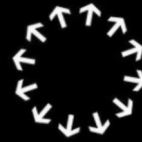




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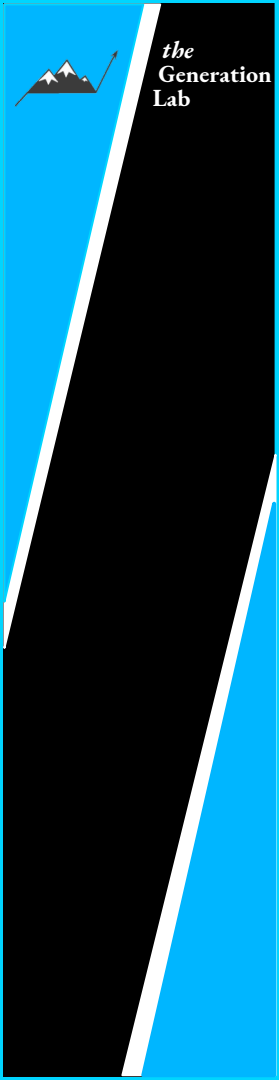
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**BEAT
THE
VIRUS**



Students on vaccine and pandemic behavior:
Young Americans are vaccine confident but
still participating in risky behavior



INTRODUCTION

As accelerated vaccine rollout has created real hope for Americans across the country, vaccine skepticism and the rise of new variants puts this post-pandemic reality at real risk. With Spring Break, there has been a rise in infection rates in 18 states particularly among young people. Generally, young people reflect confidence in the vaccine, and are excited to take the jab. However, there are key demographic groups in which hesitancy is becoming a significant issue.

When it comes to endorsements of the vaccine, young people say they seek validation from their personal doctor the most. Young people also say that public health officials play a key role in the endorsement process, underscoring the importance of locally focused information campaigns.

As college students across the country travel near and far to vacation for spring break, feared new spikes in infection and the creation of COVID-19 variants has become a reality. Many young people on spring break are keen to attend indoor gatherings throughout the next few weeks.

Based on a survey of 808 college students conducted on March 24th - 30th, 2021.

Beat the Virus and the Health Innovations Lab at New America commissioned this poll.

Support for the survey and BeatTheVirus.org website was provided in part by New America under a grant from the Robert Wood Johnson Foundation (RWJF). The views expressed as part of this project do not necessarily reflect the views of RWJF or New America.



KEY FINDINGS

1. Doctors are the most powerful vaccine endorsers

69% of respondents said that **they trust their own doctors the most** to endorse the vaccine and only 3% say they'd trust a celebrity or social media influencer most.

3. Vaccine-takers tend to persuade others while skeptics do not

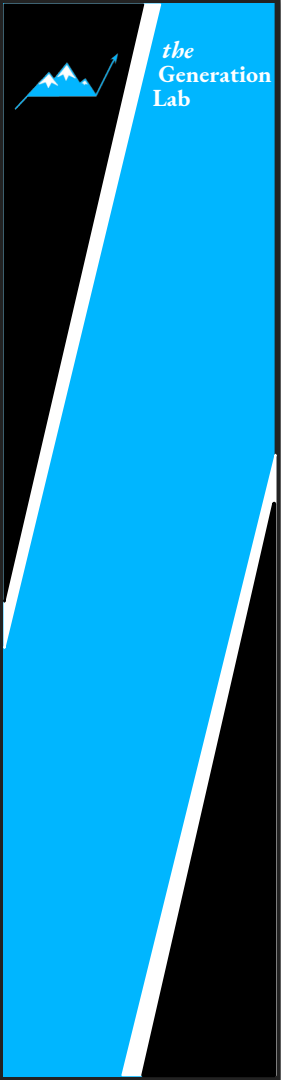
Of vaccine-takers, **81% say that they try to convince friends and family to get vaccinated**, however; only 16% of vaccine skeptics say that they try to persuade others to not take the jab.

2. Major confidence - uneven across demographic groups

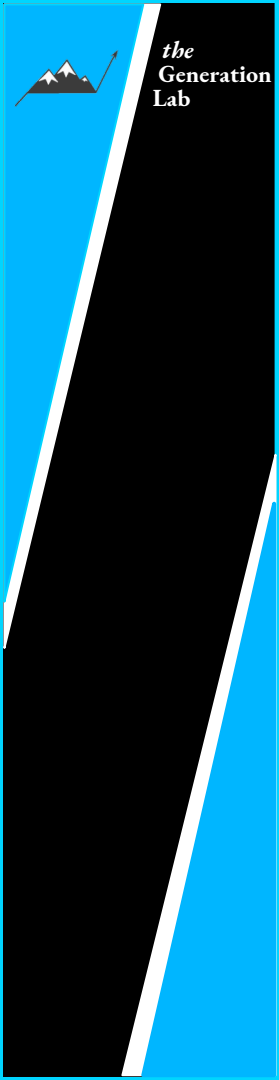
There's resounding confidence among young Americans in the vaccine's efficacy; however, this **confidence decreases significantly within certain demographics**.

4. Spring break is here, and young people are heading out of town

61% of respondents say that they will be traveling out of town for the break. A quarter of springbreakers say that they will be attending indoor gatherings - including restaurants or bars.



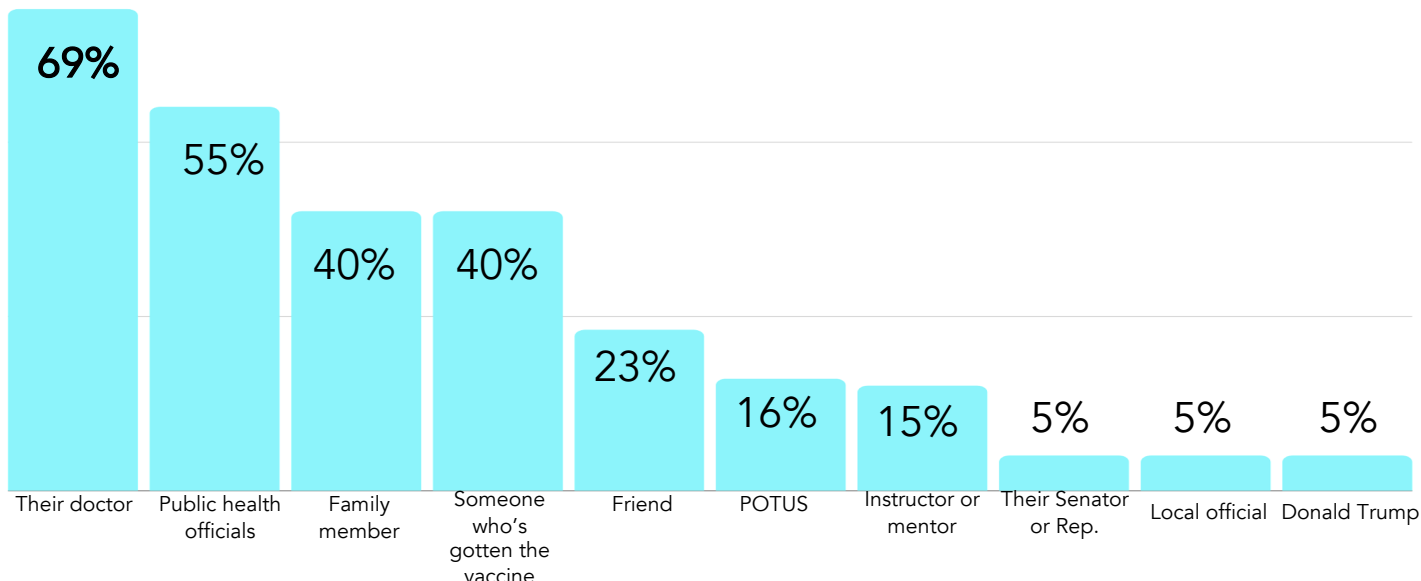
FINDINGS



FINDINGS

1. Young people are listening to doctors when it comes to the vaccine

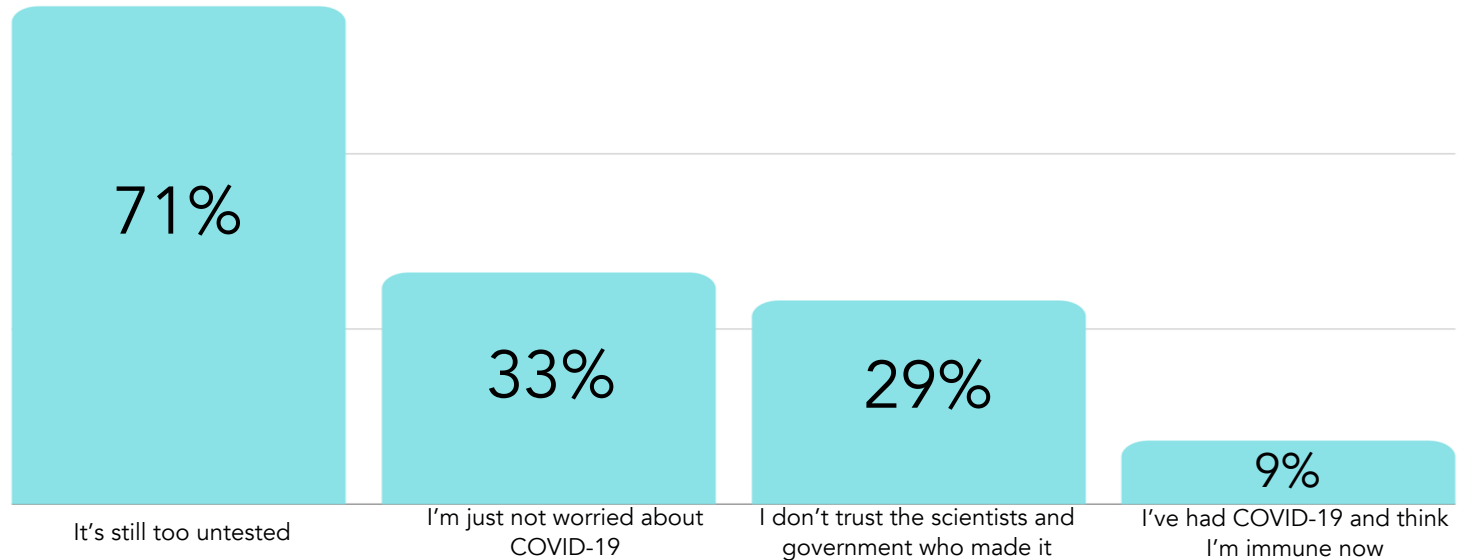
Young Americans trust their own doctors more than anyone else for vaccine endorsements, signalling that local medical experts play a critical role in increasing vaccine confidence. After doctors, young people value public health officials, their family members, and people that they know who have gotten the vaccine as powerful vaccine endorsers. Personal connections appear to be the key to increasing vaccine confidence. This question asked respondents to select the top three options that apply.



FINDINGS

2. Young skeptics think that the vaccine is still too untested to safely take

71% of those who do not plan to take the vaccine say that the “unproven” science behind the jab is the cause of their skepticism. On the other hand, nearly a third (29%) of vaccine skeptics are not taking the jab because they do not trust the government or scientists who made it. This concerning finding is confounded by the 33% of vaccine skeptics that say they will not take the jab because they do not believe that they could be harmed by contracting the virus. This question asked respondents to select all options that apply.



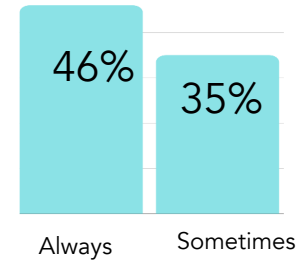
FINDINGS

3. Vaccine peer pressure is happening and it is overwhelmingly positive

81% of those who are planning to be vaccinated say that they try to convince family and friends who are on the fence about the vaccine to take the jab. In contrast, only 16% of vaccine skeptics say that they try to dissuade people around them from getting vaccinated.

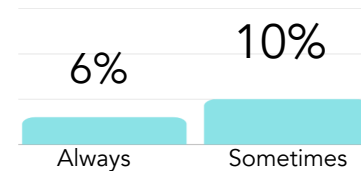
Vaccine takers are much more committed and likely to persuade their counterparts to take the vaccine. Young vaccine skeptics seem to keep their opinions to themselves and do not go out of their way to convince others of their hesitancy.

Among vaccine-takers



“How often do you try to convince friends and family to take the vaccine?”

Among vaccine skeptics

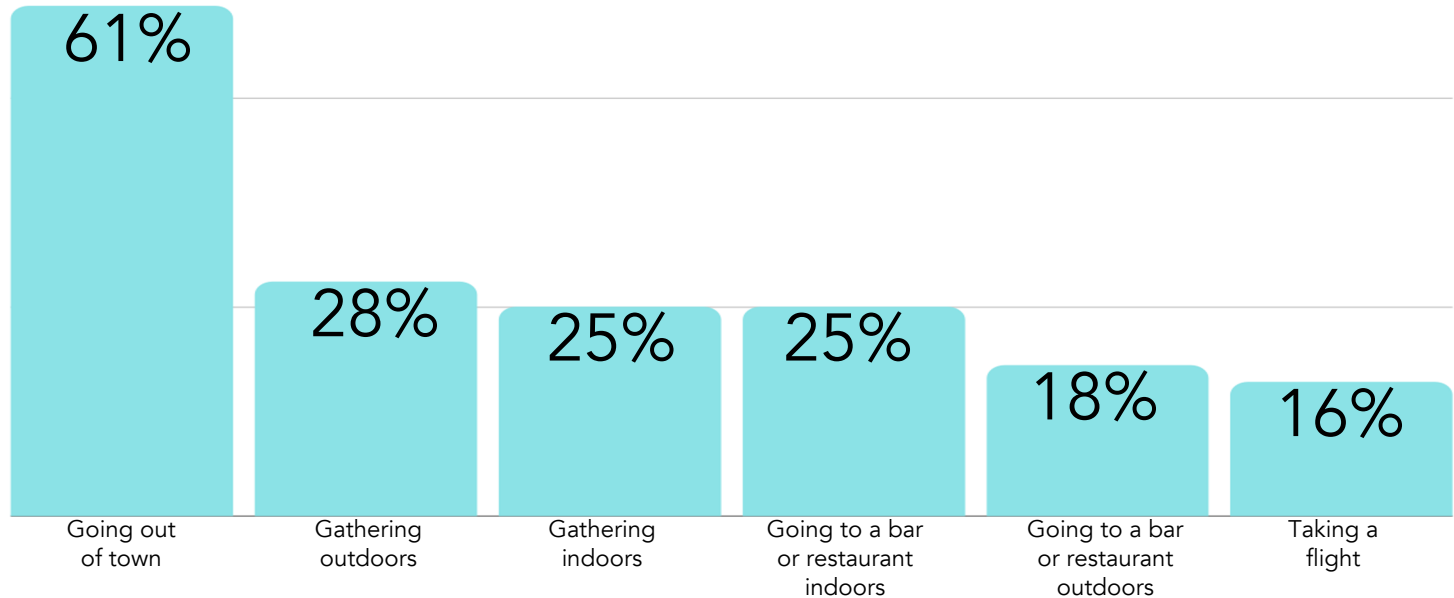


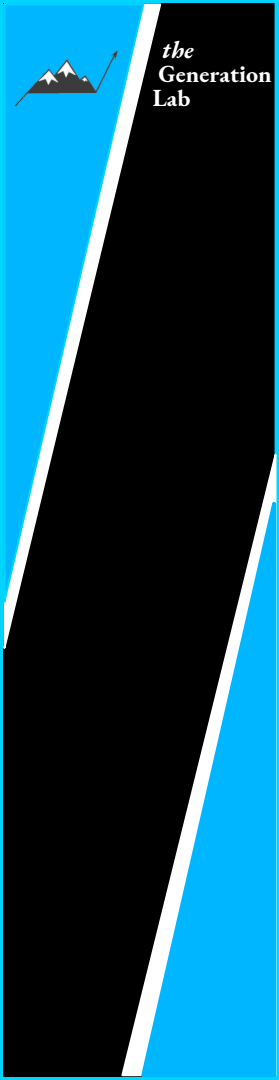
“How often do you try to convince friends and family NOT to take the vaccine?”

FINDINGS

4. Spring break means lots of travel and many high-risk events

61% of young people are traveling out of town for this spring break — an alarming yet not unexpected statistic. In addition, a quarter of spring break revelers say that they plan to go to an indoor restaurant or bar while on vacation. These spring break data make the CDC's recent warning of a spike in cases arriving on the horizon ever more salient. This question asked respondents to select all options that apply.

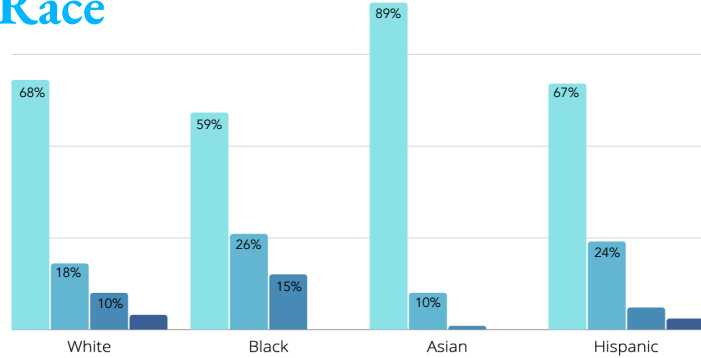




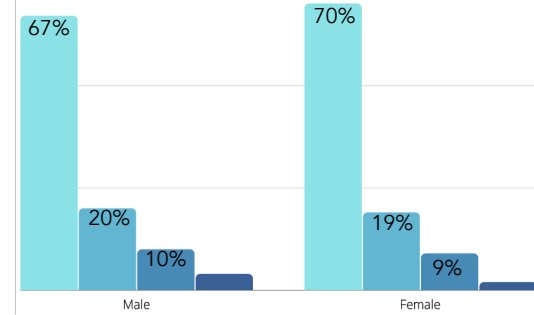
UPSHOT — Demographic Vaccine Confidence



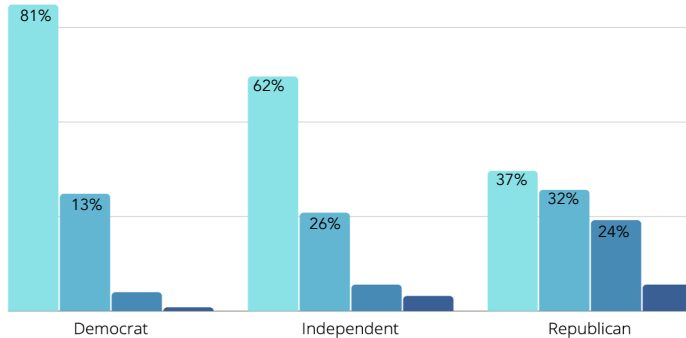
Race



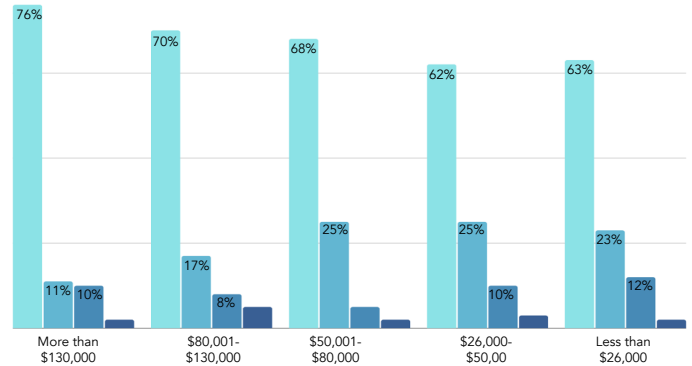
Gender



Political Party

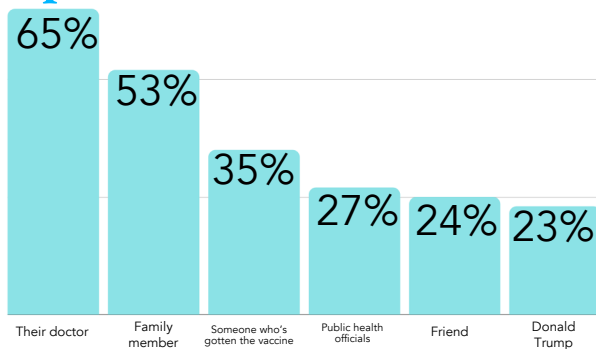


Income

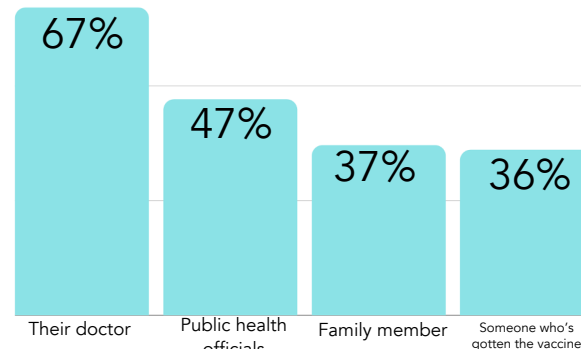


UPSHOT — Who least confident demographics trust

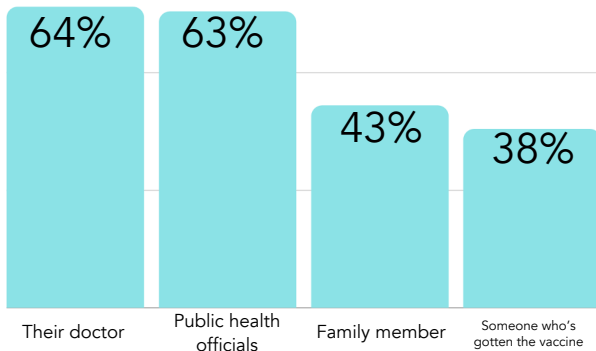
Republican



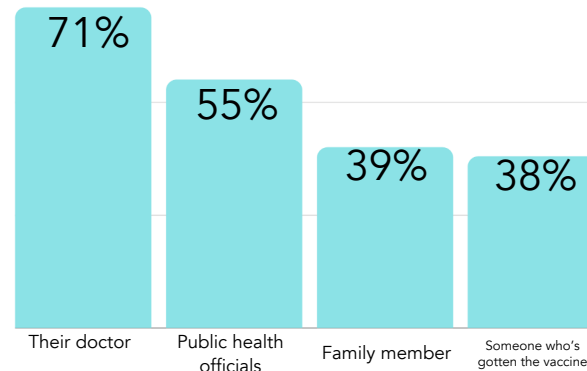
Male

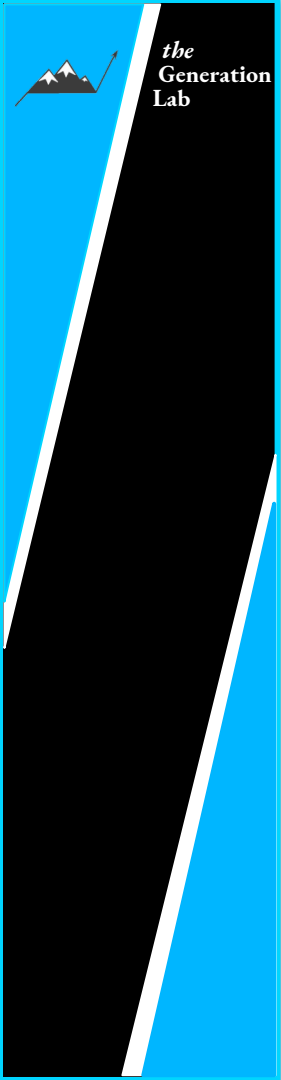


Black



White





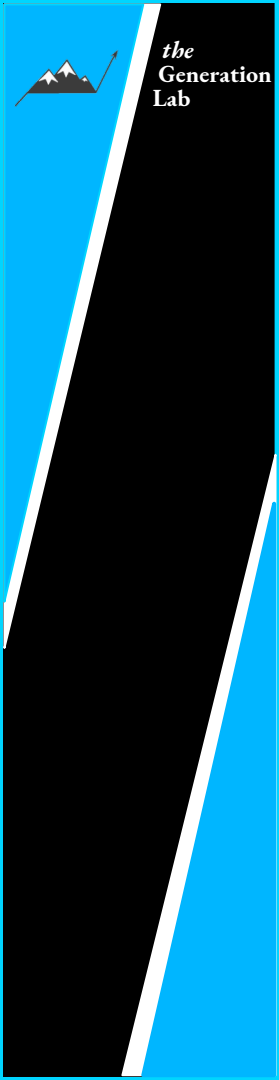
ABOUT US

The Generation Lab is a polling and research firm studying young people and the trends that shape their world.

We translate youth views and behavior for media, academia, businesses, government, and the American public. Whether through a one-day snapshot poll, or a multi-year longitudinal study, we pursue youth truth for our clients and the American public.



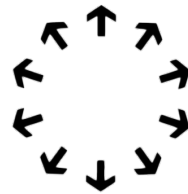
the Generation Lab



ABOUT US

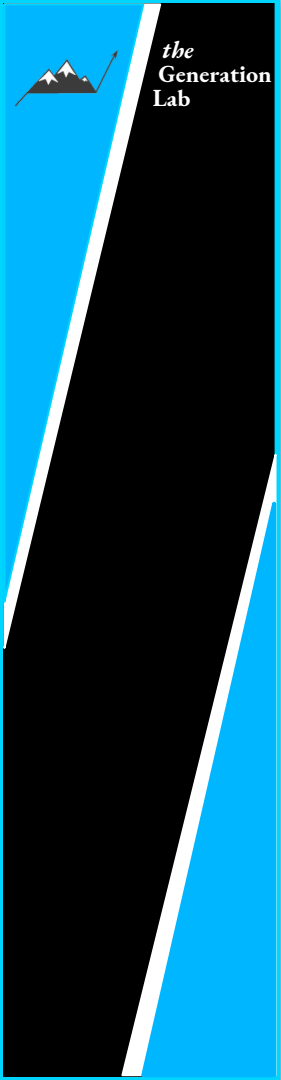
The #BeatTheVirus team is a partnership between New America and the MIT Media Lab involving a coalition of experts in public health, data analytics, media, and marketing focused on empowering people with the information they need during every stage of the fight against COVID-19.

Beat The Virus aims to help guide people through these challenging times with critical, trusted, and engaging public health messages and resources. The project is directed by Rear Admiral Susan Blumenthal, MD, Director, Health Innovations Lab, New America, and former U.S. Assistant Surgeon General.



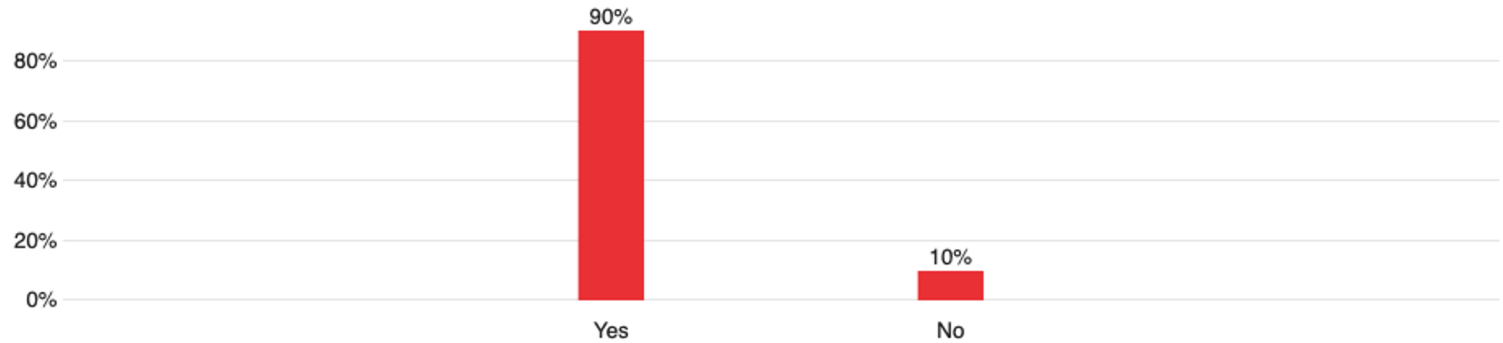
**BEAT
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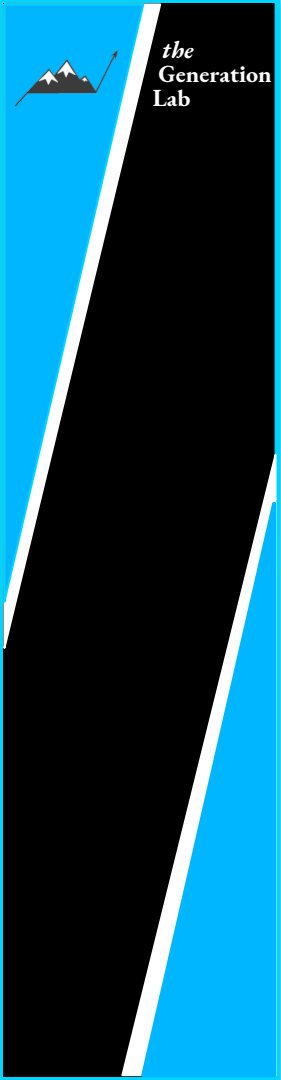
<https://beatthevirus.org>



Appendix

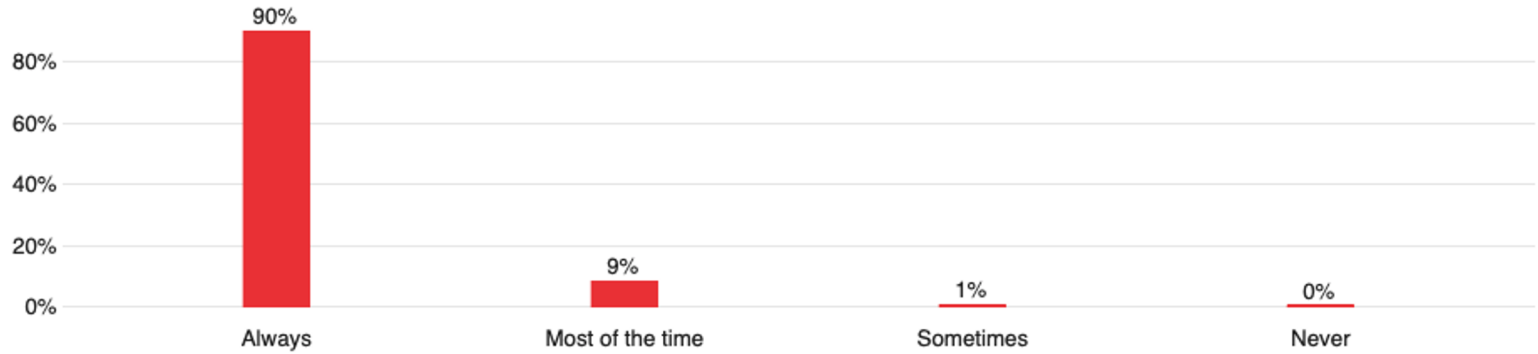
1 - As far as you know, if you're symptom-free, can you transmit COVID-19 to others?





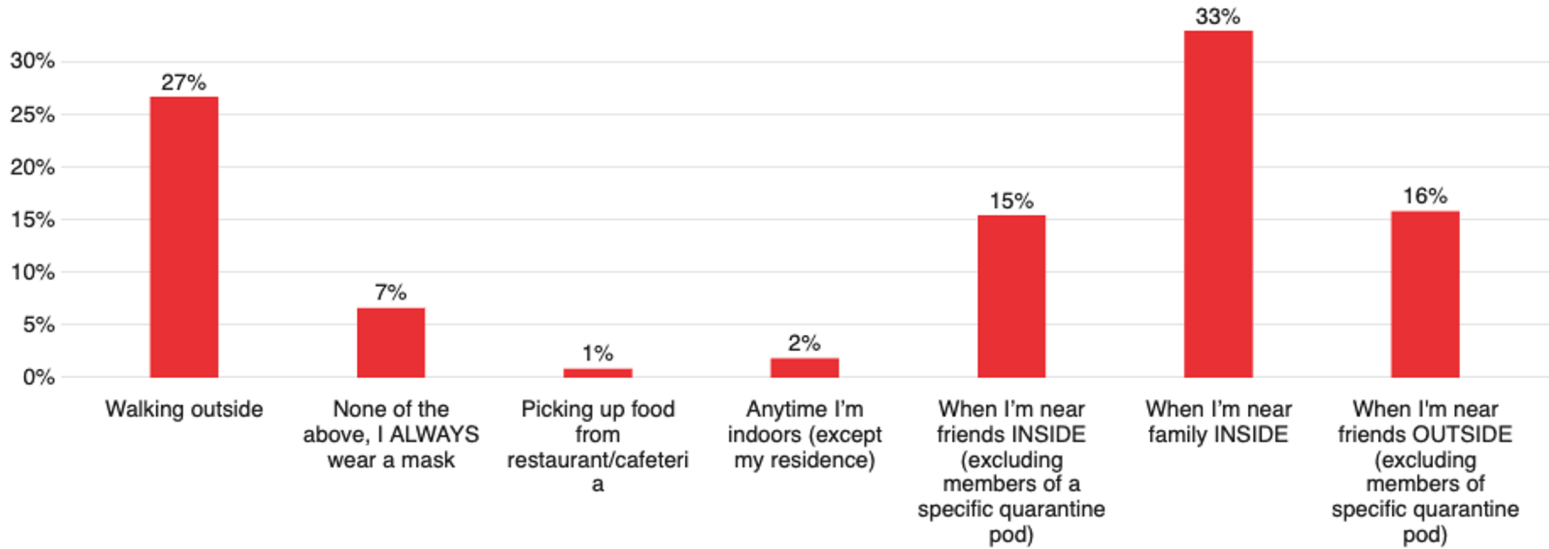
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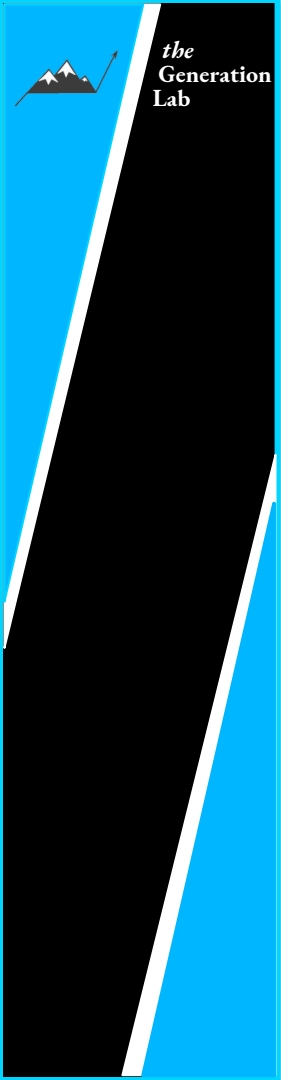
2 - How often do you bring a mask with you when you leave the house?



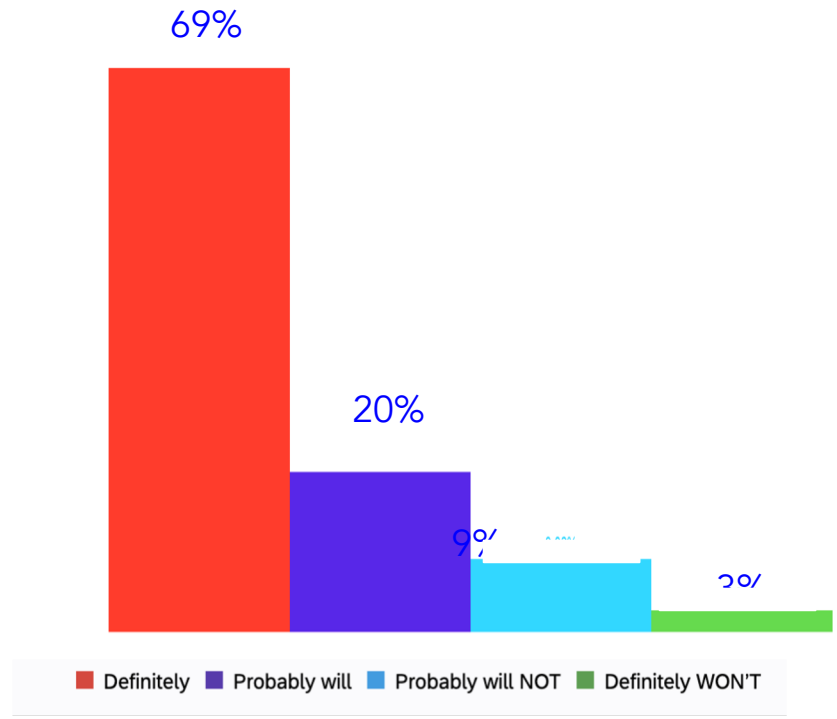
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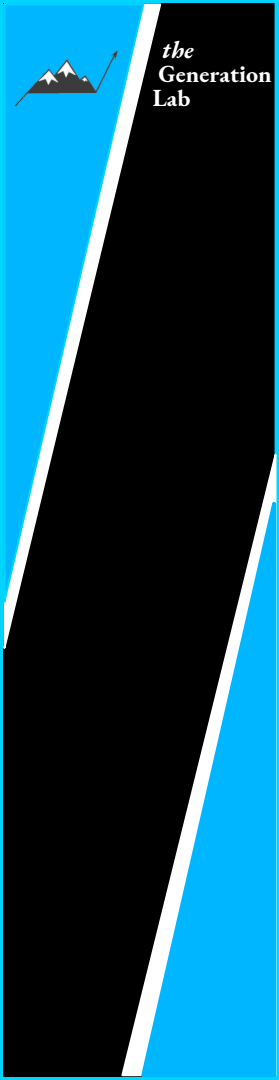
3 - In which of the following scenarios do you opt NOT to wear a mask?





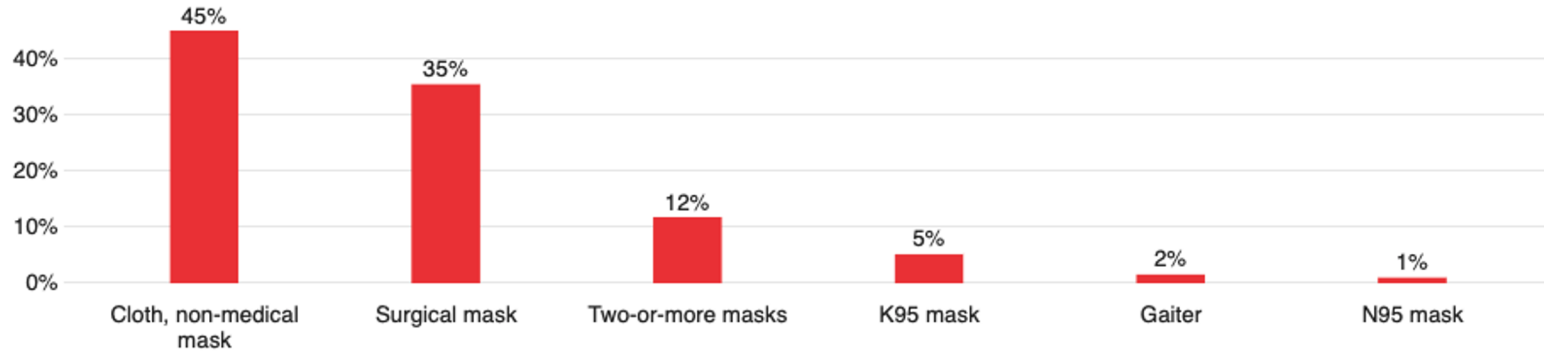
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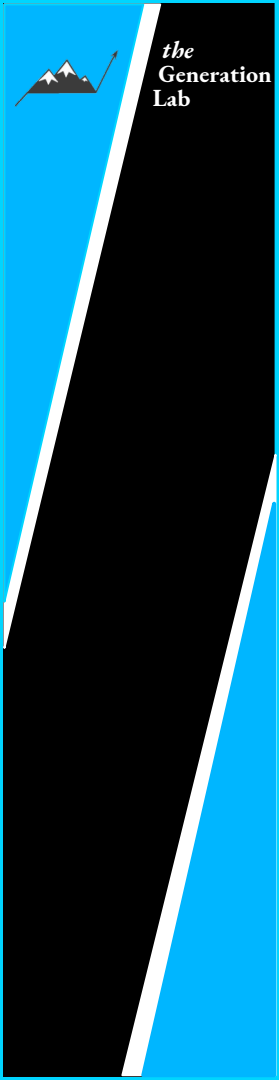




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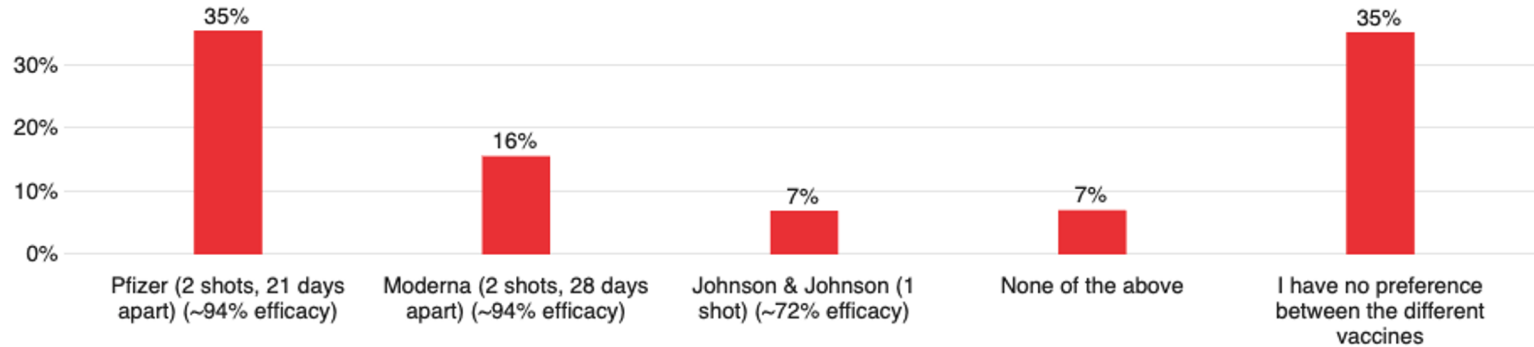
6 - When you leave the house, describe the mask you bring with you?





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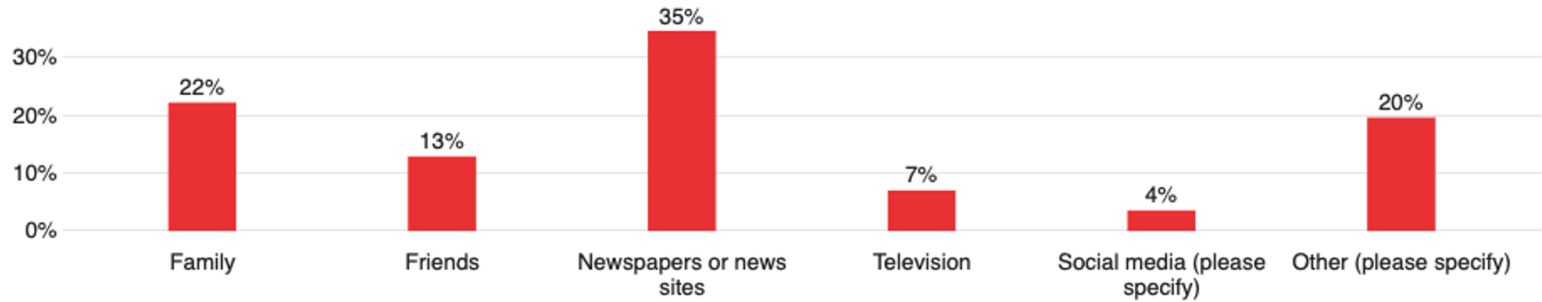
7 - Which vaccine would you prefer to take?





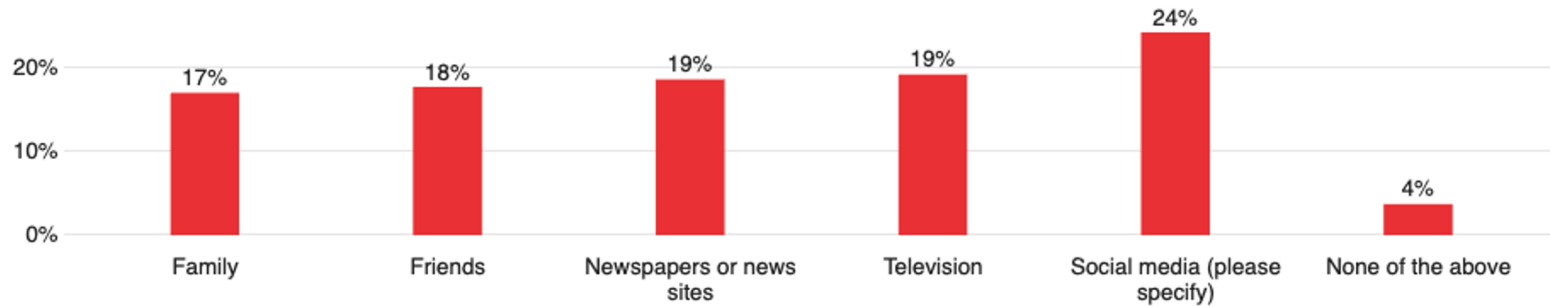
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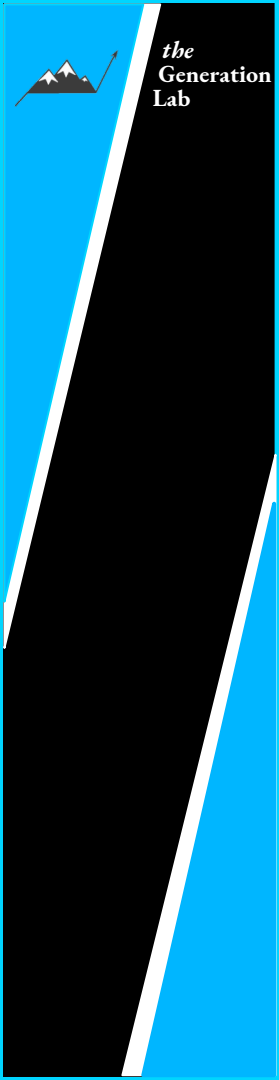
8 - Who do you trust to give you accurate information about the COVID-19 vaccine? (Check all that apply) - Selected Choice



Appendix

9 - Where have you encountered false or suspicious information about the COVID-19 vaccine, or about the virus itself? (Check all that apply) - Selected Choice





Appendix

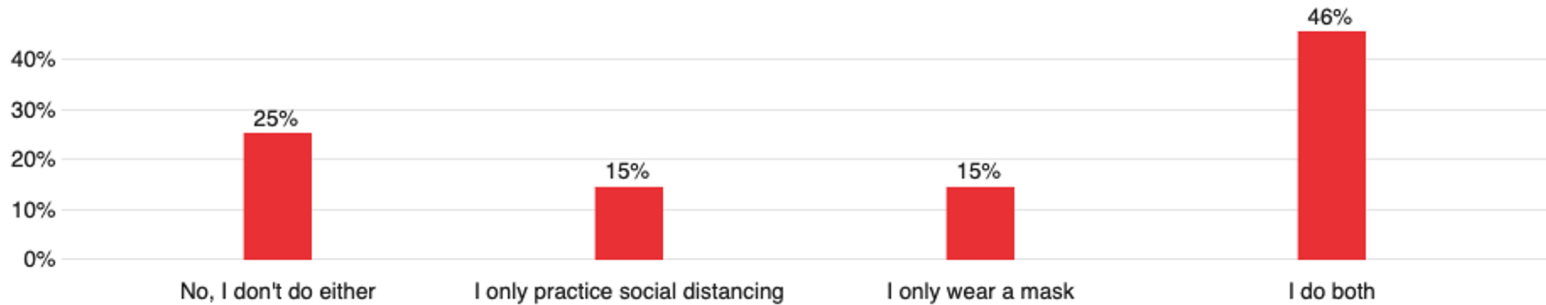
10 - Rank the top reasons you want life to get back to normal.

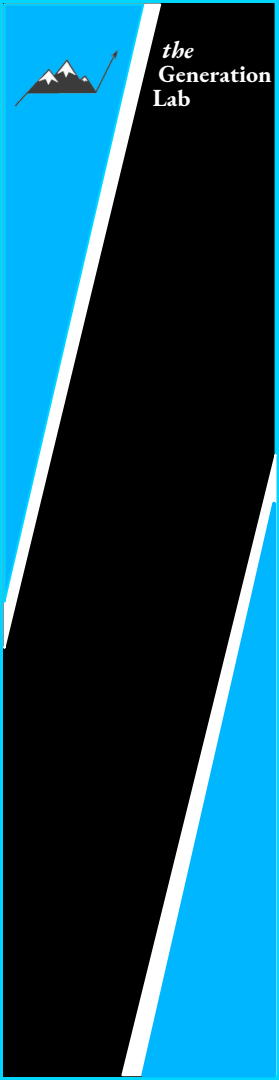
Field	Min	Max	Mean
In-person classes	1.00	5.00	3.22
In-person professional opportunities (ex. labs, research, internships)	1.00	5.00	3.20
Extracurriculars (ex. playing sports, theatre, clubs)	1.00	5.00	3.12
Going to in-person events (ex. sports, live performances, bars, parties)	1.00	5.00	2.88
In-person relationships (social and romantic)	1.00	5.00	2.58



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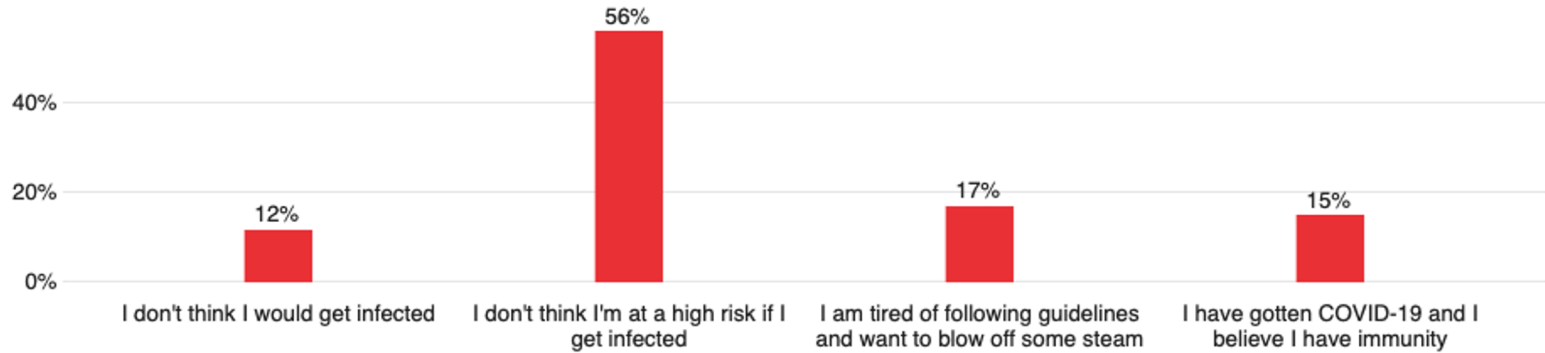
11b - When you are indoors with others during spring break, do you wear a mask and practice social distancing?





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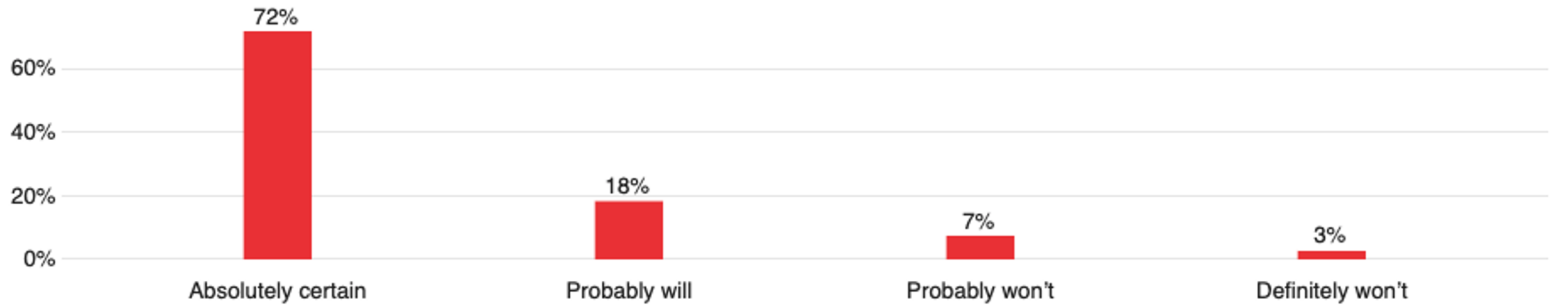
11c - What best describes your view of COVID-19?

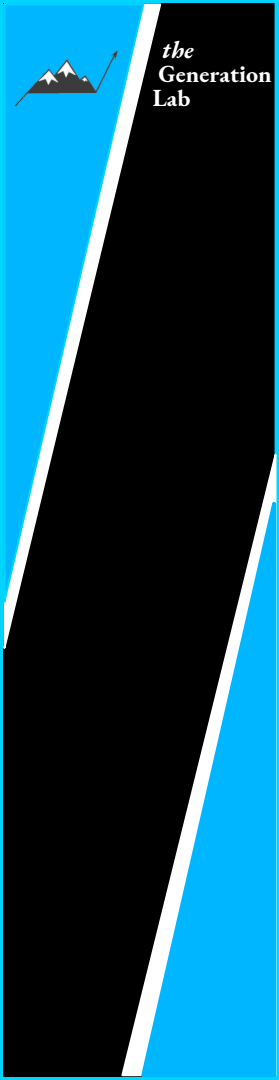




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12 - Considering the risk that COVID-19 presents to older relatives - parents, grandparents and others, how likely are you to get vaccinated when you are eligible?

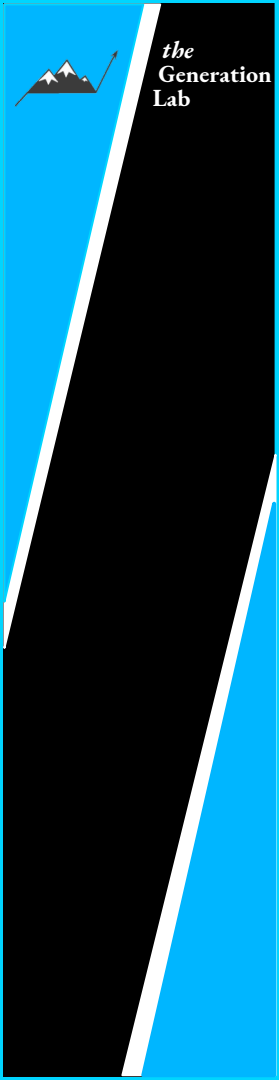




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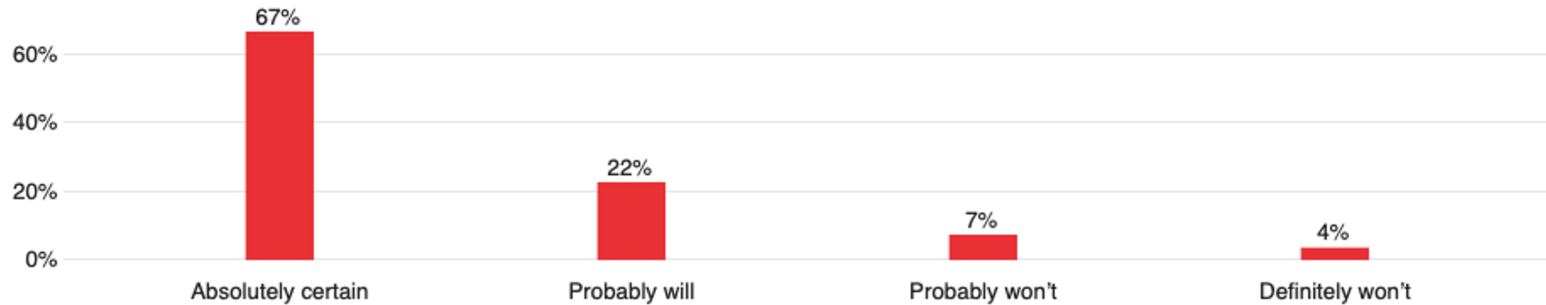
12 - When you think about all the activities that you've missed out on this year (for example: going to parties, playing sports, going to bars, concerts), how likely are you to get vaccinated when you're eligible?

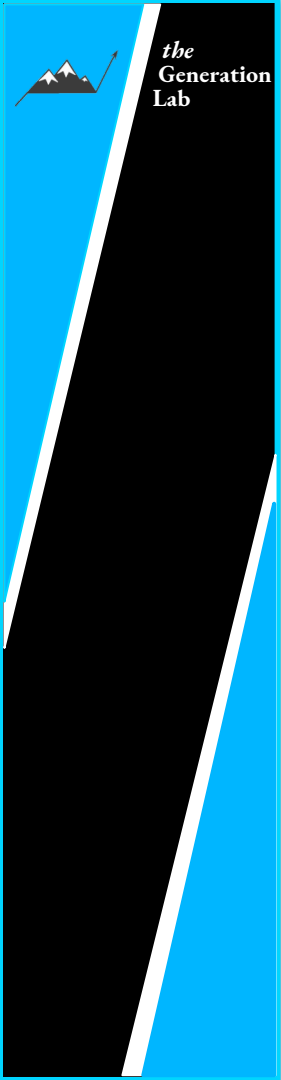




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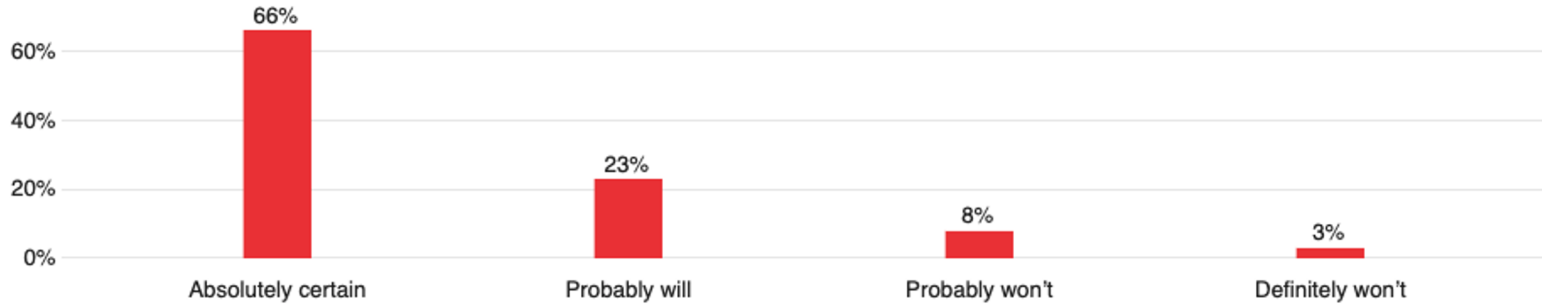
12 - In light of the physical and emotional toll of the pandemic, how likely are you to get vaccinated when you are eligible?

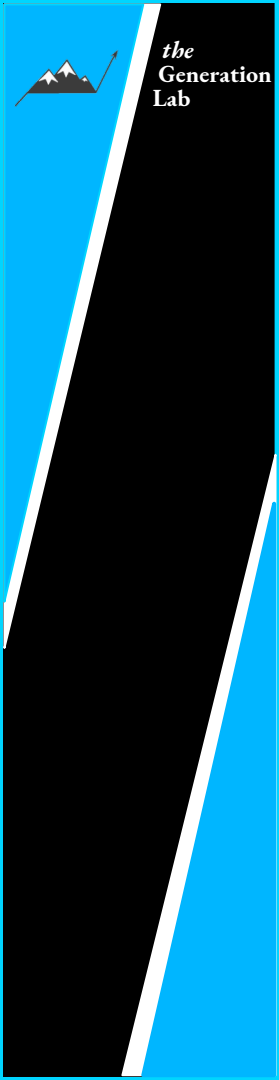




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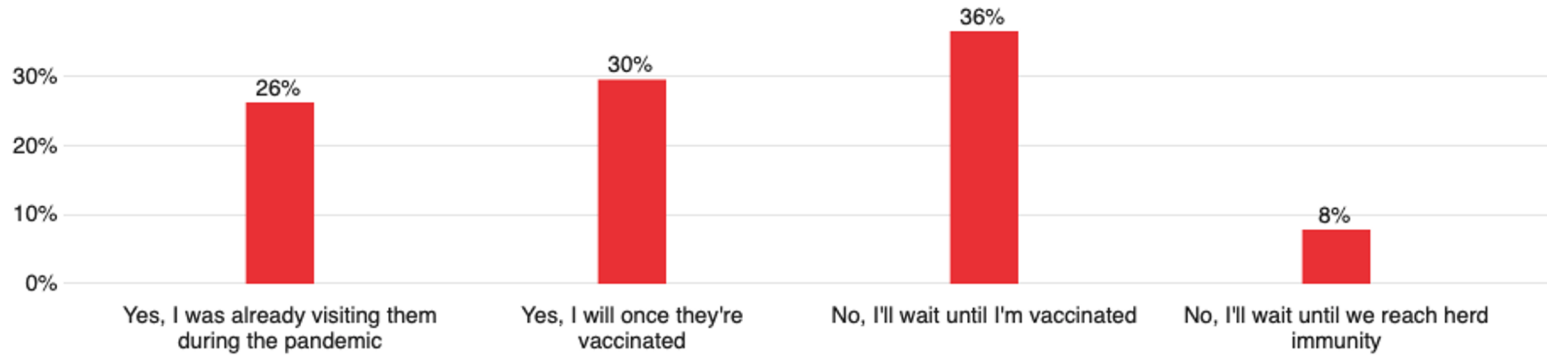
12 - Considering that Americans are being asked to do their part to protect their neighbors and communities, how likely are you to get vaccinated when you're eligible?

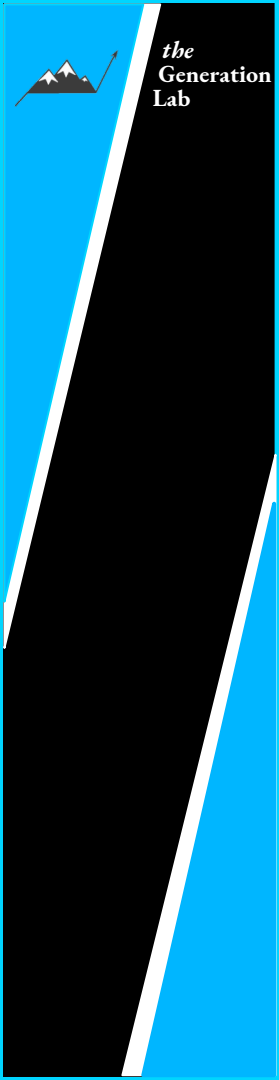




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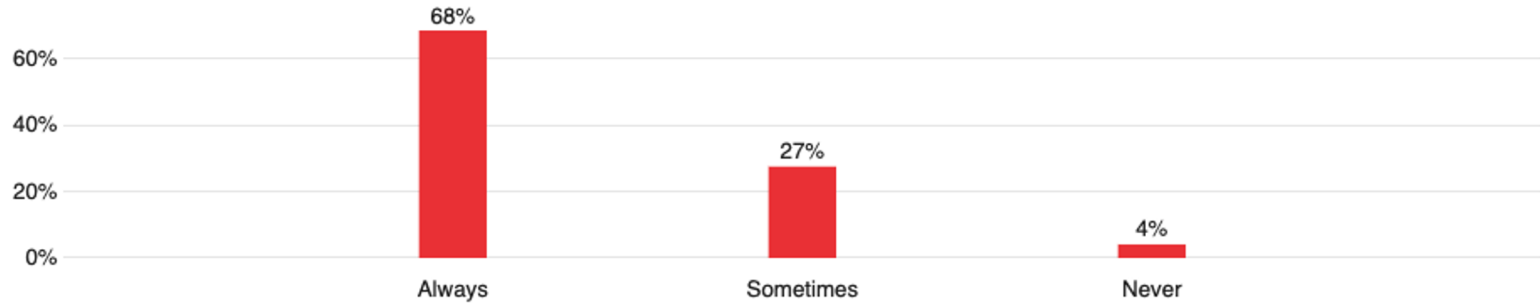
14 - If your grandparent is fully vaccinated, will you go see them?





Appendix

15 - If the new virus variants cause more lockdowns, how regularly would you abide by state guidelines and social distancing recommendations?





Methodology Statement

The Generation Lab conducts ongoing surveys that measure attitudes and views of American college students on current issues and policies. We utilize samples that reflect the broader college demographic from a variety of perspectives. Our proprietary non-opt-in panel, the largest commercially available one yet, is built from a database of every college and university in the United States in order to conduct high-volume, customizable polling on various segments of the college demographic.

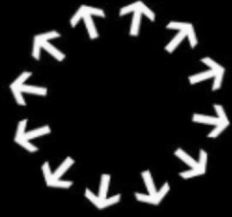
To build our frame, we first randomized the list of every college and university in the United States, mitigating biases in school selection. Then we go through the randomized list and seek student contacts at each school. We utilize a variety of proprietary methods to find the contact of the students. Although our approach does not yield a probability sample, the final frame used in our polling closely resembles a probability sample of individuals enrolled in college or university in the United States. Our sample includes public, private not-for-profit, 2-year, and 4-year schools from all around the country. And we have a full-frame in an overwhelming majority of these campuses.

We verify student status using email addresses and include additional screening in our questionnaire. Throughout the polling process, we utilize a variety of features to ensure the integrity of the data that we collect, including survey protocols preventing multiple responses and flagging invalid inputs. Surveys are deployed and sent out to the students who satisfy the qualification of our intended frame. An honorarium is given to the sampled respondents who complete the surveys.

After fielding the survey, the Generation Lab weights the results based on gender and race, using population statistics from the Department of Education. Our goal is to make the distribution of the characteristics of the sample match that of the target population by implementing post-stratification calibrated weighting. Our process involves determining population proportions from the Department of Education within each stratum and calculating the post-stratification adjustment factors using iterative proportional fitting.

After applying weights, we analyze results for each survey item using a variety of measures. We delve further in our analysis by segmenting each survey item by respondent characteristics (e.g., determining race distribution for each question). Our statistical analysis also consists of studying specific response trends and patterns across various waves or iterations of similar surveys.

This survey of 808 students was conducted on March 24th-30th, 2021.



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<https://beatthevirus.org/>





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