

COVID-19 Vaccines Survey

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Research Report

30 November 2021



StepBeyond 

COVID-19 Vaccines Survey

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VACCINES

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VACCINES:
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Research Method

Fieldwork dates: 13 -23 November 2021

Online survey emailed to all 1,108 current members of the Staffordshire People's Panel

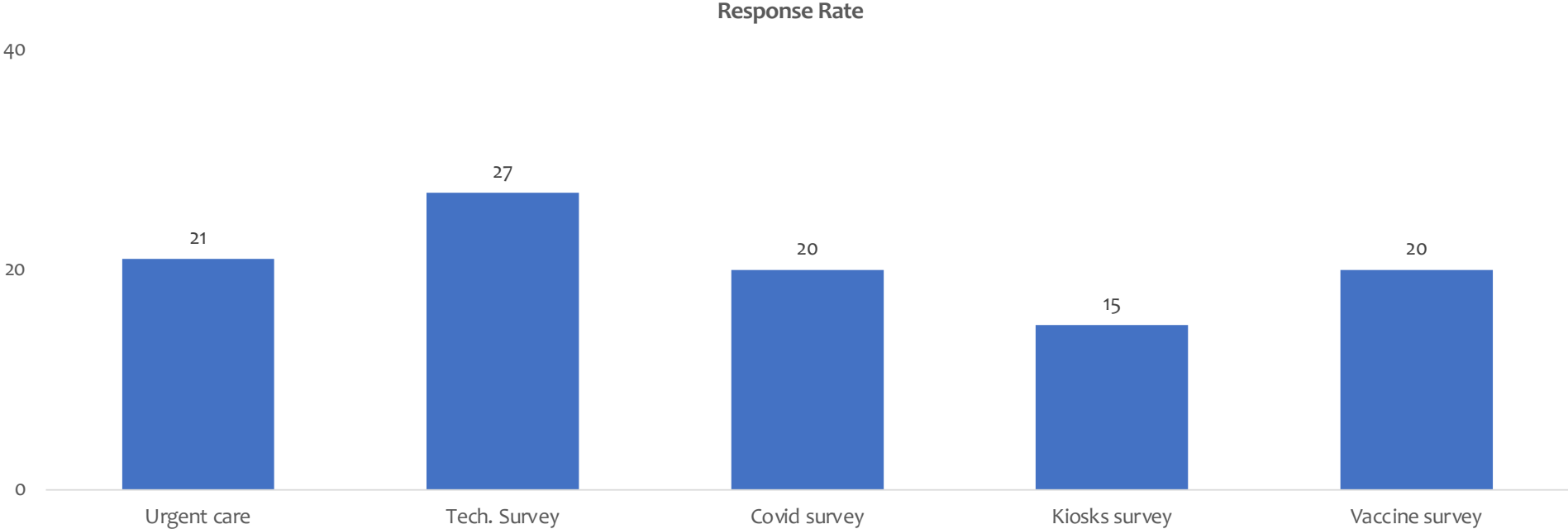
Emailed out invite:	1108
Bounced back:	22
Unsubscribed:	13
Opened the survey but did not complete:	46
Completes:	226 (20% response rate)

Responses:

Initial Mail Out:	119
1 st Reminder:	45
2 nd reminder:	27
Final call:	35

Comparison of Response Rates

- We are consistently getting a response rate of around 20%
- There's some suggestion though that following a decline earlier this year, response rates may be starting to climb again



Base: Total Sample (263 Tech Survey)

(176 Urgent Care)

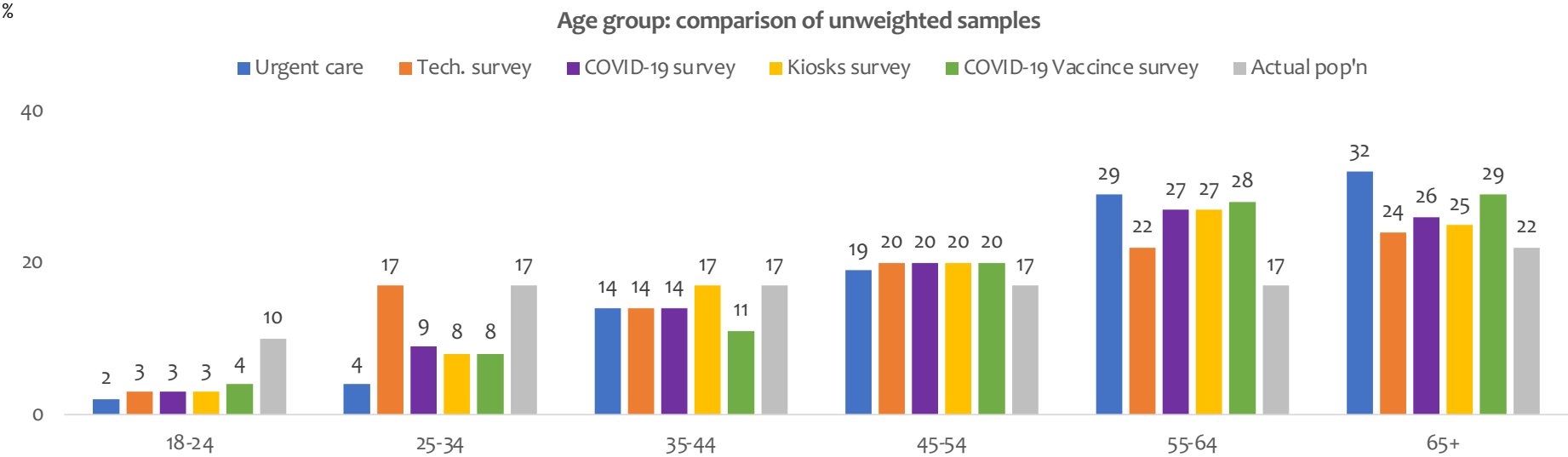
(238 Covid Survey)

(189 Kiosks Survey)

(226 COVID-19 vaccine survey)

Age group

- The sample for this COVID-19 vaccine survey is very similar to the previous 2021 surveys in terms of age profile, with a skew towards the older age groups.
- This is due to the fact that we're still getting low responses from the under 35s (despite them being representative within the Panel itself)
- The sample size is however not big enough to allow reliable weighting and so all results are unweighted.



Base: Total Sample (263 Tech Survey)

(176 Urgent Care)

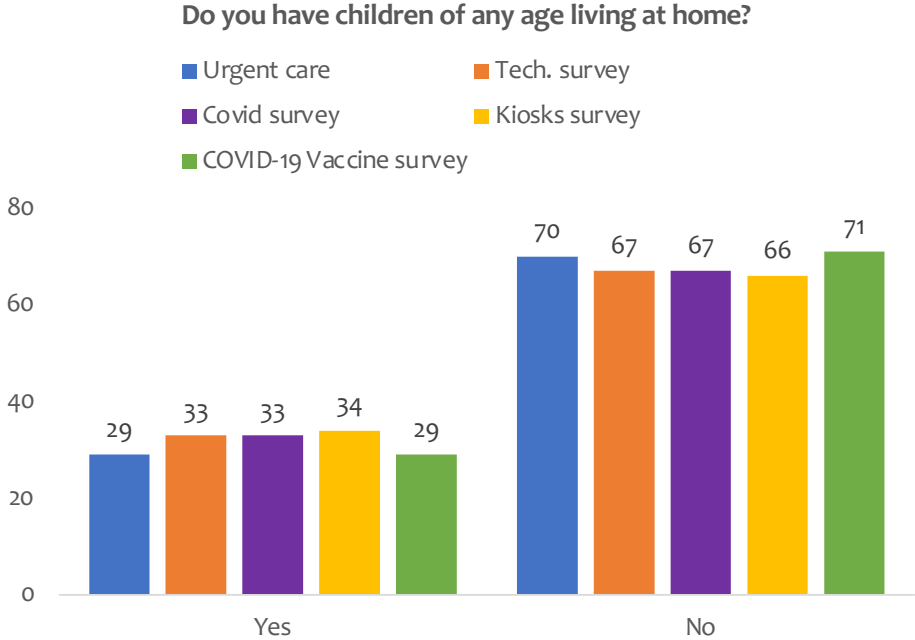
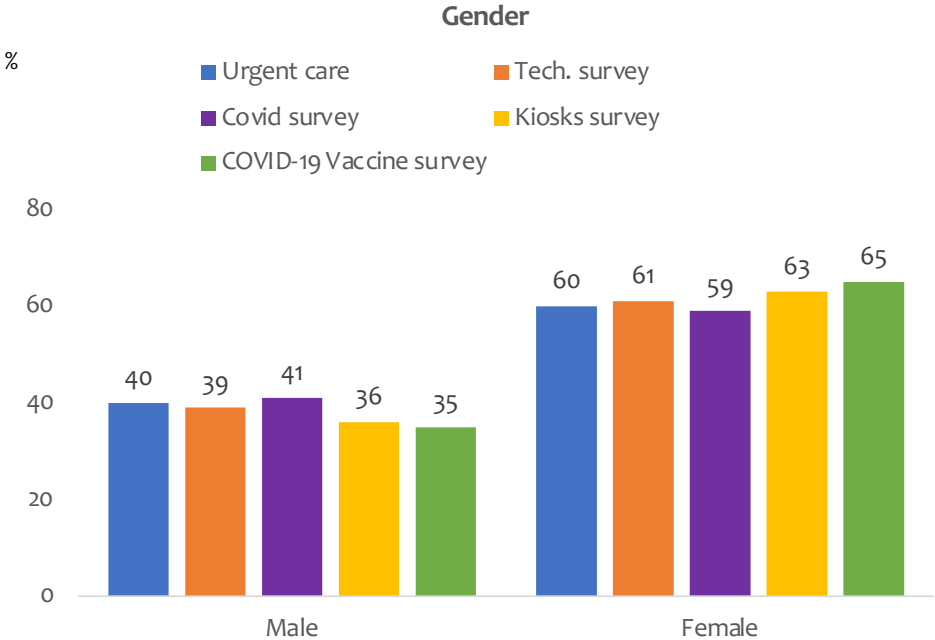
(238 Covid Survey)

(189 Kiosks Survey)

(226 COVID-19 vaccine survey)

Gender & Children

- The sample for this survey is similar to previous surveys in terms of gender profile – the majority again being female
- NB 55% of Panel members are female
- Slightly fewer participants in this survey have children living at home
- Which is unfortunate given that part of the survey was specifically directed at them.



Base: Total Sample (263 Tech Survey)

(176 Urgent Care)

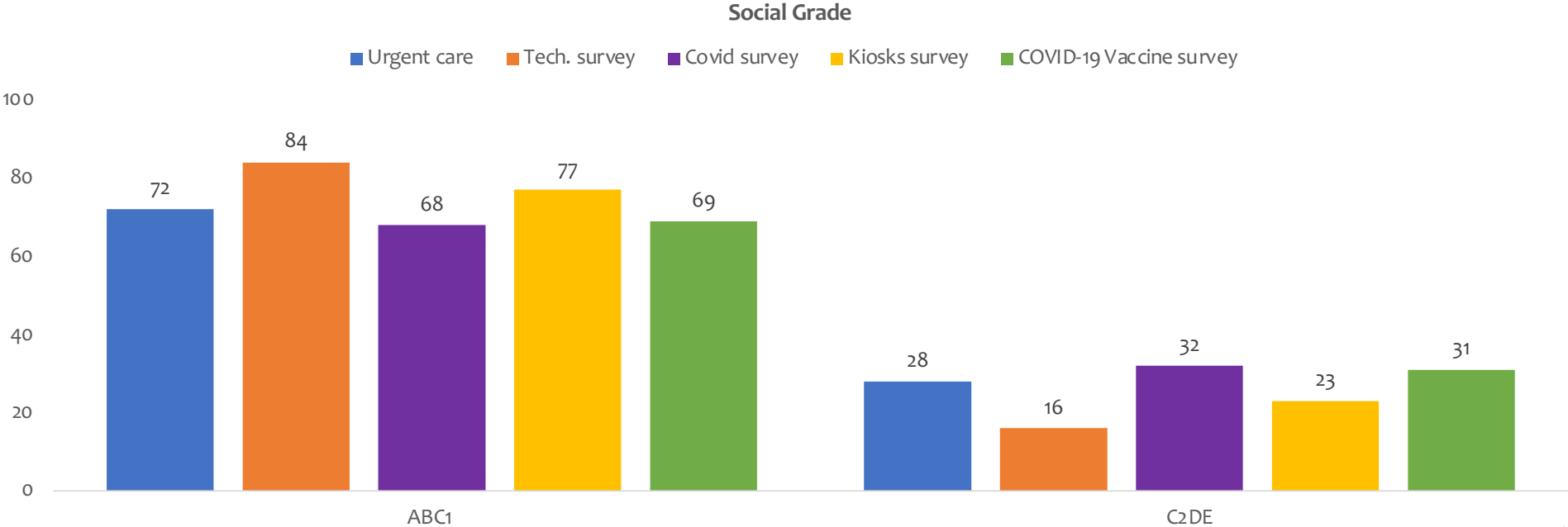
(238 Covid Survey)

(189 Kiosks Survey)

(226 COVID-19 vaccine survey)

Social Grade

- The sample continues to be skewed towards higher social grades
- 55% of Panel members are ABC1, and so it is evident that C2DEs are significantly less likely to answer surveys, even if they agree to be members of the People’s Panel.



Base: Total Sample (263 Tech Survey)

(176 Urgent Care)

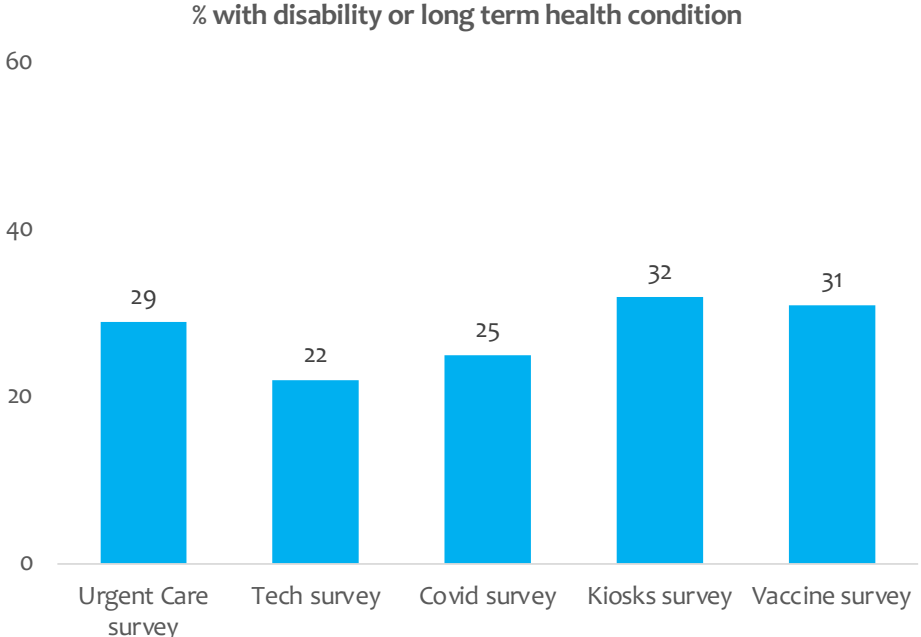
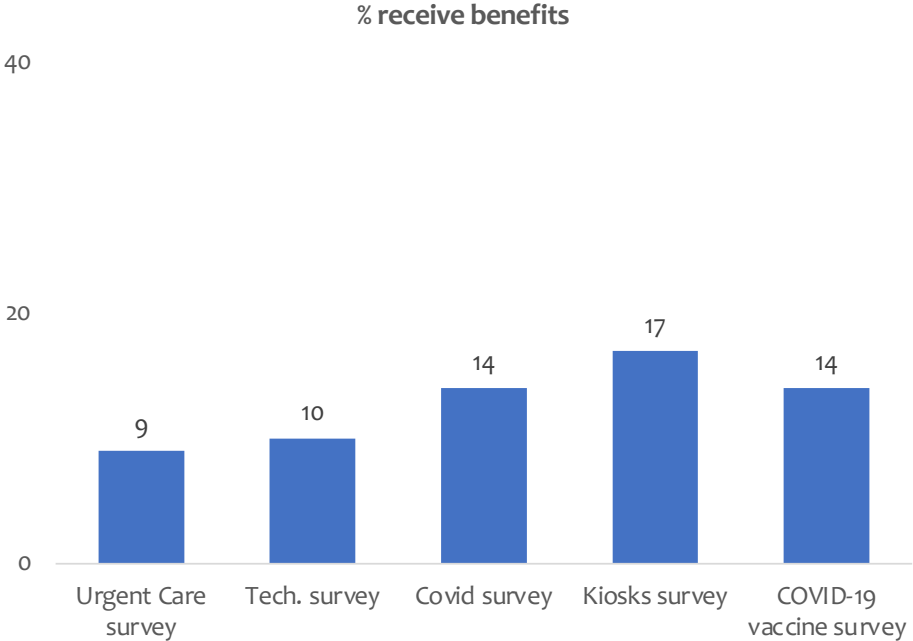
(238 Covid Survey)

(189 Kiosks Survey)

(226 COVID-19 vaccine survey)

Vulnerable groups

- 14% of survey participants receive some form of benefits, which is similar to previous surveys
- While around 30% have some form of disability or long-standing health condition.
- Therefore we're getting a good representation of these groups (indeed higher than their representation within the Panel – 20%)



Base: Total Sample (263 Tech Survey)

(176 Urgent Care)

(238 Covid Survey)

(189 Kiosks Survey)

(226 COVID-19 vaccine survey)

COVID-19 BOOSTER VACCINES

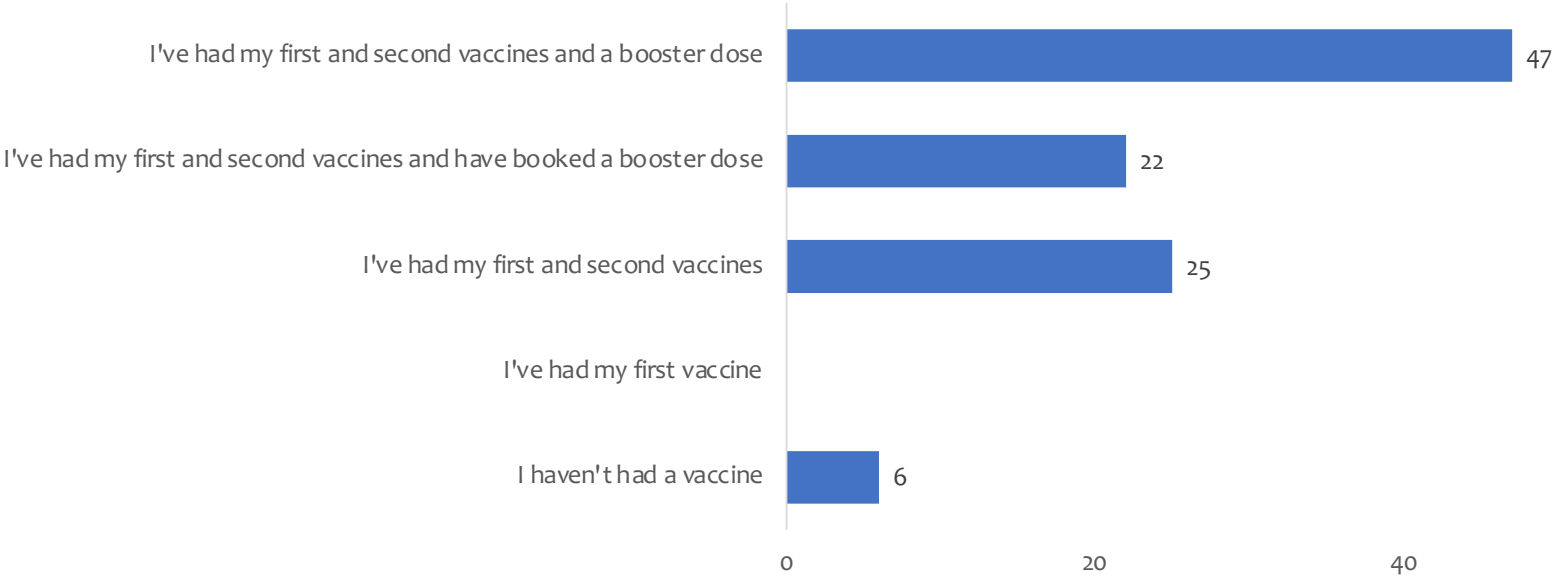
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Current vaccine status of survey participants

- One-in-two Panel members who completed the survey had already had their booster dose
- While another one-in-four had one booked at the time of the survey
- Leaving only 25% who hadn't booked a booster yet
- And 6% who've not had a vaccine at all.

Which of these best describes you in terms of the COVID-19 vaccine?

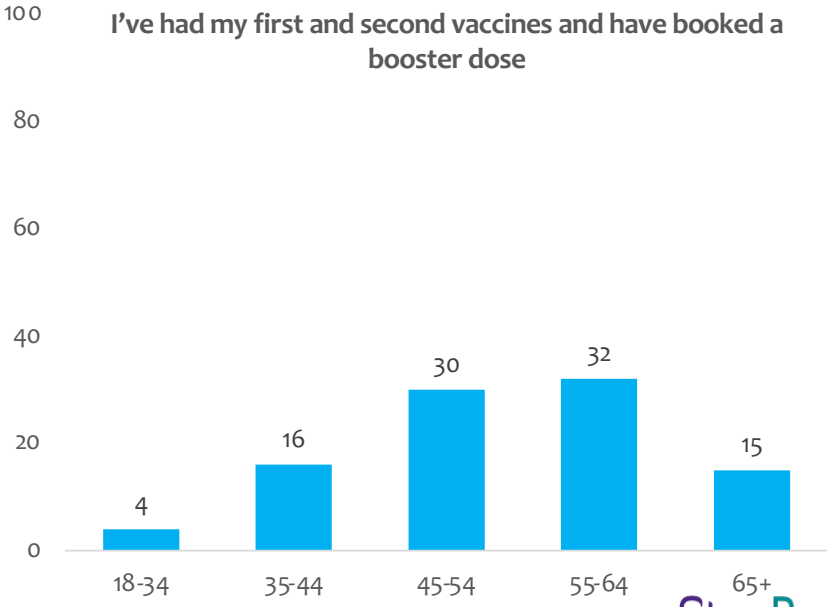
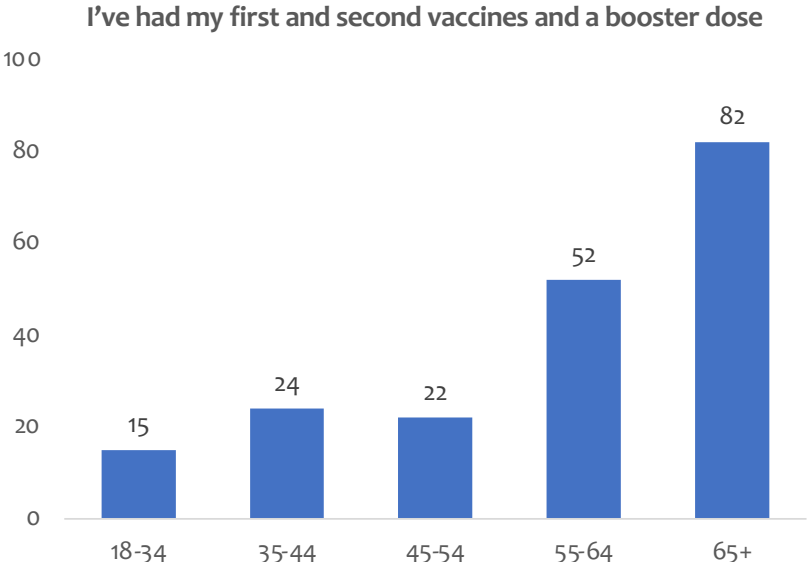


Base: Total sample (226)

Current vaccine status by age group

- As many as 82% of survey participants aged 65+ had already had their booster dose
- As had half of those aged 55-64
- And around one-in-four of the younger age groups
- 52% of ABC1s had already had a booster, compared with 36% of C2DEs

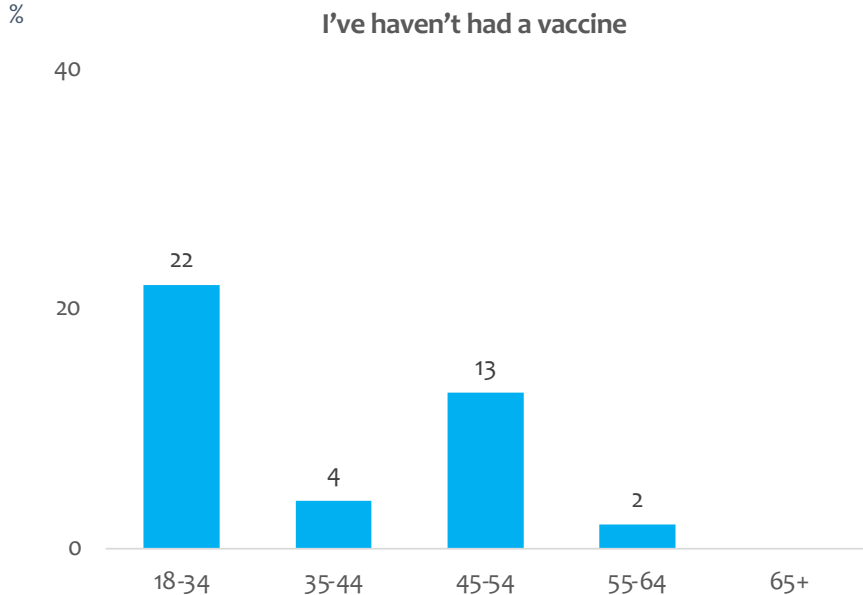
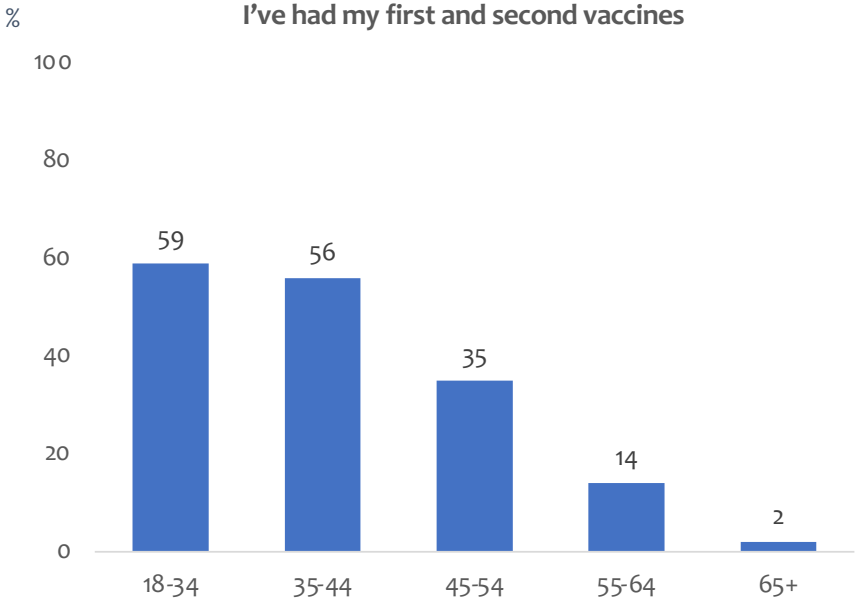
- A third of 45-64 year olds who completed the survey said they'd booked their booster
- Noting that the age group criteria to do so fell to 40+ during the fieldwork period.



Base: Total sample (226)

Current vaccine status by age group

- Those people who have not yet booked their booster (but have had their first and second vaccines) are most likely to be aged under 45
- Whilst the 6% who haven't had any vaccine at all were either aged under 35 or 45-54.
- The survey suggests that at least 22% of 18-35 year olds in Staffordshire and S-O-T area haven't had a vaccine.

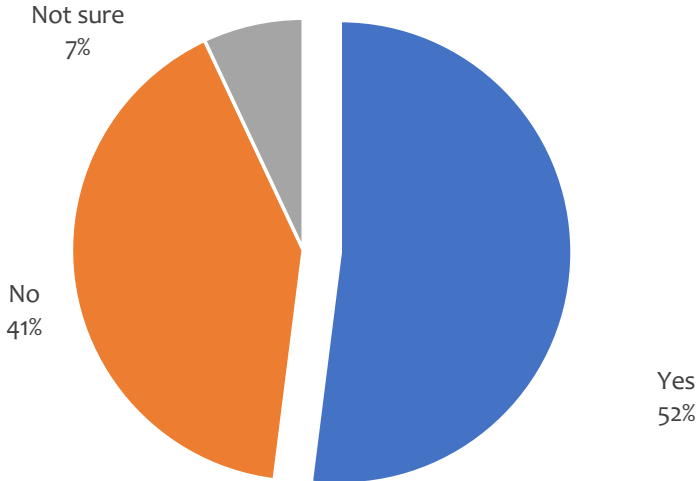


Base: Total sample (226)

The Booster Vaccine

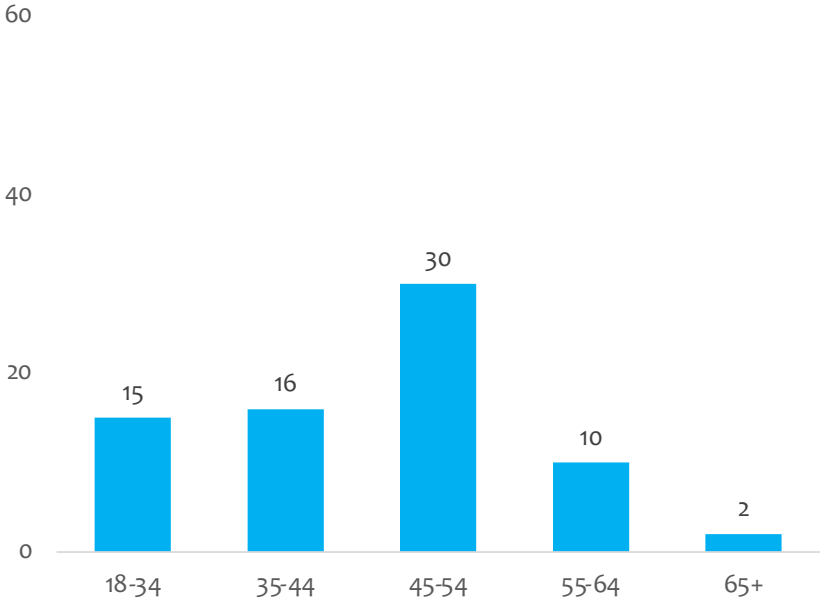
- Half of those respondents who hadn't either already had or booked a booster vaccine said that they were eligible to do so

Are you currently eligible for a booster vaccine, based on the above?



- Whilst the base sizes are small, the indications are that the middle age groups are most likely to have not yet booked their booster – presumably because they'd only just become eligible to do so

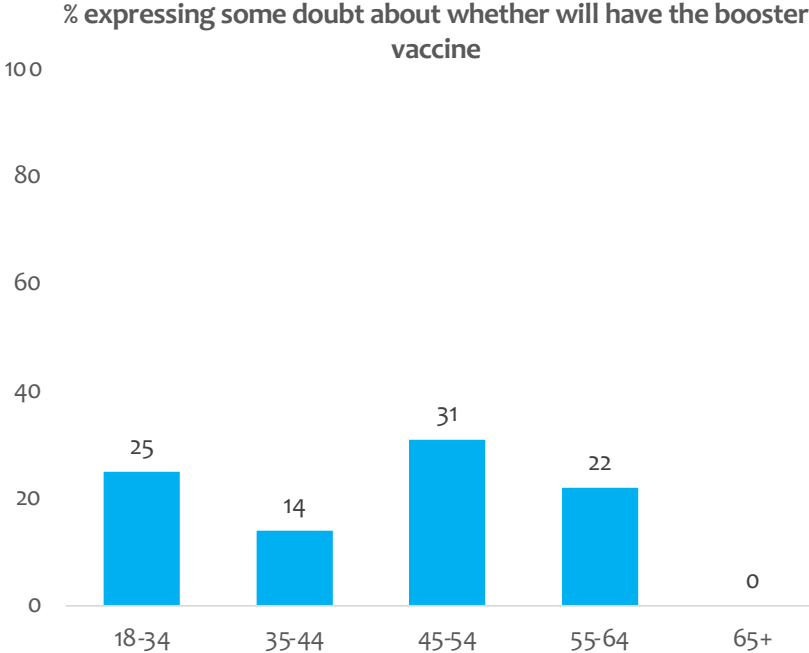
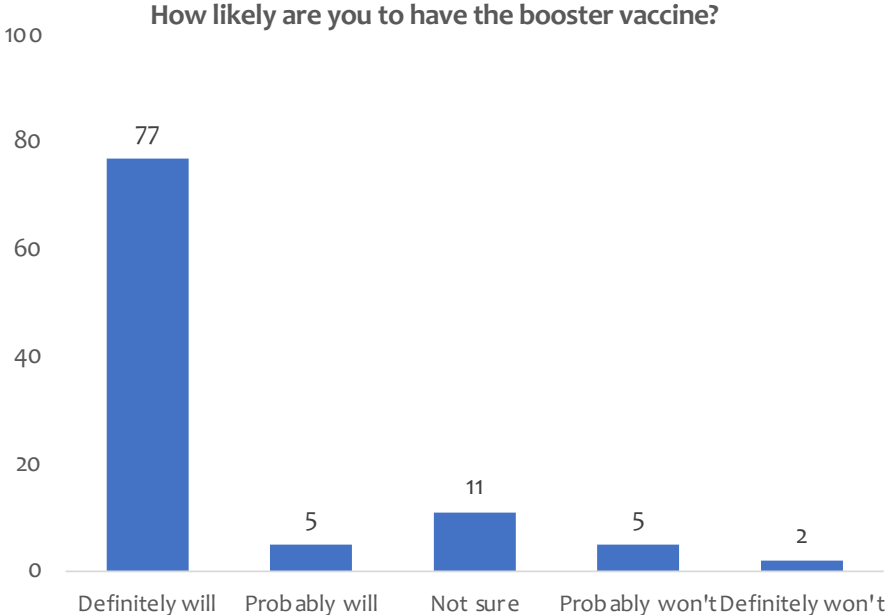
% currently eligible for booster but neither had nor booked it



Base: all who haven't already had or booked a booster (56)

Likelihood to have the booster vaccine

- The great majority of survey participants said they will ‘definitely’ have the booster vaccine
- Leaving one-in-four who may not
- There was no significant difference by age group (nor indeed by any other demographic), but the base sizes are small

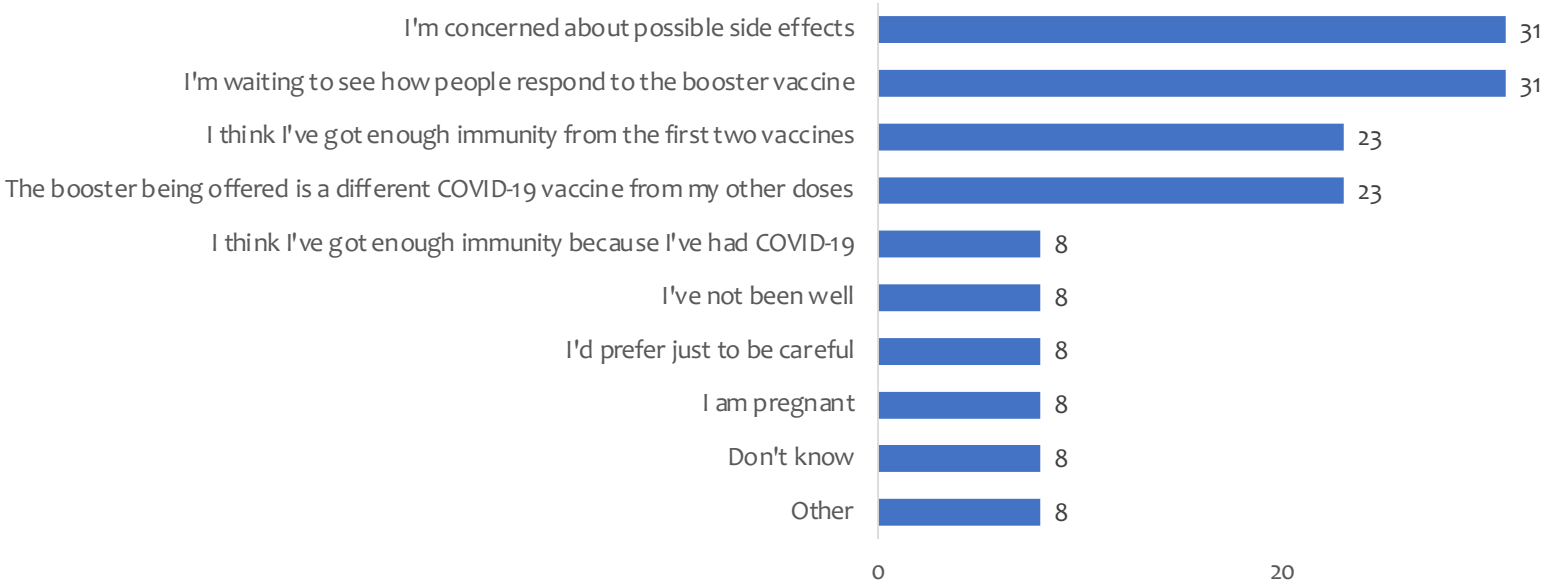


Base: all who haven't already had or booked a booster (56)

Barriers to having the booster vaccine

- Survey participants' concerns about the booster vaccine generally related to possible side effects
- Also (and importantly) to the fact that it will be a different vaccine to their previous ones
- There's also some perception in their minds that they don't really need it

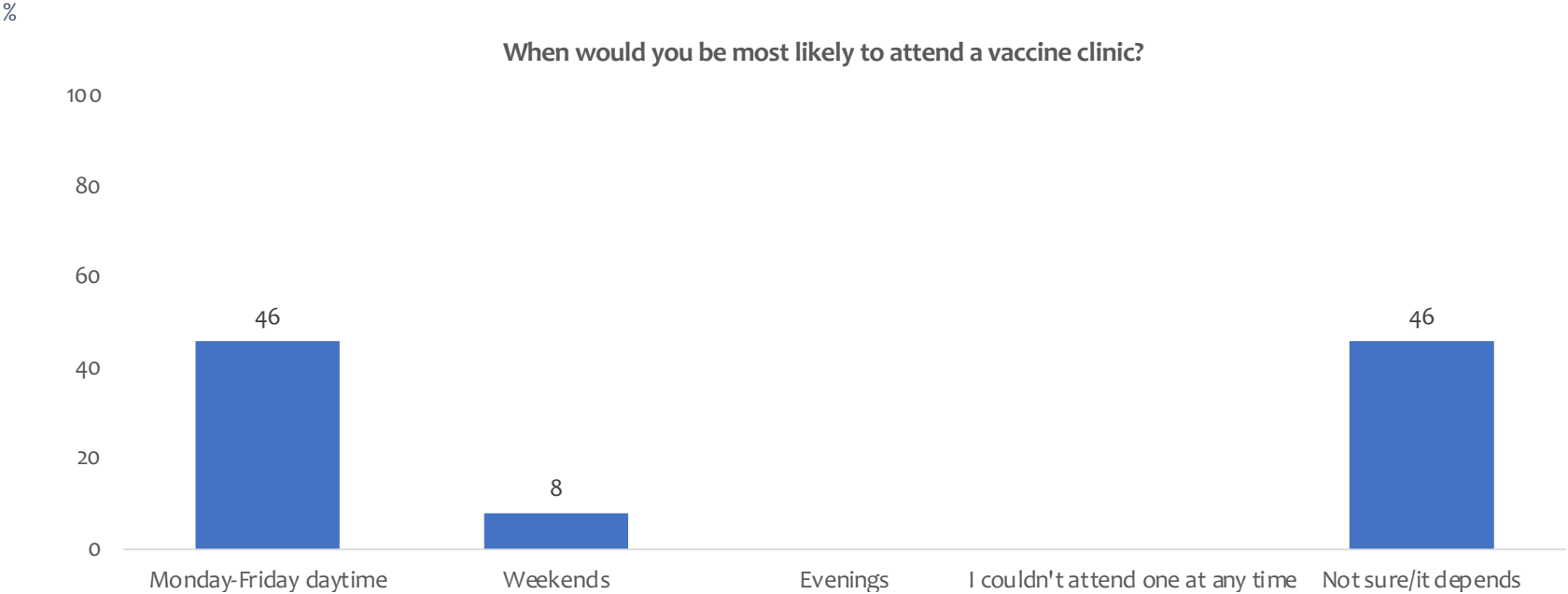
Reasons for being unsure, not having or feeling reluctant about the booster vaccine



Base: all expressing uncertainty about booster (13)

Vaccine Clinic Times

- The survey suggests that current vaccine clinic times are **not** presenting any form of barrier to getting a booster
 - None of those people who expressed uncertainty about a booster vaccine ticked the 'clinics at wrong time of day' box
 - Most of them said they'd go on a weekday daytime, or said it would depend.



Base: all expressing uncertainty about booster (13)

COVID-19
VACCINES:
12-15 YEAR OLDS

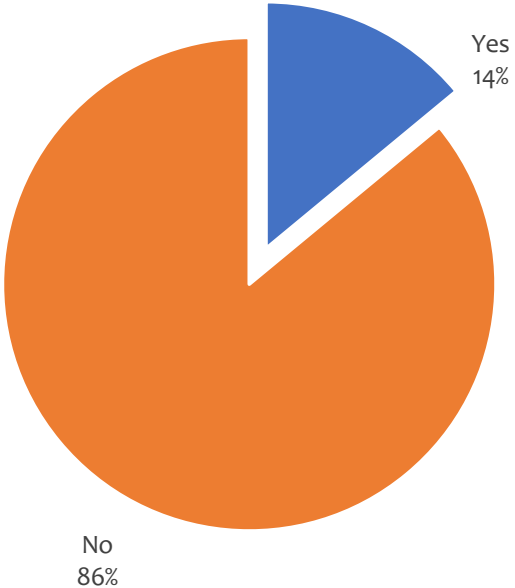
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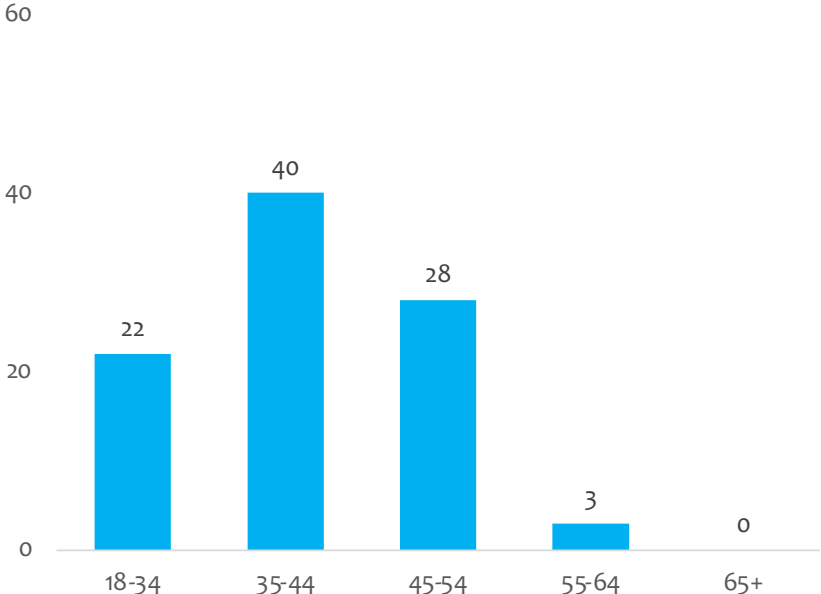
Presence of children in household

- 14% of the total survey sample have children aged 12-18 living at home
- The percentage increased to 40% of respondents aged 35-44

Do you have any children aged 12-18 living at home?



% with children aged 12-18



Base: Total sample (226)

Children's Vaccine Status

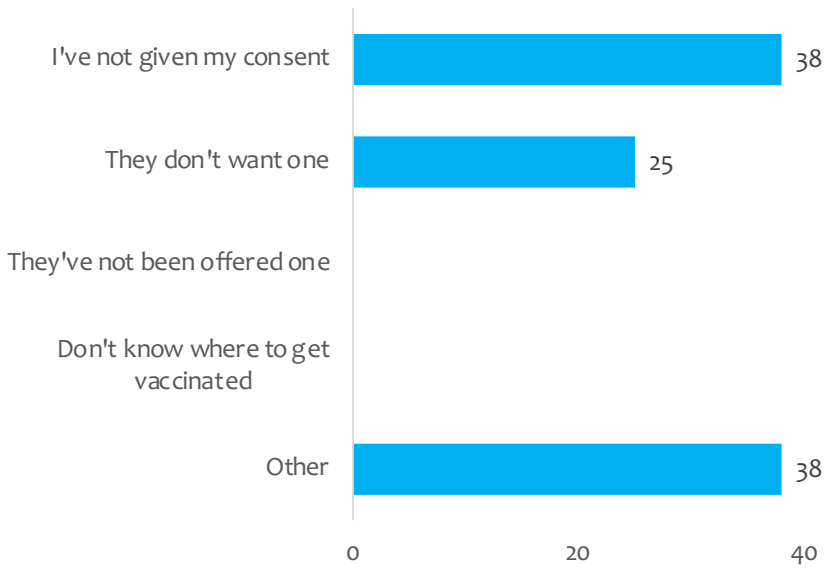
- One-in-two of those with children aged 12-18 said their child(ren) had already been vaccinated
- Reasons for children not having been vaccinated tended to be more that the parent had not given their consent, rather than because the child didn't want one (although the base size is small)

Have your children aged 12-18 had their COVID-19 vaccines?



Base: All with children aged 12-18 (31)

Why has your child/children not had their vaccine yet?

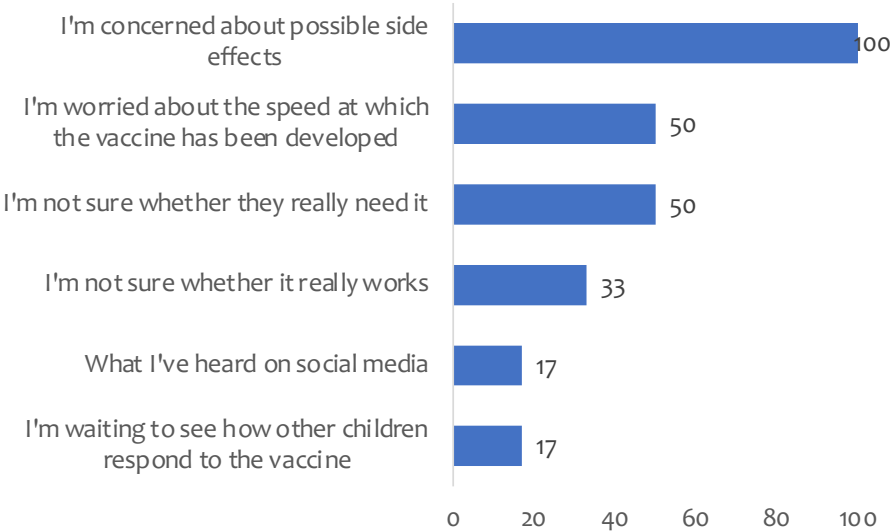


Base: All whose children haven't had vaccine (16)

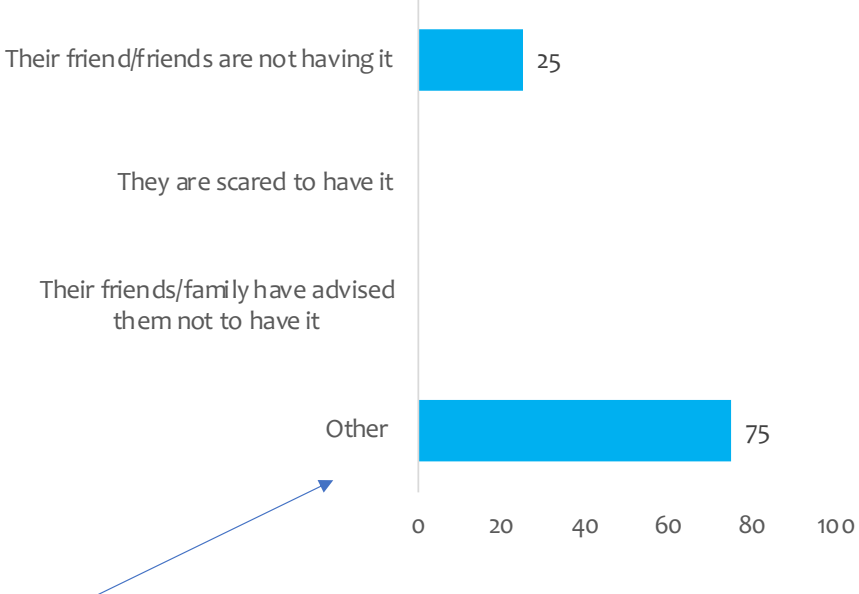
Barriers to children having the COVID-19 vaccine

- All 6 parents who hadn't given their consent were concerned about possible side effects and there was also some doubt as to whether their child(ren) actually need a vaccine, and whether it works for children
- Those 4 respondents who said their child didn't want a vaccine gave a variety of reasons

Reasons for not giving consent for your child/children to have the COVID-19 vaccine



Why doesn't your child/children want the COVID-19 vaccine?



Other:
Has his own opinions on it and has decided against having it
Waiting a little longer to see uptake.
JVT said no real benefit to children 12-15 and no data to suggest it's effective in that age group

Base: All who've not given their consent (6)

Summary & Conclusions



Summary & Conclusions

The sample for this survey is undoubtedly more 'pro vaccination' than the wider population. This is due to a combination of factors:

- People who join the People's Panel are likely to be comparatively more supportive of the NHS
- Older Panel members are consistently more likely to respond to People's Panel surveys, and they are most at risk from COVID-19
- ABC1s are also most likely to respond to People's Panel surveys, and we can see from the data that ABC1s tend to be 'early adopters' of the COVID-19 vaccine – 52% of ABC1s had already had their booster dose, compared with 36% of C2DE's.

The Booster Vaccine

In total, 6% of the sample hadn't had **any** vaccine, but this figure rose to 22% of 18-35 year olds.

Those people who were eligible for the booster vaccine but hadn't booked it tended to be from the mid-age groups (however the eligibility age criteria changed during the fieldwork period)

Around one-in-four under 65s expressed some doubt as to whether they would have a booster vaccine

The survey found two key barriers to having a COVID-19 booster vaccine:

1. Concern that the booster is a different vaccine: people don't know whether it will have different/worse side effects
2. A perception that maybe they don't really need it – some feel they have sufficient immunity from their previous vaccination or through having previously caught the virus.

This needs to be urgently addressed through communications, especially given the discovery of the Omicron variant in the few days since fieldwork ended.

12-15 year olds

48% of those survey participants with children aged 12-15 said their child has already been vaccinated against COVID-19

Among the remainder, parents expressed definite concern about possible side effects, and also a doubt as to whether their child actually needs a vaccine.

A few said their child didn't want a vaccine, with no specific barrier being apparent.

Again, strong communications would help address this, and are now definitely needed, given Omicron.

Thank You!

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