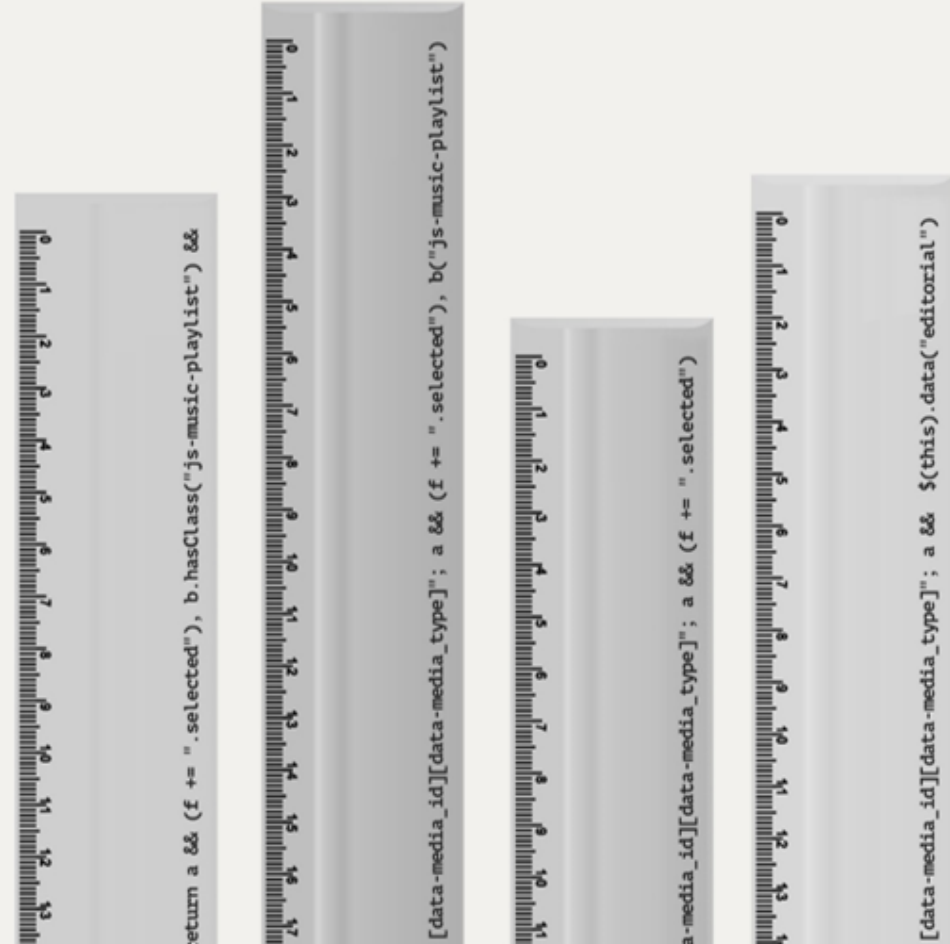




# Government Consultations in the Era of COVID 19

A Study by Hill+Knowlton Strategies  
March 27-29, 2020





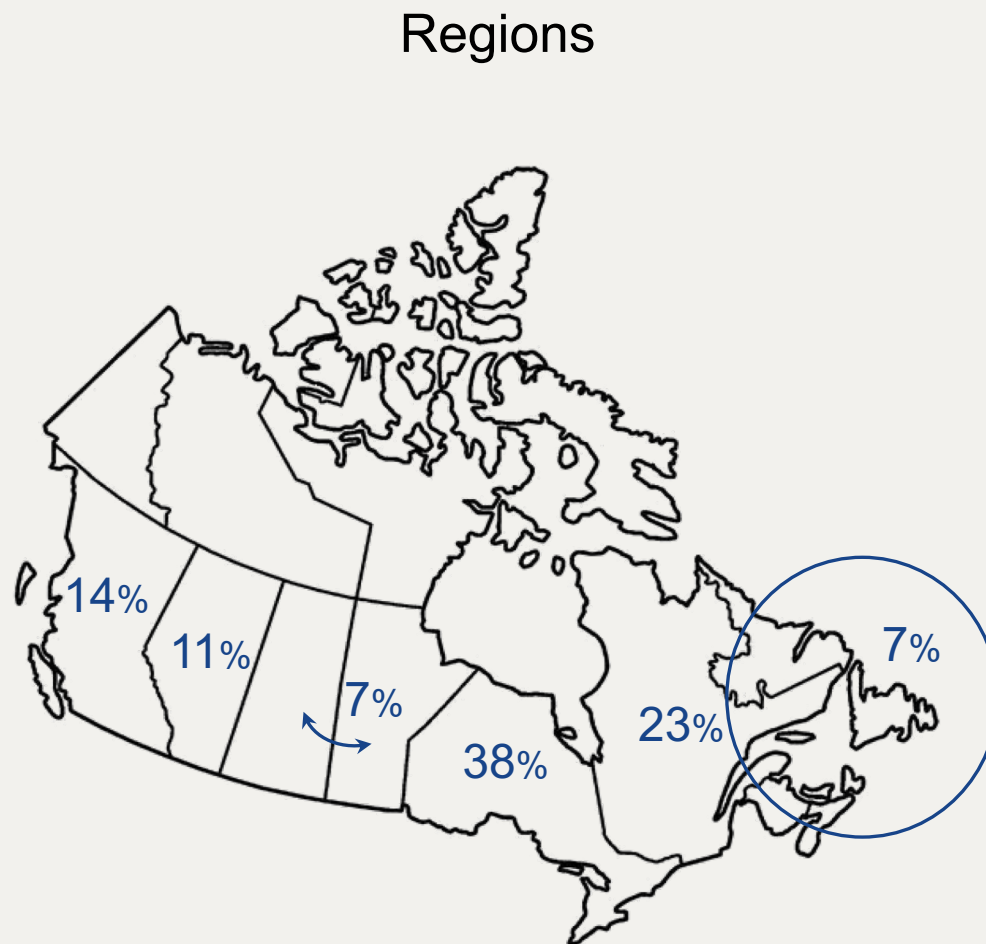
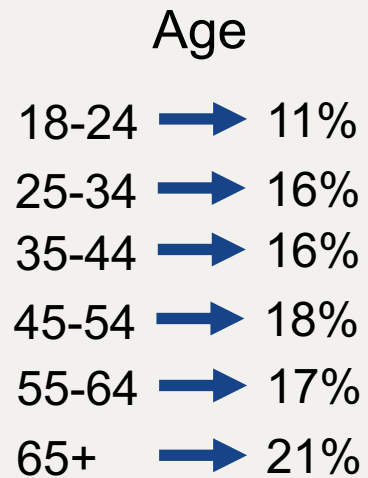
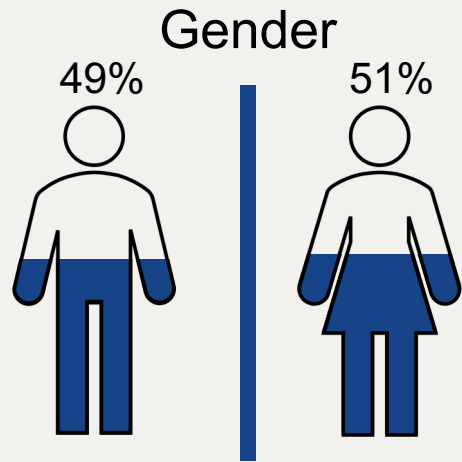
# Objectives

The **unprecedented circumstances** resulting from COVID-19 have had, and will continue to have, serious implications for people and businesses. In **this context** Hill+Knowlton Strategies conducted public opinion **research to better understand how these extraordinary times are impacting Canadians.**



# Methodology





## COVID-19 Tracking Study 2020

### Wave 1

992 Canadians  
March 13-16

### Wave 2

993 Canadians  
March 27-29

*Data is weighted to be representative by age, gender and region.*



# Detailed Findings





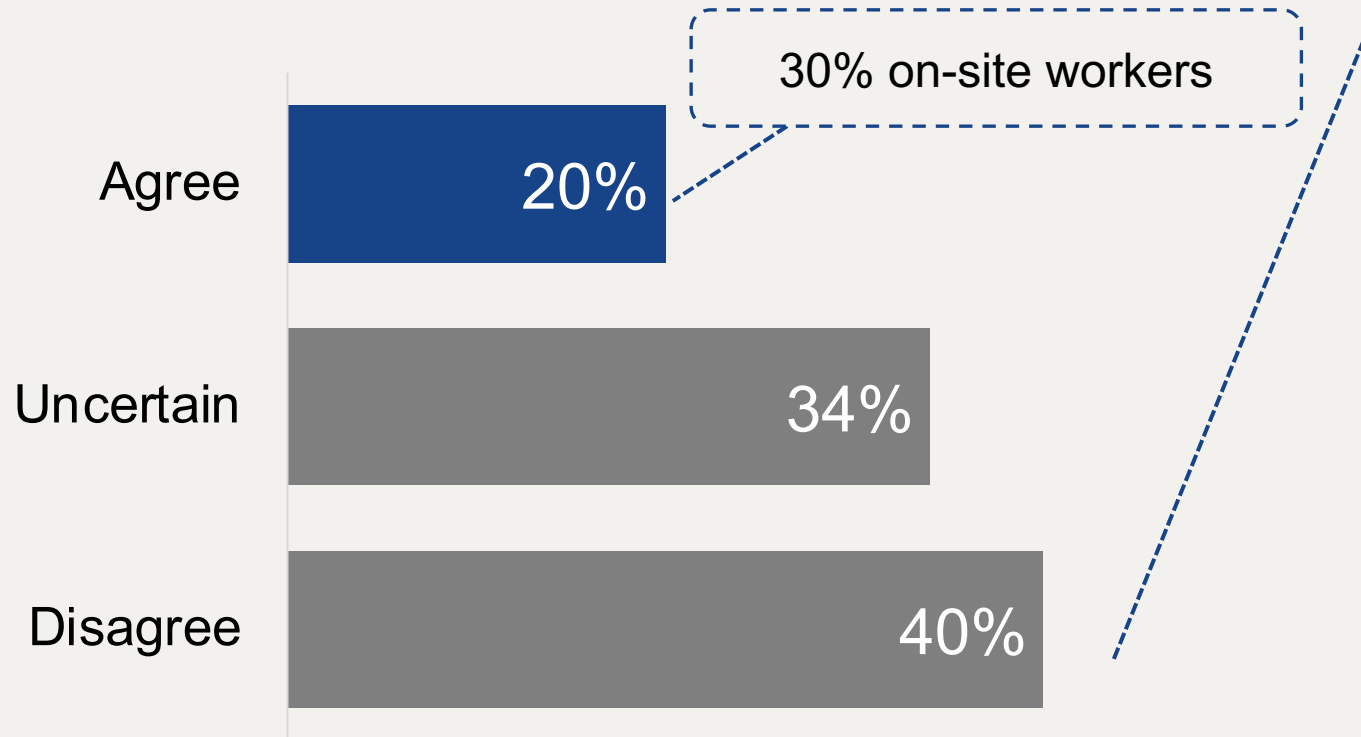
# Landscape



# Relevance



One in five (20%) think they **will** get coronavirus. Up 6% from wave 1

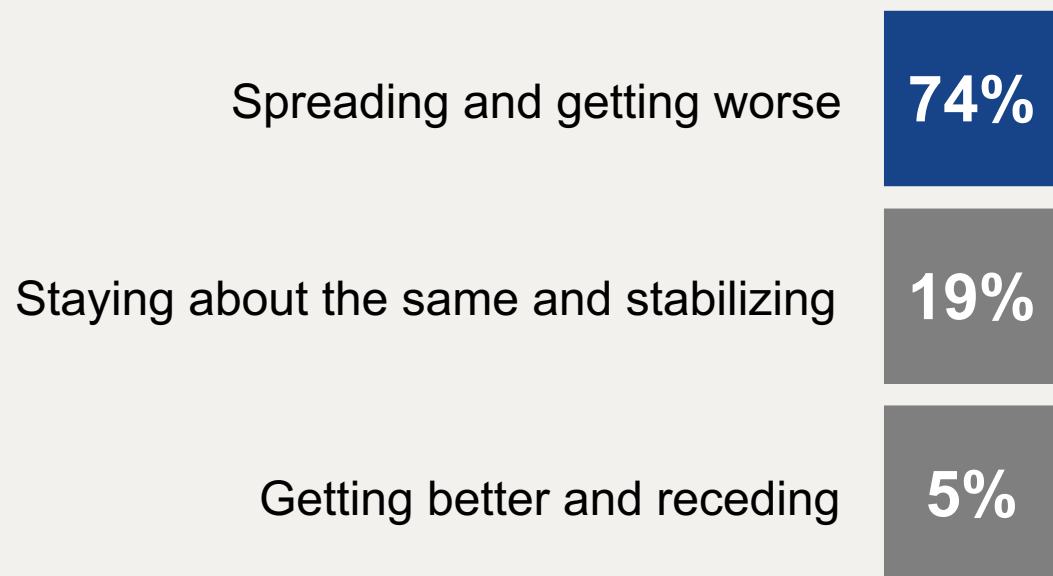


**60%** are worried that **family and friends** will get coronavirus, compared to 47% in wave 1

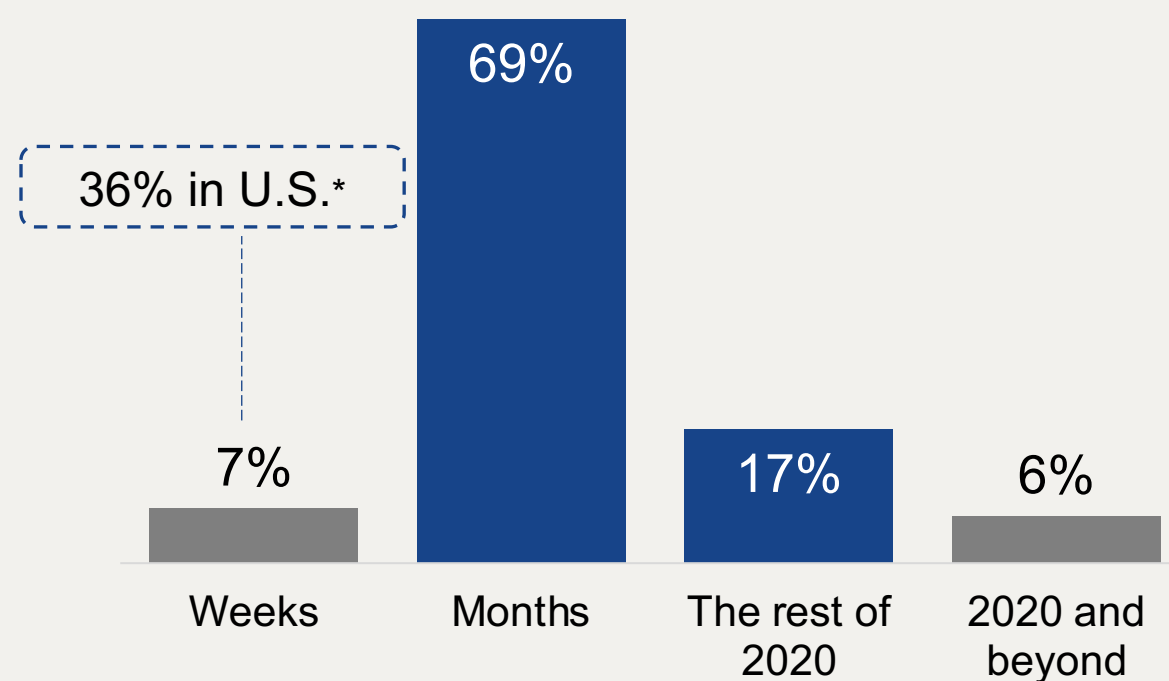
# The State of Affairs



Expected to **get worse...**

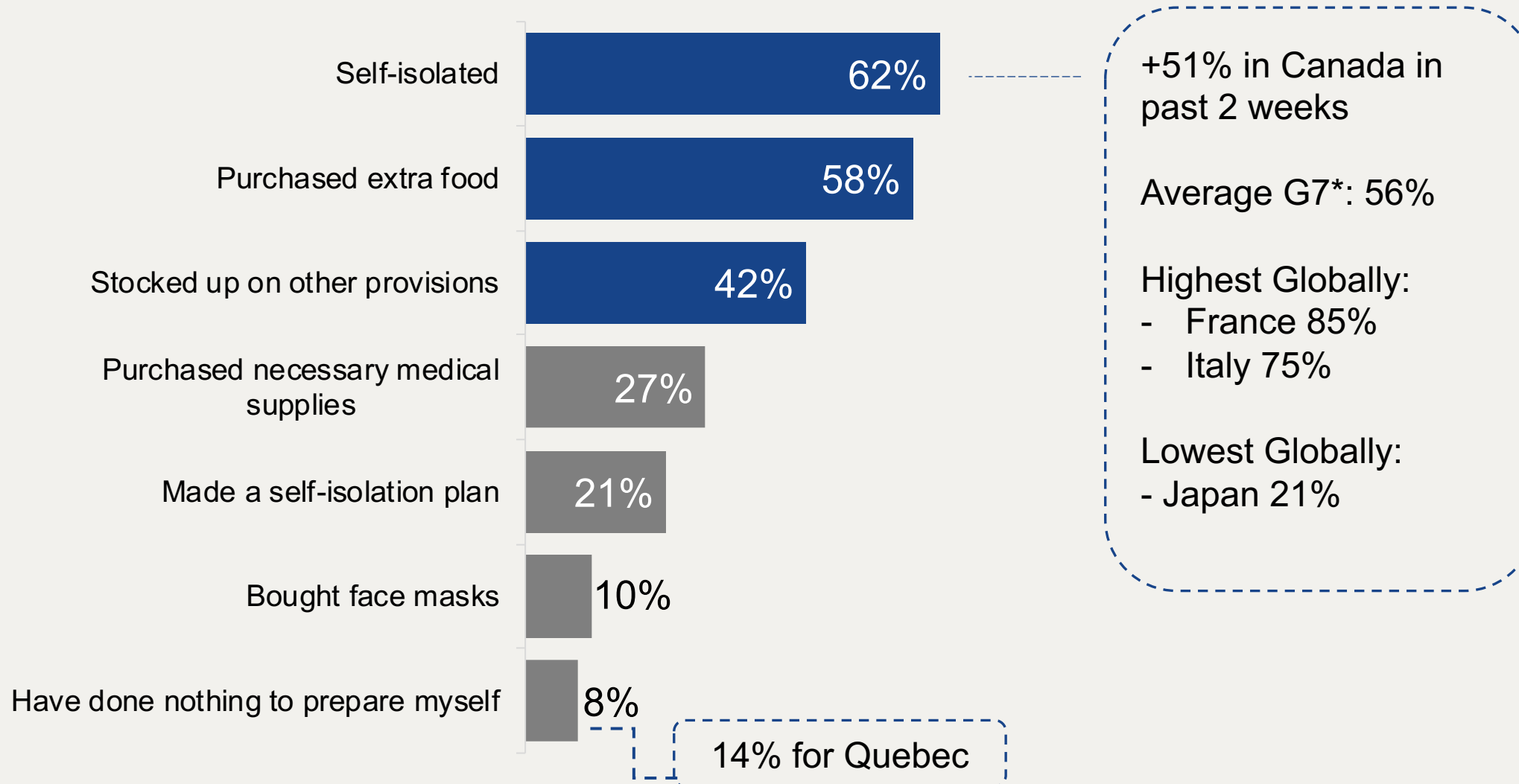


...and to last **months to rest of 2020**





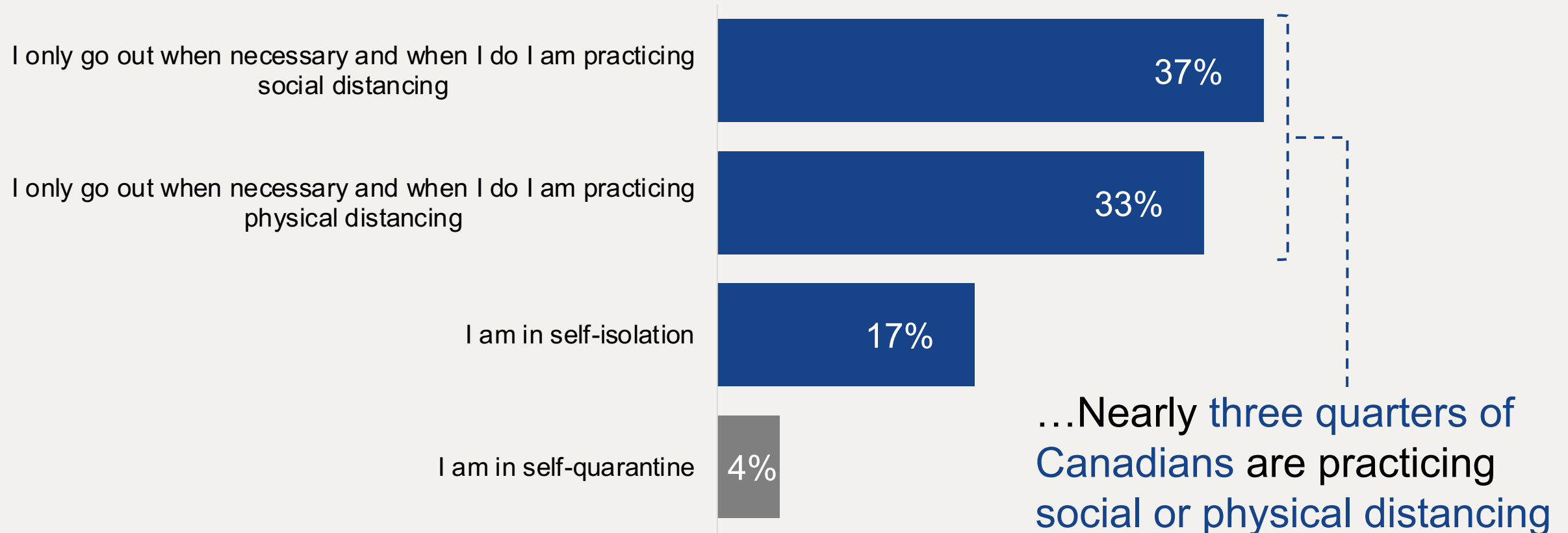
# Actions Taken



# How Canadians Characterize How They're Living



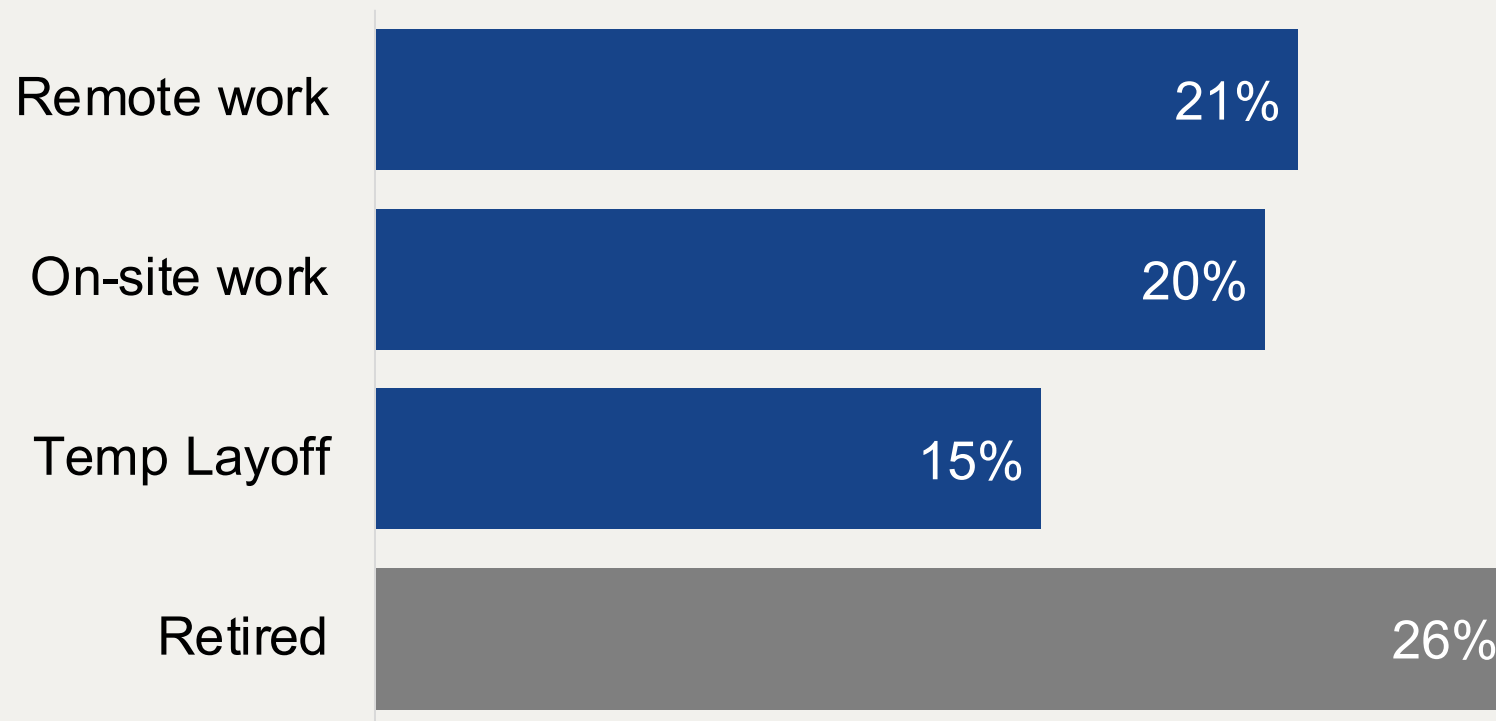
For only 2% of Canadians, nothing has changed...



# Workplace Arrangement



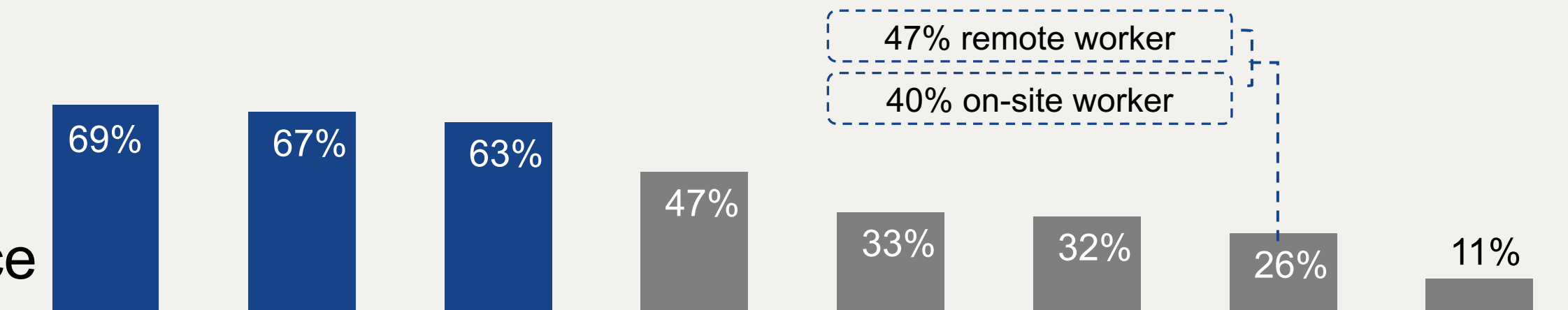
One in five Canadians are working remotely



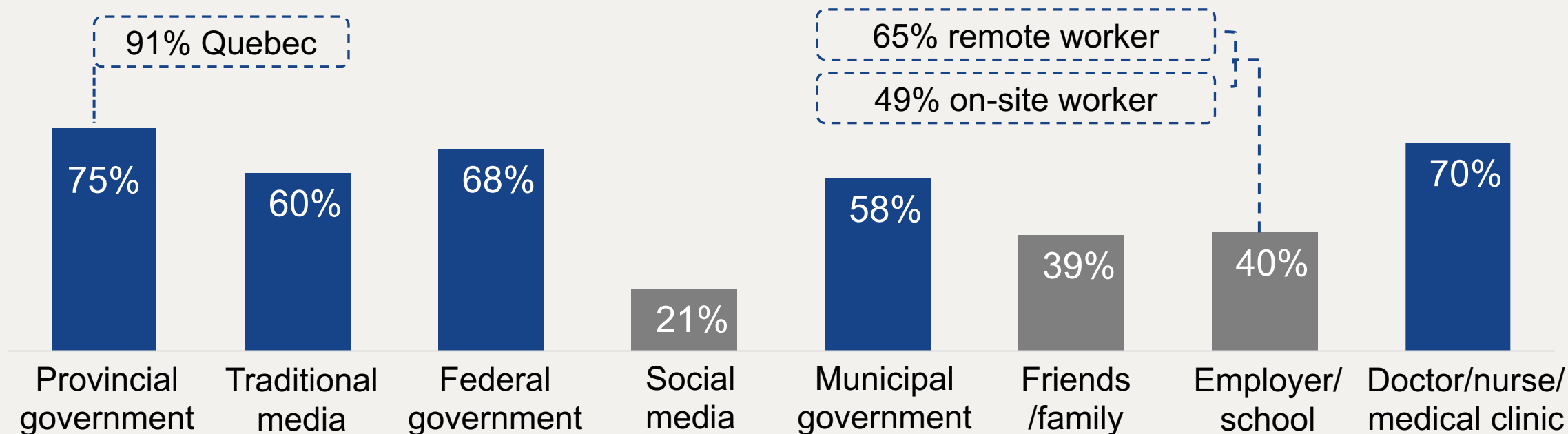
# Information Sources and Trust



Source



Trust





# Attitudes Towards Online Government Consultations

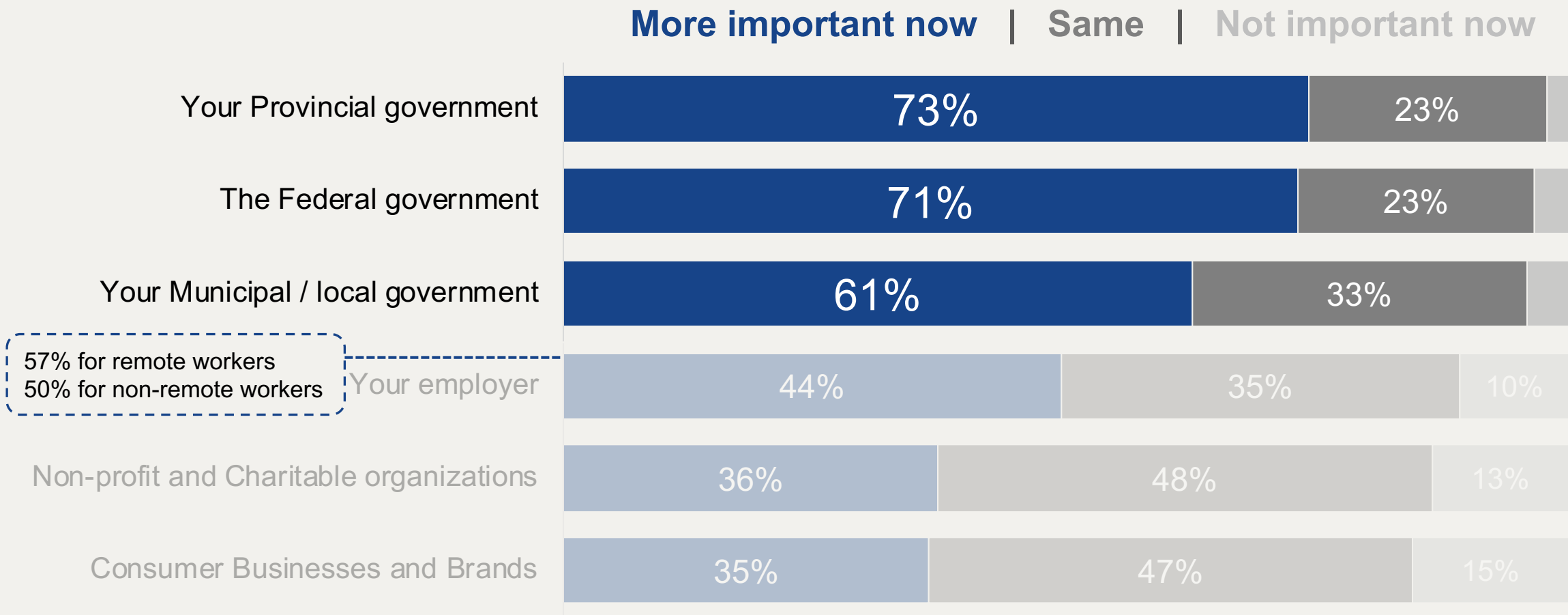




# **ENGAGEMENT: MORE IMPORTANT THAN EVER?**



# Engagement from **all levels of government** is seen to be more important now



# Effectiveness: Online vs In-person



**79%**  
**Yes**

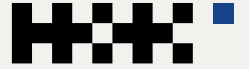
**21%**  
**No /  
Unsure**

Most feel that government consultations **online can be as effective as in-person**

53% “Yes – maybe”  
25% “Yes – definitely”



# Broad Engagement Still Important



**58%**  
agree

Engaging with citizens on issues not related to COVID-19 is still important at this time

**56%**  
agree

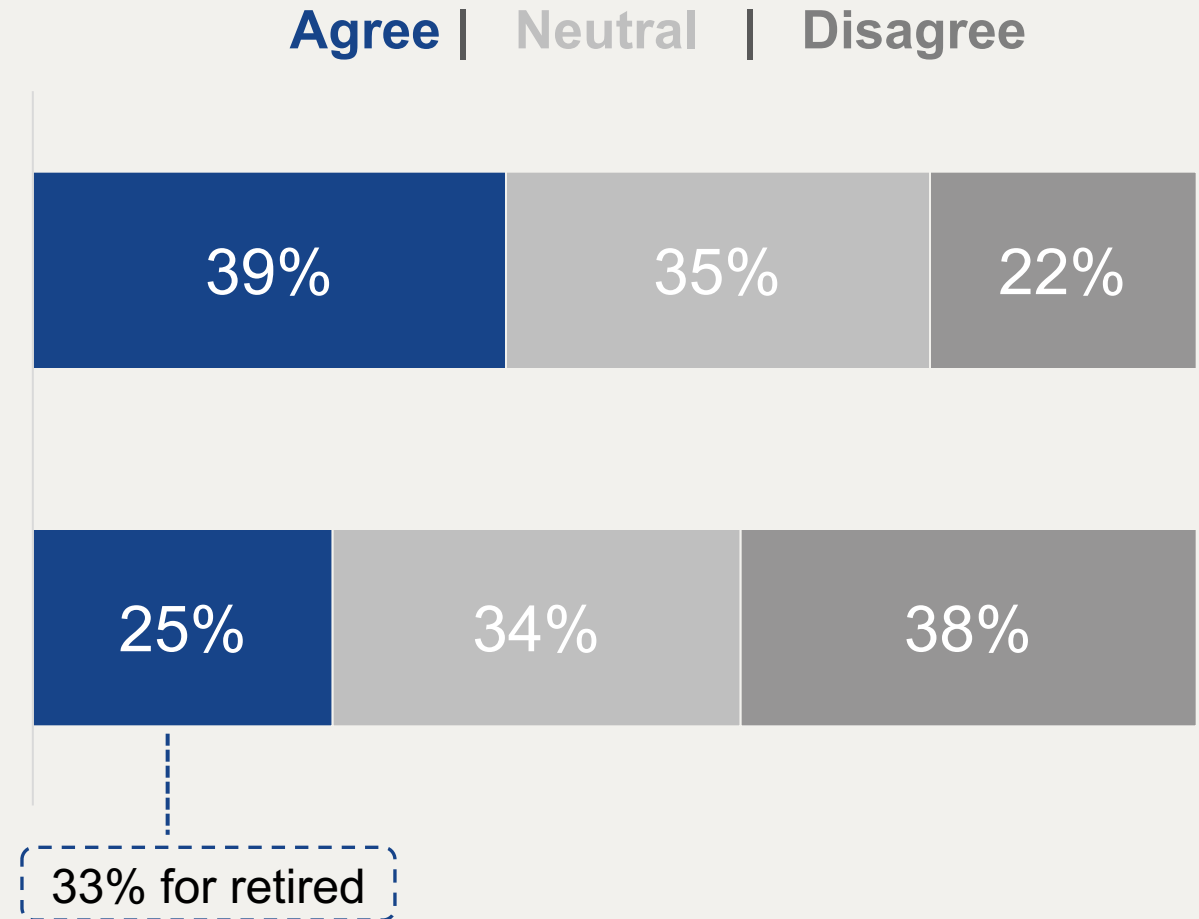
Governments engage with the public more now than in the past

# Views of average people need to play a bigger role



The views of average people are not heard in government consultations

When the government asks for my opinion, I believe that I will have an influence on the decision



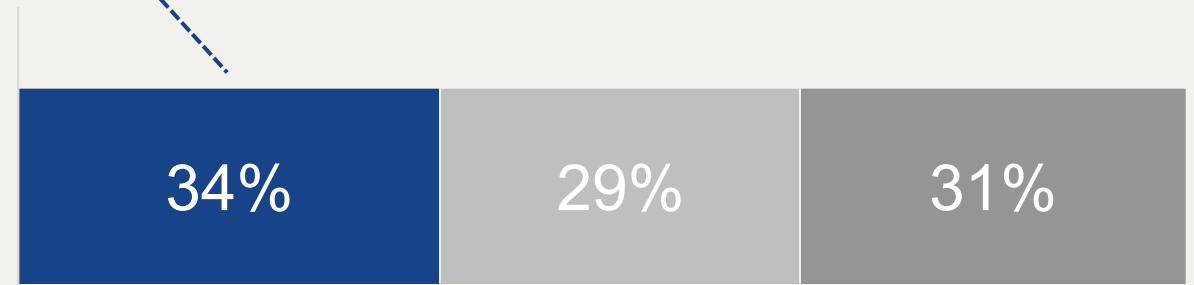
# Confusion on getting involved and a lack of awareness



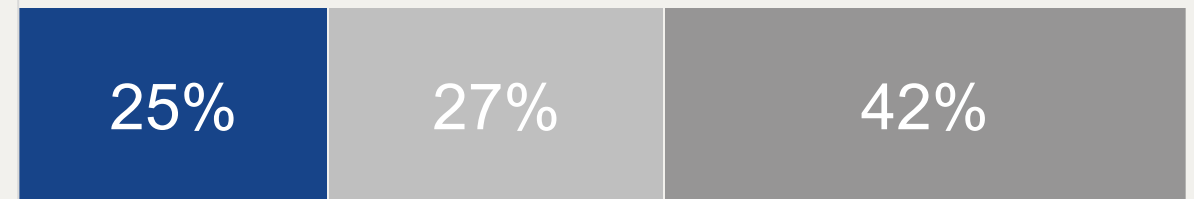
40% for Men  
28% for Women

Agree | Neutral | Disagree

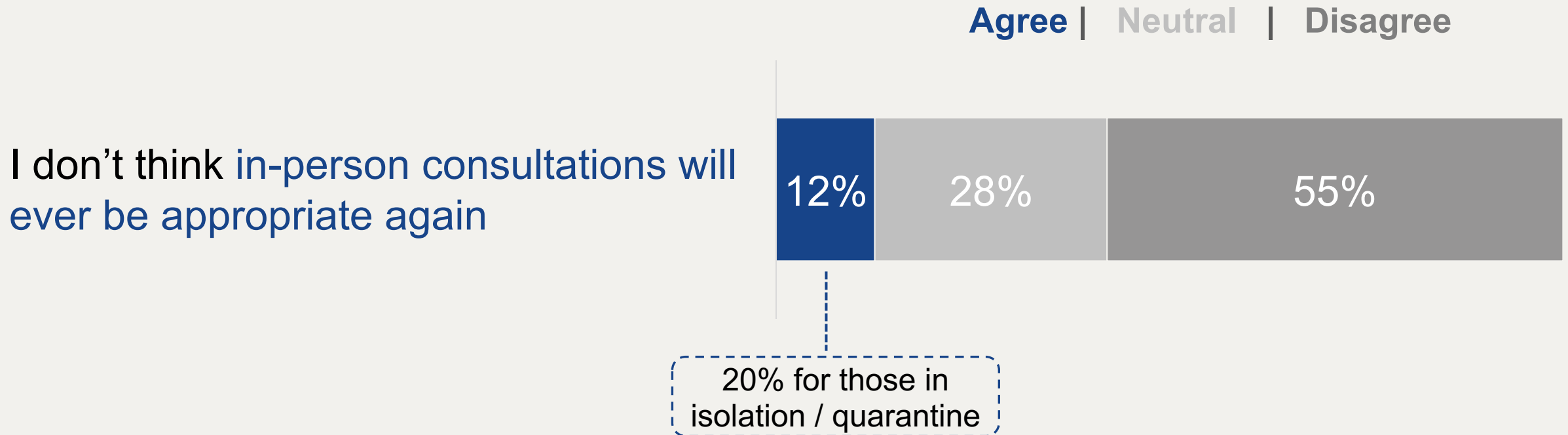
I am interested in participating in government consultations, but I don't know how to get involved



In the past few weeks, I have heard about opportunities with government to engage on issues important to me

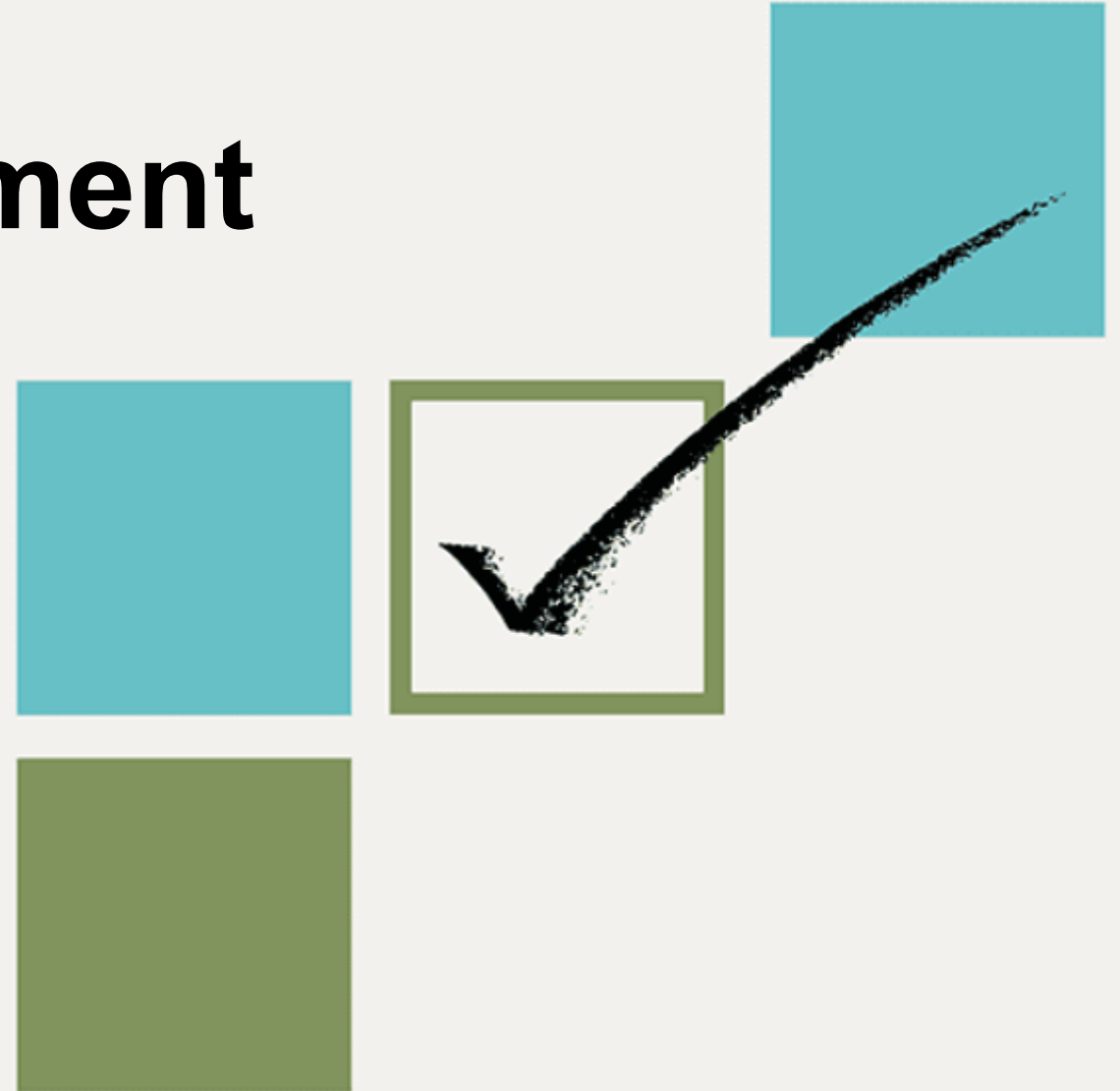


# In-person consultations are not gone for good





# ■ Online Government Consultations In Practice





# **IMPORTANT ELEMENTS TO FEEL ENGAGED**

# To be engaging, the consultation should include...



**81%** Being provided with **objective fact-based information** on the issues

**79%** The ability to **ask questions to subject-matter experts**

**77%** The opportunity to **hear arguments from various sides** of an issue

**63%** Have **senior decision-makers** as observers

**59%** The ability to **join the consultation** from a **mobile device**



**52%** The ability to **privately discuss issues** with other participants

**44%** The ability to participate in the consultation **using social media accounts**



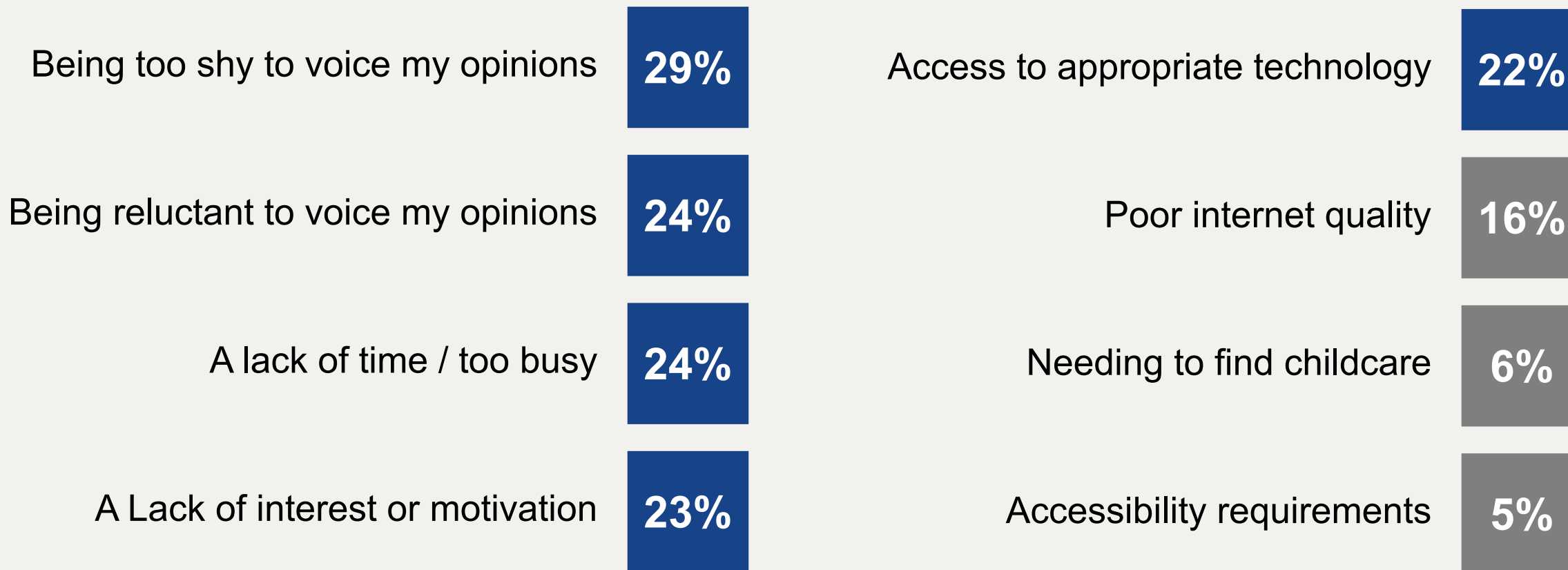
# **BARRIERS TO PARTICIPATING**



# Barriers to Online Consultations



*What would prevent you from getting involved?*



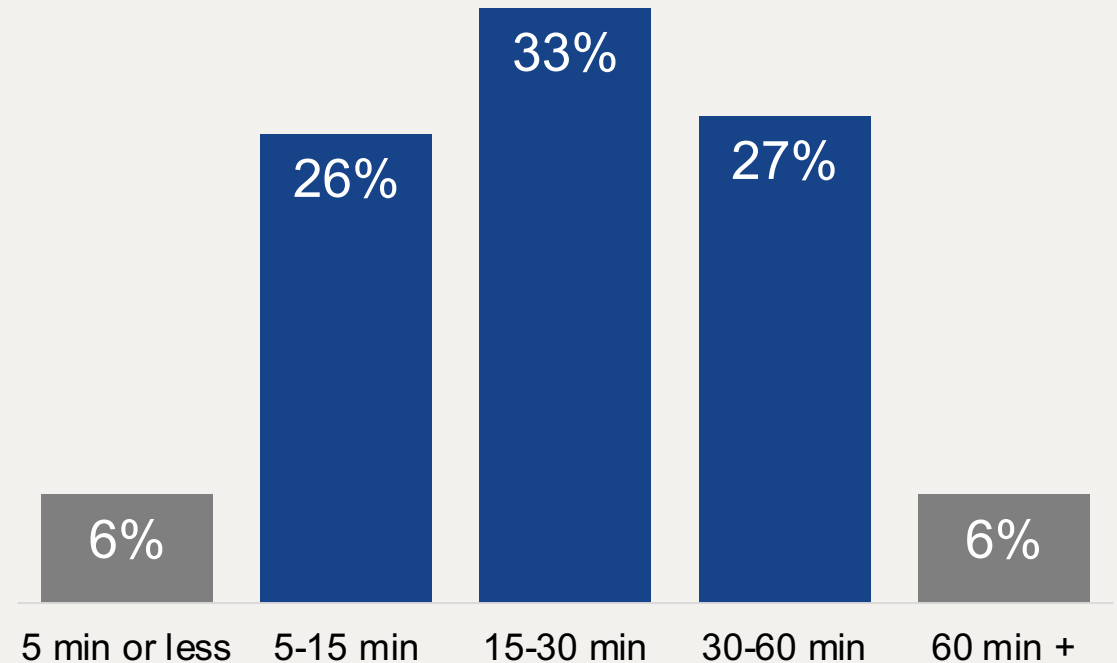
# How should it work?



Online surveys and forums are the most appealing platforms



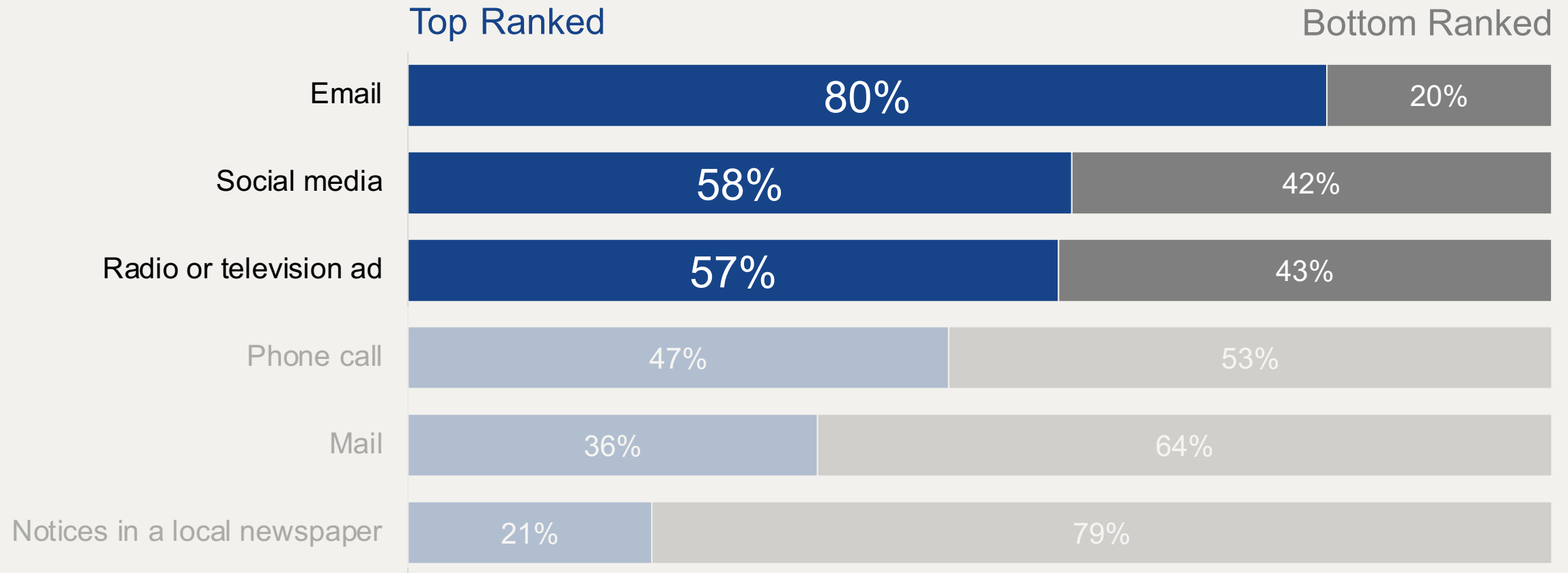
Ideal length



# Inviting People to Participate



Email, social media and radio/TV ads are the best way to invite people to participate





# For more information

For Research Inquires:

ELLIOTT GAUTHIER  
Senior Vice President  
National Lead, Data + Analytics  
[Elliott.Gauthier@hkstrategies.ca](mailto:Elliott.Gauthier@hkstrategies.ca)

For general inquiries:

[COVID19ResponseTeam@hkstrategies.ca](mailto:COVID19ResponseTeam@hkstrategies.ca)

