

AMERICAN VIEWPOINT



Missouri Statewide Survey COVID Vaccine

April 11th-14th, 2021

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Methodology

- The Missouri Hospital Association commissioned American Viewpoint to conduct a statewide survey of adults to understand the attitudes and opinions on the COVID vaccine in Missouri.
- Interviews were conducted April 11th-14th, 2021.
- The margin of error for the full sample (n=800) is +/- 3.5% at the 95% confidence level. The margin of error among sub-groups is greater.
- Interviews were conducted with Missouri residents using Random Digit Dialing (RDD).

Coronavirus

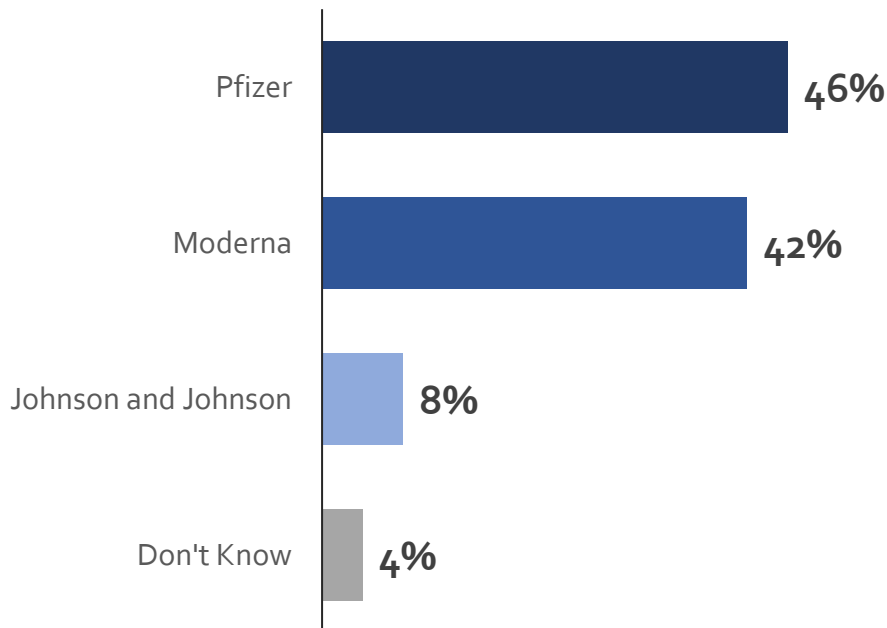
COVID-19 VACCINE

A majority of Missouri adults have gotten at least their first COVID vaccine and the vaccines are equally distributed by Pfizer and Moderna.

Have you received at least one of your COVID-19 vaccines?

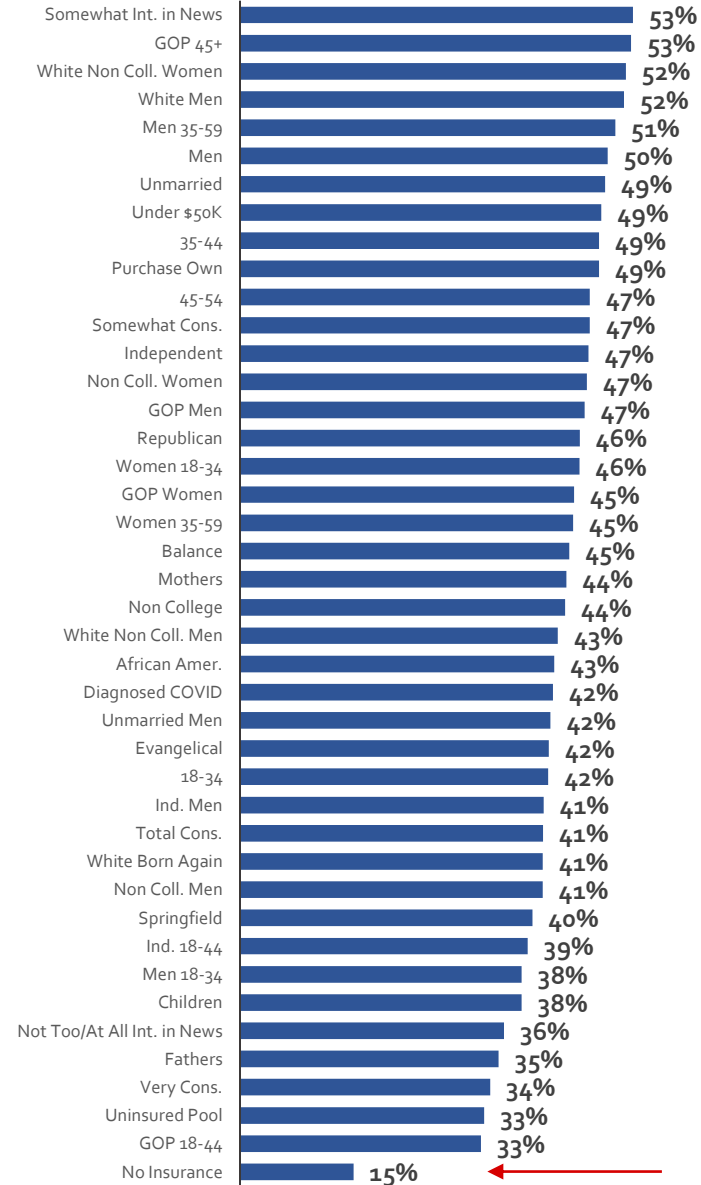
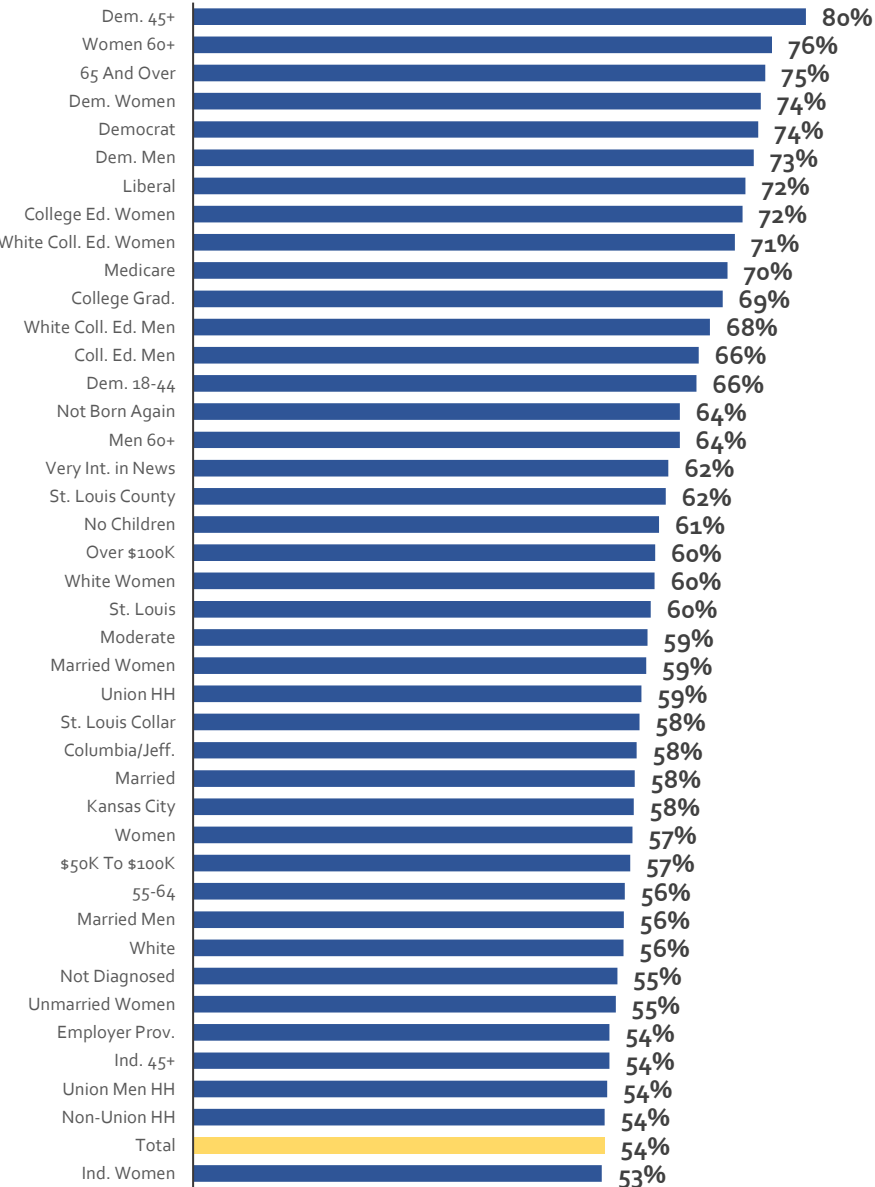


Which vaccination did you receive? [Asked if vaccinated, n=430]



RECEIVED COVID-19 VACCINE

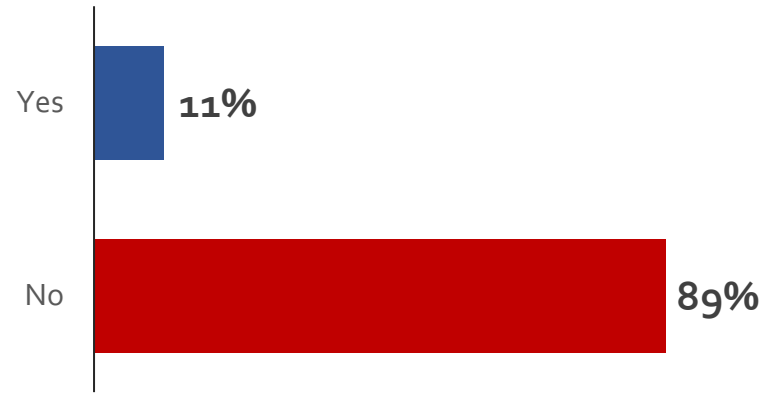
Age, partisanship and education status are the main drivers of whether or not a Missourian has been vaccinated. Note that there is a perceived access issue as those on Medicaid and those who are uninsured are least likely to have gotten the vaccine, underscoring the importance of educating Missourians that the vaccine is free of charge.



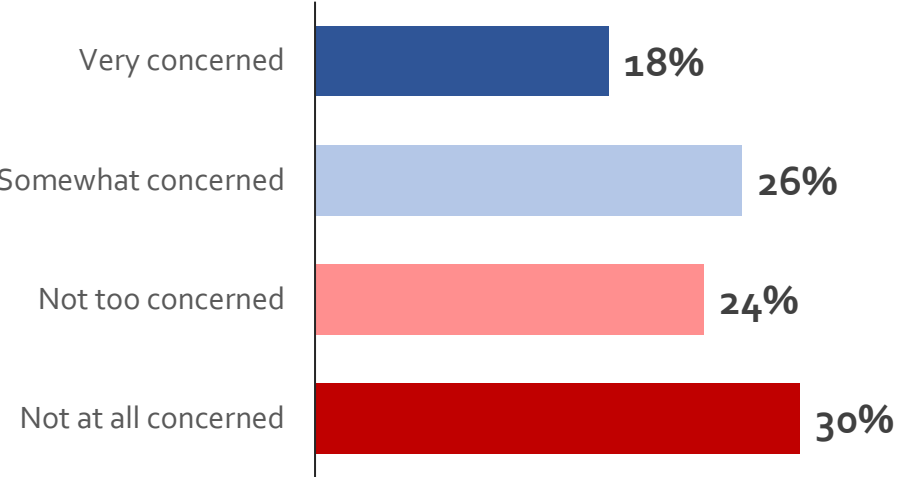
COVID-19

According to the CDC and census population estimates, around 10% of U.S. adults have been diagnosed with COVID, compared to 11% of Missouri adults who reported so. Interestingly, self-reported infection rates are higher among those groups who have been more resistant to masks and other mandates (Republicans and very conservative residents). Concern over catching COVID is also driven by partisanship. This concern is actually higher among those who have received the vaccine (54%) than among those who haven't (34%), indicating there are clearly a large swath of Missourians who will be difficult to convince to get the vaccine.

Have you ever been diagnosed with COVID-19?



How concerned are you about catching COVID-19 / catching COVID-19 *again*?

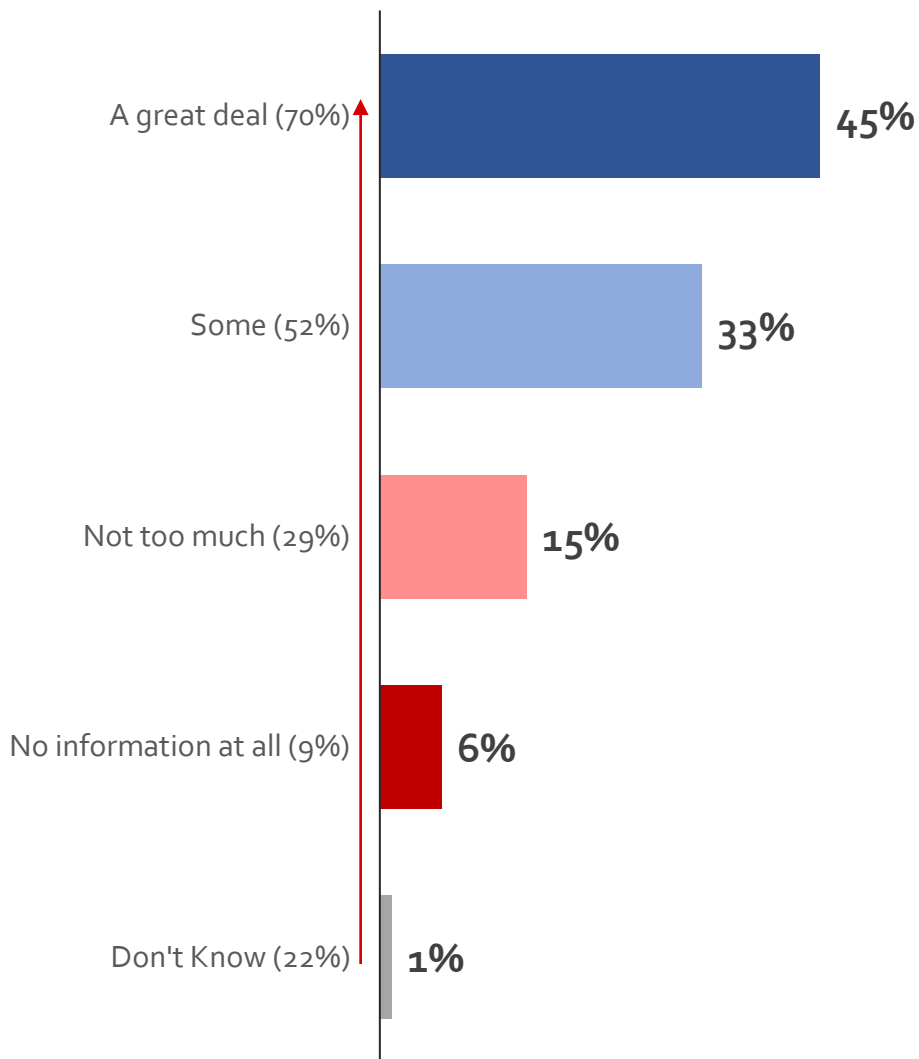


	Diagnosed		Concern of Catching	
	Yes	No	Very / Somewhat	Not Too / At All
Total	11%	89%	45%	54%
Men 18-34	11%	88%	40%	59%
Men 35-59	12%	87%	36%	62%
Men 60+	7%	93%	42%	58%
Women 18-34	14%	85%	52%	47%
Women 35-59	10%	90%	47%	53%
Women 60+	11%	89%	50%	49%
White	11%	89%	43%	57%
African Amer.	10%	90%	59%	38%
White Evangelicals	12%	88%	36%	63%
Republican	15%	85%	30%	70%
Independent	10%	90%	41%	58%
Democrat	9%	91%	67%	33%
Ind. Men	10%	88%	36%	62%
Ind. Women	9%	91%	46%	54%
Liberal	7%	93%	64%	36%
Moderate	10%	90%	50%	49%
Somewhat Cons.	12%	88%	36%	64%
Very Cons.	18%	82%	18%	81%
Non-Coll. Grad	11%	89%	42%	57%
College Grad.	10%	89%	49%	50%
Under \$50K	11%	89%	48%	51%
\$50K To \$100K	11%	89%	45%	55%
Over \$100K	12%	87%	39%	59%
Very Interested in News/Gov't/Politics	10%	90%	52%	48%
Pre-J&J Announ.	10%	89%	48%	51%
Post-J&J Announ.	11%	88%	40%	58%

COVID-19 VACCINE

The amount of information Missourians have regarding vaccines is relatively high, but lower among less educated and lower income residents, as well as Republicans and those who are somewhat conservative. Note that there is a direct correlation between the amount of information Missourians have and the vaccination rates indicating the need to continue to educate those who have not been vaccinated on their safety.

% Vaccinated



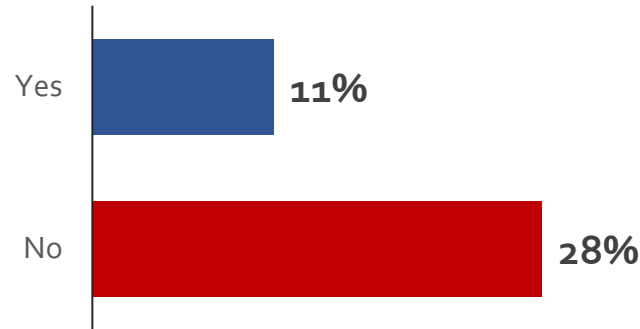
	Great Deal	Some	Not Too/None
Total	45%	33%	21%
Men 18-34	41%	30%	27%
Men 35-59	46%	30%	22%
Men 60+	53%	31%	13%
Women 18-34	34%	32%	33%
Women 35-59	44%	35%	21%
Women 60+	51%	36%	11%
White	46%	34%	19%
African Amer.	45%	24%	29%
White Evangelicals	38%	37%	24%
Republican	35%	40%	23%
Independent	41%	32%	25%
Democrat	63%	27%	9%
Ind. Men	42%	32%	24%
Ind. Women	40%	31%	27%
Liberal	57%	27%	16%
Moderate	51%	34%	15%
Somewhat Cons.	33%	39%	28%
Very Cons.	38%	31%	28%
Non-Coll. Grad	37%	35%	26%
College Grad.	56%	30%	12%
Under \$50K	41%	34%	24%
\$50K To \$100K	46%	33%	20%
Over \$100K	53%	29%	17%
Very Interested in News/Gov't/Politics	56%	27%	15%
Pre-J&J Announ.	47%	30%	22%
Post-J&J Announ.	42%	36%	21%

When it comes to COVID-19 vaccines, how much information do you believe you have regarding the safety and preventative effects of them?

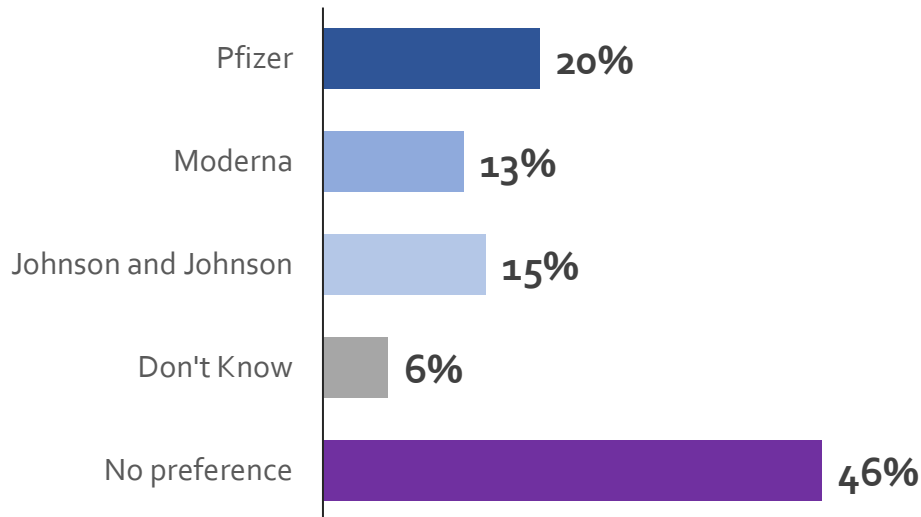
COVID-19 VACCINE PREFERENCE

Over a quarter of Missourians do not plan on getting vaccinated, but those who have yet to be vaccinated don't have an overwhelming preference in terms of which vaccine to get. Prior to Johnson and Johnson's announcement, 17% of those who haven't yet gotten the vaccine preferred J&J, compared to 13% after the announcement, but note this is a small sample size.

Do you plan on getting vaccinated? [Asked if NOT vaccinated, n=362]

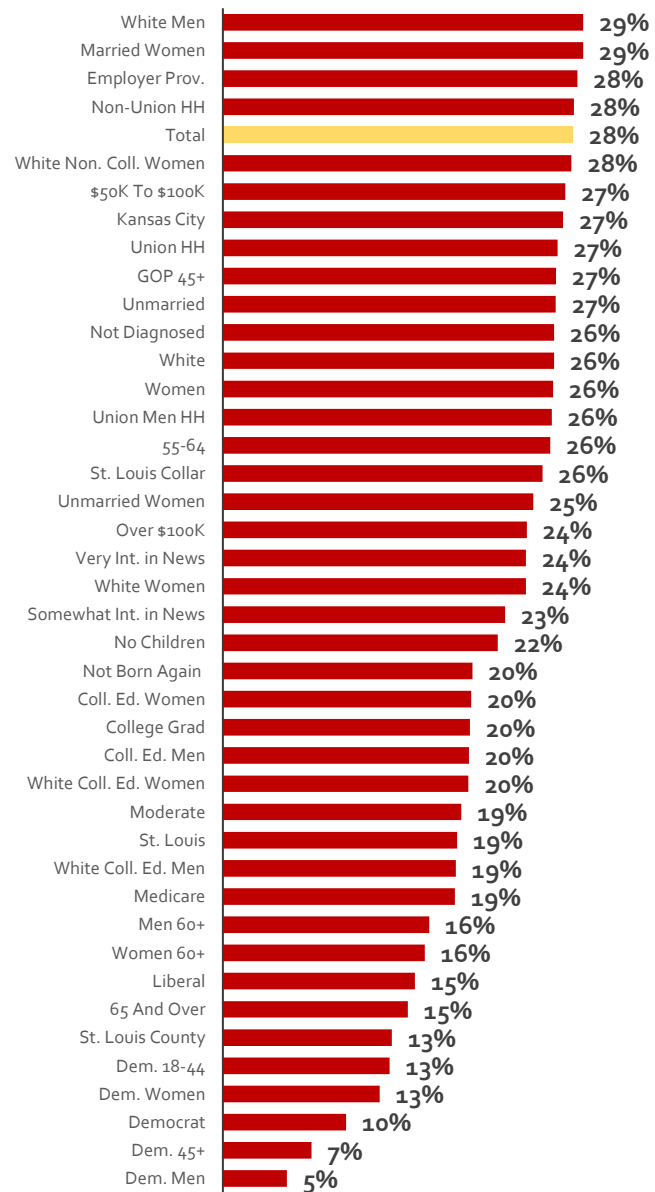
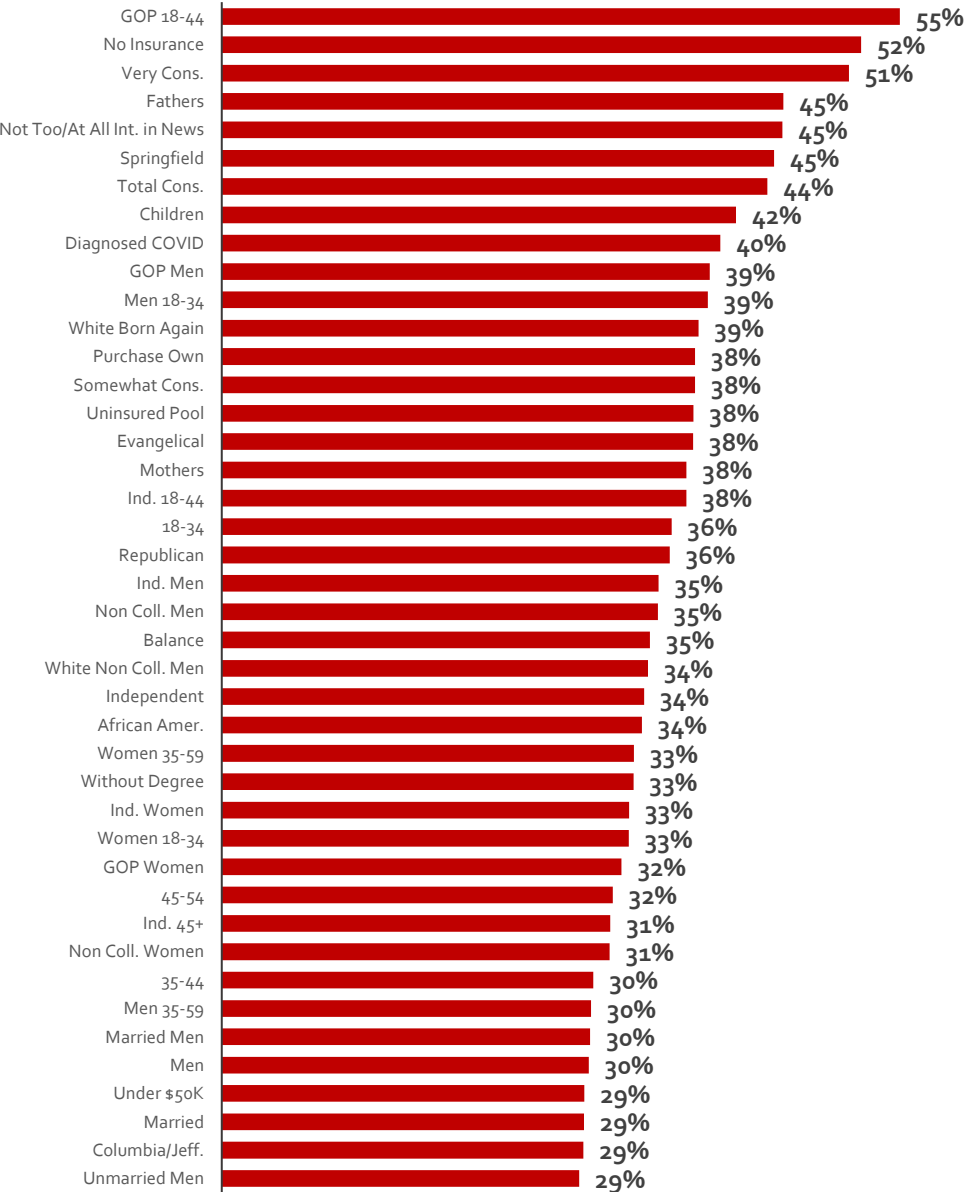


Do you prefer your vaccine to come from Pfizer, Moderna OR Johnson and Johnson, or do you not have a preference? [Asked if planning to get vaccinated, n=90]



DON'T PLAN TO RECEIVE COVID-19 VACCINE

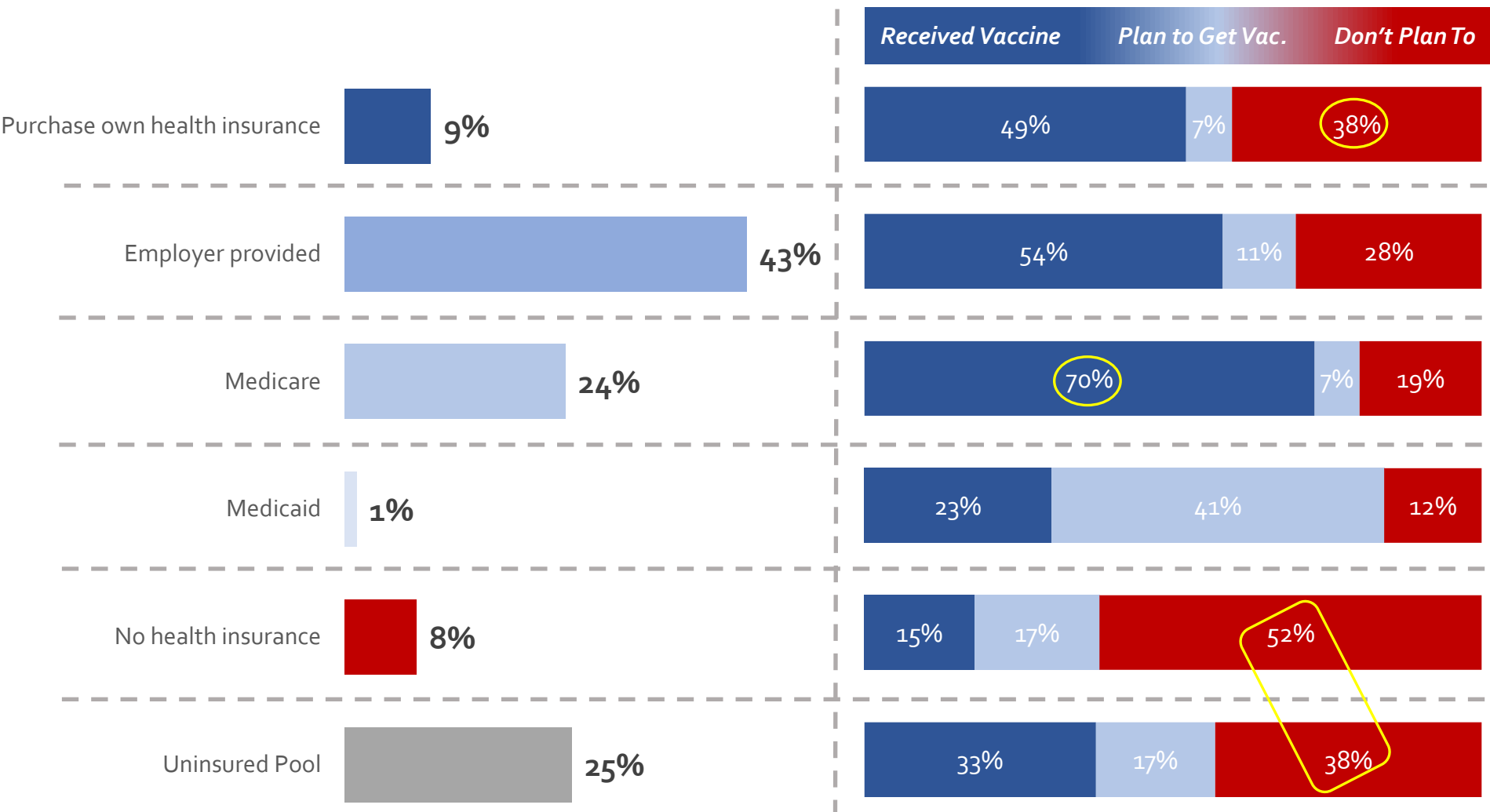
Those least likely to plan on getting the vaccine include younger residents, especially men, those who are more conservative, and those who are uninsured. Geographically, this vaccine hesitancy is greatest in the Springfield market. Interestingly, those who have already had COVID are less likely to plan on getting a vaccine than those who haven't.



HEALTH INSURANCE COVERAGE

Correlating with age, those who are on Medicare are the most likely to have received the vaccine. A majority of Missourians with employer provided coverage have received the vaccine while those who purchase their own are nearing a majority. The uninsured and those who purchase their own insurance are more likely to not plan on getting the vaccine.

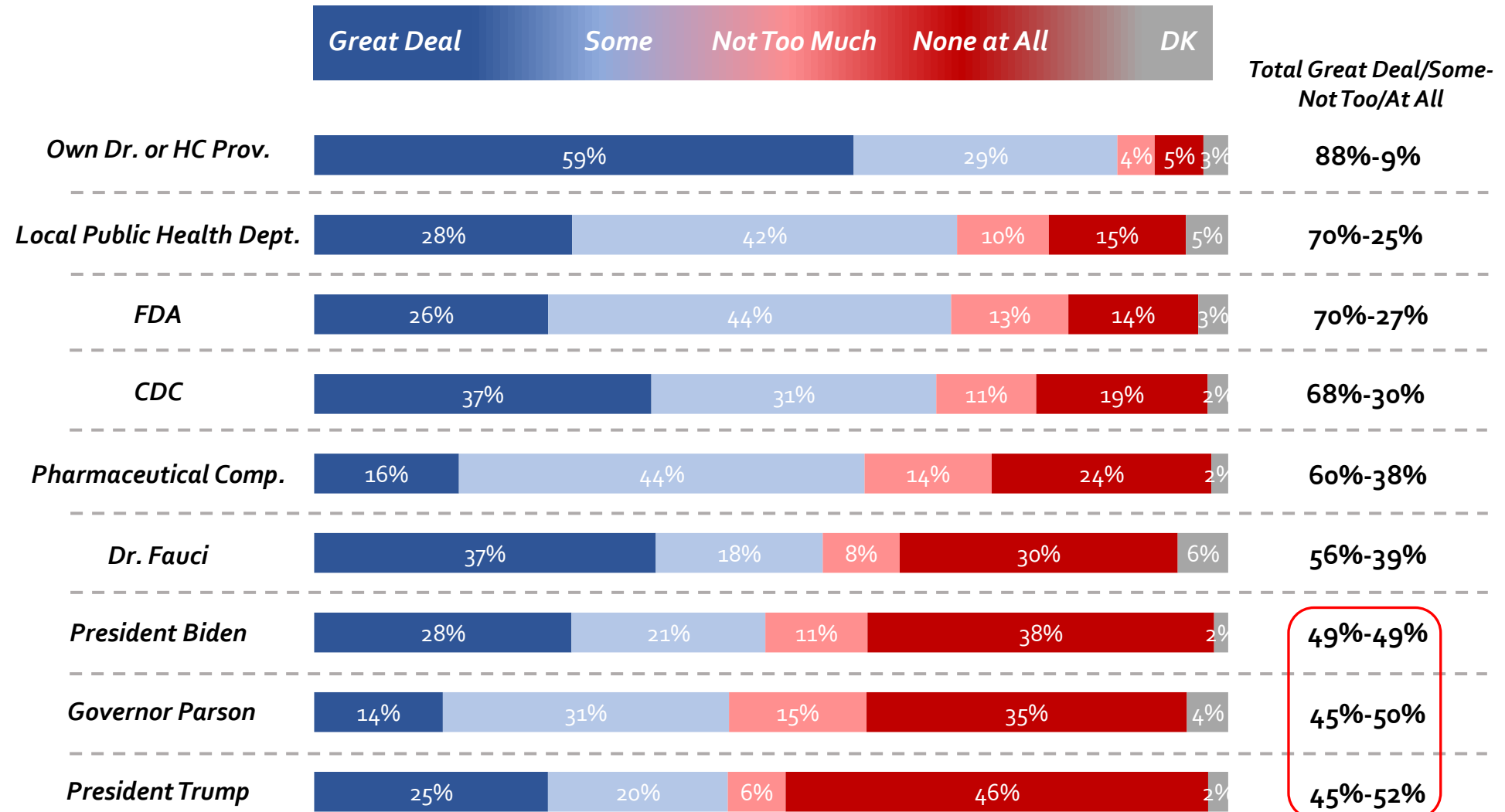
Are you currently covered by health insurance? [IF YES ASK: Do you purchase your own health insurance, do you get it from your employer or your spouse's employer, is it a government program like Medicare, Medicaid, health benefit programs for the military or the state exchange under the Affordable Care Act or is your health insurance paid for in some other manner?]



CONFIDENCE IN PEOPLE/ORGANIZATIONS INVOLVED WITH COVID

As previous research with voters has indicated, Missourians place the greatest trust in their own doctors and providers when it comes to the vaccine, while political figures of both parties are less helpful with residents overall.

I would now like to read you several people and organizations that are involved in the COVID-19 vaccine and have you tell me if you have a great deal, some, not too much or no trust and confidence at all in each when it comes to the vaccine.



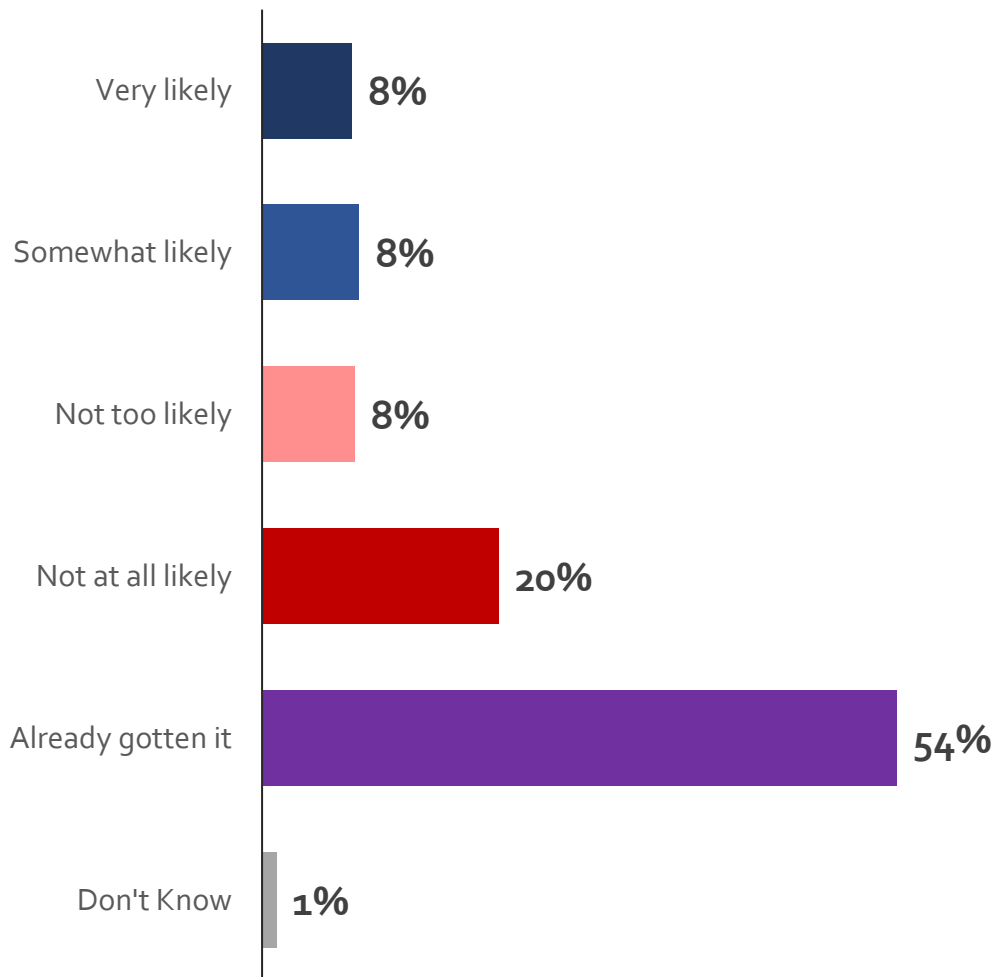
CONFIDENCE IN PEOPLE/ORGANIZATIONS INVOLVED WITH COVID – SUBGROUPS

While the Johnson & Johnson announcement did not immediately reduce trust and confidence with pharmaceutical companies, it did for Dr. Fauci and President Biden. Political figures aren't great messengers with adults overall, but they can be helpful with their respective partisan bases. Younger and Independent men have less trust in pharmaceutical companies, while Republicans and conservatives are more skeptical of Federal government agencies.

	Great Deal/Some Advantage								
	Own DR	Local Health Dept.	FDA	CDC	Pharma	Fauci	Biden	Parson	Trump
Total	+78%	+45%	+43%	+38%	+22%	+17%	+0%	-5%	-7%
Men 18-34	+57%	+38%	+34%	+33%	-15%	+11%	-7%	-31%	-25%
Men 35-59	+81%	+39%	+24%	+12%	+15%	-1%	-13%	+14%	+16%
Men 60+	+86%	+49%	+52%	+45%	+43%	+25%	-7%	+8%	+1%
Women 18-34	+69%	+40%	+46%	+44%	+17%	+25%	+16%	-13%	-30%
Women 35-59	+82%	+44%	+44%	+47%	+27%	+12%	-7%	-7%	-3%
Women 60+	+89%	+60%	+63%	+56%	+48%	+36%	+21%	-2%	-12%
White	+83%	+48%	+45%	+40%	+26%	+17%	-4%	-2%	-0%
African Amer.	+53%	+35%	+40%	+37%	+26%	+27%	+47%	-29%	-71%
White Evangelicals	+80%	+34%	+21%	+16%	+8%	-14%	-46%	+25%	+45%
Republican	+74%	+36%	+17%	+7%	+11%	-33%	-66%	+49%	+68%
Independent	+74%	+35%	+33%	+31%	+8%	+8%	-10%	-5%	-8%
Democrat	+90%	+72%	+87%	+84%	+61%	+83%	+86%	-63%	-87%
Ind. Men	+75%	+33%	+26%	+21%	-4%	+5%	-16%	-3%	-4%
Ind. Women	+73%	+38%	+41%	+40%	+20%	+11%	-3%	-7%	-12%
Liberal	+81%	+56%	+73%	+68%	+43%	+64%	+61%	-62%	-66%
Moderate	+83%	+67%	+62%	+64%	+34%	+43%	+26%	-9%	-32%
Somewhat Cons.	+76%	+35%	+18%	+8%	+18%	-22%	-46%	+35%	+37%
Very Cons.	+84%	+3%	-9%	-26%	-13%	-59%	-86%	+45%	+84%
Non-Coll. Grad	+70%	+38%	+31%	+29%	+10%	+5%	-15%	-2%	+1%
College Grad.	+91%	+57%	+63%	+53%	+43%	+37%	+25%	-10%	-22%
Under \$50K	+76%	+50%	+41%	+42%	+21%	+24%	-1%	+1%	-8%
\$50K To \$100K	+81%	+50%	+52%	+40%	+23%	+20%	+6%	-10%	-10%
Over \$100K	+87%	+37%	+49%	+39%	+40%	+14%	+1%	-5%	-2%
Very Interested in News/Gov't/Politics	+87%	+44%	+47%	+38%	+33%	+20%	+8%	-9%	-10%
Pre-J&J Announ.	+79%	+45%	+43%	+41%	+22%	+22%	+5%	-7%	-9%
Post-J&J Announ.	+77%	+45%	+42%	+34%	+23%	+11%	-5%	-2%	-6%

LIKELIHOOD OF GETTING COVID-19 VACCINE

Even after hearing that the vaccine has been scientifically proven to be safe and effective, there are substantial reservations among those who haven't yet gotten it. This is highest among white Evangelicals and those who are very conservative. It is also higher among African Americans than whites.

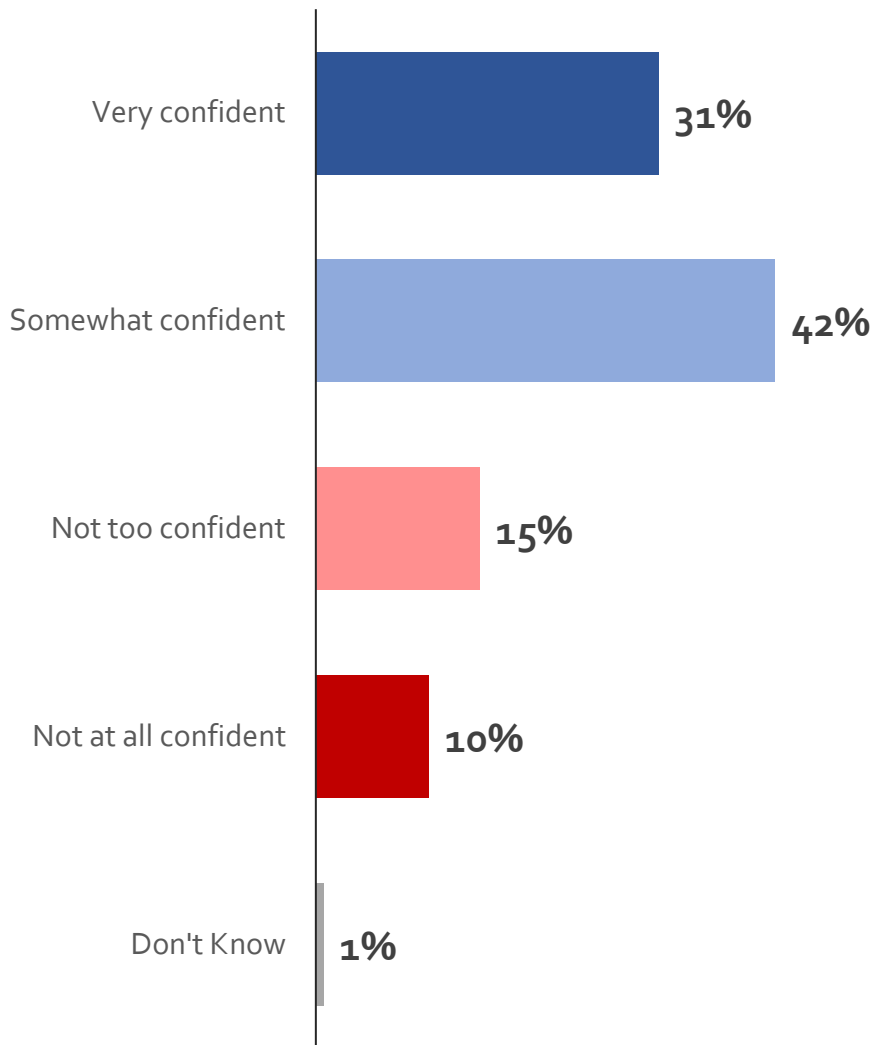


	Very	Somewhat	Not Too/ At All
Total	8%	8%	28%
Men 18-34	7%	14%	39%
Men 35-59	9%	7%	32%
Men 60+	10%	7%	17%
Women 18-34	4%	12%	34%
Women 35-59	12%	7%	31%
Women 60+	4%	4%	15%
White	8%	7%	26%
African Amer.	9%	15%	33%
White Evangelicals	9%	8%	38%
Republican	5%	8%	36%
Independent	8%	10%	34%
Democrat	10%	6%	10%
Ind. Men	10%	10%	36%
Ind. Women	6%	9%	31%
Liberal	7%	6%	14%
Moderate	10%	10%	20%
Somewhat Cons.	4%	8%	36%
Very Cons.	4%	6%	51%
Non-Coll. Grad	9%	11%	33%
College Grad.	5%	4%	20%
Under \$50K	10%	11%	29%
\$50K To \$100K	7%	7%	28%
Over \$100K	6%	8%	22%
Very Interested in News/Gov't/Politics	6%	5%	24%
Pre-J&J Announ.	7%	9%	26%
Post-J&J Announ.	8%	7%	30%

As you may know, the COVID-19 vaccine has been determined to be safe and effective by scientists and the FDA. Knowing this, how likely will you be to get the vaccine when it becomes available to you?

CONFIDENCE IN VACCINE DISTRIBUTION

Missourians are generally confident that the vaccine will be distributed fairly, but concerns are higher among younger men, African Americans, Democrats and liberals.



	Very	Somewhat	Not Too/ At All
Total	31%	42%	25%
Men 18-34	23%	39%	37%
Men 35-59	39%	38%	22%
Men 60+	31%	46%	22%
Women 18-34	22%	51%	26%
Women 35-59	33%	42%	24%
Women 60+	37%	40%	22%
White	33%	43%	23%
African Amer.	18%	46%	36%
White Evangelicals	40%	47%	13%
Republican	48%	38%	12%
Independent	30%	45%	25%
Democrat	17%	43%	40%
Ind. Men	30%	43%	25%
Ind. Women	29%	48%	24%
Liberal	17%	45%	38%
Moderate	30%	44%	26%
Somewhat Cons.	41%	42%	15%
Very Cons.	47%	34%	18%
Non-Coll. Grad	34%	41%	25%
College Grad.	28%	43%	27%
Under \$50K	29%	46%	24%
\$50K To \$100K	33%	39%	28%
Over \$100K	34%	40%	25%
Very Interested in News/Gov't/Politics	31%	40%	29%
Pre-J&J Announ.	31%	41%	28%
Post-J&J Announ.	32%	44%	23%

COVID STATEMENTS

Those who do not plan on getting vaccinated are much more difficult to convince than residents as a whole, but the two strongest statements with them focus on the vaccine being free and that the speed of approval was due to less red tape. Among residents overall, the strongest statement focuses on the vaccine being nearly 100% effective.

I would now like to read you several statements regarding the COVID-19 vaccine and have you tell me if each is a very important, somewhat important, not too important or not at all important reason to get the vaccine.

	Total Important - Not Important	Very Important	
		Total	Don't Plan to get Vaccine
There is no cost to get the COVID-19 vaccine.	75% - 23%	58%	24%
The main reason the COVID-19 vaccines were approved so quickly is because red tape that is usually part of the development process was removed, not because corners were cut.	77% - 19%	46%	24%
Although the COVID-19 vaccines themselves are new, scientists have been working on the technology used in these vaccines for 20 years.	79% - 19%	55%	22%
While the long-term effects of the vaccine may be unknown, the long-term effects of COVID-19 could be worse.	78% - 21%	52%	22%
The vaccines are nearly 100% effective at preventing hospitalization and death from COVID-19.	81% - 16%	60%	21%
More than 100,000 people from diverse backgrounds and ethnicities participated in the vaccine trials.	77% - 20%	54%	21%
Even though most people who die from COVID-19 are older or have other health conditions, some young and healthy people have also been hospitalized and died from COVID-19.	80% - 18%	52%	20%
The vast majority of doctors who have been offered the vaccine have taken it.	75% - 23%	49%	15%

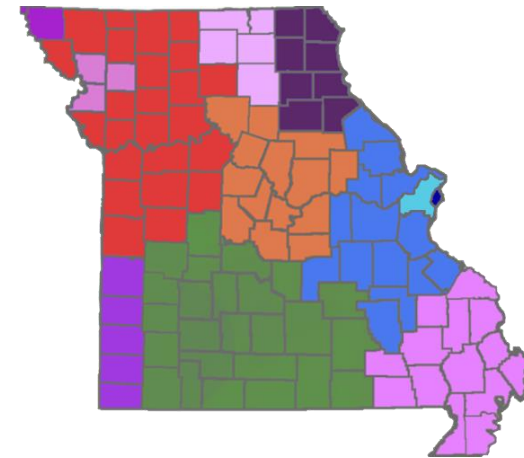
COVID STATEMENTS – RANKED BY VERY IMPORTANT

	Total	African American	White Evangelical	No Insurance/Medicaid	Very Conservative
1	The vaccines are nearly 100% effective 60%	The vaccines are nearly 100% effective 65%	There is no cost to get it 53%	There is no cost to get it 53%	Approved quickly because cut red tape 44%
2	There is no cost to get it 58%	There is no cost to get it 63%	The vaccines are nearly 100% effective 52%	Although new, scientists have been working on tech for 20 years 46%	There is no cost to get it 40%
3	Although new, scientists have been working on tech for 20 years 55%	Long-term effects of COVID-19 could be worse 61%	Although new, scientists have been working on tech for 20 years 48%	The vaccines are nearly 100% effective 44%	The vaccines are nearly 100% effective 38%
4	More than 100K participated in trials 54%	Some young and healthy people have also gotten COVID 60%	Approved quickly because cut red tape 47%	Some young and healthy people have also gotten COVID 42%	More than 100K participated in trials 37%
5	Some young and healthy people have also gotten COVID 52%	Although new, scientists have been working on tech for 20 years 52%	Some young and healthy people have also gotten COVID 46%	More than 100K participated in trials 38%	Although new, scientists have been working on tech for 20 years 35%
6	Long-term effects of COVID-19 could be worse 52%	The vast majority of doctors have taken it 48%	More than 100K participated in trials 45%	Approved quickly because cut red tape 37%	The vast majority of doctors have taken it 34%
7	The vast majority of doctors have taken it 49%	Approved quickly because cut red tape 47%	The vast majority of doctors have taken it 43%	The vast majority of doctors have taken it 36%	Long-term effects of COVID-19 could be worse 34%
8	Approved quickly because cut red tape 46%	More than 100K participated in trials 45%	Long-term effects of COVID-19 could be worse 41%	Long-term effects of COVID-19 could be worse 32%	Some young and healthy people have also gotten COVID 33%

KEY MEASUREMENTS BY GEOGRAPHY

Self-reported diagnoses are highest in the Columbia-Jeff. DMA and STL City. Concern for catching COVID is highest in the St. Louis market, especially the more populous City and County which is where residents also say they have the most information about the vaccine. Concern is lowest in the more conservative areas of the Springfield market and the balance, and these residents are less likely to self-report getting the vaccine or plan on getting it. Springfield residents are the most likely to be very/somewhat confident in the fairness of distribution for the vaccine, while those in STL have the lowest confidence.

	% of Adults	Diagnosed		Concern of Catching COVID		Information One Has Regarding the Vaccine		
		Yes	No	Very / Somewhat	Not Too / At All	Great Deal	Some	Not Too/None
Total		11%	89%	45%	54%	45%	33%	21%
St. Louis	38%	9%	91%	55%	44%	48%	32%	18%
Kansas City	24%	13%	86%	42%	56%	44%	34%	22%
Columbia/Jeff.	8%	15%	85%	44%	55%	41%	33%	25%
Springfield	16%	9%	91%	33%	67%	44%	28%	25%
Balance	14%	12%	88%	36%	64%	39%	37%	22%
St. Louis County	16%	7%	93%	55%	44%	50%	32%	16%
St. Louis City	5%	16%	81%	74%	23%	58%	14%	28%
St. Louis Collar	17%	8%	91%	49%	50%	44%	37%	16%



	Received Vaccine		Plan On Getting It		If Already Received, Which Vaccine				Confidence in Fair Vaccine Distribution		
	Yes	No	Yes	No	Pfizer	Moderna	J&J	Don't Know	Very	Somewhat	Not Too/ Not at All
Total	54%	45%	11%	28%	24%	23%	4%	2%	31%	42%	25%
St. Louis	60%	39%	13%	19%	29%	23%	5%	2%	23%	43%	34%
Kansas City	58%	42%	9%	27%	30%	21%	5%	1%	33%	40%	25%
Columbia/Jeff.	58%	42%	7%	29%	27%	22%	6%	3%	42%	31%	26%
Springfield	40%	58%	11%	45%	13%	22%	3%	1%	43%	46%	10%
Balance	45%	55%	14%	35%	14%	25%	3%	3%	33%	45%	20%
St. Louis County	62%	37%	15%	13%	34%	23%	2%	3%	20%	41%	40%
St. Louis City	59%	38%	22%	12%	29%	20%	7%	2%	15%	42%	43%
St. Louis Collar	58%	40%	8%	26%	25%	24%	6%	2%	27%	46%	26%

Conclusions & Recommendations

1. Missourians are being vaccinated at a rapid rate. However, there is a sizeable portion of the population who will be very difficult to convince to become vaccinated. As seen nationally, African Americans and white Evangelicals are less likely to be vaccinated, but the bigger problem here is that very conservative residents and younger Republicans are very resistant to getting the vaccine. Geographically, this vaccine hesitancy is greatest in the Springfield market.
2. Unfortunately, like most things COVID-related, the vaccine has become a politicized issue. The fact that concern is higher about getting COVID among those who have been vaccinated than among those who haven't indicates how difficult it will be to get many of these remaining Missourians vaccinated.
3. Those who are uninsured or on Medicaid are also less likely to have been vaccinated. This is a group that needs to be educated that the vaccines are provided free of charge. Beyond ensuring this is well known, it is important to tout the safety and effectiveness of the vaccine. In particular, that it was brought to market so quickly due to red tape, not scientific studies being cut. More broadly, it is important to promote the fact that the vaccines are nearly 100% effective.
4. Ultimately, the more information residents have regarding the vaccine, the more likely they are to be vaccinated. This information is best communicated by providers, especially their primary care physicians.

Contact Information

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