



Government
of Canada

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du Canada

Canadians' Views on Vaccines Survey Methodological Report

Prepared for Privy Council Office

Supplier name: RIWI Corp.

Contract number: 35035-201164/001/CY

Contract value: \$39,999.74 (including HST)

Award date: December 23, 2020

Delivery date: February 25, 2021

Registration number: POR 095-20

For more information on this report, please contact the Privy Council Office at:

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Canada

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February 2021

This public opinion research methodological report presents the methodology used in an online survey conducted by RIWI Corp on behalf of the Privy Council Office. The research study was conducted with 2,363 Canadian internet users from January 18 to February 14, 2021.

Cette publication est aussi disponible en français sous le titre : Enquête sur les opinions des Canadiens sur les vaccins, rapport méthodologique

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Catalogue number: CP22-196/2021E-PDF

International Standard Book Number (ISBN): 978-0-660-37730-8

Related publications (registration number: POR 095-20):

Catalogue number: CP22-196/2021F-PDF (Methodological Report, French)

International Standard Book Number (ISBN): 978-0-660-37731-5

EXECUTIVE SUMMARY

Background

For the past year, Canada has experienced unprecedented challenges with the emergence of the coronavirus pandemic. As we begin national vaccine roll-outs, the perceived safety of the COVID-19 vaccine is an important explanatory factor for vaccine uptake, rates of illnesses and the reopening of the economy.

This study examined a variety of topics involving Canadians attitudes towards the COVID-19 vaccine, notably: likelihood of taking the vaccine, the positive and negative perceptions of public health workers and the government, and ability to identify misinformation.

Objectives

Intelligence gathered from this study will help the Privy Council Office (the Project Authority) understand the perceptions and views of the Canadian people (specifically those who have access to the Internet) regarding the COVID-19 vaccine. Through this research the Privy Council Office (PCO) will be able to ensure a better understanding of public perceptions and develop communications strategies and products that are effective in reaching Canadians.

Methodology

RIWI administered an online survey to a sample of the Canadian adult Internet-using population, randomly gathering sentiment data to inform the Government of Canada of attitudes towards the COVID-19 vaccine. The survey was administered using RIWI technology, which randomly intercepts Web users who access URLs that RIWI controls at that time. The survey was completed by 2,363 participants, during the period of January 18th, 2021 – February 14th, 2021.

RIWI weighted all data by age, gender, ethnicity and region based on the most recently available national census data, last updated in May 2016.

Weighted and unweighted data were made available to the Project Authority through the RIWI interactive dashboard. Calculations for weighting of data were made using Pearson's chi-square statistic and the p-value for the hypothesis test of independence of the observed frequencies in the contingency table observed (from weighted cross tabulation). The expected frequencies were computed based on the marginal sums under the assumption of independence.

Expenditure

The total cost of the contract was \$39,999.74 (including HST).

I hereby certify as Global Head, Citizen Engagement at RIWI Corp., that the deliverables of this study fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, or standings with the electorate or ratings of the performance of a political party or its leaders.



Eric Meerkamper
Global Head, Citizen Engagement
RIWI Corp.

METHODOLOGY

Overview

RIWI collected a sample of 2,363 participants from the Canadian Internet-using population over the age of 18 to examine attitudes towards vaccines during the COVID-19 pandemic. From January 18th, 2021 – February 14th, 2021, RIWI delivered anonymous surveys to random Web users who surfed online using the URL bar. When Web users randomly come across a website that RIWI owns or controls, RIWI invites these random, non-incentivized users, filtered through a series of proprietary algorithms, to participate in a language-appropriate survey. RIWI invites these random, non-incentivized users, filtered through a series of proprietary algorithms, to participate in a language-appropriate survey.

Margin of Error

Given that the RIWI population parameter is the Internet-using population; and, as per the standards created by ESOMAR/WAPOR: Guidelines on Opinion Polls and Published Surveys and American Association for Public Opinion Research, RIWI does not typically report the margin of error.

Non-Response Bias (Age and gender)

When compared alongside other Canadian demographic data based on age and gender, the demographics of participants for this survey aligned with the demographics of past RIWI research and data of the Internet population in Canada, and also showed differences when compared to the national census, which is to be expected from any Internet-based survey. The demographic data (weighted data) numbers for age, gender, ethnicity and region were sourced from the Statistics Canada Database. Each of the tables below is based upon the total number of completed surveys using weighted data – 2,363.

Age

Due to the fact that this survey was conducted online, it is natural and expected that there is a higher proportion of people who make up the younger age group categories when compared to the weighted data (see Figure 1).

Age	18-34	35-54	55 and over
Unweighted data	42%	31%	27%
Weighted data	27%	35%	38%

Figure 1. Source: RIWI (unweighted data), Canadian Census (weighted data)

Gender

This survey asked participants to identify their gender as a primary demographic indicator. Similar to the breakdown of age where young people make up more of the Internet population in Canada, men make up more of the Internet population than women do. This is consistent with past RIWI work. Furthermore, weights were not applied to the “other” category due to limited statistical information on the non-binary population in Canada.

Gender	Female	Male	Other
Unweighted data	40%	54%	6%
Weighted data	49%	51%	0%

Figure 2. Source: RIWI (unweighted data), Canadian Census (weighted data)

Ethnicity

In this study the Privy Council Office decided to oversample two specific sub-populations, Black Canadians and Indigenous peoples. The high incident rate of Indigenous people was expected, as we are including self reported Indigenous peoples as opposed to official census status.

Ethnicity	Indigenous	Black	Other
Unweighted data	15%	5%	80%
Weighted data	5%	4%	91%

Figure 3. Source: RIWI (unweighted data), Canadian Census (weighted data)

Region

In order to be nationally representative, this study was weighted by the regional groupings seen below.

Region	Alberta/ Northwest Territories	British Columbia/ Yukon	Manitoba/ Saskatchewan / Nunavut	Atlantic Canada	Ontario	Quebec
Unweighted data	13%	13%	6%	6%	43%	18%
Weighted data	13%	13%	6%	7%	38%	23%

Figure 4. Source: RIWI (unweighted data), Canadian Census (weighted data)

RIWI surveys are accessible to anyone within the target geographic area who has access to the Internet in some capacity. Participants do not need to own an internet-enabled device, as public facilities offering access to the Internet are still able to randomly access a RIWI survey. If someone does not have access to an Internet-enabled device, they will not be able to access the survey.

Participation Rate

RIWI delivered 41,830 surveys across Canada to the general population, counting only results of participants aged 18 and above. 7,538 people began the survey, answering the first question; and 2,363 completed surveys were collected, totaling a predicted 6% completion rate from exposure. The completion rate among those who began the survey was 33%. This is consistent with other RIWI work in Canada.

Description of Survey Instrument

The survey instrument was a questionnaire, developed by the Project Authority and RIWI. It included 15 closed-ended questions. Of these, participants received a set of 14 questions depending on if they have had the option to receive the COVID-19 vaccines. Each respondent had the option to take the survey in either French or English.

All other information about the execution of the fieldwork that would be needed to replicate the research initiative.

This survey was completed using the unique and patented survey methodology RDIT, invented by RIWI. In order to be replicated, RDIT would need to be used to capture a similar sized sample, using weighting data as provided by Statistics Canada. Only RIWI is capable of replicating this survey, due to the patent on Random Domain Intercept Technology.

Appendix A

Methodology and Sampling Details

RIWI delivers anonymous opt-in surveys to random Web users who are surfing online. When these users come across websites or pages that no longer exist and that RIWI controls at any given time, RIWI invites these random, non-incented users, filtered through a series of proprietary algorithms, to participate in a language-appropriate survey. RIWI's proprietary global routing technology presents millions of registered, non-trademarked rotating websites to people who stumble upon these sites when they bypass search and use the URL bar to browse the Web, or access these websites in any way. These sites cover a multitude of sectors and interests ensuring a random spread of individuals from different backgrounds and lifestyles. This diverse pool of domains ensures a randomized sample for intercept. comScore, a U.S. Web analytics company that measures and evaluates Internet usage, has independently confirmed this.

RIWI survey-takers are always randomly selected, since, by definition, they are inbound and not "recruited". They are always non-incentivized. The survey can never be accessed again via the link they found it through, ensuring complete anonymity on the end of the participant and by RIWI, as well as ensuring the randomization of future participants.

RIWI's engagement and retention policy is built on years of experience, testing, and development of the optimal online survey experience, highly respectful of the time and other activities of the intercepted potential participant. RIWI prioritizes speed, accuracy, intuitiveness and respect for the random participant. RIWI optimizes the survey to every device platform, ensuring a quality survey-taking experience on mobile, tablets, and desktop.

Features of RIWI technology include:

- Geo-targets participants automatically by country, region, state, city, sub-city district, or in circuitous regions using latitude and longitude coordinates
- Determines survey language by automatic geo-targeting using IP geolocation; in multilingual regions, participants can choose their preferred language
- Collects and reports the age, gender and geo-location of every survey participant; no personally identifiable information is ever collected or reported
- Cannot be blocked by state surveillance or Internet control, and is not susceptible to the increasing prevalence of ad block technologies
- Delivers detailed information on the survey performance including the 'click-open' rate on the surveys, the number of total and partial participants, and the number of completed surveys
- Surveys are iterative and can be adjusted while infield based on early results.
- RIWI's rapid assessment capabilities enable the completion of data collection projects in normal and hard-to-reach populations in fewer than three weeks

Appendix B

English Survey Questionnaire

This is a Government of Canada survey on social issues. The survey consists of about 15 questions. Your participation is voluntary and your responses are anonymous and confidential.

Any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws: <http://laws-lois.justice.gc.ca/eng/acts/p-21/>

Privacy Policy & Survey Information

Data Anonymity Policy

Last Updated: January 16th, 2019

As a user of this website, this Data Anonymity Policy is intended to describe for you:

1. the information we DO NOT collect about you,
2. how any anonymous, aggregate information will and will not be used, and
3. your choices about such uses and disclosures.

We encourage you to read this Data Anonymity Policy carefully before using the site. If you have questions or concerns regarding this Data Anonymity Policy, please contact us via email using the email contact information provided below.

Information Collection: No Personally Identifiable Information

We DO NOT collect, process, store or transfer personal information such as your name, mailing address, e-mail address and phone number. When you click on a “vote”, the voting information only may be sent to our servers located in the United States of America and/or other countries around the world. We may collect and store any anonymous information that is untraceable to you, specifically, what you may think about a certain topic or issue, which information you enter into the site or provide to us in some other manner.

“Data that we collect and store may be used for commercial purposes.”

We DO NOT collect, process, store or transfer “personally identifiable information”. All data collected are anonymous. “Personally identifiable information” is any information relating to an individual, whether it relates to his or her private, professional or public life. It can be anything from a name, a home address, a photo, an email address, bank details, posts on social networking websites or medical information.

Data Anonymity Policy Changes

This Data Anonymity Policy may be updated from time to time.

Contact: sdsjweb.com AT domainsbyproxy.com

0. Language picker

English

Français

0. What is your age?

What is your age?

This is a Government of Canada survey on social issues. The survey consists of about 15 questions. Your participation is voluntary and your responses are anonymous and confidential.

< 14				14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29
30	31	32	33	34	35	36	37	38	39
40	41	42	43	44	45	46	47	48	49
50	51	52	53	54	55	56	57	58	59
60	61	62	63	64	65 +				

0. You are a:

You are a:

Female

Male

Other

1. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non-Status Indians.

Yes

No

2. Are you...?

White

South Asian (e.g., East Indian, Pakistani, Sri Lankan)

Chinese

Black

Filipino

Latin American

Arab

Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)

West Asian (e.g. Iranian, Afghan)

Korean

Japanese

Other

No more apply, continue

3. Which statement applies to you?

I am a personal support worker at a long-term care facility

I am a personal support worker, but not at a long-term care facility (e.g. a home, a hospital)

I am a frontline nurse

I am a frontline healthcare provider, but not a nurse (e.g. doctor, pharmacist, midwife)

I am a frontline worker outside of healthcare (e.g., firefighter, grocery store clerk)

None of these statements apply to me

4. Thinking about COVID-19 vaccines, which of the following best describes your situation:

I have already gotten a COVID-19 vaccine

I was offered a COVID-19 vaccine but did not get it

I will get a COVID-19 vaccine as soon as it becomes available to me

I will eventually get a COVID-19 vaccine, but want to wait a bit

I will not get a COVID-19 vaccine

Not sure

5. Do you agree or disagree: My mind is made up about whether or not I will get a COVID-19 vaccine. (only asked to those who have not been offered the vaccine yet in Q4)

Strongly agree
Agree
Disagree
Strongly disagree

6. How much of a threat, if any, is the COVID-19 outbreak for the rights and freedoms of the Canadian population as a whole?

Not a threat
Minor threat
Moderate threat
Major threat

As far as you know is the following statement true or false:

7. "COVID-19 is part of a global effort to enforce mandatory vaccination."

8. "New vaccine technologies for COVID-19 build immunity by altering your DNA."

9. "New vaccine technologies for COVID-19 can cause some people to become infected with the virus."

10. "The world's largest pharmaceutical companies have been deliberately delaying or hiding the development of a vaccine that could end the COVID-19 pandemic, in order to drive up the price of the vaccine."

Definitely true
Probably true
Probably false
Definitely false

11. To what extent do you trust **public health leaders (i.e., associated with the government)** when it comes to their recommendations related to COVID-19?

12. To what extent do you trust **healthcare workers** when it comes to their recommendations related to COVID-19?

13. To what extent do you trust **scientists** when it comes to their recommendations related to COVID-19?

Very trustworthy
Somewhat trustworthy
Not very trustworthy
Not at all trustworthy

14. What is the highest level of formal education that you have completed?

Grade 8 or less
Some high school
High school diploma or equivalent
Registered Apprenticeship / trades certificate or diploma
Partial college/university education
College, CEGEP or other non-university certificate or diploma
University certificate or diploma (below bachelor's level)
Bachelor's degree
Postgraduate degree (above bachelor's level)

15. Of the different numerical outcomes listed below, which represents the highest chance of something happening?

1 in 10
1 in 1000
1 in 100

Appendix C

French Survey Questionnaire

Il s'agit d'une enquête du gouvernement du Canada sur les questions sociales. L'enquête comprend environ 15 questions. Votre participation est volontaire et vos réponses sont anonymes et confidentielles.

Toute information que vous fournissez sera administrée conformément à la Loi sur la protection des renseignements personnels et aux autres lois sur la protection de la vie privée applicables: <http://laws-lois.justice.gc.ca/eng/acts/p-21/>

Privacy Policy & Survey Information in French

Politique d'anonymat des données

Dernière mise à jour : 16 Janvier 2019

En tant qu'utilisateur de ce site Web, cette politique d'anonymat des données est destinée à décrire pour vous :

1. les renseignements que nous ne recueillons PAS à votre sujet;
2. la façon dont les renseignements anonymes et globaux seront et ne seront pas utilisés;
3. vos choix quant à ces utilisations et divulgations.

Nous vous encourageons à lire attentivement cette politique d'anonymat des données avant d'utiliser le site. Si vous avez des questions ou des préoccupations concernant cette politique, veuillez nous contacter par courriel en utilisant les coordonnées ci-dessous.

Collecte de renseignements : Aucun renseignement qui permet d'identifier les répondants

Nous NE recueillons, ne traitons, ne conservons, ni ne transférons PAS les renseignements personnels tels que votre nom, votre adresse, votre adresse courriel et votre numéro de téléphone. Lorsque vous cliquez sur Vote, les informations de vote ne peuvent être envoyées qu'à nos serveurs situés aux États-Unis ou dans d'autres pays du monde. Nous pouvons recueillir et stocker tout renseignement anonyme qu'il est impossible d'associer à vous, en particulier ce que vous pensez d'un sujet ou d'un enjeu particulier ainsi que les renseignements que vous entrez dans le site ou fournissez d'une autre manière.

«Les données que nous collectons et stockons peuvent être utilisées à des fins commerciales.»

Nous NE recueillons, ne traitons, ne stockons, ni ne transférons PAS de renseignements personnels qui permettent d'identifier une personne. Toutes les données collectées sont anonymes. Les renseignements personnels qui permettent d'identifier une personne s'entendent de tout renseignement concernant une personne, qu'il se rapporte à sa vie privée, professionnelle ou publique. Il peut s'agir d'un nom, d'une adresse personnelle, d'une photo, d'une adresse électronique, de coordonnées bancaires, de messages sur des sites Web de réseautage social ou de renseignements médicaux.

Changements à la politique sur la confidentialité des données

Cette politique de confidentialité des données peut être mise à jour de temps à autre.

Personne-ressource : sdsjweb.com [à] domainsbyproxy.com

0. Sélecteur de langue

English

Français

0. Quel âge avez-vous?

Quel âge avez-vous?

Il s'agit d'une enquête du gouvernement du Canada sur les questions sociales. L'enquête comprend environ 15 questions. Votre participation est volontaire et vos réponses sont anonymes et confidentielles. ×

< 14				14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29
30	31	32	33	34	35	36	37	38	39
40	41	42	43	44	45	46	47	48	49
50	51	52	53	54	55	56	57	58	59
60	61	62	63	64	65 +				

0.5. Vous êtes :

Un homme

Une femme

Autre

1. Êtes-vous une personne autochtone, c'est-à-dire, une personne des Premières Nations, Métis ou Inuit? Les Premières Nations comprennent les Indiens inscrits et non inscrits.

Oui

Non

2. Êtes-vous...?

Blanc(he)

Asiatique du Sud (p. ex. Est-Indien(ne), Pakistanais(e), Sri-Lankais(e))

Chinois(e)

Noir(e)

Philippin(e)
Latino-américain(e)
Arabe
Asiatique du Sud-Est (p. ex., Vietnamien(ne), Cambodgien(ne), Malaisien(ne), Laotien(ne))
Asiatique de l'Ouest (p. ex., Iranien(ne), Afghan(e))
Coréen(ne)
Japonais(e)
Autre
Ne s'applique pas

3. Lequel des énoncés s'applique à vous?

Je suis un(e) préposé(e) aux services de soutien à la personne dans un établissement de soins de longue durée.

Je suis un(e) préposé(e) aux services de soutien à la personne, mais pas dans un établissement de soins de longue durée (p. ex. ene maison, hôpital)

Je suis un(e) infirmier(-ère) de première ligne

Je suis fournisseur de soins de santé de première ligne, mais pas un(e) infirmier(-ère) (p. ex. médecin, pharmacien(ne), sage-femme)

Je suis travailleur(-se) de première ligne hors des soins de santé (p. ex. pompier, commis d'épicerie)

Aucun de ces énoncés ne s'appliquent à moi

4. En ce qui concerne les vaccins contre la COVID-19, lequel des énoncés suivants décrit mieux votre situation?

J'ai déjà reçu un vaccin contre la COVID-19

On m'a offert un vaccin contre la COVID-19, mais je ne l'ai pas reçu

Je me ferais vacciner contre la COVID-19 dès que ce sera disponible pour moi

Je me ferais éventuellement vacciner contre la COVID-19, mais j'attendrais pendant un certain temps

Je ne me ferais pas vacciner contre la COVID-19

Je n'en suis pas sûr(e)

5. Êtes-vous d'accord ou non : Mon idée est faite à savoir si je vais recevoir ou non un vaccin contre la COVID-19.

Tout à fait d'accord

D'accord
Pas d'accord
Pas du tout d'accord

6. Quelle est la menace, le cas échéant, de l'écllosion de la COVID-19 pour les droits et libertés de la population canadienne dans son ensemble?

Pas une menace
Une menace mineure
Une menace modérée
Une menace majeure

Du mieux que vous le sachez, est-ce que l'énoncé suivant est vrai ou faux :

7. "La COVID-19 fait partie d'un effort mondial pour faire appliquer un vaccin obligatoire."

8. "Les nouvelles technologies de vaccins contre la COVID-19 améliorent l'immunité en modifiant l'ADN."

9. "Les nouvelles technologies de vaccins contre la COVID-19 peuvent causer une infection par le virus chez certaines personnes."

10. "Les plus grandes sociétés pharmaceutiques du monde ont délibérément retardé ou caché le développement d'un vaccin pouvant arrêter la pandémie de la COVID-19 afin de faire monter le prix du vaccin."

Certainement vrai
Probablement vrai
Probablement faux
Certainement faux

11. À quel point avez-vous confiance envers **les dirigeants de la santé publique (c.-à-d. associés avec le gouvernement)** en ce qui concerne leurs recommandations liées à la COVID-19?

12. À quel point avez-vous confiance envers **les travailleurs de soins de santé** en ce qui concerne leurs recommandations liées à la COVID-19?

13. À quel point avez-vous confiance envers **les scientifiques** en ce qui concerne leurs recommandations liées à la COVID-19?

Très dignes de confiance
Plutôt dignes de confiance
Pas très dignes de confiance
Pas du tout dignes de confiance

14. Quel est le plus haut niveau de scolarité que vous avez complété?

8e ou moins

Études secondaires non terminées

Apprentissage enregistré ou diplôme ou certificat d'une école de métiers

Apprentissage enregistré ou certificat ou diplôme professionnel

Études collégiales/universitaires en partie

Collège, cégep ou autre certificat ou diplôme non universitaire

Certificat universitaire ou diplôme inférieur au baccalauréat

Baccalauréat

Diplôme universitaire supérieur au baccalauréat

15. Parmi les probabilités numériques énumérées ci-dessous, laquelle représente la plus haute chance qu'un événement se produise?

1 sur 10

1 sur 1000

1 sur 100

Appendix E

Data Tables

All data tables are available in the accompanying document: *Appendix E Final Data Tables*. Included are the full survey unweighted data and weighted data.