

Report

Postmedia Study – April 2021

Opinions on vaccinations and government support



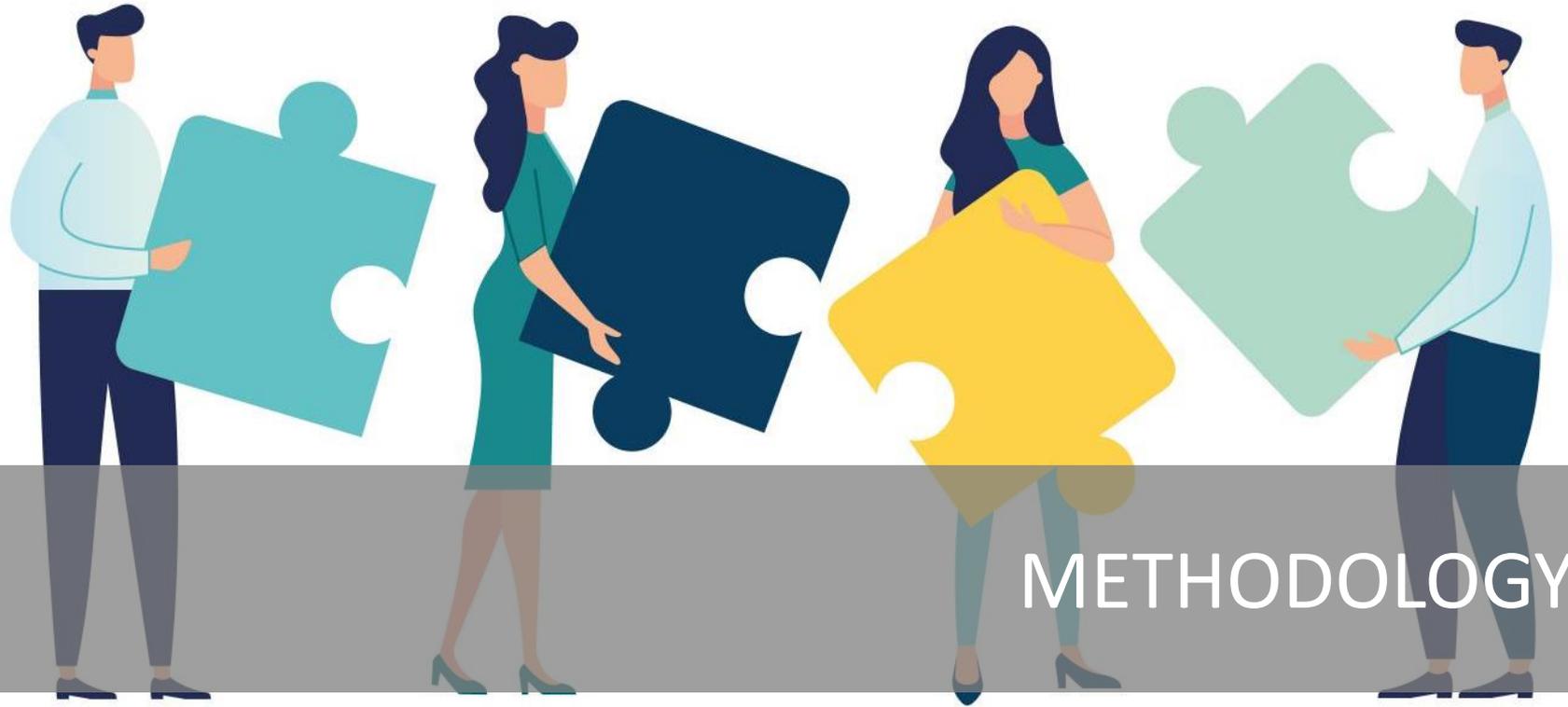
DATE April 2021

Leger

We know Canadians

Table of Contents

— METHODOLOGY	Page 03
— KEY FINDINGS	Page 05
— DETAILED RESULTS	Page 07
— RESPONDENT PROFILE	Page 13



METHODOLOGY

Methodology



Online surveys with British Columbia residents were conducted via Leger's online panel, LEO.



From April 2 to 4, 2021



1004 residents of BC that are 18 years of age or older



Using data from the 2016 Census, results were weighted according to, age, gender, and region in order to ensure a representative sample of the population in British Columbia.



No margin of error can be associated with a non-probability sample. However, for comparative purposes, a probability sample of 1004 respondents would have a margin of error of $\pm 3.1\%$, 19 times out of 20.

Significant differences are indicated throughout the report where applicable, with % indicating a significant increase in proportion and % indicating a significant decrease in proportion in responses within the same row.

Note: Since data presented in this report is rounded, the sums in graphs and tables (based on actual figures before rounding) may not match the manual addition of rounded numbers.



Key Findings

Key findings



Older British Columbians indicate they are getting vaccinated as the rollout continues

16% of residents indicate they have received a vaccination, mostly amongst those ages 55 and older (25%). Of those who say they've been vaccinated, four in ten (39%) report feeling fine, and/or the only notably mentioned side effect was a sore arm (26%).



Residents who haven't been vaccinated have mixed feelings about sharing their news when they do get vaccinated.

Half (49%) of those who haven't received a COVID-19 vaccination agree that once they receive it, they will tell everyone they know.



Some unvaccinated BC'ers have feel they should have been vaccinated sooner than others, and have feeling of jealousy and anxiety

One-quarter feel they should be vaccinated sooner than others (27%), have feelings of jealousy (25%) and/or anxiety (25%).



For international travel, residents agree there should be vaccine passports, but those vaccinated and 55 and older think passports should exist for domestic travel as well.

Three-quarters of residents feel there should be a vaccine passport for international travel, for both those visiting BC (77%) and leaving BC (75%). Those who are vaccinated, and those over the age of 55+, are more likely to agree with statements regarding the requirement of a vaccine passport for both international and domestic travel.



Support has reached an all time low since December for provincial and federal leaders

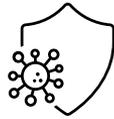
Compared to December, support for provincial leaders, Dr. Bonnie Henry and Adrian Dix, is down by both -21 points. Support for federal leaders, Justin Trudeau and Dr. Theresa Tam, is down by -26 and -18 points, respectively.



Detailed Results

Opinions on the vaccine rollout

As the COVID-19 vaccine rollout continues in BC, 16% of residents indicate they have received a vaccination, mostly amongst those ages 55 and older. Of those who indicate they've been vaccinated, four in ten report feeling fine, and no side effects are notably mentioned other than a sore arm (26%).



16%

**of British Columbians
indicate they have received
a COVID-19 vaccination**

%	Age		
Vaccinated	18-34	35-54	55+
N=	230	340	434

Yes 6% 12% 25%



**Feelings after receiving a COVID-19
vaccination**



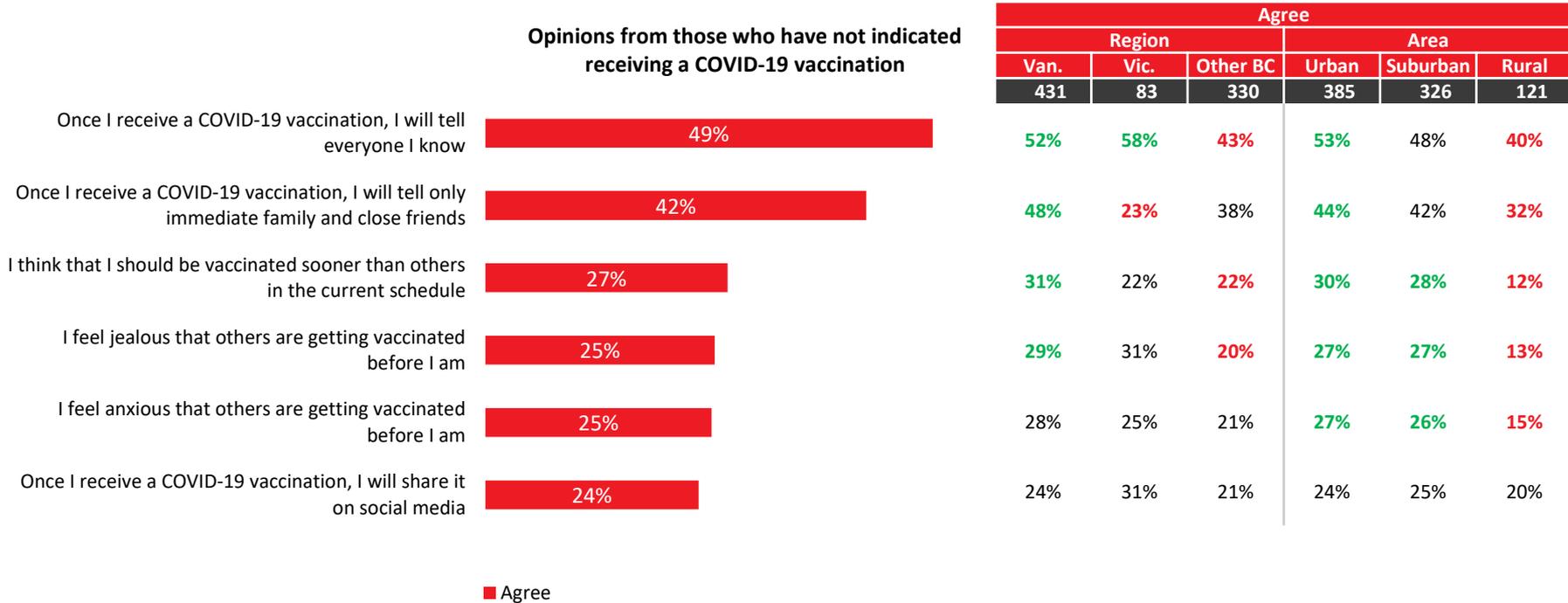
- Fine, good, great* **39%**
- Sore arm* **26%**
- No adverse reactions or no side effects* **18%**
- Relieved* **12%**

Q9. How did you feel after receiving a COVID-19 vaccine?

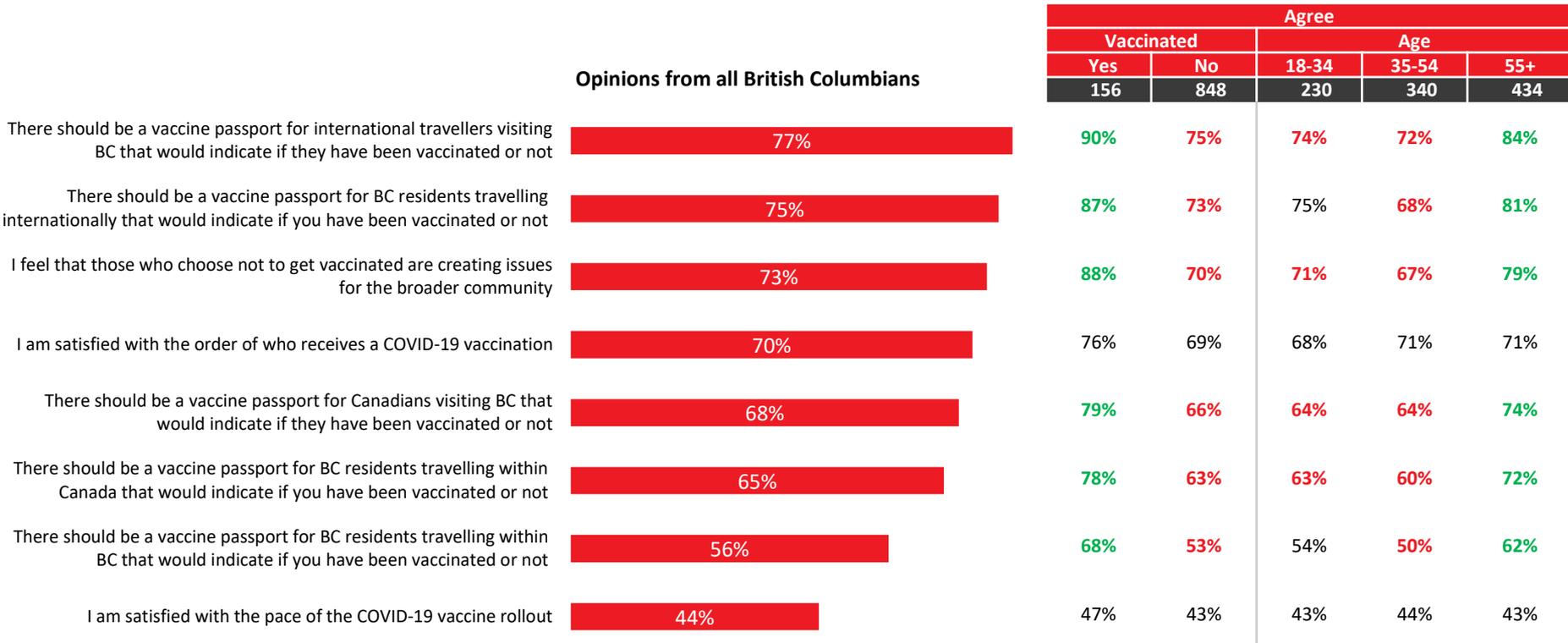
Note: Responses under 11% not displayed

Base: British Columbians who have received a COVID-19 vaccination (n=156)

Half of those who haven't received a COVID-19 vaccination agree that once they receive it, they will tell everyone they know. One-quarter feel they should be vaccinated sooner than others, are jealous, and/or anxious that others are being vaccinated before them. Those in Vancouver, and urban areas, are more likely to agree with most of the statements.



Three-quarters of residents feel there should be a vaccine passport for international travel, for both those visiting BC and leaving BC. Those who are vaccinated or over the age of 55+, are more likely to agree with statements regarding the requirement of a vaccine passport for international and domestic travel.



■ Agree

A Canadian flag is shown in the foreground, waving on a flagpole. In the background, the Parliament Hill in Ottawa is visible, featuring its iconic Gothic Revival architecture with a prominent green-roofed spire. The scene is set against a clear blue sky with a few white clouds. A semi-transparent grey banner is overlaid at the bottom of the image, containing the text.

DETAILED RESULTS

Support for leaders

Support for leaders has reached its lowest since December, continuing a downward trend pointing to potential frustration with vaccine rollout and restrictions.

	Mar. 2021	Feb. 2021	Jan. 2021	Dec. 2020	Pt. +/- (Mar/Feb)	Pt. +/- (Mar/Dec)
n=	1004	1001	1032	1001		
 Provincial Health Officer, Dr. Bonnie Henry						
Support - Don't Support	+46	+56	+61	+67	-10	-21
Total Support	65%	71%	75%	79%		
Total Don't Support	19%	16%	14%	12%		
 Health Minister, Adrian Dix						
Support - Don't Support	+41	+47	+55	+62	-6	-21
Total Support	58%	62%	67%	72%		
Total Don't Support	17%	16%	12%	10%		
 Chief Public Health Officer of Canada, Dr. Theresa Tam						
Support - Don't Support	+31	+39	+48	+49	-8	-18
Total Support	53%	58%	63%	65%		
Total Don't Support	22%	19%	16%	16%		
 Prime Minister, Justin Trudeau						
Support - Don't Support	+14	+20	+36	+40	-6	-26
Total Support	45%	50%	59%	61%		
Total Don't Support	32%	30%	22%	21%		



RESPONDENT PROFILE

RESPONDENT PROFILE

	Weighted
n=	1004
Gender	(%)
Male	48
Female	52
Age	
18 to 34	27
35 to 54	33
55 years of age or older	40
Region	
Greater Vancouver (Metro)	53
Greater Victoria	8
Rest of BC	39
Home	
Own	65
Rent	33
Prefer not to answer	2

	Weighted
n=	1004
Household Income	(%)
Less than \$40K	18
\$40K to less than \$80K	30
\$80K and over	42
Prefer not to answer	10
Area	
Urban	43
Suburban	41
Rural	14
Prefer not to answer / Don't know	1
Education	
High school or less	22
College	27
University	50
Prefer not to answer	1
Kids in Household	
Yes	26
No	73
Prefer not to answer	<1

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger MetriCX**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

Leger

We know Canadians

