

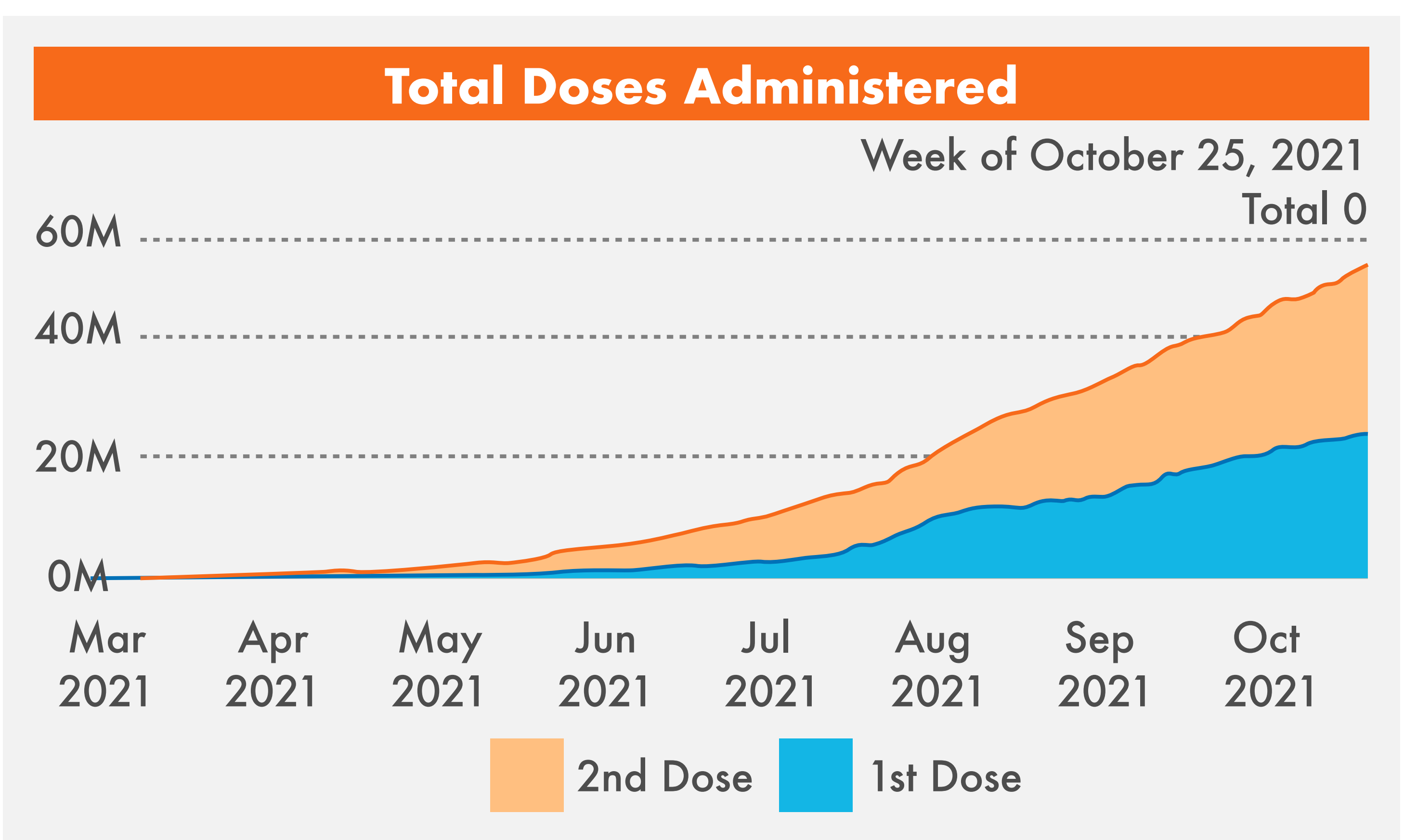


HIGHLIGHT



**Vaccine Hesitancy:
Unfounded Fear or
For Real?**

The Philippines' 4th quarter of the year started right with the DOH's COVID-19 report showing a gradual but steady deceleration of cases. At the same time, it also showed an increase in the vaccines administered: 55,715,693 as of October 24, 2021, 54% of which are first-dose administrations and the remaining 46% as second-dose ones.

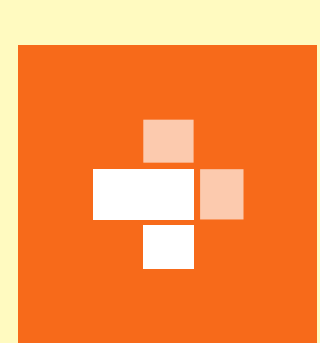


Source: DOH

As efforts to encourage COVID-19 vaccination continue, we see the narrowing gap between the numbers of those who are inoculated and those who are still hesitant about vaccines, yet it still remains. The road to herd immunity will continue to stretch on until the hesitancy barriers are removed and public confidence is built enough to relieve the stress on the healthcare system.

The Management Association of the Philippines (MAP), through its Committee on Health, took an initiative to gauge Filipinos' sentiments across the country on vaccination to understand the issue of vaccine hesitancy better. This is a follow-up activity of its vaccination advocacy started in February 2021. It once again tapped EON Group and its research partner Tangere to conduct a survey among randomly selected respondents, this time to determine how their stance have changed toward vaccines. Better appreciation of the situation can help address the problem of vaccine hesitancy and encourage individuals to be vaccinated.

This issue contains a summary of the survey's results for public and private sector leaders to consider as they prepare plans for the country to recover from the negative economic and social repercussions of the pandemic.



The Quick Pulse Study

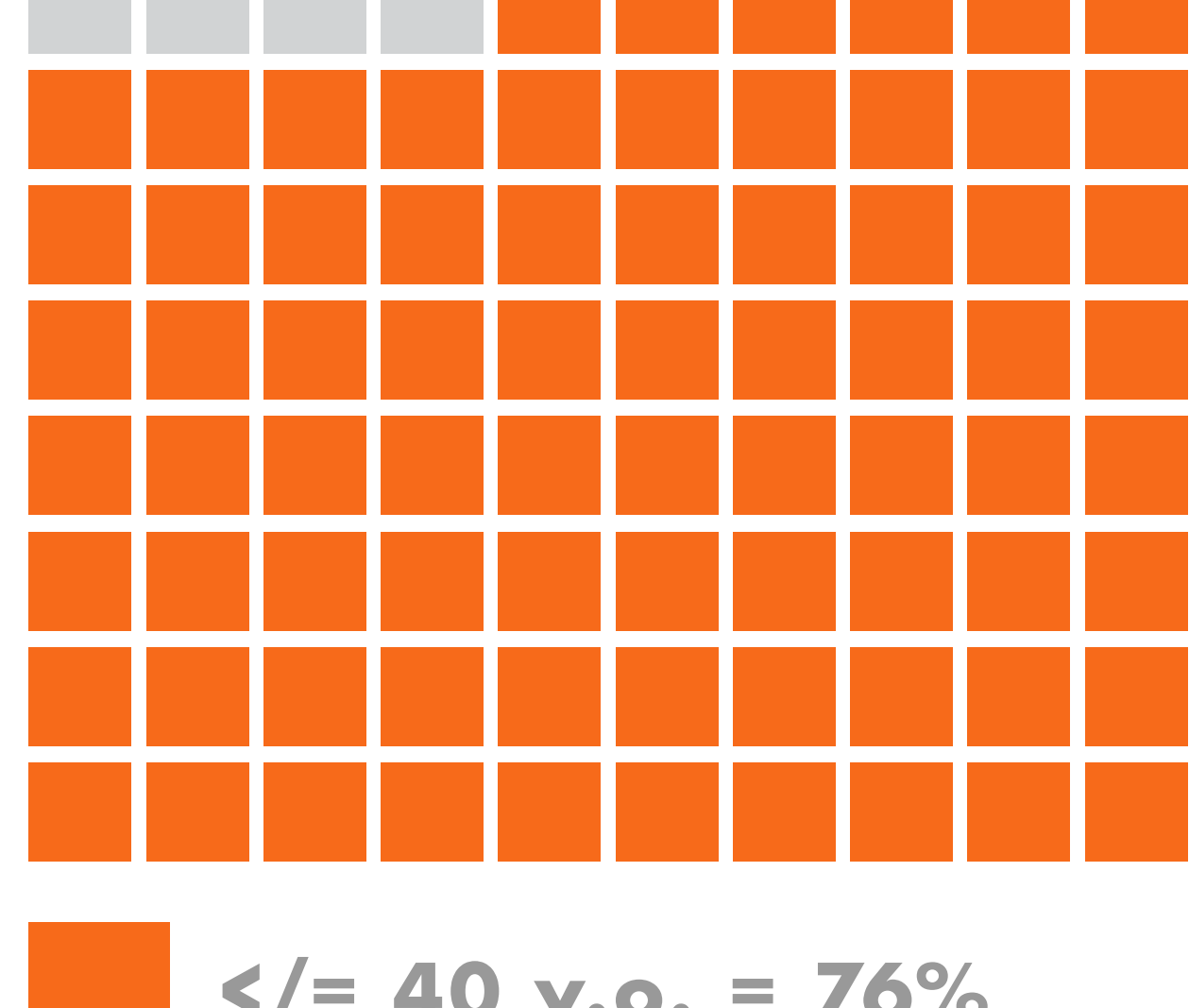
Methodology & Limitations

A total of 5,000 Filipino respondents were surveyed to determine the main issues behind the high vaccination hesitancy levels among Filipinos.

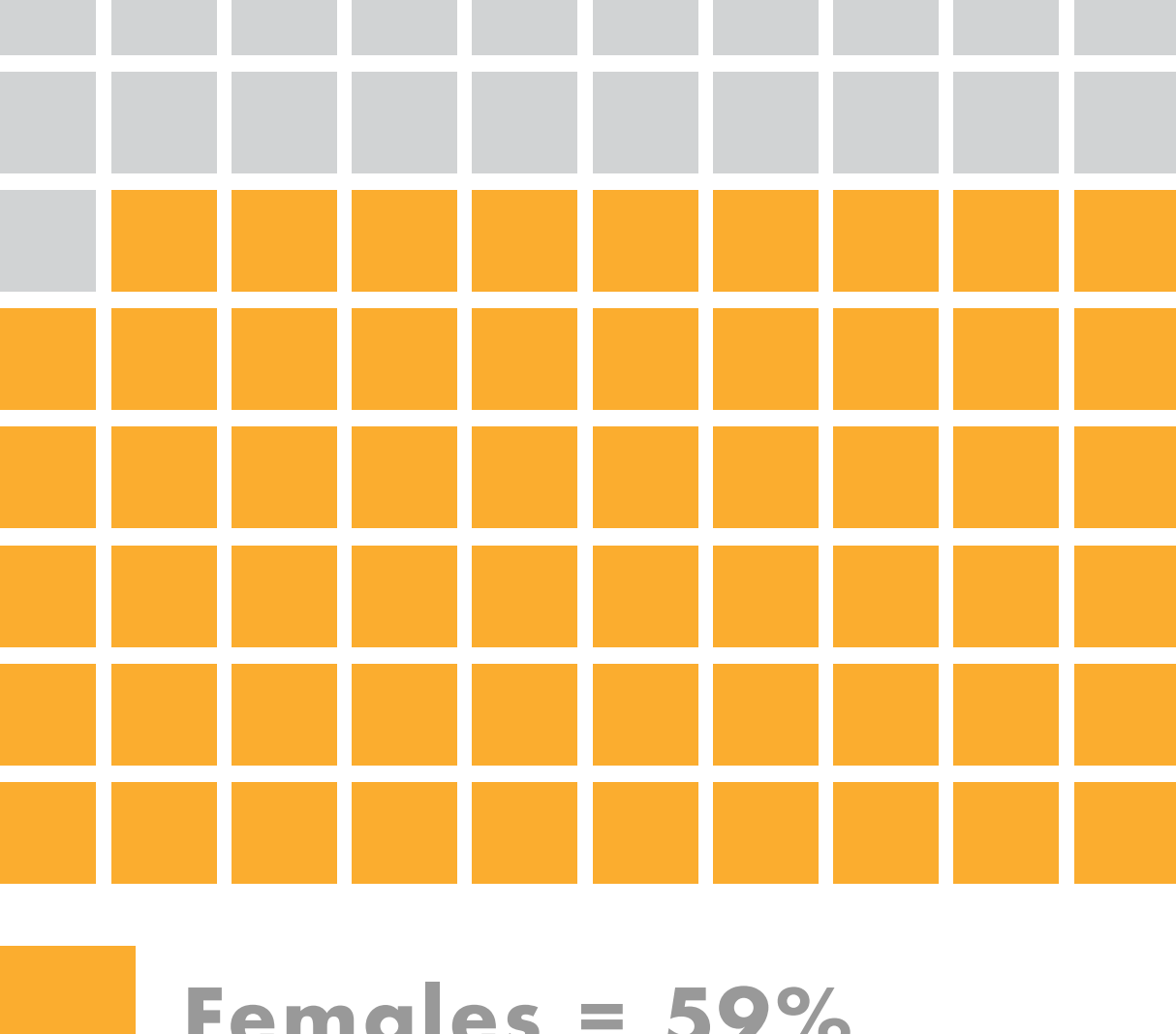
The survey was conducted through the Tangere mobile application that went live from August 16-20, 2021. Complete answers came from respondents from all over the country who are using the app. Because it is an online survey, respondents were limited to those with smartphones and internet connections.

Respondents' Profile:

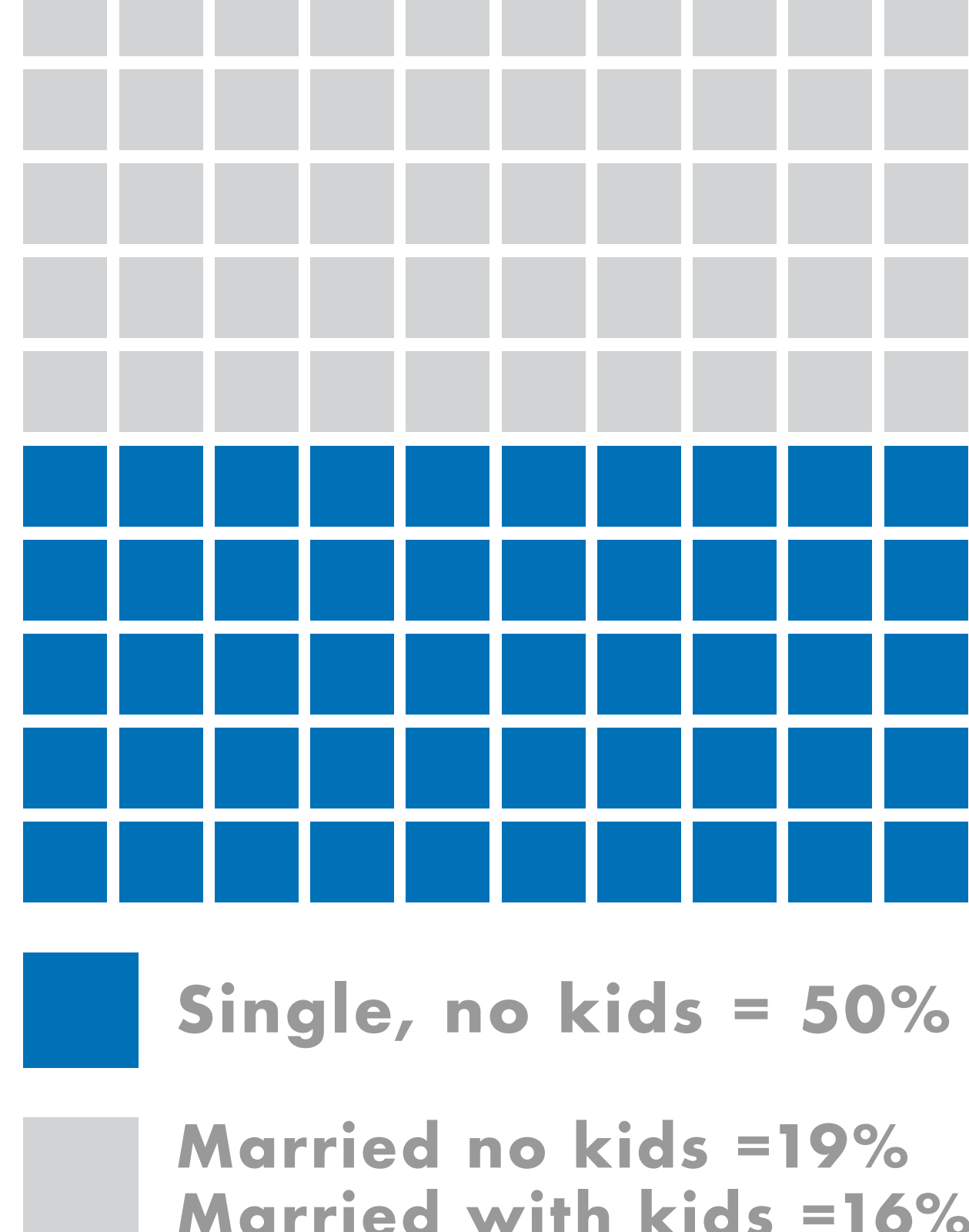
Respondents by age group



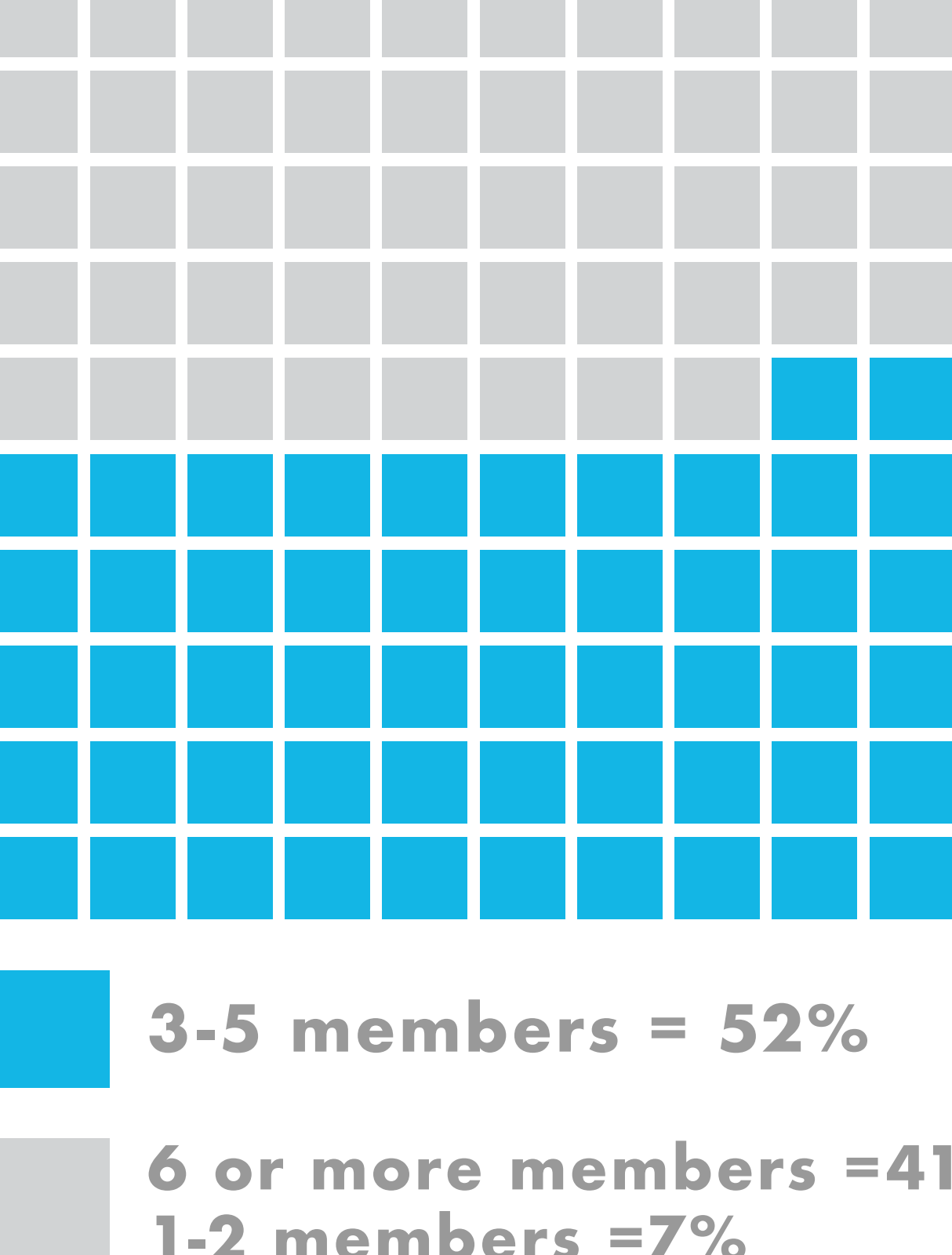
Respondents by gender



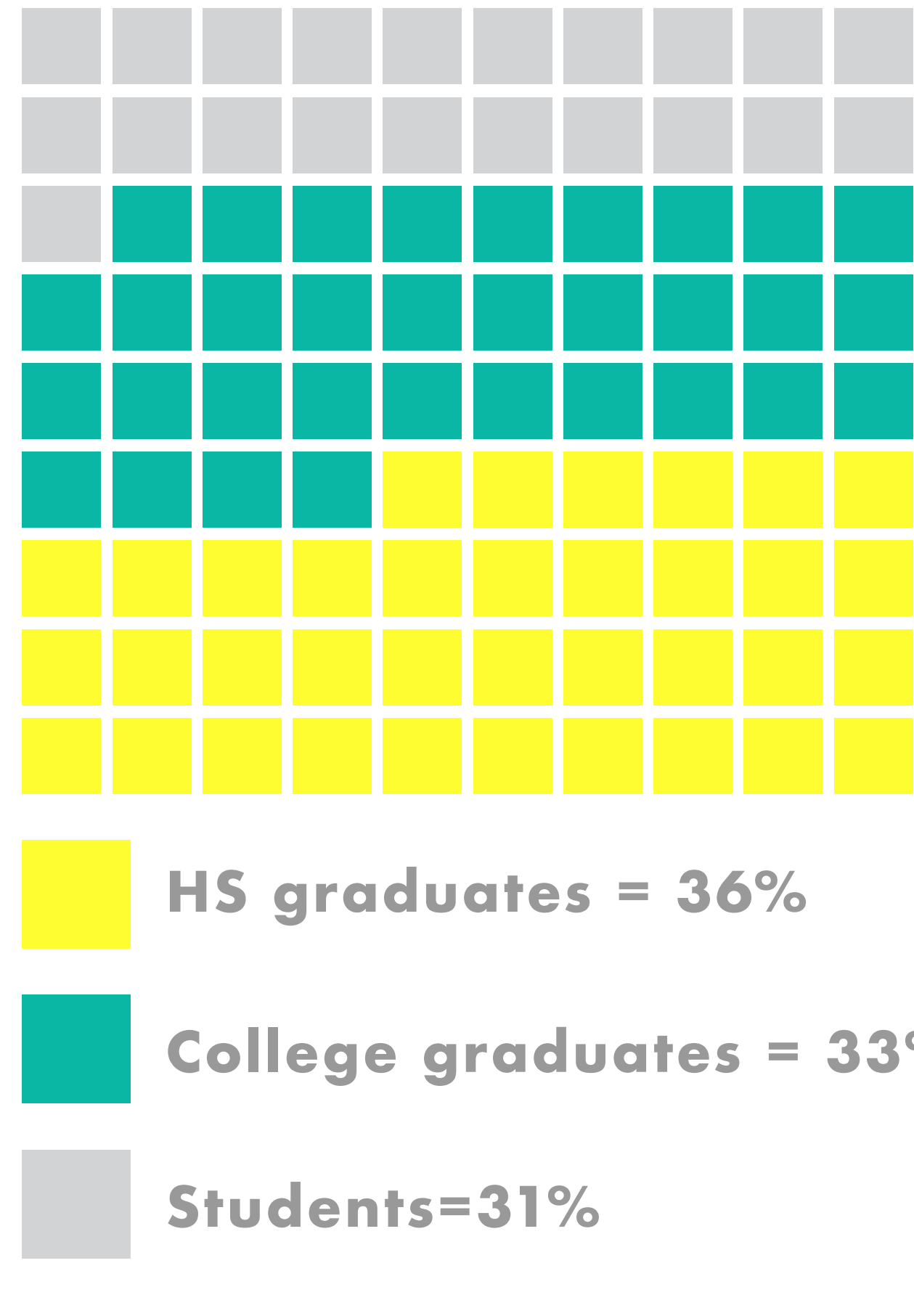
Respondents by Marital status



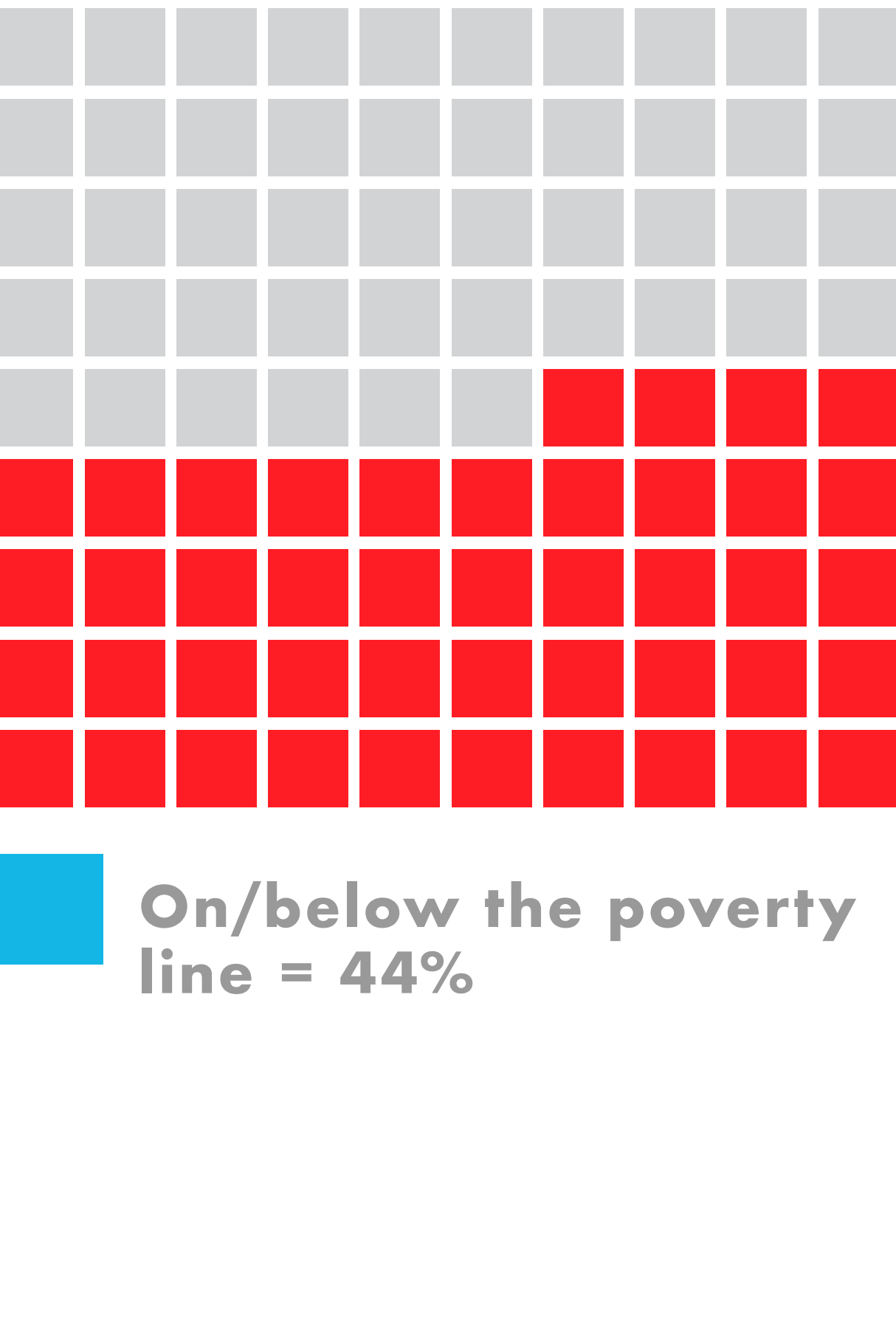
Respondents by Household size



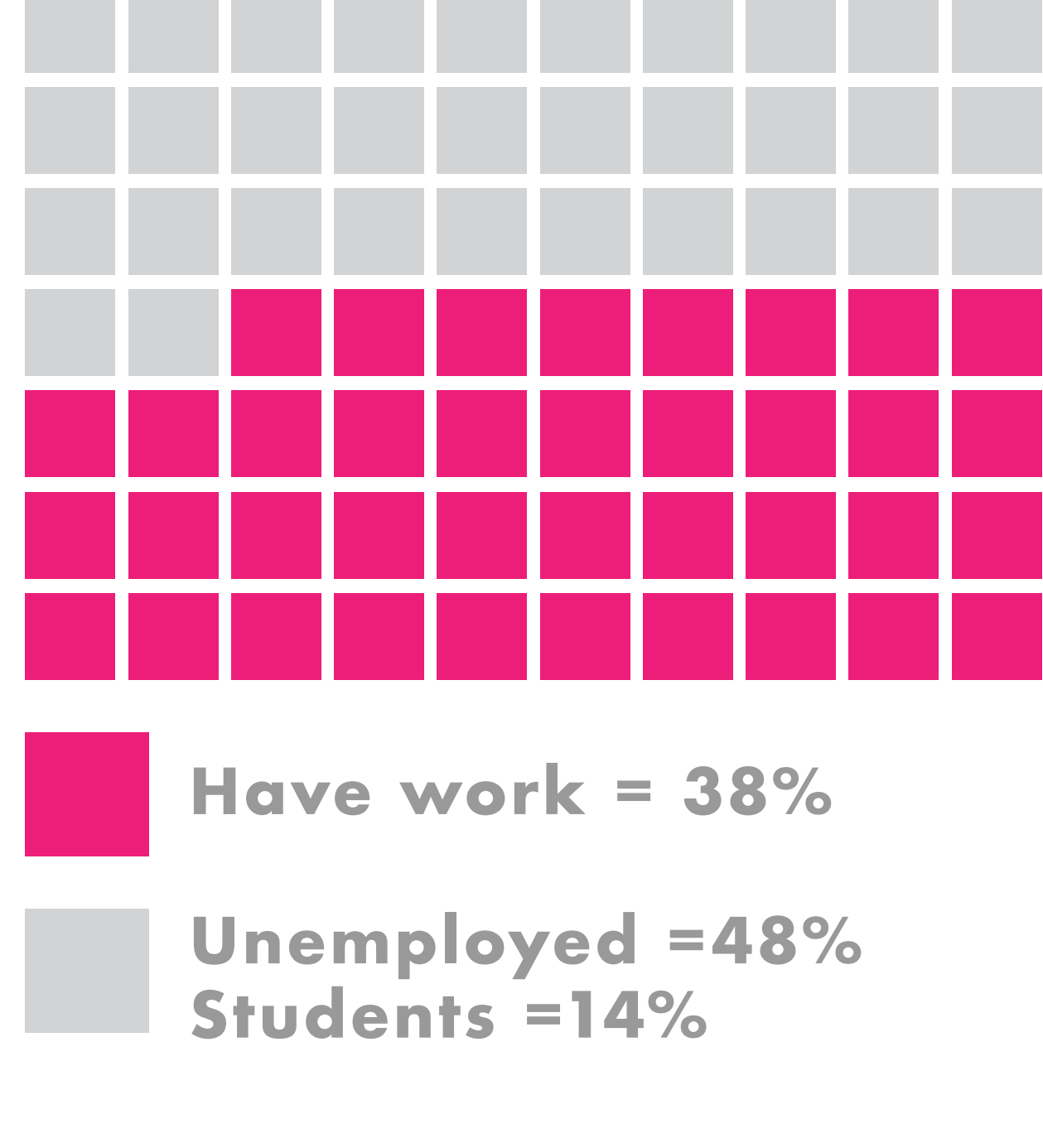
Respondents by Educational attainment



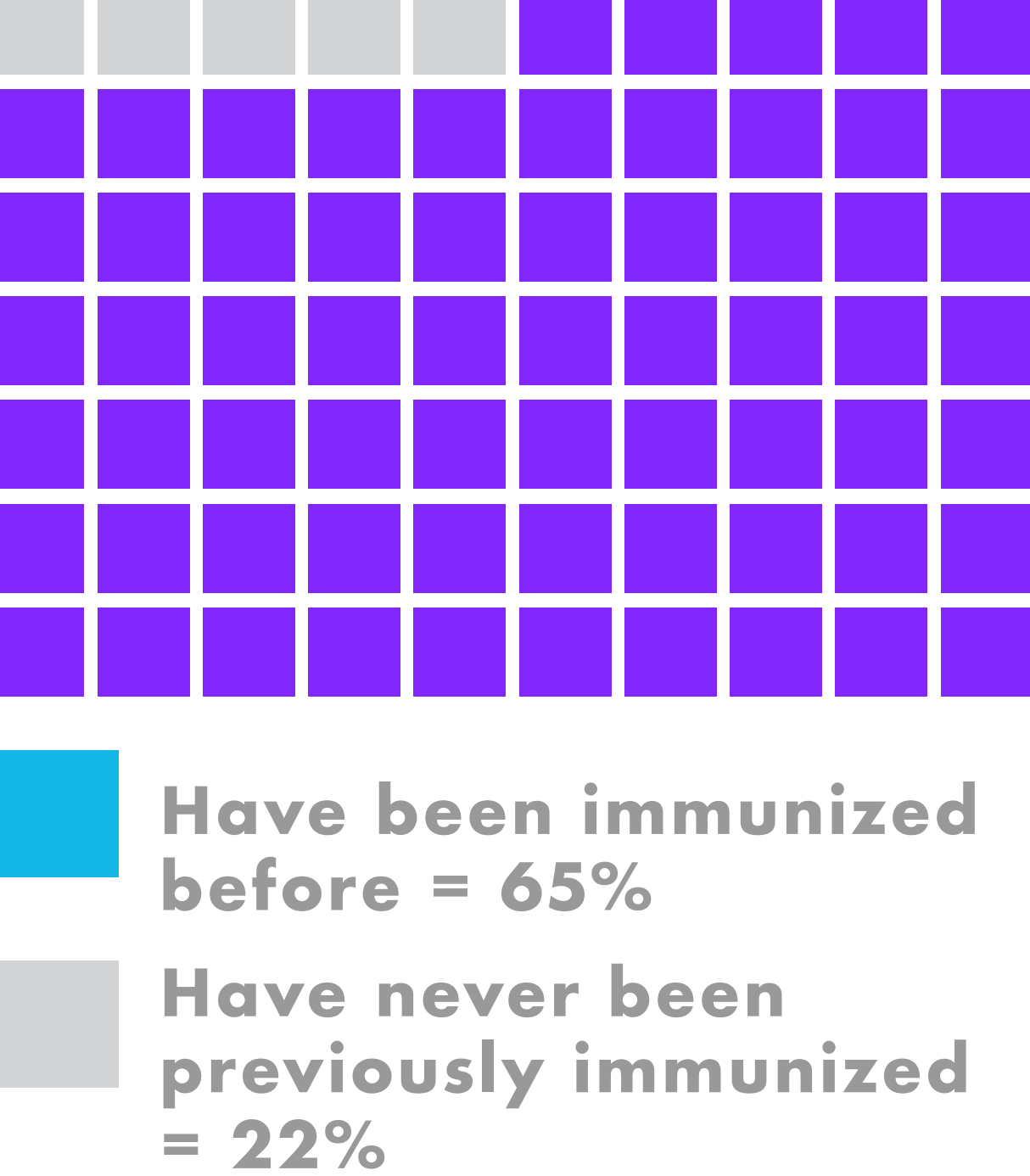
Respondents by Household income



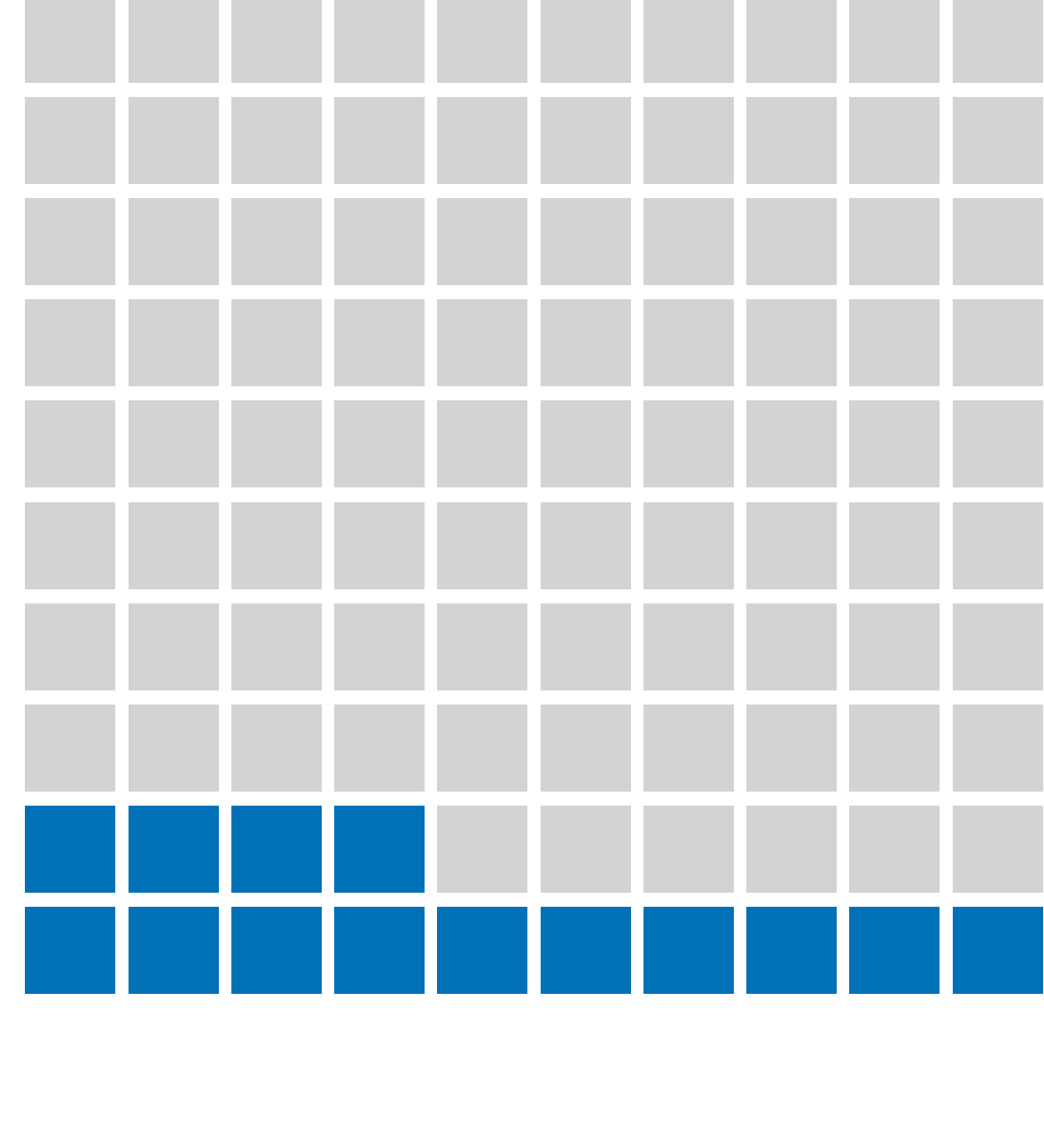
Respondents by employment status



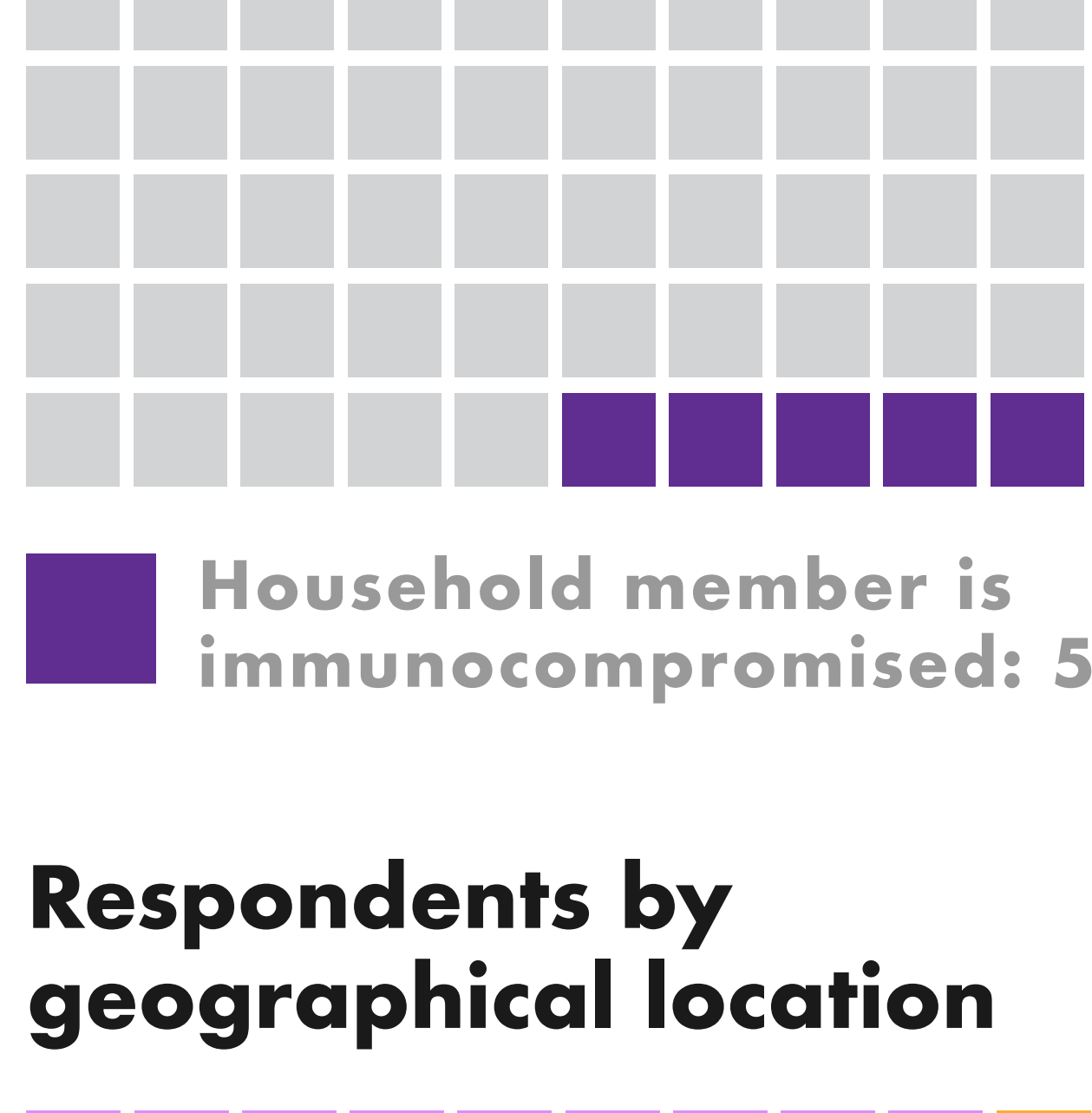
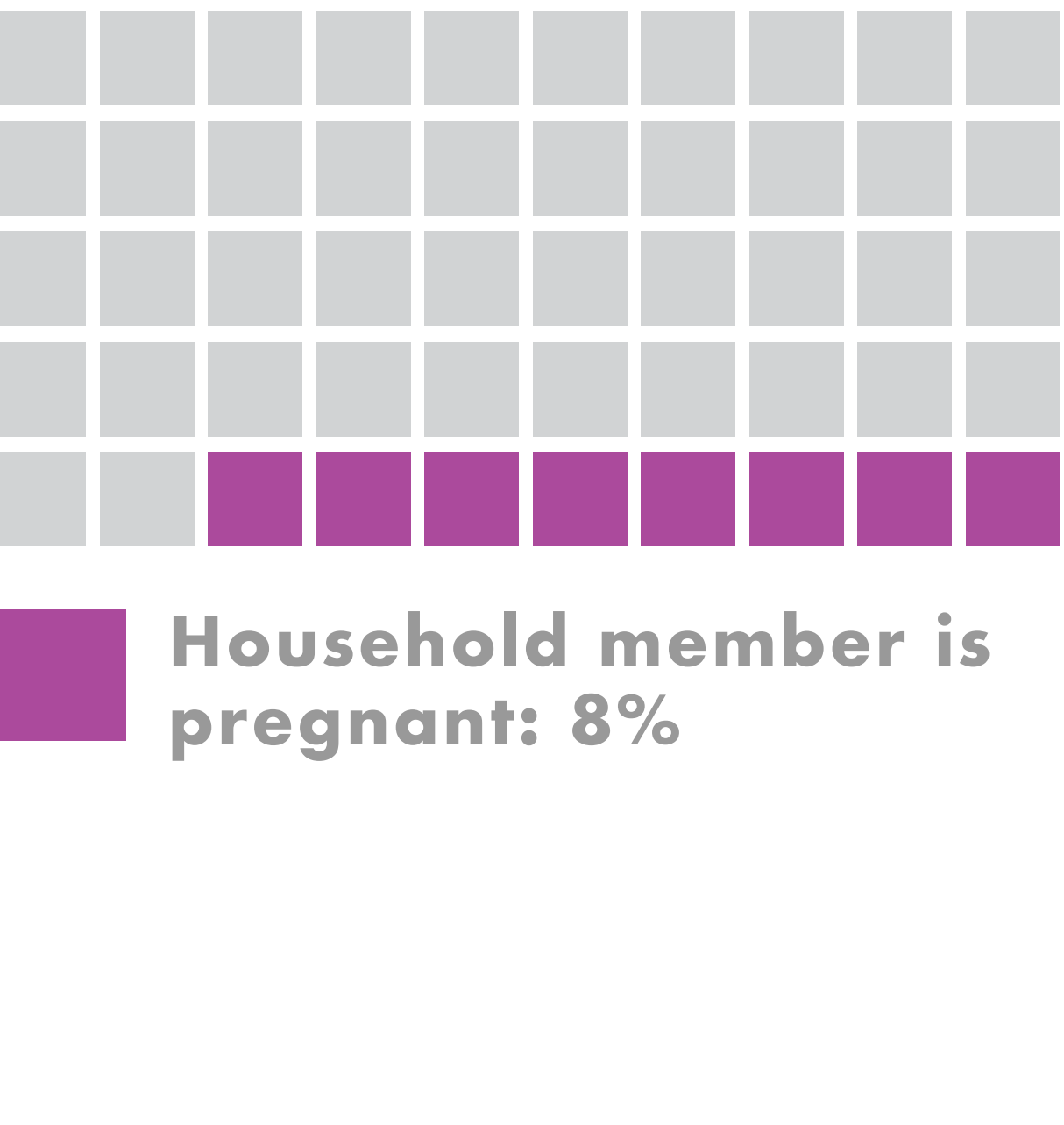
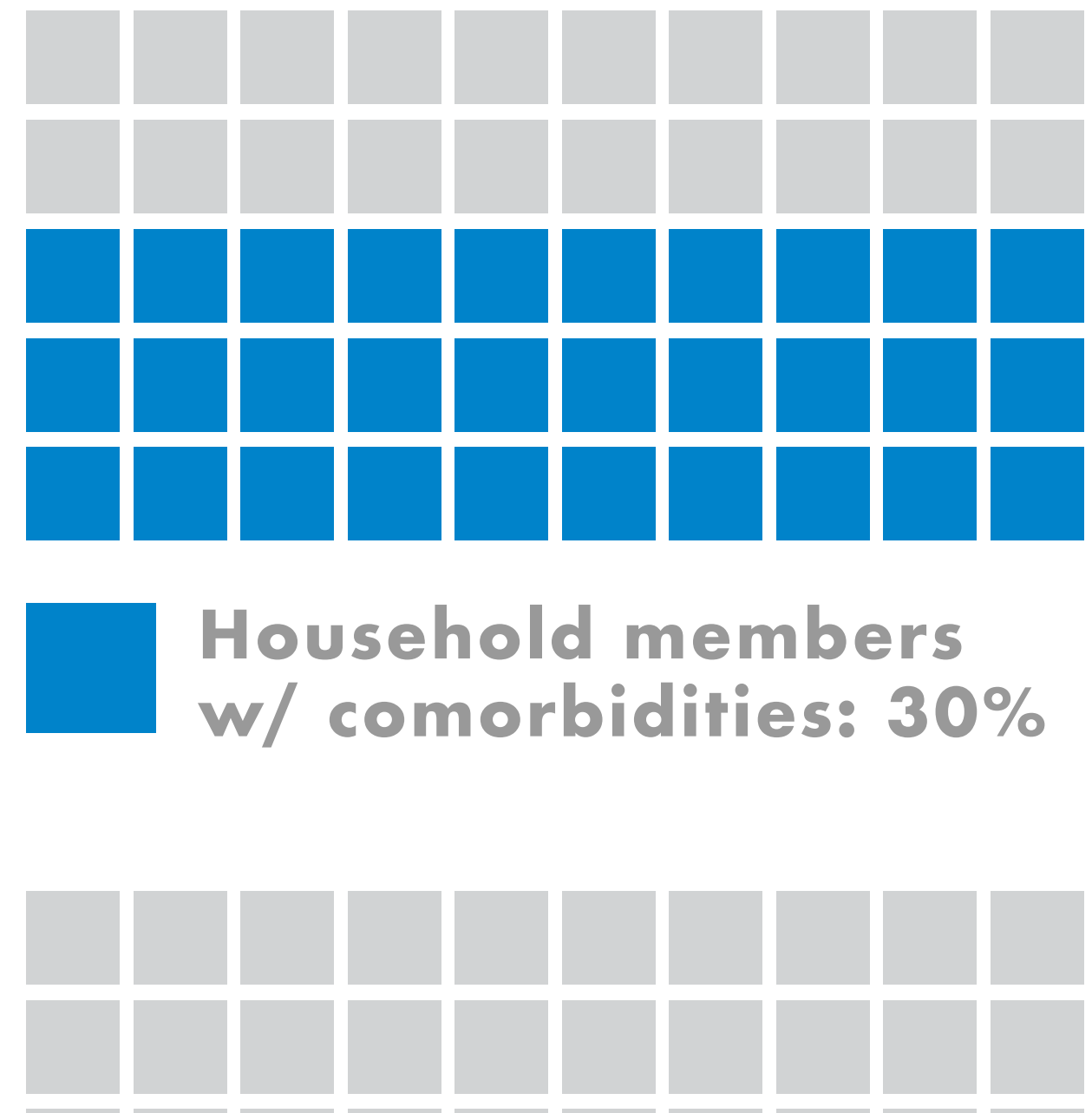
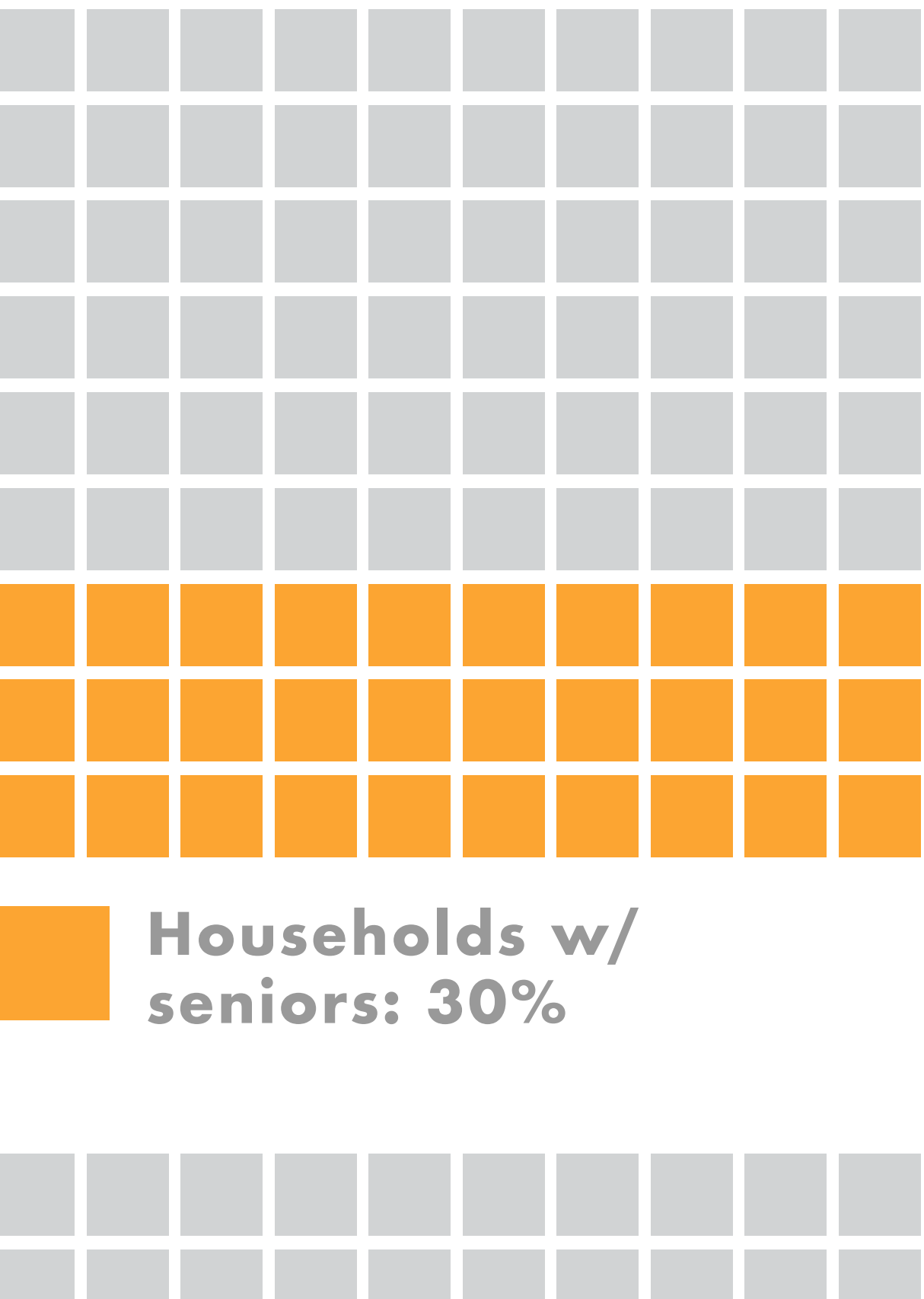
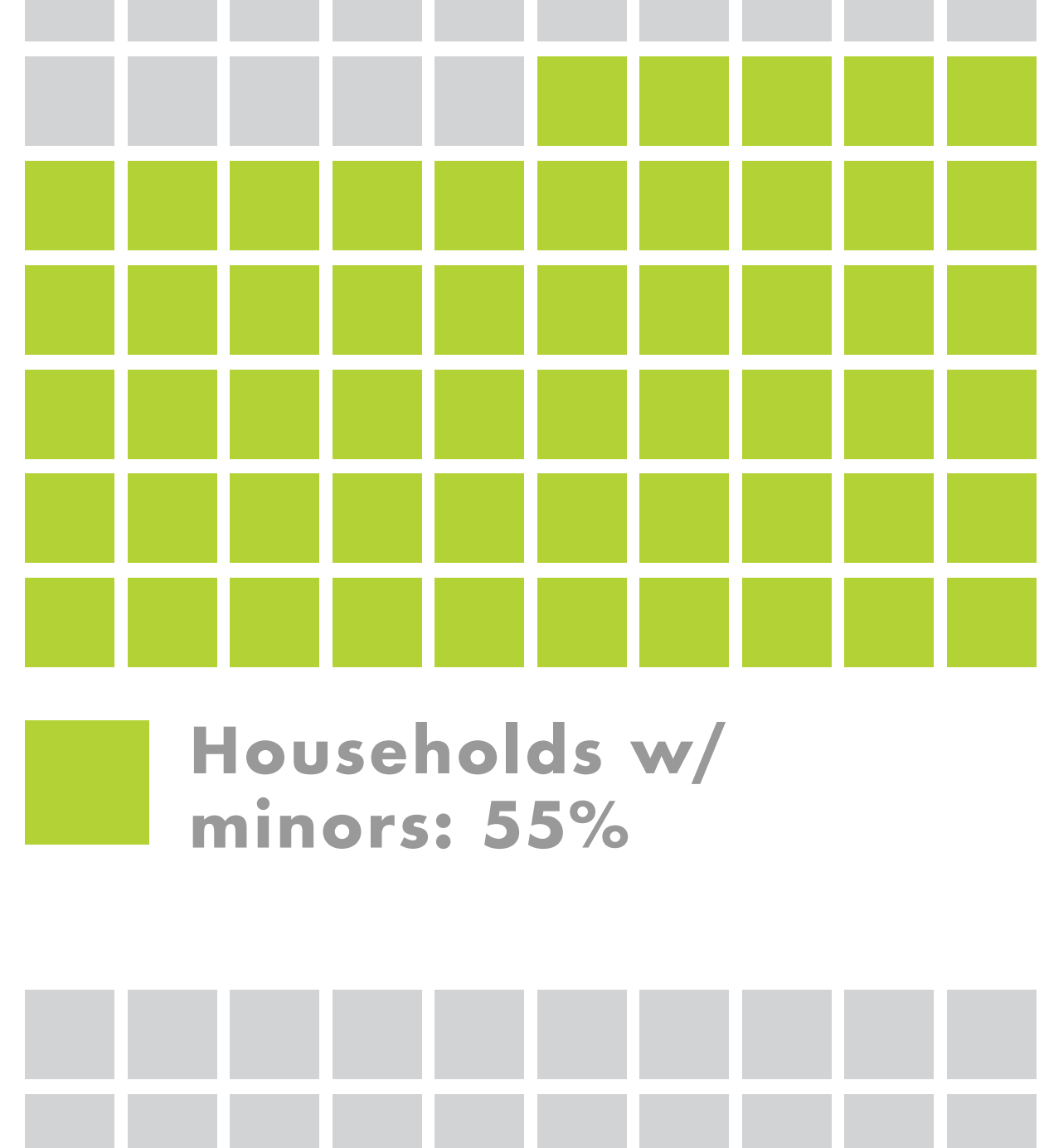
Respondents by immunization status



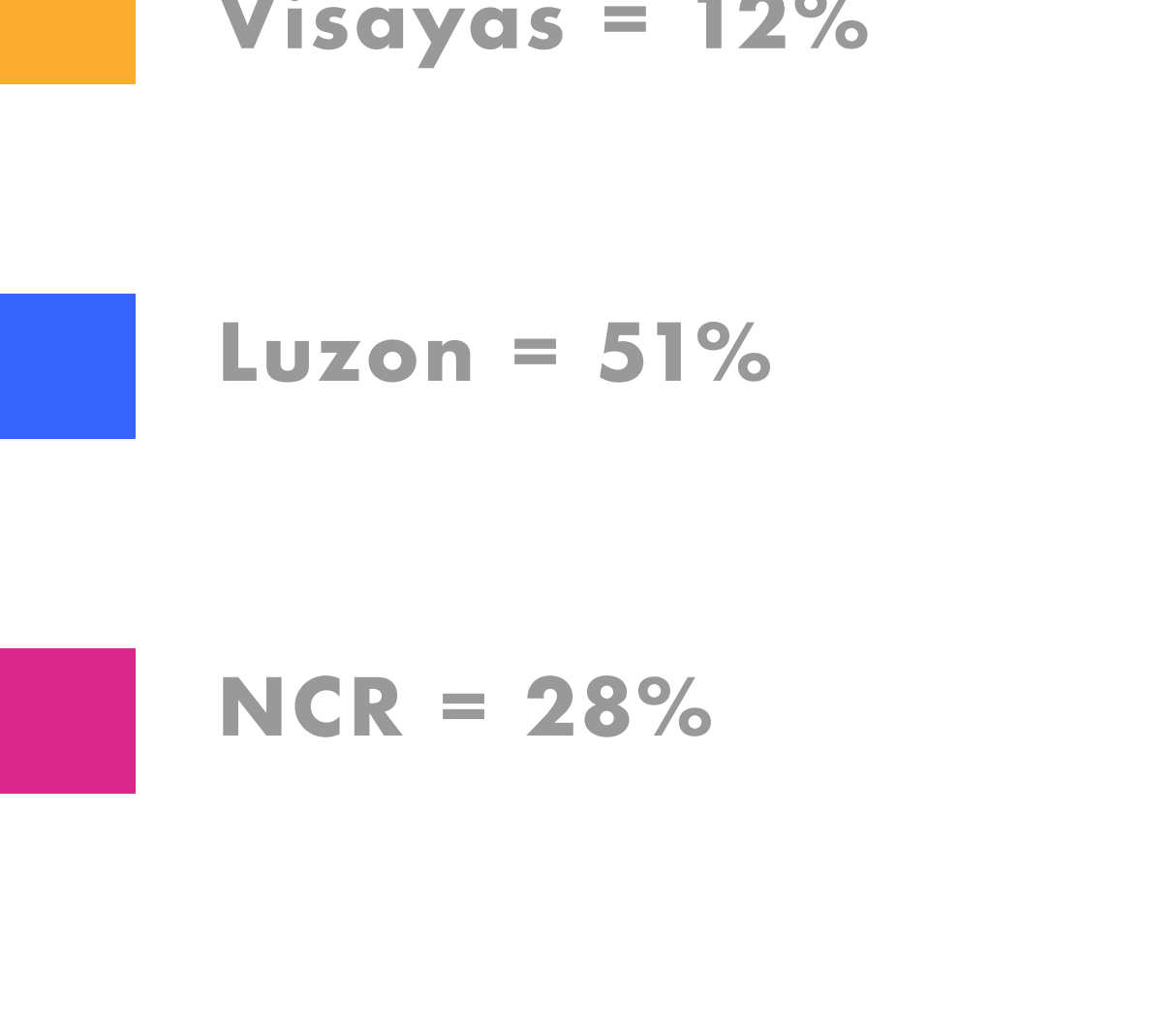
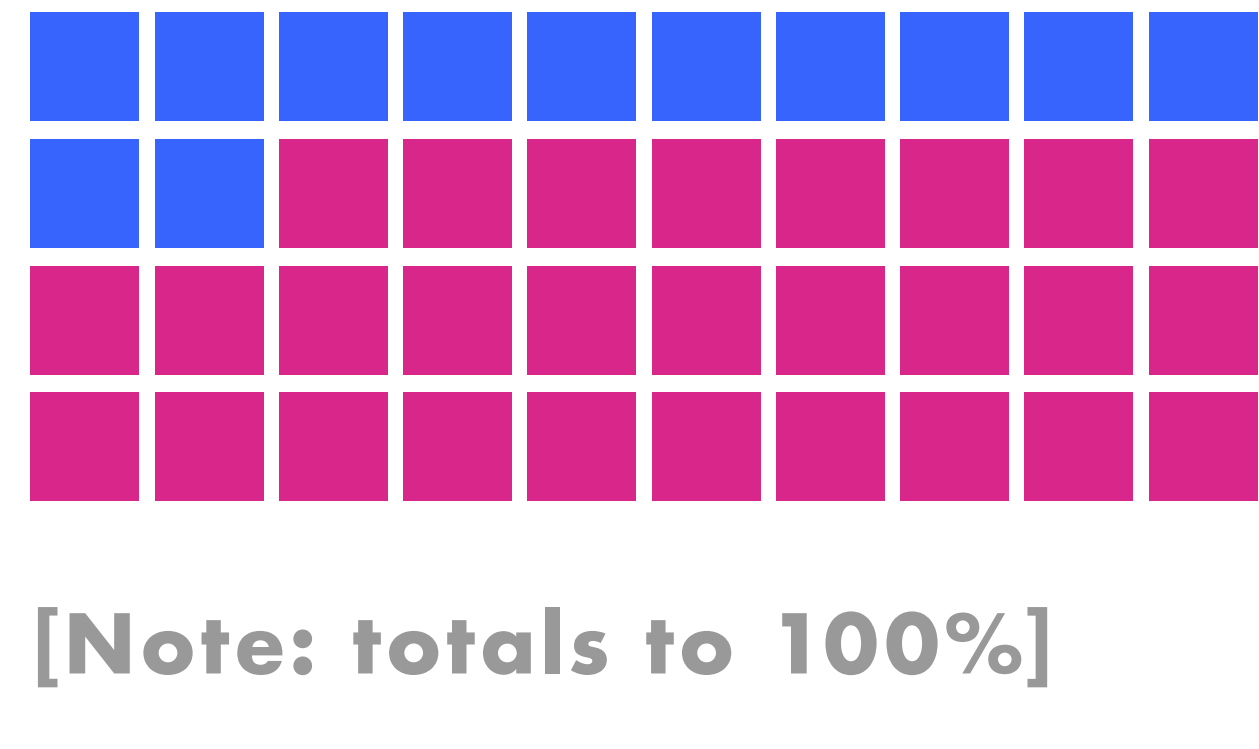
Respondents who are frontliners



Respondents by household composition



Respondents by geographical location



[Note: totals to 100%]

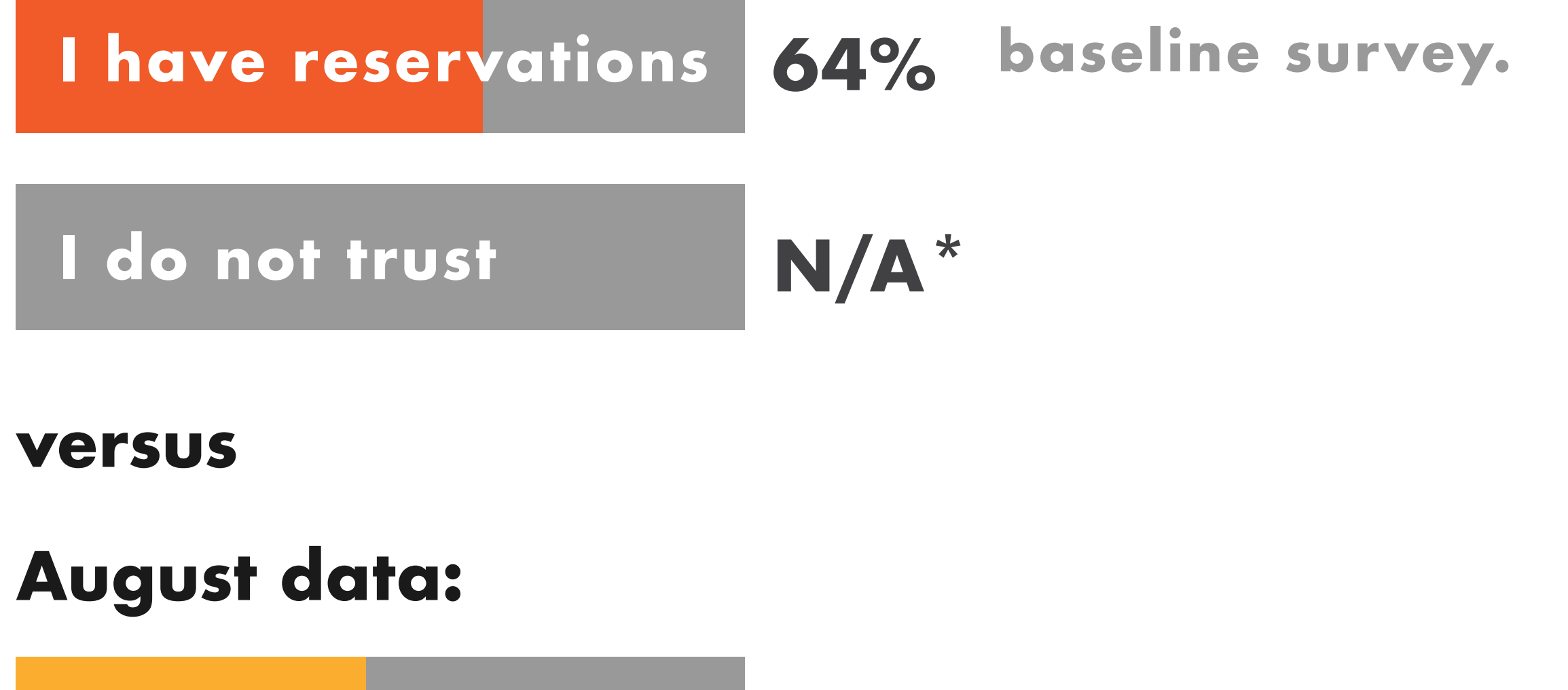
Results

Gap Between Trust and Hesitancy

Compared to the public's sentiments towards vaccines in January which were either willing or hesitant to be vaccinated, the results in August show that these sentiments have now been further refined into three levels, with 48% trusting the Covid-19 vaccines and willing to be vaccinated (which was 36% in January), another 44% who still have reservations (hesitant to be vaccinated) while the remaining 8% now declare that they do not trust the vaccines at all. The numbers show that focused efforts should be made on the 44% who may have reservations but can still be persuaded to get vaccinated.

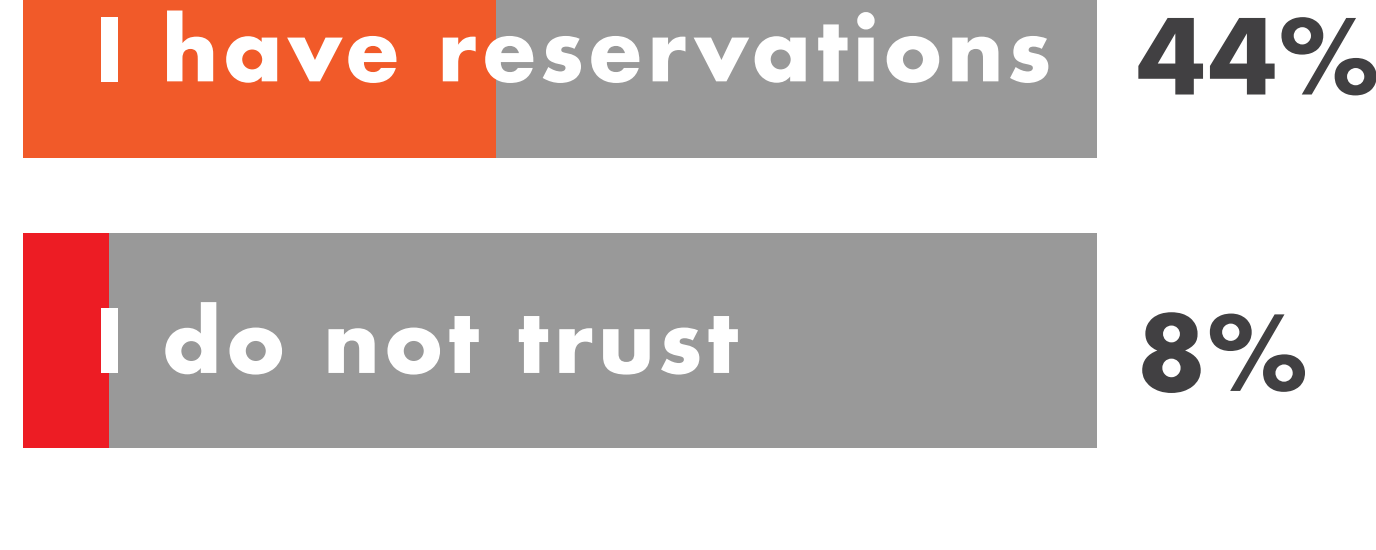
Trust in COVID-19 Vaccine

January data:



versus

August data:



Main Reasons for Vaccine Hesitancy

The survey results revealed the top three (3) reasons for the respondents' hesitation to undergo vaccination:

- Possible side effects;
- Lack of convincing proof that the vaccine is safe; and
- Reports about the vaccines' short period of efficacy.

The reasons are shown in the table below:

MAIN REASONS FOR VACCINE HESITANCY	PERCENTAGE
Fear of side effects	41%
Insufficient proof of the vaccines' safety	34%
Short efficacy period	15%
Pre-existing medical conditions	10%
Vaccines shortage where they live	7%
Vaccines are not safe	6%
Don't believe in vaccines	3%
Believe that they don't need vaccines	2%
It's against their religious belief	<1%

The Tipping Points for Vaccine Hesitancy

The biggest contributing factor cited for the rise in vaccination rate and the lowered vaccine hesitancy is the news of the new COVID-19 variants. Learning about the experiences of vaccinated friends and family members also helped, as well as concern for the vulnerable family members such as senior citizens and/or minors they are living with.

TIPPING POINTS	PERCENTAGE
New coronavirus variants	57%
Vaccinated friends and family members	55%
Senior citizens and/or minors at home	30%
High cost of treatment	26%
Reading new info that addressed vaccination worries	25%
The need to resume work and travel	24%
Seeing new info that addressed vaccination worries	16%
A free and easy vaccination process in their community	12%

Drivers for Vaccination

The tipping points were reinforced by the given drivers for vaccination. Respondents said that the major considerations that helped them decide to undergo vaccination include guaranteeing not only their own safety and protection, but also the safety and protection of the people they live with.

DRIVERS	PERCENTAGE
Protection for myself	80%
Protection for my household	75%
To travel again safely	64%
To be able to safely socialize with friends and family	54%
To be able to leave the house and return to work safely	46%
To be able to go to the mall without worry	37%
To be able to go back to school safely	33%
To be able to eat in restaurants without fear	31%
To avail of discounts given by restaurants and stores for the vaccinated	22%

Still on the Anti-Vax Train

However, the survey also revealed that 18% of the participants have not changed their anti-vaccination stance since January. They also indicated that they are open to changing their opinion as long as certain issues are resolved, primarily that further studies are done on the vaccines' safety and side effects.

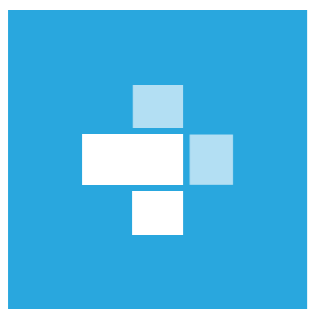
CONVINCING FACTORS	PERCENTAGE
Additional research on the safety and side effects of vaccines	51%
Doctors saying the vaccine are safe	24%
Family members encouraging me to get vaccinated	22%
Someone I trust saying that vaccines are safe	21%
Someone I know getting vaccinated	17%
My employer encouraging me to get vaccinated	11%
The government/DOH encouraging me to get vaccinated	11%

Vaccination as a Key for Economic Recovery

Although the Philippine economy was reported to have experienced its fastest annual growth rate in Q2 2021 in over three decades, the extension of tight quarantine measures caused by the rapid spread of the Delta variant curbed that growth's outlook in Q3. With the country's economic model, specifically its reliance on tourism and hospitality, retail, and food and beverage (F&B) sectors that require public mobility, recurring lockdowns would not be sustainable. An effective strategy for containing and reducing viral transmissions is critical for the Philippines to ease into the gradual reopening of its economy.

Key Insights

- 1 Vaccine hesitancy has declined.** Gaps remain in the respondents' understanding of what the vaccines can do and how safe and effective they are in preventing the spread of COVID-19. Most are open to changing their minds, should they be provided with sufficient information and proof by channels, groups, and individuals they trust.
- 2 The country needs a more organized and convenient vaccination program.**
- 3 Higher vaccination rates can have a snowball effect.** The higher number of people undergoing vaccination are encouraging more Filipinos to get them too.
- 4 Better messaging and information dissemination can address most of the reasons behind vaccine hesitancy as these are not rooted in some traditional notion that would be more difficult to overcome.**



CO-PRESENTORS

EON

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EON's Trust Central leads the creation of EON Insight and together with Tangere, an emerging market research company, they conduct deep dives into various industries and changing consumer behavior through Tangere's survey app.

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