

Impressions of federal and provincial governments job rolling out vaccine improved compared to January.

Key Findings



Vaccine Rollout

Canadians rate the job that their provincial government and the Government of Canada are doing with the vaccine rollout higher than they did in January 2021.



Regional Views on Performance

Canadians from all regions rate the job that provincial and federal governments are doing higher than in January 2021 with Quebec showing the greatest increase for both their provincial and federal governments.



Provincial vs Federal Gov

Canadians rate the job their provincial government (mean score of 6.4 out of 10) is doing with the vaccine rollout higher than they do the Government of Canada (mean score of 5.7 out of 10).

Key Findings



Getting Vaccinated

A majority of Canadians (71%) say they will definitely take the vaccine when it becomes available consistent with the previous wave in December 2020 (68%).



Perceptions of Safety

Just under nine in ten Canadians say that the vaccines developed to fight the COVID-19 pandemic are safe (61%) or somewhat safe (25%).



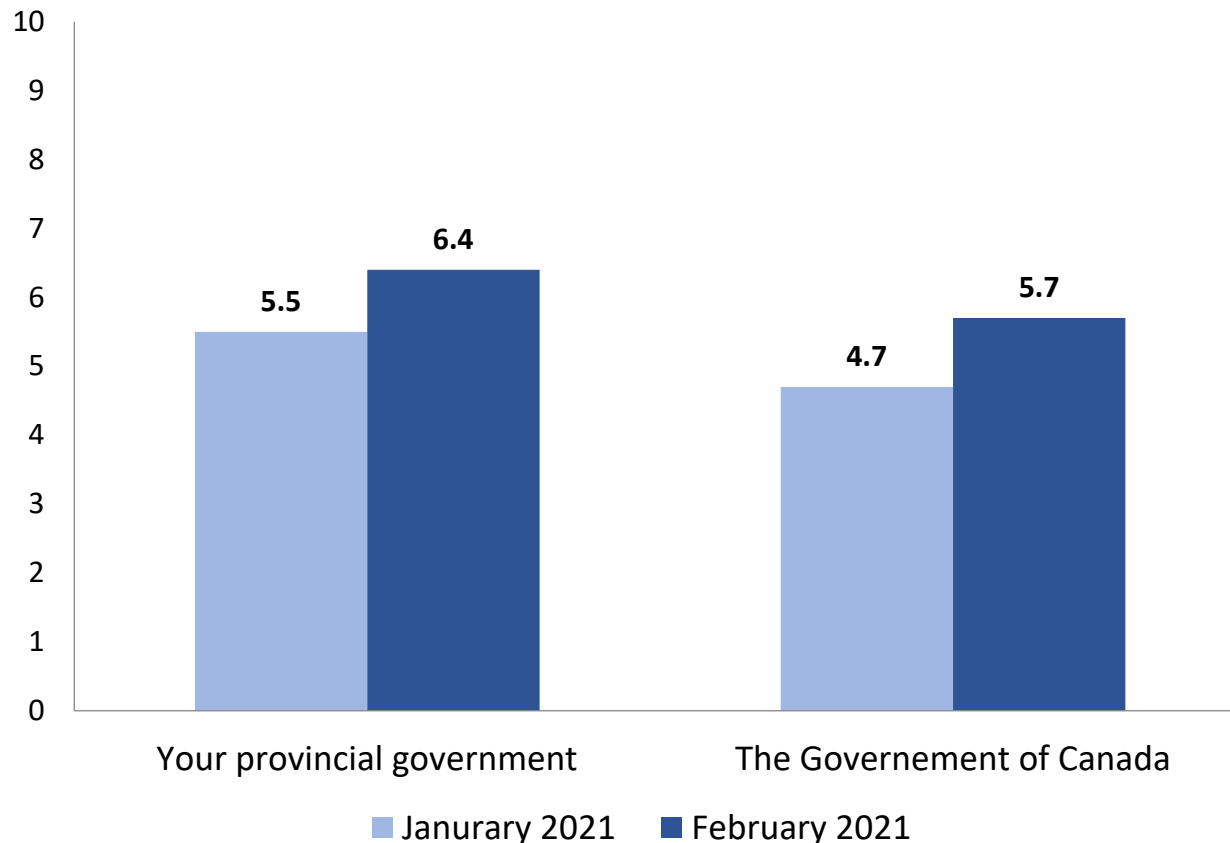
Younger Canadians

Canadians aged 55 plus (91%) are more likely to say the vaccines are safe or somewhat safe than younger Canadians aged 18 to 34 (77%). Older Canadians are also more likely to say they will definitely take the vaccine (79%) than younger Canadians (57%).

Views on provincial and federal government success with the vaccine rollout compared to January 2021

Q

On a scale of 0 to 10 where 0 is a very poor job and 10 is a very good job, how would you rate the job that the following are doing with the vaccine rollout? [RANDOMIZE]



“ Canadians rate the job that their provincial government and the Government of Canada are doing with the vaccine rollout better than they did in January 2021. Residents from Quebec rate the job of their provincial government higher than Canadians from other provinces. ”

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 4th, 2021, n=1,016, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Views on provincial and federal government success with the vaccine rollout compared to January 2021 by region

Q

On a scale of 0 to 10 where 0 is a very poor job and 10 is a very good job, how would you rate the job that the following are doing with the vaccine rollout? [RANDOMIZE]

Mean	Your provincial government					Mean	The Government of Canada				
	January 2021						January 2021				
	Atlantic (n=100)	Quebec (n=206)	Ontario (n=341)	Prairies (n=212)	BC (n=157)		Atlantic (n=100)	Quebec (n=206)	Ontario (n=341)	Prairies (n=212)	BC (n=157)
	6.9	6.6	4.5	4.7	6.6	5.3	5.3	4.5	4.1	5.1	
Mean	February 2021					Mean	February 2021				
	Atlantic (n=100)	Quebec (n=206)	Ontario (n=341)	Prairies (n=212)	BC (n=157)		Atlantic (n=100)	Quebec (n=206)	Ontario (n=341)	Prairies (n=212)	BC (n=157)
	7.3	8.0	5.4	5.7	7.0		6.6	6.5	5.4	4.8	5.7

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 4th, 2021, n=1,016, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Provincial and federal government's success with the vaccine rollout

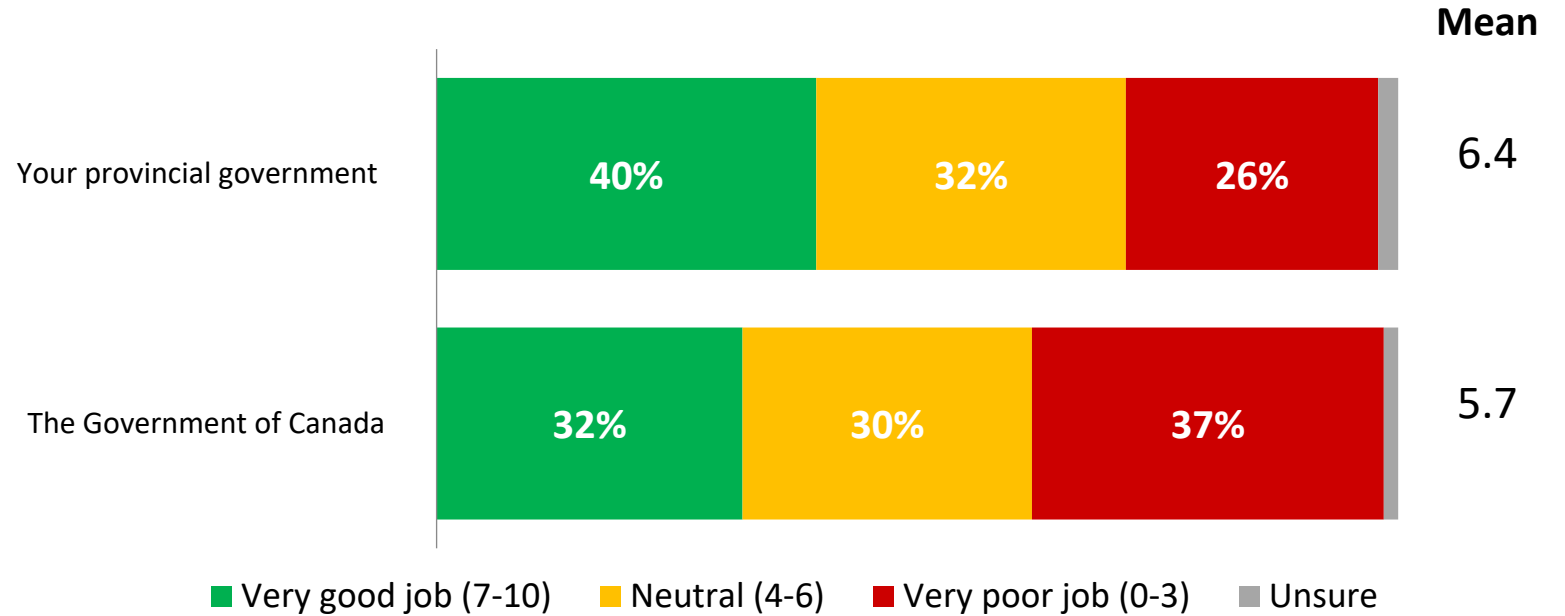
Q

On a scale of 0 to 10 where 0 is a very poor job and 10 is a very good job, how would you rate the job that the following are doing with the vaccine rollout? [RANDOMIZE]

“

Canadians rate the job their provincial government (mean score of 6.4 out of 10) is doing with the vaccine rollout higher than they do the Government of Canada (mean score of 5.7 out of 10). Residents from Quebec (mean score of 6.5) and the Atlantic provinces (mean score of 6.6) rate the job the job the Government of Canada is doing higher than residents from the Prairies (mean score of 4.8 out of 10).

”



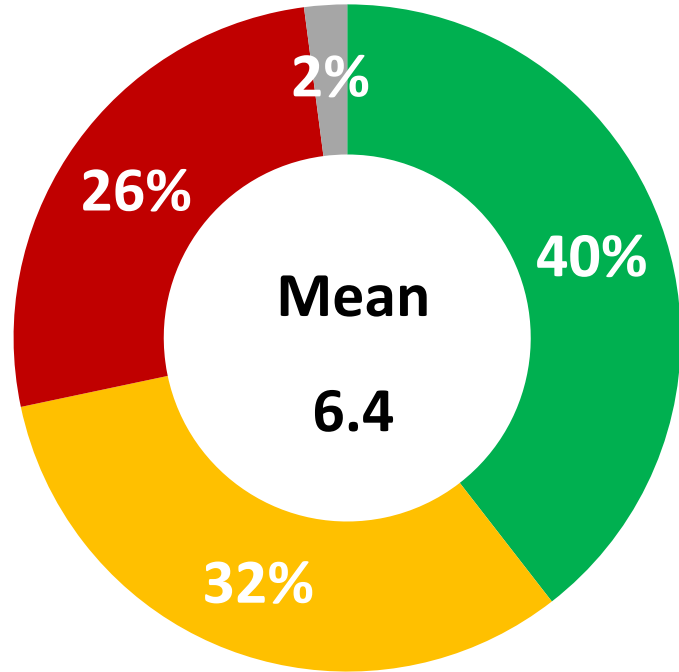
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Provincial government's success with the vaccine rollout

Q

On a scale of 0 to 10 where 0 is a very poor job and 10 is a very good job, how would you rate the job that the following are doing with the vaccine rollout? [RANDOMIZE]

Your provincial government



- Very good job (7-10)
- Neutral (4-6)
- Very poor job (0-3)
- Unsure

Mean

	Atlantic (n=100)	Quebec (n=206)	Ontario (n=341)	Prairies (n=212)	BC (n=157)
Mean	7.3	8.0	5.4	5.7	7.0
Men (n=576)		Women (n=440)	18-34 (n=215)	35-54 (n=416)	55 plus (n=385)
	6.5	6.3	5.9	6.5	6.7

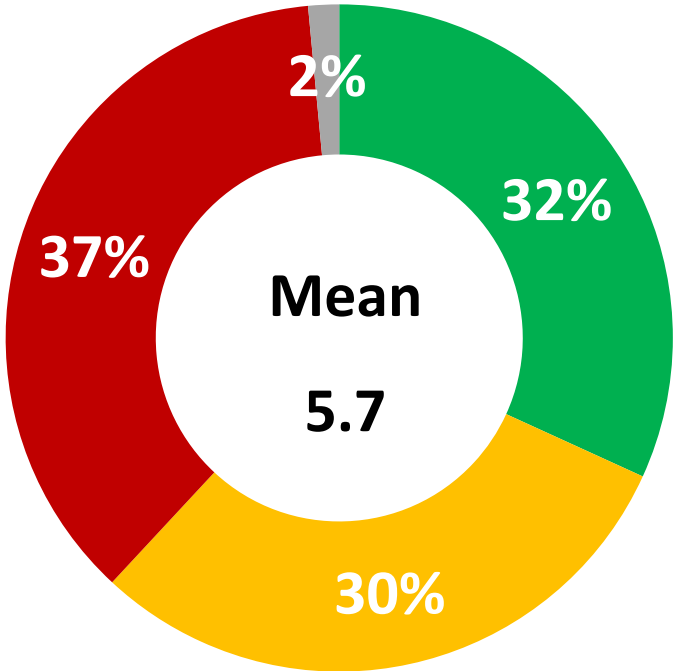
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

The Government of Canada's success with the vaccine rollout

Q

On a scale of 0 to 10 where 0 is a very poor job and 10 is a very good job, how would you rate the job that the following are doing with the vaccine rollout? [RANDOMIZE]

The Government of Canada



- Very good job (7-10)
- Neutral (4-6)
- Very poor job (0-3)
- Unsure

Mean

	Atlantic (n=100)	Quebec (n=206)	Ontario (n=341)	Prairies (n=212)	BC (n=157)
Mean	6.6	6.5	5.4	4.8	5.7
Men (n=576)		Women (n=440)	18-34 (n=215)	35-54 (n=416)	55 plus (n=385)
	5.4	5.9	5.3	5.6	5.9

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 4th, 2021, n=1,016, accurate 3.1 percentage points plus or minus, 19 times out of 20.

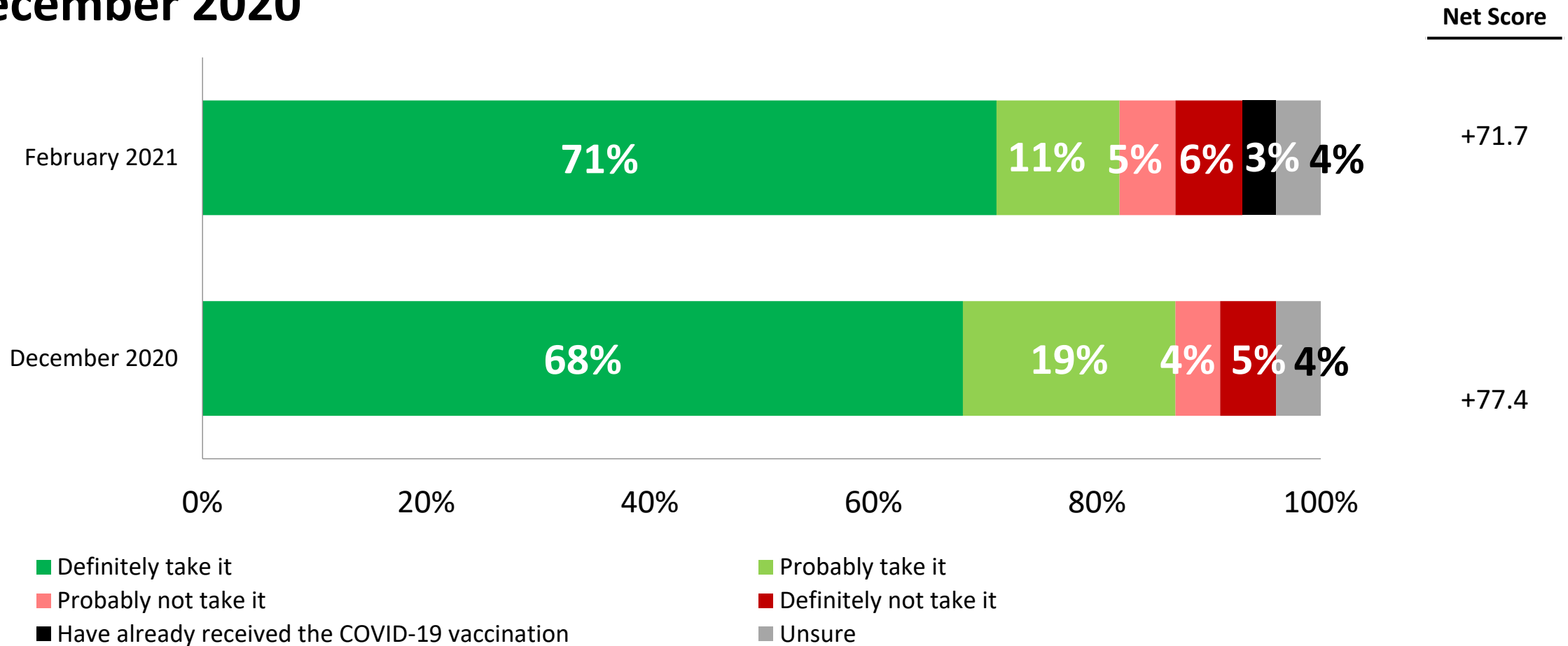


Proportion of Canadians planning to take the vaccine compared to December 2020

Q

When the COVID-19 vaccine is available will you definitely take it, probably take it, probably not take it or definitely not take it? [TRACKING]

* "Have already received the COVID-19 vaccination" was added as a response to the February 2021 wave.

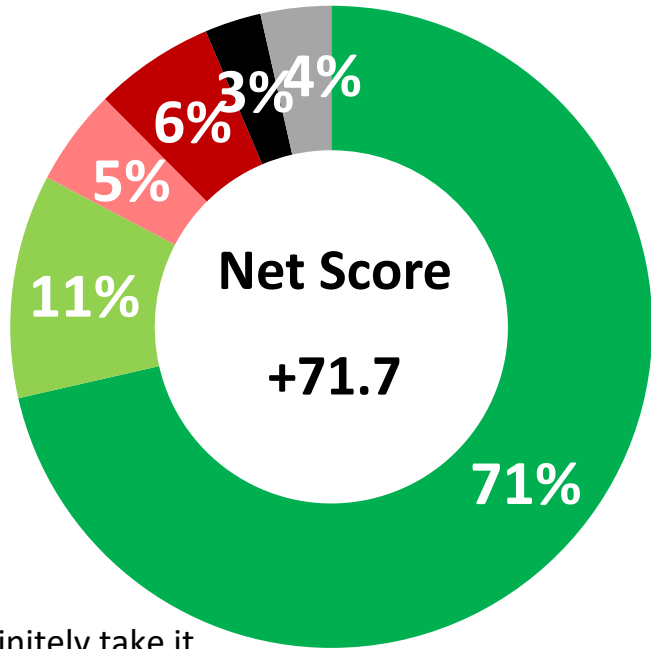


*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 4th, 2021, n=1,016, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Proportion of Canadians planning to take the vaccine



- Definitely take it
- Probably take it
- Probably not take it
- Definitely not take it
- Have already received the COVID-19 vaccination

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 4th, 2021, n=1,016, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Q

When the COVID-19 vaccine is available will you definitely take it, probably take it, probably not take it or definitely not take it? [TRACKING]

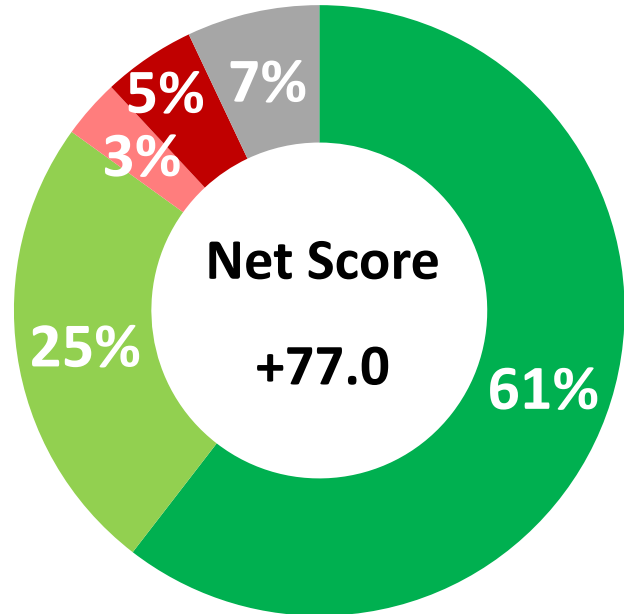
“

Canadians from Ontario (75%) and B.C. (74%) are more likely to say they will definitely take the vaccine when it is available compared to residents from the Prairies (65%) and the Atlantic provinces (66%). ”

Definitely take it

	Atlantic (n=100)	Quebec (n=206)	Ontario (n=341)	Prairies (n=212)	BC (n=157)
	66.1%	71.4%	74.6%	64.8%	74.2%
Men (n=576)		Women (n=440)	18-34 (n=215)	35-54 (n=416)	55 plus (n=385)
	72.5%	70.4%	57.0%	74.2%	79.2%

Perception of the level of safety of the COVID-19 vaccines



■ Safe
■ Somewhat safe
■ Somewhat not safe
■ Not safe
■ Unsure

Q

Would you say that the vaccines developed to fight the COVID-19 pandemic are safe, somewhat safe, somewhat not safe or not safe to take?

“ Canadians aged 55 plus (91%) are more likely to say the vaccines developed to fight the COVID-19 pandemic are safe or somewhat safe than younger Canadians aged 18 to 34 (77%). ”

Safe/ Somewhat Safe

	Atlantic (n=100)	Quebec (n=206)	Ontario (n=341)	Prairies (n=212)	BC (n=157)
Safe/ Somewhat Safe	81.4%	87.8%	86.7%	78.6%	85.3%
Men (n=576)		Women (n=440)	18-34 (n=215)	35-54 (n=416)	55 plus (n=385)
Safe/ Somewhat Safe	87.1%	82.9%	77.1%	84.9%	90.5%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th to March 4th, 2021 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,016 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Hybrid Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Fourteen percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	This was topic one of an omnibus survey.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	February 28 th to March 4 th , 2021.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



nanos dimap analytika



NANOS RUTHERFORD MCKAY & Co.

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

ABOUT NANOS



TABULATIONS

2021-1835 – CTV/Nanos Survey – February Omni - STAT SHEET

On a scale of 0 to 10 where 0 is a very poor job and 10 is a very good job, how would you rate the job that the following are doing with the vaccine rollout? [ROTATE]

			Region					Gender		Age				
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - Your provincial government	Total	Unwgt N	1016	100	206	341	212	157	576	440	215	416	385	
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386	
		Mean	6.4	7.3	8.0	5.4	5.7	7.0	6.5	6.3	5.9	6.5	6.7	
		Median	7.0	8.0	9.0	6.0	6.0	7.0	7.0	7.0	6.0	7.0	7.0	
		Very poor job (0)	%	8.6	4.6	4.6	12.3	11.2	2.9	6.3	10.7	10.2	7.5	8.4
	1	%	3.4	1.1	0.3	5.5	5.2	1.7	3.3	3.5	3.8	4.2	2.4	
	2	%	6.2	6.5	1.7	8.9	7.3	4.7	5.9	6.5	8.4	4.6	6.1	
	3	%	8.0	8.5	4.2	9.6	9.3	8.4	9.5	6.7	9.6	7.2	7.7	
	4	%	7.5	4.3	3.2	10.5	6.8	8.8	8.3	6.7	6.8	8.0	7.4	
	5	%	12.7	8.6	7.3	13.5	16.5	16.6	12.8	12.6	15.3	11.4	11.9	
	6	%	12.0	3.2	10.8	15.6	12.9	7.2	13.2	10.9	9.0	14.6	12.0	
	7	%	12.5	18.4	12.3	11.8	11.8	12.5	13.1	11.9	14.2	13.7	10.1	
	8	%	14.8	17.6	27.0	7.7	12.3	16.2	13.6	16.0	13.3	17.4	13.6	
	9	%	5.9	7.1	13.0	1.9	3.8	7.2	6.2	5.7	3.5	5.4	8.0	
	Very good job (10)	%	6.3	14.0	13.0	2.6	1.2	8.5	6.2	6.4	2.5	4.1	10.9	
	Unsure	%	2.1	6.1	2.5	0.2	1.6	5.3	1.7	2.4	3.5	1.7	1.4	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th and March 4th, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

2021-1835 – CTV/Nanos Survey – February Omni - STAT SHEET

On a scale of 0 to 10 where 0 is a very poor job and 10 is a very good job, how would you rate the job that the following are doing with the vaccine rollout? [ROTATE]

		Region						Gender		Age				
		Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus		
Question - The Government of Canada	Total	Unwgt N	1016	100	206	341	212	157	576	440	215	416	385	
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386	
		Mean	5.7	6.6	6.5	5.4	4.8	5.7	5.4	5.9	5.3	5.6	5.9	
		Median	6.0	7.0	7.0	6.0	5.0	6.0	6.0	6.0	6.0	6.0	6.0	
		Very poor job (0)	%	14.5	5.7	9.2	17.2	19.6	13.2	15.6	13.4	17.2	14.7	12.3
	1	%	5.0	2.8	2.6	5.2	8.4	4.8	5.9	4.1	6.2	4.4	4.7	
	2	%	6.9	9.5	4.8	6.6	9.8	6.0	8.0	5.8	8.4	7.2	5.5	
	3	%	10.3	7.4	7.7	11.5	10.1	13.1	10.8	9.8	9.7	9.0	11.9	
	4	%	6.7	3.0	5.6	7.2	8.6	6.5	8.0	5.4	5.7	7.2	7.0	
	5	%	13.5	17.9	13.7	12.9	13.8	12.1	11.1	15.7	12.6	14.5	13.2	
	6	%	9.9	7.6	13.8	9.2	7.3	10.0	9.0	10.8	11.8	10.7	7.9	
	7	%	12.4	15.8	14.3	12.4	11.3	9.1	13.2	11.7	12.6	11.8	12.8	
	8	%	10.6	13.5	12.9	10.8	6.2	10.7	9.7	11.5	8.0	10.7	12.4	
	9	%	4.6	7.7	7.1	4.1	2.0	3.8	3.3	5.8	4.3	4.0	5.4	
	Very good job (10)	%	4.2	5.8	6.5	2.7	2.0	6.4	3.7	4.6	2.0	4.1	5.7	
	Unsure	%	1.5	3.1	1.8	0.2	1.1	4.3	1.7	1.3	1.4	1.7	1.3	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th and March 4th, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

2021-1835 – CTV/Nanos Survey – February Omni - STAT SHEET

			Region						Gender		Age		
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - When the COVID-19 vaccine is available will you definitely take it, probably take it, probably not take it or definitely not take it?	Total	Unwgt N	1016	100	206	341	212	157	576	440	215	416	385
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Definitely take it	%	71.4	66.1	71.4	74.6	64.8	74.2	72.5	70.4	57.0	74.2	79.2
	Probably take it	%	11.3	19.1	13.1	10.4	8.3	10.6	12.7	9.9	16.5	10.2	8.5
	Probably not take it	%	4.9	7.1	2.4	2.5	10.1	7.6	5.3	4.4	9.8	3.6	2.4
	Definitely not take it	%	6.1	3.6	6.2	6.4	8.4	3.1	5.0	7.0	9.4	6.6	3.3
	Have already received the COVID-19 vaccination	%	2.8	1.0	3.8	2.6	2.4	3.4	2.0	3.6	4.0	1.8	2.9
	Unsure	%	3.5	3.1	3.2	3.4	6.1	1.2	2.4	4.7	3.3	3.6	3.7

			Region						Gender		Age		
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you say that the vaccines developed to fight the COVID-19 pandemic are safe, somewhat safe, somewhat not safe or not safe to take?	Total	Unwgt N	1016	100	206	341	212	157	576	440	215	416	385
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Safe	%	60.5	61.9	54.8	64.8	59.0	59.1	62.9	58.1	51.0	61.3	66.4
	Somewhat safe	%	24.5	19.5	33.0	21.9	19.5	26.2	24.2	24.8	26.1	23.6	24.1
	Somewhat not safe	%	3.1	5.3	2.5	1.1	7.0	3.7	3.9	2.4	6.7	2.4	1.2
	Not safe	%	4.9	1.8	7.0	5.9	3.9	1.2	3.2	6.5	7.0	4.4	3.9
	Unsure	%	7.0	11.5	2.7	6.2	10.6	9.8	5.8	8.2	9.1	8.2	4.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th and March 4th, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.