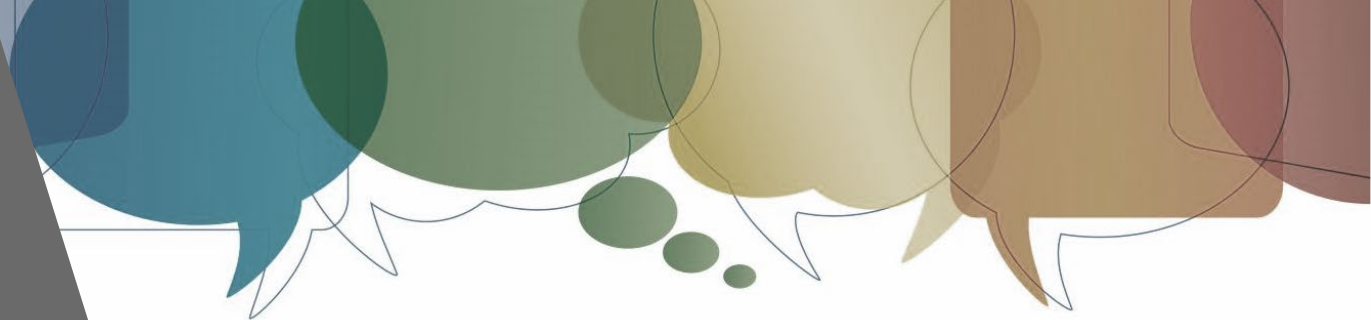




THE
**STRATEGIC
COUNSEL**

EXPERIENCE • PASSION • CREATIVITY

TORONTO | OTTAWA | CALGARY
www.thestrategiccounsel.com



PULSE REPORT ON COVID-19 – REPORT #99

CABINET OFFICE

September 21st 2021



KEY FINDINGS

Key Findings

1 'Right track' scores maintained the increases measured in the previous two weeks and is at 60% this week. The 'right track' scores have increased by 8-points since the announcement of the vaccine certificates.

3 However, the majority of Ontarians (69%) continue to feel that the government is prepared to handle a fourth wave of infections if a COVID-19 variant spreads rapidly.

'Effectively managing vaccinations' was steady this week and remains the highest rated health metric. In the meantime, positive ratings of the government's performance for 'keeping people safe during the COVID-19 situation' continued to trend upward this week.

About half (48%) continue to believe the government is 'doing what is required' to reduce the spread of the virus. However, there was a decrease to 28% of Ontarians who think the government is 'not doing as much as they should'.

2 Given that infection rates remain relatively flat over the past week, concern about the 4th wave may be ebbing. While Ontarians remain concerned about pandemic, this concern seems to be lessening somewhat.

That said, again this week only half (50%) of Ontarians agree that we are over the worst of COVID-19 and this proportion has declined 27-points since the beginning of July. Fewer Ontarians (42%) are confident that the end of COVID-19 is nearer now that vaccines are being administered, down from 70% in July. This is the lowest level since the start of the year.

And, four-in-ten (40%) Ontarians believe unvaccinated individuals are the most responsible for this fourth wave of the pandemic.

4 The majority of Ontarians support vaccine certificates. Two-thirds (66%) of Ontarians say they support the introduction of a vaccine certificate as it will provide another level of safety and persuade more people to get vaccinated. However, support for the vaccine certificate appears to have dropped over the past week. This metric needs to be monitored over the next several weeks.

Awareness is high that the government of Ontario is introducing a vaccine certificate that provides proof that a person is fully vaccinated for COVID-19. This week, almost nine-in-ten (87%) Ontarians report they have heard 'a lot' or 'something' about the introduction of the vaccine certificate. And, intensity is high with half (53%) saying they have heard 'a lot'.

Key Findings

5 COVID-19 as the top priority requiring attention from the government declined slightly this week, while the economy has continued to slowly trend upwards to 14% this week.

And, there continues to be a 6-point gap between Ontarians who think the government's focus in the coming months should be on economic issues (46%) and those that think it should be on health-related issues (40%).

Of note, the government's performance rating for 'managing the re-opening of the economy' has improved 10-points in the past two weeks and is now back in positive territory. The other economic and government spending metrics were steady this week.

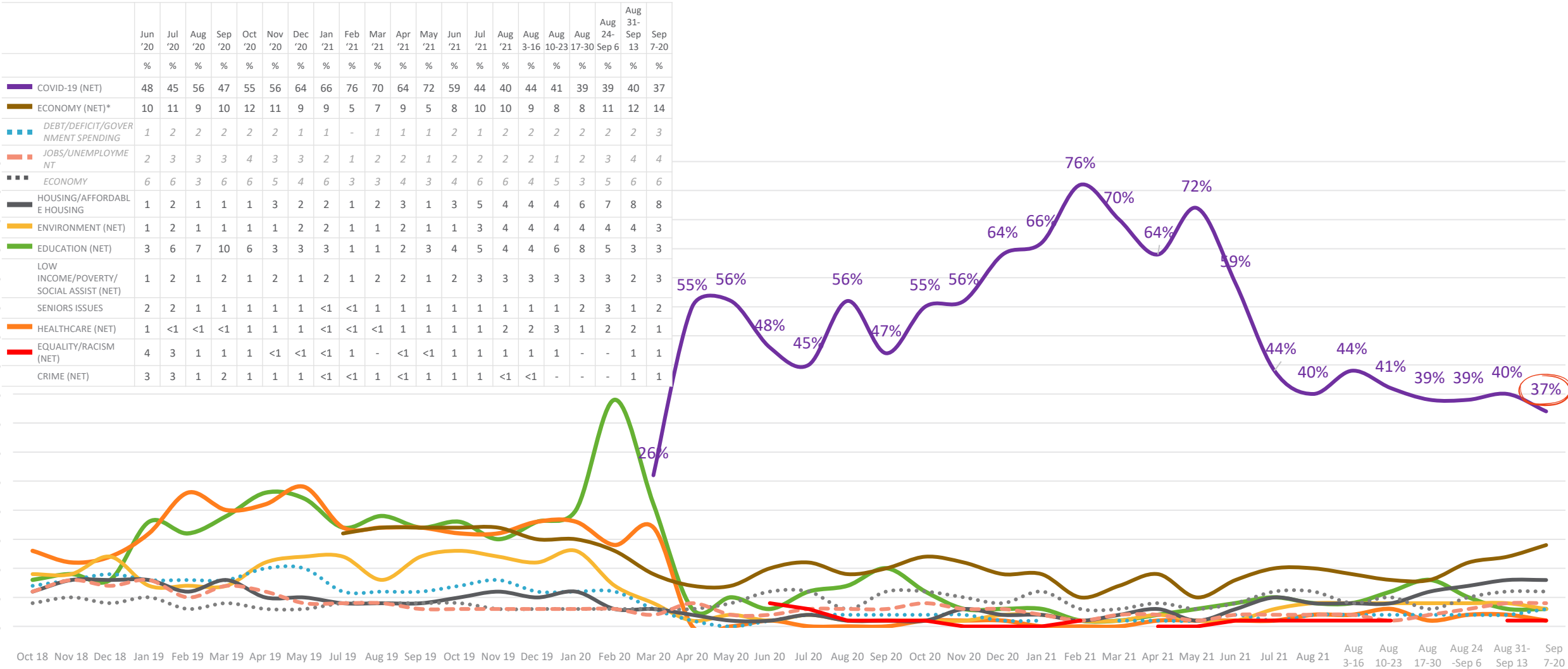
However, rating of the government's performance for 'making life more affordable' was unchanged this week and remains at levels found prior to/at the beginning of the COVID-19 pandemic. This is a metric that bears watching.

6 With students back in school for several weeks, the rating of the government's performance for 'ensuring excellent public education' saw an improvement over the past seven days.

TOP ONTARIO GOVERNMENT PRIORITIES



While COVID-19 as a top priority declined slightly this week, the economy has continued to slowly trend upwards to 14% this week.



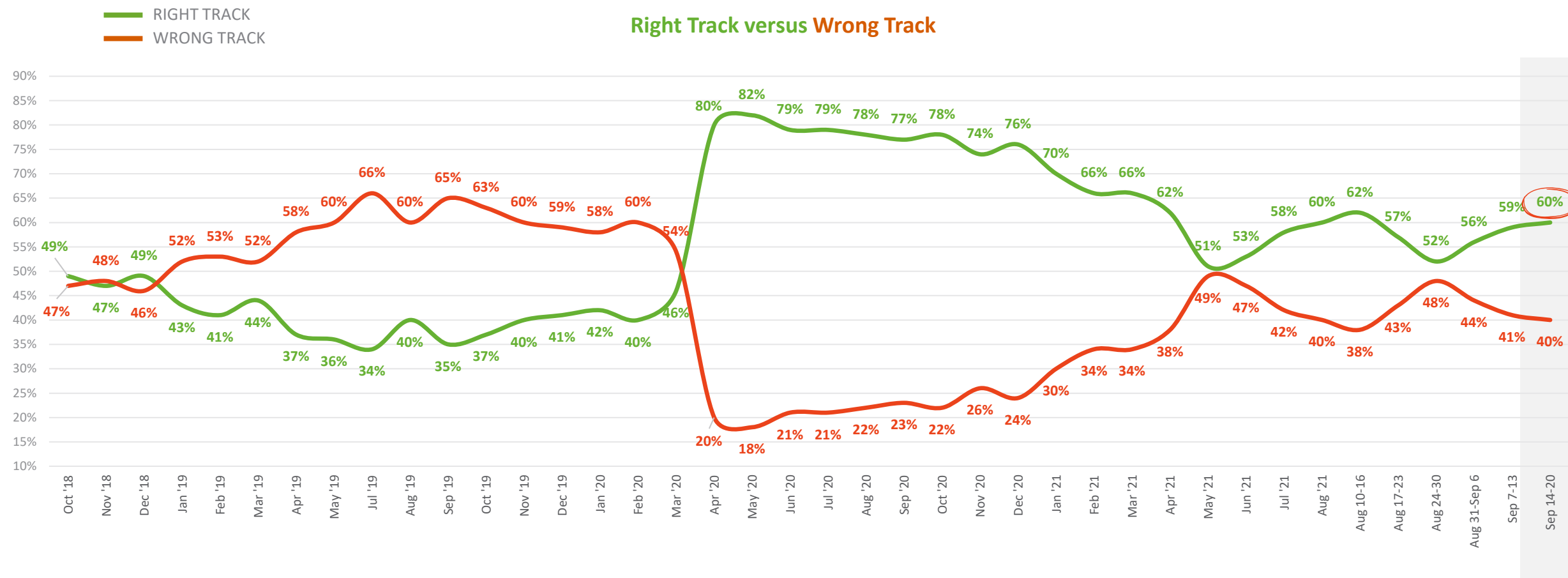
*ECONOMIC (NET) includes: Debt/Deficit/Government spending/Balance budget, Jobs/unemployment, Economy, Taxes

Q1. Thinking about the issues presently facing Ontario, which ONE do you feel should receive the GREATEST attention from the Ontario provincial government? That is, what should be the top priority?

RIGHT TRACK
WRONG TRACK

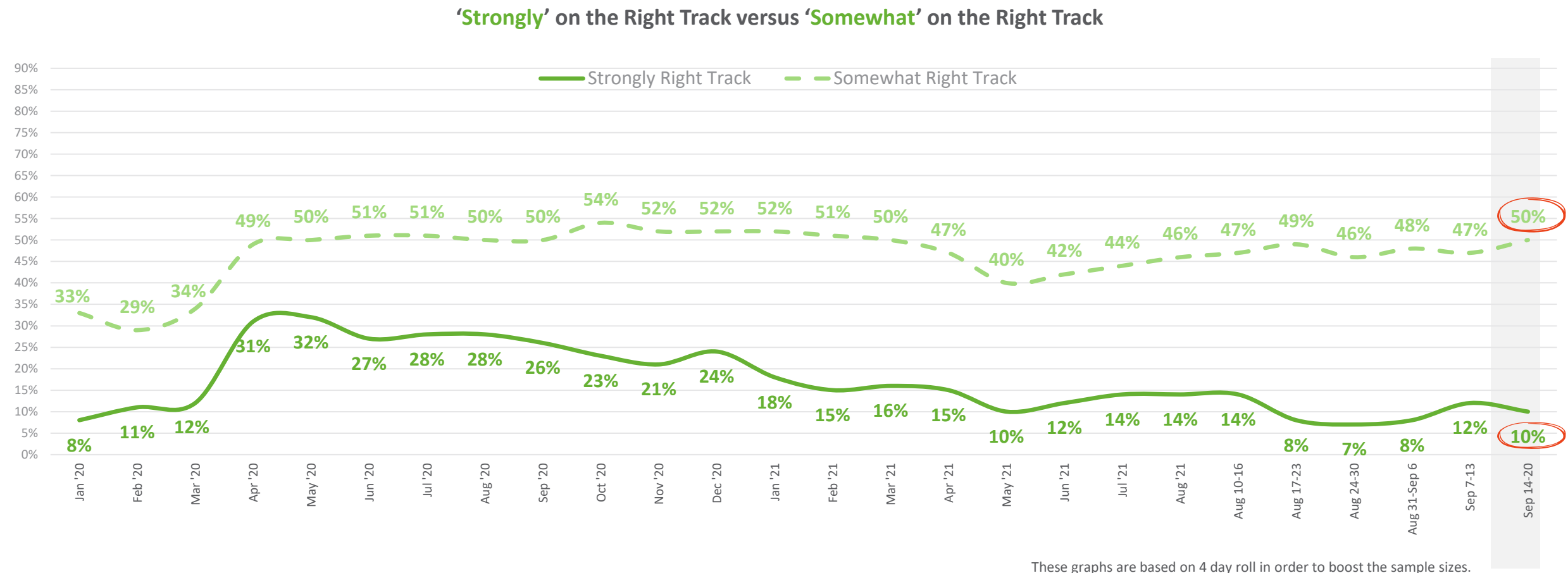


‘Right track’ scores maintained the increases measured in the previous two weeks and is at 60% this week.



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

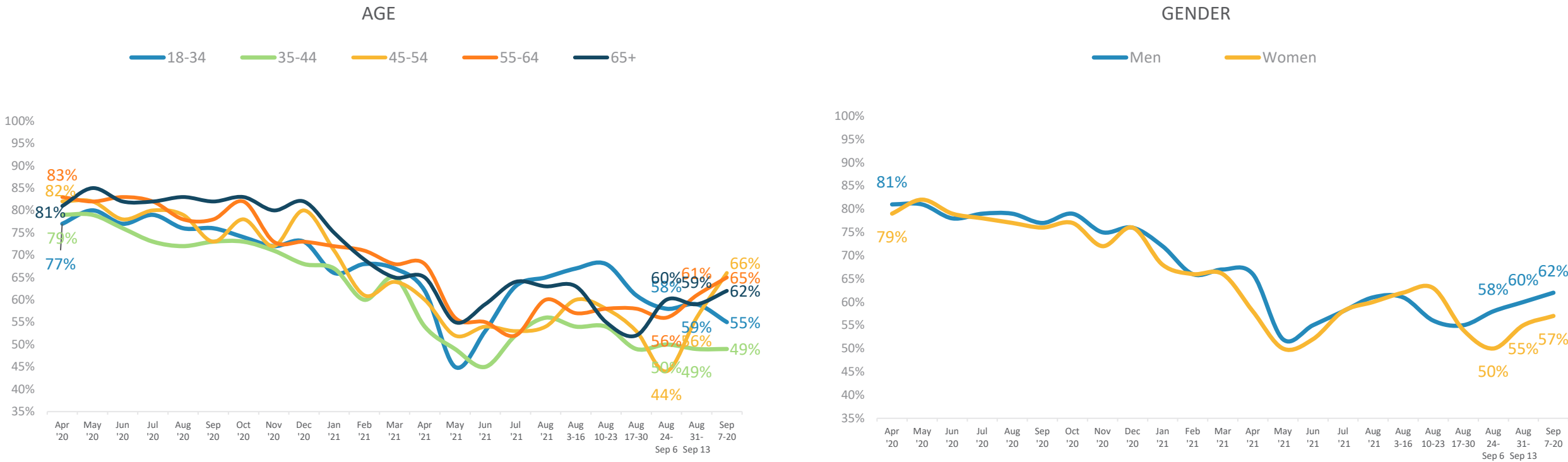
There was a slight uptick in ‘somewhat on the right track’ scores which have been slowly trending up increasing 10-points since May of this year.



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 among those aged 45+ increased this week. And, while scores among those aged 35-44 remained steady, there was a decline measured among Ontarians aged 18-34. This week, ‘right track’ scores increased among both men and women, with men continuing to have higher scores.

Right Track Scores – 12-Day Roll

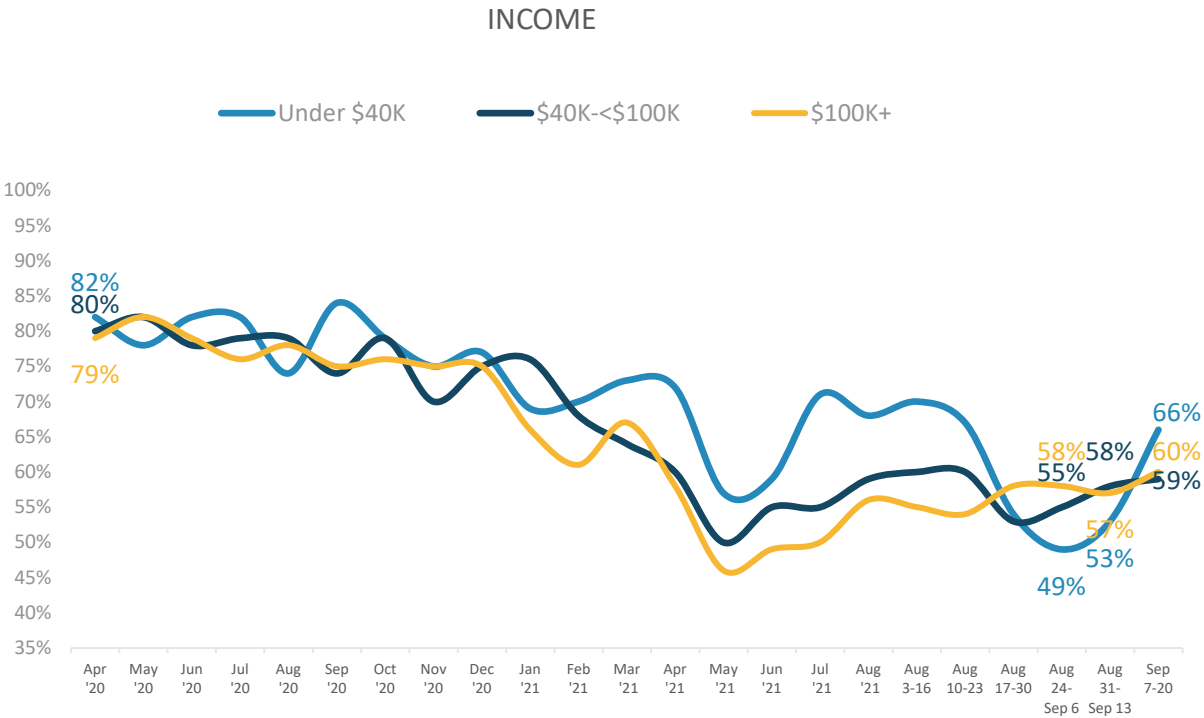
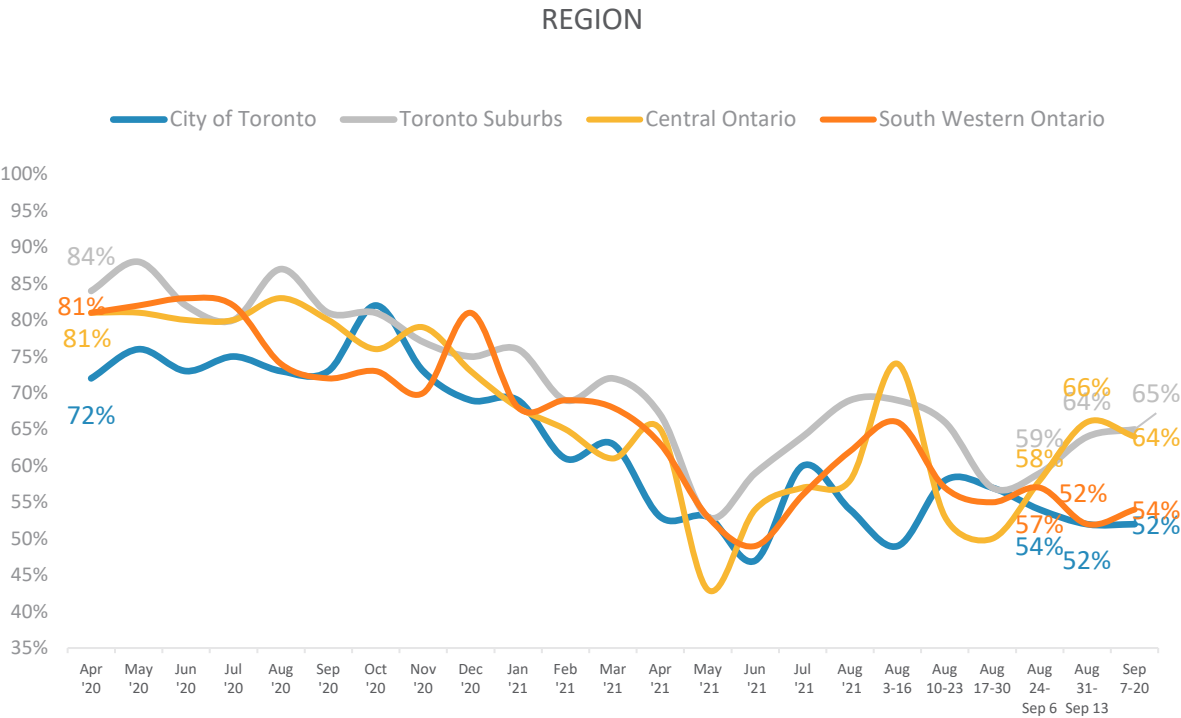


These graphs are based on 5 day roll in order to boost the sample sizes.

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 remain highest in the Toronto suburbs and Central Ontario by 10-points or more. By income, there were increases again this week among Ontarians making under \$40k and this segment once again has the highest ‘right track’ scores.

Right Track Scores – 12-Day Roll



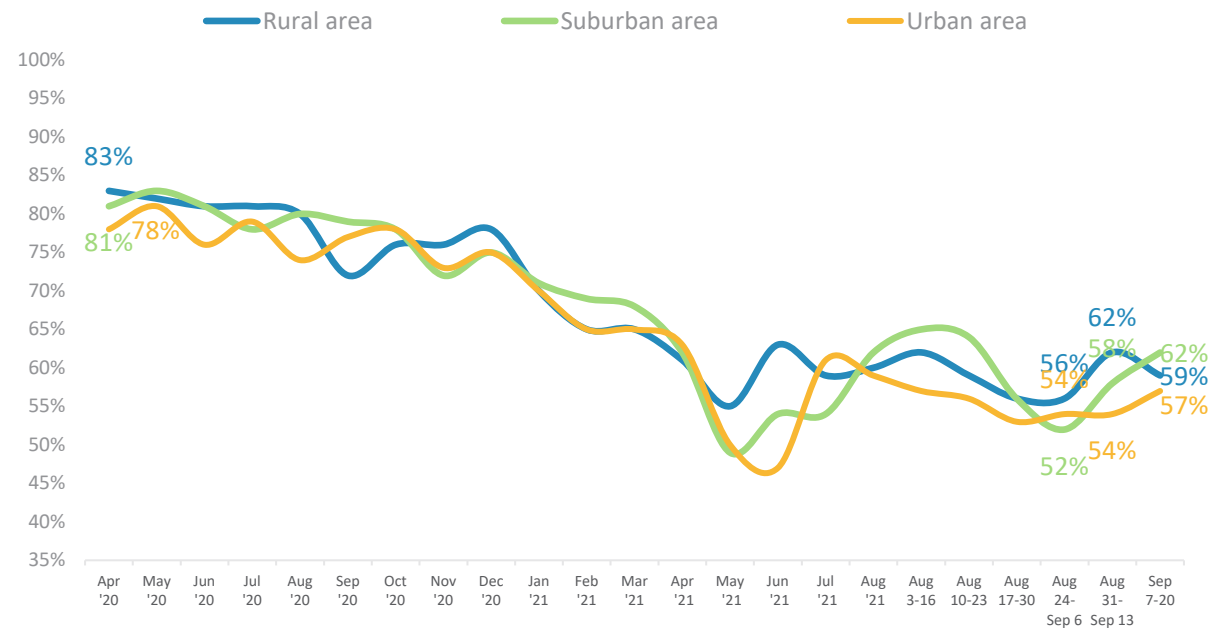
These graphs are based on 5 day roll in order to boost the sample sizes.

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

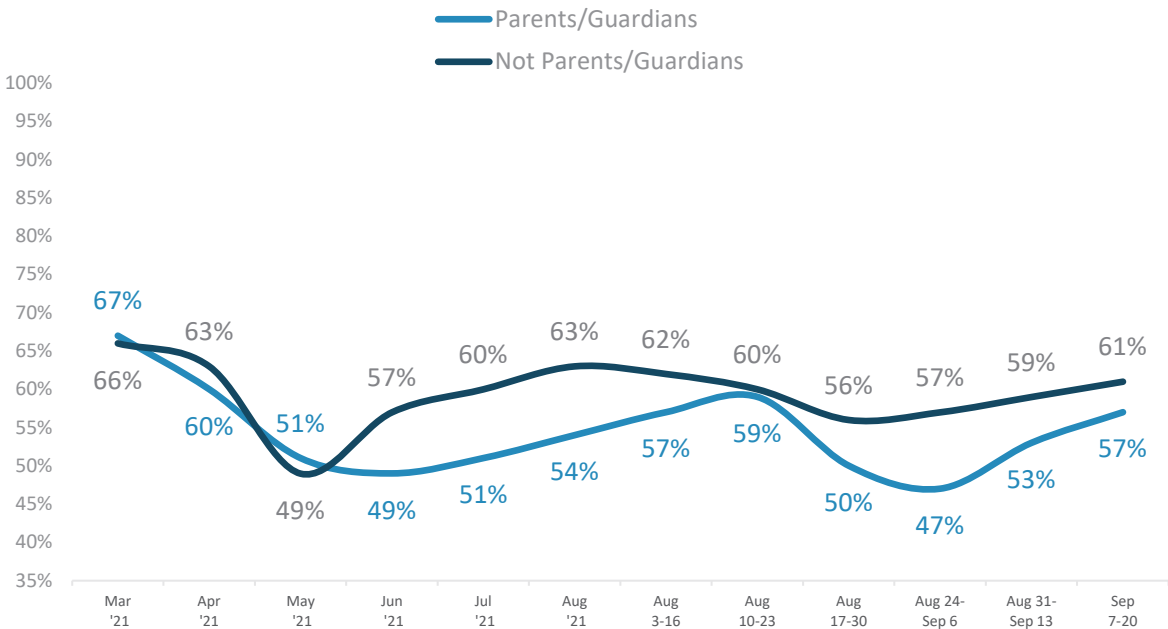
While there were increases in both urban and suburban areas, there was a slight decline this week in ‘right track’ scores in rural areas.

Right Track Scores – 12-Day Roll

RURAL/URBAN/SUBURBAN



PARENTS/GUARDIAN JK-G12 VS NOT PARENTS/GUARDIANS



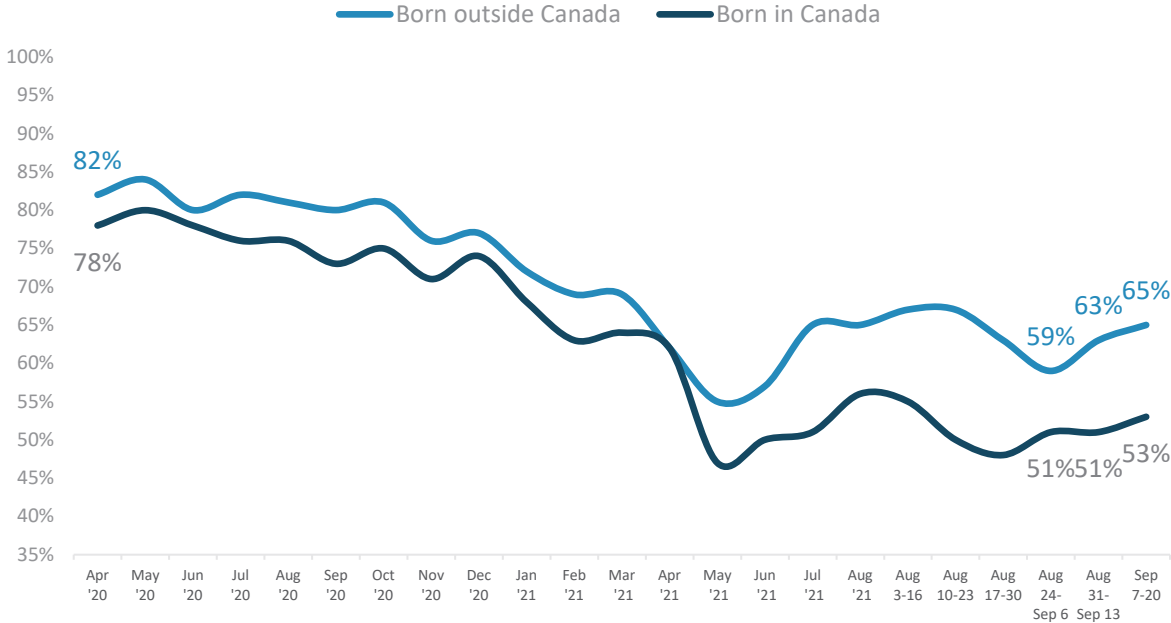
These graphs are based on 5 day roll in order to boost the sample sizes.

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

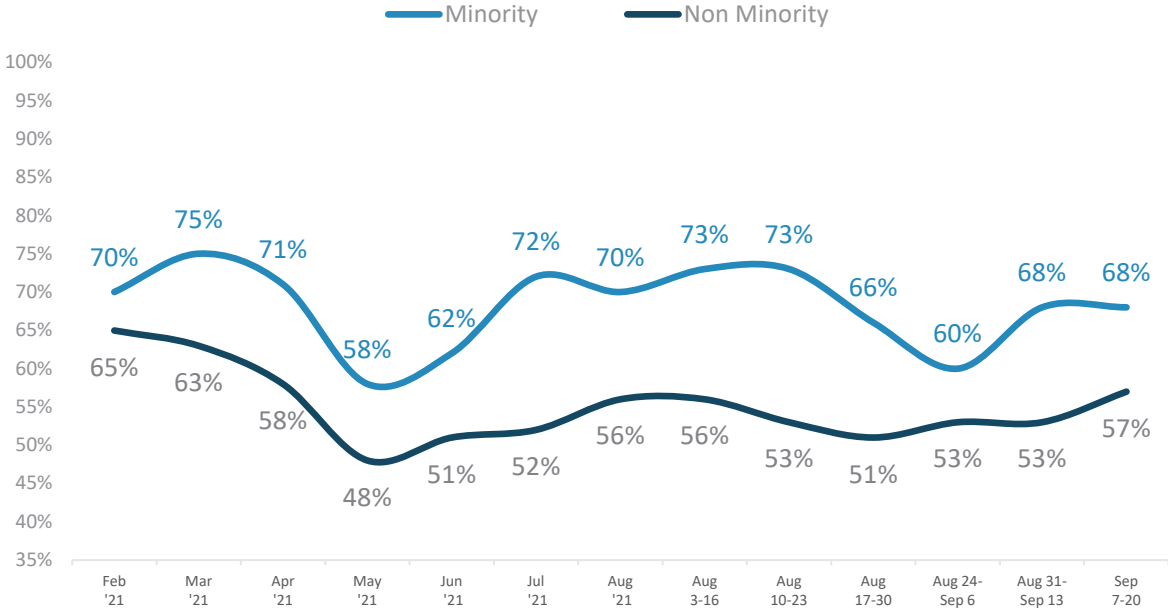
‘Right track’ scores increased among Ontarians born in and outside of Canada. And, while there was no change among minorities, there was an uptick in ‘right track’ scores among non-minorities this week.

Right Track Scores – 12-Day Roll

BORN OUTSIDE/WITHIN CANADA



MINORITY VS NON MINORITY

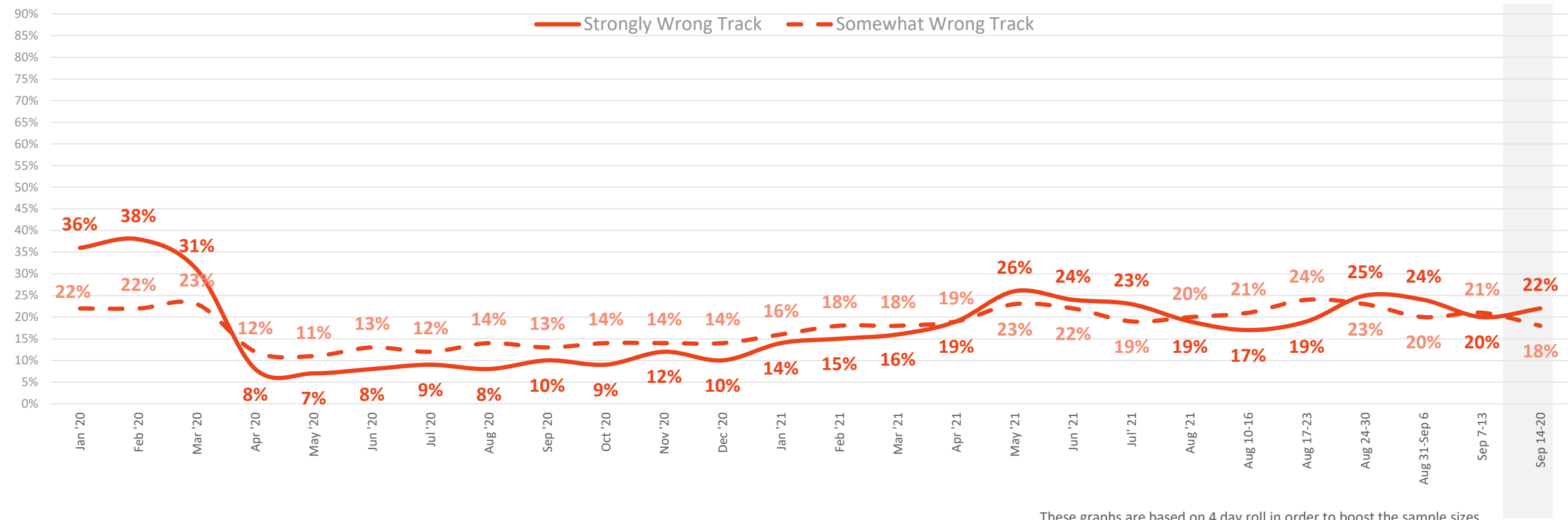


These graphs are based on 5 day roll in order to boost the sample sizes.

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

‘Strongly on the wrong track’ and ‘somewhat on the wrong track’ scores continued to remain within a band of 17% - 25% this week.

‘Strongly’ on the Wrong Track versus ‘Somewhat’ on the Wrong Track

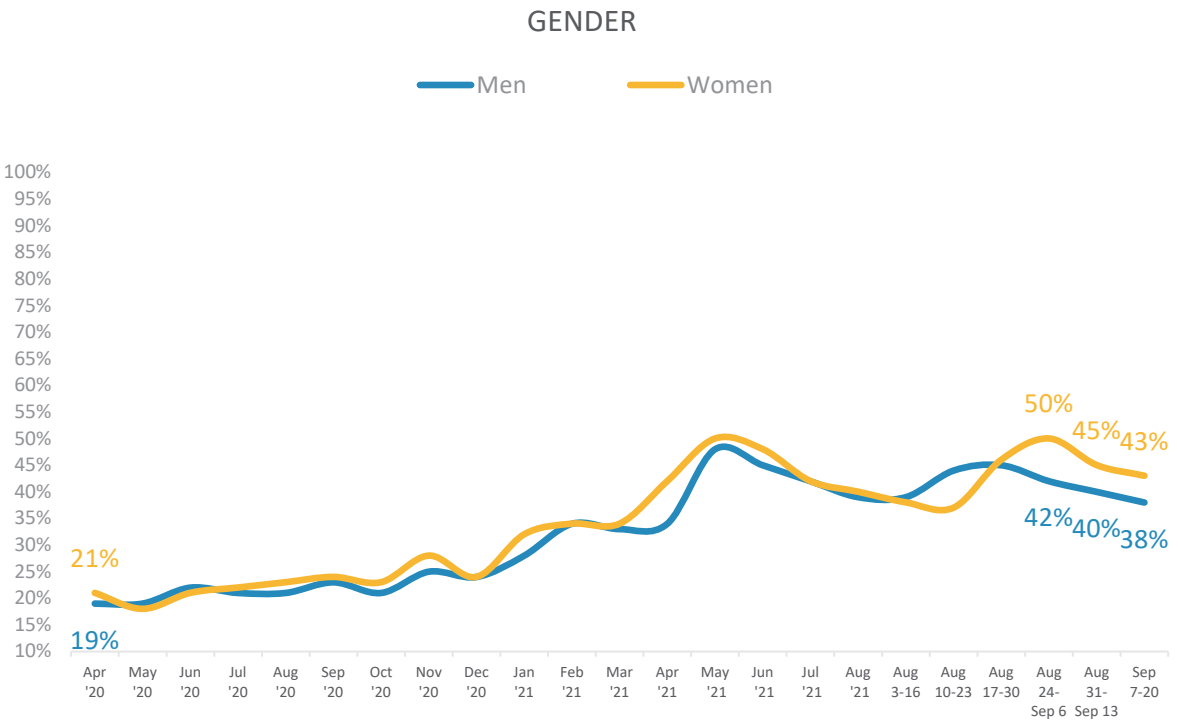
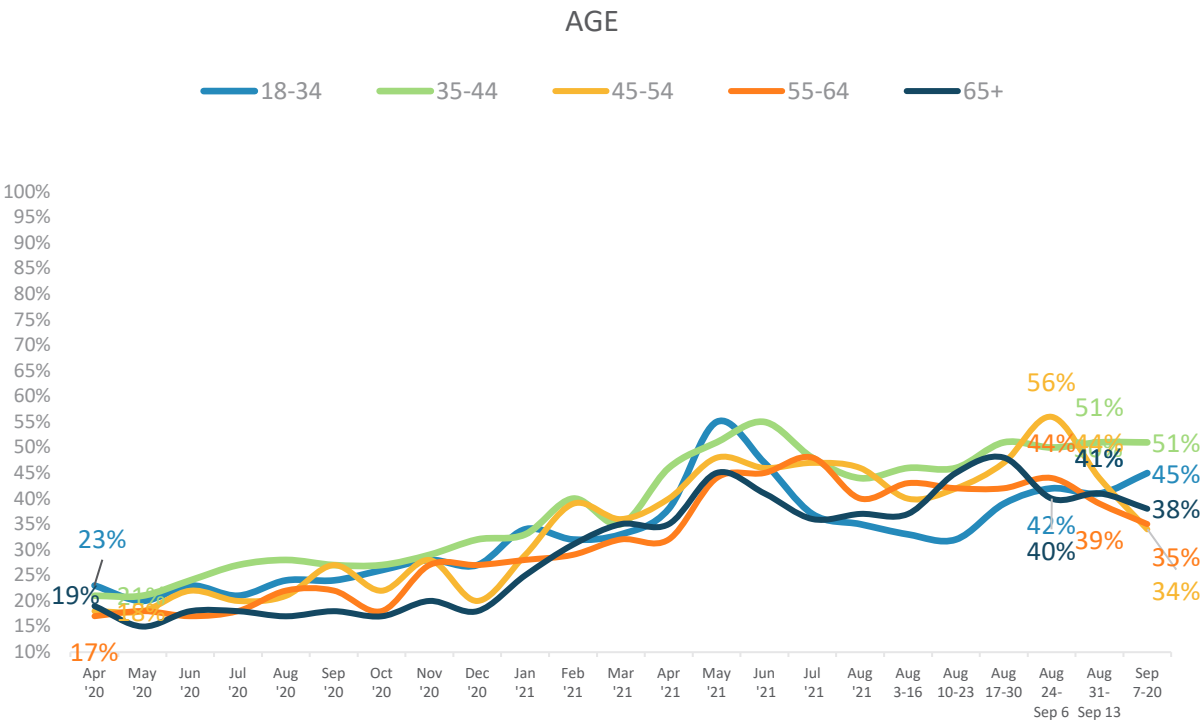


These graphs are based on 4 day roll in order to boost the sample sizes.

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

There was a decline this week in ‘wrong track’ scores among Ontarians aged 45+. While scores remained unchanged among those aged 35-44, there was an uptick among those aged 18-34. ‘Wrong track’ scores declined among both men and women this week, with women continuing to have higher scores.

Wrong Track Scores – 12-Day Roll

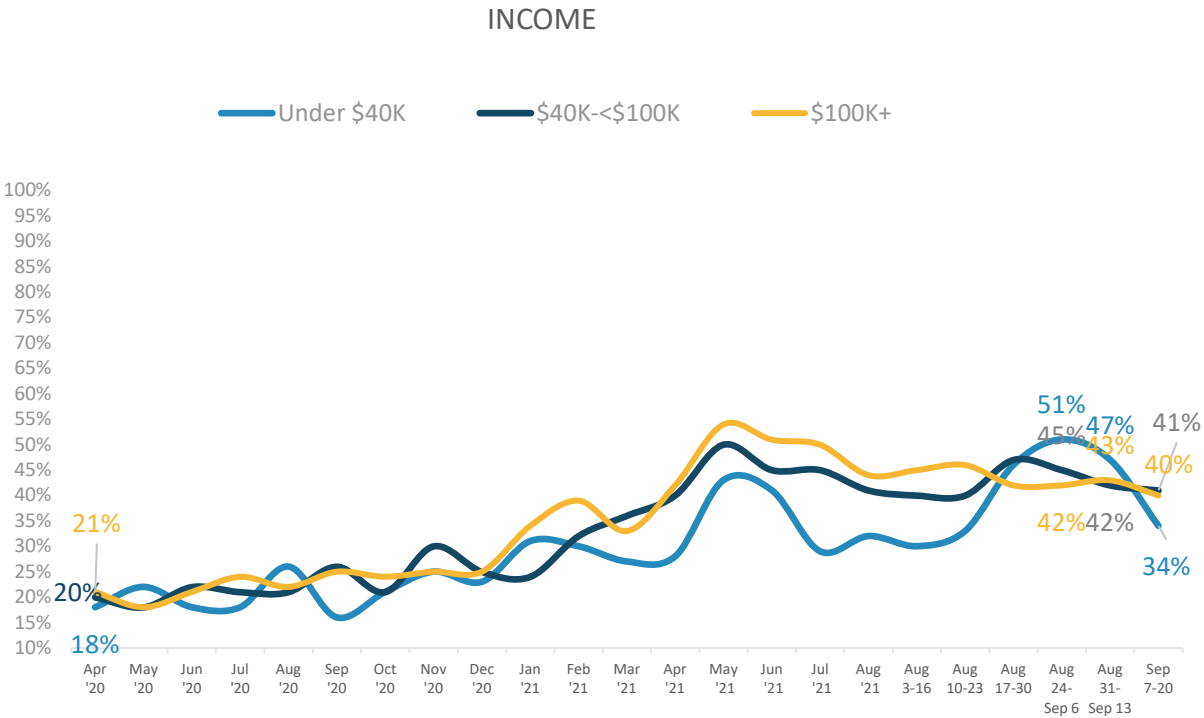
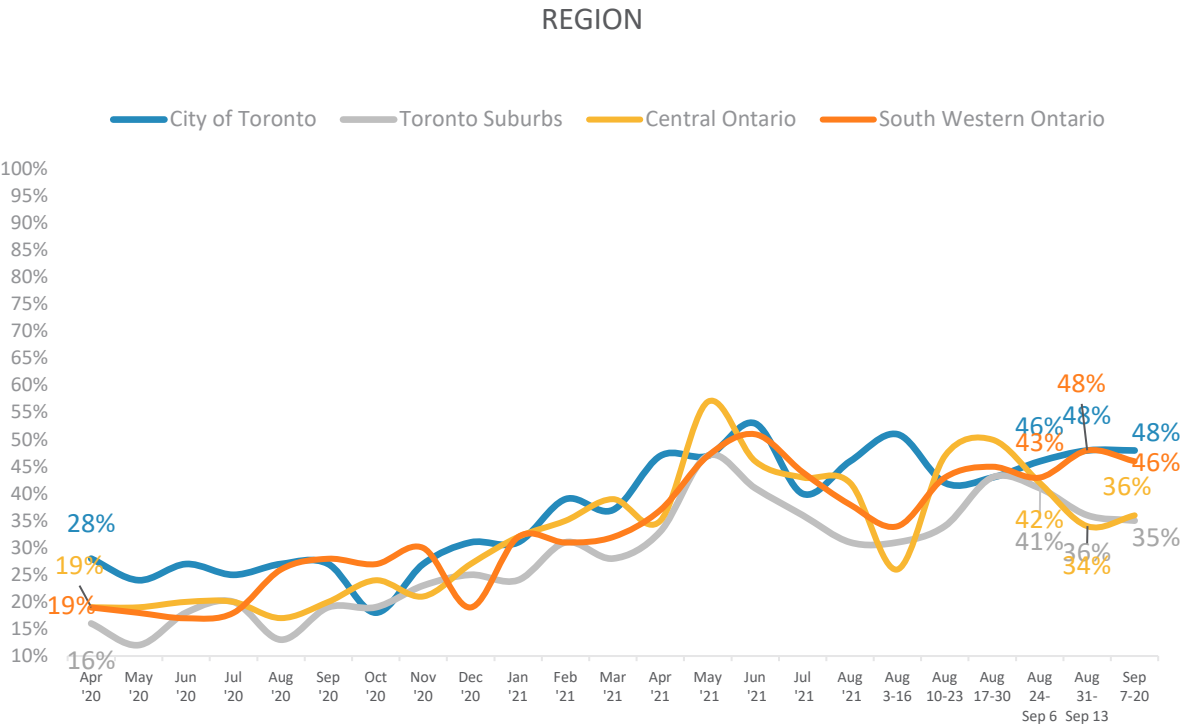


These graphs are based on 5 day roll in order to boost the sample sizes.

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

‘Wrong track’ scores remain highest in the city of Toronto and SW Ontario. And, with a decline this week, ‘wrong track’ scores are again lowest among Ontarians making under \$40k.

Wrong Track Scores – 12-Day Roll



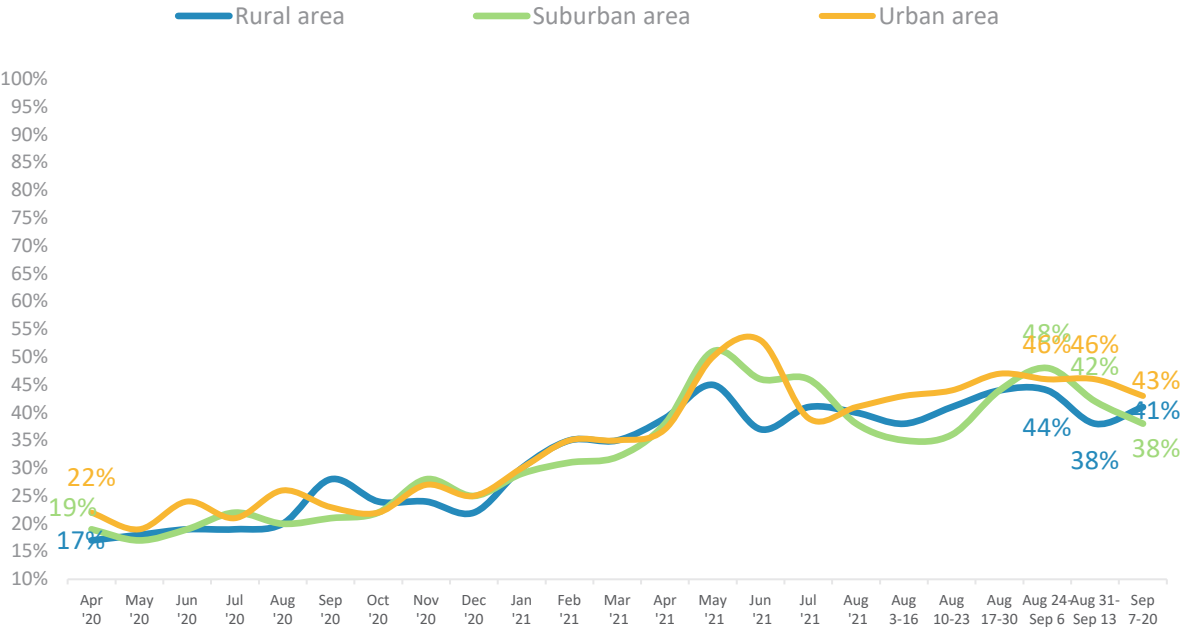
These graphs are based on 5 day roll in order to boost the sample sizes.

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

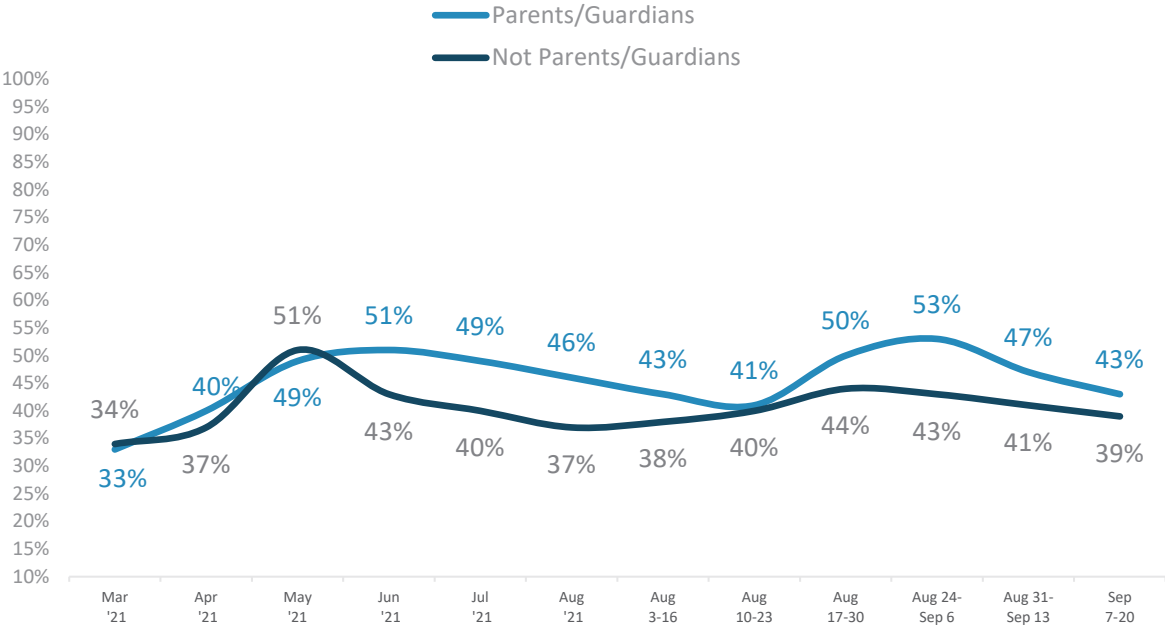
There were declines this week in ‘wrong track’ scores in suburban and urban areas, while there was a slight uptick in rural areas.

Wrong Track Scores – 12-Day Roll

RURAL/URBAN/SUBURBAN



PARENTS/GUARDIAN JK-G12 VS NOT PARENTS/GUARDIANS

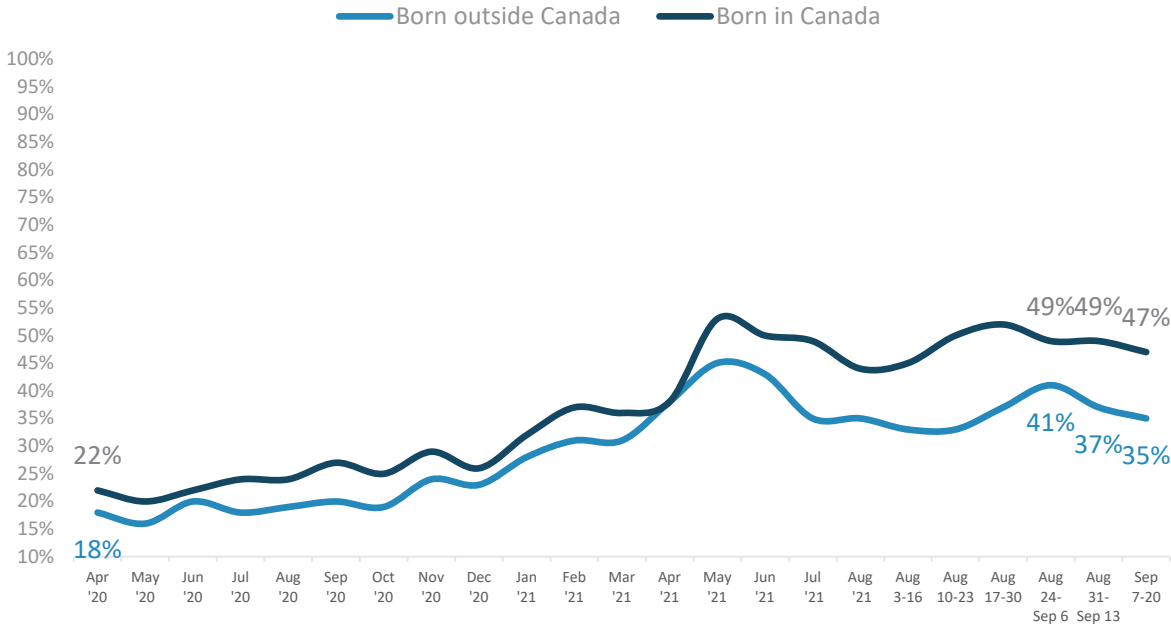


Q2. Overall, do you feel that the Ontario provincial government is on the right track or the wrong track, in terms of how it is governing the province?
Base: Total sample

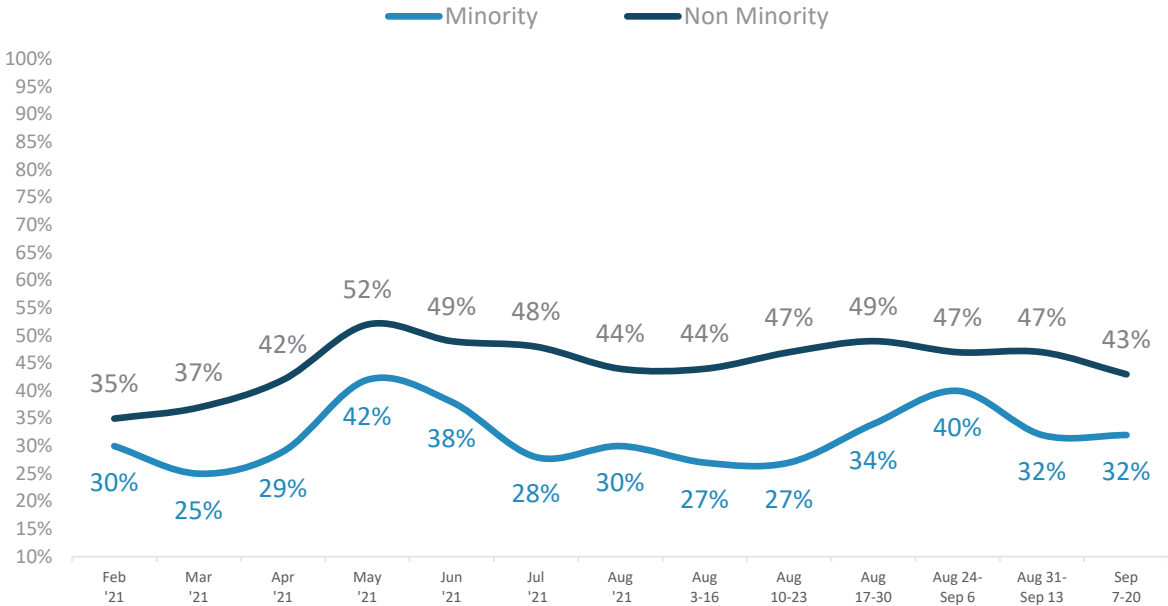
‘Wrong track’ scores declined among Ontarians born in and outside of Canada this week. And, while ‘wrong track’ scores remained steady among minorities, there was a decline among non-minorities.

Wrong Track Scores – 12-Day Roll

BORN OUTSIDE/WITHIN CANADA



MINORITY VS NON MINORITY



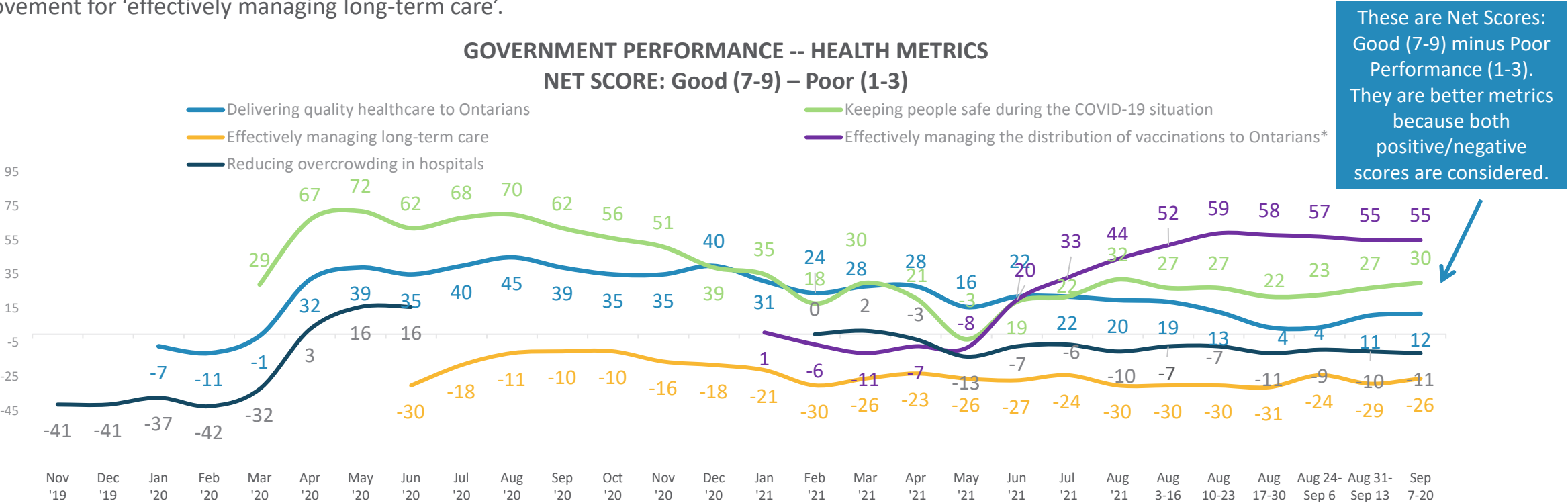
Q2. Overall, do you feel that the Ontario provincial government is on the right track or the wrong track, in terms of how it is governing the province?
Base: Total sample

PERCEPTIONS OF GOVERNMENT PERFORMANCE DURING COVID-19 PANDEMIC



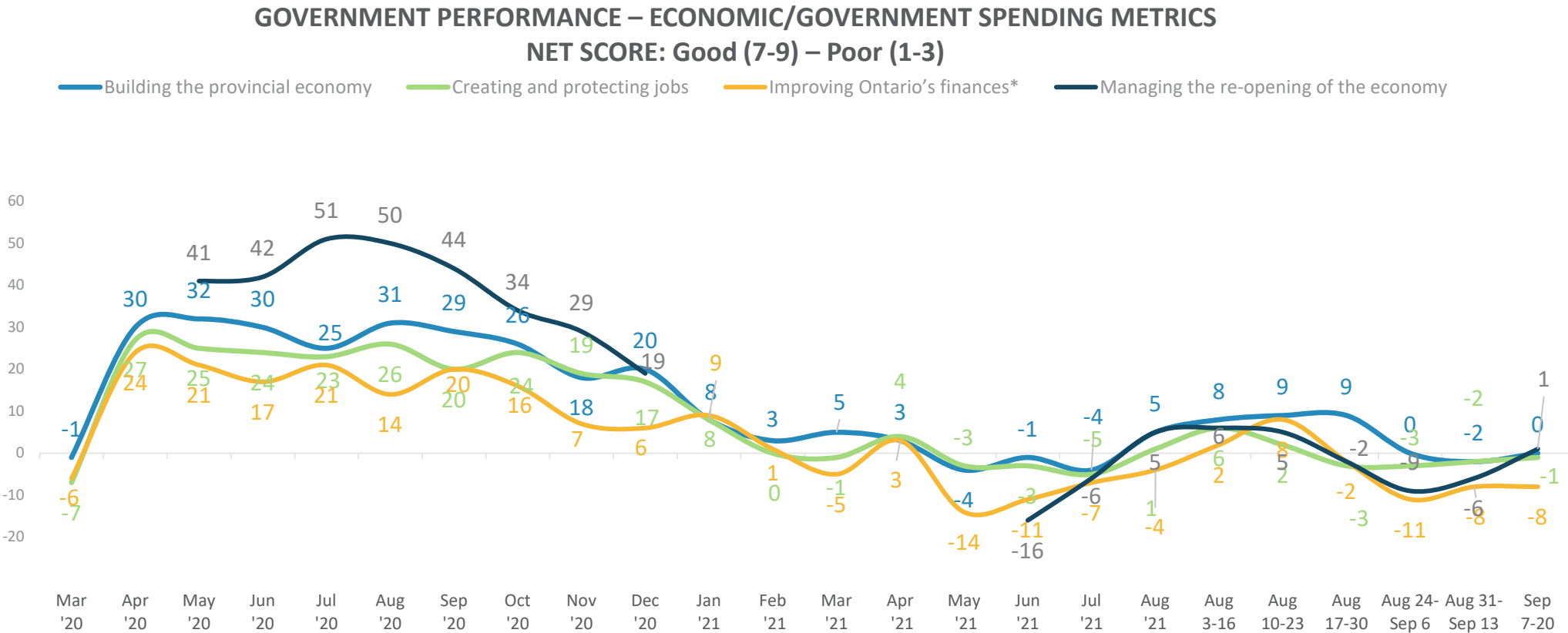
‘Effectively managing vaccinations’ was steady this week and remains the highest rated health metric. In the meantime, positive ratings of the government’s performance for ‘keeping people safe during the COVID-19 situation’ continued to trend upward this week.

- While ratings for ‘delivering quality healthcare to Ontarians’ and ‘reducing overcrowding in hospitals’ remained steady this week, there was a slight improvement for ‘effectively managing long-term care’.



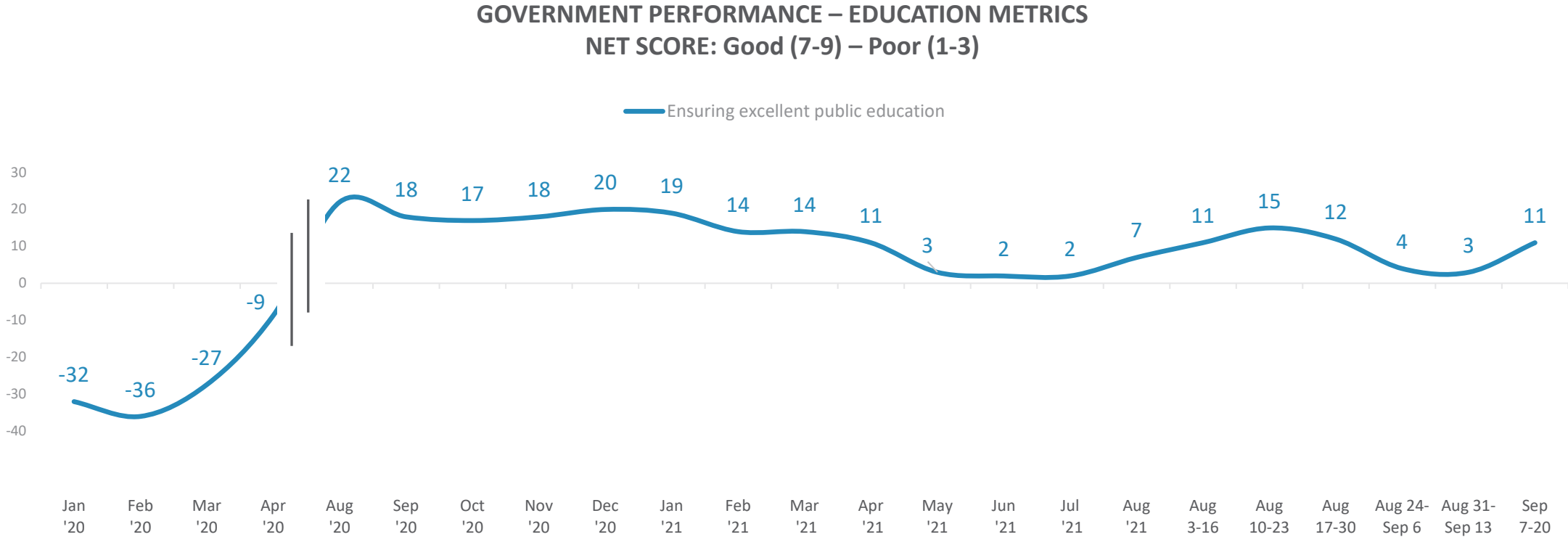
Q5. Using a scale where 1 means “poor” and nine is “excellent”, how would you rate the performance of Ontario government at managing each of the following?
*Former phrasing: “Effectively managing the vaccinations of Ontarians”
Bases vary

The government’s performance rating for ‘managing the re-opening of the economy’ has improved 10-points in the past two weeks and is now back in positive territory. The other economic and government spending metrics were steady this week.



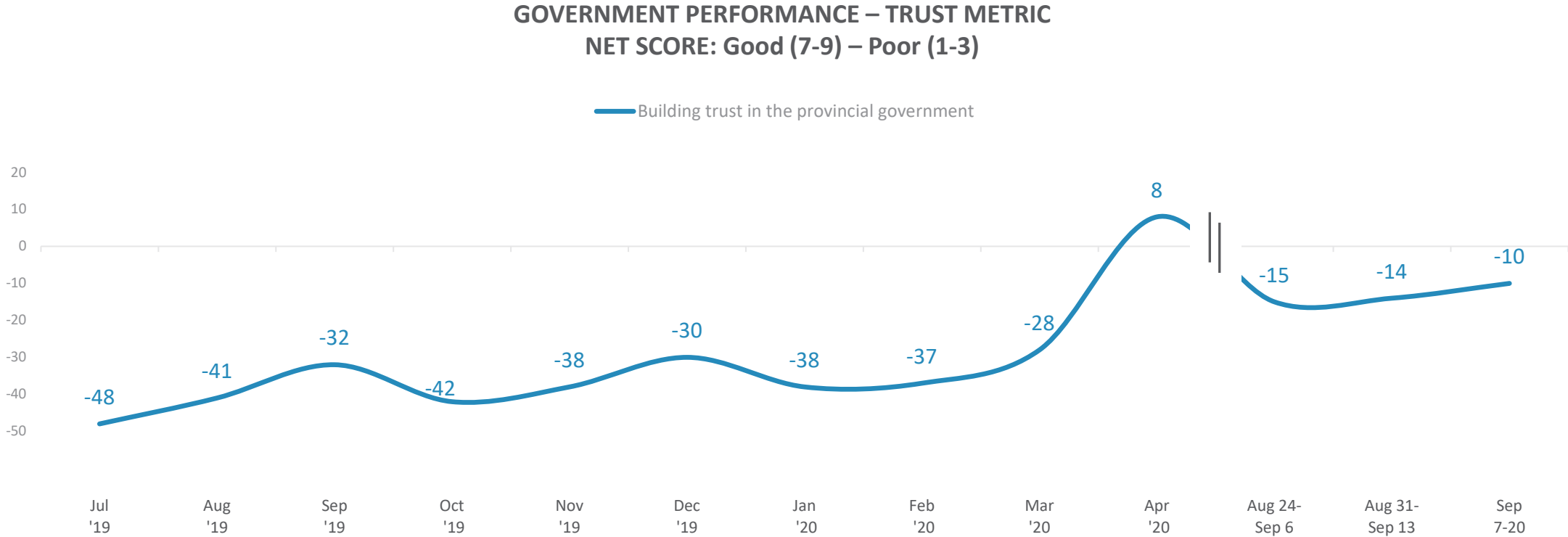
Q5. Using a scale where 1 means “poor” and nine is “excellent”, how would you rate the performance of Ontario government at managing each of the following?
*Former phrasing: “Improve Ontario’s finances”
Bases vary

With students back in school, the rating of the government’s performance for ‘ensuring excellent public education’ saw an improvement this week.



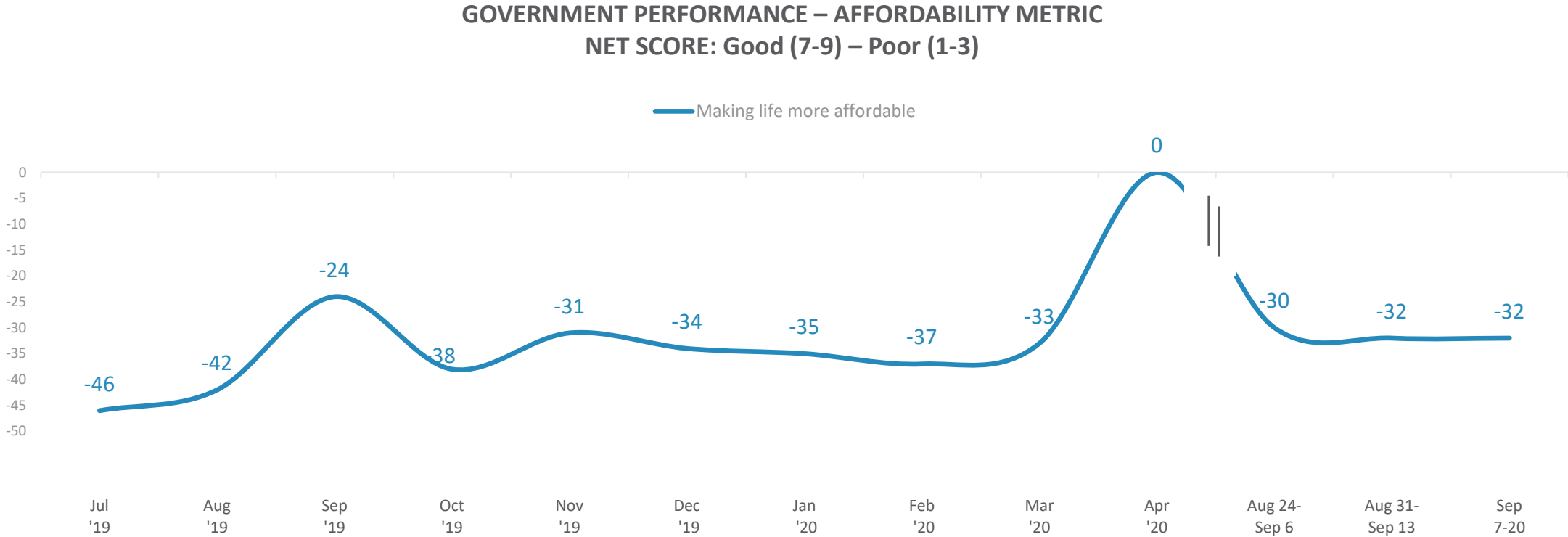
Q5. Using a scale where 1 means “poor” and nine is “excellent”, how would you rate the performance of Ontario government at managing each of the following?
Bases vary

Rating of the government’s performance for ‘building trust in the provincial government’ also improved this week.



Q5. Using a scale 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

However, ratings of the government’s performance for ‘making life more affordable’ was unchanged this week and remains at levels found prior to/at the beginning of the COVID-19 pandemic.



Q5. Using a scale 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

FOCUS ON HEALTH VERSUS ECONOMY



This week, there continues to be a 6-point gap between Ontarians who think the government’s focus in the coming months should be on economic issues (46%) and those that think it should be on health-related issues (40%).

	May 11-24	May 18-31	May 25- Jun 7	Jun 1-14	Jun 8-21	Jun 15-28	Jun 22- Jul 5	Jun 29- Jul 12	Jul 6-19	Jul 13-26	Jul 20- Aug 2	Jul 27- Aug 9	Aug 10-16	Aug 10-23	Aug 17-30	Aug 24- Sep 6	Aug 31- Sep 13	Sep 7-20
n=	Varies																	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
It should focus on health-related issues surrounding COVID-19, including minimizing increases in the number of cases and accelerating the vaccine rollout.	50	50	44	47	48	39	37	37	38	39	41	41	33	37	39	36	41	40
It should focus on economic issues surrounding COVID-19, including ensuring the economy recovers as quickly as possible and helping prevent more businesses from closing.	40	39	45	45	45	53	52	54	53	52	51	50	51	46	43	47	47	46
Both a health and an economic focus are equally important.	9	10	9	7	6	8	10	8	7	6	6	7	13	14	17	16	10	12

PERCEPTIONS OF THE
GOVERNMENT'S PERFORMANCE
IN HANDLING
SECOND/THIRD/FOURTH WAVE OF COVID-19



LEVEL OF CONCERN ABOUT 4TH WAVE OF THE PANDEMIC

This week, there was a decline to two-thirds (66%) of Ontarians expressing concern about a fourth wave of the pandemic. This compares to 57% in mid-July.

	Jun 15-21	Jun 22-28	Jun 29- Jul 5	Jul 6-12	Jul 13-19	Jul 20-26	Jul 27- Aug 2	Aug 3-9	Aug 10-16	Aug 17-23	Aug 24-30	Aug 31- Sep 6	Sep 7-13	Sep 14-20
n=	Varies													
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL CONCERNED	60	68	58	57	64	70	72	75	78	84	73	76	72	66
Very concerned	17	26	16	21	19	26	29	37	37	51	40	43	40	38
Somewhat concerned	43	43	42	36	45	44	43	37	41	33	33	33	32	28
Not too concerned	25	19	21	22	22	16	15	15	11	6	14	12	15	19
Not at all concerned	14	12	19	21	13	13	12	10	8	9	11	12	13	13
TOTAL NOT CONCERNED	39	31	41	43	35	30	27	24	18	15	24	24	28	32

Seven-in-ten (69%) Ontarians continue to feel that the government is prepared to handle a fourth wave of infections if a COVID-19 variant spreads rapidly.

Considering the increasing rate of infection, how prepared or not do you feel the government of Ontario is to handle a second wave of infections this fall? Would you say the Ontario government is...

	Oct '20	Nov '20
n=	621	1052
	%	%
TOTAL PREPARED	76	74
Very prepared	15	17
Somewhat prepared	62	57
Not very prepared/Not too prepared	15	16
Not at all prepared	7	8
TOTAL NOT PREPARED	21	24
Don't know/not sure		

How prepared or not do you feel the government of Ontario is to handle a 'fourth' wave of infections if a COVID-19 variant spreads rapidly? Would you say the Ontario government is . .

Jun 15-21	Jun 22-28	Jun 29-Jul 5	Jul 6-12	Jul 13-19	Jul 20-26	Jul 27-Aug 2	Aug 3-9	Aug 10-16	Aug 17-23	Aug 24-30	Aug 31-Sep 6	Sep 7-13	Sep 14-20
varies													
%	%	%	%	%	%	%	%	%	%	%	%	%	%
66	75	71	71	67	69	74	67	60	67	71	69	70	69
19	17	17	18	14	17	15	16	14	16	21	12	18	12
48	58	54	54	53	52	59	51	46	51	50	57	52	56
20	16	16	18	19	17	14	25	22	17	13	20	15	17
11	9	12	9	10	10	12	6	12	11	13	7	11	9
32	25	27	27	28	27	26	31	33	28	25	27	26	26
		2	2	4	4	-	2	7	5	4	4	4	5

QCV-211. How prepared or not do you feel the government of Ontario is to handle a 'fourth' wave of infections if a COVID-19 variant spreads rapidly? Would you say the Ontario government is . .
QCV-127. Considering the increasing rate of infection, how prepared or not do you feel the government of Ontario is to handle a second wave of infections this fall? Would you say the Ontario government is...
Base: Total sample

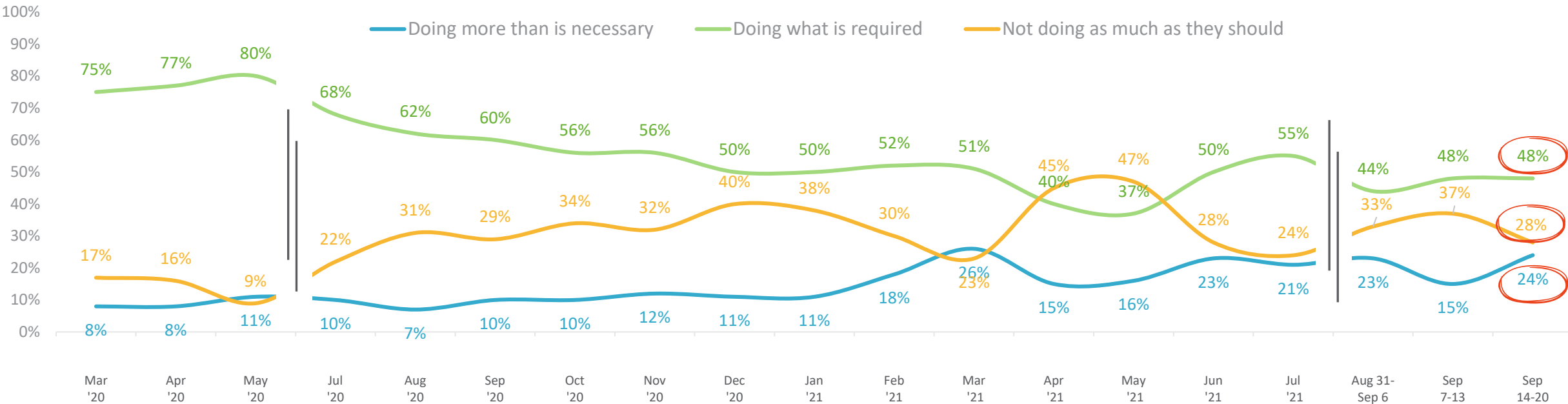
TAKING ACTION TO DEAL WITH THE 4TH WAVE



ONTARIO GOVERNMENT COVID-19 MEASURES

About half (48%) continue to believe the government is ‘doing what is required’ to reduce the spread of the virus. However, there was a decrease to 28% of Ontarians who think the government is ‘not doing as much as they should’.

	Doing what is required																					Not doing as much as they should																				
	Mar '20	Apr '20	May '20	June '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Aug 31-Sep 6	Sep 7-13	Sep 14-20	Mar '20	Apr '20	May '20	June '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Aug 31-Sep 6	Sep 7-13	Sep 14-20
Right Track	76%	79%	82%	n/a	75%	70%	68%	66%	66%	60%	61%	65%	59%	56%	57%	65%	72%	n/a	56%	59%	61%	15%	13%	8%	n/a	15%	23%	21%	25%	22%	31%	29%	22%	15%	35%	28%	20%	15%	n/a	23%	29%	20%
Wrong Track	73%	66%	66%	n/a	42%	33%	35%	25%	26%	19%	26%	29%	37%	18%	17%	30%	33%	n/a	27%	34%	29%	21%	26%	19%	n/a	48%	57%	56%	61%	60%	66%	60%	45%	37%	59%	65%	37%	36%	n/a	48%	48%	41%



QCV-6. In light of the Delta variant and thinking about the measures that the Government of Ontario has already taken to limit the spread of the virus 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 declaring a second state of emergency and imposing a stay at home order until the middle of February, 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 declaring a second state of emergency and a stronger stay at home order until the middle of February, 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 advising the public and businesses about prevention measures, shutting down the province for several weeks, and keeping kids out of school, 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 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 ...

ADDITIONAL ACTION NECESSARY TO REDUCE TRANSMISSION OF COVID-19

Making vaccines mandatory (33%), restricting international travel into Canada (19%) and restricting access to non-essential indoor settings like restaurants and movie theatres (15%) receive the most support as additional actions necessary to reduce transmission of COVID-19.

	Aug 31-Sep 6	Sep 7-13	Sep 14-20
n=	300	300	225
	%	%	%
Making vaccines mandatory	29	34	33
Restricting international travel into Canada	23	21	19
Restricting access to non-essential indoor settings like restaurants and movie theatres only to people who are fully vaccinated.	18	21	15
Additional public health measures like reducing capacity at stores or limiting the size of social gatherings to limit contact with others	10	10	11
Lockdowns / closing businesses	2	1	2
All of the above	5	7	6
No additional action is needed	6	3	9
Don't know/unsure	7	4	6

QCV-214. What if any additional action is necessary to reduce transmission of COVID-19:

Base: Total sample

CONFIDENTIAL

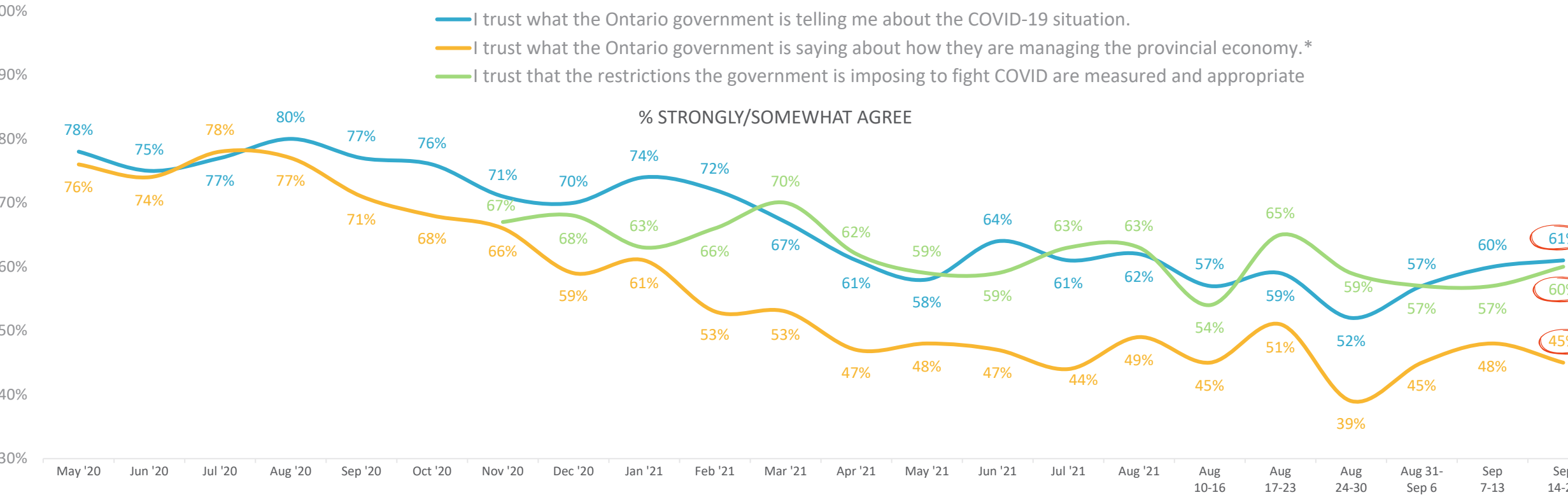
CONFIDENCE IN GOVERNMENT COVID-19 MESSAGING



TRUST IN THE GOVERNMENT’S COMMUNICATIONS ABOUT COVID-19

There was a slight uptick this week regarding trust in the government’s communications about ‘the restrictions the government is imposing to fight COVID are measured/appropriate’ while results remained steady for ‘what the government is telling me about the COVID-19 situation’.

- ‘How they are managing the provincial economy’ lost the improvements measured last week.



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

COVID-19 INFECTIONS



MOST RESPONSIBLE FOR THE INCREASE IN INFECTION CASES

A plurality of Ontarians believe COVID-19 is now the pandemic of the unvaccinated. With some officials believing the fourth wave of COVID-19 is now in Ontario, four-in-ten (40%) Ontarians believe unvaccinated individuals are the most responsible.

Which one of the following do you believe is the most responsible for the recent increase of infection cases and leading to a Wave 3 of COVID -19?

	May 4-10	May 11-17	May 18-24	May 25-31	Jun 1-7	Jun 8-14
n=	varies					
	%	%	%	%	%	%
Unvaccinated individuals	-	-	-	-	-	-
Allowing air travel from possible COVID variants hotspots	29	36	28	28	32	35
Government acted too slowly to restrict social interactions and gatherings	-	-	-	-	-	-
Infections introduced into Ontario by international travellers by land	13	15	14	14	15	11
The emergence of a variety of COVID variants	16	11	20	18	18	15
Infections introduced into Ontario by interprovincial travelers	6	6	6	4	4	7
Not restricting social contact quickly enough/(previous phrasing) The timing of restrictions limiting social contact	23	21	19	20	18	19
All of these	4	4	6	7	6	4
Don't know/not sure	9	8	7	10	7	9

If there were a 4th wave of the pandemic in Ontario, which one of the following do you believe would be most responsible for the increase in infections?

Jun 15-21	Jun 22-28	Jun 29-Jul 5	Jul 6-12	Jul 13-19	Jul 20-26	Jul 27-Aug 2	Aug 3-9
varies							
%	%	%	%	%	%	%	%
-	-	-	-	-	-	-	-
37	37	39	36	33	30	32	29
-	-	-	-	-	-	-	-
10	11	16	15	12	19	17	10
27	35	20	26	26	23	20	30
3	1	4	4	5	2	4	5
13	8	10	9	11	6	14	12
4	3	6	4	6	9	6	6
6	5	5	7	6	11	7	8

As you may know several health officials now believe that Ontario has entered a 4th wave of the pandemic. Given this, which one of the following do you believe is most responsible for the increase in infections?

Aug 31-Sep 6	Sep 7-13	Sep 14-20
varies		
%	%	%
-	38	40
29	19	16
-	9	9
16	8	6
16	9	5
7	2	3
13	-	-
8	7	9
11	7	12

QCV-200. As you may know several health officials now believe that Ontario has entered a 4th wave of the pandemic. Given this, which one of the following do you believe is most responsible for the increase in infections? (previous phrasing) (Q199) If there were a 4th wave of the pandemic in Ontario, which one of the following do you believe would be most responsible for the increase in infections? (Previous phrasing) Which one of the following do you believe is the most responsible for the recent increase of infection cases and leading to a Wave 3 of COVID -19?

IS THE WORST OF THE PANDEMIC OVER IN ONTARIO?

Again this week, half (50%) of Ontarians agree that we are over the worst of COVID-19. However, the proportion has declined 27-points since the beginning of July. Increasing concern about the Delta variant and an uptick in COVID-19 cases may have fueled this decline.

I believe that we are over the worst of COVID-19

	May 18-24	May 25-31	Jun 1-7	Jun 8-14	Jun 15-21	Jun 22-28	Jun 29- Jul 5	Jul 6-12	Jul 13-19	Jul 20-26	Jul 27- Aug 2	Aug 3-9	Aug 10-16	Aug 17-23	Aug 24-30	Aug 31- Sep 6	Sep 7-13	Sep 14-20
n=	varies																	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL AGREE	53	60	70	68	71	75	77	77	74	61	62	52	50	51	47	49	49	50
Strongly agree	22	25	30	26	32	31	40	42	35	34	29	19	21	17	18	23	16	21
Somewhat agree	31	35	40	42	39	44	38	35	39	27	33	34	30	34	29	25	34	29
Neither agree nor disagree	7	8	8	7	8	7	6	6	5	7	7	6	8	8	7	7	10	7
Somewhat disagree	22	16	12	19	8	10	8	8	11	16	17	18	18	16	18	18	19	19
Strongly disagree	14	12	8	4	11	7	7	7	8	14	13	20	19	23	25	21	18	20
TOTAL DISAGREE	36	28	20	22	19	17	15	15	19	29	30	38	37	39	43	39	37	39

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

Base: Total sample

COVID-19 VACCINE



And, about four-in-ten (42%) of Ontarians are confident that the end of COVID-19 is nearer now that vaccines are being administered, down from 70% in July. This is the lowest level since the start of the year.

I am confident the end of COVID-19 is near now that it appears a vaccine is nearly ready

	Nov 21-26	Nov 28- Dec 3	Dec 5-10
n=	varies		
	%	%	%
TOTAL AGREE	35	38	38
Strongly agree	12	15	14
Somewhat agree	23	24	24
Neither agree nor disagree	10	10	12
Somewhat disagree	18	20	22
Strongly disagree	32	30	25
TOTAL DISAGREE	50	50	47

I am confident the end of COVID-19 is nearer now that vaccines are being administered*

Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Aug 10-16	Aug 17-23	Aug 24-30	Aug 31- Sep 6	Sep 7-13	Sep 14-20
varies													
%	%	%	%	%	%	%	%	%	%	%	%	%	%
52	49	49	58	56	72	70	63	52	47	49	45	48	42
16	18	18	22	20	33	33	24	16	10	14	17	14	19
35	31	31	36	36	39	37	39	36	37	35	28	34	22
6	7	6	6	7	6	6	5	6	7	2	6	6	8
19	20	18	16	16	13	11	15	17	15	19	20	22	20
22	23	24	17	19	7	12	15	20	29	28	24	21	27
41	43	42	34	35	21	23	30	37	44	47	44	44	48

QCV-8B. Do you agree or disagree with each of the following statements about the effects of COVID-19. The first is ...
*Previous phrasing: I am confident the end of COVID-19 is nearer now that vaccines are now being administered
*Previous phrasing: I am confident the end of COVID-19 is nearer now that a vaccine is ready and now being administered
*Previous phrasing: I am confident the end of COVID-19 is nearer now that a vaccine is ready and being used

Base: Total sample, base varies

About six-in-ten (57%) Ontarians agree that businesses should require all of their employees to be vaccinated.

Businesses should not require all of their employees to be vaccinated

	Aug 10-16	Aug 17-23	Aug 24-30	Aug 31-Sep 6	Sep 7-13	Sep 14-20
n=	varies					
	%	%	%	%	%	%
TOTAL AGREE	27	31	33	36	28	38
Strongly agree	17	19	21	22	17	29
Somewhat agree	10	12	12	14	11	9
Neither agree nor disagree	6	4	6	5	4	4
Somewhat disagree	16	14	11	11	13	10
Strongly disagree	47	50	48	46	54	46
TOTAL DISAGREE	63	65	59	58	67	57
Not applicable/Don't know	4	1	3	1	1	2

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

Base: Total sample

COVID-19
VACCINE
CERTIFICATE



AWARENESS OF INTRODUCTION OF A VACCINE CERTIFICATE

Awareness is high that the government of Ontario is introducing a vaccine certificate that provides proof that a person is fully vaccinated for COVID-19. This week, almost nine-in-ten (87%) Ontarians report they have heard ‘a lot’ or ‘something’ about the introduction of the vaccine certificate.

- And, intensity is high with half (53%) saying they have heard ‘a lot’.

	Sep 7-13	Sep 14-20
n=	Varies	
	%	%
TOTAL A LOT/SOMETHING	82	87
A lot	51	53
Something	32	33
Not too much	13	7
Nothing at all	4	6
TOTAL NOT TOO MUCH/NOTHING AT ALL	17	13

QCV-115. Have you heard a lot, something, not too much or nothing at all about the Government of Ontario introducing a vaccine certificate, that provides proof that a person is fully vaccinated for COVID-19?

Base: Total sample

ACTIVITIES THAT WOULD REQUIRE PROOF OF A COVID-19 VACCINATION

A majority of Ontarians believe they would need to provide proof of a COVID-19 vaccination to attend indoor concerts (78%), indoor sporting events (75%) gyms (75%), indoor restaurants (74%), movie theatres (72%), weddings (62%), and church services (58%).

- However, there appears to be some uncertainty if required for other activities.

% YES	Sep 7-13	Sep 14-20
n=	Varies	
	%	%
Indoor concerts	85	78
Indoor sporting events	84	75
Gyms	83	75
Indoor restaurants	79	74
Movie theatres	81	72
Weddings	61	62
Church services	64	58
Smaller retails outlets	46	51
Big Box stores	51	48
Supermarkets	40	40
Outdoor patios	36	31

QCV-116. To the best of your knowledge, which of the following activities would require proof of a COVID-19 vaccination?
Base: Total sample

Two-thirds (66%) of Ontarians support the introduction of a vaccine certificate as it will provide another level of safety and persuade more people to get vaccinated.

- Support for the vaccine certificate appears to have dropped over the past week. This metric needs to be monitored over the next several weeks.
- About three-in-ten (28%) oppose the introduction of a vaccine certificate because it limits personal freedom and is an example of government over-reach.

	Sep 7-13	Sep 14-20
n=	Varies	
	%	%
Some people say they support the introduction of a vaccine certificate as it will provide another level of safety and persuade more people to get vaccinated.	76	66
Other people say they oppose the introduction of a vaccine certificate because it limits personal freedom, and is an example of government over-reach.	21	28
Don't know/not sure	3	6

QCV-117. Thinking of these two points of view, which best reflects your own?

Base: Total sample

FACE COVERINGS ADHERENCE



FREQUENCY OF FACE MASK WEARING

Eight-in-ten (84%) Ontarians continue to say they are wearing a mask or face covering ‘all/most of the time’, with half (53%) reporting they are wearing a mask ‘all of the time’.

	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Aug '21	Aug 10-16	Aug 17-23	Aug 24-30	Aug 31-Sep 6	Sep 7-13	Sep 14-20
n=	1752	1200	1200	1200	1200	1200	1200	921	732	Varies					
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL ALL/MOST OF THE TIME	60	77	83	87	88	90	92	91	81	81	83	79	81	82	84
All of the time	29	49	55	63	67	71	73	72	57	56	48	51	58	49	53
Most of the time	30	28	28	24	21	19	19	19	25	24	36	29	23	33	31
Some of the time	23	16	12	9	9	6	6	7	13	14	11	14	13	15	9
Rarely	14	7	4	3	3	3	2	2	4	3	5	6	6	3	7
Never	3	1	1	1	1	1	<1	<1	2	2	1	1	<1	-	1
RARELY/NEVER	17	8	5	4	3	4	2	2	6	5	6	7	6	3	7

	RIGHT TRACK											WRONG TRACK										
	Nov '20	Dec '20	Jan '21	Feb '21	Aug '21	Aug 10-16	Aug 17-23	Aug 24-30	Aug 31-Sep 6	Sep 7-13	Sep 14-20	Nov '20	Dec '20	Jan '21	Feb '21	Aug '21	Aug 10-16	Aug 17-23	Aug 24-30	Aug 31-Sep 6	Sep 7-13	Sep 14-20
TOTAL ALL/MOST OF THE TIME	90%	92%	94%	94%	84%	82%	85%	86%	85%	85%	89%	82%	83%	86%	85%	76%	79%	81%	73%	76%	77%	77%

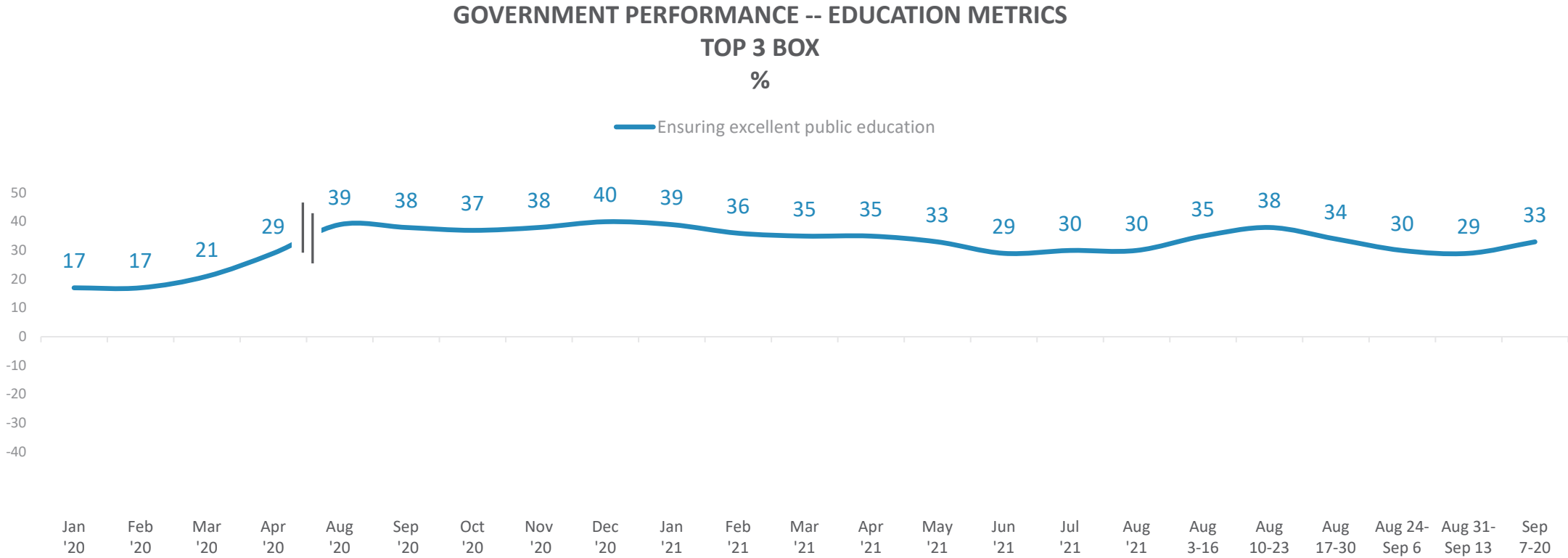
QD1B. As a result of COVID-19 and thinking about your daily activities when you are away from home, how often do you wear a face mask or covering?

Base: Total sample

APPENDIX – PERCEPTIONS OF GOVERNMENT PERFORMANCE DURING COVID-19 PANDEMIC

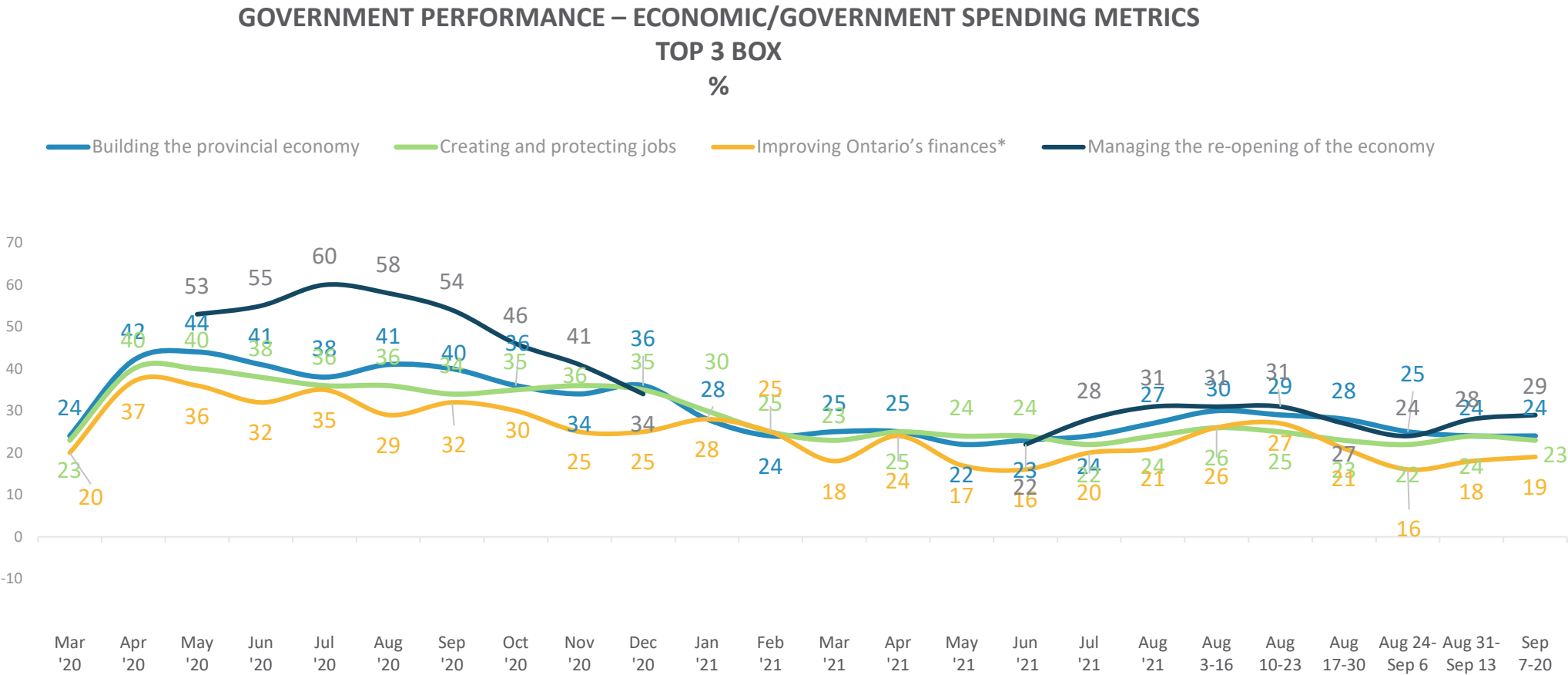


Positive perceptions on ‘ensuring excellent public education’ improved this week after slowly trending down for several weeks.



Q5. Using a scale 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

Positive perceptions toward the government’s performance for the economic and government spending metrics remained steady this week.

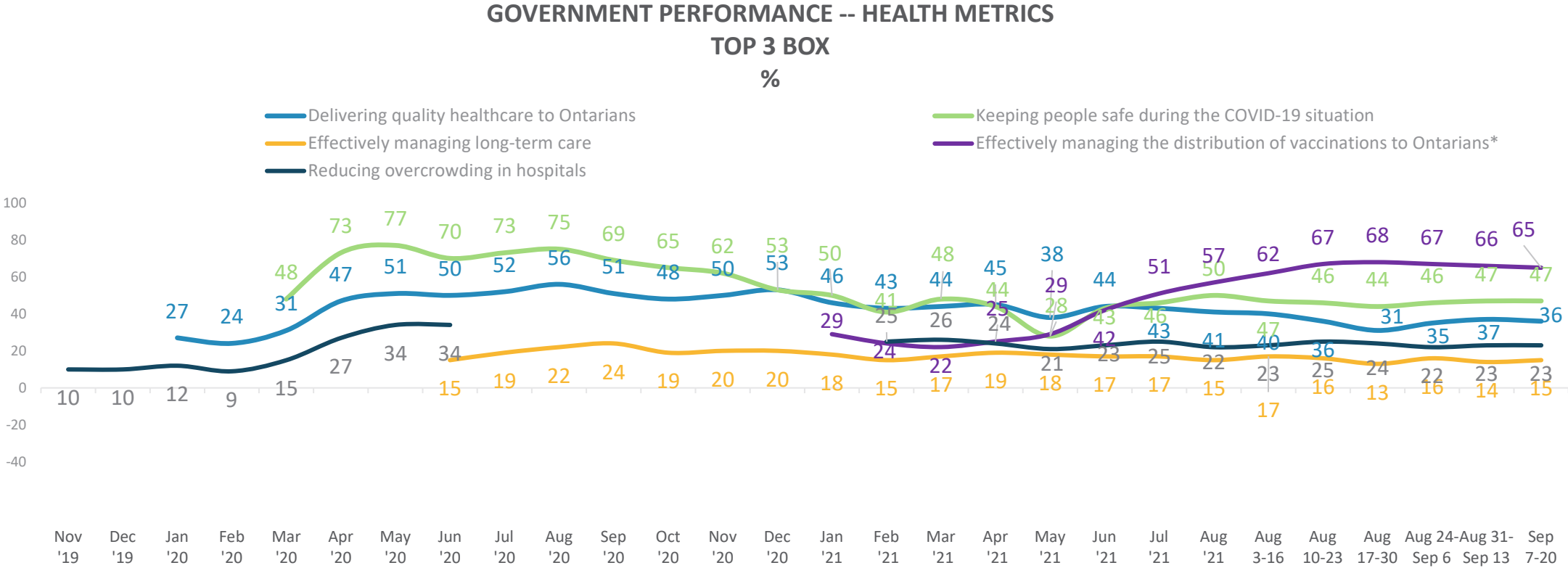


Q5. Using a scale where 1 means “poor” and nine is “excellent”, how would you rate the performance of Ontario government at managing each of the following?

*Former phrasing: “Improve Ontario’s finances”
**Former phrasing: “Sufficient business support during the COVID-19 situation”

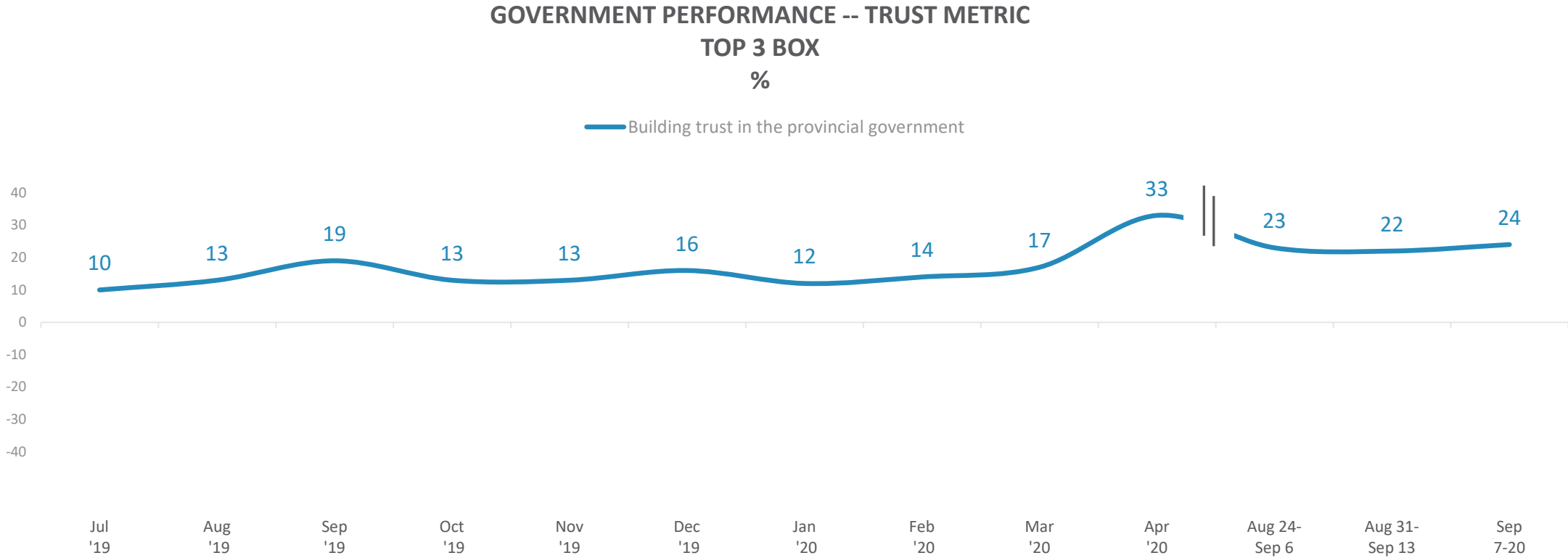
Bases vary

Rating of the government’s performance for the health metrics also remained steady this week.



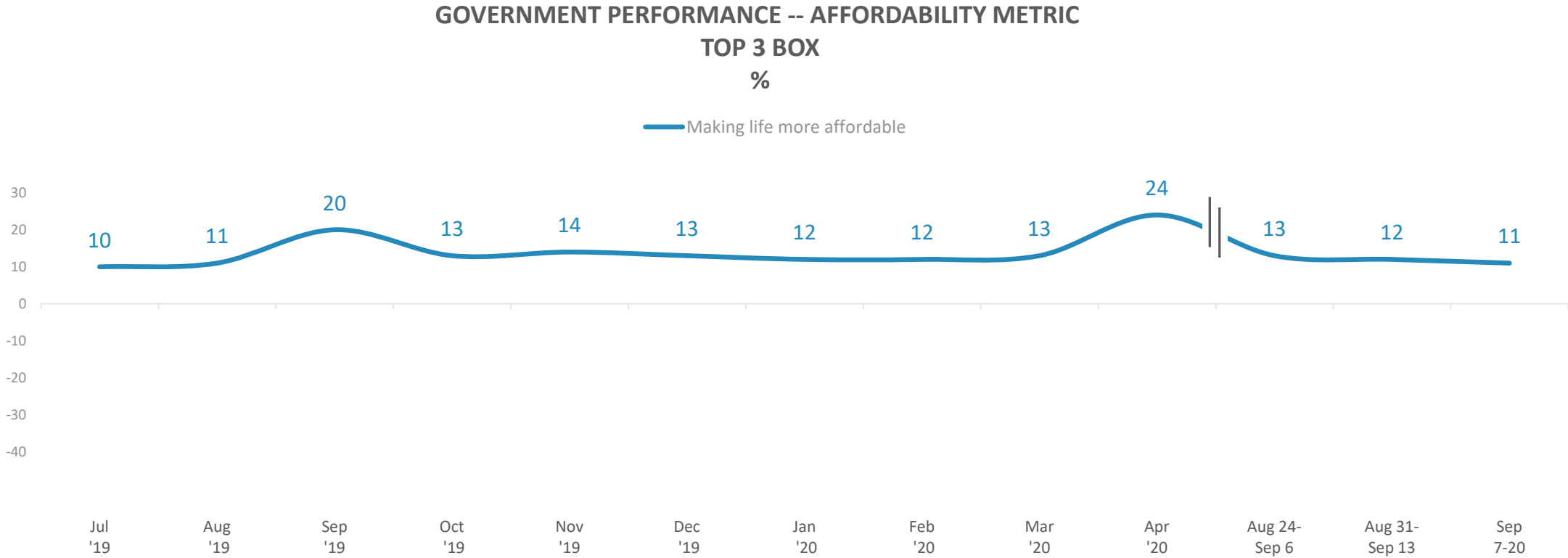
Q5. Using a scale where 1 means “poor” and nine is “excellent”, how would you rate the performance of Ontario government at managing each of the following?
*Former phrasing: “Effectively managing the vaccinations of Ontarians”
Bases vary

About one-quarter (24%) of Ontarians provide a positive rating of the government’s performance for ‘building trust in the provincial government’. This is well above levels registered prior to the pandemic.



Q5. Using a scale 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

Only 11% provide a positive rating of the Ontario government’s performance for ‘making life more affordable’.



Q5. Using a scale 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