

# **COVID-19 VACCINE COMMUNITY SURVEY REVIEW**

**Elizabeth Ablah, PhD, MPH**  
**The University of Kansas School of Medicine-Wichita**

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## BACKGROUND

- A seven-county region in South Central Kansas partnered with the University of Kansas School of Medicine-Wichita to develop and administer an online COVID-19 vaccine survey.
  - Results in this presentation are only for Sedgwick County, but other counties had similar results.
- The primary goal of the survey was to learn the percentage of people who would receive the COVID-19 vaccine and to identify trusted sources of information.

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## BACKGROUND

- Survey was open from November 16 through December 16, 2020.
- It was available in English, Spanish, and Vietnamese.

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## RESPONDENT DEMOGRAPHICS

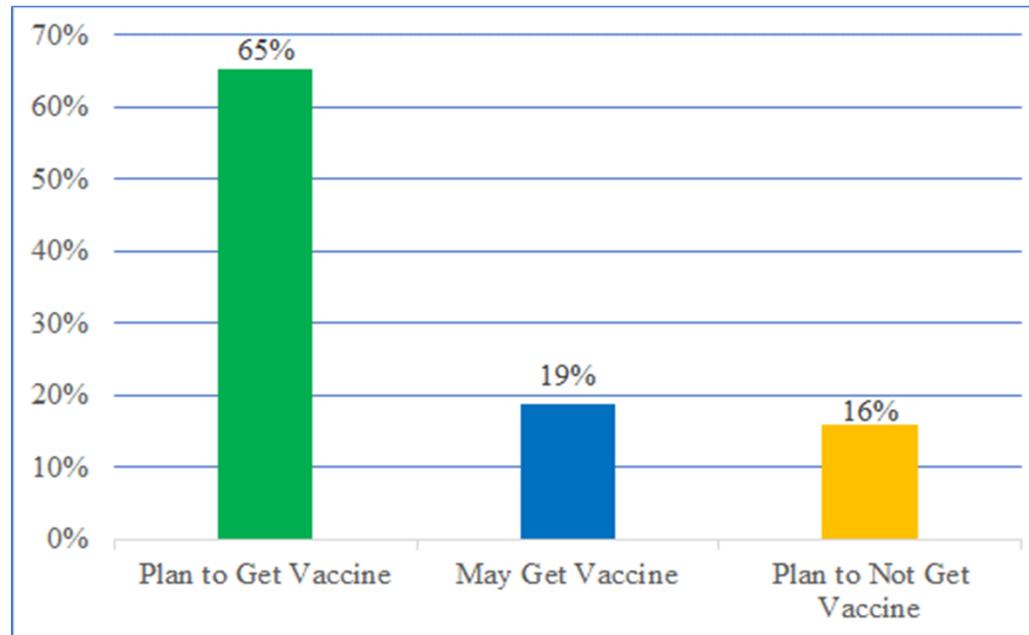
- The survey was completed by 2.3% of Sedgwick County's total population of those 18 years or older.
- Most identified as female (59%).
- Most reported being
  - 50 years or older (41%)
  - 35 to 49 years (29%)
  - 25 to 34 years (17%)
- A large majority reported being non-Hispanic and White/Caucasian (92%).

## RESPONDENT DEMOGRAPHICS

- More than one-third (38%) reported being a college graduate.
- Most reported their annual income was more than \$22,631, before taxes.
- Top professions of 17 listed:
  - Retired (16%)
  - Health care and social assistance industries (15%)
  - Education (13%)

## COVID-19 VACCINE INTENTIONS

Of the 9,014 residents to access to the survey, 65% plan to get the COVID-19 vaccine.



## TRUSTED SOURCES

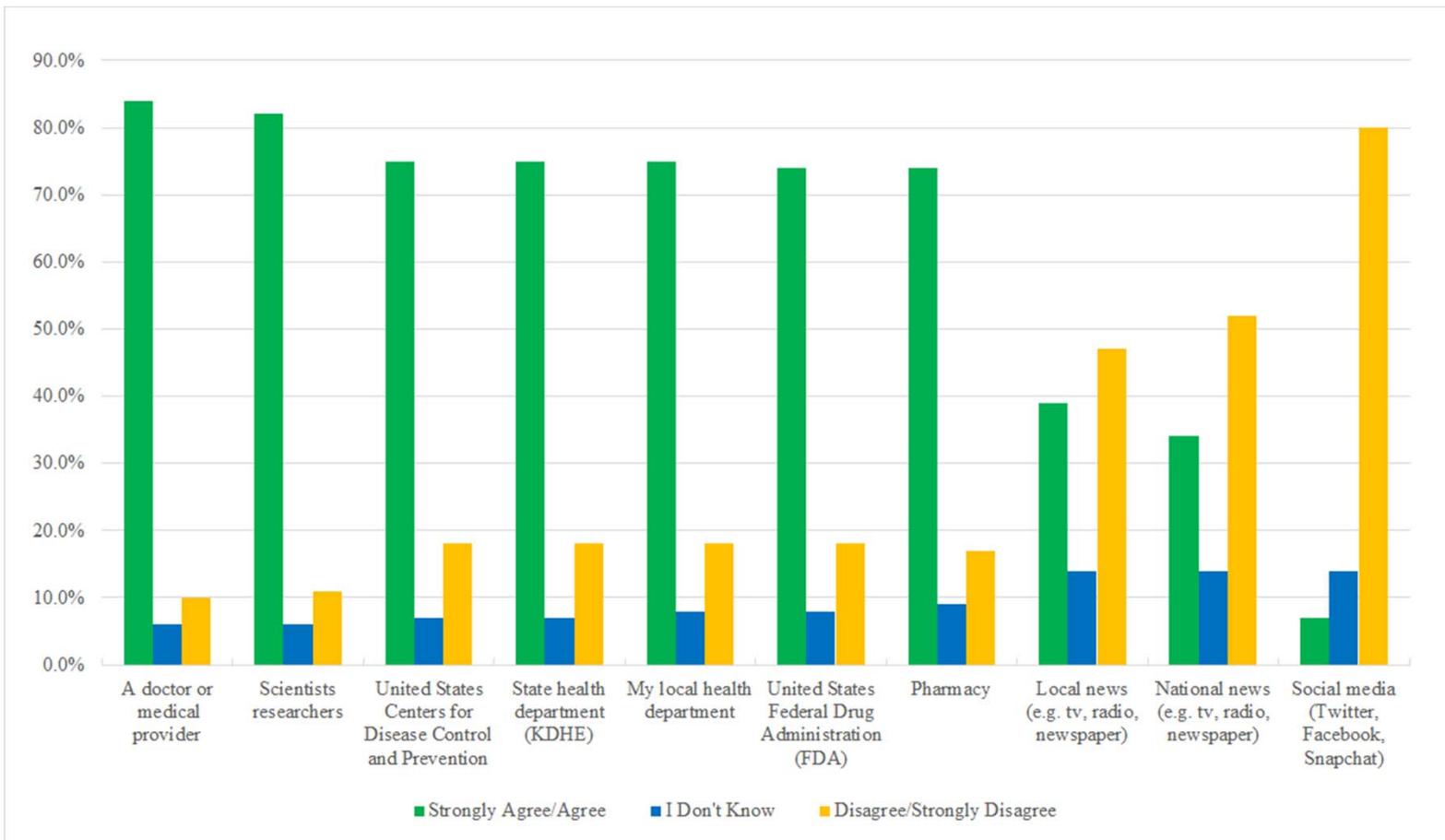
- Residents reported that the following resources were considered the most trusted sources of information about the COVID-19 vaccine.
  - doctors/medical providers (84%)
  - researchers (82%)
  - pharmacies (75%)
  - government agencies (74%)

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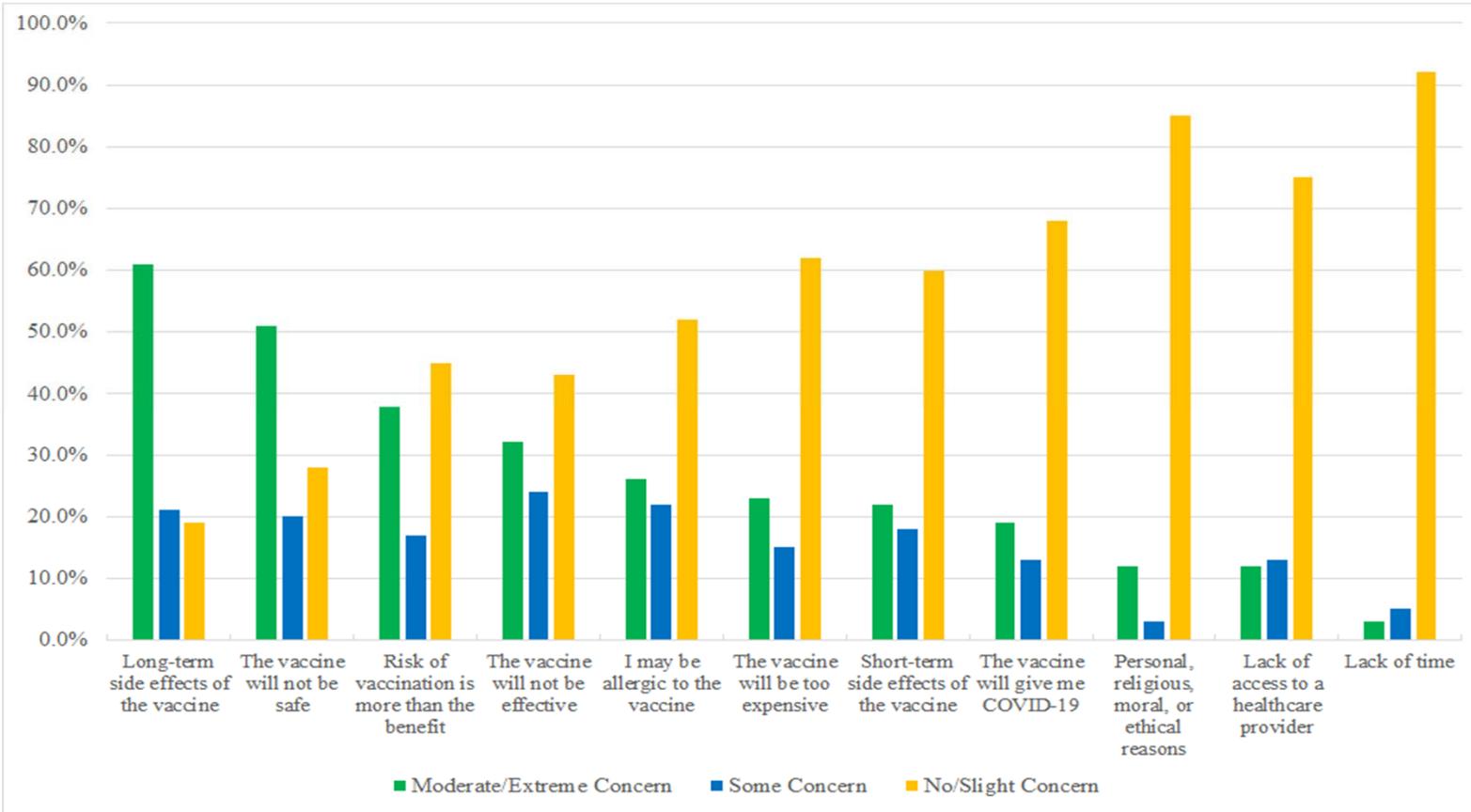
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# TRUSTED SOURCES



# VACCINE CONCERNS



## TOP THEMES FOR NOT WANTING COVID-19 VACCINE

- Do not trust the vaccine.
- Do not need the vaccine; COVID-19 is not that bad.
- Might get vaccine after I see what long-term effects of others have from it.

## NEXT STEPS

- The data will help Sedgwick County to:
  - adjust thresholds for the local vaccine schedule.
  - place ads or material where residents are more likely to see information.
  - create messages and opportunities for sharing information about the vaccine to instill vaccine confidence and reduce misinformation.

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## NEXT STEPS

- The survey will be available for a second round in the future.
- The results will be posted to the County's COVID-19 vaccine page.

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