

# VACCINEINSIGHTS RELEASE NOTES

## GEO VINTAGE

2021

## BASE LEVEL GEOGRAPHY

Postal Code

## BASE POPULATION

Caddle Pop 16+  
BEworks Hhld Pop 18-85

## SAMPLE SIZE

Caddle 8,185 (Sept 2021)  
BEworks 3,715 (Dec 2020)

## COVERAGE

Caddle National  
BEworks National (excl.  
Territories, QC and  
Francophone segments)

## VARIABLES

Caddle 18  
BEworks 49

## WHAT IT IS

VaccineInsights sheds light on COVID-19 vaccine confidence levels - and the possible reasons - to allow public health communicators to understand populations with lower confidence so that behavioural change efforts can be more relevant, targeted, and effective.

VaccineInsights is compiled from two different survey sources:

1. Caddle
2. BEworks Cognitive and Behavioural model in collaboration with AskingCanadians by Delvinia

Caddle Inc., a loyalty-based insights collection platform, surveyed over 8,000 respondents across Canada. The data reveals if respondents have plans to be vaccinated, if they think it is safe, and where they prefer their vaccination site i.e., hospital, family doctor, pharmacy or vaccination clinic.

BEworks Inc. is a behavioural economics consultancy firm that partnered with AskingCanadians to survey over 3,700 respondents nationally (excluding Territories and Quebec). The data uncover the underlying cognitive factors driving people's intentions to be vaccinated against COVID-19. The database also includes factor scores for responders' propensity to believe in conspiracy theories, valuing personal beliefs over empirical evidence, vaccine risk concerns and scientific knowledge. The first three factors have score ranges from 0 to 100 (low to high), while scientific knowledge has a range of 0 to 8 (low to high).

Linking these two specialized surveys to EA's data via PRIZM creates a powerful combination that breaks down the reasons behind vaccine hesitancy into target groups that can be personified for effective messaging and targeting.

## HOW IT'S USED



Provincial public health organizations can link VaccineInsights with other EA datasets to create demographic, attitudinal, and media use personas to inform their public service announcement (PSA) strategy.



Pharmaceutical retail chains can use VaccineInsights to map the relative vaccination demand by retail location. This will help ensure they are resourced correctly to ensure those that are ready for the vaccine have quick and easy access.

- Large corporations can use VaccineInsights as a lens to forecast their workforce vaccination adoption. This can help human resources build confidence in vaccines, or it can help with planning for hybrid return to work/work from home models.

## SAMPLE QUESTIONS IT CAN ANSWER

- Where do people prefer to be vaccinated?
- What is the estimated demand for vaccinations by geography?
- What is the best way to allocate vaccines?
- How can I find populations who are ready to be vaccinated?
- Who are the populations that do not plan to get vaccinated? How can I change their mind?