



Rolling out the vaccine

A survey of Massachusetts residents on COVID vaccine issues

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This project was sponsored by the Museum of Science and conducted in partnership with the Massachusetts League of Community Health Centers

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Survey Background

- Results based on a statewide survey of 1,180 residents of Massachusetts including the following.
 - A base sample of 800 residents statewide.
 - Oversamples to reach ~250 each of Black and Latino residents.
- Conducted November 18-25, 2020 via live telephone and online survey interviewing in English and Spanish.
- Data was weighted first within race groupings by gender, age, education, and region, and then to known population parameters by gender, age, race, education level, and region for the state's population.
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Key findings

- The large majority say they plan to get the vaccine, but many are not eager to be first in line.
 - Many who say they are less likely to take it mean they want to wait for others to go first.
 - There is a risk of inequities if the most willing go first. There are differences by race and socioeconomic status in who wants to take it earlier.
- The key hesitations are questions about whether the vaccine has been thoroughly tested and distrust of the government on healthcare issues.
- Those who are most hesitant include Black and Latino residents, along with Republicans and regular churchgoers.

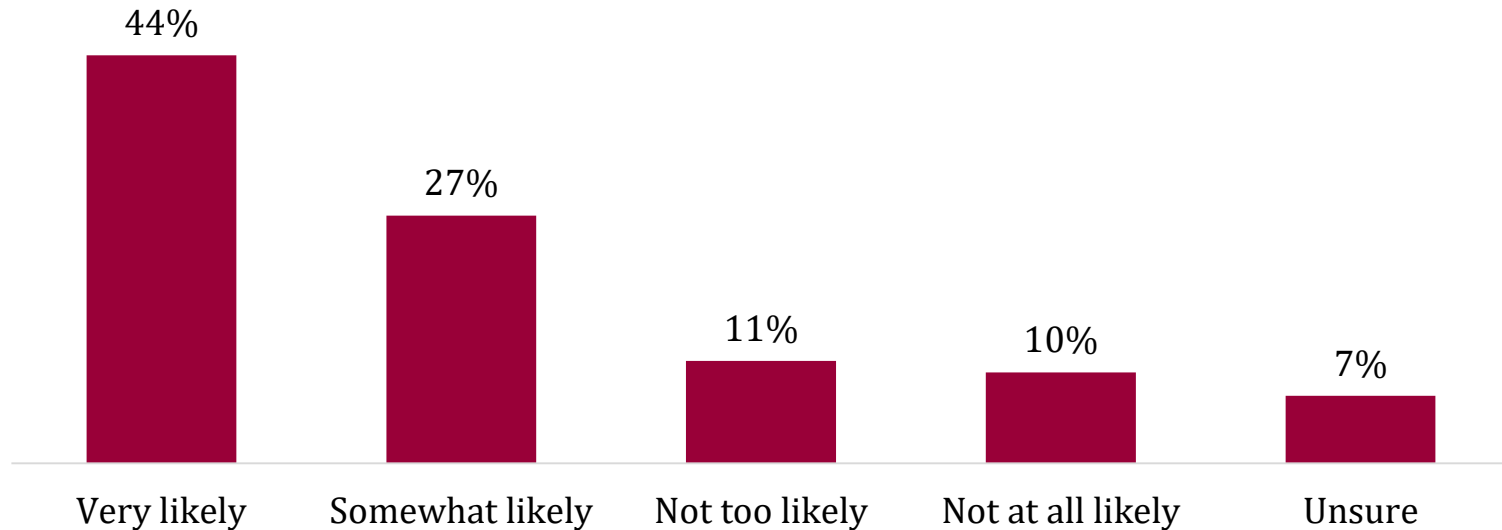
Key findings

- Boosting vaccine uptake is a matter both of communications and showing proof. Many appear likely to participate once they see it working safely for others.
- People's own doctors are the most trusted messengers, particularly for the most hesitant groups.
- While people trust their own doctors, the medical system as a whole is viewed with less trust by those most hesitant to take vaccines.
- Political and religious leaders are less trusted on these issues, as are friends and family.

Take a vaccine - likelihood

- Most say they are at least somewhat likely to take the vaccine. Those who say they are less likely often mean they want to take it later.

Most say they are at least “somewhat likely” to take a vaccine when it is available
% who say they are _____ to take a vaccine when it is available

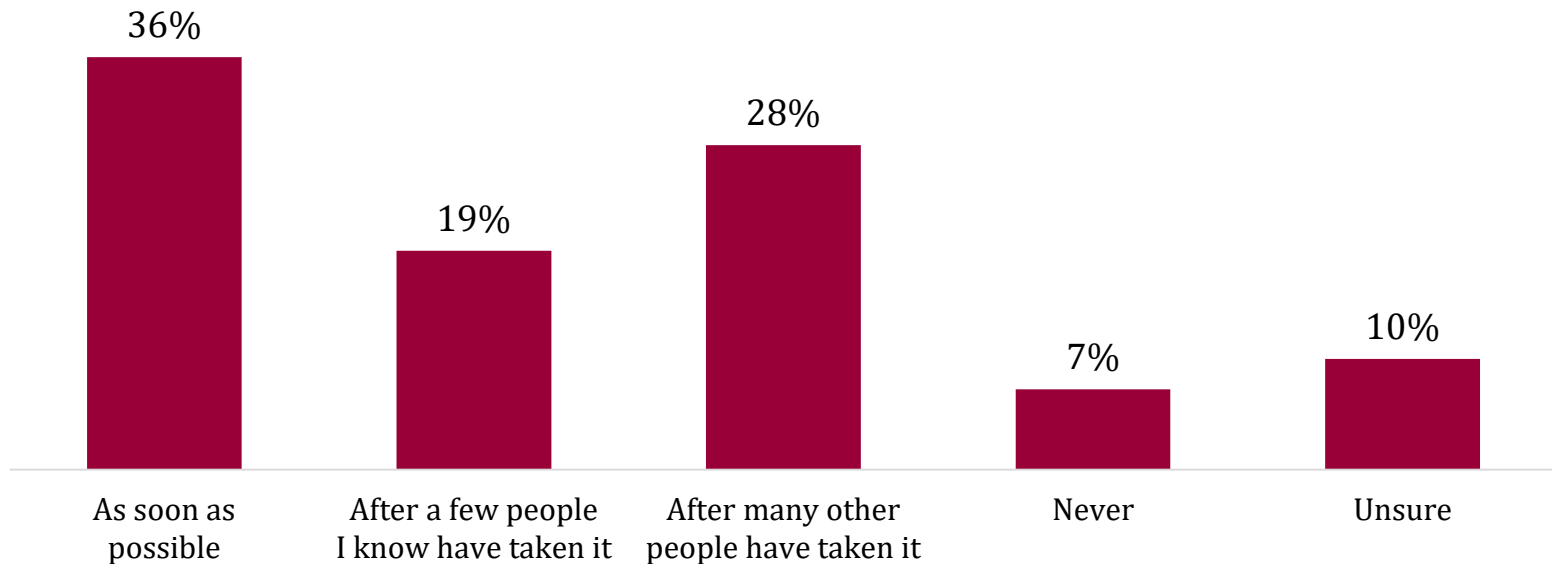


Take a vaccine - timing

- Few say they will “never” take the vaccine, but many want others to go first and say they would take it later.

Many want others to take the vaccine first before taking it themselves

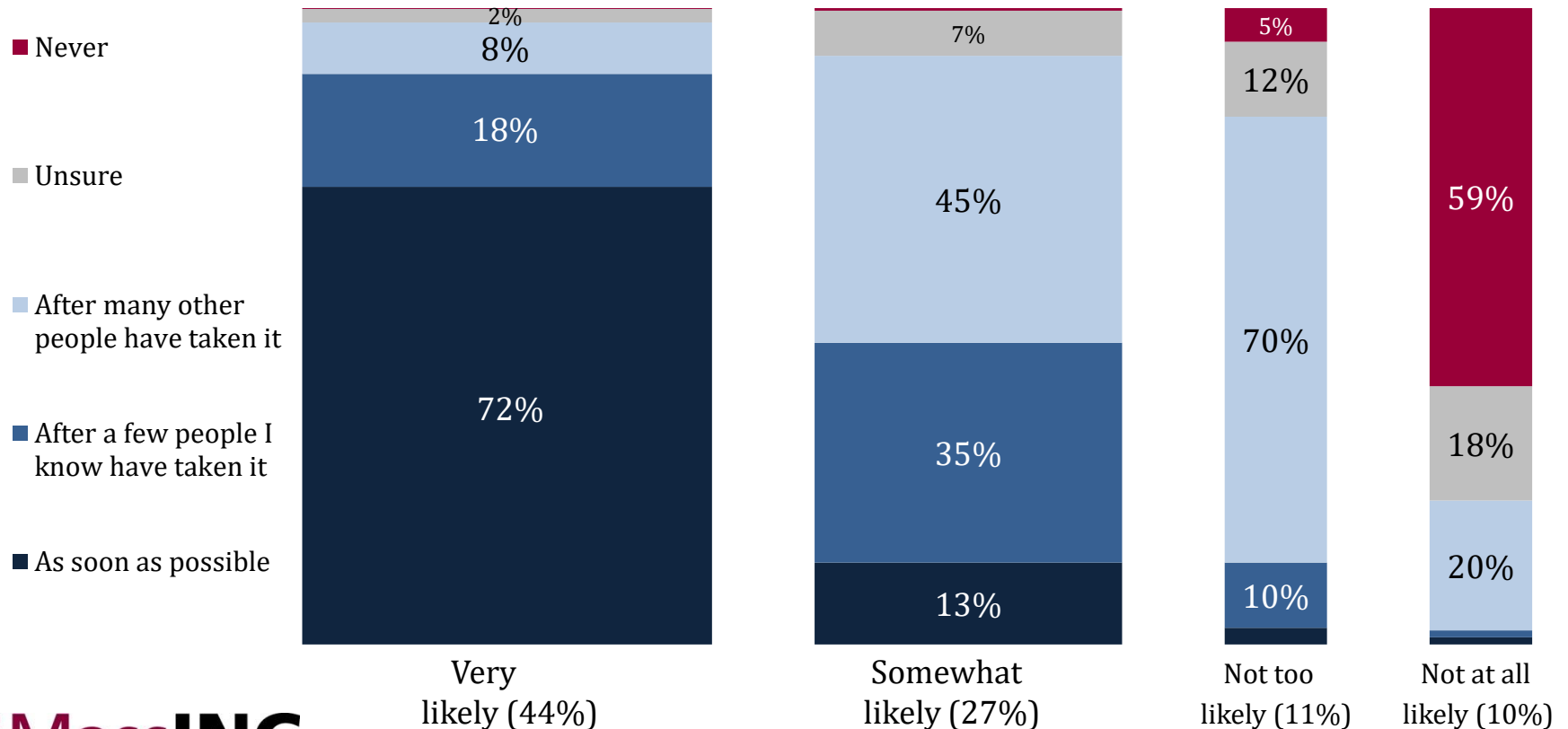
% who say they will take the vaccine in each time frame.



Who will take it and when?

- Many who say they are less likely to take it mean they will take it later or are unsure, not that they won't take it.

Those who say they are less likely very often mean they want to take it later
% in each likelihood group who say they will take the vaccine in each timing (scaled to group size)



Who will take the vaccine when?

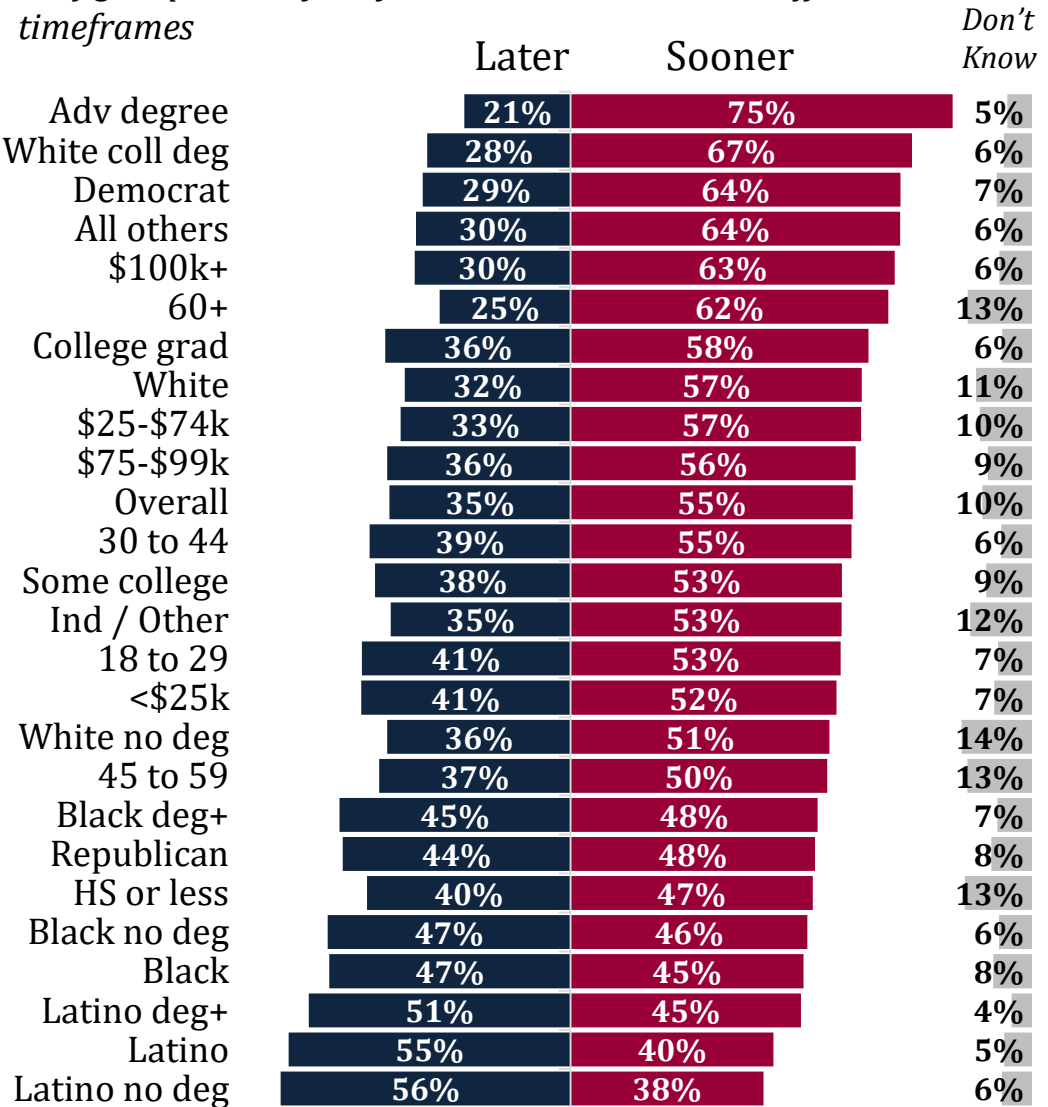
- Major differences in who plans to be first in line when vaccines are available.

- Sooner = ASAP / After a few others have taken
- Later = After many others / never

- Could add to inequities as the economy reopens.

Who plans to take the vaccine at different times

% of group who say they will take the vaccine in different timeframes



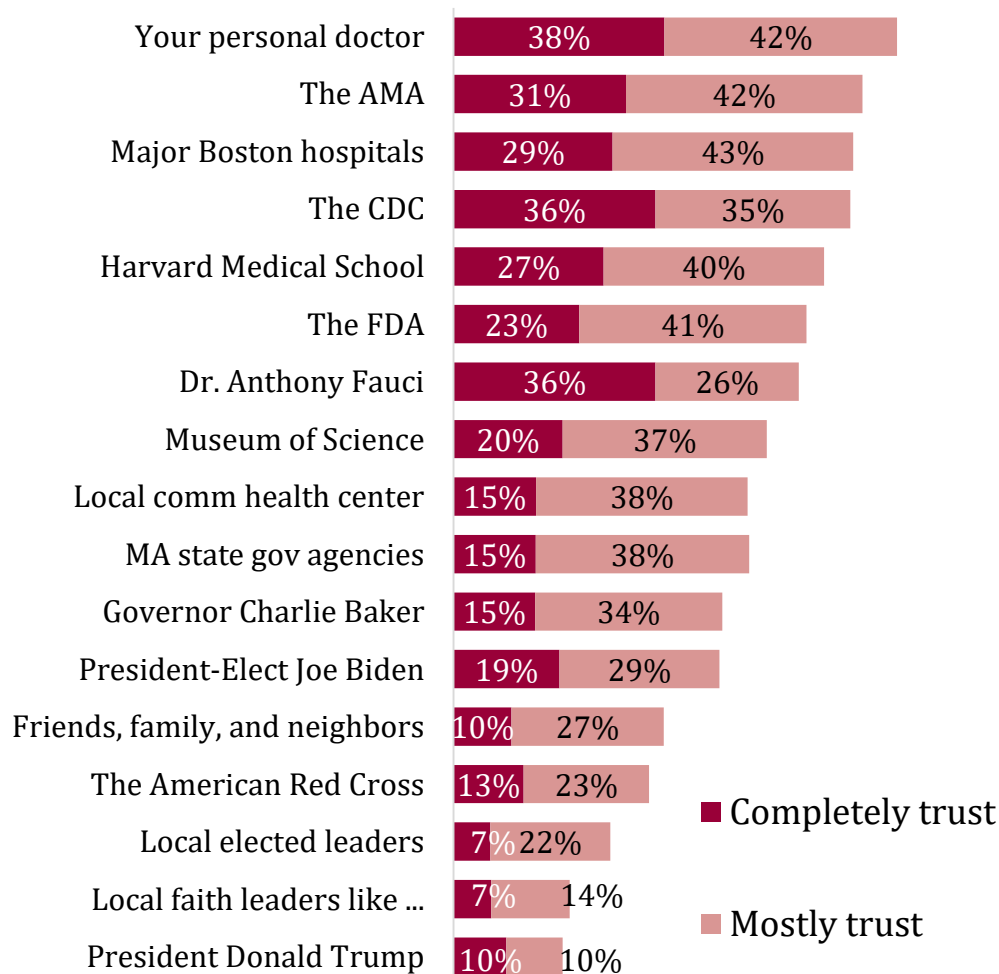
Q: When an FDA-approved vaccine for COVID is made available, when do you think you would be most likely to take it?

Trusted communicators

- Personal doctors top the list of trusted info sources, followed by a range of institutions.
- Elected leaders should not be the main source of information on the vaccine, given their lower trust levels on this specific topic.

Who is most trusted on vaccine info

% who say they completely or mostly trust each person or group about the COVID vaccine



Trust in personal doctors

- Black and Latino residents are more likely to say they trust their own doctors, followed by major hospitals and the CDC.

Testing, government trust are 2 top hesitations about taking the vaccine

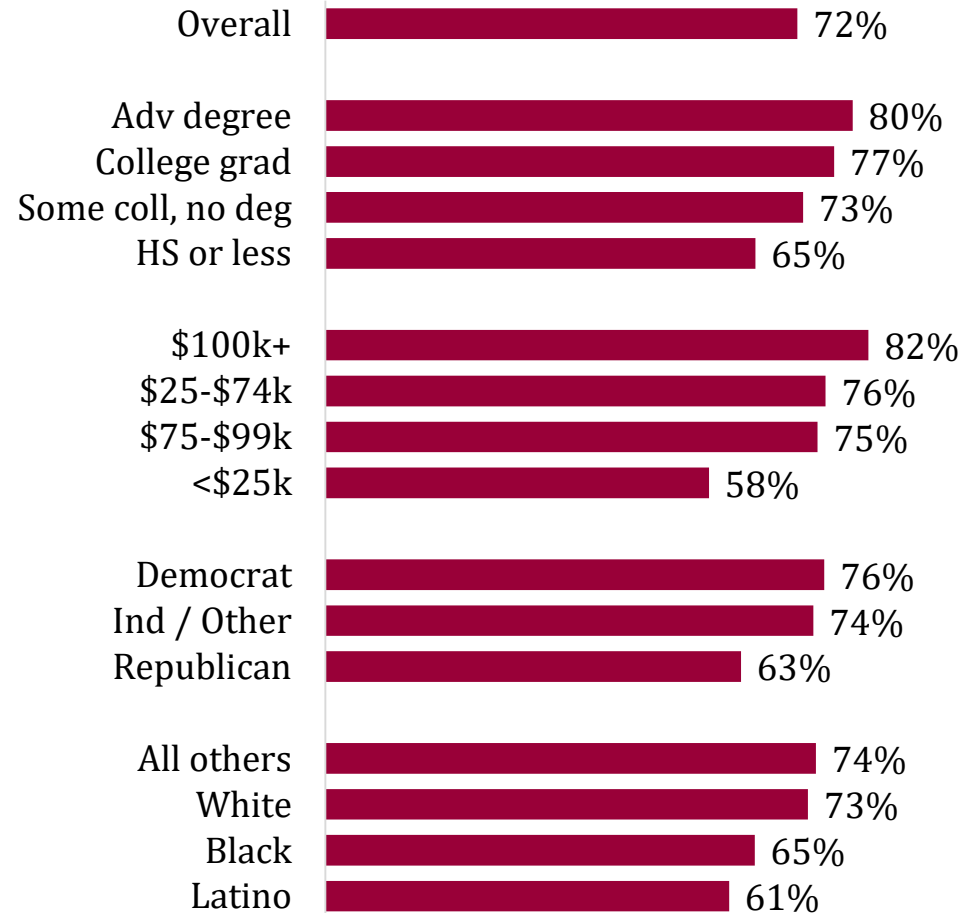
% who say they completely or mostly trust each person or group about the COVID vaccine

	Black	Latino	White	All others
Your personal doctor	72%	74%	82%	74%
Major Boston hospitals	63%	63%	74%	67%
The Centers for Disease Control and Prevention (CDC)	62%	59%	73%	80%
The American Medical Association (AMA)	59%	56%	77%	74%
Harvard Medical School	55%	55%	68%	74%
Dr. Anthony Fauci	55%	45%	65%	58%
President-Elect Joe Biden	55%	44%	47%	50%
Your local community health center	52%	53%	53%	55%
The Food and Drug Administration (FDA)	51%	52%	65%	69%
The American Red Cross	46%	51%	30%	48%
Governor Charlie Baker	46%	38%	50%	48%
Massachusetts state government agencies	45%	43%	54%	61%
Friends, family, and neighbors	42%	42%	36%	45%
The Museum of Science, Boston	41%	44%	59%	60%
Local elected leaders	33%	27%	27%	35%
Local faith leaders such as pastors, rabbis, and imams	28%	27%	18%	33%
President Donald Trump	11%	17%	21%	17%

Trust in the MA healthcare system

- Trust levels in the healthcare system vary by demographic and political factors.
- Those most hesitant to take the vaccine are also least likely to trust the system as a whole

Trust in the Massachusetts healthcare system
% who trust "a great deal" or "somewhat"



Concerns about vaccine

- Concerns about how thoroughly the vaccine has been tested top the list of issues people mention.

Testing, government trust are 2 top hesitations about taking the vaccine

% who say each reservation about the vaccine applies strongly or somewhat

	Applies strongly	Applies somewhat	Total
Concerned the vaccine has not been thoroughly tested	26%	40%	65%
Do not trust the government on health care issues	21%	40%	61%
Do not believe the vaccine will be developed safely	16%	29%	45%
Not convinced the benefits outweigh the risks	15%	24%	39%
Do not believe the vaccine will be affordable	13%	25%	37%
Wouldn't know where to get the vaccine	8%	23%	32%
Prefer natural remedies to vaccines	12%	19%	31%
Do not trust vaccines	10%	19%	29%
Do not believe COVID is real	10%	7%	17%
I have religious objections to this vaccine	6%	7%	14%

Who is most worried and why?

- The most resistant groups share a set of concerns focused on testing and trust in government.
- Specific groups have some additional and unique concerns.

Hesitant groups express common concerns and reservations about the vaccine

% who say each reservation about the vaccine applies strongly or somewhat

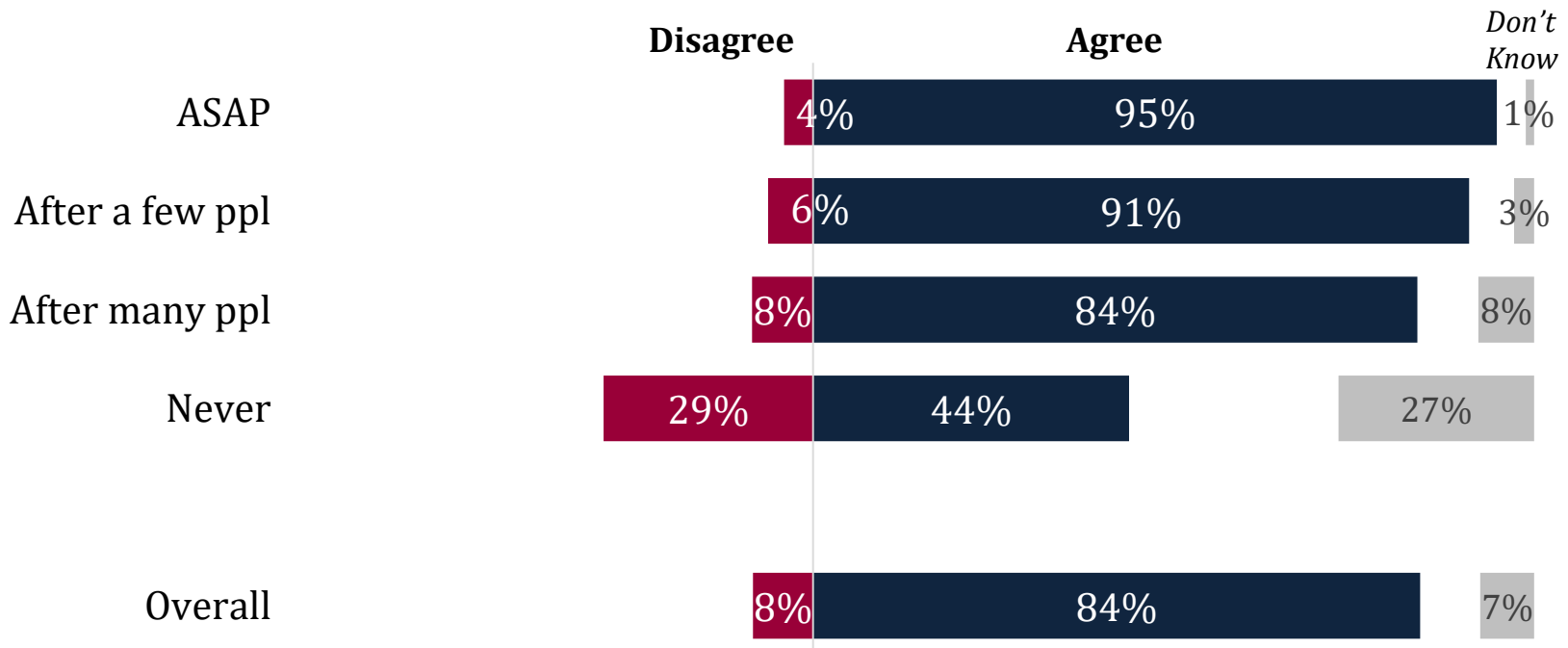
	Overall	Black	Latino	Men age 18-44	Republican	Religious Service Weekly
Concerned the vaccine has not been thoroughly tested	65%	62%	74%	67%	75%	67%
Do not trust the government on health care issues	61%	66%	70%	63%	67%	64%
Do not believe the vaccine will be developed safely	45%	54%	59%	51%	54%	54%
Not convinced the benefits outweigh the risks	39%	49%	54%	46%	54%	55%
Do not believe the vaccine will be affordable	37%	44%	49%	45%	44%	43%
Wouldn't know where to get the vaccine	32%	36%	34%	43%	35%	42%
Prefer natural remedies to vaccines	31%	41%	59%	41%	39%	51%
Do not trust vaccines	29%	43%	47%	35%	44%	46%
Do not believe COVID is real	17%	29%	19%	21%	26%	31%
I have religious objections to this vaccine	14%	21%	24%	28%	23%	33%

Vaccines as life savers

- Those who plan to wait longer see vaccines as life savers, even though they do not intend to get the COVID vaccine immediately.

Nearly all of those who plan to wait still see vaccines as life saving

% who agree / disagree that vaccines save lives

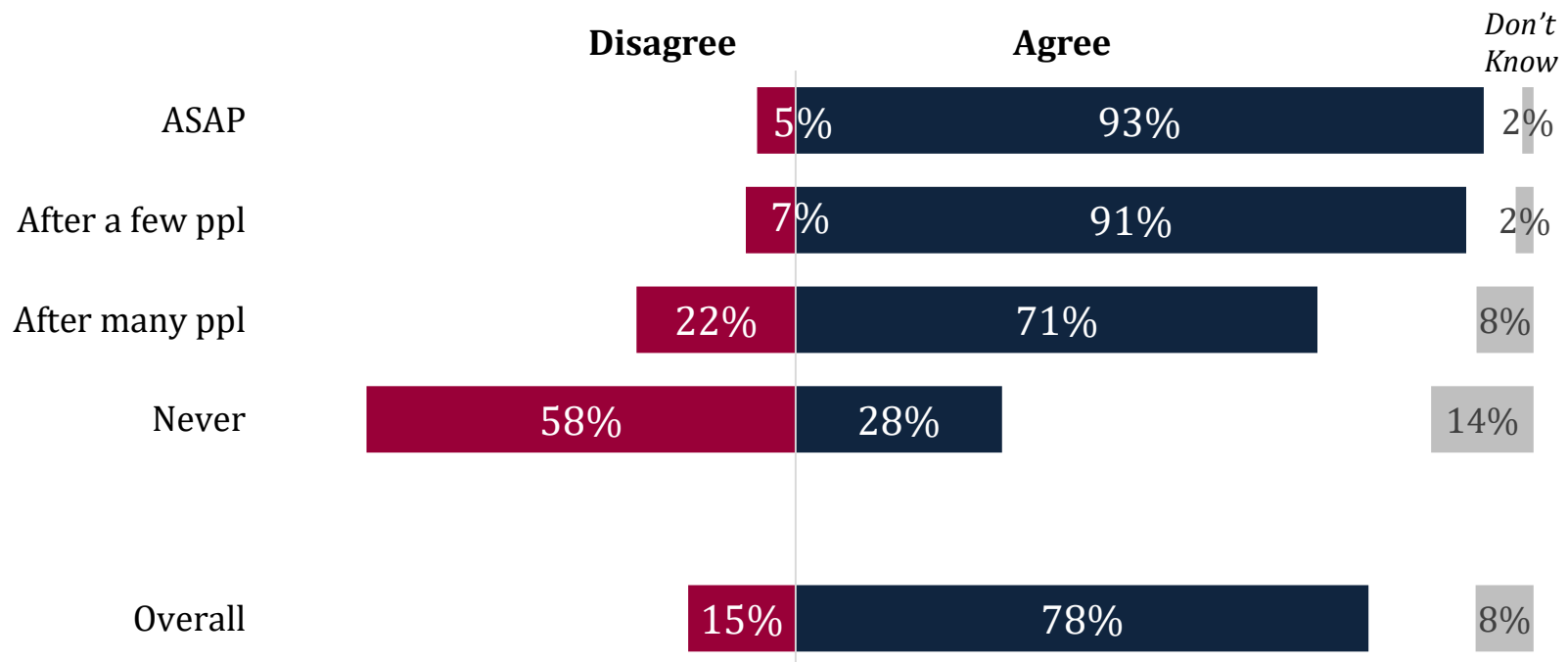


Vaccines / getting past COVID

- The large majority of those who plan to wait do support the purpose of the vaccine, even though they do not intend to receive it immediately.

Those who plan to wait also see the benefits of the vaccine in getting past COVID

% who agree / disagree that vaccines are the key to getting past COVID



Vaccine knowledge

- Most answer the 3 questions correctly, including the item on testing, which is a key concern people expressed about the COVID vaccine.

Most answer the 3 questions on vaccine facts correctly

% who say each statement is true or false

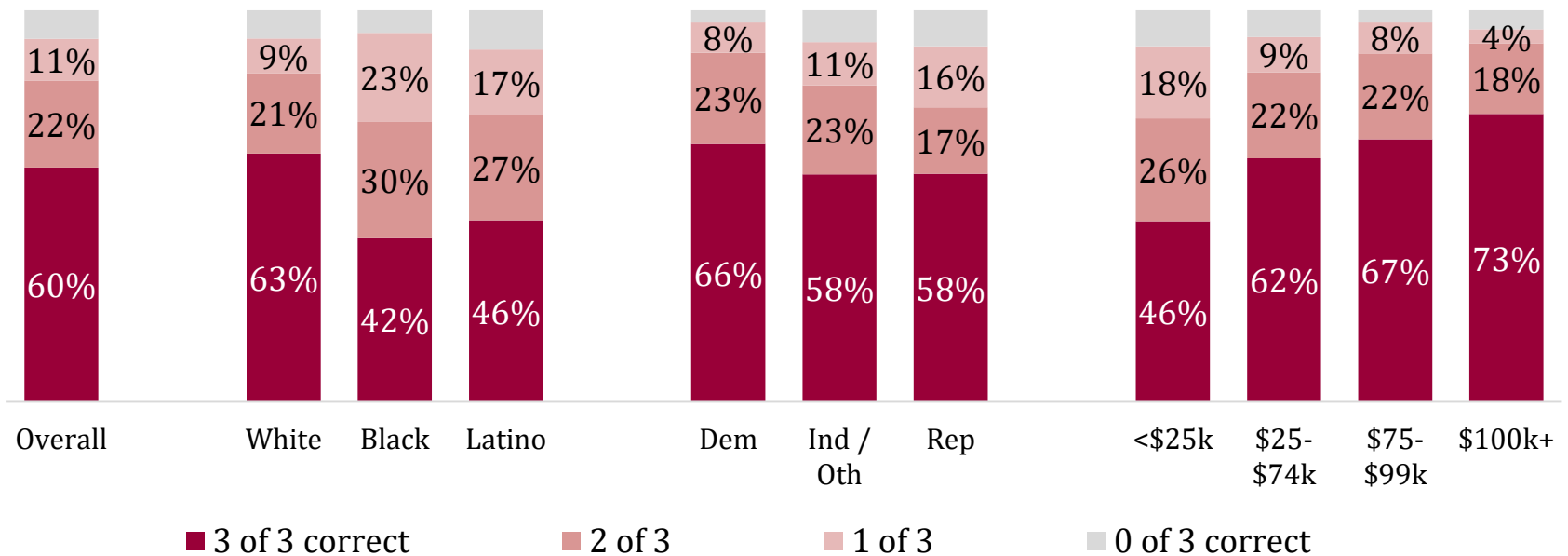
	True	False	Unsure
Vaccines can help make people immune to certain diseases.	82%	6%	12%
In the United States, vaccines are thoroughly tested to ensure their safety before they can be used.	82%	5%	13%
Vaccines are safe for children to take.	71%	5%	24%

Vaccine knowledge differences

- There is a range of knowledge levels about vaccines when it comes to factual questions.

Knowledge levels vary somewhat when it comes to vaccine facts

% in each group who answered each of the 3 questions correctly.





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