

Report

Vancouver Sun British Columbia Opinion: September 2020



DATE 2020-09-10

Leger

We know Canadians

METHODOLOGY

Methodology

Study Population

- British Columbia residents, aged 18 and older.

Data Collection

- A total of n=1001 online surveys were conducted via Leger's online panel, LEO.
- Interviews were conducted from September 4 to September 6, 2020.

Statistical Analysis

- As a non-random internet survey, a margin of error is technically not to be reported.
- If the data were collected through a random sample, the margin of error would be British Columbia residents (n=1001) $\pm 3.1\%$, 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.

Key Findings

Key Findings (1/2)

Mental Health	BC residents are more worried about their family members health, social isolation and economic slowdown in BC. Study results revealed that entertainment, physical activity and visiting family or friends help people to feel better mentally most. In contrast daily news about the coronavirus (COVID-19) make people feel more stressed and anxious.
CERB	About two in ten (19%) BC Residents or their family members are currently on CERB. Nearly six in ten (58%) of those who receive this payments are worried about its ending. Ability to pay bills and buy groceries would be the main concern for those CERB recipients who earn less than \$80,000 per year.
Vancouver Canucks	One-half of BC residents believe that Vancouver Canucks will win the Stanley Cup in the next 10 years, while only one-third of respondents think they will win in the next three years.
Single use containers	With the current situation in mind and even though take-out/drive through/ fast food services introduced new procedures 70% of BC residents feel they want to use restaurant's disposable beverage containers. Interestingly, 45% would prefer that the container is made of sustainable materials.

Key Findings (2/2)

Tourist attractions

In overall, BC residents are still feeling uncomfortable visiting cultural and local attractions due to the situation with the COVID-19. However, it's obvious that visiting outdoor tourist attractions is perceived safer to people than attending indoor places.

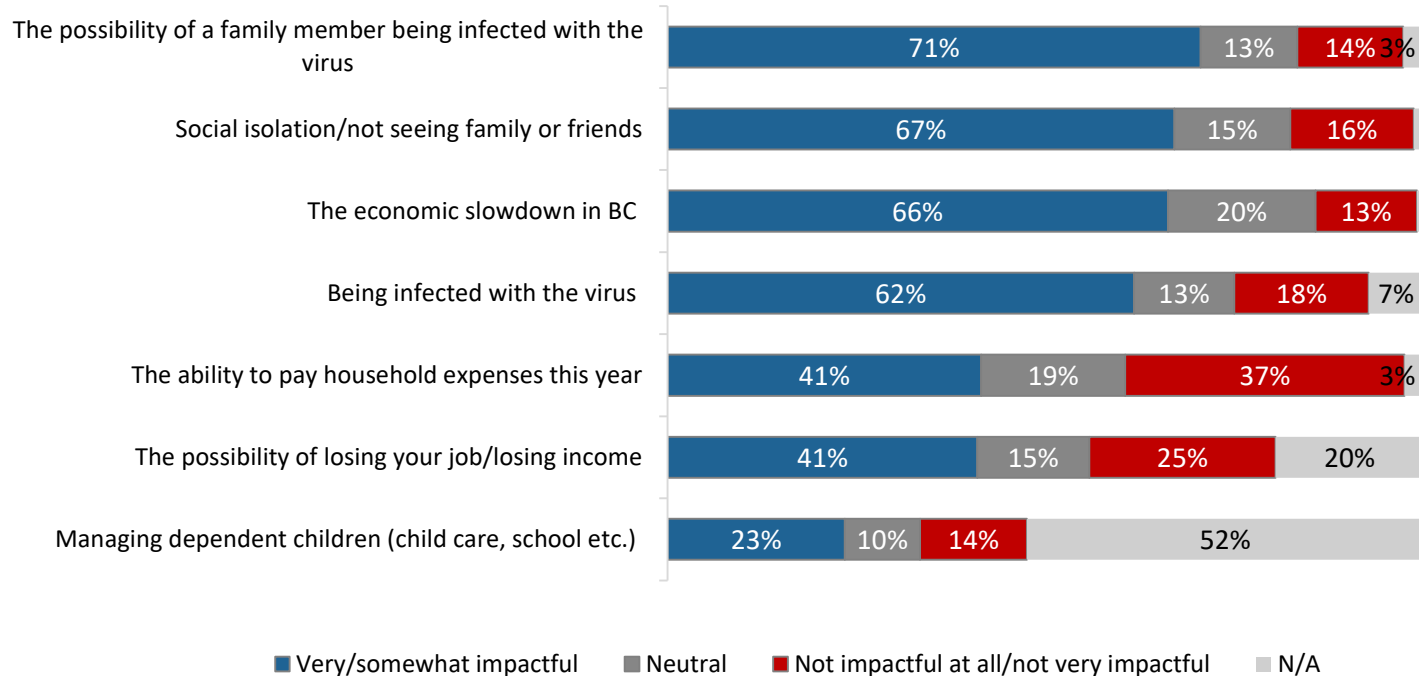
The study results revealed that **Butchart Gardens (53%), Cypress Mountain (47%), Grouse Mountain (45%), Capilano Suspension Bridge (42%) and Fort Langley (41%)** are top 5 attractions that BC residents are comfortable to visit now. Not surprisingly, those aged of 18-54 tend more to feel more comfortable visiting those places than their older counterparts.

BC residents feel that they are not comfortable to visit **Vancouver Aquarium and Sea to Sky Gondola (39% each)** due to COVID-19 risk. This followed by Royal BC Museum and McMillan Space Centre (38% each) where respondents are not ready to come back yet. Interestingly, those families who have children are more likely to feel uncomfortable visiting those places.

Britannia Mining Museum was mentioned by 35% of BC residents as the place that they would not visit, regardless of pandemic. It is followed by Museum of Anthropology (32%), McMillan Space Centre (31%) and Fort Langley (30%). Interestingly, BC residents with no children in their household and those who are divorced/separated/widowed tend more to say they would not visit these places.

Detailed Results
Mental health and managing stress and anxiety

Impact on mental health



Q1: Please rate each of the following statements in terms of the impact they are currently having on your mental health, if any, during the current Coronavirus (COVID-19) outbreak in British Columbia.

Note: mentions less than 3% are not labelled on the chart

Base: British Columbia Residents (n=1001)

Impact on mental health (pct. very/somewhat impactful)

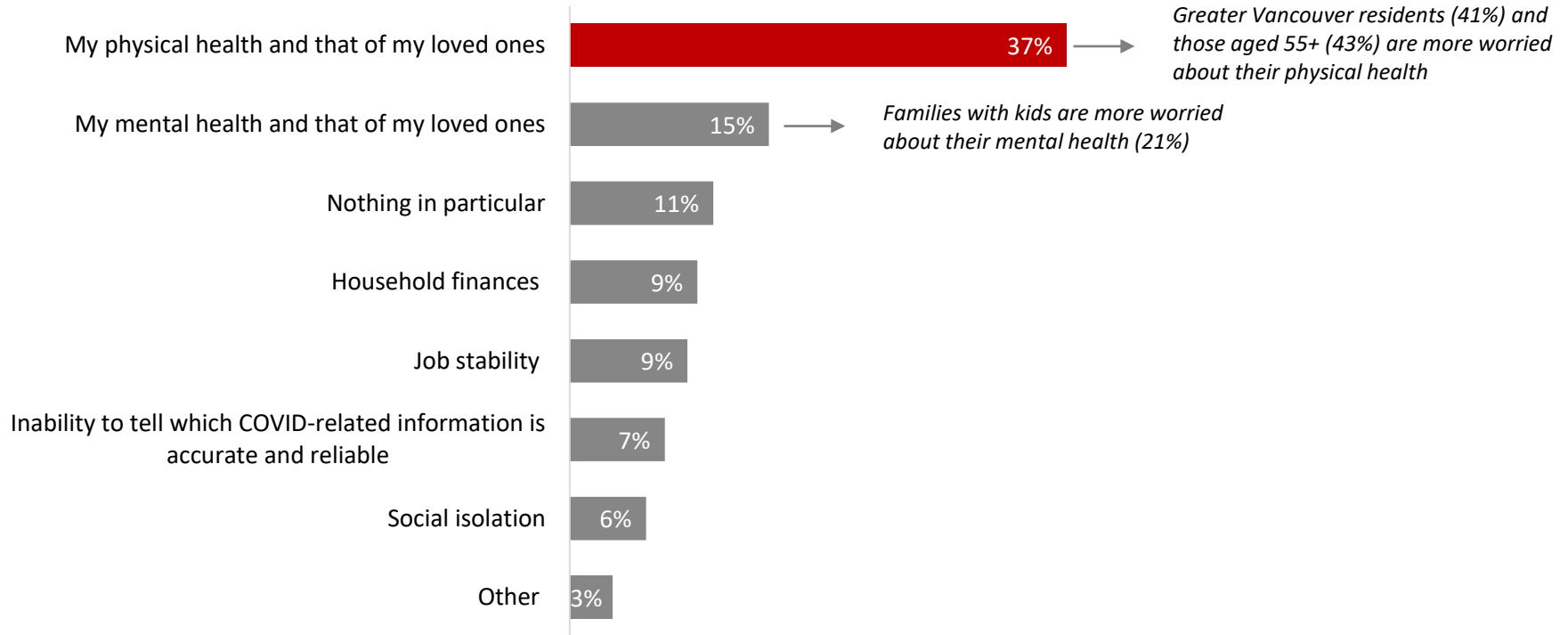
	Total (n=1001)	18-34 (n=262)	35-54 (n=295)	55+ (n=444)	With children in HH (n=232)	Without children in HH (n=761)	Visible minority (n=207)	Non minority (n=739)
The possibility of a family member being infected with the virus	71%	72%	72%	68%	73%	70%	77%	69%
Social isolation/not seeing family or friends	67%	72%	68%	63%	73%	65%	69%	67%
The economic slowdown in BC	66%	65%	74%	61%	75%	63%	74%	65%
Being infected with the virus	62%	56%	63%	65%	64%	61%	68%	60%
The ability to pay household expenses this year	41%	51%	52%	26%	51%	38%	49%	38%
The possibility of losing your job/losing income	41%	52%	54%	23%	53%	37%	55%	36%
Managing dependent children (child care, school etc.)	23%	29%	34%	11%	66%	10%	28%	22%

Q1: Please rate each of the following statements in terms of the impact they are currently having on your mental health, if any, during the current Coronavirus (COVID-19) outbreak in British Columbia.

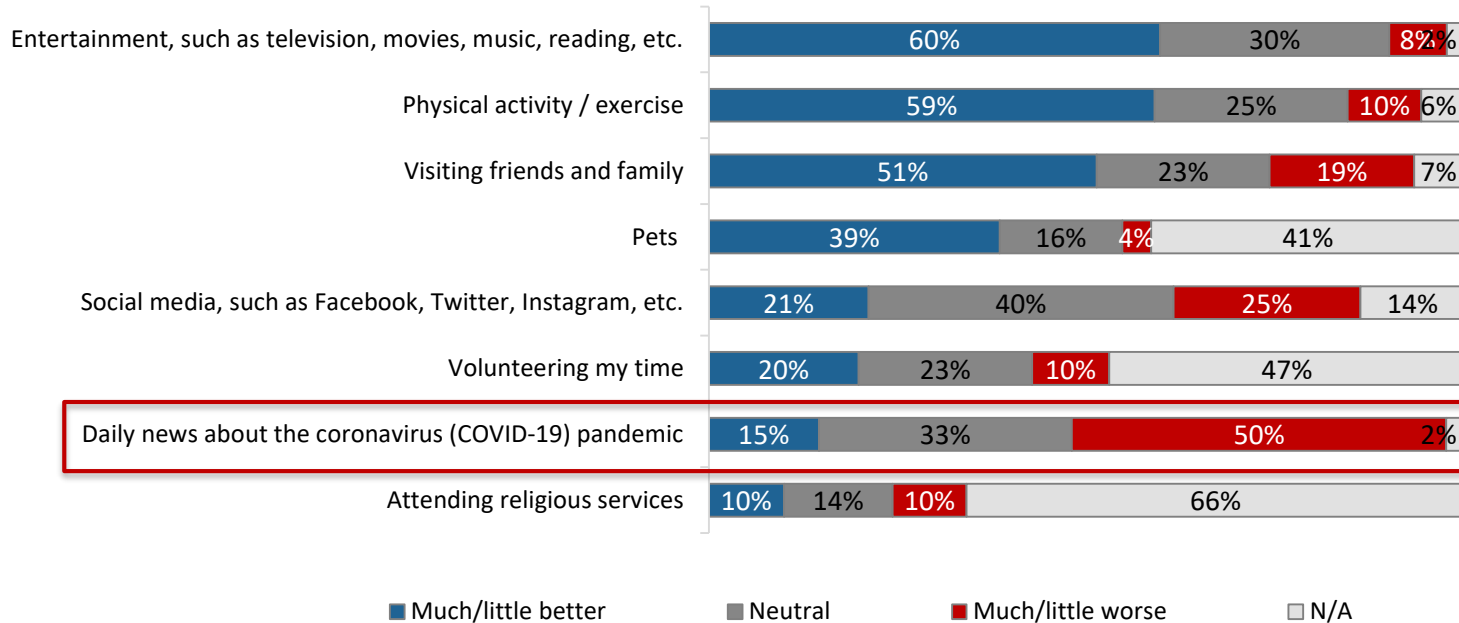
Base: British Columbia Residents (n=1001)

Green indicates significantly higher results compared to other groups;
Red indicates significantly lower results compared to other groups.

Reasons for being most stressed and anxious



Impact of different activities on your mental health



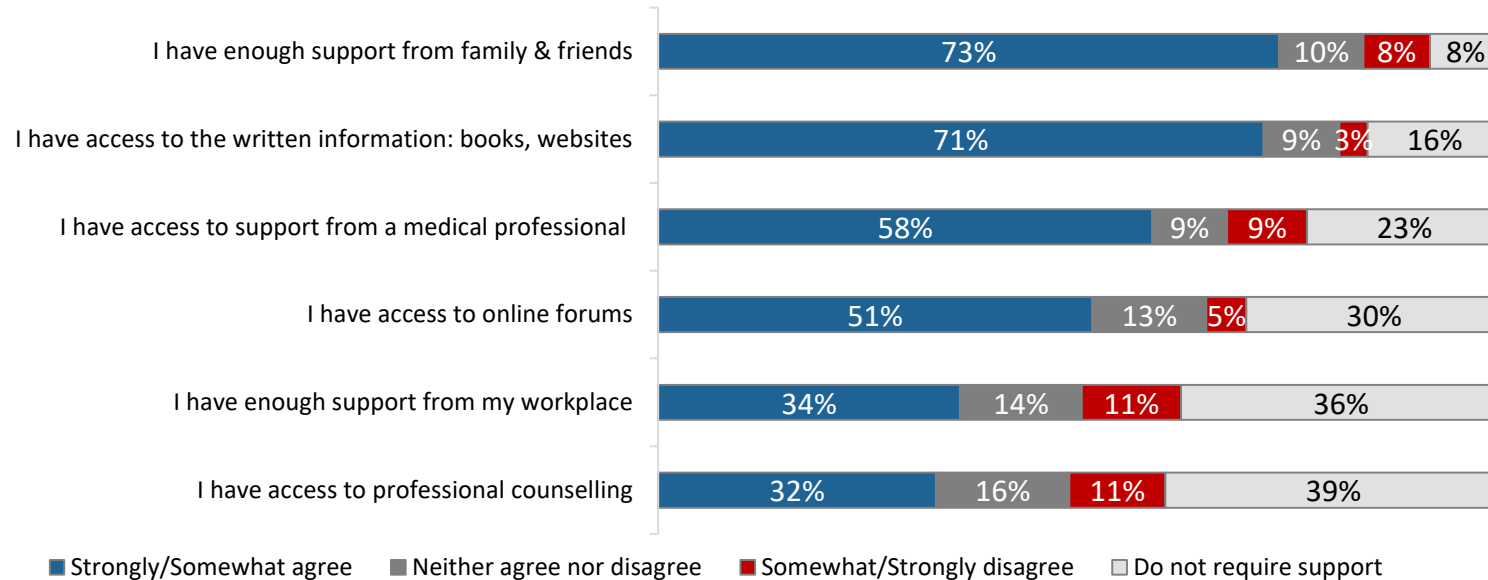
Daily news about COVID-19 make women feel worse (53%)

Q3: Please rate each of the following activities in terms of how they make you feel mentally during the current Coronavirus (COVID-19) situation in British Columbia.

If you do not participate in the activity just select "N/A" option.

Base: British Columbia Residents (n=1001)

Access to resources for managing stress and anxiety



Q4: Please rate how much do you agree with the following statements about your access to resources for managing stress and anxiety levels related to COVID-19.

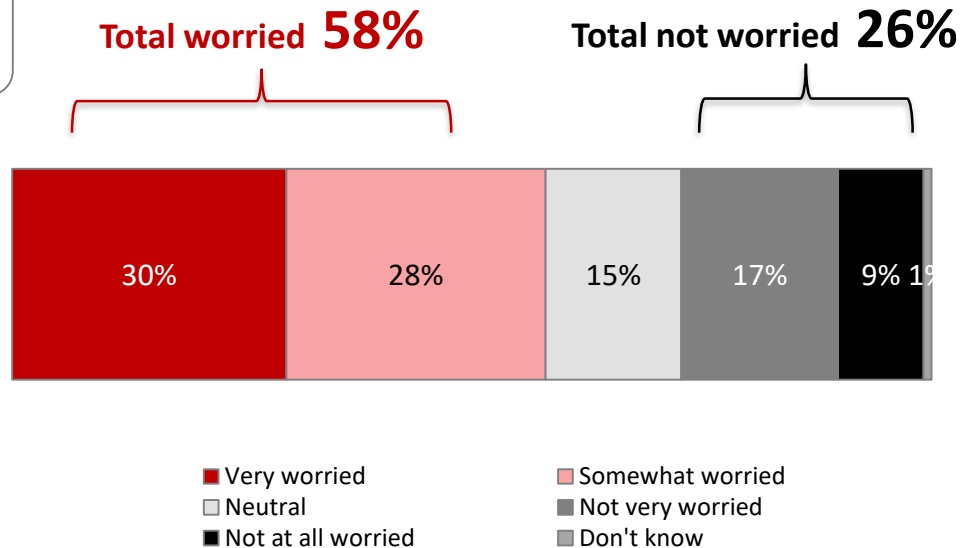
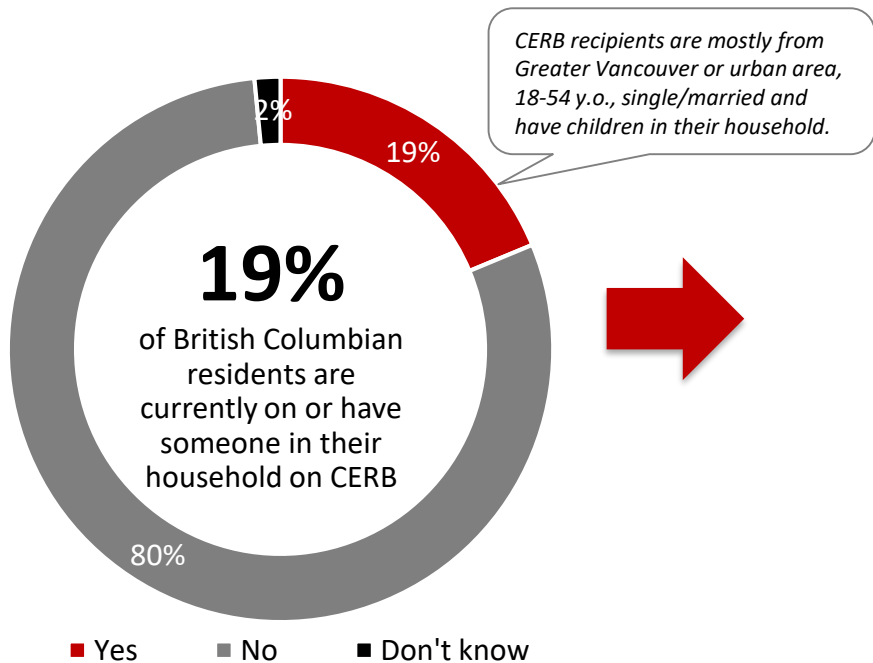
Note: Prefer not to answer responses not shown

Base: British Columbia Residents (n=1001)

Detailed Results

CERB

Canada Emergency Response Benefit (CERB)



Q5: Are you or someone in your household currently on the Canada Emergency Response Benefit, known as CERB?

Q6: The CERB is set to end on September 28, 2020. How worried are you about CERB payments ending?

Base: British Columbia Residents (n=1001), British Columbian Residents on CERB (n=183)

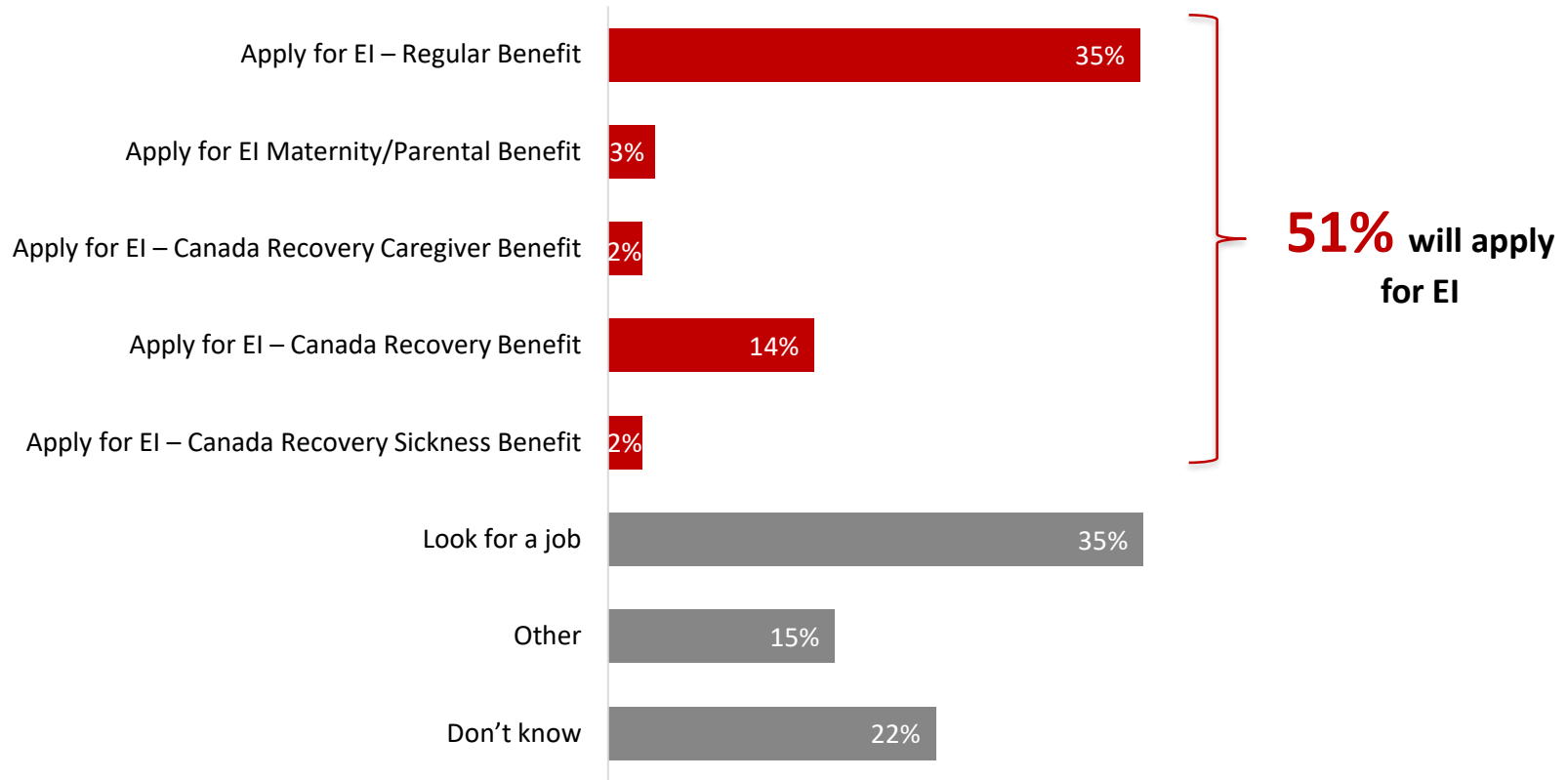
A significant concern when the CERB payments end

Paying HH bills, housing costs and putting food on the table are significant concerns for families with income less than \$80,000.



“None of these” – 26%; “Don’t know” – 6%.

Next steps when CERB payments end



Detailed Results
Other topics

Belief Vancouver Canucks will win the Stanley Cup



Pct. Absolutely

17%

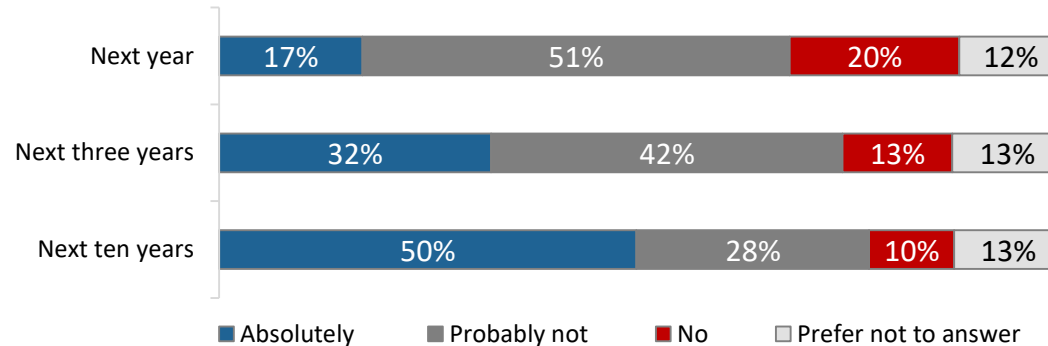
Next year

32%

In the next three years

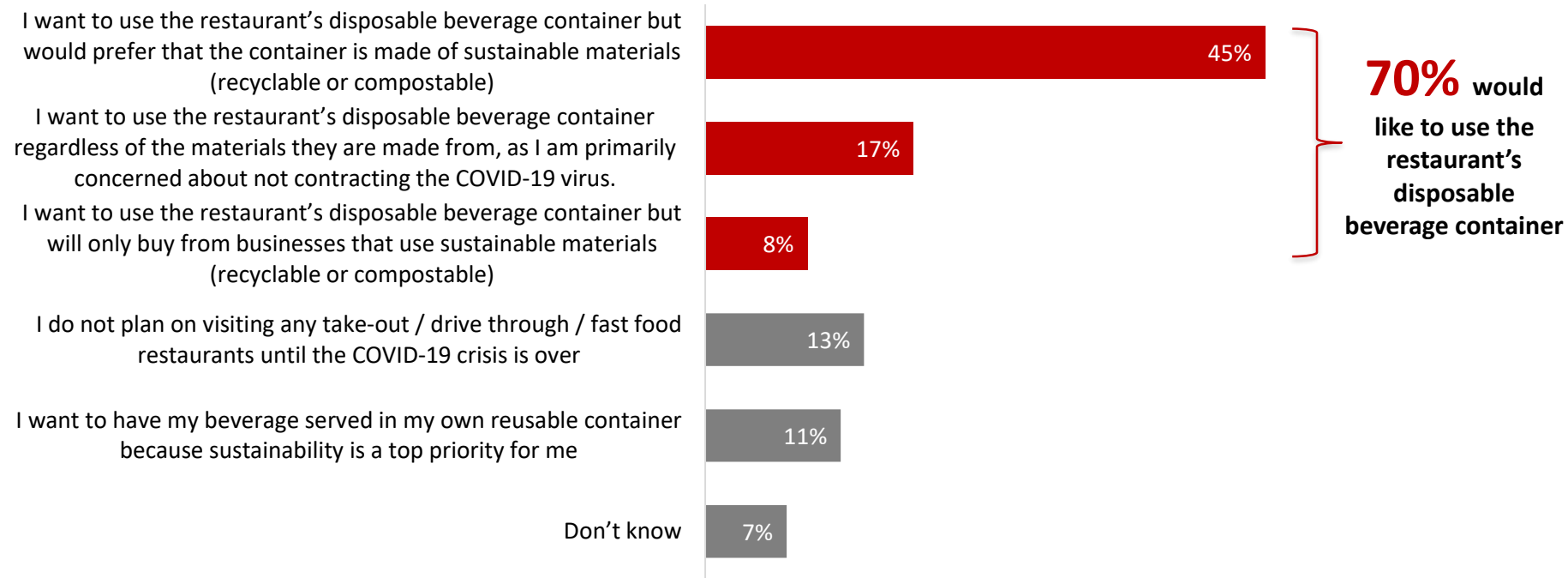
50%

In the next ten years



■ Absolutely ■ Probably not ■ No ■ Prefer not to answer

Beverage containers



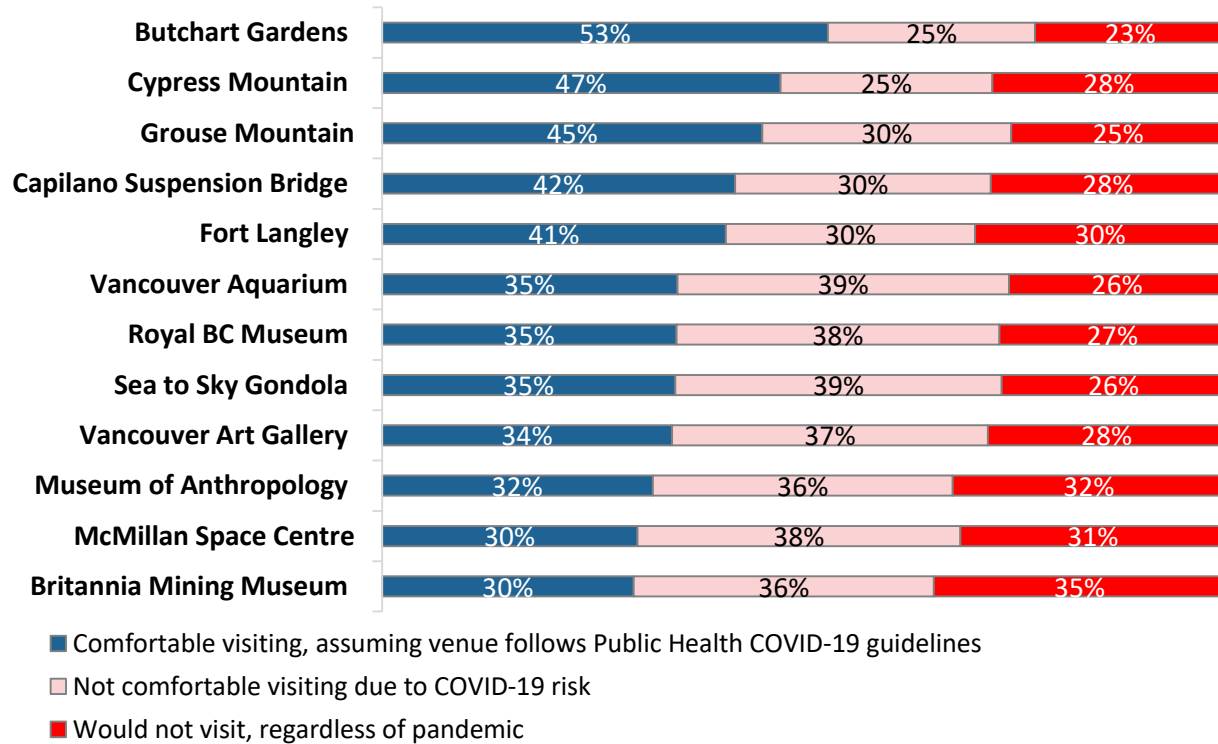
Q10: Thinking about visiting take-out / drive through / fast food restaurants in the context of COVID-19, please indicate which statement best reflects your view on beverage containers.

Base: British Columbia Residents (n=1001)

Detailed Results

Tourist attractions

Overall level of comfort visiting tourist attractions



Q11: Thinking about some of BC's cultural and local attractions, please rate comfort level of you and your family members visiting these attractions.

Base: British Columbia Residents (n=1001)

Comfortable visiting (region and age split)

Attraction	Total (n=1001)	Greater Vancouver (n=501)	Greater Victoria (n=100)	Other BC (n=400)	18-34 (n=262)	35-54 (n=295)	55+ (n=444)
Butchart Gardens	53%	51%	65%	53%	55%	53%	52%
Cypress Mountain	47%	52%	36%	43%	59%	48%	39%
Grouse Mountain	45%	47%	39%	44%	59%	46%	35%
Capilano Suspension Bridge	42%	43%	34%	42%	49%	46%	34%
Fort Langley	41%	43%	36%	39%	42%	42%	39%
Vancouver Aquarium	35%	34%	31%	38%	40%	38%	30%
Royal BC Museum	35%	29%	43%	41%	38%	34%	34%
Sea to Sky Gondola	35%	36%	29%	35%	42%	35%	30%
Vancouver Art Gallery	34%	34%	31%	36%	41%	35%	30%
Museum of Anthropology	32%	30%	28%	35%	35%	31%	31%
McMillan Space Centre	30%	29%	25%	34%	36%	32%	25%
Britannia Mining Museum	30%	28%	23%	33%	34%	32%	25%

Q11: Thinking about some of BC's cultural and local attractions, please rate comfort level of you and your family members visiting these attractions.

Base: British Columbia Residents (n=1001)

Green indicates significantly higher results compared to other groups; Red indicates significantly lower results compared to other groups.

Comfortable visiting (HH type and culture split)

Attraction	Total (n=1001)	Single (n=272)	Married (n=598)	Divorced/Wid /Sep (n=127)	With children in HH (n=232)	Without children in HH (n=761)	Visible minority (n=207)	Non minority (n=739)
Butchart Gardens	53%	50%	54%	53%	53%	53%	52%	55%
Cypress Mountain	47%	50%	49%	34%	53%	45%	51%	48%
Grouse Mountain	45%	49%	45%	40%	48%	44%	46%	47%
Capilano Suspension Bridge	42%	43%	42%	39%	43%	41%	43%	43%
Fort Langley	41%	37%	43%	40%	45%	40%	33%	45%
Vancouver Aquarium	35%	38%	34%	33%	35%	35%	30%	38%
Royal BC Museum	35%	34%	35%	36%	32%	36%	32%	37%
Sea to Sky Gondola	35%	33%	35%	37%	34%	35%	35%	35%
Vancouver Art Gallery	34%	39%	32%	37%	34%	34%	33%	36%
Museum of Anthropology	32%	34%	31%	33%	28%	33%	31%	33%
McMillan Space Centre	30%	30%	32%	23%	33%	29%	26%	33%
Britannia Mining Museum	30%	32%	30%	24%	31%	29%	26%	32%

Q11: Thinking about some of BC's cultural and local attractions, please rate comfort level of you and your family members visiting these attractions.

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Not comfortable visiting due to COVID-19 risk (region and age split)

Attraction	Total (n=1001)	Greater Vancouver (n=501)	Greater Victoria (n=100)	Other BC (n=400)	18-34 (n=262)	35-54 (n=295)	55+ (n=444)
Vancouver Aquarium	39%	41%	46%	36%	41%	43%	35%
Sea to Sky Gondola	39%	42%	36%	34%	43%	43%	32%
Royal BC Museum	38%	40%	47%	34%	36%	43%	36%
McMillan Space Centre	38%	42%	41%	32%	39%	41%	36%
Vancouver Art Gallery	37%	41%	40%	32%	39%	39%	35%
Britannia Mining Museum	36%	39%	42%	29%	37%	40%	31%
Museum of Anthropology	36%	37%	46%	31%	39%	38%	32%
Capilano Suspension Bridge	30%	33%	36%	26%	35%	35%	24%
Fort Langley	30%	31%	30%	27%	29%	33%	28%
Grouse Mountain	30%	32%	32%	25%	30%	34%	26%
Cypress Mountain	25%	25%	31%	24%	27%	31%	19%
Butchart Gardens	25%	25%	23%	24%	24%	28%	22%

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McMillan Space Centre	38%	41%	38%	32%	46%	36%	49%	36%
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Museum of Anthropology	36%	39%	36%	26%	40%	34%	42%	34%
Capilano Suspension Bridge	30%	35%	29%	26%	37%	28%	33%	29%
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Grouse Mountain	30%	32%	29%	27%	37%	27%	38%	26%
Cypress Mountain	25%	30%	23%	25%	31%	23%	31%	22%
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Would not visit, regardless of pandemic (region and age split)

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McMillan Space Centre	31%	29%	33%	34%	25%	27%	39%
Fort Langley	30%	26%	34%	34%	30%	26%	33%
Vancouver Art Gallery	28%	25%	28%	32%	20%	26%	35%
Capilano Suspension Bridge	28%	24%	30%	33%	16%	20%	42%
Cypress Mountain	28%	23%	33%	33%	13%	21%	43%
Royal BC Museum	27%	31%	10%	25%	26%	23%	30%
Sea to Sky Gondola	26%	22%	35%	31%	15%	21%	38%
Vancouver Aquarium	26%	25%	23%	27%	19%	19%	35%
Grouse Mountain	25%	20%	29%	32%	12%	20%	39%
Butchart Gardens	23%	24%	12%	22%	22%	19%	26%

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Vancouver Art Gallery	28%	23%	29%	33%	26%	29%	24%	28%
Capilano Suspension Bridge	28%	22%	29%	35%	20%	30%	23%	28%
Cypress Mountain	28%	19%	28%	41%	17%	31%	18%	30%
Royal BC Museum	27%	29%	24%	31%	24%	28%	25%	26%
Sea to Sky Gondola	26%	23%	27%	34%	20%	29%	17%	28%
Vancouver Aquarium	26%	22%	25%	35%	15%	29%	21%	26%
Grouse Mountain	25%	19%	26%	33%	15%	29%	16%	27%
Butchart Gardens	23%	21%	23%	21%	21%	23%	20%	23%

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Base: British Columbia Residents (n=1001)

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RESPONDENTS PROFILE

RESPONDENT PROFILE – *British Columbia*

	Weighted
n=	1001
Gender	(%)
Male	48
Female	52
Age	
18 to 34	27
35 to 54	33
55 years of age or older	40
Region	
Greater Vancouver (Metro)	53
Greater Victoria	8
Rest of BC	39

	Weighted
n=	1001
Household Income	(%)
Less than \$40K	20
\$40K to less than \$80K	32
\$80K and over	39
Visible Minority	
Yes	21
No	73
Don't know	5
Ethnicity	
Caucasian (white)	72
Other	27
Prefer not to answer	1

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Data modeling and analysis
- **Legerweb**
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- **International Research**
Worldwide Independent Network (WIN)

600

EMPLOYEES



185

CONSULTANTS



8

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We know Canadians



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