



# Vaccine Acceptance Continues to Rise

FOR IMMEDIATE RELEASE

**Ottawa, ON**, June 1, 2021 – The number of Canadians willing to be vaccinated is on the rise, and the number of people hesitant or refusing to take a Covid-19 vaccine is at a new low.

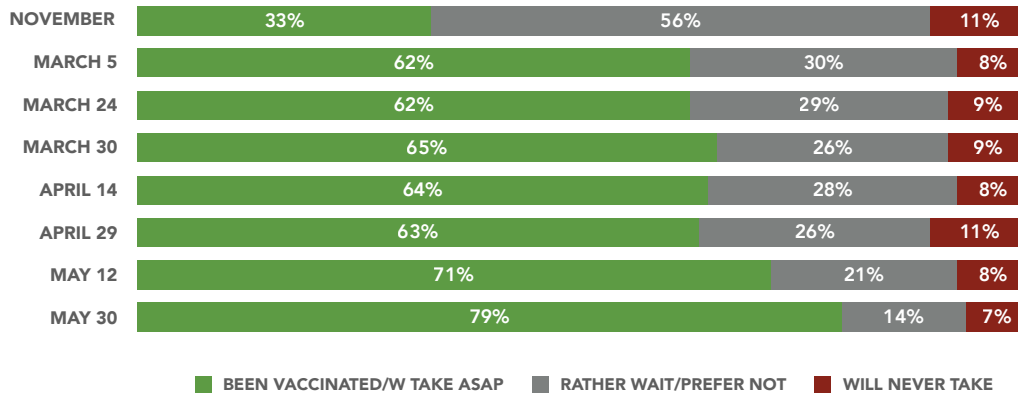
Abacus has been providing data on vaccine opinions to a volunteer Task Group of organizations and individuals under the banner “Faster Together”, reminding people that choosing to be vaccinated can bring us all back together again, more quickly. Bruce Anderson, Chairman of Abacus and Hassan Yussuff, President of the Canadian Labour Congress, co-chair the Task Group. Current members and how to join this coalition are appended.

The latest data (collected through 2000 interviews nationwide) show that the number of people who’ve already had a shot or who will take one as soon as it is available to them now stands at 79%, up from 63% only a month ago.

A total of just 21% show some measure of hesitancy, most of whom indicate they can be persuaded to be vaccinated. Just 7% say they will never take a COVID19 shot.



## HESITANCY TODAY

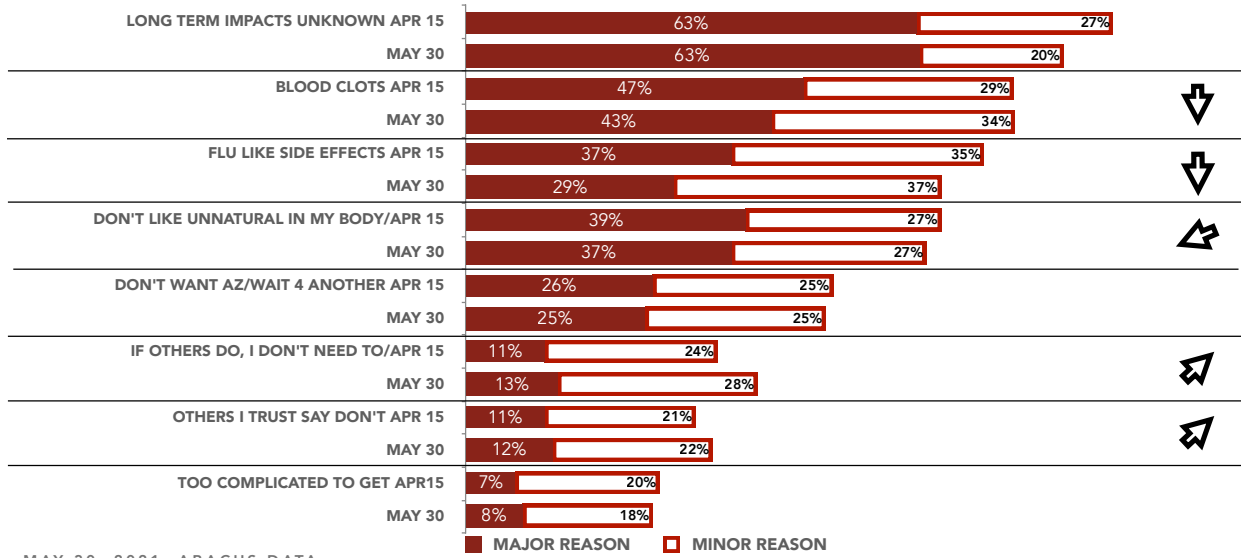


MAY 30, 2021 ABACUS DATA

The major factors influencing hesitancy are concern that the long-term impacts of the vaccines may not be known and worries about the risk of blood clots. The proportion of the hesitant who are indicating blood clot concerns is down slightly over recent weeks.



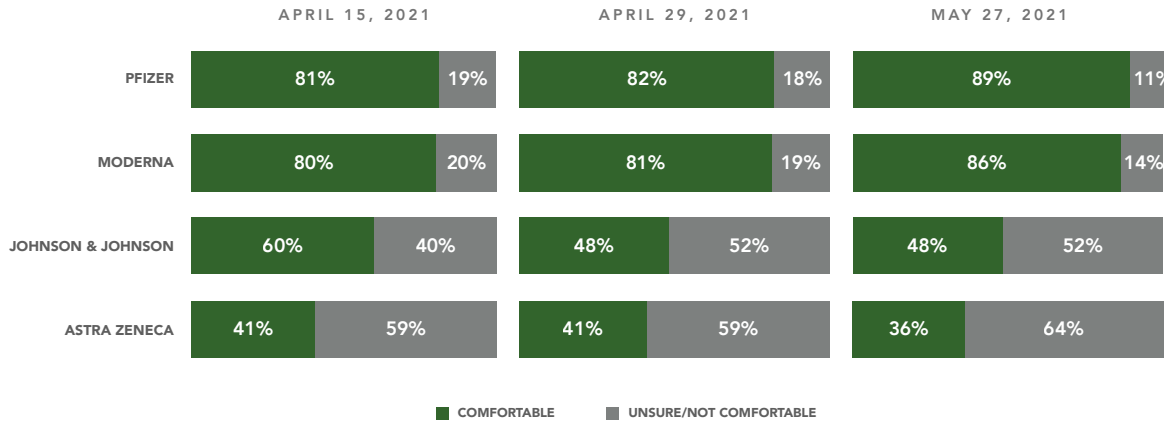
## REASONS FOR COVID VACCINE HESITANCY (ASKED OF THE HESITANT)



MAY 30, 2021, ABACUS DATA

Today, 89% say they would be comfortable taking the Pfizer vaccine, 86% for Moderna, 48% for Johnson and Johnson and 36% for Astra Zeneca.

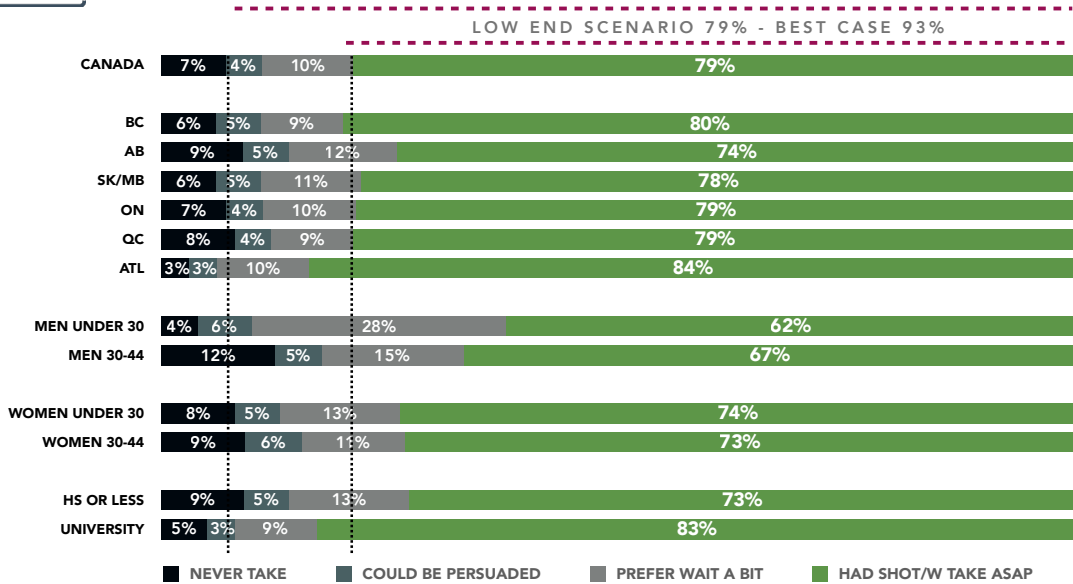
## CONFIDENCE IN EACH VACCINE



Hesitancy levels are not equal across different parts of the population. Those exhibiting more hesitancy than average include Albertans, men under 45, those with less formal education. Based on today's numbers a low end scenario would see 79% of Canadians vaccinated, and a high end scenario would see 93% taking the shot.

**FASTER,  
TOGETHER!**

## COVID VACCINE ACCEPTANCE



MAY 30, 2021

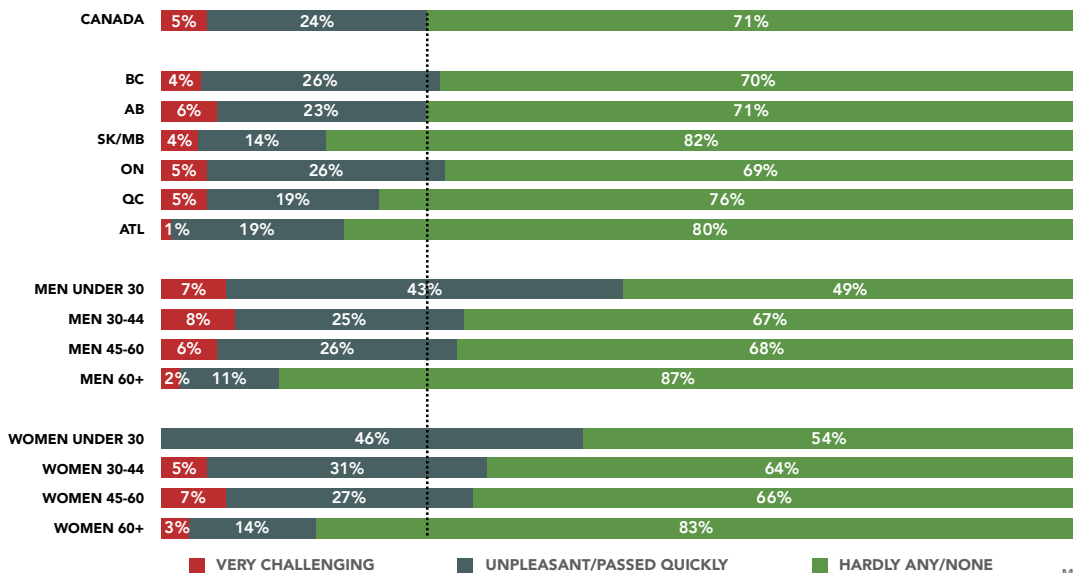
Peer influence is contributing to rising acceptance of vaccines. Three out of four (76%) people say that if friends or family asked for advice, they would encourage them to take the shot as soon as possible, while only 6% say they would tell them to refuse.

No doubt contributing to this positive peer to peer communication is the fact that for 95% of those who have already had a shot, side effects were not very challenging. The majority (71%) say they had hardly any or no side effects, while another 24% said they were unpleasant but passed quickly.

**FASTER,  
TOGETHER!**

## COVID VACCINE SIDE EFFECTS

HOW WOULD YOU DESCRIBE THE SIDE EFFECTS YOU HAD?

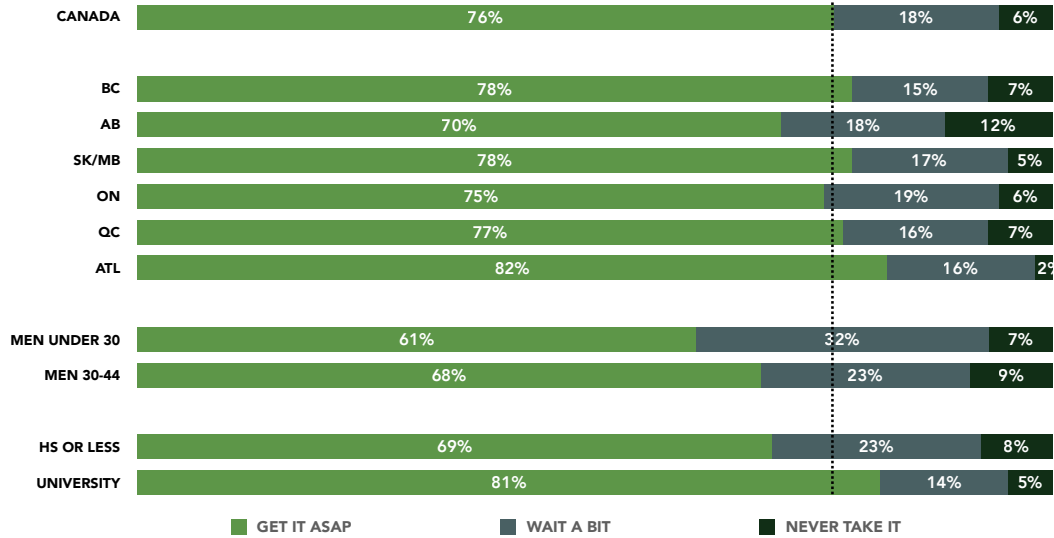


MAY 30, 2021



## COVID VACCINE PEER INFLUENCE

IF FRIENDS/FAMILY ASKED WHAT WOULD YOU SAY...



MAY 30, 2021

According to Bruce Anderson: "Vaccine hesitancy is down, community immunity enthusiasm is up. Canadians are hearing from others about only light side effects, and about the benefits of getting to community immunity quickly and as a result are going out and getting their Covid19 vaccines when offered to them. Barring any unforeseen problems, and with the flow of Pfizer and Moderna vaccines in the weeks ahead, we may see that 14% who remain a bit hesitant, come down further." According to Hassan Yussuff: "It's great to see so much momentum across the country for people to get vaccinated – and to see so many different kinds of groups coming together to make our progress faster."

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### CONTACT

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### METHODOLOGY

The survey was conducted with 2,000 Canadian adults from May 25-30, 2021. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source. The margin of error for a comparable probability-based random sample of the same size is +/- 2.1%, 19 times out of 20. The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

### ABOUT FASTER TOGETHER

*Overcoming vaccine hesitancy to speed the end of the COVID-19 pandemic in Canada.*

This is a voluntary effort of a wide variety of people and organizations working together to promote COVID-19 vaccine acceptance and help speed a recovery from this pandemic. Creative services have been donated by spark\*advocacy ([www.sparkadvocacy.ca](http://www.sparkadvocacy.ca)) and research support provided by Abacus Data. Bruce Anderson (spark\*advocacy and Abacus) along with Hassan Yussuff, President of the Canadian Labour Congress have been convening a group effort. The current list of participants can be found on our website and is expanding regularly: [www.fastertogether.ca](http://www.fastertogether.ca)

## LIST OF PARTNERS

19 To Zero	Canadian Union of Public Employees	Langley Chamber of Commerce	Service Employees International Union
Abacus Data	Canadian Urban Transit Association	MacEwan University	Simon Fraser University
ACTRA National	Cape Breton Regional Chamber of Commerce	Manulife	Sirius XM Canada
Airbnb	Capilano University	Maple Leaf Foods	Sooke Region Chamber of Commerce
Air Canada	Cenovus Energy Inc	Maple Leaf Sports/Ent	spark*advocacy
Atlantic Canada Airports Association	Charlottetown Airport Authority	Maple I Maskawâtik	St. John's International Airport Authority
Alan Doyle	Choice Hotels Canada	Marriott International	Stratford Festival
Allan Hawco	Cineplex	Mark Critch	Students' Association of MacEwan University (SAMU)
Amalgamated Transit Union	Colleges & Institutes Canada	Memorial University	Sun Life
Ambermac Media (Amber MacArthur)	Council of Canadian Innovators	Milton Chamber of Commerce	Suncor
American Federation of Musicians	Creative BC	Mining Association of Canada	Surrey Board of Trade
Baffin Iron Mines	Crop Life	Motion Picture Association of Canada	Sussex & District Chamber of Commerce
Banff & Lake Louise Hospitality Association	Cynthia Dale	Motor Coach Canada	Teamsters Canada
BC Maritime Employers Association	Deer Lake Airport Authority	Mount Royal University	Teck Resources
BC Council of Forest Industries	Directors Guild of Canada	Mount Saint Vincent University	Telus
BC Pharmacy Association	École de technologie supérieure	Movie Theatre Association of Canada	TikTok Canada
Billy Bishop Toronto City Airport	Endless Events Group	Music Canada	Timmins Chamber of Commerce
BIOTECanada	Event Staff Canada	National Airlines Council of Canada	Toronto & York Region Labour Council
Boilermakers International	Facebook	National Newswatch	Toronto International Film Festival
Boston Consulting Group	FETCO	Newmarket Chamber of Commerce	Tourism Industry Association of Canada
Brandon University	Federation of Canadian Municipalities	OCAD University	Tourism Industry Association of AB
Brantford-Brant Chamber of Commerce	Fredericton International Airport Authority	Ontario Motor Coach Association	Tourism Industry Association of BC
Brescia University College	Food, Health & Consumer Products Canada	Ontario Public Service Employees	Town of Banff
Business Council of Canada	Forrest Products Association of Canada	Ottawa Sports and Entertainment Group (OSEG)	TransLink
Caisse de Depots	Fredericton International Airport	Ottawa International Airport Authority	Tri-Cities Chamber of Commerce
Canada Life	Gander Airport Authority	Pacific National Exhibition	Trinity Western University
Canada Life & Health Insurance Association	Global Citizen	Parksville & District Chamber of Commerce	Tumbler Ridge Chamber of Commerce
Canada's Building Trades Unions	Greater Moncton International Airport Authority	Peter Mansbridge	Unifor
Canadian Actors' Equity Association	Halifax International Airport Authority	Ponoka and District Chamber of Commerce	United Food and Commercial Workers
Canadian Airports Council	Hotel Association of Canada	Port Hope & District Chamber of Commerce	United Steel Workers
Canadian Association of Amusement Operators	Insurance Bureau of Canada	Port Saint John	Universal Music Canada
Canadian Association of Fairs and Exhibitions	IATSE	Professional Institute of the Public Service of Canada	Universities Canada
Canadian Bankers Association	Indigeno Travel	Qualicum Beach Chamber of Commerce	University of the Fraser Valley
Canadian Chamber of Commerce	Intl Brotherhood of Boilermakers	Realstar Hospitality	University of Guelph
Canadian Federation of Nurses Unions	Intl Brotherhood of Electrical Workers	Regina Exhibition Association Ltd	University of Saskatchewan
Canadian Independent Music Association	Intl Union of Operating Engineers	Retail Council of Canada	University of St. Michael's College
Canadian Labour Congress	Int'l Assn of Machinists & Aerospace Workers	Rob Russo	Victoria Airport Authority
Canadian Live Music Association	Jane & Co	Saa Dene Group of Companies	Vista Projects
Canadian Media Producers Association	Janet Annesley	Saint John Airport	WestJet
Canadian Real Estate Association	King's University College at Western University	Sault Ste Marie Airport Development Corp	Wilfrid Laurier University
Canadian Ski Council	Laborers' Intl Union of North America	ScienceUpFirst	Winnipeg Airports Authority
			Yarmouth & Area Chamber of Commerce
			York University

