



December 4, 2020

COVID-19 Survey in the Municipality of Anchorage, November 5-7: Brief Report

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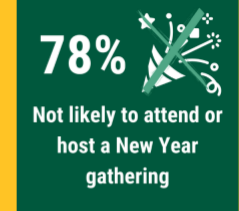
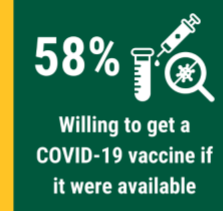
Background

A total of 14 COVID-19 related surveys have been conducted by the Municipality of Anchorage since May 2020. This brief report summarizes key findings from a population-based cell phone survey (N = 600) conducted November 5-7, 2020. When appropriate, this current cell phone survey is compared with the two previous cell phone surveys conducted May 6-10 (N = 996) and July 16-18 (N = 600). All three cell phone surveys are representative of Anchorage cell phone users with $\pm 4.0\%$ margin of error.

Areas of Strength

- **Most** respondents (67%) **supported additional mandates** related to COVID-19.
- **Most** respondents (82%) reported **wearing a mask** most or all of the time when not at home.
- **Most** respondents (80%) reported **wearing a mask when coming within 6 feet of someone** outside their household.
- **Most** respondents (77%) reported **washing or sanitizing their hands** every time or most of the time when touching things that may have recently been touched by others not from their household.
- **Most** respondents (70%) reported they were **not likely to attend/host a Thanksgiving celebration**.
- **Most** respondents (66%) reported they were **not likely to attend/host a Christmas celebration**.
- **Most** respondents (78%) reported they were **not likely to attend/host a New Year celebration**.
- **Most** respondents (62%) reported they either **had gotten or planned to get their flu shot** this winter.
- Most respondents (58%) were **willing to get a COVID-19 vaccine** if it were available.
- In the past 7 days...
 - **66%** did **not** go to work in the office
 - **73%** did **not** shake hands with someone
 - **77%** did **not** go to a restaurant
 - **77%** did **not** go to a gathering of 10 or more
 - **87%** did **not** go to a religious service
 - **89%** did **not** exercise at an athletic club
 - **94%** did **not** go to a bar
 - **98%** did **not** go to the movies

Highlights from a November 5-7, 2020 phone survey of Anchorage residents



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Areas of Concern

- **Most** respondents (70%) **got within six feet of someone** outside their household the day before the survey.
- Those significantly **more likely** to engage in more than two COVID-19 related risk behaviors:
 - Conservatives were 5.6 times **more likely** to engage in more than two COVID-19 related risk behaviors compared to moderates and progressives.
- Those significantly **less likely** to get a flu shot this winter:
 - Men were 45% **less likely** to get flu shot this winter compared to women
 - Those with no college degree were 58% **less likely** to get the flu shot this winter compared to their college-degree holding counterparts.
 - Essential workers were 45% **less likely** to get flu shot this winter compared to non-essential workers.
- Those significantly **less likely** to get a COVID-19 vaccine if it were available:
 - Women were 46% **less likely** to report they would get a COVID-19 vaccine when it became available compared to men.
 - Essential workers were 49% **less likely** to report they would get a COVID-19 vaccine when it became available compared to non-essential workers
 - Conservatives were 55% **less likely** to report they would get a COVID-19 vaccine when it became available compared to their moderate and progressive counterparts.
- The **top three reasons** respondents were **not willing** to get a COVID-19 vaccine if it were available:
 - They felt the vaccine would have negative health effects (75%)
 - They would like to wait until other people took the vaccine first (65%)
 - They didn't trust that the vaccine would be effective (56%)

Demographics of Interest

Political ideology was measured by asking respondents to rate themselves on a 5-point scale ranging from very conservative to very progressive. Their responses were dichotomized into conservative (which included people who identified as very conservative and conservative) and non-conservative (which included people who identified as moderates and progressives). As noted above, **conservative** respondents, compared to their moderate and progressive counterparts, were **more likely** to engage in COVID-19 related risk behaviors and **less likely** to plan to get a COVID-19 vaccine when available. However, the proportion of conservative respondents engaging in COVID-19 related risk behaviors has **decreased** over the last two panel surveys (October 6-9 and October 21-23), while the proportion of conservative respondents willing to get a COVID-19 vaccine when available has **increased**.

Among conservatives who engaged in at least one COVID-19 related risk behaviors:

- Most were men (73%), had no college degree (55%), were white (81%), were employed (66%), were essential workers (66%), and had no children (68%).
- 70% did not perceive COVID-19 as a serious threat in the state and 65% did not perceive COVID-19 as a serious threat in the municipality.
- In the past 7 days:
 - 37% went to a restaurant
 - 41% went to a gathering of 10 or more people

- 44% worked in the office
- 55% shook someone's hands
- 89% went in a grocery store or hardware store
- Most (72%) had good/very good morale.
- Most (67%) reported being stressed/very stressed in the household.
- Most (67%) reported supporting additional mandates.
- Most (67%) reported somewhat/certainly hosting/attending Thanksgiving, Christmas, or New Year celebrations.
- Conservatives were 86% **more likely** to host/attend holiday events compared to their moderate and progressive counterparts.

Conservatives who have not gotten a flu shot this winter:

- Most were men (67%), had no college degree (69%), were white (68%), were employed (76%), were essential workers (69%), had annual household income < \$80,000, and had no children (56%).

Essential workers who **did not** plan to get COVID-19 vaccine when it became available:

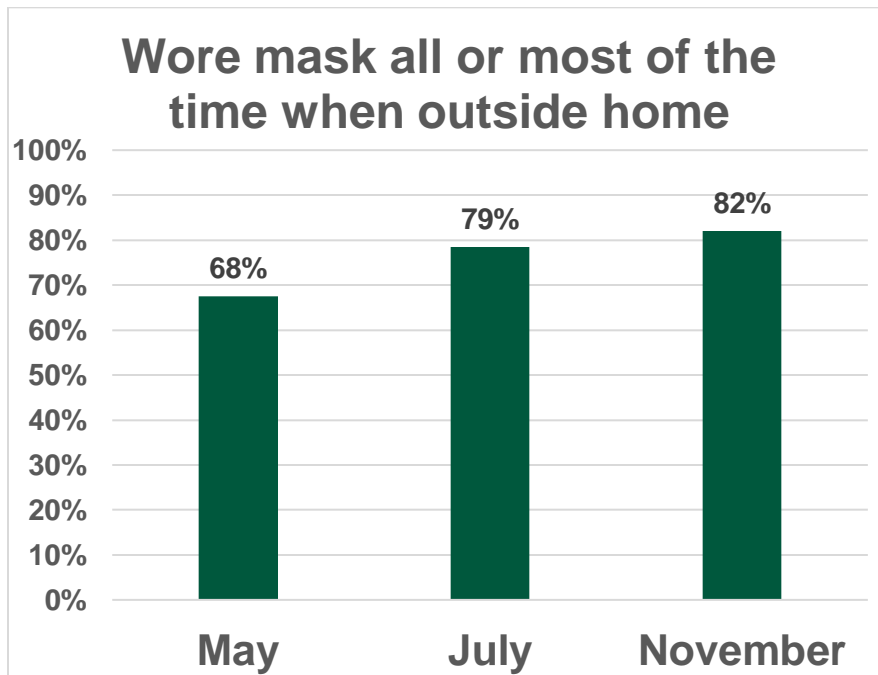
- Most were white (72%), had no children (59%), and were non-conservative (53%).
- Most (71%) do not plan to get a flu shot this winter.
- **Top three reasons** respondents were **not willing** to get a COVID-19 vaccine if it were available were:
 - Concerned COVID-19 vaccine would have negative health effects (83%)
 - Would wait until other people took vaccine first (56%)
 - Don't trust vaccine would be effective (54%)

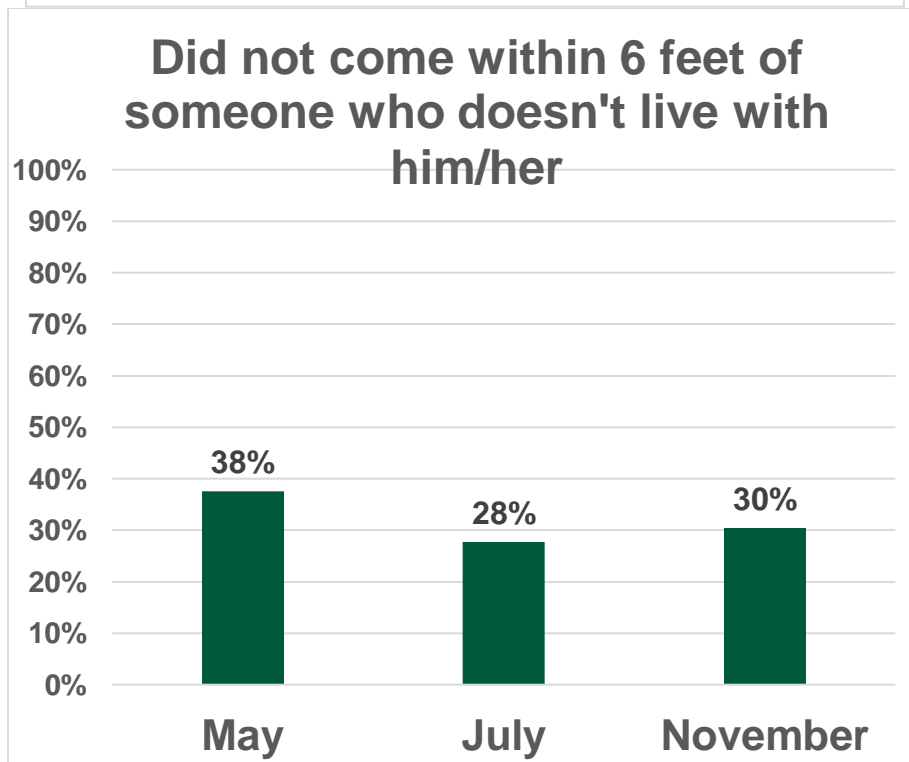
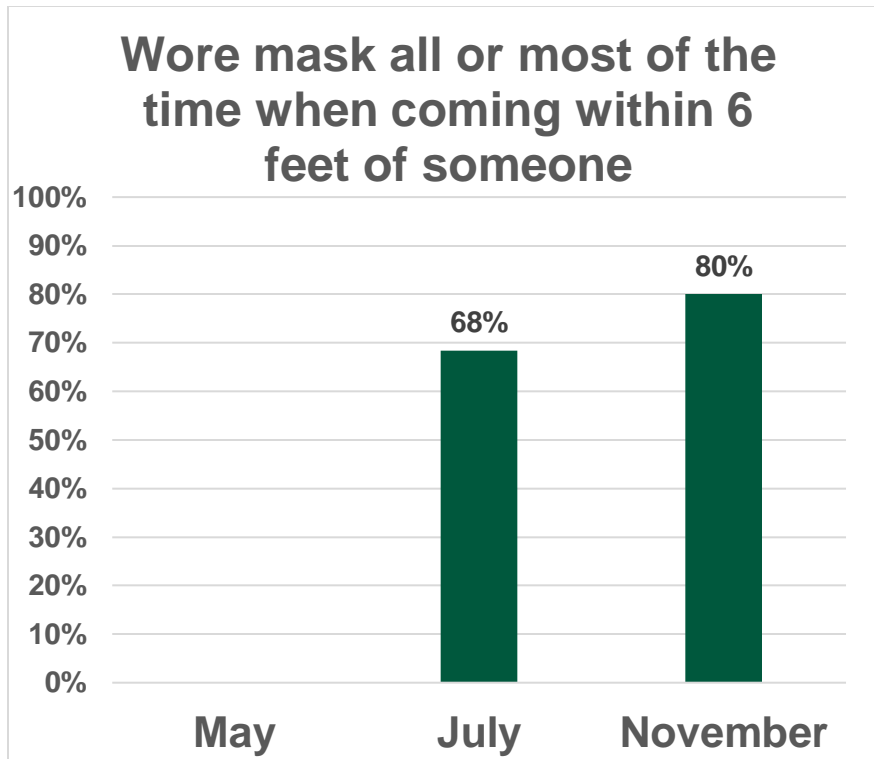
Recommendations

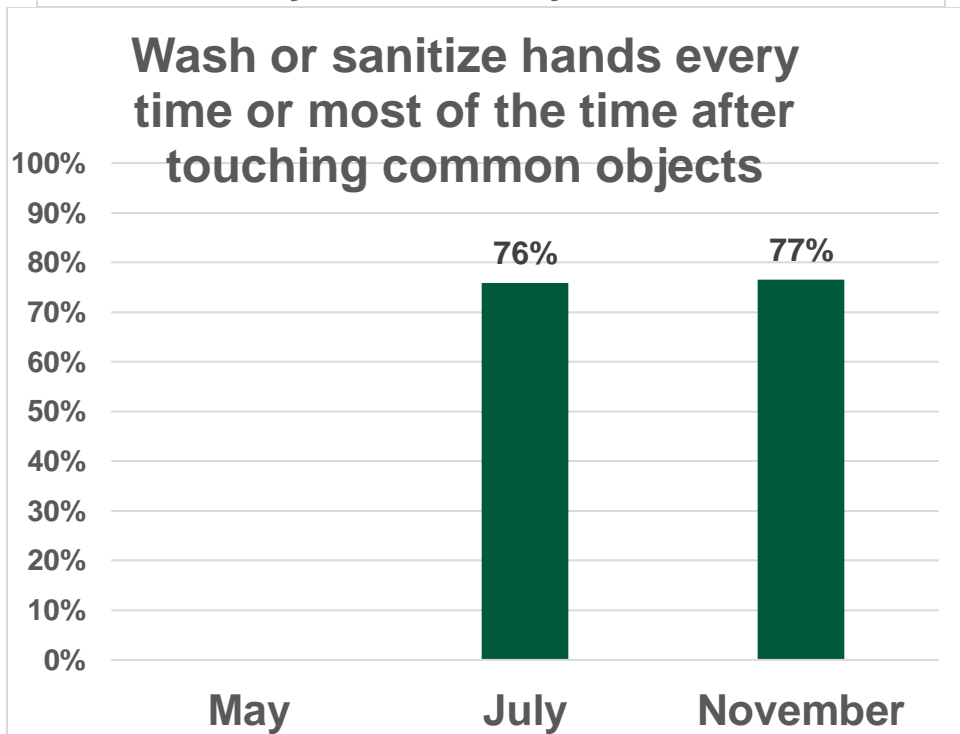
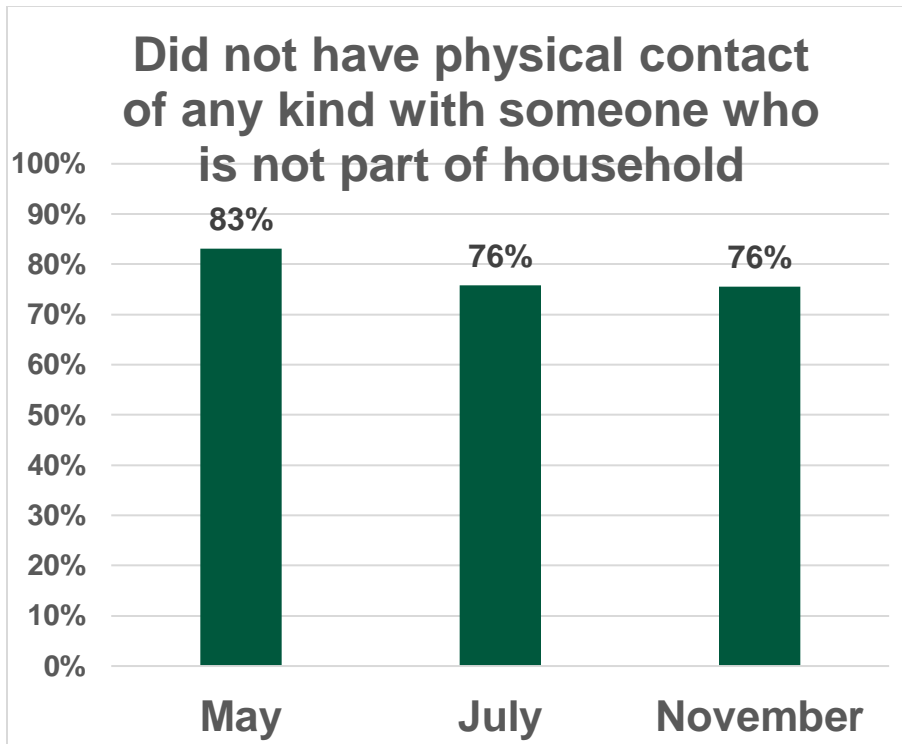
- The majority of respondents follow guidelines and make daily sacrifices to help lower COVID-19 cases in the municipality. Commend those who have made changes in order to mitigate the spread of COVID-19 in the community.
- Emphasize that a person with COVID-19 can infect more than one person. Thus, even one person infected with COVID-19 who doesn't follow guidelines (who may or may not be symptomatic) can spread the disease in their community or household.
- Outline key objectives for "hunker down" orders or additional mandates, such as goals of getting an Rt less than 1, or having the capacity to interview all new cases in less than 5 days from specimen collection.
- Make it feasible for organizations and individuals to hunker down by providing financial support for businesses and individuals affected by "hunker down" orders or additional mandates.
- Convey key goals and metrics that need to be achieved in order to lower COVID-19 cases and transmission rates.
- Convey consequences for noncompliance of "hunker down" orders or additional mandates, including financial/licensing implications.
- Emphasize that a vaccine distribution timeline is now within reach, and that practicing COVID-19 risk reduction behaviors won't continue forever, but can protect our family and friends now.
- Coordinate COVID-19 vaccine messaging with key stakeholders, especially in sectors employing essential workers
- Use images and videos of respected and admired Alaskans who represent the groups most likely to engage in COVID-19 risk behaviors.
- Tailor messages to address specific development phases and motivations of groups engaging in risky COVID-19 behaviors.
- Coordinate with key stakeholders to show the reality of staffing and patient care in hospitals.

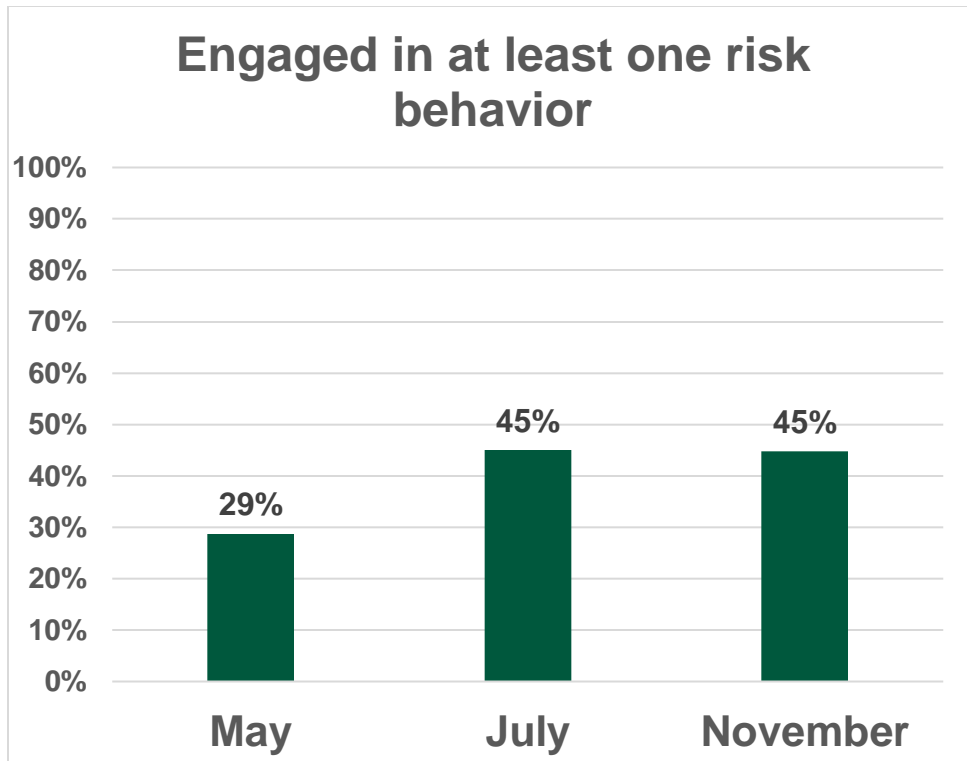
Trends

- Trends on 3 W's: Wearing a Mask, Watching Distance, & Washing Hands

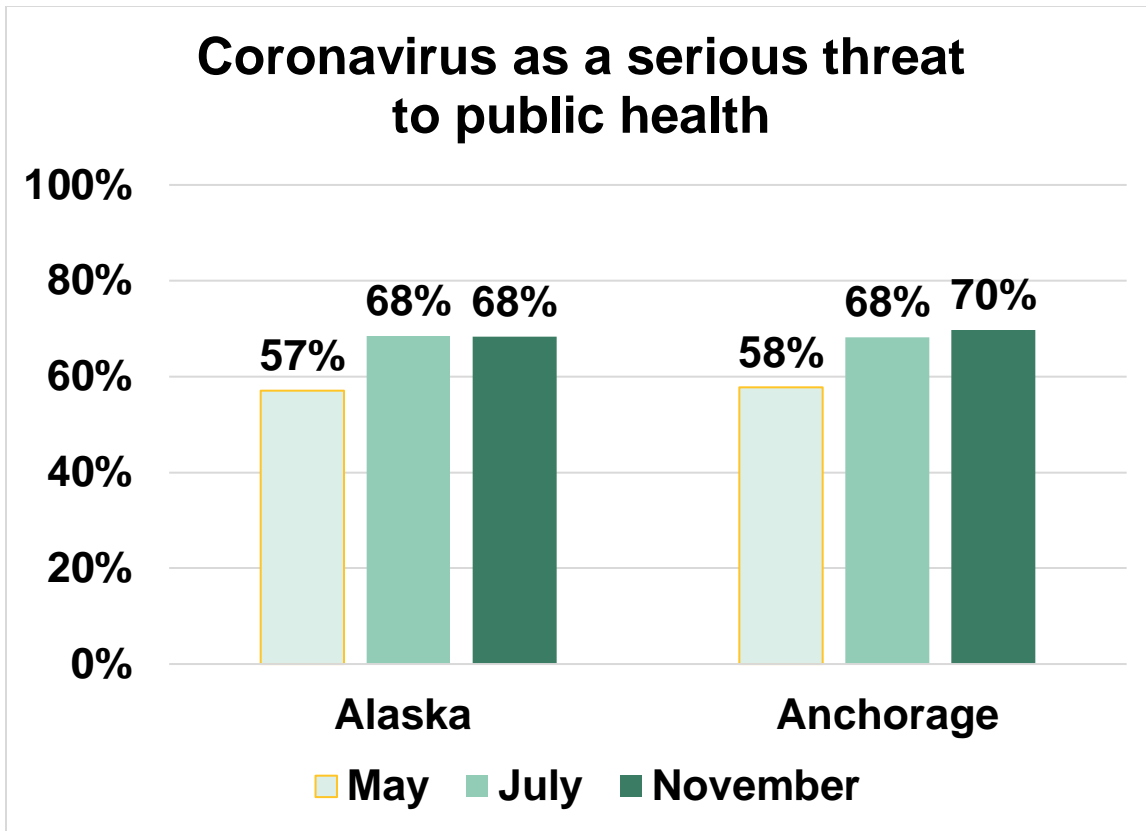




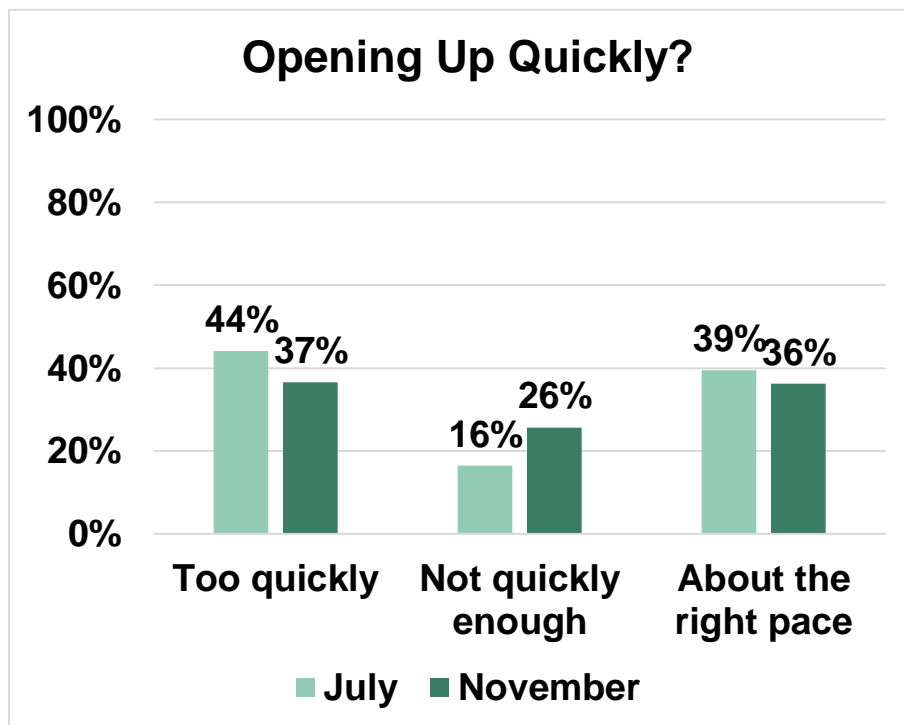


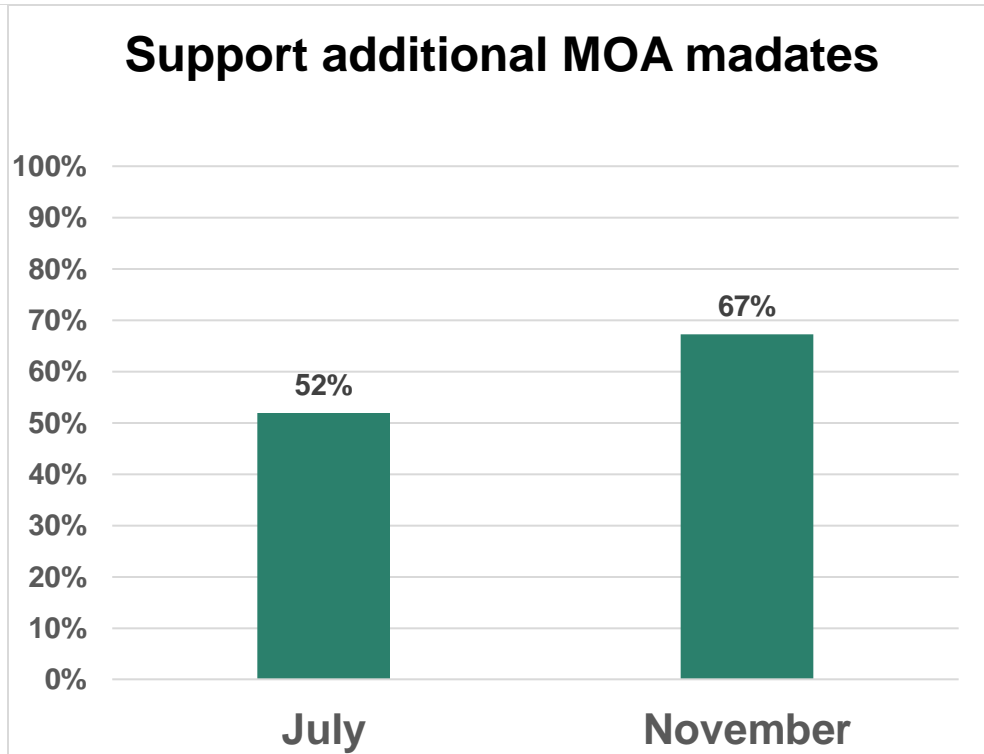
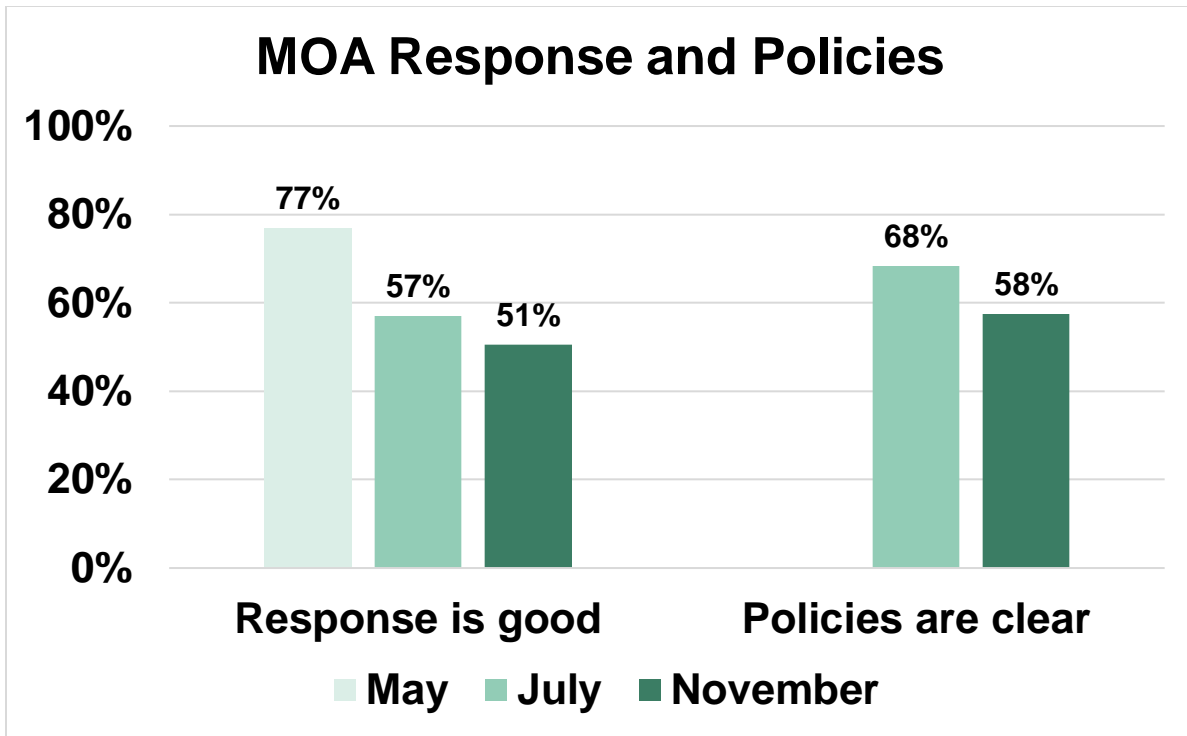


- Trends on Perceptions about COVID

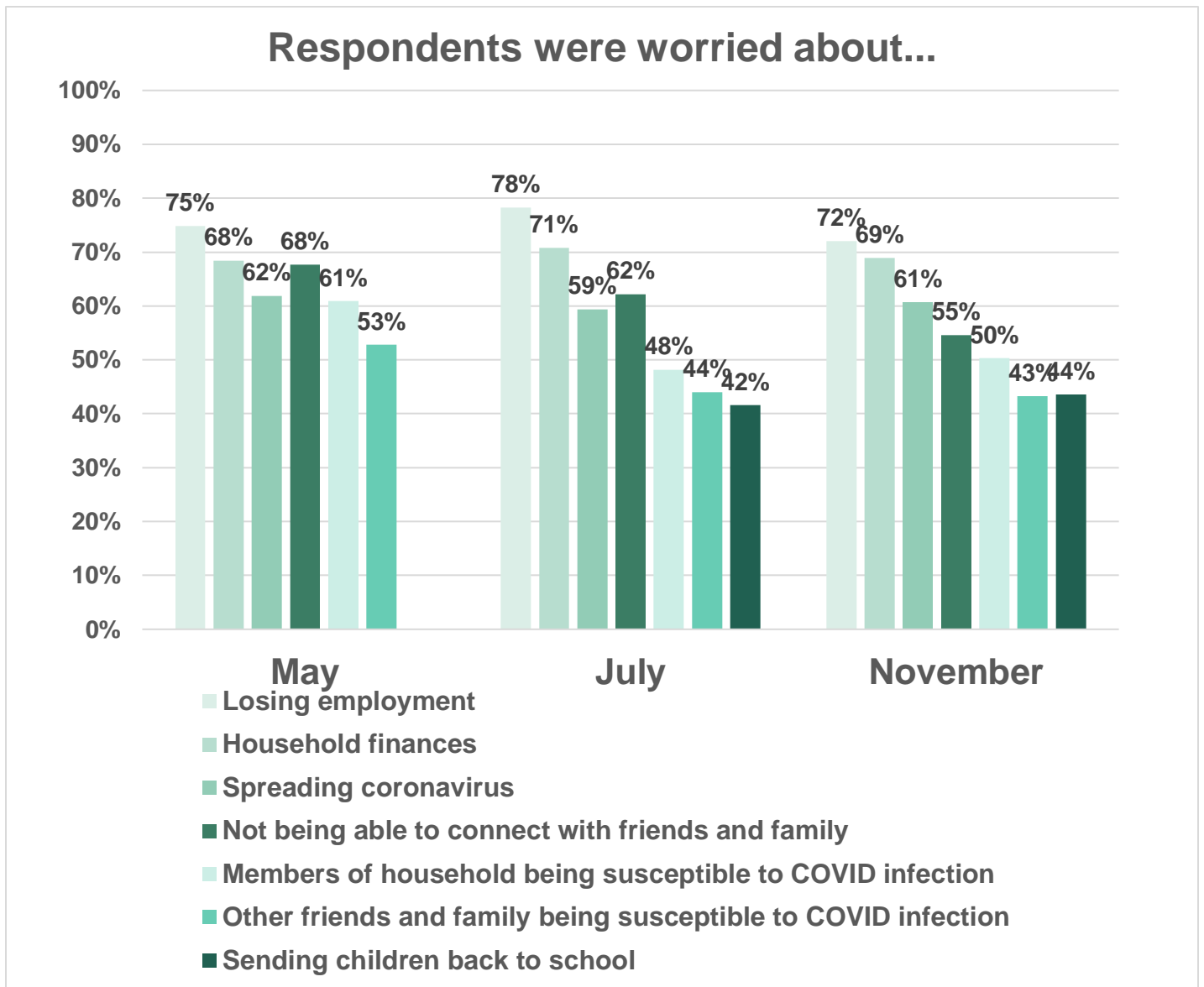


- Trends on Perceptions about the Municipality and Its Efforts

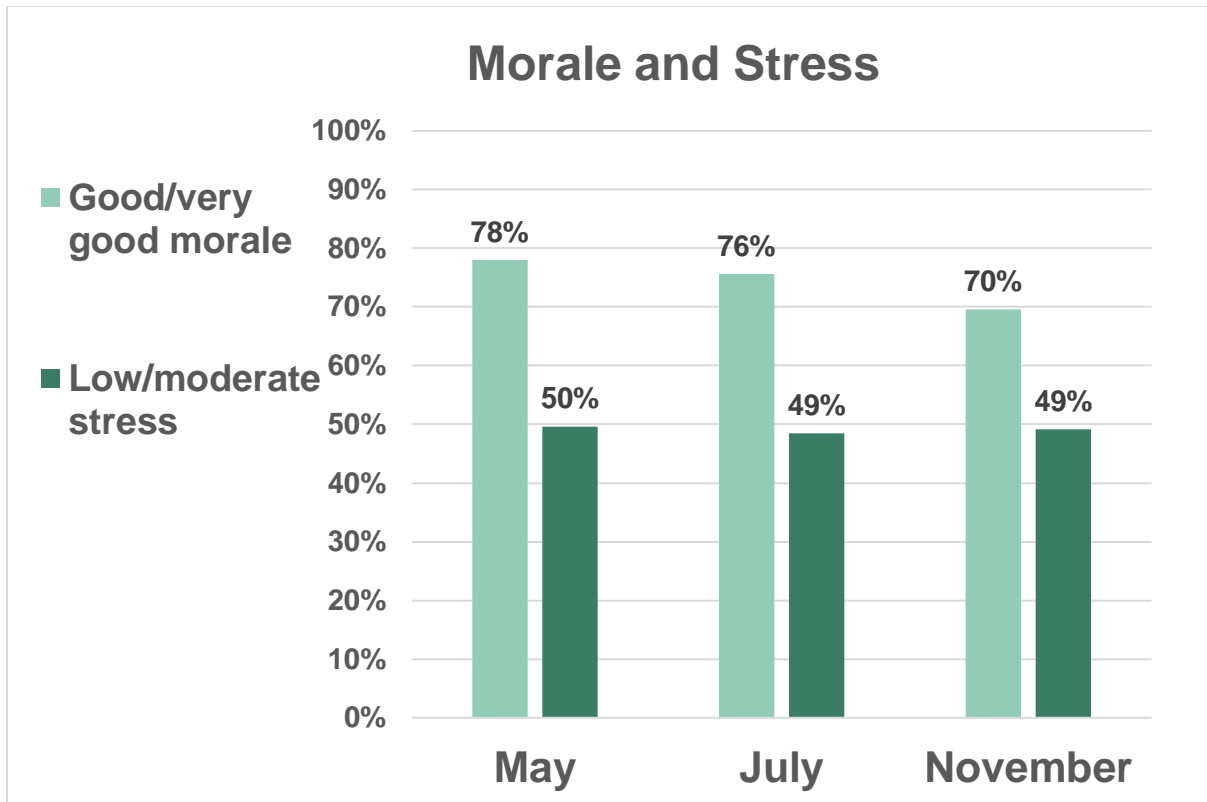




- Trends on Mental Health Conditions (Worry, Morale, Stress)



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Key Messaging

Key messaging could continue to focus on commending the majority for participating in COVID-19 mitigation behaviors while building trust with segmented groups engaging in risk behaviors. Given the imminent need to build trust for the COVID-19 vaccine, key messaging during this time could include visuals and video of trusted leaders and sources testifying to the safety and efficacy of the COVID-19 vaccine. Targeted messaging is needed for high-risk groups, such as in sectors employing essential workers.