

Attachment 1: COVID-19 Vaccine Survey

April 2021

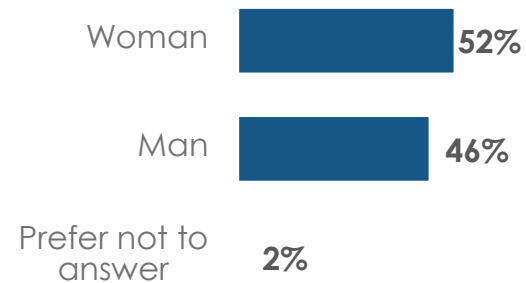
Background & Methodology

- Toronto Public Health engaged Ipsos to conduct a survey to better understand the public's views related to COVID-19 vaccination uptake, process and information.
- The survey was administered online by Ipsos between **March 24-April 5, 2021**.
- A total of **1,200** Toronto residents completed the survey. Quota targets were set to obtain a representative sample of residents by gender, age, region, education, and recency of immigration. An oversample of 200 recent immigrants was also conducted in order to ensure representative results by recency of immigration.
- The data were weighted to the latest Statistics Canada Census (2016) information to correct for minor deviations on age, gender, region, and education level.
- The credibility interval associated with the total sample size of 1,200 is +/- 3.2%, 19 times out of 20.* Smaller sub-sets of the population will have larger credibility intervals.
- **Limitations:** The survey was administered online to a panel of volunteers and participation was incentivised. It was only available in English. Therefore, results may not be fully representative of the population of Toronto.
- A survey with similar methodology was conducted by Ipsos on behalf of Toronto Public Health in October 2020. Although the focus of the October 2020 survey was on how residents were managing the challenges of the COVID-19 pandemic, select results can be compared to the current survey.

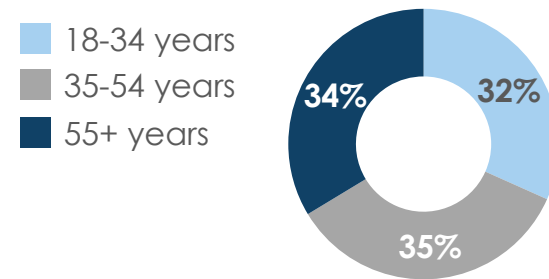
*Ipsos uses a credibility interval calculation to demonstrate confidence in the accuracy of online polling results: https://www.ipsos.com/sites/default/files/2017-03/IpsosPA_CredibilityIntervals.pdf

Sample Demographics

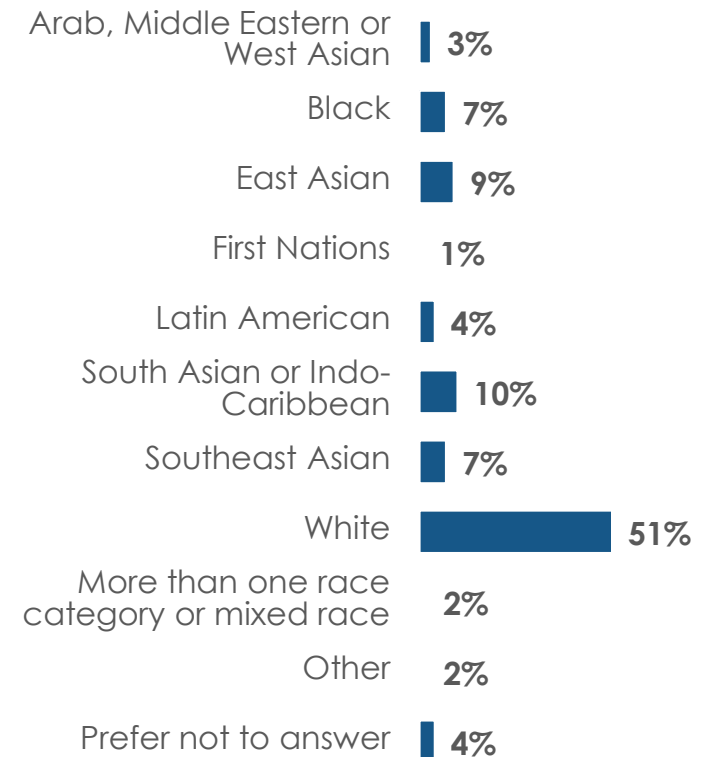
Gender



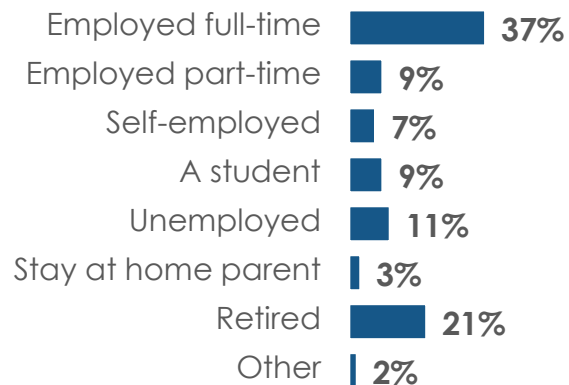
Age



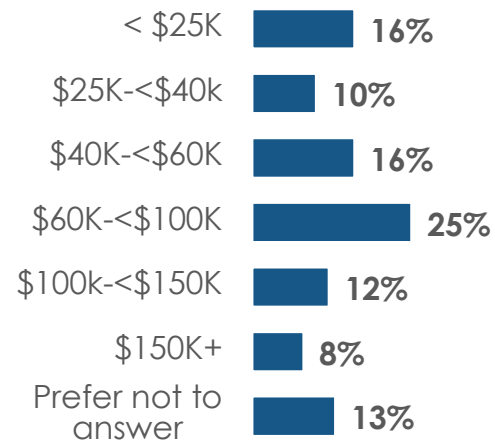
Self-identified Racial Group



Employment Status



Household Income

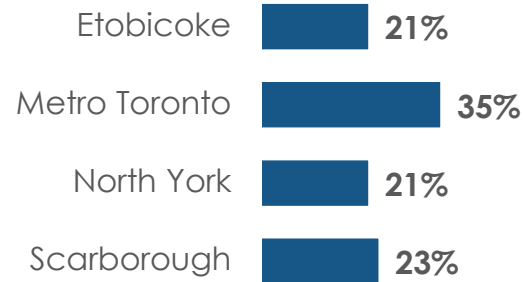


Number of respondents=1,200 (all respondents)

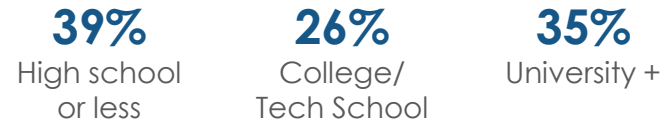
Demographics shown are for the weighted sample

Sample Demographics

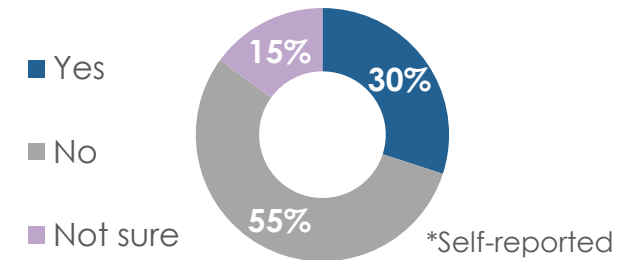
Region



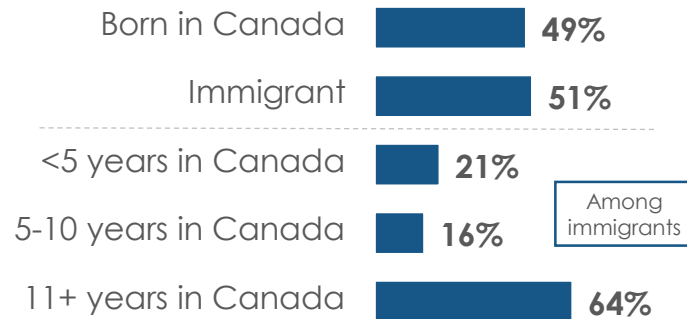
Education



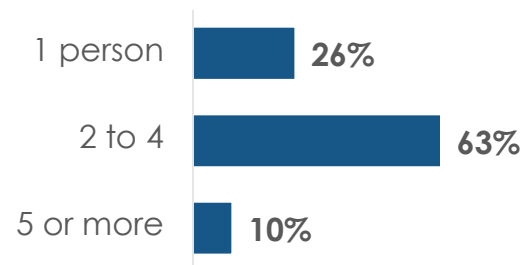
Higher Risk for Serious Illness from COVID-19*



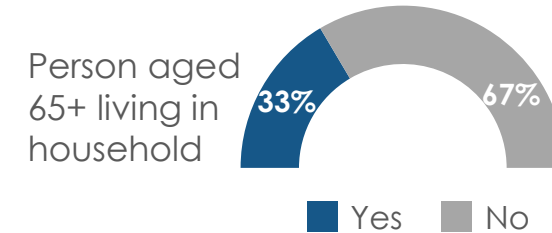
Immigration Status



of Persons in Household



Household Composition



Number of respondents=1,200 (all respondents)

Demographics shown are for the weighted sample

- **Four in five Toronto residents (79%) said that they definitely or probably will get a COVID-19 vaccine, or they have already been vaccinated for COVID-19.** Of residents not already vaccinated, three in five (61%) would like to be vaccinated within the next month.
- **About one in five residents can be considered as vaccine hesitant**, which includes 12% who said that they definitely or probably will not get vaccinated and 9% who are unsure.
- Among those who are likely to get vaccinated for COVID-19, the primary motivations are because they **want life to get back to normal (74%)**, they **do not want to get sick from COVID-19 (70%)**, or because they **do not want to infect someone else with the virus (67%)**.
- Among those who are unlikely to get vaccinated for COVID-19, the top three reasons are due to **worry about potential side-effects (57%)** or **potential long-term effects (54%)**, or because they **don't trust how quickly the COVID-19 vaccine was developed or tested (52%)**.
- Half of residents (57%) said a **physician or doctor's office** was a preferred location for COVID-19 vaccination, followed by a pharmacy (47%), and a COVID-19 vaccination centre (43%). Just under one third of residents (29%) said a hospital was a preferred location for COVID-19 vaccination.

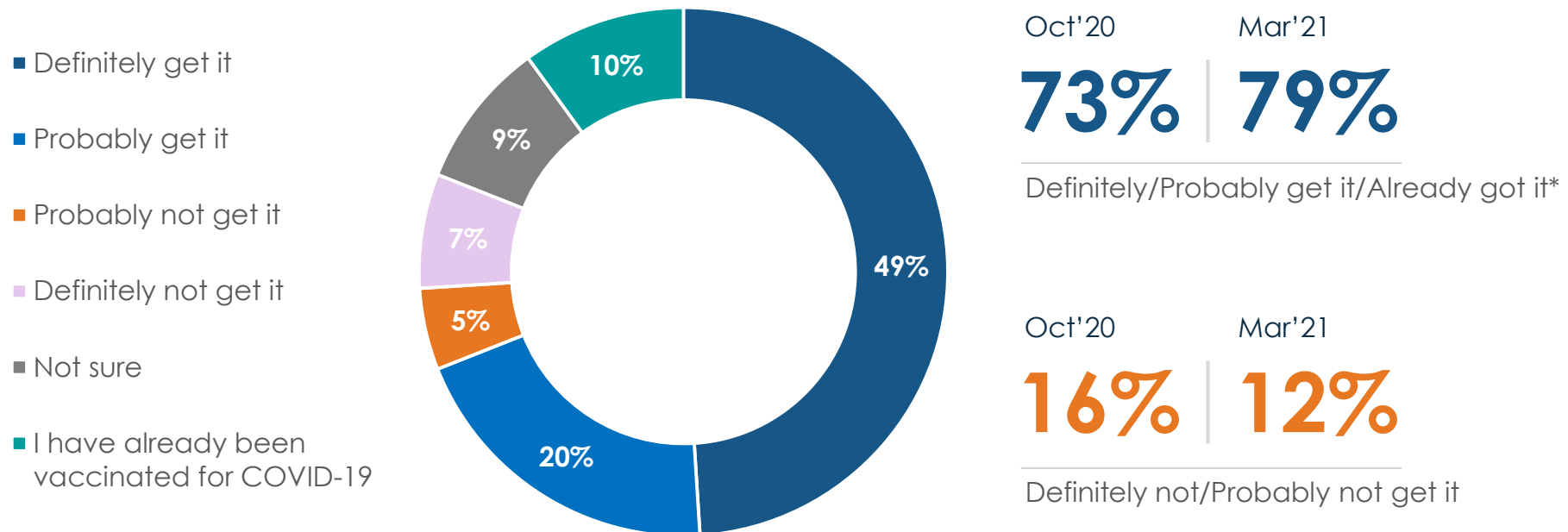
- The **majority of Toronto residents (91%) would like to know more information about the COVID-19 vaccine**. Most often, residents would like to know more about how long protection from the vaccine would last (60%), any consequences of delaying the second vaccine dose (52%), how effective the vaccine is against COVID-19 mutations and variants (49%), and more information about the potential side-effects (47%).
- Toronto residents also want **more information about how, where, and when they can take the COVID-19 vaccine**. About half of residents said that they do not have enough information about when their age group is eligible (57%) or where to get credible information about the vaccine (48%).
- Toronto residents are most likely to turn to **Health Canada**, including the Public Health Agency of Canada and the Chief Medical Health Officer, and **Toronto Public Health**, including Toronto's Medical Officer of Health, for credible information about COVID-19 (54% and 53%, respectively). A similar proportion turn to their **family doctor** (50%).
- Two-thirds of residents (66%) listed a **dedicated COVID-19 vaccines website** as a preferred method for accessing COVID-19 vaccine information, followed by half of residents (48%) who listed news media as a preferred method. About one in five residents said they prefer to access COVID-19 vaccine information through the mail or newsletter (20%), social media (19%), or in-person (17%).
- When asked about the trustworthiness of government agencies regarding COVID-19 vaccines, Toronto Public Health ranked highest with **four in five Toronto residents (79%) saying they trust Toronto Public Health**.



COVID-19 Vaccine Uptake

Likelihood to Get a COVID-19 Vaccine

- As the COVID-19 vaccine continues to be rolled-out, a strong majority (69%) of Toronto residents responded that they are likely to get the vaccine (49% definitely/20% probably). One in ten (10%) reported being already vaccinated for COVID-19.
- This leaves one in five (21%) who either are not planning to get vaccinated (12%) or are not sure yet (9%).

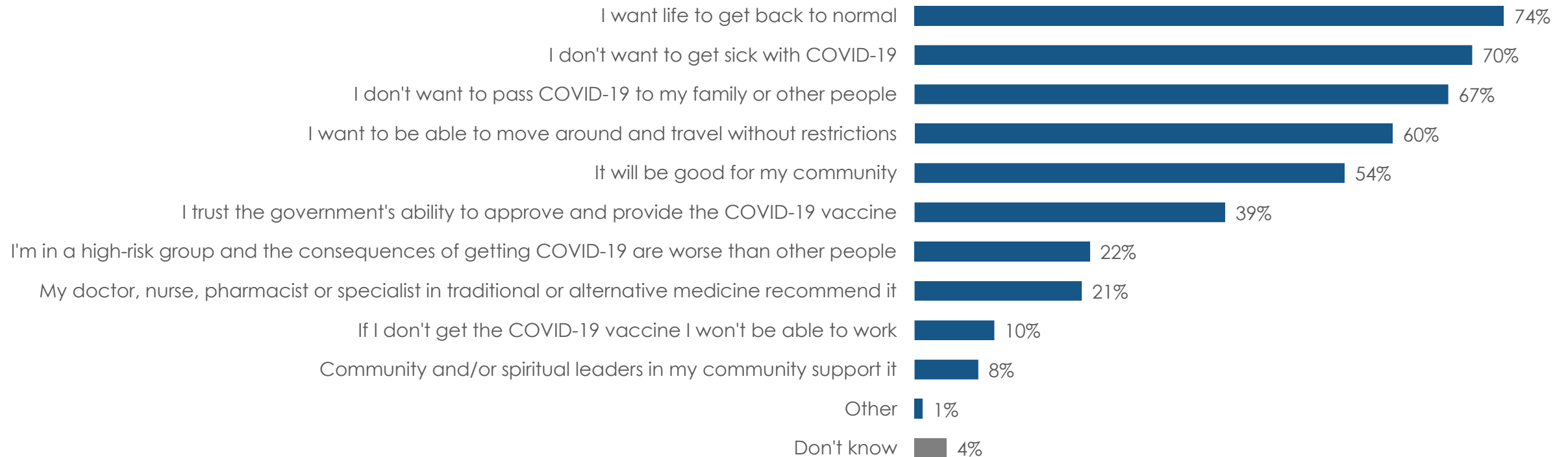


Number of respondents=1,201 [Oct'20]; 1,200 [Mar'21] (all respondents)
Question: How likely are you to get a COVID-19 vaccine, once it is available for you?

*At the time of the October 2020 survey no vaccines for COVID-19 had been approved for use in Canada

Reasons for Getting a COVID-19 Vaccine

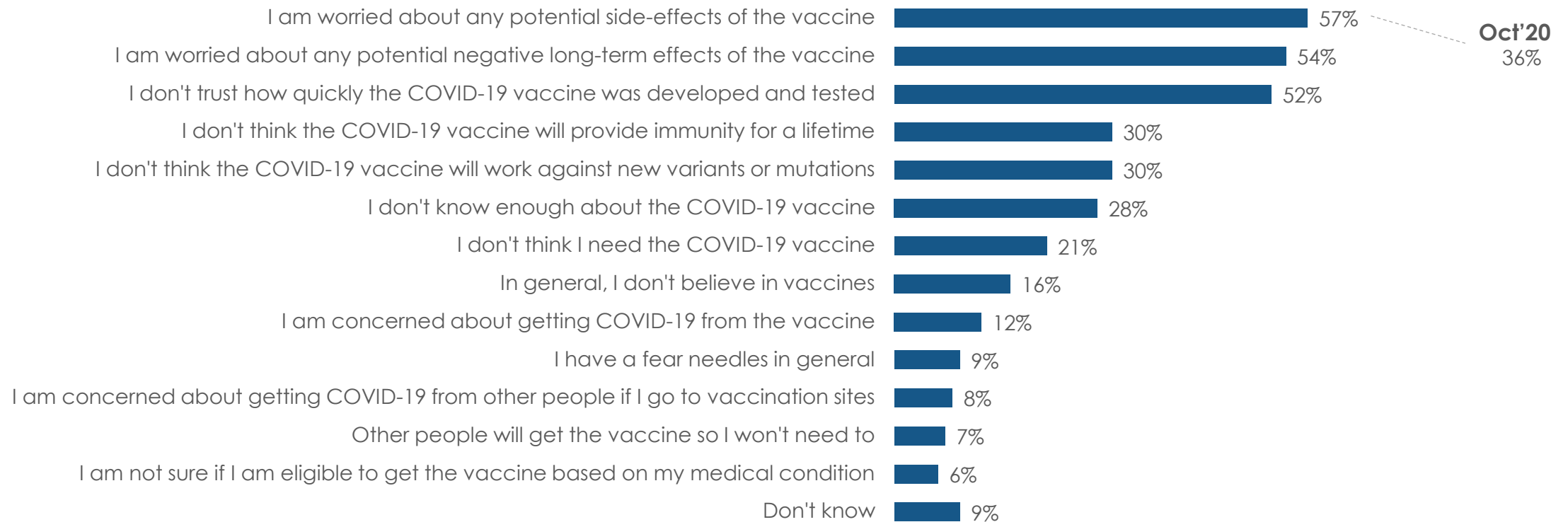
- Among those who are likely to get vaccinated for COVID-19, are not sure, or have been vaccinated already, about three quarters (74%) indicated that the reason they are getting (or got) the vaccine is because they want life to get back to normal. Other reasons include not wanting to get sick from COVID-19 (70%), not wanting to pass the virus to family and others (67%) and being able to move around and travel (60%).



Number of respondents=1,082 (Likely to get vaccinated/already vaccinated/not sure)
Question: What reasons do you have for getting a COVID-19 vaccine? From the list below, please select all that apply.

Reasons for Not Getting a COVID-19 Vaccine

- Among those who said they will probably not, definitely not, or were unsure if they would get the COVID-19 vaccine, the top three reasons were because they are worried about potential side-effects (57%), worried about potential long-term effects (54%), or because they don't trust how quickly the COVID-19 vaccine was tested (52%). Concerns about potential side-effects of COVID-19 vaccines have significantly increased since October 2020 (+21%).

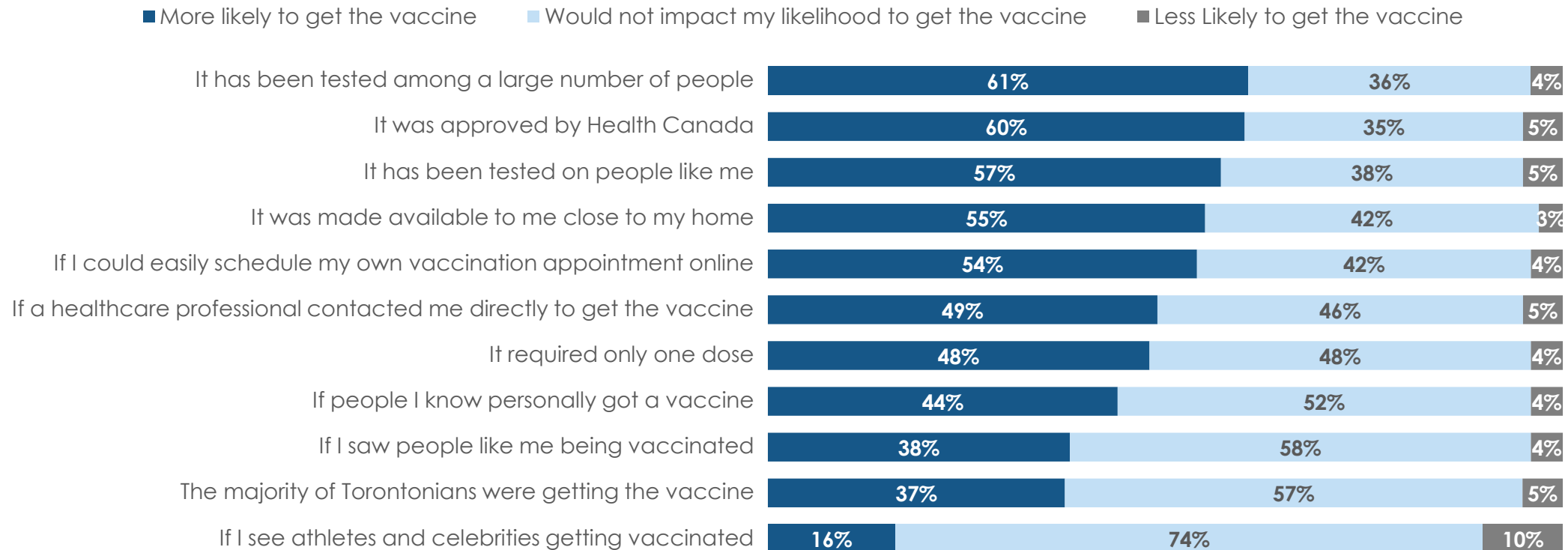


Number of respondents=214 (Probably/definitely not getting a COVID-19 vaccine/not sure)
 Question: What reasons do you have for not getting a COVID-19 vaccine? From the list below, please select all that apply.

Mentions with <5% not shown in chart

Impact on Likelihood to get a COVID-19 Vaccine

- When asked what would make Toronto residents more or less likely to get a vaccine, three in five (61%) said they would be more likely to get a COVID-19 vaccine if it has been tested among a large number of people. Other messages that would have a positive impact on uptake include if vaccines are approved by Health Canada and if they are tested on people 'like me'.



Number of respondents=1,067 (All respondents excluding those already vaccinated)

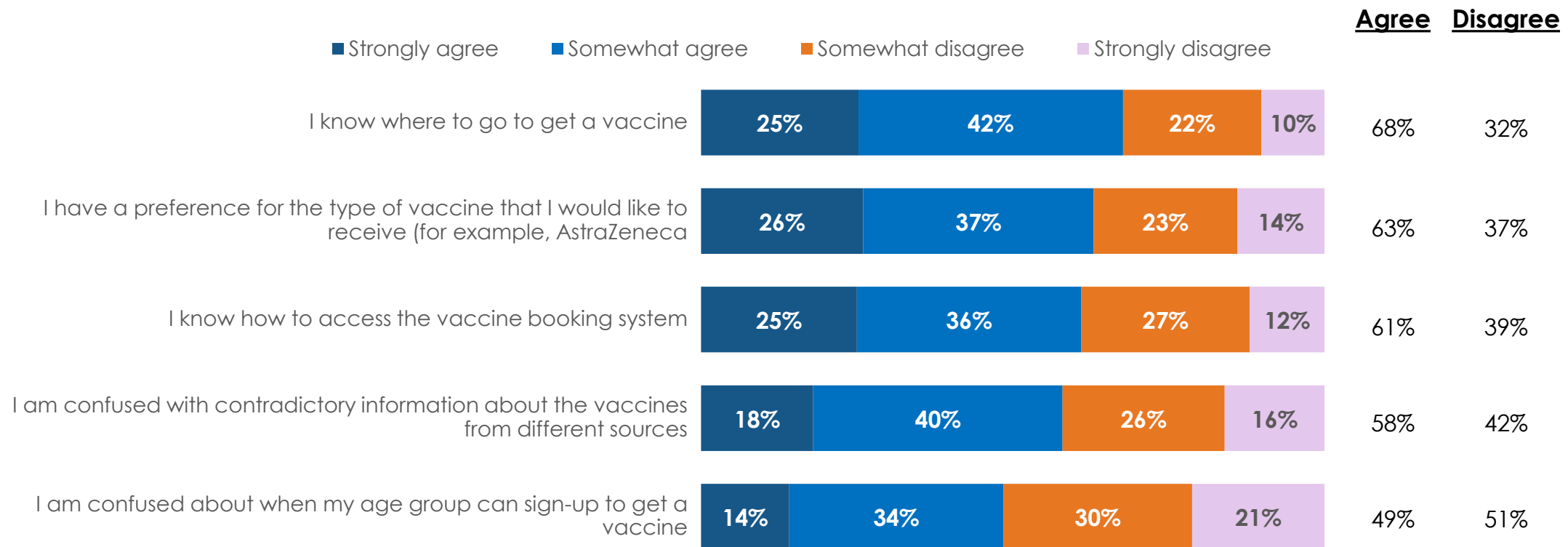
Question: Indicate whether the following would make you more likely, less likely, or have no impact on your likelihood to get a COVID-19 vaccine. Please select all that apply.



COVID-19 Vaccination Process

Knowledge About Getting a COVID-19 Vaccine

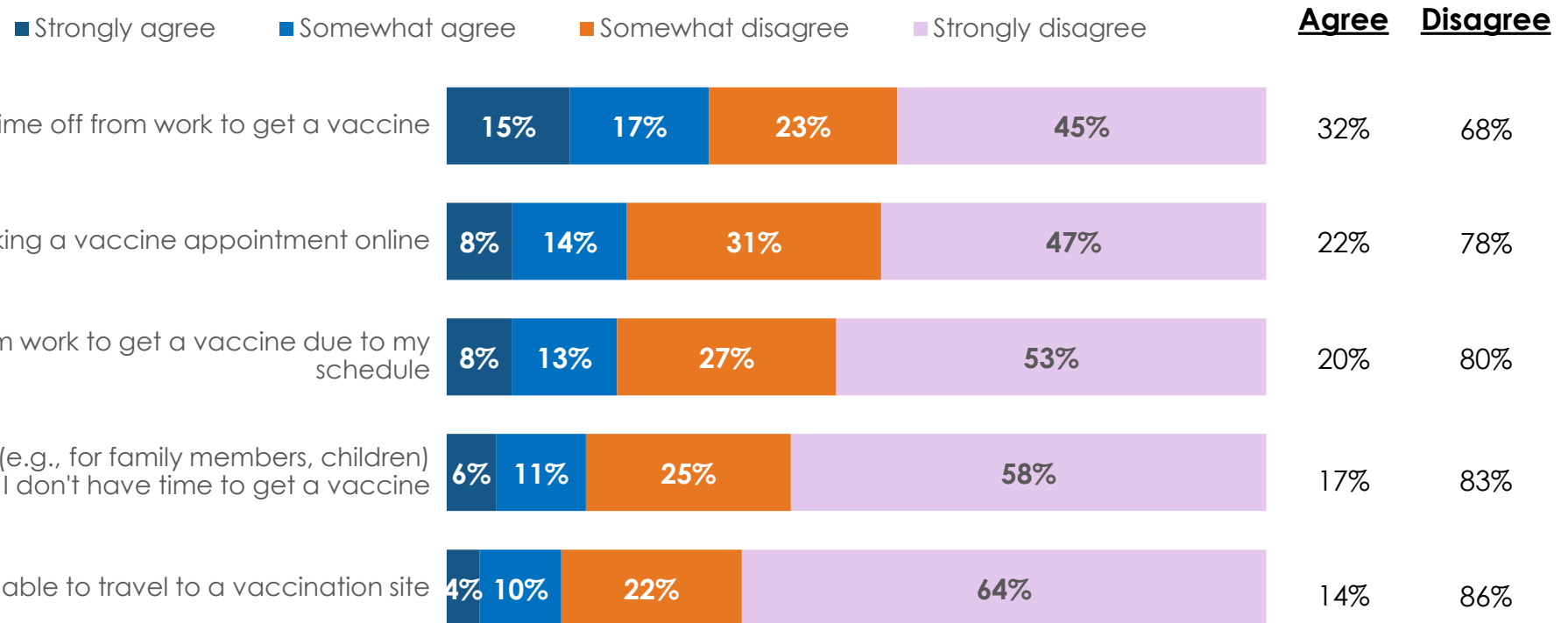
- Although the majority of residents said that they know where to go to get a COVID-19 vaccine (68%), a large proportion also agreed that they are confused about the contradictory information regarding vaccines from different sources (58%), and when their age group can sign-up for a vaccine (49%).



Number of respondents=1,067 (All respondents excluding those already vaccinated)
 Question: To what extent do you agree or disagree with the following statements about getting a COVID-19 vaccine?

Barriers to Getting a COVID-19 Vaccine

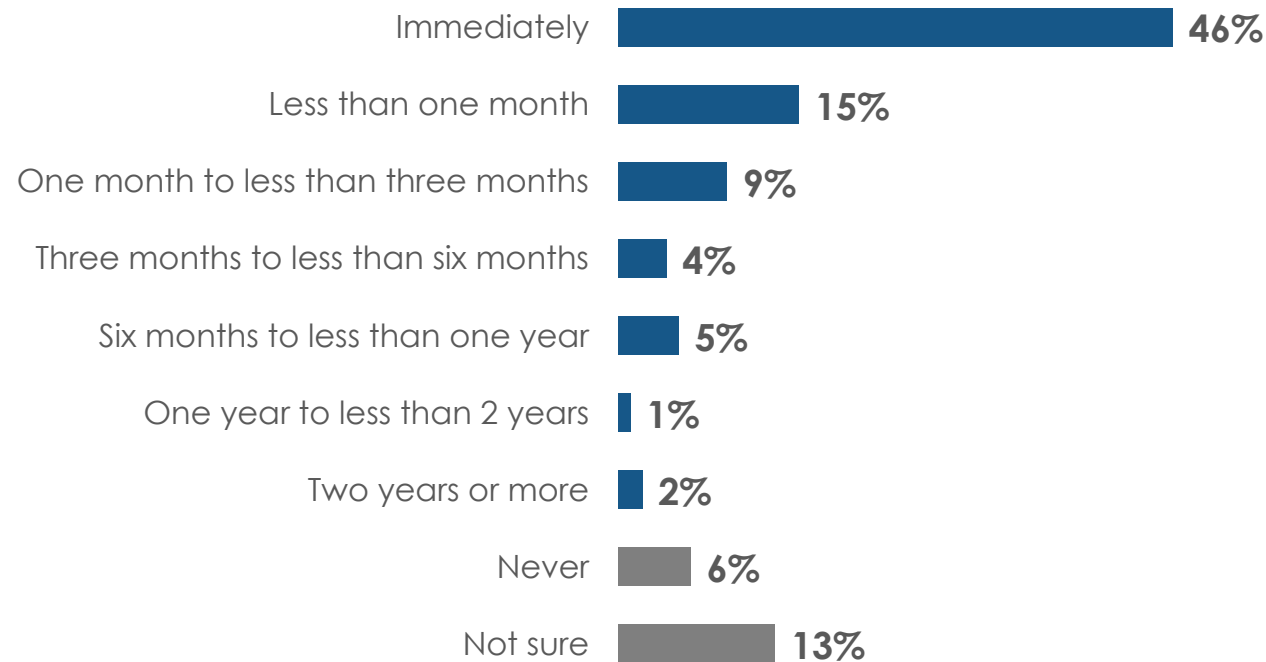
- One-third of residents (32%) agreed that they will not get paid time off from their employer to get a vaccine. Half (47%) of those who would be unlikely to get the vaccine agreed with this statement.
- One in five residents (22%) agreed that they are not comfortable booking a vaccine appointment online.



Number of respondents=1,067 (All respondents excluding those already vaccinated)
 Question: To what extent do you agree or disagree with the following statements about getting a COVID-19 vaccine?

Ideal Vaccination Timeline

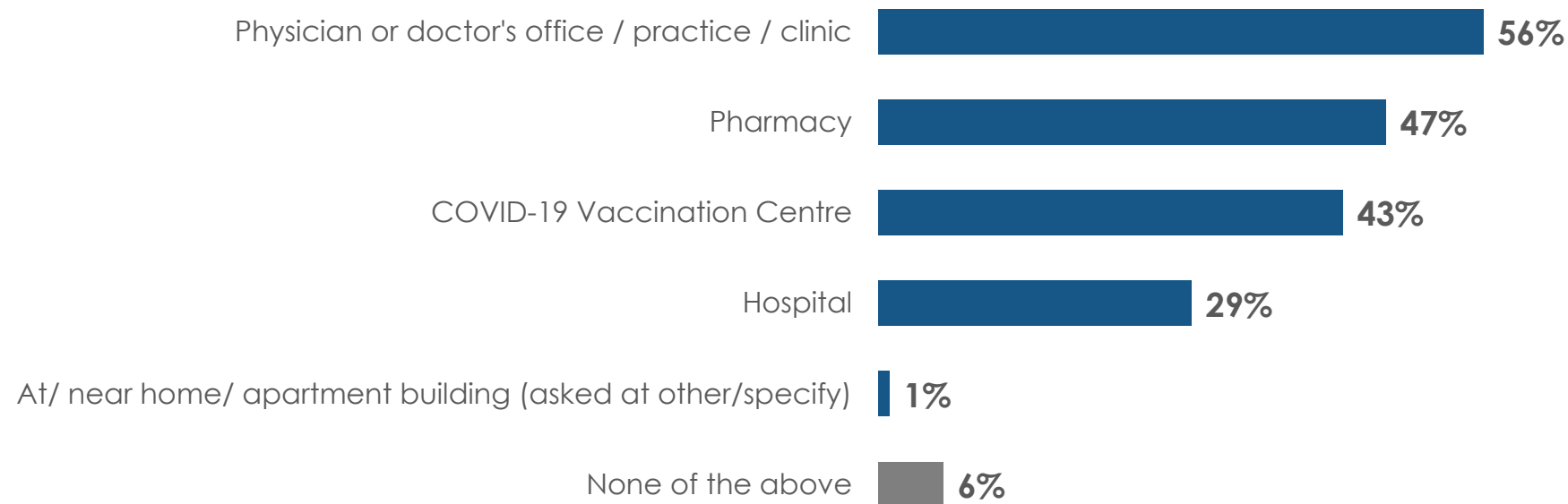
- When asked how soon they would like to be vaccinated for COVID-19 once a vaccine is available to them, 46% of Toronto residents indicated they would get it immediately, while another 15% would do so in less than a month. About one in ten (13%) residents were not sure when they would like to become vaccinated, while only 6% say they would never want to be.
- 67% of respondents over 65 years old said they wanted to be vaccinated immediately, which was a significantly higher percentage than in other age groups.



Number of respondents=1,067 (All respondents excluding those already vaccinated)
Question: Once a vaccine is available to you, how soon would you like to become vaccinated for COVID-19? (SELECT ONE)

Preferred Vaccination Location

- About half (56%) of Toronto residents said a physician or doctor's office/clinic/practice was a preferred COVID-19 vaccination location. Slightly under half said a pharmacy (47%) and 43% said a COVID-19 vaccination centre were preferred locations. Only a third (29%) indicated they would prefer to get vaccinated in a hospital.



Number of respondents=1,067 (All respondents excluding those already vaccinated)

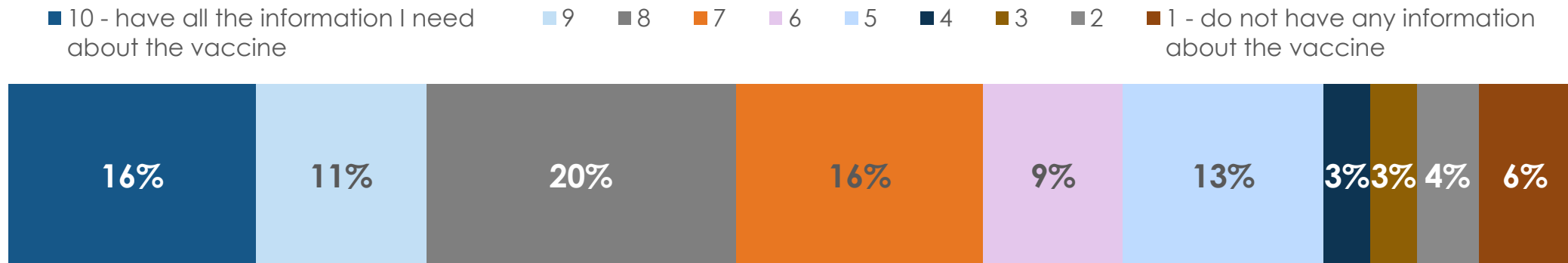
Question: If you decided to receive the COVID-19 vaccine, where would you prefer to go to receive your vaccine? Please select all that apply.



COVID-19 Vaccine Information

Current Knowledge about COVID-19 Vaccines

- When asked whether they have enough information about the COVID-19 vaccine, on a scale from 1 to 10, only one quarter (26%) of Toronto residents were very confident that they have all the information they need (9 or 10), while 36% of residents were somewhat confident that they have all the information that they need (7 or 8).
- Almost two in five (37%) residents indicated that they were not confident that they have all the information that they need about the COVID-19 vaccine (<6).
- When asked about the vaccine rollout, more than half (57%) of residents indicated that they do not have enough information (<6) about when their age group is allowed to get a vaccine, while half (48%) do not know where to get credible information about a COVID-19 vaccine.

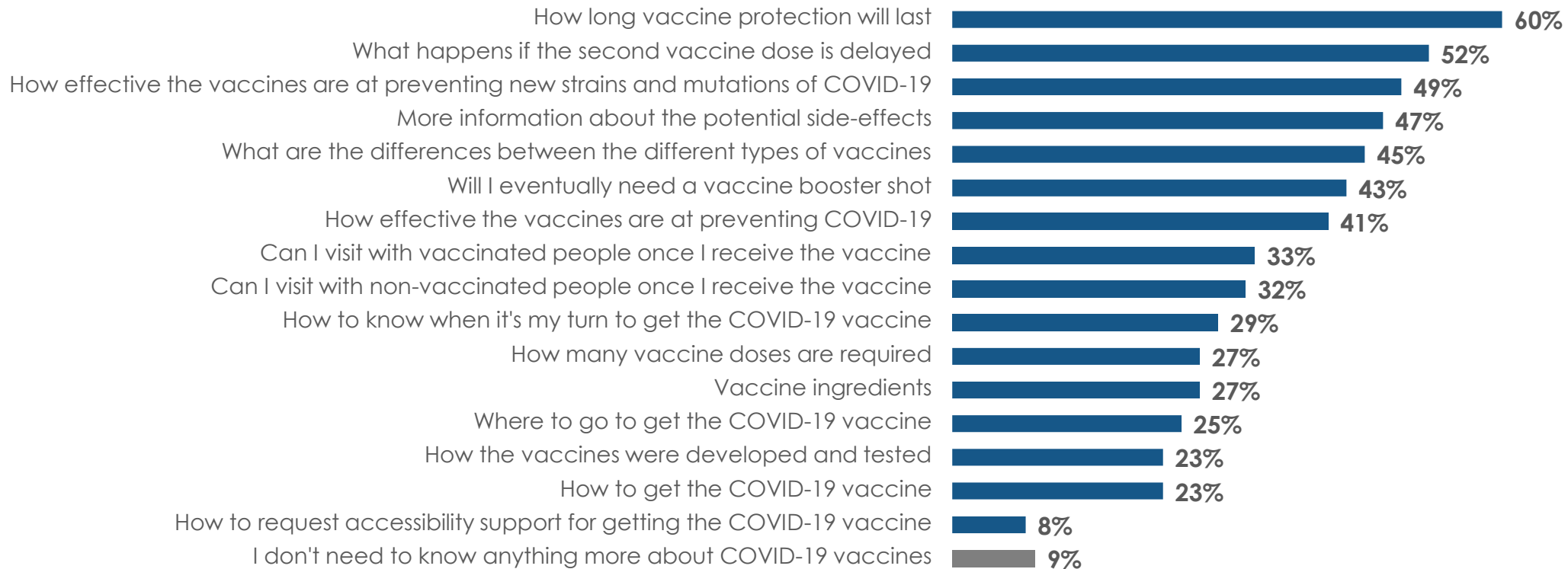


Number of respondents=1,067 (All respondents excluding those already vaccinated)

Question: How confident are you that you have enough information about the COVID-19 vaccine? Please use a scale from 1 to 10 where 1 means you don't have any information about the vaccine and 10 means you have all the information that you need.

Information Sought about COVID-19 Vaccines

- When asked what they want to know about COVID-19 vaccines, residents were most likely to want to know how long vaccine protection will last (60%), what could happen if the second dose is delayed (52%), how effective the vaccine is at preventing new strains (49%), more information about potential side-effects (47%), and the differences between different types of vaccines (45%).

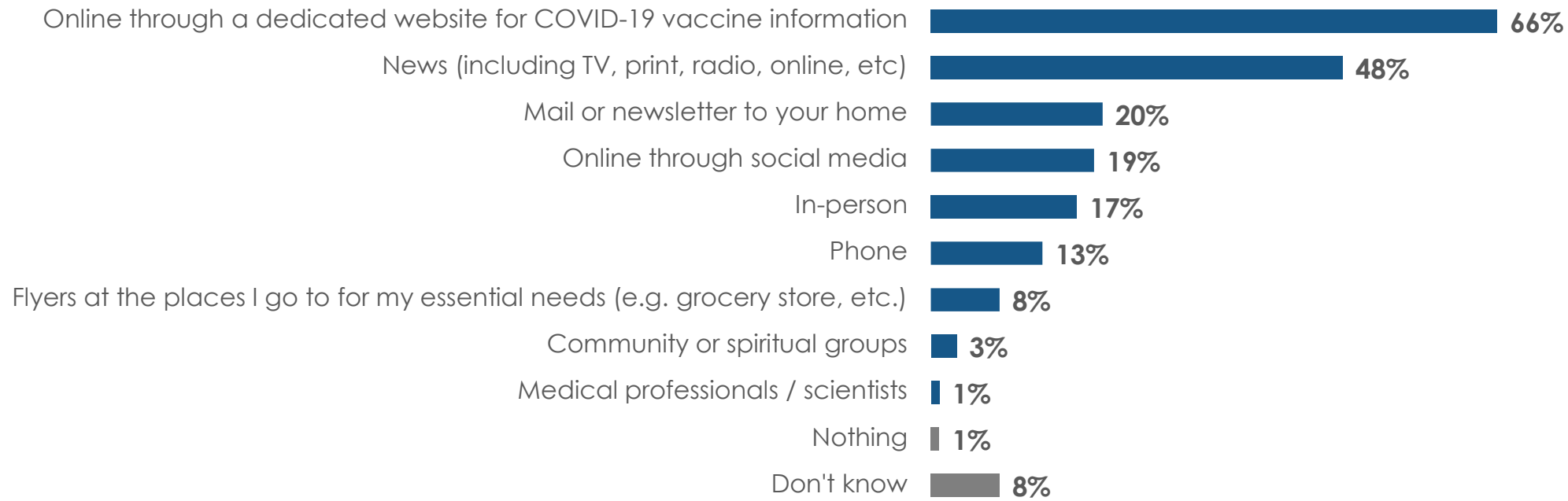


Number of respondents=1,067 (All respondents excluding those already vaccinated)
Question: What, if anything, would you like to know more about for COVID-19 vaccines? Please select all that apply.

Mentions with <5% not shown in chart

Preferred Medium to Access Information

- Nearly seven in ten (66%) Toronto residents said they preferred to access information online through a dedicated website for COVID-19 vaccine information. The second most preferred medium was the news (TV, print, radio, online).
- Those 18-34 years old were more likely to prefer use social media (39%) to access information compared to other age groups. Those with high school degrees or less were more likely to prefer to access information in-person compared to those with a university degree or higher (22% vs. 12%).



Number of respondents=1,067 (All respondents excluding those already vaccinated)
Question: How do you prefer to access information about COVID-19 vaccines? Please select all that apply.

Thank you

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