



COVID-19 Attitudes and Beliefs

Public Opinion Research
Release Date: January 06, 2022
Field Dates: December 30, 2021 to January 05, 2022

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 December *Canada This Month* survey. This online survey was in field from December 30th, 2021 to January 5th, 2022, with a weighted sample size of 1,000 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.

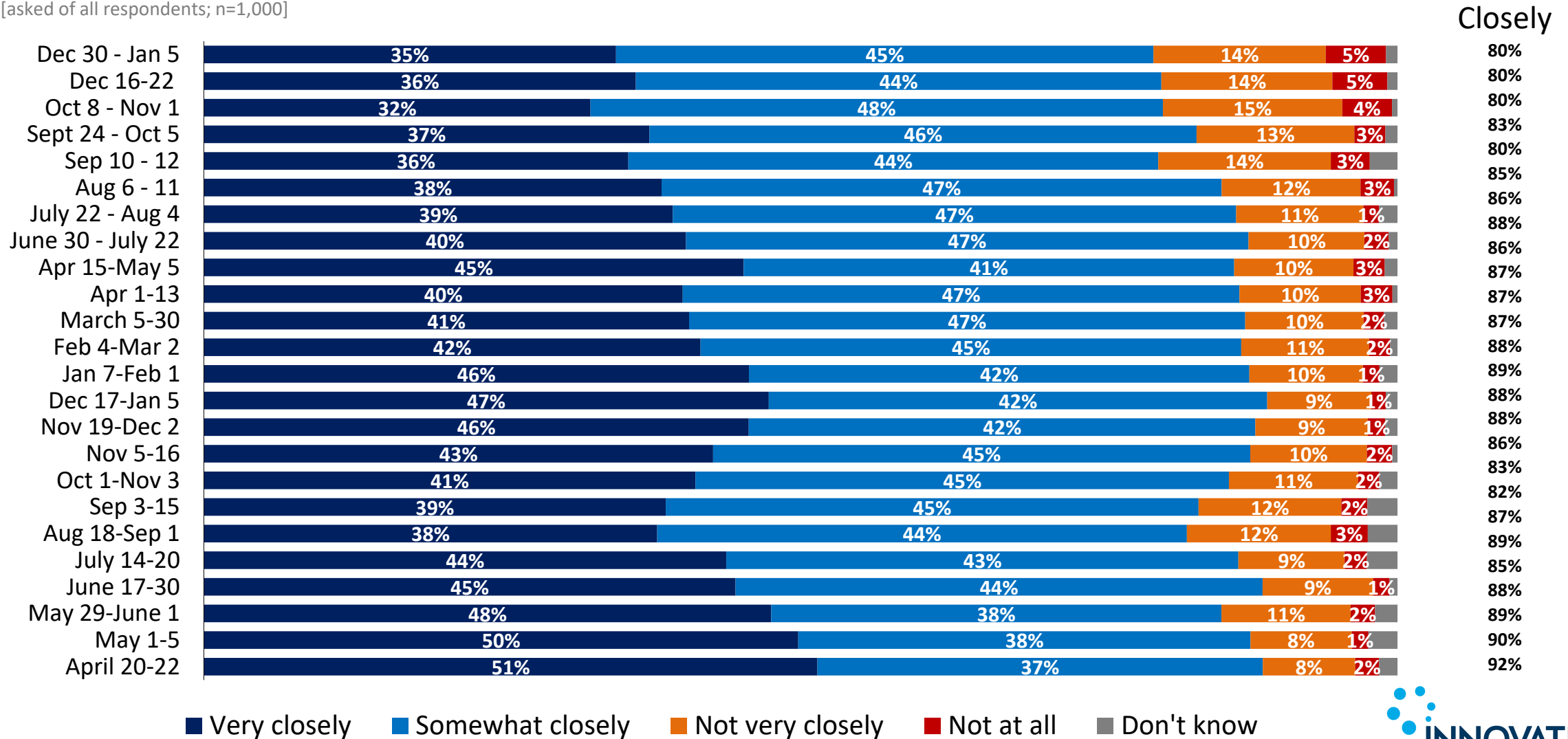
Personal Experience

Attention to COVID-19 News: Attention to COVID-19 News is steady since October 2021



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

[asked of all respondents; n=1,000]



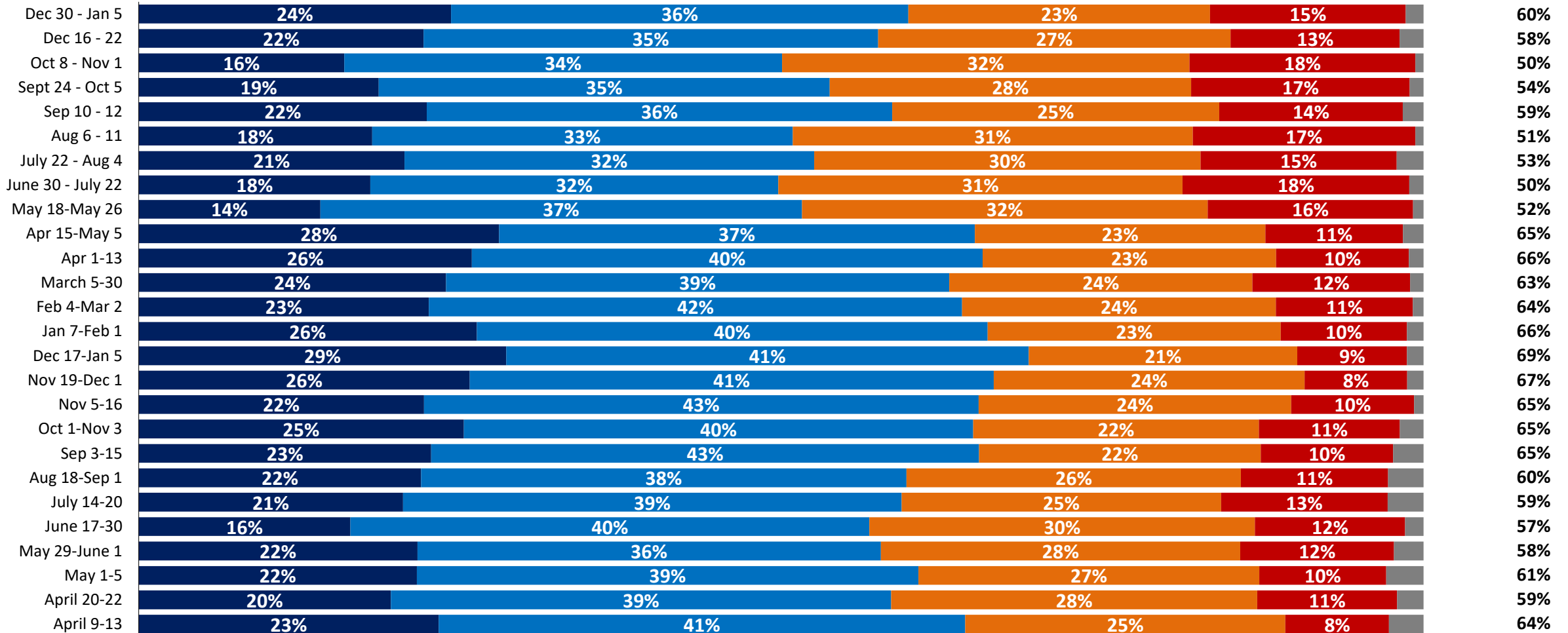
Self Concern: Self-concern about contracting COVID-19 is directionally up since the last tracking period



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

[asked of all respondents; n=1,000]

Very/ Somewhat concerned



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

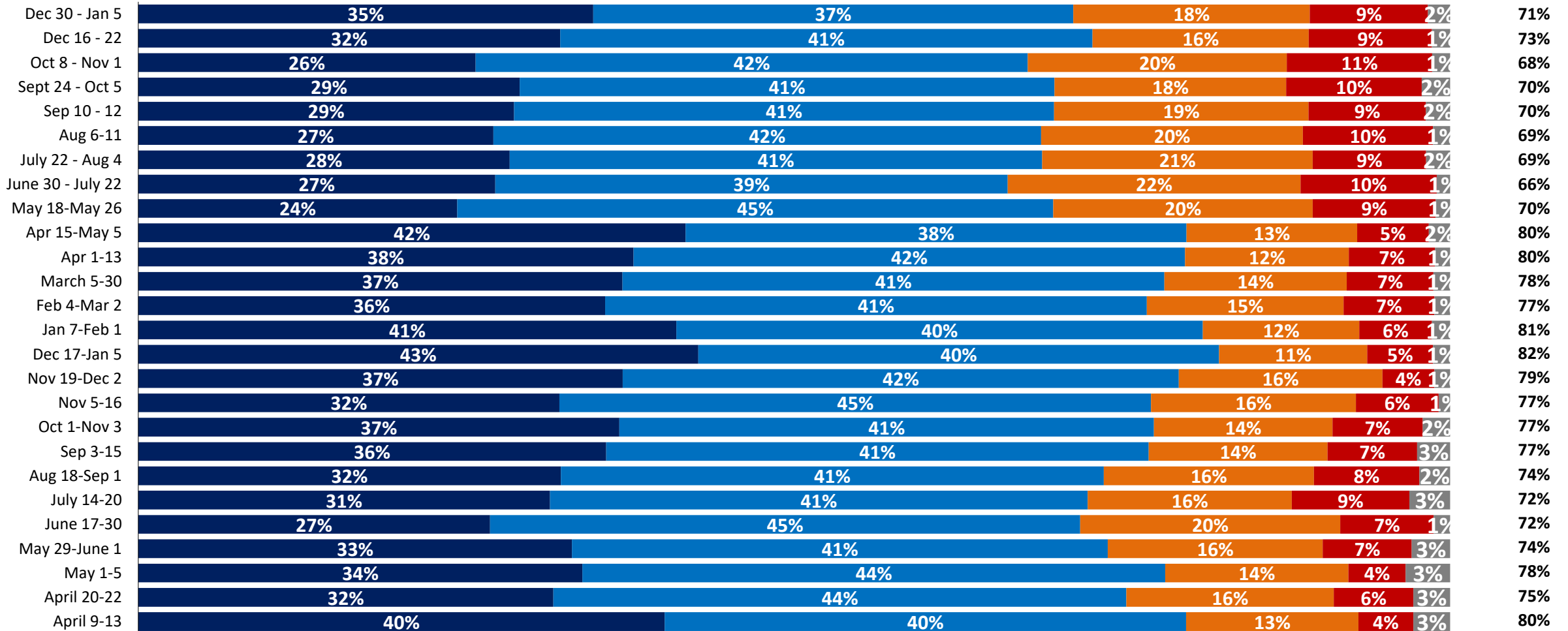
Familial Concern: The intensity of concern has continued to rise to 35%⁶ 'very concerned' from a low of 26% in October



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=1,000]

Very/ Somewhat
concerned



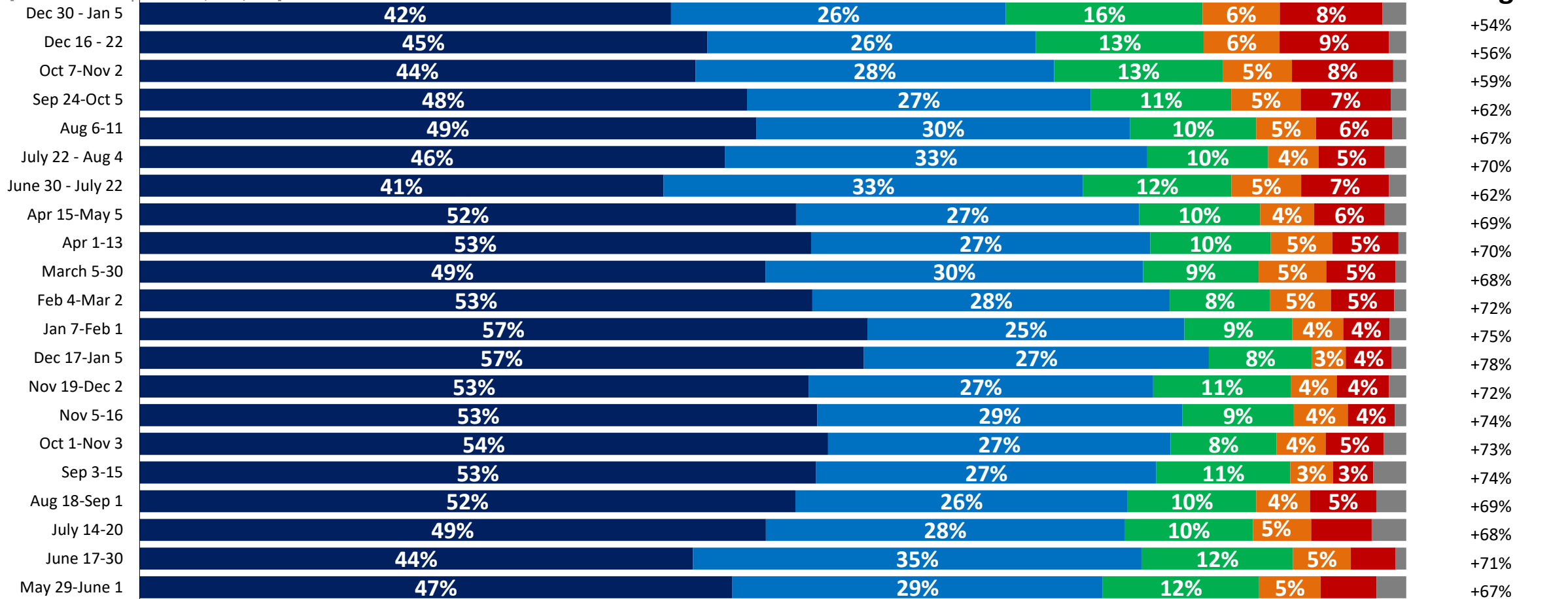
■ Very concerned ■ Somewhat concerned ■ Not very concerned ■ Not at all concerned ■ Don't know

Future Waves: Concern about COVID-19 coming back and putting more⁷ lives at risk is trending downwards since last August



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=1,000]



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



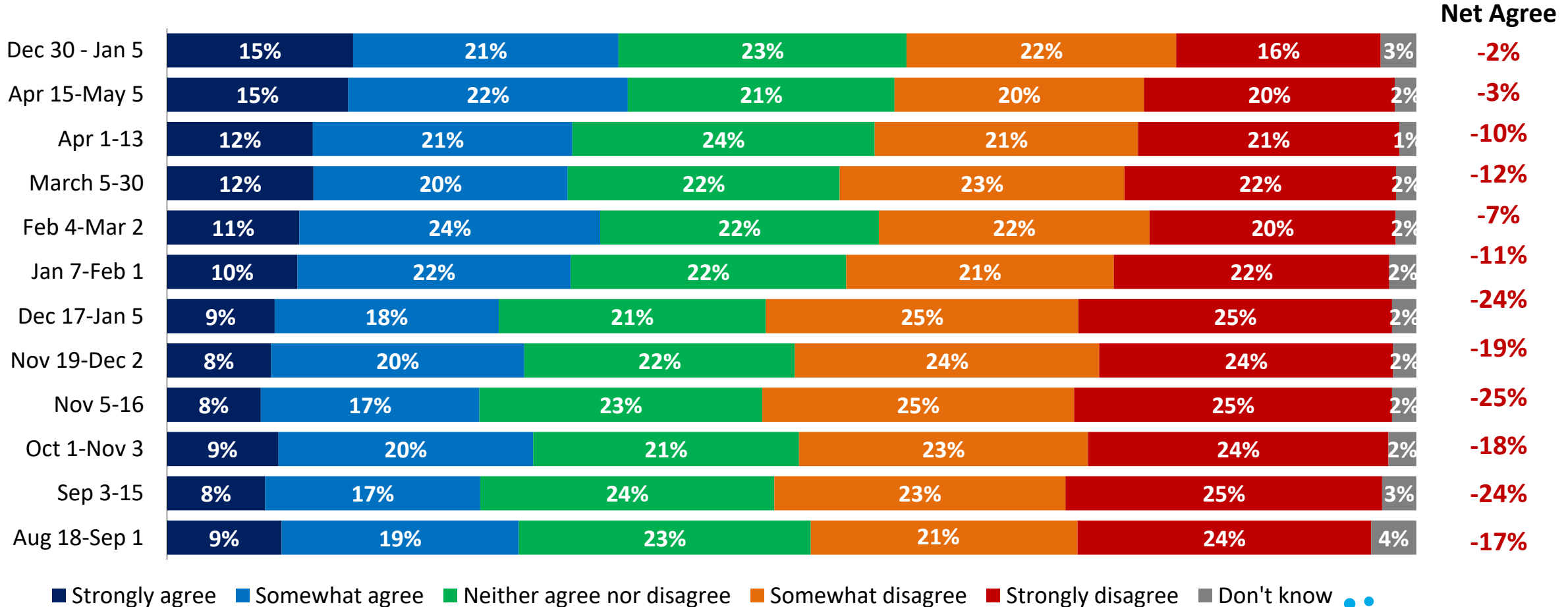
Behavioural Fatigue: Behavioral fatigue has been fairly steady since last April

Q

Thinking about the changes you've made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?

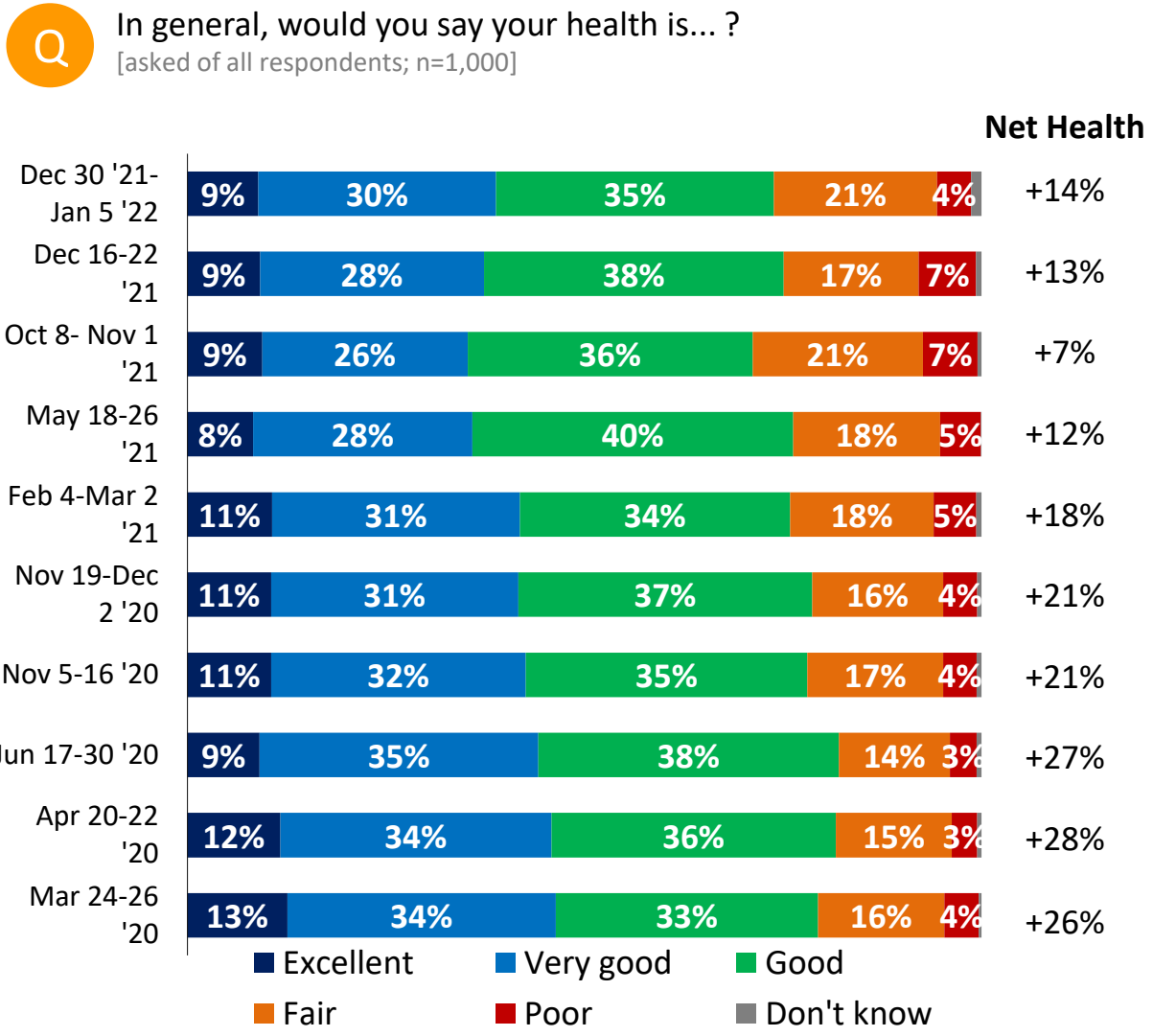
I don't think I can keep up these changes for very much longer.

[asked of all respondents; n=1,000]

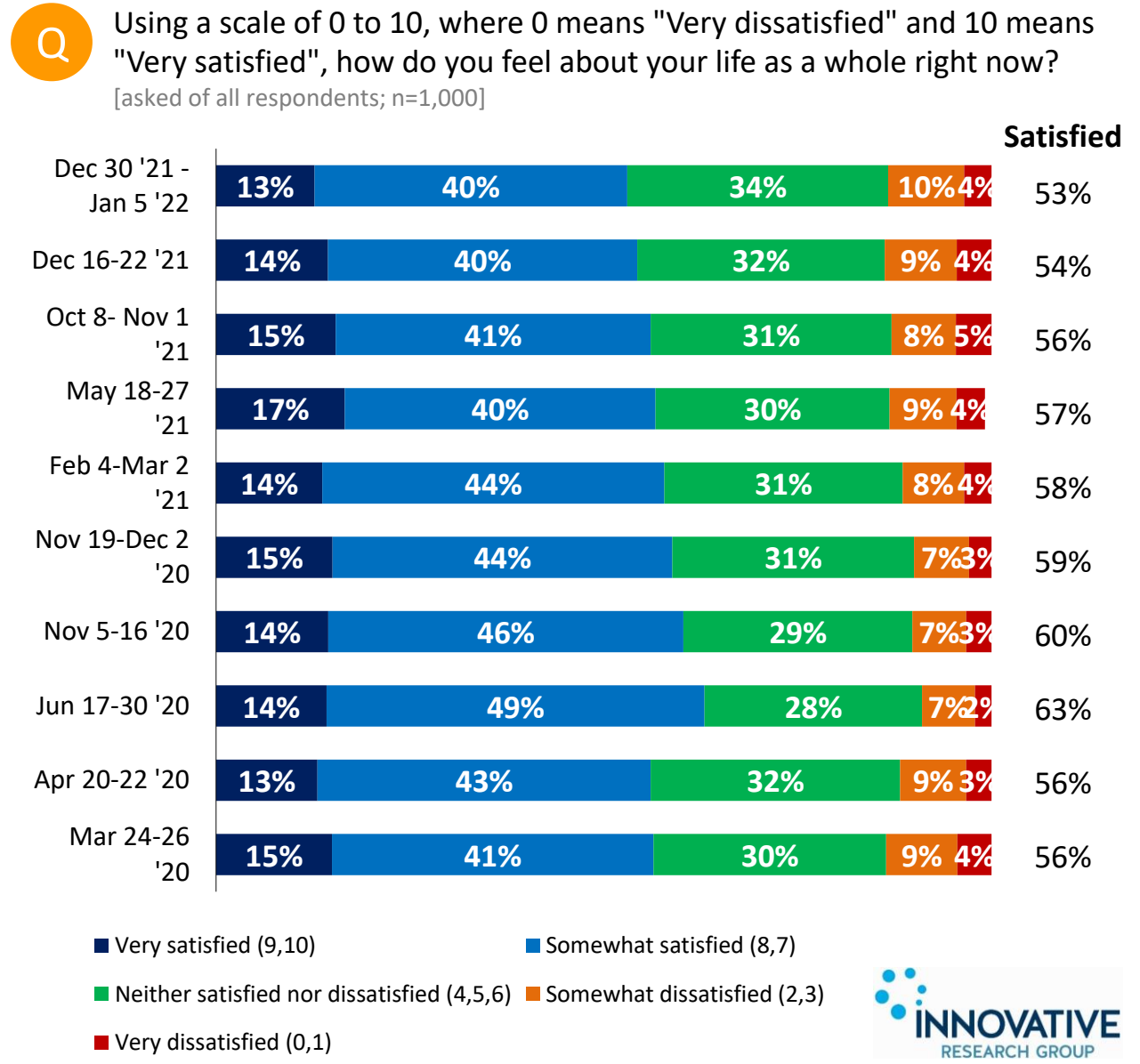


Wellbeing & Health

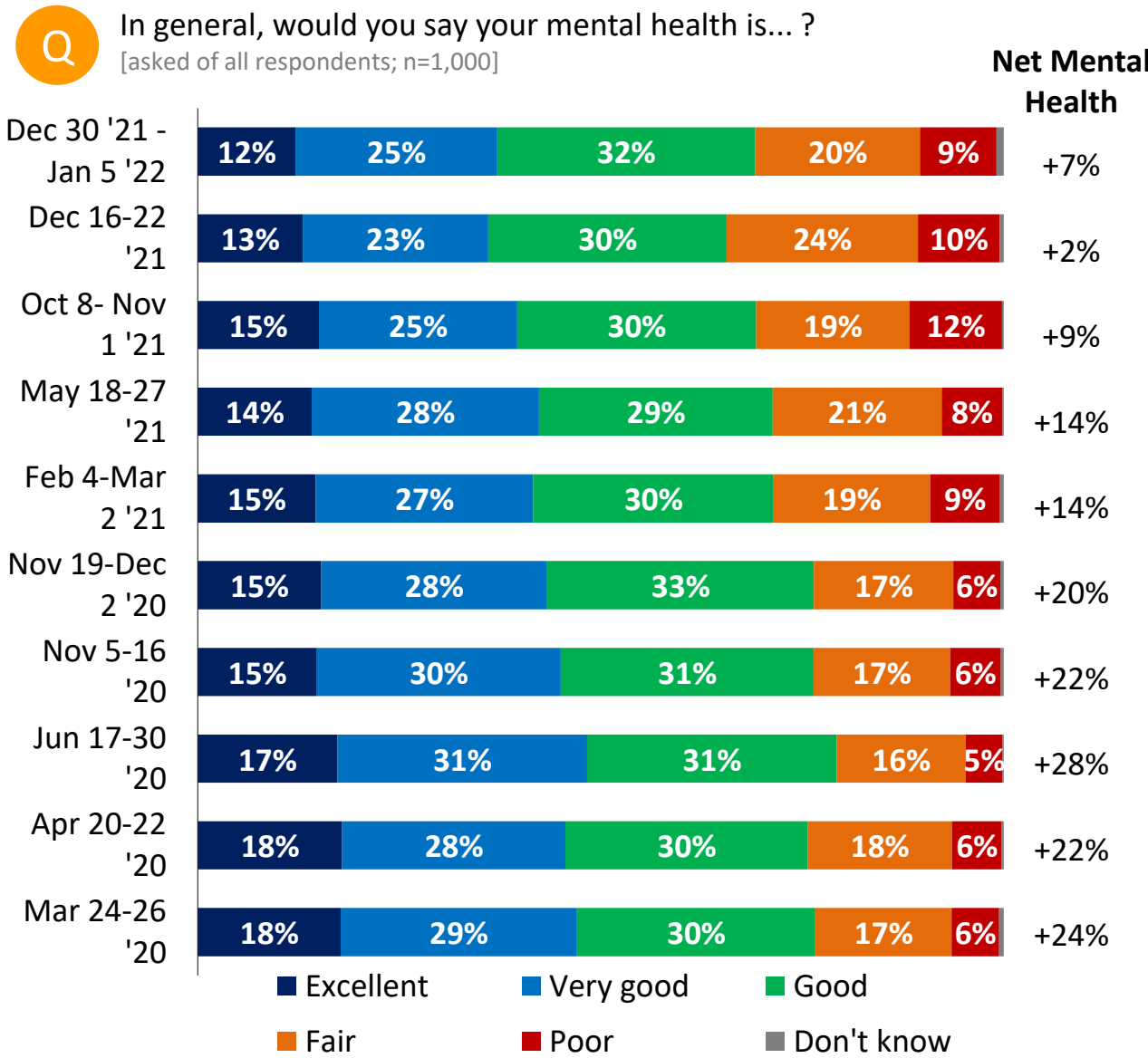
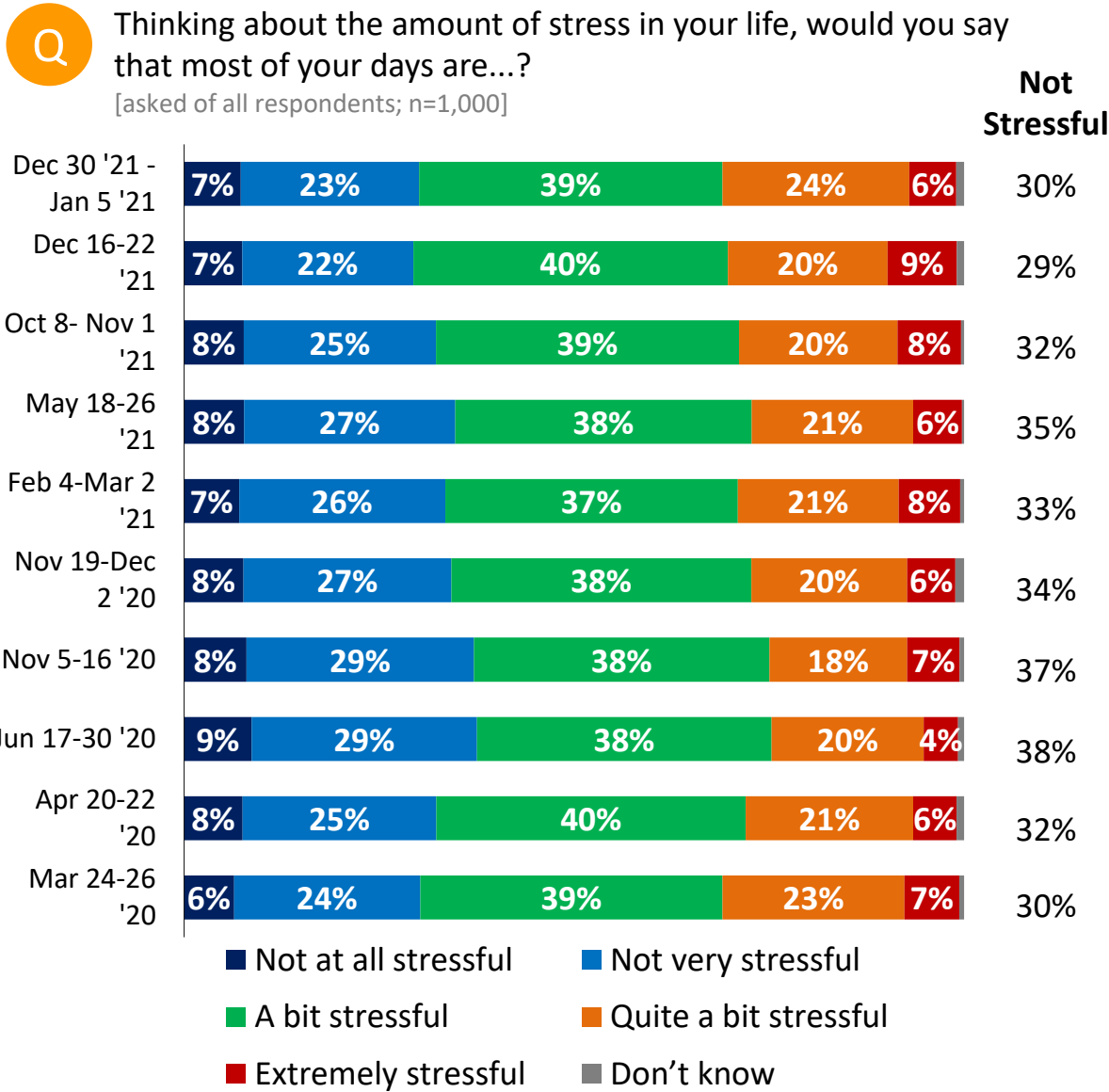
Health: Both net health and satisfaction with life, has remained steady ¹⁰ since mid December



Note: Net scores are calculating by subtracting fair and poor from excellent and very good.



Stress and Mental Health: Stress levels have remained constant, while net mental health is up 5-points since the last wave¹¹



Note: Net scores are calculating by subtracting fair and poor from excellent and very good.

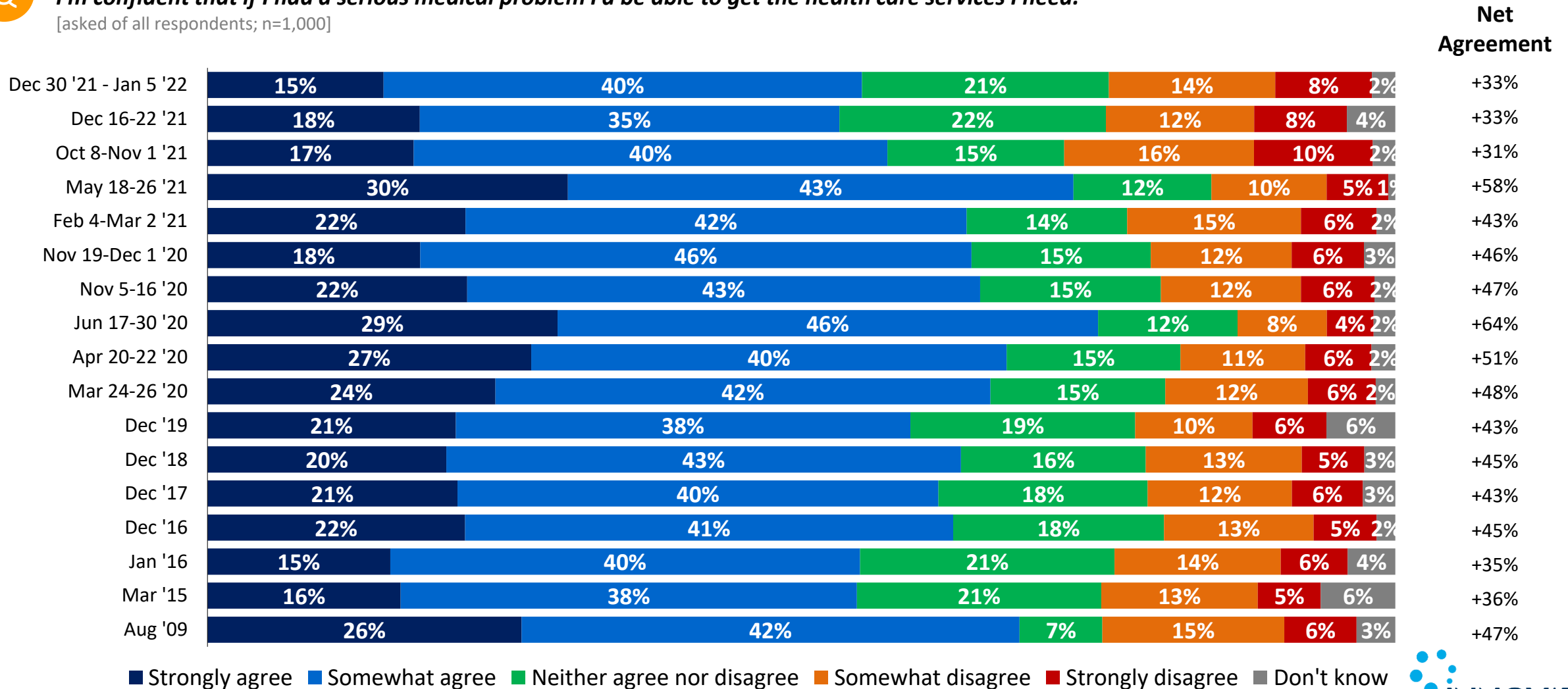
Health Care: Confidence about being able to get the health care service they need remains steady since last tracking wave



Do you agree or disagree with the following statement?

I'm confident that if I had a serious medical problem I'd be able to get the health care services I need.

[asked of all respondents; n=1,000]

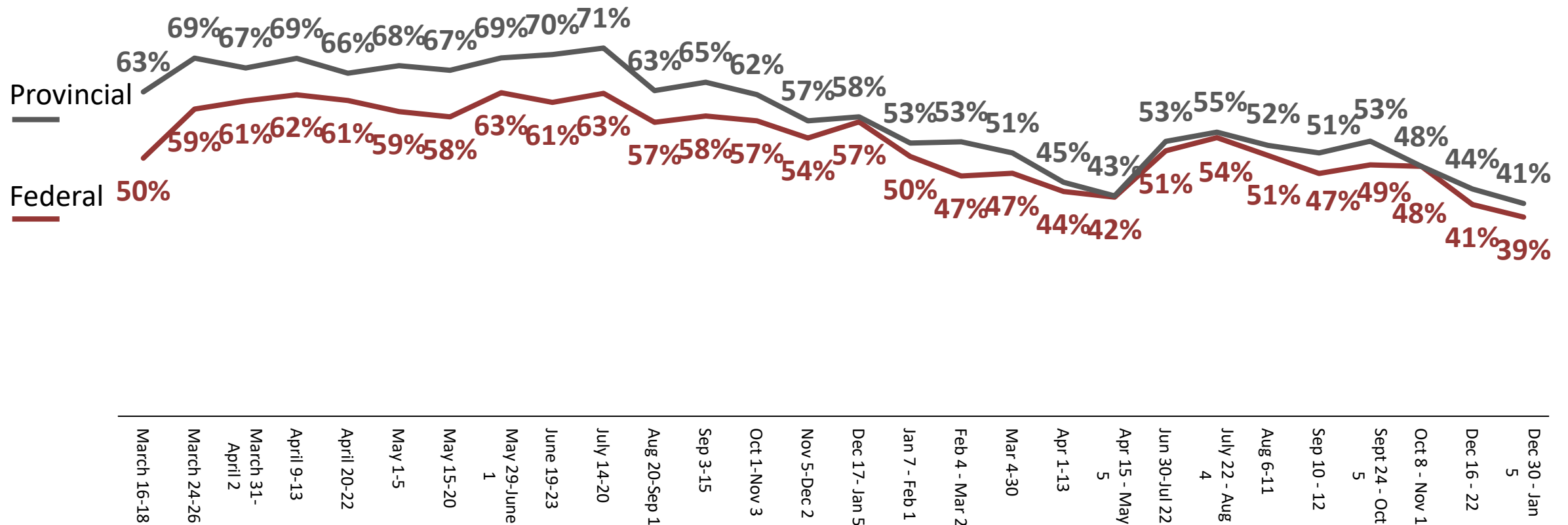


Government

COVID-19 Handling Tracking: Overall approval of both the provincial and the federal government handling of COVID-19 continues to drop

% who approve of government's handling of the COVID-19 outbreak: Federal vs. Provincial

[asked of all respondents; n=1,000]



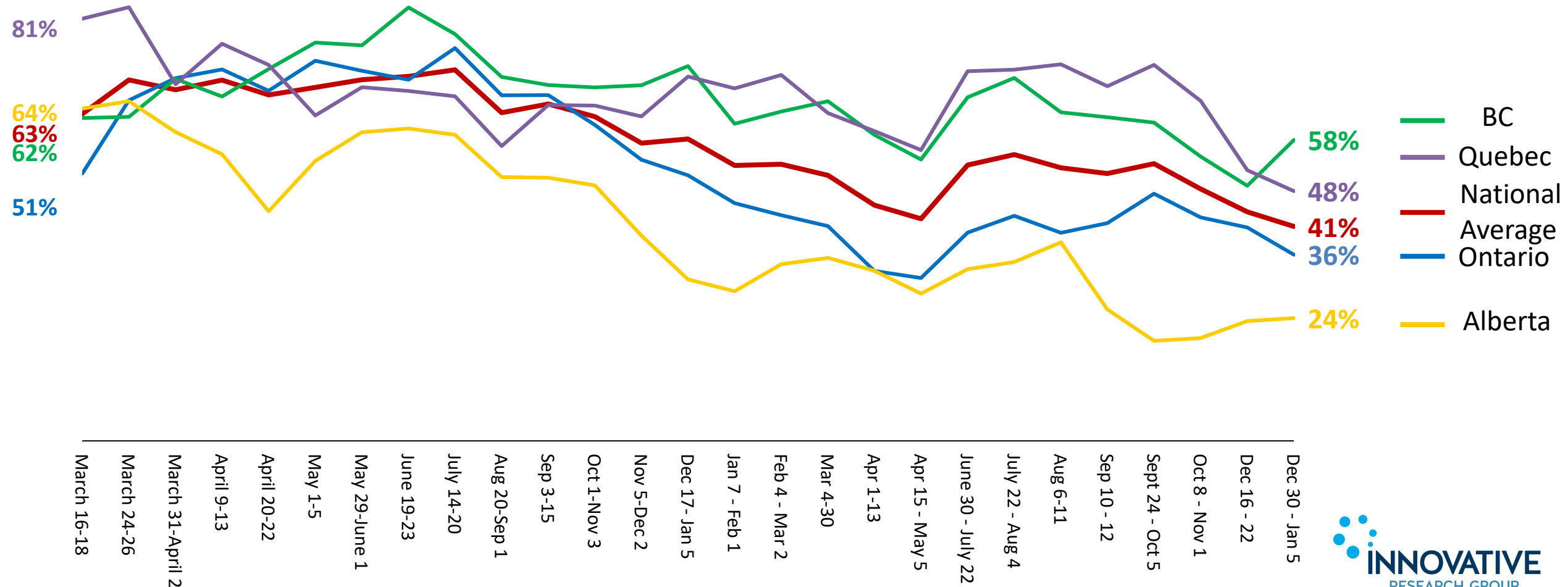
COVID-19 Provincial Handling Tracking: Approval for the BC Gov't has gone up while the approval for Governments in ON & QC have dropped



Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?

[asked of all respondents; n=1,000]

% Approve

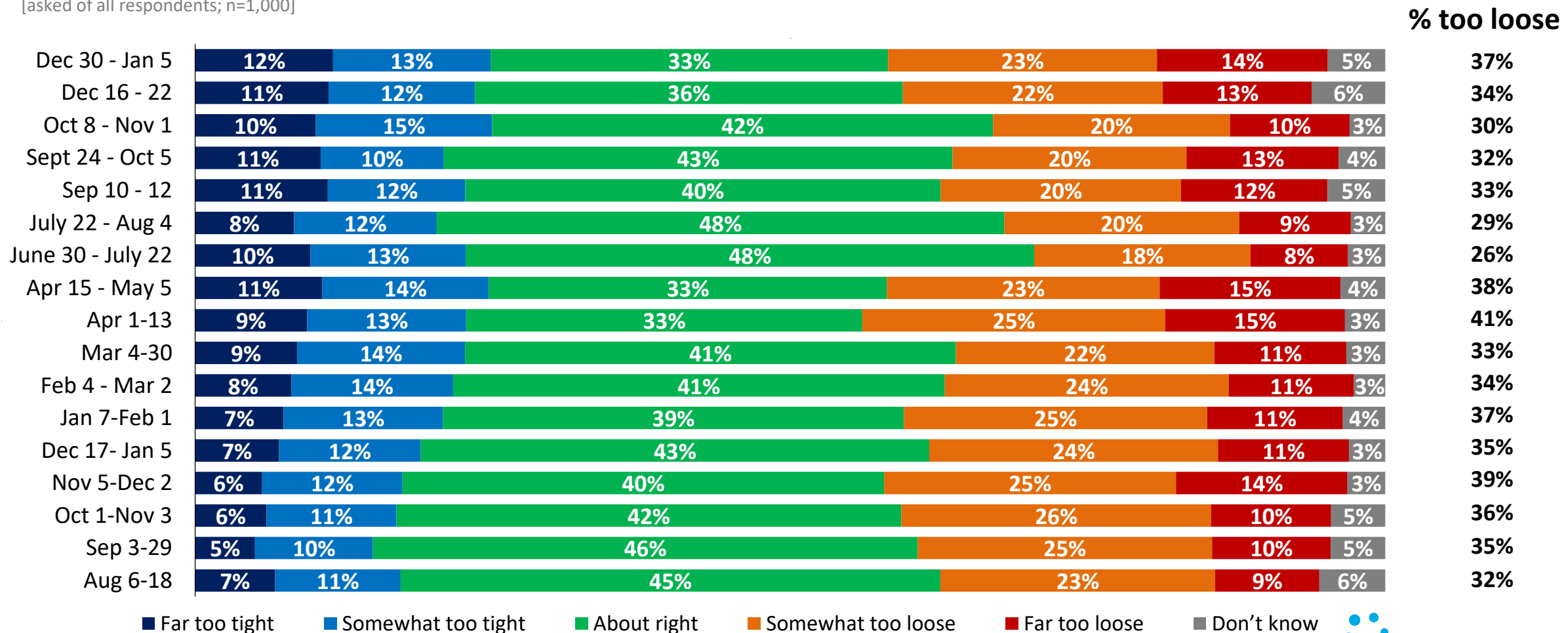


Provincial Restrictions: About 2-in-5 (37%) respondents still believe the provincial restrictions are too loose, 3 points up since mid December

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=1,000]



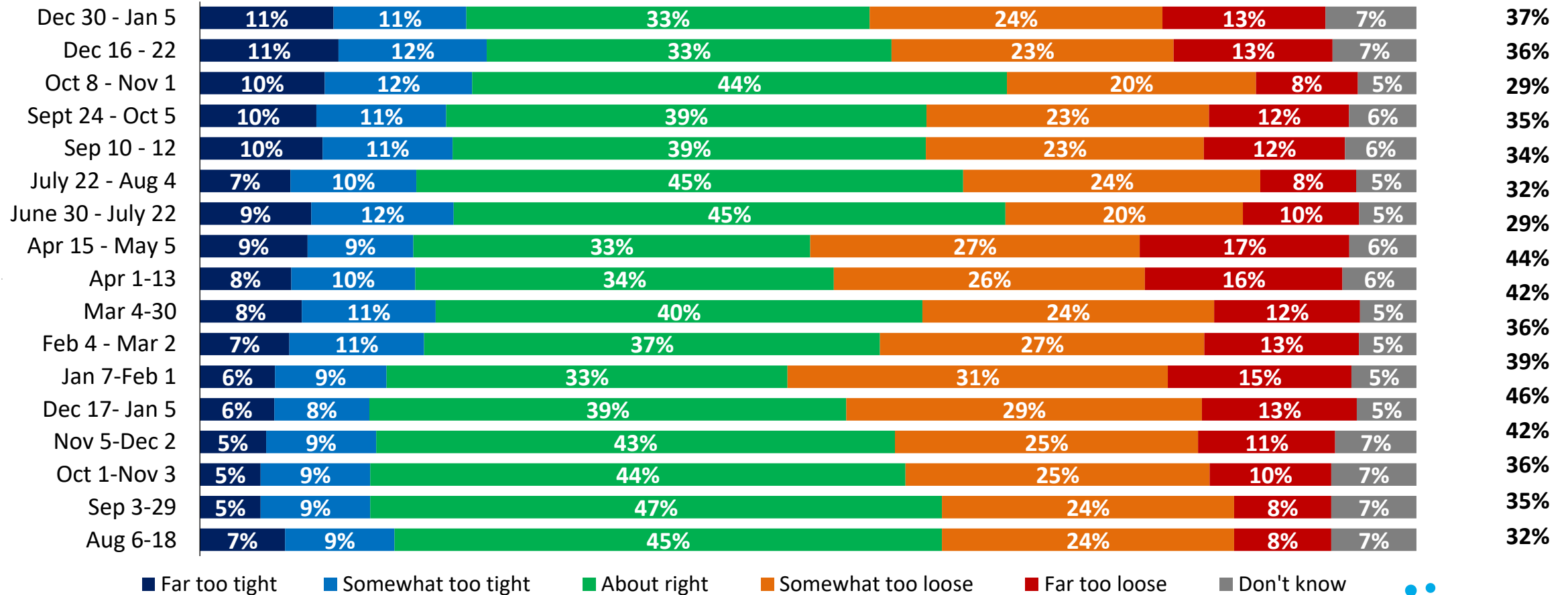
Federal Restrictions: About 2-in-5 (37%) respondents still believe the federal gov't restrictions are too loose, 8 points up since October

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=1,000]

% too loose



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

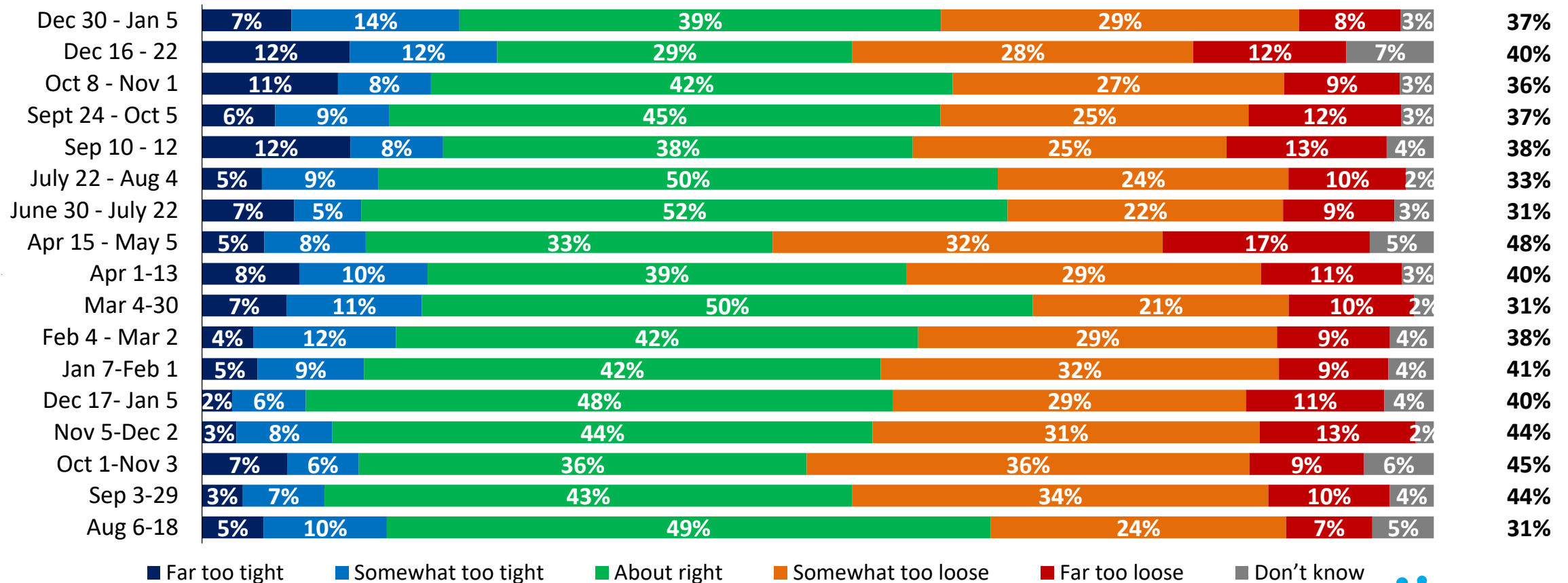
Provincial Restrictions - BC: Respondent's impression on the looseness of BC restrictions is steady since September 2021

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=131]

% too loose

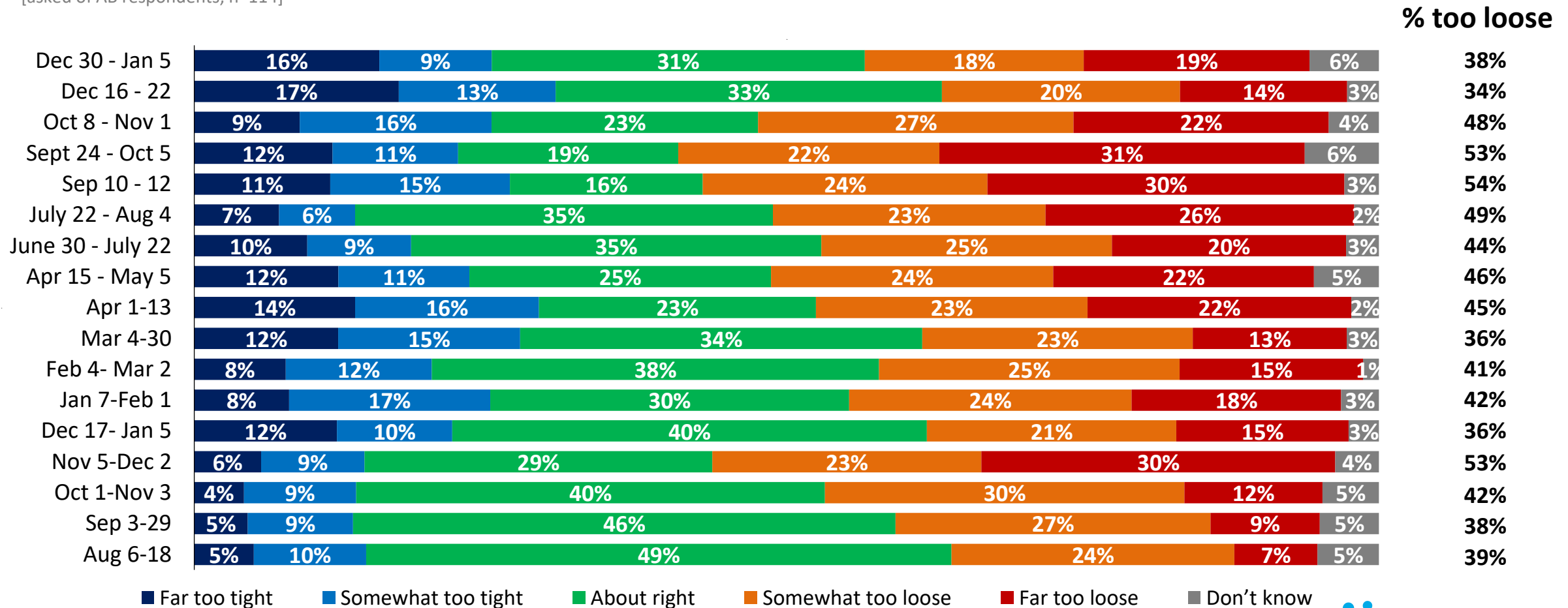


Provincial Restrictions - Alberta: Belief that Alberta restrictions are too loose is up after dropping for 4 consecutive waves of tracking

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=114]



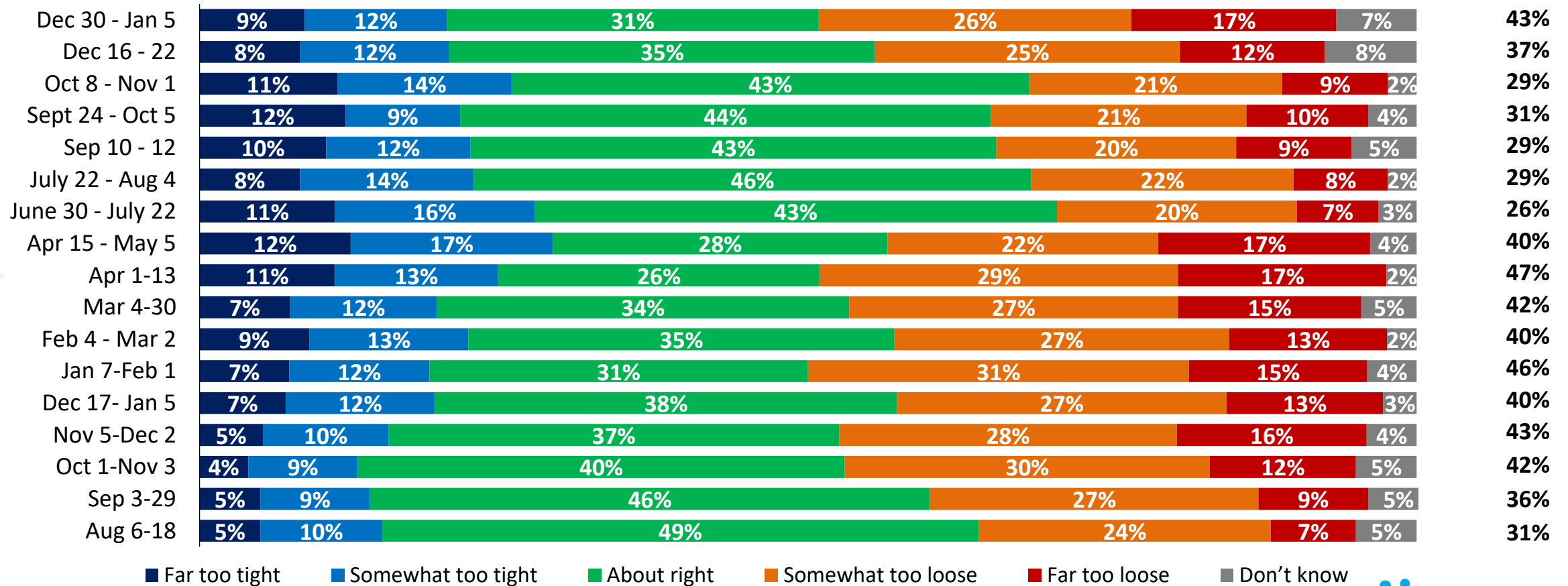
Provincial Restrictions - Ontario: 2-in-5 (43%) Respondents now believe²⁰ that the restrictions in Ontario are too loose, highest since April 2021



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=386]

% too loose



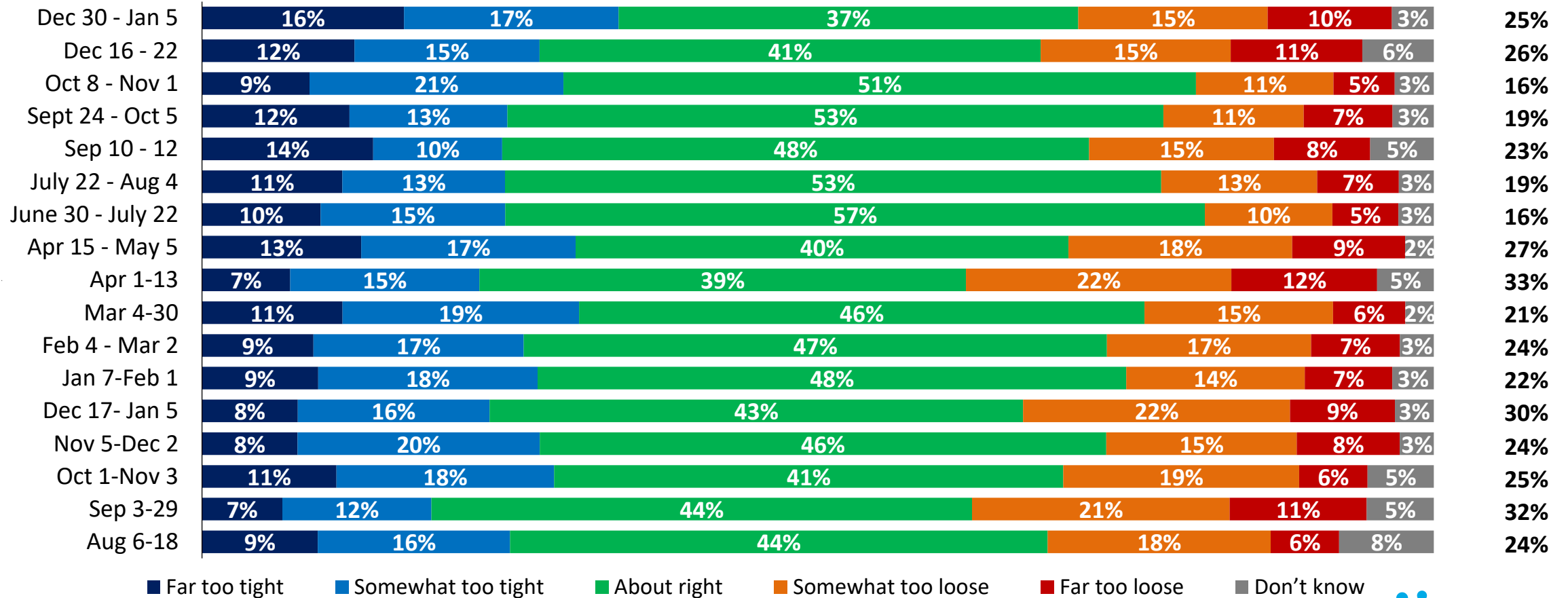
Provincial Restrictions - Quebec: Perceptions on the looseness of restrictions in Quebec is steady since the last wave of tracking in Dec '20

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=235]

% too loose



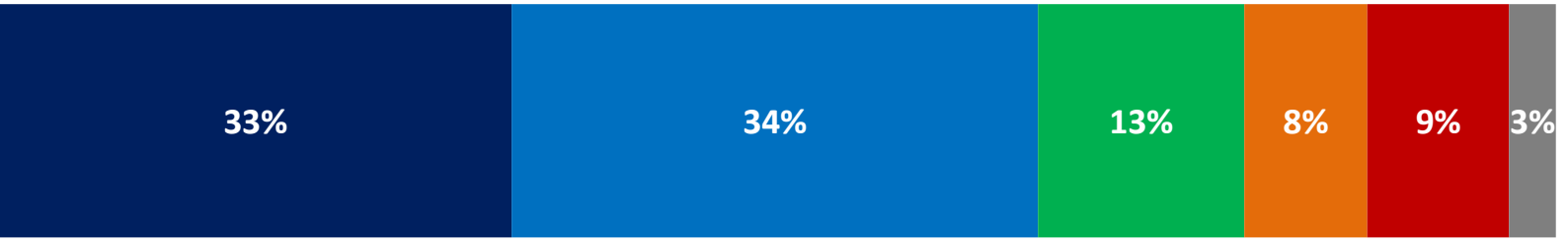
Government Management: Half agree that Canada will continue to be challenged by new COVID variants until the world is fully vaccinated²²



Do you agree or disagree with the following statements?
[asked of all respondents; n=1,000]

Net Agree

No matter what we do in Canada, we will continue to be challenged with new COVID variants until people across the world are fully vaccinated.



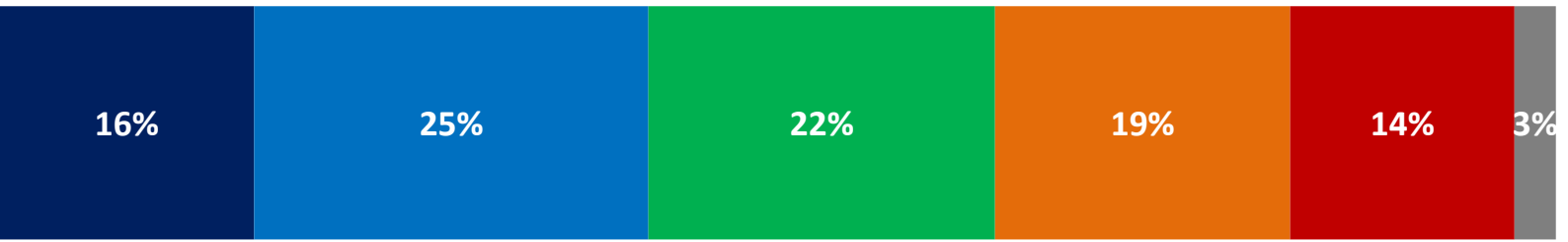
+50%

Our governments may have made some mistakes, but the primary reason we continue to have new waves of COVID is the nature of the virus itself.



+45%

The ongoing waves of COVID are the direct result of governments not taking the right steps to end the pandemic.



+8%

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



Methodology

Survey Methodology

These are the results of an online survey conducted between December 30th 2021 and January 5th, 2022.

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=1,316 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: December 30th 2021 to January 5th, 2022

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.

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 (%)
Men 18-34	86	7%	132	14%
Men 35-54	195	15%	164	17%
Men 55+	323	25%	174	18%
Women 18-34	148	11%	137	14%
Women 35-54	248	19%	171	18%
Women 55+	306	23%	194	20%
BC	180	14%	131	13%
AB	144	11%	114	11%
Prairies	76	6%	66	7%
ON	566	43%	386	39%
QC	260	20%	235	24%
Atlantic	90	7%	69	7%



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Building Understanding.

