

LAMBTON PUBLIC HEALTH COVID-19 COMMUNITY HEALTH SURVEY

REPORT

November 2021

© 2021 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



Table of contents

3	Introduction: objectives and methodology
8	Summary of findings
15	COVID-19 Outlook
22	Vaccinations
29	Mental health and financial well-being
36	Trust, confidence and perceived impact of Lambton Public Health
41	Demographics

OBJECTIVES & METHODOLOGY

Objectives



Objectives

Lambton Public Health commissioned Ipsos to conduct a survey among its residents to understand how the COVID-19 pandemic has impacted the community and to identify needs within the community. Specifically, the survey includes questions on public health mandates, vaccines, and the role of local public health units in communicating information about the COVID-19 pandemic. This survey follows another survey conducted by Lambton Public Health on the impact of COVID-19 on the community in May/June 2020 ([click here](#)).

Context

Just before the launch of the survey, Ontario began to enter a “fourth wave” of COVID-19, with cases reaching a high of 944 cases in the first week of September. Due in part to the success of the spring rollout of vaccines in Ontario, the fourth wave did not result in a sudden surge of cases, unlike the second and third waves, where there were 4000+ cases reported daily at the peak.

The proportion of residents of Lambton County born in 2009 or earlier who are fully vaccinated has exceeded 80%* and is comparable to the provincial average.

On July 16, 2021, Lambton County entered Step 3 of the province's re-opening plan, which remained unchanged through the survey period. Public health measures continued to be in place, including physical distancing and indoor masking mandates, but most businesses were able to open in some capacity.

*The vaccination rate for Lambton County was just under 80% when the survey was conducted. The most recent vaccination rate details can be found in the detailed *Lambton County COVID-19 Surveillance Report*, which can be accessed at: <https://lambtonpublichealth.ca/2019-novel-coronavirus/>.

Methodology



The Lambton Public Health *Community COVID-19 Survey* was administered via a **telephone methodology** that included a **dual frame design**, starting first with cell phone sample, to better reach younger residents, and then following with a landline sample. This resulted in a final sample of 72% cell phones and 28% landlines. The survey was 14 minutes in length.

A total of **n=800 residents** of Lambton County were surveyed between September 16 to October 8, 2021. The margin of error associated with the total sample size of 800 is +/- 3.5%, 19 times out of 20. Smaller sub-sets of the population will have larger margins of error.

Quota targets were set to obtain a representative sample of residents by gender, age, and geographical areas (urban, semi-urban and rural). The data were weighted to the latest Statistics Canada Census (2016) information to correct for minor deviations on quotas. The RIM weighting efficiency was 96.4%.

Study limitations:

In a voluntary study, a non-response bias may be present, for example, people who are in poor mental health may be less likely to want to participate in the survey and therefore be underrepresented. It is also important to note that in any telephone survey with an interviewer, there may be a social desirability bias in which respondents tend to provide answers that could be considered socially desirable. For example, they may wish to portray themselves or their communities in a more positive light. However, the effects of both cannot be discerned from the data.

Methodology



The table below provides a breakdown of the proportion of responses (unweighted) from each geographical area within Lambton County as well as the target regional proportions that reflect 2016 Census regional area proportions. Data were weighted to reflect the target area proportions.

Geographical area	City/town	Area proportion	Actual regional area proportions	Target regional area proportions
Urban	Sarnia	53%	58%	60%
	Bright's Grove (considered part of Sarnia)	4%		
	Point Edward (Village)	2%		
Semi-urban	St Clair (Township)	10%	30%	30%
	Wyoming (Town) or Plympton-Wyoming	6%		
	Petrolia (Town)	8%		
	Lambton Shores (Municipality)	6%		
Rural	Brooke-Alvinston (Municipality)	2%	12%	10%
	Dawn-Euphemia (Township)	2%		
	Warwick (Township)	2%		
	Oil Springs (Village)	1%		
	Enniskillen Township	2%		
	A First Nations reserves in/around Lambton County	2%		
	Another rural area around Lambton County	2%		



Reporting conventions and comparator data



Reporting conventions

Throughout the report, totals may not add to 100% due to rounding, or because the question is a multi-select question where respondents were permitted to choose or provide more than one response.

Questions for which respondents answered “don’t know” or “not applicable”, or refused to answer, are indicated as “DK/NA”.

We ran statistical significance testing using a t-test applied across subgroups, at a confidence level of 95%.

Subgroups with significant differences are pulled out into callout boxes or are indicated by letters if subgroups are shown in tables. A letter indicates that a result is significantly higher for this group when compared with the others.

SUMMARY OF FINDINGS

Summary



Perceived threat of COVID-19 has declined with the vaccine rollout

The impact of the 2nd and 3rd waves of the COVID-19 pandemic are apparent, with 4% of Lambton residents reporting they have contracted COVID-19 and 11% saying they have a family member who has tested positive.

Concern about contracting the virus has declined significantly since the first wave of the pandemic, with 47% indicating they are *very or somewhat worried* about getting COVID-19, a decline of 21 points since last year.

Perceptions of the seriousness of COVID-19 on health have also declined (25% rated *extremely/very seriously*, down 11 pts), although this remains higher among seniors.

Despite declining concerns about the impact of the virus, most are still supportive of public health measures, including the continued use of mandatory masks in public (81% agree with this measure), vaccine passports (71% agree) and re-introducing lockdown measures if cases begin to overwhelm hospitals (72%). It is important to keep in mind that roughly one quarter of the population are not supportive of these public health measures.

While many still worry about getting COVID-19 and its health impact, fear is less acute compared to last year.

Most are supportive of maintaining public health measures (such as mandatory masks, vaccine passports and re-introducing lockdown measures if needed), but roughly one quarter of the population is against these public health measures.

Summary



Mental health continues to decline since the start of COVID-19 pandemic

Self-reported mental health has continued to decline since the onset of the pandemic, with 59% reporting they have *excellent/good* mental health, compared to 70% in 2017.

One-third say their mental health has changed for the worse since COVID-19, an increase over last year. Women, parents, younger residents (under 45 yrs old) and those born in Canada are most likely to report that their mental health has worsened since the start of the COVID-19 pandemic. Younger residents (aged 18 to 34) have the lowest self-rated mental health and have experienced a steep decline since prior to the pandemic (37% self-rating excellent or very good, down 18 pts since 2017). Those aged 35 to 44 experienced an equally steep decline in mental health over the same period (50%, down 19 pts).

In terms of financial well-being, many are *doing well or fine* financially, but a small proportion (10%) report they are suffering from financial hardship

Just over one-half (53%) of Lambton residents report they are doing well financially, 35% say they are doing fine but not able to save money and 10% indicate they are having a difficult time. More residents report a negative shift (31%) in their finances than positive (15%) as a result of COVID-19. Those in the lowest income bracket (<\$30K annually) are three times more likely to say they are having a difficult time financially, and those with fair/poor mental health are two times as likely. Those under the age of 45 have also been disproportionately affected.

Community mental health has declined significantly since before the pandemic. It is important to continue to raise awareness of community supports and programs for residents who have experienced issues around mental health as well as financial health due to the impact of COVID-19, including youth and lower income households.

Summary



Parents of children under the age of 18 have felt a greater impact from the pandemic

Parents are more concerned about the impact of family stress from confinement, and the impact on the health of someone in their household (10 points higher than those who do not have children). They are also less likely to report that their current mental health is *excellent/good* than those who are not parents (51% vs. 62%) and are considerably more likely to say that their mental health is worse than before the COVID-19 pandemic (46% vs. 28%).

Eight in 10 parents of children aged 12-17 have vaccinated their kids; six in 10 parents of children 5-11 say they will do so when the vaccine is available for this age group

The majority of parents with kids between 12 and 17 (79%) say they have had their children vaccinated. Parents of children aged 5 to 11 are more hesitant. Six in 10 say they are likely to get their kids vaccinated when available.

Parents who say they will likely not vaccinate their kids are most concerned about potential side effects and long-term effects of the COVID-19 vaccine. Two-thirds also seem to think the risk of serious illness from COVID-19 in children is comparable to the flu, and over half believe the vaccine will not provide immunity for their child(ren).

One in five of these parents say they don't believe in vaccines (this "anti-vax" sentiment group is equivalent to 5% of all parents).

Parents have been disproportionately affected by the pandemic. Provide information, resources and supports for parents about their own mental health and about caring for children as parents continue to manage during the pandemic.

Most parents of older kids have had them vaccinated; parents of younger children are more hesitant – they are worried about side/long-term effects but many also think the risk of serious illness from COVID-19 is comparable to that of the flu and don't think the vaccine will necessarily provide immunity. As a trusted source, it is important to continue to reach out to parents with updated information about vaccine safety and efficacy.

Summary



The younger cohorts are more likely to be vaccine hesitant and less supportive of public health measures

The younger cohort of 18–34-year-olds (10%) are more likely to have been infected with COVID-19, five times more than any other age group. And despite being more likely to think the COVID-19 vaccine will bring life back to normalcy, they are more likely to report being unvaccinated (21% vs 13% total population). They are less likely to be worried about getting COVID-19 and less likely to think it will have a serious impact on their health. They are also less likely to support any public health measures including the continued use of mandatory masks, use of vaccine passports and more lockdown measures if cases go up.

Parents are also more likely to say they are unvaccinated (18% vs. 11% of those without children <18 yrs old). They may be influenced by the contradictory information they are reading on vaccines as they make decisions about vaccinating their children. Parents are also less likely to trust public health authorities, suggesting a credibility gap.

For the younger cohorts (18-34 years old) who are vaccinated, it is important to communicate the importance of maintaining public health precautions, such as masks and distance.

For those who are not vaccinated, mandatory vaccines is more likely to prompt them to get a vaccine.

Summary



Residents who say they are unvaccinated tend to be younger, under 45 years old.

Those who are unvaccinated are less likely to be worried about getting COVID-19 (28% vs. 50% who say they got the vaccine), and much less likely to see the severity of the health impact of COVID-19 (9% think it would seriously impact their health vs. 28% who say they are vaccinated).

Those who report they did not get a vaccine are also significantly less likely to trust the public health authorities.

Education among some who are vaccinated is needed

A majority recognize that the vaccine does not provide complete protection and that life cannot fully return to normal. However, some of those who report being vaccinated may be somewhat overconfident about the effect of the vaccine: 15% believe they will not get sick at all from COVID-19 and 16% think that they will not be able to spread the virus to others, if fully vaccinated. Lambton residents who were not born in Canada, men and those aged 18 to 34 are the more likely to believe this.

Those who are not vaccinated tend to be younger, <45 years old, and are more likely to think they will not get sick and that it won't make them seriously ill. They also have a greater distrust of public health authorities.

Among those who report being vaccinated, a small proportion may be overconfident in the vaccines' ability to protect them. It is important to continue to communicate that precautionary measures should still be taken.

Summary



Residents have a strong preference to receive information about COVID-19 from the local health authority, not a central regional authority

There is widespread support among Lambton residents for a local approach, instead of a regional approach, to managing information about COVID-19. Almost nine in 10 think it is more appropriate that Lambton Public Health should provide services and information related to COVID-19, even when presented with information that a regional approach is more cost-effective and that a regional authority would have access to more information across the communities.

Overall, there are high levels of trust in public health officers, at both the provincial and local level.

Almost seven in 10 have turned to the Lambton Public Health website and social media for information about COVID-19. This is up significantly since last year (+13 pts).

Residents of Lambton County have a high level of trust in Lambton Public and its Medical Officer of Health.

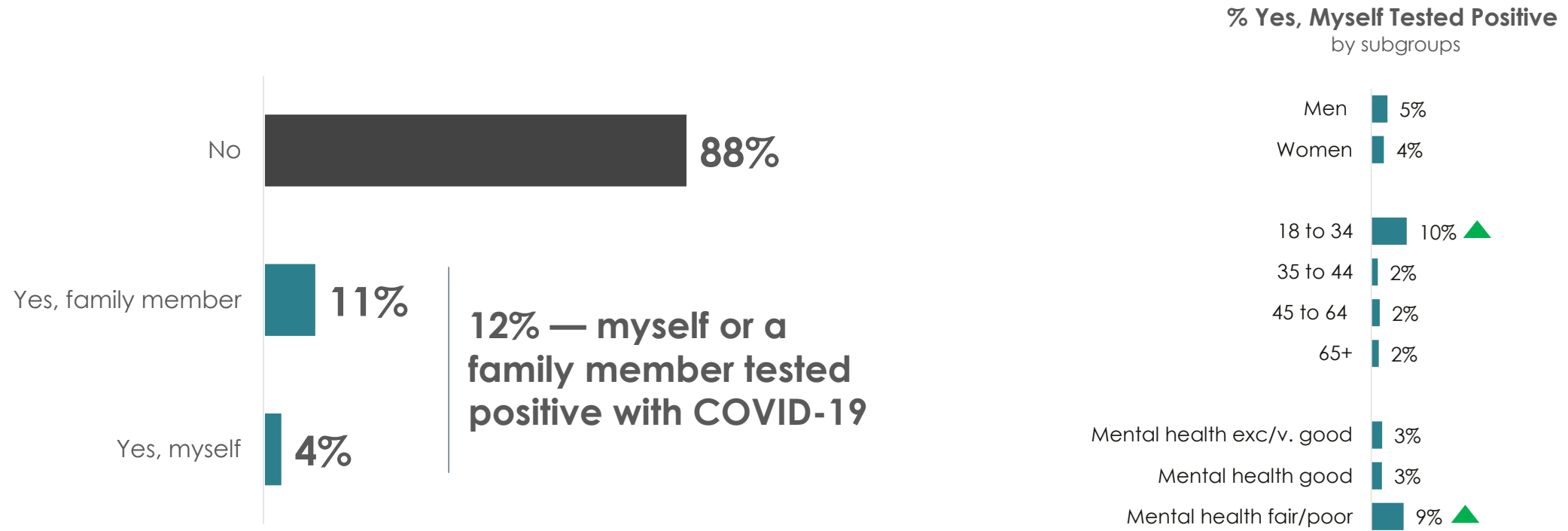
A majority think information about COVID-19 should come from the local public health authority vs. a centralized authority.

That said, some residents say they would support a centralized authority providing *guidance* around COVID-19 safety protocols and restrictions.

COVID-19 OUTLOOK

One in 10 (12%) sampled Lambton residents report they have been infected or that a family member has been infected with COVID-19.

Four percent say they themselves have tested positive; the incidence is more than twice that among residents who are 18 to 34 (10%) and those who self-rate their mental health as fair/poor (9%).

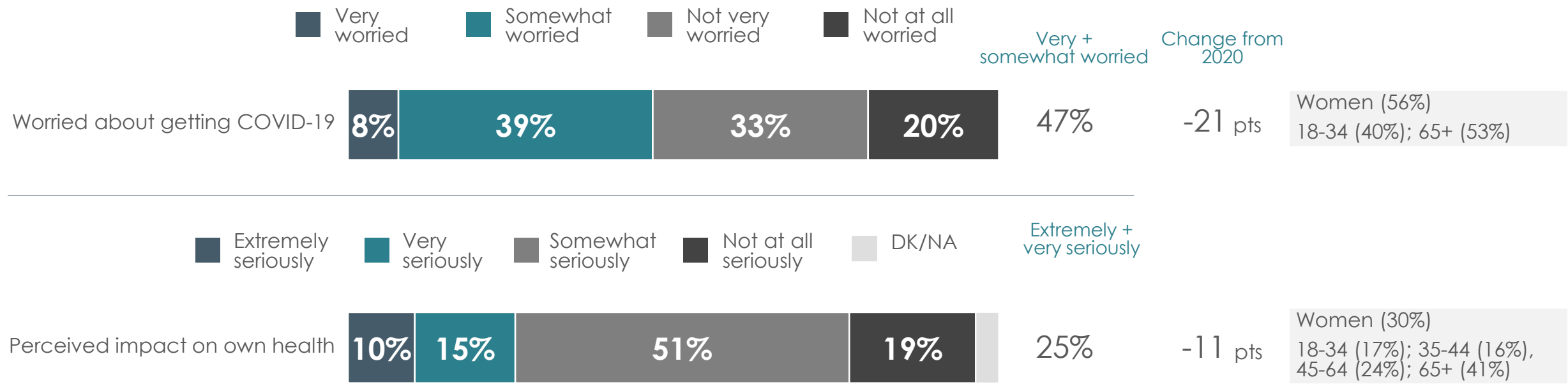


Base: All respondents (n=800)
Q11. Have you yourself or a family member tested positive with COVID-19? (SELECT ALL THAT APPLY)

▲ Significantly higher than other groups

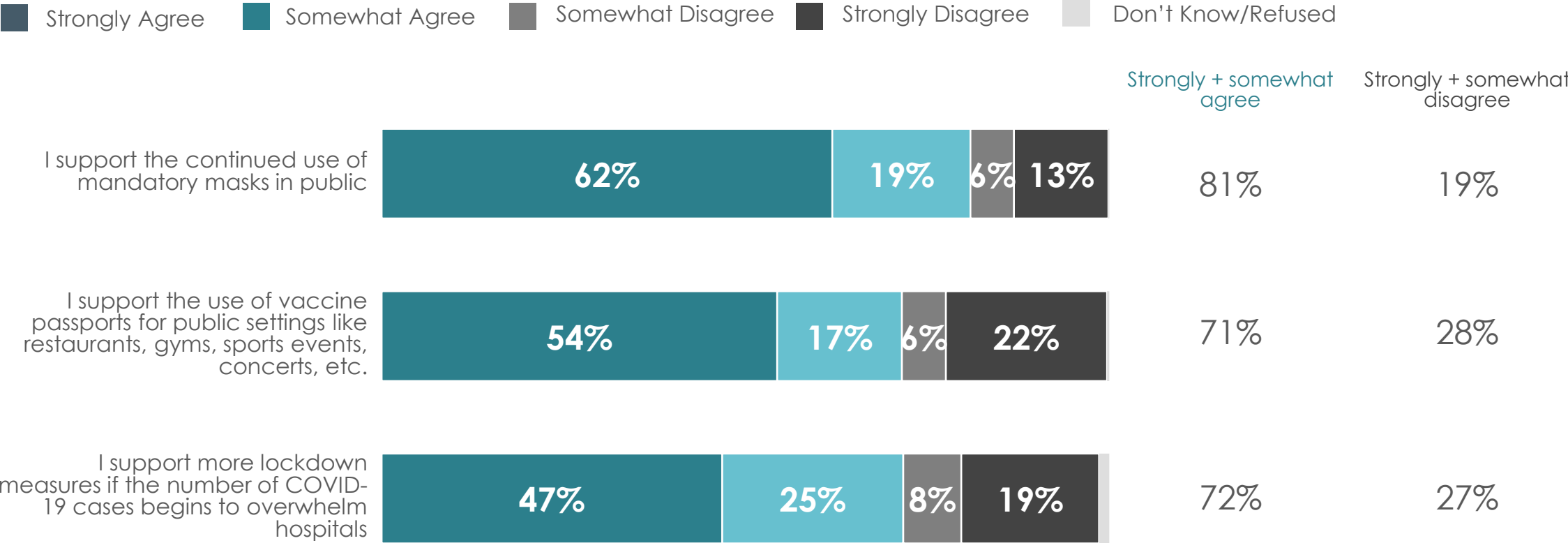
Almost half of Lambton residents are worried about getting COVID-19 and a quarter fear it will affect their health seriously. Both metrics are significantly lower than compared to the start of the pandemic.

Women and residents aged 65 yrs+ are more concerned about contracting the virus and the seriousness of its impact on their health. Residents who did not get the vaccine are significantly less likely to be worried about COVID-19 and the severity of its impact on their health.



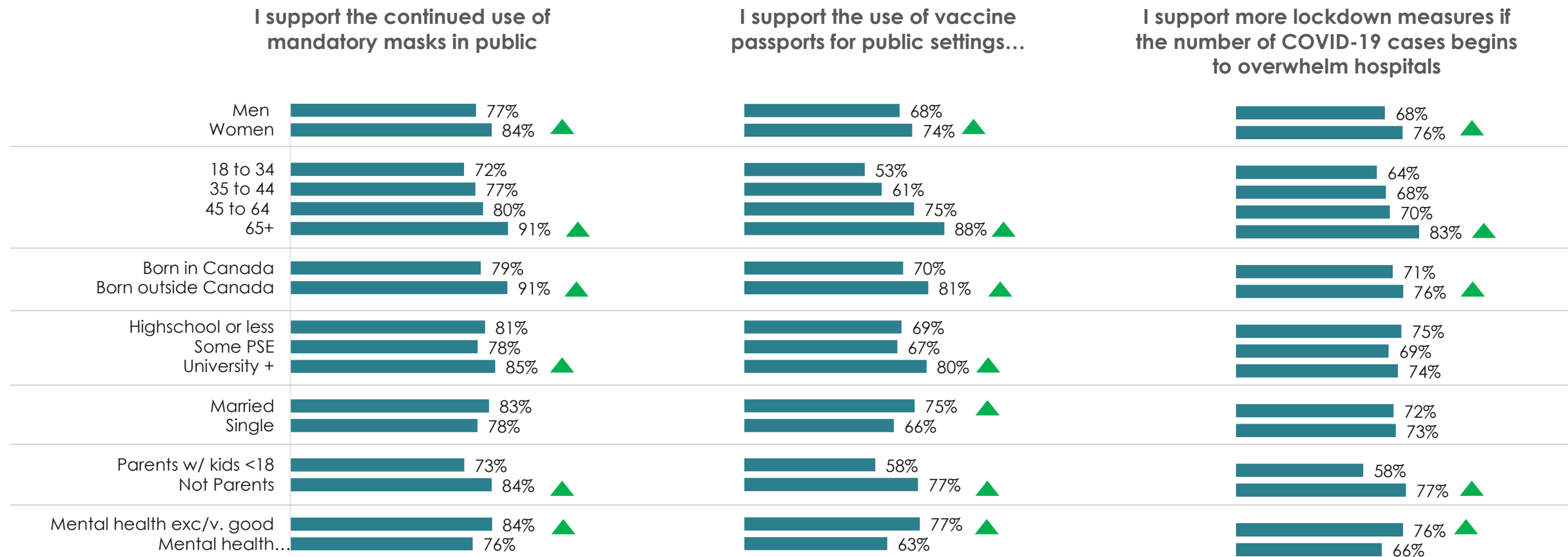
Base: All respondents (n=800)
 Q12. How worried are you that you or a family member will get infected with COVID-19 this year? Would you say you are ...?
 Base: All respondents (n=800)
 Q13. If you were infected by COVID-19 [IF Q11=YES, MYSELF, INSERT: "again"], would you say it would affect your health ...?
 Values less than 4% not labelled in chart.

A majority of Lambton residents agree with public health measures, especially the continued use of wearing masks while in public. However, there is slightly less support for the use of vaccine passports and more lockdown measures should cases increase.



Base: All respondents (n=800)
 Q10. I am going to read you a few statements about how some people may be feeling during this time. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

Women, seniors, those born outside of Canada, university educated, those who are not parents of kids <18, and those who have excellent/good mental health are consistently more supportive of public health measures to curb the spread of COVID-19.

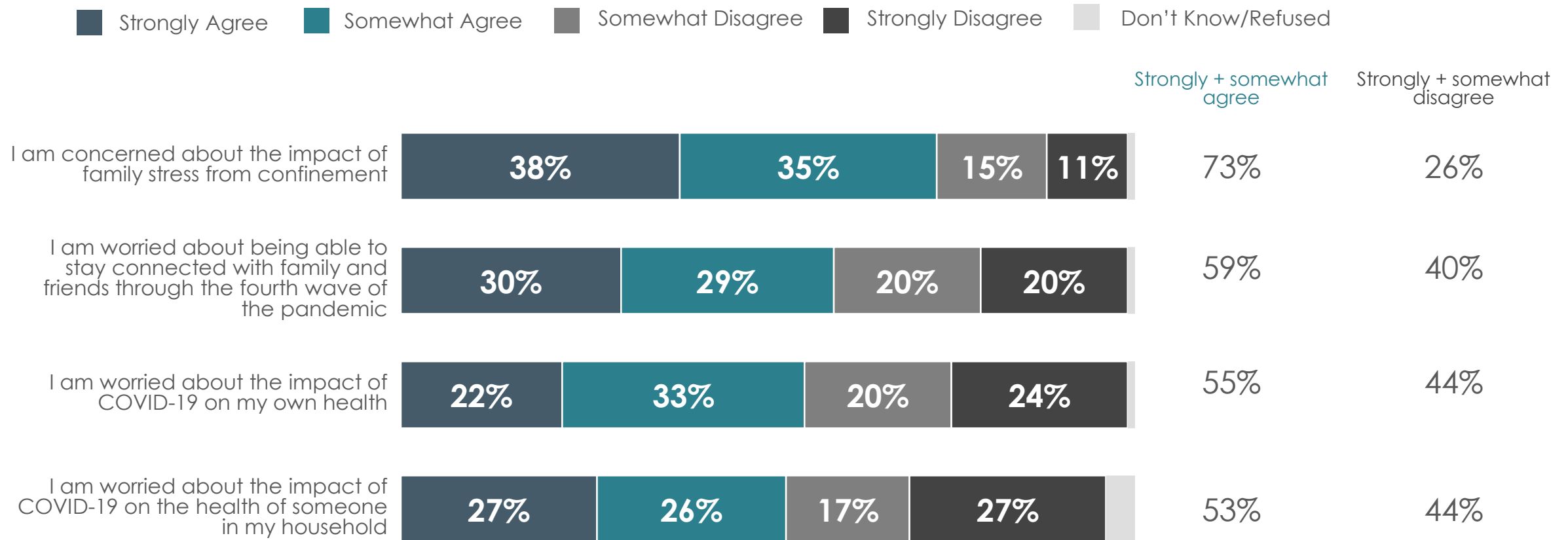


% Strongly/Somewhat Agree

Base: All respondents (n=800)
 Q10. I am going to read you a few statements about how some people may be feeling during this time. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

▲ Significantly higher than other groups

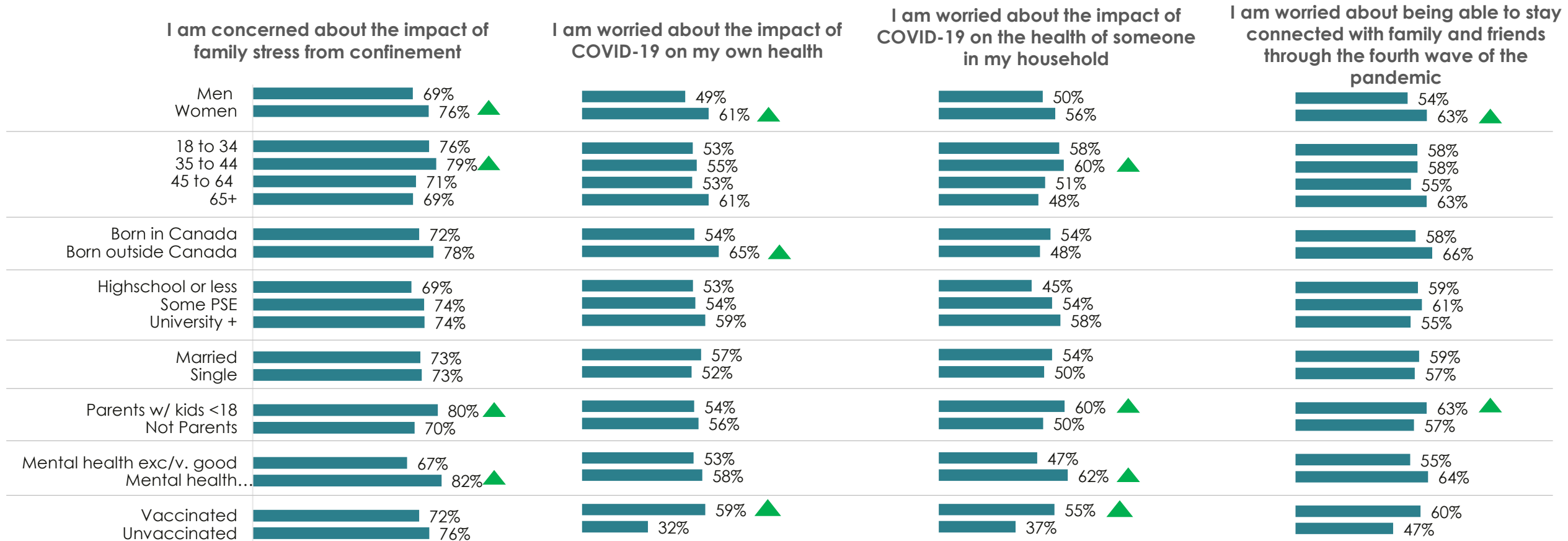
At least half of residents are concerned about the social and health impact of the fourth wave of COVID-19. They are most concerned about the impact of family stress from confinement.



Base: All respondents (n=800)

Q10. I am going to read you a few statements about how some people may be feeling during this time. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

Women, 35- to 44-year-olds, parents with children younger than 18 yrs old are consistently more likely to be concerned about the impact of COVID-19.



Base: All respondents (n=800)

Q10. I am going to read you a few statements about how some people may be feeling during this time. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

▲ Significantly higher than other groups

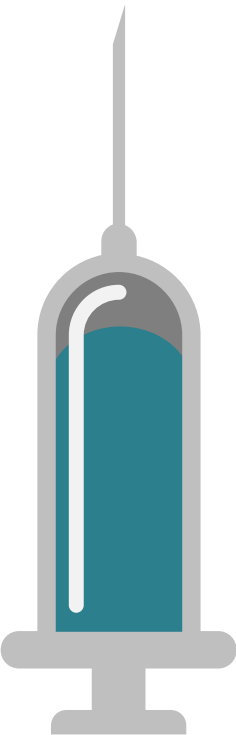
VACCINATIONS

A hand wearing a blue nitrile glove holds a medical syringe. A clear glass vial containing a blue liquid is attached to the top of the syringe. The background is a blurred blue gradient.

Almost 9 in 10 sampled Lambton residents say they have been vaccinated.

The proportion of Lambton residents who report they are vaccinated (87%) is comparable to the population of Ontario* overall.

Younger residents, <45 years old, parents and those with high school or some post-secondary education (PSE) are less likely to say they are vaccinated. Those not worried about getting COVID-19 are also more likely to say they are unvaccinated (17%).

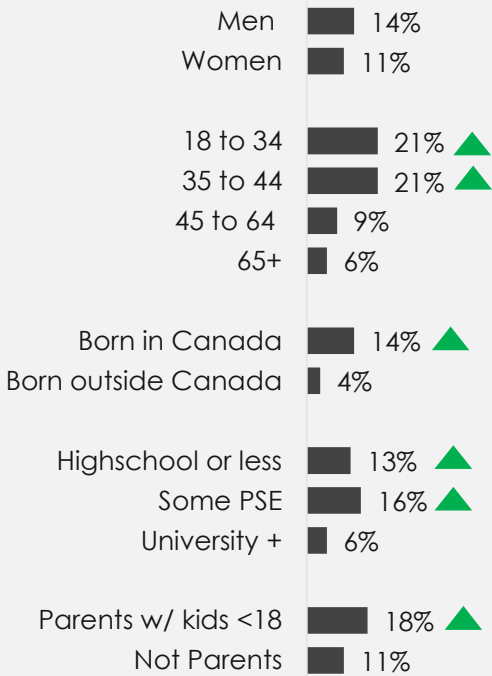


87% have been vaccinated

- 96% of those who say they are vaccinated received two doses.
- 4% received one dose. Of those who say they received one dose, 79% say they will get the second dose.
- 18 to 34 yr olds are most likely to say they only had one dose (14%)

Reasons for not getting second dose (yet)	
Among those who received one dose only	n=23
I am worried about feeling sick or not well for a few days after getting the vaccine	81%
I am confused with contradictory information about the vaccines from different sources	67%
I won't get paid time off from work to get a vaccine	49%

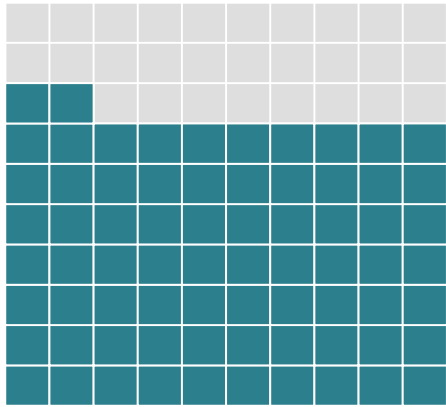
13% have not been vaccinated % Report Being Unvaccinated, by subgroups



Q14. Have you received the COVID-19 vaccine? We recognize that some people have not been vaccinated for a variety of reasons. If you have not received the vaccine, please be honest in your response. Base: All respondents (n=800)
 Q15. Have you received one, two or three doses of the COVID-19 vaccine? Base: Those who were vaccinated (n=692)
 17. Which of the following describes you when it comes to getting the COVID-19 vaccine? Base: Those not fully vaccinated (n=23)
 Q19. To what extent do you agree or disagree with the following statements about getting a COVID-19 vaccine? (n=23)

Those who report not being vaccinated are...

Less likely to be worried they will get COVID-19



72%

Say they are *not very/not at all* worried that they or a family member will get infected by the virus

(vs. 50% of those who got the vaccine).



I **don't** trust it.

I **don't** believe its safe.

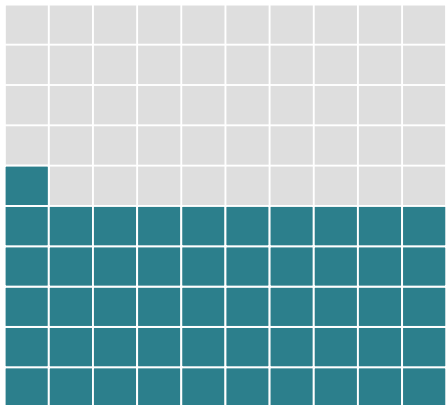
Side effects from the first dose.

Because I **don't consider it vaccine**, I consider it a flu shot.

It mucked me up very bad, and **caused clotting**.

The survival rate is 99%. The second point, the mandatory vaccination are being implemented under duress (i.e., under terms of employment). It's an **infringement on civil liberties**. This has not been determined through a referendum. It's being dictated from political leaders instead of medical leaders...

Less likely to believe it will seriously impact their health



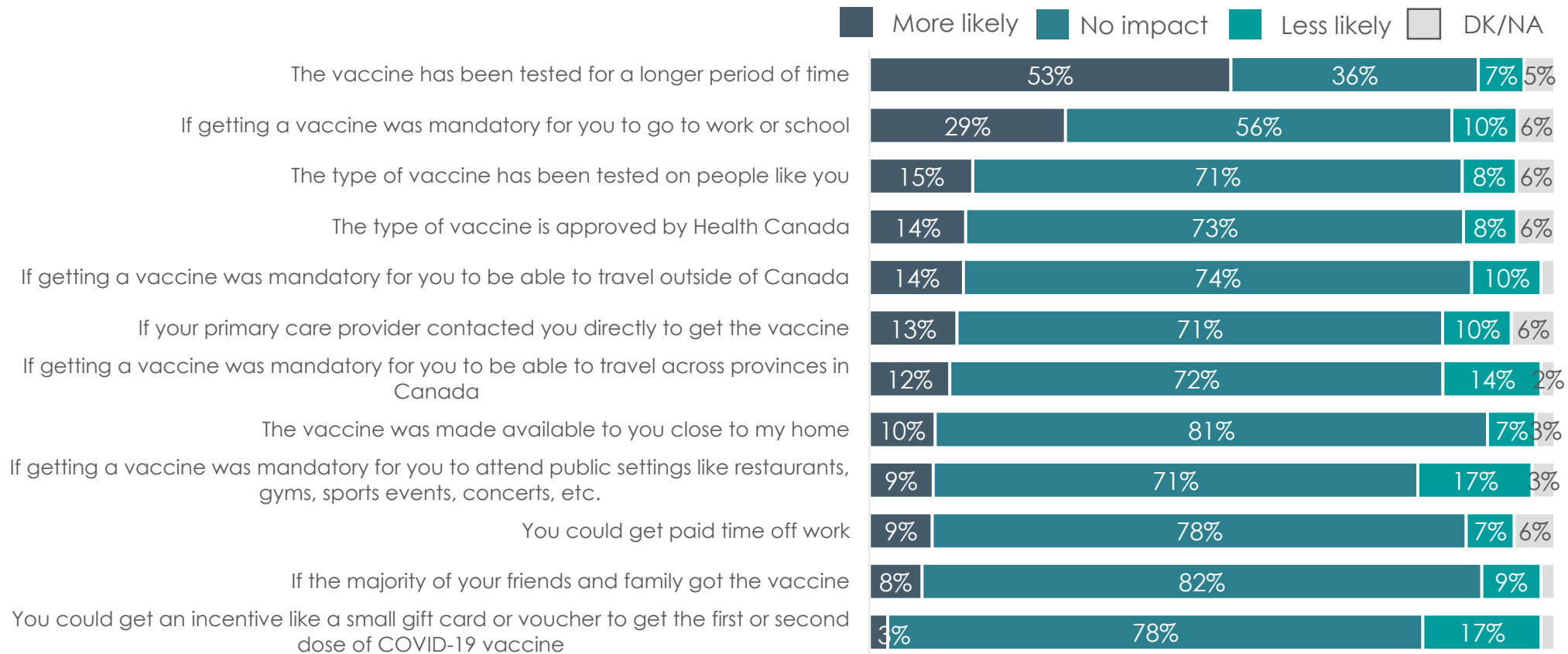
51%

think COVID-19 will *not at all seriously* impact their health

(vs. 14% of those who got the vaccine).

Longer-term testing is one of the key factors in increasing the likelihood of receiving the COVID-19 vaccine among some who are unvaccinated.

Mandatory requirements for school or work could also potentially influence decisions for others. Offering incentives could have a negative impact, with more unvaccinated residents saying it would make them less likely (17%) vs. more likely (3%) to receive the vaccine.



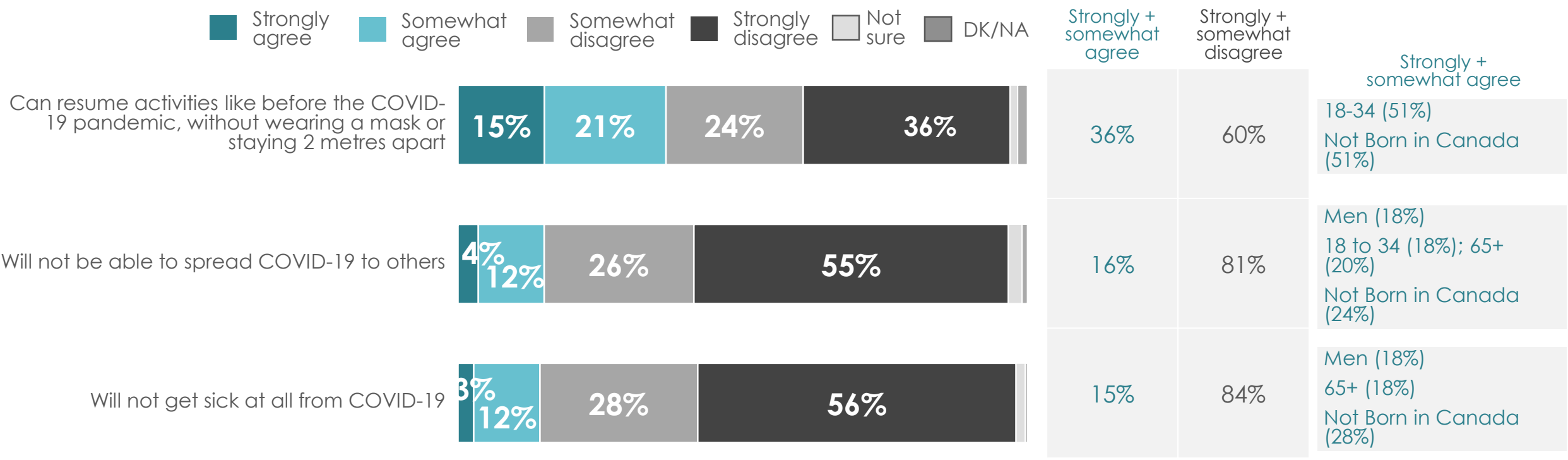
Base: Those not vaccinated and not likely to get vaccine (n=105)

Q20. Please indicate whether knowing about each would make you more likely, less likely, or have no impact on your likelihood to get the first/second dose of the COVID-19 vaccine.

Values less than 5% not labelled in chart.

A majority recognize that the COVID-19 vaccine does not provide complete protection and that life cannot fully return back to normal yet.

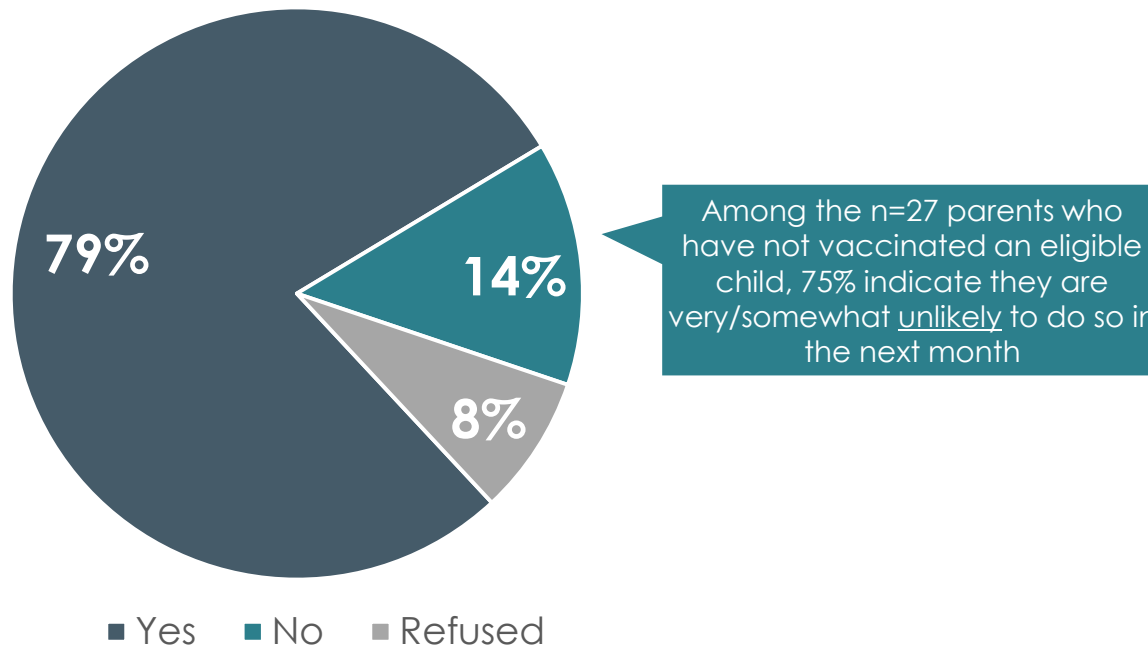
However, some may be overconfident about the effect of the vaccines: 15% believe they will not get sick at all from COVID-19 and 16% think that they will not be able to spread the virus to others, if fully vaccinated. Over one-third (36%) think that the vaccine will bring back a return to normal activities. Lambton residents who were not born in Canada, men and those aged 18 to 34 are the more likely to think so.



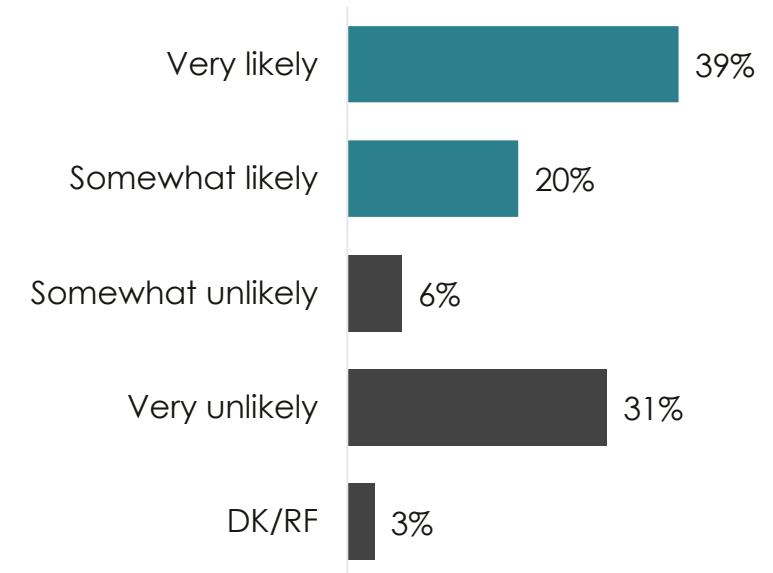
Base: All respondents (n=800)
 Q16. To what extent do you agree or disagree with each of the following? A fully vaccinated person... (READ STATEMENT). Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.
 Values less than 5% not labelled in chart.

A majority of parents of children between 12 to 17 have had their children vaccinated with at least one dose. About 6 in 10 parents of children 5 to 11 say they will likely get them vaccinated.

% Parents who have Child(ren) 12 to 17 yrs old who are vaccinated with at least one dose



Likelihood to Vaccinate Child(ren) 5 to 11 yrs old When Available



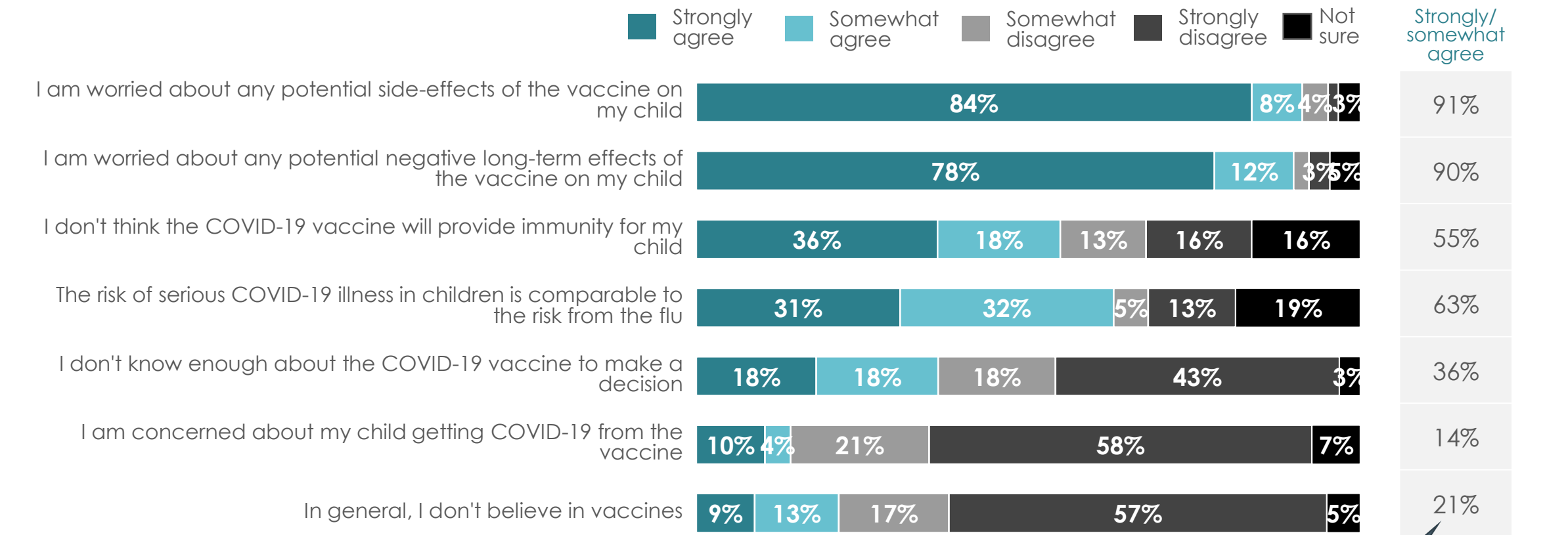
Q22/Q22a. Currently, children who are 12 and older, including children who are 11 but turning 12 this year, can get the vaccine. Has your child/have your children received at least one dose of the COVID-19 vaccine Base: Has at least one child aged 12 (including children who are 11 but turning 12 this year) to 17 (n=122)

Q23. How likely are you to get the COVID-19 vaccine for your child or children who are between 11 or 12 and 17 years old in the next month? Base: Those with children 12-17 not vaccinated (n=27).

Q24. Currently, COVID-19 vaccines are not approved for children between 5 and 11 years old. However, the government of Canada recently announced that vaccines could be approved for this age group. How likely would you be to get a COVID-19 vaccine for your child or children between 5 and 11 years old? Base: Those with at least one child 5-11 years old (n=105).

Most parents who are unlikely to vaccinate their children are concerned about the potential side-effects and negative long-term effects of the vaccine. There are also other barriers: two-thirds think the risk of serious illness from COVID-19 in children is comparable to the flu, and over half believe the vaccine will not provide immunity for their child(ren); a minority of 1 in 5 say they are not sure.

It appears that opposition to vaccines in general is not driving the decision to not vaccinate children, with only 21% agreeing with this belief.



Base: Parents who are unlikely to get children 5 to 17 yrs old vaccinated (n=52)
 Q25. To what extent do you agree or disagree with each of the following?
 Values less than 3% not labelled in chart.

This “anti-vax” sentiment group is equivalent to 5% of all parents.

A close-up, profile shot of a young woman with light skin and blonde hair. She is looking down and to the right, with her right hand pressed against her forehead in a gesture of stress, worry, or fatigue. She is wearing a dark blue polo shirt with small white dots. The background is blurred, showing another person in the distance.

MENTAL HEALTH AND FINANCIAL WELL-BEING

Mental health within the community has declined significantly over the pandemic year (-7 pts).

Women, younger residents, those who are single, women and parents with children under 18 are the least likely to report that their mental health is “excellent” or “very good”.



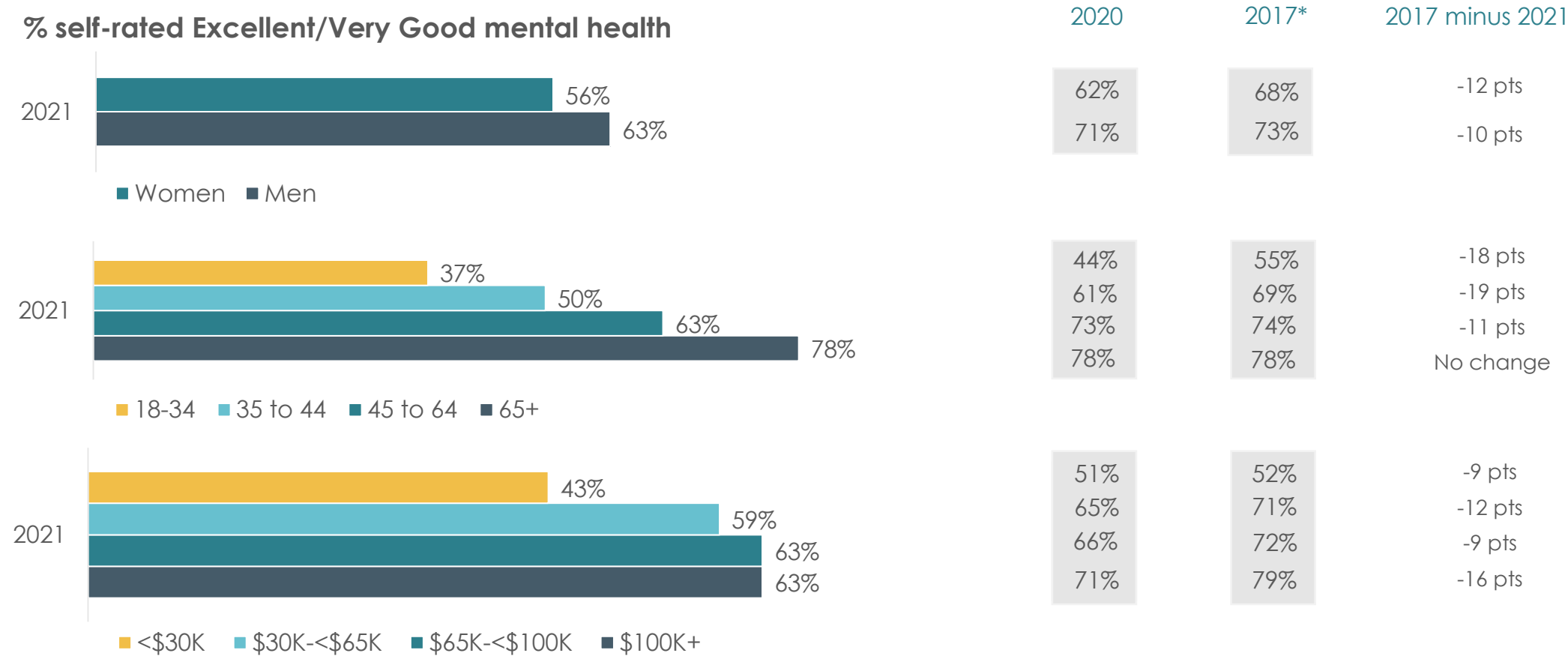
Base: All respondents (n=800)
Q8. In general, would you say your mental health is ...?

Values less than 3% not labelled in chart

▲ Significantly higher than other groups

Perceived Mental Health: 2017 to 2021 *by gender, age, income*

Perceived mental health has declined equally for both men and women (men have experienced a steeper decline over the past year). Residents under the age of 44 have experienced the steepest decline in mental health. Unlike other age groups, seniors' (65+) mental health has not declined through the COVID-19 pandemic. Mental health issues have affected residents across all income groups, particularly those earning \$100K+ and \$30 to <\$65K household income.

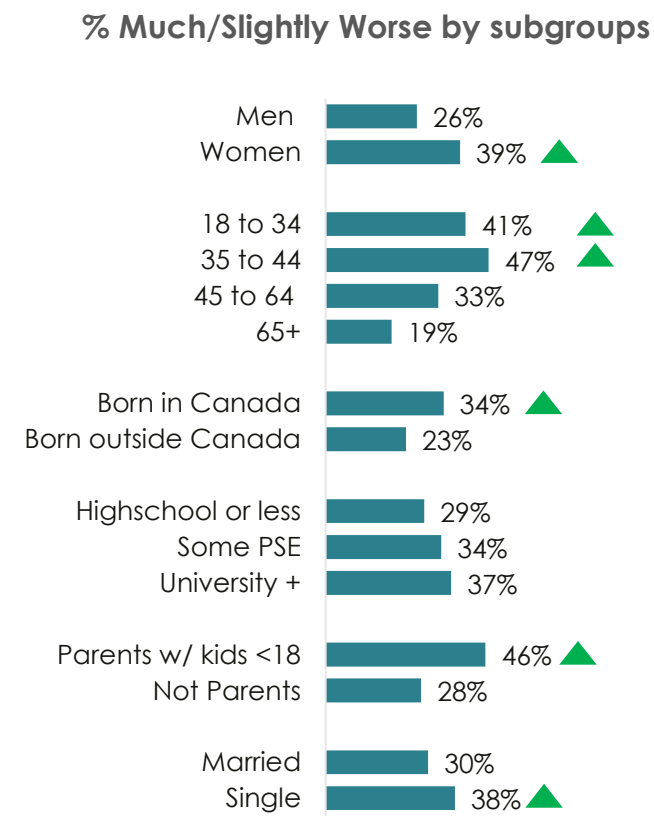
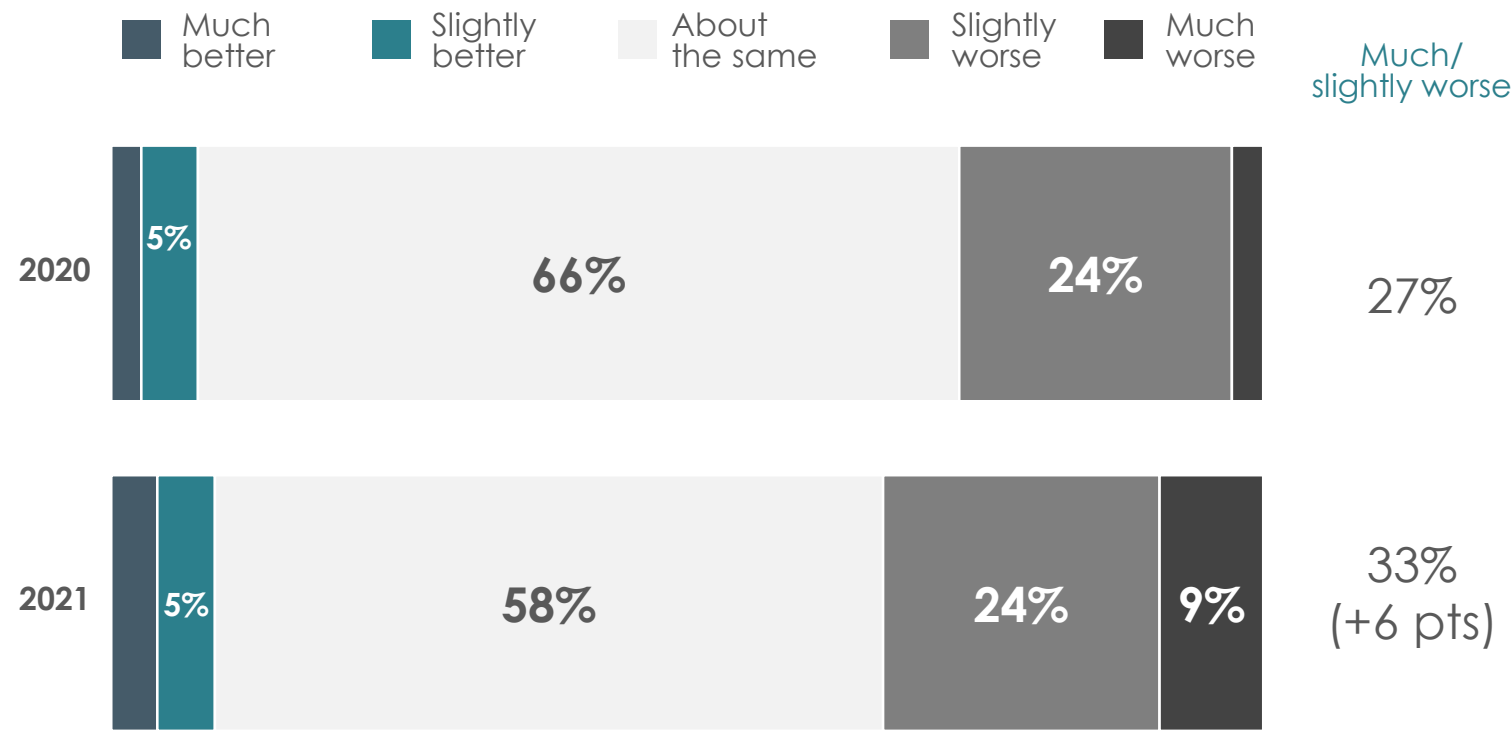


Base: All respondents 2021 (n=800); 2020 (n=800); 2017 (n=802)
 Q8. In general, would you say your mental health is ...?

* Lambton Public Health Community
 Mental Health Survey (2017)

One-third say their mental health has changed for the worse since COVID-19, an increase of 6 points since last year.

Women, parents, younger residents (under 44 yrs old) and those born in Canada are most likely to report that their mental health has worsened since the COVID-19 pandemic.



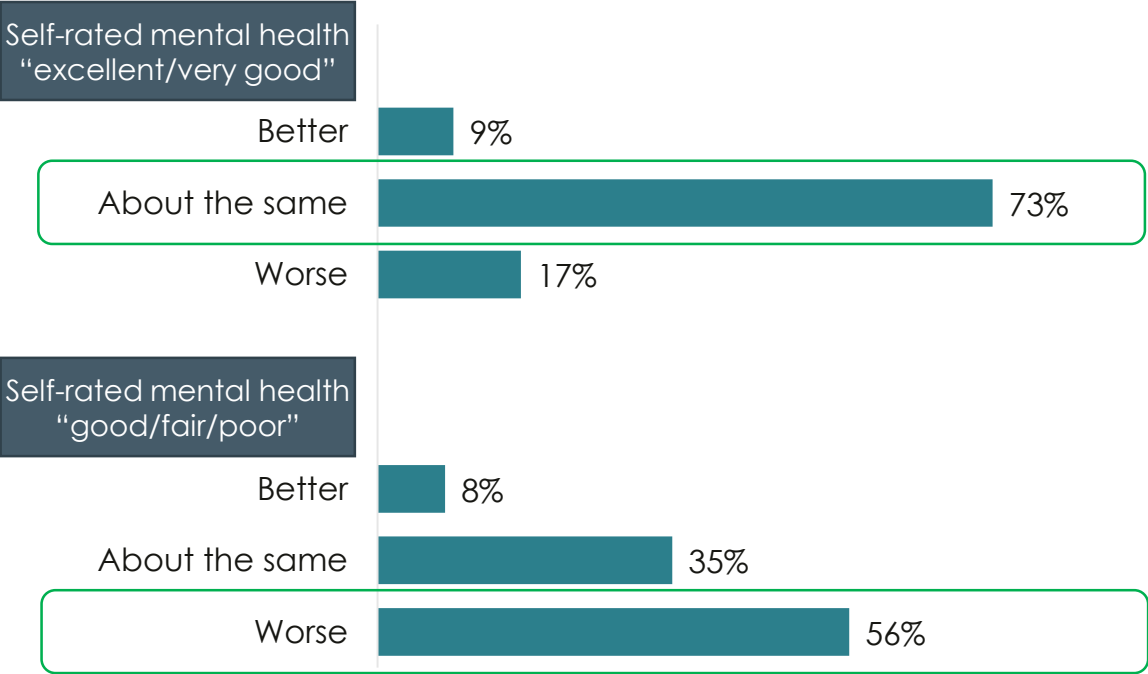
Base: All respondents (n=800)
 Q9. Compared to before the COVID-19 outbreak, how would you rate your mental health now? Would you say it is ...?

▲ Significantly higher than other groups

Values less than 3% not labelled in chart

Those with excellent/very good mental health continue to be more likely to say their mental health has stayed the same since COVID-19 (73%), while those with good/fair/poor mental health are more likely to say they have experienced a worsening state (56%) since the pandemic started.

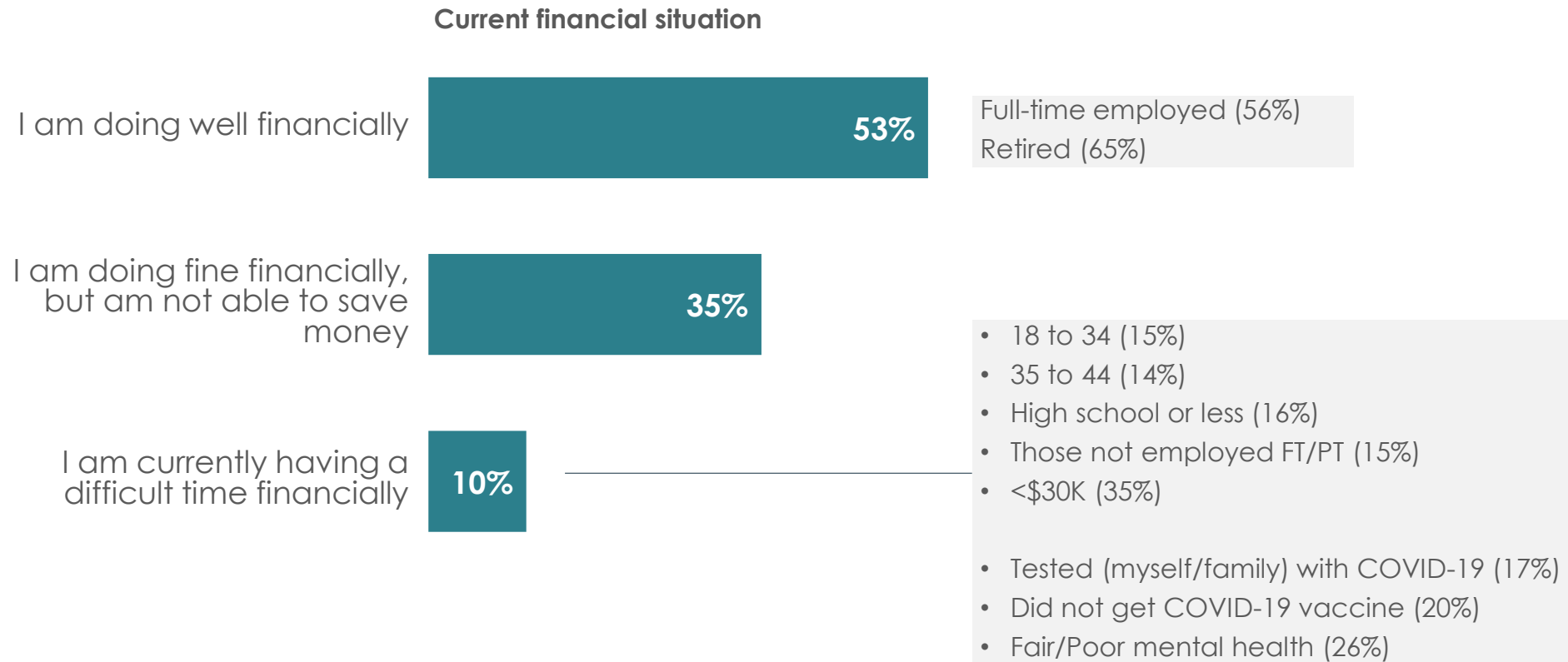
% Change in mental health since COVID-19 by perceived mental health



Base: All respondents (n=800)
 Q8. In general, would you say your mental health is ...?
 Base: All respondents (n=800)
 Q9. Compared to before the COVID-19 outbreak, how would you rate your mental health now? Would you say it is ...?

The majority of Lambton residents say they are doing *well* financially or at least doing *fine*. One in 10 say they having a difficult time financially.

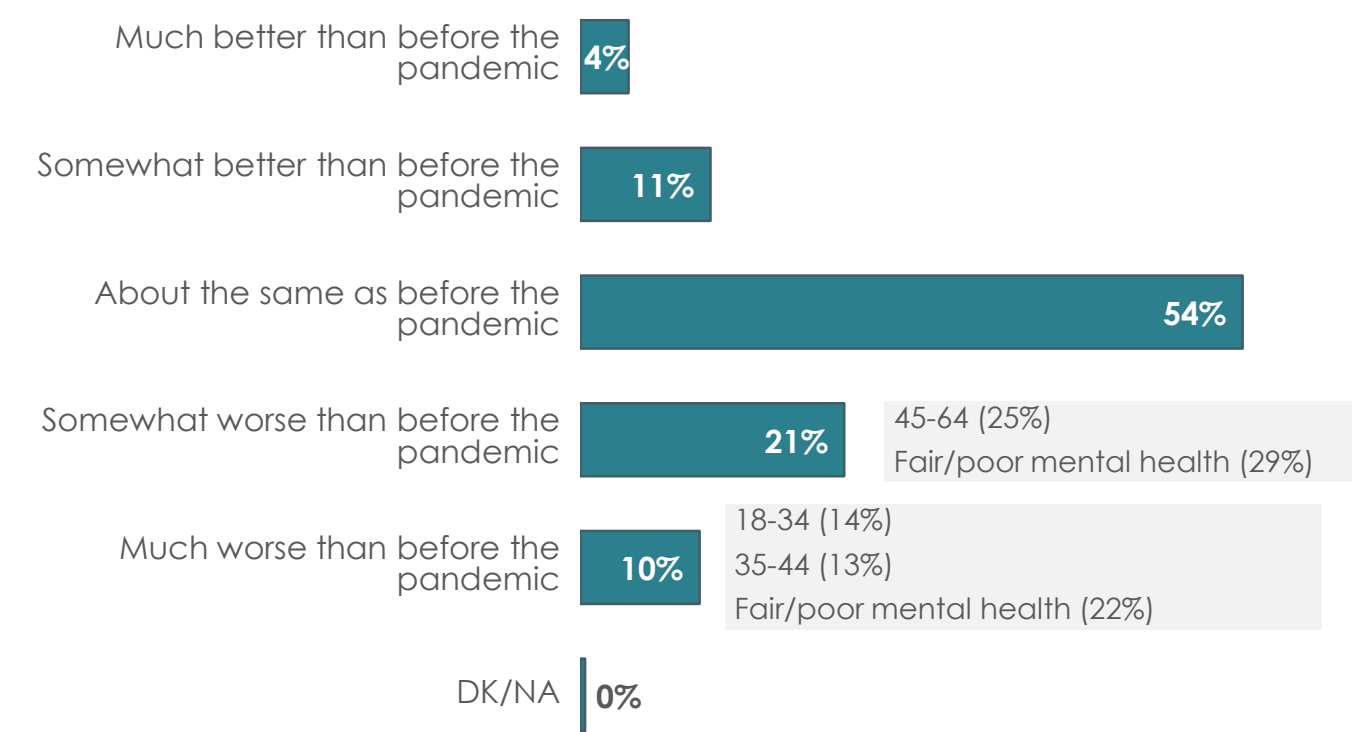
Those younger, <45 years old, have high school or less, and not employed full-/part time are more likely to say they are facing challenges financially. Lower income households (<\$30K) are over three times more likely to say so.



Base: All respondents (n=800)

Q30. Which of the following statements would best describe your and/or your family's current financial situation?

More residents report a negative shift (31%) in their finances than positive (15%), as a result of COVID-19. Those who are having a difficult time say their financial situation is *somewhat or much worse* than before the pandemic. About half of those doing *fine* say they are doing *somewhat or much worse*.



	Current financial situation		
	Difficult time	Doing fine but can't save	Doing well
Base:	n=80	n=281	n=431
Much better	1%	3%	5%
Somewhat better	4%	6%	15%
Somewhat worse	32%	39%	7%
Much worse	47%	11%	1%
About the same	15%	41%	71%

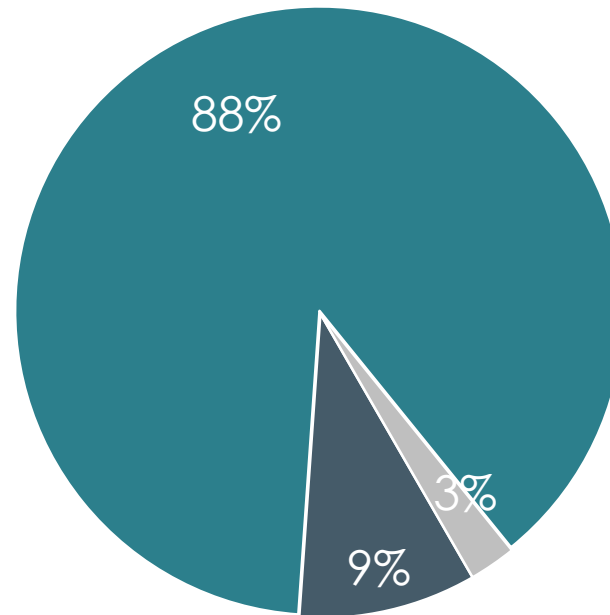
Base: All respondents (n=800)
 Q31. As a result of the pandemic, many are experiencing financial setbacks or are making financial adjustments. To what extent has the pandemic affected your financial situation? Is your financial situation...

TRUST, CONFIDENCE AND PERCIEVED IMPACT OF LAMBTON PUBLIC HEALTH



There is widespread support among residents for the local health unit vs. a central regional public health authority to provide services and information related to COVID-19.

- Regional central health authority located in either London or Windsor
- Local health unit, Lambton Public Health
- DK/RF



88%

support a local public health authority to deliver services and information about COVID-19 because it has a better understanding of the needs of the community and can react more quickly

vs. 9% support a centralized regional public health authority which would be a more efficient use of resources and would have information about the spread of COVID-19 across communities in the region

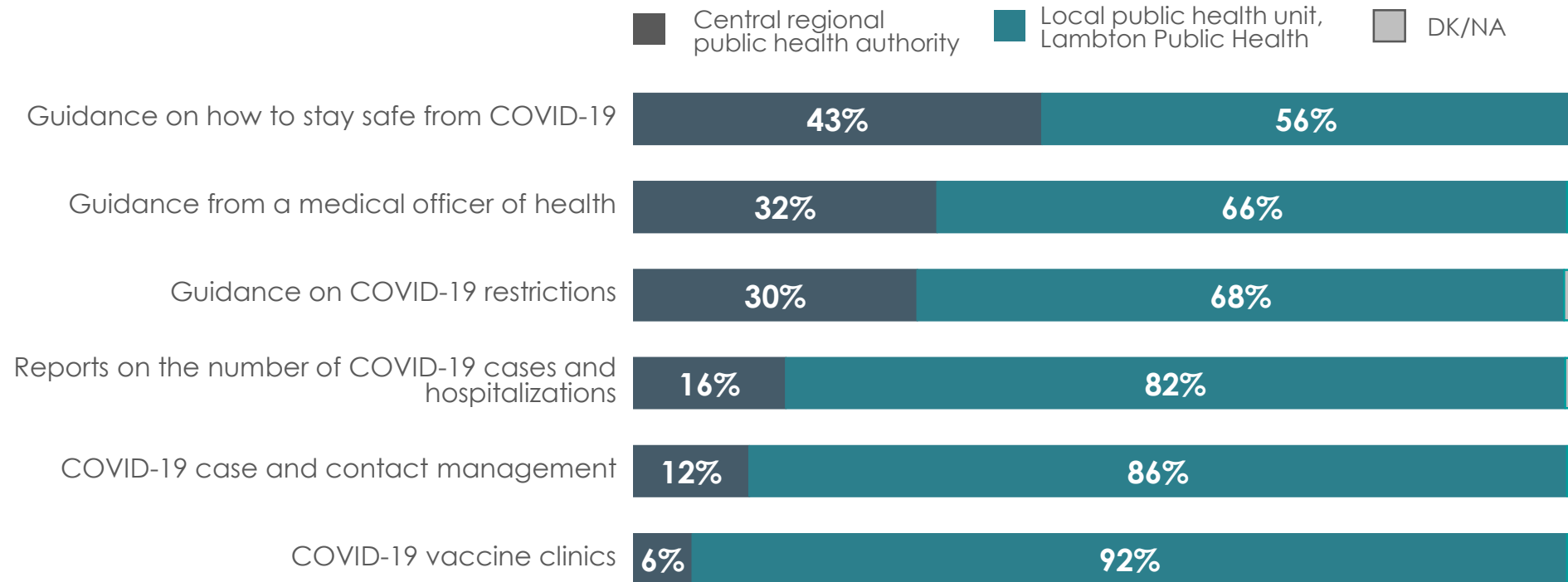
Base: All respondents (n=800)
Q26. Next, I am going to read you two somewhat opposing views.

Some people think that services and information related to COVID-19 should be coming from a central regional public health authority because it would be a more efficient use of resources, and a central public health authority has information about the spread of COVID-19 across communities in the overall region.

Others think that services and information related to COVID-19 should be coming from a local public health authority because it has a better understanding of the needs of the community, and can react more quickly to issues that arise locally.

When thinking about Lambton County, which point of view do you agree with? Do you think services and information related to COVID-19 should be provided by a central regional public health authority which would be located in London or Windsor, or do you think information and updates should be provided by the local public health unit, Lambton Public Health?

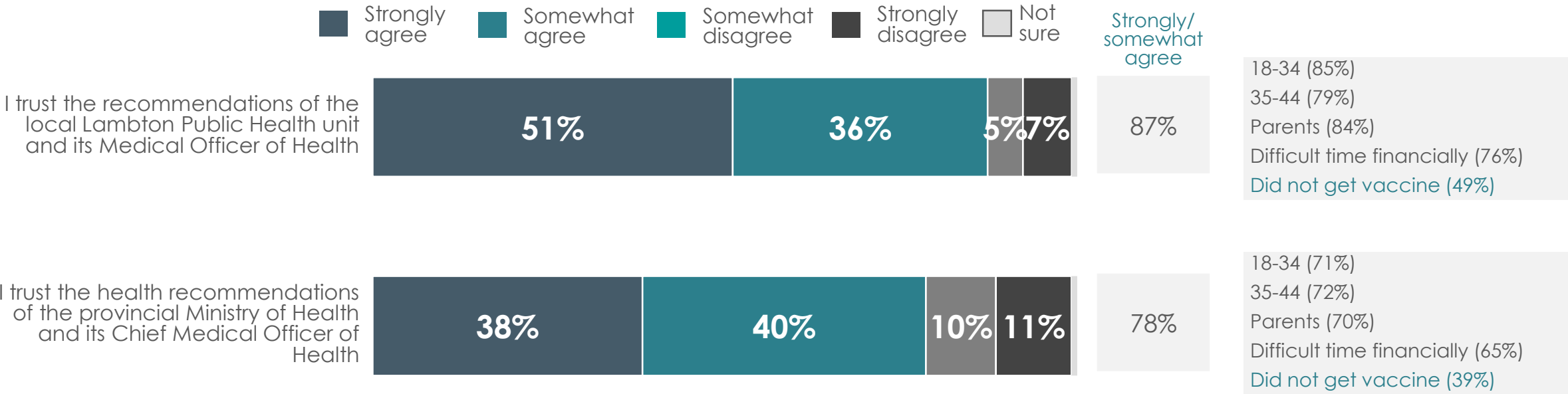
The majority agree that Lambton Public Health is the more appropriate health authority to provide information across all aspects of services related to COVID-19. However, about three to four in 10 believe that overall guidance about safety and restrictions should be provided by a central regional public authority.



Base: All respondents (n=800)
 Q27. Do you think this information is more appropriate to be provided by a central regional health authority or a local health authority?
 Values less than 3% not labelled in chart.

There are high levels of trust in public health officers, at both the provincial and local level. Trust is much lower among those who did not get the COVID-19 vaccine.

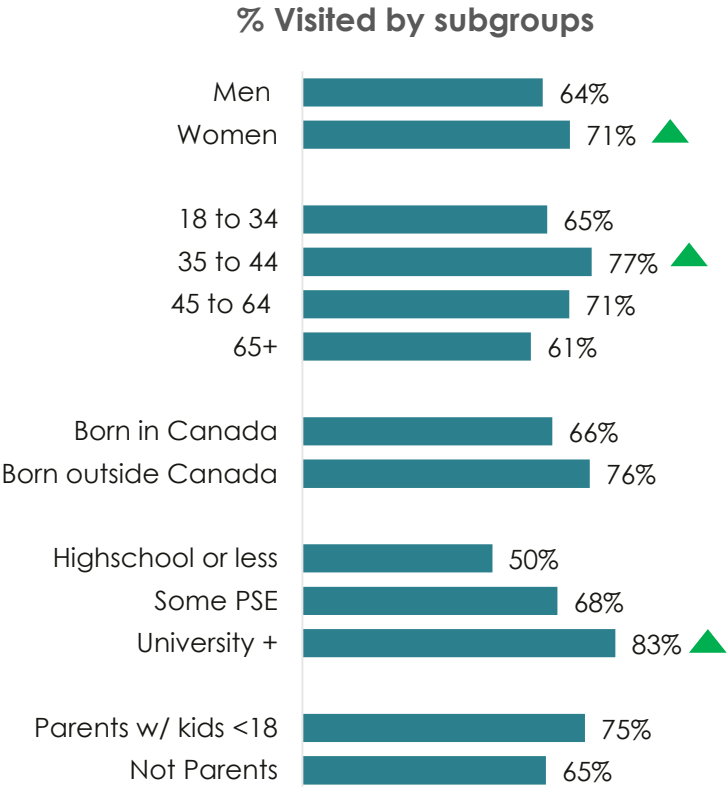
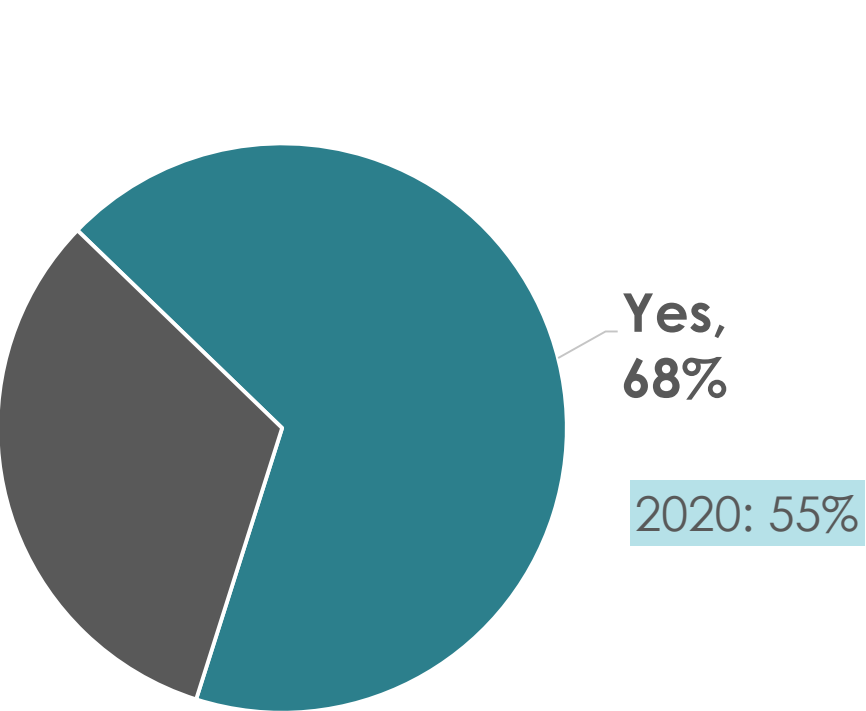
Younger residents (<45 years old), parents, and those having challenges financially are less likely to trust public health authorities. Those who report that they did not get vaccinated are significantly less likely to trust public health authorities.



Base: All respondents (n=800)
 Q28. To what extent do you agree or disagree with the following?
 Values less than 3% not labelled in chart.

Over two-thirds (68%) of residents have visited the Lambton Public Health website/social media for info about COVID-19.

This is an increase from 2020 where 55% said they had visited the website (+13 pts). Women (+ 11 pts), those aged 35 to 44 (+3 pts), and parents (+10 pts) are the most likely to have visited Lambton Public Health's website or social media for information.



▲ Significantly higher than other groups

Base: All respondents (n=800)
Q29. Have you visited the Lambton Public Health website or social media sites for information about COVID-19?



DEMOGRAPHICS

DEMOGRAPHIC PROFILE by gender and age



		Unweighted base						
		Total (n=800)	Male (n=362)	Female (n=381)	18-34 (n=155)	35-44 (n=115)	45-64 (n=292)	65+ (n=238)
			A	B	C	D	E	F
GENDER	Male	49%	-	-	51%	49%	48%	46%
	Female	52%	-	-	49%	51%	52%	54%
AGE	18 to 34	24%	25%	23%	-	-	-	-
	35 to 44	13%	13%	13%	-	-	-	-
	45 to 64	37%	37%	37%	-	-	-	-
	65 and older	27%	25%	28%	-	-	-	-
IDENTIFY INDIGENOUS		5%	4%	6%	4%	3%	5%	6%
IMMIGRANT		12%	15% B	10%	15%	13%	9%	14%
MARITAL STATUS	Single/Divorced/Widowed	38%	39%	38%	69% DEF	25%	25%	36% DE
	Married or Common-law	61%	61%	62%	32%	74% C	74% CF	64% C
PARENTS – kids <18 yrs		33%	33%	34%	39% F	78% CEF	29% F	3%
REGIONAL AREA	Urban	60%	65% B	55%	61%	63%	60%	57%
	Semi Urban	30%	28%	32%	30%	27%	31%	30%
	Rural	10%	7%	13% A	8%	10%	9%	13%

REPORTING CONVENTION NOTE: When comparing data between sub-groups, a letter indicates that a result is significantly higher for this group when compared with the others.

DEMOGRAPHIC PROFILE by gender and age



Unweighted base

		Total	Male	Female	18-34	35-44	45-64	65+
		(n=800)	(n=362)	(n=381)	(n=155)	(n=115)	(n=292)	(n=238)
			A	B	C	D	E	F
EDUCATION	HS<	25%	29% B	21%	30% D	10%	22% D	31% DE
	Some college to some university	50%	44%	51% A	40%	57% F	52% C	45%
	University +	27%	27%	27%	29%	33%	26%	23%
EMPLOYMENT	Employed (FT/PT)	51%	56% B	42%	66% F	74% F	64% F	9%
	Others	49%	44%	62% A	34%	23%	36% D	91% CDE
INCOME	<\$30K	16%	13%	17%	120 E	11%	11%	20% DE
	\$30K-<\$65K	27%	22%	23%	26% E	18%	17%	30% DE
	\$65K-<\$100K	18%	17%	19%	16%	12%	20%	21% D
	\$100K+	30%	34% B	22%	27% F	41% CEF	39% CF	8%

REPORTING CONVENTION NOTE: When comparing data between sub-groups, a letter indicates that a result is significantly higher for this group when compared with the others.

About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.



Contacts



Grace Tong
Vice President

grace.tong@ipsos.com