Government Consultations in the Era of COVID 19

A Study by Hill+Knowlton Strategies
March 27-29, 2020
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
One in five (20%) think they will get coronavirus. Up 6% from wave 1

- **Agree**: 20%
- **Uncertain**: 34%
- **Disagree**: 40%

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

The State of Affairs

Expected to **get worse**…

- Spreading and getting worse: 74%
- Staying about the same and stabilizing: 19%
- Getting better and receding: 5%

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

- **Weeks**
  - 7% in U.S.*

- **Months**
  - 69%

- **The rest of 2020**
  - 17%

- **2020 and beyond**
  - 6%

---


© Hill+Knowlton Strategies
Actions Taken

- Self-isolated: 62%
- Purchased extra food: 58%
- Stocked up on other provisions: 42%
- Purchased necessary medical supplies: 27%
- Made a self-isolation plan: 21%
- Bought face masks: 10%
- Have done nothing to prepare myself: 8%

+51% in Canada in past 2 weeks

Average G7*: 56%

Highest Globally:
- France 85%
- Italy 75%

Lowest Globally:
- Japan 21%

Report prepared by Hill+Knowlton Strategies. Results from n=993 respondents surveyed, national, online. March 27-29, 2020. *: Kantar. 7,005 interviews were conducted online among adults (16+) living in the G7 nations. March 19-21.
How Canadians Characterize How They’re Living

For only 2% of Canadians, nothing has changed…

- I only go out when necessary and when I do I am practicing social distancing: 37%
- I only go out when necessary and when I do I am practicing physical distancing: 33%
- I am in self-isolation: 17%
- I am in self-quarantine: 4%

…Nearly three quarters of Canadians are practicing social or physical distancing
One in five Canadians are working remotely

- Remote work: 21%
- On-site work: 20%
- Temp Layoff: 15%
- Retired: 26%

Information Sources and Trust

Source
- Provincial government: 69%
- Traditional media: 67%
- Federal government: 63%
- Social media: 47%
- Municipal government: 33%
- Friends/family: 32%
- Employer/school: 26%
- Doctor/nurse/medical clinic: 11%

Trust
- Provincial government: 75%
- Traditional media: 60%
- Federal government: 68%
- Social media: 21%
- Municipal government: 58%
- Friends/family: 39%
- Employer/school: 40%
- Doctor/nurse/medical clinic: 70%

Special Notes:
- 91% Quebec
- 65% remote worker
- 49% on-site worker
- 47% remote worker
- 40% on-site worker

Attitudes Towards Online Government Consultations
ENGAGEMENT: MORE IMPORTANT THAN EVER?
Engagement from **all levels of government** is seen to be more important now

<table>
<thead>
<tr>
<th></th>
<th>More important now</th>
<th>Same</th>
<th>Not important now</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Provincial government</td>
<td>73%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>The Federal government</td>
<td>71%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Your Municipal / local government</td>
<td>61%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Your employer</td>
<td>44%</td>
<td>35%</td>
<td>10%</td>
</tr>
<tr>
<td>Non-profit and Charitable organizations</td>
<td>36%</td>
<td>48%</td>
<td>13%</td>
</tr>
<tr>
<td>Consumer Businesses and Brands</td>
<td>35%</td>
<td>47%</td>
<td>15%</td>
</tr>
</tbody>
</table>

57% for remote workers
50% for non-remote workers

Effectiveness: Online vs In-person

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

79% Yes

21% No / Unsure

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

39% Agree | 35% Neutral | 22% Disagree

25% Agree | 34% Neutral | 38% Disagree

33% for retired
Confusion on getting involved and a lack of awareness

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

<table>
<thead>
<tr>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
<td>29%</td>
<td>31%</td>
</tr>
</tbody>
</table>

40% for Men
28% for Women

25% | 27% | 42%
In-person consultations are not gone for good

I don’t think in-person consultations will ever be appropriate again

<table>
<thead>
<tr>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td>28%</td>
<td>55%</td>
</tr>
</tbody>
</table>

20% for those in isolation / quarantine
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?

- Being too shy to voice my opinions: 29%
- Being reluctant to voice my opinions: 24%
- A lack of time / too busy: 24%
- A Lack of interest or motivation: 23%
- Access to appropriate technology: 22%
- Poor internet quality: 16%
- Needing to find childcare: 6%
- Accessibility requirements: 5%

How should it work?

Online surveys and forums are the most appealing platforms

Ideal length

<table>
<thead>
<tr>
<th>Duration</th>
<th>6%</th>
<th>26%</th>
<th>33%</th>
<th>27%</th>
<th>6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 min or less</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-15 min</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-30 min</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30-60 min</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60 min +</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Online surveys and forums are the most appealing platforms.
Inviting People to Participate

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

<table>
<thead>
<tr>
<th>Method</th>
<th>Top Ranked</th>
<th>Bottom Ranked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Social media</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Radio or television ad</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Phone call</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Mail</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>Notices in a local newspaper</td>
<td>21%</td>
<td>79%</td>
</tr>
</tbody>
</table>

For more information

For Research Inquires:

ELLIOTT GAUTHIER
Senior Vice President
National Lead, Data + Analytics
Elliott.Gauthier@hkstrategies.ca

For general inquiries:

COVID19ResponseTeam@hkstrategies.ca