



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from July 9 to July 11, 2021, among 1,000 Canadian adults. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

When a vaccine against COVID-19 ultimately becomes available to you, would you take it?

Vaccinated already / Definitely / Probably – 88% (+5)
Probably not / Definitely not – 8% (-5)
Not sure – 4% (-1)

In December 2020, the Public Health Agency of Canada (PHAC) stated that it expected to have enough COVID-19 vaccine doses to inoculate every willing Canadian by the end of September 2021. Do you think this goal will be attained?

Definitely / Probably – 74% (+9)
Probably not / Definitely not – 17% (-10)
Not sure – 9% (=)

Vaccine Hesitation Drops, Satisfaction with Rollout Rises in Canada

Seven-in-ten Canadians say they are still wearing a mask every time they go out, including 76% of women.

Vancouver, BC [July 20, 2021] – More Canadians are pleased with the way their federal and provincial administrations have managed the inoculation process related to the COVID-19 pandemic, a new Research Co. poll has found.

In the online survey of a representative national sample, more than seven-in-ten Canadians are satisfied with the vaccination plans and phases outlined by their province (73%, +12 since a similar Research Co. survey [conducted in May](#)) and with the pace of vaccination efforts in their province (also 73%, +15).

A similar proportion of Canadians are content with the procurement of COVID-19 vaccine doses from the federal government (72%, +15).

This month, almost nine-in-ten Canadians (88%, +5) acknowledge that they have already been inoculated against COVID-19, or plan to have their first shot when it becomes available to them.

Fewer than one-in-ten Canadians (8%, -5) say they will “definitely” or “probably” not get vaccinated. This marks the first time in nine different surveys [conducted since April 2020](#) that the proportion of Canadians who plan to refuse a COVID-19 shot is in single digits.

In December 2020, the Public Health Agency of Canada (PHAC) stated that it expected to have enough COVID-19 vaccine doses to inoculate every willing Canadian by the end of September 2021.

“In [February 2021](#), only 45% of Canadians expected the vaccination goal outlined by the PHAC to actually be met,” says Mario Canseco, President of Research Co. “This month, practically three-in-four Canadians (74%) believe the milestone will be reached.”

Across the country, seven-in-ten Canadians (70%, -5) say that they wear a mask every time they go out, including 76% of women and 75% of Canadians aged 55 and over.

This month sees sizeable reductions in the proportion of Canadians who are cleaning the groceries they buy to prevent infection (24%, -6) and who are losing their temper more than usual at home (16%, -4).



The indicators are mostly stable on other behavioural aspects related to the pandemic, including the proportion of Canadians who are overeating or eating more than usual at home (27%, -2), not ordering food from restaurants at all because they fear infection (16%, +1), having a bath or shower less often (14%, -2), drinking more alcohol than usual at home (also 14%, +1) and brushing their teeth less often than before the pandemic (9%, -2)

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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Media contact:

Mario Canseco, President, Research Co.

[c] 778.929.0490

[e] mario.canseco@researchco.ca

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