



Most Canadians brace for holiday season with less family/friends; majority favour strict lockdown.

National survey released November 2020
Submission 2020-1767

**NEWS**

**NANOS**

Key Findings



A strong majority of Canadians are interested (64%) or somewhat interested (17%) in getting the Covid-19 vaccine once it's available. Interest is higher among residents of the Atlantic region (73% interested) and older Canadians (55 plus: 74% interested)



Canadians are nearly twice as likely to say they are more worried about the risk of getting Covid-19 (63%) than the negative impact of the pandemic on the economy (33%). Residents of the Atlantic region (75%) and Ontario (68%) are more likely to be concerned about getting the virus than residents of Quebec (55%).

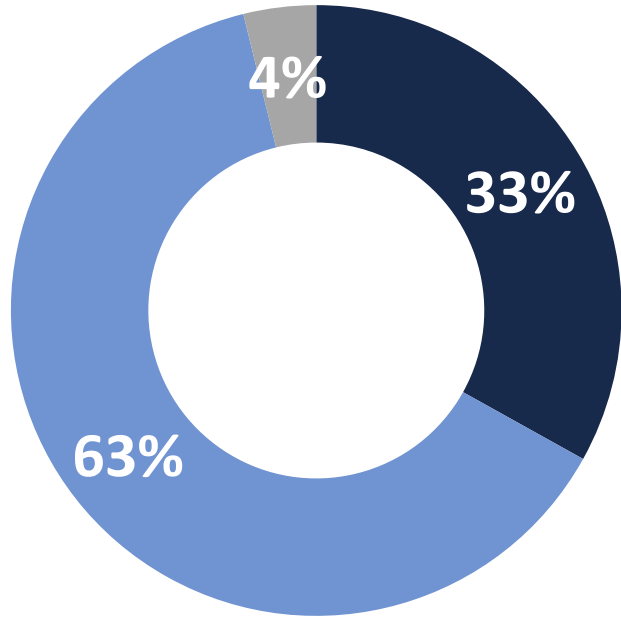


Over four in five Canadians (83%) say they will be meeting, in person, with family and close friends over the holiday season less than usual. Residents of British Columbia (88%) are more likely to say they will be meeting less than residents of Quebec (75%).



Canadians are more likely to prefer a new very strict lockdown over keeping the economy partially open and letting the pandemic run its course in areas where the number of Covid-19 infections is growing rapidly

Concern about Covid-19



- The negative impact of the pandemic on the economy
- The risk of me or a loved one getting Covid-19
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q

What are you more concerned about right now, [ROTATE] the negative impact of the pandemic on the economy or the risk of you or a loved one getting Covid-19?

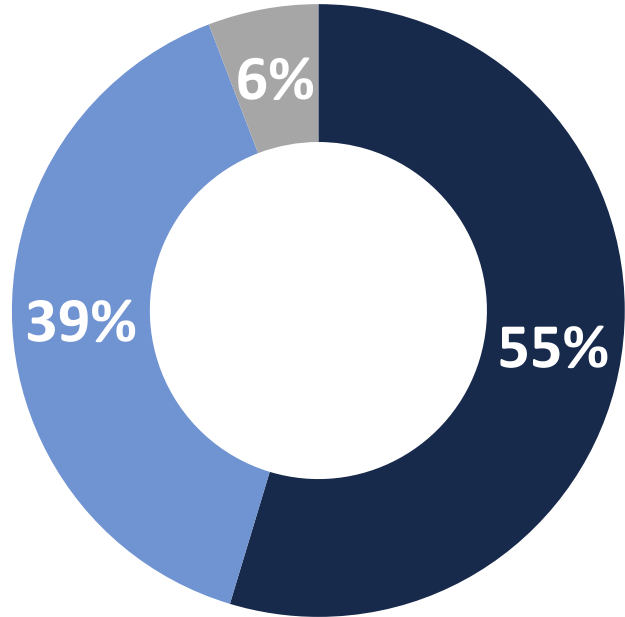
Concerned more about getting Covid-19

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	74.7%	55.0%	68.1%	59.9%	61.3%
Men (n=561)		Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
	59.7%	66.5%	61.0%	62.3%	65.2%

“Canadians from the Atlantic region (75%) and Ontario (68%) are most likely to report being more concerned about getting Covid-19 than the negative impact of the pandemic on the economy.”



Preferred path forward for areas with high number of cases



- A new very strict lockdown which completely closes all but the most essential parts of the economy to try to manage the
- Keeping the economy partially open and letting the pandemic run its course
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q

Which of the following two paths forward would you prefer to deal with the pandemic where infections are growing rapidly, [ROTATE] a new very strict lockdown which completely closes all but the most essential parts of the economy to try to manage the pandemic OR keeping the economy partially open and letting the pandemic run its course.

Prefers a strict lockdown for areas where infections are growing rapidly

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	72.7%	43.9%	58.2%	53.5%	55.9%
Men (n=561)		Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
	51.0%	58.1%	49.0%	52.3%	60.8%

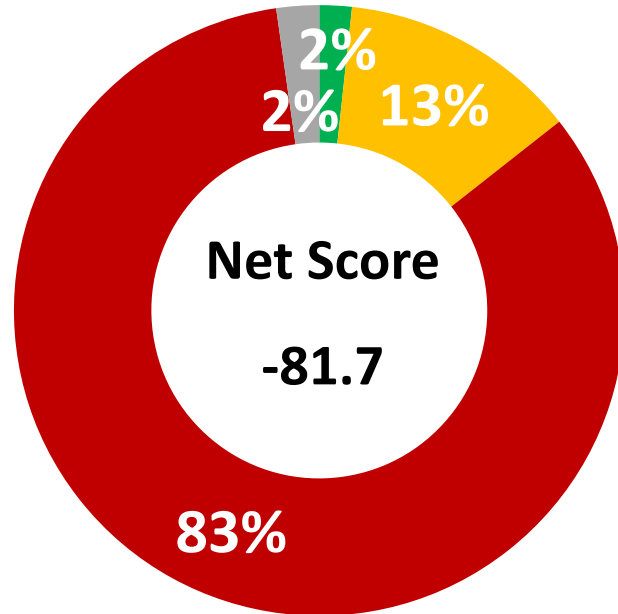
“ Residents of Quebec (44%) are less likely to prefer a strict lockdown for areas where infections are growing rapidly than residents of the Atlantic region (73%). ”



Frequency of holiday get-togethers

Q

For December will you be meeting in person with family and close friends over the holiday season, more than usual, about the same or less than usual?



- More than usual
- The same as usual
- Less than usual
- Unsure

Will be meeting friends and family less than usual over the holiday period

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	82.8%	75.0%	85.6%	85.7%	88.4%
Men (n=561)			18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
Women (n=530)	81.7%	84.9%	84.0%	81.6%	84.4%

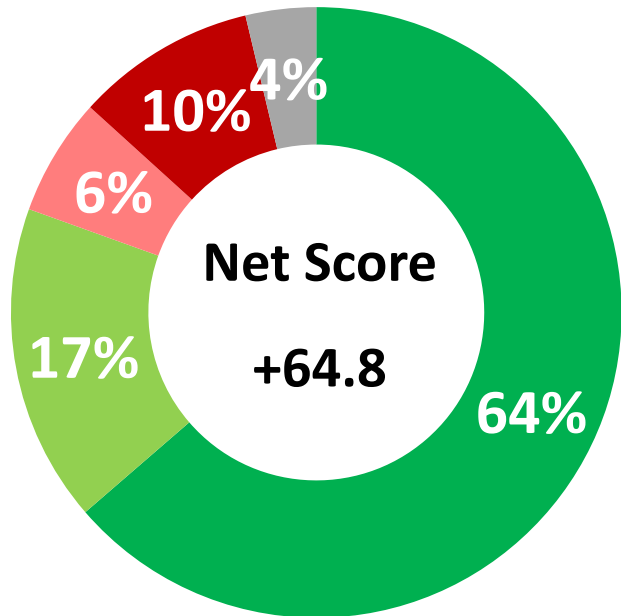
“Over four in five Canadians (83%) report that they will be meeting their friends and family in person less than usual over the holiday period, consistent across region, age and gender.”

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Interest in getting the Covid-19 vaccine

Q

Are you interested, somewhat interested, somewhat not interested or not interested in getting the Covid-19 vaccine once it is available?



■ Interested ■ Somewhat interested
■ Somewhat not interested ■ Not interested
■ Unsure

Interested/
somewhat interested

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	88.2%	77.5%	81.2%	76.7%	85.2%
Men (n=561)		Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
	81.4%	79.5%	76.2%	76.3%	87.2%

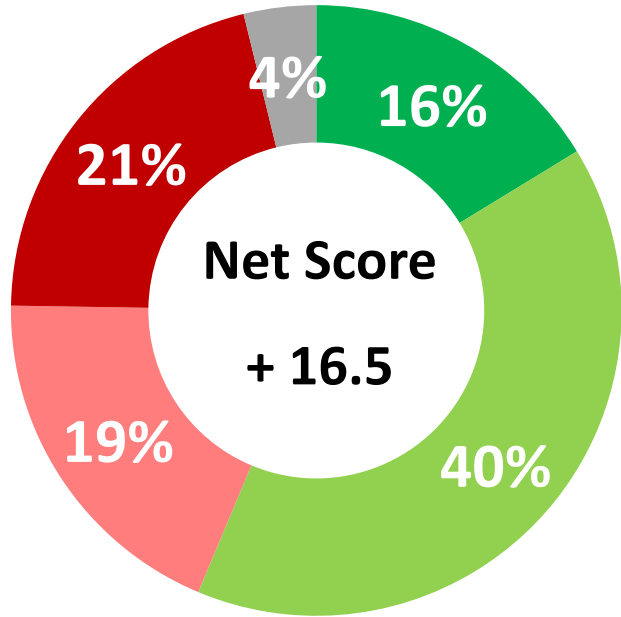
“ Older Canadians (74% of those 55 plus) are more likely to report being interested in getting the Covid-19 vaccine once it’s available than younger Canadians (57% of those 18-54). ”

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Confidence in Canada's delivery of vaccine



Are you confident, somewhat confident, somewhat not confident or not confident that Canada has a well-organized plan to deliver COVID-19 vaccines to Canadians as quickly as possible?



- Confident
- Somewhat confident
- Somewhat not confident
- Not confident
- Unsure

Confident/
somewhat confident

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	58.4%	73.0%	50.8%	45.4%	57.0%
Men (n=561)			18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
Women (n=530)	53.4%	59.2%	54.1%	54.3%	59.7%

Not confident/
somewhat not confident

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	34.7%	23.4%	47.1%	49.2%	37.5%
Men (n=561)			18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
Women (n=530)	43.7%	36.0%	41.4%	42.2%	36.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th and 29th, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1096 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Hybrid Probability Panel (confirm with John)	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	Thirteen percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	This was the first topic of an omnibus survey.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	November 26 th to 29 th , 2020.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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ABOUT NANOS



TABULATIONS

2020-1767 – CTV/Nanos Survey – November Omni – Covid-19 - STAT SHEET

			Region						Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - What are you more concerned about right now, [ROTATE] the negative impact of the pandemic on the economy or the risk of you or a loved one getting Covid-19?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	The negative impact of the pandemic on the economy	%	33.1	24.2	41.0	29.4	32.5	35.2	36.6	29.6		34.4	33.9	31.4
	The risk of me or a loved one getting Covid-19	%	63.1	74.7	55.0	68.1	59.9	61.3	59.7	66.5		61.0	62.3	65.2
	Unsure	%	3.8	1.1	4.0	2.5	7.6	3.5	3.6	3.9		4.6	3.7	3.4

			Region						Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Which of the following two paths forward would you prefer to deal with the pandemic where infections are growing rapidly, [ROTATE] a new very strict lockdown which completely closes all but the most essential parts of the economy to try to manage the pandemic OR keeping the economy partially open and letting the pandemic run its course.	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	A new very strict lockdown which completely closes all but the most essential parts of the economy to try to manage the pandemic	%	54.7	72.7	43.9	58.2	53.5	55.9	51.0	58.1		49.0	52.3	60.8
	Keeping the economy partially open and letting the pandemic run its course	%	39.5	21.1	47.8	36.6	41.9	39.2	45.1	34.1		44.6	42.6	33.1
	Unsure	%	5.8	6.1	8.3	5.2	4.6	4.9	3.9	7.7		6.3	5.1	6.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th to 29th, 2020. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. Samples with n values under 30 have been shaded.

2020-1767 – CTV/Nanos Survey – November Omni – Covid-19 - STAT SHEET

			Region							Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - For December will you be meeting in person with family and close friends over the holiday season, more than usual, about the same or less than usual?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466	
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386	
	More than usual	%	1.7	0.0	3.9	0.5	3.0	0.4	2.2	1.2		2.0	2.3	1.0	
	The same as usual	%	12.7	15.7	18.4	11.3	9.6	9.5	13.7	11.6		10.4	14.9	12.3	
	Less than usual	%	83.4	82.8	75.0	85.6	85.7	88.4	81.7	84.9		84.0	81.6	84.4	
	Unsure	%	2.3	1.5	2.6	2.6	1.8	1.7	2.4	2.2		3.5	1.2	2.4	

			Region							Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Are you interested, somewhat interested, somewhat not interested or not interested in getting the Covid-19 vaccine once it is available?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466	
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386	
	Interested	%	63.7	72.6	60.6	64.3	58.4	69.9	66.6	60.8		57.4	57.2	73.8	
	Somewhat interested	%	16.8	15.6	16.9	16.9	18.3	15.3	14.8	18.7		18.8	19.1	13.4	
	Somewhat not interested	%	6.2	5.4	8.6	5.4	6.8	4.3	6.4	6.0		6.6	7.5	4.9	
	Not interested	%	9.5	6.4	8.7	9.5	13.9	6.8	9.3	9.9		12.3	11.1	6.2	
Unsure	%	3.7	0.0	5.2	4.0	2.8	3.7	2.9	4.6		4.9	5.1	1.7		



2020-1767 – CTV/Nanos Survey – November Omni – Covid-19 - STAT SHEET

			Region						Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Are you confident, somewhat confident, somewhat not confident or not confident that Canada has a well organized plan to deliver COVID-19 vaccines to Canadians as quickly as possible?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Confident	%	16.3	18.3	19.3	15.2	11.9	19.0	16.1	16.6	5	15.7	12.9	19.7
	Somewhat confident	%	40.0	40.1	53.7	35.6	33.5	38.0	37.3	42.6	5	38.4	41.4	40.0
	Somewhat not confident	%	18.9	15.6	16.8	21.6	20.4	14.7	19.7	18.0	5	23.8	17.0	17.2
	Not confident	%	20.9	19.1	6.6	25.5	28.8	22.8	24.0	18.0	5	17.6	25.2	19.4
	Unsure	%	3.8	7.1	3.5	2.2	5.4	5.5	3.0	4.7	5	4.5	3.4	3.7

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