THE MISSISSIPPI COVID-19 VACCINE CONFIDENCE SURVEY: POPULATION RESULTS

Executive Summary

A collaborative population-based study
The Mississippi Community Engagement Alliance Against COVID-19 Disparities (CEAL) Team
The Mississippi State Department of Health: Office of Preventive Health and Health Equity
Since the Spring of 2020, the Novel 2019 Coronavirus (COVID-19) Pandemic has impacted Mississippian of every race, ethnicity, age, gender, and income bracket. Unfortunately, it has disproportionately impacted Mississippians of color, the elderly, and those living with chronic disease. For most of the past year, the State has worked to protect its population through preventive measures such as social distancing and personal protective equipment. However, with the release of COVID-19 Vaccines to the public, the population of Mississippi has the opportunity to embrace a long-term solution to COVID-19. That is, if Mississippians are willing to receive the vaccine. To assess Mississippians’ COVID-19 Vaccine confidence, the Mississippi Community Engagement Alliance Against COVID-19 Disparities (CEAL) Team and the Mississippi State Department of Health (MSDH) Office of Preventive Health and Health Equity (OPHHE) disseminated a statewide vaccine confidence survey beginning end of December 2020 and collecting data until March 2021. The survey is intended to be representative of Mississippians, with intentional efforts invested to reach lower income and rural Mississippi populations, as well as the state’s Black, Hispanic (Latino/Latinx), Asian (including the Vietnamese population of the Gulf Coast), and Native American/Choctaw communities. The survey was administered in three languages-English, Spanish, and Vietnamese- through a mixed-modal survey effort, including: web-based, paper-based, and verbal/oratory administration. All targeted populations were ultimately reached and are represented in the over 11,000 completed responses from all 82 of Mississippi’s counties.

Key Represented Demographics

11,000 + Mississippi voices included in this survey, representing every one of Mississippi’s 82 counties

- Ages include: Under 35, 17.1%; 35-64, 60.1%; Over 65, 22.8%
- Women, 70.8%; Men, 29.2%
- White, 59.3%; Black, 34.6%; Asian, 0.9%; American Indian, 0.7%
- Hispanic, Latino, or Latinx, 3.9%
- High School education or less, 19.1%
- Respondents indicated they were: Republican leaning, 30.1%; Democratic leaning, 39.6%; Independent, 10.7%; Other/It depends on the issues, 19.7%
- Annual Household Income range: Less than $30,000, 26.6%; $30,000-$79,999, 38.3%; $80,000 or more, 35.1%
Key Findings: COVID-19 Vaccination Intention among Mississippi Adults

Overall, 73.2% of Mississippians indicate they will “definitely or likely” receive the COVID-19 vaccine, when it is available to them, 16.6% remain undecided, and only 10.2% do not intend to be vaccinated against the COVID-19 (Figure 1). However, vaccination intentions vary by gender, race-ethnicity, age, marital status, political affiliation, education level, and annual household income. The following notations describe vaccine confidence within different Mississippi subpopulations.

- **COVID-19 Vaccine Intent**: Overall, 73.2% of Mississippians intend to take the COVID-19 Vaccine.
- **COVID-19 Vaccine Intent By Race-Ethnicity**: Asian, 80.8%; White, 80.5%; American Indian, 66.3%; Latino/Latinx, 61.3%; Black, 56.3%
- **COVID-19 Vaccine Intent By Gender**: Men, 78.0%; Women, 68.4%
- **COVID-19 Vaccine Intent By Age**: 65 and older, 92.3%; 35-64, 68.7%; Under 35, 47.2%
- **COVID-19 Vaccine Intent By Annual Household Income**: $80,000 and above, 81.4%; $30,000-$79,999, 72.6%; Less than $30,000, 54.6%
- **COVID-19 Vaccine Intent By Education**: Graduate degree, 80.1%; Some college or college graduate, 71.5%; High School education or less, 51.1%
- **COVID-19 Vaccine Intent By Political Affiliation**: Independent, 75.5%; Republican leaning, 74.4%; Democratic leaning, 70.0%; Other/It depends on the issues, 68.0%
- **COVID-19 Vaccine Intent By Marital Status**: Widowed, 84.4%; Married, 76.3%; Single, 61.2%
Key Findings: Parental Intention to Vaccinate Children against COVID-19

While 73.2% of Mississippians intend to receive the COVID-19 vaccine when it is available to them, only **52.2%** plan to vaccinate their children against the COVID-19. The segment of the population most likely to vaccinate their children are: Asian (75.0%) and American Indian (56.9%), widowed (61.2%), those over 65 (70.1%), and those with a graduate degree (59.7%). In addition, men are much more willing to vaccinate their children (58.5%) than are women (46.0%). The following notations describe parental COVID-19 vaccine confidence within different Mississippi subpopulations.

- **Overall COVID-19 Vaccine Parental Intent**: Overall, of all surveyed parents **52.2%** of Mississippians intend to vaccinate their children for COVID-19.

- **COVID-19 Vaccine Parental Intent to Vaccinate Children by Race-Ethnicity**: Asian, 75.0%; American Indian, 56.9%; White, 54.6%; Latino/Latinx, 54.1%; Black, 42.5%

- **COVID-19 Vaccine Parental Intent to Vaccinate Children by Gender**: Men, 58.5%; Women, 46.0%

- **COVID-19 Vaccine Parental Intent to Vaccinate Children by Age**: 65 and older, 70.1%; 35-64, 52.7%; Under 35, 28.1%

- **COVID-19 Vaccine Parental Intent to Vaccinate Children by Annual Household Income**: $80,000 and above 58.5%; $30,000-$79,999, 51.7%; Less than $30,000, 35.3%

- **COVID-19 Vaccine Parental Intent to Vaccinate Children by Education**: Graduate degree, 59.7%; Some college or college graduate, 48.5%; High School education or less, 35.5%

- **COVID-19 Vaccine Parental Intent to Vaccinate Children by Political Affiliation**: Democratic leaning, 54.7%; Independent, 50.0%; Republican leaning, 47.1%; Other/It depends on the issues, 44.6%

- **COVID-19 Vaccine Parental Intent to Vaccinate Children by Marital Status**: Widowed, 61.2%; Married, 54.8%; Single, 38.8%
**Key Findings: COVID-19 Vaccination Influencers**

**Key COVID-19 Vaccine Influencers: General Mississippi Population**

1. Of surveyed Mississippians, 60.4% of Mississippians would likely get the COVID-19 vaccine if their regular primary medical care provider encouraged them to do so.
2. Of surveyed Mississippians, 51.3% of Mississippians would likely get the COVID-19 vaccine if the Centers for Disease Control and Prevention (CDC) encouraged them to do so.
3. Of surveyed Mississippians, 51.2% of Mississippians would likely get the COVID-19 vaccine if the MSDH/State Health Officer encouraged them to do so.
4. Of surveyed Mississippians, 45.4% of Mississippians would likely get the COVID-19 vaccine if their father, mother, or close relative encouraged them to do so.
5. Of surveyed Mississippians, only 13.0% of surveyed Mississippians indicated they would likely accept the COVID-19 vaccine if a celebrity attempted to influence them.

**Key COVID-19 Vaccine Influencers: findings for Vaccine Hesitant Mississippians**

1. Of surveyed Mississippians, 23.6% of COVID-19 vaccine hesitant Mississippians would likely get the COVID-19 vaccine if their regular primary medical care provider encouraged them to do so.
2. Of surveyed Mississippians, 20.8% of COVID-19 vaccine hesitant Mississippians would likely get the COVID-19 vaccine if their father, mother, or close relative encouraged them to do so.
3. Of surveyed Mississippians, 16.3% of COVID-19 vaccine hesitant Mississippians would likely get the COVID-19 vaccine if the CDC encouraged them to do so.
4. Of surveyed Mississippians, 14.1% of COVID-19 vaccine hesitant Mississippians would likely get the COVID-19 vaccine if the MSDH/State Health Officer encouraged them to do so.
Key Findings: COVID-19 Vaccine concerns among Mississippian

COVID-19 Vaccine Concerns:
Overall, Mississippian are most concerned about the COVID-19 vaccine’s: Safety, Side Effects, FDA Approval, and Effectiveness. These four concerns remain the most frequently indicated concerns against accepting a COVID-19 vaccine, whether it is by gender, age, annual household income, or education status. The only exception to this finding is that men indicated more concerns regarding FDA approval as opposed to side effects related to the COVID-19 Vaccine, while women tend to place more weight on COVID-19 vaccine side effects as a concern against receiving a COVID-19 vaccine.

Conclusions

Overall, 73.2% of Mississippian indicate they are planning to take the COVID-19 vaccine when it becomes available to them. Still, there are wide disparities in COVID-19 vaccine confidence between Mississippi subpopulations. COVID-19 vaccine confidence is substantially lower in lower-income communities, where only just over half (51.0%) of Mississippian with a household income under $20,000 are inclined to take the COVID-19 Vaccine. Among Black Mississippian, only 56.3% intend to take a COVID-19 vaccine. In regions that are both rural and lower-income, COVID-19 vaccine confidence drops even further. For instance, in the 18-county area of the Mississippi Delta, 26.7% of Black residents remain undecided about whether to take the COVID-19 vaccine. Confidence around a COVID-19 vaccine is high among Mississippi’s oldest population group, with 92.3% of Mississippian 65 years of age or older intending to take the vaccine as soon as it becomes available to them.

While nearly three out of four Mississippian intend to accept a COVID-19 vaccine, once it becomes available to them, approximately 10% of surveyed Mississippi adults are disinclined to accept a COVID-19 vaccine. This leaves approximately 17% of Mississippi adults as “vaccine hesitant” or still undecided on whether to take a COVID-19 vaccine. The implications of this represents an opportunity for public health outreach and education related to the COVID-19 vaccine.

Results of this study provide detailed insights to support uniquely reaching the COVID-19 vaccine hesitant segments of each of Mississippi’s demographic sub-populations. This report is intended to support outreach efforts with evidence-based insights. It is the hope of the study team that these insights will prove useful in improving the ultimate pace and reach of Mississippi’s COVID-19 vaccination program.
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