



Modus
RESEARCH

SURVEY ABOUT ISSUES IN THE NEWS
MARCH 2022

TOP-LINE RESULTS

Introduction

Conducted in March 2022, this survey covered a variety of issues, including people's views on current news events, the use and trust in mainstream media, concern about potential threats, attitudes to authority and trust in various organizations and occupations, the COVID pandemic and misinformation

- The survey was conducted during March 2022 amongst a representative sample of over 800 Canadian business managers and executives
- The results have been weighted by region and company size using data from Statistics Canada.
- As a scientific sample, the survey data has a margin of error of +/- 3.5 percentage points with 95% confidence

Highlights I

- While Canadian managers and executives are very optimistic about their own well-being, they are very pessimistic about the social and political health of Canada with less than a third of respondents being optimistic about the latter.
- In general, managers trust the coverage of mainstream news on the major issues, although less than a majority trust them completely.
- Daily newspapers, TV news, and (to a lesser extent) radio are still consulted most frequently by business leaders, although nearly one-third consult social media for their news each day.
- Over 70% of Canadian managers are in favour of military support for Ukraine (and almost 60% support NATO's actions) although nearly 60% are very concerned that the war will escalate into a broader conflict.
- Most Canadian managers support vaccine boosters, vaccine mandates and the mandate to have truckers vaccinated but a significant minority are opposed. Opinion is even more sharply divided on the use of the Emergencies Act and the freezing of protesters' bank accounts with 40-50% in favour and a similar number against.
- Nearly 60% of Canadian managers are very concerned about an escalation of the Ukrainian conflict. This was their top concern along with inflation. Government surveillance and climate change were of significant but lesser concern.

Highlights II

- Opinion on Government surveillance is evenly split but twice as many managers think they should definitely not have the right vs. those who think they definitely should. Over 70% say that Government should not have the right to demand financial information from banks, collect their personal information without their knowledge, or monitor their emails or other online information.
- Very few managers (<10%) trust Telcos, unions, mainstream media, or pharmaceutical companies. Not many more (<20%) trust government or big banks. Much greater trust is expressed for the police, the military and credit unions, with the greatest trust being shown for public health agencies.
- In terms of occupations, only 31% of Canadian managers trust the police completely and less than 20% trust bankers, lawyers, public servants, or military leaders completely. Almost nobody trusts politicians. By contrast, more than half trust scientists and pharmacists. Nurses are the most trusted with two-thirds trusting them completely.

Highlights III

- Turning to COVID, clear majorities support the lifting of all types of restrictions.
- Regarding the statements made about vaccines: more than two-thirds of managers felt that “all this talk about vaccinated and unvaccinated people is very divisive”. A bare majority of managers (56%) believe vaccines are perfectly safe but less than half believe that vaccination is better than natural immunity. Opinion on whether vaccine passports will normalize people to being monitored was evenly split, whilst the weight of opinion was against censoring people who say vaccines are not safe and only a bare majority (55%) did not agree that the dangers of COVID have been exaggerated.
- With respect to vaccine effectiveness, over two-thirds of Canadian managers believe they prevent serious illness, but opinion is divided on whether they prevent contraction and only 20% believe that vaccines prevent transmission.
- Of the various beliefs about COVID, two-thirds of managers think that masks prevent transmission and 60% agree that lockdowns help stop the spread of COVID. Only 56% believe that natural immunity proves protection against COVID, whereas opinion is evenly split on whether vaccines can have serious side effects.
- Nearly two-thirds of Canadian managers are very concerned about COVID misinformation on social media



Looking Out the Next 12 Months

How optimistic or pessimistic are you about each of the following over the next 12 months?

■ Pessimistic (1-3)

■ Neutral (4)

■ Optimistic (5-7)

Your well being



The social and political health of Canada





Follow Stories in The News

Over the past month, how closely have you followed the news about each of the following?

■ Not followed (1-2) ■ Somewhat followed (3-5) ■ Followed closely (6-7)

The conflict with Russia over Ukraine



How governments and public health authorities are responding to the COVID pandemic



The trucker convoy protests



Canadian Federal Politics



Pandemic developments such as the number of COVID cases, hospitalizations and deaths





Trust in Mainstream Media

Overall, to what extent do you trust Canadian mainstream news media coverage of each of these stories?

■ Do not trust (1-2) ■ Trust somewhat (3-5) ■ Trust completely (6-7)

The conflict with Russia over Ukraine



Pandemic developments such as the number of COVID cases, hospitalizations and deaths



The trucker convoy protests



How governments and public health authorities are responding to the COVID pandemic



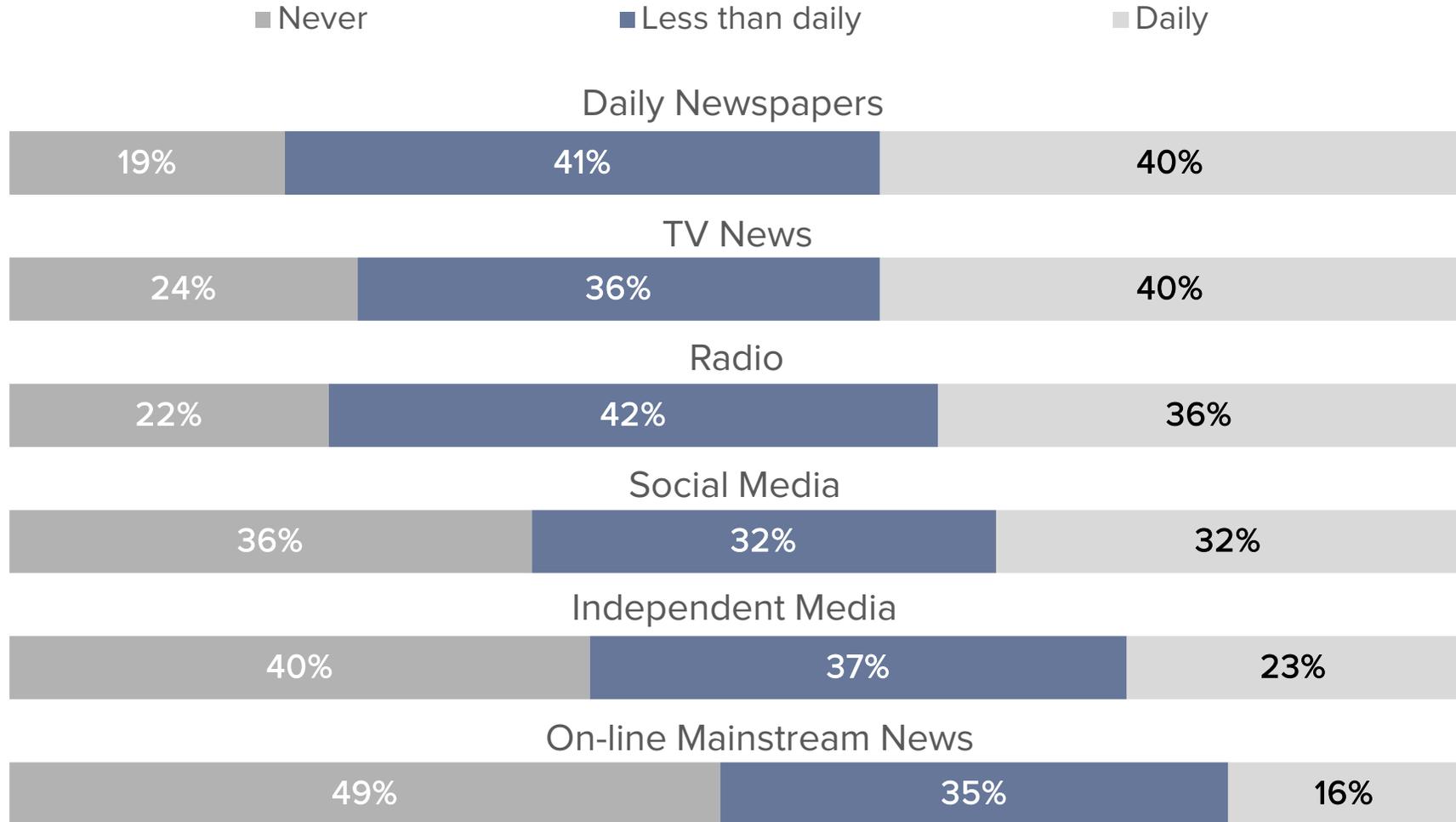
Canadian Federal Politics





Media Usage

How often, if ever, do you check the following media for your news?





Position on Issues in the News I

How strongly do you support or oppose each of the following?

■ Oppose (1-3)

■ Neutral (4)

■ Support (5-7)

Canada sending military personnel and weapons to Ukraine



NATO's actions in Eastern Europe



Requiring two vaccinations plus a booster shot to be considered fully vaccinated



Vaccine passports



The mandate to have truckers who cross the US border vaccinated





Position on Issues in the News II

How strongly do you support or oppose each of the following?

■ Oppose (1-3)

■ Neutral (4)

■ Support (5-7)

Giving Canadian banks the power to monitor/freeze bank accounts of protesters



The federal government using the Emergencies Act to deal with protesters



The trucker convoy protests



Russia's actions in Ukraine





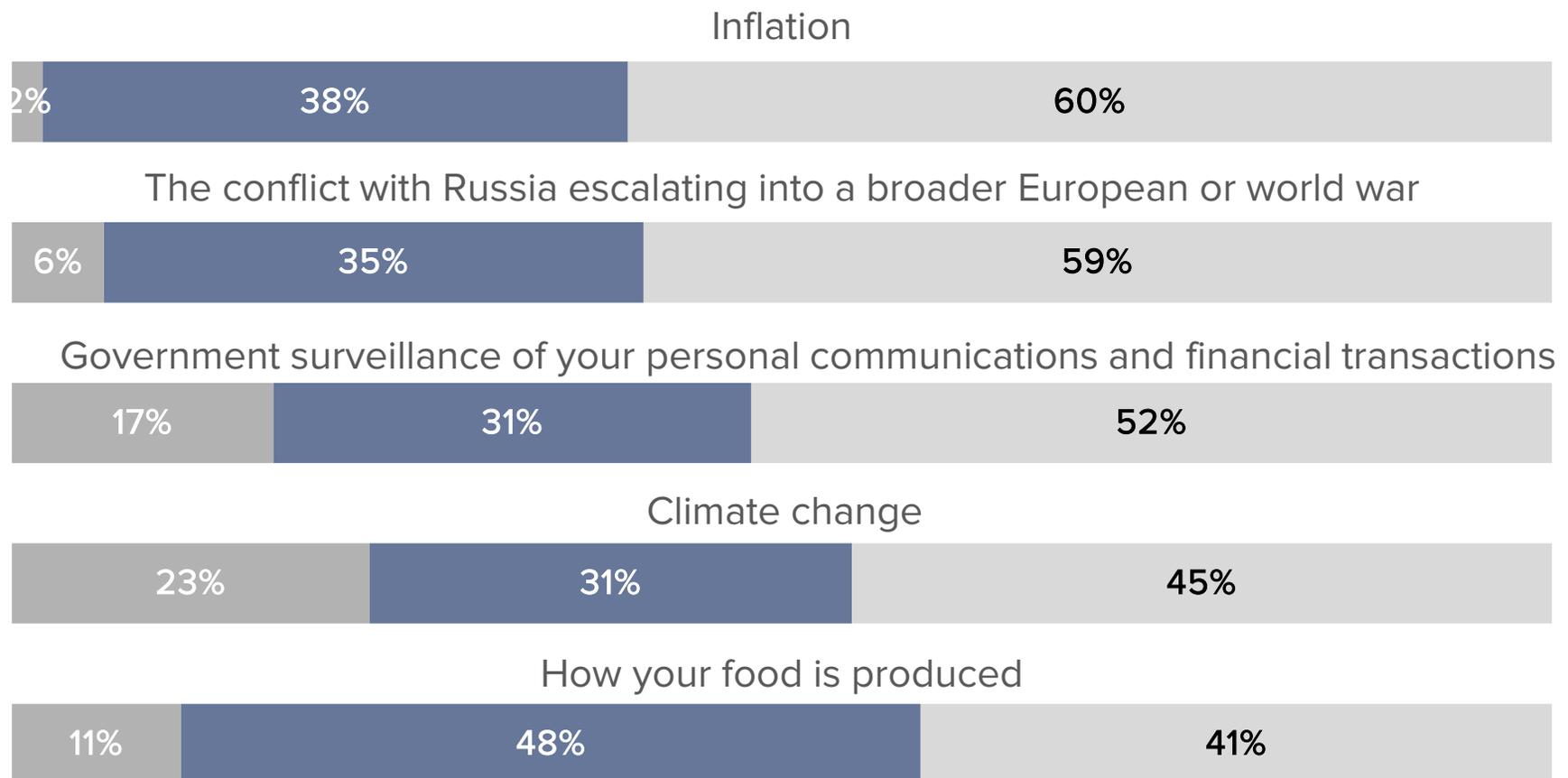
Concern About Potential Threats I

How concerned are you about how each of the following may impact your well being?

■ Not concerned (1-2)

■ Somewhat concerned (3-5)

■ Very concerned (6-7)





Concern About Potential Threats II

How concerned are you about how each of the following may impact your well being?

■ Not concerned (1-2) ■ Somewhat concerned (3-5) ■ Very concerned (6-7)

Interest rates rising over the next year



The threat of nuclear war



People who refuse to get vaccinated



Getting seriously ill from COVID



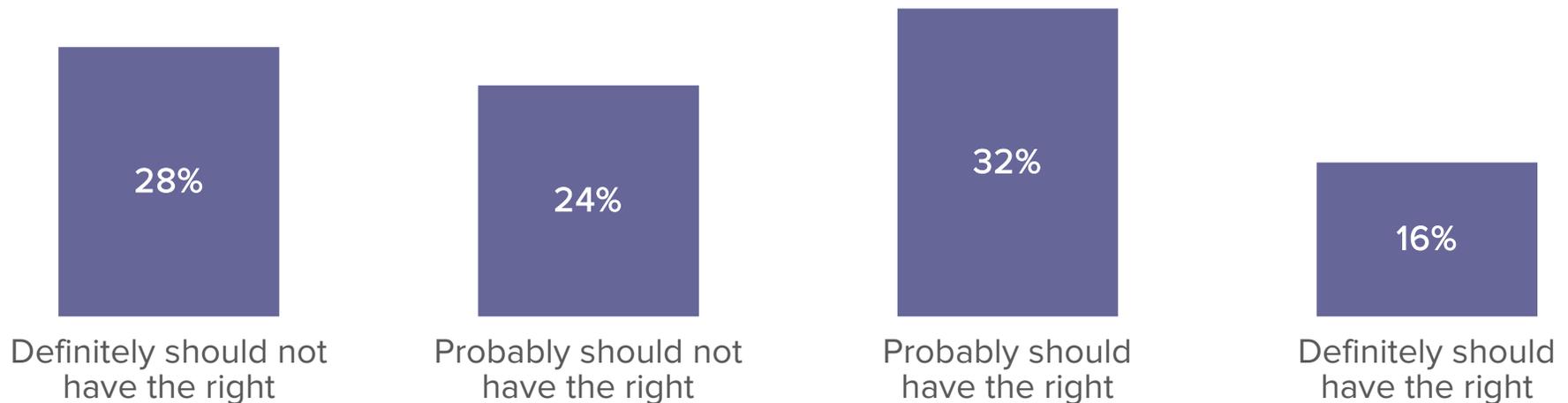
Driving on Canada's highways





Government right to - video surveillance

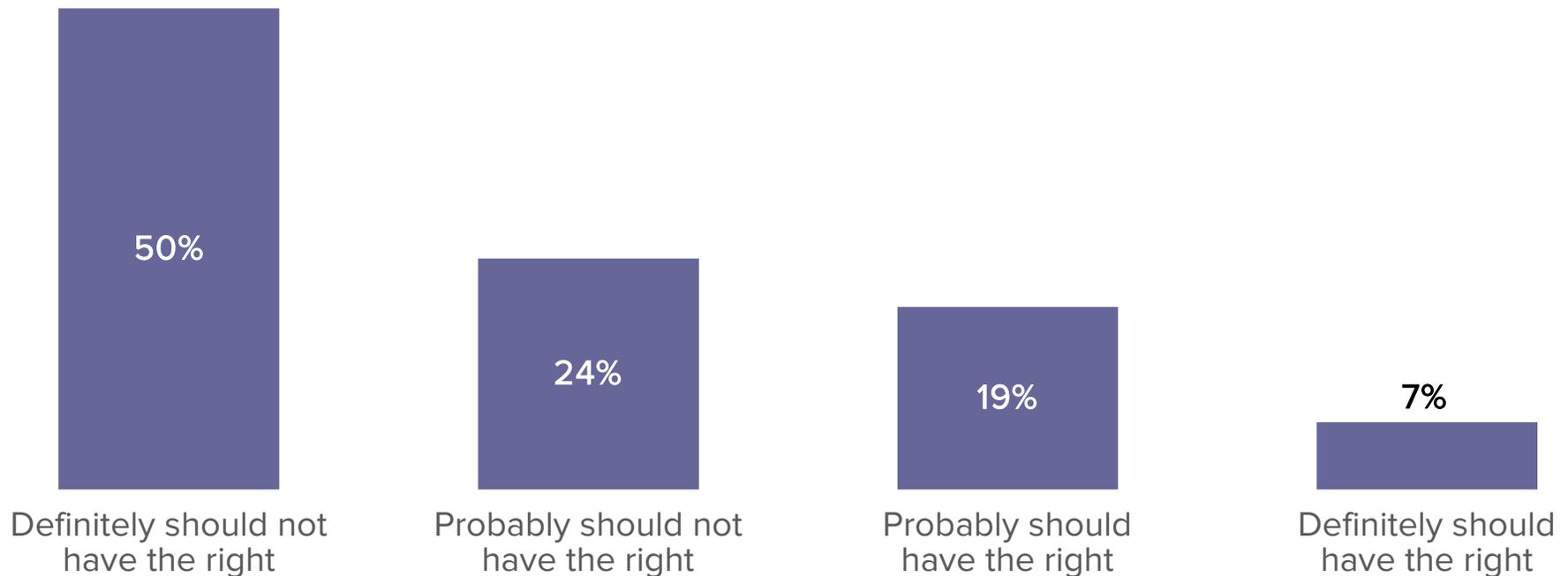
Do you think that the Canadian government should or should not have the right to keep people under video surveillance in public areas?





Government right to – collect information

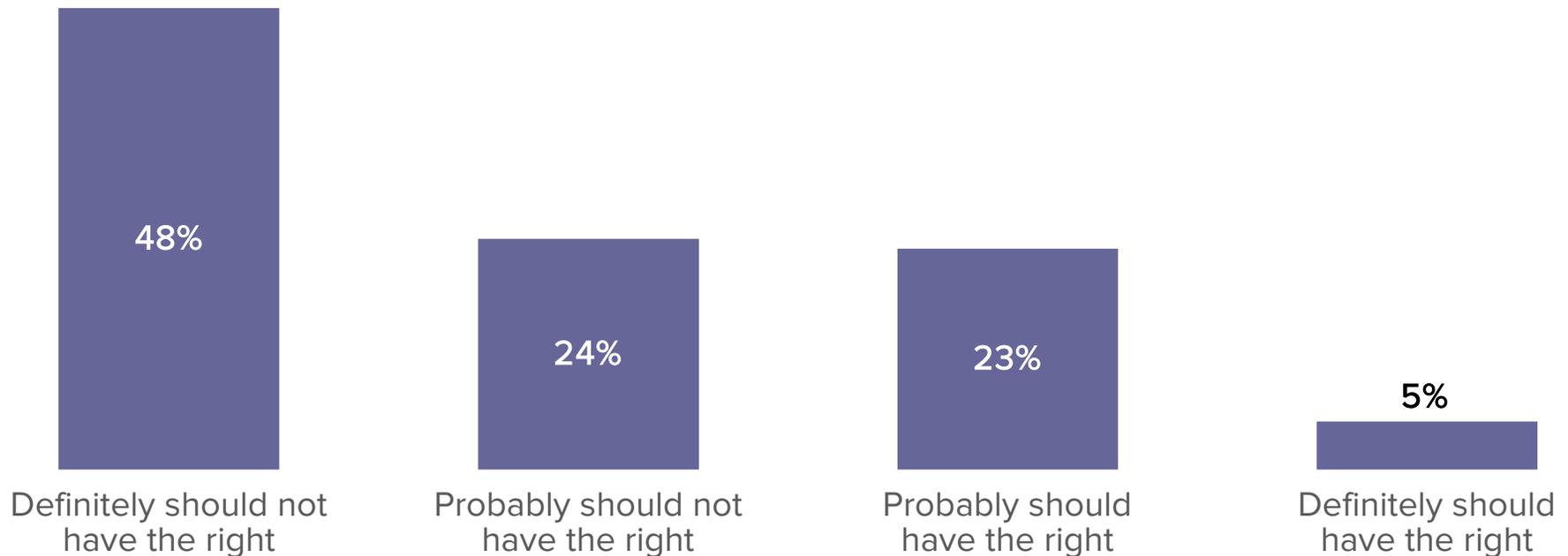
Do you think that the Canadian government should or should not have the right to collect information about anyone living in this country without their knowledge?





Government right to – demand financial information

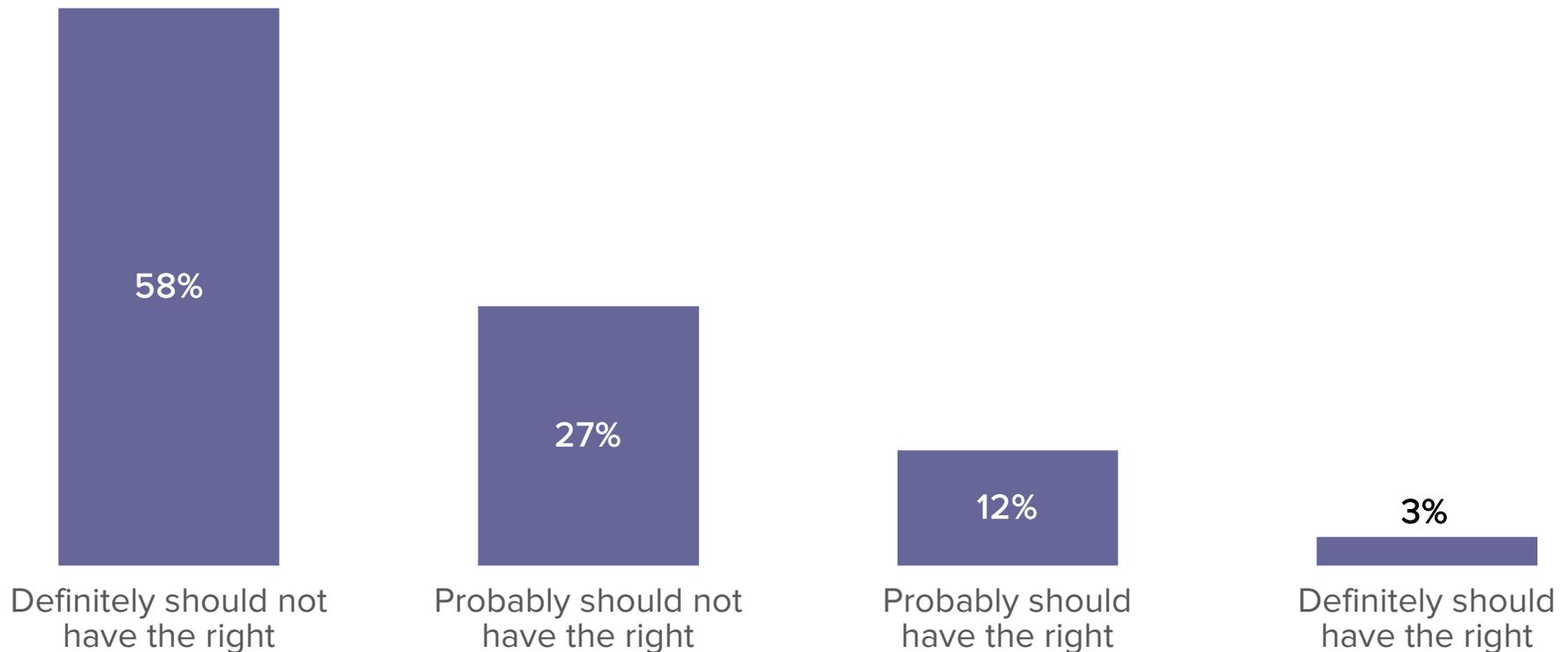
Do you think that the Canadian government should or should not have the right to demand information about peoples' finances from banks





Government right to – monitor all emails

Do you think that the Canadian government should or should not have the right to monitor all e-mails and any other information exchanged on the Internet?





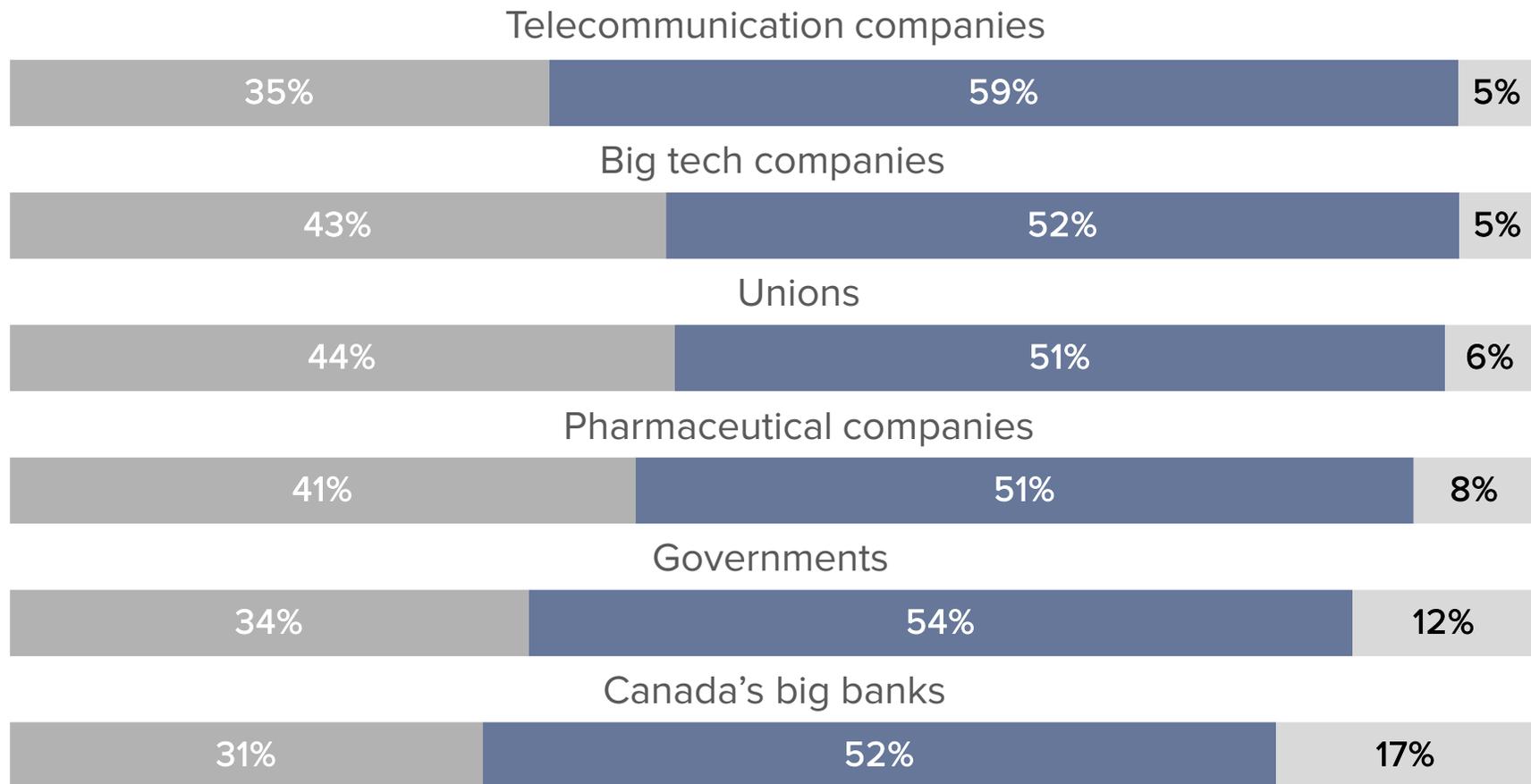
Trust in Organizations I

Generally speaking, to what extent do you trust each of the following types of organizations?

■ Do not trust (1-2)

■ Trust somewhat (3-5)

■ Trust completely (6-7)





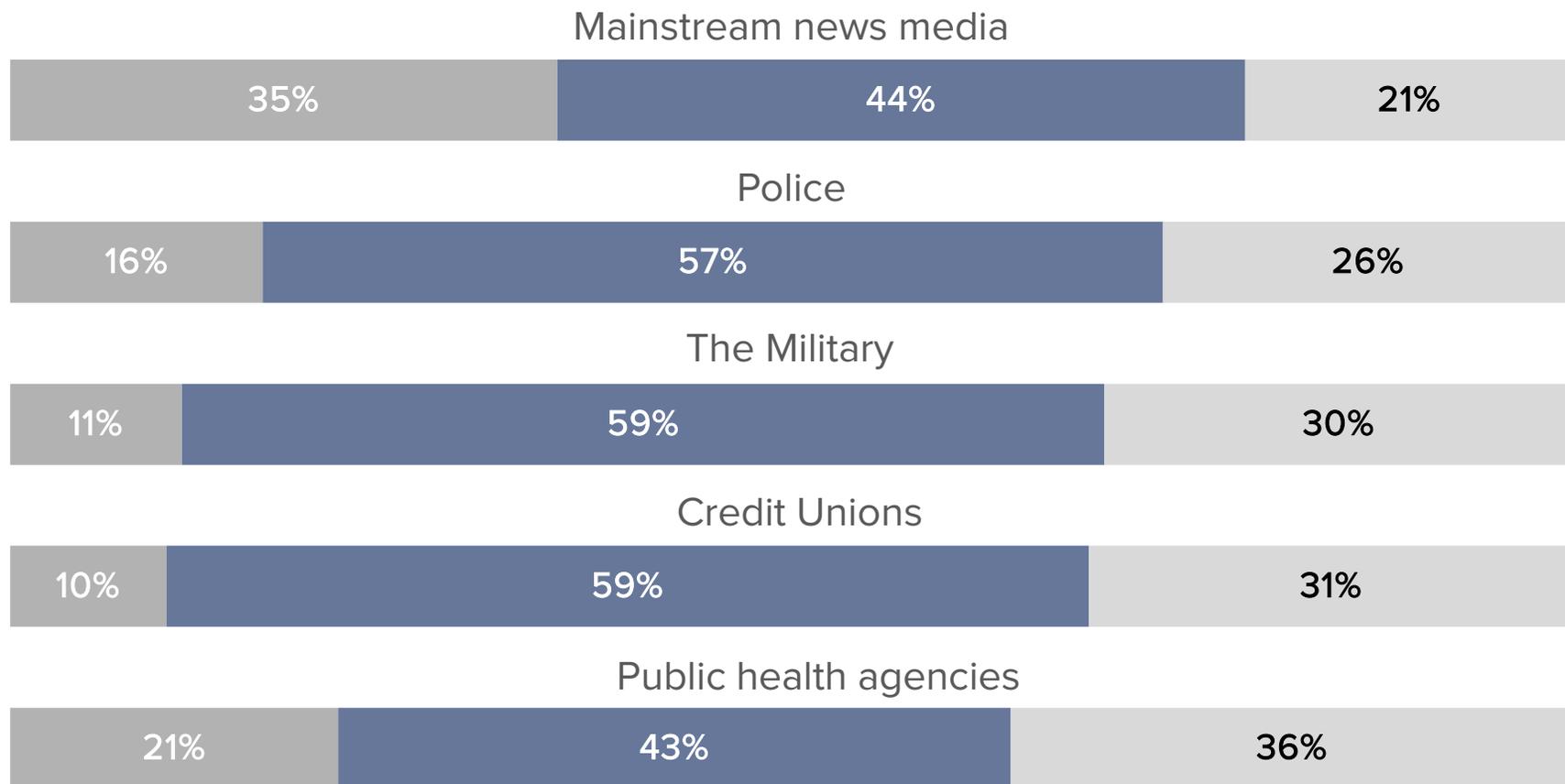
Trust in Organizations II

Generally speaking, to what extent do you trust each of the following types of organizations?

■ Do not trust (1-2)

■ Trust somewhat (3-5)

■ Trust completely (6-7)





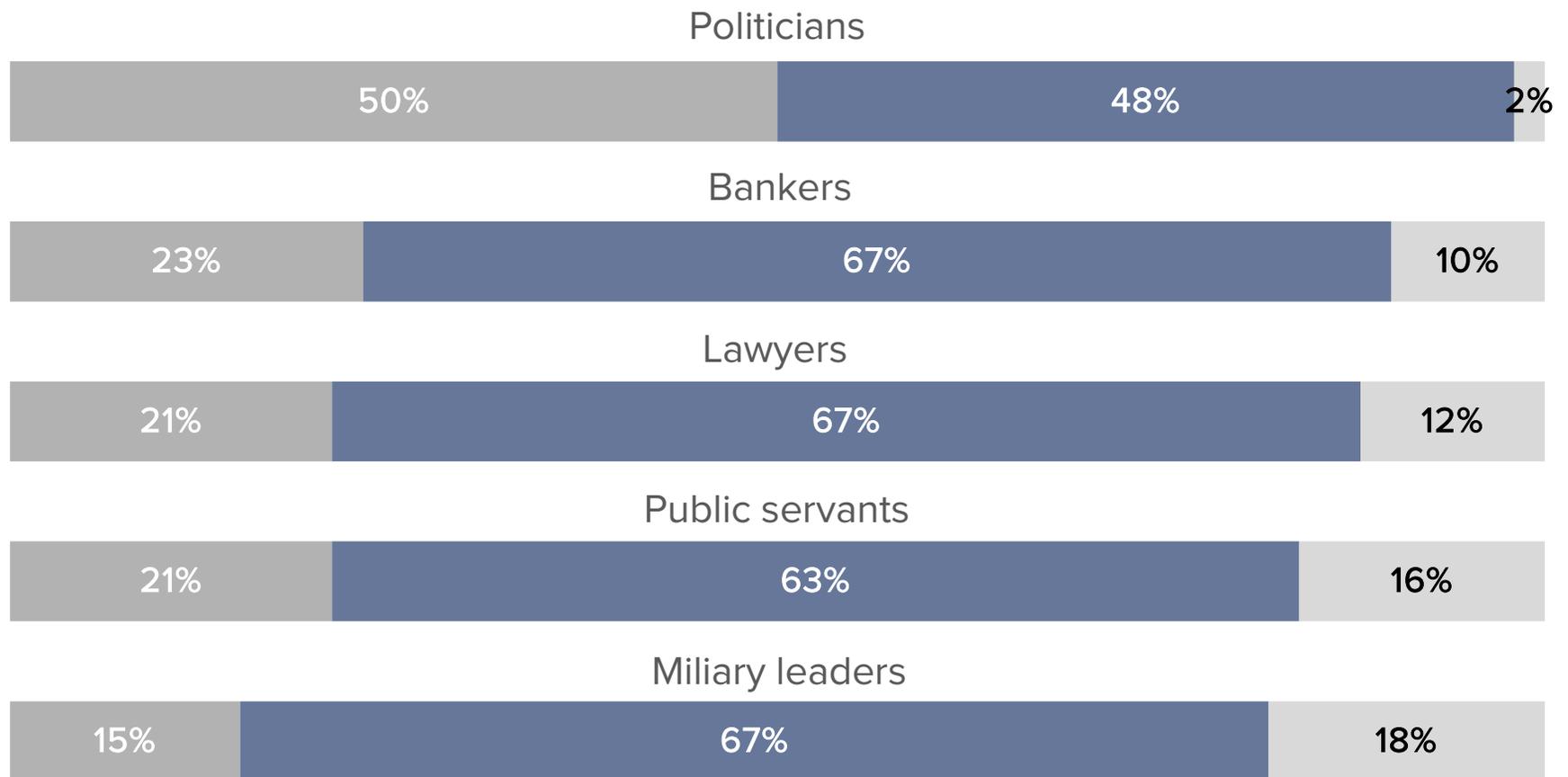
Trust in Occupations I

Generally speaking, to what extent do you trust people working in the following occupations?

■ Do not trust (1-2)

■ Trust somewhat (3-5)

■ Trust completely (6-7)





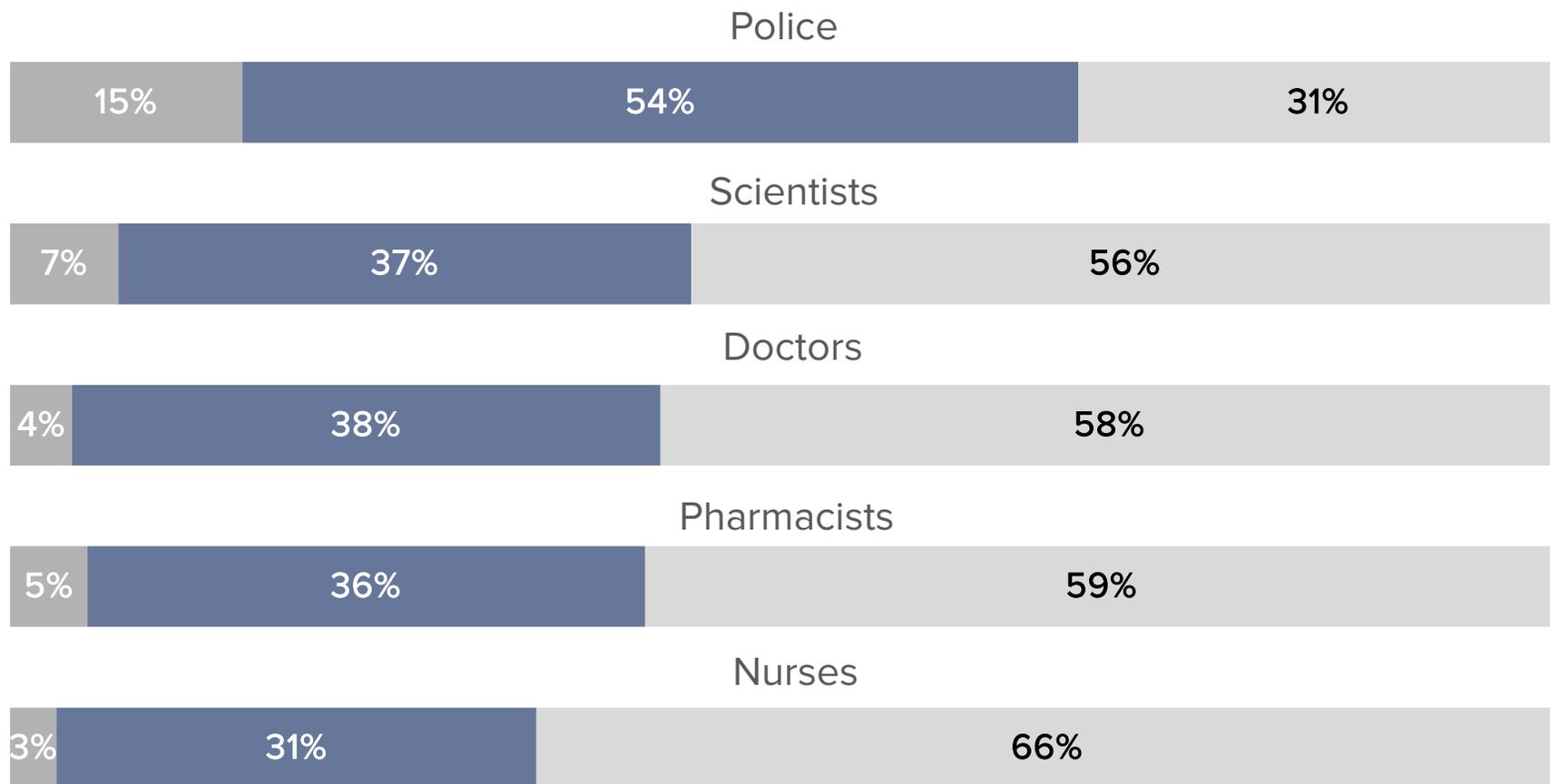
Trust in Occupations II

Generally speaking, to what extent do you trust people working in the following occupations?

■ Do not trust (1-2)

■ Trust somewhat (3-5)

■ Trust completely (6-7)





Easing Restrictions

How strongly do you support or oppose lifting each of the following restrictions in your province?

■ Oppose (1-3)

■ Neutral (4)

■ Support (5-7)

The number of people permitted to attend indoor sporting events or concerts



The requirement to wear a mask in indoor public spaces



The number of people permitted to attend indoor gatherings



The requirement to provide proof of vaccination in various places



Vaccine mandates or requirements for people to be vaccinated





Thoughts on COVID Vaccines

How strongly do you agree or disagree with each of the following statements?

■ Disagree (1-3)

■ Neutral (4)

■ Agree (5-7)

All this talk about vaccinated and unvaccinated people is very divisive



COVID vaccines are perfectly safe



The immunity provided by vaccines is better than natural immunity



Digital vaccine passports will normalize people to being constantly monitored



People who claim vaccines are not safe need to be censored on social media



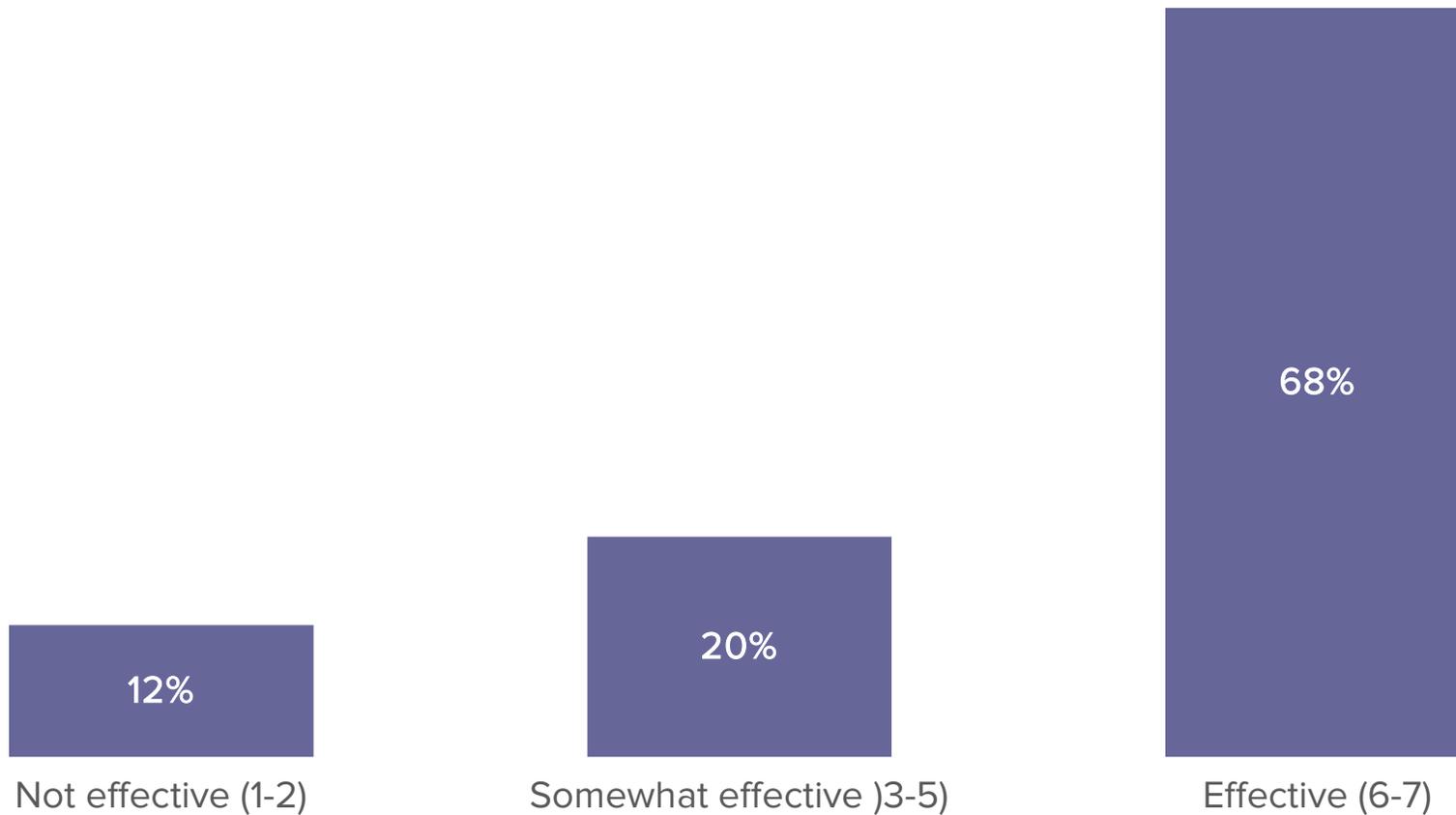
The dangers of COVID have been exaggerated





Vaccine Effectiveness - serious illness

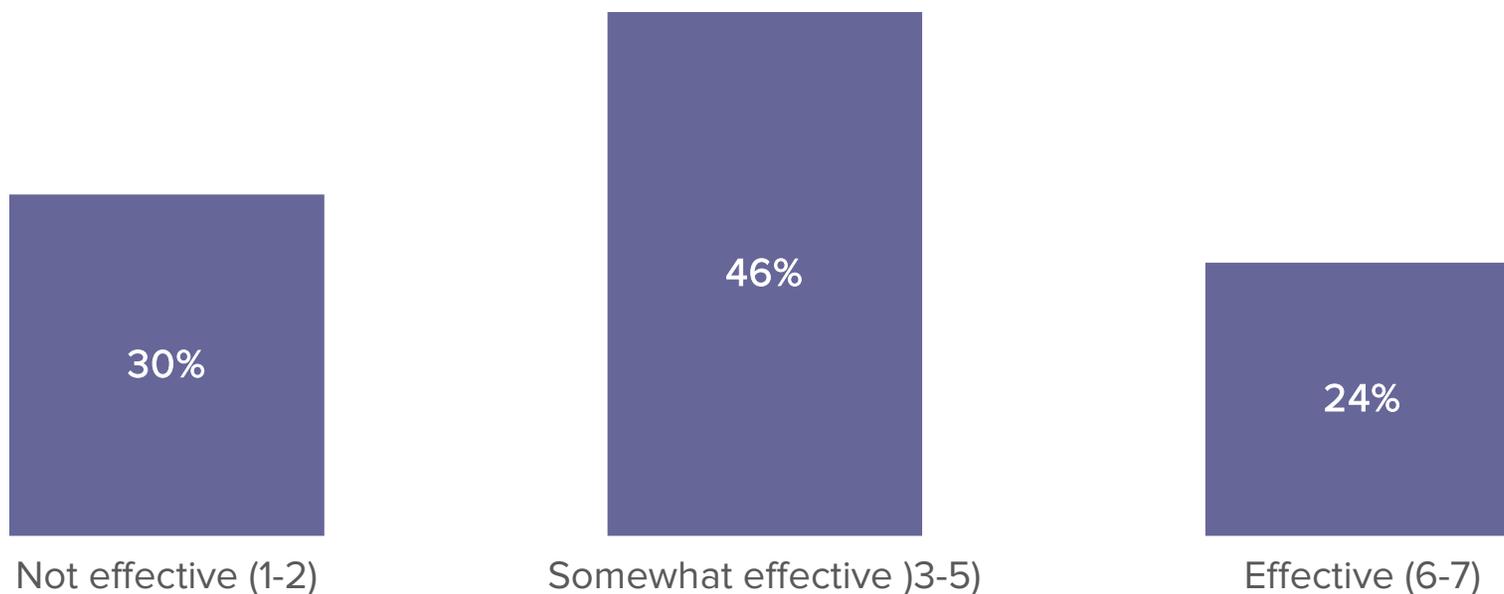
Based on everything you have read or heard about COVID vaccines, how effective do you think they are at protecting people from developing serious illness or death?





Vaccine Effectiveness – contracting

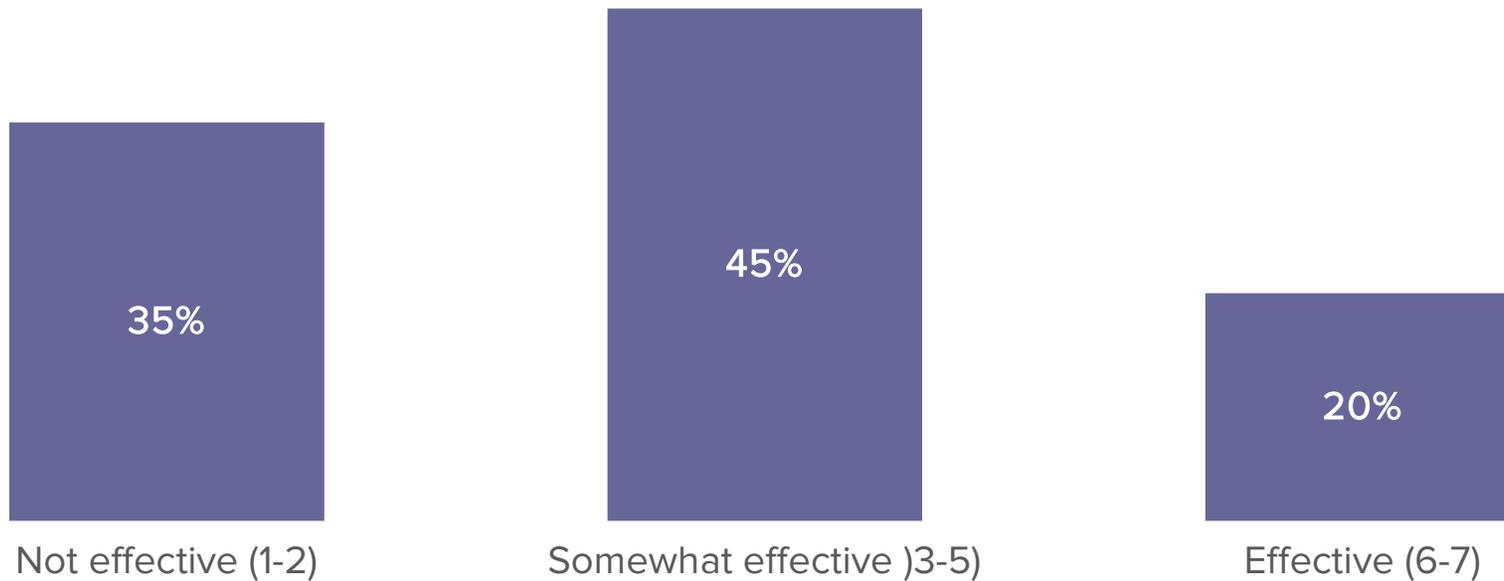
Based on everything you have read or heard about COVID vaccines, how effective do you think they are at protecting people from contracting COVID?





Vaccine Effectiveness - transmission

Based on everything you have read or heard about COVID vaccines, how effective do you think they are at preventing people from transmitting COVID?

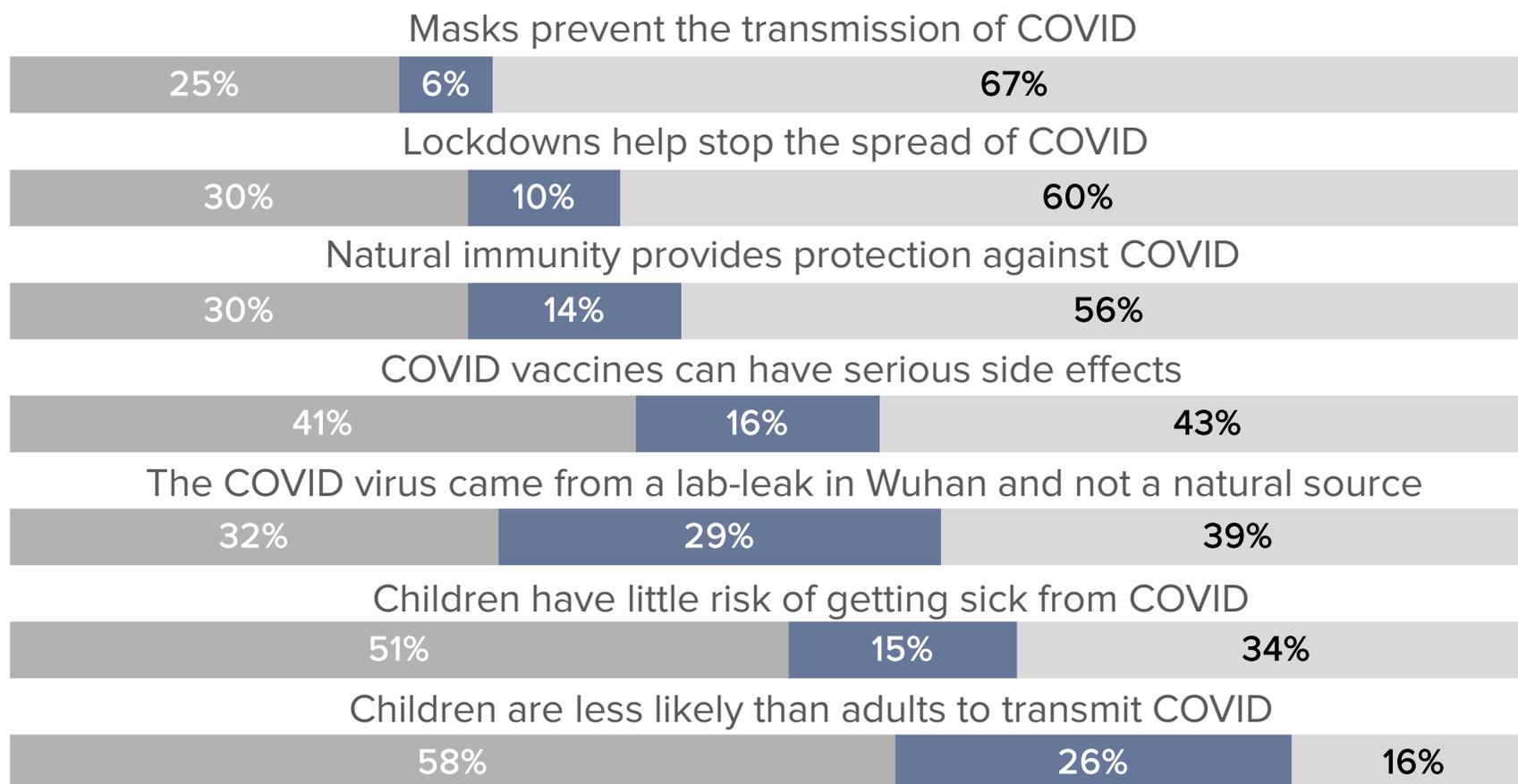




Ideas about COVID

There are a lot of different ideas circulating about COVID and the pandemic. How strongly do you agree or disagree with each of the following statements?

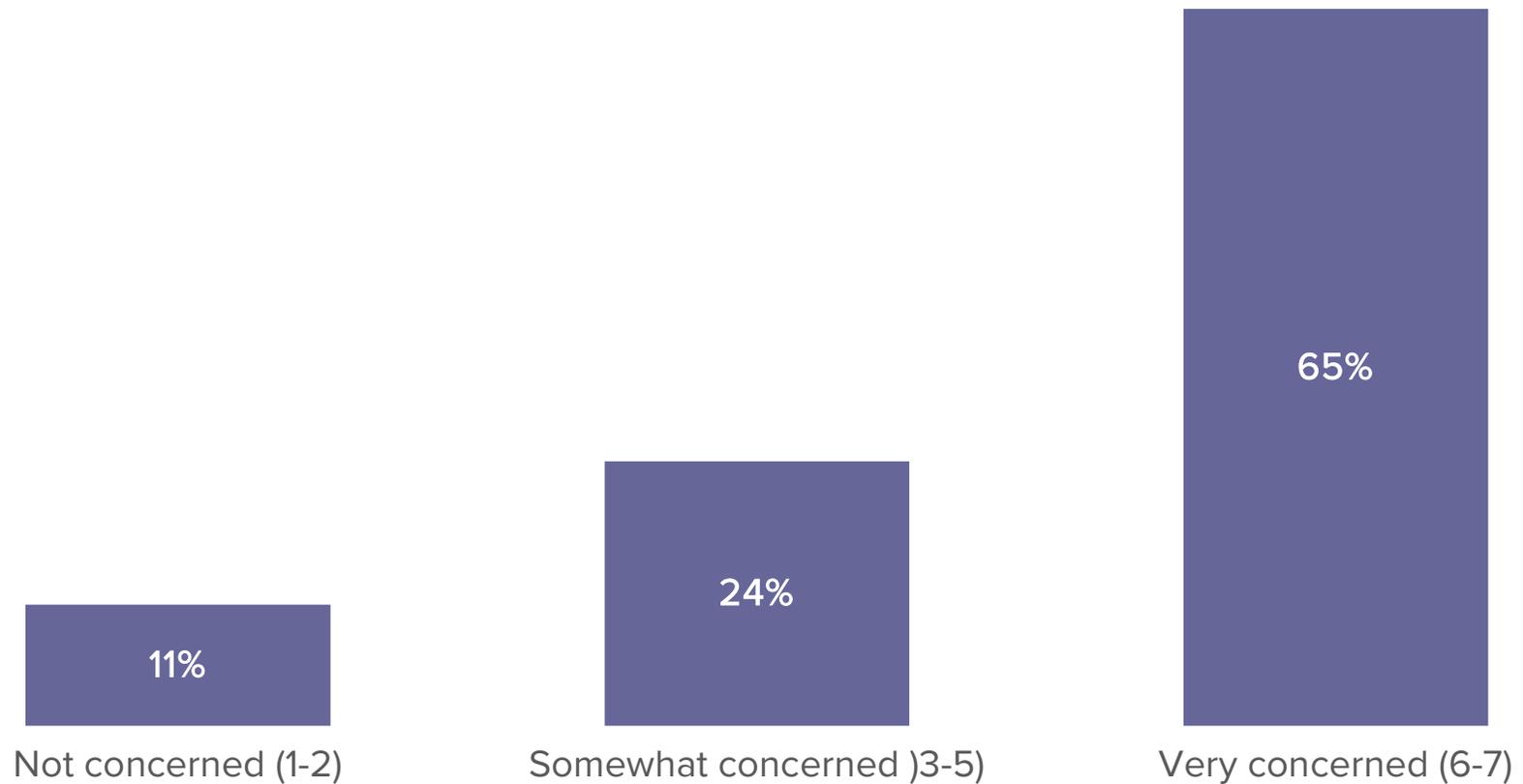
■ Disagree (1-3) ■ Neither agree nor disagree (4) ■ Agree (5-7)





COVID Misinformation on Internet or Social Media

How concerned are you about misinformation about COVID and the pandemic response on the internet or social media?





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