

# NM COVID-19 Vaccination Research & Messaging Survey: Insights Specific to Young Adults (18-29)

## New Mexico COVID-19 Vaccination Research & Messaging Survey Findings



### Vaccination Status and Uptake

According to our survey, **young adults in New Mexico are less likely** to have been vaccinated at the time of interview (40%) than all other age-groups. Of those unvaccinated young adults, **36% of 18-29 year old New Mexicans are either not planning to get the vaccine or are unsure if they will.** This lower than all other age groups.

**Key Takeaway:** The survey finds that vaccination hesitancy among this group is driven by a combination of ideological and information barriers. Targeted outreach to this specific sub-group of the larger population will be needed given their higher rates of hesitancy.

### Young Adults Need Basic Information Regarding the Vaccination Process

**Only 48% of this subgroup answered that they know how to get the vaccine in their community, lower than all other age-groups.** Respondents in this subgroup indicated that the most popular daily news sources are the following: Kakao Talk (40%), Spanish News (37%), Google (42%), Facebook (42%), Youtube (38%), Instagram (35%), and Twitter (31%). Using messaging themes and trusted messengers (discussed later) to target this subgroup on these platforms could be especially beneficial to communicate plans to address their concerns and reassure them of the benefits of getting the vaccine, such as increased safety from the COVID-19 virus.

**People age 18-29 are more likely than older New Mexicans to report that they are having (41%) arguments with family or close friends about whether someone should get the COVID-19 vaccine.** Similar to all New Mexicans, concerns about the vaccinations creating blood clots, and particularly the Johnson and Johnson brand, are a source of hesitancy. However, concerns about the vaccine potentially creating challenges for having children is of greater concern to this age group than older New Mexicans.

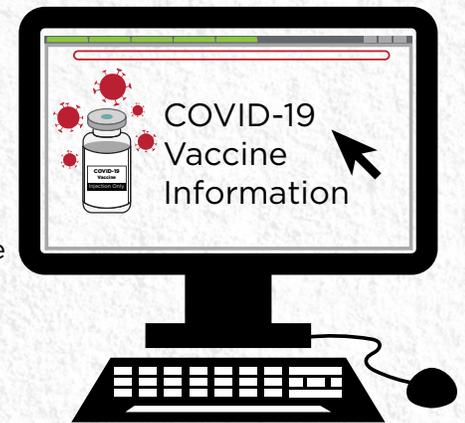
Although New Mexican young adults are less likely to indicate that they have faced an obstacle or challenge in attempting to get a vaccine, three obstacles have had a significant impact on this sub-group:

1. The perceived cost of the vaccine;
2. Unemployed New Mexicans cannot get a vaccine; and
3. Not being able to get a vaccine during the typical business day.

**Key Takeaway:** Focusing messages to young adults that emphasizes that vaccines are free, safe, and available to all who want one can help overcome these sources of hesitancy.

### Trusted Messengers and Messages

As is the case for all New Mexicans, 18-29 year old respondents trust their doctors most among messengers and prefer to get vaccinated at their doctor's office among other options. Young adults also trust friends and family



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who have taken the vaccine (30%) as well as civil rights organizations from their community (31%) as their top three most trusted messengers.

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Among messages tested in the survey that performed well among people between 18-29 was the following message about privacy: “Federal Law requires that any personal information that you share when signing up for the vaccine is anonymous and must be secure. Your information will be kept safe and cannot be shared.” These types of reassurances about privacy made 62% of young-adults more likely to get vaccinated.

Furthermore, 65% of this age group said the following message would increase their desire to get a vaccine: “I may not always believe the government, but our nurses, doctors, and healthcare experts all agree the COVID-19 vaccine is safe and effective.”

We also found that a message aimed primarily at young and health adults was effective: **“Even though I am healthy, getting vaccinated will allow me to see loved ones who are older or more vulnerable. The best way to protect the elders in our community is to get vaccinated and encourage others to do the same.”** Our survey also found that personalizing messaging to fit specific populations/racial groups were amongst the top performing messages. For example: *“The [racial group] community has been hit hard by COVID-19, with higher rates of [racial group] COVID-19 illnesses and deaths. The best way to prevent more suffering through this terrible pandemic is to get vaccinated and encourage all [racial group] people to do the same”* was the #2 top performing message at 62%.

**Key Takeaway:** Using targeted and personalized messaging from trusted messengers like doctors and community leaders to address concerns held by young adults can help mitigate these issues and encourage vaccination within this sub-group.

## **Incentives and Employer/University Recommendations are Effective With Young Adults**

When the young adult segment of the larger sample is isolated, the two findings that are most promising for outreach efforts are related to incentives and employer and university requests for vaccination. Incentives are particularly effective among young adults, as a greater percentage of this age group indicate that an incentive would increase their desire to get a vaccine than for all other age groups. The impact of a vaccine incentive remains high even for a relatively small incentive of \$25.00. **Furthermore, 53% of New Mexicans under the age of 30 indicate that they would get vaccinated if their employer requests that they do so. This is higher than for all other age-groups. Finally, 60% of young adults who are enrolled in college indicate that they will get vaccinated if their college or university requires that they do so.**

**Key Takeaway:** When the vaccine is incentivized, young adult New Mexicans are more likely to get vaccinated.

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