

Majority (70%) of Canadians want a provincially issued vaccine status card (not a passport) or app for domestic use

Majorities also support barring non-vaccinated college/university (63%) and secondary (58%) students from school

TORONTO, August 20, 2021—A Maru Public Opinion poll released today finds a majority (70%) of Canadians want a provincially issued vaccine status card (not a passport) or app for domestic use.

Over the last few weeks numerous workplaces and attractions—like municipal transit, food outlets, sports and concert venues, air carriers, healthcare providers, universities, government politicians and workers, and many others—are making it a condition of entry or employment to be fully vaccinated. Despite the want to do this, it begs the question: how do you prove that consumer-citizens are vaccinated or not? The survey results suggest a widely supported path forward.

But beyond proof of being vaccinated, the findings also demonstrate a hard line that a majority of Canadians are taking for non-vaccinated students attending secondary or post-secondary school: two-thirds (66%) support barring all non-vaccinated college/university students from in-person classes and want non-vaccinated secondary school youth 12+ (58%) barred from attending their school.

Majority (70%) of Canadians want a provincially issued vaccine status card (not a passport) or App for domestic use

A majority (70%) of Canadians want their provincial government to make available to them a card like a driver's license with a QR code, or similarly an app with a QR code, that verifies their vaccine status for their personal use or need—even when knowing they can already get a paper printout version from their own provincial government.

Those most likely to want a provincially issued domestic vaccine status identity card or app reside in Québec (74% – where the provincial government has begun the process of providing such a thing) along with residents of Manitoba/Saskatchewan (74%), followed by those living in British Columbia (71%), Ontario (70%), Alberta (65%), and Atlantic Canada (63%). The demographic and socioeconomic profile of Canadians wanting such a card or app is relatively the same as the national norm with the exception of those who are the highest educated (university+ 77%) and oldest (55+ 76%) who are more in favour of obtaining a provincially generated vaccine status card or app.

Those who do not want a vaccine status identification card or app are most likely to be found in Atlantic Canada (37%), followed by those living in Alberta (35%), Ontario (30%), British Columbia (29%), and in both Manitoba/Saskatchewan (26%) and Québec (26%). While the demographic and socioeconomic profile of Canadians who do not want such a card or app is relatively the same as the national norm, those who are middle-aged (35 – 54 35%) are more likely than others to eschew such a thing.

Two-thirds (66%) support barring all non-vaccinated college/university students from in-person classes

Two thirds of Canadians (66%) want all college and university students barred from in-person classes and only do online studies unless they have been fully vaccinated. Support for this measure is highest from those living in Ontario (70%), British Columbia (69%) and Québec (69%), followed by those in Manitoba/Saskatchewan (67%), Alberta (55%), and Atlantic Canada (52%). Those who are the oldest Canadians (55+ 75%) and those highest educated (university+ 73%) most likely want this policy implemented across the board.

Those in opposition to barring unvaccinated students from in-person classes are led by those foremost in Atlantic Canada (48%) and Alberta (45%), followed by those living in Manitoba/Saskatchewan (33%), British Columbia (31%) and Québec (31%), and Ontario (30%). Those Canadians who are youngest and middle-aged (18 – 54 38%) are the most likely to push back on such a policy, followed by women (36%) and those who have less than a university education (36%).

Majority (58%) also want all school-aged 12+ youth vaccinated or barred

Six in ten (58%) Canadians believe that all school-aged 12+ youth aged should be barred from attending their school and only do online studies unless being fully vaccinated. Those most likely to take this position hail from both Ontario (61%) and Québec (see 61%) followed by those residing in Manitoba/Saskatchewan (56%), Alberta (55%), British Columbia (54%), and Atlantic Canada (46%). Men (62%) are more likely than women (54%) to take this position, with those who are oldest (55+ 63%) and most educated (university+ 64%) supporting the measure the most.

Those opposing the implementation of this policy (42%) are most likely to be found in Atlantic Canada (54%), followed by those living in British Columbia (26%), Alberta (25%), Manitoba/Saskatchewan (44%), and equally in both Ontario (39%) and Québec (39%). Women (46%) are most likely to oppose the barring of children from school who have not been vaccinated compared to men (38%) along with those who are middle-aged (49%), without a university education (44%), and earning the highest income (\$100,000+ 44%).

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Methodology

These are some of the findings released by Maru Public Opinion from a survey undertaken between August 9-10, 2021, by the sample and data management experts at Maru/Blue of 1504 randomly selected Canadian adults (18+) who are Maru Voice Canada online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region (and in Quebec by language) to match the population according to census data which ensures the sample is representative of the entire adult population of Canada. Discrepancies in or between totals when compared to the data tables are due to rounding.

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