

# SILVERSNEAKERS PULSE SURVEY



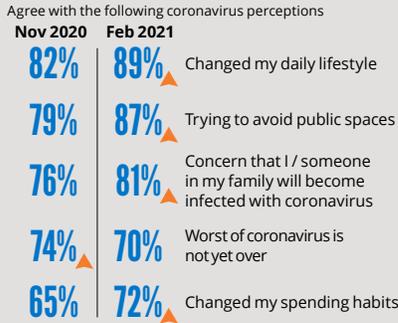
**Trust, Timing and Covid: A Vaccine Study Among U.S. Seniors**  
This SilverSneakers® Pulse survey seeks the voice of today's seniors to unpack insights into the coronavirus vaccine related to uptake, timing, perceived safety and distribution.

February 10 – 16, 2021  
Approximately 4,500 respondents  
(Prior survey results compared where possible)  
▲ Indicates statistical significance

## CORONAVIRUS IMPACT ON SENIORS

### Coronavirus Effect on Seniors

The pandemic continues to have a profound effect on seniors' lifestyles, in many cases more so than before.



Feb 2021 Once I have been vaccinated, it is important to:



Anxiety about visiting a medical office during the pandemic continues to be the main reason for delays or cancelled medical / dental appointments.

Delayed or avoided medical or dental appointment (% "Yes")

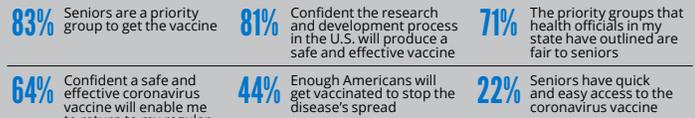


Felt unsafe visiting a medical office during coronavirus



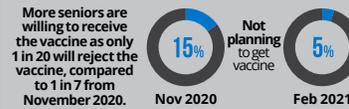
### Attitude Toward Vaccines

More seniors trust the safety and efficacy of the vaccine than before and believe they are a priority group to get vaccinated. However, only 1 in 5 believe they will have quick and easy access to the vaccine.



### Vaccine Uptake

Vaccine Adopters & Rejectors Among All Respondents



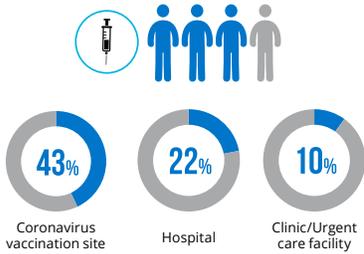
### Vaccine Rollout and Uptake



## SENIORS WHO HAVE RECEIVED THE VACCINE

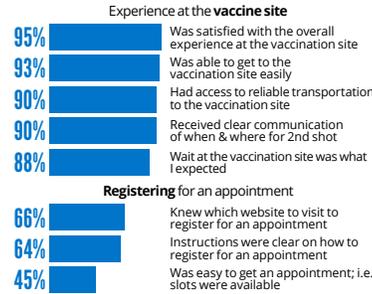
### Locations Receiving Vaccine

Three out of four seniors received their vaccine from a designated vaccination site, hospital or clinic.



### Experience Receiving the Vaccine

Vaccinated seniors are satisfied with their experience at the vaccination site but had trouble making the appointment.



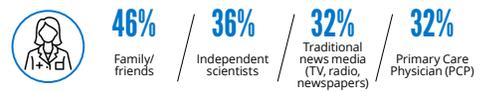
### Sources Influencing Vaccine Uptake – Government

The information provided by the CDC had the greatest impact on seniors to get the vaccine.



### Sources Influencing Vaccine Uptake – Non-government

Information by "word of mouth" from family and friends influenced seniors to get the vaccine.



## SENIORS WHO HAVE NOT YET RECEIVED THE VACCINE

### Attitudes Toward the Vaccine

Seniors are much more eager than before to get vaccinated as soon as possible, a change from the "wait and see" attitude from November 2020.

Willingness to Take the Vaccine



### Expectations Receiving the Vaccine

Seniors expect the vaccine to be available a little faster than was the case in November 2020, although only 1 in 4 expect availability within a month.



### Top 3 Preferred Locations to Receive

Seniors still prefer their PCP's office and local pharmacy to receive the vaccine but now are willing to receive the vaccine from other locations as well.



### Factors Influencing Vaccine Acceptance\*

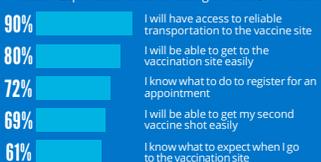
Potential side effects continue to be the main reason influencing vaccine adoption or rejection, but this influence is significantly less than in November 2020.



### Expectations Receiving the Vaccine

Seniors believe they will be able to get to the vaccination site but are less certain about what they must do once there.

Seniors' Expectation when Receiving the COVID-19 Vaccine



### Trusted Sources of Vaccine Info – Government

The CDC, NIH and FDA remain the government sources most likely to convince seniors to take the vaccine.



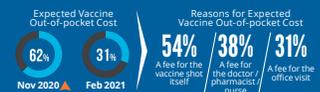
### Trusted Sources of Vaccine Info – Non-government

Among non-government sources, a senior's physician remains the most trusted source of information for taking the vaccine.



### Vaccine Out-of-pocket Cost

Three in ten seniors believe they will have to pay for the vaccine, significantly fewer than before.



### Factors Influencing Vaccine Rejection\*

Vaccine rejectors remain concerned about potential side effects and lack of information about vaccine effectiveness.



\*Among seniors who plan to get the coronavirus vaccine

\*Among seniors who do not plan to get the coronavirus vaccine