

# HOW TO READ

## Executive Dashboards - VaccineInsights - Trade Area

Provides key measures to understand COVID-19 vaccine-confidence and vaccine-hesitancy in a specified Trade Area. Data presented on this page are sourced from **Caddle**. Survey respondents were sampled nationally and the base population is population aged 16 and over.

### VaccineInsights | Overview - Trends

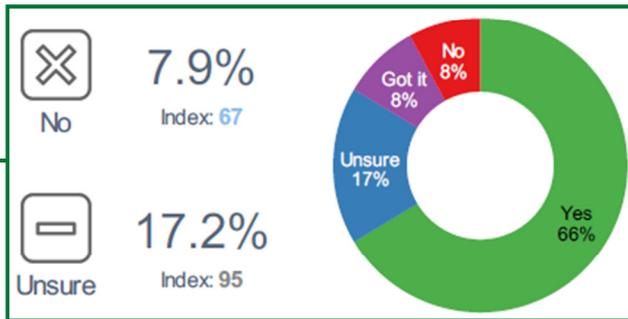
**ENVIRONICS ANALYTICS**

Trade Area: Vaughan, ON (CY)

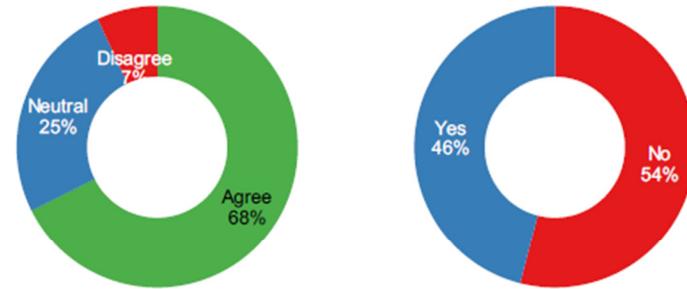
The Trade Area selected for analysis.

Population 16+: 273,216

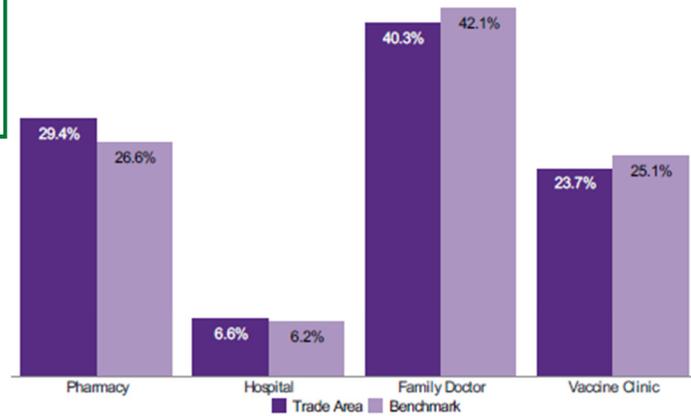
#### PLAN ON GETTING COVID-19 VACCINE



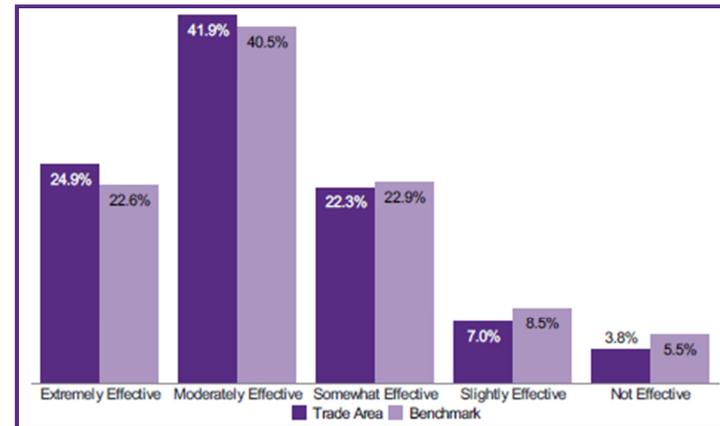
#### STATEMENT: VACCINES ARE SAFE GOT FLU SHOT (SEP '20 - MAR '21)



#### MOST PREFERRED SITE FOR VACCINATION\*



#### OPINION - COVID-19 VACCINE EFFECTIVENESS AT STOPPING SPREAD



Benchmark: Ontario

For index values, above benchmark is the base (Index=100)

\*Sorted on index

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Index Colours: < 80 80 - 110 110+

Percentage values are based on the proportions in the Trade Area.

Index values provide a comparison to the Benchmark. A value of 100 is average.

For example, with an index of 67, the proportion of people in Vaughan who say they will not get a vaccine is lower than the Ontario average.

The population count aged 16+ in the selected Trade Area.

Bar graphs showing the proportions within the Trade Area and Benchmark side-by-side for comparison.

The Benchmark provides a point of reference for comparison. It is used to calculate Index values.

## Executive Dashboards - VaccineInsights - Trade Area

Provides key measures to understand COVID-19 vaccine-confidence and vaccine-hesitancy in a specified Trade Area.

Data presented on this page are sourced from AskingCanadians (by Delvinia) in collaboration with **BEworks**. Survey respondents were sampled nationally excluding Quebec and Territories. The base population is household population aged 18 to 85.

### VaccineInsights | Overview - Drivers



Trade Area: Vaughan, ON (CY)

Household Population 18-85: 257,937

The drivers (how people think and what they believe) underlying people's intentions to be vaccinated against COVID-19.

Percentage values are based on the proportions in the Trade Area.

Index values provide a comparison to the Benchmark. A value of 100 is average.

The household population count between the ages of 18 and 85 in the selected Trade Area.

#### VALUE PERSONAL BELIEFS OVER EMPIRICAL EVIDENCE



Cognitive Factor

100  
Index

Statements (Strongly Agree)	%	Index
What you believe to be true is more important than evidence against your beliefs	8.3	112
Whether something feels true is more important than evidence	4.4	101
Just because evidence conflicts with my current beliefs does not mean my beliefs are wrong	13.8	99

#### VACCINE RISK CONCERNS



Cognitive Factor

100  
Index

Statements (Strongly Agree)	%	Index
We do not know if this vaccine will have long term side effects	45.9	100
I haven't had time to do the research into COVID-19 vaccines	17.6	94

#### BELIEF IN CONSPIRACY THEORIES



Cognitive Factor

97  
Index

Statements (Strongly Agree)	%	Index
Vaccines are known to cause autism	3.1	108
COVID-19 is a scam for Big Pharma, hospitals, and test makers to make huge profits	3.5	90
The pandemic is a ploy by the government to establish totalitarian measures	4.1	86
Vaccines contain preservatives with harmful side effects	4.7	83
No need for vaccine: we can boost immune system with a diet, vitamins, exercise	2.9	72
Vaccine contains a gel to insert nanobots which will be controlled by the 5G network	1.5	72
There is no COVID-19; the pandemic is a hoax	1.7	68

#### SCIENTIFIC KNOWLEDGE



Cognitive Factor

102  
Index

Incorrect Response or Don't Know	%	Index
Continents have been moving for millions of years and will continue to move - False/Don't Know	15.9	102
Some radioactivity occurs naturally (i.e. *not* human-made) - False/Don't Know	19.0	99
Ordinary tomatoes do not have genes whereas genetically modified tomatoes do - True/Don't Know	37.8	98
Electrons are smaller than atoms - False/Don't Know	43.1	98
Lasers work by focusing sound waves - True/Don't Know	46.2	97
Antibiotics kill viruses as well as bacteria - True/Don't Know	31.6	96
Nuclear plants destroy the ozone layer - True/Don't Know	56.7	96
More than half of the human genes are identical to those of mice - False/Don't Know	61.4	95

Benchmark: Ontario

For index values, above benchmark is the base (Index=100)

Note: Data not available for Quebec, territories or francophone PRIZM segments outside Quebec

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