




# San Diego County Residents Views on the COVID-19 Vaccine

*Key Findings of a Countywide Survey  
Conducted August 30 -September 15, 2022*

# Methodology

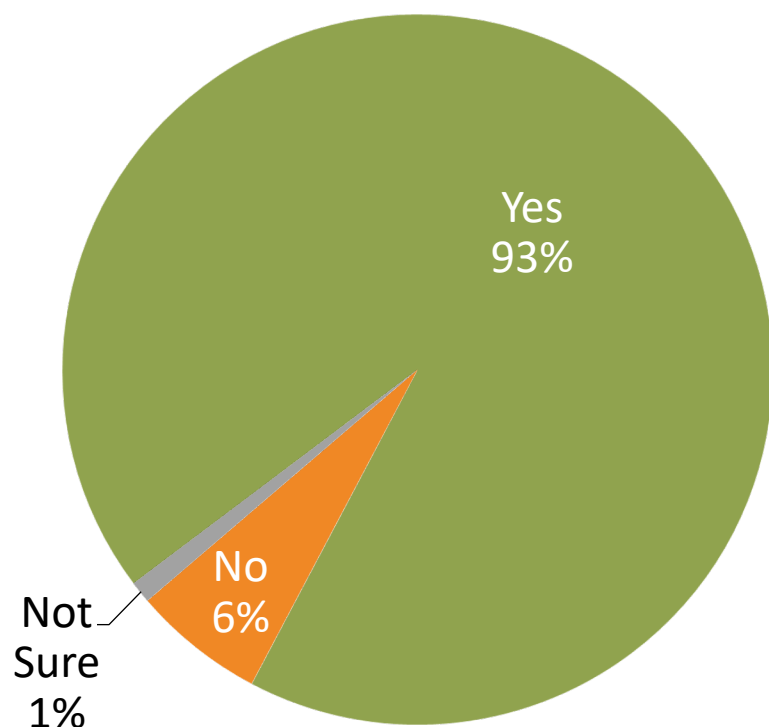
Dates	August 30-September 15, 2022
Survey Type	Dual-mode Resident Survey
Research Population	San Diego County Residents including an oversample of African American residents and ZIP codes with lower vaccination rates
Total Interviews	3,360 including 176 African Americans, 1232 in Tier 1, 1076 in Tier 2, 572 in Tier 3, and 480 in Tier 4
Margin of Sampling Error	±2.4% at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Comparison Surveys	January 2021, June 2021, November 2021
Languages	English & Spanish

*(Note: Not All Results Will Sum to 100% Due to Rounding)*

# Vaccination Status

# More than nine in ten respondents say they have received a COVID-19 vaccine.

*Have you received a COVID-19 vaccine?*



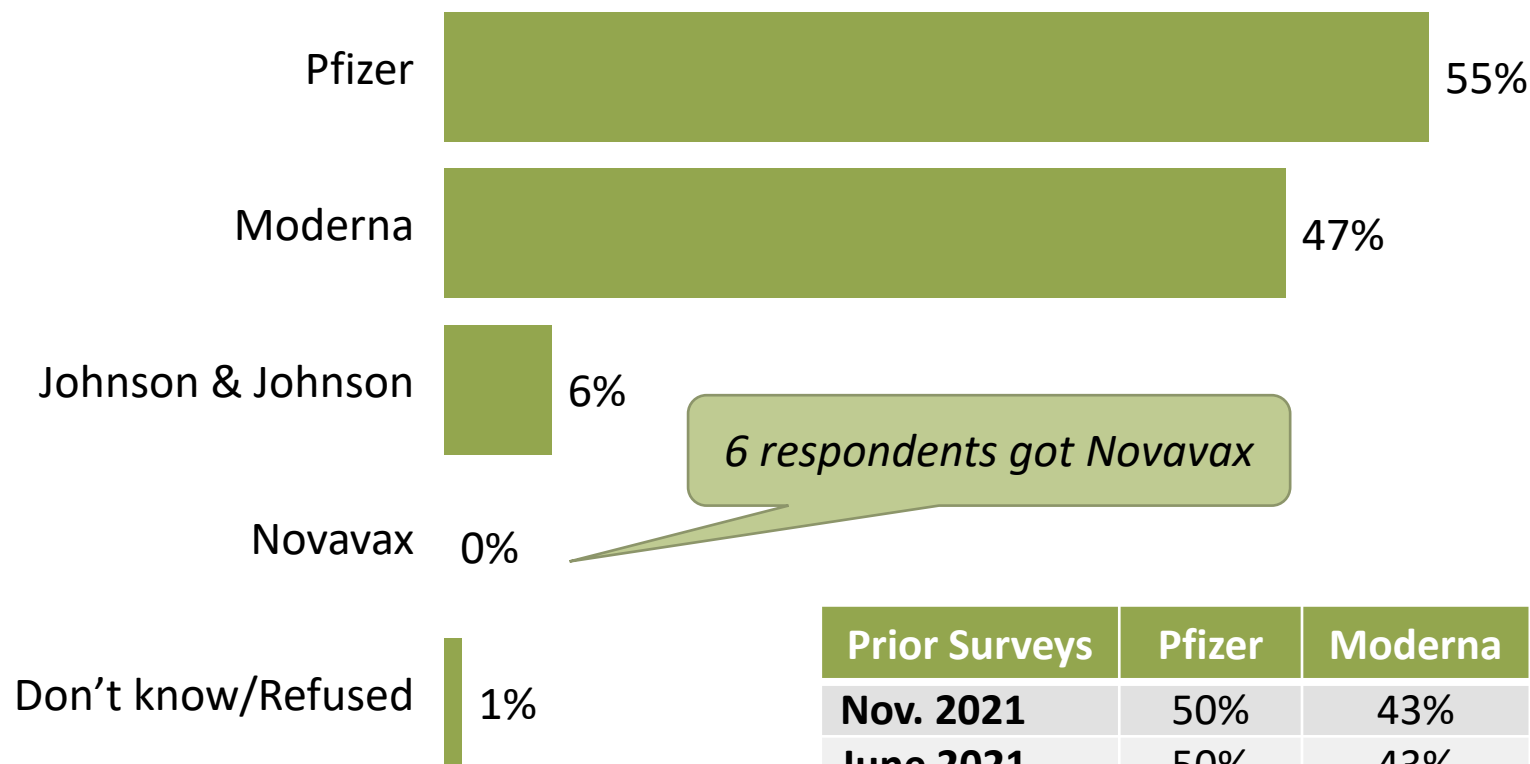
Prior Surveys	
November 2021	85%
June 2021	81%

Demographic Group	Yes
Race/Ethnicity	
Whites	97%
Hispanic/Latino	93%
Black/African-American	58%
Asians/Pacific Islanders	94%
<i>All Respondents of Color</i>	<i>90%</i>
Age	
18-49	92%
50+	94%
Gender	
Men	94%
Women	93%

# Most residents received either the Pfizer or Moderna vaccine.

*Which COVID-19 vaccines did you receive?*

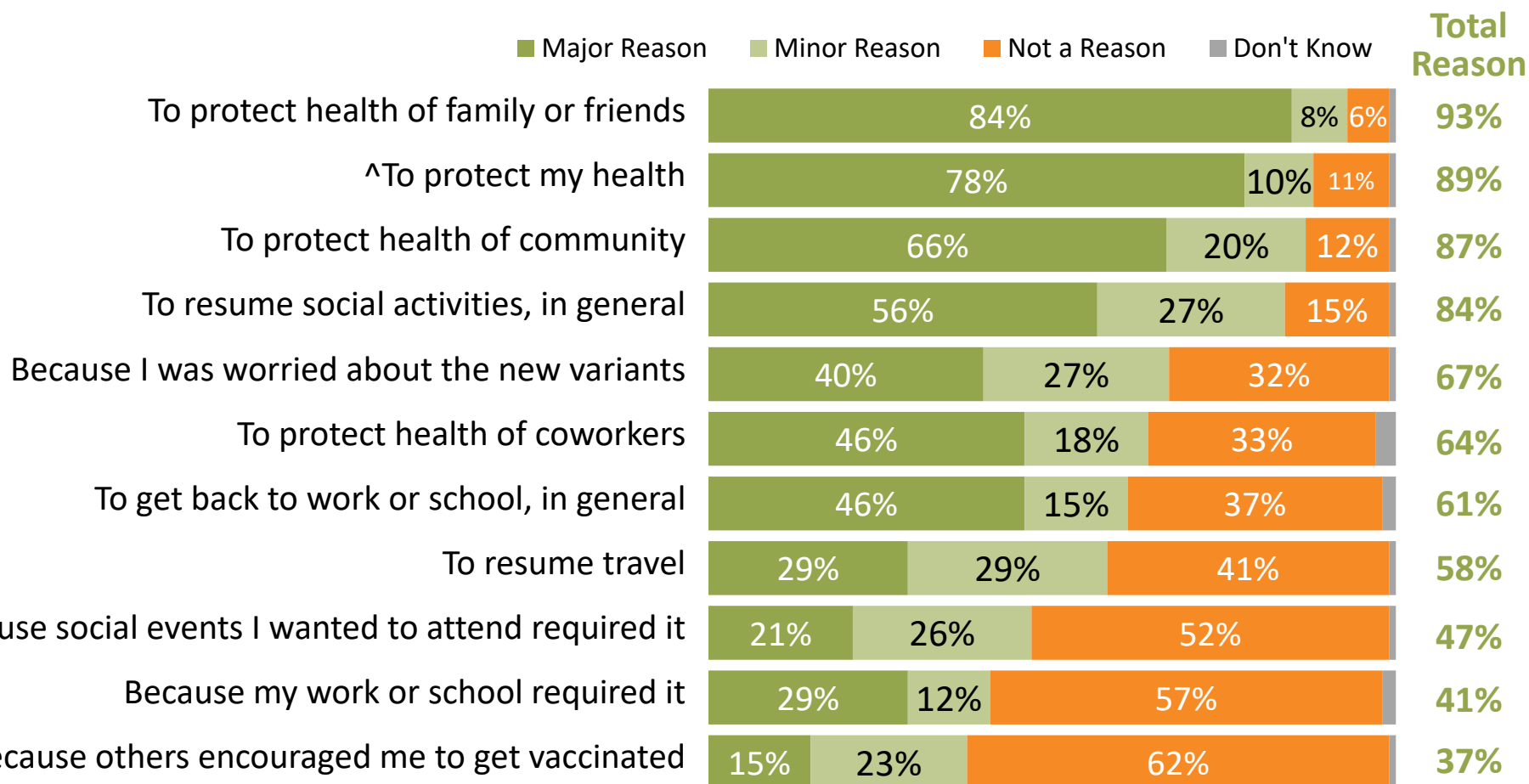
*(Asked if Vaccinated; n=3,125)*



Prior Surveys	Pfizer	Moderna	J&J
Nov. 2021	50%	43%	7%
June 2021	50%	43%	7%

# Protecting health was the primary motivator among those who were vaccinated.

*I am going to read a list of reasons you may have been motivated to get vaccinated.  
Please indicate if this was a major reason, a minor reason, or not a reason.*



# However, in the past year concern about variants and work/school vaccine requirements have increased the most as reasons to get vaccinated.

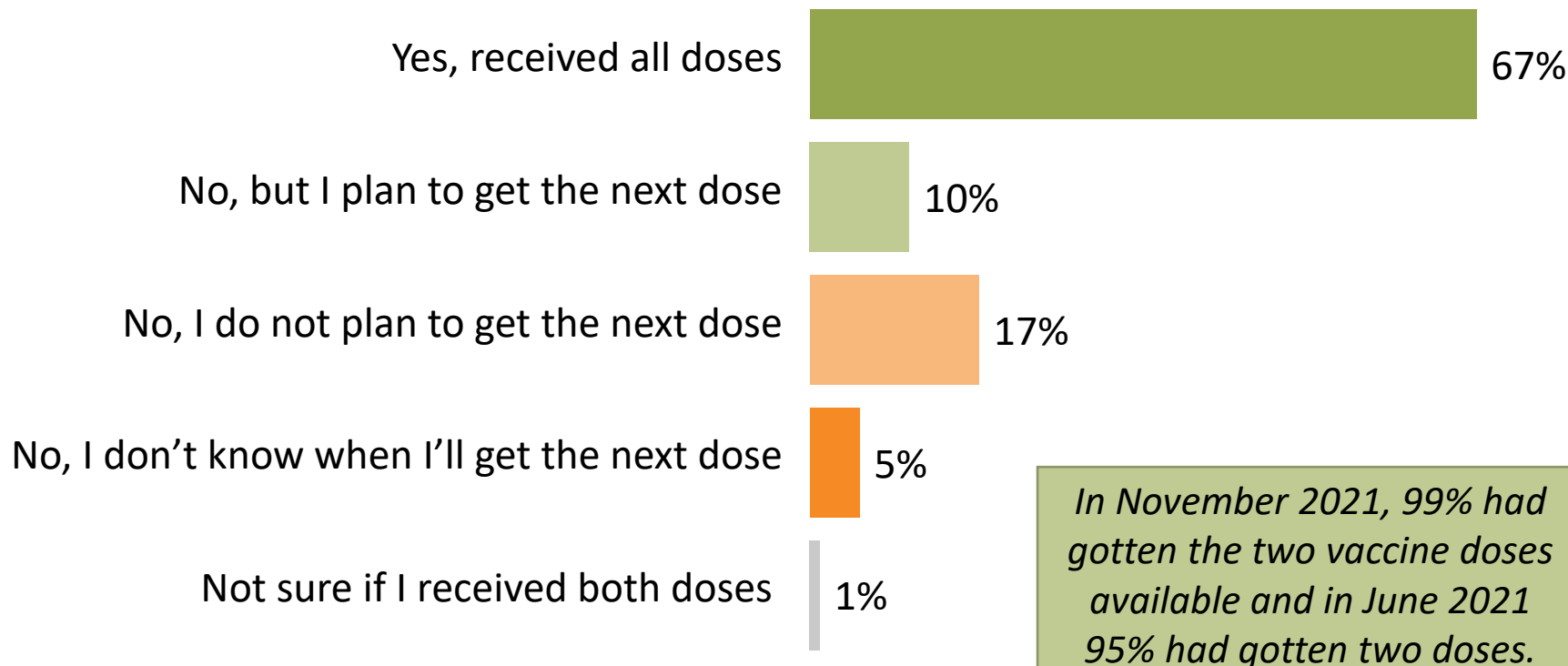
*Major/Minor Reason*

Reason	Nov. 2021	Aug./Sept. 2022	Difference
*Because I was worried about the new variants	56%	67%	+11%
Because my work or school required it	30%	41%	+11%
To get back to work or school, in general	54%	61%	+7%
To resume social activities, in general	81%	84%	+3%
Because others encouraged me to get vaccinated	36%	37%	+1%
To protect health of family or friends	94%	93%	-1%
To protect health of community	89%	87%	-2%
To protect health of coworkers	66%	64%	-2%
Because social events I wanted to attend required it	49%	47%	-2%
^To protect my health	94%	89%	-5%
To resume travel	66%	58%	-8%

# Two-thirds of respondents had gotten all the doses for which they were eligible.

*Everyone ages 5 and up is eligible for one booster shot. Everyone 50 and over and those age 12 and over who are immunocompromised are eligible for 2 booster shots.  
Did you receive all doses for which you are currently eligible?*

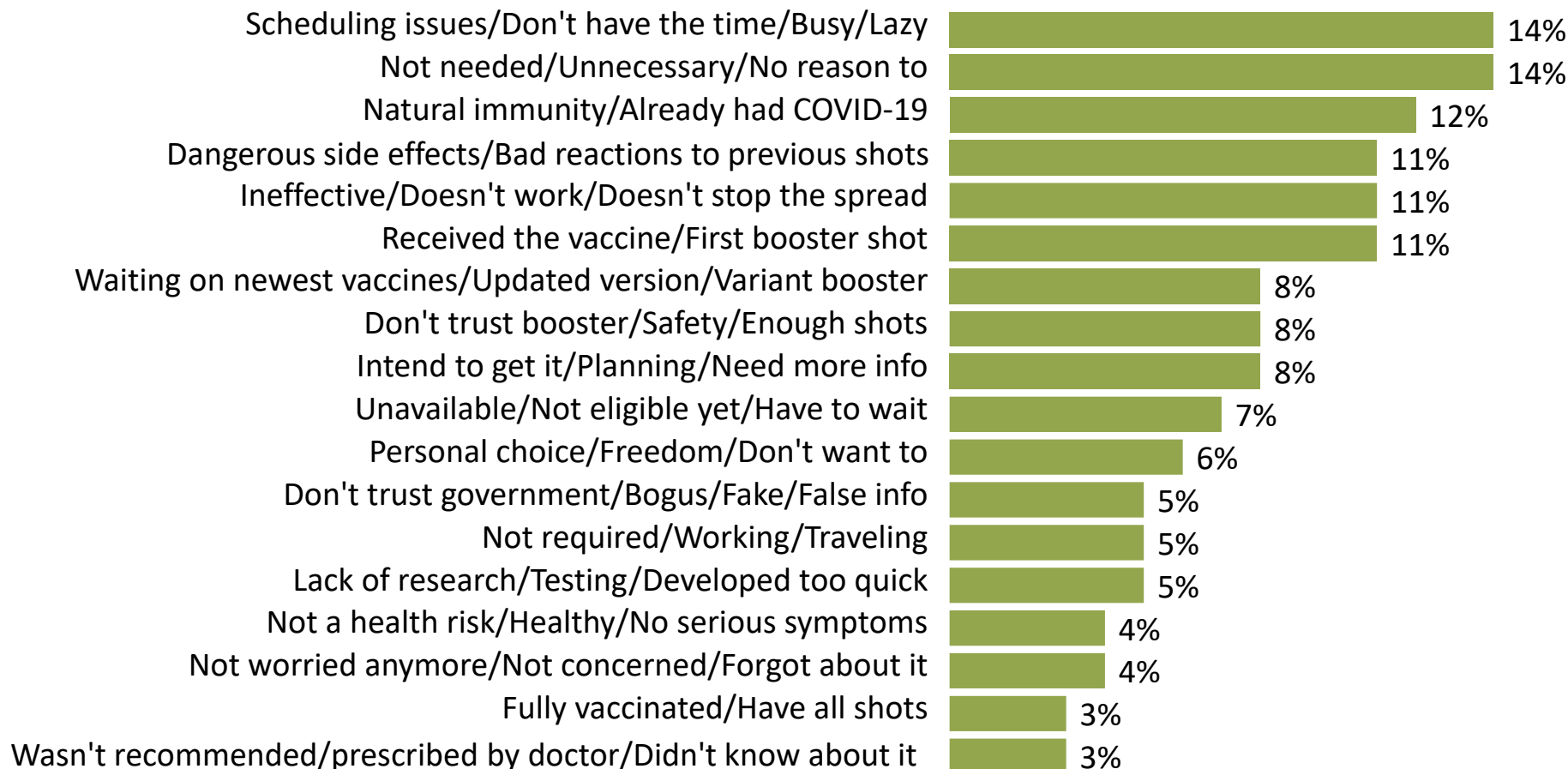
*(Asked of All Respondents Who Got At Least One Dose)*



# Those who have not gotten boosted point to scheduling issues or the sense that it's not needed.

*In a few words of your own, why have you not yet gotten all doses of the COVID-19 booster for which you are eligible?*

*(Open-ended; Asked of Those Who Are not Fully Vaccinated, n=1,035)*



# Verbatim Rationales for Not Getting the Booster

Having had two Moderna shots plus a booster which I did for paid clinical research seems sufficient. And after the noting that so many still get COVID even after all the shots it just seems silly to pursue any more vaccines.

The vaccines don't stop you from getting COVID and cause problems for some individuals.

From what I've been told the shot is coming out in October will deal with the new variant. This is when I plan on getting it.

Seems unnecessary. I'm young and healthy. They don't prevent you from catching or spreading the virus. Why bother?

First it was hard to get an appointment. Now I don't feel like I really need it.

I have been too busy with my own life to schedule an appointment.

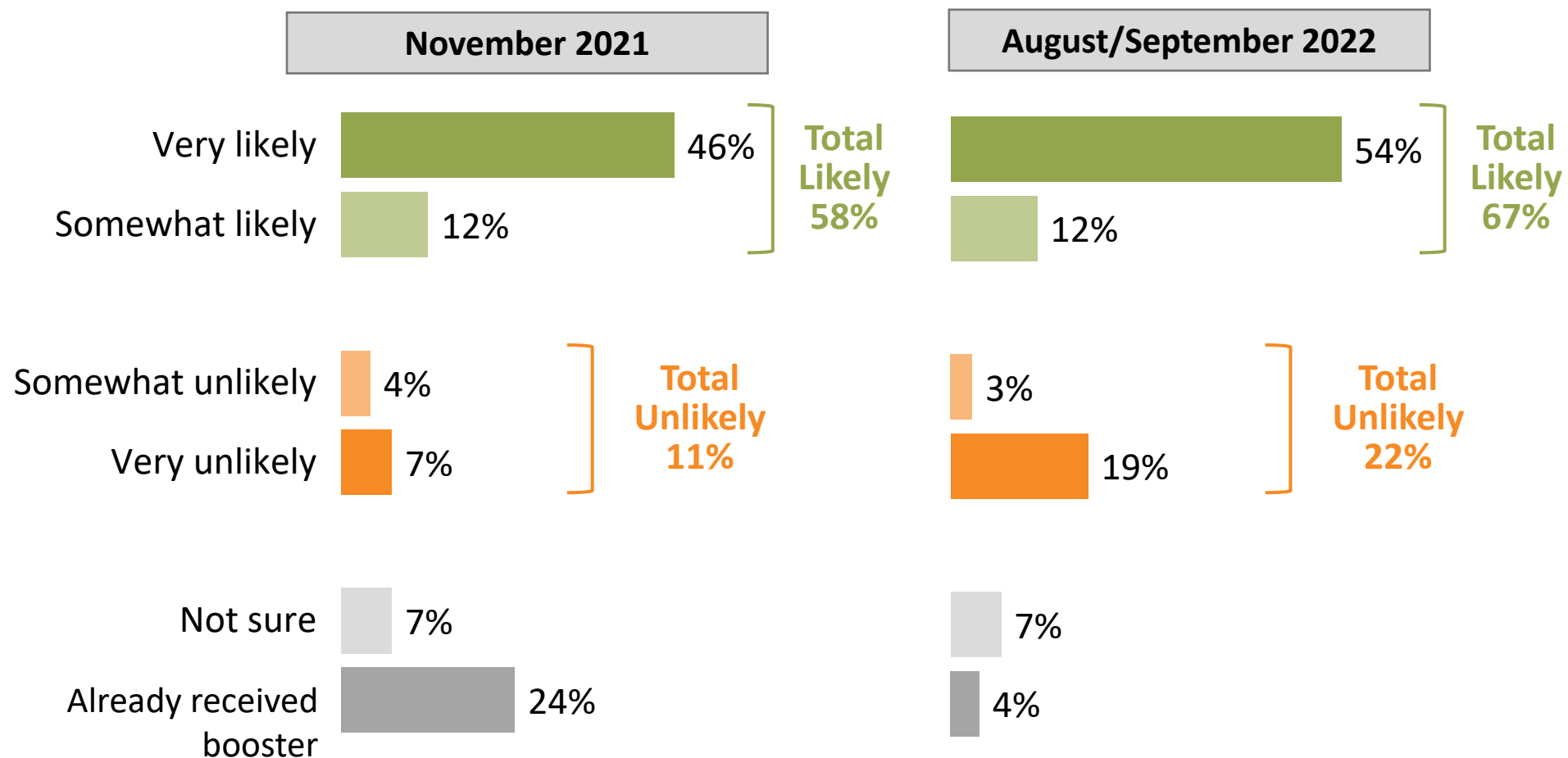
I did not get the second booster. I'm waiting for the fall, I feel like that is when I will be more likely to be exposed to COVID.

Still got COVID despite the vaccine. We don't know how many injections are too many.

# Two-thirds say they are likely to get their next booster when it becomes available.

*How likely are you to get the next booster shot when it becomes available to you?*

*(Asked of All Respondents Who Are Vaccinated)*

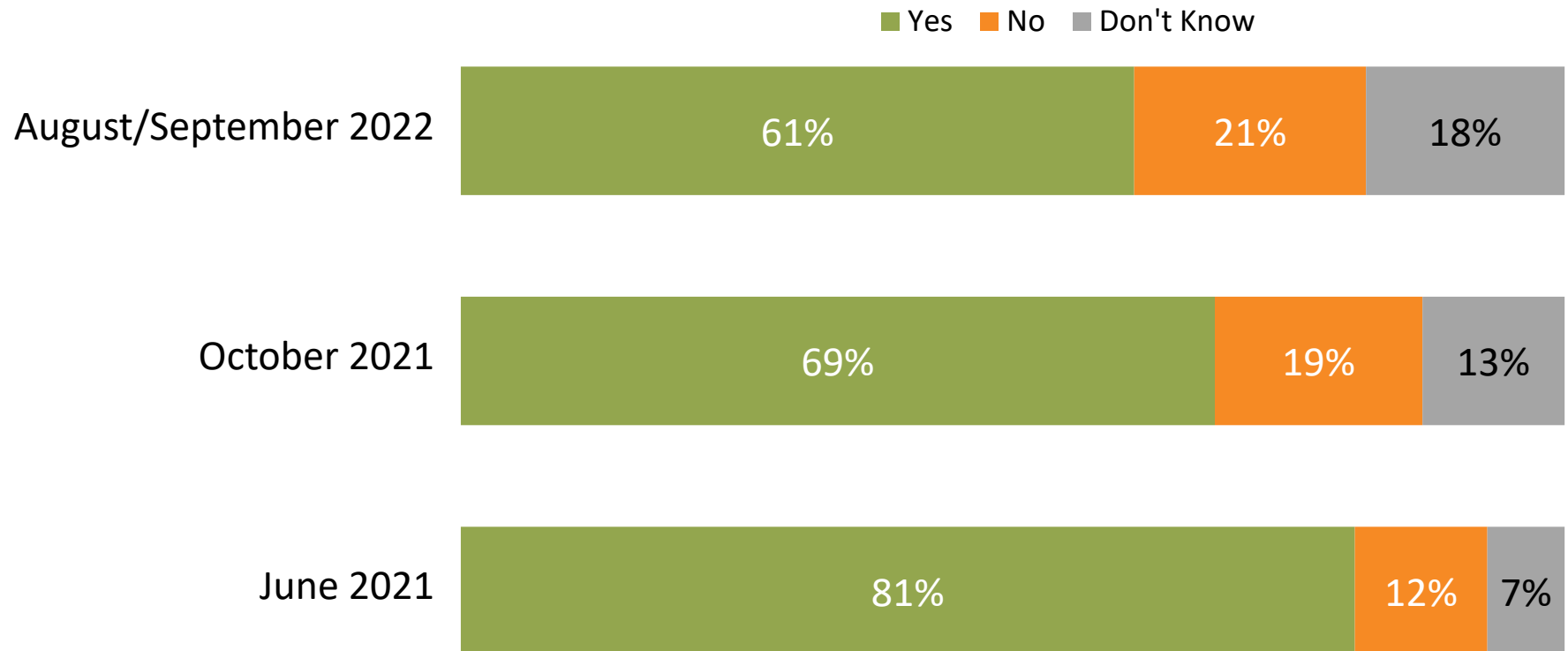


# Respondents across lines of income, age and ethnicity say they are similarly likely to get boosted.

Demographic Group	Total Likely	Total Unlikely	Not Sure/Already Received Booster
<b>All Respondents</b>	<b>67%</b>	<b>22%</b>	<b>11%</b>
<b>Household Income</b>			
<\$40,000	72%	14%	14%
\$40,000-\$75,000	69%	23%	9%
\$75,000-\$100,000	66%	23%	11%
\$100,000-\$150,000	67%	22%	11%
\$150,000+	68%	26%	6%
<b>Race/Ethnicity</b>			
Whites	68%	23%	10%
Latinos	68%	19%	13%
African Americans	71%	14%	16%
Asians/Pacific Islanders	66%	24%	10%
All Respondents of Color	67%	21%	12%
<b>Age</b>			
18-29	70%	19%	10%
30-39	64%	22%	15%
40-49	66%	26%	8%
50-64	61%	28%	12%
65-74	73%	17%	10%
75+	78%	12%	10%

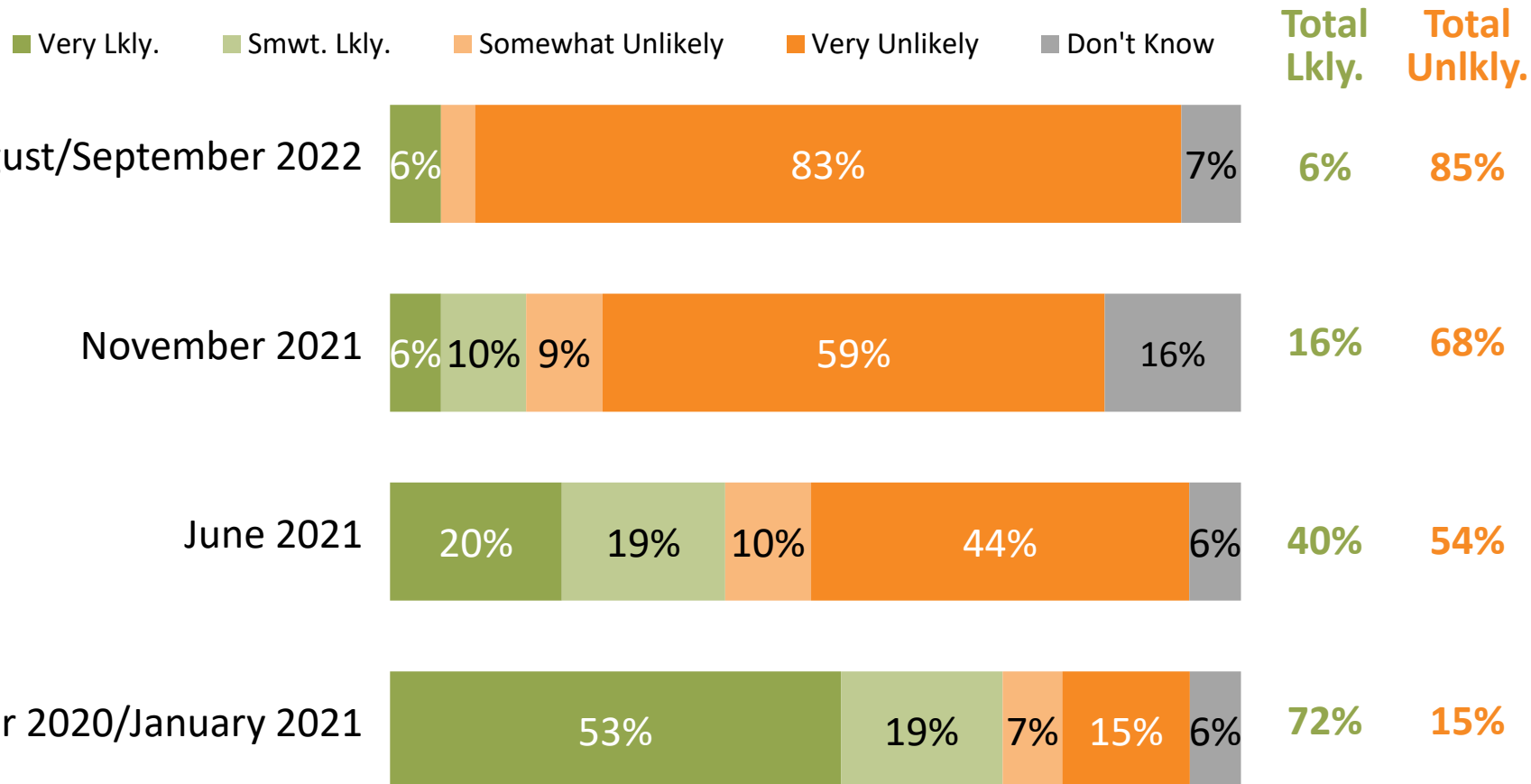
# Three in five say their friends and family have received all recommended doses of the vaccine.

*Do you think most of your friends and family have received or will get all recommended doses of the COVID-19 vaccine?*



# As vaccination rates have increased, those who remain unvaccinated are increasingly unlikely to do so.

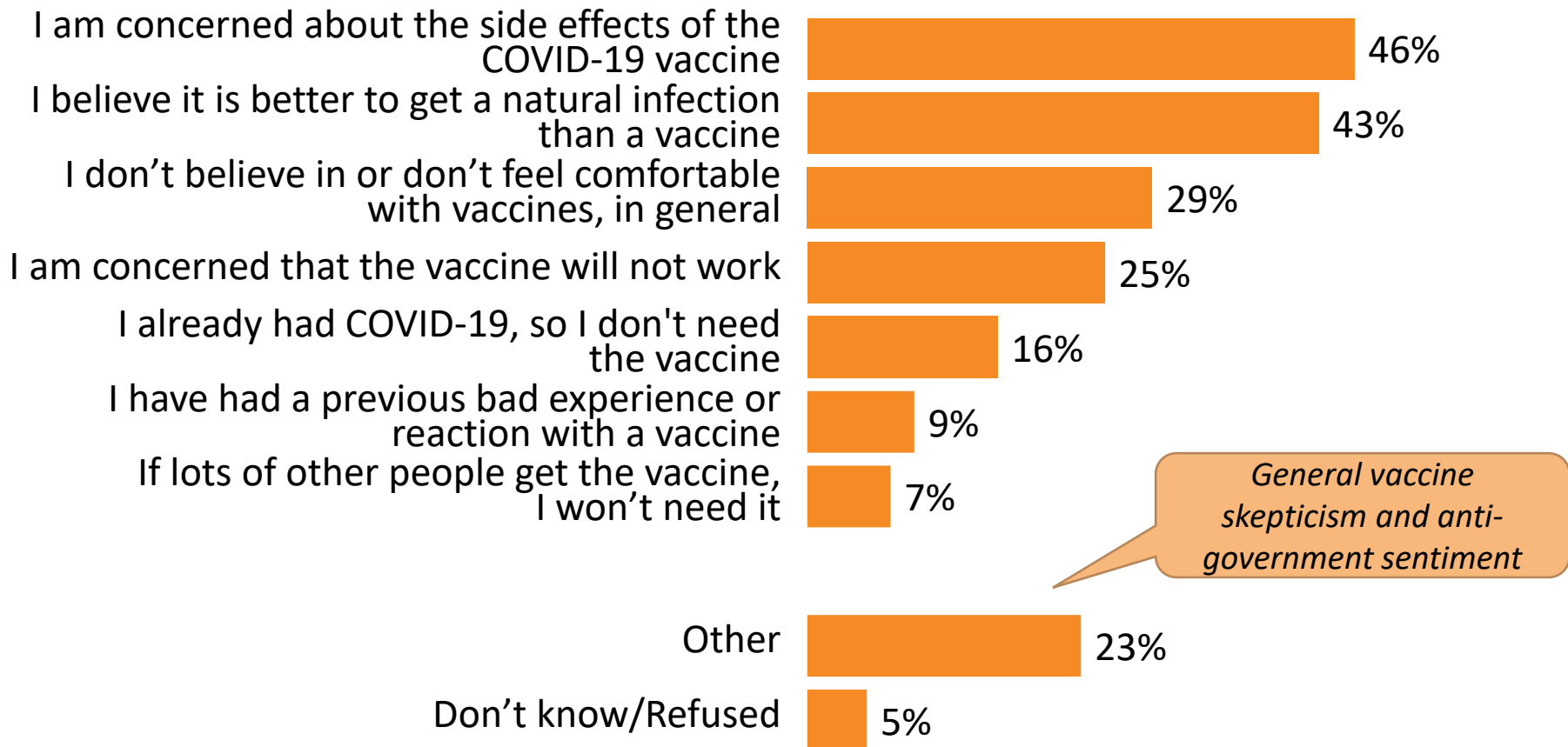
*Are you likely or unlikely to get the COVID-19 vaccine?  
(Asked of Unvaccinated Respondents Only)*



# Those who are unvaccinated are concerned about side effects and prefer natural immunity.

*Which of the following reflect your concerns and thoughts about the COVID-19 vaccine?*

*(Asked All Respondents Who Are Unvaccinated; n=221)*

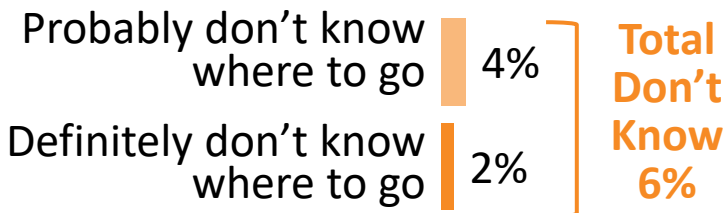
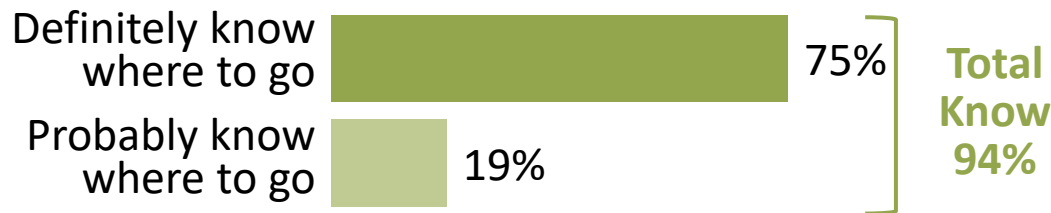


# Among unvaccinated respondents, preference for a natural infection and a lack of comfort with vaccines has increased as a concern.

Concern	June 2021	Nov. 2021	Aug./Sept. 2022	Difference (Aug./Sept.2022 -Nov. 21)
I am concerned about the side effects of the COVID-19 vaccine	56%	51%	46%	-5%
I believe it is better to get a natural infection than a vaccine	24%	35%	43%	+8%
I don't believe in or don't feel comfortable with vaccines, in general	27%	21%	29%	+8%
I am concerned that the vaccine will not work	12%	19%	25%	+6%
I already had COVID-19, so I don't need the vaccine	12%	20%	16%	-4%
I have had a previous bad experience or reaction with a vaccine	16%	13%	9%	-4%
If lots of other people get the vaccine, I won't need it	8%	5%	7%	+2%

# Respondents broadly know where to go to get a vaccine.

*If you wanted to get a COVID-19 vaccine right now, would you know where to go to get one?*

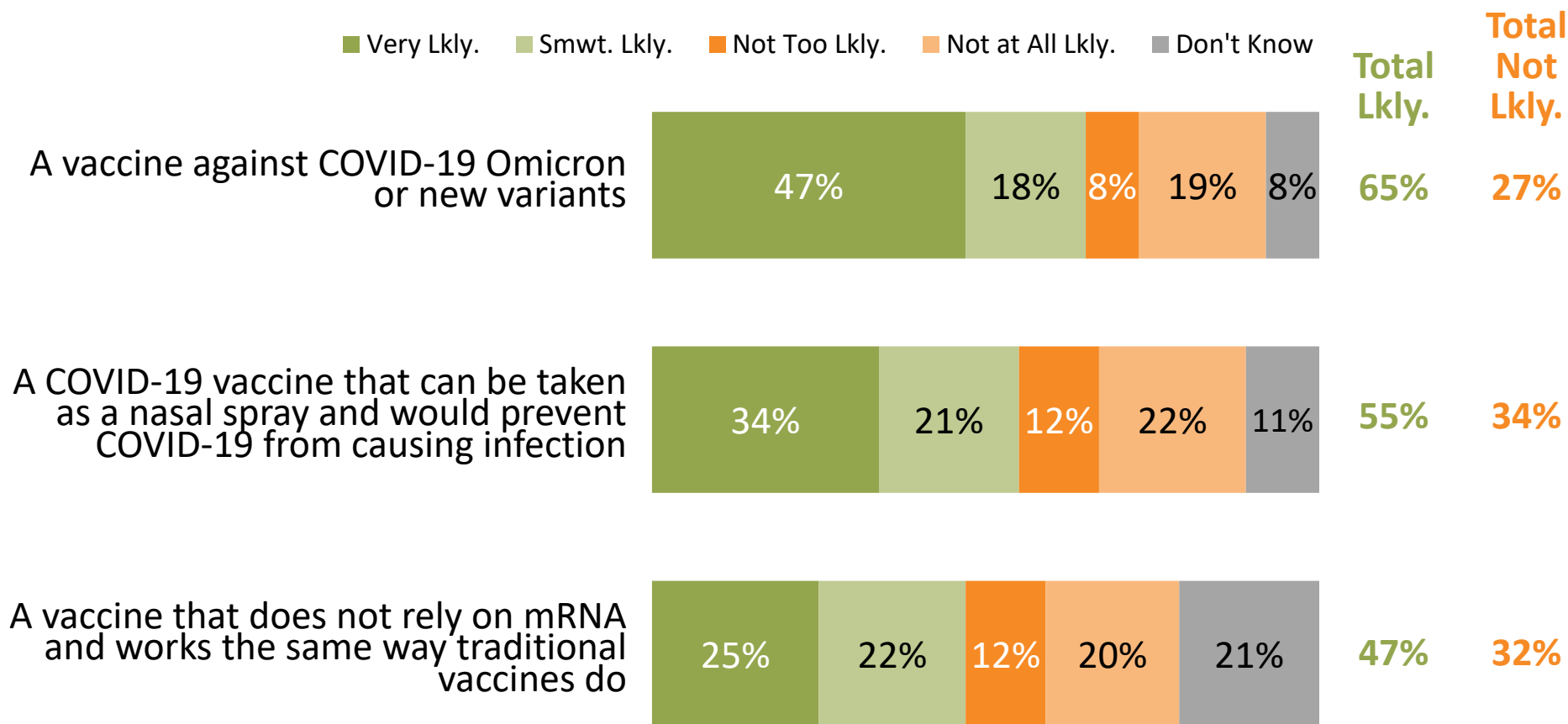


Don't know/Refused 0%

**African American respondents (19%) and those who have not gotten a COVID vaccine (15%) were most likely to say they wouldn't know where to go.**

# Respondents are most likely to get a vaccine against new variants.

*Some other types of COVID-19 vaccines are being developed. How likely are you to get one of these when it becomes available to you: very likely, somewhat likely, not too likely, not at all likely.*



# Those who are currently unvaccinated are unlikely to get one of the new vaccines.

*Total Likely*

Type of COVID-19 Vaccine	All Resp.	Age			Have Received COVID-19 Vaccine	
		18-49	50-64	65+	Have Received	Have Not Received
A vaccine against COVID-19 Omicron or new variants	<b>65%</b>	64%	59%	75%	69%	6%
A COVID-19 vaccine that can be taken as a nasal spray and would prevent COVID-19 from causing infection	<b>55%</b>	53%	51%	65%	58%	8%
A vaccine that does not rely on mRNA and works the same way traditional vaccines do	<b>47%</b>	48%	43%	52%	50%	10%

# African-American respondents are least likely to get one of the other vaccines.

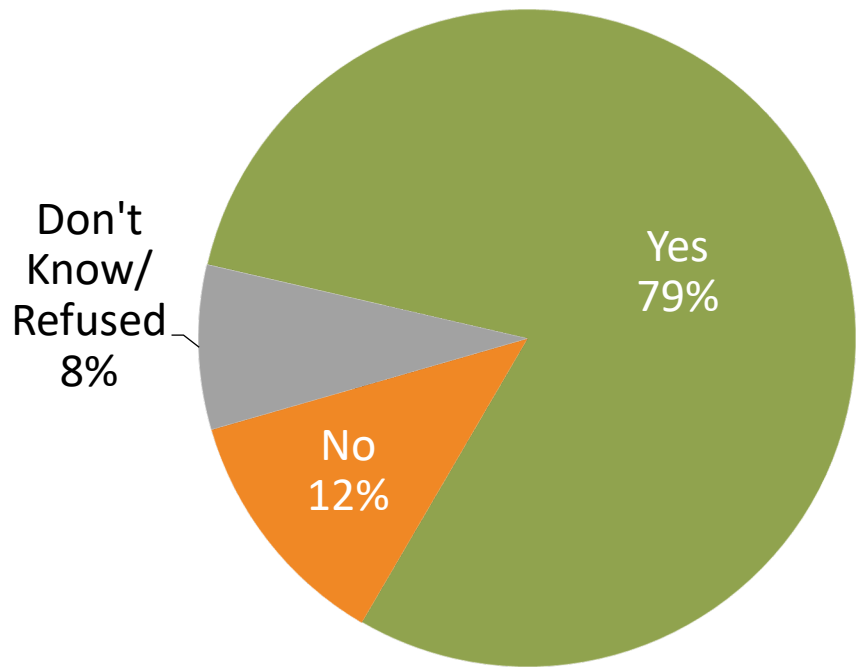
		Total Likely				
Type of COVID-19 Vaccine	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Total Asians/ Pacific Islanders	All Respondents of Color
A vaccine against COVID-19 Omicron or new variants	65%	71%	62%	41%	66%	62%
A COVID-19 vaccine that can be taken as a nasal spray and would prevent COVID-19 from causing infection	55%	60%	53%	35%	54%	52%
A vaccine that does not rely on mRNA and works the same way traditional vaccines do	47%	49%	48%	35%	46%	47%

# Children's Vaccines

# Nearly four in five parents have seen communications about getting children vaccinated.

*Have you seen, heard, or read any ads or communications encouraging parents and guardians to get their children vaccinated against COVID-19?*

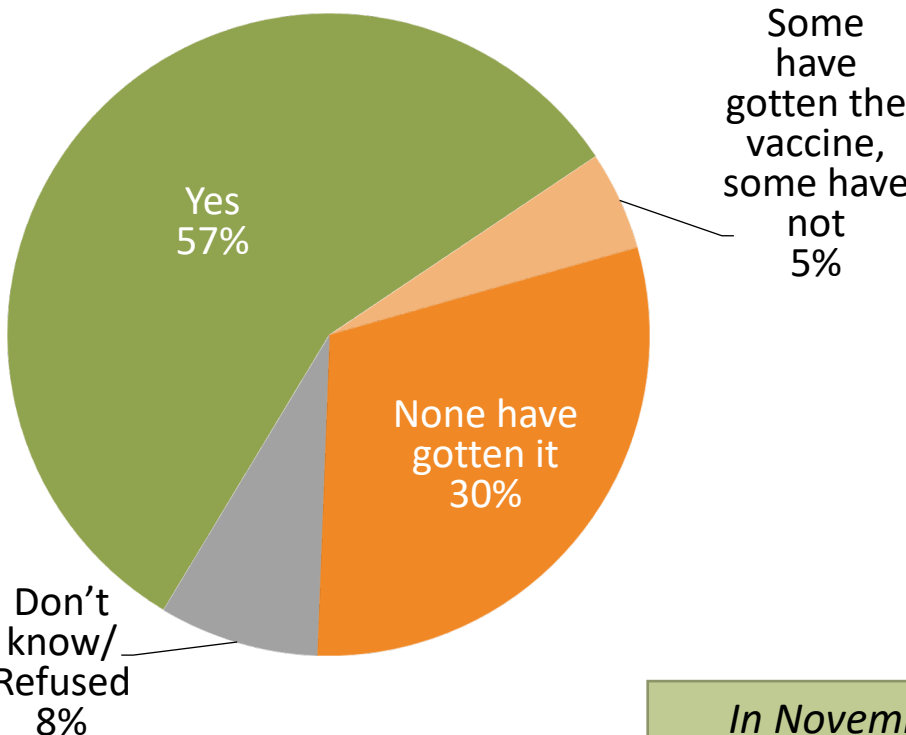
*(Asked of Parents/Guardians)*



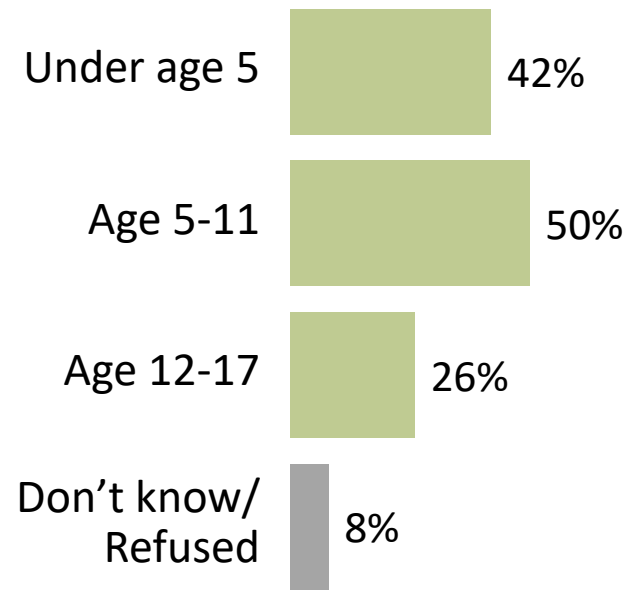
# Parents with children under age 11 were most likely to say their child had not gotten the vaccine.

*Has your child/Have all your children received the COVID-19 vaccine?*

*(Asked of All Parents/Guardians)*



*How old is your child/children who have not gotten it?*

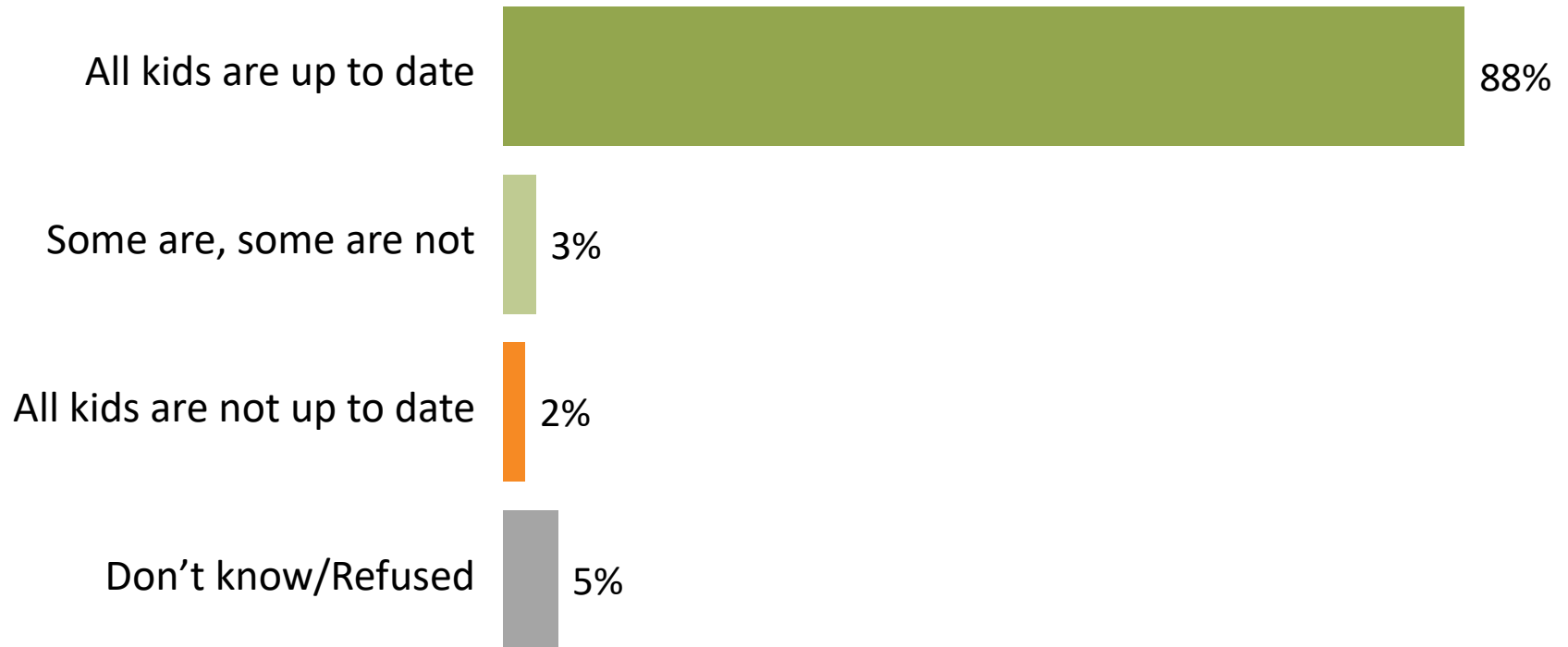


*In November 2021, 70% had had their child between the ages of 12-17 vaccinated.*

# More than four in five parents say their children are fully up to date on their other vaccines.

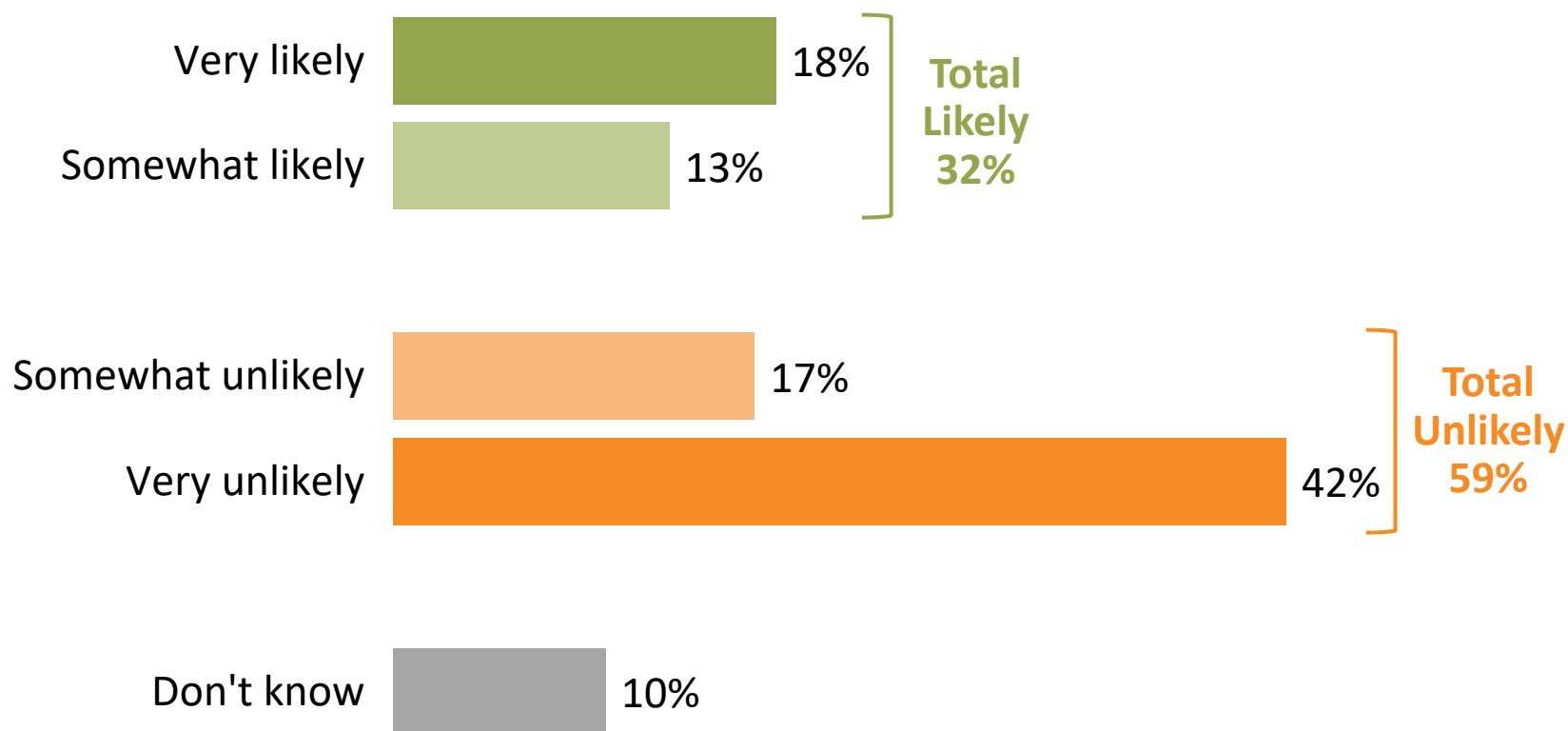
*Is your child/Are your children up to date on their other vaccines?*

*(Asked of All Parents/Guardians)*



# Only one-third of parents whose child is currently unvaccinated are likely to get them the vaccine.

*How likely or unlikely are you to get your unvaccinated child/children the COVID-19 vaccine?  
(Asked of Parents with Unvaccinated Child Only; n=342)*



# Lower-income parents are more likely to get their unvaccinated children the COVID-19 vaccine.

Demographic Group	Total Likely	Total Unlikely	Don't Know
All Respondents	32%	59%	10%
<b>Household Income</b>			
<\$40,000	41%	45%	14%
\$40,000-\$75,000	44%	46%	10%
\$75,000-\$100,000	27%	73%	0%
\$100,000-\$150,000	32%	52%	16%
\$150,000+	22%	73%	5%
<b>Race/Ethnicity</b>			
Whites	33%	60%	7%
Latinos	36%	57%	7%
African Americans	22%	75%	3%
Total Asians/Pacific Islanders	28%	41%	31%
All Respondents of Color	32%	57%	11%

# Parents of younger children are more likely to get their child vaccinated than those with older kids.

Demographic Group	Total Likely	Total Unlikely	Don't Know
<b>Age</b>			
18-29	31%	63%	7%
30-39	42%	48%	10%
40-49	19%	71%	10%
50-64	26%	60%	15%
65+	26%	68%	6%
<b>Have Received COVID-19 Vaccine</b>			
Yes	38%	51%	11%
No	6%	88%	6%
<b>Has Children</b>			
<5 Years Old	35%	56%	9%
5-11 Years Old	32%	60%	8%
12-17 Years Old	20%	71%	9%

# COVID-19 Precautions and Impacts

# Half of respondents say they've had a COVID-19 infection.

*To your knowledge, do you have, or have you had a COVID-19 infection?*

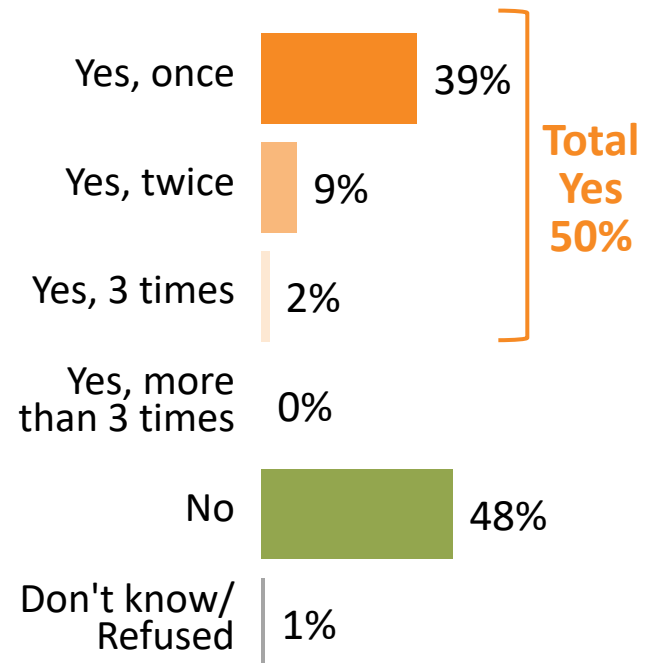
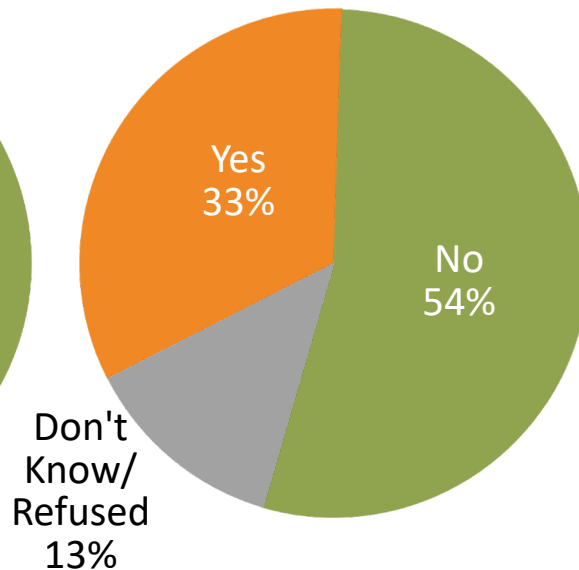
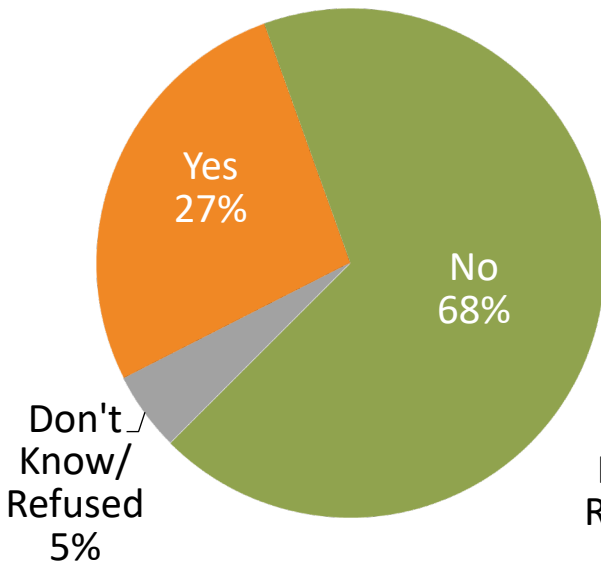
**June 2021**  
(n=822)

**November 2021**  
(n=792)

**August/September 2022**  
(n=3360)

*(Asked of Unvaccinated Respondents)*

*(Asked of All Respondents)*



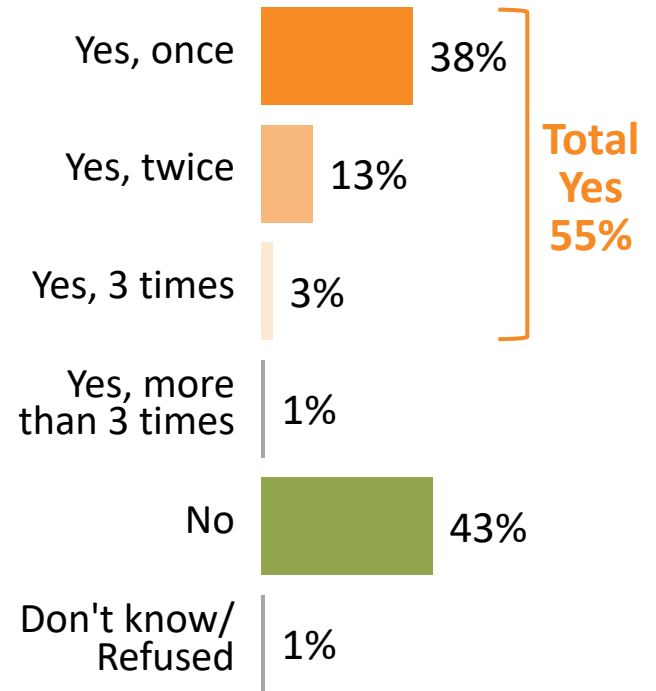
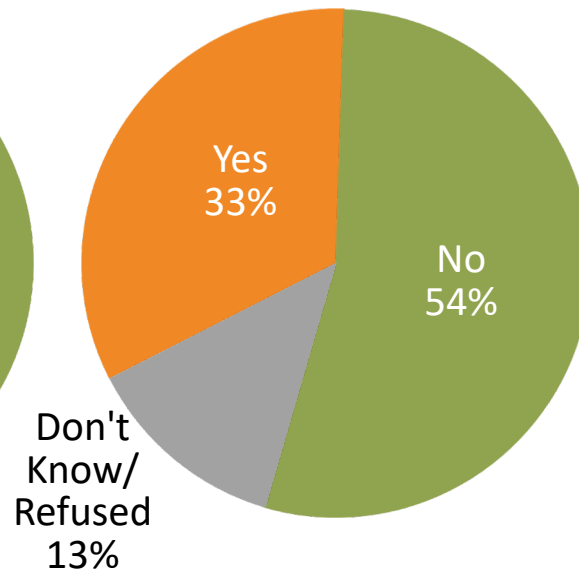
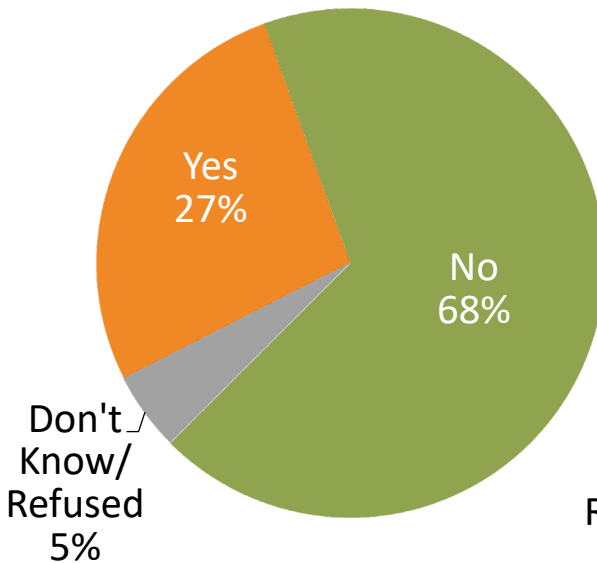
# More than half of currently unvaccinated respondents have had COVID.

*To your knowledge, do you have, or have you had a COVID-19 infection?*  
(Among Unvaccinated Respondents)

**June 2021**  
(n=822)

**November 2021**  
(n=792)

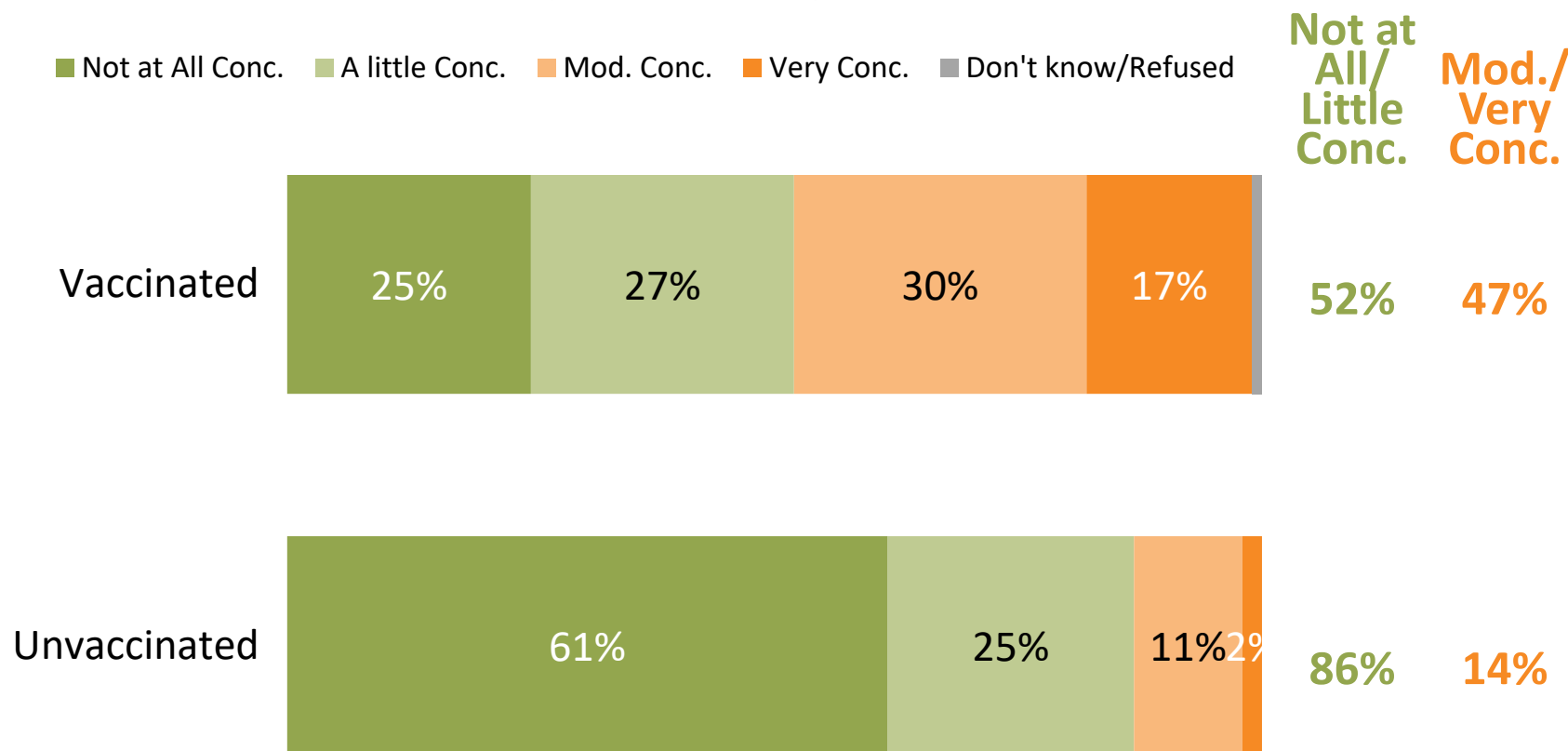
**August/September 2022**  
(n=235)



# Vaccinated residents are much more likely to be concerned about getting COVID-19 than are unvaccinated ones.

*How concerned are you about getting infected with COVID-19?*

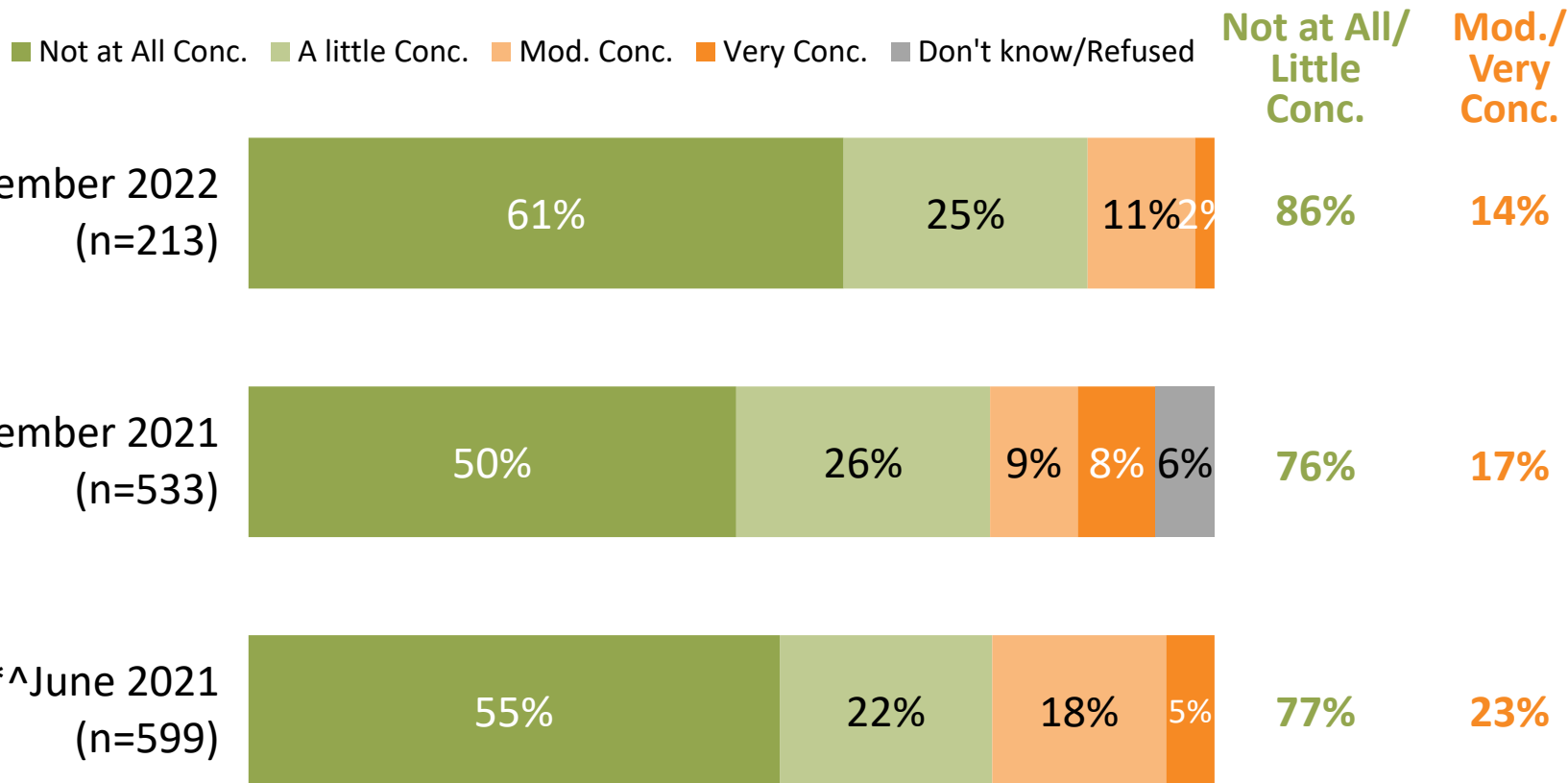
*(Among Vaccinated Respondents)*



# More than four in five unvaccinated residents are not concerned about getting COVID-19.

*How concerned are you about getting infected with COVID-19?*

*(Among Unvaccinated Respondents)*

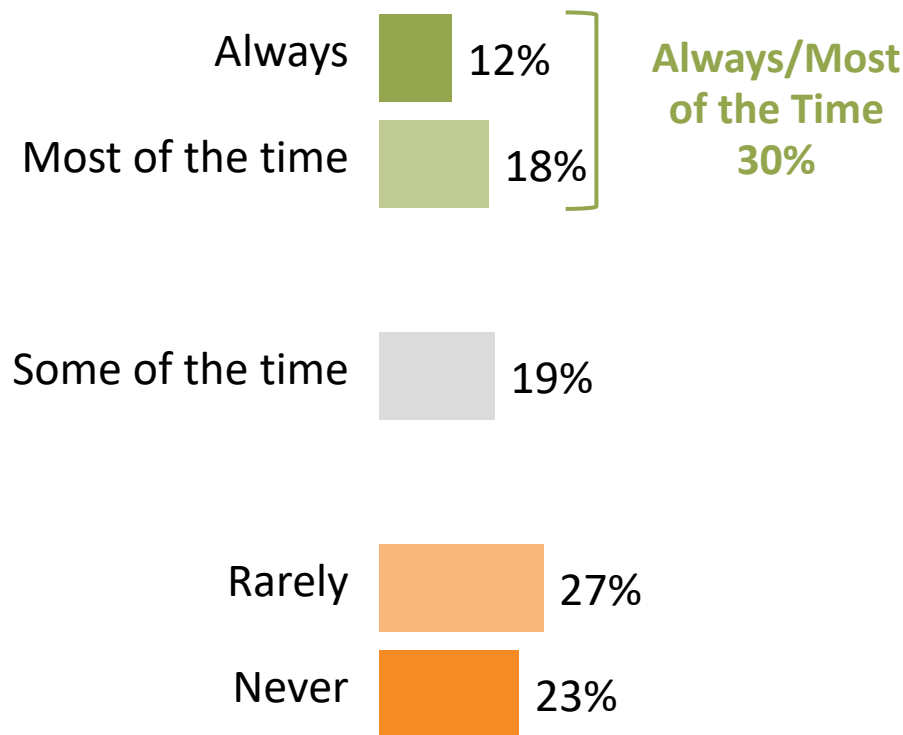


# In general, AAPI residents and Latinos are most likely to be concerned about getting infected.

Demographic Group	Not at All/ Little Concerned	Moderately/ Very Concerned
All Respondents	55%	45%
Race/Ethnicity		
Whites	58%	41%
Latinos	50%	50%
African Americans	65%	35%
Asians/Pacific Islanders	45%	52%
All Respondents of Color	50%	49%
Age		
18-49	55%	44%
50-64	59%	40%
65+	48%	51%
Parents/Guardians		
Have Children Under 18	60%	39%
No Children Under 18	51%	48%

# Approximately one-third wear a mask indoors in public most of the time.

*How often do you wear a mask when indoors in public?*

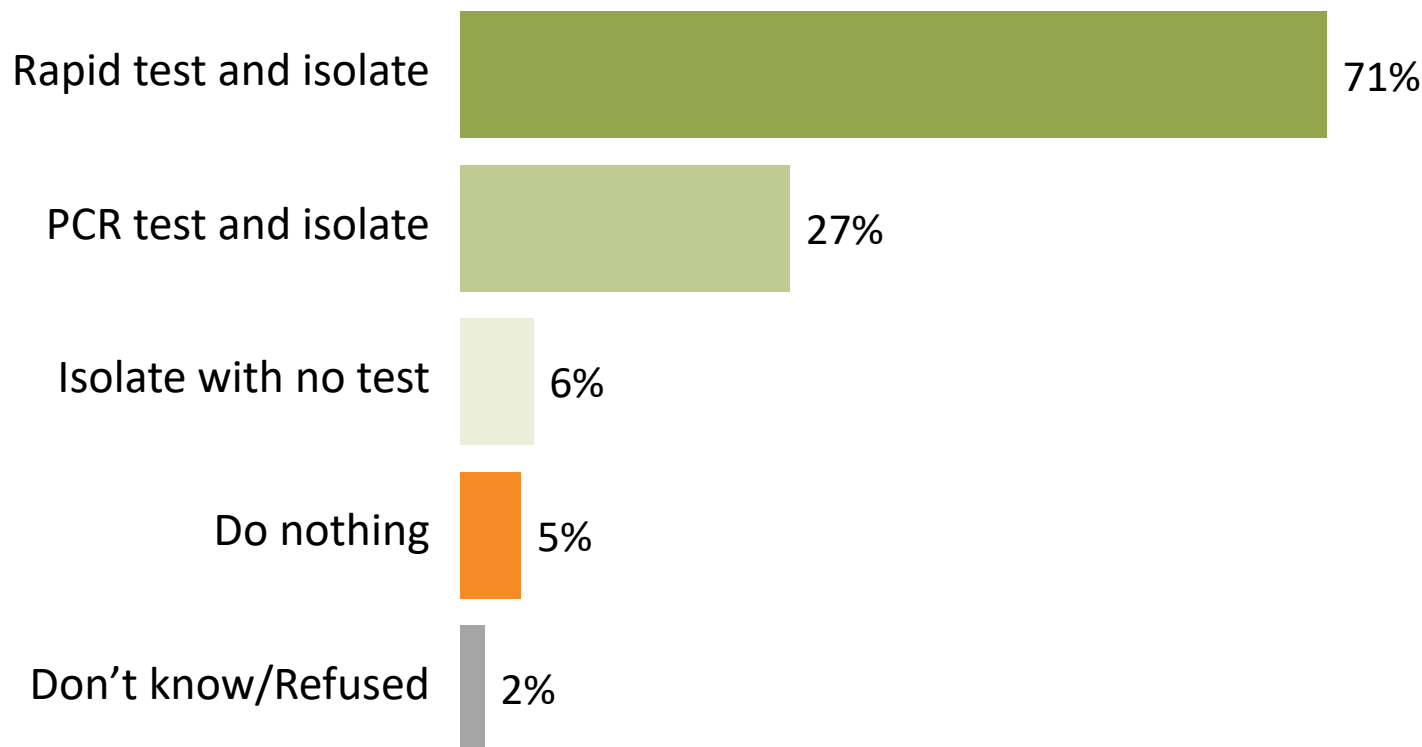


## Demographic Groups Most Likely to Wear a Mask

HH Income <\$40,000
Foreign Born
LGBTQ+
Asians/Pacific Islanders
Ages 65+
Retired
Interviewed in Spanish
Supervisory District 1
HH Income \$40,000-\$75,000
Supervisory District 4
High School Educated
African Americans

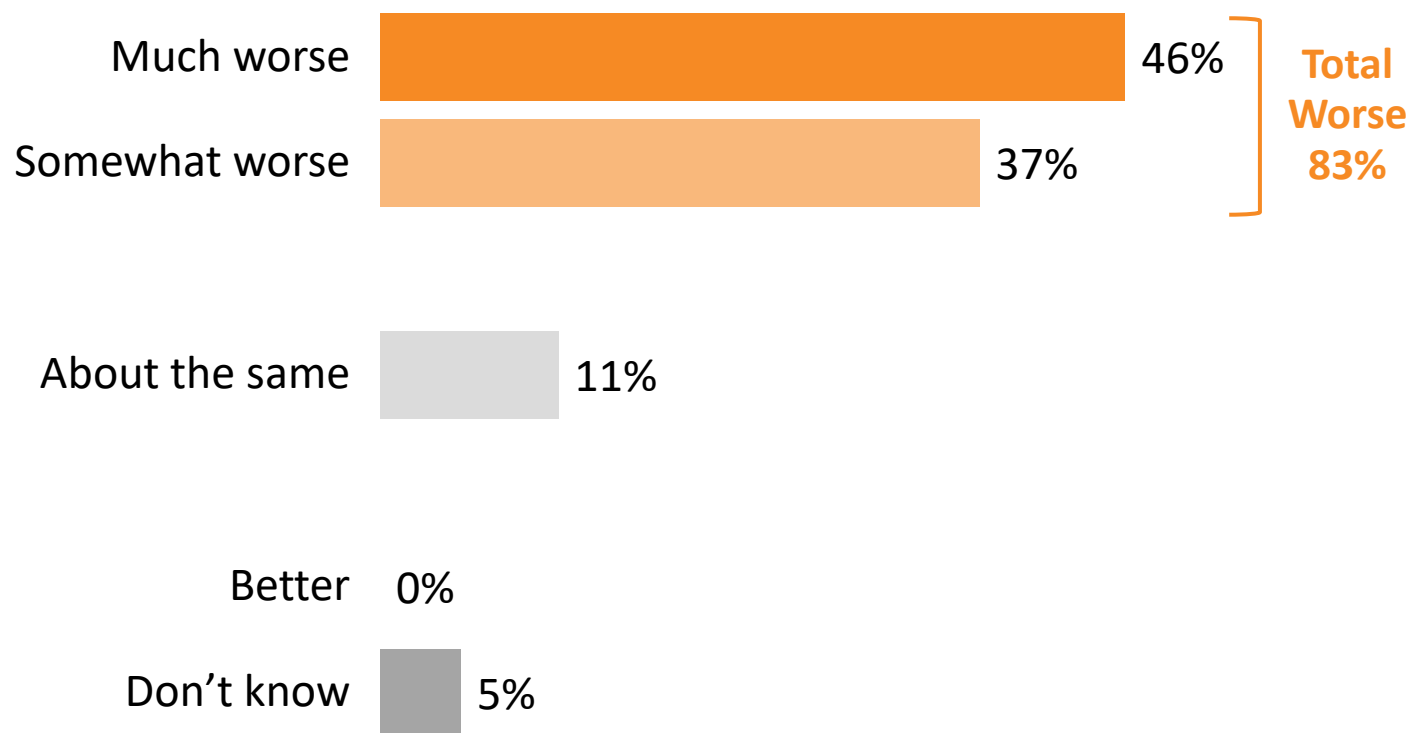
# Respondents most commonly say they would take a rapid test and isolate if they suspected they had COVID-19.

*If you suspected you had COVID-19 would you: take an at-home rapid test and isolate, go to a clinic to take a PCR test and then isolate; isolate without taking a test, or do nothing?*



# More than four in five say that the pandemic has made mental health worse in their community.

*What impact do you think the COVID-19 pandemic has had on mental health in your community: has it made things worse or are they about the same?*

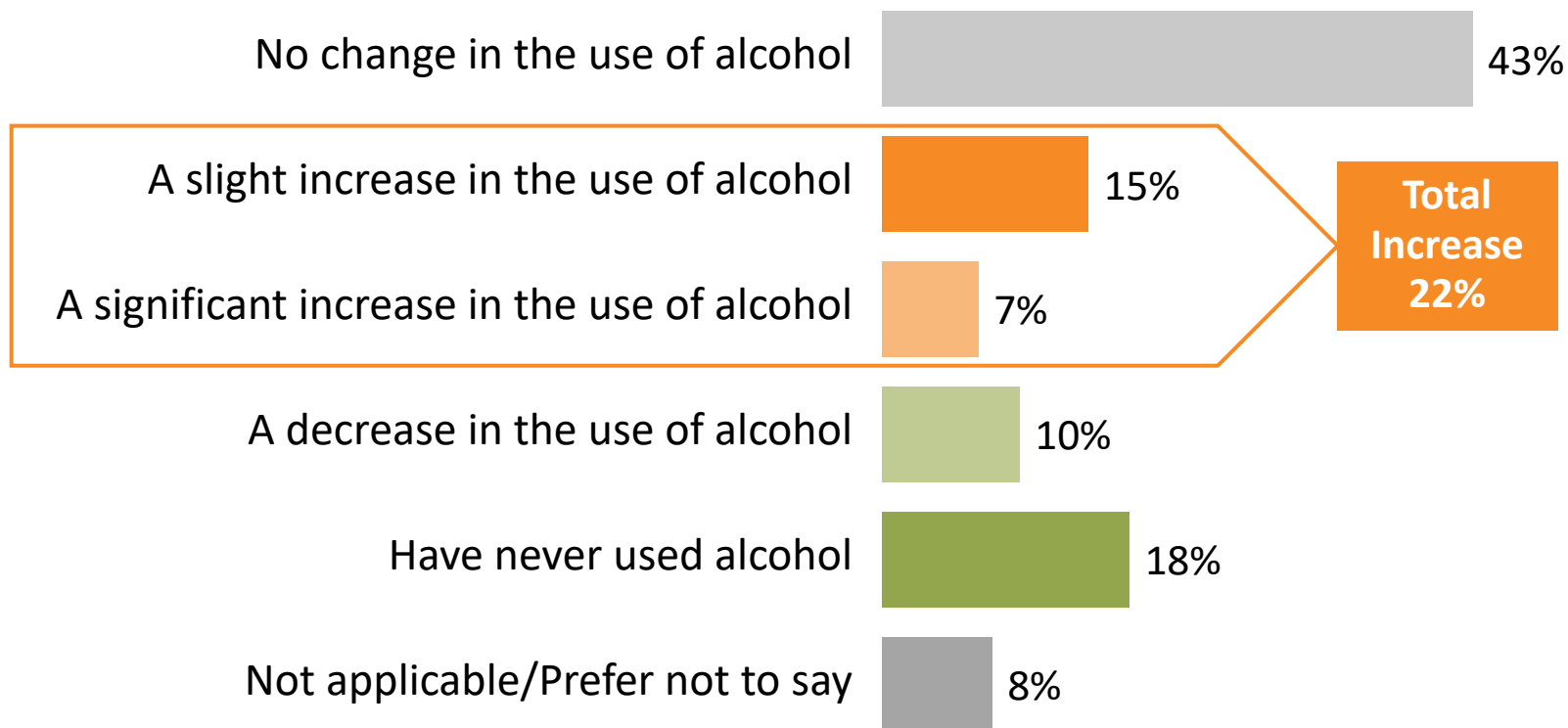


# Half of Latinos and those under age 50 say the pandemic made mental health much worse.

Demographic Group	Much Worse	Somewhat Worse	About the Same	Better	Don't Know
All Respondents	46%	37%	11%	0%	5%
<b>Race/Ethnicity</b>					
Whites	44%	43%	9%	1%	4%
Latinos	50%	32%	10%	1%	7%
African Americans	44%	34%	20%	0%	2%
Asians/Pacific Islanders	39%	35%	20%	0%	6%
All Respondents of Color	46%	34%	13%	0%	7%
<b>Age</b>					
18-49	51%	33%	10%	1%	4%
50-64	45%	39%	11%	0%	4%
65+	31%	45%	14%	0%	10%
<b>Gender</b>					
Men	43%	40%	11%	0%	5%
Women	48%	35%	11%	0%	5%

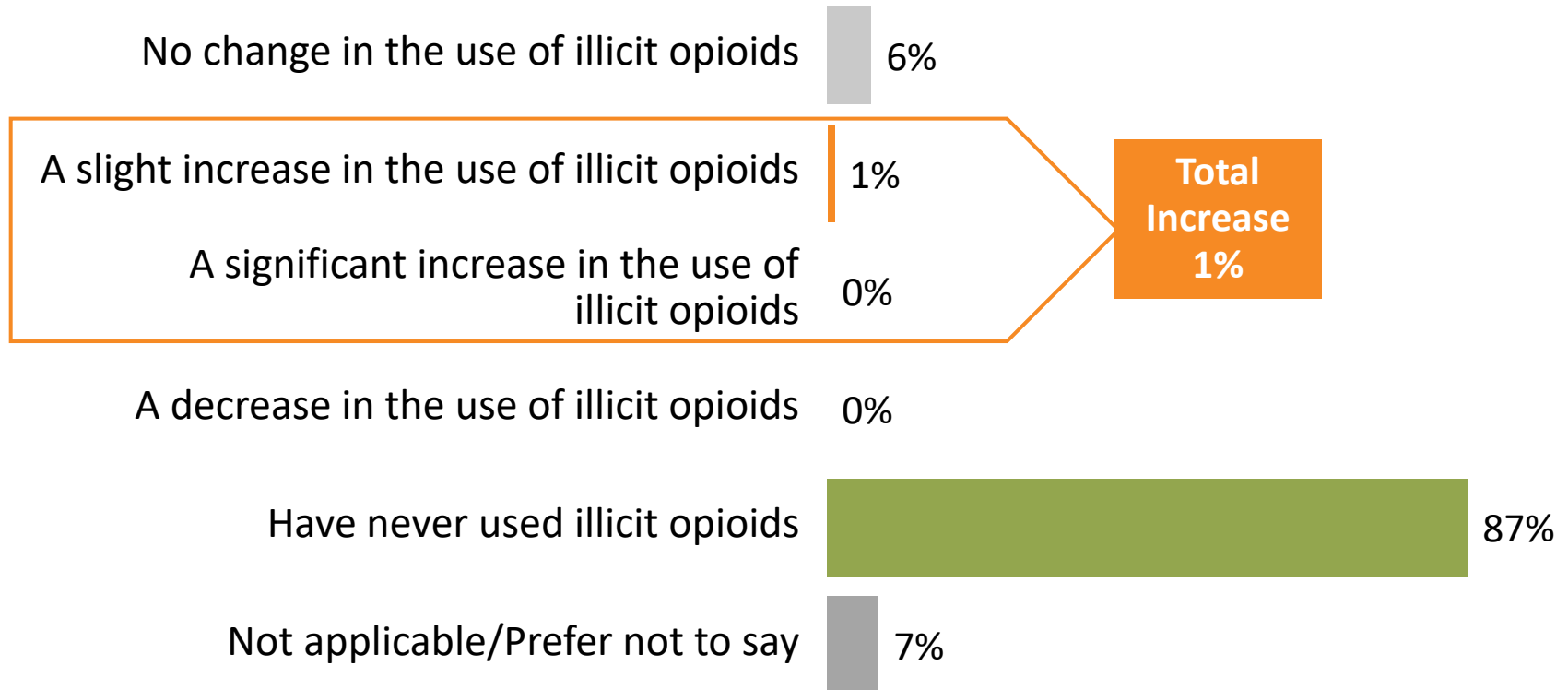
# One in five say they've increased their alcohol use since the start of the pandemic.

*If you're comfortable responding, please select the option that best reflects your experience with alcohol use since the start of the COVID-19 pandemic:*



# Very few say the pandemic has led them to increase their use of opioids.

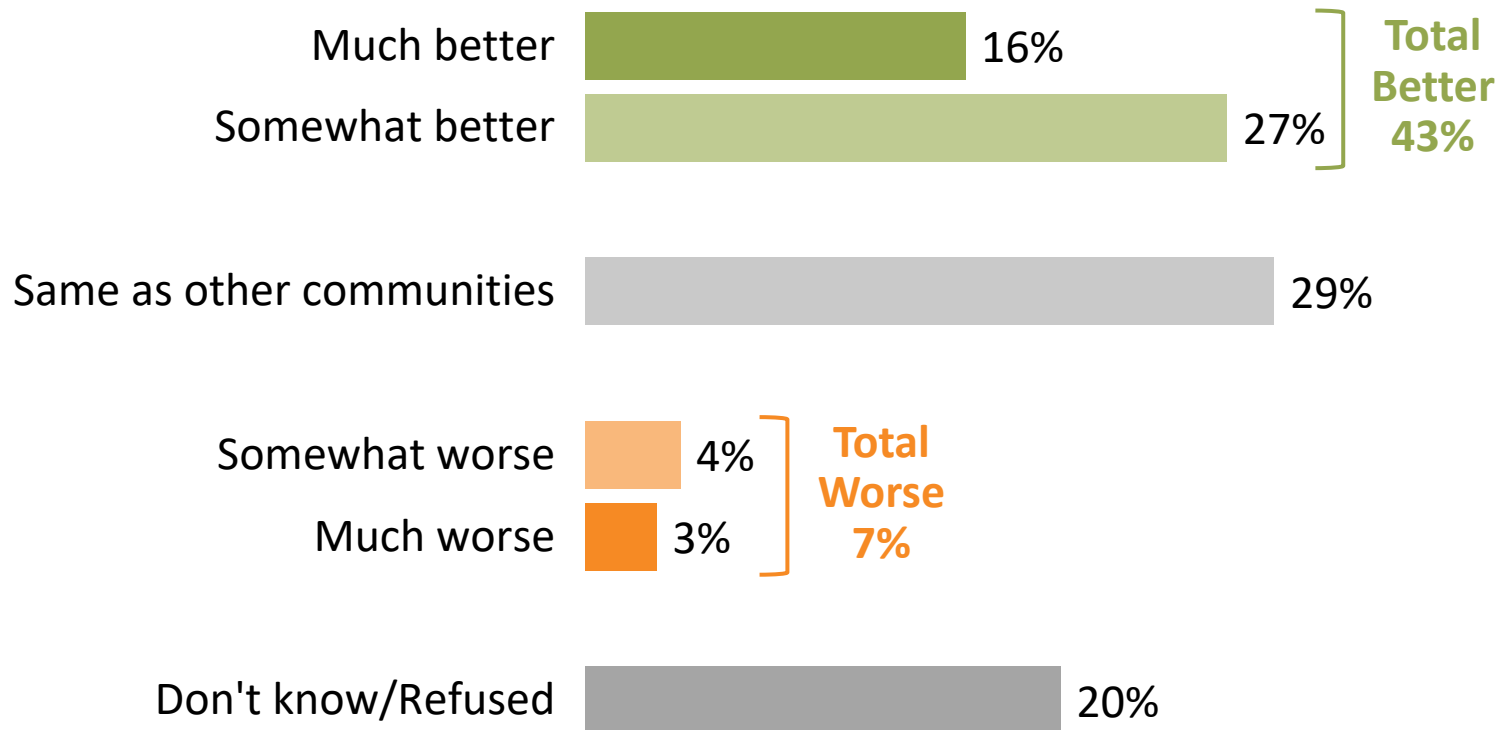
*If you're comfortable responding, please select the option that best reflects your experience with the use of illicit opioids like heroin or fentanyl since the start of the COVID-19 pandemic:*



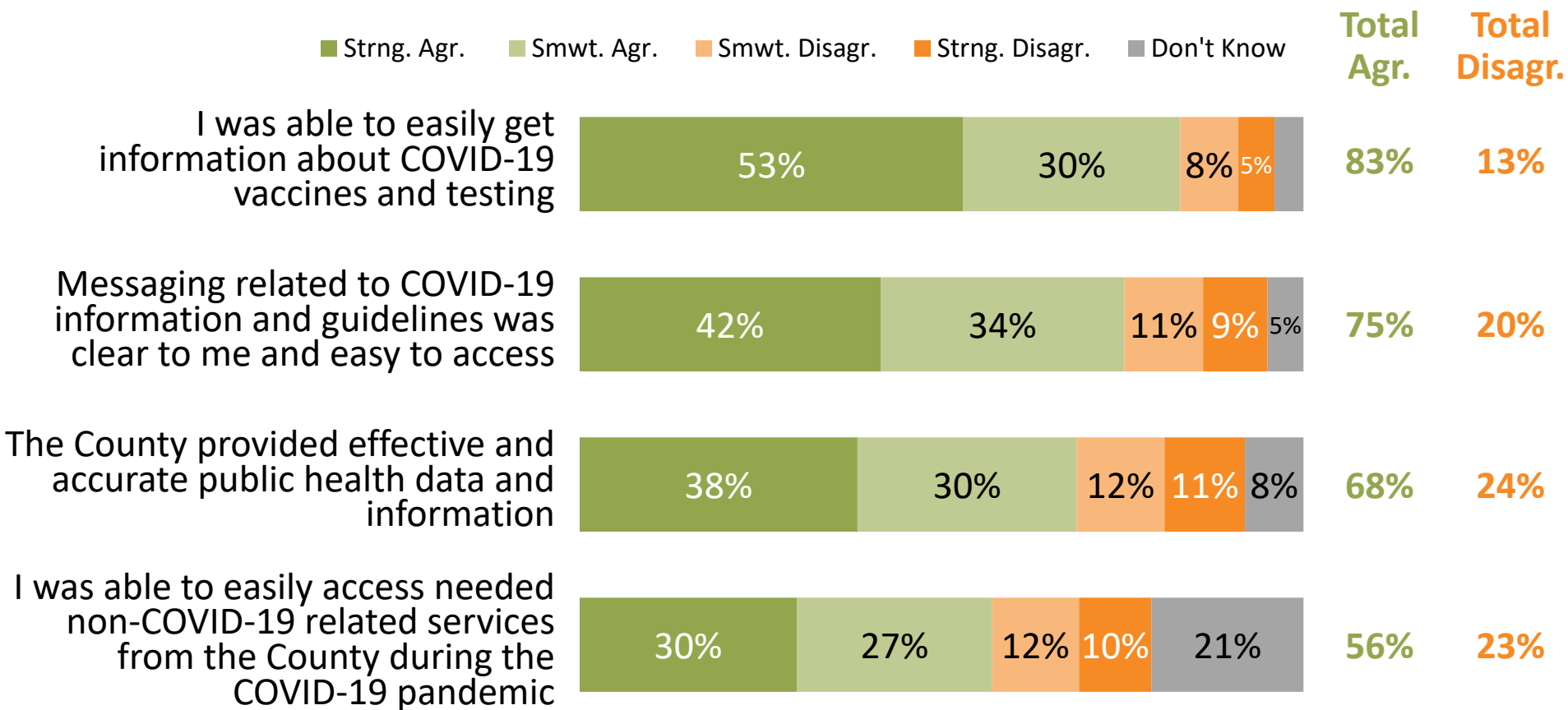
# COVID-19 Communications

# Two in five say San Diego's COVID-19 response was better than that of other communities.

*Do you think the San Diego County regional community response to the COVID-19 pandemic was better or worse than the response by other communities in California?*

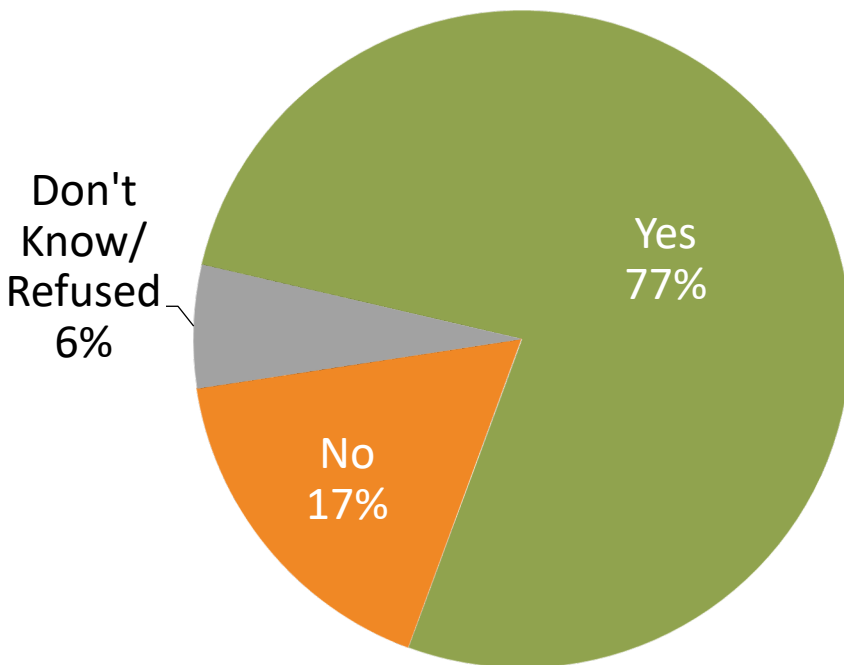


# Respondents broadly agree that they were able to get information about COVID-19 easily, but fewer feel they were able to get other services during the pandemic.



# More than three-quarters have received communications about booster shots.

*Have you seen, heard, or read any ads or communications encouraging people to get booster shots?*

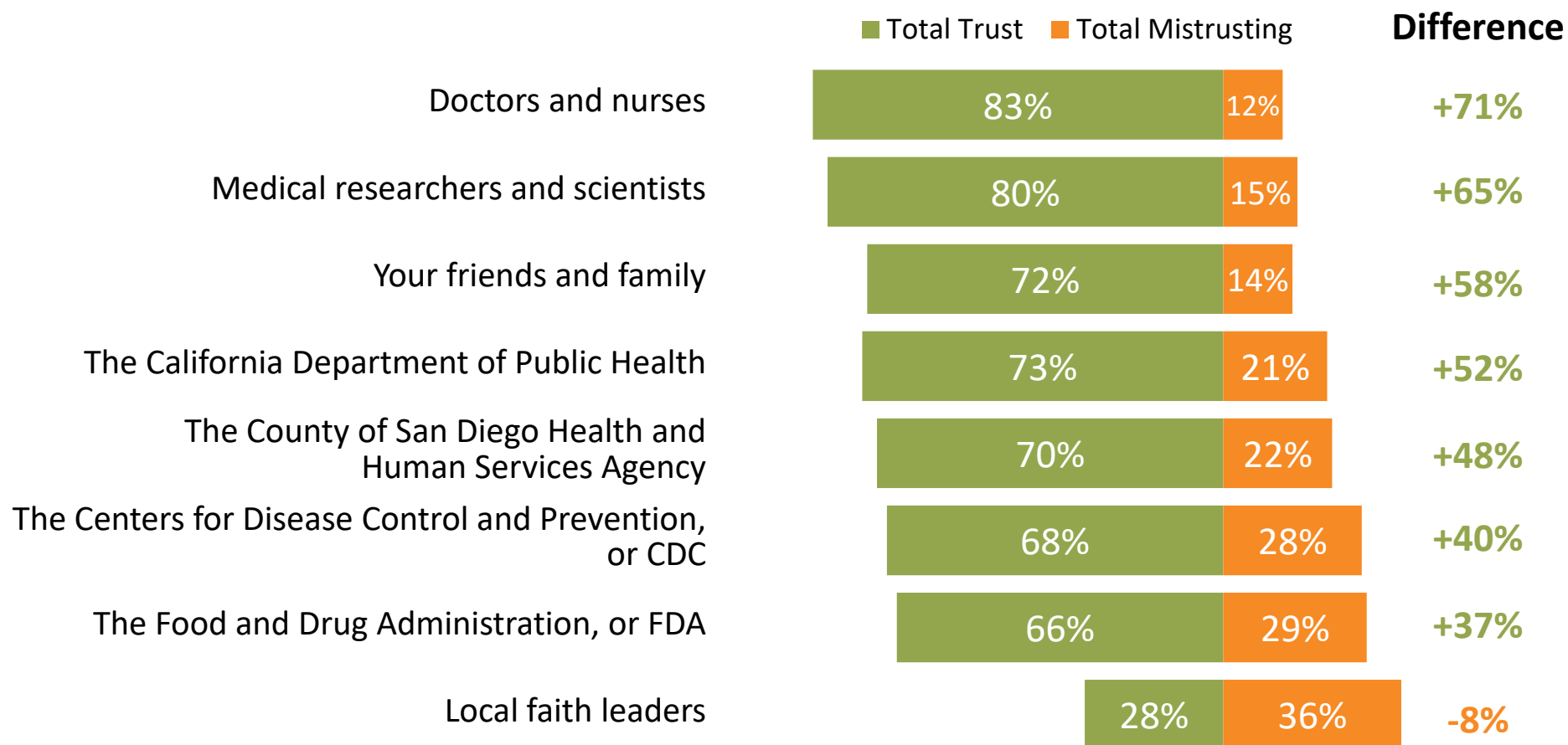


## Demographic Groups Most Likely to Have Not Seen Information on Booster Shots

LGBTQ+
Women Ages 18-49
African Americans
Interviewed in Spanish
Ages 18-49
Latinos
Supervisory District 1
HH Income \$0-\$40,000
All People of Color

# Doctors, nurses and medical researchers are the most trusted messengers on COVID-19 vaccines.

*I am going to read you a list of people and organizations that may speak out to encourage people to get the COVID-19 vaccine. Please tell me if you would generally trust or not trust what each one says about the vaccine; if you have never heard of them, please tell me that too.*



# Unvaccinated San Diegans express lower levels of trust overall.

## Total Trust

Person/Organization	All Resp.	Have you received a COVID-19 vaccine?	
		Yes	No
Doctors and nurses	<b>83%</b>	86%	46%
Medical researchers and scientists	<b>80%</b>	82%	52%
Your friends and family	<b>72%</b>	73%	57%
The California Department of Public Health	<b>73%</b>	76%	32%
The County of San Diego Health and Human Services Agency	<b>70%</b>	73%	27%
The Centers for Disease Control and Prevention, or CDC	<b>68%</b>	71%	30%
The Food and Drug Administration, or FDA	<b>66%</b>	69%	21%
Local faith leaders	<b>28%</b>	26%	39%

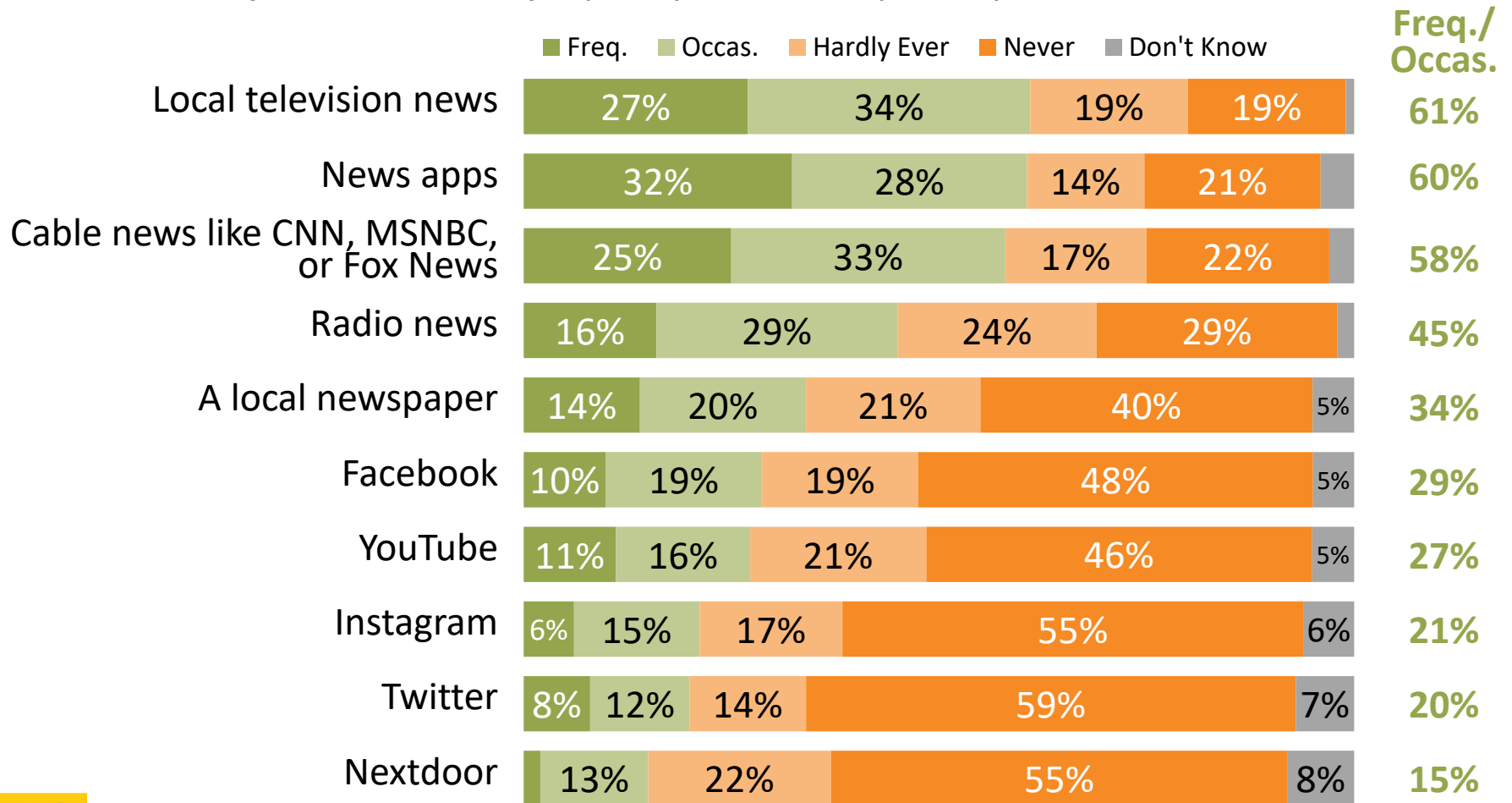
# Trust in key messengers has not changed much in the past year.

## Total Trust

Person/Organization	June 2021	Nov. 2021	Aug./Sept. 2022	Difference
The California Department of Public Health	53%	73%	73%	0%
*Doctors and nurses	68%	85%	83%	-2%
*Medical researchers and scientists	63%	82%	80%	-2%
The County of San Diego Health and Human Services Agency	52%	73%	70%	-3%
Your friends and family	61%	76%	72%	-4%
The Food and Drug Administration, or FDA	52%	70%	66%	-4%
The Centers for Disease Control and Prevention, or CDC	53%	73%	68%	-5%
Local faith leaders	36%	35%	28%	-7%

# Local TV news and news apps are the most common sources of information.

*I am going to read you a list of some of the ways that people get information about issues around public health. Please tell me how frequently you get information about public health issues from that source: frequently, occasionally, hardly ever, or never.*



# The rate at which residents turn to various sources for public health news has not changed much.

*Frequently/Occasionally*

Person/Organization	Dec. 2020/ Jan.2021	June 2021	Nov. 2021	Aug./Sept. 2022	Difference (Aug./Sept. 2022-Nov. 21)
Local television news	68%	50%	57%	61%	+4%
News apps	66%	47%	56%	60%	+4%
Cable news like CNN, MSNBC, or Fox News	60%	49%	55%	58%	+3%
Radio news	56%	39%	45%	45%	0%
A local newspaper	35%	21%	32%	34%	+2%
Facebook	38%	34%	23%	29%	+6%
YouTube	39%	46%	29%	27%	-2%
Instagram	30%	-	21%	21%	0%
Twitter	25%	-	16%	20%	+4%
Nextdoor	16%	-	12%	15%	+3%

# African Americans are especially likely to watch local TV news.

*Frequently/Occasionally*

Information Source	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All Resp. of Color
Local television news	<b>61%</b>	57%	66%	80%	61%	65%
News apps	<b>60%</b>	67%	49%	69%	65%	55%
Cable news like CNN, MSNBC, or Fox News	<b>58%</b>	55%	60%	77%	62%	61%
Radio news	<b>45%</b>	45%	48%	62%	36%	45%
A local newspaper	<b>34%</b>	35%	35%	32%	34%	34%
Facebook	<b>29%</b>	25%	33%	47%	33%	33%
YouTube	<b>27%</b>	19%	33%	45%	33%	35%
Instagram	<b>21%</b>	17%	26%	27%	21%	26%
Twitter	<b>20%</b>	15%	27%	24%	20%	25%
Nextdoor	<b>15%</b>	13%	21%	28%	13%	18%

# News apps and local TV are the most common sources of public health news among those under 50.

*Frequently/Occasionally*

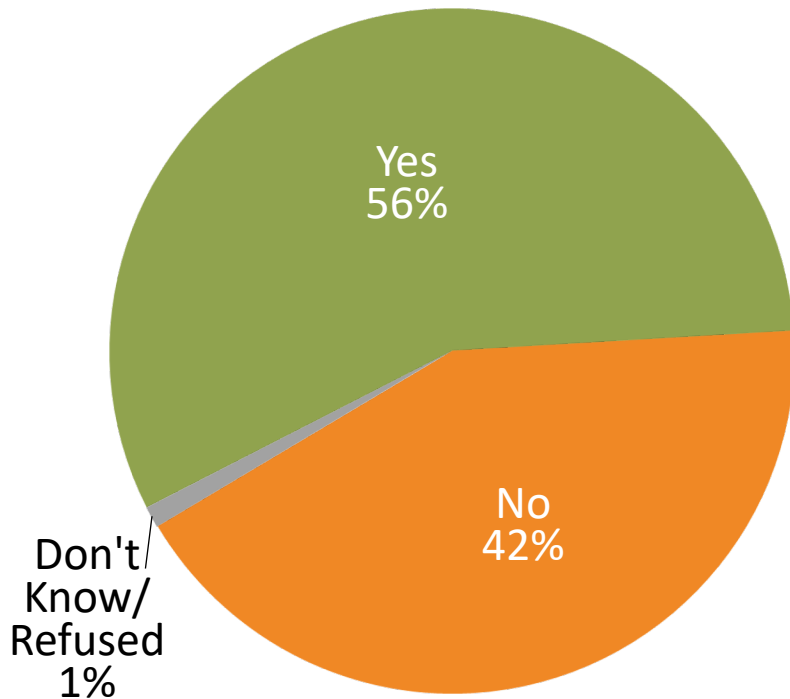
Information Source	All Resp.	Age		
		18-49	50-64	65+
Local television news	<b>61%</b>	54%	68%	71%
News apps	<b>60%</b>	56%	65%	67%
Cable news like CNN, MSNBC, or Fox News	<b>58%</b>	48%	66%	72%
Radio news	<b>45%</b>	40%	56%	43%
A local newspaper	<b>34%</b>	34%	31%	42%
Facebook	<b>29%</b>	31%	30%	23%
YouTube	<b>27%</b>	30%	27%	22%
Instagram	<b>21%</b>	29%	18%	7%
Twitter	<b>20%</b>	28%	12%	8%
Nextdoor	<b>15%</b>	11%	19%	24%

# Flu Vaccines

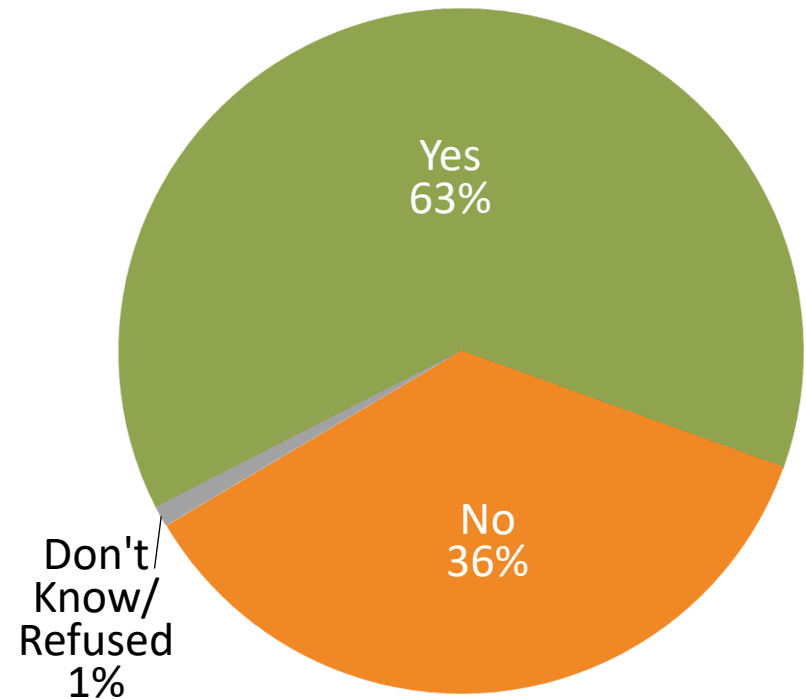
# Three in five say they got the flu vaccine last flu season.

*Did you receive a flu vaccine during the last flu season?*

**June  
2021**



**August/September  
2022**



# African Americans are least likely to have gotten the flu vaccine.

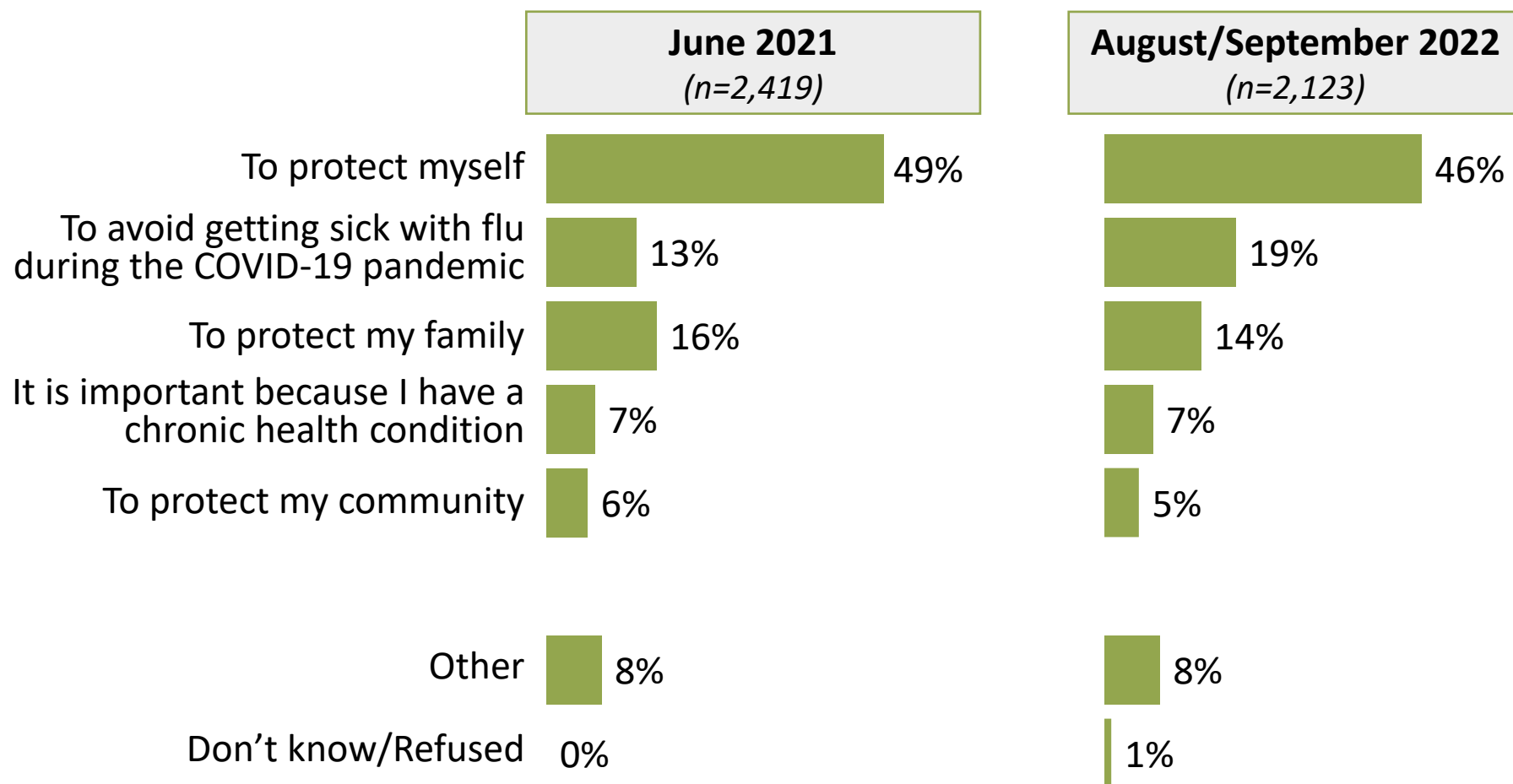
Demographic Group	Got Flu Vaccine	Did Not Get Flu Vaccine
<b>All Respondents</b>	<b>63%</b>	<b>36%</b>
<b>Gender</b>		
Men	64%	35%
Women	63%	37%
<b>Race/Ethnicity</b>		
Whites	69%	30%
Latinos	60%	40%
African Americans	47%	53%
Asians/Pacific Islanders	60%	39%
All Respondents of Color	59%	41%
<b>Household Income</b>		
<\$40,000	61%	39%
\$40,000-\$75,000	62%	38%
\$75,000-\$100,000	64%	34%
\$100,000-\$150,000	68%	31%
\$150,000+	64%	36%

# Older San Diegans are much more likely to have gotten the flu vaccine.

Demographic Group	Got Flu Vaccine	Did Not Get Flu Vaccine
Age		
18-29	57%	40%
30-39	53%	46%
40-49	61%	39%
50-64	62%	37%
65-74	77%	23%
75+	91%	9%

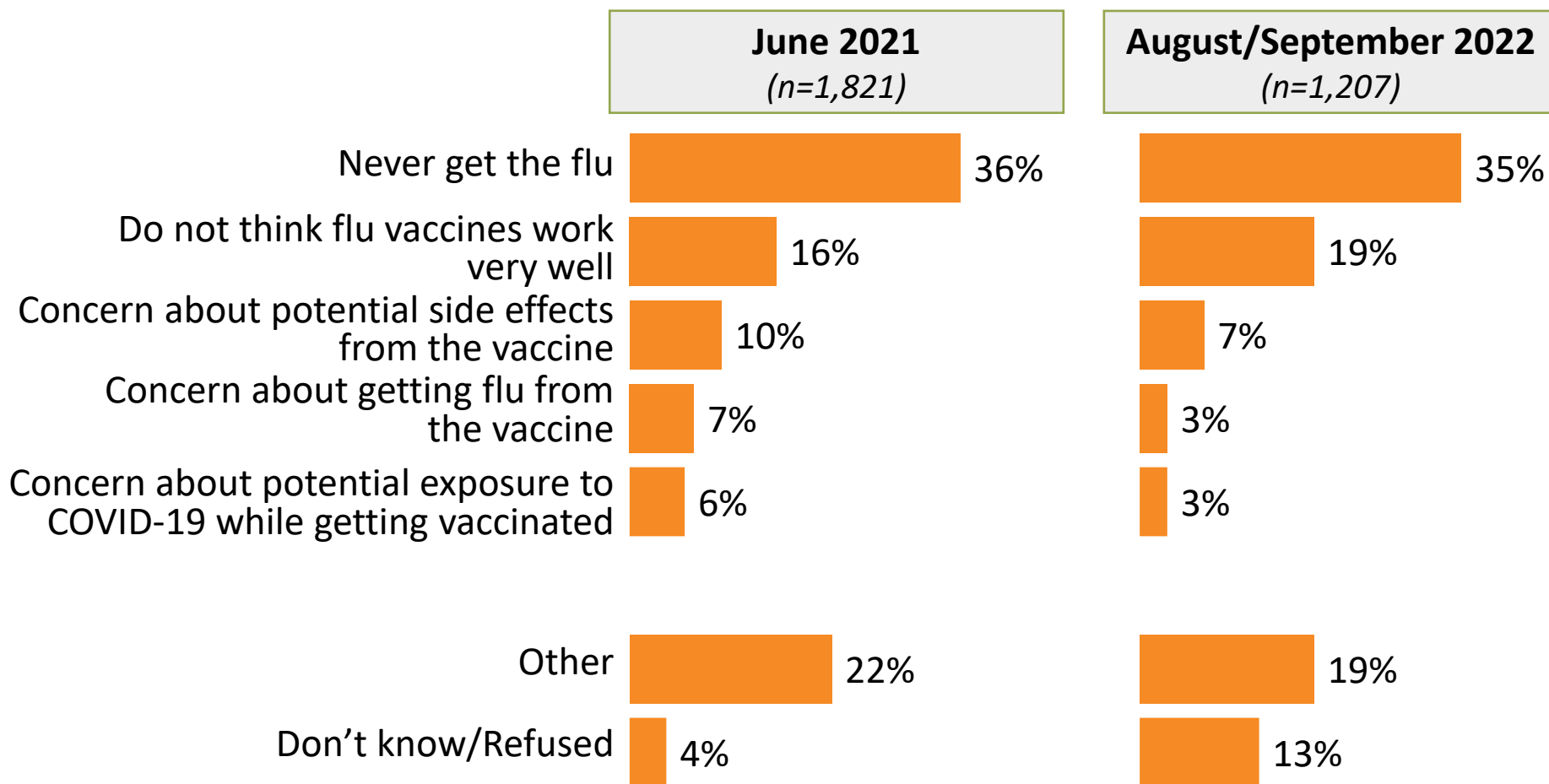
# Residents primarily got vaccinated to protect their own health.

*Which of the following best describes reasons why you got a flu vaccine?  
(Asked of Those Who Got the Flu Vaccine Only)*



# Those who did not get the flu vaccine say they've never gotten the flu.

*Which of the following best describes reasons why you did not get a flu vaccine?  
(Asked of Those Who Did Not Get the Flu Vaccine Only)*



# Conclusions

# Conclusions

- ✓ A high proportion of San Diego County residents have gotten the COVID-19 vaccine, among them, two-thirds are fully vaccinated.
- ✓ Those who have not gotten all their doses point to their own scheduling conflicts, the sense that they don't need it, and the perception that they have natural immunity.
- ✓ When asked about a series of alternative COVID-19 vaccines, respondents are most likely to take one aimed at the Omicron variant.
- ✓ A majority of parents and guardians of children under 18 say their child has gotten the COVID-19 vaccine.
- ✓ Among those with an unvaccinated child, only one-third say they will have them get it.
- ✓ San Diego County residents broadly agree that the pandemic has negatively affected their mental health and one in five say it has led to an increase in their alcohol use.
- ✓ County residents broadly agree that they were easily able to get information about vaccines and the pandemic; broad majorities say they have seen information about the booster and about children's vaccines and that they would know where to go to get a vaccine if they needed one.
- ✓ A plurality says San Diego has done a better job than other counties in its response to the pandemic.

# Comparisons to Prior Surveys

- ✓ As the proportion of San Diego County residents that is vaccinated continues to increase, those who are not vaccinated continue to hardened into their position and the number who say they are likely to get it has decreased dramatically over time.
  - Unvaccinated respondents' skepticism continues to be based in concern about side effects and a preference for a natural immunity.
- ✓ The likelihood of getting boosters has increased in the past year, from 58% to 67%.
- ✓ However, as the number of available doses increases, those who report being *fully* vaccinated has declined from 99% in November 2021 to 67% in the fall of 2022 (among vaccinated respondents).
- ✓ The use of vaccine by brand has remained very consistent.
- ✓ A majority continue to say their friends and family have gotten vaccinated; respondents increasingly say they “don’t know” if their friends and family have gotten it, compared to prior surveys.
- ✓ The proportion of unvaccinated respondents who say they have had COVID-19 has remained steady since the last survey and concern about getting COVID-19 among the unvaccinated is consistently low.
- ✓ Residents are increasingly likely to get the flu vaccines; their motivations for doing so continue to be largely to protect themselves.
  - As in prior surveys, those who don’t intend to get it say they have never gotten the flu as the main reason.
- ✓ News sources and trusted messengers on public health issues have not changed much in the last year.

# For more information, contact:



OPINION  
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