



Trust, Timing, and Covid: A Vaccine Study Among US Seniors

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Tivity Health Consumer Research

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Executive Summary

CORONAVIRUS EXPERIENCE

The Coronavirus pandemic continues to have a substantial impact on seniors' personal lives as well as their friends and family members. Seniors have also canceled or delayed medical appointments due to fear of catching the virus when visiting these offices.

CORONAVIRUS VACCINE

Seniors are generally confident that a safe and effective vaccine will be developed and therefore most plan to take the Coronavirus vaccine once available. However, some hesitation exists, citing sources of information and recommendations to take the vaccine. That is, seniors attribute greatest trust to federal health agencies and their physicians, while least reported trust exists among politicians and the media.

FLU & PNEUMONIA VACCINE

Most seniors have already gone to get the flu vaccine this season. Seniors are also largely aware of and have taken the pneumonia vaccine as well.

Key Findings & Implications

- Six in ten seniors expect to pay for the Coronavirus vaccine
- Potential side effects are top of mind for rejection / possible rejection of the Coronavirus vaccine
- Seniors mention that distribution and availability of the Coronavirus vaccine may not meet on-time demand

Objectives & Methodology



Survey via SilverSneakers
newsletter subscribers



3,734 total
responses received



Fieldwork period:
November 11th – 16th

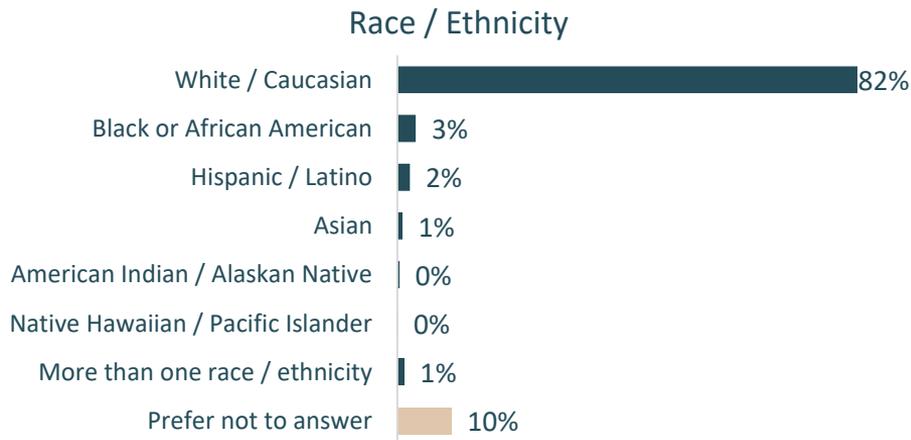
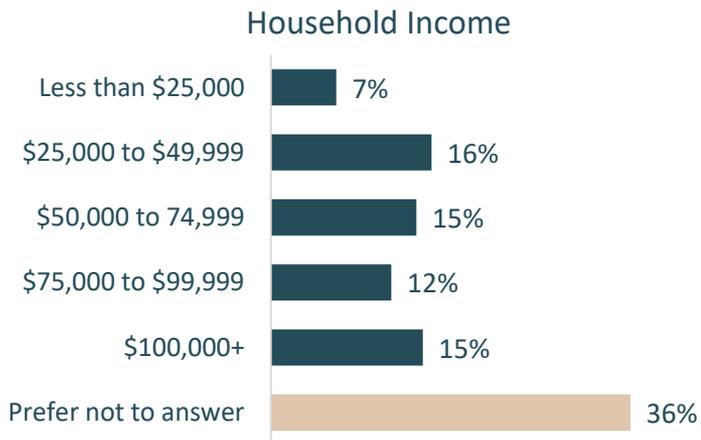
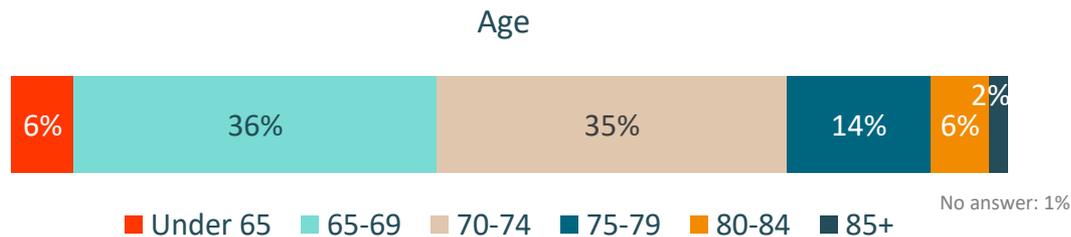
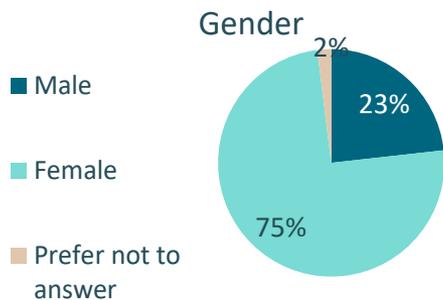
Objectives

Understand SilverSneakers consumers' perceptions regarding the Coronavirus vaccine. Specific areas of inquiry include:

- Vaccine adoption and timing
- Perceived safety and price
- Anticipated distribution
- Trusted sources of information
- Personal experience with the disease
- Flu and Pneumonia vaccine adoption

Note: Consumers who are part of the vaccine trials have been removed from the sample

Respondent Profile



Q26: Are you? Q27: Which of the following ranges best describes your age?
 Q31: For 2019, what was the total annual income for your household? Q32: Which race/ethnicity best describes you?

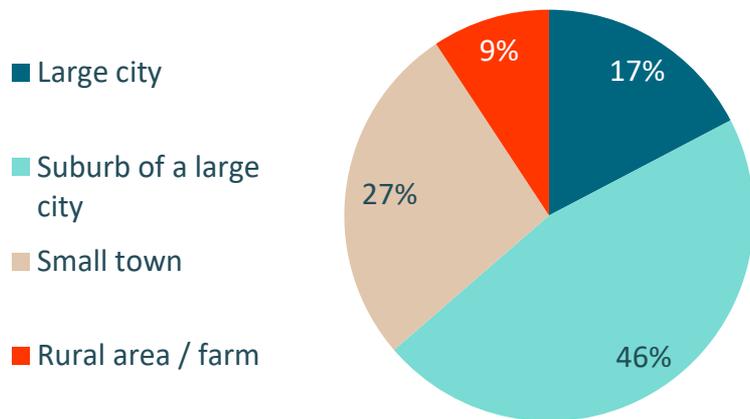
Comparisons will be made across income and race where relevant and statistically significant

Base: n= 3,433

Respondent Profile

Only half of seniors believe they are high risk for severe COVID-19

Urbanicity

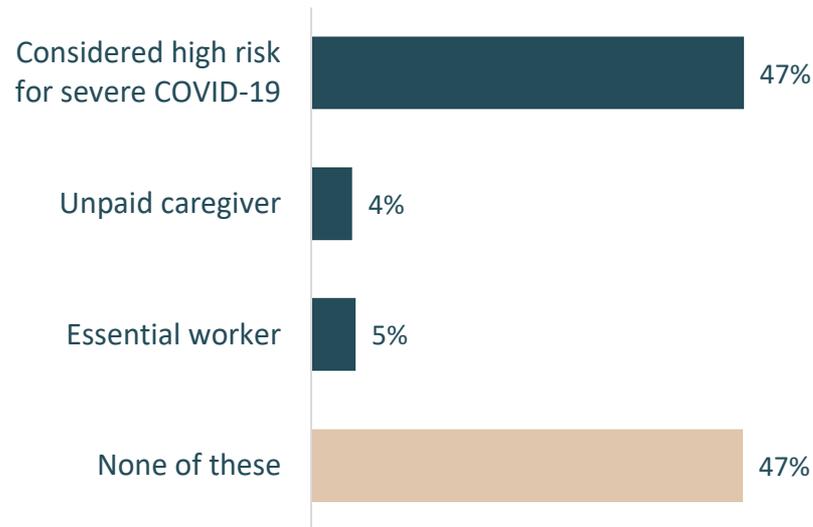


Base: n= 3,418

**Urbanicity is self reported by consumers*

Q25: Which of the following, if any, situations apply to you? If none of these apply, please select "None of the above"
Q29: How would you describe your area where you live?

Respondent Circumstances



Base: n= 3,430

Comparisons will be made across urbanicity where relevant



Coronavirus Experience

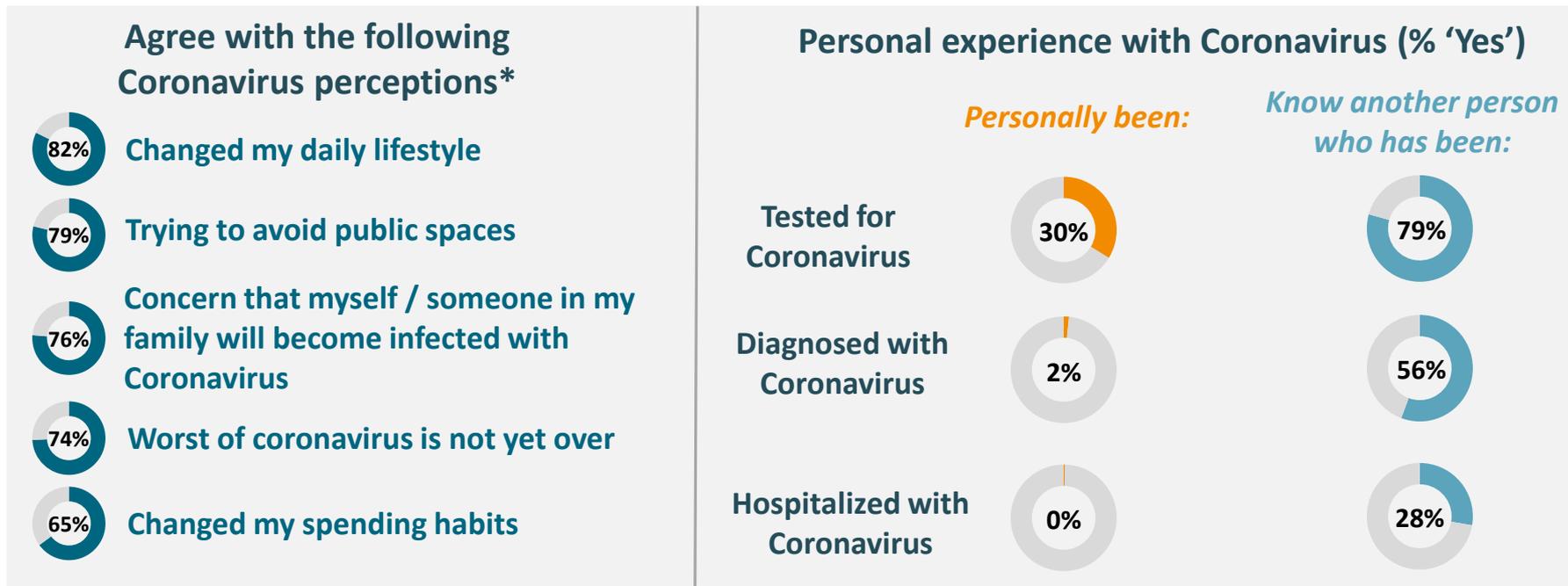


Now, let's talk about your experience with the Coronavirus

Coronavirus Effect on Seniors

The Coronavirus pandemic continues to have a profound effect on seniors' personal lives

- More than half know of another person who has been diagnosed with Coronavirus



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

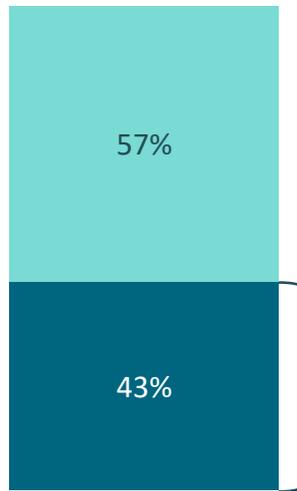
Q1: How much do you agree with each of the following statements about Coronavirus?

Q2: Have you personally...? Q3: Do you know of another person who has...?

Coronavirus Effect on Seniors

Anxiety about visiting a medical office during the pandemic is the main reason for delays or cancelled medical / dental appointments

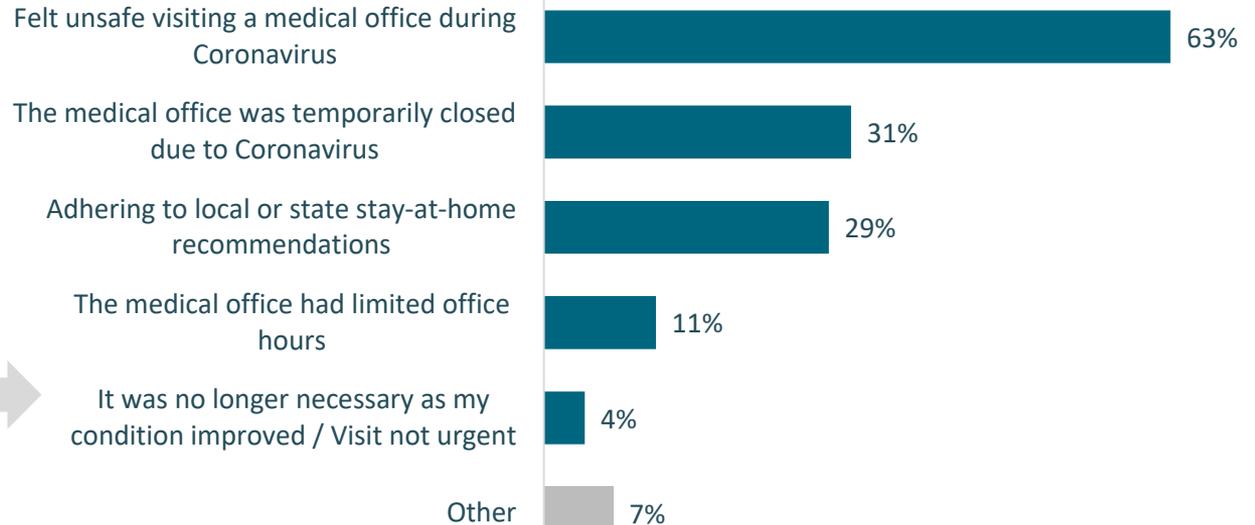
Delayed or avoided medical or dental appointment



■ Yes ■ No

Base: n= 3,734

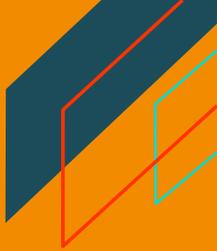
Reasons for delaying or avoiding a medical or dental appointment



Base: n= 1,602

Q4: In the past 3 months have you delayed or avoided a routine medical or dental care appointment due to concerns related to the Coronavirus?

Q5: What is/are the reasons why you delayed or avoided a routine medical or dental care appointment?



Coronavirus Vaccine



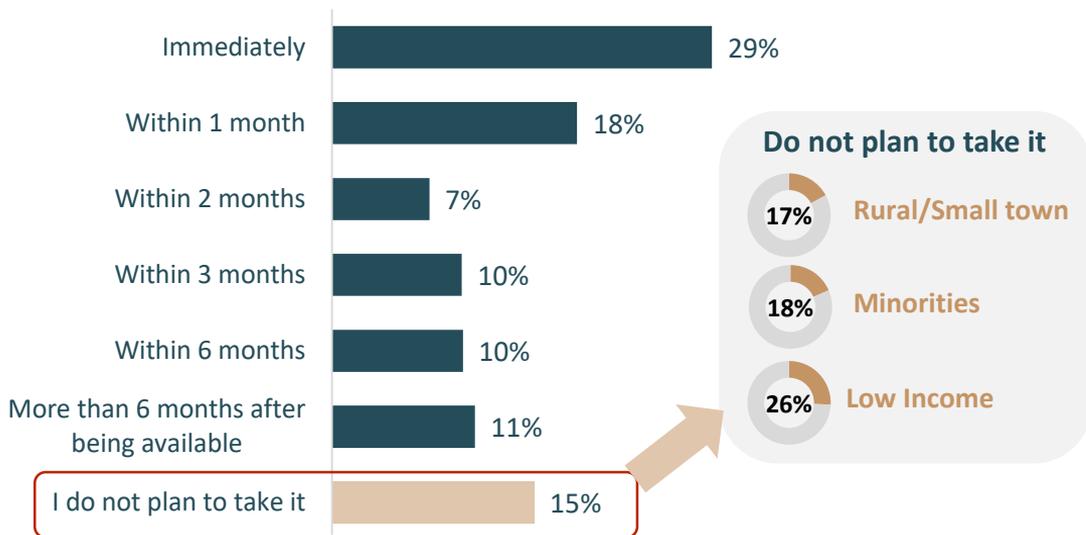
Now, let's talk about the Coronavirus vaccine

Attitude Towards Coronavirus Vaccine

Most seniors plan to take the Coronavirus vaccine, as they believe it will protect themselves and the broader community

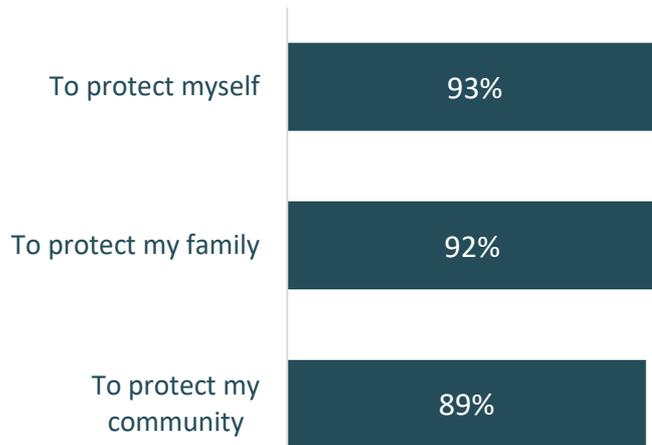
- Nearly half plan to take the vaccine within one month after it becomes available
 - However, about one in three seniors are hesitant and would prefer to wait at least three months

Willingness to take Coronavirus vaccine



Base: n= 3,734

Agree with the following regarding vaccine effectiveness**



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

**Among consumers who plan to get the Coronavirus vaccine

Base: n= 3,142

Q5: Once a vaccine for Coronavirus becomes available, how soon, do you plan to take it?

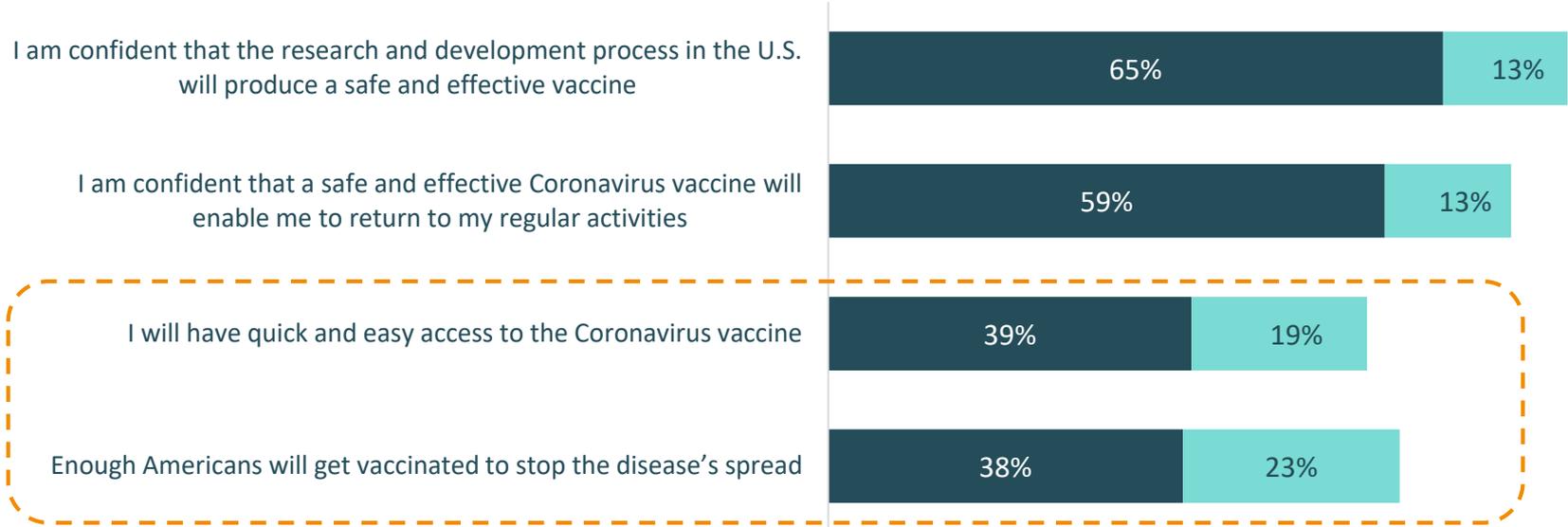
Q8: How much do you agree with each of the following statements about the Coronavirus vaccine

Attitude Towards Coronavirus Vaccine

Seniors are generally confident that a safe and effective vaccine will be produced

- However, they are less confident in their ability to have quick and easy access to the vaccine for themselves and others that will stop the disease's spread

Seniors' perceptions towards the Coronavirus vaccine



■ Agree ■ Disagree* **Based on a 5-Point rating Scale*

Attitude Towards Coronavirus Vaccine

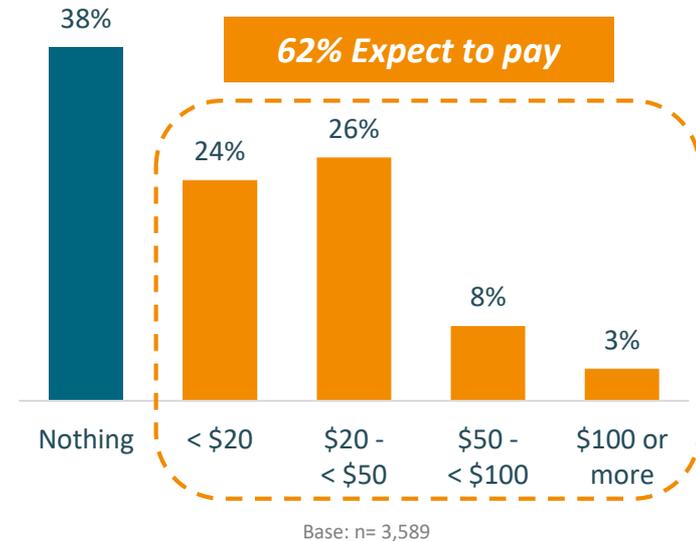
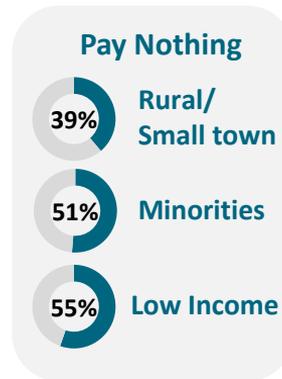
Once the vaccine is approved, nearly two out of three seniors believe they will have to wait at least three months before it becomes available to them

- Six in ten seniors think they will have to pay for the vaccine

Time to become available to seniors



Payment expectation for vaccine



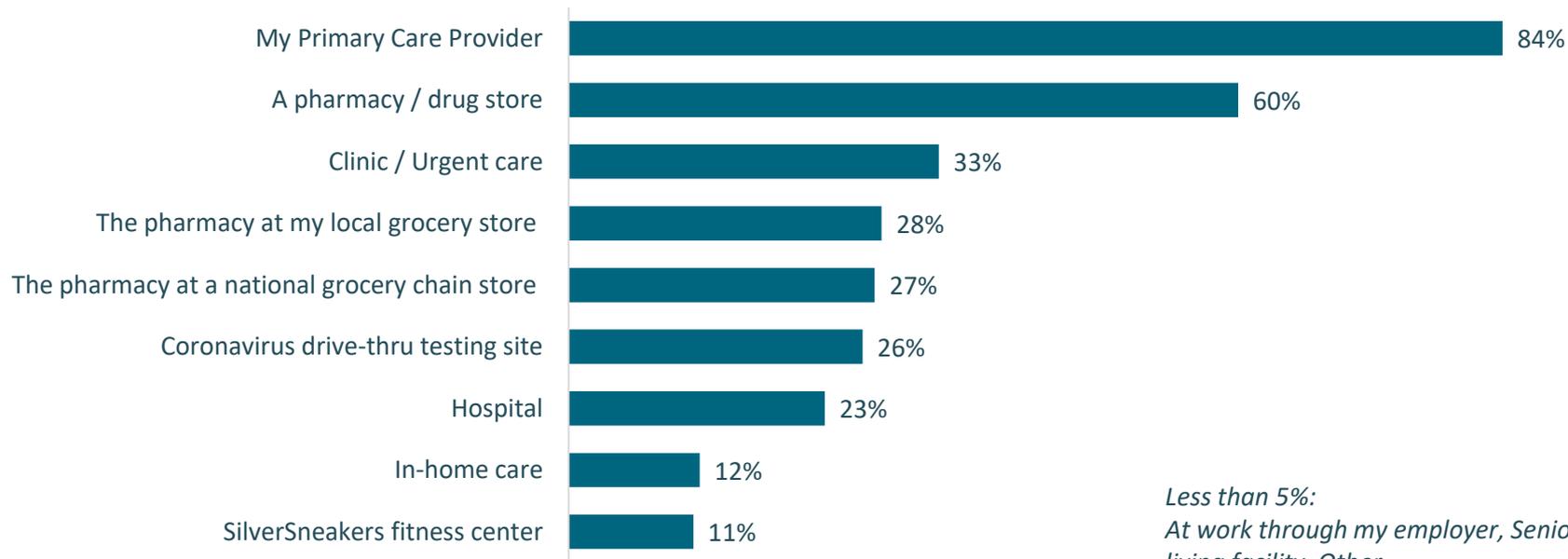
Q14: How much, if anything, would you expect to pay for the coronavirus vaccine per person?

Q17: Once the Coronavirus vaccine is approved, how long do you think it will take to become widely available to seniors?

Preferred Locations to Get Coronavirus Vaccine*

Seniors will feel most comfortable going to their Primary Care Provider (PCP) or a pharmacy to get the Coronavirus vaccine

Preferred locations to get Coronavirus vaccine



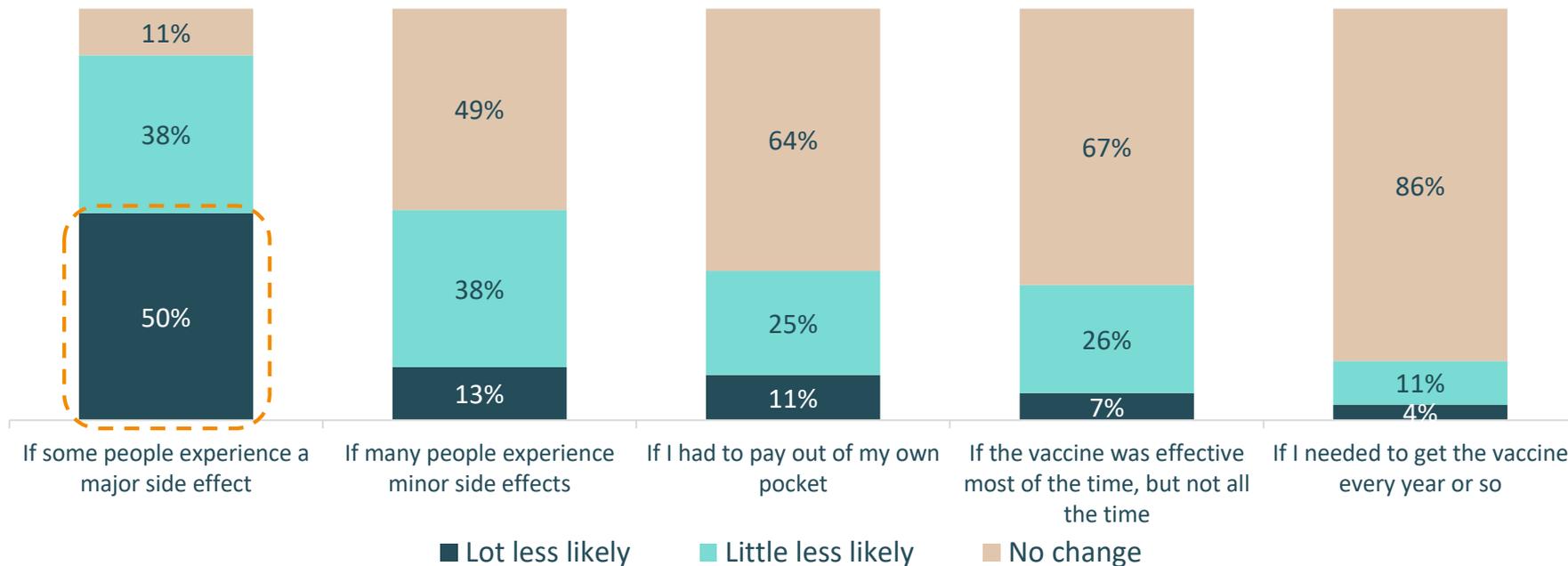
*Among consumers who plan to get the Coronavirus vaccine

Factors Influencing Vaccine Acceptance*

Potential side effects is the main concern that may dissuade seniors from taking the vaccine

- Having to get the vaccine annually does not appear to be a barrier for these consumers

Factors influencing likelihood to take Coronavirus vaccine



*Among consumers who plan to get the Coronavirus vaccine

Other Factors Influencing Vaccine Acceptance*

Trust in scientists & medical experts *versus* mistrust in politicians

"I am wary of the politicization of the vaccine development. I trust Dr. Fauci. When he gets the vaccine, and advises his family to get it, only then will I have confidence in it."

"If my PCP did not recommend getting it."

"I will only take it if the doctors & scientists say it's safe. I won't put any value on what [the administration] tells people to do. I don't trust him. He is not mentally stable."

"I would be cautious about which vaccines get, based upon scientific evidence- not politicians!"

"I would want the scientists to say that the vaccine was good"

"If my Primary Doctor does not encourage getting the vaccine"

"If scientists or doctors do not recommend it, but politicians do."

"If the medical community and scientists felt that it was not a good vaccine. I'm concerned that they will roll out the vaccine for political reasons, instead of because scientists say it's a good vaccine."

"If the political situation overrides the scientific situation so that I am unsure of the accuracy of the information."

"If the vaccine was NOT medically or scientifically approved...or if [the administration] recommended it."

"Politics!! Want scientific info and approval, mainly from Dr Fauci."

"The scientific/medical community does not endorse it."

Other Factors Influencing Vaccine Acceptance*

Underlying medical issues

"I have other medical issues so I am concerned how this very new vaccine might impact those conditions and the drugs I take to control them."

"I have several allergies, so I need to make sure the vaccine is safe for me."

"I am 86 years old and have a pulmonary condition and would consult with my doctor and consider his advice."

"Having a preexisting condition (heart disease) I will not get vaccine if it causes an issue with my condition."

"I have underlying medical issues. I have a grandson on the way."

"Since I have just finished chemotherapy and I am currently receiving immunotherapy I would have to follow my doctor's advice on whether or not to receive the vaccine."

Vaccine developed too quickly

"The speed with which the vaccine has been rushed in production bothers me."

"As it being rushed through, I worry about the safety of it."

"Fear of it being rushed out and not adequately tested for immediate and long-term effects."

"I am not comfortable with the speed with which this was developed and tested."

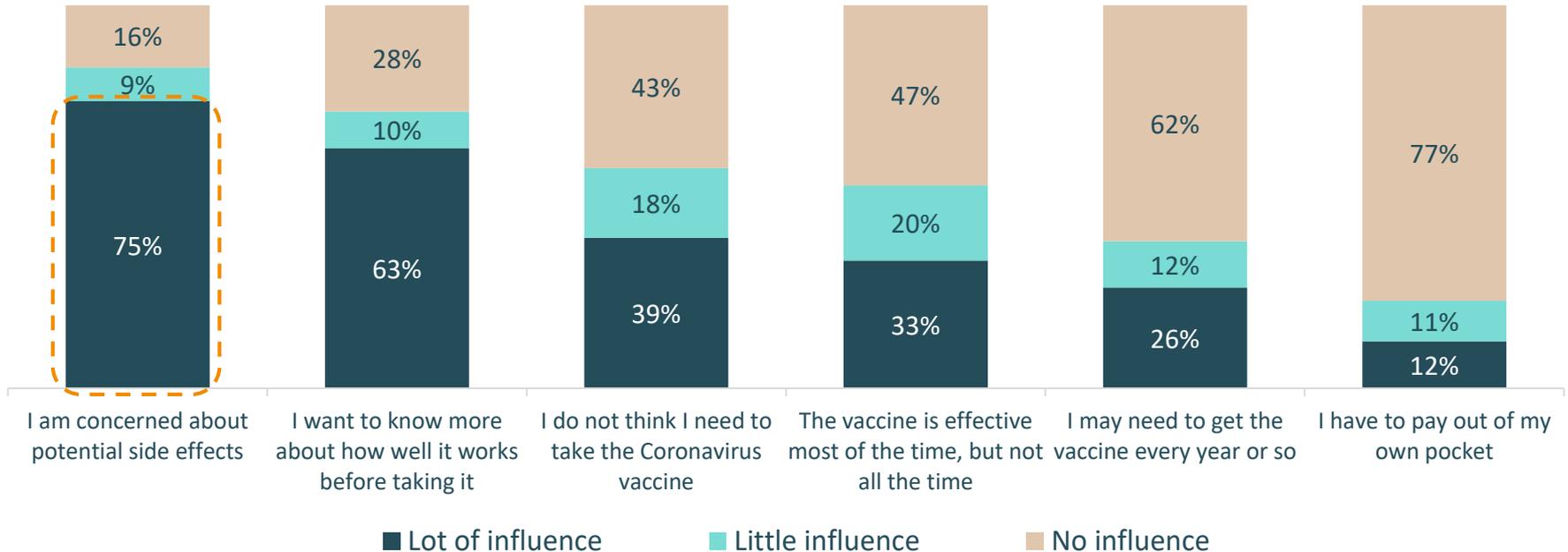
"I feel the push to get the vaccine out has been rushed. I am worried that it has not been properly tested. I would rather government would be more cautious."

"I know that it normally takes months or years to get approved. This is too soon for me. More testing need to be done."

Factors Influencing Vaccine Rejection**

Seniors primary reasons for not taking the vaccine include potential side effects and lack of information about vaccine effectiveness

Factors influencing Coronavirus vaccine rejection



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

Other Factors Influencing vaccine rejection**

Government / Corporation mistrust

"Because it is mostly smoke, and mirrors meant to control our lives by the bureaucrats and corrupt politicians."

"Big Pharma is all about money & control. They answer to no one; they are protected under the umbrella called "biologics". No one is protecting the public."

"[Top] Dems said they were not taking it."

"Congress exempted vaccine manufacturers from any liability of vaccine injury and or death! Too much \$ to be made with zero risk so who can trust the medical community about safety?"

"Do not trust media reports of widespread issues, do not trust reported results of COVID testing, completely skeptical of all reporting related to this virus"

"I do not trust anyone in the administration even though Pfizer says they made it on their own. I feel the FDA will approve it as safe, but it is only being approved due to the increase in the virus."

"I don't trust the government or the drug companies to provide a safe and effective vaccine. Any vaccine rushed into production will have so-called "side" effects I don't want to experience."

"I feel this is another control tactic of the government especially the left and the globalists of the world."

"I do not trust the CDC or the present doctors. I think they are sneaky & of Democratic nature."

"I do not trust the drug companies to give the public the whole truth about the vaccine."

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

Other Factors Influencing vaccine rejection**

Anti-vaxxer / Skeptical of vaccine ingredients

"Healthy people do not need these vaccines. Proper eating, proper exercise, and proper sleep keeps one healthy without vaccines that aren't really effective."

"Do not believe in shots, feel it makes people sick."

"Do not take flu shots either, never been sick with the flu."

"Don't like the ingredients in vaccines. And their effectiveness is not a proven factor."

"Don't believe any vaccines are worth risk for my immune system."

"Don't want to put foreign substances in my body. would rather keep my immune system healthy."

"Full of toxins that will have negative effect on already healthy body."

Vaccine developed too quickly

"A "warp speed" Coronavirus is by definition rushed to market and will not be thoroughly tested. Vaccines in general are dangerous. An untested vaccine may be deadly."

"All too frequently vaccines have proven in the long run to contribute to other medical issues. It has not been TIME proven and how could it be when it is rushed to the market in a few months of development."

"Don't trust it. Came out too quick. It takes years for a vaccine."

"Has not been tested long enough. I believe many shortcuts have been taken due to the potential rewards for the manufacturer."

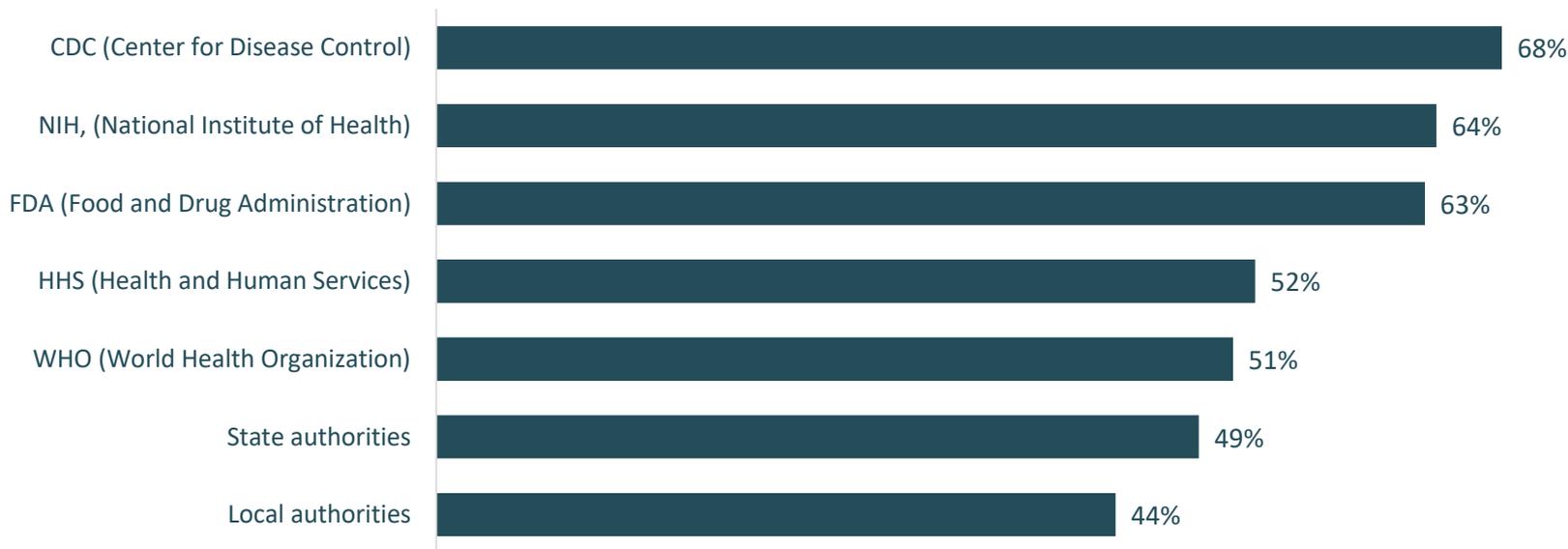
"I am concerned about how fast it has been developed and how quick it will be approved normally it takes years to develop an effective medicine."

Trusted Sources of Information - *Government*

Among government sources, seniors will most likely take the vaccine if suggested by federal health agencies

- Seniors are less likely to take the vaccine if suggested by particular political figures

Likelihood to get vaccine based on suggestions from the following...*



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

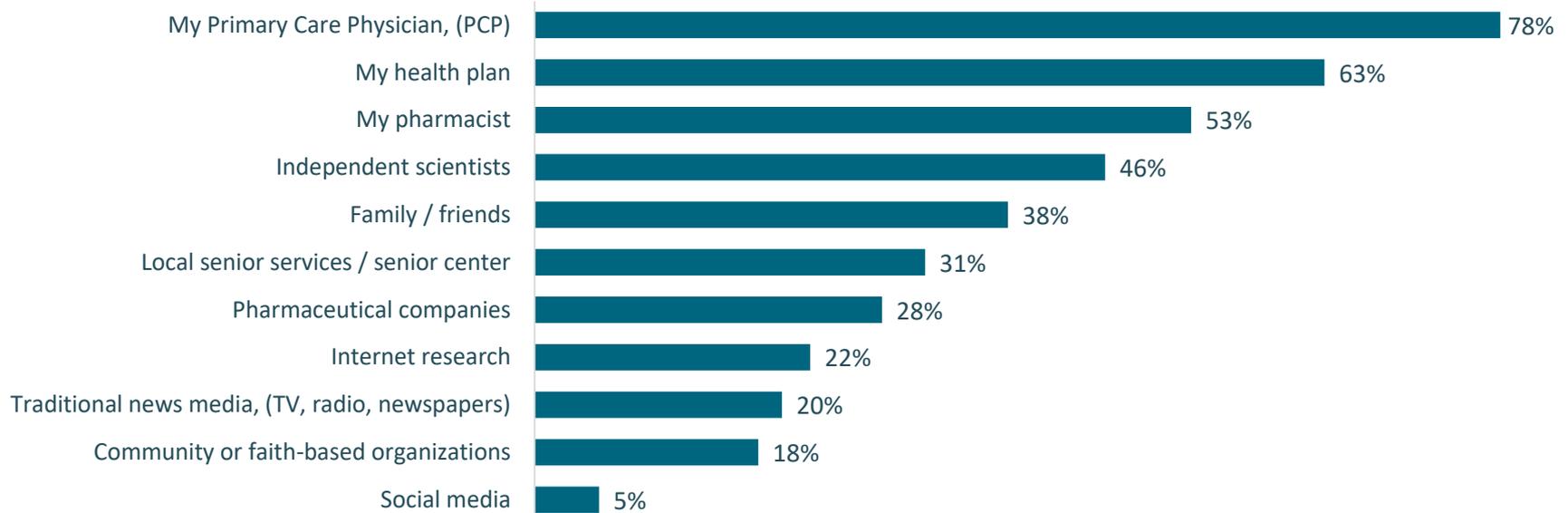
Base: n= 3,523

Trusted sources of information – *Non-Government*

Among non-government sources, a senior's physician is the most trusted source of information on taking the vaccine

- Social media, the Internet as well as traditional media garner low levels of trust among seniors

Likelihood to get vaccine based on suggestions from the following...*



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

Base: n= 3,474



Flu & Pneumonia Vaccine

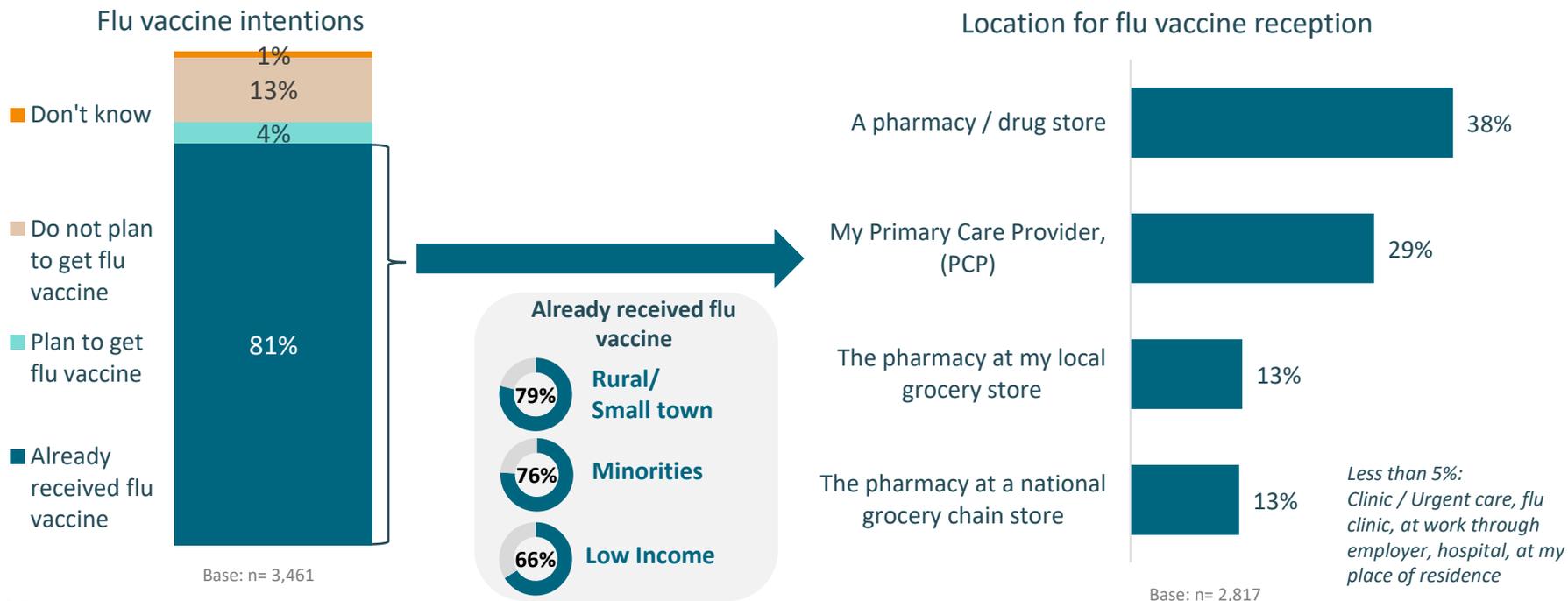


Now, let's talk about the flu vaccine / pneumonia vaccine

Personal Flu Vaccine Experience

Most seniors already received their flu vaccine, generally at a pharmacy or their PCP

- Significantly fewer low-income seniors received their flu vaccine compared to those in higher income groups



Q18: Do you plan on or did you already get your flu vaccine this season?

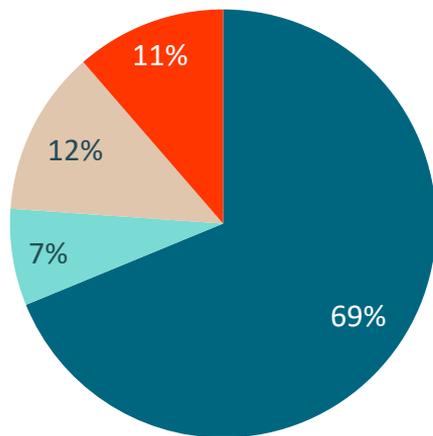
Q19: Where did you get your flu vaccine from?

Flu Vaccine for Other Family & Friends

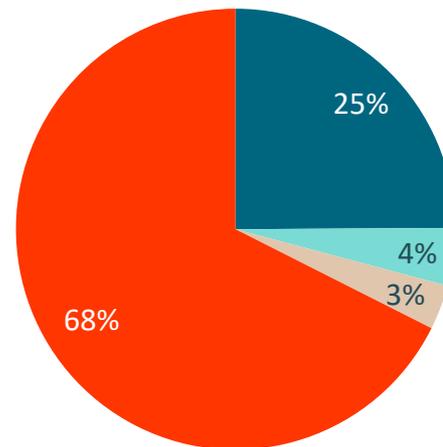
Most spouses and family members have also received their flu vaccine according to these seniors

Propensity to get Flu vaccine

Spouse / family member



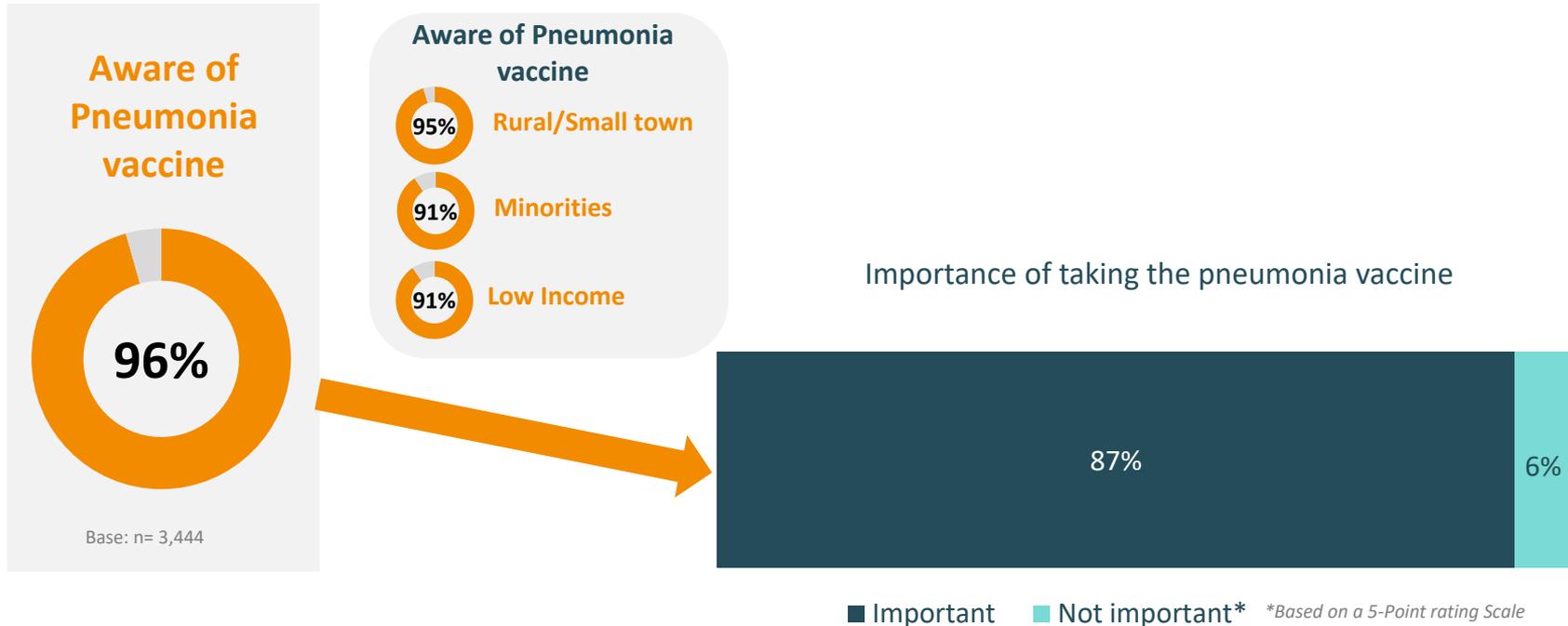
Neighbor



■ Already received flu vaccine ■ Planning to get flu vaccine ■ Does not plan to get a flu vaccine ■ Don't know

Pneumonia Vaccine

Almost all seniors are aware of the pneumonia vaccine and think it is important to take



Q21: Have you heard of / are you aware of a Pneumonia vaccine?

Q22: Thinking about yourself, how important do you think it is to get a Pneumonia vaccine?

Base: n= 3,290

Pneumonia Vaccine (Cont'd)

Four out of five seniors have had a pneumonia vaccine in the last five years

- However, less than one-third of those who have not had the vaccine plan to get it in the future

