Statewide COVID-19 Survey: Vaccine Findings

Public Release

April 1, 2021
Overview

- Data collected June 18-26, 2020 & February 4 – March 1, 2021
- Online survey collected by MDRG, Inc. from 2 panels: Dynata & Cint
- Eligibility: Age 18+ and resident of Louisiana
- Statewide sample totaling 1,126 respondents in 2020 & 1,096 in 2021
- Survey measures include:
  - Knowledge about COVID-19
  - Preventive behaviors
  - Vaccine willingness
  - Impacts (employment & income)
  - Physical & mental health
  - Socio-demographic characteristics
MDRG, Inc. used **quota sampling** to ensure proportional representation from each region, as well as race within regions, in the sample.

- The sub-samples for individual regions are insufficient to make reliable region-level estimates, but we can look at differences across regions.

- We over-sampled respondents who reside in rural areas and respondents who identify as African American race.

- We weighted the sample on age, race, region, and gender.
What we’re presenting today

- Demographics of the 2020 and 2021 samples
- Vaccine willingness & hesitancy
- Factors influencing the decision to get the vaccine or not
- Information about the vaccine
- Beliefs about the vaccine
Of the 1,126 (Wave 1) and 1,096 (Wave 2)...

<table>
<thead>
<tr>
<th></th>
<th>Wave 1</th>
<th>Wave 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>31%</td>
<td>36%</td>
</tr>
<tr>
<td>Female</td>
<td>69%</td>
<td>63%</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>54%</td>
<td>57%</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>38%</td>
<td>36%</td>
</tr>
<tr>
<td>Louisiana Minorities</td>
<td>8%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Of the 1,126 (Wave 1) and 1,096 (Wave 2)...

On The Younger Side For Both Wave 1 and Wave 2

Mostly College Educated For Both Wave 1 and Wave 2
Household characteristics

Close to 50% of Respondents Report Household Income >50K For Both Wave 1 and Wave 2

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Wave 1 2020</th>
<th>Wave 2 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$25k</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>$25k-49,999</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>$50k-74,999</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>$75k-99,999</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>$100k-149,999</td>
<td>13%</td>
<td>11%</td>
</tr>
</tbody>
</table>

More Than Half of Respondents Report Household Size of 2-3 People For Both Wave 1 and Wave 2

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Wave 1 2020</th>
<th>Wave 2 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>2-3</td>
<td>56%</td>
<td>52%</td>
</tr>
<tr>
<td>4-5</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>6+</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>
VACCINE WILLINGNESS
In 2020, we asked: If a vaccine for Coronavirus became available, would you want to get it?

In 2021, we asked: Now that a vaccine for Coronavirus is available, do you want to get it?

Overall, changes were small

Change in vaccine intentions, 2020-2021

- In 2020, we asked: Do you want to get the Coronavirus vaccine? (p=0.0053)
  - June 2020 (N=1,126): 57% Definitely/probably, 24% Probably/definitely not, 19% Maybe/unsure
  - Feb 2021 (N=1,096): 59% Definitely/probably, 23% Probably/definitely not, 19% Maybe/unsure
Where did vaccine intentions change?

- Regions 1 & 7 improved
- Region 3 had an increase in those who don’t want to get the vaccine
- Figures should not be interpreted independently as region-level estimates
Change in vaccine intentions by race

- Those who definitely or probably want to get the vaccine increased for white Louisianans
- Those who definitely don’t or probably don’t want to get the vaccine increased for Black Louisianans

**Non-Hispanic White**  
(P=0.037)

<table>
<thead>
<tr>
<th>2020 (N=600)</th>
<th>2021 (N=606)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely/probably</td>
<td>59%</td>
</tr>
<tr>
<td>Maybe/unsure</td>
<td>23%</td>
</tr>
<tr>
<td>Definitely not/probably not</td>
<td>19%</td>
</tr>
</tbody>
</table>

**Non-Hispanic Black**  
(p=0.069)

<table>
<thead>
<tr>
<th>2020 (N=421)</th>
<th>2021 (N=387)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely/probably</td>
<td>22%</td>
</tr>
<tr>
<td>Maybe/unsure</td>
<td>29%</td>
</tr>
<tr>
<td>Definitely not/probably not</td>
<td>30%</td>
</tr>
</tbody>
</table>
Change in vaccine intentions by gender

- More men said they definitely or probably want to get the vaccine in 2021 than in 2020
- More women said they definitely don’t or probably don’t want to get the vaccine in 2021 than in 2020
# Measurement of vaccine willingness in 2021

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
</table>
| Have you received the Coronavirus vaccine (either one or two doses)?     | Yes
|                                                                          | No
|                                                                          | Don’t know                                                             |
| Now that a vaccine for Coronavirus is available, do you want to get it?  | Definitely                                                             |
|                                                                          | Probably                                                               |
|                                                                          | Maybe                                                                  |
|                                                                          | Probably not                                                           |
|                                                                          | Definitely not                                                          |
|                                                                          | Unsure                                                                  |
| How soon would you like to get the Coronavirus vaccine?                   | I want to get the vaccine as soon as I am eligible.                     |
|                                                                          | I want to wait a while to see how the vaccine affects people.           |
|                                                                          | I never want to get the vaccine.                                        |
Measurement of vaccine willingness in 2021

**Willing**
- Those who already received the vaccine, or
- Said they definitely or probably want to get it, and
- Want to get it as soon as they’re eligible

**Hesitant**
- Those who responded maybe or unsure about wanting to get the vaccine, or
- Want to wait a while to see how the vaccine affects people

**Unwilling**
- Those who said they never want to get the vaccine

Vaccine Willingness (2021, N=1,091)
Vaccine willingness by region

- **Willingness** is highest in **Region 1** (Greater New Orleans) with most respondents wanting to be vaccinated as soon as they’re eligible.

- **Hesitancy** is highest in **Regions 4** (Lafayette) and **5** (Lake Charles).

- **Regions 3** (Houma) and **6** (Alexandria) have the greatest proportions who said they **never want to get the vaccine**.

- Figures should not be interpreted independently as region-level estimates.

![Bar chart showing vaccine willingness by region](image-url)
Vaccine willingness by race & gender

- Vaccine hesitancy is highest among White women and Black men.
- More than a quarter of Black women said they never want to get the vaccine while 40% indicated hesitancy.

Differences by race within gender are significant and by gender for white but not for Black.
Vaccine willingness by age & gender

- Hesitancy is greatest for young men and women
- Hesitancy is also high for women in their 30s, 40s and 50s
- About 30% of women in their childbearing years (age 18-44) said they never want to get the vaccine

![Graph showing vaccine willingness by age & gender](image-url)

- Men:
  - 18-29: Unwilling 21%, Hesitant 9%, Willing 46%
  - 30-44: Unwilling 14%, Hesitant 26%, Willing 60%
  - 45-59: Unwilling 5%, Hesitant 26%, Willing 70%
  - 60+: Unwilling 26%, Hesitant 26%, Willing 26%

- Women:
  - 18-29: Unwilling 29%, Hesitant 52%, Willing 19%
  - 30-44: Unwilling 30%, Hesitant 40%, Willing 30%
  - 45-59: Unwilling 15%, Hesitant 40%, Willing 45%
  - 60+: Unwilling 9%, Hesitant 32%, Willing 59%
Vaccine willingness by age & race

- For both races, vaccine willingness is highest for older residents, and hesitancy is greatest among young adults.
- Almost 30% of Black Louisianans age 18-44 said they never want to get the vaccine, and hesitancy is high among middle-age Black adults.
Vaccine willingness by urban vs rural

- Rural residents are less willing to get the vaccine
  - This difference is significant for white but not Black residents
  - The difference is largest for those age 45+ but not significant for younger adults

<table>
<thead>
<tr>
<th>Urban (n=822)</th>
<th>Rural (n=269)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unwilling</td>
<td>14%</td>
</tr>
<tr>
<td>Hesitant</td>
<td>34%</td>
</tr>
<tr>
<td>Willing</td>
<td>53%</td>
</tr>
</tbody>
</table>

(p=0.0105)
Vaccine willingness by health status

- Vaccine willingness is higher among those living with at least one underlying health condition.
- 60% of those without underlying health conditions expressed hesitancy or unwillingness to get a vaccine.
Priority groups for vaccine outreach

- Women of reproductive age (regardless of race)
- Black residents, especially under age 60
- 18-29 year olds (regardless of race and gender)
- Rural, white, younger adults (under age 45)
FACTORS INFLUENCING VACCINE DECISION
Factors influencing vaccine decision

In 2021, we asked: How much do the following factors influence your choice whether or not to get the Coronavirus vaccine?

- Advice from doctors and medical experts
- Recommendation from your employer
- How easy it is to get the vaccine
- Whether the vaccine is free
- Whether the vaccine is safe
- How long it took to develop the vaccine
- How well the vaccine works
- Concern about side effects
- Getting back to normal
- Protecting your family
- Experiences of other people who got the vaccine
Factors influencing vaccine decision

For those willing to get the vaccine (N=476)

- Protecting my family
- Getting back to normal
- Advice from doctors and medical experts
- How well the vaccine works
- Whether the vaccine is safe
- Whether the vaccine is free
- Experiences of other people who got the vaccine
- How easy it was to get the vaccine
- Concern about side effects
- Recommendation from my employer
- How long it took to develop the vaccine

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Factors influencing vaccine decision

For those **hesitant** to get the vaccine (N=418)

- Concern about side effects
- Whether the vaccine is safe
- How well the vaccine works
- Protecting my family
- Experiences of other people who got the vaccine
- Getting back to normal
- How long it took to develop the vaccine
- Advice from doctors and medical experts
- Whether the vaccine is free
- How easy it was to get the vaccine
- Recommendation from my employer
Factors influencing vaccine decision

For those **unwilling** to get the vaccine (N=197)
Factors influencing vaccine decision

Summary

- **Protecting their family** is the top motivator for those **willing** to get the vaccine
- For those **hesitant** to get the vaccine, **concern about side effects** and the **vaccine’s safety and efficacy** are the most important factors
- For those **unwilling** to get the vaccine, **concern about side effects** and **safety** are the most important factors
- After addressing **concerns about side effects** and the **vaccine’s safety and efficacy**, the next-most important factor for the hesitant and unwilling groups is **protecting their family**

Note: There are not statistically significant regional differences for concerns about side effects or the vaccine’s safety or efficacy.
INFORMATION ABOUT THE VACCINE
We asked: What information about the Coronavirus vaccine would you like more of?

- About half of those who never want to get the vaccine want more info about vaccine side effects and safety.
- One-third of those who never want to get the vaccine say they do not want any more info about the vaccine (i.e., “none of the above”).

<table>
<thead>
<tr>
<th>Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Side effects and how common they are</td>
<td>53%</td>
</tr>
<tr>
<td>Whether the vaccine is safe</td>
<td>49%</td>
</tr>
<tr>
<td>How well the vaccine works</td>
<td>33%</td>
</tr>
<tr>
<td>None of the above</td>
<td>33%</td>
</tr>
<tr>
<td>Whether people who already had...</td>
<td>20%</td>
</tr>
<tr>
<td>How much the vaccine costs</td>
<td>20%</td>
</tr>
<tr>
<td>When I’m eligible to get the vaccine</td>
<td>5%</td>
</tr>
<tr>
<td>Where I can get the vaccine</td>
<td>5%</td>
</tr>
</tbody>
</table>

(N=197)
We asked: What information about the Coronavirus vaccine would you like more of?

- The majority of those who expressed hesitancy want more info about side effects, safety, and efficacy

- Only 4% of the vaccine hesitant say they do not want any more information about the vaccine

Those who expressed hesitancy (N=418)

- Side effects and how common they are: 82%
- Whether the vaccine is safe: 71%
- How well the vaccine works: 69%
- How much the vaccine costs: 36%
- Whether people who already had Coronavirus should get the vaccine: 35%
- When I’m eligible to get the vaccine: 27%
- Where I can get the vaccine: 25%
- None of the above: 4%
In 2021, we asked: How much do you trust the following sources of information about the Coronavirus vaccine?

- Louisiana’s Governor, LDH, doctors/healthcare providers, pharmacies, family/friends, local officials, your employer, the news, public figures

Overall, doctors and healthcare providers and the Louisiana Department of Health are the most trusted sources of information, while public figures (e.g., athletes, musicians, business owners, etc.) are the least trusted.

What sources of information are trusted by those who expressed hesitancy or unwillingness to get the vaccine?
For those who say they never want to get the vaccine:

- Trust in all sources of information is low, and
- The most trusted sources of information are doctors and healthcare providers and friends and family.

Those who never want to get the vaccine (N=194)
For those hesitant to get the vaccine, doctors and healthcare providers and the Louisiana Department of Health are the most trusted sources of information, with family and friends coming in third.
Where do you get most of your information about Coronavirus?

- The most common sources of information are TV and government officials, but some of these differ by vaccine willingness.

- Social media includes Facebook, YouTube, Instagram, and Twitter (from most to least common).

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>65%</td>
</tr>
<tr>
<td>Government Officials</td>
<td>45%</td>
</tr>
<tr>
<td>Social Media</td>
<td>38%</td>
</tr>
<tr>
<td>Healthcare Providers</td>
<td>37%</td>
</tr>
<tr>
<td>Internet</td>
<td>36%</td>
</tr>
<tr>
<td>Friends/Family</td>
<td>32%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>23%</td>
</tr>
<tr>
<td>Radio</td>
<td>18%</td>
</tr>
</tbody>
</table>
Top sources of info by vaccine willingness

- Social media is the only source that’s not lower for those unwilling to get the vaccine
Race differences in sources of info

- Half of Black and one-third of white Louisianans say they get most of their information about Coronavirus from social media.

- More white than Black residents say they get information from healthcare providers and newspaper.

Where do you get most information about Coronavirus?

<table>
<thead>
<tr>
<th>Source</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare Providers</td>
<td>32%</td>
<td>38%</td>
</tr>
<tr>
<td>Social Media</td>
<td>50%</td>
<td>33%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>18%</td>
<td>26%</td>
</tr>
</tbody>
</table>
### Age differences in sources of info

- **TV** is the most common source of information about Coronavirus for middle-older age adults.
- Social media, internet search (or specific websites), friends and family are more popular sources of info for younger adults than middle-older age adults.

#### Where do you get most information about Coronavirus?

<table>
<thead>
<tr>
<th>Source</th>
<th>Age 45+</th>
<th>Age 18-44</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV (p&lt;0.0001)</td>
<td>58%</td>
<td>72%</td>
</tr>
<tr>
<td>Social Media (p&lt;0.0001)</td>
<td>58%</td>
<td>20%</td>
</tr>
<tr>
<td>Internet Search (p&lt;0.0001)</td>
<td>29%</td>
<td>45%</td>
</tr>
<tr>
<td>Friends/Family (p&lt;0.0001)</td>
<td>25%</td>
<td>40%</td>
</tr>
<tr>
<td>Radio (p=0.0002)</td>
<td>13%</td>
<td>23%</td>
</tr>
</tbody>
</table>
BELIEFS ABOUT THE VACCINE
Beliefs about the Coronavirus vaccine

In 2021, we asked: How much do you agree or disagree with the following statements?

- Vaccines will help end the Coronavirus pandemic
- Getting vaccinated will help keep my family healthy and safe
- Getting vaccinated is the right thing to do for my community
- Healthy people with strong immune systems don’t need to get the Coronavirus vaccine

We compared these by vaccine willingness
Beliefs about the Coronavirus vaccine

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Help end the pandemic</th>
<th>Keep my family healthy/safe</th>
<th>Right thing to do for my community</th>
<th>Healthy people don't need vaccine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td></td>
<td></td>
<td><img src="image" alt="Diagram" /></td>
<td></td>
</tr>
<tr>
<td>Neutral</td>
<td></td>
<td></td>
<td><img src="image" alt="Diagram" /></td>
<td><img src="image" alt="Diagram" /></td>
</tr>
<tr>
<td>Disagree</td>
<td></td>
<td></td>
<td><img src="image" alt="Diagram" /></td>
<td><img src="image" alt="Diagram" /></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
<td><img src="image" alt="Diagram" /></td>
<td><img src="image" alt="Diagram" /></td>
</tr>
</tbody>
</table>

*Willing* ▲ *Hesitant* ▲ *Unwilling* ▲
Questions?
Acknowledgements

- This research was conducted by the Louisiana Public Health Institute’s COVID-19 Survey Workgroup, led by Beth Nauman & Caitlin Canfield.

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- The survey was administered by MDRG, Inc.

- For media inquiries, please contact Brittany Fowler at bfowler@lphi.org.