

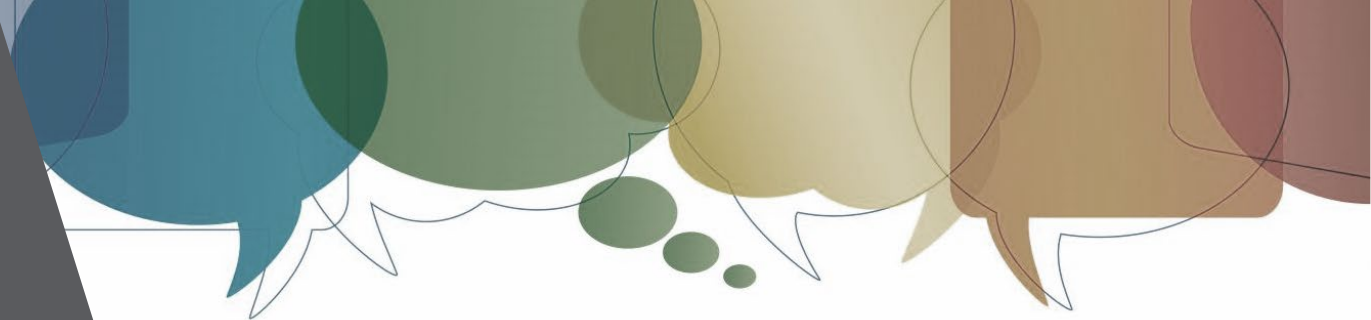


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JULY 2020 RESEARCH

PULSE REPORT ON COVID-19 – REPORT #38

CABINET OFFICE

July 10th 2020



KEY FINDINGS

Key Findings

1 The government's 'right track' scores have softened slightly back to 78% over the past week.

'Right track' scores have weakened in the GTA and Northern/Eastern Ontario, among those aged 55-64 and 35-44, men, those born in Canada, and suburban/urban residents.

4 Similarly, a majority (62%, up significantly over the past week) of Ontarians believe that **COVID-19 is under control in the province**. As a result, the perceived gap between Ontario and the rest of world has increased significantly.

This raises a question about whether Ontarians will start to ease back on social distancing and wearing face masks/coverings.

2 Among the economic metrics, the government continues to perform strongest on 'managing the re-opening'.

Perceptions toward 'creating/protecting jobs' and 'building the provincial economy' have improved slightly.

Government's health metrics remain stable, although there has been an improvement in the government's long-term care management.

5 Most Ontarians continue to feel the government is 'doing what is required', but this view has declined over the past week.

Now, over 1-in-4 say that the government is 'not doing as much as they should'.

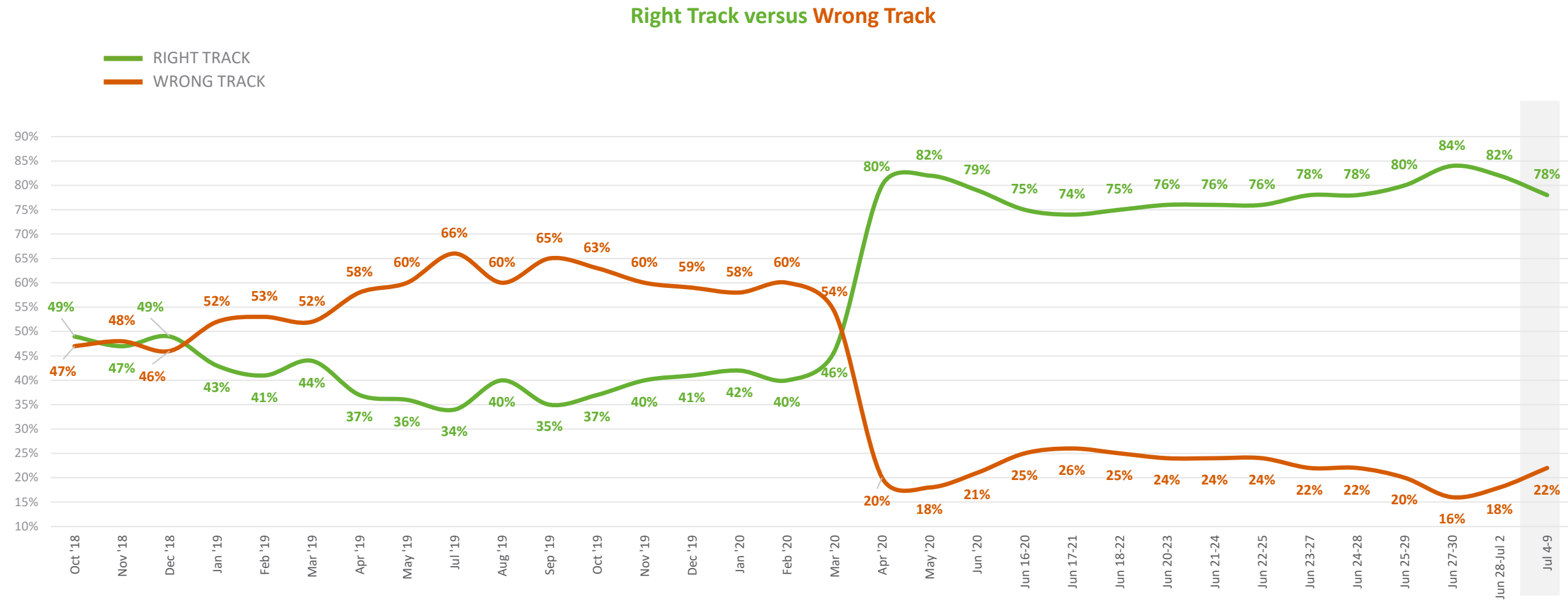
3 Ontarians are strongly aligned with the government's management of the re-opening: almost all Ontarians think the government's gradual and careful reopening has been the right approach compared to the process in the United States. The level of intensity is high: 72% 'strongly' agree.

6 Over the past week, views about the amount of risk people wish to take to get back to regular life has increased: about 70% say they are willing to take at least 'some' risk in order to get back to a regular life. Just under 1-in-3 continue to want to take 'no risk'.

RIGHT TRACK
WRONG TRACK



Over the past week, the government’s ‘right track’ scores have softened slightly to 78%.

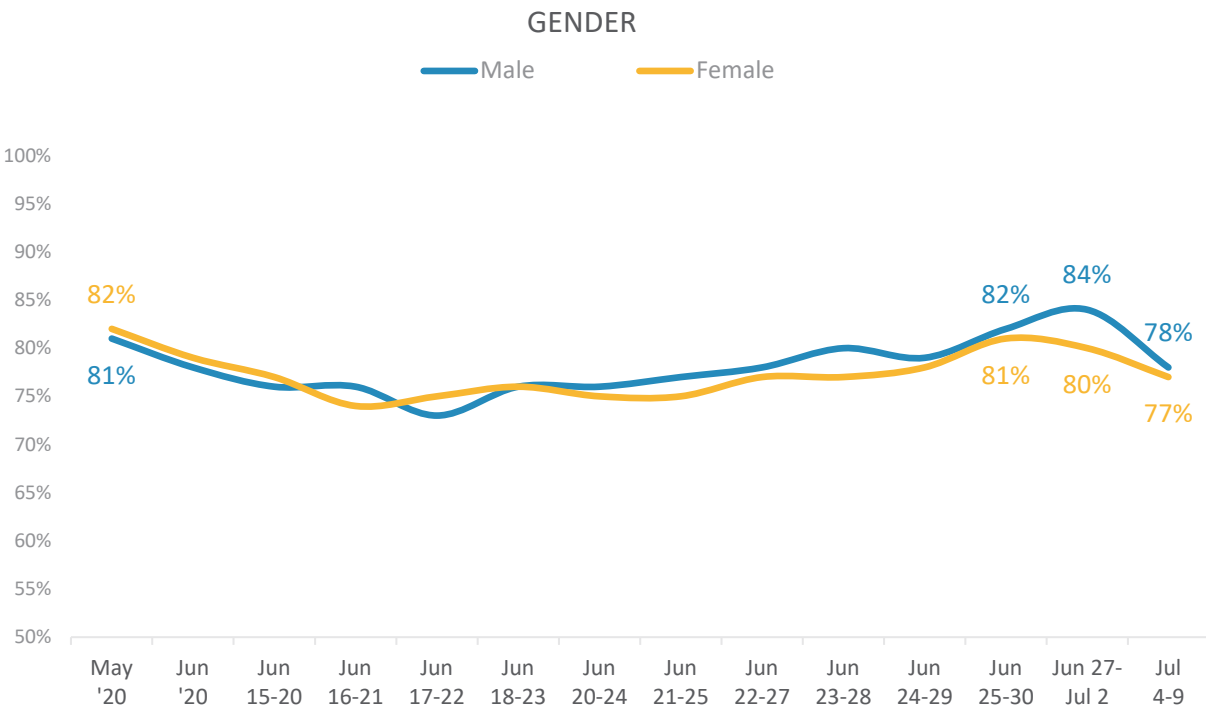
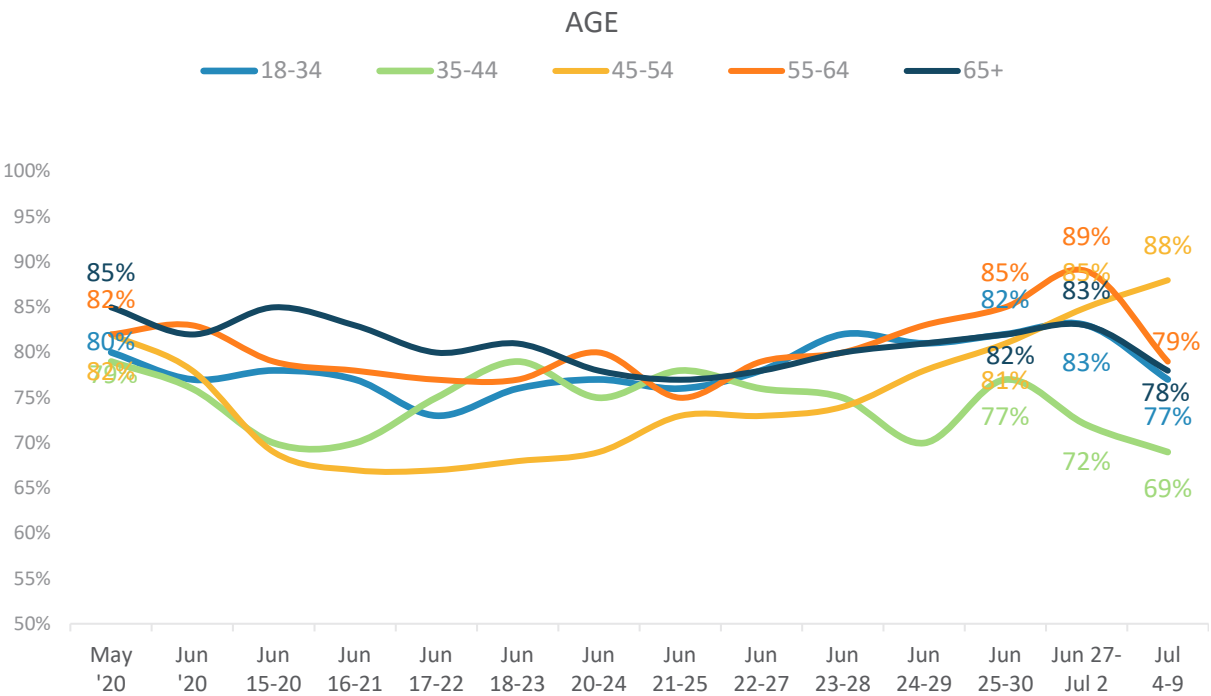


These graphs are based on 4 day roll in order to boost the sample sizes.

Q2. Overall, do you feel that the Ontario provincial government is on the right track or the wrong track, in terms of how it is governing the province? Base: Total sample

‘Right track’ scores have strengthened among those aged 45-54, but weakened among those aged 55-64 and 35-44.

Right Track Scores – 6-Day Roll

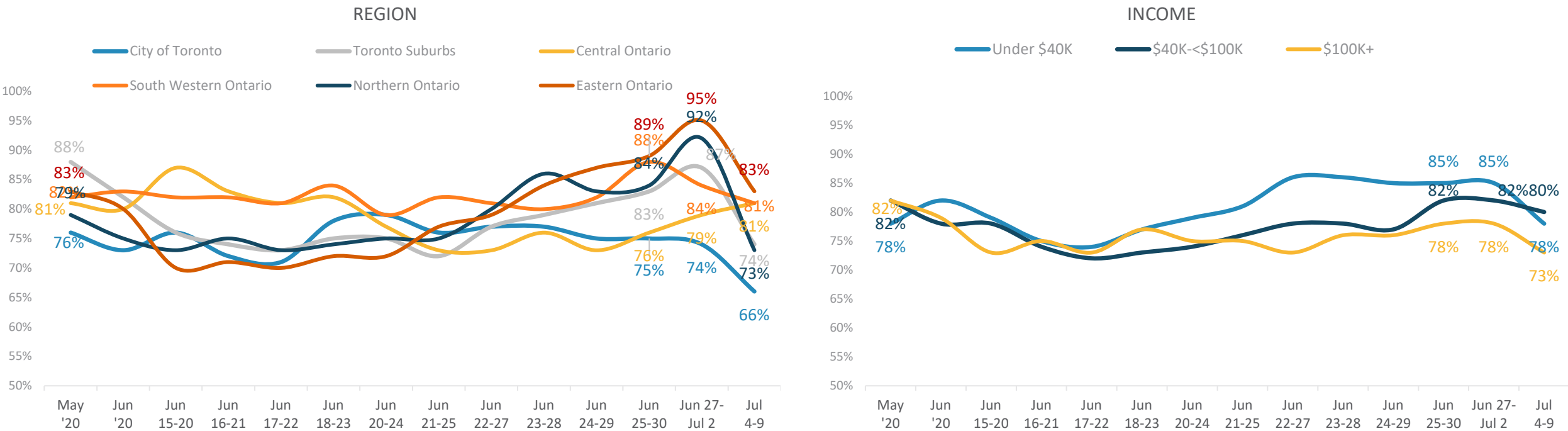


These graphs are based on 5 day roll in order to boost the sample sizes.

Q2. Overall, do you feel that the Ontario provincial government is on the right track or the wrong track, in terms of how it is governing the province? Base: Total sample

‘Right track’ scores have weakened in the GTA and Northern/Eastern Ontario. ‘Right track’ scores are weaker among those earning >\$100k.

Right Track Scores – 6-Day Roll

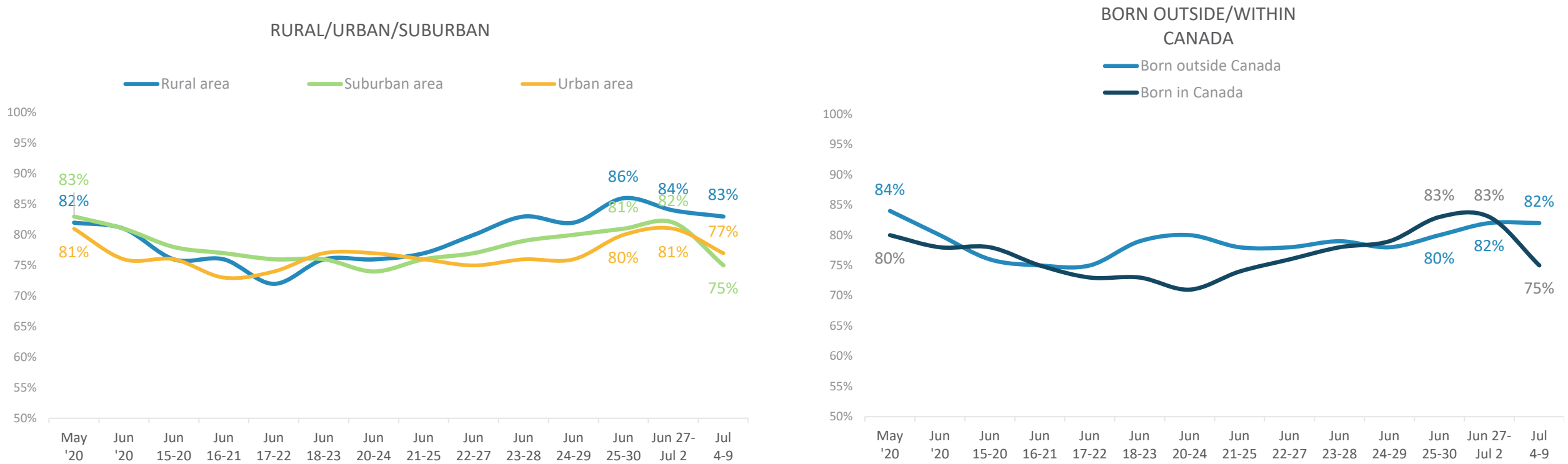


These graphs are based on 5 day roll in order to boost the sample sizes.

Q2. Overall, do you feel that the Ontario provincial government is on the right track or the wrong track, in terms of how it is governing the province? Base: Total sample

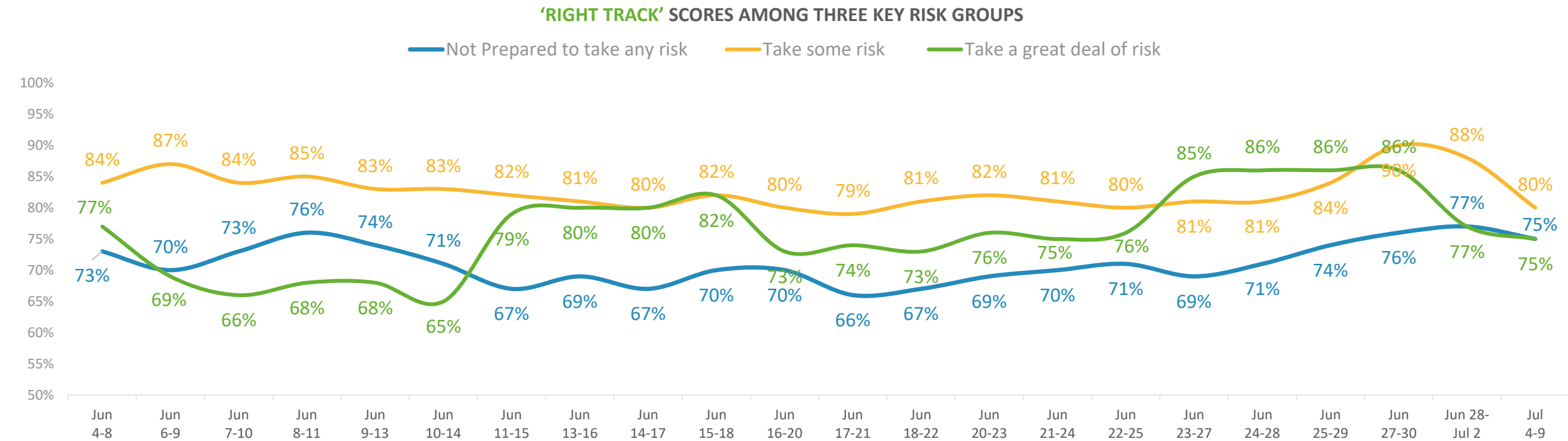
Over the past five days, ‘right track’ scores are stronger among rural residents, while weaker with suburban/urban residents. These scores are also weaker among those born in Canada.

Right Track Scores – 6-Day Roll



These graphs are based on 5 day roll in order to boost the sample sizes.

Over the past week, ‘right track’ scores for those wanting to take ‘some risk’ have softened, while the scores for ‘not prepared to take any risk’ have remained stable.



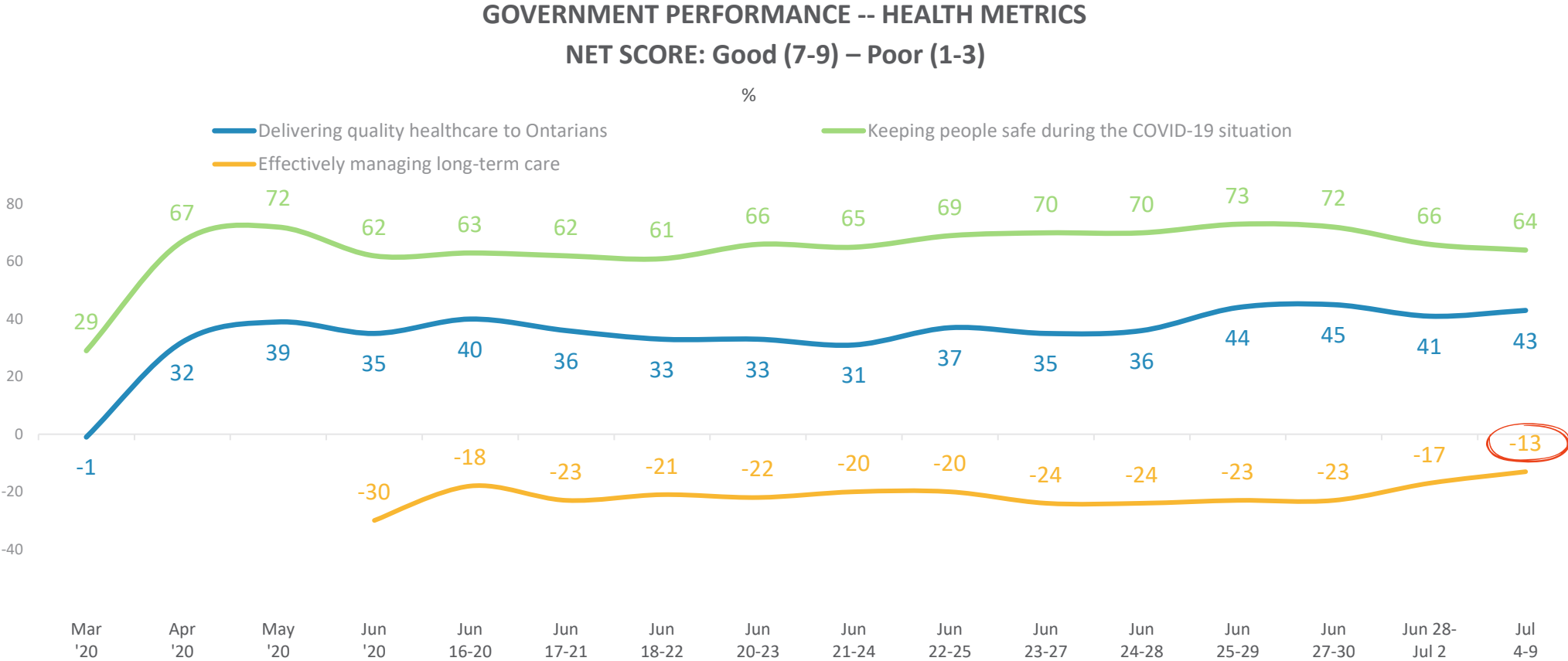
Q2. Overall, do you feel that the Ontario provincial government is on the right track or the wrong track, in terms of how it is governing the province? Base: Total sample

QCV-73. Where would you place yourself on the following scale about the risk of contracting COVID – 19 and opening up the economy more quickly?: I am not prepared to take any risk of me or a family member contracting COVID-19 in order to get back to work sooner and engage in our regular activities (1/2); I am prepared to take some risk of me or a family member contracting COVID-19 if it means we can all go back to work sooner and engage in our regular activities (3/4/5); I am prepared to take a great deal of risk of me or a family member contracting COVID-19 if it means we can all go back to work sooner and engage in our regular activities (6/7)

PERCEPTIONS OF GOVERNMENT PERFORMANCE DURING COVID-19 PANDEMIC

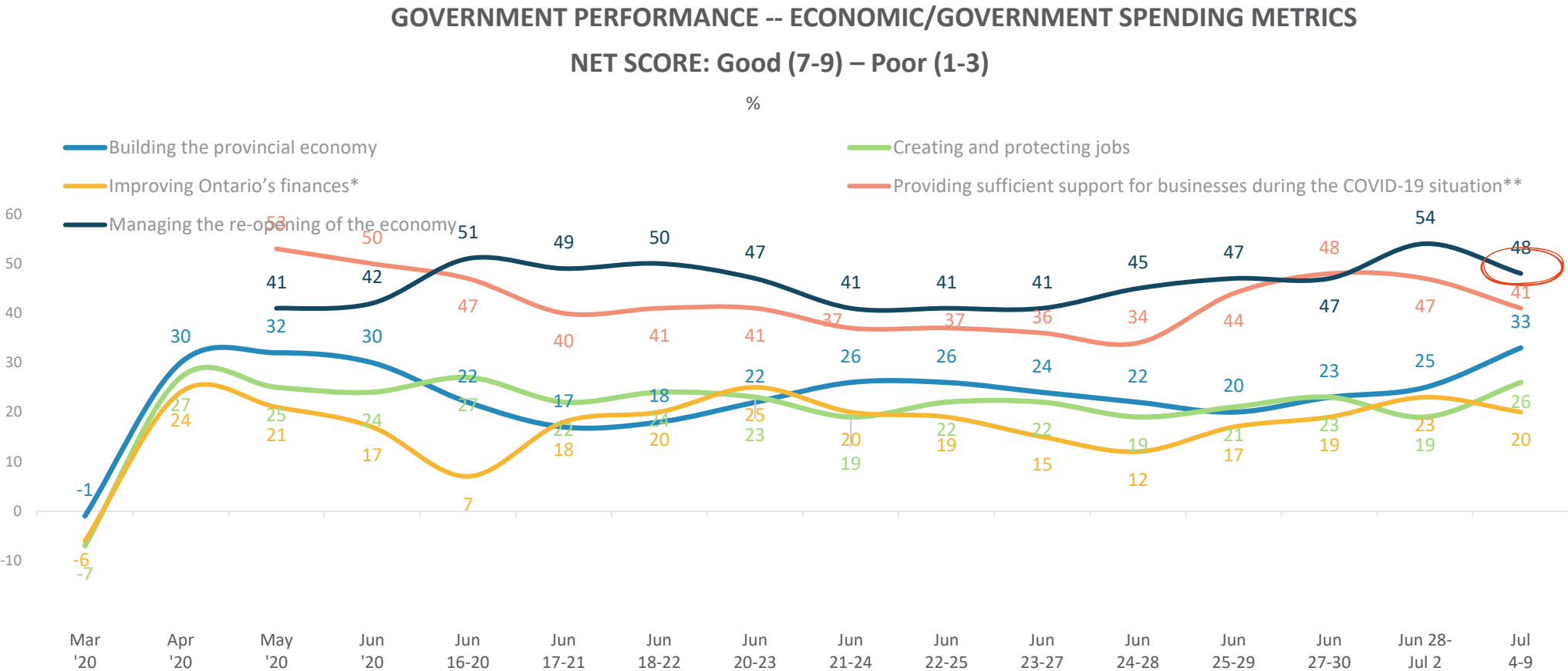


Perceptions toward the government’s performance on the key health metrics ‘delivering quality healthcare to Ontarians’ and ‘keeping people safe during the COVID-19 situation’ remain relatively stable, while there has been modest improvement in the perceived management of long-term care.



Q5. Using a scale where, where 1 means “poor” and nine is “excellent”, how would you rate the performance of Ontario government at managing each of the following? Bases vary

The government continues to be perceived as performing strongest on ‘managing the re-opening’, while perceptions toward ‘creating/protecting jobs’ and ‘building the provincial economy’ have improved slightly.



Q5. Using a scale where, where 1 means “poor” and nine is “excellent”, how would you rate the performance of Ontario government at managing each of the following?

*Former phrasing: “Improve Ontario’s finances”

**Former phrasing: “Sufficient business support during the COVID-19 situation”

Bases vary

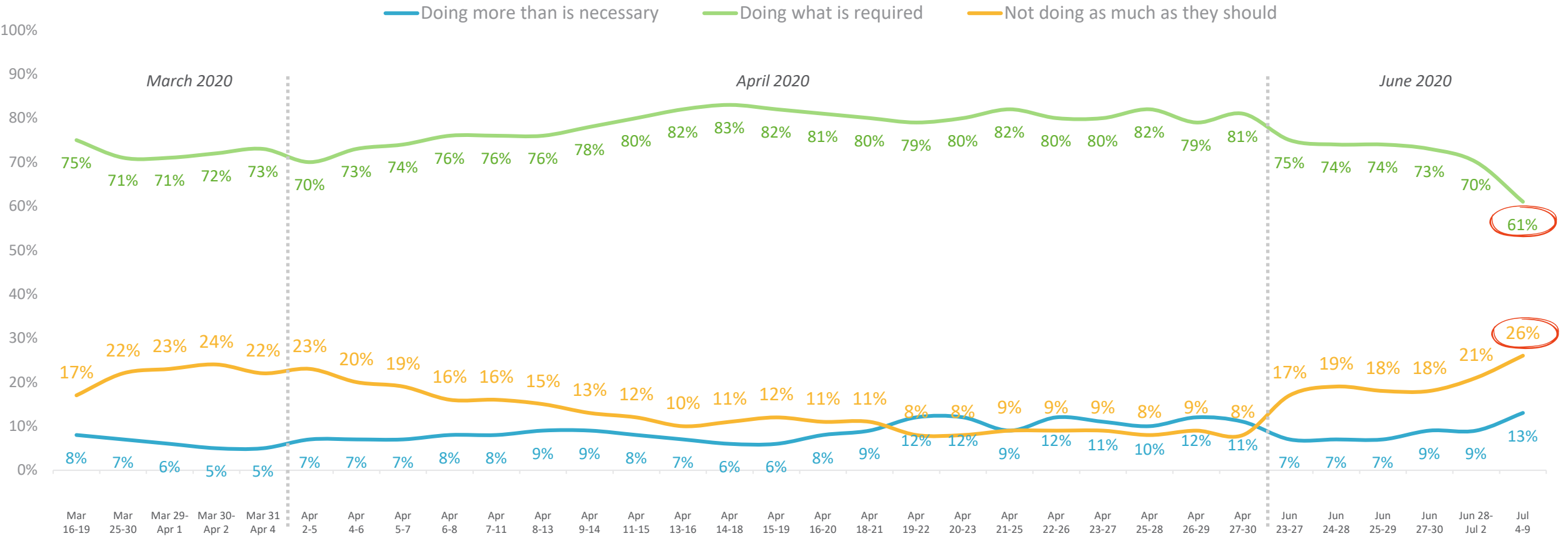
Most Ontarians think the government’s gradual and careful reopening has been the right approach compared to process in the United States. The level of intensity is high: 72% strongly agree.

Ontario’s gradual and careful re-opening has been the right approach compared to the more rapid opening process in the United States.

	Jul 4-9
n=	300
	%
TOTAL AGREE	91
Strongly agree	72
Somewhat agree	19
Neither agree nor disagree	2
Somewhat disagree	3
Strongly disagree	3
TOTAL DISAGREE	6
Don't know	2

QCV-8B. Do you agree or disagree with each of the following statements about the effects of COVID-19. The first is ...
Base: Total sample, bases vary

Most Ontarians continue to feel the government is ‘doing what is required’, but this view has declined over the past week. Now, over 1-in-4 say that the government is ‘not doing as much as they should’.



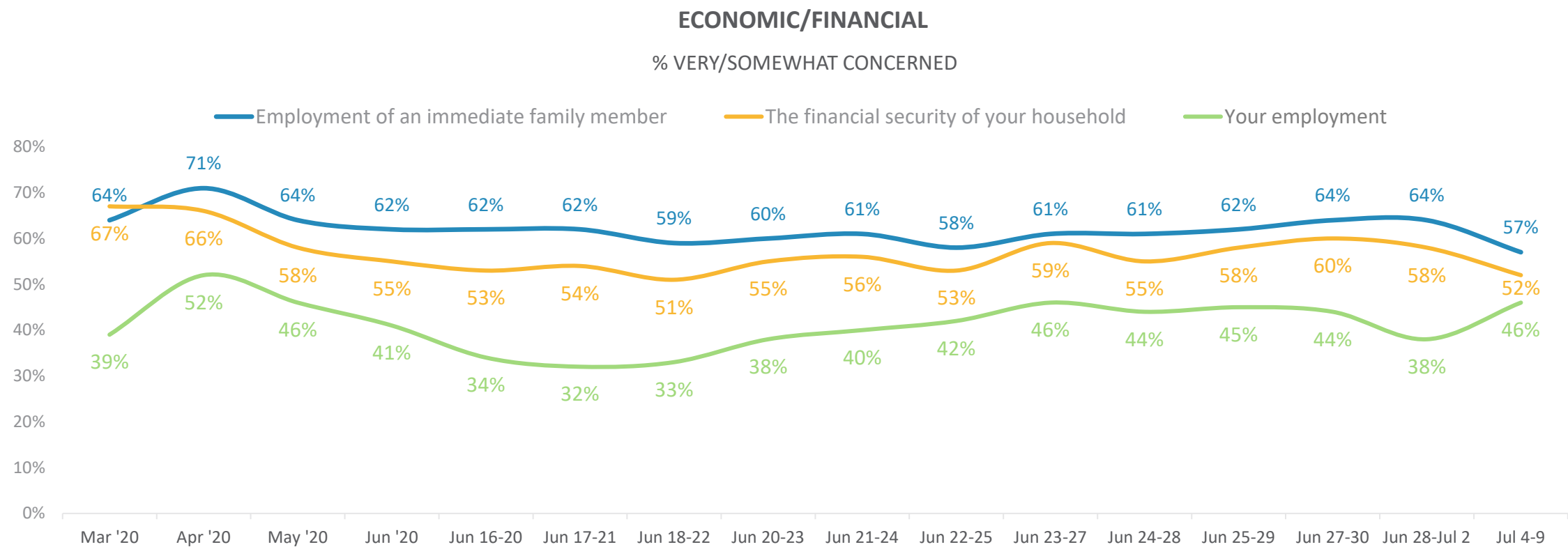
QCV-6. Thinking about the measures that the Government of Ontario has already taken to limit the spread of the virus, including advising the public and businesses about prevention measures, gradually reopening the province, and planning for the return to school in the fall, at this time would you say they are ...
(previous phrasing) Thinking about the measures that the Government of Ontario has already taken to limit the spread of the virus, including issuing a Declaration of Emergency, ordering non-essential businesses to close, advising the public and businesses about prevention measures and closing publicly funded schools, at this time would you say they are ... (READ LIST. RANDOMIZE ACCEPT ONE RESPONSE ONLY.) (previous phrasing) Thinking about the measures that the Government of Ontario has already taken to limit the spread of the virus, including advising the public and businesses about prevention measures and closing publicly funded schools, at this time would you say they are ...

Base: Total sample, base varies

CONCERNS ABOUT IMPACT OF COVID-19



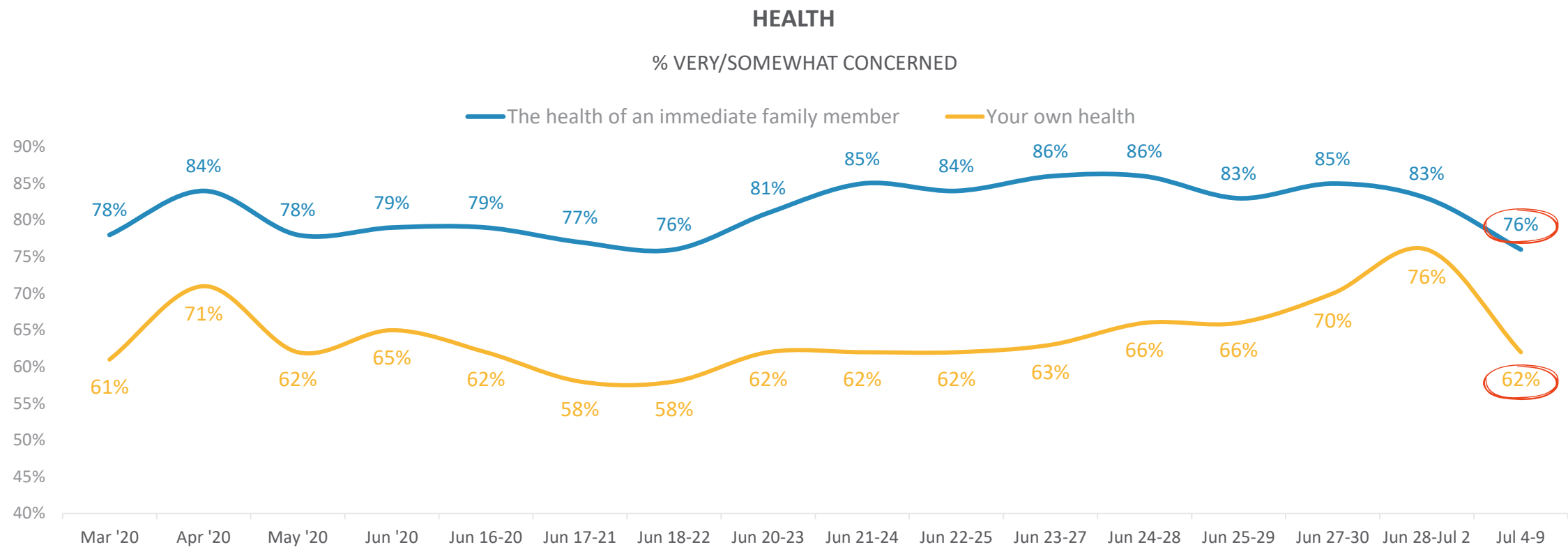
While anxiety of Ontarians about employment of immediate family members and financial security continues to remain deep, concern has eased modestly. However, concern with regard to their own employment has moved upward.



QCV-1. As the province continues to open-up and more of what was locked-down becomes available, how concerned are you that COVID-19 will impact you personally in each of the following ways? (previous phrasing) How concerned are you that the coronavirus or COVID-19 will impact you personally in each of the following ways? (Wave 1 phrasing) How concerned are you that the coronavirus or COVID-19 will affect you personally in each of the following ways?

Base: Total sample

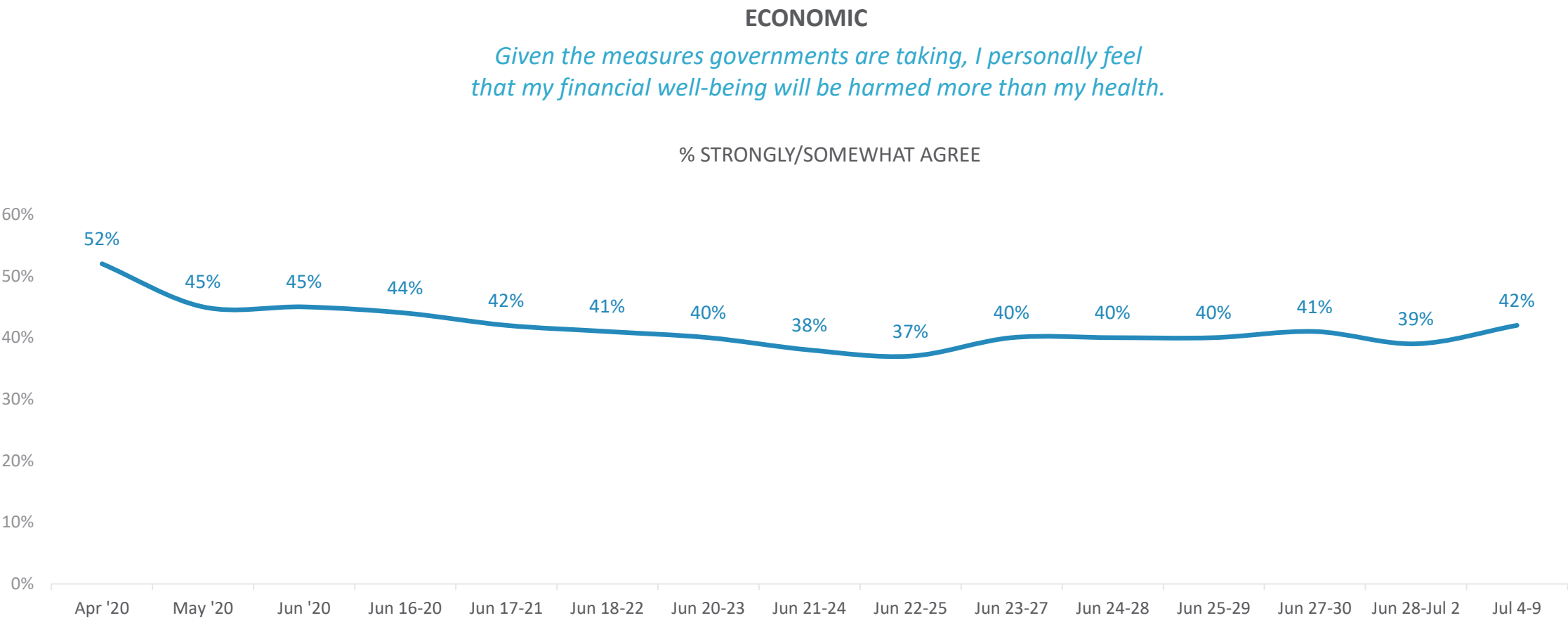
Moreover, concern of Ontarians about their personal health and health of immediate family members has declined.



QCV-1. As the province continues to open-up and more of what was locked-down becomes available, how concerned are you that COVID-19 will impact you personally in each of the following ways? (previous phrasing) How concerned are you that the coronavirus or COVID-19 will impact you personally in each of the following ways? (Wave 1 phrasing) How concerned are you that the coronavirus or COVID-19 will affect you personally in each of the following ways?

Base: Total sample

Ontarians continue to be generally less concerned about their financial well-being compared to the health risks.



QCV-8B. Do you agree or disagree with each of the following statements about the effects of COVID-19. The first is ...
Base: Total sample, bases vary

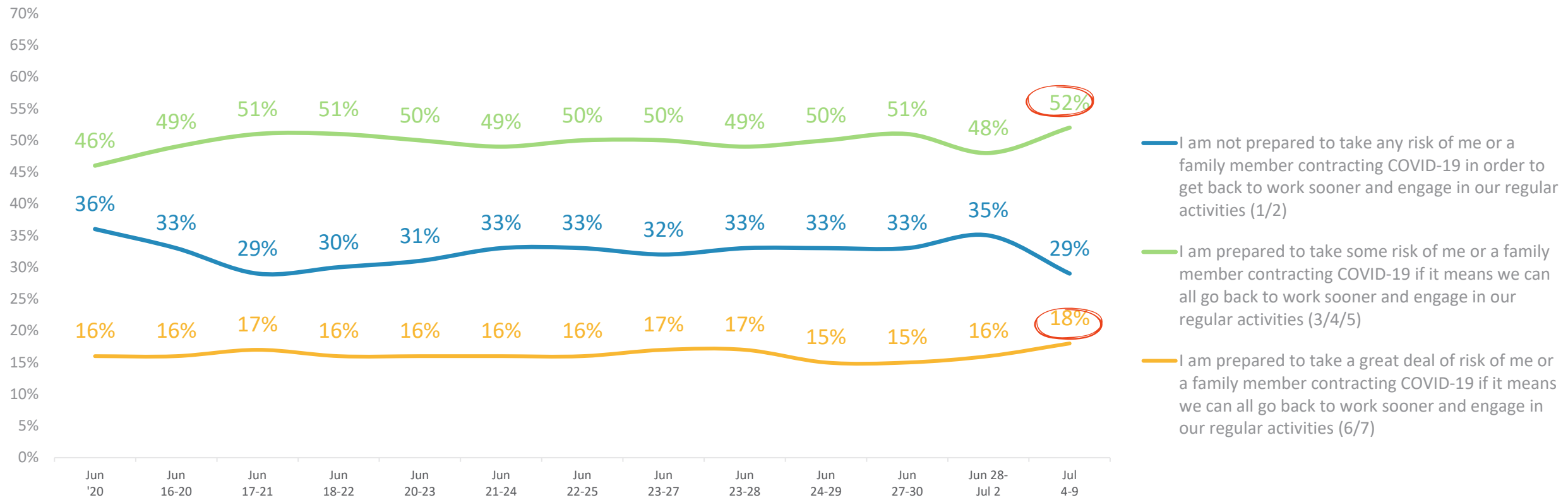
COVID-19 RISK TOLERANCE



ONTARIANS' LEVEL OF RISK TOLERANCE FOR COVID-19 VERSUS GOING BACK TO WORK SOONER

Over the past week, views about the amount of risk people wish to take to get back to regular life has increased: about 70% say they are willing to take at least 'some' risk in order to get back to a regular life. Just under 1-in-3 continue to want to take 'no risk'.

- Women, those over the age of 65, and those who think the government is on the 'wrong track' are more likely not to want to take 'any risk' in order to go back to regular life. Those willing to take 'a great deal of risk' are: men, those aged 35-44, rural residents, and those earning >\$100k.



QCV-73. Where would you place yourself on the following scale about the risk of contracting COVID – 19 and opening up the economy more quickly?

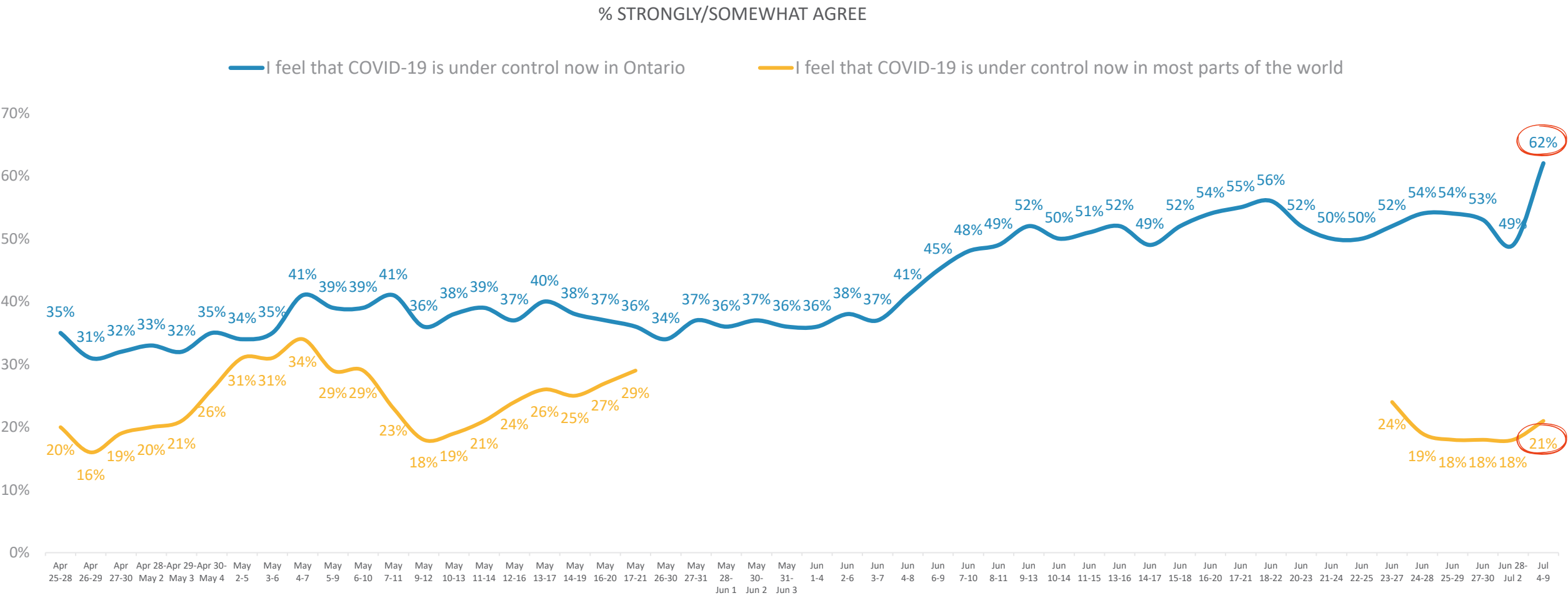
Base: Total sample ("Engage in our regular activities" added to statements June 11)

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PERCEPTIONS ABOUT WHETHER COVID-19 IS UNDER CONTROL

A majority (62%, up significantly over the past week) of Ontarians believe that COVID-19 is under control in the province. And, the gap between Ontario and the rest of world has increased significantly.

- Men, those aged 55-64, Southwest Ontario residents, those who think the government is on the 'right track', those born outside Canada, and those with children over the age of 18 living at home are the most likely to feel that COVID-19 is under control in Ontario.



QCV-8B. Do you agree or disagree with each of the following statements about the effects of COVID-19. The first is ...
Base: Total sample, bases vary

About 84% say that they see people not following the social distance guidelines, while 76% (its highest point) are trying their best to get back to living a normal life. About two-thirds say the threat of contracting COVID-19 is much less now than it was a month ago.

- Key groups who are trying to get back to regular life pre-COVID-19 are: men, those earning <\$100k, suburban residents, those people who see the government on the 'right track', and those with no children in their homes.
- Rural residents and those aged 35-44 are the most likely to think that COVID-19 is not a significant public risk.
- Key groups who see people not practicing social distancing guidelines are: women, those born outside Canada and those aged 35-44.

% STRONGLY/SOMEWHAT AGREE	June 10-14	June 11-15	June 13-16	June 14-17	June 15-18	June 16-20	June 17-21	June 18-22	June 20-23	June 21-24	June 22-25	June 23-27	June 24-28	June 25-29	June 27-30	June 28-July 2	Jul 4-9
n=	varies																
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I think the threat of contracting COVID-19 is much less now than it was a month ago	54	54	57	60	61	65	63	62	59	60	60	61	63	59	60	58	64
I am doing my best to get <u>back</u> to living a normal pre-COVID-19 life	70	71	72	70	69	67	69	72	74	71	70	70	69	71	73	72	76
COVID-19 is no longer a significant public health risk	12	13	13	14	14	13	15	15	14	11	10	9	8	9	8	8	14
I see people everyday not following the social distancing guidelines	72	75	75	76	78	79	81	81	83	82	79	78	77	78	77	77	84

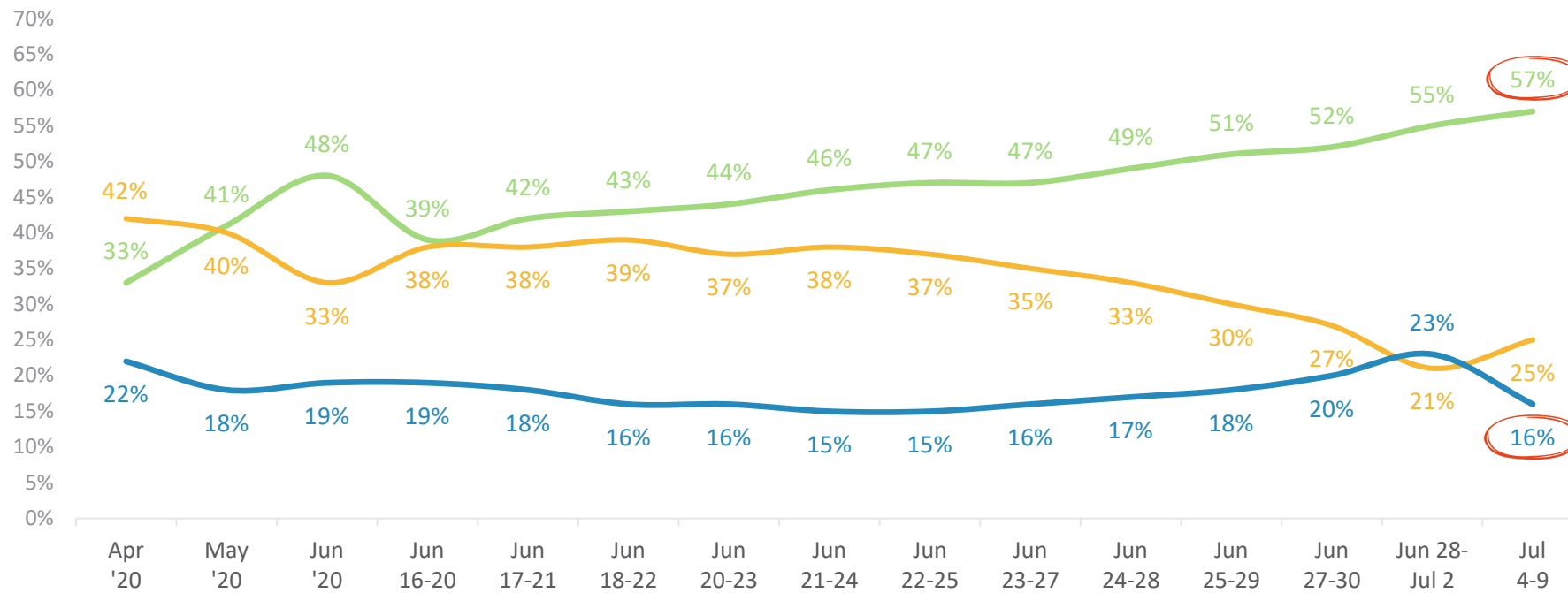
MASK WEARING PERCEPTIONS



MAKING THE WEARING OF A MASK A LEGAL REQUIREMENT

Ontarians have shifted significantly toward some level of legal codification of face mask wearing: 73% want some legal requirement for this way of stopping the virus spread.

- Men, those earning >\$100k, those aged 55-64, rural residents, and those with children aged <18 living at home are the most inclined not to think there should be a law requiring masks to be worn.
- Women, those earning <\$40k, those aged 65+, and those born outside Canada are more likely to think some legal codification needs to occur.



- A law requiring everyone to wear a mask when they are outside their homes and can't maintain physical distancing
- I don't think there should be a law requiring masks to be worn
- A law requiring everyone to wear a mask when they are outside their homes

QCV-30. Which of these two approaches do you prefer:

Base: Total sample

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Ontarians believe that mask wearing reduces COVID-19 risks. Interestingly, there is a declining percentage who feel it is not comfortable wearing a mask when they leave their home. And, some 32% think it is uncomfortable to wear a mask for more than a few minutes.

- Men, those aged 35-44, and those earning <\$40k are the least likely to believe that mask wearing reduces the risk of the virus.
- The sub-groups more likely to say they are not comfortable wearing a mask outside their home are: men, those aged 55-64, those earning <\$40k, those with children over the age of 18 in their homes, and rural residents.

% STRONGLY/SOMEWHAT AGREE	June 10-14	June 11-15	June 13-16	June 14-17	June 15-18	June 16-20	June 17-21	June 18-22	June 20-23	June 21-24	June 22-25	June 23-27	June 24-28	June 25-29	June 27-30	June 28-July 2	Jul 4-9
n=	varies																
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I am not comfortable wearing a mask when I leave my home	34	32	31	27	28	29	30	31	32	30	27	25	25	25	27	24	30
Wearing a mask reduces the risk of COVID-19 for everyone	79	78	83	83	84	84	85	83	83	81	82	84	86	89	87	86	81
I find masks too uncomfortable to wear for more than a few minutes	36	38	39	38	40	37	37	38	38	40	38	38	38	38	38	35	32

FREQUENCY OF FACE MASK WEARING

About 60% of Ontarians claim they are wearing a face mask ‘all of the time’ or ‘most of the time’ when away from home, while 21% say they ‘rarely’ or ‘never’ wear a mask.

- Women, those aged 65+, Toronto suburban residents, and those born outside Canada are the most inclined to say they are wearing face masks ‘all/most of the time’.

	June 18-22	June 20-23	June 21-24	June 22-25	June 23-27	June 24-28	June 25-29	June 27-30	June 28-July 2	Jul 4-9
n=	313	400	400	410	410	410	410	410	410	300
	%	%	%	%	%	%	%	%	%	%
TOTAL ALL/MOST OF THE TIME	52	52	52	52	54	55	58	58	60	60
All of the time	26	27	27	23	25	25	25	29	29	22
Most of the time	26	25	26	29	29	31	33	29	32	38
Some of the time	26	26	28	28	26	25	24	26	24	20
Rarely	19	18	15	17	17	16	15	12	13	18
Never	4	3	4	3	3	4	3	3	3	3
RARELY/NEVER	23	21	20	20	20	20	18	15	16	21

QD1B. As a result of COVID-19 and thinking about your daily activities when you are away from home, how often do you wear a face mask?

Base: Total sample

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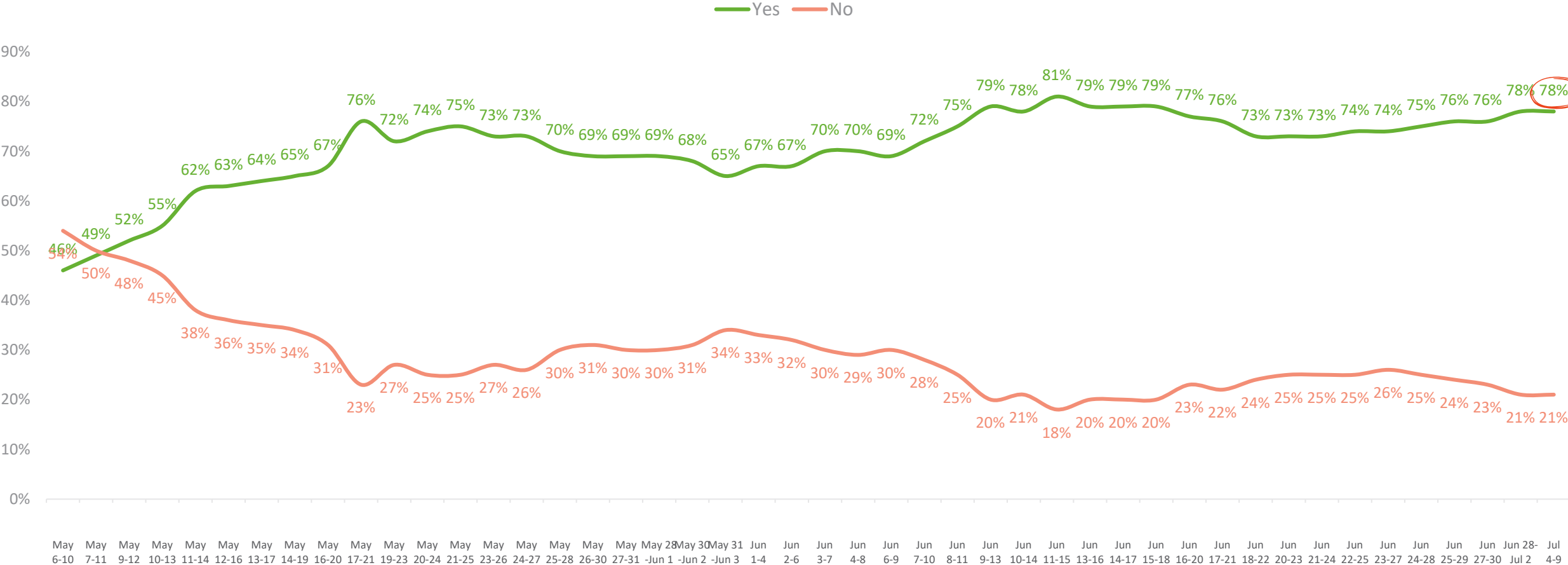
GUIDELINES FOR OPENING BUSINESSES



AWARENESS OF PROVINCIAL GUIDELINESS FOR RE-OPENING BUSINESSES

Over the past 8 days, awareness of the guidelines for the re-opening of Ontario businesses has remained stable at 78%.

- Women, those earning >\$40k, those born in Canada, and those aged 45-54 are the most aware of these guidelines.

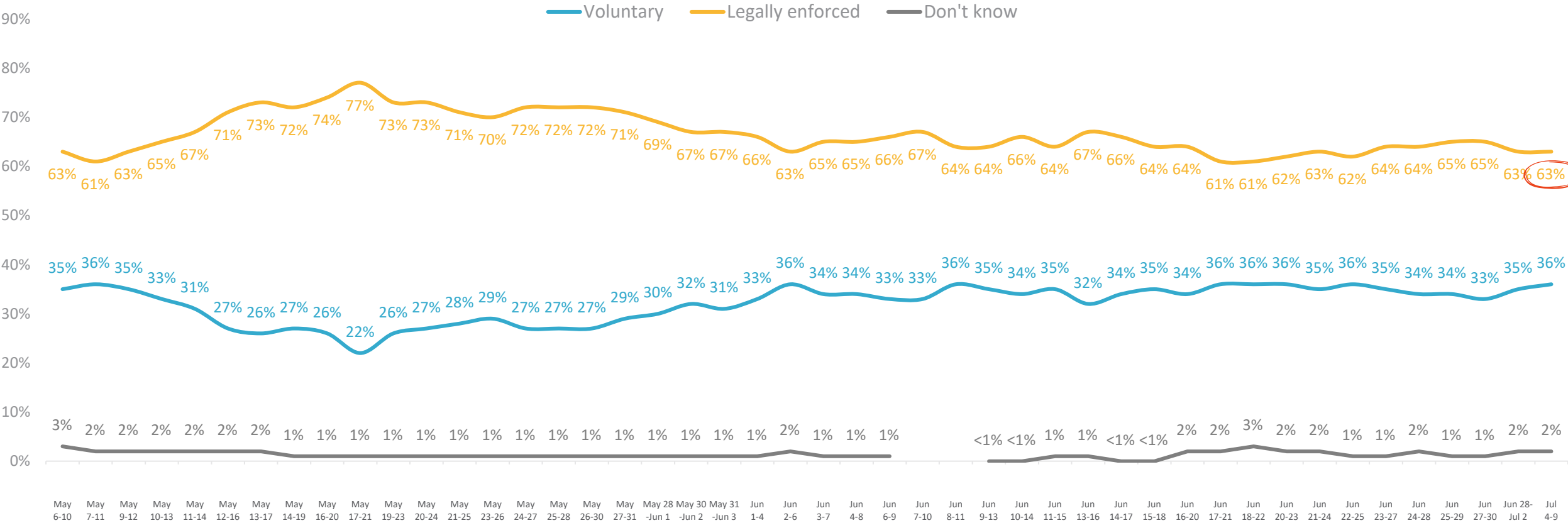


QCV-52. As part of the process of re-opening of the economy, the province has announced guidelines to help ensure the re-opening of businesses occurs without increasing COVID-19 infections. Are you aware of these guidelines?

Base: Bases vary

Support for provincial guidelines to be legally enforced remains strong.

- Those who are mostly likely to want these guidelines to be codified are: women and urban/suburban residents.



QCV-54. The guidelines for re-opening include requirements for physical distancing, frequent handwashing and sanitizing of surfaces, staggered shifts, installing physical barriers, and contactless payment options Do you believe that these guidelines should remain voluntary or should they be legally enforced? (previous phrasing) Do you believe that these guidelines should remain voluntary or should they be legally enforced?

Base: Total sample (May 6-10 n=184, May 7-11 n=242, May 9-12 n=300, May 10-13 n=258, May 11-14 n=209, May 12-16 n=208, May 13-17 n=206, May 14-19 n=208, May 16-20 n=214, May 17-21 n=215, May 19-23 n=276, May 20-24 n=321, May 21-25 n=367, from May 23-26 and onward n=410, June 16-20 and onward n=400, Jun 23-27 n=410, June 24-28 n=410, June 25-29 n=410, June 27-30 n=410, June 28-July 2 n=410, July 4-9 n=300)

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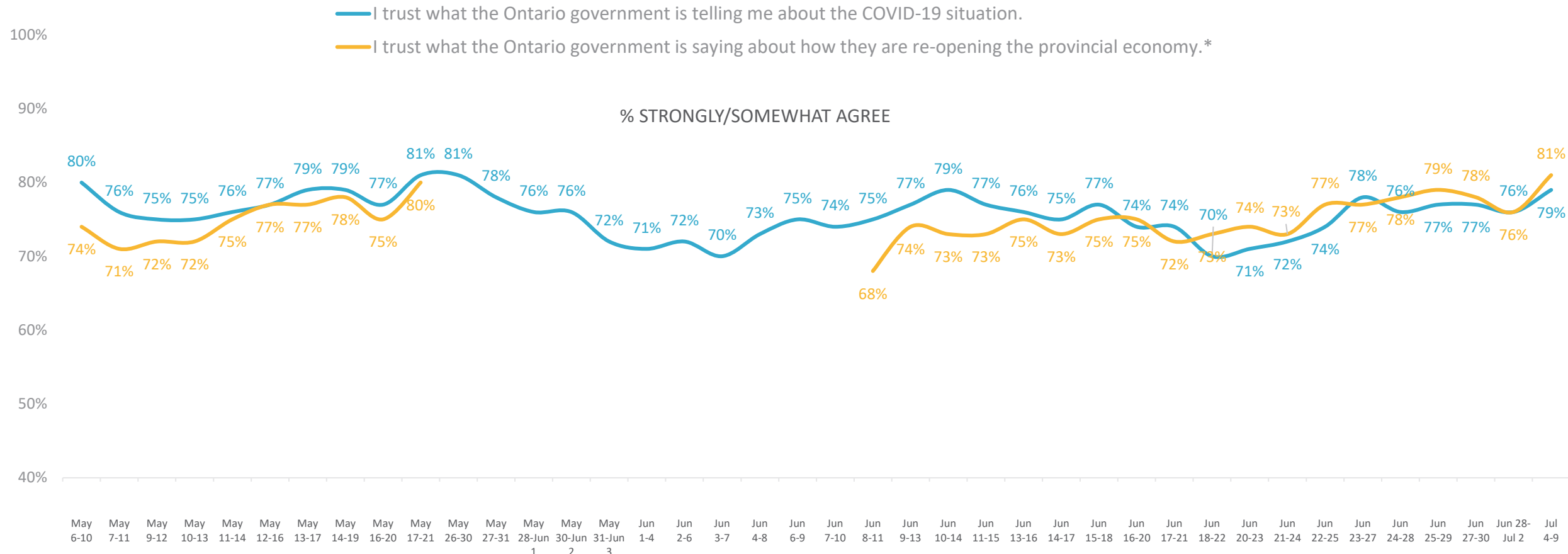
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29

CONFIDENCE IN GOVERNMENT COVID-19 MESSAGING



Ontarians continue to trust the government’s messaging about the economic re-opening and general COVID-19 situation.



QCV-8B. Do you agree or disagree with each of the following statements about the effects of COVID-19. The first is ...
Base: Total sample, base varies * Previous phrasing: I trust what the Ontario government is saying about how they plan to re-open the provincial economy

About 78% (up from 71% a week ago) say they have enough information about the virus. And, about 1-in-2 say they are paying less attention to COVID-19 news or information. However, interestingly, only 1-in-5 reject the view that they don’t need to hear any more news about the virus.

- Those aged 55-64, those earning <\$40k, and rural/suburban residents feel they have enough information.

% STRONGLY/SOMEWHAT AGREE	June 10-14	June 11-15	June 13-16	June 14-17	June 15-18	June 16-20	June 17-21	June 18-22	June 20-23	June 21-24	June 22-25	June 23-27	June 24-28	June 25-29	June 27-30	June 28-July 2	July 4-9
n=	varies																
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I’m paying less attention to news or information about COVID-19	50	53	51	51	50	47	47	52	53	51	53	51	50	52	48	49	52
I feel that I have enough information about COVID-19	70	70	69	69	69	68	68	67	67	69	70	71	72	72	73	71	78
I feel that I don’t <u>need</u> to hear any more news about COVID-19	24	26	24	22	23	20	22	23	21	23	20	20	21	19	22	20	22

QCV-14. To what extent do you agree or disagree with the following statements about

Base: Total sample

SUPPORT FOR
OPENING UP THE
CANADIAN BORDER
TO NON-ESSENTIAL US VISITORS



Ontarians overwhelmingly oppose the opening up of the Canadian border to non-essential US visitors. The strength of the opposition is striking: 71% are ‘strongly’ opposed to this idea.

- Men and those aged 18-34 are the most likely to support opening the borders to non-essential US visitors.

	June 25-29	June 27-30	June 28- July 2	Jul 4-9
n=	294	410	410	300
	%	%	%	%
TOTAL SUPPORT	16	17	14	13
Strongly support	5	7	7	6
Somewhat support	10	10	7	7
Neither support nor oppose	3	3	3	5
Somewhat oppose	13	13	13	11
Strongly oppose	66	66	69	71
TOTAL OPPOSE	79	78	82	81
Don't know/not sure	2	2	1	1

QCV-100B2. To what extent do you support or oppose the opening up of the Canadian border to non-essential US visitors?

Base: Total sample