



المركز السعودي لاستطلاعات الرأي
SAUDI CENTER FOR OPINION POLLING

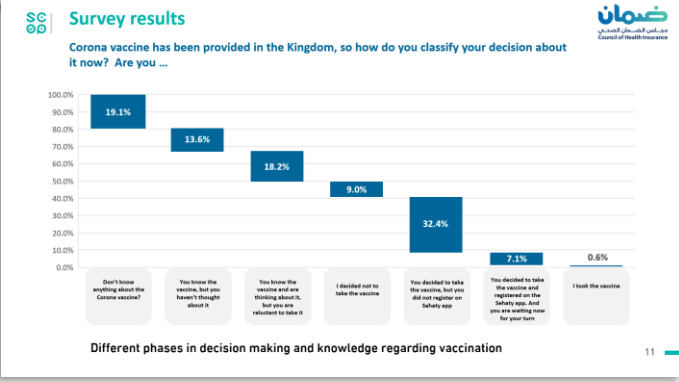
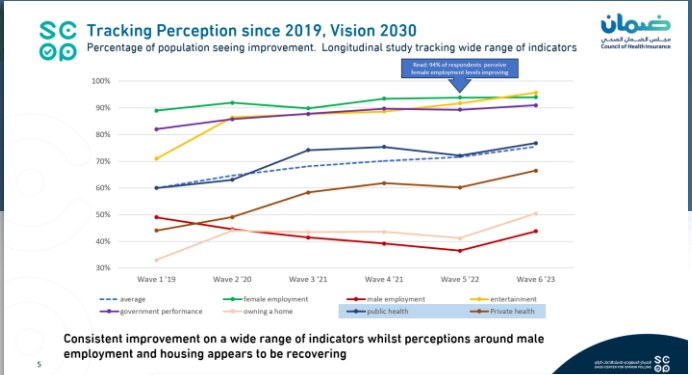
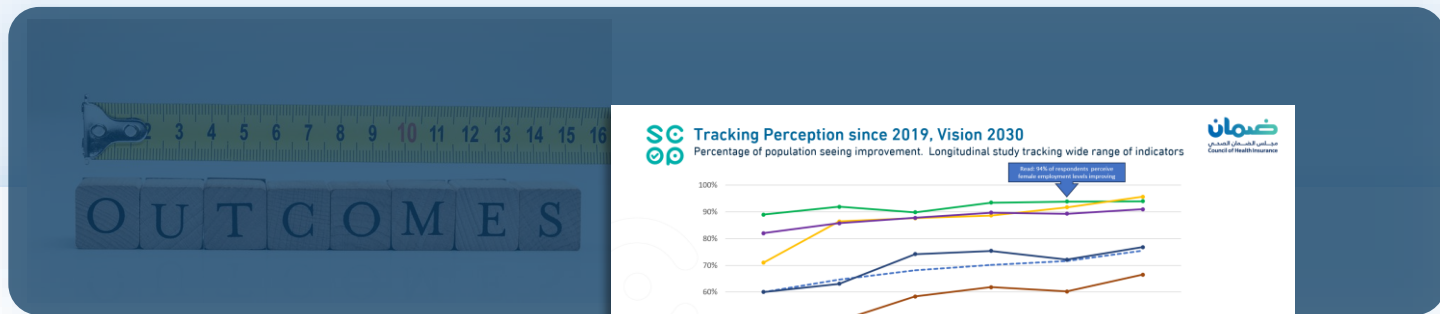


Council of Health Insurance brief: “Listening to our population and the value of polling / surveying”

Dr Abdullah Alhokail, Saud Alghamdi and Cees Faber

Focus for today's opening

Three things



- 1 Polling, surveys and market research
- 2 If you can't measure it, you can't manage it
- 3 The Saudi Center for Opinion Polling

The Saudi Center for Opinion Polling

Independent and objective measurement in a rapidly changing society

The Center is responsible for conducting polls to identify the most important issues affecting society.



7 Years

Foundation



WAPOR/AAPOR

International standards



4,000,000+

Number of Calls



62

Qualified staff



32%

Average response rate



275+

Number of polls



96%

Sampling frame



13,600+

Number of questions

Society and Perceptions – Vision 2030

How does the SCOP measure KPIs/indicators in society?

Vision 2030 Indicators

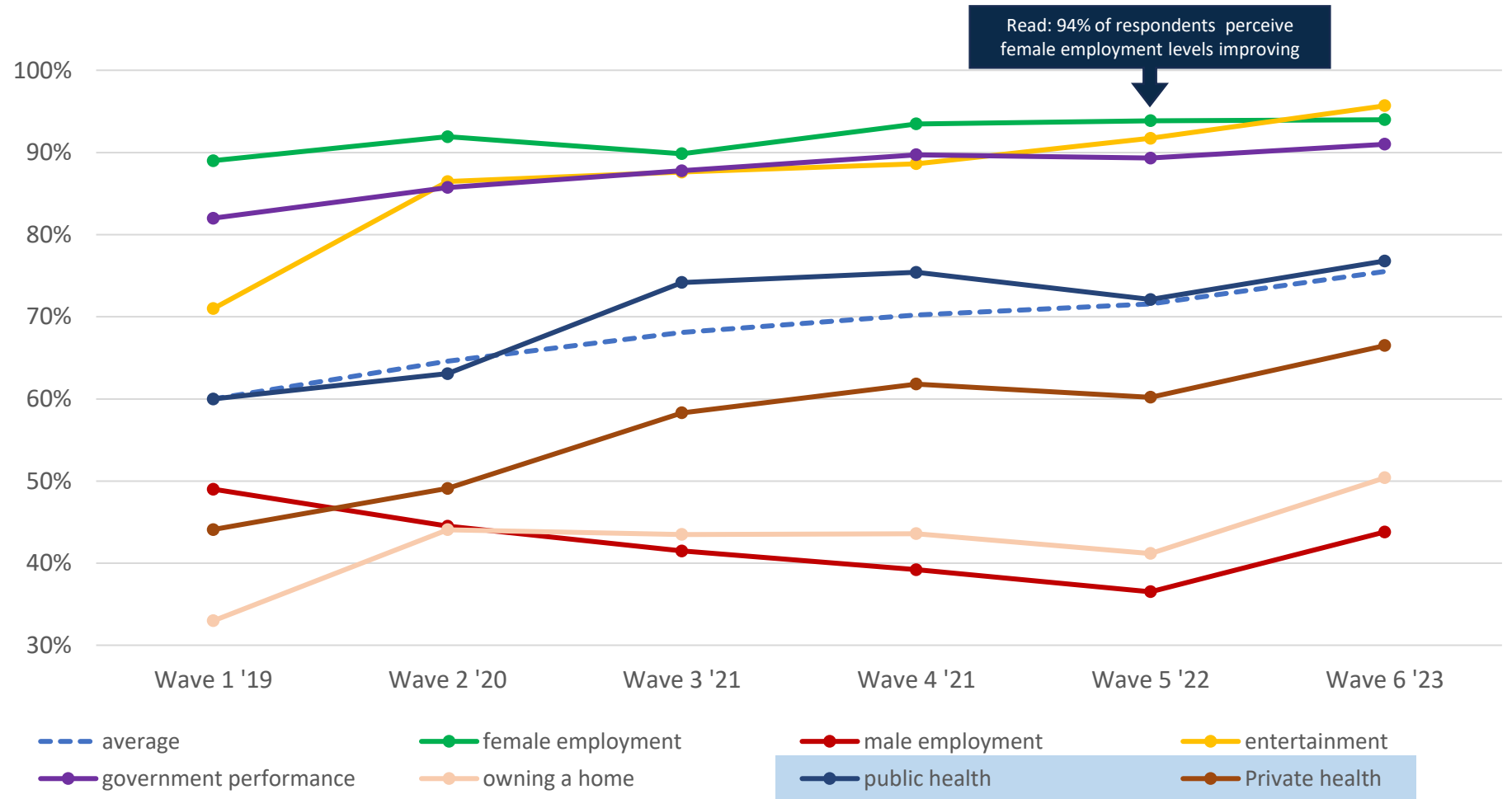
- Female employment
- Performance of government agencies
- Entertainment activities
- Corruption
- Business participation
- Quality of public clinics and hospitals
- Education in Universities
- Education in public schools
- Reducing social extremism
- Quality of private clinics and community hospitals
- Minimizing waste of public money
- Education in private schools
- The opportunity to own a home
- Male employment

Question phrasing: *Comparing to 'before Vision 2030', Would you say that when it comes to {INDICATOR}, the situation is: a) improving, b) declining, c) Staying the same or d) No opinion/don't know?*



Tracking Perception since 2019, Vision 2030

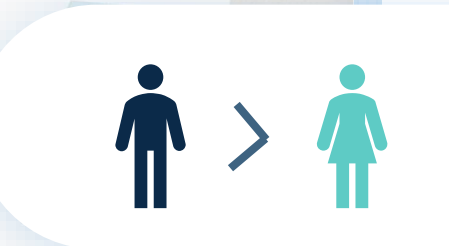
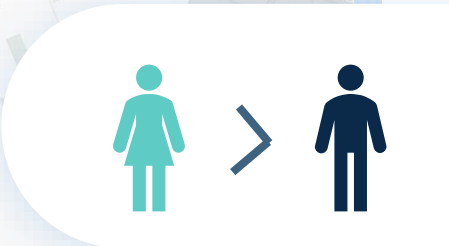
Percentage of population seeing improvement. Longitudinal study tracking wide range of indicators



Consistent improvement on a wide range of indicators whilst perceptions around male employment and housing appears to be recovering

How do perceptions differ across the population?

Classification, respondents seeing improvement, '22



Gender	Income	Education	Age
Female > Male	High > Low	High > Low	Old > Young
Reducing social extremism Business participation Cultural activities Sports Entertainment	Own a home Reduce waste public money Crime rate decrease Decrease social extremism Corruption Female employment	Reduce waste public money Decrease social extremism Corruption Entertainment	Own a home Reduce waste public money Decrease crime rate Government performance
Male > Female	Low > High	Low > High	Young > Old
Own a home Reduce waste public money Decrease Crime rate Public health Corruption Government performance Female employment	Private education Private health Public education Business participation Cultural activities	Male employment Private education Public education Cultural activities	Financial situation Private health Public school Business participation Read: Younger people are significantly more positive on improvement in business participation by Saudis
M/F	Low < SAR 8000 ≤ High	Low < University ≤ High	Low < 37 ≤ High

T Test – 95% confidence level ■ = More than 10% difference

Highest # Of skews
Most diverse
Reduce waste public Money Public education Decrease social extremism Corruption Cultural activities
Most uniform
University education Financial situation Public health Sports

Classification showing significant differences across demographics, with Gender showing the strongest differences.

Polling and Covid a practical perspective

- Saudi Arabia is one of the first few countries to introduce the vaccine to their population
- The government of Saudi Arabia implemented a massive vaccination drive to save its citizens from the deadly virus. However, the effort did face multiple challenges, including vaccine acceptability
- The Saudi Ministry of Health conducted a strong and comprehensive national campaign convincing the society to take the vaccine
- This research was conducted by Saudi Center for Public Opinion aiming to determine the acceptability of a COVID-19 vaccine among adults in Saudi Arabia and the factors affecting their intention to accept the vaccine and take it



Practical perspective

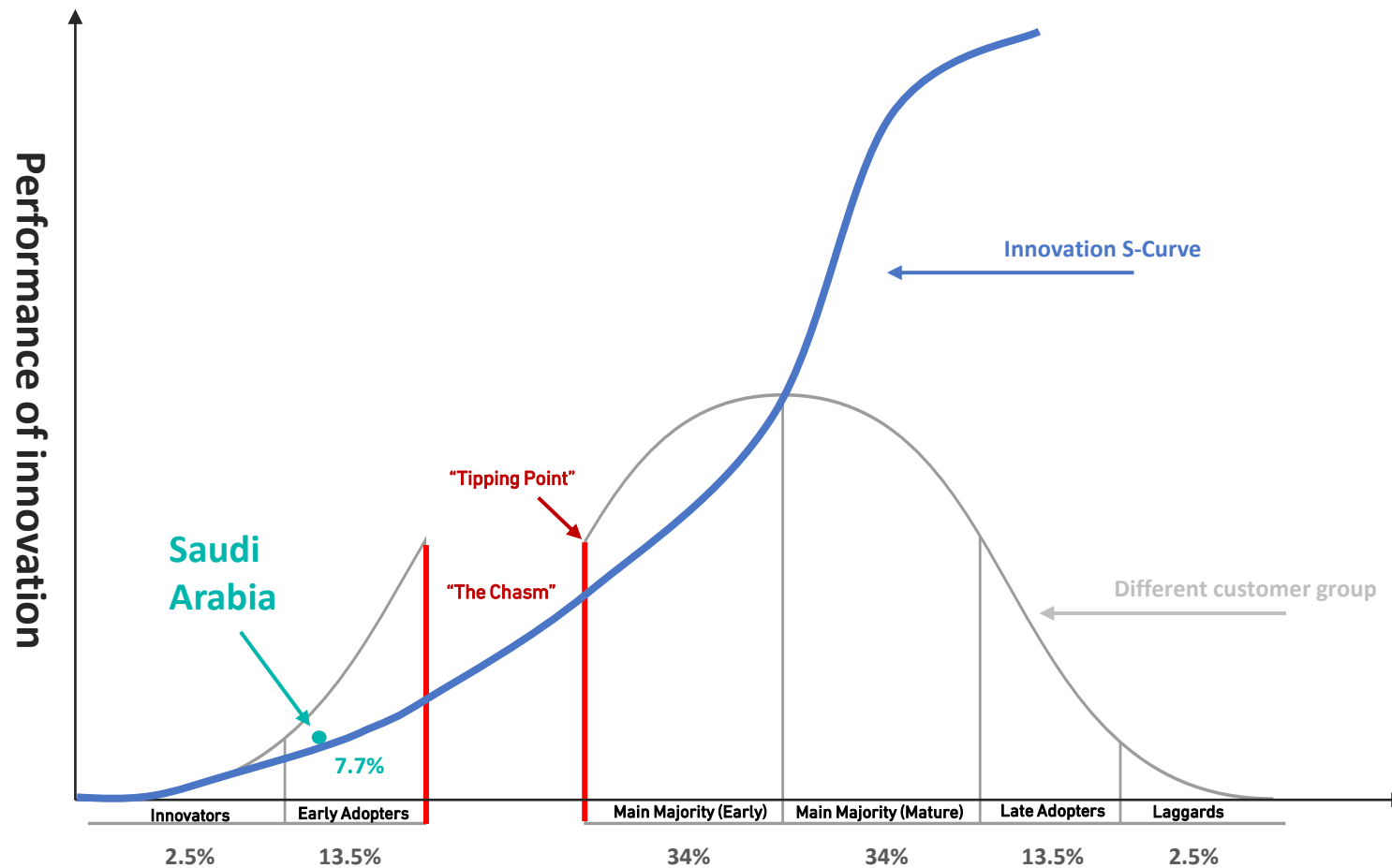
 **37,000**
Interviews

- Covid-19 and social distance
- Perceptions of Covid-19 symptoms
- Corona virus and social behavior
- Personal stress during corona pandemic
- The management of social relationship during the corona pandemic
- The effect of the COVID-19 lockdown on children
- Challenges facing parents during Covid-19
- Corona apps challenges and uses
- Corona and the relationship with elderly
- Corona vaccine adoption 1
- Corona vaccine adoption 2
- Travel ban lifted
- Corona vaccine symptoms
- Working remotely
- Corona vaccine for children
- Is it over!

14 Public opinion research
projects were conducted by SCOP



The Adoption curve - Theoretical perspective



The study was conducted during the early stages of the vaccine launch

Practical perspective

The Corona vaccine has been provided in the Kingdom, so how do you classify your decision about it now?

- You don't know anything about the Corona vaccine
- You know the vaccine, but you haven't thought about it
- You know the vaccine and you are thinking about it, but you are reluctant to take it
- You decided to take the vaccine, but you did not register on Sehaty app
- You decided to take the vaccine and registered on the Sehaty app. And you are waiting now for your turn
- You have already taken the vaccine
- You decided not to take the vaccine



The study was conducted from the 28 to the 30 of December 2020.



The target population was Saudis and Foreigners aged 15 and older.



The sample obtained from cell phone numbers generated using the Random Digit Dialing (RDD) method.

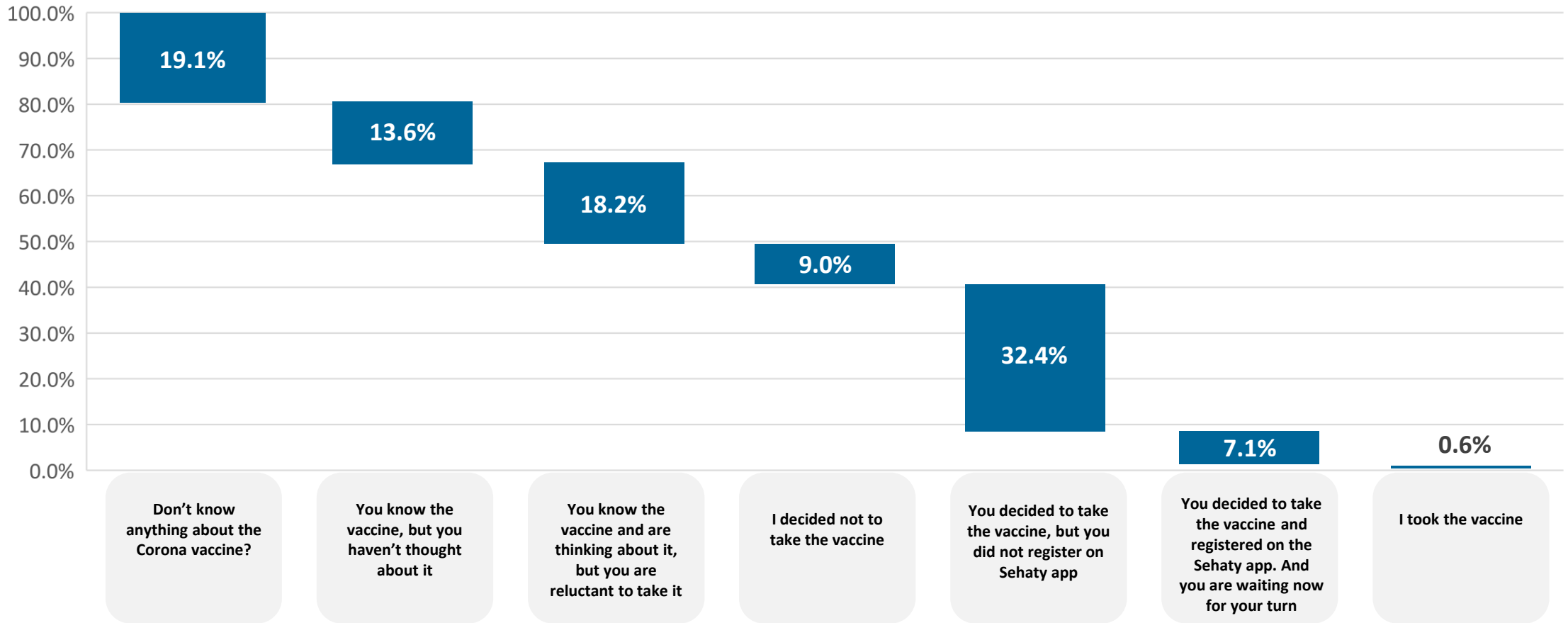


The data was collected using the computer-assisted telephone interview (CATI) approach.

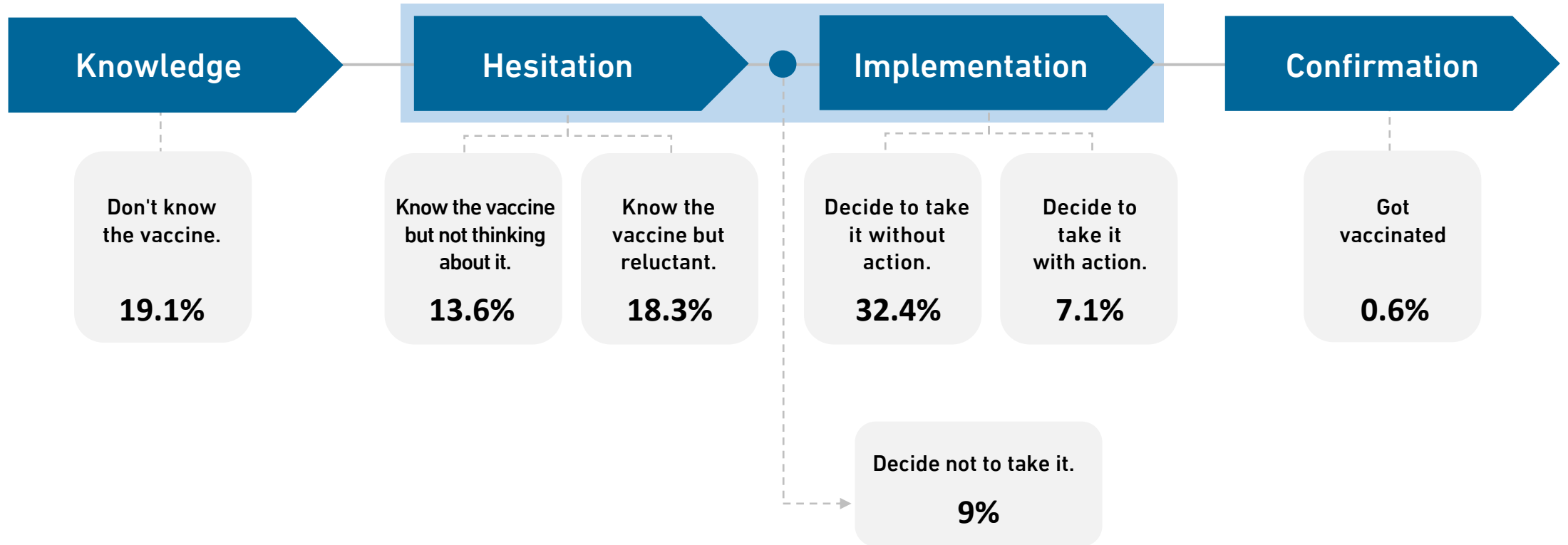


A total of 2,908 valid numbers were contacted and 1,530 people responded to the survey with sampling margin of error of 2.55%.

Corona vaccine has been provided in the Kingdom, so how do you classify your decision about it now? Are you ...

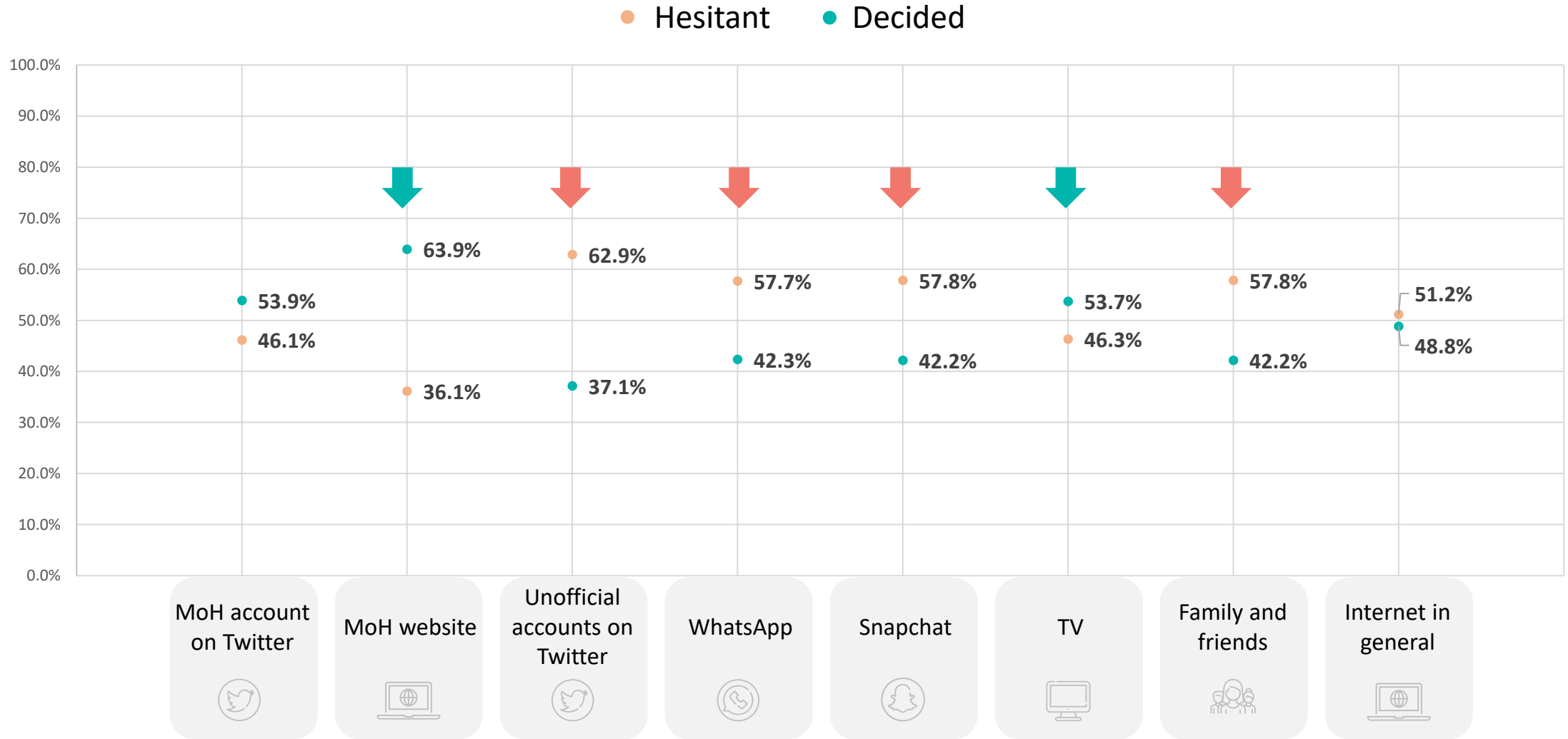


Different phases in decision making and knowledge regarding vaccination



Our research question is how to MOVE those in hesitation stage to implementation stage?

Survey results



The study was conducted during the early stages of the vaccine launch, how did people get informed?

Processed Variables



Sex



Age



Family size



Education level



The infection of someone lives with you



Knowledge level of the Corona vaccine



Taking the seasonal influenza vaccine



Know how to register in Sehaty.



Unofficial Twitter accounts as the first source of information



Watching others such as officials, your relatives, friends taking the vaccine,



Commitment to precautionary measures.



MoH Twitter account as the first source of information



MoH website as the first source of information



WhatsApp as the first source of information



Snapchat as the first source of information



TV channels account as the first source of information

Many variables considered in determining how to improve the vaccination rate

Logistic Regression model

How to improve the vaccination rate?

How to improve the vaccination rate?

$$\log(p/1 - p) = -2.072 + 0.711 * X1 - 0.387 * X2 + 0.016 * X3 - 555 * X4 + 0.011 * X5 + 418 * X6$$

Constant

SEX=male

The infection of someone lives with you

Knowledge level of the Corona vaccine

Unofficial accounts on Twitter

The influence of watching others such as officials, your relatives, friends

Taking the seasonal influenza vaccine

Outcome: Communication to focus on women, addressing knowledge levels, and addressing social media information

The SCOP serving the Public

Information for Society

Clients

Serving the interest of the public – on commission

- Ministries & Authorities
- Industry & sector organisations
- Management consultancies
- Companies
- NGOs and Research centres
- Local and foreign

The Public

General information

- Working from home
- Female empowerment
- Online various: Apps and Video streaming on the KSA
- Ramadan, marriage, reading
- Planned: Family structure and Media
- Emergency information: E.g. COVID (14)



Social, economical, political and technological

- Vision 2030 perceptions
- Citizens' satisfaction
- Inflation perceptions
- Housing
- Sports
- Education
- Image and leadership
- Country perceptions
- Tourism
- Online behaviour
- Media
- Female empowerment

Conferences





Thank you!

