





San Diego County Residents' Views of COVID-19 Vaccination

*Key Findings from a Countywide Survey
Conducted June 13-24, 2021*

Methodology

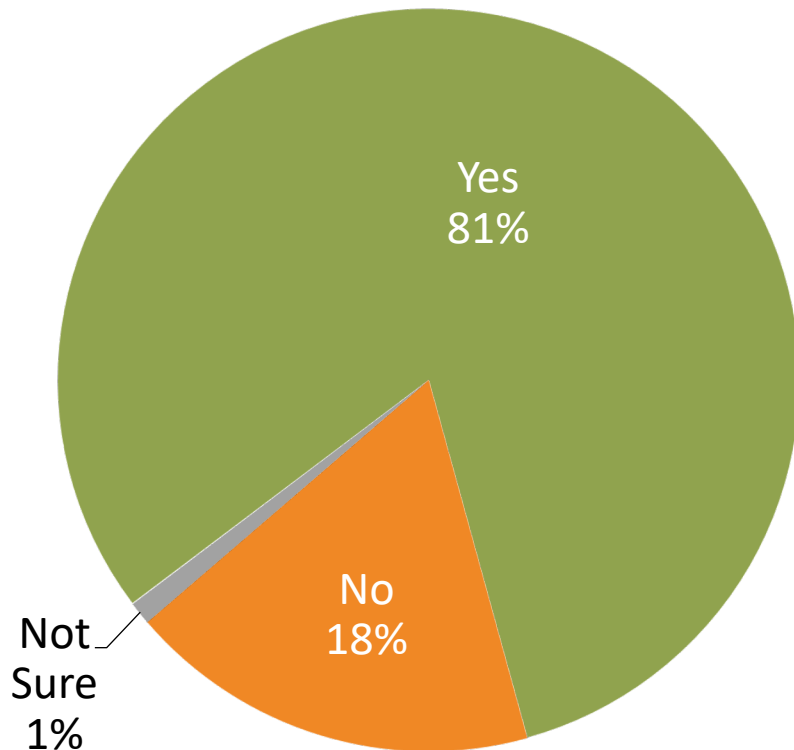
Dates	June 13-24
Survey Type	Dual-mode Resident Survey
Research Population	Adult Residents of San Diego County
Total Interviews	4,297
Margin of Sampling Error	(Full Sample) $\pm 2.5\%$ at the 95% Confidence Level
Contact Methods	<div>  Telephone Calls </div> <div>  Email and Text Invitations </div>
Data 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 Status

About eight-in-ten adults report that they have received a COVID-19 vaccine.

Have you received a COVID-19 vaccine?



Demographic Group	Yes	No
Race/Ethnicity		
Whites	83%	16%
Hispanic/Latino	78%	21%
Black/African-American	73%	25%
Asians/Pacific Islanders	87%	12%
All Respondents of Color	80%	19%
Age		
18-49	77%	22%
50+	87%	12%
Gender		
Men	79%	20%
Women	82%	16%
Supervisory District		
District 1	85%	14%
District 2	74%	24%
District 3	87%	12%
District 4	74%	24%
District 5	74%	24%

Demographic patterns in the self-reported survey data generally align with those in County vaccination reports, though actual rates among Black residents are notably lower.

County Vaccination Rates Among Those 12 and Older as of 7-13-21

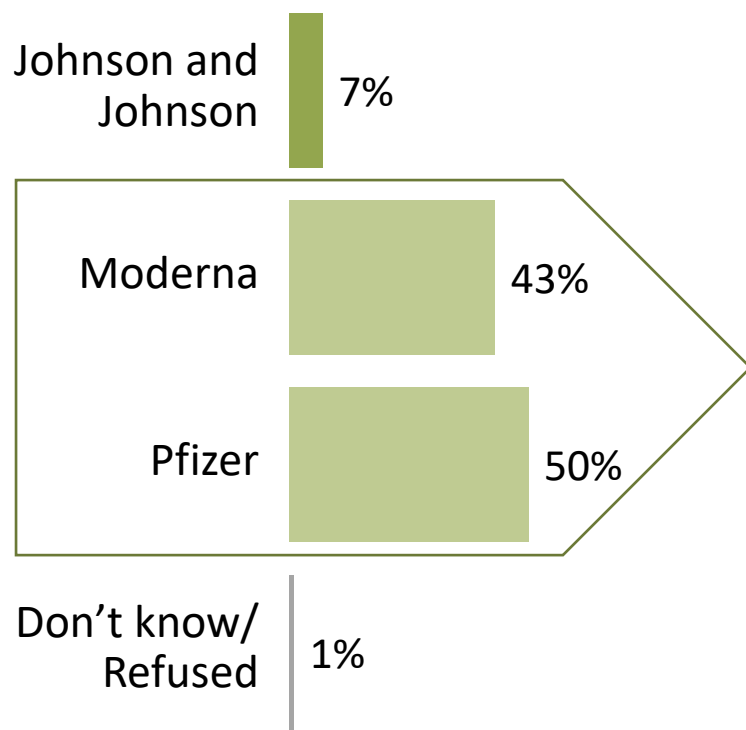
Demographic Group	% Vaccinated
Race/Ethnicity	
Whites	60%
Latinos	65%
Black or African-American	40%
Asians/Pacific Islanders	68%
Age	
12-19	51%
20-29	55%
30-39	64%
40-49	75%
50-59	79%
60-69	89%
70-79	97%
80+	83%

Demographic Group	% Vaccinated
Gender	
Men	65%
Women	76%
Region	
Central	68%
East	61%
North Central	74%
North Coastal	62%
North Inland	67%
South	86%

The majority who have received a vaccine are fully vaccinated.

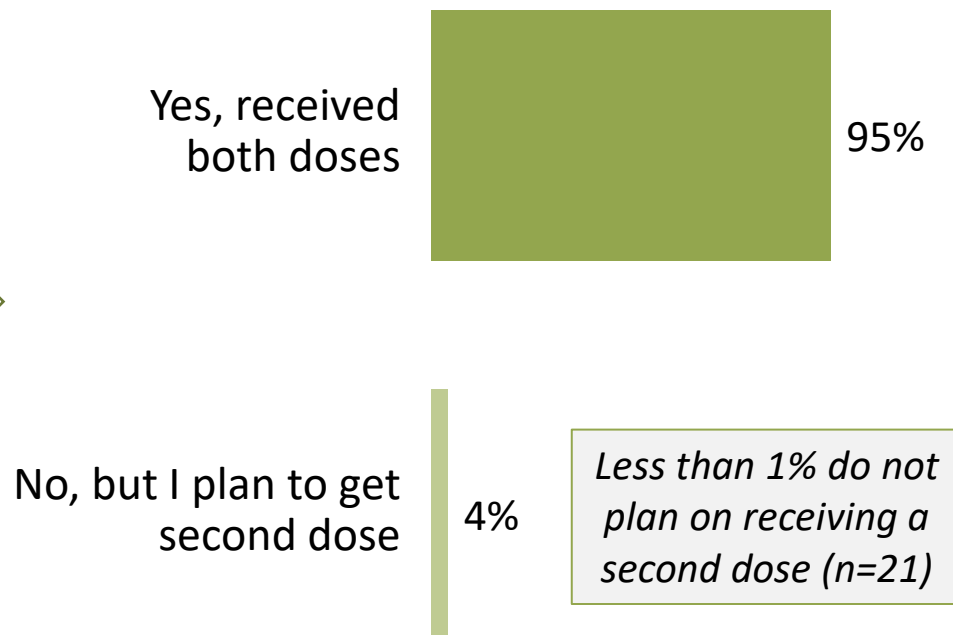
Vaccine Received

(Asked if Received a COVID-19 Vaccine)



Moderna/Pfizer: Received Both?

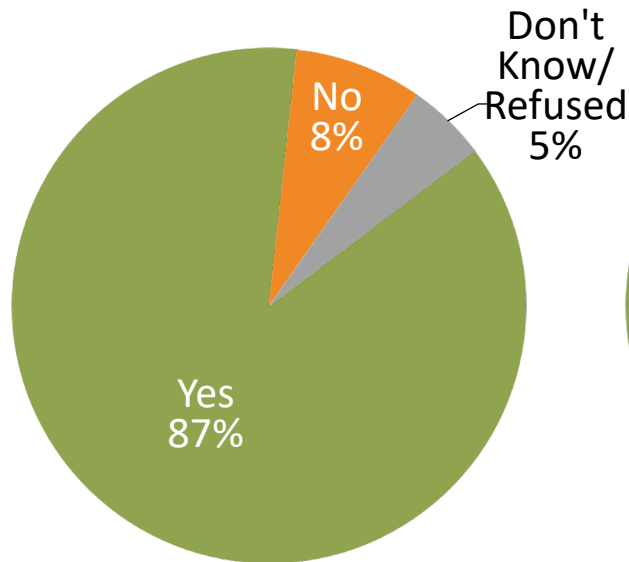
(Asked if Received Moderna or Pfizer)



Those who have been fully vaccinated are more likely to say their family and friends are or will be.

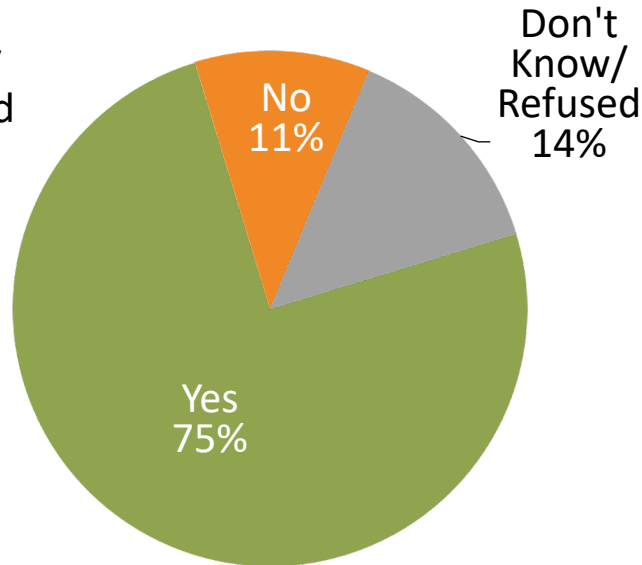
Among Fully Vaccinated

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



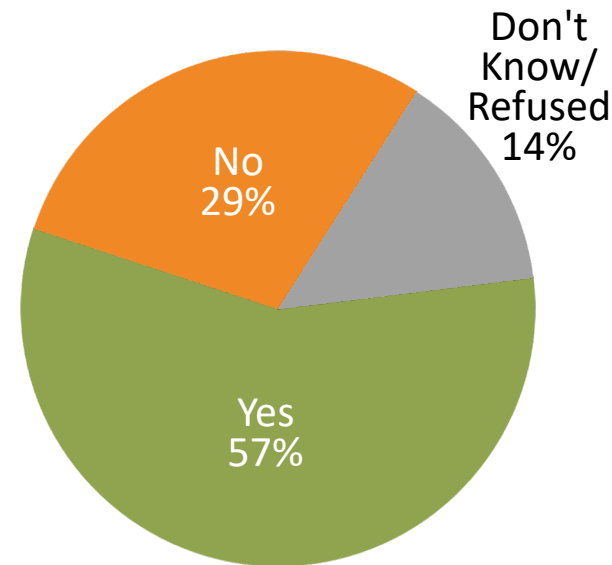
Among Partially Vaccinated

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



Among Unvaccinated

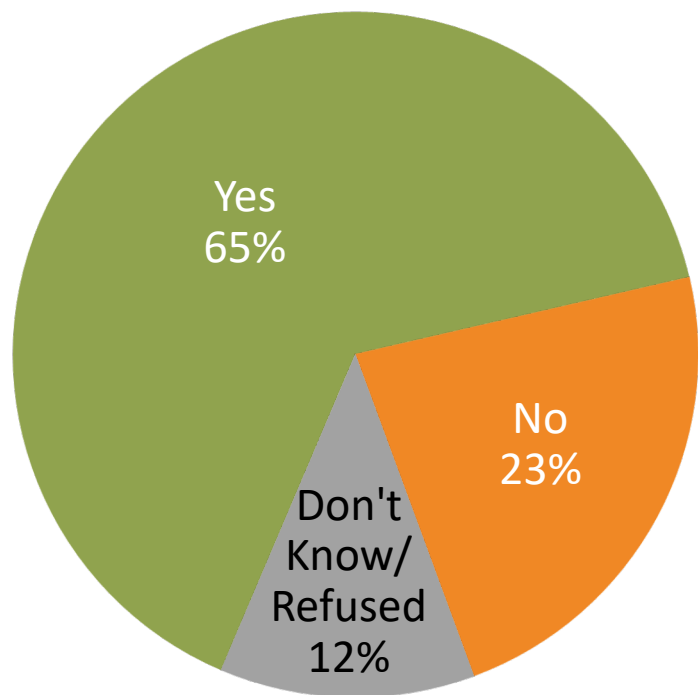
Do you think most of your friends and family have received, or will get a COVID-19 vaccine?



Two-thirds of parents would want their children vaccinated when a vaccine becomes available to their age group.

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, n=1,549)

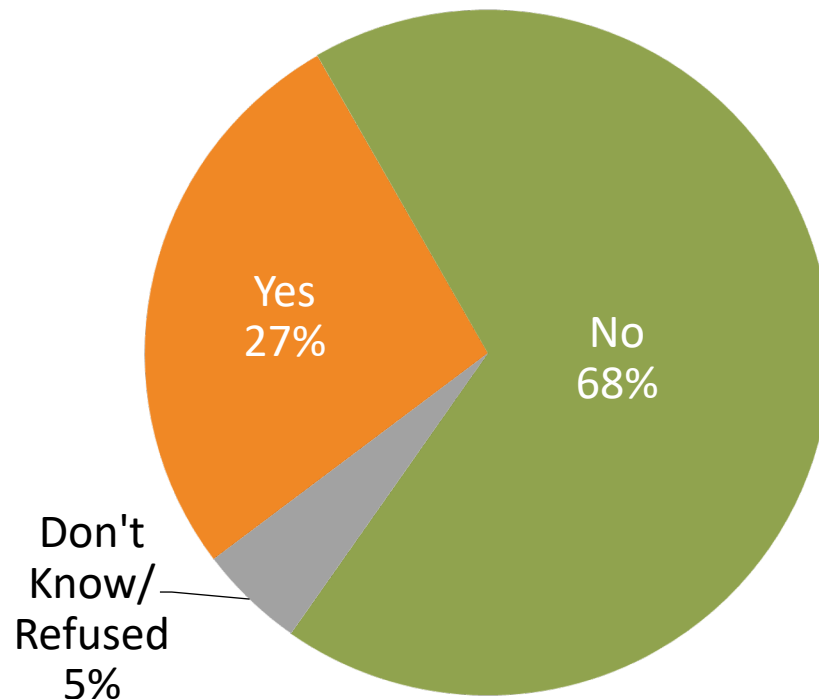


Demographic Group	Yes	No
Vaccination Status		
Vaccinated	76%	13%
Not vaccinated	31%	56%
Race/Ethnicity		
Whites	63%	24%
Latinos	69%	17%
African Americans	67%	30%
Asians/Pacific Islanders	68%	27%
All Respondents of Color	68%	21%
Household Income		
<\$50,000	74%	11%
\$50,000-\$75,000	61%	30%
\$75,000-\$100,000	59%	36%
\$100,000+	61%	28%
ZIP Code Vaccination Tier		
1 (Least Vaccinated)	51%	31%
2	60%	28%
3	70%	19%
4 (Most Vaccinated)	72%	18%

Attitudes Among Unvaccinated Residents

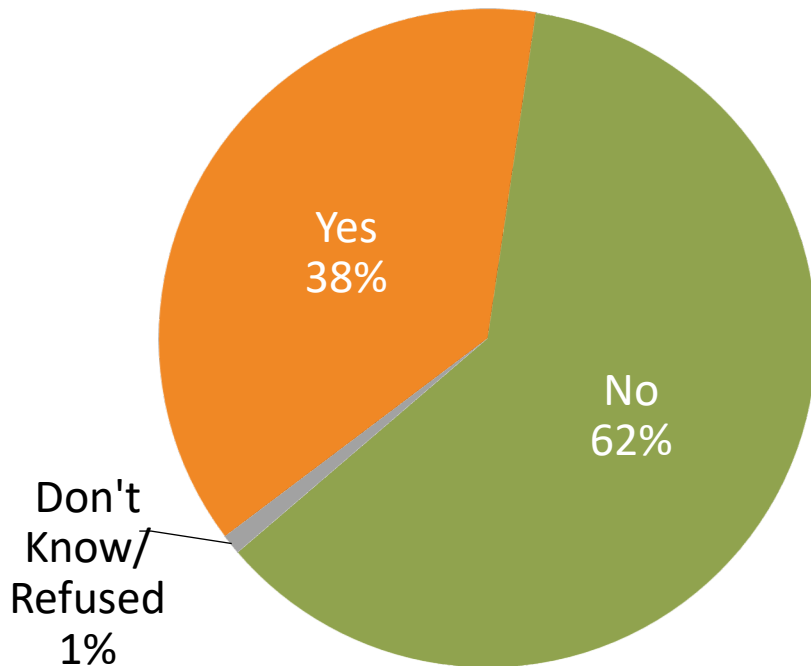
Just over one-quarter of unvaccinated residents have had COVID-19.

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



Only about four-in-ten unvaccinated respondents know anyone who became seriously ill or has passed from COVID-19.

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?

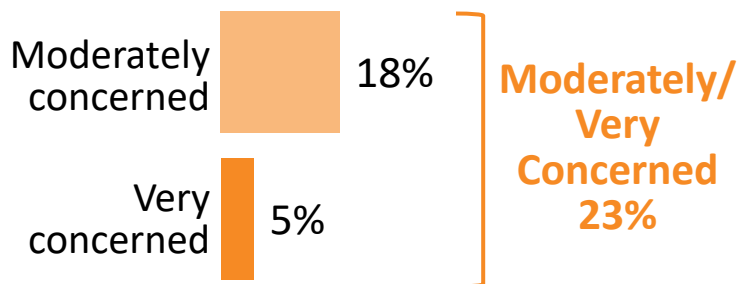
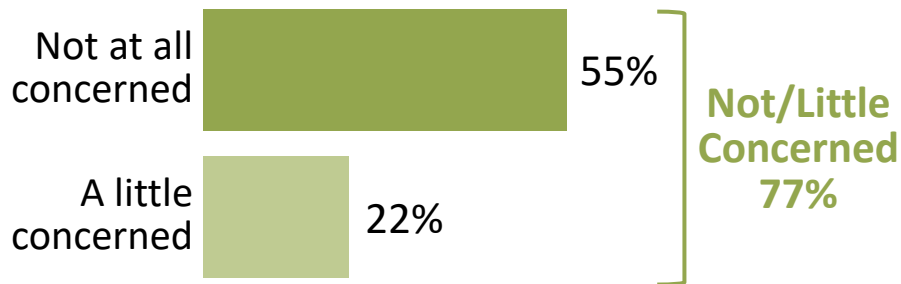


Demographic Group	Yes	No
Race/Ethnicity		
Whites	37%	63%
Latinos	44%	56%
African Americans	26%	74%
Asians/Pacific Islanders	37%	63%
All Respondents of Color	40%	60%
Household Income		
<\$50,000	38%	62%
\$50,000-\$75,000	26%	74%
\$75,000-\$100,000	35%	65%
\$100,000+	42%	58%
Age		
18-49	40%	59%
50+	29%	71%

Of those who have not had COVID-19, most are unconcerned about getting it.

How concerned are you about getting COVID-19?

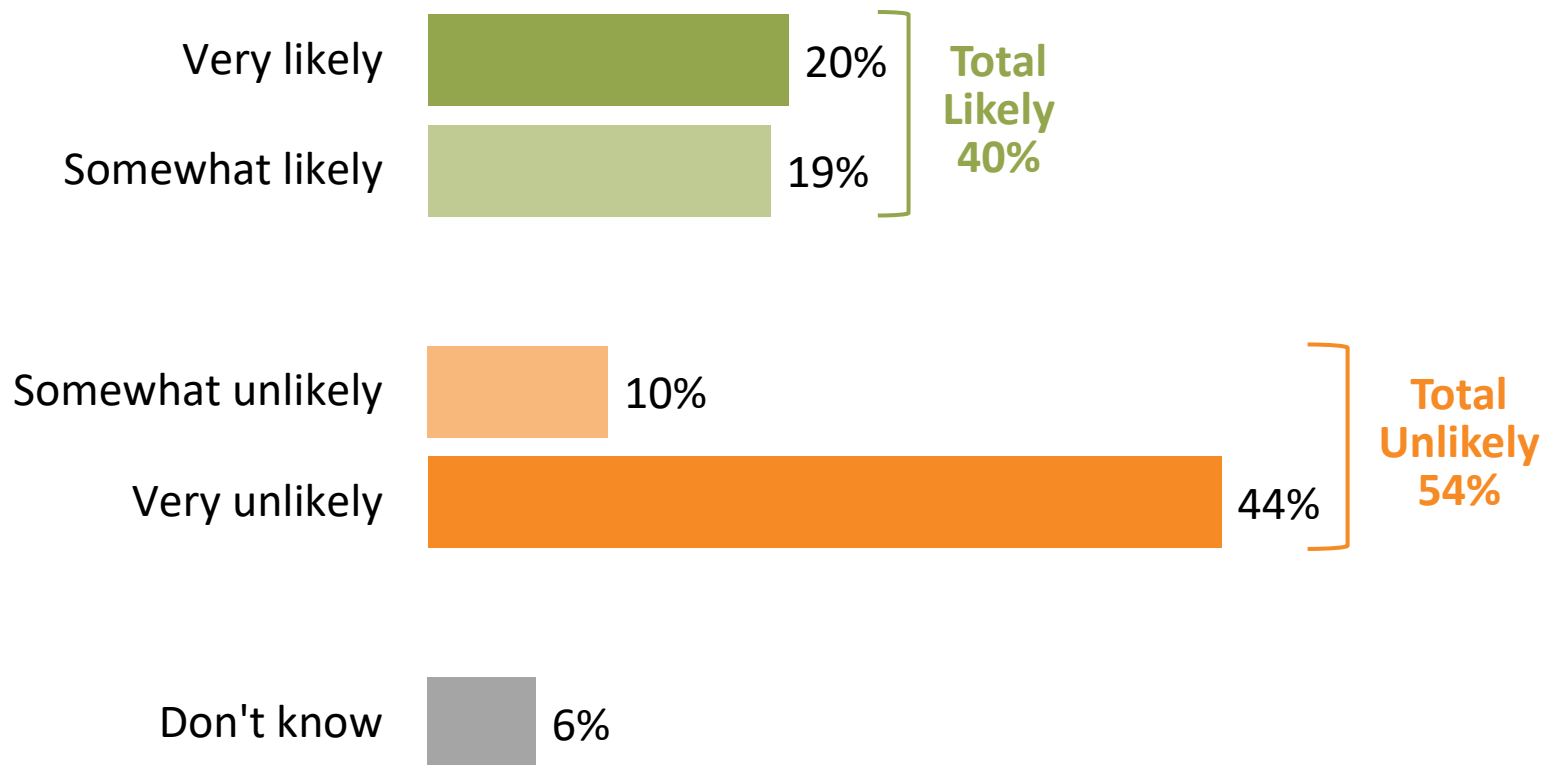
(Asked of Unvaccinated Respondents Who Have Not Had COVID-19, n=599)



Demographic Group	Not/Little Concerned	Mod./Very Concerned
Race/Ethnicity		
Whites	83%	17%
Latinos	75%	25%
African Americans	76%	24%
Asians/Pacific Islanders	51%	48%
All Respondents of Color	71%	29%
Gender by Age		
Men Ages 18-49	74%	26%
Men Ages 50+	78%	22%
Women Ages 18-49	81%	19%
Women Ages 50+	72%	27%
Know Someone Who Had Serious COVID-19		
Yes	66%	34%
No	82%	18%

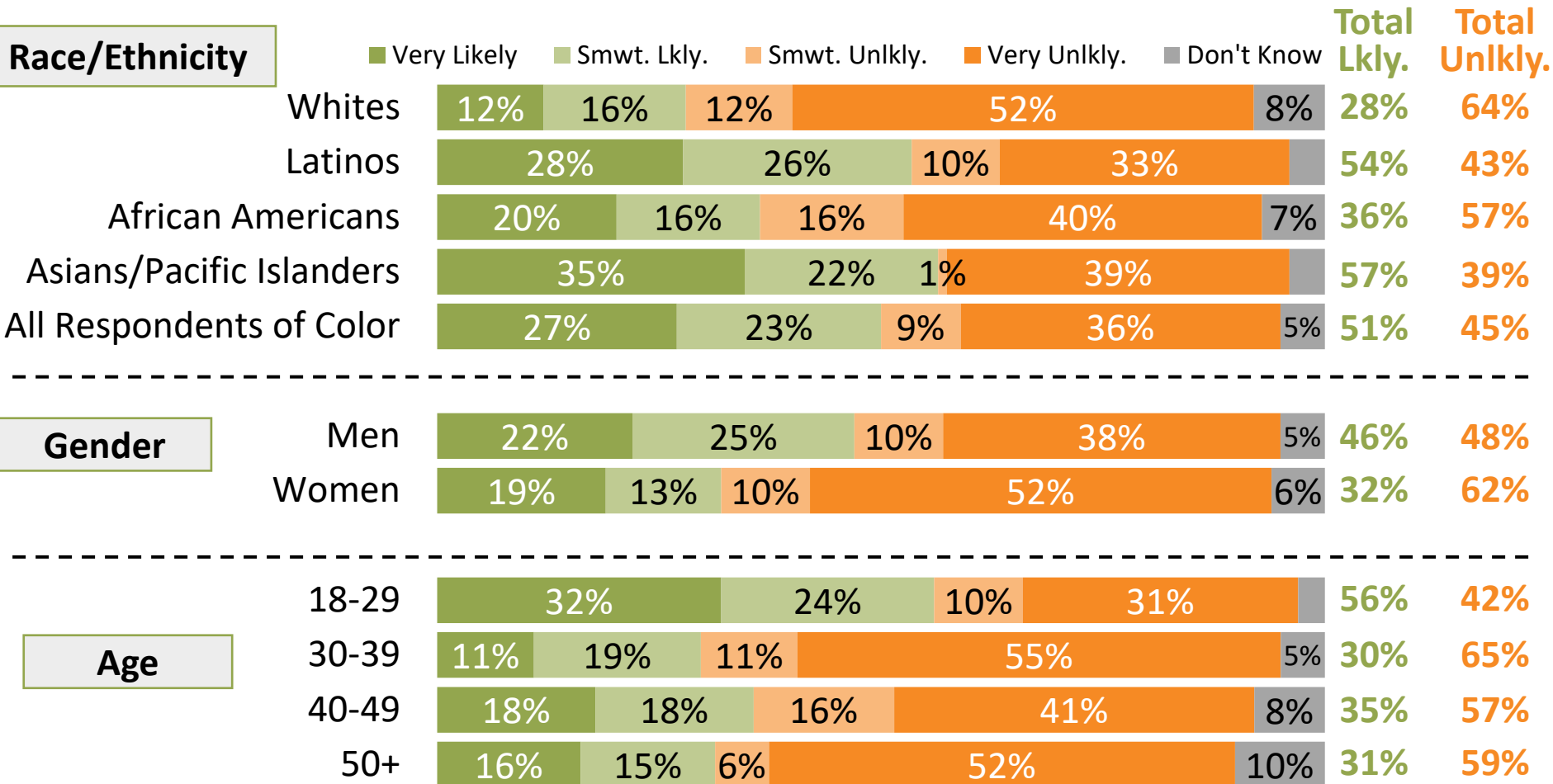
Most residents unvaccinated at this point are “very unlikely” to get the vaccine.

Are you likely or unlikely to take the COVID-19 vaccine?



About half of all respondents of color are likely to get the vaccine, while nearly two-thirds of white respondents are unlikely to do so.

By Race/Ethnicity, Gender and Age



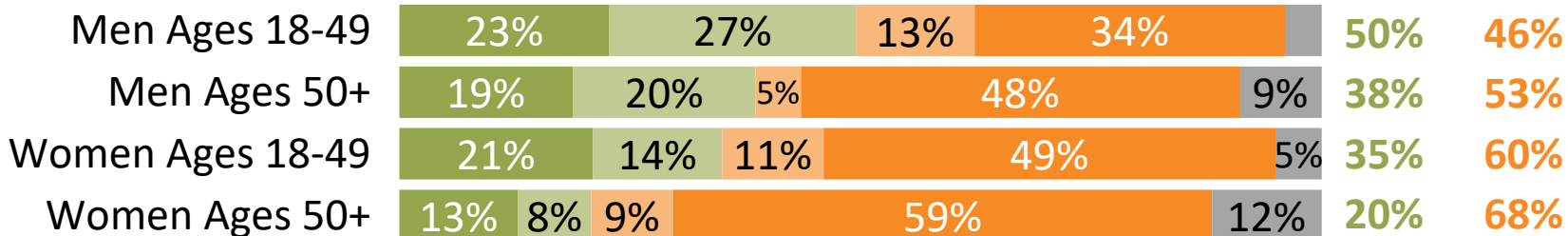
Latinos under 50 are much more likely to get vaccinated than are those age 50 and over, while a majority of whites in both age groups are unlikely.

By Gender by Age, Latinos by Gender & Age and Whites by Gender & Age

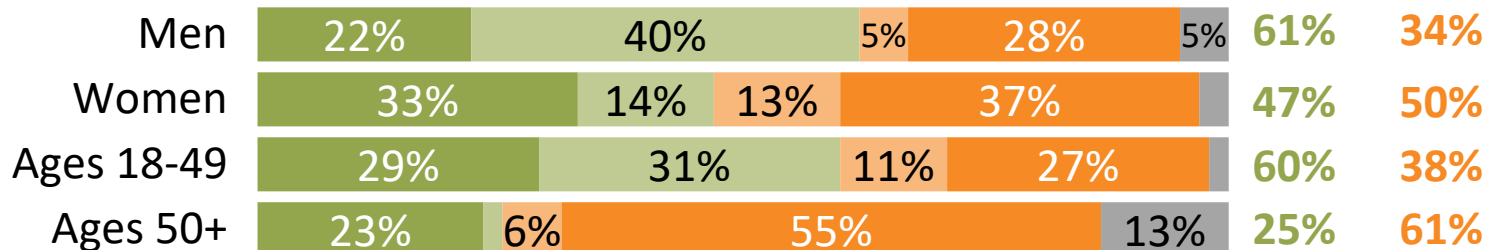
■ Very Likely ■ Smwt. Lkly. ■ Smwt. Unlkly. ■ Very Unlkly. ■ Don't Know

Total Lkly. **Total Unlkly.**

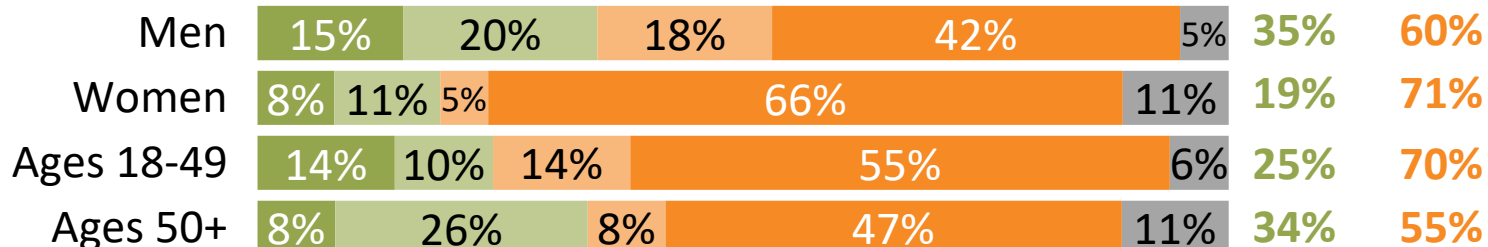
Gender by Age



Latinos by Gender & Age

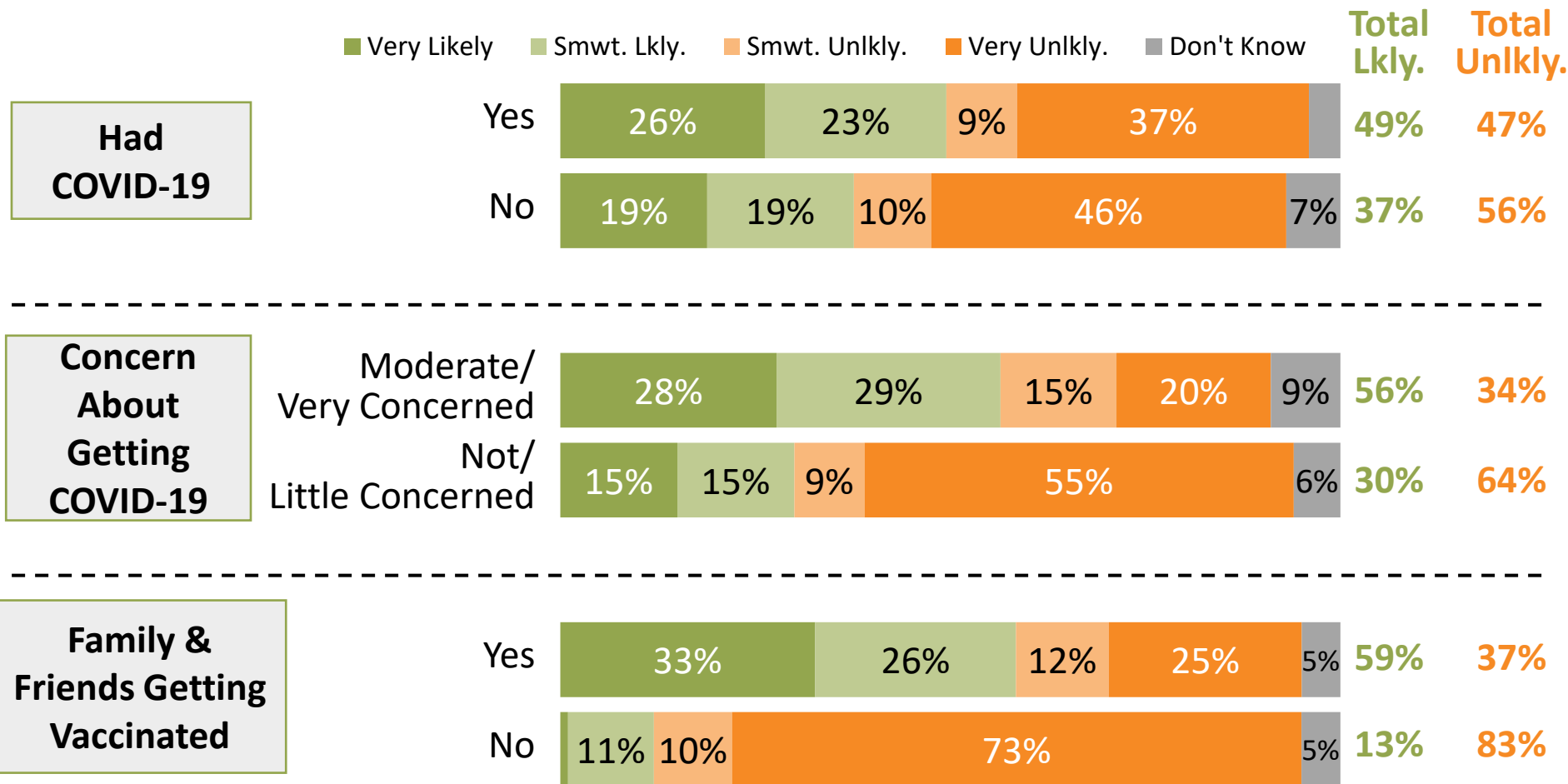


Whites by Gender & Age



Respondents who believe the majority of their family and friends will get the vaccine are more likely to get vaccinated themselves.

By Had COVID-19, Concern About Getting COVID-19 and Family and Friends Getting Vaccinated



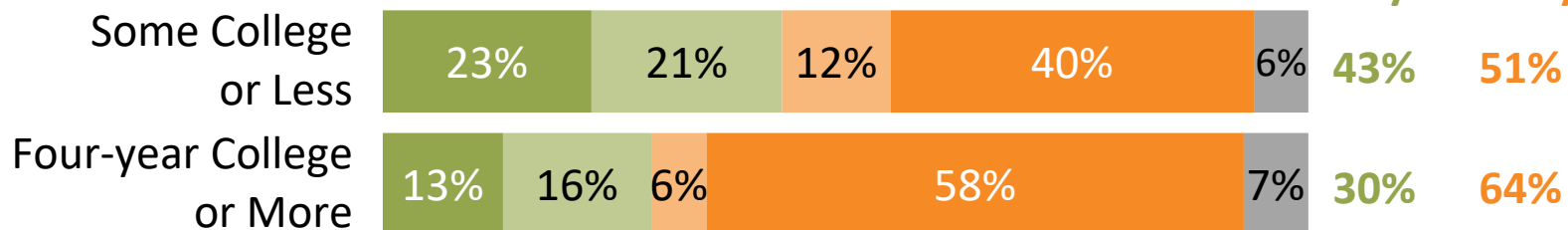
Respondents with lower income levels are more likely to get vaccinated.

By Education and Household Income

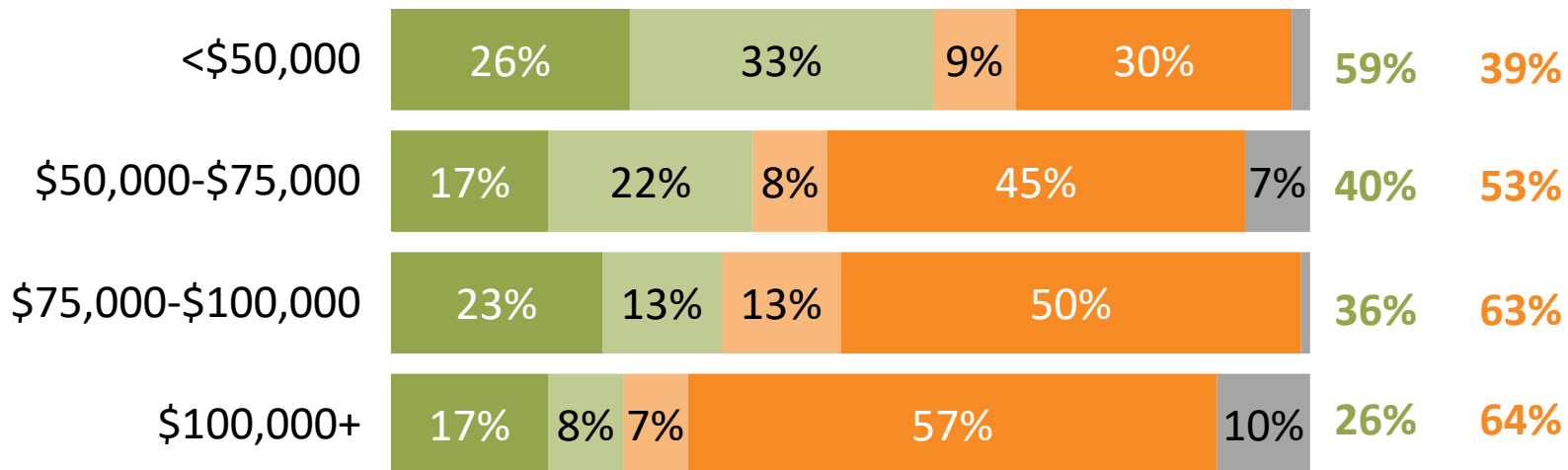
Very Likely Smwt. Lkly. Smwt. Unlky. Very Unlky. Don't Know

Total Lkly. Total Unlky.

Education

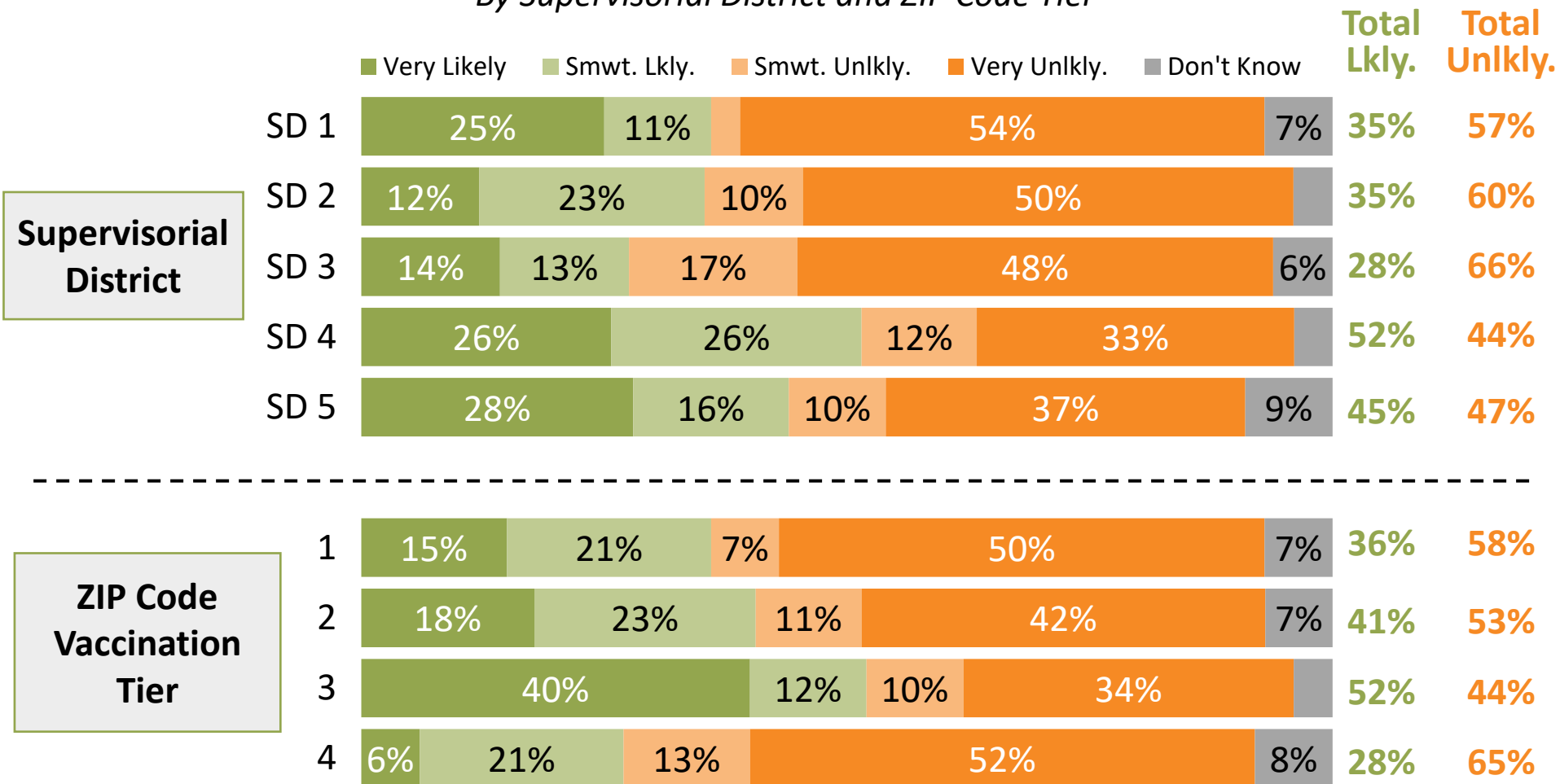


Household Income



Unvaccinated residents in Supervisorial District 4 are the most likely to get vaccinated, while those in District 3 are the least.

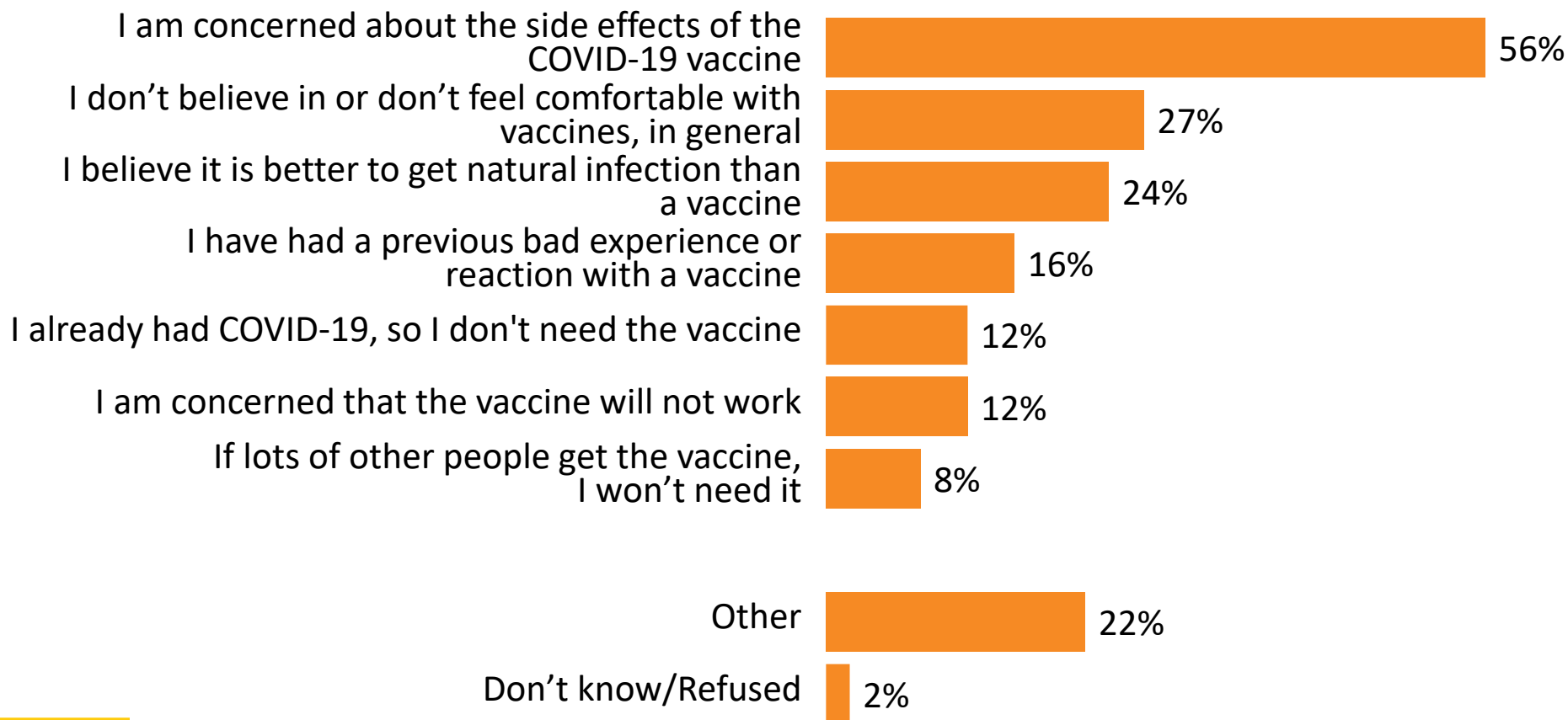
By Supervisorial District and ZIP Code Tier



Of those who are unlikely to take the vaccine, the most common reason for not taking it is concern about the side effects.

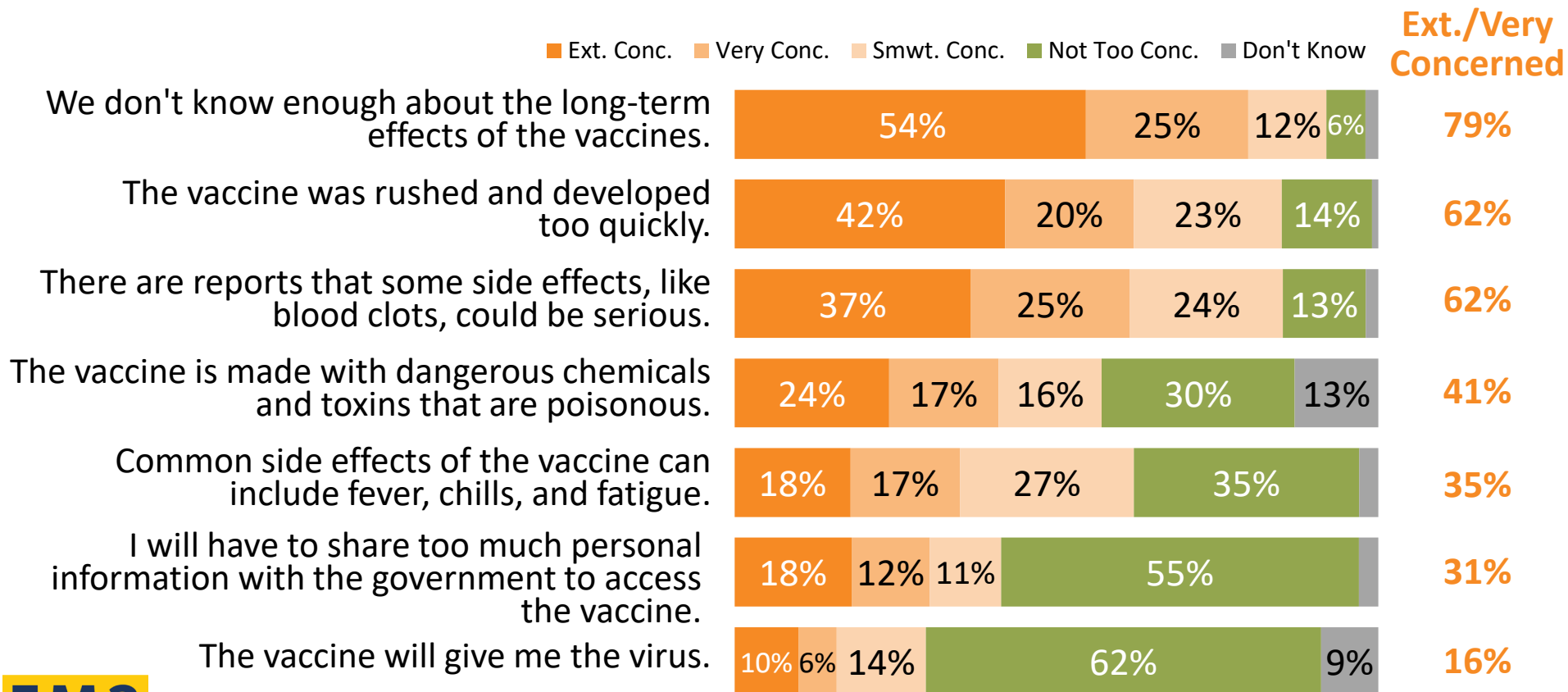
Which of the following reflect your concerns and thoughts about the COVID-19 vaccine?

(Multiple Responses Accepted; Asked if Unlikely to Take Vaccine, n=496)



Residents unlikely to take the vaccine are most concerned about not knowing its long-term effects and feeling it was developed too quickly.

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.



The same set of concerns top the list across ethnic groups...

(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.	79%	77%	83%	65%	93%	81%
The vaccine was rushed and developed too quickly.	62%	59%	65%	58%	80%	66%
There are reports that some side effects, like blood clots, could be serious.	62%	56%	69%	61%	77%	67%
The vaccine is made with dangerous chemicals and toxins that are poisonous.	41%	34%	58%	14%	59%	49%
Common side effects of the vaccine can include fever, chills, and fatigue.	35%	30%	40%	32%	57%	41%
I will have to share too much personal information with the government to access the vaccine.	31%	27%	35%	44%	10%	32%
The vaccine will give me the virus.	16%	12%	17%	10%	53%	20%

Q6. 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 Unlikely to Take Vaccine; n=496)

...and also across lines of age – though older unvaccinated adults express more concern about nearly all issues.

(Extremely/Very Concerned)

Concern	All Resp.	Age			
		18-29	30-39	40-49	50+
We don't know enough about the long-term effects of the vaccines.	79%	68%	76%	84%	88%
The vaccine was rushed and developed too quickly.	62%	58%	51%	80%	66%
There are reports that some side effects, like blood clots, could be serious.	62%	55%	48%	71%	79%
The vaccine is made with dangerous chemicals and toxins that are poisonous.	41%	46%	34%	31%	50%
Common side effects of the vaccine can include fever, chills, and fatigue.	35%	25%	35%	31%	47%
I will have to share too much personal information with the government to access the vaccine.	31%	27%	20%	27%	44%
The vaccine will give me the virus.	16%	17%	12%	17%	18%

Q6. 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 Unlikely to Take Vaccine; n=496)

Unvaccinated women are also more concerned over these issues than are their male counterparts.

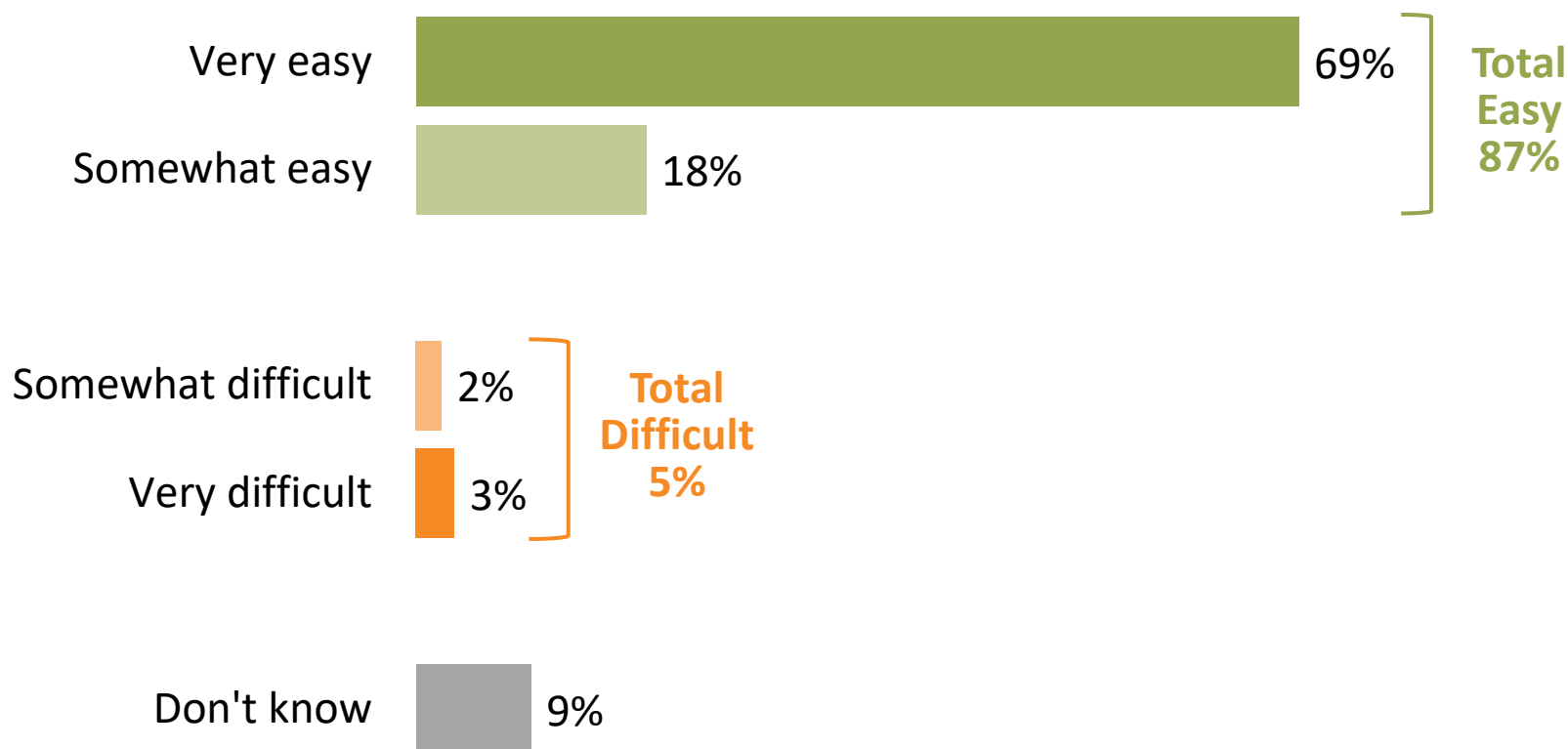
(Extremely/Very Concerned)

Concern	All Resp.	Have Children at Home		Gender	
		Yes	No	Men	Women
We don't know enough about the long-term effects of the vaccines.	79%	83%	76%	72%	85%
The vaccine was rushed and developed too quickly.	62%	62%	62%	51%	73%
There are reports that some side effects, like blood clots, could be serious.	62%	59%	64%	56%	67%
The vaccine is made with dangerous chemicals and toxins that are poisonous.	41%	46%	37%	29%	52%
Common side effects of the vaccine can include fever, chills, and fatigue.	35%	34%	37%	33%	38%
I will have to share too much personal information with the government to access the vaccine.	31%	25%	34%	31%	30%
The vaccine will give me the virus.	16%	19%	14%	8%	23%

Q6. 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 Unlikely to Take Vaccine; n=496)

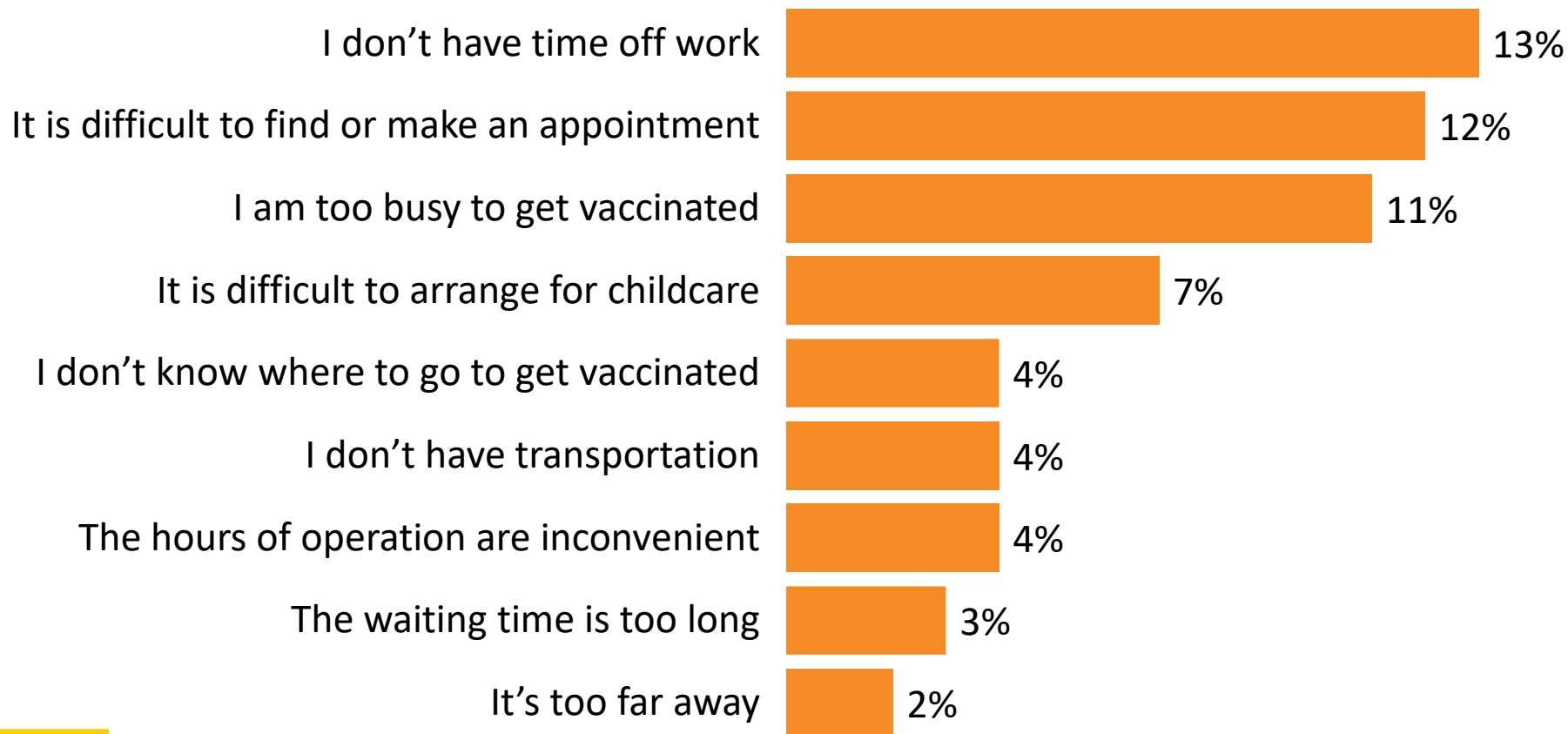
The vast majority of unvaccinated respondents feel it would be easy to get the vaccine for themselves—indicating access is not a major barrier among most.

How easy do you think it will be to get a COVID-19 vaccine for yourself:



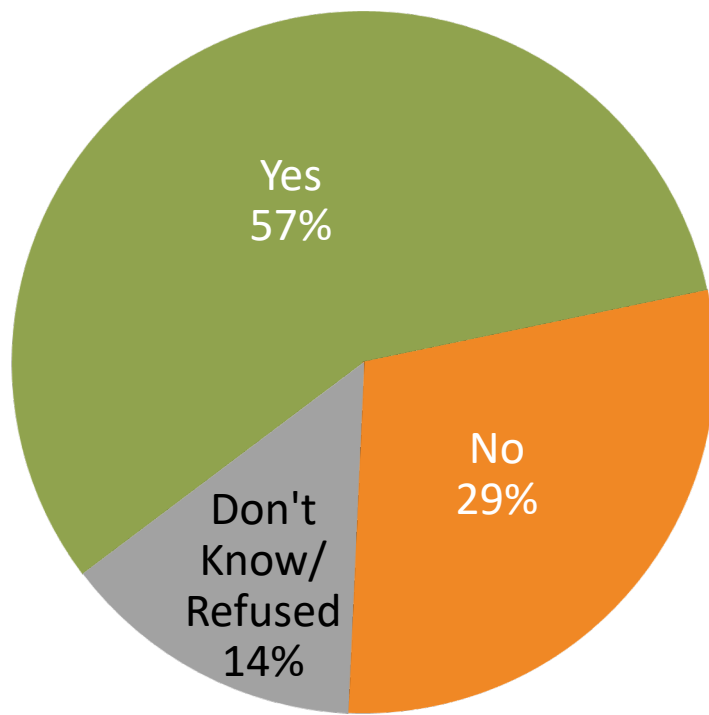
Unvaccinated respondents do not point to a single logistical barrier that would make it harder for them to get vaccinated.

*Please tell me which of the following make it difficult for you to get a COVID-19 vaccine:
(Multiple Responses Accepted; Asked if Difficult to Make Appointment, n=109)*



Over half believe most of their friends and family will get a vaccine, especially Latinos, respondents of color, and those under age 50.

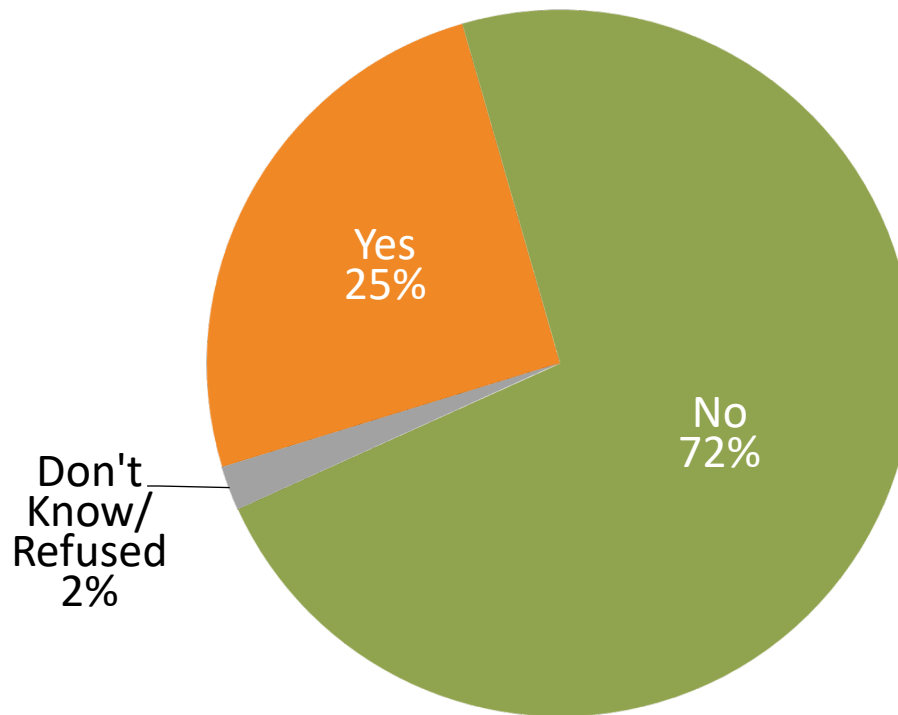
Do you think most of your friends and family have received or will get a COVID-19 vaccine?



Demographic Group	Yes	No
Likely to Take Vaccine		
Likely to Get Vaccinated	84%	9%
Unlikely to Get Vaccinated	38%	45%
Race/Ethnicity		
Whites	46%	41%
Latinos	74%	18%
African Americans	46%	38%
Asians/Pacific Islanders	61%	9%
All Respondents of Color	67%	20%
Age		
18-49	59%	28%
50+	47%	34%
Gender		
Men	58%	32%
Women	56%	27%

Only one-quarter indicate they have a condition that puts them at a high-risk category for COVID-19.

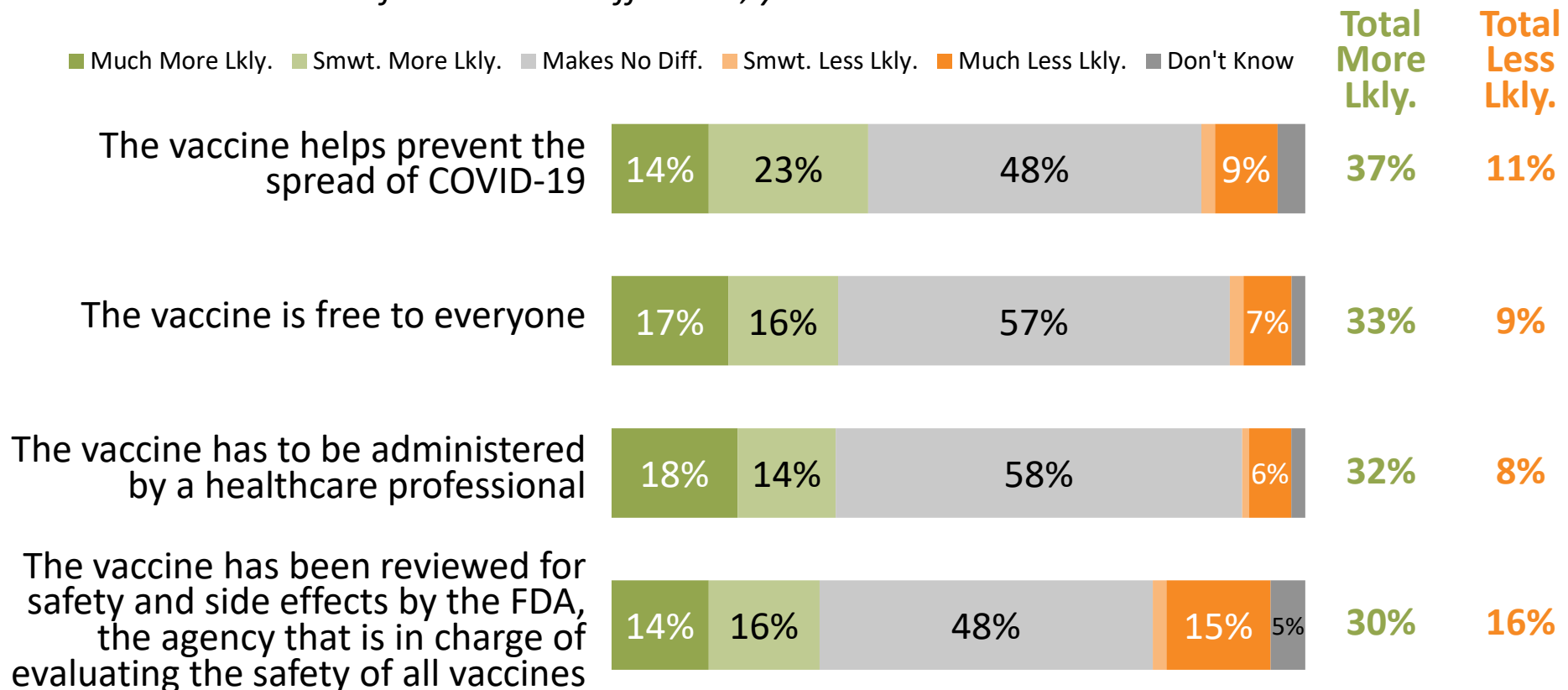
Do you have a condition that puts you in a high-risk category for COVID-19? Some examples of conditions that put someone at increased risk are: respiratory conditions, diabetes, high blood pressure, heart disease, overweight, cancer treatment, or diseases that affect your immune system.



These residents are disproportionately over age 50, African-American, and have lower levels of formal education.

Unvaccinated respondents indicate most facts about the vaccine are unlikely to make them change their minds.

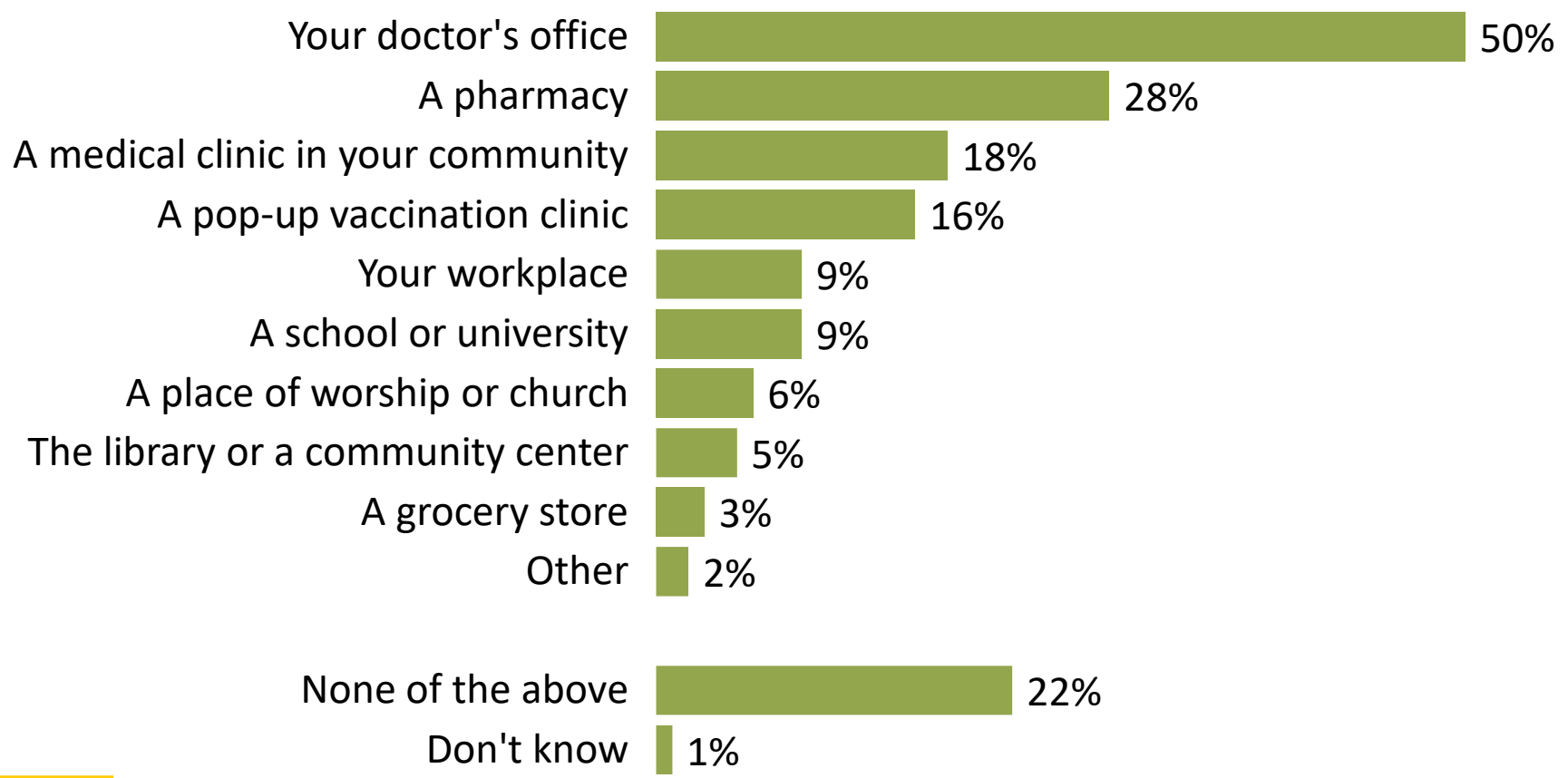
Here are some facts about the vaccine. Please tell me if knowing this fact makes you much more likely, somewhat more likely, somewhat less likely, or much less likely to take it. If it makes no difference, you can tell me that instead.



Most say point to their own doctor's office as the place they would most likely get vaccinated.

Here are some locations in your community where the vaccine will be administered by healthcare professionals. After hearing the list, please tell me which ones you'd be likely to go to get the vaccine.

(Multiple Responses Accepted)



Some of the most convincing messages talk about the vaccine being free and the health-risks of COVID-19.

(Ranked by % Convincing)

***(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=406)

(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.

(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.

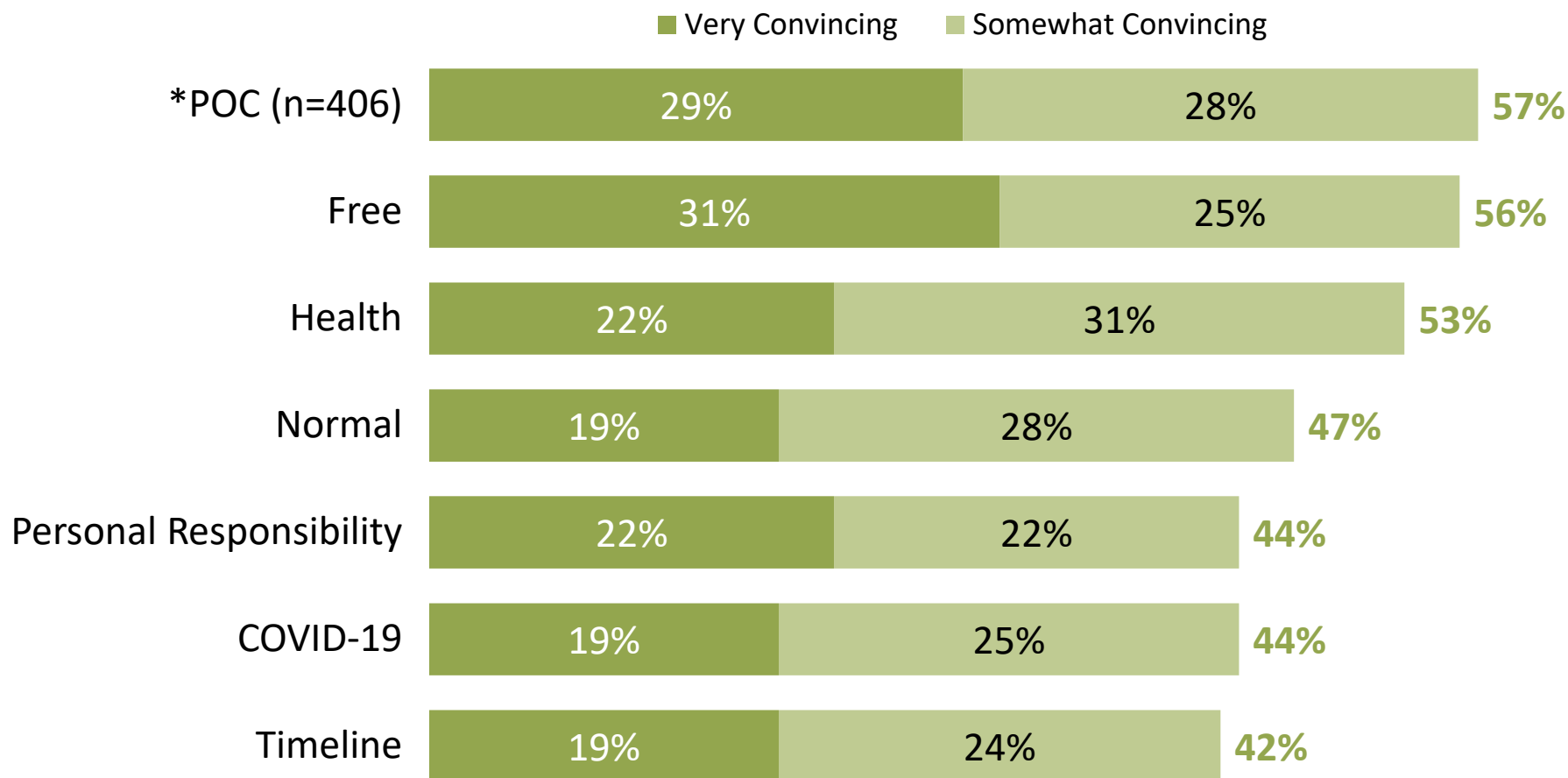
(PERSONAL RESPONSIBILITY) We all have a responsibility to take the vaccine to end the pandemic, eliminate the virus, and protect our family and friends.

(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.

(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.

Q12. I am going to read you some statements from people who recommend that San Diegans get the vaccine. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to get the vaccine. If you do not believe the statement, please tell me that instead.
(*Asked of Non-white Respondents; n=822)

Among participants of color, messaging about the impact COVID has had on their community specifically is the most convincing.



The fact that the vaccine is free is a notable incentive across ethnic groups.

(Very/Somewhat Convincing)

Statement	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All Respondents of Color
*POC (n=406)	57%	--	58%	54%	55%	57%
Free	56%	43%	70%	72%	64%	68%
Health	53%	43%	65%	64%	59%	63%
Normal	47%	37%	60%	59%	52%	57%
Personal Responsibility	44%	33%	59%	54%	55%	57%
COVID-19	44%	38%	54%	57%	28%	50%
Timeline	42%	36%	48%	57%	51%	49%

Q12. I am going to read you some statements from people who recommend that San Diegans get the vaccine. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to get the vaccine. If you do not believe the statement, please tell me that instead.
 (*Asked of Non-white Respondents; n=822)

The messaging is substantially more compelling to unvaccinated residents under age 30.

(Very/Somewhat Convincing)

Statement	All Resp.	Age			
		18-29	30-39	40-49	50+
*POC (n=406)	57%	67%	60%	60%	31%
Free	56%	72%	43%	54%	49%
Health	53%	71%	41%	45%	46%
Normal	47%	65%	35%	34%	43%
Personal Responsibility	44%	68%	31%	43%	27%
COVID-19	44%	51%	37%	46%	39%
Timeline	42%	61%	26%	31%	42%

Q12. I am going to read you some statements from people who recommend that San Diegans get the vaccine. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to get the vaccine. If you do not believe the statement, please tell me that instead.
 (*Asked of Non-white Respondents; n=822)

Men and parents of children under 18 also found most messages more convincing.

(Very/Somewhat Convincing)

Statement	All Resp.	Have Children at Home		Gender	
		Yes	No	Men	Women
*POC (n=406)	57%	69%	45%	62%	53%
Free	56%	59%	54%	60%	51%
Health	53%	55%	52%	58%	47%
Normal	47%	46%	49%	57%	36%
Personal Responsibility	44%	49%	41%	48%	40%
COVID-19	44%	54%	36%	47%	40%
Timeline	42%	42%	44%	51%	33%

Q12. I am going to read you some statements from people who recommend that San Diegans get the vaccine. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to get the vaccine. If you do not believe the statement, please tell me that instead.
 (*Asked of Non-white Respondents; n=822)

Unvaccinated residents with higher levels of education or income found messaging less persuasive.

(Very/Somewhat Convincing)

Statement	All Resp.	Education		Household Income			
		Some College or Less	Four-Year College or More	<\$50,000	\$50,000-\$75,000	\$75,000-\$100,000	\$100,000+
*POC (n=406)	57%	63%	36%	69%	63%	51%	44%
Free	56%	59%	46%	67%	65%	63%	43%
Health	53%	57%	40%	66%	53%	48%	48%
Normal	47%	51%	36%	62%	53%	37%	40%
Personal Responsibility	44%	49%	30%	62%	51%	36%	31%
COVID-19	44%	45%	40%	60%	46%	41%	31%
Timeline	42%	45%	36%	52%	52%	31%	40%

Q12. I am going to read you some statements from people who recommend that San Diegans get the vaccine. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to get the vaccine. If you do not believe the statement, please tell me that instead.
(*Asked of Non-white Respondents; n=822)

Geographic differences in message rankings were generally very modest.

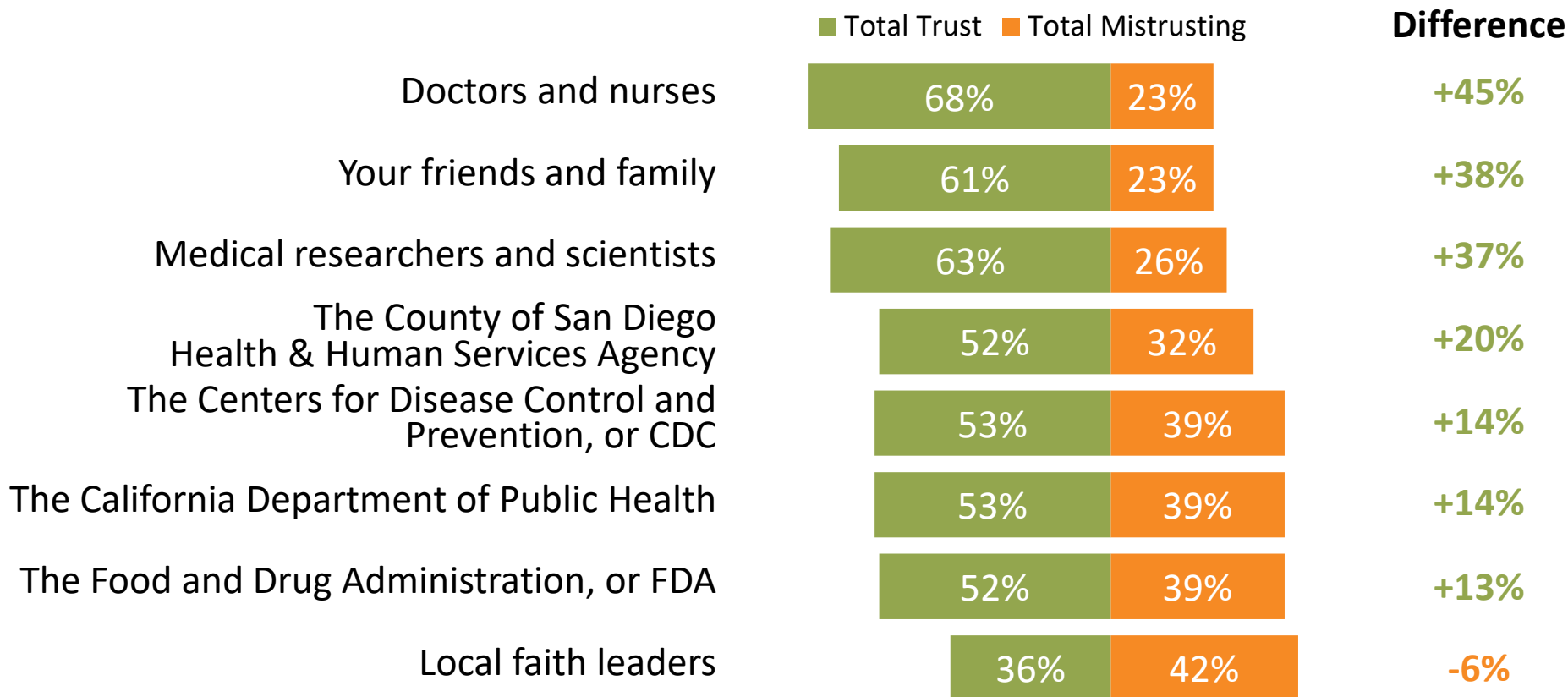
(Very/Somewhat Convincing)

Statement	All Resp.	Supervisorial District					ZIP Code Vaccination Tier			
		1	2	3	4	5	1	2	3	4
*POC (n=406)	57%	40%	56%	46%	70%	65%	56%	58%	64%	47%
Free	56%	48%	55%	42%	66%	60%	55%	62%	64%	35%
Health	53%	51%	53%	35%	60%	58%	48%	52%	64%	47%
Normal	47%	36%	45%	33%	54%	58%	44%	48%	53%	42%
Personal Responsibility	44%	40%	47%	21%	54%	48%	40%	48%	55%	29%
COVID-19	44%	40%	49%	35%	43%	43%	46%	51%	38%	35%
Timeline	42%	38%	47%	30%	33%	51%	37%	48%	51%	29%

Q12. I am going to read you some statements from people who recommend that San Diegans get the vaccine. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to get the vaccine. If you do not believe the statement, please tell me that instead.
(*Asked of Non-white Respondents; n=822)

Among unvaccinated residents, the most trusted messengers are doctors and nurses followed by friends and family, medical researchers and scientists.

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.



Health care professionals are most trusted across ethnic lines.

(Total Trust)

People/Organization	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All Respondents of Color
Doctors and nurses	68%	65%	81%	69%	51%	74%
Medical researchers and scientists	63%	55%	75%	58%	77%	72%
Your friends and family	61%	61%	72%	37%	46%	62%
The Centers for Disease Control and Prevention, or CDC	53%	41%	64%	64%	73%	65%
The California Department of Public Health	53%	40%	67%	64%	74%	67%
The County of San Diego Health & Human Services Agency	52%	47%	58%	64%	62%	59%
The Food and Drug Administration, or FDA	52%	43%	65%	52%	55%	61%
Local faith leaders	36%	36%	38%	30%	37%	37%

Q13. 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.
(Asked of Unvaccinated Respondents, n=822)

Younger unvaccinated adults have more trust in public health agencies.

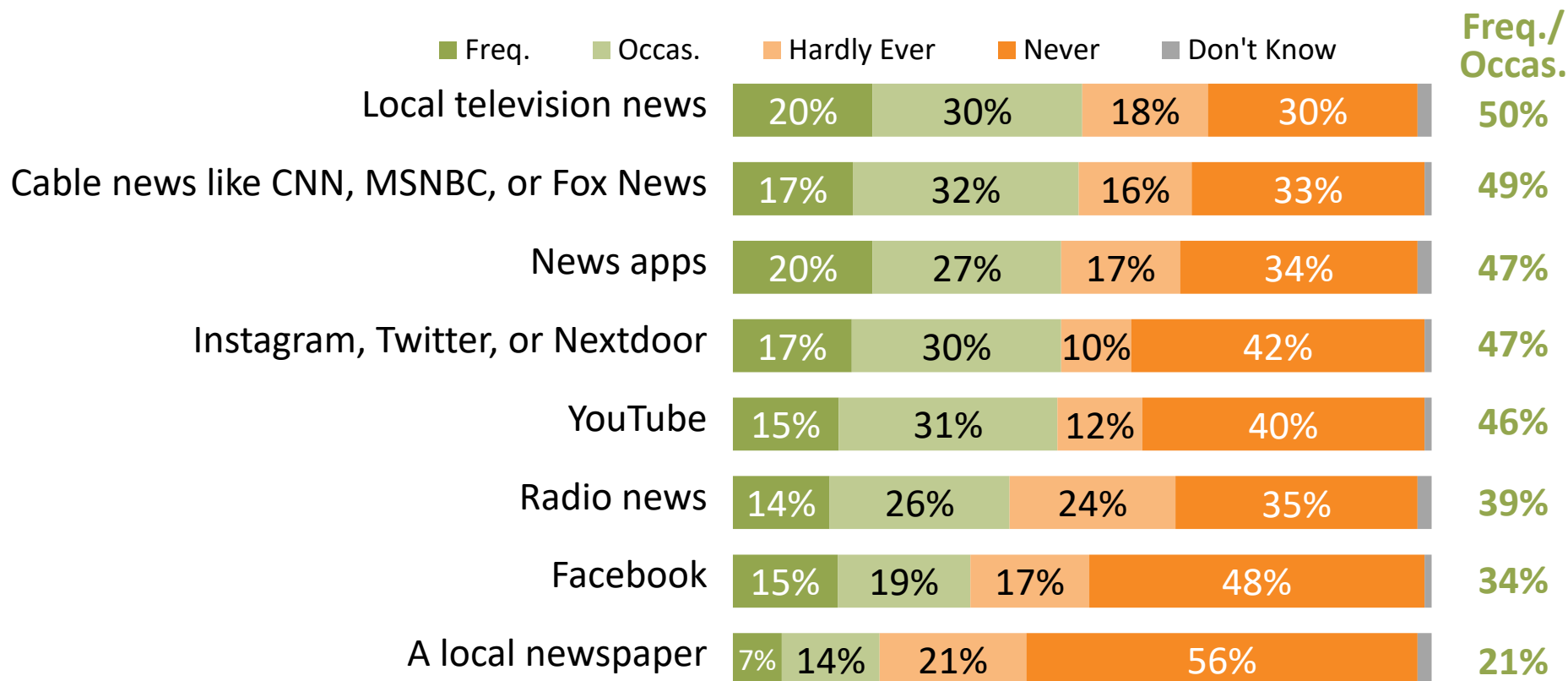
(Total Trust)

People/Organization	All Resp.	Age			
		18-29	30-39	40-49	50+
Doctors and nurses	68%	75%	64%	65%	66%
Medical researchers and scientists	63%	79%	55%	56%	54%
Your friends and family	61%	65%	61%	68%	52%
The Centers for Disease Control and Prevention, or CDC	53%	71%	41%	46%	47%
The California Department of Public Health	53%	75%	41%	41%	43%
The County of San Diego Health & Human Services Agency	52%	69%	47%	48%	40%
The Food and Drug Administration, or FDA	52%	76%	35%	45%	41%
Local faith leaders	36%	37%	36%	33%	36%

Q13. 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.
(Asked of Unvaccinated Respondents, n=822)

The most frequently used sources of information on public health include the news on TV — both local and cable news.

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.

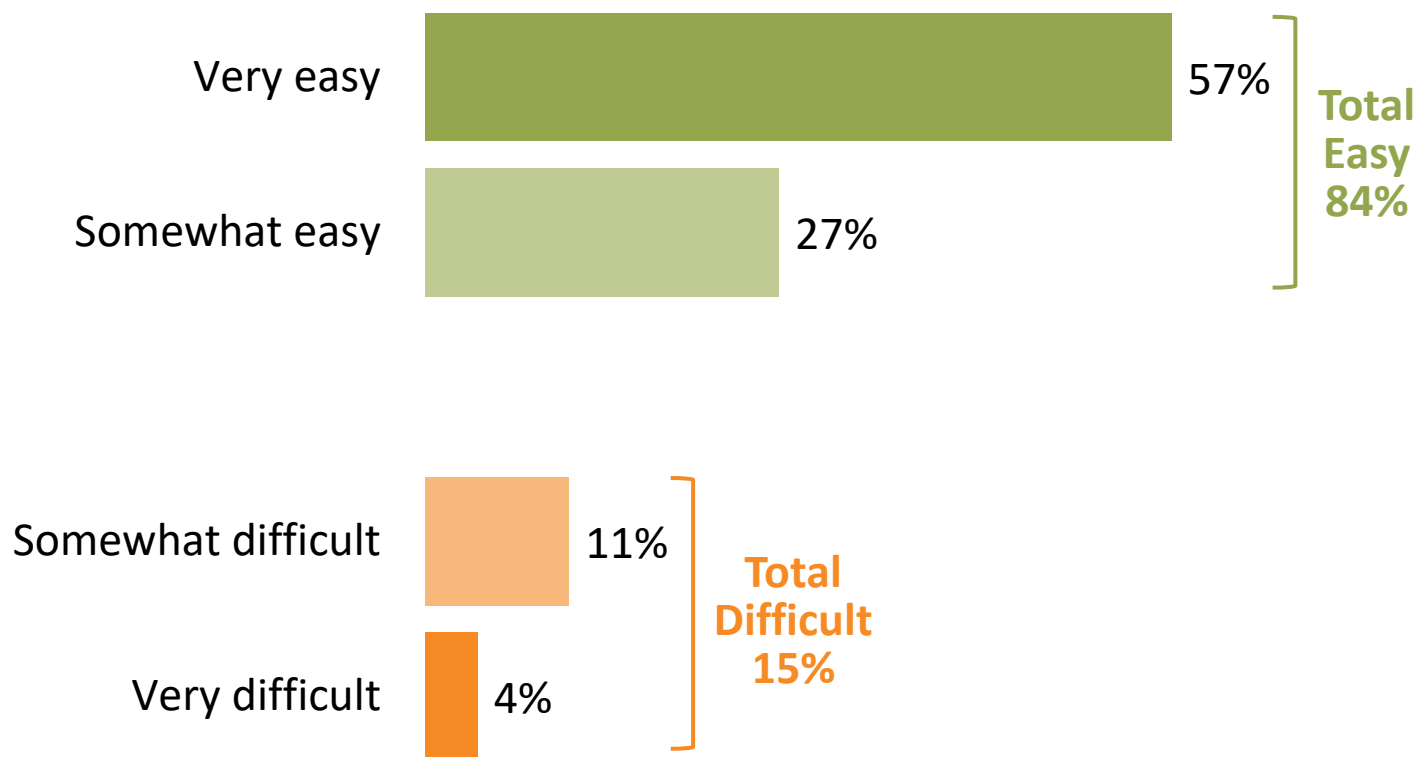


Attitudes Among Vaccinated Residents

Most vaccinated residents say it was very easy to get the vaccine.

How easy was it to get a COVID-19 vaccine for yourself? Would you say...

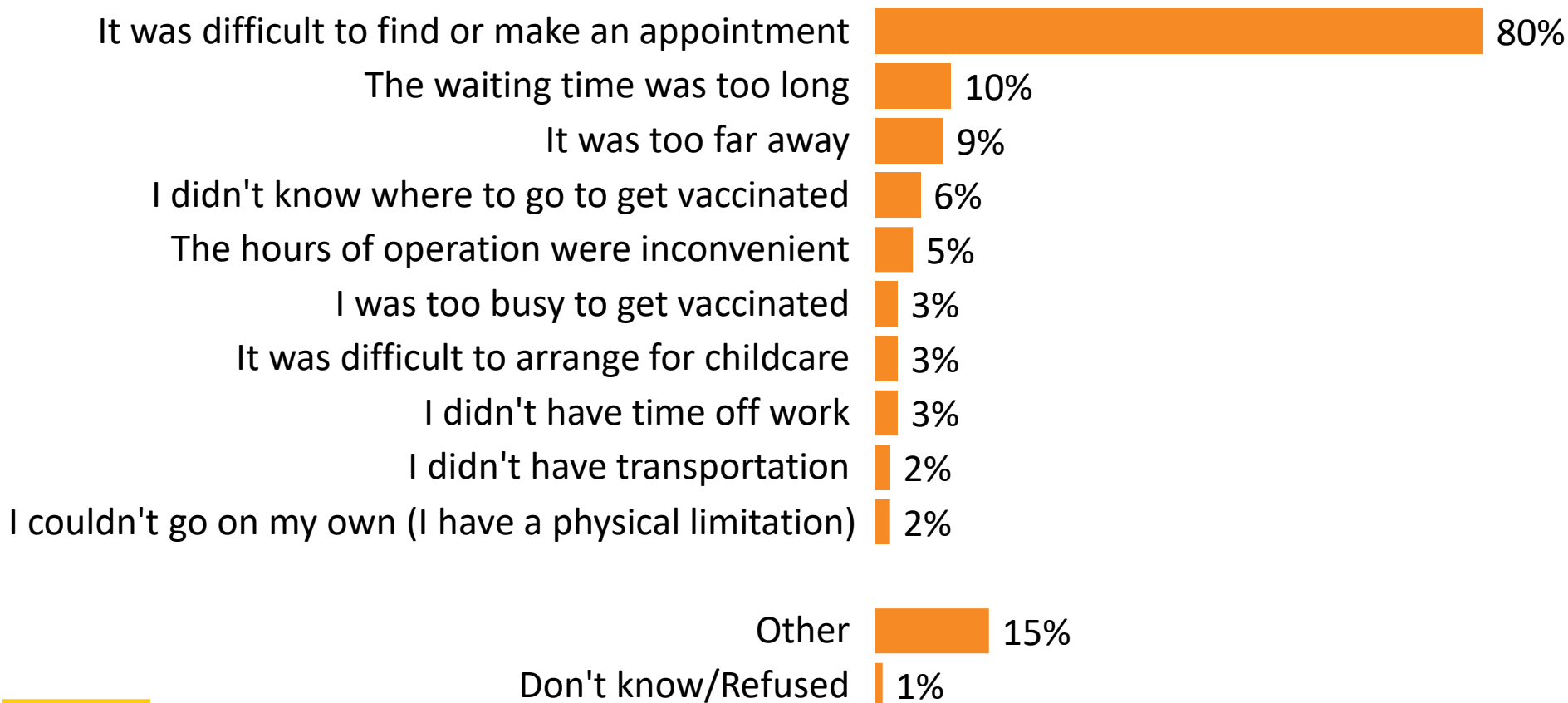
(Asked if Vaccinated, n=3454)



For those who experienced difficulty getting the vaccine, the most common challenge was finding or making an appointment.

Please tell me which of the following made it difficult for you to get a COVID-19 vaccine:

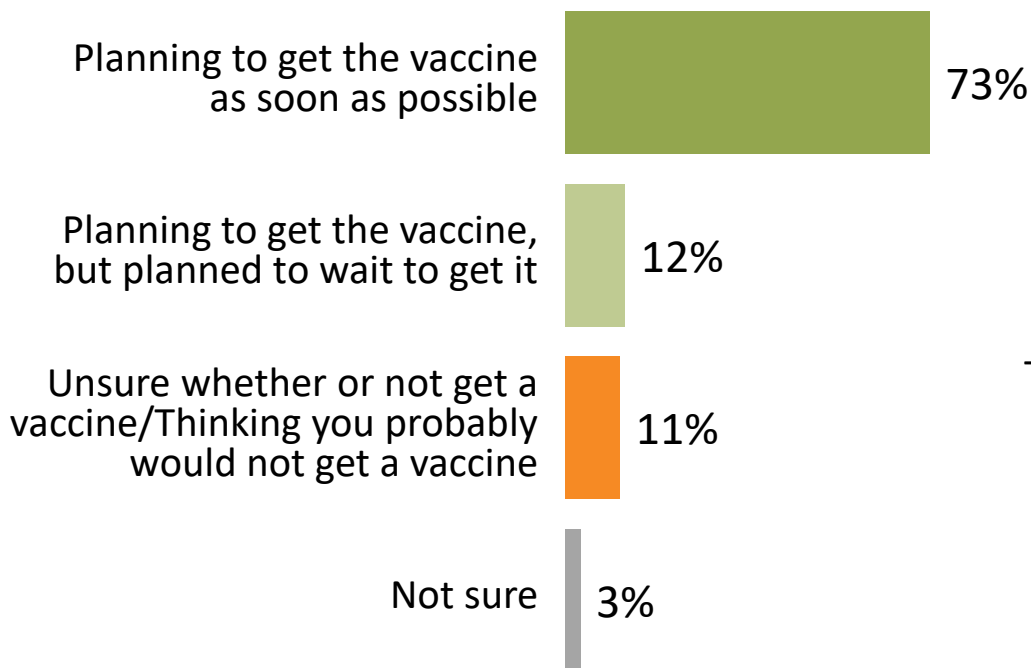
(Multiple Responses Accepted; Asked if Difficult to Get a Vaccine, n=544)



Most vaccinated residents had planned to get the vaccine as soon as it was available.

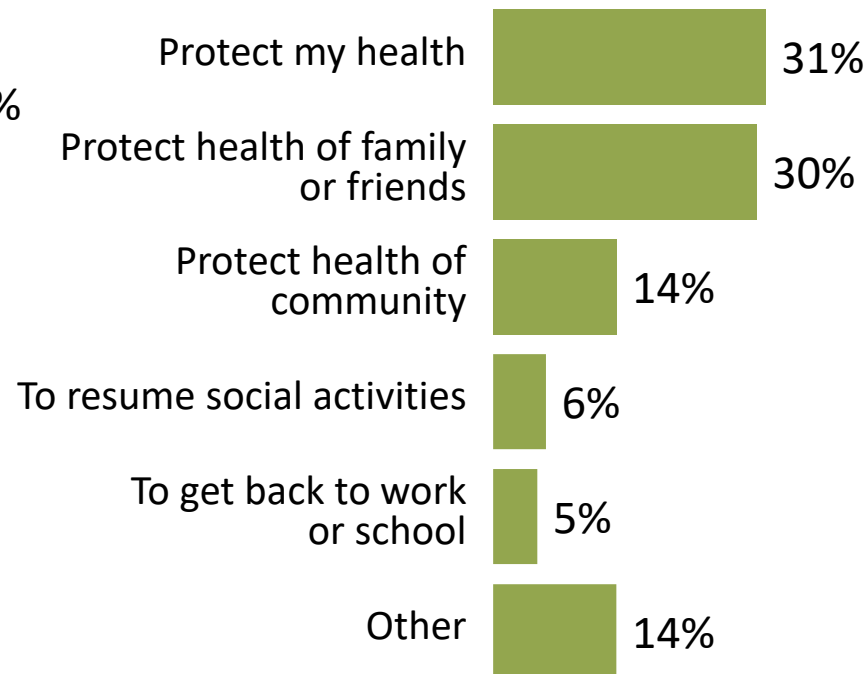
Plans to Get Vaccine

Which of the following describes you before you got the COVID-19 vaccine? Were you...



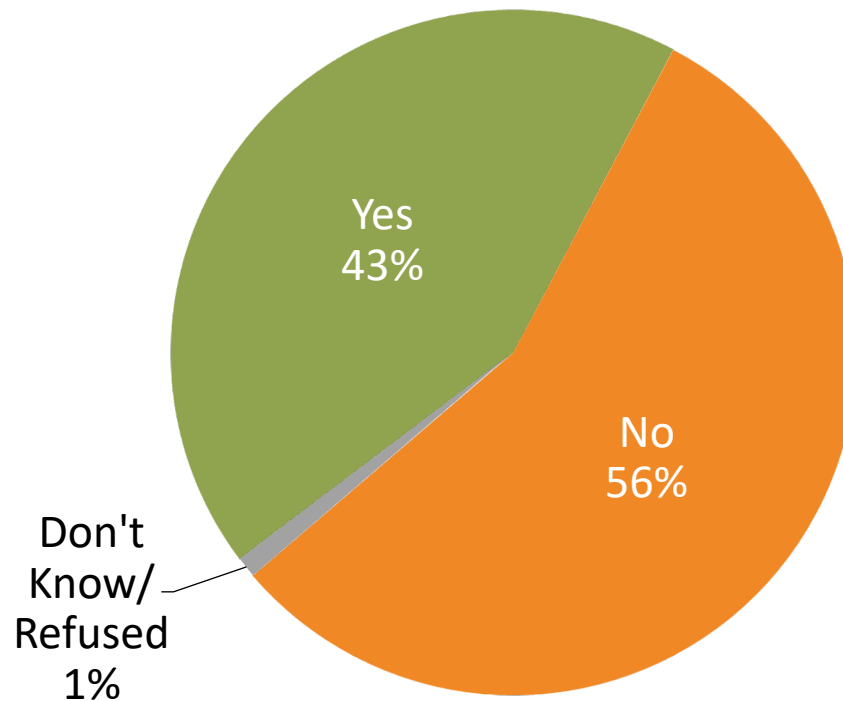
Reasons for Getting Vaccinated

Which of the following motivated you to get vaccinated?



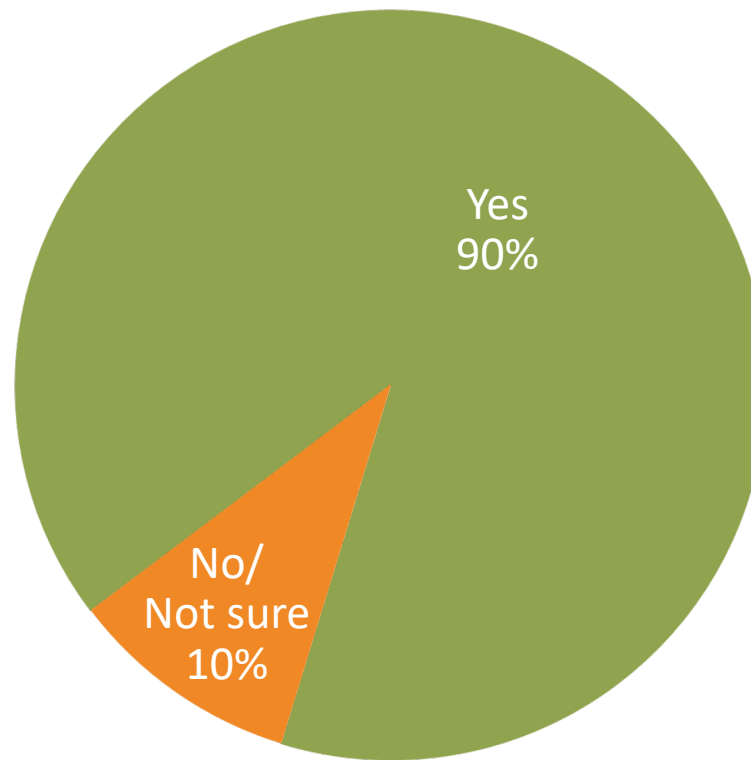
Over two in five vaccinated residents know someone who has become seriously ill or died as a result of COVID-19.

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?



Nearly all would recommend the COVID-19 vaccine to others.

Would you recommend the COVID-19 vaccine to others?



Attitudes Among Hesitant Partially-Vaccinated Respondents

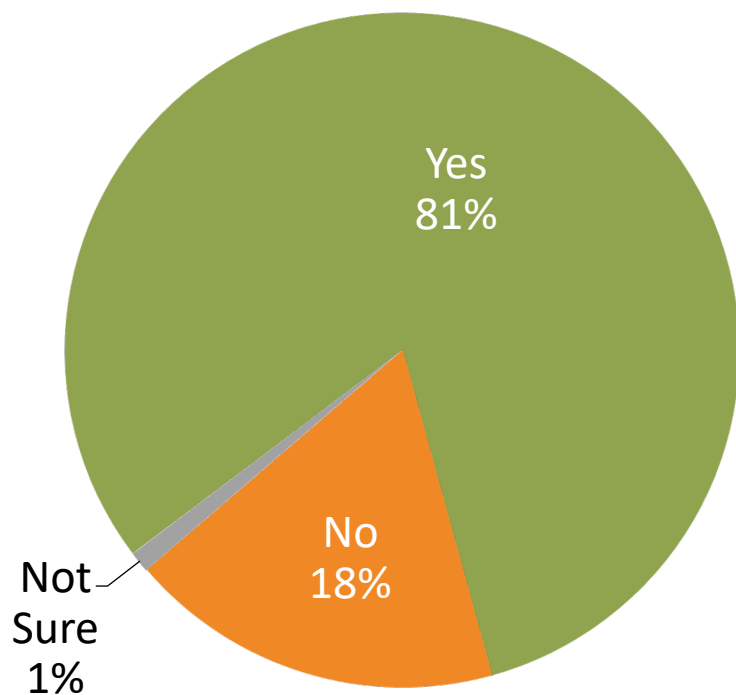
Overall, few respondents indicated they are partially vaccinated but not committed to getting their second dose.

- ✓ Among these respondents, the main reason for getting their vaccine initially was to protect their health (32%) or to protect the health of their community (27%).
- ✓ The most common reason for not getting the second dose was that they did not need a second dose because the first one will be effective enough (33%).
- ✓ Despite this, most said they would recommend the vaccine to others (70%).
- ✓ They most trust friends and family (92%) on the vaccine, followed by doctors and nurses (90%), medical researchers and scientists (81%), and the CDC (78%).
- ✓ Their most-common sources of public health information are local TV news (63% at least occasionally), radio news (53%), and cable TV news (47%).

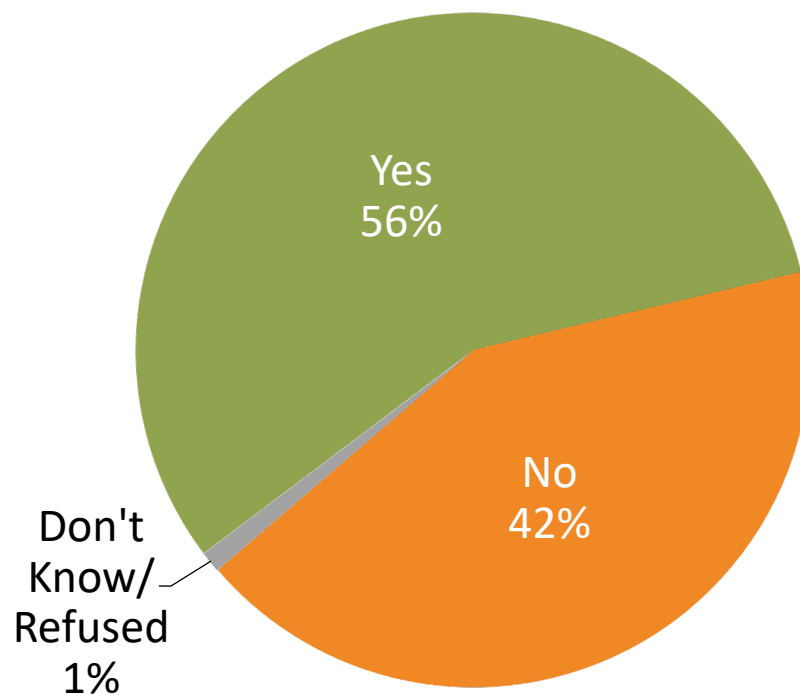
Comparing COVID-19 and the Flu Vaccines

Significantly fewer respondents got the flu vaccine than the COVID-19 vaccine.

COVID-19 Vaccine



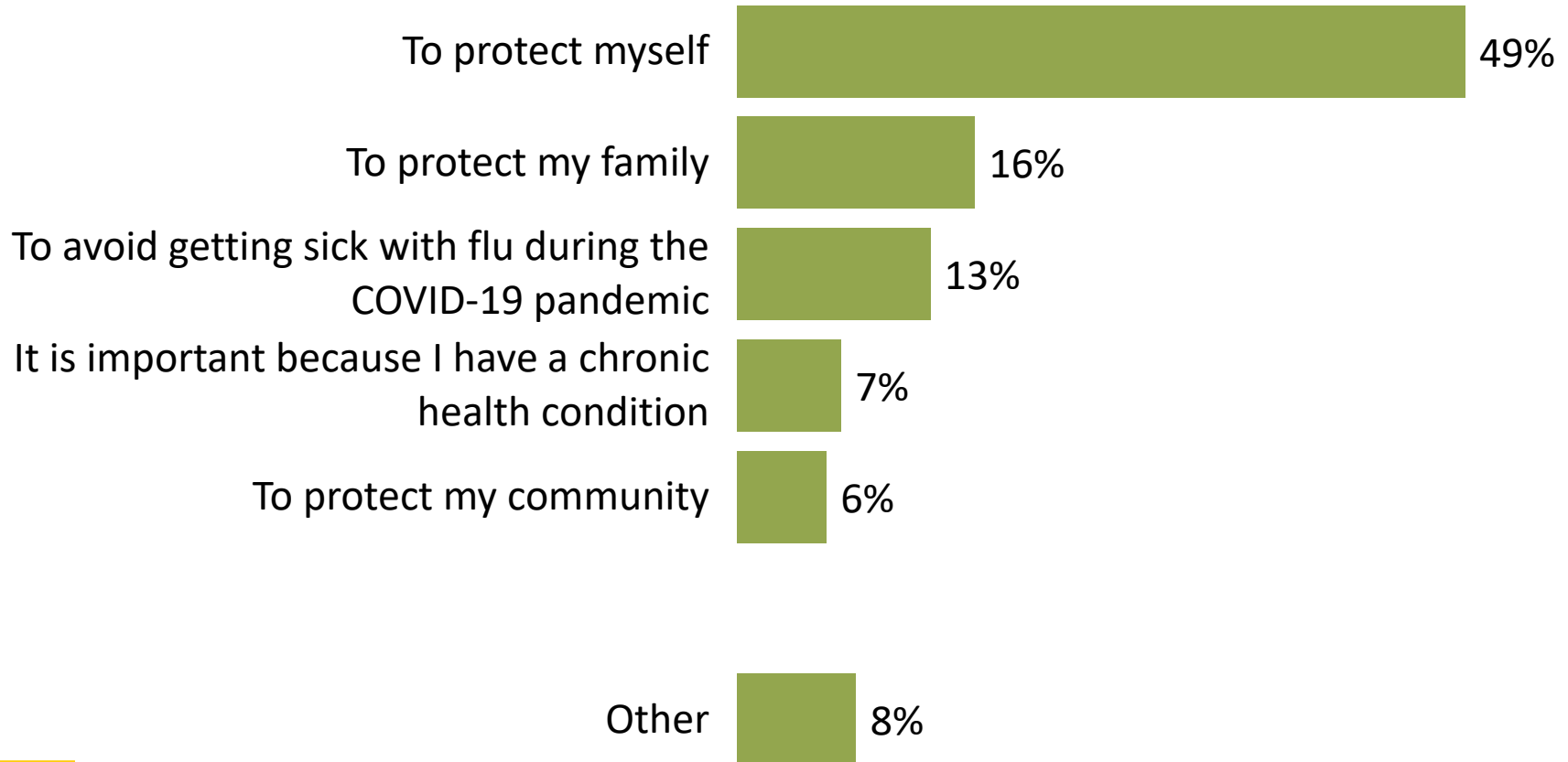
Flu Vaccine



Among those who chose to get the flu vaccine, the most common reason was to protect themselves.

Which of the following best describes reasons why you got a flu vaccine?

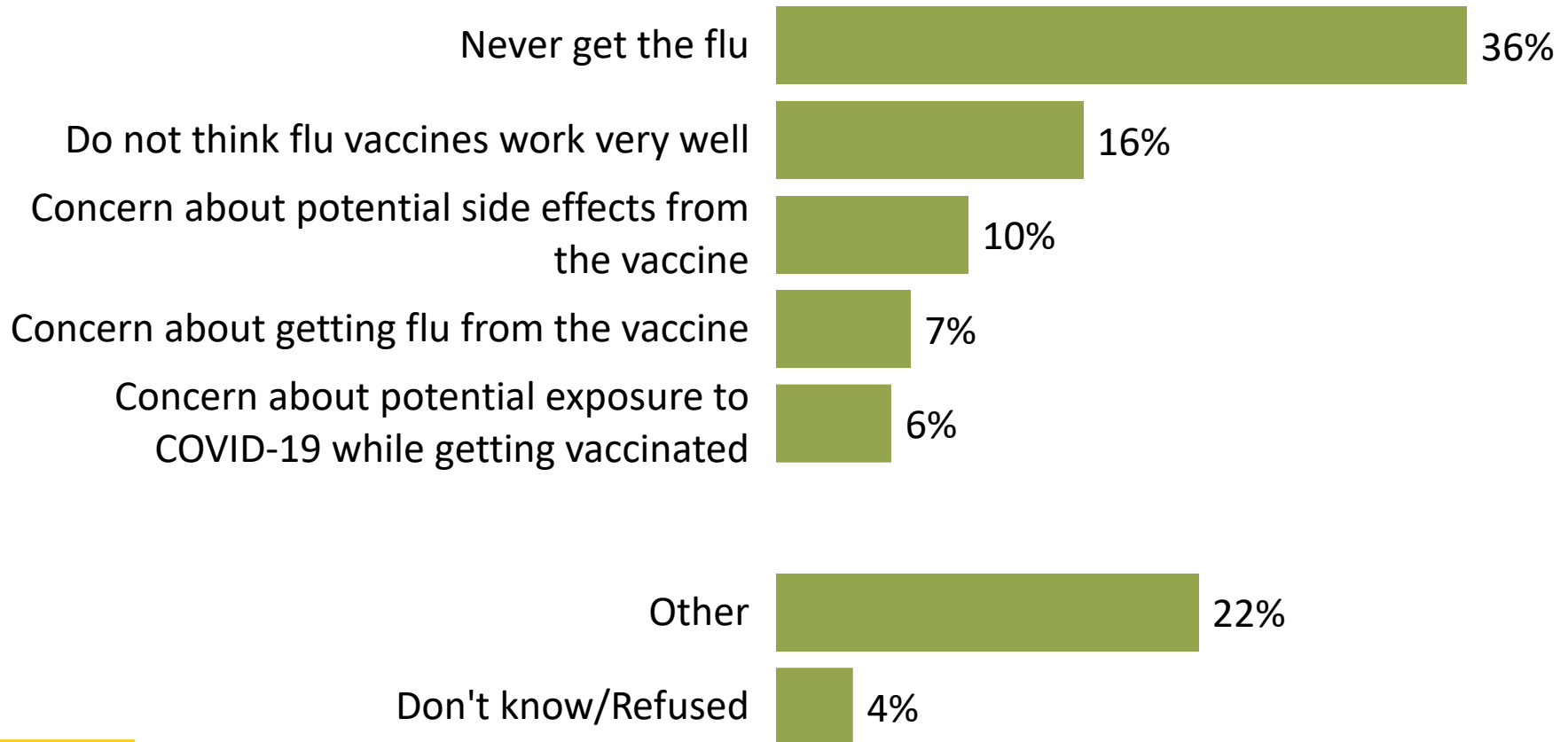
(1 Response Accepted; Asked if Received Flu Vaccine, n=2419)



In contrast, those who did not get the flu vaccine indicated that they “never get the flu.”

Which of the following best describes reasons why you did not get a flu vaccine?

(1 Response Accepted; Asked if Did Not Get Flu Vaccine, n=1821)



Conclusions

Conclusions

- ✓ Only 20% of currently unvaccinated San Diego adults are “very likely” to get the vaccine.
- ✓ Most (55%) are “not at all concerned” about getting COVID-19.
- ✓ Those unlikely to get vaccinated cite health concerns – rather than logistical barriers – as the primary reason.
 - Most unvaccinated respondents are very concerned about not knowing enough about the long-term effects, feeling that the vaccine was developed too quickly, and reports about some side effects (like blood clots) could be serious.
 - However, most said they think it would be very easy to get the vaccine for themselves, indicating that barriers such as time constraints or not knowing where to go are not significant reasons why they remain unvaccinated.
- ✓ Messages about the vaccine being free and administered by health professionals, as well as the potentially devastating health impacts of COVID-19, are persuasive.
 - Among unvaccinated residents of color, knowing that COVID-19 has had an especially severe impact among their community is also highly compelling.
- ✓ The most trusted messengers for unvaccinated residents include doctors and nurses, medical researchers and scientists, and friends and family.

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