



## Canadians halfheartedly ring in 2022

**TORONTO, December 31, 2021**—The results of a new survey released today by Maru Public Opinion finds that while most Canadians share some optimism for the year ahead, expectations for 2022 have the characteristics of a more tepid “half-full/half empty” outlook.

### **Goodbye to (a not so great) 2021, hello to (a potentially far better) 2022...**

While almost half (47%) say that 2021 was a bad year for themselves and their family, the vast majority (69%) of Canadians believe that 2022 will be a good year for themselves and their family.

### **Most will make resolutions...**

As 2021 rings out and the new year rings in, a majority (55%) of Canadians will make some personal resolutions to do some specific things for themselves or others in 2022.

### **But not so much on personal finances...**

Half (51%) of Canadians believe that their personal financial situation will be better in 2022 than it was in 2021.

### **Or the economy...**

Only a minority (46%) of Canadians believe 2022 will be a good year for the economy and half (49%) believe 2022 will be a good year for businesses.

### **And on COVID? *Maybe* it will be defeated in the new year...**

Half (52%) of Canadians believe that by using both vaccines and personal habits, the country will defeat the disruptions of COVID in 2022 and have a normalized life across the country by the end of the coming year 52%.

A full majority (75%) are worried that the unvaccinated population will keep Canadians in a continual cycle of the pandemic in 2022,

And on that count, six-in-ten (60%) Canadians disagree that there are too many consequences in place for those who don't want to be vaccinated.

## Methodology

These are some of the findings released by [Maru Public Opinion](#) from a survey undertaken on December 20, 2021, by Maru/Blue of 1509 randomly selected Canadian adults who are Maru Voice Canada online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region (and in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high quality, highly scalable online community samples of deeply engaged, known respondents. Because of extremely small sample sizes, approval ratings cannot be provided for Prince Edward Island, Nunavut, the Northwest Territories, and the Yukon. Respondents could respond in either English or French.

Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party.

Maru Public Opinion polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Corporate information can be found here: [Maru Group](#)

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