THE MISSISSIPPI COVID-19 VACCINE
CONFIDENCE SURVEY: POPULATION RESULTS

Report

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 Mississippians 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 Mississipians 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 Mississipians 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%
EXECUTIVE SUMMARY

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 Mississippians

COVID-19 Vaccine Concerns:
Overall, Mississippians 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

While nearly three out of four Mississippians 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.
Dr. Victor D. Sutton is the Principal Investigator of the Jackson Heart Study Community Engagement Center and the Director of the Office of Preventive Health and Health Equity at the Mississippi State Department of Health. Dr. Sutton provides operational and fiscal oversight to the Offices of Community Health Improvement, Chronic Disease Prevention and Health Promotion, Tobacco Control and Prevention, Health Equity, Jackson Heart Study Community Engagement Center, and the Community Engagement Alliance Against COVID-19 Disparities. The Office of Preventive Health and Health Equity works to promote evidence-based programs that focus on policy and environmental change, and works with schools, faith-based organizations, health care systems, worksites, municipalities and communities. His research interests are varied and include leadership, cardiovascular health, obesity, health disparities, physical activity, community-based corrections, and community and economic development. Dr. Sutton has a Ph.D. in Public Policy and Administration and an M.P.P.A. in Public Policy and Administration.

Lamees El-sadek currently serves as the manager for the Mississippi CEAL Team. Ms. El-sadek is a doctoral candidate of public health and research analyst with the Harvard T.H. Chan School of Public Health and a former lead epidemiologist and evaluation lead with the Mississippi State Department of Health Office of Health Data and Research. Ms. El-sadek has extensive experience in health equity and chronic disease surveillance and evaluation. She has worked in both government and non-governmental organizations such as the Breast Cancer Foundation of Egypt and the Boston Clinic for Homelessness. Spending time with good and soulful people, writing, running, traveling to new countries, and imagining and working toward a better Mississippi are things she enjoys doing when not working for the Man.

Dr. Lisle Hites is an Associate Professor in the Department of Community Medicine and Population Health at The University of Alabama College of Community Health Sciences and Interim Associate Director of the Institute for Rural Health Research. Dr. Hites has extensive experience in assessing population health needs and public health program evaluation, currently serving as the Chair of the American Evaluation Association’s Needs Assessment interest group and leads the evaluation efforts of the Jackson Heart Study’s Community Engagement Center, and further supports Dr. Sutton and Mississippi State Department of Health’s rural-focused MS Delta Health Collaborative and numerous other chronic disease intervention programs. Dr. Hites research interests focus on health equity, rural health, chronic disease management, and burnout in healthcare workers. Dr. Hites has a Ph.D. in Occupational Health Psychology, M.S. in Industrial/Organizational Psychology, and an M.Ed. in Adult Education.

Cassandra Dove Brown is the Chief Programs Officer for the Office of Preventive Health and Health Equity within the Mississippi State Department of Health. Mrs. Brown has been in public health for nearly 20 years and has experiencing working with special populations, infectious diseases, policy and environmental systems change at community and clinical levels, diabetes prevention and control, injury prevention, early intervention, and epidemiology. She serves on the Executive Board for the Mississippi Public Health Association and the National Association of Chronic Disease Directors. Mrs. Brown has a B.S. in Industrial Engineering Technology and an M.P.H. in Public Health Epidemiology.
Acknowledgements and Collaborations

The Mississippi State Department of Health (MSDH) COVID-19 Vaccine Confidence Report was supported in funding through both the National Institutes of Health Community Engagement Alliance Against COVID-19 Disparities (CEAL) initiative and the MSDH Office of Preventive Health and Health Equity. This rich work would not have been made possible without our many community partners who helped disseminate the survey to every corner of the state. Our community champions crossed sectors- private, non-governmental, faith, education, civic, social justice, migration, business, service and hospitality, and elected leadership- as they canvassed across the entire state to represent as many Mississippi voices as possible. Standing in front of supermarkets and gas stations, spreading through email listservs, and attending numerous community events (virtual and in-person), our community partners made this critical research possible. Finally, and most importantly, thank you to the more than 11,000 Mississippians(!) who graciously shared their time and thoughts with us through this survey. Mississippi’s future can be healthier because of you.

The Fannie Lou Hamer Cancer Foundation helps distribute the paper survey of the MSDH COVID-19 Vaccine Confidence Survey at gas stations, supermarkets, and other public places across the state, investing particular energy in the Delta region.
ACKNOWLEDGEMENTS + COLLABORATIONS

Boat People SOS hosts an outdoor, socially-distanced townhall on the Mississippi Gulf Coast to help promote and administer the MSDH COVID-19 Vaccine Confidence Survey to the state’s Vietnamese community.
The research team dedicates this report to Mr. Michael Dove, who sadly transitioned from this world on December 21, 2020, just a few days before this COVID-19 Vaccine Confidence research study launched. Mr. Dove is the brother of Mrs. Cassandra Dove Brown, MSDH OPHHE Chief Programs Officer and the leader who has served as the glue for our CEAL Team. We publish the written product of this collective Mississippi effort in honor of Mr. Dove, and in honor of the 7,223 Mississippians— at time of this publication— we have tragically lost to this virus. May their names be perpetually honored. May any good that comes out of this report stand to serve as eternal light for them, for their legacy, and for their families’ legacy. May we keep them in our hearts and minds, as we move forward in protecting the loved ones they leave behind all across our beloved Mississippi. In their honor, may we put aside the differences that separate us and unite to protect and carry forward and upward a collective, unified Mississippi.
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Since the Spring of 2020, the COVID-19 Pandemic has impacted Mississippians of every race, ethnicity, age, and income bracket, but 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) Response 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.

In addition to assessing Mississippians’ 1) intention to receive the COVID-19 vaccine, this study also explored 2) many of the key messengers, individuals and entities, that might be influential in affecting COVID-19 vaccine confidence among Mississippians. This study also assessed 3) barriers and concerns that may prevent Mississippians from accepting a COVID-19 vaccine. Finally, this survey effort 4) examines COVID-19 vaccine confidence by race, ethnicity, gender, age, annual household income, and education level in an effort to assess some of the social determinants of health that may impact COVID-19 vaccine acceptance. These insights will help inform and guide the MSDH, as it works to vaccinate as much of the population as the population will allow.
I. DEMOGRAPHICS

Our survey reached the entire state of Mississippi, including the voices of over 11,000 Mississippians, representing every one of Mississippi's 82 counties. Other key demographics include:

- 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%
Overall, 73.2% of Mississippians indicate they are “probably or definitely” taking the COVID-19 vaccine when it becomes available to them, 16.6% remain undecided, and only 10.2% express resistance to accepting a COVID-19 vaccine (Figure 1). However, vaccination intentions vary by gender, race-ethnicity, education level, and annual household income.

**Geographic Differences**

Overall, 73.2% of Mississippi adults intend to take a COVID-19 Vaccine. However, only 60.0% of Mississippi adults in the 18 counties of the Mississippi Delta plan to take a vaccine. With a further 24% of Delta Mississippi adults unsure on whether to take a COVID-19 vaccine, this region of the state is in proportionately greater need of COVID-19 related outreach and education, in comparison to the rest of the state.

**Gender Differences**

68.4% of adult Mississippi women and 78.0% of adult Mississippi men intend to take the COVID-19 vaccine when it is available to them.

50% more adult Mississippi women in comparison to adult Mississippi men (8.1% men vs. 12.3% of women) expressed COVID-19 vaccine opposition. In comparison, 20% of women and just under 14% of men remain undecided about whether to accept a COVID-19 vaccine.
II. COVID-19 VACCINE CONFIDENCE AND HESITANCY

Figure 3: COVID-19 Vaccine Intent by Gender in the Mississippi Delta among Adults

Considering reduced access to medical care, reduced health messaging reach, and generational mistrust of medical professionals, gender differences are even more pronounced in the MS Delta. To illustrate, 10% fewer men and nearly 12% fewer women intend to become vaccinated, in comparison to the COVID-19 vaccine confidence level among women and men at the state level.

Racial-Ethnic Differences

Figure 4: COVID-19 Vaccine Intent by Race-Ethnicity among Mississippi Adults

Looking at COVID-19 vaccine confidence through a racial-ethnic lens, a slightly different picture (from the overall trend) emerges. By a large margin, the two most likely groups to become COVID-19 vaccinated are Asian (81.8%) and White (80.5%) Mississippi adults, followed by American Indian (66.3%) and Latino/Latinx (61.3%) Mississippi adults. Only 56.3% of Black Mississippi adults intend to become COVID-19 vaccinated. Looking forward, from the perspective of education outreach to motivate those who are COVID-19 vaccine unsure, 29.2% of Latino/Latinx and 26.7% of Black Mississippi adults indicate they remain undecided on whether they will take the COVID-19 vaccine.
COVID-19 Vaccine Intent by Annual Household Income

Household income has a strong relationship with level of education and is a key social determinant in access to preventive health care and medical care. Therefore, it is unsurprising that annual household income is correlated with COVID-19 vaccine intent, such that the highest income families are 60% more likely to want to vaccinate and five times less likely to be against COVID-19 vaccination in comparison to the lowest household income families.

**Figure 5: COVID-19 Vaccine Intent by Annual Household Income among Mississippi Adults**
II. COVID-19 VACCINE CONFIDENCE AND HESITANCY

Education
Similar to annual household income effects, education level often coincides with a better understanding of and access to preventive health care. This study found that, overall, Mississippians with a college or graduate degree, are nearly twice as likely to take a COVID-19 vaccine in comparison to those with less than a high school diploma. Those with the highest level of education are the least likely to express COVID-19 vaccine resistance (6.4% among graduate degree Mississippians vs. 29.7% among those without a high school diploma).

Figure 5: COVID-19 Vaccine Intent by Level of Education among Mississippi Adults

Similar to previously observed trends, within the primarily rural population of the Mississippi Delta, anti-vaccine sentiment is stronger than that expressed at the state level. In this Mississippi Delta region, 41.1% of adults in the lowest educational group express COVID-19 vaccine resistance. The observations noted in the Delta highlight the regionally-focused need for increased public health investment related to COVID-19, as all education levels in this area include large proportions who remain unsure as to whether they should receive the vaccine. The proportion of those who are undecided about whether to receive the COVID-19 vaccine ranges from 17.0% among the highest educated Mississippi group to 29.6% for Mississippians with a high school education.

Figure 6: COVID-19 Vaccine Intent by Education Level in the Mississippi Delta among Mississippi Adults
Age
Among Mississippians, age appears to be the strongest indicator of COVID-19 vaccine intent. Among the oldest surveyed Mississippians, those 85 and older, 95.5% indicate intent to receive the COVID-19 vaccine as soon as it is available to them, a percentage that steadily declines by age. Among those under 18, only 36.4% intend to receive a COVID-19 vaccine. On the contrary, among Mississippians age 65 and older, less than 3% have no intent to receive a COVID-19 vaccine, while for Mississippians 24 years of age or younger, this number is over seven times as high, at more than 22%.

**Figure 7: COVID-19 Vaccine Intent by Age among Mississippi Adults**

**Political Affiliation**
Throughout the COVID-19 pandemic, concerns have waxed and waned over the politicization of intention to take the COVID-19 vaccine. Accordingly, in this survey, Mississippi adults were asked to indicate their political party affiliation, if any. Each of the political affiliations (See Figure 7) received between 1,000 to over 4,000 responses. Among surveyed adults, there is near equal representation from both Conservative/Republican and Liberal/Democrat identifying Mississippians. Findings suggest that, at the state level, political affiliation does not appear to have a strong influence on COVID-19 vaccine intent among Mississippians.

**Figure 8: COVID-19 Vaccine Intent by Political Party Affiliation among Mississippi Adults**
Of all surveyed Mississippians, 49.4% of parents indicate they will “probably or definitely” vaccinate their children against the COVID-19, while 21.3% indicate disinclination to give their children a COVID-19 vaccine. Of total surveyed Mississippi parents, 29.4% indicate they remain undecided.

**Gender**

Of all surveyed Mississippi parents, men indicate higher COVID-19 vaccine confidence for their children in comparison to women. Of surveyed men, 58.5% indicate they will “definitely or probably” vaccinate their children against the COVID-19, in comparison to 46.0% of women who indicate the same level of confidence. In comparison, 23.8% of surveyed women indicate resistance against the COVID-19 vaccine for their children, in comparison to 14.9% of men. There is a large proportion of both women and men who remain undecided.
III. PARENTAL INTENTION TO VACCINATE CHILDREN AGAINST COVID-19

Race-Ethnicity

Figure 11: Parental Intention to Vaccinate Children against COVID-19 by Race-Ethnicity

Of all surveyed Mississippians, Asian parents have the highest level of COVID-19 vaccine willingness for their children. 75.0% of Asian parents intend to vaccinate their children against the COVID-19. In comparison, Black parents have the lowest level of COVID-19 vaccine willingness for their children. 42.5% of Black parents intend to vaccinate their children against the COVID-19. Only 5.9% of Asian parents express resistance to the COVID-19 vaccine for their children, while 26.1% of Black parents indicate the same. The highest “undecided” group is among Latino/LatinX parents.
Of surveyed Mississippian with children, single parents are the group who indicate the lowest level of vaccine confidence for their children. Only 38.8% of single parents, versus 61.2% of widowed and 54.8% of married parents, indicate likelihood they will give their children a COVID-19 vaccine. Married parents have the lowest level of COVID-19 vaccine resistance for their children, with 16.7% expressing COVID-19 vaccine resistance while 30.1% of single parents express vaccine resistance for their children.
Understanding Mississippian’s intention to receive the COVID-19 vaccine provides important data markers to understand where resistance to herd immunity against the COVID-19 may arise. These data points can indicate to Mississippi’s public health response team, where additional resources in COVID-19 vaccine education may need to be invested. Who delivers COVID-19 vaccine messaging is another strategic point that must be analytically understood, in order to effectively communicate in culturally-appropriate ways with different Mississippi communities.

In addition to this research study’s focus on vaccine intent among different Mississippi sociodemographic groups, this study also collected detailed data related to the individuals and entities who may be influential in shaping vaccination intentions. This information is particularly relevant to supporting Mississippian who may be unsure as to whether to accept a COVID-19 vaccine. Identifying the potentially most effective COVID-19 Vaccine Messengers or Influencers is an important dimension to understanding who and what may support shifting COVID-19 vaccine-hesitant Mississippian towards COVID-19 vaccine willing Mississippian. This next section will describe this study’s findings around Influencers of COVID-19 Vaccine Intent.

**Overall Influencers of COVID-19 Vaccine Intent**

When over 11,000 Mississippian were asked “If any of the following individuals or organizations urged you to get the COVID-19 Vaccine, how likely would you be to get it?,” the below pattern emerged illuminating the most influential individuals and organizations. Respondents rated each of the following on a scale of 1 to 10, where 1=Not at All [influential] to 10=Definitely [influential]. Of all surveyed Mississippian, an individual’s primary care provider was the highest rated influencer. Closely following medical providers in influence is the MSDH State Health Officer, the Centers for Disease Control and Prevention (CDC), and close relatives.

**Figure 13: Overall Influence of COVID-19 Vaccine Influencers among Mississippi Adults**
IV. INFLUENCING COVID-19 VACCINE UPTAKE AMONG MISSISSIPPI ADULTS

Overall Influencers of COVID-19 Vaccine Intent Among Mississippi Adults

Figure 13 illustrates how strongly Mississippian rate each influencer in their potential to convince them of COVID-19 vaccine uptake. In other words, Figure 13 illustrates how likely that Mississippian, if urged to get the COVID-19 vaccine by a specific messenger, would be very likely to do so. For example, from Figure 13 above, the State Health Officer/MSDH is the second most highly rated COVID-19 vaccine influencer.

Furthermore, Figure 14 tells us what to expect in terms of the proportion of Mississippians who indicated they would actually take a COVID-19 vaccine if the State Health Officer/MSDH urged them to do so (51.2%). The COVID-19 vaccine messengers with the greatest expected COVID-19 Vaccine reach include:

1. 60.4% of Mississippian would likely get a COVID-19 vaccine if their regular primary medical care provider encouraged them to do so.
2. 51.3% of Mississippian would likely get a COVID-19 vaccine if the CDC encouraged them to do so.
3. 51.2% of Mississippian would likely get a COVID-19 vaccine if the MSDH/State Health Officer encouraged them to do so.
4. 45.4% of Mississippian would likely get a COVID-19 vaccine if their father, mother, or close relative encouraged them to do so.

Figure 14: Reach of COVID-19 Vaccine Influencers among Mississippi Adults
Influencing COVID-19 Vaccine-Hesitant Mississippians

Understanding which messengers are most influential in encouraging Mississippians to accept a COVID-19 vaccine is necessary to reach the state’s vaccine-hesitant community. The vaccine confidence data first discussed (See figure 1) indicates that approximately 73% of Mississippians intend to take a COVID-19 vaccine when it is available to them. However, nearly 17% of Mississippians remain COVID-19 vaccine-hesitant, still undecided whether to accept a COVID-19 vaccine. This COVID-19 vaccine-hesitant group represents approximately 2,000 of the more than 11,000 surveys collected for this study, and this group may hold invaluable insight to the question of how to best encourage those who are still undecided about accepting a COVID-19 vaccination. To better understand COVID-19 vaccine-hesitant Mississippians, this study takes a focused exploration into Mississippi groups indicating they would be strongly influenced to get the vaccine if encouraged by specific influencers. In other words, this segment of the study is only limited to vaccine-hesitant Mississippians. That is, this segment focuses on the COVID-19 vaccine-hesitant Mississippians who are strongly influenced by any particular messenger or influencer.

Overall Strong Influencers of COVID-19 Vaccine-Hesitant Mississippians

Figure 15 presents the strongest COVID-19 vaccine influencers, specific to Mississippians who are undecided as to whether they will accept a COVID-19 vaccine. The values listed indicate the proportion of all vaccine-hesitant Mississippians who indicated that each specific messenger, if they encouraged the respondent to take the COVID-19 vaccine, would result in the person accepting the vaccine. Note the significantly smaller proportion of individuals strongly influenced by any specific entity, compared to the general Mississippi population. After removing Mississippians who either intend to or intend not to get the COVID-19 vaccine, those who remain COVID-19 vaccine undecided appear to be more difficult to sway. In this list:

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

Figure 15: Influencer Reach in Nudging COVID-19 Vaccine Acceptance Among Vaccine-Hesitant Mississippi Adults
**IV. INFLUENCING COVID-19 VACCINE UPTAKE AMONG HESITANT MISSISSIPPI ADULTS**

**Gender Specific Influencers of COVID-19 Vaccine-Hesitant Mississippian**

Figure 16 illustrates the impact of influencers on nudging COVID-19 vaccine acceptance according to gender. In other words, this figure displays what proportion of COVID-19 vaccine-hesitant Mississippi adults could be swayed toward COVID-19 vaccine uptake if information is delivered by a specific messenger. Of note, COVID-19 vaccine-hesitant women appear to be more difficult to influence than COVID-19 vaccine-hesitant men in Mississippi, with the exception being among Native Americans. Furthermore:

1. 25.8% of vaccine-hesitant men and 21.4% of Mississippi women would likely accept the COVID-19 vaccine if their **regular primary medical care provider** encouraged them to do so.
2. 23.1% of vaccine-hesitant men and 18.4% of Mississippi women would likely get the COVID-19 vaccine if their **father, mother, or close relative** encouraged them to do so.
3. 18.5% of vaccine-hesitant men and 14.1% of Mississippi women would likely get the COVID-19 vaccine if the **CDC** encouraged them to do so.
4. 16.2% of vaccine-hesitant men and 11.9% of Mississippi women would likely get the COVID-19 vaccine if the **MSDH/State Health Officer** encouraged them to do so.
5. Among Native Americans, 14.3% of COVID-19 vaccine-hesitant women but no COVID-19 vaccine hesitant men (0%) responded that they would likely accept the COVID-19 vaccine if the **Indian Health Service (HIS)** encouraged them to do so.

**Figure 16: Reach of Influencers in Nudging COVID-19 Vaccine Intent among Vaccine-Hesitant Mississippi Adults by Gender**

<table>
<thead>
<tr>
<th>Influencer</th>
<th>Men (%)</th>
<th>Women (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your regular primary medical care provider</td>
<td>21.4%</td>
<td>25.8%</td>
</tr>
<tr>
<td>Your father/mother or close relative</td>
<td>18.4%</td>
<td>18.5%</td>
</tr>
<tr>
<td>The Centers for Disease Control and Prevention (CDC)</td>
<td>16.4%</td>
<td>16.2%</td>
</tr>
<tr>
<td>The State Health Officer/MSDH</td>
<td>14.1%</td>
<td>11.9%</td>
</tr>
<tr>
<td>The National Institute of Health (NIH/Dr. Fauci)</td>
<td>13.9%</td>
<td>13.3%</td>
</tr>
<tr>
<td>The pastor/minister at your church or other place of worship</td>
<td>13.3%</td>
<td>9.6%</td>
</tr>
<tr>
<td>The World Health Organization (WHO)</td>
<td>11.6%</td>
<td>9.1%</td>
</tr>
<tr>
<td>The national news</td>
<td>9.6%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Indian Health Service (IHS) [if applicable]</td>
<td>9.1%</td>
<td>9.6%</td>
</tr>
<tr>
<td>The local news or news papers</td>
<td>7.3%</td>
<td>3.2%</td>
</tr>
<tr>
<td>A community leader such as the mayor</td>
<td>7.5%</td>
<td>3.2%</td>
</tr>
<tr>
<td>An international authority figure I trust</td>
<td>7.3%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Social network/online (Facebook, Twitter, podcasts, etc.)</td>
<td>7.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>A Political leader or the political party you support</td>
<td>7.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>A celebrity that you like</td>
<td>5.3%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Your tribal leader [if applicable]</td>
<td>5.0%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Total</td>
<td>25.8%</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

**Mississippi COVID-19 Vaccine Confidence Study**
Racial-Ethnic and Gender Specific Influencers on COVID-19 Vaccine-Hesitant Mississippi Adults

The potential reach of various messengers on COVID-19 vaccine hesitancy considerably varies between gender as well as racial and ethnic groups. Table 1 illustrates the proportion of COVID-19 vaccine-hesitant Mississippians in each racial-ethnic and gender group who indicate they would be strongly influenced to take the COVID-19 vaccine, if encouraged by a specific influencer. If a specific influencer was indicated to reach at least 10% of a specific Mississippi subpopulation, the data is enumerated in the table. Otherwise, the asterisk indicates that specific influencer would likely not reach 10% of the COVID-19 vaccine-hesitant population of that specific group. The highlighted green cells indicate the highest four influencers for each Mississippi subpopulation. For certain groups, such as White men and women, and American Indian women, very few influencers were apparent, with only one messenger in each category likely to influence even one in five members of those groups. These racial-ethnic and gender stratified groups represent the greatest challenge in moving the needle toward COVID-19 vaccine uptake. Each influencer’s proportion (percentage) represents an opportunity to move Mississippians from COVID-19 vaccine-hesitant to vaccine-confident. Accordingly, Table 1 is intended to serve as a guide or roadmap to understanding, reaching, and affecting change among vaccine-hesitant Mississippians by identifying what percentage of the population would be most effectively influenced by any specific influencer.

Table 1: Reach of COVID-19 Vaccine Influencers by Race-Ethnicity and Gender among COVID-19 Vaccine-Hesitant Mississippi Adults

<table>
<thead>
<tr>
<th>Influencer</th>
<th>White (%)</th>
<th>Black/African American (%)</th>
<th>American Indian (%)</th>
<th>Asian (%)</th>
<th>Latino/Latin X (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your regular primary medical care provider</td>
<td>19.0</td>
<td>24.5</td>
<td>25.0</td>
<td>10.0</td>
<td>20.0</td>
</tr>
<tr>
<td>Your father/mother or close relative</td>
<td>11.4</td>
<td>28.5</td>
<td>* 19.0</td>
<td>25.0</td>
<td>10.0</td>
</tr>
<tr>
<td>The Centers for Disease Control and Prevention (CDC)</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>30.0</td>
</tr>
<tr>
<td>The State Health Officer/MSDH</td>
<td>*</td>
<td>*</td>
<td>15.1</td>
<td>25.0</td>
<td>20.0</td>
</tr>
<tr>
<td>The National Institute of Health (NIH/Dr. Fauci)</td>
<td>*</td>
<td>*</td>
<td>14.9</td>
<td>10.5</td>
<td>10.0</td>
</tr>
<tr>
<td>The pastor/minister at your church or other place of worship</td>
<td>*</td>
<td>*</td>
<td>17.0</td>
<td>10.5</td>
<td>10.0</td>
</tr>
<tr>
<td>The World Health Organization (WHO)</td>
<td>*</td>
<td>*</td>
<td>10.3</td>
<td>25.0</td>
<td>10.0</td>
</tr>
<tr>
<td>The national news</td>
<td>*</td>
<td>10.8</td>
<td>25.0</td>
<td>*</td>
<td>41.7</td>
</tr>
<tr>
<td>Indian Health Service (IHS) [if applicable]</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>14.3</td>
</tr>
<tr>
<td>The local news or newspapers</td>
<td>*</td>
<td>11.1</td>
<td>*</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td>A community leader such as the mayor</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td>An international authority figure I trust</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>25.0</td>
<td>10.0</td>
</tr>
<tr>
<td>Social network/online (Facebook, Twitter, podcasts, etc.)</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>A Political leader or the political party you support</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>A celebrity that you like</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Your tribal leader [if applicable]</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>*</td>
</tr>
</tbody>
</table>

Cells containing the top 4 predictors for each demographic grouping are highlighted in green.

* Indicates fewer than 10% of respondents in this grouping indicated they would be strongly influenced.
Physician Demographic Preferences
One final assessment was included in this study to facilitate culturally appropriate messaging to various Mississippi demographic groups. Since the majority of Mississippians consider physicians/medical care to be the most trusted messenger, this study set out to see what, if any, attributes influenced Mississippian's trust in their physicians. Included in the assessment were race, ethnicity, country of origin (USA vs. foreign), gender, and age (young vs. old). The survey item asks respondents to “Please use the scale below to indicate how the following affect your trust in doctors.” The trust scale was designed to assess bias, ranging from 1=Much less [trusting] to 10=Much More [trusting]. The overall results indicated that, in general, Mississippians do not have strong preferences for the demographics of their doctors, with a few exceptions:

- Black men indicated a modest preference for Black, Older, and Men doctors.
- Black women indicated a modest preference for Black, Older, and Women doctors.
- American Indian men indicated a modest preference for Older, White or Black, and Men doctors.
- American Indian women indicated a modest preference for Older, Women, and Black doctors.
- Asian men indicated a modest preference for Black, Older, Foreign and Women doctors.
- Asian women indicated a slight preference for Asian and White, Women and Older doctors.
- Latino/Latinx men indicated a modest preference for Latinx/Latino, Men and Older doctors.
- Latino/Latinx women indicated a modest preference for Latinx/Latino and Older doctors.
- White Mississippians seem to have little preference for doctor demographics.

Table 2: Mississippi Adults’ Race and Gender Physician Preferences

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>If a doctor is Black</td>
<td>5.29*</td>
<td>5.26</td>
<td>6.74</td>
<td>6.64</td>
<td>7.55</td>
<td>7.49</td>
<td>6.18</td>
<td>5.66</td>
<td>6.10</td>
<td>6.46</td>
</tr>
<tr>
<td>If a doctor is older</td>
<td>5.43</td>
<td>5.29</td>
<td>6.07</td>
<td>6.15</td>
<td>7.39</td>
<td>7.64</td>
<td>6.15</td>
<td>5.71</td>
<td>7.58</td>
<td>7.16</td>
</tr>
<tr>
<td>If a doctor is Female</td>
<td>5.30</td>
<td>5.34</td>
<td>5.88</td>
<td>6.04</td>
<td>5.62</td>
<td>7.57</td>
<td>5.90</td>
<td>5.84</td>
<td>7.22</td>
<td>7.15</td>
</tr>
<tr>
<td>If a doctor is Male</td>
<td>5.32</td>
<td>5.17</td>
<td>6.01</td>
<td>5.83</td>
<td>6.57</td>
<td>7.18</td>
<td>5.77</td>
<td>5.50</td>
<td>7.67</td>
<td>7.15</td>
</tr>
<tr>
<td>If a doctor is young</td>
<td>5.21</td>
<td>5.15</td>
<td>5.73</td>
<td>5.43</td>
<td>6.24</td>
<td>7.24</td>
<td>5.50</td>
<td>5.52</td>
<td>7.41</td>
<td>6.90</td>
</tr>
<tr>
<td>If a doctor is White</td>
<td>5.34</td>
<td>5.23</td>
<td>5.41</td>
<td>4.95**</td>
<td>6.62</td>
<td>7.06</td>
<td>5.64</td>
<td>5.75</td>
<td>6.42</td>
<td>6.70</td>
</tr>
<tr>
<td>If a doctor is Native American</td>
<td>5.19</td>
<td>5.15</td>
<td>5.30</td>
<td>5.13</td>
<td>5.45</td>
<td>6.69</td>
<td>5.77</td>
<td>5.59</td>
<td>6.21</td>
<td>6.41</td>
</tr>
<tr>
<td>If a doctor is Latinx/Latino</td>
<td>5.17</td>
<td>5.15</td>
<td>5.26</td>
<td>4.98</td>
<td>5.14</td>
<td>6.27</td>
<td>5.74</td>
<td>5.63</td>
<td>7.89</td>
<td>7.31</td>
</tr>
<tr>
<td>If a doctor is Asian</td>
<td>5.22</td>
<td>5.17</td>
<td>5.24</td>
<td>4.94</td>
<td>4.66</td>
<td>6.35</td>
<td>5.82</td>
<td>5.95</td>
<td>6.19</td>
<td>6.40</td>
</tr>
<tr>
<td>If a doctor seems to be a foreigner</td>
<td>5.10</td>
<td>5.09</td>
<td>5.20</td>
<td>4.98</td>
<td>4.66</td>
<td>6.14</td>
<td>5.97</td>
<td>5.57</td>
<td>6.13</td>
<td>6.52</td>
</tr>
</tbody>
</table>

* Cells colored green are the most preferred characteristics for indicated population Race/Ethnicity & Gender
* Cells colored yellow are characteristics prompting avoidance for indicated population Race/Ethnicity & Gender
COVID-19 Vaccine Concerns Among Mississippi Adults

Overall, Mississippian are most concerned about a COVID-19 Vaccine’s: Safety, Side Effects, FDA Approval, and Effectiveness.

Figure 17: Overall COVID-19 Vaccine Concerns Among Mississippi Adults

How much have the following influenced your decision to receive (or not receive) the COVID-19 Vaccine for yourself or your family?

- Safety of the COVID-19 vaccine (is it safe?): 7.2
- Concerns over Side Effects (unexpected/bad effects): 6.0
- Approval by the Food and Drug Administration (FDA): 6.0
- Concerns over whether it will be effective or even prevent COVID-19: 5.2
- It’s too soon / I want to wait until it’s tested more: 4.7
- I don’t want to be a “lab rat” or test subject: 3.3
- Whether I can afford to pay for it? (if it’s not free): 3.0
- I don’t trust the intentions of COVID-19 vaccination: 3.0
- The vaccine might make me sick with COVID-19: 2.9
- I’m not convinced COVID-19 is a real threat: 2.8
- COVID-19 will probably not be severe for me: 2.7
- I’ve been told I should not take the vaccine by people I trust: 2.7
- Concerns over pregnancy (current or future): 2.5
- I believe all or most vaccines are dangerous and should be avoided: 2.3
- I have already had COVID-19 so probably don’t need the vaccine: 2.0

1=NOT AT ALL A CONCERN TO 10=DEFINITELY A CONCERN

Overall
V. COVID-19 VACCINE CONCERNS AMONG MISSISSIPPI ADULTS

The factors that influence Mississippians in accepting a COVID-19 vaccine differ by gender. Mississippi women tend to harbor more concerns, among most factors affecting COVID-19 confidence, in comparison to Mississippi men.
VI. CONCLUSIONS

At the time of this survey, 73.2% of Mississippians indicate they plan to take the COVID-19 vaccine when it becomes available to them. Still, there are wide disparities in COVID-19 vaccine confidence among subpopulations in Mississippi. COVID-19 Vaccine confidence among Mississippi’s oldest population is higher than the average state rate, with 92.3% of Mississippians 65 years of age or older intending to take a COVID-19 vaccine as soon as it becomes available to them. However, almost all other socio-demographic categories observe significantly lower vaccination confidence levels. COVID-19 vaccine confidence is substantially lower in lower-income communities, in comparison to the overall population. Among surveyed lower-income Mississippians, only just over half (51.0%) of Mississippians with an annual household income under $20,000 intend to take a COVID-19 vaccine. Among Black Mississippians, the COVID-19 vaccine confidence rate drops to 56.3%, and it drops even further in rural and lower income communities such as for Black Mississippians living in the 18 counties of the Mississippi Delta. In this Delta region, 26.7% of Black Mississippi adults are COVID-19 vaccine-hesitant, having not yet decided whether to take a COVID-19 vaccine. Vaccine resistance is different from vaccine hesitancy, so the implication of observing large segments of COVID-19 vaccine hesitancy among different Mississippi subpopulations should give Mississippi public health professionals their marching orders.

For the overall population of Mississippi, only approximately 10% indicate they definitely do not want a COVID-19 vaccine. This leaves nearly 17% of Mississippians still undecided on whether to accept a COVID-19 vaccine. This substantial component of the population represents an opportunity for public health outreach and COVID-19 vaccine education. 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.
The Appendix includes illustrations of additional levels of analyses that were not included in the body of the report for sake of brevity. However, this data may be able to support COVID-19 vaccine related efforts of different communities across Mississippi.
Vaccine Intention

Figure A-1: COVID-19 Vaccine Intent by Marital Status among Mississippi Adults

![COVID-19 Vaccine Intent by Marital Status among Mississippi Adults](image1)

- Single: 15.2% (No), 23.6% (Unsure), 61.2% (Probably or Definitely Will)
- Married: 8.9% (No), 14.8% (Unsure), 76.3% (Probably or Definitely Will)
- Widowed: 5.0% (No), 10.6% (Unsure), 84.4% (Probably or Definitely Will)

Figure A-2: COVID-19 Vaccine Intent by Insurance Status Among Mississippi Adults

![COVID-19 Vaccine Intent by Insurance Status Among Mississippi Adults](image2)

- Medicare: 86.4% (Definitely or Probably Will), 5.7% (No), 8.0% (Unsure)
- Medicaid: 50.0% (Definitely or Probably Will), 24.0% (No), 26.0% (Unsure)
- Private Insurance: 72.2% (Definitely or Probably Will), 18.1% (No), 9.7% (Unsure)
- Indian Health Services: 37.5% (Definitely or Probably Will), 10.5% (No), 0.0% (Unsure)
- Other: 62.5% (Definitely or Probably Will), 25.1% (No), 10.5% (Unsure)
- Not Sure: 35.2% (Definitely or Probably Will), 8.4% (No), 8.0% (Unsure)
- No Insurance: 29.9% (Definitely or Probably Will), 27.5% (No), 42.6% (Unsure)
APPENDIX A: ADDITIONAL FIGURES AND TABLES

Mississippi Parental Intention to Vaccinate Children against COVID-19

Figure A-3: Mississippi Parental Intention to Vaccinate Children against COVID-19 by Education level

![Graph showing Mississippi Parental Intention to Vaccinate Children by Education level.](image)

Figure A-4: Mississippi Parental Intention to Vaccinate Children against COVID-19 by Annual Household Income

![Graph showing Mississippi Parental Intention to Vaccinate Children by Annual Household Income.](image)
Figure A-5: Mississippi Parental Intention to Vaccinate Children against COVID-19 by Insurance Status
COVID-19 Vaccine Concerns Among Mississippi Adults

Figure A-6: COVID-19 Vaccine Concerns by Race-Ethnicity among Mississippi Adults

COVID-19 Vaccine Concerns by Race-Ethnicity among Mississippi Adults

Safety of the COVID-19 vaccine (is it safe?)
Concerns over Side Effects (unexpected/bad effects)
Approval by the Food and Drug Administration (FDA)
Concerns over whether it will be effective or even prevent COVID-19
It’s too soon / I want to wait until it’s tested more
I don’t want to be a "lab rat" or test subject
Whether I can afford to pay for it? (if it’s not free)
I don’t trust the intentions of COVID-19 vaccination
The vaccine might make me sick with COVID-19
I’m not convinced COVID-19 is a real threat
I’ve been told I should not take the vaccine by people I trust
COVID-19 will probably not be severe for me so I won’t get vaccinated
Concerns over pregnancy (current or future)
I believe all or most vaccines are dangerous and should be avoided
I have already had COVID-19 so probably don’t need the vaccine

1=NOT AT ALL A CONCERN  TO  10=DEFINITELY A CONCERN

Latino/ Latinx  Asian  American Indian  Black/ African American  White
Figure A-7: COVID-19 Vaccine Concerns by Marital Status Among Mississippi Adults

COVID-19 Vaccine Concerns by Marital Status among Mississippi Adults

- Safety of the COVID-19 vaccine (is it safe?)
- Concerns over Side Effects (unexpected/bad effects)
- Approval by the Food and Drug Administration (FDA)
- Concerns over whether it will be effective or even prevent COVID-
- It’s too soon / I want to wait until it’s tested more
- I don’t want to be a “lab rat” or test subject
- Whether I can afford to pay for it? (if it’s not free)
- The vaccine might make me sick with COVID-19
- I don’t trust the intentions of COVID-19 vaccination
- I’m not convinced COVID-19 is a real threat
- I’ve been told I should not take the vaccine by people I trust
- COVID-19 will probably not be severe for me so I won’t get...
- Concerns over pregnancy (current or future)
- I believe all or most vaccines are dangerous and should be avoided
- I have already had COVID-19 so probably don’t need the vaccine

1=NOT AT ALL A CONCERN TO 10=DEFINITELY A CONCERN

Widowed  Married  Single
Figure A-8: COVID-19 Vaccine Concerns by Education Among Mississippi Adults

COVID-19 Vaccine Concerns by Education among Mississippi Adults

- Safety of the COVID-19 vaccine (is it safe?)
- Concerns over Side Effects (unexpected/bad effects)
- Approval by the Food and Drug Administration (FDA)
- Concerns over whether it will be effective or even prevent COVID-19
- It’s too soon / I want to wait until it’s tested more
- I don’t want to be a "lab rat" or test subject
- Whether I can afford to pay for it? (if it’s not free)
- I don’t trust the intentions of COVID-19 vaccination
- The vaccine might make me sick with COVID-19
- I’m not convinced COVID-19 is a real threat
- I’ve been told I should not take the vaccine by people I trust
- COVID-19 will probably not be severe for me so I won’t get vaccinated
- Concerns over pregnancy (current or future)
- I believe all or most vaccines are dangerous and should be avoided
- I have already had COVID-19 so probably don’t need the vaccine

1=NOT AT ALL TO 10=DEFINITELY

Graduate degree
Some College or College graduate
High school graduate or Less
Vaccination Opinions among Mississippi Adults

Figure A-9: Opinions about Vaccines Among Mississippi Adults

Opinions about Vaccines among Mississippi Adults

1=NOT AT ALL TO 10=DEFINITELY AGREE

- Vaccines in general are safe
- Vaccines are effective at preventing diseases
- To protect the public health, we should follow CDC guidelines about vaccination
- The COVID-19 vaccine will be effective at protecting me from COVID-19
- The COVID-19 vaccine will be safe
- I should have the right to refuse to receive vaccines
- The government should have the power to make vaccinations mandatory
- Vaccines contain dangerous ingredients
- Diseases provide better immunity than vaccines do
- I'm morally opposed to vaccination
- Vaccination conflicts with my religion or other beliefs

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Figure A-10: Opinions about Vaccines by Gender Among Mississippi Adults

Opinions about COVID-19 Vaccine by Gender Among Mississippi Adults

1=NOT AT ALL TO 10=DEFINITELY AGREE

- Vaccines in general are safe
- Vaccines are effective at preventing diseases
- To protect the public health, we should follow CDC guidelines about vaccination
- The COVID-19 vaccine will be effective at protecting me from COVID-19
- The COVID-19 vaccine will be safe
- I should have the right to refuse to receive vaccines
- The government should have the power to make vaccinations mandatory
- Vaccines contain dangerous ingredients
- Diseases provide better immunity than vaccines do
- I'm morally opposed to vaccination
- Vaccination conflicts with my religion or other beliefs
APPENDIX A: ADDITIONAL FIGURES AND TABLES

Figure A-11: Opinions about Vaccines by Race-Ethnicity Among Mississippi Adults

![Graph showing opinions about vaccines by race-ethnicity among Mississippi adults.]

Figure A-12: Opinions about Vaccines by Political Party Affiliation Among Mississippi Adults

![Graph showing opinions about vaccines by political party affiliation among Mississippi adults.]

1=NOT AT ALL TO 10=DEFINITELY AGREE

- Vaccines in general are safe
- Vaccines are effective at preventing diseases
- To protect the public health, we should follow CDC guidelines about vaccination
- The COVID-19 vaccine will be effective at protecting me from COVID-19
- The COVID-19 vaccine will be safe
- Vaccines contain dangerous ingredients
- Diseases provide better immunity than vaccines do
- I’m morally opposed to vaccination
- Vaccination conflicts with my religion or other beliefs

**Legend:**
- White
- Black/African American
- American Indian
- Asian
- Latino/Latinx
- Republican Leaning
- Democratic Leaning
- Independent Leaning
- Other/It depends on the issues
Mississippi Adult Willingness to Participate in COVID-19 Clinical Trials

Figure A-13: Clinical Trial Participation Willingness by Gender Among Mississippi Adults

Clinical Trial Participation Willingness by Gender among Mississippi Adults

1=NOT AT ALL TO 10=DEFINITELY AGREE

I am willing to sign up for a clinical trial for a COVID-19 vaccine

Men  |  Women  |  All Mississippians
---|---|---
5.0  | 4.0  | 4.5

Figure A-14: Clinical Trial Participation Willingness by Race-Ethnicity Among Mississippi Adults

Clinical Trial Participation Willingness by Race-Ethnicity among Mississippi Adults

1=NOT AT ALL TO 10=DEFINITELY AGREE

I am willing to sign up for a clinical trial for a COVID-19 vaccine

White  |  Black/ African American  |  American Indian  |  Asian  |  Latino/ Latinx
---|---|---|---|---
4.9  | 3.4  | 4.8  | 6.0  | 3.0
Appendix A: Additional Figures and Tables

Figure A-15: Clinical Trial Participation Willingness by Political Party Affiliation Among Mississippi Adults

![Clinical Trial Participation Willingness by Political Party Affiliation Among Mississippi Adults](image)

Figure A-16: Clinical Trial Participation Willingness by Age Among Mississippi Adults

![Clinical Trial Participation Willingness by Age Among Mississippi Adults](image)
Figure A-17: Clinical Trial Participation Willingness by Annual Household Income Among Mississippi Adults

Clinical Trial Participation Willingness by Annual Household Income among Mississippi Adults

1=NOT AT ALL TO 10=DEFINITELY

ANNUAL HOUSEHOLD INCOME

Less than $10,000: 4.1
$10,000 - $19,999: 3.5
$20,000 - $29,999: 3.9
$30,000 - $39,999: 4.0
$40,000 - $49,999: 4.3
$50,000 - $59,999: 4.4
$60,000 - $69,999: 4.6
$70,000 - $79,999: 4.7
$80,000 - $89,999: 5.3
$100,000 - $149,999: 5.3
$150,000 and above: 5.3
The Mississippi Immigrants Rights Alliance promotes the MSDH COVID-19 Vaccine Confidence Survey with various businesses across the state that serve Mississippi’s migrant communities.
The Mississippi Immigrants Rights Alliance promotes the MSDH COVID-19 Vaccine Confidence Survey with various businesses across the state that serve Mississippi’s migrant communities.
Contact Information:
For questions, please reach out to the

Principal Investigator | Dr. Victor D. Sutton

Project Director | Ms. Lamees El-sadek
Lamees.Elsadek1@msdh.ms.gov