

# JORDANIANS' ATTITUDES ON COVID-19 VACCINE

April 2021

# STUDY BACKGROUND



# In order to track Jordanians' attitudes towards the COVID-19 Vaccine, Ipsos utilized a dual approach that includes a representative quantitative survey as well as social intelligence analytics providing a well-rounded view on the public's stance regarding the topic

## Quantitative Survey



As the vaccine became a global reality and the Jordanian government also announced the plan to vaccinate Jordanians, it was important to have an accurate measure of Jordanians' overall opinions on the vaccine.

A representative sample of Jordanians from all regions and different demographics were interviewed, to gauge on their willingness to take the vaccine as well identifying potential barriers that stand in the way of vaccine acceptance.

## Online Conversation



The social intelligence study covers Jordanians' online interactions with regard to the COVID-19 vaccine, starting from discussions prior to the government's announcement of their plan to vaccinate the public, until after the local rollout started. The study outlines the evolution of the different topics which shaped the conversation on the vaccine within this period. Discussions included the stance on vaccination, the government's administration plans, as well as Jordanians' concerns revolving around the vaccine on global and local levels.

# METHODOLOGY



## Quantitative Survey



### Methodology

Computer assisted telephone interviews



### Sample

**1000 Jordanians**  
Ages 18+, Males & Females,  
Nationwide Coverage



### Fieldwork Date

March 2021 – April 2021

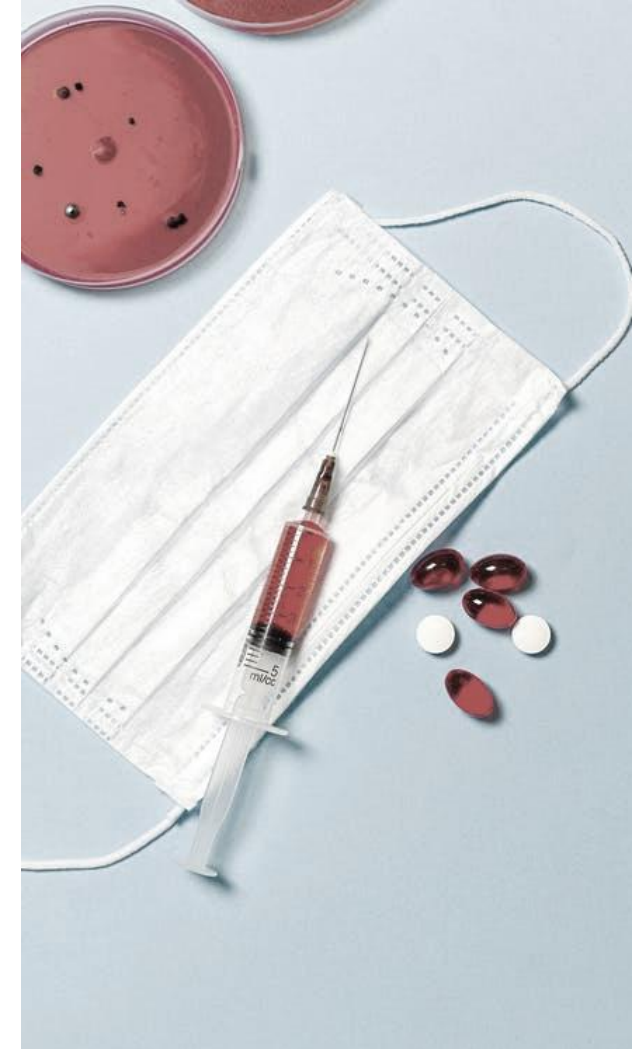
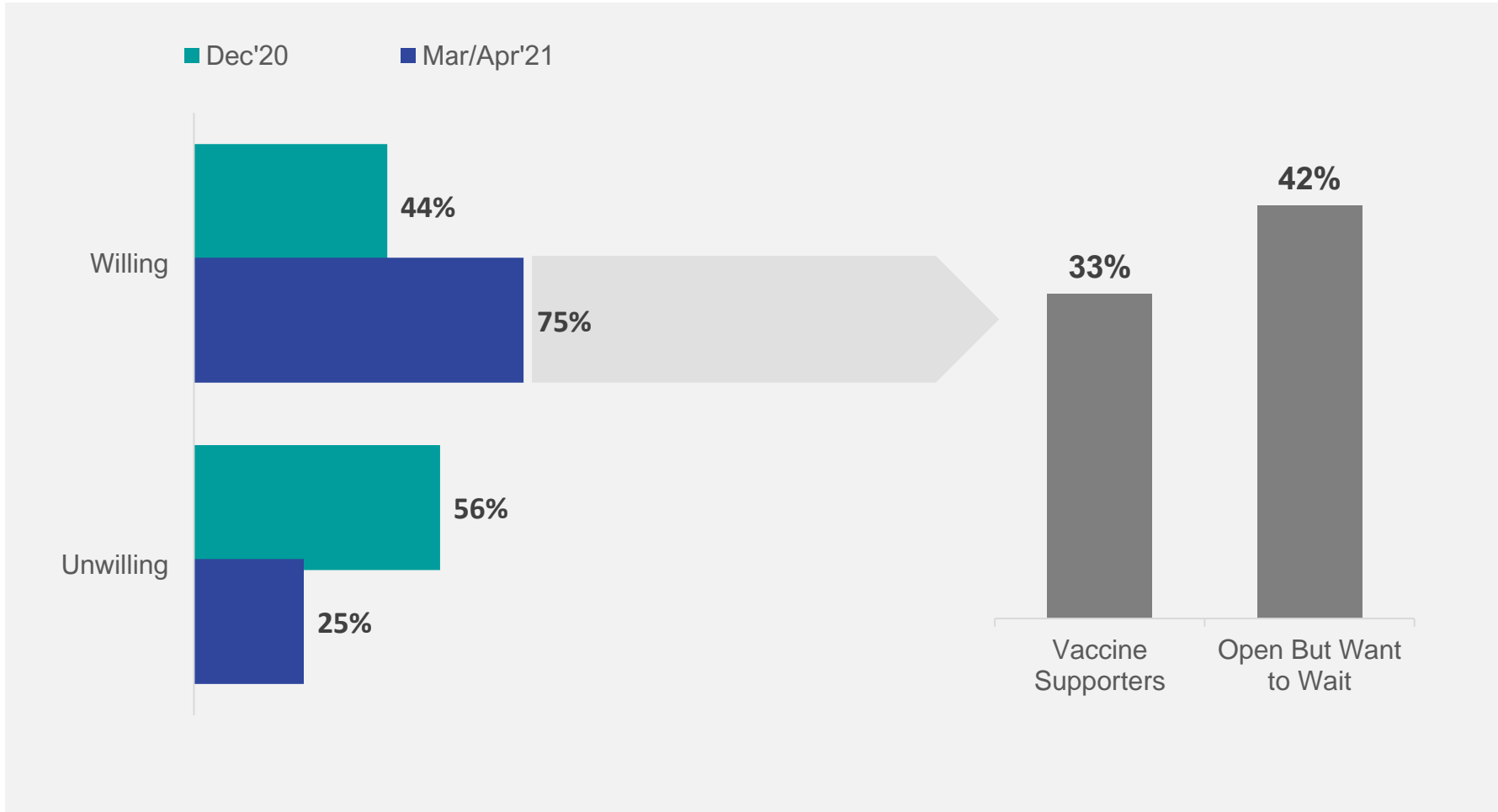


# ATTITUDES TOWARDS THE VACCINE

Over the course of 3 months, willingness to take the vaccine has witnessed more than 30% increase, however, almost 33% of Jordanians are open to taking the vaccine immediately, whereas 4 in 10 would like to wait.

### Willingness To Take the Vaccine

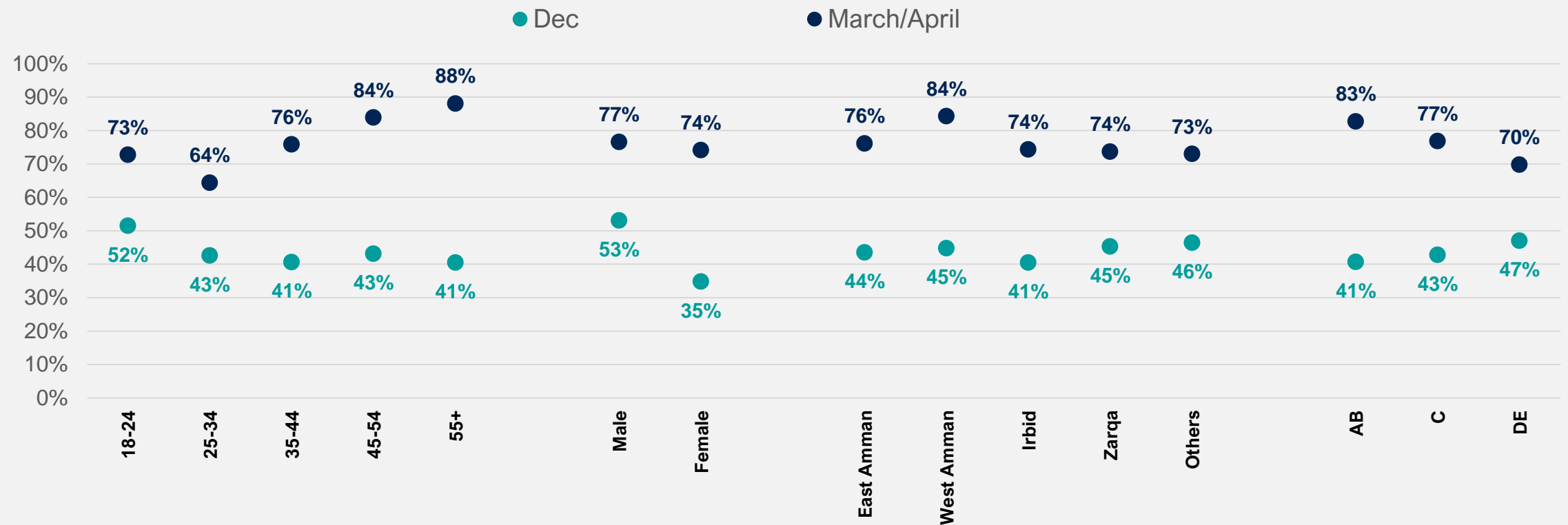
### Attitudes Towards Taking The Vaccine



\*Vaccine supporters includes those – Vaccinated, Registered, Have Appointments or seriously want to register immediately

While acceptance towards the vaccine has witnessed a considerable increase across all segments, unlike the previous wave, older segments are now showing more openness when compared to younger generations.

## Willingness to Take Vaccine By Demographics

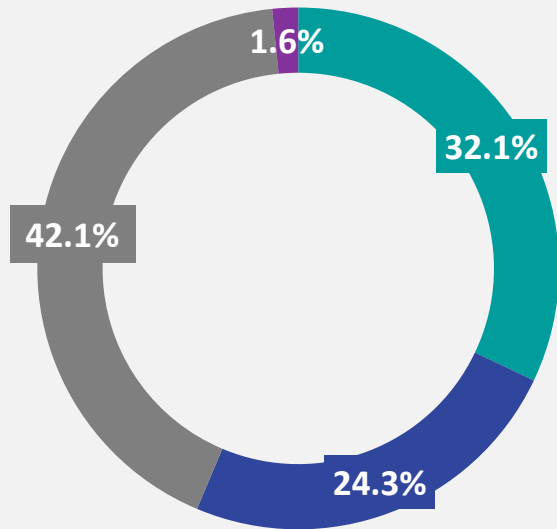


**While the majority state people around them are split equally between those willing and unwilling, those who are willing but hesitant, and unwilling, are mostly surrounded by people who are against the vaccine, highlighting the role of social influences when it comes to formulating perceptions about the topic**

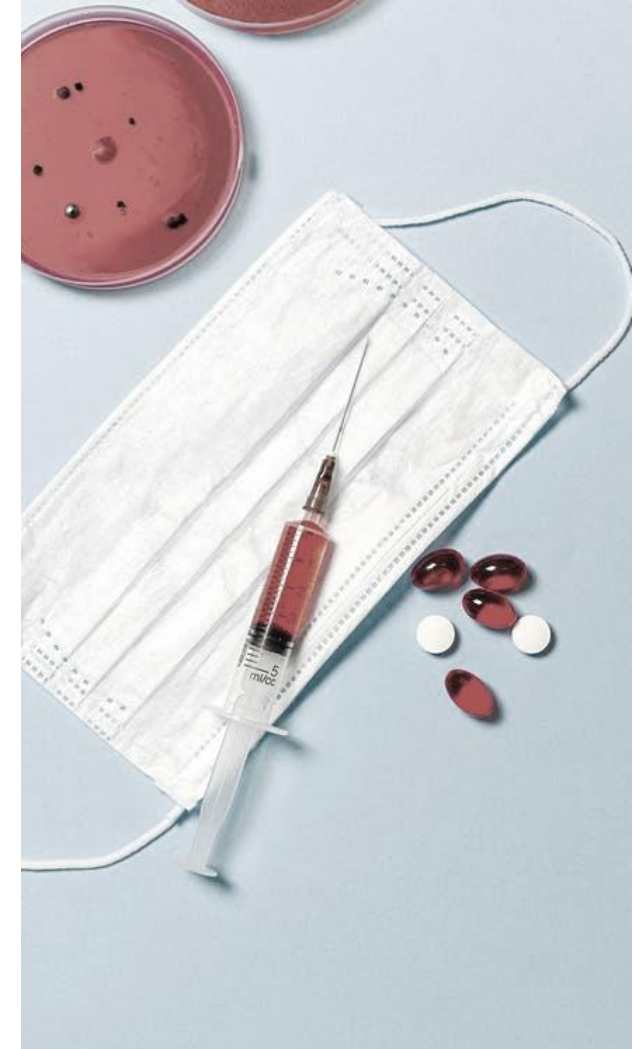
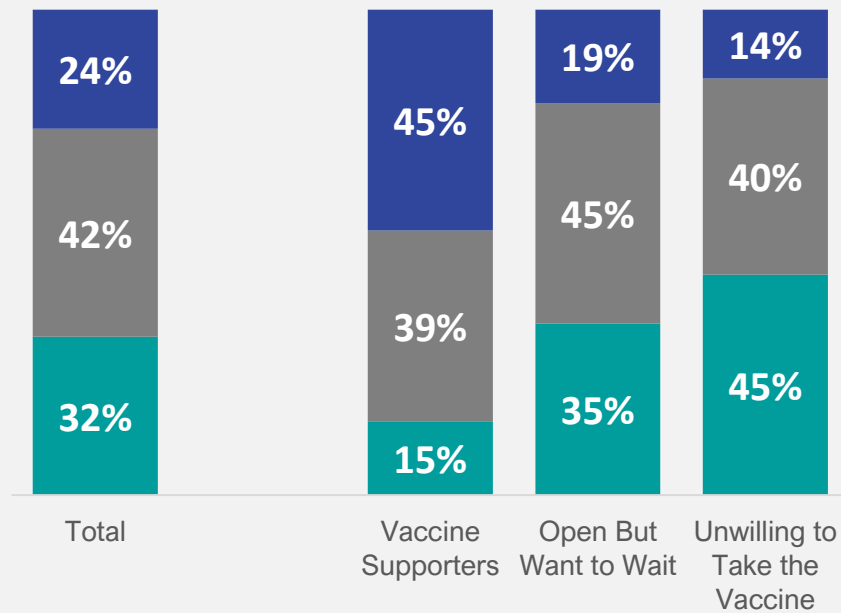
## People's Preferences

*Generally, thinking about the people around you, would you say that...*

■ Most Are Against Vaccine    ■ Most Are With Vaccine  
■ Split Equally    ■ Do Not Know



■ Most Are Against    ■ Split Equally    ■ Most Are With

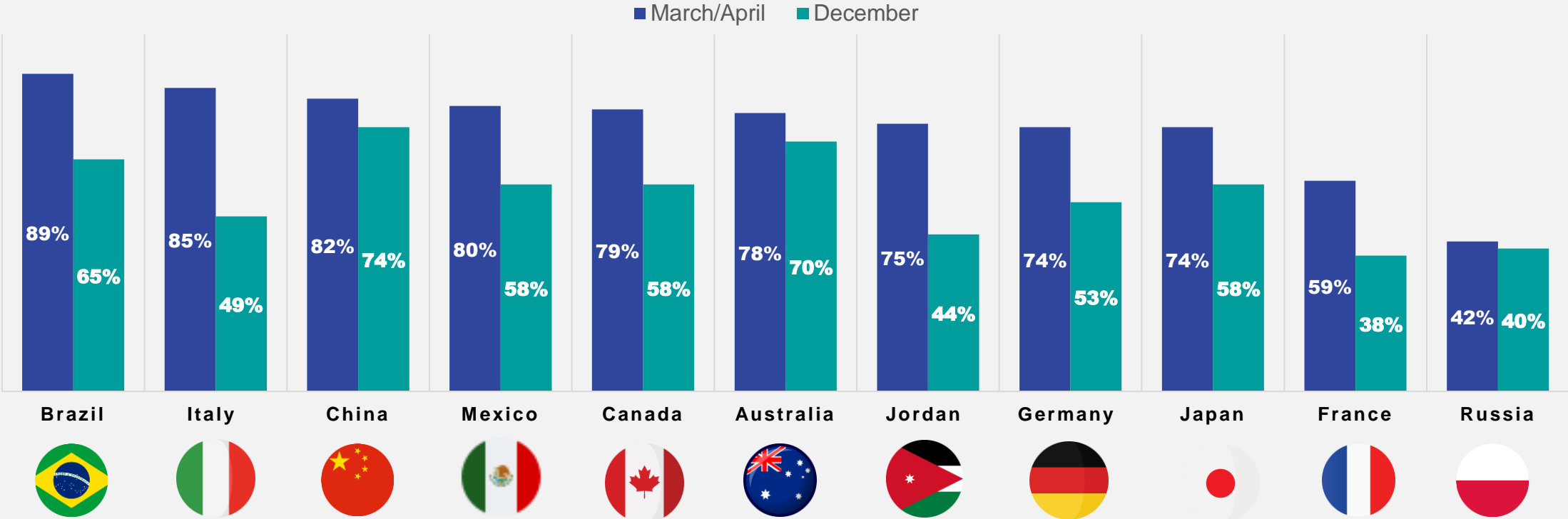


\*Vaccine supporters includes those – Vaccinated, Registered, Have Appointments or seriously want to register immediately



# Given the recent shift in attitudes, Jordanians' willingness to take the vaccine has gone up in comparison to other countries.

## Willingness to Take Vaccine By Country



**While the majority of Jordanians believe that the vaccine is important for lives to return to normal, concern regarding its side effects were cited as the main reason as to why they have not registered yet. In fact, many stated that the majority should opt for the vaccine, however found justifications as to why this does not apply to them.**

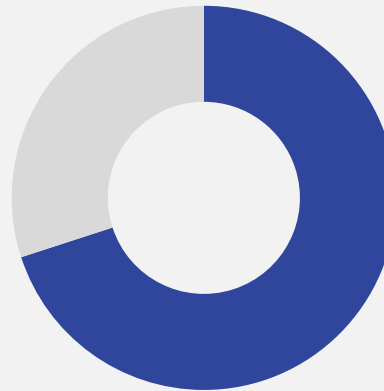
% Agreeability



**74%**

**Believe Vaccination Is Imperative For Lives To Return To Normal**

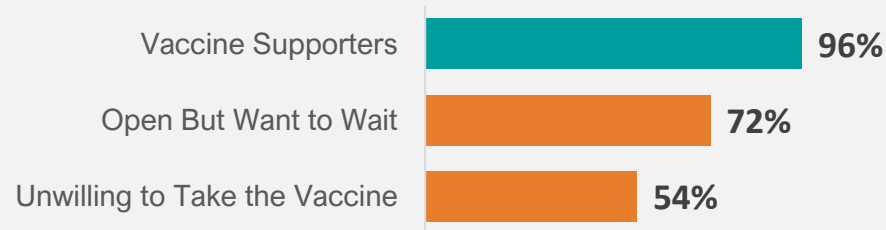
% Agreeability



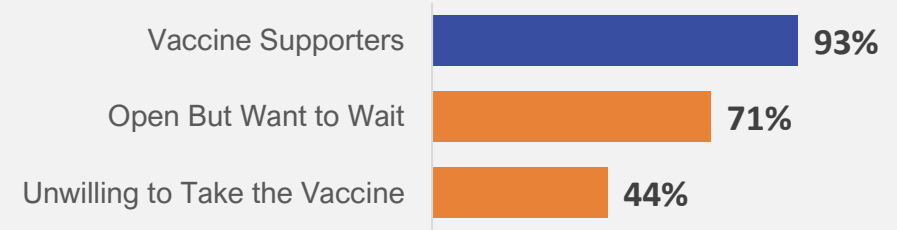
**70%**

**Believe The Vaccine Is Effective In Protecting Them And Their Families**

% Agreeability willingness to take the vaccine:



% Agreeability by willingness to take the vaccine:



\*Vaccine supporters includes those – Vaccinated, Registered, Have Appointments or seriously want to register immediately

## Verbatims – Those who Want To Wait Yet Agree With Vaccine Importance



*“I don’t mingle or interact with people, so I don’t need the vaccine.” **Female, 18-24, Zarqa***



*“I have some allergies, so it is better for me not to take the vaccine.” **Male, 18-24, East Amman***



*The vaccine side effects are still unclear, where they differ between different people. It also got produced super fast, so I’m not really interested in it. I believe it would benefit older people in my family more.” **Male, 18-24, East Amman***



*“I already got infected with the virus, and I don’t like vaccines in general.” **Female, 25-34, West Amman***



*All the members of the household got infected, so we are not at risk of getting infected again. However, my parents could take it as they are old.” **Female, 25-34, Balqa***



*“I am waiting to get an approval from my doctor, as I have several diseases.” **Female, 45-54, Zarqa***



*I know it is effective, but I am somewhat worried, however some people took it, and they did not experience any side effects.” **Male, 35-44, East Amman***

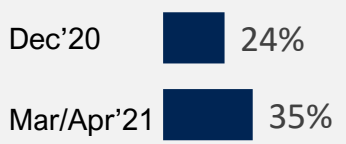
*Note: The verbatim examples on this slide are translated from Arabic, the language they were posted in.*

**While lack of effectiveness as a concern decreased considerably, People are becoming more worried about the vaccine side effects than they were 3 months ago.**

## Reasons for Not Taking the Vaccine



### Side Effects



Some Jordanians are worried about the side effects of the vaccine, with many believing that the side effects might be deadly.



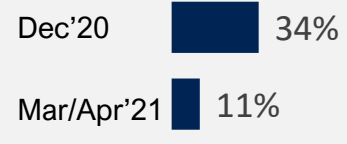
### Lack of Trust



Some are skeptical of the contents of the vaccine. They are also not trusting of the origins of the vaccine nor the company that made it.



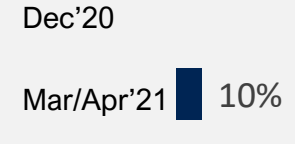
### Vaccine Effectiveness



Some believe that the vaccine is not effective in preventing an individual from getting infected with COVID-19.



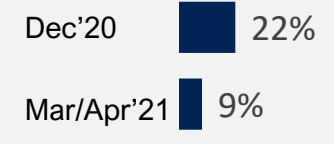
### Have Caught COVID Before



Some Jordanians are not willing to take the vaccine because they believe they have protection from the virus as they have caught it before.



### Unnecessary



Some believe that other measures like wearing masks and social distancing are more important when it comes to fighting the virus. Others believe that the virus isn't serious enough to warrant a vaccine. Some think natural immunity will take its course, while others do not believe the virus exists at all.

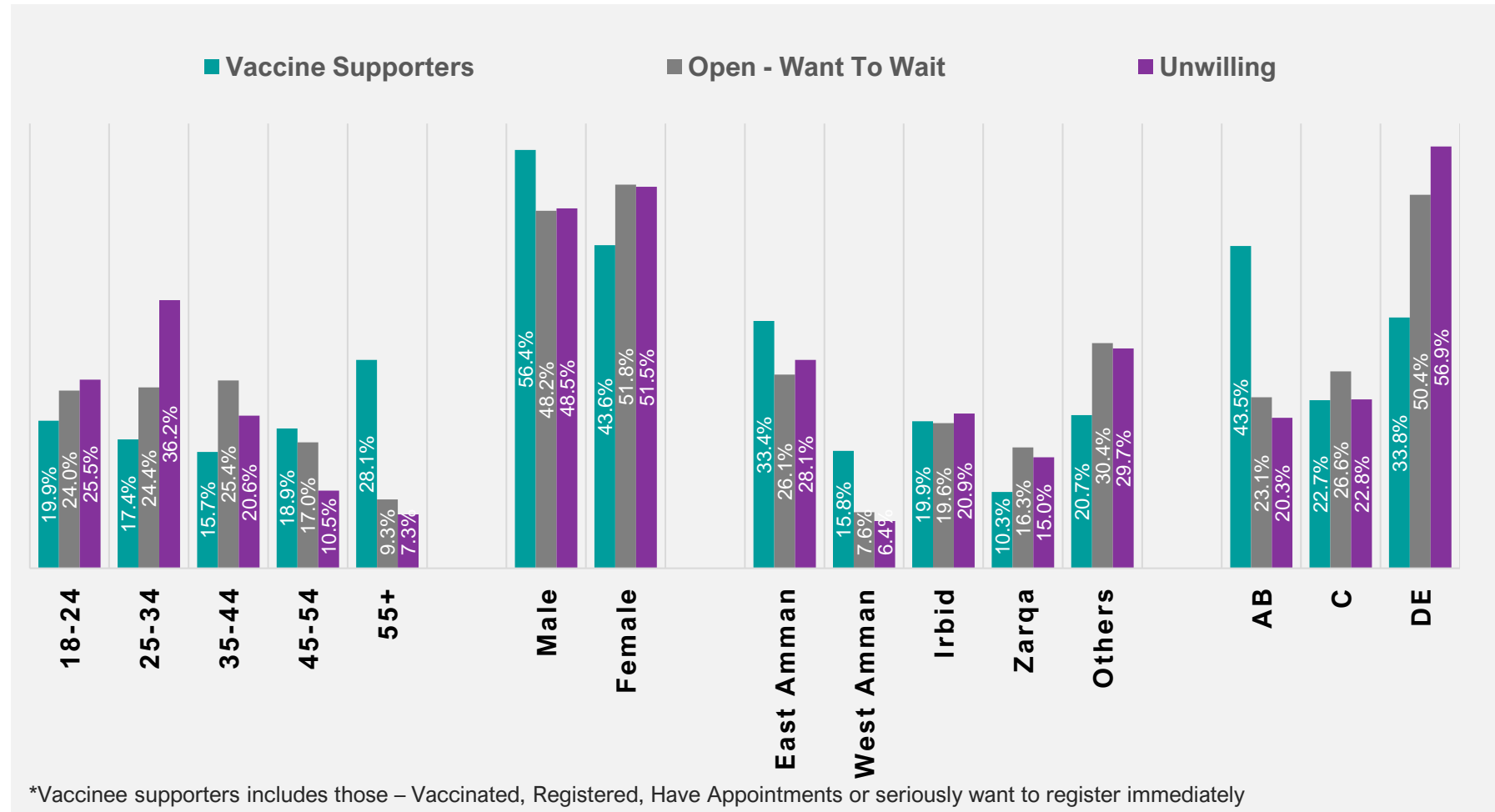
**Which best describes why you would not take a vaccine for COVID-19?**



# VACCINE PROCESS

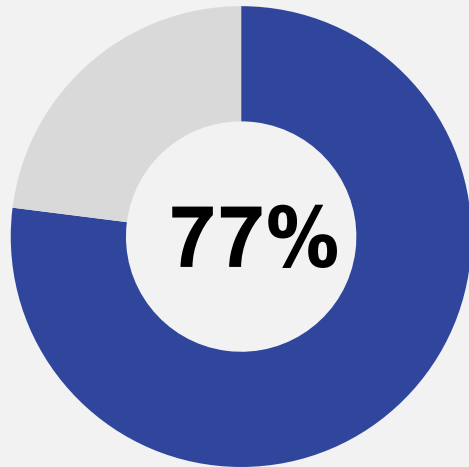


Jordanians who registered for the vaccine are most likely to be of the older age segments, and those who are of higher income groups, as these people are also more open to taking the vaccine.



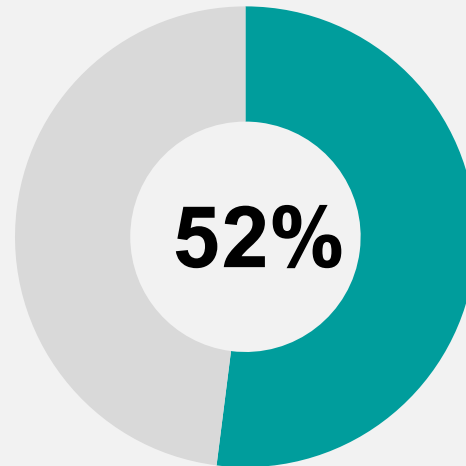
Although the majority are hesitant to take the vaccine, it comes as a surprise that 1 in 2 believe the country is not doing enough vaccinations per day. That said, Jordanians believe the country has provided an easy vaccination process for its citizens, where almost 8 in 10 believe the process is simple.

% Agreeability

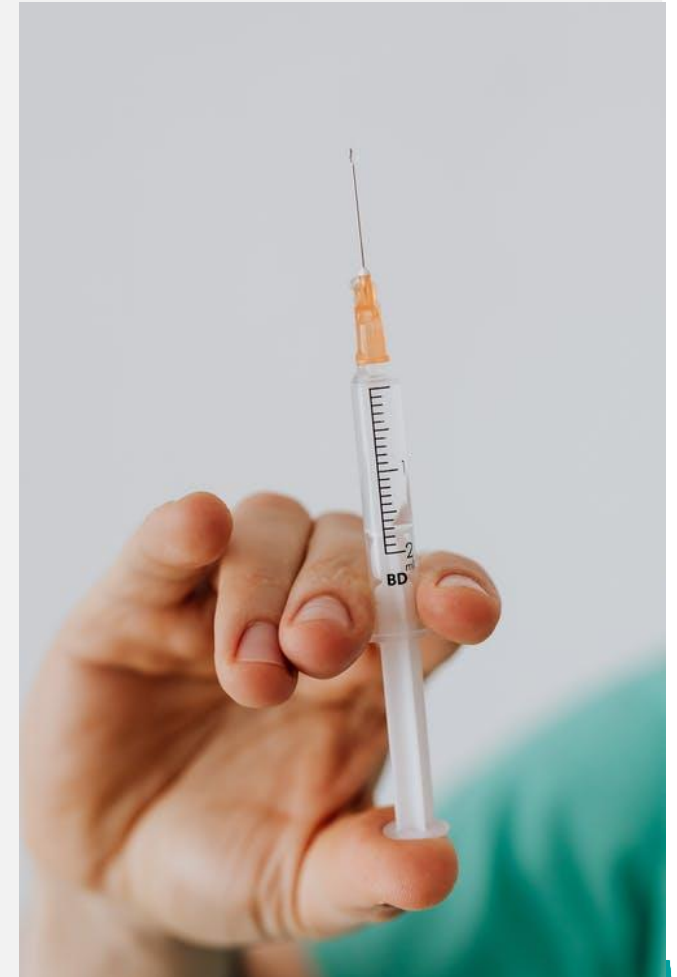


**Believe The Vaccination Process In Jordan Is Easy**

% Agreeability



**Believe The Country Isn't Doing Enough Vaccinations Per Day**

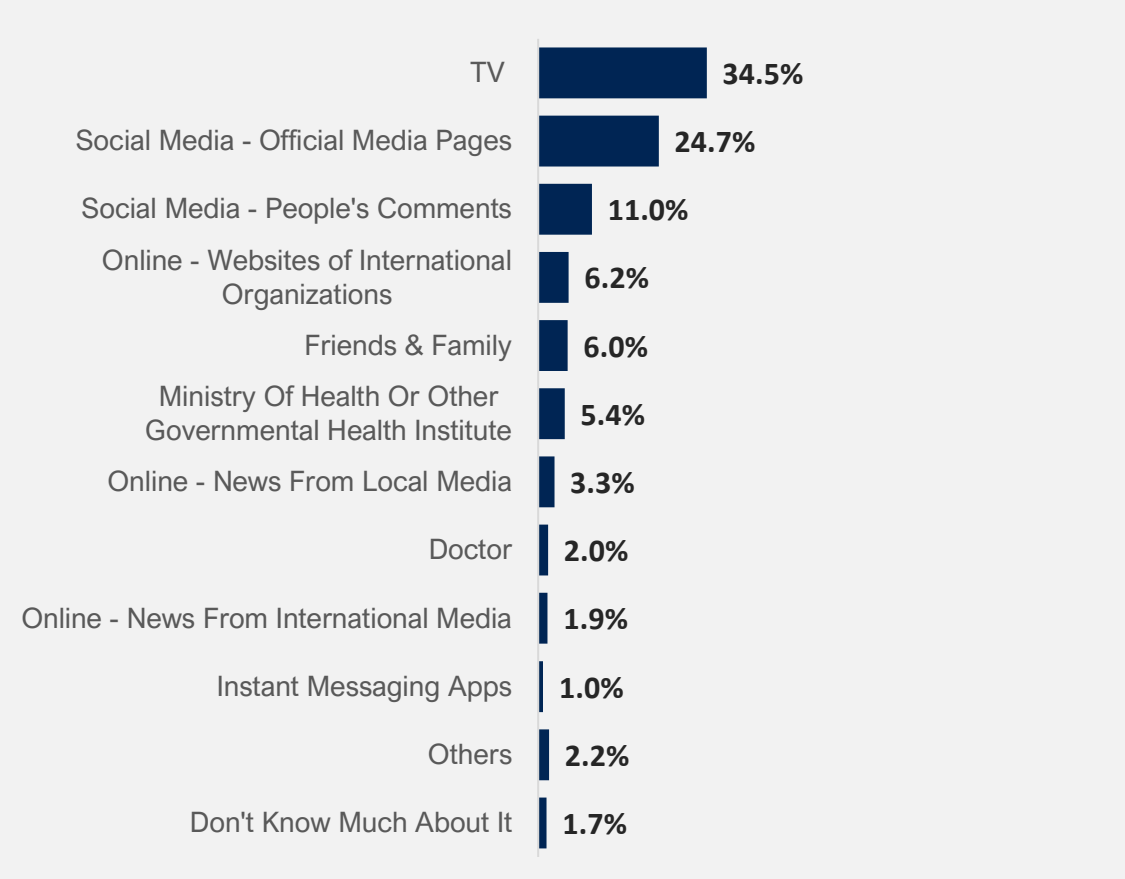


# SOURCES OF INFORMATION



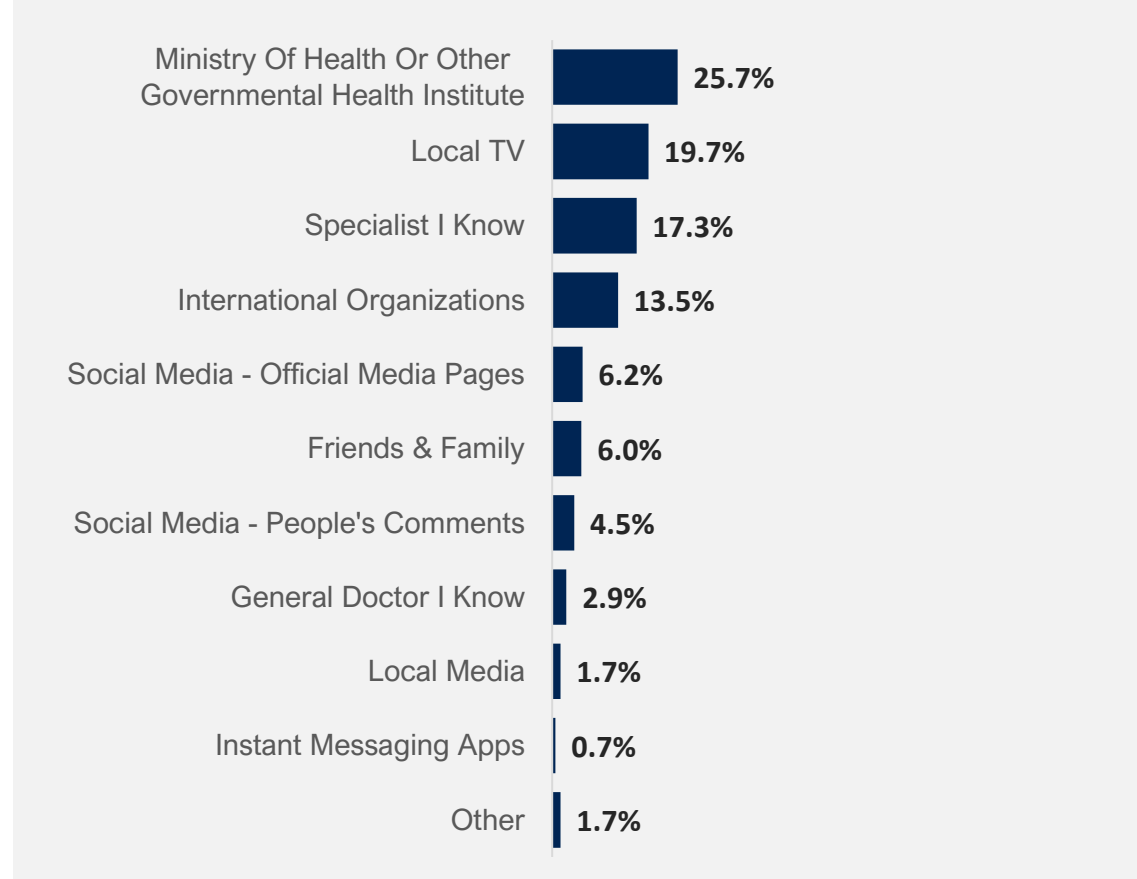
**Jordanians' main source of information about the COVID-19 vaccine is local TV and social media pages of official media. Even though the ministry of health is the most trusted information source, only 5% get their information from that source.**

### Information Sources About Vaccine



*Where are you mainly getting your information about vaccination from?*

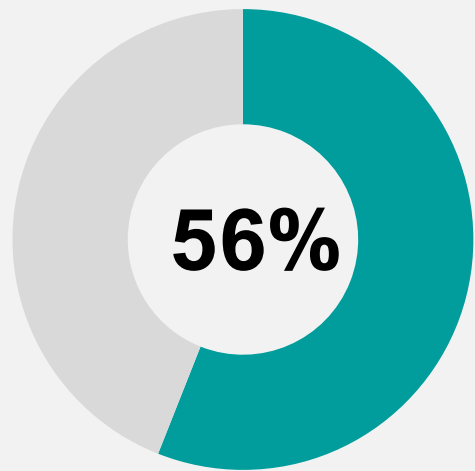
### Most Trusted Information Sources



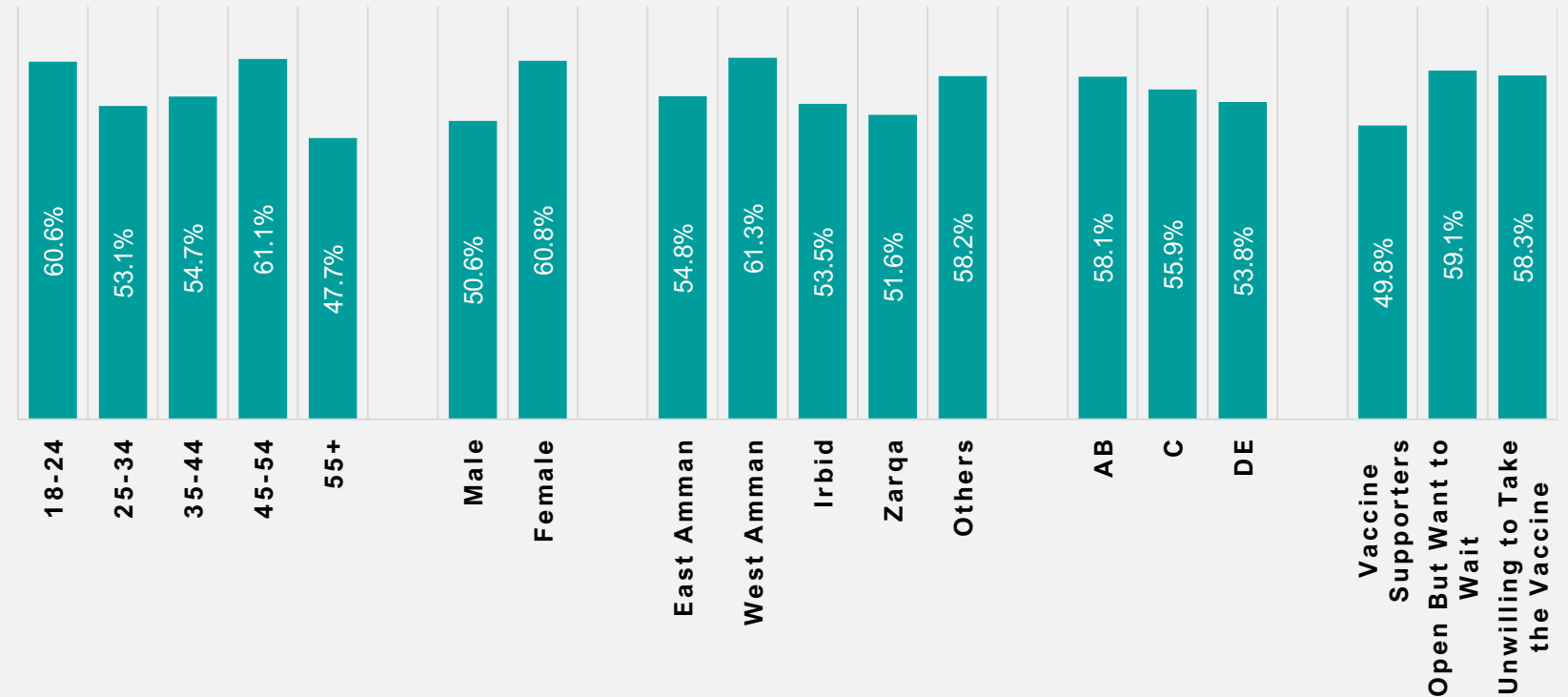
*Where are you mainly getting your information about vaccination from?*

The majority stated they have seen discouraging messaging against the COVID vaccine, with those being younger age brackets and people aged 45-54.

Agreeability With Statement - By Demographics



Have Seen Discouraging Messages Against The COVID Vaccine

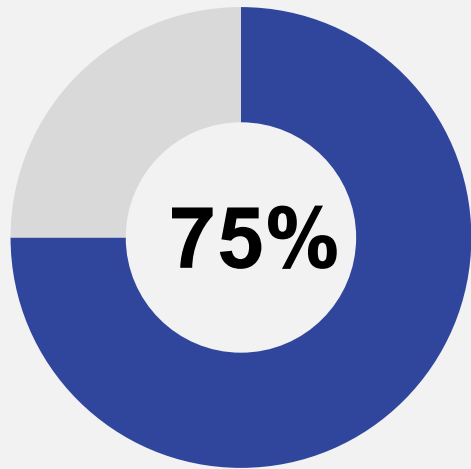


\*Vaccine supporters includes those – Vaccinated, Registered, Have Appointments or seriously want to register immediately

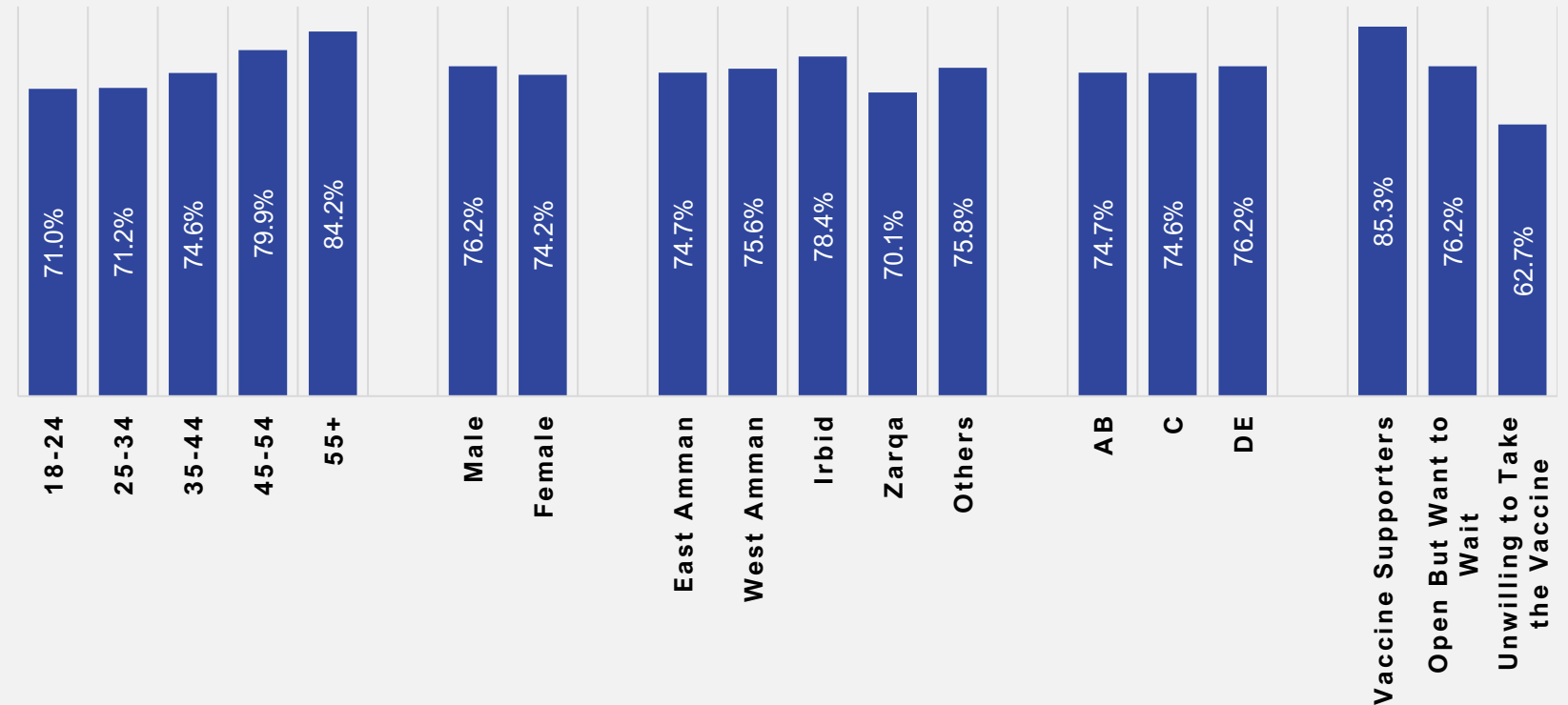


Jordanians are satisfied with the information delivered by the government about the vaccine, mainly higher age brackets and people who are more open to taking the vaccine.

Agreeability With Statement- By Demographics



**Believe The Government Delivers Enough Information About The Side Effects and Effectiveness of COVID Vaccine**



\*Vaccine supporters includes those – Vaccinated, Registered, Have Appointments or seriously want to register immediately

# COVID-19 CONVERSATIONS ON THE SOCIAL WEB

# METHODOLOGY

## Social Intelligence Analytics\*



### Methodology

Social Intelligence: mining data from social and mainstream media sources using the Ipsos social listening platform Synthesio.



### Data Sources

Posts on local media sites including Twitter, Facebook, YouTube, Instagram, blogs, forums, as well as mainstream online media content in Jordan



### Timeframe & Languages

October 2020 – March 2021  
English & Arabic

## Conversation Figures

**Total Volume of Conversation: 162,771**



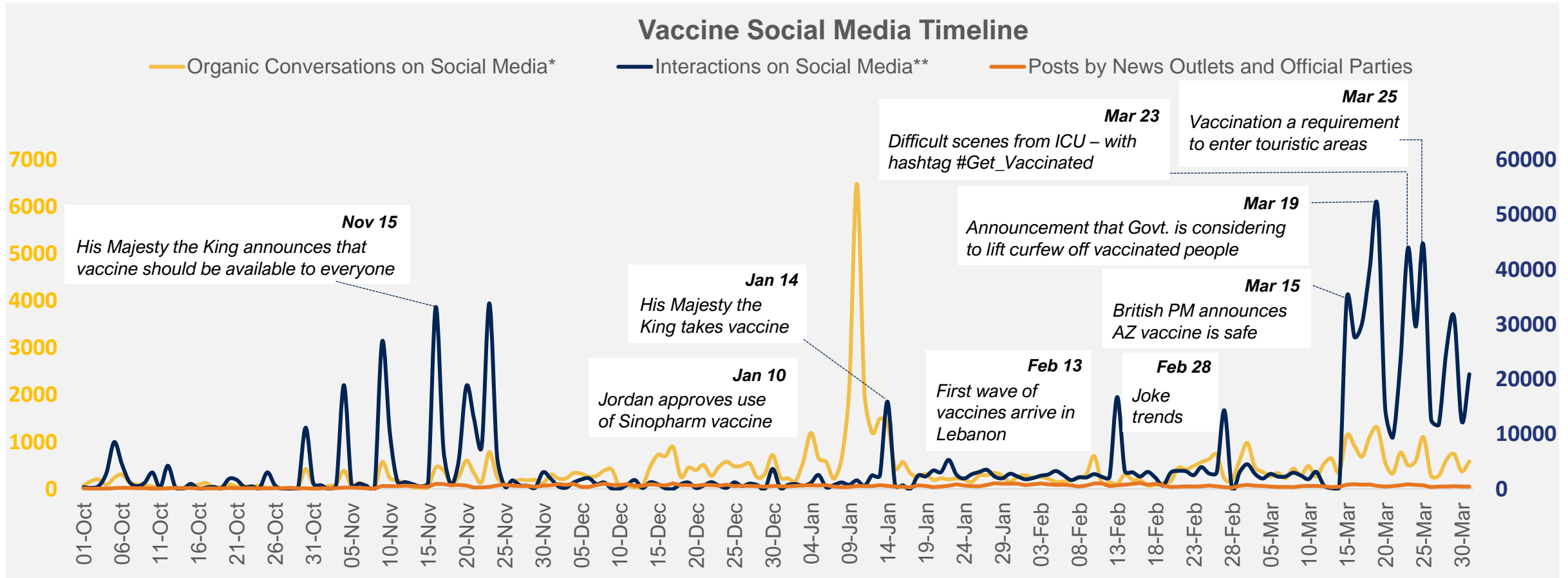
**Before Vaccine Rollout: 70,081**



**After Vaccine Rollout: 92,690**

*\*Our SIA tool adheres to GDPR guidelines which inhibit the access to personally identified data, including private profiles. All the data that is analyzed by Synthesio only cover public pages and accounts.*

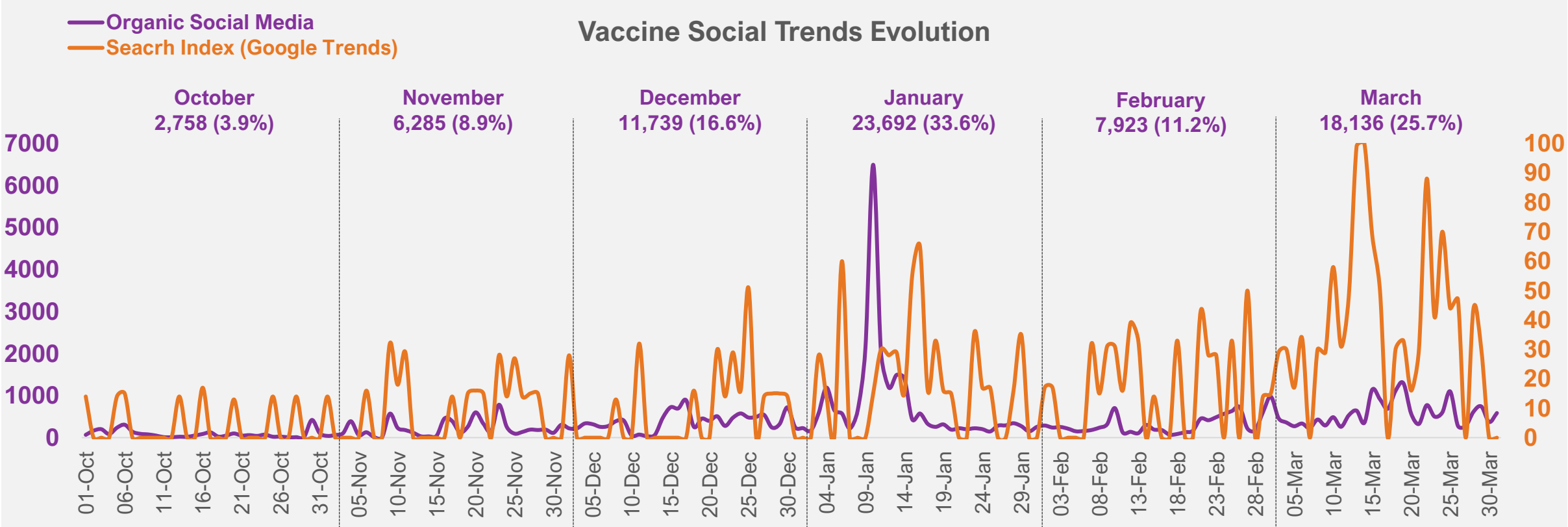
When the plans to vaccinate the Jordanian population were announced in November, people were engaging with news outlet posts. Once the vaccine rollout began, behaviors shifted to people sharing their own thoughts. Interactions with the subject even significantly increased in the last period.



\*Posts written by the general population and not official entities or news outlets

\*\*Interactions include likes, comments, reactions and shares of posts

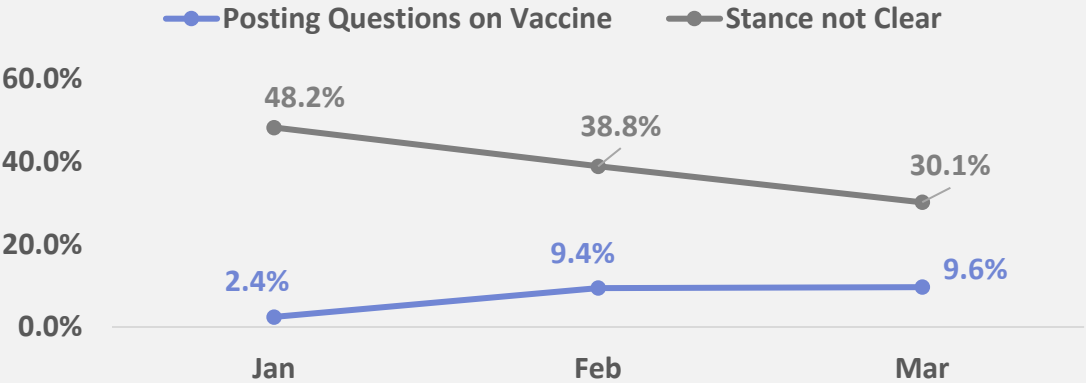
As time progressed Jordanians began to turn to searches on the web for more information on the vaccine, and searches increased with time along the vaccination process.





# While people's willingness or lack thereof is becoming clearer from their posts or comments, many still do not know where to go for answers

## EVOLUTION OF UNCERTAINTY



In the beginning of the rollout, many posts discussing the vaccine were not really showing a clear stance on vaccination. Some were showing hesitance or mistrust towards the way it was communicated. In the following months, people's willingness or lack thereof became clearer from their posts. However, as Google searches increased, there were also more people asking their questions on social media, indicating their need for an accessible source of information. Questions mostly came from people who are with the vaccine, asking about its side effects or safety for certain segments, and others about the local process, medical criteria, or how people's turns are being prioritized.



What are the side effects of the AstraZeneca vaccine?



Hello, I have registered on the platform, but some people who have done so after me have taken the vaccine. Who should I talk to?



How is it that we just took the vaccine and the next shot is scheduled for April 22<sup>nd</sup>?



What if someone is afraid of the vaccine? What should they do?

# More people who are with the vaccine are participating in the conversation, mostly through voicing their concerns or complaints

## STANCE ON THE VACCINE

Number Of Organic Posts That Contain or Imply Stance:



BEFORE ROLLOUT

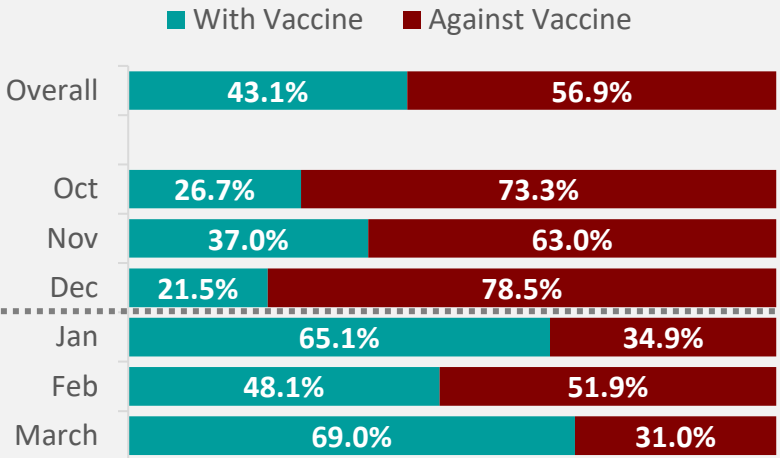
19,500



POST ROLLOUT

16,900

Along with the growth of willingness to get vaccinated across the country in the last three months, there was significant increase in the participation of people with the vaccine in the conversation on Jordanian social media. People mostly do not directly or merely assert their stance, but they accompany it with mention of concerns, questions or comments on the government’s plan. Lately as vaccination progresses, some of those who have taken the vaccine even share their experience.



I got vaccinated yesterday and I haven't had any side effects whatsoever.



Bring people the vaccine instead of the economic suicide and psychological damage you are causing the people, while claiming it is to protect us from COVID.



Really?! What about those who have been registered for months now and are still waiting?!



I'd rather die than take the vaccine. What's making you so quick to accept this and want to vaccinate us?

# People who are willing to get the vaccine are voicing their concerns, and those who waiting are complaining

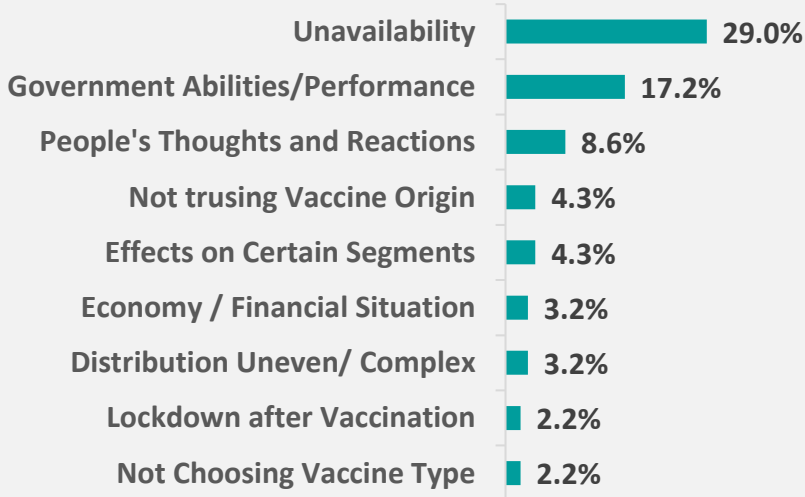
## CONCERNS VOICED POST ROLLOUT – WITH VACCINE

# 61%

of posts that convey a stance are with the vaccine

# 66%

of people with the vaccine mention at least one concern they have



When the rollout began, concerns centered around ‘the government’s vaccine’, and many were specifically concerned about the **Chinese vaccine Sinopharm**.

In March, there was also discussion on a particular vaccine, namely **AstraZeneca**, as news sparked fear after reports on its linkage to **blood clots**. However, it is important to note that as more people registered for vaccination, the number one concern quickly became **low availability** and the **pace** at which the campaign is being implemented. Many expressed complaints as their turn for vaccination is still yet to come even though they have been registered for long. There is also **confusion** as some people are seeing others of lower-priority get vaccinated before them.

There were also objections to government’s **management of the crisis**, and comments on continuously resorting to **lockdown measures** instead of accelerating vaccination.



Give us the solution. If you want us to take the vaccine, then provide it.



Encourage people by allowing those who get vaccinated to go out during curfew hours.

# People unwilling to get vaccinated are worried about the vaccine itself, whether coming from fear of adverse effects or even suspicions about local or global motives

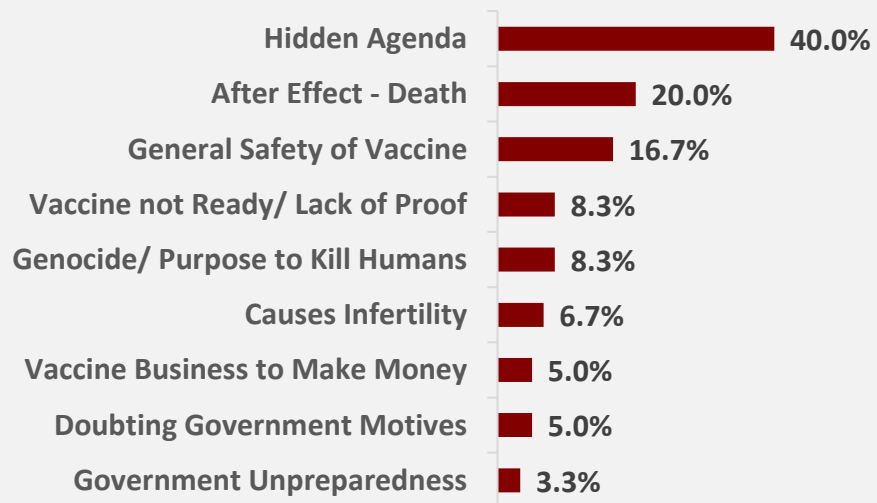
## CONCERNS VOICED POST ROLLOUT – AGAINST VACCINE

# 39%

of posts that convey a stance are against the vaccine

# 88%

of people against the vaccine mention at least one concern they have



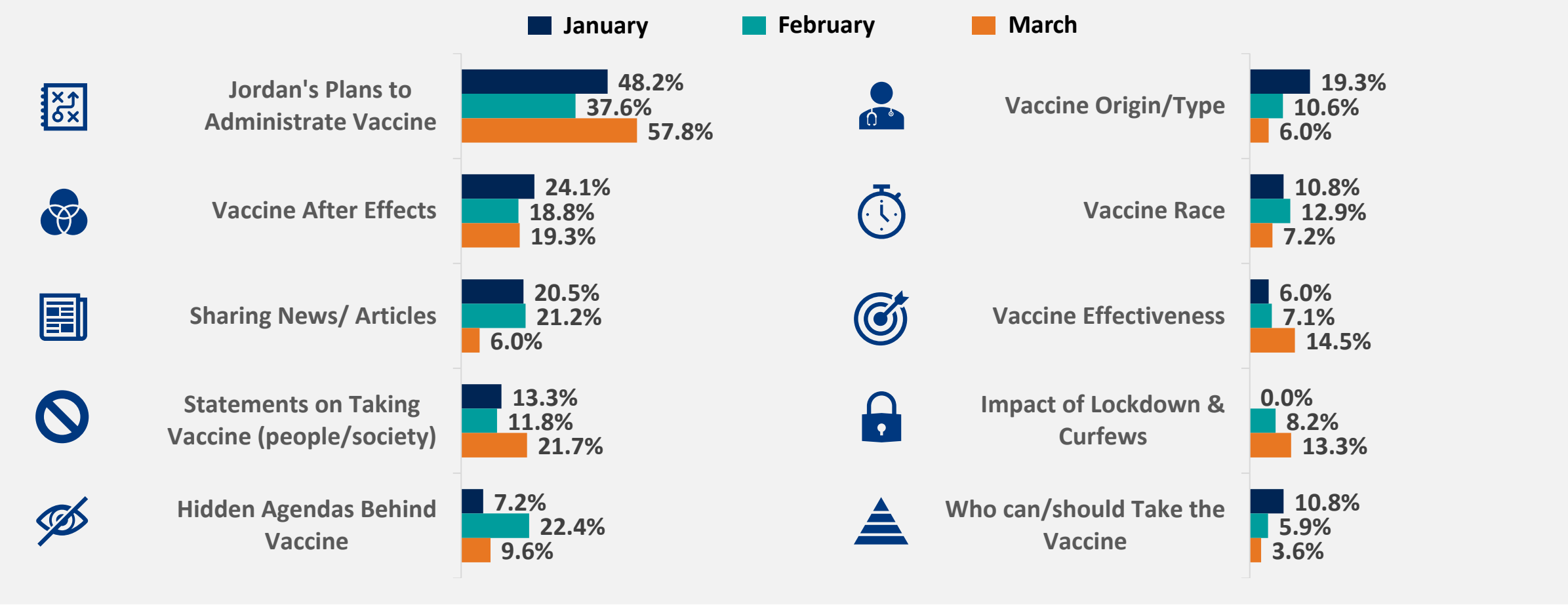
Upon launching the campaign, the spread of **new strains** sparked concerns on the vaccine's effectiveness. There were also more people discussing side effects of the vaccine.

Similarly in March, people continued to express their fears of the **vaccine's safety** or adverse effects, still citing related **news** and speaking of **deaths**, as well as their doubts when it comes to **new strains** of the virus. Although people are aware that vaccination is not legally mandatory, some believe that imposing **stricter lockdowns** is actually the government's way of **indirectly forcing people** to take the vaccine. Others questioned why the government would be **'so insistent'** that people get vaccinated.

While the share of **conspiracy theories** has decreased on an overall level among other topics, they are still the most mentioned among concerns against the vaccine, spreading mostly through copy-and-paste.

# Jordan's vaccination plan remains central topic, with more discussion on after-effects and higher use of news or article sources

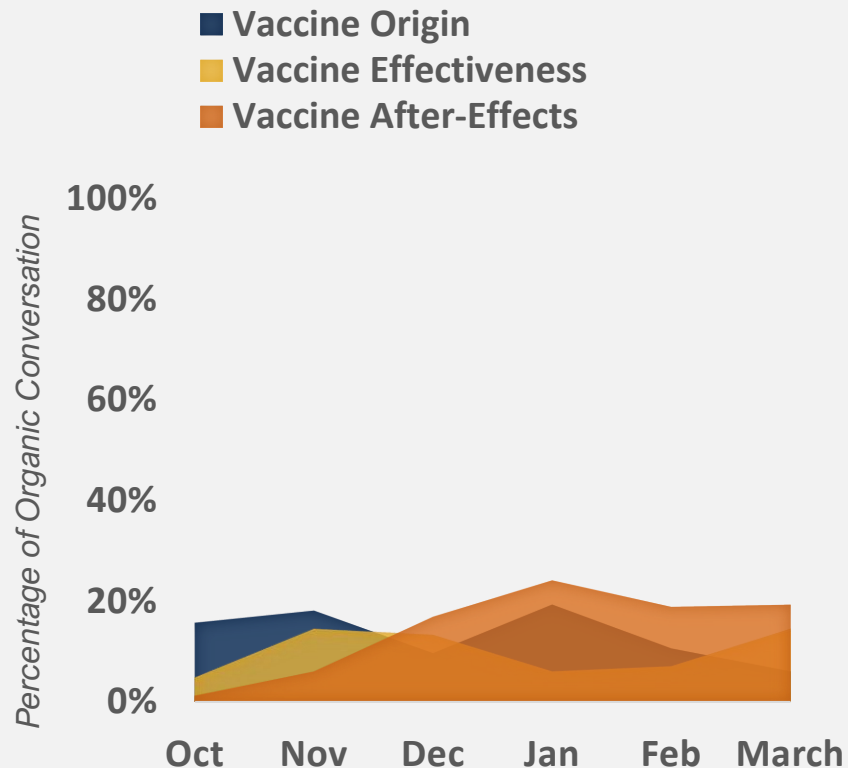
## EVOLUTION OF KEY TOPICS – After Rollout



# Specifics of Available Vaccines (37.1% of organic conversation in December and 33.7% in March)

## Vaccine effectiveness and safety are strong concerns

### Conversation Evolution



**Vaccine Effectiveness:** When the rollout began, there were still discussions on the **early release** of the vaccine casting doubts on its effectiveness. The volume of this discussion declined in the first two months of the rollout, but it came back in different forms in March. Although the vaccine has **brought hope** to Jordanians, the spread of **new strains** of the virus has caused fear that this will be an **endless cycle** of new strains rendering vaccines **useless**. Moreover, some people who are willing to get vaccinated are **confused or disappointed** regarding the chance that they could still get **infected after vaccination**. Others are unsure of **how long** immunity would last post-vaccination.

**After Effects:** The vaccine's **safety** and its **side effects** have consistently been a subject of discussion online. Many still fear that the vaccine could lead to **death** or even **destroy the immune system**, and some who mention **conspiracy** theories believe that these are intended damages. Others simply make **jokes** stating the vaccine is **unsafe** for use. However, as more people have taken the vaccine in March, some of them are participating in the conversation upon **experience**, by **assuring people** of the vaccine's safety and the normality of side effects.

**Vaccine Origin:** After concerns had been expressed previously regarding the Chinese vaccine, March brought the focus onto worries specifically about the **AstraZeneca vaccine**, especially after news spread on it causing blood clots. People wondered why Jordan is still administering **AstraZeneca Vaccine** while European countries had suspended its use given its safety problems.



# A Sample of Posts on Vaccine Effectiveness and Safety



Fear god! We didn't listen to those who told us not to take the vaccine, and now you're telling us we can still get infected?



What about those who have died because of the vaccine?



This vaccine has been suspended by 12 or 14 European countries. How come we are using it?



Everyday you get the vaccine from a new company. From every country that distributes free vaccines, you bring them to us so you can try them on the people. Are the people lab rats? You think people are this stupid?



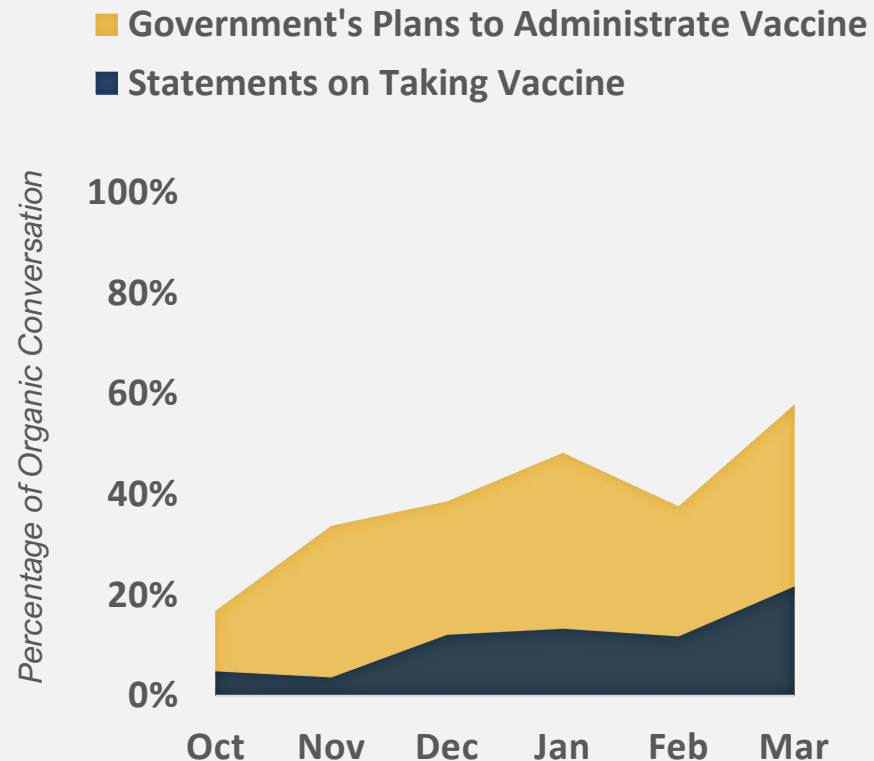
I have taken the vaccine yesterday and have no side effects whatsoever.

*Note: The verbatim examples on this slide are translated from Arabic, the language they were posted in.*

# Government's Vaccination Plans (38.6% of organic conversation in December and 57.8% in March)

## Lack of trust is driving objections

### Conversation Evolution



With regard to vaccination in the local context, the conversation shifted from discussing the government's capabilities to discussing the government's performance.

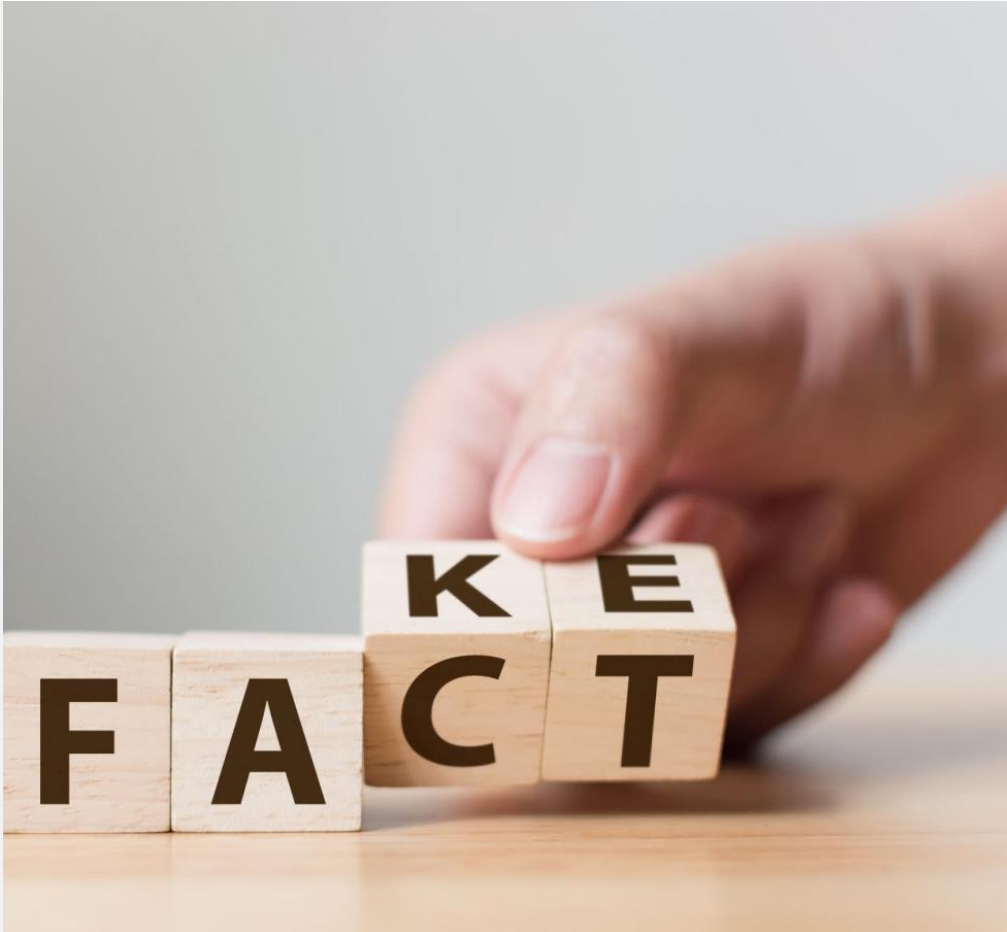
**The Pace of Administration:** As time progressed and more people registered for vaccination, the number one concern became **low availability** and the pace at which the campaign is being implemented, with complaints on the government **resorting to lockdown** measures instead of vaccination. Many believe the government are waiting for a free vaccine to be more serious about administering it.

**Distribution Planning:** There is also confusion on how distribution is being managed and planned, as some people are seeing others of supposedly **lower-priority** get vaccinated before them. People also have **unanswered questions** regarding **eligibility criteria** and wonder why those with certain **allergies** cannot take the vaccine.

**Compulsion:** Upon bringing back a stricter curfew in March, some people believe that such measures are to push people and **indirectly force** them to get vaccinated. Others say that the government is **manipulating the media** in order to press the vaccine on the population. In contrast, some are actually calling for **mandatory vaccination**, to **help accelerate** the process of going back to normal.

**Statements on Taking Vaccine:** Some people are taking a stance against getting vaccinated because of their doubts on the **government's motives** or **capabilities**, and others are saying they will not take a free vaccine because they are suspicious of **'handouts'** from external sources. On the other hand, many are **calling people** not to simply oppose vaccination in spite of the government, and calling the government to **encourage people** more effectively as well.

# A Sample of Posts About the Vaccination Campaign



Could you please ask the doctor why someone with allergies can't take the vaccine? What's the solution then??????



Go take a look at health centers and see whether they administer vaccines or "sorry no one is here to give the vaccine", or I want to be tested for COVID, "no one is here to test you".



They're beginning to provide incentives for those who want to take the vaccine. It seems we will be out of vaccines before some people are convinced.



Well, bring the vaccine first then.



This is all pressure just to force people to take the vaccine. That's how instructions are for slaves.

*Note: The verbatim examples on this slide are translated from Arabic, the language they were posted in.*



# THANK YOU!

© 2021 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS

