



ZENCITY TEMPERATURE CHECK REPORT

# Covid-19 Vaccine

Prepared for Calhoun County, MI



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# Introduction

The following report analyzes results from a survey designed by Zencity and deployed by Calhoun County, MI to understand residents' concerns and preferences related to the Covid-19 vaccine.

The survey was conducted between March 30- April 18, 2021 and received 540 responses, 3 of which were in Spanish. The questionnaire included 6 closed-ended questions.

The following analysis includes: results of each closed-ended question; main takeaways and conclusions.

## Executive Summary

- 72.9% of respondents expressed that they were eager to get the Covid-19 vaccine as soon as possible.
- Residents were not fully convinced that the vaccine was being distributed equitably.
- The primary area of concern for residents was the newness and possible side-effects of the vaccine.
- Residents would like more updates and information regarding the vaccination rates in the county and how long Covid-19 vaccine immunity will last.
- More residents turned to the county for information about the Covid-19 vaccine than to their local city, yet neither of these was the most popular source of information.
- Residents expressed that offering vaccines at more convenient locations and hours would make it easier for them to get the vaccine.

# Demographics

94% of the respondents were Calhoun County residents.

## Residents and Non-residents Distribution

Out of Total Respondents (540)

Are you currently a resident of **Calhoun County**?

540 out of 540 answered



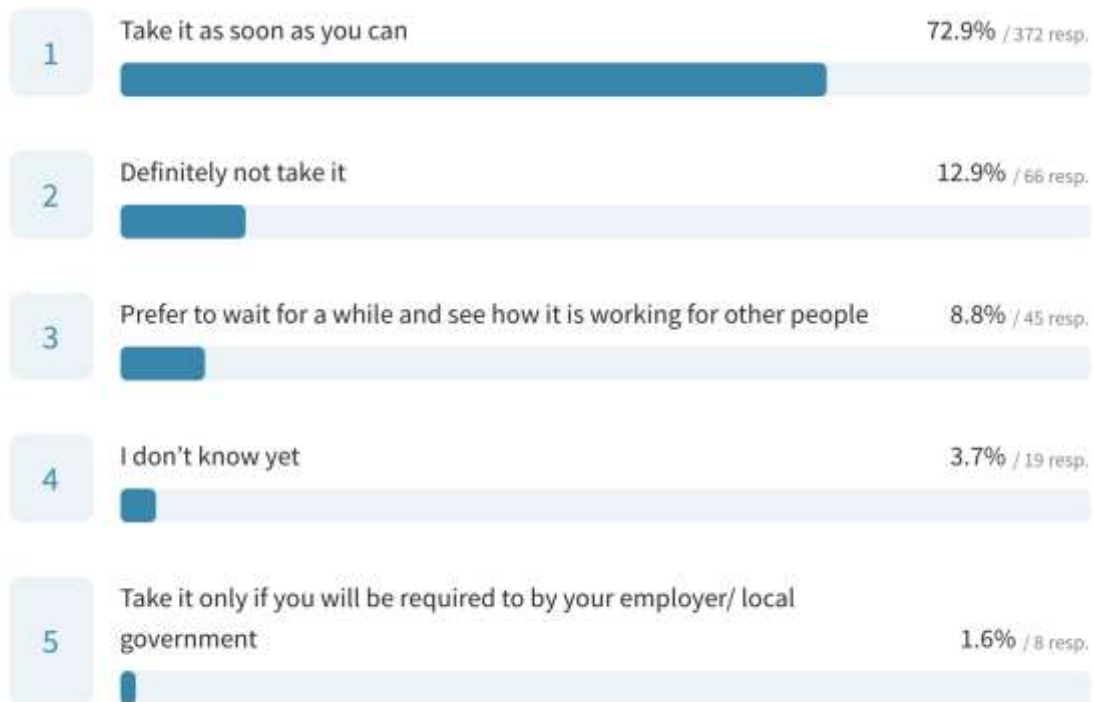
The analysis below includes the responses of residents only (510 responses).

## RESULTS ANALYSIS

# Closed-Ended Questions Analysis

1

With the knowledge you currently have about the Covid-19 vaccine and assuming it is available to you, will you-



Nearly **three-quarters of respondents (72.9%)** indicated that they were ready to get the **vaccine**. This is a higher share than the national average (52%)<sup>1</sup>- indicating that Calhoun County residents have relatively high levels of trust in the Covid-19 vaccine.

Interestingly, **ranking second** was a group at the other end of the spectrum- those **strongly opposed to getting the vaccine**. This group constituted a significantly smaller share (12.9%) of respondents but was identical to the national average (13%)<sup>2</sup>.

The groups expressing uncertainty (14.1%); “prefer to wait” (8.8%), “don’t know yet” (3.7%), and “only if required” (1.6%)- amounted to almost the same share of respondents as those strongly opposed to being vaccinated group (12.9%).

<sup>1</sup> Source: KFF Covid-19 Vaccine Monitor: What We’ve Learned. (2021). Retrieved 19 April 2021, from <https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-what-weve-learned-april-2021/>; \*This percentage includes people who have either already gotten vaccinated or are ready to get the vaccine as soon as they can

<sup>2</sup> *ibid*

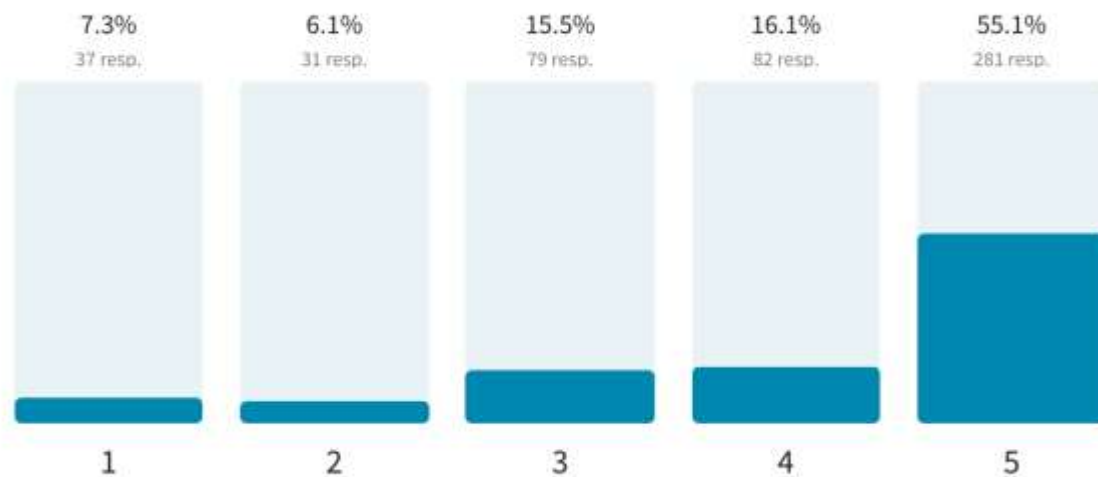
## 2

How much do you agree or disagree with the following statements?

Residents were presented with four statements, and indicated their level of agreement/disagreement on a scale from 1 (strongly disagree) to 5 (strongly agree):

### 2.1

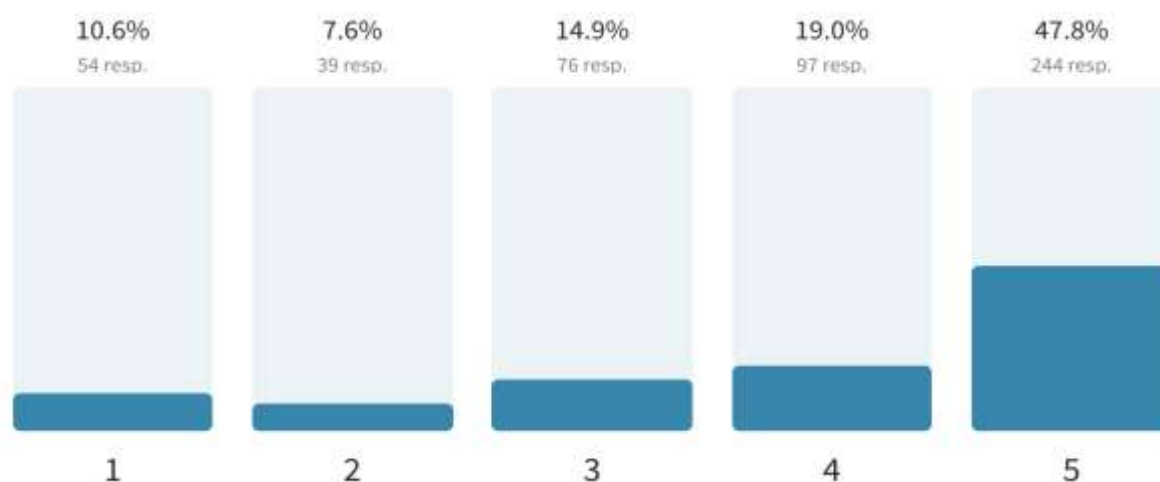
The vaccine is effective at fighting Covid-19



The **majority of respondents (55.1%) strongly agreed** that with the statement that the vaccine is effective. Comparatively, this was the statement that elicited the highest share of agreement (71.2%) and the lowest share of disagreement (13.4%)- indicating that **faith in the efficacy of the vaccine is high.**

## 2.2

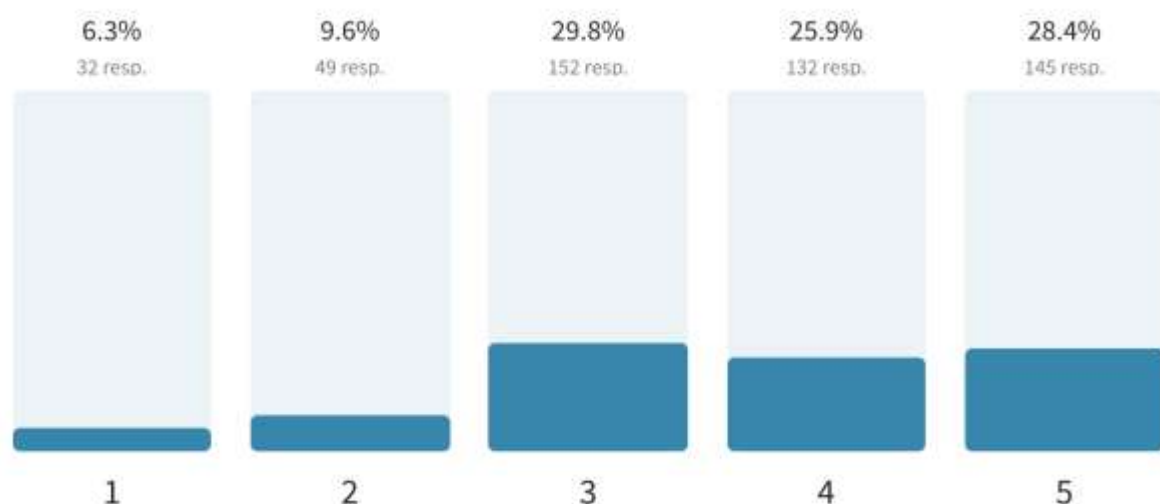
### The vaccine is safe



While almost half (47.8%) of respondents strongly agreed that the vaccine is safe and another 19% agreed, disagreement with this statement compared to the average share of disagreement in this section was relatively high (18% compared to 16.6% average).

## 2.3

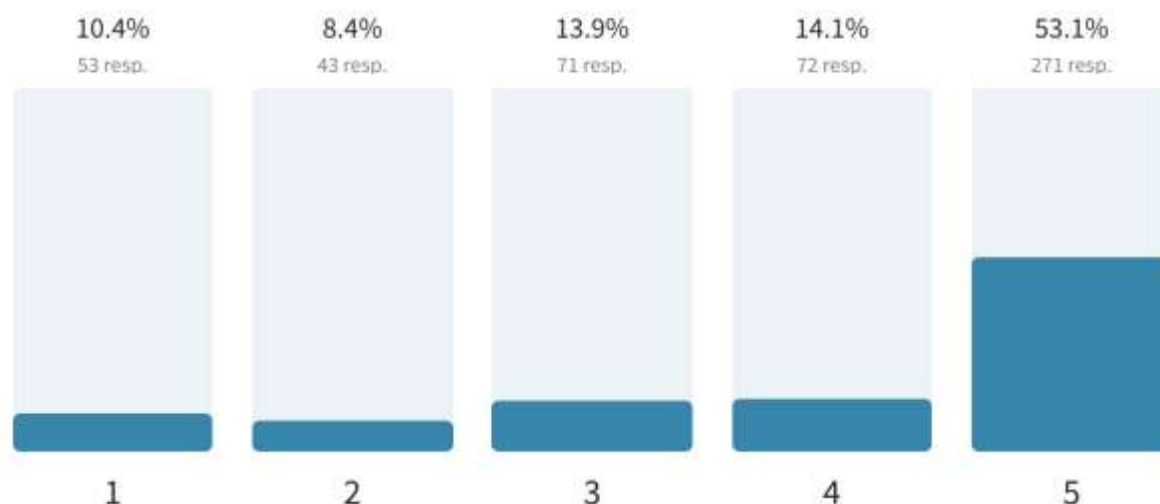
### The vaccine is being distributed in an equitable fashion



Equitable distribution of vaccines received the lowest average score (3.6), with the greatest share of responses (29.8%) reflecting neutrality. Nevertheless, the majority of respondents indicated that they do agree the vaccine is being distributed equitably.

## 2.4

The development of the vaccine was made with the best interests of me and my community in mind



The **majority of respondents (53.1%) strongly agreed** that the vaccine was developed in their best interest. Yet this statement **also elicited the highest share of disagreement (18.8%)**.

### SUMMARY: COVID-19 VACCINE – AREAS OF CONCERN

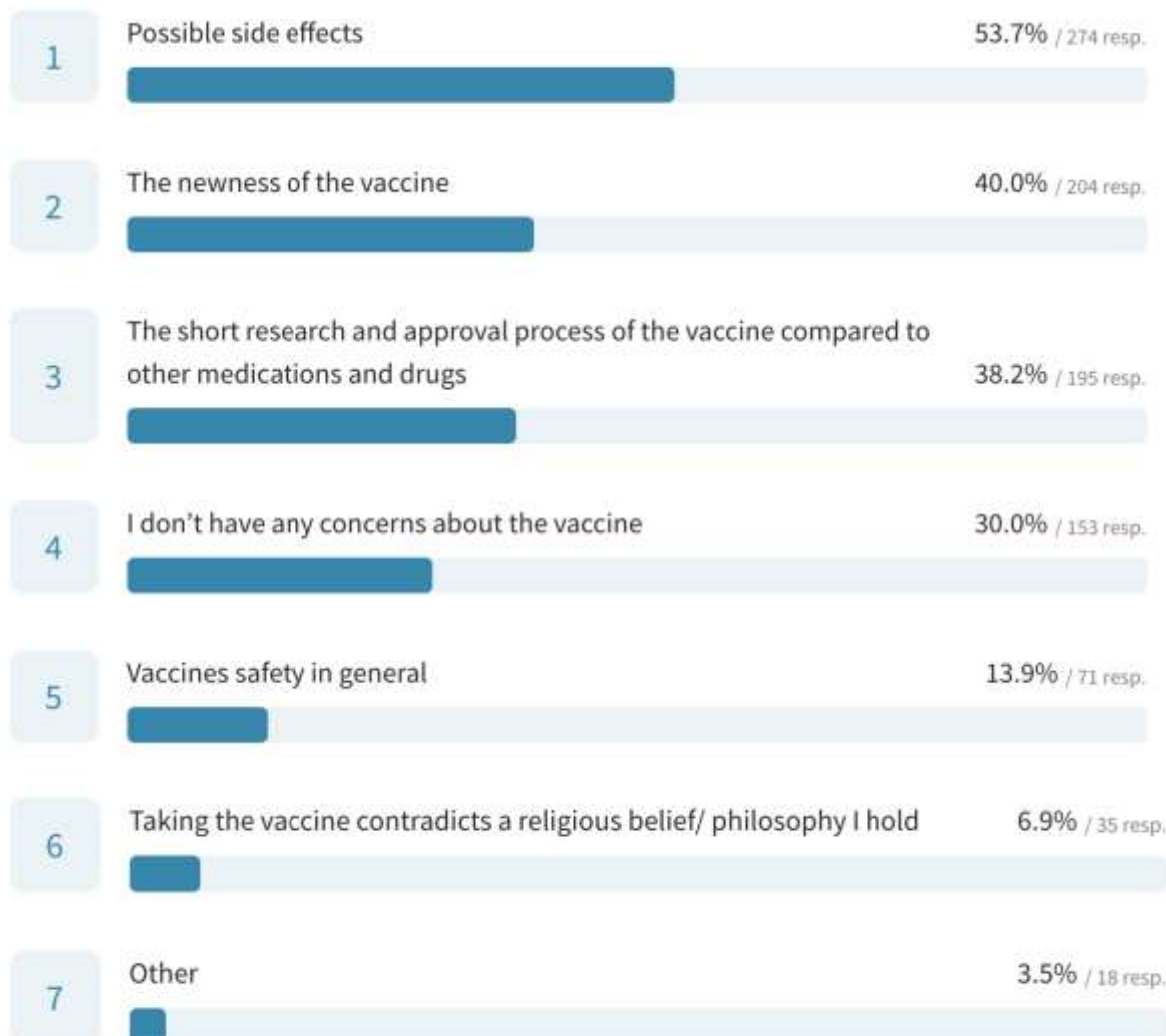
A majority agreed with most statements, indicating that resident trust in the vaccine is high.

Respondents expressed the least agreement with the statement that the vaccine was being distributed in an equitable fashion.

The highest levels of disagreement (<18%) indicating mistrust were expressed in relation to the vaccine's safety and the interests driving its development.

3

Which of the following concerns about the Covid-19 vaccines are you worried about, if any? (check all that apply)



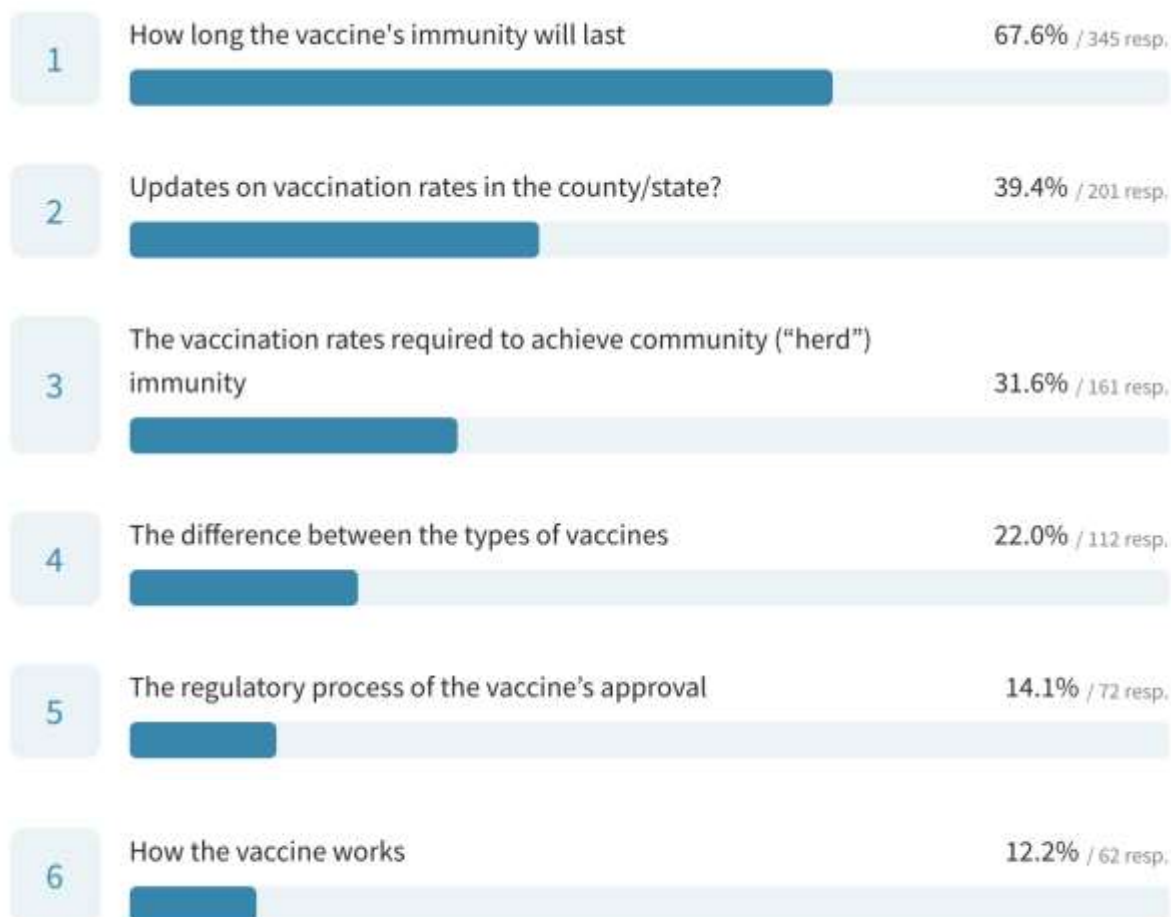
The **primary concern** shared by a majority of respondents (53.7%) was the **potential side-effects of the vaccine**. Other key areas of concern for residents were the newness of the vaccine (40%) and the vaccine's relatively short approval process (38.2%).

Additionally, **almost a third of respondents (30%) stated they didn't have any concerns about the vaccine**.



4

On which of the following vaccine-related topics would you like to get more information? (check all that apply)



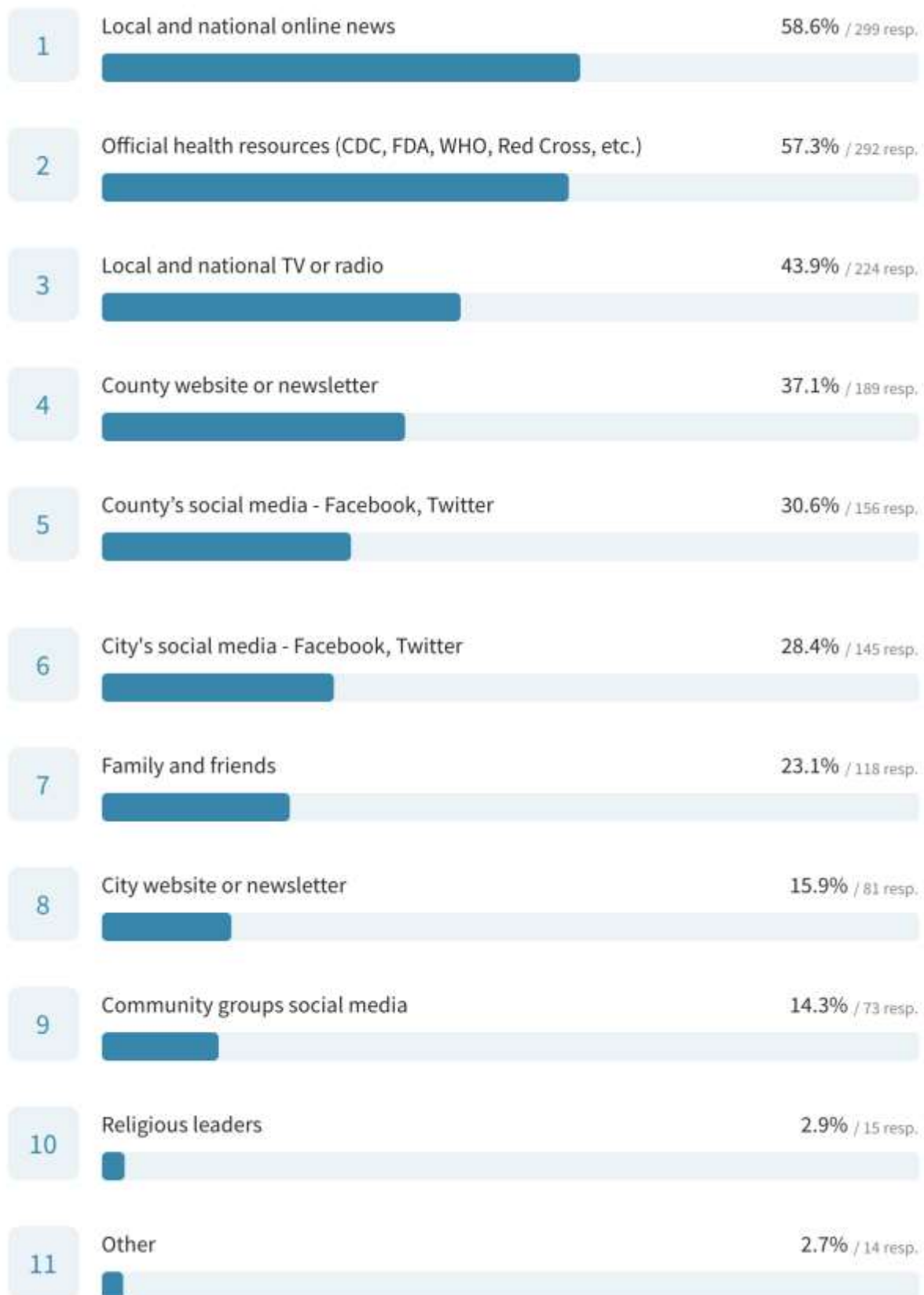
The vast majority of respondents (67.6%) indicated they would like more information on how long Covid-19 vaccine immunity will last.

Over one-third (39.4%) of respondents requested more updates about vaccination rates in the county and state, and 31.6% wanted more information about the rate of vaccinated people needed to reach "herd" immunity.

At the same time, respondents expressed the **least amount of interest** in receiving information about **how the vaccine works (12.2%)** or the regulatory process involved for its approval (14.1%).

5

Which of the following sources do you use to get information about the Covid-19 vaccine? (check all that apply)



**Respondents cited local and national news as the leading sources they turn to for information on the Covid-19 vaccine;** with 58.6% getting updates online and 43.9% on TV or radio channels.

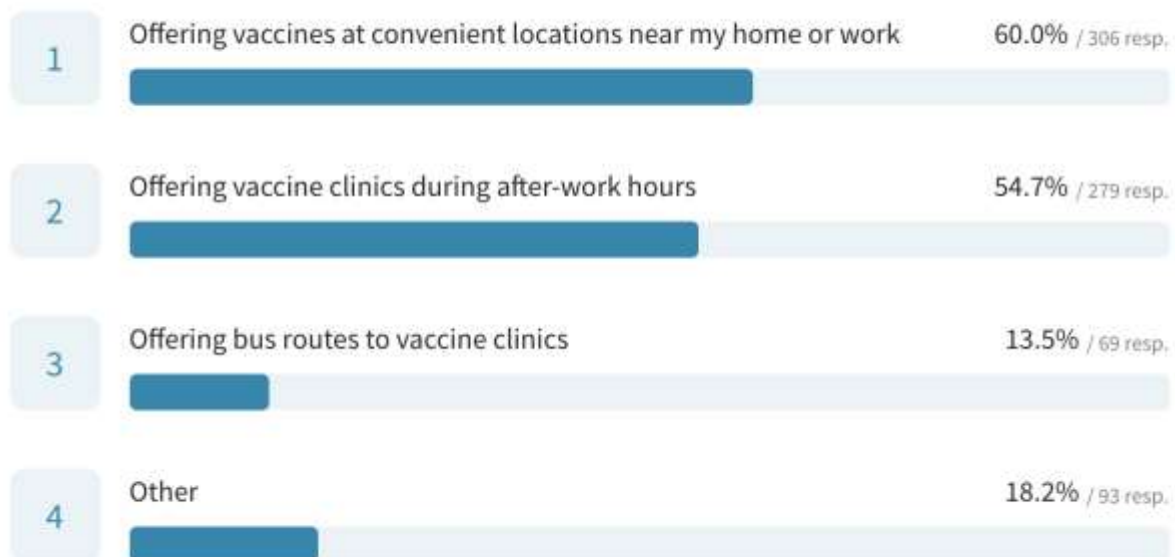
A majority of respondents (57.3%) also cited official health resources as a key source of their information on the vaccine, a sign that most residents have access to evidence-informed decision making.

**More respondents indicated they turn to the County for information about the vaccine than the city;** a larger share (37.1%) opts for the County's website or newsletter- more than double the share of those who get updated through their City's newsletter or website (15.9%), while 30.6% indicated they use the County's social media channels- slightly higher than the share who turn to their City's social media (28.4%).

The least popular sources of information were community groups on social media (14.3%), religious leaders (2.9%), and other sources such as internet search engines or their doctors (2.7%).

6

How can Public Health make it easier for you to get the vaccine? (Select all that apply)



**Most respondents (60%) indicated that offering vaccines at more convenient locations would be most helpful for them. A significant segment (54.7%) also expressed that running clinics during after-work hours would make it easier for them to get vaccinated.**

Only a small share of respondents (13.5%) indicated that providing bus routes to clinics would assist them.

A recurring point made by respondents in the “other” segment (18.2%) was that they would refuse to get vaccinated no matter what.

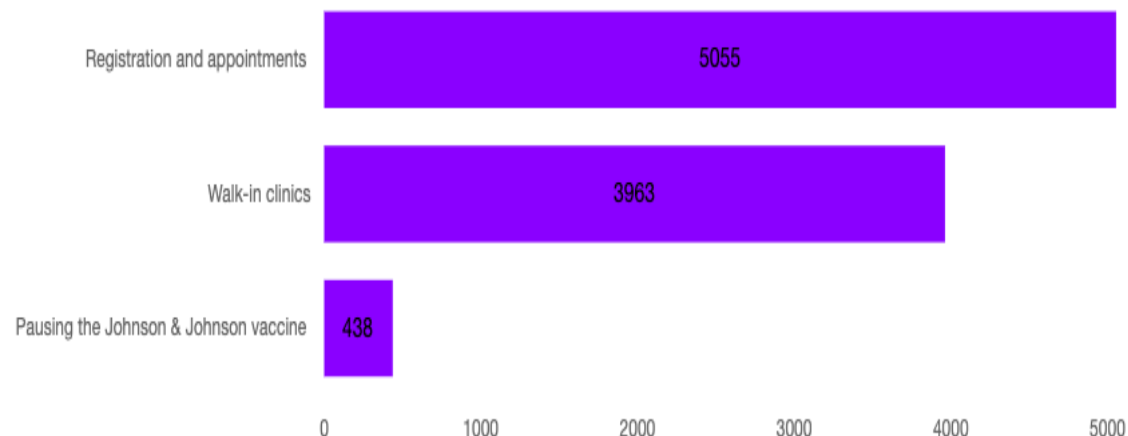
## COMPLEMENTARY ANALYSIS

# Social Media Discourse Analysis

Since the beginning of April, **discourse on social media about the COVID-19 vaccine** amounted to 7.5K interactions- a **2X increase in volume compared** to the same period preceding this.

A possible driver of this increase is the **growth in prominence of the County's official channels in vaccine discourse** (accounting for 51% of the discourse, up from 21% during the same period preceding this).

Zencity analysis mapped the following areas driving the discourse on the COVID-19 vaccine:



**Registration and appointments** (5,055 interactions): Scheduling and registering vaccine appointments was the **most discussed topic**. Calhoun County Public Health Department accounted for most of these interactions (73%). The main questions commenters raised were about **which vaccine would be administered, scheduling the second shot, and who is eligible to schedule an appointment**. More recently, news reports about the County struggling to fill vaccine slots also received considerable attention.

**Walk-in clinics** (3,963 interactions): Almost all social media discourse about walk-in clinics (88%) was **driven by posts on Calhoun County Public Health Department's** Facebook page. These posts were met with hundreds of "shares" - indicating residents were keen to share this information with their community and **see the County's Public Health Department as a trustworthy source of information**. Some commenters asked which vaccine would be administered, **a few commenters enquired about access at sites and asked for clinics to also operate at later hours**.

**Pausing the Johnson & Johnson vaccine** (438 interactions): Surprisingly, online discourse about the pausing of the Johnson & Johnson vaccine **attracted relatively little attention**. Moreover, most of the conversations about this (51%) were **dominated by news outlets**, with official channels accounting for just over a third of the discourse (37%). Negative responses were significantly more prevalent in response to news reports than official posts (22% compared to 1%, respectively). Moreover, **most comments in response to the news reports reflected vaccine hesitancy, whereas comments on official posts thanked the county for adapting quickly to the new guidelines**.

Overall, the analysis finds a **recent increase in social media discussions on the COVID-19 vaccine**, largely due to **growing engagement with the county's communication channels**. The most prominent theme discussed was registering and scheduling appointments. **Recurring questions on social media were related to the type of vaccine being administered and eligibility**. In line with the survey results, some commenters requested more convenient hours for vaccine appointments. Notably, reports about the pausing of the Johnson & Johnson vaccine were driven by news outlets, and therefore are at higher risk of spurring misinformation and vaccine hesitancy.

# Conclusions

The survey results outlined above indicate that **residents have relatively high levels of trust in the Covid-19 vaccine**. Still, a small but persistent share of respondents expressed vaccine hesitancy.

The majority of respondents all agreed to some extent that the vaccine was effective, safe, equitably distributed, and developed with their best interests in mind. Mistrust was mostly expressed about the safety and interests involved in vaccine development – likely drivers of vaccine hesitancy. Moreover, respondents expressed the least agreement with the statement that the vaccine was being distributed equitably.

**The survey results also indicate that residents are mainly concerned about the possible side-effects of the vaccine**. Still, almost a third of residents indicated they had no concern whatsoever- indicating very high levels of trust.

Accordingly, the county could make sure resources related to equitable distribution are available and communicated appropriately.

Moreover, providing residents with transparent and timely updates about assistance for vulnerable groups is likely to be well-received.

The survey results suggested that residents **would like to receive more updates from the county about vaccination rates** in the state and county.

Despite most respondents indicating that their primary source of information about the Covid-19 vaccine is local news channels, many also indicated that they turn to official health resources – a sign that they have access to reliable information. **More residents indicated they turn to the county's communication channels than the city's-** nevertheless, these were chosen by a smaller segment than the sources above.

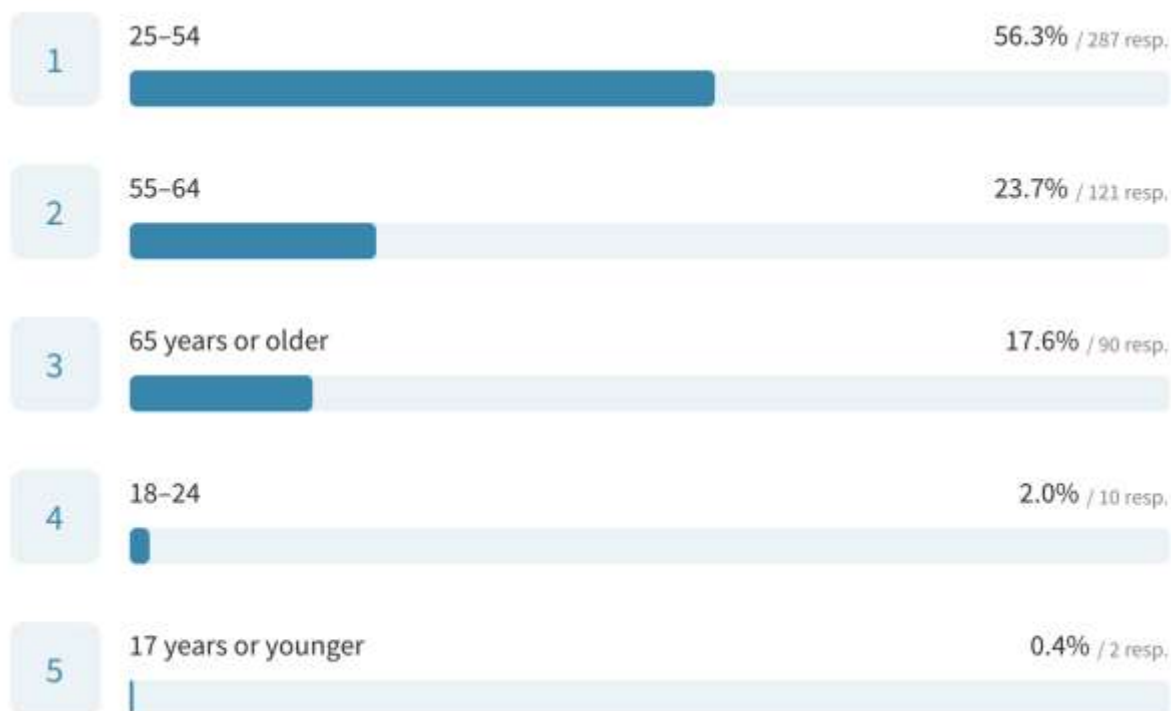
As such, the county may want to expand its communications, especially when it comes to vaccine rates and other issues that respondents were most interested in.

Finally, a large share of respondents indicated that **offering vaccines at more convenient locations and hours will make it easier** for them to get vaccinated. Implementing these changes may help incentivize more people to get the vaccine.

# Appendix:

1

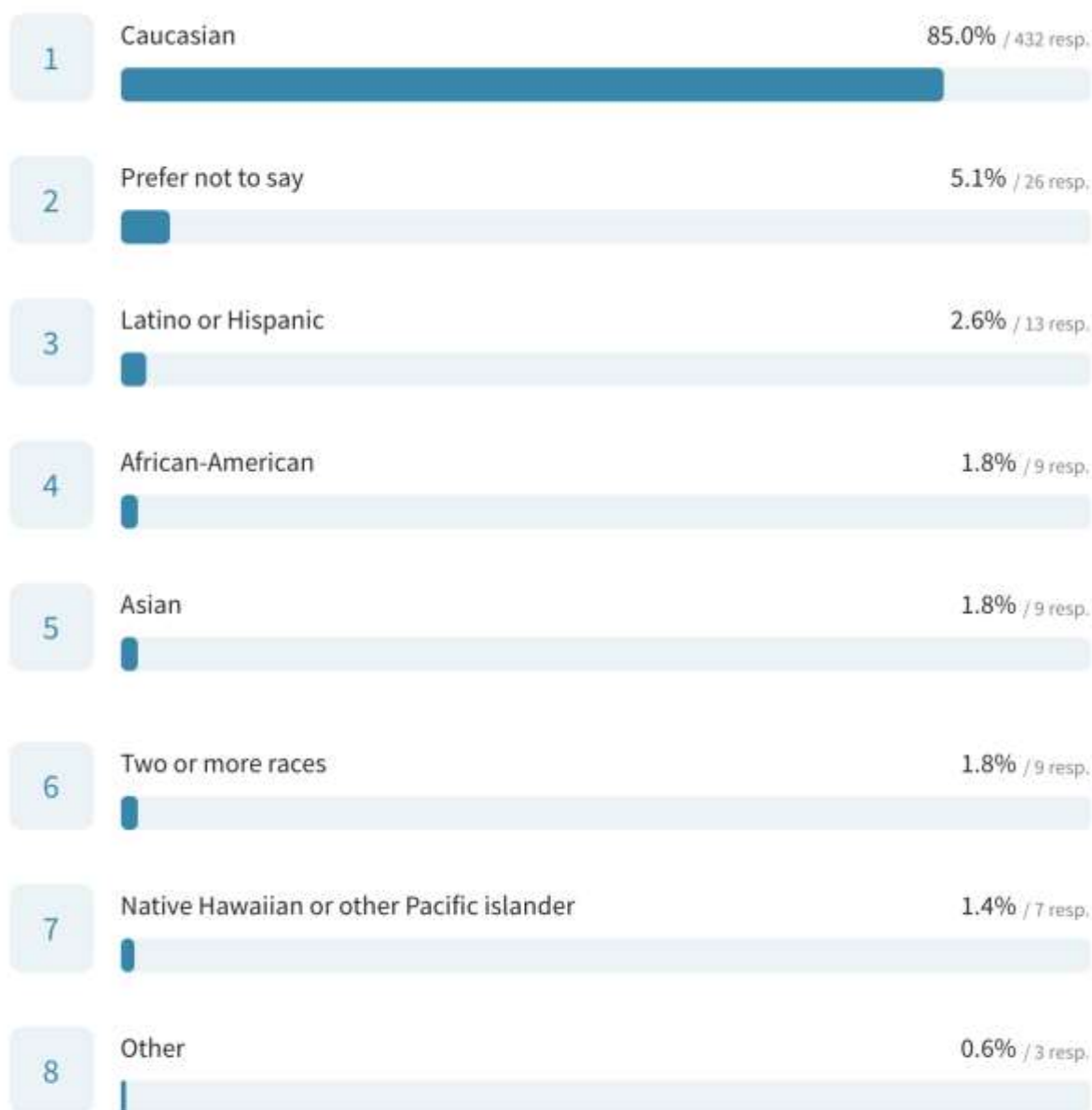
To what age-group do you belong?



The majority of respondents (56.3%) were between the ages of 25-54. Almost a quarter of respondents (23.7%) were between the ages of 55-64, and 17.6% were either 65 years old or older.

Only 2% of respondents were between the ages of 18-24, and less than 1% were 17 years old or younger.

## 2 Please specify your ethnicity?



The vast majority of respondents (85%) stated they were Caucasian. 5.1% of respondents preferred not to reveal their ethnicity. Latino or Hispanic respondents made up 2.6% of respondents.

Groups of respondents stating they were ethnically African-American, Asian or two or more races- accounted for an identical segment of 1.8%.



### 3

What is your ZIP code?





The majority of respondents (52.2%) were from Battle Creek. Another large segment (31.2%) was from Marshall. Smaller segments were from Albion (7.1%) and Homer (2%).

Other ZIP codes accounted for a share of 1.2% of respondents or less.