



# 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

# Sampling

- ◆ 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

# DEMOGRAPHICS

# Of the 1,126 (Wave 1) and 1,096 (Wave 2)...

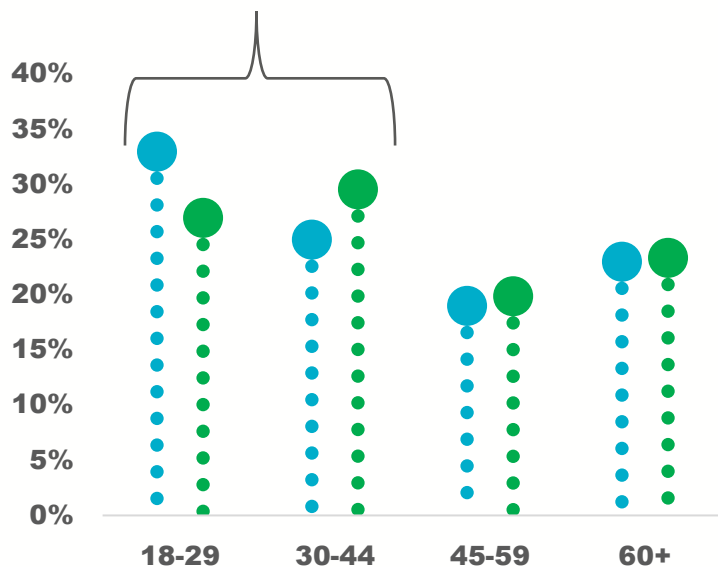
---

<b>Male</b>	<b>31%</b>	<b>36%</b>
<b>Female</b>	<b>69%</b>	<b>63%</b>
<b>Non-Hispanic White</b>	<b>54%</b>	<b>57%</b>
<b>Non-Hispanic Black</b>	<b>38%</b>	<b>36%</b>
<b>Louisiana Minorities</b>	<b>8%</b>	<b>7%</b>

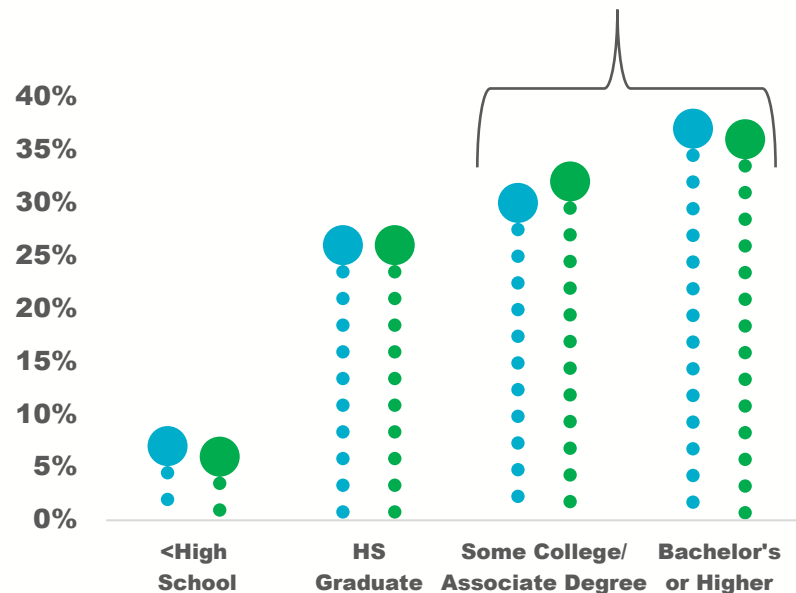
---

# Of the 1,126 (Wave 1) and 1,096 (Wave 2)...

On The Younger Side For Both Wave 1 and Wave 2

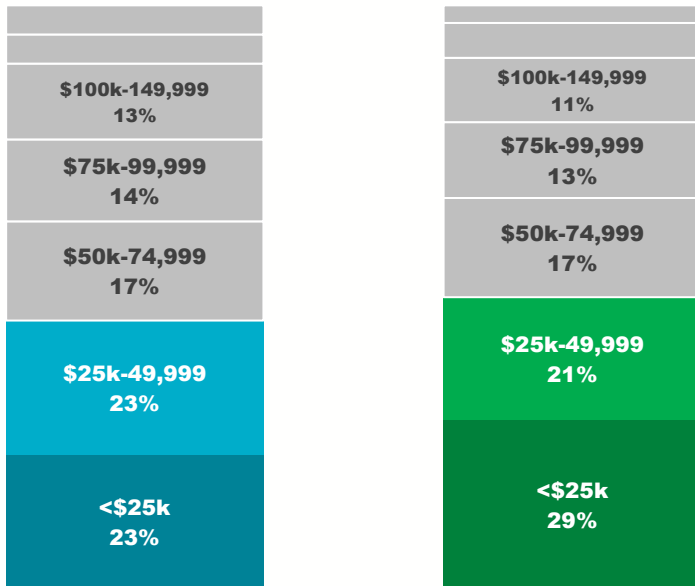


Mostly College Educated For Both Wave 1 and Wave 2



# Household characteristics

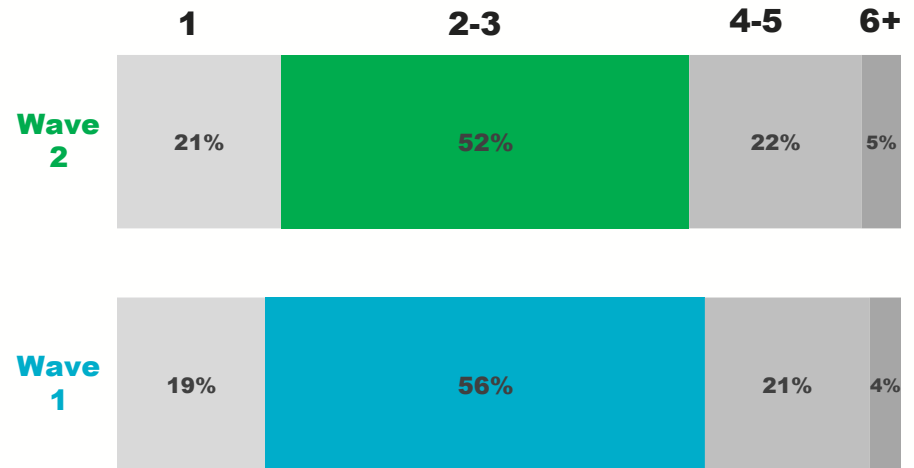
Close to 50% of Respondents Report Household Income >50K For Both **Wave 1** and **Wave 2**



Wave 1 (2020)

Wave 2 (2021)

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

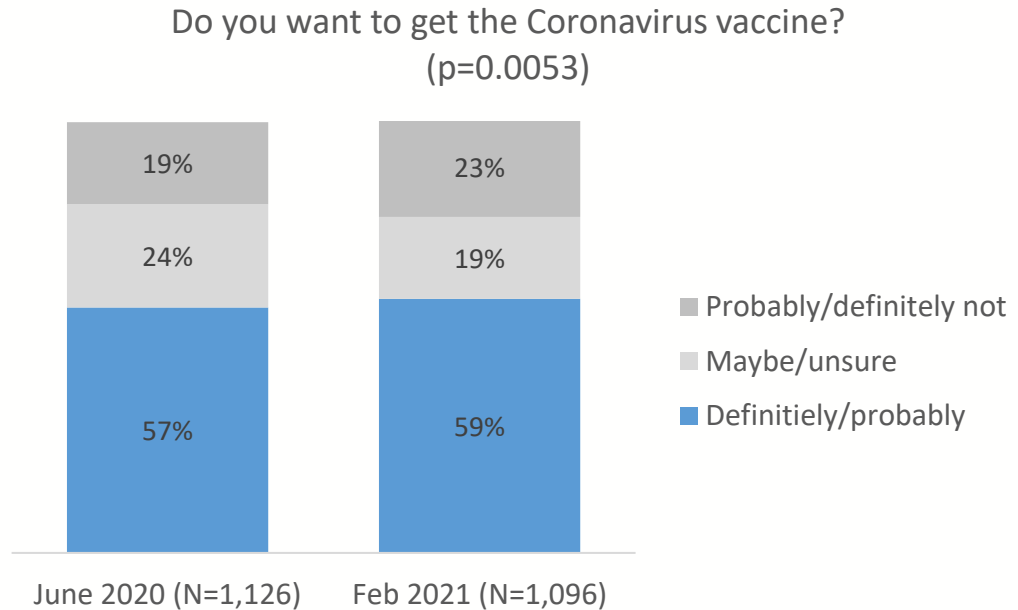




# VACCINE WILLINGNESS

# Change in vaccine intentions, 2020-2021

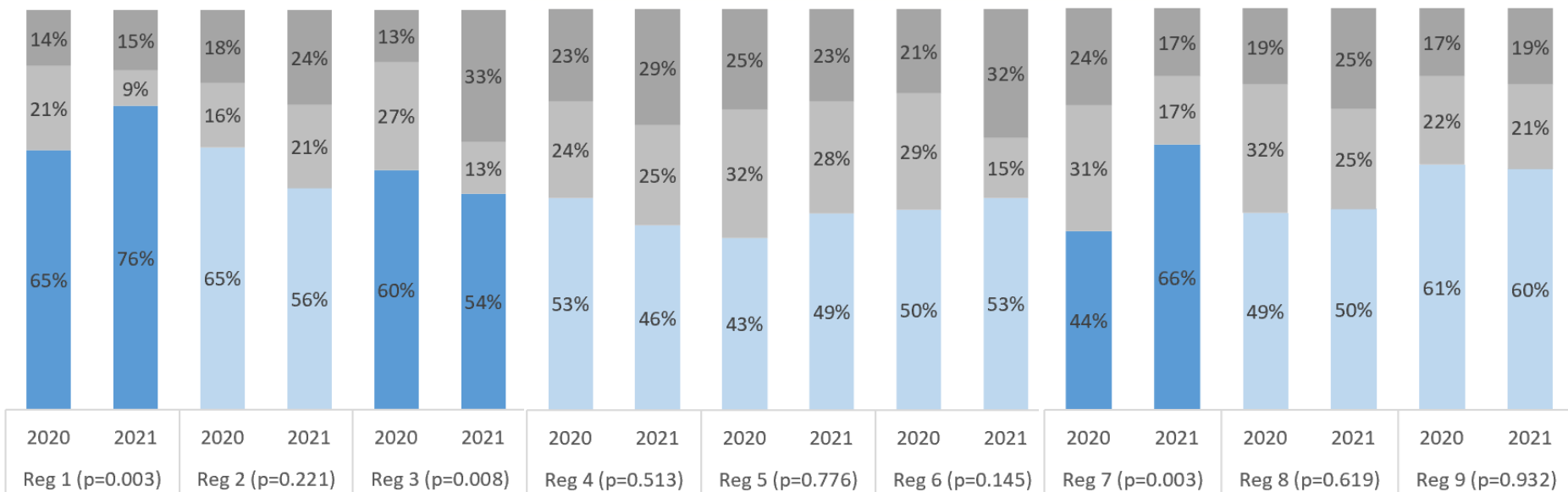
- In 2020, we asked: If a vaccine for Coronavirus became available, would you want to get it?
- In 2021, we asked: Now that a vaccine for Coronavirus is available, do you want to get it?
- Overall, changes were small



# Where did vaccine intentions change?

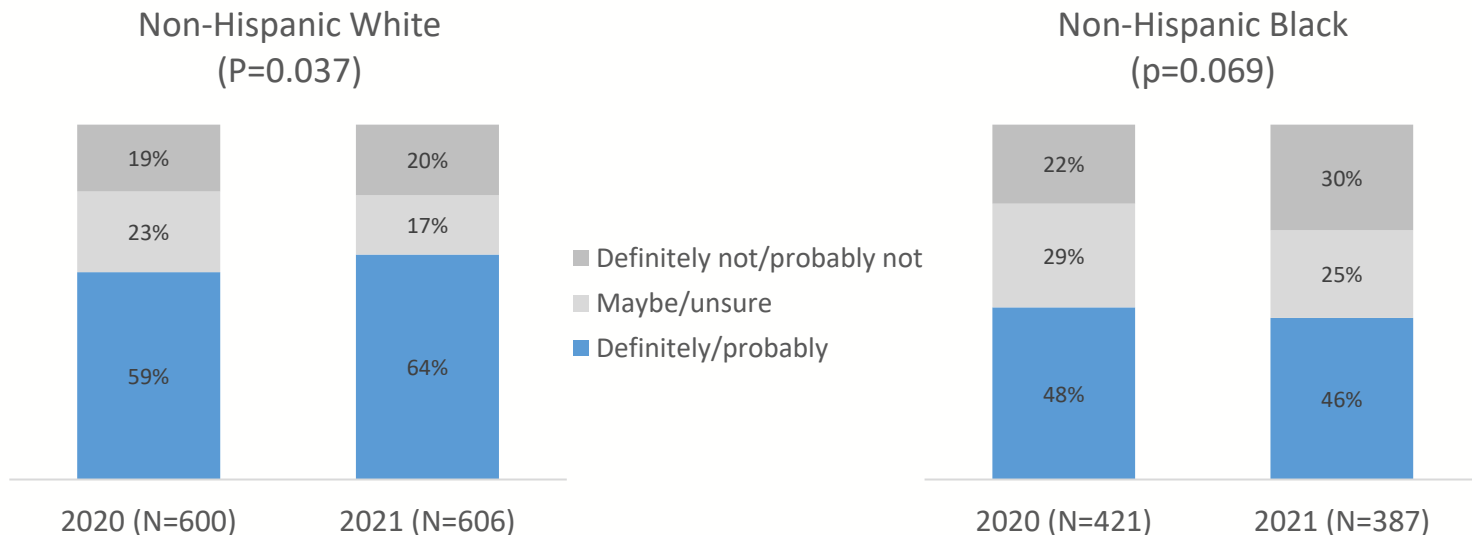
- Regions 1 & 7 improved
- Region 3 had an increase in those who don't want to get the vaccine
- Figures should not be interpreted independently as region-level estimates

- Definitely not/probably not
- Maybe/unsure
- Definitely/probably



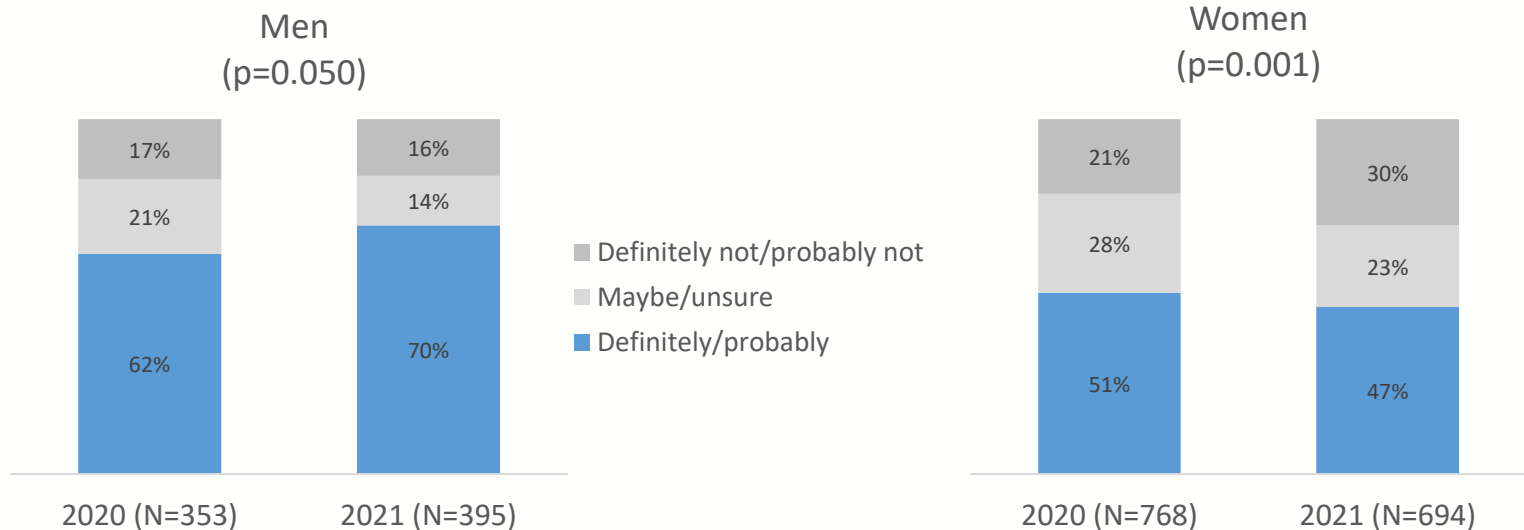
# Change in vaccine intentions by race

- 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



# 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

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

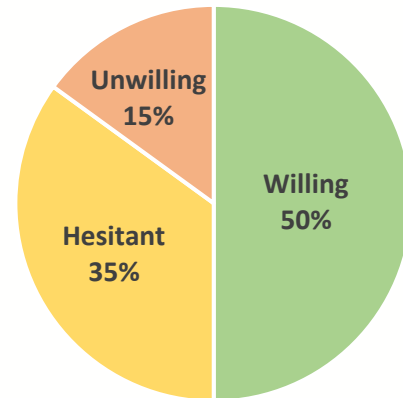
## Hesitant

- ◆ 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

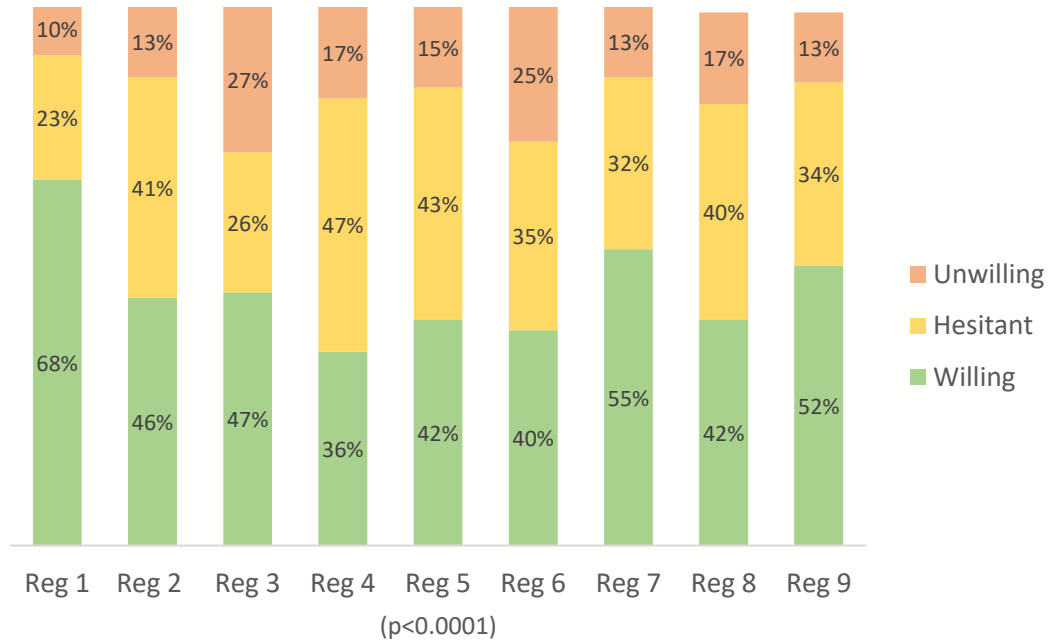
- ◆ Those who said they never want to get the vaccine

Vaccine Willingness (2021, N=1,091)



# Vaccine willingness by region

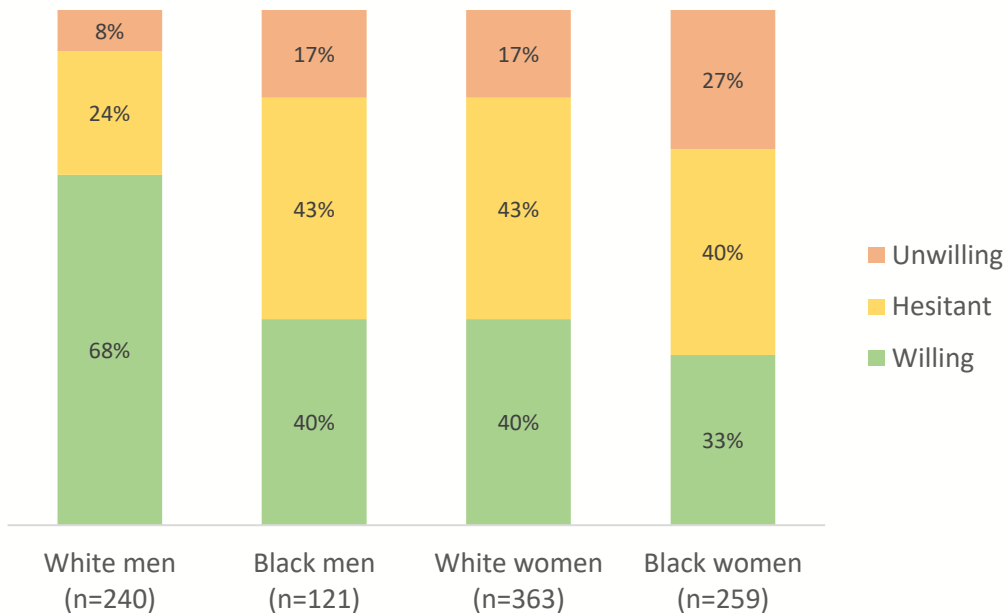
- Willingness is highest in **Region 1** (Greater New Orleans) with most respondents wanting to be vaccinated as soon as they're eligible
- Hesitancy is highest in **Regions 4** (Lafayette) and **5** (Lake Charles)
- Regions 3** (Houma) and **6** (Alexandria) have the greatest proportions who said they **never want to get the vaccine**
- Figures should not be interpreted independently as region-level estimates





# Vaccine willingness by race & gender

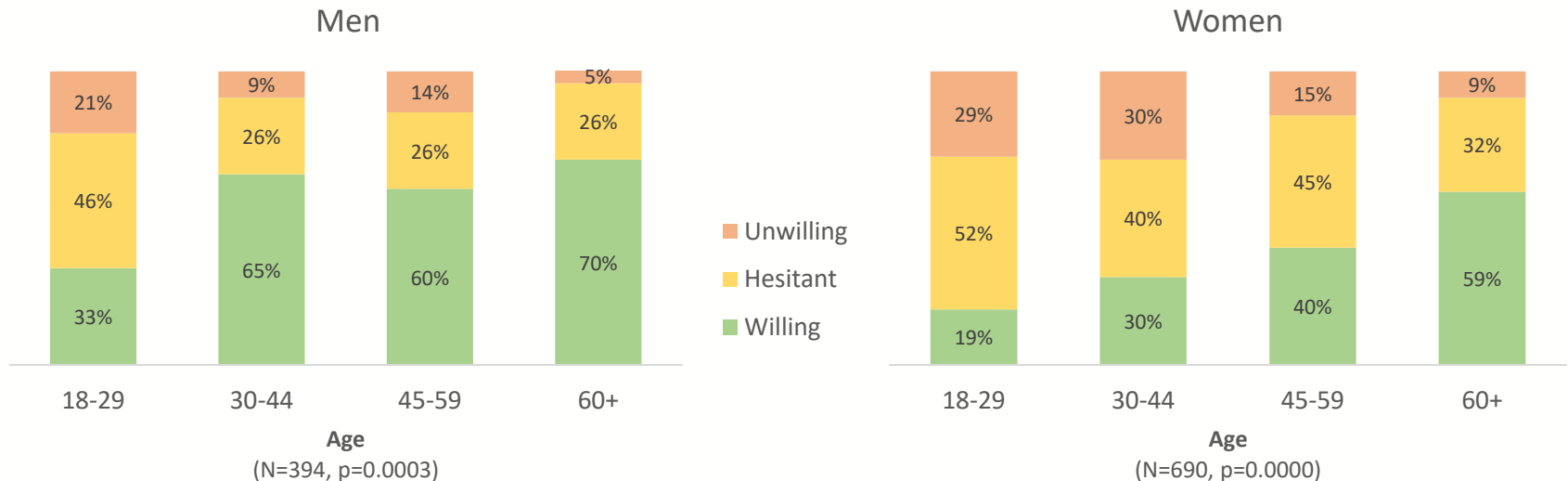
- Vaccine hesitancy is highest among White women and Black men
- More than a quarter of Black women said they never want to get the vaccine while 40% indicated hesitancy



Differences by race within gender are significant and by gender for white but not for Black

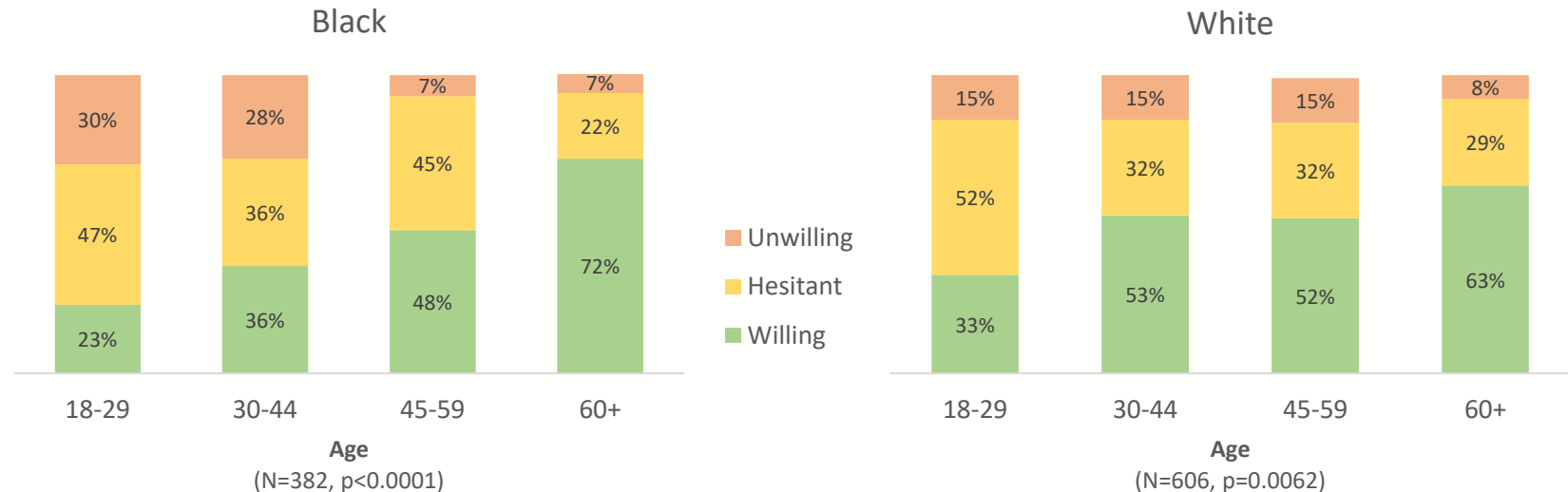
# Vaccine willingness by age & gender

- 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



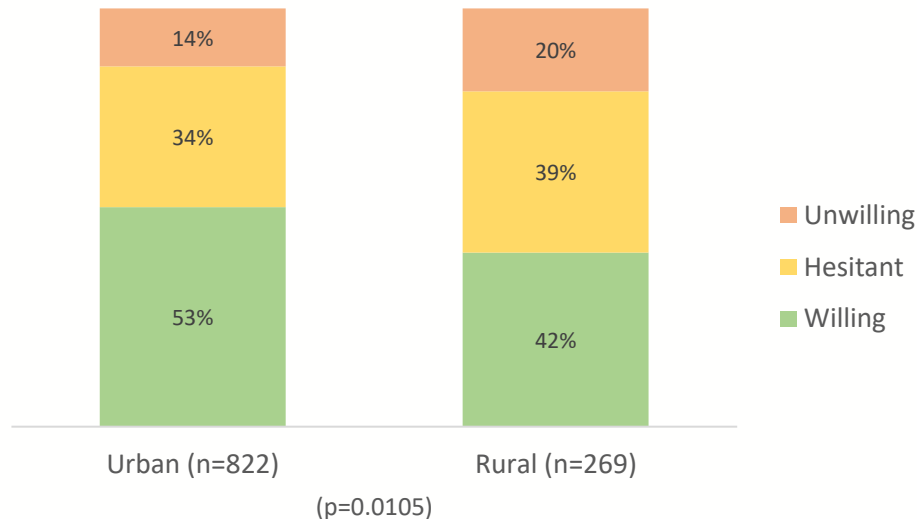
# Vaccine willingness by age & race

- 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



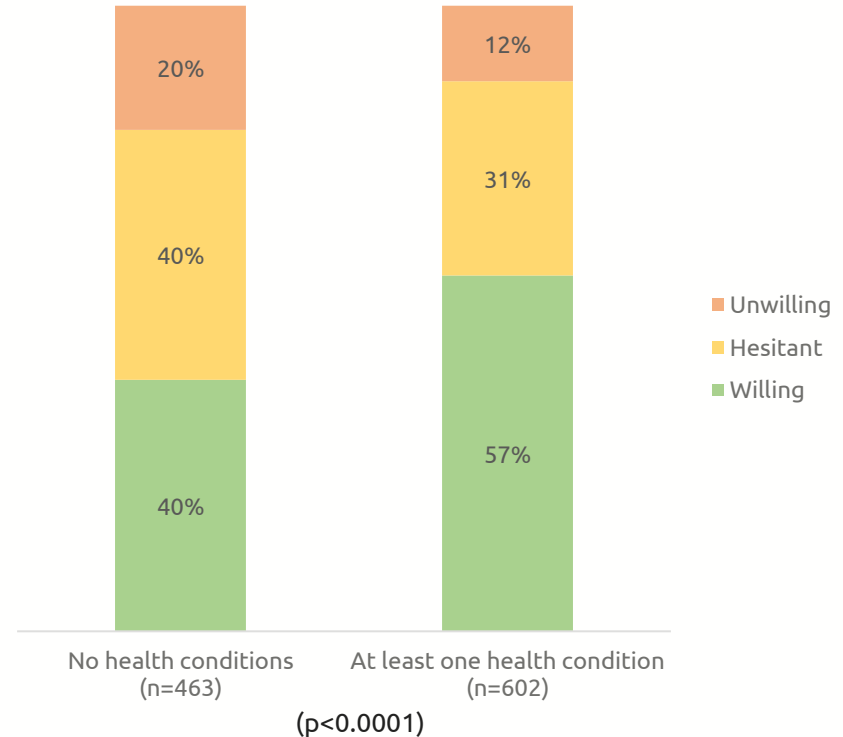
# Vaccine willingness by urban vs rural

- 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



# 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

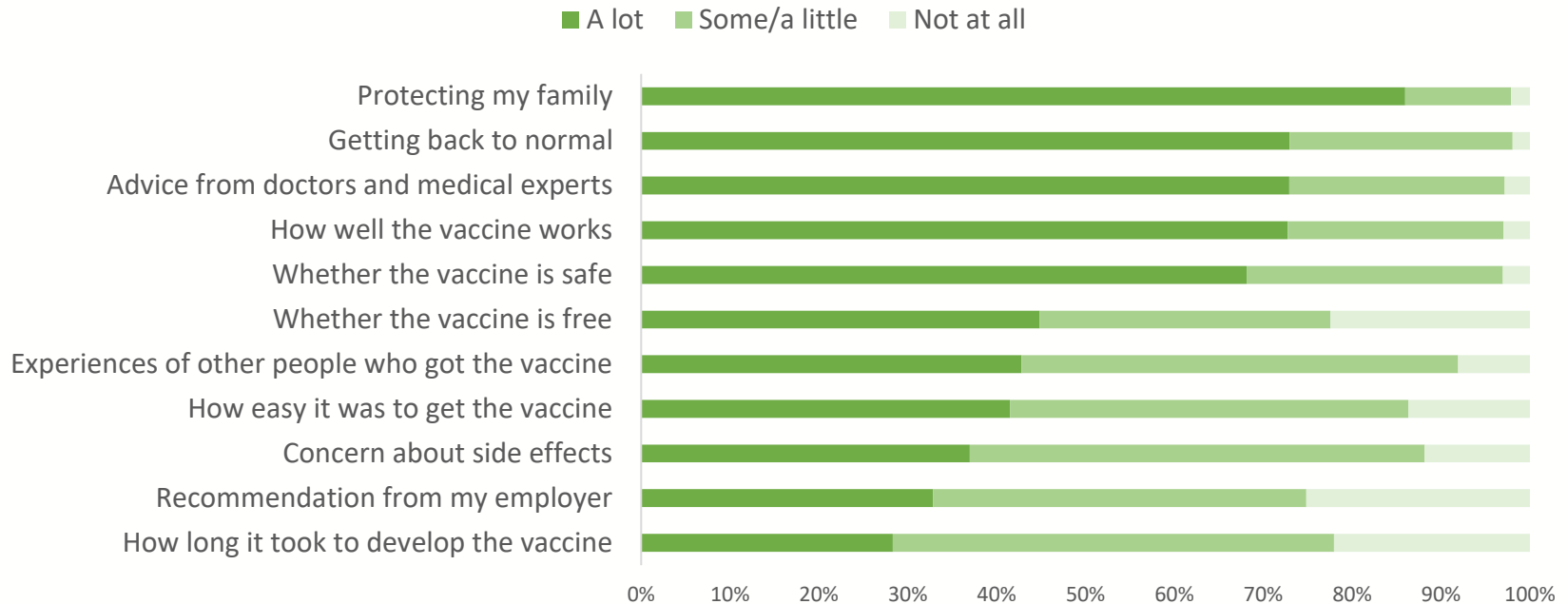
In 2021, we asked: How much do the following factors influence your choice whether or not to get the Coronavirus vaccine?

- ◆ 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



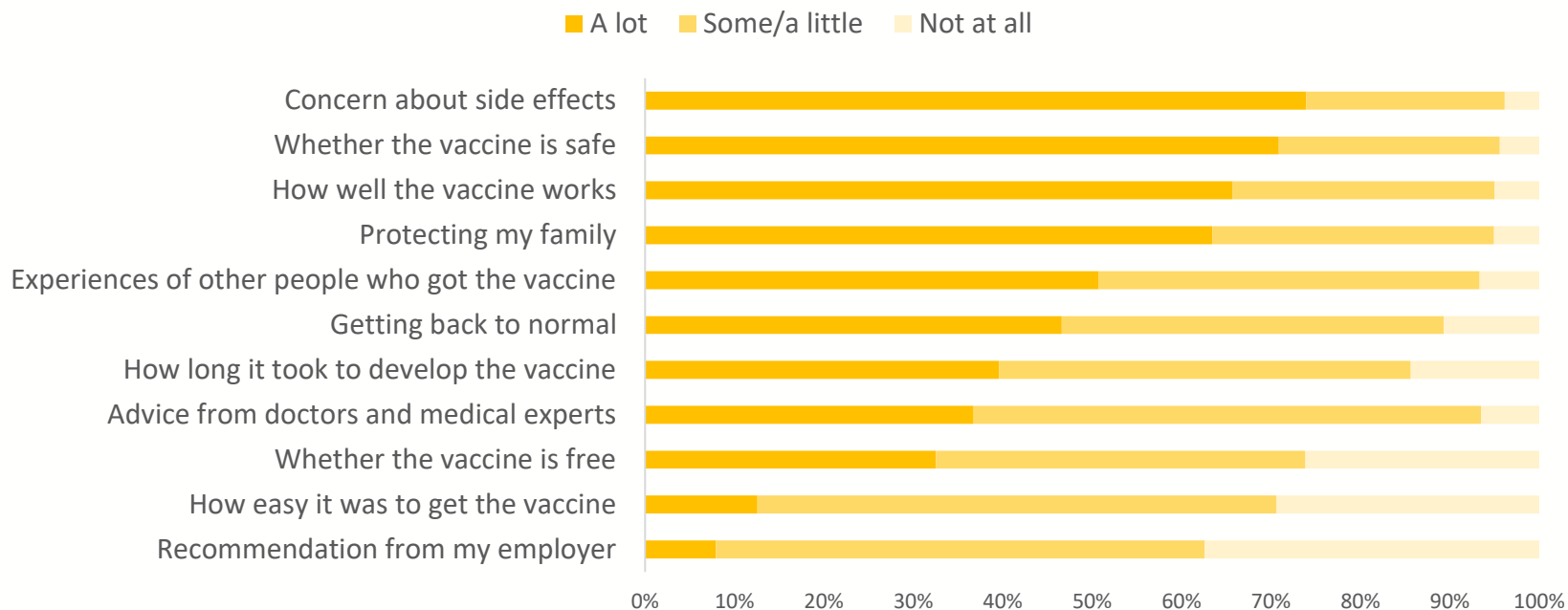
# Factors influencing vaccine decision

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



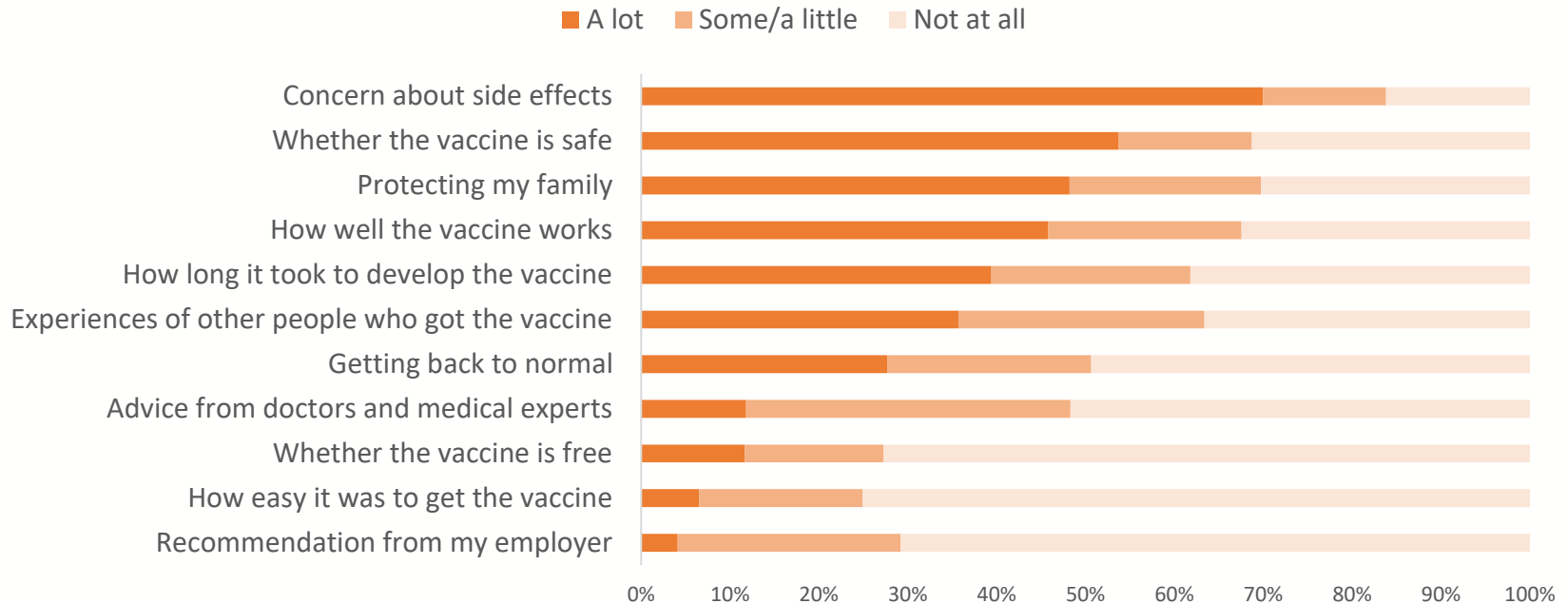
# Factors influencing vaccine decision

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



# 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**

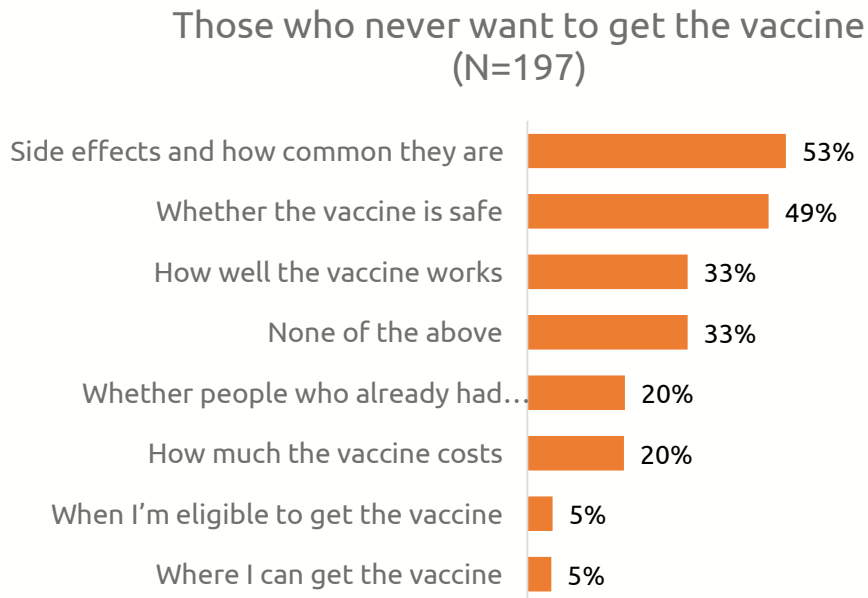
Note: There are not statistically significant regional differences for concerns about side effects or the vaccine's safety or efficacy.



# **INFORMATION ABOUT THE VACCINE**

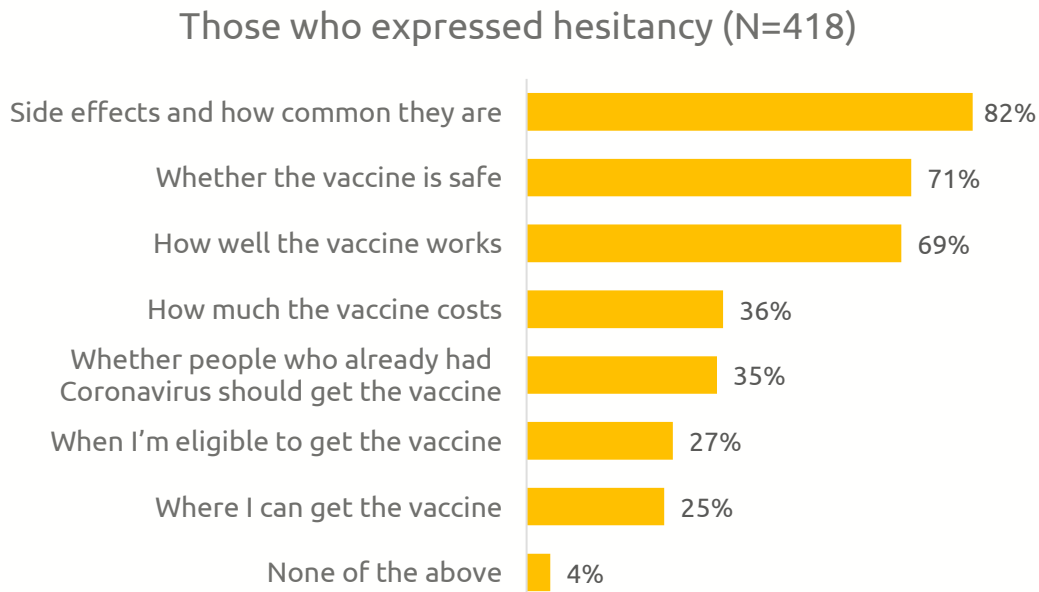
# We asked: What information about the Coronavirus vaccine would you like more of?

- 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”)



# 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



# Trusted sources of information

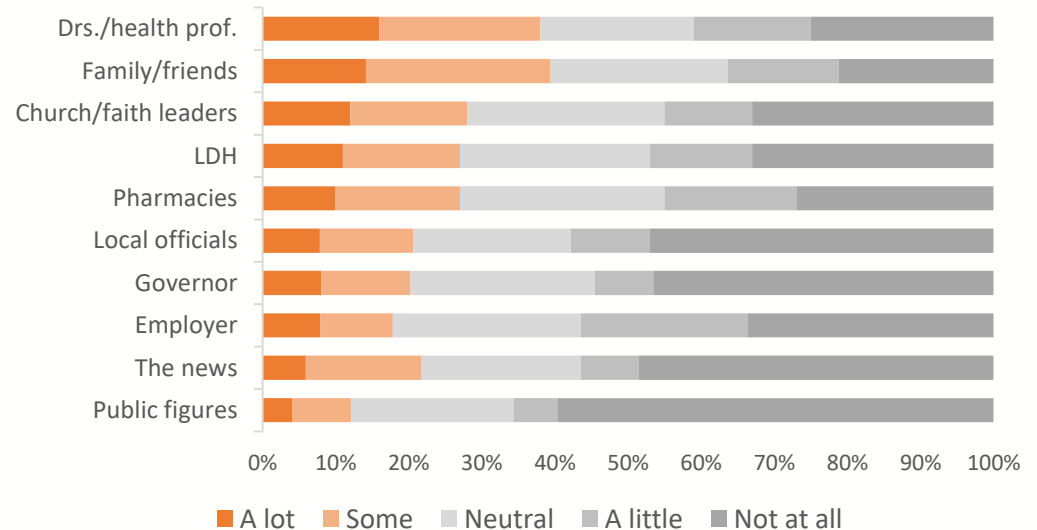
- ◆ In 2021, we asked: How much do you **trust** the following sources of **information about the Coronavirus vaccine**?
  - ◆ Louisiana's Governor, LDH, doctors/healthcare providers, pharmacies, family/friends, local officials, your employer, the news, public figures
- ◆ Overall, **doctors and healthcare 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?



# Trusted sources of information

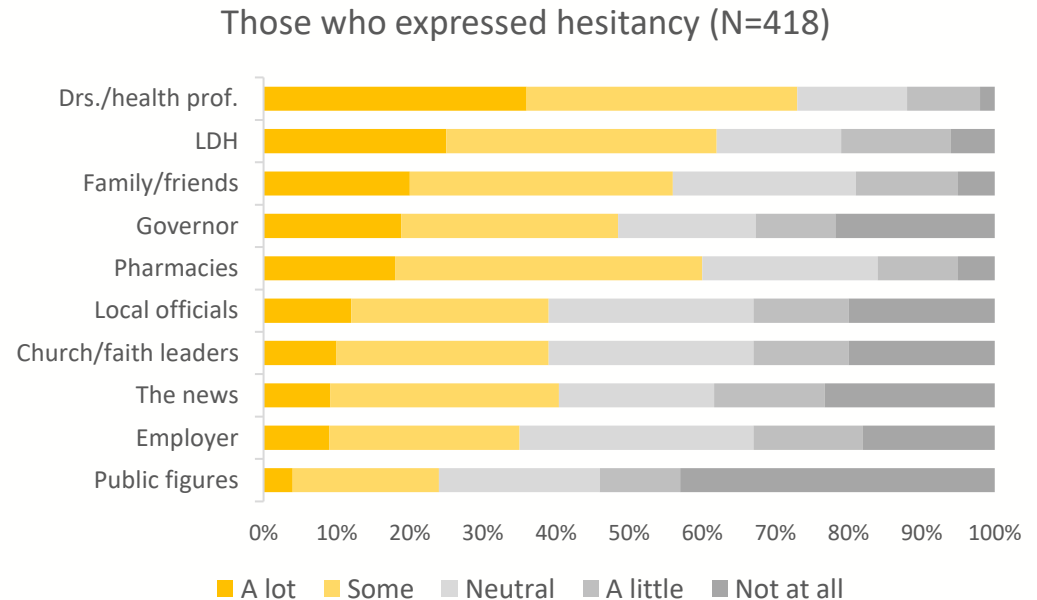
- For those who say they **never want to get the vaccine**:
  - Trust in all sources of information is low, and
  - The most trusted sources of information are **doctors and healthcare providers** and **friends and family**.

Those who never want to get the vaccine (N=194)



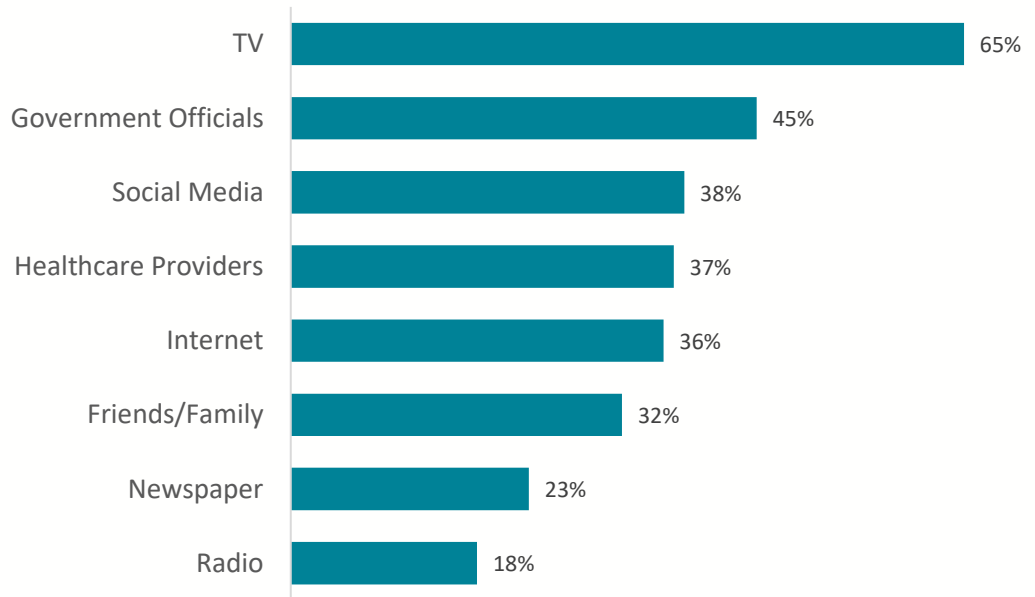
# Trusted sources of information

- 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.



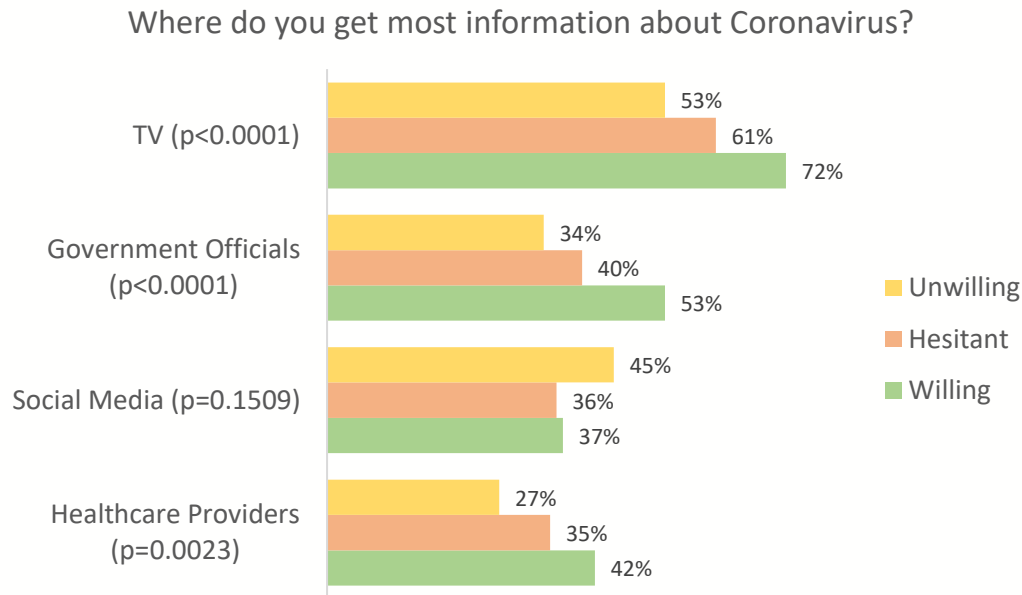
# Where do you get most of your information about Coronavirus?

- ◆ 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)



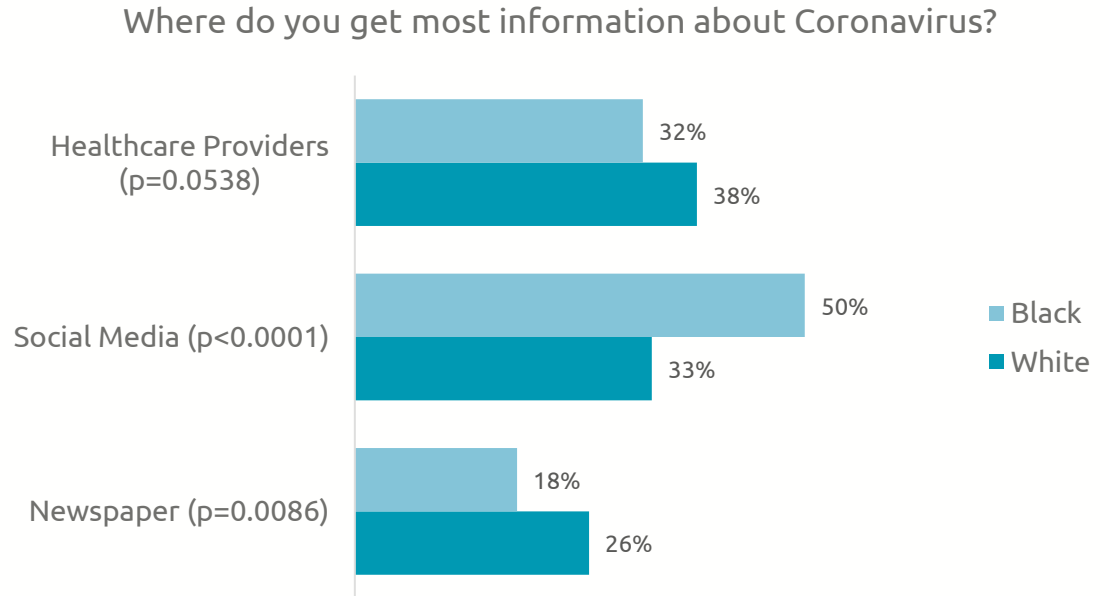
# Top sources of info by vaccine willingness

- ◆ Social media is the only source that's not lower for those unwilling to get the vaccine



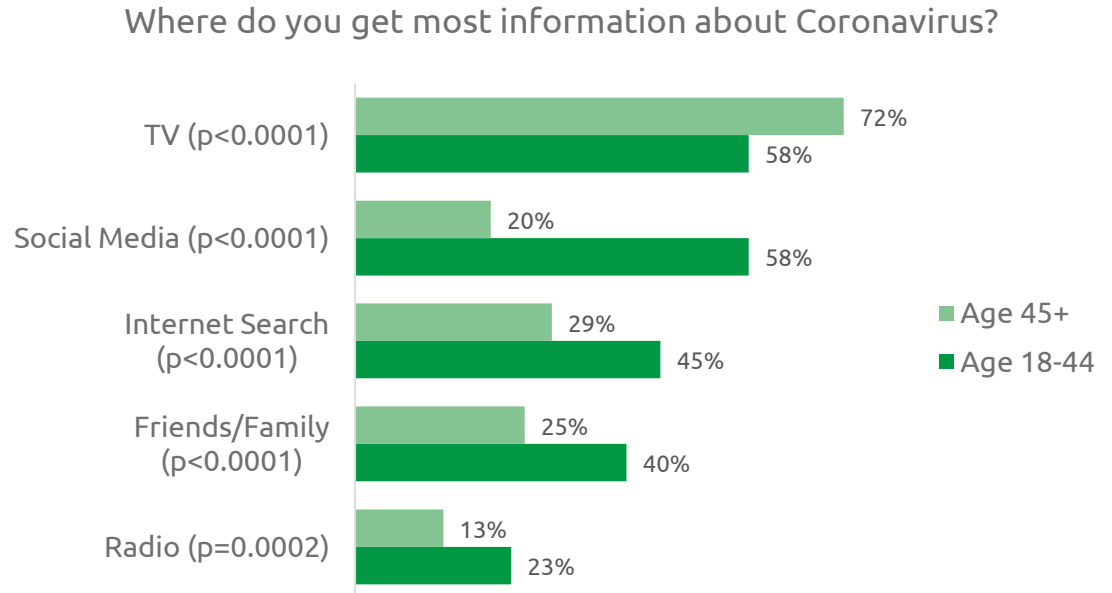
# Race differences in sources of info

- 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



# 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



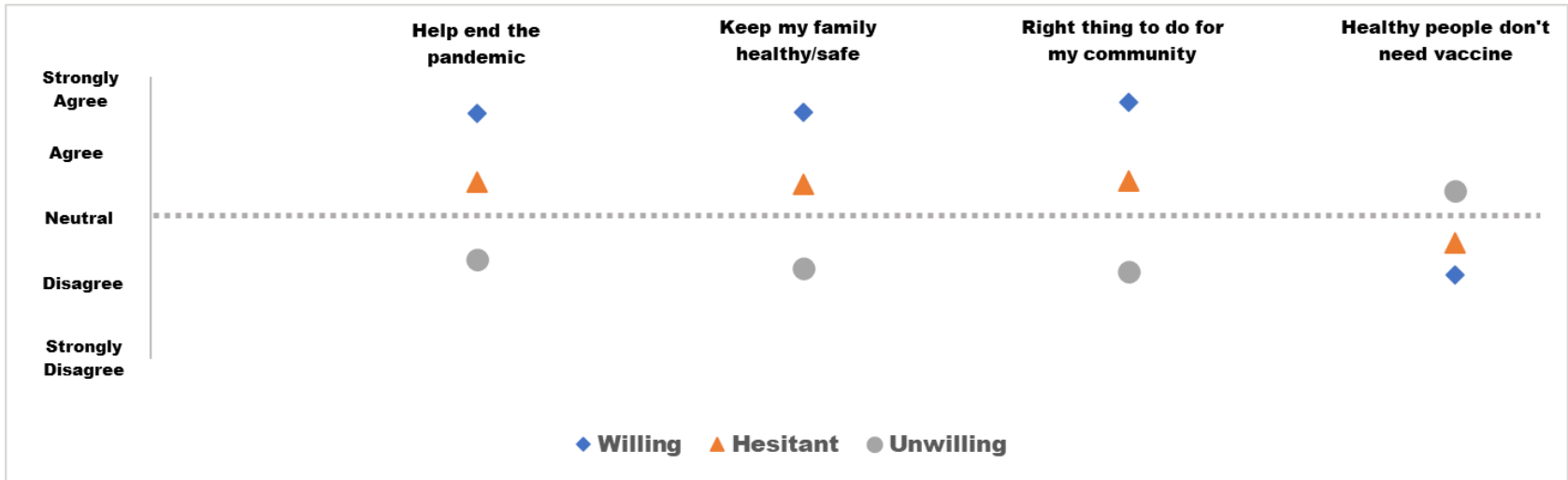
# **BELIEFS ABOUT THE VACCINE**

# 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





**Questions?**

# Acknowledgements

- ◆ This research was conducted by the **Louisiana Public Health Institute's COVID-19 Survey Workgroup**, led by Beth Nauman & Caitlin Canfield.
- ◆ Funding support was provided by the **LA COVID-19 Health Equity Task Force**, the Baton Rouge Area Foundation, the Huey and Angelina Wilson Foundation, and the Irene W. and C.B. Pennington Foundation.
- ◆ The survey was administered by **MDRG, Inc.**
- ◆ For media inquiries, please contact Brittany Fowler at [bfowler@lphi.org](mailto:bfowler@lphi.org).