



HERO Door-to-Door Vaccination Survey: Utah 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.

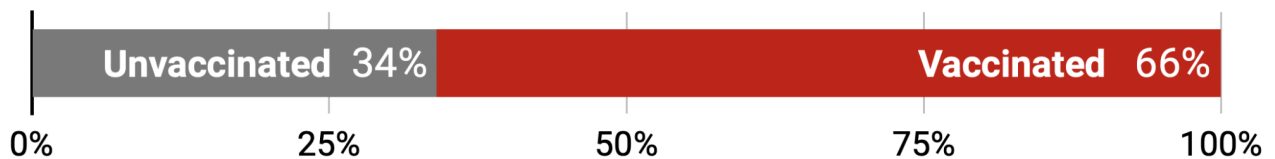
Survey Results

Over a one-week period in June 2021, the HERO team collected 199 surveys from respondents in select areas of Utah County.

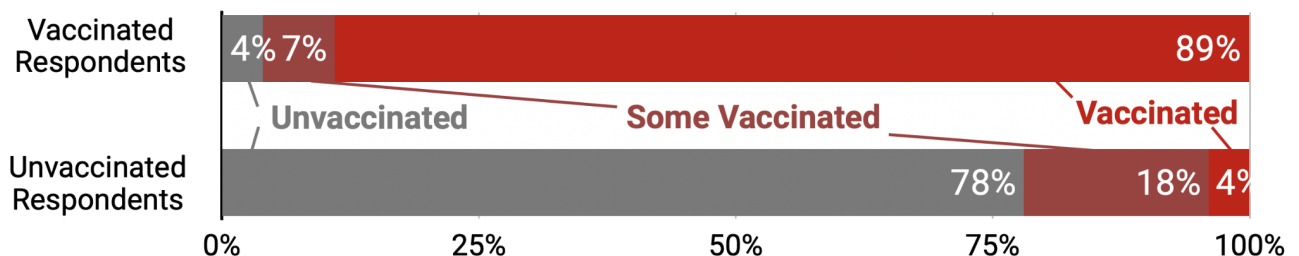
Vaccination Status

A majority of respondents indicated that they had been vaccinated: 66% versus 34% unvaccinated. Those who were vaccinated themselves were more likely to live with others who had been vaccinated, as 96% of vaccinated respondents indicated that some or all of their household members had also been vaccinated, as compared to only 22% of unvaccinated respondents.

Vaccination status of respondents



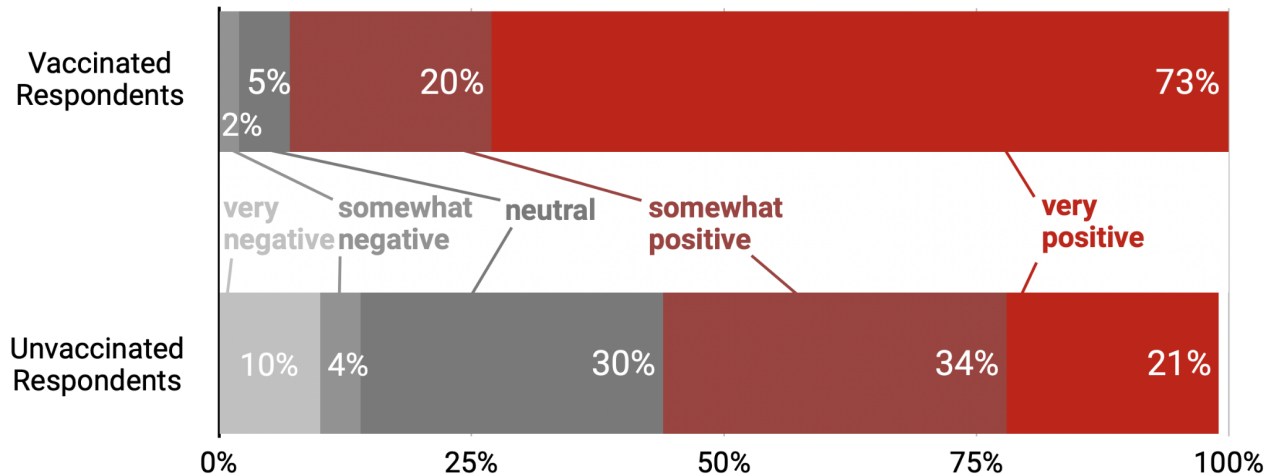
Vaccination status of other household members, by respondent's vaccination status



Attitudes Towards Vaccination

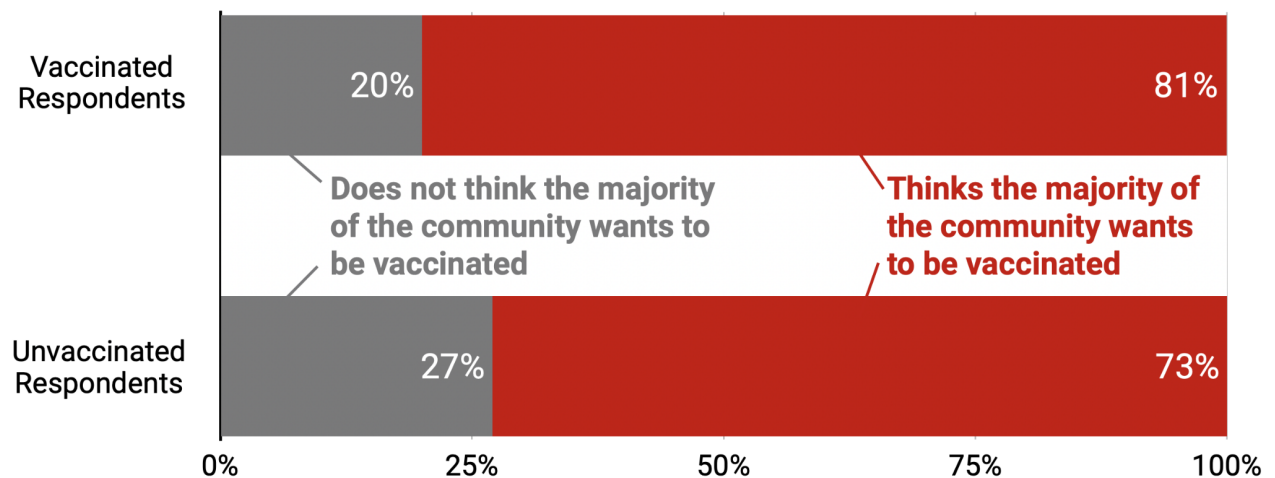
Respondents' attitudes towards Covid-19 vaccines reveal stark differences between those vaccinated and those unvaccinated. More than three times as many vaccinated respondents as unvaccinated respondents indicated a "very positive" attitude toward vaccines. Almost twice as many vaccinated respondents 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 (7 times higher and 6 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 large 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. This reason was indicated by a similar higher proportion of unvaccinated respondents—20%—than their vaccinated counterparts—21%.

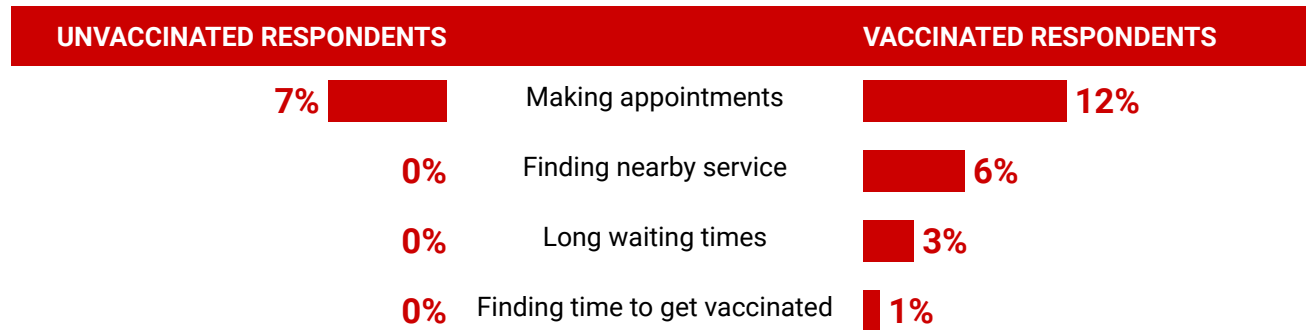
The lists of unvaccinated and vaccinated respondents were notably similar: 8 of the top reasons were consistent across the board. Unvaccinated respondents indicated a lack of time to get vaccinated and doubts about the severity of the pandemic as commonly portrayed.

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

UNVACCINATED RESPONDENTS		VACCINATED RESPONDENTS
Do not have time to get vaccinated (22% indicating this reason)	01	Worried about future side effects (21% indicating this reason)
Worried about future side effects (20%)	02	Had Covid-19, not worried about getting it again (14%)
Had Covid-19, not worried about getting it again (17%)	03	Pregnant, intending to be, or breastfeeding (7%)
Do not think they will get very sick w/ Covid-19 (17%)	04	Do not think they will get Covid-19 (7%)
Concerned about quick development (15%)	05	Do not think they will get very sick w/ Covid-19 (7%)
Do not think they will get Covid-19 (12%)	06	Worried they will get Covid-19 from the vaccine (7%)
Pregnant, intending to be, or breastfeeding (8%)	07	Do not trust the pharmaceutical industry (7%)
Worried they will get Covid-19 from the vaccine (6%)	08	Concerned about quick development (7%)
Don't believe the outbreak in the US to be as severe as portrayed (6%)	09	n/a
Do not trust the pharmaceutical industry (5%)	10	n/a

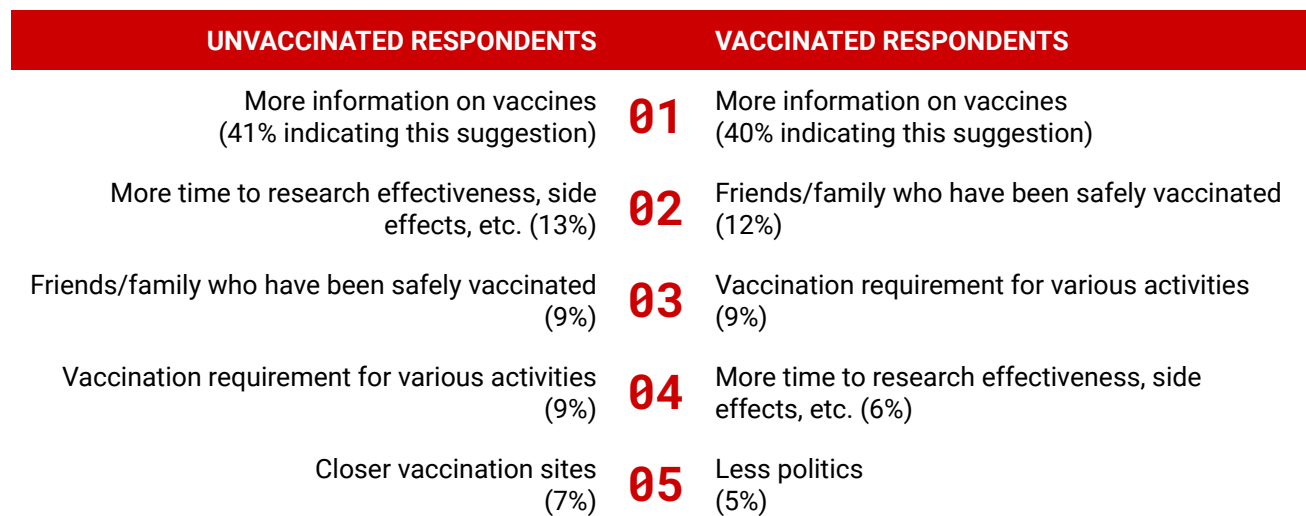
When asked about the difficulties respondents and/or their household members had experienced in the process of getting vaccinated, respondents indicated three primary difficulties. Unvaccinated respondents, notably, only described one difficulty: making appointments. Among vaccinated respondents, the most common challenge was also making appointments, followed by finding nearby service, long waiting times, and finding time to get vaccinated..

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. Three more suggestions—vaccination requirements for activities, friends & family who have been safely vaccinated, and more time and research on the vaccines—were also listed across the board. Unvaccinated respondents included closer vaccination sites among their top 5, while vaccinated respondents listed decreasing politicization.

Top 5 suggestions for increasing vaccine uptake, by vaccination status



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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