



Government  
of Canada

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du Canada

# Canadians' Views on Vaccines Survey

## Executive Summary

**Prepared for Privy Council Office**

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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 Résumé

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## **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.



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