

Report

NORTH AMERICAN TRACKER

SURVEY FINDINGS FROM JAN/FEB 2021

PRESENTED BY



IN COLLABORATION WITH



February 7, 2022

Profiles of the Unvaccinated

PROFILES OF THE UNVACCINATED		Canada	USA	
TOTAL		6.3%	26.3%	
Sex	Male	5.5%	23.2%	Male
	Female	7.0%	29.1%	Female
Age Group	18-24	6.0%	26.2%	18-24
	25-34	9.1%	36.5%	25-34
	35-44	9.5%	29.6%	35-44
	45-54	5.4%	27.2%	45-54
	55-64	4.4%	23.2%	55-64
	65-74	4.4%	10.9%	65-74
	>= 75	2.5%	12.5%	>= 75
Ethnicity	First Nations / Métis / Inuk (Inuit)	6.2%	20.0%	American Indian or Alaska Native
	Asian Canadian	2.5%	11.9%	Asian or Asian-American
	Black (African, African-American, etc.)	2.8%	36.6%	Black or African-American
	White	6.7%	25.5%	White or Caucasian
	Other	6.3%	28.3%	Other
	Latin American	—	26.5%	Hispanic or Latino
Immigrant	Yes	4.8%	18.0%	Yes
	No	6.5%	27.2%	No
Education	High school or less	8.1%	36.5%	High school or less
	Postsecondary certificates or diplomas	6.9%	27.6%	Technical/Trade School, Some College
	University degree	2.4%	20.3%	Graduated College
	Masters / PhD	2.6%	8.5%	Post-graduate study or degree

Profiles of the Unvaccinated

Employment Status	Working full time	4.4%	23.2%	Working full time
	Working part time	5.8%	32.6%	Working part time
	Self-employed / freelance work	11.5%	—	Self-employed / freelance work
	Student	7.0%	29.4%	Student
	Homemaker	17.6%	40.0%	Homemaker
	Unemployed	10.6%	38.1%	Unemployed
	Retired	5.7%	13.3%	Retired
Income	CA\$19,999 or less	16.5%	37.0%	Less than US\$25,000
	Between CA\$20,000 and CA\$39,999	9.6%	36.4%	US\$25,000 but less than US\$35,000
	Between CA\$40,000 and CA\$59,999	7.5%	25.2%	US\$35,000 but less than US\$50,000
	Between CA\$60,000 and CA\$79,999	9.7%	21.3%	US\$50,000 but less than US\$75,000
	Between CA\$80,000 and CA\$99,999	2.3%	26.7%	US\$75,000 but less than US\$100,000
	Between CA\$100,000 and CA\$149,999	2.7%	15.3%	US\$100,000 but less than US\$150,000
	\$150,000 or more	2.2%	7.0%	US\$150,000 or more
Area	Urban	6.0%	27.9%	Urban
	Suburban	4.1%	20.9%	Suburban
	Rural	11.0%	36.8%	Rural
Geography / Region	British Columbia	5.7%	22.2%	New England
	Alberta	10.9%	23.3%	Middle Atlantic
	Saskatchewan	6.7%	26.3%	East North Central
	Manitoba	10.9%	27.7%	West North Central
	Ontario	6.4%	29.6%	South Atlantic
	Quebec	3.6%	43.8%	East South Central
	Maritimes	4.8%	31.0%	West South Central
			24.3%	Mountain
		18.1%	Pacific	

Logistic Regression

- To estimate the probability of the binary outcome – Vaccinated (0) or Unvaccinated (1) using demographics as predictor variables

Probability of being unvaccinated (Y) = $\beta_0 + \beta_1 \cdot \text{Age} + \beta_2 \cdot \text{Sex} + \beta_3 \cdot \text{Ethnicity} + \beta_4 \cdot \text{Province} + \beta_5 \cdot \text{Area} + \beta_6 \cdot \text{Education} + \beta_7 \cdot \text{Immigration} + \beta_8 \cdot \text{Employment} + \beta_9 \cdot \text{Household income}$

- Model better at predicting the unvaccinated with the US data.

Demographics	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
age: 18-24			24.121	6	0.000			
25-34	0.887	0.566	2.455	1	0.117	2.427	0.801	7.357
35-44	0.884	0.578	2.336	1	0.126	2.420	0.779	7.513
45-54	0.397	0.587	0.458	1	0.499	1.487	0.471	4.696
55-64	-0.936	0.709	1.743	1	0.187	0.392	0.098	1.574
65-74	-1.763	0.805	4.802	1	0.028	0.171	0.035	0.830
75+	-2.414	1.098	4.837	1	0.028	0.089	0.010	0.769
PROV: BC			15.658	5	0.008			
AB	0.502	0.439	1.304	1	0.254	1.651	0.698	3.906
SK & MN	-0.169	0.549	0.095	1	0.758	0.844	0.288	2.476
ON	-0.013	0.373	0.001	1	0.972	0.987	0.475	2.050
QC	-0.829	0.441	3.545	1	0.060	0.436	0.184	1.035
ATL	-1.026	0.569	3.251	1	0.071	0.358	0.117	1.093
Ethnicity: White			6.107	5	0.296			
First Nations/Metis/Inuk	0.240	0.699	0.118	1	0.731	1.272	0.323	5.004
Arabic	-0.202	0.963	0.044	1	0.834	0.817	0.124	5.396
Black	-0.190	0.817	0.054	1	0.816	0.827	0.167	4.098
Asian	-1.445	0.599	5.822	1	0.016	0.236	0.073	0.762
Other	-0.495	0.929	0.284	1	0.594	0.610	0.099	3.766
sex: Please indicate your sex:(1)	0.170	0.242	0.494	1	0.482	1.185	0.738	1.903
AREA: Urban			7.289	2	0.026			
Suburban area	-0.362	0.277	1.705	1	0.192	0.696	0.404	1.199
Rural area	0.460	0.283	2.643	1	0.104	1.584	0.910	2.758
EMPLO: Working full time			13.732	6	0.033			
Working part time	-0.194	0.452	0.184	1	0.668	0.824	0.340	1.997
Self employed/ freelance work	1.037	0.510	4.128	1	0.042	2.820	1.037	7.665
Student	0.429	0.608	0.498	1	0.480	1.536	0.467	5.056
Homemaker	0.908	0.427	4.513	1	0.034	2.479	1.073	5.727
Unemployed	0.307	0.443	0.481	1	0.488	1.360	0.571	3.239
Retired	1.310	0.512	6.553	1	0.010	3.705	1.359	10.099
REVENX: \$19,999 or less			26.170	7	0.000			
\$20-40k	-0.491	0.395	1.548	1	0.213	0.612	0.282	1.327
\$40-60k	-0.424	0.417	1.037	1	0.308	0.654	0.289	1.480
\$60-80k	-0.437	0.403	1.174	1	0.279	0.646	0.293	1.424
\$80-100k	-1.857	0.535	12.065	1	0.001	0.156	0.055	0.445
\$100-125k	-2.111	0.674	9.824	1	0.002	0.121	0.032	0.453
\$125-150k	-1.200	0.588	4.160	1	0.041	0.301	0.095	0.954
\$150k or more	-2.257	0.725	9.682	1	0.002	0.105	0.025	0.434
Education: High school or lower			4.189	3	0.242			
College/Diploma	0.193	0.254	0.575	1	0.448	1.213	0.737	1.996
University Bachelor	-0.675	0.484	1.942	1	0.163	0.509	0.197	1.316
Post-graduate (Master's/PhD)	-0.361	0.610	0.350	1	0.554	0.697	0.211	2.306
CTCB1: Were you born in Canada?(1)	0.176	0.390	0.205	1	0.651	1.193	0.556	2.560
Constant	-1.947	0.766	6.464	1	0.011	0.143		

Significantly* less likely to be unvaccinated (or inversely, more likely to be vaccinated):

- 65 & older
- QC and ATL provinces
- Asian
- Higher income household (\$80k and above)

Significantly* more likely to be unvaccinated:

- Self-employed, Homemaker, Retired

*p-value < 0.1

Demographics	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
age: 18-29			23.559	4	0.000			
30-39	0.449	0.284	2.498	1	0.114	1.567	0.898	2.736
40-49	0.342	0.305	1.255	1	0.263	1.408	0.774	2.560
50-64	-0.205	0.300	0.463	1	0.496	0.815	0.452	1.469
65+	-1.352	0.440	9.449	1	0.002	0.259	0.109	0.613
DIVIS: New England			9.287	8	0.319			
Middle Atlantic	0.527	0.453	1.355	1	0.244	1.694	0.697	4.114
East North Central	0.375	0.454	0.680	1	0.410	1.455	0.597	3.545
West North Central	0.800	0.510	2.457	1	0.117	2.225	0.819	6.047
South Atlantic	0.732	0.445	2.706	1	0.100	2.079	0.869	4.970
East South Central	0.929	0.528	3.092	1	0.079	2.532	0.899	7.129
West South Central	0.168	0.471	0.127	1	0.722	1.182	0.470	2.976
Mountain	0.286	0.549	0.271	1	0.603	1.331	0.454	3.905
Pacific	0.273	0.471	0.336	1	0.562	1.314	0.522	3.305
ETHN: White			4.350	3	0.226			
American Indian/Alaska Native	-0.763	0.419	3.320	1	0.068	0.466	0.205	1.059
Black/African American	0.219	0.251	0.758	1	0.384	1.244	0.761	2.035
Asian/Asian American	-0.153	0.450	0.116	1	0.734	0.858	0.356	2.072
Latino/Hispanic	-0.209	0.287	0.530	1	0.466	0.812	0.463	1.423
sexe: Female	0.199	0.172	1.351	1	0.245	1.221	0.872	1.709
AREA: Urban			9.366	2	0.009			
Suburban	-0.380	0.202	3.553	1	0.059	0.684	0.461	1.015
Rural	0.221	0.239	0.855	1	0.355	1.247	0.781	1.990
EMPLO: Working full time			4.606	6	0.595			
Working part time	0.369	0.246	2.249	1	0.134	1.447	0.893	2.344
Student	-0.122	0.477	0.066	1	0.797	0.885	0.348	2.251
Homemaker	0.516	0.327	2.491	1	0.115	1.675	0.883	3.178
Unemployed	0.330	0.291	1.287	1	0.257	1.391	0.786	2.462
Retired	0.176	0.373	0.223	1	0.637	1.192	0.574	2.475
Disabled	0.329	0.361	0.831	1	0.362	1.390	0.685	2.823
REVEN: Less than \$25k			8.331	6	0.215			
\$25-35k	0.163	0.288	0.319	1	0.572	1.176	0.669	2.068
\$35-50k	-0.062	0.285	0.047	1	0.828	0.940	0.538	1.642
\$50-75k	-0.206	0.268	0.592	1	0.442	0.814	0.482	1.375
\$75-100k	0.371	0.299	1.544	1	0.214	1.450	0.807	2.605
\$100-150k	-0.338	0.360	0.882	1	0.348	0.713	0.352	1.444
\$150k or more	-0.638	0.450	2.005	1	0.157	0.528	0.219	1.278
EDUC: High school or less (0-11)			16.452	3	0.001			
Technical/trade school, some college	-0.133	0.208	0.411	1	0.521	0.875	0.582	1.315
Graduated college	-0.769	0.232	10.929	1	0.001	0.464	0.294	0.731
Post-graduate degree	-1.059	0.327	10.473	1	0.001	0.347	0.182	0.658
BORN1: Immigrant (1)	-0.657	0.356	3.395	1	0.065	0.518	0.258	1.043
Constant	-0.733	0.600	1.492	1	0.222	0.481		

Significantly* less likely to be unvaccinated (or inversely, more likely to be vaccinated):

- 65 & older
- American Indian/Alaska Native
- Suburban
- Graduated college and post-graduates
- Immigrant

Significantly* more likely to be unvaccinated:

- South Atlantic and East South Central

*p-value < 0.1



Overall, do you support the message the trucker Convoy (also known as Freedom Convoy) protests are conveying of no vaccine mandates and less public health measures, or do you oppose the message?

		Gender		Age Group			Language		
	Total	Man	Woman	18-34	35-54	55+	French	English	Others
TOTAL SUPPORT	32%	35%	28%	39%	36%	22%	32%	32%	31%
Strongly support	17%	19%	15%	17%	22%	12%	21%	17%	10%
Somewhat support	15%	17%	13%	22%	14%	10%	11%	14%	21%
TOTAL OPPOSE	62%	59%	64%	50%	57%	74%	63%	61%	63%
Somewhat oppose	15%	14%	16%	16%	17%	13%	17%	14%	19%
Strongly oppose	47%	45%	48%	34%	40%	61%	46%	47%	44%
I don't know	7%	5%	8%	11%	7%	4%	5%	7%	6%

Overall, do you support the message the trucker Convoy (also known as Freedom Convoy) protests are conveying of no vaccine mandates and less public health measures, or do you oppose the message?

	Total	Area			Born in Canada		Visible minority group	
		Urban	Suburban	Rural	Yes	No	Yes	No
TOTAL SUPPORT	32%	28%	31%	39%	31%	33%	35%	30%
Strongly support	17%	14%	16%	23%	18%	12%	14%	17%
Somewhat support	15%	14%	15%	15%	13%	21%	20%	14%
TOTAL OPPOSE	62%	64%	62%	57%	62%	61%	61%	63%
Somewhat oppose	15%	15%	16%	13%	15%	18%	17%	15%
Strongly oppose	47%	49%	46%	44%	47%	43%	43%	49%
I don't know	7%	8%	7%	5%	7%	6%	5%	7%

Overall, do you support the message the trucker Convoy (also known as Freedom Convoy) protests are conveying of no vaccine mandates and less public health measures, or do you oppose the message?

	Province						Kids	
	Atl.	QC	ON	MB/SK	AB	BC	Yes	No
TOTAL SUPPORT	30%	31%	31%	36%	40%	25%	42%	28%
Strongly support	15%	18%	16%	23%	26%	8%	23%	15%
Somewhat support	15%	13%	15%	13%	14%	17%	19%	13%
TOTAL OPPOSE	63%	62%	62%	56%	58%	65%	52%	65%
Somewhat oppose	13%	18%	15%	8%	15%	17%	15%	15%
Strongly oppose	50%	45%	47%	48%	42%	48%	37%	50%
I don't know	6%	6%	7%	8%	3%	10%	6%	7%

Overall, do you support the message the trucker Convoy (also known as Freedom Convoy) protests are conveying of no vaccine mandates and less public health measures, or do you oppose the message?

	VOTES							Vaccine Status		
	LPC	NPD	BQ	CPC	GPC	PPC	Other	Two doses and a booster	One dose or more	Not vaccinated
TOTAL SUPPORT	13%	22%	18%	57%	32%	98%	53%	18%	27%	87%
Strongly support	4%	8%	12%	32%	16%	90%	31%	6%	11%	80%
Somewhat support	9%	14%	6%	24%	16%	8%	23%	11%	15%	7%
TOTAL OPPOSE	82%	76%	77%	41%	58%	2%	47%	78%	67%	5%
Somewhat oppose	17%	16%	17%	12%	22%	2%	31%	16%	16%	4%
Strongly oppose	66%	59%	60%	29%	36%	0%	16%	62%	51%	1%
I don't know	5%	2%	4%	2%	9%	0%	0%	4%	7%	8%

Thank you!