

A hand is shown pointing at a tablet that displays the homepage of The Atlantic website. The website content is partially visible, showing various article thumbnails and headlines. The word 'Leger' is overlaid in large white text, with the 'e' being a red graphic element that also serves as the 'e' in 'The Atlantic' below it.

# Leger

IN COLLABORATION WITH

*The Atlantic*

THE ATLANTIC LEGER POLL

VACCINATIONS

# METHODOLOGY

## METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with The Atlantic, conducted this Web survey with a representative sample of **1,005 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **August 13<sup>th</sup>, 2021 to August 15<sup>th</sup>, 2021**, via Computer-Assisted Web Interviewing technology (CAWI). Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of **±3.09%, 19 times out of 20**. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2019, Leger was once again the most accurate firm in the country. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (Philadelphia).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

# METHODOLOGY

## Notes on Reading this Report

The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicate a significantly lower proportion than Total. Conversely, data in bold **green** characters indicate a significantly higher proportion than Total.

A more detailed methodology is presented in the appendix.

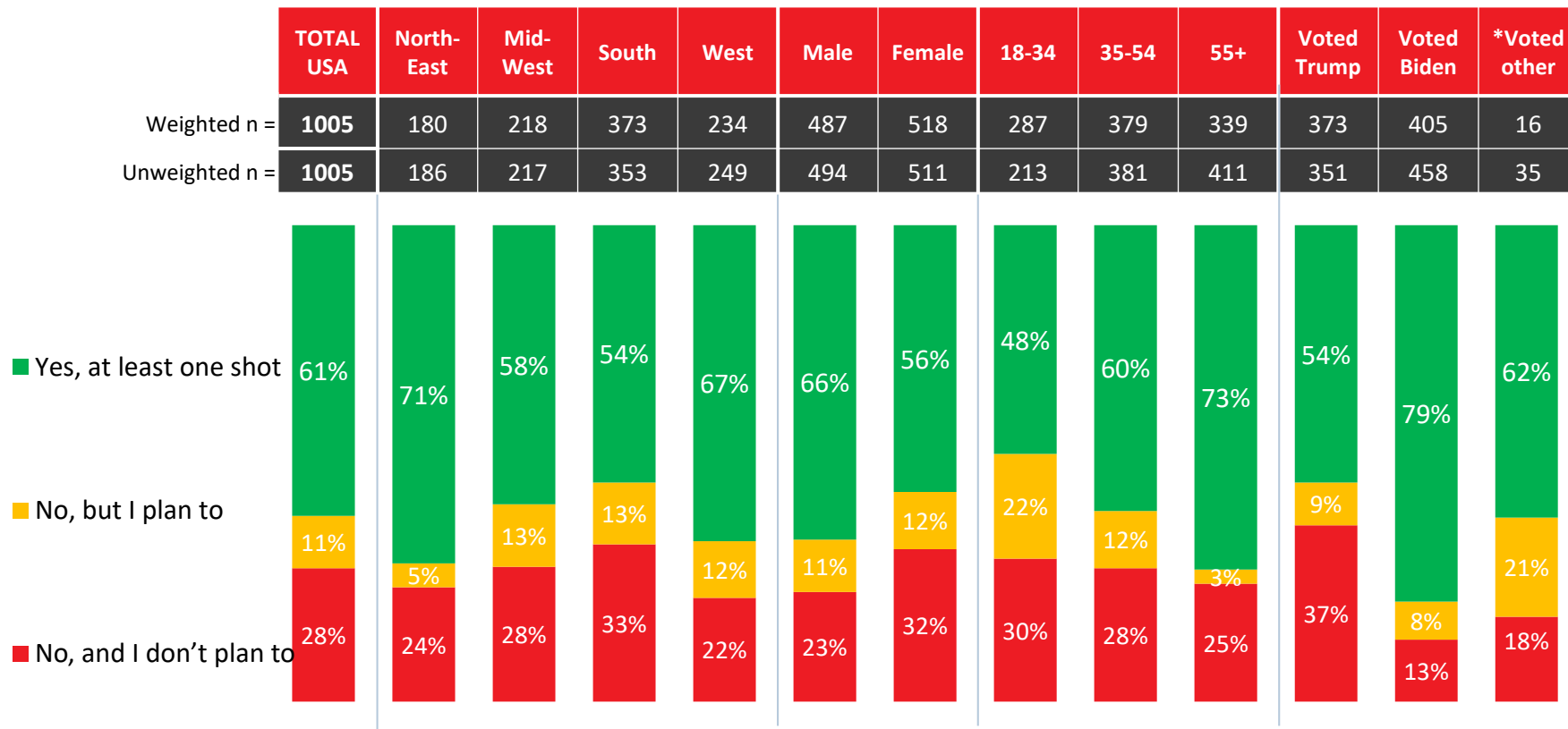
If you have questions about the data presented in this report, please contact Simon Jaworski, President at the following e-mail address: [sjaworski@leger360.com](mailto:sjaworski@leger360.com)

# VACCINATION STATUS: AMERICANS WITH AT LEAST ONE VACCINE SHOT

**CTC738: Have you received a COVID-19 vaccine?**

Base: All respondents (n=1,005)

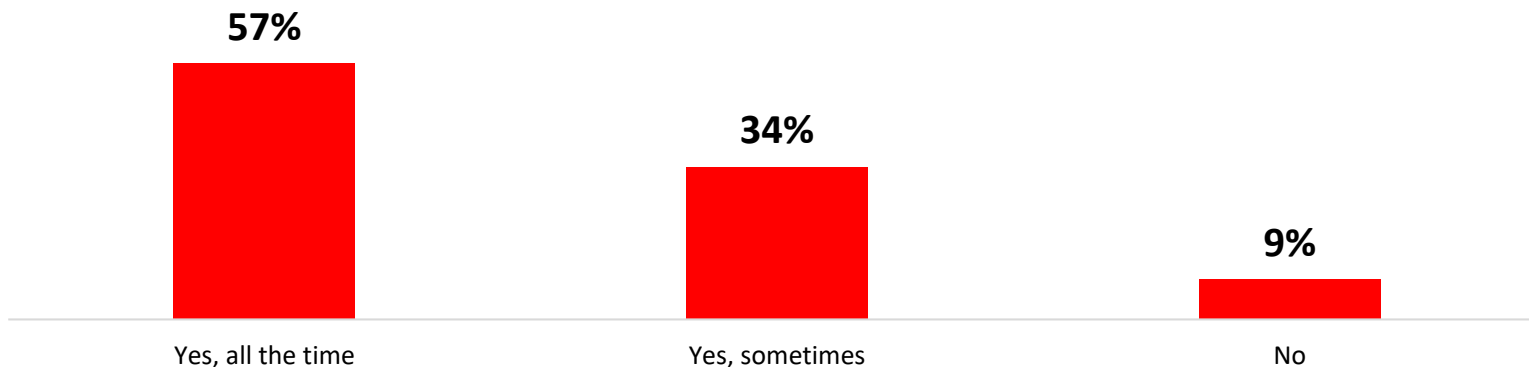
- Women, (32%), Younger Americans, 18-34, (30%) and those in the South (33%) are the three groups that are more likely to have no plans to be vaccinated in the future, compared to other demo groups.
- 37% of Americans who voted for Donald Trump say they have no plans to get vaccinated compared to 13% who voted for Joe Biden.



# WEARING MASKS

**CGBUSA1b: Are you currently wearing a mask to any indoor shopping malls, grocery stores, churches or restaurants?**

Base: All respondents (n=1,005)



	TOTAL USA	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Vaccinated (at least one shot)	No, but plan to	No, don't plan to
Weighted n =	1005	180	218	373	234	379	339	487	518	287	612	115	278
Unweighted n =	1005	186	217	353	249	381	411	494	511	213	683	95	227
<b>Yes, all the time</b>	<b>57%</b>	53%	42%	57%	62%	52%	57%	57%	58%	49%	63%	57%	35%
<b>Yes, sometimes</b>	<b>34%</b>	19%	22%	20%	20%	22%	19%	22%	20%	20%	20%	31%	18%
<b>No</b>	<b>9%</b>	28%	36%	23%	18%	27%	24%	21%	22%	32%	18%	12%	47%

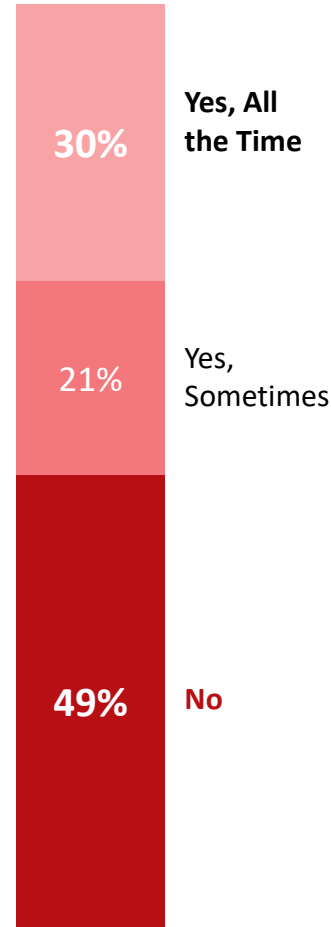
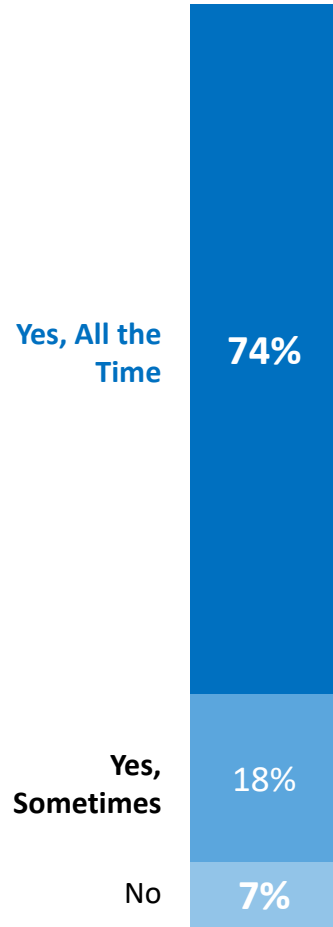
# WEARING MASKS

CGBUSA1b: Are you currently wearing a mask to any indoor shopping malls, grocery stores, churches or restaurants?

Base: Biden Voters (n=458) and Trump Voters (n=351)



Base: Biden Voters  
(n=458)

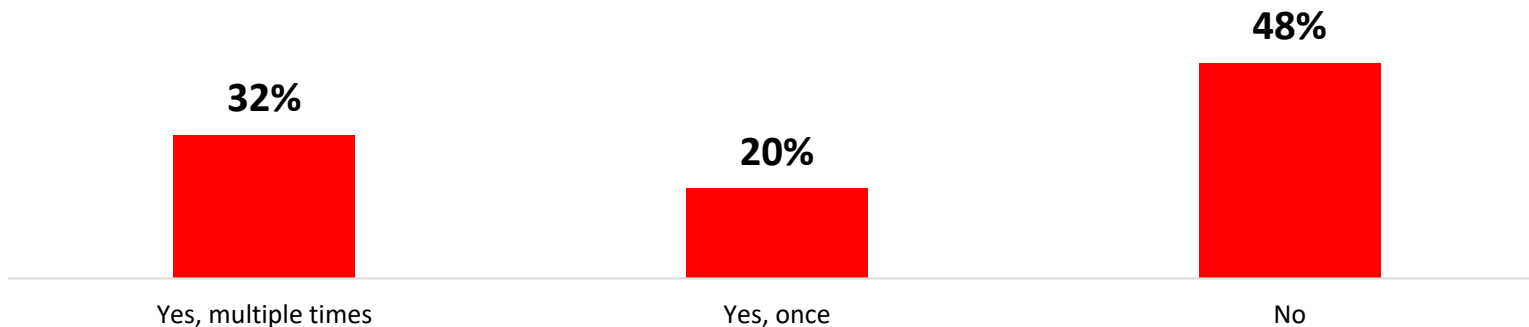


Base: Trump Voters  
(n=351)

# RESTAURANT DINING INDOORS

**CGBUSA2: Have you dined indoors in a restaurant in the past 30 days?**

Base: All respondents (n=1,005)



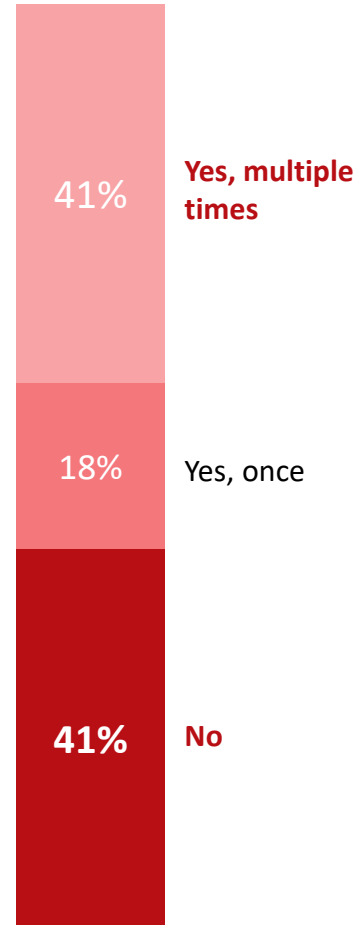
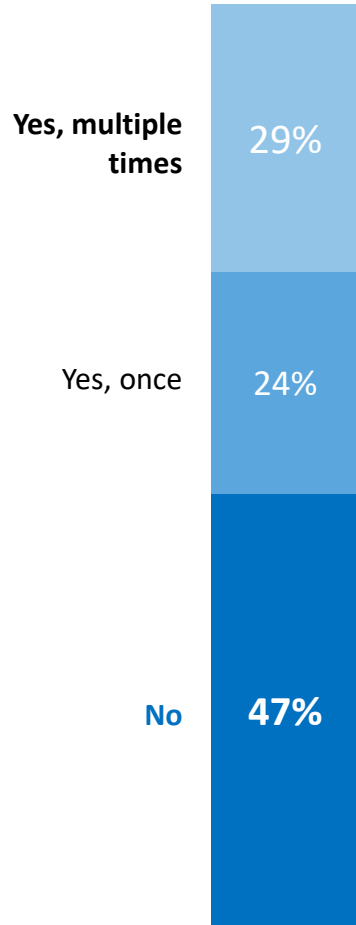
	TOTAL USA	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Vaccinated (at least one shot)	No, but plan to	No, don't plan to
Weighted n =	1005	180	218	373	234	379	339	487	518	287	612	115	278
Unweighted n =	1005	186	217	353	249	381	411	494	511	213	683	95	227
<b>Yes, multiple times</b>	<b>32%</b>	37%	31%	35%	26%	40%	25%	32%	32%	32%	34%	24%	31%
<b>Yes, once</b>	<b>20%</b>	20%	19%	19%	24%	17%	22%	19%	18%	23%	23%	12%	16%
<b>No</b>	<b>48%</b>	44%	50%	47%	51%	43%	53%	48%	50%	45%	42%	63%	54%

# RESTAURANT DINING INDOORS

**CGBUSA2: Have you dined indoors in a restaurant in the past 30 days?**  
 Base: All respondents (n=1,005)



**Base: Biden Voters  
(n=458)**



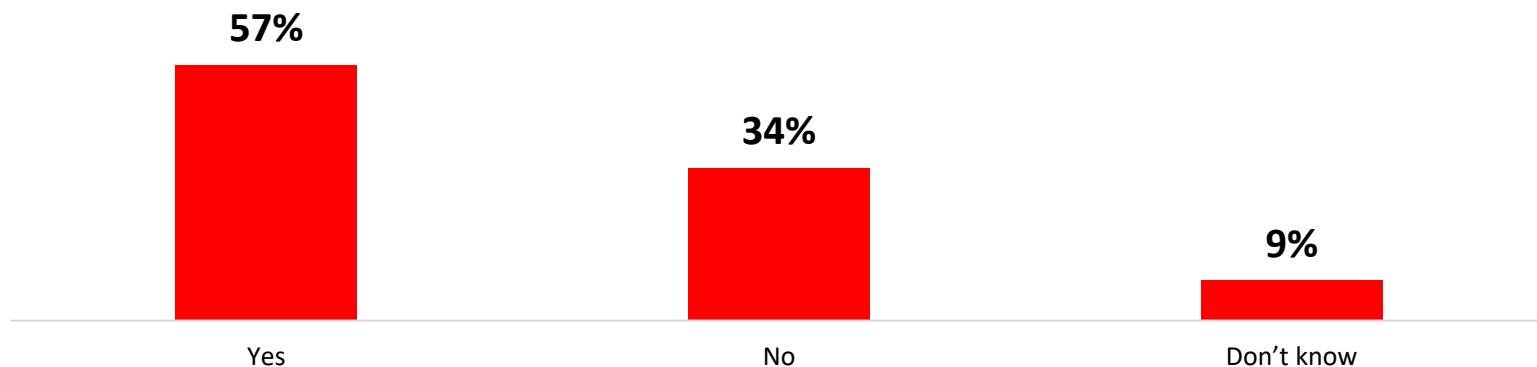
**Base: Trump Voters  
(n=351)**



# SUPPORT FOR MASK MANDATES

**CGBUSA1: Do you support an immediate reinstatement of mask mandates for indoor areas, such as shopping malls, grocery stores, churches, and restaurants?**

Base: All respondents (n=1,005)



	TOTAL USA	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Vaccinated (At least one shot)	No, but plan to	No, don't plan to
Weighted n =	1005	180	218	373	234	487	518	287	379	339	612	115	278
Unweighted n =	1005	186	217	353	249	494	511	213	381	411	683	95	227
<b>Yes</b>	<b>57%</b>	59%	51%	58%	60%	56%	58%	59%	57%	55%	69%	61%	29%
<b>No</b>	<b>34%</b>	31%	40%	31%	34%	36%	31%	32%	32%	38%	23%	29%	60%
<b>Don't know</b>	<b>9%</b>	10%	9%	11%	6%	8%	10%	9%	11%	7%	8%	10%	11%

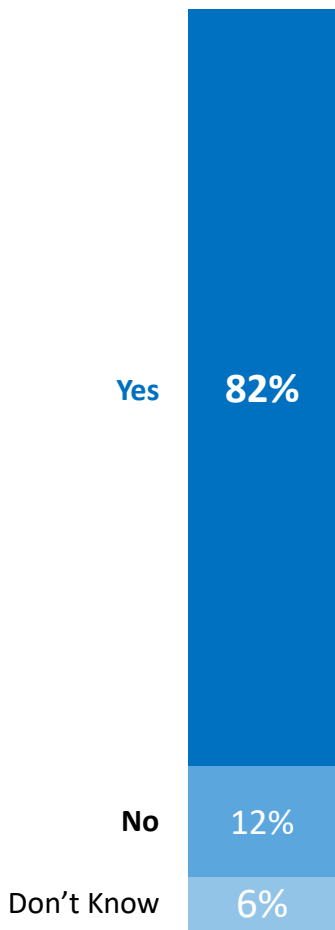
# SUPPORT FOR MASK MANDATES

**CGBUSA1: Do you support an immediate reinstatement of mask mandates for indoor areas, such as shopping malls, grocery stores, churches, and restaurants?**

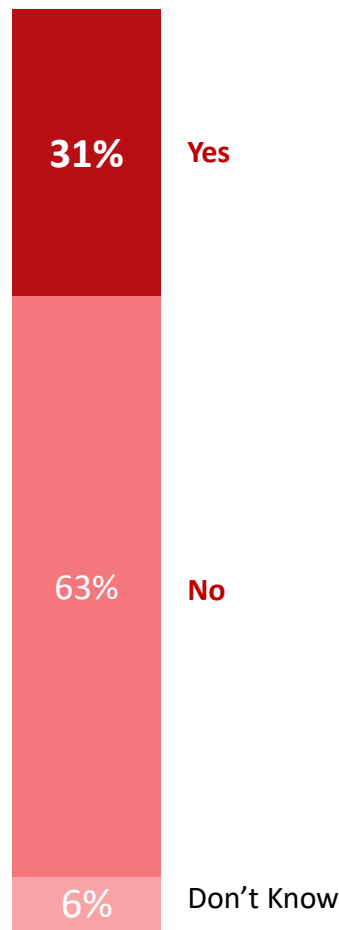
Base: All respondents (n=1,005)



**Base: Biden Voters  
(n=458)**



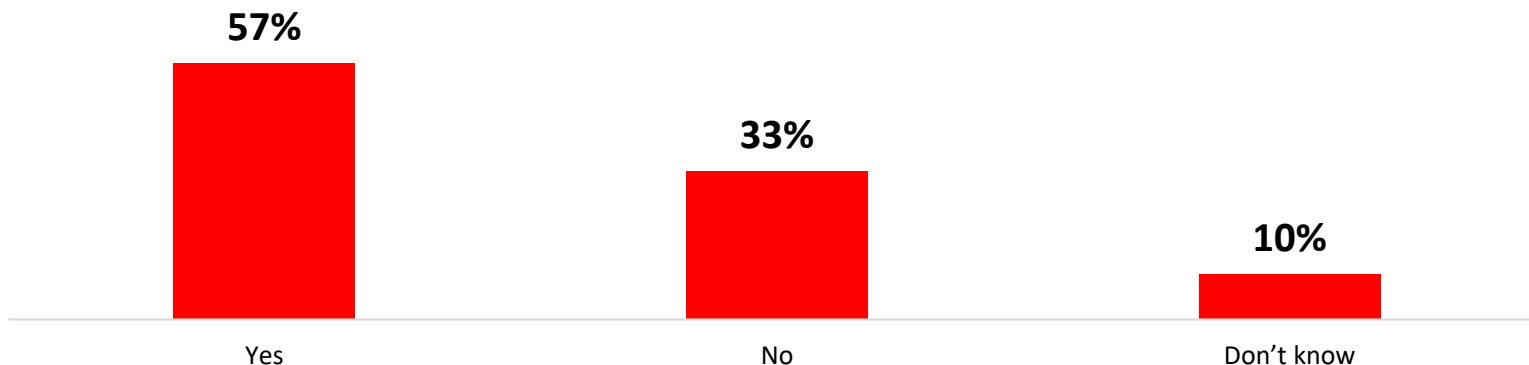
**Base: Trump Voters  
(n=351)**



# VACCINE MANDATES FOR GOV/HEALTHCARE WORKERS

**CGBUSA3: Do you support vaccine mandates for government employees and healthcare workers?**

Base: All respondents (n=1,005)



	TOTAL USA	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Vaccinated (At least one shot)	No, but plan to	No, don't plan to
Weighted n =	1005	180	218	373	234	379	339	487	518	287	612	115	278
Unweighted n =	1005	186	217	353	249	381	411	494	511	213	683	95	227
<b>Yes</b>	<b>57%</b>	65%	54%	52%	61%	59%	55%	56%	56%	58%	79%	55%	10%
<b>No</b>	<b>33%</b>	31%	35%	34%	30%	31%	34%	33%	32%	33%	15%	28%	74%
<b>Don't know</b>	<b>10%</b>	5%	10%	15%	8%	10%	11%	11%	11%	8%	6%	17%	16%

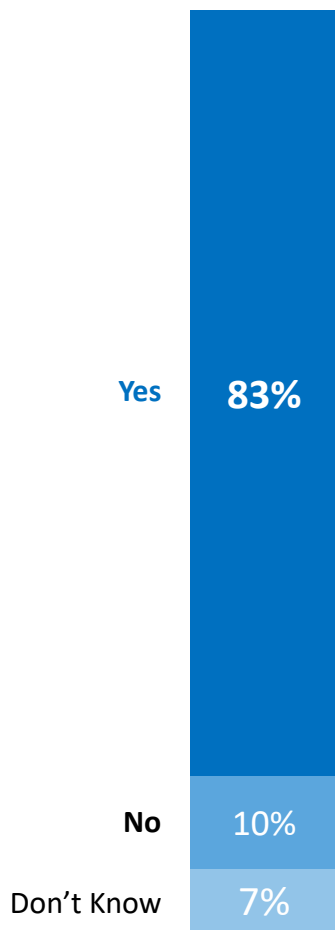
# VACCINE MANDATES FOR GOV/HEALTHCARE WORKERS

**CGBUSA3: Do you support vaccine mandates for government employees and healthcare workers?**

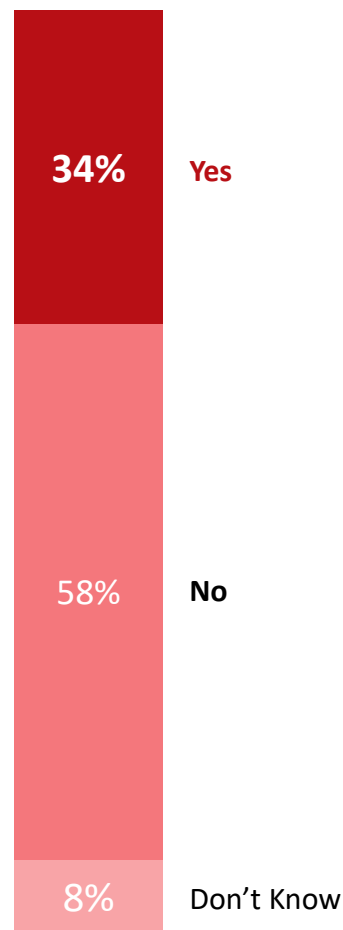
Base: All respondents (n=1,005)



**Base: Biden Voters  
(n=458)**



**Base: Trump Voters  
(n=351)**



# CHILDREN

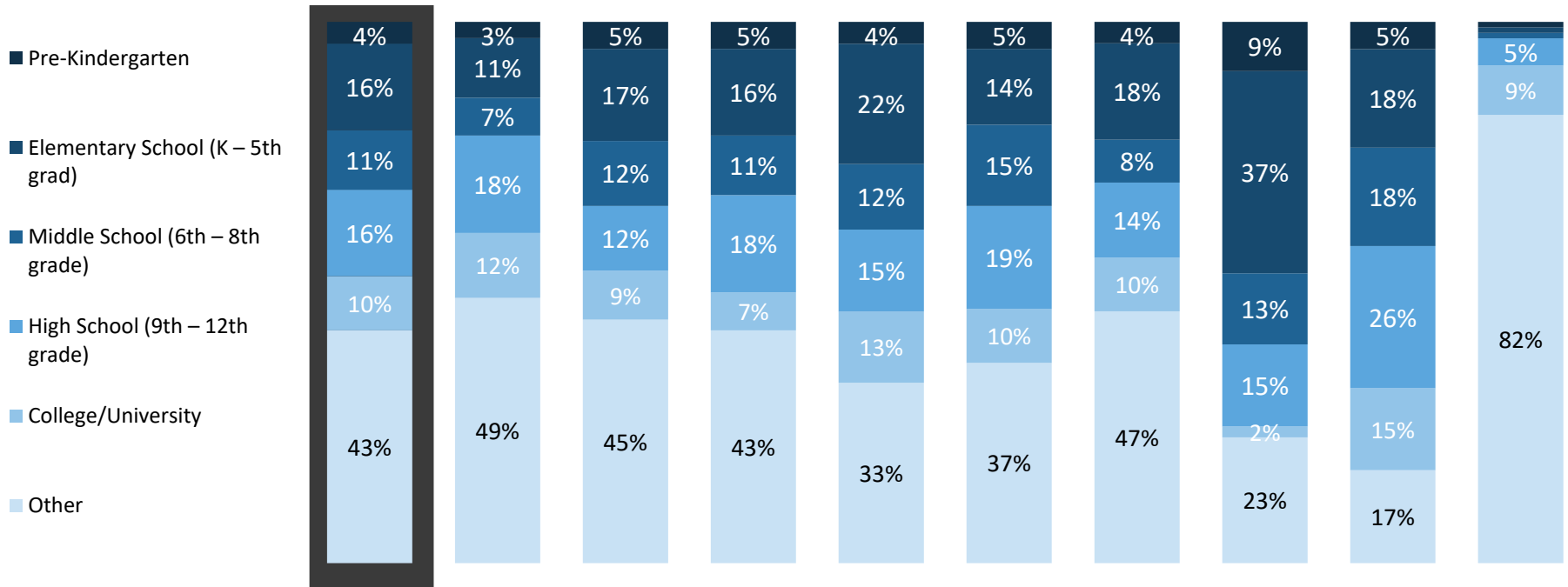
## CGBUSA7: Do you have any children?

Base: All respondents (n=1,005)

	TOTAL USA	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+
Have Children	49%	55%	51%	48%	44%	42%	55%	39%	52%	54%

## CGBUSA8: Which of the following school levels do you have children attending this fall?

Base: All respondents (n=509)



# CHILDREN

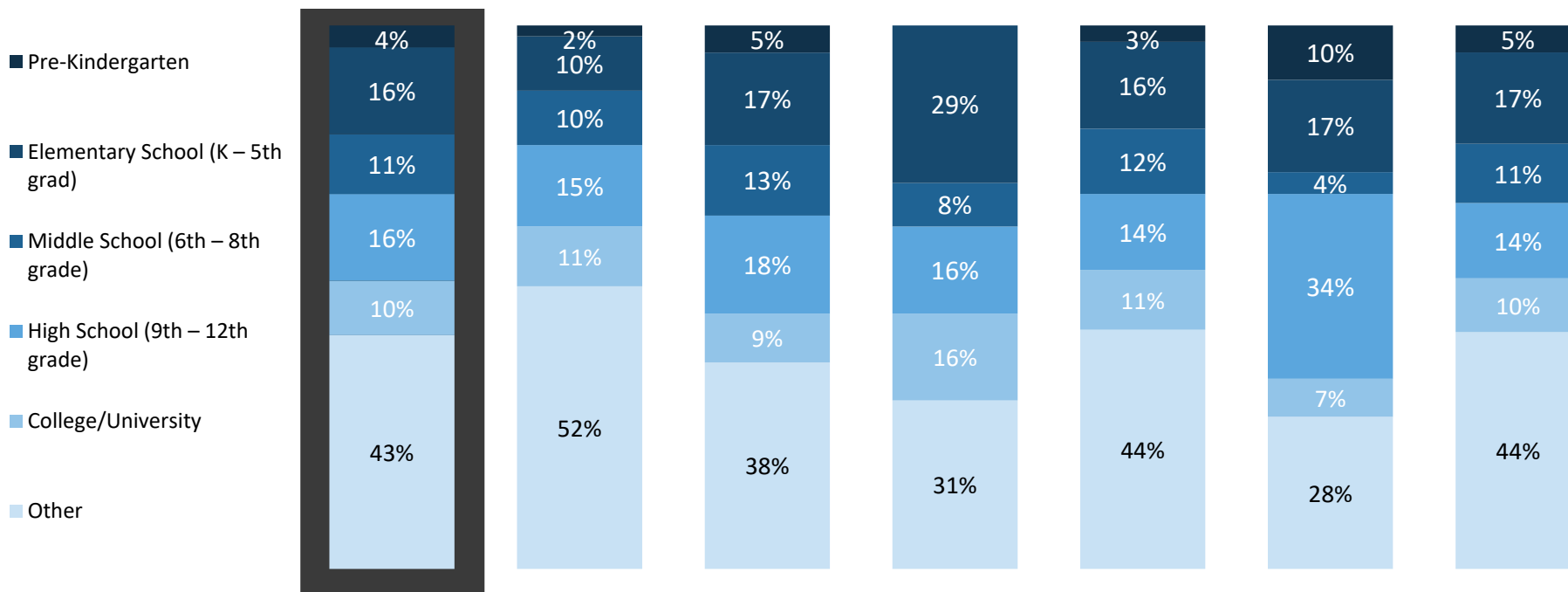
## CGBUSA7: Do you have any children?

Base: All respondents (n=1,005)

	TOTAL USA	Voted Trump	Voted Biden	*Voted other	Vaccinated (at least one shot)	No, but plan to	No, don't plan to
Have Children	49%	55%	49%	35%	50%	41%	51%

## CGBUSA8: Which of the following school levels do you have children attending this fall?

Base: All respondents (n=509)



\*Small base size

# KIDS & MASKS IN SCHOOL

CGBUSA4: Do you think kids under 12 years old should have to wear masks in school this September?

CGBUSA5: Do you think kids over 12 years old should have to wear masks in school this September?

Base: All respondents (n=1,005)



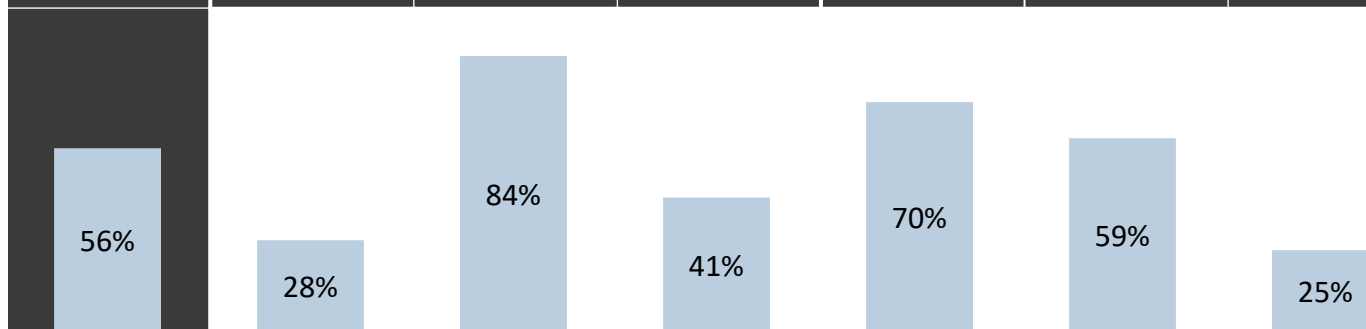
# KIDS & MASKS IN SCHOOL

**CGBUSA4: Do you think kids under 12 years old should have to wear masks in school this September? CGBUSA5: Do you think kids over 12 years old should have to wear masks in school this September?**

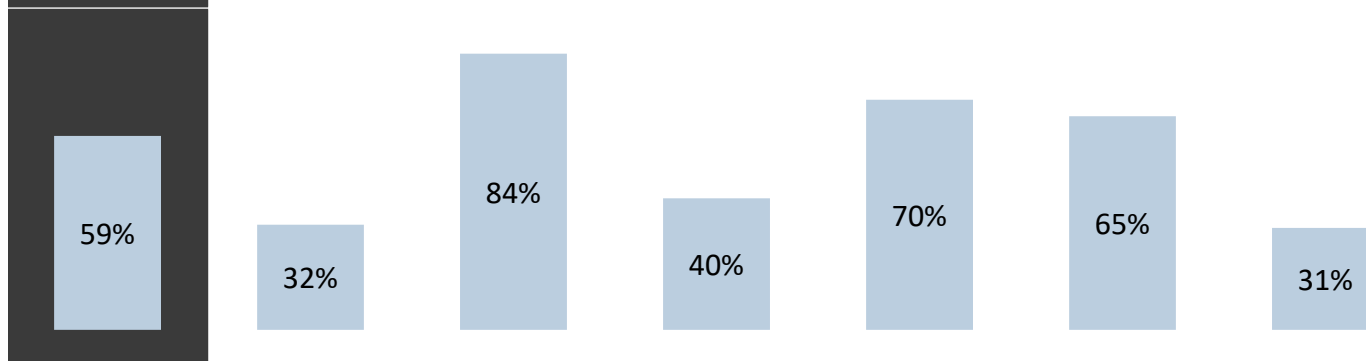
Base: All respondents (n=1,005)

	TOTAL USA	Voted Trump	Voted Biden	*Voted other	Vaccinated (at least one shot)	No, but plan to	No, don't plan to
Weighted n =	1005	373	405	16	612	115	278
Unweighted n =	1005	351	458	35	683	95	227

Do you think **kids under 12 years old** should have to wear masks in school this September?



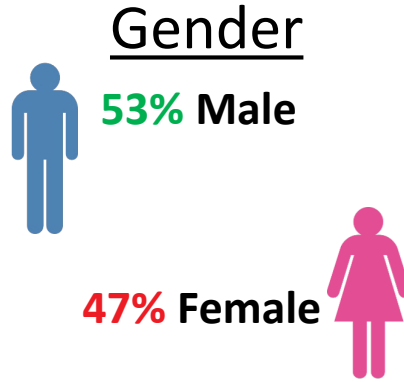
Do you think kids **over 12 years old** should have to wear masks in school this September?





# SCREENSHOT OF A VACCINATED/AT LEAST ONE SHOT PARTICIPANT

Base: Vaccinated/at least one shot (n=683)



Age

18-29	30-39	40-49	50-54	65+
<b>12%</b>	<b>21%</b>	<b>19%</b>	<b>26%</b>	<b>23%</b>

Ethnicity

American Indian, Alaska native, or other	Asian or Asian-American	Black or African-American	White or Caucasian
<b>4%</b>	<b>7%</b>	<b>9%</b>	<b>78%</b>

Region

North-East	Mid-West	South	West
<b>21%</b>	<b>21%</b>	<b>33%</b>	<b>25%</b>

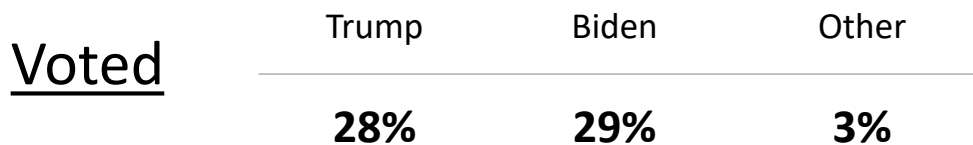
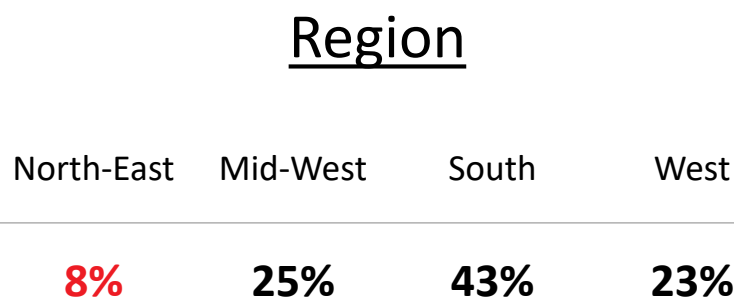
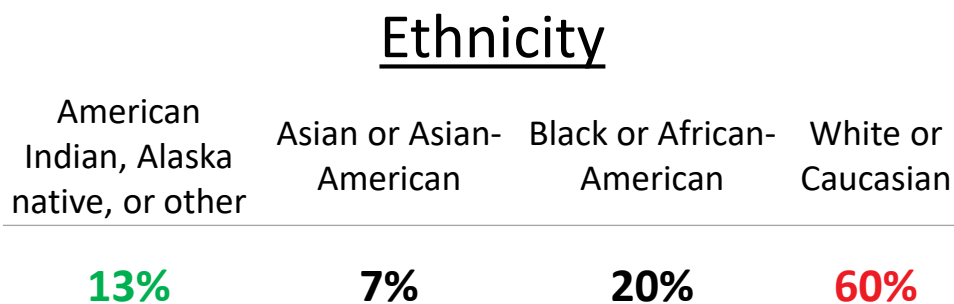
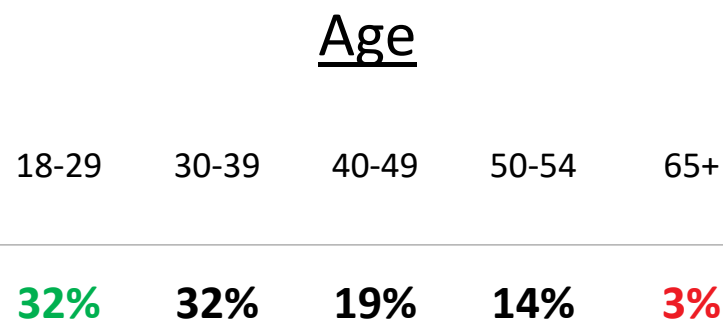
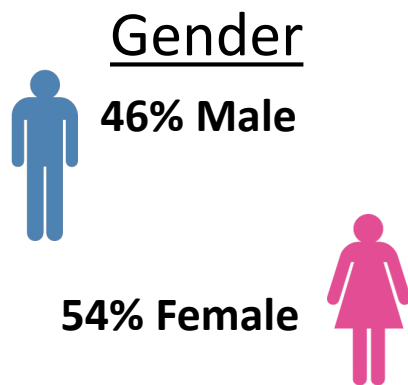
Voted

Trump	Biden	Other
<b>33%</b>	<b>52%</b>	<b>2%</b>

**Green Text:** Significantly Higher than Total  
**Red Text:** Significantly Lower than Total

# SCREENSHOT OF A PLAN TO BE VACCINATED PARTICIPANT

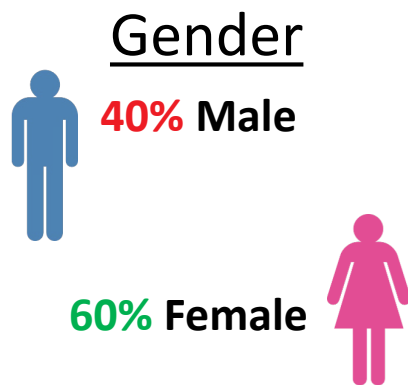
Base: Plan to be Vaccinated (n=95)



Green Text: Significantly Higher than Total  
 Red Text: Significantly Lower than Total

# SCREENSHOT OF DON'T PLAN TO VACCINATE PARTICIPANT

Base: Don't plan to Vaccinate (n=227)



**Age**

18-29	30-39	40-49	50-54	65+
20%	23%	18%	28%	11%

**Ethnicity**

American Indian, Alaska native, or other	Asian or Asian-American	Black or African-American	White or Caucasian
4%	3%	18%	73%

**Region**

North-East	Mid-West	South	West
15%	22%	44%	19%

**Voted**

Trump	Biden	Other
50%	19%	1%

Green Text: Significantly Higher than Total  
 Red Text: Significantly Lower than Total

# APPENDIX

# DETAILED METHODOLOGY

## Weighted and Unweighted Sample for The United States

The following tables present the demographic distribution of respondents according to gender, age, and region for The United States.

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	494	487
Female	511	518

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 29	113	168
Between 30 and 39	187	226
Between 40 and 49	197	187
Between 50 and 64	286	251
65 or older	222	173

<b>US region</b>	<b>Unweighted</b>	<b>Weighted</b>
North East	186	180
Mid West	217	218
South	353	373
West	249	234

## 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.

## WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly **Omnibus** to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

### OMNIBUS TYPE

n=

### REGIONS

	NATIONAL	1,500	CANADA
	PROVINCIAL	1,000	QC, ON, AB, BC
	MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
	WESTERN	1,500	BC, AB, SK, MB
	AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000 panelists** at your disposal

[CONTACT US](#)



## OUR SERVICES

- **Leger**  
Marketing research and polling
- **Leger Metrics**  
Real-time VOC satisfaction measurement
- **Leger Analytics**  
Data modeling and analysis
- **Legerweb**  
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

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