



Trust, Timing, and COVID: A Vaccine Study Among US Seniors – Round 2

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Tivity Health Consumer Research

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Objectives & Methodology



Survey via SilverSneakers
newsletter subscribers



4,518 total
responses received



Fieldwork period:
February 10th – 16th

Objectives

Understand SilverSneakers consumers' perceptions regarding the Coronavirus vaccine and highlight changes from November 2020. Specific areas of inquiry include:

- Vaccine adoption and timing
- Perceived safety and price
- Anticipated distribution
- Trusted sources of information
- Personal experience with the disease
- Experience among those who have received the vaccine

Survey results were tested for statistical significance – (Where noted, the  indicates the results are significantly higher in comparison)

Key Findings



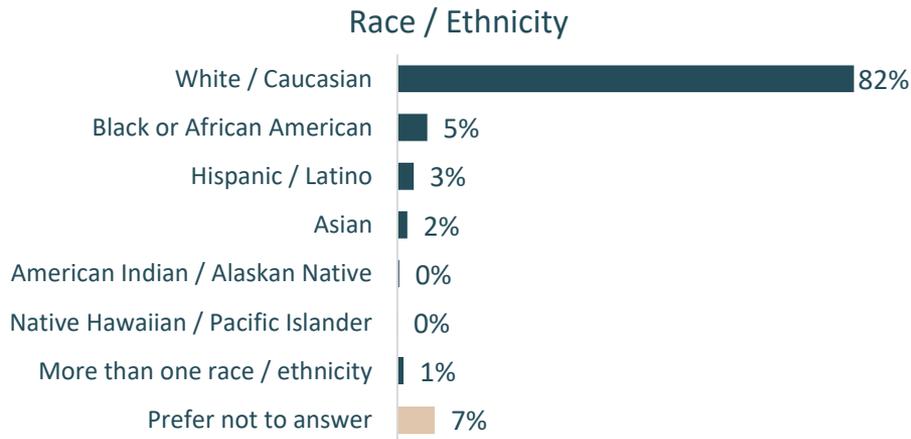
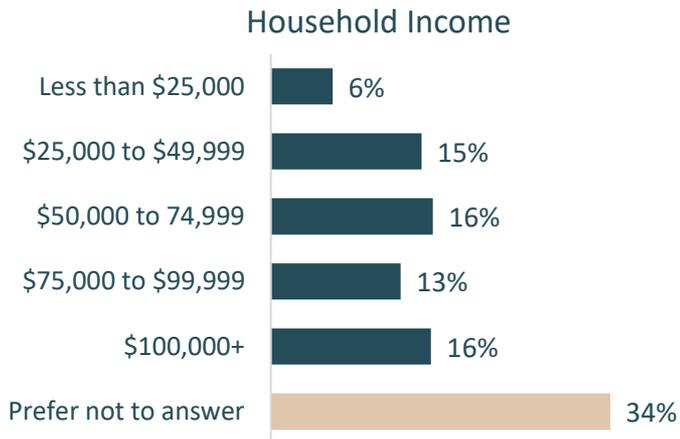
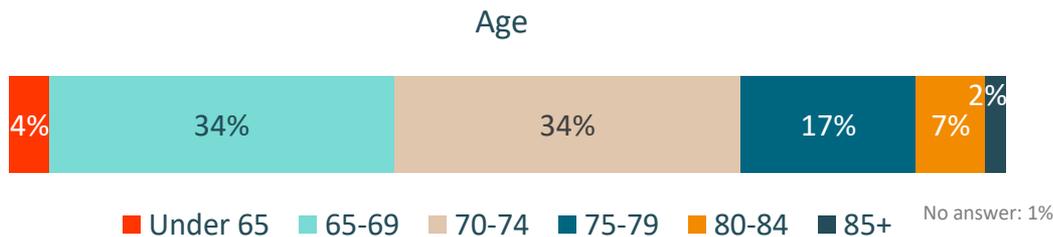
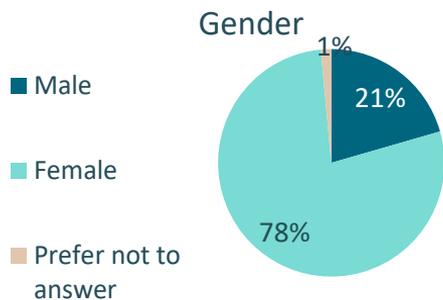
67% of seniors have received at least one vaccine shot:

- Friends and family were an outsized influence on getting vaccinated
- 75% received their vaccine from a vaccination site, hospital or clinic
- CDC was the most influential government info source to get the vaccine
- Registering for a vaccine appointment proved widely challenging
- Experience at the vaccination site was positive

For seniors who have not yet received the vaccine:

- 75% will take the vaccine within 1 month due to increased trust
- Only 26% believe the vaccine will be available to them within 1 month
- Seniors' PCP, pharmacy, and urgent care/clinic remain the most trusted sites to receive the vaccine
- Trusted sources of vaccine info continue to include CDC/NIH/FDA, as well as the member's PCP, health plan, and pharmacist
- 31% expect to pay for the vaccine, a significant decrease from Round 1 (62%)
- Vaccine rejectors lack trust in the vaccine's ingredients, safety and efficacy

Respondent Profile



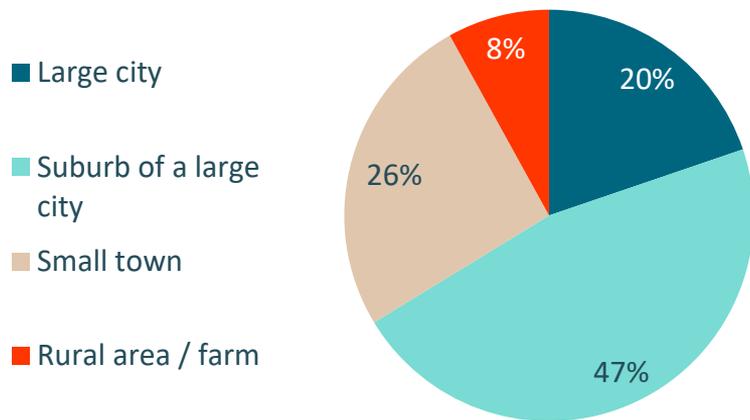
Q29: Are you? Q30: Which of the following ranges best describes your age?
 Q33: For 2020, what was the total annual income for your household? Q34: Which race/ethnicity best describes you?

Base – Feb 2021: n= 4,185

Respondent Profile (Cont'd)

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

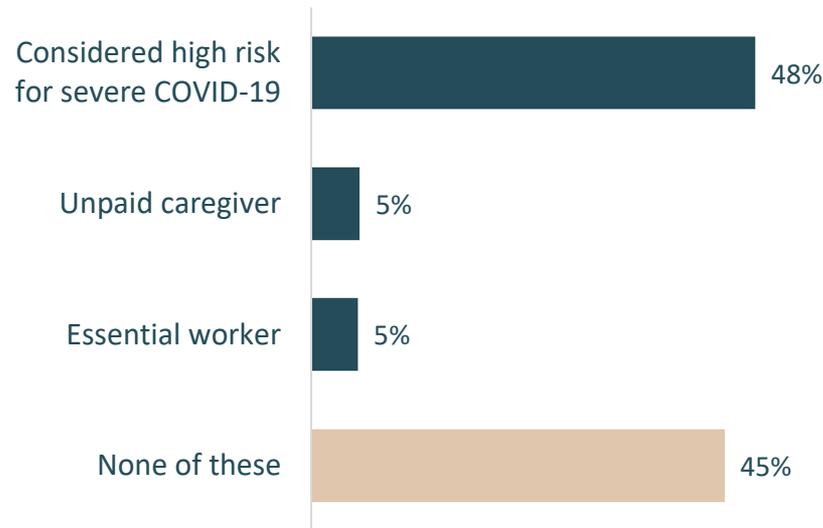
Urbanicity



Base – Feb 2021: n= 4,199 *Urbanicity is self reported by consumers

Q28: Which of the following, if any, situations apply to you? If none of these apply, please select "None of the above"
Q32: How would you describe your area where you live?

Respondent Circumstances



Base – Feb 2021: n= 4,220

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 ongoing, profound effects of the pandemic on seniors have only worsened over time

Agree with the following Coronavirus perceptions*



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

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

Statistically Significant ↑

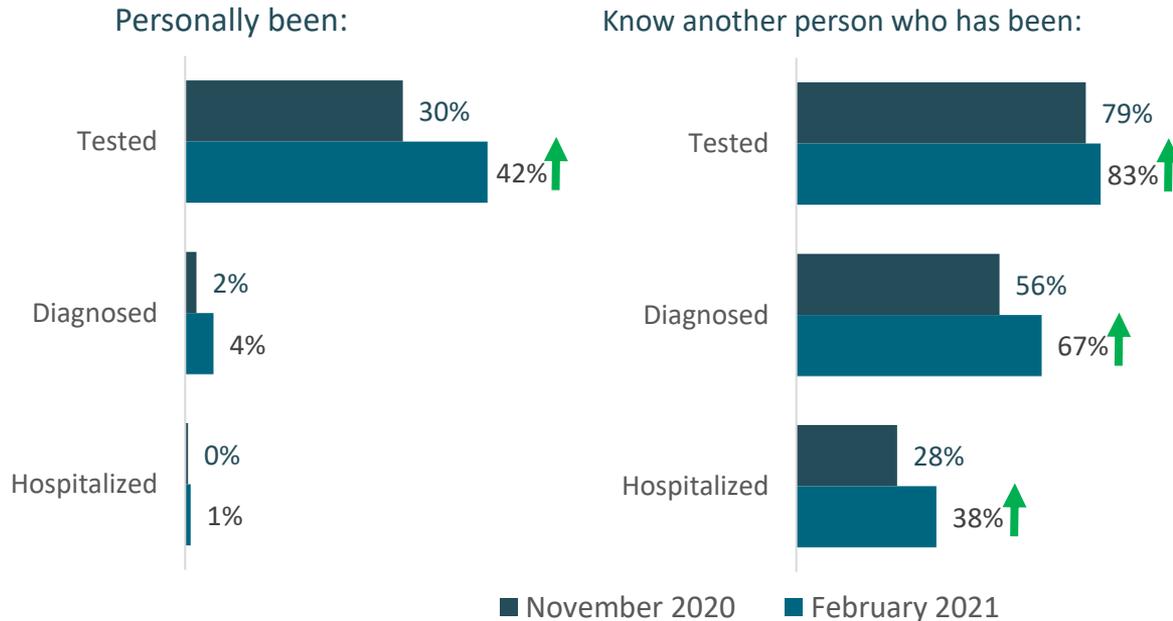
Base - Nov 2020: n= 3,734
Base - Feb 2021: n= 4,518

Coronavirus Effect on Seniors

Two out of every three seniors know someone who has been diagnosed with COVID-19

- Four out of five seniors report wearing a mask and social distancing around friends and family

Personal experience with COVID-19 (% 'Yes')



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

Statistically Significant ↑

Personally been:
(February 2021)

Wearing a mask around friends & family



Social distancing when around friends & family



Base - Nov 2020: n = 3,734

Base - Feb 2021: n = 4,518

Coronavirus Effect on Seniors

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')

November 2020



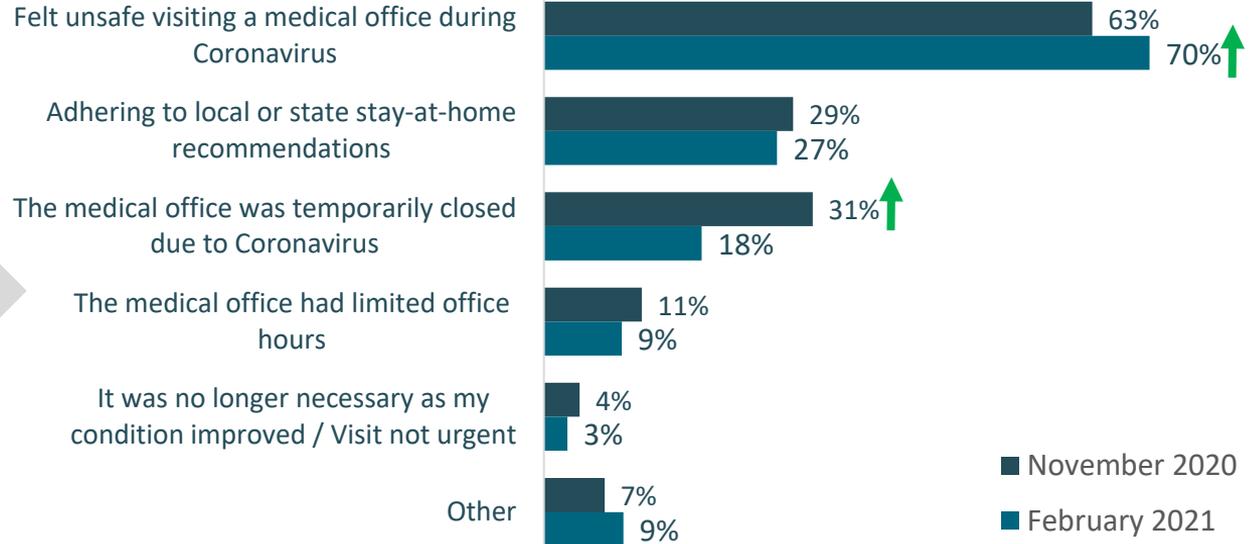
February 2021



Base – Nov 2020: n= 3,734

Base – Feb 2021: n= 4,518

Reasons for delaying or avoiding a medical or dental appointment



Base – Nov 2020: n= 1,602

Base – Feb 2021: n= 1,951

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?

Attitude Towards 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 one in five believe they will have quick and easy access to the vaccine

Agree with the following...*

81%

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

(Nov 2020: 65%)

44%

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

(Nov 2020: 38%)

22%

Seniors have quick and easy access to the Coronavirus vaccine

(Nov 2020: 39%)

64%

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

(Nov 2020: 59%)

83%

Seniors are a priority group to get the vaccine

71%

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

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

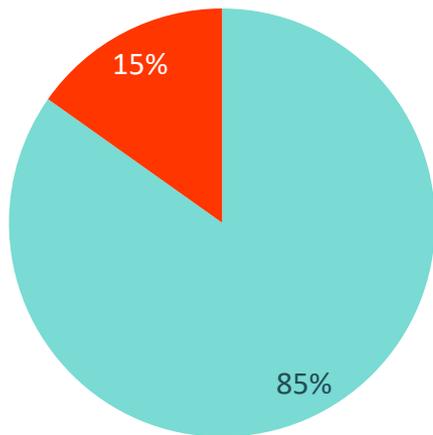
Base – Nov 2020: n= 3,599
Base – Feb 2021: n= 4,418

Vaccine Uptake

More seniors are willing to receive the vaccine as only one in twenty will reject the vaccine, compared to one in seven from November 2020

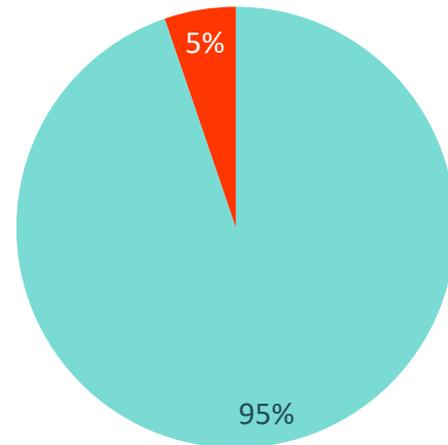
Vaccine Adopters & Rejectors Among All Respondents

November 2020



■ Planning to get the vaccine
■ Not planning to get vaccine

February 2021



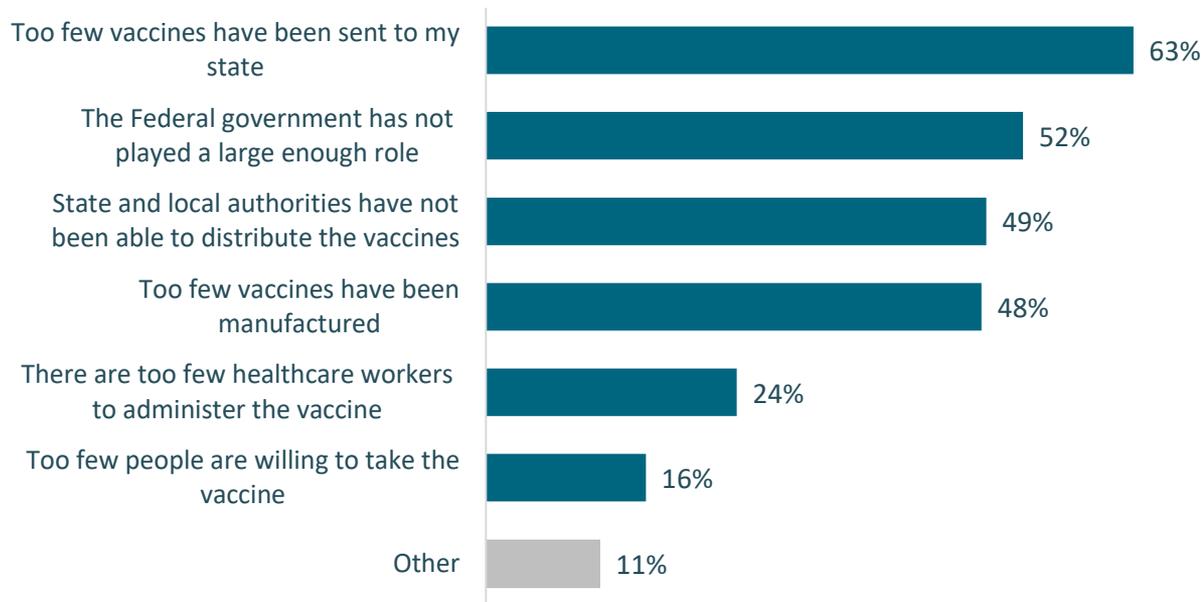
■ Received vaccine / Planning to get vaccine
■ Not planning to get vaccine

Vaccine Rollout and Uptake

Two-thirds have received at least one dose of the vaccine, while most others plan to or have registered to receive the vaccine

- Six in ten mention a lack of supply in their state as the reason for the slow vaccine rollout

Perceived Reasons for Slower Vaccine Rollout



Q7: The initial vaccine rollout has been slower than had been expected. What do you think are the reasons for this? Base – Feb 2021: n= 4,453
Q8: Have you received, either one or both doses of the Coronavirus vaccine?

Low income: 50%*
Minorities: 69%
Rural/Small town: 64%

Received at least one dose of vaccine



Plan to register or registered for first dose



Do not plan on registering



*Significantly different Base – Feb 2021: n= 4,446



Seniors who have received the vaccine

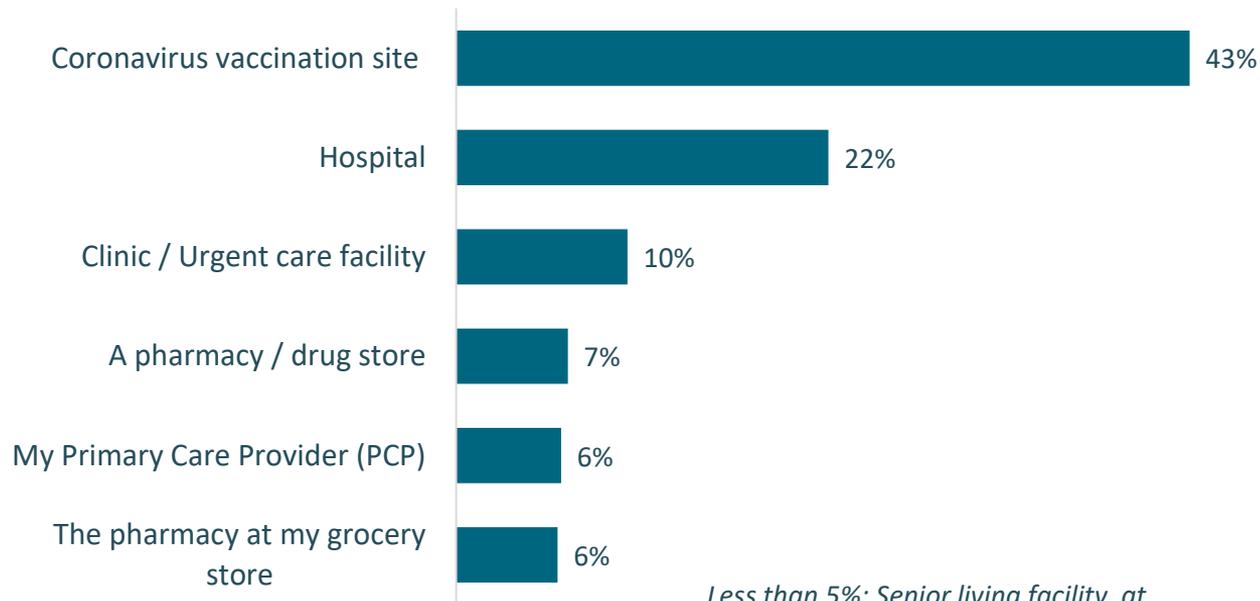


*You mentioned you have received either one or
both doses of the Coronavirus vaccine*

Locations Receiving Vaccine

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

Locations where Seniors Received the COVID-19 Vaccine



Base – Feb 2021: n= 2,960

Less than 5%: Senior living facility, at work through my employer, in-home care

*“I got vaccinated...”**

To protect myself



To protect my family



To protect my community



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

Base – Feb 2021: n= 2,920

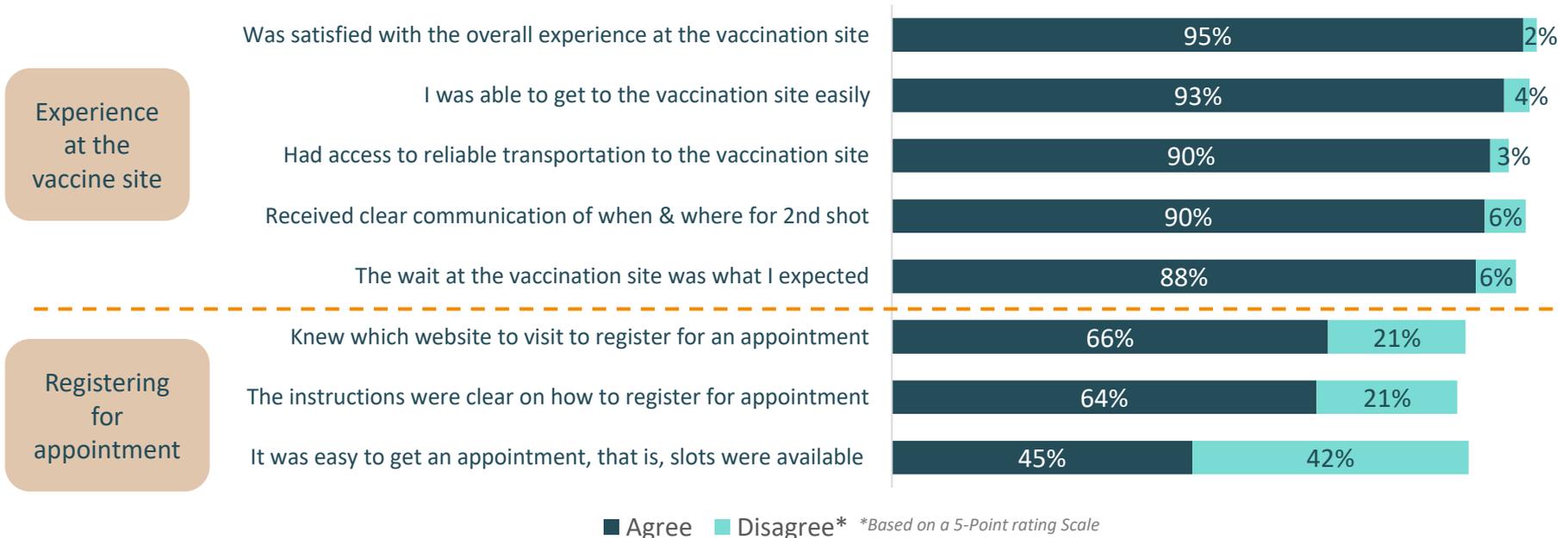
Q9: Where did you go to get the Coronavirus vaccine?

Q11: How much do you agree with each of the following statements about the Coronavirus vaccine

Experience Receiving the Vaccine

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

Seniors' Experience Receiving the COVID-19 Vaccine

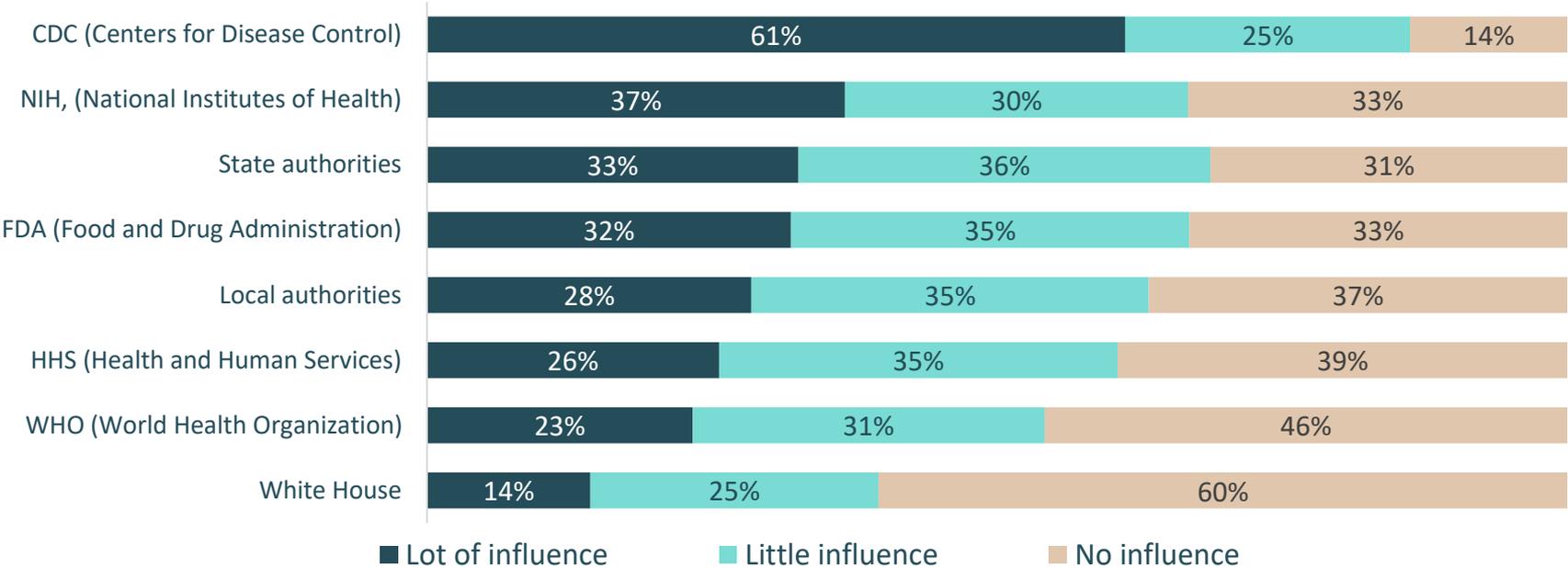


Sources Influencing Vaccine Uptake - *Government*

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

- Information from state and local authorities had a moderate impact, while the White House had little impact

Government Information Sources Impact on Vaccine Uptake



Q12: What influence if any did each of the following government information sources have on your decision to get the vaccine?

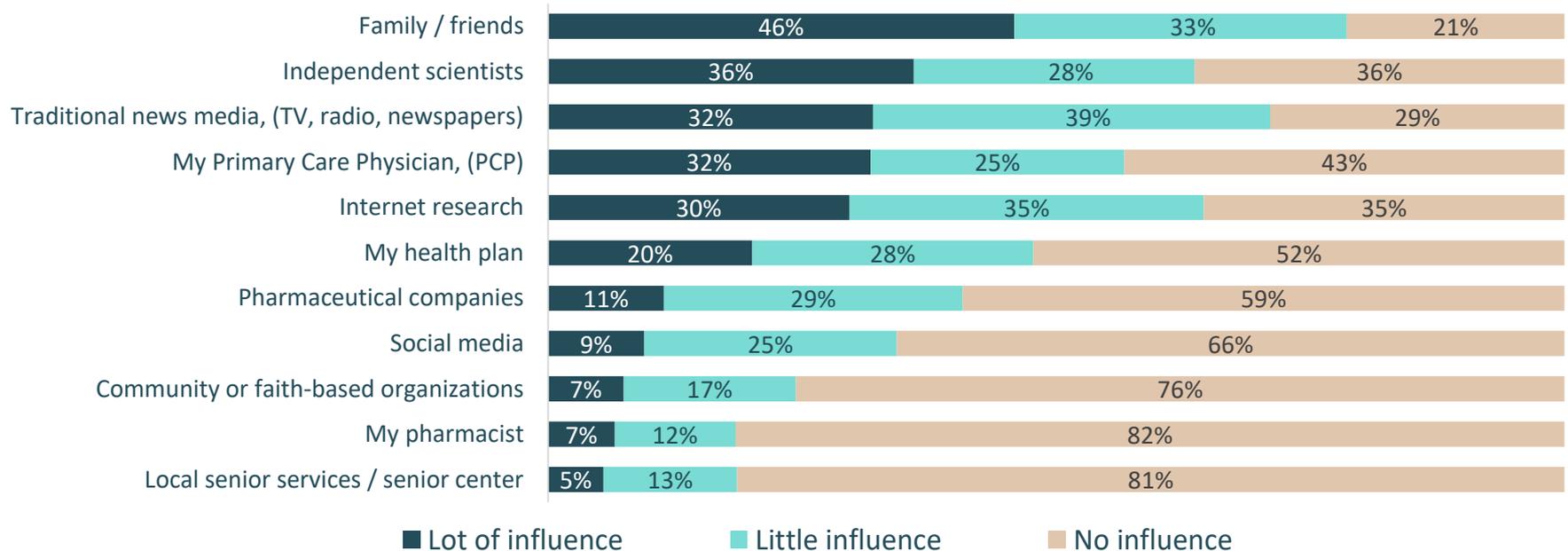
Base – Feb 2021: n= 2,897

Sources Influencing Vaccine Uptake – *Non-Government*

Information by ‘word of mouth’ from family and friends influenced seniors to get the vaccine

- Information from independent scientists greatly impacted more than a third of seniors

Non-Government Information Sources Impact on Vaccine Uptake





Seniors who have not yet received the vaccine



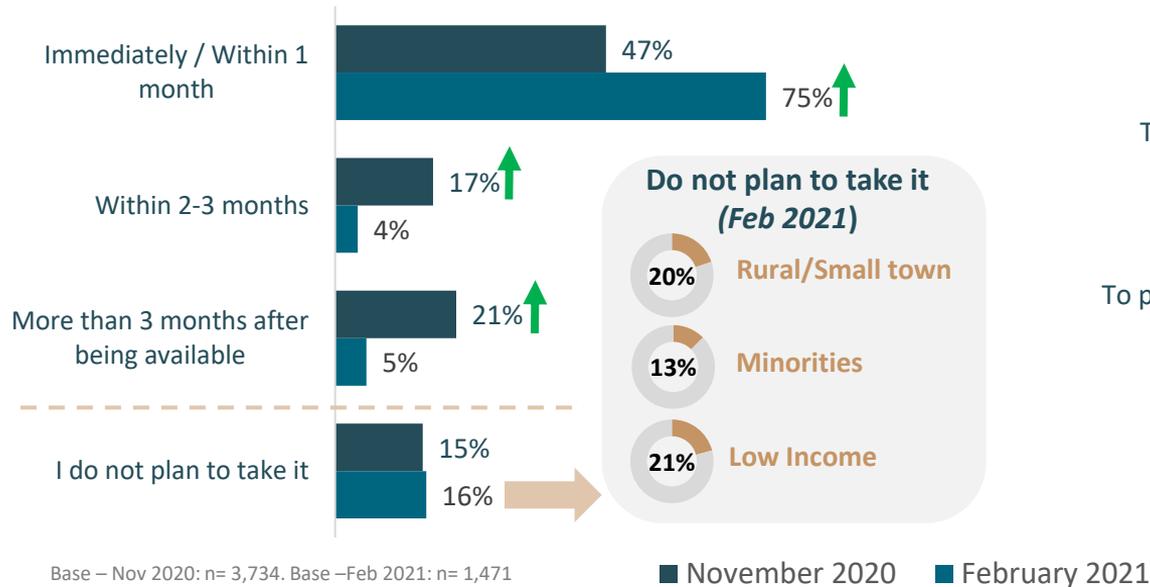
You mentioned you have not received the Coronavirus vaccine

Attitudes Toward the Vaccine

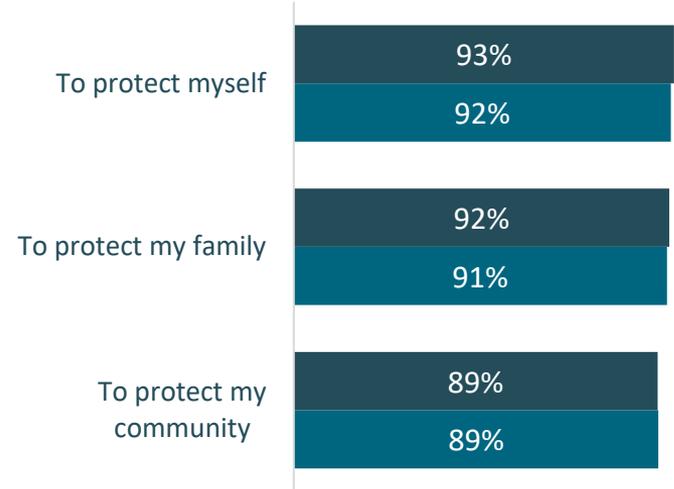
Seniors are much more eager than before to get vaccinated as soon as possible, a change from the 'wait and see' attitude from November 2020

- A similar proportion to November 2020 remain vaccine rejectors, not planning to take the vaccine

Willingness to Take the Vaccine



Among Adopters, "I will get vaccinated..."



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

Base – Nov 2020: n= 3,142. Base –Feb 2021: n= 1,225

Q14: Assuming it is available, how soon, do you plan to take the Coronavirus vaccine?
 Q16: How much do you agree with each of the following statements about the Coronavirus vaccine

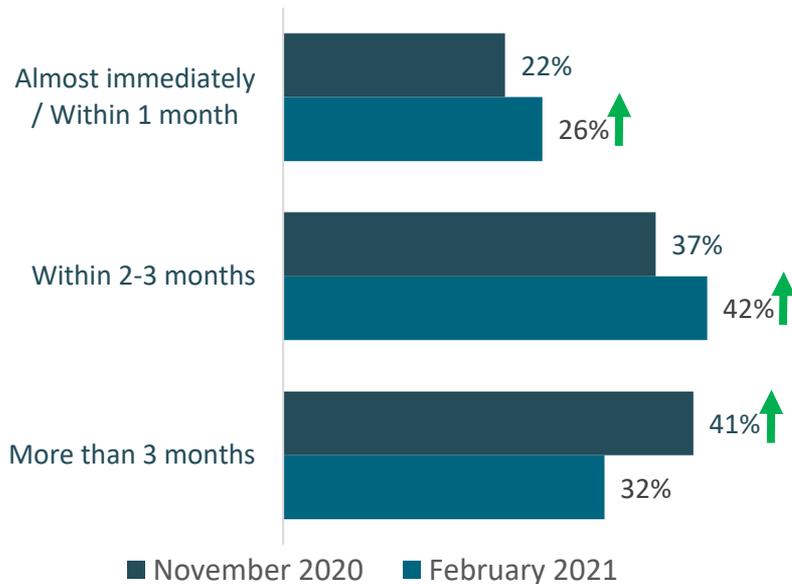
Statistically Significant ↑

Expectations Receiving the Vaccine

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

- Half expect their health insurance provider to deliver information about the safety/effectiveness of the vaccine and to help members find a vaccination site

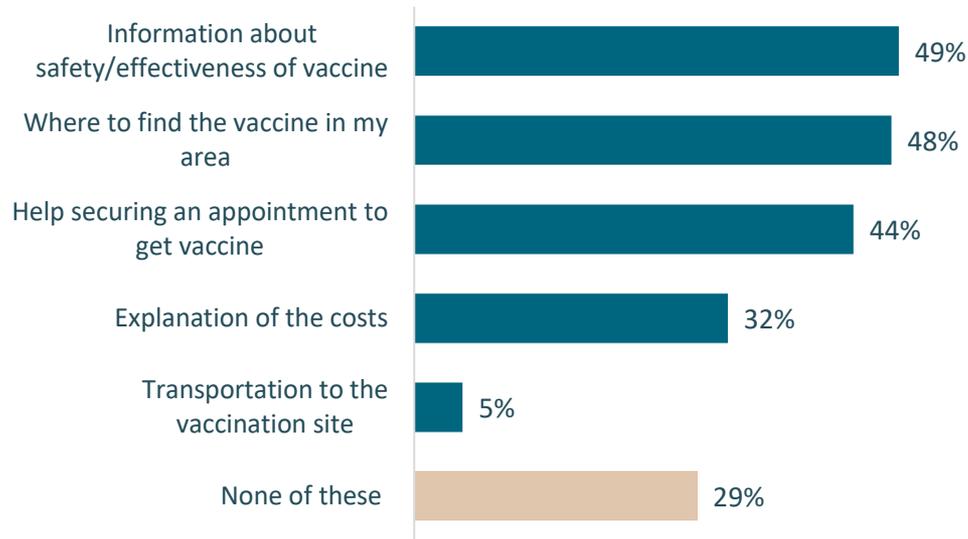
Expected Availability to Seniors



Base – Nov 2020: n= 3,468. Base – Feb 2021: n= 1,360

Q26: How long do you think it will take for the vaccine to become widely available to seniors?
 Q27: What do you expect from your health insurance provider with regards to the vaccine?

Expectations From Health Insurance Provider (Feb 2021)



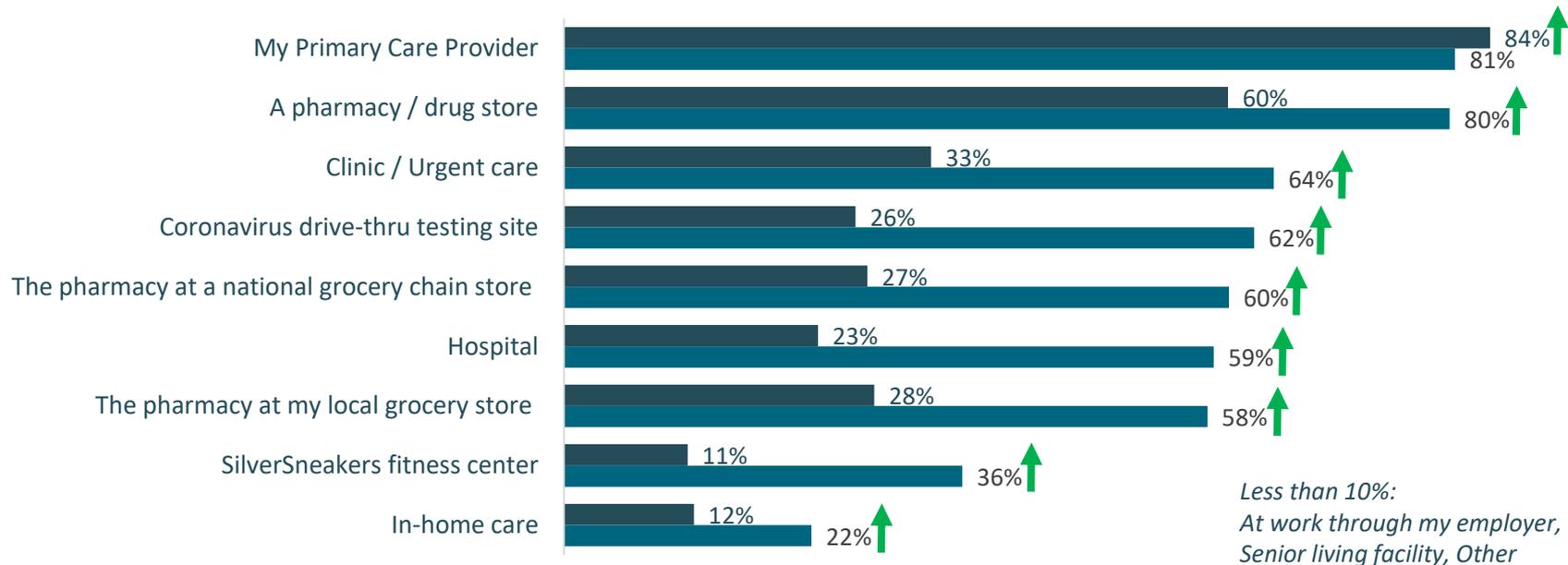
Base – Feb 2021: n= 1,353

Statistically Significant ↑

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

Preferred Locations to Receive the COVID-19 Vaccine



*Among seniors who plan to get the Coronavirus vaccine

■ November 2020 ■ February 2021

Base – Nov 2020: n= 3,153

Base – Feb 2021: n= 1,231

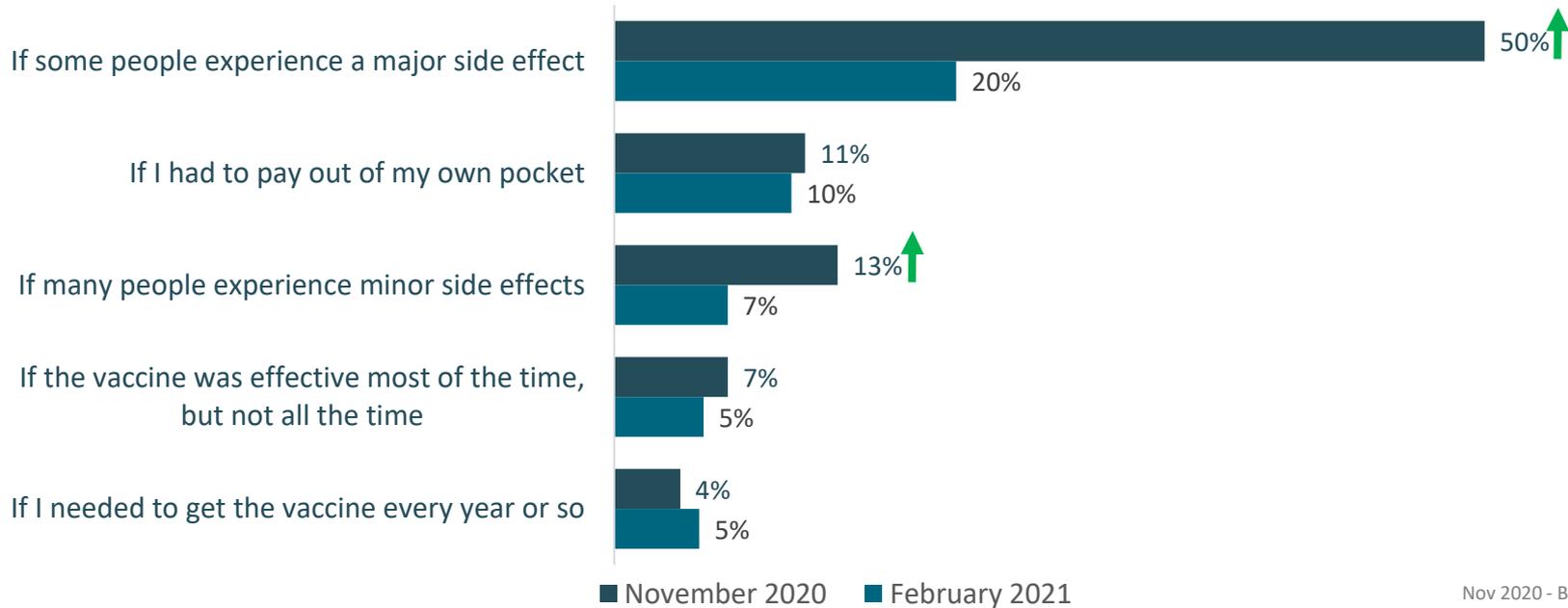
Q15: What locations would you consider going to for the Coronavirus vaccine?

Statistically Significant ↑

Factors Influencing Vaccine Acceptance*

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

A Lot less Likely to Receive the Vaccine...



*Among seniors who plan to get the Coronavirus vaccine

Q17: 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 ↑

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

Other Factors Influencing Vaccine Acceptance*

Lack of Access / Availability to Vaccine

“Very frustrating trying to get appointment. No way to tell where you are on list.”

“Appointments available only in distant area during winter/bad weather or driving conditions. I would wait until Spring.”

“Finding it more and more difficult to access sites and phone lines that are always busy. You just want to throw up your hands and chuck it all--days wasted for nothing.”

“Frustration with being able to sign up for it - which is my current problem.”

“Just can't get it - process to get it is like a scavenger hunt and a full-time job - a mess.”

“I have not been able to get vaccinated due to no availability of vaccine or I would get the vaccine immediately.”

“I am 84+ years old and was informed through my [Hospital] Patient Portal that they would notify me when I'm scheduled for appointment. However, I can also schedule an appt but only when they have vaccine available & are accepting appointments. So far I have been unable to get through procedures to sign up for appt. Very frustrating.”

“Can't find a waitlist that is open to get vaccine. Distribution and availability stinks!!!”

“We would go anywhere to get it. We have spent many weeks trying to get on a list anywhere. Husband is 80 I am 78 in March. We both have comorbidities. Tired of all this crap in [my] county. No one knows a thing when you finally get a place.”

“Availability ! Having a hard time getting scheduled!”

Other Factors Influencing Vaccine Acceptance*

Death / Allergic Reactions

"I am experiencing asthma symptoms by coughing up phlegm & am worried I will die after being vaccinated as some Seniors have done. Trying to get an appointment with a pulmonologist."

"If a large number of people died of no known causes other than taking the vaccine after receiving the vaccine."

"If I were allergic to ingredients of vaccine."

"If someone I know or a family member who had the vaccine died from the injection."

"Known allergy to ingredients. Do have a known allergy to preservatives in flu vaccine and eye drops."

"I have a lot of drug allergies. I'm worried about having an allergic reaction."

"If lots of adverse reactions started to appear. I am allergic to a lot of medication and it concerns me."

Ineffective (with new strains)

"Vaccine was proved ineffective for a mutation of Covid-19."

"If it were proven to be ineffective for me."

"If one of the new strains becomes dominant to make the current vaccines ineffective."

"If the data that are yet to come say the vaccines are unsafe or ineffective for most people, I would rethink my decision."

"Only if it was proven unsafe or ineffective for the vast majority of people."

"If it proved not effective or if there were fatalities connected with the virus that outstripped its purpose."

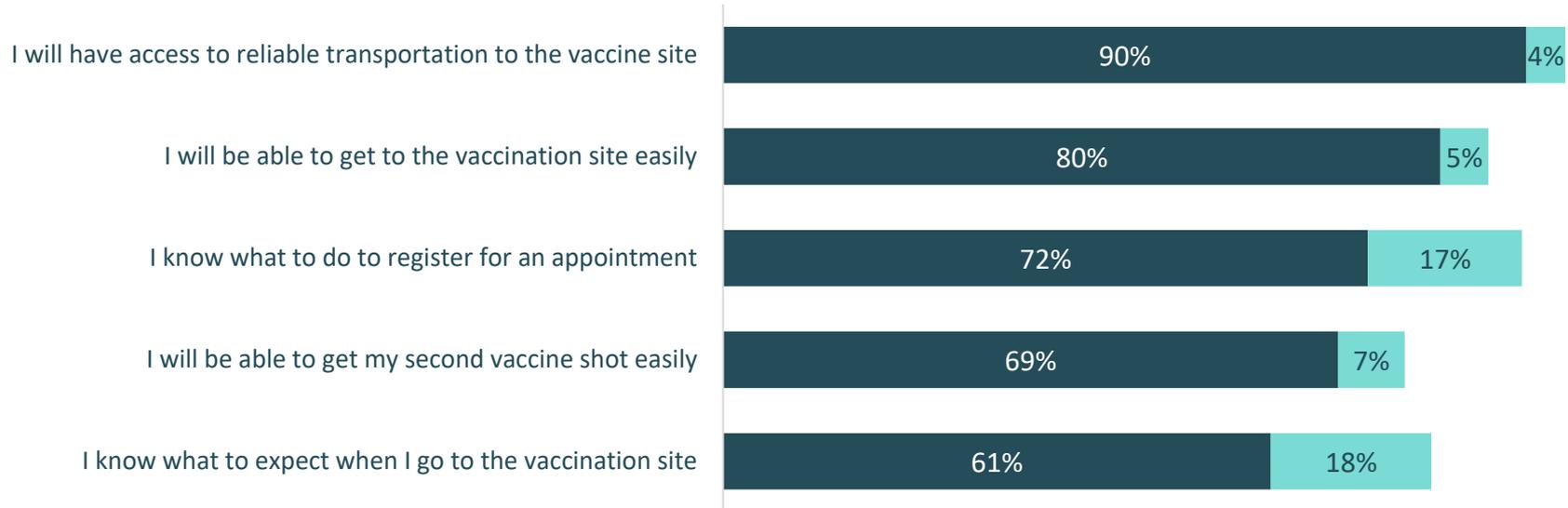
"If it were proven that it was not having any effect on the newer viral strains."

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

- Some uncertainty also exists in registering for an appointment

Seniors' Expectation when Receiving the COVID-19 Vaccine



*Among seniors who plan to get the Coronavirus vaccine

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

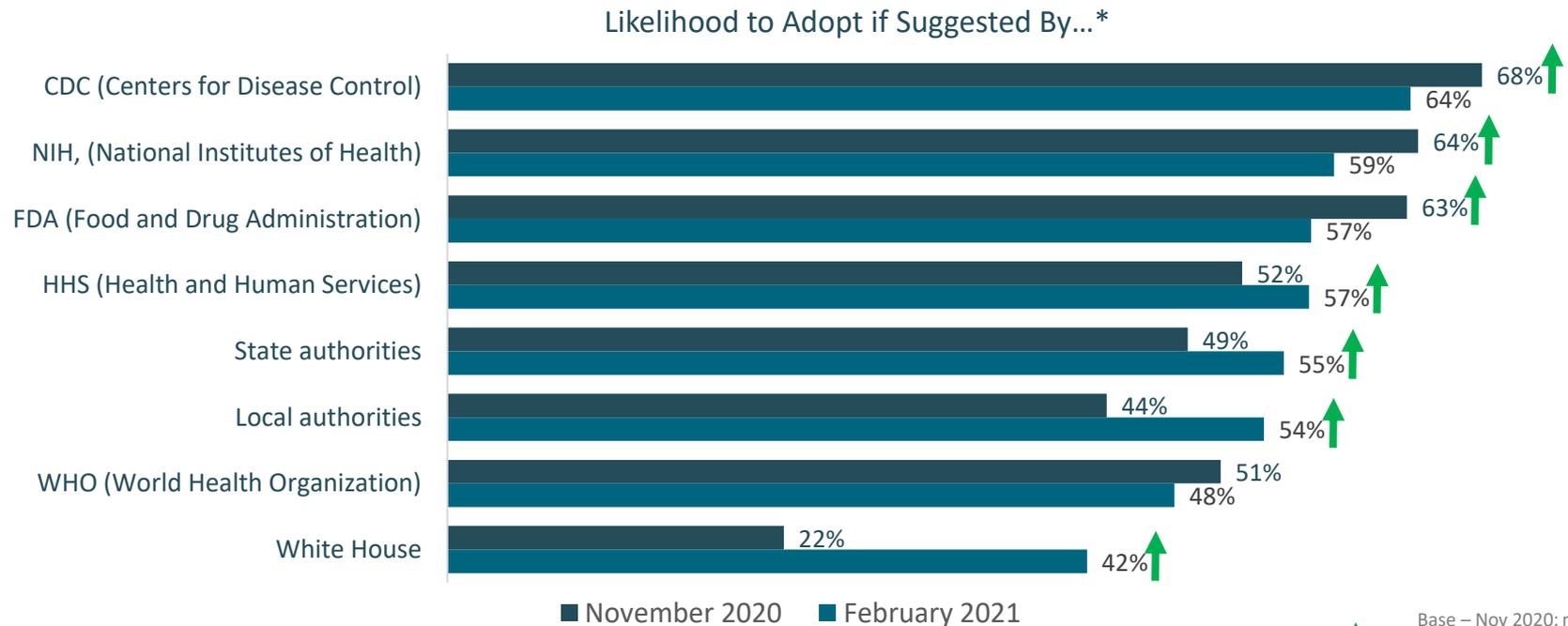
Q19: Please indicate how much you agree or disagree with each of the following statements?

Base – Feb 2021: n= 1,193

Trusted Sources of Vaccine Info - *Government*

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

- State and local authorities garner more trust from seniors than before



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

Statistically Significant ↑

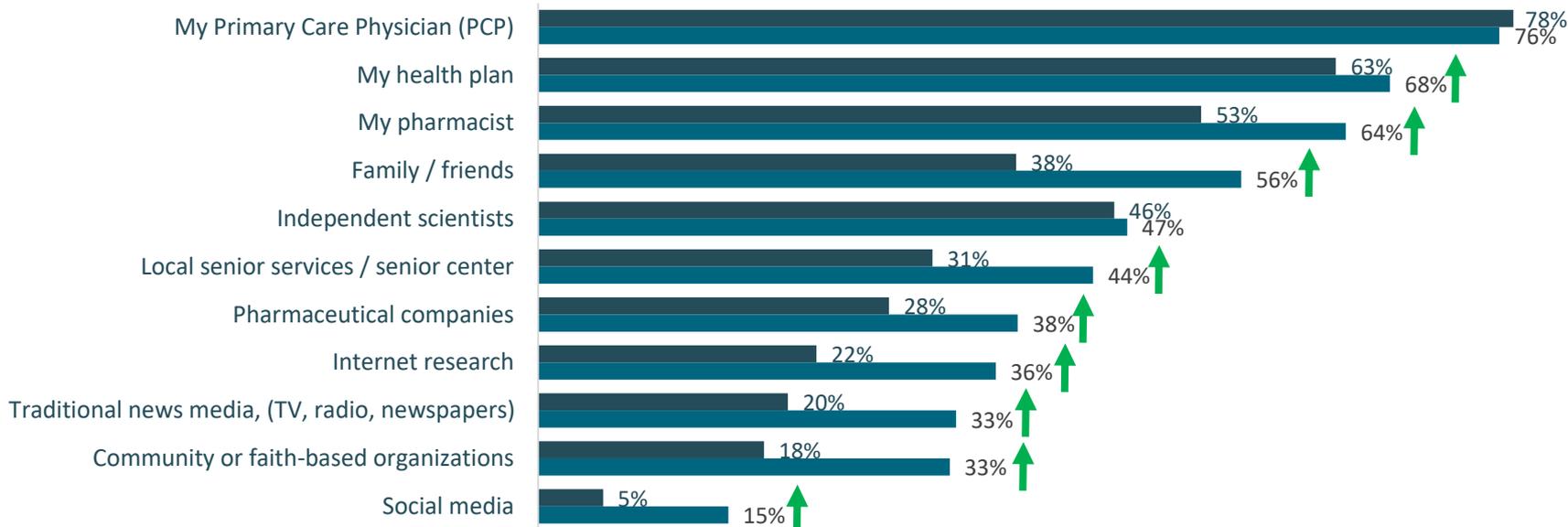
Base – Nov 2020: n= 3,523
Base – Feb 2021: n= 1,386

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

- Although higher than before, social media, the Internet and traditional media garner low levels of trust among seniors

Likelihood to Adopt if Suggested By...*



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

■ November 2020

■ February 2021

Statistically Significant ↑

Base – Nov 2020: n= 3,474

Base – Feb 2021: n= 1,369

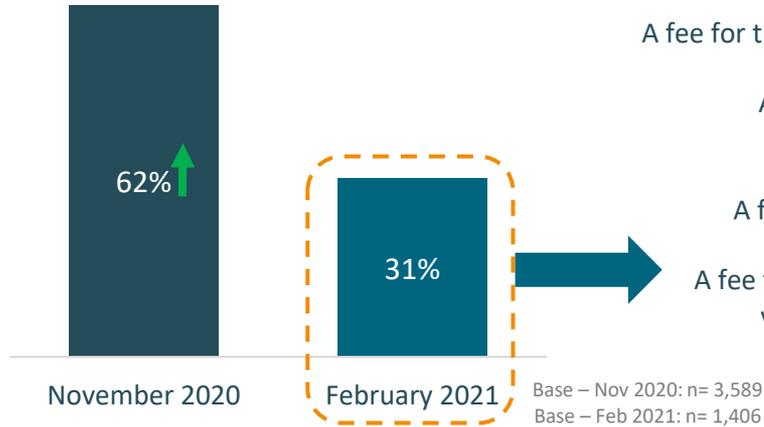
Q25: Below is a list of non-government information sources on the Coronavirus vaccine. How likely will you be to get the Coronavirus vaccine once available, if suggested by the following sources?

Vaccine Out of Pocket Cost

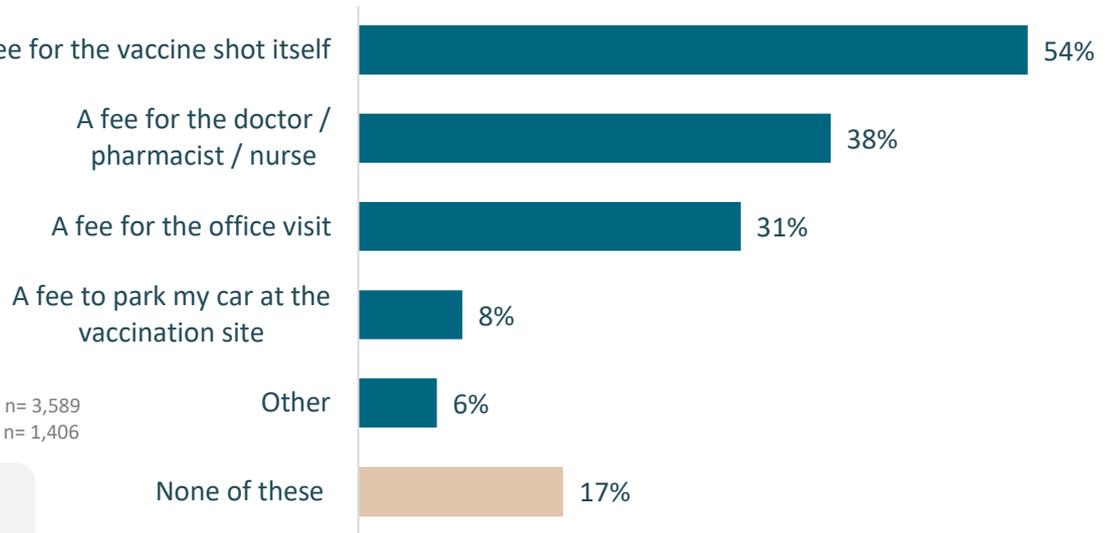
Three in ten seniors believe they will have to pay for the vaccine, significantly fewer than before

- Among those that do expect to pay, over half believe it will be for the vaccine shot itself

Expected Vaccine Out of Pocket Cost



Reasons for Expected Vaccine Out of Pocket Cost



Base - Feb 2021: n= 441



Q22: How much, if anything, would you expect to pay for the coronavirus vaccine per person?
Q23: What is/are the reasons why you expect to pay for the Coronavirus vaccine?

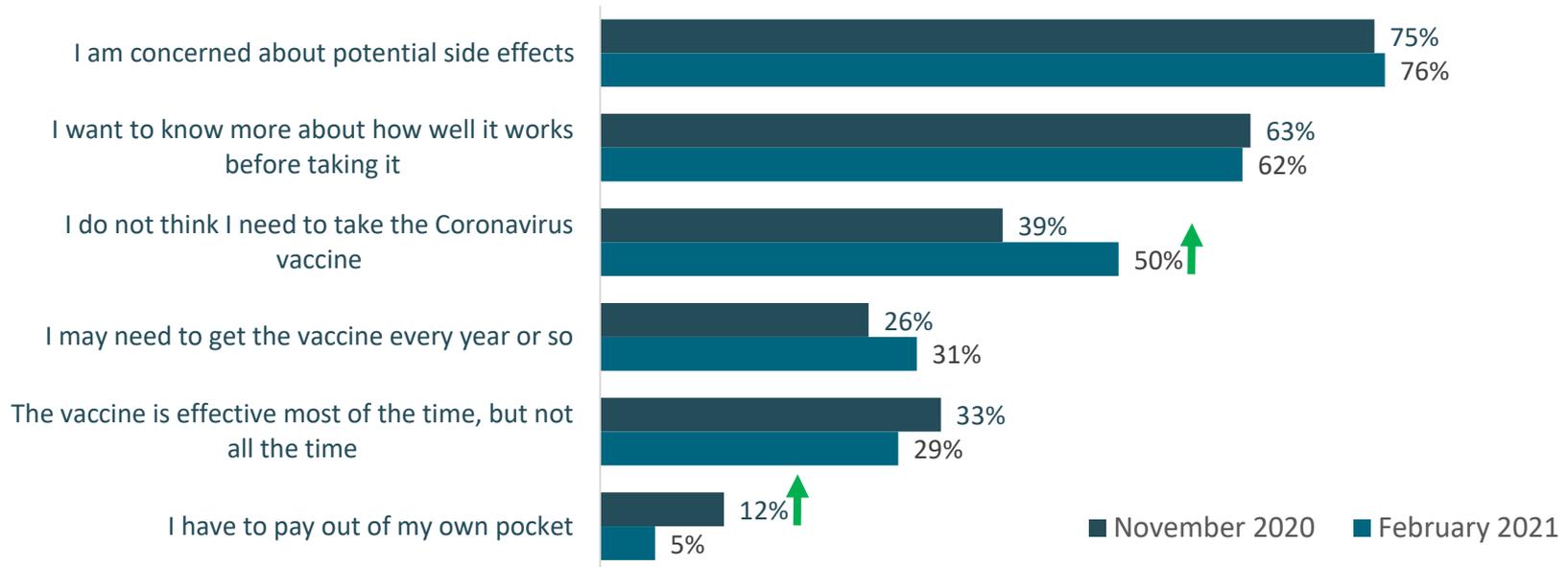
Statistically Significant ↑

Factors Influencing Vaccine Rejection**

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

- Notably, half of vaccine rejectors do not think they need to take the vaccine

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



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

*Lot of influence

Statistically Significant ↑

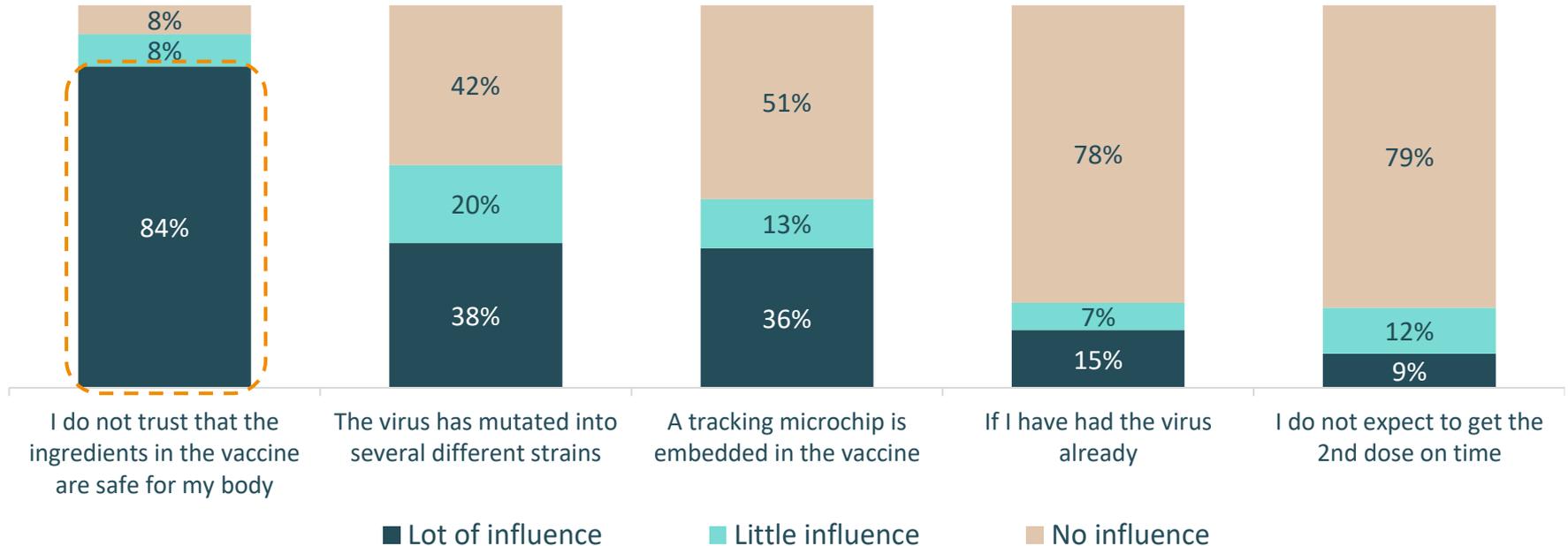
Base – Nov 2020: n= 555
Base – Feb 2021: n= 225

Q20: 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, they do not trust the safety of the ingredients in the vaccine

Emergent Factors Influencing Vaccine Rejection – I Plan Not to Receive the Vaccine as...



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

Base – Feb 2021: n= 225

Other Factors Influencing Vaccine Rejection**

Government / Media/ Corporation mistrust

“Because big government is behind the push to get the vaccine and I have little to no reason to trust the government or any politician or the media.”

“Covid-19 is a statistically insignificant disease, overly hyped by the government and media, the first models were so flawed as to be laughable if they hadn't caused so much damage, science has been coopted by politics and can no longer be trusted, the media provides no truth only fearmongering, governments are acting foolishly and stupidly in the face of the data, willing to destroy the economy and lives of people for a very tiny amount of safety, if any.”

“I do not trust this Democratic government . They are corrupt and you can't trust anything they say about the vaccine. Who knows that will happen in 6 months? Another vaccine because this one is not working?”

“I don't trust the CDC, WHO or the pharmaceutical companies. The vaccine did not follow proper procedures prior to its use.”

Vaccine developed too quickly

“I think it was produced too fast. I have listened to doctors who say things that make me not want to take it.”

“It was developed too fast and hasn't been properly tested to know how safe it is going to be long-term. If someone is harmed, or killed, by the vaccine, they or their family are not able to hold the manufacturer responsible. If it is truly safe, why can't the manufacturer be held accountable?.”

“Has not been enough testing on the vaccine. Made too quickly and not enough research done.”

“I don't think there have been enough trials and this medication became available very quickly. I know of a few people that have gotten very sick from the 2nd dose, and 1 person has died.”

“It was developed too quickly to adequately test long term effects.”

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

