



RxinReach COVID-19 Vaccination Survey Summary

January 5, 2021

Purpose: Our survey of 176 Georgia citizens representing over 45 counties sought to help gain some perspective on attitudes and beliefs about the newly released COVID-19 vaccines among RxinReach coalition constituents and the general public.

Many people are ready to be vaccinated.

A total of 75% of respondents reported that they intended to take a COVID-19 vaccine when it becomes available to them. This group included over 80% of the respondents who reported having a chronic medical condition. More than 70% of all respondents intended to urge their adult family members to receive the vaccine. Further, around 61% of the respondents who reported having children are planning to have them vaccinated as well.

There are concerns about the safety and efficacy of the vaccine.

One quarter (25%) of survey respondents reported either that they do not plan on receiving a COVID-19 vaccine or are unsure if they will seek one. Among participants who were planning to forgo vaccination, the most common reasons for their decision included concerns about COVID-19 vaccine safety, COVID-19 vaccine efficacy, and the efficacy of vaccines in general. These results may hint at the need to continue to look into utilizing and improving methods like targeted messaging and educational outreach to increase confidence in the vaccines.

Online media and healthcare providers will likely play a large role in information our population.

Online websites and doctors/healthcare providers were the two most frequently cited sources of information about COVID-19 vaccines (47.2% and 35.0%, respectively) and their accessibility (31.5% and 56.2%, respectively). This was true even among people who were planning to forgo vaccination, with 60% of those respondents identifying healthcare providers as major sources of vaccine information. While the content of online publications cannot be easily altered, the results of our survey may indicate that doctors and healthcare providers should feel encouraged to leverage their roles as important sources of information to dispel myths and help patients make decisions about becoming vaccinated.

The public is looking for guidance and information on the COVID-vaccine rollout and distribution.

A common thread within the free response portion of the survey was confusion and concern about the vaccine rollout. Many people expressed feeling in the dark about the process and expressed a desire to be updated on its progress. Local health departments and other stakeholders can both play a role in informing Georgia citizens and bring more transparency to vaccine distribution.