

THE ANTI-VAXXERS

For as long as there's been talk of a COVID-19 vaccine, there have been people against it. But as optimism starts to spread, and many start to look ahead to a possible return to normality, the increasing backlash against the vaccine could threaten the effectiveness of its roll-out. From conspiracy theories to safety concerns, this infographic explores the reasons behind the growing and concerning 'anti-vax' movement

ANTI-VAXXERS ONLINE

An analysis of 409 English language anti-vax social media accounts in October 2020

58m 31m

people follow anti-vax accounts on social media

of the 58 million total followers follow anti-vax accounts on Facebook

17m 7m

follow anti-vax accounts on YouTube

follow anti-vax accounts on Instagram

2m 19%

follow anti-vax accounts on Twitter

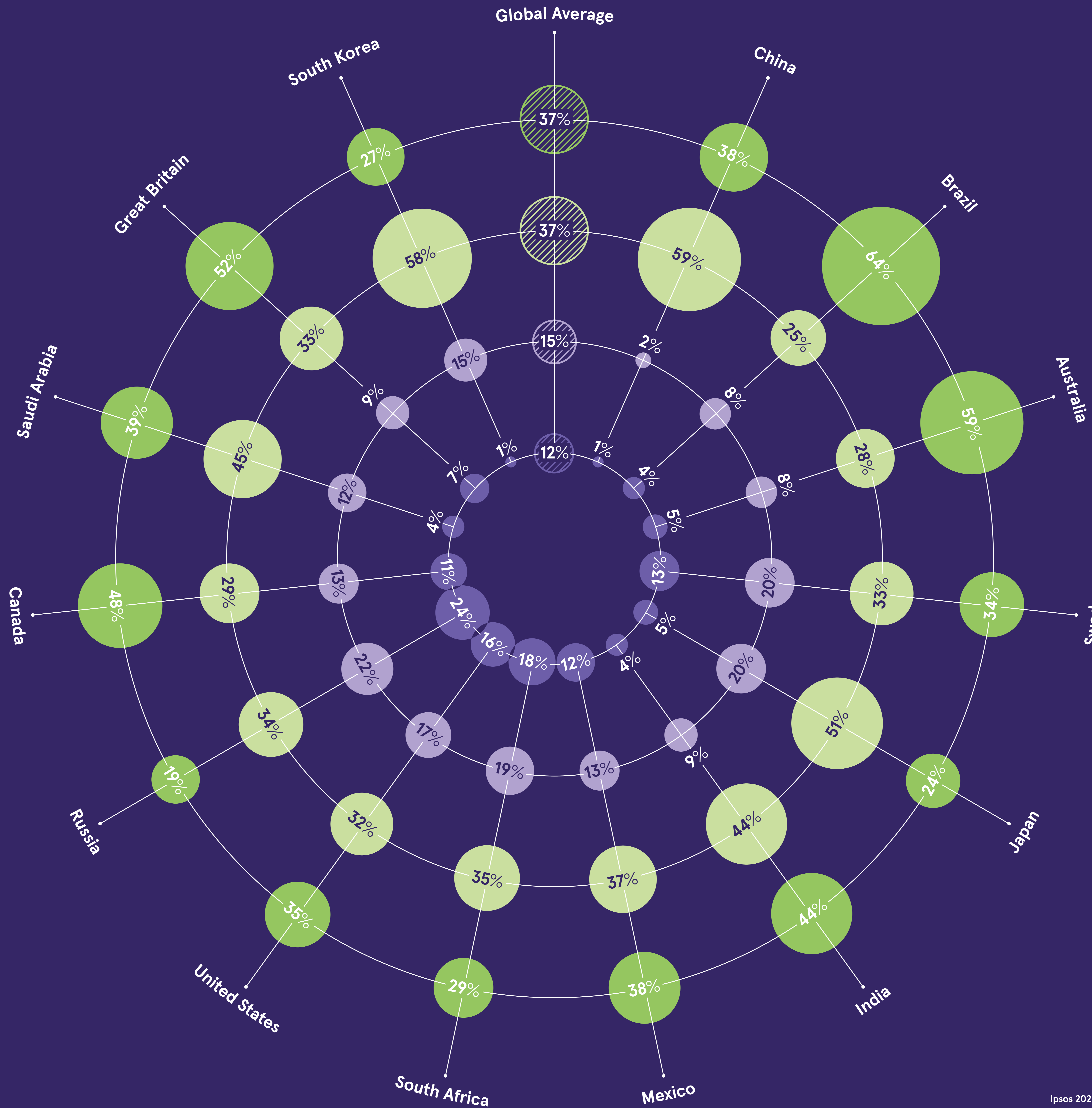
increase in followers since 2019 for 147 of the largest accounts*

*Figure reflects only the 147 accounts where it was possible to establish the number of followers at the end of 2019

VACCINE ENTHUSIASM BY COUNTRY

Consumers were asked in July and August whether they would get a COVID-19 vaccine if one was to become available; selected countries

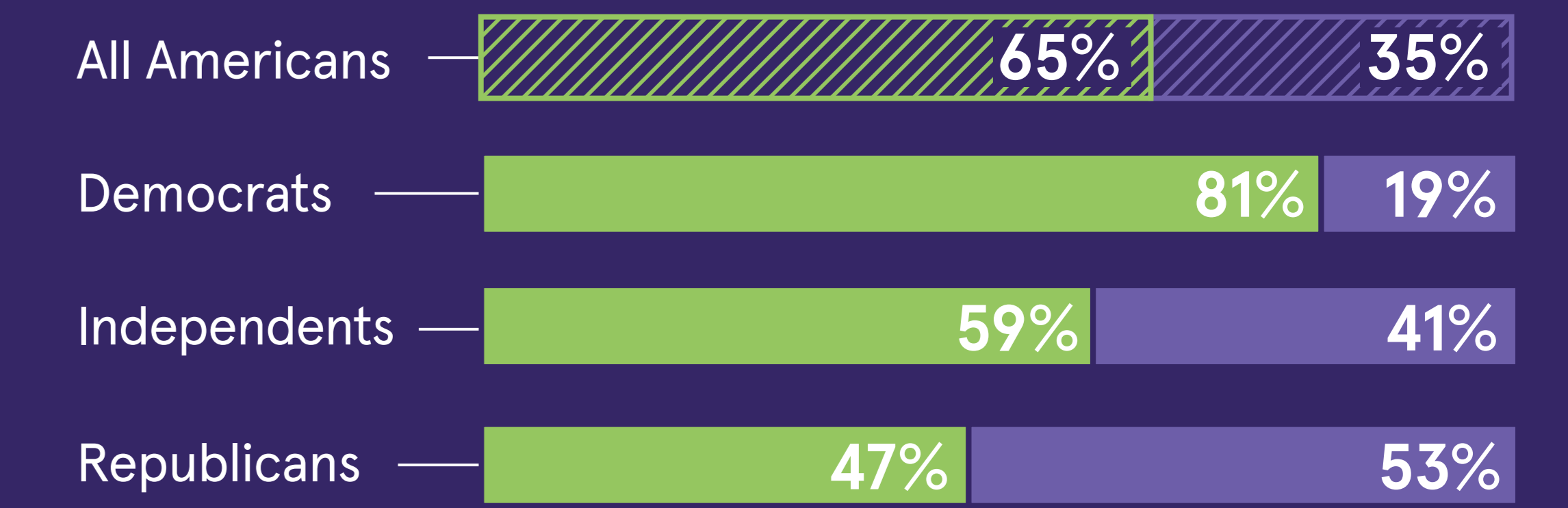
● Strongly agree ● Somewhat agree ● Somewhat disagree ● Strongly disagree



POLITICS HAS A PART TO PLAY

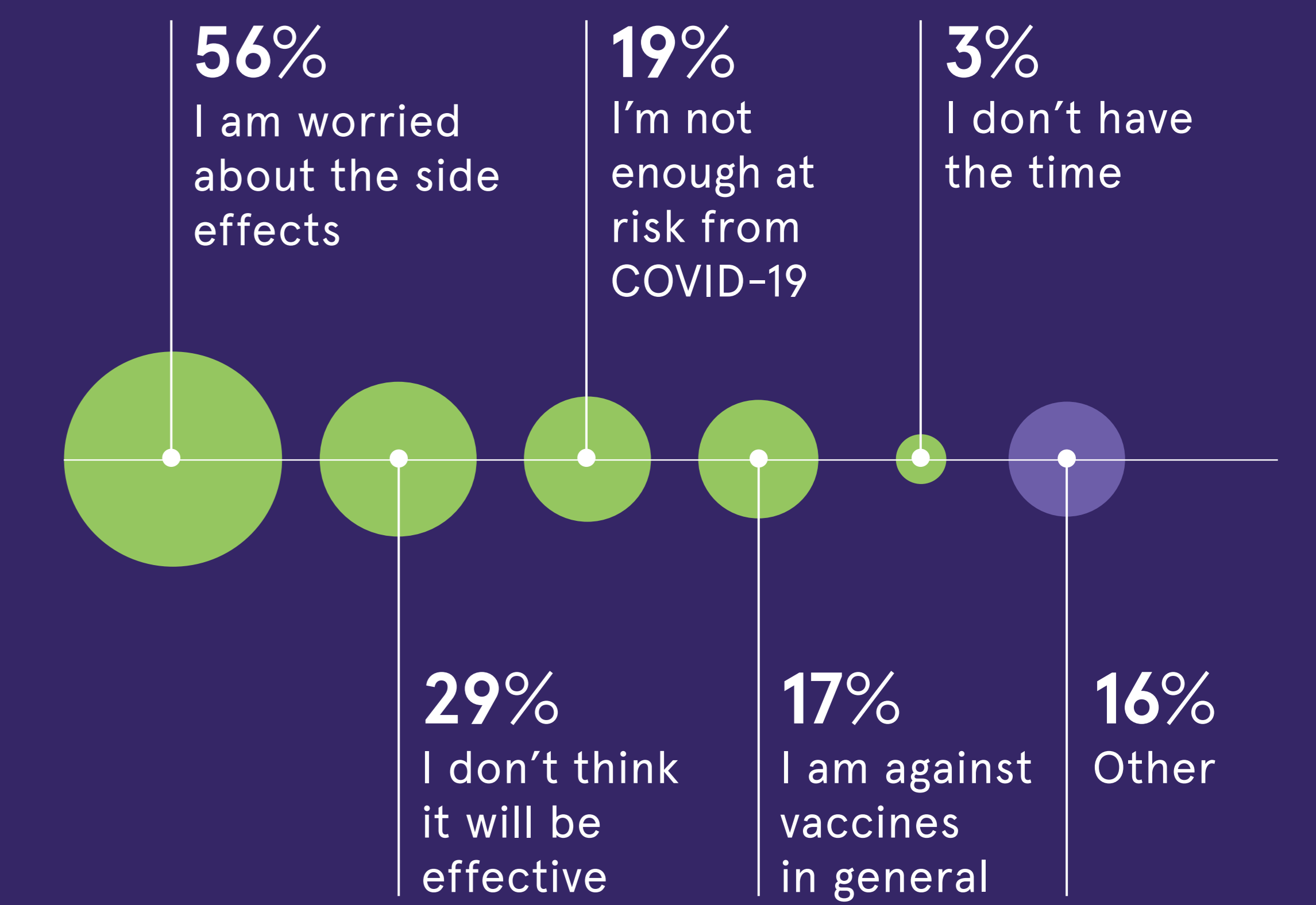
US citizens were surveyed in August to find out if they would get a Covid-19 vaccine if it became available

● Yes ● No



REASONS TO ABSTAIN

Global consumers, who said they would not get a vaccine if it became available, gave the following reasons



VACCINE SIDE-EFFECTS?

UK consumers were asked in August if they think vaccines have harmful effects which are not being disclosed; survey was about vaccines in general (not just the COVID-19 vaccine)

