



April 8, 2021

NCDHHS New Data on COVID-19 Vaccine Adoption and Public Perceptions

Research Shows Positive Trends on Key Benchmarks

Benchmarking Research & Analysis: Wave 1

Tracking Perceptions of COVID-19 Vaccine Risks & Rewards and Adoption in North Carolina

Methodology

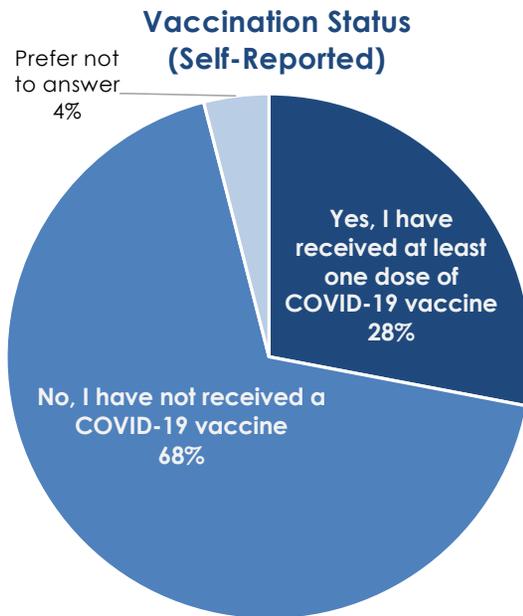
Interviews conducted from March 3 - March 15, 2021

- Online survey of **1290** North Carolina residents. Median survey length: 11 minutes

North Carolina Sub-Population	Completed Surveys (Unweighted)
Rural County Residents	n=470
Urban County Residents	n=480
Suburban/Regional City County Residents	n=370
Blacks/African Americans (Oversampled)	n=356
Hispanics/Latinx (Oversampled)	n=163
American Indians (Oversampled)	n=51
Frontline Essential Workers	n=183
Healthcare Workers	n=202
Physical, mental or emotional disability	n=254

- Results are weighted by gender and age within race to reflect actual population distributions and align with prior survey. A complete demographic profile is provided in the appendix of this report.
- Additional data is available upon request.

Slightly more than one in four have gotten at least one dose of COVID-19 vaccine—similar to the number reported on the DHSS dashboard (3/16/21).



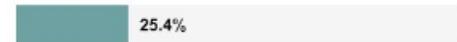
Around half (15% of total) are fully vaccinated

Vaccination more likely among:

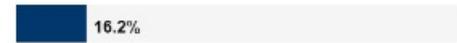
- White Non-Hispanic (32%) vs. Black (23%), LatinX (21%), Asian (20%), or Native American (15%)
- Age 65+ (69%)
- Healthcare workers (40%)
- Frontline essential workers (32%) - especially educators and staff (47%)
- Those with health conditions/higher risk (39%)
- College graduates (37% vs. 15% among those with HS or less and 26% among those with some college)
- Incomes of \$50K+ (35% vs. 20% among those with income <\$50K)

**For Reference:
NC DHSS Dashboard 3/16/21**

Percent of Population 18+ Years of Age at Least Partially Vaccinated



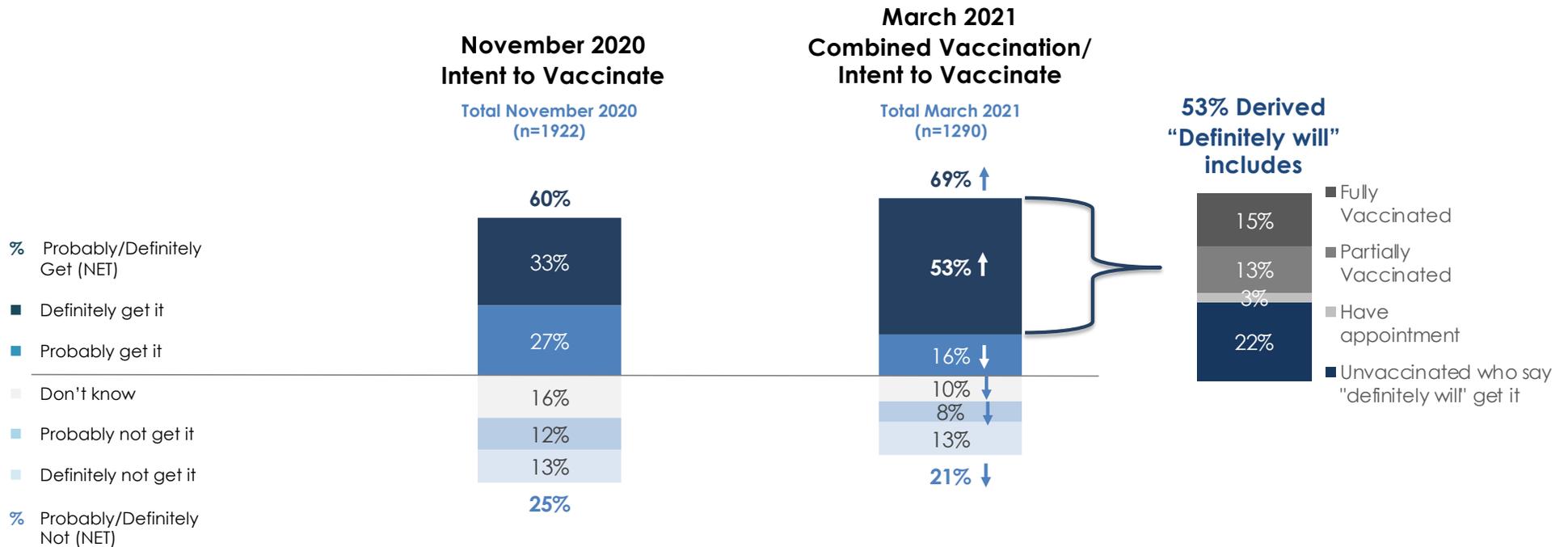
Percent of Population 18+ Years of Age Fully Vaccinated



Base: Total (n=1290)
NEW1Q3: Have you personally received at least one dose of the COVID-19 vaccine?



Nearly seven in ten North Carolinians either have gotten vaccinated, have an appointment, or say they definitely or probably will. This is significantly higher than the six in ten who said they would in November.



Arrows indicate a significant difference (↑ increase; ↓ decrease) versus November 2020 results

Nov. '20: Base: Total Respondents (n=1922) Q11: If a COVID-19 vaccine was approved by the Food and Drug Administration and was available for free to everyone who wanted it, would you...?

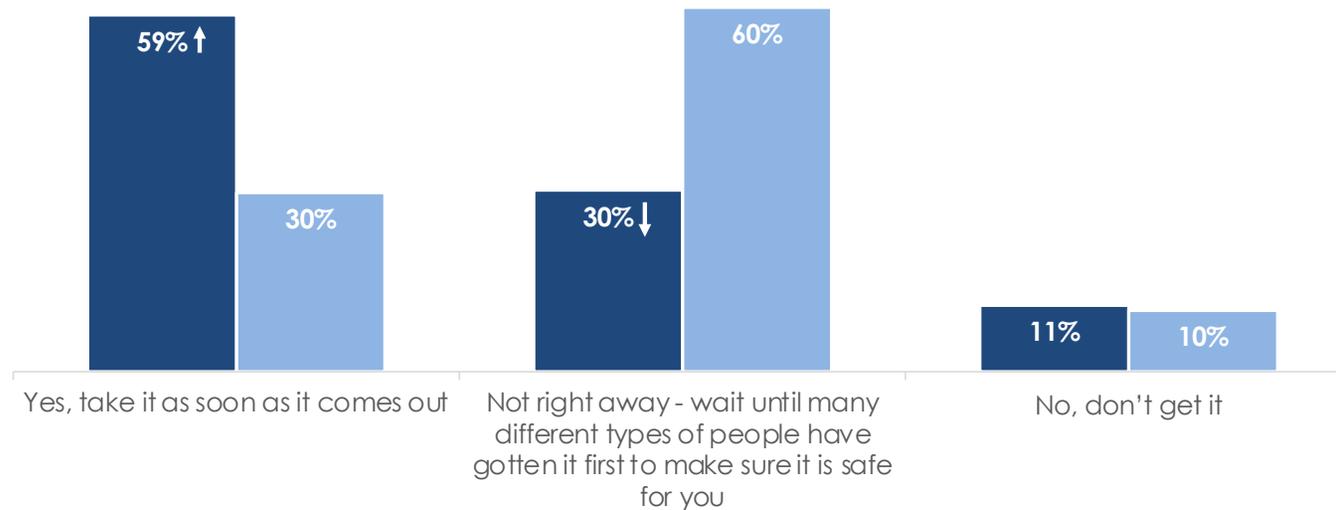
Mar. '21: Base: Eligible but Unvaccinated/No Appointment (n=268) NEW1Q10: Which of the following best describes your decision whether to get a COVID-19 vaccine?

4 Mar. '21: Base: Not Eligible or don't Know (N=627) NEW1Q11: When you are eligible to get the COVID-19 vaccine, would you...

Six in ten say they would advise their friends to get their COVID-19 vaccine as soon as it is their turn – double the number from November.

Advice to Friend on Whether to Get First Available COVID-19 Vaccine

■ March 2021 ■ November 2020



Arrows indicate a significant difference (↑ increase; ↓ decrease) versus November 2020 results



Top sources used to find information about getting a COVID-19 vaccine are NCDHSS, followed by friends and family, medical professionals and the county health department.

Sources used to find information about getting a COVID-19 vaccine

	Total	Vaccinated Or Scheduled Appointment	Unvaccinated/ No Appointment
NC Department of Health and Human Services	35%	40%	32%
Friends or family	34%	31%	35%
Your doctor, nurse or other medical professional	28%	35%	25%
Your county health department	26%	33%	22%
CDC or NIH	22%	22%	22%
Your pharmacy	18%	16%	18%
The COVID-19 Vaccine Help Center	15%	15%	15%
Your employer	14%	17%	13%
Your health insurance company	12%	15%	10%
The "YourSpotYourShot" Website	8%	15%	5%
Community groups	5%	4%	5%
Faith leaders	3%	3%	4%
News*	1%	1%	2%
Other online, search engine, website, social media, etc.*	1%	1%	1%
Other	1%	3%	1%
None, did not look for information	15%	3%	21%

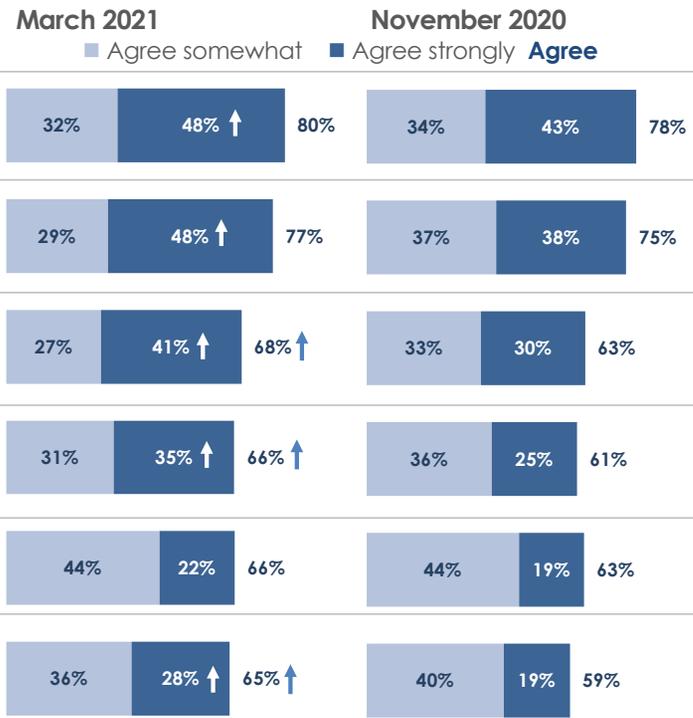
*Top responses coded from "other"

6 Base: Total N=1290; Vaccinated/scheduled to be vaccinated (n=395); Unvaccinated/no appointment (n=895)
NEW1Q12. Which, if any, of the following sources have you used to find information about getting a COVID-19 vaccine?



There has been a significant increase in the number of North Carolinians recognizing the benefits of vaccines as compared to November 2020. The top benefits are that a safe vaccine will get life back to normal and that we can protect each other by getting vaccinated.

Rewards of the COVID-19 Vaccine



Arrows indicate a significant difference (↑increase; ↓decrease) versus November 2020 results

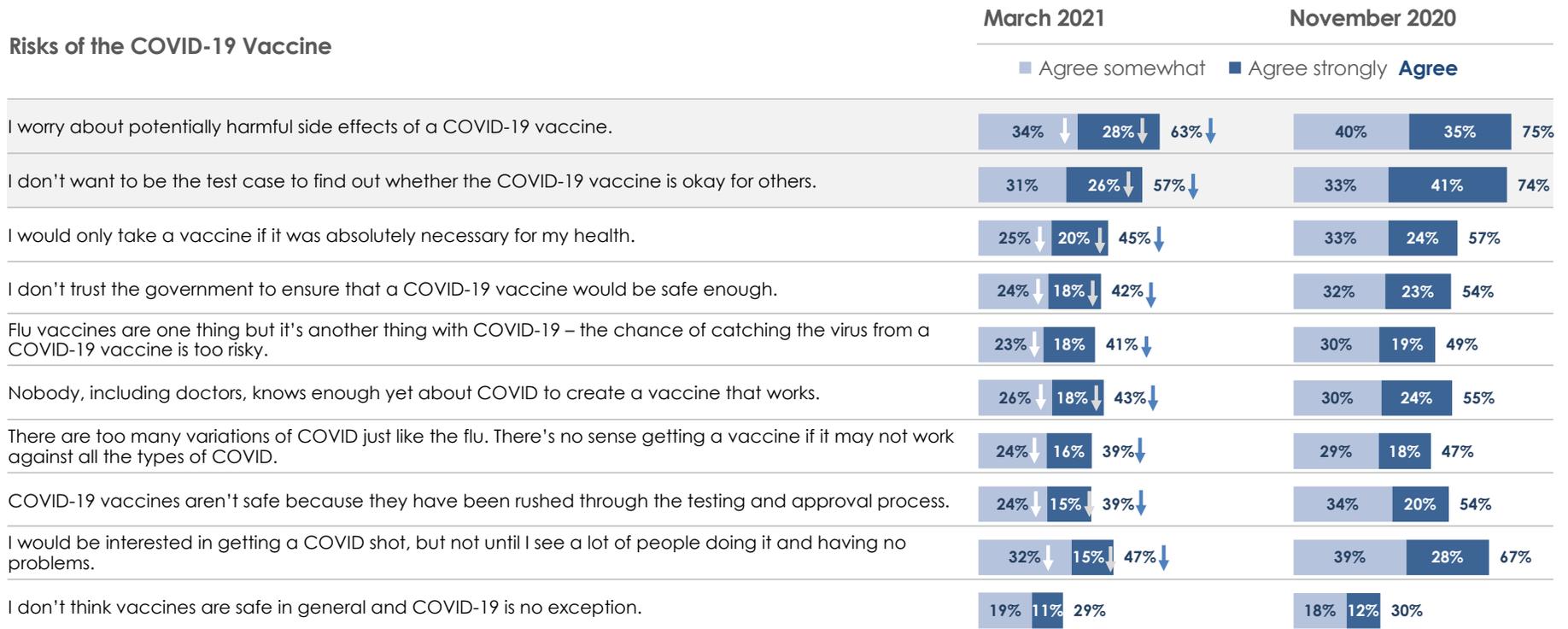
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Base: Total -November 2020: n=1922, March 2021: n=1290

Q17: Please indicate the extent to which you agree or disagree with each of the following statements using the scale shown



Risk perceptions of the COVID-19 Vaccine have dropped significantly since November 2020. Top concerns continue to be potentially harmful side effects and not wanting to be a test case to find out if the vaccine is ok for others.



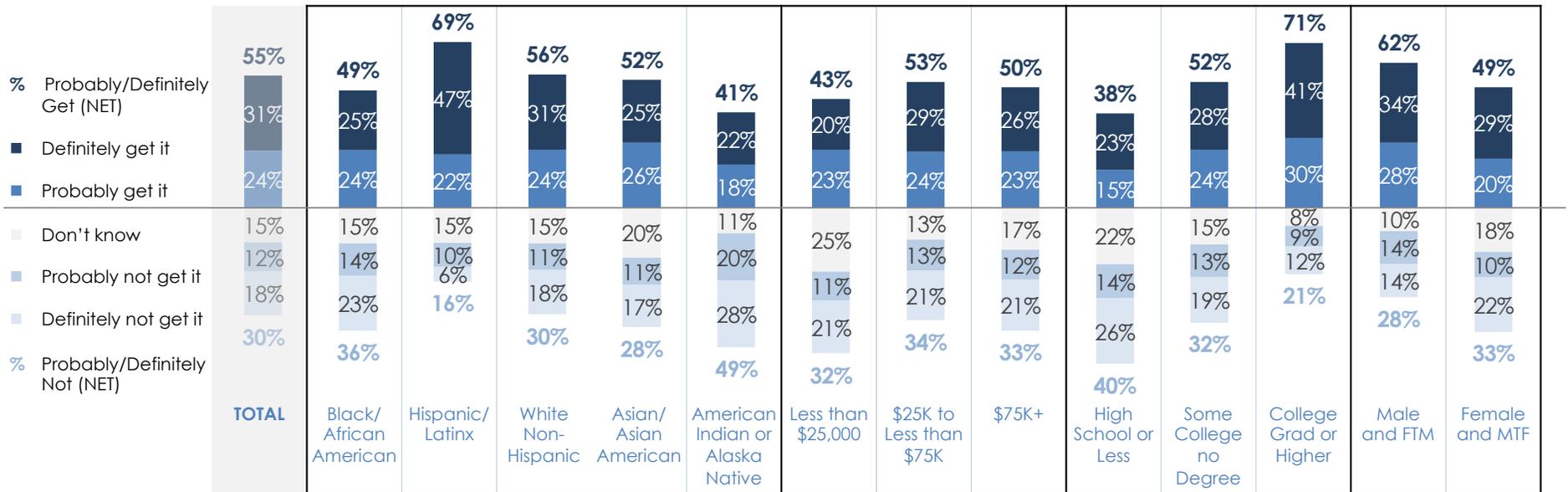
Arrows indicate a significant difference (↑increase; ↓decrease) versus November 2020 results

8 Base: Total -November 2020: n=1922, March 2021: n=1290
Q17: Please indicate the extent to which you agree or disagree with each of the following statements using the scale shown



Intentions vary across the unvaccinated. Intent to vaccinate is lowest among the least educated. American Indians, those with lower incomes, women and black/African Americans are also more hesitant than other groups.

Likelihood of Getting a COVID-19 Vaccine
Among the Unvaccinated/No Appointment; March 2021

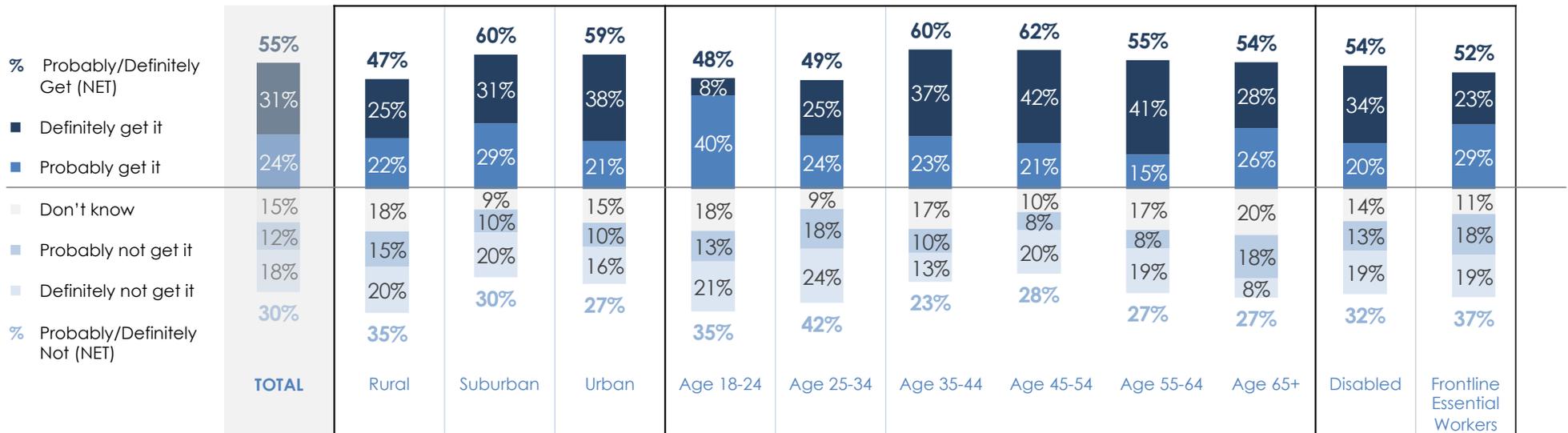


9 Combined results from NEW1Q10 AND NEW1Q11; bases by subgroup vary
 Mar. '21: Base: Eligible but Unvaccinated/No Appointment (n=268) NEW1Q10: Which of the following best describes your decision whether to get a COVID-19 vaccine?
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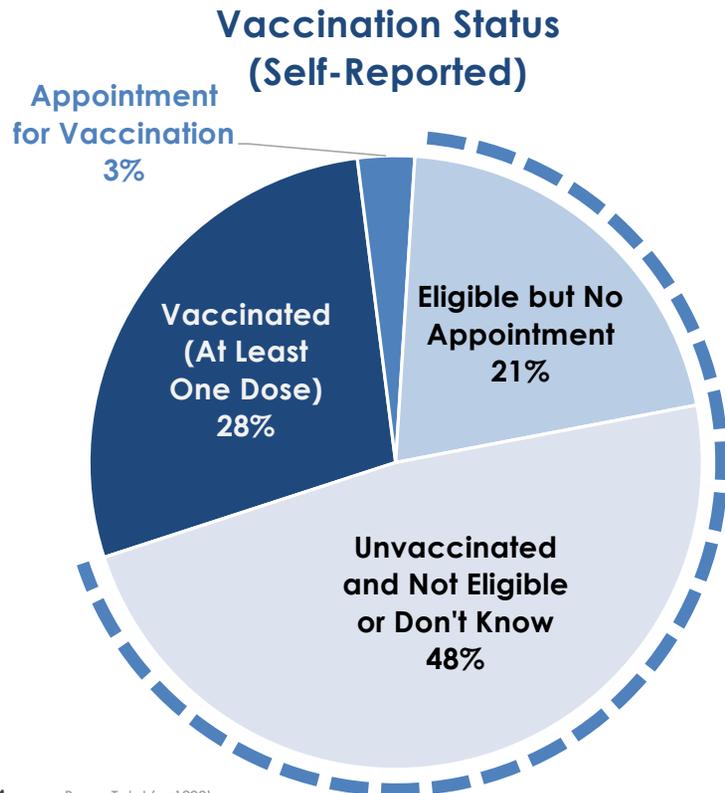


Unvaccinated younger and Rural North Carolinians are more reticent to vaccinate than Suburban and Urban North Carolinians.

Likelihood of Getting a COVID-19 Vaccine
Among the Unvaccinated/No Appointment; March 2021

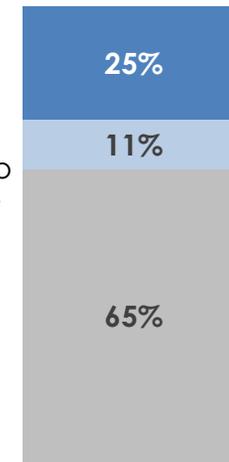


One third of eligible *unvaccinated* residents without an appointment are either on a list to be contacted or have tried to get on a list.



Vaccination Efforts Among Eligible Unvaccinated (Self-Reported)

- On list to be contacted but no appointment yet
- Tried but unable to get on a list to get vaccinated
- Have not tried to schedule yet



35% of eligible unvaccinated (7% of total)

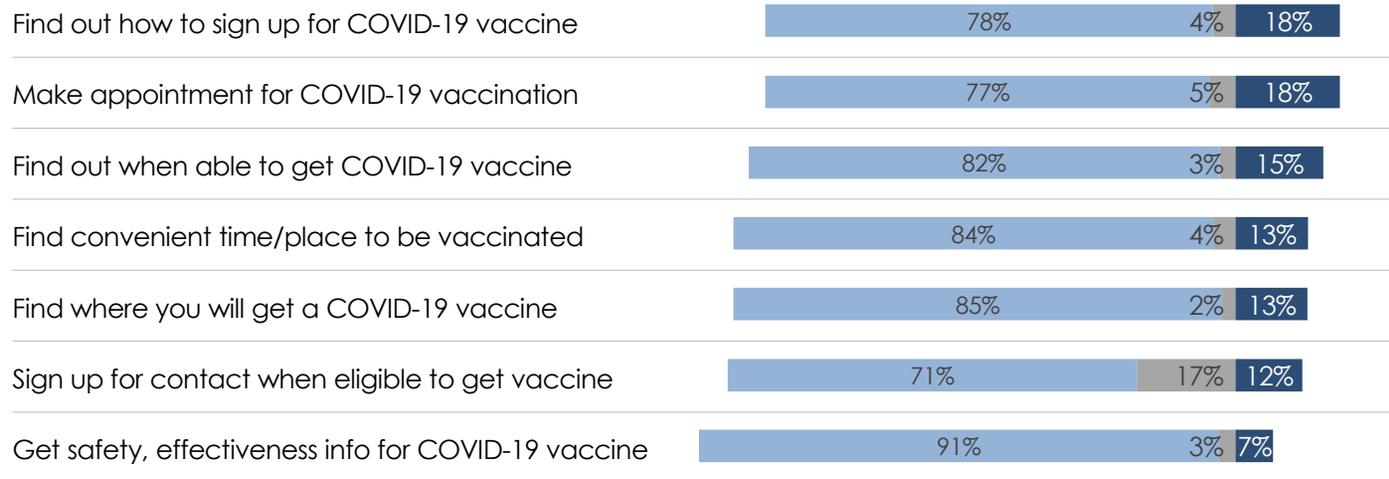


Most who are already vaccinated or have an appointment did not find the process difficult. Just under two in ten thought it was difficult to find out how to sign up or make an appointment.

Level of Difficulty to...

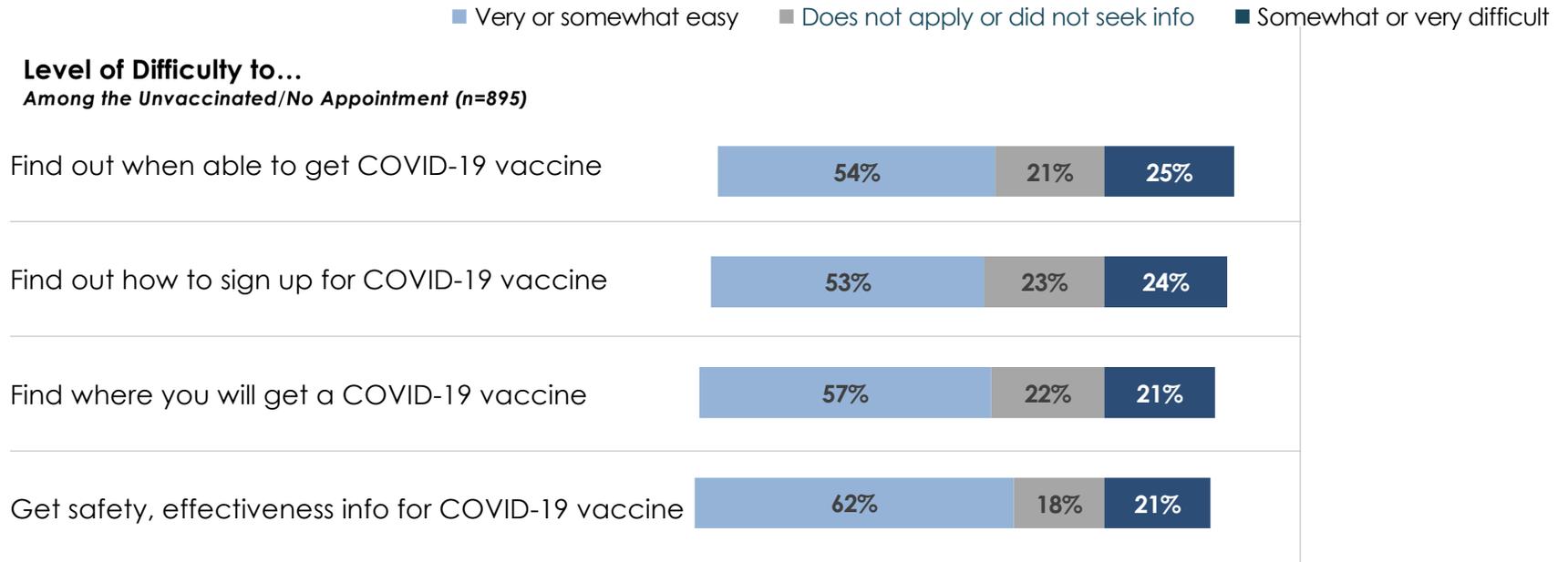
Among Vaccinated/Have Appointment (n=395)

■ Very or somewhat easy ■ Does not apply or did not seek info ■ Somewhat or very difficult





While the majority of the unvaccinated have not run into difficulty in getting information about the logistics of getting vaccinated, around one in four say it has been difficult to find out about when and how to sign up for a COVID-19 vaccine.

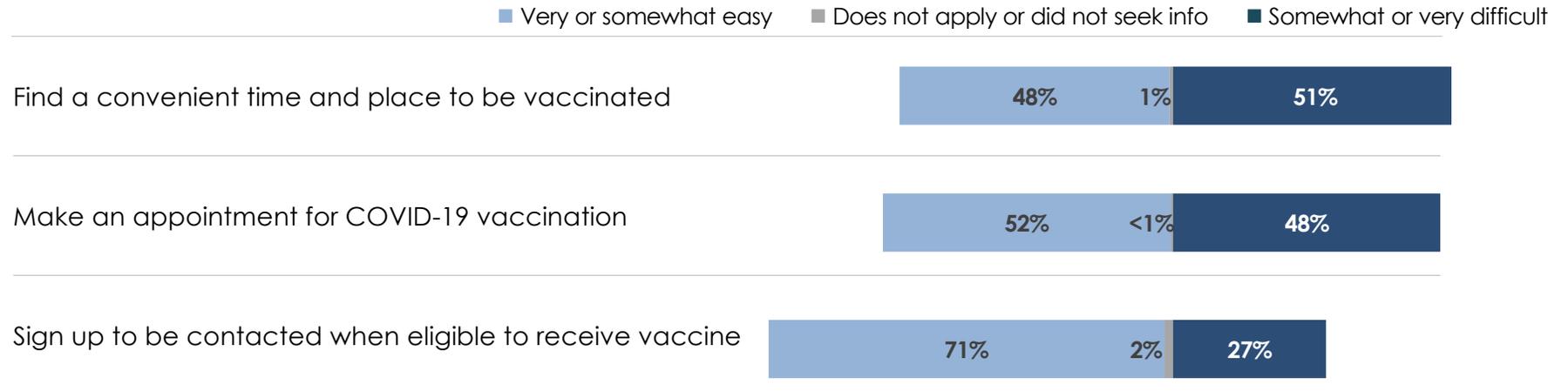




Half of eligible residents who signed up to be contacted or tried but were unable to get an appointment said they had difficulty in finding a convenient time and place or had difficulty with the process.

Level of Difficulty to...

Among the 33% of the unvaccinated on a list to be contacted or who tried to get an appointment (n=98)



Biggest concerns among the unvaccinated who have lower intent to get a COVID-19 vaccine are potential side effects, lack of sufficient testing and understanding of how it works. Fewer now express concern about being the first to test it out as compared to November.

Top Reasons For Not Getting COVID-19 Vaccine
Among Those Not Certain or Not Likely to get a COVID-19 vaccine

	% Major reason	
	March 2021 Unvaccinated	November 2020
#1 Concerned about potential side effects	73%	70%
#2 Vaccine is too new and hasn't yet been tested enough	71%	75%
#3 Want to know more about how well it works first	58% ↓	68%
#4 Not sure it will work/be effective	46%	45%
#5 Don't want to be the first to try out a new vaccine	39% ↓	60%
#6 Don't trust the FDA or other Federal government agencies responsible for approving the vaccine	39%	34%
#7 Afraid of getting COVID-19 from the vaccine	28%	35%
#8 Don't like needles/getting shots	24% ↑	15%
#9 Not worried about getting the illness, the risk is low	17%	18%
#10 Have already had COVID-19 so don't need a vaccine	6%	6%

Arrows indicate a significant difference (↑increase; ↓decrease) versus November 2020 results

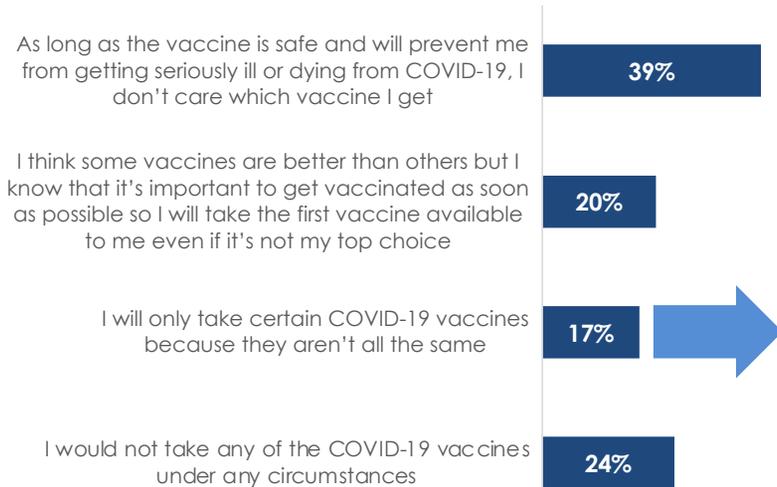
15 **Base:** Those who would definitely not, probably not, or don't know whether would get the COVID-19 vaccine or not (n=400 March 2021; n=811 November 2020)
Q12. How much of a reason, if any, is each of the following for why you [IF Q11=3, would probably NOT/IF Q11=4, would definitely NOT/ IF Q11=5, don't know whether you would] get a vaccine to prevent COVID-19?



Most unvaccinated either don't care which vaccine they get or feel that while some are better than others, the priority is to get vaccinated as soon as possible.

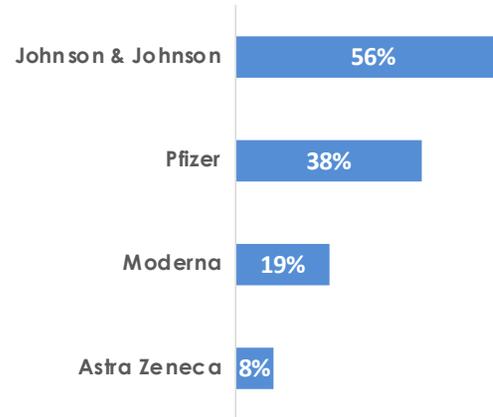
Among 17% saying they will only take certain vaccines, J&J is most often preferred mostly because it is one shot.

Statement that best describes perspective



Base: Unvaccinated Respondents (n=937)
NEW1Q15: The FDA has approved multiple COVID-19 vaccines they have found to be safe and effective against serious illness and death from COVID 19. Below are four different perspectives. Please select the ONE statement that best describes your perspective

Vaccine Preference Among those who will only take certain vaccines



Base: Unvaccinated respondents who "will only take certain COVID-19 vaccines" in QNEW1Q15 (n=154)
NEW1Q17: You indicated that you would only take certain vaccines, which ones would you take? Select all that apply.

Top reasons for selection Among those specifying specific vaccines (Open end question)

J&J: Only need one shot, trusted or proven, efficacy and safety

Pfizer: Efficacy and safety, trusted or proven, advice/experience of others

Moderna: Efficacy and safety, trusted or proven, advice/experience of others

Base: Unvaccinated respondents who will only take certain COVID-19 vaccines" in QNEW1Q15 and select brand (base varies)
NEW1Q18: Why would you only want to take that/those vaccines?



Appendix



Wave 1 March 2021: Respondent Profile

Gender

Male	47%
Female	52%
Gender variant/Non-binary	1%
Transgender MTF	<1%
Transgender FTM	<1%
Prefer not to answer	<1%

Age

18-24	10%
25-34	18%
35-44	20%
45-54	16%
55-64	18%
65+	19%

Hispanic/Latinx	9%
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Race

White/Caucasian – Non-Hispanic	55%
Black/African American – Non-Hispanic	24%
Asian/Asian American	8%
American Indian or Alaska Native	3%
Native Hawaiian or Pacific Islander	<1%
Some other race	4%

Rural, Urban, Suburban

Rural	37%
Suburban	25%
Urban	36%
Unable to classify	2%

Region

North Central	23%
Northeast	6%
Northwest	6%
Piedmont-Triad	15%
Southeast	9%
Sandhills	8%
Southwest	25%
Western	6%
Unable to classify	2%

Children in Household

Children under age 5	14%
Children ages 6 to 12	20%
Children ages 13 to 17	14%
Children age 18 or older	11%
No children living in the household	57%

Education

High School or Less	23%
Some College no Degree	35%
College Grad or Higher	42%
Prefer Not to Say	1%

Employment

Employed full-time	40%
Employed part-time	11%
Unemployed	11%
Homemaker	9%
Retired	21%
Student	4%
Other	4%

Country Born In

USA	94%
Other	5%
Prefer not to answer	1%



Wave 1 March 2021: Respondent Profile

Marital Status

Married	48%
Living with partner	9%
Single, never married	26%
Divorced	10%
Separated	2%
Widowed	4%
Prefer not to answer	1%

Household Income

Less than \$25,000	19%
\$25,000 to \$49,999	25%
\$50,000 to \$74,999	20%
\$75,000 to \$99,999	13%
\$100,000 to \$149,999	12%
\$150,000 to \$199,999	5%
\$200,000 or more	2%
Prefer not to say	4%
Don't know	1%

Health Conditions Increasing COVID-19 Risk

Yes	33%
No	54%
Don't know	10%
Prefer not to answer	3%

Qualifying Long-Lasting Physical, Mental, Emotional Disability

Yes	19%
No	75%
Don't know	4%
Prefer not to answer	2%

Health, Long-Term Care Settings

Work full-/part-time in health care, L-TC setting	16%
Live, volunteer in health care, L-TC setting	3%
Neither	81%

Frontline Essential Workers

Govt., public health, social, community svc.	10%
Grocery store worker	7%
Transport. worker (public trans, delivery, repair)	7%
Pre-K to Grade 12 educator, admin, assist., staff	6%
Critical manufacturing worker	6%
Restaurant worker (food prep. or serving)	6%
Child care provider, staff or support	5%
School support (bus driver, food svc, janitor)	3%
College or university support staff	3%
Firefighter/EMS	3%
Food processing worker	3%
Corrections/Law enforcement officer, staff	3%
Meat/Poultry packing worker	2%
None of these	67%