



How Are You Coping with the COVID-19 pandemic?

Deep concerns about opening up too soon, being personally cautious

Highlights from Coping Survey #9: June 15 – 21

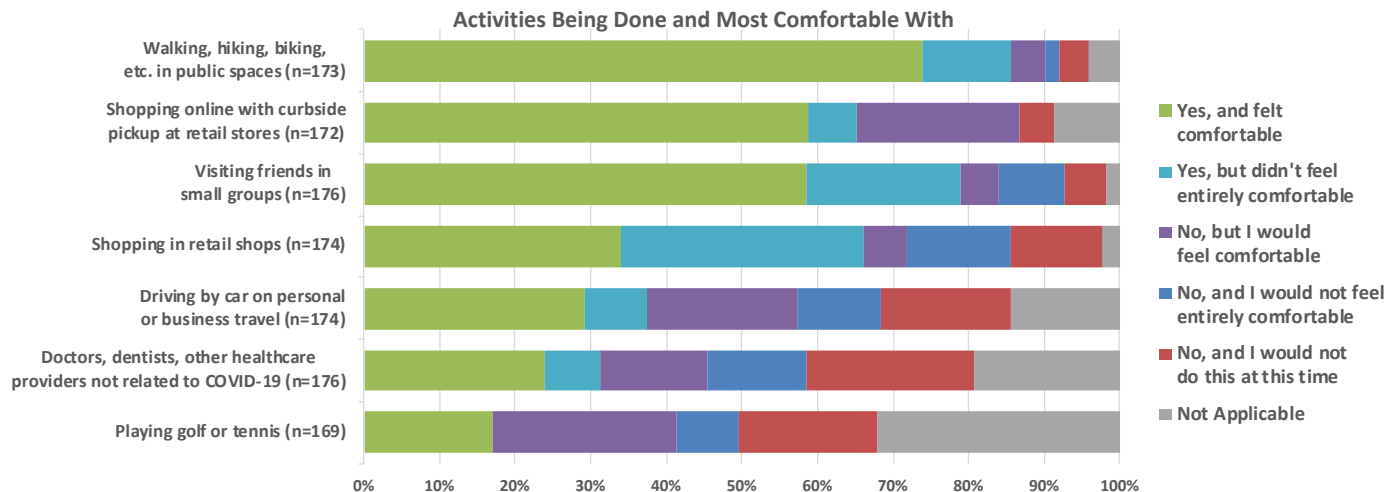
Decision • Partners Canada Inc.
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Coping Survey #9 – Top Line

- Highlights from **Survey #9** show **how people are making decisions about participating in various activities** as restrictions are loosening up and people get back out.
- **Staying healthy** continues to be the number one concern, followed by **understanding changing conditions and deciding what they are comfortable doing**.
- Survey respondents are **doing their own personal risk assessments**. Many are comfortable with and socializing in small groups; many are going to stores, but they are not entirely comfortable doing so.
- They are **fairly cautious**, generally not participating in activities such as dining in at restaurants and participating in activities with large crowds. Some expressed **deep concerns about the potential consequences of lifting restrictions and opening the economy too soon and acting as if the risks are gone**.
- Respondents appear to **have trust in and are paying attention to the guidance of public health leaders in particular – at all levels**. They want clarity but say they are **not always getting it**. Dr. Tam and PHAC, in Canada, and Dr. Fauci and the CDC, in the US, continue to be the most trusted sources.

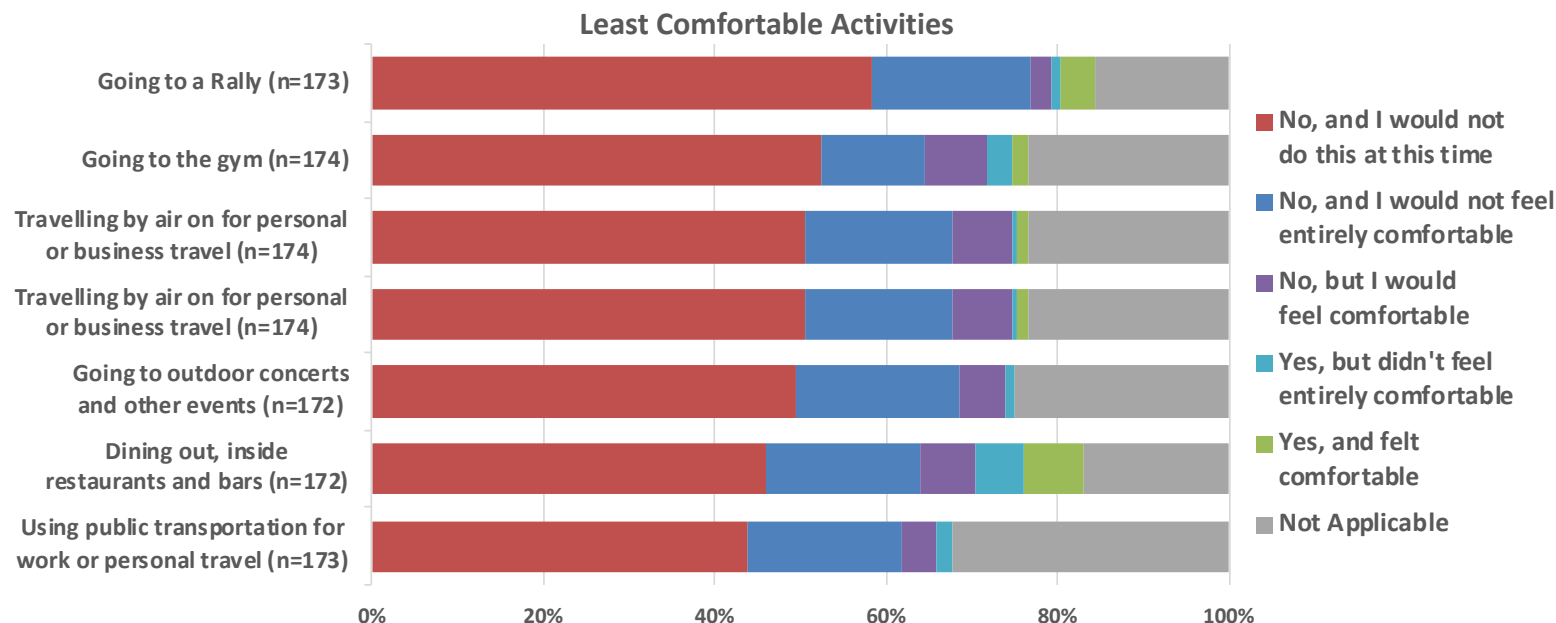
Top Line – Activities People are Doing

- **Similar to previous surveys, respondents seemed most comfortable with, and are participating in, activities with fewer people, often outside, with more freedom of movement and personal control.**
 - » *Most have been walking, hiking or biking and report a high level of comfort in doing so.*
 - » *Many have been, or would be comfortable shopping online with curbside pickup.*
 - » *Most have been visiting with friends and family in small groups and shopping in retail stores, but some report not feeling entirely comfortable doing so*
 - » *None of the other activities we asked about were rated as being done – and felt comfortable doing it – by more than 30% of respondents.*



Top Line – Activities People Aren't Doing

Respondents were least comfortable – and generally saying they would not do at this time – with activities with more people, less ability to distance and less freedom of movement – rallies, gyms, air travel, events such as outdoor concerts, dining inside.



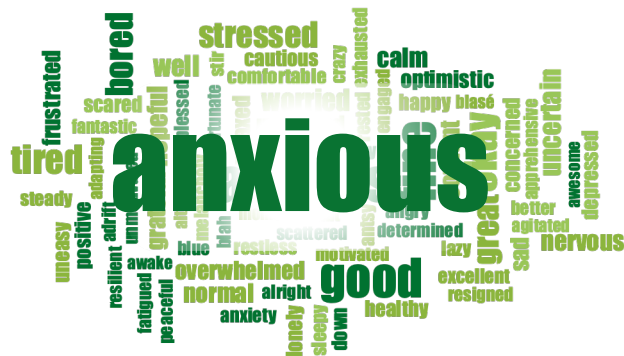
* In previous surveys activities with vulnerable populations, elderly, children, where often rated as 'not comfortable', but in this survey which included a "not applicable" option, many chose this option.

COVID-19 Coping Survey Week #9 Highlights

Survey #9 (June 15-21)*

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Survey #6 (April 27 – May 3)



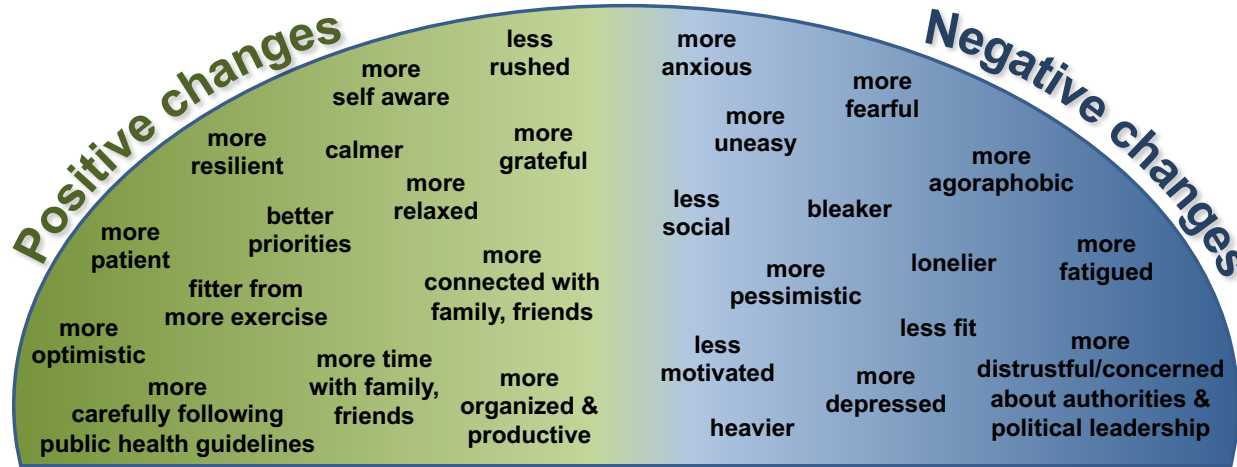
Survey #8 (May 11-18)



* See the full-sized word cloud in the appendix.

Top Line – The Pandemic is Changing People

- In addition to their immediate mood, respondents report the pandemic is **changing them in long-lasting ways**. We heard a spectrum of positive and negative changes.
- Changes to daily life are bringing people **closer to their friends and family** and **helping them to reassess and reorder their priorities**.
- Others, however, are finding that they are **more anxious, fearful, depressed, fatigued**, with some reporting that they are becoming more **distrustful and concerned about the leadership in their country**.



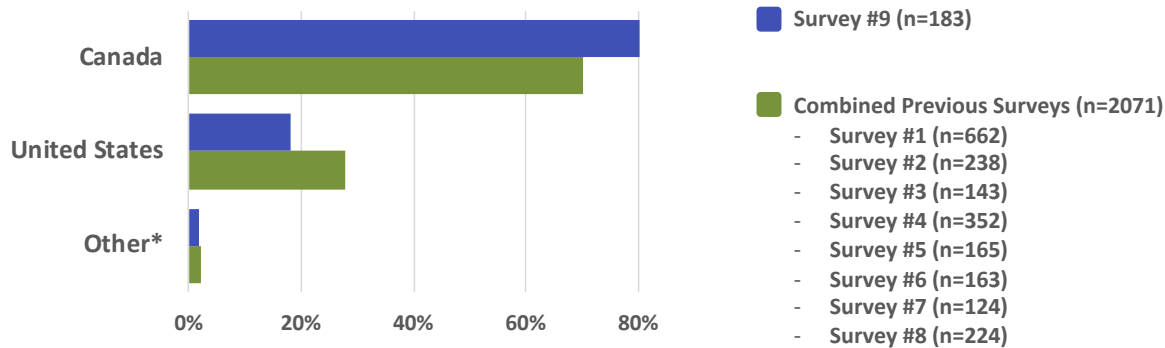
Thank You for Doing the Coping Survey

- 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 few months!
- 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.
- The results from Coping Surveys #1 - #9 can be found on our [website](#).
- Our summary of key findings across all the surveys will be available in early July.
- Thank you for sharing your thoughts with us. We hope you stay well and cope well as we all do our best to stay safe and keep our families, friends and neighbours safe in the months ahead.

Survey Overview

Survey Responses

- » COVID-19 Coping Survey #9 was active from June 15 through 21, 2020.
- » **183 people responded** in total. Participation was limited to people 18 and over.
- » **87% of respondents had participated in previous surveys.** 13% were new participants this week.



* Other countries represented in Survey #9 include: Spain, South Africa and United Kingdom

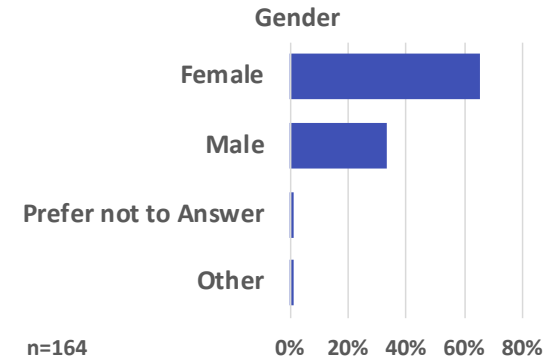
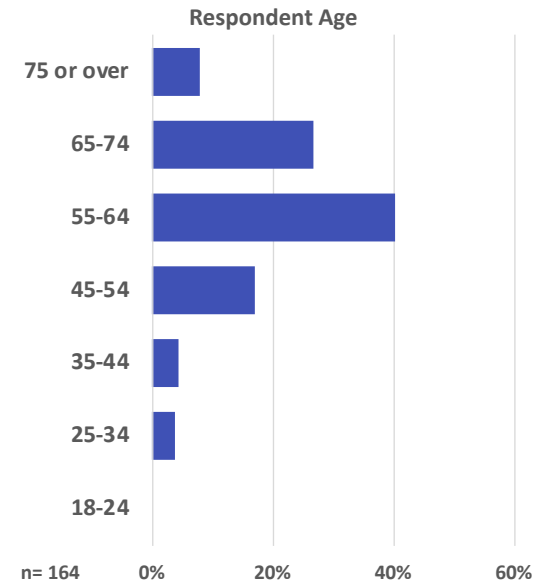
The number of people who responded to each question varied and is specified as “n” for each question. When the results are presented as a % of respondents this is the percentage of those responding to that question.

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

Additional Demographics included at end of presentation

COVID-19 Coping Survey Week #9 Highlights

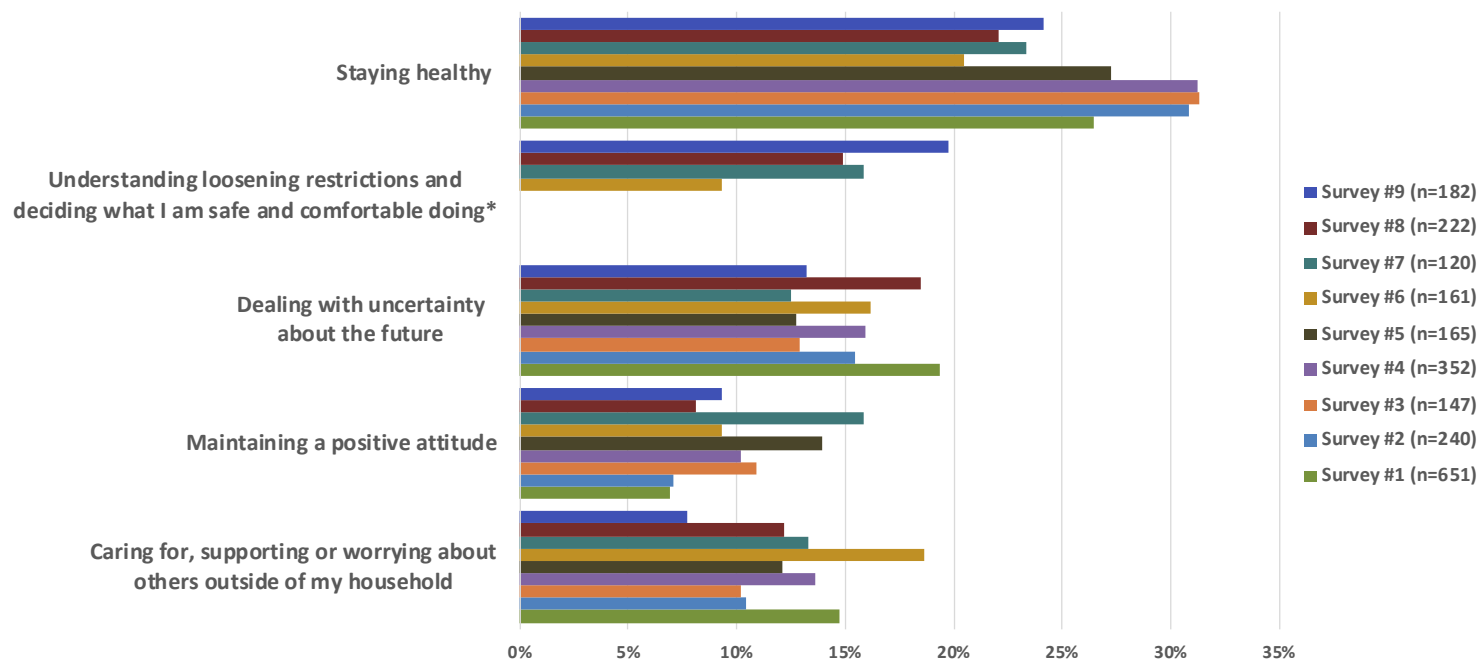
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What would you say is your greatest concern today?

Respondents' concerns have fluctuated over our 9 surveys, but **“staying healthy”** has remained the top concern every week, though the margin has been decreasing.

“Understanding loosening restrictions and deciding what I am safe and comfortable doing” has been increasing since we first asked about it in Survey #6.



* New option in Survey #6; Slightly changed description in Survey #9

Notable Changes in the Past Month

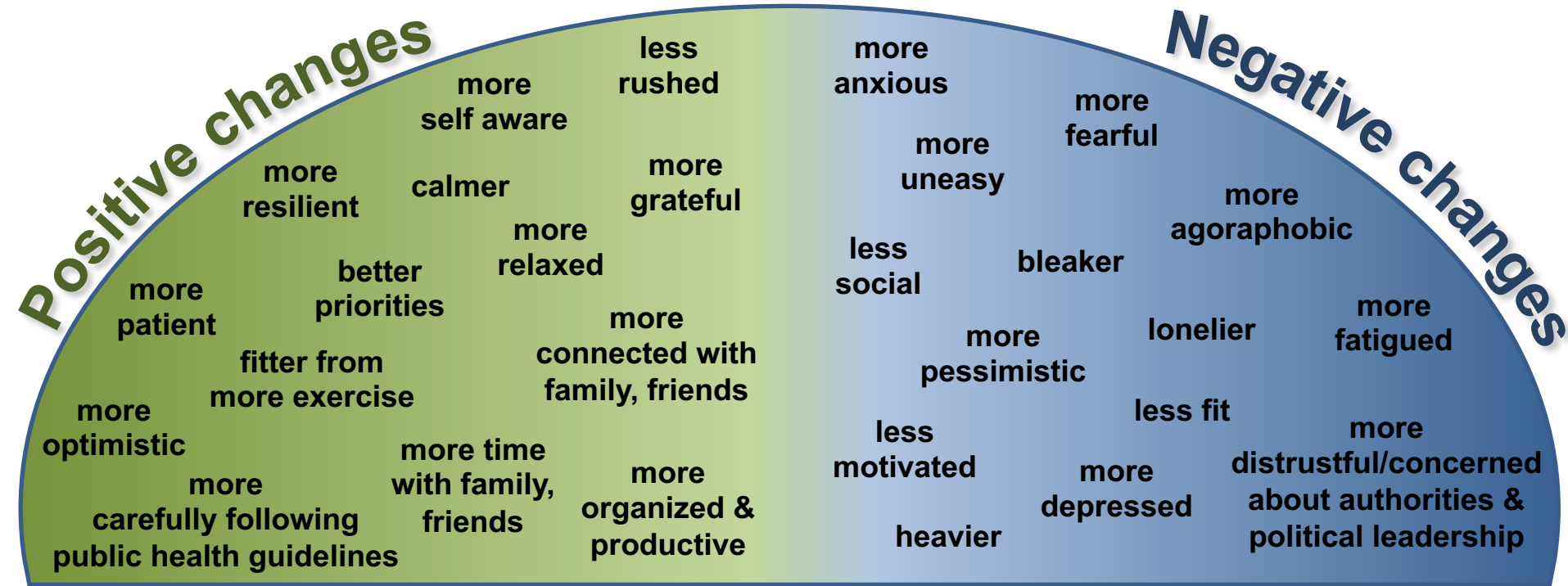
- When asked about the biggest changes they've noticed around them in the past month, many respondents noted that **people are more “out and about”**: shopping and going to restaurants; expanding their “social bubbles”; going to larger social gatherings including Black Lives Matter protests.
 - » *“A lot more cars on the road, people in stores, a sense that people are no longer isolating themselves.”*
- **Some expressed concern about the possible consequences of lifting restrictions and opening the economy too soon.**
 - » *“Worried that loosening restrictions will create another outbreak.” (Canada)*
 - » *“More places opening, but cases beginning to rise again.” (US)*
- **Several commented that “people are not taking Covid-19 seriously”, “being complacent” and thinking the pandemic is over, and not following public health/CDC guidelines relating to social distancing and/or wearing masks:**
 - » *“More people going out and many saying COVID is over and they aren't following rules. This concerns me.” (Canada)*
 - » *“People moving from high risk-aversion to almost nothing, with little in between.” (US)*
 - » *“What others are doing to endanger me and mine.” (Canada)*
 - » *“Higher rates of infection and lower rates of wearing masks in public.” (US)*

Notable Changes in the Past Month

- Many mentioned the reopening of non-essential businesses, municipal offices, libraries, daycare, and gyms. A few mentioned that “downtowns” were busier. Others noted businesses that had closed permanently.
 - A few noted changes in business practices:
 - » *More masks, but perhaps still only about 30% of shoppers wearing them.*
 - » *As health-related services open up, see more – necessary but annoying – barriers to service like multiple questions before you can access services, face shields, masks, gloves, space suits worn by dentists, opticians, chiropractors, etc.*
 - A few have noticed that people seem more optimistic, friendlier, positive and “relaxed while still cautious”:
 - » *“Even though so much has happened, a lot of people seem pretty happy.”*
 - » *“Steady ‘pandemic’ state attitude, coping as a way of life.”*
 - » *“People have adapted quite well as things open up again. New normal may become normal quite quickly.”*
- Other changes mentioned, include:
 - » *Inconsistent, confusing information about COVID-19 and guidelines from government and public health officials*
 - » *Uncertainty about whether they are comfortable returning to various activities.*
 - » *Increased questioning of government policies and decision-making related to COVID-19 – More political tensions*
 - » *Less media focus on COVID-19 not the #1 topic*
 - » *People appear to have more pets*
 - » *More pollution; Weight gain; Marital issues*

Biggest Personal Change during the Pandemic

- When asked about the biggest personal changes they've noticed since the beginning of the pandemic (in their behaviour, beliefs, hopes, fears, etc.), respondents noted a broad range of positive and negative changes.



Positive Changes

- **Some who spoke of positive changes said that they were more optimistic, more grateful, more patient, calm and resilient. A few said they have adapted to new schedules and routines and to not being out and about:**
 - » *“Patience – I was always short tempered and I have changed dramatically.”*
 - » *“I am more grateful and take less for granted. Counting all my blessings big and small, grateful for the good health and safety of myself, my friends and family each and every day.”*
- **Some commented that they have become more self-aware and had learned things about themselves that they didn’t know, a few that they “enjoy their own company”. Others said they have reviewed and refocused their priorities:**
 - » *“Reflecting on what matters to me. How I want to show up in this moment.”*
 - » *“Being a single person furloughed in lockdown has shown me that I am likely to cope very well with my retirement and life living alone in a new area next year. I am not dependent on external contact or entertainment etc. for an enjoyable life.”*

Positive Changes

- **Others said they have enjoyed spending more time at home, “quality time with family” and have build stronger connections and communications with friends and family through the pandemic:**
 - » *“I’ve strongly connected to my family again. I love it!”*
 - » *“I am enjoying my family a lot. I am very connected to them. I feel less anxious.”*
- **Several said they were more relaxed, enjoying the “downtime” and “slower pace of life”:**
 - » *“I am grateful for the opportunity to take a pause on a busy social schedule. I am appreciating a more quiet life overall, and determined to be intentional about re-engaging (or not) in some of my activities.”*
 - » *“Realizing I don’t have to be constantly planning and scheduling day, week, month. Enjoying the slower pace.”*
- **Other positive changes mentioned, included:**
 - » More organized and productive
 - » Healthier due to increased physical activity and developing “a better attitude toward food”
 - » Better following public health guidelines – increased social distancing, wearing masks, not shaking hands

Negative Changes

- **Other respondents noted a broad range of negative emotions and outcomes, with some saying they are experiencing increased general anxiety and uneasiness:**
 - » *“I feel anxious and uneasy when I go out. Never totally at ease. Always feel there is somewhat of a threat of getting sick.”*
 - » *“Worry that I'm becoming less comfortable with travel and socialization.”*
- **Others said they are “feeling bleak”, less optimistic, unmotivated and fatigued by the pandemic:**
 - » *“I am feeling bleak about the future of humanity and our climate.”*
 - » *“I am more fearful, more anxious, more depressed, and less optimistic.”*
- **A few said they are lonelier, missing family, friends and social interactions, going out to restaurants and participating in their “normal” activities:**
 - » *“I am realizing how much I miss the contact with my grandkids and hope that when all this is behind us I will never again take for granted the importance of that connection.”*
 - » *“As a senior, I live alone; am isolated from close family as they live in other cities; am anxious for their well-being. Haven't even touched another living person since January. Therefore, lonely. My only hope for a return to reasonably normal life is the development of a vaccine. As if.”*

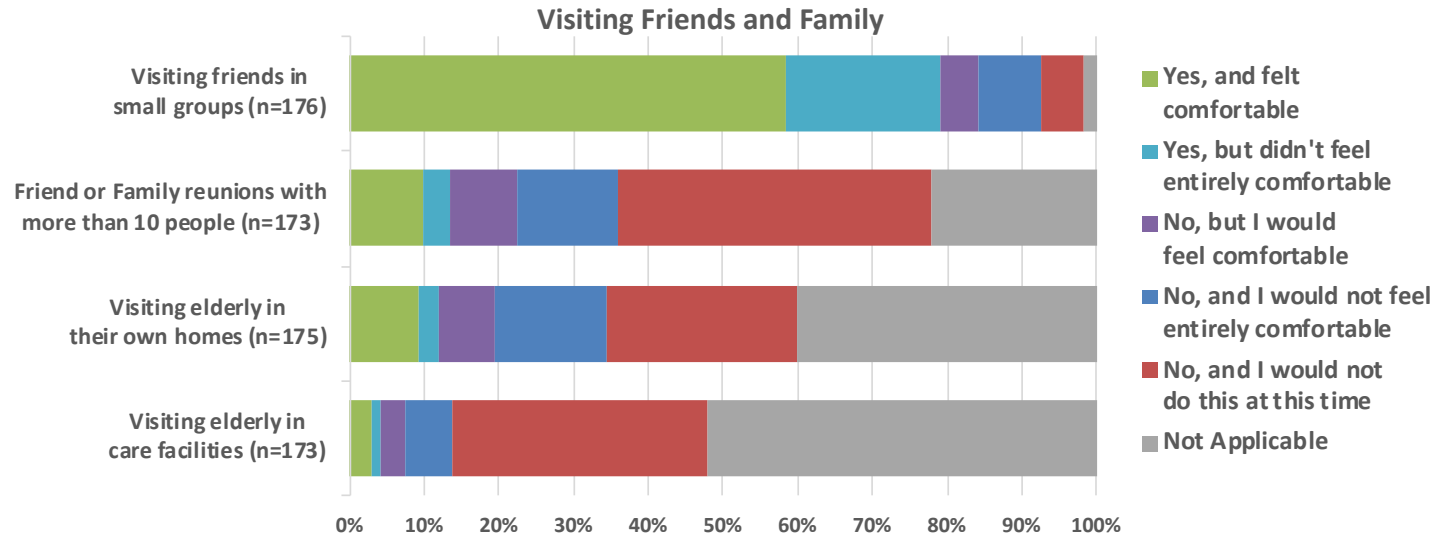
Negative Changes

- **A few said they had gained weight due to stress eating and/or lack of exercise. Another had lost weight due to stress and lack of appetite:**
 - » *“Managing the anxiety and uncertainty by eating a lot of carb-rich foods and not working out or singing ... gaining weight was not helpful.”*
- **A few said they are “more reflective about mortality”:**
 - » *“I am surprised at how depressed and scared I am ...and thinking of dying. Lost all motivation for living.”*
- **Other personal changes noted, included:**
 - » Increased distrust of authorities, decision-making and policies related to the pandemic
 - » Increased concern about political leadership in U.S. and its impact on Canadians

Comfort with Visiting Friends and Family

Over the past 2 weeks have you gathered with friends and family in each of the following situations?

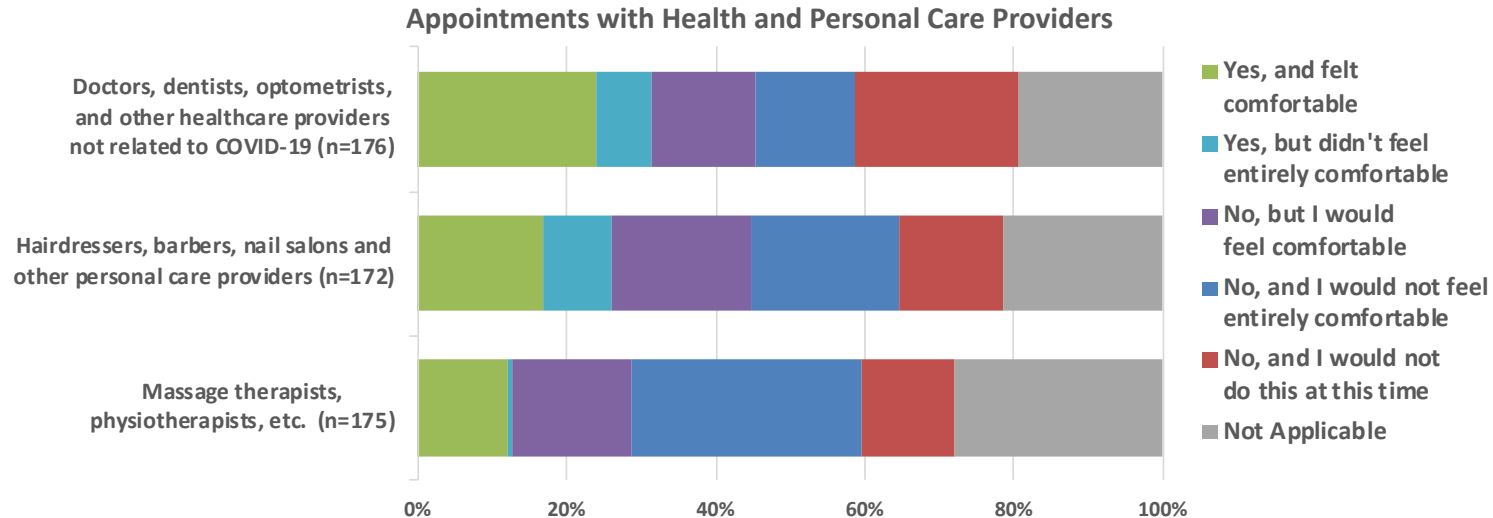
- While spending time with family and friends was noted in previous surveys as what they most looked forward to doing when restrictions are lifted, except for visiting in small groups, people are not yet doing so and still expressing a significant amount of discomfort in situations other than small groups.



Comfort with Heath and Personal Care

Over the past 2 weeks have you gone to an appointment where you came into close contact with service providers such as ...?

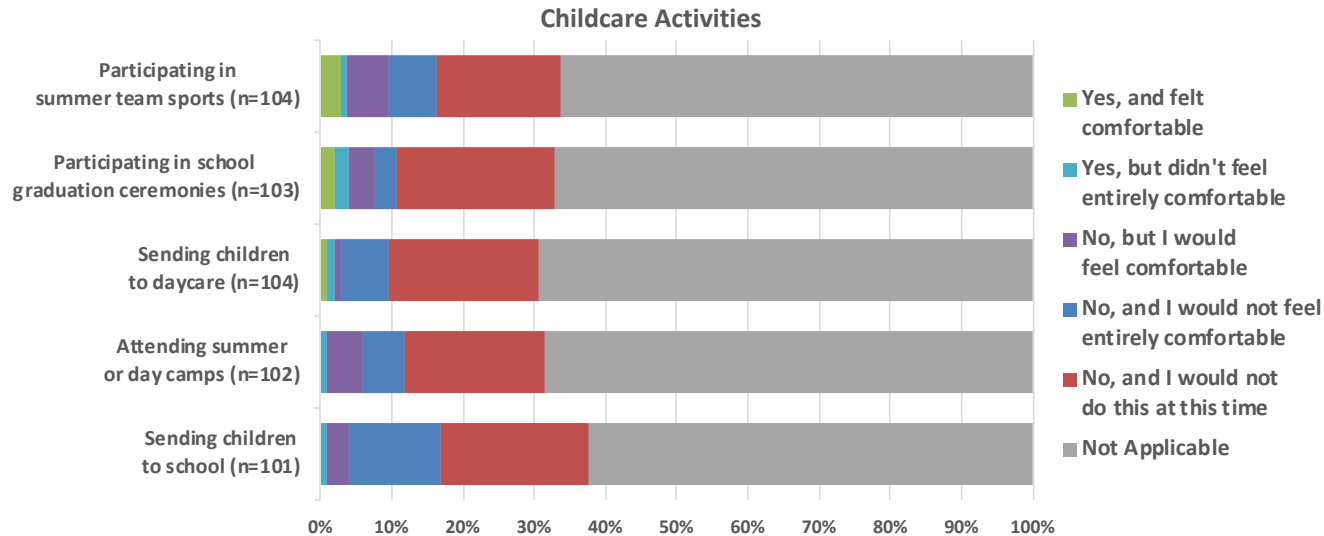
- Level of comfort in going to health and personal care appointments varied widely.



Comfort with Childcare Activities

Over the past 2 weeks have the children in your life participated in the following childcare activities

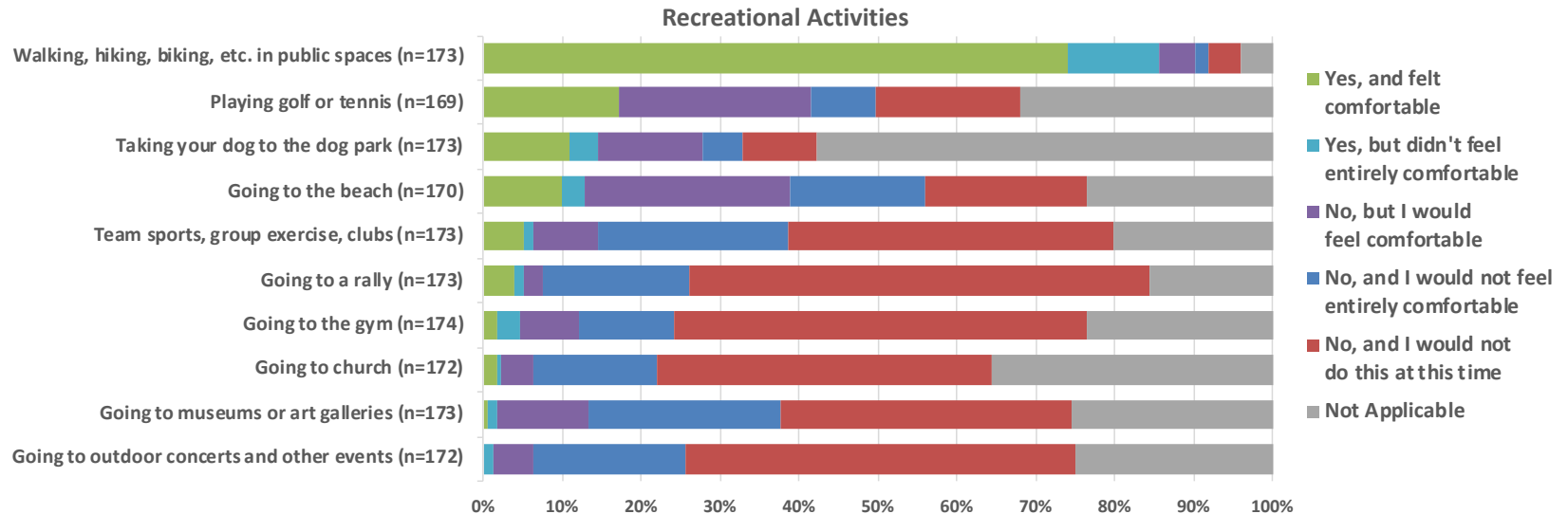
- Respondents continue to express a great deal of discomfort with ANY childcare activities and few report participating in any of these activities, though many simply rated them as not applicable to them.



Comfort with Recreational Activities

Over the past 2 weeks have you participated in the following social, recreational, or entertainment activities

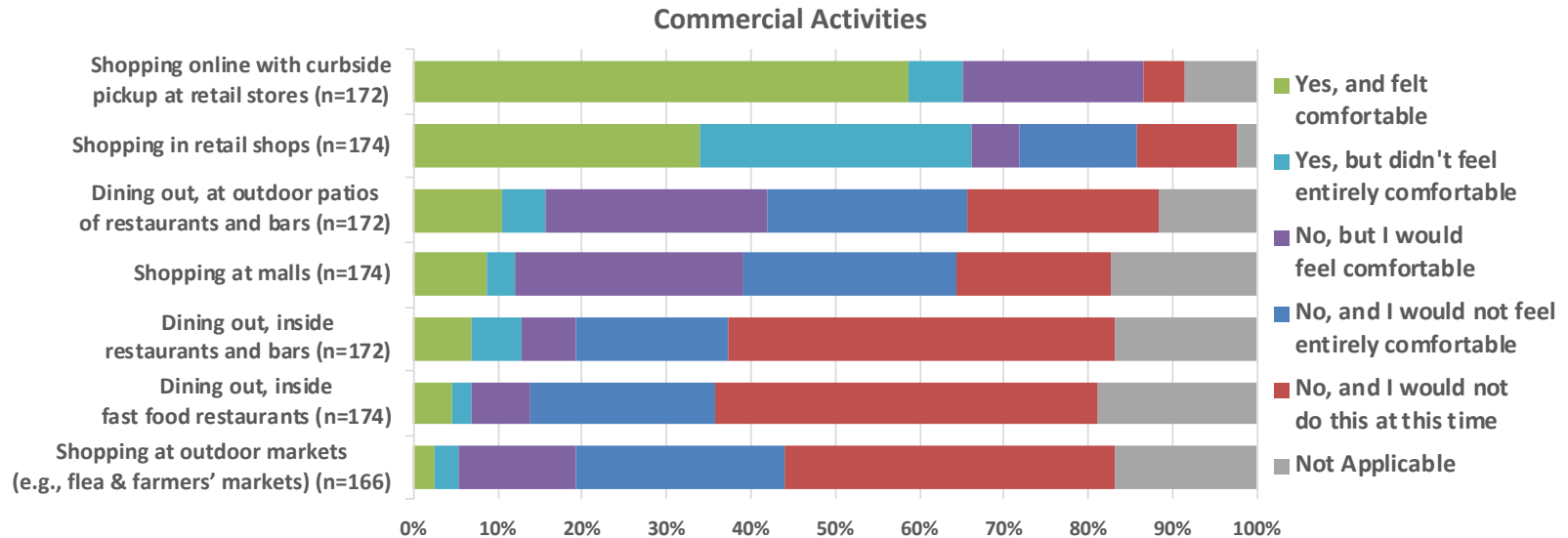
- Most Respondents reported getting out walking, hiking, or biking in public spaces and doing so in comfort.
- Few reported doing any of the other social, recreational or entertainment activities that we asked about, but as before expressed more comfort with situations with less people and more freedom of movement and personal control, particularly in outdoor environments.



Comfort with Commercial Activities

Over the past 2 weeks have you participated in the following non-essential commercial activities?

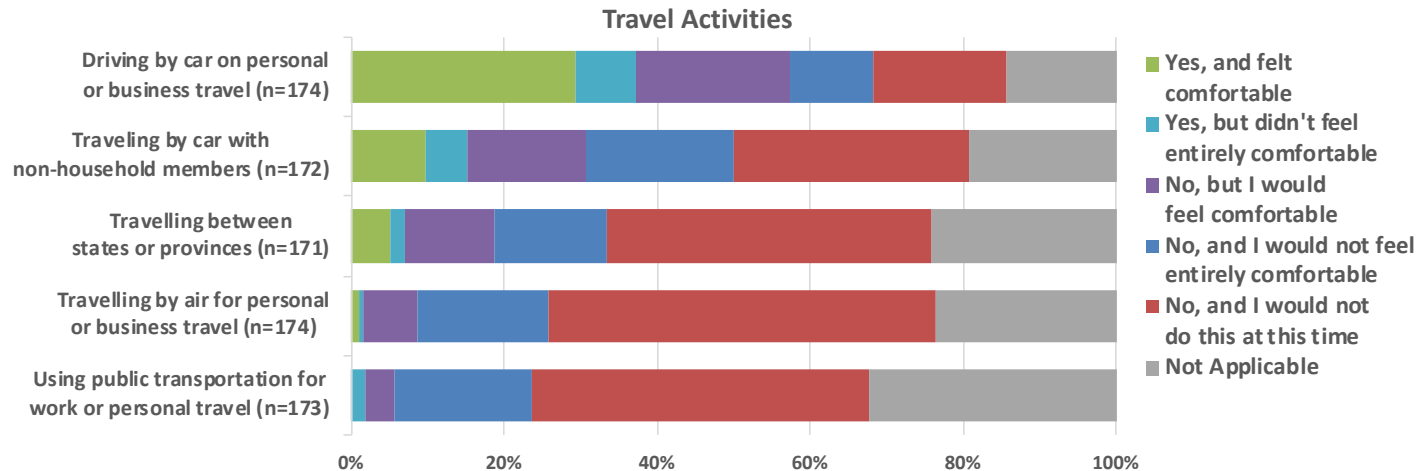
- Most respondents report shopping with curbside pickup and in shops.
- Most report shopping in retail shops, but half report that they aren't entirely comfortable with it.
- Many seem comfortable with dining at outdoor patios and shopping at malls, but only a few are reporting that they are actually doing this.



Comfort with Travel Activities

Over the past 2 weeks have you traveled outside of your community (including needed short, long or overnight stops)?

- Travel by car, continues to be the mode of transportation people are most comfortable with and report that they are doing.
- Fewer report traveling by car with non-household members
- As with previous surveys, few expressed any significant level of comfort with air travel or public transportation and few reported traveling this way.



Assurances Prior to Easing Restrictions

What protective actions are important to you and how well do you think each are being done currently?

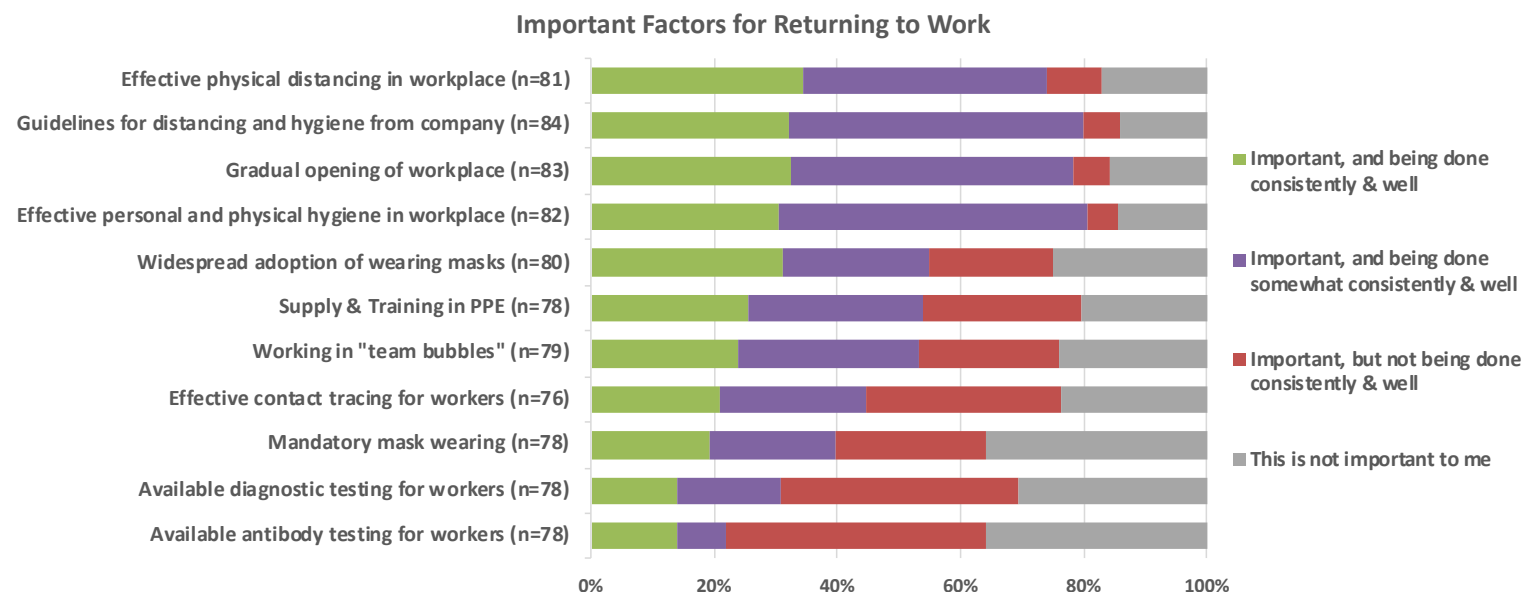
- Nearly all respondents rated guidelines for distancing and hygiene, and gradual lowering of restrictions as important and being done at least somewhat consistently and well.



Assurances Prior to Returning to Workplace

People returning to or working outside of their homes were asked: *Thinking specifically about continuing to work at, returning to, or starting to work at a workplace outside of your home what protective actions are important to you and how well do you feel each is being done currently?*

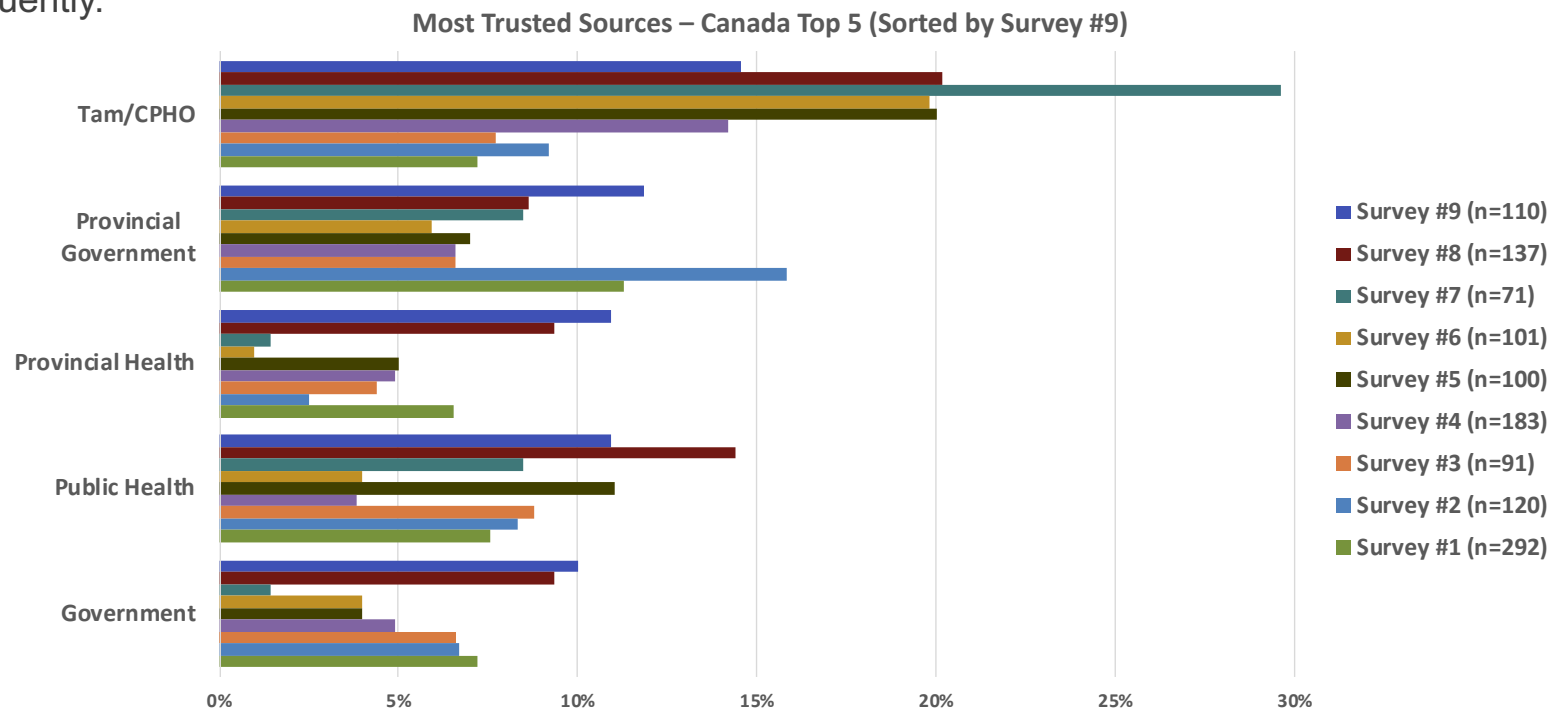
- Most respondents who might be going back to work rated effective physical distancing; guidelines; gradual opening; and effective hygiene controls as important and being done at least somewhat consistently and well.



Trusted Sources – Canadian Respondents

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

- While the order of trusted sources may fluctuate from week to week, the same individuals and organizations have generally remained consistent with the exception that **Dr. Tam has generally trended generally higher** over the course of our surveys and the CBC has been mentioned less frequently.



COVID-19 Coping Survey Week #9 Highlights

Trusted Sources – US Respondents (Surveys #1 - #9 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 and national political leaders compared to Canadian respondents. **The CDC and Dr. Anthony Fauci** 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.

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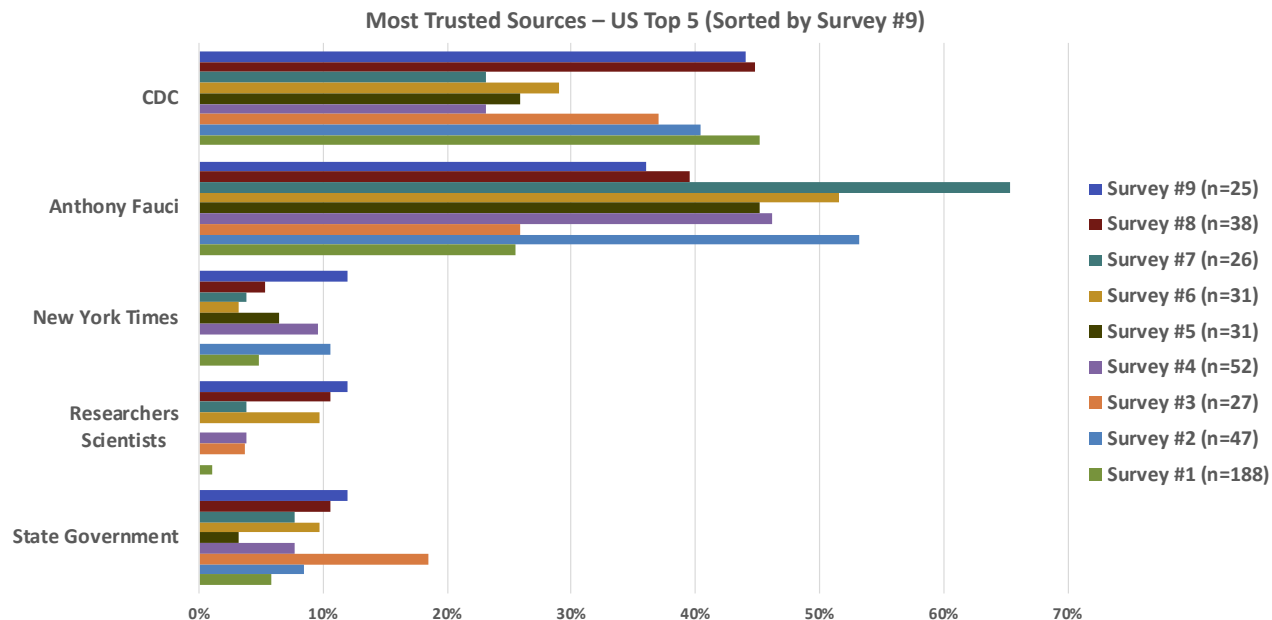


*** Note: This word cloud is inclusive of all responses across Surveys 1-9.**

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 **CDC and Dr. Anthony Fauci** are consistently the most frequently cited as most trusted sources. A few however, have noted that Dr. Fauci has not been heard from as much as previously.
 - » “Anthony Fauci, but he has been sidelined recently.”
 - » “Anthony Fauci - where is he?”

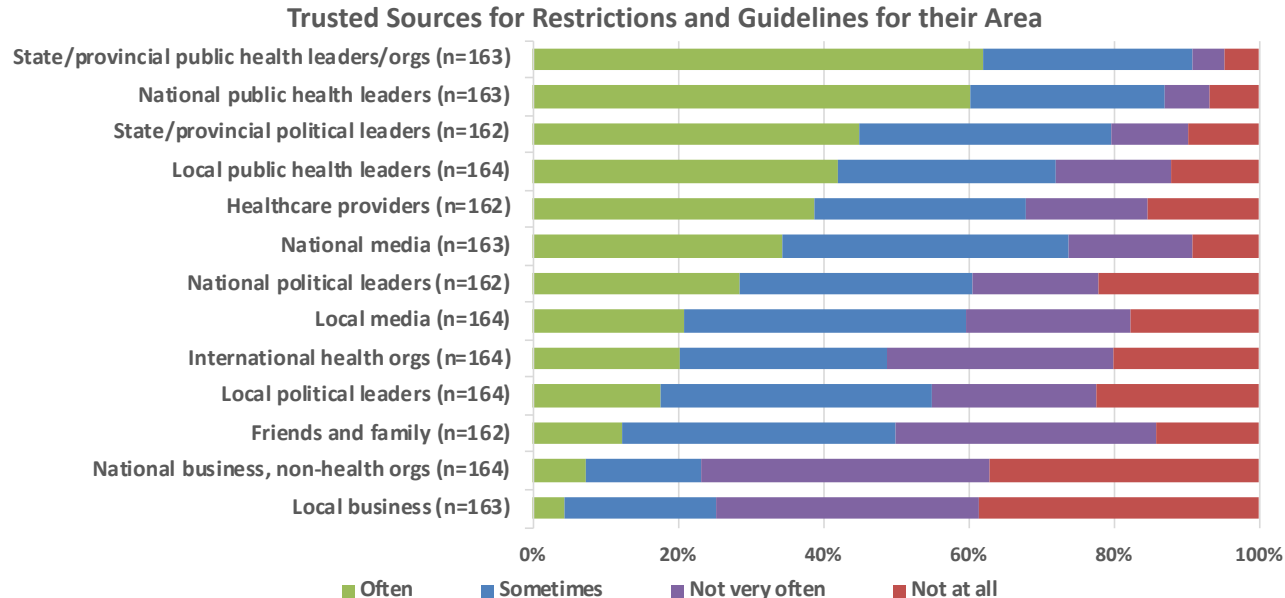


COVID-19 Coping Survey Week #9 Highlights

Trusted Sources – Restrictions and Guidelines

What sources of information do you rely on most for information about current pandemic restrictions and guidelines regarding activities in your local area and workplace?

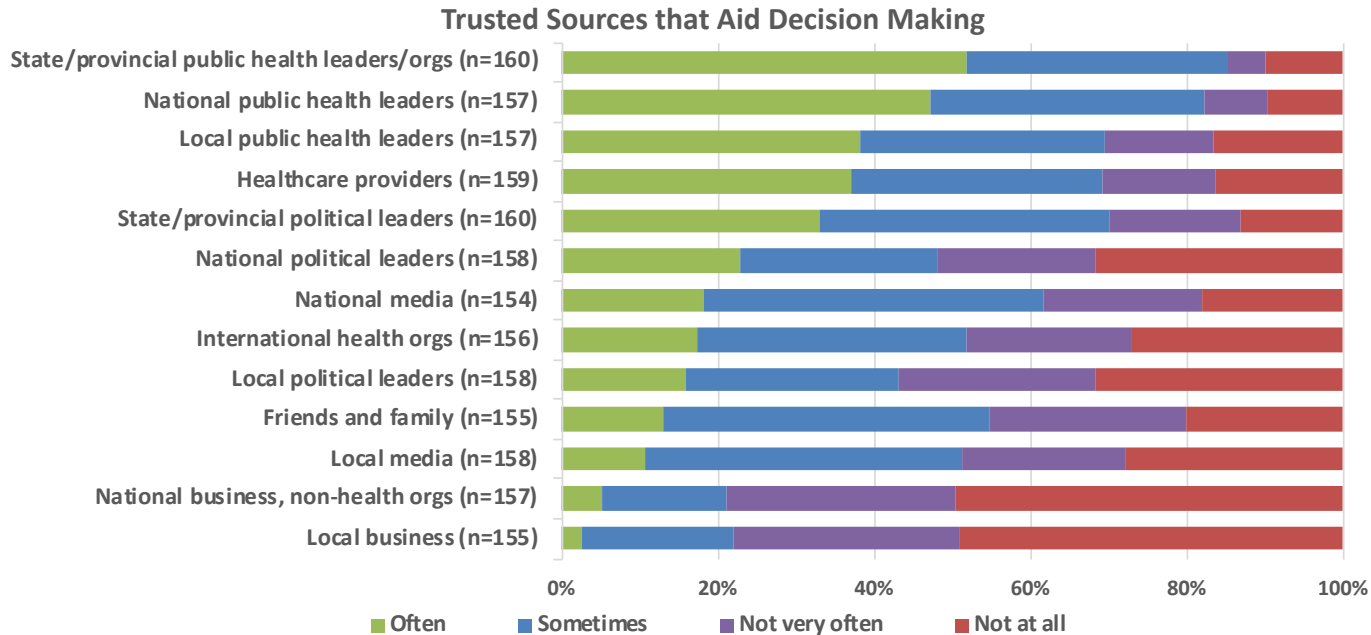
- With respect to understanding pandemic restrictions and guidelines, respondents trust state/provincial and national public health leaders most followed by state/provincial political leaders and local health and healthcare providers



Trusted Sources that Aid Decision Making

What sources of information do you rely on most to help you make decisions about what activities you choose to participate in and what protective actions you choose to take?

- With respect to their decision making, respondents trust public health leaders at state/provincial, national, and local levels the most.



What are you most grateful for today?

- **“Family”, “health”, “friends”, and “home”** have consistently been among the most frequent things people are grateful for, across all 9 of our surveys. This week, **“weather”, and being “able” (to “work”, “visit family”, etc.)** also showed up relatively frequently.

June 15 - 21



COVID-19 Coping Survey Week #9 Highlights

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Respondents' Comments on our Survey

- **We've received many positive comments from respondents over the course of our 9 surveys and feel grateful that maybe we've been able to help in a small way by enabling people to express themselves in this time of great stress. We appreciate all the comments we've received, including these from the current survey:**
 - » *"Thanks for hosting this survey! It was a good outlet for some of my fears and concerns."*
 - » *"I have been happy to participate in this survey. I hope the data you've collected has been helpful guiding leaders in communication."*
 - » *"I appreciate how this survey has caused me to think and process my thoughts and feelings. Thank you."*
 - » *"Thanks for doing this and wish you success in the research results."*
 - » *"Thank you *so* much for all the work you put into this! It really kept me going when times were dark."*
 - » *"Would like to hear that I am not alone. So let us know results of survey."*
 - » *"Thank you for such an in-depth survey. I'm actually going to miss taking these, they've helped me better collect my thoughts and relax. These surveys have made me think more critically and clearly about this whole situation. THANK YOU FOR YOUR HARD WORK!"*

Supplemental Results

Survey Overview

▪ Survey Responses

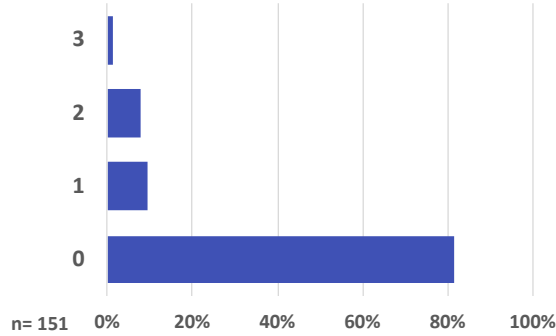
- » COVID-19 Coping Survey #9 was active from June 15 through 21, 2020.
- » **183 people responded** in total. Participation was limited to people 18 and over.
- » **87% of respondents had participated in previous surveys.** 13% were new participants this week.
- » **Over 2270 respondents over our 9 surveys.**

▪ Survey Sample

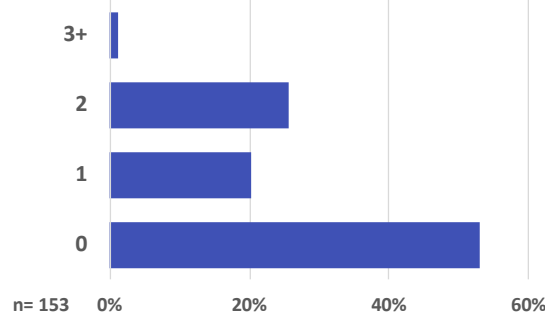
- » Survey participants were recruited through convenience and snowball sampling.
- » The survey was promoted through various avenues starting with our friends, families and professional colleagues via email, LinkedIn, Twitter and other platforms. People were asked to share the survey invitation with 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 #9

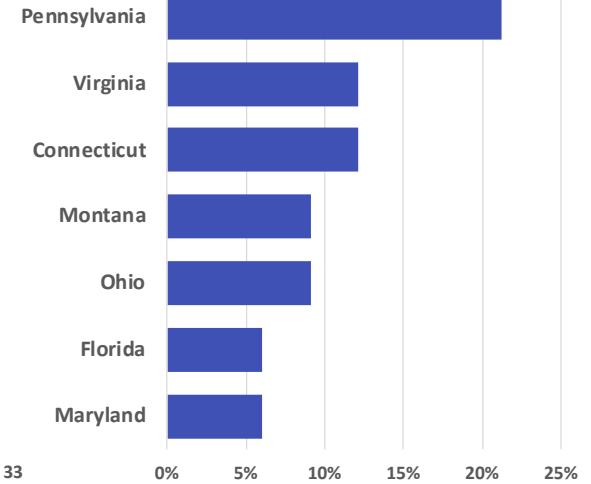
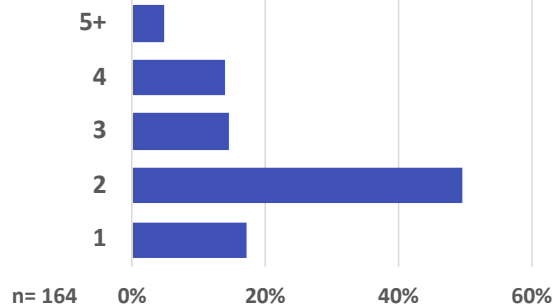
Children <18 at Home



Seniors >65 at Home

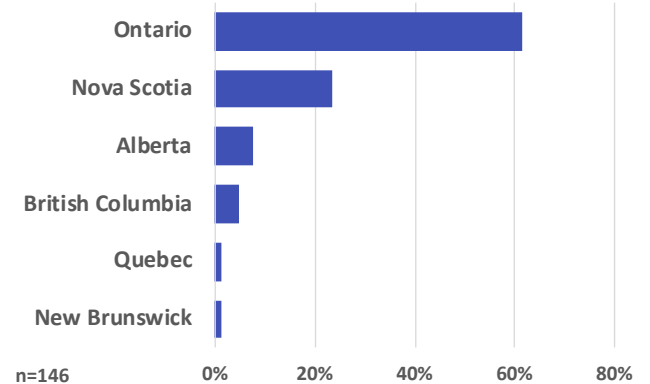


Household Size



Other states represented in Survey #6 include:

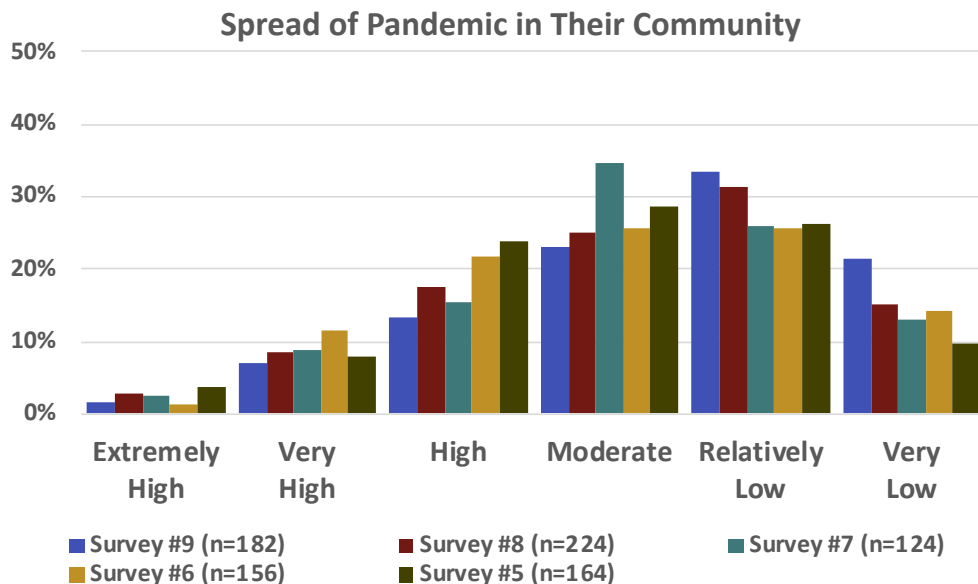
- Maine, Washington, Georgia, North Carolina, Massachusetts, Colorado, New York, California



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 some shift from higher to lower in the past few surveys.

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



* New questions in Survey #5

COVID-19 Coping Survey Week #9 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, but this week the terms seem notably more positive. “Good” and “okay” top the list followed by “tired” followed by other positive emotions: “hopeful”, “optimistic”, “fine”, “great” and “happy”.

June 15 - 21



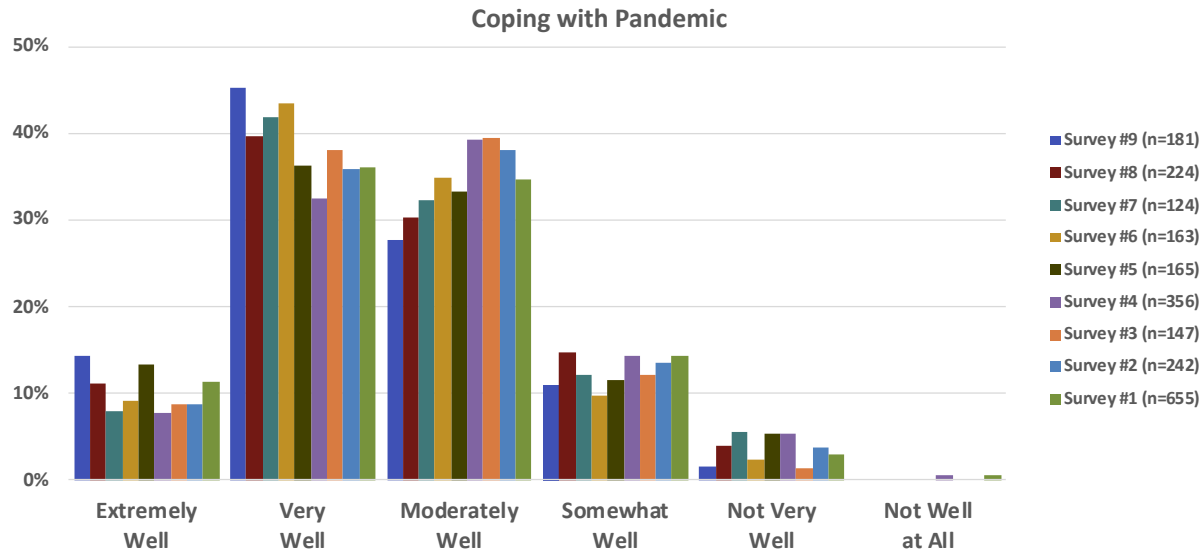
* Word cloud from Surveys #1, #6, and #8 included below for comparison.

COVID-19 Coping Survey Week #9 Highlights

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Coping with the COVID-19 Pandemic?

- The range of how well respondents are coping has been consistent over the 9 surveys, with some trend from “moderately well” to “very well”, but continues to reflect a broad range of emotions that people are feeling.
- *How well are you coping with the COVID-19 pandemic today?*



Why We've Been Doing the Coping Survey

- In early March, like many others, we were trying to understand and cope with the practical, psychological and emotional effects of physical distancing, self-isolation, symptom monitoring and great uncertainty about the 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. So we launched our COVID-19 Coping Survey March 24th.
- No one sponsored this research – we've been doing it on our own as a volunteer effort. We hoped our work would generate useful insight to help people cope a little better, and hopefully inform ongoing and future pandemic decision making.
- We appreciate all of you who have taken the time to participate in the survey and/or review the results.
- Our summary of the highlights from our surveys will be posted early July. In the meantime, the results of each of the individual surveys are available on our [website](#).

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