY OF VANCOUVER



HABIT CHANGES AFTER EASE OF RESTRICTIONS

KEEPING A DISTANCE OF 2 METERS (6 FEET) FROM PEOPLE



Significant demographic differences:

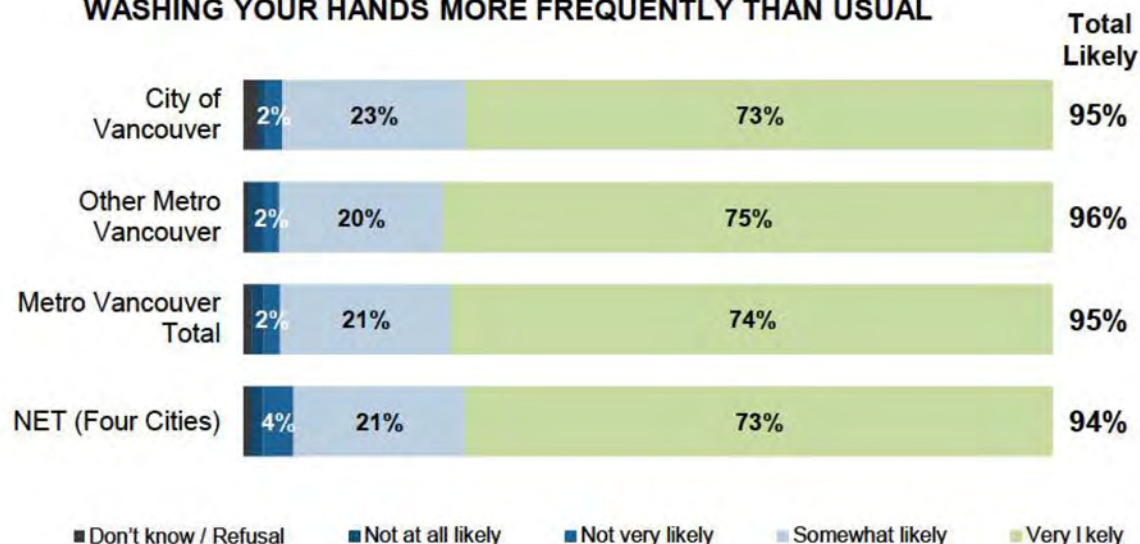
- Younger Vancouverites aged 18-24 are more likely to indicate that they are not likely going to keep a distance of 2 meters from others (10% vs. 2% from those aged 45 years or older).

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

HABIT CHANGES AFTER EASE OF RESTRICTIONS

WASHING YOUR HANDS MORE FREQUENTLY THAN USUAL

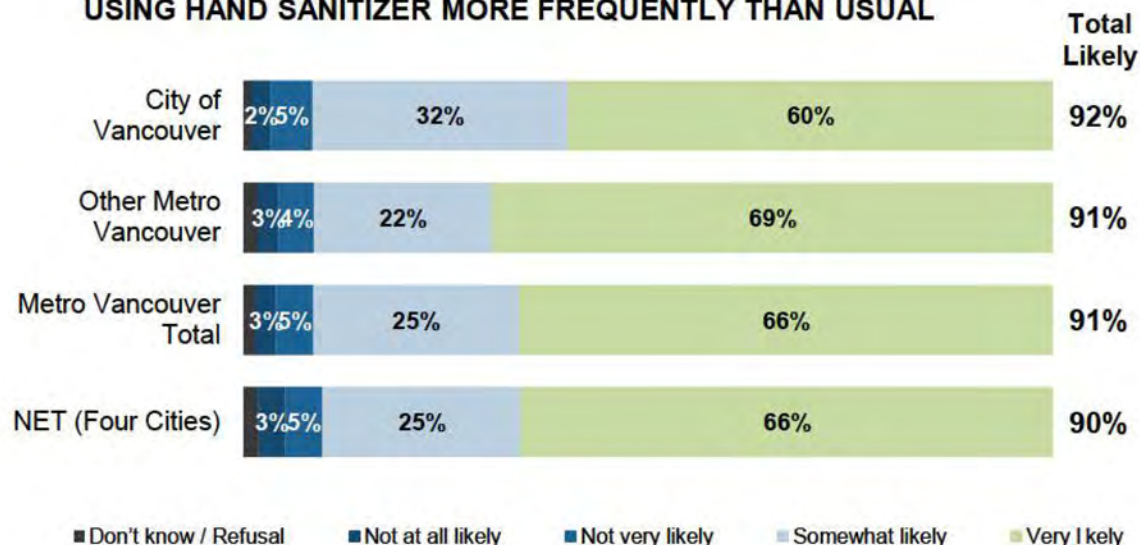


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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? – Washing your hands more frequently than usual

HABIT CHANGES AFTER EASE OF RESTRICTIONS

USING HAND SANITIZER MORE FREQUENTLY THAN USUAL

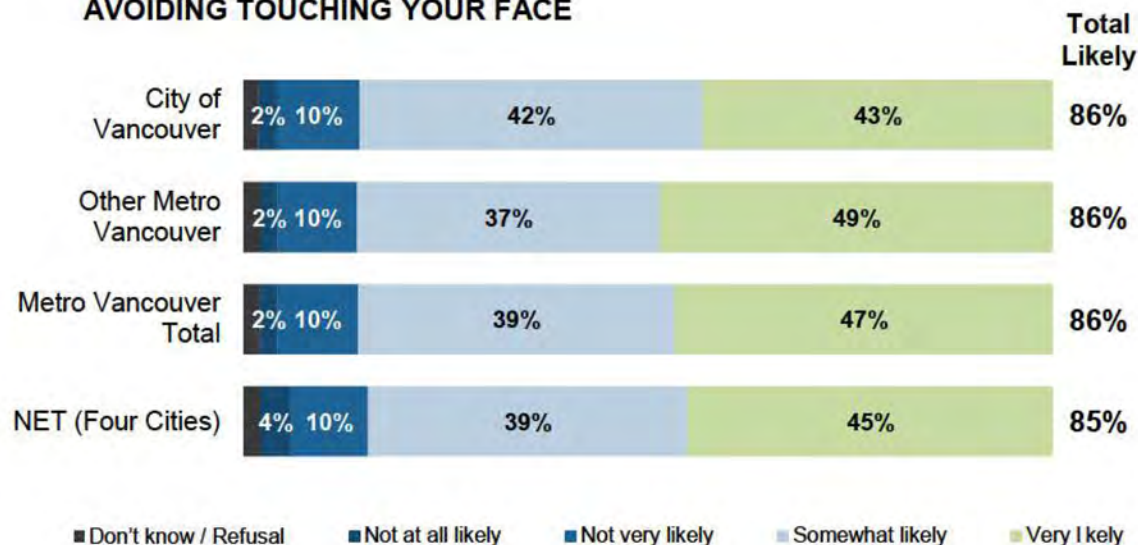


City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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? – Using hand sanitizer more frequently than usual

HABIT CHANGES AFTER EASE OF RESTRICTIONS

AVOIDING TOUCHING YOUR FACE



Significant demographic differences

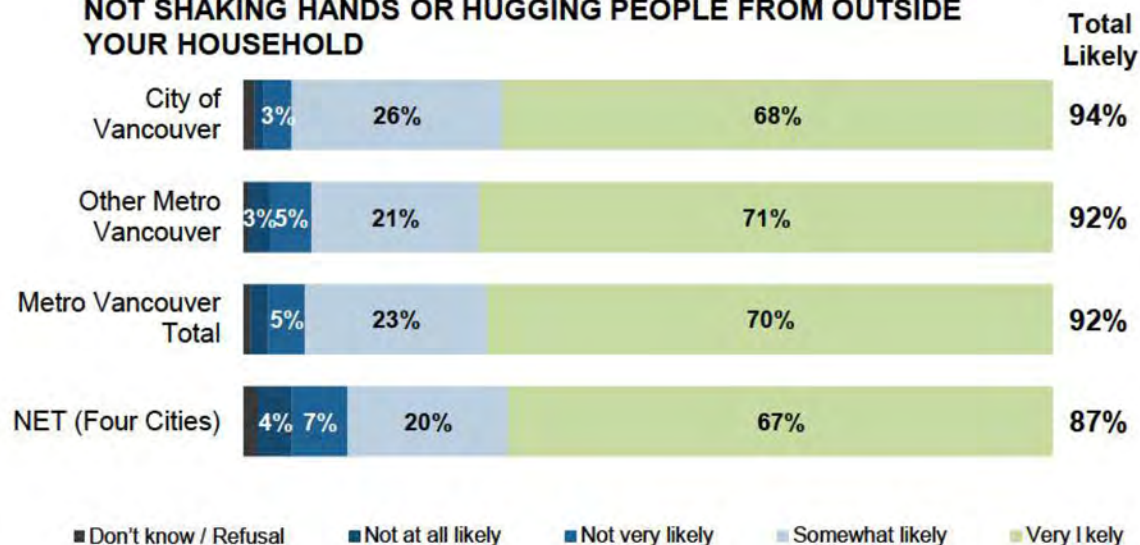
- Females are more likely to say they avoid touching their face (91% vs. 80% male).
- 18% of males indicate they will not likely avoid touching their face (vs. 7% female).

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

HABIT CHANGES AFTER EASE OF RESTRICTIONS

NOT SHAKING HANDS OR HUGGING PEOPLE FROM OUTSIDE YOUR HOUSEHOLD



Significant differences across cities:

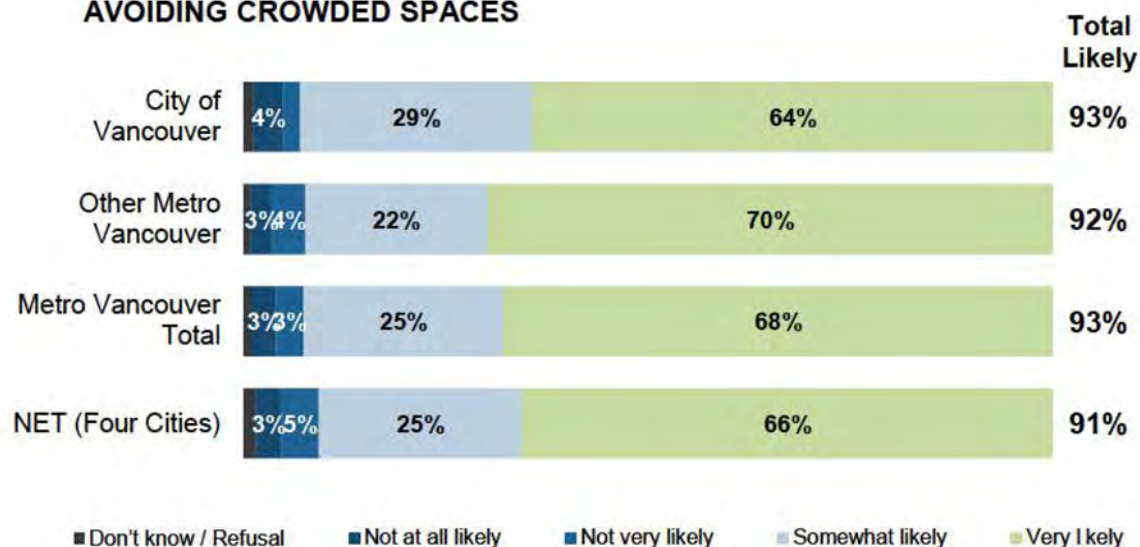
- Metro Vancouver residents overall are more likely to avoid shaking hands or hugging others from outside their household than residents of all four cities combined.

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

HABIT CHANGES AFTER EASE OF RESTRICTIONS

AVOIDING CROWDED SPACES



Significant demographic differences

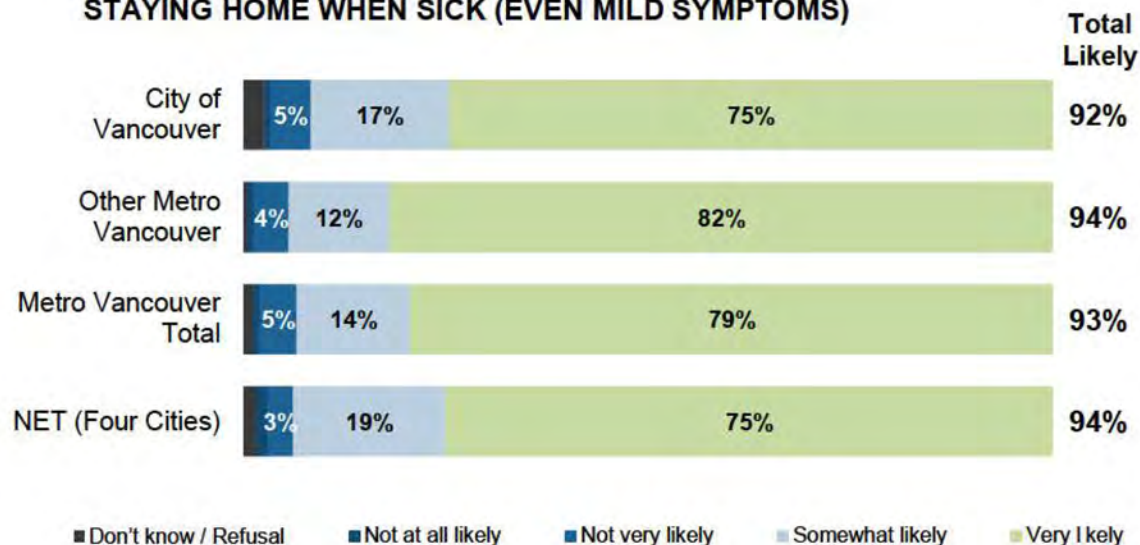
- 99% of those aged 65 years or older indicate they will likely avoid crowded spaces.
- 10% of males say they will not likely avoid crowded spaces (vs. 3% female).

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? – Avoiding crowded spaces

HABIT CHANGES AFTER EASE OF RESTRICTIONS

STAYING HOME WHEN SICK (EVEN MILD SYMPTOMS)



Significant demographic differences

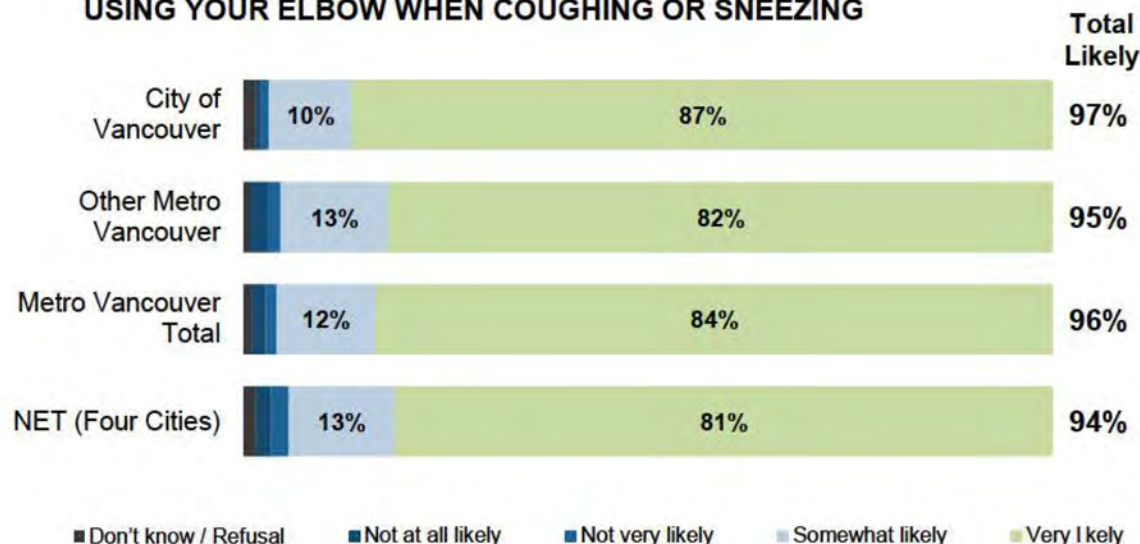
- 13% of those aged 18-24 indicate they will not likely stay home when sick.
- Females are more likely to stay home when sick, even with mild symptoms (97%) than males (90%).

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)

HABIT CHANGES AFTER EASE OF RESTRICTIONS

USING YOUR ELBOW WHEN COUGHING OR SNEEZING



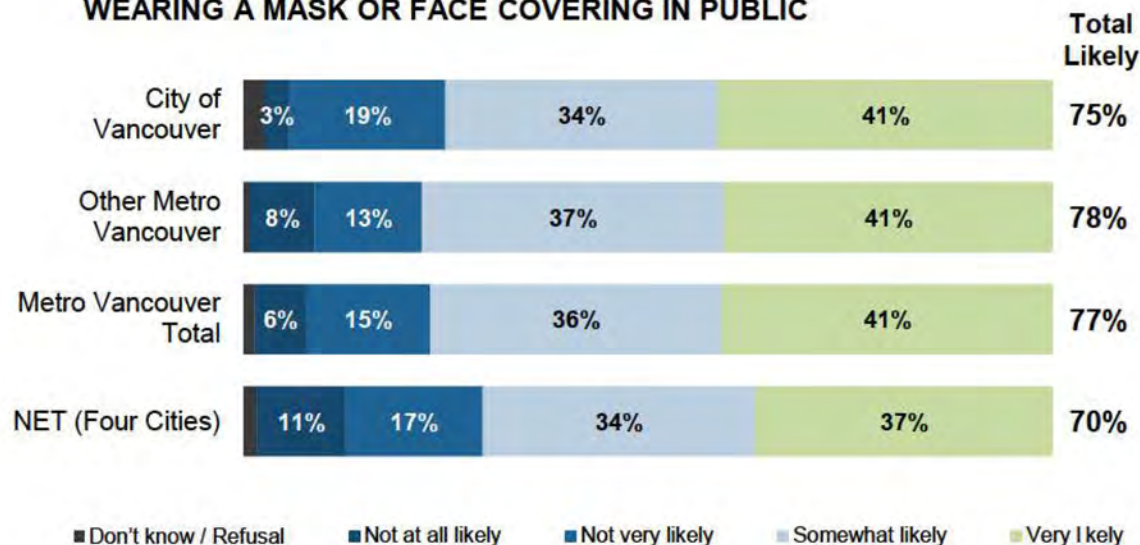
City of Vancouver n=171; Other Metro Vancouver n=329; Metro Vancouver Total n=500; NET n=1900 (YVR, YYC, YEG, YWG)

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? – Using your elbow when coughing or sneezing



HABIT CHANGES AFTER EASE OF RESTRICTIONS

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%).

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

RESPONDENT PROFILE

METRO VANCOUVER (n = 500)

METRO VANCOUVER



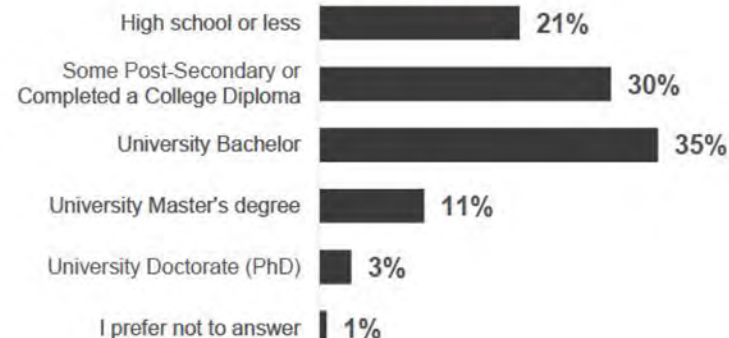
GENDER



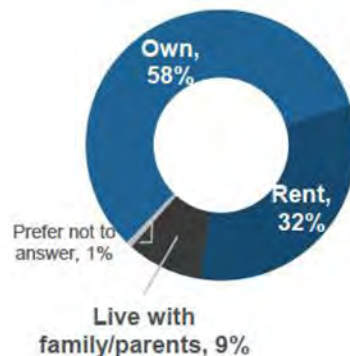
AGE



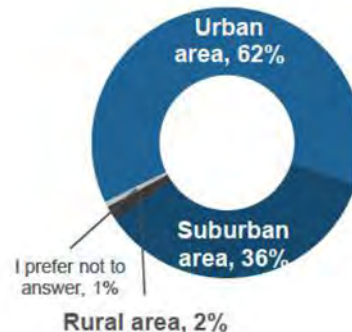
EDUCATION



RENT VS. OWN



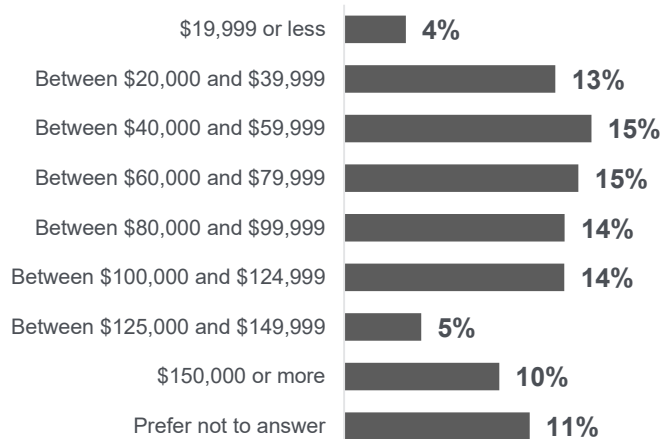
HOME AREA



METRO VANCOUVER



HOUSEHOLD INCOME

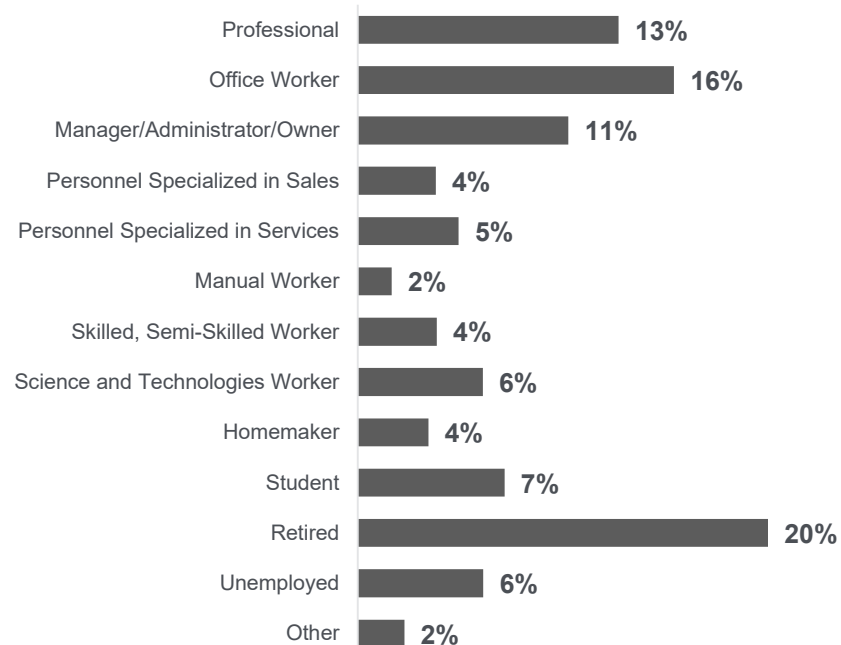


CHILDREN IN HOUSEHOLD



Yes	25%
No	75%

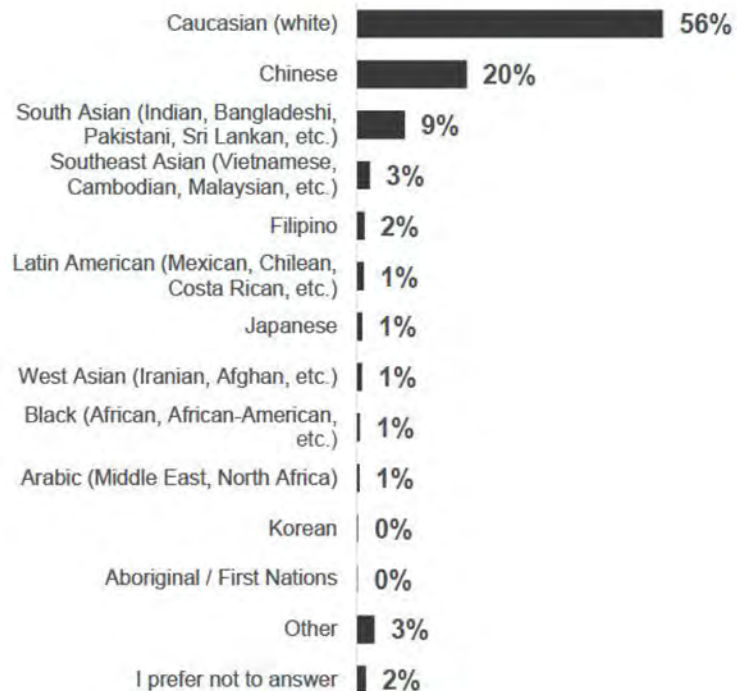
MAIN OCCUPATION



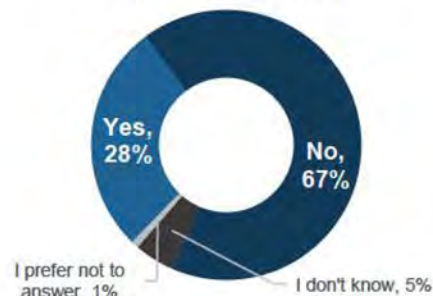
METRO VANCOUVER



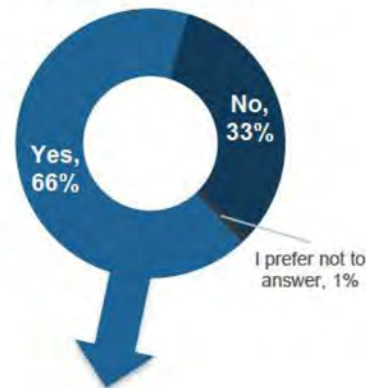
ETHNICITY



VISIBLE MINORITY



BORN IN CANADA



TIME IN CANADA

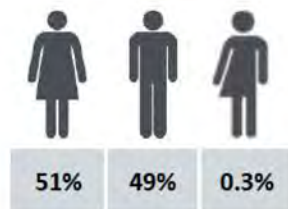


RESPONDENT PROFILE

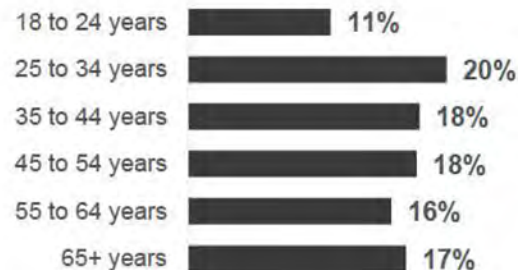
VANCOUVER, CALGARY, EDMONTON, & WINNIPEG (n = 1,900)

ACROSS ALL FOUR CITIES

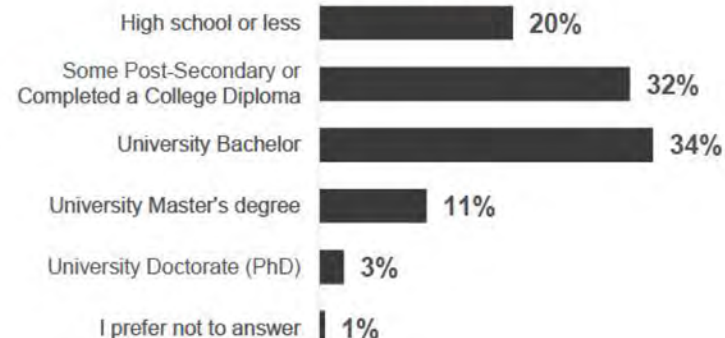
GENDER



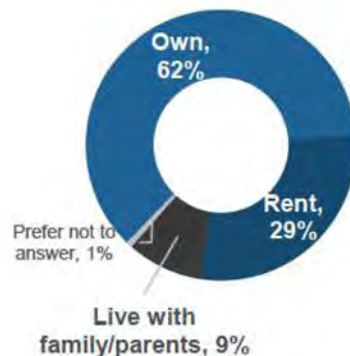
AGE



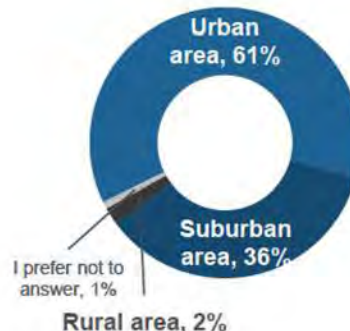
EDUCATION



RENT VS. OWN

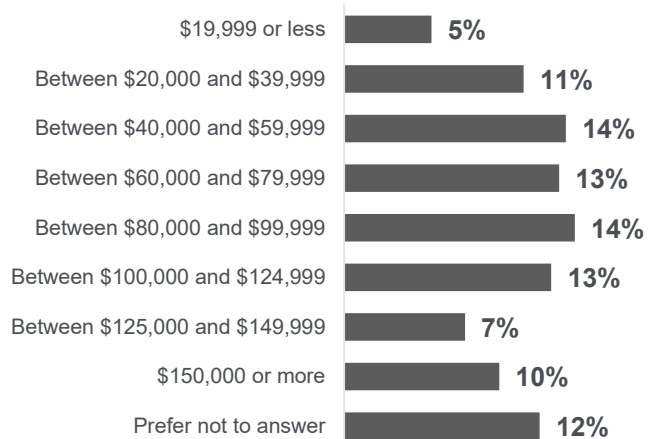


HOME AREA



ACROSS ALL FOUR CITIES

HOUSEHOLD INCOME



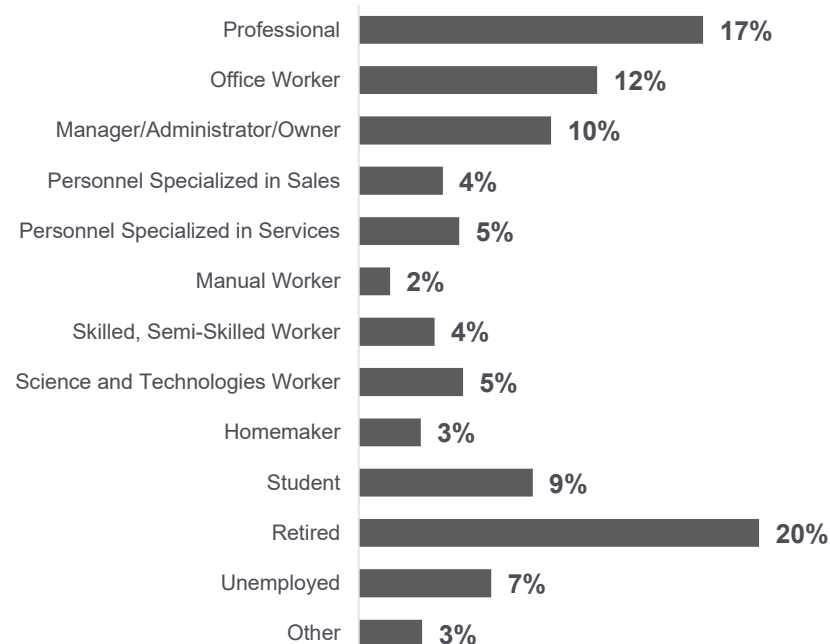
CHILDREN IN HOUSEHOLD



Yes 29%

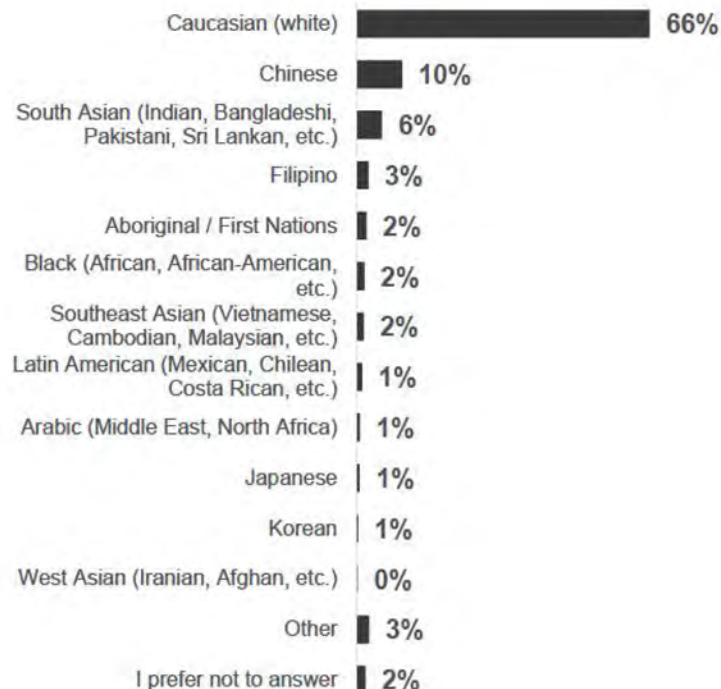
No 71%

MAIN OCCUPATION

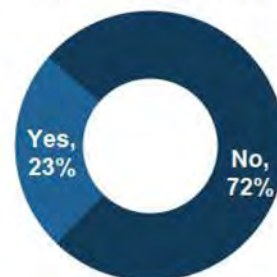


ACROSS ALL FOUR CITIES

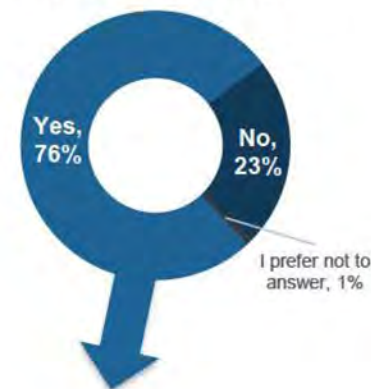
ETHNICITY



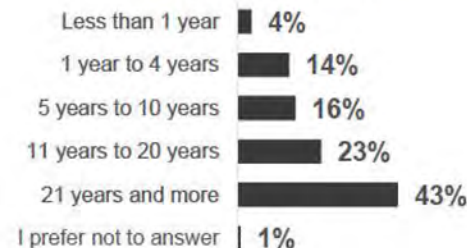
VISIBLE MINORITY



BORN IN CANADA



TIME IN CANADA



THE TEAM



Naomi Lee
Senior Research Analyst

Calgary Office
(403) 930-2036
nlee@leger360.com



Tim Chan
Associate Vice President

Vancouver Office
(604) 676-5652
tchan@leger360.com



Kim Scott
Associate Vice President

Vancouver Office
(604) 676-5641
kscott@leger360.com

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600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG

OUR CREDENTIALS



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