



Contrasting Canadian and American year-end moods

TORONTO, December 28, 2021—The results of a new survey released today by Maru Public Opinion finds the top mood of Canadians as they struggle through the final Omicron plagued week of 2021 as frustrated (49%). Of the nineteen emotions Canadians could choose from to best describe how they feel right now, the remaining top four were anxious (41%), fortunate (39%), hopeful (35%), and grateful (35%).

This may seem appropriate as one-in-ten ([11%](#)) Canadians reported in a recent Maru Public Opinion sounding that they know someone within their immediate family and circle of friends who has contracted COVID since mid-December.

However, while a poll of Americans by Maru Public Opinion at the same time found that many more Americans ([17%](#)) know someone within their immediate family and circle of friends who have contracted COVID since mid-December, the top five emotions emerging from the nineteen offered reveal a very different universe of feelings when compared to Canadians: grateful (54%) and hopeful (53%), followed by feeling fortunate (50%), optimistic (46%), and anxious (36%).

And while many (44%) Canadians are concerned about their mental health heading into 2022, Americans are less likely to feel this way (38%--a difference of six percentage points).

Two of the major contributing factors for the differences between the two countries appear to be both concern with contracting the Omicron virus and the outlook on for the economy.

- Whereas a majority of Canadians (56%) are concerned they may contract the Omicron virus, many fewer Americans (45%) share that view (a difference of eleven percentage points).
- Whereas in Canada just four-in-10 (40%) believe the economy will improve in the next sixty days, a majority (51%) of Americans are more likely to take that position—a difference of eleven percentage points.
- And, whereas a minority (42%) of Canadians believe their own local economy will improve in the next sixty days, a full majority (59%) of Americans believe this will occur.

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See the following pages for a full list of contrasting moods at year end for both Canadians and Americans, plus a full methodology.

Canadian emotions at year's end:

Taking all things together, when you reflect on where you are at the end of this year, what are the top five emotions that you feel right now?

- Frustrated 49%
- Anxious 41%
- Fortunate 39%
- Hopeful 35%
- Grateful 35%
- Optimistic 31%
- Isolated 30%
- Calm 27%
- Bored 24%
- Nervous 23%
- Helpless 23%
- Sad 23%
- Edgy 22%
- Happy 21%
- Upset 20%
- Safe 20%
- Hopeless 15%
- Afraid 12%
- Scared 8%

American emotions at year's end:

Taking all things together, when you reflect on where you are at the end of this year, what are the top five emotions that you feel right now?

- Grateful 54%
- Hopeful 53%
- Fortunate 50%
- Optimistic 46%
- Anxious 36%
- Calm 35%
- Frustrated 34%
- Happy 34%
- Safe 25%
- Nervous 24%
- Edgy 17%
- Isolated 17%
- Sad 14%
- Bored 14%
- Helpless 10%
- Upset 10%
- Scared 9%
- Afraid 8%
- Hopeless 8%

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. The American data was collected December 20, 2021, among 1,507 American adults (aged 18+) who are Maru Springboard America online panelists. 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 to US census data which ensures the sample reflects the composition of the adult population of United States. The references to the economic data in both countries are part of a monthly syndicated study undertaken by Maru Public Opinion. The data was collected simultaneous to the "mood" data and are available on a one-time request.

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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