



How Are You Coping with the COVID-19 pandemic?

Request to decision-makers regarding opening up:

Please proceed with caution

Highlights from Coping Survey #8: May 11 – May 18

Decision • Partners Canada Inc.
Dunn & Associates Communications and Public Affairs Inc.

Coping Survey #8 – Top Line

- Highlights from Survey #8 show how people are making decisions about participating in various activities as restrictions are loosening up and we have new data on contact tracing apps.
- Staying healthy continues to be the number one concern, followed by uncertainty about the future.
- Most remain cautious about opening up. Most of our respondents (71%) believe that current restrictions in their area are appropriate, emphasizing that opening up must be done slowly and carefully. Some (18%) believe restrictions are too loose. They want leaders to proceed with care and caution.
- Respondents continue to look for guidance and clarity from their public health and government leaders. Dr. Tam, in Canada, and Dr. Fauci, in the US, continue to be the north stars.
- Respondents are looking for details from leaders about how they are making decisions about opening up. And they want assurances that decisions are based on science not politics:
 - » “Don’t waste my time with talk. Listen to the science. Make policy based on that.”
 - » “I will look to assurances from officials as long as they are traceable to documented facts.”

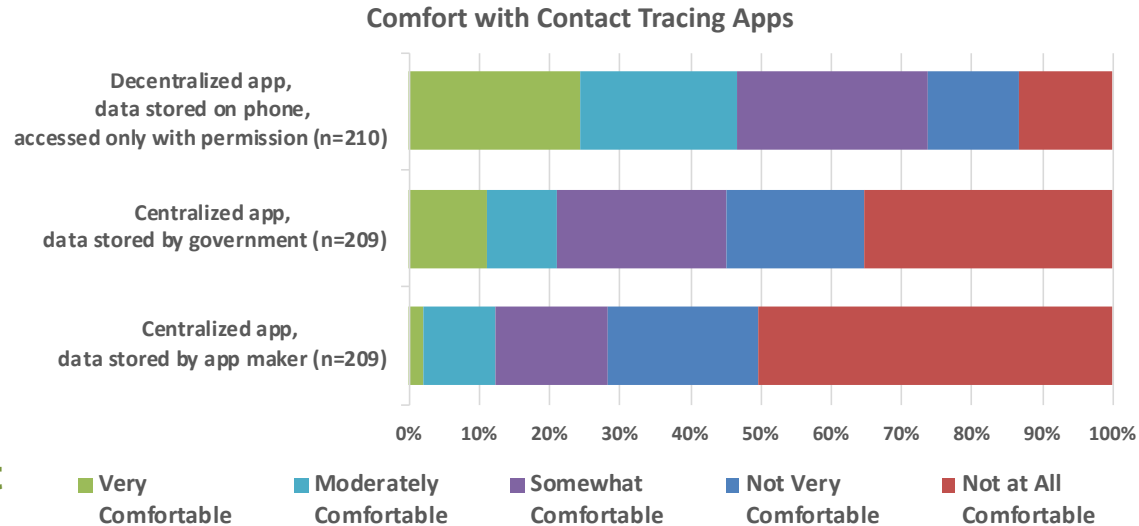
Top Line – Comfort with Contact Tracing

This week and last week 85%-90% of respondents told us contact tracing was ‘very’ or ‘extremely important’ for them to feel more comfortable in returning to activities that they have been avoiding. So, in Week #8, we asked about contact tracing apps.

- Many expressed the need to “control” or “protect” their data and voiced concerns about maintaining their privacy. A few said tracing apps are “invasive” and “a violation of their rights”:

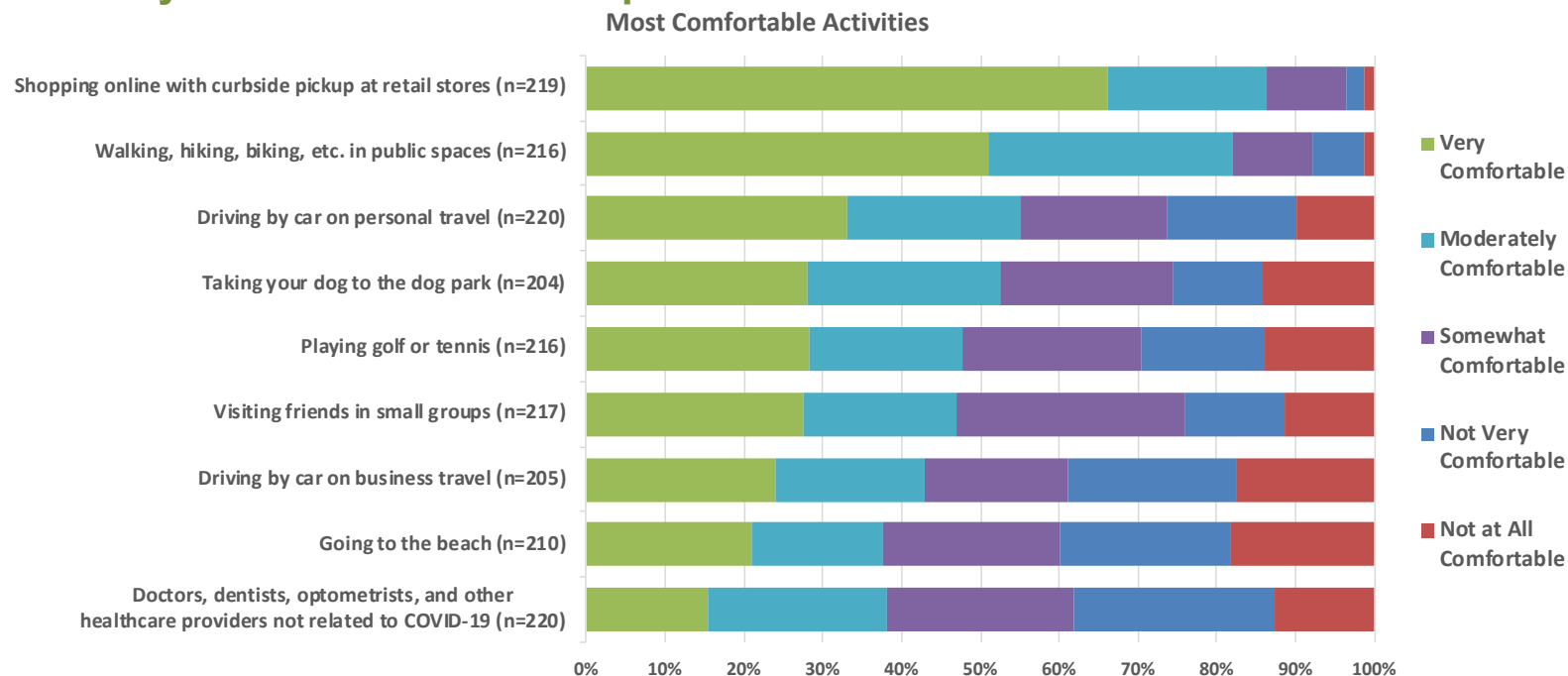
» “Privacy is sacred and must not be violated or at risk.”

- Most respondents (51%) didn’t know if apps were being considered in their area.
- Respondents were more positive about decentralized tracing apps that store the data on phones. This was the only option that more than 50% of respondents said they were at least ‘somewhat comfortable’ with the privacy and ‘somewhat likely’ to use.



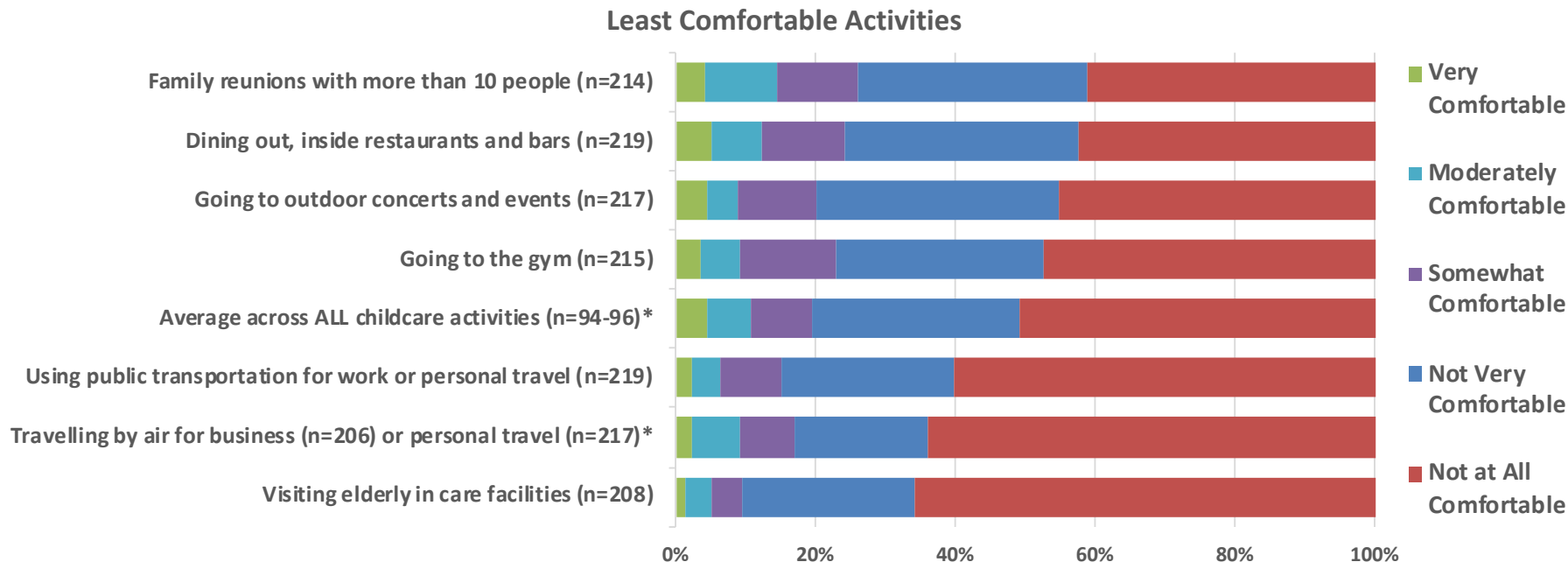
Most Comfortable Activities

We saw little change from last week in respondents' reported level comfort with activities. They seemed most comfortable with activities with fewer people, more freedom of movement and personal control. Over 65% said they were 'very comfortable' with shopping online with curbside pickup and over half were 'very comfortable' with walking, hiking, biking in public spaces. No other activities were rated such by more than 35% of respondents.



Least Comfortable Activities

Respondents were the least comfortable with activities associated with those perceived as vulnerable – senior care facilities and all childcare activities that we asked about – and the environments where there are more people and less individual control and freedom of movement – air travel, gyms, events like outdoor concerts, dining inside restaurants and family reunions with more than 10 people.



* Similar activities with similar ratings have been combined/averaged

Broken out results presented below

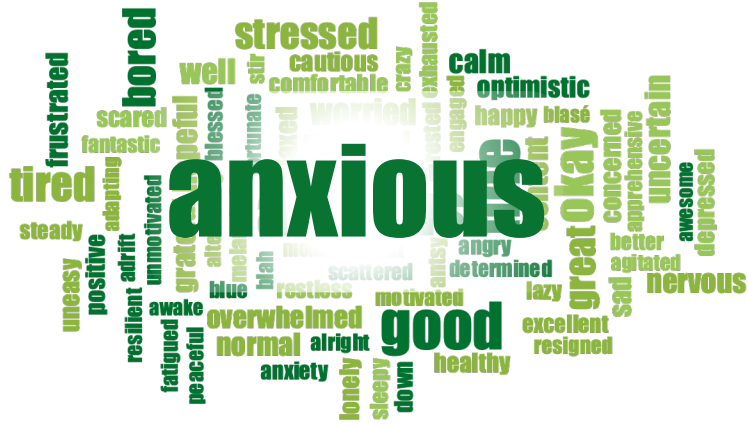
[COVID-19 Coping Survey Week #8 Highlights](#)

Coping Survey #8 – Top Line

- Respondents this week reported they are **tired** – and as one summed it up ... **“gaaaaaaahhhh”**.
- Now many weeks into the pandemic, the ongoing uncertainty continues to be **stressful and frustrating**.
- **Loosening restrictions** is adding new concerns and frustration for some:
 - » *“More acquaintances are expressing their confusion as to the current rules in general, e.g. distancing; what is opening and how; and the reliability of published stats. I think the unasked question is, ‘what else don’t we know they have gotten wrong?’”*
- Respondents continue to be most grateful for **family, health friends** and **being able to work**.
- Their advice to others this week: **take care of yourself physically** – get exercise and fresh air – **and mentally** – pace yourself and get help if you need it.

Top Line: How do people feel today? 'Tired' ... still.

Survey #1 (March 24-29): “anxious”



We continue to hear a broad range of positive and negative feelings from respondents.

Over the past 8 weeks, we've seen a progression of the most prominent mood from the negative "anxious", to "tired" to, "okay" and back to "tired" which is again the most frequently used term to describe respondents' mood for Survey #8.

See the full-sized word clouds in the appendix.

COVID-19 Coping Survey Week #8 Highlights

Survey #6 (April 27 – May 3): “okay”



Survey #8 (May 11-18): “tired”



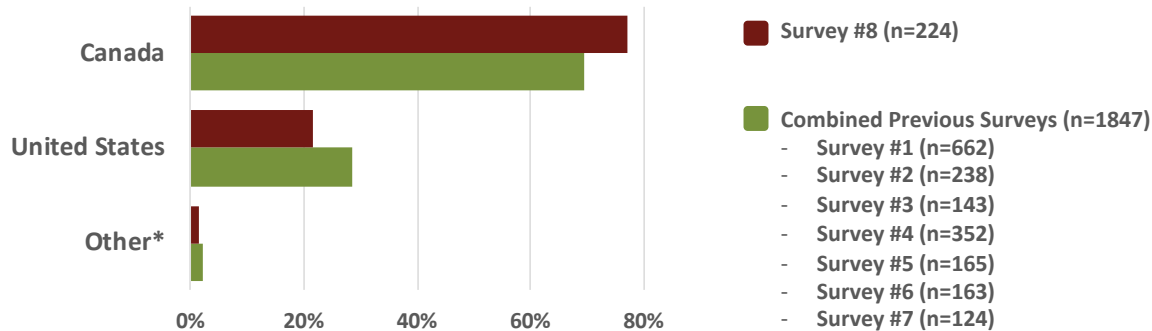
Thank You for Doing the Coping Survey

- We'd like to thank every one of our respondents for taking the time to participate in our Coping Survey. It has been an interesting journey over the past 8 weeks!
- In March, our team at Decision Partners thought we could help, in a small way, by doing what we do best – listening and learning about how people are feeling and what they are doing to cope with the changes and challenges we are all facing.
- We're going to take a brief pause and return with Survey #9 in mid June. In Surveys #7 and #8, we asked about how comfortable you feel going back to activities as things begin to open up. In the next few weeks, there will be a lot of change and adjustment to the new and evolving “normal”. Coping Survey #9, in mid-June, will ask how those changes are going and how your feelings and behaviours are changing as a result.
- The weekly results of Coping Surveys #1 - #8 can be found on our [website](#) and you can sign up there to be notified of when Coping Survey #9 is available.
- Thank you for sharing your thoughts with us. We hope you cope well over the next few weeks.

Survey Overview

Survey Responses

- » COVID-19 Coping Survey #8 was active from May 11 through May 18, 2020.
- » **224 people responded** in total. Participation was limited to people 18 and over.
- » **75% of respondents had participated in previous surveys.** 25% were new participants this week.



* Other countries represented in Survey #8 include: Brazil, Switzerland and United Kingdom

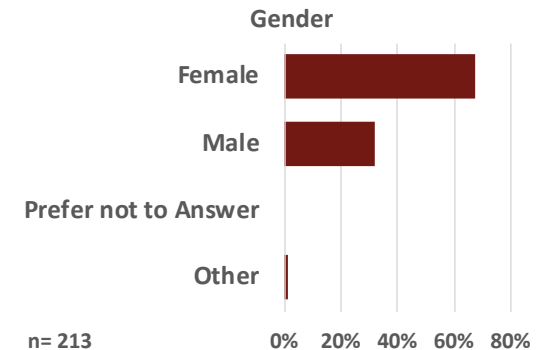
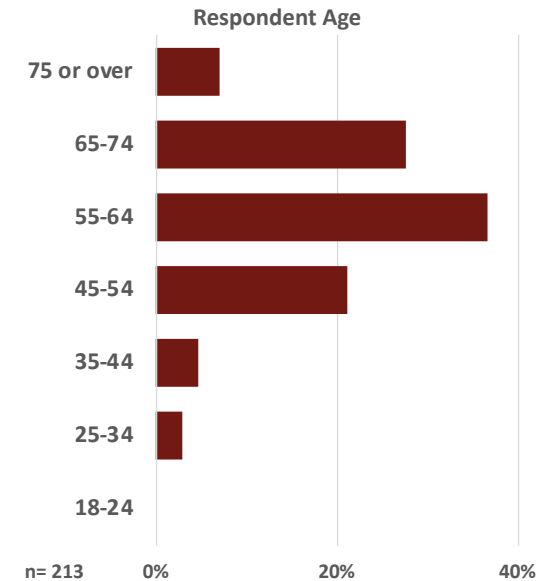
The number of people who responded to each question varied and is specified as “n” for each question. When the results are presented as a % of respondents this is the percentage of those responding to that question.

In some instances results may be presented for Canada and the United states separately and indicated as (CA) and (US) respectively.

Additional Demographics included at end of presentation

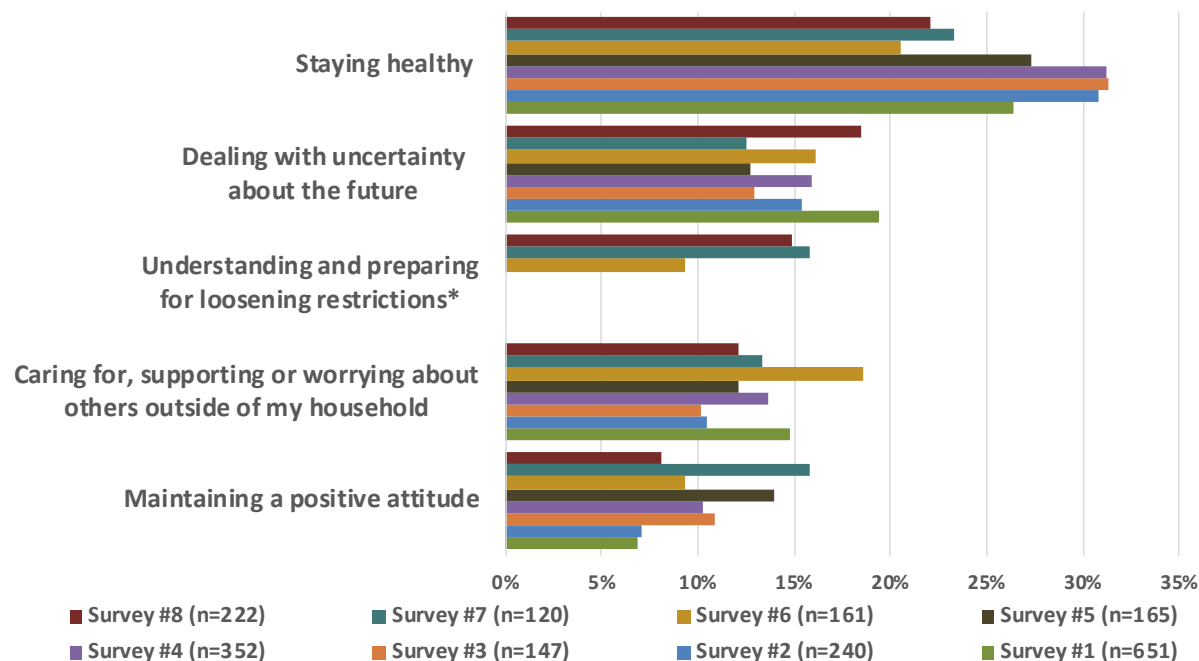
COVID-19 Coping Survey Week #8 Highlights

Copyright © 2020 Decision • Partners Inc.
All rights reserved. Business Proprietary and Confidential



What would you say is your greatest concern today?

Respondents' concerns have fluctuated over the past 8 weeks, but **“staying healthy”** has remained the top concern every week though the margin has been decreasing. **“Dealing with uncertainty”** and **“Understanding and preparing for loosening restrictions”** have been mentioned by some as their greatest concern.



Other greatest concerns mentioned include:

- Economic impacts and paying the bills
- Staying socially connected
- Government policies, politics and decision making

* New option in Survey #6

General Theme – Opening Too Quickly

- Throughout the survey some respondents (28%) spontaneously **expressed concerns about the possible consequences of lifting restrictions and opening the economy too soon:**
 - » *“People are maintaining social distances, and I believe we will proceed 2 steps forward then 1 step backwards to re-open.” (Canada – CA)*
 - » *“I’m concerned it might be too much too soon, but we’ll need to see and possibly back up.” (CA)*
 - » *“I believe there is danger in opening too soon, but also believe that restrictions can be more targeted.” (United States – US)*
 - » *“Lowering restrictions too soon. Lowers the importance and people forget why the restrictions were placed in the first place.” (CA)*
 - » *“I’m not a health professional, but I don’t want to rush into loosening restrictions only to have it rebound.” (CA)*
 - » *“We shouldn’t rush out of restrictions: mistakes could be costly. But we need to somehow get safely back to our lives.” (CA)*
 - » *“The criteria for loosening restrictions haven’t been met.” (US)*
 - » *“People are becoming less responsible – states opening without being cautious – idiots taking chances as if it is over and it’s far from over – totally upsetting.” (US)*
 - » *“Dread at the deaths likely to come by “reopening” too soon.” (US)*

Notable Changes in the Past Week

- Again this week when asked about the biggest changes they've noticed around them in the past week, many respondents noted that **more people are out and about with some ignoring physical distancing guidelines or not wearing masks.**
- **More people are out and about and there is more traffic on the roads now that the weather has improved:**
 - » *"Weather is improving, people are getting outside more, mood is a little better."*
- **More people are "more flippant", taking more risks, ignoring physical distancing guidelines, not wearing masks and getting together in groups:**
 - » *"As the state opened up less people had on masks unless the stores require them. It is as if they think it is "over."*
 - » *"Lowering of consideration for others – social distancing and "Me First" attitude."*
 - » *"People seem far more cavalier in their social distancing. Many have a casual attitude toward Covid transmission. It's gotten worse every week."*
- **Some restrictions are being relaxed and more businesses, parks and golf courses are reopening. There is a "gradual re-opening of personal services."**

Notable Changes in the Past Week

- **A few have noticed more “grumpy”, “tired” people, showing increased frustration and anxiousness returning to “the past normal”, while others are demonstrating “growing hostility” toward people not wearing masks or social distancing:**
 - » *“Cranky people who just want to get back to some kind of routine.”*
 - » *“The people I talk to seem to be more “tired” – emotionally drained from worrying about getting or giving the virus. So far they are all healthy but the underlying fear is draining their ability to cope.”*
 - **Others said they are noticing “more smiles from strangers”, some people are more relaxed, hopeful and accepting of the situation:**
 - » *“Sense of relief that some restrictions are being lifted.”*
 - **Others commented that some people are concerned about the reopening, finding the guidelines confusing, uncertain about their comfort returning to various activities. A few said the issue was becoming too political:**
 - » *“More chat about what and how we feel about moving forward what we are comfortable to do how to create the next bubble. We still need to be very, very careful.”*
- **Other changes mentioned, include:**
 - » More people are wearing masks.
 - » Changes in workload and preparations to return to the workforce.
 - » Increased financial aid for businesses
 - » Financial impacts of the pandemic, including increased taxes to pay for the closing of the economy, increased unemployment
 - » Increase in the number of cases and deaths

Current Level of Restrictions – About Right

Most respondents (71%) characterized the level of restrictions in their area as “About Right”, saying ...

- That easing of restrictions should be “cautious”, “slow”, “phased”:
 - » *It's a go-slow approach, opening up the least risky activities. Further, some businesses/activities that can open up a bit more now are opting not to and are explaining to clients that they still need to do more work in their operations to ensure safety.*
 - » *While I would love for restrictions to be lifted, I appreciate a careful, measured approach. I would not like to see a resurgence and another quarantine, nor any more deaths.*
 - » *“The criteria for loosening restrictions hasn’t been met.”*
 - » *“I'm not a health professional, but I don't want to rush into loosening restrictions only to have it rebound.”*

- Restrictions are working, people are following them, and the curve is flattening:
 - » *“I feel that the current restrictions are doing/have done their best to keep people safe at this time.”*
 - » *“We have early indications of being past the peak due to responsible social isolation being responsibly used by most people.”*

Current Level of Restrictions – Too Strict

Those who feel that the restrictions are too strict (11%) said ...

- **“People should be allowed to make choices”:**
 - » *“Canal walking trail is still closed. Never anyone on it even before this situation. Social distancing NOT a problem on this trail. Overkill.”*
 - » *“They need to loosen up the number of people can gather, especially close family. We know how to keep ourselves safe from the virus.”*
 - » *“We know more about the virus and we need to set low risk people free to live their lives while protecting (isolating those at risk).”*
- **Low rates of infection in their area and the fact that most cases are in seniors’ residences mean that restrictions aren’t needed:**
 - » *“Restrictions do not seem to reflect the areas C-19 epidemiology.”*
 - » *“The virus impacts a very small percentage of people in dangerous/significant ways...our policies need to reflect that. Protect/insulate the vulnerable... let the balance of people manage their lives accordingly. “*
- **Causing a negative “unsustainable” impact on the economy.**

Current Level of Restrictions – Too Loose

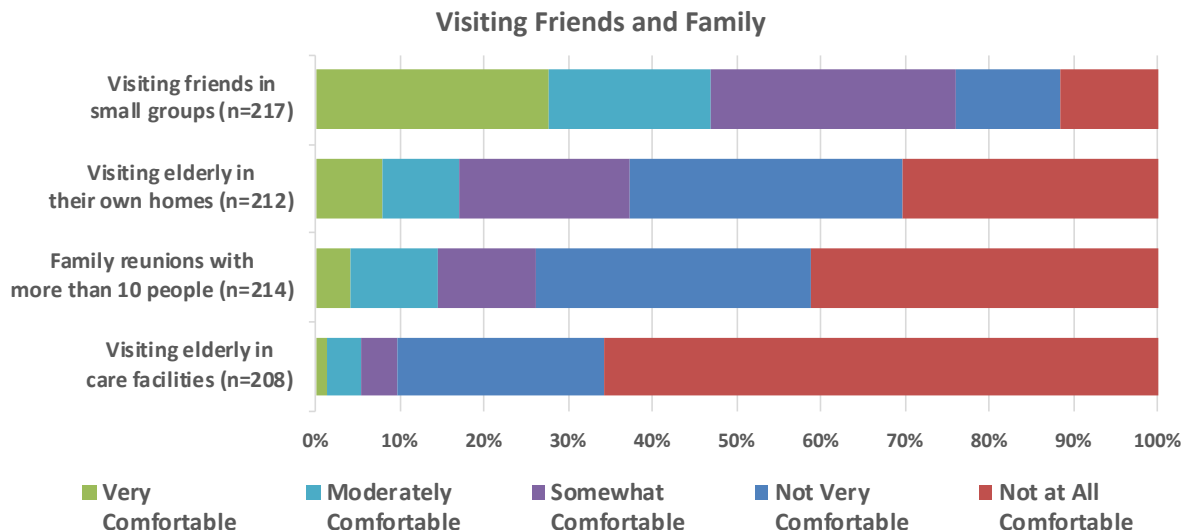
Those who felt that the restrictions are too loose (18%) said that reopening is happening too soon and the rush to reopen, combined with a lack of testing, guidelines and compliance could lead to negative outcomes. A few said people are acting “as if the danger has passed”:

- » *“We should have waited another two weeks to relaunch.”*
- » *“People are acting like there is nothing to worry about and the virus was over blown or a ‘hoax’.”*
- » *“They should not be loosening as it would cause a rise in the number of infections.”*
- » *“I’m not sure if the virus is sufficiently under control to open up society. Insufficient testing to know the true incidence rate of the virus.”*
- » *“Most places are not staying on top of things. Strict at the entry but once you get in appears to be less concern.”*
- » *“There seem to be a lot of gaps in the protocols. Some aspect haven't been thought through enough.”*

Comfort with Visiting Friends and Family

As restrictions are loosened in your area, how comfortable would you feel in the next 2 weeks getting together with friends and family in each of the following situations?

- While spending time with family and friends was noted in previous surveys as what they most looked forward to doing when restrictions are lifted, people are still expressing a significant amount of discomfort in most situations.
- Several noted that outdoor activities and get togethers might be appropriate:
 - » “Meeting one person in a park, socially distanced, wearing masks.”
 - » “Visiting with small numbers of friends and families outside while maintaining acceptable physical distance.”
 - » “The only time we meet friends is 6’ apart or more on chairs outside in the cul-de-sac.”



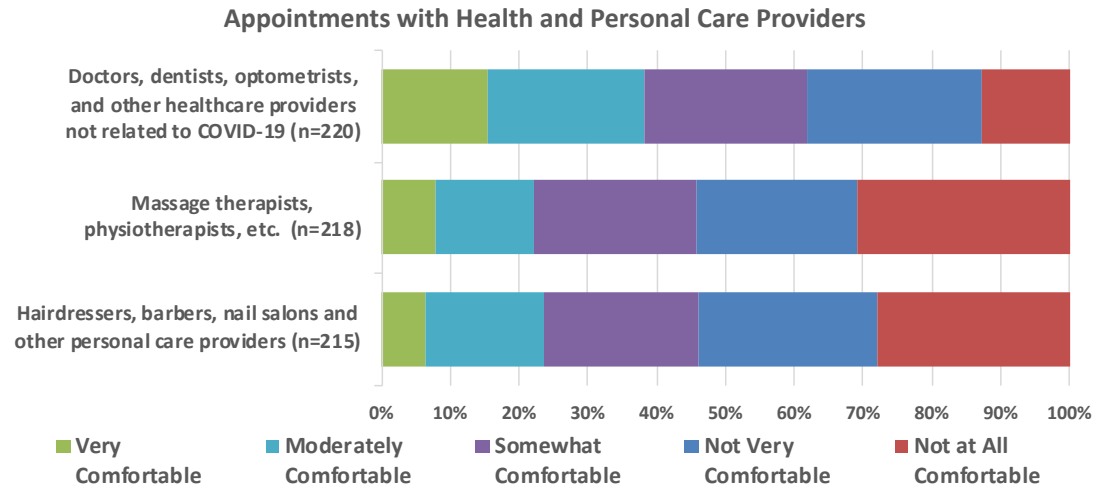
Comfort with Visiting Family and Friends

- **Several respondents said they would be comfortable getting together with family and friends in some circumstances and “extending their bubble” to add additional family members or a few friends:**
 - » *“Having a friend who has been isolating as well, come over for the weekend.”*
 - » *“Adding family members who were quarantining on their own.”*
 - » *“Keep the number small beyond family, 1 or 2.”*
- **Some mentioned continued physical distancing and, in a few cases, wearing masks:**
 - » *“Outside, 6 feet apart on disinfected chairs, bring own food and drink, keep visit short.”*
 - » *“Will go on a hike with a friend, separate cars to get there, and distancing, etc.”*
- **A few expressed concerns about the risks of getting together with friends and family:**
 - » *“I would have to know they have been following protocols.”*
 - » *“I'm waiting 2 months to see what happens. If I'm wrong and cases don't spike, awesome, but if I am right, then I'll be safe, and everyone else can deal with it.”*
- **A few said they would be comfortable attending a wedding or funeral**

Comfort with Heath and Personal Care

As restrictions are loosened in your area, how comfortable would you feel in the next 2 weeks going to appointments where you may come into close contact with service providers ...

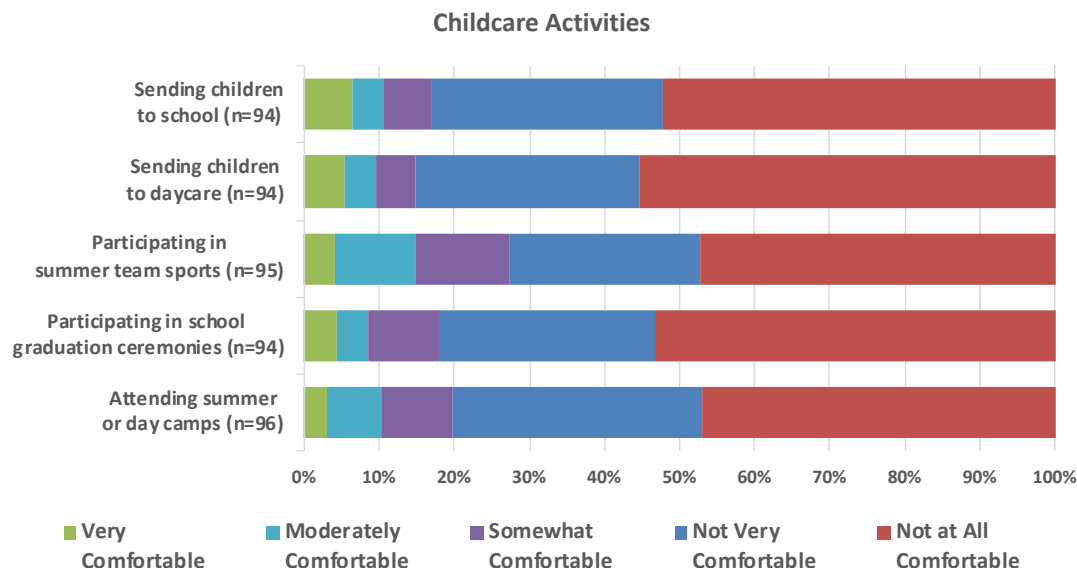
- **Level of comfort in going to health and personal care appointments varied widely.**
- **Some commented:**
 - » *“Depending upon their efforts to lessen risks.”*
 - » *“Health care of all kinds is important to keep myself healthy.”*
 - » *“I would only go to the ER if I had to.”*
 - » *“My chiro office called to offer me some appointment slots. I declined. Won’t be back for two months.”*



Comfort with Childcare Activities

As restrictions are loosened in your area, how comfortable would you feel in the next 2 weeks participating in the following activities related to childcare...

- Respondents did not express a great deal of comfort with ANY childcare activities, especially daycare.
- A few said recreation with social distancing measures or playing with one friend who had been in quarantine would be acceptable.
- Some commented:
 - » “Children are not invincible I don't want my son being around too many people. I don't want him getting sick.”
 - » “Putting many children together only helps cross contamination. Bringing it home to their parents and then there's also spread to others.”
 - » “Introducing the nanny to the family mix.”

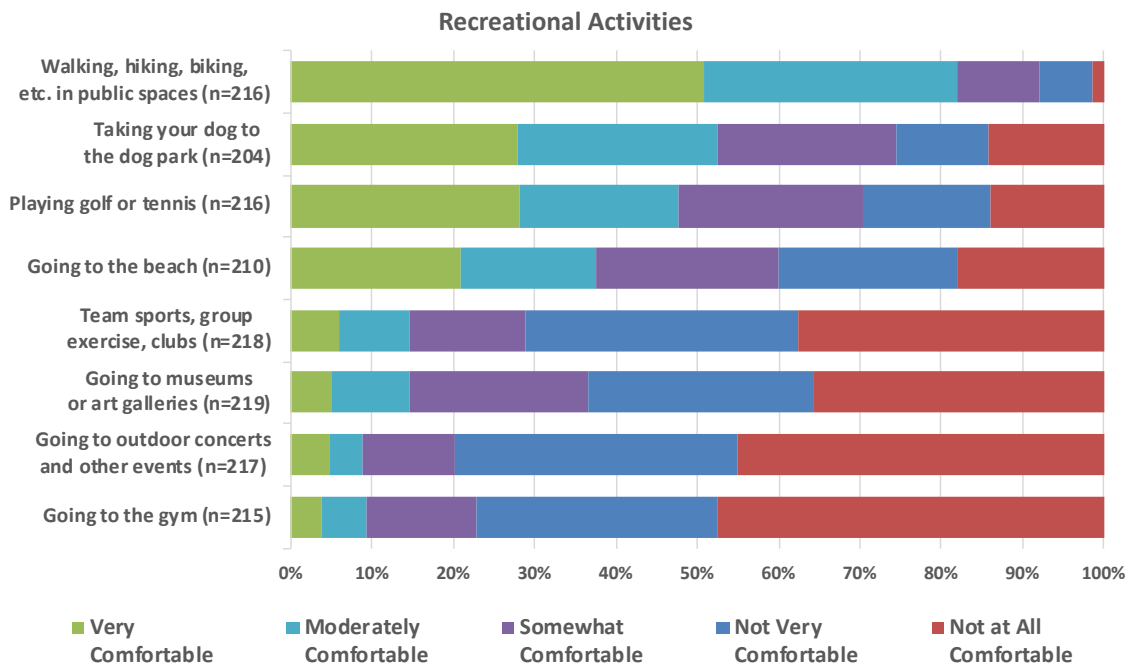


Comfort with Recreational Activities

As restrictions are loosened in your area, how comfortable would you feel in the next 2 weeks participating in the following recreational or entertainment activities ...

- Respondents seemed most comfortable in situations with less people and more freedom of movement and personal control, particularly in outdoor environments. Several emphasized the need for social distancing:

- » *“It would all depend on how much personal space there was.”*
- » *“Outdoor concerts, events would depend on enforced distancing.”*
- » *“Would be pretty comfortable doing most things provided masks and social distancing observed.”*
- » *“Comfortable going to a small theatre if seats were blocked and a half house.”*
- » *“The last thing I want is to be within the breathing cone of some stranger.”*

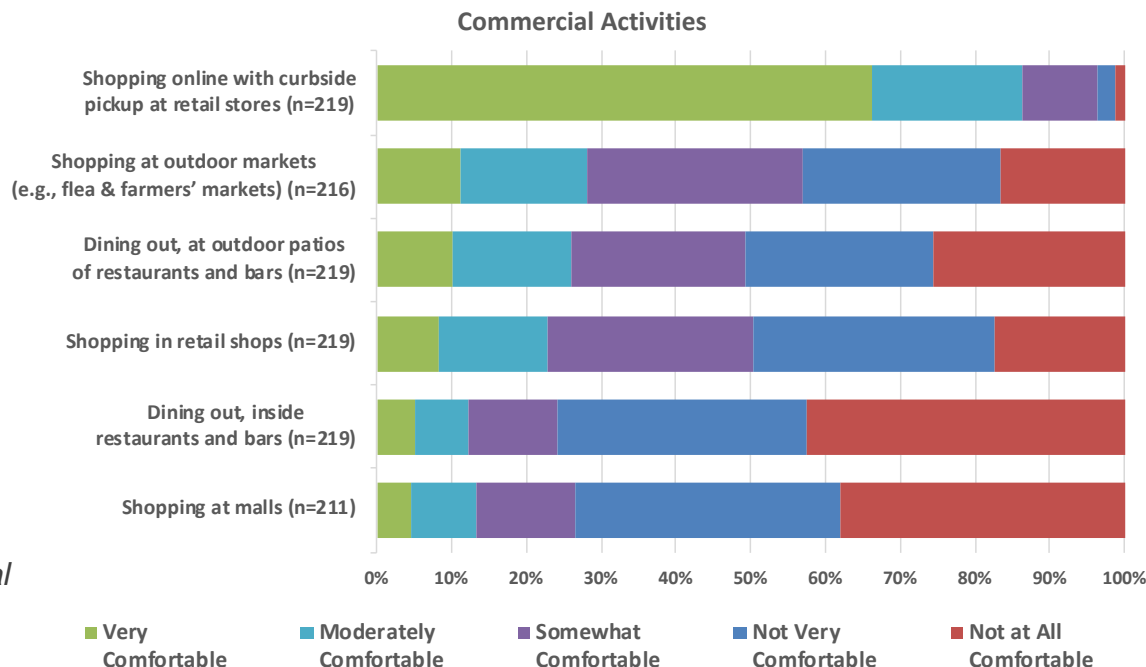


Comfort with Commercial Activities

As restrictions are loosened in your area, how comfortable would you feel in the next 2 weeks participating in the following non-essential commercial activities...

- **Most respondents seem comfortable with curbside pickup, but have conditions for other commercial activities.**

- » *“Without parameters of masks and social distancing in place none of the above works for me.”*
- » *“Depends on how spaced out we are.”*
- » *“Single entrance shops.”*
- » *“We have people spraying for termites tomorrow. Asking them to stay outside. Let's hope no one needs a bathroom.”*
- » *“Not comfortable in any public commercial venue.”*
- » *“Shopping in retail shops ok if by appointment only and with trusted salesperson whom I know well.”*

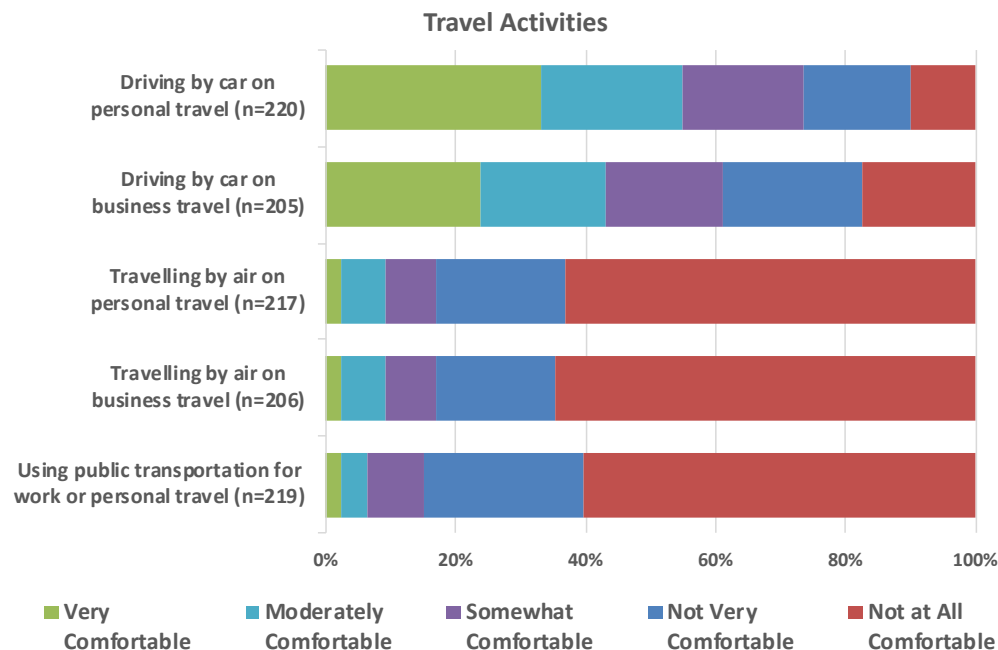


Comfort with Travel Activities

As restrictions are loosened in your area, how comfortable would you feel in the next 2 weeks traveling outside of your community (including needed short, long or overnight stops)?

- Travel by car, motorcycle, bike or walking were the only modes of travel that respondents expressed comfort in doing.

- » *“Short car trips in city and vicinity are helpful for my sanity.”*
- » *“So long as I don’t have to get out and deal with humans!”*
- » *“I’ll go for a drive, but I’m not stopping anywhere other than a forest. I can get there and back without spreading to another community.”*
- » *“I’d rather walk.”*

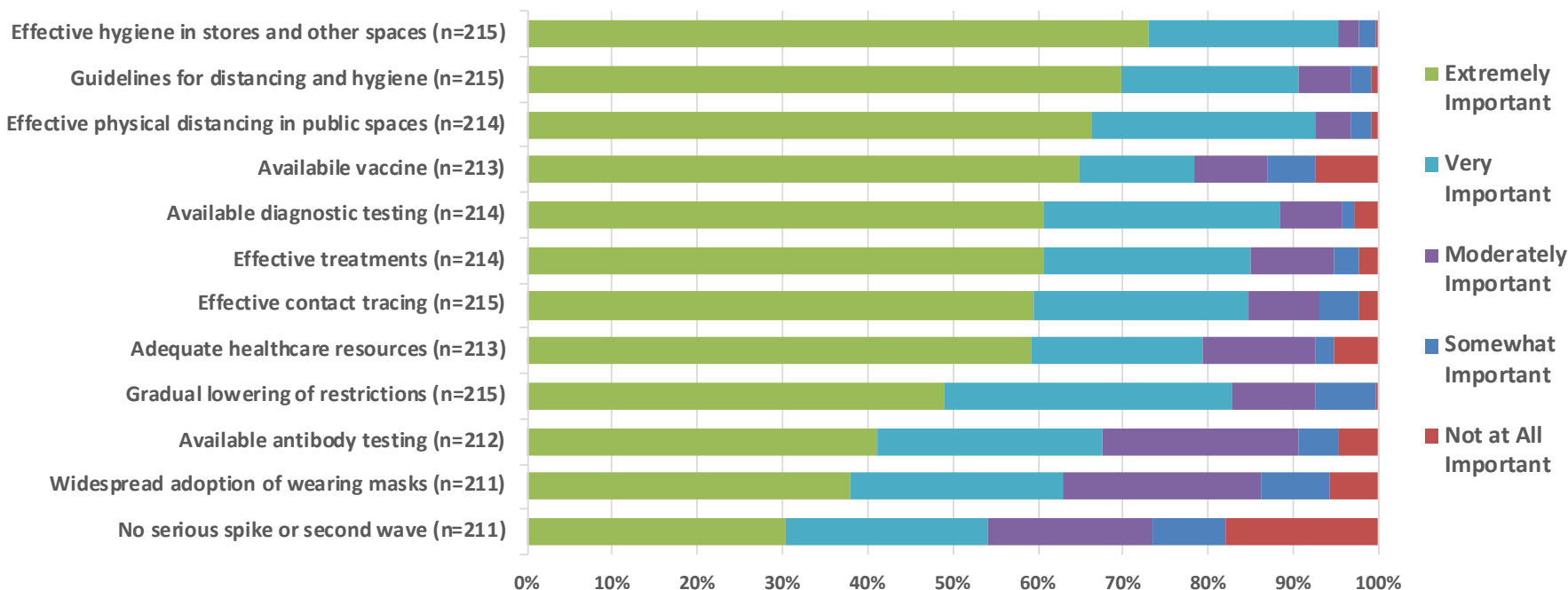


Assurances Prior to Easing Restrictions

How important will the following be to you in making personal decisions about returning to activities that you have been limiting or avoiding during the pandemic?

- No significant changes compared to earlier weeks. Respondents still prioritizing personal and physical hygiene and guidelines for those.

Important Factors for Easing Restrictions



Other Assurances Prior to Resuming Activities

What other assurances would you want before you resume activities?

- **Many do not trust, or questioned the ability of, officials to make any assurances, a few saying not enough is known about the virus:**
 - » *“Public officials cannot promise that there will not be a second wave. I think that's inevitable. The news that sailors on the USS Roosevelt have tested positive again after having recovered from the disease is a cause for concern and raises questions about the level of immunity that survivors have.”*
 - » *“I think it is unreasonable to ask public officials for assurances about what may/may not happen in the future given that this is a new virus with no vaccine and no definite test.”*
 - » *“I no longer believe official assurances. The President and Republican state governors are clearly acting in the interests of their donors and their own interests in maintaining power.”*
- **Some respondents wanted clear guidelines and a high level of compliance in businesses, and in the public at large, and “consequences for noncompliance”:**
 - » *“Fines in place for not keeping the practice of a healthy workplace in place.”*
 - » *“Assurances that public officials will actively enforce guidelines for safe public engagement.”*
 - » *“Mandatory masks in indoor locations, retail stores, public transit, galleries, zoos museums etc .”*

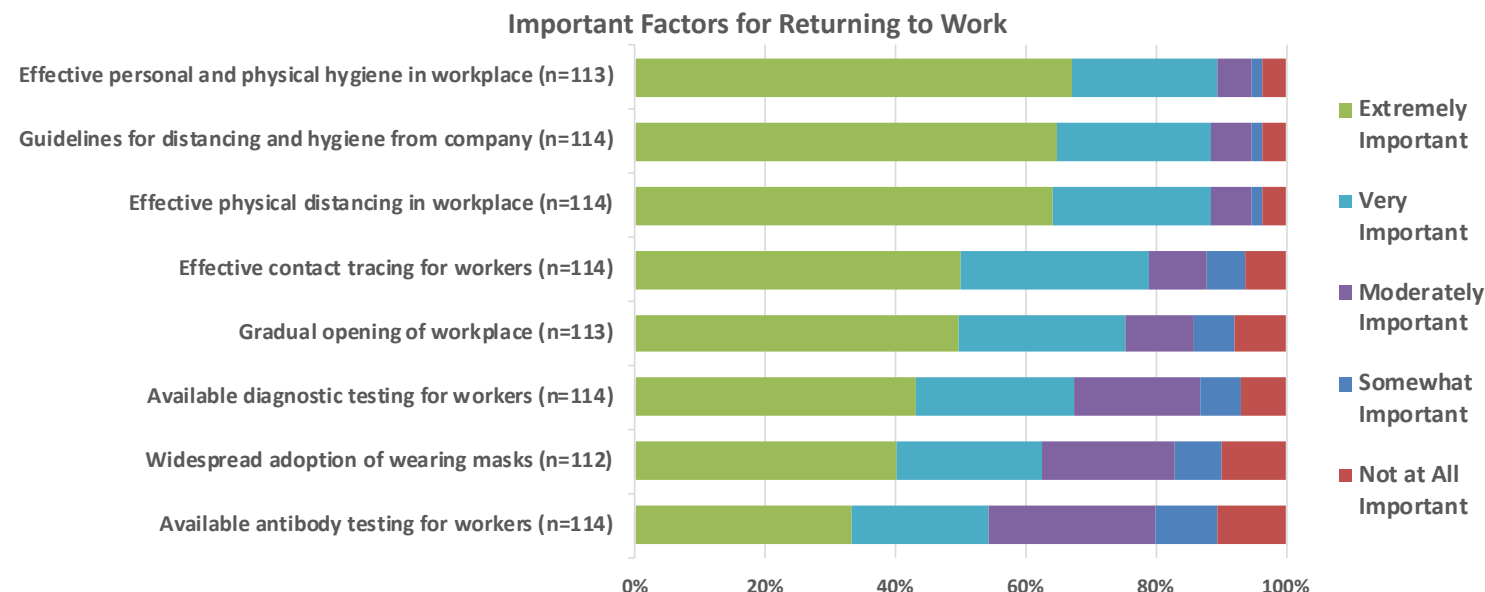
Other Assurances Prior to Resuming Activities

- **Some said they would want assurance that decisions were based on data and science:**
 - » *“That the government's rollout seems to reflect that they have conducted behavioural research to inform their approach, policies and communications to mitigate risk and maximize positive behavioural outcomes.”*
 - » *“Listen to the science. Make policy based on that.”*
- **Others mentioned assurances in businesses, one specifically citing the airlines:**
 - » *“Assurances and proof that the operators of these facilities understand their role in ensuring their patrons and customers are safe.”*
 - » *“Airlines must take temperature etc. to ensure those on the plane are healthy and masks during flights to ensure if someone is not, they cannot infect everyone else.”*
- **Other assurances, included:**
 - » *“An actual drop in cases and deaths over an extended period of time - months probably.”*
 - » *“Timeliness in responding to any change in results and increased transparency of where areas are doing well versus high risk areas.”*
 - » *“Clear messaging on use of gloves and masks from health care providers.”*
 - » *“Strong plans for communal health putting community responsibility to neighbour ahead of individualistic populism.”*

Assurances Prior to Returning to Workplace

People who are working were asked: *Thinking specifically about potentially returning to work (outside of your home) what would you want to be assured of before returning to your workplace?*

- Respondents who might be going back to work want many of the same assurances for their workplace as they do generally: effective hygiene controls; physical distancing; guidance; testing; tracing; etc.



Other Assurances Relating to Workplace

What other assurances would you want before continuing to work at, returning to, or starting to work at a workplace outside of your home:

- **Respondents asked for flexibility: the ability to continue to work from home; staggered hours or days; and stay home without punishment policies for workers with COVID-related illness:**
 - » *“I would want to know why it is necessary to assume any risks when we seem to be able to get our work done as well, if not better, when working remotely.”*
 - » *“Workers must return in shifts (daily or weekly is best) in order to limit the risk of contagion. Even if you stay 6 feet apart, if you're inside then HVAC systems are not good enough to prevent infection (with the possible exception of hospitals).”*
- **Some asked for the assurance that policies and practices would be adopted to ensure safety:**
 - » *“Management of in-office protocol (i.e., going out to lunch and returning).”*
 - » *“Fever testing upon entering the building.”*
 - » *“More partitions, less open cubicles.”*
 - » *“Provision of suitable PPE and adaptation of working practices when returning to work.”*

Value of Contact Tracing Apps

- **Most respondents believe that contact tracing apps will help to limit spread and provide data to the public and officials to guide their decision-making:**
 - » *“Valuable data on symptomatic vs asymptomatic spreaders can be learned as well as danger areas for reopening.”*
 - » *“We have reckless citizens in our community who need to be told how to behave until we have treatments or vaccines in 18 months. Technology is the only way to do this effectively.”*
 - » *“Expanding the capacity to trace contacts and limit spread, given that the number of people trained to do tracing will remain less than what is needed to contain this pandemic.”*
- **Most said that compared to human contact tracing, the apps would provide more accurate, “comprehensive” and “reliable” data as people may not remember all the details of their activities and encounters:**
 - » *“Tracking apps can pinpoint more specifically places, times, people one comes in contact with more effectively. Human contact tracing could be more general and if relying on a person's memory of where they've been or who've they've been in contact with may not be as reliable.”*
 - » *“Apps will likely do a better job of catching the short interactions that people forget. The stop at the gas station, etc.”*
 - » *“No way to fool a tracking device!”*
- **Many said the apps would be more efficient, providing “real time data” and saving the time of those doing human contact tracing:**
 - » *“Faster results and identification of people at risk. Slow down the potential spread from contact to others faster versus verbal communication.”*
 - » *“They can ease the burden on public health workers who are trying to trace and increase the number of people who can be traced.”*

Value of Contact Tracing Apps

- **Some said the apps are “too big-brotherish” and expressed concerns about their privacy and how data would be used:**
 - » *“I do not trust our government not to use data they shouldn’t (our provincial health minister has already done this with other private health data). The app this province is touting will never be on my phone. The federal government needs to figure out an app that respects privacy laws and can be universally used in Canada.”*
 - » *“The value of this app is formidable. But, not all measures that cross the lines of privacy are decent. A population under control in this manner presses our buttons.”*
 - » *“Huge potential health value. Huge potential privacy issues. Have to sort out cost/benefits.”*
 - » *“My life is an open book on social media, but this idea goes too far and would create huge bureaucracies and all they fail at. Far better that we promote personal responsibility, follow appropriate health guidelines for testing, reporting, social distancing, self-quarantining, etc. And perhaps impose penalties to those who don't. But no Big Brother stuff unless voluntarily.”*
- **A few said the apps would only be effective if there is widespread adoption of the app and if everyone has a cell phone:**
 - » *“Only really effective if sufficient people have them, and constantly have phone active. Neither of which will work with the battery life of my phone.”*
 - » *“This only works with everyone has a smart phone, this does not track with many vulnerable populations or those due to certain health challenges cannot use smart phones, even before exploring privacy and accuracy concerns.”*

Value of Contact Tracing Apps

- **Other benefits of an app mentioned, include:**

- » *“Objective” and “unobtrusive”; “It’s more impersonal and less judge-y.”*
- » *“Can be quickly implemented on a wide scale.”*
- » *“Ease of use. Most everyone has a phone and everyone has an e-health file in Ontario. Banks have apps. Yes get the encryption and security “tight and right” and don’t collect more than needed. Get on with it.”*

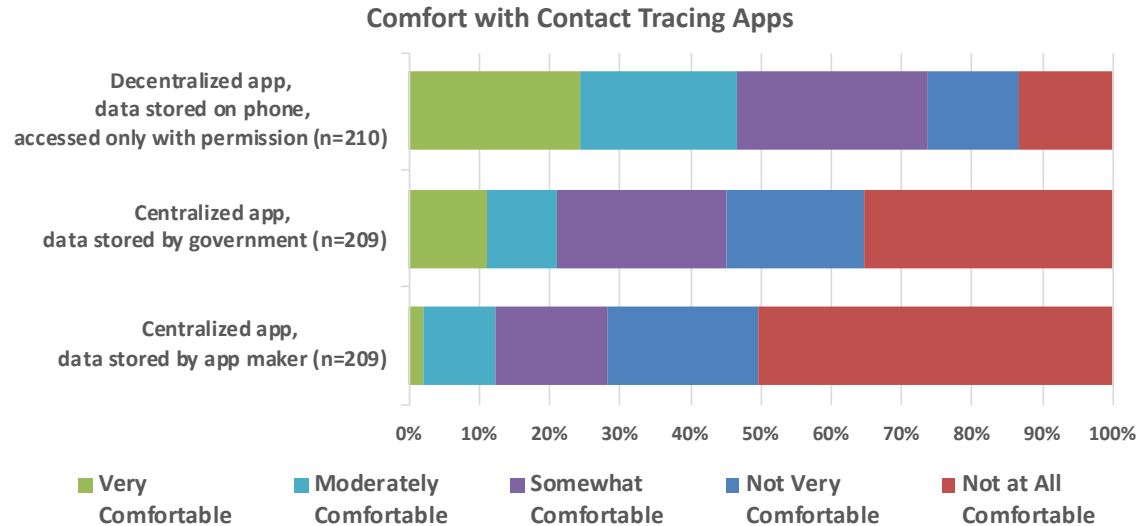
- **Another respondent said the Bluetooth technology was insufficient:**

- » *They are all too weak. Bluetooth is a terrible protocol to use, and the idea is to avoid GPS-level data because it is too identifying (e.g. you don't need my name if you can watch me leave & return to my house.)... Bluetooth only looks at human-to-human transmission, which is likely the biggest threat. But at population scale, we also need human-to-object-to-human. Bluetooth systems do not address this at all...The centralized systems, with far more data, are the right approach for COVID-19. Anything less is basically designing murder into the system because it is so ineffective. And yet -- the people who want the centralized, high-data approaches are horrible people who cannot be trusted. Dystopia to the left, dystopia to the right, and trying to split the difference right now means getting both bad outcomes rather than neither.”*

Comfort with Contact Tracing Apps

How comfortable would you be with the privacy of the different types of contact tracing apps and the way personal data could be collected, used and potentially misused?

- From a privacy perspective, respondents were more comfortable with decentralized tracing apps that store the data on phones.
- Many respondents expressed the need to “control” or “protect” their data and voiced concerns about maintaining their privacy. A few said tracing apps are “invasive” and “a violation of their rights”:
 - » “Privacy is sacred and must not be violated or at risk.” (CA)
 - » “Regardless of “safeguards” this feels like we are one microchip away from being tracked. I’m not ready for that.” (CA)
 - » “I don’t want to be tracked like a criminal and I do not want the same system as in China where you get a rating for your behaviour. It is too oppressive. I would rather take my chances with the virus.” (CA)



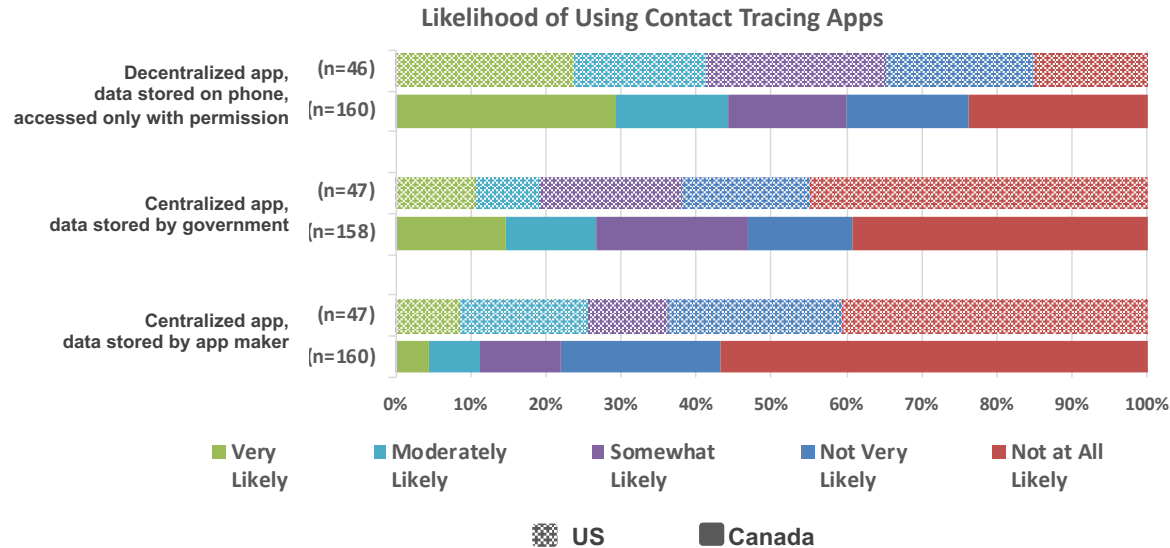
Comfort with Contact Tracing Apps

- **Some said apps makers could not be trusted to protect their data, saying that corporations may sell data or use it for “nefarious” purposes:**
 - » *“Previous data breach by private companies, even huge banks. Little app makers don’t have the capacity to do this with the utmost safety of privacy. Also, company might one day sell data.” (CA)*
 - » *“We don’t fully understand what app makers do with data, and what could be used against in future. We have some assurances with government holding the information, none at all with the app makers. Look at Facebook: they have repeatedly lied to the public, their customers, and governments about their use of data. And governments don’t seem to know how to stop them doing it.” (CA)*
- **Some voiced their lack of trust in government, what the government might do with their data and how the government has been unable to protect their data in the past:**
 - » *“To much opportunity for abuse, and they can already do this, they are just fishing for permission. US Senate just approved FBI search of personal internet searches without a warrant - possible abuse far outweighs benefits.” (US)*
 - » *“Government should not have easy access to my data. Ever.” (CA)*
- **A few said they trust the government to access and manage their data:**
 - » *“Would rather have government in control with appropriate legislation i.e. ATIP and accountability, rather than random companies. Big brother actually takes care of us in these situations.” (CA)*

Likelihood of Using Contact Tracing Apps

How likely would you be to use this type of contact tracing app at this time?

- Most respondents (51%) didn't know if apps were being considered in their area.
- Respondents typically expressed the same concerns raised previously, including concerns over privacy and their need to control their data, and lack of trust in the government and app makers to protect their data or use it appropriately:
 - » *"It is always a matter of trust, and I trust that governments and companies will misuse or lose the data."* (CA)
 - » *"Even with proper policies in place, there is no guarantee when the collection of this personal data will stop or that the data will not be misused."* (CA)
 - » *"Not interested in more personal surveillance."* (CA)



Likelihood of Use

- **Some reiterated their belief that the apps are “for the greater good” and are an important part of controlling the virus:**
 - » *“Because it’s an important part of controlling the virus, despite my level of comfort.” (US)*
 - » *“I support tracing as a key public health tool to slow down disease spread.” (US)*
 - » *“It’s creepy - letting anyone have this much information, but I would do it anyway if it would help me/my family stay healthy.” (US)*
 - » *“It’s important if someone shows up with the virus to know who they’ve been in contact with and this should supersede someone saying it’s my right not to allow this.” (CA)*

What are you most grateful for today?

- **“Family”, “health”, “friends”, and “home”** have consistently been among the most frequent things people are grateful for over all 8 weeks of our survey. This week, being **“able”, “work” and “living”** (in their area) also showed up frequently.

May 11 - 18



Holiday Planning ...

We asked – as the Memorial Day (US) and Victoria Day (CA) long holiday weekends approach ... what are you considering doing this year and how does the pandemic change your plans and thinking if at all?

- **Most respondents said they are staying at home with some saying that they are not doing things that they normally do – getting together with family and friends, attending group activities or travelling. Instead, they may have a barbeque at home, go for a bike ride or walk, or spend time in the garden:**
 - » *“Obviously totally changes plans. Looks like we'll be having a backyard bbq for 2. Maybe taking some extra long walks.”*
 - » *“Not going to do anything as we used to visit family or go camping.”*
 - » *Normally we would get together as an extended family and share a meal. This year, we will not do that. At most, we might visit through video chat while we eat. We would also go look at fireworks in the neighbourhood. It is unlikely we will go any further than our backyard this year.”*
 - » *“No plans. Fearing unhealthy situations for my college-aged children.”*
 - » *“We usually do something for this long weekend. Last year we went to Washington, DC or we go camping. This year, we will be binge watching something on TV and baking a few treats.”*
 - » *“Not planning on doing anything. We don't have the money for the “typical” activities and with the current situation have no plans to have anyone over.”*

Holiday Planning ...

- **Some are modifying their plans, getting together with only family members or a few friends or travelling while following guidelines and observing restrictions:**
 - » *“We intend to go to Maine, where we have a home on an island. It’s a 9-hour drive, so we’re trying to figure out how to do that with a minimum of contact. Once we’re there, we can easily self-isolate. There won’t be much socializing with people on other islands, though.”*
 - » *“Visiting family in smaller groups while still maintaining social distancing.”*
 - » *“We will be spending the long weekend at the cottage which is what we do every year however, this year our adult daughters won’t be joining us and there won’t be any fireworks or campfires. We will bring all our own supplies so there won’t be any trips into town.”*
 - » *“Going to the cottage without family or friends.”*
 - » *“May see 2-4 people in backyard. Physical distancing. No inside activities so if it rains...nothing.”*
 - » *“Camping. Much smaller group and in a more secluded area.”*
 - » *“Since I travel into and out of high incident areas, I tend to avoid events where I think a potentially comprised individual might be attending. If it were not for that, I’d participate essentially as normal with the addition of the social distancing, higher hygiene awareness.”*
 - » *“May get together for a distanced picnic with few friends - we would have to all bring our own food, not share.”*

Suggestions to Others

If you could offer one suggestion or piece of advice to other people ...

- **Take care of yourself physically** (exercise, get fresh air,) **and mentally** (pace yourself, get help if you need it):
 - » *“Try not to get discouraged with life.”*
 - » *“Reach out when you are having a low moment. When I'm feeling low, stressed and anxious, I tell someone, my partner, I call my mom, talk to a colleague. I feel better after I've vented.”*
 - » *Stay calm, get lots of sleep if you can. Eat well and communicate with friends how ever you can. This will all be history someday. (117, Pos. 71)*
- **Stay connected and reach out to others:**
 - » *“Keep phoning and Zooming/Skyping.”*
 - » *“Try to contact one person each day.”*
 - » *“Watch out for those feeling isolated and alone; they need you. Keep building and re-building your network of contacts all along the way. To have good friends, be a good friend. Be purposeful and help others in a way you can. Breathe slowly.”*

Suggestions to Others

- **Keep busy, develop a routine and be productive:**

- » *“Use this time to learn something new and/or take on a new activity at home.”*
- » *“Have a project or activity to keep you interested and motivated.”*
- » *“Take advantage of the opportunity to do something new, rewarding and/or healthy activities at home.”*
- » *“Now is the time to innovate.”*

- **Be patient, stay the course, follow the guidelines:**

- » *“Roll with it. This too shall pass and we want to come through this the best we can.”*
- » *“Continued patience and understanding with others.”*
- » *“Relax. Hold the line. Wash your hands. Don’t be selfish.”*
- » *“Do it and be diligent to comply. Patience will win over the fight against the virus.”*

- **Other suggestions included:**

- » *“There is more to life than having to know every little detail regarding the virus ... Get on with living your life!”*
- » *“Be wary of rumours, misinformation and conspiracies - take a moment to verify information at the source before you take on or pass on a new piece of surprising information.”*

Respondents' Comments on our Survey

- We heard from many respondents that the survey is “interesting”, “well done” and “very thorough”. Several said they benefit from participating and look forward to seeing the weekly results:
 - » “Good work at a pivotal time in the history of the country and the world.”
 - » “Great survey thank-you for letting me get my thoughts and fears out there!”
 - » “Great survey, very interesting questions that more policymakers should be thinking about.”
 - » “Excellent, thought-provoking questions in this edition.”
 - » “Thanks for sharing survey results; this was another good one.”
 - » “Interesting new direction about how we are feeling about the opening up of our economy. I’m afraid of the second wave.”
 - » “I was thinking today that in the survey averages, we are all very close in our thoughts and concerns throughout these past months.”

Supplemental Results

Survey Overview

▪ Survey Responses

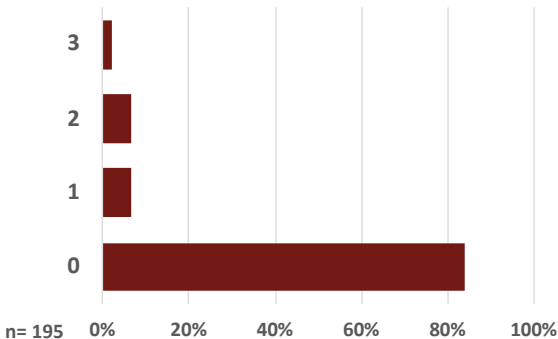
- » COVID-19 Coping Survey #8 was active from May 11 through May 18, 2020.
- » **224 people responded** in total. Participation was limited to people 18 and over.
- » **75% of respondents had participated in previous surveys.** 25% were new participants this week.
- » **Over 2080 respondents over the past 8 weeks**

▪ Survey Sample

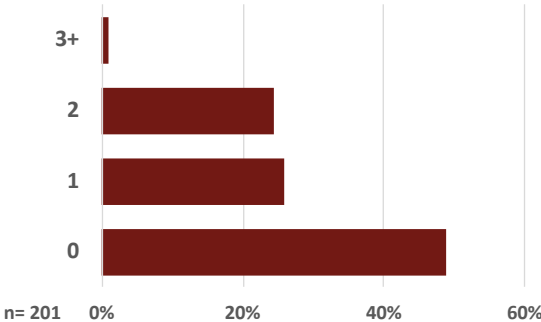
- » Survey participants were recruited through convenience and snowball sampling.
- » The survey was promoted through various avenues starting with our friends, families and professional colleagues via email, LinkedIn, Twitter and other platforms. People were asked to share the survey invitation with others.
- » *As such, we make no claims about the representativeness of the survey to any specific population, but we do believe that the results provide meaningful insight into people's experiences and perspectives during these difficult times.*

Other Demographics – Survey Week #8

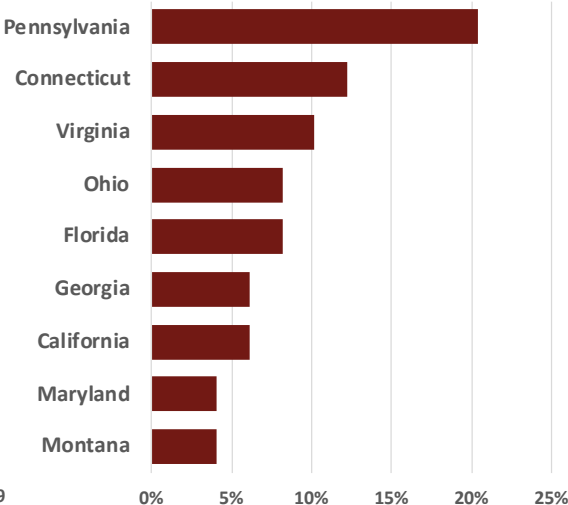
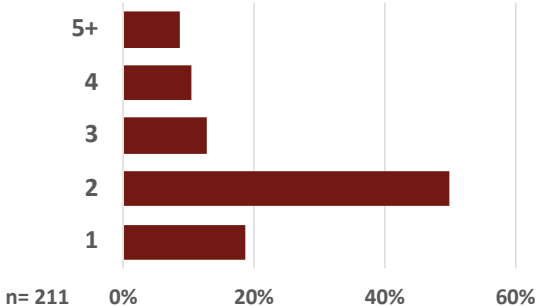
Children <18 at Home



Seniors >65 at Home

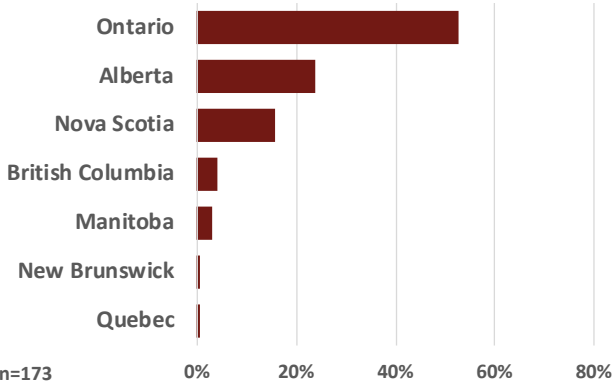


Household Size



Other states represented in Survey #6 include:

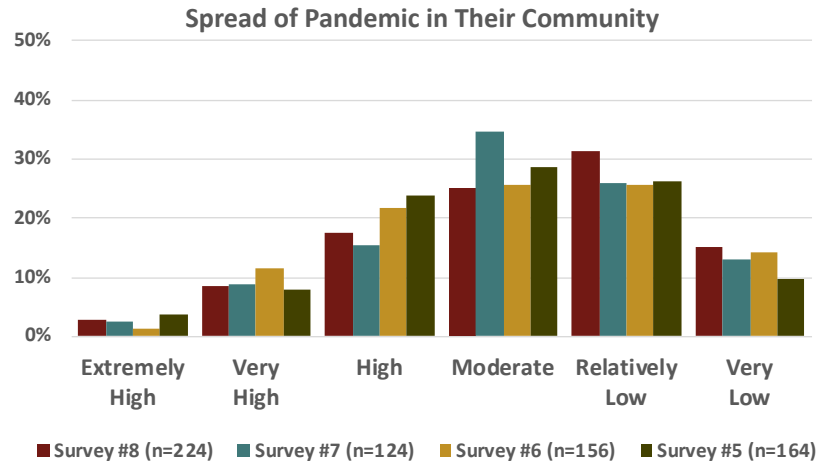
- Delaware, Kentucky, Maine, Massachusetts, Mississippi, Missouri, New Jersey, New York, Washington, Wisconsin



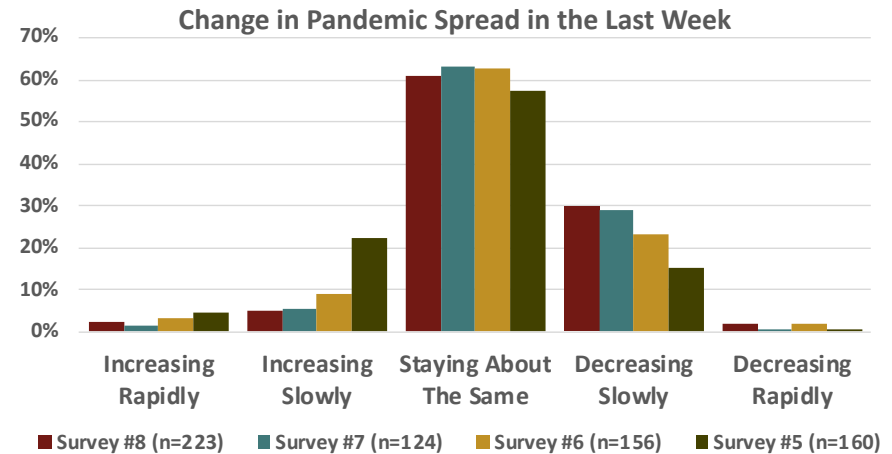
Covid-19 in Their Community

- When asked about the level of the number of people infected or hospitalized with COVID-19 in their community respondents reported a wide range, with the level of impact is “staying about the same” as the previous week.

*How would you rate the level of impact of the pandemic on your community this week?**



*How has the level of impact changed in the last week?**



* New questions in Survey #5

COVID-19 Coping Survey Week #8 Highlights

Trusted Sources – Canadian Respondents (Surveys #1- #8 combined*)

Which organization or individual do you trust most when it comes to information related to the COVID-19 pandemic?

- In Canada, **CBC, Dr. Tam (and “CPHO”), and WHO** have been the most frequently cited “**most trusted**” **sources of information**, followed by general references to PHAC, Federal and Provincial Governments (generally), “Public Health” and then more specifically Justin Trudeau (and “Prime Minister”).



* Note: This word cloud is inclusive of all responses across Surveys 1-8.

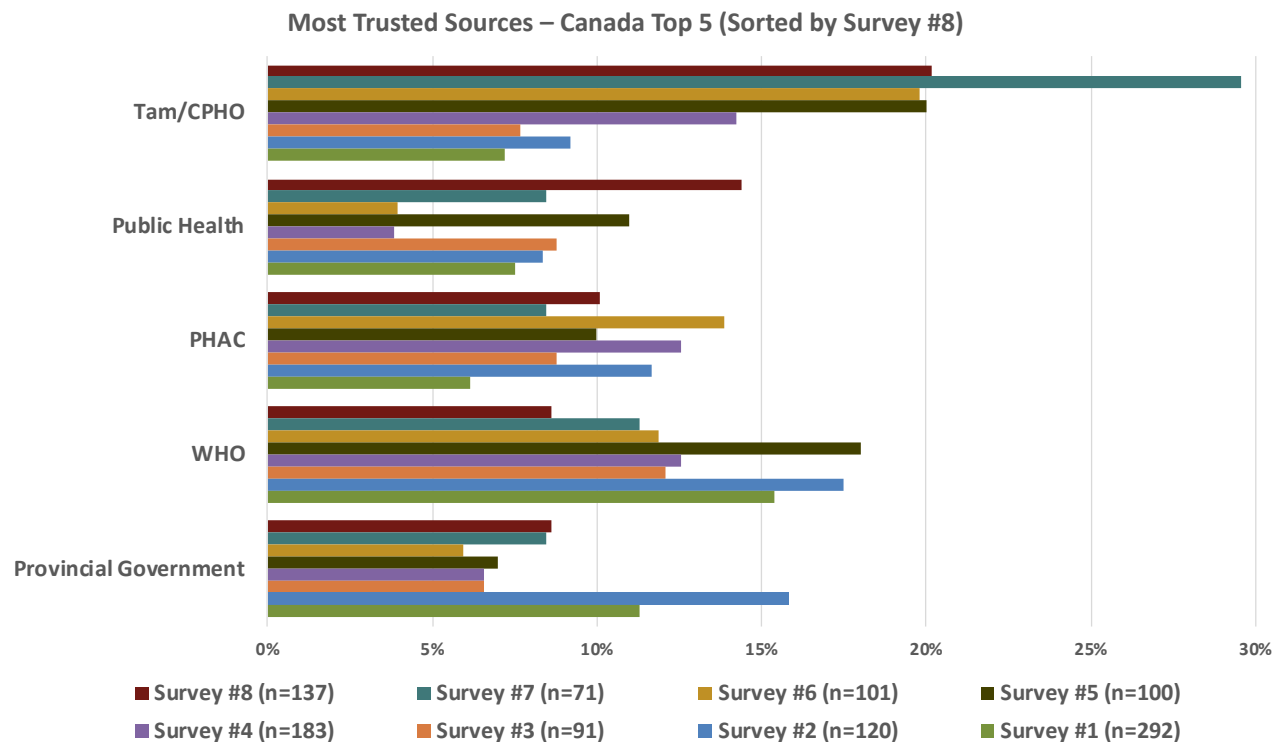
COVID-19 Coping Survey Week #8 Highlights

Copyright © 2020 Decision • Partners Inc.
All rights reserved. Business Proprietary and Confidential

Trusted Sources – Canadian Respondents

Which organization or individual do you trust most when it comes to information related to the COVID-19 pandemic?

- The order fluctuates from week to week, but **Dr. Tam has generally trended higher** over the past 8 weeks.



COVID-19 Coping Survey Week #8 Highlights

Trusted Sources – US Respondents (Surveys #1 - #8 combined*)

Which organization or individual do you trust most when it comes to information related to the COVID-19 pandemic?

- In the US, respondents less frequent cited federal government in general. **Dr. Anthony Fauci and the CDC** are most frequently cited, followed by the WHO, State Governments (and their governors), Johns Hopkins University, and media such as the New York Times and CNN, Washington Post and MSNBC.

**March 13 -
May 18**



*** Note: This word cloud is inclusive of all responses across Surveys 1-8.**

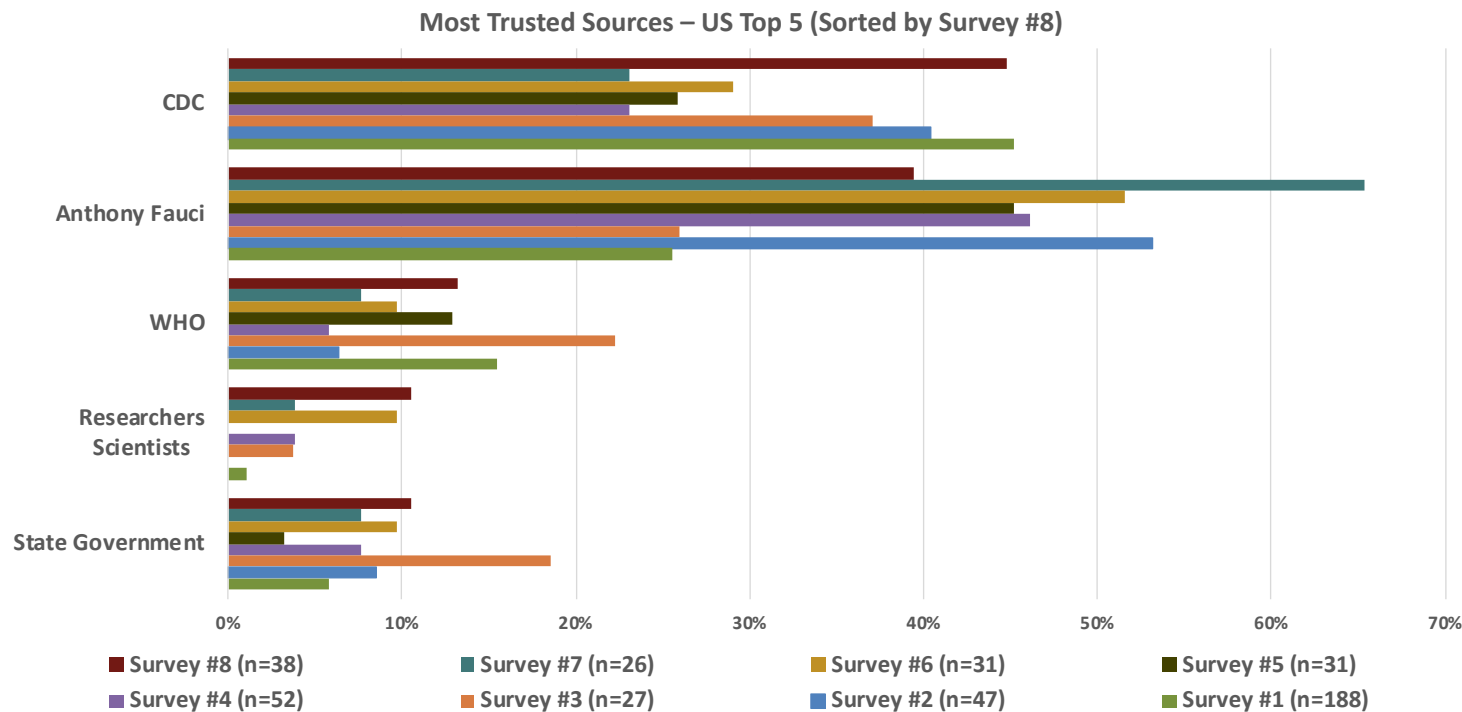
COVID-19 Coping Survey Week #8 Highlights

Copyright © 2020 Decision • Partners Inc.
All rights reserved. Business Proprietary and Confidential

Trusted Sources – US Respondents

Which organization or individual do you trust most when it comes to information related to the COVID-19 pandemic?

- Sources mentioned vary from week to week, but **Dr. Anthony Fauci and CDC** are consistently cited as the most frequently cited as most trusted sources, though CDC has dropped fairly consistently while Dr. Fauci has risen.



COVID-19 Coping Survey Week #8 Highlights

What one word would you use to describe how you are feeling today?

- Respondents continue to describe their mood using a wide range of terms. This week “tired” continues as the most frequently mentioned mood followed by some positive emotions: “good”, “okay”, and “hopeful”; and negative emotions: “frustrated”, “anxious” and “concerned”.

May 11 - 18



* Word cloud from Survey #1 and Survey #6 included below for comparison.

COVID-19 Coping Survey Week #8 Highlights

Copyright © 2020 Decision • Partners Inc.
All rights reserved. Business Proprietary and Confidential

What one word would you use to describe how you are feeling today?

- Respondents' mood **from week 6 of the survey** for comparison (when 'okay' was the most frequent word)

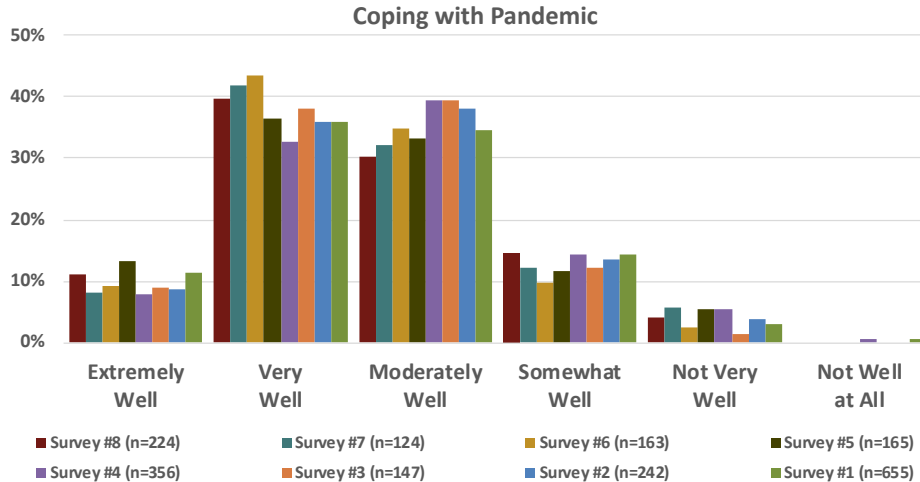
**April 27 -
May 3**



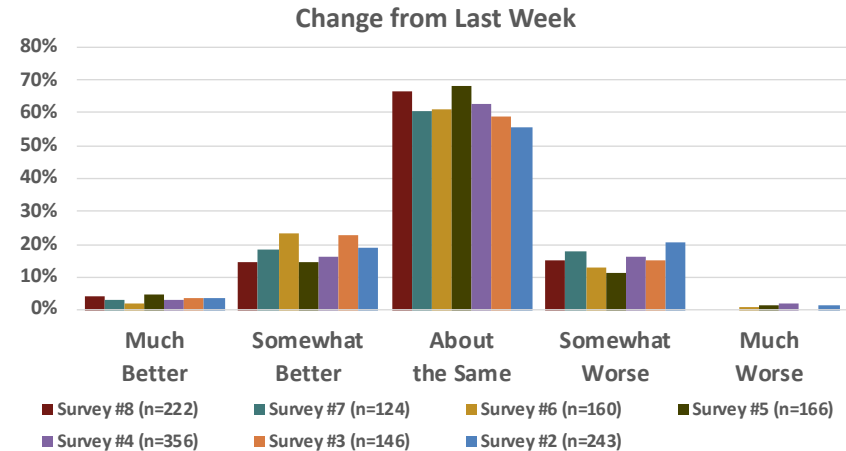
Coping with the COVID-19 Pandemic?

- The range of how well respondents are coping has been consistent over the past 8 weeks and continues to reflect the broad range of emotions people are feeling. Most are reporting that it is unchanged from the previous week.

How well are you coping with the COVID-19 pandemic today?



How does this compare to last week?*



* New questions in Survey #2

Why We've Been Doing the Coping Survey

- Like many others we have been trying to understand and cope with the practical, psychological and emotional effects of physical distancing, self-isolation, symptom monitoring and general uncertainty during this pandemic.
- Our team at Decision Partners believed we could help, in a small way, by doing what we do best – listening and learning about how people are feeling and what they are doing to cope with the changes and challenges we are all facing. That's why we launched our COVID-19 Coping Survey in March.
- No one sponsored this research – we've been doing it on our own. We hope this work generates useful insight to help people cope a little better, and hopefully inform ongoing and future pandemic decision making.
- As noted earlier we're going to take a pause with our surveys and check back in with you in mid-June. In the meantime, the results of all of our surveys are available on our [website](#).
- Thanks again for participating and taking interest in our surveys!

Contributors

Sarah Thorne, President, Decision • Partners

Daniel Kovacs, PhD, Senior Scientist, Decision • Partners

Denise Carpenter, Senior Consultant, Decision • Partners

Katherine Sousa, Research Associate, Decision • Partners

Michael Dunn, President - Dunn & Associates Communications and Public Affairs Inc.

About Us

Our team at Decision Partners believes our world is a better place when people make better-informed decisions. We specialize in behavioural research designed to better understand how people think about and respond to complex topics, including social and health-related issues. We are a small business that has been doing this work for 30 years.

You can learn more about us, and our COVID-19 Coping Survey at <http://www.decisionpartners.co>

For more information contact:

Sarah Thorne, President, Decision • Partners

Daniel Kovacs, PhD, Senior Scientist, Decision • Partners

dprc@decisionpartners.co