

# Close quarters Omicron

## Methodology

These are some of the findings released by [Maru Public Opinion](#) from a main survey undertaken January 5, 2022, by Maru/Blue of 1507 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. Respondents could answer the questionnaire in either English or French.

The exception to the main survey was an update of the statement "Someone in my immediate family or circle of friends have contracted COVID in the past 10 days" undertaken on January 10, 2022, with a sample of 1510 Canadians using the same methodology and parameters noted above.

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](#)

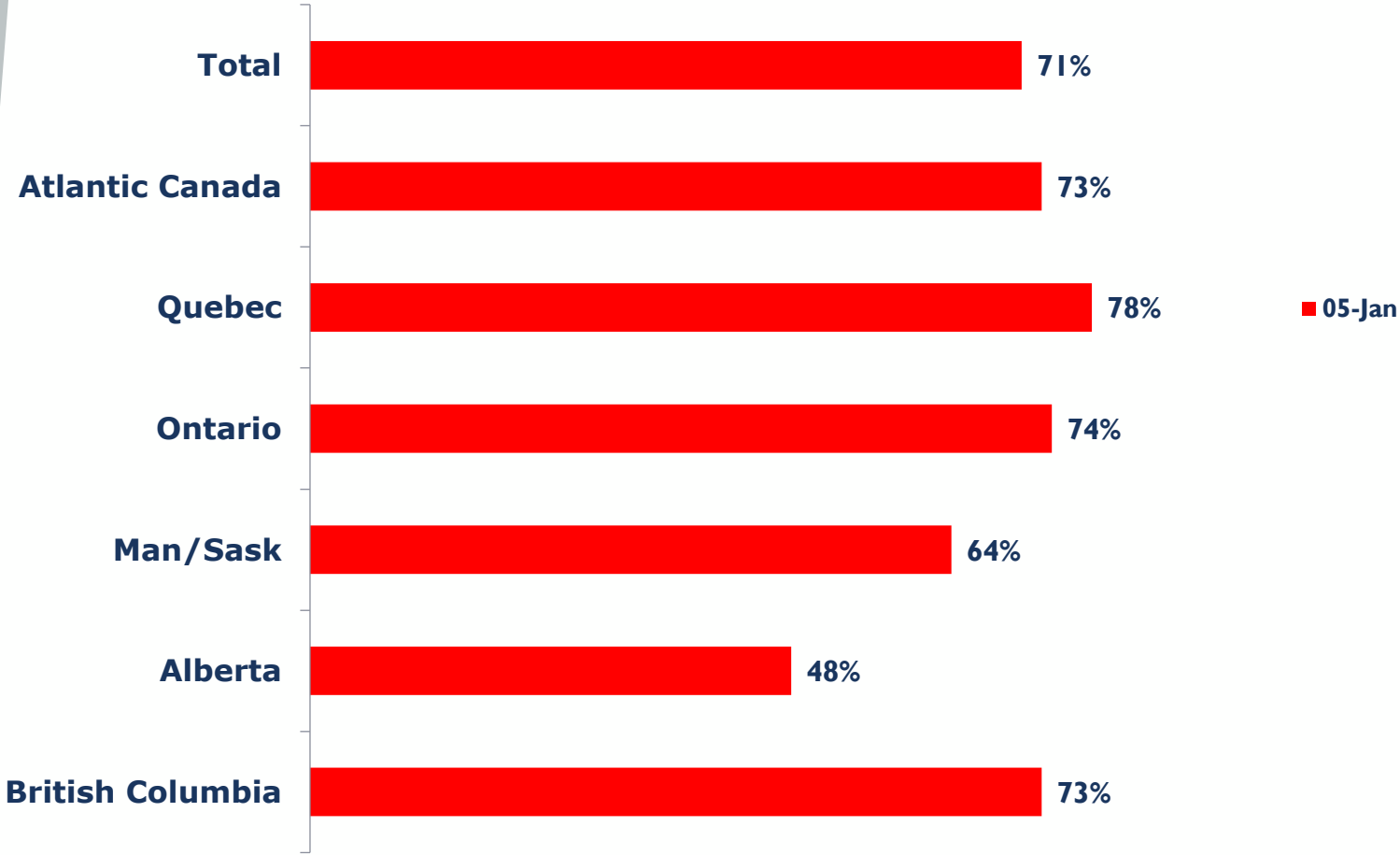
This slide deck is released with an accompanying factum release posted to the [Maru Public Opinion Canada](#) site.

### For more information contact:

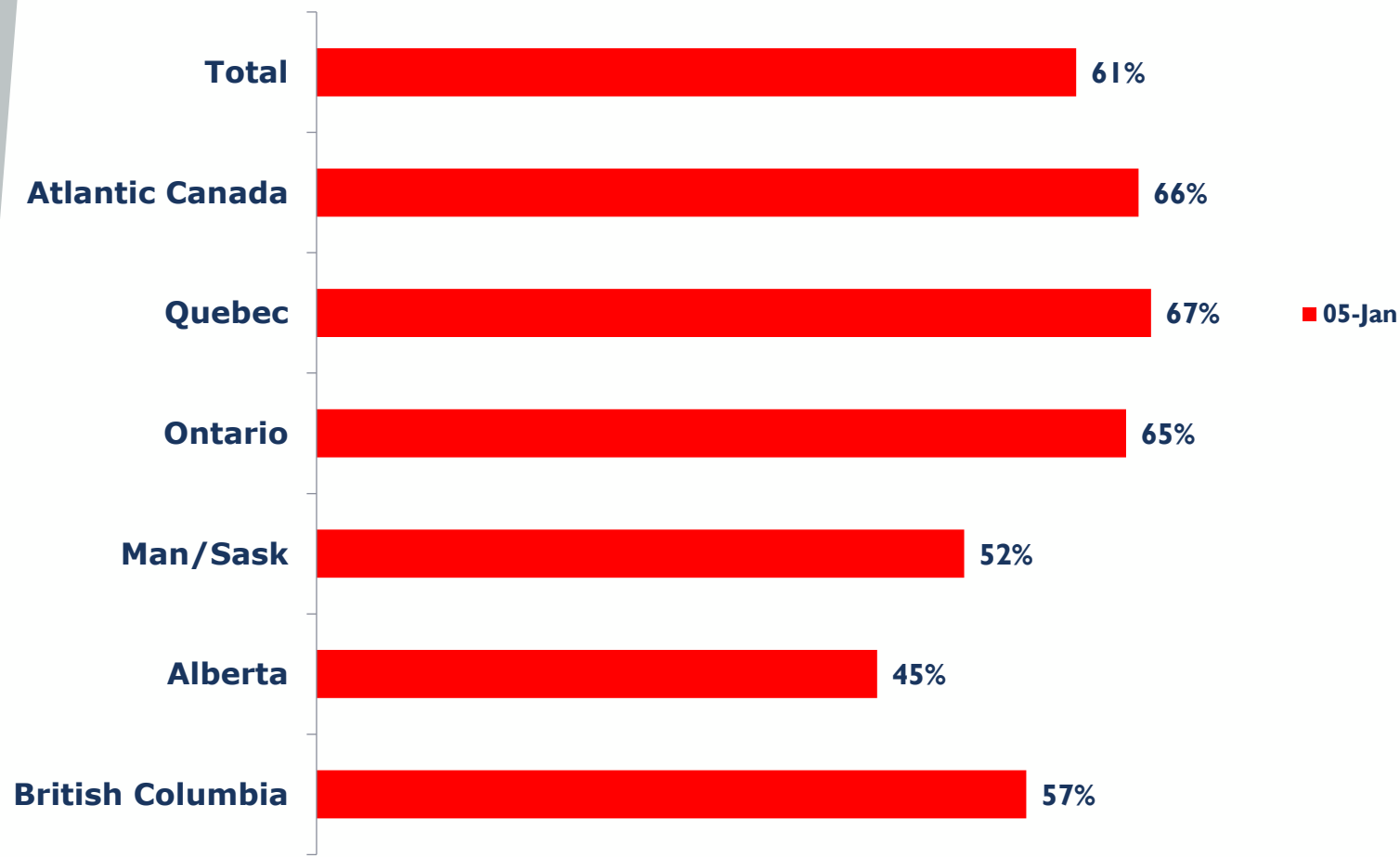
John Wright CAIP, FRCGS  
Executive Vice President  
Maru Public Opinion  
2 Bloor St E Suite 1600, Toronto, ON M4W 1A8  
Direct: 1-416-700-4218  
Mobile: 1-416-919-2101  
[john.wright@marublue.com](mailto:john.wright@marublue.com)

# Awareness and reaction

### I am following the news about Omicron very closely

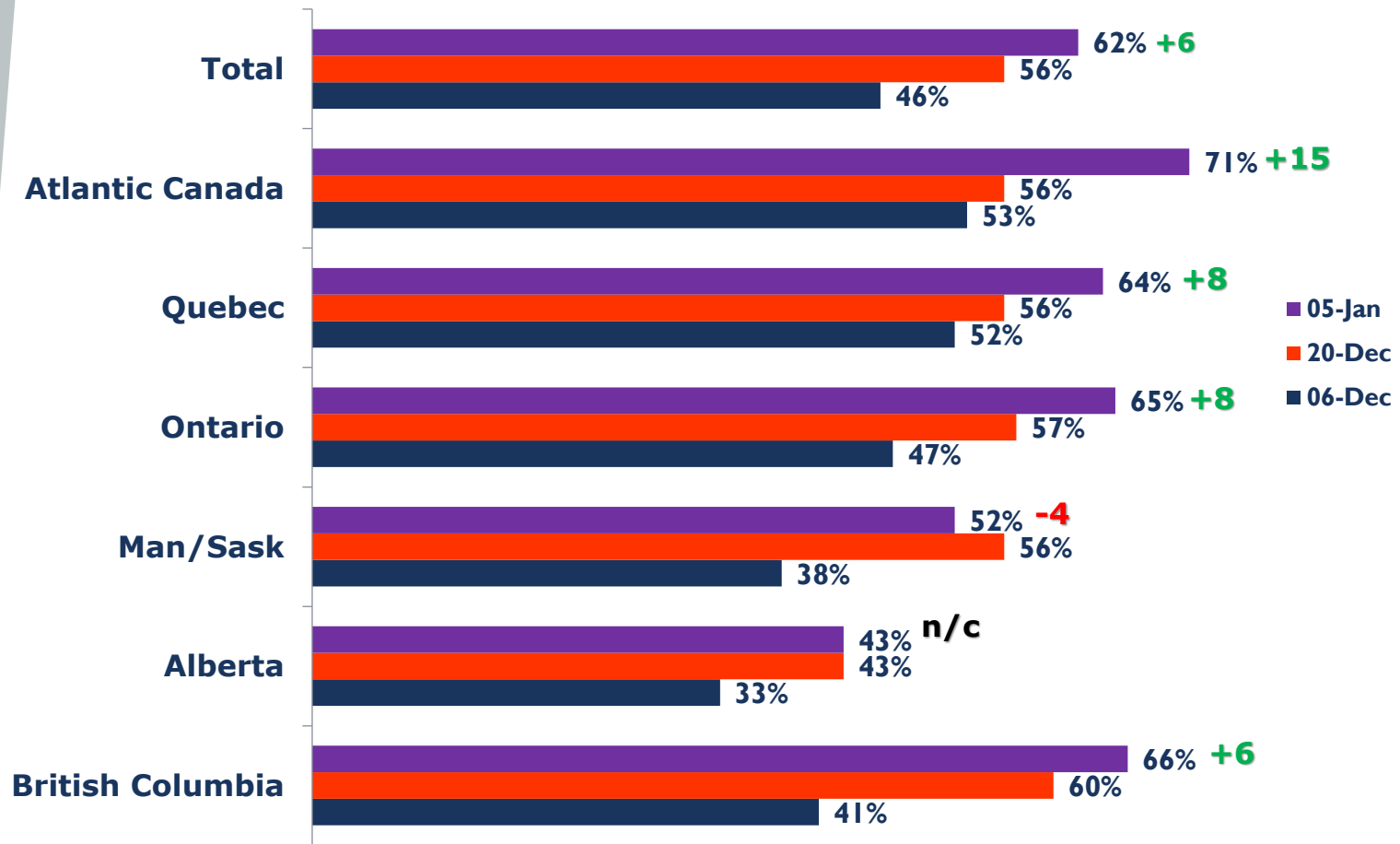


### I'm alarmed about this new COVID variant virus



# Contracting Omicron

I'm concerned that I will contract the new Omicron COVID virus



### Someone in my immediate family or circle of friends has contracted COVID in the past 10 days

January 10, 2022

Someone in my immediate family or circle of friends has contracted COVID in the past 10 days



January 5, 2022

Someone in my immediate family or circle of friends has contracted COVID in the past 10 days



December 20, 2021

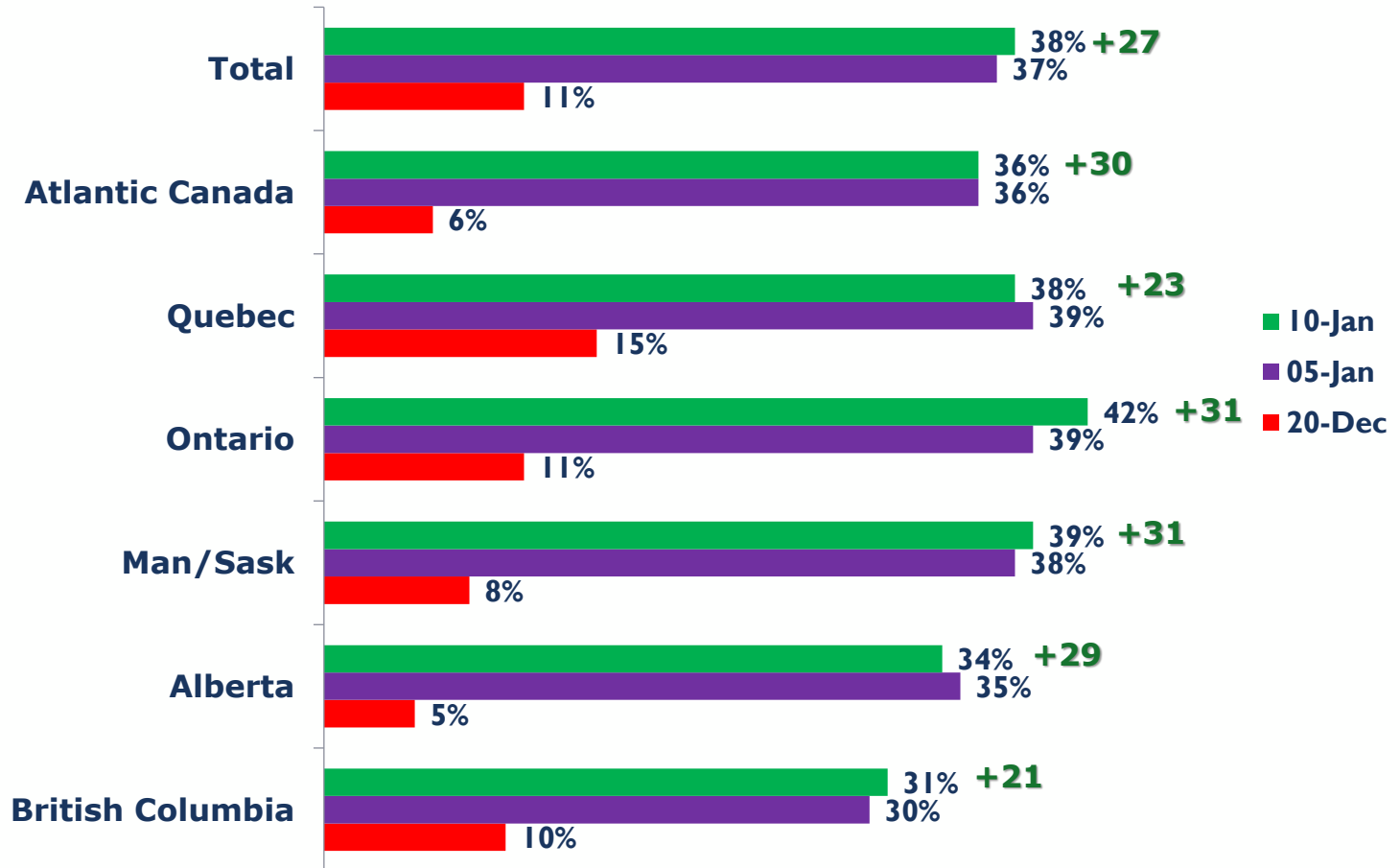
Someone in my immediate family or circle of friends has contracted COVID in the past 10 days





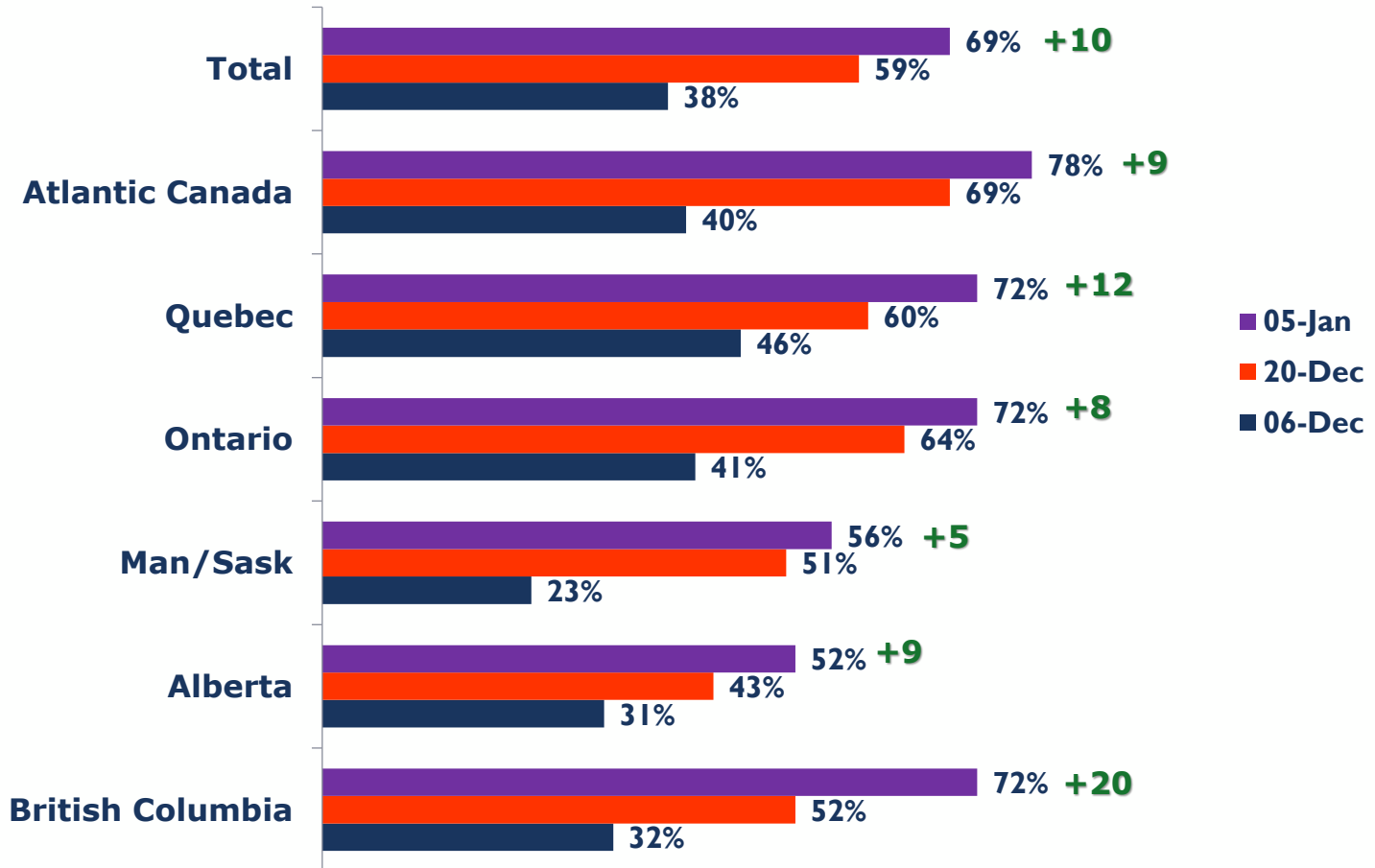
Someone in my immediate family or circle of friends has contracted COVID in the past 10 days

**Results are Compared to December 20, 2021**

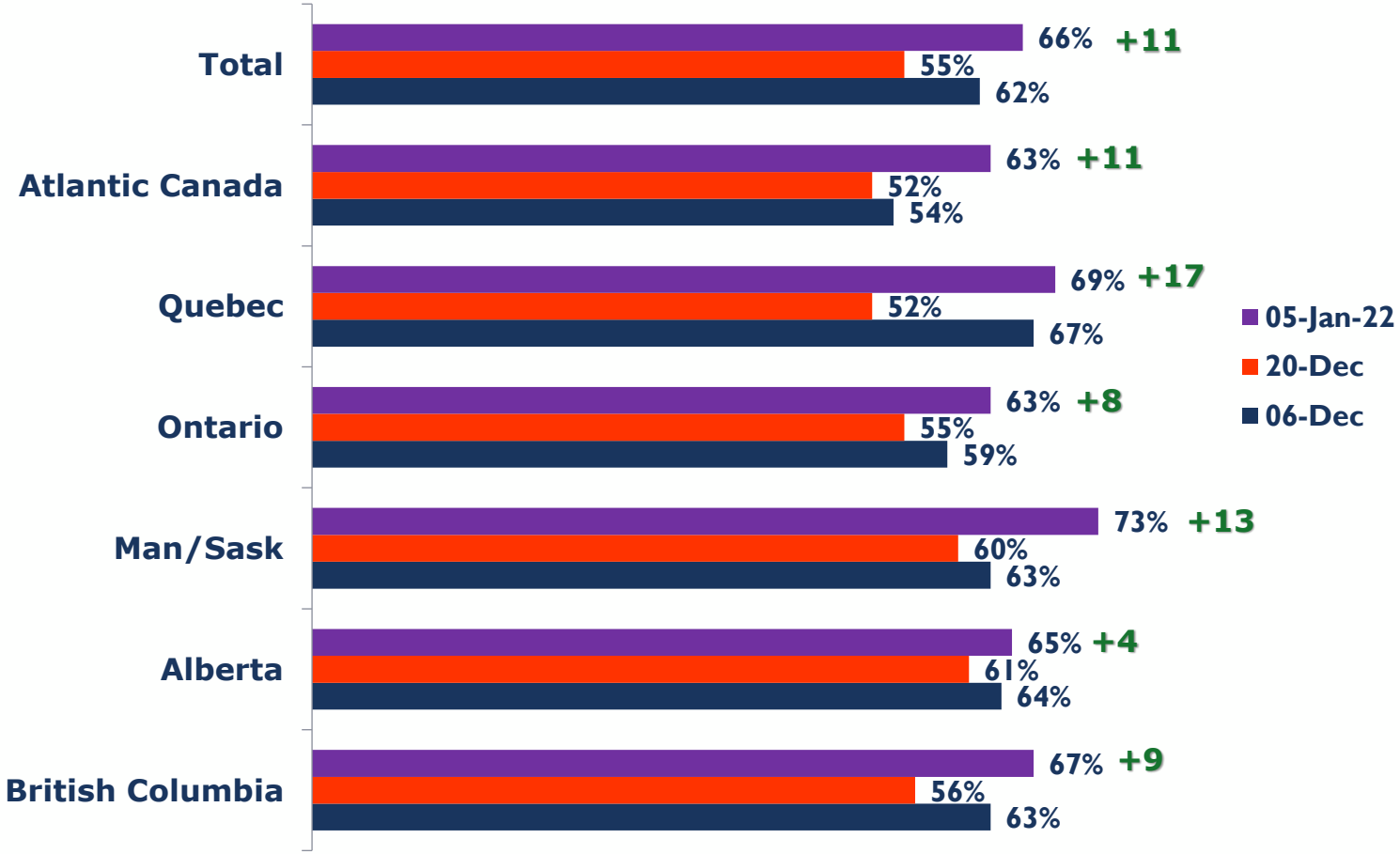


Tracking data  
December 6, 2021  
December 20, 2021  
January 5, 2022

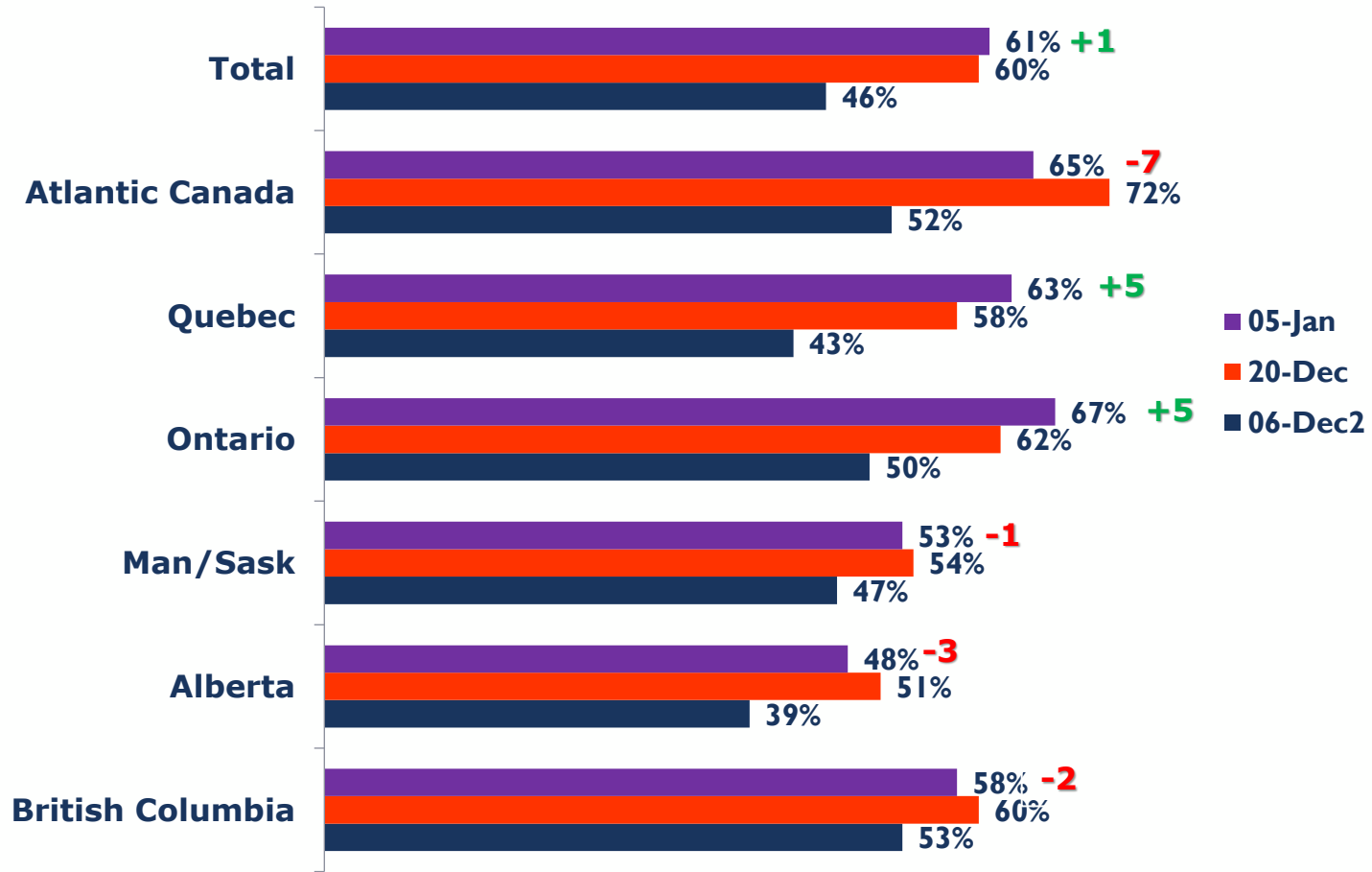
I'm staying home more because of the new COVID variant virus, including less shopping trips



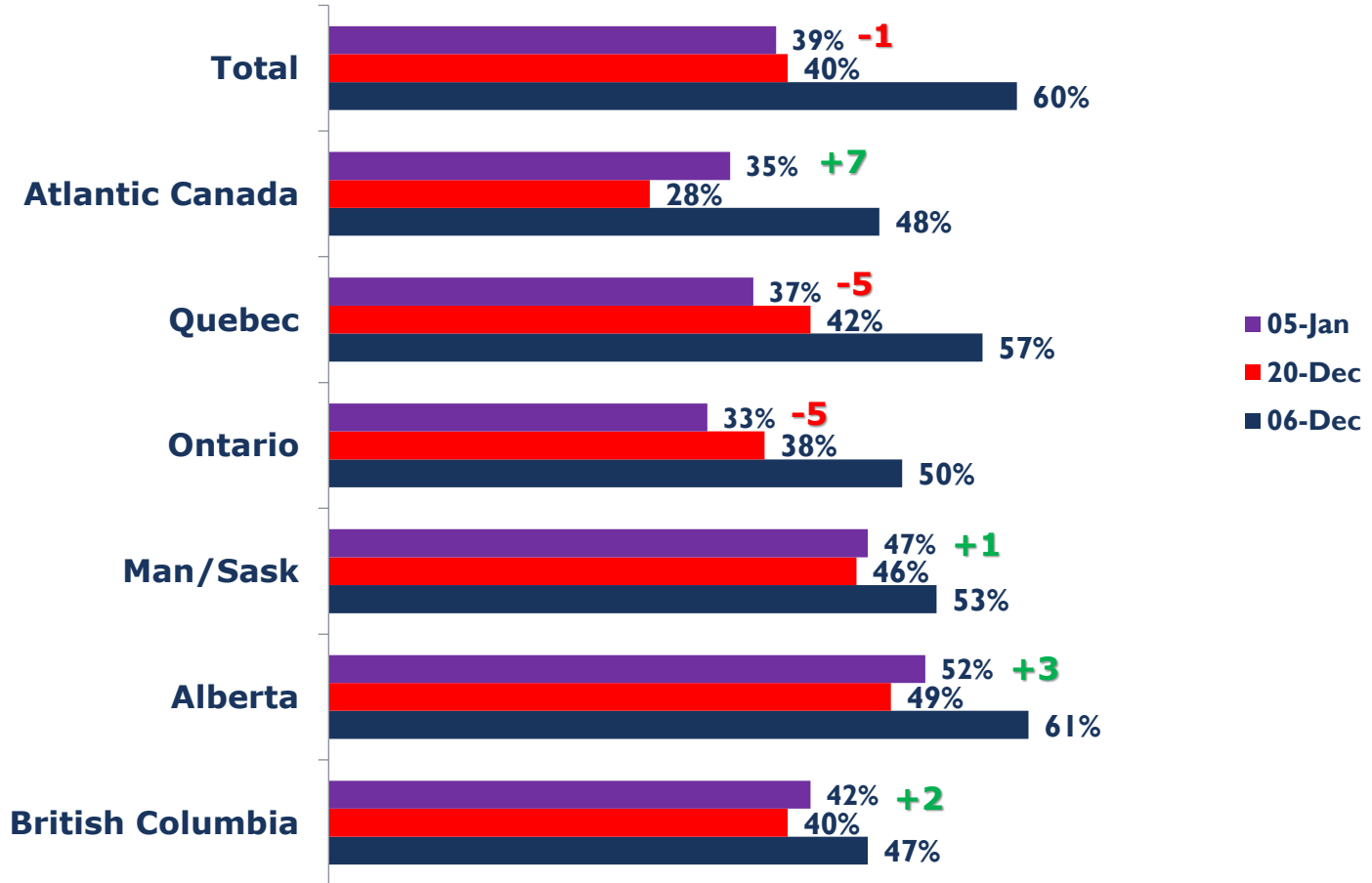
Whatever this new COVID virus variant may be, the current vaccines or people's own immunity will protect them from what it could amount to



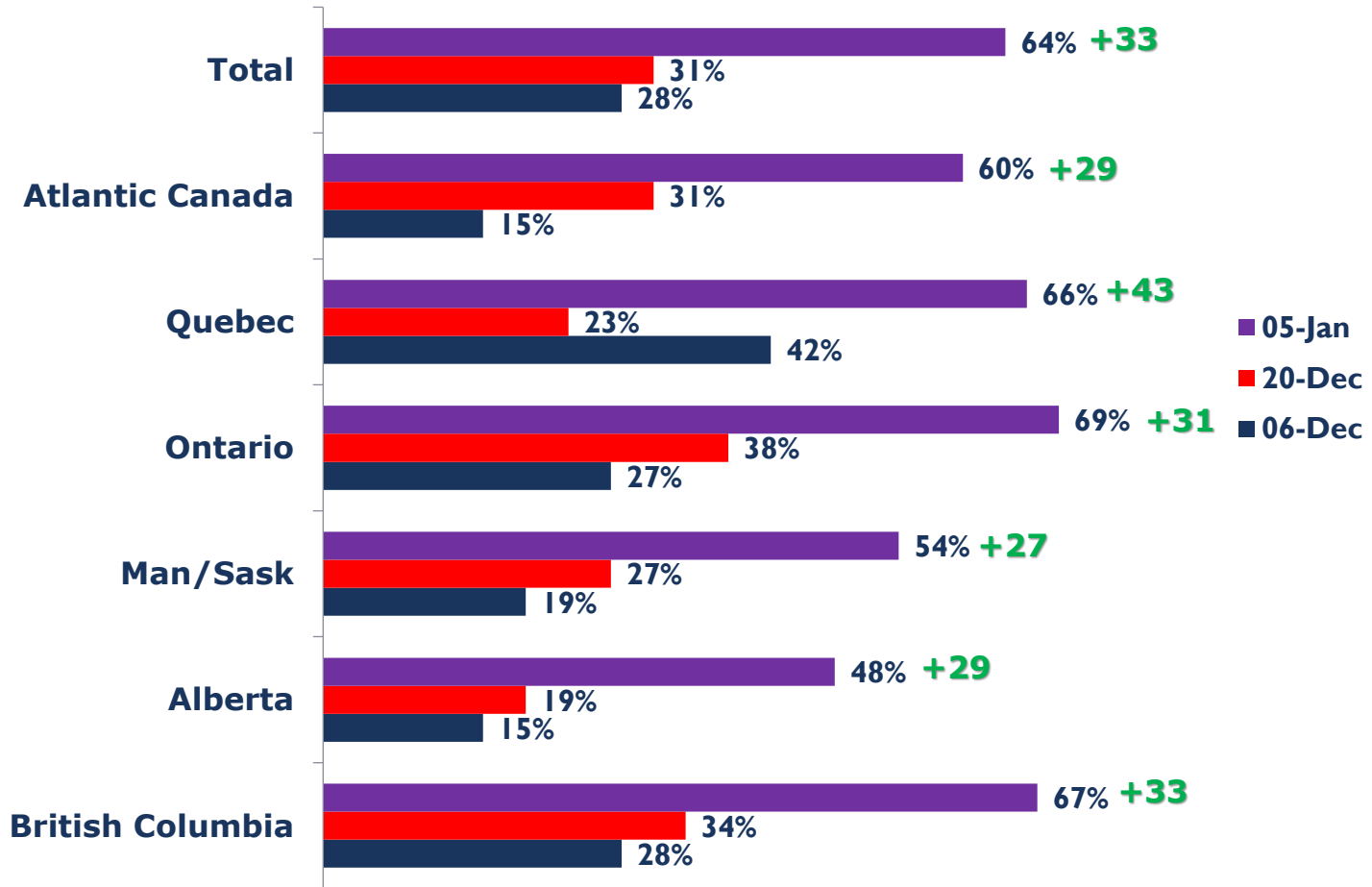
I'm worried about this new strain of the COVID virus and am **not** just going about my life as usual in my community



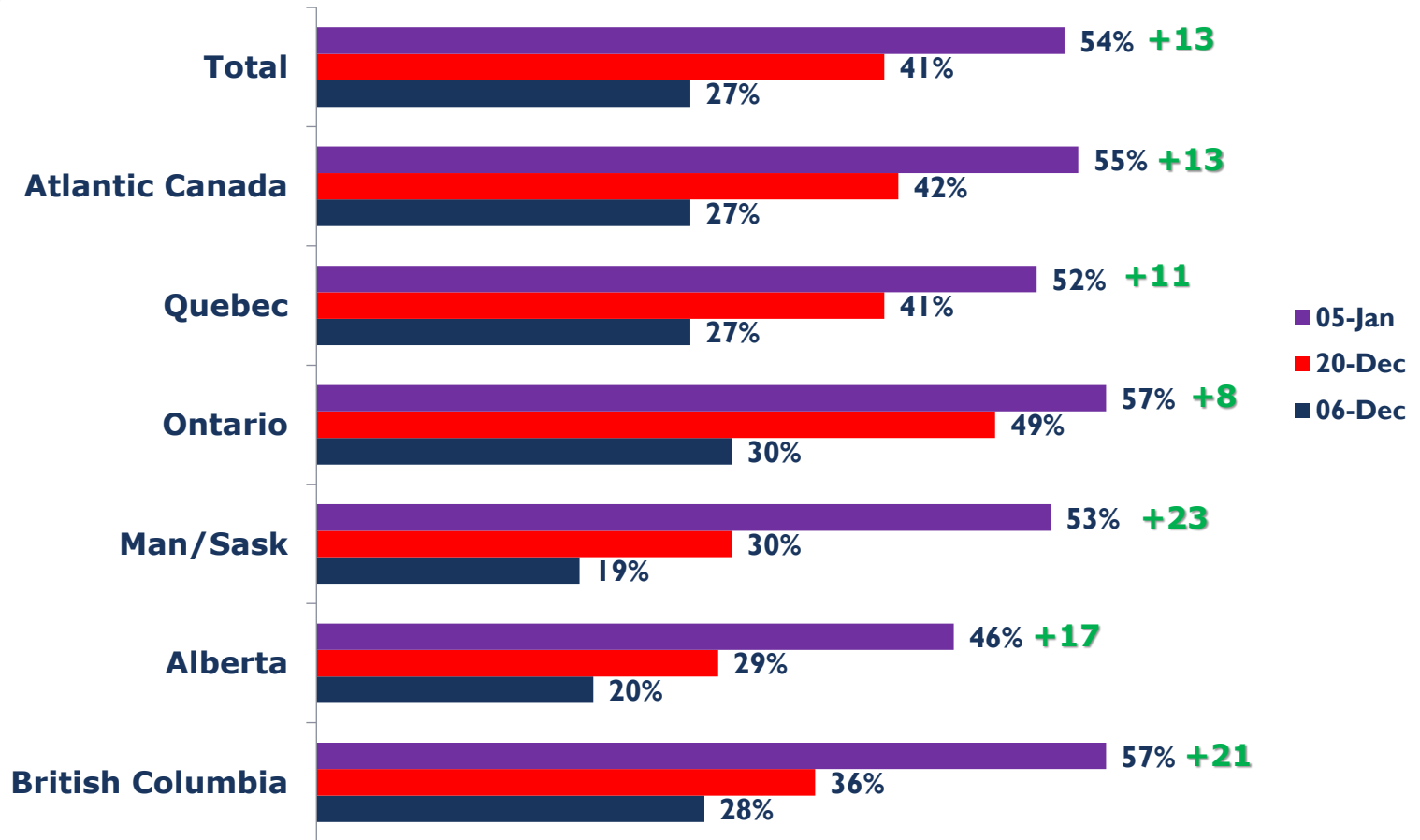
I'm ***not*** worried about this new strain of the COVID virus and am just going about my life as usual in my community



I'm cancelling/postponing travel plans (business or pleasure) because of this new COVID variant virus



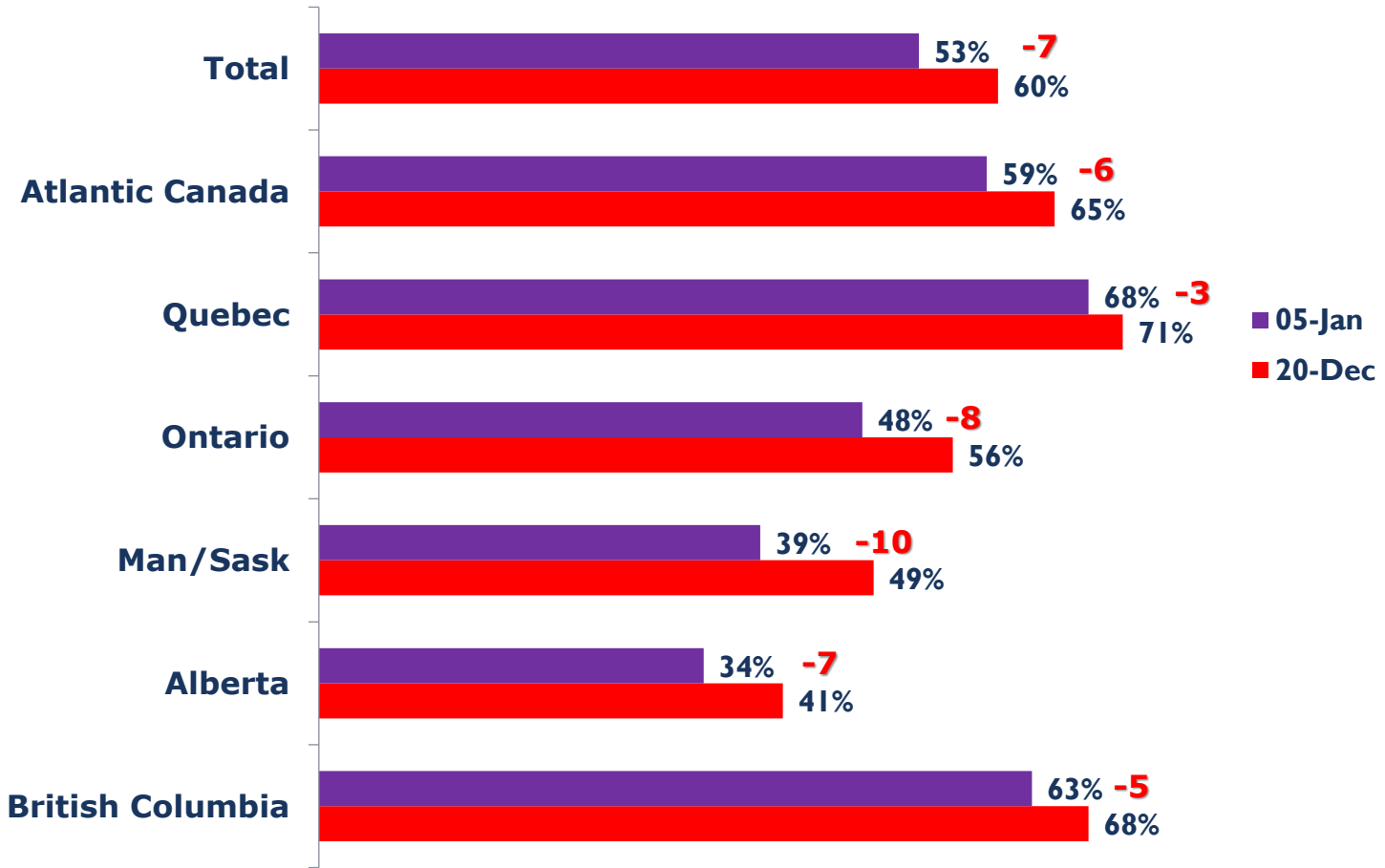
The new COVID variant virus is causing my workplace or my ability to work to take on new precautions





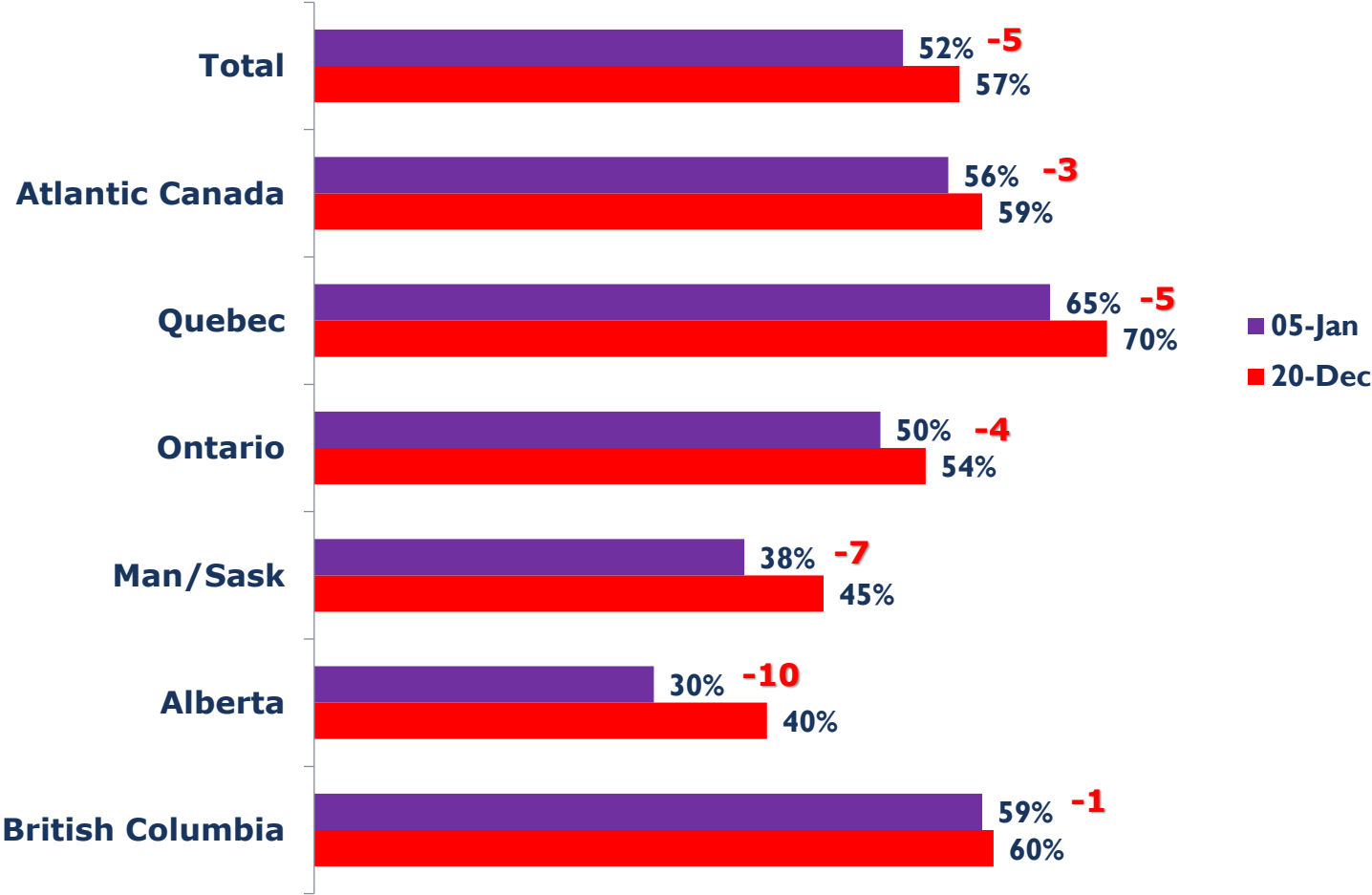
# Responsiveness of provincial governments

### My provincial government is responding effectively to the new Omicron variant



# Responsiveness of federal government

### The Trudeau federal government is responding effectively to the new Omicron variant



There are some actions that governments could impose at the present time. Which of the following should they be?

Choose 1/3 [randomized]:

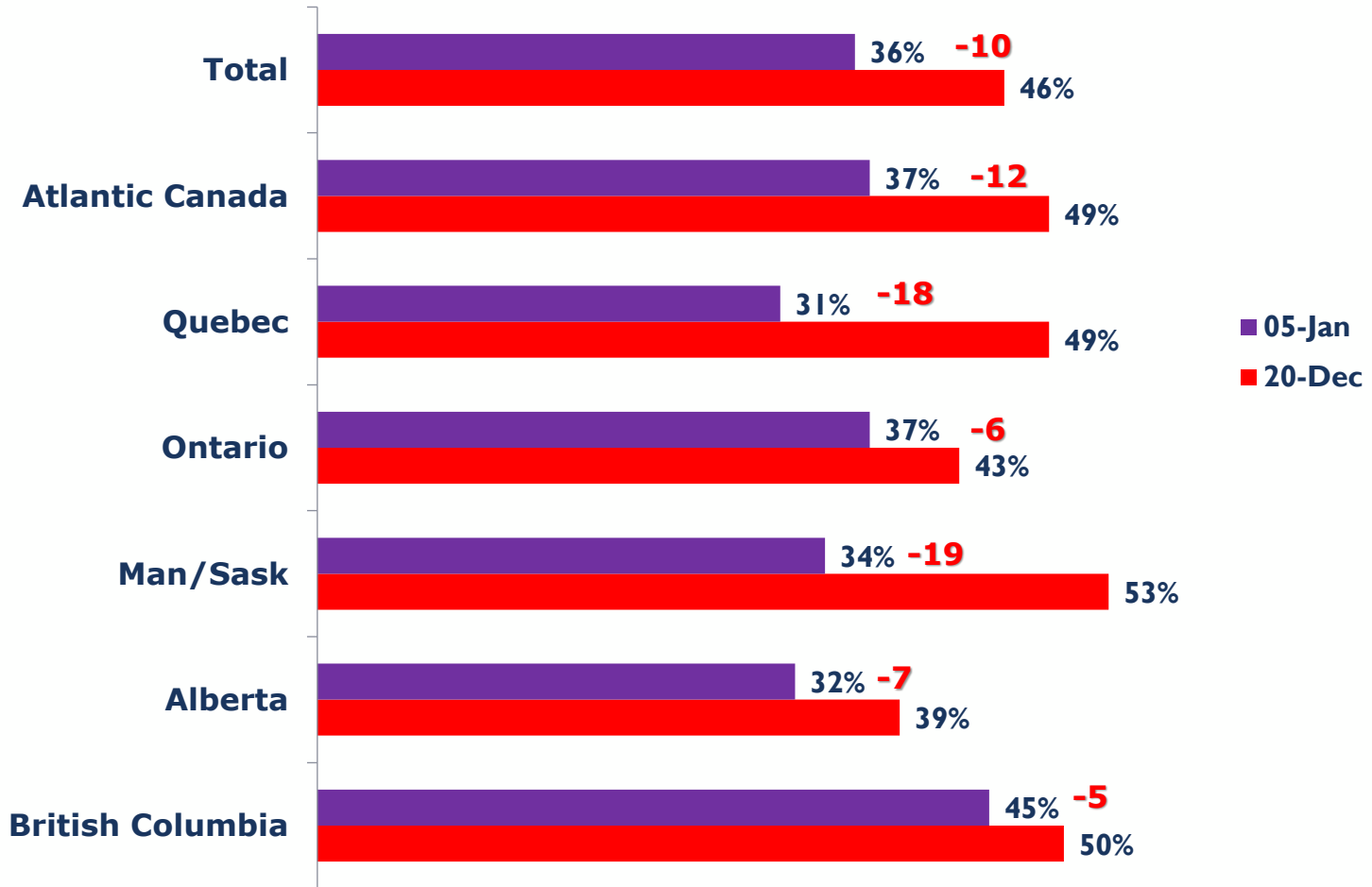
**Reduce capacity limits** at businesses/retail outlets and personal contacts to fifty percent (50%) for the next two weeks

Impose a **full lockdown** of residents for two weeks and only allow essential businesses and services remain open in order to be a virus spreader “circuit breaker”

Leave things **relatively unrestricted** and allow people to use their best judgment as to what they want to do

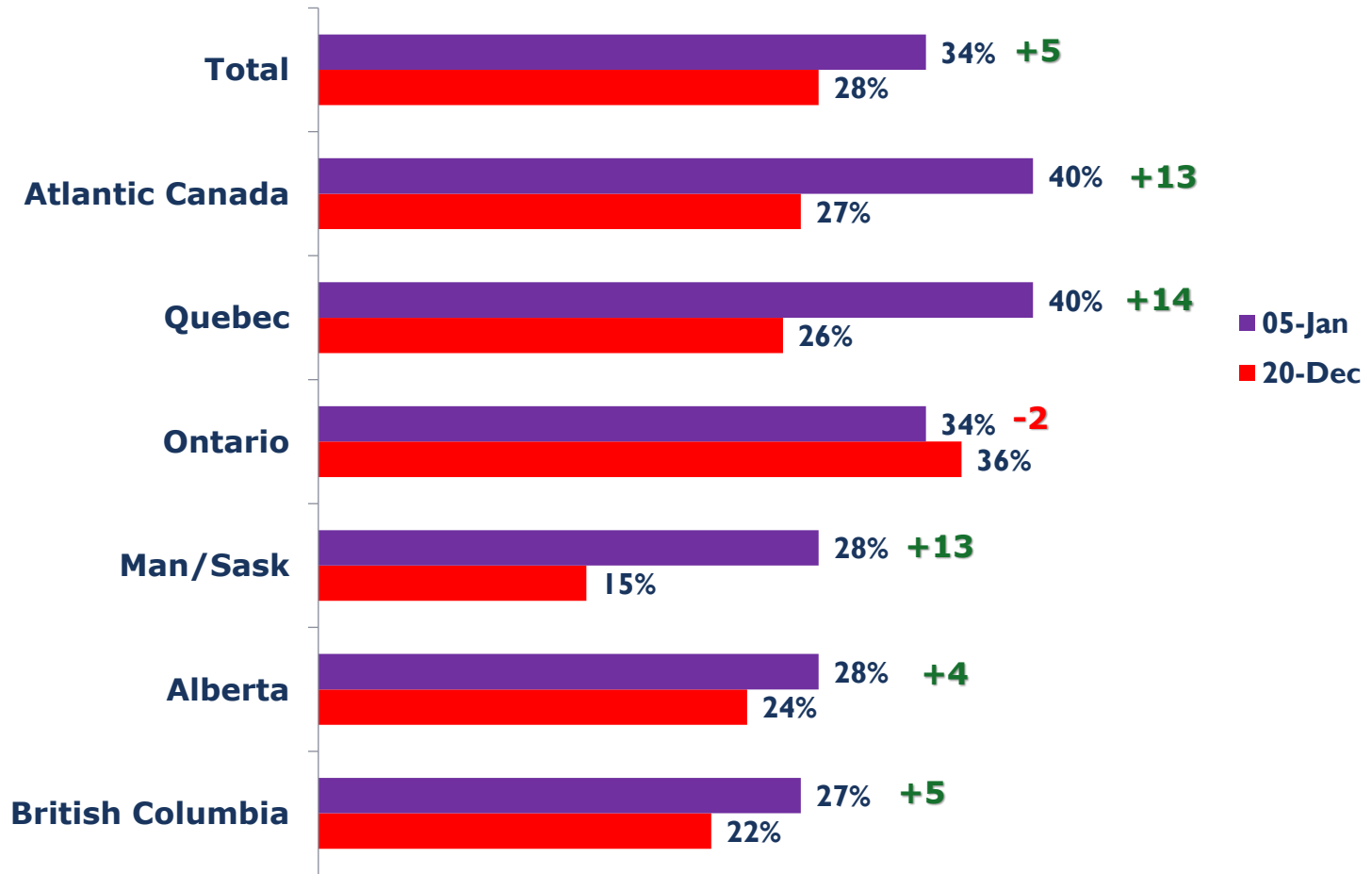
Choosing from three potential actions: #1

**Reduce capacity limits** at businesses/retail outlets and personal contacts to fifty percent (50%) for the next two weeks



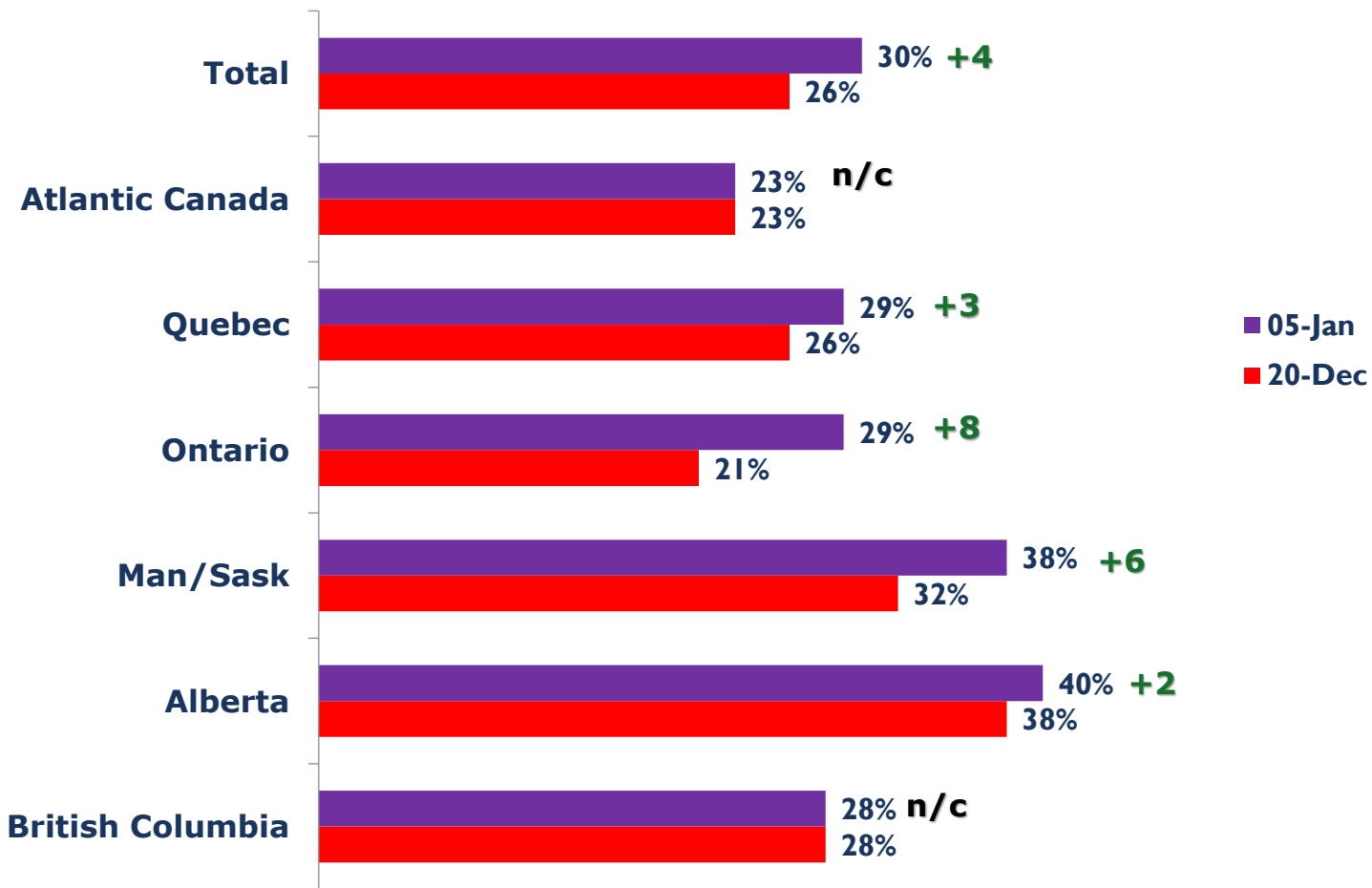
Choosing from three potential actions: #2

Impose a **full lockdown** of residents for two weeks and only allow essential businesses and services remain open in order to be a virus spreader "circuit breaker"



Choosing from three potential actions: #3

Leave things **relatively unrestricted** and allow people to use their best judgment as to what they want to do





**maru/**

**Maru is a world leading CX and Insights Software & Advisory Services company.**  
Maru was founded to disrupt the data and insight delivery industry with a combination of Software & Advisory Services delivering data in real-time via a unique service model. Maru helps its clients make informed decisions in near real-time by combining proprietary software, deep industry experience and access to the best minds in research. Maru's flexible service model means our clients can choose to self-serve our Software directly to create, launch and analyze projects; or choose to utilize our Software with knowledgeable support from insights experts. Maru successfully delivers major national and international CX and CEM programs for Enterprise organizations.

**Maru Public Opinion is a research and insight channel of the Maru Group. The division operates a global polling division for clients and collaborative media partners. A full description of the channel and access to polls released into the public domain can be found at [Maru Public Opinion](#)**

**Maru Public Opinion does not carry out any polling for any political party.**



**Paint Better Pictures, *Faster***  
NEW YORK / CHICAGO / SAN FRANCISCO / LOS ANGELES /  
LONDON / SOUTHAMPTON / EDINBURGH / BUENOS AIRES / TORONTO / VANCOUVER

**Maru Group**