

June 2021

REPORT ON SURVEY WITH MANITOBANS REGARDING VACCINE HESITANCY

Prepared for Communications Services Manitoba by PRA Inc.



Key findings

Satisfaction with vaccine experiences is high. Generally, satisfaction with vaccine experiences is very high, for all Manitobans and across all demographic groups. The most notable area for improvement is communication about people's second dose.

More information appears to be biggest driver to uptake. Generally, information about the vaccine seems to be the biggest barrier to uptake and the most likely factor to influence it. Specifically, respondents were most interested in information about vaccine side effects and how it was tested.

Incentives do not appear to be a driver of uptake. Amongst the hesitant, incentives seem to have very little impact on whether or not they will get the vaccine, although the larger the incentive, the greater the impact.

Those who are not hesitant are concerned about financial incentives. Respondents who have been vaccinated (or booked their appointment) are generally concerned with hesitant people receiving any incentive, especially a larger financial incentive.



Methodology and report notes

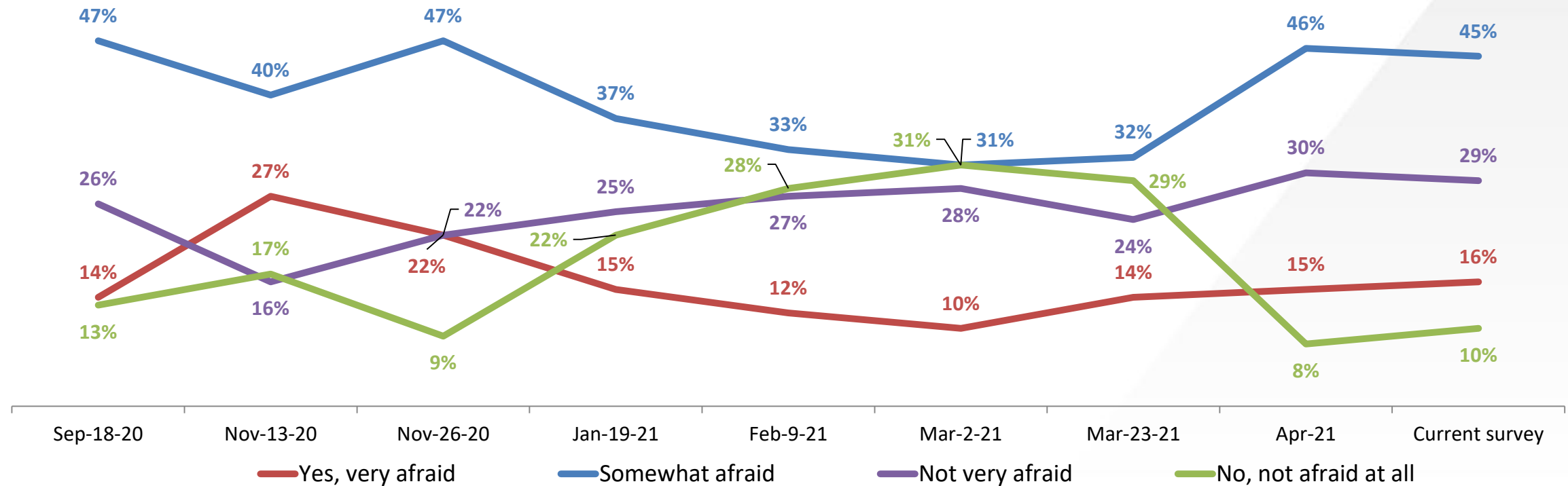
- PRA conducted a survey with Manitobans to understand their attitudes toward COVID-19 vaccination and potential incentives to improve vaccination rates.
- The survey was conducted using PRA's research panel from May 14 to 20, 2021, with 600 Manitobans. Overall results are presented out of 600 unless otherwise noted. Although the survey was not conducted using a random sample, a random-sample survey of the same size would yield an error rate of $\pm 4.0\%$ (19 times out of 20).
- Overall data presented in this report have been weighted to the general population data for Manitoba to correct for differences in age, gender, and income unless otherwise stated. Data in charts may not always sum to 100% due to rounding.
- For a profile of respondents, please refer to Annex A.
- Results in Section 1 are compared to other surveys conducted by the province, and results may differ from the current survey due to methodology, representativeness, weighting, or timing. Therefore, comparisons over time should be interpreted with caution.

SECTION 1 - COVID TRACKING QUESTIONS

Fear of getting COVID-19

Are you personally afraid of contracting COVID-19?

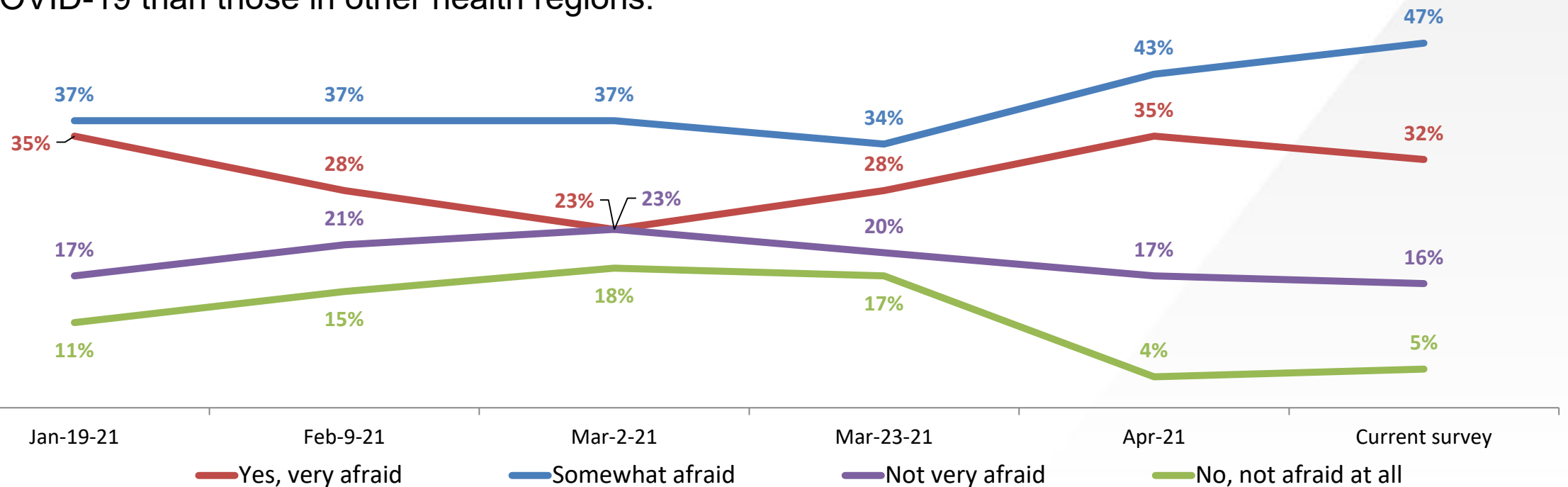
- In the current survey, about 6 in 10 are at least somewhat afraid of getting COVID-19, including 16% who are very afraid. These results are nearly identical to results from April 2021.
- Women are more likely than men to be afraid of getting COVID-19.
- Of interest, there is no difference among age groups and fear of contracting COVID-19.



Fear of someone close getting COVID-19

Are you afraid that someone close to you (friend, parent, grandparent) will contract COVID-19?

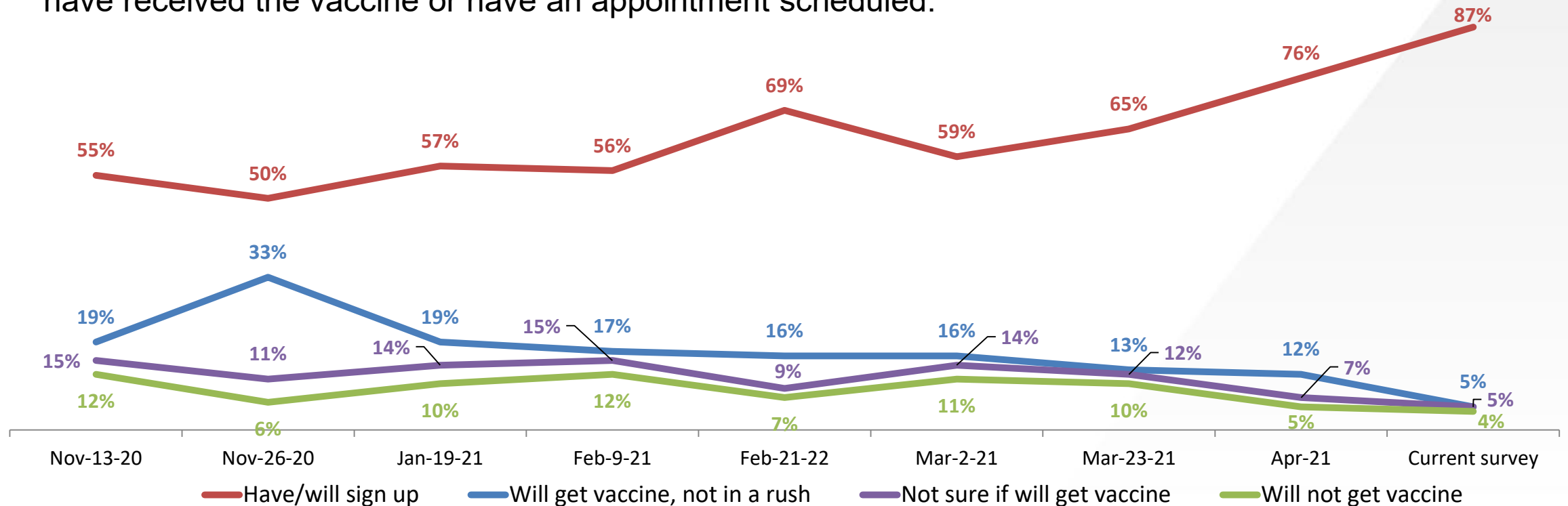
- In the current survey, about 8 in 10 are at least somewhat afraid of someone close to them getting COVID-19, including 32% who are very afraid. Again, these results are similar to that of April 2021.
- Those under 45 years of age are more likely than older respondents to be afraid of someone close to them contracting COVID-19.
- Additionally, those in the Southern health region are less afraid of someone they know contracting COVID-19 than those in other health regions.



Attitude toward getting COVID-19 vaccine

Which of the following statements best reflects your perspective on the COVID-19 vaccines?

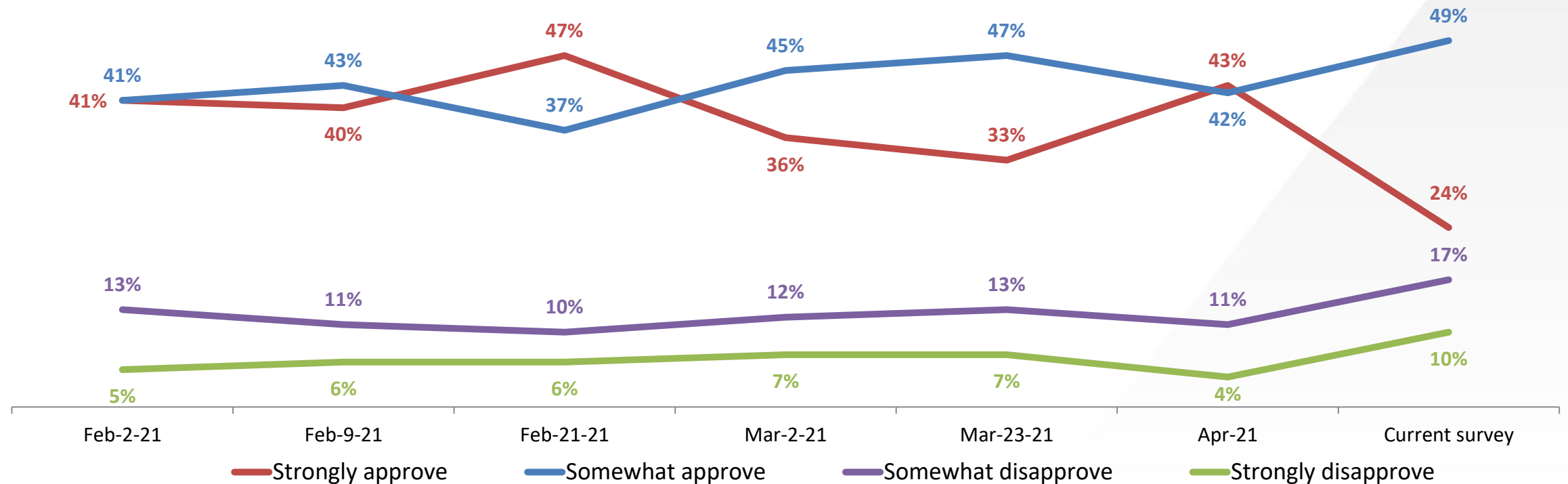
- In the current survey, nearly 9 in 10 Manitobans say they have (74%) or will get (13%) the vaccine, with the proportion continuing to rise over the past couple months. It should be noted that survey results are higher than actual vaccination rates due to many factors, including social desirability and survey bias.
- Some groups are more willing to get the vaccine than others. Those aged 30 to 44, those in the Southern Health Region, and those who are unemployed are less likely than their counterparts to say that they have received the vaccine or have an appointment scheduled.



Perception of distribution of COVID-19 vaccine

To what extent do you approve or disapprove of the provincial government's current approach to providing the COVID-19 vaccine?

- In the current survey, about 3 in 4 say they approve of how the provincial government has been providing the COVID-19 vaccine, including 24% who strongly approve. The proportion of those who strongly approve has decreased significantly since April 2021.
- Those least likely to at least somewhat approve of the government's approach to providing the COVID-19 vaccine are those who say they will not get the vaccine themselves.



SECTION 2 - EXPERIENCES WITH COVID-19

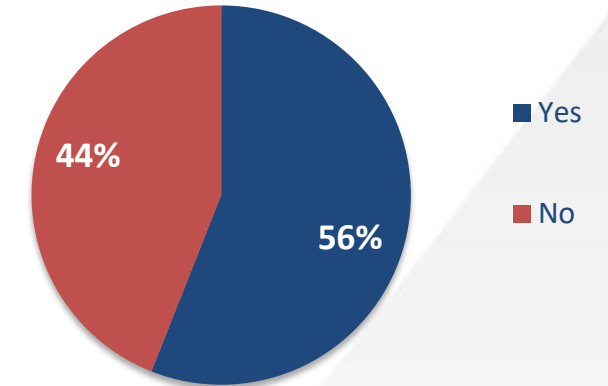
Personal experiences with COVID-19

Do you personally know someone (a family member or close friend) who has or had COVID-19?

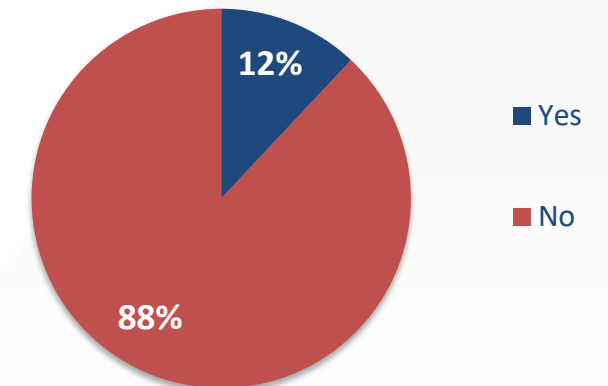
Do you personally know someone (a family member or close friend) who has passed away as a result of COVID-19?

- Over half of Manitobans say they personally know someone who has or had COVID-19, while about 1 in 10 know someone who has passed away as a result of COVID-19.
- Those who are Indigenous are more likely than those who are not to say they know someone who has or had COVID-19 and more likely to say they know someone who passed away as a result.

Has/had COVID-19



Passed away from COVID-19

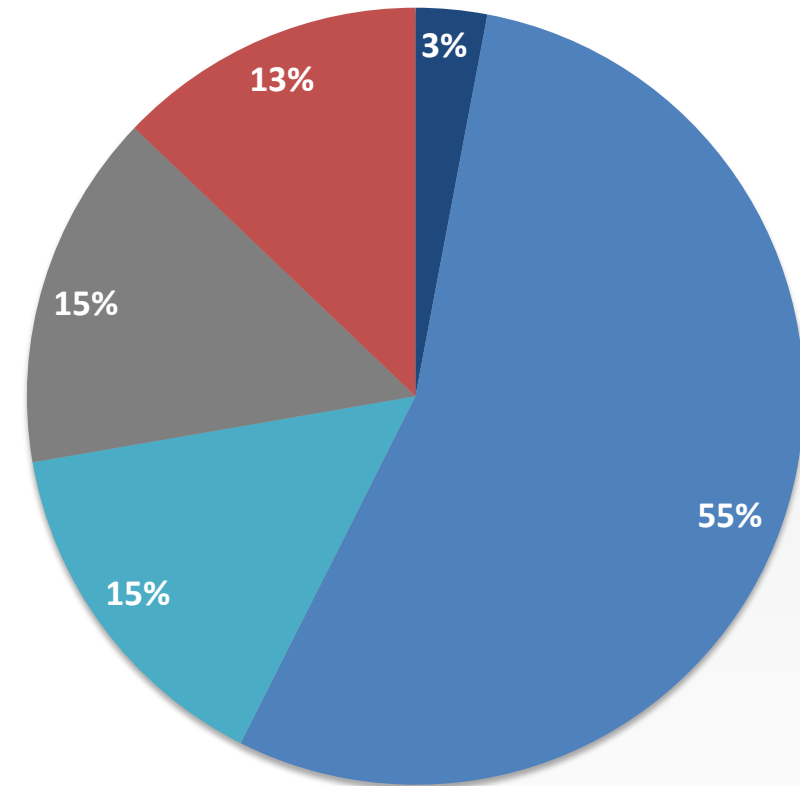


SECTION 3 - VACCINE PERCEPTIONS

Children and COVID-19 vaccination

Which of the following statements best reflects your kids who are 12 to 17?*

- Of the 70 Manitoban adults surveyed who are the parent or guardian of at least one child age 12 to 17, 58% say their child has already received one dose of the vaccine (3%) or has a scheduled appointment for one (55%).
- Those in the lowest income households (under \$40,000), those who are not employed, those in the Interlake-Eastern and Southern Health Regions, those who will not get the vaccine themselves, and those who do not believe adults should receive all regular vaccines are more likely than their counterparts to say their children will not receive the COVID-19 vaccine, however, due to small sample sizes these results should be interpreted with caution.

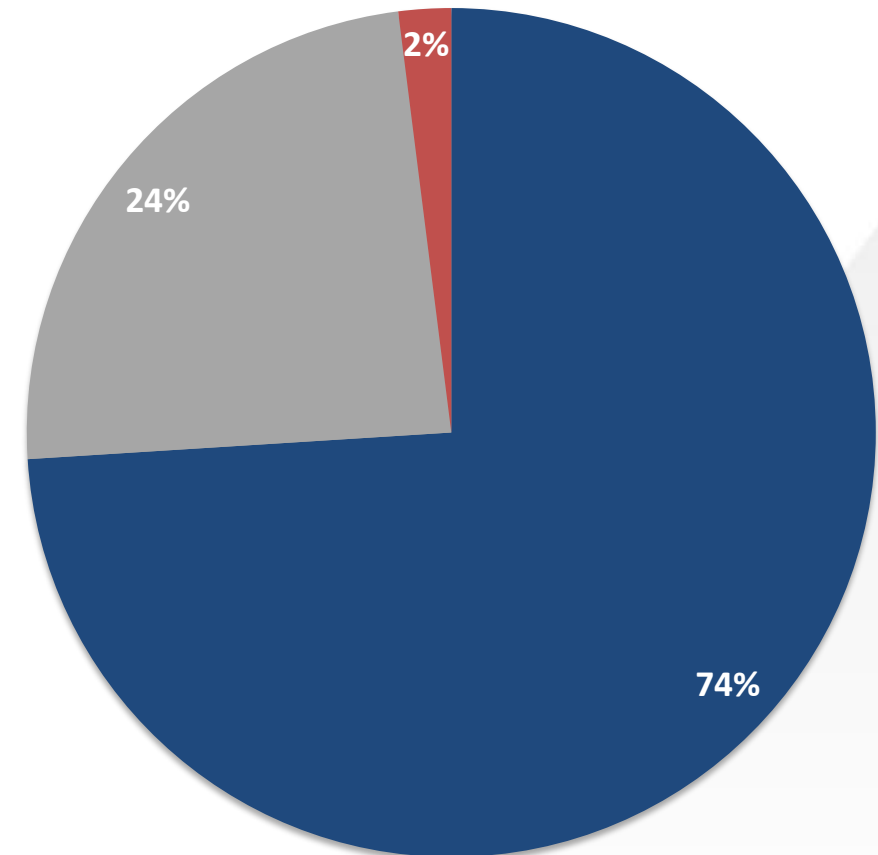


- They have already received at least one dose of the COVID-19 vaccine
- They have already booked an appointment to get the first dose of the vaccine
- They will get the vaccine, but they are not in a rush to sign up
- I'm not sure if they will get the vaccine
- They will not get vaccinated against COVID-19

Perceptions about regular vaccines

Excluding the COVID-19 vaccine, which of the following best represents your feelings towards regular vaccines for adults (e.g., tetanus, Hepatitis A and B, measles, etc.)?

- About 3 in 4 Manitobans believe that adults should get all regular vaccines, while only 2% believe adults should not get any vaccines.
- Those living in Winnipeg and those who have received the COVID-19 vaccine or have an appointment scheduled are more likely than their counterparts to say they believe adults should get all regular vaccines.

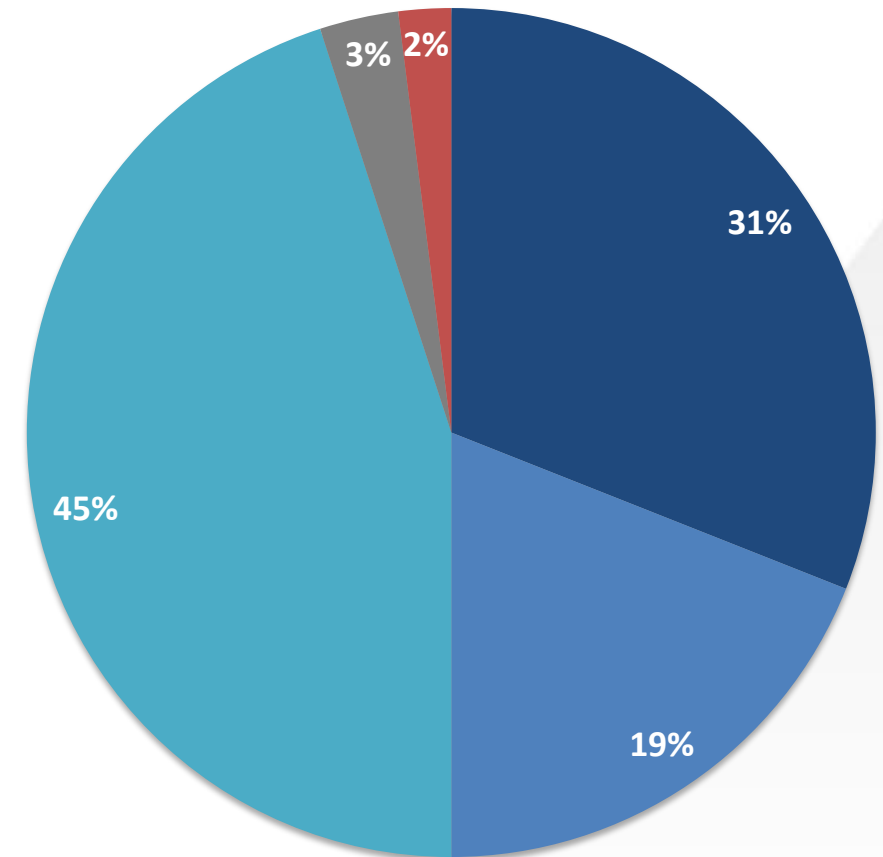


- I believe adults should get all regular vaccines
- I believe adults should get some vaccines, but not all
- I do not believe adults should get vaccines

Changes in perception of COVID-19 vaccine

Since vaccines for COVID-19 became available, would you say your perception of the value of getting the COVID-19 vaccine is...

- Overall, half of Manitobans have a more positive perception of the value of getting the COVID-19 vaccine now since it first became available, including 31% who have a much more positive perception of it.
- Only 5% of respondents have a more negative perception of the value of getting the vaccine.
- Those who say they will not get the vaccine or are unsure about getting it are much less likely to have a more positive perception of the vaccine now.

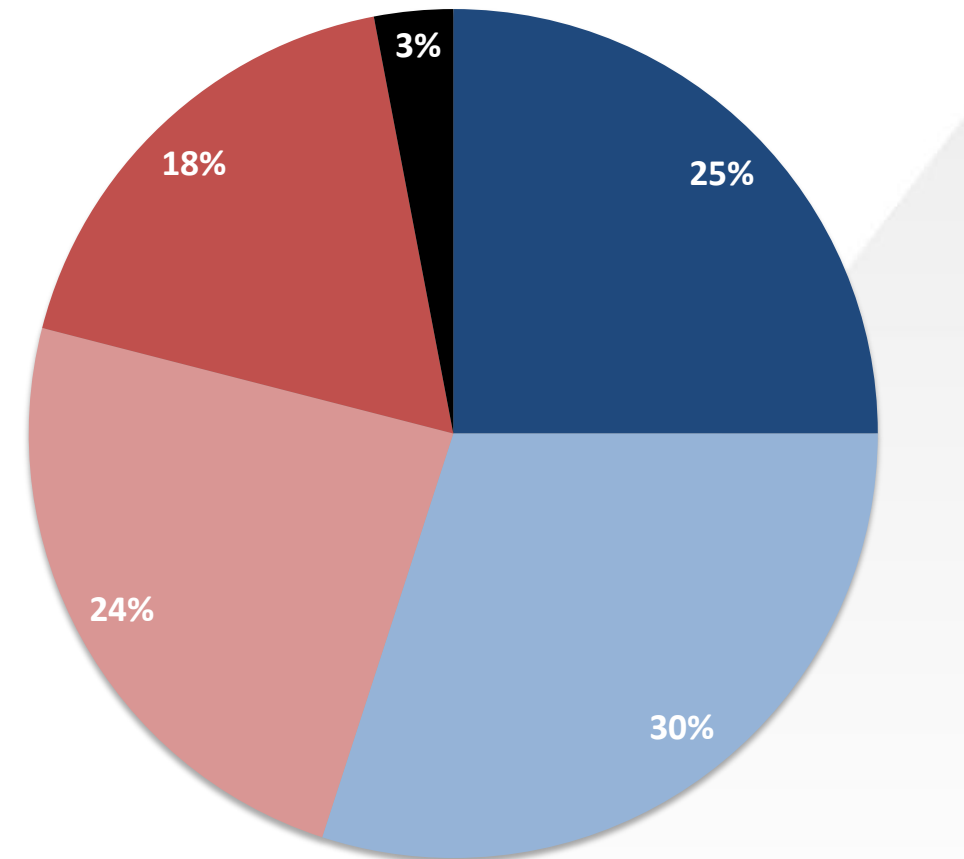


■ Much more positive ■ Slightly more positive ■ The same
■ Slightly more negative ■ Much more negative

Whether COVID-19 vaccine should be a choice

Vaccination against COVID-19 is not mandatory or required under any Canadian or Manitoba law. To what extent do you agree or disagree that COVID-19 vaccination should remain a personal choice for Manitobans?

- Manitobans are somewhat split on whether getting the COVID-19 vaccine should be a personal choice. Slightly more agree that it should be a choice (55%) than disagree (42%). These proportions are similar to that reported in April 2021 (53% agree; 45% disagree).
- Manitobans aged 30 to 44, those in the Southern Health Region, those in the lowest income households, those who have not already received or scheduled an appointment for the vaccine, and those who do not think adults should get all regular vaccines are more likely to agree that getting the vaccine should remain a choice.

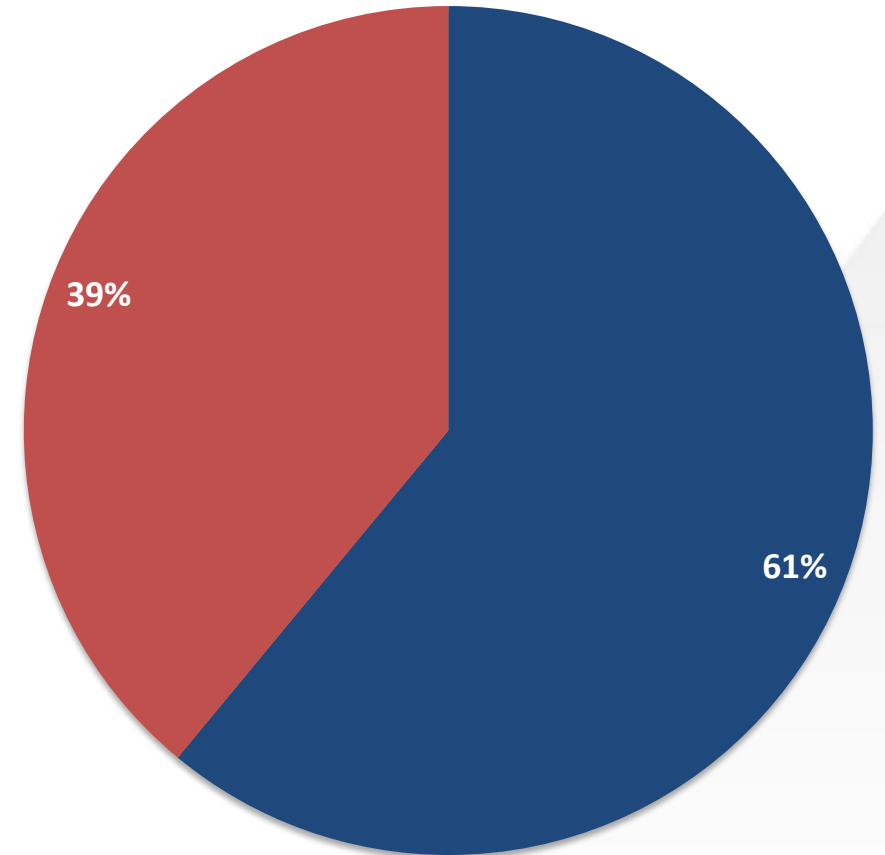


■ Strongly agree ■ Somewhat agree ■ Somewhat disagree
■ Strongly disagree ■ Don't know

Other household members

Other than yourself, has a member of your household already received a COVID-19 vaccine?

- About 6 in 10 Manitobans say another member in their household has already received at least one dose of the COVID-19 vaccine.
- Those age 30 to 44, those in the lowest income households (under \$40,000), those who are not employed, those who do have not already gotten their own shot or have an appointment scheduled, and those who do not believe adults should get all regular vaccines are less likely than their counterparts to have another member of their household who has received the vaccine.



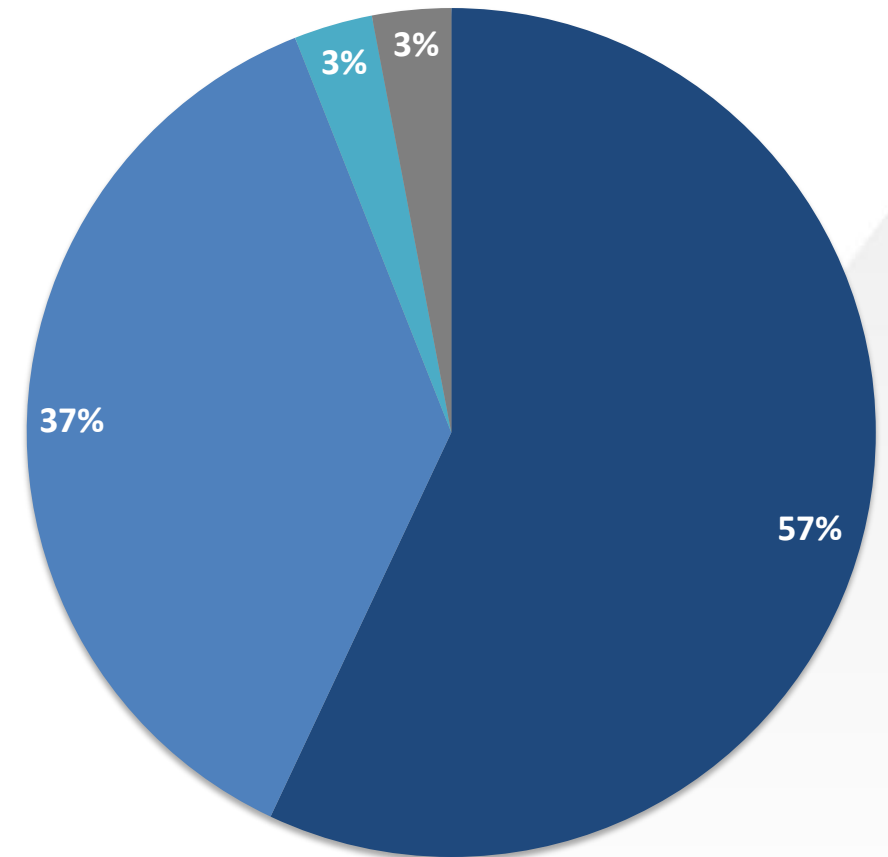
■ Household member received vaccine ■ No other members in house received vaccine

SECTION 4 - EXPERIENCES WITH COVID-19 VACCINATION

Vaccine appointment scheduling

How did you book your vaccine appointment?

- The vast majority of Manitobans who have received the vaccine or booked an appointment scheduled their appointment online (57%) or by phone (37%).
- Those living in Winnipeg are more likely than those in rural areas to say they booked their appointment online.
- Interestingly, those age 45 to 64 and those who are unemployed are more likely than their counterparts to say someone else booked their appointment for them.

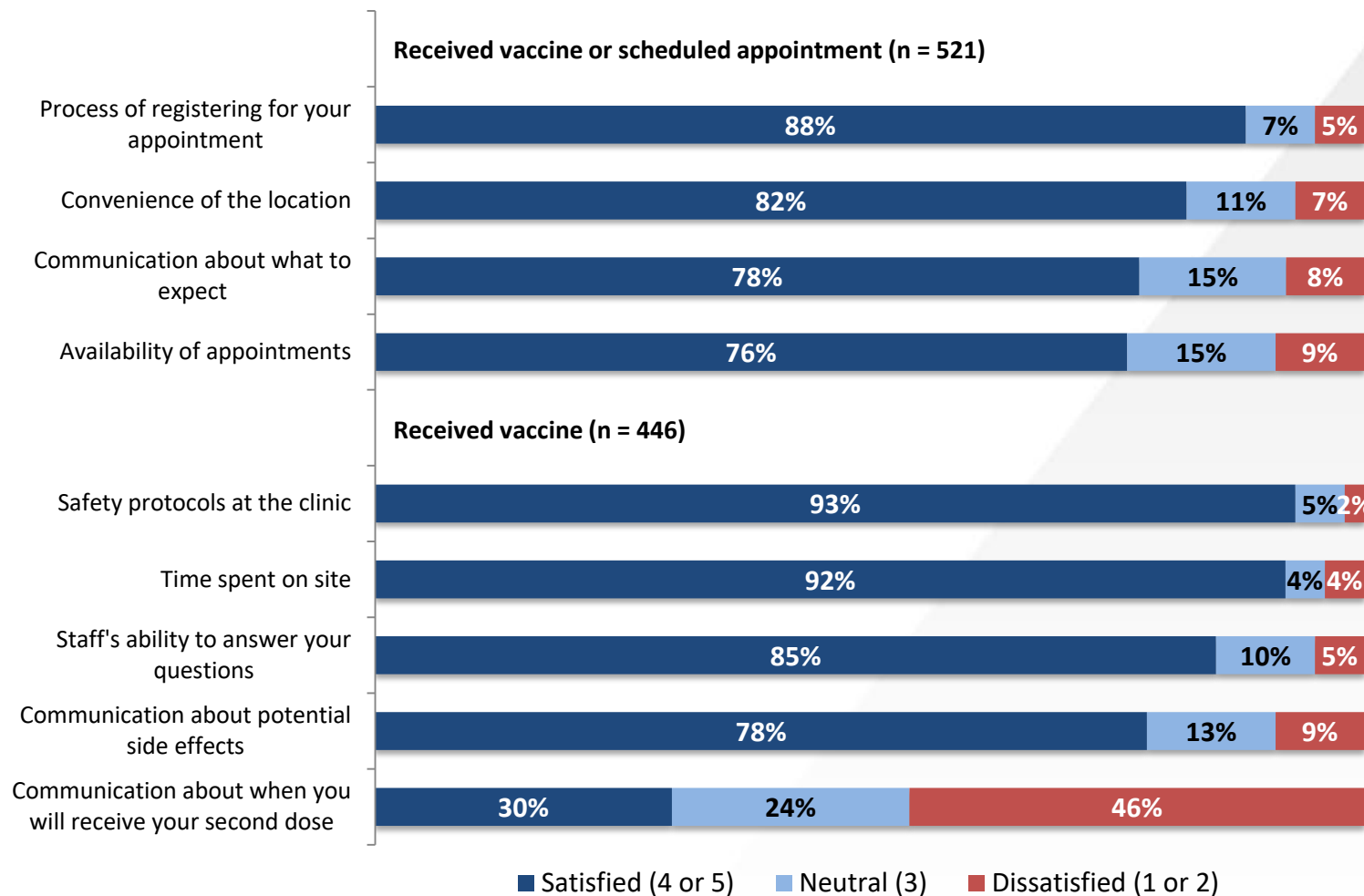


■ Online ■ Telephone ■ Walked in/no appointment ■ Someone else booked for me

Satisfaction with vaccine appointment

To what extent are you satisfied or dissatisfied with the...

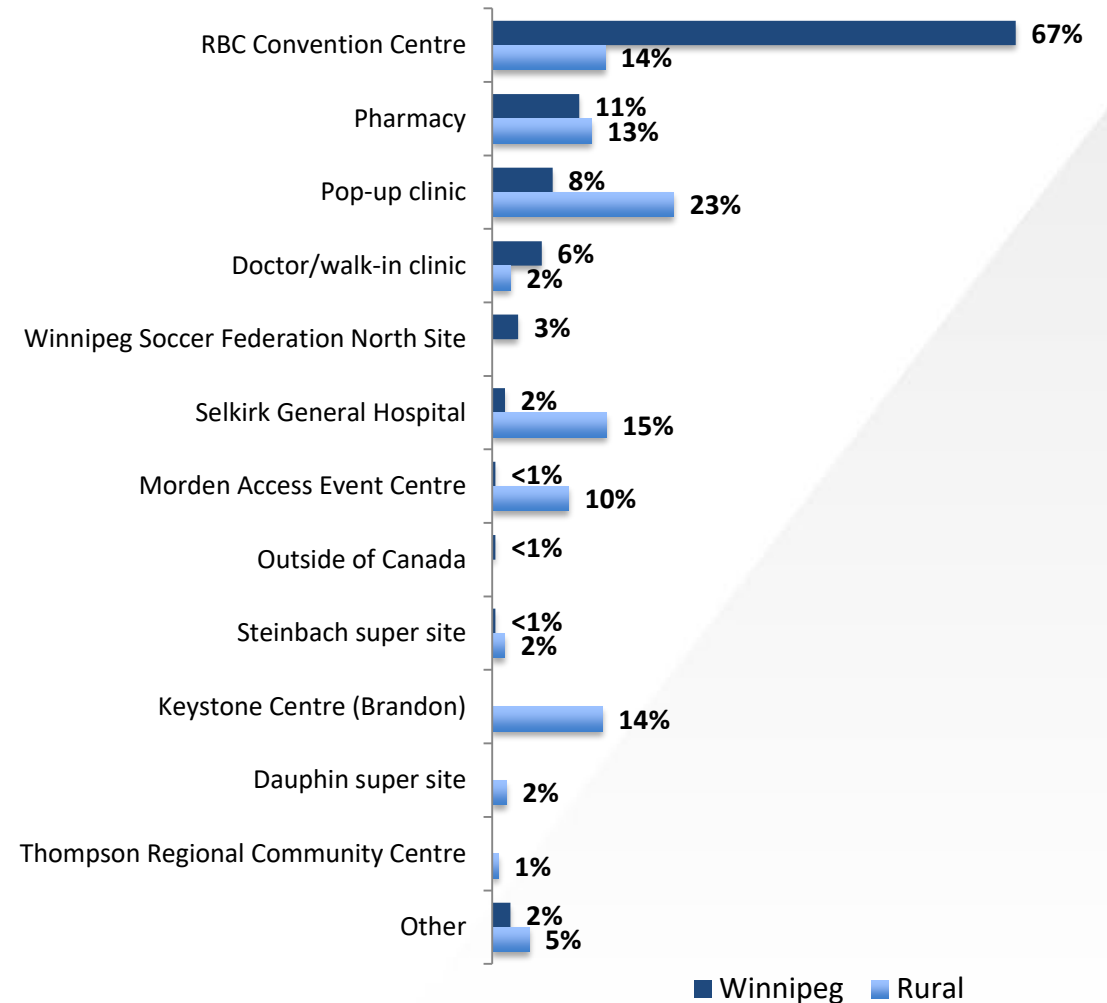
- Among all who received the vaccine or have a scheduled appointment, Manitobans are most satisfied with *the process of registering for their appointment*.
- Those who have been to a clinic to receive at least one dose of the vaccine are most satisfied with *the safety protocols at the clinic and the time spent on site to receive the vaccine*.
- There are no differences between demographic groups in terms of satisfaction with vaccination appointments.



Vaccination clinic location

At what location did you receive your vaccine?

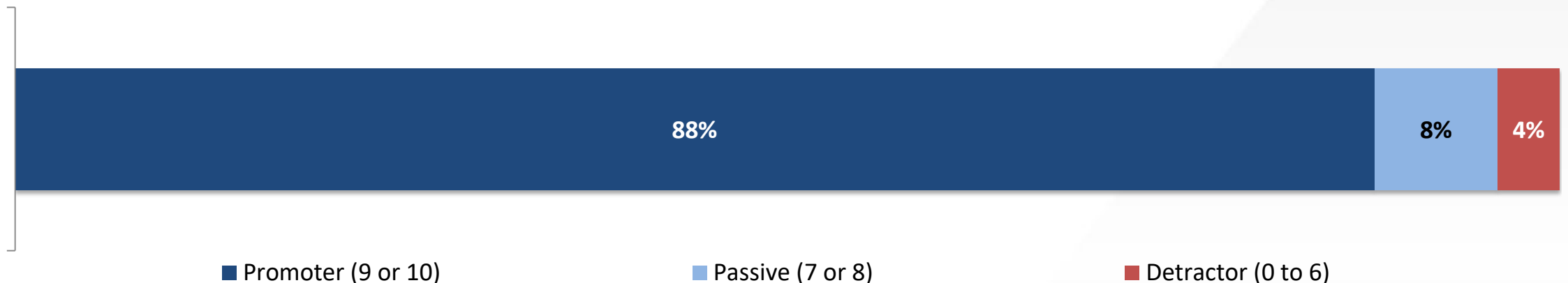
- Those living in Winnipeg were most likely to have visited the *RBC Convention Centre* (67%) to receive their vaccine.
- Those living outside of Winnipeg were most likely to have visited a *pop-up clinic* (23%).



Likelihood of recommending vaccination

How likely are you to recommend that your friends or family get the COVID-19 vaccine?

- Overall, Manitobans who have received the vaccine or have a scheduled appointment are overwhelmingly in favour of recommending it to friends and family (79% likeliness of 10 out of 10). Only 4% of respondents are considered detractors (rating of 6 or lower).
- Those in the youngest (under 30) and oldest (over 64) age cohorts are more likely than those 30 to 64 to be promoters. Additionally, those who believe adults should receive all regular vaccines are much more likely than their counterparts to be promoters.
- Conversely, those in the Prairie Mountain and Southern Health Regions are less likely than those in other health regions to be promoters of getting the COVID-19 vaccine.

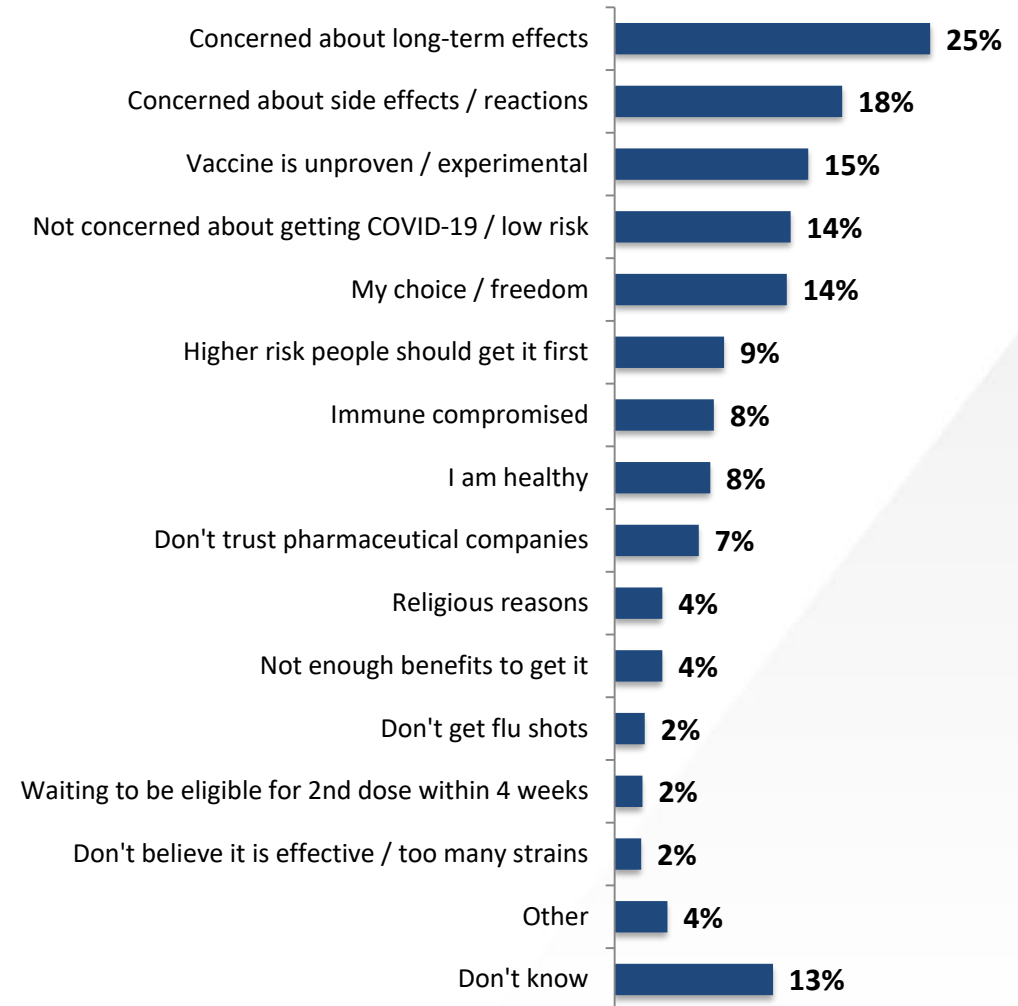


SECTION 5 - VACCINE HESITANCY

Reasons for vaccine hesitancy

Please explain why you are not in a rush / not sure if you will / will not get the vaccine.

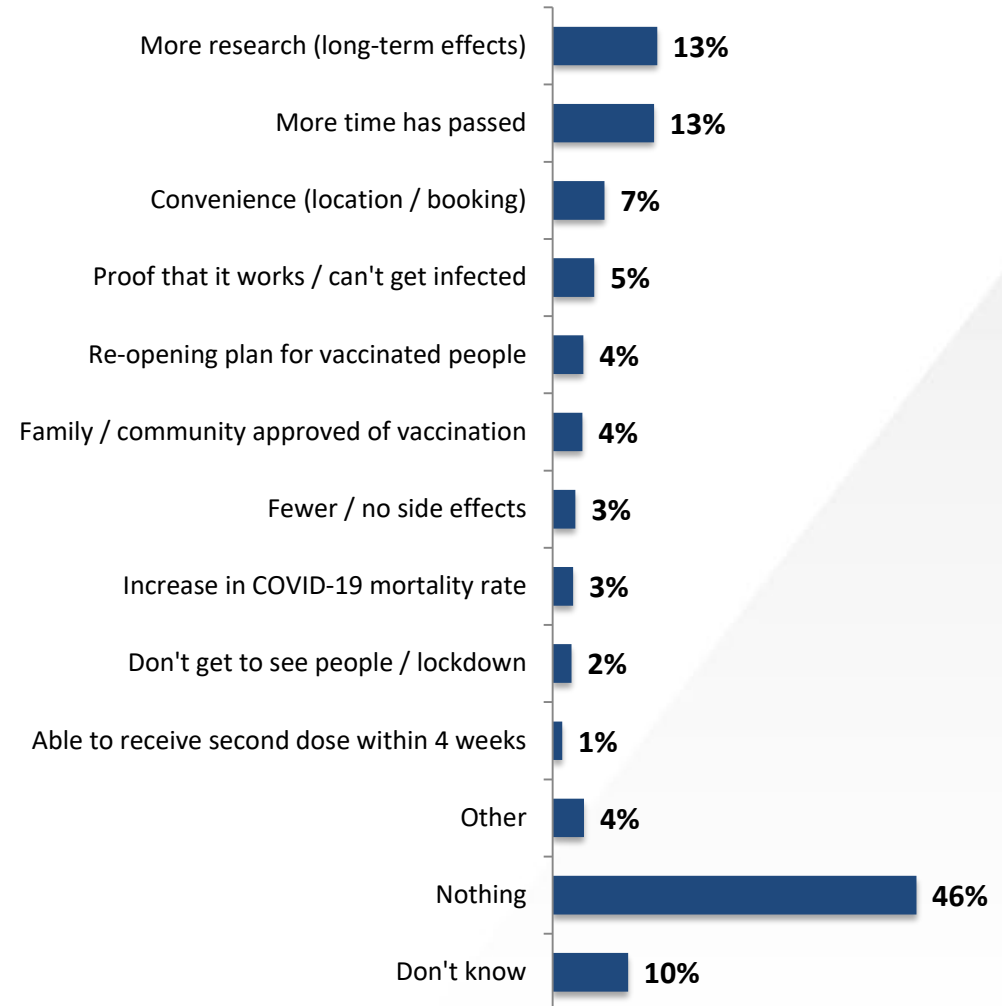
- Among those who are hesitant to get the vaccine or say they will not get it, the most common reason why is *concern about the long-term effects of the vaccine*, with one quarter of respondents.
- Other commonly mentioned responses include *concern about side effects, the vaccine is unproven/experimental, not concerned about getting COVID-19, and my choice/freedom*.



More likely to get the vaccine

What would make you more likely to get the vaccine now?

- Among those who are unsure or decided not to get the COVID-19 vaccine, nearly half say there is nothing that would make them more likely to get it.
- The most common things mentioned that would make people more likely to get the vaccine is *more research on long-term effects* and *more time passing*.

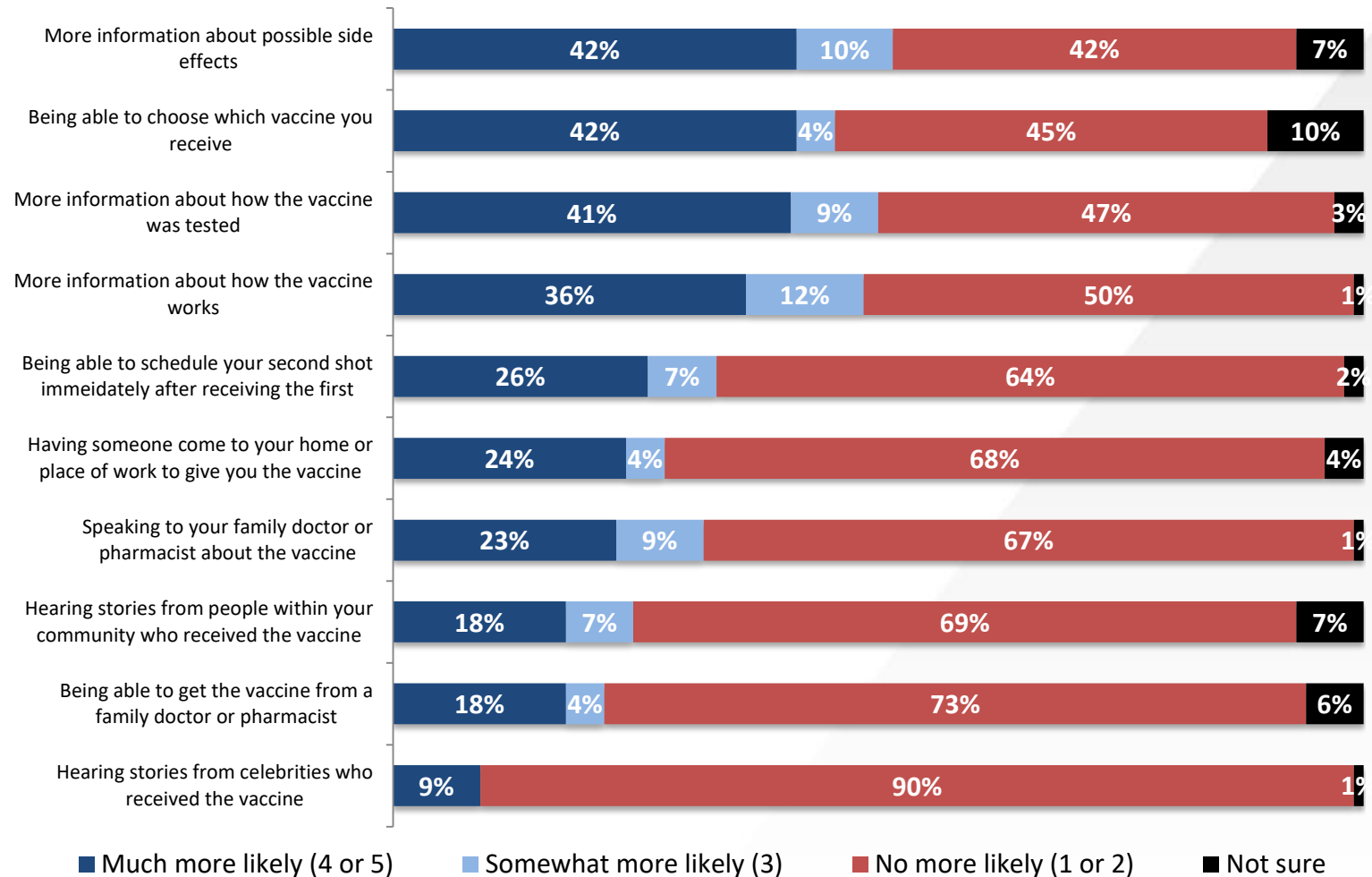


SECTION 6 - VACCINATION INCENTIVES

Vaccine information

Please rate the extent to which this might impact how likely you would be to get the vaccine...

- In terms of information people could receive that might influence their decision to get the vaccine, respondents were most receptive to *more information about possible side effects, being able to choose which vaccine they receive, and more information about how the vaccine was tested.*
- Additionally, with the former two options, 7%-10% of respondents were unsure, indicating that the proportion of those who could be influenced by this information may actually be larger.



Profile of vaccine information

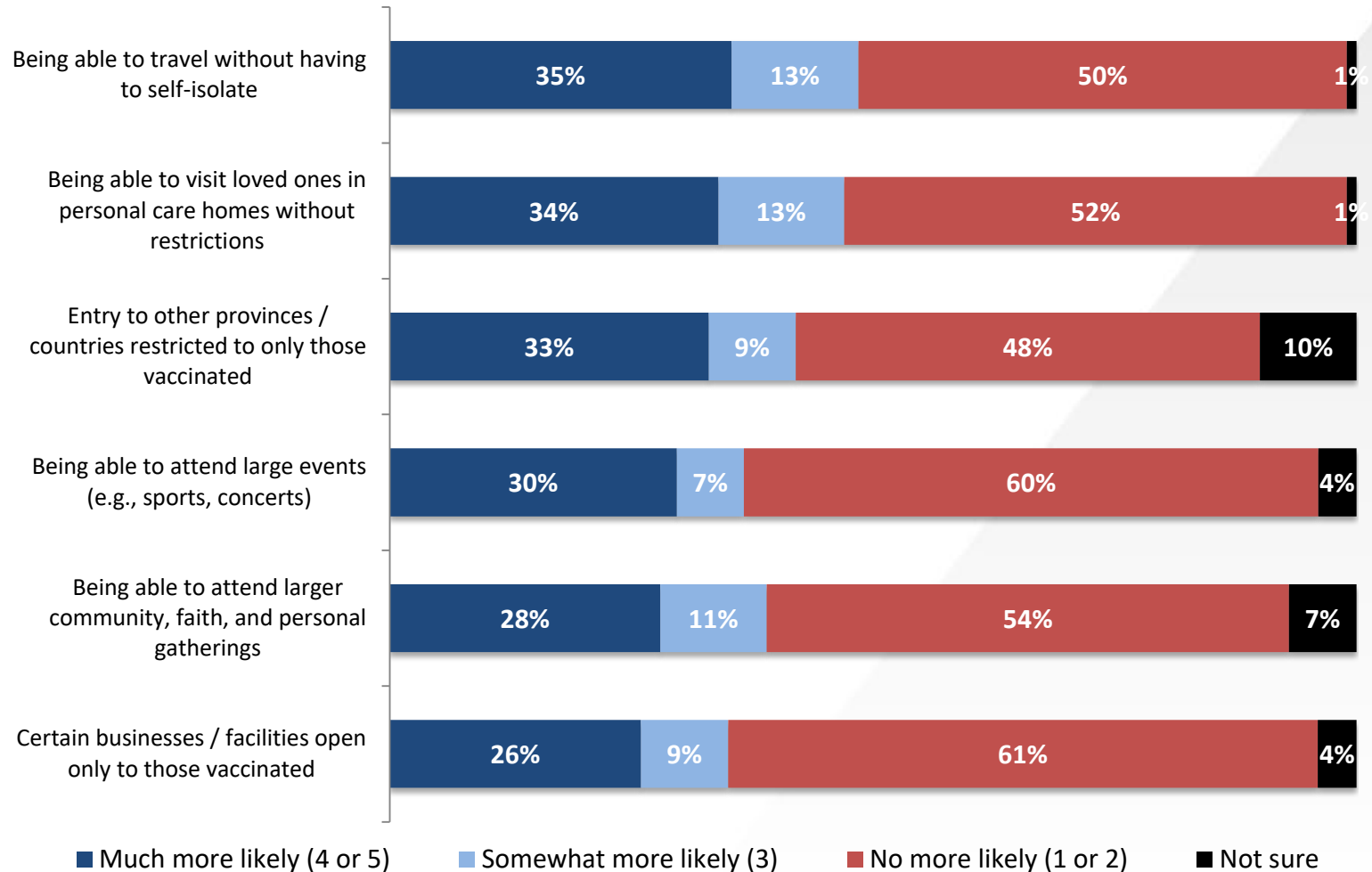
Please rate the extent to which this might impact how likely you would be to get the vaccine...

- Differences in demographic groups show the following:
 - Women are more likely than men to say *being able to choose which vaccine they get* might impact how likely they are to get the vaccine.
 - Those with the lowest household income (under \$40,000) are more likely than those in higher income households to say *getting more information about how the vaccine works* would increase how likely they are to get the vaccine.
 - Those 30 to 44 years old are more likely than those in other age groups to say *hearing stories from people within your community who received the vaccine* would likely impact their decision.
 - Winnipeggers are more likely than those living in rural areas to be positively influenced by *being able to get the vaccine from a family doctor or pharmacist, speaking to their family doctor or pharmacist about the vaccine, having someone come to their home or work to give them the vaccine, and hearing stories from celebrities who received the vaccine.*

Opportunity incentives

Please rate the extent to which this might impact how likely you would be to get the vaccine...

- Overall, those who are hesitant about getting the vaccine showed somewhat similar feelings towards each of the opportunities presented for vaccinated Manitobans, with *being able to travel without having to self-isolate* and *being able to visit loved ones in personal care homes with restrictions* being the most likely to influence their decision.
- Again, the higher proportion of those unsure for some options may indicate a higher proportion of those whose decision could be impacted than reported.



Profile of opportunity incentives

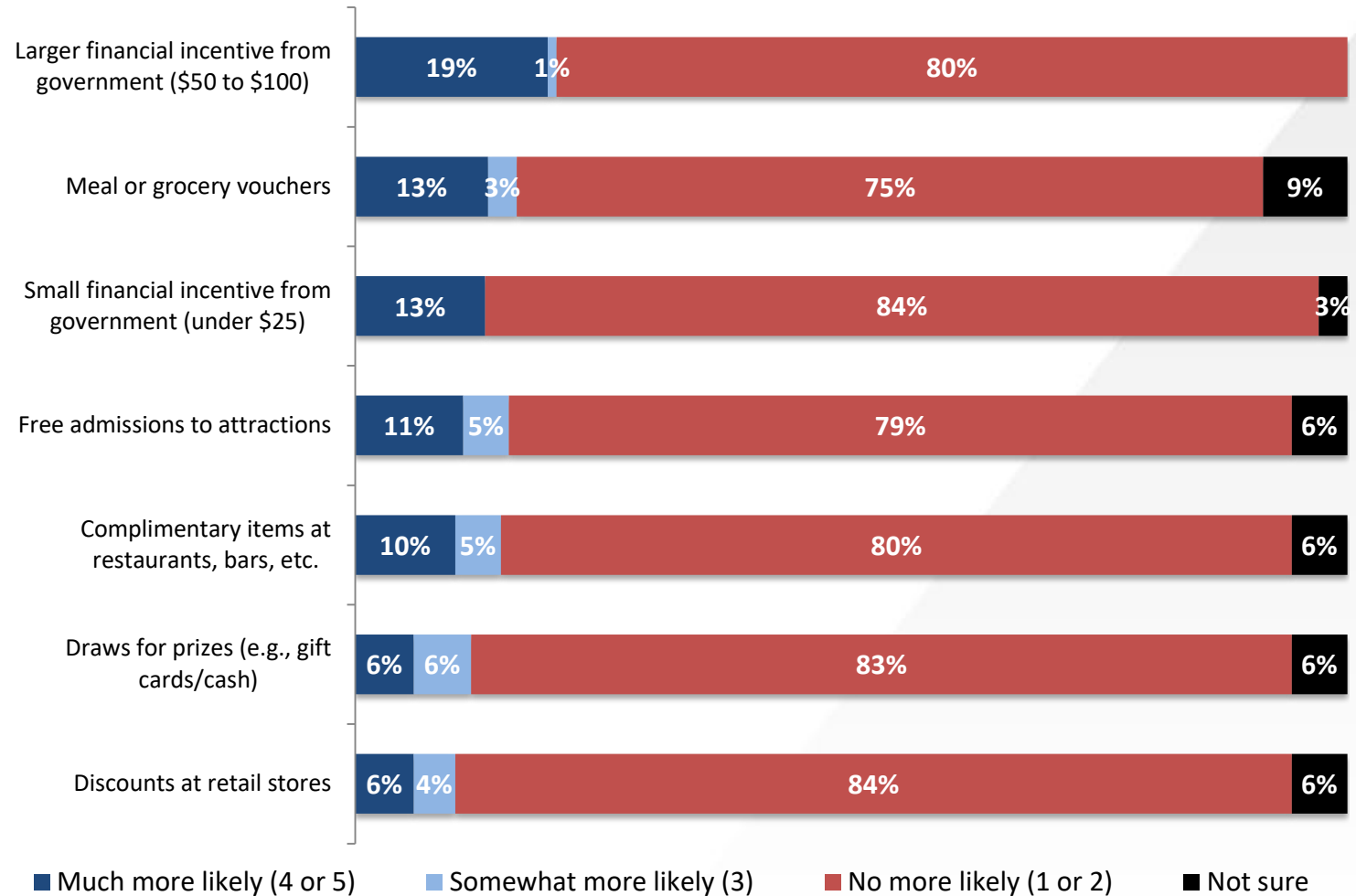
Please rate the extent to which this might impact how likely you would be to get the vaccine...

- Differences in demographic groups show the following:
 - Those living in Winnipeg are more likely than those in rural areas to say that *being able to travel without having to self-isolate* would make them more likely to get the vaccine.
 - As age increases, the likeliness that *being able to travel without having to self-isolate and entry into other provinces/countries being restricted to only those who have been vaccinated* would influence their decision to get vaccinated decreases.
 - Those in the 30 to 44 age group are more likely than those in other groups to say they would be more likely to get the vaccine if they were able to *attend larger community, faith and personal gatherings*.

Financial incentives

How likely would you be to get the vaccine immediately if you received...

- Generally, financial incentives appear to be less of a factor than opportunity incentives in impacting decisions to get vaccinated.
- Of the seven financial incentives proposed, it is no surprise that *larger financial incentives from government* rates as the most likely to influence Manitobans' decision to get the vaccine.



Profile of financial incentives

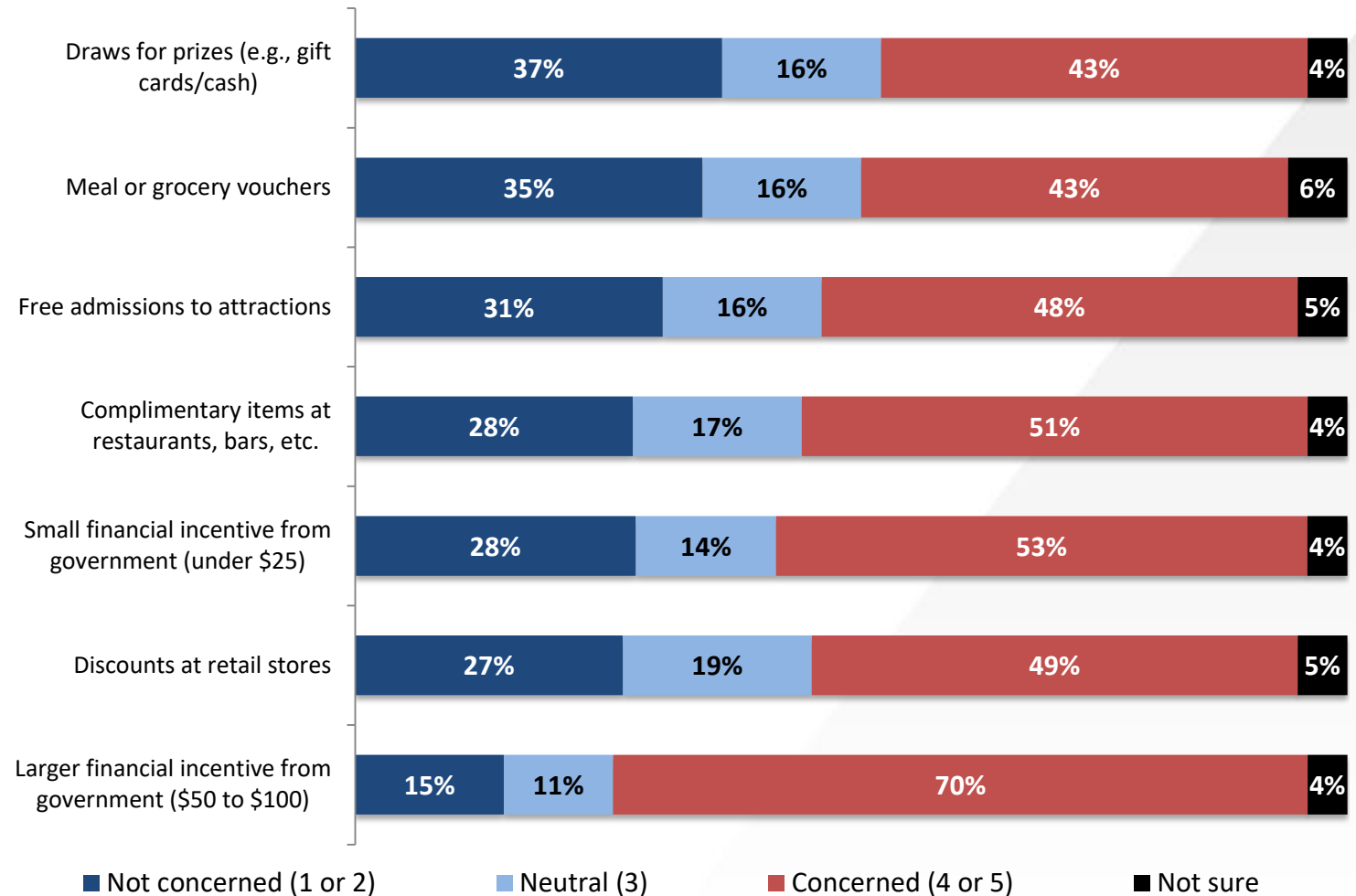
Please rate the extent to which this might impact how likely you would be to get the vaccine...

- Differences in demographic groups show the following:
 - Men are more likely than women to have *draws for prizes* influence them to get the vaccine.
 - Those in the 30 to 44 age group are more likely than those in other age groups to say *meal or grocery vouchers* make them more likely to get the vaccine.
 - Winnipeggers are more likely than those living in rural areas to say they would be more likely to get the vaccine if they received *free admission to attractions, complimentary items at restaurants, bars, or breweries/wineries, or larger financial incentives from the government (\$50-\$100)*.

Concern with financial incentives

How concerned would you be if only people who were hesitant to get the vaccine received...

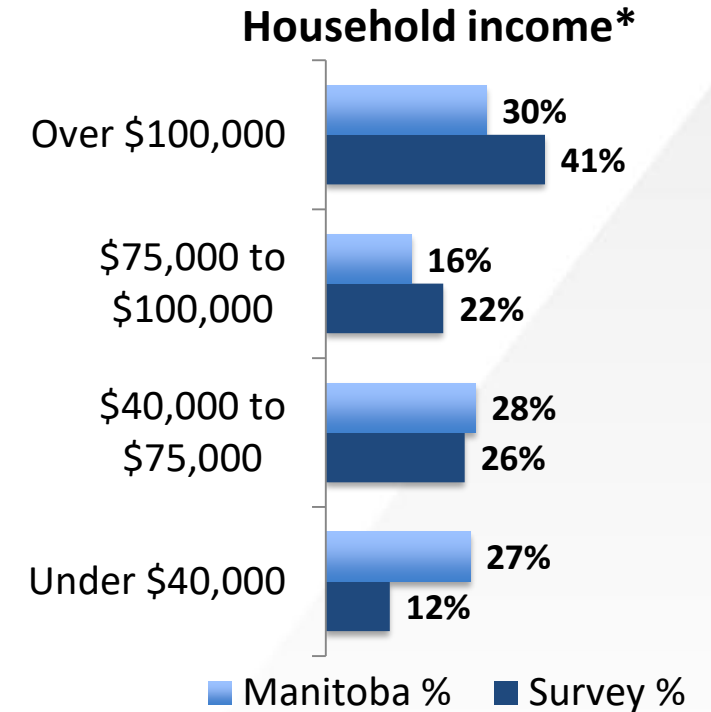
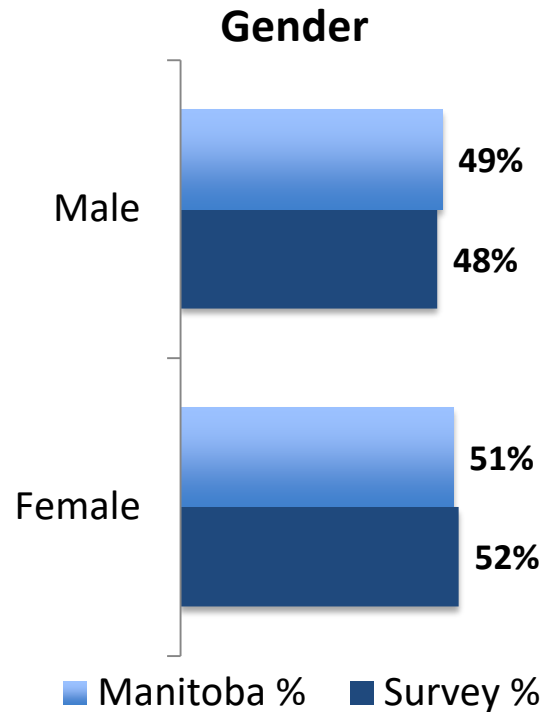
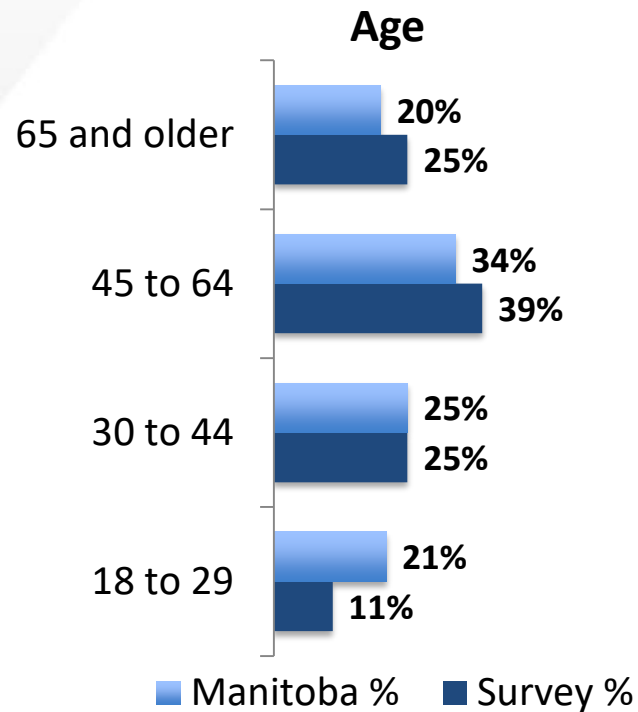
- When provided a list of possible financial incentives for those who are hesitant to get the COVID-19 vaccine, 43% to 53% of Manitobans who have received the vaccine or have an appointment scheduled were concerned about the government providing these incentives.
- Manitobans were most concerned about those who are hesitant receiving a *larger financial incentive from government*.
- Results showed no differences in level of concern between demographics groups.



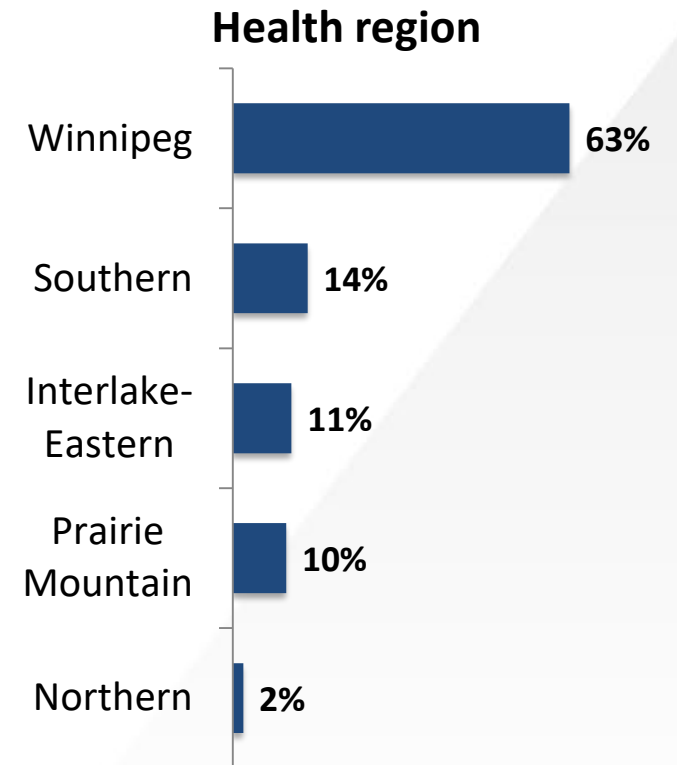
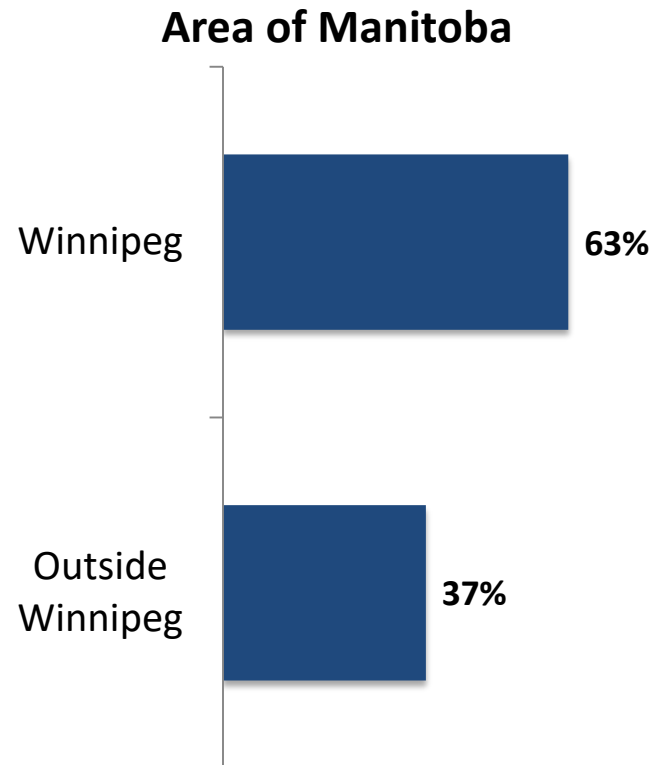
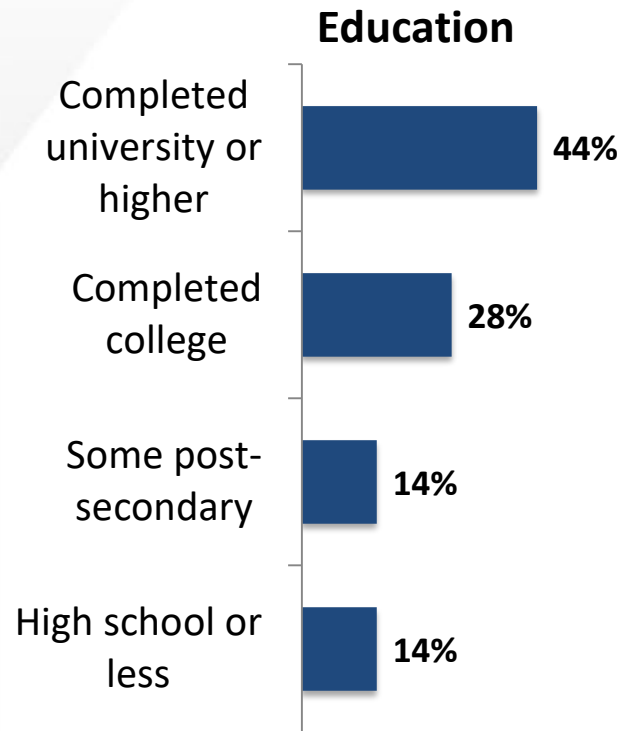
ANNEX A - PROFILE OF RESPONDENTS

Demographics used for weighted (unweighted)

Note: % shown for Manitoba based on 2016 Census information



Other demographics (weighted)



Other demographics (weighted)

