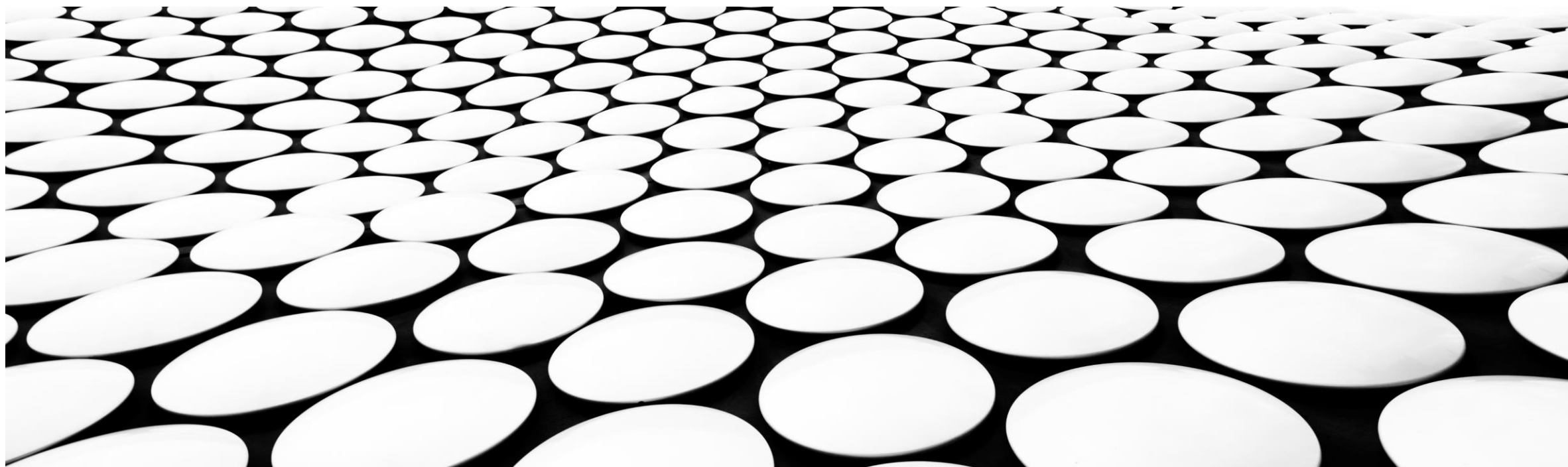

ALL IN COVID-19 VACCINE COMMUNICATIONS SURVEY – AUSTIN AREA URBAN LEAGUE





OVERVIEW AND SUMMARY OF FINDINGS





SURVEY OVERVIEW

- The 45-question survey was administered via Survey Monkey between Sept 16 - Oct 5, 2021.
 - 19 items on COVID and vaccine-related attitudes and behaviors
 - 9 items on sources of information on COVID testing and vaccination
 - 17 demographic and QC items
- The survey was distributed primarily through electronic communications:
 - AAUL Facebook page and direct email
 - Facebook pages of community organizations
 - Direct email to members of community organizations
- 289 surveys were analyzed. (329 total responses - 40 removed for quality control issues)

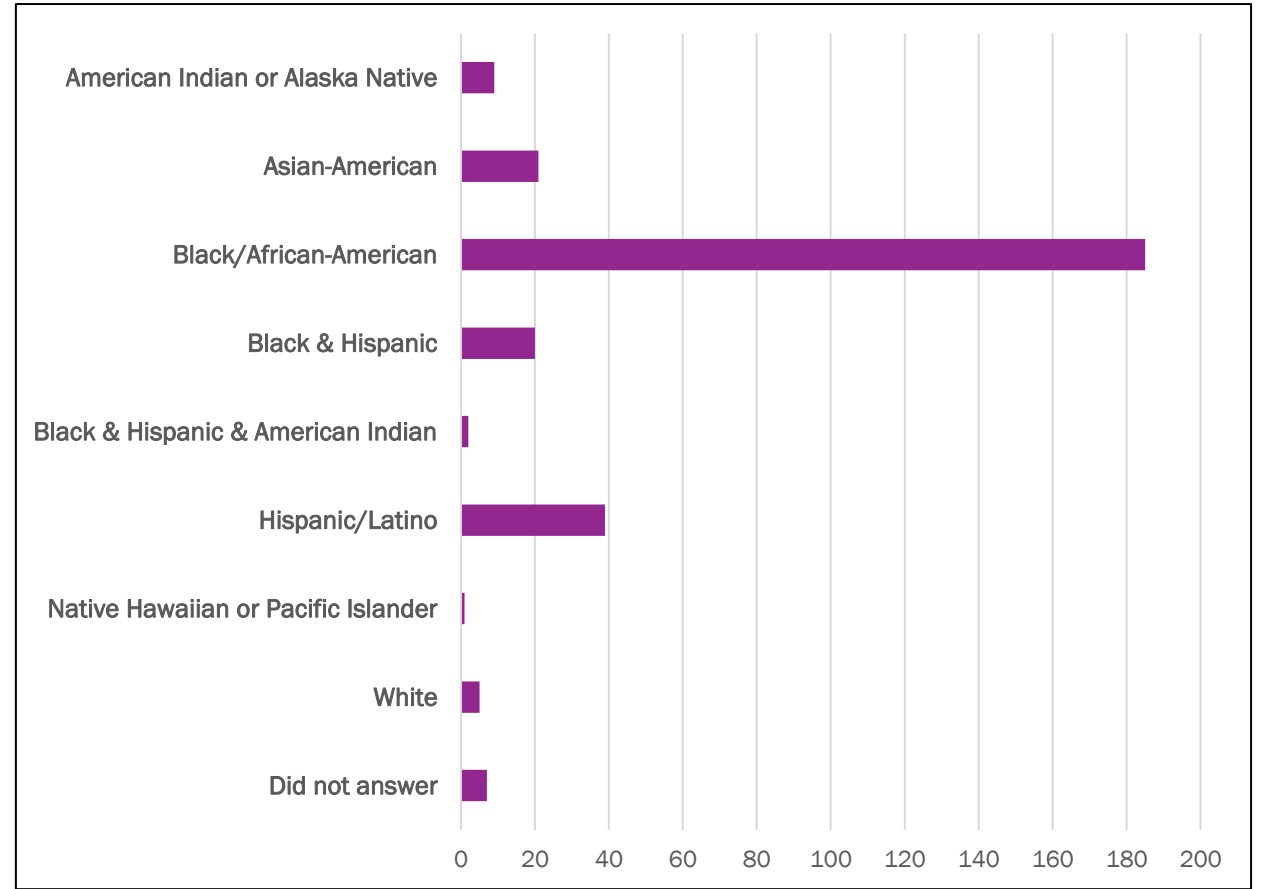


RESULTS



RESPONDENT PROFILE

- By Race and Ethnicity
 - American Indian or Alaska Native – 9 (3.11%)
 - Asian-American - 21 (7.27%)
 - Black/African-American – 185 (64.01%)
 - Black & Hispanic - 20 (6.92%)
 - Black & Hispanic & American Indian -2 (0.69%)
 - Hispanic/Latino - 39 (13.49%)
 - Native Hawaiian or Pacific Islander -1 (0.35%)
 - White - 5 (1.73%)
 - Did not answer – 7 (2.42%)

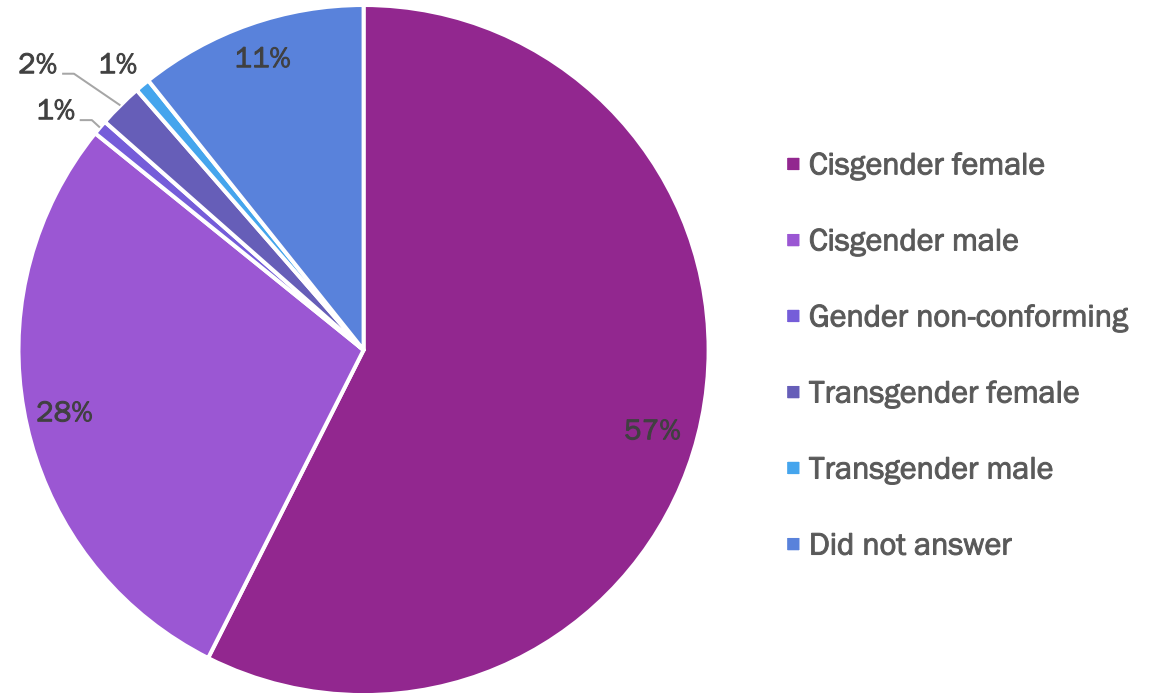


n = 289

95.8% of our survey respondents are BIPOC

RESPONDENT PROFILE

- By Gender
 - Cisgender female - 166 (57.44%)
 - Cisgender Male - 182 (28.37%)
 - Gender non-conforming - 2 (0.69%)
 - Transgender female - 6 (2.08%)
 - Transgender male - 2 (0.69%)
 - Did not answer - 31 (10.73%)



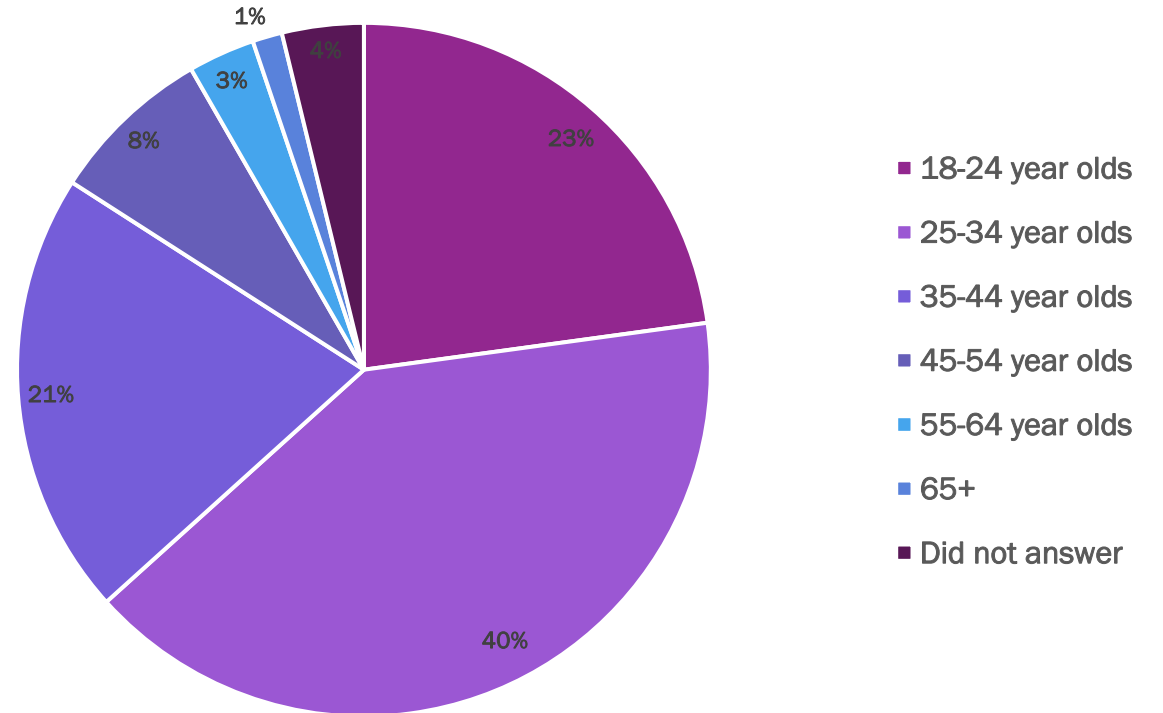
n = 289

59.5 % of our survey respondents identify as female

RESPONDENT PROFILE

■ By Age

- 18-24 year olds- 66 (22.84%)
- 25-34 year olds - 117 (40.48%)
- 35-44 year olds – 60 (20.76%)
- 45-54 year olds - 22 (7.61%)
- 55-64 year olds - 9 (3.11%)
- 65 and older - 4 (1.38%)
- Did not answer – 11 (3.81%)



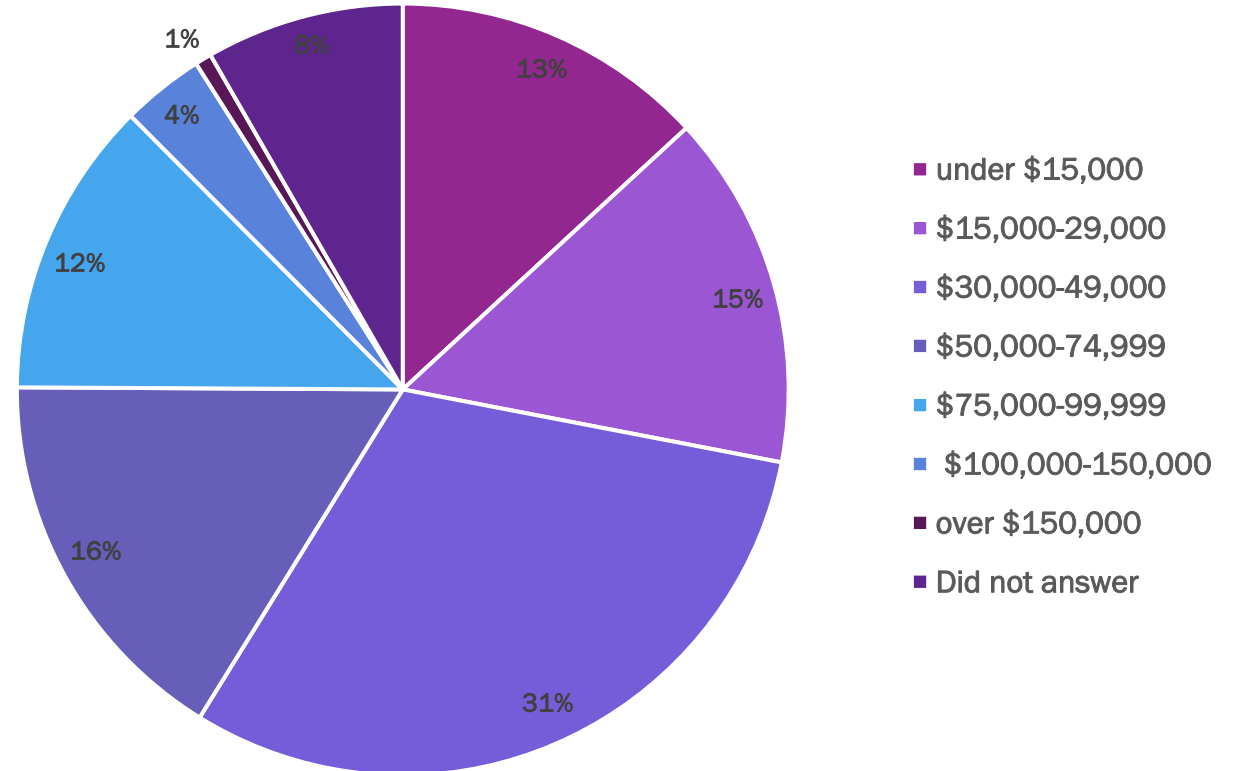
n = 289

84.1% of our survey respondents are under the age of 45

RESPONDENT PROFILE

■ By Income

- under \$15,000 - 38 (13.15%)
- \$15,000-29,000 - 43 (14.88%)
- \$30,000-49,000 - 89 (30.80%)
- \$50,000-74,999 - 47 (16.26%)
- \$75,000-99,999 - 36 (12.46%)
- \$100,000-150,000 - 10 (3.46%)
- \$150,000 - 2 (0.69%)
- Did not answer - 44 (8.30%)

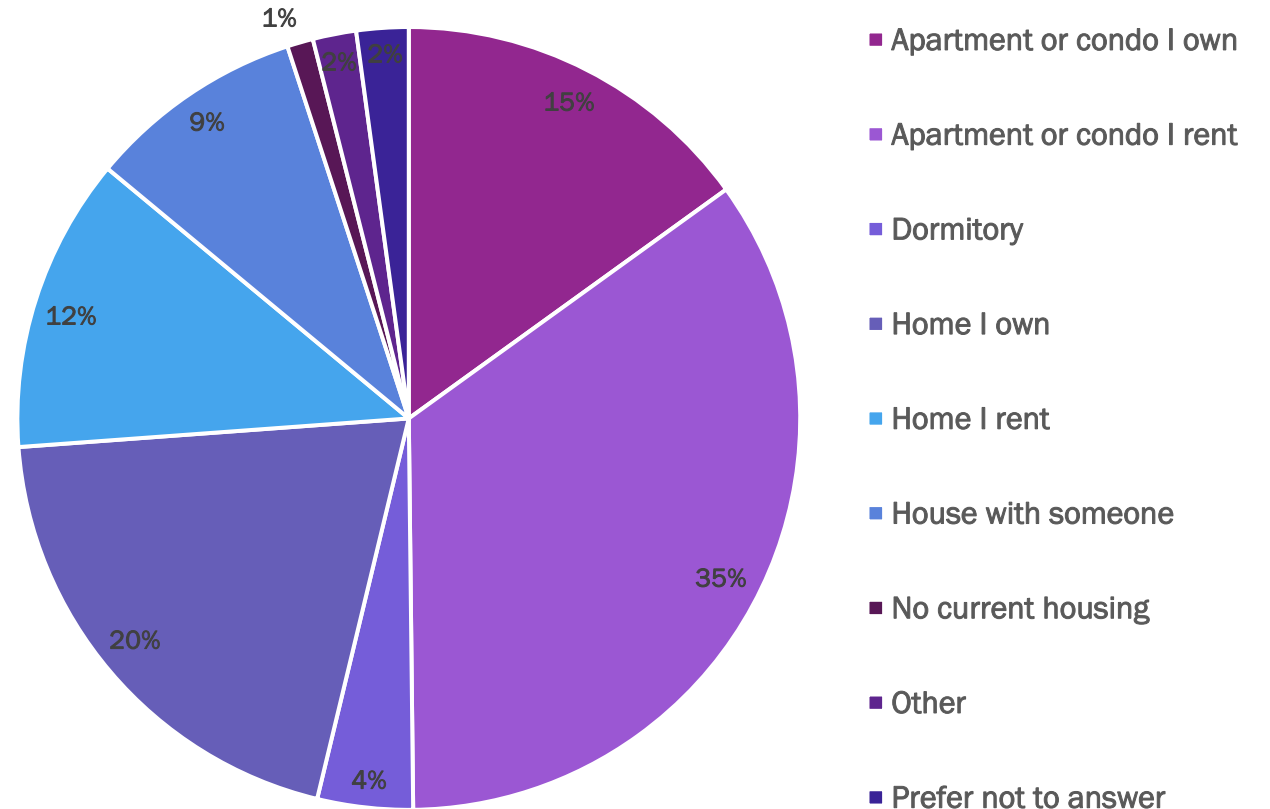


At least 54.3 % of our respondents are low income based on MFI for the Austin-Round Rock MSA

RESPONDENT PROFILE

■ By Housing Type

- Apartment or condo I own – 42 (15.05%)
- Apartment or condo I rent – 97 (34.77%)
- Dormitory – 11 (3.94%)
- Home I own – 56 (20.07%)
- Home I rent - 34 (12.19%)
- House with someone - 25 (8.96%)
- No current housing – 3 (1.08%)
- Other – 5 (1.79%)
- Prefer not to answer – 6 (2.15%)

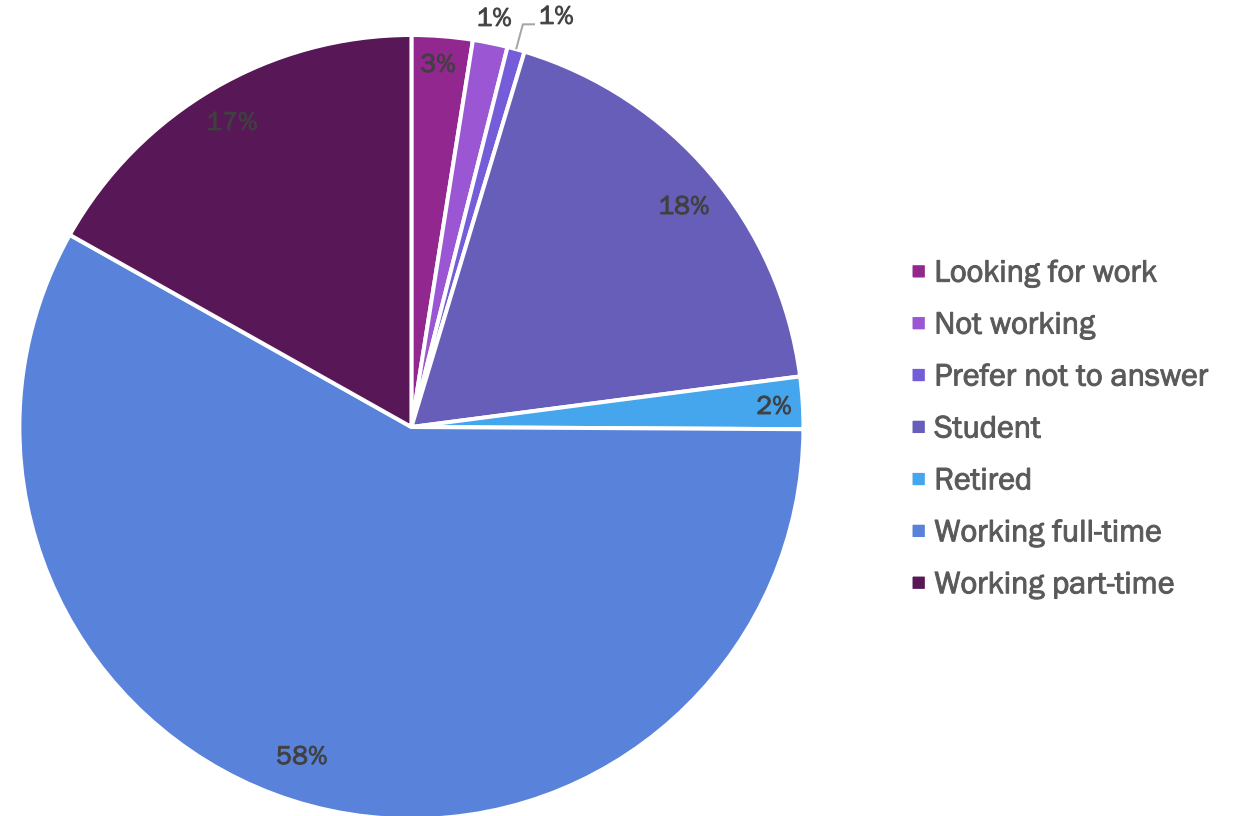


n = 279

35.2 % of our survey respondents own their homes

RESPONDENT PROFILE

- By Employment Status
 - Looking for work - 7 (2.51%)
 - Not working - 4 (1.43%)
 - Prefer not to answer - 2 (0.72%)
 - Student - 51 (18.28%)
 - Retired - 6 (2.15%)
 - Working full-time - 162 (58.06%)
 - Working part-time - 47 (16.85%)



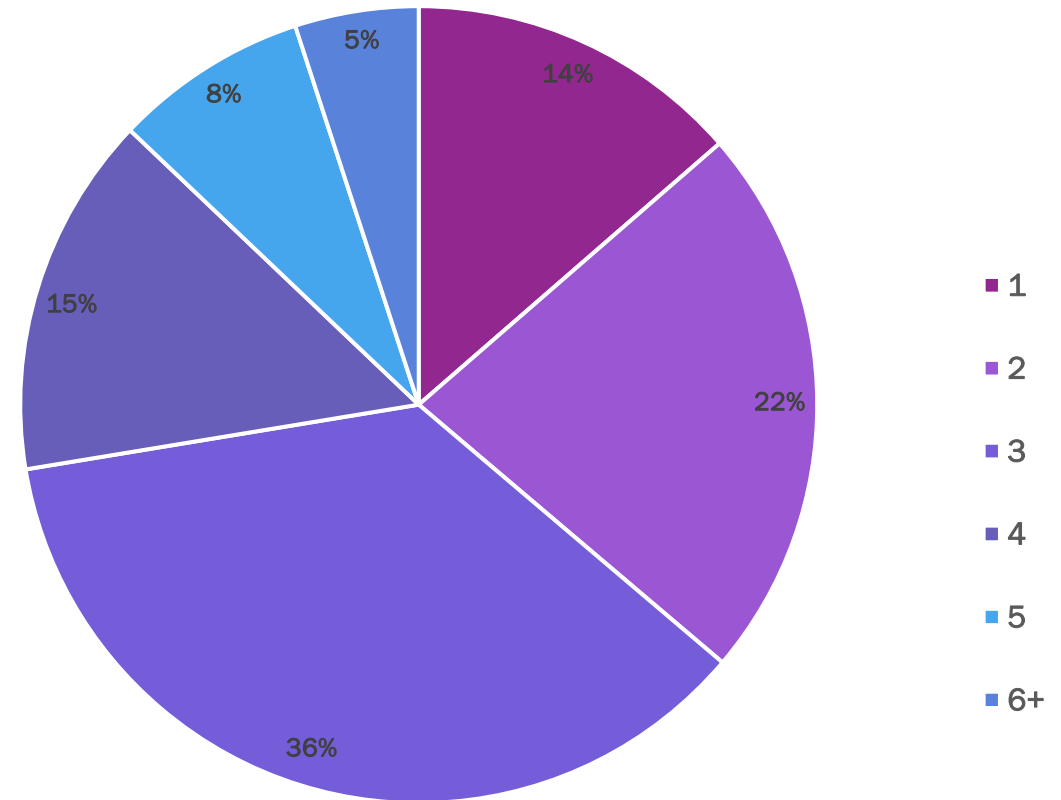
n = 279

74.9 % of our survey respondents work full or part time

RESPONDENT PROFILE

■ By Household Size

- 1 - 38 (13.62%)
- 2 - 63 (22.58%)
- 3 - 101 (36.20%)
- 4 - 41 (14.70%)
- 5 - 22 (7.89%)
- 6 or more - 14 (5.02%)

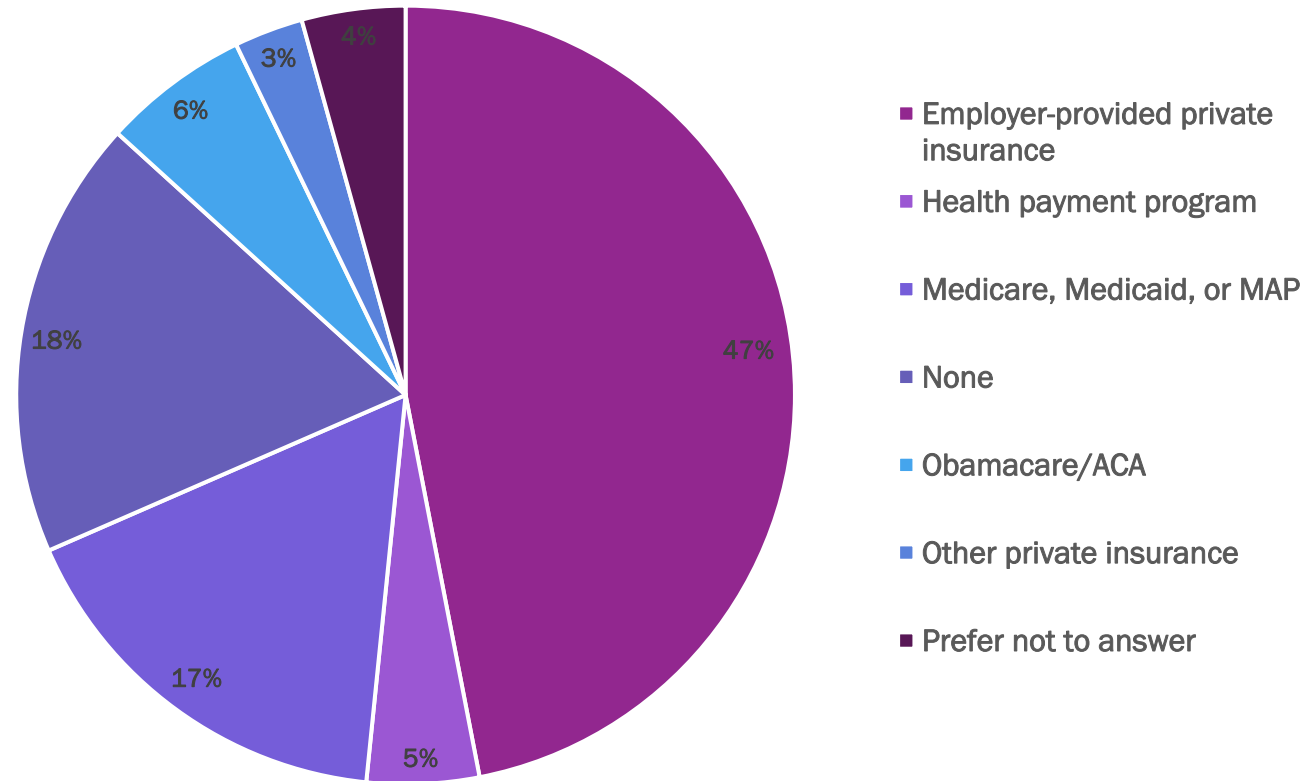


n = 279

86.3% of our survey respondents live with at least one other person

RESPONDENT PROFILE

- By Insurance Status and Type
 - Employer-provided private insurance – 131 (46.95%)
 - Health payment program – 13 (4.66%)
 - Medicare, Medicaid, or MAP – 47 (16.85%)
 - None – 51 (18.28%)
 - Obamacare/ACA – 17 (6.09%)
 - Other private insurance - 8 (2.87%)
 - Prefer not to answer – 12 (4.30%)



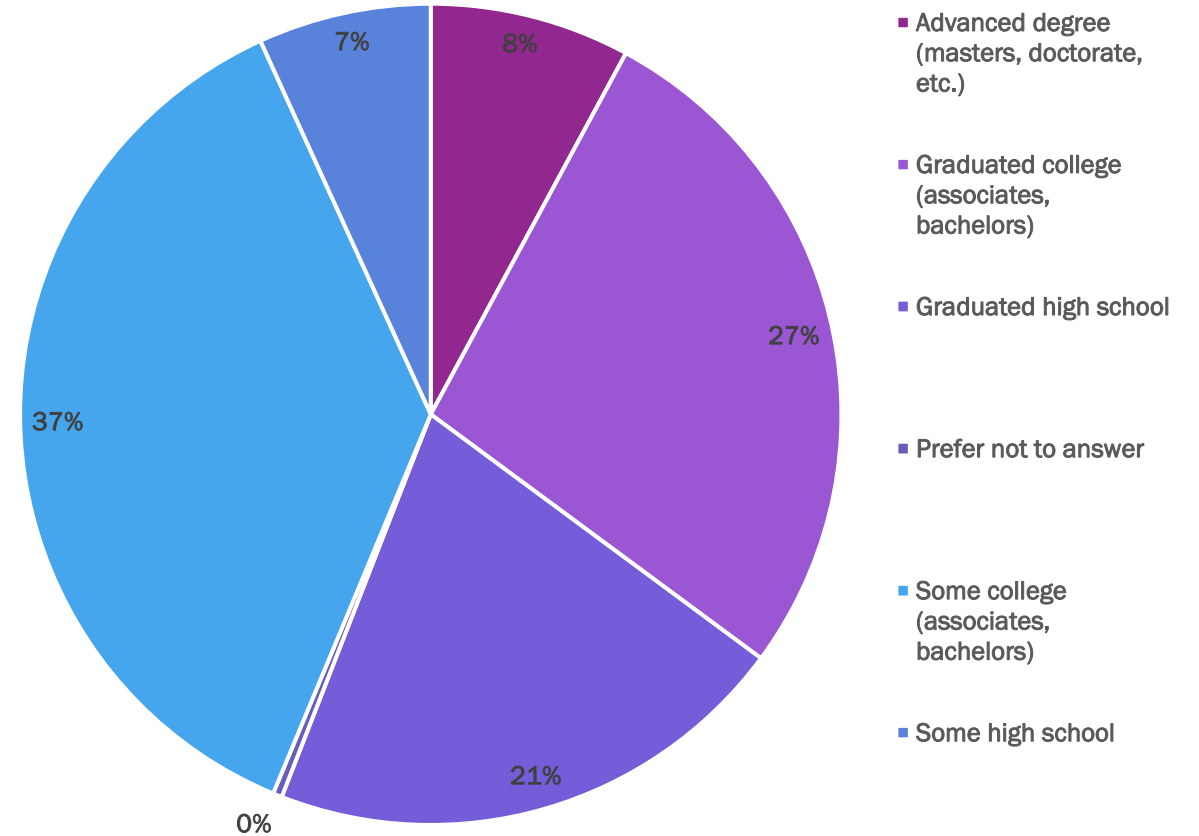
n = 279

72.8 % of our survey respondents have private or public medical insurance

RESPONDENT PROFILE

■ By Education Level

- Advanced degree (masters, doctorate, etc.) – 22 (7.89%)
- Graduated college (associates, bachelors) – 76 (27.24%)
- Some college (associates, bachelors) - 10 (36.92%)
- Graduated high school - 58 (20.79%)
- Some high school - 19 (6.81%)
- Prefer not to answer - 1 (0.36%)

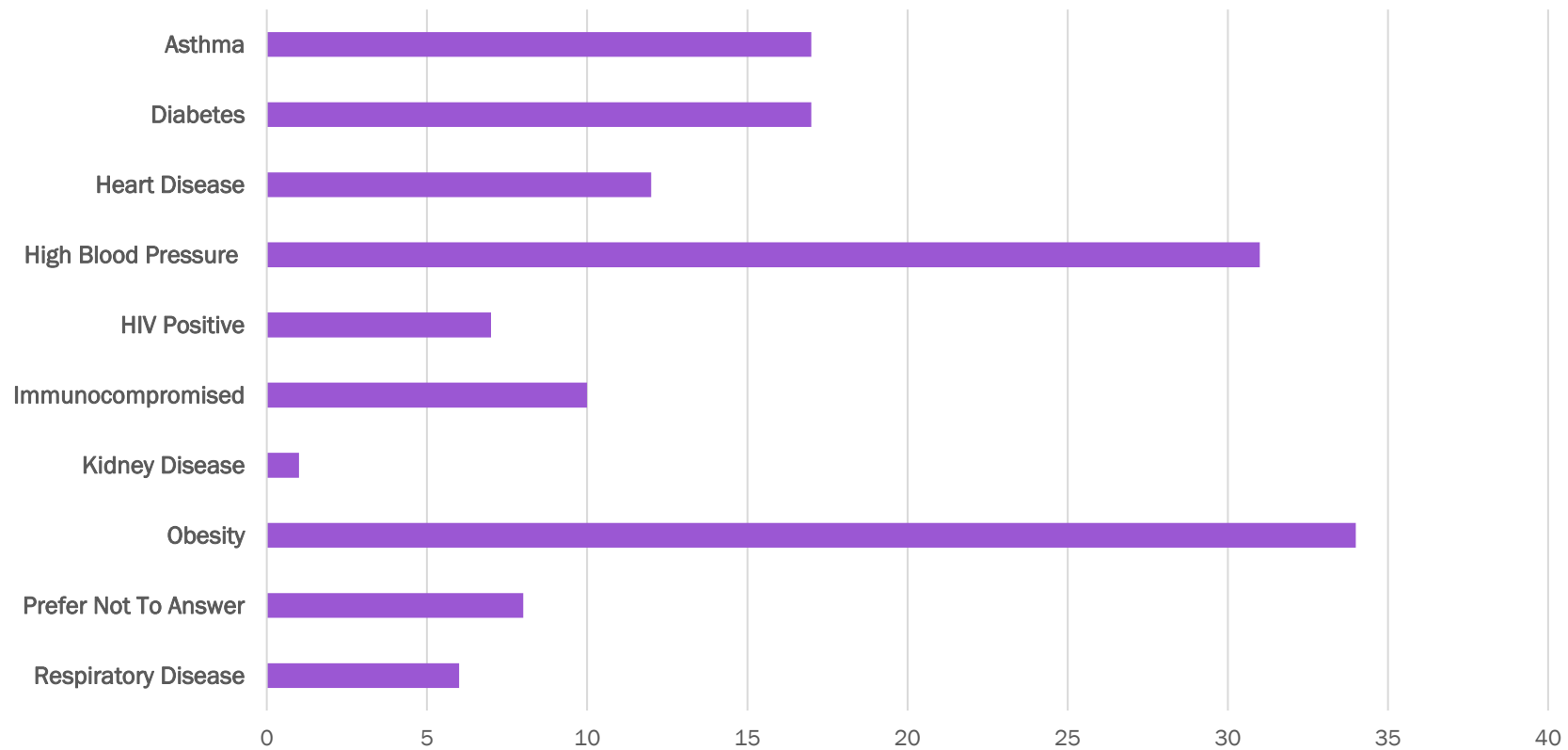


n = 279

72.0 % of our survey respondents attended or graduated from college

RESPONDENT PROFILE

■ By Predisposing Conditions

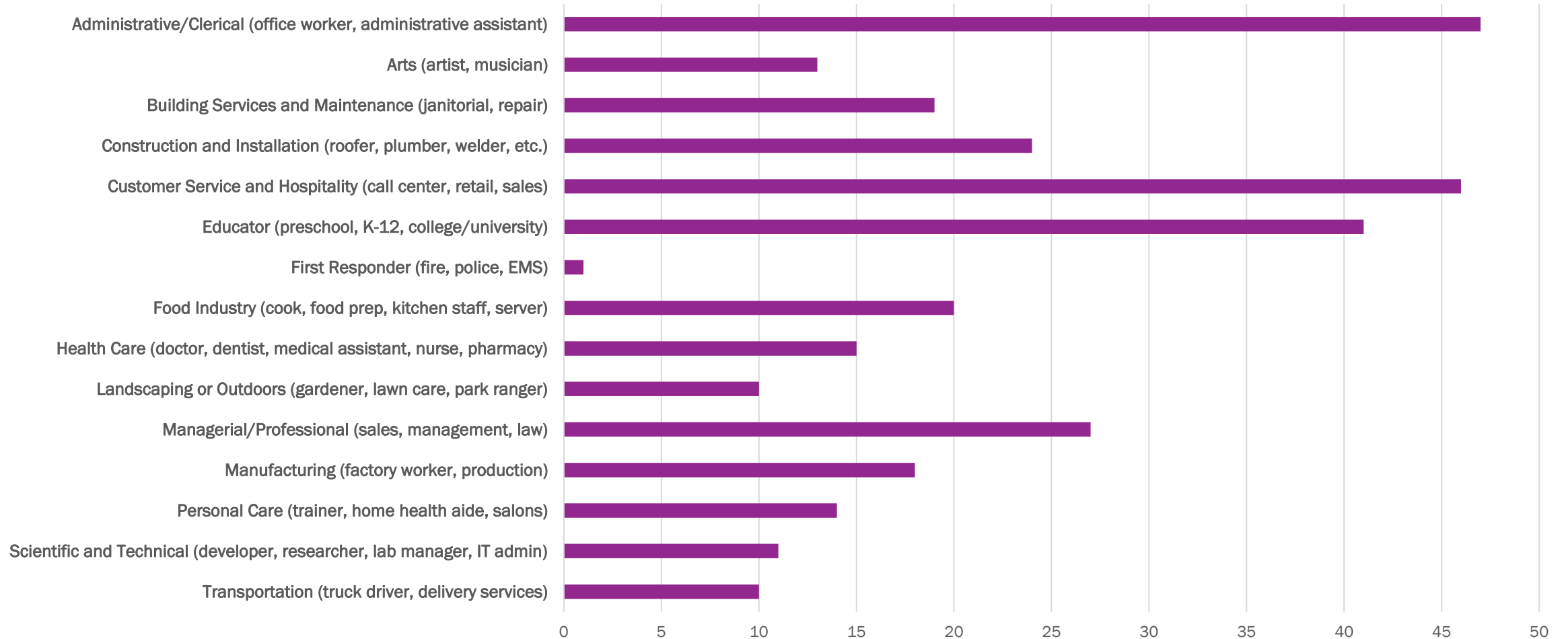


n = 289

60% indicate no predisposing conditions

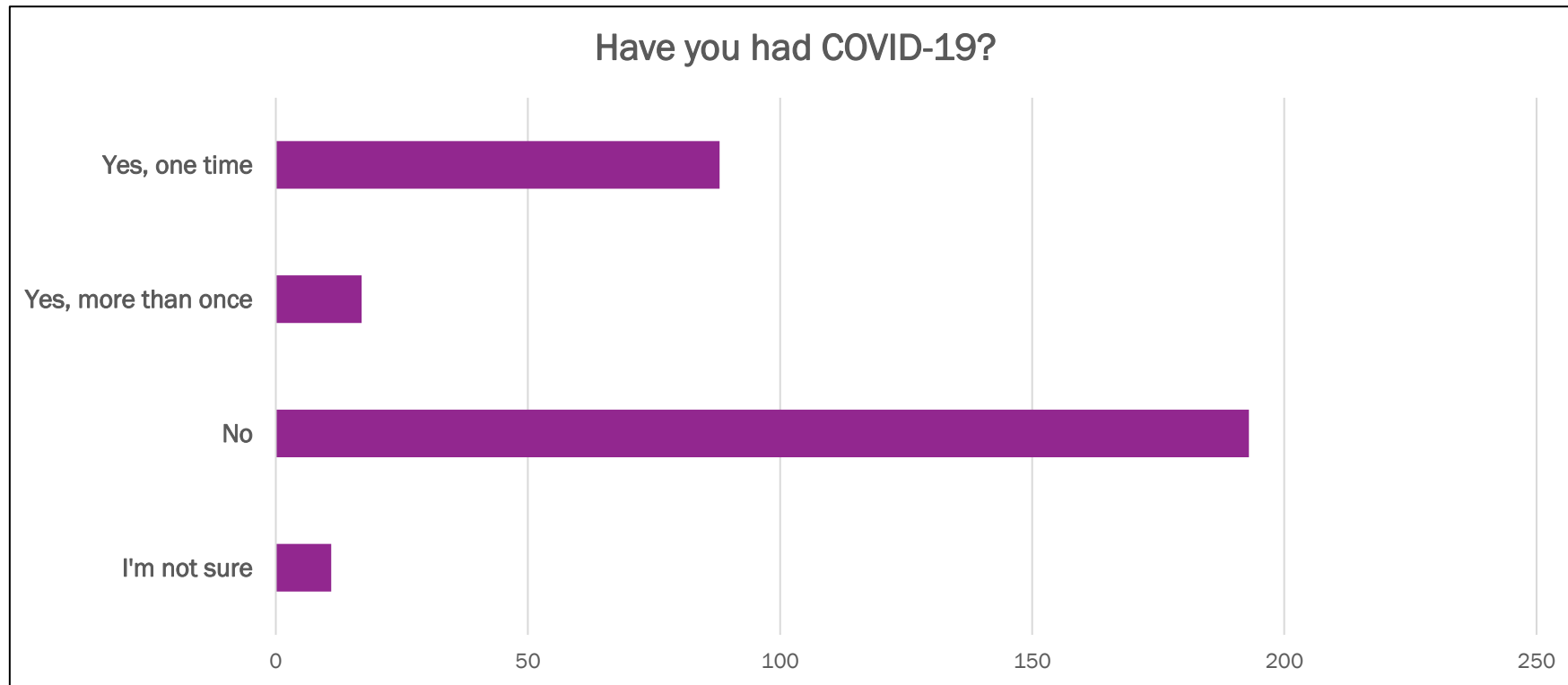
RESPONDENT PROFILE

■ By Employment Sector



n = 289; 51 indicate none of these

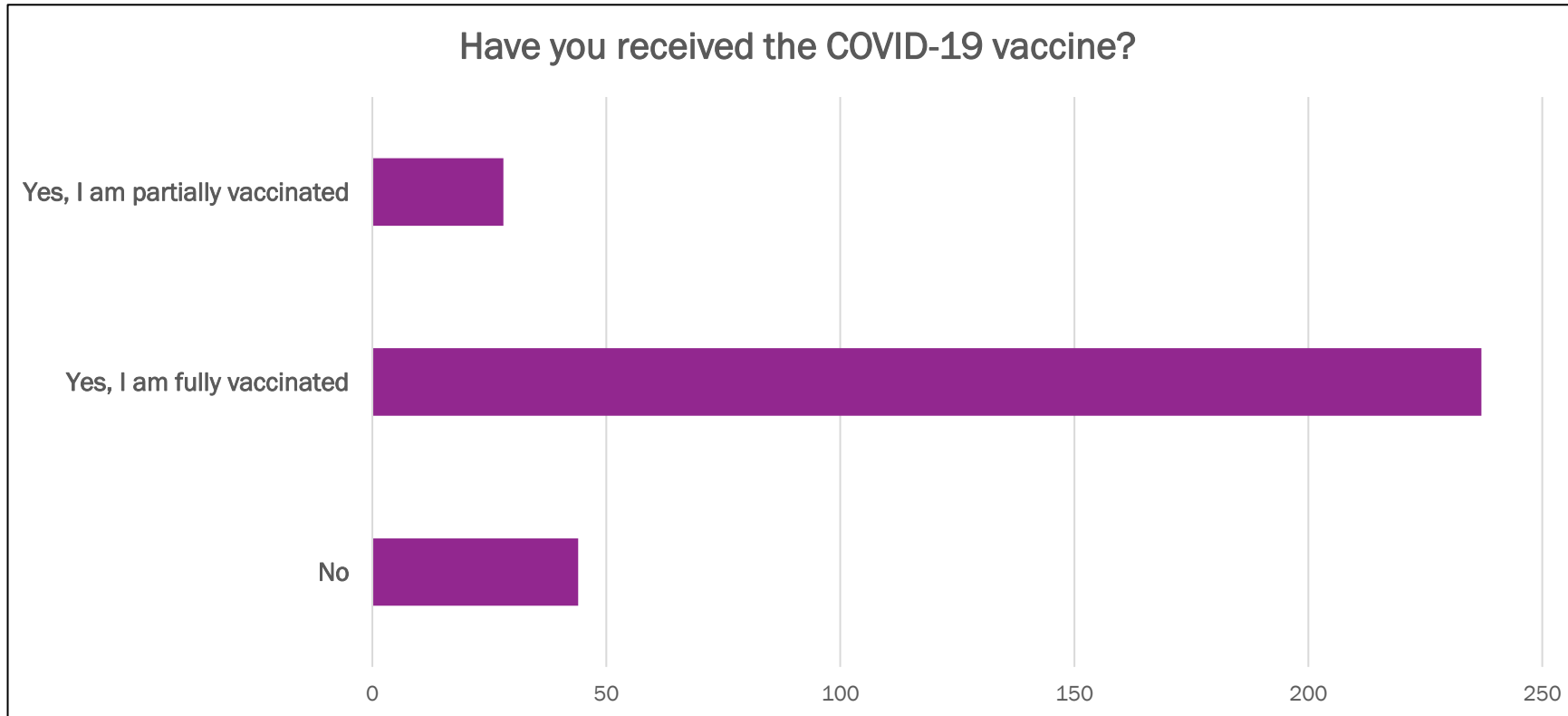
COVID EXPERIENCES AND ATTITUDES



63.3% of our survey respondents had not been infected with COVID-19.

n = 289

COVID EXPERIENCES AND ATTITUDES

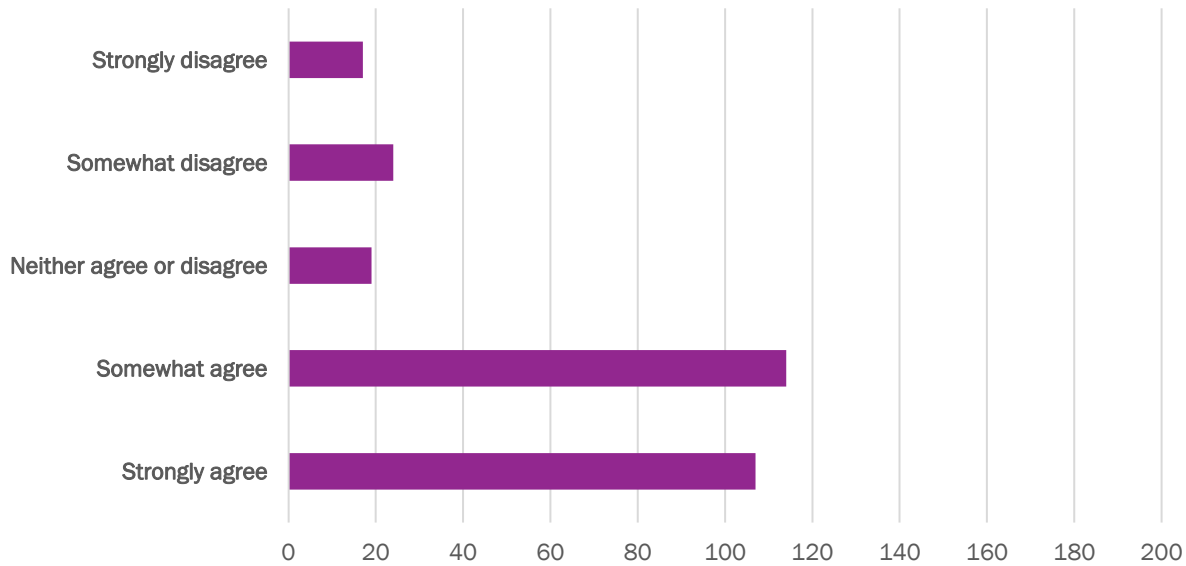


86.1% of our survey respondents are partially or fully vaccinated.

n = 289

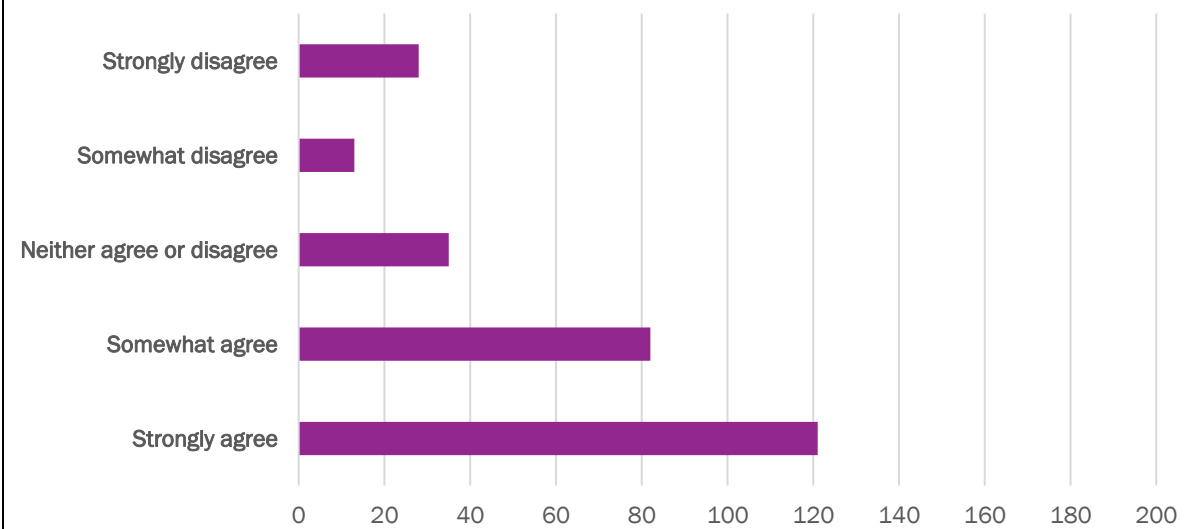
COVID EXPERIENCES AND ATTITUDES

I worry about getting COVID-19.



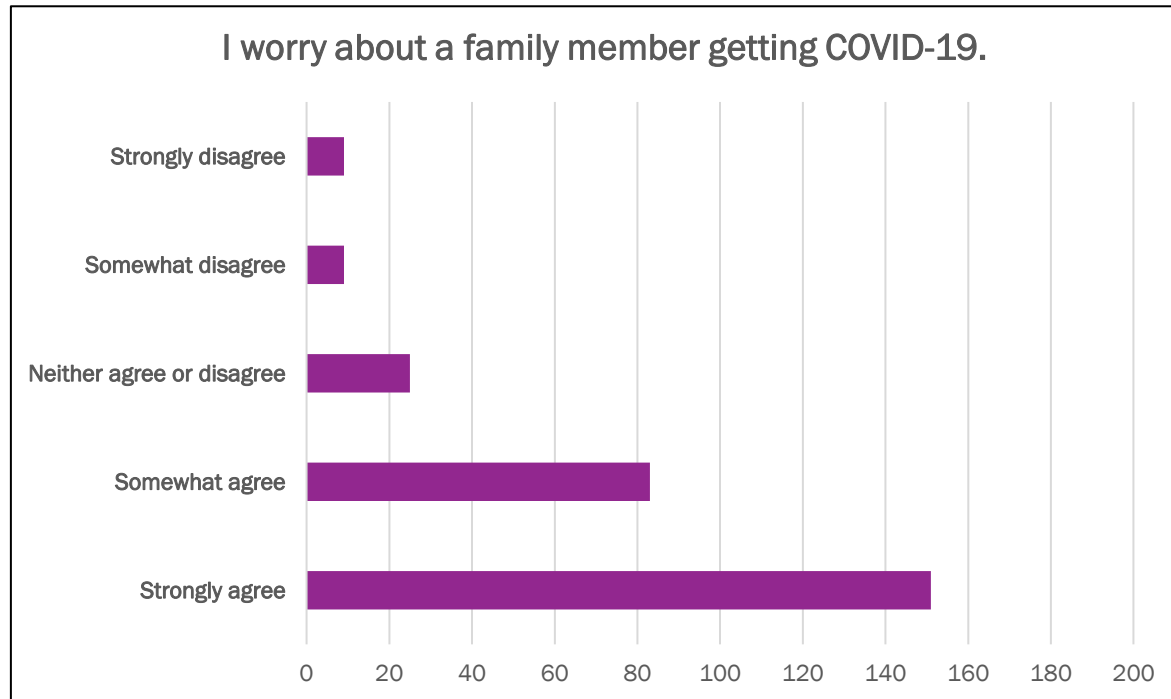
38.0% strongly agree and 40.5% somewhat agree

I worry about being hospitalized or dying because of COVID-19.

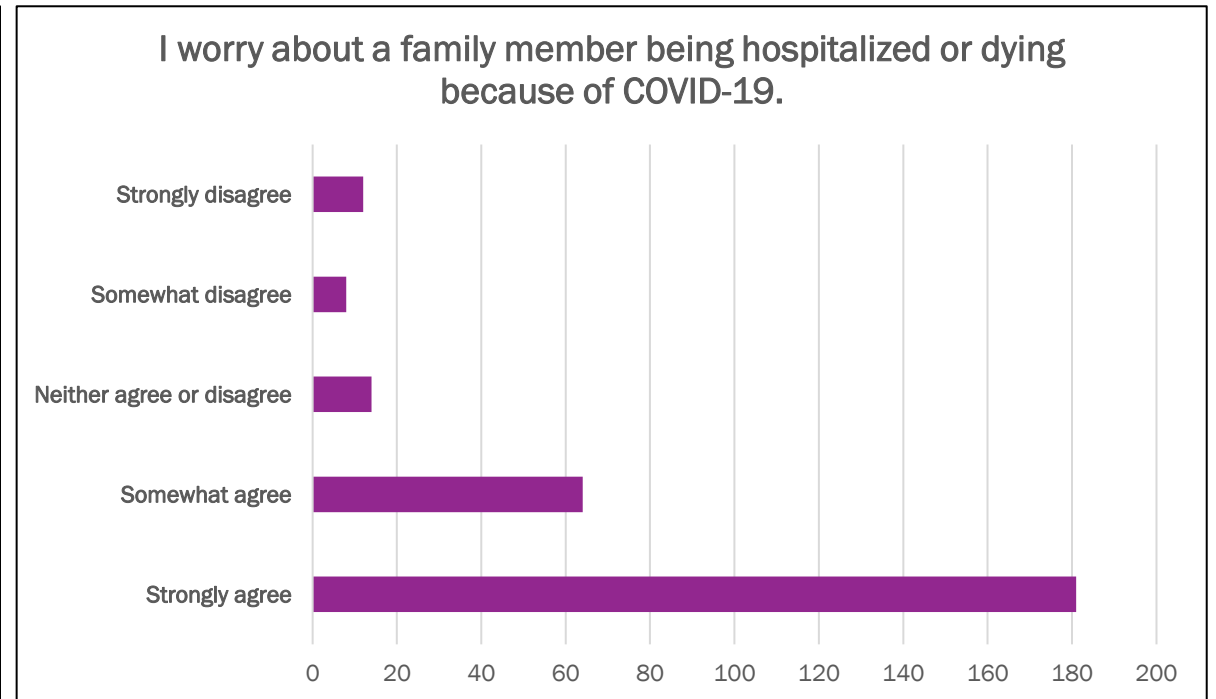


43.3% strongly agree and 29.4% somewhat agree

COVID EXPERIENCES AND ATTITUDES

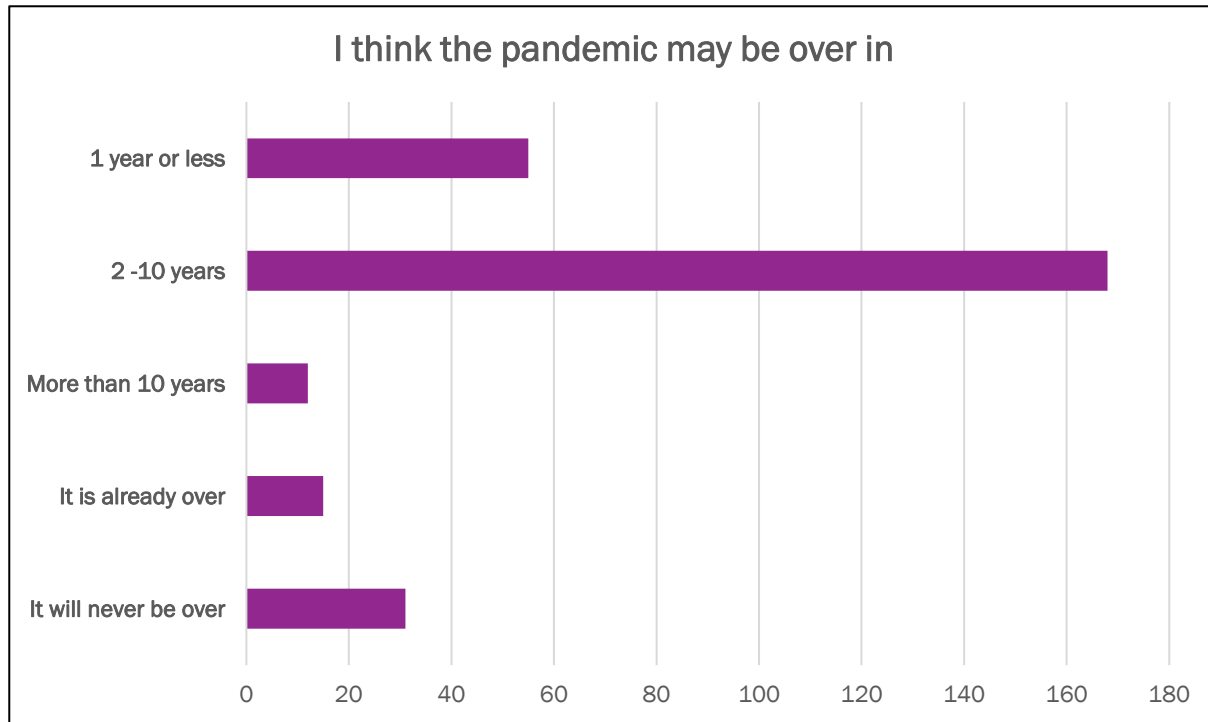


54.1% strongly agree and 29.7% somewhat agree

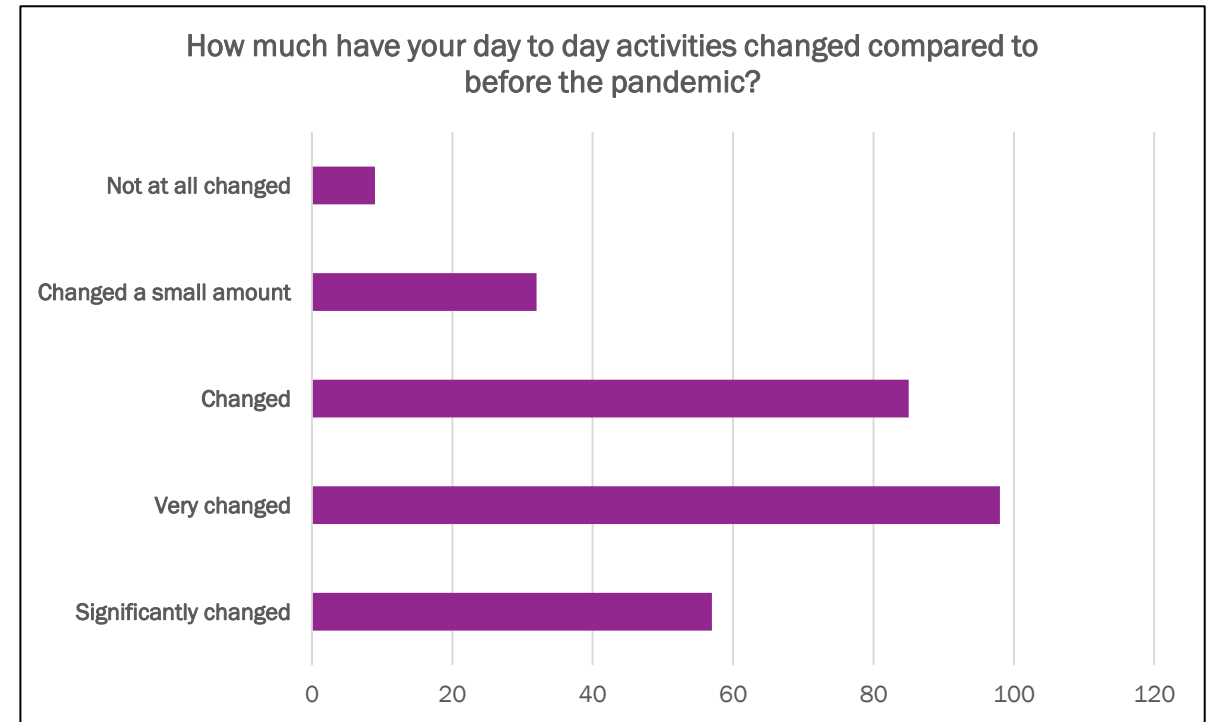


64.8% strongly agree and 22.9% somewhat agree

COVID EXPERIENCES AND ATTITUDES



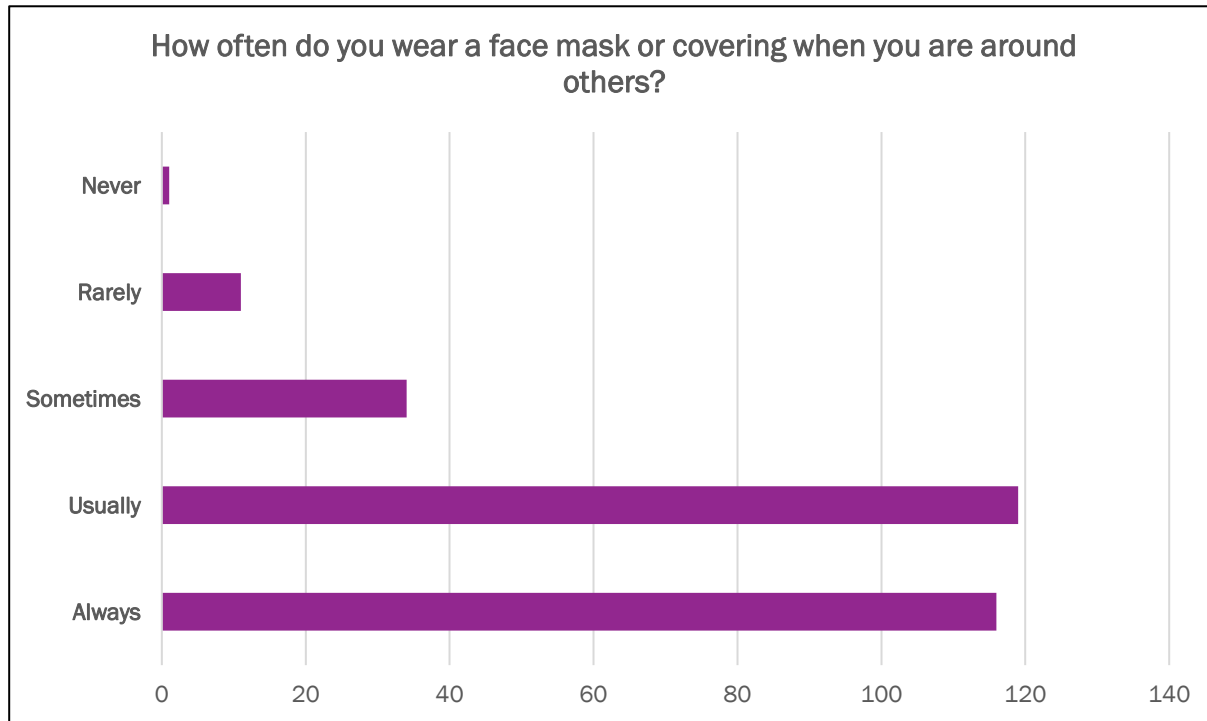
59.8% think the pandemic will be over in 2-10 years



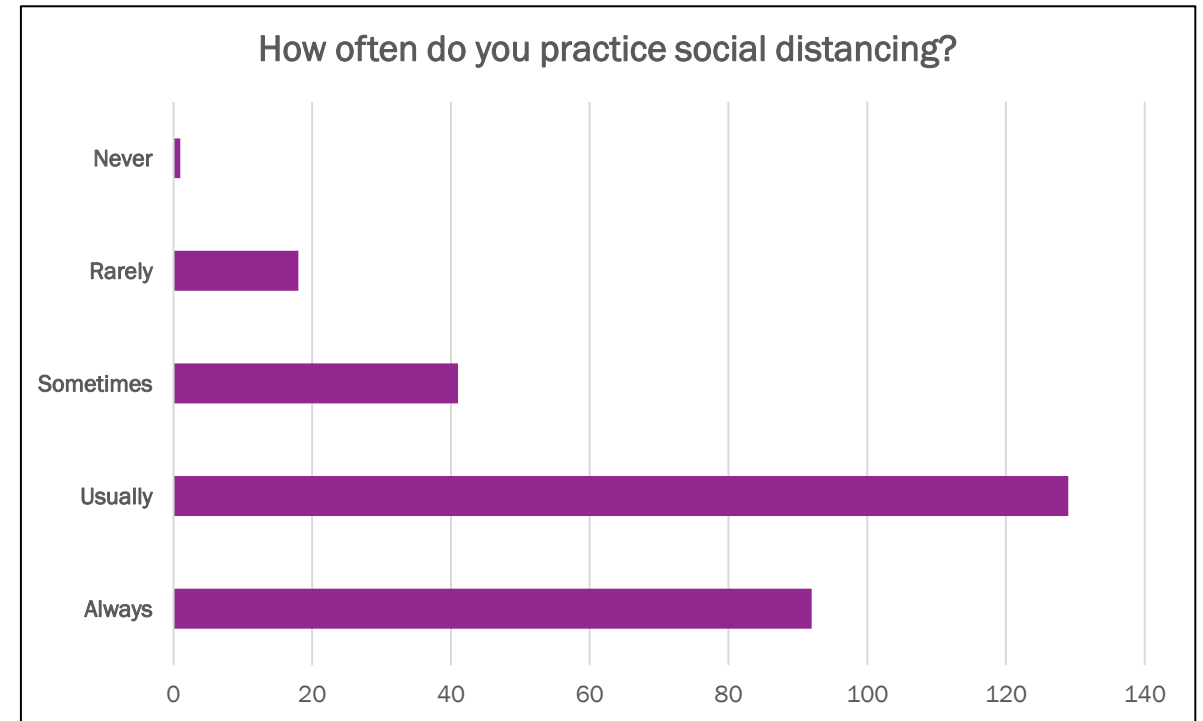
55.1% experienced significantly or very changed daily activities

n = 289

COVID EXPERIENCES AND ATTITUDES

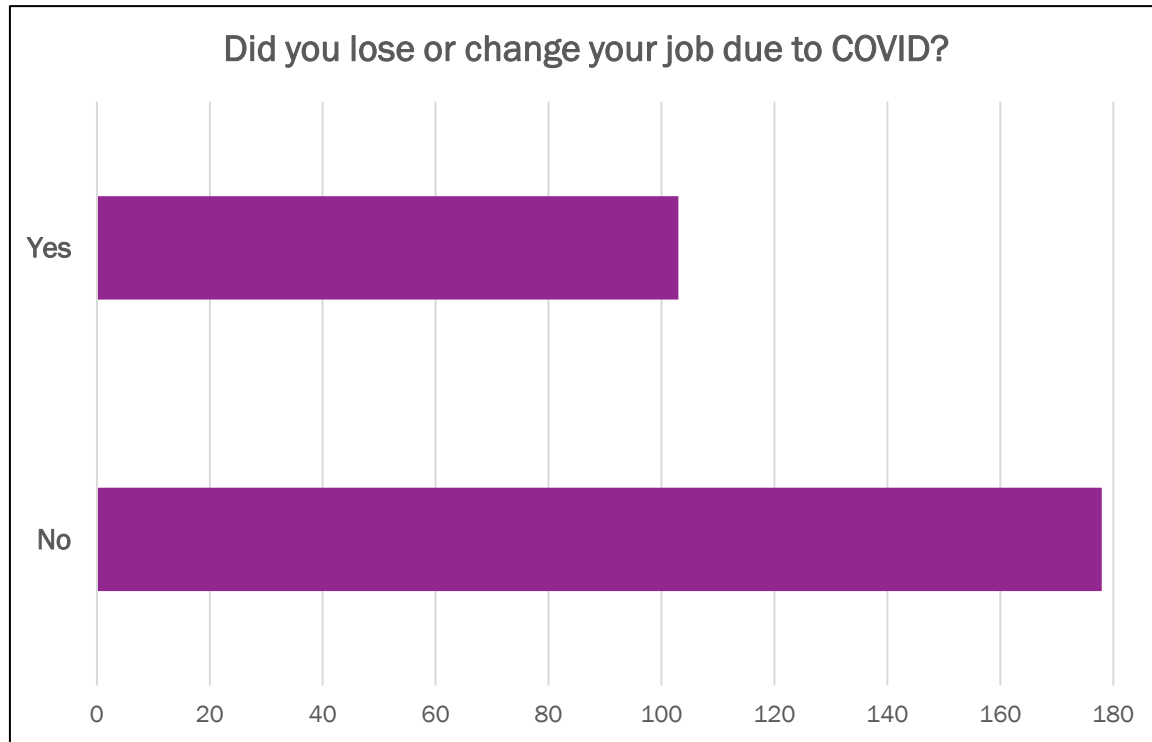


83.6% usually or always wear masks or face coverings

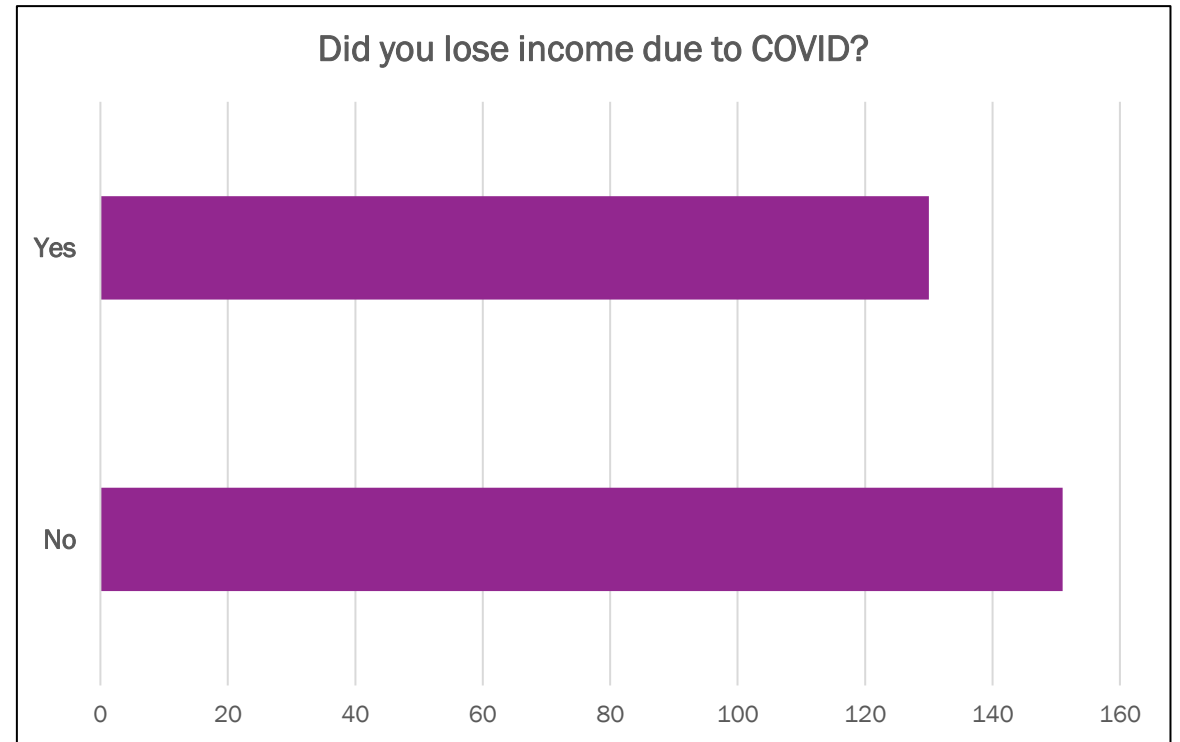


77.5% usually or always practice social distancing

COVID EXPERIENCES AND ATTITUDES



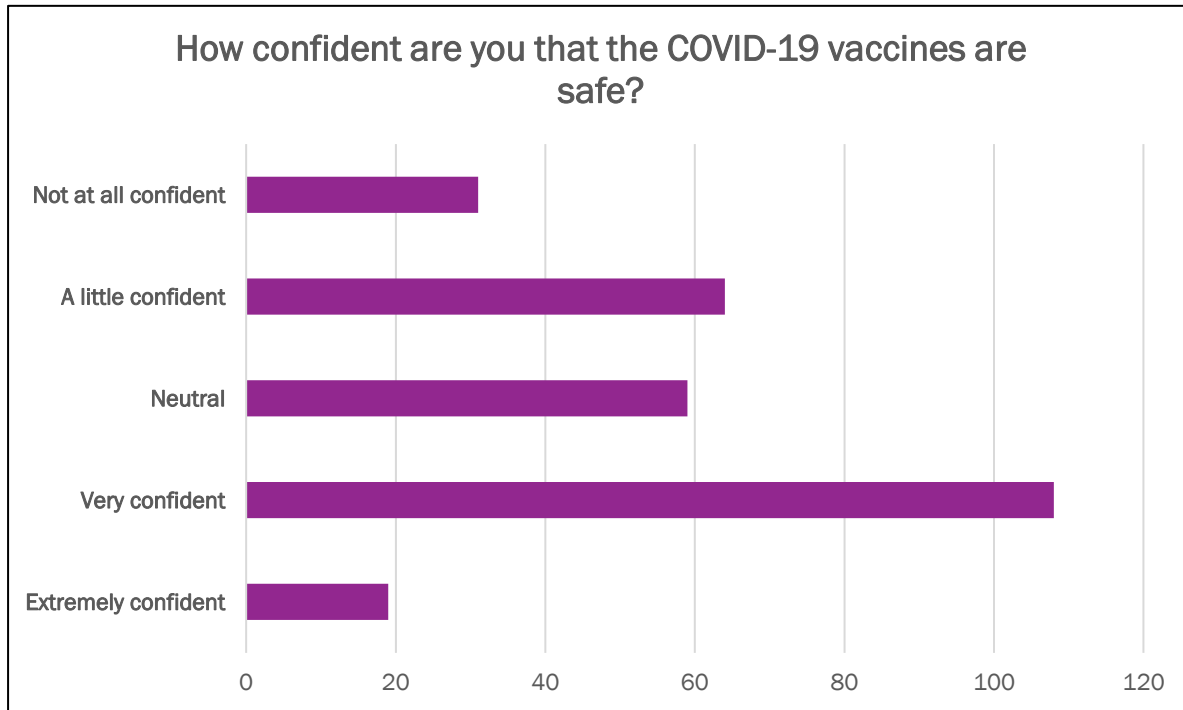
63.3% kept their jobs



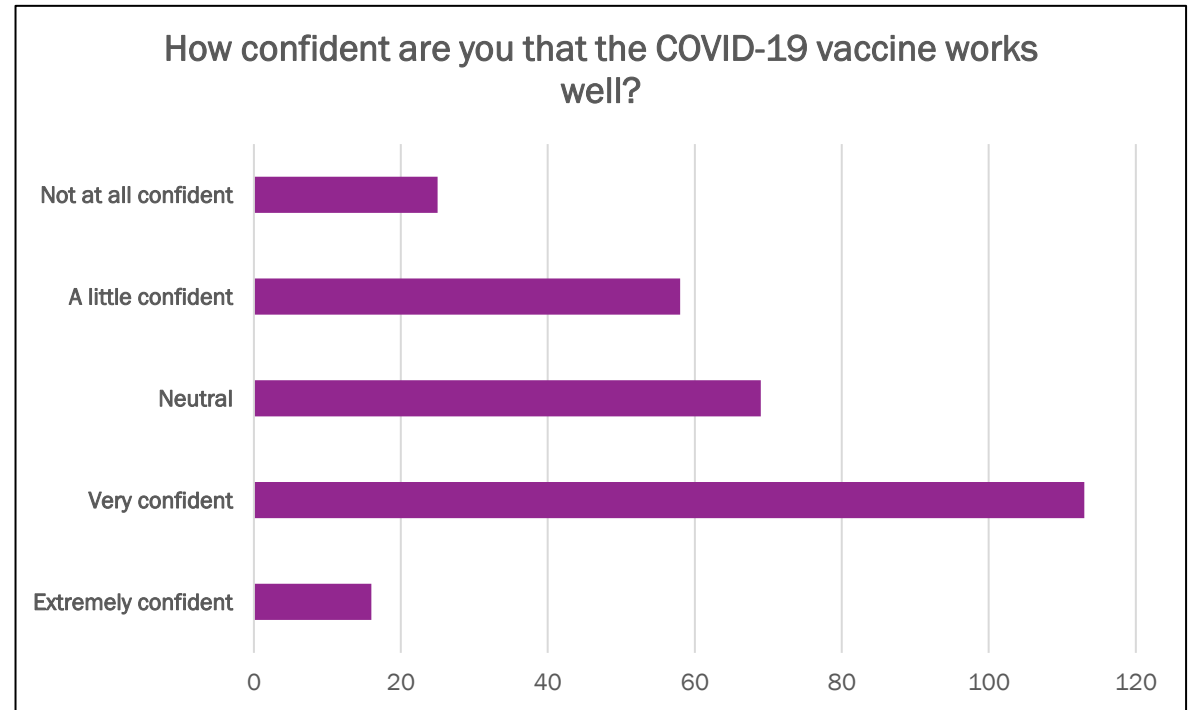
46.3% lost income

n = 281

VACCINE ATTITUDES: COVID

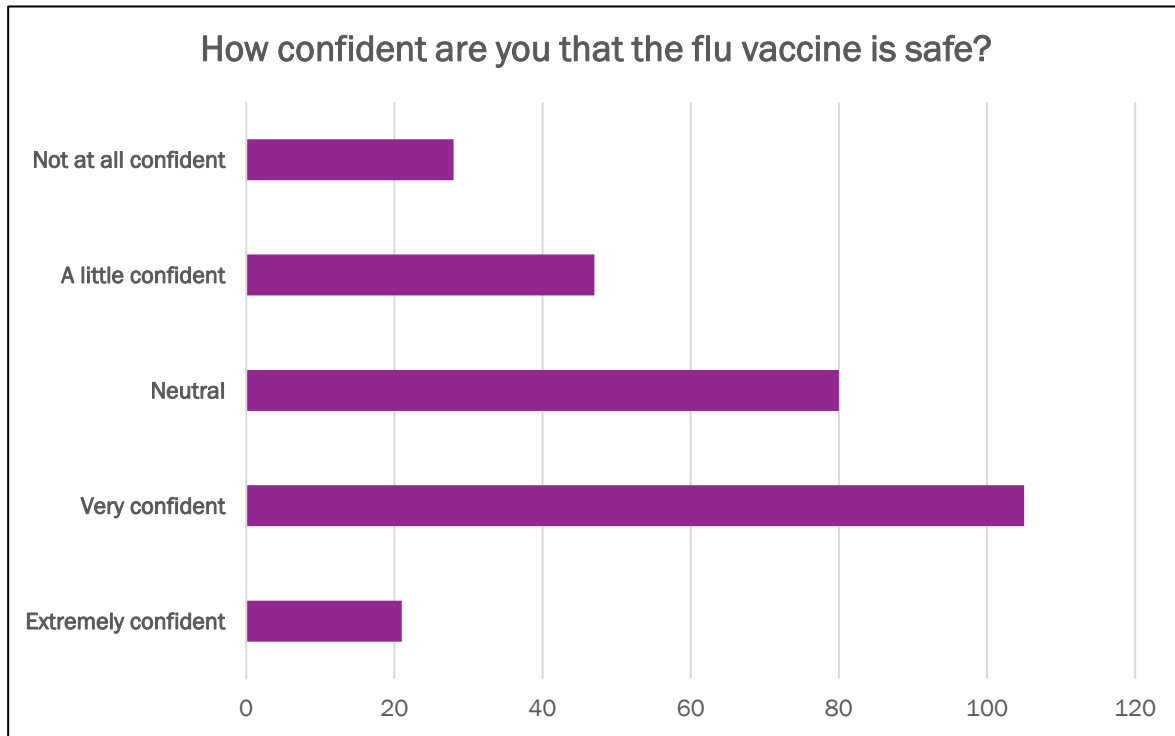


6.8% extremely confident and 38.4% very confident

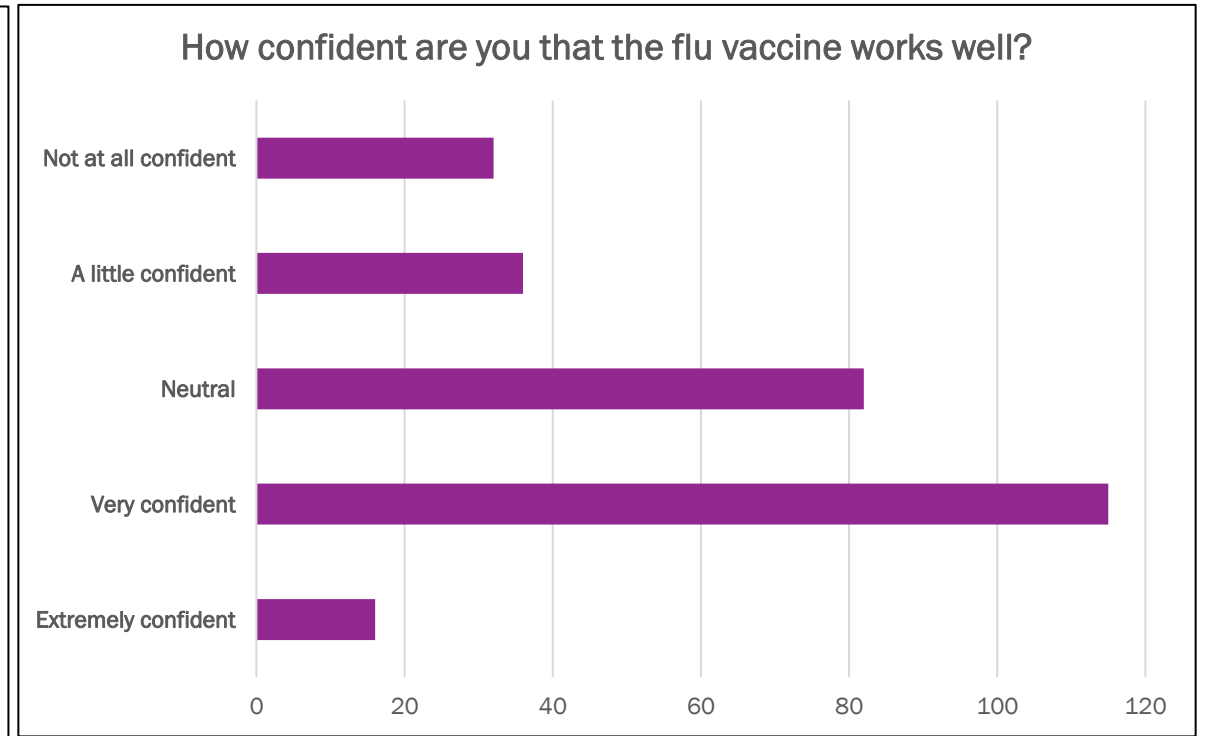


5.7% extremely confident and 40.2% very confident

VACCINE ATTITUDES: FLU



7.5% extremely confident and 37.7% very confident



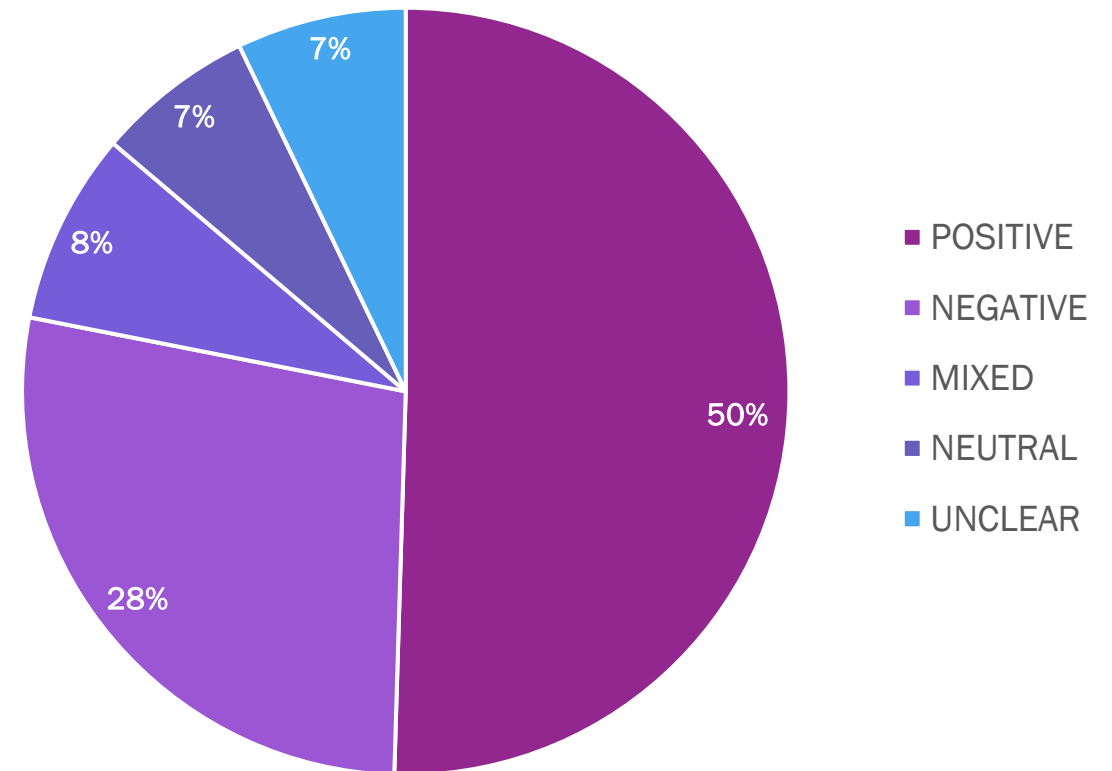
5.7% extremely confident and 40.9% very confident

VACCINE ATTITUDES – OPEN ENDED RESPONSES

- Responses to open-ended prompts were categorized by **overall sentiment** as positive, negative, mixed, neutral, or unclear.
- The **content of responses** was also categorized :
 - *Efficacy* – mention of vaccine effectiveness in the population/community
 - *Knowledge* – shared information about the vaccine
 - *Logistics* – discussed deployment, distribution, supply chain, etc.
 - *Personal experience* – related vaccine experience of self or family member
 - *Protection* – discussed vaccine effectiveness at a personal level
 - *Risk/Safety* – discussed safety at personal or population levels
 - *Science* – mention of scientific concepts and/or processes
 - *Side effects* – discussed side effects at personal or population levels

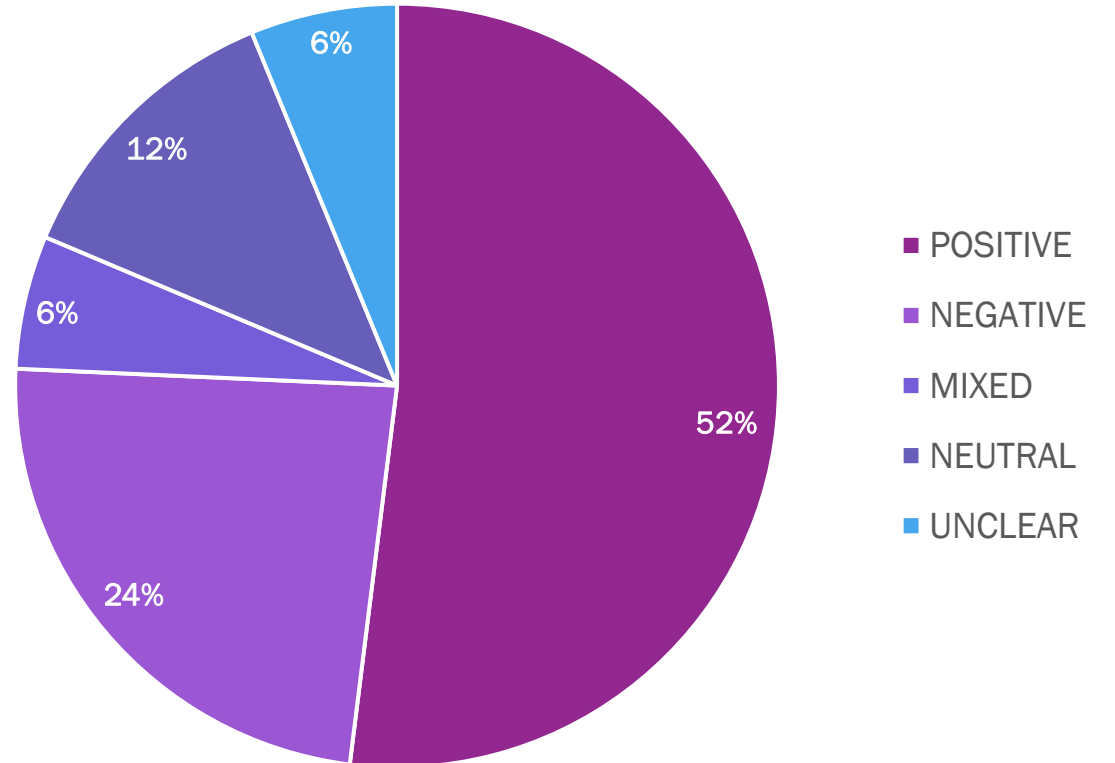
VACCINE ATTITUDES - COVID

- Prompt = “Please write any thoughts you have about the COVID-19 vaccines here.”
- Analysis of overall sentiment:
 - POSITIVE – 106 (50%)
 - NEGATIVE – 58 (28%)
 - MIXED – 17 (8%)
 - NEUTRAL – 14 (7%)
 - UNCLEAR - 15 (7%)



VACCINE ATTITUDES - FLU

- Prompt = “Please write any thoughts you have about the flu vaccine here.”
- Analysis of overall sentiment
 - POSITIVE – 92 (52%)
 - NEGATIVE – 42 (24%)
 - MIXED – 10 (6%)
 - NEUTRAL – 22 (12%)
 - UNCLEAR - 11 (6%)

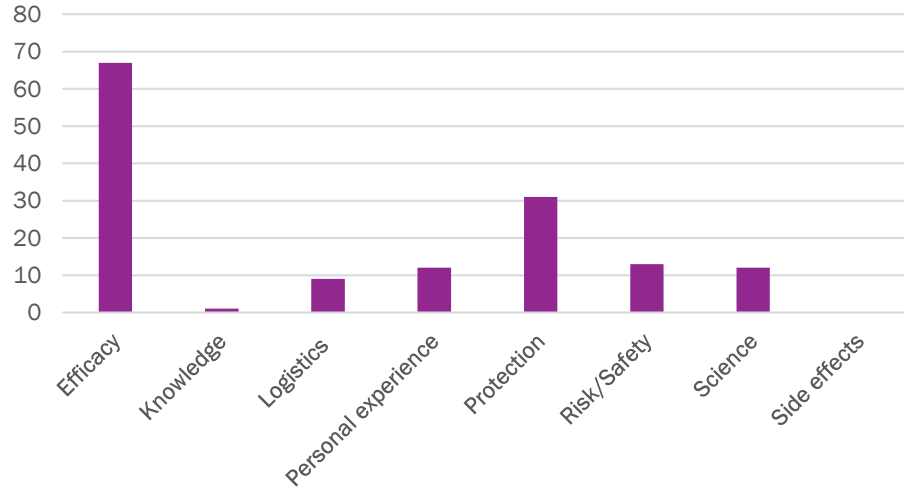


VACCINE ATTITUDES – OPEN-ENDED EXAMPLES

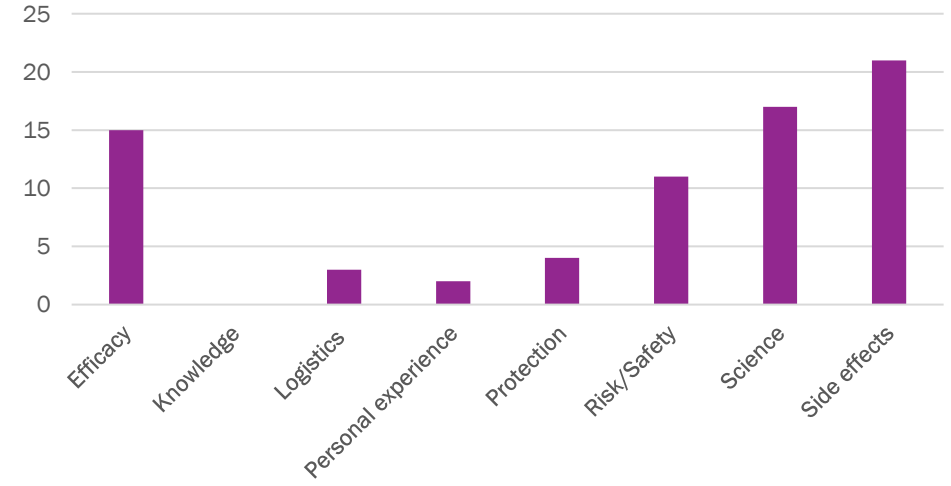
- COVID: “As a woman working in a school, I see the importance of being vaccinated. It is not just to protect myself but to protect those around me.” *POSITIVE – efficacy, protection.*
- COVID: “I don’t think they gave enough information or even perfected the vaccine before giving it out. One other big problem is that there’s no actual record or verification that you’ve gotten the vaccine except for a paper card that anybody could scribble on or just copy.” *NEGATIVE – logistics, safety, science*
- COVID: “As an immune compromised person I saw it important to be vaccinated although I was and still extremely concerned about future side effects.” *MIXED – personal experience, side effects.*
- Flu: “I’ve always received the flu shot and have never been sick with the flu. It works !!!!!” *POSITIVE – personal experience, protection*
- Flu: “I don't think they work because the flu virus mutates so frequently that the vaccine is not affective [sic].” *NEGATIVE – efficacy, science*
- Flu: “Required vaccine.” *NEUTRAL*

VACCINE ATTITUDES - COVID

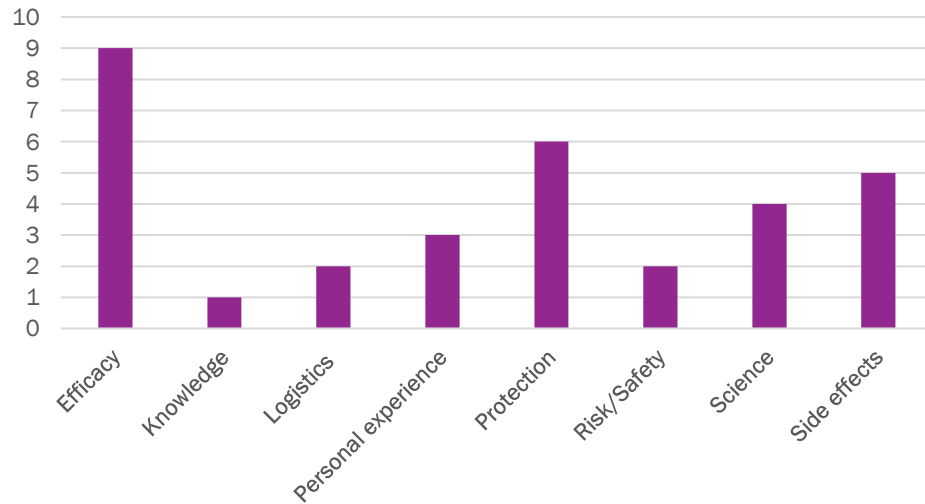
Positive
(106)



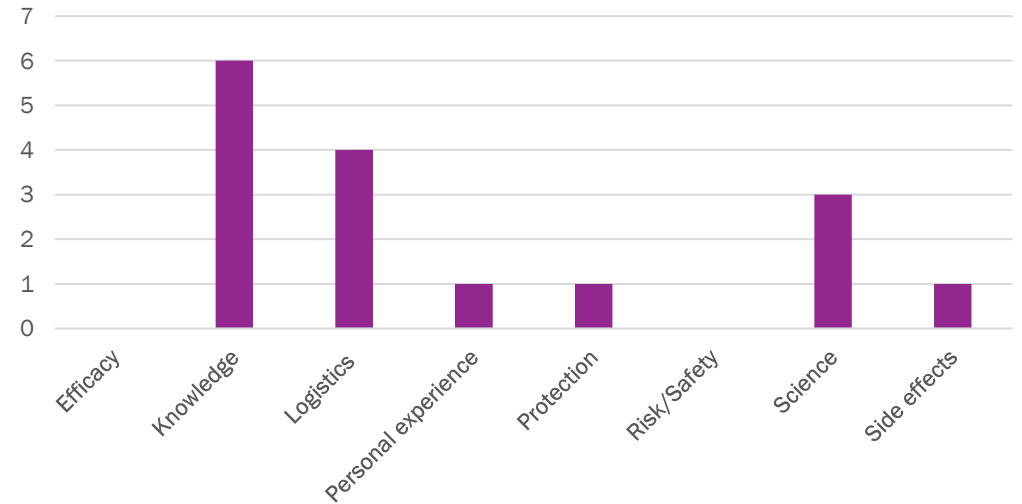
Negative
(58)



Mixed
(17)



Neutral
(14)

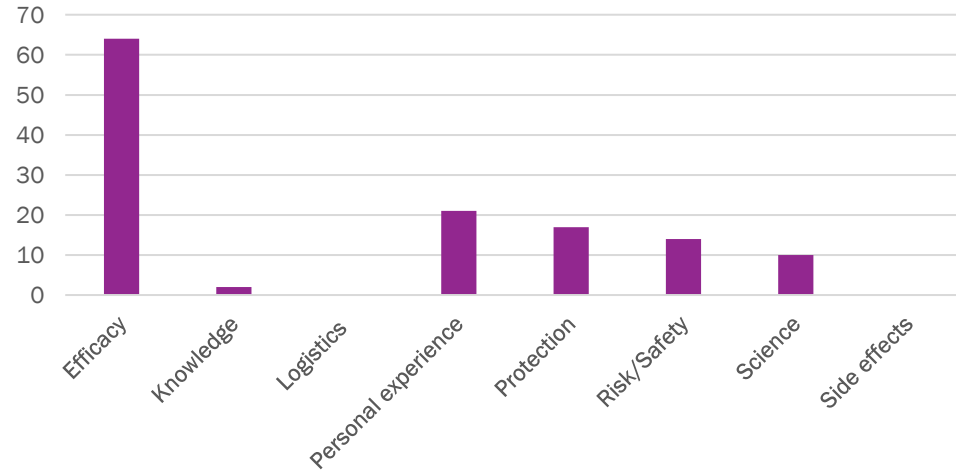


n = 210

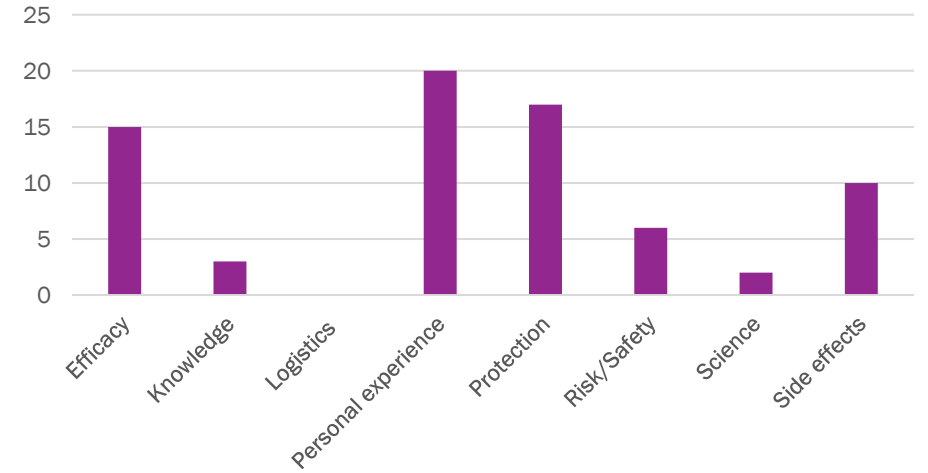
*Efficacy was commonly referenced in positive responses.
Side effects, science, and efficacy were commonly referenced in negative responses.*

VACCINE ATTITUDES - FLU

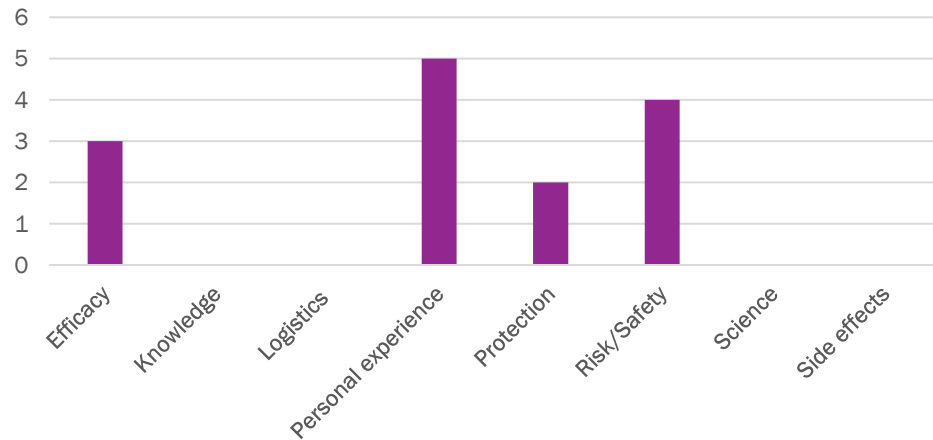
Positive
(92)



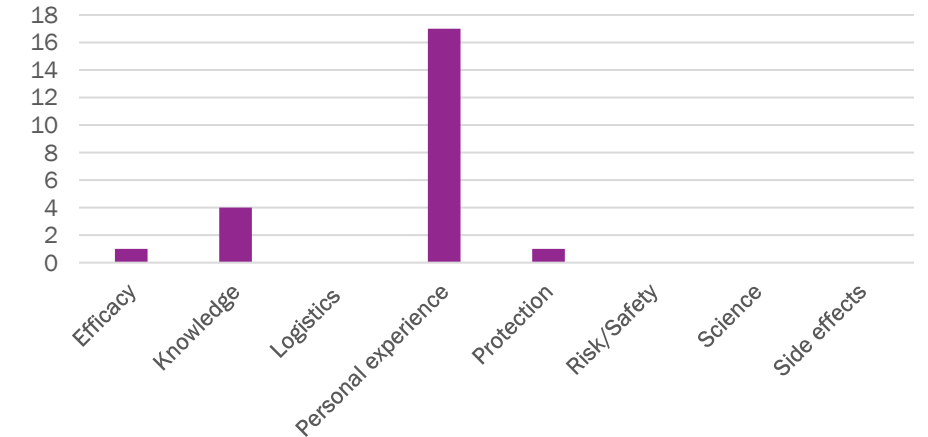
Negative
(42)



Mixed
(10)



Neutral
(22)



n = 177

*Efficacy was commonly referenced in positive responses.
Personal experience, protection, and efficacy were commonly referenced in negative responses.*

VACCINE ATTITUDES – OPEN ENDED QUESTIONS

- Did respondents who expressed a negative view of the COVID vaccine also have a negative view of flu vaccine and vice versa?
 - *25 respondents expressed a negative view of both vaccines. This means that 25 out of 58 negative COVID responders were also negative about flu, or 25 out of 42 negative flu responders were also negative about COVID. These “double negatives” are 12.9% of all COVID responses and 14.1% of all flu responses.*
- Did respondents who expressed a positive view of the COVID vaccine also have a positive view of flu vaccine and vice versa?
 - *71 respondents expressed a positive view of both vaccines. This means that 71 out of 106 positive COVID responders were also positive about flu, or 71 out of 92 positive flu responders were also positive about COVID. These “double positives” are 33.8% of all COVID responses and 40.1 % of all flu responses.*

VACCINE ATTITUDES – OPEN ENDED QUESTIONS

- Which phrases or concepts common in national surveys occurred at a low frequency?
 - Conspiracy-related language – 2 instances
 - Equity language – 3 instances
 - Religious language – 1 instance
- Explicit mentions of emotions most commonly referred to worry:
 - Happy or glad– 3 instances
 - Anxious or afraid– 3 instances
 - Worried - 19 instances
- While emotional language was rare, it could be intense when present:
 - “I’ve had 3 family members die of Covid, I am scared to death!!”

INFORMATION SOURCES: COVID TESTING

TESTING OVERALL		TESTING MOST HELPFUL		TESTING LEAST HELPFUL	
CDC or Other Agency Website	139	CDC or Other Agency Website	121	CDC or Other Agency Website	14
City or County Website	104	City or County Website	77	City or County Website	25
Community Organizations	132	Community Organizations	87	Community Organizations	27
Church	52	Church	27	Church	32
Doctor's Office or Clinic	110	Doctor's Office or Clinic	107	Doctor's Office or Clinic	21
Internet	116	Internet	46	Internet	50
Family, Friends, or Neighbors	101	Family, Friends, or Neighbors	42	Family, Friends, or Neighbors	68
Newspaper	41	Newspaper	11	Newspaper	40
Radio	54	Radio	19	Radio	42
Resource Fairs	20	Resource Fairs	22	Resource Fairs	63
Social Media (Facebook, Twitter)	115	Social Media (Facebook, Twitter)	68	Social Media (Facebook, Twitter)	84
TV (local, cable, streaming)	88	TV (local, cable, streaming)	46	TV (local, cable, streaming)	26
I did not get any information	1	I did not get any information	1	I did not get any information	1
Other	1	Other	1	Other	1

n = 289, select multiple

INFORMATION SOURCES: COVID VACCINATION

VACCINE OVERALL		VACCINE MOST HELPFUL		VACCINE LEAST HELPFUL	
CDC or Other Agency Website	136	CDC or Other Agency Website	119	CDC or Other Agency Website	15
City or County Website	98	City or County Website	82	City or County Website	19
Community Organizations	82	Community Organizations	89	Community Organizations	26
Church	37	Church	25	Church	23
Doctor's Office or Clinic	142	Doctor's Office or Clinic	99	Doctor's Office or Clinic	21
Internet	106	Internet	49	Internet	54
Family, Friends, or Neighbors	91	Family, Friends, or Neighbors	38	Family, Friends, or Neighbors	61
Newspaper	36	Newspaper	12	Newspaper	36
Radio	47	Radio	21	Radio	52
Resource Fairs	29	Resource Fairs	13	Resource Fairs	66
Social Media (Facebook, Twitter)	106	Social Media (Facebook, Twitter)	57	Social Media (Facebook, Twitter)	81
TV (local, cable, streaming)	88	TV (local, cable, streaming)	38	TV (local, cable, streaming)	32
I did not get any information on COVID-19 testing.	2	I did not get any information on COVID-19 testing.	3	I did not get any information on COVID-19 testing.	2

n = 289, select multiple

INFORMATION SOURCES: COVID TESTING AND VACCINATION

- Respondents received most of their COVID-19 testing and vaccination information from
 - CDC or other government website (49.4% testing; 48.4% vaccination)
 - Doctor's office or clinic (32.7% testing; 34.2% vaccination)
 - Internet (40.1% testing; 36.7% vaccination)
 - Social Media (38.9% testing; 36.7% vaccination)
 - Community organizations (45.7% testing; 28.4% vaccination)
 - City or county website (35.9% testing; 33.9% vaccination)

Percentages = portion of the 289 respondents that selected this information source in response to the prompt "Think about the information you may have received about COVID-19 [TESTING OR VACCINATION] in the last year. Where did you get this information?" Respondents could select multiple information sources.

INFORMATION SOURCES: COVID TESTING AND VACCINATION

- Respondents found the most helpful COVID-19 testing and vaccination information from these sources:
 - CDC or other government website (41.9% testing; 41.1% vaccination)
 - Doctor's office or clinic (37.0% testing; 49.1% vaccination)
 - Community organizations (30.1% testing; 30.2% vaccination)
 - City or county website (26.6% testing; 30.2% vaccination)
 - Social Media (23.5% testing; 19.7% vaccination)
 - Internet (15.9% testing; 17.0% vaccination)

Percentages = portion of the 289 respondents that selected this information source in response to the prompt "Which of these information sources were the most helpful?" Respondents could select multiple information sources.

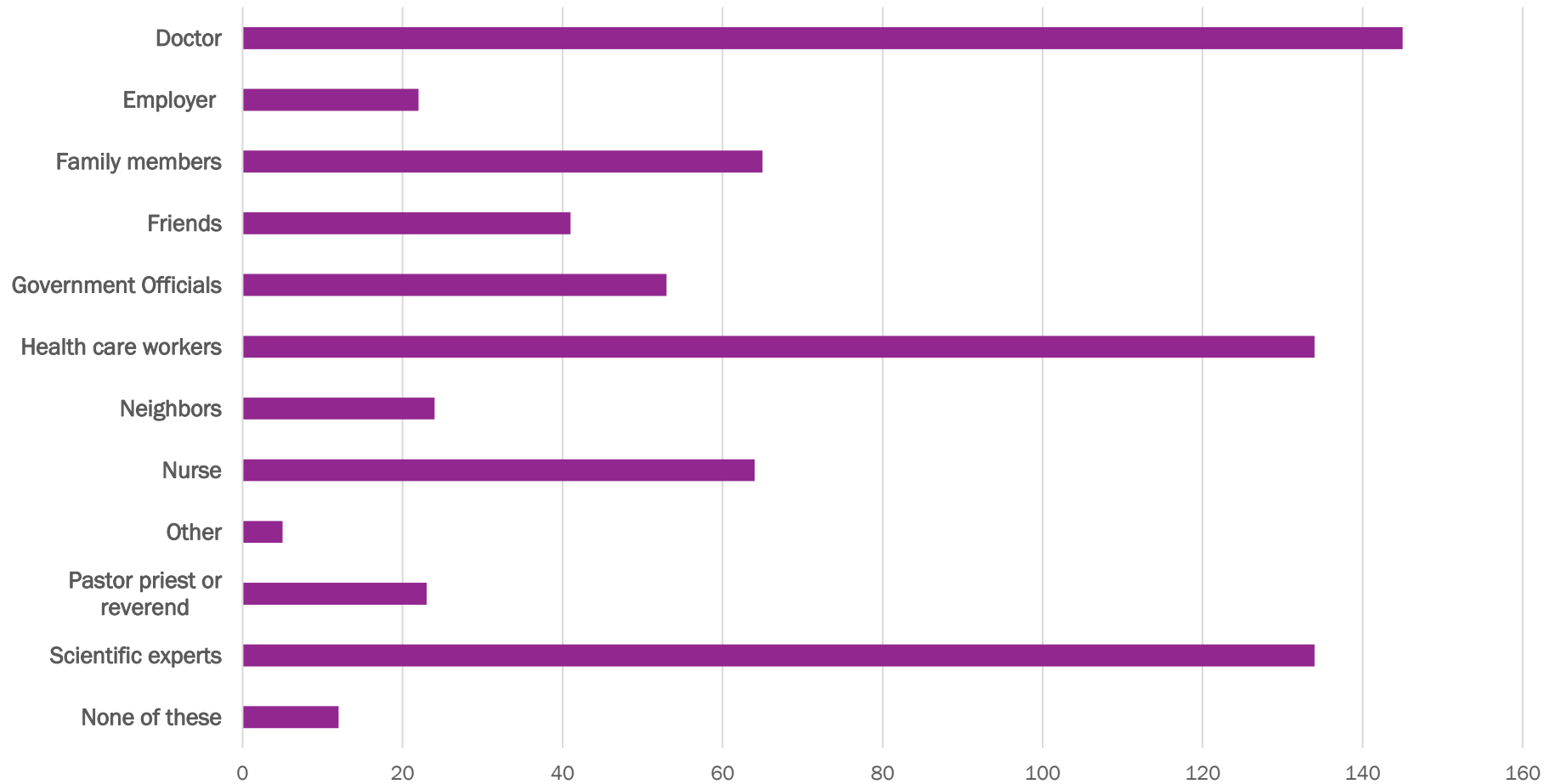
INFORMATION SOURCES: COVID TESTING AND VACCINATION

- Respondents found the least helpful COVID-19 testing and vaccination information from these sources:
 - Social media (29.0% testing; 28.0% vaccination)
 - Friends, family, and neighbors (23.5% testing; 21.1% vaccination)
 - Resource fairs (21.8% testing; 22.8% vaccination)
 - Internet (17.3% testing; 18.7% vaccination)
 - Radio (14.5% testing; 18.0% vaccination)

Percentages = portion of the 289 respondents that selected this information source in response to the prompt “Which of these information sources were the least helpful?” Respondents could select multiple information sources.

INFORMATION SOURCES: TRUST

Overall, I tend to trust the information I get from

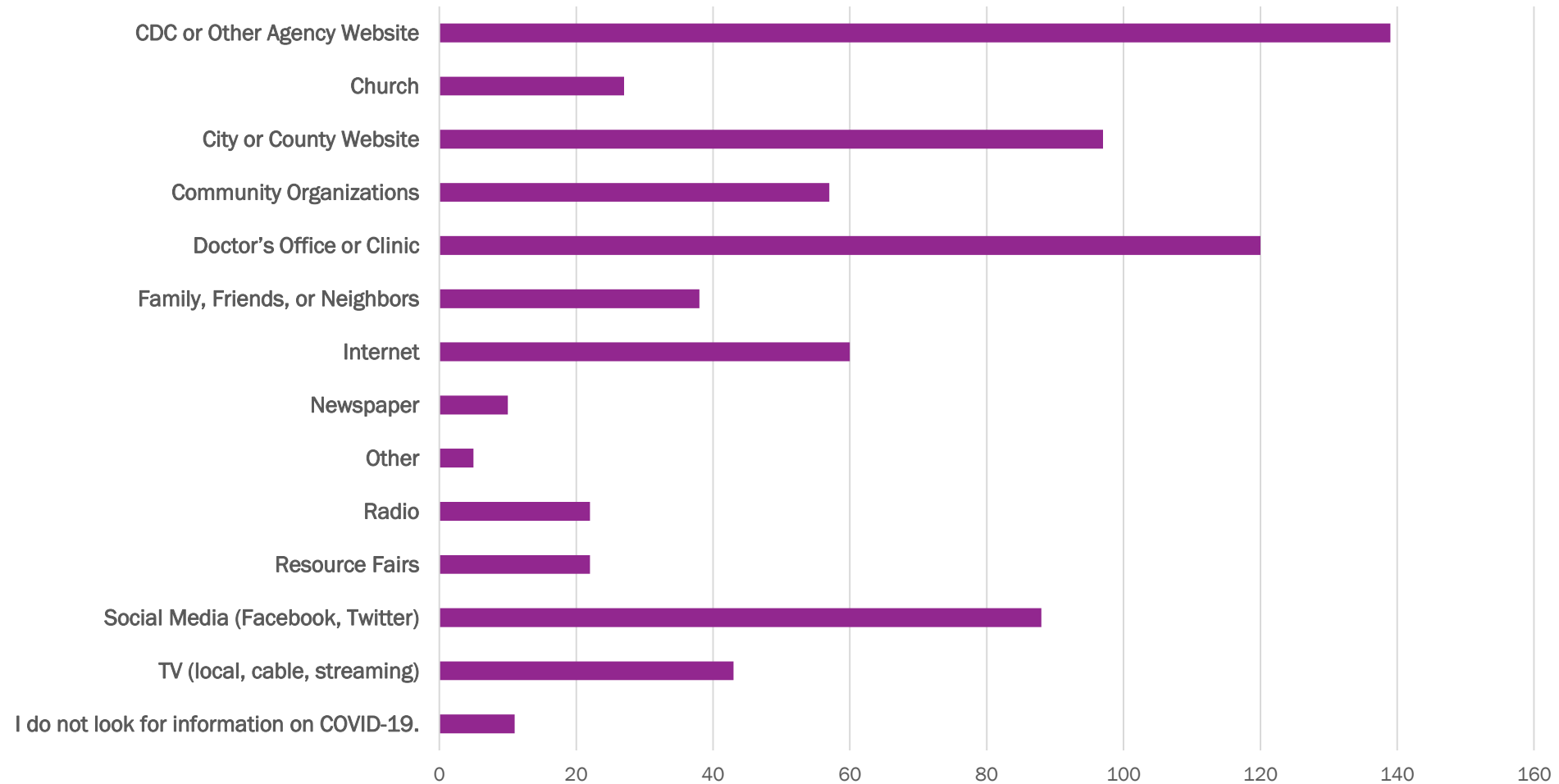


n = 289, select multiple

Doctors, scientific experts, and health care workers are the most often trusted.

INFORMATION SOURCES: COVID OVERALL

Overall, I tend to look for information about COVID-19 from:

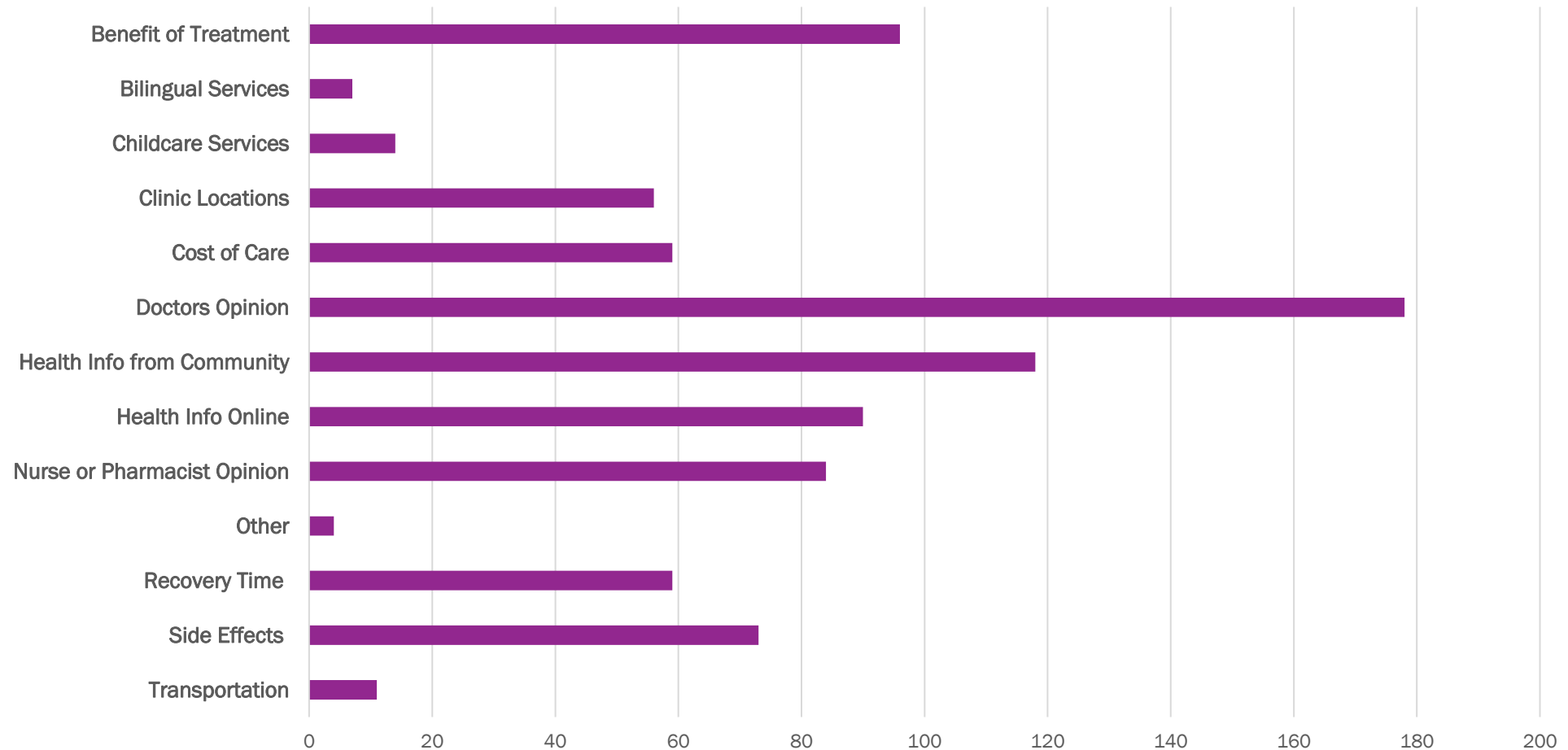


n = 289, select multiple

CDC, agency, and municipal websites, doctor's offices/clinics, and social media are common sources.

INFORMATION SOURCES: MEDICAL INFORMATION

If I have to make a medical decision, I find this information helpful:



n = 289, select multiple

Doctor's opinion, health information from the community, and benefits of treatment are most helpful.

SUMMARY OF KEY FINDINGS: DEMOGRAPHICS

- Our survey respondents are primarily [people of color](#) (95.8%) who are [fully or partially vaccinated](#) (86.1%).
- Most are under the [age](#) of 45 (84.1%), [employed](#) full or part time (74.9%), [earn](#) \$75,000 or less (75.2%) and have at least some college [education](#) (72.0%). 59.5% are [female](#).
- 54% are categorized as [low income](#) according to the Median Family Income for the Austin-Round Rock MSA.
- 60% indicated no predisposing [health conditions](#). Of those with predisposing conditions, the most common were hypertension and obesity.
- 72.8% are [insured](#).
- Their most common [employment sectors](#) were Administrative/Clerical, Customer Service, Education, Managerial, and Construction.

SUMMARY OF KEY FINDINGS: COVID-19 ATTITUDES AND BEHAVIORS

- Most respondents expressed [strong or moderate concern](#) about COVID-19 infection (78.5%) and hospitalization (72.7%), as well as family members' risk of infection (83.8%) and hospitalization (87.7%).
- Respondents more frequently expressed strong concern for a [family member's infection and hospitalization](#) when compared to concern for themselves.
- 55.1% reported that their [lives were significantly changed or very changed](#) by COVID-19.
- 59.8% predicted that the pandemic would be over in [2-10 years](#).
- Adherence to COVID-control measures was high, with 83.6% always or usually [wearing masks](#) and 77.5% always or usually practicing [social distancing](#).
- 63.3% kept their [jobs](#) and 46.3% lost [income](#).

SUMMARY OF KEY FINDINGS: VACCINE CONFIDENCE

- 45.2% of respondents were extremely or very confident in [COVID-19 vaccine safety](#) and 57.9% extremely or very confident in [COVID-19 vaccine efficacy](#).
- Results for [flu vaccine](#) were similar for confidence in safety (45.2% extremely or very confident) but lower for confidence in efficacy (46.6% extremely or very confident).
- Fewer respondents had a neutral attitude about COVID-19 vaccine safety and efficacy (21.0% and 24.5%, respectively) compared to flu vaccine safety and efficacy (29.5% and 29.2%).
- More respondents expressed low confidence (a little confident or not confident) in the safety (33.5%) and efficacy (29.5%) of COVID-19 vaccines than safety (26.7%) and efficacy (24.2%) of the flu vaccine.

SUMMARY OF KEY FINDINGS: VACCINE SENTIMENTS

- Out of 210 responses to open-ended prompts about the COVID-19 vaccines, 50% conveyed positive [sentiments about the COVID-19 vaccine](#), 28% conveyed negative sentiments, and 7% conveyed neutral sentiments. The remainder were mixed (8%) or unclear (7%).
- Responses to [open-ended prompts about the flu vaccine](#) yielded similar results. Out of 198 responses, 52% expressed positive sentiments, 24% negative, 12% neutral, 6% mixed, and 6% unclear.
- 63.2% of positive COVID-19 vaccine responses referenced [efficacy](#). 36.2% of negative responses referenced [side effects](#), 29.3% referenced [scientific information](#), and 25.9% referenced [efficacy](#). Note that there were fewer overall negative responses.

SUMMARY OF KEY FINDINGS: VACCINE SENTIMENTS

- 69.5% of positive flu vaccine responses referenced [efficacy](#). 47.6% of negative responses referenced [personal experience](#), 40.8 referenced [protection](#), and 35.7 referenced [efficacy](#). Note that there were fewer overall negative responses.
- 30.3% of the [respondents who expressed a positive sentiment](#) about the COVID-19 vaccine also expressed a positive sentiment about the flu vaccine in the open-ended responses.
- 12.9% of the [respondents who expressed a negative sentiment](#) about the COVID-19 vaccine also expressed a negative sentiment about the flu vaccine in the open-ended responses.
- [Conspiracy-related language](#) was rare. [Emotional language](#) most commonly referred to worry.

SUMMARY OF KEY FINDINGS: INFORMATION SOURCES

- Respondents received [most of their information about COVID-19 testing and vaccination](#) from CDC or agency websites, city or county websites, community organizations, doctor's offices or clinics, the internet, and social media.
- Among these, [CDC or other agency website was the most selected source](#), with 49.4% of respondents indicating that they received testing information and 49.5% indicating that they received vaccination information from this source.
- CDC or agency websites, city or county websites, community organizations, doctor's offices or clinics were also most frequently chosen as the [“most helpful” sources of information about COVID-19 testing and vaccination](#), with the percentages of respondents selecting these sources as “most helpful” ranging from 26.6 to 49.1%. They were only rarely chosen as least helpful sources.

SUMMARY OF KEY FINDINGS: INFORMATION SOURCES

- The [internet](#) was selected about as often as a “most helpful” source (selected by 15.9% for most helpful testing information and 17.0% for most helpful vaccination information) as it was as a “least helpful” source (selected by 17.3% for least helpful testing information and 18.7% for least helpful vaccination information).
- Social media, family and friends, radio, and resource fairs were most often chosen as the [“least helpful” sources of COVID-19 testing or vaccination information](#), with the percentages of respondents selecting these sources ranging from 14.5% to 28.0%.
- Overall, respondents made 25% fewer selections of “least trusted” sources than they did “most trusted” sources.

SUMMARY OF KEY FINDINGS: INFORMATION SOURCES

- The most frequently selected [trusted sources of overall health-related information](#) were doctors (selected by 50.2% of respondents), healthcare workers (46.7%), and scientific experts (46.7%). Employers, neighbors, and pastors/priests were the least frequently selected, at 7.6%, 8.3%, and 8.3%, respectively.
- When [seeking out COVID-related information](#), most respondents looked to the CDC or other agency websites (selected by 48.1% of respondents), doctor's office or clinic (41.5%), city or county websites (33.6%), and social media (30.4%).
- When making a [medical decision](#), most respondents would want to know their doctor's opinion (selected by 61.6% of respondents), health information about the benefits of treatment (33.2%), and health information from community organizations (40.8%).



IMPLICATIONS





IMPLICATIONS FOR AAUL VACCINE OUTREACH

- Vaccinated individuals we surveyed primarily reflect attitudes and behaviors of “Vaccine Advocates,” “Reluctant Vaxxers,” and “Cautious Supporters.” These individuals will likely continue to respond well to information from health care workers and agency websites. Providing accurate information to simplify service is also important.
- However, several responses align with “Concerned Skeptic” views. This may indicate that, as vaccination requirements lift, more of this population may resist annual vaccination or boosters. Personalized and locally-relevant information/responses will be important for this group.
- Attitudes towards flu and COVID vaccine differed in a few key areas. One of these is efficacy and protection, with flu being negatively perceived due to poor effectiveness. This underscores the importance of communicating the efficacy of the COVID-19 vaccines in terms of preventing hospitalization and death (rather than preventing infection.)



IMPLICATIONS FOR AAUL VACCINE OUTREACH

- Community health workers (CHW) are highly trusted, and community organizations are perceived as useful providers of information needed for medical decision making. This aligns with AAUL's Health and Wellness efforts and may indicate that seeking CHW credentialing for the team would help advance impact and effectiveness.
- Information on the internet was found to be helpful by about as many people as found it unhelpful. This warrants some caution about deploying internet sources as part of AAUL's efforts, excepting CDC, agency, city, and/or county sites, which were perceived as among the most helpful sources.

QUESTIONS? CONTACT

- Amanda Masino – amanda_masino@aaul.org
- Janis Bookout – janis_bookout@aaul.org