



# COVID-19 Attitudes and Beliefs

Public Opinion Research  
Release Date: October 8, 2021  
Field Dates: September 24, 2021, to October 5, 2021

# Tracking the Impacts of COVID-19

Since the early days of the COVID-19 outbreak in Canada, INNOVATIVE has been tracking attitudes and reported behaviors impacted by the pandemic.

Today, INNOVATIVE is releasing results from our September *Canada This Month* survey. This online survey was in field from September 24<sup>th</sup> to October 5<sup>th</sup>, 2021, with a weighted sample size of 1,500 Canadian residents. Detailed methodology is provided in the appendix.

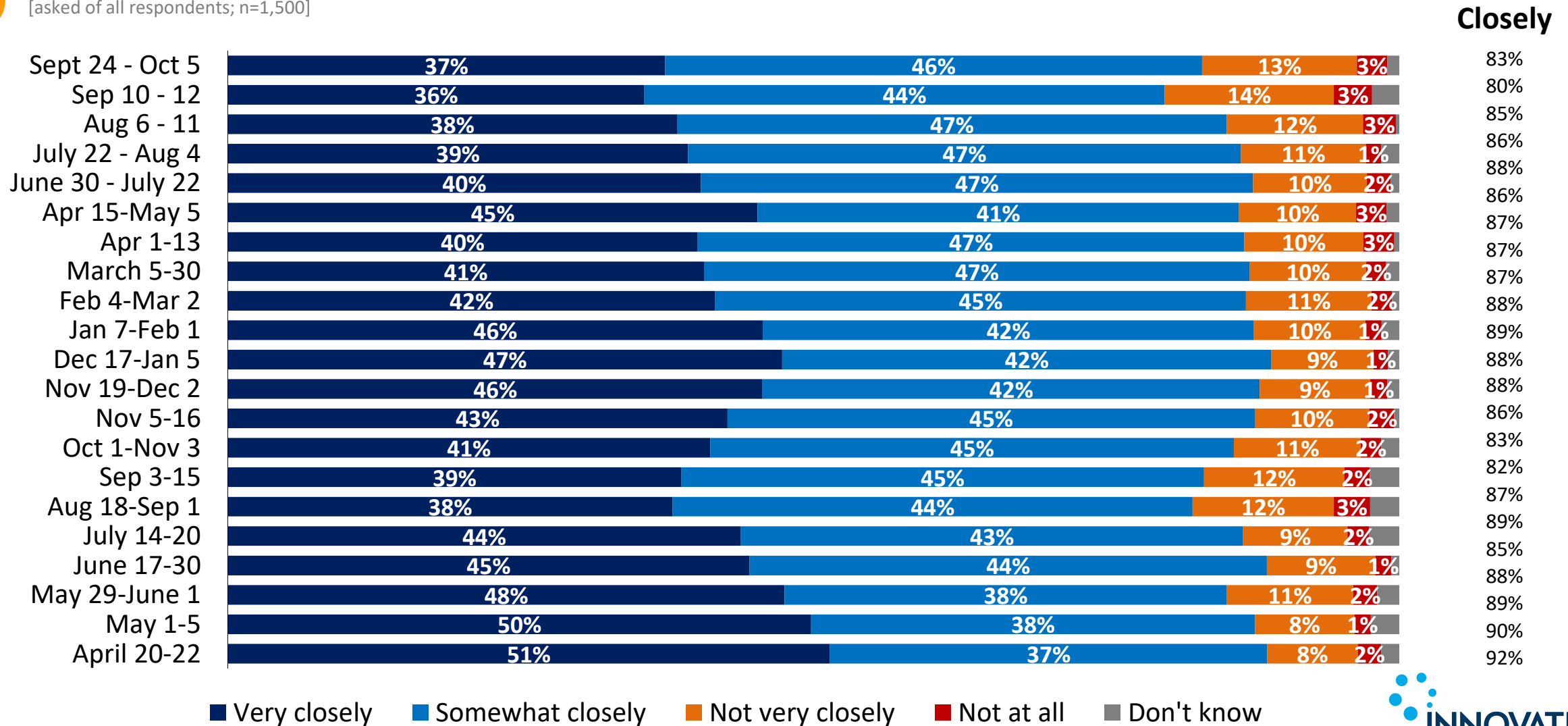
This report covers attitudes of Canadians regarding COVID-19, including attention to the news and concern about the virus.

# Attention to COVID-19 News: Most respondents (83%) continue to closely follow news about COVID-19



How closely have you been following news about COVID-19 which is also known as the novel coronavirus?

[asked of all respondents; n=1,500]



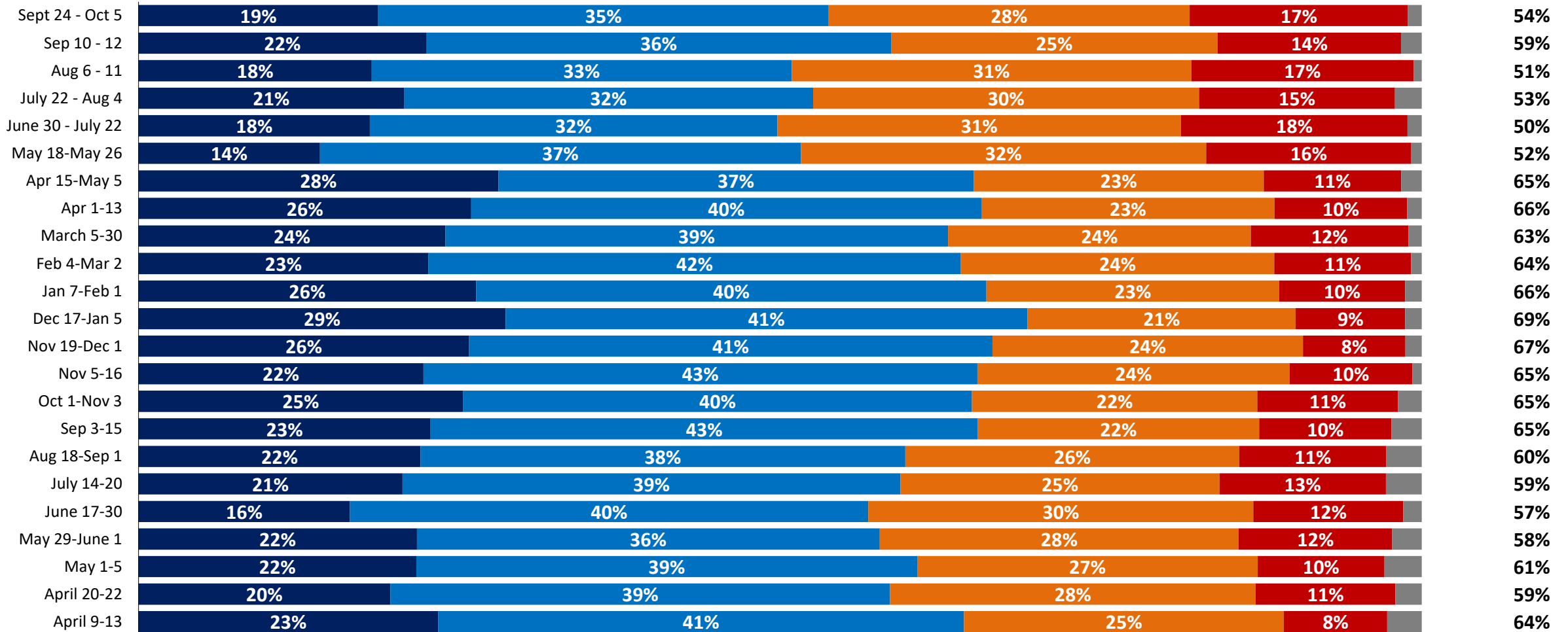
# Self Concern: Overall concern with catching COVID-19 is steady since the end of July, “very concerned” is down 4-points since last wave of tracking



How concerned are you personally about each of the following? **That you yourself will contract COVID-19**

[asked of all respondents; n=1,500]

Very/ Somewhat concerned



■ Very concerned ■ Somewhat concerned ■ Not very concerned ■ Not at all concerned ■ Don't know

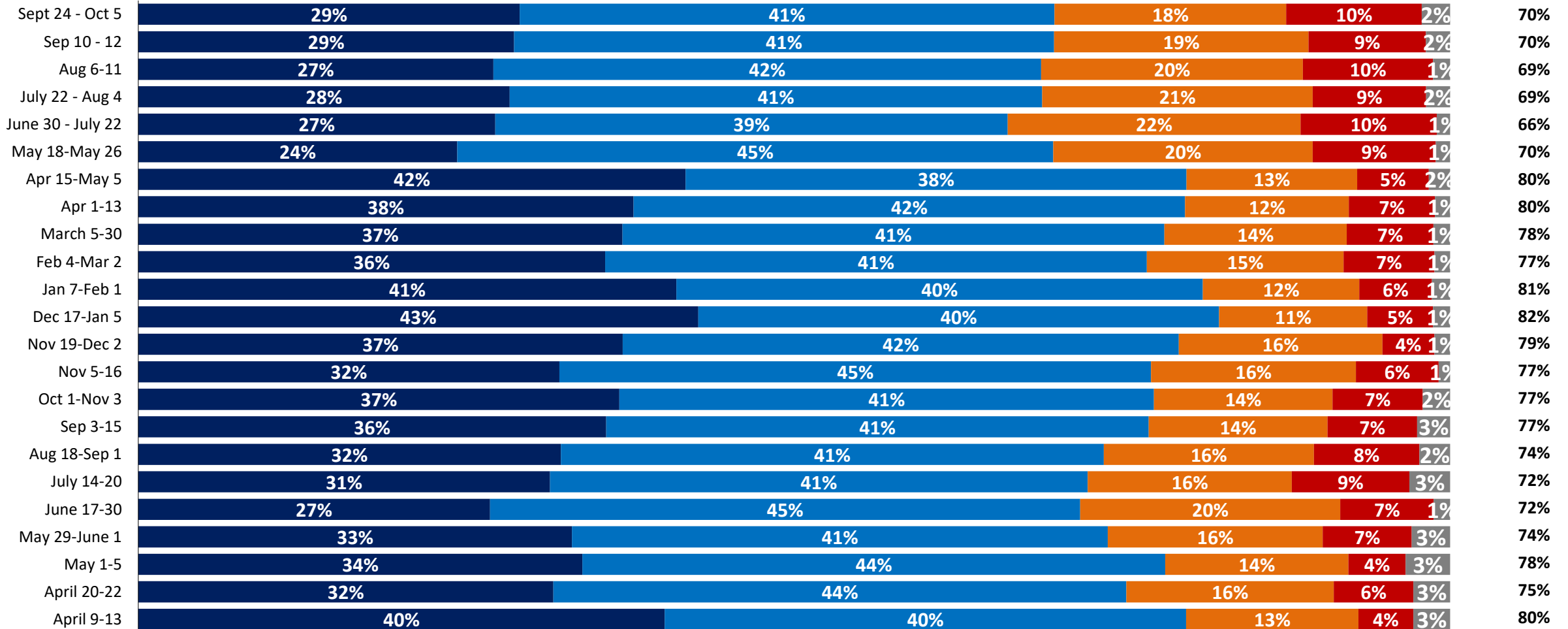
# Familial Concern: Concern about vulnerable friend/relative contracting COVID-19 is steady since mid May '21



How concerned are you personally about each of the following? **That a vulnerable friend or a relative will contract COVID-19**

[asked of all respondents; n=1,500]

Very/ Somewhat  
concerned



■ Very concerned    
 ■ Somewhat concerned    
 ■ Not very concerned    
 ■ Not at all concerned    
 ■ Don't know

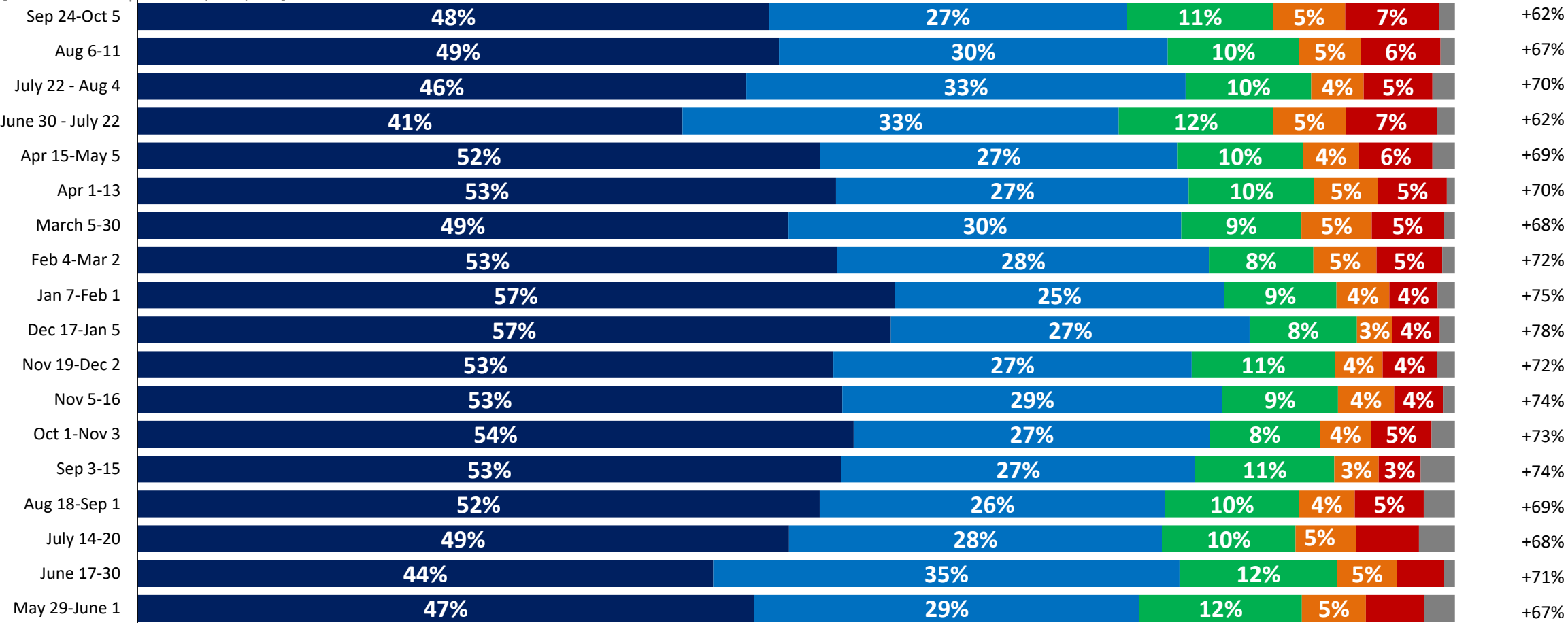
# Future Waves: Concern that COVID could come back is down from 79%<sup>6</sup> to 75% now



Do you agree or disagree with the following statements? **I am worried that if we don't take special precautions COVID-19 could come back and put more lives at risk**

[asked of all respondents; n=1,500]

Net Agree

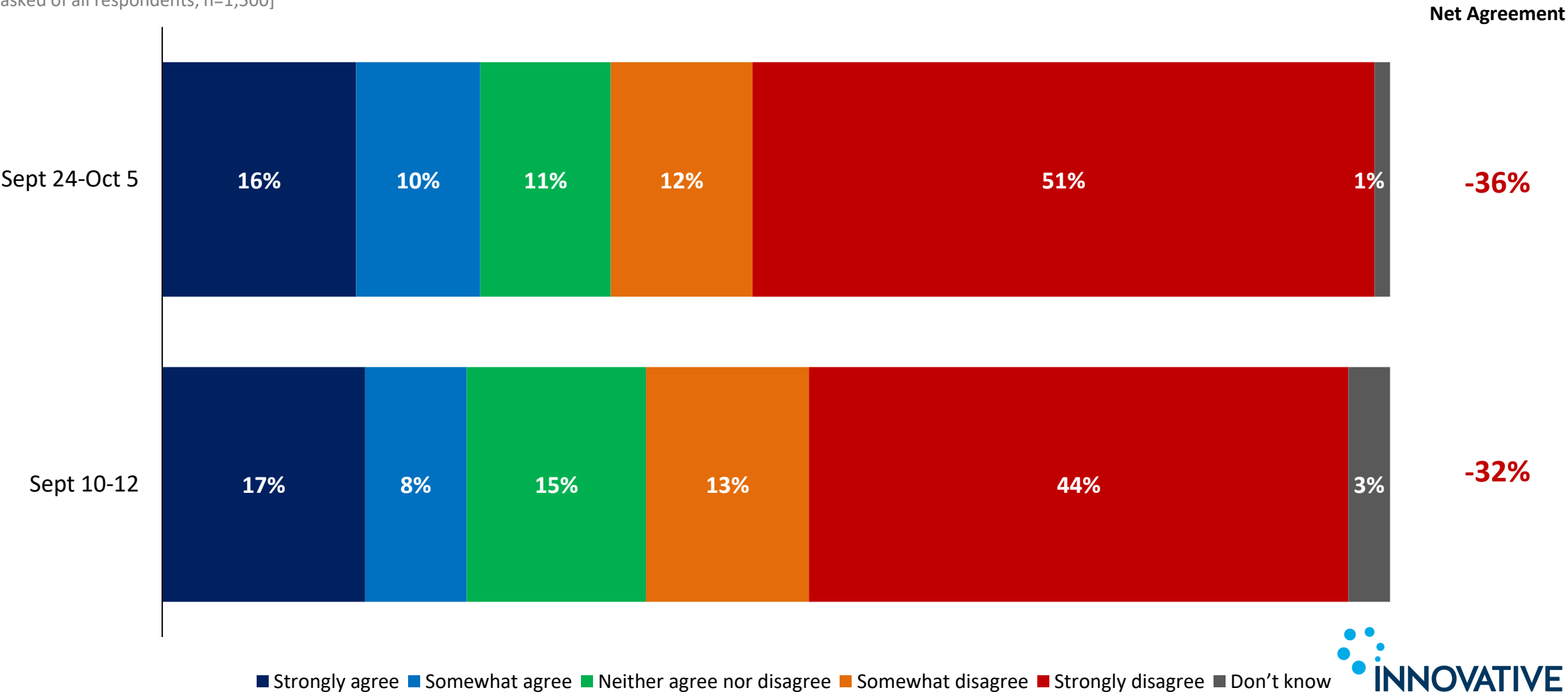


Strongly agree   Somewhat agree   Neither agree nor disagree   Somewhat disagree   Strongly disagree   Don't know

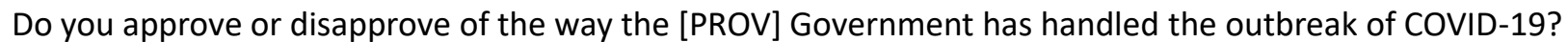


# Mandatory Vaccines: Only 26% agree they are angry that government is trying to force Canadians to get vaccinated<sup>7</sup>

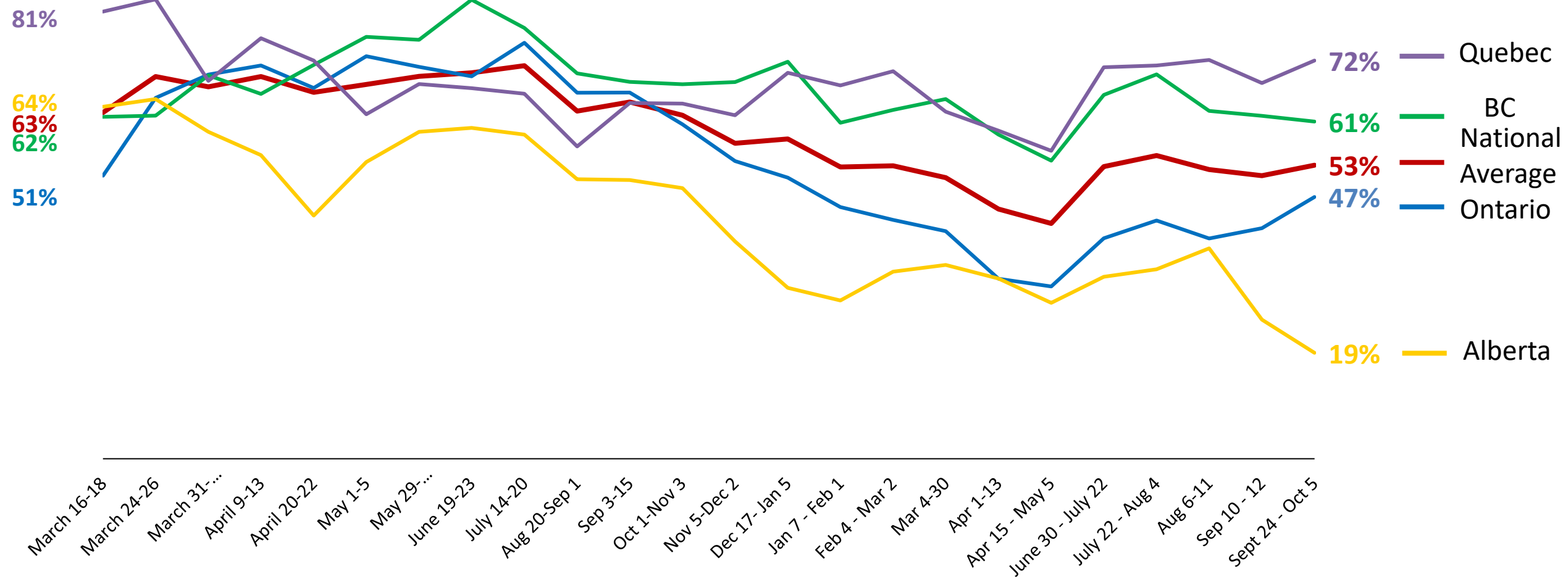
**Q** Do you agree or disagree with the following statements? *I am angry at the way the government is trying to force Canadians to get vaccinated, whether they want to or not.*  
[asked of all respondents; n=1,500]



**Note:** Those with \* beside were only asked by Lucid respondents (n=1200)

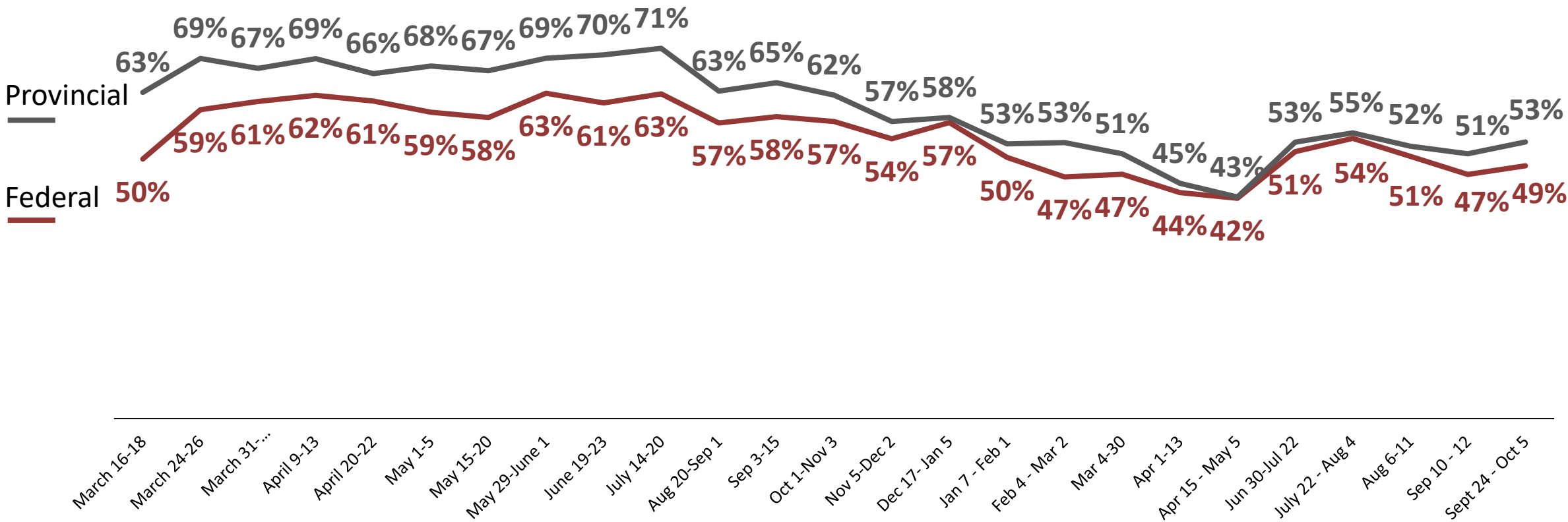


## % Approve



# COVID-19 Handling Tracking: Approval on handling COVID-19 for both the federal and provincial government trend upwards <sup>9</sup>

% who approve of government's handling of the COVID-19 outbreak: Federal vs. Provincial  
[asked of all respondents; n=1,500]

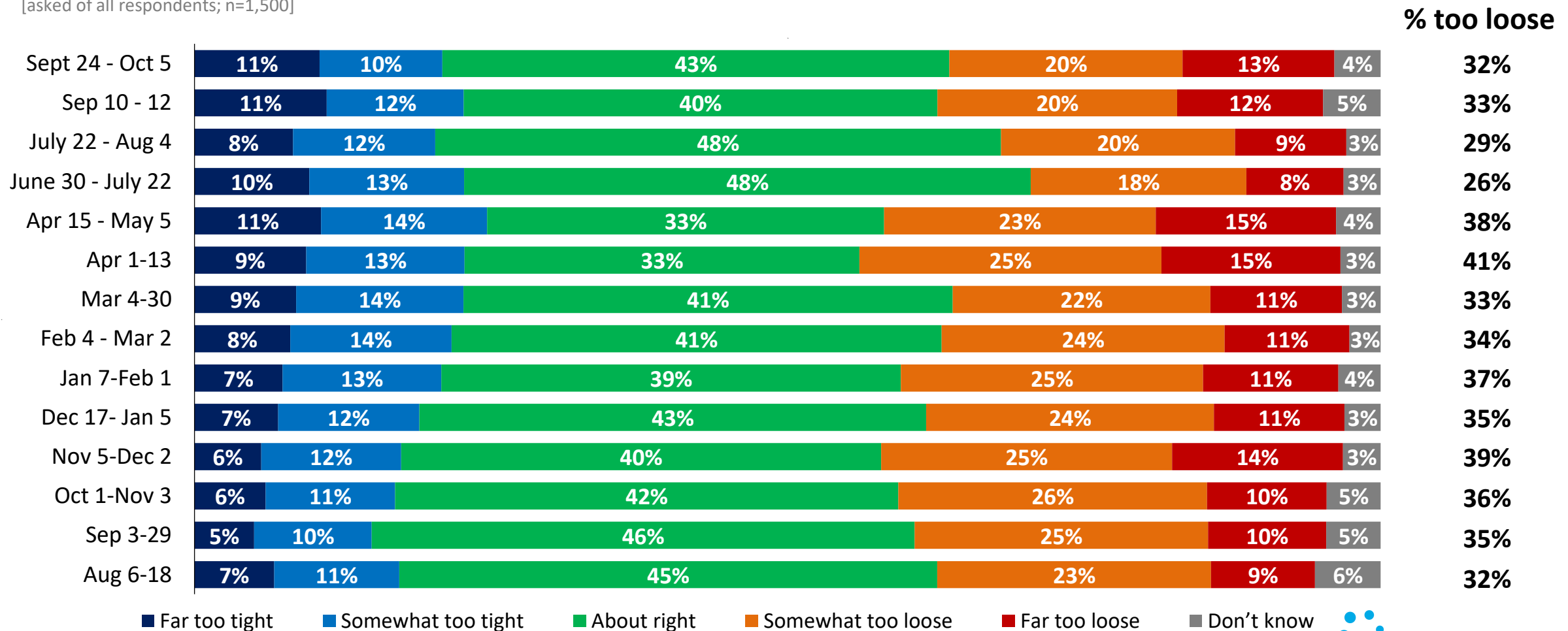


# Provincial Restrictions: 2-in-5 (43%) think their provincial gov'ts found the right balance, while "too tight" is up 2-pts since early September

Q

Now, thinking about the restrictions the provincial government in [PROV] currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?

[asked of all respondents; n=1,500]



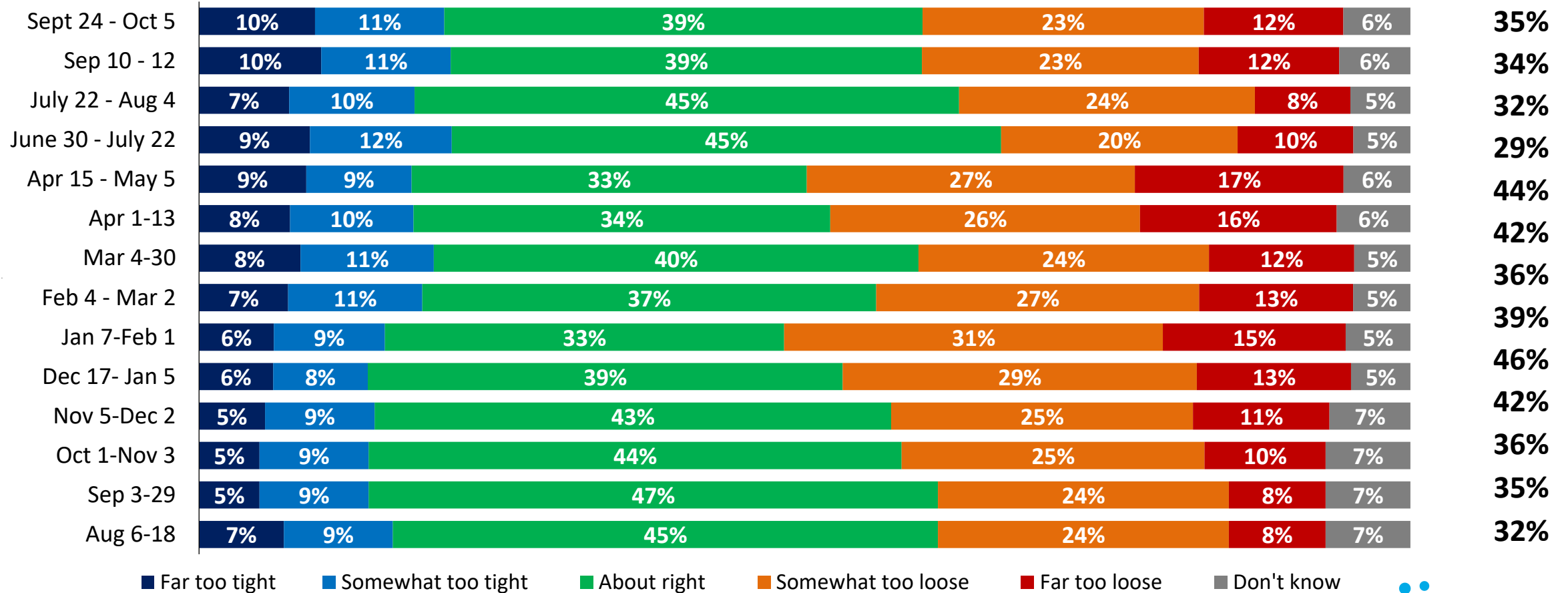
# Federal Restrictions: 2-in-5 (39%) think that the federal restrictions are “about right” while 35% find the restrictions “too loose”

Q

Now, thinking about the restrictions the federal government currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?

[asked of all respondents; n=1,500]

% too loose



■ Far too tight ■ Somewhat too tight ■ About right ■ Somewhat too loose ■ Far too loose ■ Don't know

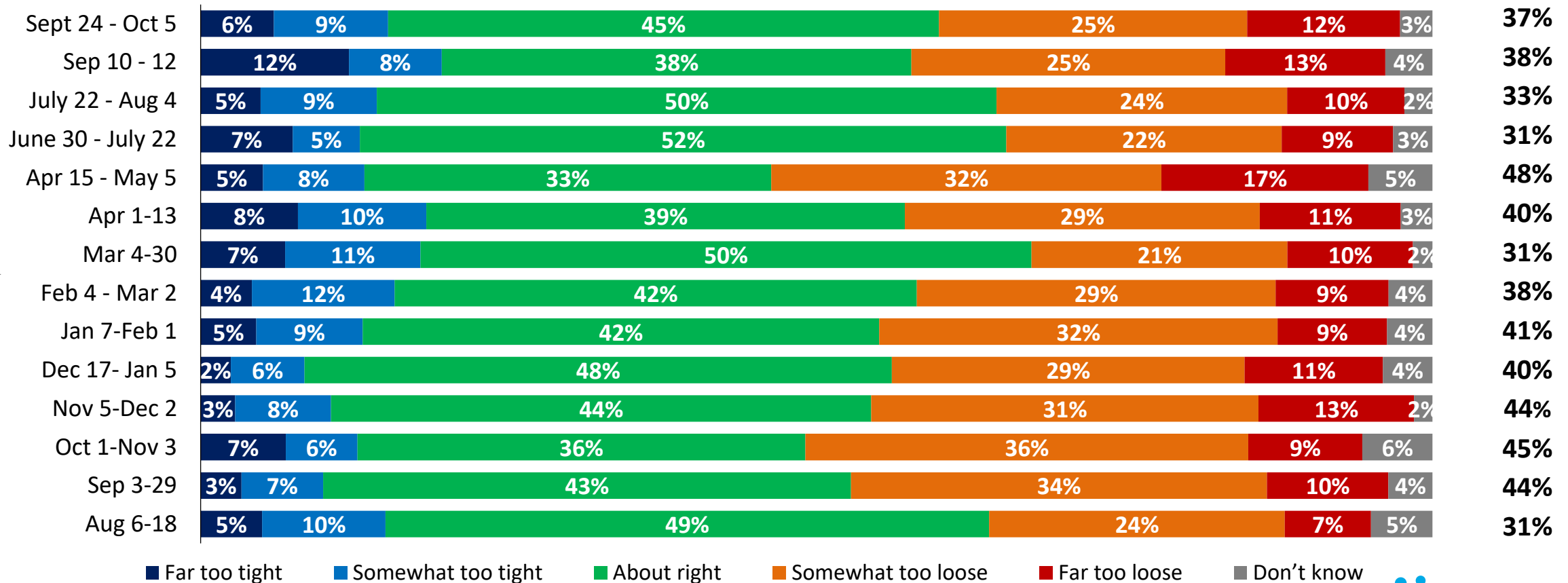
# Provincial Restrictions - BC: In BC, 37% say current restrictions are too loose while 45% say they are just right

Q

Now, thinking about the restrictions the provincial government in BC currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?

[asked of BC respondents; n=204]

% too loose

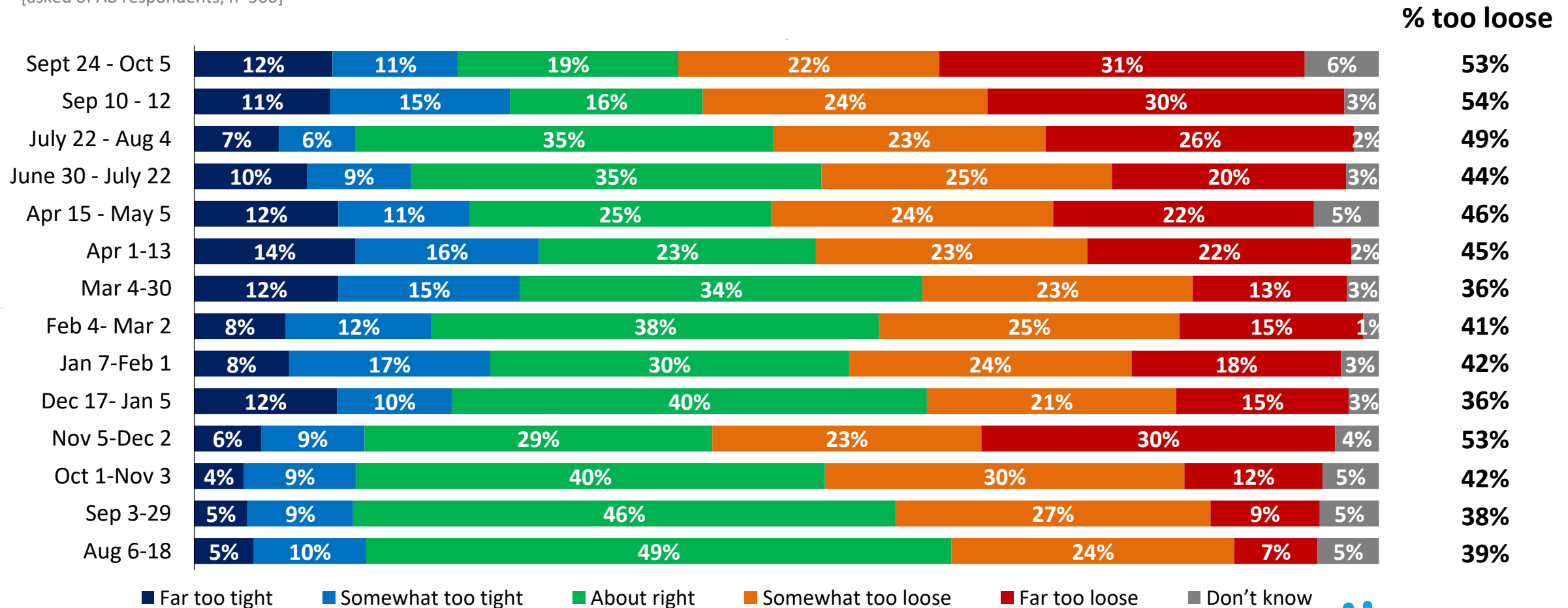


# Provincial Restrictions - Alberta: In Alberta, more than half say restrictions are too loose including 31% who say they are far too loose

Q

Now, thinking about the restrictions the provincial government in Alberta currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?

[asked of AB respondents; n=500]



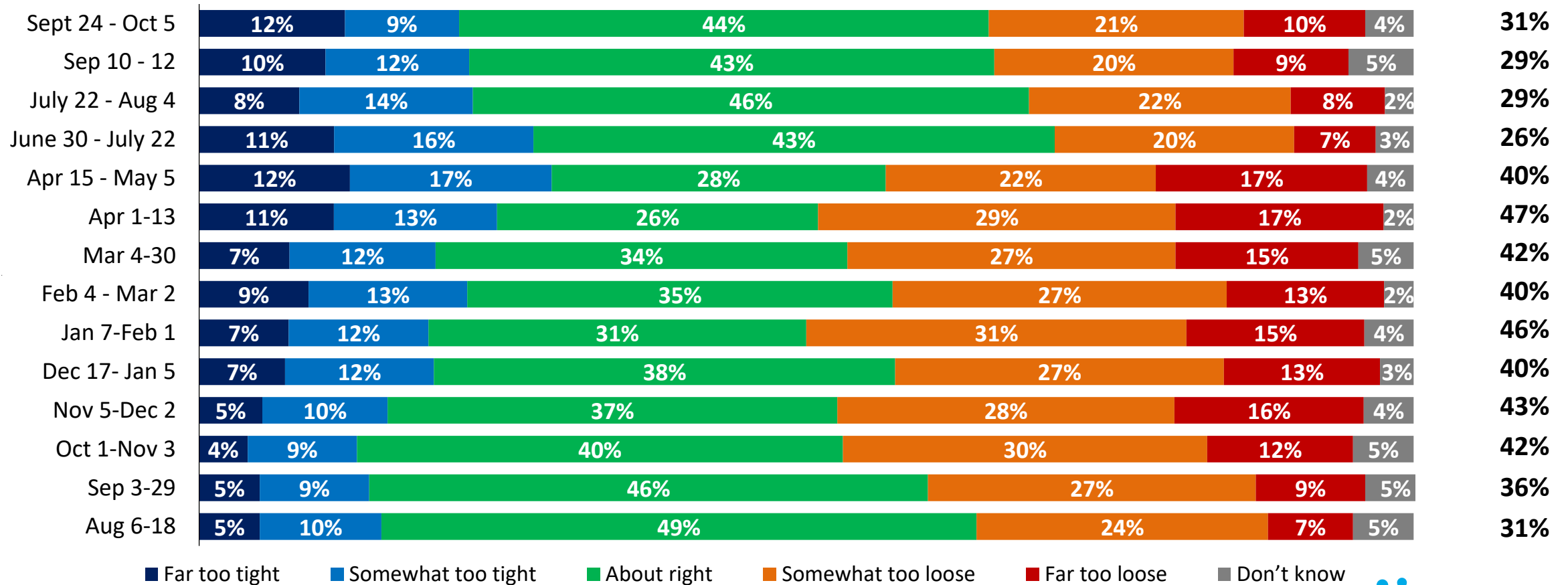
# Provincial Restrictions - Ontario: In Ontario, the plurality say restrictions are about right (44%)

Q

Now, thinking about the restrictions the provincial government in Ontario currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?

[asked of ON respondents; n=574]

% too loose



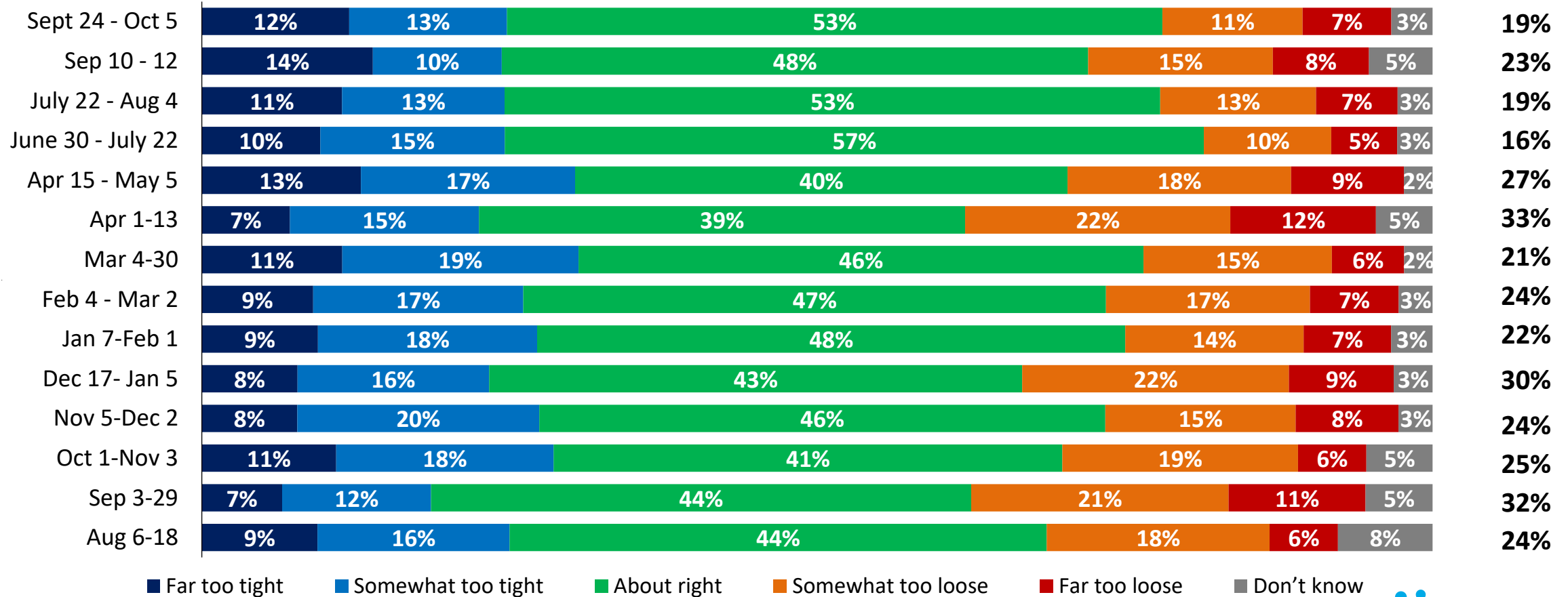
# Provincial Restrictions - Quebec: In Quebec, more say restrictions are too tight (25%) than too loose (19%)

Q

Now, thinking about the restrictions the provincial government in Quebec currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?

[asked of QC respondents; n=351]

% too loose



# Methodology

# Survey Methodology

**These are the results of an online survey conducted between September 24<sup>th</sup>, 2021 and October 5<sup>th</sup>, 2021.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=3,080 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

**Field Dates:** September 24<sup>th</sup>, 2021 to October 8<sup>th</sup>, 2021

**Weighting:** Results for Canada are weighted by age, gender, region, and party identification to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table. Oversamples were conducted in Manitoba and Alberta.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	269	8.8%	213	14.4%
<b>Men 35-54</b>	490	16%	246	16.6%
<b>Men 55+</b>	640	20.9%	261	17.6%
<b>Women 18-34</b>	419	13.7%	212	14.3%
<b>Women 35-54</b>	555	18.1%	255	17.2%
<b>Women 55+</b>	688	22.5%	295	19.9%
<b>BC</b>	347	11.3%	204	13.6%
<b>AB</b>	674	21.9%	170	11.3%
<b>Prairies</b>	734	23.8%	99	6.6%
<b>ON</b>	619	20.1%	574	38.3%
<b>QC</b>	531	17.2%	351	23.4%
<b>Atlantic</b>	175	5.7%	102	6.8%



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