

## Executive Dashboards - VaccineInsights - Customers

Provides key measures to understand COVID-19 vaccine-confidence and vaccine-hesitancy where customers live.

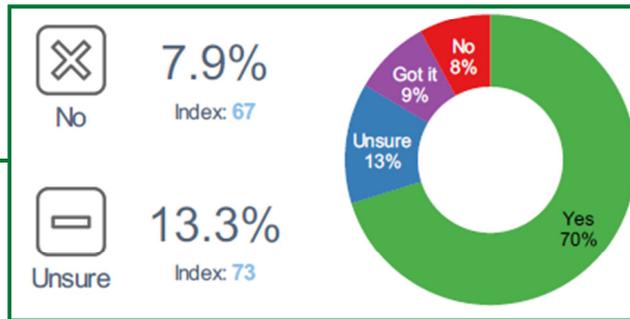
Data presented on this page are sourced from **Caddle**. Survey respondents were sampled nationally and the base population is population aged 16 and over.

### VaccineInsights | Overview - Trends

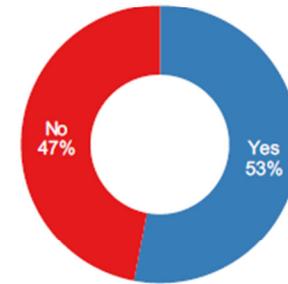
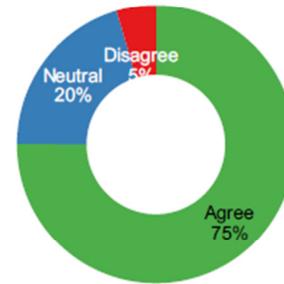


**Customers:** Sample\_Customer\_File — Customer file uploaded to ENVISION for analysis.

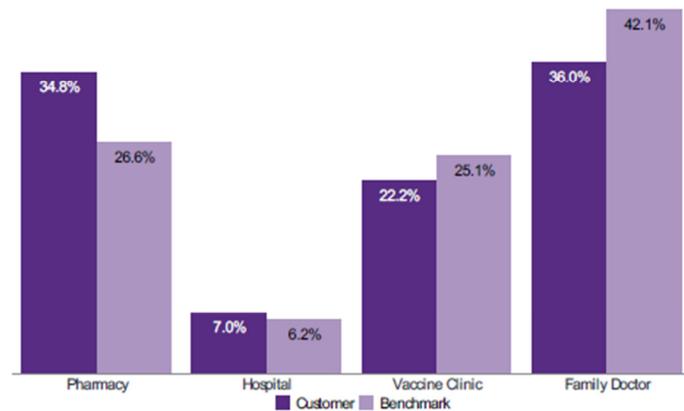
#### PLAN ON GETTING COVID-19 VACCINE



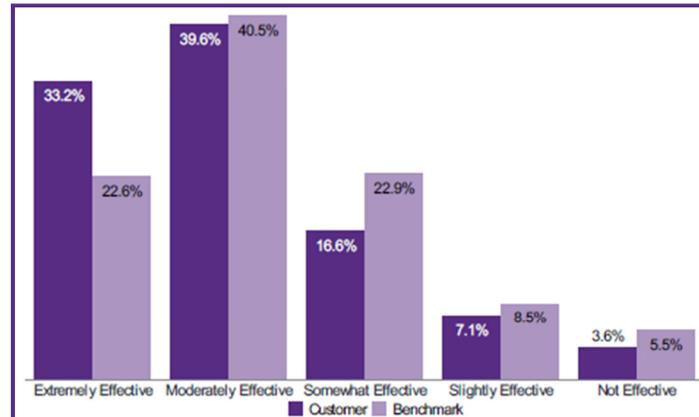
#### STATEMENT: VACCINES ARE SAFE GOT FLU SHOT (SEP '20 - MAR '21)



#### MOST PREFERRED SITE FOR VACCINATION\*



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



Bar graphs showing the customer weighted proportions in the Benchmark and the total Benchmark side-by-side for comparison.

**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 customer weighted proportions in the Benchmark.

Index values provide a comparison to the total population 16+ in the Benchmark. A value of 100 is average.

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

The Benchmark defines the universe. It defines the boundary that contains the full or a subset of the customer file. It is used to calculate Index values.

## Executive Dashboards - VaccineInsights - Trade Area

Provides key measures to understand COVID-19 vaccine-confidence and vaccine-hesitancy where customers live.

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



Customers: Sample\_Customer\_File

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 customer weighted proportions in the Benchmark.

Index values provide a comparison to total household population aged 18-85 in the Benchmark. A value of 100 is average.

#### VALUE PERSONAL BELIEFS OVER EMPIRICAL EVIDENCE



Cognitive Factor

87

Index

Statements (Strongly Agree)	%	Index
What you believe to be true is more important than evidence against your beliefs	6.3	84
Just because evidence conflicts with my current beliefs does not mean my beliefs are wrong	10.7	77
Whether something feels true is more important than evidence	2.0	47

#### VACCINE RISK CONCERNS



Cognitive Factor

94

Index

Statements (Strongly Agree)	%	Index
We do not know if this vaccine will have long term side effects	41.6	91
I haven't had time to do the research into COVID-19 vaccines	14.5	77

#### BELIEF IN CONSPIRACY THEORIES



Cognitive Factor

68

Index

Statements (Strongly Agree)	%	Index
Vaccines contain preservatives with harmful side effects	3.8	67
No need for vaccine: we can boost immune system with a diet, vitamins, exercise	2.2	54
The pandemic is a ploy by the government to establish totalitarian measures	2.2	46
Vaccines are known to cause autism	1.3	44
COVID-19 is a scam for Big Pharma, hospitals, and test makers to make huge profits	1.6	40
Vaccine contains a gel to insert nanobots which will be controlled by the 5G network	0.7	36
There is no COVID-19; the pandemic is a hoax	0.8	34

#### SCIENTIFIC KNOWLEDGE



Cognitive Factor

109

Index

Incorrect Response or Don't Know	%	Index
Lasers work by focusing sound waves - True/Don't Know	48.1	100
Electrons are smaller than atoms - False/Don't Know	41.2	94
More than half of the human genes are identical to those of mice - False/Don't Know	59.1	92
Nuclear plants destroy the ozone layer - True/Don't Know	47.3	80
Ordinary tomatoes do not have genes whereas genetically modified tomatoes do - True/Don't Know	30.4	79
Antibiotics kill viruses as well as bacteria - True/Don't Know	25.4	77
Continents have been moving for millions of years and will continue to move - False/Don't Know	11.2	72
Some radioactivity occurs naturally (i.e. "not" human-made) - False/Don't Know	13.9	72

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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Index Colours:	< 80	80 - 110	110
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