



# SAN DIEGO COUNTY RESIDENTS' VIEWS OF COVID-19 VACCINATION

Between June 13, 2021 and June 24, 2021, FM3 Research surveyed a sample of 4,297\* San Diego County residents regarding their willingness to take the COVID-19 vaccine. The County and Community Partners are taking action [on these results](#) by tailoring messaging, creating tools, and continuing efforts to increase access to [information and resources](#) in areas with low vaccination rates, particularly those in the [Health Equity](#) priority areas.

## OVERVIEW

About **40%** of unvaccinated respondents were "very" or "somewhat" likely to get the vaccine; **54%** were "very" or "somewhat" unlikely to get the vaccine. The survey results identified three focus areas for people who were not fully vaccinated:

1



Those who still need a second dose of a COVID-19 vaccine and are highly likely to do so with follow-up.

The most common reason for not getting the second dose was that they believed they did not need a second dose because the first one will be effective enough (**33%**).

**87%** of unvaccinated respondents believe it will be **easy** to get the vaccine.

### Common Concerns on Barriers to Vaccination

- Under 50 years old: "I don't have time off work"
- 50+ years old: "Difficult to make an appointment"

2



Those who still lack full confidence in the vaccine and are likely to get vaccinated after consultation with a trusted messenger, typically a nurse or doctor.

### Top Concerns About the COVID-19 Vaccine

- Unknown long-term effects (**80%**).
- The vaccine was rushed and developed too quickly (**63%**).
- Some side effects, like blood clots, could be serious (**62%**).

(Percent of unvaccinated respondents who reported they were extremely or very concerned)



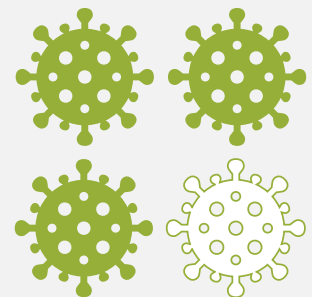
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Those who do not currently plan to get vaccinated, more from an ideologic perspective rather than a matter of information or access.

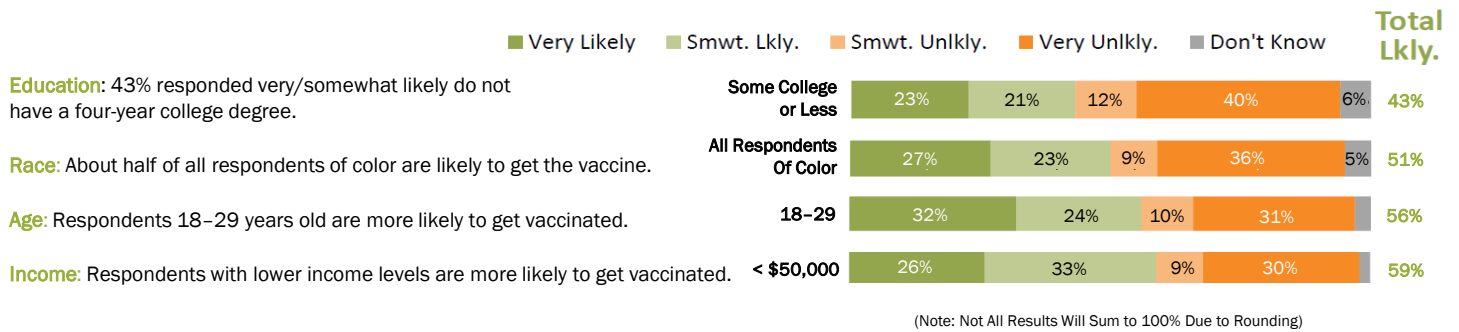
# Over 3 out of 4

unvaccinated respondents are not concerned or a little concerned about getting COVID-19. Of this group, the majority (**66%**) are unlikely to get the COVID-19 vaccine, regardless of the message or messenger.



# KEY FINDINGS

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



### Attitudes towards getting children vaccinated differ depending on vaccination status of the respondent.

- **76%** of **vaccinated** respondents want the children in their household to be vaccinated.
- **31%** of **unvaccinated** respondents want the children in their household to be vaccinated.

# OPPORTUNITIES FOR ACTION

- Working with physicians' offices, clinics, and other healthcare providers to identify those needing their second dose and providing timely and accurate information.
- Reaching communities with lower vaccination rates and providing appropriate, accurate messaging, as well as immediate access to vaccines.
- 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).

### Trusted Messengers



Doctors and nurses (68%) were the most trusted messengers followed by friends and family (61%).

### Information Sources



Local (50%) and cable news (49%) are the most frequent sources of public health information, followed by news apps (47%) and social media (47%) such as Instagram, Twitter, and Nextdoor.

### Vaccination Locations



The doctor's office (50%) is the preferred place to get the vaccine, followed by a pharmacy (28%).

## Top Convincing Messages as Reasons to Get the COVID-19 Vaccine

- **Most Convincing Message:** 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.\*
- 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.
- 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.

\*Message was asked for People of Color.

Messages were more convincing among People of Color and less convincing with higher levels of education and income.