

COVID-19 Attitudes and Beliefs

Public Opinion Research Release Date: January 19, 2022 Field Dates: January 06, 2022 to January 11, 2022

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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

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

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Jan 6 - 11	39%	47%	12% 2%
Dec 30 - Jan 5	35%	45%	14% 5%
Dec 16-22	36%	44%	14% 5%
Oct 8 - Nov 1	32%	48%	15% 4%
Sept 24 - Oct 5	37%	46%	13% 3%
Sep 10 - 12	36%	44%	14% 3%
Aug 6 - 11	38%	47%	12% 3%
July 22 - Aug 4 🛛 🗖 🗖 🖉	39%	47%	11% 1%
ne 30 - July 22 🛛 🗖 🖉 🖉	40%	47%	10% 2%
Apr 15-May 5	45%	41%	10% 3%
Apr 1-13	40%	47%	10% 3%
March 5-30	41%	47%	10% 2%
Feb 4-Mar 2	42%	45%	11% 2%
Jan 7-Feb 1	46%	42%	10% 1%
Dec 17-Jan 5	47%	42%	9% 1%
Nov 19-Dec 2	46%	42%	9% 1%
Nov 5-16	43%	45%	10% 2%
Oct 1-Nov 3	41%	45%	11% 2%
Sep 3-15	39%	45%	12% 2%
Aug 18-Sep 1	38%	44%	12% 3%
July 14-20	44%	43%	9% 2%
June 17-30	45%	44%	9% 1%
May 29-June 1	48%	38%	11% 2%
May 1-5	50%	38%	8% 1%
April 20-22	51%	37%	8% 2%

Current data: January 2022

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

	ned are you personally al pondents; n=1,200]	bout each of the following? That you yourself	will contract COVID-19		Very/ Somewh concerned
Jan 6 - 11	27%	38%	21%	13%	65%
Dec 30 - Jan 5	24%	36%	23%	15%	60%
Dec 16 - 22	22%	35%	27%	13%	58%
Oct 8 - Nov 1	16%	34%	32%	18%	50%
ept 24 - Oct 5	19%	35%	28%	17%	54%
Sep 10 - 12	22%	36%	25%	14%	59%
Aug 6 - 11	18%	33%	31%	17%	51%
uly 22 - Aug 4	21%	32%	30%	15%	53%
ie 30 - July 22	18%	32%	31%	18%	50%
ay 18-May 26	14%	37%	32%	16%	52%
Apr 15-May 5	28%	37%	23%	11%	65%
Apr 1-13	26%	40%	23%	10%	66%
March 5-30	24%	39%	24%	12%	63%
Feb 4-Mar 2	23%	42%	24%	11%	64%
Jan 7-Feb 1	26%	40%	23%	10%	66%
Dec 17-Jan 5	29%	41%	21%	9%	69%
lov 19-Dec 1	26%	41%	24%	8%	67%
Nov 5-16	22%	43%	24%	10%	65%
Oct 1-Nov 3	25%	40%	22%	11%	65%
Sep 3-15	23%	43%	22%	10%	65%
Aug 18-Sep 1	22%	38%	26%	11%	60%
July 14-20	21%	39%	25%	13%	59%
June 17-30	16%	40%	30%	12%	57%
lay 29-June 1	22%	36%	28%	12%	58%
May 1-5	22%	39%	27%	10%	61%
April 20-22	20%	39%	28%	11%	59%
April 9-13	23%	41%	25%	8%	64%

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Familial Concern: Concern about a family member catching COVID-19 ⁶ has reached its highest point since last spring

[asked of all respo				concerne
Jan 6 - 11	40%	38%	13%	<u>6% 2%</u> 79%
Dec 30 - Jan 5	35%	37%	18%	<u>9%</u> 2% 71%
Dec 16 - 22	32%	41%	16%	<u>9% 1%</u> 73%
Oct 8 - Nov 1	26%	42%	20%	11% 1% 68%
ept 24 - Oct 5	29%	41%	18%	10% 2% 70%
Sep 10 - 12	29%	41%	19%	9% 2% 70%
Aug 6-11	27%	42%	20%	10% 1% 69%
July 22 - Aug 4	28%	41%	21%	9% 2% 69%
ne 30 - July 22	27%	39%	22%	10% 1 % 66%
1ay 18-May 26	24%	45%	20%	9% 1% 70%
Apr 15-May 5	42%	38%	13%	5% 2% 80%
Apr 1-13	38%	42%	12%	7% 1% 80%
March 5-30	37%	41%	14%	7% 1% 78%
Feb 4-Mar 2	36%	41%	15%	7% 1% 77%
Jan 7-Feb 1	41%	40%	12%	<mark>6% 1</mark> % 81%
Dec 17-Jan 5	43%	40%	11%	
Nov 19-Dec 2	37%	42%	16%	4% 1% 79%
Nov 5-16	32%	45%	16%	6% 1 % 77%
Oct 1-Nov 3	37%	41%	14%	7% 2% 77%
Sep 3-15	36%	41%	14%	7% 3% 77%
Aug 18-Sep 1	32%	41%	16%	8% 2% 74%
July 14-20	31%	41%	16%	<u>9%</u> 3% 72%
June 17-30	27%	45%	20%	7% 1% 72%
May 29-June 1	33%	41%	16%	7% 3% 74%
May 1-5	34%	44%	14%	4% 3% 78%
April 20-22 April 9-13	<u>32%</u> 40%	44% 40%	<u>16%</u> 13%	6% 3% 75% 4% 3% 80%

Very concerned

Somewhat concerned

Not very concerned

Not at all concerned
Don't know

Current data: January 2022

Future Waves: Concern about future waves shrinks as the current wave⁷

grows

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

ked of all respondents; n=1,200] Jan 6 - 11	32%	33%	17%	8%		8%	+49%
ec 30 - Jan 5	42%	26%	16%	69	6	8%	+54%
Dec 16 - 22	45%	26%	13	% 69	6	9%	+56%
Oct 7-Nov 2	44%	28%		L 3%	5%	8%	+59%
Sep 24-Oct 5	48%	27%		11%	5%	7%	+62%
Aug 6-11	49%	30	0%	10%	5%	6%	+67%
ly 22 - Aug 4	46%	33	%	10%	4%	5%	+70%
30 - July 22	41%	33%		12%	5%	7%	+62%
or 15-May 5	52%		27%	10%	4%	6%	+69%
Apr 1-13	53%		27%	10%	5%	5%	+70%
March 5-30	49%		30%	9%	5%	5%	+68%
Feb 4-Mar 2	53%		28%	8%	5%	5%	+72%
Jan 7-Feb 1	57%		25%	9%	6 <mark>4</mark>	<mark>% 4%</mark>	+75%
Dec 17-Jan 5	57%		27%		8%	3% 4%	+78%
ov 19-Dec 2	53%		27%	11%	49	<mark>% 4%</mark>	+72%
Nov 5-16	53%		29%	9%	6 4	% 4%	+74%
Oct 1-Nov 3	54%		27%	8%	4%	5%	+73%
Sep 3-15	53%		27%	11%	39	<mark>6 3%</mark>	+74%
ug 18-Sep 1	52%		26%	10%	4%	5%	+69%
July 14-20	49%	2	8%	10%	5%		+68%
June 17-30	44%	35%		12%	5	%	+71%
ay 29-June 1	47%	29%		12%	5%		+67%

🗖 Strongly agree 🗖 Somewhat agree 🔳 Neither agree nor disagree 📕 Somewhat disagree 📕 Strongly disagree 🔳 Don't know

Current data: January 2022

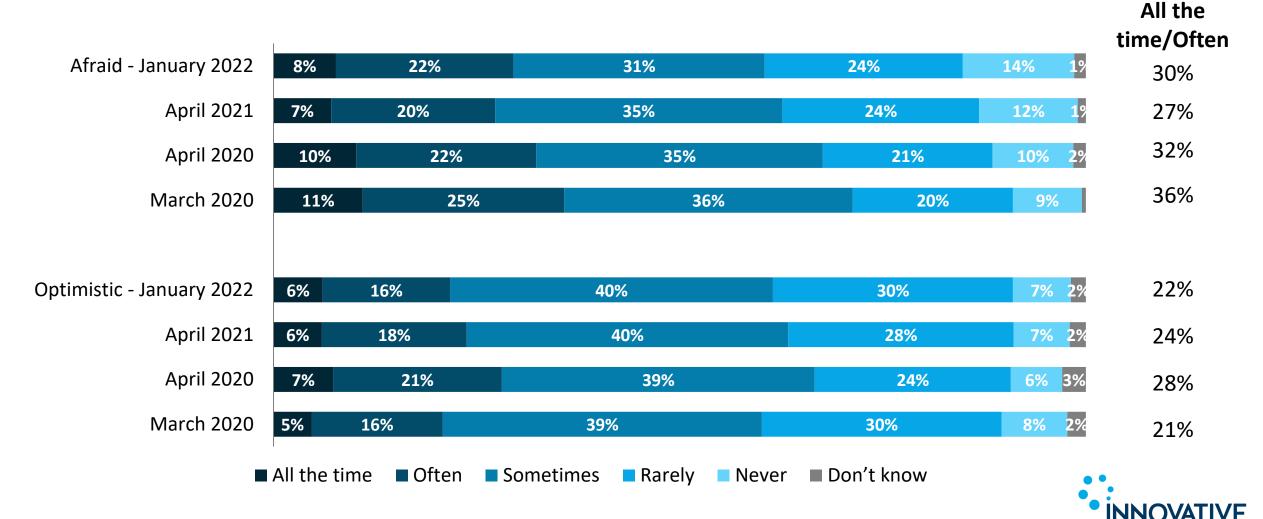
Emotions

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]

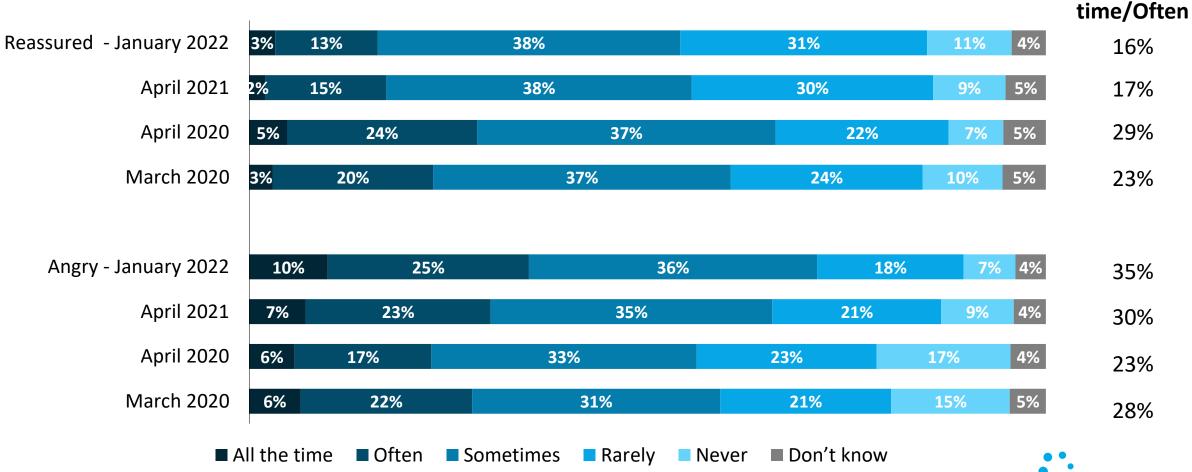


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Emotions - Community: Feelings of anger towards the community have¹⁰ increased since April

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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]



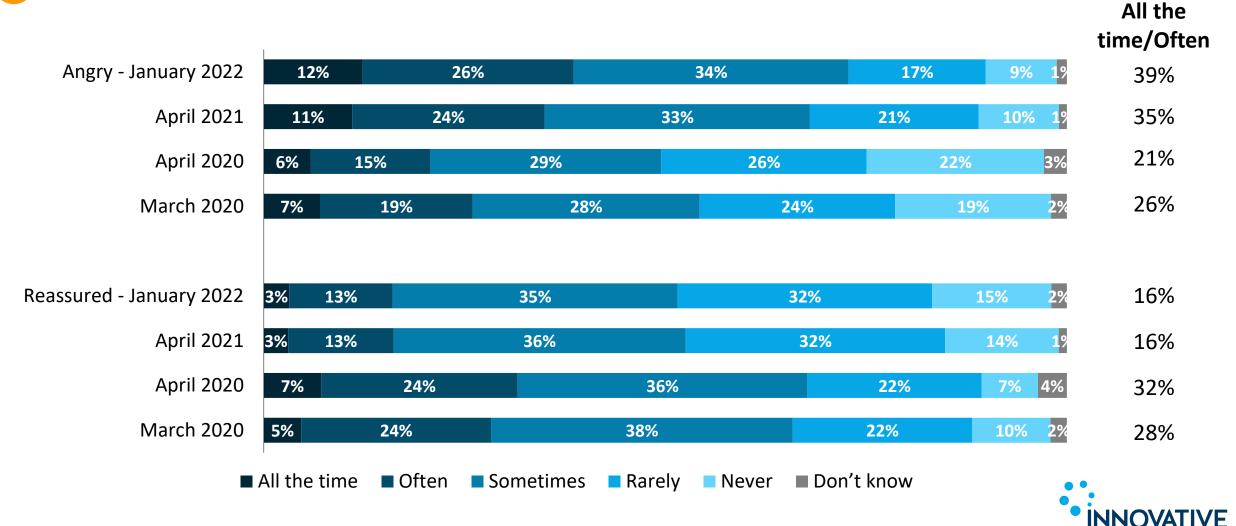


All the

Emotions - Government: Feelings of anger towards governments are at^{11} a new high with 39% often feeling angry



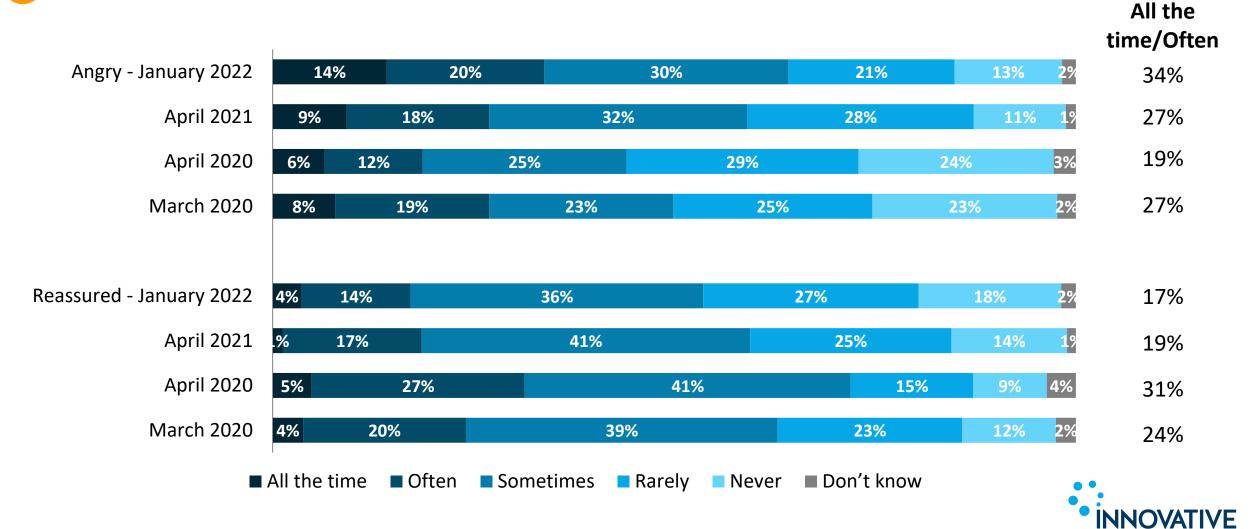
Thinking about the government response to the COVID-19 outbreak, how often have you felt... [asked of all respondents; n=1,200]



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]

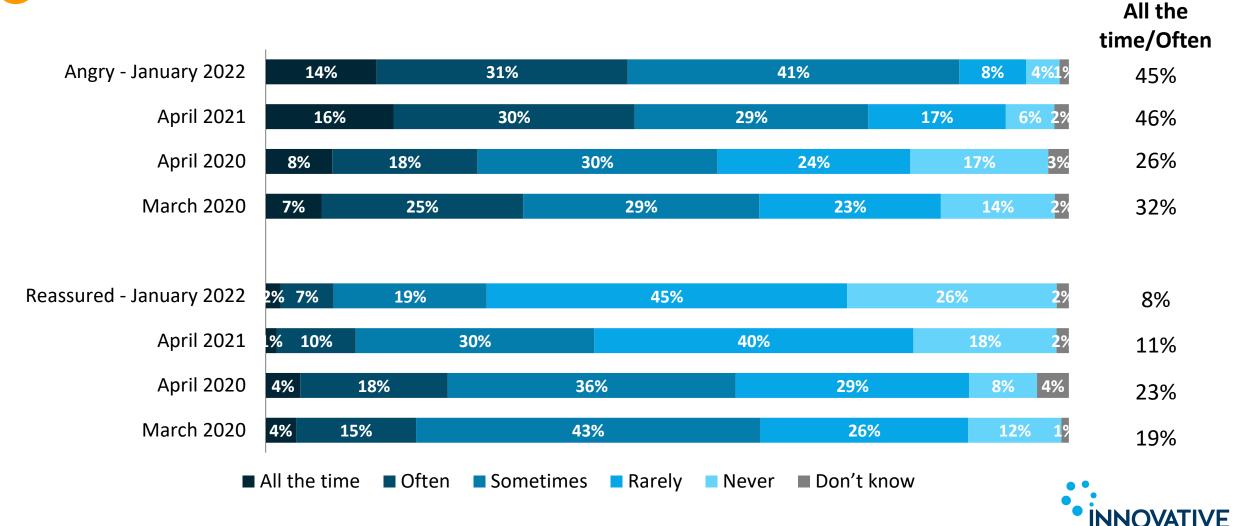


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Emotions – Alberta Government: Feelings of anger towards government in Alberta are steady since April



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



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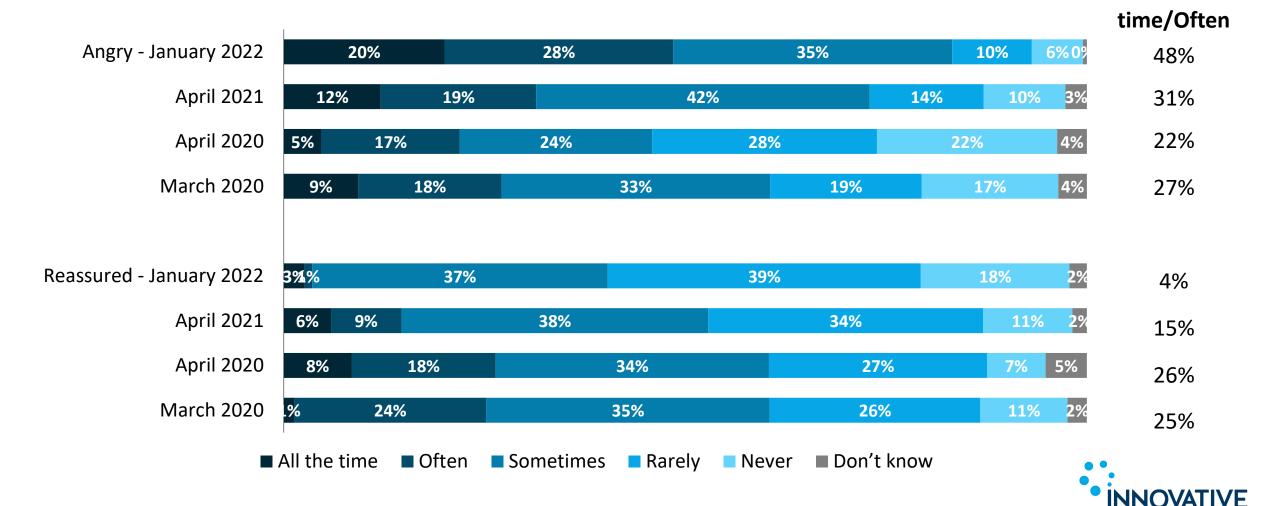
Emotions – Prairie Government: In the prairies, feelings of anger towards the government are more common now than in April

14

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

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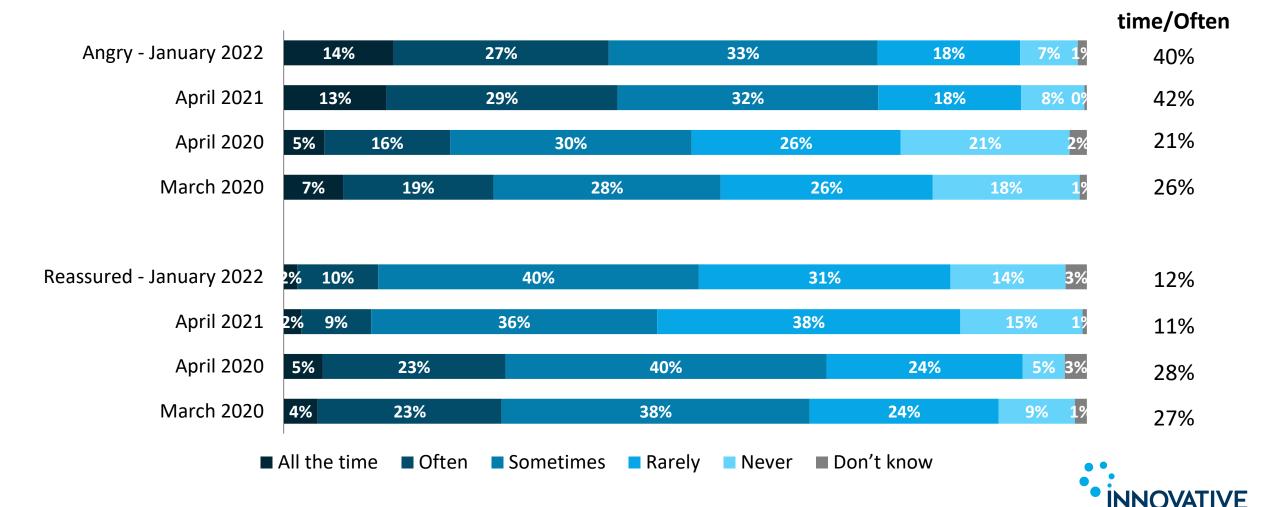
Emotions – Ontario Government: In Ontario, feelings of anger and reassuredness towards the government are steady since April

15

All the

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

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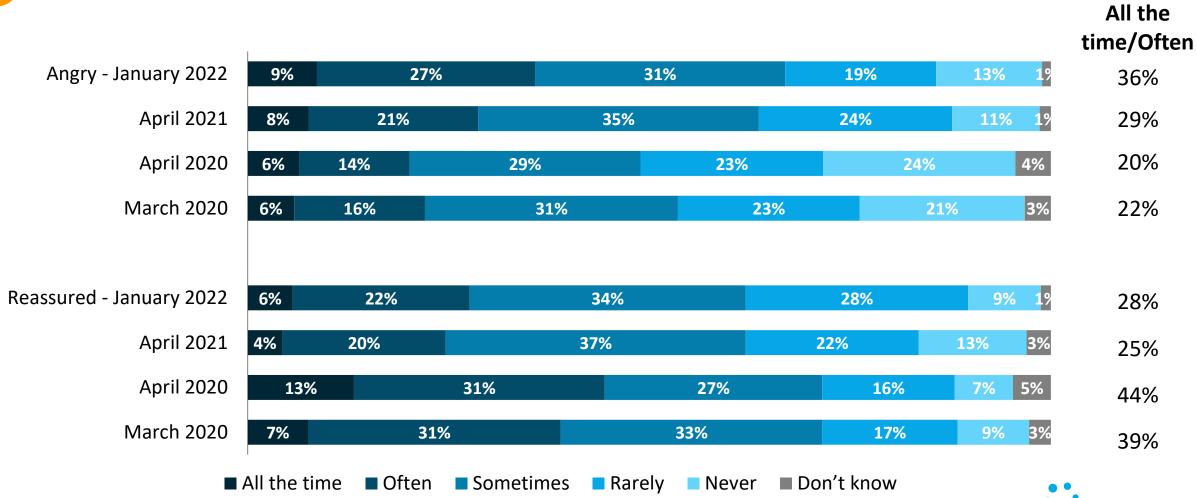


Emotions – Quebec Government: In Quebec, both feelings of anger and reassuredness are up since the spring

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

0

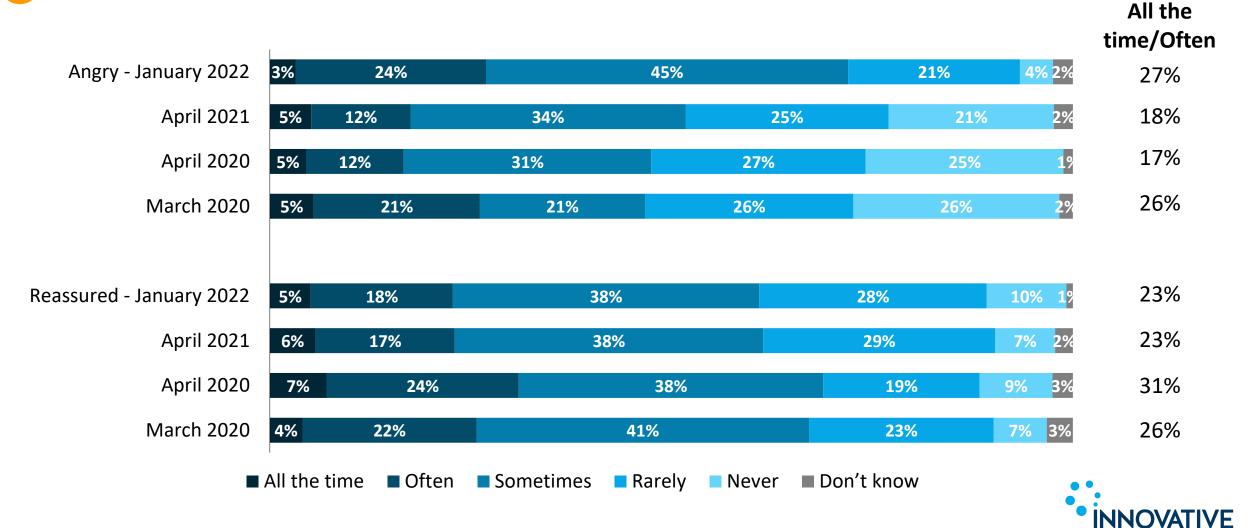
[asked of all respondents]



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]



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Methodology

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%
BC	214	15.1%	164	13.6%
АВ	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.

