Leger

IN COLLABORATION WITH

The Atlantic

Vaccinations in everyday life

November 5-7, 2021

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 **1,006 Americans,** over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from   **November 5th, 2021 to November 7th, 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
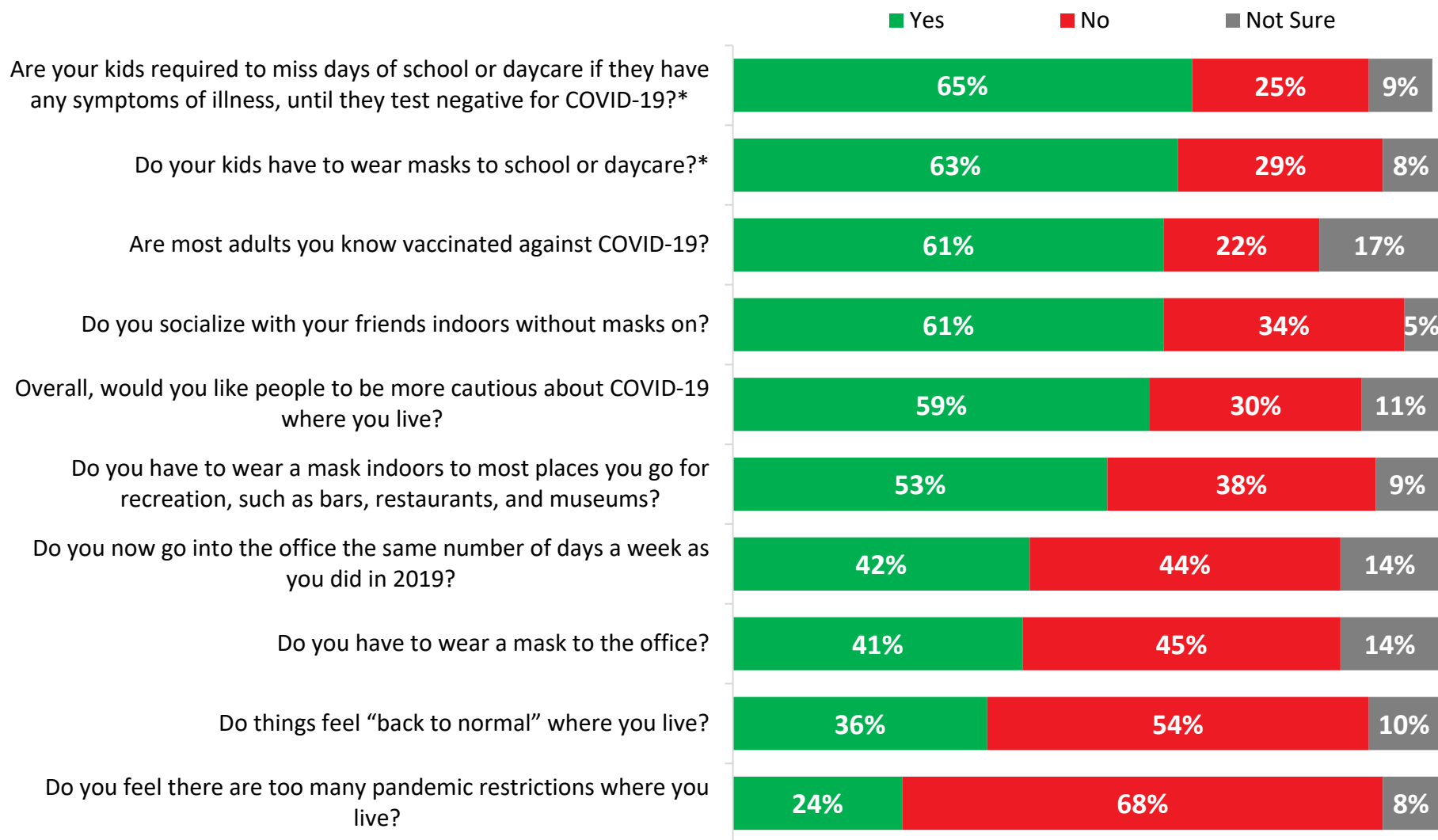
METHODOLOGY

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

Vaccination and Mask Check In

Leger

Legend: ■ Yes   ■ No   ■ Not Sure

Statement	Yes	No	Not Sure
Are your kids required to miss days of school or daycare if they have any symptoms of illness, until they test negative for COVID-19?*	65%	25%	9%
Do your kids have to wear masks to school or daycare?*	63%	29%	8%
Are most adults you know vaccinated against COVID-19?	61%	22%	17%
Do you socialize with your friends indoors without masks on?	61%	34%	5%
Overall, would you like people to be more cautious about COVID-19 where you live?	59%	30%	11%
Do you have to wear a mask indoors to most places you go for recreation, such as bars, restaurants, and museums?	53%	38%	9%
Do you now go into the office the same number of days a week as you did in 2019?	42%	44%	14%
Do you have to wear a mask to the office?	41%	45%	14%
Do things feel "back to normal" where you live?	36%	54%	10%
Do you feel there are too many pandemic restrictions where you live?	24%	68%	8%

ATL: Please read the following statements statement and respond.
Base: Total, (n=1006)

Among Participants with Children under 18 (n=246)

Covid and Masks in School – Parents with children Among Regions and Neighborhoods

% Yes

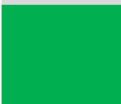|	TOTAL USA	North-East	Mid-West	South	West	Urban	Suburban	Rural
Weighted n =	246	43	49	98	56	83	117	46
Unweighted n =	234	38	53	85	58	76	115	43
Are your kids required to miss days of school or daycare if they have any symptoms of illness, until they test negative for COVID-19?	65%	82%	62%	65%	56%	72%	64%	58%
Do your kids have to wear masks to school or daycare?	63%	84%	67%	47%	74%	67%	68%	45%

ATL: Please read the following statements statement and respond.
Base: Among Participants with Children under 18 (n=246)

Green Text indicates a significantly higher difference at 95%
Red Text indicates a significantly lower difference at 95%

Socializing – Among Regions and Neighborhoods

Leger

% Yes

	TOTAL USA	North-East	Mid-West	South	West	Urban	Suburban	Rural
Weighted n =	1006	180	218	373	234	275	482	249
Unweighted n =	1006	187	217	342	260	259	506	241
Are most adults you know vaccinated against COVID-19?	61%	72%	56%	53%	71%	63%	68%	48%
Do you socialize with your friends indoors without masks on?	61%	59%	68%	58%	59%	54%	60%	68%
Do you have to wear a mask indoors to most places you go for recreation, such as bars, restaurants, and museums?	53%	59%	45%	46%	70%	63%	57%	35%

ATL: Please read the following statements statement and respond.
Base: Total, (n=1006)

Green Text indicates a significantly higher difference at 95%
Red Text indicates a significantly lower difference at 95%

Socializing – Among Gender and Age

% Yes

	TOTAL USA	Male	Female	18-29	30-39	40-49	50-64	65+
Weighted n =	1006	488	518	170	224	187	251	173
Unweighted n =	1006	492	514	100	191	191	294	230
Are most adults you know vaccinated against COVID-19?	**61%**	62%	61%	61%	56%	58%	61%	**74%**
Do you socialize with your friends indoors without masks on?	**61%**	61%	60%	57%	59%	*51%*	63%	**73%**
Do you have to wear a mask indoors to most places you go for recreation, such as bars, restaurants, and museums?	**53%**	49%	57%	52%	55%	61%	47%	54%

ATL: Please read the following statements statement and respond.
Base: Total, (n=1006)

Green Text indicates a significantly higher difference at 95%
Red Text indicates a significantly lower difference at 95%

Everyday Life – Among Regions and Neighborhoods

% Yes

	TOTAL USA	North-East	Mid-West	South	West	Urban	Suburban	Rural
Weighted n =	1006	180	218	373	234	275	482	249
Unweighted n =	1006	187	217	342	260	259	506	241
Overall, would you like people to be more cautious about COVID-19 where you live?	59%	63%	54%	57%	64%	63%	63%	*46%*
Do you now go into the office the same number of days a week as you did in 2019?	42%	40%	47%	42%	37%	39%	41%	46%
Do you have to wear a mask to the office?	41%	**56%**	35%	*33%*	**48%**	**51%**	43%	*27%*
Do things feel "back to normal" where you live?	36%	38%	42%	36%	31%	30%	36%	**45%**
Do you feel there are too many pandemic restrictions where you live?	24%	25%	24%	23%	26%	27%	21%	27%

ATL: Please read the following statements statement and respond.
Base: Total, (n=1006)

Green Text indicates a significantly higher difference at 95%
Red Text indicates a significantly lower difference at 95%

Everyday Life – Among Gender and Age

% Yes

	TOTAL USA	Male	Female	18-29	30-39	40-49	50-64	65+
Weighted n =	1006	488	518	170	224	187	251	173
Unweighted n =	1006	492	514	100	191	191	294	230
Overall, would you like people to be more cautious about COVID-19 where you live?	59%	57%	61%	55%	54%	63%	57%	**67%**
Do you now go into the office the same number of days a week as you did in 2019?	42%	**46%**	*37%*	42%	39%	39%	**51%**	35%
Do you have to wear a mask to the office?	41%	42%	40%	46%	**51%**	46%	38%	*22%*
Do things feel "back to normal" where you live?	36%	40%	33%	38%	41%	36%	35%	32%
Do you feel there are too many pandemic restrictions where you live?	24%	28%	21%	25%	25%	27%	22%	23%

ATL: Please read the following statements statement and respond.
Base: Total, (n=1006)

Green Text indicates a significantly higher difference at 95%
Red Text indicates a significantly lower difference at 95%

All Questions – Among Education and Household Income

% Yes
Parents only questions

	TOTAL USA	High School or less	College and Above	-35K	35K-50K	50K-100K	100K+
Weighted n =	1006	387	613	327	146	307	174
Unweighted n =	1006	221	782	290	130	333	202
Are your kids required to miss school/daycare if they have any symptoms, until they test negative for COVID?	65%	62%	67%	71%	52%	61%	72%
Do your kids have to wear masks to school or daycare?	63%	59%	66%	60%	60%	61%	71%
Are most adults you know vaccinated against COVID-19?	61%	*51%*	**68%**	*53%*	56%	66%	**79%**
Do you socialize with your friends indoors without masks on?	61%	57%	63%	*50%*	66%	**67%**	65%
Overall, would you like people to be more cautious about COVID-19 where you live?	59%	*52%*	**63%**	62%	53%	56%	65%
Do you have to wear a mask indoors to most places you go for recreation, such as bars, restaurants, and museums?	53%	*46%*	**59%**	55%	48%	50%	**66%**
Do you now go into the office the same number of days a week as you did in 2019?	42%	39%	44%	*30%*	48%	**48%**	50%
Do you have to wear a mask to the office?	41%	*31%*	**48%**	*32%*	42%	41%	**59%**
Do things feel "back to normal" where you live?	36%	36%	37%	*31%*	44%	39%	41%
Do you feel there are too many pandemic restrictions where you live?	24%	22%	25%	20%	22%	26%	**31%**

ATL: Please read the following statements statement and respond.
Base: Total, (n=1006)

Green Text indicates a significantly higher difference at 95%
Red Text indicates a significantly lower difference at 95%

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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.

GENDER	Unweighted	Weighted
Male	492	488
Female	514	518

AGE	Unweighted	Weighted
Between 18 and 29	100	170
Between 30 and 39	191	224
Between 40 and 49	191	187
Between 50 and 64	294	251
65 or older	230	173

US REGION	Unweighted	Weighted
North East	187	180
Mid West	217	218
South	342	373
West	260	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.

Leger

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

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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