



Early monkeypox concerns

TORONTO, August 10, 2022—A new [Maru Public Opinion](#) survey released today finds the youngest Canadians to be the most concerned (51%) group in the country about contracting the monkeypox virus and would be the first to step up right now (30%) to get a smallpox vaccine that may effectively thwart the virus.

Just over one-third (36%) of Canadians are concerned that they might contract the monkeypox virus—which contrasts with slightly less (32%) who admitted to Maru in the first week of March 2020 of their concern they may catch the Covid-19 virus. Almost all (94%) of Canadians have heard of the monkeypox virus, and a majority (79%) are open to having a smallpox vaccine or booster shot at some point if need be. Equal majorities (61%) have confidence in both the federal and their provincial governments to manage a response to the current outbreak of approximately 1000 cases across the country.

Awareness in Canada of “monkeypox” is almost universal

Almost every Canadian (94%) admits to having seen, read, or heard something about a virus referred to as “monkeypox.” A fraction (6%) volunteer that they have not heard of the term.

Young Canadians are most concerned about contracting the monkeypox virus

Monkeypox is a disease caused by infection with the monkeypox virus, which is part of the same family of viruses that causes smallpox. It spreads from person to person through direct contact with infectious rash, scabs, body fluids, and “respiratory secretions.”

While just over one-third (36%) of Canadians appear to be concerned they might contract the monkeypox virus, half (51%) of the youngest Canadians (aged 18-34) are far more likely to be concerned, especially when compared to those who are older (aged 35+, 31%). In addition, men (38%) are slightly more likely than women (35%) to be concerned about contracting the virus as well as those who are the highest educated (University+, 43%) and notably when compared to those who are less educated (34%). Those most likely concerned reside in Québec (39%) and Ontario (38%), followed by those living in British Columbia (36%), Atlantic Canada (see 35%), and Manitoba/Saskatchewan (33%), and Alberta (31%).

Bookends: one in five (22%) would get the smallpox vaccine right now, and the same (21%) never

Monkeypox may be effectively dealt with by receiving a vaccination for Smallpox. Canadians born in 1972 or later have not been routinely immunized against smallpox. Knowing this, one in five (22%) Canadians would take the Smallpox vaccine or vaccine booster right now if it were made available, followed by another four in ten (38%) who

would consider getting it after a public health emergency is declared in their province, and a lesser group (19%) who would do so after a public health emergency is declared in their municipality.

All in, a vast majority (79%) of Canadians are open to having a smallpox vaccine or vaccine booster at a given point in time, contrasted with one in five (21%) who say that they would never receive a smallpox vaccine or booster shot.

Those most likely to desire a smallpox vaccination or booster shot right now are the youngest Canadians (aged 18-34, 30%), especially when contrasted with their older counterparts (35-54, 21% / 55+, 17%). They are also more likely to be male (24%) than female (21%) and reside in Manitoba/Saskatchewan (30%), followed by those living in Alberta (25%) and British Columbia (25%), Atlantic Canada (21%) and Ontario (21%) and Québec (19%).

Those who appear to be resolute in never having the smallpox vaccination or potential booster shot hail from Atlantic Canada (26%), followed by those living in Alberta (22%), Manitoba/Saskatchewan (22%), Québec (21%), Ontario (20%), and British Columbia (17%). They are also most likely to be equally male (20%) and female (21%), and middle-aged (35-54, 26%).

Equal majorities (61%) have confidence in federal and provincial governments to manage a current outbreak

The World Health Organization (WHO) declared monkeypox a public health emergency of international concern on July 23, 2022, and there are now approximately 1,000 cases in Canada. Currently, equal majorities (61%) of Canadians have confidence in both the federal and their provincial government to manage a response to this current outbreak.

▪ Confidence in the federal government

Those most likely to have confidence in the federal government (61%) in managing a response to this current outbreak reside in the province of Québec (73%), followed by those living in British Columbia (63%), Atlantic Canada (60%) and Ontario (59%), Alberta (49%), and Manitoba/Saskatchewan (45%). Women (64%) are more likely than men (58%) to have confidence in the federal government, along with those who are mostly the youngest (aged 18-34, 67%) and oldest (55+, 62%) Canadians (in contrast to their middle-aged counterparts 35-54, 55%).

Those who are least likely to have confidence in the federal government's ability to manage a response to the current outbreak reside in Manitoba/Saskatchewan (55%) and Alberta (51%) and are more likely to be male (42%) and middle-aged (35-54, 45%).



▪ Confidence in their provincial government

Those most likely to have confidence in their provincial government (61%) in managing a response to the current monkeypox outbreak reside in Québec (73%) and British Columbia (71%), followed by those living in Atlantic Canada (63%), Ontario (57%), Manitoba/Saskatchewan (46%), and Alberta (41%). Men (61%) and women (60%) are equally confident in their provincial government, while those who are the oldest Canadians (aged 55+, 69%) are more likely than those who are the youngest (aged 18-34, 58%) and their middle-aged (35-54, 55%) counterparts to feel that way.

Those who are least likely to have confidence in their provincial government in managing a response to this current outbreak hail from Alberta (59%) and Manitoba/Saskatchewan (54%), followed by those living in Ontario (43%), Atlantic Canada (37%), British Columbia (29%) and Québec (27%). While men (39%) and women (40%) share the same lack of confidence in their province's ability, those who are middle-aged (35-54, 45%) and the youngest Canadians (aged 18-34, 42%) are less likely to have confidence than their older (55+, 31%) counterparts.

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Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at [Maru/Blue](#) on August 8-9, 2022, among a random selection of 1,513 Canadian adults who are Maru Voice Canada panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. 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. Respondents could respond in either English or French. 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. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. 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 accessed here: [Maru Group](#)



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