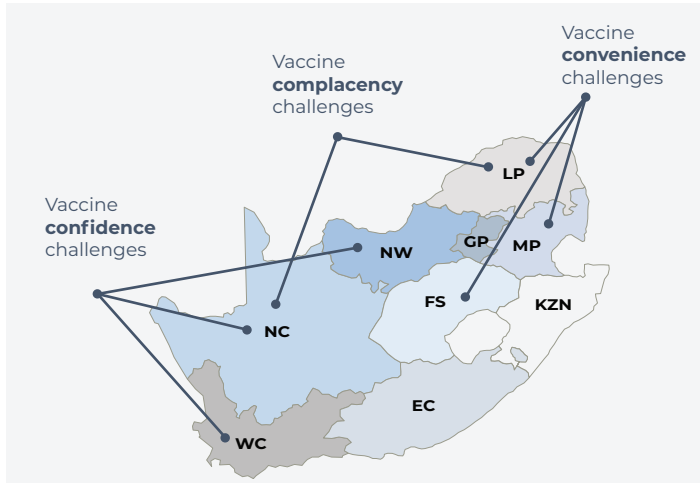


South Africa COVID-19 vaccine nudge research

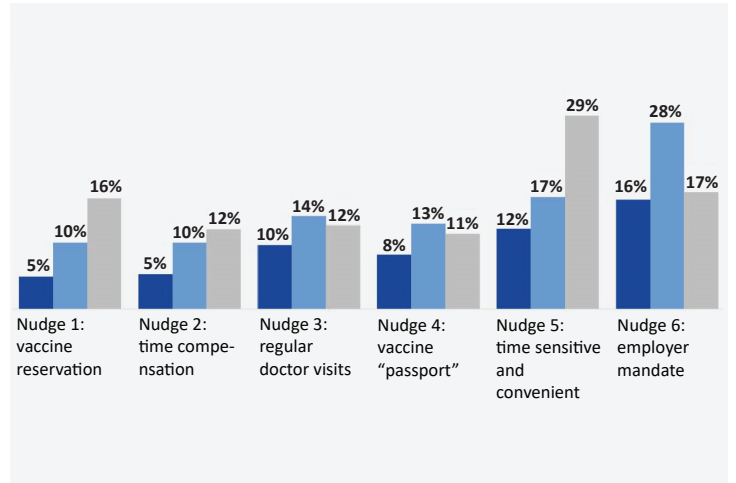
Project Last Mile and Ipsos conducted a nationally representative study in South Africa. Data were collected through a random digit dialing telephone survey administered to 5,000 people between March and May 2021. The purpose was to explore the feasibility of incentive programs and nudges to improve COVID-19 vaccination rates across different demographic segments.

Findings show that doctors, nurses, and healthcare workers were the most trusted messengers for information about COVID-19 and the vaccine. Nudge 5 – time sensitive and convenient, and 6 – Employer mandated are the most influential overall, with Nudge 5 being especially influential for enthusiastic pragmatists and Nudge 6 for vaccine sceptics.

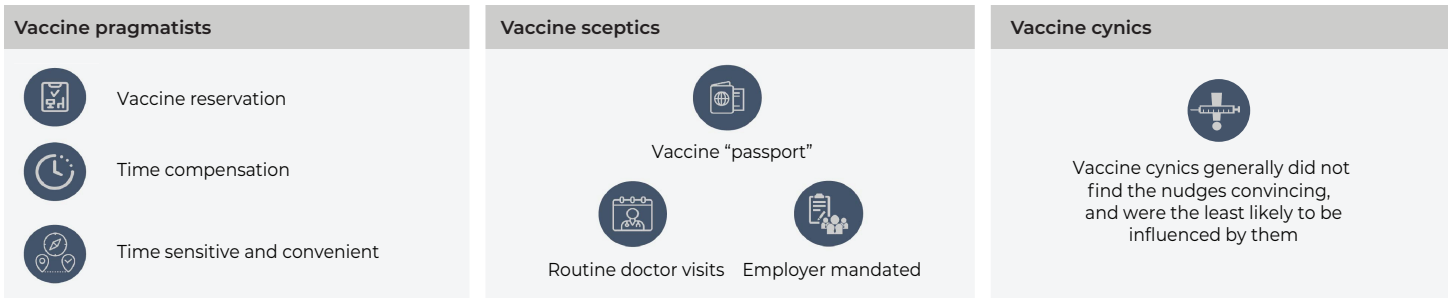
Vaccination challenges by province, amongst unvaccinated



Program or incentive most likely to influence getting first or next vaccine dose



Most Influential vaccination nudge



	COVID-19 cynics	Vaccine sceptics	Vaccine pragmatists
Gender	♂ 63% ♀ 37%	♂ 55% ♀ 45%	♂ 58% ♀ 42%
Age	18-24: 15% 25-34: 35% 35-49: 29% 50+: 21%	18-24: 29% 25-34: 39% 35-49: 25% 50+: 7%	18-24: 26% 25-34: 37% 35-49: 27% 50+: 11%
Province (top 6)	Gauteng 36% KwaZulu Natal 20% Western Cape 15% Mpumalanga 7% Eastern Cape 7% North West 6%	Gauteng 40% KwaZulu Natal 22% Mpumalanga 9% Limpopo 7% Eastern Cape 6% Western Cape 5%	Gauteng 35% KwaZulu Natal 21% Limpopo 11% Mpumalanga 9% Eastern Cape 8% North West 6%
Household living standard	Struggle with basics: 26% Ok with basics but can't save: 55% Comfortable: 17%	Struggle with basics: 30% Ok with basics but can't save: 51% Comfortable: 18%	Struggle with basics: 51% Ok with basics but can't save: 39% Comfortable: 10%
Employment status	Working full-time: 23% Working part-time: 7% Self employed/informal: 16% Not working: 54%	Working full-time: 18% Working part-time: 9% Self employed/informal: 13% Not working: 60%	Working full-time: 12% Working part-time: 8% Self employed/informal: 12% Not working: 69%

*No "anti-vaxers" included (Est. ~10% of population) as a best practice