

**From:** "Morgan, Hannah (KT)" <>  
**Sent:** 02/09/2021 8:24 AM  
**To:** "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Briant, David" <David.Briant@act.gov.au>  
**Cc:** "Donovan, Craig (KT)" <>; "O'Donoghue, Kathy (TSPER)" <>; "Moore, Ash (KISYD)" <>  
**Subject:** HPE CM: RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire  
**Attachments:** 263406985\_Project Vax\_Recruitment Screener\_Groups\_cv1.docx, 263406985\_COVID 19 Vaccinations\_Draft Questionnaire\_vApproved.docx

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,

Fantastic, attached is a final version if you could please formally approve for our records, that'd be awesome. It's with the scripters now and we are waiting for them to update on estimated timelines we will do our best to push them for the quickest possible, although I'm anticipating the timeline could slightly extend, but we will update as soon as we can. And of course, happy to share the test link!

#### Qual update

- The **mini groups** are now due to go into field as well so attached is the screener for these for your review.
  - Compared with the IDI screener, we have opened the demographic criteria slightly and tightened in on the commitment to vaccination, based on our early interviews. All this means is that the demographic profile will fall out naturally around their level of commitment.
  - We are hoping to go into field as soon as possible with this, so if you're able to **provide feedback tomorrow** it'd be much appreciated (although we totally understand that's a short time frame too!).
- **11/30 of the 30 interviews have now been completed** with some interesting points of view. One gentleman, for example, was quite happy for everyone else to be a guinea pig including his wife before he got the vaccine!
- The recruitment is getting a bit more challenging as we expected might happen so one area where we would recommend relaxing the criteria slightly is in recruiting a smaller number of aged/health/disability sector workers – we initially aimed for n=5 across the Denial/Difficult and Fluctuators/Follower segments but aiming for a minimum of 1-2 in each is looking more realistic. What do you think? So far, we have interviewed 5 (3 Advocates/Attainers and 1 DD and 1 FF).
- The other tricky area is in reaching the more marginalised groups –we will keep pushing for n=3, but wanted to flag that we may need to revisit this one in the coming days.

Chat soon,

Hannah

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>  
**Sent:** Thursday, 2 September 2021 2:07 PM  
**To:** Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi Hannah,

We're fine with all of those. Just for the intro to the parents section we can go with this for all parents: "You indicated previously that you had a child/children under 18 years of age living with you at home – we just want to ask you a few questions about their potential vaccination."

Any idea when this might go into field? We're happy to run through a test link as well if this is possible.

Thanks,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Thursday, 2 September 2021 12:03 PM  
**To:** Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,

Thanks again for sending the questionnaire through. Attached is an updated version which has your changes accepted, but ours have been left tracked for clarity. If you're happy with these, I'll send through a clean version for approval and your records.

To the specific changes:

- We have removed the min quota on the >60 age group and doubled the min quota on 16-29
- There was a change to the introduction for the parent's section, to have one for parents with children under 12 vs over, but it didn't then seem that the questions differed. Given this issue isn't the core aim of the survey, we'd suggest leaving as is or only asking of those parents with children under 11 given the over 12s could be self consenting. What do you think? Happy to discuss further.
- We've also updated the barrier sparks question to include a balance of positive, negative, and neutral statements to explore potential impact of these on behaviour.
  - The idea behind the question was to explore barriers specifically and encourage people to be honest about such views in an anonymous setting which is why they were extreme negative messages
  - It does make sense though to look at the neutral or positive ones as you've suggested
  - But it's important to highlight that these are drawn out from news / media releases, not informed by qualitative research, and so these will be a general sentiment / impact assessment

If you have any other questions or comments please don't hesitate to get in touch.

Kind regards,

Hannah

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>  
**Sent:** Wednesday, 1 September 2021 3:00 PM  
**To:** Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au> **Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL



Hi all,

Happy Spring! Hope the interviews have been going well and you've discovered some interesting people to hear from...

We have some feedback on the draft questionnaire see attached. Most of it is cosmetic and involves a few word changes here and there which are marked in track changes. Other than that we just wanted to consider the role of QD3 and perhaps cutting back / replacing some of the more extreme negative messages and explore the option of canvassing some more neutral or positive ones as well...particularly as the follow up questions D4 and D5 look at the option of whether these messages have encouraged them to book a vaccine. There are some further comments in the doc related to this, but David and I would be happy to discuss with you just let us know what might suit.

Oh, also, we have been told there's not much interest in hearing from Canberrans 70+, mainly because vaccine take up has been so high! It's probably going to fall out naturally as a younger sample anyway, but are we able to boost 16 29yr cohort?

Thanks,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Tuesday, 31 August 2021 5:00 PM  
**To:** Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)  
<>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,

Thanks so much for sending this through so quickly, very appreciated!

The changes below make sense and have been done in the attached document for your record, together with some final minor tweaks our end:

- To our conversation earlier David, we added a verbal reminder to the introduction about them keeping the conversation confidential
- Added a gentle probe to the legitimacy question to ask if they feel differently depending on **who** requires vaccination (e.g., government vs. business but we don't directly probe on this)
- Overall, we've reduced the number of barrier sparks to align with what's in the quant questionnaire and after mapping against 'theme' and the commitment model for our internal use.

We have 7 interviews tomorrow it's always exciting when we get to go time so we look forward to hearing what people have to say!

Kind regards,

Hannah

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>  
**Sent:** Tuesday, 31 August 2021 4:46 PM  
**To:** Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)

<> Moore, Ash (KISYD) <> **Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi Hannah & team,

Thanks for turning these around so quickly. We just have a few things for consideration on the qual guide (below), but otherwise it is good to go (and has been approved by Trish). For the questionnaire, we need to work through a couple of minor things here and will get back to you about this tomorrow.

**Qual guide:**

- **Attitudinal influence: Legitimacy** – can we change that new question re mandatory vax to “And how would they feel if being vaccinated was required for certain settings like travel or some indoor activities like going to the gym?”
- **Attitudinal influence: Context** – can we also add to this one wording in relation to getting the second vaccination?
- **Barrier sparks** – just an idea, could this be a place to just test the waters around financial incentives being a reverse incentive? Something along the lines of “There must be something up with the vaccine if they end up paying people to get it”

Hope the first few interviews go well – let us know if anything needs tweaking following them.

Cheers,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Tuesday, 31 August 2021 11:39 AM  
**To:** Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)  
<> Moore, Ash (KISYD) <>; Stafford, Neil <Neil.Stafford@act.gov.au>  
**Subject:** Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi David,

Thanks again to you and the team for your time this morning.

Attached are the updated discussion guide and the questionnaire with the changes highlighted in yellow. On the qual side, the first interview is 10.30am tomorrow and on the quant, we will script the survey but not go live until you've had time to brief up. As with the screener, could you please also formally approve each of these once you're happy?

**In the survey, the key changes we made / discussed / points of clarification are:**

- Including 16–18-year-olds in the sample
- Creating a point of tension by asking people who are hesitant or resistant to getting vaccinated how they would feel if they *had* to (instruction before BCM 1a)
- Asking parents about their hypothetical commitment to getting their children vaccinated (if they were the decision-maker, recognising that children may be able to self-consent over the age of 12)
- All who work in health / aged / disability care are accepted; no further screening on their role or if they are clinical vs. nonclinical



- Split out regions to Woden, Weston Creek and Molongolo but left the wording as 'where do you live'?
- Research is blinded but it's possible that they will figure out that the research is coming from the ACT in later questions

In the discussion guide, the main additions are:

2.2(a)(xi)

Any other questions or comments, or if I've missed anything, please don't hesitate to give me a call.

Kind regards,

Hannah

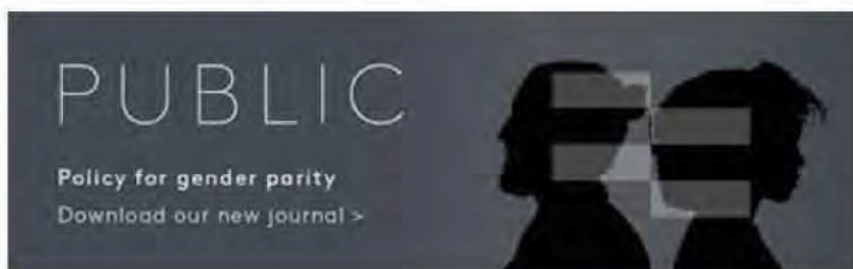
**KANTAR PUBLIC**

**Hannah Morgan**  
Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point  
NSW 2000  
Sydney, Australia

T: 2.2(a)(ii)

*Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.*



[Kantar Disclaimer](#)

---

This email, and any attachments, may be confidential and also privileged. If you are not the intended

recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.

---





































































**From:** "Morgan, Hannah (KT)" <>  
**Sent:** 02/09/2021 2:03 AM  
**To:** "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Briant, David" <David.Briant@act.gov.au>  
**Cc:** "Donovan, Craig (KT)" <>; "O'Donoghue, Kathy (TSPER)" <>; "Moore, Ash (KISYD)" <>  
**Subject:** HPE CM: RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire  
**Attachments:** 263406985\_COVID 19 Vaccinations\_Draft Questionnaire\_cv3\_tracked changes.docx

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,

Thanks again for sending the questionnaire through. Attached is an updated version which has your changes accepted, but ours have been left tracked for clarity. If you're happy with these, I'll send through a clean version for approval and your records.

To the specific changes:

- We have removed the min quota on the >60 age group and doubled the min quota on 16-29
- There was a change to the introduction for the parent's section, to have one for parents with children under 12 vs over, but it didn't then seem that the questions differed. Given this issue isn't the core aim of the survey, we'd suggest leaving as is – or only asking of those parents with children under 11 given the over 12s could be self-consenting. What do you think? Happy to discuss further.
- We've also updated the barrier sparks question to include a balance of positive, negative, and neutral statements to explore potential impact of these on behaviour.
  - The idea behind the question was to explore barriers specifically and encourage people to be honest about such views in an anonymous setting – which is why they were extreme negative messages
  - It does make sense though to look at the neutral or positive ones as you've suggested
  - But it's important to highlight that these are drawn out from news / media releases, not informed by qualitative research, and so these will be a general sentiment / impact assessment

If you have any other questions or comments please don't hesitate to get in touch.

Kind regards,

Hannah

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>  
**Sent:** Wednesday, 1 September 2021 3:00 PM  
**To:** Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au> **Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi all,

Happy Spring! Hope the interviews have been going well and you've discovered some interesting people to hear from...

We have some feedback on the draft questionnaire – see attached. Most of it is cosmetic and involves a few word changes here and there which are marked in track changes. Other than that we just wanted to consider the role of QD3 and perhaps cutting back / replacing some of the more extreme negative messages and explore the option of

canvassing some more neutral or positive ones as well...particularly as the follow up questions D4 and D5 look at the option of whether these messages have encouraged them to book a vaccine. There are some further comments in the doc related to this, but David and I would be happy to discuss with you – just let us know what might suit.

Oh, also, we have been told there's not much interest in hearing from Canberrans 70+, mainly because vaccine take up has been so high! It's probably going to fall out naturally as a younger sample anyway, but are we able to boost 16 29yr cohort?

Thanks,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Tuesday, 31 August 2021 5:00 PM  
**To:** Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,

Thanks so much for sending this through so quickly, very appreciated!

The changes below make sense and have been done in the attached document for your record, together with some final minor tweaks our end:

- To our conversation earlier David, we added a verbal reminder to the introduction about them keeping the conversation confidential
- Added a gentle probe to the legitimacy question to ask if they feel differently depending on **who** requires vaccination (e.g., government vs. business but we don't directly probe on this)
- Overall, we've reduced the number of barrier sparks to align with what's in the quant questionnaire and after mapping against 'theme' and the commitment model for our internal use.

We have 7 interviews tomorrow – it's always exciting when we get to go time – so we look forward to hearing what people have to say!

Kind regards,

Hannah

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>  
**Sent:** Tuesday, 31 August 2021 4:46 PM  
**To:** Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi Hannah & team,



Thanks for turning these around so quickly. We just have a few things for consideration on the qual guide (below), but otherwise it is good to go (and has been approved by Trish). For the questionnaire, we need to work through a couple of minor things here and will get back to you about this tomorrow.

**Qual guide:**

- **Attitudinal influence: Legitimacy** can we change that new question re mandatory vax to “And how would they feel if being vaccinated was required for certain settings like travel or some indoor activities like going to the gym?”
- **Attitudinal influence: Context** can we also add to this one wording in relation to getting the second vaccination?
- **Barrier sparks** – just an idea, could this be a place to just test the waters around financial incentives being a reverse incentive? Something along the lines of “There must be something up with the vaccine if they end up paying people to get it”

Hope the first few interviews go well – let us know if anything needs tweaking following them.

Cheers,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Tuesday, 31 August 2021 11:39 AM  
**To:** Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)  
<>; Moore, Ash (KISYD) <>; Stafford, Neil  
<Neil.Stafford@act.gov.au>  
**Subject:** Covid 19 Vaccination Hesitancy discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi David,

Thanks again to you and the team for your time this morning.

Attached are the updated discussion guide and the questionnaire with the changes highlighted in yellow. On the qual side, the first interview is 10.30am tomorrow and on the quant, we will script the survey but not go live until you've had time to brief up. As with the screener, could you please also formally approve each of these once you're happy?

**In the survey, the key changes we made / discussed / points of clarification are:**

- Including 16–18 year olds in the sample
- Creating a point of tension by asking people who are hesitant or resistant to getting vaccinated how they would feel if they *had* to (instruction before BCM-1a)
- Asking parents about their hypothetical commitment to getting their children vaccinated (if they were the decision maker, recognising that children may be able to self consent over the age of 12)
- All who work in health / aged / disability care are accepted; no further screening on their role or if they are clinical vs. nonclinical
- Split out regions to Woden, Weston Creek and Molongolo but left the wording as 'where do you live'?
- Research is blinded but it's possible that they will figure out that the research is coming from the ACT in later questions

**In the discussion guide, the main additions are:**

2.2(a)(xi)

2.2(a)(xi)

Any other questions or comments, or if I've missed anything, please don't hesitate to give me a call.

Kind regards,

Hannah

## KANTAR PUBLIC

**Hannah Morgan**  
Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point  
NSW 2000  
Sydney, Australia

T: 2.2(a)(ii)

*Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.*



[Kantar Disclaimer](#)

-----  
This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.  
-----











































**From:** "Morgan, Hannah (KT)" <01/09/2021 11:13 PM >  
**Sent:** "Briant, David" <David.Briant@act.gov.au>  
**To:** "Donovan, Craig (KT)" <Covid 19 vaccine hesitancy >  
**Cc:** Tuesday meeting  
**Subject:**

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Morning David,

Just a quick one to say, let's lock in Tuesday at 10.30am to chat about the initial interviews. Will come back to you about the questionnaire asap.

Many thanks,

Hannah

## KANTAR PUBLIC

**Hannah Morgan**  
Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point  
NSW 2000  
Sydney, Australia

T: 2.2(a)(ii)

*Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.*

<https://www.kantar.com/campaigns/public/australia/>



[Kantar Disclaimer](#)



**From:** "Briant, David"  
**Sent:** 03/09/2021 6:03 AM  
**To:** "Morgan, Hannah (KT)" <>  
**Cc:** "Stafford, Neil" <Neil.Stafford@act.gov.au>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi Hannah,

Just letting you know we have sent out the recruitment email this afternoon (although it didn't get out until around 2.30pm). Good news is that already 3 have agreed to take part. I'll be in touch on Monday with an update.

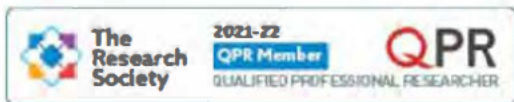
Have a lovely weekend.

Cheers,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +61 2 2(a)(ii) | Email: [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

Communications & Engagement | Chief Minister Treasury and Economic Development Directorate | ACT Government  
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | [www.act.gov.au](http://www.act.gov.au)



---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Friday, 3 September 2021 11:46 AM  
**To:** Briant, David <David.Briant@act.gov.au>; Stafford, Neil <Neil.Stafford@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi David,

Thanks again for your time earlier today. A few updates and follow ups from us:

- Confirming that we have reached out to Q&A re recruiting from your panel for the qual, to reach some of the harder segments
- We have also spoken to our quant fieldwork team who are still confident of recruiting n=400 of the behaviourally negative (not vaccinated) or weakly behaviourally positive (first vaccination) population however, we are also exploring CATI top up / other options here as a plan b and will come back to you on those
- The survey link will be available end of day Tuesday
- We will test and approve the survey link on Wednesday to go into field that same day – we'll also share with you when available, but will need to sign off on this by 3pm to get into field
  - The team estimate 12 days in field, closing on 20<sup>th</sup> September
  - This means that the delivery for the quant will be more closely aligned with the second phase of the qual and delivered w/c 27<sup>th</sup> September

I'll let you know as soon as we get any more updates. In the meantime, if you could please formally approve the first groups screener, we can then start recruiting for these today.

Kind regards,

Hannah

---

**From:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>  
**Sent:** Thursday, 2 September 2021 6:38 PM  
**To:** Morgan, Hannah (KT) <>; Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)> **Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Thanks, Hannah. Good to hear you're well underway. We will take a look overnight and get back to you in the morning if that's okay. Have a nice evening!

Cheers,

**David Briant** | Director, Research and Insights  
**Phone:** (02) 6205 2402 | **Mobile:** +61 2.2(a)(ii) | **Email:** [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)  
**Communications & Engagement** | Chief Minister Treasury and Economic Development Directorate | ACT Government  
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | [www.act.gov.au](http://www.act.gov.au)



---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Thursday, 2 September 2021 6:24 PM  
**To:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>; Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,

Fantastic, attached is a final version if you could please formally approve for our records, that'd be awesome. It's with the scripters now and we are waiting for them to update on estimated timelines we will do our best to push them for the quickest possible, although I'm anticipating the timeline could slightly extend, but we will update as soon as we can. And of course, happy to share the test link!

#### Qual update

- The **mini groups** are now due to go into field as well so attached is the screener for these for your review.
  - Compared with the IDI screener, we have opened the demographic criteria slightly and tightened in on the commitment to vaccination, based on our early interviews. All this means is that the demographic profile will fall out naturally around their level of commitment.
  - We are hoping to go into field as soon as possible with this, so if you're able to **provide feedback tomorrow** it'd be much appreciated (although we totally understand that's a short time frame too!).



- **11/30 of the 30 interviews have now been completed** with some interesting points of view. One gentleman, for example, was quite happy for everyone else to be a guinea pig including his wife before he got the vaccine!
- The recruitment is getting a bit more challenging as we expected might happen so one area where we would recommend relaxing the criteria slightly is in recruiting a smaller number of aged/health/disability sector workers we initially aimed for n=5 across the Denial/Difficult and Fluctuators/Follower segments but aiming for a minimum of 1-2 in each is looking more realistic. What do you think? So far, we have interviewed 5 (3 Advocates/Attainers and 1 DD and 1 FF).
- The other tricky area is in reaching the more marginalised groups we will keep pushing for n=3, but wanted to flag that we may need to revisit this one in the coming days.

Chat soon,

Hannah

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>

**Sent:** Thursday, 2 September 2021 2:07 PM

**To:** Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au> **Cc:** Donovan, Craig (KT) <>;

O'Donoghue, Kathy (TSPER)

<>; Moore, Ash (KISYD) <>

**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi Hannah,

We're fine with all of those. Just for the intro to the parents section we can go with this for all parents: *"You indicated previously that you had a child/children under 18 years of age living with you at home – we just want to ask you a few questions about their potential vaccination."*

Any idea when this might go into field? We're happy to run through a test link as well if this is possible.

Thanks,

Neil

---

**From:** Morgan, Hannah (KT) <>

**Sent:** Thursday, 2 September 2021 12:03 PM

**To:** Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>

**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)

<>; Moore, Ash (KISYD) <>

**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,

Thanks again for sending the questionnaire through. Attached is an updated version which has your changes accepted, but ours have been left tracked for clarity. If you're happy with these, I'll send through a clean version for approval and your records.

To the specific changes:

- We have removed the min quota on the >60 age group and doubled the min quota on 16-29
- There was a change to the introduction for the parent's section, to have one for parents with children under 12 vs over, but it didn't then seem that the questions differed. Given this issue isn't the core aim of the survey, we'd suggest leaving as is or only asking of those parents with children under 11 given the over 12s could be self-consenting. What do you think? Happy to discuss further.
- We've also updated the barrier sparks question to include a balance of positive, negative, and neutral statements to explore potential impact of these on behaviour.
  - The idea behind the question was to explore barriers specifically and encourage people to be honest about such views in an anonymous setting which is why they were extreme negative messages
  - It does make sense though to look at the neutral or positive ones as you've suggested
  - But it's important to highlight that these are drawn out from news / media releases, not informed by qualitative research, and so these will be a general sentiment / impact assessment

If you have any other questions or comments please don't hesitate to get in touch.

Kind regards,

Hannah

---

**From:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>

**Sent:** Wednesday, 1 September 2021 3:00 PM

**To:** Morgan, Hannah (KT) <>; Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)> **Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)

<>; Moore, Ash (KISYD) <>

**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi all,

Happy Spring! Hope the interviews have been going well and you've discovered some interesting people to hear from...

We have some feedback on the draft questionnaire see attached. Most of it is cosmetic and involves a few word changes here and there which are marked in track changes. Other than that we just wanted to consider the role of QD3 and perhaps cutting back / replacing some of the more extreme negative messages and explore the option of canvassing some more neutral or positive ones as well...particularly as the follow up questions D4 and D5 look at the option of whether these messages have encouraged them to book a vaccine. There are some further comments in the doc related to this, but David and I would be happy to discuss with you just let us know what might suit.

Oh, also, we have been told there's not much interest in hearing from Canberrans 70+, mainly because vaccine take up has been so high! It's probably going to fall out naturally as a younger sample anyway, but are we able to boost 16-29yr cohort?

Thanks,  
Neil

---

**From:** Morgan, Hannah (KT) <>

**Sent:** Tuesday, 31 August 2021 5:00 PM

**To:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>; Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>

**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)

<>; Moore, Ash (KISYD) <>

**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire



**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,

Thanks so much for sending this through so quickly, very appreciated!

The changes below make sense and have been done in the attached document for your record, together with some final minor tweaks our end:

- To our conversation earlier David, we added a verbal reminder to the introduction about them keeping the conversation confidential
- Added a gentle probe to the legitimacy question to ask if they feel differently depending on **who** requires vaccination (e.g., government vs. business but we don't directly probe on this)
- Overall, we've reduced the number of barrier sparks to align with what's in the quant questionnaire and after mapping against 'theme' and the commitment model for our internal use.

We have 7 interviews tomorrow – it's always exciting when we get to go time – so we look forward to hearing what people have to say!

Kind regards,

Hannah

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>

**Sent:** Tuesday, 31 August 2021 4:46 PM

**To:** Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au>

**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)

<>; Moore, Ash (KISYD) <>

**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi Hannah & team,

Thanks for turning these around so quickly. We just have a few things for consideration on the qual guide (below), but otherwise it is good to go (and has been approved by Trish). For the questionnaire, we need to work through a couple of minor things here and will get back to you about this tomorrow.

**Qual guide:**

- **Attitudinal influence: Legitimacy** can we change that new question re mandatory vax to "And how would they feel if being vaccinated was required for certain settings like travel or some indoor activities like going to the gym?"
- **Attitudinal influence: Context** can we also add to this one wording in relation to getting the second vaccination?
- **Barrier sparks** – just an idea, could this be a place to just test the waters around financial incentives being a reverse incentive? Something along the lines of "There must be something up with the vaccine if they end up paying people to get it"

Hope the first few interviews go well – let us know if anything needs tweaking following them.

Cheers,  
Neil

**From:** Morgan, Hannah (KT) <>  
**Sent:** Tuesday, 31 August 2021 11:39 AM  
**To:** Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>; Stafford, Neil <Neil.Stafford@act.gov.au>  
**Subject:** Covid 19 Vaccination Hesitancy - discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi David,

Thanks again to you and the team for your time this morning.


Attached are the updated discussion guide and the questionnaire with the changes highlighted in yellow. On the qual side, the first interview is 10.30am tomorrow and on the quant, we will script the survey but not go live until you've had time to brief up. As with the screener, could you please also formally approve each of these once you're happy?

**In the survey, the key changes we made / discussed / points of clarification are:**

- Including 16 18-year-olds in the sample
- Creating a point of tension by asking people who are hesitant or resistant to getting vaccinated how they would feel if they *had* to (instruction before BCM-1a)
- Asking parents about their hypothetical commitment to getting their children vaccinated (if they were the decision-maker, recognising that children may be able to self-consent over the age of 12)
- All who work in health / aged / disability care are accepted; no further screening on their role or if they are clinical vs. nonclinical
- Split out regions to Woden, Weston Creek and Molongolo but left the wording as 'where do you live'?
- Research is blinded but it's possible that they will figure out that the research is coming from the ACT in later questions

**In the discussion guide, the main additions are:**

2.2(a)(xi)



Any other questions or comments, or if I've missed anything, please don't hesitate to give me a call.

Kind regards,

Hannah

**KANTAR PUBLIC**

**Hannah Morgan**  
Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point

NSW 2000  
Sydney, Australia

T:2.2(a)(ii)

*Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.*



[Kantar Disclaimer](#)

-----  
This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.  
-----



**From:** "Briant, David"  
**Sent:** 03/09/2021 1:58 AM  
**To:** "Morgan, Hannah (KT)" <>; "Stafford, Neil" <Neil.Stafford@act.gov.au>  
**Cc:** "Donovan, Craig (KT)" <>; "O'Donoghue, Kathy (TSPER)" <>; "Moore, Ash (KISYD)" <>  
**Subject:** HPE CM: RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi Hannah,

Just confirming we are contacting up to 91 panel members today who said they would probably not (58) or definitely not (33) get vaccinated in our July survey. Neil and I were just saying it would be interesting alone to see how many of those respondents, if any, are now vaccinated. We will be able to update you on Monday morning.

In terms of the quant, based on your advice we are happy to proceed with the planned approach but good to know that a CATI top up might be possible if Q&A run into difficulties meeting quotas. The timings also look fine.

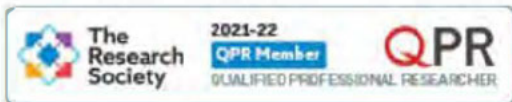
And we are happy to approve both the questionnaire and mini group screener as provided to us this morning.

Kind regards,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +2.2(a)(ii) | Email: [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

Communications & Engagement | Chief Minister Treasury and Economic Development Directorate | ACT Government  
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | [www.act.gov.au](http://www.act.gov.au)



---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Friday, 3 September 2021 11:46 AM  
**To:** Briant, David <David.Briant@act.gov.au>; Stafford, Neil <Neil.Stafford@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi David,

Thanks again for your time earlier today. A few updates and follow ups from us:

- Confirming that we have reached out to Q&A re recruiting from your panel for the qual, to reach some of the harder segments
- We have also spoken to our quant fieldwork team who are still confident of recruiting n=400 of the behaviourally negative (not vaccinated) or weakly behaviourally positive (first vaccination) population however, we are also exploring CATI top up / other options here as a plan b and will come back to you on those
- The survey link will be available end of day Tuesday



- We will test and approve the survey link on Wednesday to go into field that same day we'll also share with you when available, but will need to sign off on this by 3pm to get into field
  - The team estimate 12 days in field, closing on 20<sup>th</sup> September
  - This means that the delivery for the quant will be more closely aligned with the second phase of the qual and delivered w/c 27<sup>th</sup> September

I'll let you know as soon as we get any more updates. In the meantime, if you could please formally approve the first groups screener, we can then start recruiting for these today.

Kind regards,

Hannah

---

**From:** Briant, David <David.Briant@act.gov.au>  
**Sent:** Thursday, 2 September 2021 6:38 PM  
**To:** Morgan, Hannah (KT) <>; Stafford, Neil <Neil.Stafford@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Thanks, Hannah. Good to hear you're well underway. We will take a look overnight and get back to you in the morning if that's okay. Have a nice evening!

Cheers,

David Briant | Director, Research and Insights  
Phone: (02) 6205 2402 | Mobile: +2.2(a)(ii) | Email: David.Briant@act.gov.au  
Communications & Engagement | Chief Minister Treasury and Economic Development Directorate | ACT Government  
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | [www.act.gov.au](http://www.act.gov.au)



---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Thursday, 2 September 2021 6:24 PM  
**To:** Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,

Fantastic, attached is a final version – if you could please formally approve for our records, that'd be awesome. It's with the scripters now and we are waiting for them to update on estimated timelines – we will do our best to push them for the quickest possible, although I'm anticipating the timeline could slightly extend, but we will update as soon as we can. And of course, happy to share the test link!

#### Qual update

- The mini groups are now due to go into field as well so attached is the screener for these for your review.

- Compared with the IDI screener, we have opened the demographic criteria slightly and tightened in on the commitment to vaccination, based on our early interviews. All this means is that the demographic profile will fall out naturally around their level of commitment.
  - We are hoping to go into field as soon as possible with this, so if you're able to **provide feedback tomorrow** it'd be much appreciated (although we totally understand that's a short time frame too!).
- **11/30 of the 30 interviews have now been completed** with some interesting points of view. One gentleman, for example, was quite happy for everyone else to be a guinea pig – including his wife – before he got the vaccine!
  - The recruitment is getting a bit more challenging as we expected might happen so one area where we would recommend relaxing the criteria slightly is in recruiting a smaller number of aged/health/disability sector workers – we initially aimed for n=5 across the Denial/Difficult and Fluctuators/Follower segments but aiming for a minimum of 1-2 in each is looking more realistic. What do you think? So far, we have interviewed 5 (3 Advocates/Attainers and 1 DD and 1 FF).
  - The other tricky area is in reaching the more marginalised groups –we will keep pushing for n=3, but wanted to flag that we may need to revisit this one in the coming days.

Chat soon,

Hannah

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>

**Sent:** Thursday, 2 September 2021 2:07 PM

**To:** Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au> **Cc:** Donovan, Craig (KT) <>;

O'Donoghue, Kathy (TSPER)

<>; Moore, Ash (KISYD) <>

**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi Hannah,

We're fine with all of those. Just for the intro to the parents section we can go with this for all parents: "You indicated previously that you had a child/children under 18 years of age living with you at home – we just want to ask you a few questions about their potential vaccination."

Any idea when this might go into field? We're happy to run through a test link as well if this is possible.

Thanks,  
Neil

---

**From:** Morgan, Hannah (KT) <>

**Sent:** Thursday, 2 September 2021 12:03 PM

**To:** Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>

**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)

<>; Moore, Ash (KISYD) <>

**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,



Thanks again for sending the questionnaire through. Attached is an updated version which has your changes accepted, but ours have been left tracked for clarity. If you're happy with these, I'll send through a clean version for approval and your records.

To the specific changes:

- We have removed the min quota on the >60 age group and doubled the min quota on 16-29
- There was a change to the introduction for the parent's section, to have one for parents with children under 12 vs over, but it didn't then seem that the questions differed. Given this issue isn't the core aim of the survey, we'd suggest leaving as is or only asking of those parents with children under 11 given the over 12s could be self-consenting. What do you think? Happy to discuss further.
- We've also updated the barrier sparks question to include a balance of positive, negative, and neutral statements to explore potential impact of these on behaviour.
  - The idea behind the question was to explore barriers specifically and encourage people to be honest about such views in an anonymous setting which is why they were extreme negative messages
  - It does make sense though to look at the neutral or positive ones as you've suggested
  - But it's important to highlight that these are drawn out from news / media releases, not informed by qualitative research, and so these will be a general sentiment / impact assessment

If you have any other questions or comments please don't hesitate to get in touch.

Kind regards,

Hannah

---

**From:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>

**Sent:** Wednesday, 1 September 2021 3:00 PM

**To:** Morgan, Hannah (KT) <>; Briant, David

<[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)> **Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)

<>; Moore, Ash (KISYD) <>

**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi all,

Happy Spring! Hope the interviews have been going well and you've discovered some interesting people to hear from...

We have some feedback on the draft questionnaire – see attached. Most of it is cosmetic and involves a few word changes here and there which are marked in track changes. Other than that we just wanted to consider the role of QD3 and perhaps cutting back / replacing some of the more extreme negative messages and explore the option of canvassing some more neutral or positive ones as well...particularly as the follow up questions D4 and D5 look at the option of whether these messages have encouraged them to book a vaccine. There are some further comments in the doc related to this, but David and I would be happy to discuss with you – just let us know what might suit.

Oh, also, we have been told there's not much interest in hearing from Canberrans 70+, mainly because vaccine take up has been so high! It's probably going to fall out naturally as a younger sample anyway, but are we able to boost 16-29yr cohort?

Thanks,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Tuesday, 31 August 2021 5:00 PM  
**To:** Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)  
<>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Neil,

Thanks so much for sending this through so quickly, very appreciated!

The changes below make sense and have been done in the attached document for your record, together with some final minor tweaks our end:

- To our conversation earlier David, we added a verbal reminder to the introduction about them keeping the conversation confidential
- Added a gentle probe to the legitimacy question to ask if they feel differently depending on **who** requires vaccination (e.g., government vs. business but we don't directly probe on this)
- Overall, we've reduced the number of barrier sparks to align with what's in the quant questionnaire and after mapping against 'theme' and the commitment model for our internal use.

We have 7 interviews tomorrow – it's always exciting when we get to go time – so we look forward to hearing what people have to say!

Kind regards,

Hannah

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>  
**Sent:** Tuesday, 31 August 2021 4:46 PM  
**To:** Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)  
<>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi Hannah & team,

Thanks for turning these around so quickly. We just have a few things for consideration on the qual guide (below), but otherwise it is good to go (and has been approved by Trish). For the questionnaire, we need to work through a couple of minor things here and will get back to you about this tomorrow.

**Qual guide:**

- **Attitudinal influence: Legitimacy** – can we change that new question re mandatory vax to “And how would they feel if being vaccinated was required for certain settings like travel or some indoor activities like going to the gym?”
- **Attitudinal influence: Context** – can we also add to this one wording in relation to getting the second vaccination?
- **Barrier sparks** – just an idea, could this be a place to just test the waters around financial incentives being a reverse incentive? Something along the lines of “There must be something up with the vaccine if they end up paying people to get it”



Hope the first few interviews go well – let us know if anything needs tweaking following them.

Cheers,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Tuesday, 31 August 2021 11:39 AM  
**To:** Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>; Stafford, Neil <Neil.Stafford@act.gov.au>  
**Subject:** Covid 19 Vaccination Hesitancy discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi David,

Thanks again to you and the team for your time this morning.


Attached are the updated discussion guide and the questionnaire with the changes highlighted in yellow. On the qual side, the first interview is 10.30am tomorrow and on the quant, we will script the survey but not go live until you've had time to brief up. As with the screener, could you please also formally approve each of these once you're happy?

**In the survey, the key changes we made / discussed / points of clarification are:**

- Including 16–18 year olds in the sample
- Creating a point of tension by asking people who are hesitant or resistant to getting vaccinated how they would feel if they *had* to (instruction before BCM 1a)
- Asking parents about their hypothetical commitment to getting their children vaccinated (if they were the decision maker, recognising that children may be able to self consent over the age of 12)
- All who work in health / aged / disability care are accepted; no further screening on their role or if they are clinical vs. nonclinical
- Split out regions to Woden, Weston Creek and Molongolo but left the wording as 'where do you live'?
- Research is blinded but it's possible that they will figure out that the research is coming from the ACT in later questions

**In the discussion guide, the main additions are:**

2.2(a)(xi)



Any other questions or comments, or if I've missed anything, please don't hesitate to give me a call.

Kind regards,

Hannah

**KANTAR PUBLIC**

**Hannah Morgan**  
Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point  
NSW 2000  
Sydney, Australia

T: [2.2\(a\)\(ii\)](#)

*Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.*



[Kantar Disclaimer](#)

-----  
This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.  
-----

**From:** "Morgan, Hannah (KT)" <>  
**Sent:** 03/09/2021 7:08 AM  
**To:** "Briant, David" <David.Briant@act.gov.au>  
**Cc:** "Stafford, Neil" <Neil.Stafford@act.gov.au>  
**Subject:** HPE CM: RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire  
**Attachments:** 263406985\_Covid 19 Vaccinations - Tipping Point Group DSG\_cv1.docx

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi David,

That's great news! Fingers crossed more come through over the weekend &#128522;

Attached for your review is the discussion guide for the 'Tipping Point' or deliberative debate group that we'll be running on Wednesday next week, with Attainers and Followers. The other focus groups (1 with Advocates/Attainers, 1 with Fluctuators / Followers, 1 with Deniers / Difficults) will follow the same structure as the IDI groups – staying very tightly focused on the buckets so no changes to what you've already approved.

We also heard back from the quant team that a CATI top up would be very expensive, so we'd recommend against this option, unless necessary. As an alternative, we are exploring if we can send the survey to those who were interested in the qualitative research but screened out because e.g., they aren't a health worker as a way to boost sample. Otherwise, I would suggest that we increase the vaccinated parents' sample to gather a good baseline on commitment, ahead of the curve.

Final thing – did you want me to send a Teams invite for Tuesday at 1030 for you to forward on? Happy either way.

Hope you also have a lovely weekend, chat Monday.

Hannah

---

**From:** Briant, David <David.Briant@act.gov.au>  
**Sent:** Friday, 3 September 2021 4:03 PM  
**To:** Morgan, Hannah (KT) <>  
**Cc:** Stafford, Neil <Neil.Stafford@act.gov.au>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi Hannah,

Just letting you know we have sent out the recruitment email this afternoon (although it didn't get out until around 2.30pm). Good news is that already 3 have agreed to take part. I'll be in touch on Monday with an update.

Have a lovely weekend.

Cheers,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +61 2.2(a)(ii) | Email: [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

Communications & Engagement | Chief Minister Treasury and Economic Development Directorate | ACT Government  
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | [www.act.gov.au](http://www.act.gov.au)





---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Friday, 3 September 2021 11:46 AM  
**To:** Briant, David <David.Briant@act.gov.au>; Stafford, Neil <Neil.Stafford@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)  
<>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi David,

Thanks again for your time earlier today. A few updates and follow ups from us:

- Confirming that we have reached out to Q&A re recruiting from your panel for the qual, to reach some of the harder segments
- We have also spoken to our quant fieldwork team who are still confident of recruiting n=400 of the behaviourally negative (not vaccinated) or weakly behaviourally positive (first vaccination) population however, we are also exploring CATI top up / other options here as a plan b and will come back to you on those
- The survey link will be available end of day Tuesday
- We will test and approve the survey link on Wednesday to go into field that same day – we'll also share with you when available, but will need to sign off on this by 3pm to get into field
  - The team estimate 12 days in field, closing on 20<sup>th</sup> September
  - This means that the delivery for the quant will be more closely aligned with the second phase of the qual and delivered w/c 27<sup>th</sup> September

I'll let you know as soon as we get any more updates. In the meantime, if you could please formally approve the first groups screener, we can then start recruiting for these today.

Kind regards,

Hannah

---

**From:** Briant, David <David.Briant@act.gov.au>  
**Sent:** Thursday, 2 September 2021 6:38 PM  
**To:** Morgan, Hannah (KT) <>; Stafford, Neil <Neil.Stafford@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)  
<>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Thanks, Hannah. Good to hear you're well underway. We will take a look overnight and get back to you in the morning if that's okay. Have a nice evening!

Cheers,

**David Briant** | Director, Research and Insights  
**Phone:** (02) 6205 2402 | **Mobile:** +2.2(a)(ii) | **Email:** David.Briant@act.gov.au  
**Communications & Engagement** | Chief Minister Treasury and Economic Development Directorate | ACT Government  
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | [www.act.gov.au](http://www.act.gov.au)