

COVID-19 VACCINE SURVEY RESULTS



Photo by Kayti Coonjohn on Unsplash

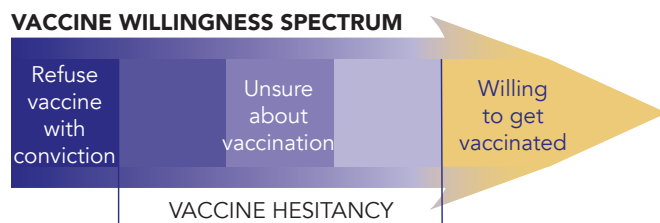
APRIL 2021

Report by City and Borough of Juneau
City Manager's Office



EXECUTIVE SUMMARY

The City & Borough of Juneau (CBJ) conducted a community-wide survey in order to gauge attitudes toward getting the COVID-19 vaccine. The online survey, created using SurveyMonkey, and paper copies available at select locations around Juneau yielded 2,444 responses between March 23 and April 11. The survey asked respondents to answer whether they had received their COVID-19 vaccine, whether or not unvaccinated respondents wanted to receive a COVID-19 vaccine, the reasons for not getting, delaying, and accessibility to get a COVID-19 vaccine, and a few simple demographic questions.



Willingness to get vaccinated should be viewed as a spectrum (see figure above), with the goal to have as many people as possible willing to get vaccinated. COVID-19 vaccinations are an important tool in ending the pandemic, as well as the safest way to protect the community from getting COVID-19. CBJ crafted this survey in order to find out which concerns and questions about vaccination were important to different groups within the community. This information will help CBJ understand how to craft messages and communications with each group.

Of the respondents who have not received a COVID-19 vaccine, a significant majority either did not want to or were unsure about getting the vaccine. The biggest reasons that these respondents did not want to get the vaccine were:

- concerns about the safety of the vaccine;
- concerns about the side effects of the vaccine; and
- belief that the risks outweigh the benefits of the vaccine.

The majority of respondents who do not want to get the vaccine said nothing would change their mind. In the respondents who were unsure about getting the vaccine, the majority wanted to know if it was safe, and wanted more time to have data collected.

As far as demographics, the populations that are the least likely to have been vaccinated are:

- Male
- 35-54 years old
- White, American Indian, or Alaskan Native
- High school and some college educated

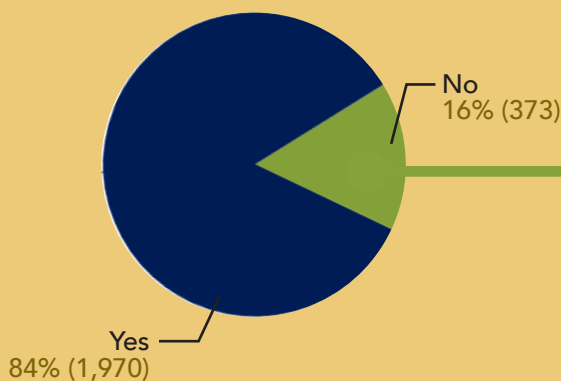
These groups and their concerns should be considered as CBJ crafts communication strategies regarding vaccination.

COMPLETE RESULTS

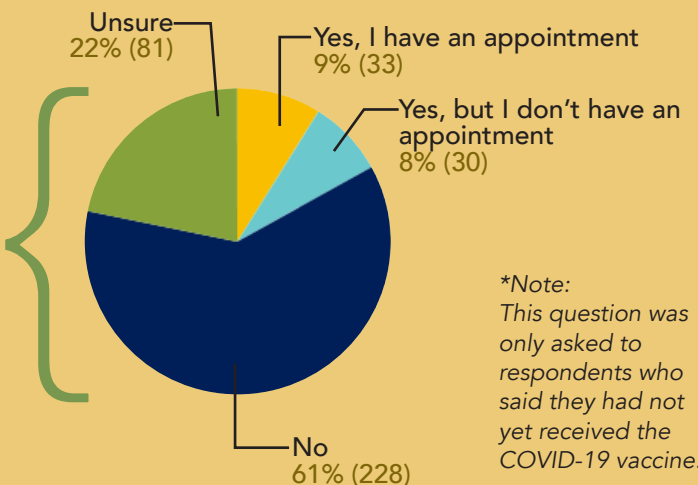
The City & Borough of Juneau (CBJ) received 2,444 responses—2,349 were completed online and 95 were completed on paper. Of these, 2,361 currently live in the City and Borough of Juneau, and the 83 who responded who didn't live in Juneau were immediately disqualified from answering the remainder of the questions.

WILLINGNESS TO GET VACCINATED

Have you received one or both doses of a COVID-19 vaccine?



Do you want to get the COVID-19 vaccine?*



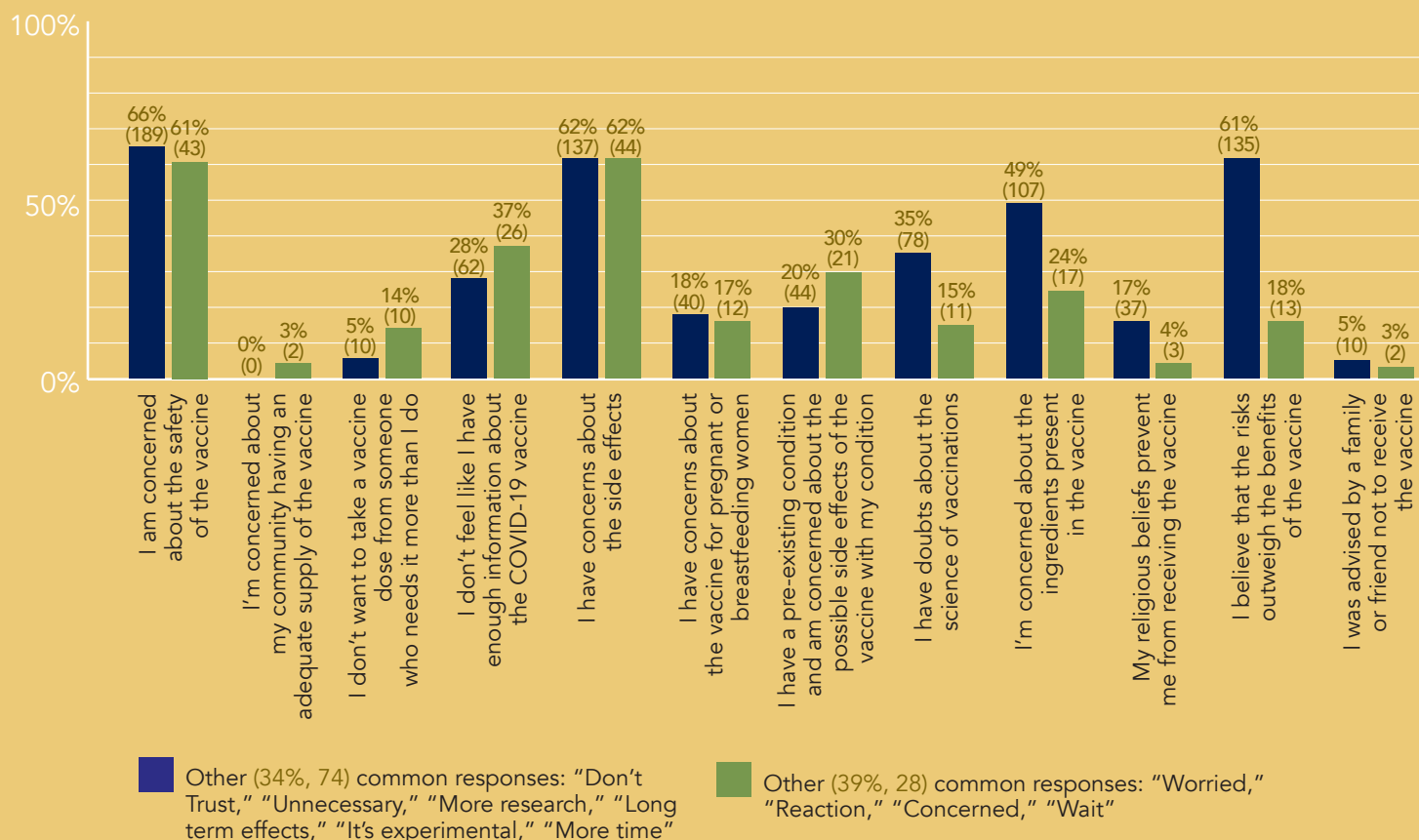
*Note: This question was only asked to respondents who said they had not yet received the COVID-19 vaccine.

A significant majority of the respondents (84%) have already received one or both doses of a COVID-19 vaccine. And of the 16% of people who haven't, a majority of respondents do not want to receive the vaccine (61%), followed by 22% of respondents who are unsure.

VACCINE CONCERNS

What concerns are keeping you from getting the COVID-19 vaccine? (Select all that apply)

■ People who do not want to receive the vaccine (Group A) ■ People who unsure if they want to receive the vaccine (Group B)



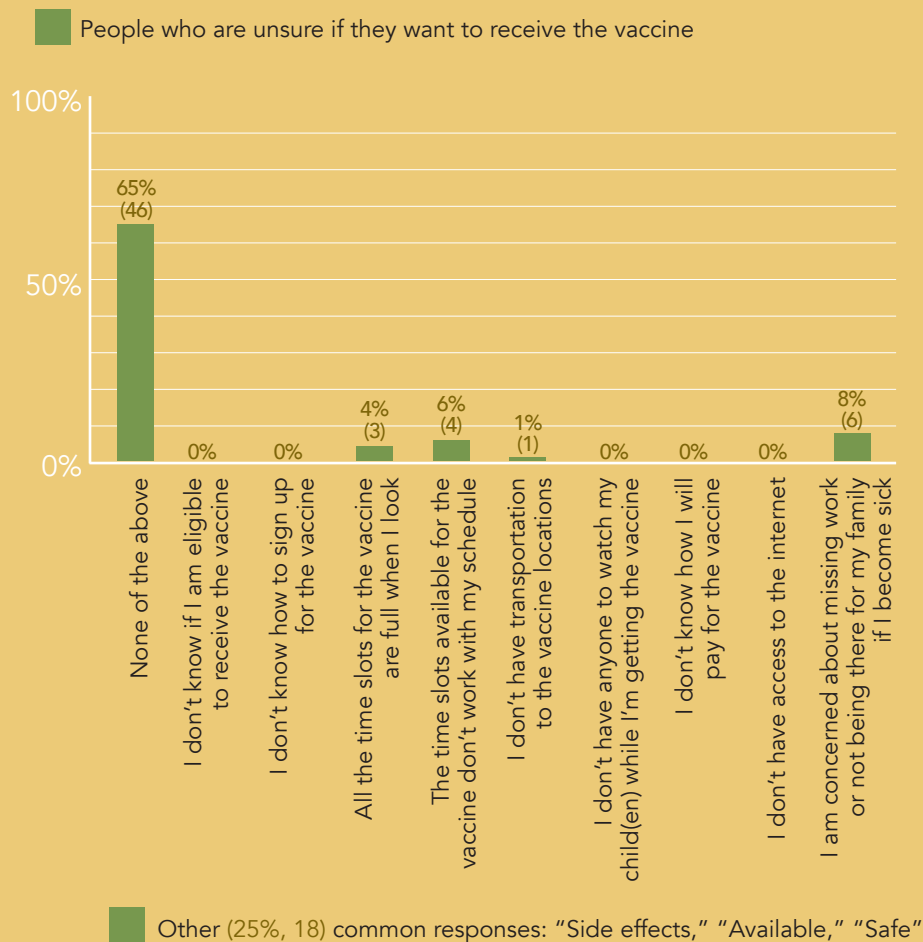
The survey queried the respondents who did not want to receive the vaccine (Group A) and those who were unsure (Group B) about their concerns about the COVID-19 vaccines. For both groups, the two biggest concerns were the safety of the vaccine (66% for Group A and 61% for Group B) and the side effects of the vaccine (62% for both Group A and Group B).

Group A had a third significant concern: 61% of those in Group A believe that the risks of the vaccine outweigh the benefits, which is also the biggest difference in concern between those in Group A and Group B (18%). The third leading concern for those in Group B is that they don't feel like they have enough information about the vaccine (37%), while only 28% of respondents in Group A felt the same.

The concern that garnered the lowest response rate was the same in Group A and Group B: the concern of having an adequate supply of vaccine in the community (no one in Group A selected this response, and 3% in Group B selected this).

VACCINE ACCESSIBILITY

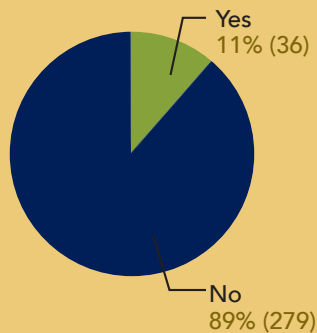
What obstacles are preventing you from getting the COVID-19 vaccine?
(Select all that apply)



A vast majority of respondents who were unsure about wanting to get the vaccine did not have any obstacles preventing them from receiving the vaccine. Of the options provided, the most common obstacle was concern for missing work or being there for their family if they became sick—but this only accounted for six (6) people, or 8%.

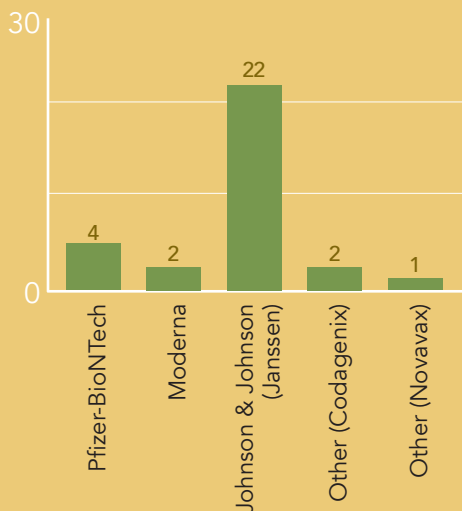
VACCINE PREFERENCE

Are you wanting to get a COVID-19 vaccine, but waiting for a particular COVID-19 vaccine to become available?*



*Note: This question was only asked to respondents who said they had not yet received the COVID-19 vaccine.

If you are waiting, which COVID-19 vaccine are you waiting for?*



When unvaccinated respondents were asked if they had a preference for a vaccine, 89% responded "No." And of the 11% that responded "Yes," a majority of them (22) were waiting for the Johnson & Johnson (Janssen) vaccine.

Note: This survey was conducted and closed to respondents before the CDC's recommended pause on the Johnson & Johnson (Janssen) vaccine.

RECONSIDER VACCINATION

What would make you reconsider getting the COVID-19 vaccine?

For those who do NOT want to get the vaccine

- 52% Nothing
- 19% More time
- 13% More research
- 2% FDA approved

For those who are UNSURE about whether they want to receive the vaccine

- 40% Know it's safe
- 38% More time

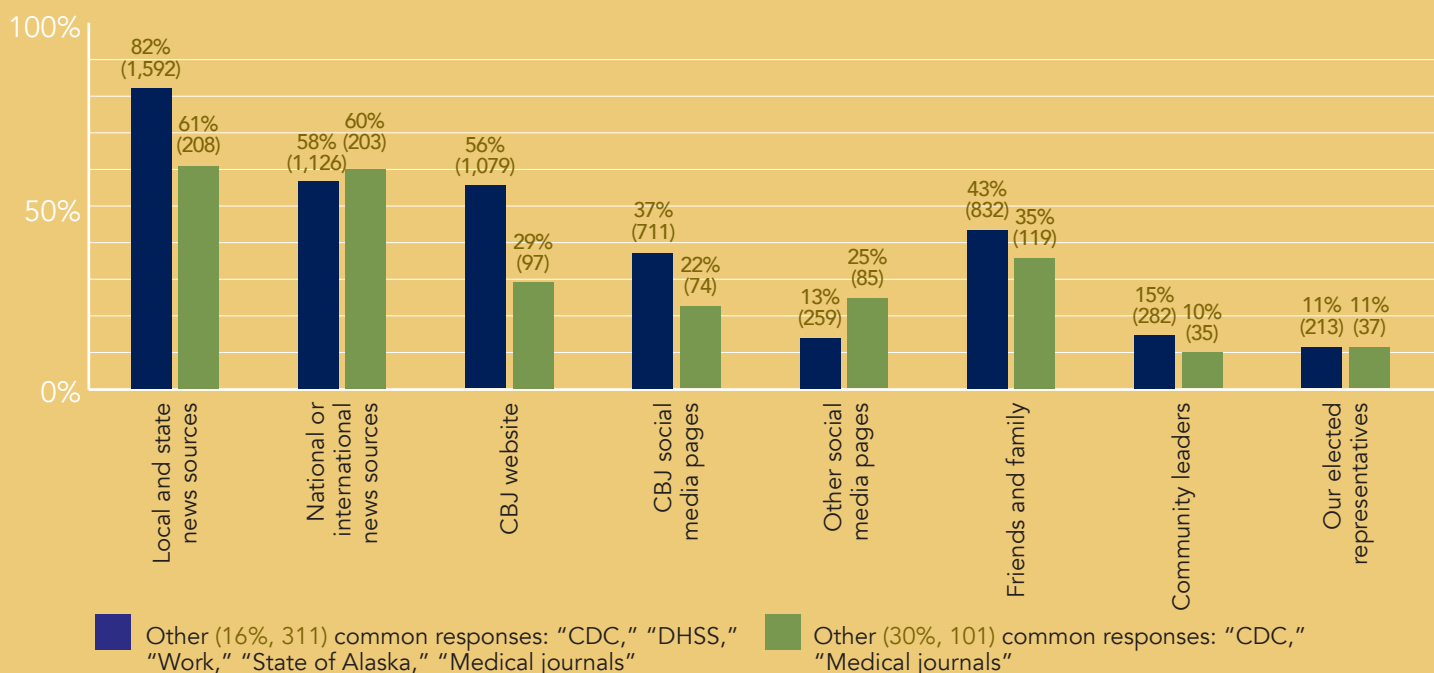
The majority of respondents who do not want to get the vaccine said that nothing would change their mind (52%). In the respondents who were unsure about getting the vaccine, the majority of respondents wanted to know it was safe, and wanted more time.

VACCINE INFORMATION SOURCES

How do you stay informed about the COVID-19 vaccine? (Select all that apply)

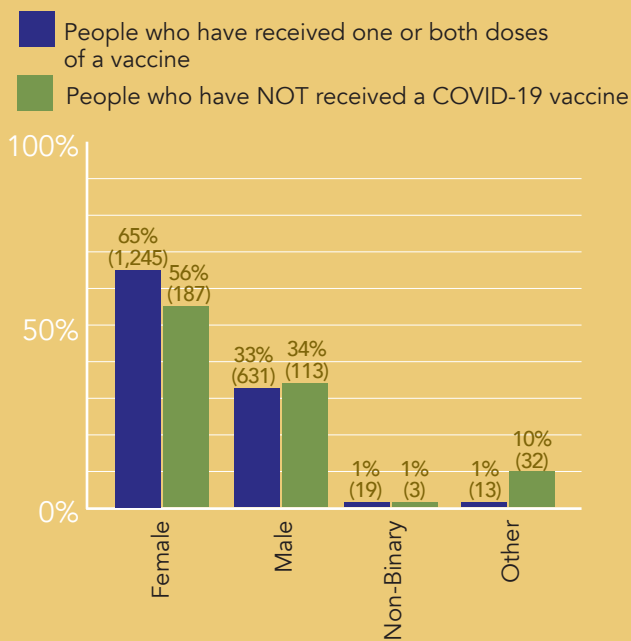
■ People who have received one or both doses of a vaccine

■ People who have NOT received a COVID-19 vaccine



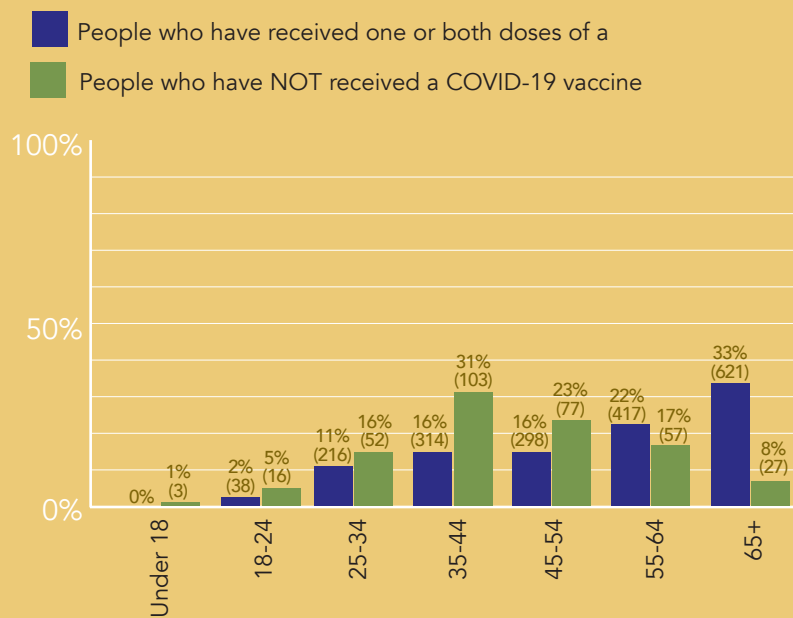
Both groups of people who have received the vaccine (82%) and those who have not (61%) are most likely to utilize local and state news in order to stay informed about the COVID-19 vaccine. Respondents who have not received a vaccine were slightly more likely (60%) than those who had (58%) to utilize national or international news sources. Respondents who have not received their vaccine were significantly less likely (29% and 22% respectively) to get information from the CBJ website and social media pages, as opposed to respondents who are vaccinated (56% and 37% respectively). But, respondents who have not been vaccinated are more likely to get information from other social media pages (25%).

GENDER



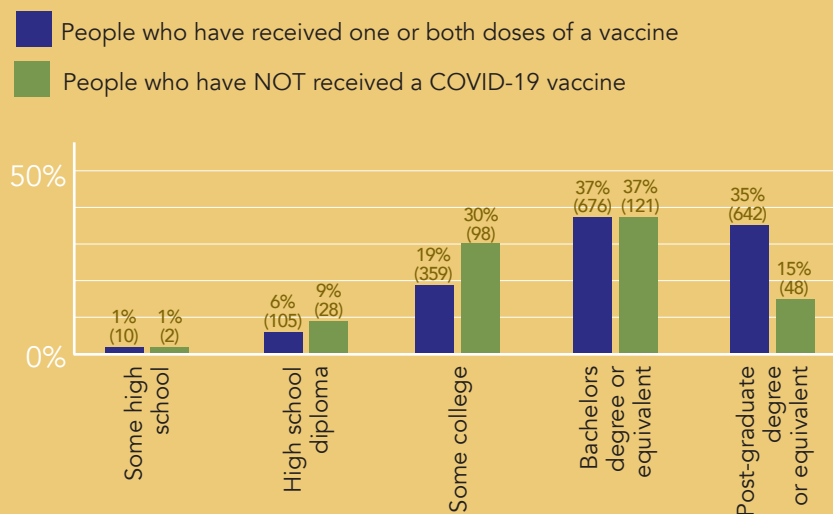
More women than men responded to the survey, and men were more likely to be unvaccinated.

AGE



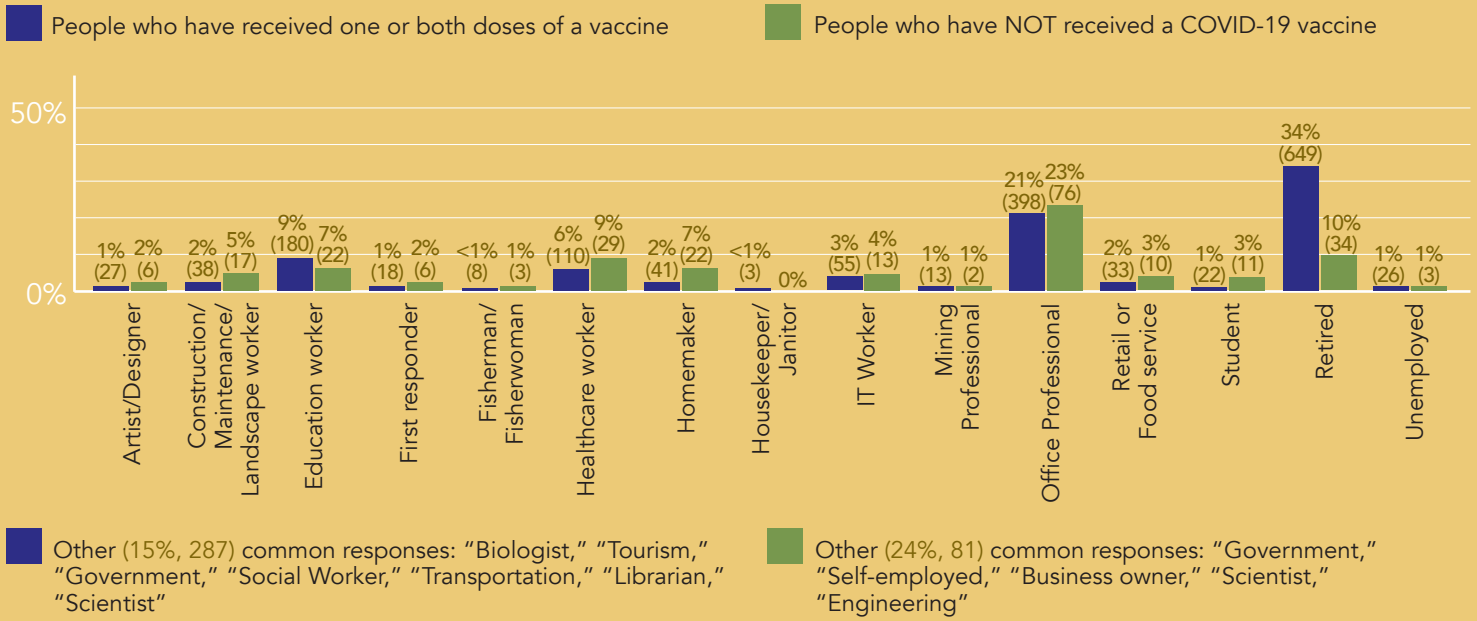
The vaccination rate increases with age (33% of vaccinated respondents are 65+, as opposed to 2% in the 18-24 age group). The respondents who have not received a vaccine are most likely to be in the 35-44 age group (31%), followed by those between 45 and 54 (23%).

EDUCATION



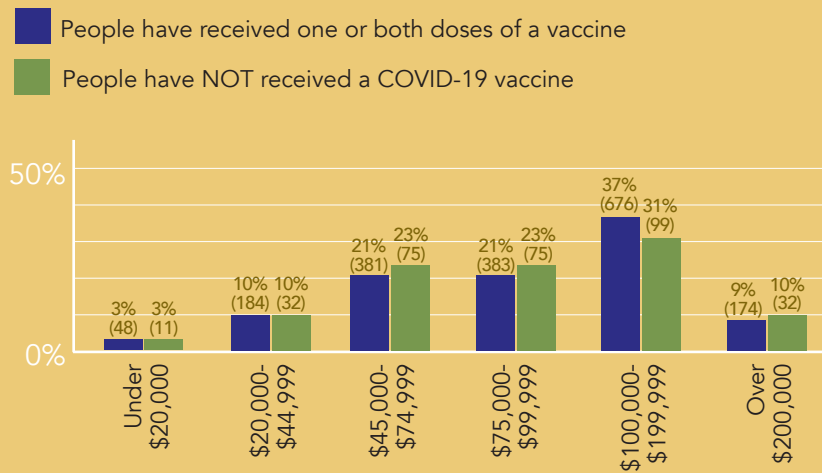
The vaccination rate of the respondents in this survey increased with the level of education. While the percentage of both vaccinated and unvaccinated respondents with Bachelors degrees were the same (37%), unvaccinated respondents with only some college represented 30% (as opposed to 19% of vaccinated respondents). And only 15% of unvaccinated respondents had post-graduate degrees, while 35% of vaccinated respondents had post-graduate degrees.

OCCUPATION



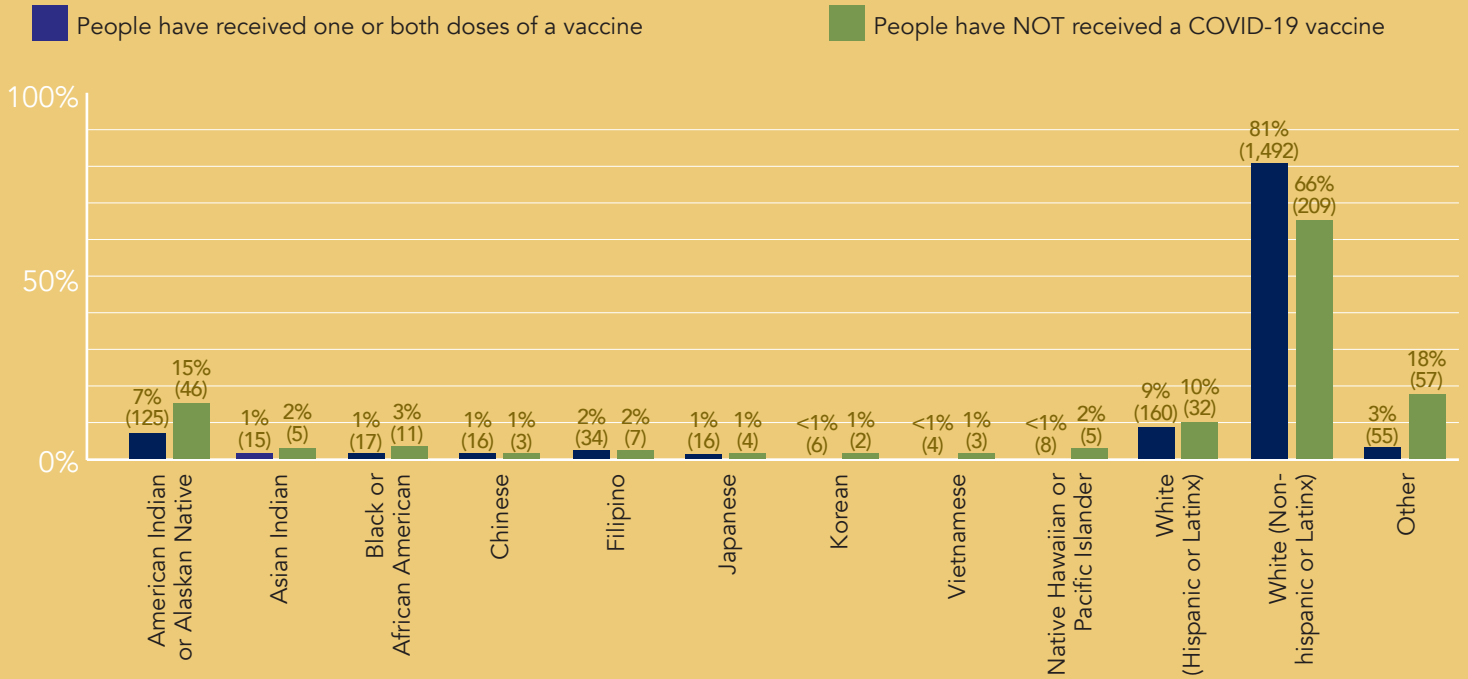
The biggest finding from the results of this question is that 34% of vaccinated respondents are retired, while only 10% of retired respondents are unvaccinated. This is in line with age group results previously discussed. The remaining occupation differences are very similar, implying that occupation isn't an indicator in who is or isn't vaccinated among this survey's respondents.

INCOME



Generally, the results from this question imply that income isn't a good indicator in who is or isn't vaccinated among this survey's respondents.

RACE



A vast majority of respondents were White, non-hispanic or Latinx (81% of people who have had a vaccine dose, and 66% of people who have not had a vaccine dose). The other difference in vaccinated and unvaccinated respondents was from those identifying as American Indian or Alaskan Native. While 7% of American Indian or Alaskan Native respondents have had a vaccine dose, 15% have not.

FINAL CONCLUSIONS

A vast majority of the respondents (84%) have already received one or both doses of a COVID-19 vaccine. CBJ understands that this is not a perfect cross-section of the population, as at the time of closing the survey on April 11, only about 60% of Juneau's eligible population had received at least one dose of a vaccine. But the respondents who did take the survey and had not yet received a vaccine amounted to 373, a significant number of people in order to glean data.

Overall, results from the survey are in line with data that is being collected all over the country.¹
² ³

Of the respondents who have not received a COVID-19 vaccine, a significant majority either did not want to or were unsure about getting the vaccine. The biggest reasons that these respondents did not want to get the vaccine were:

- concerns about the safety of the vaccine;
- concerns about the side effects of the vaccine; and
- belief that the risks outweigh the benefits of the vaccine.

When asked about what kind of accessibility issues were preventing them from receiving the vaccine, nearly all of respondents had no barriers. This is significant, and informs CBJ that the communication about vaccine availability and access has been successful.

The majority of respondents who do not want to get the vaccine said that nothing would change their mind. In the respondents who were unsure about getting the vaccine, the majority of respondents wanted to know it was safe, and wanted more time to have data collected.

The news sources from which unvaccinated respondents get their news was slightly more likely to be national or international, as opposed to vaccinated respondents. Additionally, unvaccinated respondents were significantly more likely to get their news from social media pages that are not run by the CBJ as opposed to those that are vaccinated. The least likely way respondents received news about the vaccine was from political representatives.

As far as demographics, the populations that are the least to get vaccinated are:

- Male
- 35-54 years old
- White, American Indian, or Alaskan Native
- High school and some college educated

These groups should be considered as CBJ develops communication about their concerns of safety, side effects, and risks. Utilizing social media and partnering with other, non-government entities to share information about these concerns could be a good communications strategy.

1 <https://www.census.gov/library/stories/2021/04/how-do-covid-19-vaccination-and-vaccine-hesitancy-rates-vary-over-time.html>

2 <https://www.kff.org/report-section/kff-covid-19-vaccine-monitor-march-2021-findings/>

3 <https://news.usc.edu/182848/education-covid-19-vaccine-safety-risks-usc-study/>

QUESTIONNAIRE



Also available at juneau.org/survey

CBJ COVID-19 Vaccine Questionnaire

Disponible en Español
Доступно на русском языке
Magagamit sa tagalog

Thanks for taking short survey. You are a great help!

The City and Borough of Juneau is looking to better understand our community's attitude toward the COVID-19 vaccine. You can help us by answering the following questions to the best of your ability.

And don't worry, your data is just for research. Your individual answers will remain anonymous.

1. Do you currently live in the City and Borough of Juneau?

- Yes No

2. Have you received one or both doses of the COVID-19 vaccine?

- Yes No

If you answered "Yes," please skip to Question 9

3. Do you want to get the COVID-19 vaccine?

- Yes, I have an appointment to get a COVID-19 vaccine
 Yes, but I don't have an appointment yet to get a COVID-19 vaccine
 No
 Unsure

If you answered "Yes, I have an appointment to get a COVID-19 vaccine" please skip to Question 9

If you answered "Yes, but I don't have an appointment yet to get a COVID-19 vaccine," please skip to Question 6

4. What concerns are keeping you from getting the COVID-19 vaccine? (Select all that apply)

- I am concerned about the safety of the COVID-19 vaccine
 I'm concerned about my community having an adequate supply of the vaccine
 I don't want to take a vaccine dose from someone who needs it more than I do
 I don't feel like I have enough information about the COVID-19 vaccine
 I have concerns about the side effects
 I have concerns about the COVID-19 vaccine for pregnant or breastfeeding women
 I have a pre-existing condition and am concerned about the possible side effects of the COVID-19 vaccine with my condition
 I have doubts about the science of vaccinations
 I'm concerned about the ingredients present in the COVID-19 vaccine
 My religious beliefs prevent me from receiving the vaccine
 I believe that the risks outweigh the benefits of the COVID-19 vaccine
 I was advised by a family or friend not to receive the COVID-19 vaccine
 Other (please specify): _____



5. What would make you reconsider getting the COVID-19 vaccine?

6. What obstacles are preventing you from getting the COVID-19 vaccine? (Select all that apply)

- I don't know if I am eligible to receive the COVID-19 vaccine
- I don't know how to sign up for the COVID-19 vaccine
- All the time slots for the COVID-19 vaccine are full when I look
- The time slots available for the COVID-19 vaccine don't work with my schedule
- I don't have transportation to the COVID-19 vaccine locations
- I don't have anyone to watch my child(en) while I'm getting the COVID-19 vaccine
- I don't know how I will pay for the COVID-19 vaccine
- I don't have access to the internet
- I am concerned about missing work or not being there for my family if I become sick
- Other (please specify): _____
- None of the above

7. Are you wanting to get a COVID-19 vaccine, but waiting for a particular COVID-19 vaccine to become available?

- Yes No

If you answered "No," please skip to Question 9

8. Which COVID-19 vaccine are you waiting for?

- Pfizer-BioNTech
- Moderna
- Johnson & Johnson (Janssen)
- Other (please specify): _____



9. How do you stay informed about the COVID-19 vaccine? (Select all that apply)

- Local and state news sources (Juneau Empire, KTOO, KINY, Anchorage Daily News, etc.)
- National or international news sources
- CBJ website (juneau.org)
- CBJ social media pages (Facebook, Instagram, Twitter, Snapchat, NextDoor)
- Other social media pages
- Friends and family
- Community leaders
- Our elected representatives
- Other (please specify): _____

10. Is there anything else you'd like to share with us about the COVID-19 vaccine?

Demographic Information

The following information is gathered in order to understand how to better communicate with and serve our community. This information will remain anonymous.

11. What is your gender?

- Female
- Non-Binary
- Male
- Other _____

12. How old are you?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



13. What is your occupation?

- | | |
|--|--|
| <input type="checkbox"/> Artist/Designer | <input type="checkbox"/> Construction/Maintenance/Landscape worker |
| <input type="checkbox"/> Education worker | <input type="checkbox"/> First responder |
| <input type="checkbox"/> Fisherman/Fisherwoman | <input type="checkbox"/> Healthcare worker |
| <input type="checkbox"/> Homemaker | <input type="checkbox"/> Housekeeper/Janitor |
| <input type="checkbox"/> IT worker | <input type="checkbox"/> Mining professional |
| <input type="checkbox"/> Office professional | <input type="checkbox"/> Retail/Food service |
| <input type="checkbox"/> Student | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Unemployed | <input type="checkbox"/> Other (please specify): _____ |

14. What is your annual household income?

- | | |
|--|--|
| <input type="checkbox"/> Under \$20,000 | <input type="checkbox"/> \$75,000-\$99,999 |
| <input type="checkbox"/> \$20,000-\$44,999 | <input type="checkbox"/> \$100,000-\$199,999 |
| <input type="checkbox"/> \$45,000-\$74,999 | <input type="checkbox"/> Over \$200,000 |

15. What is the highest level of education you have received?

- | | |
|--|---|
| <input type="checkbox"/> Some high school | <input type="checkbox"/> Bachelors degree or equivalent |
| <input type="checkbox"/> High school diploma | <input type="checkbox"/> Post-graduate degree or equivalent |
| <input type="checkbox"/> Some college | <input type="checkbox"/> Other (please specify): _____ |

16. What race(s) do you identify as? (Select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> American Indian/Alaskan Native | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> Native Hawaiian/Pacific Islander |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> White (Hispanic or Latinx) |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> White (Non-hispanic or Latinx) |
| <input type="checkbox"/> Japanese | <input type="checkbox"/> Other (please specify): _____ |

Thank you so much for your participation!