



## HERO Door-to-Door Vaccination Survey: Salt Lake County

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The [Utah Health and Economic Recovery Outreach \(HERO\) Project](#) began in May 2020 as a collaborative statewide testing and analysis project to understand the community-based spread of Covid-19. The goal of the HERO Project is to collect and utilize high-quality local data to help inform decision-makers seeking to guide Utah's citizens and economy through a safe return to normalcy. Webinars and reports on community testing, impacts of Covid-19 on Utah businesses and consumers, and school testing are published on the [HERO Resources & Media](#) website. This report focuses on [HERO Project surveying of attitudes and actions relating to vaccination](#).

### Background

In May 2021, the HERO team began working alongside the Utah Department of Health and local health departments to better understand Covid-19 vaccine uptake in communities with low vaccination rates. The team adapted the [Community Assessment for Public Health Emergency Response](#) (CASPER) method to gather household information on vaccine uptake and attitudes. CASPER is an epidemiologic technique able to obtain fast, reliable information that can be utilized to inform decision-makers navigating a wide variety of community public health scenarios. These surveys will provide additional clarity on the reasons eligible individuals have not yet been vaccinated, including vaccine hesitancy and barriers to access.

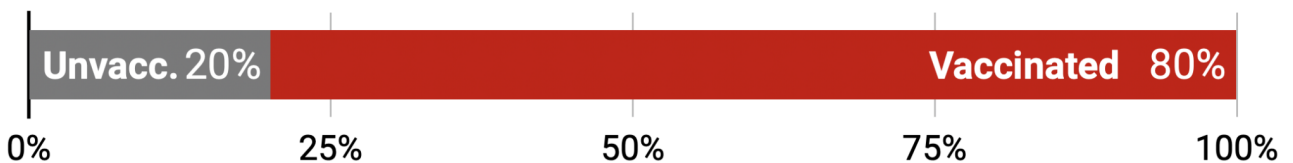
### Survey Results

Over a three-week period in May and June 2021, the HERO team collected 374 surveys from respondents in select areas of Salt Lake County.

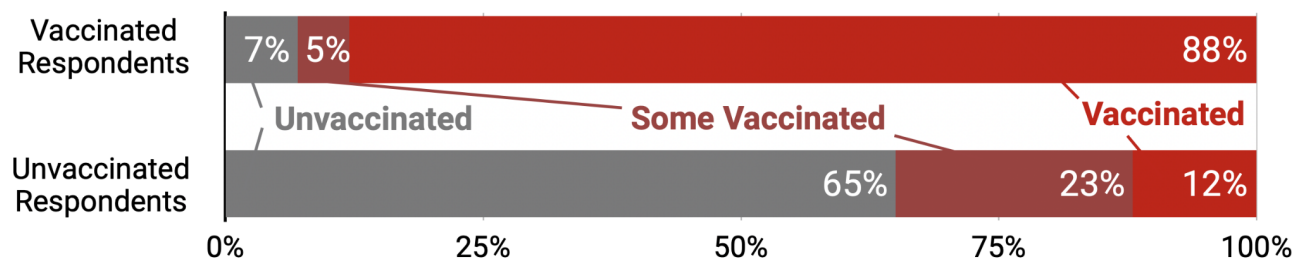
### Vaccination Status

A significant majority of respondents indicated that they had been vaccinated: 80% versus 20% unvaccinated. Those who were vaccinated themselves were more likely to live with others who had been vaccinated, as 93% of vaccinated respondents indicated that some or all of their household members had also been vaccinated, as compared to only 35% of unvaccinated respondents.

**Vaccination status of respondents**



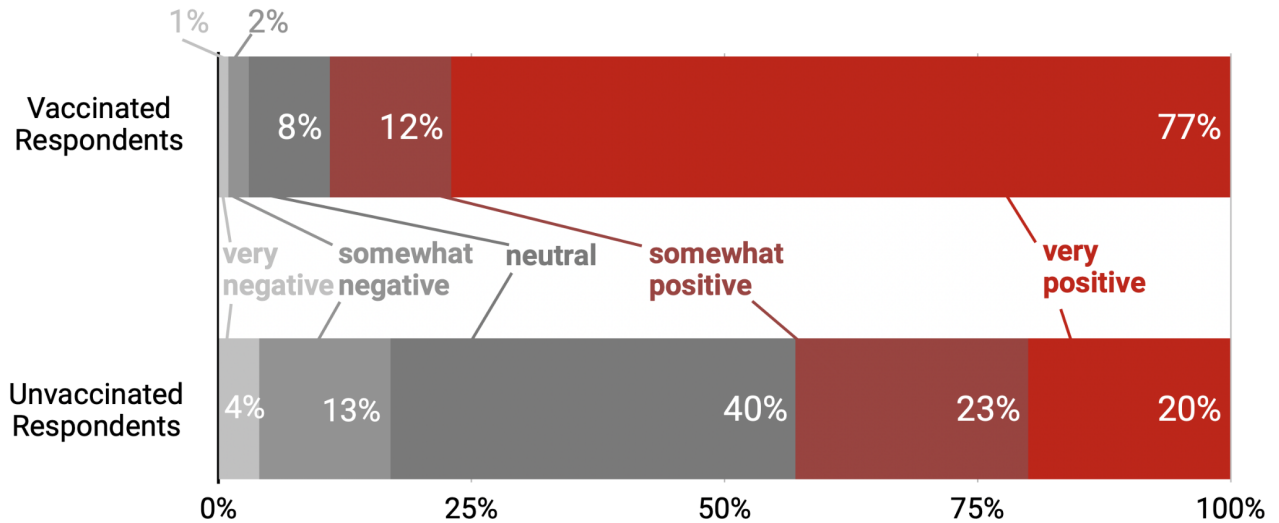
**Vaccination status of other household members, by respondent's vaccination status**



## Attitudes Towards Vaccination

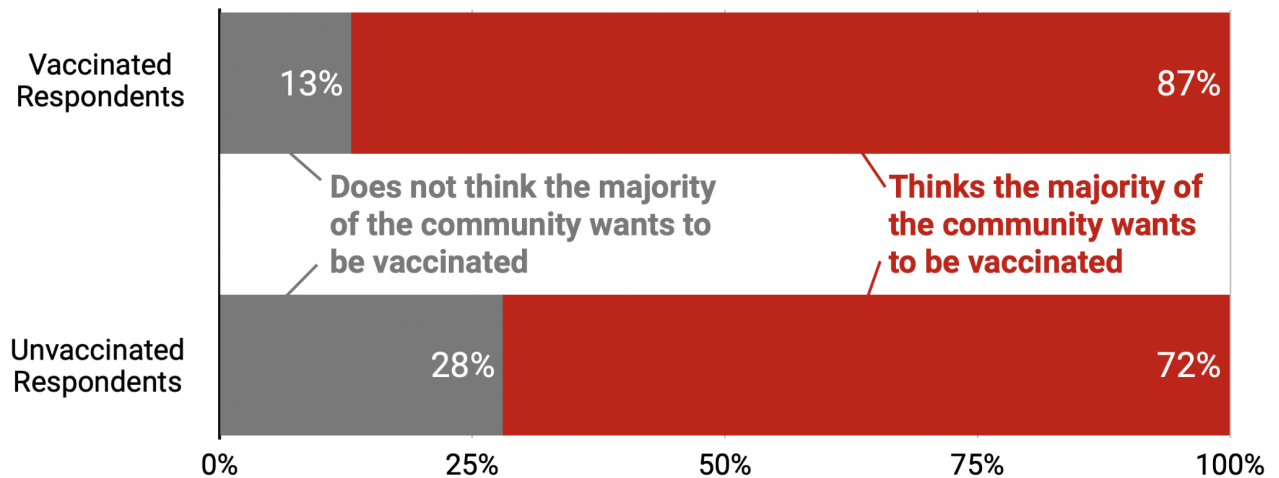
Respondents' attitudes towards Covid-19 vaccines reveal stark differences between those vaccinated and those unvaccinated. Nearly four times as many vaccinated respondents as unvaccinated respondents indicated a "very positive" attitude toward vaccines. About twice as many vaccinated respondents as unvaccinated respondents hold some level of positive attitude (either "very" or "somewhat") towards the vaccines. Conversely, unvaccinated respondents hold both negative and neutral attitudes at substantially higher rates than their vaccinated counterparts (6 times higher and 5 times higher, respectively).

### Respondent's attitude towards vaccines, by respondent's vaccination status



When asked about the rest of the community's attitudes towards vaccination, however, vaccinated and unvaccinated respondents indicated largely similar sentiments, with a vast majority of both believing that most of the community wants to be vaccinated.

### Perception of community attitudes, by respondent's vaccination status



## Obstacles to Increased Vaccination Rates

Survey participants were asked why members of their household were not vaccinated or did not plan to be vaccinated. The top reason indicated overall was that respondents were worried about the future side effects of the vaccine. Even this reason, however, was only indicated by a fairly small portion of the total sample, with unvaccinated respondents approximately three times as likely to list this concern.

Overall, the lists of unvaccinated and vaccinated respondents were strikingly similar: 10 reasons were included within both lists, with the list from vaccinated respondents including a total of 13 as several were equal in magnitude.

### ***Top 10 reasons household members are not vaccinated, by respondent's vaccination status***

UNVACCINATED RESPONDENTS		VACCINATED RESPONDENTS
Worried about future side effects (19% indicating this reason)	<b>01</b>	Do not have time to get vaccinated (9% indicating this reason)
Concerned about quick development (14%)	<b>02</b>	Complicated appointment scheduling process (9%)
Do not have time to get vaccinated (13%)	<b>03</b>	Political or ideological concerns (9%)
Do not trust the pharmaceutical industry (13%)	<b>04</b>	Had Covid-19, not worried about getting it again (6%)
Complicated appointment scheduling process (9%)	<b>05</b>	Worried about future side effects (6%)
Had Covid-19, not worried about getting it again (6%)	<b>06</b>	Difficulty arranging transportation (6%)
Do not think they will get Covid-19 (6%)	<b>07</b>	Concerned about quick development (6%)
Difficulty arranging transportation (5%)	<b>08</b>	Pregnant, intending to be, or breastfeeding (3%)
Concerned about being tracked (5%)	<b>09</b>	Do not think they will get Covid-19 (3%)
Political or ideological concerns (5%)	<b>10</b>	Do not think they will get very sick w/ Covid-19 (3%)

*Worried about getting Covid-19 from the vaccine, Do not trust the pharmaceutical industry, and Concerned about being tracked each received 3% as well*

When asked about the difficulties respondents and/or their household members had experienced in the process of getting vaccinated, respondents who had received the vaccination indicated five primary difficulties, while those unvaccinated only listed one: finding time to get vaccinated. This difficulty only affected a small percentage of the total sample and was indicated by similar proportions of vaccinated and unvaccinated respondents. Vaccinated respondents also experienced difficulties finding nearby service, making appointments (at nearly double the rate of any other challenges), arranging transportation, and with long waiting times.

### ***Difficulties in obtaining vaccination for respondents & household members***



Asked about increasing the vaccination uptake in their community, vaccinated and unvaccinated respondents alike provided similar suggestions. At the top of both lists is providing more information on vaccines, with nearly half of respondents in each category making this suggestion. Two more suggestions—vaccination requirements for activities, friends & family who have been safely vaccinated—held second and third place for both sets of respondents. Beyond these points, unvaccinated respondents included a simpler scheduling process and support in caring for loved ones while attending vaccination appointments among their top 5, while vaccinated respondents listed incentives and closer vaccination sites.

### ***Top 5 suggestions for increasing vaccine uptake, by vaccination status***

UNVACCINATED RESPONDENTS	VACCINATED RESPONDENTS
More information on vaccines (49% indicating this suggestion)	<b>01</b> More information on vaccines (43% indicating this suggestion)
Friends/family who have been safely vaccinated (20%)	<b>02</b> Friends/family who have been safely vaccinated (20%)
Vaccination requirement for various activities (7%)	<b>03</b> Vaccination requirement for various activities (13%)
Simpler scheduling process (5%)	<b>04</b> Incentive (6%)
Assistance caring for family/loved ones during vaccination appt (5%)	<b>05</b> Closer vaccination sites (5%)

## Next Steps

Throughout the coming weeks, the HERO Project will publish a number of reports on vaccination uptake in communities across the state of Utah. These will include further results from targeted geographic CASPER surveying, data from statewide surveying, and insights from a number of community focus groups. These insights will help inform the state's continuing efforts to increase vaccine uptake among Utahns and promote safety amidst a developing return-to-normalcy.

# Acknowledgments

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