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# Canadians' willingness to get a COVID-19 vaccine when one becomes available: What role does trust play?

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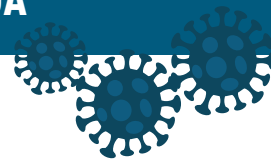
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## Canadians' willingness to get a COVID-19 vaccine when one becomes available: What role does trust play?

by **Kristyn Frank** and **Rubab Arim**

The development of a COVID-19 vaccine has been identified as an important factor in reopening the economy and relaxing physical distancing measures imposed as a response to the pandemic (Dourado 2020; Stock 2020). A recent poll indicated that 40% of Canadians are not supportive of mandatory vaccination (Leger and ACS 2020), therefore, Canadians' willingness to voluntarily get vaccinated is vital to easing current economic and social constraints.

The degree to which individuals have trust in policy makers and public health authorities has been associated with their willingness to engage in public health measures such as vaccinations (Dubé et al. 2013; Greenberg, Dubé and Driedger 2017). This study examines how crowdsourcing participants' willingness to receive a COVID-19 vaccination when one becomes available differs by their level of trust in other people, government and public health authorities. Results from this study cannot be inferred to the overall Canadian population.<sup>1</sup>

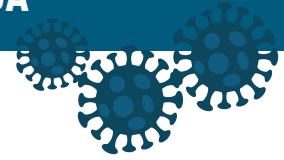


### Over two-thirds of crowdsourcing participants are very likely to get a COVID-19 vaccine when one becomes available

The majority of crowdsourcing participants indicated a willingness to get a COVID-19 vaccine when it becomes available. Over two-thirds of crowdsourcing participants (68.2%) reported that they were very likely to voluntarily get vaccinated (Chart 1). Just over 1 in 10 participants indicated that they were somewhat unlikely (4.1%) or very unlikely (7.9%) to get a COVID-19 vaccine.

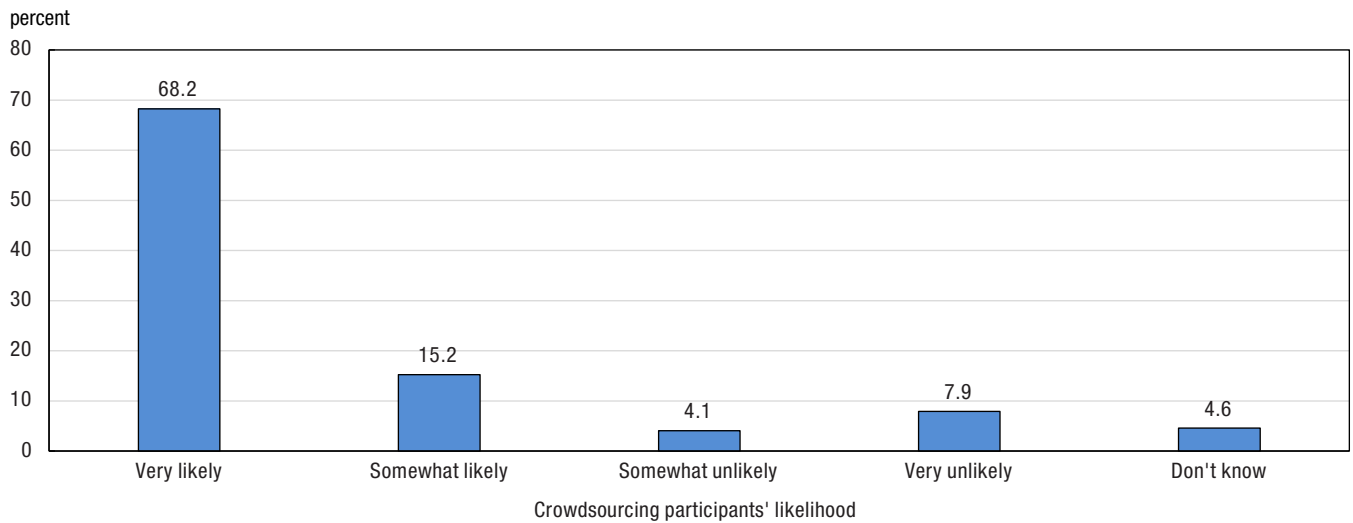
Trust in others played a role in crowdsourcing participants' willingness to voluntarily get a COVID-19 vaccine (Chart 2). About 7 in 10 participants who indicated that most people can be trusted were very likely to get a COVID-19 vaccine when one becomes available, compared to 6 in 10 participants who indicated that most people cannot be trusted (70.7% and 60.6%, respectively).

1. Please refer to the Methodology section for further information on the crowdsourcing data collection initiative.



**Chart 1**

**How likely is it that participants will choose to get a COVID-19 vaccine when it becomes available?**

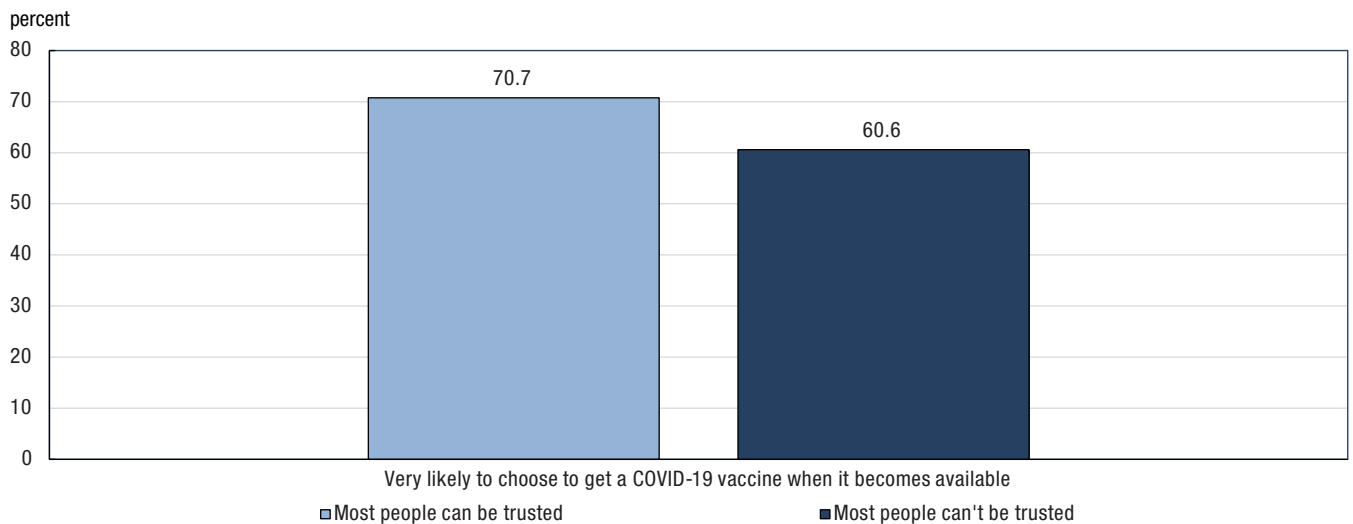


**Note:** Percent calculations exclude missing responses.

**Source:** Impacts of COVID-19 on Canadians - Trust in Others: Data Collection Series (5323).

**Chart 2**

**Participants' willingness to get a COVID-19 vaccine, by general trust in other people**



**Note:** Percent calculations exclude missing responses.

**Source:** Impacts of COVID-19 on Canadians - Trust in Others: Data Collection Series (5323).



## Willingness to get a COVID-19 vaccine differed between crowdsourcing participants with high and low levels of trust in government and public health authorities

Crowdsourcing participants' willingness to get a COVID-19 vaccine differed markedly between participants with high and low levels of trust in government and public health authorities, particularly at the federal level (Table 1).

**Table 1**  
**Participants' willingness to get a COVID-19 vaccine, by trust in government and public health authorities**

Trust in government to make good decisions about when and how to reopen workplaces and public spaces	Total		Very likely to choose to get a COVID-19 vaccine when it becomes available	
	Low trust	High trust	Low trust	High trust
	percent		percent	
Federal government	38.5	61.5	53.8	77.3
Federal public health authorities	25.6	74.4	44.4	76.4
Provincial or territorial government	44.2	55.8	64.8	71.0
Provincial or territorial public health authorities	25.7	74.3	52.8	73.6
Municipal government	45.3	54.7	61.3	74.0
Municipal health authorities	34.9	65.1	56.1	74.7

**Notes:** Percent calculations exclude missing responses. Crowdsourcing participants' level of trust was measured on a five-point scale, where "1" means "Cannot be trusted at all" and "5" means "Can be trusted a lot." Participants who rated their trust level as a 1, 2 or 3 on the scale are defined as having a low level of trust, and those who rated their trust level as a 4 or 5 are defined as having a high level of trust.

**Source:** Impacts of COVID-19 on Canadians - Trust in Others: Data Collection Series (5323).

Over three-quarters of crowdsourcing participants who had a high level of trust in federal government indicated that they were very likely to get a COVID-19 vaccine when one becomes available (77.3%), compared to more than half of participants who had a low level of trust in federal government (53.8%). Similarly, while 76.4% of participants who had a high level of trust in federal public health authorities were very likely to get a COVID-19 vaccine, fewer than half of participants (44.4%) with a low level of trust in federal public health authorities indicated that they were very likely to get vaccinated.<sup>2</sup>

Smaller differences were observed at the provincial, territorial and municipal levels (Table 1). For example, nearly three-quarters (73.6%) of crowdsourcing participants who had a high level of trust in provincial or territorial public health authorities indicated that they were very likely to get a COVID-19 vaccine, compared to just over half of participants with low trust in provincial or territorial public health authorities (52.8%).

## Methodology

Results for this study were drawn from Statistics Canada's crowdsourcing data collection series *The Impacts of COVID-19 on Canadians: Trust in Others*. From May 26 and June 8, 2020, over 36,000 participants voluntarily completed this online questionnaire which focused on the level of trust Canadians have in government, in businesses, and in others, and their views regarding the reopening of workplaces and public spaces. Readers should note that crowdsourcing data are not collected under a sample design using probability-based sampling. As a result, the findings cannot be applied to the overall Canadian population. Please refer to Schellenberg and Fonberg (2020) for additional results from this data collection initiative.

2. Participants with a high level of trust in government websites and news broadcasts were also more likely than others to voluntarily get a COVID-19 vaccine (results not shown but available upon request).



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