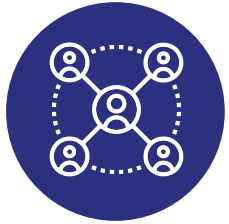


Public Awareness of Long COVID & Motivation to Get Vaccinated

Quantitative Research



Background



Objectives

Assess public awareness and understanding of the long-term effects of COVID-19 and receptivity to potential messages and an outreach strategy encouraging people to get vaccinated to prevent long COVID.

All statistical testing is performed at the 95% confidence interval. The overall margin of error is +/-3% and increases for subgroups.

Note: some numbers do not match the cross tabs due to minor rounding adjustments.



Methodology

We fielded 17 questions in an omnibus survey among a nationally representative sample of 1,973 American adults (18+ years) from May 21, 2021 - June 10, 2021.

Practical difficulties in conducting surveys can introduce error or bias in polls, such as but not limited to question wording, self-reported data and timing of field.

Executive Summary





Executive Summary

1

Nearly 40% of Americans report that they are not vaccinated.

Unvaccinated Americans tend to:

- be ages 18-29
- be female
- have a household income under \$50K
- have an education less than college
- be Republican or Independent
- live in the Midwest or South and/or a rural community
- be African American

2

Of those who are unvaccinated, **84% are vaccine hesitant, including 41% who say they will definitely not get the vaccine** – mainly driven by Republicans and Independents, as well as those who live in the Midwest, South and rural areas.

3

More than 30% of Americans are unaware of long COVID, including 39% of the vaccine hesitant group. Among those who are aware, **39% are not concerned** about it. After reading a description of the condition, **39% of all Americans remain unconcerned.**

4

Half of vaccine-hesitant Americans believe the message that “Getting the COVID-19 vaccine is the best way to prevent COVID-19 and its potential long-term complications”. The other half who do not believe this message primarily indicate that there is **still too much unknown about the vaccine.**

5

Video testimonials from people suffering from long COVID significantly raise concern and prompt greater willingness to consider vaccination. 64% of Americans become more concerned and 39% of those unvaccinated, including 31% who are vaccine hesitant, are motivated to consider getting the vaccine. The testimonials are most effective among 18- to 29-year-olds, Hispanics and urbanites.

Detailed Findings

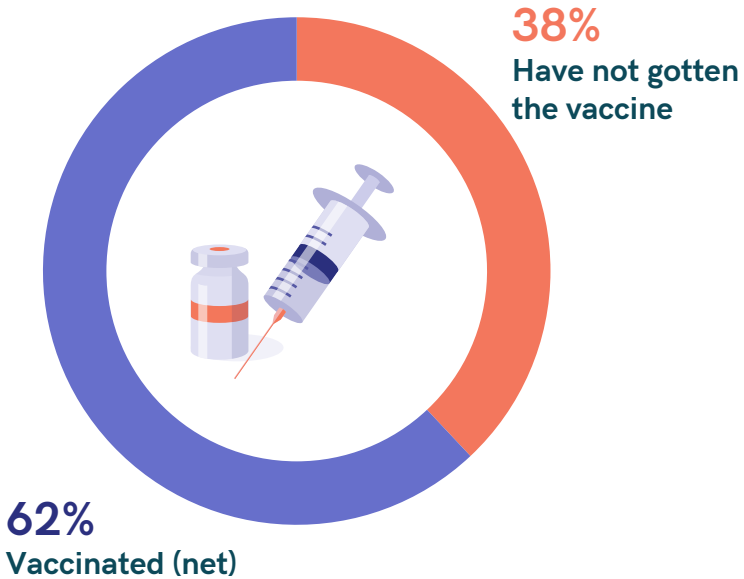


Vaccination Status and Long COVID Awareness

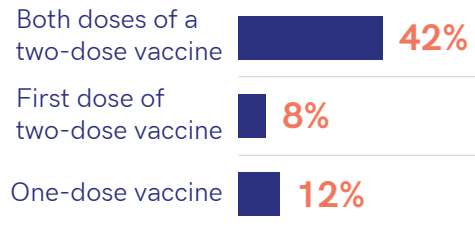


Nearly 40% of Americans report that they are not vaccinated.

Vaccination Status



COVID-19 VACCINATION



Those who are UNVACCINATED tend to...

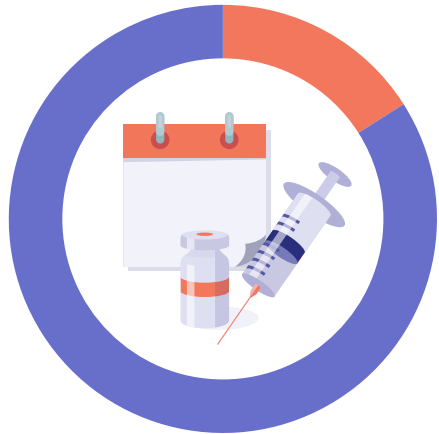
be YOUNGER	49% 18-29 yrs. old	44% 30-49 yrs. old	37% 50-64 yrs. old	12% 65+ yrs. old
be FEMALE	43% Female	32% Male		
live in a RURAL community	53% Rural	34% Suburban	34% Urban	
have a household income UNDER \$50K	49% Under \$50K	26% \$50K or More		
have an education LESS THAN COLLEGE	54% No College	31% College or More		
be REPUBLICAN or INDEPENDENT	45% Independent	41% Republican	26% Democrat	
be AFRICAN AMERICAN	45% African American	39% Hispanic	37% Caucasian	

Q1. Have you yourself received the COVID-19 vaccine, or not? N=1,973

Among those who are currently unvaccinated, 84% are vaccine hesitant, including 41% who state they definitely will not get the vaccine.

Vaccination Intention

Of those not vaccinated



16% Get the vaccine as soon as I can

84% Vaccine hesitant (net)

41% Definitely will not get the vaccine

20% Wait until it has been available for a while to see how it is working for other people

11% Only get the vaccine if I am required to do so for work, school or other activities

12% Don't know

Those who state they definitely will not get the vaccine tend to...

be **REPUBLICANS** **55%** **43%** **25%**
or **INDEPENDENTS** Republican Independent Democrat

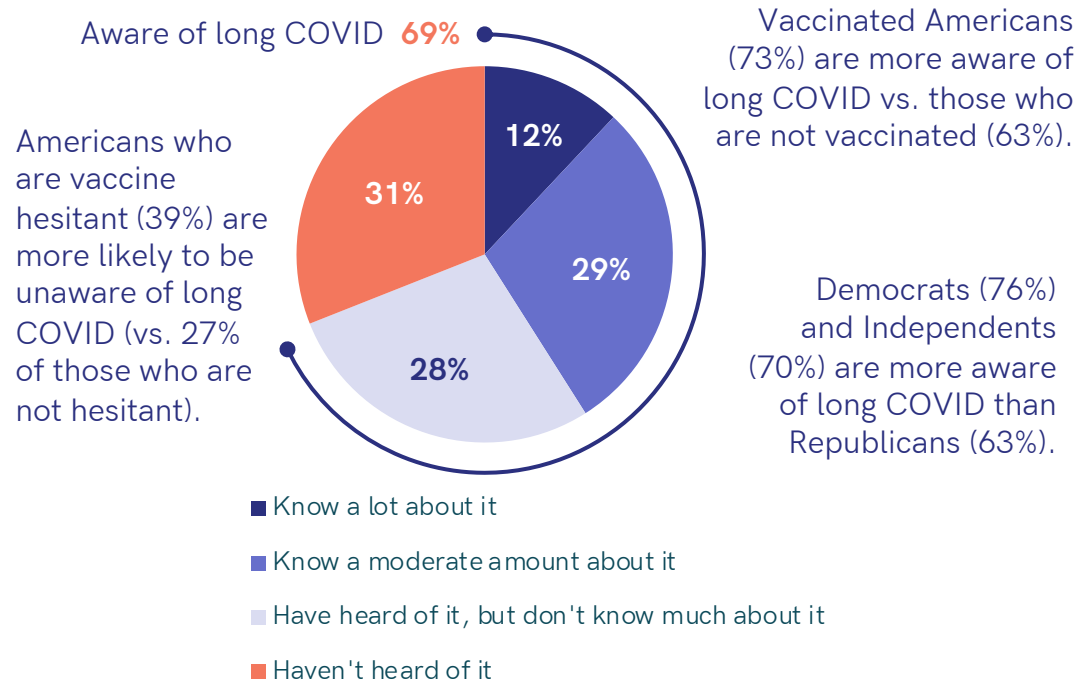
live in **RURAL** **54%** **37%** **32%**
communities Rural Suburban Urban

live in the **MIDWEST** or **46%** **43%** **35%** **34%**
SOUTH Midwest South West Northeast

Q2. Regarding the COVID-19 vaccine, what do you plan to do? Base: Not vaccinated N=732

More than 30% of Americans are unaware of long COVID. 61% of those aware are concerned about long COVID.

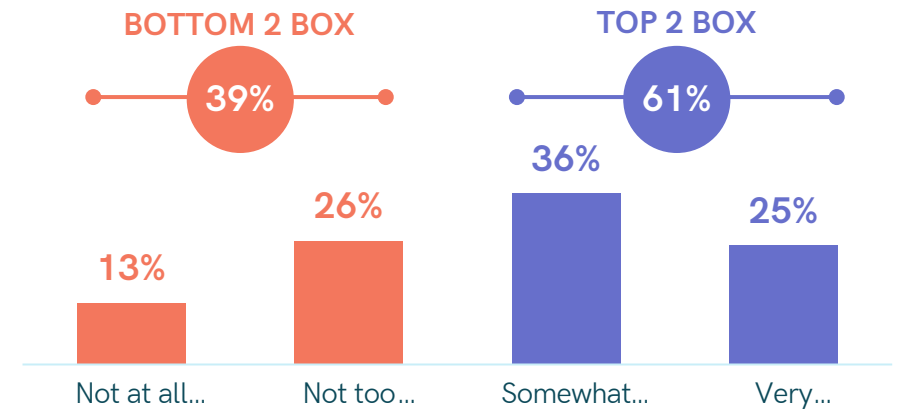
Long COVID Awareness



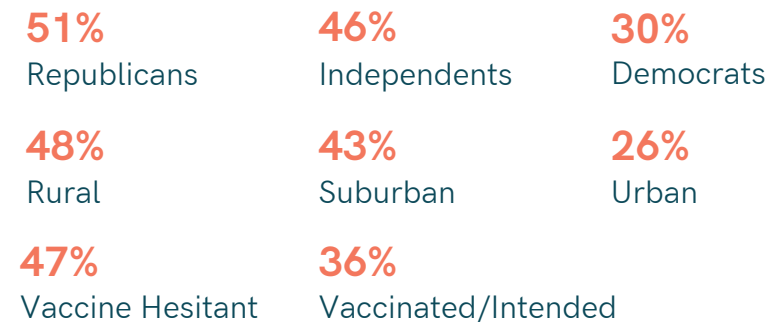
Q3. Many people who have had COVID-19 are suffering from persistent health problems. They are often referred to as "COVID long haulers" and have a condition called COVID-19 syndrome or "long COVID." How familiar are you with long COVID? N=1,973
 Q4. Based on what you know, how concerned are you, personally, about long COVID?
 Base: Aware of long COVID N=1,362

Long COVID Concern (Unaided)

Of those aware of long COVID

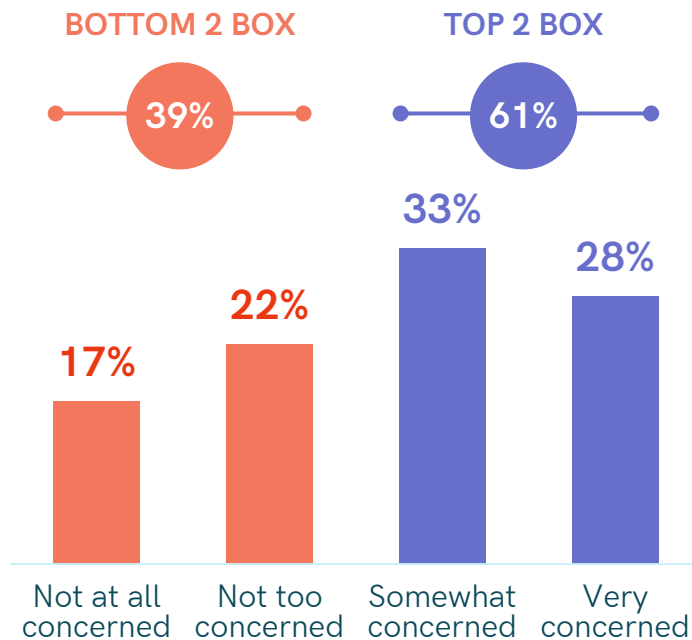


Bottom 2 Box Concern



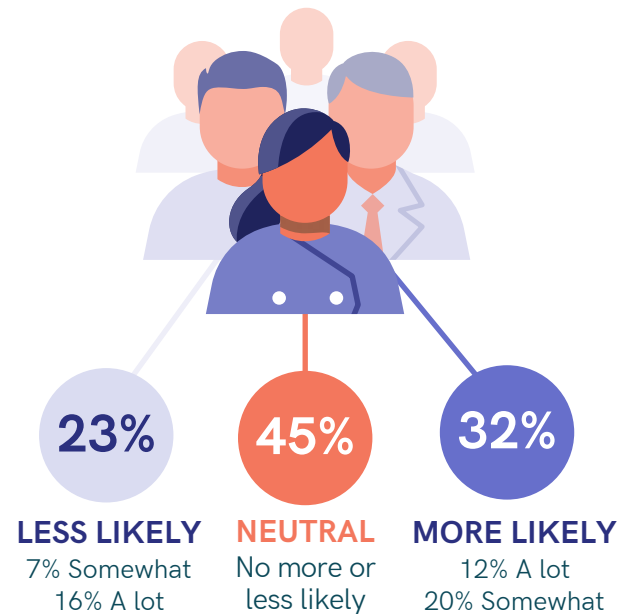
When aided with a definition, levels of concern remain steady; and a third of unvaccinated Americans are more likely to consider vaccination.

Long COVID Concern (Aided)



Impact of long COVID definition on likelihood to consider vaccine

Of those not vaccinated



After reading the long COVID definition, of those who are unvaccinated:

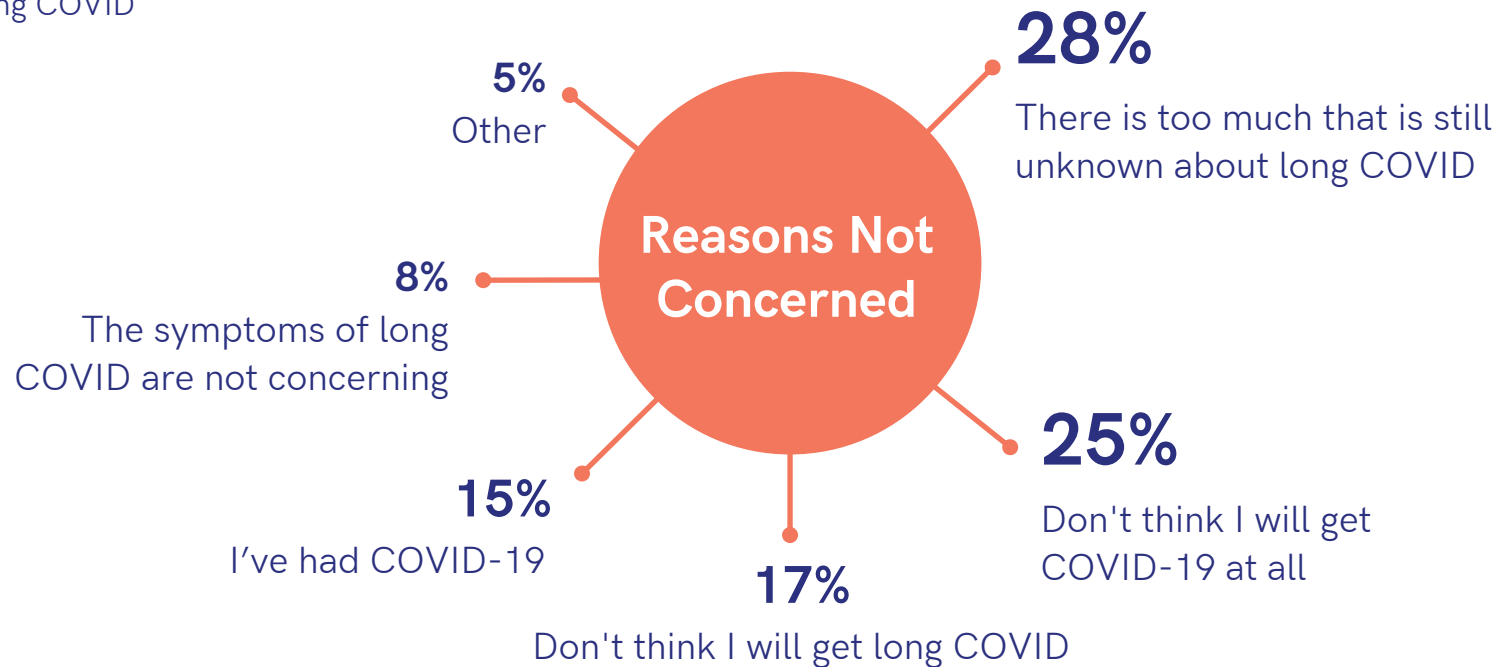
- **Democrats** (46%) are more likely to consider getting vaccinated (vs. 19% of Republicans and 30% of Independents)
- **Hispanics** (42%) are more likely to consider getting a vaccine (vs. 34% of African Americans and 29% of Caucasians)
- **Urban residents** (41%) are more likely to consider vaccination than suburban (30%) and rural residents (27%)

Q5. For COVID long-haulers, persistent symptoms often include: [symptoms listed in bullet points]. Long COVID affects people of all ages, races and ethnicities across the United States. Because COVID-19 is a new disease, little is understood about how common, lasting and severe these effects will be, or about how to treat them. Based on the information above, how concerned are you, personally, about long COVID? N=1,973

Q6. Select an answer that best fills in the blank for the statement below. The above information makes me _____ to consider getting the COVID-19 vaccination. Base: Not vaccinated N=732

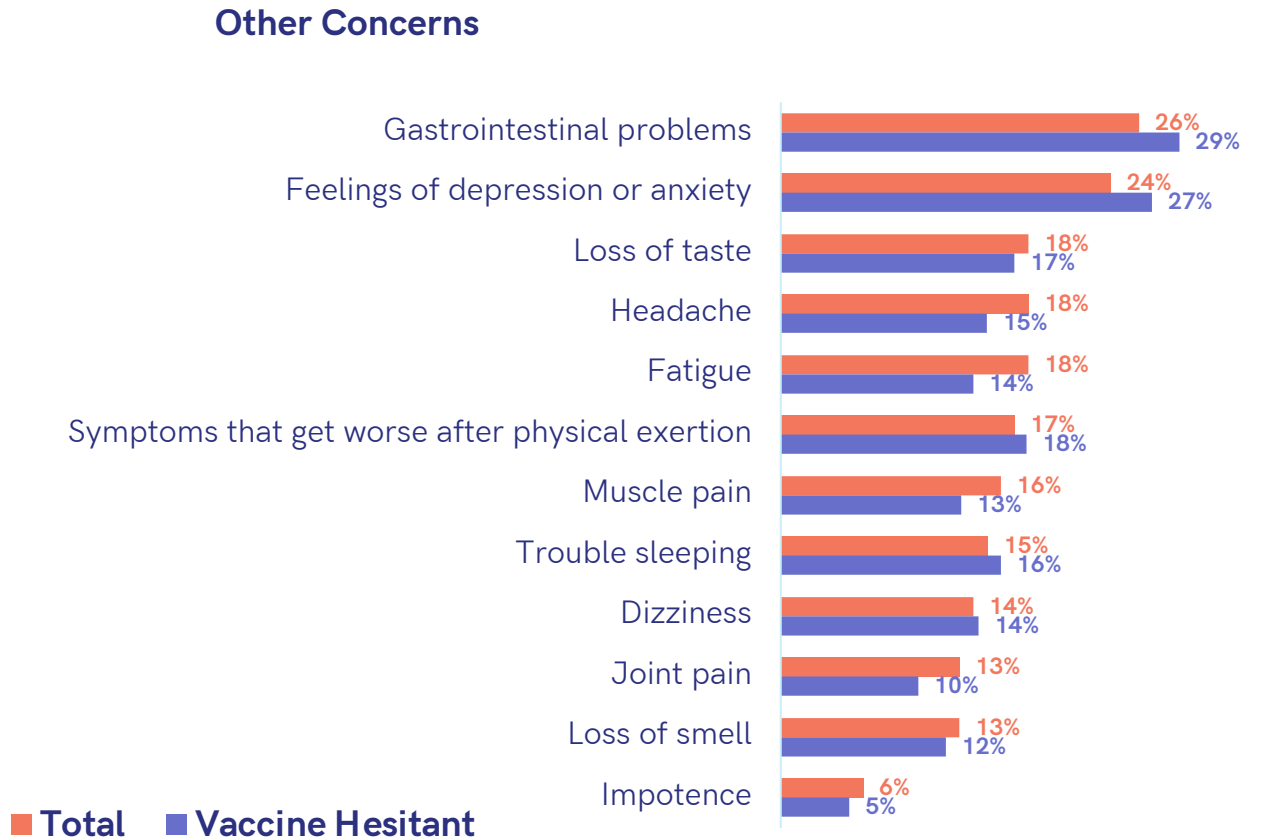
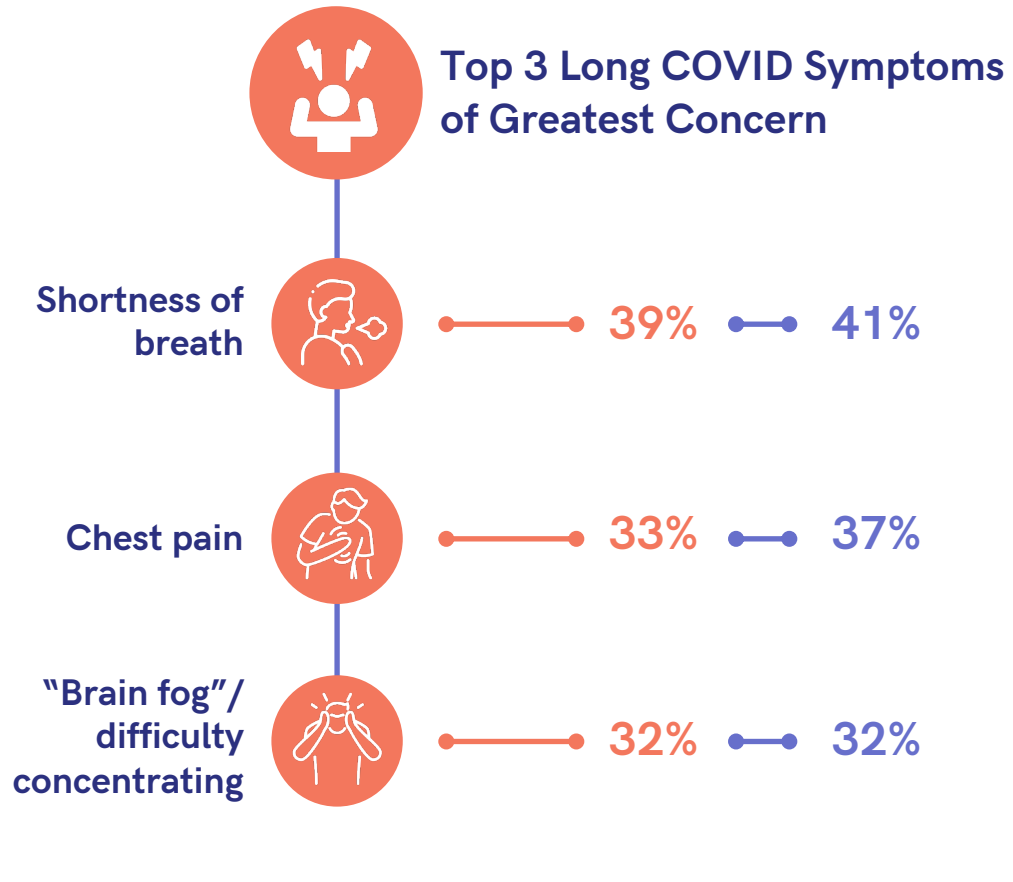
Among those who are unvaccinated and unconcerned about long COVID, roughly a quarter indicate that there is too much still unknown about long COVID or that they don't think they will get COVID at all.

Of those who are unvaccinated and not concerned about long COVID



Q7. Which, if any, of the following reasons best describe why you are not concerned about long COVID? [Single select] Base: Unvaccinated and not too/not at all concerned about long COVID N=160; only fielded from June 8-10, 2021.

Shortness of breath, chest pain and brain fog are the most concerning potential consequences of long COVID.



Q8. Of all the potential consequences of getting long COVID, which THREE are of greatest concern to you? *Multiple Select* Base: Very/somewhat concerned about long COVID N=1,186

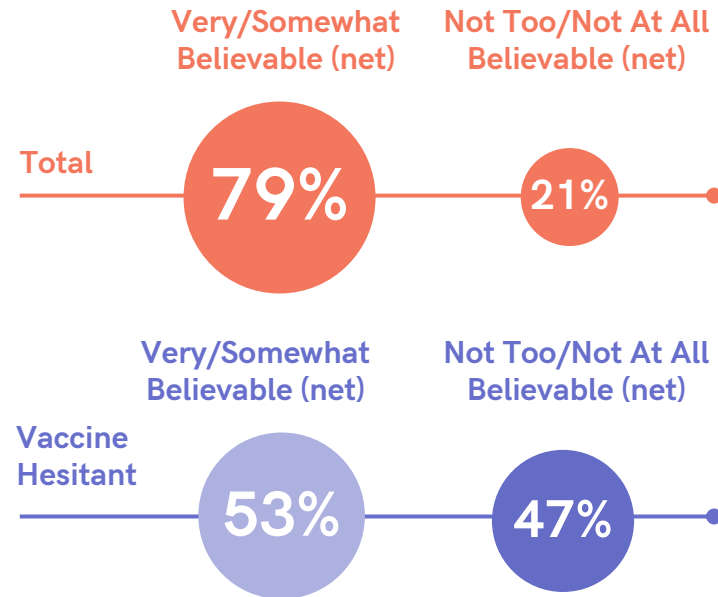
Message Evaluation



More than half of those who are vaccine hesitant find this message believable. Disbelief primarily is due to perceived lack of knowledge about the vaccine, as well as distrust that the vaccine is safe or effective.

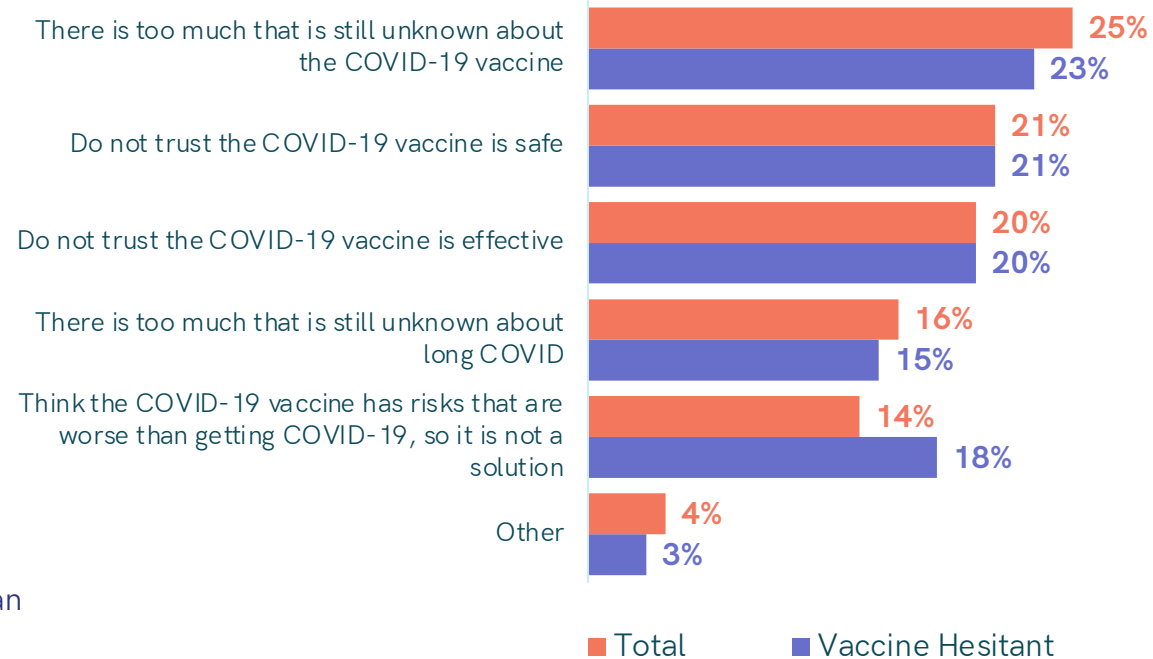
Getting the COVID-19 vaccine is the best way to prevent COVID-19 and its potential long-term complications.

Message Believability



Republicans (30%) and Independents (26%) are more likely than Democrats (11%) to find this message not believable.

Reasons Not Believable



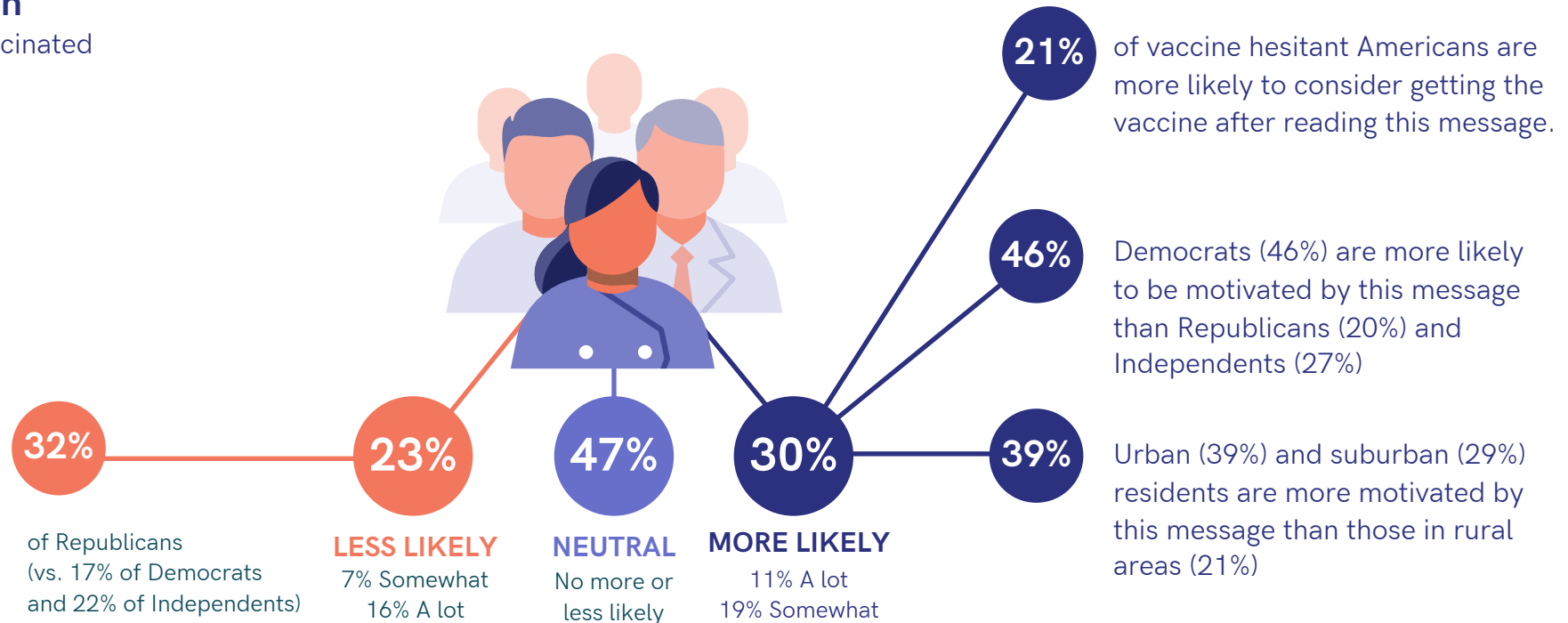
Q9. How believable is this message? N=1,973; Q10. Which, if any, of the following reasons *best* describe why the above message is not believable? Base: Answering "best way message" is not too/not at all believable N=211; only fielded June 8-10, 2021.

30% of unvaccinated Americans are more likely to consider vaccination based on this message.

Getting the COVID-19 vaccine is the best way to prevent COVID-19 and its potential long-term complications.

Message Motivation

Of those who are not vaccinated

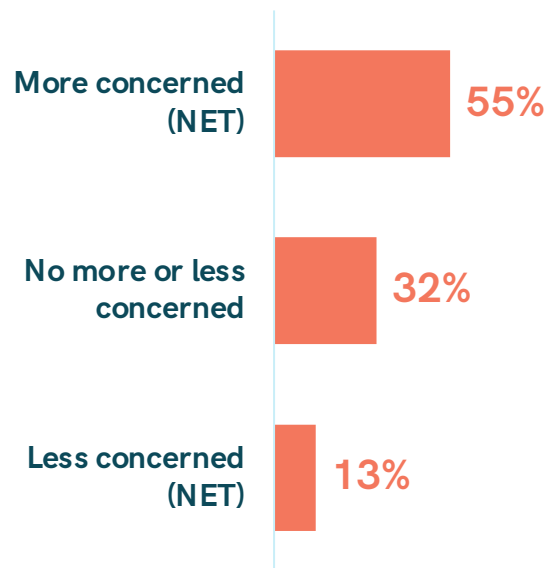


Q11. Select an answer that best fills in the blank for the statement below. The above message makes me ____ to consider getting the COVID-19 vaccination. Base: Not vaccinated N=732

This message makes 55% of Americans more concerned about long COVID and motivates 35% of those unvaccinated to consider getting the vaccine.

In a large study of people with lasting symptoms of COVID-19, more than half had symptoms six months after being diagnosed. And nearly half of those with at least six months of symptoms had not been able to return to pre-COVID levels of work due to their symptoms.

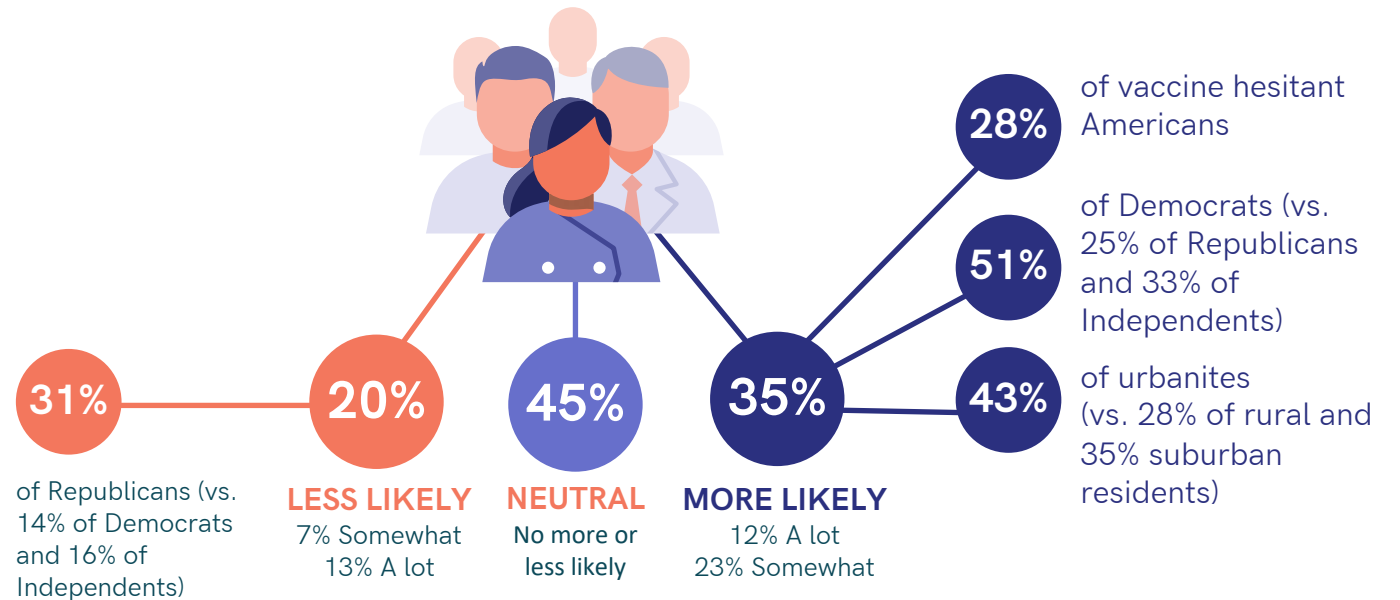
Message Impact on Long COVID Concern



Q12. Select an answer that best fills in the blank for the statement below. The above message makes me ____ about long COVID. N=1,973

Message Motivation

Of those who are not vaccinated

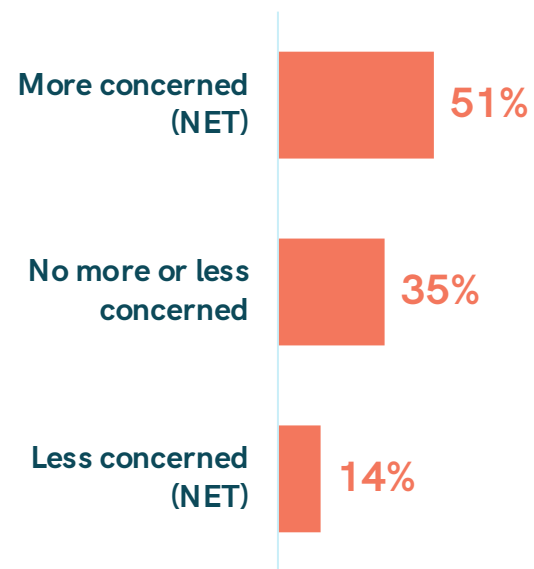


Q13. Select an answer that best fills in the blank for the statement below. The above message makes me ____ to consider getting the COVID-19 vaccination. Base: Not vaccinated N=732

After reading this message, more than half of Americans show greater concern about long COVID. A third of those unvaccinated are motivated to consider vaccination.

Older age is a risk factor for severe COVID-19, but most people who develop long COVID are younger, between the ages of 20-50. The risk of developing long COVID does not appear to be linked to the severity of the initial COVID-19 illness. People with mild COVID-19, even without initial symptoms, can develop lasting symptoms.

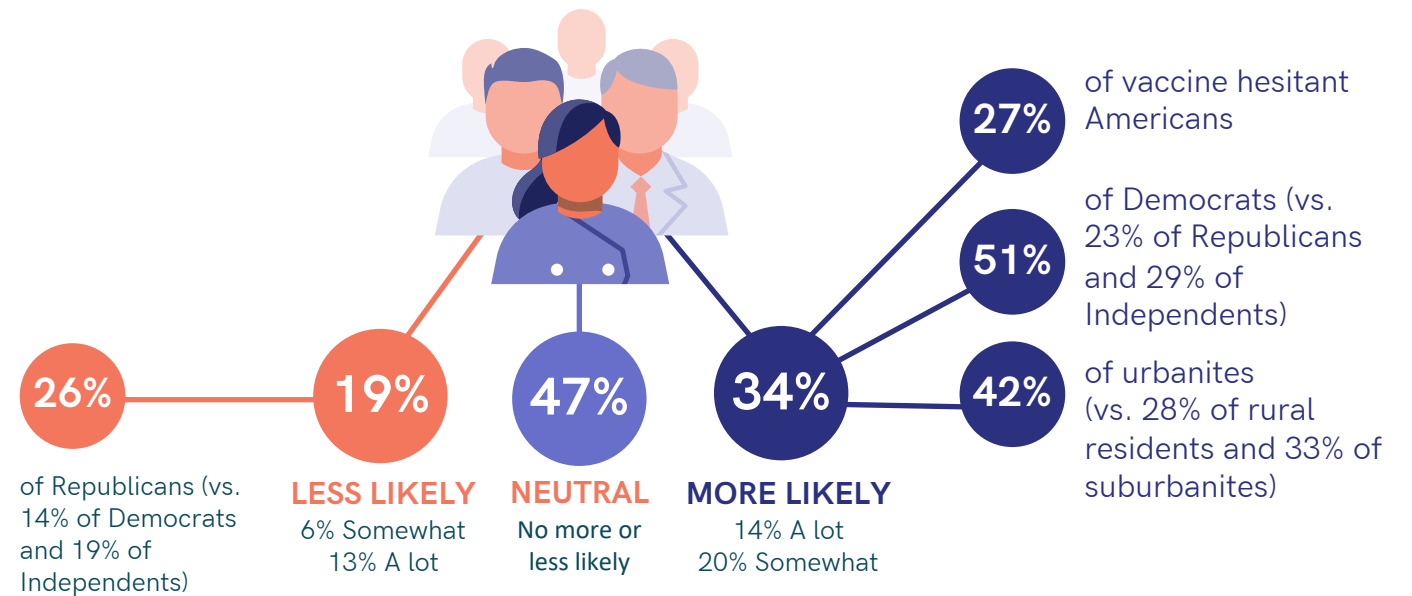
Message Impact on Long COVID Concern



Q14. Select an answer that best fills in the blank for the statement below. The above message makes me ____ about long COVID. N=1,973

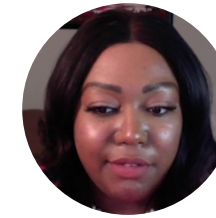
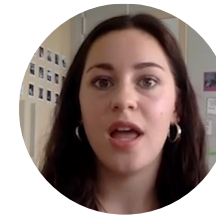
Message Motivation

Of those who are not vaccinated

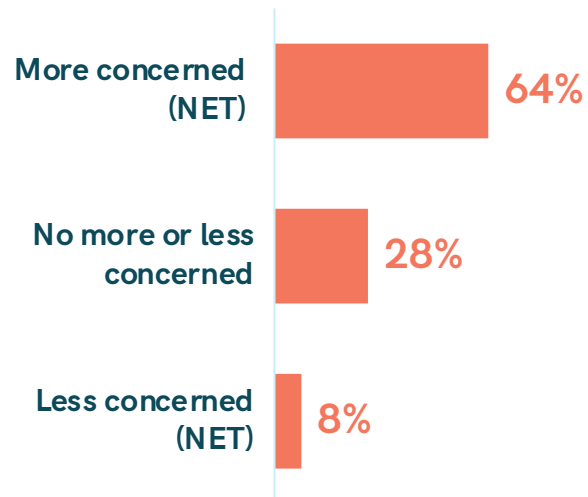


Q15. Select an answer that best fills in the blank for the statement below. The above message makes me ____ to consider getting the COVID-19 vaccination. Base: Not vaccinated N=732

The personal stories shown in the video boost concern for 64% of Americans and 39% of those unvaccinated are more likely to consider getting the vaccine.

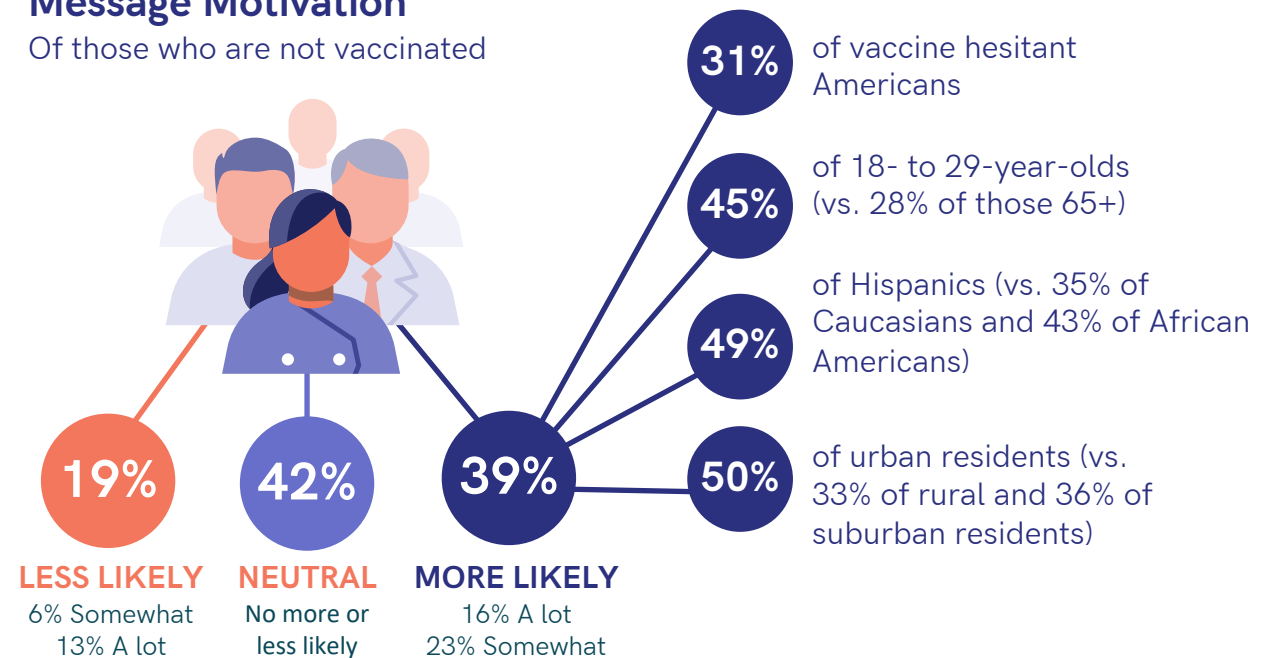


Video Impact on Long COVID Concern



Message Motivation

Of those who are not vaccinated



Q16. Select an answer that best fills in the blank for the statement below. The stories in the video make me ____ about long COVID. N=1,973

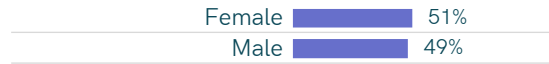
Q17. Select an answer that best fills in the blank for the statement below. The stories in the video make me ____ to consider getting the COVID-19 vaccination. Base: Not vaccinated N=732

Demographics



Respondent Profile

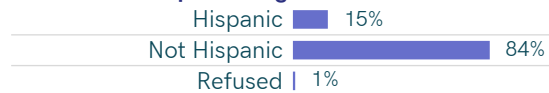
Gender



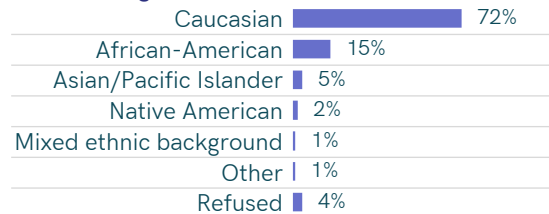
Age



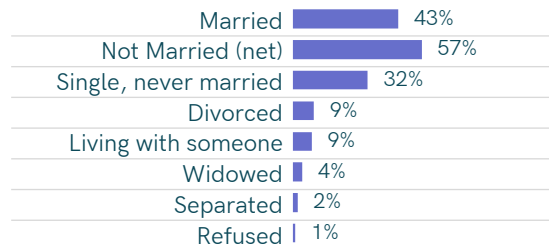
Whether Of Hispanic Origin Or Descent



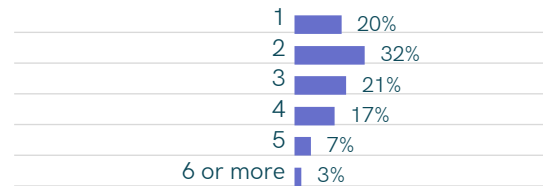
Ethnic Background



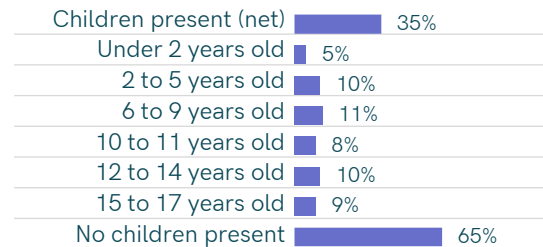
Marital Status



Household Size



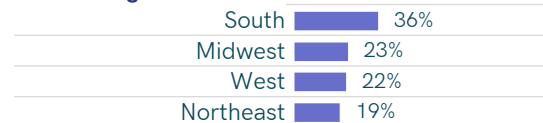
Presence of Children in Household



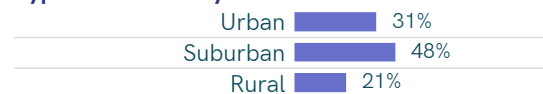
Whether the Parent of Children in Household



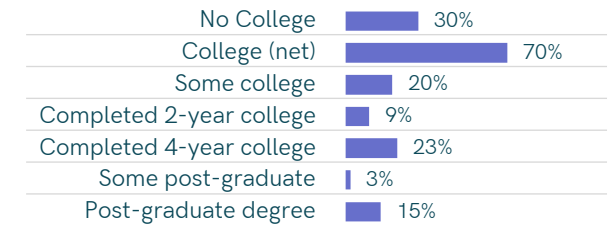
Census Region



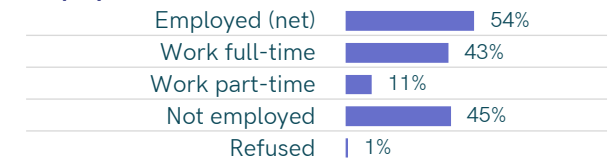
Type of Community



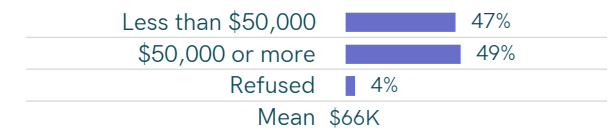
Education



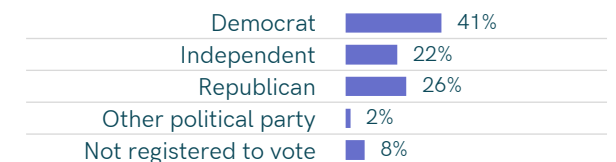
Employment Status



Household Income



Political Affiliation



Home Ownership

