

# Center for Health & Safety Culture

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## **COVID-19 Protective Behaviors Key Findings Report**

**Based on the 2020 COVID-19 Protective  
Behaviors Survey**

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## Introduction

The COVID-19 pandemic is affecting each of our lives and the institutions in which we work and socialize. It has changed the way we behave and how we interact with others. It has had a significant impact on public health. More than 221,400 individuals in the U.S.<sup>1</sup> (and an estimated 1,134,900 worldwide)<sup>2</sup> have died because of the pandemic. Slowing the spread of COVID-19 is essential and proving to be extraordinarily challenging as it requires the participation of all of us.

Several strategies have been proposed to reduce the spread of COVID-19. One such strategy recommended by the Centers for Disease Control and Prevention is to wear a mask (covering your nose and mouth). Many states have mandated or strongly recommended the use of a mask when in public places. However, levels of compliance with this recommendation are unclear.

Further, there are currently three major Phase 3 trials for a vaccination to prevent COVID-19, and a vaccine is expected to be available soon. A vaccination to prevent COVID-19 will only be effective if people choose to be vaccinated and considering the speed in which a vaccination for COVID-19 is being developed, people may be hesitant to get the vaccination. Hesitancy to get a vaccination to prevent COVID-19 will raise unique challenges for public health in the coming months. Strategies to increase vaccine acceptance, especially given the devastating consequences of COVID-19, will be critical.

This report summarizes the key findings from a survey of adults across the U.S that focused on the behaviors, beliefs, and practices of two protective behaviors: wearing a mask and getting an FDA-approved vaccination for COVID-19 when it becomes available. Such information may be valuable to public health agencies at the local, state, and national levels as they seek to develop strategies to increase compliance with mask wearing and acceptance of an FDA-approved vaccination.

Recommendations and next steps are provided.

## Survey Development

The Center for Health and Safety Culture developed a survey to better understand the behaviors, beliefs, and practices of two protective behaviors: wearing a mask and getting an FDA-approved vaccination for COVID-19.

These two protective behaviors are deliberate behaviors. Deliberate behaviors result from an individual's willingness (general openness to the behavior) and intention (plans to behave in the future). Willingness and intention are determined by a belief system that is influenced by the culture of the social groups with which we identify. The Center for Health and Safety Culture (CHSC) has

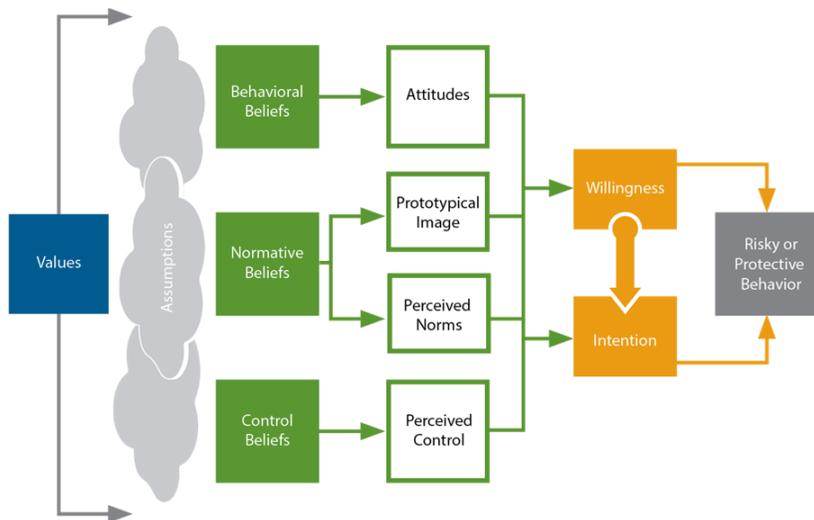
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<sup>1</sup> [https://covid.cdc.gov/covid-data-tracker/#cases\\_casesper100klast7days](https://covid.cdc.gov/covid-data-tracker/#cases_casesper100klast7days)

<sup>2</sup> <https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

experience modeling and measuring the pathways by which culture can influence behaviors that either reduce or increase risk to public health.

The CHSC used a behavioral model (Figure 1). Each component of the model was assessed on the survey. Most components were assessed with two or more questions.



**Figure 1. Behavioral Model Used to Inform the Design of the Survey**

Prior to launching the survey, the CHSC conducted two pilot tests with a convenience sample recruited online (n=105, n=105) of adults living across the United States. To participate in the pilot tests, participants had to be over the age of 18. The final survey was refined based on the pilot testing process.

## Survey Methodology

Survey respondents were recruited using a contracted service (provided by Qualtrics) between October 9, 2020 and October 15, 2020. In total, 1,041 people responded to the survey. To qualify, respondents had to be 18 years of age or older.

The final sample included individuals with an average age of 45 years. 50% were female, 48% were male, 1% were transgender, non-binary gender, or other, and 1% preferred not to answer. 24% were Spanish, Hispanic, or Latino. 64% of respondents were White, 27% were Black or African American, 2% were American Indian or Alaska Native, 3% were Asian or Native Hawaiian or Pacific Islander, and 7% selected Other or I prefer not to answer. Most respondents had a high school degree or more education (25% high school or less, 20% some college, 29% college graduate [associate’s degree or bachelor’s degree], and 26% post-graduate degree). 42% had children under the age of 18 living in their home, 34% had adults over the age of 65 living in their home, and 35% indicated that they lived alone. 17% reported they had tested positive for COVID-19, 50% reported they knew someone personally (friend, family member, etc.) who had tested positive for COVID-19. The results of this

survey only represent the behaviors and beliefs of those who took the survey. The results are not generalizable to all adults living in the U.S.

## Key Findings

In the subsequent sections, many of the model components of the survey are explored.

First, the report reviews concern adults have about COVID-19 in general and trusted sources of information about COVID-19.

Second, the report reviews information about wearing a mask. Specifically, how often adults engage in wearing a mask when around people (within 6 feet) who do not live in their household, and various beliefs that are associated with mask wearing.

Third, the report reviews information about getting an FDA-approved vaccination for COVID-19. Specifically, the report reviews how likely adults are to agree to get a vaccine to prevent COVID-19 when it becomes available, and various beliefs that are associated with getting a vaccine to prevent COVID-19.

Finally, the report provides a summary, recommendations, and next steps. The recommendations and next steps are intended for those who are seeking to develop strategies to increase compliance with mask wearing and acceptance of an FDA-approved vaccination to prevent COVID-19.

## Concerns About COVID-19

The survey asked about concern about the COVID-19 pandemic (Figure 2). Figures throughout the report explore components of the survey by examining the average (i.e., mean) responses. The bars on each graph represent the 95% confidence interval for the mean.

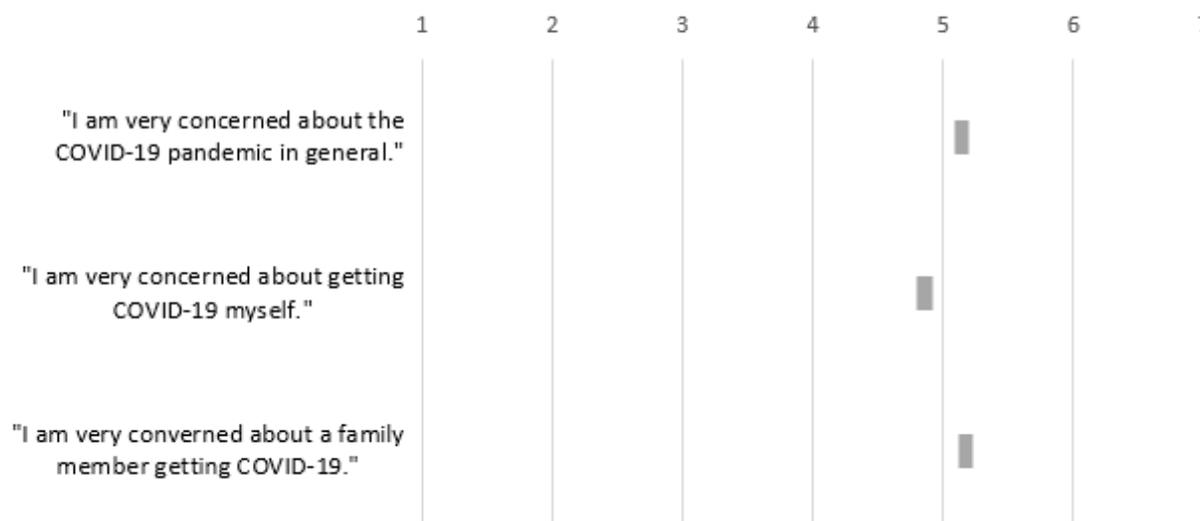


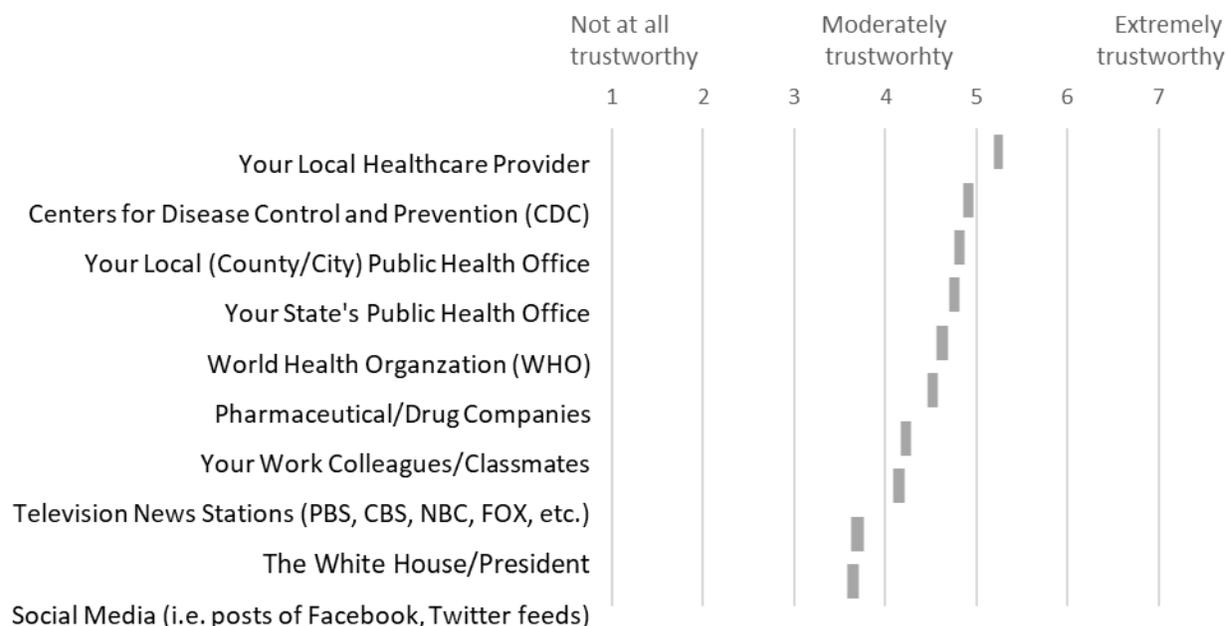
Figure 2. Means of Concern About COVID-19

### Observations

- Overall, most adults agree they are concerned about COVID-19.
  - 68% agree they are very concerned about the COVID-19 pandemic in general.
  - 63% agree they are very concerned about getting COVID-19.
  - 69% agree they are very concerned about a family member getting COVID-19.
- However, some adults may have beliefs that reduce concern.
  - Some adults, 38%, believe that COVID-19 is really no different than the flu.
  - 41% believe the seriousness of COVID-19 is being exaggerated.
  - 43% believe that government overreach is evident in the response to COVID-19.
- Concern about COVID-19 is positively correlated with willingness and intention to engage in COVID-19 protective behaviors (mask wearing and getting an FDA-approved vaccination when it becomes available).

## Trusted Sources of Information About COVID-19

The survey asked about trusted sources of information about COVID-19 (Figure 3).



**Figure 3. Means of Trusted Sources**

(How much do you trust information from the following sources about COVID-19?)

### Observations

- Most adults trust their local healthcare providers, the Centers for Disease Control and Prevention (CDC), their local (County or City) Public Health Office, and their State Public Health Office for information about COVID-19.
- Fewer adults trust information about COVID-19 from Television News Stations (i.e., PBS, CBS, NBC, FOX, etc.), the White House/President, and Social Media (i.e., posts on Facebook, Twitter feeds).
- Many adults, 41%, believe that misinformation about COVID-19 makes it difficult to know what to believe about how to protect themselves.
- Trusted sources for information about COVID-19 are an important consideration when making decisions about ways to deliver messages to increase protective behaviors for COVID-19.

## Wearing a Mask

The survey asked about how often adults always wear a mask (Table 1) and people's intention to always wear a mask (Table 2).

**Table 1. Prevalence of Wearing a Mask**

	<b>Never/ Rarely</b>	<b>Sometimes/ About half the time</b>	<b>Often/ Usually</b>	<b>Always</b>
"How often do you always wear a mask to cover your mouth and nose when around people (within 6 feet) who don't live in your household?"	14%	13%	18%	55%

**Table 2. Intention to Wear a Mask**

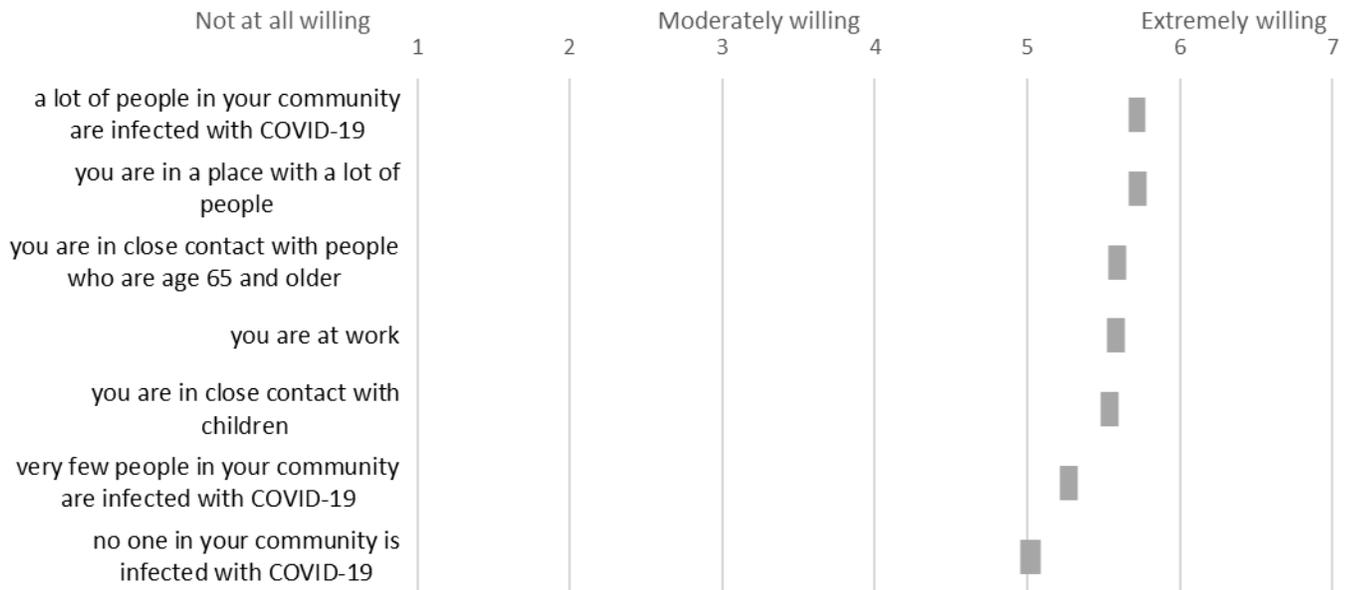
	<b>Unlikely</b>	<b>Neither likely nor unlikely</b>	<b>Likely</b>
"Imagine you are in a public setting around people (within 6 feet) who don't live in your household, in the next seven days, how likely are you to always wear a mask?"	17%	6%	77%
"Imagine you are in a public setting around people (within 6 feet) who don't live in your household, in the next seven days, how likely are you to always wear a mask if your community mandates/requires it?"	15%	8%	78%

### Observations

- Approximately half of adults, 55%, report always wearing a mask when around people (within 6 feet) who don't live in their household.
- Most adults have intentions to wear a mask. Most adults, 77%, indicate it is likely they will wear a mask in a public setting in the next seven days. In this study, a community mandate/requirement to wear a mask does not appear to influence their intentions to wear a mask.
- People's intentions to always wear a mask are a strong predictor of mask wearing behavior.

## Willingness to Always Wear a Mask

The survey explored people’s willingness to always wear a mask in various situations and circumstances (Figure 4).



**Figure 4. Means of Willingness to Wear a Mask**

(How willing would you be to always wear a mask if...)

### Observations

- There is willingness among adults to wear a mask. Adults are more willing to wear a mask when a lot of people in their community are infected with COVID-19 (87%), when they are in a place with a lot of people (86%), and when they are at work (86%). Slightly fewer adults are willing to wear a mask when very few people in their community are infected with COVID-19 (80%), and if no one in their community is infected with COVID-19 (75%).
- People’s willingness to always wear a mask is positively correlated with mask wearing behavior.

## Attitudes About Always Wearing A Mask

The survey asked about people’s attitudes about always wearing a mask (Table 3).

**Table 3. Attitudes About Always Wearing a Mask**

<b>Necessary</b> 74%	<b>Unnecessary</b> 11%
<b>Safe</b> 67%	<b>Dangerous</b> 20%
<b>Smart</b> 66%	<b>Foolish</b> 22%
<b>Pleasant</b> 49%	<b>Unpleasant</b> 29%
<b>Beneficial</b> 67%	<b>Harmful</b> 22%
<b>Helpful</b> 68%	<b>Not Helpful</b> 20%

### Observations

- Most adults have positive attitudes about always wearing a mask.
- Attitudes of adults are positively correlated with their willingness and intention to wear a mask. Growing these positive attitudes will likely increase mask wearing by more adults.
- Further, most adults have high regard for the typical person who always wears a mask. They feel such a person is responsible, safe, and caring.

## Behavioral Beliefs About Always Wearing a Mask

The survey asked about people’s behavioral beliefs about always wearing a mask (Table 4).

**Table 4. Behavioral Beliefs About Always Wearing a Mask**

	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>
“Always wearing a mask is an effective way to keep everyone safe.”	16%	12%	72%
“People are less likely to get COVID-19 if they always wear a mask.”	16%	15%	70%
“People who don’t always wear a mask are more likely to get others sick.”	17%	13%	70%
“Always wearing a mask prevents others from getting COVID-19.”	18%	13%	69%
“People who don’t wear a mask are more likely to get sick.”	18%	14%	68%

“Always wearing a mask prevents me from getting COVID-19.”	24%	13%	62%
“Always wearing a mask interferes with my daily activities.”	37%	16%	47%
“Continuous mask wearing can cause health problems.”	36%	21%	44%
“Always wearing a mask increases the likelihood of causing an asthma attack.”	35%	25%	40%
“Being told to always wear a mask when around others is a violation of my rights.”	48%	17%	36%

### Observations

- Most adults have protective beliefs about always wearing a mask. Most adults believe always wearing a mask is an effective way to keep everyone safe (72%), that people are less likely to get COVID-19 if they always wear a mask (70%), and they believe wearing a mask prevents others from getting COVID-19 (69%).
  - These beliefs are positively correlated with mask wearing ( $r=.44$ ,  $.38$ , and  $.40$ , respectively,  $p<0.001$ ).
- However, some adults have beliefs that may inhibit mask wearing behavior.
  - Some adults believe that being told to wear a mask is a violation of their rights (36%), that continuous mask wearing can cause health problems (44%), that wearing a mask increases the likelihood of causing an asthma attack (40%), and that wearing a mask interferes with their daily activities (47%).
  - These beliefs are negatively correlated with mask wearing ( $r=-.25$ ,  $-.18$ ,  $-.13$ , and  $-.14$ , respectively,  $p<0.001$ ).

### Perceived Injunctive Norms About Always Wearing a Mask

The survey asked respondents about their perceptions of whether other people thought they should always wear a mask (i.e., perceived injunctive norms) (Table 5, Table 6, and Table 7).

**Table 5. Perceived Injunctive Norms About Always Wearing a Mask**

	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>
“People who care about me want me to always wear a mask.”	16%	13%	71%

**Table 6. Perceived Injunctive Norms About Always Wearing a Mask**

	<b>Unacceptable</b>	<b>Neither acceptable nor unacceptable</b>	<b>Acceptable</b>

“Would most people important to you feel it is acceptable or unacceptable if you always wear a mask?”	19%	14%	67%
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**Table 7. Perceived Injunctive Norms About Always Wearing a Mask**

	<b>Oppose</b>	<b>Neither oppose nor support</b>	<b>Support</b>
“Would most people important to you oppose or support you if you always wear a mask?”	16%	12%	73%

**Observations**

- Most adults, 71%, agree that people who care about them want them to always wear a mask.
- Most adults, 67%, believe that most people important to them feel it is acceptable if they always wear a mask.
- Most adults, 73%, believe that most people important to them support them if they always wear a mask.
- Perceived injunctive norms are positively correlated with wearing a mask ( $r=.44$ ,  $p<0.001$ ).
- Bolstering perceived norms about mask wearing may be an important focus area to increase this protective behavior.

## Perceived Descriptive Norms About Always Wearing a Mask

The survey asked respondents about their perceptions of whether other people always wear a mask (i.e., perceived descriptive norms) (Table 8).

**Table 8. Perceived Descriptive Norms About Always Wearing a Mask**

	None/ A few/ Some	About Half	Many/ Most/ All
“How many people like yourself always wear a mask?”	18%	17%	65%

### Observations

- Most adults, 65%, believe that many people like themselves always wear a mask around people (within 6 feet) who don’t live in their household.
- Perceived descriptive norms are positively correlated with wearing a mask ( $r=.27$ ,  $p<0.001$ ).

## Perceived Control About Always Wearing a Mask

The survey asked about people’s sense of control about wearing a mask (Table 9).

**Table 9. Perceived Control Beliefs About Wearing a Mask**

	Disagree	Neither agree nor disagree	Agree
“I know how to wear a mask properly.”	10%	11%	79%
“I have access to an effective mask.”	11%	11%	78%
“I am capable of always wearing a mask.”	13%	11%	76%
“I am comfortable always wearing a mask even if others are not.”	18%	10%	72%
“I find it difficult to always wear a mask.”	39%	14%	48%

### Observations

- On average, adults have a strong sense of control about wearing a mask. 79% of adults report they know how to wear a mask properly, and 78% report they have access to an effective mask.
- Perceived control is positively correlated with mask wearing behavior and people’s intentions to wear a mask, ( $r=.48$  and  $.62$ , respectively,  $p<0.001$ ).

## Getting an FDA-Approved Vaccine to Prevent COVID-19

The survey asked adults about getting an FDA-approved vaccine to prevent COVID-19 when it becomes available (Table 10).

**Table 10. Getting an FDA-Approved Vaccine to Prevent COVID-19**

	No	I don't know	Yes
"If an FDA-approved vaccine to prevent COVID-19 was available right now at no cost, would you agree to be vaccinated?"	30%	20%	51%

### Observations

- Approximately half of adults, 51%, report that if an FDA-approved vaccine to prevent COVID-19 was available right now at no cost, they would agree to be vaccinated.
  - 30% report they would not agree to be vaccinated.
  - 20% report they do not know if they would agree to be vaccinated.
- There are opportunities to grow the protective behavior of getting an FDA-approved vaccine to prevent COVID-19 when it becomes available.

## Intention to Get an FDA-Approved Vaccination to Prevent COVID-19

The survey explored people’s intentions to get an FDA-approved vaccination to prevent COVID-19 (Table 11).

**Table 11. Intentions to Get an FDA-Approved Vaccine to Prevent COVID-19**

	<b>No, I will not get a COVID-19 vaccination.</b>	<b>Not sure</b>	<b>Yes, I will eventually get a vaccination but will wait a while first.</b>	<b>Yes, I will get a vaccination as soon as one becomes available to me.</b>
“Do you intend to get an FDA-approved vaccination to prevent COVID-19 when it becomes available?”	19%	14%	27%	41%

### Observations

- Approximately 41% of adults intend to get an FDA-approved vaccination to prevent COVID-19 as soon as one becomes available.
- 27% of adults say they will eventually get a vaccination but will wait a while first.
- 19% of adults say they will not get a COVID-19 vaccination.
- 14% of adults are not sure whether they will get an FDA-approved vaccination to prevent COVID-19 when it becomes available.

## Willingness to Get an FDA-Approved Vaccination to Prevent COVID-19

The survey explored people’s willingness to get an FDA-approved vaccination to prevent COVID-19 in various situations and circumstances (Table 12 and Table 13).

**Table 12. Willingness to Get a Vaccine**

	<b>Not at all willing</b>	<b>Moderately or more willing</b>
“How willing are you to be vaccinated today if a free and FDA-approved vaccination to prevent COVID-19 was available?”	20%	63%

**Table 13. Willingness to Get a Vaccine**

	<b>Not at all willing</b>	<b>Moderately or more willing</b>
“How willing are you to get an FDA-approved vaccination to prevent COVID-19 if...”		
“you thought getting the vaccine would benefit others?”	14%	76%
“your doctor/healthcare provider recommended it?”	13%	76%
“the vaccine was shown to be safe by the FDA?”	13%	76%
“the vaccine was shown to be effective by the FDA?”	12%	75%
“you determined that the side effects were minimal?”	13%	75%
“your workplace requested it?”	14%	75%
“it was convenient to get?”	14%	74%
“it was free of charge?”	15%	74%
“the number of people infected in your community was decreasing?”	15%	70%
“the number of people infected in your community was increasing?”	18%	69%

### Observations

- There is willingness among adults to get an FDA-approved vaccination to prevent COVID-19.
- 63% of respondents are moderately or more willing to be vaccinated today if a free and FDA-approved vaccination to prevent COVID-19 was available.
- People’s willingness to be vaccinated increases when:
  - they think getting the vaccine would benefit others (76%),

- it is recommended by their doctor or healthcare provider (76%),
- the vaccine is shown to be safe by the FDA (76%),
- the vaccine is shown to be effective by the FDA (75%),
- they determine that the side effects are minimal (75%),
- their workplace requested it (75%),
- it is convenient to get (74%),
- the number of people infected in their community was decreasing (70%),
- the number of people infected in their community was increasing (69%).
- Willingness is positively correlated with intention to get a vaccine ( $r=.65, .79, p<0.001$ ).

## Attitudes About Getting an FDA-Approved Vaccination to Prevent COVID-19

The survey asked about people's attitudes about getting an FDA-approved vaccination to prevent COVID-19 (Table 14).

**Table 14. Attitudes About Getting a Vaccine**

<b>Necessary</b> 63%	<b>Unnecessary</b> 22%
<b>Safe</b> 53%	<b>Dangerous</b> 30%
<b>Smart</b> 57%	<b>Foolish</b> 25%
<b>Pleasant</b> 42%	<b>Unpleasant</b> 22%
<b>Beneficial</b> 56%	<b>Harmful</b> 27%
<b>Helpful</b> 56%	<b>Not Helpful</b> 24%

### Observations

- Many adults have positive attitudes about getting an FDA-approved vaccination to prevent COVID-19.
- The attitudes of adults are positively correlated with their willingness and intentions to get a vaccine. Growing these positive attitudes will likely increase vaccine uptake.
- Most adults have high regard for the typical person who will get an FDA-approved vaccination to prevent COVID-19. They feel such a person is responsible, concerned about others, and safe.

## Beliefs About Getting an FDA-Approved Vaccination to Prevent COVID-19

The survey asked about people’s behavioral beliefs about getting an FDA-approved vaccination to prevent COVID-19 (Table 15).

**Table 15. Behavioral Beliefs and Assumptions About Getting a Vaccine**

	Disagree	Neither agree nor disagree	Agree
“I would be concerned about the effectiveness of an FDA-approved vaccination to prevent COVID-19.”	20%	16%	64%
“I would be concerned with the side effects of an FDA-approved vaccination to prevent COVID-19.”	20%	16%	63%
“Getting an FDA-approved vaccination to prevent COVID-19 is a social responsibility that I have.”	16%	19%	58%
“Getting an FDA-approved vaccination to prevent COVID-19 is safe.”	24%	23%	53%
“Getting an FDA-approved vaccination to prevent COVID-19 will get things 'back to normal.'”	26%	22%	52%
“When I hear stories of others who have had negative outcomes associated with a vaccination, I am less likely to get the vaccine.”	28%	24%	49%
“There will be harmful chemicals in an FDA-approved vaccination to prevent COVID-19.”	27%	28%	45%
“I don’t need to get an FDA-approved vaccination to prevent COVID-19 because other people will get a vaccination.”	45%	21%	34%
“Childhood vaccines cause autism.”	42%	24%	34%

### Observations

- Many adults have protective beliefs that support getting an FDA-approved vaccination to prevent COVID-19. 52% of adults believe that getting a vaccine to prevent COVID-19 will get things “back to normal.” 58% of adults believe that getting a vaccine to prevent COVID-19 is a social responsibility that they have. 53% of adults believe that getting a vaccine to prevent COVID-10 is safe.
  - These beliefs are positively correlated with willingness ( $r=.64, .67, \text{ and } .67$ , respectively,  $p<0.001$ ) and intention ( $r=.63, .66, \text{ and } .65$ , respectively,  $p<0.001$ ) to get a vaccine.
- However, some adults have beliefs that may inhibit them from getting an FDA-approved vaccination to prevent COVID-19.
  - Some adults, 63%, agree that they would be concerned with the side effects of a vaccine to prevent COVID-19.

- 64% of adults agree that they would be concerned about the effectiveness of a vaccine to prevent COVID-19.
- And 45% of adults believe that there will be harmful chemicals in an FDA-approved vaccination to prevent COVID-19.
- Further, some adults have misperceptions about vaccines. Misperceptions may make it more likely they will not get a vaccine to prevent COVID-19 when it becomes available.
  - Some adults, 34%, agree with the statement: “Childhood vaccines cause autism.”
- Education on vaccine safety and effectiveness are likely to increase vaccine uptake.

## Perceived Injunctive Norms About Getting an FDA-Approved Vaccination to Prevent COVID-19

The survey asked respondents about their perceptions of whether other people thought they should get a vaccine to prevent COVID-19 (i.e., perceived injunctive norms) (Table 16 and Table 17).

**Table 16. Perceived Injunctive Norms About Getting a Vaccine**

	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>
“People who care about me want me to get an FDA-approved vaccination to prevent COVID-19 when it becomes available.”	21%	22%	57%

**Table 17. Perceived Injunctive Norms About Getting a Vaccine**

	<b>Unacceptable</b>	<b>Neither acceptable nor unacceptable</b>	<b>Acceptable</b>
“Would most people important to you feel it is acceptable or unacceptable if get an FDA-approved vaccination to prevent COVID-19 when it becomes available?”	19%	23%	59%

### Observations

- Most adults, 57%, agree that people who care about them want them to get an FDA-approved vaccination to prevent COVID-19 when it is available.
- Most adults, 59%, believe that most people important to them feel it is acceptable if they get an FDA-approved vaccination to prevent COVID-19.
- Perceived injunctive norms are positively correlated with intention to get a vaccine ( $r = .69$ ,  $p < 0.001$ ).
- Bolstering perceived norms about vaccinations may be an important focus area to increase this protective behavior.

## Perceived Descriptive Norms About Getting an FDA-Approved Vaccination to Prevent COVID-19

The survey asked respondents about their perceptions of whether other people will get a vaccine to prevent COVID-19 (i.e., perceived descriptive norms) (Table 18).

**Table 18. Perceived Descriptive Norms About Getting a Vaccine**

	<b>None/ A few/ Some</b>	<b>About Half</b>	<b>Many/ Most/ All</b>
How many people like yourself will get an FDA-approved vaccination to prevent COVID-19 when it becomes available?	29%	20%	51%

### Observations

- About half of adults, 51%, believe that many people like themselves will get an FDA-approved vaccination to prevent COVID-19 when it becomes available.
- Perceived descriptive norms are positively correlated with intention to get a vaccine ( $r = .66$ ,  $p < 0.001$ ).

## Perceived Control About Getting an FDA-Approved Vaccination to Prevent COVID-19

The survey asked about people's sense of control about getting an FDA-approved vaccination to prevent COVID-19 when it becomes available.

**Table 19. Perceived Control Beliefs About Getting a Vaccine**

	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>
"I believe my health insurance will cover an FDA-approved vaccination to prevent COVID-19 when it becomes available."	17%	24%	59%
"I will know where to get an FDA-approved vaccination to prevent COVID-19 when it becomes available."	24%	20%	56%
"I won't feel comfortable getting an FDA-approved vaccination to prevent COVID-19 when it becomes available because of other medical conditions that I have."	37%	20%	43%

### Observations

- Many adults, 56%, agree that they will know where to get an FDA-approved vaccination to prevent COVID-19 when it becomes available.
- Some adults, 43%, agree that they will not feel comfortable getting an FDA-approved vaccination to prevent COVID-19 when it becomes available because of other medical conditions that they have.
- Perceived control is positively correlated with people's intentions to get a vaccine and their willingness to get a vaccine ( $r = .49$ , and  $.36$ , respectively,  $p < 0.001$ ).

## Summary and Recommendations

- The results show that most adults are concerned about COVID-19.
- Using trusted sources for sharing information about COVID-19 should be an important consideration when making decisions about ways to deliver messages to change beliefs. Consider using local healthcare providers and local (county or city) and state public health offices to deliver information about COVID-19.

### Wearing a Mask

- Many adults indicate they always wear a mask; however, there are opportunities to grow this protective behavior.
- People's willingness and intentions to always wear a mask are correlated with mask wearing behavior.
- Most adults have positive attitudes about wearing a mask to prevent the spread of COVID-19. Growing these positive attitudes will likely increase this protective behavior.
- Many adults have protective beliefs about wearing a mask; however, some have beliefs that may inhibit this protective behavior. Understanding the beliefs that positively influence mask wearing are important to grow this protective behavior and inform decisions about messaging and strategies.
- Bolstering perceived norms and growing perceptions of support about mask wearing will likely increase this behavior.

### Getting an FDA-Approved Vaccination

- Many adults indicate they intend to get an FDA-approved vaccination for COVID-19; however, there are opportunities to grow this protective behavior.
- Most adults have positive attitudes about getting a vaccine to prevent COVID-19. Growing these positive attitudes will likely increase this protective behavior.
- Many adults have protective beliefs about getting a vaccine; however, some have beliefs that may inhibit this protective behavior. Understanding the beliefs that positively influence getting a vaccine are important to grow this protective behavior and inform decisions about messaging and strategies.
- Bolstering perceived norms and growing perceptions of support about getting a vaccine will likely increase this behavior.
- Correcting misperceptions about vaccines and educating people on vaccine safety and effectiveness will likely increase vaccine uptake.

## Next Steps

- Share these results with community members, key stakeholders, and local leaders.
- Foster active dialogue about wearing a mask and getting an FDA-approved vaccination to prevent COVID-19. Use the questions listed below to foster meaningful dialogue.
- **Consider engaging the Center for Health and Safety Culture (CHSC) to understand specific beliefs about COVID-19 protective behaviors in your state or local community and to use the information to guide decisions about what beliefs to focus on and grow to increase these protective behaviors.**

## Questions to Foster Meaningful Dialogue

### Questions to Focus Collective Attention

- What opportunities can you see that the data are revealing?
- What do we still need to learn about this issue?
- What would someone who had a very different set of beliefs than you do say about these data?

### Questions to Reveal Deeper Insights

- What has had real meaning for you from what you have seen in the data?
- What surprised you? What challenged you? What encouraged you?
- What needs clarification?
- What has been your major learning, insight, or discovery so far from these data?

### Questions to Create Forward Movement

- What is possible here?
- What will it take to create change?
- What needs our immediate attention going forward?

Adapted from Brown, J., Isaacs, D., Community, W. C., Senge, P., & Wheatley, M. J. (2005). *The World Café: Shaping Our Futures Through Conversations That Matter* (1st edition). San Francisco, CA: Berrett-Koehler Publishers.



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