



Trust, Timing, and COVID: A Vaccine Study Among US Seniors – Round 3

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Tivity Health Consumer Research

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Key Findings



93% of seniors have received at least one vaccine shot:

- It is easier to get access to the vaccine than in February
- Three out of four seniors are confident that the vaccine will enable a return to regular activities
- Fewer seniors are delaying or avoiding medical / dental appointments than before

The majority of those not yet vaccinated at this point are rejectors:

- Greater hesitancy exists even among those who do plan to get the vaccine
- Vaccine rejectors continue to lack trust in the vaccine's ingredients, safety and efficacy
- These seniors have doubts about both government and non-government sources of vaccine information
- 23% believe they will have to pay for the vaccine, a continued significant decline from previous months

Objectives & Methodology*



Survey via SilverSneakers
newsletter subscribers



1,733 total
responses received



Fieldwork period:
April 14th – 19th

Objectives

Understand SilverSneakers consumers' perceptions regarding the Coronavirus vaccine and highlight changes from previous periods. Specific areas of inquiry include:

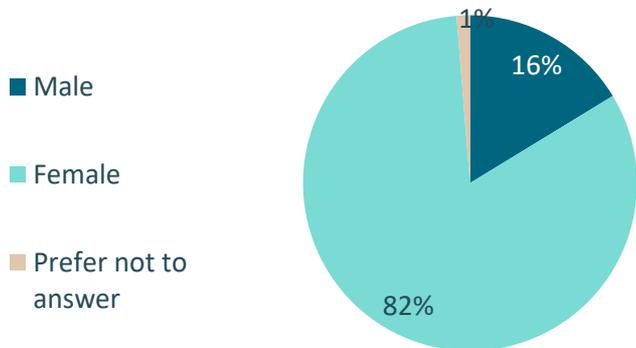
- Vaccine adoption and timing
- Perceived safety and price
- Trusted sources of information
- Attitudes towards the vaccine

*This round is an abbreviated update from research conducted in February 2021 and November 2020

Survey results were tested for statistical significance between February 2021 and April 2021 only – (Where noted, the  indicates the results are significantly higher in comparison)

Respondent Profile

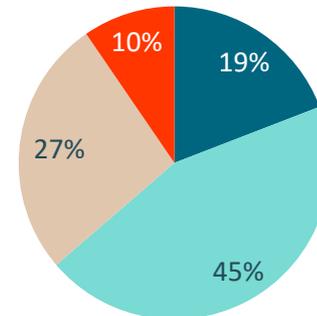
Gender



- Male
- Female
- Prefer not to answer

Urbanicity*

- Large city
- Suburb of a large city
- Small town
- Rural area / farm



*Urbanicity is self reported by consumers. Comparisons will be made across urbanicity where possible.

Age



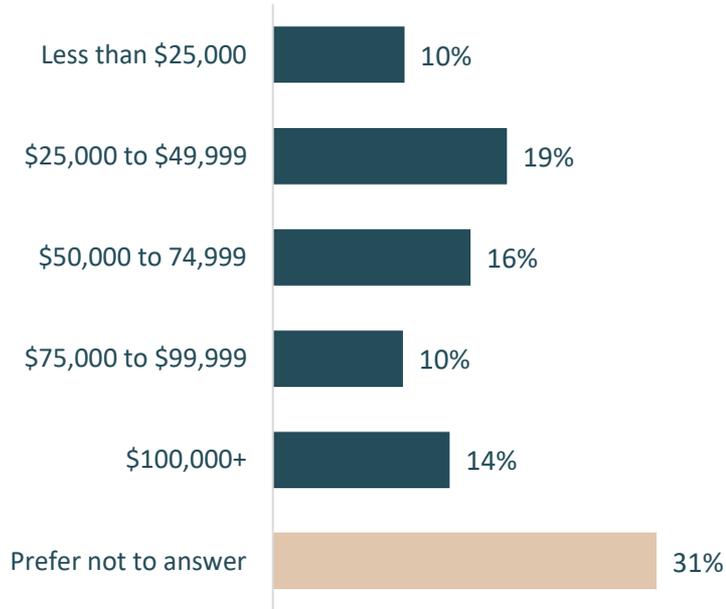
No answer: 1%

- Under 65
- 65-69
- 70-74
- 75-79
- 80-84
- 85+

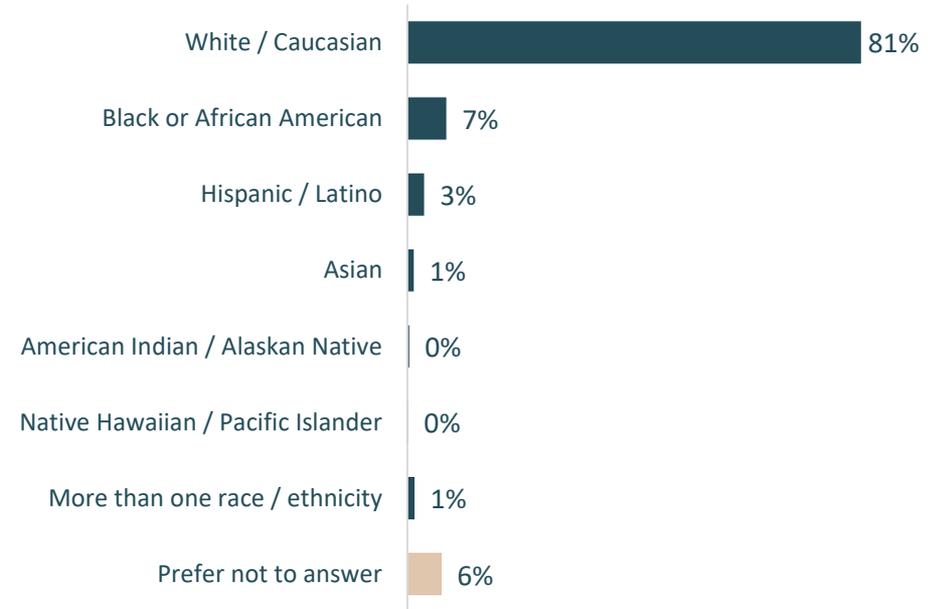
Q11: Are you? Q12: Which of the following ranges best describes your age?
Q14: How would you describe your area where you live?

Respondent Profile (Cont'd)

Household Income



Race / Ethnicity



Base – Apr 2021: n= 1,687



Coronavirus Experience



Now, let's talk about your experience with the Coronavirus

Coronavirus Effect on Seniors

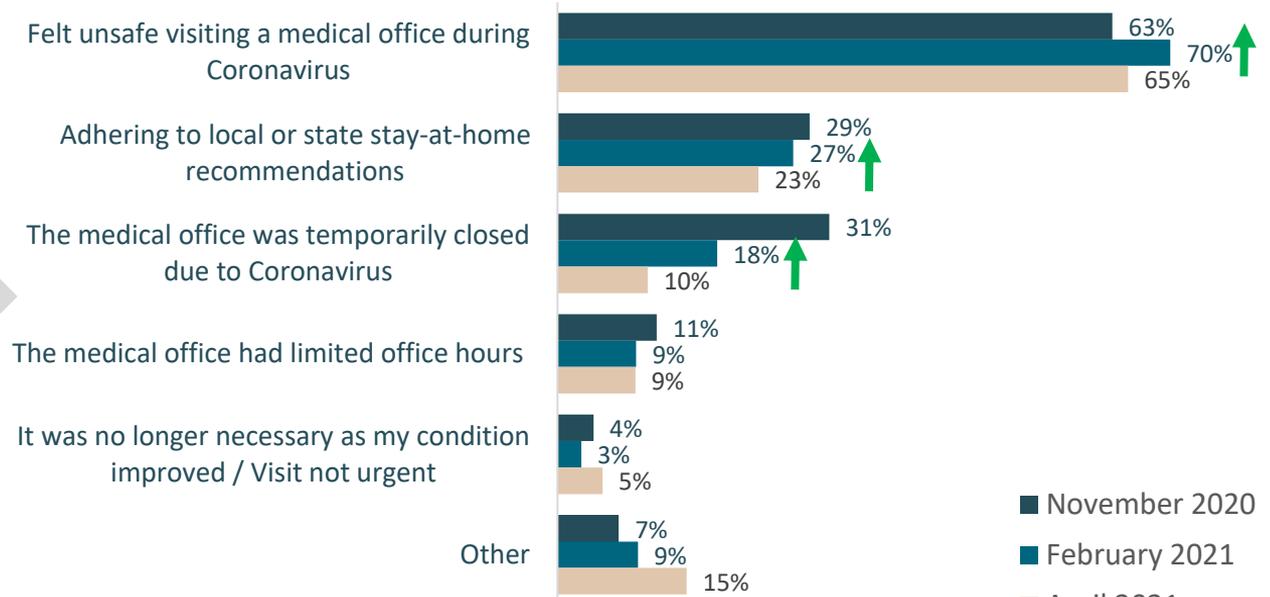
Significantly fewer seniors have delayed or avoided medical / dental appointments than before

- Anxiety about visiting a medical office remains the dominant reason for delaying or avoiding these appointments



Base – Nov 2020: n= 3,734
 Base – Feb 2021: n= 4,518
 Base – Apr 2021: n= 1,733

Reasons for delaying or avoiding a medical or dental appointment



Base – Nov 2020: n= 1,602
 Base – Feb 2021: n= 1,951
 Base – Apr 2021: n= 428

■ November 2020
 ■ February 2021
 ■ April 2021

*In the past 3 months have you delayed or avoided a routine medical or dental care appointment due to concerns related to the Coronavirus?
 What is/are the reasons why you delayed or avoided a routine medical or dental care appointment?*

Attitude Towards Vaccines

Seniors believe the vaccine is much more accessible to them compared to February

- More seniors, three out of four, are also confident that the vaccine will enable a return to regular activities
- Yet most still do not believe enough Americans will get vaccinated to stop the disease's spread

Agree with the following...*

78%

Confident that the research and development process in the U.S. will produce / produced a safe and effective vaccine

(Feb 2021: 81%)

41%

Enough Americans will get vaccinated to stop the disease's spread

(Feb 2021: 44%)

56%↑

Seniors have quick and easy access to the Coronavirus vaccine

(Feb 2021: 22%)

76%↑

Confident that a safe and effective Coronavirus vaccine will enable me to return to my regular activities

(Feb 2021: 64%)

85%

Seniors are a priority group to get the vaccine

(Feb 2021: 83%)

80%↑

The priority groups that health officials in my state have outlined are fair to seniors

(Feb 2021: 71%)

*Strongly agree / Agree based on a 5-Point rating Scale

Base – Feb 2021: n= 4,418
Base – Apr 2021: n= 1,733

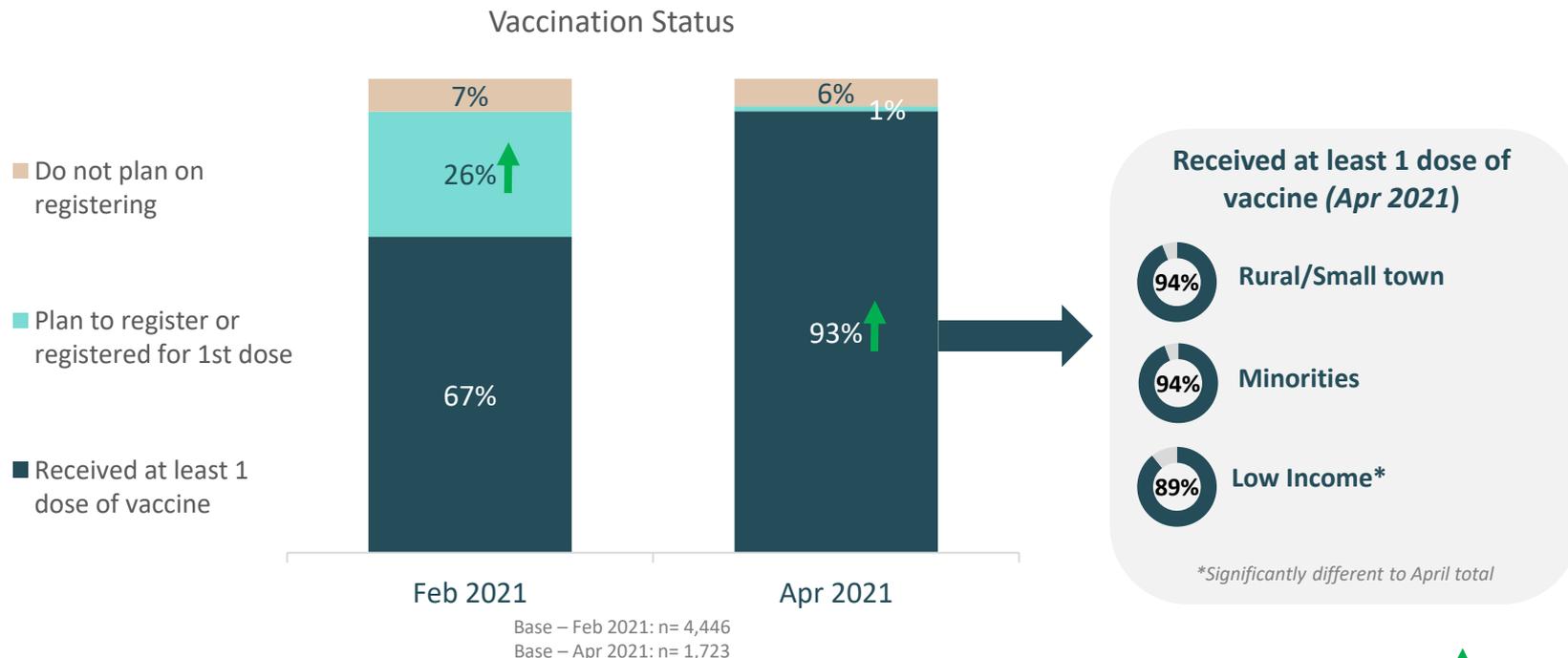
Statistically Significant ↑

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Vaccine Rollout and Uptake

Almost all seniors have currently received at least one dose of the vaccine

- However, low-income seniors are trailing seniors in higher income groups



Have you received, either one or both doses of the Coronavirus vaccine?

Statistically Significant 



Seniors who have not yet received the vaccine

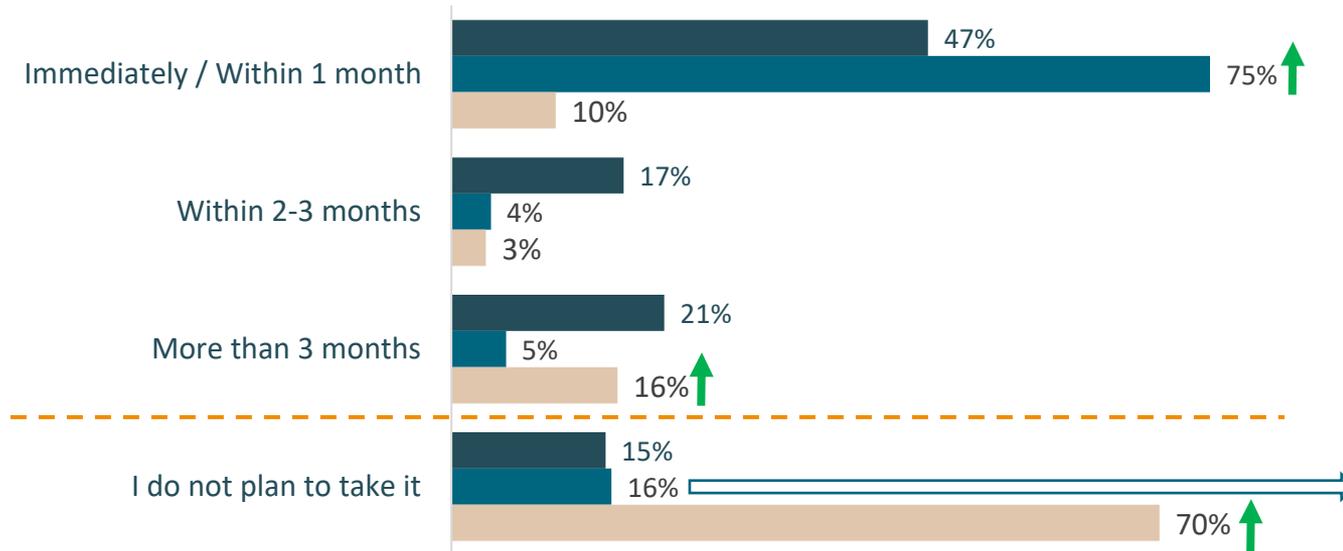


You mentioned you have not received the Coronavirus vaccine

Attitudes Toward the Vaccine

Seven out of ten seniors who have not yet received the vaccine do not plan on taking it, while more hesitancy exists even among those who do plan to take it than before

Willingness to Take the Vaccine



Do not plan to take it (Feb 2021)

- 20% Rural/Small town
- 13% Minorities
- 21% Low Income

Base – Nov 2020: n= 3,734. Base –Feb 2021: n= 1,471
Base –Apr 2021: n= 116

■ November 2020 ■ February 2021 ■ April 2021

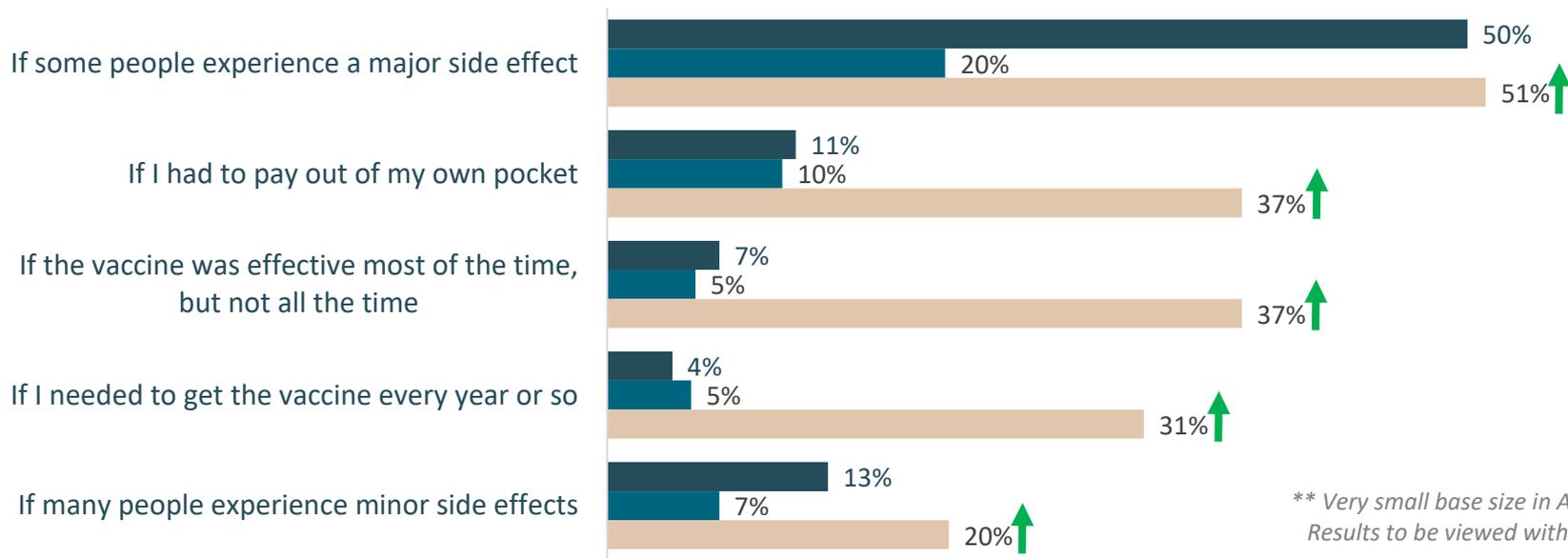
Assuming it is available, how soon, do you plan to take the Coronavirus vaccine?

Statistically Significant ↑

Factors Influencing Vaccine Acceptance*

Potential side effects continues to be the main reason driving hesitancy among those who plan to get the vaccine

A Lot less Likely to Receive the Vaccine...**



** Very small base size in April 2021. Results to be viewed with caution

Nov 2020 - Base: n= 3116
 Feb 2021 - Base: n= 1,218
 Apr 2021 - Base: n= 35

*Among seniors who plan to get the Coronavirus vaccine

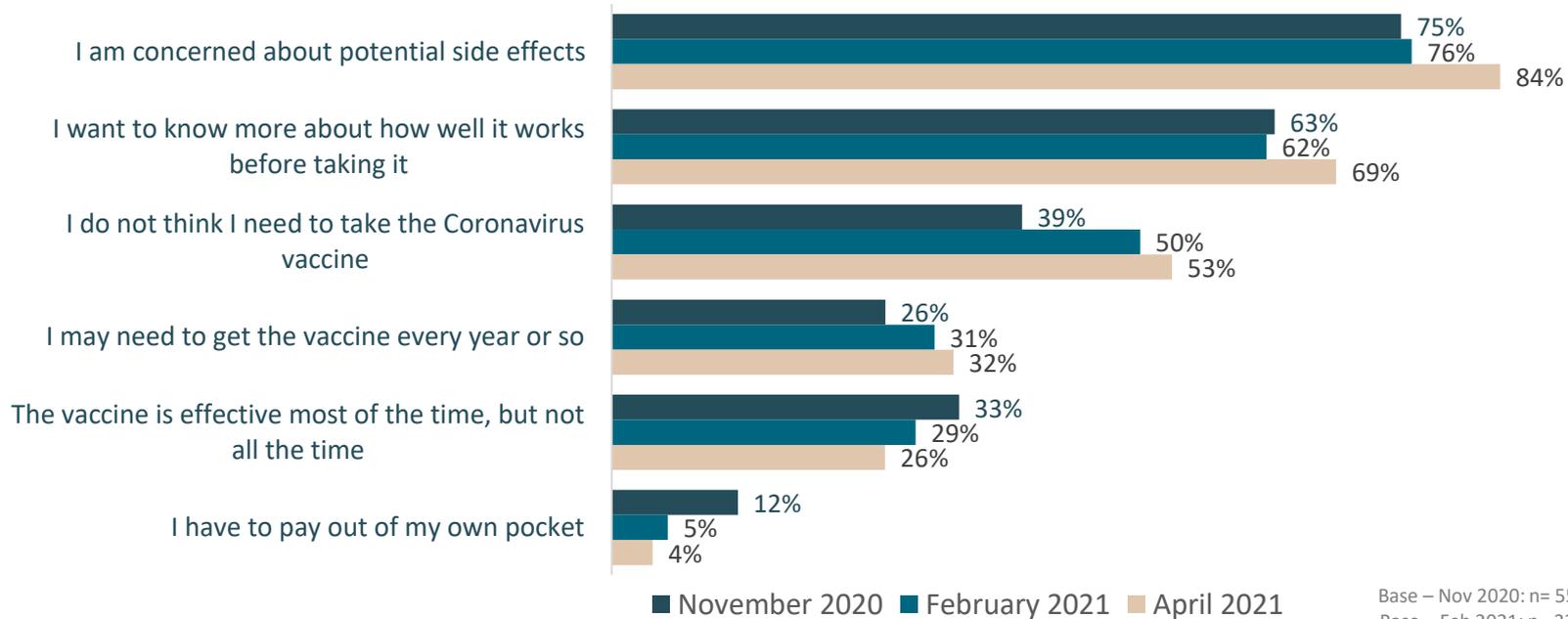
You mentioned you plan to take the Coronavirus vaccine once it becomes available? What factors, if any, may make you less likely to get the vaccine?

Statistically Significant ↑

Factors Influencing Vaccine Rejection**

The main reasons driving vaccine rejection remain unchanged with concern about potential side effects and lack of information about the vaccine's efficacy

I Plan Not to Receive the Vaccine as...*



Base – Nov 2020: n= 555
 Base – Feb 2021: n= 225
 Base - Apr 2021: n= 77

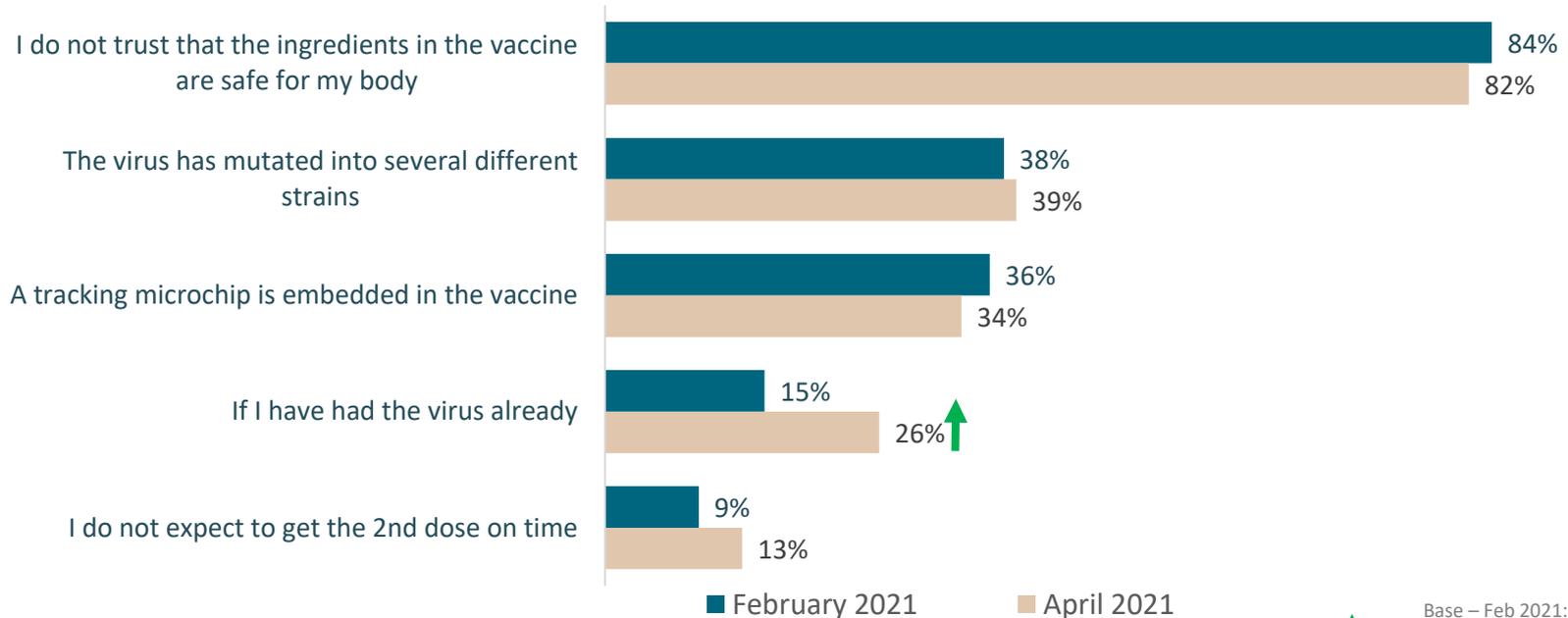
**Among seniors who do not plan to get the Coronavirus vaccine *Lot of influence

You mentioned you do not plan to take the Coronavirus vaccine once it becomes available? What influence if any does each of the following have on your decision not to get the vaccine

Factors Influencing Vaccine Rejection**

In addition, mistrust regarding the safety of the ingredients in the vaccine remains

I Plan Not to Receive the Vaccine as...*



**Among seniors who do not plan to get the Coronavirus vaccine

*Lot of influence

Statistically Significant ↑

Base – Feb 2021: n= 225
Base – Apr 2021: n= 77

You mentioned you do not plan to take the Coronavirus vaccine once it becomes available? What influence if any does each of the following have on your decision not to get the vaccine

Trusted Sources of Vaccine Info - *Government*

The seniors who have not yet received the vaccine are mostly vaccine rejectors and therefore, have little trust for any government information source

Trusted sources of vaccine information*	November 2020	February 2021	April 2021
HHS (Health and Human Services)	52%	57% ↑	14%
CDC (Centers for Disease Control)	68%	64% ↑	13%
FDA (Food and Drug Administration)	63%	57% ↑	12%
NIH, (National Institutes of Health)	64%	59% ↑	11%
Local authorities	44%	54% ↑	11%
WHO (World Health Organization)	51%	48% ↑	11%
State authorities	49%	55% ↑	10%
White House	22%	42% ↑	8%

*Very likely / Somewhat likely based on a 5-Point rating Scale

Base – Nov 2020: n= 3,523

Base – Feb 2021: n= 1,386

Base – Apr 2021: n= 105

Statistically Significant ↑

Below is a list of government information sources on the Coronavirus vaccine. How likely will you be to get the Coronavirus vaccine once available, if suggested by the following sources?

Trusted Sources of Vaccine Info – *Non-Government*

Similarly low levels of trust exist among non-government sources for now mostly rejectors as well

Trusted sources of vaccine information*	November 2020	February 2021	April 2021
My Primary Care Physician (PCP)	78%	76% ↑	25%
My pharmacist	53%	64% ↑	18%
Independent scientists	46%	47% ↑	18%
My health plan	63%	68% ↑	15%
Family / friends	38%	56% ↑	13%
Internet research	22%	36% ↑	12%
Community or faith-based organizations	18%	33% ↑	11%
Pharmaceutical companies	28%	38% ↑	8%
Local senior services / senior center	31%	44% ↑	7%
Traditional news media, (TV, radio, newspapers)	20%	33% ↑	5%
Social media	5%	15% ↑	4%

*Very likely / Somewhat likely based on a 5-Point rating Scale

Base – Nov 2020: n= 3,474. Base – Feb 2021: n= 1,369

Base – Apr 2021: n= 102

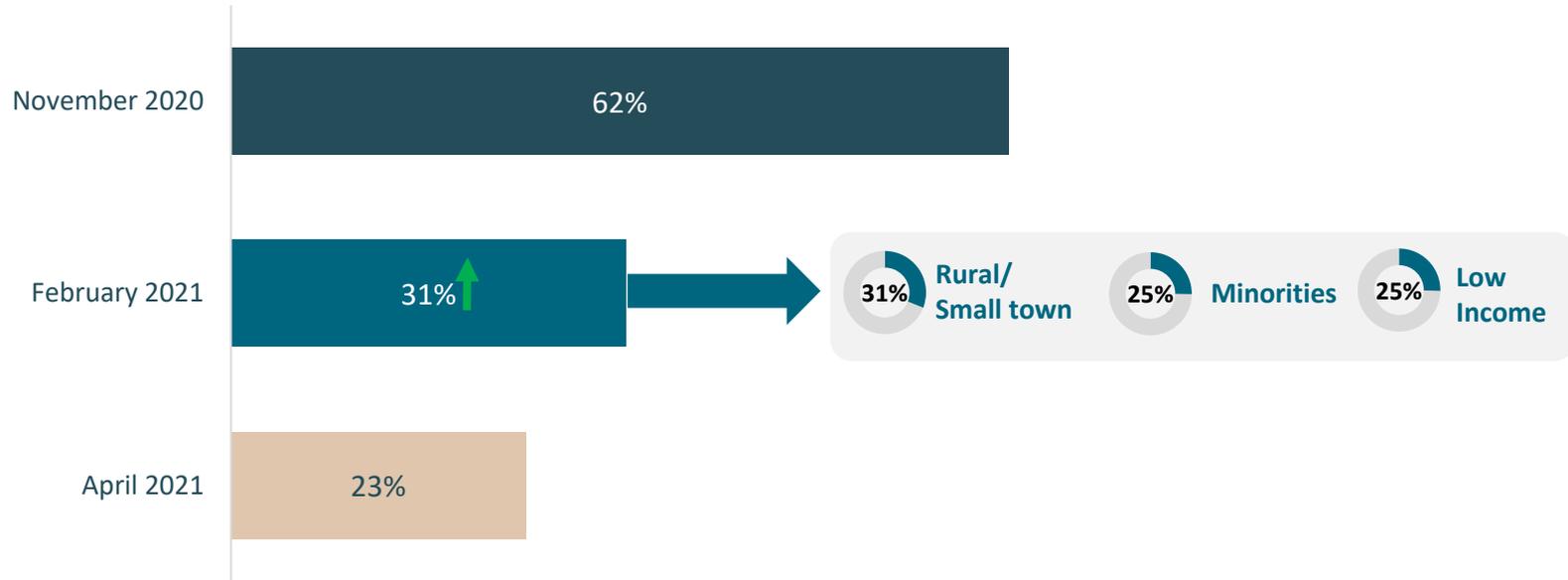
Statistically Significant ↑

Below is a list of non-government information sources on the Coronavirus vaccine. How likely will you be to get the Coronavirus vaccine once available, if suggested by the following sources?

Vaccine Out of Pocket Cost

Fewer than one in four seniors believe they will have to pay for the vaccine, a continued decline from previous months

Expect to Pay Out of Pocket for Vaccine



Base – Nov 2020: n= 3,589 Base – Feb 2021: n= 1,406
Base – Apr 2021: n= 111

How much, if anything, would you expect to pay for the coronavirus vaccine per person?

Statistically Significant

