

Report

COVID-19 BC Residents' Comfort with Reopening Plan

A Leger Poll conducted
exclusively for the Vancouver
Sun and Vancouver Province



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DATE 2020-05-20

Leger

We know Canadians

METHODOLOGY

METHODOLOGY

Study Population

- British Columbians, with an oversample in Metro Vancouver, aged 18 and older.

Data Collection

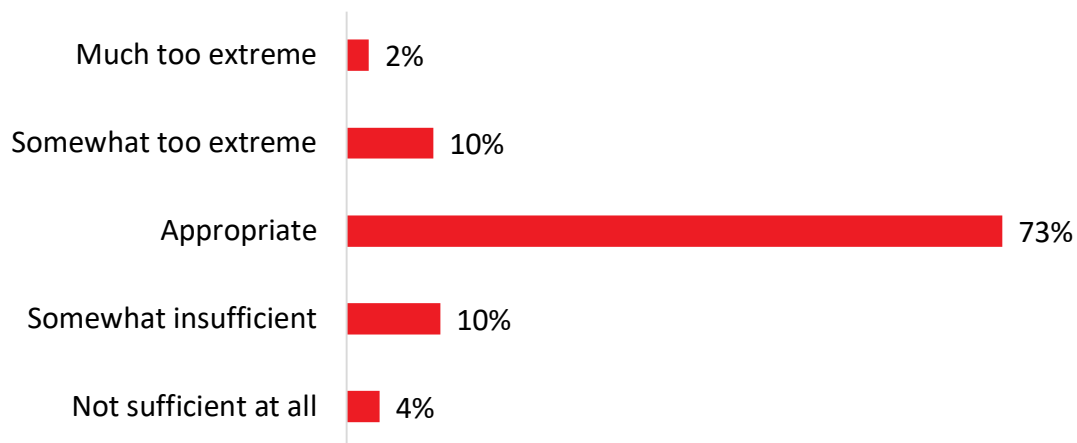
- A total of n=601 online surveys were conducted via Leger's weekly omnibus survey, including:
 - n=400 in Greater Vancouver Metro
 - n=100 in Greater Victoria
 - n=101 in British Columbia outside of Greater Metro Vancouver and Victoria
- Interviews were conducted from May 15th to May 18th, 2020.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

Statistical Analysis

- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
 - Total British Columbia (n=601) $\pm 4.0\%$, 19 times out of 20.
 - Greater Vancouver Metro (n=400) $\pm 4.9\%$, 19 times out of 20.
 - Vancouver Island (n=100) $\pm 9.8\%$, 19 times out of 20.
 - British Columbia, excluding Greater Vancouver Metro (n=101) $\pm 9.8\%$, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- A more detailed methodology can be found in the appendix.
- In this report, data in **red** characters indicate a significant lower proportion than that of other respondents at 95% confidence. Conversely, data in **green** characters indicate a significantly higher proportion of than that of other respondents at 95% confidence.

KEY FINDINGS

One in ten feel the public health response has been extreme.



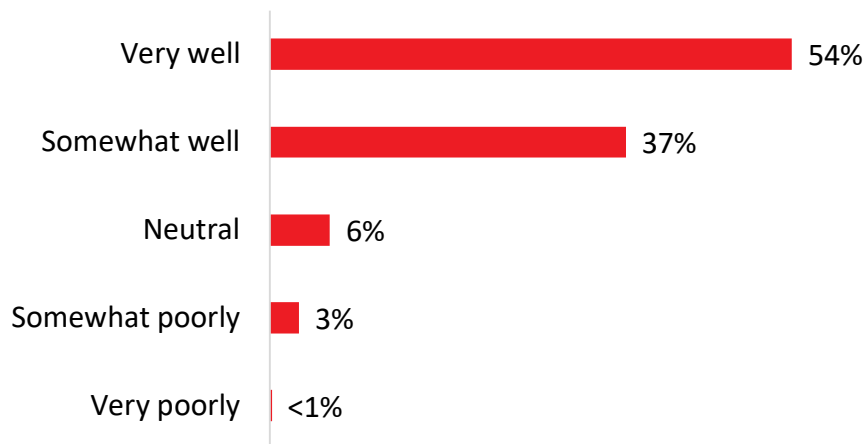
	REGION				GENDER		AGE		
	British Columbians (n=601)	Vancouver (n=400)	Vancouver Island (n=100)	Rest of BC (n=101)	Men (n=322)	Women (n=279)	18-34 (n=169)	35-54 (n=215)	55+ (n=217)
Much too extreme	2%	2%	2%	3%	2%	3%	1%	3%	3%
Somewhat too extreme	10%	10%	12%	12%	12%	7%	10%	12%	7%
Appropriate	73%	73%	77%	72%	71%	75%	67%	68%	81%
Somewhat insufficient	10%	10%	8%	11%	10%	11%	16%	11%	6%
Not sufficient at all	4%	4%	1%	2%	4%	3%	5%	4%	2%

Base: British Columbians (n=601)

Q1. Do you think the public health response to the current coronavirus pandemic in British Columbia is appropriate, too extreme, or not sufficient? (e.g. recommendation of physical distancing, mandatory quarantine of returning travelers, closure of restaurants and bars, banning gatherings over 50 people)?

Note: Don't know and No answer responses not shown

Nine in ten feel they are doing well at following the current recommendations for social distancing.



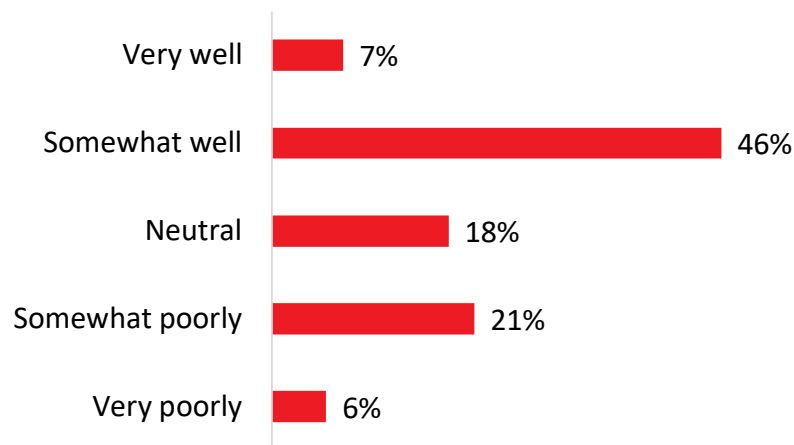
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Very well	54%	51%	49%	58%	51%	56%	35%	52%	66%
Somewhat well	37%	39%	40%	33%	37%	36%	49%	34%	30%
Neutral	6%	7%	9%	5%	8%	4%	7%	10%	3%
Somewhat poorly	3%	2%	2%	4%	3%	3%	7%	2%	1%
Very poorly	<1%	0%	0%	0%	0%	0%	<1%	0%	0%

Base: British Columbians (n=601)

Q2. How well do you think **you are doing** at following the current recommendations of physical distancing?

Note: Don't know and No answer responses not shown

British Columbians tend to feel the public is not doing as good a job at practicing social distancing.



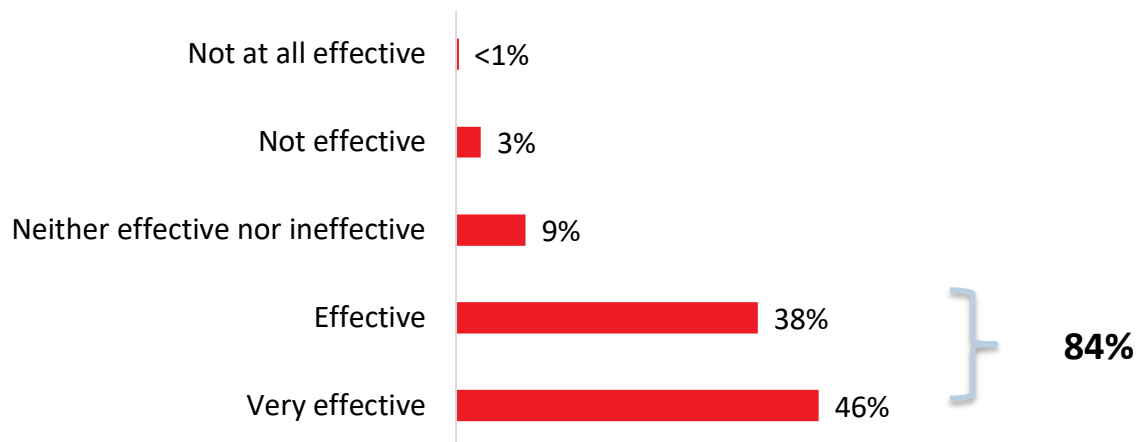
	British Columbians (n=601)	REGION			GENDER		AGE		
		Vancouver (n=400)	Victoria (n=100)	Rest of BC (n=101)	Men (n=322)	Women (n=279)	18-34 (n=169)	35-54 (n=215)	55+ (n=217)
Very well	7%	8%	15%	5%	8%	7%	6%	7%	8%
Somewhat well	46%	45%	49%	47%	44%	48%	30%	41%	61%
Neutral	18%	21%	13%	15%	19%	18%	31%	17%	11%
Somewhat poorly	21%	19%	18%	23%	24%	18%	22%	25%	17%
Very poorly	6%	4%	3%	8%	5%	6%	10%	5%	3%

Base: British Columbians (n=601)

Q3. How well do you think **the public is doing** at following the current recommendations of physical distancing?

Note: Don't know and No answer responses not shown

Most people feel the social distancing measures have been effective at slowing down the spread.



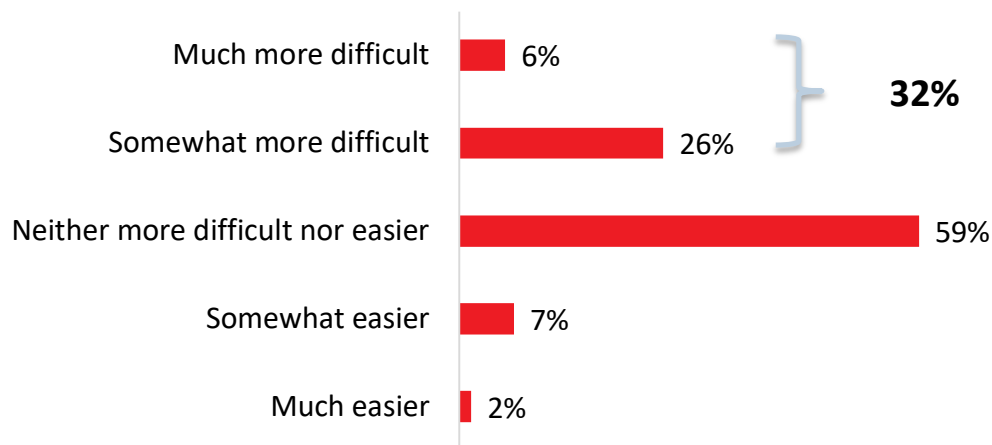
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Not at all effective	0%	0%	0%	1%	0%	1%	0%	0%	1%
Not effective	3%	3%	5%	3%	4%	2%	3%	4%	2%
Neither effective nor ineffective	9%	7%	15%	10%	11%	7%	12%	8%	7%
Effective	38%	37%	32%	42%	43%	34%	46%	31%	38%
Very effective	46%	49%	47%	42%	38%	53%	35%	51%	49%

Base: British Columbians (n=601)

Q4. In your opinion, how effective are the physical distancing measures to slow down the spread of coronavirus?

Note: Don't know and No answer responses not shown

About one third are finding it more difficult to meet their financial needs.



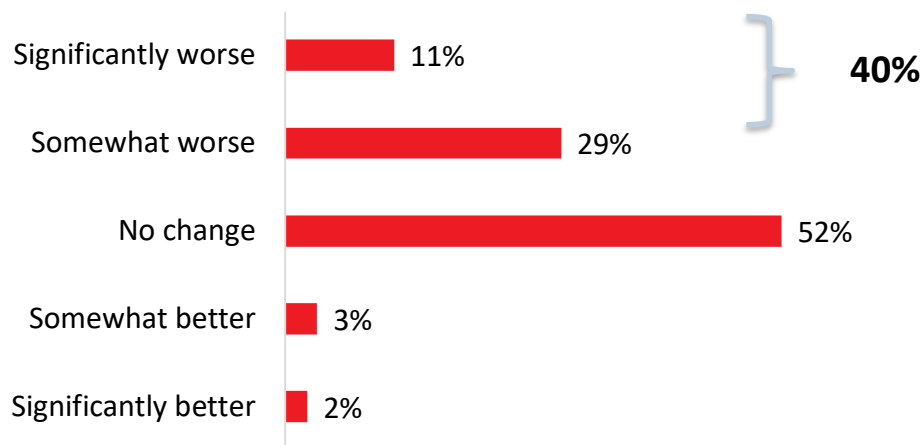
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	British Columbians (n=601)	Vancouver (n=400)	Victoria (n=100)	Rest of BC (n=101)	Men (n=322)	Women (n=279)	18-34 (n=169)	35-54 (n=215)	55+ (n=217)
Much more difficult	6%	6%	5%	6%	7%	5%	8%	8%	2%
Somewhat more difficult	26%	27%	27%	24%	21%	31%	30%	33%	18%
Neither more difficult nor easier	59%	57%	56%	61%	64%	53%	47%	50%	73%
Somewhat easier	7%	5%	7%	9%	6%	8%	12%	5%	6%
Much easier	2%	2%	3%	0%	2%	1%	2%	2%	0%

Base: British Columbians (n=601)

Q5. Since the coronavirus how has it been for you or your household to meet its financial needs?

Note: Don't know and No answer responses not shown

Four in ten say their financial situation will get worse if the public health response continues for a few more months.



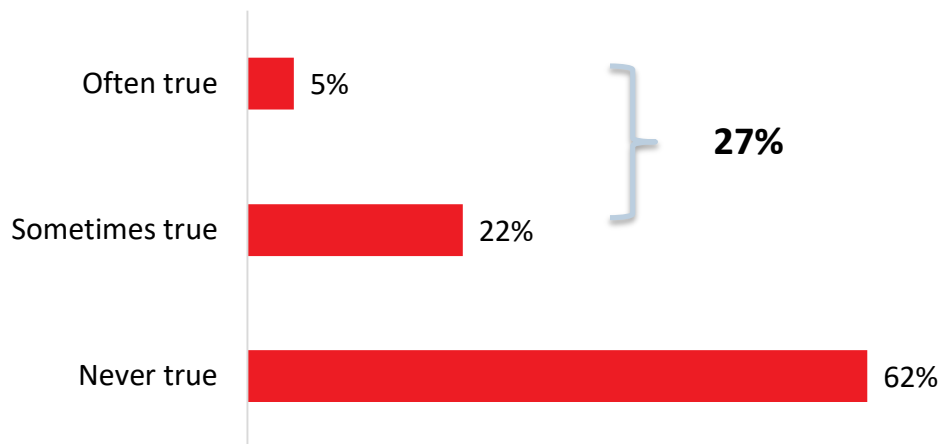
	REGION				GENDER		AGE		
	British Columbians (n=601)	Vancouver (n=400)	Victoria (n=100)	Rest of BC (n=101)	Men (n=322)	Women (n=279)	18-34 (n=169)	35-54 (n=215)	55+ (n=217)
Significantly worse	11%	13%	11%	10%	8%	14%	15%	10%	9%
Somewhat worse	29%	32%	25%	25%	28%	30%	30%	36%	22%
No change	52%	47%	51%	58%	57%	46%	39%	46%	65%
Somewhat better	3%	3%	6%	3%	2%	5%	9%	2%	1%
Significantly better	2%	2%	3%	3%	3%	1%	6%	1%	<1%

Base: British Columbians (n=601)

Q6. If the current public health response to the coronavirus pandemic does not change for the next few months, what will happen to your financial situation?

Note: Don't know and No answer responses not shown

More than one quarter of British Columbians worry they could run out of food before they have money to buy more.



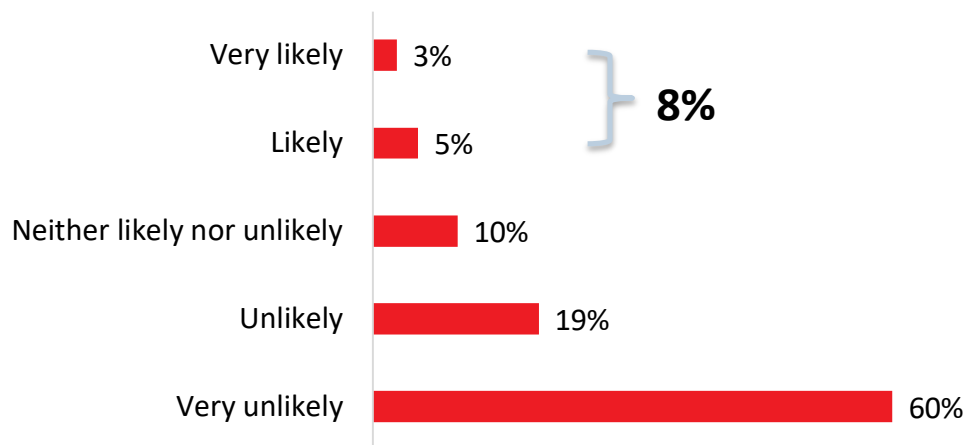
	British Columbians (n=601)	REGION			GENDER		AGE		
		Vancouver (n=400)	Victoria (n=100)	Rest of BC (n=101)	Men (n=322)	Women (n=279)	18-34 (n=169)	35-54 (n=215)	55+ (n=217)
Often true	5%	4%	4%	6%	5%	4%	6%	4%	4%
Sometimes true	22%	28%	20%	13%	21%	22%	23%	25%	18%
Never true	62%	55%	60%	72%	62%	62%	57%	59%	68%

Base: British Columbians (n=601)

Q7. Please indicate if the following statement is often true, sometimes or never since the COVID-19 pandemic: You worry that you'll run out of food before you have money to buy more?

Note: Don't know and No answer responses not shown

One in ten feel it is likely they will have to move in the next six months because they can no longer afford where they're living.



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Very likely	3%	2%	7%	3%	3%	3%	4%	2%	3%
Likely	5%	5%	10%	5%	8%	3%	9%	6%	2%
Somewhat likely	10%	14%	13%	4%	10%	9%	16%	10%	5%
Unlikely	19%	21%	16%	18%	19%	19%	20%	21%	17%
Very unlikely	60%	55%	52%	68%	57%	62%	46%	57%	71%

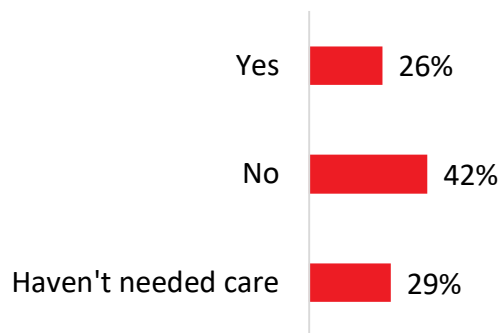
Base: British Columbians (n=601)

Q8. How likely is it that you will need to move in the next 6 months because you can no longer afford you current home?

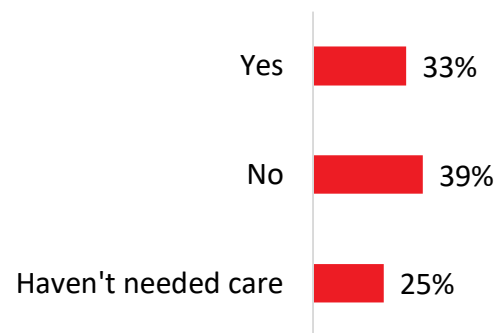
Note: Don't know and No answer responses not shown

One quarter have experienced difficulty accessing health care and one third have avoided accessing it.

Experienced difficulty accessing health care



Avoided accessing health care



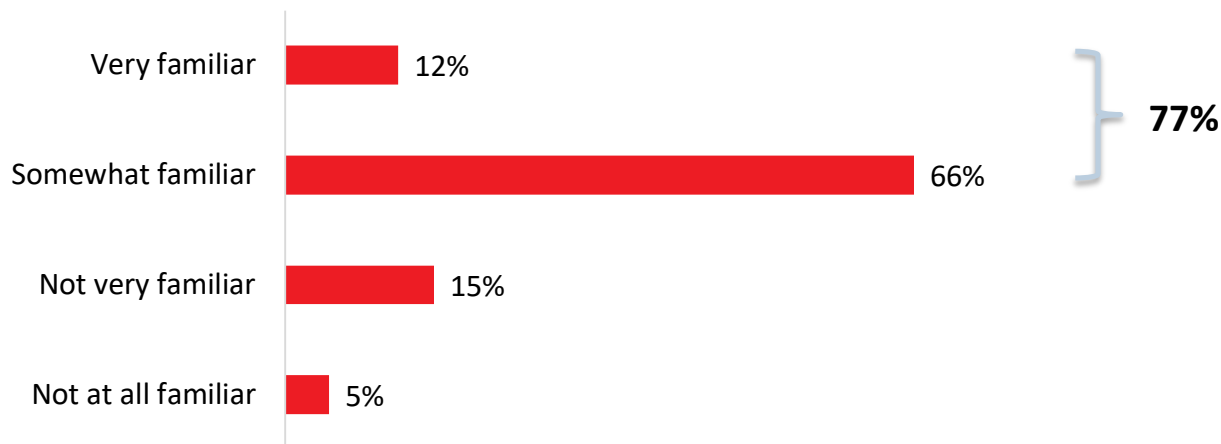
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Experienced difficulty accessing health care	26%	22%	32%	29%	22%	29%	24%	24%	28%
Avoided accessing health care	33%	33%	32%	33%	31%	35%	30%	34%	34%

Base: British Columbians (n=601)

Q9 Since the coronavirus pandemic have you experienced difficulty accessing health care you needed from a doctor, nurse, traditional health care provider or other health professional? Q10 Since the coronavirus pandemic have you avoided accessing health care you otherwise would have had from a doctor, nurse, traditional health care provider or other health professional?

Note: Don't know and No answer responses not shown

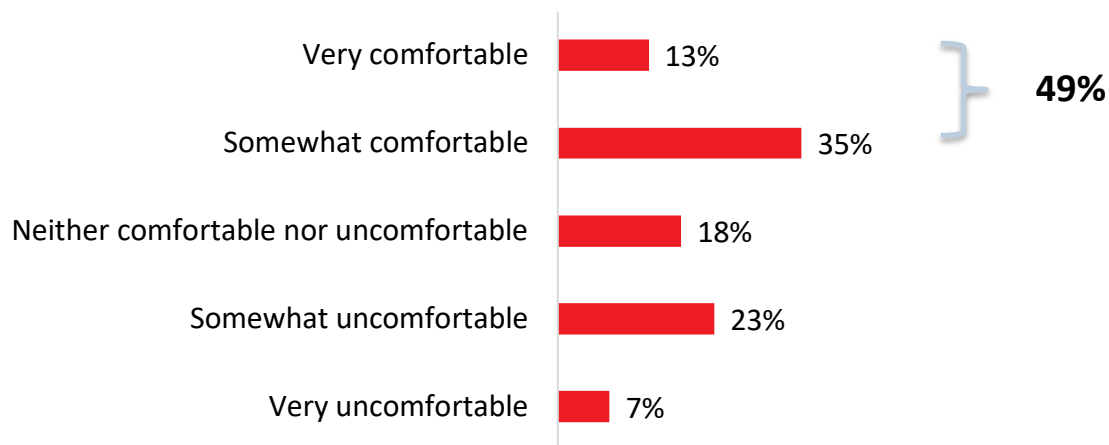
More than three quarters are familiar with the government's plans to reopen the economy.



	REGION				GENDER		AGE		
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Total familiar	77%	78%	75%	77%	73%	81%	67%	79%	82%

Base: British Columbians (n=601)
 Q11. How familiar would you say you are with the Government of BC's current plans to reopen businesses and other services?
 Note: Don't know and No answer responses not shown

Less than half are comfortable with the government's plans to reopen.



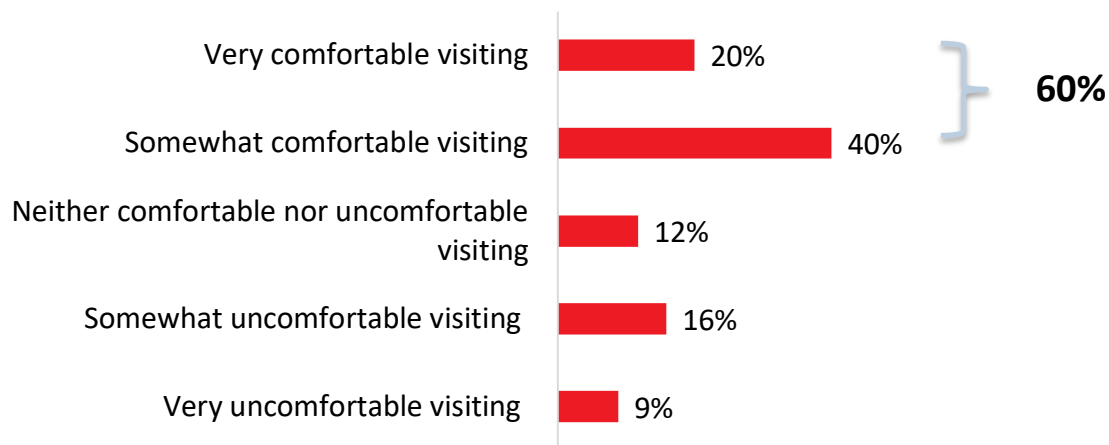
	REGION				GENDER		AGE		
	British Columbians (n=601)	Vancouver (n=400)	Victoria (n=100)	Rest of BC (n=101)	Men (n=322)	Women (n=279)	18-34 (n=169)	35-54 (n=215)	55+ (n=217)
Very comfortable	13%	11%	19%	14%	14%	12%	9%	16%	14%
Somewhat comfortable	35%	35%	38%	35%	37%	34%	35%	32%	39%
Neither comfortable nor uncomfortable	18%	19%	16%	17%	21%	15%	19%	19%	17%
Somewhat uncomfortable	23%	23%	16%	24%	17%	29%	25%	23%	21%
Very uncomfortable	7%	7%	6%	9%	8%	7%	9%	7%	6%

Base: British Columbians (n=601)

Q12. How comfortable would you say you are with the Government of BC's current plans to reopen businesses and other services in the province?

Note: Don't know and No answer responses not shown

Six in ten would be comfortable visiting a non-essential business that was following best practices.



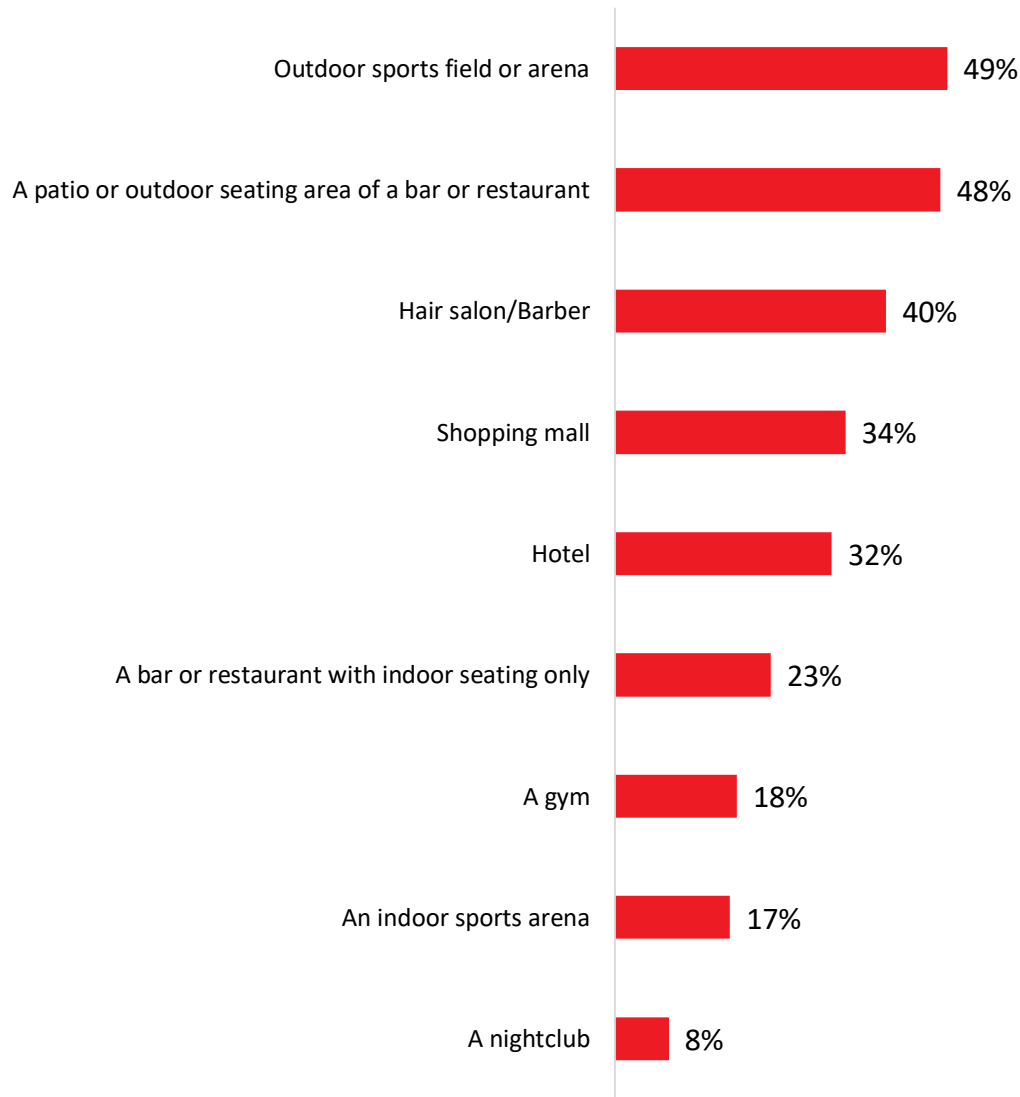
	REGION				GENDER		AGE		
	British Columbians (n=601)	Vancouver (n=400)	Victoria (n=100)	Rest of BC (n=101)	Men (n=322)	Women (n=279)	18-34 (n=169)	35-54 (n=215)	55+ (n=217)
Very comfortable visiting	20%	15%	23%	26%	24%	16%	15%	20%	23%
Somewhat comfortable visiting	40%	40%	41%	40%	38%	42%	43%	41%	37%
Neither comfortable nor uncomfortable visiting	12%	14%	10%	9%	12%	11%	12%	15%	8%
Somewhat uncomfortable visiting	16%	16%	16%	15%	15%	17%	18%	12%	17%
Very uncomfortable visiting	9%	11%	8%	6%	7%	10%	11%	7%	9%

Base: British Columbians (n=601)

Q13. Would you visit/patron a business that is not considered essential if they had good measures in place such as space to allow for physical distancing and frequent disinfecting of surfaces?

Note: Don't know and No answer responses not shown

British Columbians are still not comfortable with visiting many different kinds of businesses.

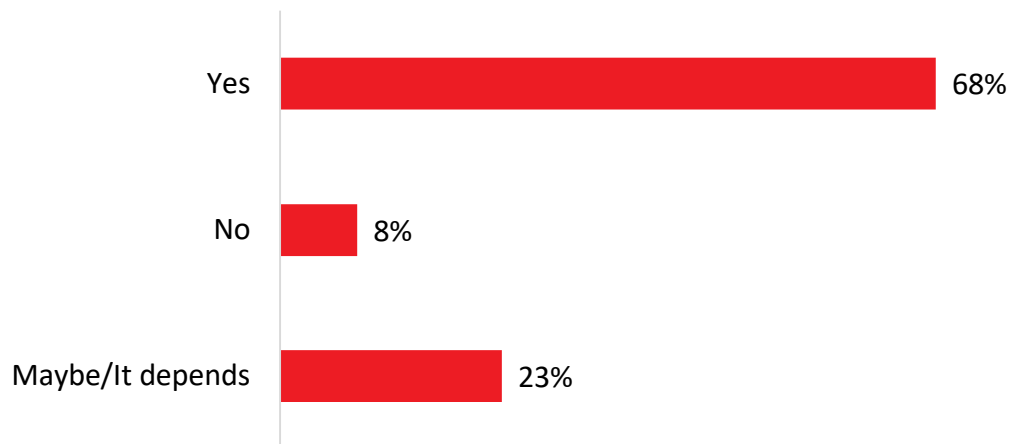


Base: British Columbians (n=601)

Q14. How comfortable would you be to visit the following types of businesses that are not considered essential if they had good measures in place such as space to allow for physical distancing and frequent disinfecting of surfaces?

Note: Don't know and No answer responses not shown

Two thirds would be prepared to allow a health screening before entering a business.



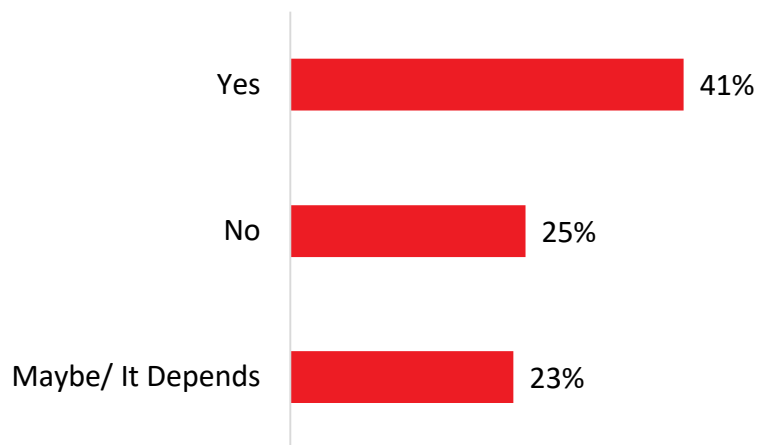
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Yes	68%	68%	60%	69%	65%	70%	66%	63%	73%
No	8%	7%	11%	8%	9%	6%	8%	13%	3%
Maybe/It depends	23%	22%	28%	22%	24%	21%	26%	22%	21%

Base: British Columbians (n=601)

Q15. Would you be willing to be screened by a staff member (e.g. temperature check, answering a few health questions etc.) before being allowed to enter a non essential business?

Note: Don't know and No answer responses not shown

Four in ten would be willing to use a location-based service on their smart phone to support contact tracing.



	British Columbians (n=601)	REGION			GENDER		AGE		
		Vancouver (n=400)	Victoria (n=100)	Rest of BC (n=101)	Men (n=322)	Women (n=279)	18-34 (n=169)	35-54 (n=215)	55+ (n=217)
Yes	41%	41%	33%	42%	41%	42%	47%	37%	41%
No	25%	21%	26%	29%	28%	21%	21%	31%	22%
Maybe/It depends	23%	27%	30%	17%	23%	24%	26%	21%	24%

Base: British Columbians (n=601)

Q16. Would you be willing to use a location-based service on your smart phone to support contact tracing and help reduce COVID-19 transmission?

Note: Don't know and No answer responses not shown

APPENDIX

DETAILED METHODOLOGY

Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older.

RESPONDENT PROFILE

RESPONDENT PROFILE

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	101
Sex			
Male	48%	48%	49%
Female	52%	52%	51%
Age			
Between 18 and 24	11%	12%	7%
Between 25 and 34	18%	14%	16%
Between 35 and 44	17%	14%	20%
Between 45 and 54	19%	16%	11%
Between 55 and 64	16%	18%	20%
Between 65 and 74	13%	17%	18%
75 or older	6%	9%	8%

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	101
Education			
Elementary (7 years or less)	1%	-	-
High school, general or vocational (8 to 12 years)	18%	20%	29%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))	26%	20%	34%
University certificates and diplomas	8%	8%	8%
University Bachelor (including classical studies)	35%	34%	21%
University Master's degree	8%	9%	7%
University Doctorate (PhD)	2%	5%	1%
I prefer not to answer	2%	3%	-

RESPONDENT PROFILE

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	101
Children Under 18 years old			
YES	27%	27%	27%
Yes: 12 years of age and OLDER ONLY	10%	10%	9%
Yes: 12 years of age and older AND younger than 12 years old	5%	5%	3%
Yes: YOUNGER than 12 years old ONLY	11%	12%	15%
No children under 18 years old at all in the household	72%	70%	73%
I prefer not to answer	1%	3%	
Household Income			
\$19,999 or less	5%	5%	5%
Between \$20,000 and \$39,999	14%	22%	18%
Between \$40,000 and \$59,999	14%	15%	13%
Between \$60,000 and \$79,999	13%	12%	19%
Between \$80,000 and \$99,999	13%	11%	16%
\$100,000 or more	27%	25%	23%
I prefer not to answer	14%	10%	6%

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	100
Current Occupation			
Office worker	13%	12%	5%
Personnel specialized in sales	4%	7%	4%
Personnel specialized in services	5%	9%	10%
Manual workers	2%	4%	3%
Skilled, semi-skilled workers	3%	5%	6%
Science and technologies workers	6%	1%	4%
Professionals	12%	6%	10%
Managers/administrators/owners	12%	8%	5%
Homemaker	4%	1%	5%
Student (full-time or whose studies take up most of his/her time)	7%	9%	6%
Retired (pre-retired or annuitant)	21%	30%	33%
Unemployed (unemployment, welfare)	4%	7%	4%
Other	6%	3%	7%

RESPONDENT PROFILE

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	101
First Language			
French	3%	1%	4%
English	66%	77%	87%
Other	11%	10%	4%
English and other	14%	7%	4%
Other and other	3%	1%	1%
English and French	2%	3%	1%
French and other	2%	3%	1%
I prefer not to answer	1%	-	-

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	101
Ethnic Origin			
Caucasian (white)	58%	75%	89%
OTHER	39%	25%	11%
Aboriginal / First Nations	0%	1%	3%
Latin American (Mexican, Chilean, Costa Rican, etc.)	1%	5%	1%
Arabic (Middle East, North Africa)	1%	1%	
Black (African, African-American, etc.)	0%	2%	1%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	5%	4%	3%
Southeast Asian (Vietnamese, Cambodian, Malaysian, etc.)	2%	2%	
West Asian (Iranian, Afghan, etc.)	0%		
Chinese	23%	4%	2%
Filipino	1%		
Korean	1%		
Japanese	1%	2%	
Other	4%	3%	2%
I prefer not to answer	3%		

RESPONDENT PROFILE

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	101
Born in Canada			
Yes	69%	74%	88%
No	31%	26%	12%
Member of a visible minority group			
Yes	27%	13%	10%
No	62%	77%	86%
No opinion	5%	4%	-
I don't know	6%	6%	3%

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Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

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OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also member of the [Insights Association](#), the American Association of Marketing Research Analytics.

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We know Canadians



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