

TO: Interested Parties
FROM: Hawaii State Department of Health, Olomana Loomis ISC
DATE: January 22, 2021
RE: Survey Finds Majority of Hawaii Residents Open to COVID-19 Vaccine

A comprehensive, statewide survey of 3,846 Hawaii residents found that 50% were likely to take the COVID-19 vaccination if it was offered today. Another 25.5% are undecided, and 24.4% are least likely to get vaccinated.

Respondents reported that they would become motivated to get vaccinated to protect their loved ones, personal health, and assist in long-term economic recovery.

Demographics trends that changed the likelihood of getting vaccinated included age, gender, income, education, and racial background.

Men, those who are 65 and older, are in a healthcare or education profession, are higher educated and have higher incomes are more likely to get vaccinated. Those of Caucasian, Korean, Japanese and Chinese ancestry are also more likely to receive the vaccine.

Respondents who are women, between 18 and 34 years of age, obtained no more than associate degrees and earned lower income were less likely to be vaccinated. African-Americans, Hispanics, Native Hawaiians, other Pacific Islanders and Samoan were also less likely to receive the vaccine.

Who Are the Undecideds?

Those that are classified as “needing more information” before making the decision to get vaccinated are:

- Younger, as in under 45 and especially for those 18-24
- More likely to be any other ethnicity other than Caucasian or Hispanic
- Likely to have attained, at most, an Associates degree
- Likely to have less than \$45,000 in annual household income

Doctors, Web Serve as Trusted Information Sources:

Respondents also look to online sources and their own doctors for information on vaccines. Doctors earn the highest level of trust with vaccines and the media is currently viewed with distrust. The survey found that Hawaii residents depend on online information as a media source, but also have a high propensity toward relying on television.

Hawaii Residents Agree with Vaccine Prioritization:

Few would raise an issue with the current prioritization strategy of giving the vaccine to healthcare professionals, first responders, and then priority risk groups. Just over half score the strategy with the highest level of agreement.

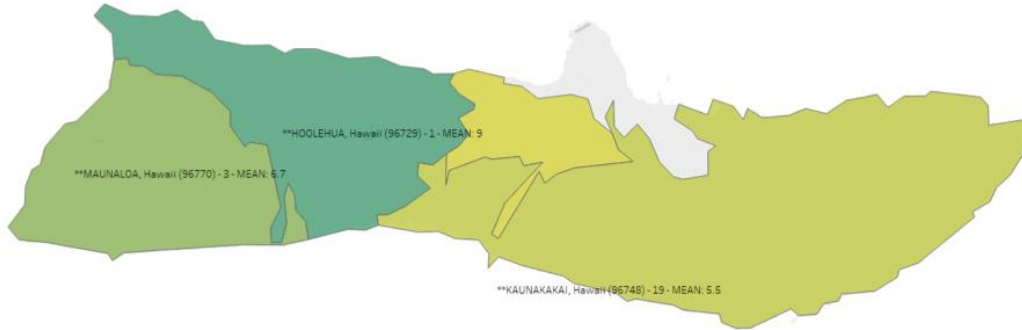
Vaccines & Containment Measures Equally Important:

Nearly three out of four respondents agree that effective containment measures and effective vaccines are equally important to stopping the spread of COVID-19. Younger respondents, those that are less educated or have lower incomes have a higher likelihood to favor containment measures over vaccination.

Those residing in Urban Core Communities are more likely to vaccinate:

Across the state, communities closer to urban areas were more likely to support the vaccination program.

Molokai reflects the average for other islands of the State of Hawaii.



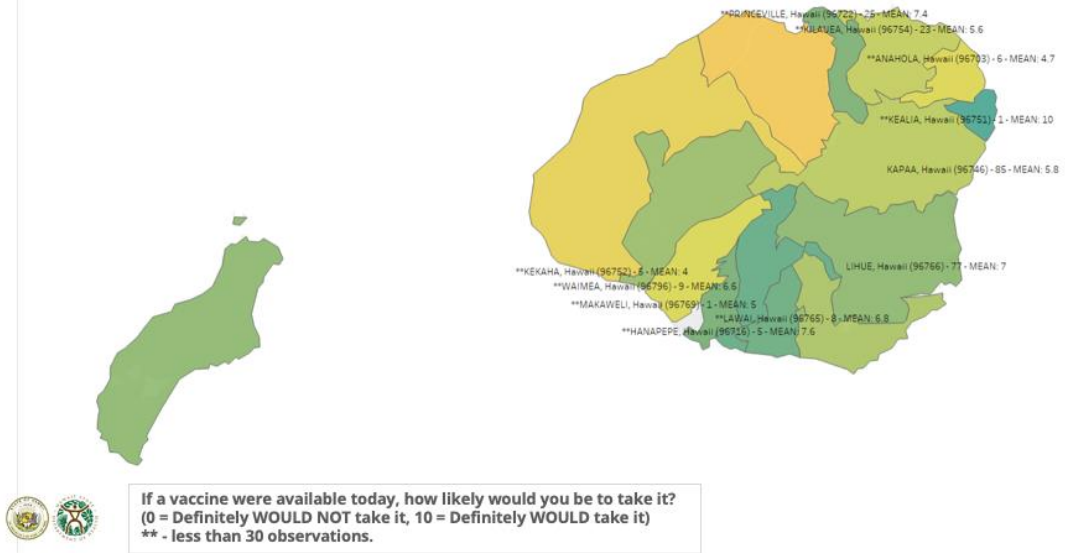
If a vaccine were available today, how likely would you be to take it?
(0 = Definitely WOULD NOT take it, 10 = Definitely WOULD take it)
** - less than 30 observations.

Lanai with its singular zip code reflects the average for other islands of the State of Hawaii.

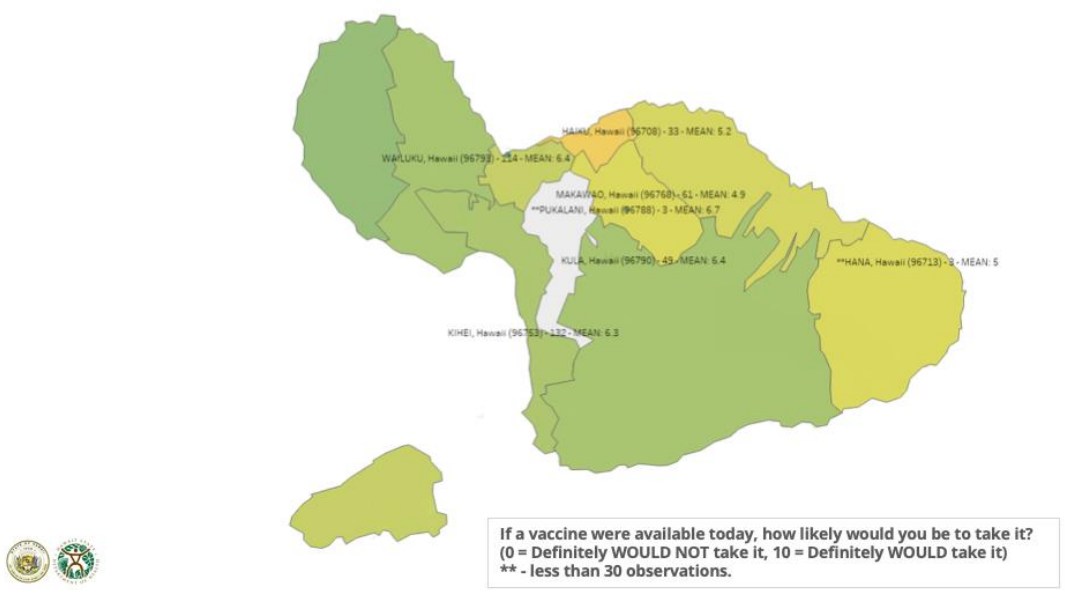


If a vaccine were available today, how likely would you be to take it?
(0 = Definitely WOULD NOT take it, 10 = Definitely WOULD take it)
** - less than 30 observations.

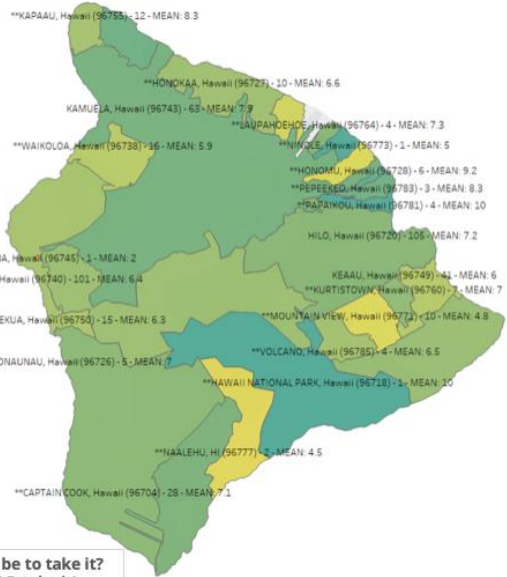
Kauai generally shows high levels of vaccine readiness, although the furthest north-shore communities are less ready to vaccinate than most.



Maui has lower overall mean scores than other islands.

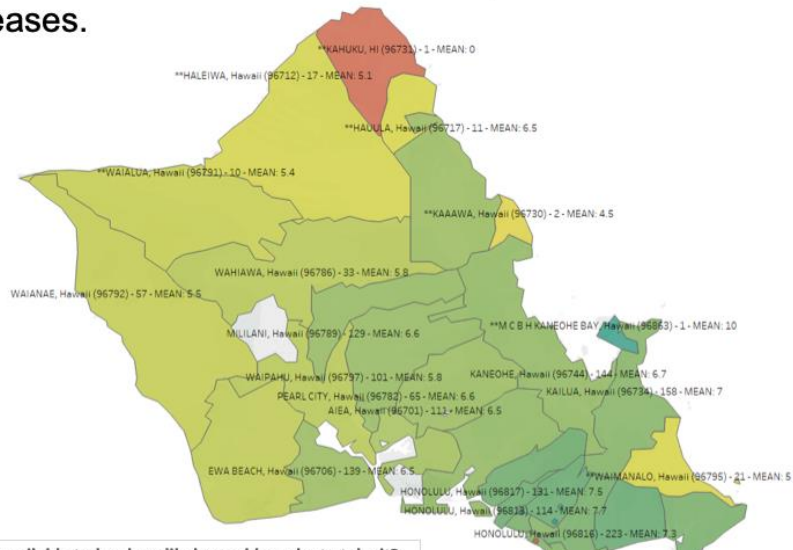


Residents near Hilo appear more likely to vaccinate than do residents near Kailua Kona.



If a vaccine were available today, how likely would you be to take it?
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 ** - less than 30 observations.

As a respondent is closer to Honolulu on Oahu, their likelihood to vaccinate increases.



If a vaccine were available today, how likely would you be to take it?
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 ** - less than 30 observations.

Implications:

The survey data support anecdotal accounts that Hawaii is a high-demand environment for the COVID-19 vaccine. It reinforces the importance of setting the message that while there will be enough supply for all Hawaii residents to get vaccinated, not everyone will be able to get vaccinated in the first few weeks or even months of the program.

COVID-19 has disproportionately impacted many of the communities with cultural barriers to getting vaccinated. DOH will continue to conduct specialized outreach in these communities, as well as feature community leaders in media pieces.

Hawaii residents need hope. The outlook for life going forward is not positive currently. Those that believe life will return to normal in 2021 are in the minority. Many believe mask wearing is here to stay.

Methodology:

The survey was conducted Nov. 30 to Dec.14 by Olomana Loomis ISC and New York-based Pathfinder. In all, 3,846 people responded to the survey, with a margin of error of +/- 1.58% and a 95.2% level of confidence.

Survey results were collected from residents of all main Hawaiian islands. As the survey was in the field before vaccines were widely available, anecdotal evidence suggests that vaccine acceptance has increased since and will continue to increase over time.