

# 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.

November 11 – 16, 2020  
Approximately 3,700 respondents



## CORONAVIRUS IMPACT ON SENIORS

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

### Agree with the following coronavirus perceptions

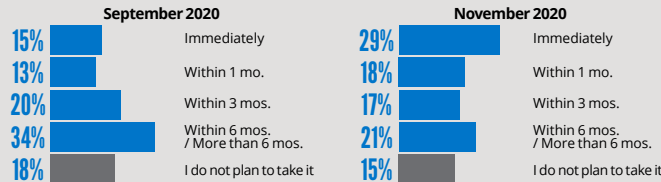
- 82%** Changed my daily lifestyle
- 79%** Trying to avoid public spaces
- 76%** Concern that I / someone in my family will become infected with coronavirus
- 74%** Worst of coronavirus is not yet over
- 65%** Changed my spending habits

### Personal experience with coronavirus (% "Yes")

	Personally been:	Know another person who has been:
Tested for coronavirus	30%	79%
Diagnosed with coronavirus	2%	56%

## ATTITUDE TOWARD CORONAVIRUS VACCINE

**Most seniors plan to take the coronavirus vaccine.**  
A **higher proportion** of seniors plan to take the vaccine, and **more quickly**, than previously.



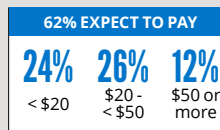
### Seniors are generally confident that a safe and effective vaccine will be produced.

- 65%** I am confident that the research and development process in the U.S. will produce a safe and effective vaccine.
- 59%** I am confident that a safe and effective coronavirus vaccine will enable me to return to my regular activities.

### Six in ten seniors still expect to pay for the vaccine.



### Payment expectation for vaccine



### Seniors believe distribution and availability of the vaccine may not meet on-time demand.

Once the vaccine is approved, nearly **two out of three** seniors believe they will have to wait at least **3 months** before it becomes available to them.

**39%** Agree I will have quick and easy access to the coronavirus vaccine.

**38%** Agree Enough Americans will get vaccinated to stop the disease's spread.

### Perceived timing of availability 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

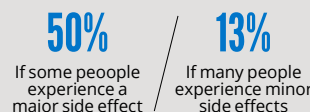


\*Among seniors who plan to get the coronavirus vaccine

## FACTORS INFLUENCING VACCINE ACCEPTANCE\*

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

### Why seniors would be a "lot less likely" to take the vaccine



\*Among seniors who plan to get the coronavirus vaccine

## FACTORS INFLUENCING VACCINE REJECTION\*\*

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

### Factors that would have a "lot of influence" on not taking vaccine



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

## CORONAVIRUS EFFECT ON SENIOR CARE

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

**43%** Delayed or avoided medical or dental appointment

**63%** Felt unsafe visiting a medical office during coronavirus

## PERSONAL FLU VACCINE EXPERIENCE

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



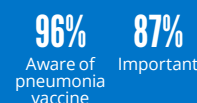
## FLU VACCINE FOR OTHER FAMILY & FRIENDS

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

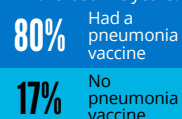


## PNEUMONIA VACCINE

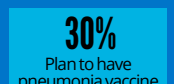
Almost all seniors are **aware** of the pneumonia vaccine and think it is important to take.



**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.



For more information on the SilverSneakers Pulse Survey, please contact us at [media@silversneakers.com](mailto:media@silversneakers.com).

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