



San Diego County Resident Views on the COVID-19 Vaccine

*Key Findings from a Countywide Tracking Survey
Conducted November 6-22, 2021*

Methodology

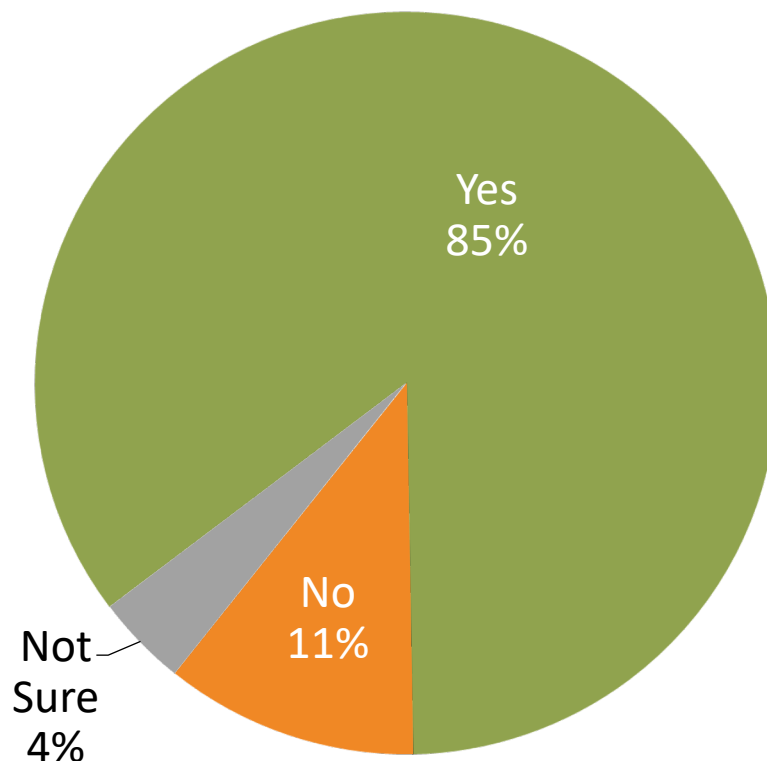
Dates	November 6-22, 2021
Survey Type	Dual-mode Resident Survey
Research Population	San Diego Adult Residents, with Oversamples of African Americans and Residents of \ZIP codes with Lower Vaccination Rates
Total Interviews	5,281
Margin of Sampling Error	(Full Sample) $\pm 2.4\%$ at the 95% Confidence Level
Data Collection Modes	<div> Telephone Interviews</div> <div> Online Interviews</div>
Languages	English and Spanish

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

Vaccination and Booster Status

More than four in five respondents say they have received the vaccine.

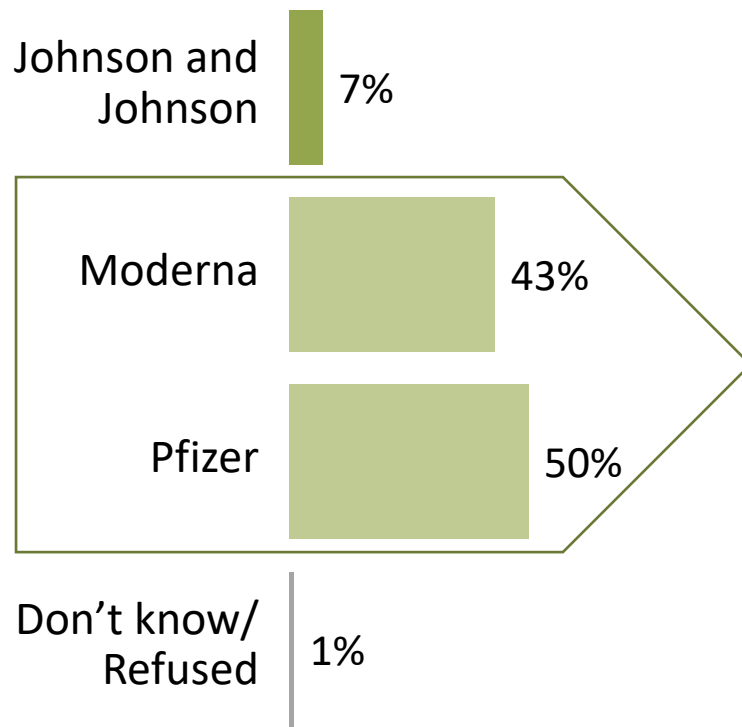
Have you received a COVID-19 vaccine?



Most vaccinated respondents have received an mRNA vaccine.

Vaccine Received

(Asked if Received a COVID-19 Vaccine; n=4,489)



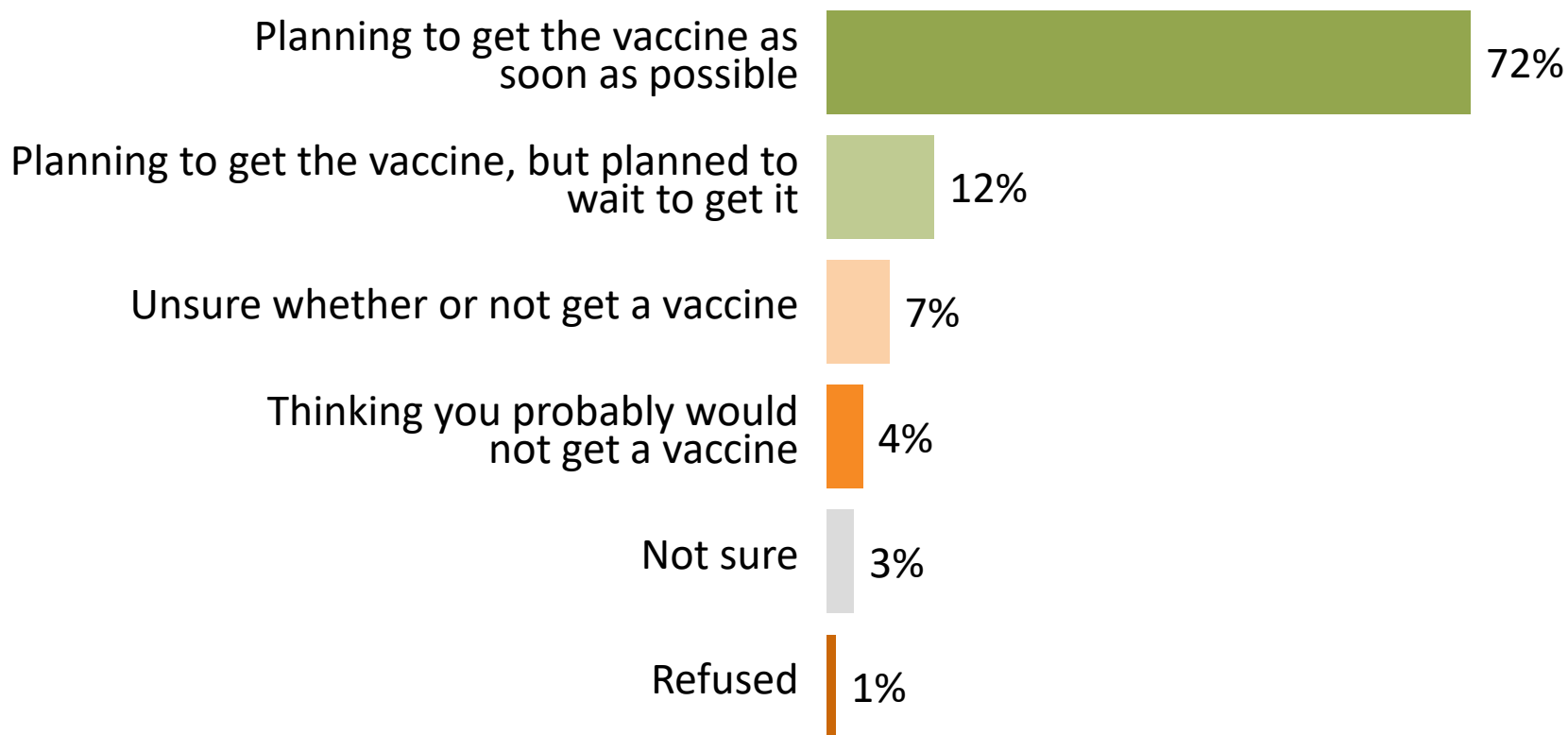
Moderna/Pfizer: Received Both?

(Asked if Received Moderna or Pfizer; n=4,184)

**Yes, Received
Both Doses
99%**

Approximately one in ten vaccinated residents had some doubt about getting the shot.

*Which of the following describes you before you got the COVID-19 vaccine? Were you...
(Asked if Fully Vaccinated; n=4,489)*

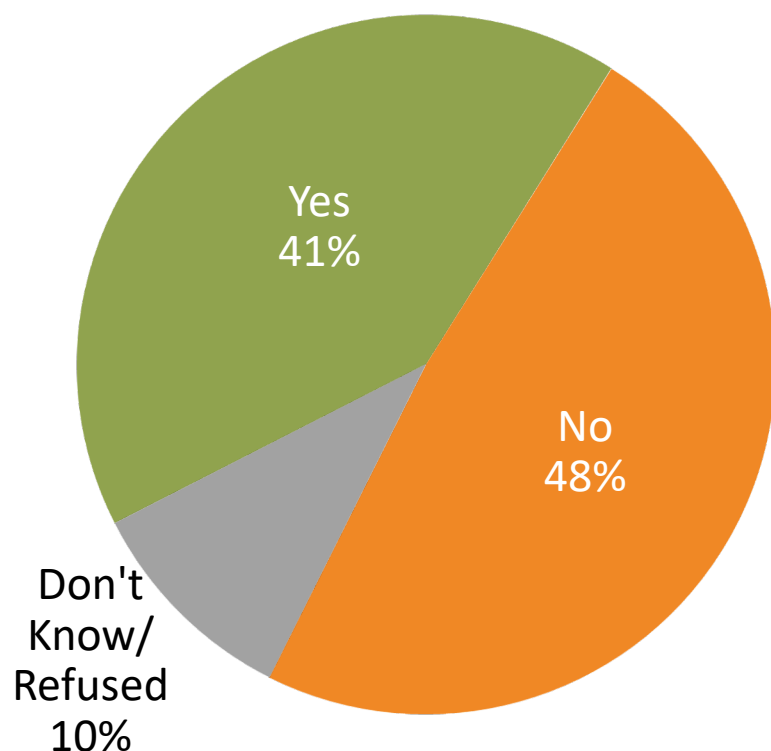


African American respondents expressed the most uncertainty about it prior to getting it.

Demographic Group	Planning to get the vaccine as soon as possible	Planning to get the vaccine, but planned to wait to get it	Unsure whether or not get a vaccine	Thinking you probably would not get a vaccine
All Respondents	72%	12%	7%	4%
Race/Ethnicity				
Whites	80%	9%	6%	4%
Latinos	64%	17%	8%	4%
African Americans	51%	22%	14%	6%
Asians/Pacific Islanders	82%	10%	4%	1%
All Respondents of Color	68%	15%	8%	3%
Age				
18-29	71%	14%	8%	5%
30-39	68%	14%	11%	4%
40-49	66%	13%	8%	6%
50-64	74%	13%	6%	3%
65-74	79%	11%	5%	2%
75+	83%	5%	6%	1%

Two in five employed residents say their employer is requiring the COVID-19 vaccine.

*Is your employer requiring that employees receive the COVID-19 vaccine?
(Among Employed Residents, N=3,212)*



The demographic groups most likely to say their employer is requiring the vaccine are:

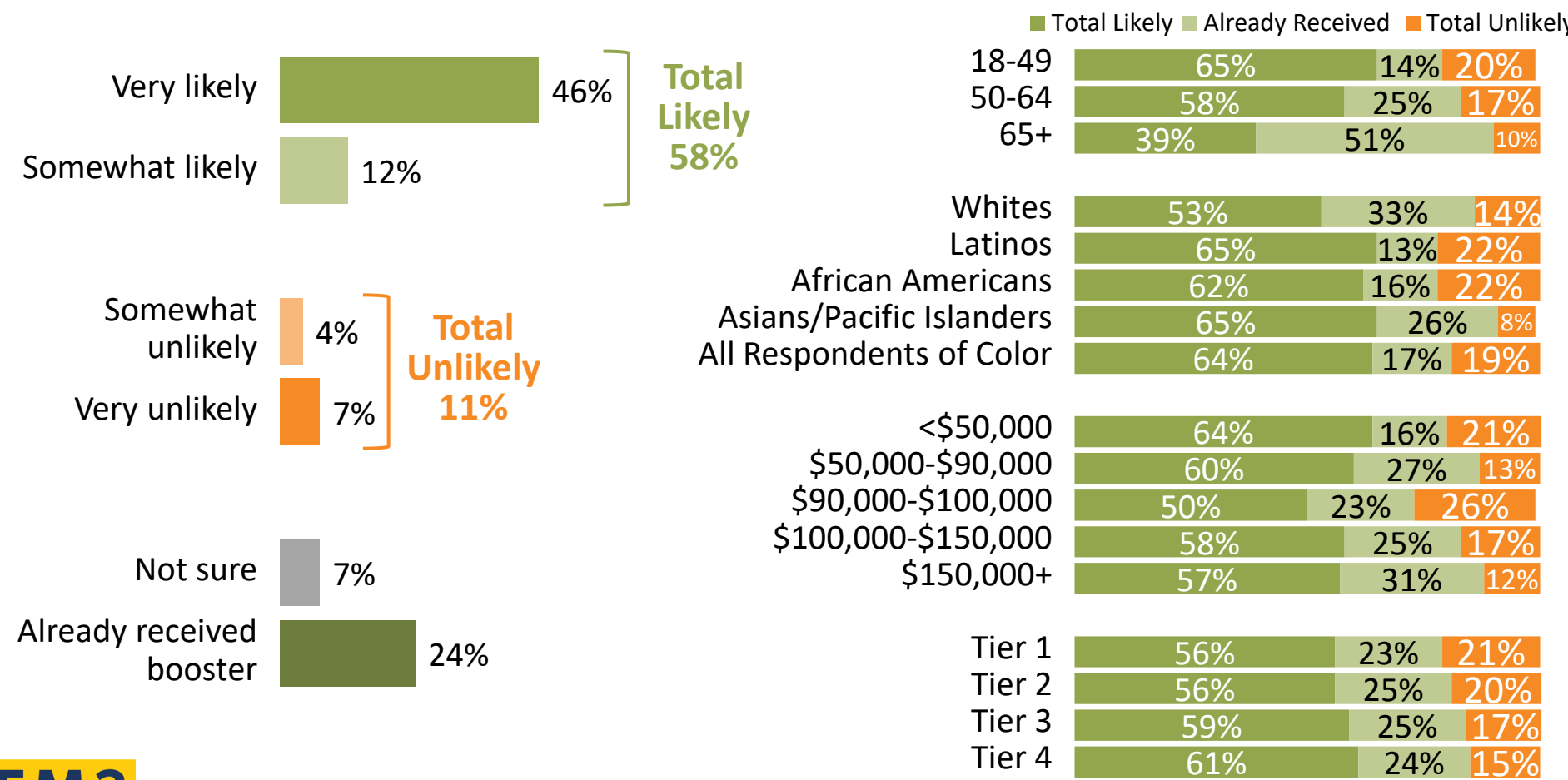
- Post-graduate educated
- African American
- College-educated women
- Women 50 and over
- Residents of most highly-vaccinated ZIPs (Tier 4)

Those working in healthcare and the military are most likely to say their employer is requiring the vaccine.

Industry/Sector Operated by Employer	Yes	No	Don't Know/ Refused
Military Contractor or Services	87%	6%	7%
Healthcare and Social Assistance	71%	24%	4%
Education	58%	34%	8%
Engineering and Sciences	55%	35%	11%
Banking and Finance	44%	45%	10%
Law/Legal Services	40%	50%	9%
Accommodations/Food Services	35%	45%	20%
Technology Services	31%	49%	20%
Retail Trade	26%	64%	10%
Construction (heavy/special trades)	11%	73%	15%
Manufacturing	9%	80%	11%

A majority say they are likely to get the booster, and one quarter say they already have gotten it.

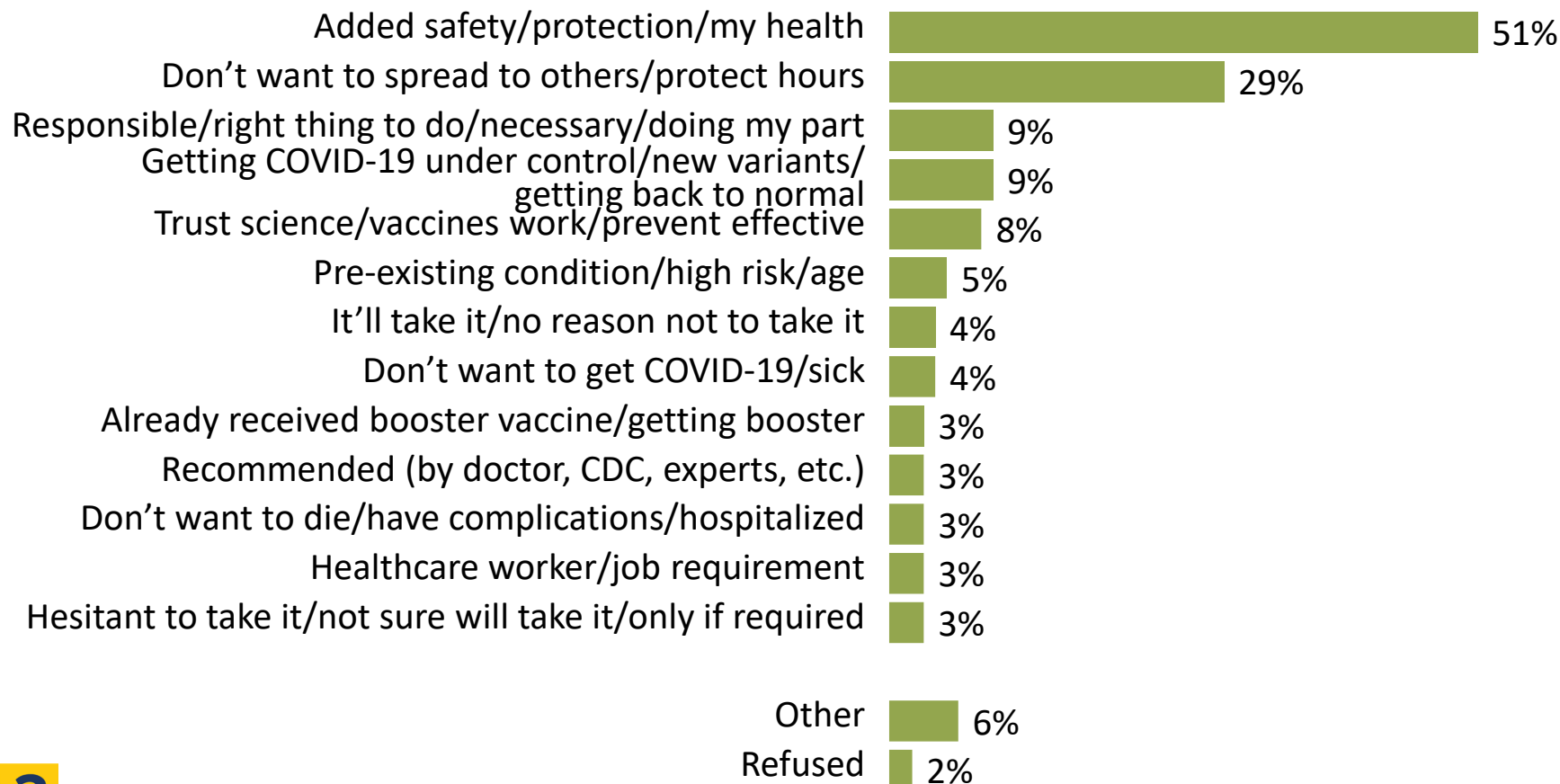
How likely are you to get the vaccine (**JOHNSON & JOHNSON**: booster shot or second dose) (**PFIZER OR MODERNA**: booster shot or third dose) when it becomes available to you?



Those likely to get the booster say it will provide added safety and help them protect others.

*In a few words of your own, why would you be **LIKELY** to get the COVID-19 vaccine
(**JOHNSON & JOHNSON**: booster shot or second dose)(**PFIZER OR MODERNA**: booster shot or third dose)
when it becomes available to you?*

(Open-ended; Asked of Those Likely to Get Booster, n=2,613)



Verbatim Comments Describing Reasons for Getting a Booster

Because it will be mandatory by my work. I would prefer to not get the vaccine but I cannot afford to lose my job at this time, so it is being forced upon me.

To protect myself and others.

Because it works and is required at many places. Also, I have kids and I'm worried about them.

Because science. And I'm not an idiot.

If it provides even a chance of better protection for those I care about, I'll do it.

For international travel to destinations that are not highly vaccinated.

Because I believe in science and putting others' needs before my own.

Waning efficacy of the vaccines over time and the Delta variant.

To continue to travel, attend social events, and protect my community.

Makes me feel safer as I am exposed to a lot of other people at work.

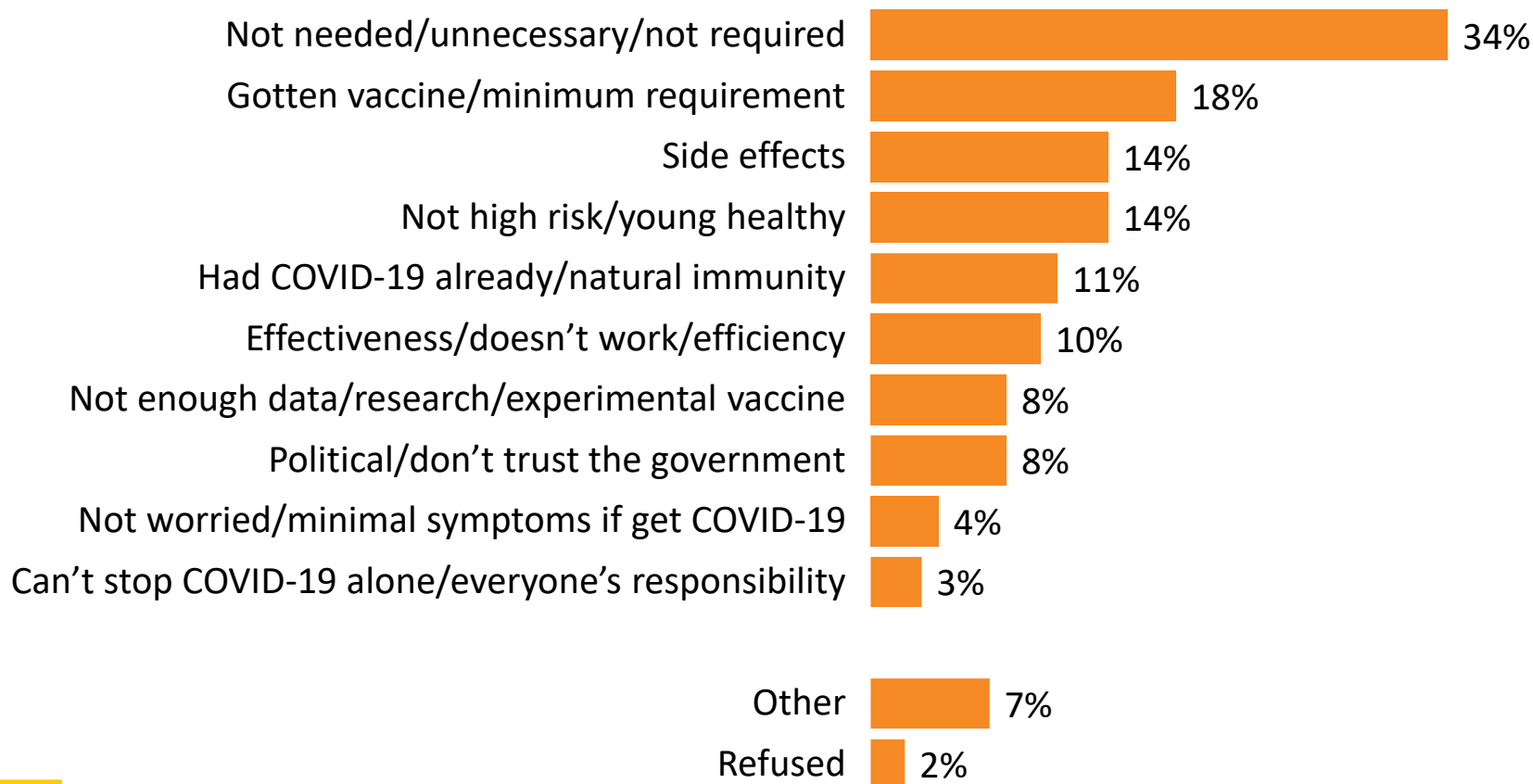
I'm 65. I have immune issues, damaged lungs, and want to see my grandkids.

I had COVID in January and it was terrible, and I don't want to get it again.

Those unlikely to get the booster say it isn't needed.

*In a few words of your own, why would you be **UNLIKELY** to get the COVID-19 vaccine
(**JOHNSON & JOHNSON**: booster shot or second dose)(**PFIZER OR MODERNA**: booster shot or third dose)
when it becomes available to you?*

(Open-ended; Asked of Those Unlikely to Get Booster, n=472)



Verbatim Comments Describing Reasons for Not Getting a Booster

I had COVID-19. Being made to take the vaccines so I can work lowered my normal antibodies to fight COVID-19. I need to work to support my myself and family in this expensive state!

I'm young and the FDA does not recommend it.

Because I don't want another shot and didn't want the first.

The vaccine is a political ploy in the first place to divide us by party. I only got it to enhance my job opportunities. I can now fully attend any function the politicians wanted to segregate me from. If certain groups can donate money and get an exemption, its not about health, its about controlling us.

I do not want the government to tell me what to do concerning my body or that of my family. I was forced to take the initial vaccine or get fired. This isn't right.

I do not want additive poisons in my body.

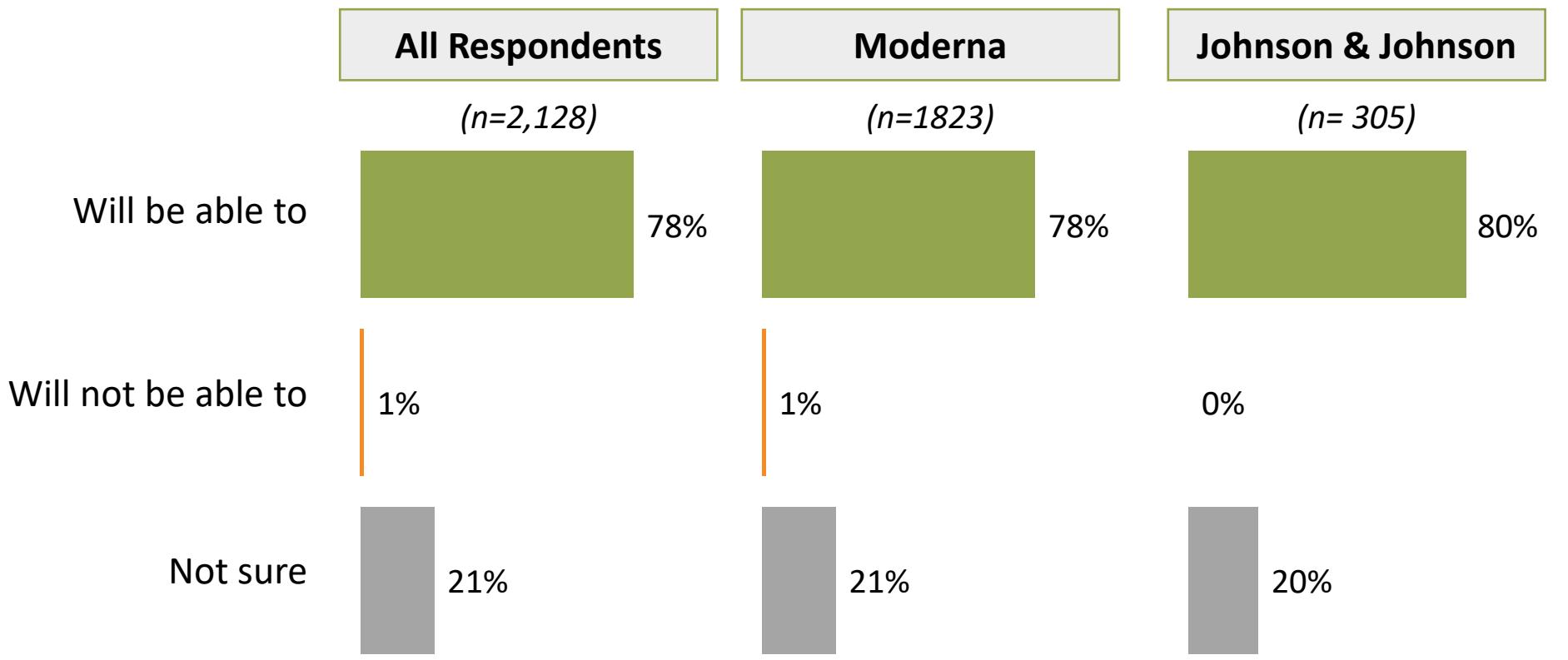
I'm not going to get it unless my job requires it.

Not interested in getting another shot. Hasn't been determined that it's absolutely necessary.

The medical evidence for its effectiveness in preventing transmission is poor. And testing quality is poor. No, I didn't get that from social media. I have been reading actual studies.

One in five of those vaccinated with Moderna and J&J were unaware if boosters are available to them.

*You previously indicated that you received a MODERNA/JOHNSON & JOHNSON vaccine.
As far as you know, can people who received those vaccines get booster shots?
(Asked of Moderna/J&J Vaccinated)*



Views on the COVID-19 Vaccine for Children

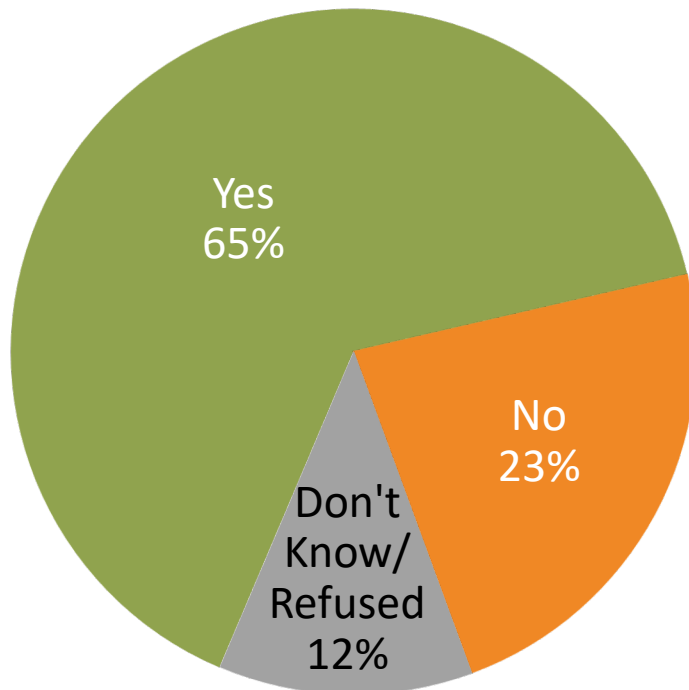
Approximately half of parents say they want their children to get vaccinated.

Do you want the children in your household to receive the COVID-19 vaccine when it is available for their age group?

(Asked of Parents of Children Under 18)

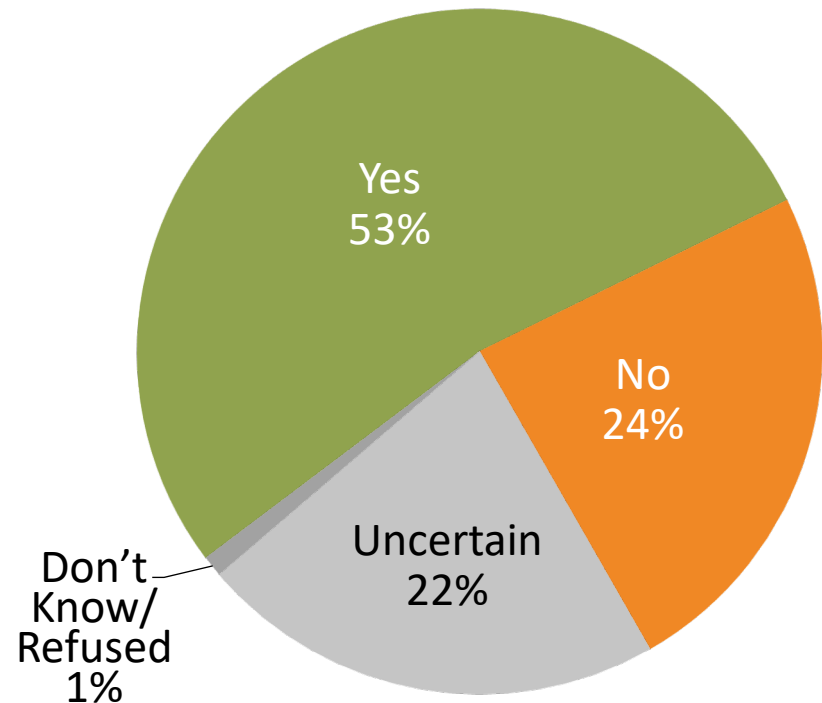
June 2021

(n=1,549)



November 2021

(n=1,076)



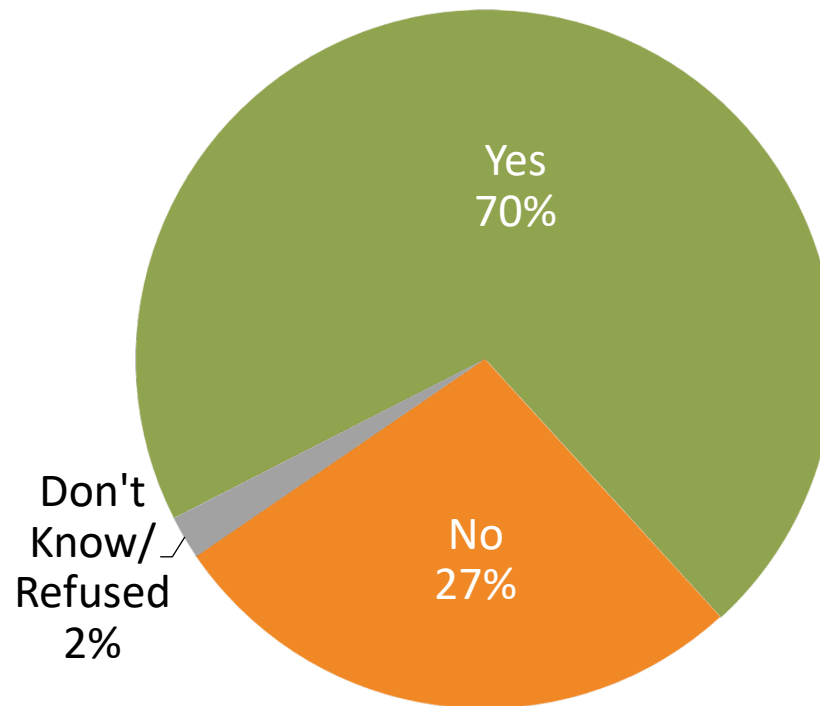
Unvaccinated and African-American parents, and those in less-vaccinated ZIPs, are more opposed.

Demographic Group	Yes	No	Uncertain/Don't Know
All Respondents	53%	24%	23%
Parent Vaccination Status			
Vaccinated	61%	13%	25%
Unvaccinated	9%	80%	11%
Children's Age			
Under Age 12	53%	24%	23%
Age 12-17	54%	19%	27%
Race/Ethnicity			
Whites	54%	29%	17%
Latinos	51%	20%	30%
African Americans	39%	44%	17%
Asians/Pacific Islanders	70%	14%	15%
<i>All Respondents of Color</i>	54%	21%	25%
Tier			
Tier 1	52%	32%	16%
Tier 2	52%	31%	17%
Tier 3	54%	19%	28%
Tier 4	54%	17%	29%

Seven in ten parents with teenage children say their child has gotten the vaccine.

Has your child between the ages of 12 and 17 received the COVID-19 vaccine?

(Asked of Parents of Children ages 12-17, n=872)



African American parents were most likely to say their child had not gotten the vaccine.

Demographic Group	Yes	No	Don't Know/ Refused
All Respondents	70%	27%	2%
Vaccination Status			
Vaccinated	79%	19%	2%
Unvaccinated	11%	87%	2%
Race/Ethnicity			
Whites	64%	33%	3%
Latinos	70%	26%	4%
African Americans	22%	71%	7%
Asians/Pacific Islanders	98%	2%	0%
All Respondents of Color	74%	23%	3%
Tier			
Tier 1	64%	35%	1%
Tier 2	65%	29%	6%
Tier 3	66%	31%	2%
Tier 4	79%	20%	1%

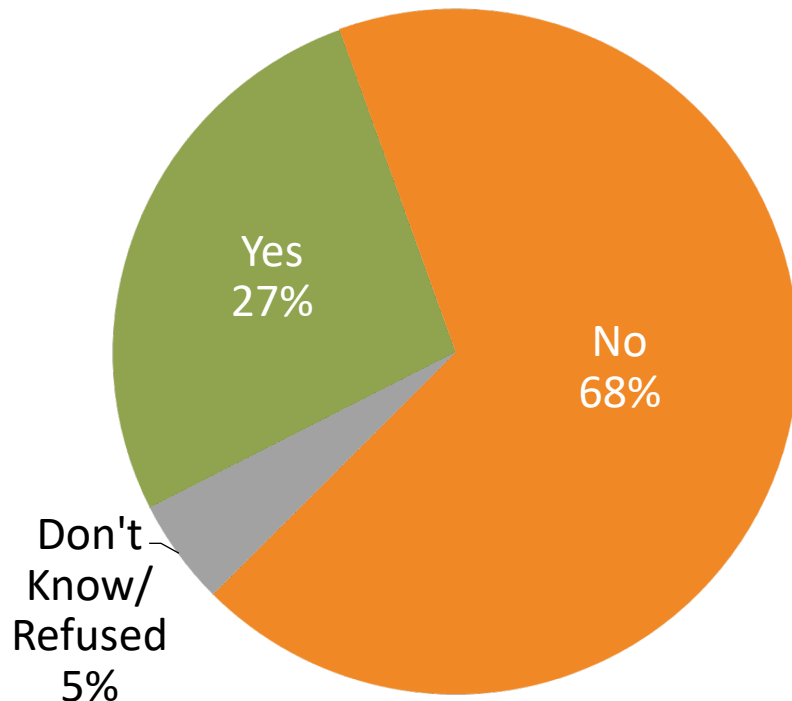
Attitudes Among the Unvaccinated

One-third of unvaccinated county residents say they've had COVID.

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

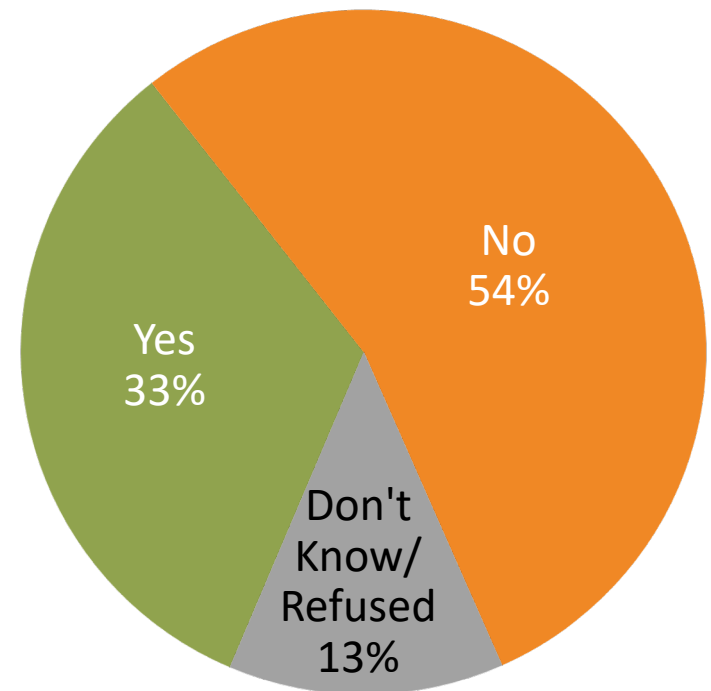
June 2021

(n=822)



November 2021

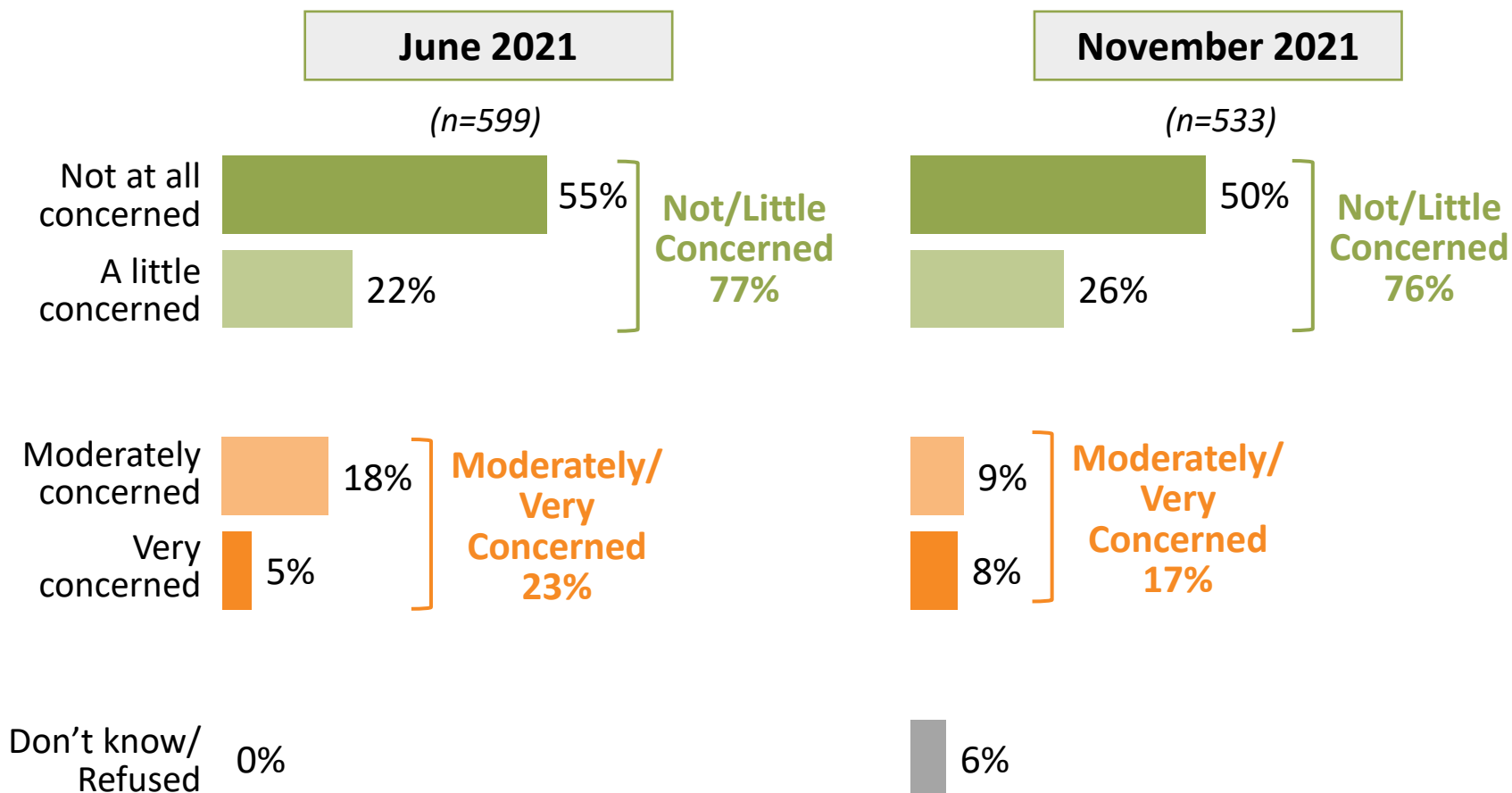
(n=792)



Concern about getting COVID among unvaccinated residents has declined slightly since June.

How concerned are you about getting COVID-19?

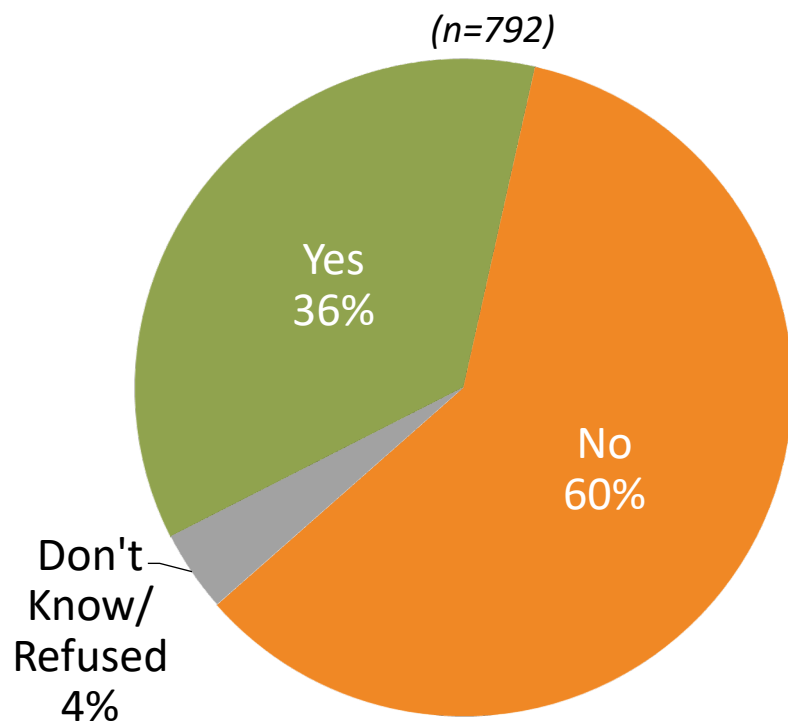
(Asked of Unvaccinated Respondents Who Have Not Had COVID-19)



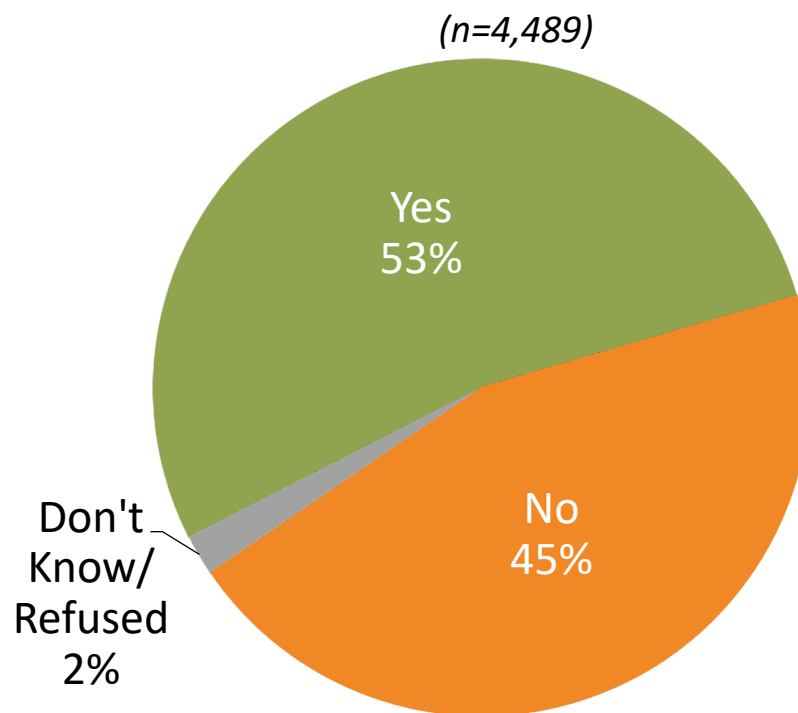
Vaccinated respondents are more likely to say they know someone who became seriously ill or died from COVID.

Do you personally know anyone in your family, group of friends, or community networks who became seriously ill or died as a result of COVID-19?

Among the Unvaccinated



Among Vaccinated

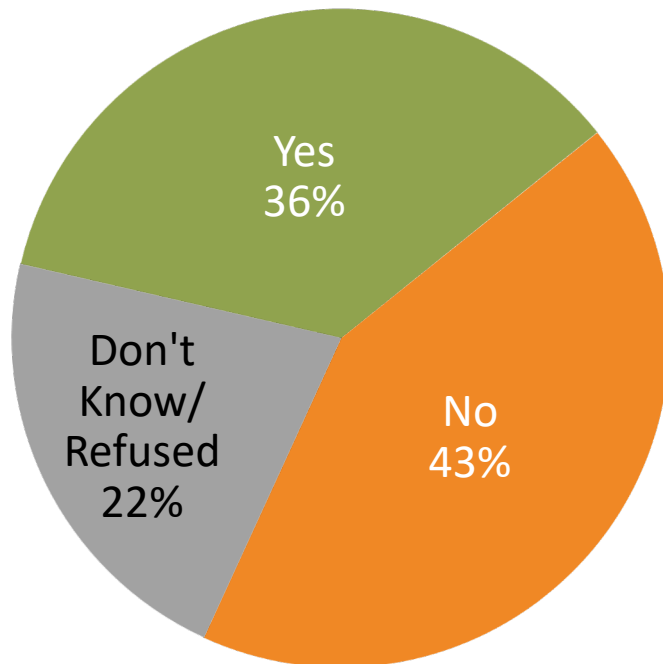


Respondents' friends and family's vaccination status tends to be similar to their own.

Among the Unvaccinated

Do you think most of your friends and family have received or will get a COVID-19 vaccine?

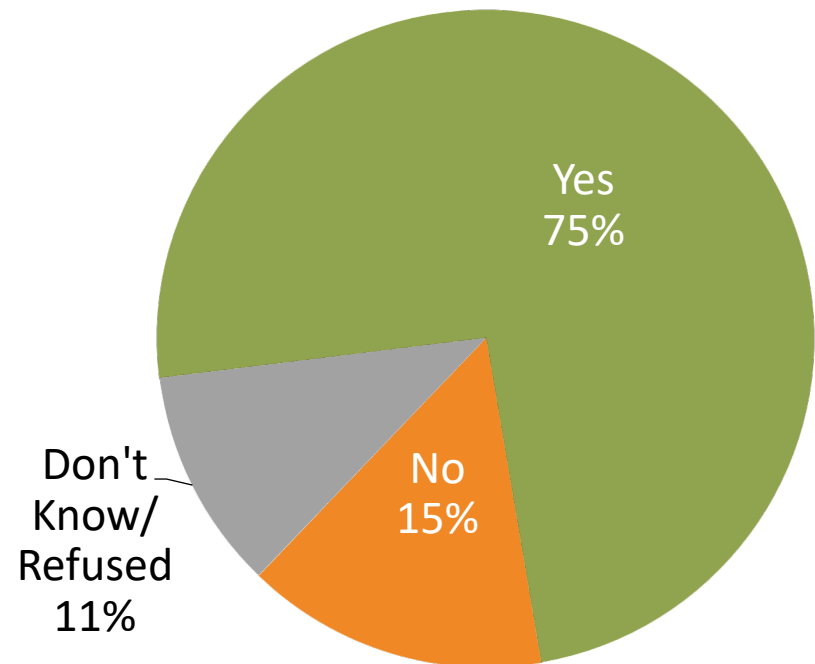
(n=792)



Among the Vaccinated

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

(n=4,489)

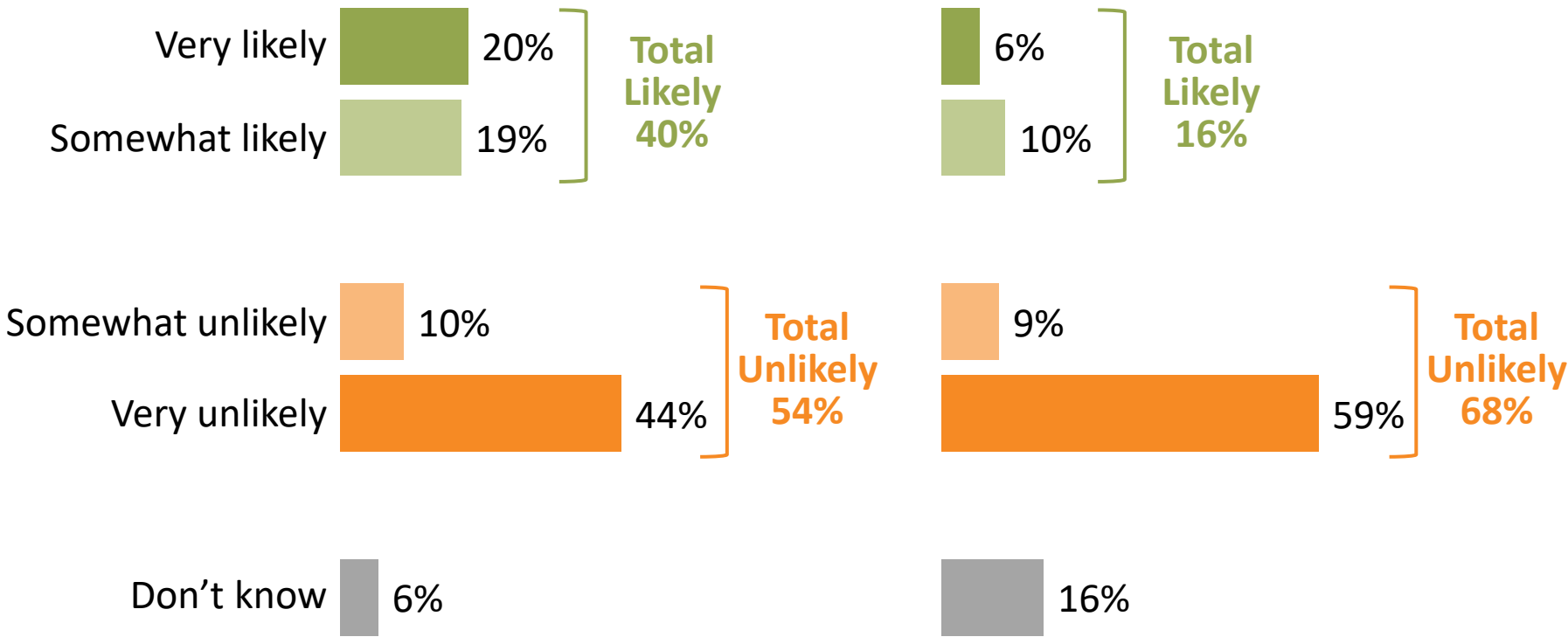


As the proportion of unvaccinated respondents shrinks, the proportion who say they are unlikely to get it grows.

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

June 2021

November 2021



White unvaccinated respondents are most likely to say they will not get the vaccine.

Demographic Group	Total Likely	Total Unlikely
All Respondents	16%	68%
Gender		
Men	19%	67%
Women	13%	73%
Age		
18-29	22%	74%
30-39	18%	66%
40-49	16%	62%
50-64	13%	66%
65-74	11%	76%
75+	9%	86%
Race/Ethnicity		
Whites	13%	74%
Latinos	22%	65%
African Americans	17%	45%
Asians/Pacific Islanders	33%	65%
<i>All Respondents of Color</i>	<i>21%</i>	<i>62%</i>

Unvaccinated residents with higher incomes are especially unlikely to get the vaccine.

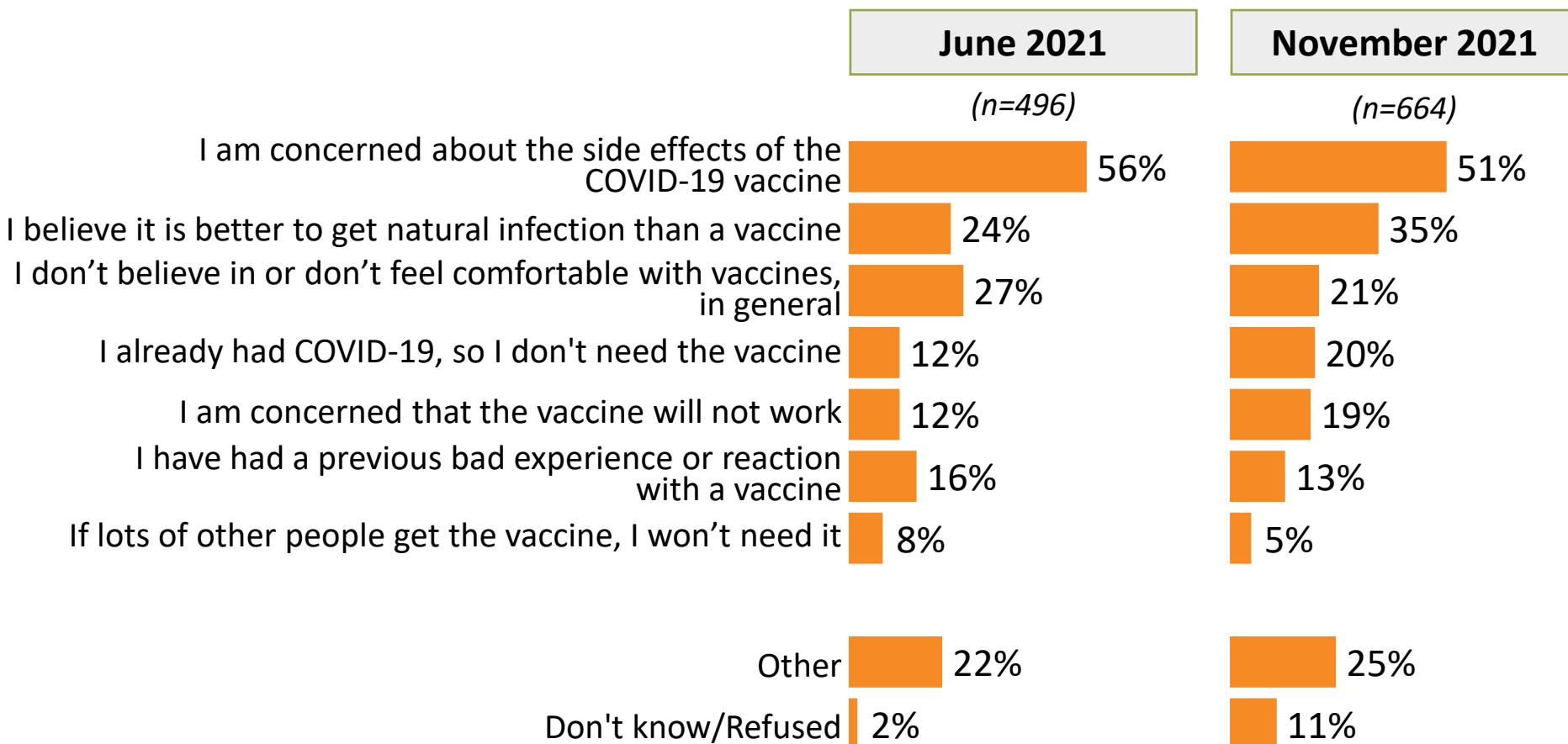
Demographic Group	Total Likely	Total Unlikely
Education		
Some College or Less	19%	66%
Four-year College or More	8%	76%
Household Income		
<\$50,000	21%	58%
\$50,000-\$90,000	14%	77%
\$90,000-\$100,000	29%	69%
\$100,000-\$150,000	3%	85%
\$150,000+	7%	80%
Had COVID-19		
Yes	16%	71%
No	17%	69%
Don't Know/Refused	12%	53%

Geographic differences in likelihood to get vaccinated are small.

Demographic Group	Total Likely	Total Unlikely
Tier		
Tier 1	15%	73%
Tier 2	16%	66%
Tier 3	11%	73%
Tier 4	22%	58%
Supervisory District		
District 1 – Vargas	27%	62%
District 2 – Anderson	13%	71%
District 3 – Lawson Remer	16%	66%
District 4 – Fletcher	16%	66%
District 5 – Desmond	13%	70%

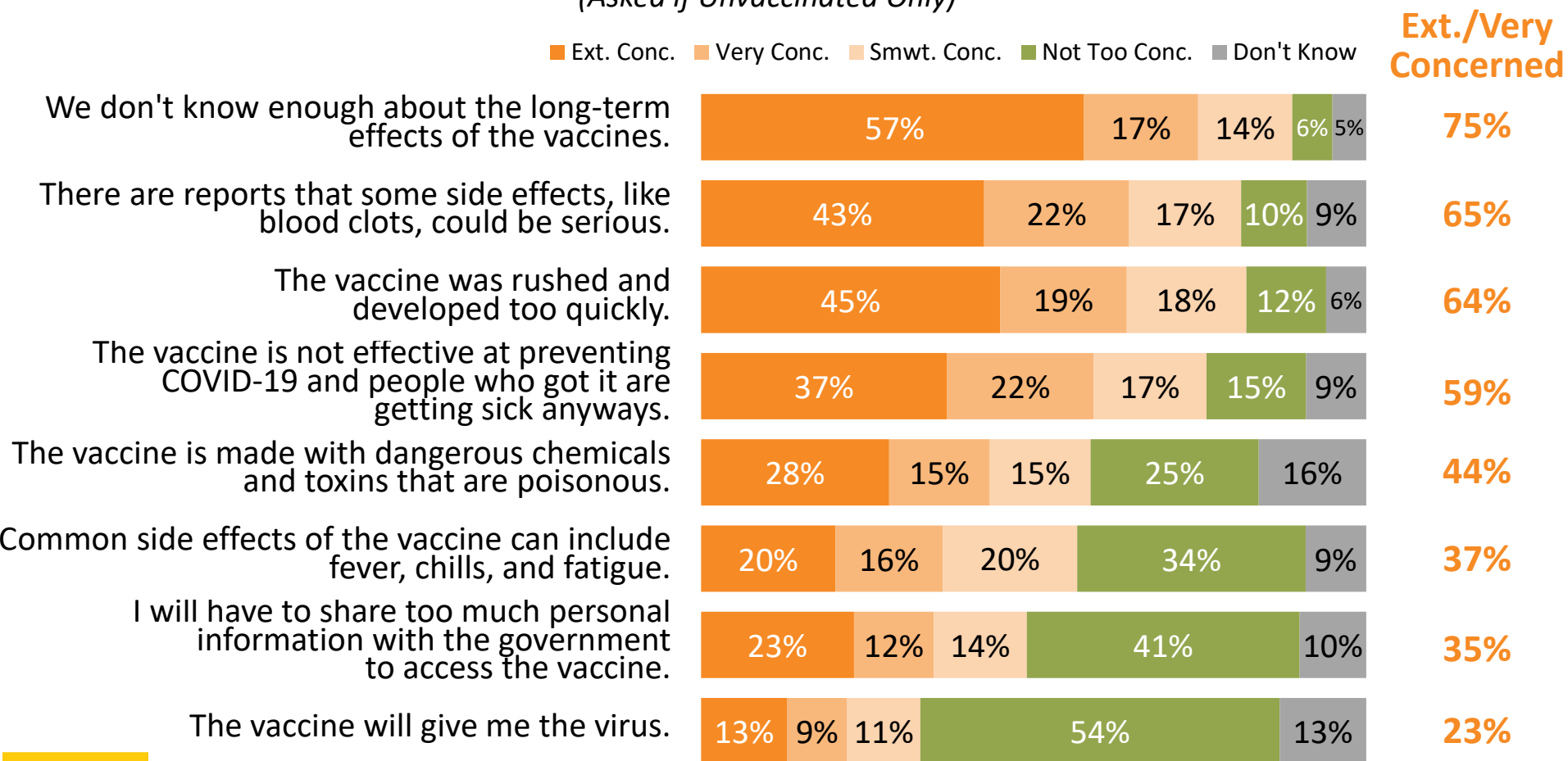
A majority say they are concerned about the side effects of the vaccine.

*Which of the following reflect your concerns and thoughts about the COVID-19 vaccine?
(Multiple Responses Accepted; Asked if Unlikely to Take Vaccine)*



Long-term effects and side effects are the biggest concerns for the unvaccinated.

Here are some concerns some people in San Diego County have mentioned about the COVID-19 vaccine. Please tell me whether this is something you personally are extremely concerned about, very concerned about, somewhat concerned about, or not too concerned about.
(Asked if Unvaccinated Only)



Unvaccinated women express higher levels of concern than men do, overall.

(Extremely/Very Concerned)

Concern	All Respondents	Gender	
		Men	Women
We don't know enough about the long-term effects of the vaccines.	75%	68%	85%
There are reports that some side effects, like blood clots, could be serious.	65%	59%	72%
The vaccine was rushed and developed too quickly.	64%	57%	74%
The vaccine is not effective at preventing COVID-19 and people who got it are getting sick anyways.	59%	57%	62%
The vaccine is made with dangerous chemicals and toxins that are poisonous.	44%	40%	50%
Common side effects of the vaccine can include fever, chills, and fatigue.	37%	34%	41%
I will have to share too much personal information with the government to access the vaccine.	35%	34%	32%
The vaccine will give me the virus.	23%	22%	23%

Unvaccinated respondents across age groups rank their concerns similarly.

(Extremely/Very Concerned)

Concern	All Resp.	Age		
		18-49	50+	65+
We don't know enough about the long-term effects of the vaccines.	75%	73%	78%	78%
There are reports that some side effects, like blood clots, could be serious.	65%	61%	71%	76%
The vaccine was rushed and developed too quickly.	64%	63%	66%	62%
The vaccine is not effective at preventing COVID-19 and people who got it are getting sick anyways.	59%	58%	60%	67%
The vaccine is made with dangerous chemicals and toxins that are poisonous.	44%	45%	43%	38%
Common side effects of the vaccine can include fever, chills, and fatigue.	37%	33%	42%	48%
I will have to share too much personal information with the government to access the vaccine.	35%	32%	41%	43%
The vaccine will give me the virus.	23%	19%	28%	22%

Unvaccinated AAPI respondents are especially worried about long-term effects and that the vaccine was rushed.

(Extremely/Very Concerned)

Concern	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All Respondents of Color
We don't know enough about the long-term effects of the vaccines.	75%	78%	58%	60%	97%	67%
There are reports that some side effects, like blood clots, could be serious.	65%	69%	50%	56%	75%	58%
The vaccine was rushed and developed too quickly.	64%	67%	48%	59%	97%	59%
The vaccine is not effective at preventing COVID-19 and people who got it are getting sick anyways.	59%	64%	44%	47%	64%	50%
The vaccine is made with dangerous chemicals and toxins that are poisonous.	44%	39%	49%	54%	60%	50%
Common side effects of the vaccine can include fever, chills, and fatigue.	37%	34%	37%	41%	48%	39%
I will have to share too much personal information with the government to access the vaccine.	35%	33%	27%	33%	60%	35%
The vaccine will give me the virus.	23%	20%	18%	55%	41%	28%

Unvaccinated respondents in Tier 4 express less acute concern than those living in areas with lower vaccination rates.

(Extremely/Very Concerned)

Concern	All Resp.	Tier				Parent Status	
		1	2	3	4	Parents	Non-Parents
We don't know enough about the long-term effects of the vaccines.	75%	78%	76%	78%	64%	80%	71%
There are reports that some side effects, like blood clots, could be serious.	65%	72%	72%	57%	49%	62%	63%
The vaccine was rushed and developed too quickly.	64%	68%	65%	69%	50%	72%	61%
The vaccine is not effective at preventing COVID-19 and people who got it are getting sick anyways.	59%	60%	66%	60%	42%	70%	52%
The vaccine is made with dangerous chemicals and toxins that are poisonous.	44%	53%	41%	47%	33%	49%	42%
Common side effects of the vaccine can include fever, chills, and fatigue.	37%	41%	34%	37%	37%	31%	39%
I will have to share too much personal information with the government to access the vaccine.	35%	33%	34%	43%	33%	25%	38%
The vaccine will give me the virus.	23%	26%	19%	26%	21%	22%	23%

Messaging

Factual information aimed at encouraging vaccination is largely ineffective among those who remain unvaccinated.

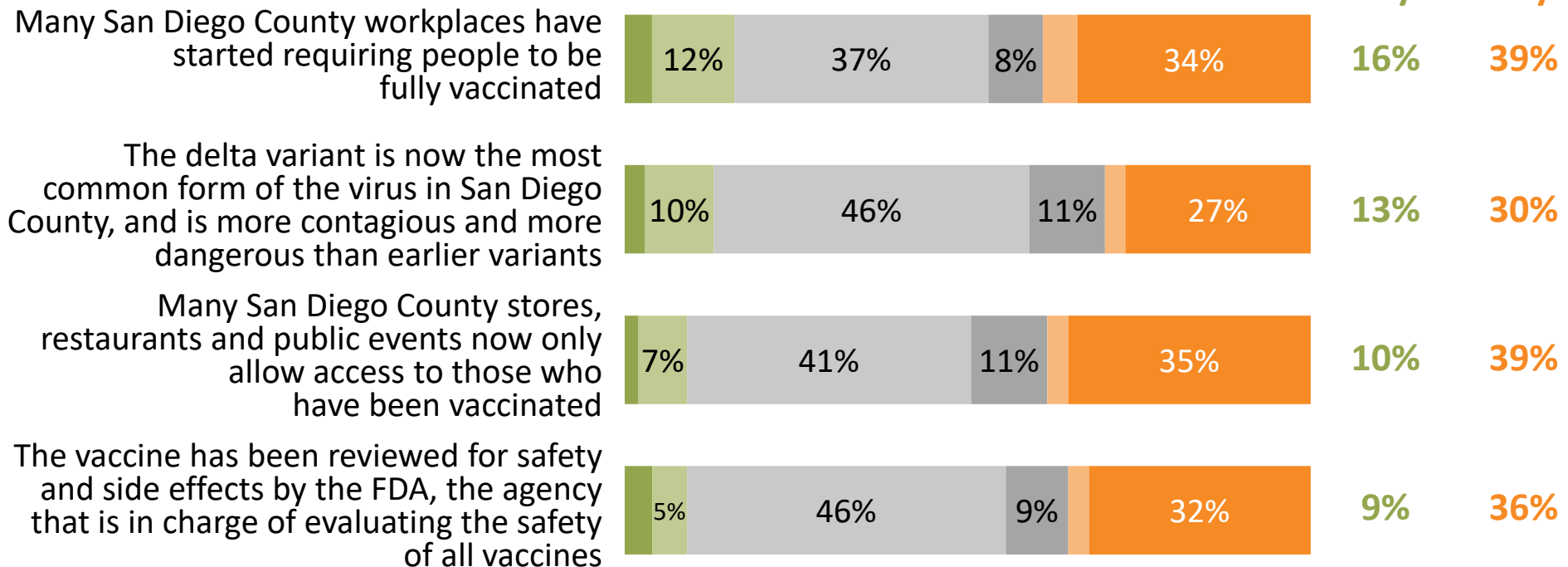
Here are some facts about the vaccine. Please tell me if knowing this fact makes you much more likely, somewhat more likely, somewhat less likely, or much less likely to take it. If it makes no difference, you can tell me that instead.

(Asked Only of Unvaccinated Respondents)

■ Much More Lkly. ■ Smwt. More Lkly. ■ No Diff. ■ Don't Know ■ Smwt. Less Lkly. ■ Much Less Lkly.

**Total
More
Lkly.**

**Total
Less
Lkly.**



Messages in Favor of Vaccination

(Ranked by Very/Somewhat Convincing, Asked only of Unvaccinated Respondents)

(FREE) The COVID-19 vaccine is available to everyone in the United States at no cost. It is completely free to everyone, regardless of income, and is administered by health professionals, like nurses and doctors.

(HEALTH) COVID-19 can have serious, life-threatening complications, and there is no way to know how COVID-19 will affect you. And if you get sick, you could spread the disease to friends, family, and others around you. The vaccine will keep you and your family safe.

(COVID-19) The COVID-19 vaccine is safe and effective and will not give you the coronavirus. It works by teaching our bodies' cells how to produce the antibodies that protect us from COVID-19.

(VARIANTS) If the vast majority of people are not vaccinated, more contagious and more dangerous variants are likely to emerge later in the year. These variants could be even more dangerous for the unvaccinated and even begin to evade the vaccine.

**** (POC)** The **(RESPONDENT'S ETHNICITY)** community has been hard hit by the pandemic. It is especially important for **(RESPONDENT'S ETHNICITY)** Californians to get the vaccine to protect themselves and their families. (n=270)

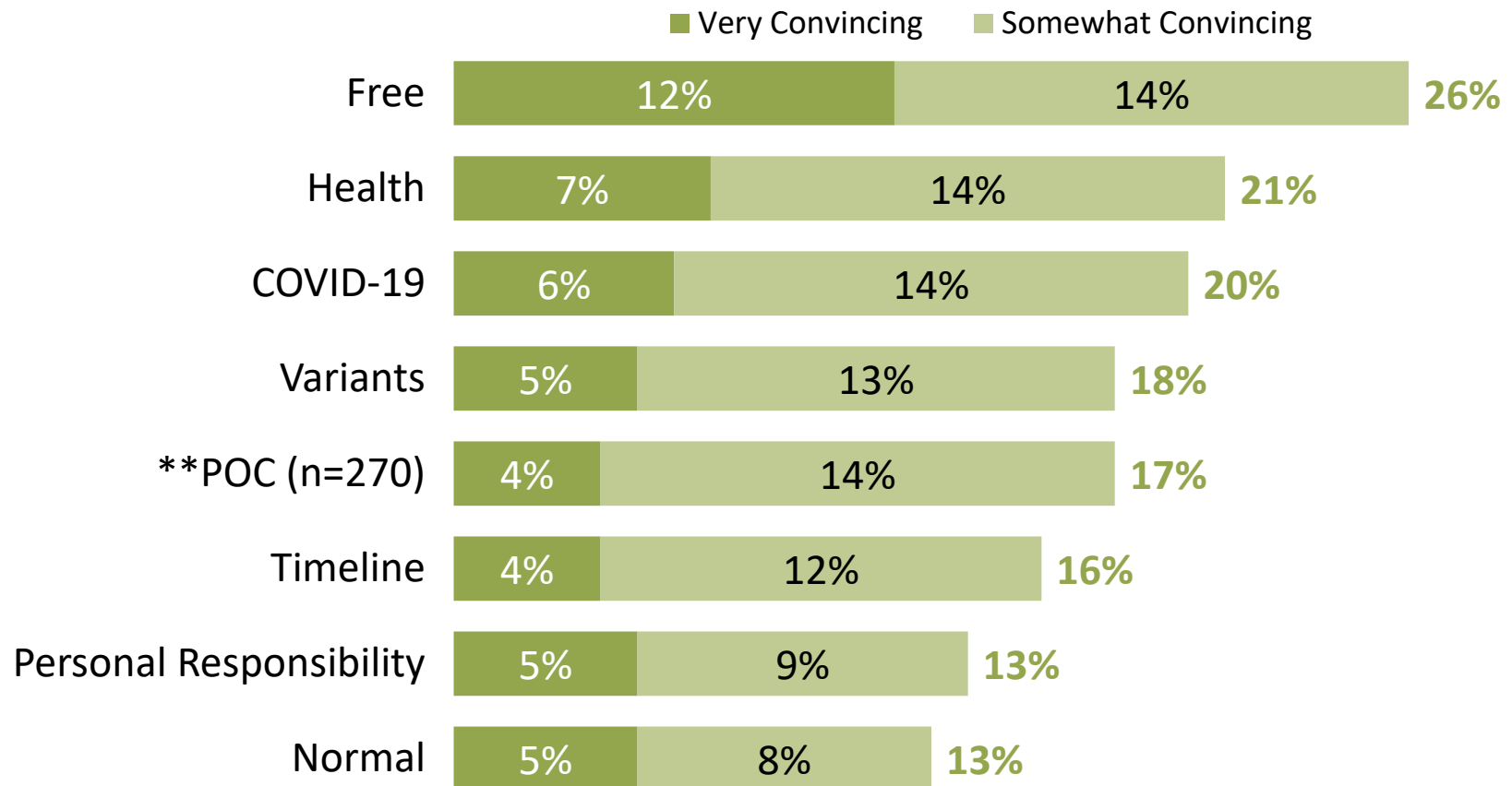
(TIMELINE) The COVID-19 vaccine was not rushed. It reached the market so quickly because it was well-funded and a national priority and had the world's best medical researchers working on it. Tens of thousands of people were included in the vaccine trials and the vaccine has been held to the same high safety standards as other vaccines that are available to the public.

(PERSONAL RESPONSIBILITY) We all have a responsibility to take the vaccine to end the pandemic, eliminate the virus, and protect our family and friends.

(NORMAL) The sooner everyone gets the vaccine, the sooner we can return to our normal day-to-day activities, re-open the economy, and freely spend time with friends and family whenever we want.

Messages in favor of vaccination are largely unconvincing to the unvaccinated.

(Very/Somewhat Convincing, Asked only of Unvaccinated Respondents)



The effectiveness of messaging has declined over time, as those who remain unvaccinated are more committed to their position.

(Very/Somewhat Convincing)

(Asked Only of Unvaccinated Respondents)

Statement	December-January 2020-2021	June 2021	November 2021	Change, June to November
COVID-19	81%	44%	20%	-24%
Timeline	77%	42%	16%	-26%
Free	74%	56%	26%	-30%
Personal Responsibility	70%	44%	13%	-31%
Health	73%	53%	21%	-32%
Normal	79%	47%	13%	-34%
**POC	72%	57%	17%	-40%
Variants	--	--	18%	--

Messages are most convincing to those living in Tier 4 – the most highly-vaccinated ZIPs.

(Very/Somewhat Convincing)

(Asked Only of Unvaccinated Respondents)

Statement	All Respondents	Tier			
		1	2	3	4
Free	26%	25%	30%	16%	29%
Health	21%	19%	22%	16%	27%
COVID-19	20%	15%	18%	18%	31%
Variants	18%	17%	18%	11%	26%
**POC (n=270)	17%	19%	32%	8%	11%
Timeline	16%	14%	19%	12%	17%
Personal Responsibility	13%	14%	16%	8%	13%
Normal	13%	12%	15%	9%	12%

Protecting others and one's own health are the main reasons why people have gotten vaccinated; this cuts across many major demographic groups.

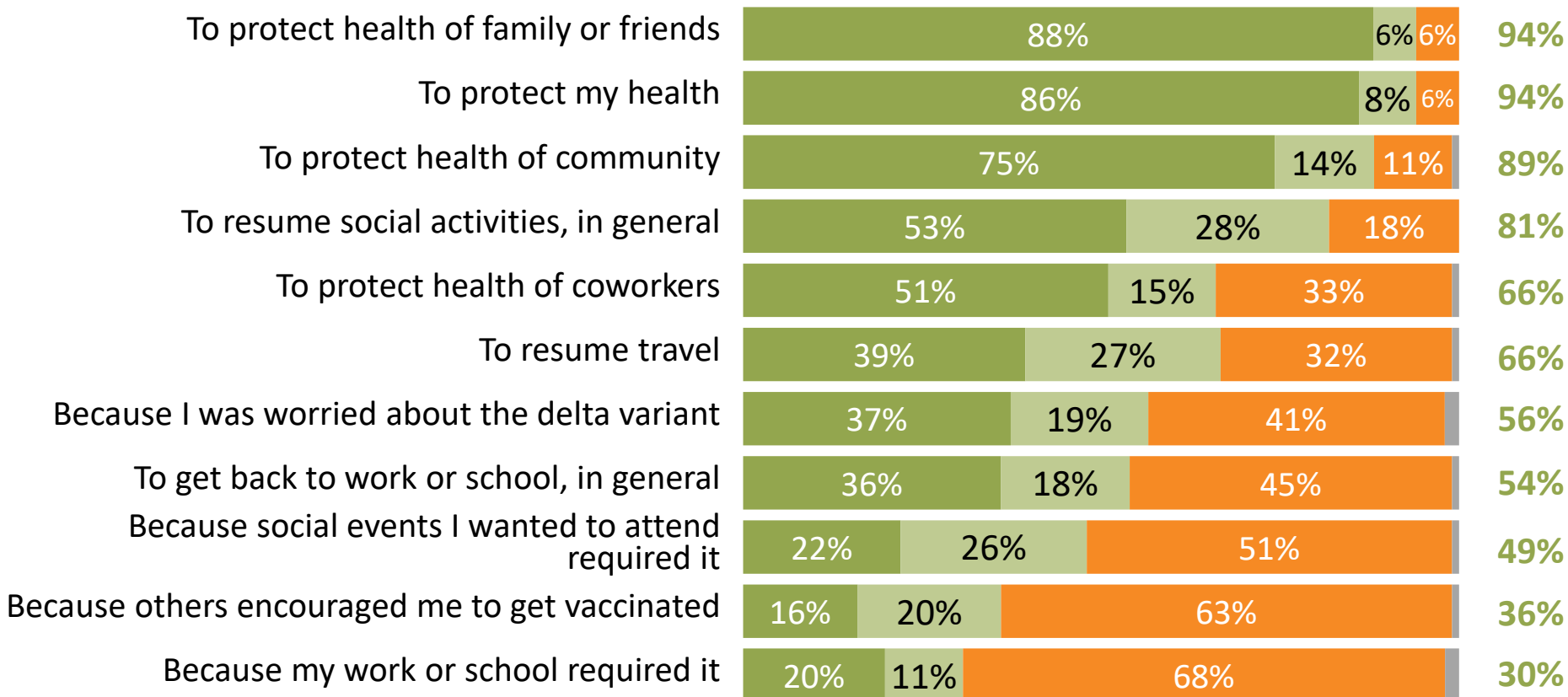
I am going to read a list of reasons you may have been motivated to get vaccinated.

Please indicate if this was a major reason, a minor reason, or not a reason.

(Asked of Vaccinated Respondents)

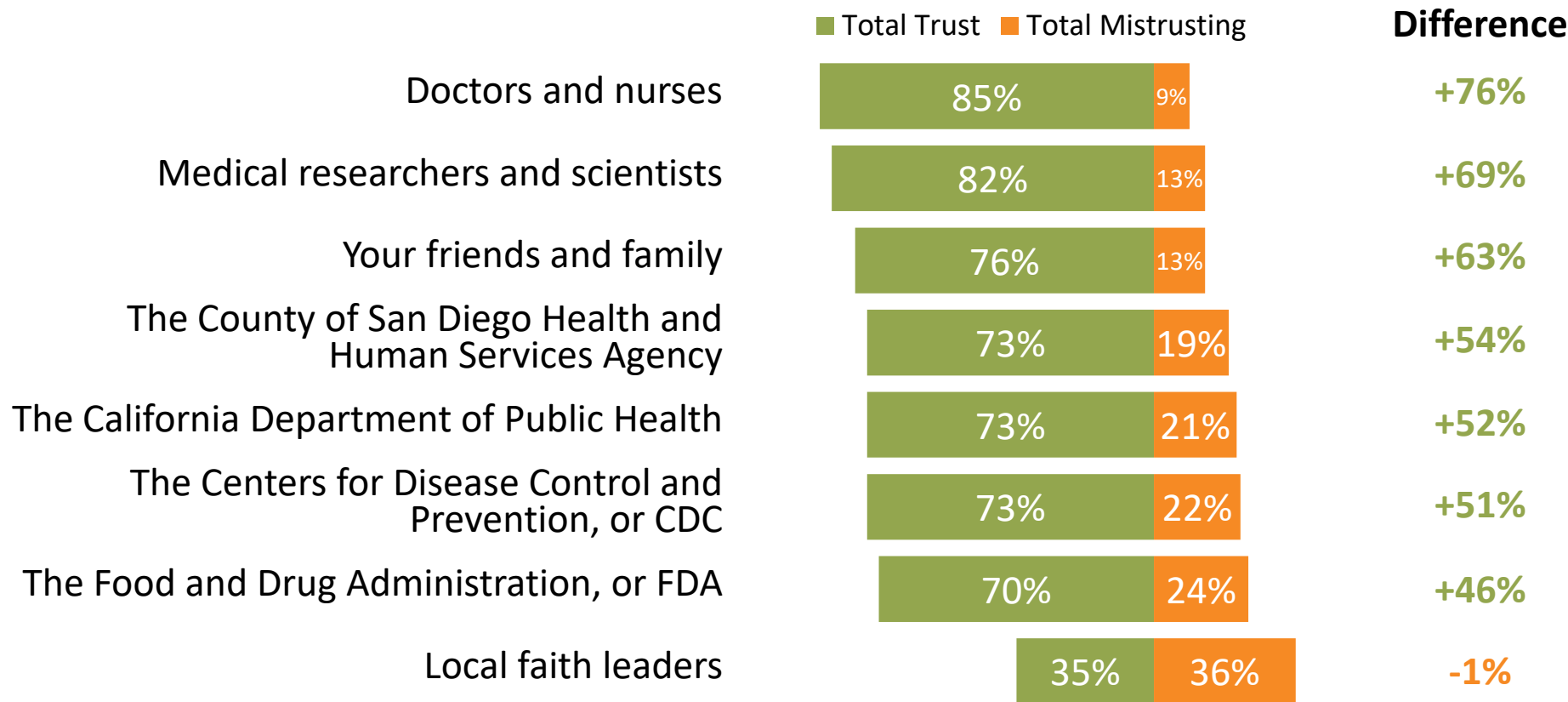
■ Major Reason ■ Minor Reason ■ Not a Reason ■ Don't Know

Total Reason



Doctors and nurses and medical researchers are the most trusted messengers on the vaccine.

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.



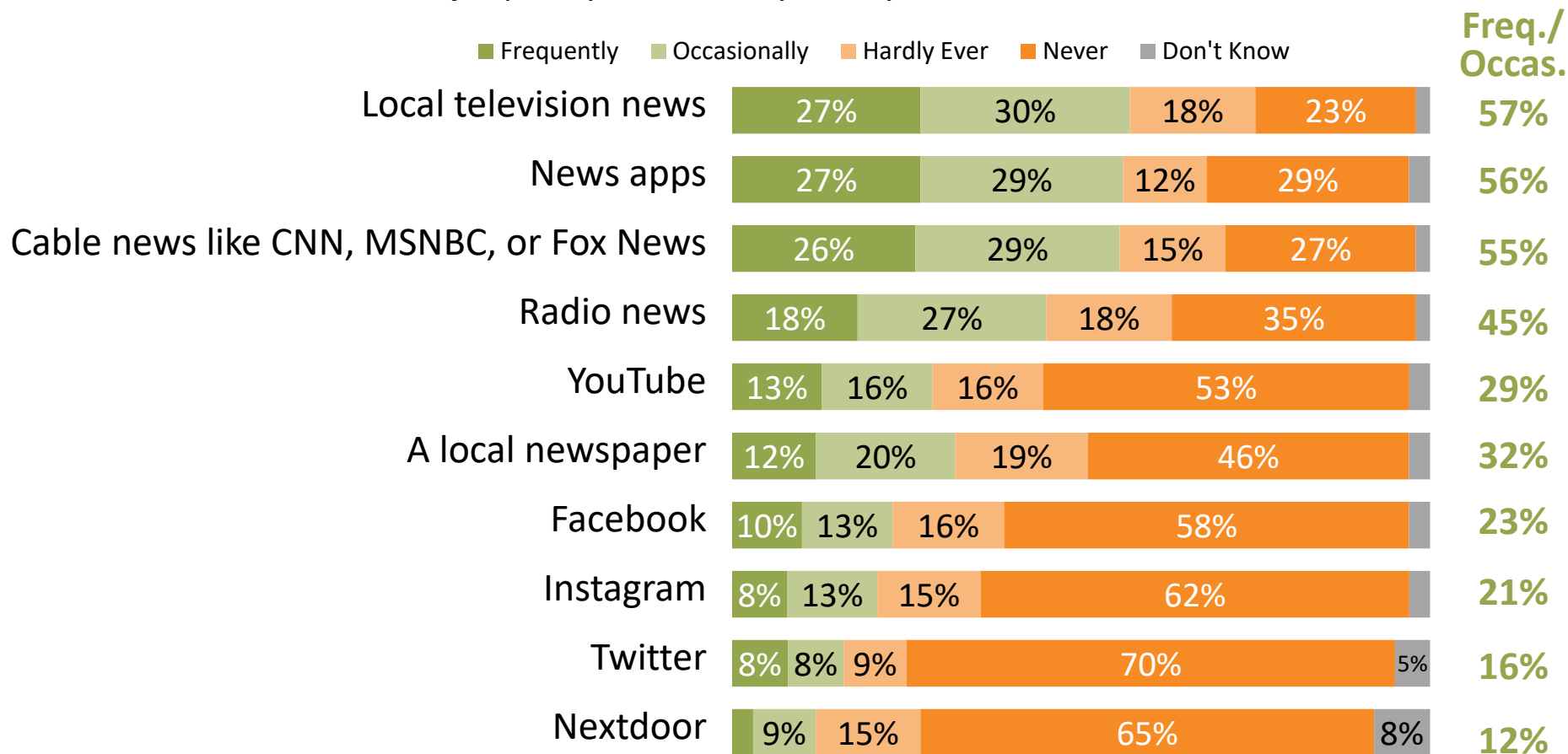
The unvaccinated view friends and family as the most trustworthy messengers.

(Total Trust)

People/Organization	All Resp.	Tier				Vaccination Status	
		1	2	3	4	Vax	Unvax
Doctors and nurses	85%	78%	84%	84%	90%	92%	49%
Medical researchers and scientists	82%	72%	80%	80%	88%	89%	46%
Your friends and family	76%	72%	73%	74%	82%	79%	61%
The Centers for Disease Control and Prevention, or CDC	73%	63%	70%	75%	78%	82%	24%
The California Department of Public Health	73%	62%	70%	74%	79%	82%	24%
The County of San Diego Health and Human Services Agency	73%	60%	71%	76%	79%	82%	26%
The Food and Drug Administration, or FDA	70%	59%	67%	72%	76%	79%	24%
Local faith leaders	35%	35%	36%	31%	38%	36%	33%

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 unvaccinated less frequently rely on mainstream news sources.

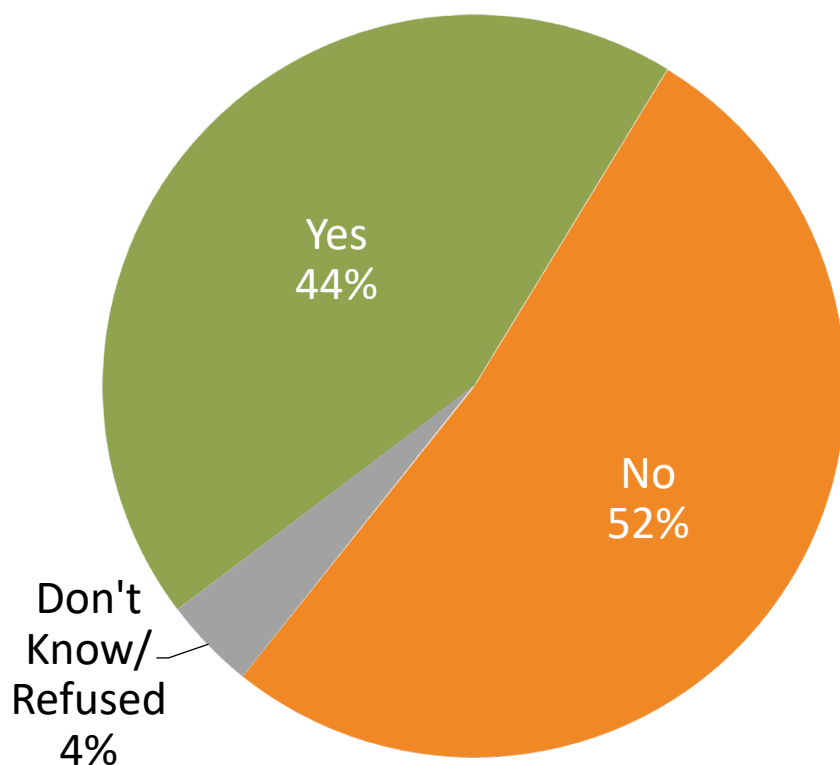
(Total Frequently)

People/Organization	All Resp.	Tier				Vaccination Status		Age		
		1	2	3	4	Vax	Unvax	18-49	50-64	65+
Local television news	27%	28%	27%	29%	27%	30%	16%	19%	36%	40%
News apps	27%	24%	24%	29%	30%	29%	13%	29%	27%	23%
Cable news like CNN, MSNBC, or Fox News	26%	30%	26%	24%	26%	28%	17%	16%	33%	45%
Radio news	18%	19%	15%	19%	18%	18%	12%	16%	24%	14%
YouTube	13%	12%	11%	13%	15%	13%	10%	15%	11%	7%
A local newspaper	12%	11%	11%	12%	13%	13%	3%	7%	12%	25%
Facebook	10%	11%	11%	8%	10%	10%	6%	10%	12%	6%
Instagram	8%	9%	9%	7%	8%	8%	7%	12%	6%	1%
Twitter	8%	7%	8%	7%	10%	9%	5%	12%	5%	2%
Nextdoor	3%	3%	3%	4%	3%	3%	3%	3%	4%	3%

Breakthrough Infections

Two in five know someone who has had a breakthrough infection.

Do you know anyone who has had a breakthrough case of COVID-19, which means they caught COVID-19 even if they were fully vaccinated against it?

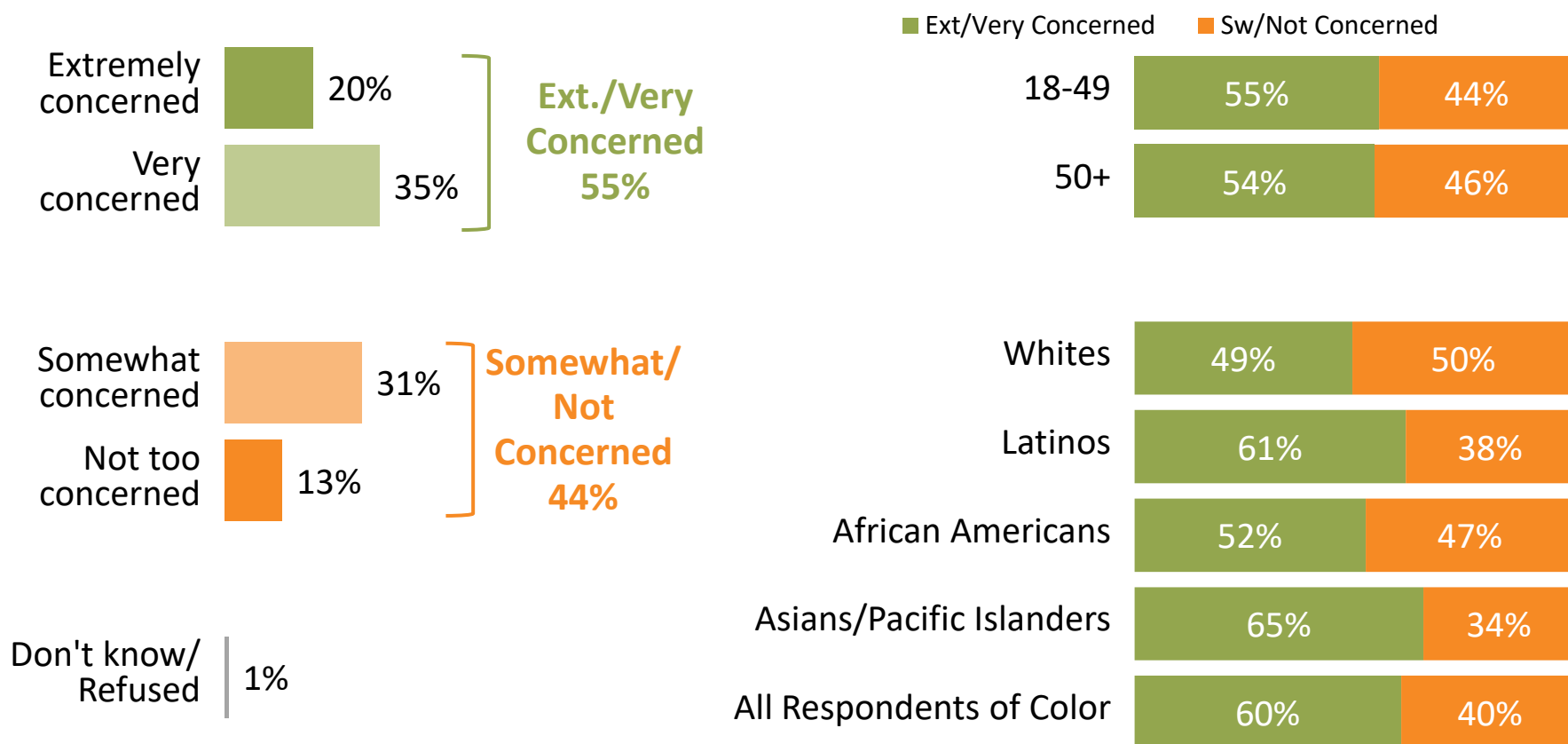


The demographic groups most likely to say they know someone who has had a breakthrough case are:

- In their 30's
- Have household incomes of \$150,000 or more
- College-educated
- Unvaccinated

A majority worries about a breakthrough infection, but few are “extremely” concerned.

*How concerned are you about catching a breakthrough infection?
(Asked Only of Vaccinated Respondents, n=4,489)*



Conclusions

Conclusions

- ✓ As the number of people who remain unvaccinated declines, those who continue to decline the vaccine have hardened in their position.
 - They find messaging encouraging vaccination highly unconvincing and continue to be highly unconcerned about getting COVID.
 - Those who remain unvaccinated primarily worry about long-term effects of the vaccine and side effects.
 - The most trusted messengers for the residents who are still unvaccinated are their friends and family.
- ✓ This is in stark contrast with attitudes among the vaccinated, who express confidence in the vaccine and the medical establishment, and among whom four in five already have gotten the booster or say they are likely to get it.
- ✓ Half of vaccinated residents express concern about breakthrough infections, but only one in five are “extremely” concerned.
- ✓ A majority of parents say they want their children to get vaccinated and seven in ten say their children ages 12-17 have already done so.
 - Unvaccinated and African American parents express less interest in getting their children vaccinated.

For more information, contact:



OPINION
RESEARCH
& STRATEGY

1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Dave Metz

Dave@FM3research.com

Lucia Del Puppo

Lucia@FM3research.com