

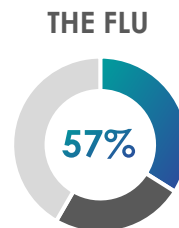
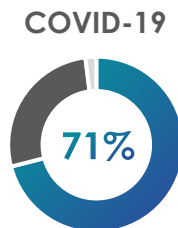
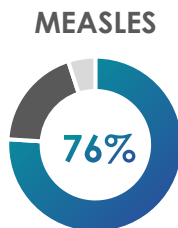
MORE SEE MEASLES AS DANGEROUS THAN COVID-19, OVER ONE IN FIVE (23%) CANADIANS AFRAID TO TALK ABOUT VACCINES WITH FRIENDS AND FAMILY

MARCH 27, 2024

MEASLES SEEN AS MORE DANGEROUS THAN COVID-19 AND FLU

In your opinion, how dangerous, if at all, are the following?

- DANGEROUS
- NOT DANGEROUS
- DON'T KNOW

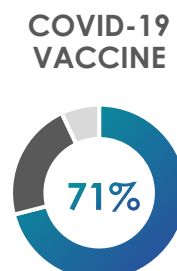
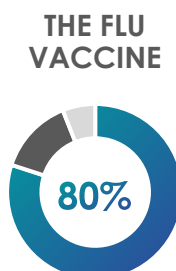
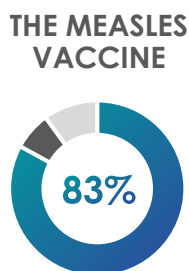


Three in four Canadians see measles as dangerous, while fewer say the same about COVID-19 or the flu.

GENERAL AGREEMENT THAT VACCINES ARE SAFE PARTICULARLY FOR MEASLES AND FLU

To the best of your knowledge, are the following vaccines safe or not?

- SAFE
- NOT SAFE
- DON'T KNOW



Even though those with kids in the household are less likely to think the COVID-19 vaccine is safe (58%) compared to those without (75%), both those with kids (80%) and without (85%) agree the measles vaccine is safe.

"ANTI-VAX" MOVEMENT SEEN AS HARMFUL, BUT SOME STILL AFRAID TO TALK ABOUT VACCINES



The anti-vaccine movement will be responsible for a lot of people getting sick



Humans don't need vaccines to build immunity



I'm afraid to bring up the topic of vaccines with friends and family

The majority of Canadians agree that the anti-vaccine movement will be responsible for many people getting sick, but just over quarter think humans don't need vaccines to build immunity. Men (32%) are more likely

to think this than women (23%). Canadians aged 18-34 (29%) and 35-54 (26%) are more afraid to talk about vaccines with friends and family than those aged 55+ (17%).

ABOUT THIS MEDIA RELEASE

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between March 15 and 18, 2024, on behalf of Global News. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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