



HERO Online Vaccine Attitude Survey: Key Findings

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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. Sixteen months later, the project team is wrapping up its reporting on community testing, impacts of Covid-19 on Utah businesses and consumers, school testing, and vaccine uptake, impact, and implications. This report summarizes a HERO Project qualitative study to understand attitudes on vaccination among Utahns. More information on the HERO Project's past and current work can be found in the project's [previous reporting](#).

Background

During the early summer of 2021, the HERO Project conducted a number of efforts to gain insight into how Utahns perceived the Covid-19 vaccines and what had prevented people from being vaccinated, with the ultimate goal of understanding how to increase vaccine uptake in the state. Among these, the HERO team **surveyed 2,399 Utahns throughout the state in a web-based qualitative study utilizing a long-form survey questionnaire**. This survey provided insight into the following questions:

- How can Covid-19 vaccine uptake be increased in Utah?
- Why are people not getting vaccinated?
- What are the potential information sources that can be used to increase vaccine uptake?

Key Findings

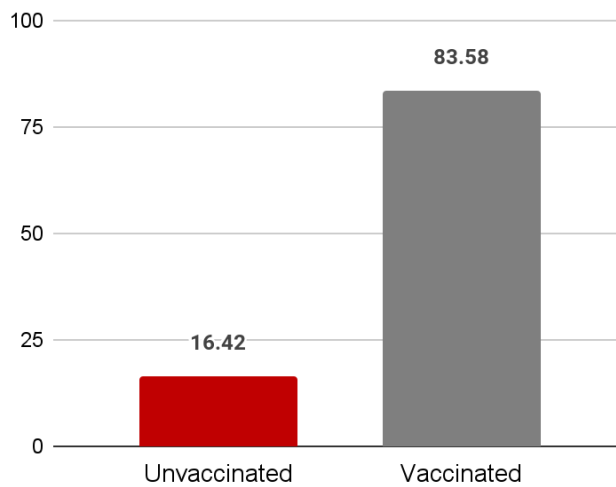
- Major barriers to getting the vaccine included concerns about future side effects, quick development of vaccines, and fertility and pregnancy concerns.
- Unvaccinated respondents indicated low levels of concern about getting Covid-19 or becoming seriously ill.
- Respondents indicated inconvenience was a major concern.
- Hesitance toward child vaccination is substantial among both unvaccinated and vaccinated parents.
- Incentives are unlikely to be effective for the majority of unvaccinated respondents.
- Doctors, relatives, friends, and community, are trusted information sources for the unvaccinated, while trust in government is marginal.

Results

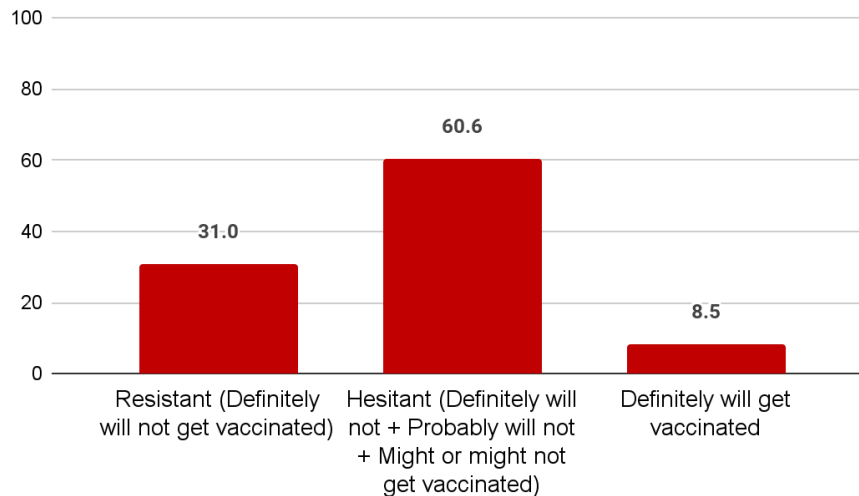
Vaccination Status

Of the 2,399 individuals who responded to the Web survey, 84% had received at least one dose of Covid-19 vaccine. In addressing Utah's potential to increase vaccine uptake, it's useful to understand respondents' hesitancy. Among those who were unvaccinated, the majority reported being hesitant to get the vaccine (61%), while 31% reported being resistant, and about 9% reporting they will definitely not get vaccinated.

Percent of Respondents: Vaccinated vs. Unvaccinated
N = 2,399



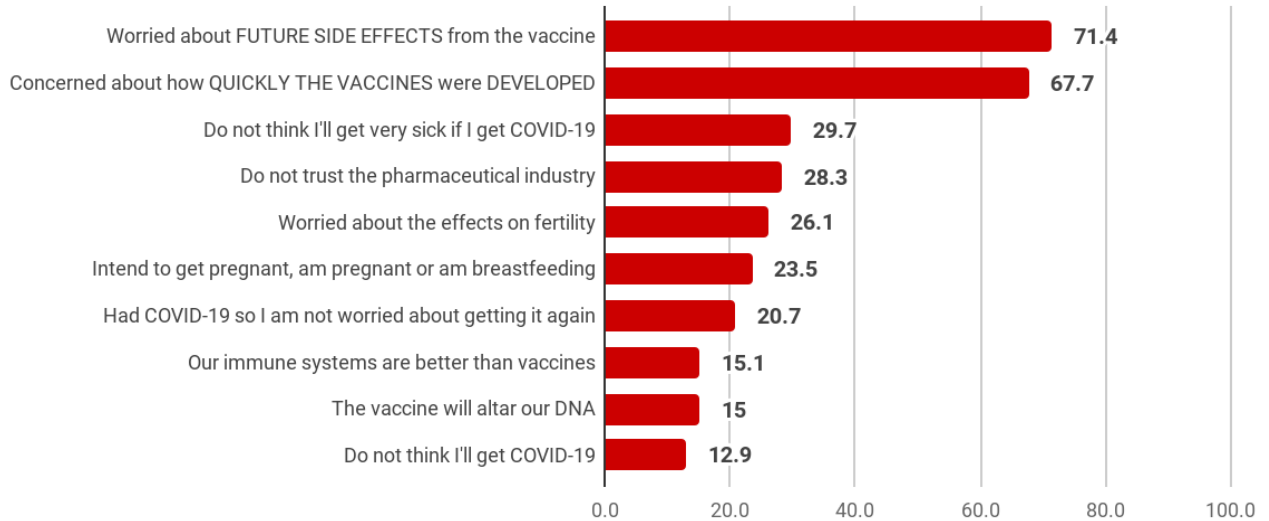
Vaccine Attitudes (Percent of Respondents)



Major Reasons for not Getting Vaccinated

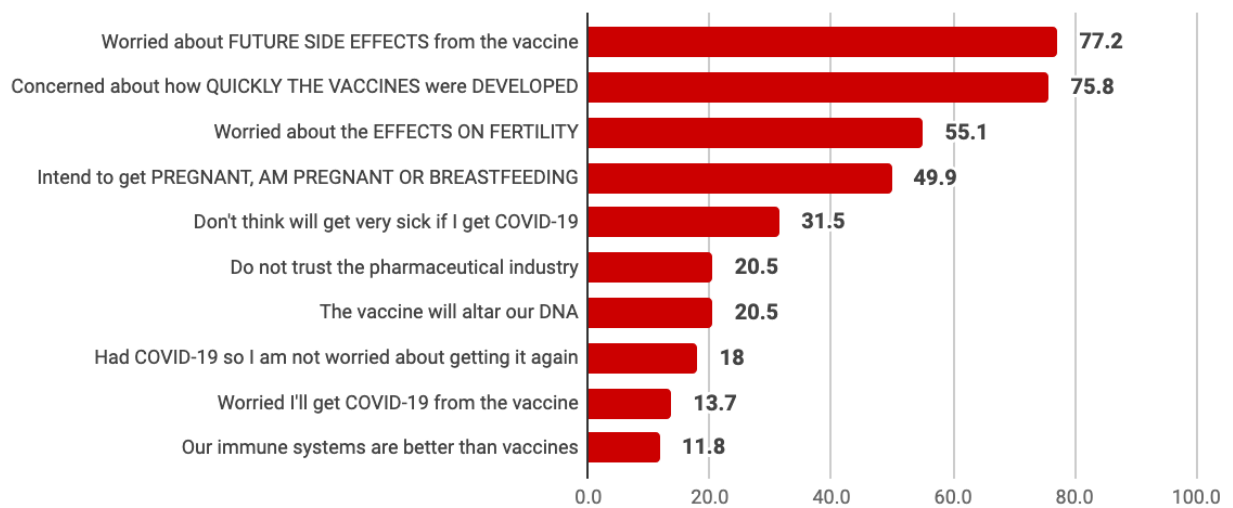
Among vaccine-hesitant respondents, the top reasons for not getting vaccinated included worry about future side-effects and concern over rapid development of the vaccines. More than two-thirds of respondents expressed these reasons for not getting vaccinated.

Major Reasons among Vaccine-hesitant Respondents for not Getting the Vaccine



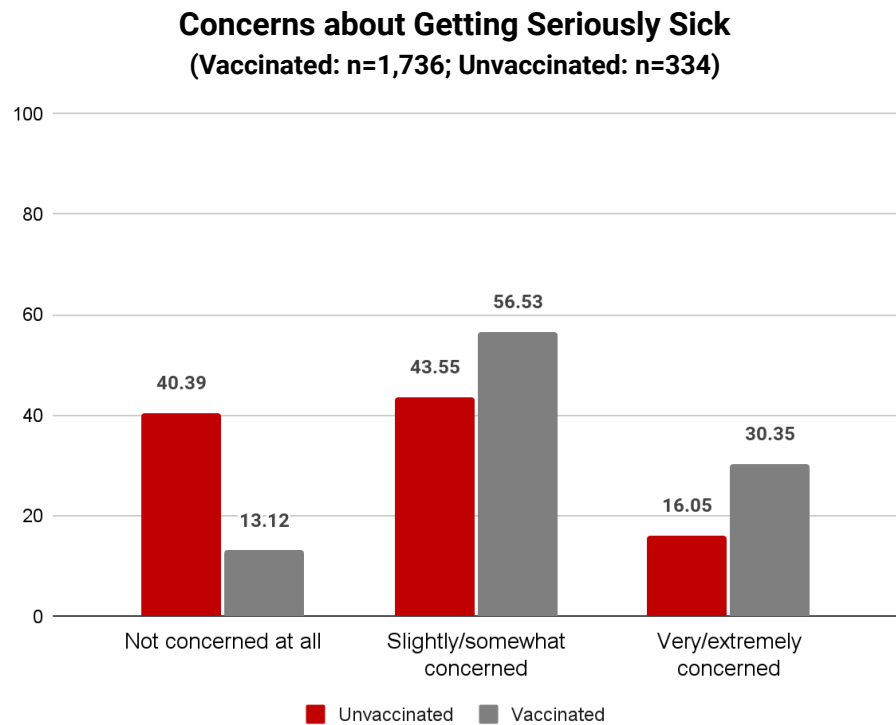
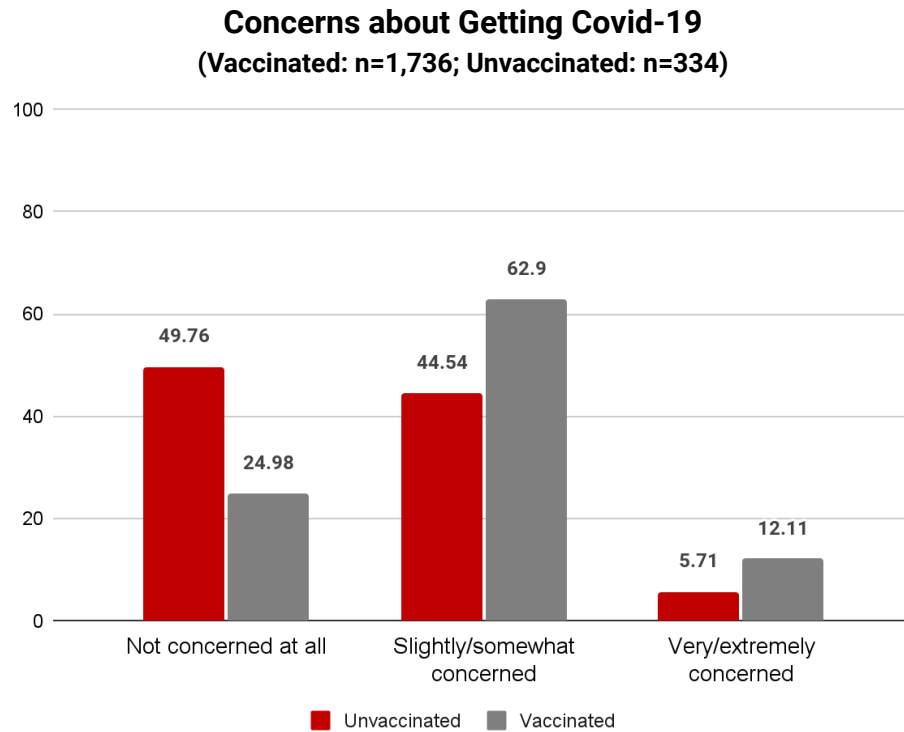
Similarly, vaccine-hesitant women aged 18-35 also expressed high concerns over future side-effects and rapid vaccine development. However, unlike the rest of the vaccine-hesitant population, half or more of this group have fertility or pregnancy related reasons for not getting vaccinated.

Major Reasons among Vaccine-hesitant Women aged 18-35 for Not Getting the Vaccine



Concerns about Covid-19

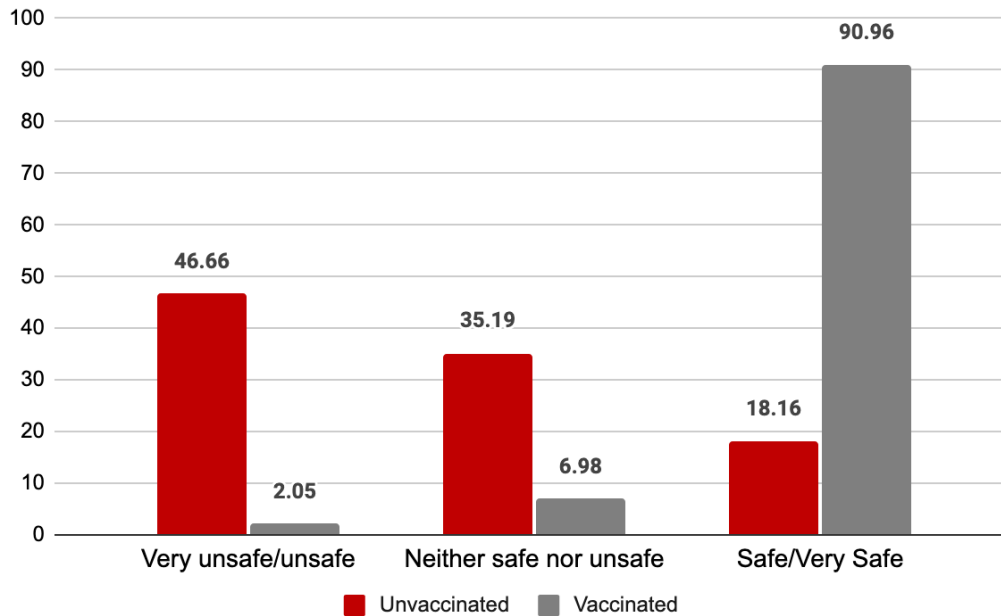
Unvaccinated respondents reported lower concerns about getting Covid-19, or getting seriously ill if they are infected, compared to vaccinated respondents.



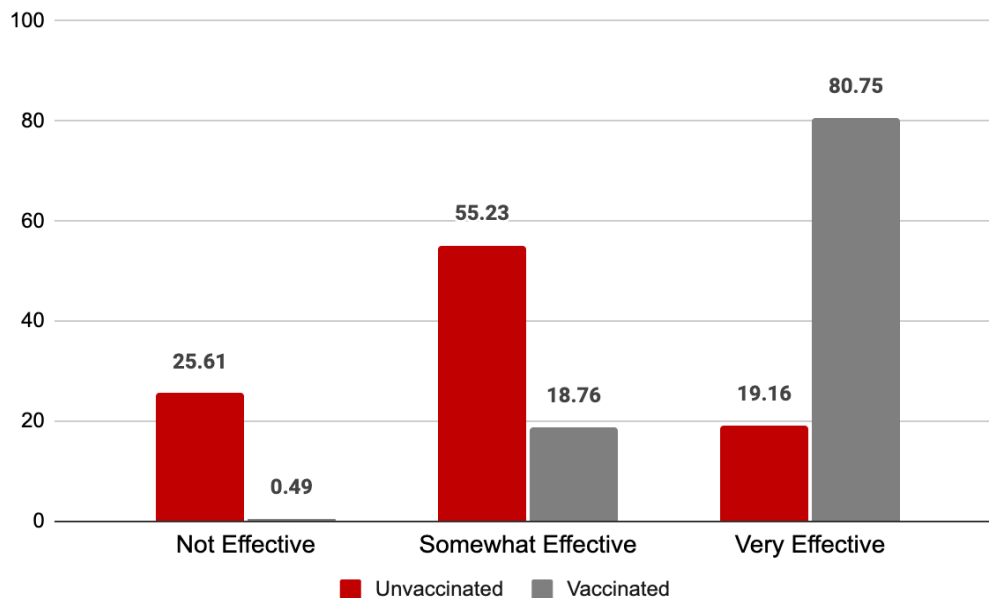
Perceptions of Vaccine Safety and Effectiveness

More than 90% of vaccinated respondents felt that the vaccine was safe and more than 80% believed it to be very effective, whereas less than 20% of unvaccinated respondents felt that the vaccine was safe or very effective.

Attitude toward Perceived Vaccine Safety (Percent of Respondents)
(Vaccinated: n=1,956; Unvaccinated: n=443)



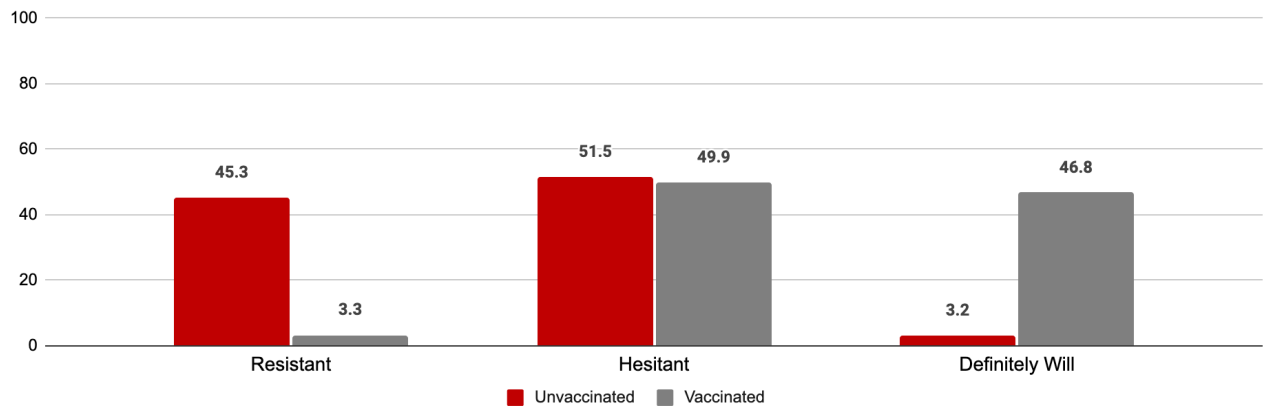
Perceived Vaccine Effectiveness
(Vaccinated: n=1,956; Unvaccinated: n=443)



Likelihood of Children's Vaccination

Approximately half of both vaccinated and unvaccinated parents expressed hesitance regarding getting their children under age 16 vaccinated. Otherwise, the parent's own vaccine uptake status is projected to their likelihood of getting their children vaccinated.

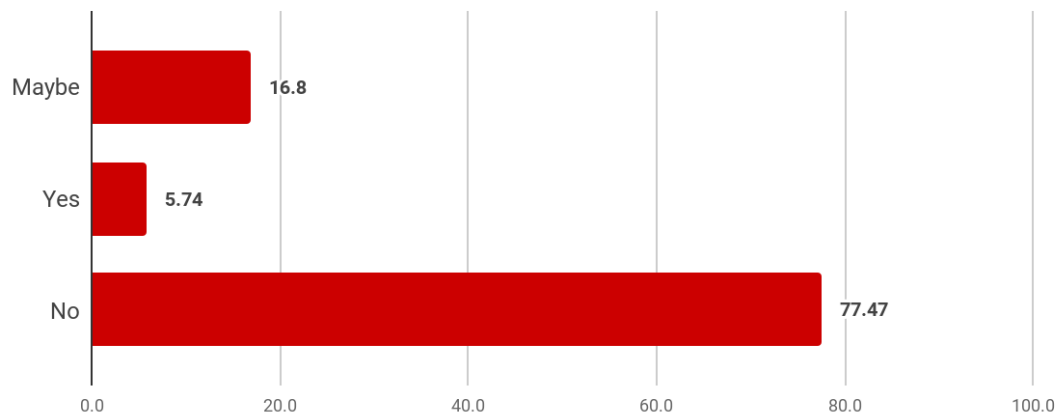
Vaccinated and Unvaccinated Parents' Likelihood of of Vaccinating Children <Age 16 (Vaccinated: n=667; Unvaccinated: n=266)



Potential Impact of Incentives

Incentives are unlikely to be effective for the majority of the unvaccinated population with more than three quarters of respondents reporting that they would not be amenable to monetary incentives.

Unvaccinated Respondents' Attitudes Toward Incentives* (N = 333)

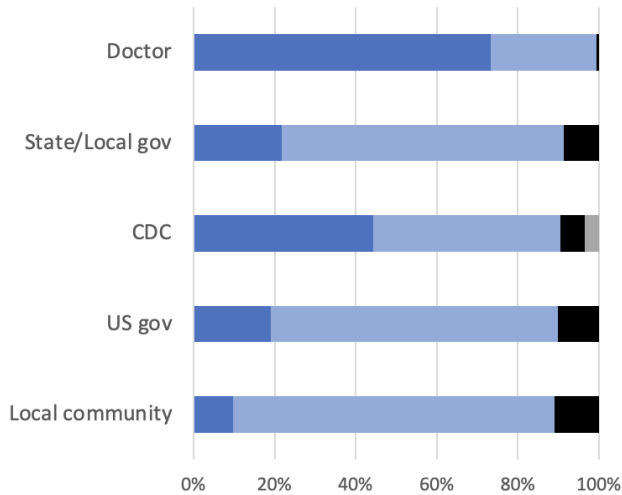


*Among Unvaccinated who responded: Definitely will not get vaccinated, Probably will not get vaccinated, Might or might not get vaccinated

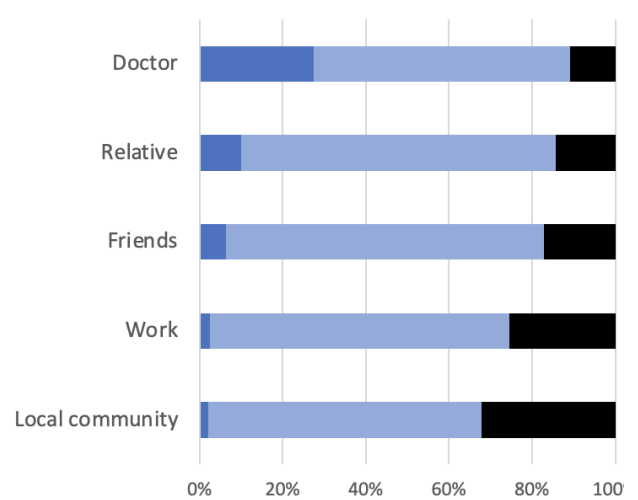
Trusted Sources for Information on Covid-19

Doctors, relatives, friends, people at work, and the local community are the major trusted information sources for the unvaccinated. In contrast, for the vaccinated, government entities are the most trusted after doctors. However, government sources are less likely to be trusted for the unvaccinated.

Vaccinated Respondents, All Sources

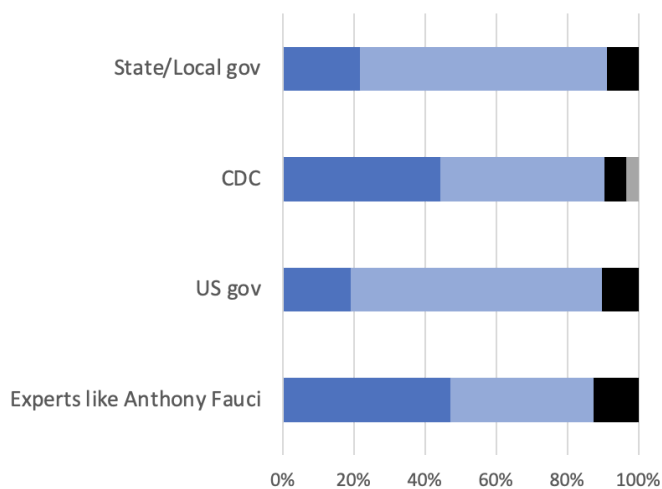


Unvaccinated Respondents, All Sources

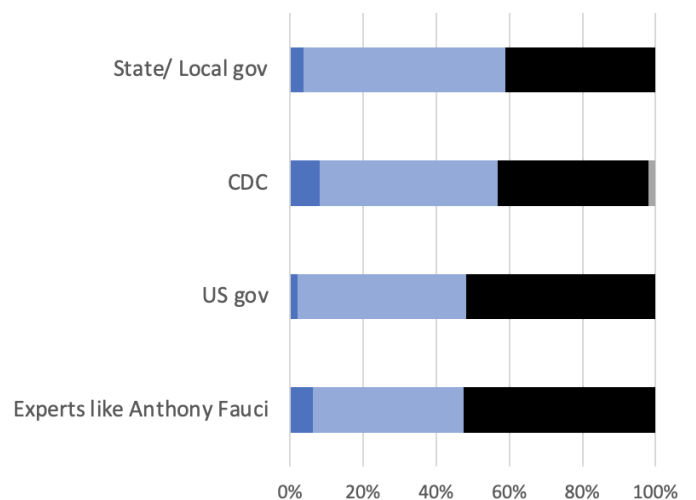


■ Trust completely ■ Somewhat trust ■ Don't trust ■ Not Applicable

Vaccinated Respondents, Government Sources



Unvaccinated Respondents, Government Sources



Conclusions and Recommendations

- Leverage Doctors to disseminate information
 - Provide a toolbox for doctors to effectively communicate with patients
 - Bring local doctors into community (some do not see doctors regularly)
 - There should be clear messaging on Covid situation, risks, and vaccine concerns and that vaccine is well-studied
- Address fertility, pregnancy, and breastfeeding concerns (women aged 18-35)
 - Focus on OB-GYN, pediatricians to communicate accurate information
 - Find opportunities to interface with women in their networks (ex: pre-schools, schools, etc.)
- Address Time and Convenience concerns
 - Continued efforts to make appointments efficient and accessible
 - Time-off for vaccine appointments

Acknowledgments

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