



SAN DIEGO COUNTY RESIDENTS' VIEWS OF COVID-19 VACCINATION

Between November 6 and November 22, 2021, FM3 Research surveyed 5,281 San Diego County residents regarding their willingness to take the COVID-19 vaccine, with oversamples of African Americans and residents of ZIP codes with lower vaccination rates.

OVERVIEW OF RESULTS

More than four in five (**85%**) of respondents say they have received the vaccine. Only **16%** of unvaccinated respondents were "very" or "somewhat" likely to get the vaccine while **68%** were "very" or "somewhat" unlikely to get the vaccine (compared to 40% and 54% respectively on the June 2021 survey).



Among those respondents that are "very" or "somewhat" likely:



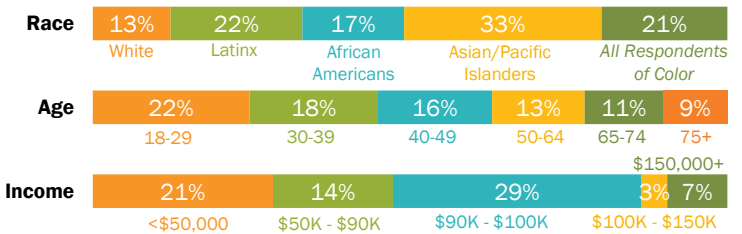
Doctors and nurses and medical researchers are the **most trusted messengers** on the vaccine.

Unvaccinated Respondents Who Are **LIKELY** to Get the COVID-19 Vaccine

Race: Asian/Pacific Islanders (33%) followed by Latinx (22%) are more likely to say they will get the vaccine.

Age: Respondents 18-29 years old are more likely to get vaccinated.

Income: Respondents with a reported household income between \$90,000 to \$100,000 are more likely to get vaccinated.



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



Among those respondents that are "very" unlikely or "somewhat" unlikely:



Respondents 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 (**75%**) and side effects (**65%**).

Family and friends (**61%**) were the most trusted messengers for the unvaccinated respondents.

74%

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

As the number of people who remain unvaccinated goes down, those who continue to decline the vaccine have hardened in their positions.

ADDITIONAL RESULTS

58% of respondents say they are likely to get the booster, and 24% of respondents have already received their booster.



7 in 10 parents with teenage children, between the ages of 12 and 17 say their child has gotten the vaccine.

7 in 10

Those working in healthcare (71%) and the military (87%) are most likely to say their employer is requiring the vaccine.

★ 87%

OPPORTUNITIES FOR ACTION

- Working with physicians' offices, clinics, and other healthcare providers to identify those needing second and/or booster doses and providing timely and accurate information.
- For those concerned about side effects, increasing messaging on long-haul COVID and pairing that with continuing to debunk common claims, like 'long-term vaccine effects' and natural immunity being better.
- Work with parents, specifically vaccinated parents who believe in vaccines for themselves, to demonstrate safety and efficacy of these for their kids.
- Providing the opportunity for the most resistant residents to understand the changing nature of the pandemic offering viable rationale to change their minds (e.g., the growing issue with variants).

Education & Misinformation



Over a third of the unvaccinated population **believe natural infection is better than a vaccine (35%)**, which has increased from 24% in June 2021.

Boosters



21% of those vaccinated with Moderna and Johnson and Johnson (J&J) were **unaware if boosters are available to them.**

Outreach to Parents



More than half of parents (53%) say they **want their children vaccinated.**

Top Convincing Messages as Reasons to Get the COVID-19 Vaccine Among Unvaccinated Respondents

- **Most Convincing Message:** 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, doctors, and pharmacists.
- 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.
- The COVID-19 vaccine is safe and effective and will not give you the coronavirus. It works by teaching our bodies' immune systems how to produce the cells and antibodies that protect us from COVID-19.