

A study on Attitudes and Perception towards **COVID-19 vaccination drive** in India

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1. ORGANIZATIONAL LEARNINGS

‘Work From Home’

A large, light blue circular graphic with a white outline is positioned on the left side of the slide. Inside the circle, the text "Summer Training Organization" is written in a bold, dark blue, sans-serif font. There are four small white plus signs (+) arranged around the text: one at the top, one at the bottom, and one on each side. The background of the slide is a solid light blue color.

Summer Training Organization

IQVIA is the Human Data Science Company. , and work on advanced data, advanced analytics, transformative technology and domain expertise necessary for Human Data Science.

Help in finding new ways to develop treatments and bring them to market; to measure and communicate value; and to improve how care is delivered in the real world.

IQVIA Primary Market Research (PMR) is well-positioned to provide market insights that will help drive your key business decisions

Learnings

Major Work Area

- Secondary Desk Research for project initiation
- Profiling for the Key Opinion Leader
- Survey link testing
- Translation of responses
- Questionnaire preparation
- Open Ended responses coding
- Capture Sheet preparation
- Designing template for Qualitative projects & Quantitative projects
- Charting for Quantitative survey
- Verbatims analysis for Qualitative survey
- Writing Executive Summary

2. STUDY REPORT



Introduction

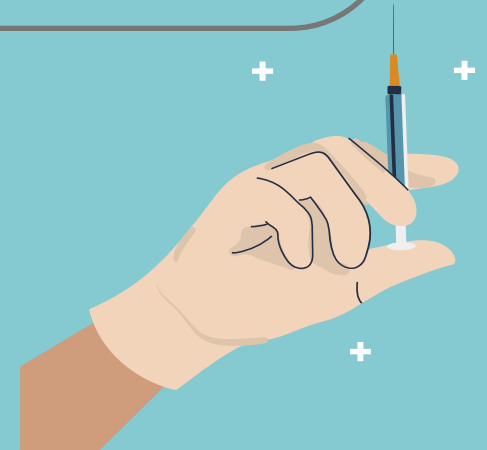
Brief on Covid-19

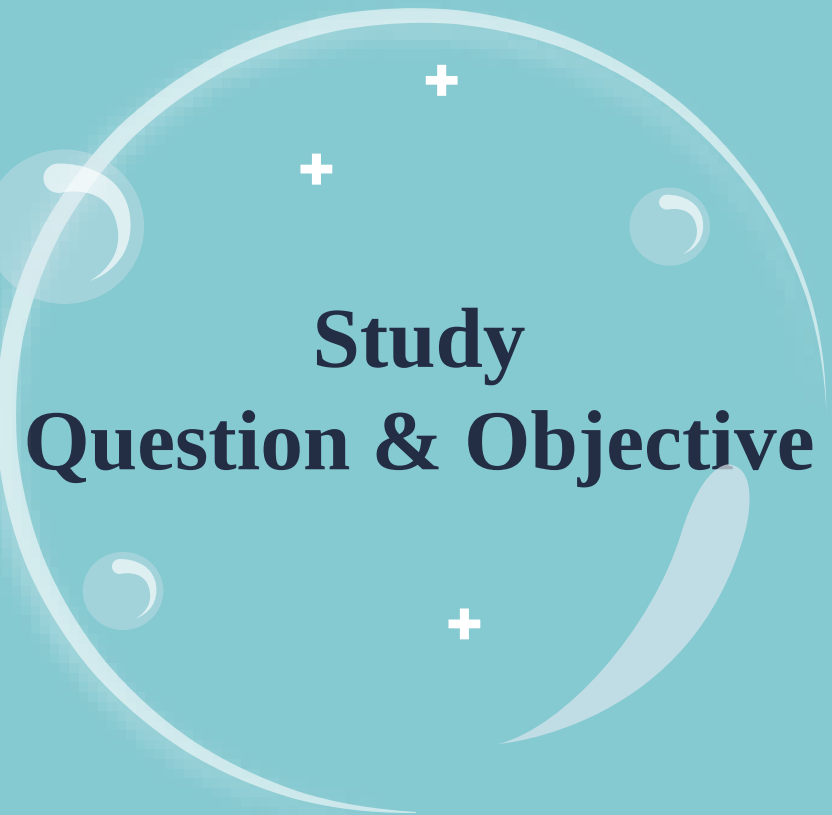
- The coronavirus disease 2019 was first identified in patients with severe disease in Wuhan, China.
- The causative agent was completely a novel coronavirus scientifically named severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2).
- They are much capable of mutation. Its symptoms are runny nose, cough, raw throat, headache, and fever which remains for several days.
- In immunocompromised patients, there's a chance that the virus could cause a lower respiratory disease like pneumonia and bronchitis.



Rationale

People were reluctant and sceptical about taking vaccine. As compared to elderly persons, youth (18-45 years) age group already observed vaccination process, and therefore, it is very encouraging to understand what people think about the entire vaccine and vaccination campaign after it has started in India for age group 18 to 45 years, to find out the perception and attitude towards it once they get vaccinated or plan to take in near future.





Study Question & Objective

Study Question

What is the COVID 19 Vaccine related behavior of people in 18 - 45 years age group after the start of vaccination program?

Study Objectives

- To study COVID 19 Vaccine related behavior, for Covid-19 vaccination drive for 18-45 years age group
- To review the COVID-19 guidelines post vaccination provided by the Government of India and the states in 18-45 years age group
- To understand current vaccine hesitancy among the study population, if any.



Methodology

Study design

During the month of June 2021, this cross-sectional survey was done utilizing a self-administered questionnaire that was delivered via emails (Gmail and Outlook) and online social networking platforms such as WhatsApp and Facebook.

Steps involved in methodologies

**Study
Respondents**

**Data Collection
Tool**

Data Cleaning

**Sampling and
Sample Size**

Pilot-testing

Data Analysis



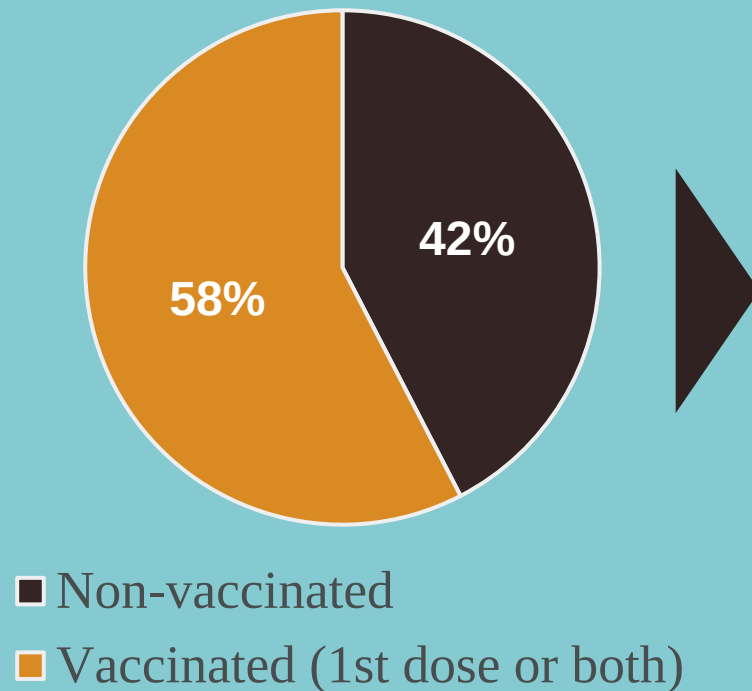
Result

Socio-demographic description of respondents

- Majority of the respondents (84%) belonged to the age group 20 - 35 years followed by 36 years and above who were 13%. 54% were male and female constituted 46%
- 37% of the respondents belonged to the state of Jharkhand.
- 96% of the population had university degree (graduates and above) and remaining 4% were below graduate.
- 61% were salaried, 32% were students, 4% were in business and remaining 3% were not working.

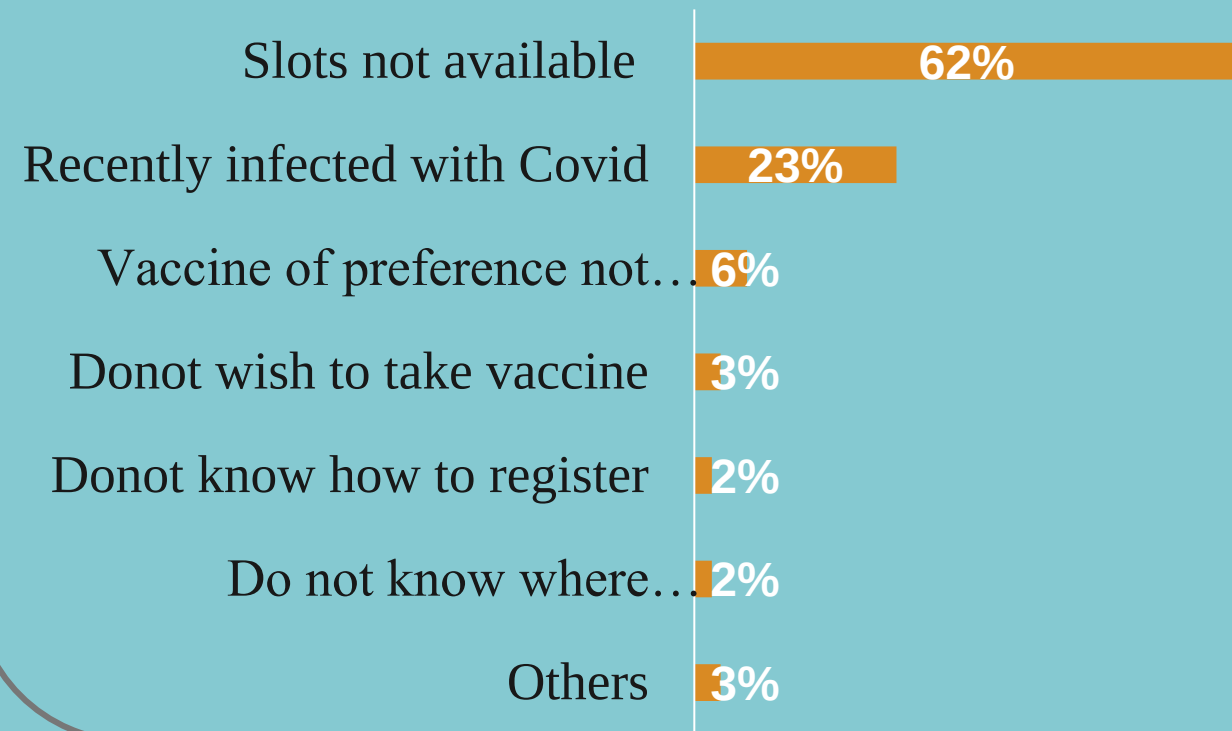
Perception on Vaccination drive

Percent distribution of respondents by their vaccination dosage



Barriers in vaccination

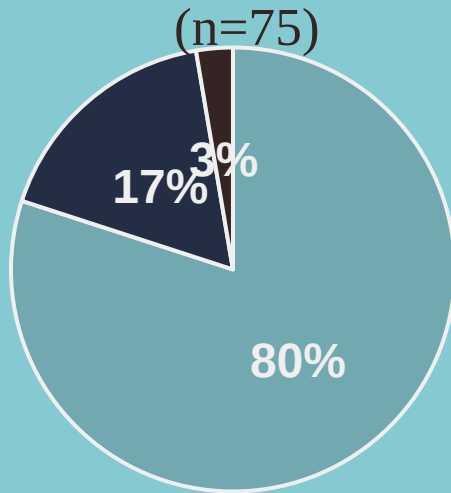
Percent distribution of the respondents who did not take 1st dose of vaccination (n=67)



Perception on Vaccination drive

Preference of Vaccines

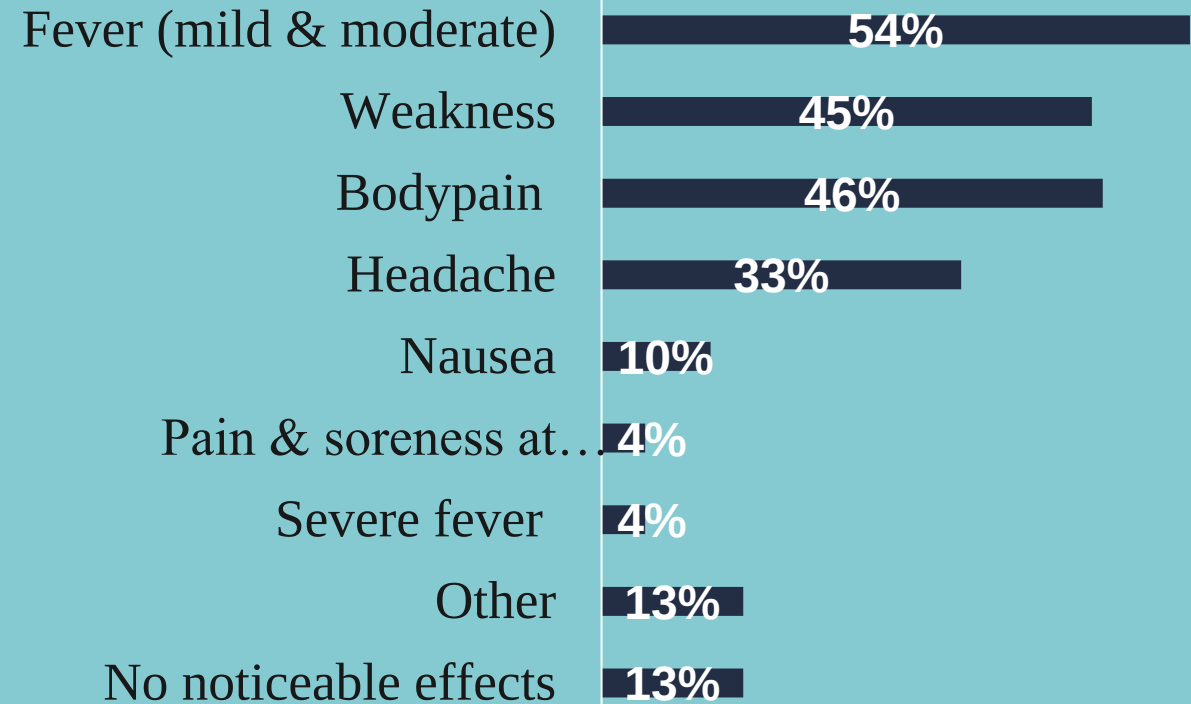
Percent distribution of vaccinated respondents who got their preferred vaccine



□ % of Covisheild ■ % of Covaxin ■ % of Sputnik

Side effects Post Vaccination

Percent distribution of the respondents by their symptoms post-vaccination (n=91)



Perception on Vaccination drive

Preference of Vaccination center

Percent distribution of the respondents by their preference of vaccination center

Different segment of respondents	Government vaccination center	Private vaccination center	Community arrangement	Door to door service
Vaccinated (n=91)	74%	26%	N/A	N/A
Non vaccinated (n=67)	58%	11%	23%	8%

~80% of the respondents were found satisfied with the arrangements at the both vaccination centres

Perception on Vaccination drive

Perception on COVID-19 vaccine safety

Percent distribution of the respondents by their rating on scale of 1 to 5					
Attributes	Least confident 1	Less confident 2	Neutral 3	More confident 4	Most confident 5
Increasing immunity after vaccination (n=158)	2	1	19	34	44
Feeling safe after 1st dose (n=91)	2	8	34	27	30

Vaccine related hesitancy

Percent distribution of respondents by their understanding on increasing interval between 2 vaccine dose

Increasing gap between the two dosages of vaccine is doubtful

45%

Shortage of vaccine supply in the country

24%

31%

Virus is new, research ongoing for better understanding

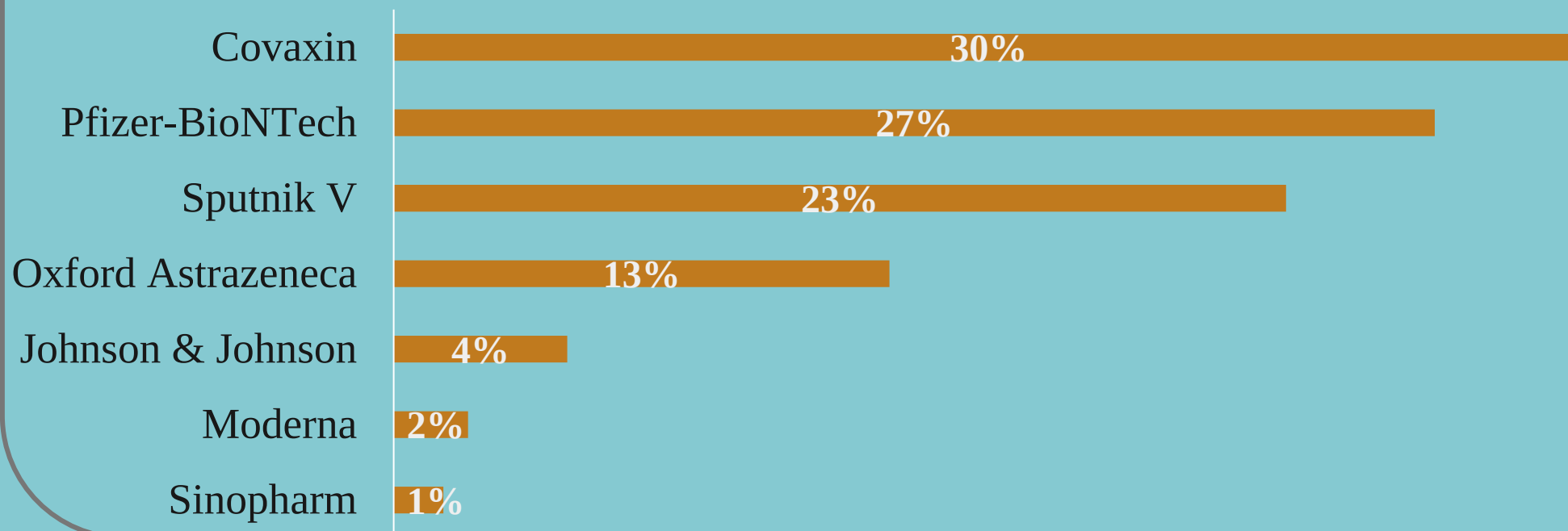


96% of the respondents found following Covid-19 guidelines by Government of India and States essential Post vaccination

Future prevention of infection

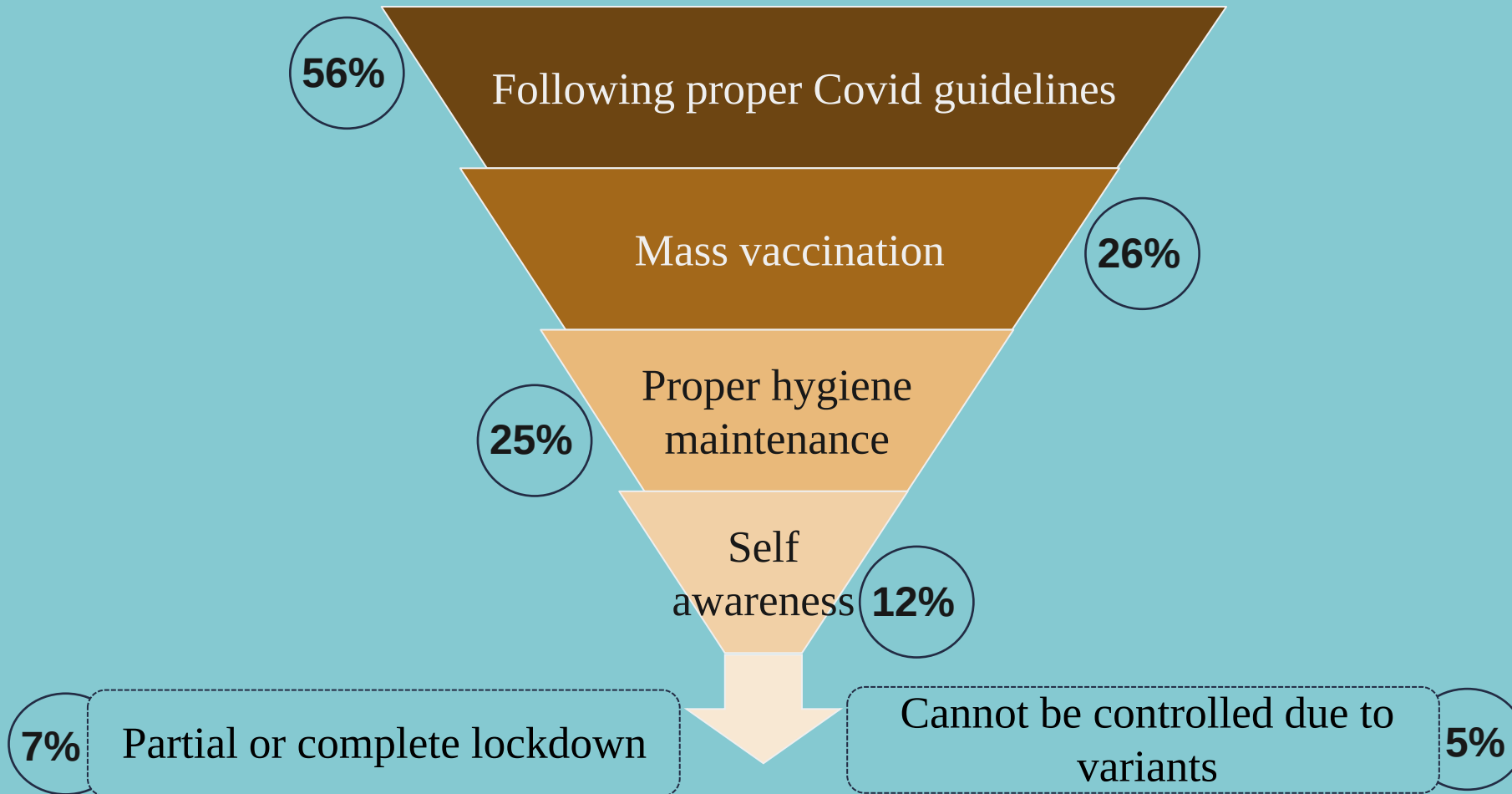
Preference of Globally Available Vaccines

Percent distribution of respondents on their preference of globally available vaccines



Future prevention of infection

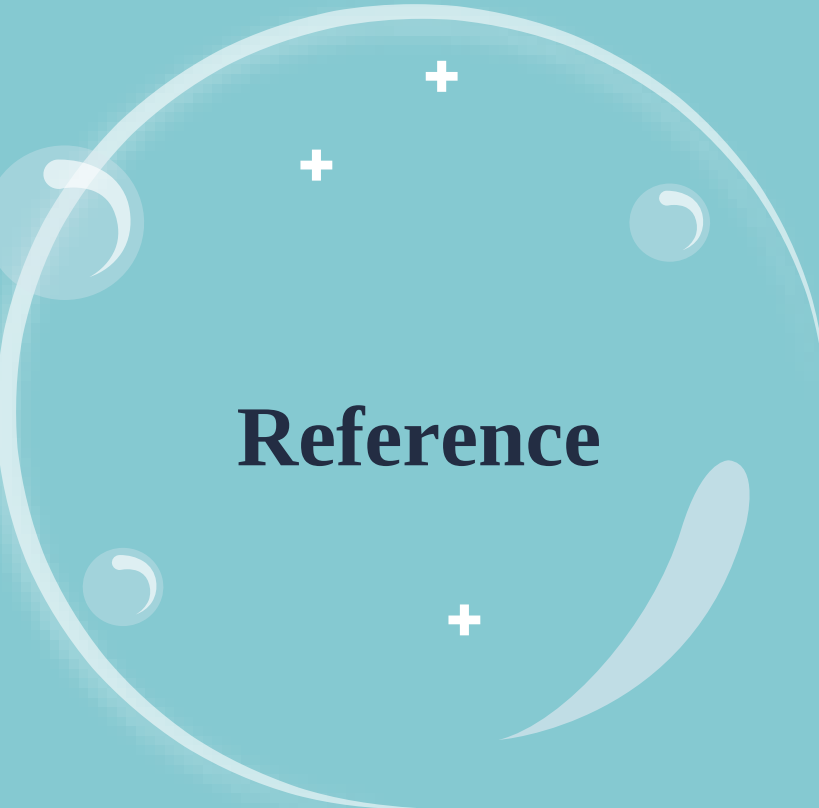
Percent distribution of respondents by their understanding on prevention of 3rd Covid wave



Conclusion

- The respondents were majorly from age group 20 to 35 years having University degree.
- Covisheild was the preferred vaccine among those available while study was conducted.
- Hesitancy on taking vaccine has decreased but doubts remained about its effectiveness.
- Following Covid-19 guidelines post vaccination is necessary.
- Long term protection against infection is yet to be discovered.
- Gap between proper communication needs to be bridged.





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THANK YOU !

Stay safe & Stay Healthy