



December 23, 2020

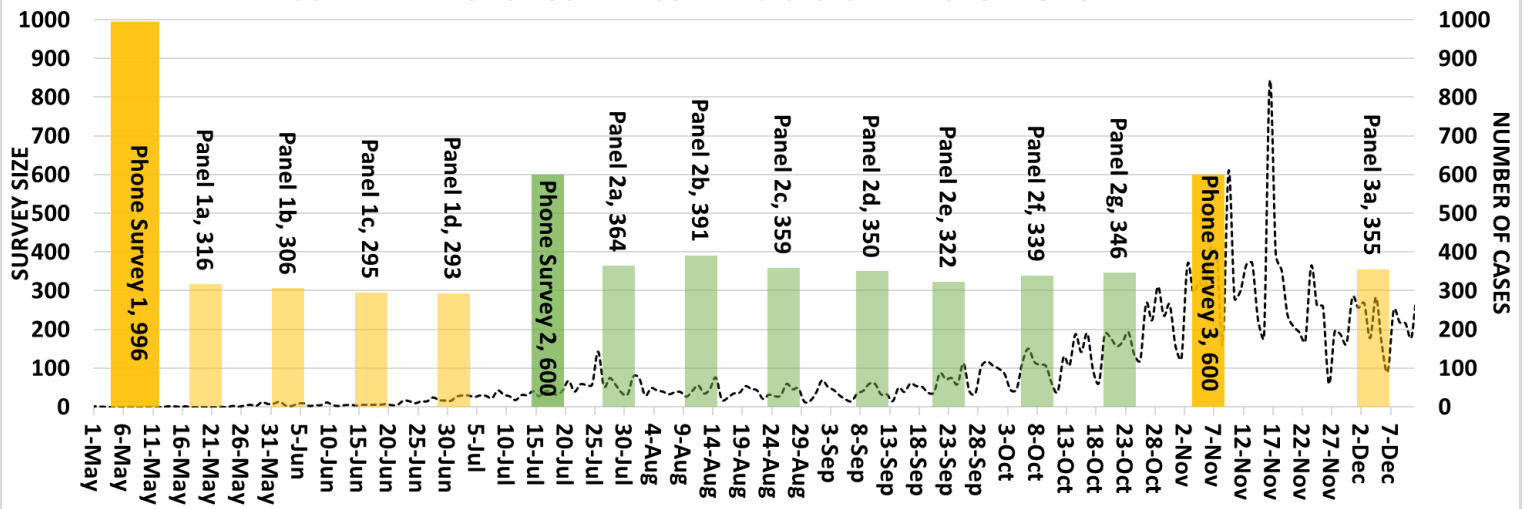
COVID-19 Survey in the Municipality of Anchorage, December 3-5: Brief Report

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Background

A total of 15 COVID-19 related surveys have been conducted by the Municipality of Anchorage since May 2020. This brief report summarizes key findings from a panel survey (N = 335) conducted December 3-5, 2020. The respondents to this survey were from a panel of people who had participated in a population-based cell phone survey November 5-7, 2020. When appropriate, recent findings have been compared with previous surveys.

SURVEY DATES VS POSITIVE COVID-19 CASES IN ANCHORAGE OVER TIME



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Highlights from a December 3-5, 2020 panel survey of Anchorage residents

97%



Knew where to get a
COVID-19 test

88%



Not likely to attend or
host a New Year
gathering

73%



Willing to get a
COVID-19 vaccine if
it were available

90%



Did not attend or host
a Thanksgiving
celebration

90%



Wore a mask most or
all of the time when
not at home

66%

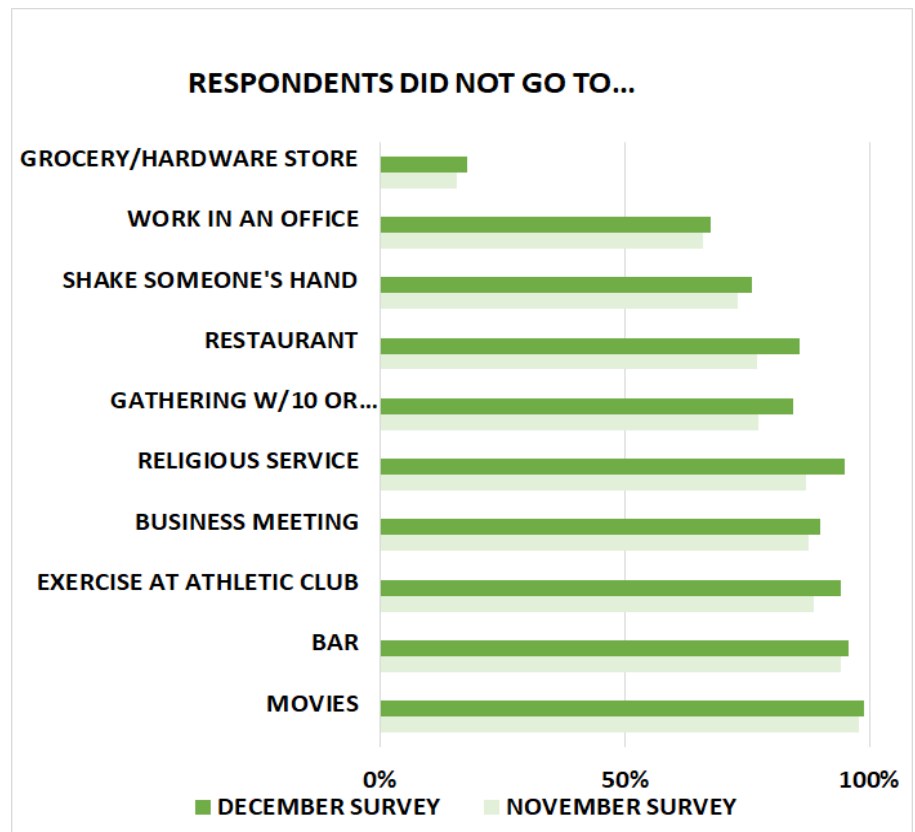


Did not have
physical contact with
anyone outside their
household


Areas of Strength

- **Most** respondents (90%) reported **wearing a mask** most or all of the time when not at home.
- **Most** respondents (81%) reported **wearing a mask when within 6 feet of someone** outside their household.
- **Most** respondents (61%) reported **washing or sanitizing their hands** every time or most of the time they touched things that may have recently been touched by others not in their household.
- **Most** respondents (72%) reported they were **not in close contact with others outside their household, in crowded places, or in enclosed spaces** in the past 7 days.
- **Most** respondents (90%) reported they **did not attend/host a Thanksgiving celebration**.
- **Most** respondents (80%) reported they were **not likely to attend/host a Christmas gathering**.
- **Most** respondents (88%) reported they were **not likely to attend/host a New Year gathering**.
- **Most** respondents (97%) know where to get tested for COVID-19.
- **Most** respondents (73%) were **willing to get a COVID-19 vaccine** if it were available.

- The modified hunker down order began Dec. 1st, and the latest survey was conducted Dec. 3-5th. On that survey, respondents said that in the past 7 days...
 - 99% did **not** go to the movies
 - 96% did **not** go to a bar
 - 95% did **not** go to a religious service
 - 94% did **not** exercise at an athletic club
 - 86% did **not** go to a restaurant
 - 85% did **not** go to a gathering with 10 or more people
 - 76% did **not** shake hands with someone
 - 68% did **not** go to work in the office



Areas of Concern

12% 

Respondents engaged in 3 to 5 risk behaviors

- Those significantly **more likely** to go to a bar, shake someone's hands, or be in a gathering of 10 or more people in the past 7 days were:
 - Those who self-identified as politically **conservative or very conservative**
 - Those whose annual household income was **below \$80,000**
- Those significantly **less likely** to get a COVID-19 vaccine if it were available were:
 - Those who self-identified as **politically conservative or very conservative**

27% 

Reported time in crowded places in the past 7 days

- Almost half** of respondents (45%) reported they were likely to have been exposed to, or exposed others to, COVID-19 in the last 7 days. Of those respondents, **only 30%** planned to have a COVID-19 test this month.
- Those significantly **more likely** to be in close contact situations, in crowded places, or in enclosed spaces in the past 7 days were:
 - Those who self-identified as politically conservative or very conservative
 - Essential workers

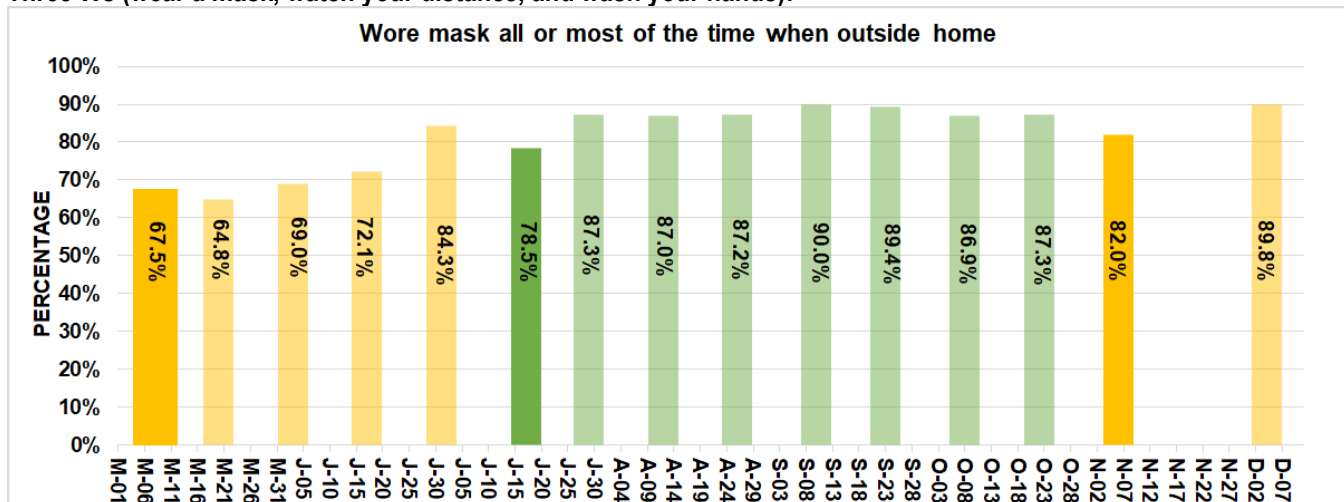
Noteworthy

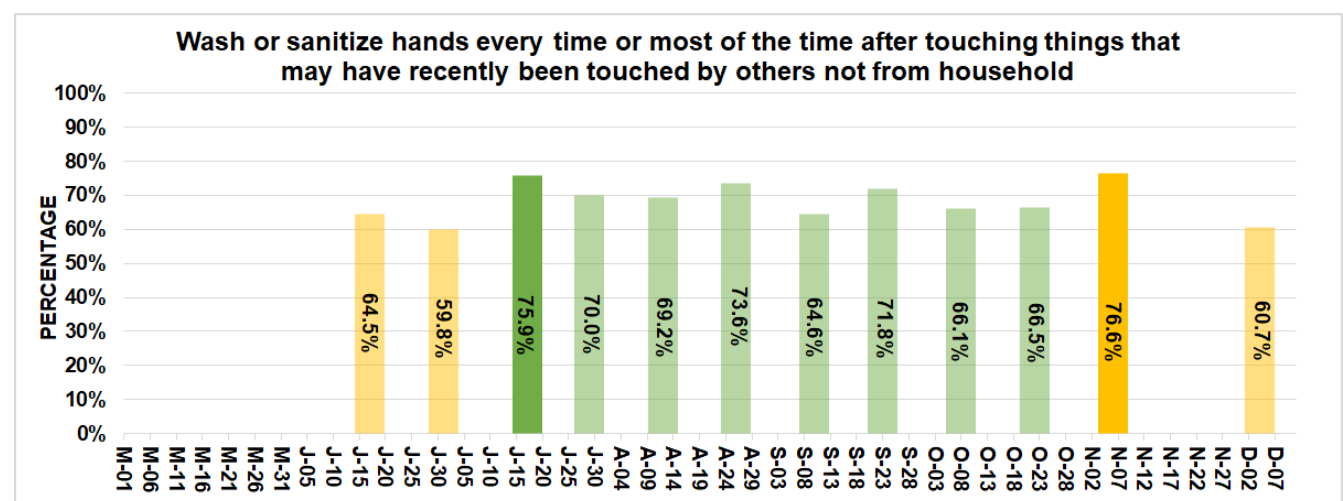
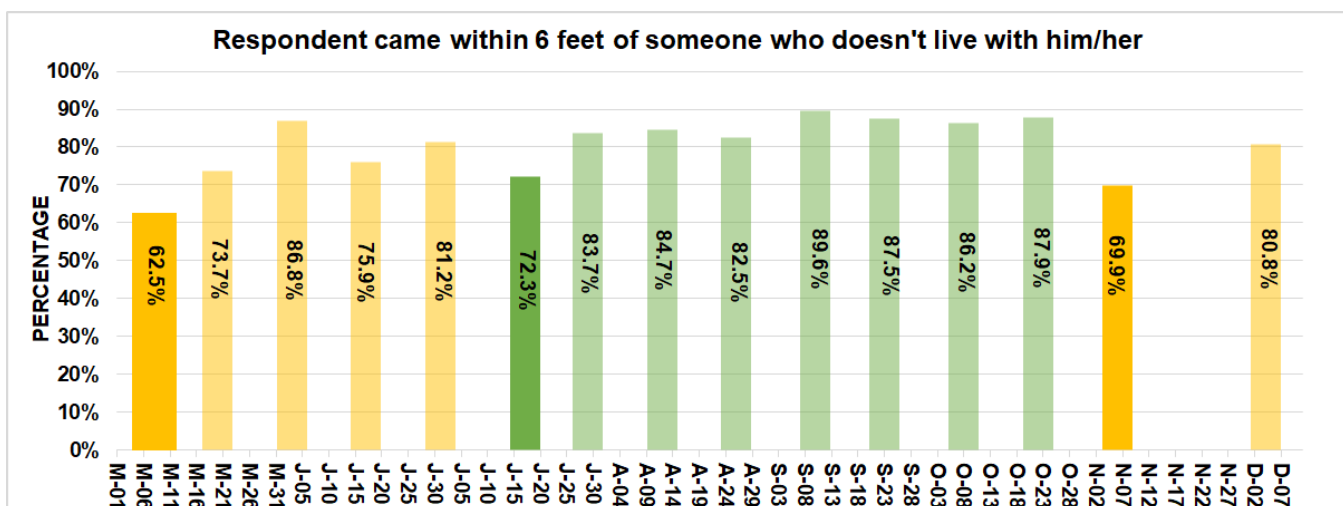
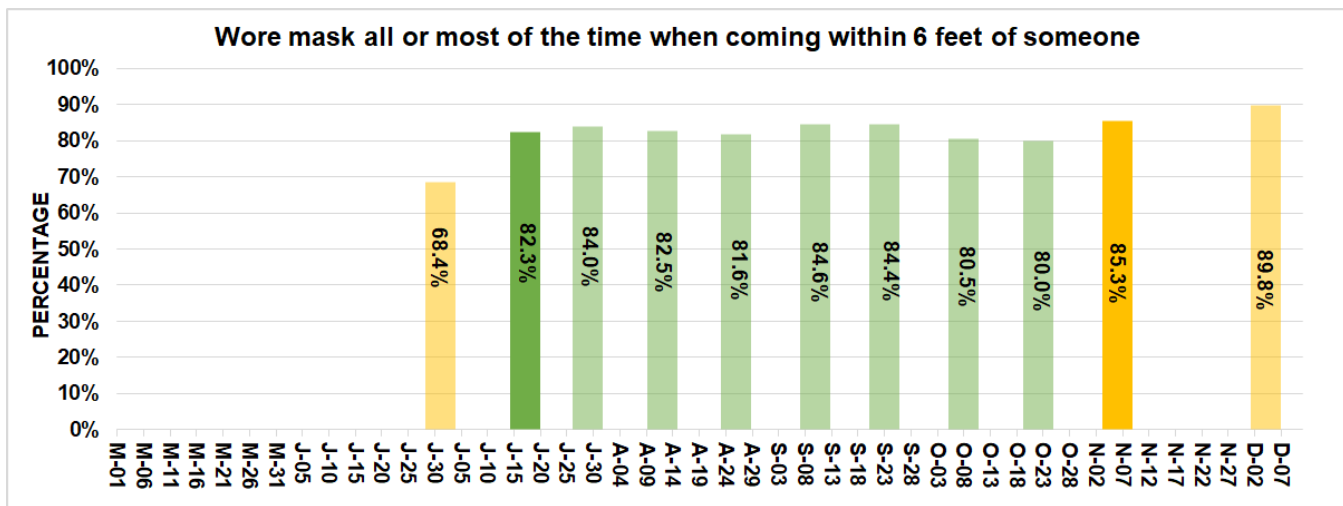
- **Just over half** of respondents (53%) were aware of the difference between quarantine and isolation.
- Among respondents **not willing** to get a COVID-19 vaccine if it were available, their **top three reasons** were:
 - They felt the vaccine would have negative health effects (61%)
 - They would like to wait until other people took the vaccine first (44%)
 - They didn't trust that the vaccine would be effective (31%)
- Respondents who self-identified their political ideology as conservative reported more likely to get the COVID-19 vaccine **if**:
 - Their employer encouraged it (28%)
 - The vaccine was free (27%)
 - The military encouraged it (19%)
 - It would open the economy (16%)
- Those who self-identified as conservatives were **86% less likely** to say they would get a COVID-19 vaccine when it becomes available compared to those who self-identified as moderates and progressives.
- Essential workers were more than **two times more likely** to be in close contact with others, in crowded places, or in enclosed spaces in the past 7 days compared to non-essential workers
- Those who self-identified as conservatives were more than **four times more likely** to be in close contact with others, in crowded places, or in enclosed spaces in the past 7 days compared to those who self-identified as moderates and progressives.
- Those who self-identified as conservatives were more than **five times more likely** to go to a bar, shake someone's hands, or be in a gathering of 10 or more people in the past 7 days compared to those who self-identified as moderates and progressives.
- Those whose annual household income was < \$80,000 were more than **three times more likely** to go to a bar, shake someone's hands, or be in a gathering of 10 or more people in the past 7 days compared to those whose annual household income was above \$80,000.

Trends

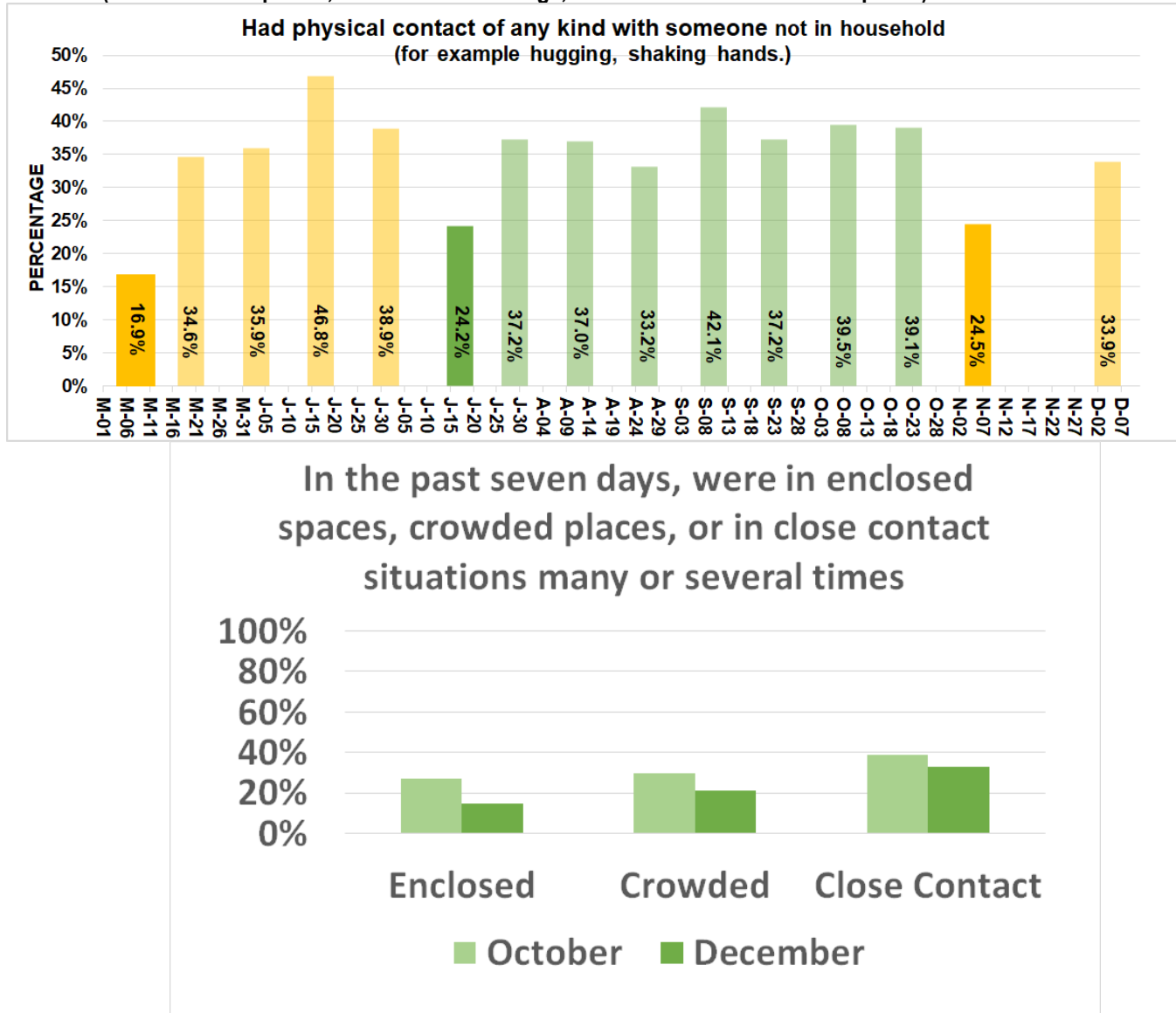
Trends from the 15 COVID-19 related surveys conducted in the Municipality of Anchorage so far.

Three Ws (wear a mask, watch your distance, and wash your hands):

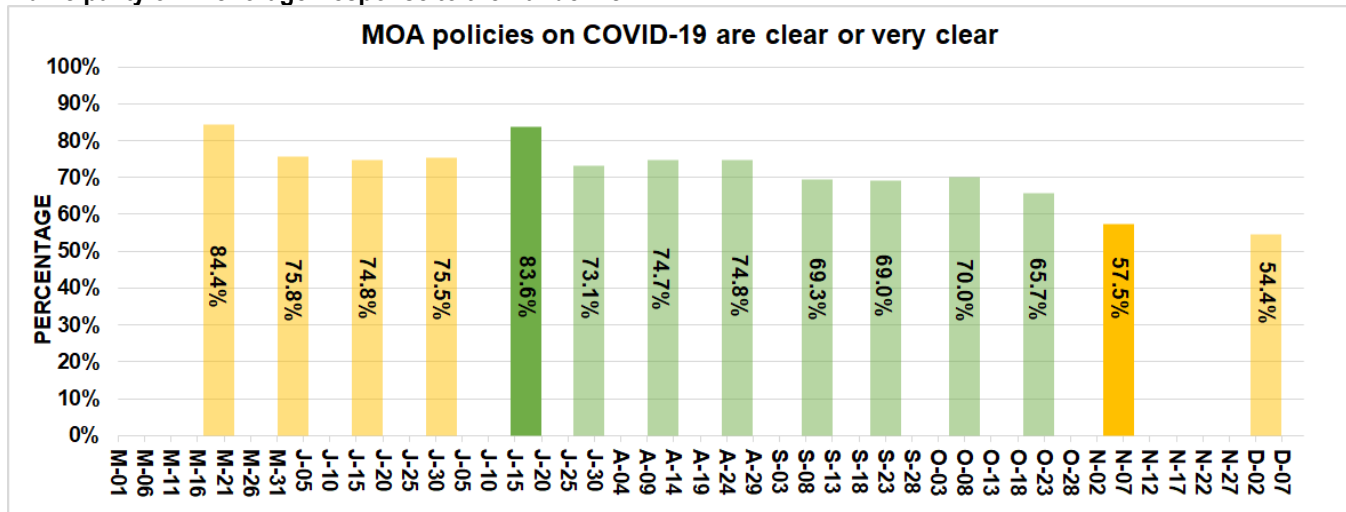


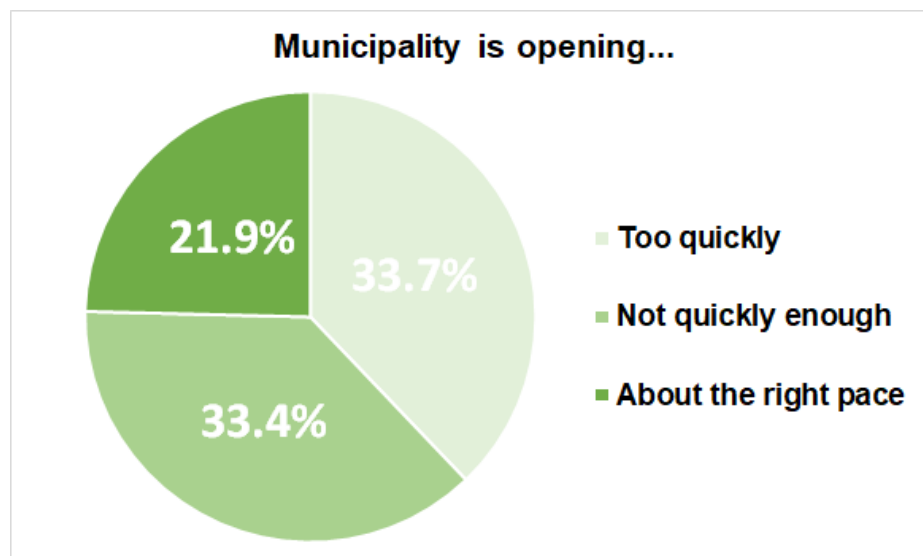
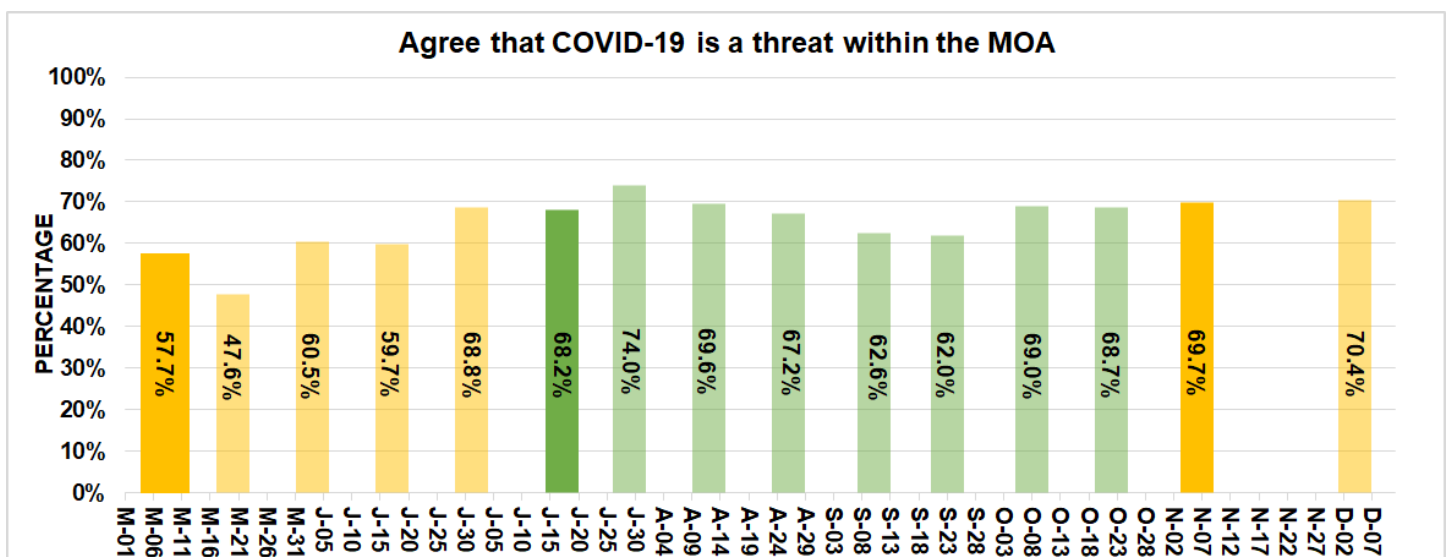
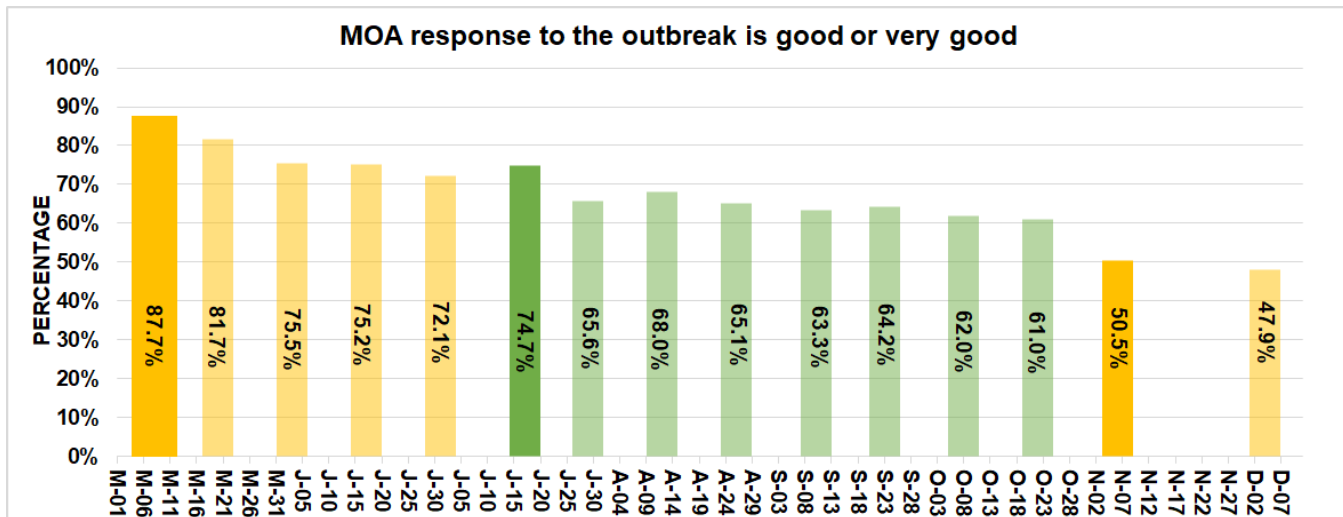


Three Cs (avoid crowded places, close-contact settings, and confined and enclosed spaces):



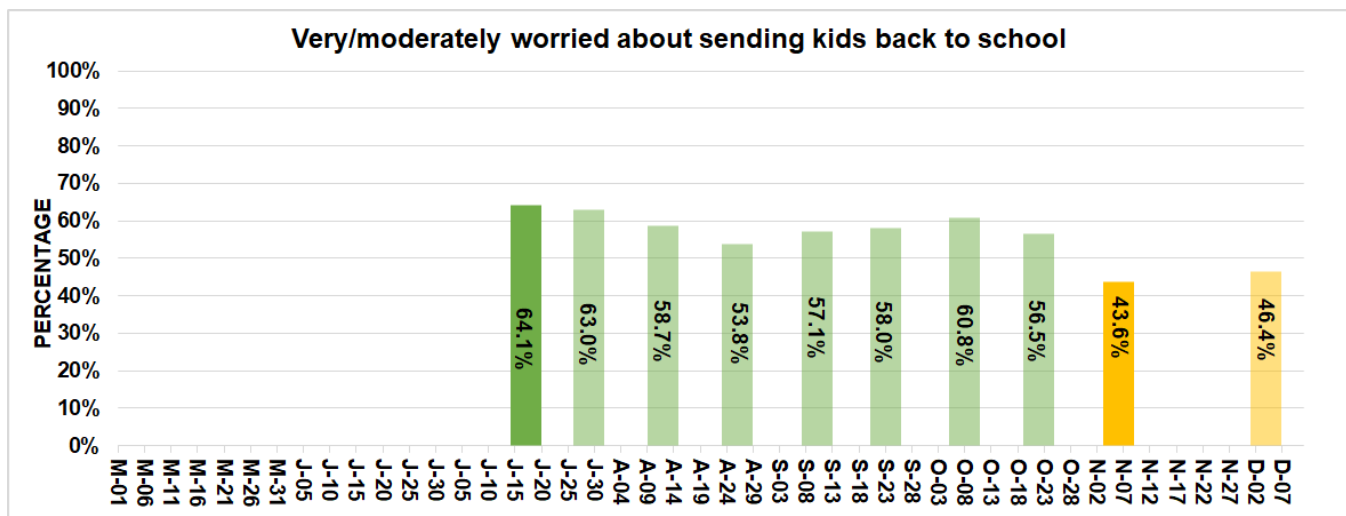
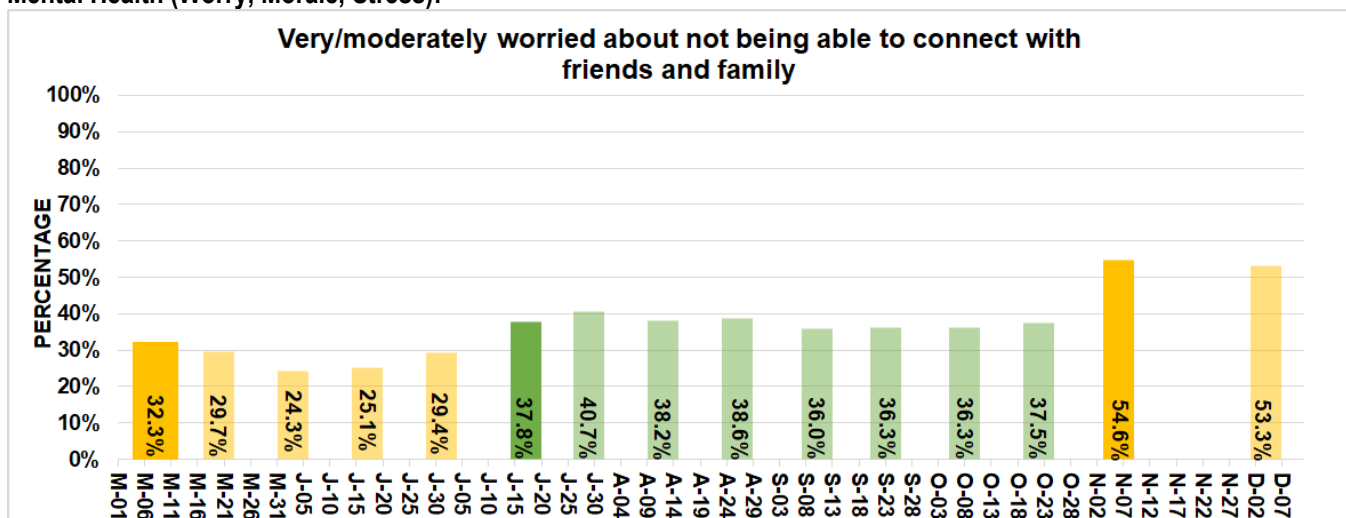
Municipality of Anchorage Response to the Pandemic

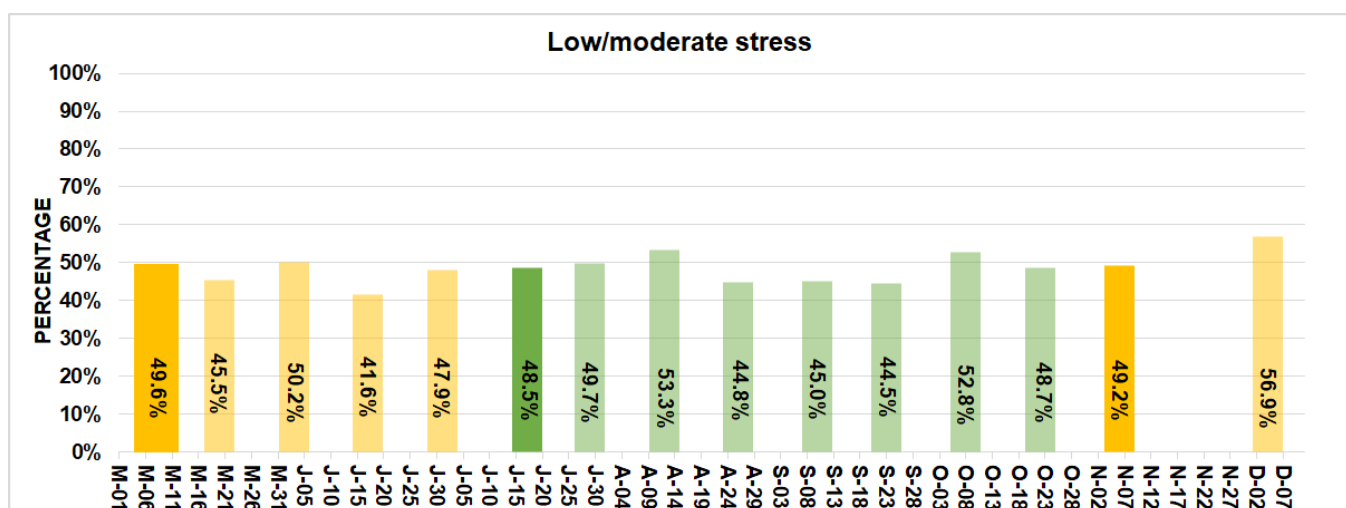
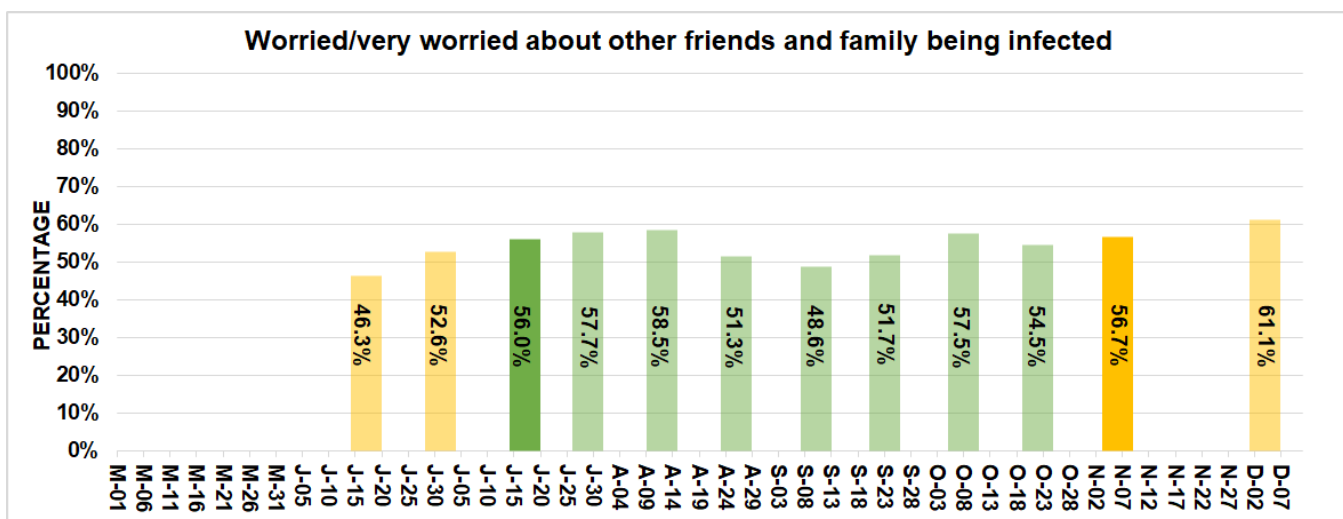
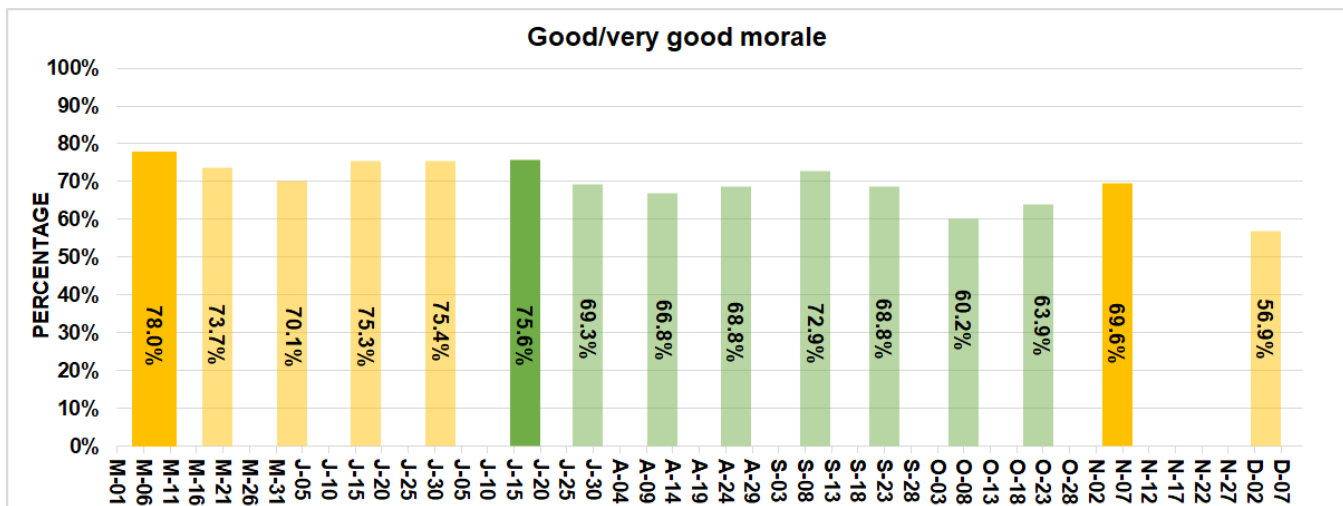






Mental Health (Worry, Morale, Stress):





COVID-19 Exposure Notification App



If respondents had an Alaska coronavirus exposure notification app on their phone and they were notified that they have been exposed to a positive COVID-19 case, **most** respondents said they would certainly or very likely:

- Self-isolate if they had COVID-19 (**95%**)
- Engage in self-contact tracing (**89%**)
- Engage in contact tracing (**79%**)
- Get a COVID-19 test (**76%**)
- Self-quarantine if they had COVID-19 (**76%**)
- Anonymously share results of COVID-19 test (**76%**)

Recommendations

- Credit lowered case counts on the majority of Anchorage residents who continue to engage in mitigation behaviors and remain vigilant in protecting themselves and their community from COVID-19
- Continue to frame mitigation measures as additive, not in place of each other
- Reference isolation and quarantine in context, survey respondents report continued confusion regarding the terms
- Target messaging on COVID-19 vaccine hesitancy to focus efforts on groups identified as politically conservative, essential workers, and those making less than \$80,000
 - Encourage support from employers and the military as trusted group sources
 - Consider framing COVID-19 vaccines as free, with the potential to open the economy
- Support COVID-19 exposure notification app adoption as a means of reducing the length of time between exposure to COVID-19 and isolation, thereby reducing new cases and hospitalization costs

Key Messaging

Public health measures require a uniform response in order to achieve desired outcomes. For the majority in Anchorage, individual sacrifices and choices have translated into lowered case counts. The majority should continue to be commended for their vigilance in protecting their families and their community. Targeted messaging for groups engaging in COVID-19 risk behaviors and exhibiting COVID-19 vaccine hesitancy could focus on reaching out to trusted messengers from employers, the military, the business community, and other sectors.

Limitations

Only the first survey (May 6-10), the sixth survey (July 16-18), and the fourteenth survey (November 5-7) were population-based cell phone surveys that could be considered generalizable to Anchorage residents with cell phones. The surveys from panels may not be representative of the Anchorage population, but still serve as a good indicator for the community. In addition, all surveys are cross-sectional, so each survey only measures a single point in time. Finally, most of the survey questions related to hygiene and physical distancing behaviors are based on self-reports, which can be subject to social desirability and recall bias.