

# Choose to Protect™ Survey

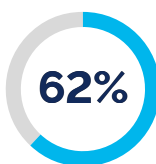
Novavax, in partnership with HealthyWomen, commissioned the Choose to Protect™ survey, conducted by The Harris Poll, which focused on understanding the perceptions of and attitudes about COVID vaccination decision-making, motivations for getting vaccinated, and education gaps among 1,005 adults aged 45+ who are responsible for their household healthcare decisions and also received the COVID vaccine.

**Adults aged 45-54 were most likely to say they are the primary decision-maker for someone else when compared to older adults.**



**2 in 3**

adults aged 45-54 consider themselves a primary healthcare decision-maker for someone else.  
(n=203)



of women who consider themselves the primary healthcare decision-maker for someone else are making vaccine decisions for their elderly parents or relatives.  
(n=33)



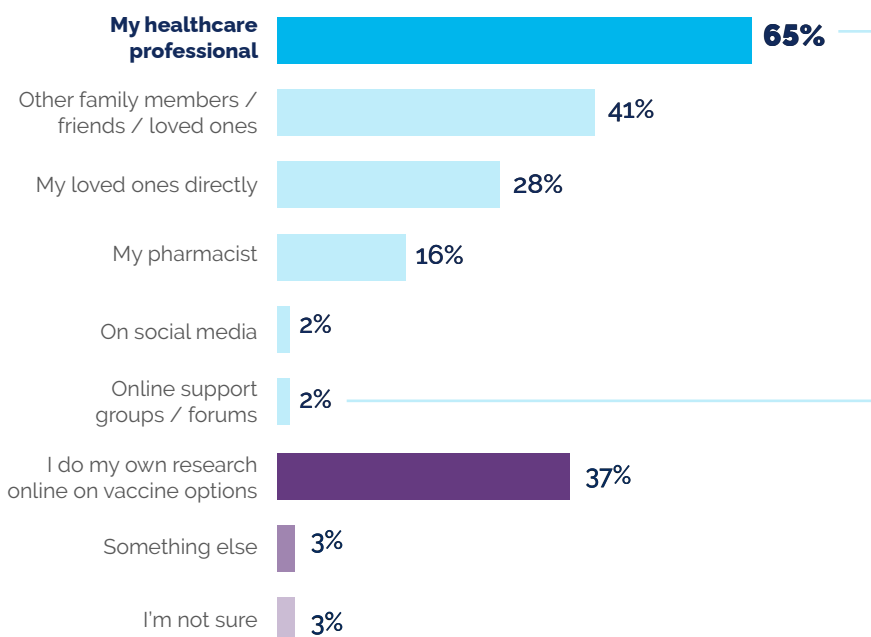
Over half of adults aged 45-54 said they feel pressure to stay knowledgeable about COVID vaccines because they make healthcare decisions for people other than themselves.  
(n=203)

**84%**

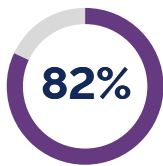
**Overall, 84% of survey respondents indicated that they discussed their vaccination options with others before making a decision, primarily a healthcare professional.**

(n=1005)

## Approach to Vaccination Decision-Making



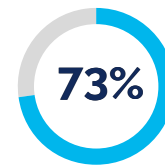
## While COVID fatigue has been widely reported,<sup>1</sup> survey respondents aged 45+ still recognized the value of vaccines.



of adults believe vaccines are absolutely essential or very important for maintaining their health.  
(n=1005)



75% of adults believe vaccines are absolutely essential or very important for their ability to spend time with family.  
(n=1005)



of adults said vaccines are absolutely essential or very important for extending their life expectancy.  
(n=1005)



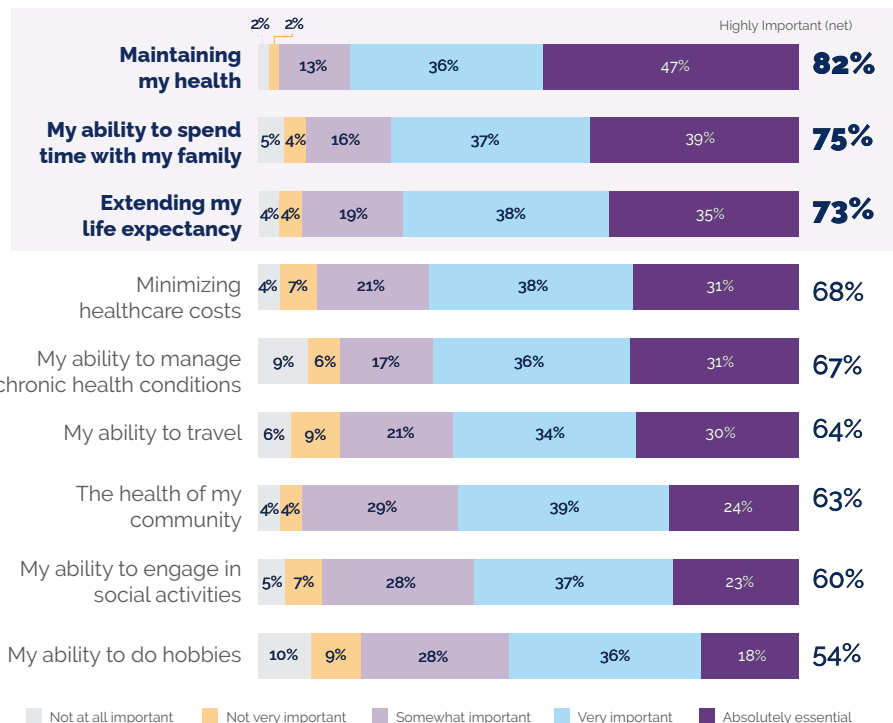
**Importance of vaccines is centered around maintaining one's health and extending one's life expectancy, as well as their ability to spend time with family.**

### More than half

of adults who said they are motivated to get vaccinated gave the following reasons:

- Emergence of new variants (60%)<sup>2</sup>
- Increasing COVID cases in the U.S. (52%)<sup>3</sup>
- Want to have a less severe illness if they were to get COVID (51%)<sup>4</sup>

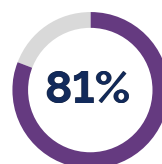
(n=1005)



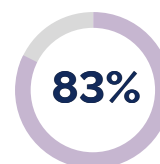
## A significant portion of adults 45+ felt a duty to get the COVID vaccine for their loved ones and the betterment of society as a whole.



agreed that knowing their loved ones are vaccinated against COVID puts them at ease.  
(n=1005)



agreed that receiving COVID vaccines is part of being a responsible citizen.  
(n=1005)



agreed that helping to protect high-risk people in our society is a key reason they choose to get vaccinated against COVID for themselves / their family.  
(n=1005)



**81%**

agreed that being vaccinated against COVID gives them peace of mind when spending time with their family members, especially around the holidays.  
(n=1005)

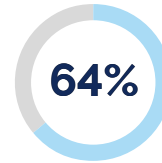
## While there is interest in learning more about vaccines, there were still gaps in knowledge.



agreed it is important to have a range of COVID vaccine options for themselves and their family.  
(n=1005)



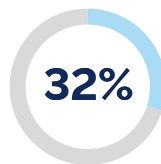
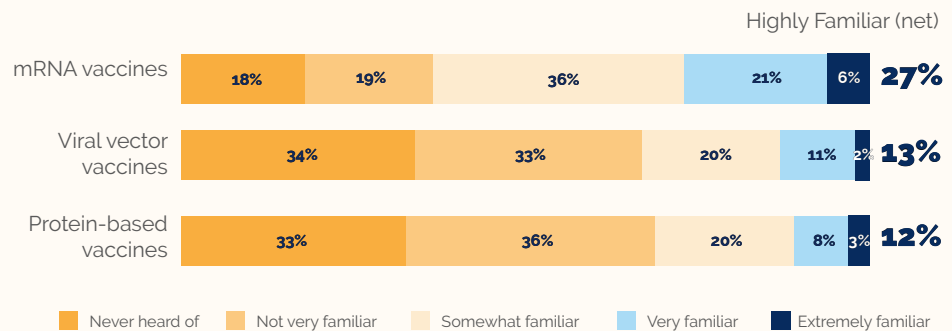
Only around 2 in 5 said they are highly knowledgeable about the science behind how different types of vaccines help to protect against COVID.  
(n=1005)



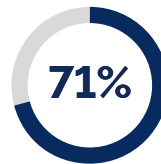
agreed it is difficult to keep up with information on the different types of COVID vaccines.  
(n=1005)

### Overall Knowledge about COVID Vaccine Types

(n=1005)



Only 3 in 10 said that they are familiar with protein-based vaccines and only 1 in 10 are highly familiar. Familiarity with specific vaccine types is limited, though highest for mRNA vaccines.  
(n=1005)



said they would like to learn more about different types of COVID vaccines.  
(n=1005)



**Talk to your healthcare provider to learn more about how to protect yourself and your loved ones this fall and winter season. Visit [www.ChoosetoProtect.com](https://www.ChoosetoProtect.com) to learn more about your vaccine options.**

### Choose to Protect™ Survey Methodology

The research was conducted online in the United States by The Harris Poll on behalf of Novavax and HealthyWomen among 1,005 U.S. adults aged 45+ who play a substantial role in healthcare decisions for their household and have received at least the primary COVID vaccine series. The survey was conducted September 7 – 14, 2023. Data are weighted where necessary by age, gender, race/ethnicity, region, education, marital status, household size, household income, and propensity to be online to bring them in line with their actual proportions in the population.

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within ± 4.5 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest. All sample surveys and polls, whether they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

\*Stamm, T.A., Partheymüller, J., Mosor, E. et al. Determinants of COVID-19 vaccine fatigue. Nat Med 29, 1164–1171 (2023). <https://doi.org/10.1038/s41591-023-02282-y>

\*Centers for Disease Control and Prevention. COVID-19: Variants of the Virus. Accessed October 23, 2023. <https://www.cdc.gov/coronavirus/2019-ncov/variants/index.html>

\*Centers for Disease Control and Prevention. COVID Data Tracker. Accessed October 23, 2023. [https://covid.cdc.gov/covid-data-tracker/#trends\\_weeklyhospitaladmissions\\_select\\_00](https://covid.cdc.gov/covid-data-tracker/#trends_weeklyhospitaladmissions_select_00)

\*Centers for Disease Control and Prevention. 5 Things You Should Know about COVID-19 Vaccines. Accessed October 23, 2023.

<https://www.cdc.gov/respiratory-viruses/whats-new/5-things-you-should-know.html#:~:text=People%20vaccinated%20with%20Moderna's%20updated,illness%2C%20hospitalization%2C%20and%20death>