

# OHA COVID Vaccine Research

January 2021



## Research purpose

- Assess willingness to get vaccinated for COVID-19
- Identify attitudes and concerns about a COVID-19 vaccine
- Explore reactions to messages about reasons to get vaccinated

# Methodology

- Online survey of n=830 Oregonians, including oversample of n=218 people of color
- Conducted January 4–14, 2021; 14 minutes to complete
- Quotas and weighting by age, gender, ethnicity, area of state, and education ensure results are representative of the state
- Margin of error  $\pm 3.4\%$
- Due to rounding, some totals may differ by  $\pm 1$  from the sum of separate responses

## Key takeaways

- Willingness to get the vaccine has remained steady since December.
  - About 4 in 10 definitely will get vaccinated (1% already have)
  - About 2 in 10 definitely will not get vaccinated
- A strong majority, 73%, say it makes no difference to them that the vaccine requires two doses.
- Those who plan to definitely get the vaccine also plan to do so as soon as it is available to them.

## Key takeaways

- Top concerns about the COVID-19 vaccine are about the side effects, effectiveness, and safety. This is also the information Oregonians say they most want to hear about the vaccine.
- Protecting others, avoiding COVID, and protecting one's self are the most common motivations to get the COVID-19 vaccine.

## Key messaging takeaways

- People who have first-hand experience with COVID-19 or the vaccine are seen as effective influencers.
- Friends and family also exert influence when it comes to willingness to get vaccinated for COVID-19.
- Messages that the COVID-19 vaccine is effective and will stop the virus are seen as convincing reasons to get a vaccine.

## Key messaging takeaways

- When asked to choose one message, Oregonians identify *freedom to return to normal life and recommendations from doctors and medical scientists that the vaccine is the most effective way to stop the virus* as most convincing.
- Messages that address side effects and the development of the vaccine are largely seen as believable.
  - The message you cannot get sick from the vaccine is less believable and less convincing.

## Key messaging takeaways

- After hearing information that it will be several months before the COVID-19 vaccine will be available to most people, over 3 in 10 Oregonians expect to be more cautious in the next few weeks.
- A message to *keep our guard up* appears more effective at encouraging vaccine hesitant Oregonians to be more cautious in the next few weeks.



**Willingness to get COVID-19 vaccine**

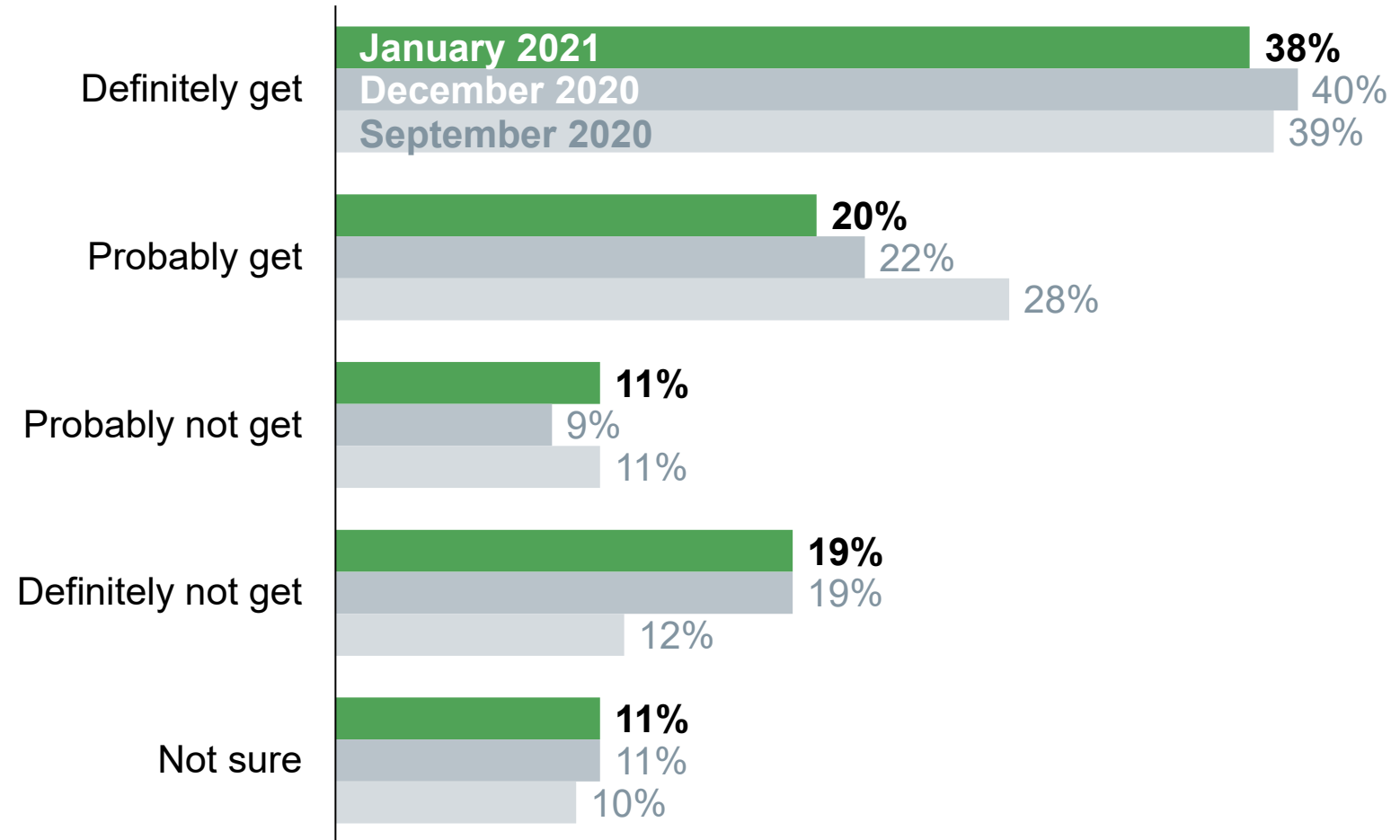


**6 in 10**

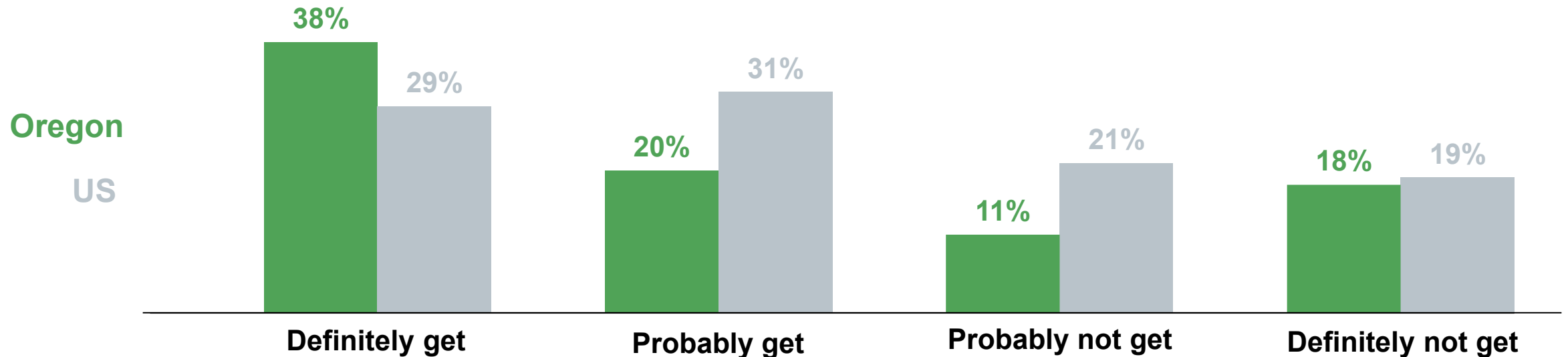
Are likely to get vaccinated for  
COVID-19.

# Willingness to definitely get vaccinated has not shifted since December, as the vaccine has rolled out.

1% have already been vaccinated



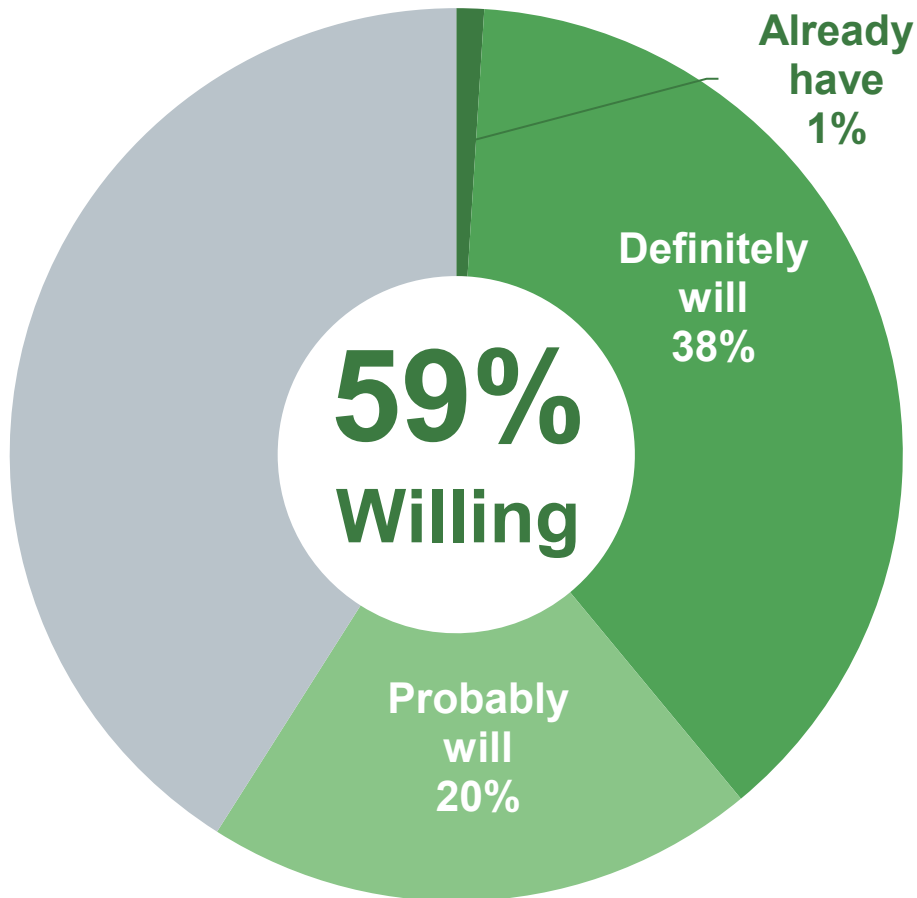
# Oregonians are more likely than other Americans to definitely get the vaccine.



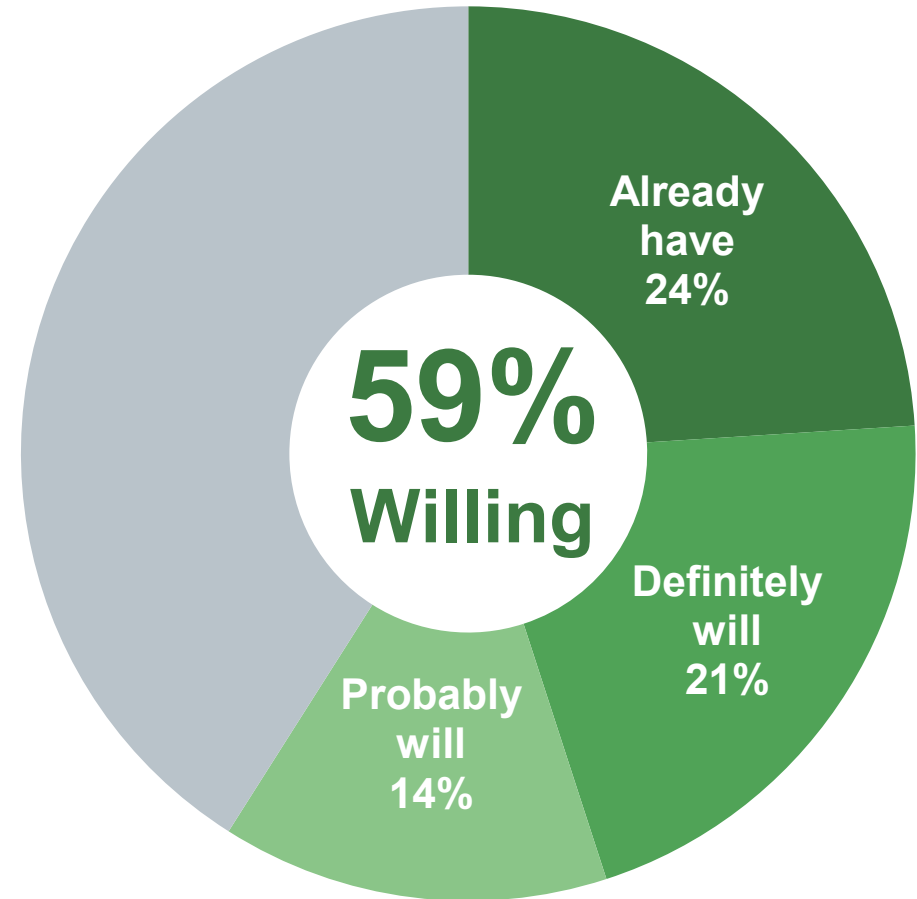
US data: Pew, Nov 18-29, 2020

# Overall, willingness to get a COVID-19 vaccine is comparable to willingness to get the flu vaccine.

## Willingness To Get the COVID-19 Vaccine

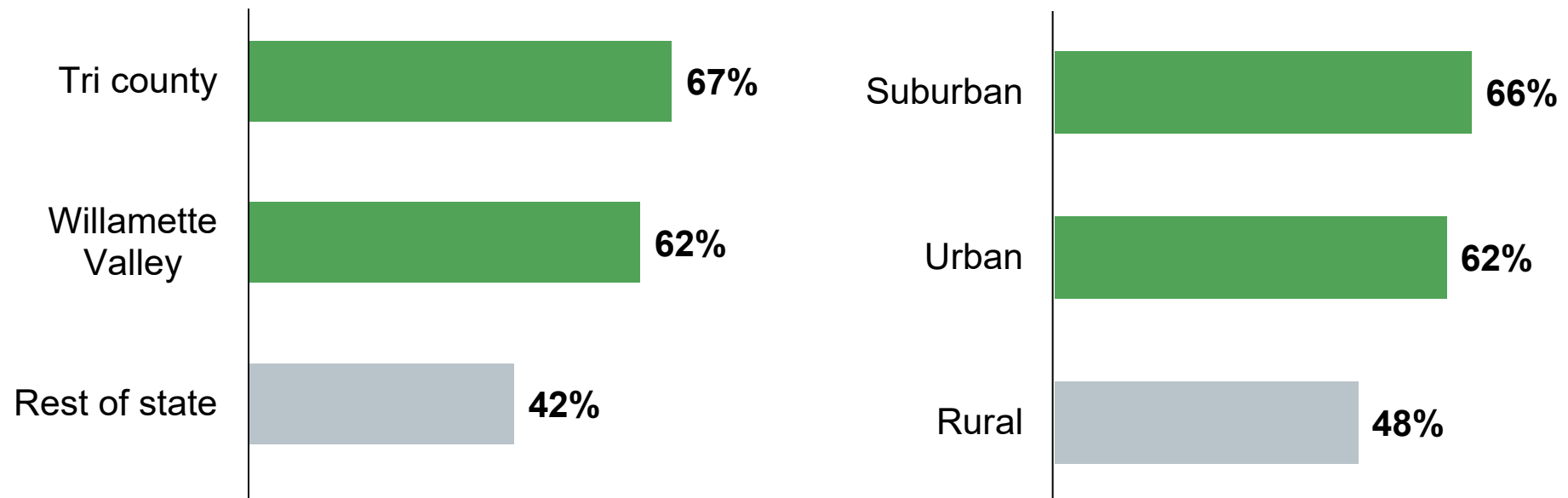


## Willingness To Get the Flu Vaccine



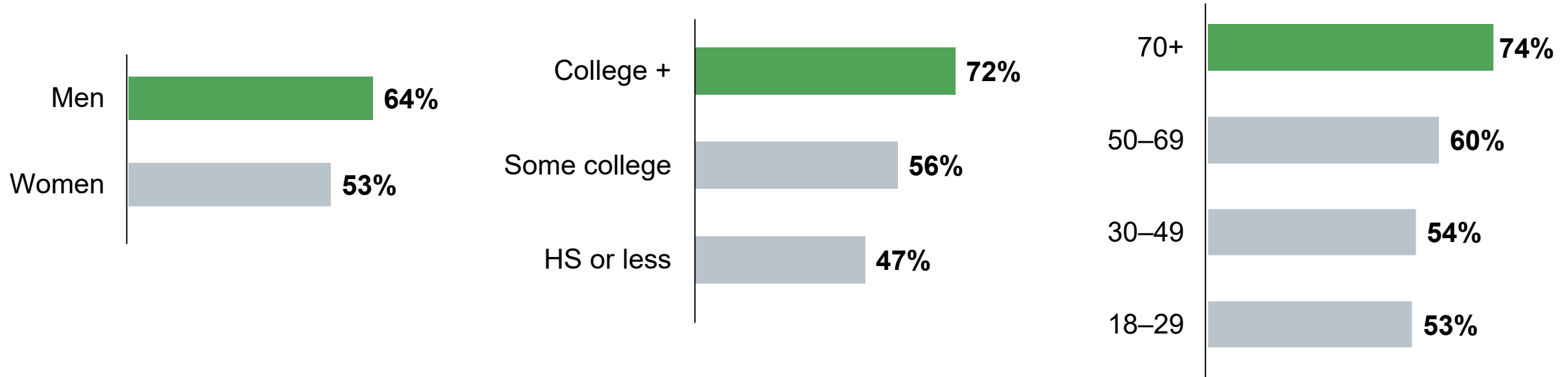
# Willingness to get vaccinated varies by location: Tri-county residents, Willamette Valley residents, and Oregonians living in suburban or urban communities are more willing to get vaccinated.

## Definitely or probably get COVID-19 vaccine



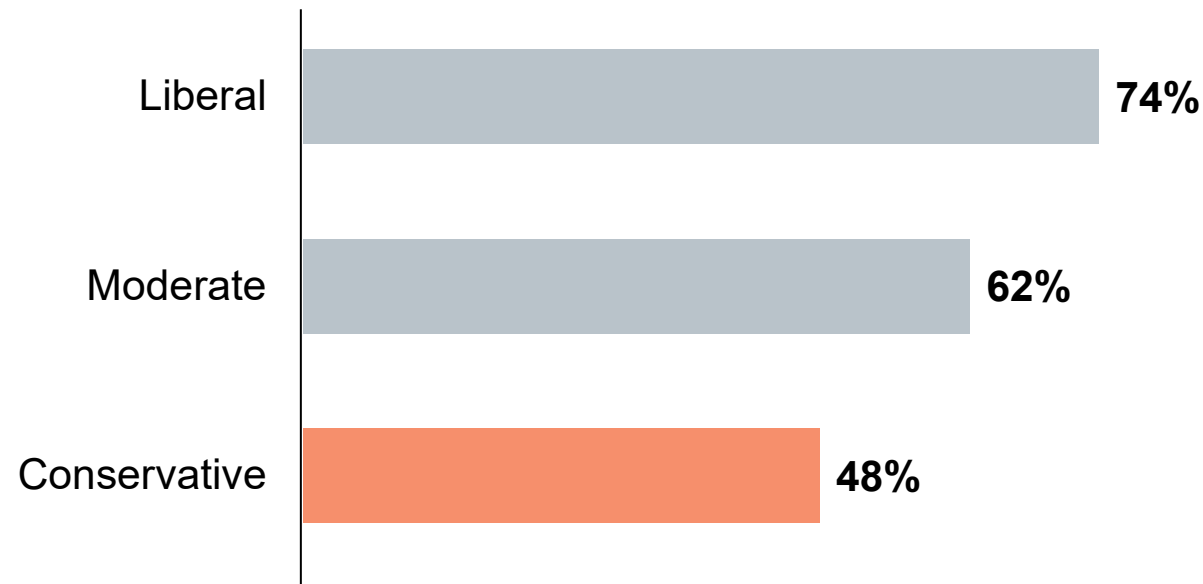
# Men, Oregonians with a college degree, and older Oregonians are more willing to get vaccinated.

## Definitely or probably get COVID-19 vaccine



# Ideological differences continue to shape COVID-19 attitudes: conservatives are less willing to get vaccinated.

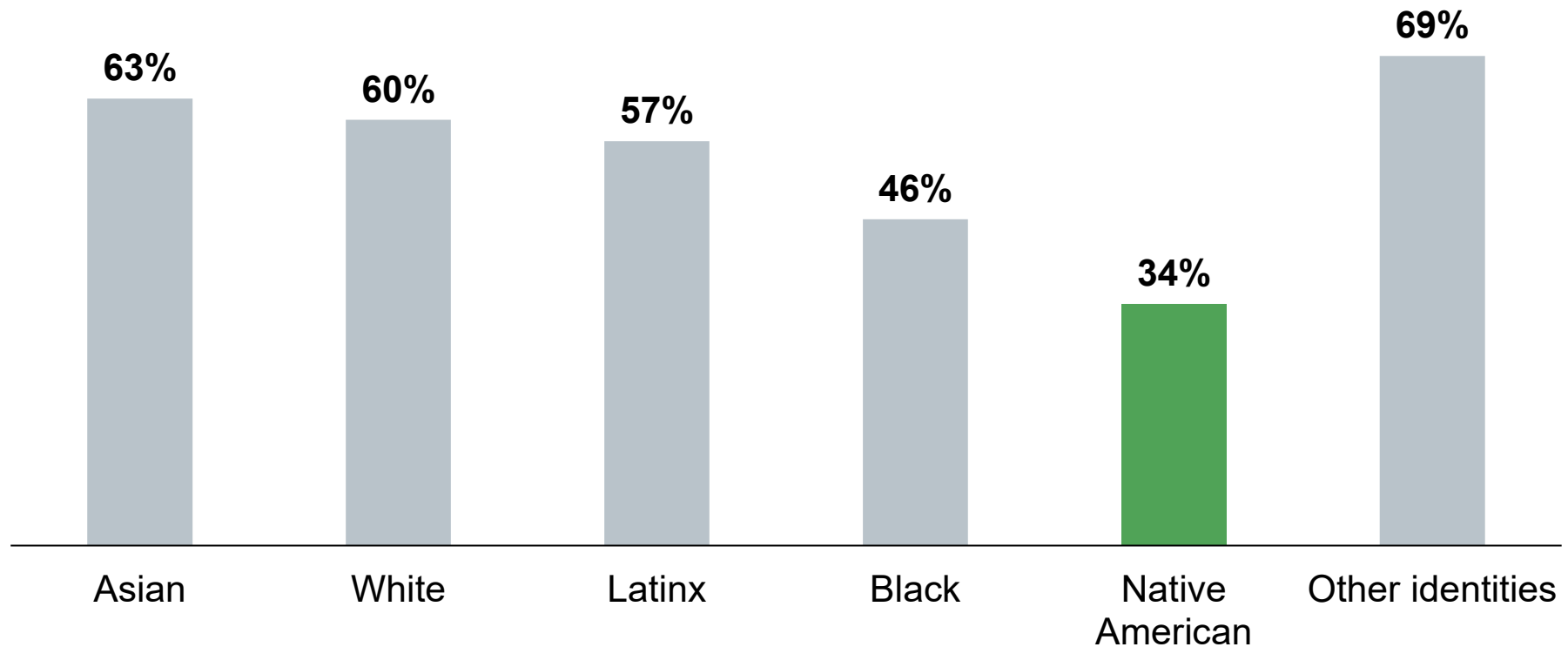
## Definitely or probably get COVID-19 vaccine



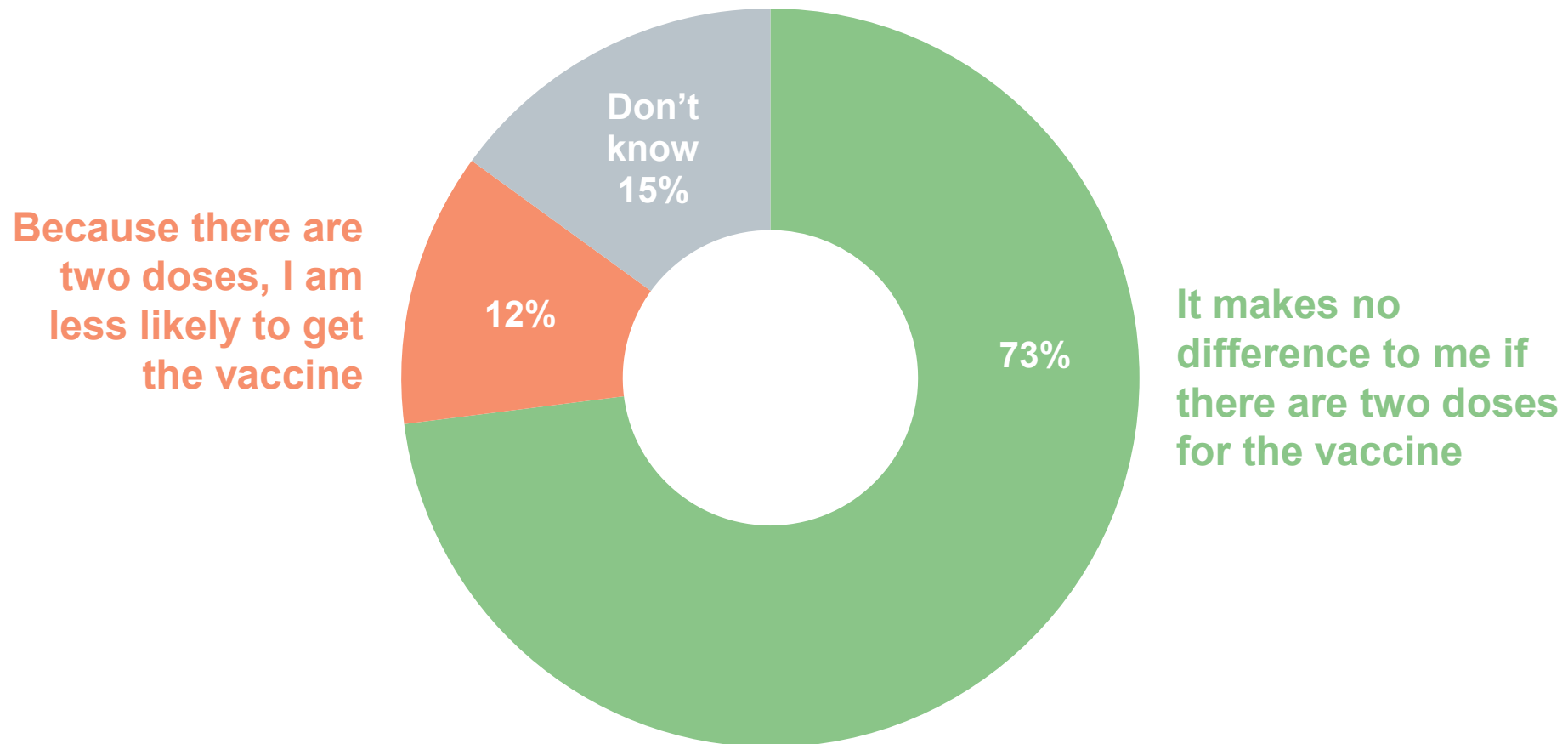


# Native American residents are least willing to be vaccinated.

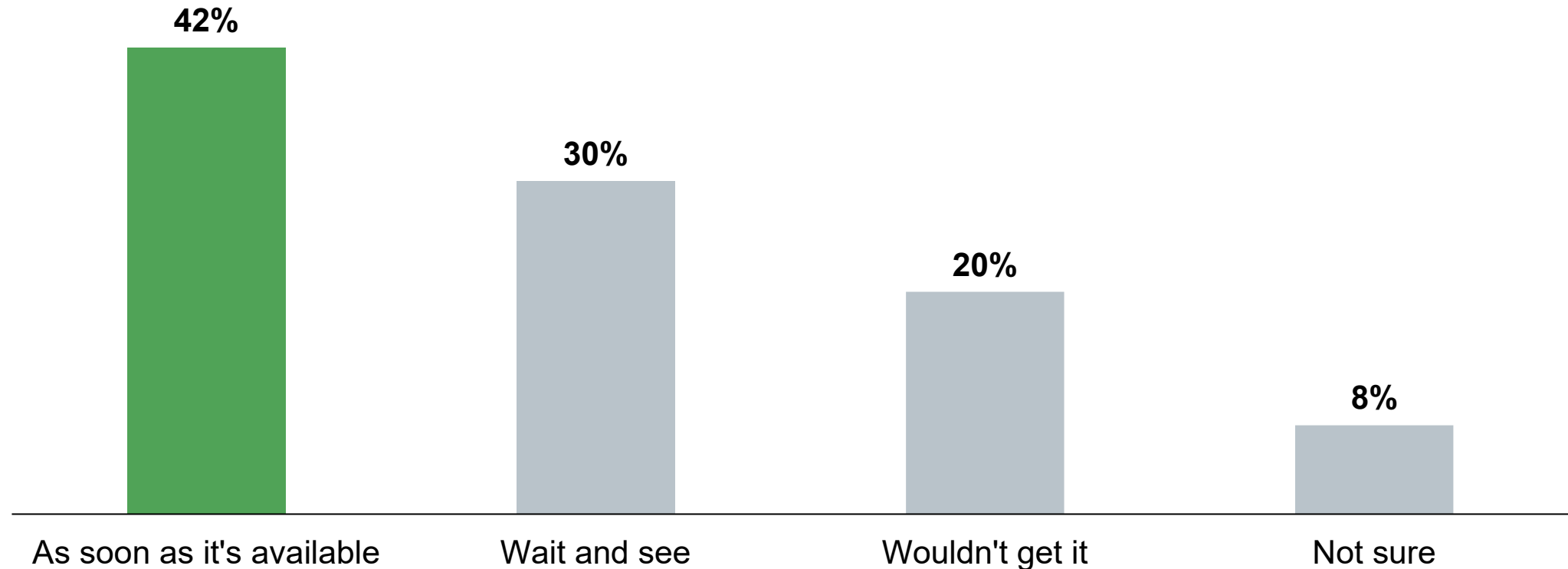
Definitely or probably get COVID-19 vaccine



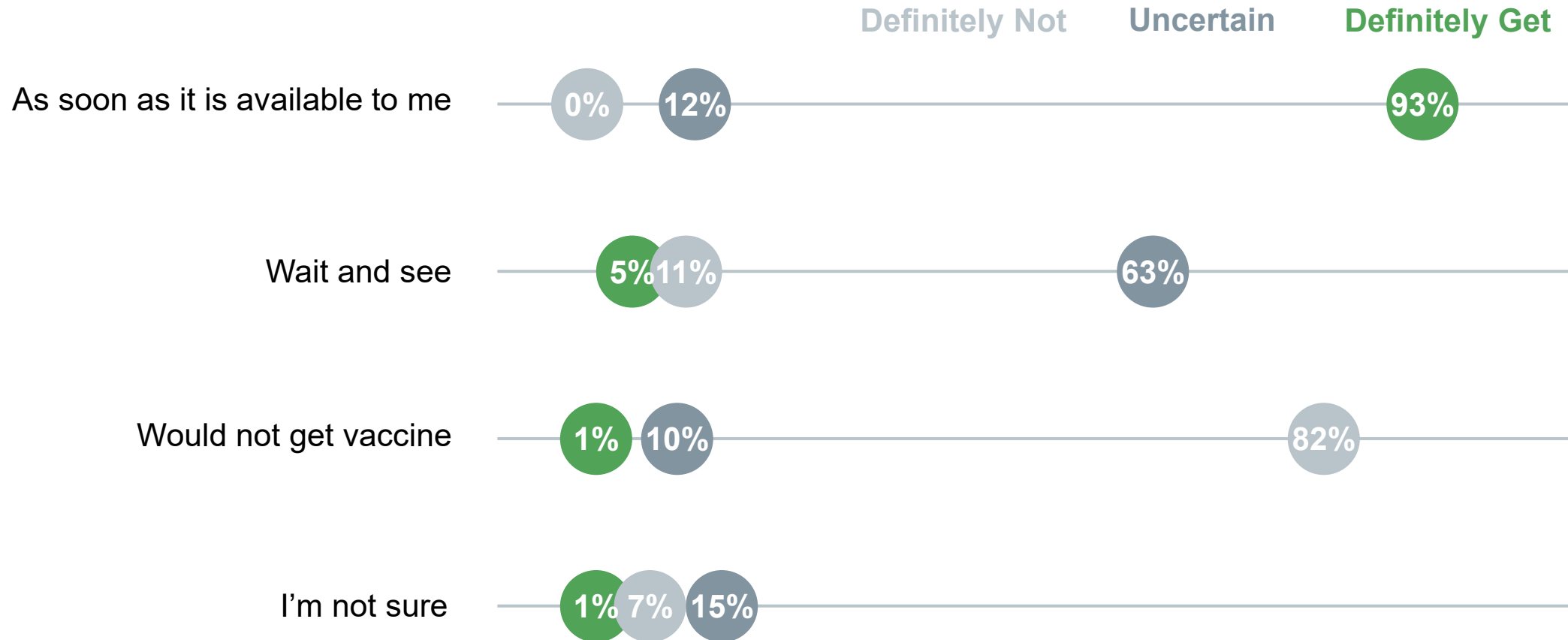
# Over 7 in 10 Oregonians say that having two doses of the vaccine does not make a difference to them.



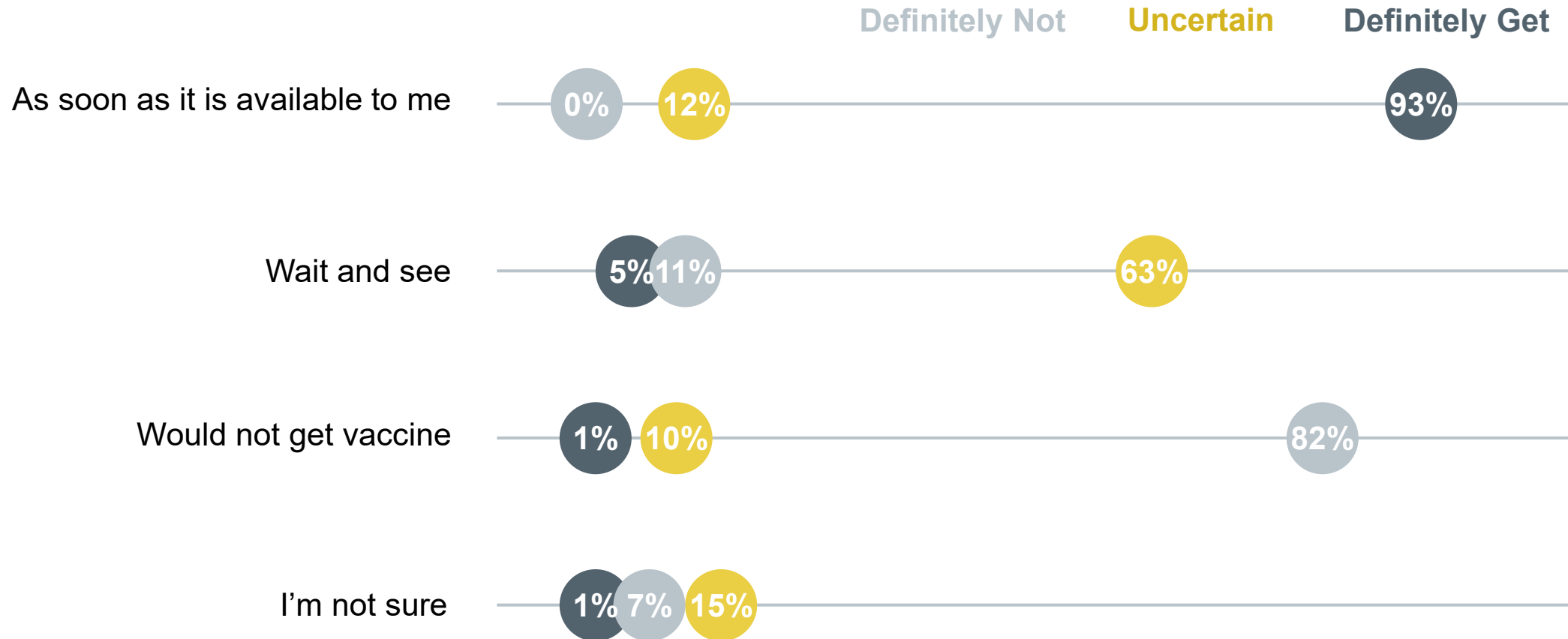
**When asked to consider when they would get the vaccine, over 4 in 10 Oregonians plan to get it as soon as it is available to them.**



# Those who have decided to get the vaccine will do so immediately.

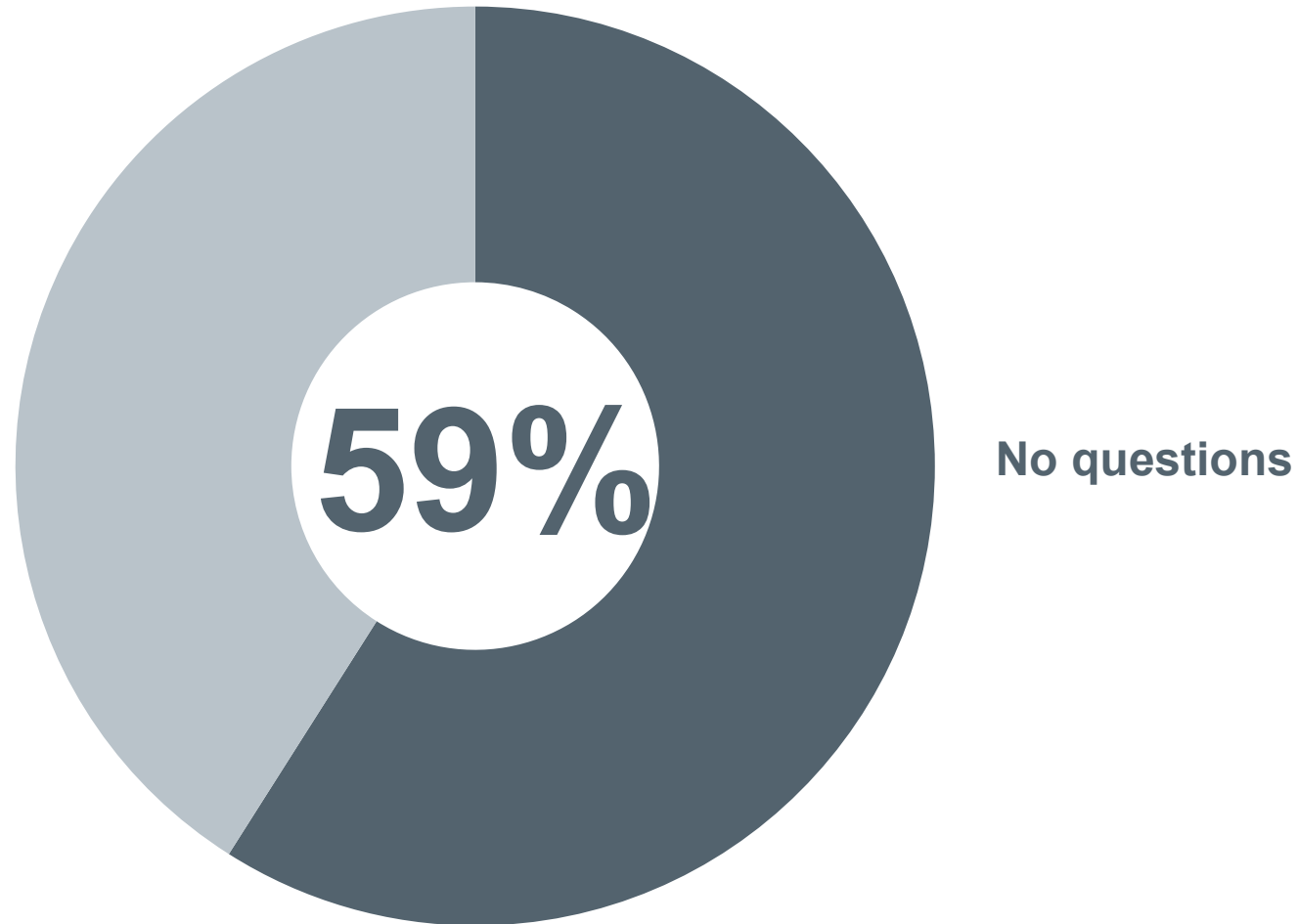


# Those who are uncertain about getting the vaccine plan on waiting.



# Questions about COVID-19 vaccine

# Over half of Oregonians say they have no questions about the COVID-19 vaccines.



**Those who do have questions are most concerned about side effects, effectiveness, and safety of COVID-19 vaccines.**

**19% Side effects**

**12% Effectiveness: new strains, longevity**

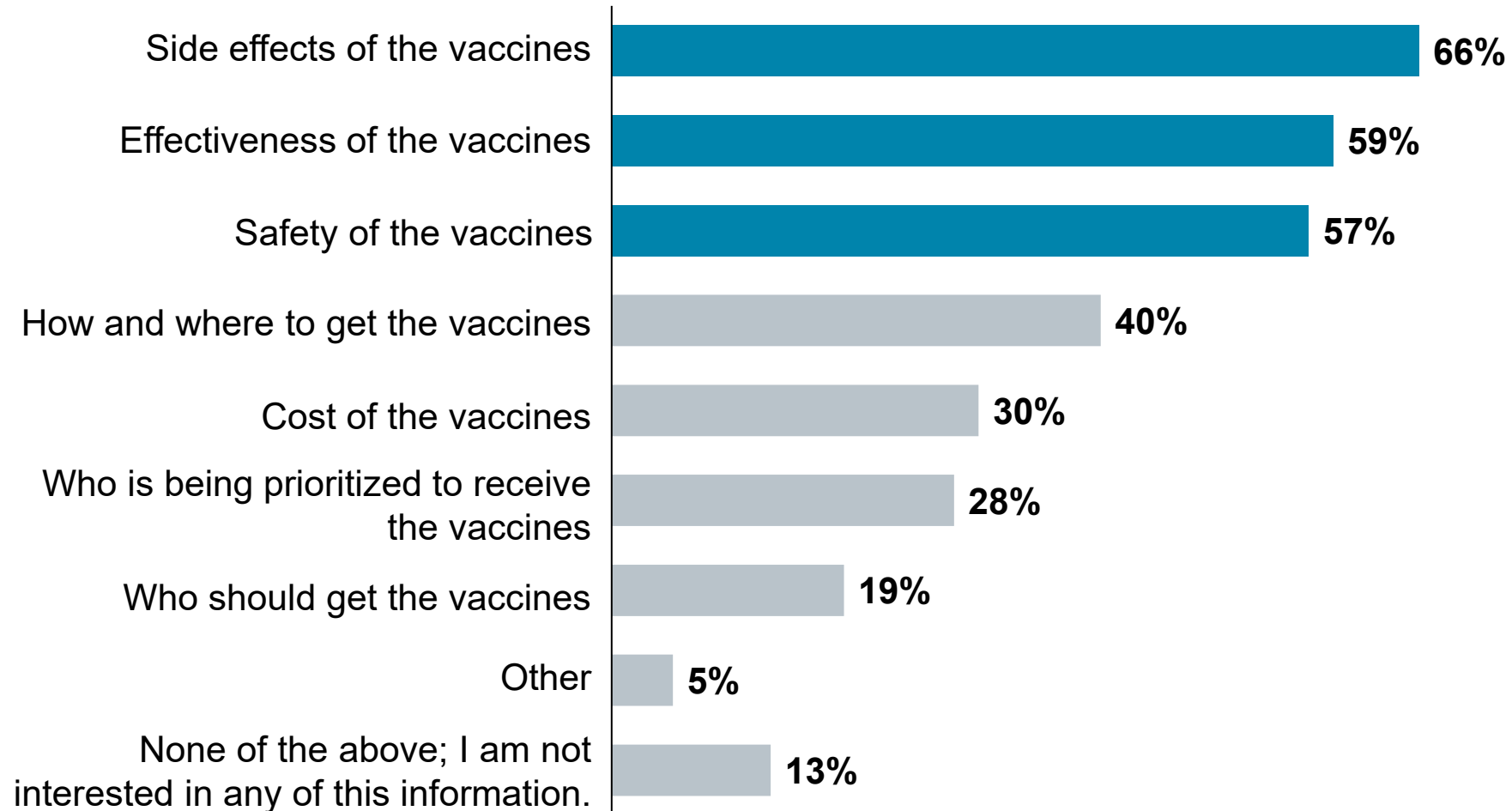
**11% Safety**

**6% Concerns over quick development, EUA, enough testing**

**5% Long-term effects**



# Oregonians most want to hear information about side effects, effectiveness, and safety.



# **Reasons to get or not get vaccinated for COVID-19**

**Protecting others is a top motivator to get the COVID-19 vaccine, although desire to protect one's self is comparable to the desire to protect others.**

**24% Protect others**

**19% Avoid COVID, illness, death**

**18% Protect self, get immunity**

**16% Eliminate COVID, herd immunity**

**8% Age or underlying conditions**

# Concerns about side effects is the most common reason Oregonians would not get vaccinated.

**25%** Side effects

**10%** Developed too quickly, not enough testing or research

**8%** Ineffective, won't protect from COVID, new strains

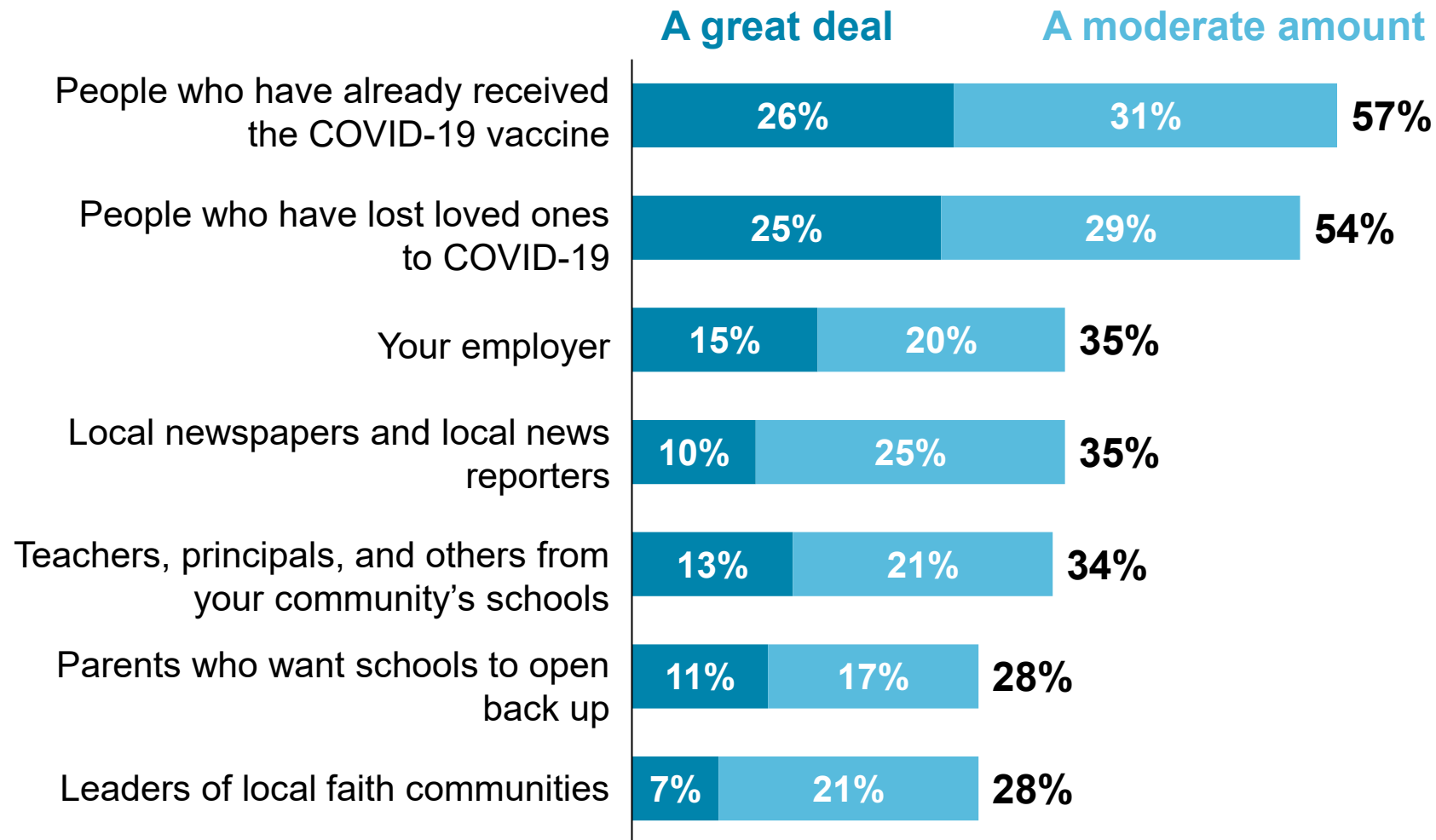
**7%** Safety concerns

**6%** Mistrust vaccines (general)

**6%** Allergies/ medical conditions

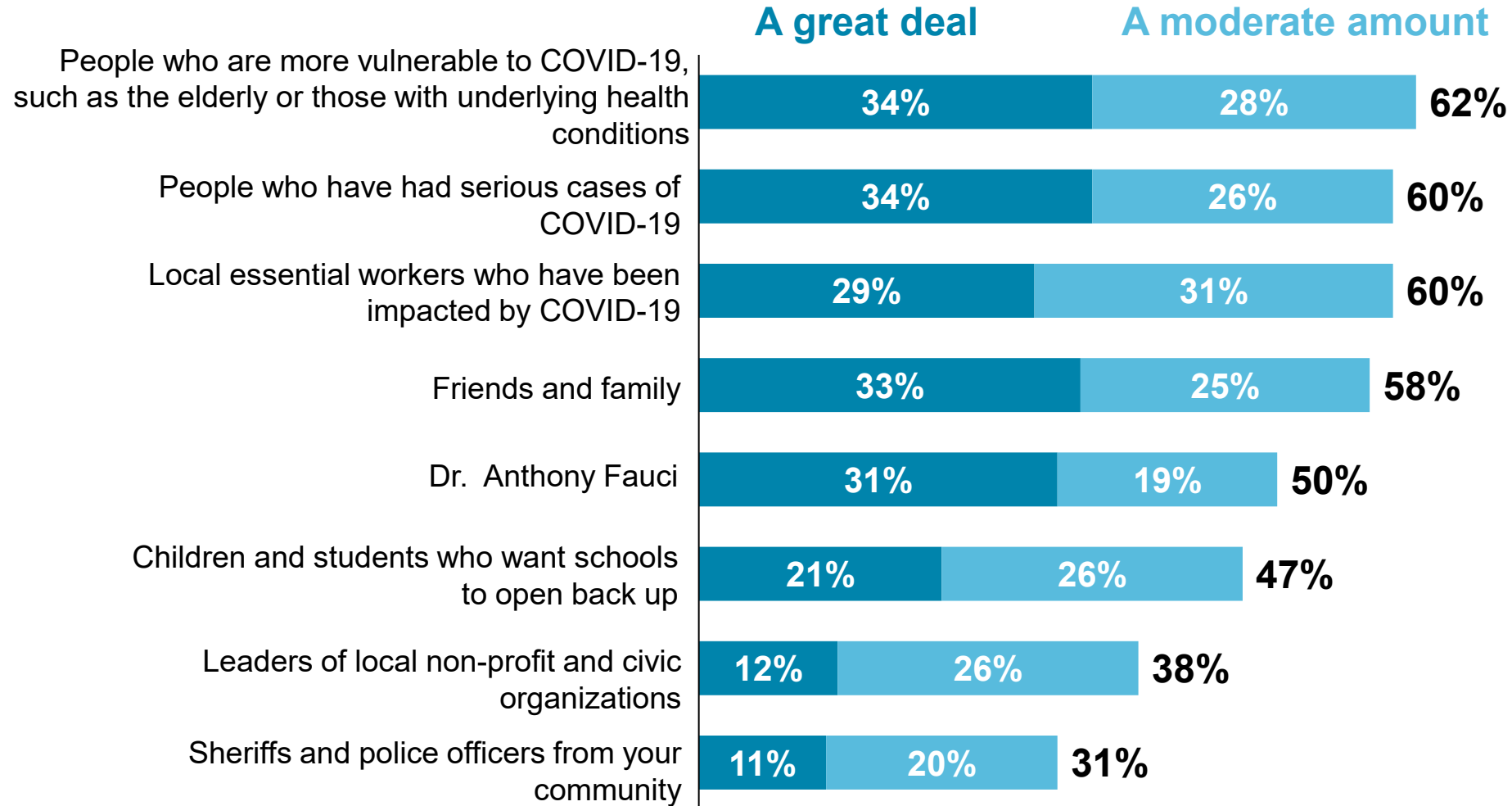
# Messengers

# Those who have already gotten the COVID-19 vaccine or have lost loved ones to the disease are influential messengers.



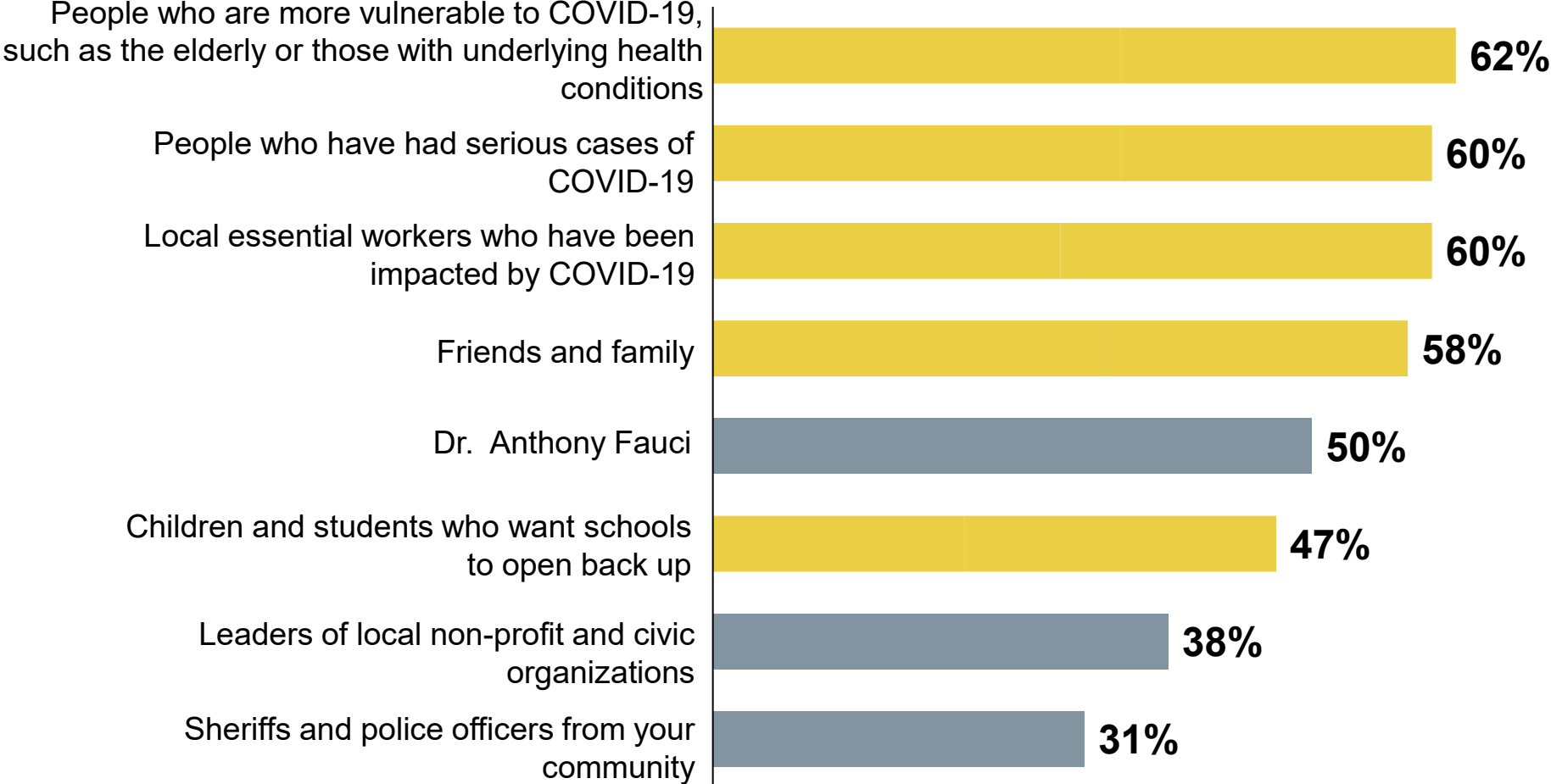
Split A n=415

# People who are vulnerable to COVID-19 or have been impacted by the disease are also influential messengers.



Split B n=415

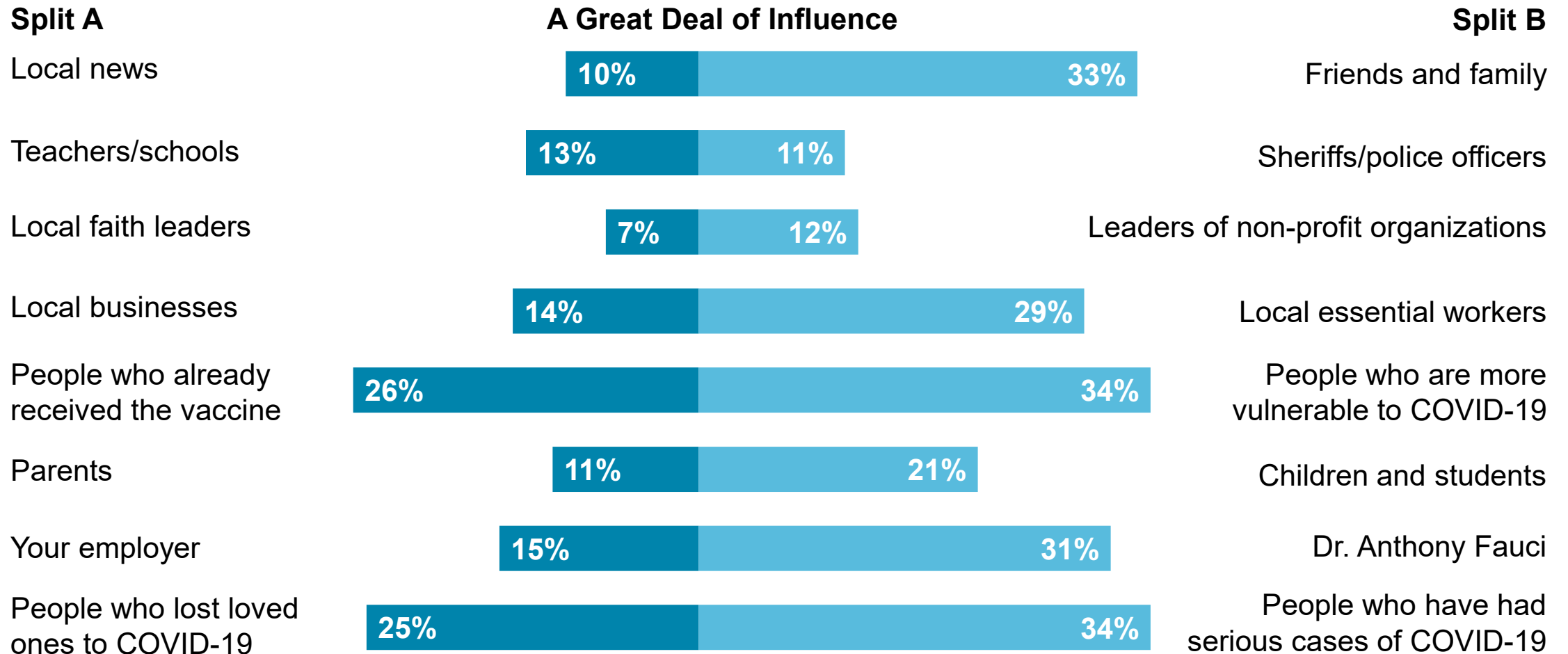
# Overall, **everyday people** – or people like themselves – are rated as more impactful than experts or leaders.



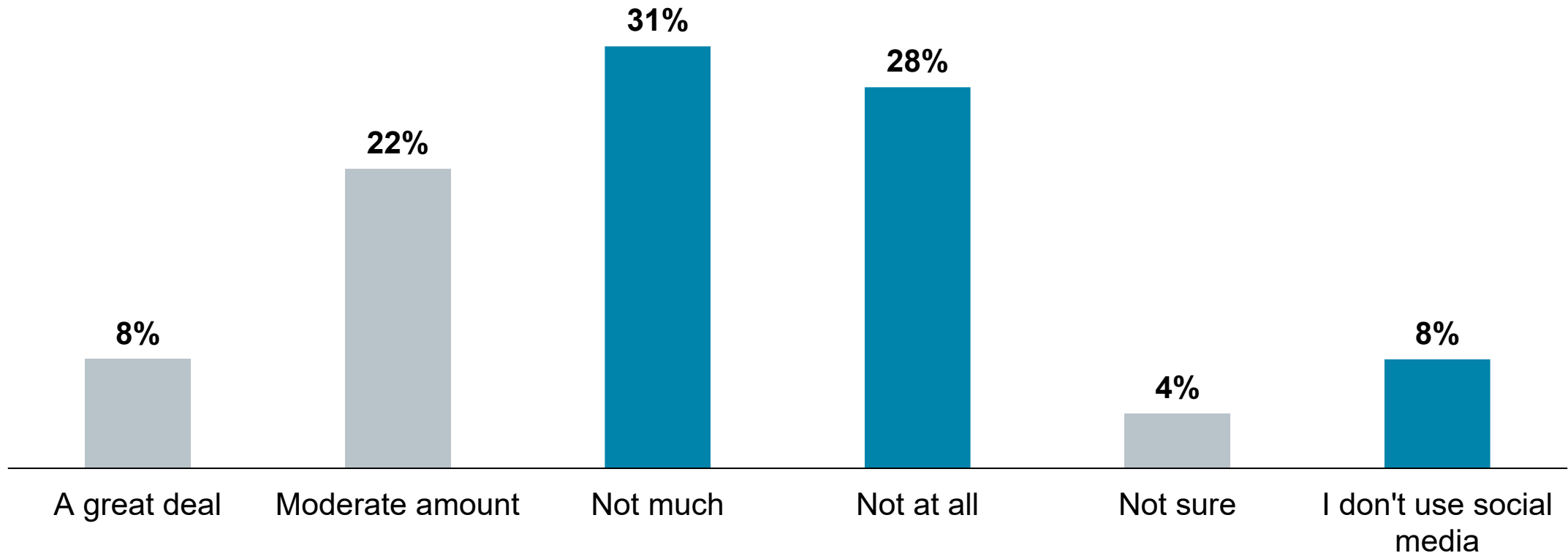
Split B n=415



# The messengers tested in Split B are rated as more influential, although it may be that by chance those in Split B are more open to information about getting vaccinated.



# Oregonians indicate they do not put much trust, if any, in information they see about COVID-19 on social media.



# Messages

# Majorities found all the messages at least somewhat convincing; themes that vaccines are *effective* and will *stop the spread* resonated most.

## Split A

## Split B

### Very + somewhat convincing

We have to find a better way to stop the virus than what we are doing now. Vaccines are the most effective way to do so



We have to find a better way to stop the virus than what we are doing right now. Vaccines are the most effective way to do so

When enough people have the vaccine, the virus won't spread and our communities will be safer



Doctors and medical scientists say the vaccine is the safest and most effective way to stop the spread of the virus

The COVID-19 vaccine doesn't inject the virus into the body. Instead, this vaccine activates your body's natural defense system to stop the disease



The vaccine activates our body's natural defense system to stop the disease

We do not know the long-term impacts of getting COVID-19. It is better to get the vaccine to protect myself than to risk getting the virus



Thousands of doctors and nurses are lining up to get the vaccine. They say the vaccine will protect people from this deadly virus

Once people get vaccinated, we will be free to see our loved ones, celebrate holidays together and get back to normal life



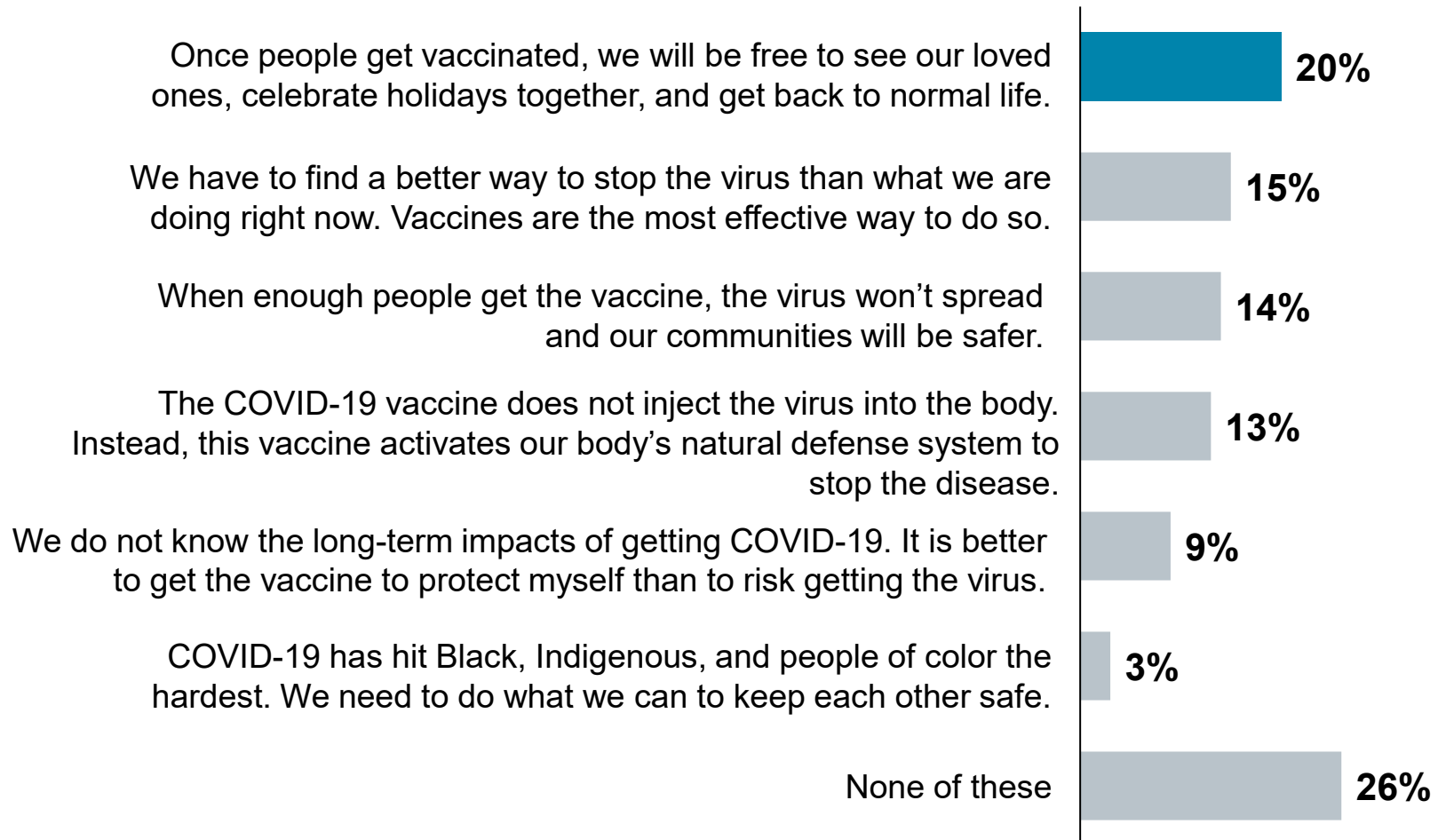
Once people get vaccinated, we will be free to open up businesses and schools again and get back to normal life

COVID-19 has hit Black, Indigenous, and people of color the hardest. We need to do what we can to keep each other safe



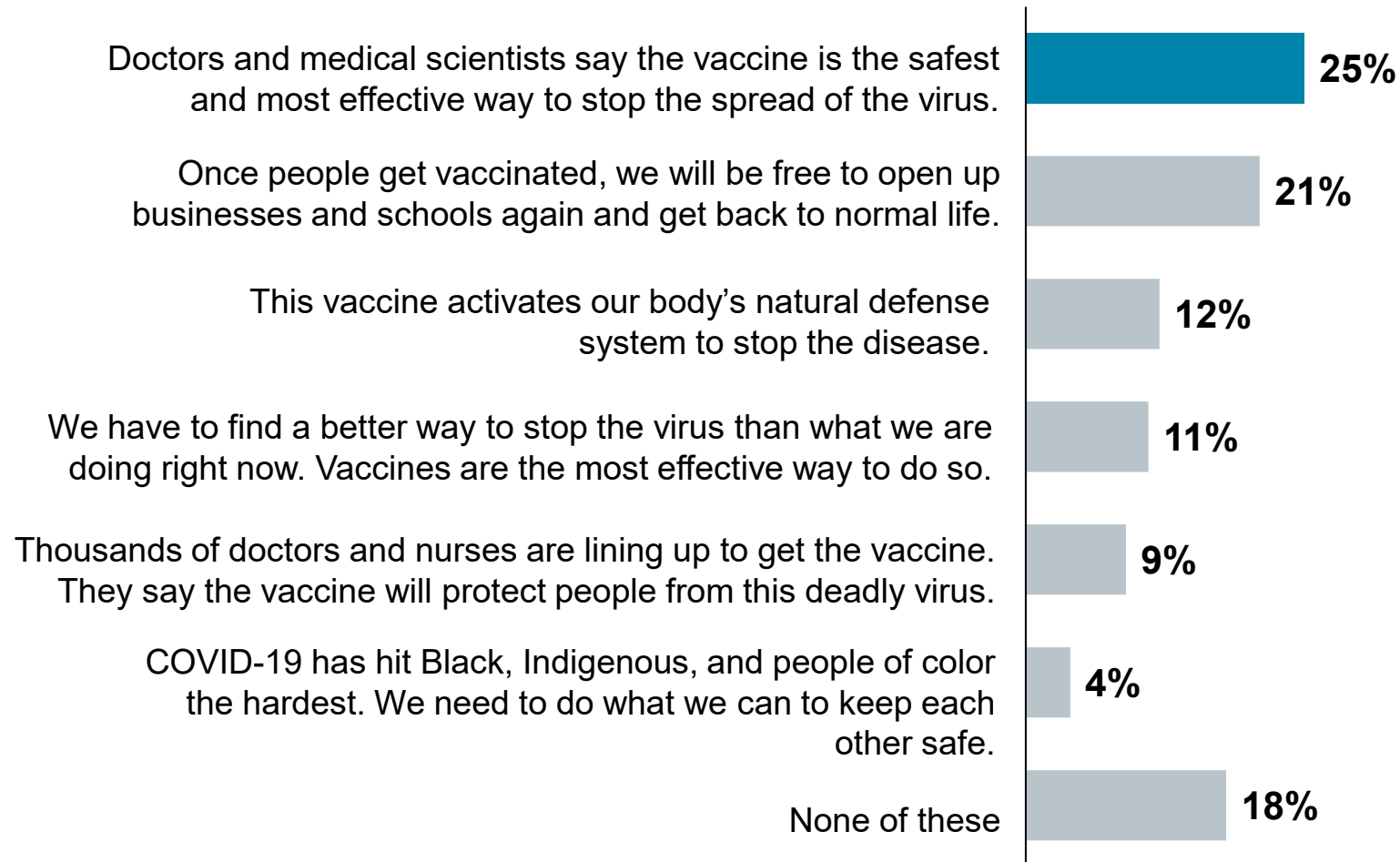
COVID-19 has hit Black, Indigenous, and people of color hardest. We need to do what we can to keep each other safe

# When asked to pick the most convincing message, those in Split A chose the message that vaccines provide freedom to return to normal life.



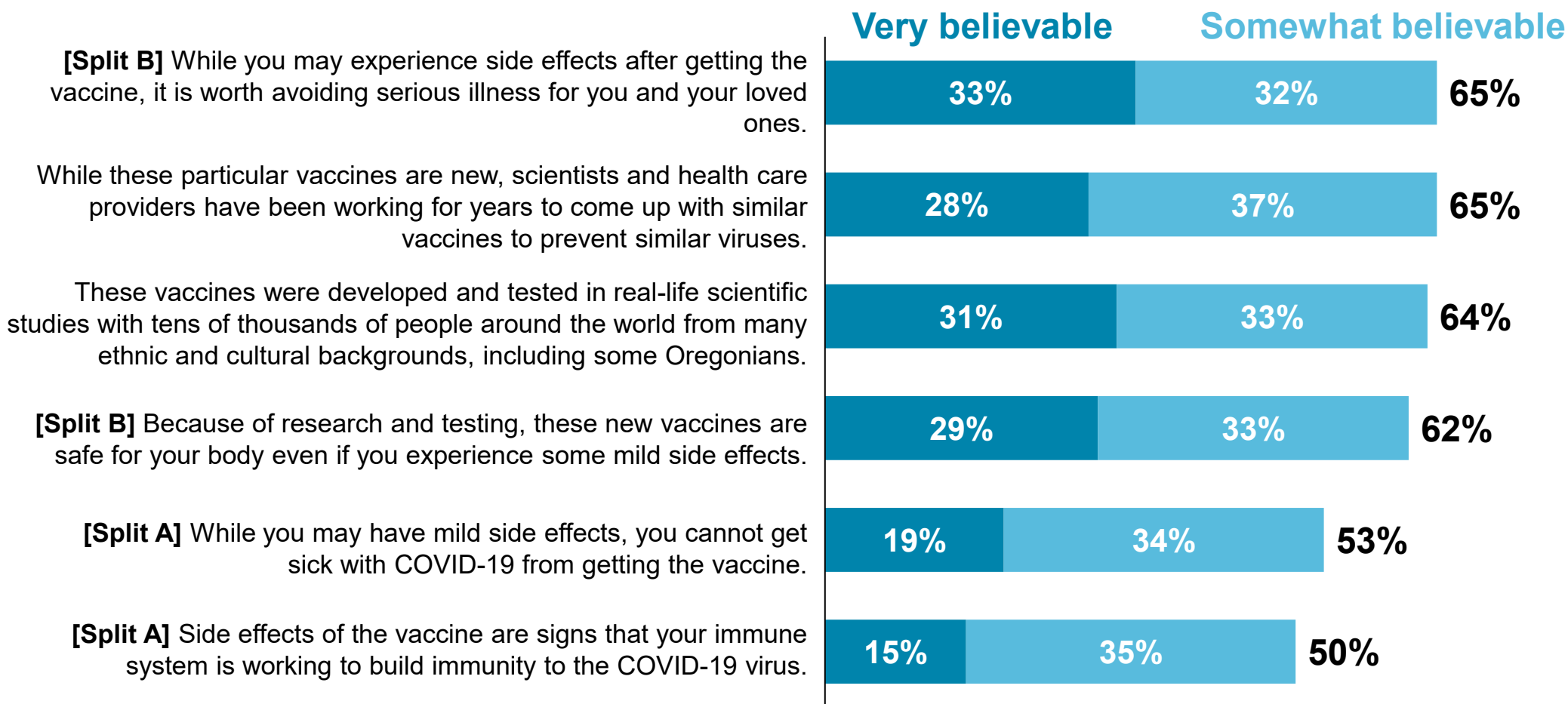
*Split A n=415*

# When asked to chose one message, those in Split B found doctors and scientists' recommendations most convincing.



*Split B n=415*

# Oregonians find multiple statements believable about side effects and the development of the vaccine; it is less helpful to state side effects will occur or how to interpret side effects.



# Oregonians are split as to which message best addresses their concerns, although the message *you cannot get sick from the vaccine* did least well.

## Split A

These vaccines were developed and tested in real-life scientific studies

Scientists and health care providers have been working for years to come up with similar vaccines to prevent

Side effects of the vaccine are signs that your immune system is working to build immunity to the COVID-19 virus

While you may have mild side effects, you cannot get sick with COVID-19 from getting the vaccine

None of these

I don't have any concerns

## Best Addresses Your Personal Concerns



## Split B

These vaccines were developed and tested in real-life scientific studies

Scientists and health care providers have been working for years to come up with similar vaccines to prevent

Because of research and testing, these new vaccines are safe for your body even if you experience some mild side effects

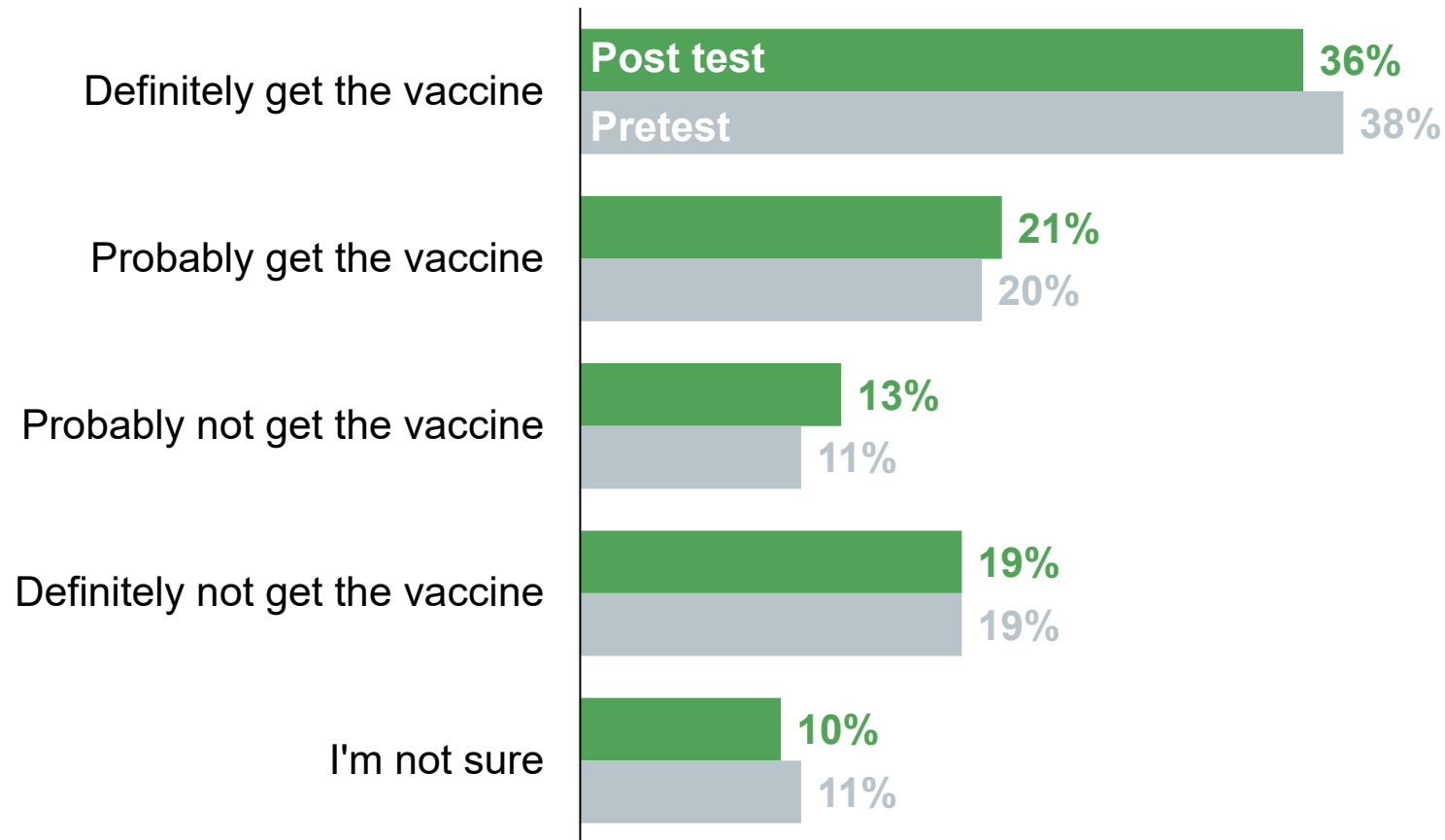
While you may experience side effects after getting the vaccine, it is worth avoiding serious illness for you and your loved ones

None of these

I don't have any concerns



# Willingness to get vaccinated did not change after hearing more information in the survey.



## After reading that it would be months before vaccination is available, participants read one of three mindset messages.

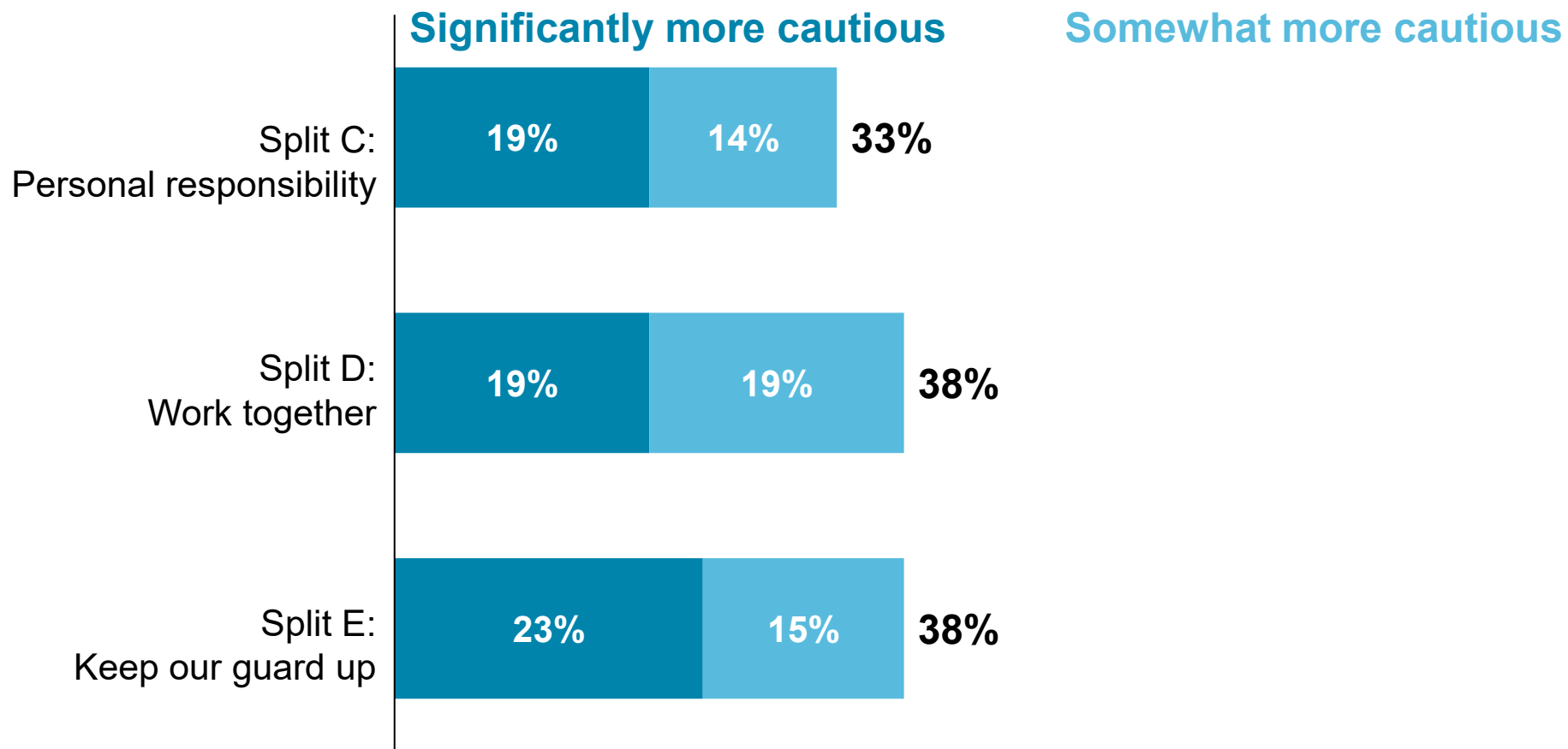
**All:** We have spent months living with this pandemic and it will be months before vaccination is available to everyone. While health care workers and nursing home residents get the vaccine, everyone else will be asked to continue to wear masks, avoid large gatherings, and maintain physical distance for several months.

**Split C:** If everyone takes personal responsibility to help stop the virus from spreading, I'll soon have the freedom to do the things I want to do in my life.

**Split D:** This has been a very challenging year but our efforts to slow the spread of the virus are making a difference. We should all keep working together to keep our community safe.

**Split E:** The threat of this deadly virus is still very real. We have to keep up our guard to prevent getting infected or infecting our friends and family.

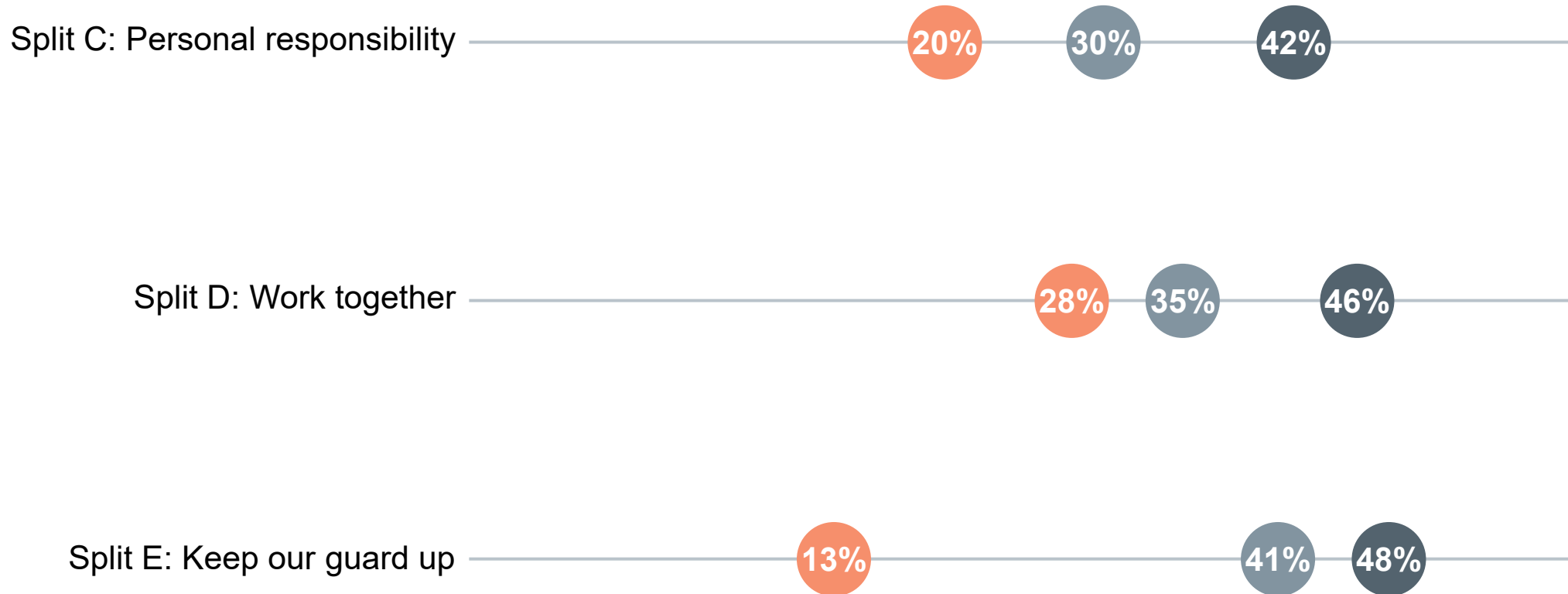
**Around 3 in 10 Oregonians expect to be more cautious in the next few weeks and this did not vary much regardless of which message they read. *Personal responsibility* may be somewhat less effective than *keeping our guard up*.**



n=277

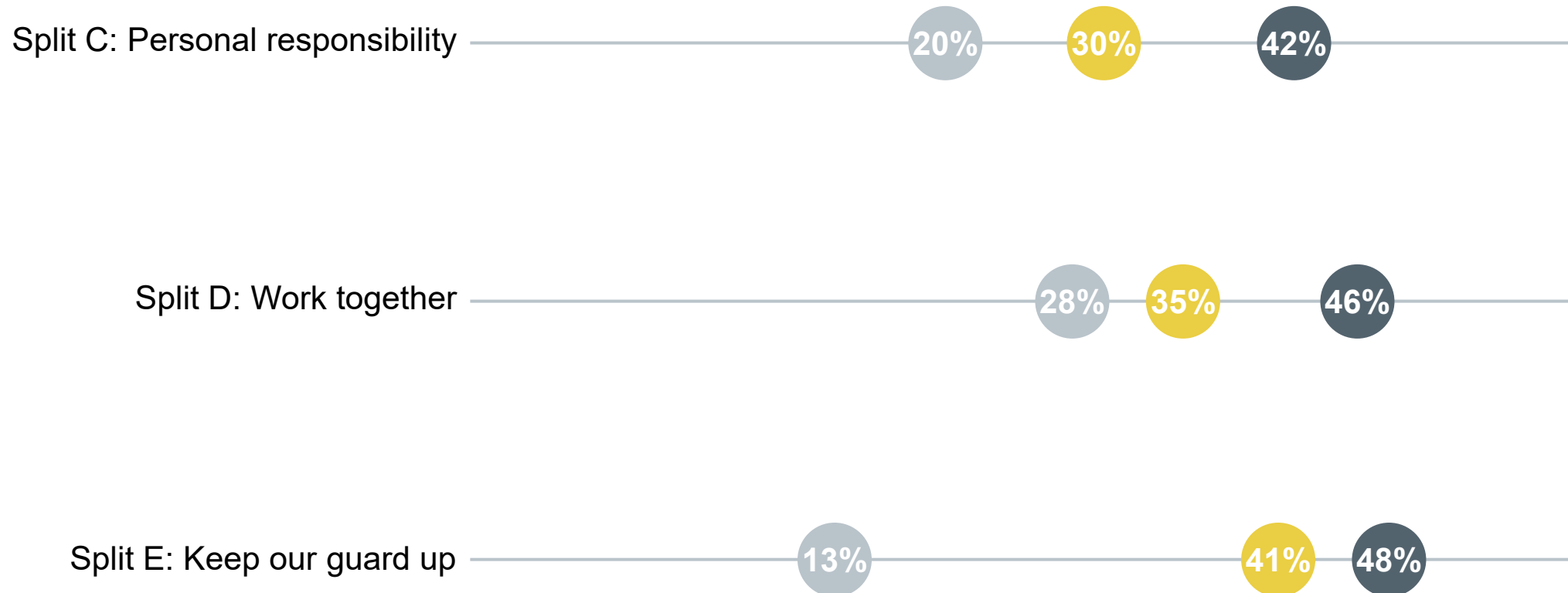
# Oregonians who are vaccine resistant are more likely to expect to be more cautious in the next few weeks after reading the *working together* message.

Definitely Not      Uncertain      Definitely Get



# Oregonians who are vaccine hesitant are more likely to expect be more cautious in the next few weeks after reading the *keeping our guard up* message.

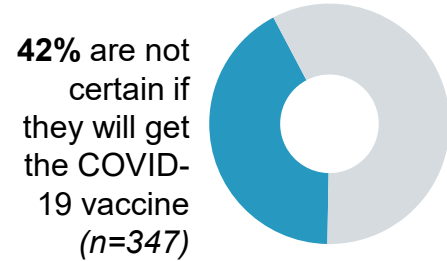
Definitely Not    **Uncertain**    Definitely Get



**Targeted messaging profiles for audiences who are vaccine hesitant or resistant**

# Top messages overall are also effective messages for those who are uncertain about getting a vaccine. Consider additional focus on Oregonians with less education and those who do not have health insurance.

## Willingness To Get Vaccine



### Top questions vaccine hesitant mention about the COVID-19 vaccine:

Side effects.....	28%
Effectiveness.....	17%
Safety.....	17%

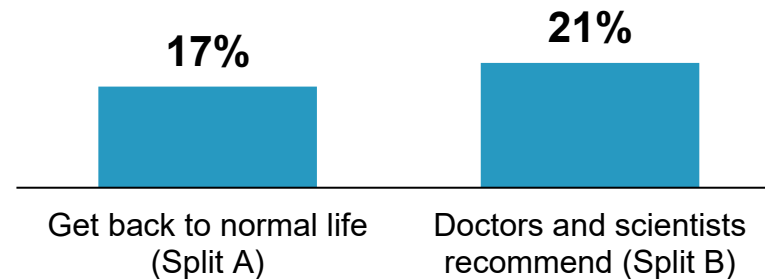
### Most important reasons vaccine hesitant mention to get vaccinated:

Protect others.....	24%
Avoid COVID.....	24%
Protect self.....	19%

### People more likely to be vaccine hesitant:

Live in Rest of State.....	45%
Have HS degree or less.....	48%
Do not have health insurance.....	47%

### Top messages among vaccine hesitant

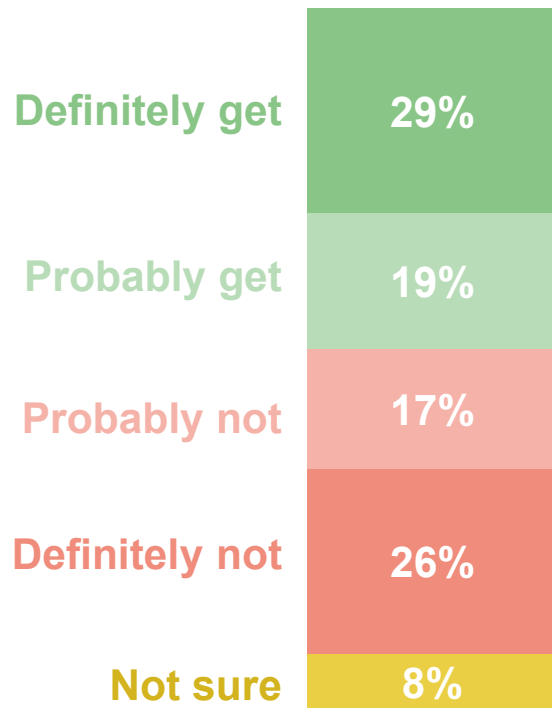


### Biggest reasons vaccine hesitant mention to NOT get vaccinated:

Side effects.....	35%
Ineffective.....	12%
Developed too quickly.....	10%

# Conservative Oregonians are less willing to get vaccinated and more often mention concerns about the speed of vaccine development. The most effective messages focus on freedom.

Willing To Get Vaccine



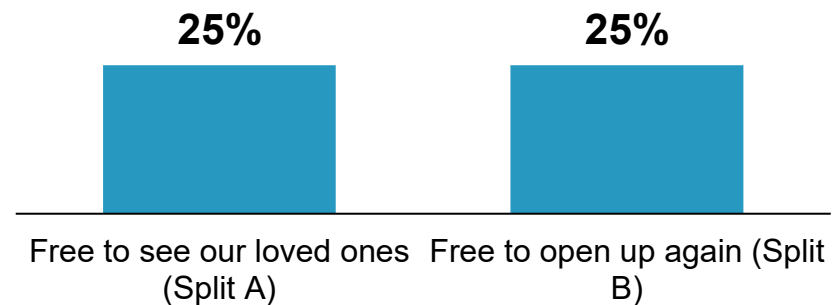
## Top questions conservatives have about the COVID-19 vaccine:

Side effects.....	20%
Safety.....	15%
Effectiveness.....	10%
Quick development.....	10%

## Most important reasons given by conservatives to get vaccinated:

Protect self.....	19%
Avoid COVID.....	16%
Protect others.....	15%

## Top messages among conservatives



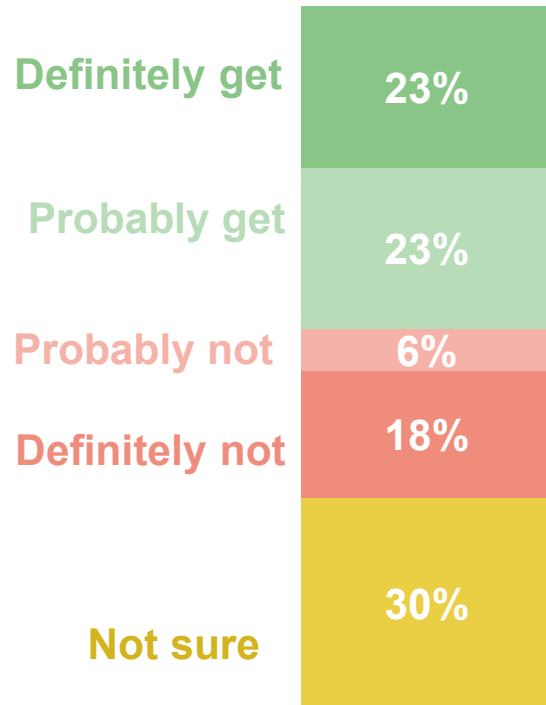
## Biggest reasons given by conservatives to NOT get vaccinated:

Side effects.....	34%
Developed too quickly.....	16%
Ineffective.....	7%
Mistrust vaccines.....	7%



# With 58% of Black Oregonians unsure or uncertain of whether to get vaccinated, it is important to reach out before they make up their mind not to. Emphasize that the vaccine is effective at stopping COVID-19.

## Willing To Get Vaccine



### Top questions Black Oregonians have about the COVID-19 vaccine:

Side effects.....	37%
Effectiveness.....	28%
Cost.....	25%

*Recommend focus groups to get more information about effective messaging.*

### Most important reasons given by Black Oregonians to get vaccinated:

Eliminate COVID-19/stop spread.....	30%
Avoid COVID-19.....	27%
Protect others.....	22%

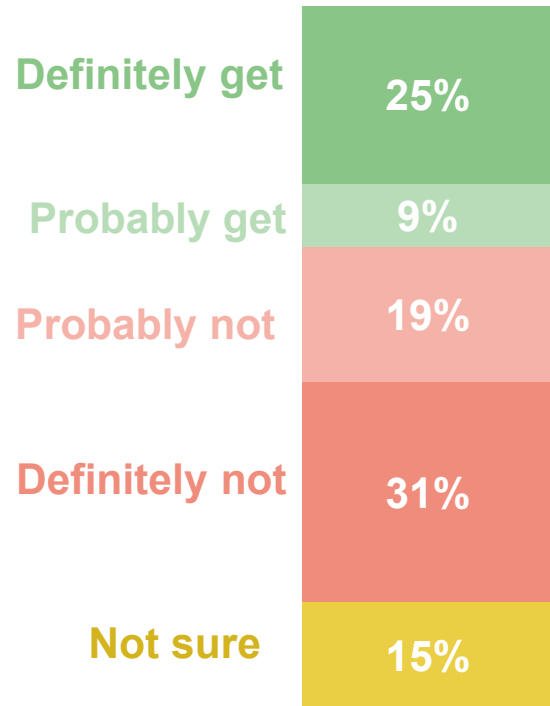
### Biggest reasons given by Black Oregonians to NOT get vaccinated:

Ineffective.....	30%
Side effects.....	19%
Unsure of vaccine components.....	9%
Not needed, COVID isn't real.....	9%

n=26

# Native Americans in Oregon are less willing to get vaccinated. They are concerned about side effects and have significant mistrust; it will take time to change minds.

## Willing To Get Vaccine



## Top questions Native American Oregonians have about the COVID-19 vaccine:

Safety.....	20%
Side effects.....	14%
Effectiveness.....	10%

*Recommend focus groups to get more information about effective messaging.*

## Most important reasons given by Native American Oregonians to get vaccinated:

Avoid COVID-19.....	30%
Don't want it or afraid .....	30%
Protect others.....	12%

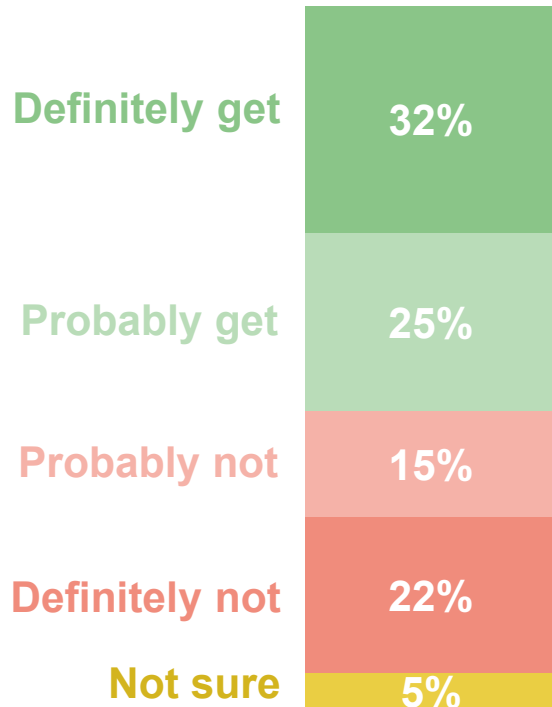
## Biggest reasons given by Native American Oregonians to NOT get vaccinated:

Side effects.....	26%
Mistrust vaccines.....	13%
Mistrust science, pharma.....	11%
Mistrust government, politicization....	11%

n=37

# Latinx Oregonians are particularly concerned about side effects. The ability to see loved ones again is an important message, as is effectiveness at stopping the virus.

## Willing To Get Vaccine



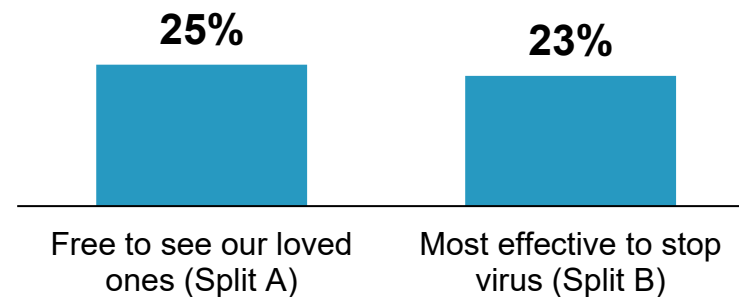
## Top questions Latinx Oregonians mention about the COVID-19 vaccine:

Side effects.....	28%
Effectiveness.....	21%
Long-term effects/safety.....	9%
Developed too quickly.....	7%

## Most important reasons given by Latinx Oregonians to get vaccinated:

Protect others.....	27%
Avoid COVID.....	24%
Eliminate COVID-19.....	17%

## Top Messages



## Biggest reasons given by Latinx Oregonians to NOT get vaccinated:

Side effects.....	39%
Mistrust vaccines.....	11%
Developed too quickly.....	10%
Safety.....	10%

n=88



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