



Leger

THE LARGEST CANADIAN-OWNED
POLLING, MARKET RESEARCH
AND ANALYTICS FIRM

MONTREAL • QUEBEC

TORONTO • WINNIPEG • EDMONTON • CALGARY

VANCOUVER • PHILADELPHIA

Report

**Argyle PR – MB
Vaccine Survey**



DATE 2021-11-17 PROJECT NUMBER 00 000-000

Leger

We know Canadians

Executive Summary

- Prominent barriers for the unvaccinated: **perceived lack of long-term research/testing, and fear of side effects like blood clots and heart attacks/strokes**
- Family doctors, doctors in general, nurses and frontline staff are most trusted on vaccine information – **unvaccinated Manitobans have a particularly high level of distrust for the provincial government and public health officials like Dr. Roussin (74% 'not trustworthy')**
- Unvaccinated Manitobans place a disproportionate amount of trust on information provided by friends/family regarding vaccine information – our data suggests **many of them get information from non-mainstream healthcare professionals, researchers and scientists who are known for being critical of government/public health COVID mandates such as Dr. Joel Kentner**
- There is a strong correlation between vaccinated parents and vaccinated or will-be-vaccinated children

METHODOLOGY

Methodology

Study Population

- 460 Manitoba residents ages 18
 - A total of 362 were fully or partially vaccinated and a parent of a child under the age of 18
 - A total of 98 were unvaccinated with or without children under the age of 18

Data Collection

- A total of n=460 online surveys were conducted via Leger's online LEO panel.
- Interviews were conducted from September 9 to September 12, 2021

Statistical Analysis

As a non-probability online survey, a margin of error is technically not to be reported.

If the data were collected through a probability sample, the margin of error would be (n=460) $\pm 4.5\%$, 19 times out of 20.

The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.

DETAILED RESULTS: VACCINE HESITANCY

Unvaccinated Manitobans have a higher mistrust in public health officials and government in general

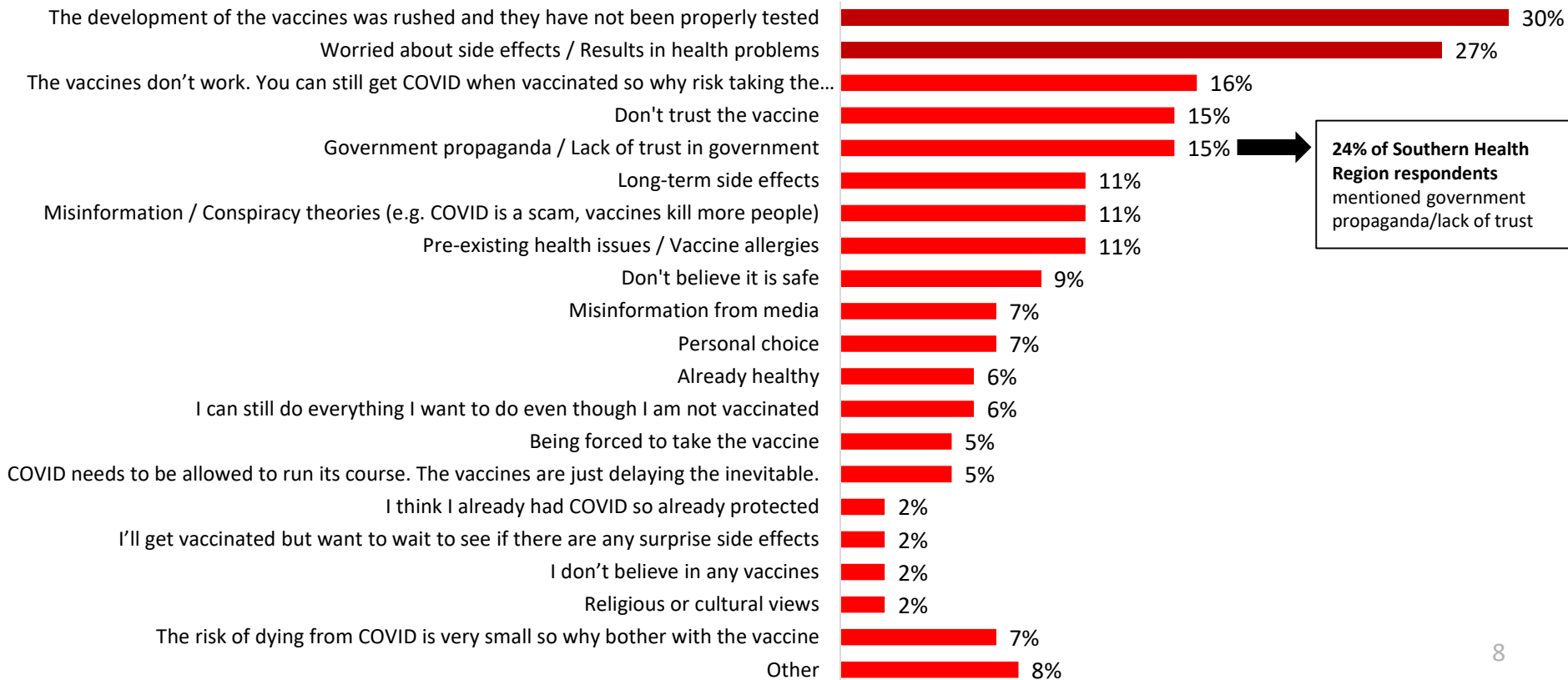
Q1: Which of the following best describes yourself? n=460

		Age			Gender		Region					Trust in Manitoba Government		Trust in Public Health Officials		
		18-34	35-54	55+	Male	Female	Winnipeg Regional Health Authority (WRHA)	Interlake-Eastern Regional Health Authority	Prairie Mountain (Brandon) Health Region	Southern Region - Santé Sud	Northern Health Region	Trustworthy	Not Trustworthy	Trustworthy	Not Trustworthy	
n=	TOTAL	460	147	242	71	179	279	299	45	49	55	12	296	145	319	125
Fully vaccinated or intends to be	79%	86%	83%	48%	74%	81%	83%	69%	76%	69%	75%	94%	50%	95%	42%	
Not vaccinated	21%	14%	17%	52%	26%	19%	17%	31%	24%	31%	25%	6%	50%	5%	58%	

The data also suggests that higher educated Manitobans are more likely to have been vaccinated compared to less educated Manitobans. The same applies to higher income earners in comparison to lower income earners.

Side effects and beliefs that the vaccine is not properly tested are leading worries for the vaccine hesitant

Q3: What is the main reason you haven't gotten vaccinated yet? n=98



24% of Southern Health Region respondents mentioned government propaganda/lack of trust

Only 3 in 10 unvaccinated Manitobans don't believe in any vaccine – almost 90% believe the COVID-19 vaccine was 'rushed'

Q4: The table below contains views regarding the COVID vaccines. Please indicate beside each whether you agree or disagree with the statement. n=98

	TOTAL AGREE	Strongly agree	Somewhat agree	TOTAL DISAGREE	Strongly disagree	Somewhat disagree
The development of the vaccines was rushed and they have not been properly tested	88%	73%	15%	8%	4%	4%
The vaccines don't work. You can still get COVID when vaccinated so why risk taking the vaccine	87%	56%	31%	7%	1%	6%
The risk of dying from COVID is very small so why bother with the vaccine	80%	52%	28%	13%	5%	8%
COVID needs to be allowed to run its course. The vaccines are just delaying the inevitable	67%	39%	28%	24%	2%	22%
I can still do everything I want to do even though I am not vaccinated	48%	21%	27%	46%	23%	23%
I think I already had COVID so already protected	33%	19%	14%	47%	33%	14%
I'll get vaccinated but want to wait to see if there are any surprise side effects	31%	13%	18%	57%	19%	18%
I don't believe in any vaccines	29%	16%	13%	68%	42%	26%

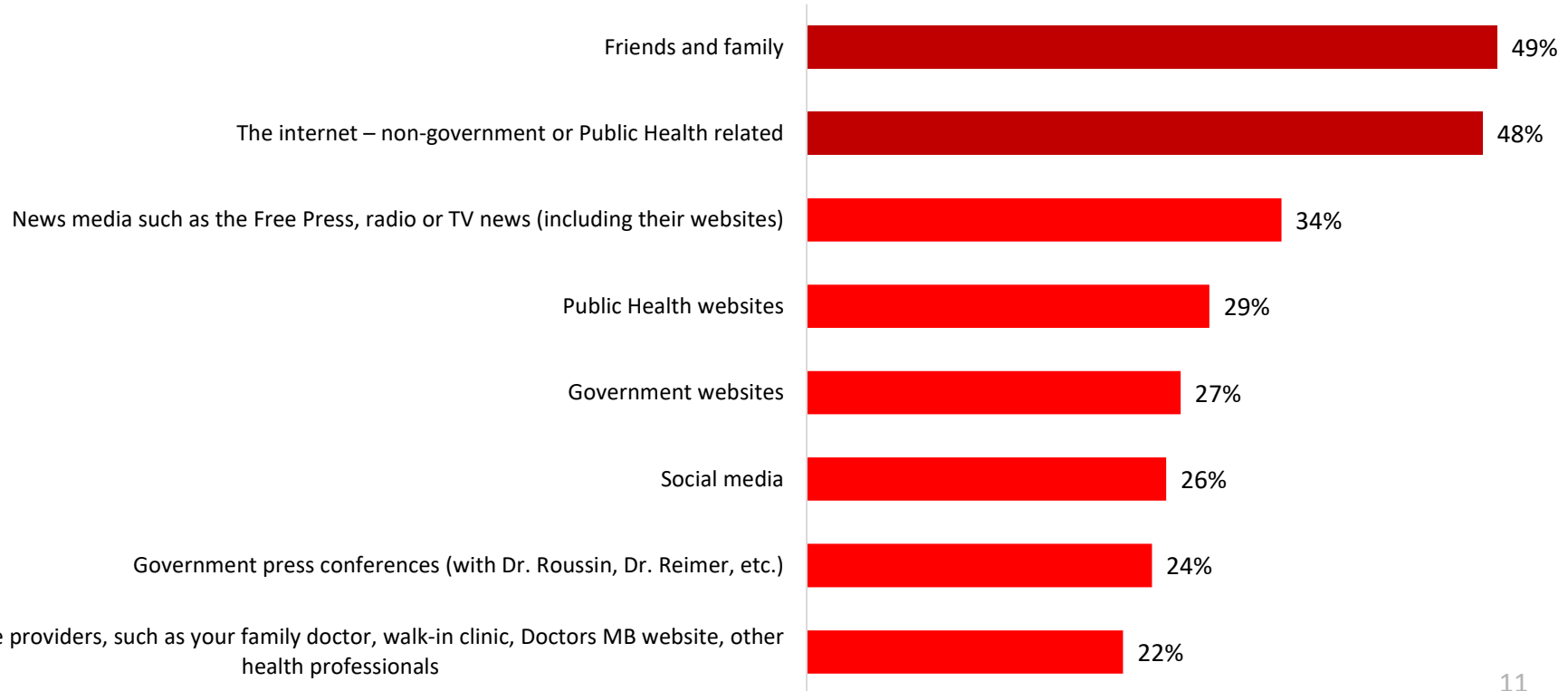
3 in 4 unvaccinated Manitobans find MB Govt & Dr. Roussin ‘not trustworthy’

Q5: Please indicate the level of trust you have in the various people or organizations listed below when it comes to the information concerning the COVID vaccine. n=460

	Trustworthy			Not Trustworthy		
	TOTAL	Vaccinated	Unvaccinated	TOTAL	Vaccinated	Unvaccinated
My family doctor	86%	91%	66%	8%	5%	19%
Doctors, nurses and other frontline staff	85%	90%	64%	11%	7%	27%
Friends/family members	79%	81%	71%	15%	14%	19%
Other people who have been vaccinated	71%	79%	39%	19%	13%	43%
Public Health officials, like Dr. Brent Roussin and Dr. Reimer	69%	83%	17%	27%	14%	74%
Manitoba government, including its website	64%	77%	19%	32%	20%	74%
Local news media like CTV, CBC news or the Free Press	62%	73%	22%	34%	24%	72%
National or international news like the Globe and Mail CNN or BBC	61%	71%	23%	33%	24%	69%
Local elected officials (e.g., mayors, reeves)	58%	66%	27%	37%	29%	65%
Provincial elected officials (e.g., MLAs)	55%	66%	16%	40%	30%	77%
Religious leaders	48%	48%	49%	42%	44%	35%
Other people who have NOT been vaccinated	39%	31%	68%	50%	60%	14%
Social media and online sources (Facebook, Twitter, Redditt, etc.)	29%	31%	23%	66%	64%	71%

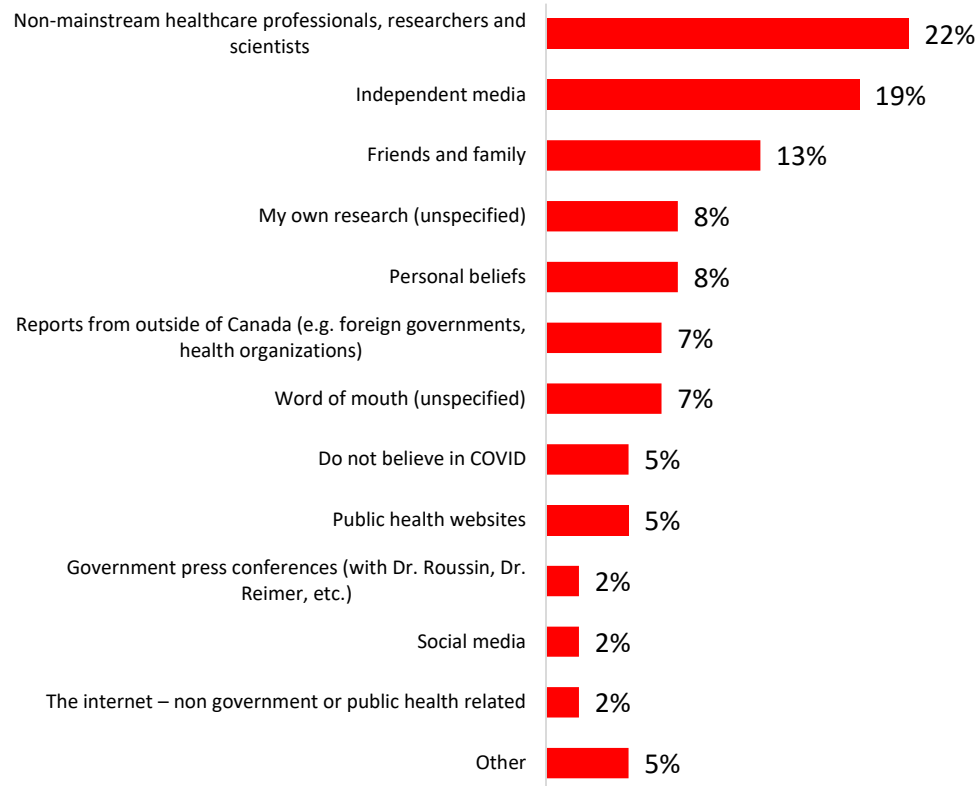
Nearly half of unvaccinated Manitobans get most of their COVID virus/vaccine information from friends, family and third-party online sources

Q6: Where have you been getting most of your information about the COVID virus and the various vaccines available? n=98



Side effects and beliefs that the vaccine is not properly tested are leading worries for the vaccine hesitant

Q6B: What or who has been MOST influential on how you feel currently about the COVID vaccines? What have you read, heard or seen that really informed you about the vaccines? Please be as detailed as possible. [OPEN END] n=98



“doctors who are not afraid to stand up to the mainstream media line. They are prepared to tell the truth about the uncertainty over covid and the vaccines. They do not spout the same nonsense as all the other parrots in science and the media these days”

“Family and friends. We have shared ACTUAL events & testimonies.”

“Dr Kentner Other medical professionals who are not merely quoting from the government script. Certainly not the officials who mismanaged covid when it entered the personal care homes.”

“My Christian beliefs”

“I’ve been listening to everyone from both sides of the fence and realize that they really should the problem is that people should have a choice we’re not one side or the other just let meet people make their own choices about what they want to do with their body and be respectful.”

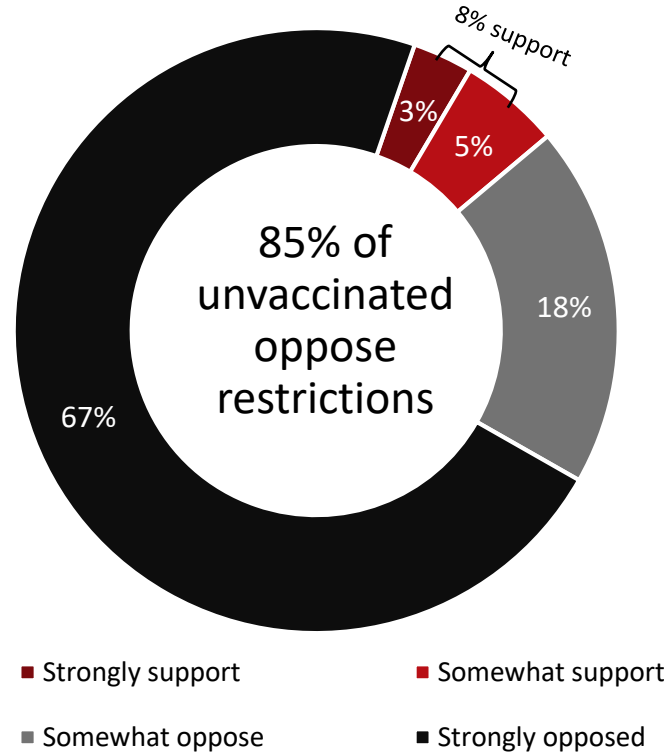
“Just reading news articles about people who got vaccinated and still get covid, makes you wonder if vaccines actually work”

“CDC, VAERS, vaccine manufacturers' websites, independent news sites”

“I look at how the government is trying to force people to give up their rights and freedoms. I also research independent websites that are not run in conjunction with government site. I also look at other countries research as well.”

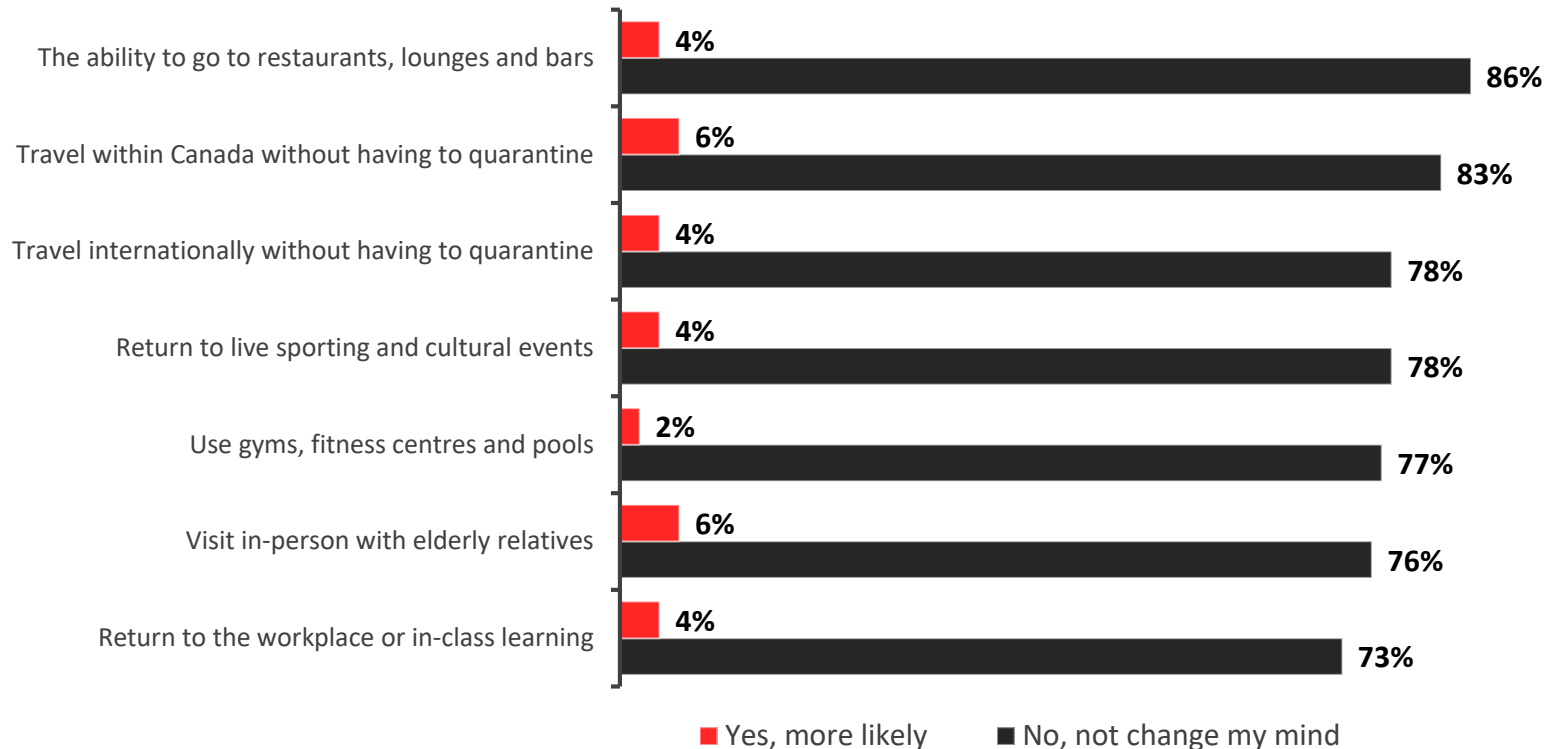
The large majority of unvaccinated Manitobans oppose public health orders that restrict certain activities to Manitobans who are fully vaccinated

Q7: Do you support or oppose public health orders that restrict certain activities to Manitobans who are fully vaccinated? n=98



There is little evidence that suggests restricting the activities of unvaccinated Manitobans will lead to a significant increase in vaccinations.

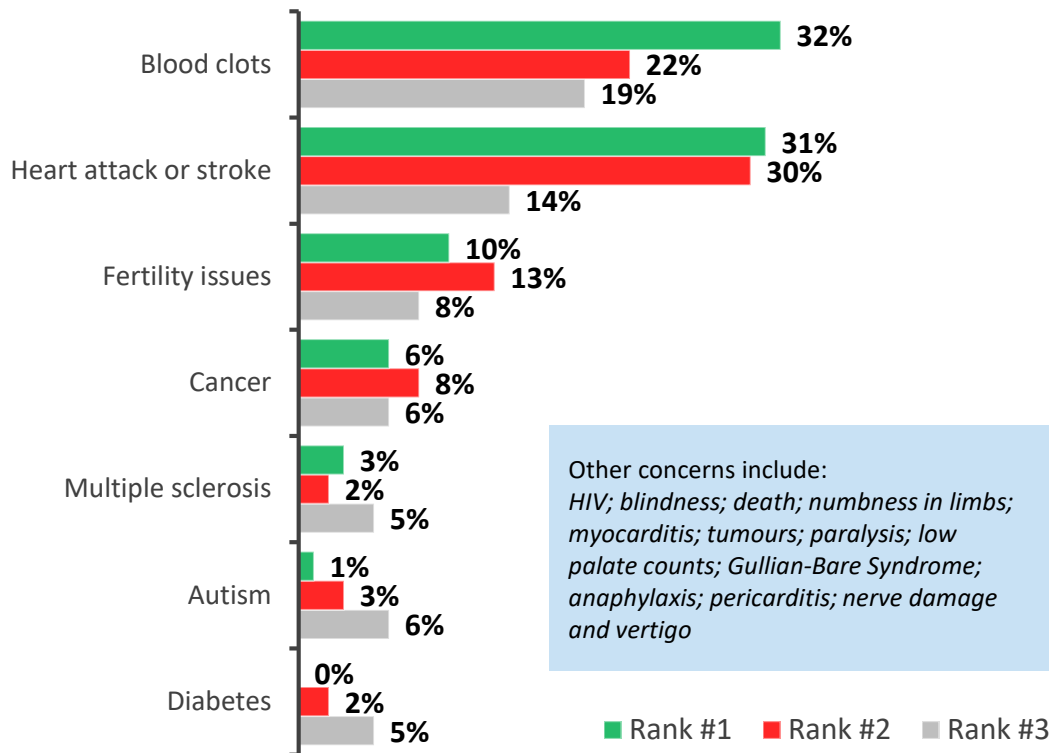
Q8: The table below lists a range of activities that either are currently restricted to fully vaccinated Manitobans or could be in the future. Beside each indicate whether the ability to participate in these activities would make you more likely to get fully vaccinated against the COVID virus or not change your view. n=98



Among unvaccinated, blood clots, heart attack and stroke rank as top long-term health concerns associated with the vaccine

Q8B: Some people who are not vaccinated have expressed concern about the long-term health effects associated with the vaccine. Below are some of the side effects that have been mentioned in the media. Please select the ones you are MOST concerned about. Select up to 3 from the list below. n=98

Ranked Selections



Selections	Top 3 Ranks Roll-up (% Ranked 1, 2 or 3)	% Not Selected
Heart attack or stroke	74	10
Blood clots	73	11
Fertility issues	32	53
Cancer	20	64
Multiple sclerosis	10	74
Autism	10	74
Diabetes	7	78
Other	18	66

11% selected none of the above

DETAILED RESULTS: VACCINE HESITANCY & CHILDREN

There is a strong correlation between vaccinated parents and vaccinated or will-be-vaccinated children

Q10: When your children who currently are too young to be vaccinated become age eligible will you get them vaccinated? n=275

Children ages <12	n=	Total	Parents' Vaccine Status	
			Vaccinated	Unvaccinated
		275	254	21
Yes		75%	81%	0%
No		10%	4%	91%
Don't know		15%	15%	19%

Q12: Which of the following options describes the vaccination status of your children age 12 to 17? n=159

Children ages 12 to 17	n=	Total	Parents' Vaccine Status	
			Vaccinated	Unvaccinated
		159	143	16
Fully vaccinated or will be soon		81%	93%	25%
Not vaccinated		13%	6%	75%

Common themes among parents hesitant about vaccinating their children include fear of long-term side effects and their perceived lack of research and testing – *Actual verbatim*

Q11: Why are you opposed or hesitant about getting your children fully vaccinated should the opportunity arrive? Base: Parents who will not vaccinate their 5-11 year-old children when eligible [OPEN END] (n=28)

“Children show a higher immunity and lower rates of infection of Covid-19, vaccines may not be necessary for their age group at this time.”

“I’m not sure yet. When the time comes I might change my mind if I will or will not.”

“Again it’s not tested enough. I’m not putting that poison into my children’s body. Not knowing the outcomes of it scares me.”

“I JUST GOT MY SECOND SHOT YESTERDAY AND IN SO MUCH PAIN, HAVE CHILLS AND FEEL FEVERED”

“Same reason as why I do not plan to be vaccinated.”

“The same reason i said before , i believe natural immunity is better for young people then the vaccine itself”

“Higher risk to their health to get the vaccine than it is for them to get really sick from covid.”

“Fear possible long term affects”

“Because there was 2 shot now I hear 3. So the first 2 aren’t good enough there’s not enough research”

“I just don’t believe my children should be used as science experiments, or the fact that in order for them to live a normal life they HAVE to have this specific vaccine etc.”

“id love to chop you f***** r***** morons into one inch buy one inch cubes with a dull ax”

“The covid vaccine is too new and there is no long term data on what effects it has on the body. It’s one thing to get the vaccine myself but I don’t want to give my kid a vaccine that I find out 3 years later will ruin their life. I’m not against vaccines and my kid has all their routine vaccines and will get all the usual vaccines. They may get the covid vaccine in a couple years when there is long term data but I don’t know yet.”

“I wasn’t planning on getting the shots either because I was planning to leave my husband and immigrate to the US and needed it to cross the border.”

Common themes among parents hesitant about vaccinating their children, again, include fear of long-term side effects and their perceived lack of research and testing – *Actual verbatim*

Q13: Why have you not fully vaccinated your children? Base: Parents of unvaccinated 12–17-year-olds (n=21)

“I've left the decision up to each of my teenage children”

“Because no one knows the long term side effects of this vaccine. I don't think they should be including children in their lab rats testing”

“I am not crazy and my kids not too.”

“Possible side-effects outweigh potential benefits. Covid is purportedly mild to children in this age range and even if they were vaccinated they could still spread it.”

“She's having medical issues”

“they are under absolutely 0 risk of suffering from covid but they have a much higher risk of side effects from the vaccine. No need at all to vaccinate them.”

“Completely distrust the government both federal and provincial.”

“I love my children and would never intentionally allow harm to come to them. We are healthy and keep our immune systems healthy.”

“he is waiting for us to take the second dose then will register”

“The long term side effects of the vaccine & MRna is not fully known. People don't like things tested on animals. I don't like things tested on my kids. There is a high breakthrough in the so called vaccine. I've had vaccines & have given crucial vaccines to my kids in the past this is just too much. She has had irregular cycles spin etc. for 5 months now since her first shot against my consent. Now she won't get this checked out because she's embarrassed, upset, & not trusting the medical system anymore.”

“I do not trust COVID-19 vaccines. For the long run they may cause more harm than good. I am not going to risk my kids health.”

“They don't wish to be vaccinated and I support it”

“Adverse side affects that have occurred in the family”

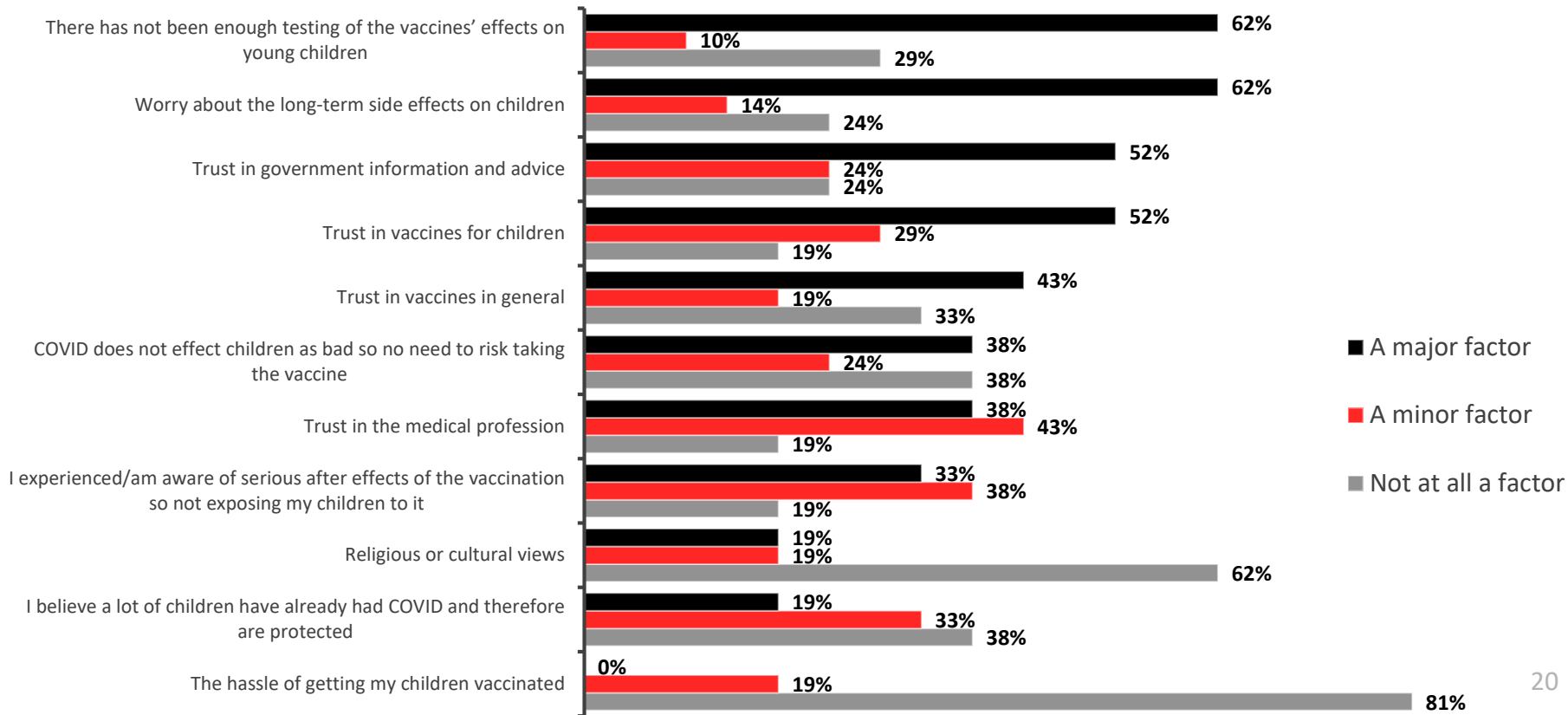
“Stupidity should not be duplicated and that is what the vaccine is”

“Global data shows kids have little risk from covid. Global data is showing more and more vaccinated hospitalizations and deaths. The media has lied and only choose to report on things that are scripted. Too many lies and shenanigans. I have lost ALL trust in public health. There is NO long term safety data. This is all about the vaccine passport, not protecting people.”

“I believe there is illogically too much focus on a virus that has a survival rate of 99.9%. Especially when other, more preventable, but much more deadly phenomena (abortion, heart disease from unhealthy eating habits and smoking, world hunger, and mental health issues) are largely ignored. Also, the vaccine is largely unproven as to its long term (and short term) negative consequences on health. In particular, the short and long term consequences of the vaccine on our immune system have not been determined. The vaccine may in fact be damaging our immune system making us even more susceptible to future COVID variants and other viruses. Furthermore, it appears the vaccine seems to lose its effectiveness over time, requiring repeated booster shots. I believe our body's natural defense systems need to fight these viruses on it's own.”

Perceived lack of testing and fear of long-term side effect are major factors for parents not getting their children vaccinated

Q14: The table below provides a list of reasons some parents have provided for not getting their children ages 12 to 17 fully vaccinated. Beside each reason please indicate if this was a major factor in your decision to not vaccinate you children, minor factor or not at all a factor in the decision. n=21



Long-term side effects, perceived lack of research/testing are once again common themes –notably, some respondents claim they *do* trust vaccines, just not this one

Q15: What specifically is the major factor with your trust about the vaccines? Please be as specific as possible. [OPEN END] Base: Those who said *trust in vaccines* or *trust in vaccines for children* was ‘a major factor’ in Q14 (N=12)

“they have not been tested thoroughly. Our governments have lied about everything covid related since last march, so why think they are telling the truth about the vaccines?”

“I do not trust vaccines”

“I believe there is illogically too much focus on a virus that has a survival rate of 99.9%. Especially when other, more preventable, but much more deadly phenomena (abortion, heart disease from unhealthy eating habits and smoking, world hunger, and mental health issues) are largely ignored. Also, the vaccine is largely unproven as to its long term (and short term) negative consequences on health. In particular, the short and long term consequences of the vaccine on our immune system have not been determined. The vaccine may in fact be damaging our immune system making us even more susceptible to future COVID variants and other viruses. Furthermore, it appears the vaccine seems to lose its effectiveness over time, requiring repeated booster shots. I believe our body's natural defense systems need to fight these viruses on it's own.”

“I trust vaccines. I do not trust this particular vaccine as it has not been tested enough, rushed to market, and the fact the media and health industry has restricted all other opinions leads me to believe there is something wrong with the situation.”

“I trust vaccines, but not this covid jab. This is not a vaccine. Governments and public health have constantly lied and moved goalposts. I do know healthy people who have had serious issues after vaccines and were brushed off by their doctors.”

“I believe here immunity is the best way for the body to develop antibodies against diseases. COVID to me is a scam and a money grab by government and vaccine manufacturers.”

“long term side effects”

“for children I believe the far effects are not so sure so that it's early for kids to take vaccine now we should wait a bit to have more experience”

“High breakthrough episodes are possible meaning you can still get it! & spread it even if your are vaccinated. This is not true vaccine like smallpox, measles, mumps, chickenpox, whooping cough, tetanus, what is that Will you get to disease, tuberculosis. They do have breakthrough but in such small quantities not like this COVID vaccine which are true vaccines. This is a money making grab & guinea pig testing on people which should be outlawed under the Nuremberg Act from experimentation on Jews by the Nazi's. We are not guinea pigs. We don't know enough to accept these. They add adjuvants, preservatives, fetal cells are used. No we need to say stop, look, listen see studies. If people want to participate in medical testing then they should be compensated should anything happen not deniable plausibility.”

“Many things have gone wrong or caused serious damage or disabilities in children”

Mistrust in medical profession is somewhat rooted in the perception that ‘truth-tellers’ are being silenced

Q16: What specifically is the major factor with your trust in the medical profession? Please be as specific as possible. Base: Those who said *trust in the medical profession* was ‘a major factor’ in Q14 (N=8)

“They have not been allowed to administer certain medications that are KNOWN to fight COVID. Even if they wanted to help, they're not allowed.”

“once the media tries to censor the medical profession that disagrees with the vaccine mandate, I don't feel you can trust the rest of them.”

“They do what a pharmaceutical industry is telling them to do”

“too many doctors with dissenting opinions have been shut out of any discussion. this can only happen when people are hiding the truth.”

“My health has been consistently mismanaged by Doctors my entire life.”

“Broken bones, lifesaving surgery blood tests, & physical that's pretty much it.”

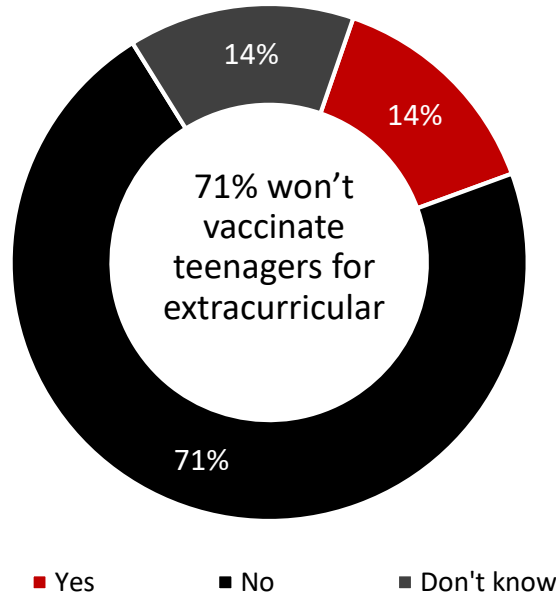
Parents of unvaccinated children are most comfortable with their primary health provider as a venue for vaccinations

Q11A/Q17A: If you were to get your child immunized, rate your comfort level with each of the potential venues using a scale where '1' means you are not at all comfortable and '5' means you are very comfortable. Base: Parents of unvaccinated children

	Total 12 to 17 year olds		Total < 12 year olds	
	Top Box (rated 4 or 5 out of 5)	Low Box (rated 1, 2 or 3 out of 5)	Top Box (rated 4 or 5 out of 5)	Low Box (rated 1, 2 or 3 out of 5)
Primary health care provider	30%	70%	84%	16%
Pop-up clinic	25%	75%	63%	37%
In school, during regular hours	25%	75%	61%	39%
Supersite	20%	80%	67%	33%
In school, after regular hours	15%	85%	52%	48%
Pharmacist	15%	85%	68%	32%

Majority of parents of unvaccinated 12 to 17 year-olds would not be more likely to vaccinate their children if it was a requirement for extracurriculars

Q17: Would you be more likely to fully vaccinate your 12 to 17 year-old for COVID if it was a requirement for the child to participate in extracurricular events, such as sports or music programs? Base: (n=21) Parents of unvaccinated 12 to 17 year-olds



Many parents say they are unpersuadable – however some say they could be convinced by knowing long-term effects of the vaccine

Q18: Is there anything that would change your mind about fully vaccinating your 12- to 17-year-old child? [OPEN END] Base: Parents of unvaccinated 12- to 17-year-olds (N=16)

“No, unless it was proven without a doubt that there were no serious or minor side effects.”

“no”

“no”

“Yes knowing the long term effects and not being forced into taking it”

“yes the after taking vaccine effects to children guarantee from government and medical society”

“nope”

“Yup! Wait for time to pass to see how the medical system will be overloaded by all the people who will have long term side effects from this shot. Getting the shot might just make you NOT HAVE A LIFE, & no doctor or anyone can give you that guarantee. I WANT MY KUD TO HAVE A LIFE!”

“Nothing!!! It’s my child and I felt the pain to give birth to her so I will decide what does and does not go into her body until she’s 18.”

“Nothing would ever change my mind.”

“Not a single thing.”

RESPONDENT PROFILE

RESPONDENT PROFILE - *Manitoba*

	Unweighted
n=	460
Gender	(%)
Male	39
Female	61
Age	
18 to 34	32
35 to 54	53
55 years of age or older	15
Household Income	
Less than \$60,000	29
\$60,000 to less than \$100,000	29
\$100,000 or more	35

	Unweighted
n=	460
Region	(%)
Winnipeg Regional Health Authority (WRHA)	65
Interlake-Eastern Regional Health Authority	10
Prairie Mountain (Brandon) Health Region	11
Southern Region - Santé Sud	12
Northern Health Region	3
Children under 18 at home	(%)
Yes	84
No	14
Age if children at home by age	(n=387) (%)
<11	66
12-17	34

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 is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

Leger

We know Canadians

