



**COVID-19 Attitudes
and Beliefs**

**Public Opinion Research
Release Date: January 19, 2022**

Field Dates: January 06, 2022 to January 11, 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 January *Canada This Month* survey. This online survey was in field from January 6th to January 11th, 2022, with a weighted sample size of 1,200 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.

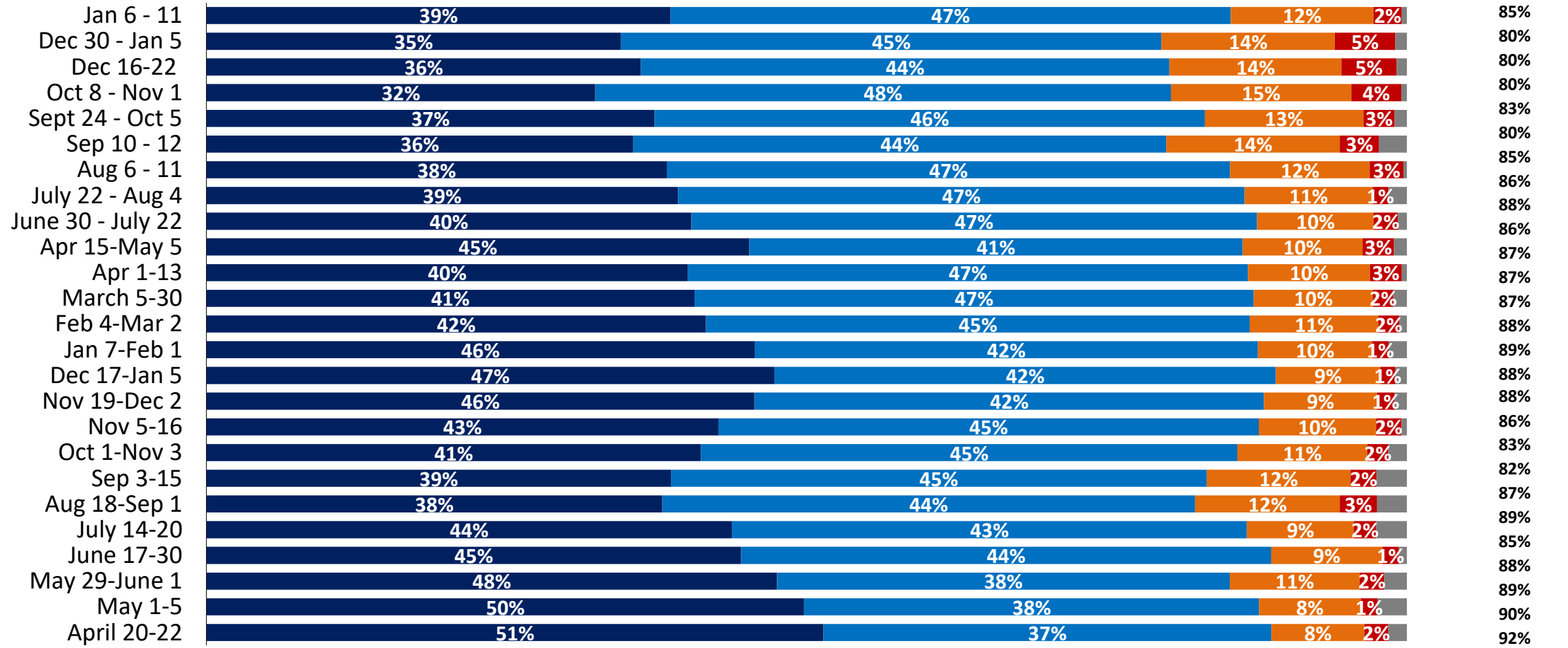
Personal Experience

Attention to COVID-19 News: Attention to news about COVID-19 is up since the start of January



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

[asked of all respondents; n=1,200]



Very closely Somewhat closely Not very closely Not at all Don't know



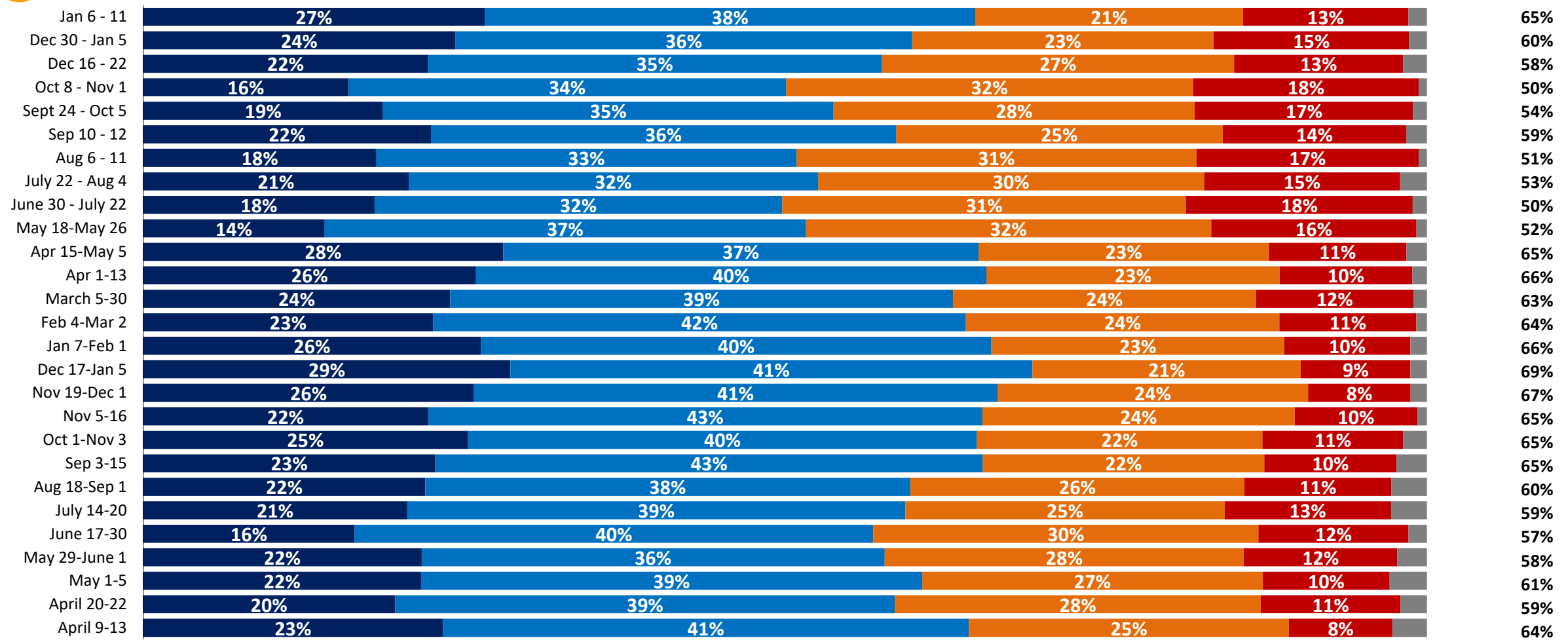
Self Concern: Concern about catching COVID-19 has continued to increase from a low in October



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

[asked of all respondents; n=1,200]

Very/ Somewhat concerned



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

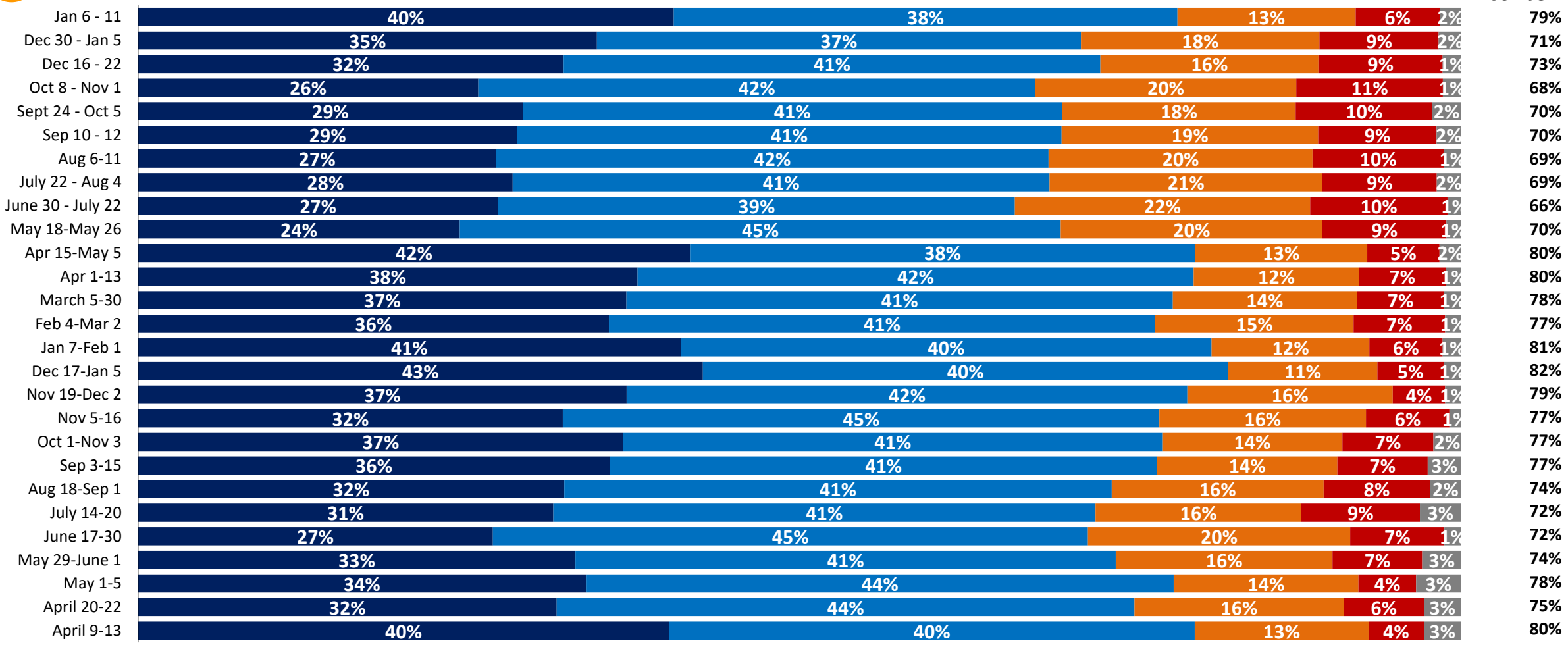
Familial Concern: Concern about a family member catching COVID-19 has reached its highest point since last spring



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=1,200]

Very/ Somewhat concerned



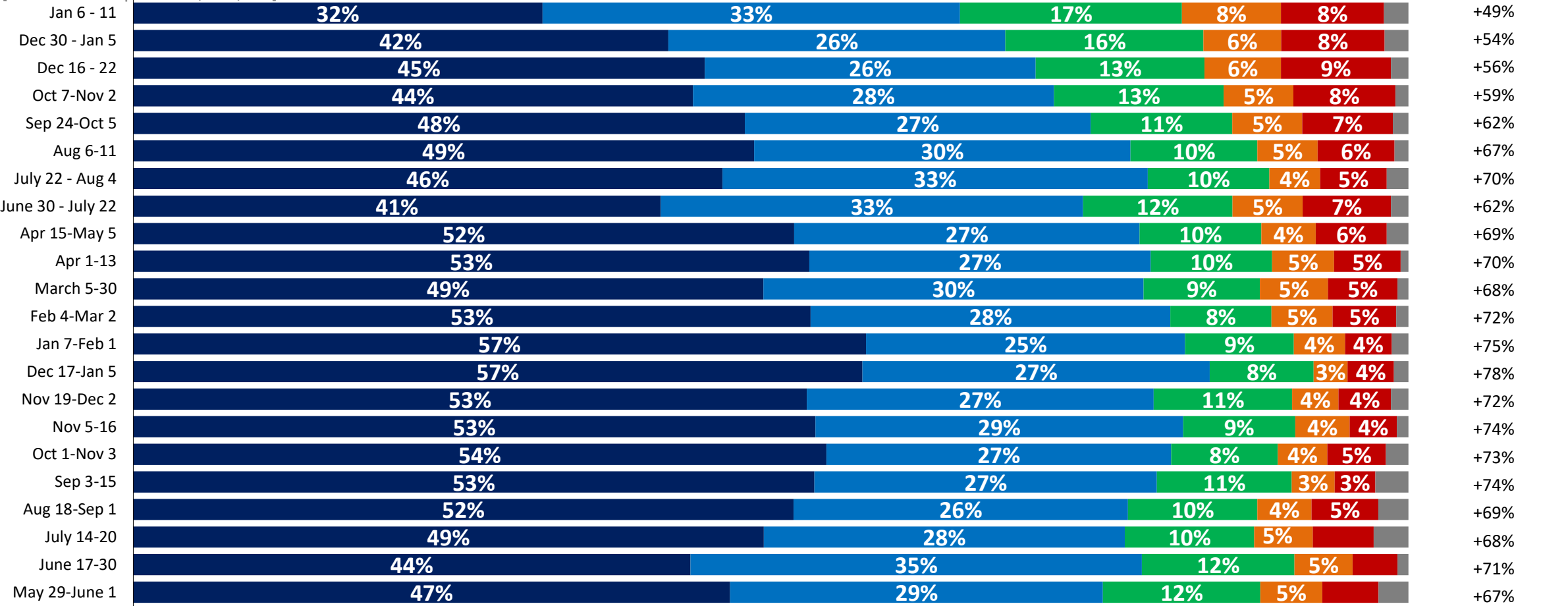
■ Very concerned ■ Somewhat concerned ■ Not very concerned ■ Not at all concerned ■ Don't know

Future Waves: Concern about future waves shrinks as the current wave grows ⁷



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=1,200]



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

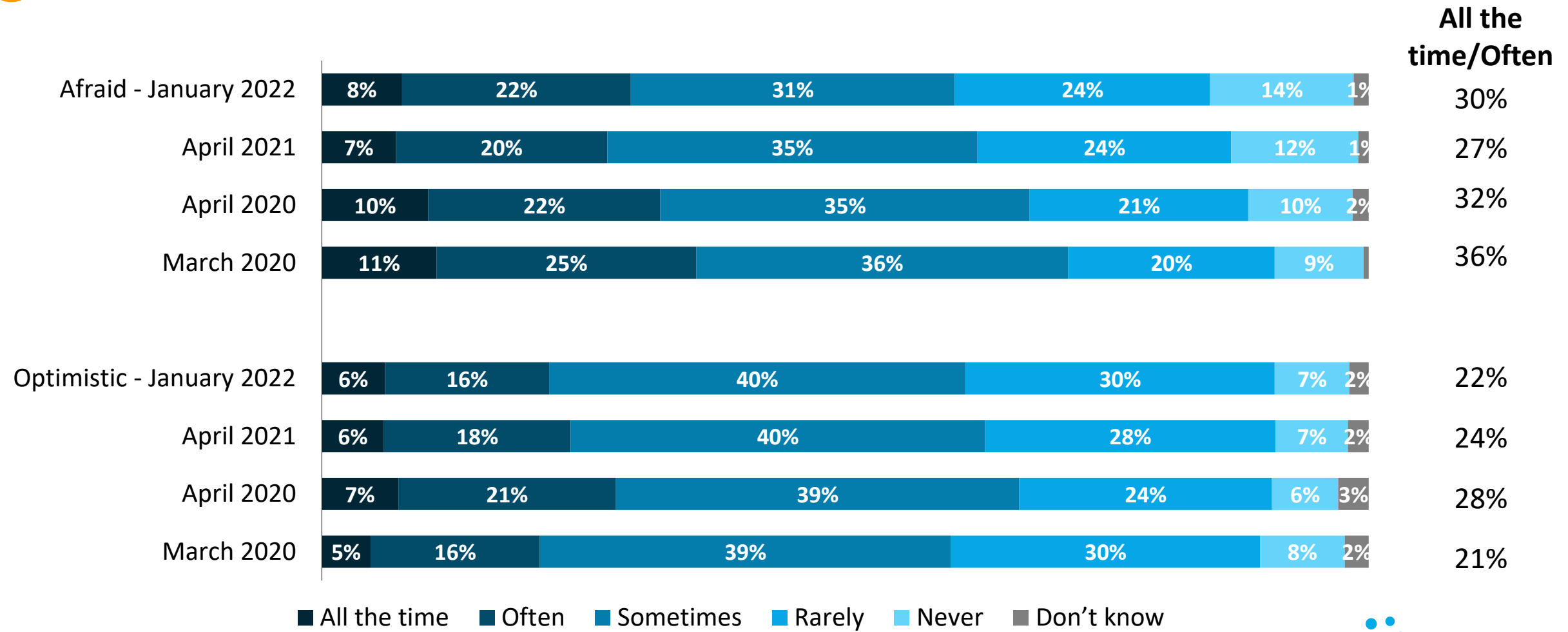
Emotions



Emotions - General: Optimism is down since April 2021, while feelings of fear have increased



Thinking about the COVID-19 outbreak in general, how often have you felt...
[asked of all respondents; n=1,200]

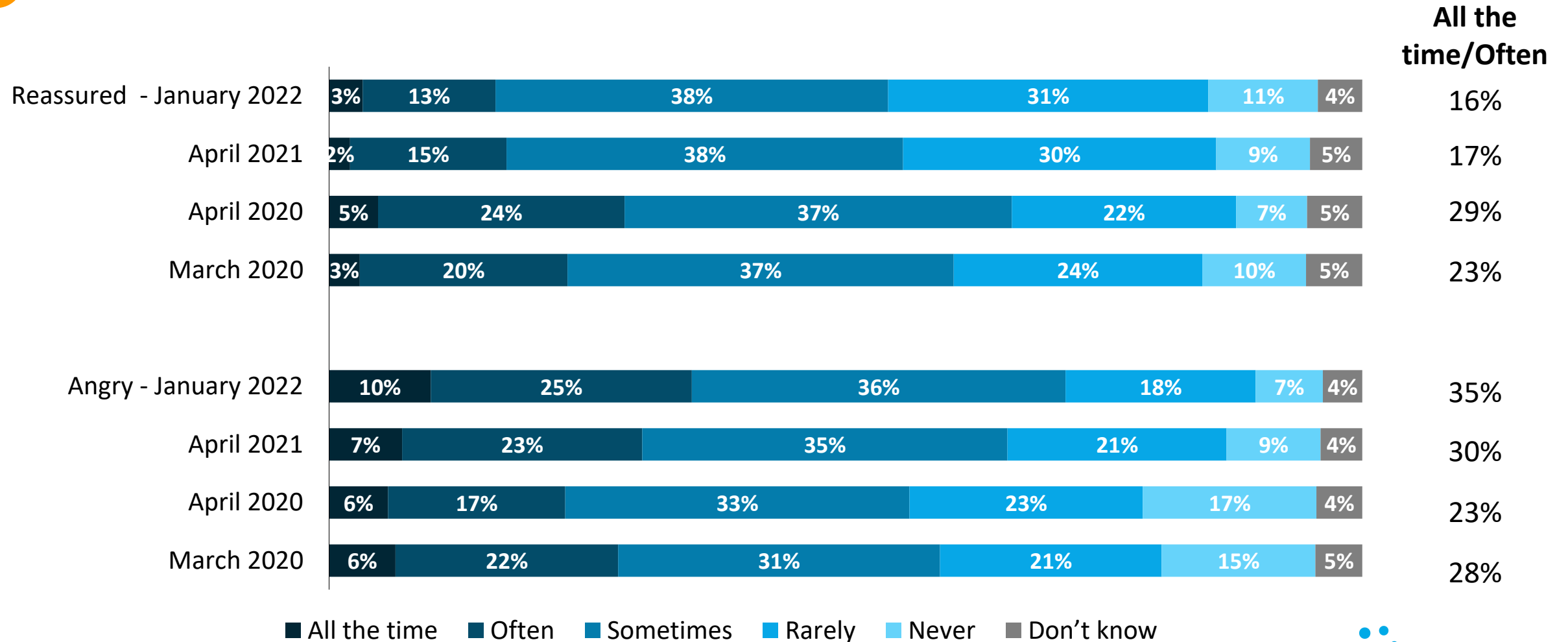


Emotions - Community: Feelings of anger towards the community have¹⁰ increased since April



Thinking about the response of members of your community to the COVID-19 outbreak, how often have you felt...

[asked of all respondents; n=1,200]

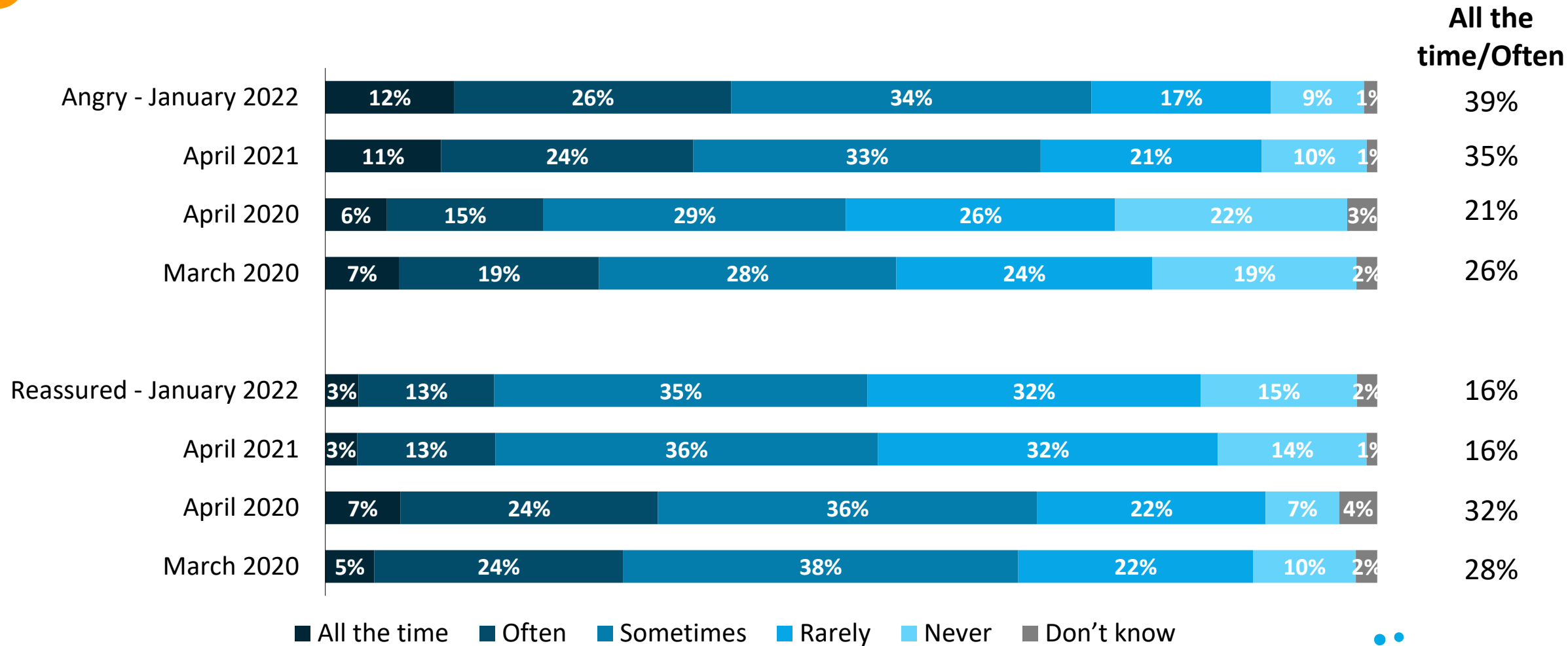


Emotions - Government: Feelings of anger towards governments are at a new high with 39% often feeling angry¹¹



Thinking about the government response to the COVID-19 outbreak, how often have you felt...

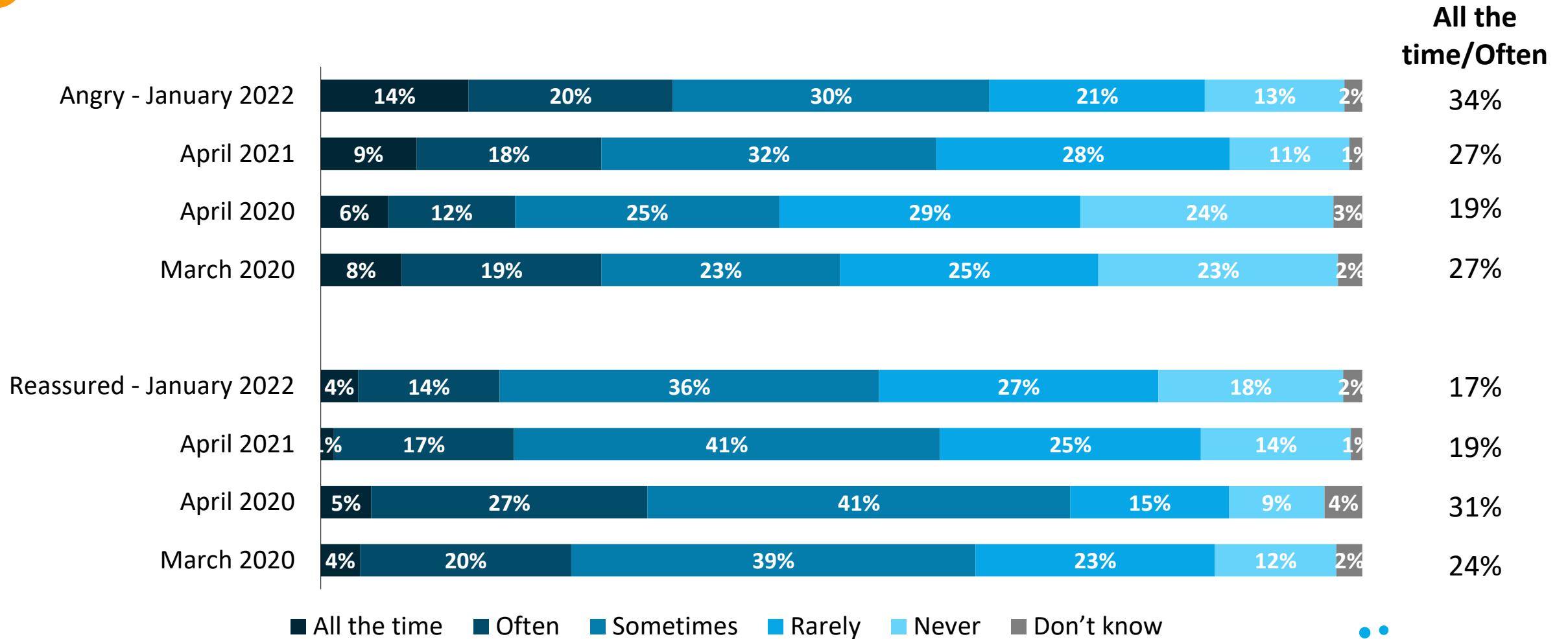
[asked of all respondents; n=1,200]



Emotions – BC Government: In BC, feelings of anger towards government are at an all time high at 34%



Thinking about the government response to the COVID-19 outbreak, how often have you felt...
[asked of all respondents]

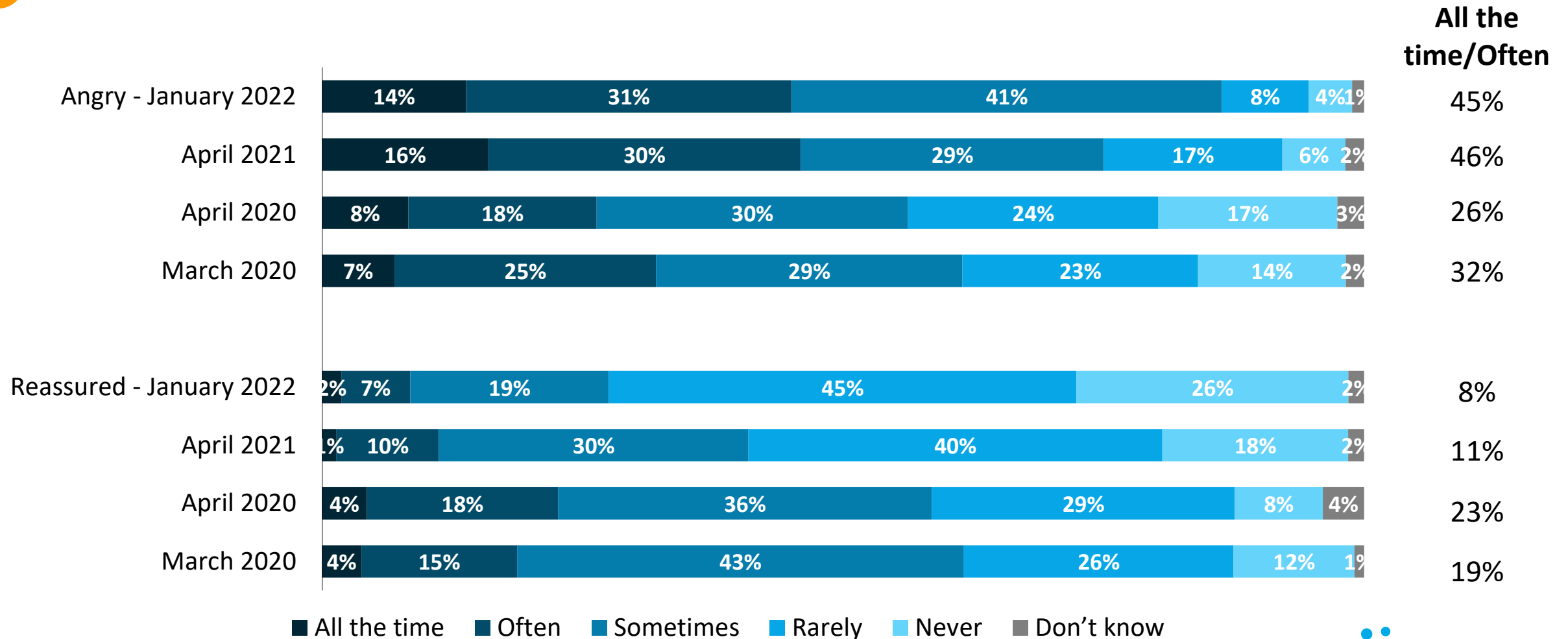


Emotions – Alberta Government: Feelings of anger towards government in Alberta are steady since April



Thinking about the government response to the COVID-19 outbreak, how often have you felt...

[asked of all respondents]

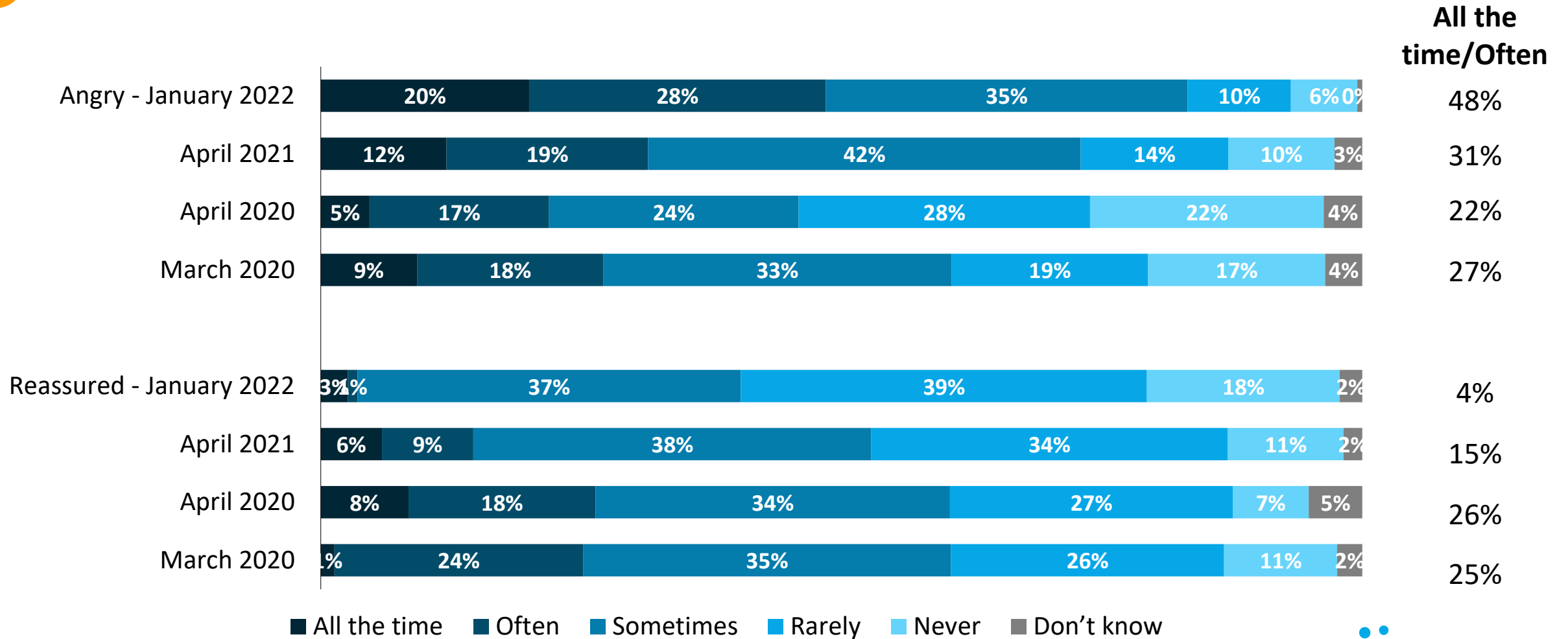


Emotions – Prairie Government: In the prairies, feelings of anger towards the government are more common now than in April



Thinking about the government response to the COVID-19 outbreak, how often have you felt...

[asked of all respondents]

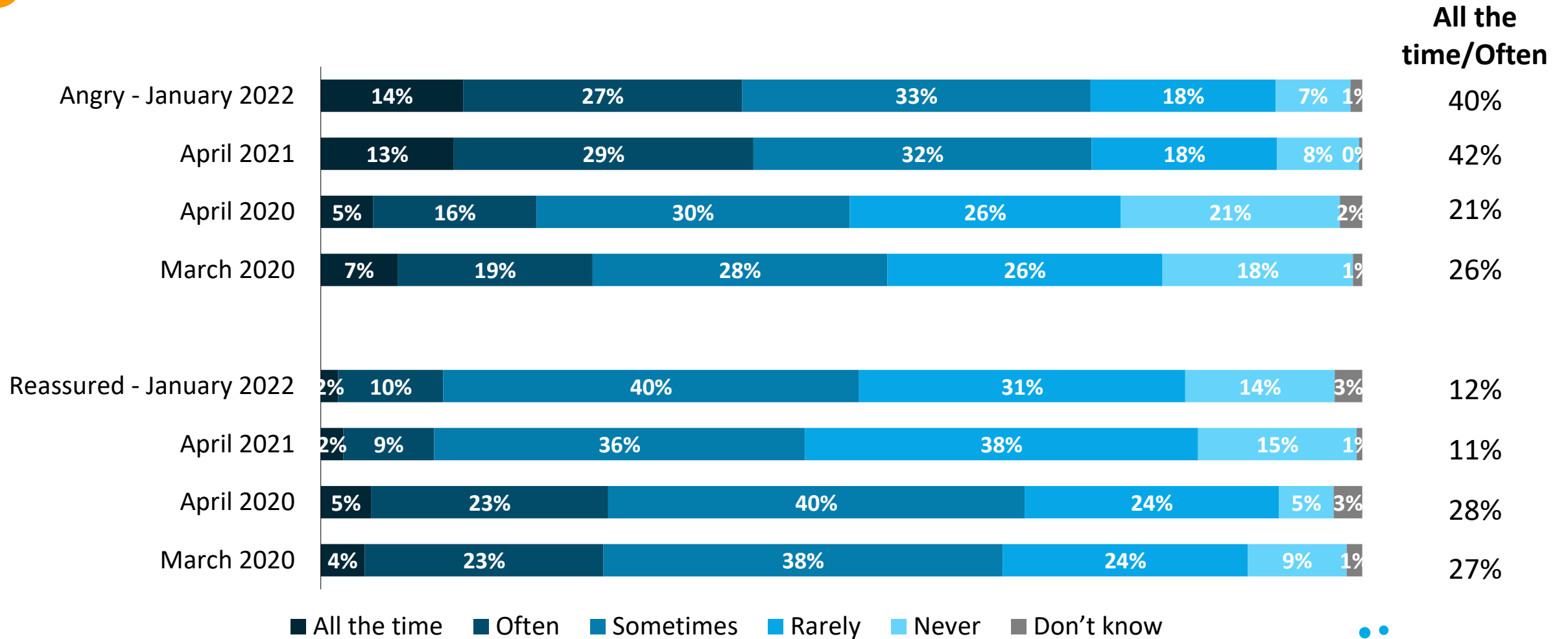


Emotions – Ontario Government: In Ontario, feelings of anger and reassuredness towards the government are steady since April



Thinking about the government response to the COVID-19 outbreak, how often have you felt...

[asked of all respondents]

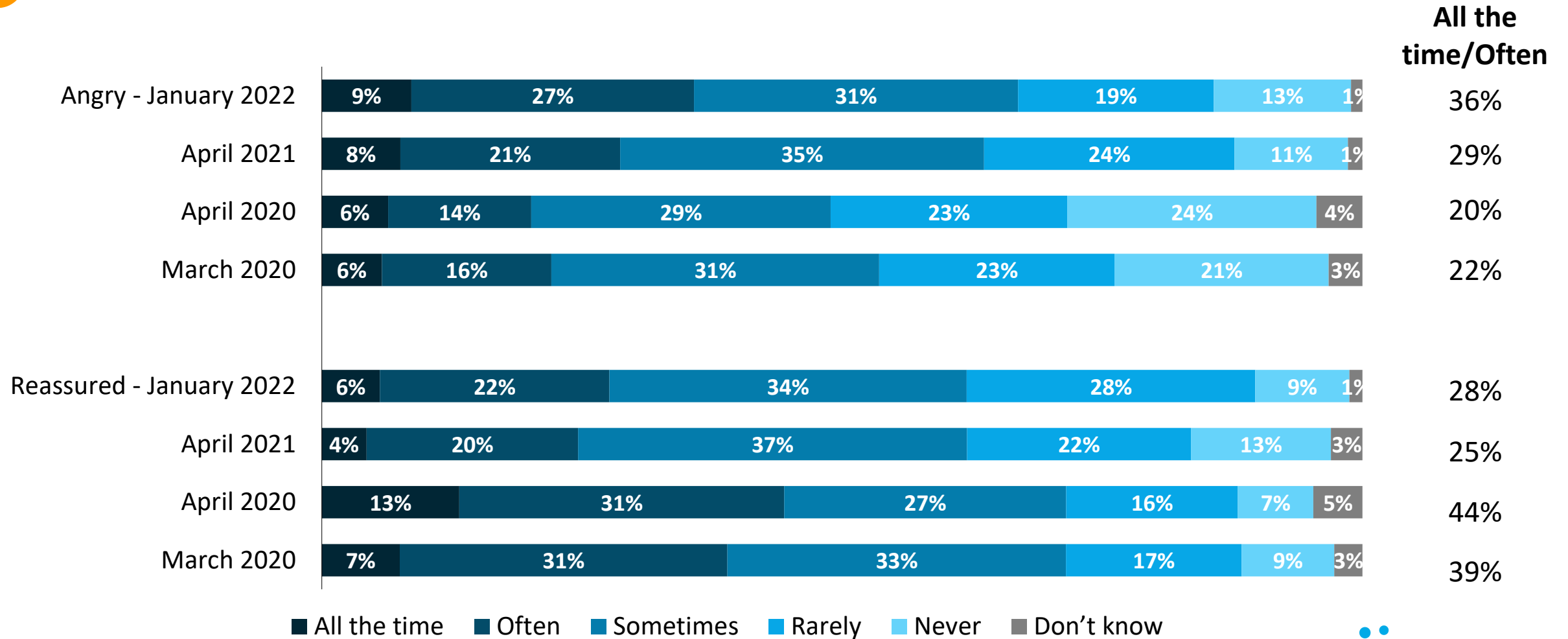


Emotions – Quebec Government: In Quebec, both feelings of anger and reassuredness are up since the spring ¹⁶



Thinking about the government response to the COVID-19 outbreak, how often have you felt...

[asked of all respondents]

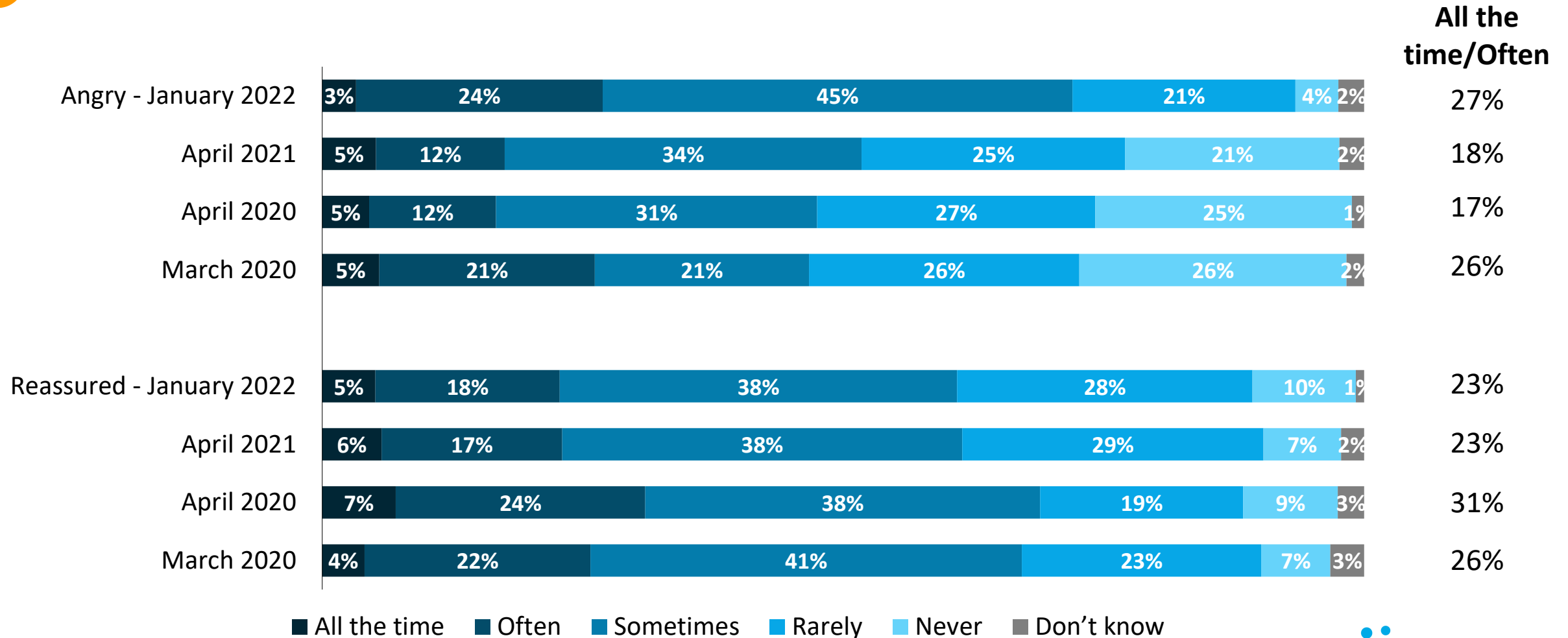


Emotions – Atlantic Government: Feelings of anger towards government in Atlantic Canada are up since the spring



Thinking about the government response to the COVID-19 outbreak, how often have you felt...

[asked of all respondents]



Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface, creating a subtle pattern.

Survey Methodology

These are the results of an online survey conducted between January 6th and 11th, 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=1,420 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,200 based on Census data from Statistics Canada.

Field Dates: January 6th and 11th, 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	140	9.9%	174	14.6%
Men 35-54	190	13.5%	195	16.4%
Men 55+	298	21.1%	210	17.6%
Women 18-34	205	14.5%	172	14.5%
Women 35-54	258	18.3%	202	17.0%
Women 55+	318	22.6%	237	19.9%
Region				
BC	214	15.1%	164	13.6%
AB	201	14.2%	135	11.2%
Prairies	89	6.3%	78	6.5%
ON	516	36.3%	460	38.4%
QC	312	22.0%	281	23.4%
Atlantic	88	6.2%	82	6.8%



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Building Understanding.

