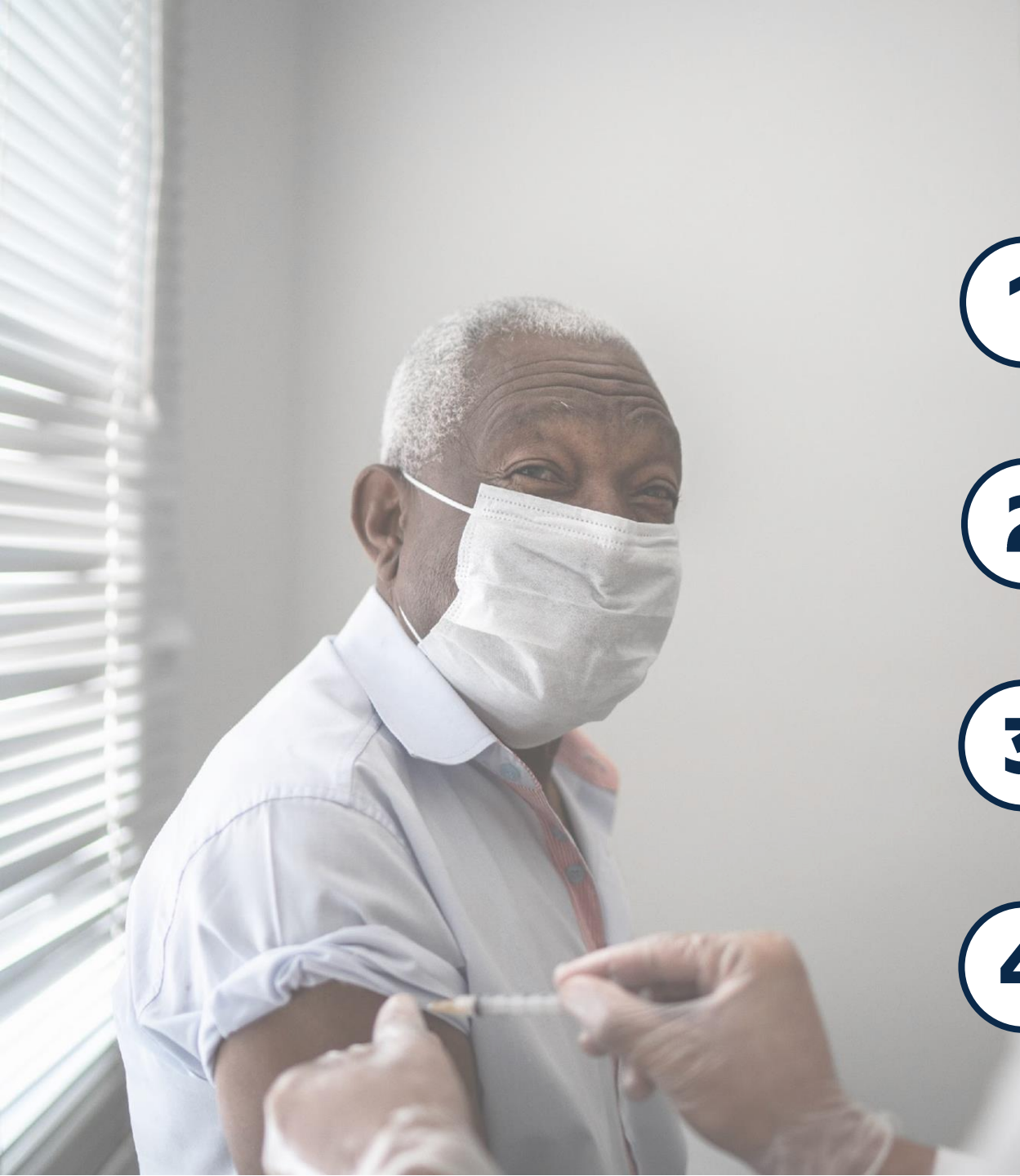


Equity-First Vaccination Initiative

Covid-19 Vaccination Pulse Survey Insights

Report on data from January &
February 2022





Insights and interpretation

- 1 Overview and data interpretation
- 2 Survey insights by demonstration city
- 3 Survey insights: cross-site
- 4 Supplemental data slides

Overview

As part of The Rockefeller Foundation's Equity-First Vaccination Initiative, the Foundation's partners in five focal jurisdictions (Baltimore, Maryland; Chicago, Illinois; Houston, Texas; Newark, New Jersey; and Oakland, California) are collecting and analyzing survey data about Covid-19 vaccination with support from Mathematica. The black, indigenous, and people of color (BIPOC) communities' monthly vaccination pulse survey serves to support the Equity First Vaccination Initiative by providing up-to-date evidence about community members' knowledge, attitudes, and behaviors related to Covid-19 vaccination, as well as potential motivators for vaccination and barriers to access. This evidence can then be used to inform the Foundation and its partners' strategies on how to encourage vaccine uptake and will allow community-based organizations (CBOs) in these jurisdictions to adapt their work to the specific and changing needs of their communities.

Important notes on methodology and limitations in using this data

- Given how survey respondents are identified and recruited, the following survey results speak to the people who took the survey. ***The survey results are not necessarily generalizable to the population of each city as a whole.***
- In many instances, the number of respondents is quite small, meaning the ***trends might exist only among those we surveyed and not the larger population.*** Be especially careful when interpreting data from survey questions with a sample size of less than 50 respondents. For example, think of the values as indicating whether something was reported more commonly or not, rather than focusing on the specific percentages.
- ***The respondents who agreed to participate in the survey might have demographic characteristics, experiences, attitudes, and beliefs that are different from those who declined to participate.***
- For cross-site results, each city has different methods for fielding the survey and a different demographic makeup. Thus, ***although it is interesting to compare results across different cities, it is a bit like comparing apples and oranges.***
- Results are based on ***descriptive analysis of raw data*** without additional statistical considerations.

**So, what do these data tell us?
How can we talk about them?**

*“These are the people we talked to in our community,
and this is what they said about the Covid-19 vaccine.”*

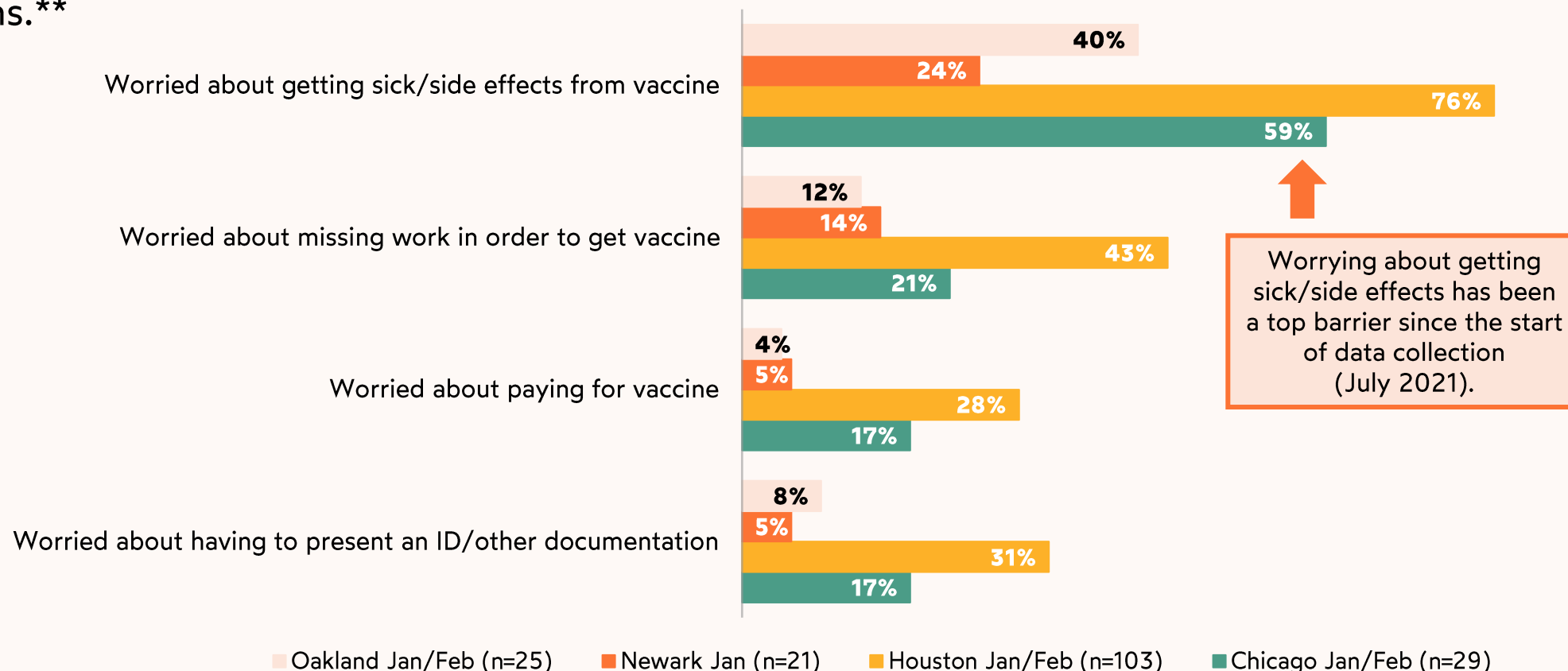
Survey insights: Cross-site

- Top barriers, motivators, beliefs, and trusted messengers reported by unvaccinated respondents in each city
- Parent-reported child vaccination data combined across all cities

Top concerns serving as barriers for unvaccinated respondents

From January & February data

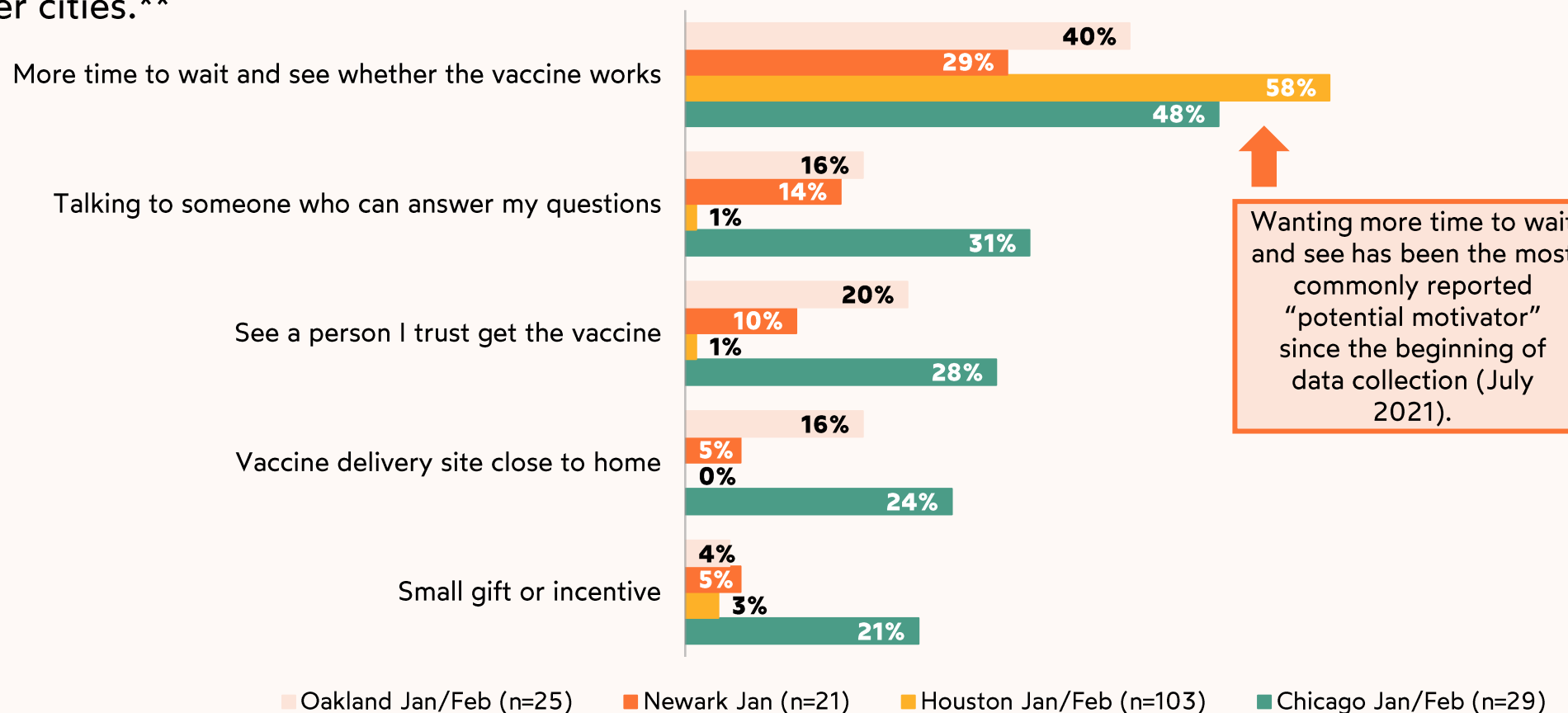
Across all four cities, the top barrier for unvaccinated respondents was being **worried about getting sick or experiencing side effects** from the vaccine. While other cities were less concerned about other potential barriers, more of Houston's respondents were concerned about vaccine logistics such as having to miss work or present an ID in order to get the vaccine, with over one-quarter reporting these concerns.**



Top potential motivators for unvaccinated respondents

From January & February data

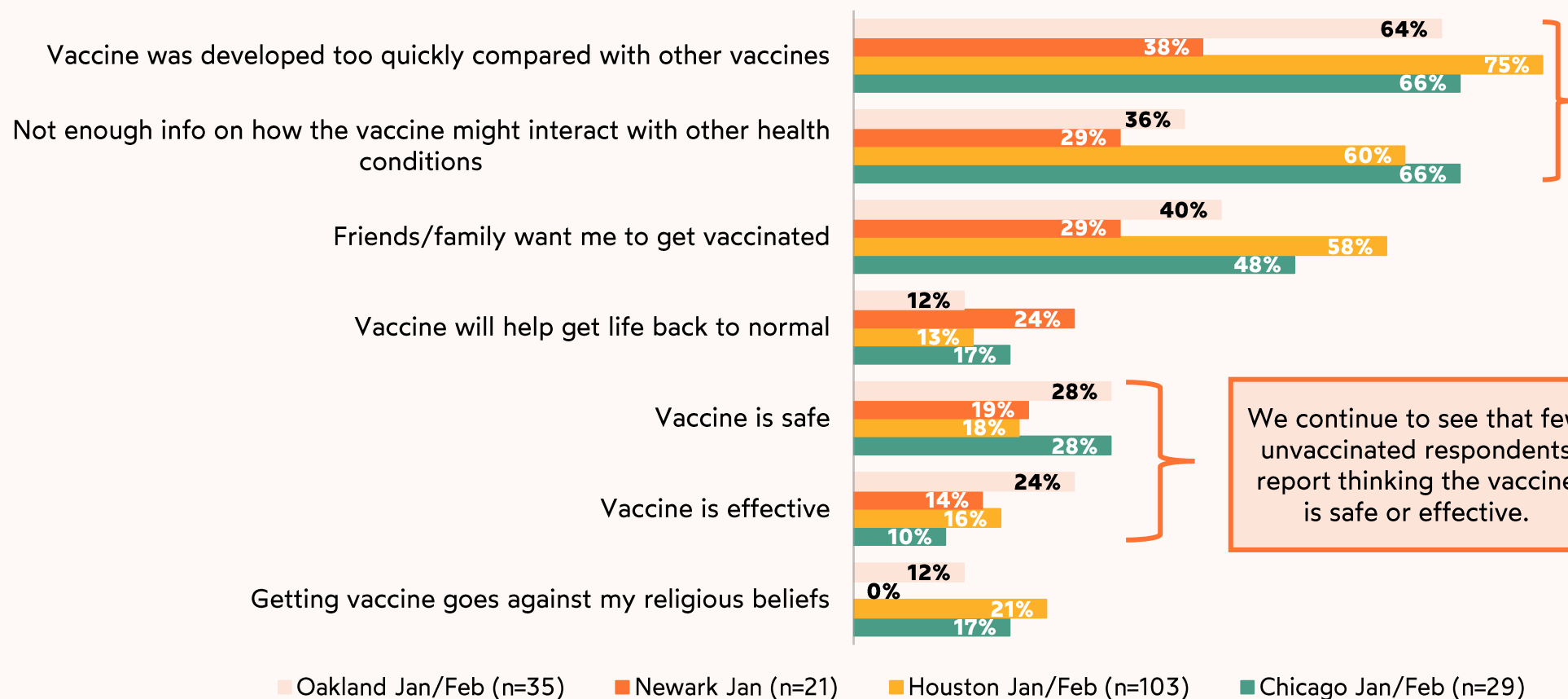
Across all four cities, one of the top motivators for unvaccinated respondents to get vaccinated was **to wait more time to see whether the vaccine works**. Fewer respondents said the other potential motivators might convince them to get vaccinated, although Chicago's respondents seemed more open to them compared to other cities.**



Top beliefs reported by unvaccinated respondents

From January & February data

Across three of the four cities, more than 60% of the unvaccinated respondents were concerned that the vaccine **was developed too quickly compared with other vaccines**. Sites might want to collaborate on messaging and strategies related to these topics.**



These are the same top beliefs that have been reported by unvaccinated respondents since the start of data collection (July 2021).

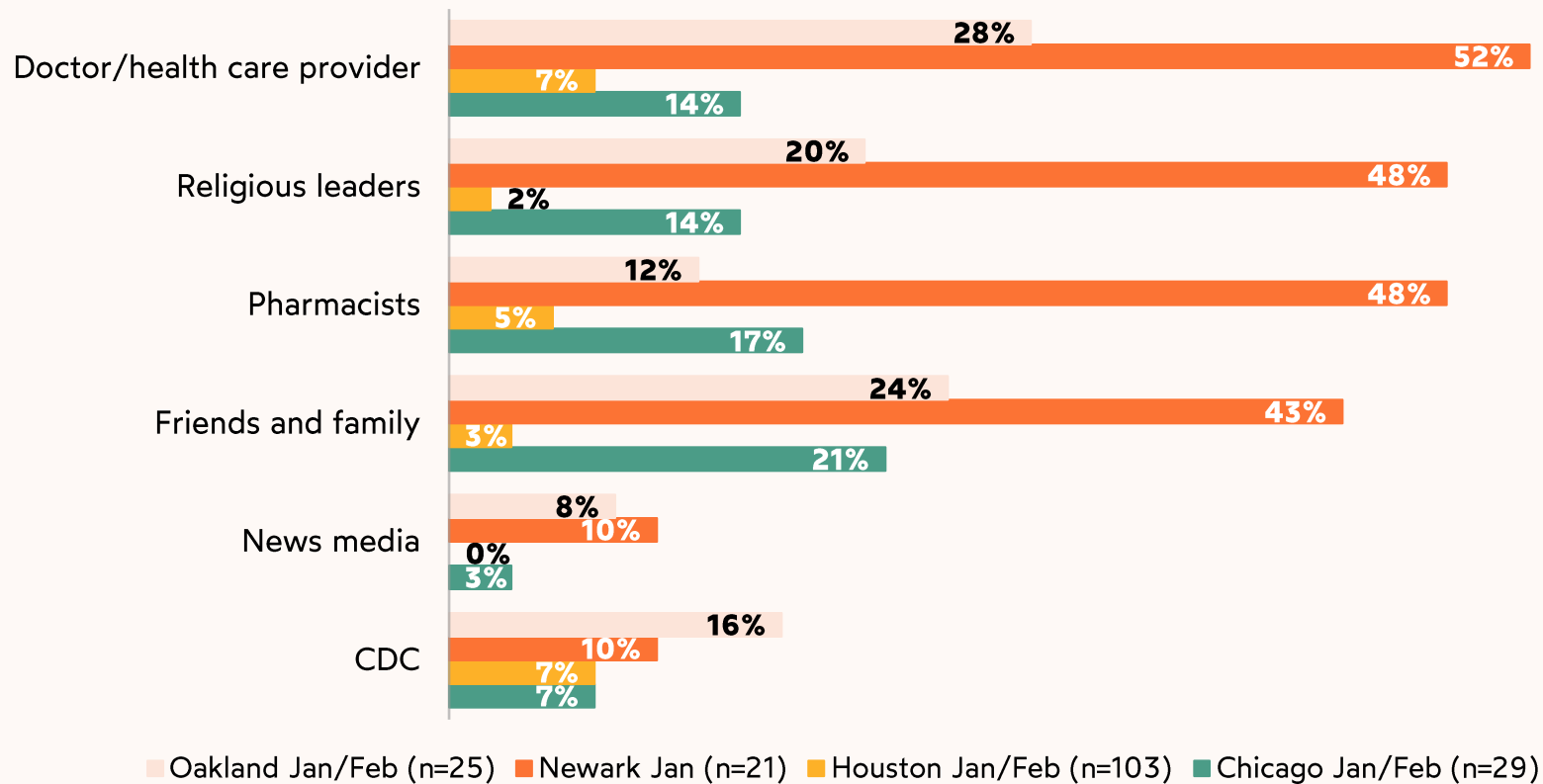
We continue to see that few unvaccinated respondents report thinking the vaccine is safe or effective.

*Survey question 7; **Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.

Top trusted messengers reported by unvaccinated respondents

From January & February data

There was overall **low trust in various sources of information about the vaccine, except for Newark**. Just about 50% of Newark's respondents noted trusting three different sources of information: doctors/health care providers, religious leaders, and pharmacists.



*Survey question 8; **Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.

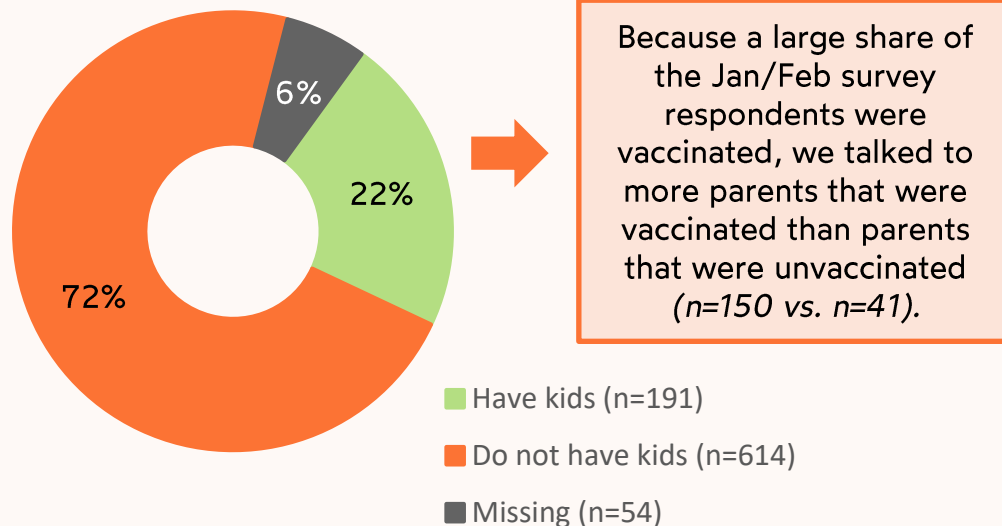
Parental reports on child vaccination status

From January & February data

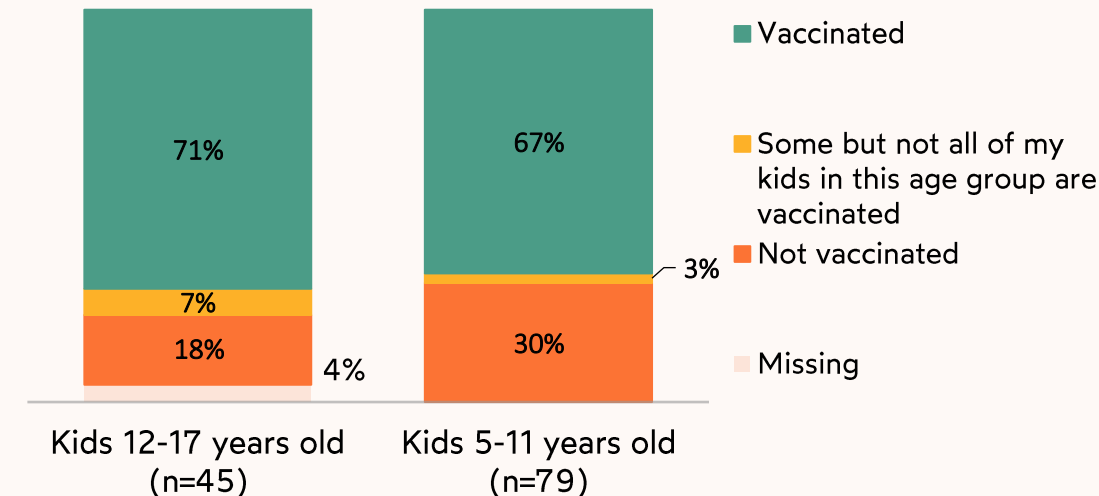
- **22%** of survey respondents reported that they are **the parent/guardian of at least one child under the age of 18**, regardless of parent vaccination status. **78% of vaccinated parents have gotten any of their 12–17-year-old children vaccinated**, and **70% of vaccinated parents have gotten any of their 5–11-year-old children vaccinated**.
- *Note: In contrast, only 2 out of 13 of unvaccinated parents have gotten any of the 12–17-year-old children vaccinated, and only 1 out of 22 parents have gotten any of their children 5-11 years old vaccinated. Given the small number of unvaccinated parents we talked to, it is important not to overinterpret these similarities/differences.*

Due to the small number of parents we talked to in Jan/Feb, we are presenting the data here across all four cities instead of separately by city.

Percent of respondents that have children under the age of 18 (all cities)



Vaccination status** among children of vaccinated parents

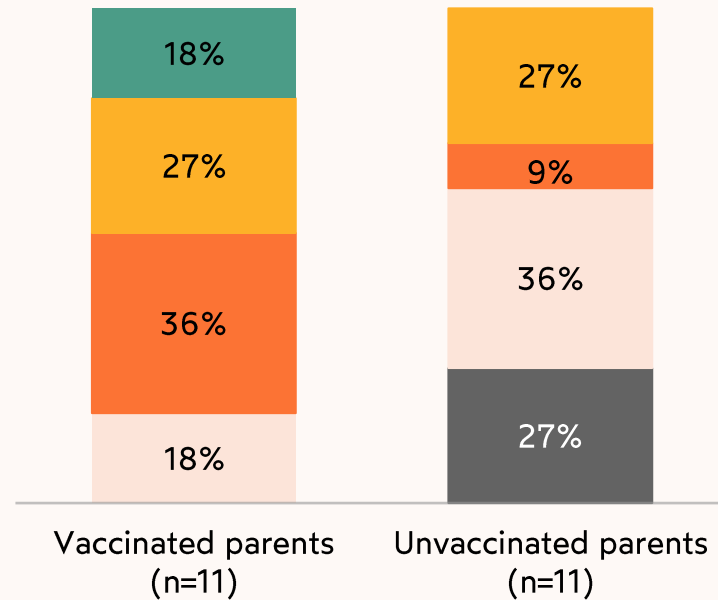


Parent reports on vaccination intentions for their children

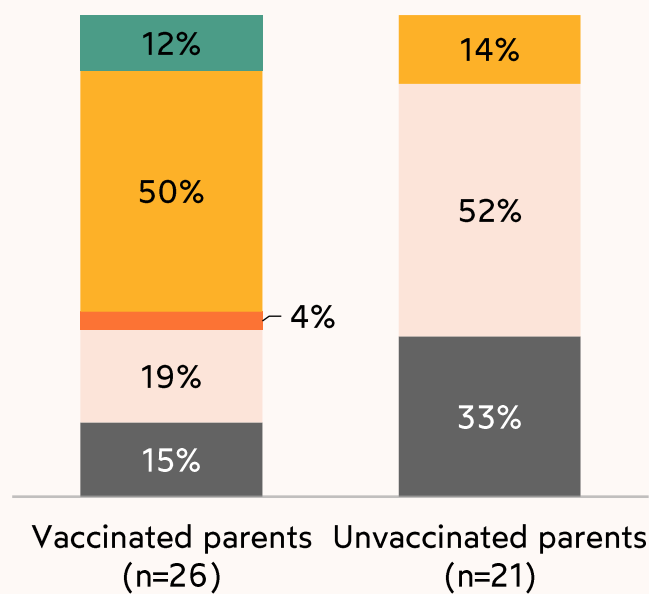
From January & February data

Parents had a diverse ranges of vaccine intentions for their unvaccinated children across all age groups, regardless of parental vaccination status. Overall, **only vaccinated parents said they would like to get their children vaccinated right away**, and **a larger share of unvaccinated parents said they would definitely not get their children vaccinated** across all child age groups.**

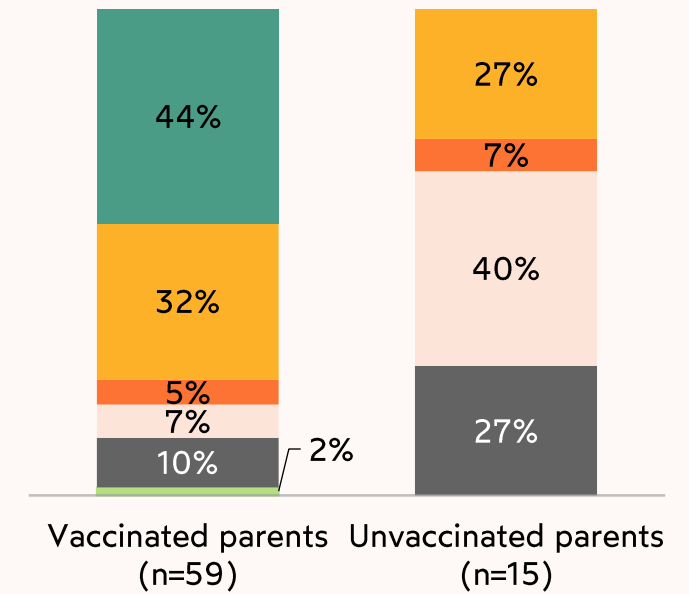
Vaccine intentions for children 12-17 years old



Vaccine intentions for children 5-11 years old



Vaccine intentions for children less than 5 years old



Get them vaccinated right away

Wait a while to see how the vaccine is working

Only get child/children vaccinated if their school requires it

Definitely not get them vaccinated

Don't know

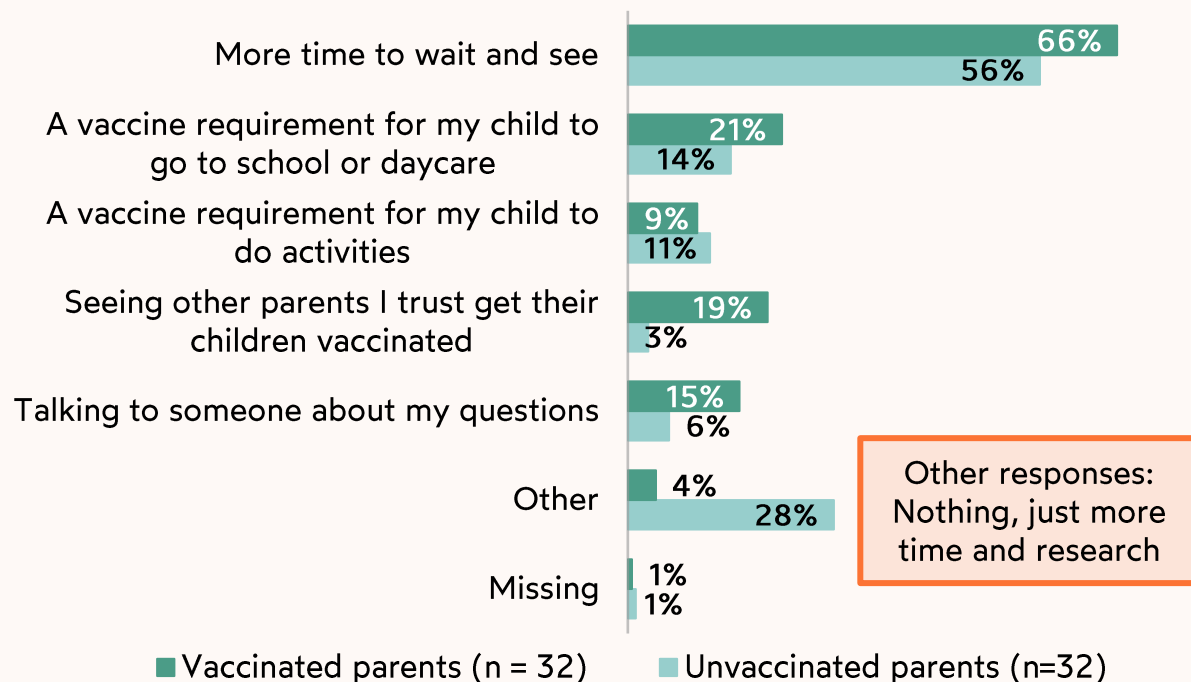
Missing

Child vaccination motivators, attitudes, and beliefs

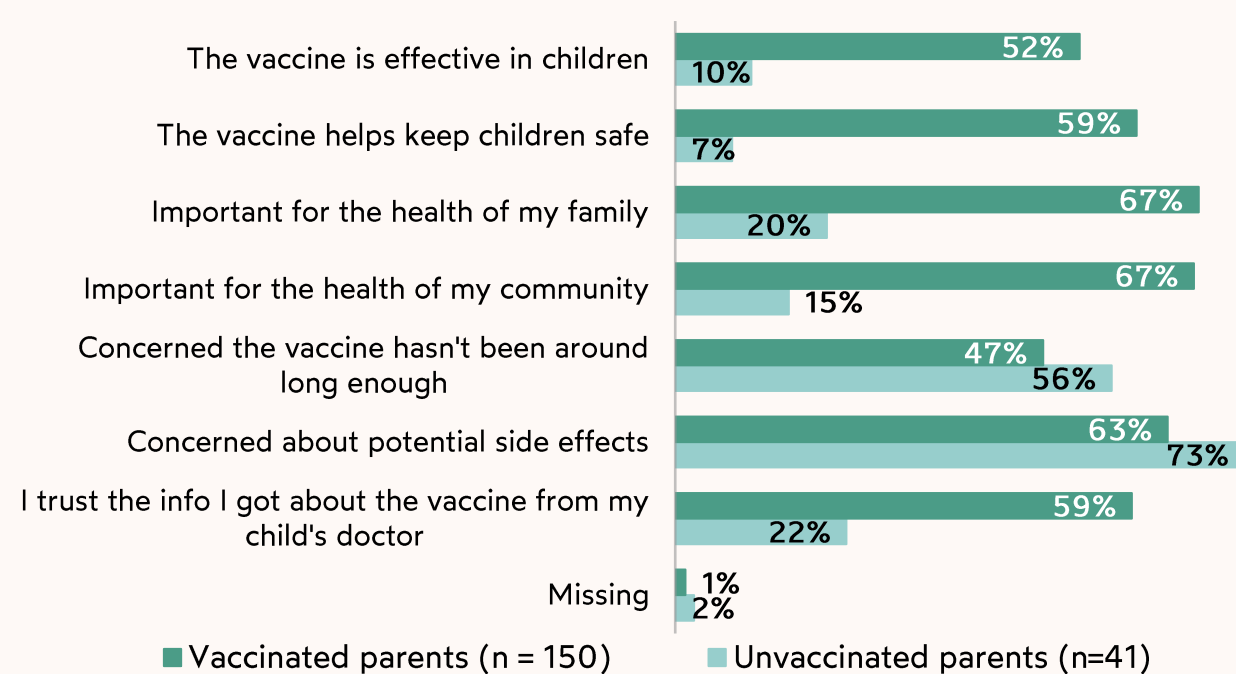
From January & February data

- When parents with unvaccinated children were asked what might motivate them to get their children vaccinated, **more time to wait and see was the top response for both vaccinated and non-vaccinated parents (66% and 56%).**
- While all parents expressed some concerns about the Covid-19 vaccine in children, especially around side effects and how new it is, **over half of vaccinated parents believe that the vaccine is effective for children, helps to keep children safe, and is important for protecting their families and communities;** less than 20% of unvaccinated parents had those same beliefs.

Potential child vaccination motivators for respondents with unvaccinated children (n=64)



Child vaccination attitudes and beliefs of all respondents with children (n=191)

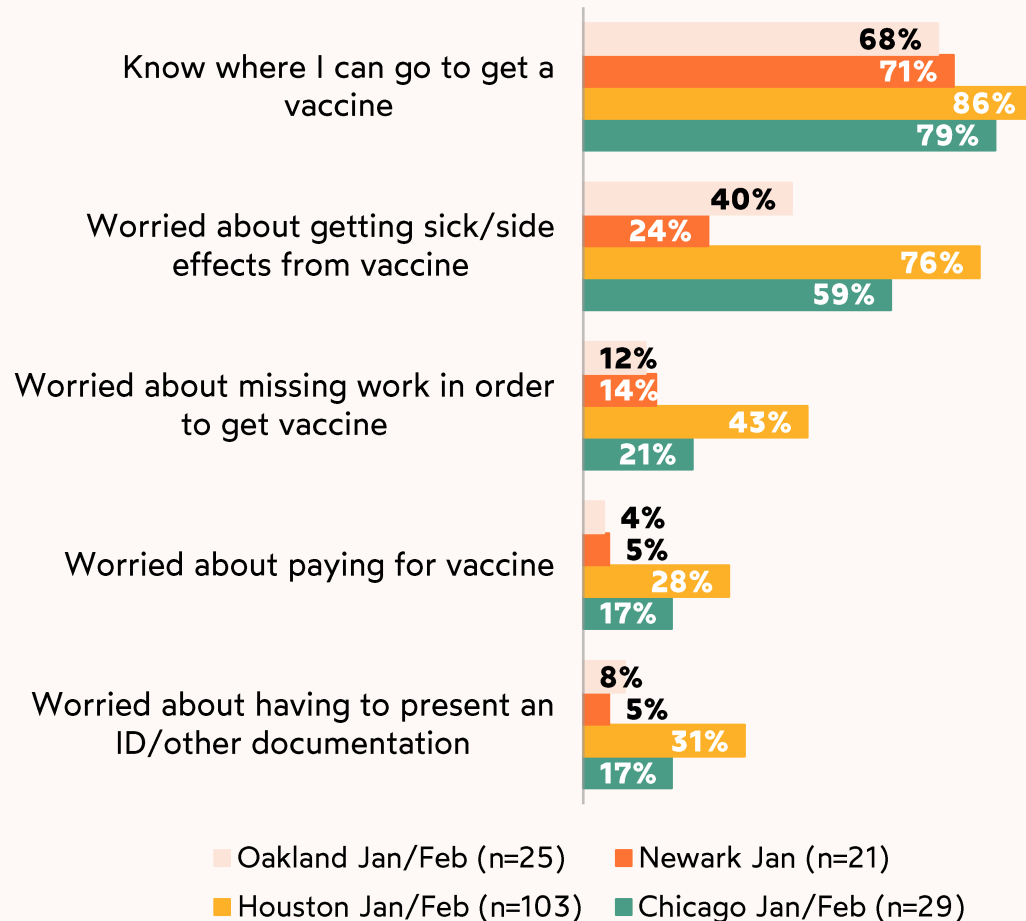


Cross-site supplemental slides

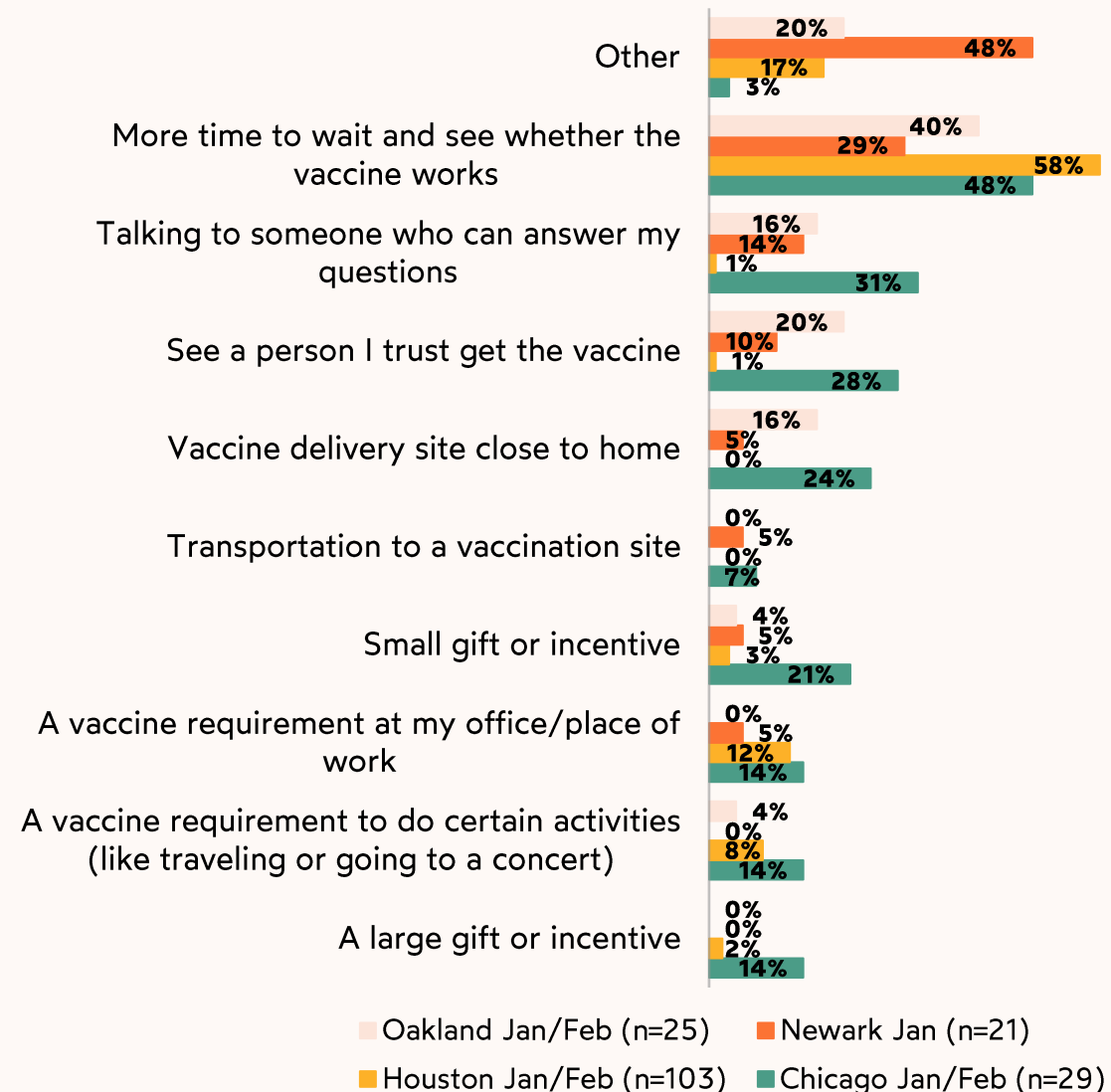
Cross-site supplemental slides

From January & February data

Barriers/Enablers



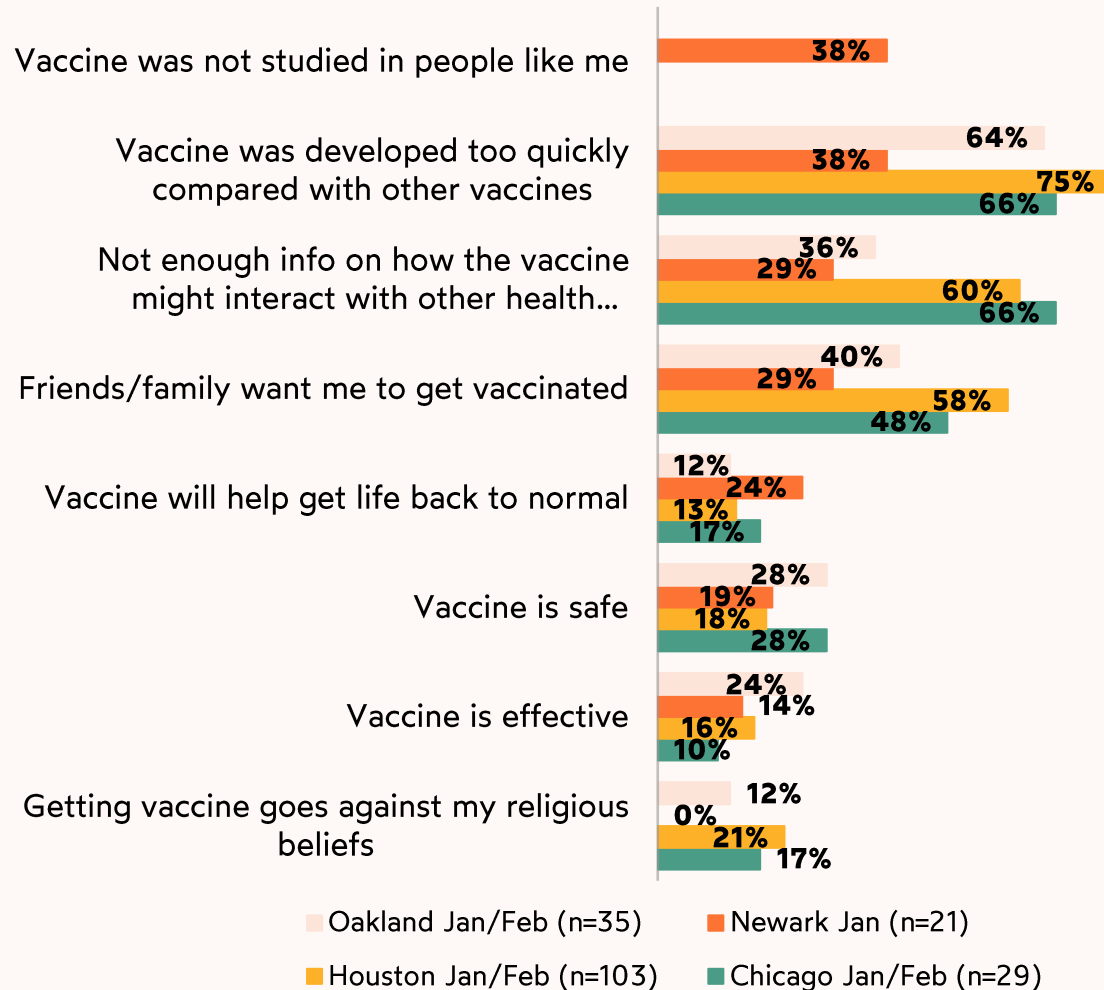
Motivators



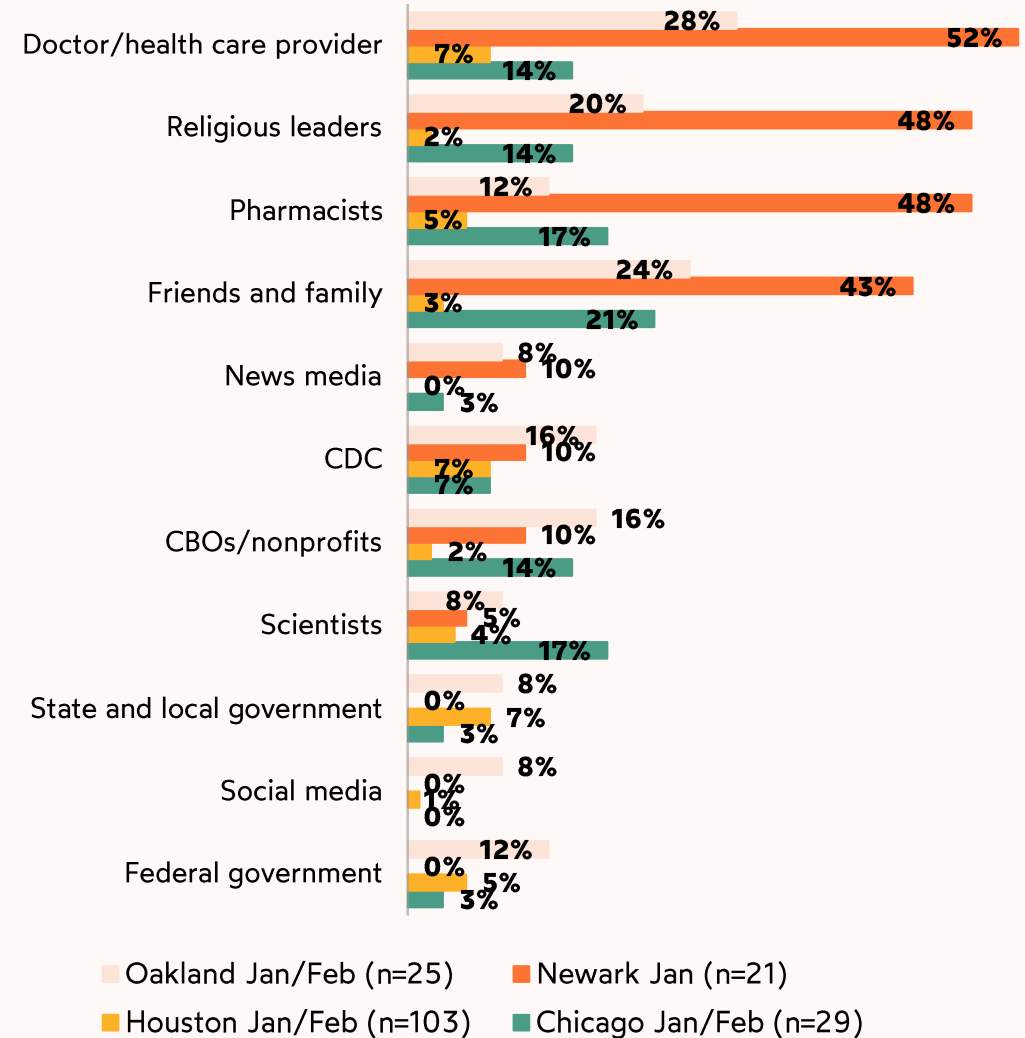
Cross-site supplemental slides

From January & February data

Beliefs



Trusted Messengers



Survey insights by city: Chicago

Overview

- Methodology
- Respondents' vaccination status and intentions
- Respondents' Covid-19 testing history
- Characteristics and highlights among vaccinated respondents
- Characteristics and highlights among unvaccinated respondents
- Vaccination trends over time
- Summary and potential actions

Methodology



Monthly goal: 100 responses

The main partner leading this effort is **Chicago Community Trust**.

Partnered with

Sinai Urban Health Institute (SUHI)
leads the data collection efforts.

SUHI partners with community members and organizations to document disparities and improve health outcomes in vulnerable neighborhoods in Chicago.



THE CHICAGO
COMMUNITY TRUST
AND AFFILIATES

Chicago Community Trust brings together donors, nonprofit organizations, and residents to address critical needs within the city.



Community Health Workers (CHWs) administer survey in person at canvassing events.*



Use a screener that is distributed via social media or emailed or texted directly to client lists of local organizations.** Screener includes questions about eligibility and respondents' preferred contact method.



CHWs and other SUHI staff reach out by phone, email, or text based on request.

*Health fairs, summer church events, back-to-school events, food pantries, and concerts

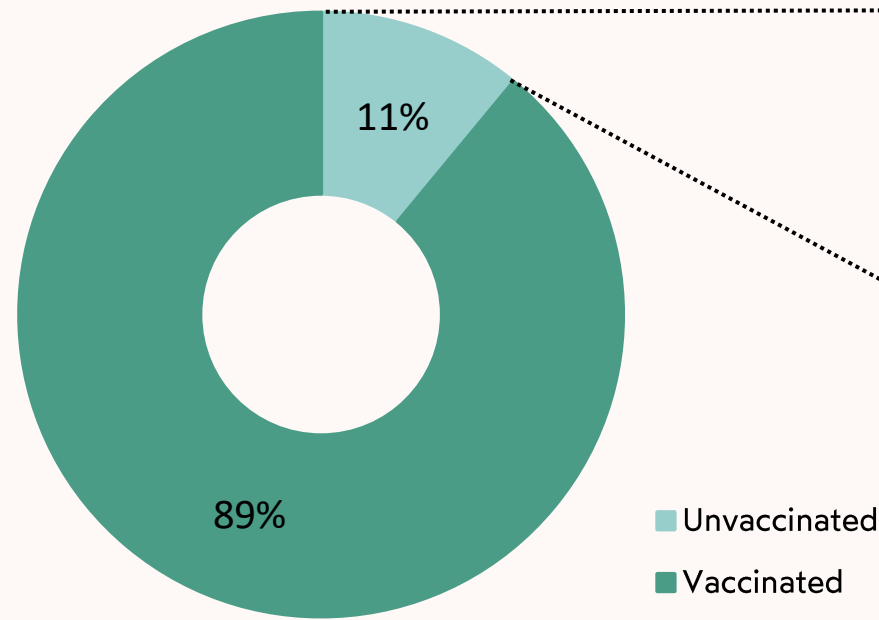
**There are 15 participating organizations. Examples include Access Living, Equal Hope, and Phalanx.

From January & February data

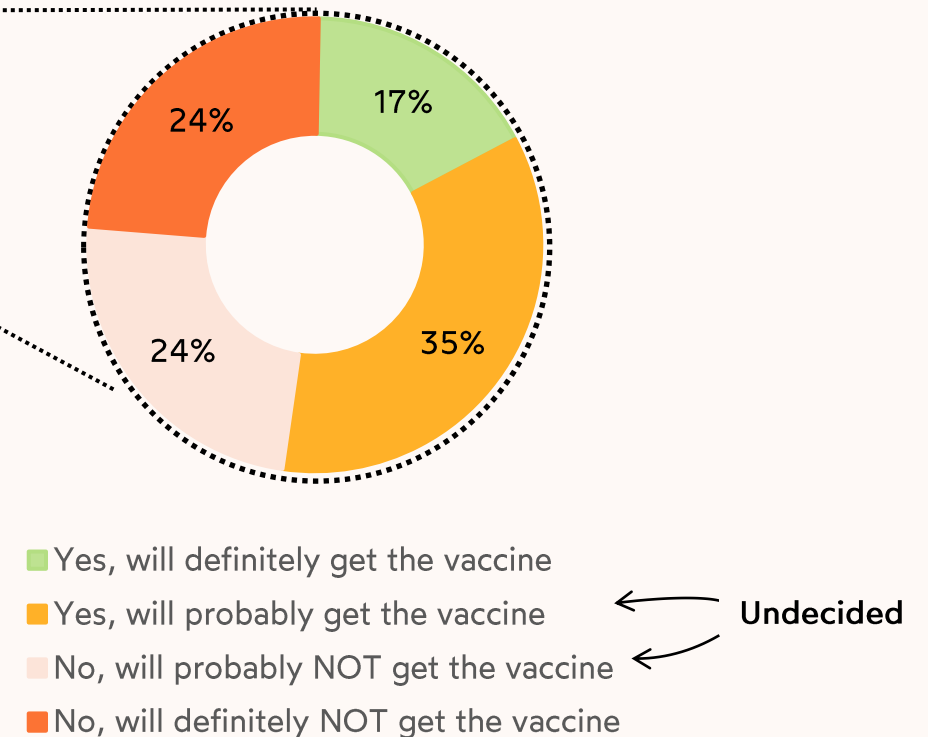
Vaccination status and intention (n = 261)

Most of the surveyed population is **vaccinated (89%)**. Among the respondents who are not yet vaccinated, **17% intend to get the vaccine, 59% are undecided, and 24% do not intend to get the vaccine**. The largest share of vaccinated respondents we surveyed received their first vaccine dose in **January, March, or April 2021 (41% across the three months)**.

Surveyed population in Chicago



Among the 11% who are not vaccinated

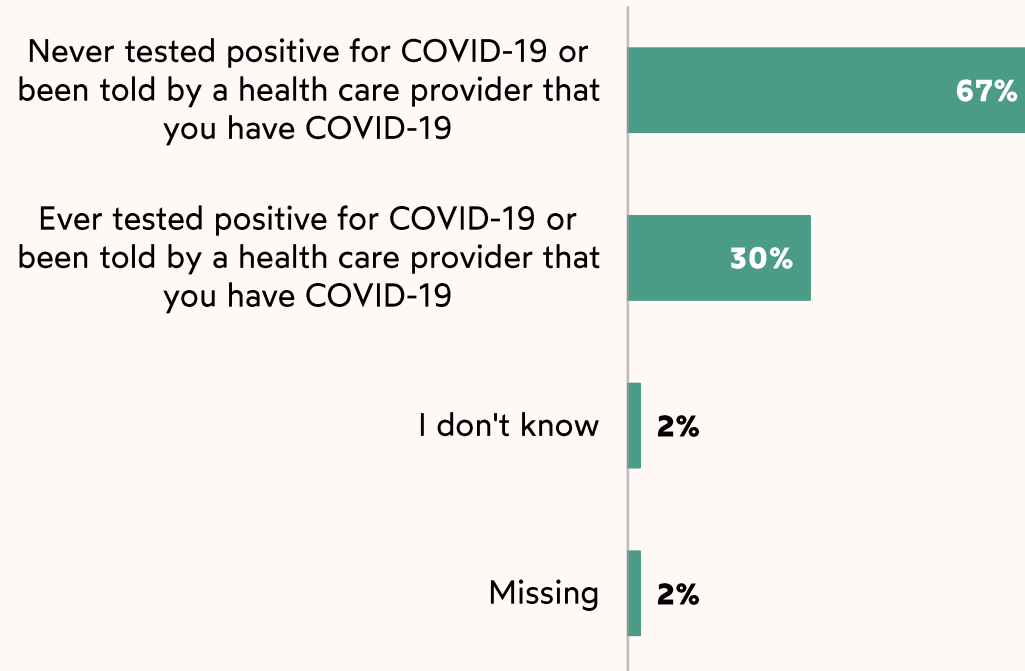


Respondents' personal experience with Covid-19 ($n = 232$)

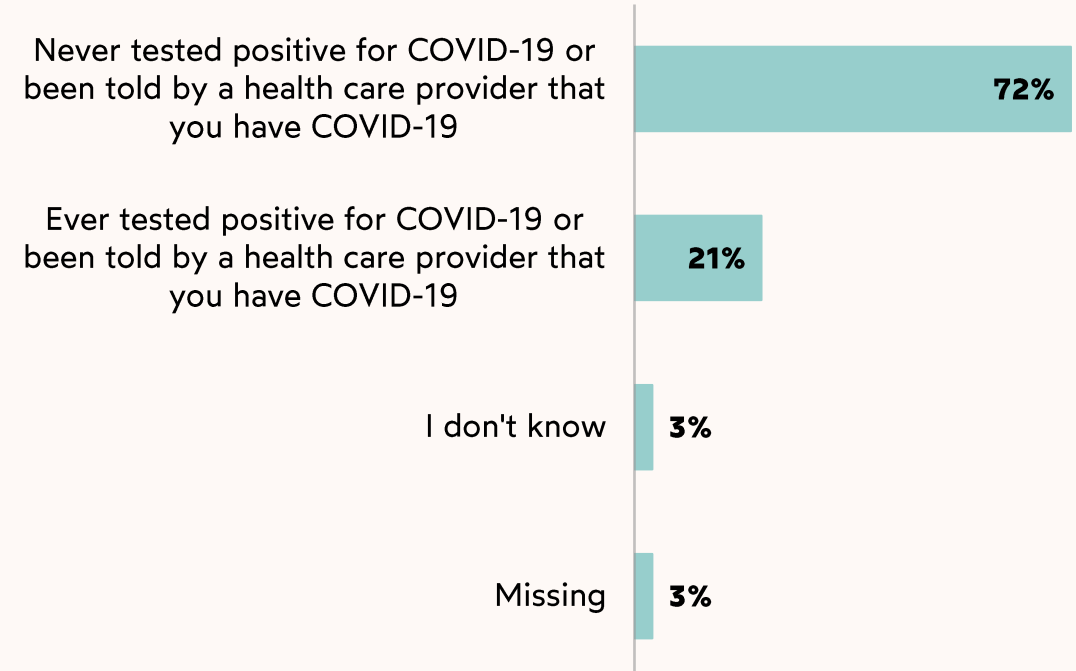
From January & February data

Similar shares of vaccinated and unvaccinated respondents **reported never having testing positive for Covid-19 or being told that they had Covid-19 by a health care provider (67% vs 72%).**

VACCINATED ($n = 232$)



UNVACCINATED ($n = 29$)

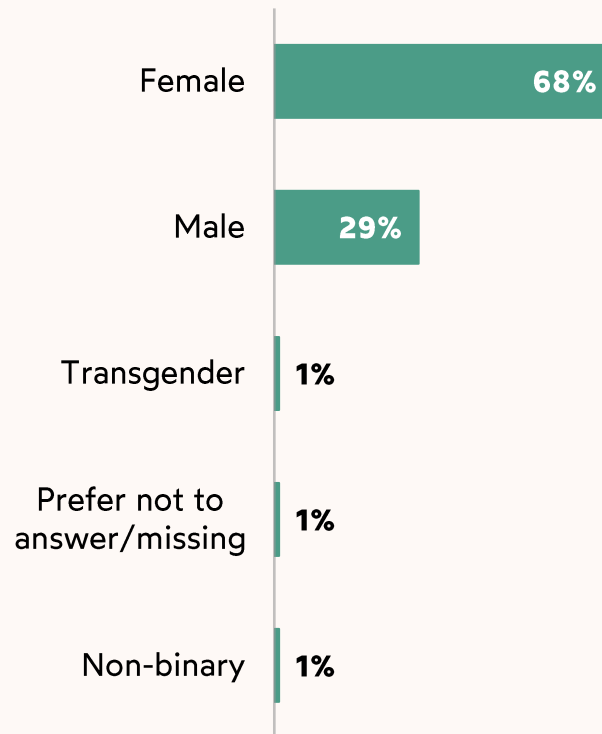


From January & February data

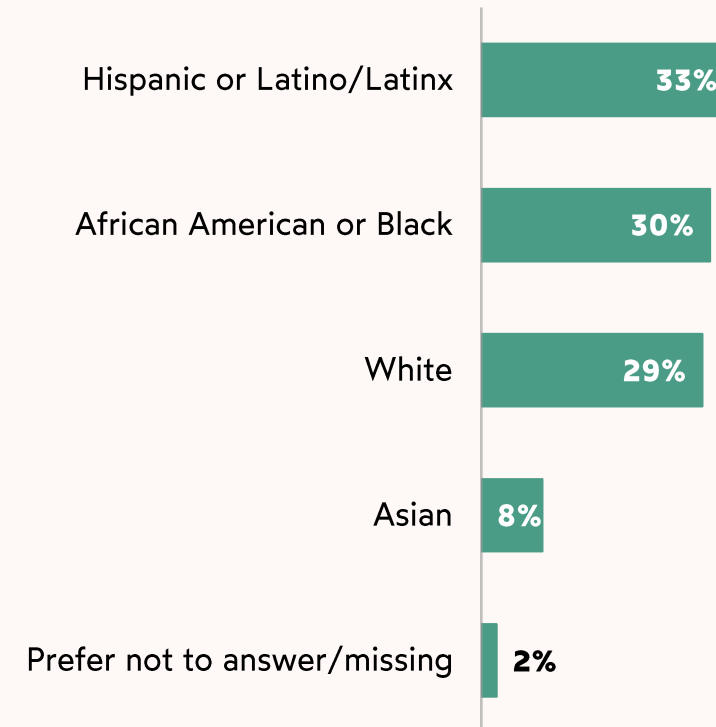
Who are the vaccinated respondents? ($n = 232$)

Of the vaccinated respondents, over two-thirds (68%) were female, and around one-third each were either Hispanic or Latinx (33%) or African American (30%).

Gender (select all that apply)



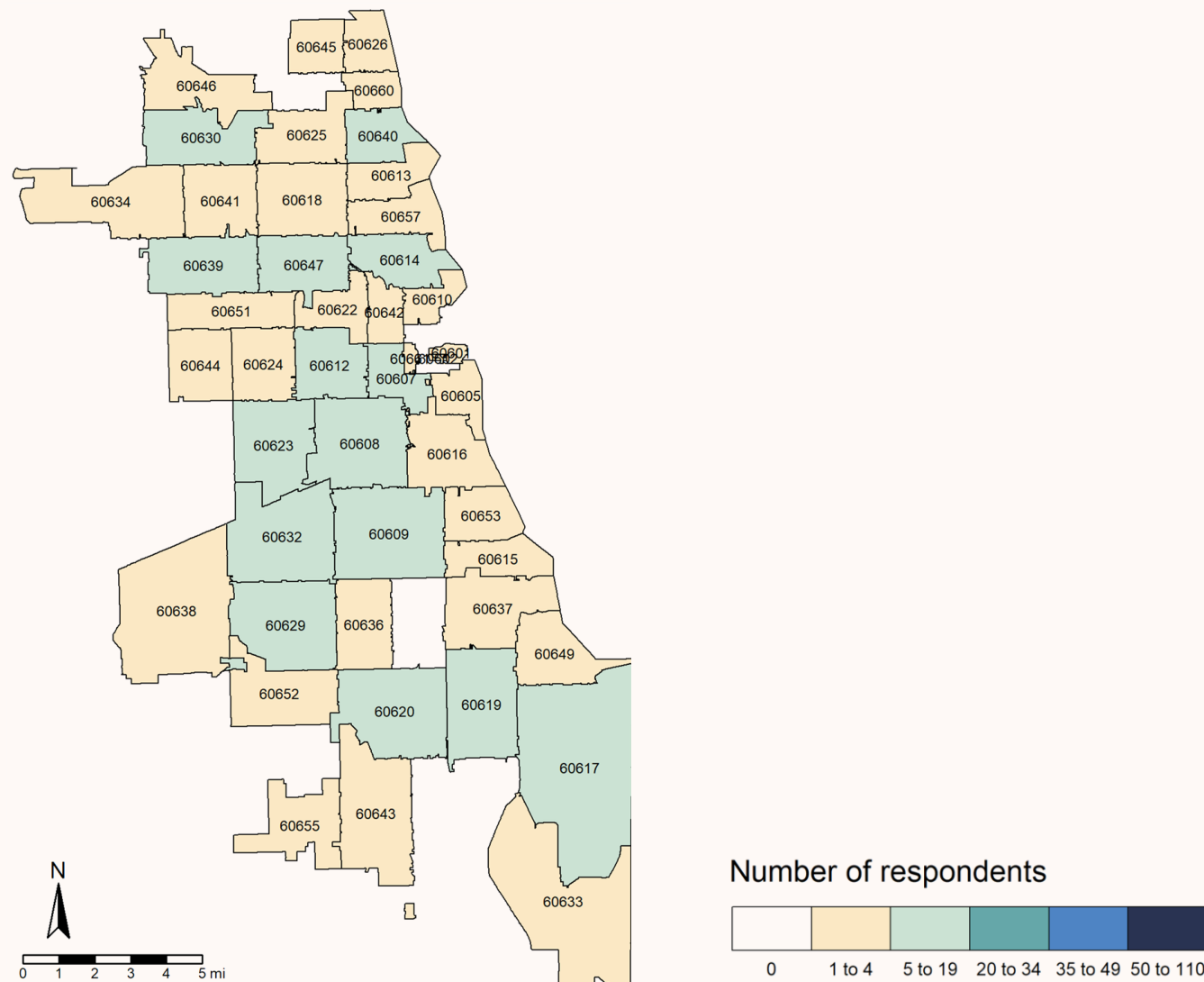
Race/ethnicity (select all that apply)



From January & February data

Where vaccinated respondents live - *by zip code* ($n = 232$)

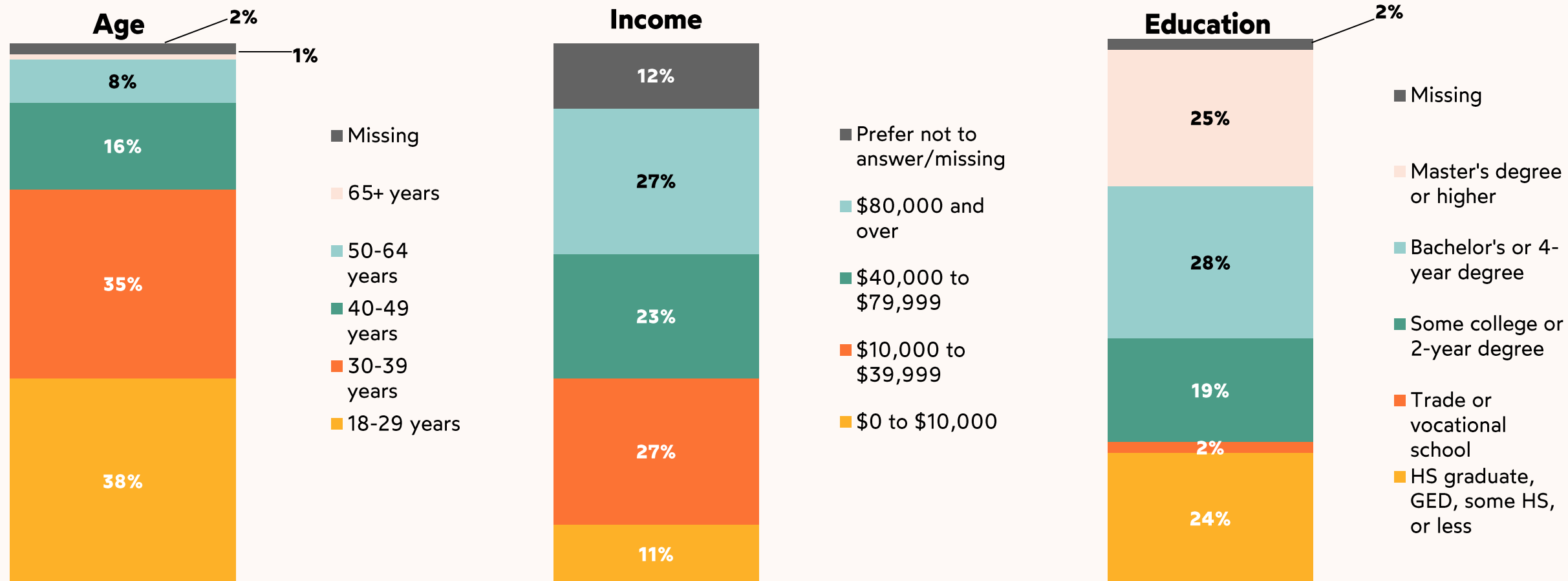
Vaccinated respondents lived in various zip codes throughout the city.



From January & February data

Who are the vaccinated respondents? ($n = 232$)

The largest shares of vaccinated respondents are in **age groups 18-29 (38%)** and **30-39 (35%)**, and **nearly three-quarters** have some college or 2-year degree or higher (**72%**).**

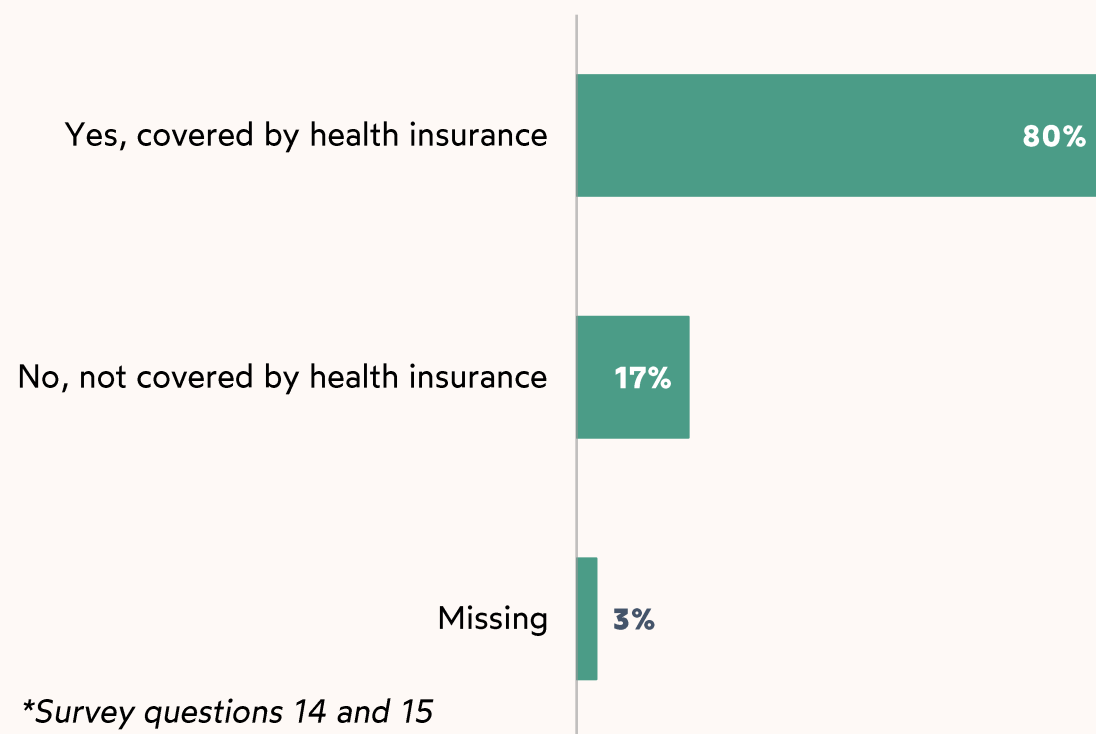


From January & February data

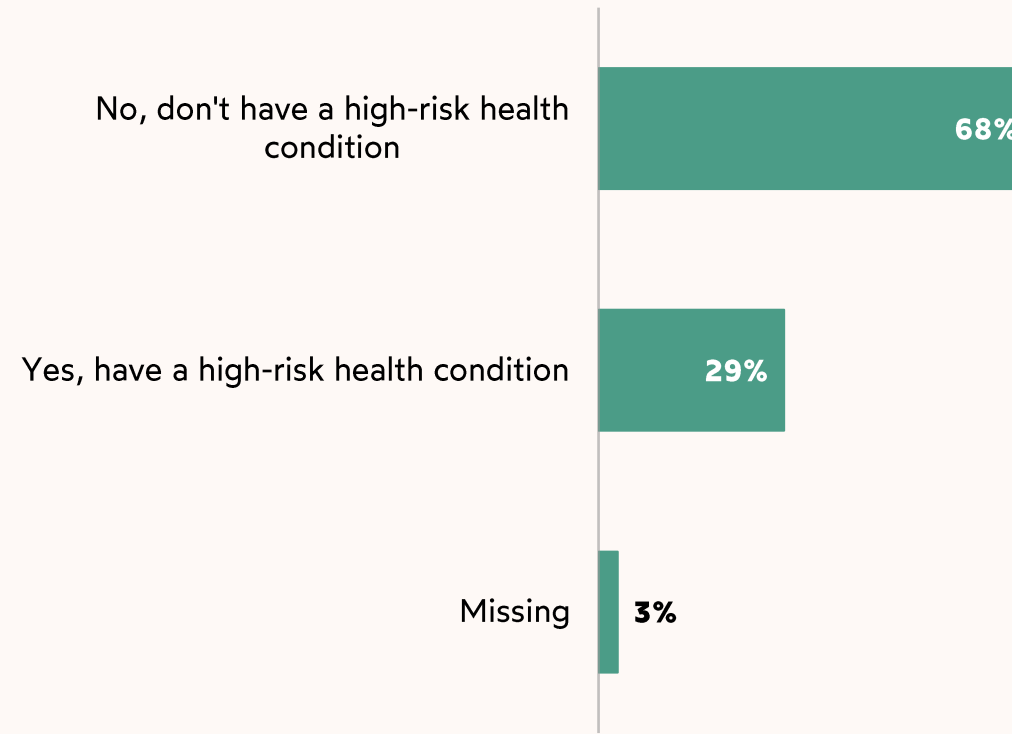
Who are the vaccinated respondents? ($n = 232$)

Four-fifths of vaccinated respondents reported that they have **health insurance coverage (80%)** and **over Two-thirds** reported that they have **no high-risk health conditions (68%)**.

Health insurance coverage



High-risk medical conditions**



*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.

BALTIMORE

CHICAGO

HOUSTON

NEWARK

OAKLAND

Among vaccinated respondents ($n = 232$)

From January & February data

ACCESS



Just over half of respondents noted that it took **20 minutes or less (51%)** to get to the location where they received the Covid-19 vaccine.

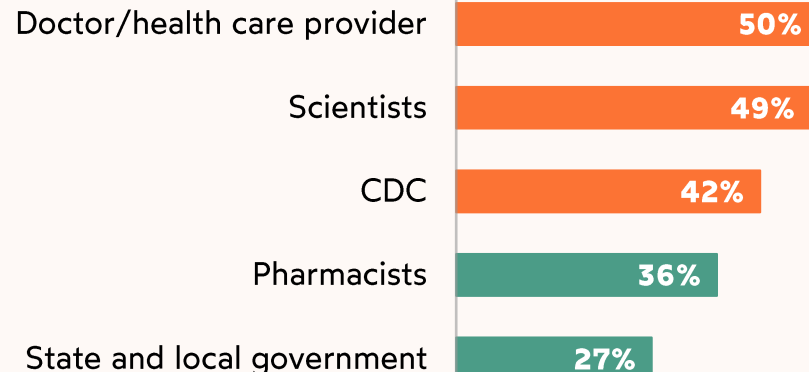


Almost all vaccinated respondents found it **somewhat or very easy to make a vaccine appointment (82%)**.

MESSENGERS



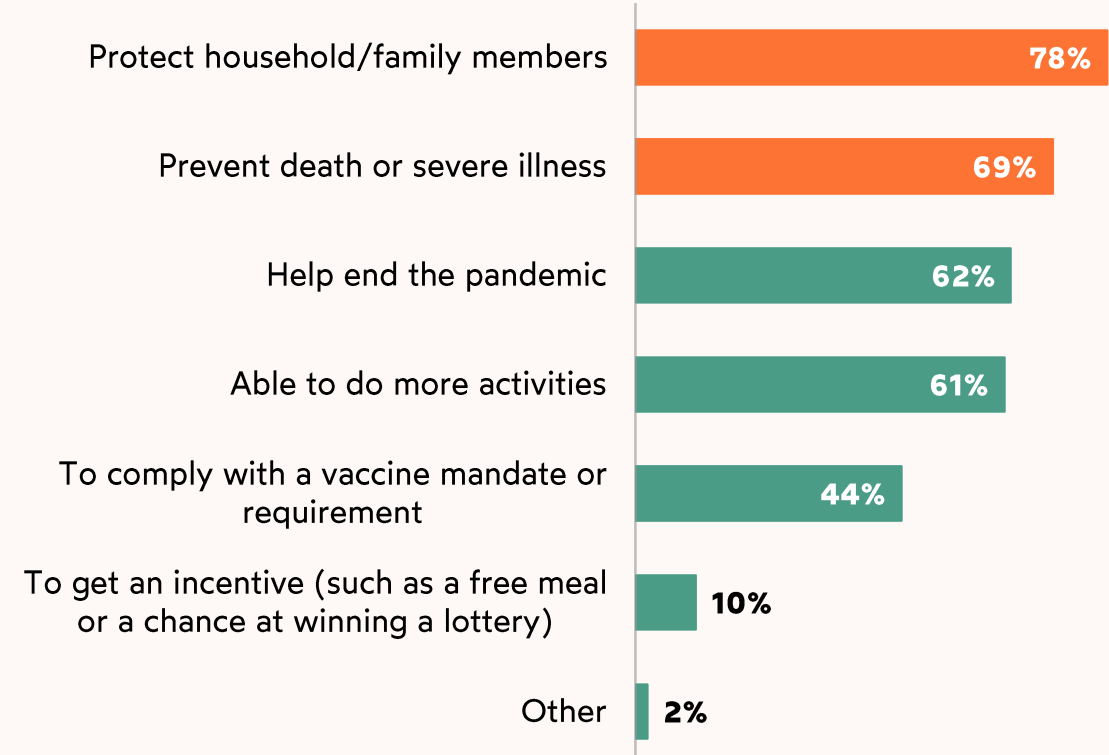
The top three sources of information trusted by vaccinated respondents are **doctors/healthcare providers (50%)**, **scientists (49%)**, and **the CDC (42%)**.



MOTIVATORS



Most respondents got the vaccine to **protect their household or family members (78%)** and **to prevent death or serious illness (69%)**.



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CHICAGO

HOUSTON

NEWARK

OAKLAND

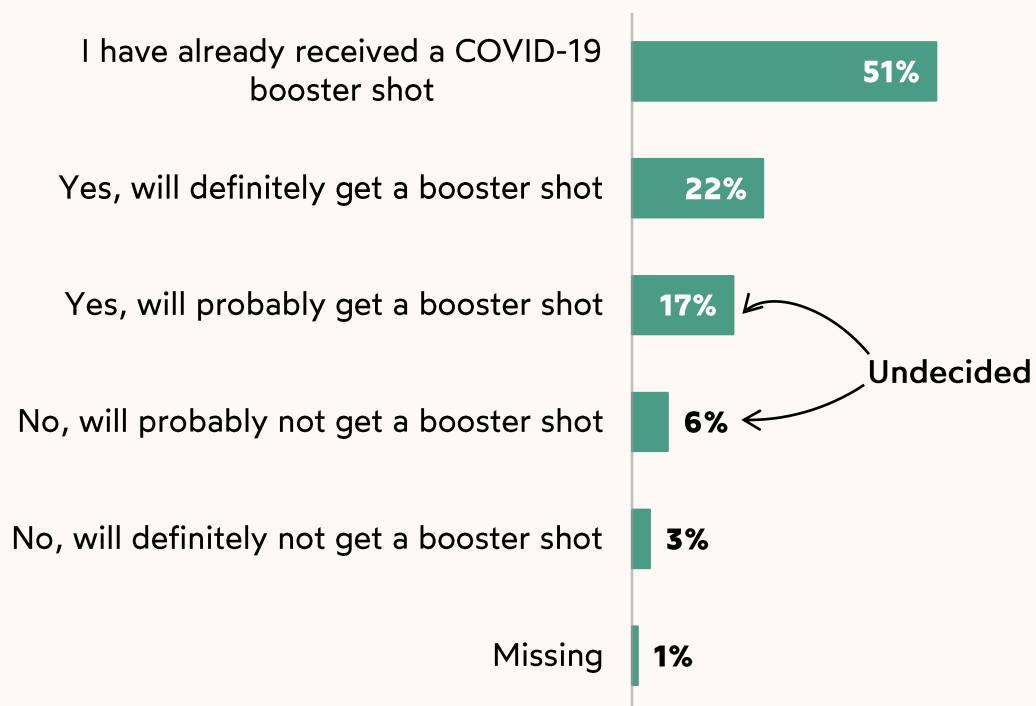
Among vaccinated respondents (n=232)

From January & February data

Booster shot status



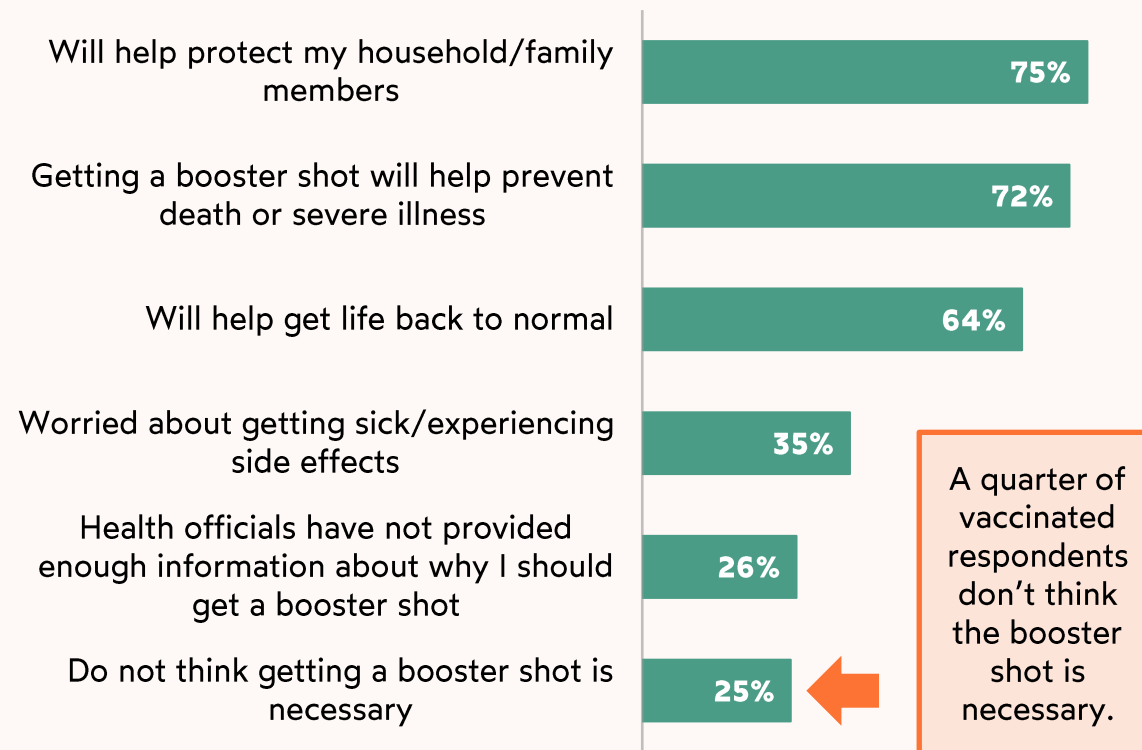
Nearly three-quarters of vaccinated respondents have already received (51%) or intend to get the booster shot (22%); less than one quarter (23%) are undecided and only 3% do not intend to get the booster.



Booster shot attitudes



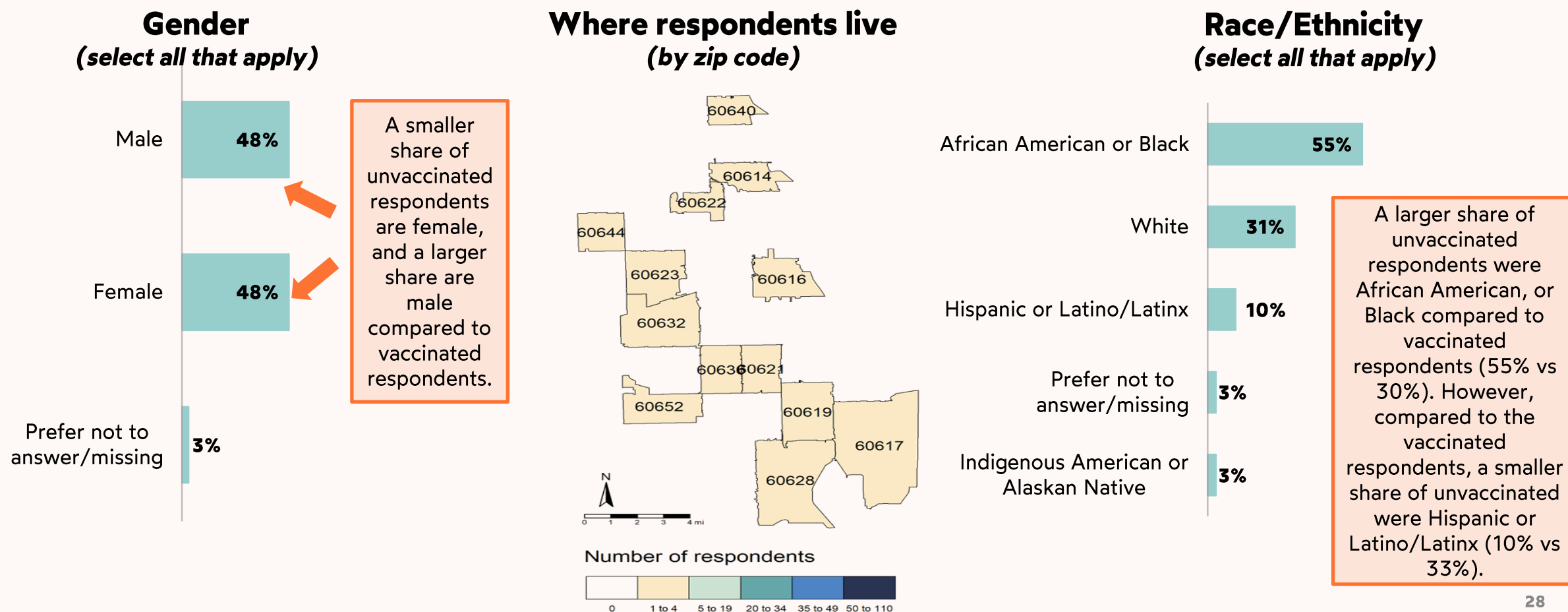
Many vaccinated respondents believe getting a booster shot will help **protect their family and household (75%)**, **prevent death or severe illness (72%)**, and **get life back to normal (64%)**.



From January & February data

Who are the unvaccinated respondents? ($n = 29$)

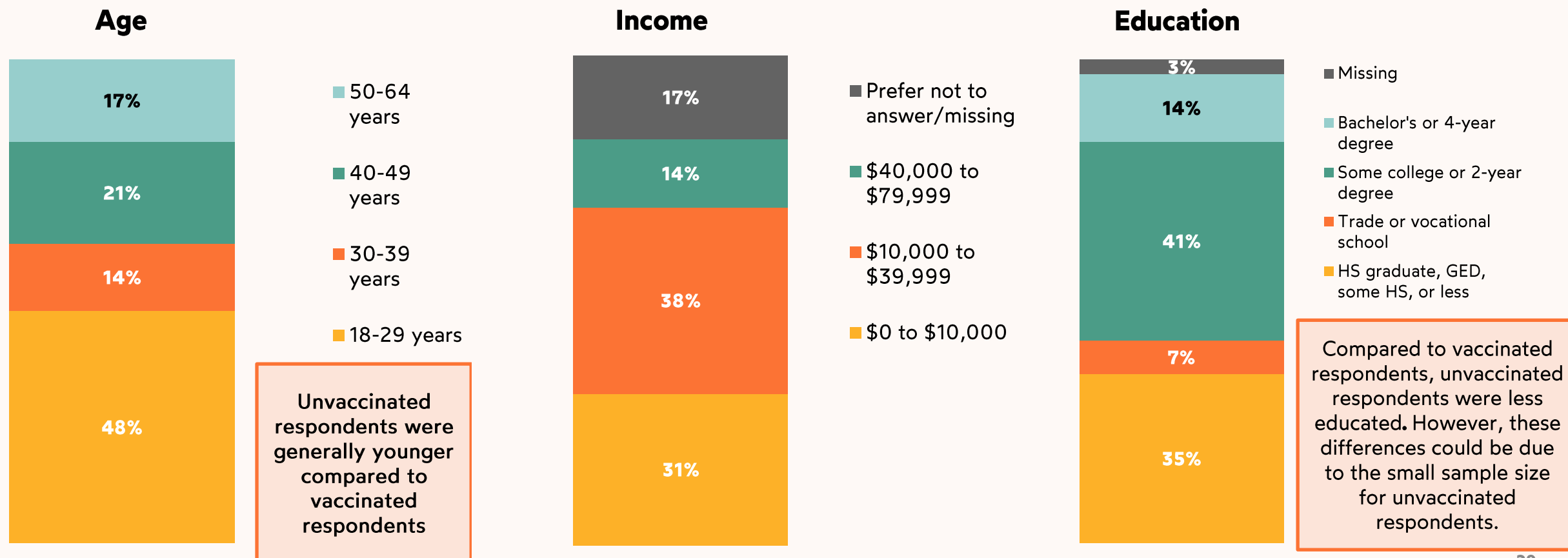
The unvaccinated group had an equal share of male and female respondents (both 48%), and over half were African American or Black (55%**).



Who are the unvaccinated respondents? ($n = 29$)

From January & February data

The largest share of unvaccinated respondents were between the **ages of 18-29 (48%)**. **Over half** have **some college or a 2-year degree or higher (55%)**.**

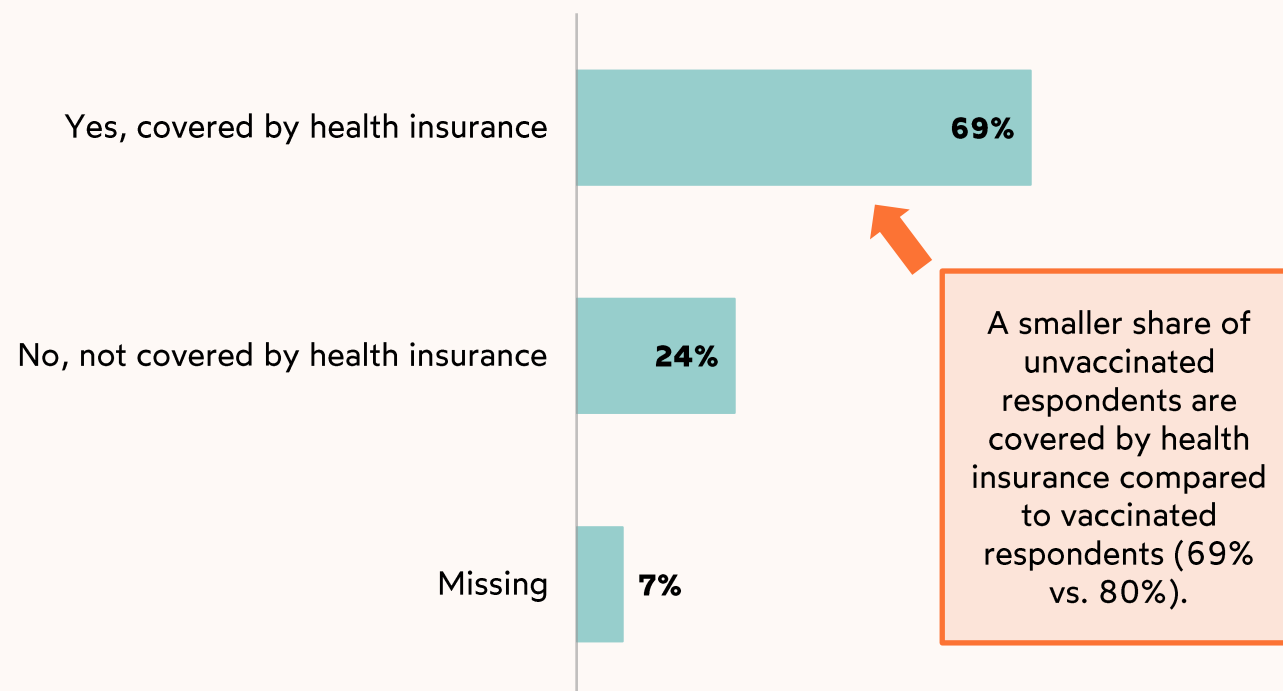


From January & February data

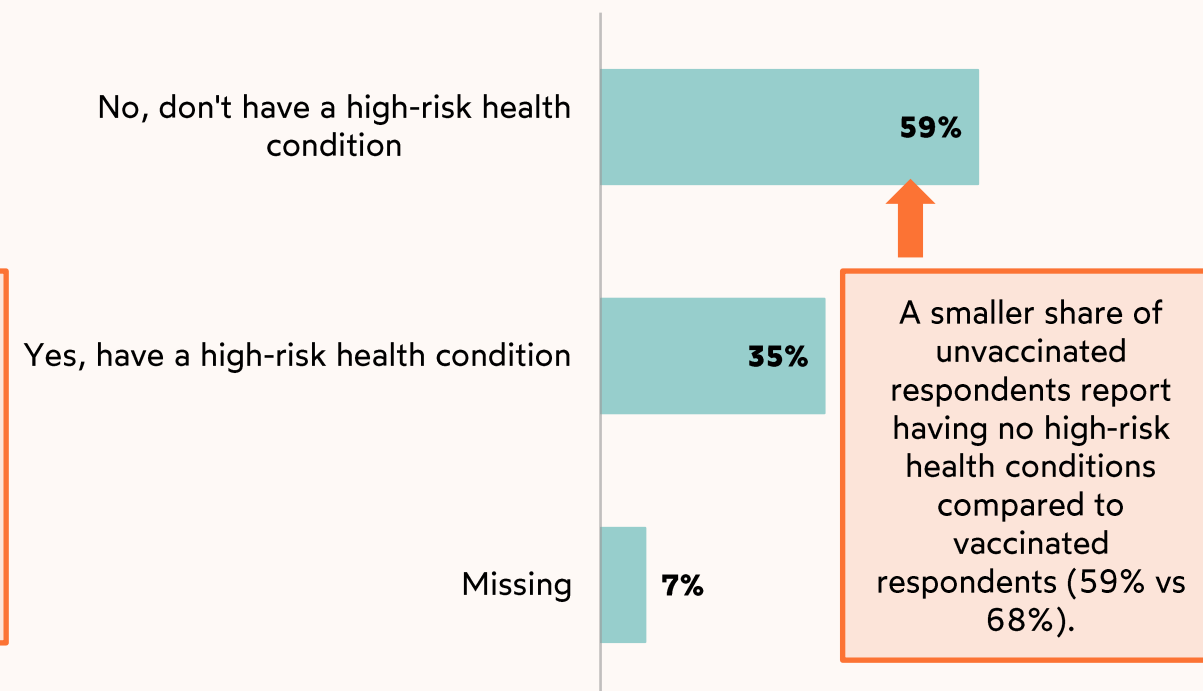
Who are the unvaccinated respondents? ($n = 29$)

Just over two-thirds of unvaccinated respondents reported that they have **health insurance coverage (69%)** and **59% do not have high-risk health conditions**.

Health insurance coverage



High-risk medical conditions**



*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.

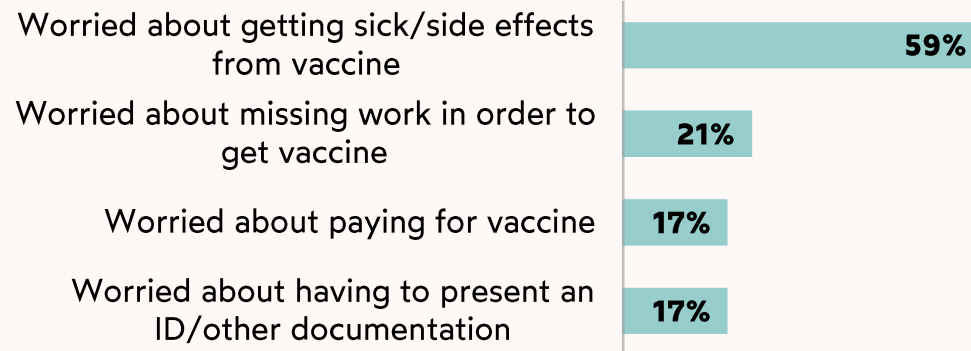
Among unvaccinated respondents ($n = 29$)

From January & February data

BARRIERS



Over half of unvaccinated respondents **worry about getting sick or experiencing side effects from the vaccine (59%)**.



ENABLERS

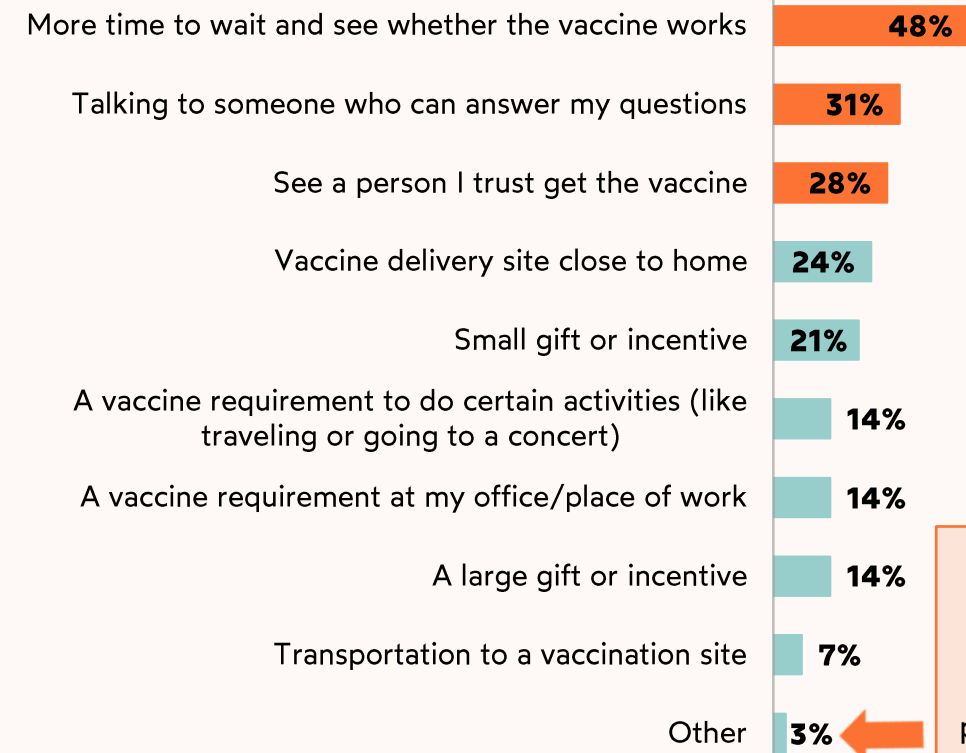


Over three quarters of unvaccinated respondents **know where they can get a vaccine (79%)**.

MOTIVATORS



Most respondents reported there are few factors that can motivate them to get the vaccine; The top 3 motivators were respondents wanting **more time see whether the vaccine works (48%)**, **talking to someone who can answer their questions (31%)**, **seeing a person they trust get the vaccine (28%)**.



Other responses:
When it's proven to prevent COVID

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OAKLAND

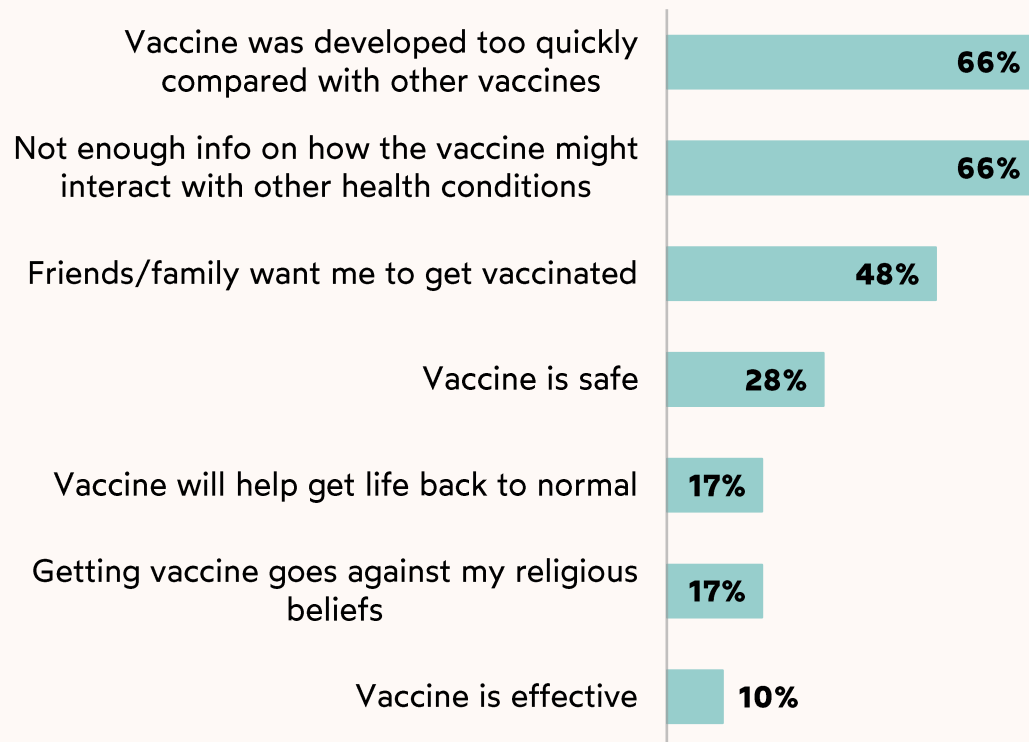
Among unvaccinated respondents ($n = 29$)

From January & February data

BELIEFS



Unvaccinated respondents **believe the vaccine was developed too quickly (66%)** and that **there is not enough information on how the vaccine may interact with other health conditions (66%)**.

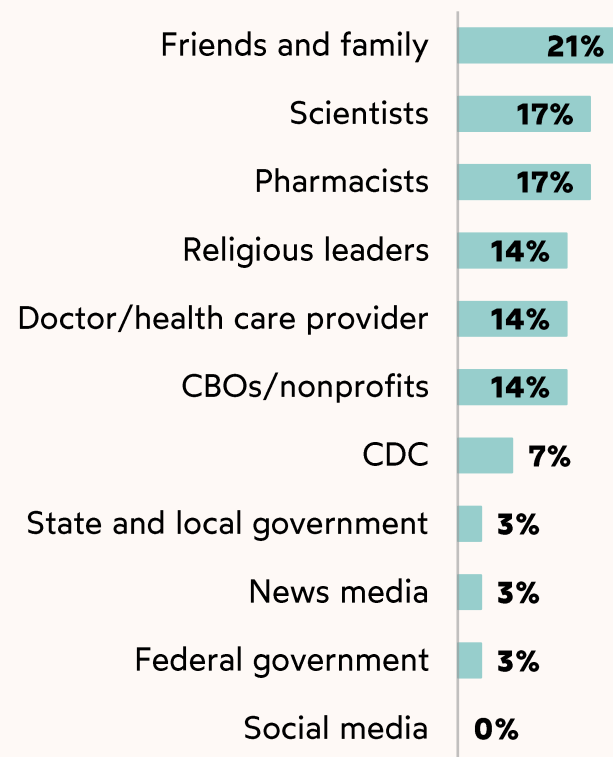


*Survey question 7

TRUSTED MESSENGERS



Overall, unvaccinated respondents reported **low levels of trust in various sources for Covid-19 information**.



Vaccinated respondents had much higher trust in all of these sources of information.

*Survey question 8

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Vaccination trends from September 2021 through February 2022

The share of respondents who were vaccinated ranged between 85-89% from September/October to January/February.

87% 85% 89%

Sept/Oct (n=217)

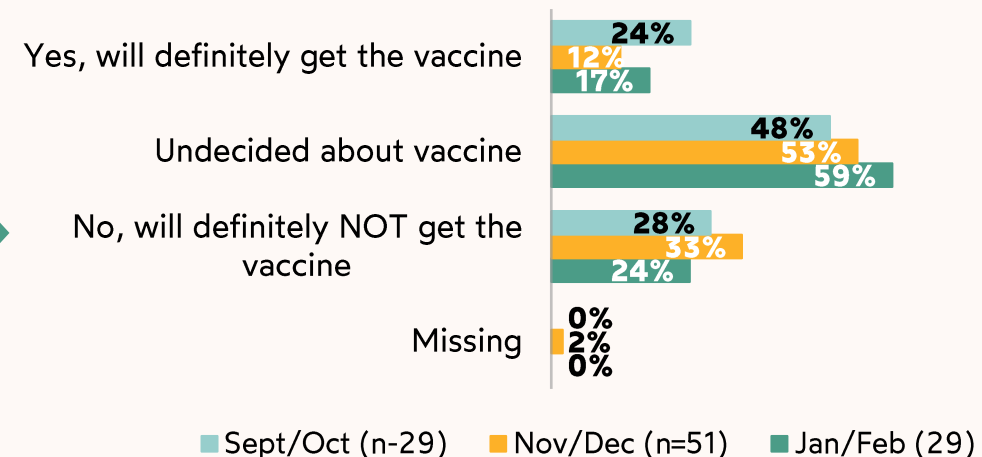
Nov/Dec (n=336)

Jan/Feb (n=261)

—●— % of respondents vaccinated

Overall, the proportion of unvaccinated respondents who do not intend to get the vaccine was similar over the last few months. The share of respondents that intend to get the vaccine has decreased slightly since November/December, while the share that are undecided has increased slightly.

Intend to get the vaccine



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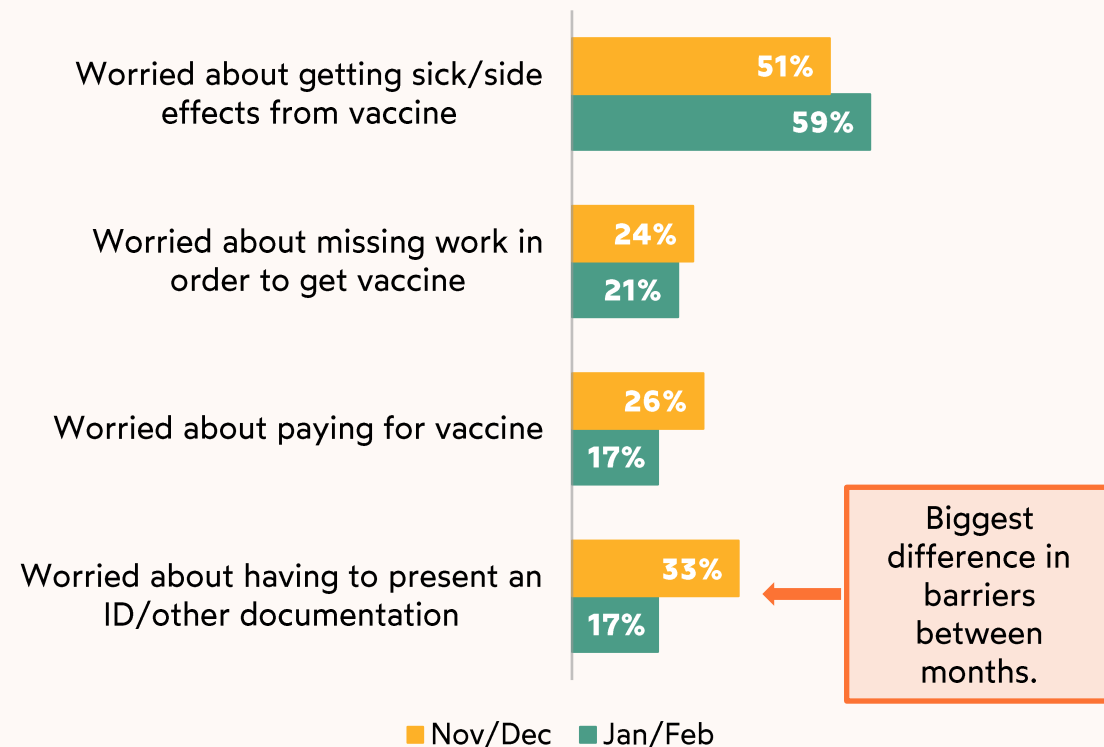
NEWARK

OAKLAND

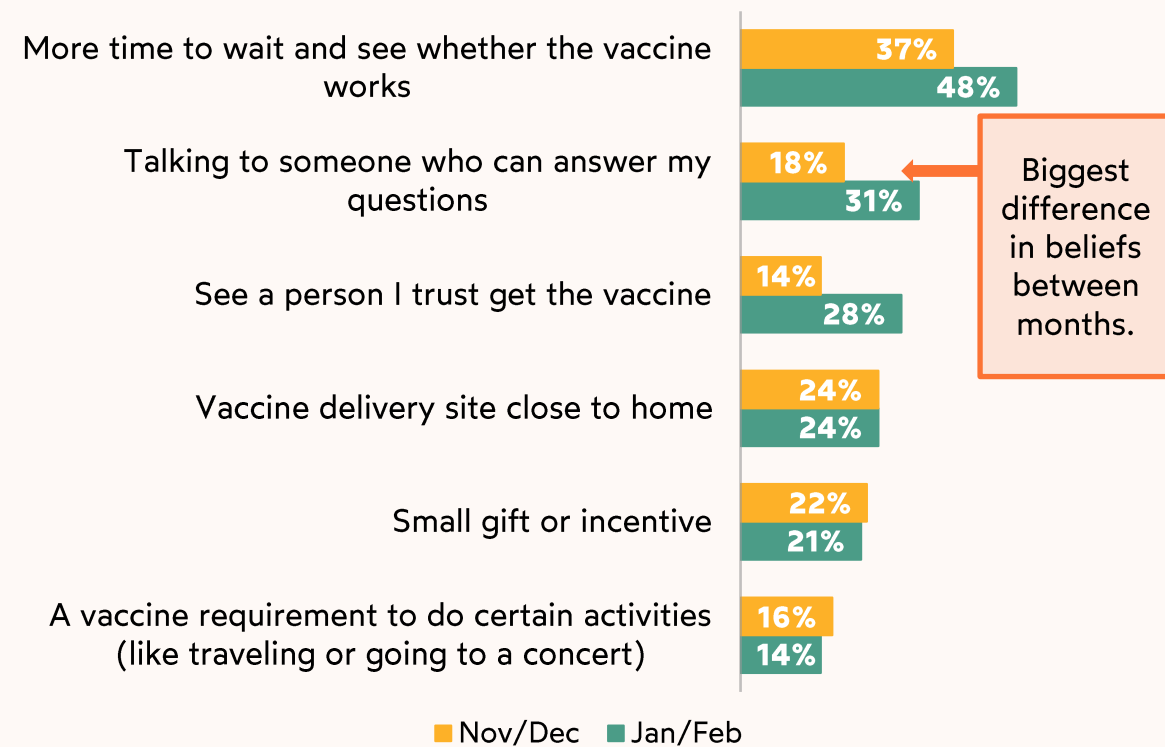
Trends in barriers and beliefs from November/December 2021 to January/February 2022

The **top barriers and motivators** reported by unvaccinated respondents remained **largely consistent** between November/December and January/February.

BARRIERS



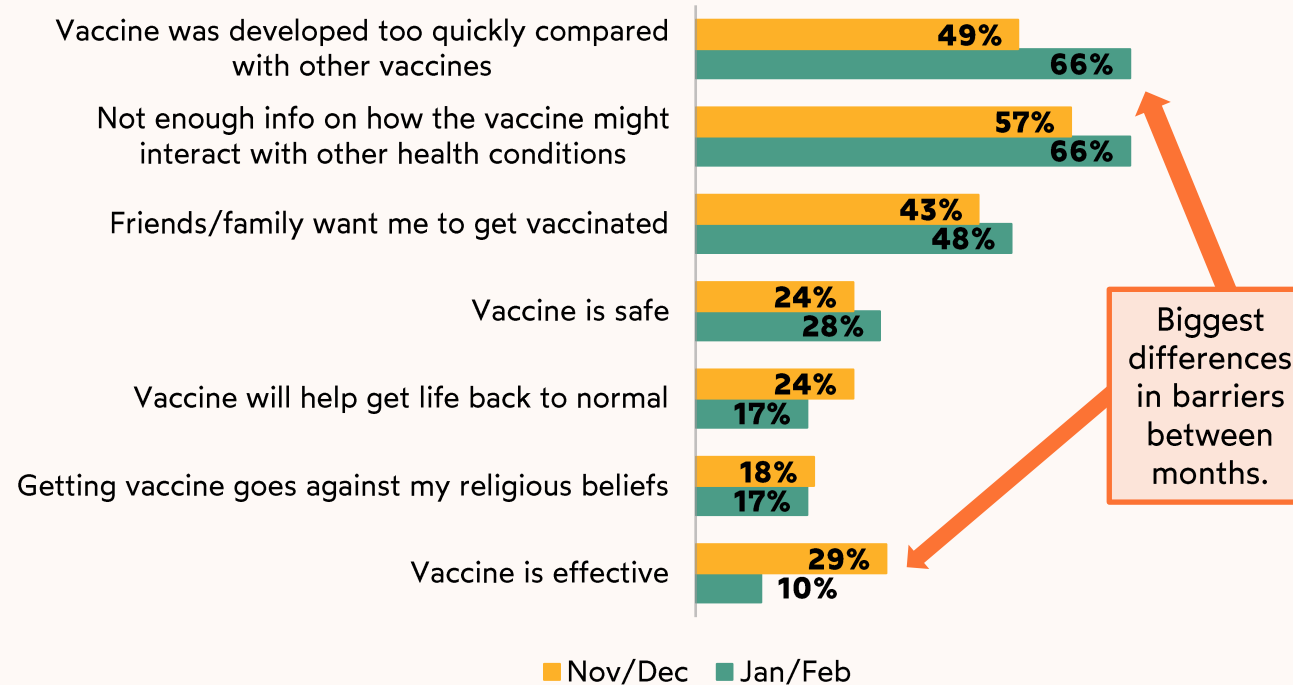
MOTIVATORS



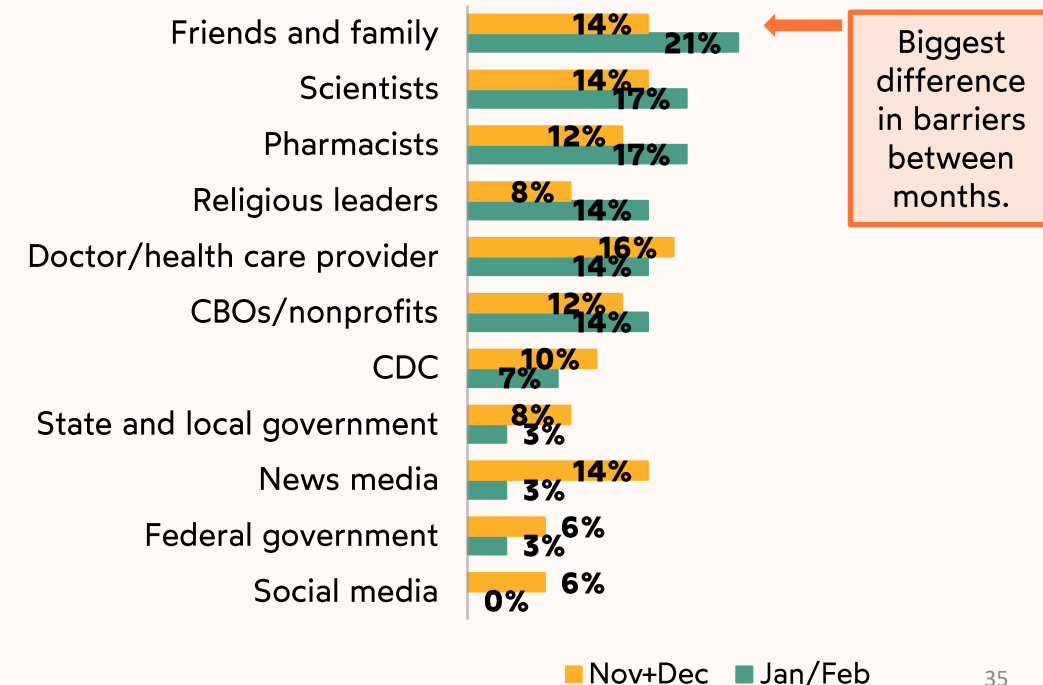
Trends in motivators and trusted messengers from November/December 2021 through January/February 2022

The top beliefs reported by unvaccinated respondents remained fairly consistent between November/December and January/February. Unvaccinated respondents have reported more trust in friends/family, scientists, pharmacists and religious leaders in January/February compared to previous months.

BELIEFS



MESSENGERS



Summary of key findings

From January & February data

KEY CHARACTERISTICS ABOUT SAMPLE

VACCINATED VS UNVACCINATED*

- **A larger share of vaccinated respondents were female compared to unvaccinated respondents.** There was a larger share of African American/Black respondents and a smaller share of Hispanic or Latino respondents in the unvaccinated group compared to vaccinated group.
- The **proportion of unvaccinated respondents covered by health insurance is lower** than it is for vaccinated respondents.

KEY TAKEAWAYS

VACCINATED RESPONDENTS

- Most were motivated to get the vaccine to **prevent death or severe illness or to protect family and household members**
- Nearly three-quarters of vaccinated respondents have already received or intend to get the booster. less than one quarter are undecided and only 3% do not intend to get the booster
- About a quarter feel that health officials have not provided enough information about why they should get the booster.

KEY TAKEAWAYS

UNVACCINATED RESPONDENTS

- Are **worried about getting sick or experiencing side effects** from the vaccine.
- Believe the **vaccine was developed too quickly and that it was not studied in people like them.**
- Need more **information on how the vaccine interacts with other health conditions.**
- Would like **more time to see whether vaccine works**

Potential strategies based on key findings from survey data

From January & February data



Continue to refine and promote message that:

- Details **how to manage side effects**
- Provides **resources and contact information** if experiencing side effects
- Demonstrates the **vaccine's safety in the presence of other health conditions**
- **Inform community members about their access to mobile vaccinations**
- Highlights how vaccines are good at preventing **severe illness and death**
- Describes **how the vaccine testing and production process was safely compressed into a shorter time frame.**



Validate and support people who want more time to wait and see (for example, focus on other risk-reduction behaviors like masks and testing; conduct a focus group to understand what members mean by "more time").



Talk to the community about **who they trust when it comes to information about Covid-19 and vaccines.**



Keep in mind that there are still people out there who **might only need a small nudge such as easier access to the vaccine, someone to talk to, or a small incentive.**



Talk to community members to see if people's belief that the U.S. should prioritize vaccines for other countries is **preventing them from getting a booster**, especially now during the Omicron wave. From these findings, **help people understand that getting a booster shot does not reduce the availability of vaccines in other countries.**

Chicago: Supplemental data slides

- Survey respondent demographics vs. city BIPOC demographics
- All figures for questions analyzed

BALTIMORE

CHICAGO

HOUSTON

NEWARK

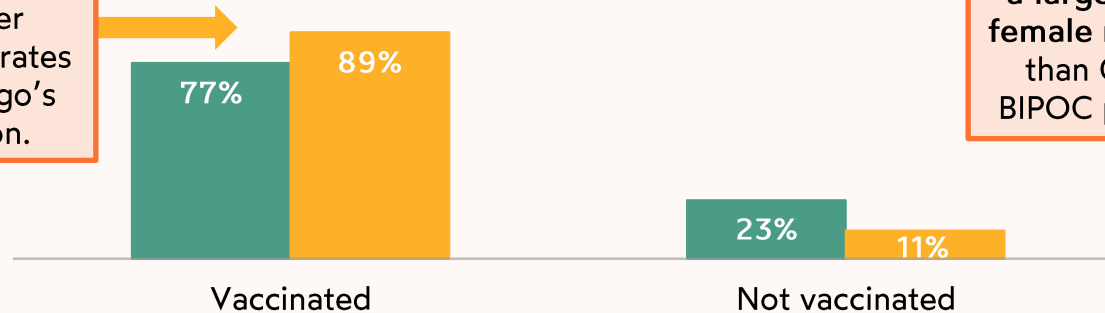
OAKLAND

Survey respondent demographics vs. Chicago city BIPOC demographics

From January &
February data

Vaccination status (at least one dose): Chicago vs.
Survey Sample (n = 261)

Survey sample
has higher
vaccination rates
than Chicago's
population.

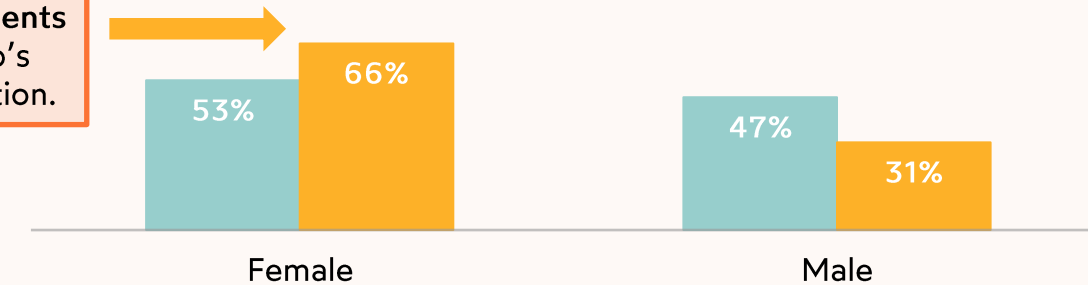


■ COVID-19 Daily Vaccinations - Chicago Residents ■ Survey Sample

Note: Vaccination rates are not reflective of the Chicago BIPOC population. Unlike other demographics shown in this slide.

Gender: Chicago vs. Survey Sample (n = 261)

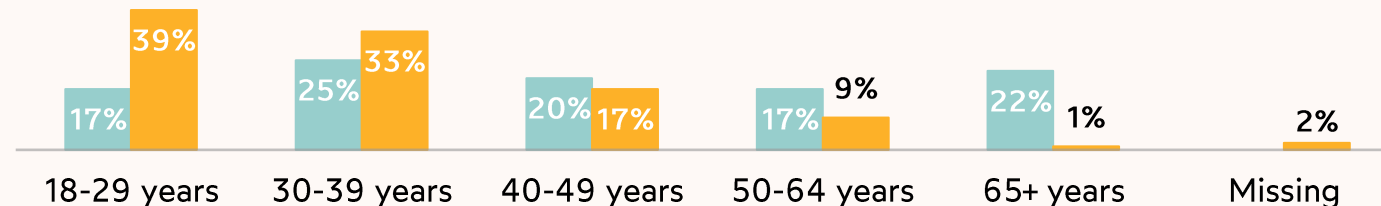
Survey sample has
a larger share of
female respondents
than Chicago's
BIPOC population.



■ Chicago BIPOC census, 2019 ACS microdata ■ Survey Sample

Age: Chicago vs. Survey Sample (n = 261)

Survey sample had a
larger share of
respondents ages 18-29
and 30-39, and fewer
respondents ages 50+.



■ Chicago BIPOC census, 2019 ACS microdata ■ Survey Sample

BALTIMORE

CHICAGO

HOUSTON

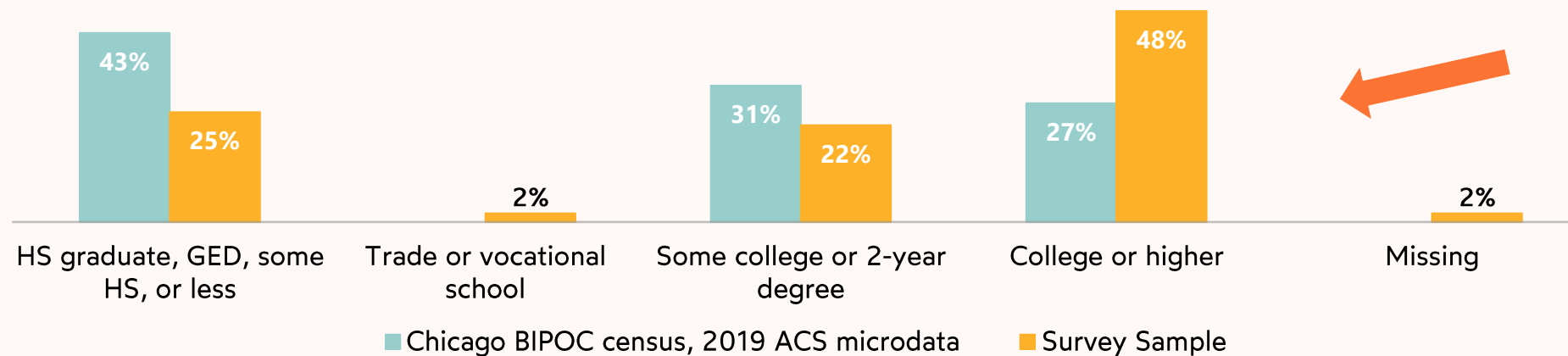
NEWARK

OAKLAND

Survey respondent demographics vs. Chicago city BIPOC demographics

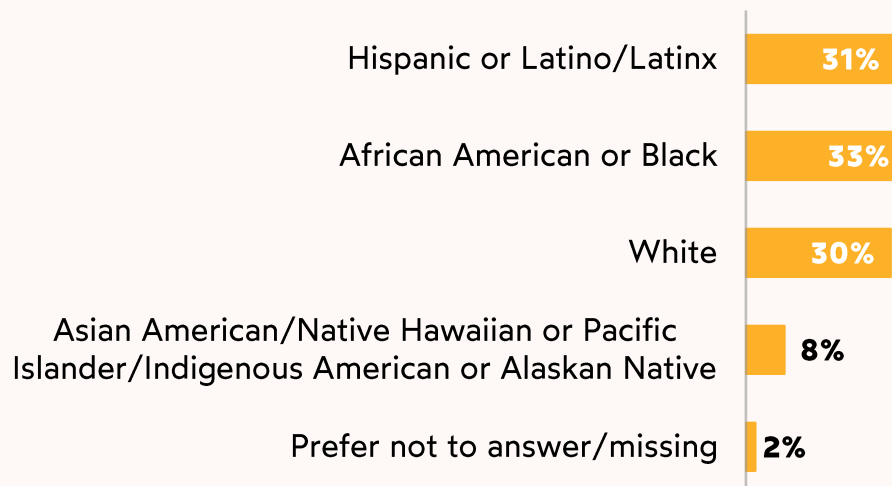
From January & February data

Education: Chicago vs. Survey Sample (n = 261)



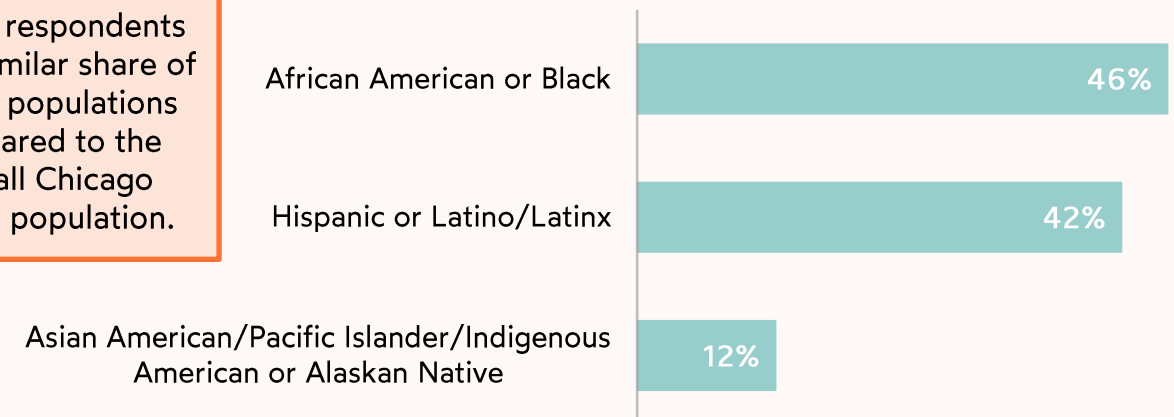
A larger share of survey respondents had 4-year degree or higher than the overall Chicago BIPOC population.

Survey Sample race/ethnicity (n = 261)



Chicago BIPOC census, 2019 ACS microdata BIPOC race/ethnicity

Survey respondents had a similar share of BIPOC populations compared to the overall Chicago BIPOC population.



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HOUSTON

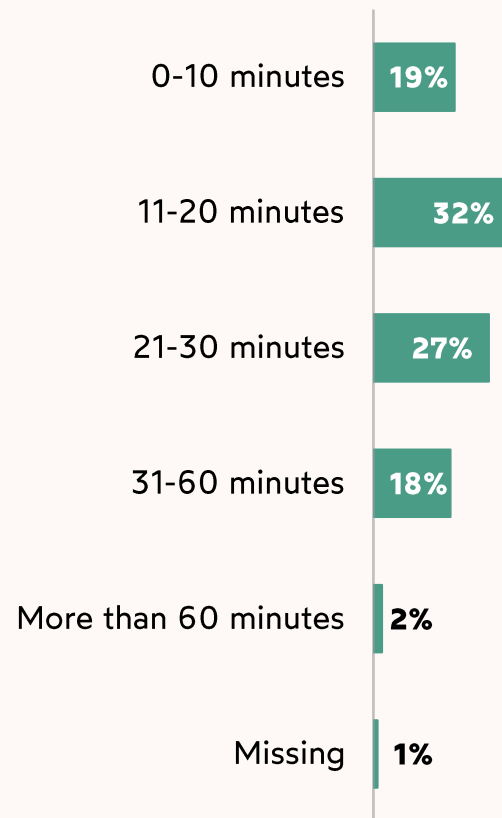
NEWARK

OAKLAND

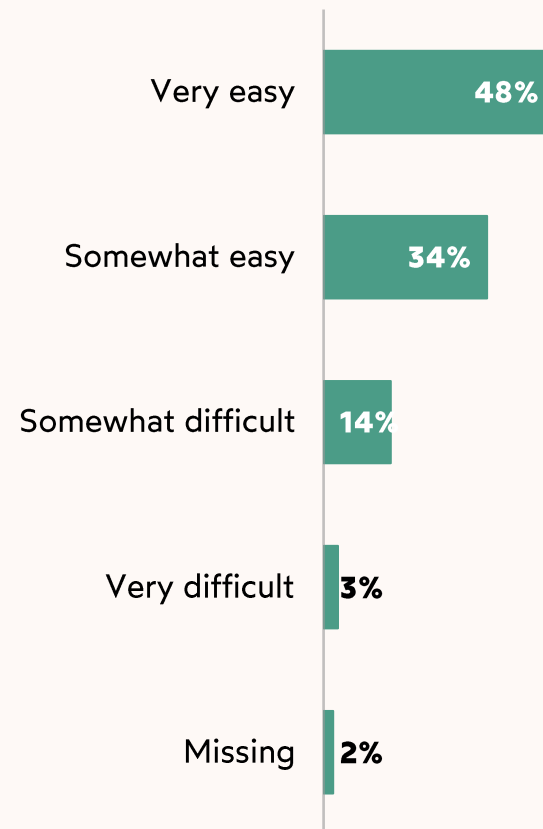
Among vaccinated respondents ($n = 232$)

From January &
February data

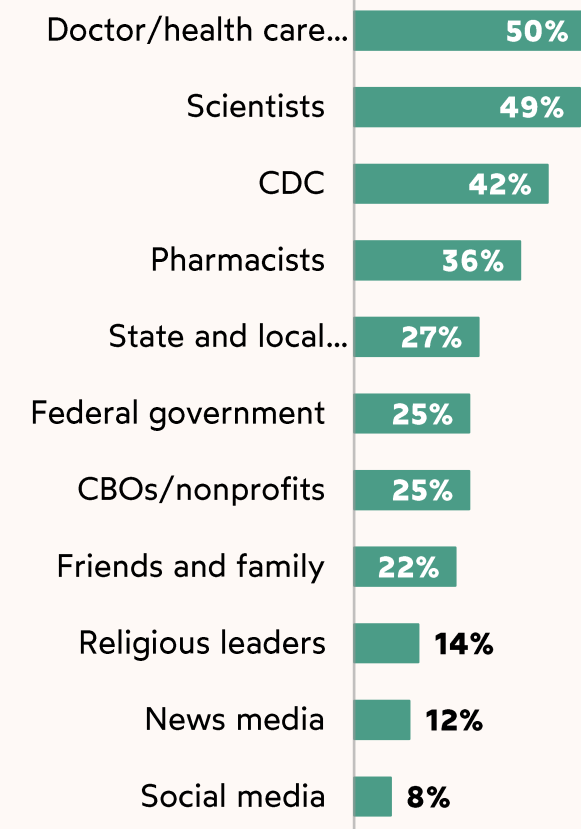
Time taken to get vaccinated



Ease of getting an appointment



Trusted messengers



BALTIMORE

CHICAGO

HOUSTON

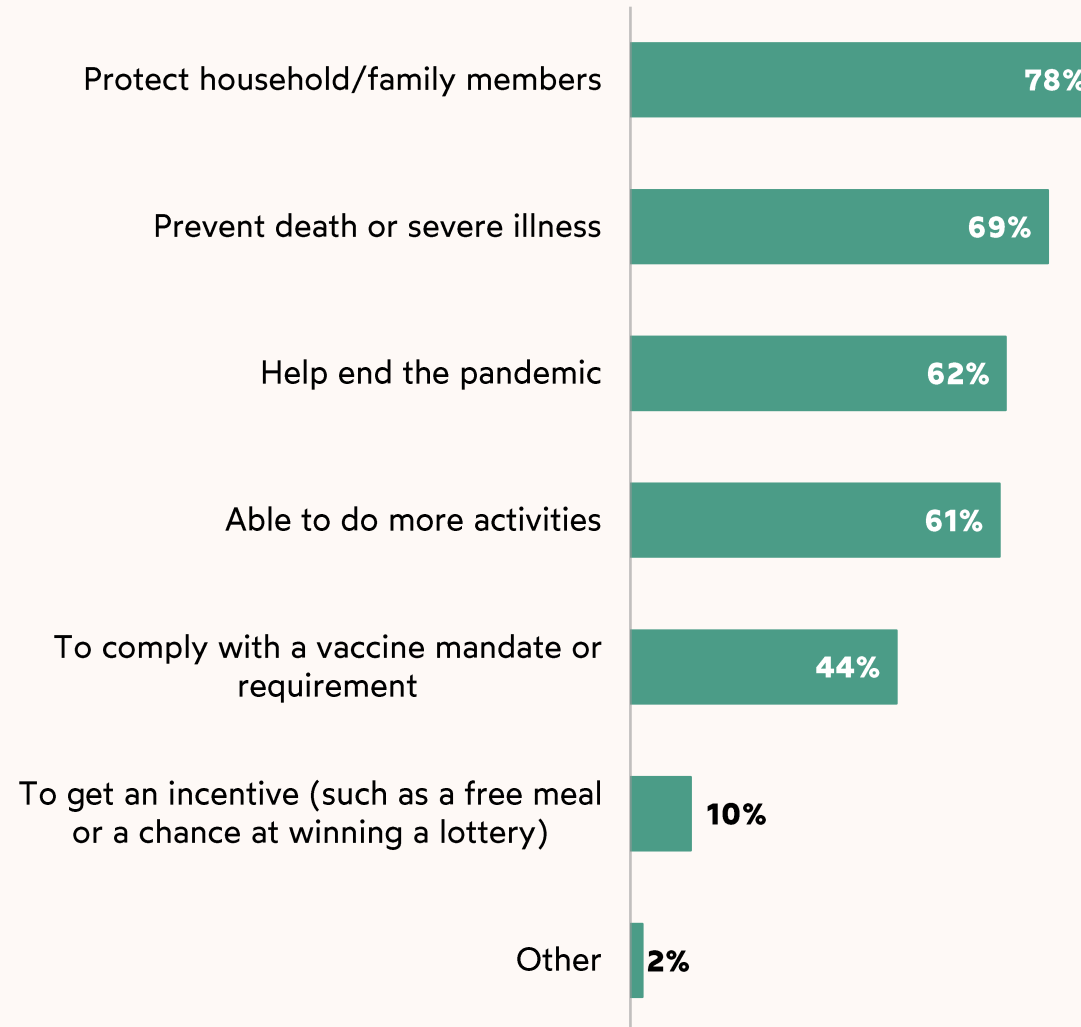
NEWARK

OAKLAND

Among vaccinated respondents ($n = 232$)

From January &
February data

Reason you got vaccinated



BALTIMORE

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HOUSTON

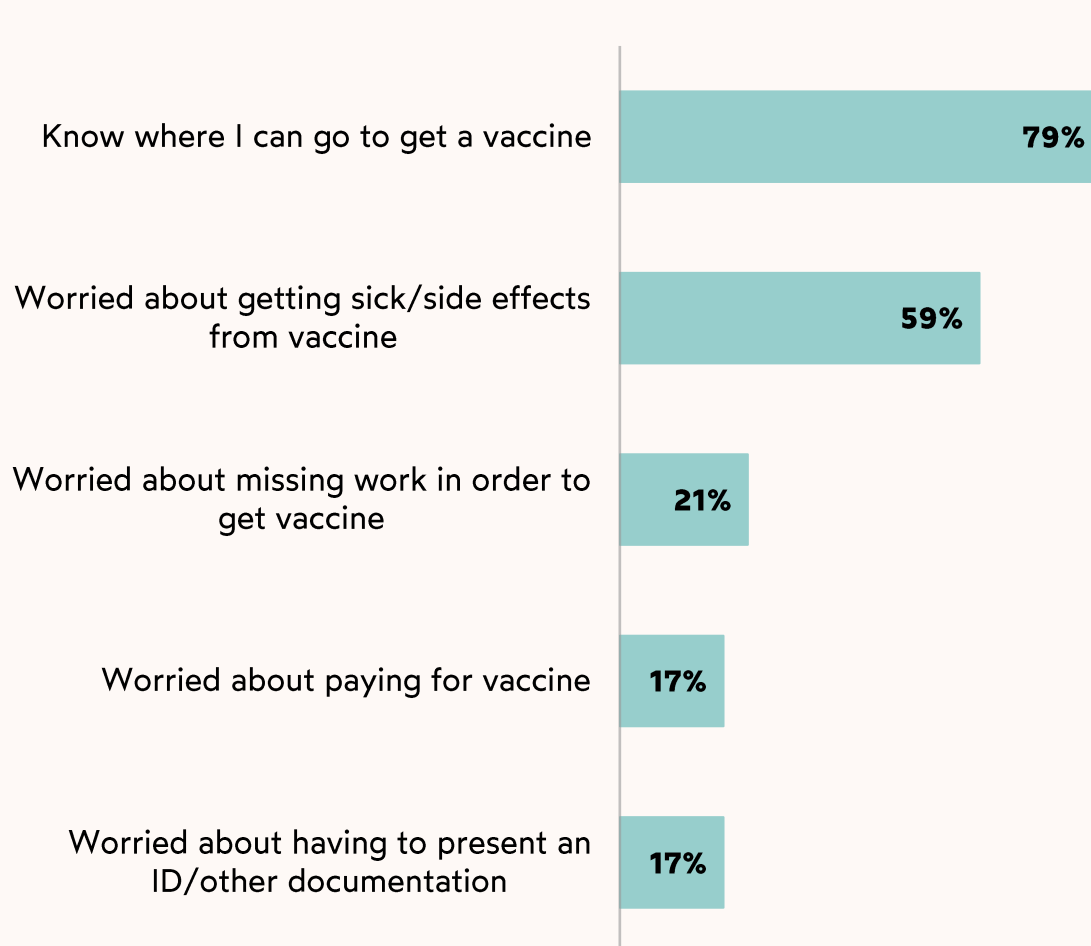
NEWARK

OAKLAND

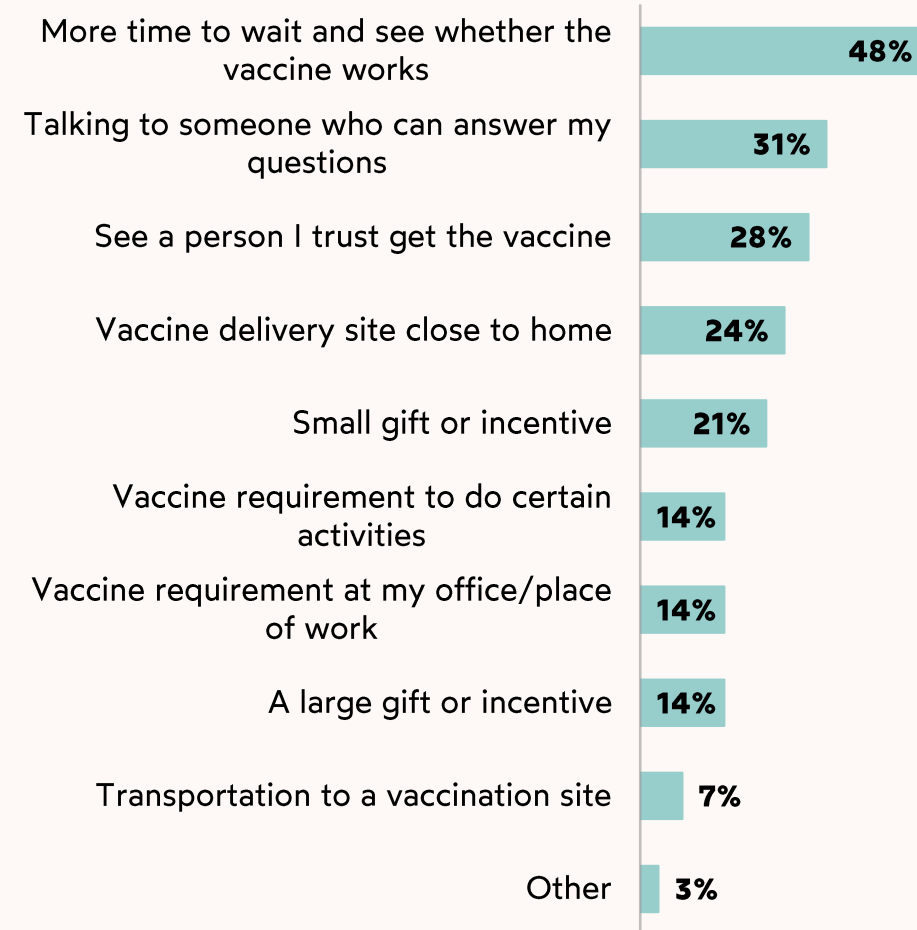
Among unvaccinated respondents ($n = 29$)

From January &
February data

Barriers/Enablers



Motivators



BALTIMORE

CHICAGO

HOUSTON

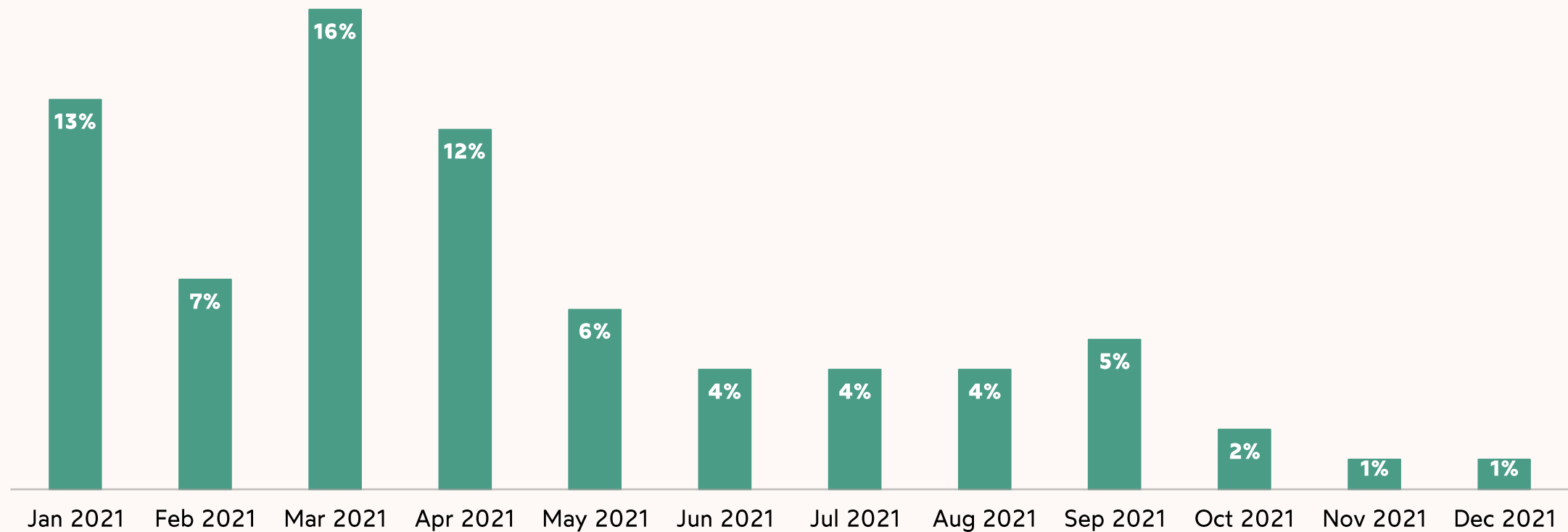
NEWARK

OAKLAND

Among vaccinated respondents ($n = 232$)

From January &
February data

Month first vaccine was received



Survey insights by city: Houston (January)

Overview

- Methodology
- Respondents' vaccination status and intentions
- Respondents' Covid-19 testing history
- Characteristics and highlights among vaccinated respondents
- Characteristics and highlights among unvaccinated respondents
- Vaccination trends across months
- Summary and potential actions

Monthly goal: 150 responses

Methodology

The main partner leading this effort is
Houston in Action.

Partnered with

Texas Toolbelt (TTB) leads the data
collection efforts.



Houston in Action is a partnership that consists of organizations that aim to strengthen community-led civic participation and organizing culture in Houston.

Methods



TTB uses tablets in its door-to-door canvassing efforts to capture respondents' answers. It is using census block groups to determine which neighborhoods to reach out to.

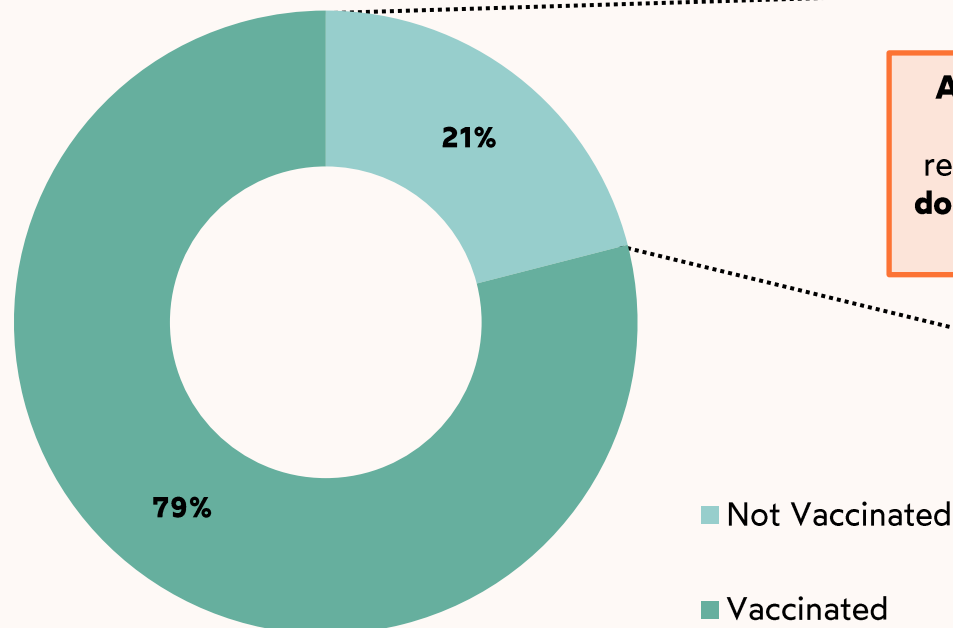
TTB is a canvassing and outreach organization that reaches out to Houston residents to encourage political and civic engagement.

Vaccination status and intention ($n = 217$)

From January data

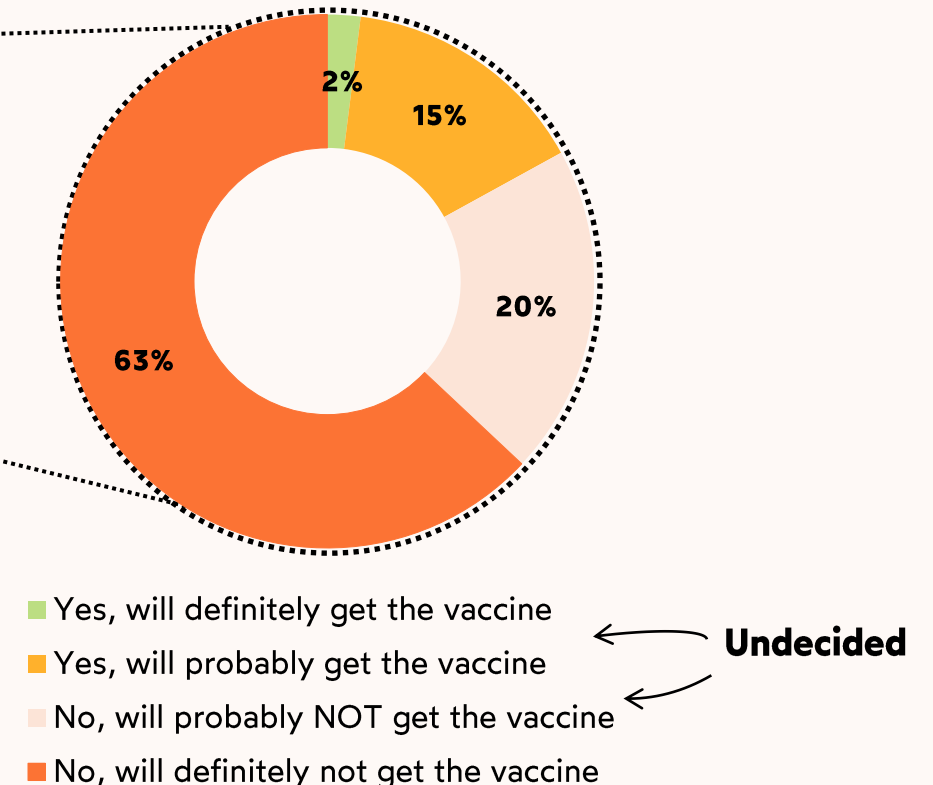
About one-fifth of the respondents are **not vaccinated (21%)**. Among these respondents, only **2% intend to get the vaccine, 63% will definitely not get the vaccine**, and **35% are undecided**. **Nearly half** of the vaccinated respondents received their first dose of the vaccine primarily between **February 2021 and May 2021 (49%)**, with a fifth of respondents getting their first dose in **March 2021**.

Surveyed population in Houston



Among the 21% who are not vaccinated

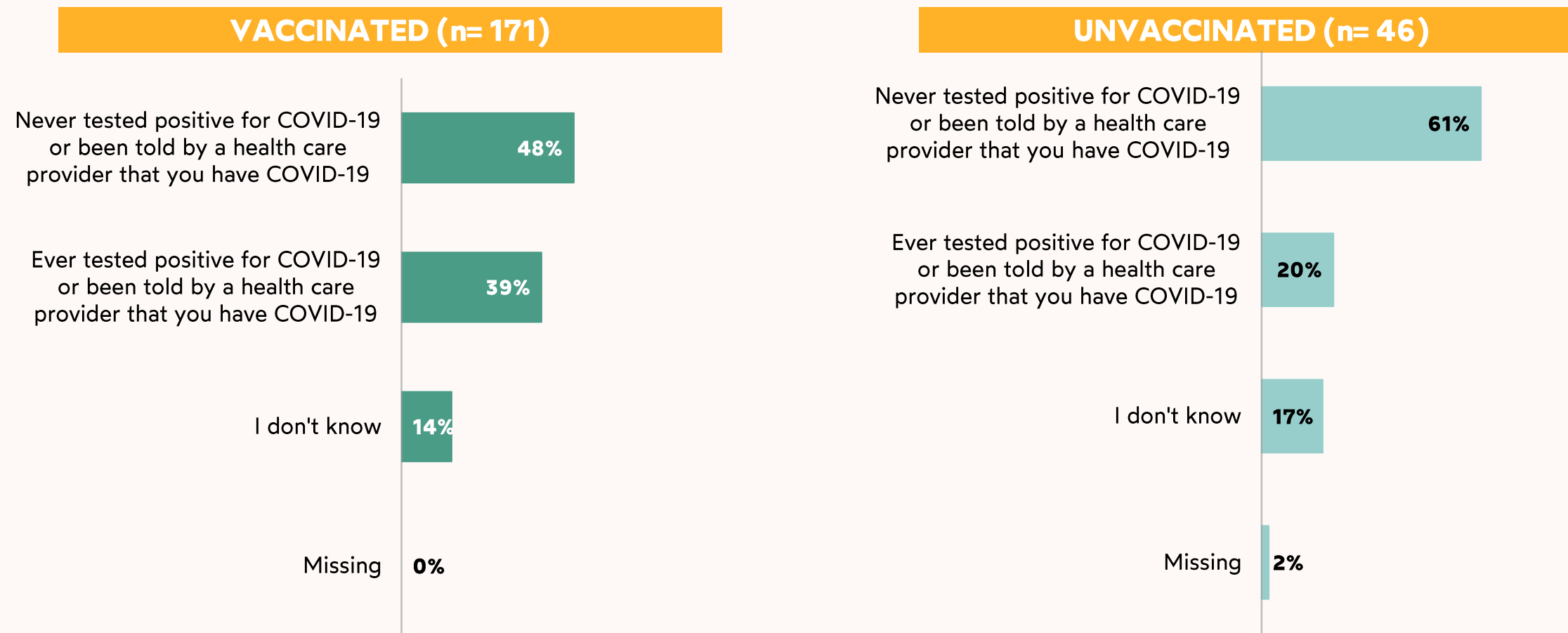
Almost two-thirds of unvaccinated respondents **definitely do NOT** want to get the vaccine.



Respondents' personal experience with Covid-19 ($n = 217$)

From January data

Thirty-nine percent of vaccinated respondents reported having tested positive for Covid-19 or being told they have Covid-19 compared to 20% of unvaccinated respondents.**



Who are the vaccinated respondents? ($n = 171$)

From January data

Sixty percent of vaccinated respondents were **female**, **61%** were **Hispanic or Latino/Latinx**, and a large share were from **zip code 77066**.

Gender

(select all that apply)

Female 60%

Male 39%

Prefer not to answer/missing 1%

Two-spirit 0%

Transgender 0%

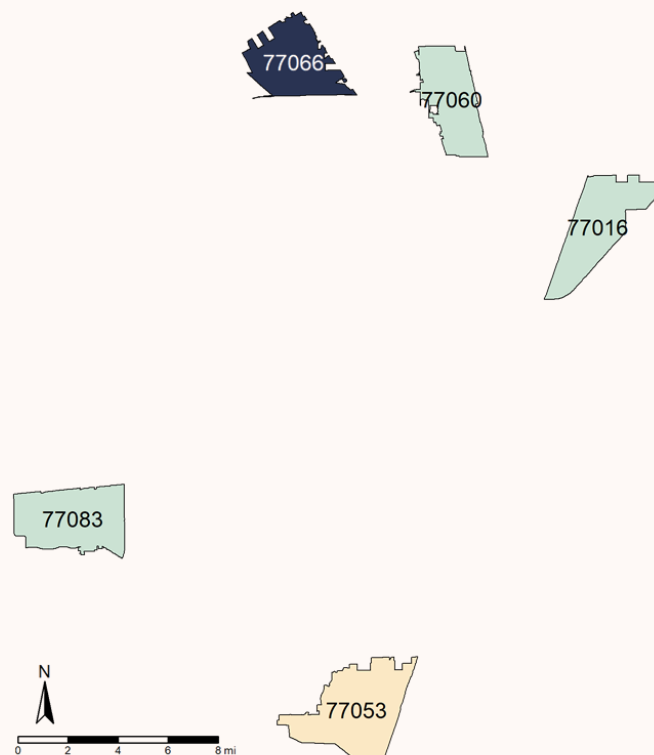
Other gender 0%

Non-binary 0%

Genderqueer 0%

Where respondents live

(by zip code)



Race/ethnicity

(select all that apply)

Hispanic or Latino/Latinx 61%

African American or Black 30%

Asian 5%

White 4%

Native Hawaiian or Pacific Islander 1%

Prefer not to answer/missing 0%

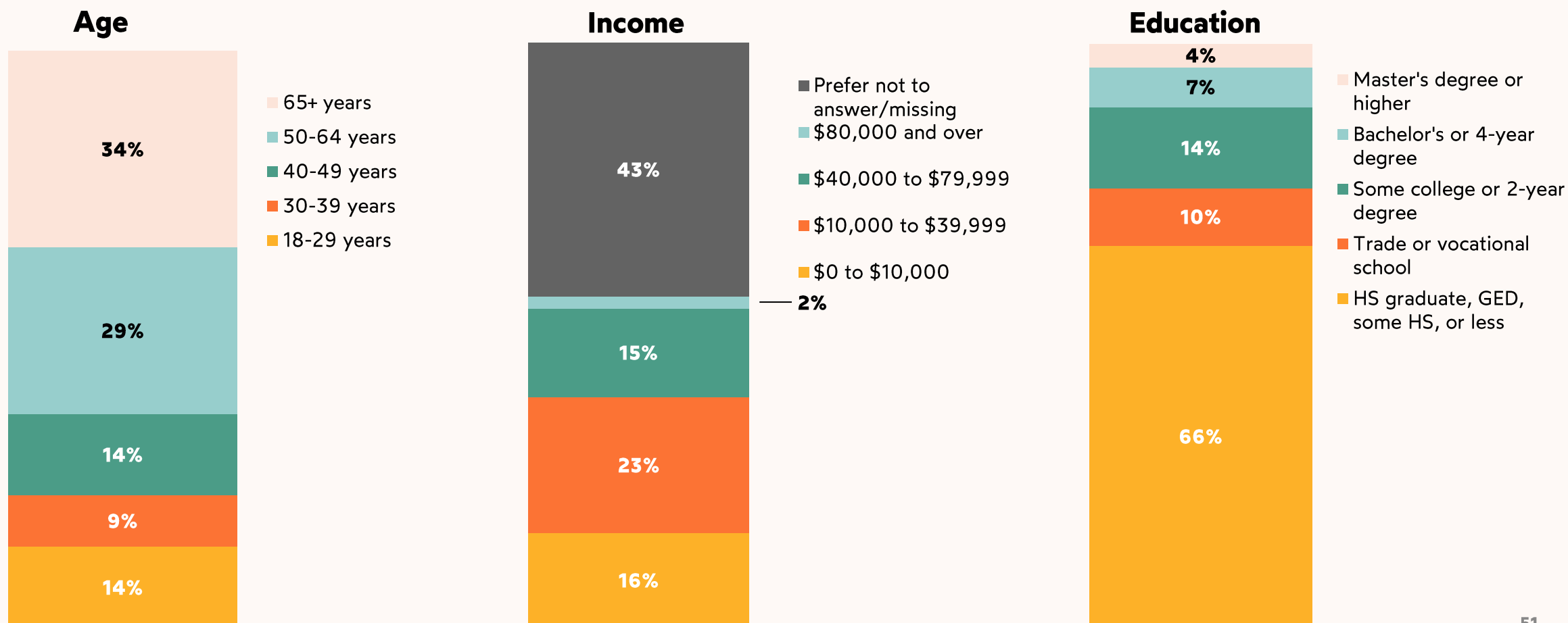
Other race 0%

Indigenous American or Alaskan Native 0%

Who are the vaccinated respondents? ($n = 171$)

From January data

Almost two-thirds of the vaccinated respondents were **over the age of 50 (63%)**, and **two-thirds** have a **high school diploma/GED or less (66%).****



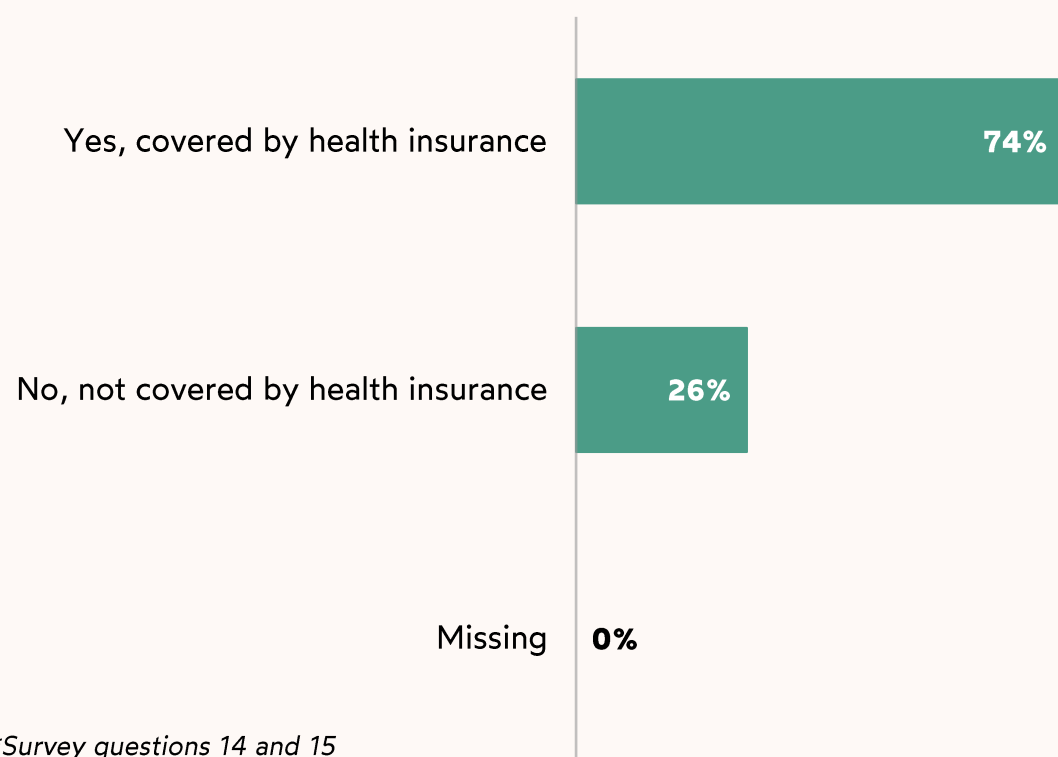
*Survey questions 9a, 12, and 13; **High percentage of missing income responses make it difficult to describe the typical income of a vaccinated respondent accurately in this wave.

From January data

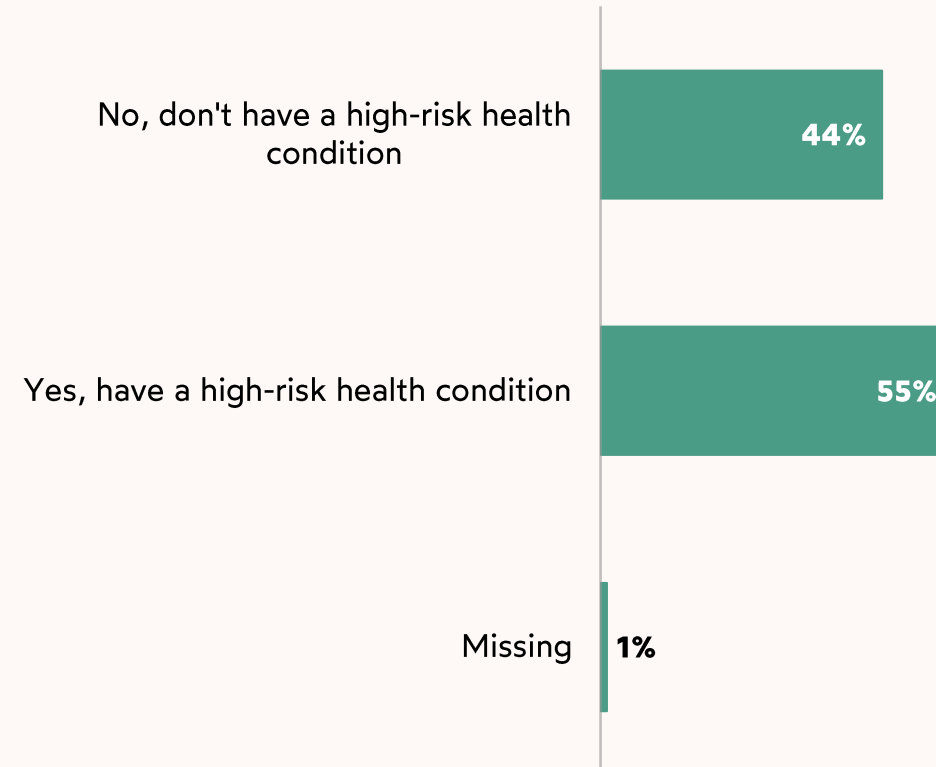
Who are the vaccinated respondents? ($n = 171$)

Nearly three-quarters (74%) of vaccinated respondents were **covered by health insurance** and **nearly half (44%)** did not report having any **high-risk health conditions**.

Health insurance coverage



High-risk medical conditions**



*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.

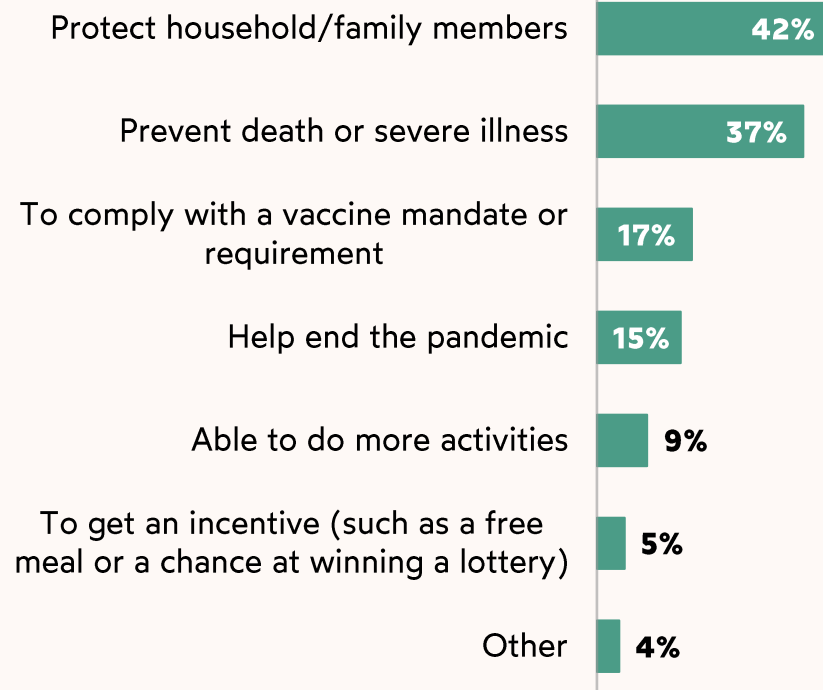
From January data

Among vaccinated respondents ($n = 171$)

MOTIVATORS



Vaccinated respondents were motivated to get the vaccine to **protect household/family members (42%)** and **prevent death or severe illness (37%)**.



Less than half of the respondents (**46%**) took **0 to 20 minutes** to get to the location where they received the vaccine.

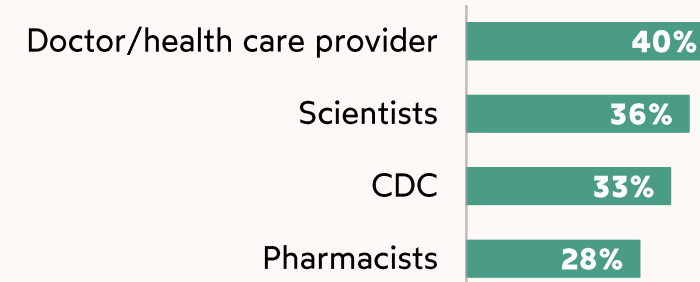


About half of the respondents **found it very easy (49%)** to make a vaccine appointment. **Fifteen percent** of respondents **found it somewhat or very difficult**.

MESSENGERS



Doctors/health care providers (40%), **scientists (36%)** and the **CDC (33%)** were the most trusted sources of information about the Covid-19 vaccine.



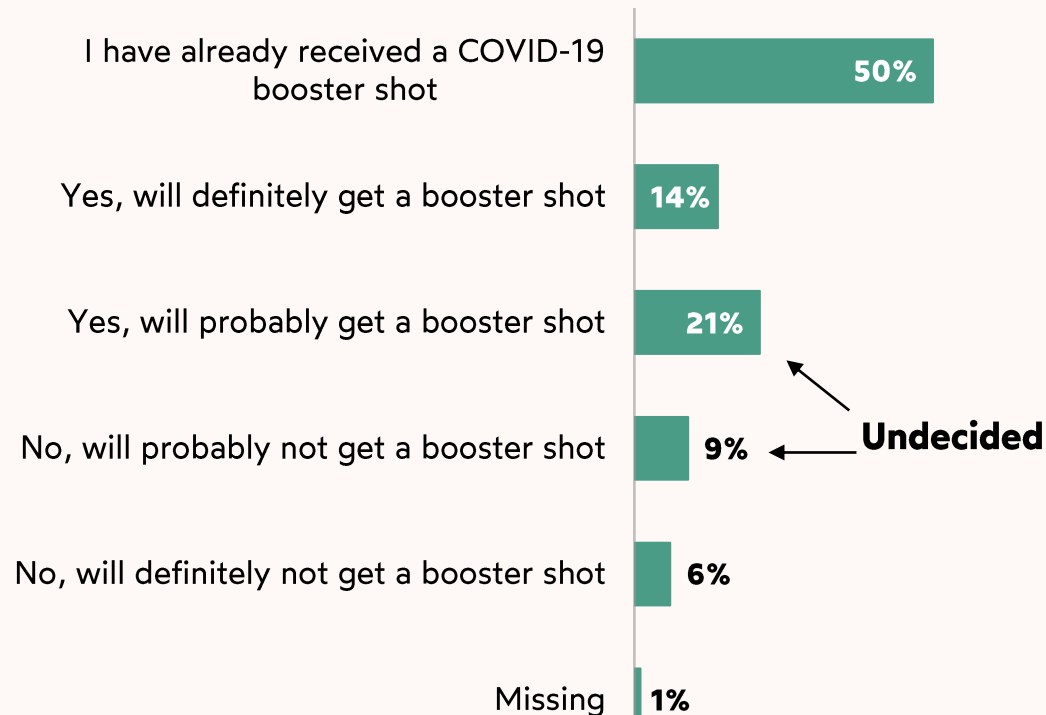
From January data

Among vaccinated respondents ($n = 171$)

Booster shot status



Almost two-thirds of vaccinated respondents **intend on getting a booster shot (14%)** or **have already gotten one (50%)**, and **almost a third** of respondents are **undecided (30%)**.

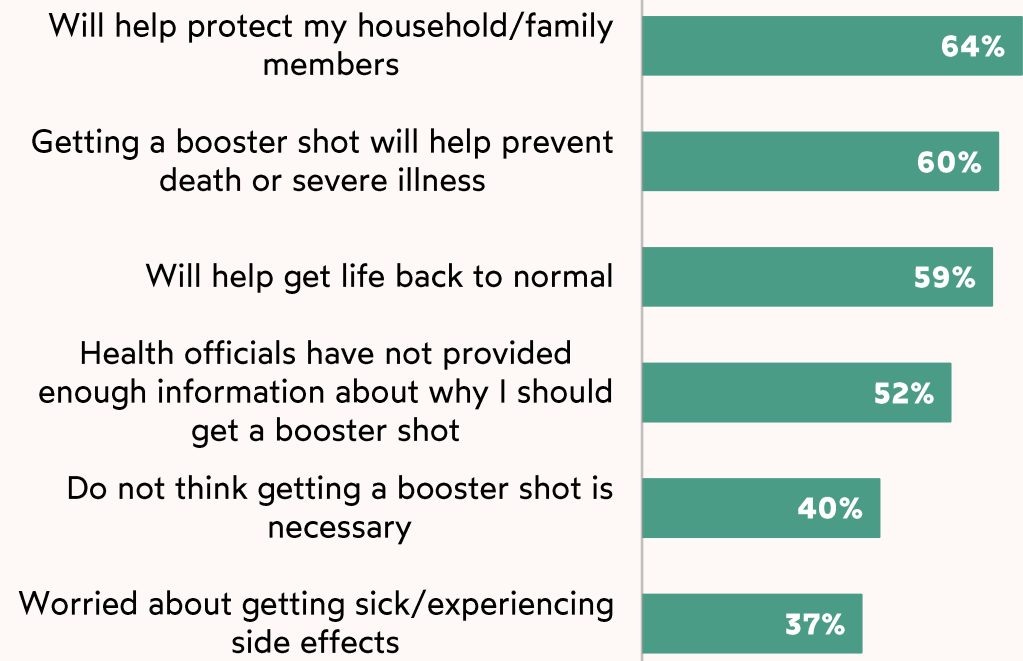


*Survey question 8.1

Booster shot attitudes



Vaccinated respondents believe getting a booster shot will help **protect their family and household (64%)**, **prevent death or severe illness (60%)** and **get life back to normal (59%)**. **Over half** of vaccinated respondents believe **health officials have not provided enough information about why they should get a booster shot (52%)**.



*Survey question 8.2

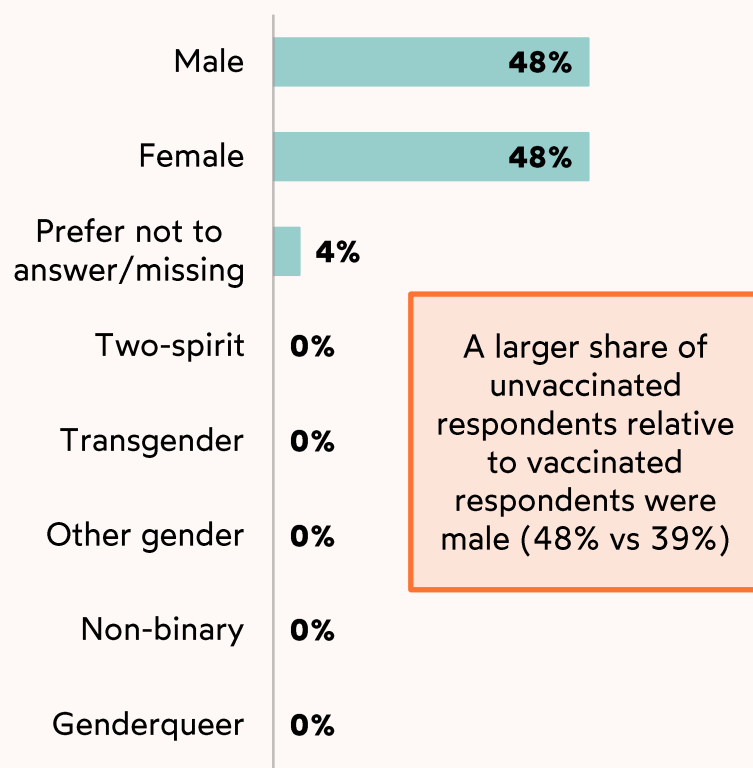
From January data

Who are the unvaccinated respondents? ($n = 46$)

Nearly half of unvaccinated respondents were **male (48%)**, nearly three-quarters were **Hispanic or Latino/Latinx (72%)**, and many were from zip codes **77066** and **77060**.

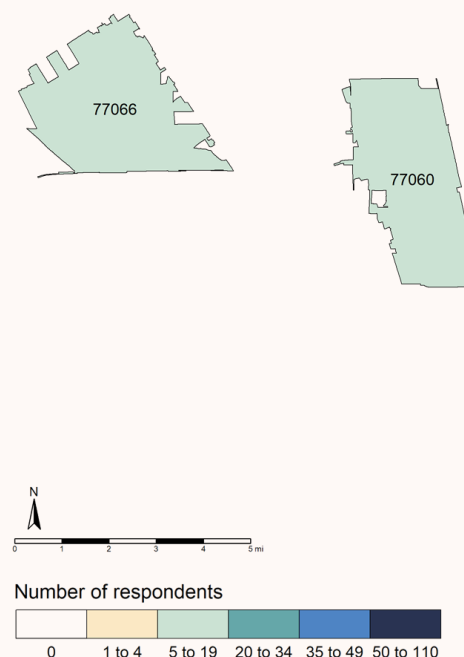
Gender

(select all that apply)



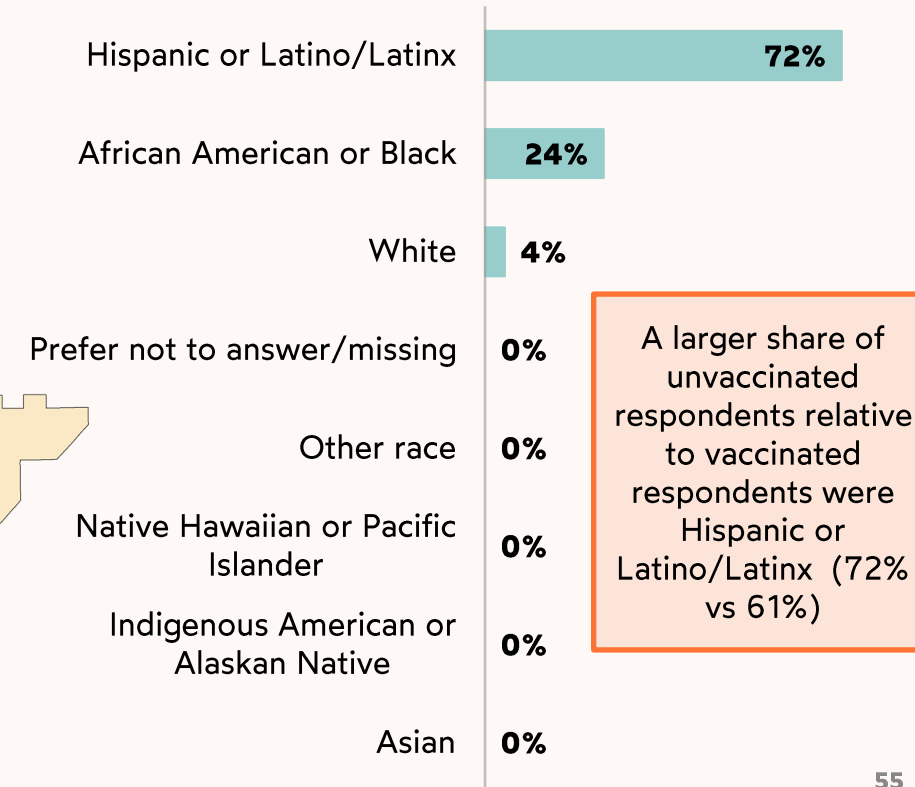
Where respondents live

(by zip code)



Race/ethnicity

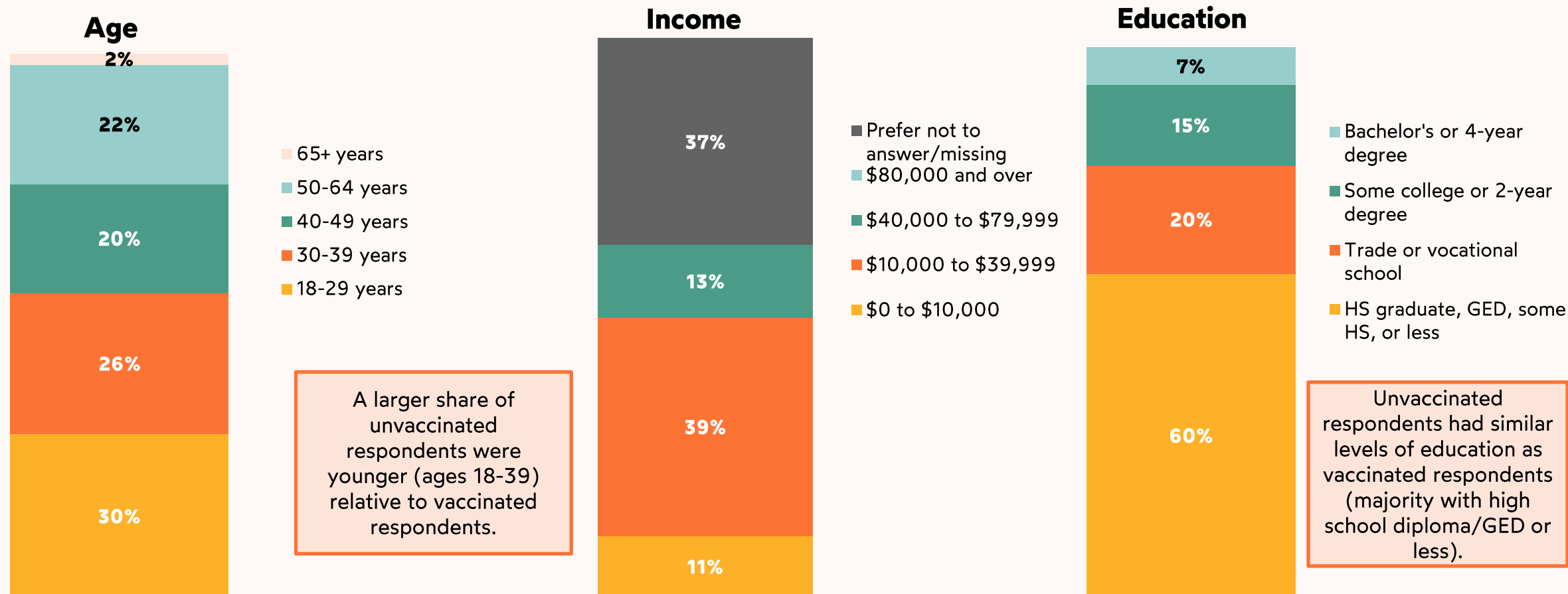
(select all that apply)



From January data

Who are the unvaccinated respondents? ($n = 46$)

The largest share of unvaccinated respondents are ages **18–39 (56%)** and **60%** have a **high school diploma/GED or less**.**



From January data

Who are the unvaccinated respondents? ($n = 46$)

Slightly over half of unvaccinated respondents were **covered by health insurance (52%)** and **four-fifths** of unvaccinated respondents **did not report having any high-risk health conditions (80%)**.

Health insurance coverage

Yes, covered by health insurance

52%

No, not covered by health insurance

48%

The share of **unvaccinated respondents covered by health insurance** relative to vaccinated respondents is **much lower** (52% vs 74%)

High-risk medical conditions**

No, don't have a high-risk health condition

80%

Yes, have a high-risk health condition

20%

The share of **unvaccinated respondents** who reported having **no high-risk health conditions** relative to vaccinated respondents is **much higher** (80% vs 44%)

*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.

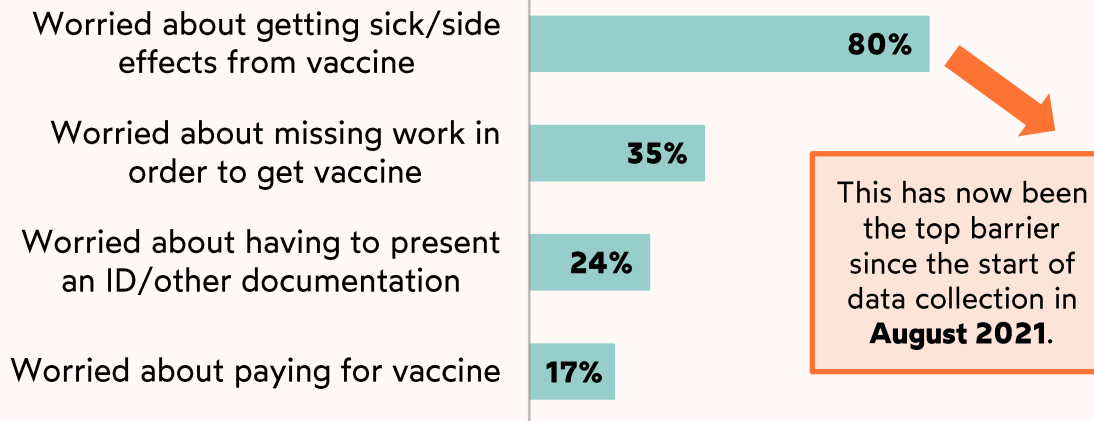
From January data

Among unvaccinated respondents ($n = 46$)

BARRIERS



Four-fifths of unvaccinated respondents **worry about getting sick or experiencing side effects from the vaccine (80%).**



ENABLERS

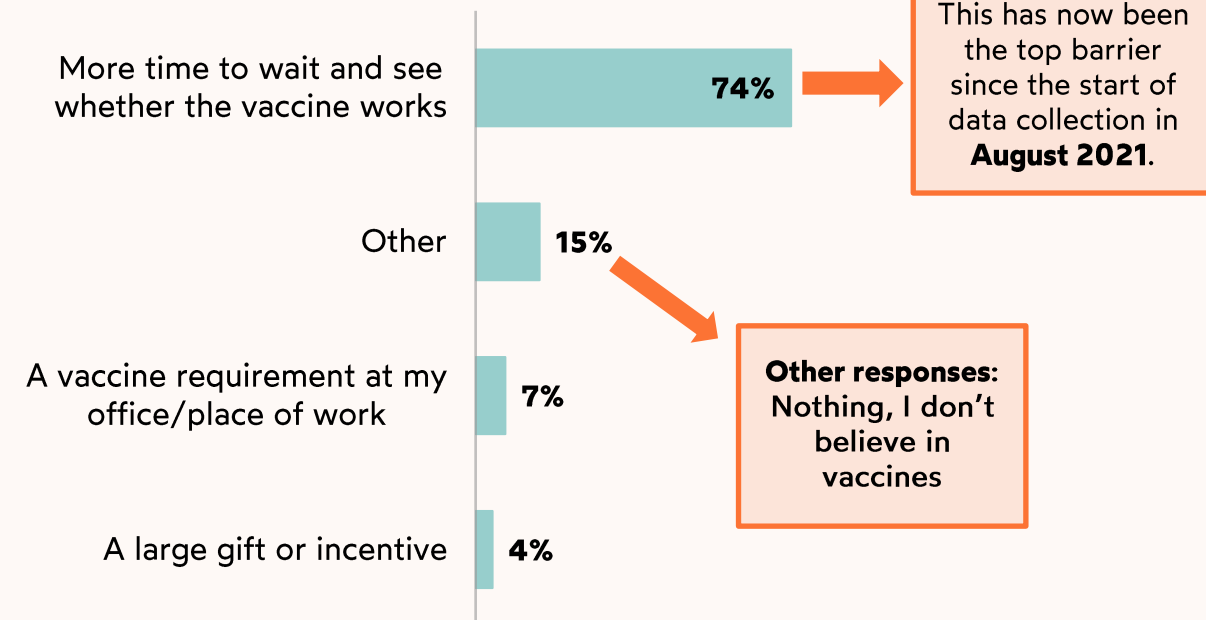


Most unvaccinated respondents **know where they can get a vaccine (89%).**

MOTIVATORS



Nearly three-quarters of unvaccinated respondents would prefer to have **more time to see whether the vaccine works (74%).**



Among unvaccinated respondents ($n = 46$)

From January data

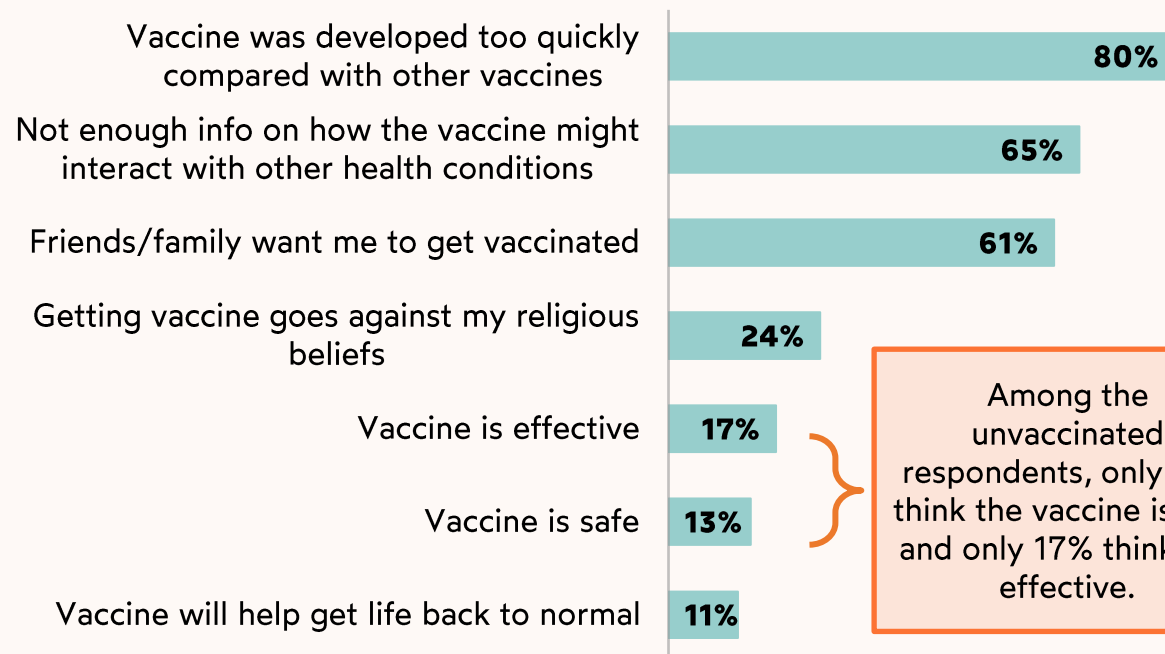
BELIEFS



Four-fifths of unvaccinated respondents believe **the vaccine was developed too quickly compared with other vaccines (80%)**.



Nearly two-thirds of respondents reported **there is not enough information on how the vaccine interacts with other health conditions (65%)** and **61%** of respondents reported **their friends and family want them to get vaccinated**.

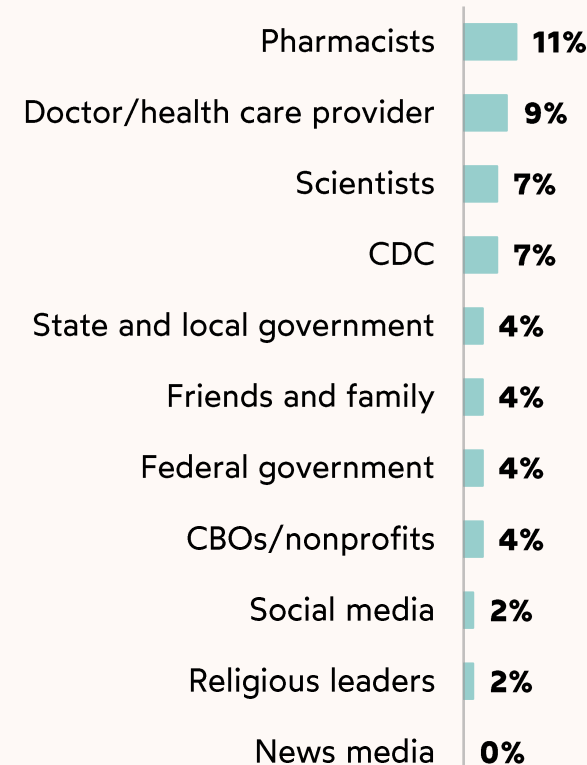


Among the unvaccinated respondents, only 13% think the vaccine is safe and only 17% think it is effective.

TRUSTED MESSENGERS



Overall, unvaccinated respondents reported **low to no trust in all sources for Covid-19 information (all under 12%)**.



Vaccinated respondents had much higher trust in all messengers

Summary of key findings

From January data

KEY CHARACTERISTICS ABOUT SAMPLE

VACCINATED VS UNVACCINATED*

- A slightly larger share of **unvaccinated respondents were male** compared to vaccinated respondents, and slightly larger share of unvaccinated respondents were **Hispanic or Latino/Latinx**.
- Unvaccinated and vaccinated respondents had **similar education levels** but belonged to different age groups. Over half the unvaccinated respondents were 18-39 years old (56%) whereas nearly two-thirds of vaccinated respondents were 50 years or older (63%).
- Compared to vaccinated respondents, a **larger share** of unvaccinated respondents reported having **no high-risk health conditions, and a much smaller share reported having health insurance**.

KEY TAKEAWAYS

VACCINATED RESPONDENTS

- Are most motivated to get the vaccine to **protect family and household members**
- Have **already gotten or plan to get the booster shot** (two-thirds)
- **Do not believe health officials have provided enough information about why they should get a booster shot (52%).**
- **Show most trust in their doctors (40%)** followed by **scientists, and the CDC.**

KEY TAKEAWAYS

UNVACCINATED RESPONDENTS

- Are most **worried about getting sick or experiencing side effects** from the vaccine
- Are **worried about how the vaccine interacts with other health conditions**
- Believe the **vaccine was developed too quickly**
- Would like **more time to see whether vaccine works**
- Show **low levels of trust in various sources for Covid-19 information**

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 171 respondents and the unvaccinated sample size is 46 respondents)

Potential strategies based on key findings from survey data

From January
data



Provide information that does the following:

- Details **how to manage side effects**
- Highlights how the clinical trials for the Covid-19 vaccines **included people with other health conditions like diabetes and obesity**
- Highlights how **the vaccine testing and production process** was safely compressed into **a shorter time frame**



Validate and support people who want more time to wait and see (e.g., focus on other risk-reduction behaviors like masks and testing). Since this has been a consistent barrier for respondents, it might be good to have a focus group to better understand what “more time” means.



Talk to the community about **who they trust when it comes to information about Covid-19 and vaccines**. Since low trust in sources of Covid-19 information has been a consistent concern, have conversations with unvaccinated community members to identify where this distrust comes from.



Collaborate with local health officials to **develop resources that highlight the importance of getting a booster shot**. Since many vaccinated community members feel that health officials have not shared enough information on why the booster is necessary, hearing from health officials may address some of their concerns.

Houston (January): Supplemental data slides

- Survey respondent demographics vs. city BIPOC demographics
- All figures for questions analyzed

BALTIMORE

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HOUSTON

NEWARK

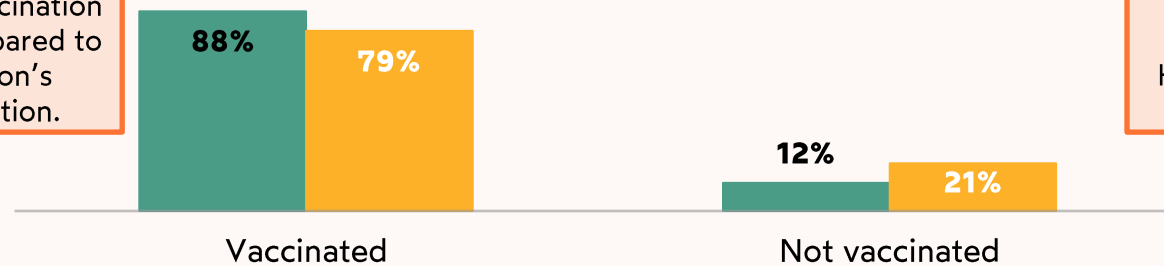
OAKLAND

From January data

Survey respondent demographics vs. Houston city BIPOC demographics

Vaccination status (at least one dose): Houston vs. Survey Sample (n = 217)

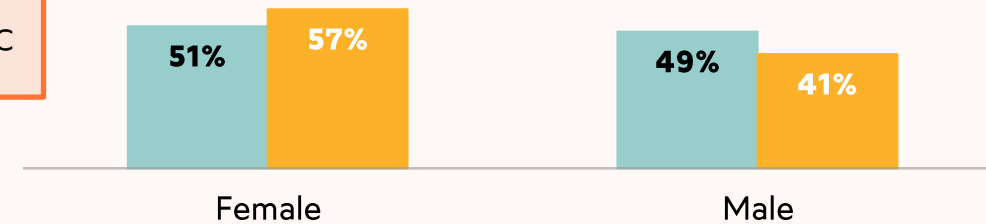
The survey sample had a lower vaccination rate compared to Houston's population.



■ Harris County / City of Houston COVID-19 Data Hub ■ Survey Sample

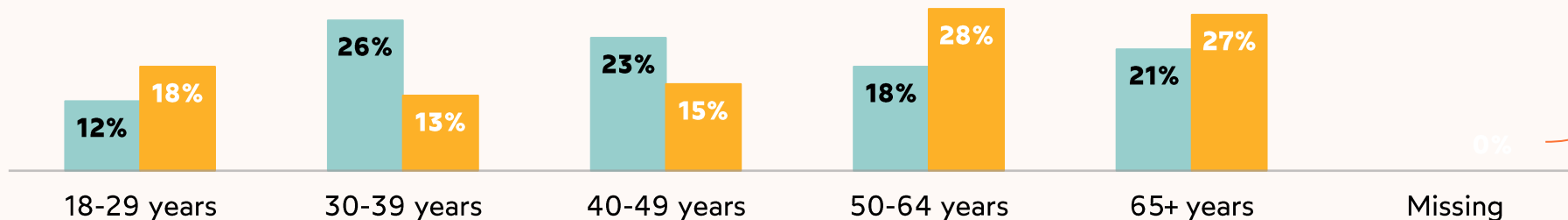
Note: Vaccination rates for Harris County are not specific to the BIPOC population unlike other demographics shown in this slide.

Gender: Houston vs. Survey Sample (n = 217)



■ Houston BIPOC census, 2019 ACS microdata ■ Survey Sample

Age: Houston vs. Survey Sample (n = 217)



The survey sample had a larger share of respondents over the age of 50 relative to the Houston BIPOC population.

■ Houston BIPOC census, 2019 ACS microdata ■ Survey Sample

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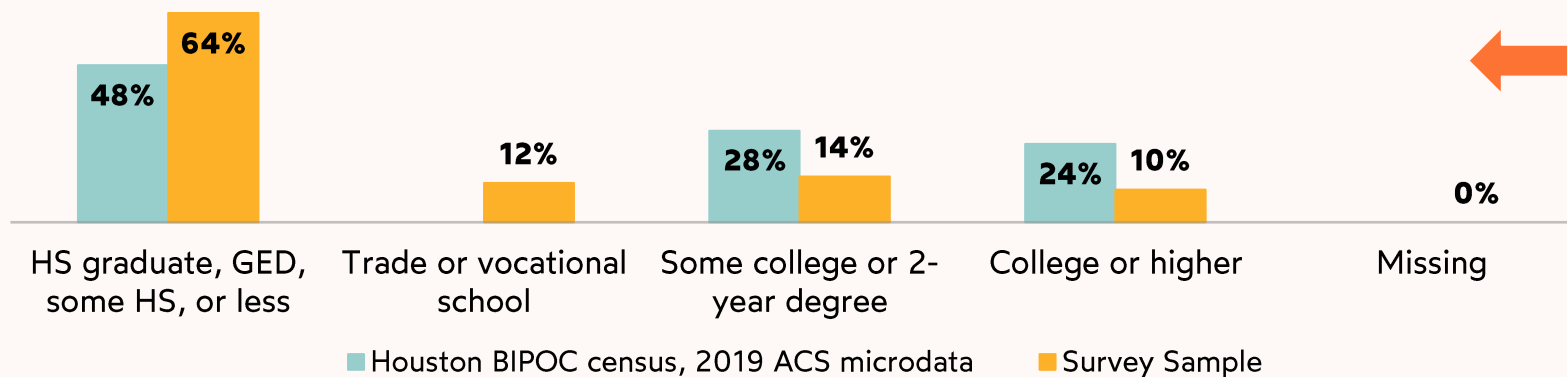
NEWARK

OAKLAND

Survey respondent demographics vs. Houston city BIPOC demographics

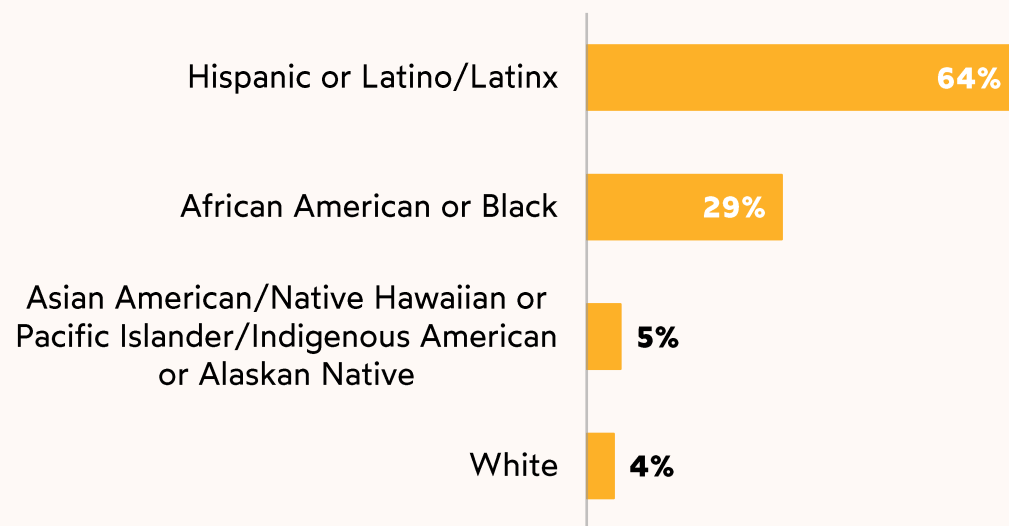
From January data

Education: Houston vs. Survey Sample (n = 217)



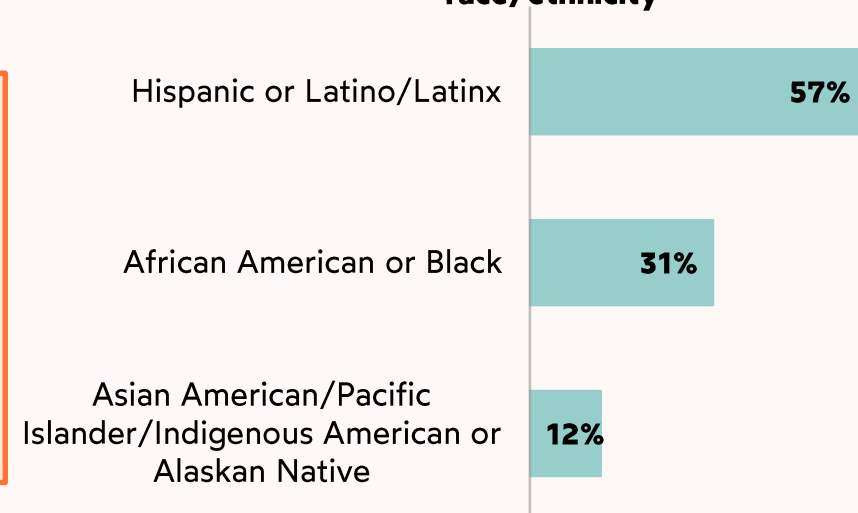
The survey sample **had lower education levels** relative to Houston's BIPOC population.

Survey Sample Q11. Race/ethnicity (Select all that apply) (n = 217)



Compared with Houston's BIPOC population, the survey sample had more Hispanic or Latino/Latinx respondents and fewer Asian American/Pacific Islander/Indigenous American or Alaskan Native respondents.

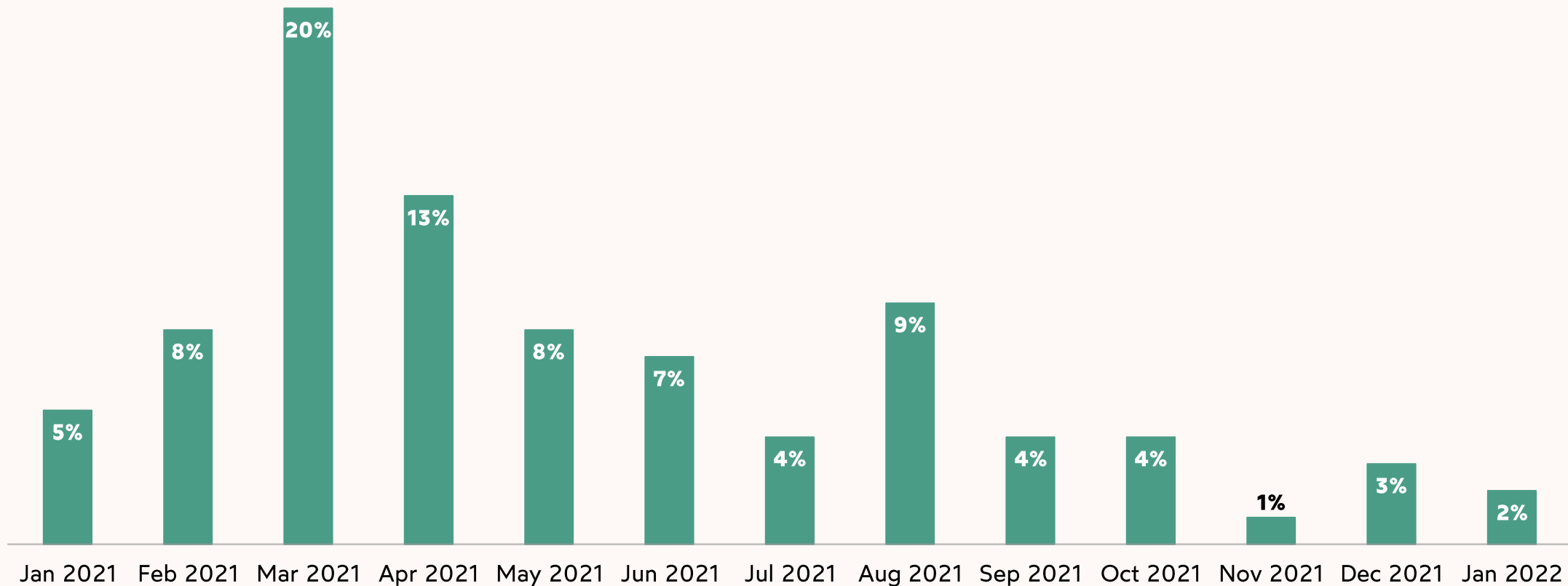
Houston BIPOC census, 2019 ACS microdata BIPOC race/ethnicity



From January data

Date of first vaccination ($n = 171$)

Nearly half of the vaccinated respondents received their first dose of the vaccine primarily between **February 2021 and May 2021 (49%)**, with a fifth of respondents getting their first dose in **March 2021**.



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HOUSTON

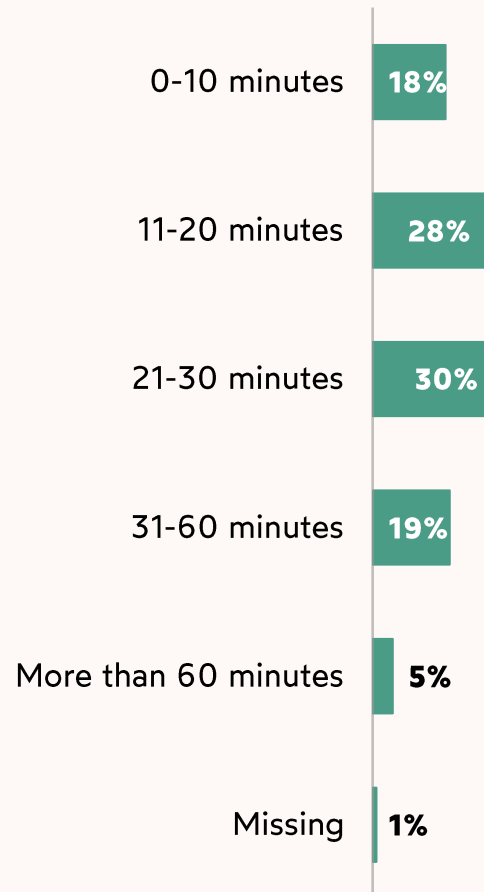
NEWARK

OAKLAND

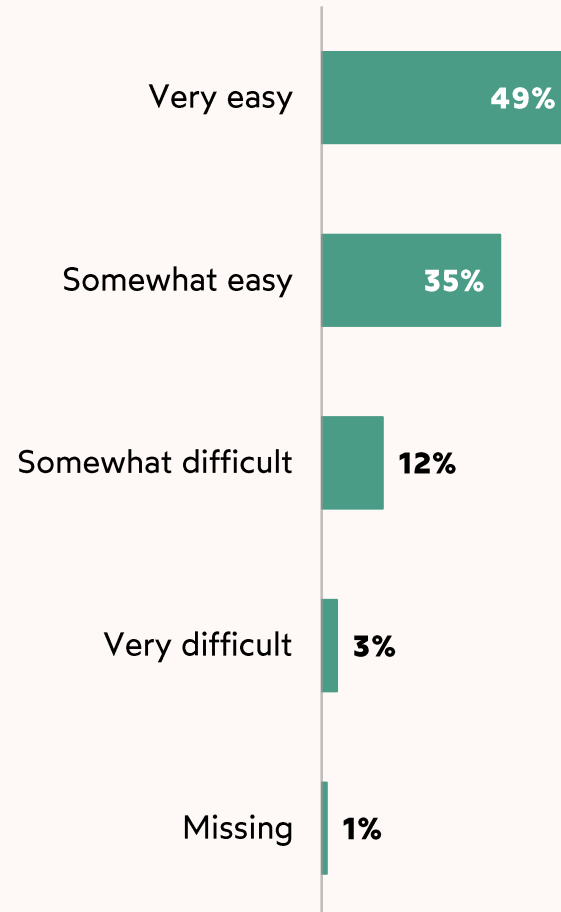
From January data

Among vaccinated respondents ($n = 171$)

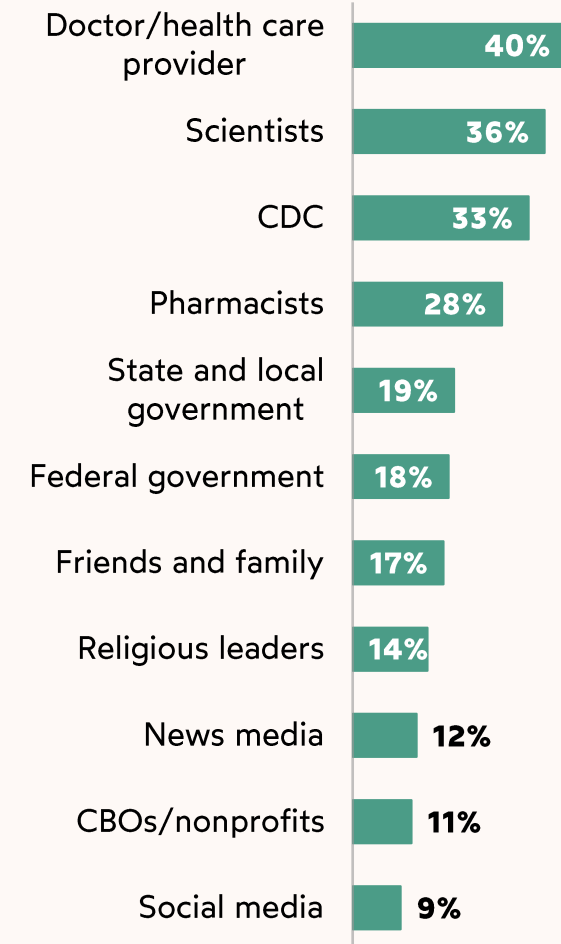
Time taken to get vaccinated



Ease of getting an appointment



Trusted messengers



BALTIMORE

CHICAGO

HOUSTON

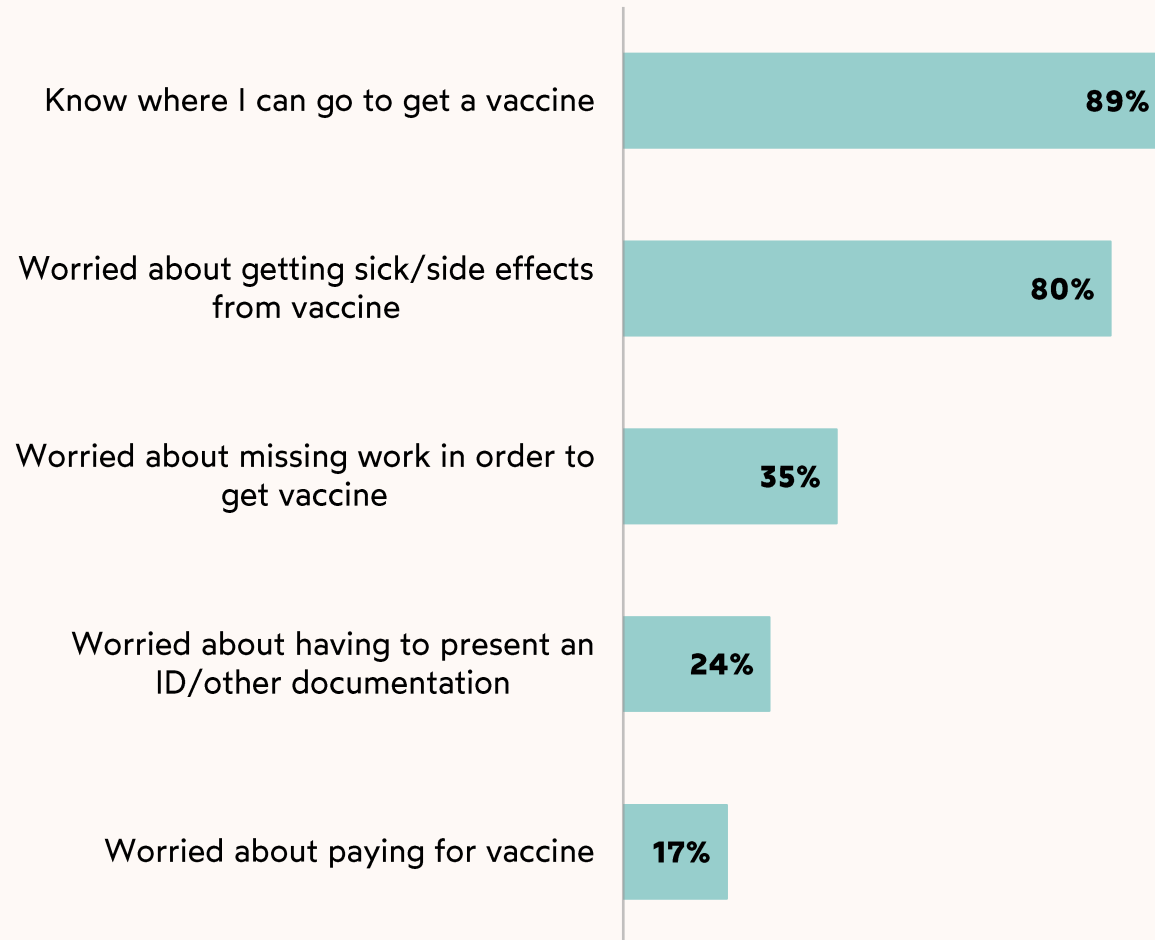
NEWARK

OAKLAND

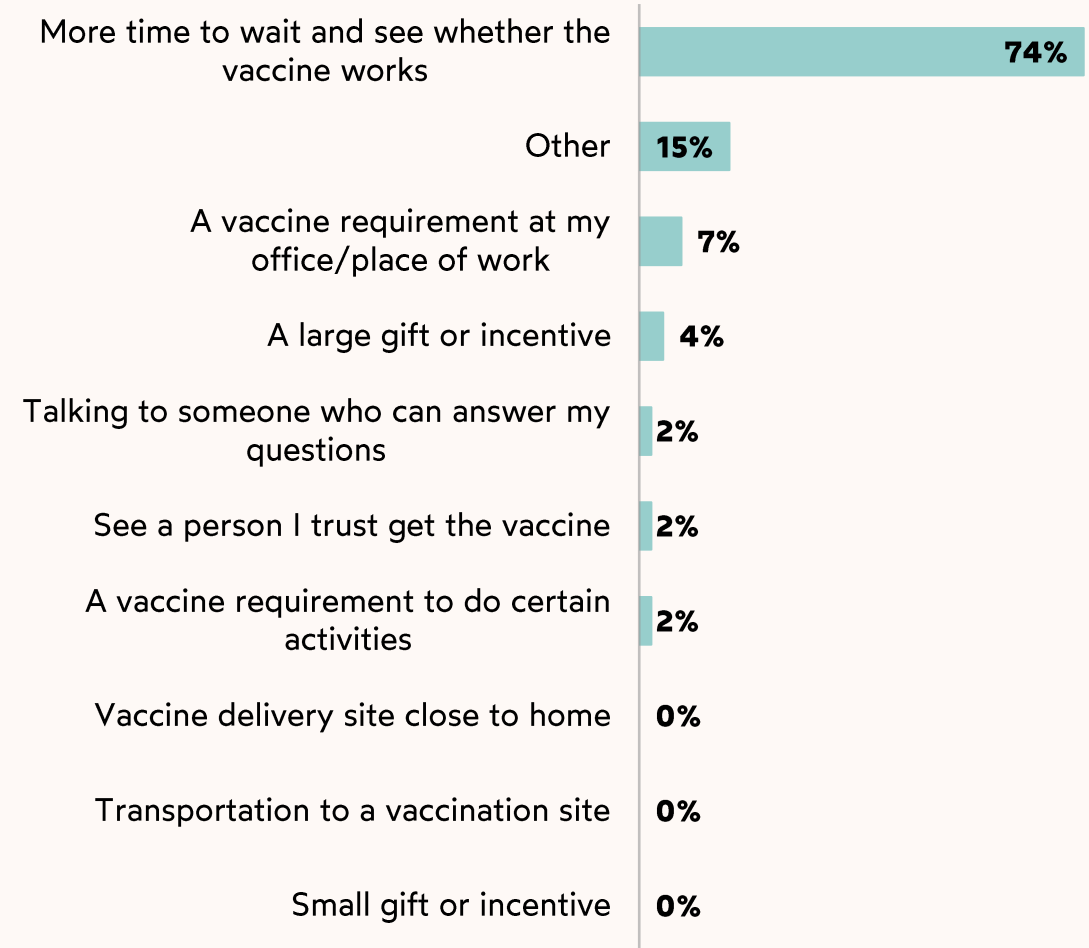
Among unvaccinated respondents ($n = 46$)

From January data

Barriers/Enablers



Motivators



BALTIMORE

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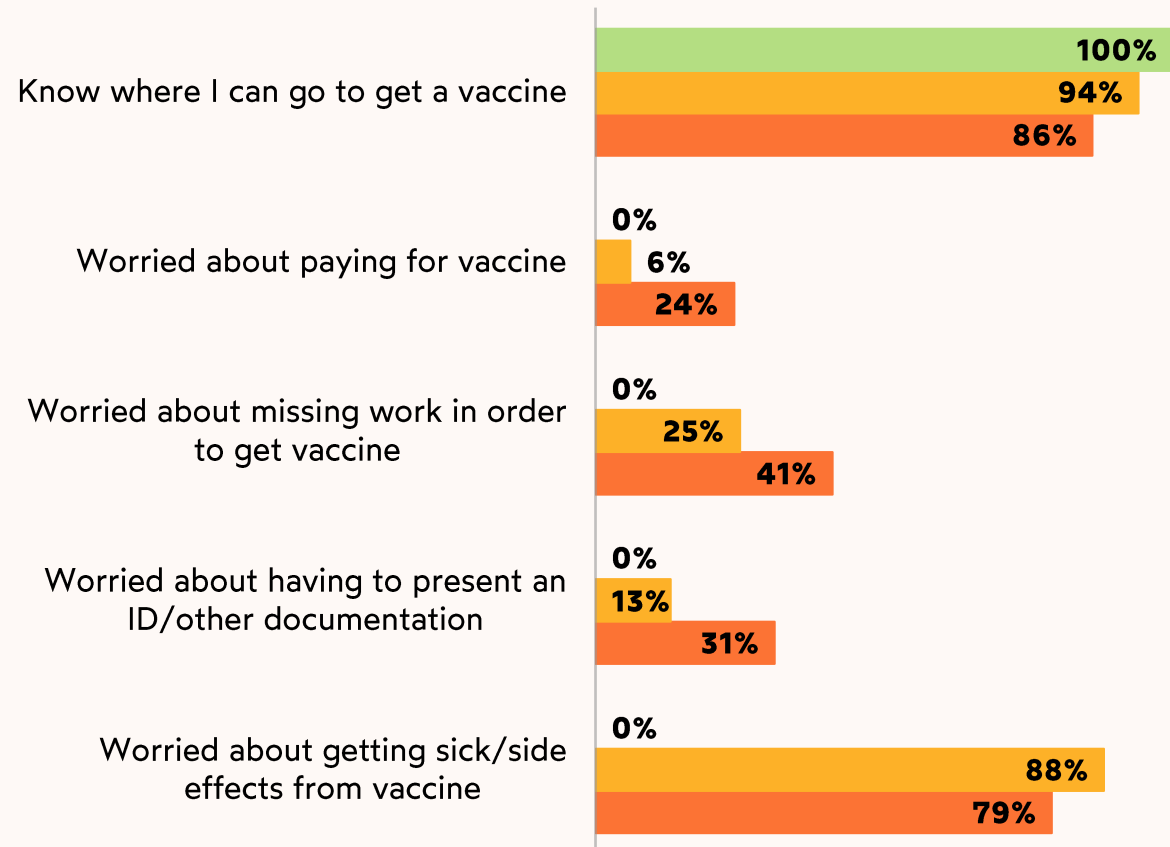
NEWARK

OAKLAND

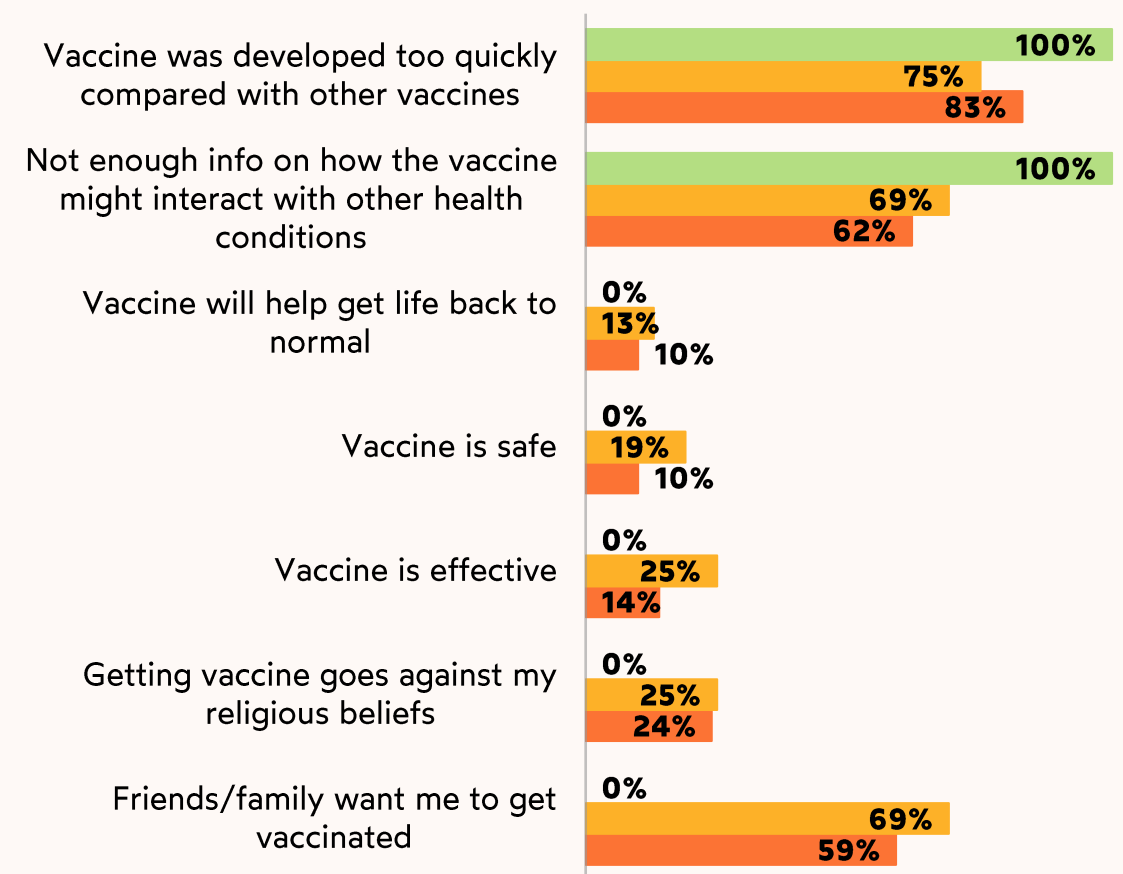
Types of unvaccinated respondents ($n = 46$)

From January data

Barriers/Enablers



Beliefs



■ Will definitely get vaccine (n=1)
 ■ Undecided about vaccine (n=16)
 ■ Do not intend to get vaccine (n=29)

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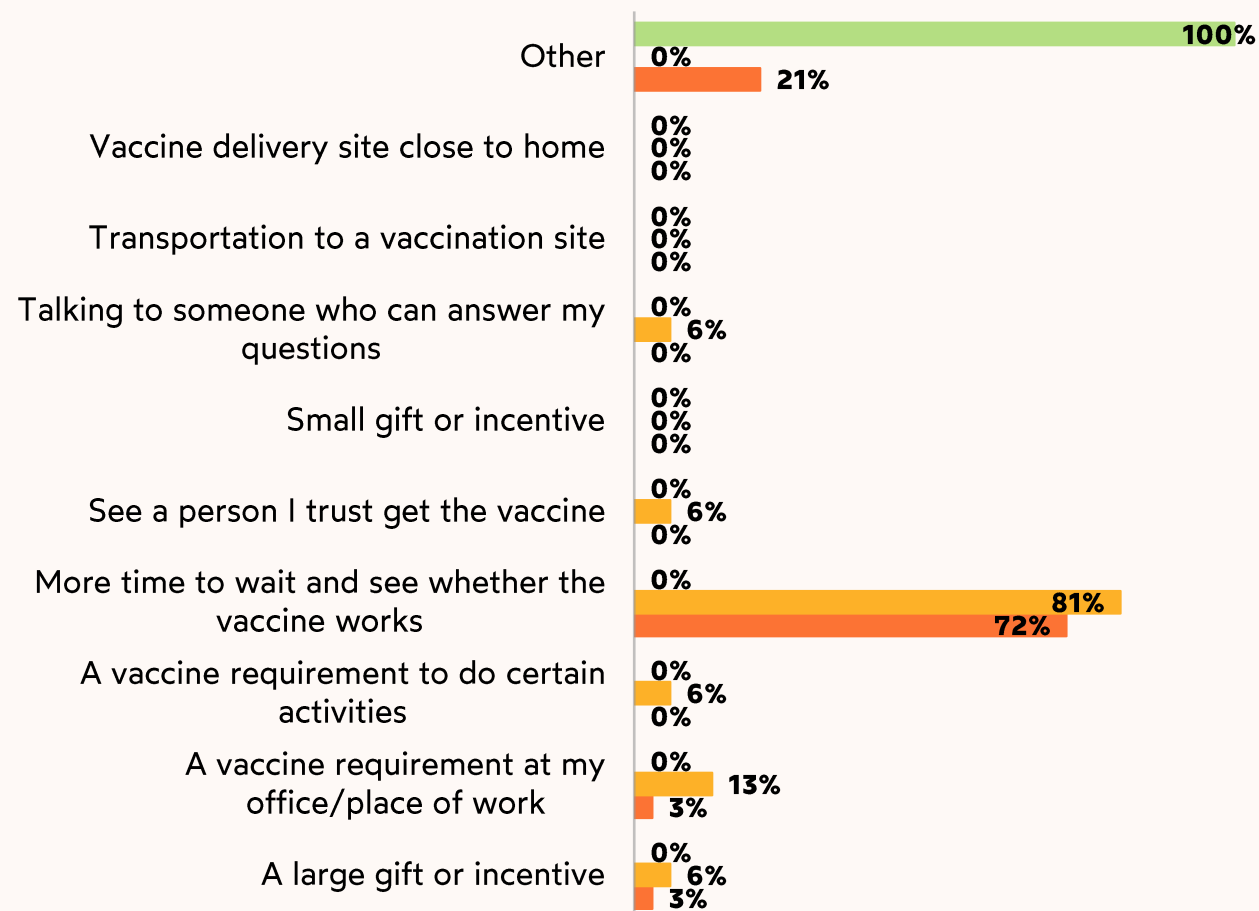
NEWARK

OAKLAND

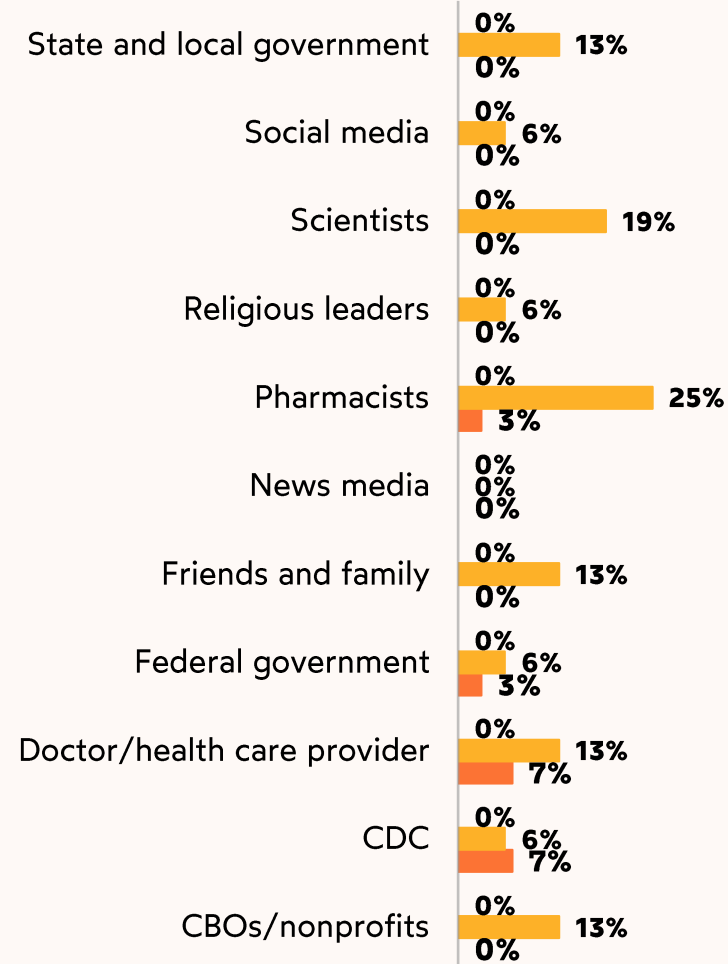
Types of unvaccinated respondents ($n = 46$)

From January data

Motivators to get the vaccine



Trusted messengers



Will definitely get vaccine (n=1)



Undecided about vaccine (n=16)



Do not intend to get vaccine (n=29)

*Survey questions 6c and 8

Survey insights by city: Houston (February)

Overview

- Methodology
- Respondents' vaccination status and intentions
- Respondents' Covid-19 testing history
- Characteristics and highlights among vaccinated respondents
- Characteristics and highlights among unvaccinated respondents
- Differences between “types” of unvaccinated respondents
- Vaccination trends over time
- Summary and potential actions

Monthly goal: 150 responses

Methodology

The main partner leading this effort is
Houston in Action.

Partnered with

Texas Toolbelt (TTB) leads the data
collection efforts.



Houston in Action is a partnership that consists of organizations that aim to strengthen community-led civic participation and organizing culture in Houston.

Methods



TTB uses tablets in its door-to-door canvassing efforts to capture respondents' answers. It is using census block groups to determine which neighborhoods to reach out to.

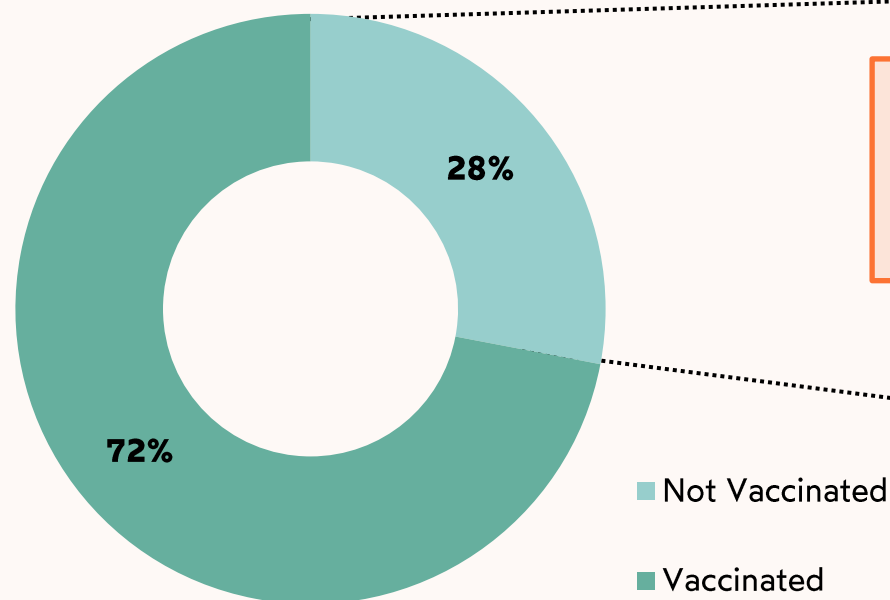
TTB is a canvassing and outreach organization that reaches out to Houston residents to encourage political and civic engagement.

Vaccination status and intention ($n = 206$)

From February data

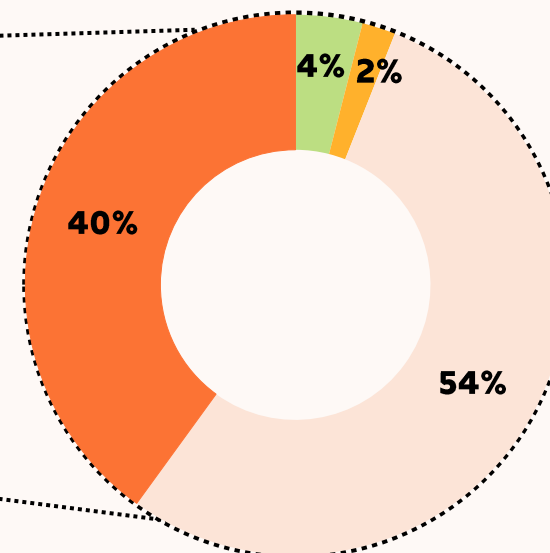
A little more than seven out of ten respondents are **vaccinated (72%)**. Among unvaccinated respondents (28%), only **4% intend to get the vaccine** and **56% are undecided**. **Nearly half** of the vaccinated respondents received their first dose of the vaccine primarily between **February 2021 and May 2021**, with a fifth of respondents getting their first dose in **March 2021**.

Surveyed population in Houston



Among the 28% who are not vaccinated

Forty percent of unvaccinated respondents **definitely do NOT** want to get the vaccine.



Most of the "undecided" group falls into the "probably won't get the vaccine" group.

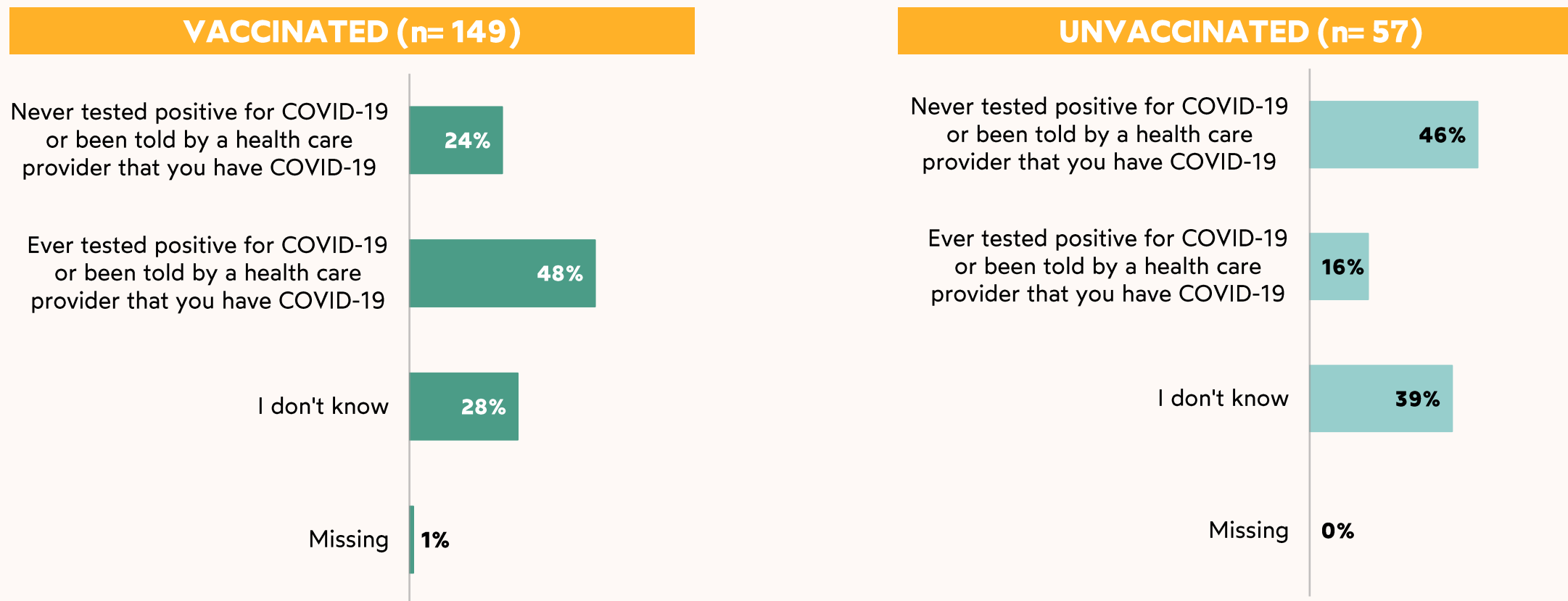
- Yes, will definitely get the vaccine
- Yes, will probably get the vaccine
- No, will probably NOT get the vaccine
- No, will definitely not get the vaccine

← **Undecided**

From February data

Respondents' personal experience with Covid-19 ($n = 206$)

Nearly half of vaccinated respondents reported having tested positive for Covid-19 or being told they have Covid-19 (48%) compared to 16% of unvaccinated respondents. However, a greater share of unvaccinated respondents reported not knowing if they ever tested positive or were told they have Covid-19 (39% vs 28%).**



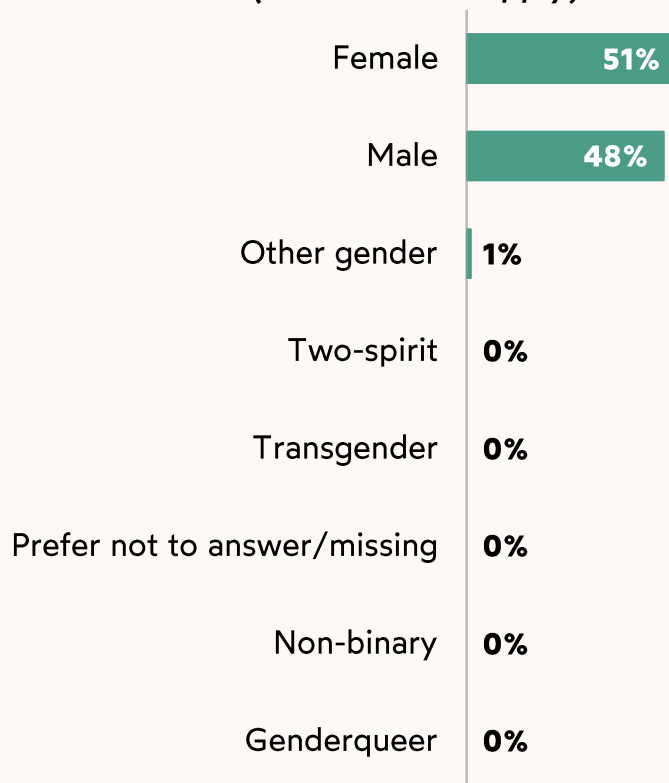
*Survey question 8.3; **High percentage of don't know responses make it difficult to interpret the differences between vaccinated and unvaccinated respondents accurately in this wave.

Who are the vaccinated respondents? ($n = 149$)

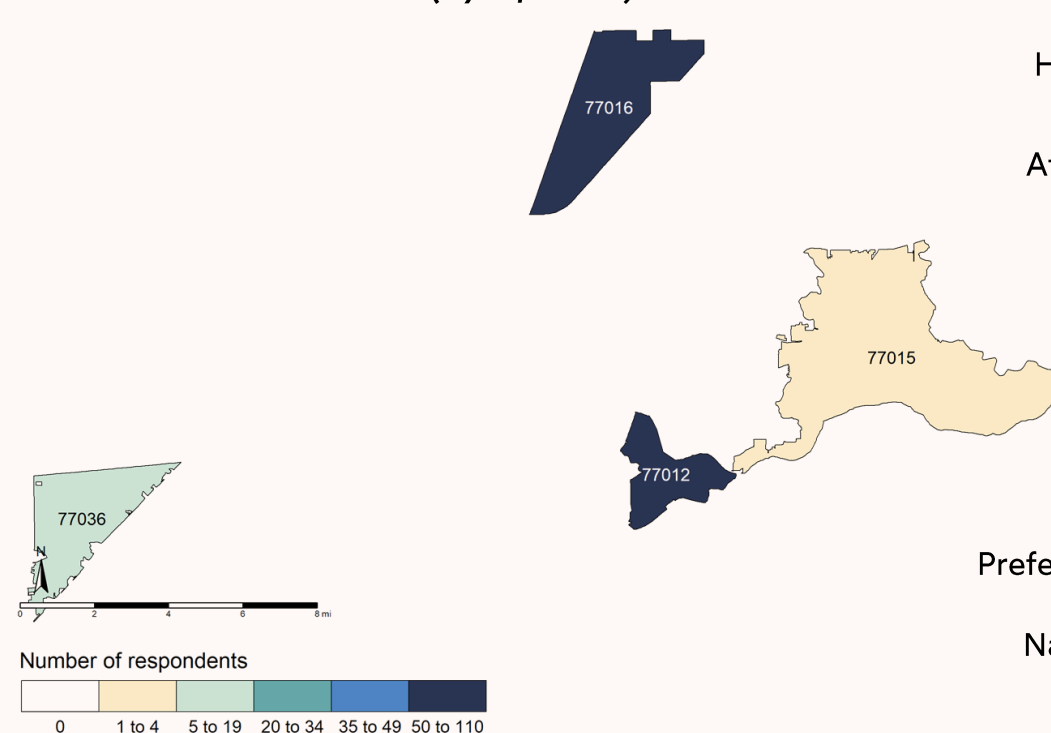
From February data

Just over half of vaccinated respondents were **female (51%)**, **58%** were **Hispanic or Latino/Latinx**, and many were from **zip codes 77016 and 77012**.

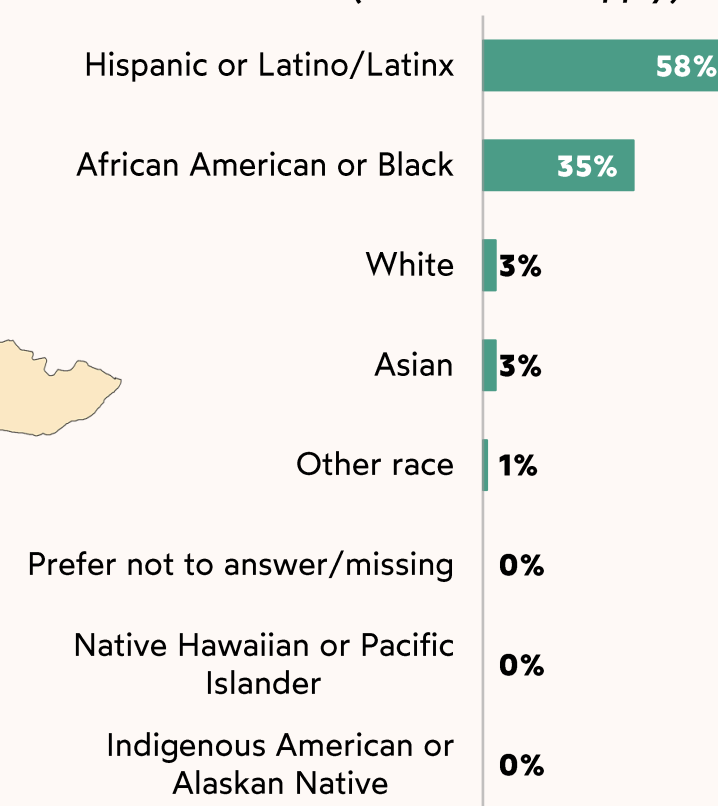
Gender (select all that apply)



Where respondents live (by zip code)



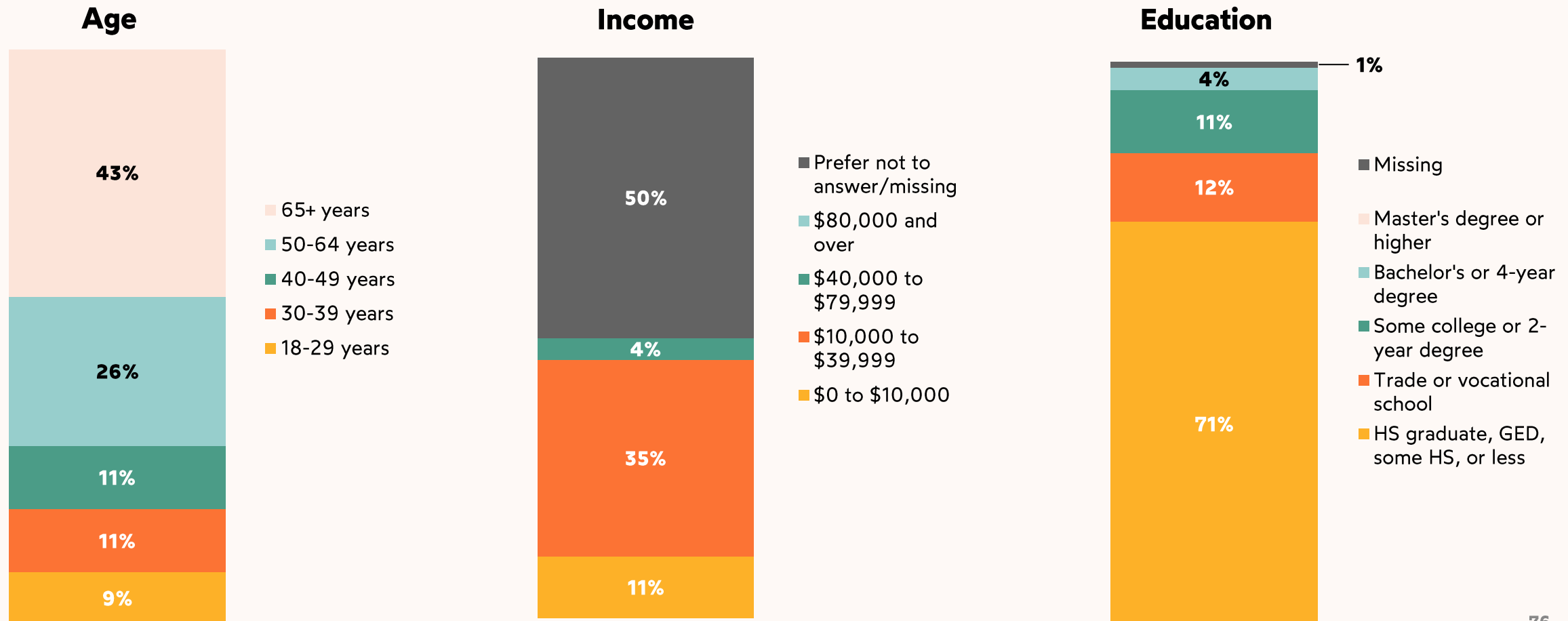
Race/ethnicity (select all that apply)



Who are the vaccinated respondents? ($n = 149$)

From February data

The largest share of vaccinated respondents were **over the age of 65 (43%)**, and nearly **three-quarters** have a **high school diploma/GED or less (71%)**.**

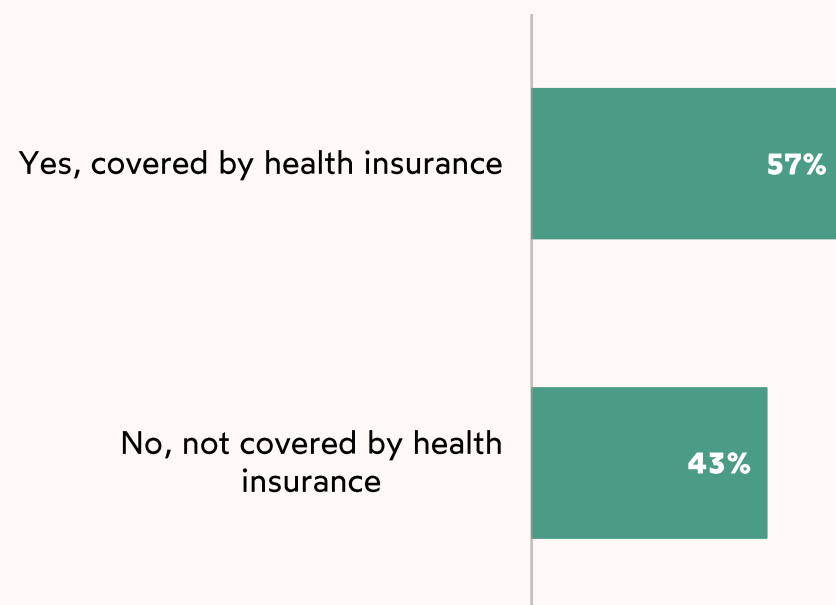


From February data

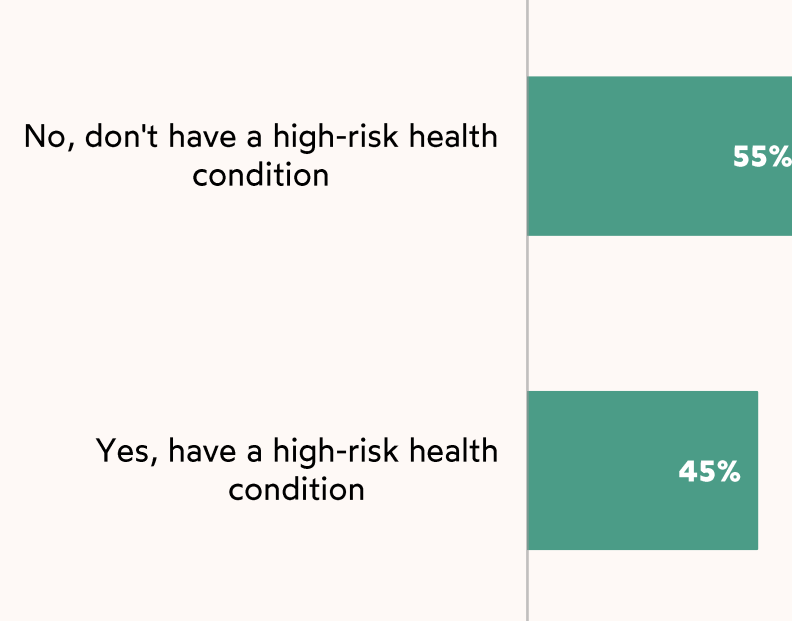
Who are the vaccinated respondents? ($n = 149$)

Over half (57%) of vaccinated respondents were **covered by health insurance** and **over half (55%)** did **not report having any high-risk health conditions**.

Health insurance coverage



High-risk medical conditions**



*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system. 77

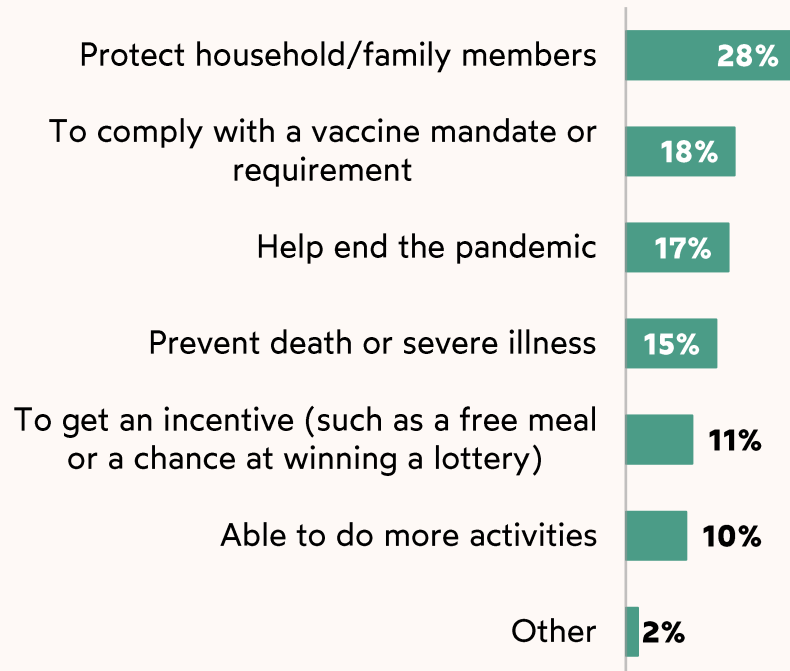
From February data

Among vaccinated respondents ($n = 149$)

MOTIVATORS



Vaccinated respondents were motivated by many different reasons to get the vaccine: **over one-quarter** motivated to **protect their household/family members (28%)**, and **nearly one-fifth** were motivated to **comply with a vaccine mandate or requirement (18%)**.



ACCESS



About three-quarters of respondents took **0 to 20 minutes (73%)** to get to the location where they received the vaccine.

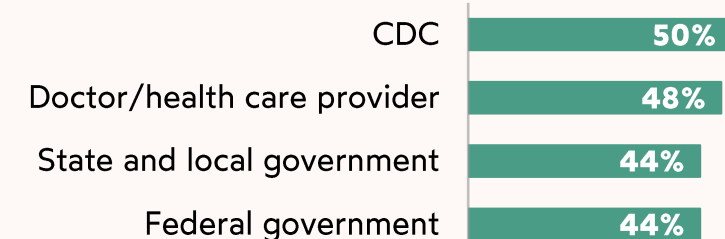


Over half of respondents **found it very easy (55%)** to make a vaccine appointment. Only **about a tenth** of respondents **found it somewhat or very difficult (12%)**.

MESSENGERS



The CDC (50%) and **doctors/health care providers (48%)** were the most trusted sources of information about the Covid-19 vaccine.



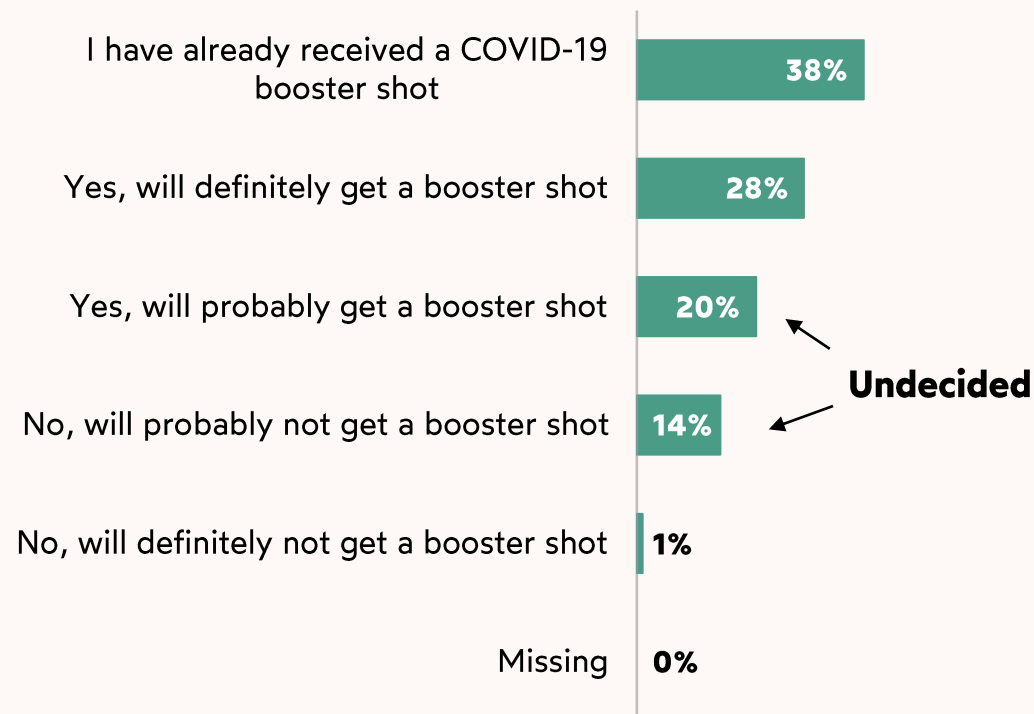
From February data

Among vaccinated respondents ($n = 149$)

Booster shot status



Two-thirds of vaccinated respondents **intend on getting a booster shot (28%)** or **have already gotten one (38%)**, and about **a third** of respondents are **undecided (34%)**.

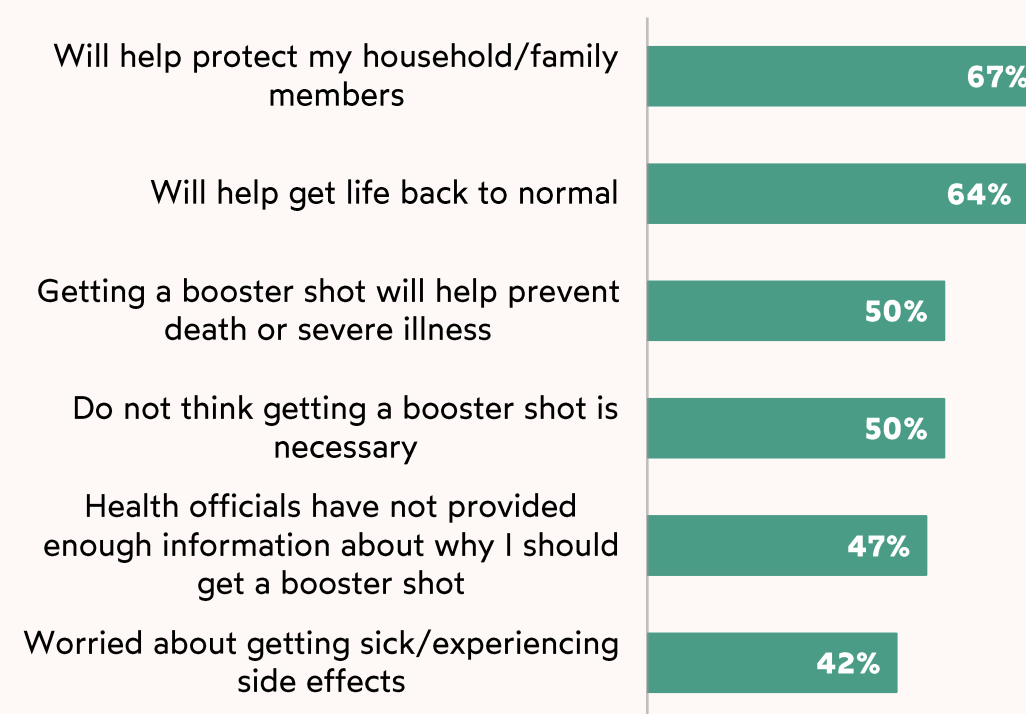


*Survey question 8.1

Booster shot attitudes



Vaccinated respondents believe getting a booster shot will help **protect their family and household (67%)** and **get life back to normal (64%)**. **Half** of vaccinated respondents **do not believe a booster shot is necessary (50%)**.

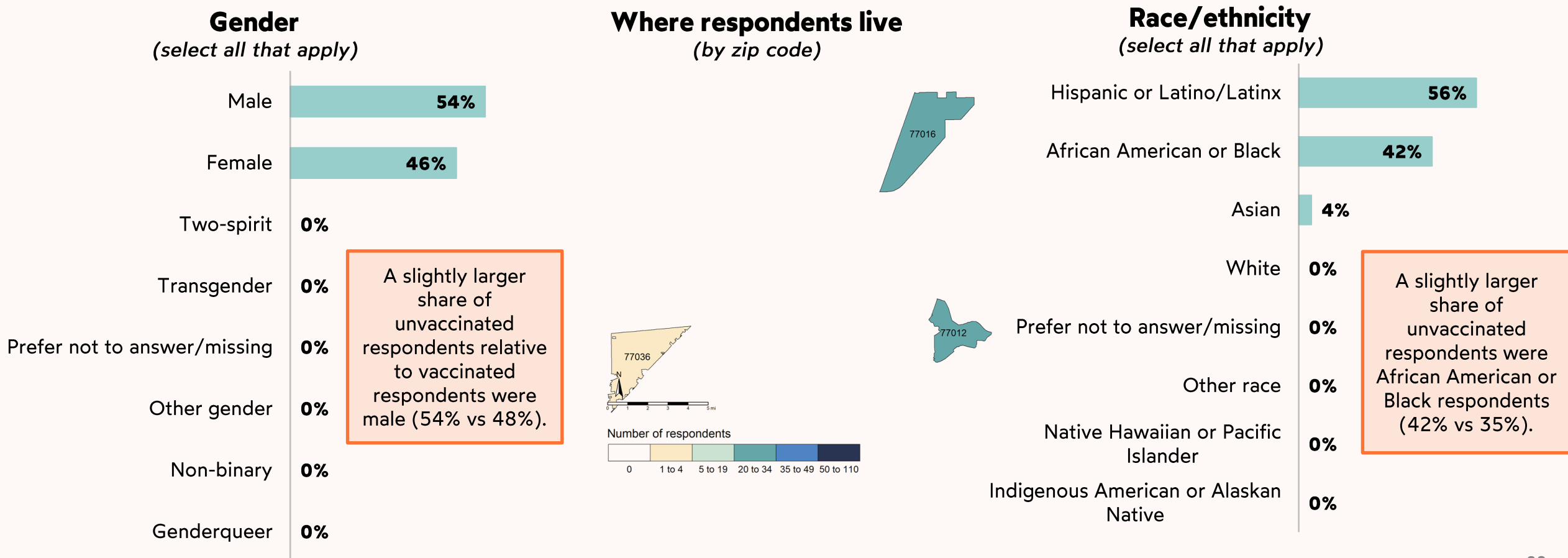


*Survey question 8.2

Who are the unvaccinated respondents? ($n = 57$)

From February data

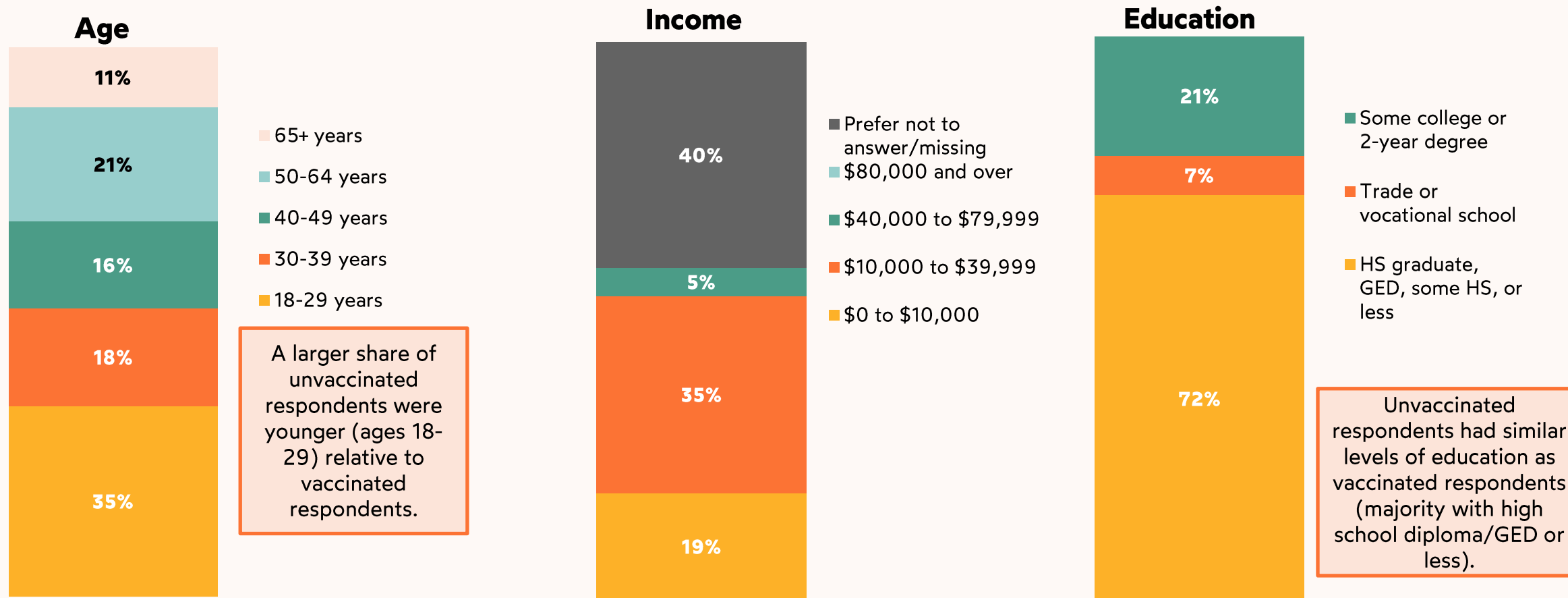
Just over half of unvaccinated respondents were **male (54%)**, over half were **Hispanic or Latino/Latinx (56%)**, and many were from **zip codes 77016 and 77012**.



From February data

Who are the unvaccinated respondents? ($n = 57$)

The largest share of unvaccinated respondents are ages **18–29 (35%)** and **almost three-quarters** have a **high school diploma/GED or less (72%).****

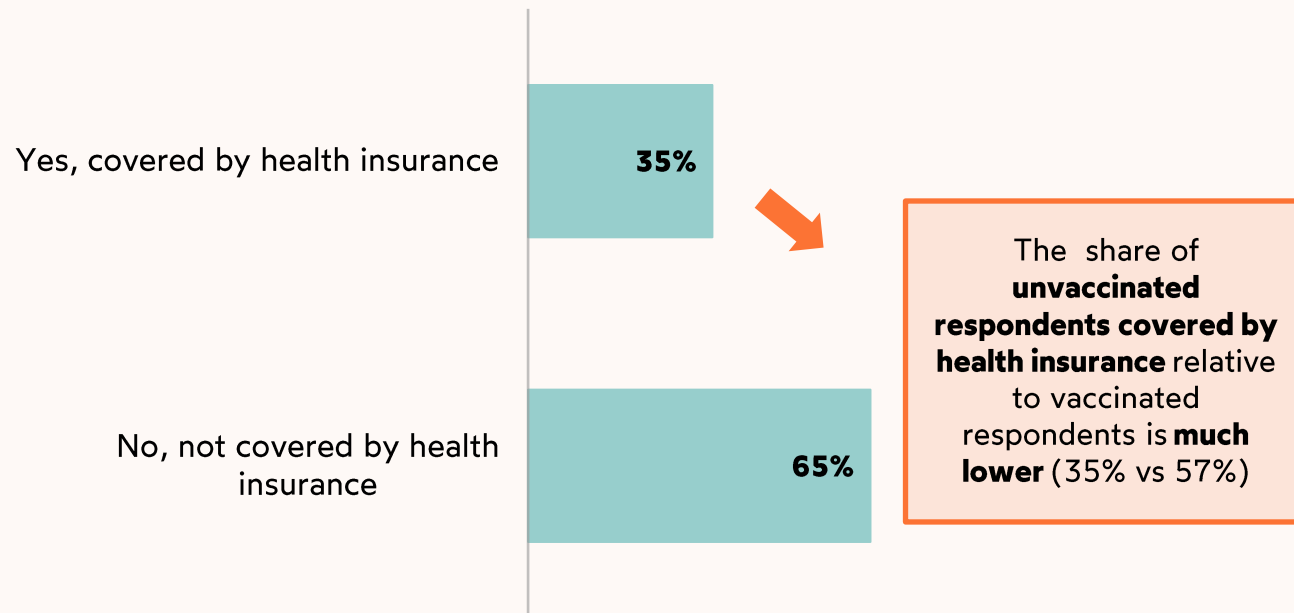


From February data

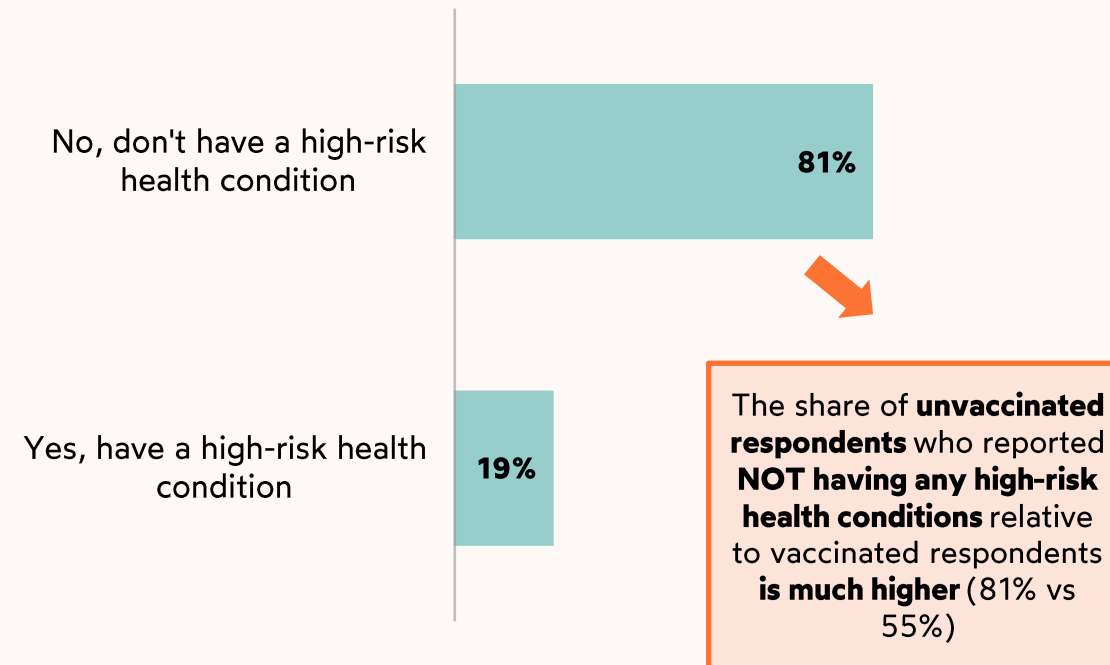
Who are the unvaccinated respondents? ($n = 57$)

Slightly over one-third of unvaccinated respondents were **covered by health insurance (35%)** and **around four-fifths** did not report having any high-risk health conditions (81%).

Health insurance coverage



High-risk medical conditions**



*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.

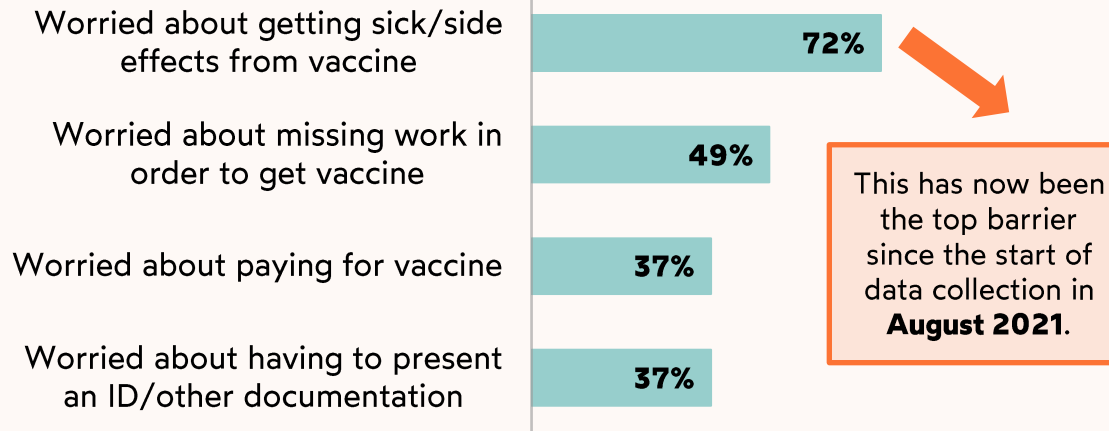
From February data

Among unvaccinated respondents ($n = 57$)

BARRIERS



Almost three-quarters of unvaccinated respondents **worry about getting sick or experiencing side effects from the vaccine (72%).**



ENABLERS



Most unvaccinated respondents **know where they can get a vaccine (84%).**

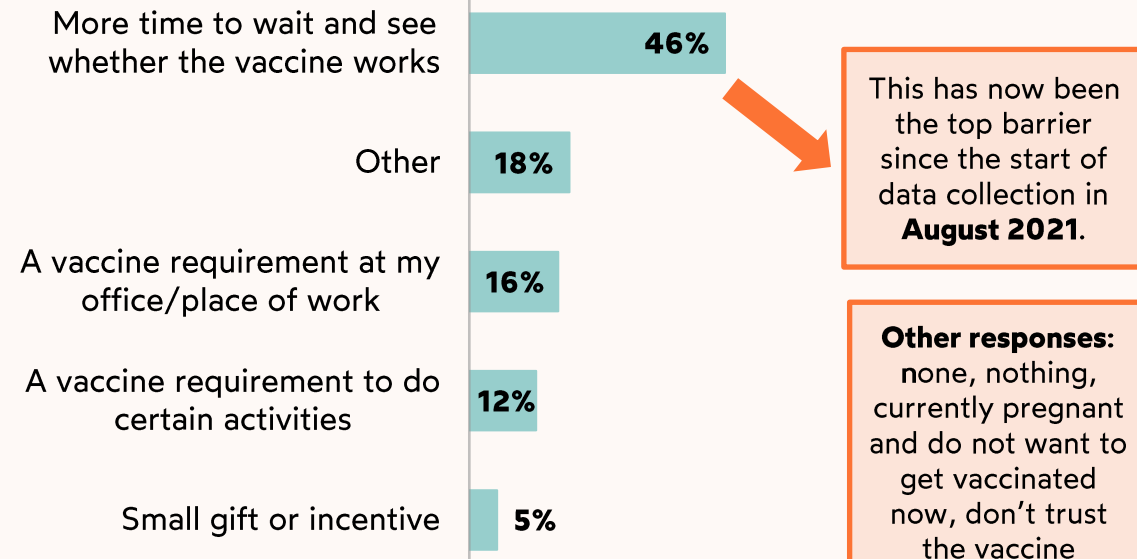
MOTIVATORS



Nearly half of unvaccinated respondents would prefer to have **more time to see whether the vaccine works (46%).**



Other motivators included a **vaccine requirement at work (16%)** or a **vaccine requirement to do certain activities (12%).**



Among unvaccinated respondents ($n = 57$)

From February data

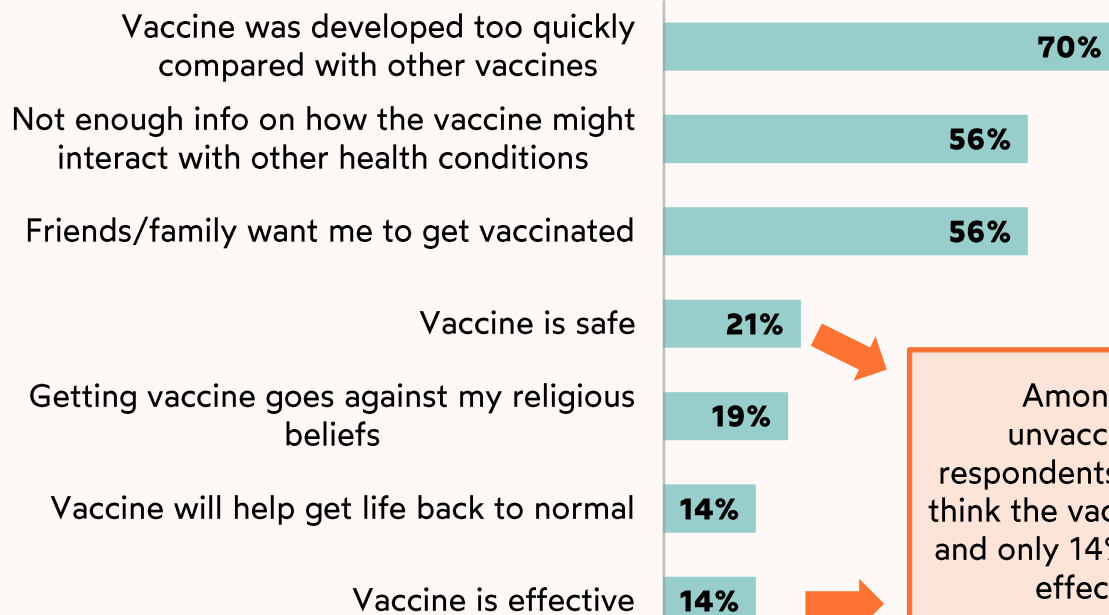
BELIEFS



Seventy percent of unvaccinated respondents believe **the vaccine was developed too quickly compared with other vaccines.**



Over half of respondents believe **there is not enough information on how the vaccine interacts with other health conditions (56%)** and a similar share believe **their friends and family want them to get vaccinated (56%).**

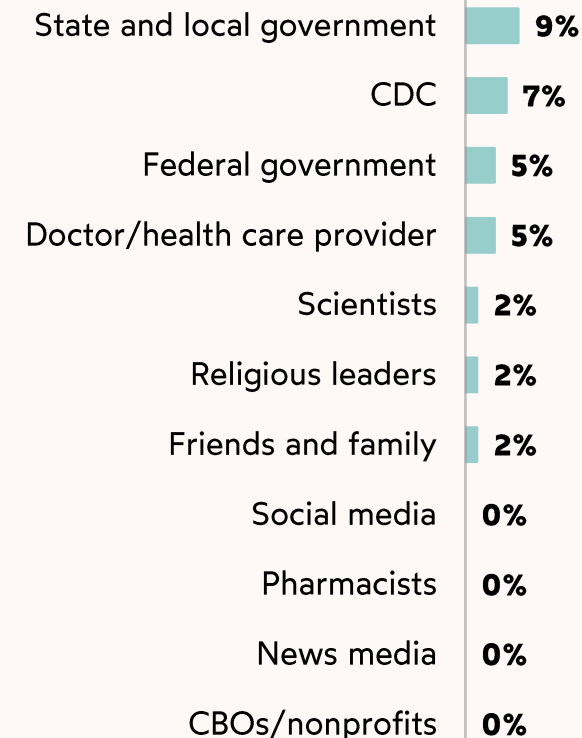


Among the unvaccinated respondents, only 21% think the vaccine is safe and only 14% think it is effective.

TRUSTED MESSENGERS



Overall, unvaccinated respondents reported **low to no trust in all sources for Covid-19 information (all under 10%)**. The share of unvaccinated respondents who show trust in sources for Covid-19 information is the lowest it has been since the start of data collection.



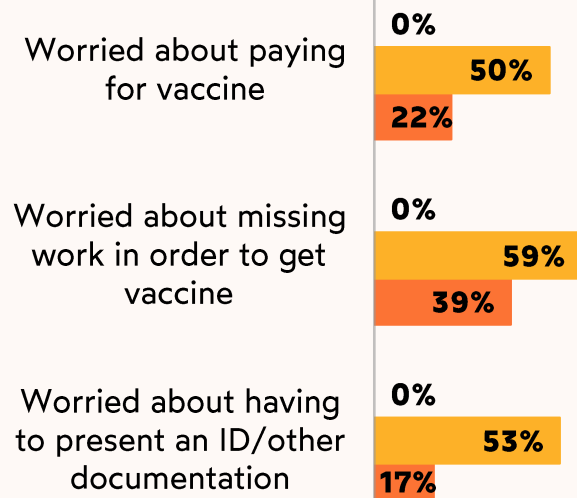
Vaccinated respondents had much higher trust in all messengers

Differences between types of unvaccinated respondents

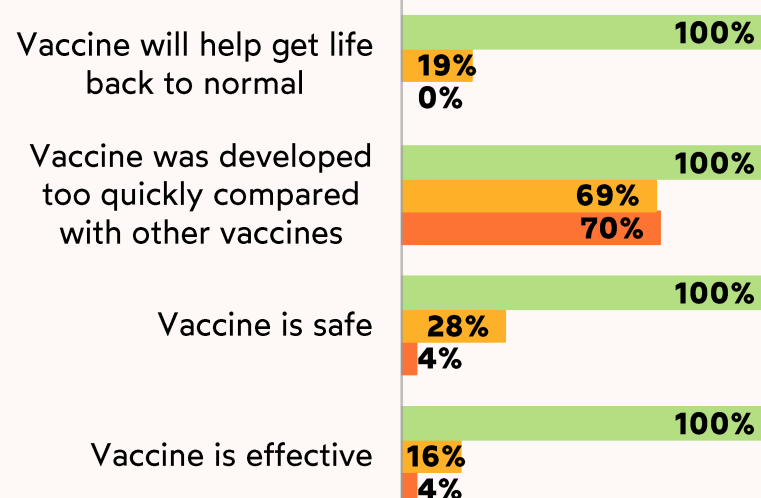
From February data

- A larger share of the **undecided** group reported worrying about the **logistics of getting the vaccine (e.g., missing work)** compared to the **do not intend to get the vaccine** group.
- While both the **undecided** and **do not intend to get the vaccine** groups believed the **vaccine was developed too quickly**, a smaller share of the **do not intend** group believed in the **safety and/or efficacy of the vaccine**.
- Both these groups reported **low levels of trust in various sources of information about the Covid-19 vaccine**.
- Given the smaller sample size of the **do not intend** group, it is important to not overinterpret these findings. Comparisons with the **intend to get the vaccine** group are also not reported due to the small sample size.

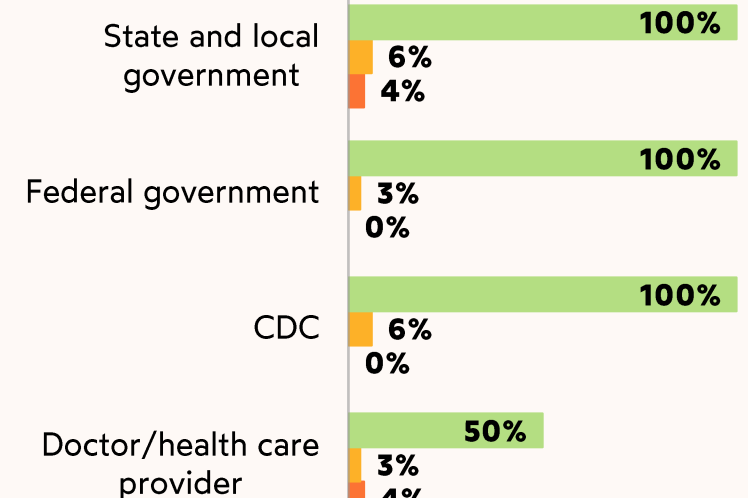
BARRIERS



BELIEFS



TRUSTED MESSENGERS



Intend to get vaccine (n=2)

Undecided about vaccine (n=32)

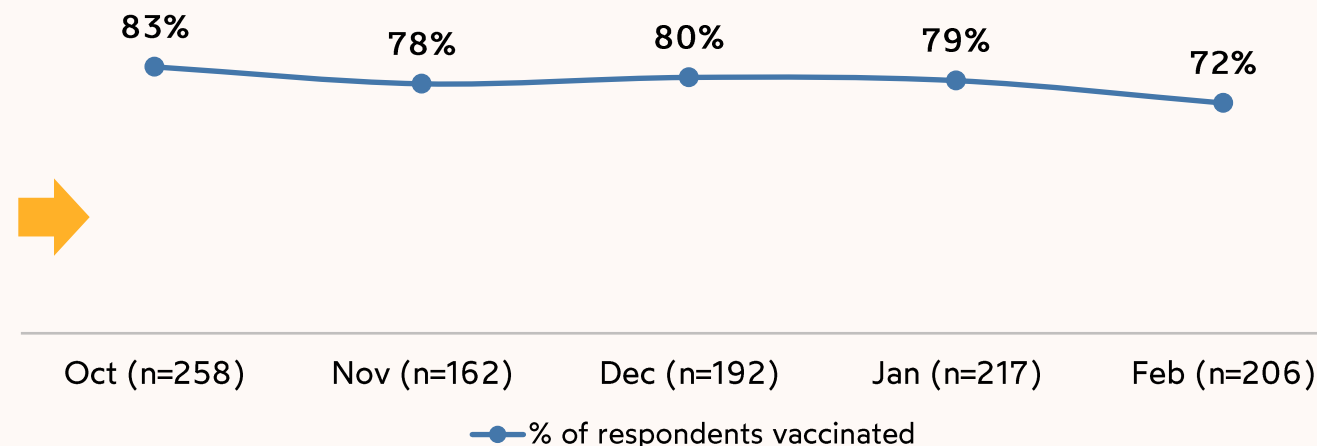
Do not intend to get vaccine (n=23)

Vaccination trends

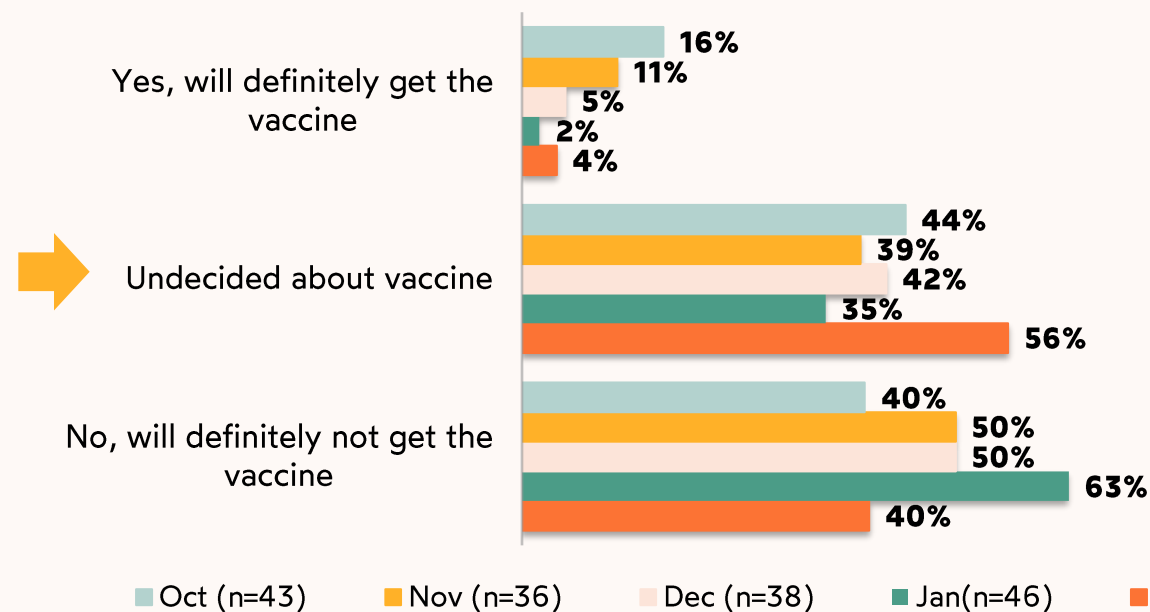
The share of respondents who were vaccinated stayed relatively the same across months but was slightly smaller in February.

Over time, it seems that more unvaccinated respondents noted that they do not intend to get the vaccine, except for February where there was a larger share of unvaccinated respondents who were undecided compared to previous months.

Vaccination rate



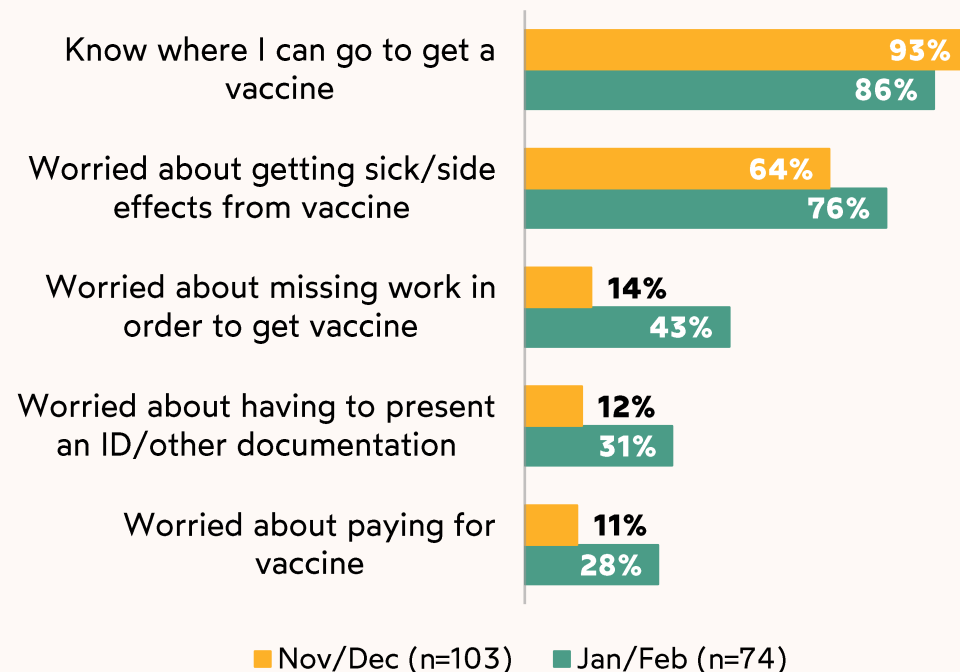
Intent to get vaccinated



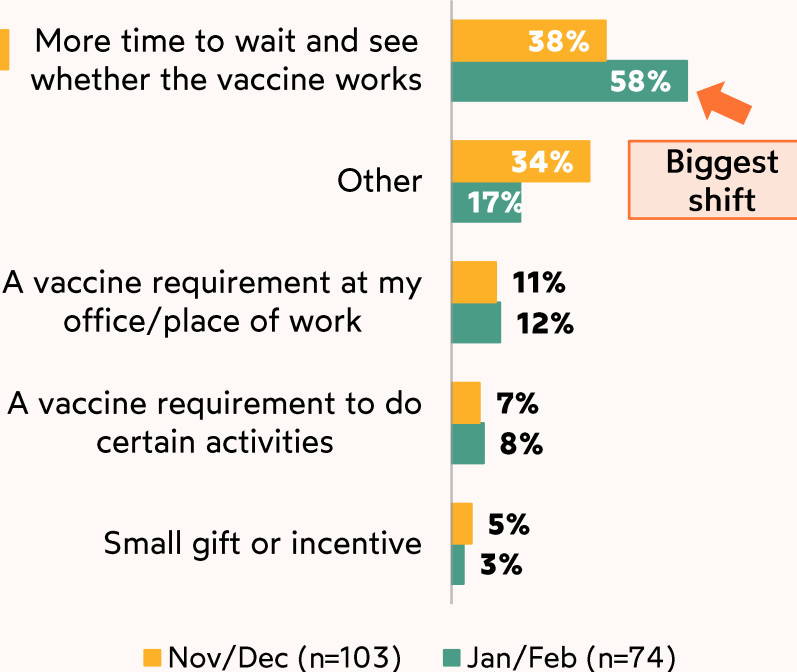
Trends from November/December to January/February

- Compared to November/December, unvaccinated respondents in January/February are more worried about the **logistics of getting a vaccine** (e.g., missing work, presenting identification, paying for a vaccine).
- Unvaccinated respondents in January/February have much **less trust in all messengers for information about the vaccine**.
- A larger share of unvaccinated respondents in January/February reported that they need **more time to wait and see whether the vaccine works**.

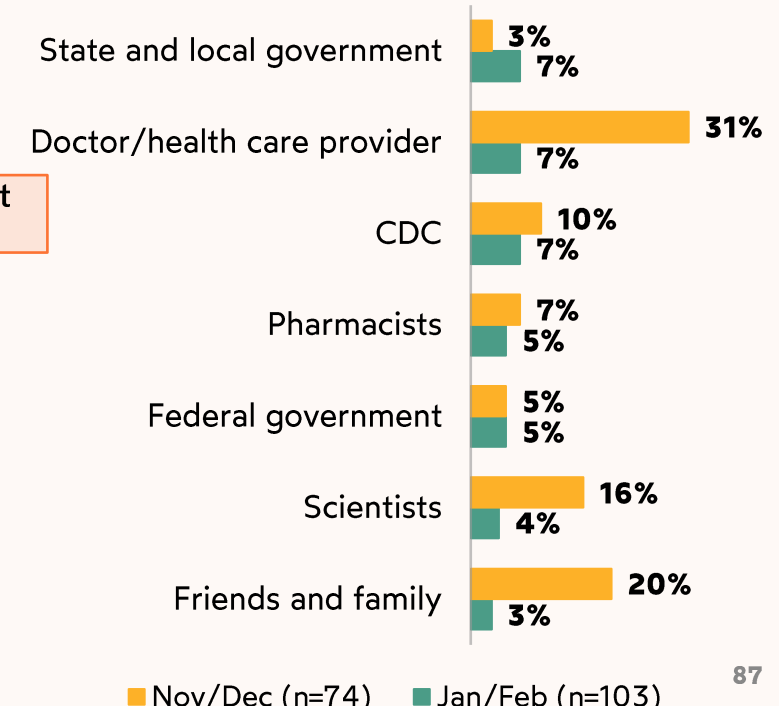
Barriers/Enablers



Motivators



Beliefs



Summary of key findings

From February data

KEY CHARACTERISTICS ABOUT SAMPLE

VACCINATED VS UNVACCINATED*

- A slightly larger share of **unvaccinated respondents were male** compared to vaccinated respondents, and slightly larger share of unvaccinated respondents were **African American/Black**.
- Unvaccinated and vaccinated respondents had **similar education levels** but belonged to different age groups. The largest share of unvaccinated respondents were 18-29 years old (35%) compared to 65+ years old for vaccinated respondents (43%).
- Compared to vaccinated respondents, a **larger share** of unvaccinated respondents reported having **no high-risk health conditions** and a **smaller share reported having health insurance**.

KEY TAKEAWAYS

VACCINATED RESPONDENTS

- Are most motivated to get the vaccine to **protect family and household members**
- Have **already gotten or plan to get the booster shot** (two-thirds)
- **Do not believe the booster shot is necessary** (one-half)
- **Show trust in the CDC, their doctors, and the government** about Covid-19 information (about half)

KEY TAKEAWAYS

UNVACCINATED RESPONDENTS

- Are most **worried about getting sick or experiencing side effects** from the vaccine
- Are **worried about the logistics about getting the vaccine** (ranges from one-third to one half depending on the item)
- Need more **information on how the vaccine interacts with other health conditions**
- Would like **more time to see whether vaccine works**
- Show **low levels of trust in various sources for Covid-19 information**

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 149 respondents and the unvaccinated sample size is 57 respondents)

Potential strategies based on key findings from survey data

From February data



Provide information that does the following:

- Details **how to manage side effects**
- Highlights how the clinical trials for the Covid-19 vaccines **included people with other health conditions like diabetes and obesity**
- Shows how the vaccine **works to prevent severe illness**



Validate and support people who want more time to wait and see (e.g., focus on other risk-reduction behaviors like masks and testing). Since this has been a consistent barrier for respondents, it might be good to have a focus group to better understand what “more time” means.



Talk to the community about **who they trust when it comes to information about Covid-19 and vaccines**. Since low trust in sources of Covid-19 information has been a consistent concern, have conversations with unvaccinated community members to identify where this distrust comes from.



Provide resources on the **logistics of getting the vaccine** (e.g., missing work, paying for the vaccine) to help remove barriers to access. Now that the vaccine has been available for over a year, there are fewer readily available resources on how to get the vaccine.

Houston (February) : Supplemental data slides

- Survey respondent demographics vs. city BIPOC demographics
- All figures for questions analyzed

BALTIMORE

CHICAGO

HOUSTON

NEWARK

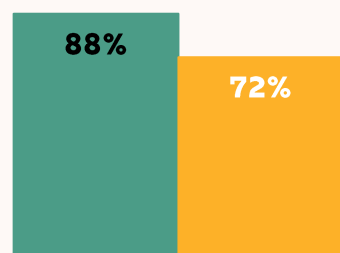
OAKLAND

From February data

Survey respondent demographics vs. Houston city BIPOC demographics

Vaccination status (at least one dose): Houston vs. Survey Sample (n = 206)

The survey sample had a lower vaccination rate compared to Houston's population.



Not vaccinated

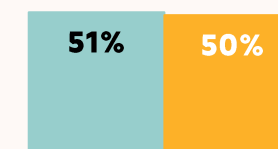
Vaccinated

■ Harris County / City of Houston COVID-19 Data Hub ■ Survey Sample

Note: Vaccination rates for Harris County are not specific to the BIPOC population unlike other demographics shown in this slide.

The survey sample and Houston's BIPOC population had similar gender distributions

Gender: Houston vs. Survey Sample (n = 206)

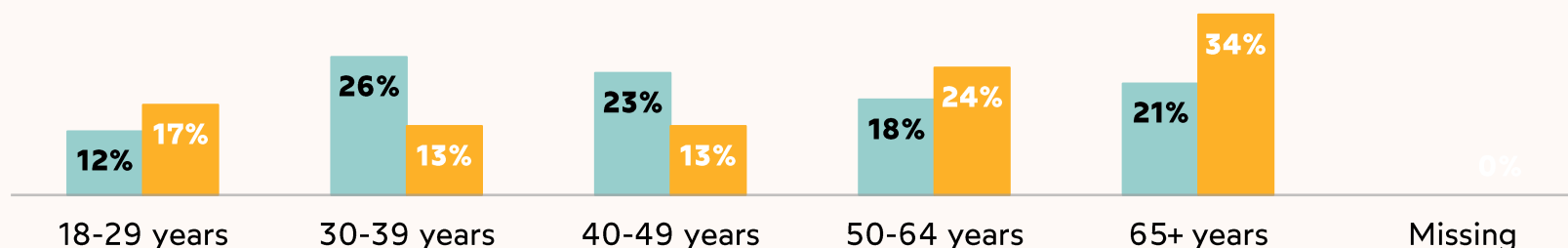


Female

Male

■ Houston BIPOC census, 2019 ACS microdata ■ Survey Sample

Age: Houston vs. Survey Sample (n = 206)



18-29 years

30-39 years

40-49 years

50-64 years

65+ years

Missing

■ Houston BIPOC census, 2019 ACS microdata ■ Survey Sample

The survey sample had a larger share of respondents over the age of 50 relative to the Houston BIPOC population.

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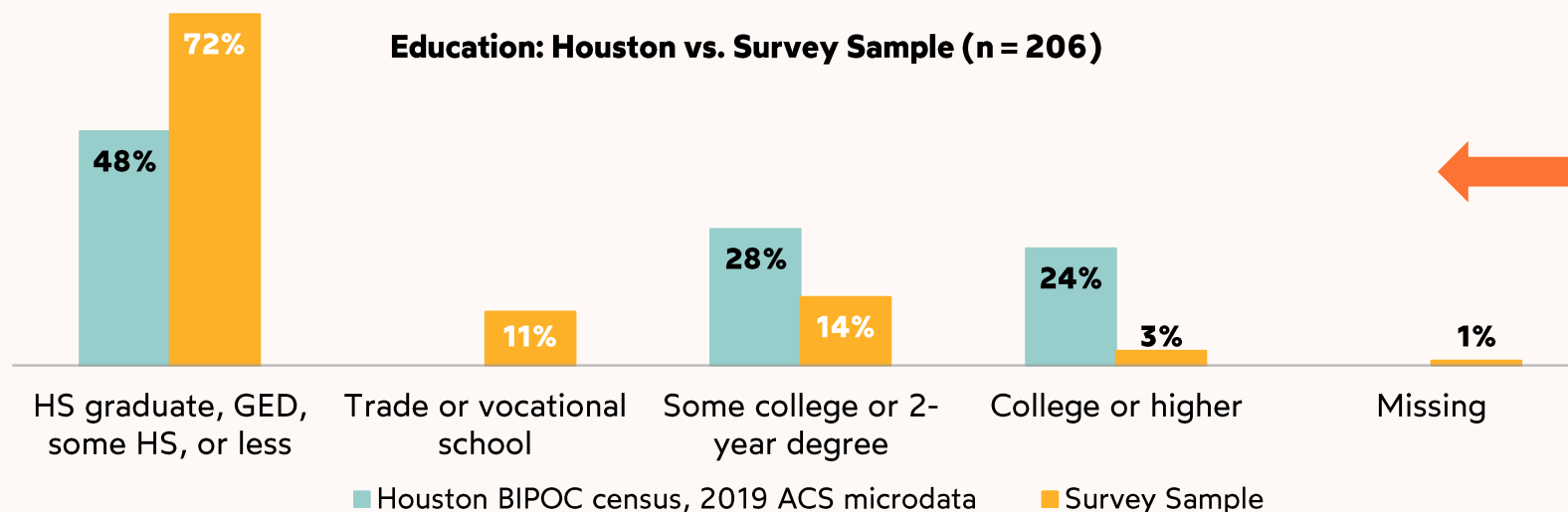
HOUSTON

NEWARK

OAKLAND

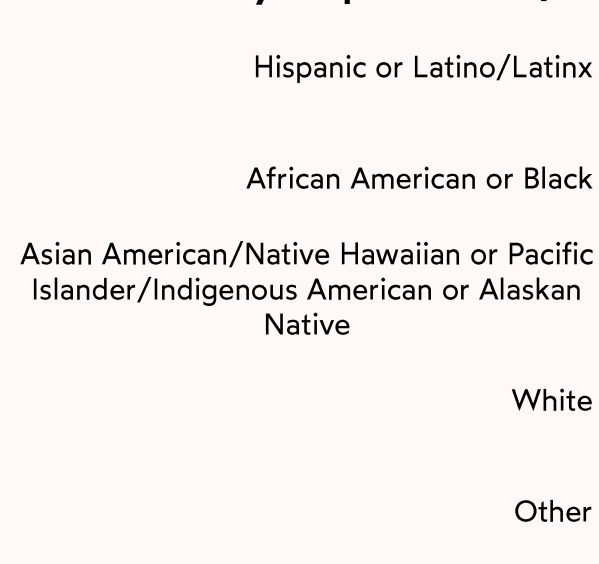
Survey respondent demographics vs. Houston city BIPOC demographics

From February data



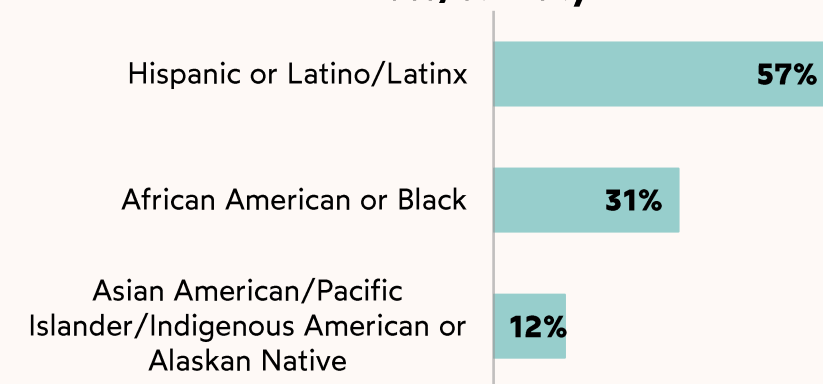
The survey sample **had lower education levels** relative to Houston's BIPOC population.

Survey Sample Q11. Race/ethnicity (n = 206)



Compared with Houston's BIPOC population, the survey sample had slightly more African American or Black respondents and fewer Asian American/Pacific Islander/Indigenous American or Alaskan Native respondents.

Houston BIPOC census, 2019 ACS microdata BIPOC race/ethnicity



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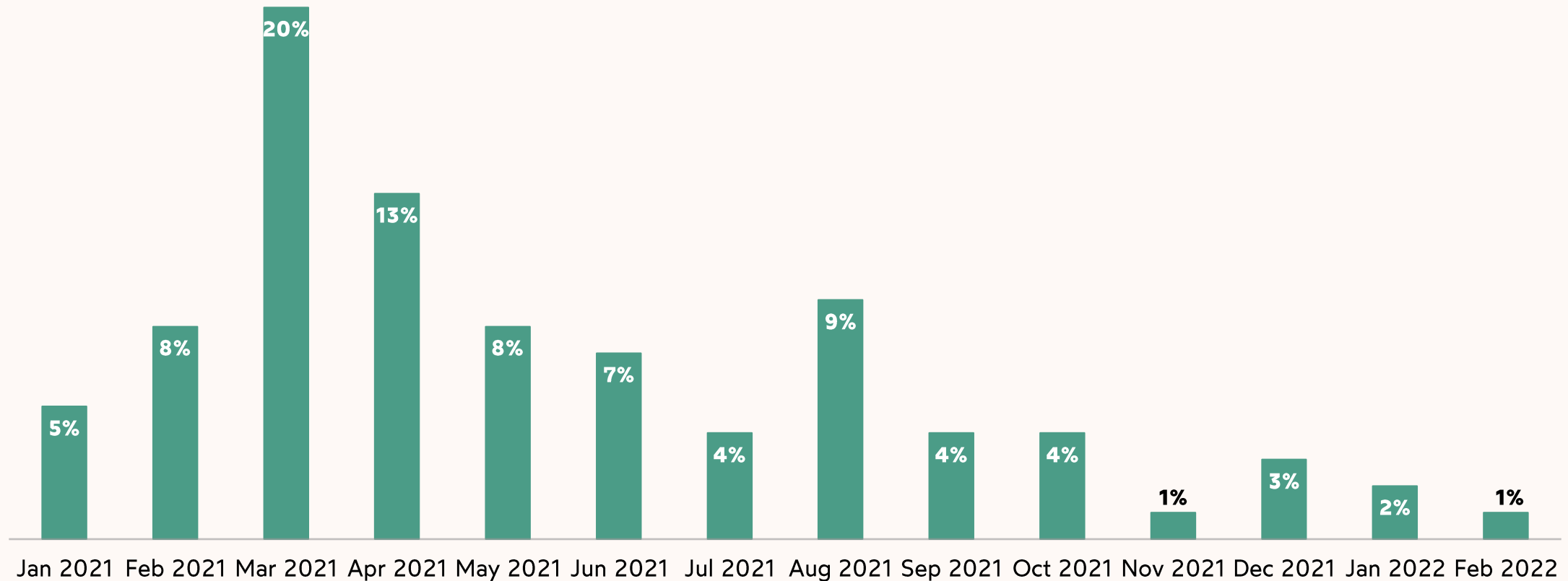
NEWARK

OAKLAND

From February data

Date of first vaccination ($n = 149$)

Nearly half of the vaccinated respondents received their first dose of the vaccine primarily between **February 2021 and May 2021 (49%)**, with a fifth of respondents getting their first dose in **March 2021**.



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HOUSTON

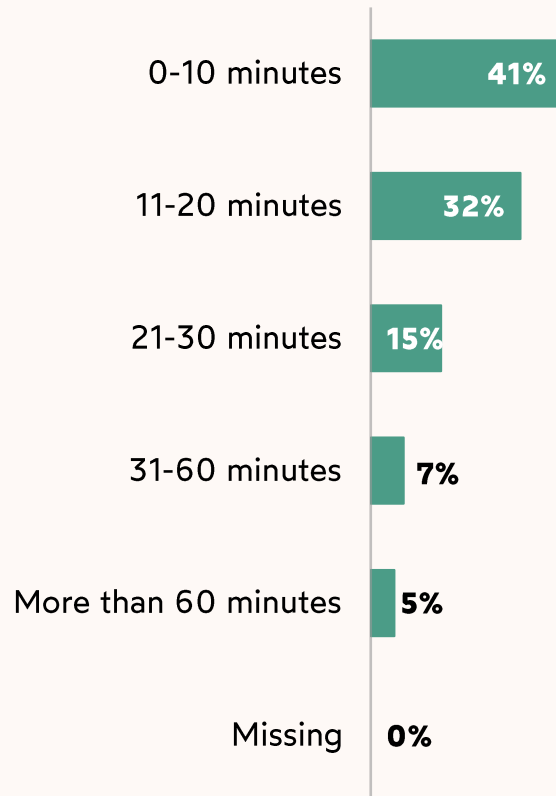
NEWARK

OAKLAND

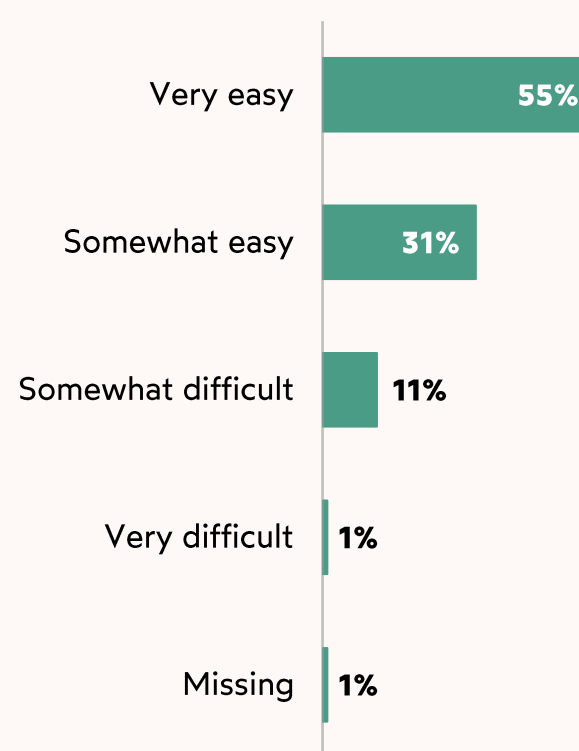
From February data

Among vaccinated respondents ($n = 149$)

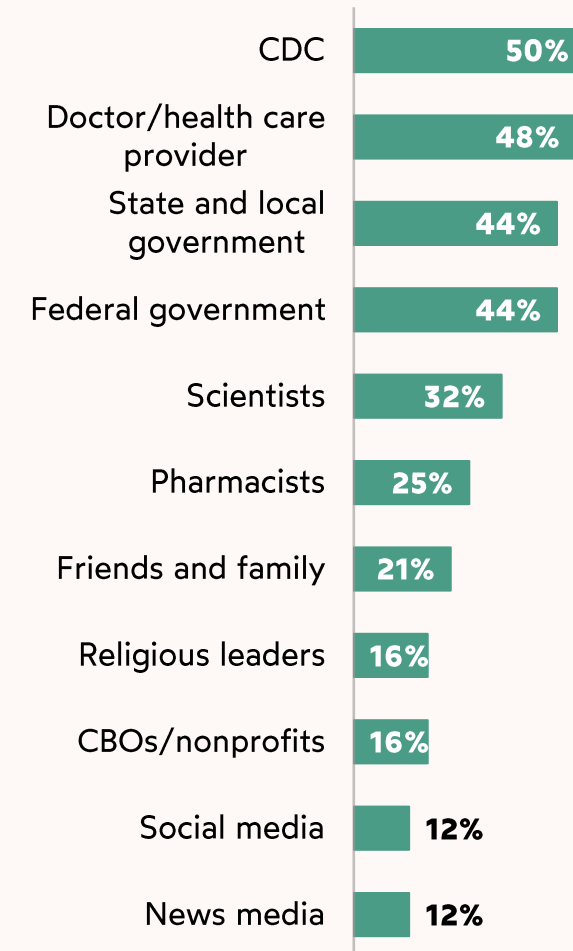
Time taken to get vaccinated



Ease of getting an appointment



Trusted messengers



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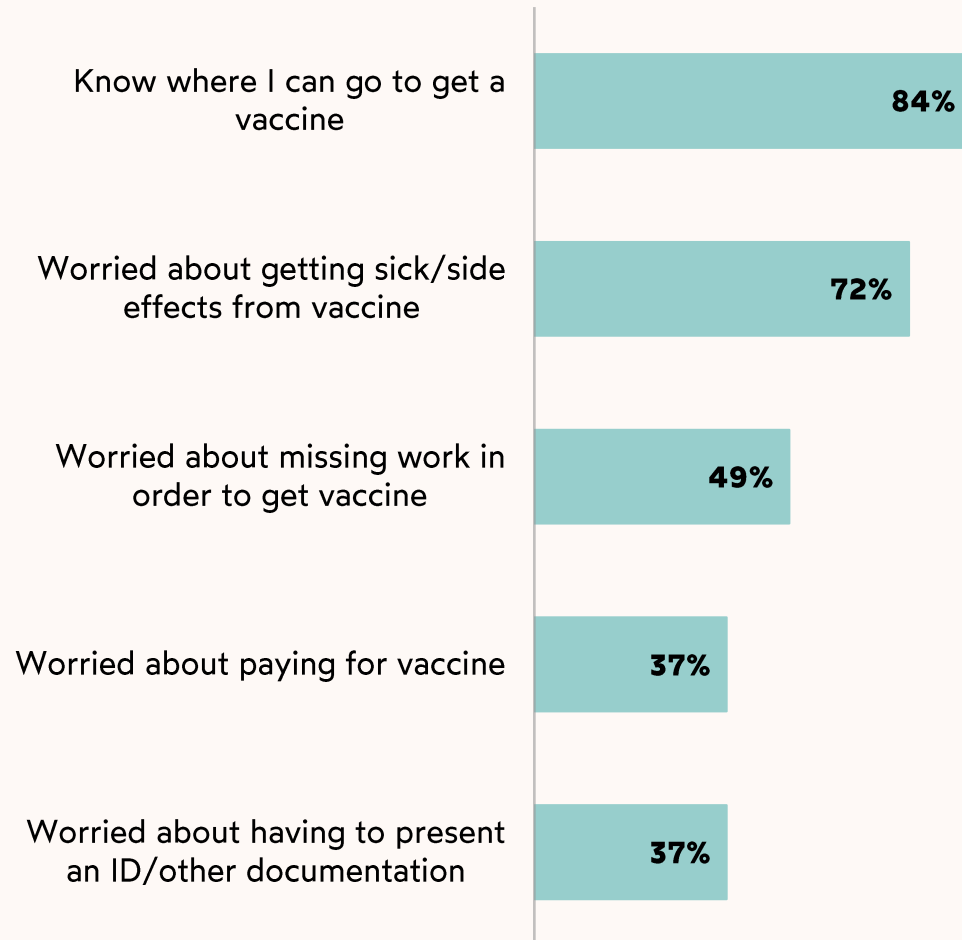
NEWARK

OAKLAND

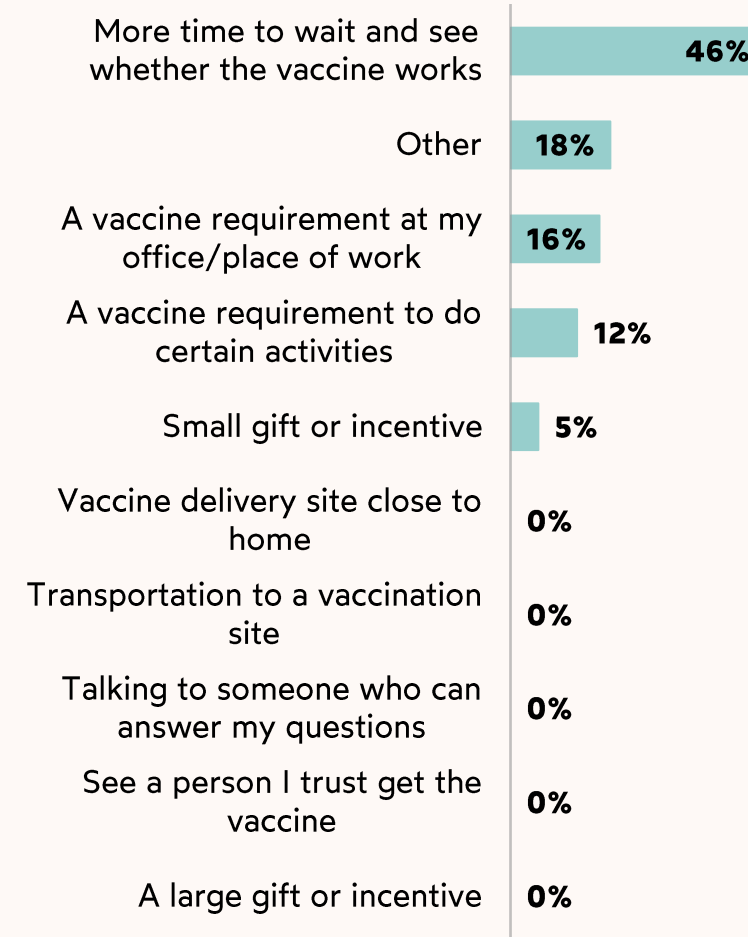
Among unvaccinated respondents ($n = 57$)

From February data

Barriers/Enablers



Motivators



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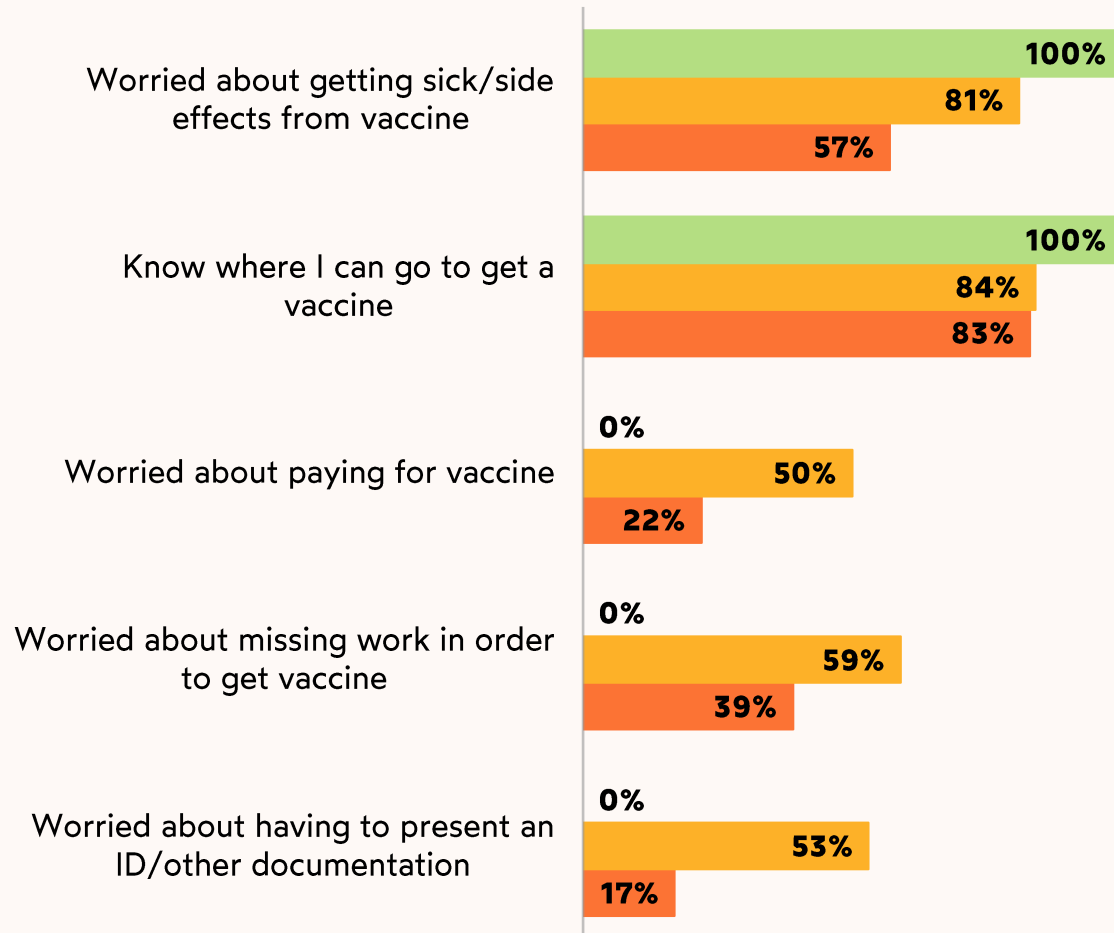
HOUSTON

NEWARK

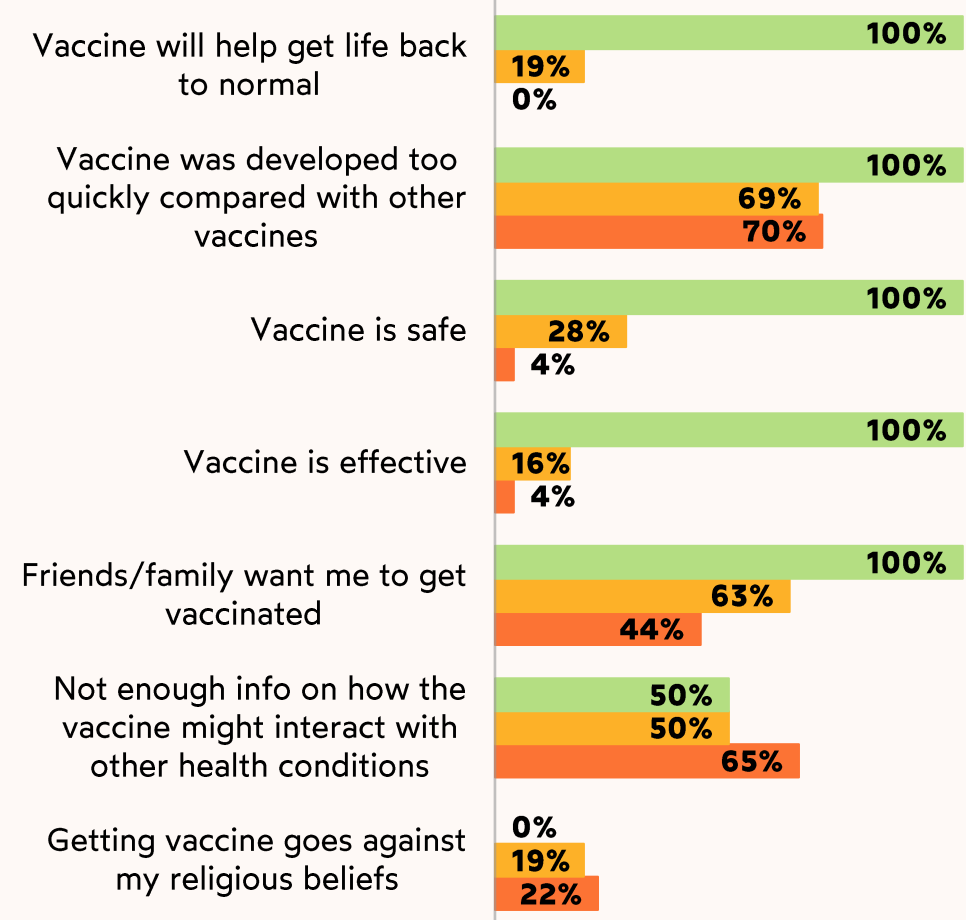
OAKLAND

Types of unvaccinated respondents ($n = 57$)

Barriers/Enablers



Beliefs



Will definitely get vaccine (n=2)



Undecided about vaccine (n=16)



Do not intend to get vaccine (n=19)

BALTIMORE

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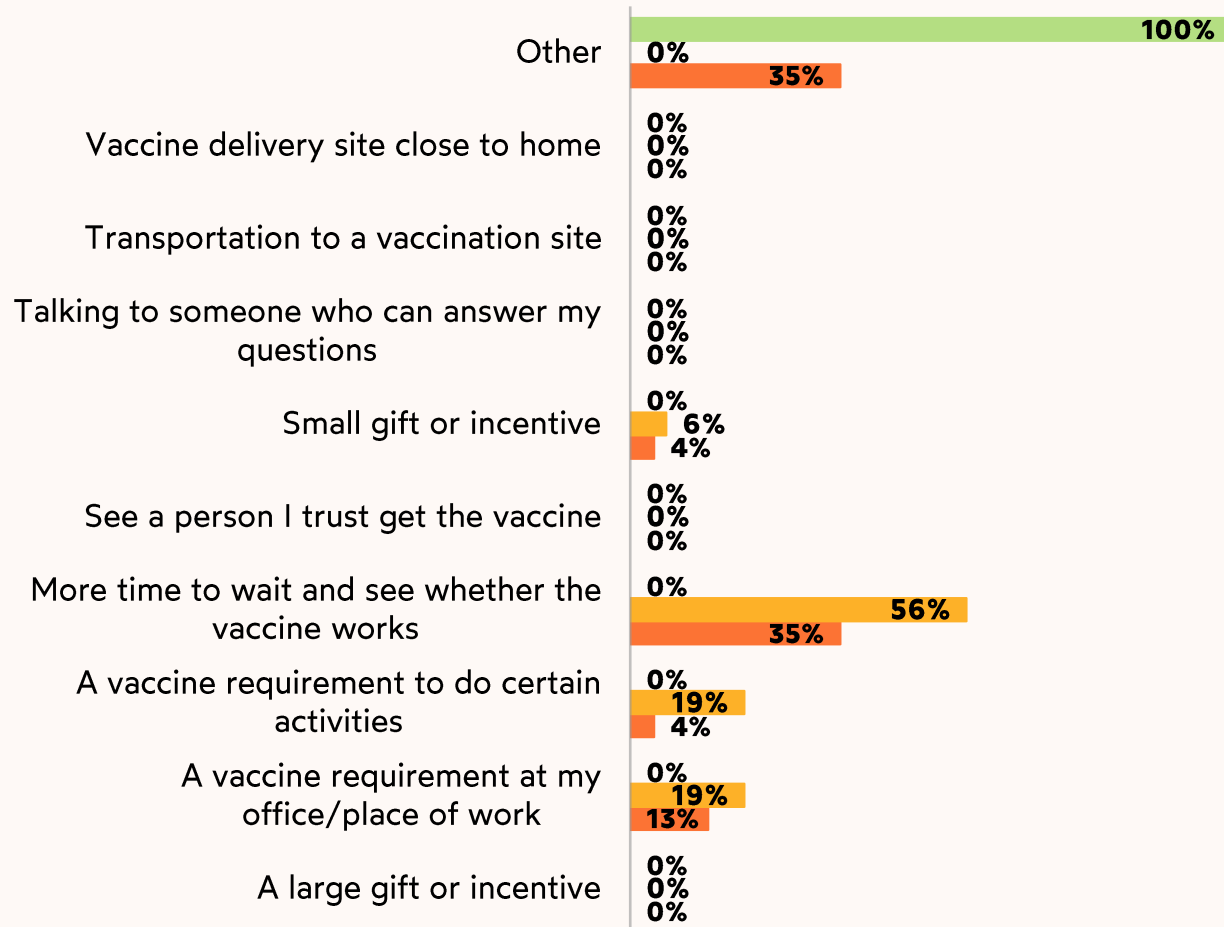
HOUSTON

NEWARK

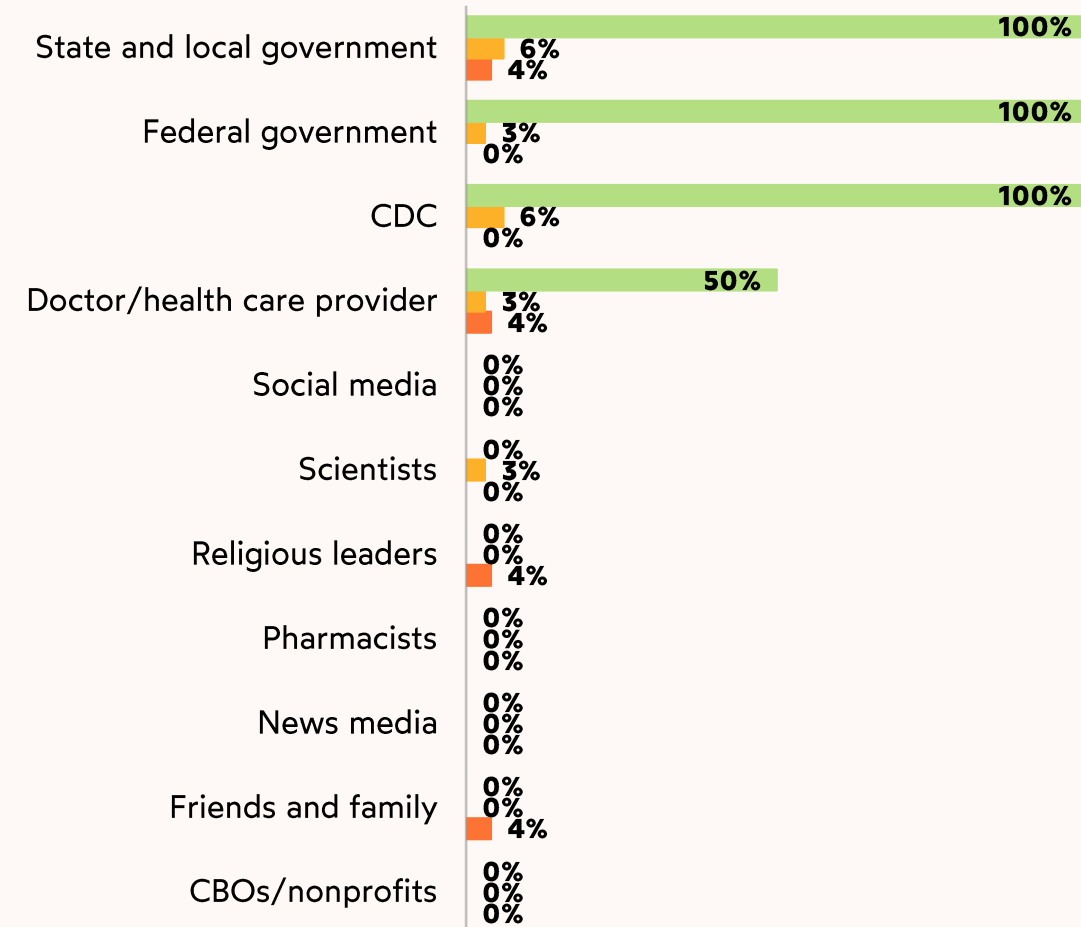
OAKLAND

Types of unvaccinated respondents ($n = 57$)

Motivators to get the vaccine



Trusted messengers



Will definitely get vaccine (n=2)



Undecided about vaccine (n=32)



Do not intend to get vaccine (n=23)

BALTIMORE

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HOUSTON

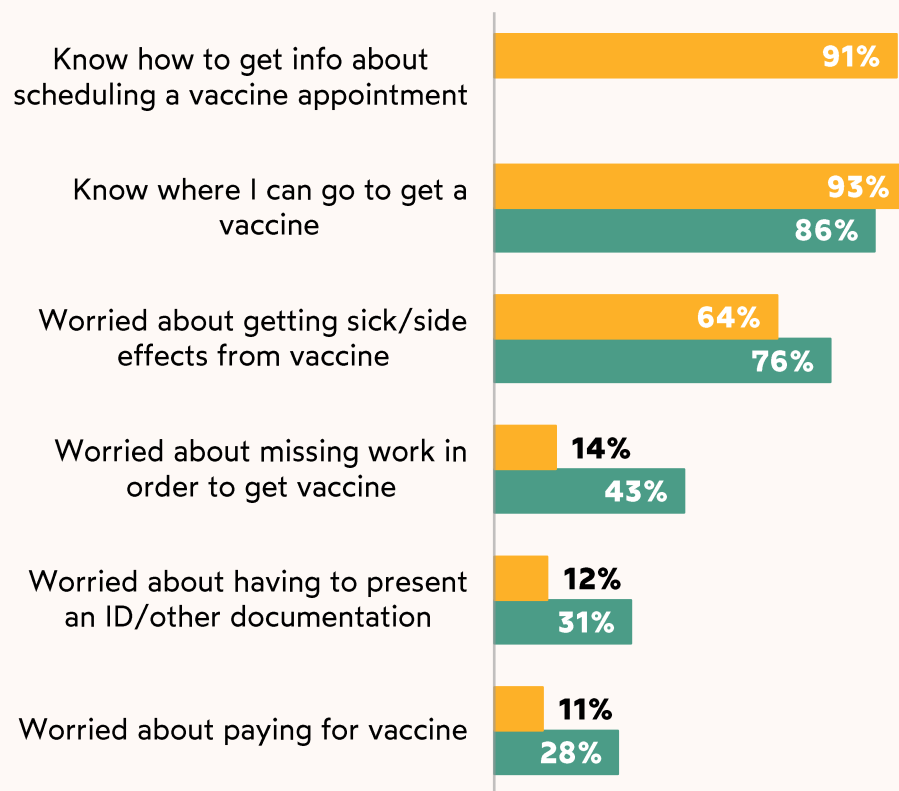
NEWARK

OAKLAND

From February data

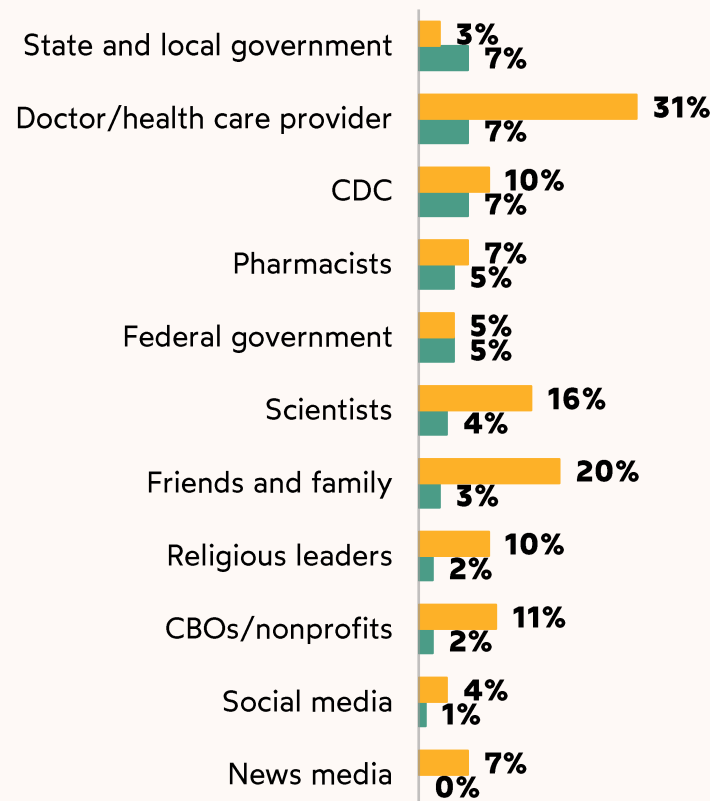
Unvaccinated respondents' trends

Barriers



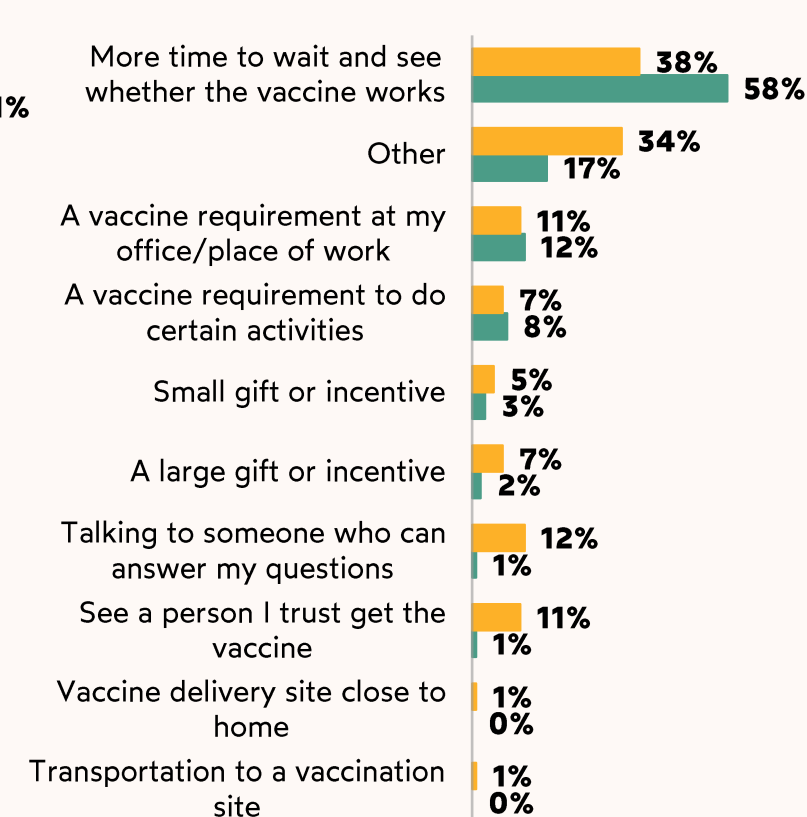
■ Nov/Dec (n=103) ■ Jan/Feb (n=74)

Trusted messengers



■ Nov/Dec (n=74) ■ Jan/Feb (n=103)

Motivators



■ Nov/Dec (n=103) ■ Jan/Feb (n=74)

Survey insights by city: Newark

Overview

- Methodology
- Respondents' vaccination status and intentions
- Respondents' Covid-19 testing history
- Characteristics and highlights among vaccinated respondents
- Characteristics and highlights among unvaccinated respondents
- Vaccination trends over time
- Summary and potential actions

Methodology

Monthly goal: 200 responses

The main partner leading this effort is United Way of Greater Newark.



United Way of Greater Newark seeks to improve the lives of individuals, children, and families to strengthen the collective community. Their programs and service initiatives try to address the root causes of community concerns.

Partnered with

Project Ready leads the data collection efforts.



Project Ready is conducting the survey through phone banking, pulling from active voter lists and Project Ready's member list. Project Ready is also conducting surveys with community members at in-person events.**

Serving all areas of Newark, NJ, Project Ready works to close the opportunity gaps and improve life outcomes by powering communities to demand social justice through civic engagement.

****Member list consists of 13,000 to 14,000 parents or guardians of school aged children.**

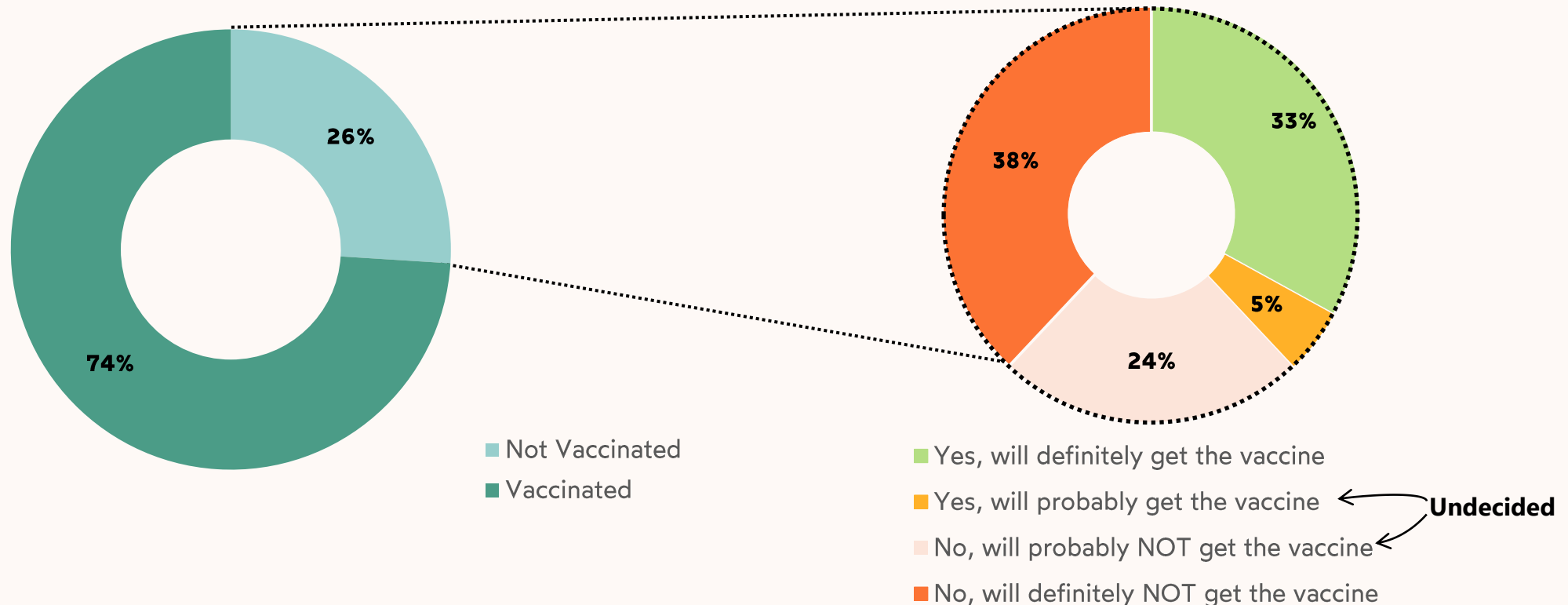
Vaccination status and intention (n=81)

From January data

Most respondents were vaccinated (74%) and about a quarter (26%) were unvaccinated. Of the unvaccinated, **33% intend to get the vaccine and 29% are undecided.** The largest share of vaccinated respondents we surveyed in January received their first vaccine dose in **March 2021 (20%), April 2021 (13%), and November 2021 (15%).**

Surveyed population in Newark

Among the 26% who are not vaccinated

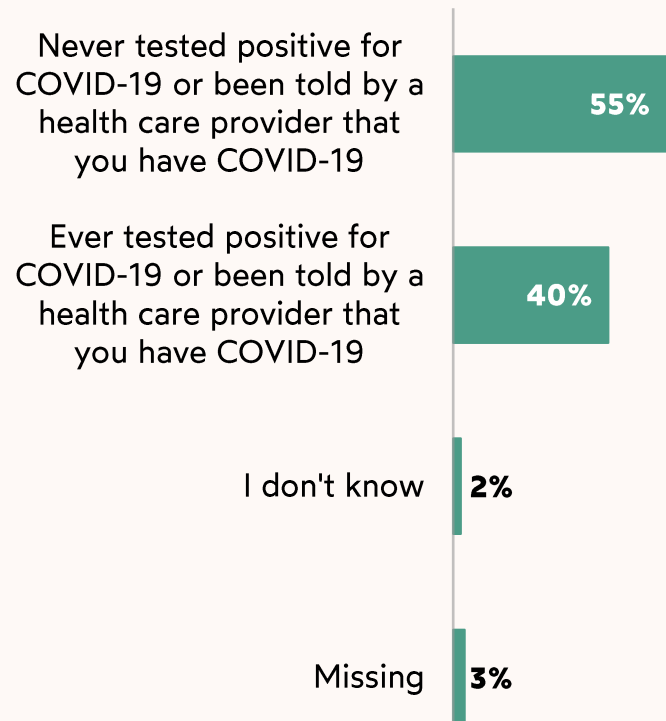


Respondents' personal experience with Covid-19 ($n=81$)

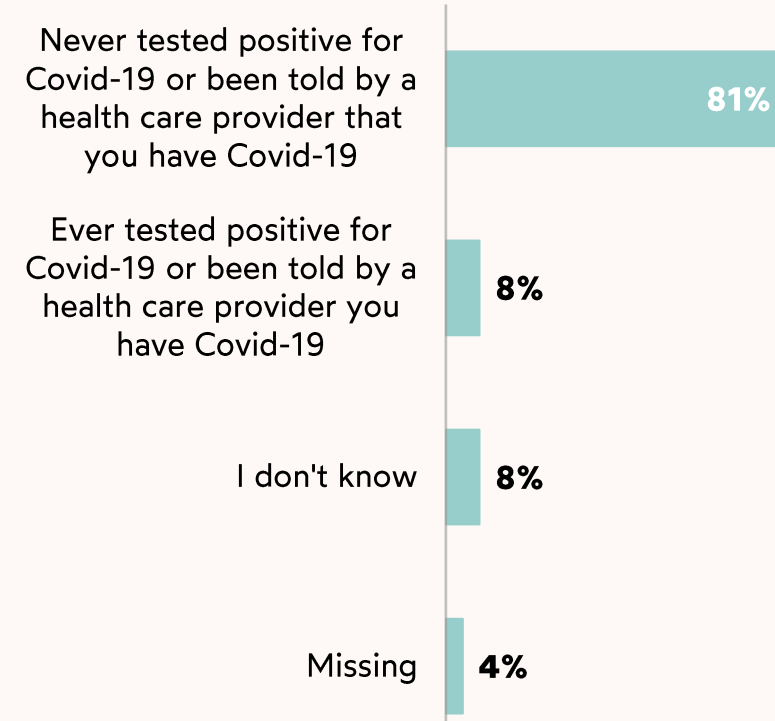
From January data

55% of vaccinated respondents said they have never tested positive for Covid-19 or been told they have Covid-19; Most unvaccinated respondents (81%) said the same thing.

VACCINATED RESPONDENTS ($n= 60$)



UNVACCINATED RESPONDENTS ($n= 21$)



Who are the vaccinated respondents? (n=60)

From January data

Over two-thirds (70%) of the vaccinated respondents were **female**, **over three-quarters (77%)** were **African American or Black**, and many were **from zip codes 07104, 07107, 07108 and 07112**.

Gender
(select all that apply)

Female

70%

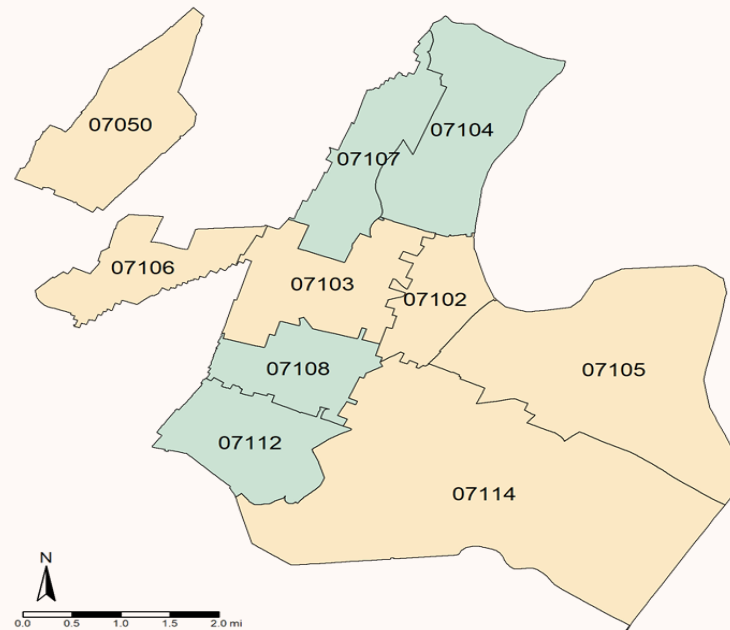
Male

28%

Prefer not to answer/missing

2%

Where respondents live
(by zip code)



Race/Ethnicity
(select all that apply)

African American or Black

77%

Hispanic or Latino/Latinx

15%

Prefer not to answer/missing

5%

White

3%

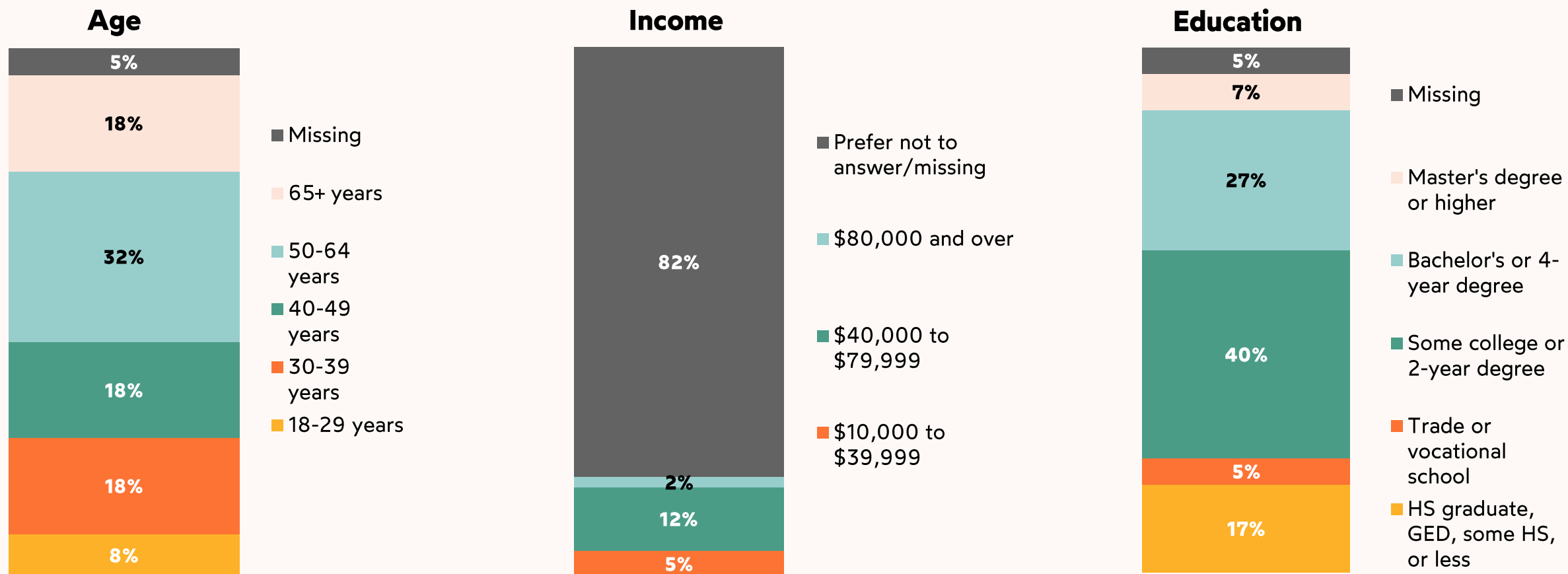
Other race

2%

From January data

Who are the vaccinated respondents? (n=60)

The largest share of vaccinated respondents were **50-64 years old (32%)** and **almost three-quarters (74%) have some college or 2-year degree, or higher.****



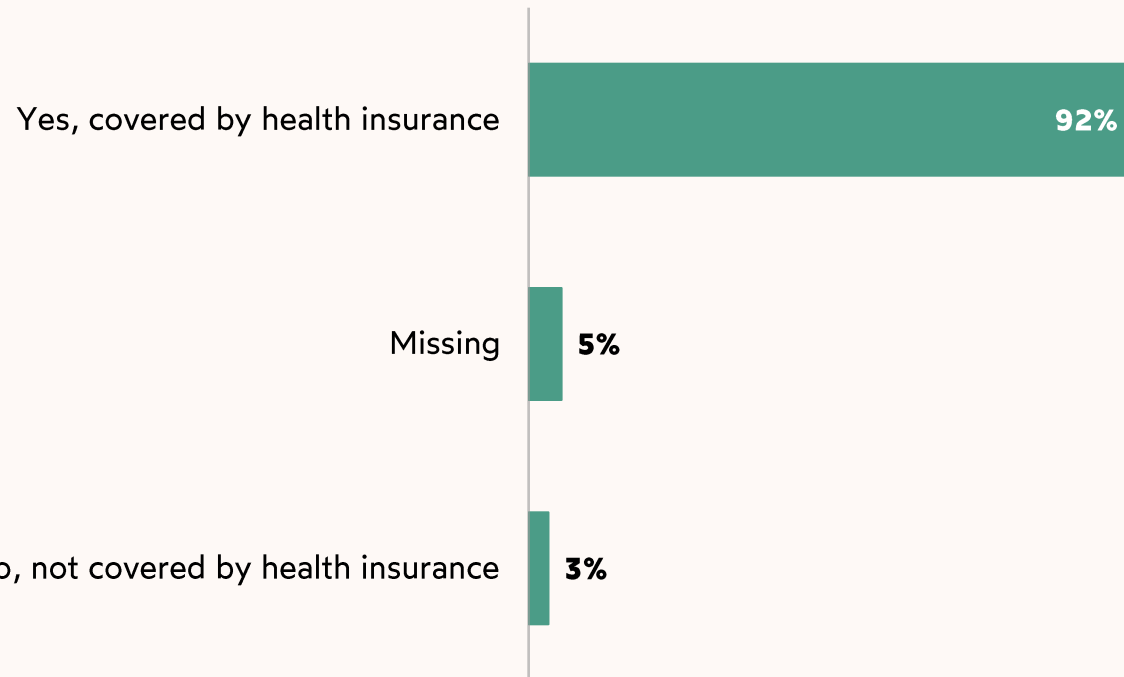
*Survey questions 9a, 12, and 13. **With such a high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent in this wave.

From January data

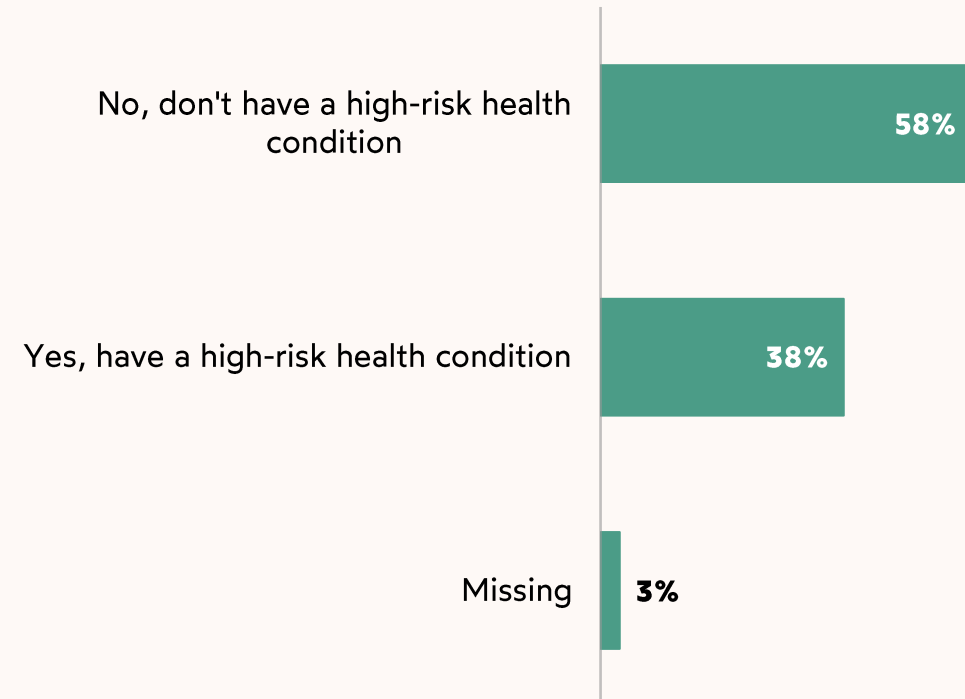
Who are the vaccinated respondents? ($n=60$)

Most vaccinated respondents (92%) are covered by health insurance and over half (58%) have no high-risk health conditions.

Health insurance coverage*



High-risk medical conditions**



Survey questions 14 and 15

****High-risk medical conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.**

From January data

Among vaccinated respondents ($n=60$)

ACCESS



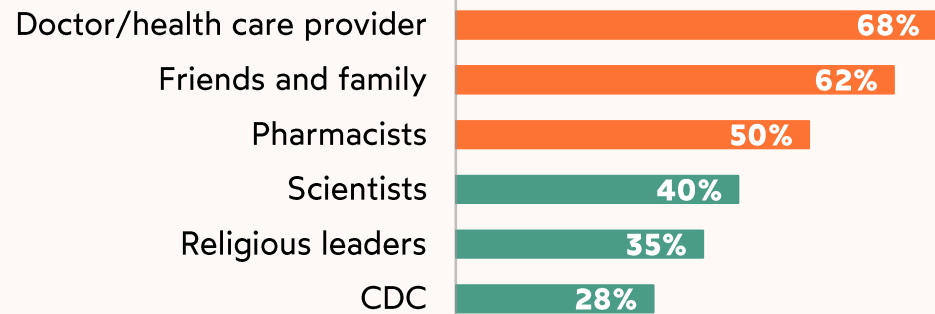
95% of respondents found it **very easy or somewhat easy** to make an appointment to receive the vaccine.

Most respondents (93%) said that it took **less than 20 minutes to get to their vaccine location.**

MESSENGERS



Vaccinated respondents trust a variety of sources of information. The top three sources of information are **doctors/healthcare providers (68%), friends/family (62%), and pharmacists (50%).**

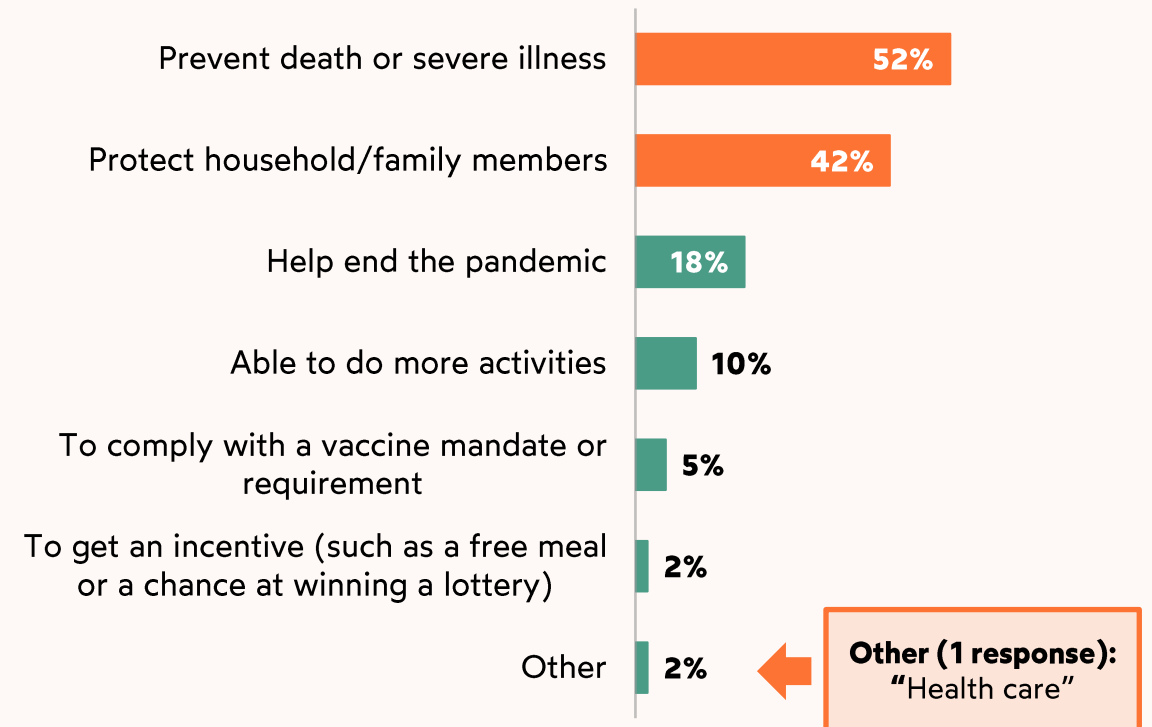


*Survey questions 3, 3b, and 4

MOTIVATORS



Just over half of the respondents received the vaccine to **prevent death or severe illness (52%); 42% wanted to protect their households.**



*Survey questions 5

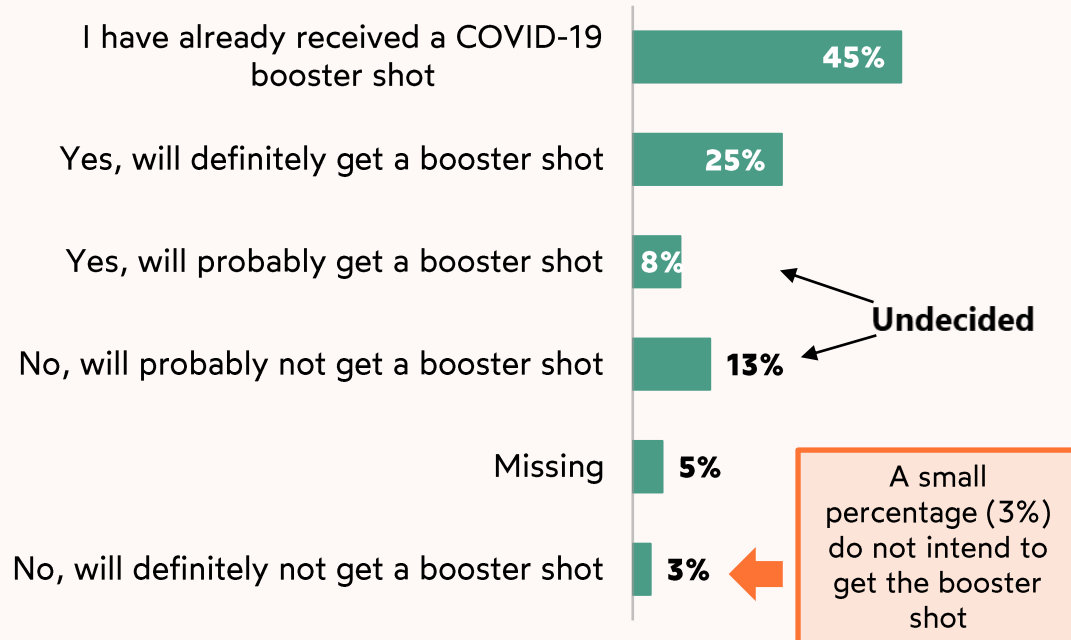
From January data

Among vaccinated respondents (n=60)

Booster shot status



45% of vaccinated respondents have already received a booster. **25% intend on getting a booster shot**, and just under a quarter are undecided (**21%**).

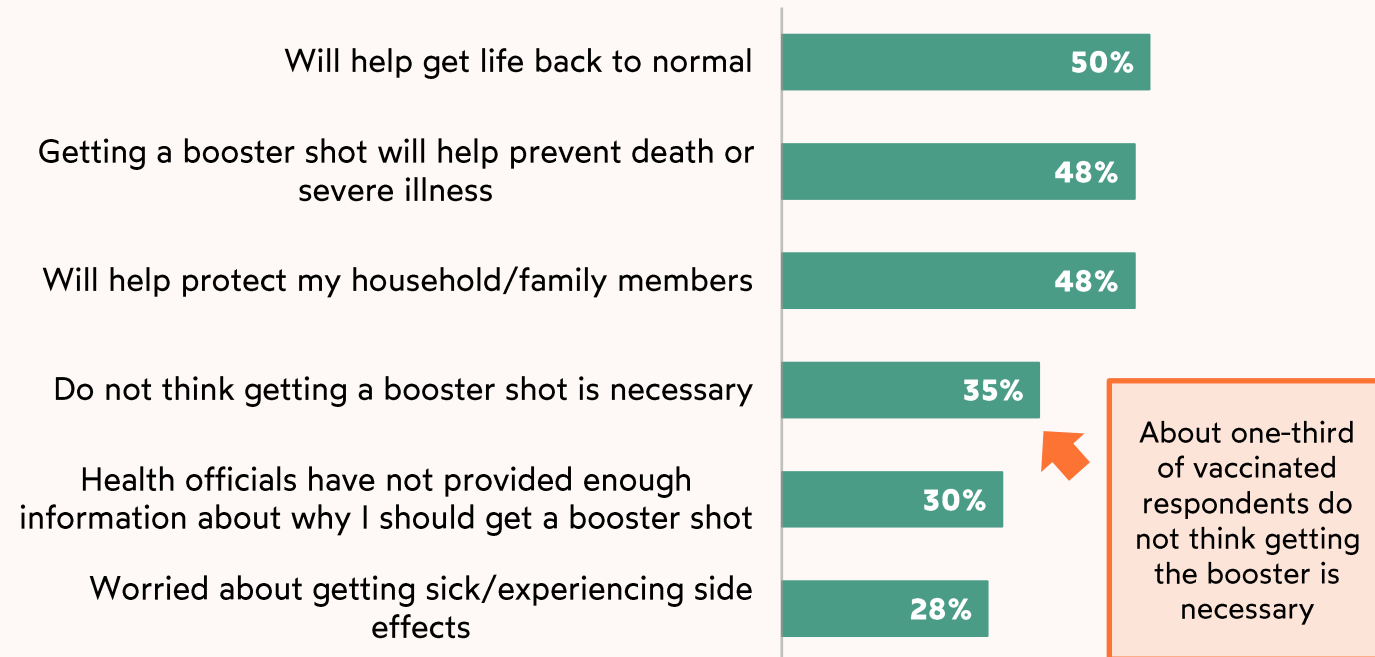


*Survey question 8.1

Booster shot attitudes



Half of vaccinated respondents believe **booster shots will help get life back to normal**. Just under half (**48%**) believe **booster shots will protect their household/family members** and **48%** believe it will prevent death or severe illness.

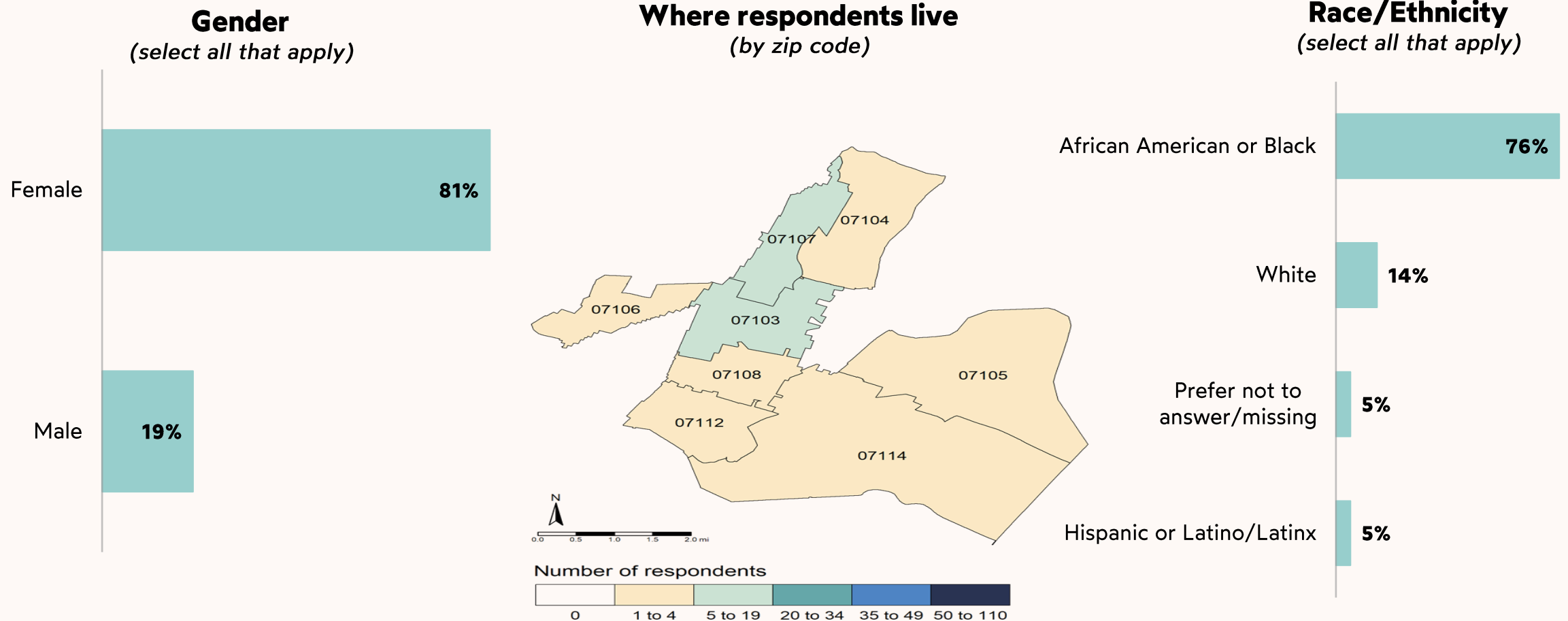


*Survey question 8.2

Who are the unvaccinated respondents? ($n=21$)

From January data

81% of the unvaccinated respondents were **female** and **76%** were **African American or Black**. Most respondents were from **zip codes 01703 and 07107**.

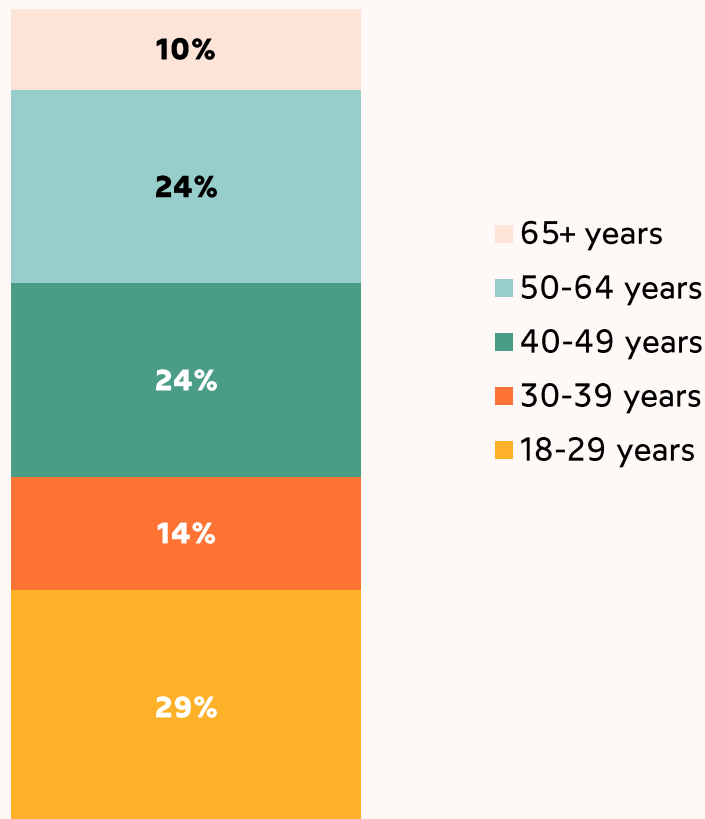


Who are the unvaccinated respondents? (n=21)

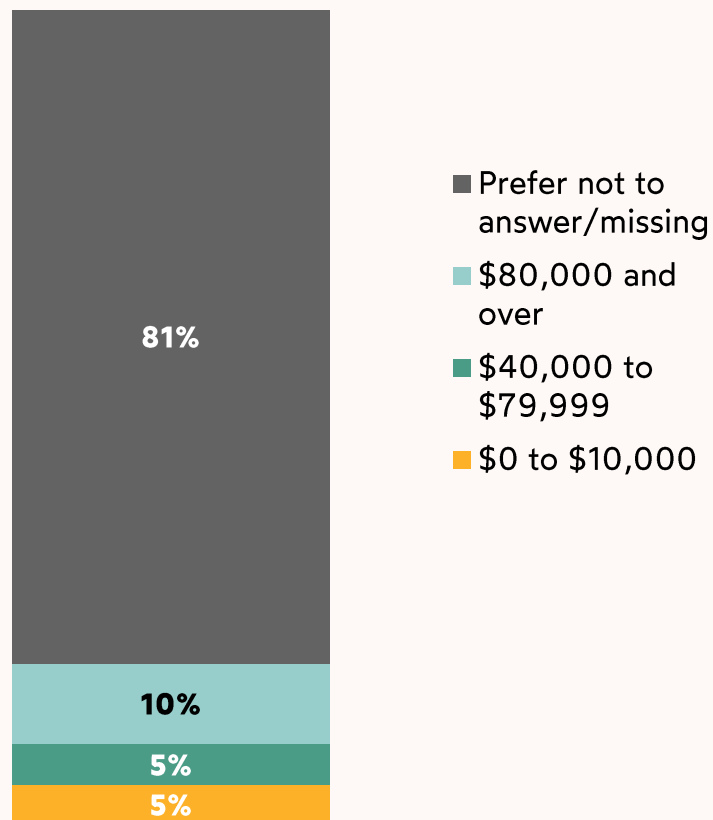
From January data

The largest share of unvaccinated respondents were between the **ages of 18-29 (29%), 40-49 (24%) and 50-64 (24%)**. **67% have some college or 2-year degree or higher.****

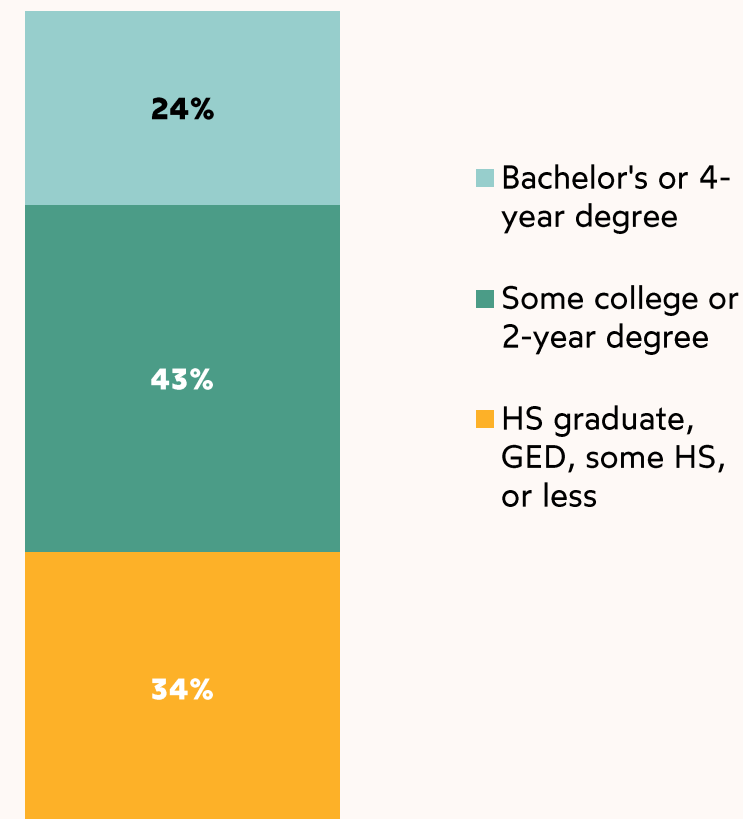
Age



Income



Education

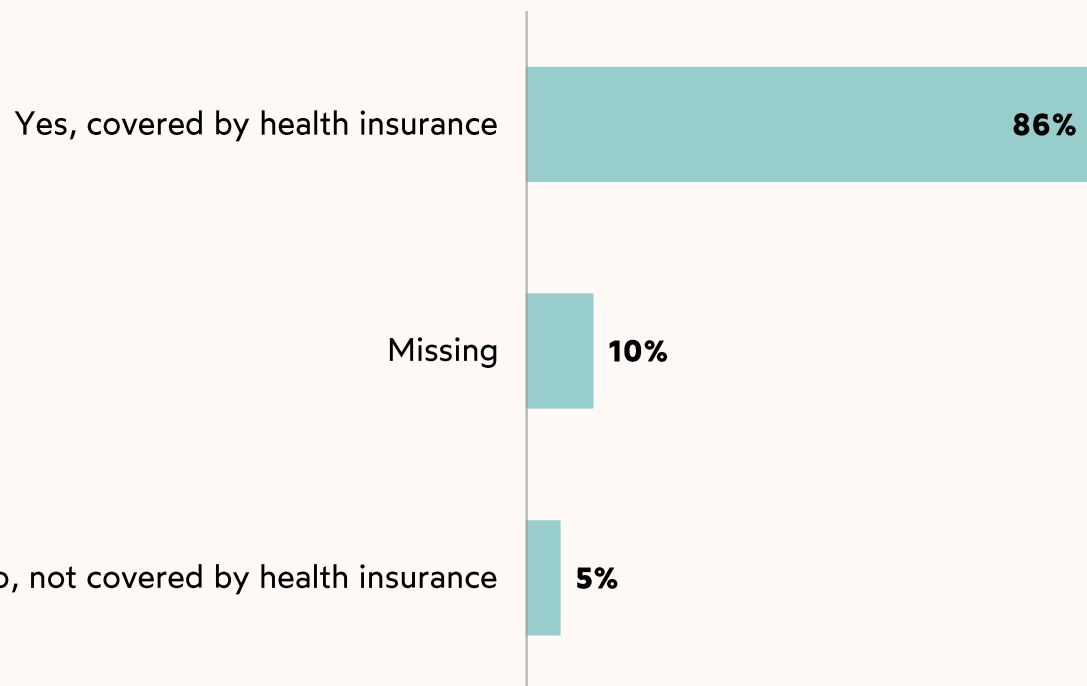


From January data

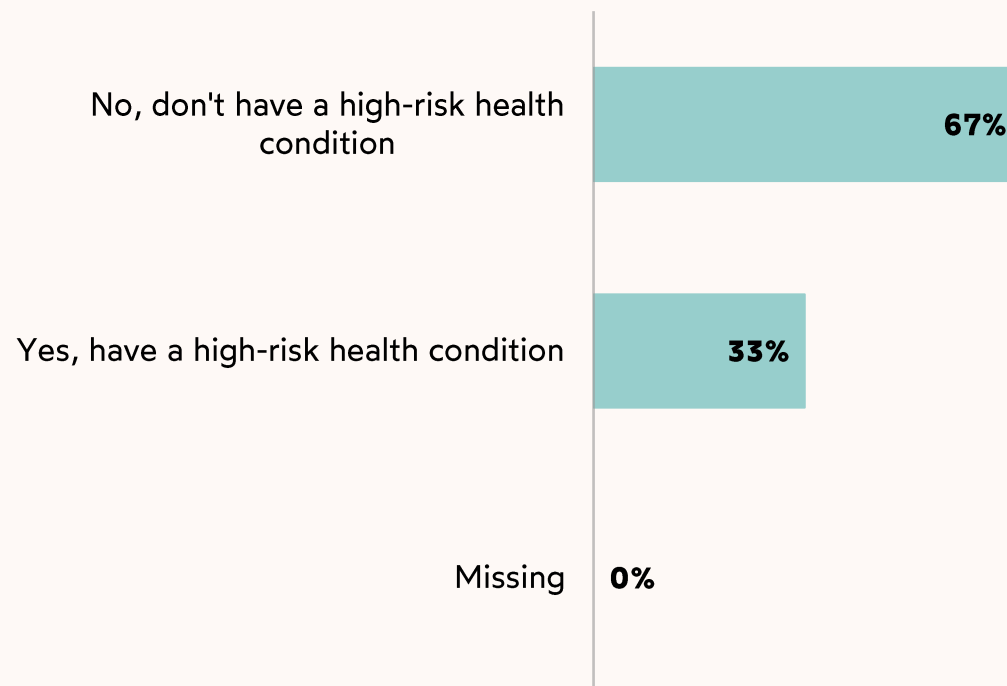
Who are the unvaccinated respondents? ($n=21$)

Most unvaccinated respondents are covered by **health insurance (86%)** and **two-thirds** have **no high-risk health conditions (67%)**.

Health insurance coverage



High-risk medical conditions**



*Survey questions 14 and 15

**High-risk medical conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.

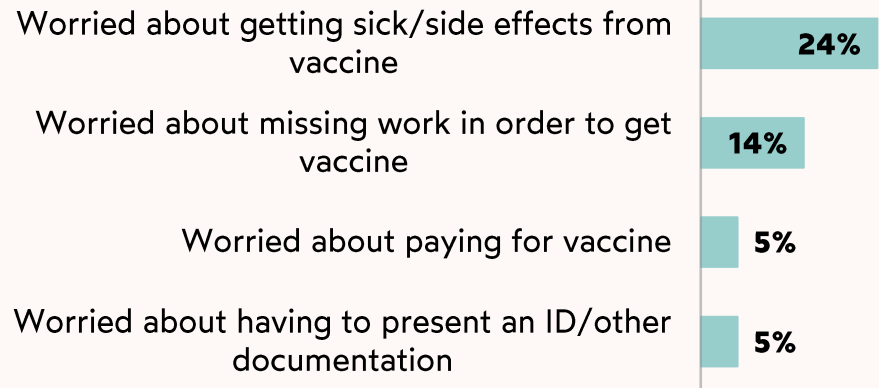
From January data

Among unvaccinated respondents ($n=21$)

BARRIERS



Almost a quarter (24%) of the unvaccinated respondents are **worried about getting sick or having side effects from the vaccine.**

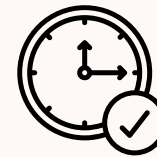


ENABLERS

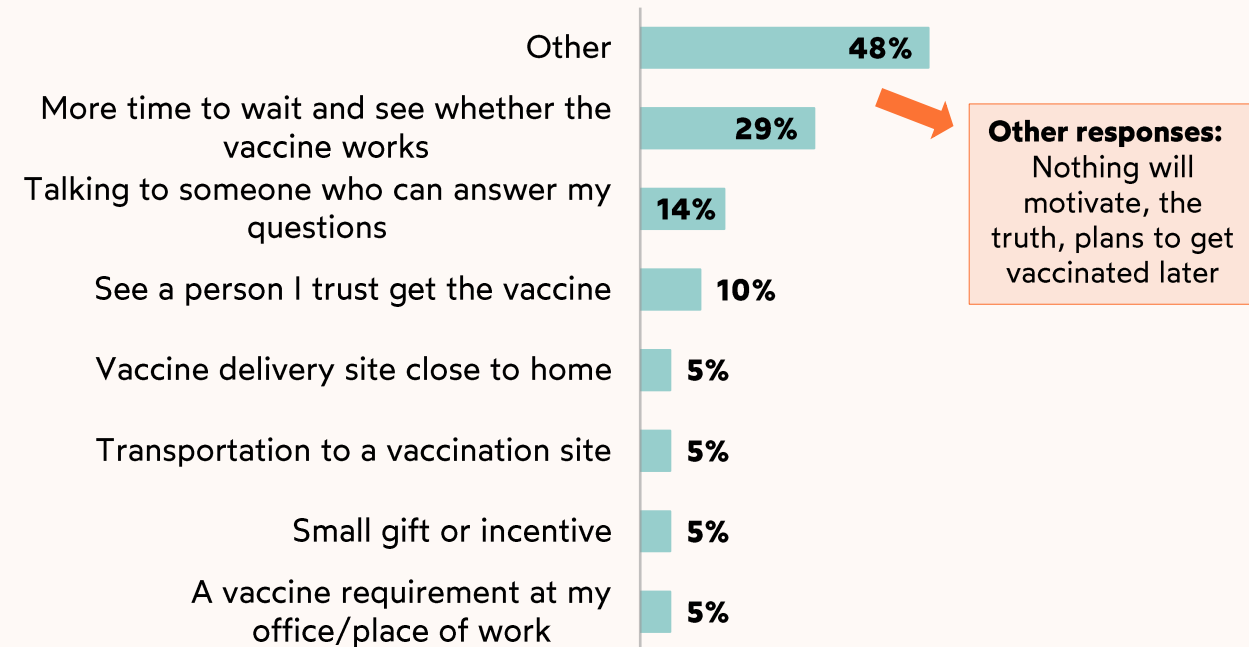


Close to three-quarters (71%) of unvaccinated respondents reported knowing **where to get a vaccine.**

MOTIVATORS



Overall, unvaccinated respondents do not report many motivators for getting the vaccine. **29% reported needing more time to see if the vaccine works before receiving it themselves.**



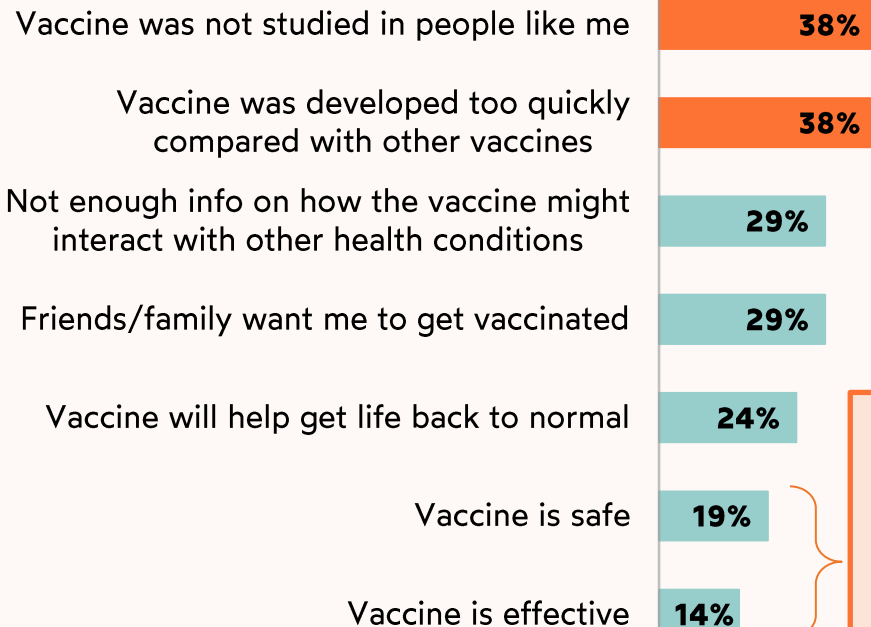
Among unvaccinated respondents ($n=21$)

From January data

BELIEFS



38% of unvaccinated respondents believe that the vaccine **was not studied in people like them**, and **38%** believe that the **vaccine was developed too quickly compared to other vaccines**.

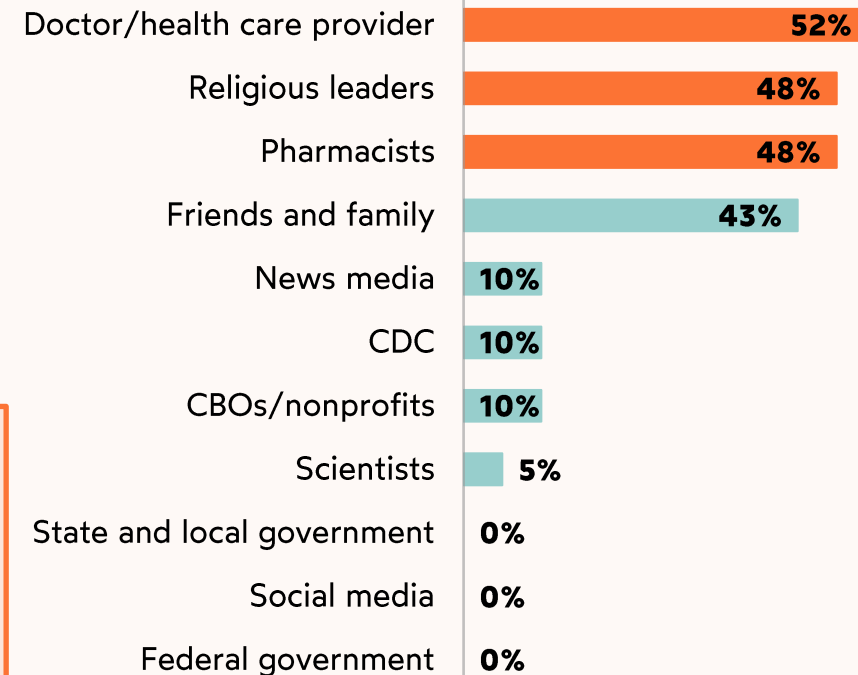


Among the unvaccinated respondents, only 19% think the vaccine is safe and only 14% think it is effective.

TRUSTED MESSENGERS

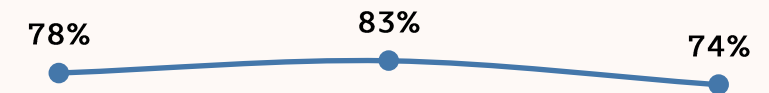


Just over half (52%) of unvaccinated respondents trust their **doctor/health care provider** for information about the Covid-19 vaccine. Just under half **trust religious leaders (48%)**, and just under half **trust pharmacists (48%)**.



Vaccination trends from September/October through January

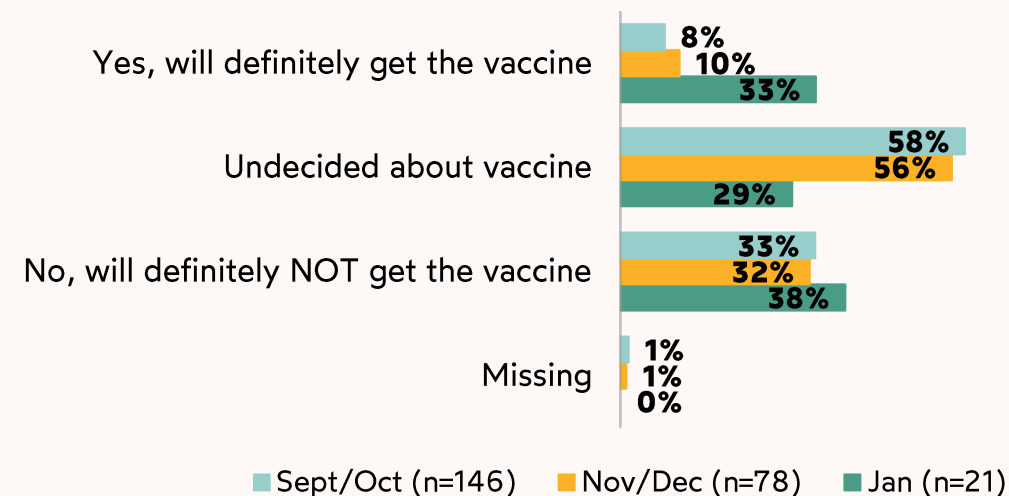
The share of respondents who were vaccinated was slightly lower in January than previous months. However, it is important not to over interpret this difference due to the small sample size in January.



Sept/Oct (n=677) Nov/Dec (n=451) Jan (n=81)

—●— % of respondents vaccinated

The share of unvaccinated respondents who intend to get the vaccine has increased since September/October, while the number of undecided respondents has decreased. However, it is important not to over interpret these differences given the small sample size in January.

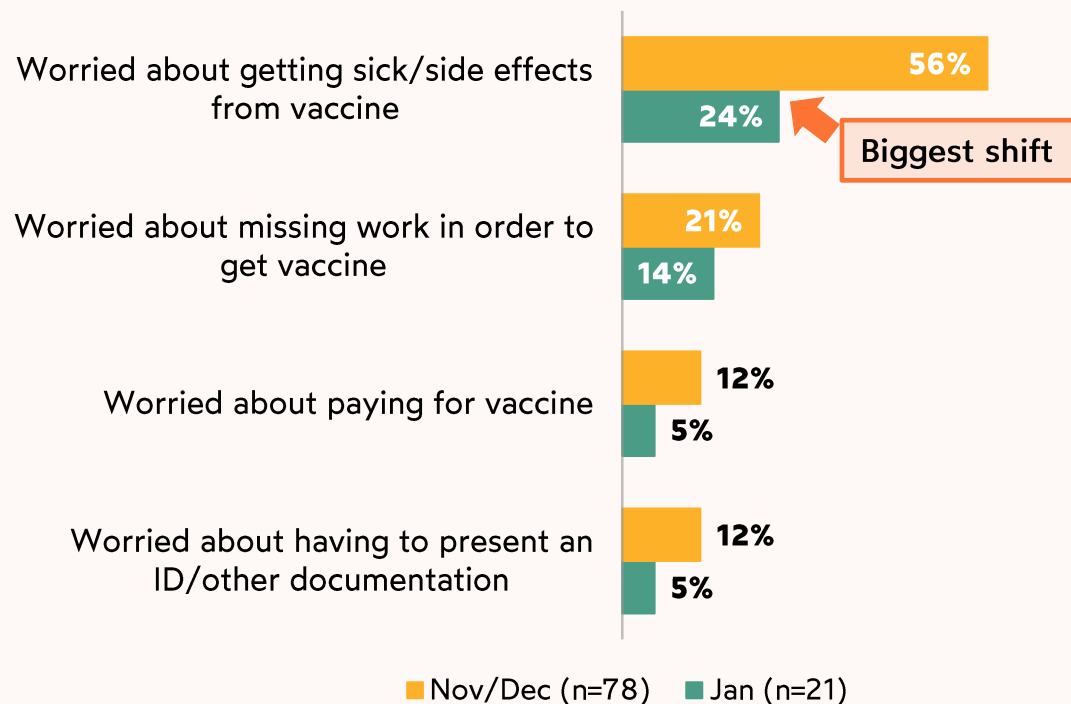


■ Sept/Oct (n=146) ■ Nov/Dec (n=78) ■ Jan (n=21)

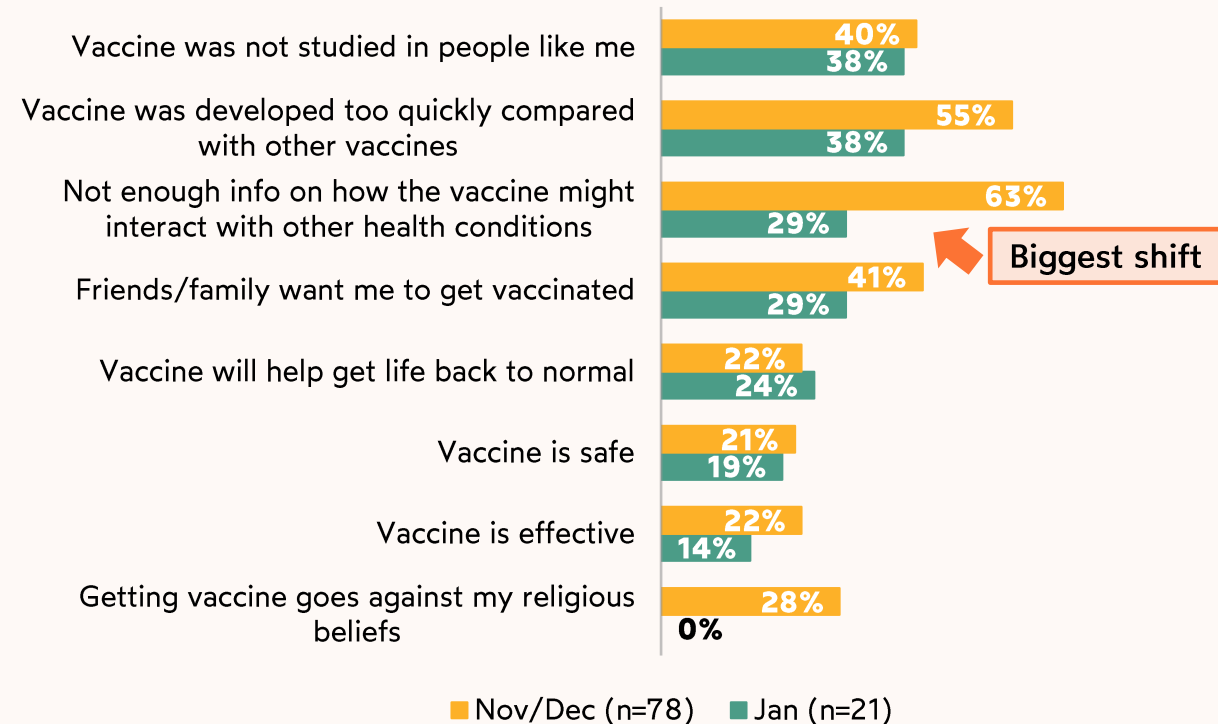
Trends in barriers and beliefs from November/December through January

Barriers to vaccination among unvaccinated respondents have trended downward since December, particularly with concern about getting sick/side effects from the vaccine. Most beliefs about the vaccine remained relatively consistent between November/December and January, except for respondent's belief that there is not enough information about how the vaccine interacts with other health conditions, which has decreased since Nov/Dec**.

Barriers



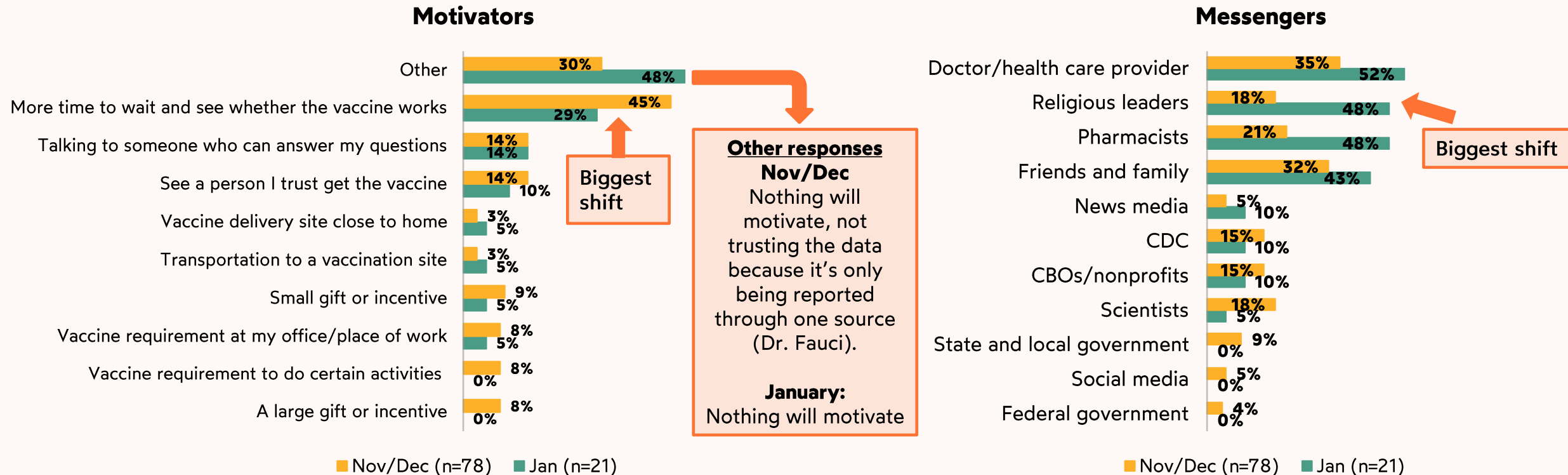
Beliefs



**Due to the small sample size in January, it is important not to overinterpret these results.

Trends in motivators and trusted messengers from November/December through January

The top motivators reported by unvaccinated respondents remained fairly consistent between November/December and January. Unvaccinated respondents have reported more trust in doctors/healthcare providers, religious leaders, and pharmacists in January compared to previous months.



****Due to the small sample size in January, it is important not to overinterpret these results.**

Summary of key findings

From January data

KEY TAKEAWAYS

VACCINATED RESPONDENTS

- Most found it **easy to schedule and travel** to vaccine appointments
- Most are motivated to get the vaccine **to protect loved ones and prevent illness or death**
- Most are **considering getting the booster shot or have already received it**
- Many **trust their doctors, family/friends, pharmacists and scientists** the most for their vaccine information

KEY TAKEAWAYS

UNVACCINATED RESPONDENTS

- **Most** are **not very motivated to receive the vaccine**, with many respondents noting a general disinterest in the vaccine. Several also responded that they need more time to see if the vaccine works.
- More unvaccinated respondents reported **trusting doctors/health care workers, friends/family members, religious leaders and pharmacists**
- Many **worried about getting sick/having side effects** from the vaccine
- Several need **more information on how the vaccine interacts with other health conditions** and **believe that it was developed too quickly**

Potential strategies based on key findings from survey data

From January data



Continue to refine and promote message that:

- Details **the ease of access to and safety of the vaccine and booster shots**
- Demonstrates the **vaccine's safety in the presence of other health conditions**
- Highlights how vaccines are good at preventing **severe illness and death**



Continue to **encourage vaccinated community members to have conversations with friends and family who are not vaccinated**. Also, provide guidance on **messages** vaccinated members should mention in their conversations, **e.g., experiences with any short-term side effects**



Validate and support people who want more time to wait and see (for example, focus on other risk-reduction behaviors like masks and testing; engaging with community members to get a better sense of what they mean by "more time").



Collaborate with community healthcare providers to coordinate compassionate messaging about Covid-19 and vaccinations



Develop communication materials demonstrating how the testing and production process was **safely compressed into a shorter timeframe** based on decades of research and how the **clinical trials included underrepresented minorities, older age groups and people with other health conditions such as diabetes, obesity, heart, and respiratory conditions**.

Newark: Supplemental data slides

- Survey respondent demographics vs. city Black, Indigenous, People of Color (BIPOC) demographics
- All figures for questions analyzed

BALTIMORE

CHICAGO

HOUSTON

NEWARK

OAKLAND

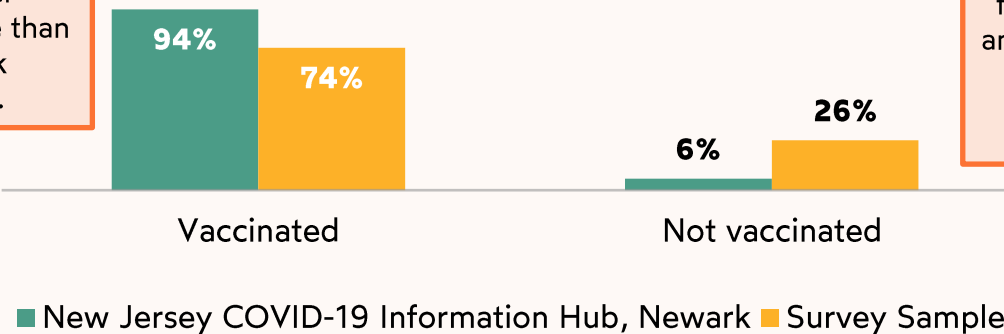
From January data

Survey respondent demographics vs. Newark city BIPOC demographics

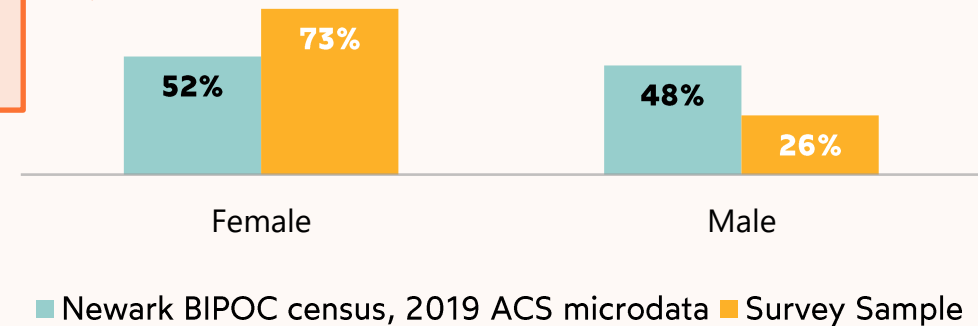
**Vaccination status (at least one dose):
Newark vs. Survey Sample (n = 81)**

Survey respondents have a lower vaccination rate than the Newark population.

The survey sample has a larger share of female respondents and a smaller share of male respondents than the Newark BIPOC population.

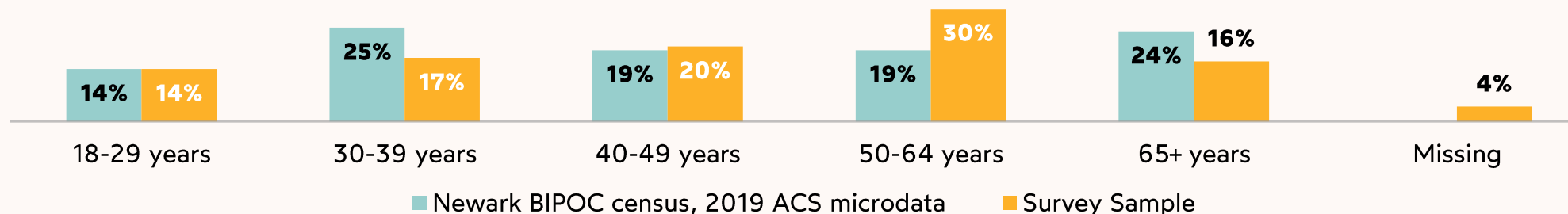


Gender: Newark vs. Survey Sample (n = 81)



Note: Vaccination rates for Newark from the New Jersey Covid-19 Information Hub are not specific to the BIPOC population unlike other demographics shown in this slide.

Age: Newark vs. Survey Sample (n = 81)



Compared to Newark's BIPOC population, the survey population has a smaller share of respondents ages 30-39 and over 65, but a larger share of respondents ages 50-64.

BALTIMORE

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HOUSTON

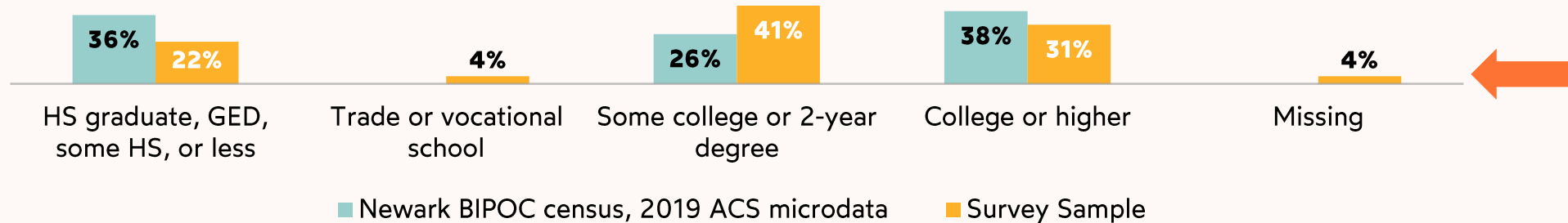
NEWARK

OAKLAND

From January data

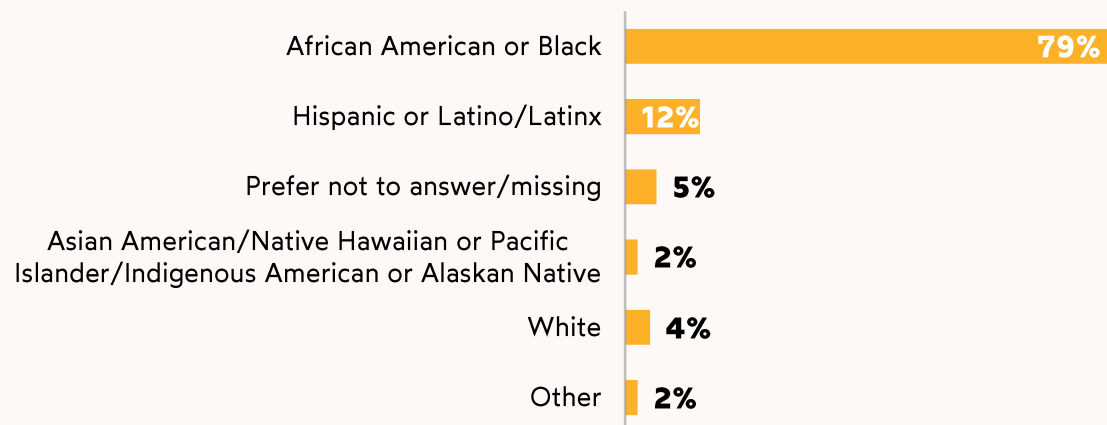
Survey respondent demographics vs. Newark city BIPOC demographics

Education: Newark vs. Survey Sample (n = 81)



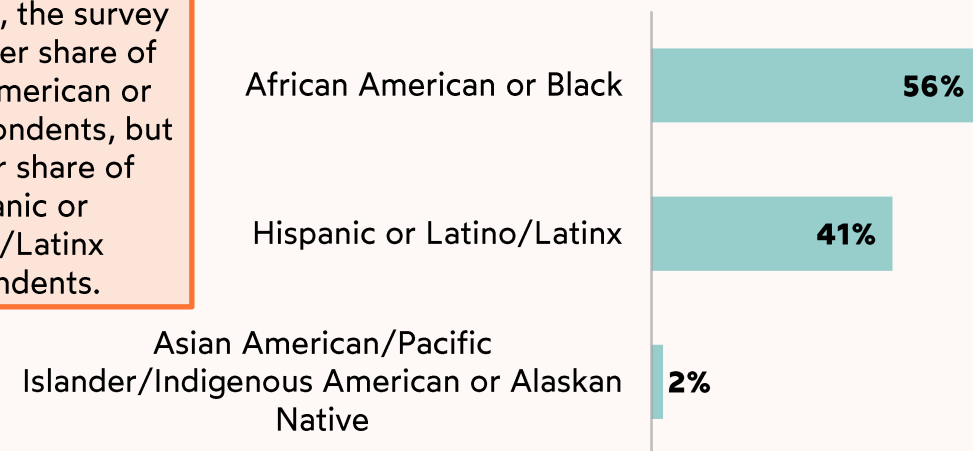
Compared to Newark's BIPOC population, the survey sample has a smaller share of respondents with a high school education or less or college degree or higher, and a slightly larger share of respondents with some college or a 2-year degree.

Race/ethnicity: Newark vs. Survey Sample (n = 81)



Compared to Newark's BIPOC population, the survey had a larger share of African American or Black respondents, but a smaller share of Hispanic or Latino/Latinx respondents.

Newark BIPOC census, 2019 ACS microdata BIPOC race/ethnicity



BALTIMORE

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HOUSTON

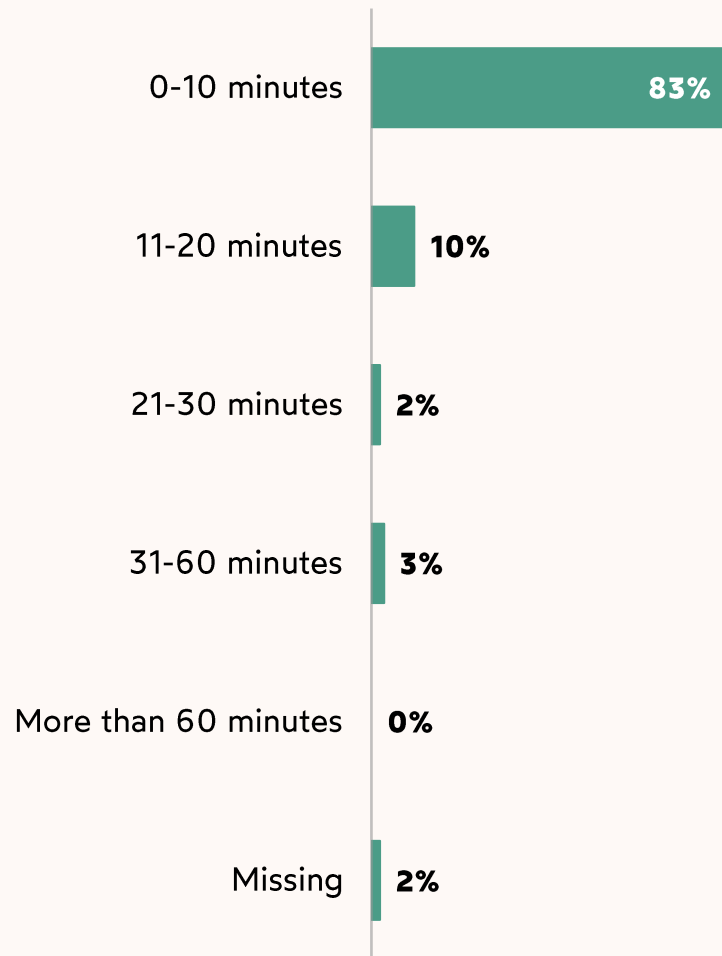
NEWARK

OAKLAND

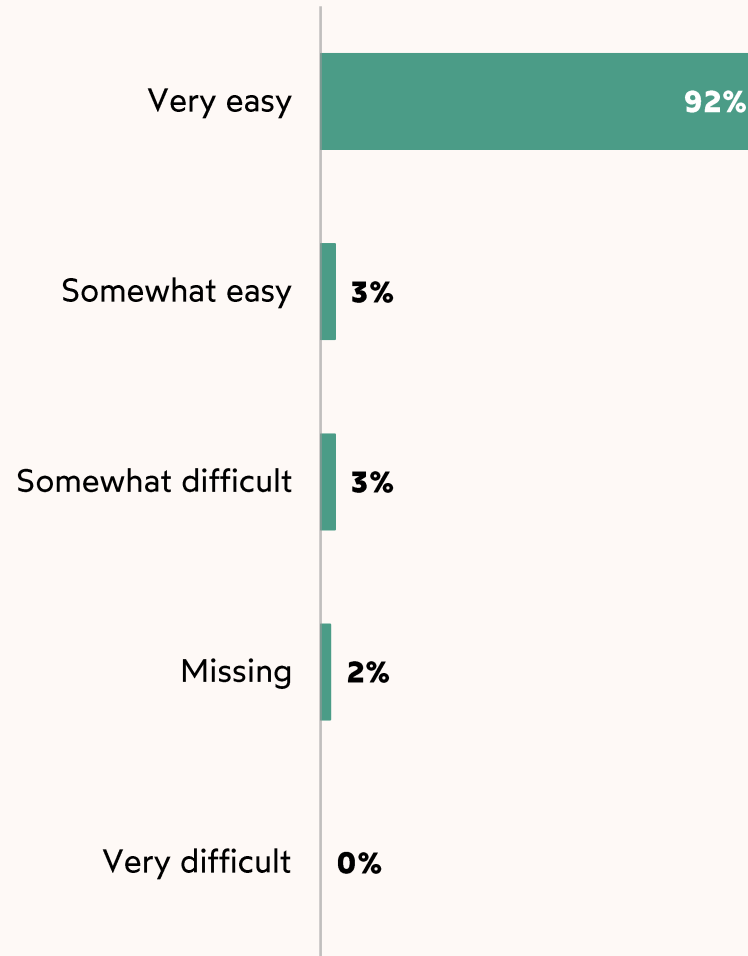
Among vaccinated respondents ($n=60$)

From January data

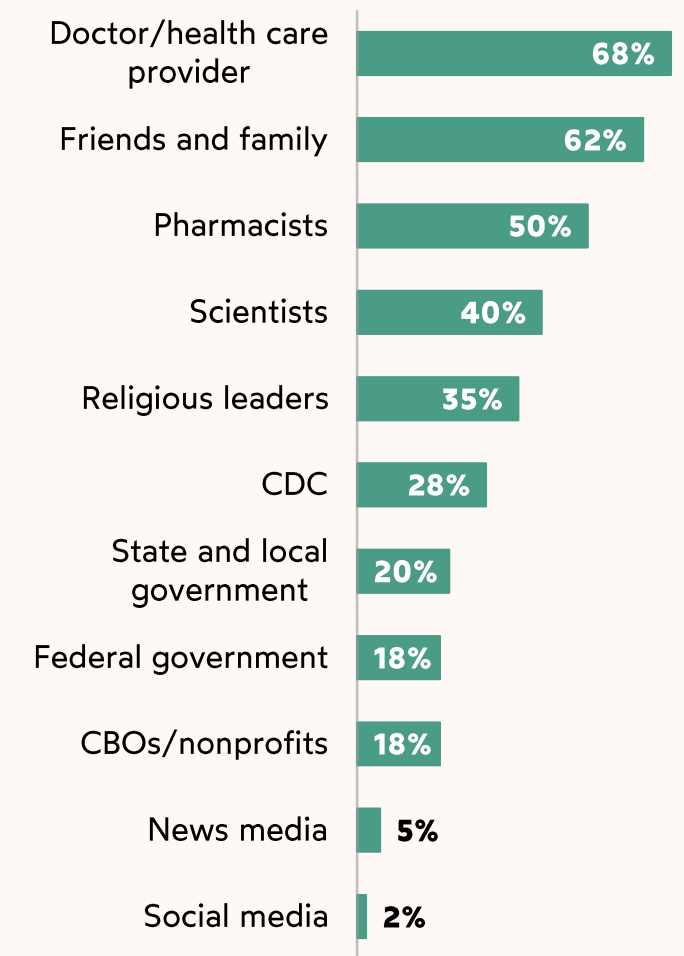
Time taken to get vaccinated



Ease of getting an appointment



Trusted messengers



BALTIMORE

CHICAGO

HOUSTON

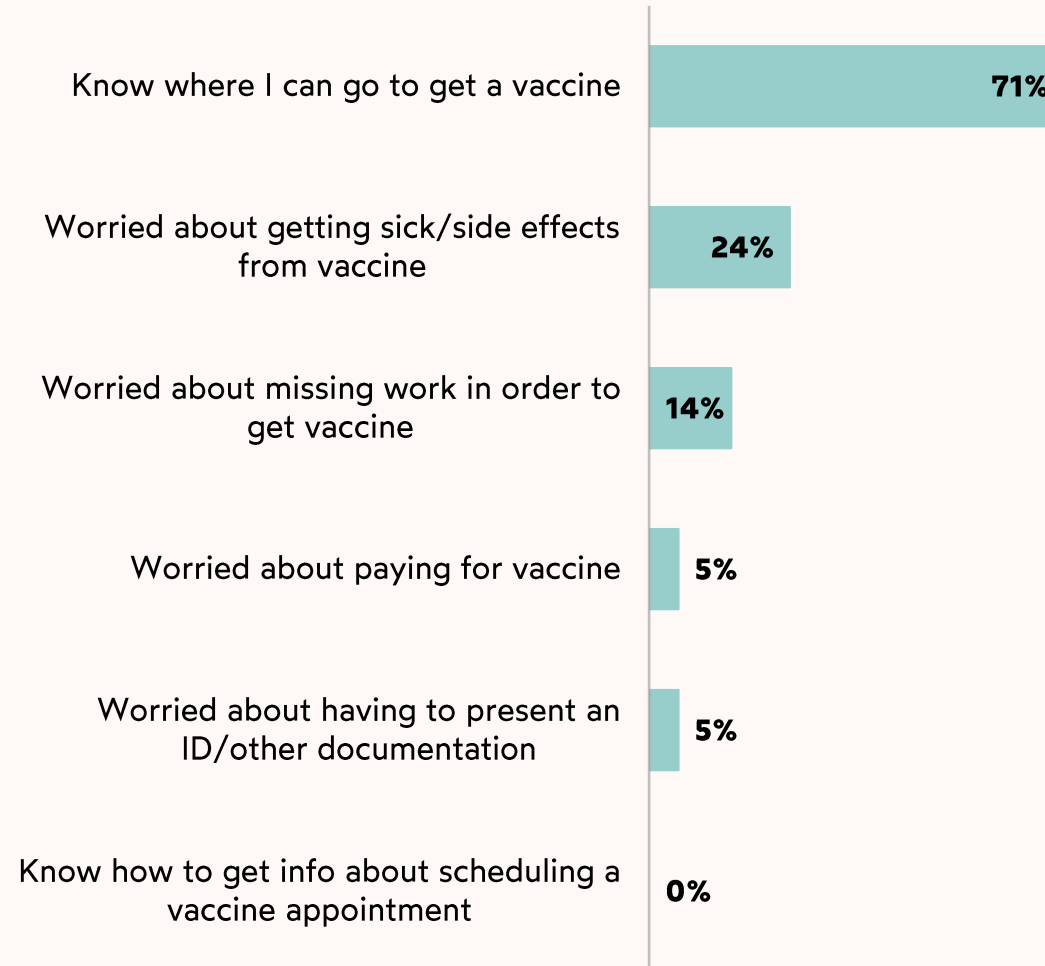
NEWARK

OAKLAND

Among unvaccinated respondents ($n=21$)

From January data

Barriers/Enablers



BALTIMORE

CHICAGO

HOUSTON

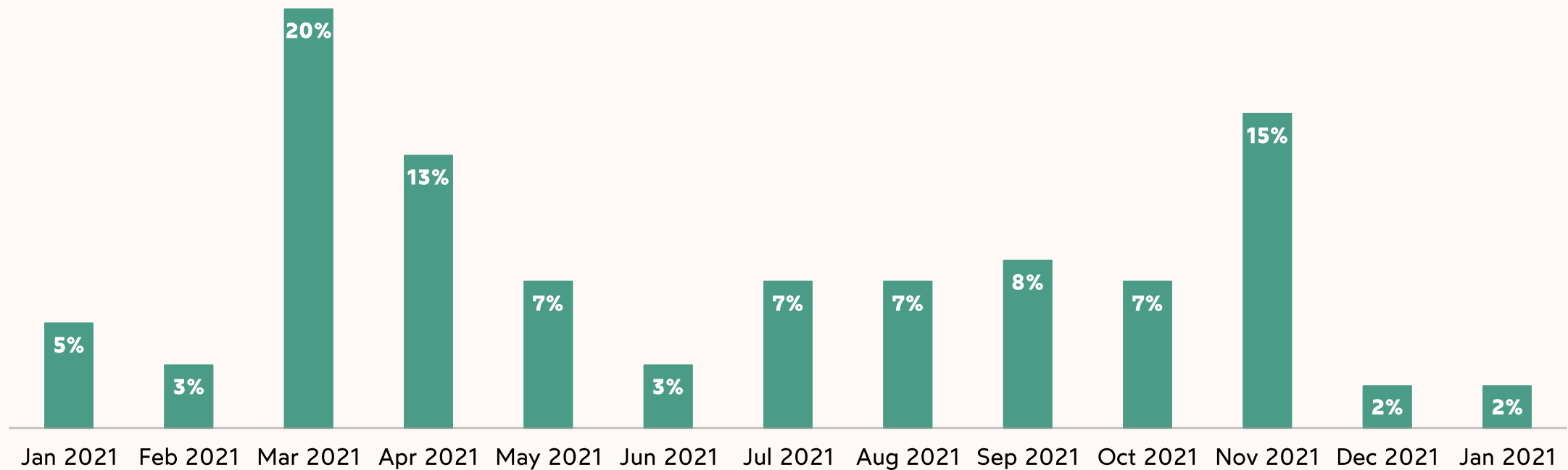
NEWARK

OAKLAND

Among vaccinated respondents ($n = 60$)

The largest share of vaccinated respondents we surveyed in January received their first vaccine dose in **March 2021 (20%)** or **November 2021 (15%)**.

Month first vaccine was received



Survey insights by city: Oakland

Overview

- Methodology
- Respondents' vaccination status and intentions
- Respondents' Covid-19 testing history
- Characteristics and highlights among vaccinated respondents
- Characteristics and highlights among unvaccinated respondents
- Vaccination trends over time
- Summary and potential actions

Monthly goal: 100 responses

Methodology

The main partner leading this effort is Faith In Action.

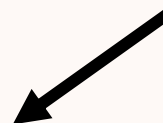


Faith In Action is a partnership of congregations, schools, and community organizations dedicated to addressing social issues, such as violence reduction, immigration rights, education equity, and health care.

Partnered with



Centro Legal de La Raza and Legal Services for Prisoners with Children (LSPC) leads the data collection efforts.

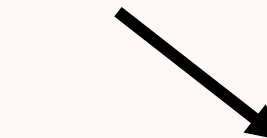


Centro Legal contacts respondents primarily via email and text. Its listserv includes clients, donors, and volunteers.

Centro Legal is dedicated to empowering Latino, immigrant, and low-income communities.



Centro Legal conducts in-person interviews at tabling opportunities outside its offices.



LSPC conducts in-person interviews at local businesses such as barbershops, nail salons, and other venues. It uses a combination of paper intercept surveys and self-administered web surveys.

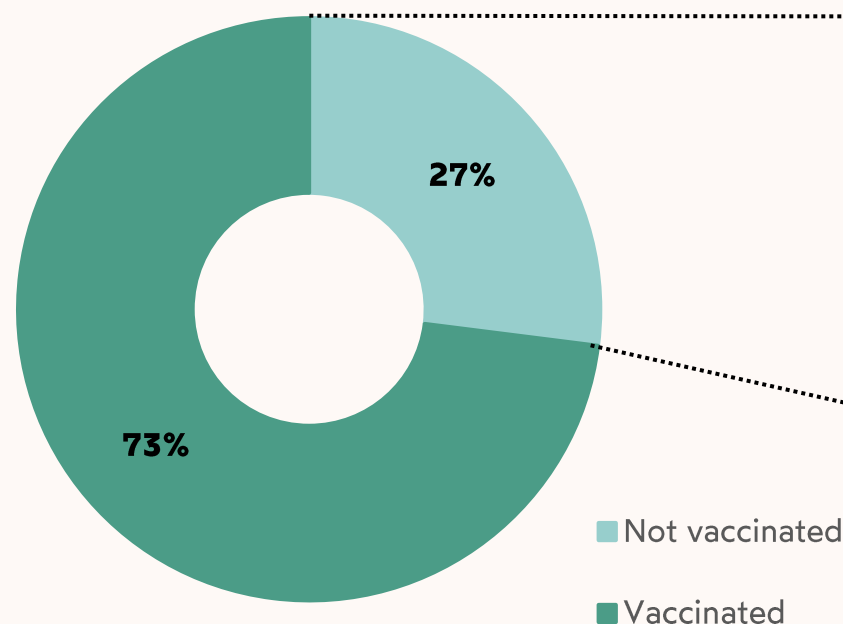
LSPC is dedicated to serving incarcerated and formerly incarcerated people and their families.

Vaccination status and intention ($n = 94$)

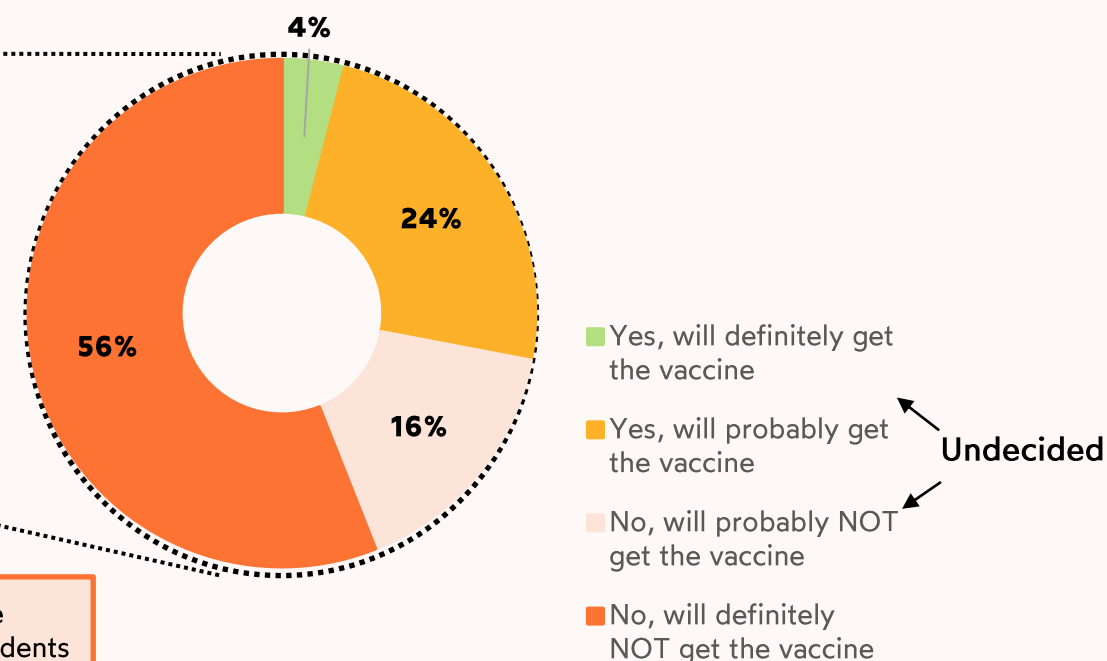
From January & February data

Just over one-fourth of the respondents are **not vaccinated (27%)**. Among these respondents, only **4% intend to get the vaccine** and **40% are undecided**. The vaccinated respondents received their first dose of the vaccine largely during the period from **February to August 2021**.

Surveyed population in Oakland



Among the 27% who are not vaccinated



Over half of the unvaccinated respondents noted they **definitely do not** want to get the vaccine

From January & February data

Respondents' personal experience with Covid-19 ($n=94$)

61% of vaccinated respondents noted **never having tested positive for Covid-19 or being told they have Covid-19**. **Just over three-quarters** of unvaccinated respondents noted **never having tested positive for Covid-19 or being told they have Covid-19 (76%)**.

VACCINATED ($n=69$)

Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19

61%

Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19

36%

I don't know

3%

UNVACCINATED ($n=25$)

Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19

76%

Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19

12%

I don't know

12%

Who are the vaccinated respondents? ($n = 69$)

From January & February data

Almost two-thirds of the vaccinated respondents were **female (62%)**, **over half** were **African American or Black (54%)**, **just under one-third** were **Hispanic or Latino/Latinx (29%)**.

Gender (Select all that apply)

Female **62%**

Male **32%**

Prefer not to answer/missing **4%**

Non-binary **1%**

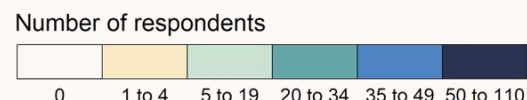
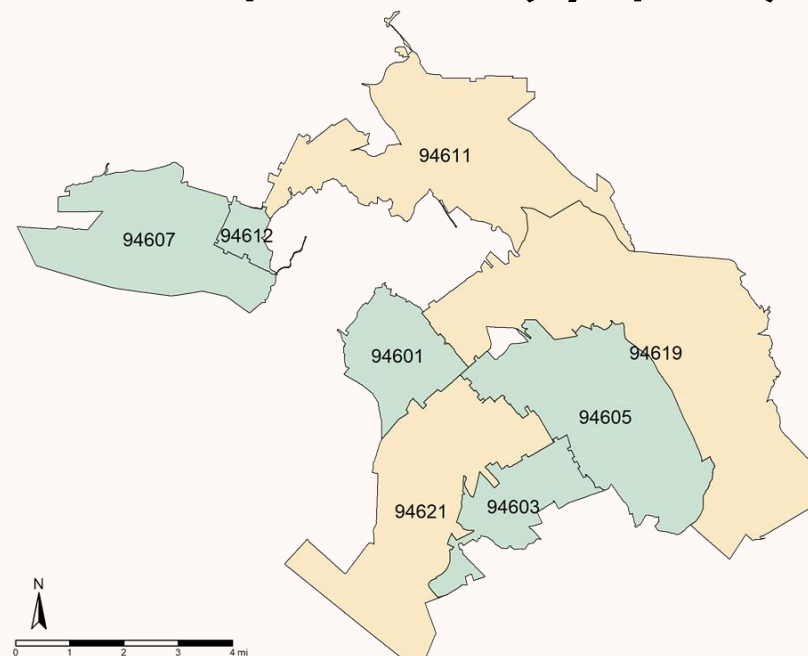
Two-spirit **0%**

Transgender **0%**

Other gender **0%**

Genderqueer **0%**

Where respondents live (by zip code)



Race/ethnicity (Select all that apply)

African American or Black **54%**

Hispanic or Latino/Latinx **29%**

White **9%**

Asian **7%**

Other race **3%**

Indigenous American or Alaskan Native **1%**

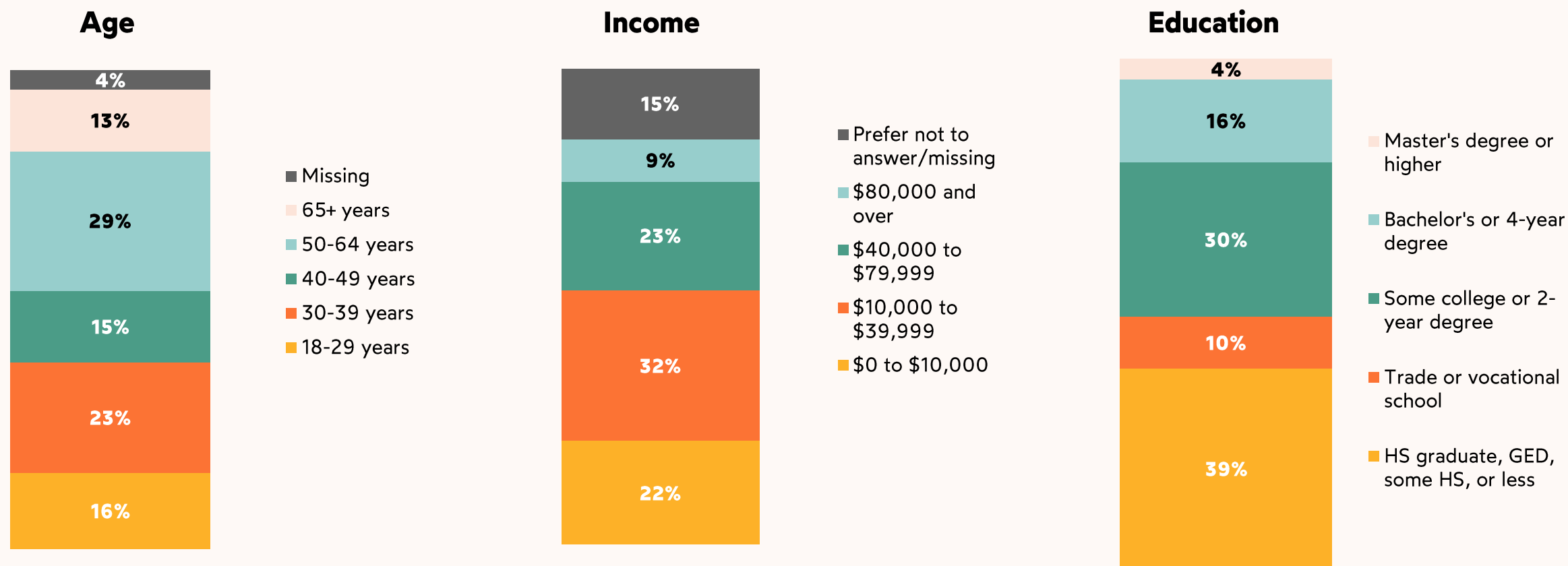
Prefer not to answer/missing **0%**

Native Hawaiian or Pacific Islander **0%**

From January & February data

Who are the vaccinated respondents? ($n = 69$)

Many vaccinated respondents are ages 50 and older (42%), **over a third** have a **high school degree/GED or less (39%).****

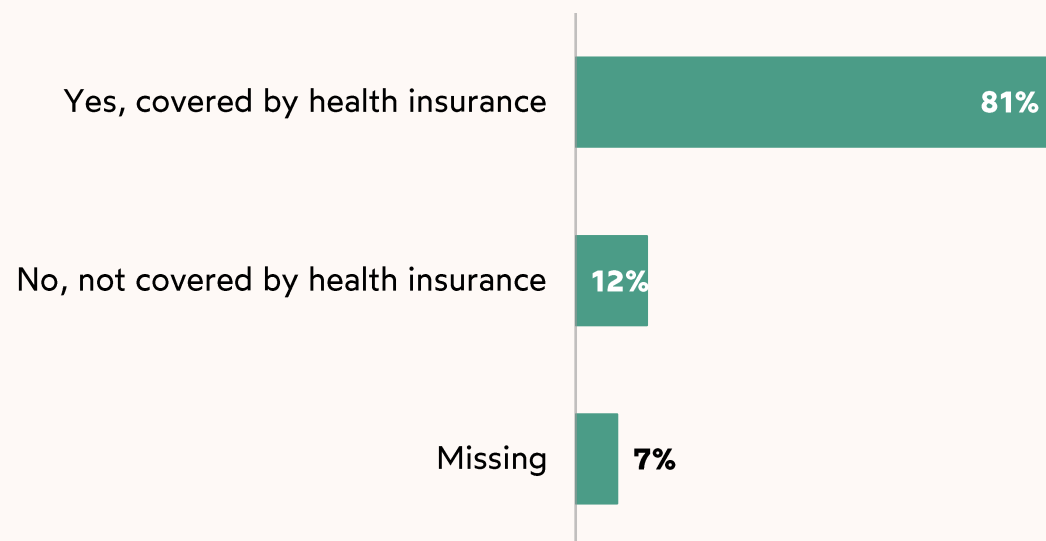


From January & February data

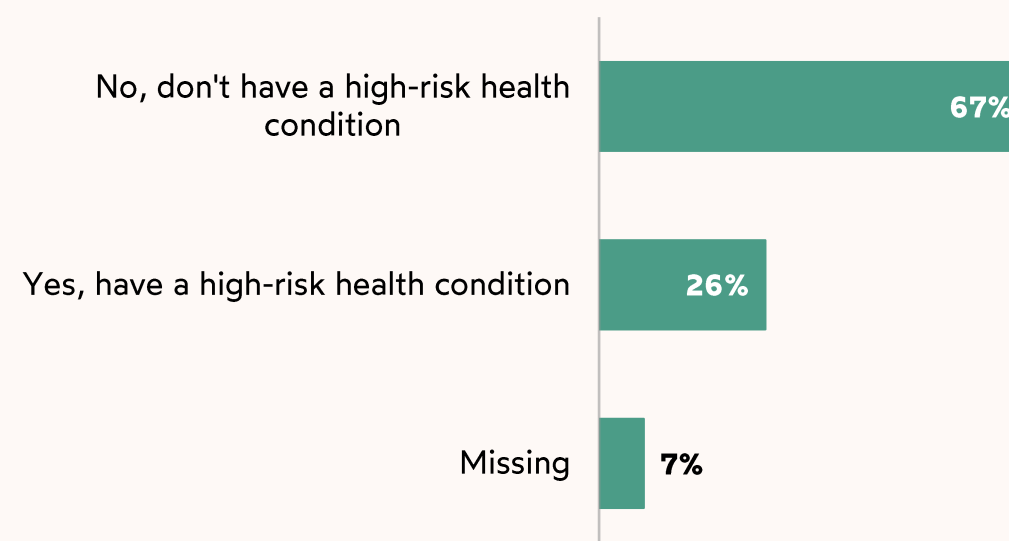
Who are the vaccinated respondents? ($n = 69$)

Over four-fifths of vaccinated respondents (81%) were covered by health insurance and over two-thirds (67%) did not report having any high-risk health conditions.

Health insurance coverage



High-risk medical conditions**



*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.

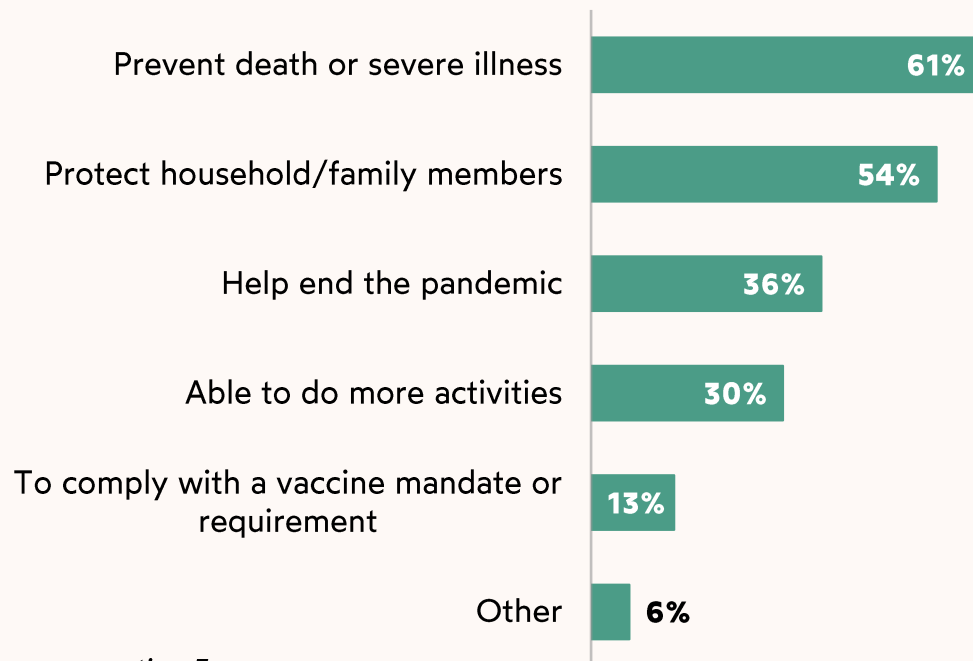
From January & February data

Among vaccinated respondents ($n = 69$)

MOTIVATORS



Overall, vaccinated respondents were motivated by multiple reasons to get the vaccine, with the top two motivators being **preventing death or severe illness (61%)** and **protecting household/family members (54%)**. A small share (**13%**) of vaccinated respondents were motivated by a vaccine mandate or requirement.



*Survey question 5

ACCESS



41% of respondents took **11 to 20 minutes** to get to the location where they received the vaccine; **33% of respondents took less time** and **20% took more time.****

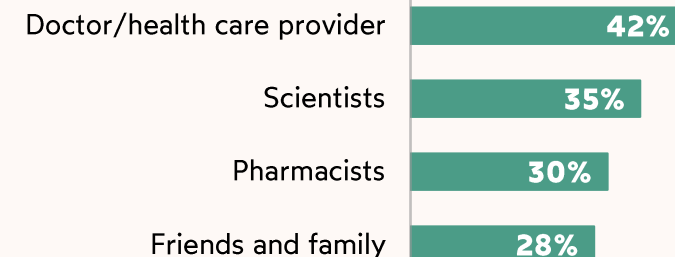


Many respondents **found it very easy (65%)** to make a vaccine appointment. **Just under 20% found it somewhat or very difficult.**

MESSENGERS



Respondents trusted various sources for information about the vaccine, **the top two being doctors and health care providers (42%)** and **scientists (35%)**.



*Survey questions 3b, 4, and 8. **Note: this doesn't add up to 100% because 5% of respondents didn't answer this question.

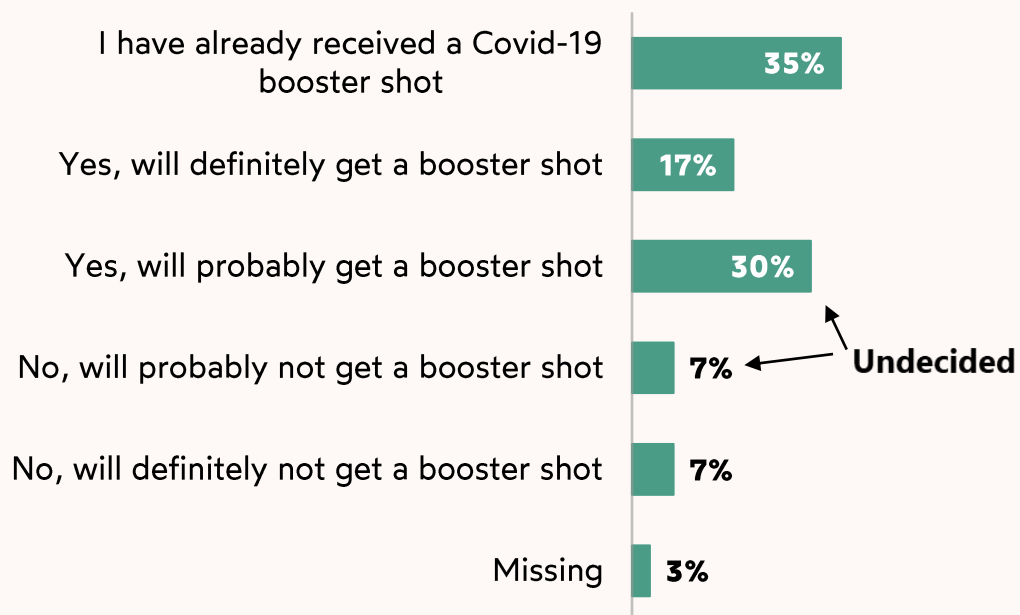
Among vaccinated respondents ($n = 69$)

From January & February data

Booster shot status



Over one-third of vaccinated respondents have received their booster shots (35%) and 17% intend on getting their booster shot, while 37% of vaccinated respondents remain undecided.

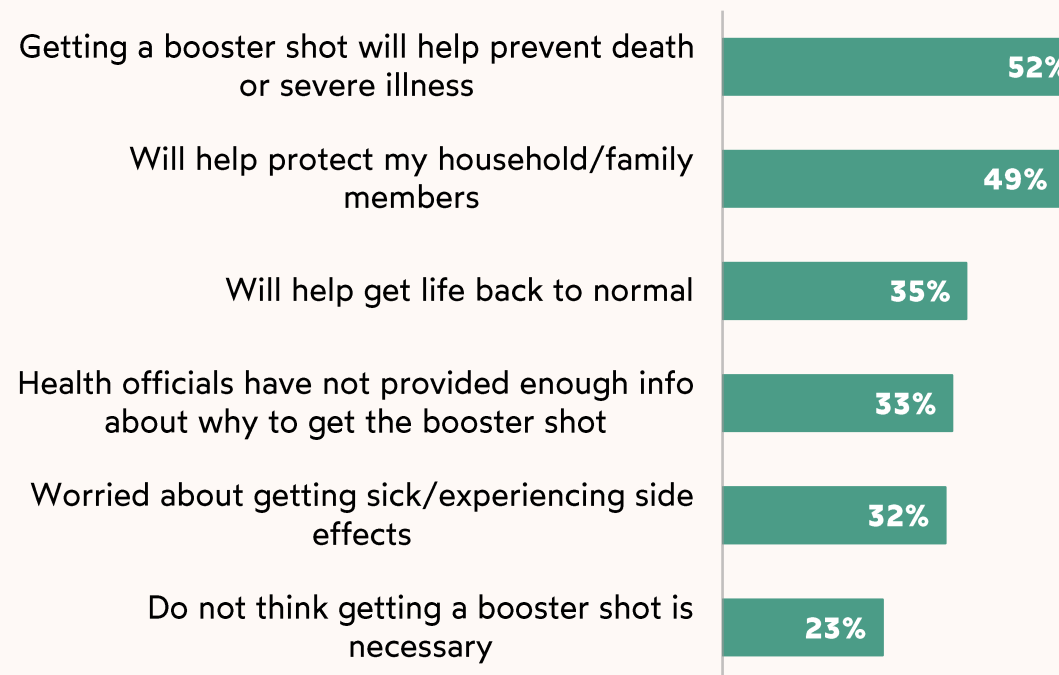


*Survey question 8.1

Booster shot attitudes



Over half of vaccinated respondents believe that getting a booster shot will help prevent death or severe illness (52%) and just under half believe it will protect their household/family members. Just under one-quarter believe that the booster shot is not necessary (23%).



*Survey question 8.2

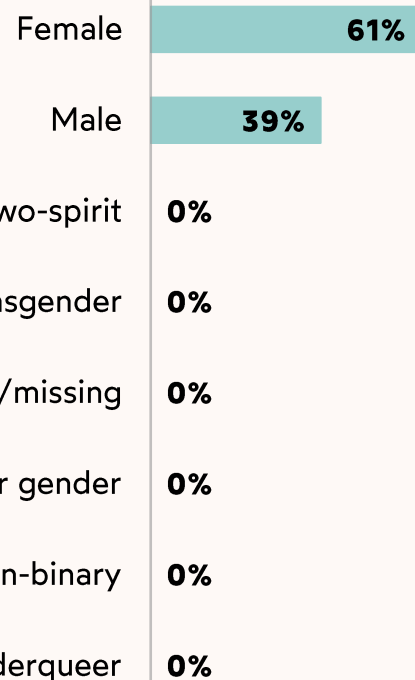
Who are the unvaccinated respondents? ($n = 25$)

From January & February data

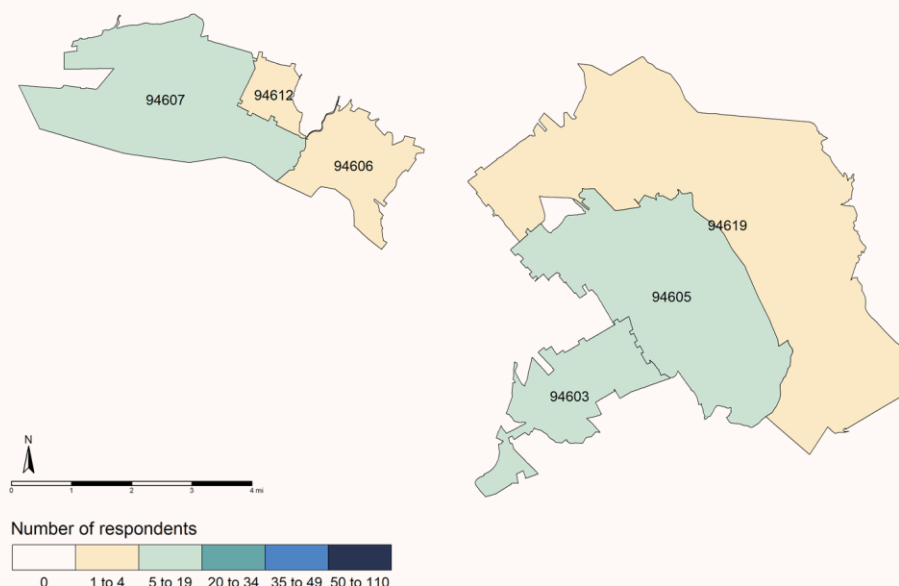
61% of unvaccinated respondents were **female**, just under half were **African American or Black (48%)**, **40%** were **Hispanic or Latino/Latinx**, and many were from **zip codes 94603, 94605, 94607**.

Gender distributions were very similar between vaccinated and unvaccinated respondents.

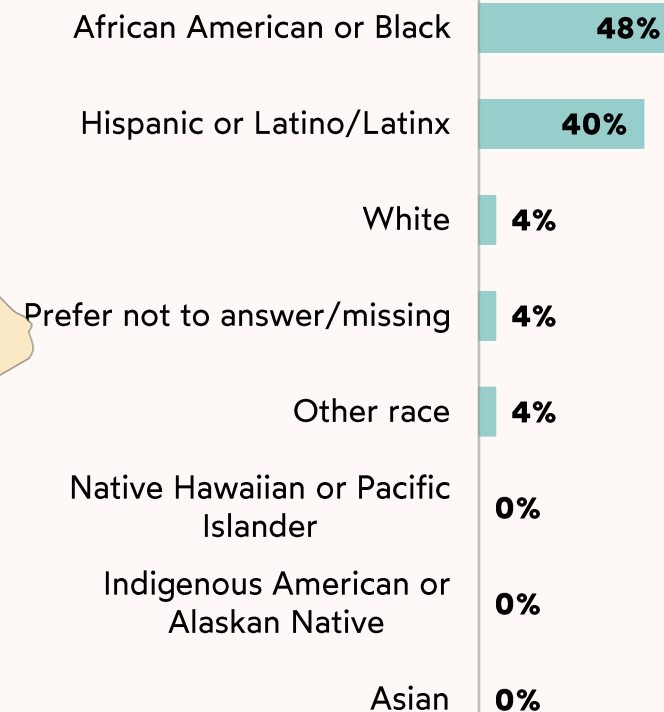
Gender (Select all that apply)



Where respondents live (by zip code)



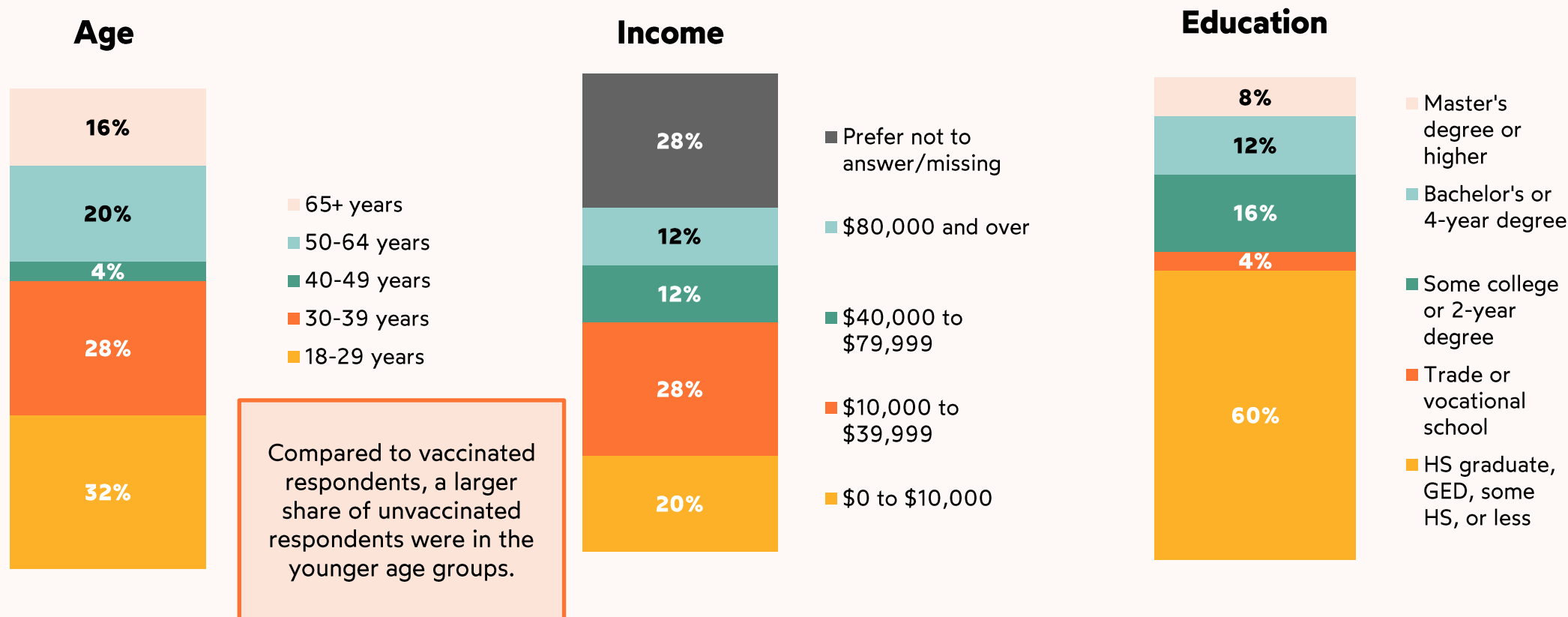
Race/ethnicity (Select all that apply)



Who are the unvaccinated respondents? ($n = 35$)

From January & February data

The largest share of unvaccinated respondents are ages **18-39 (60%)** and have a **high school diploma/GED or less (60%)****

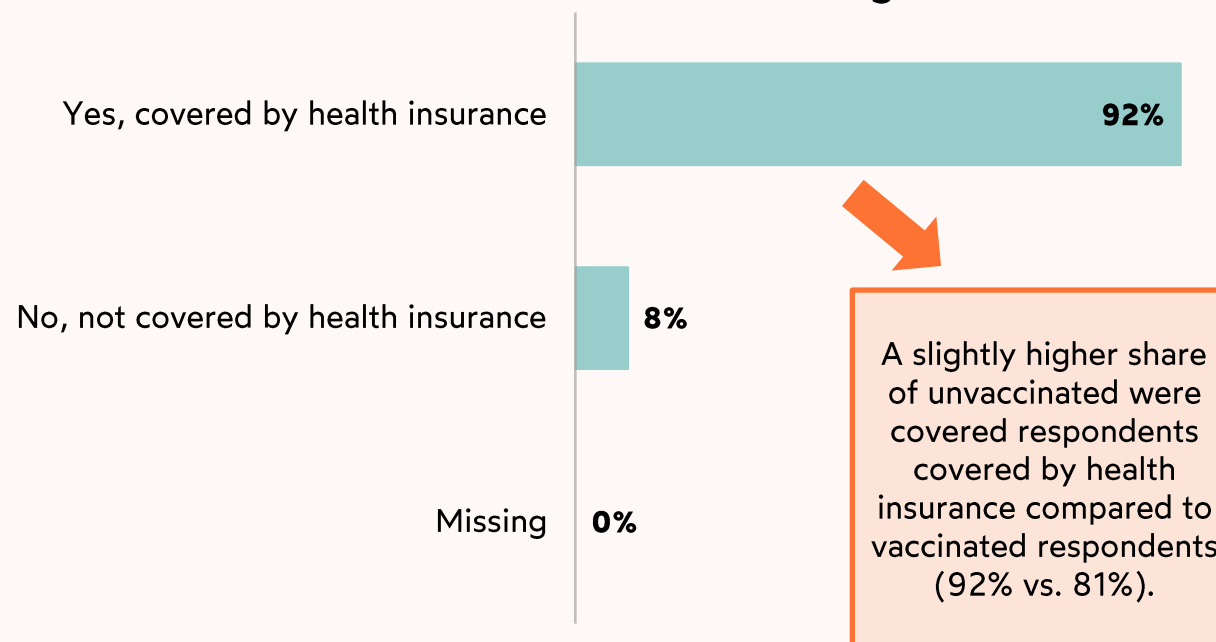


From January & February data

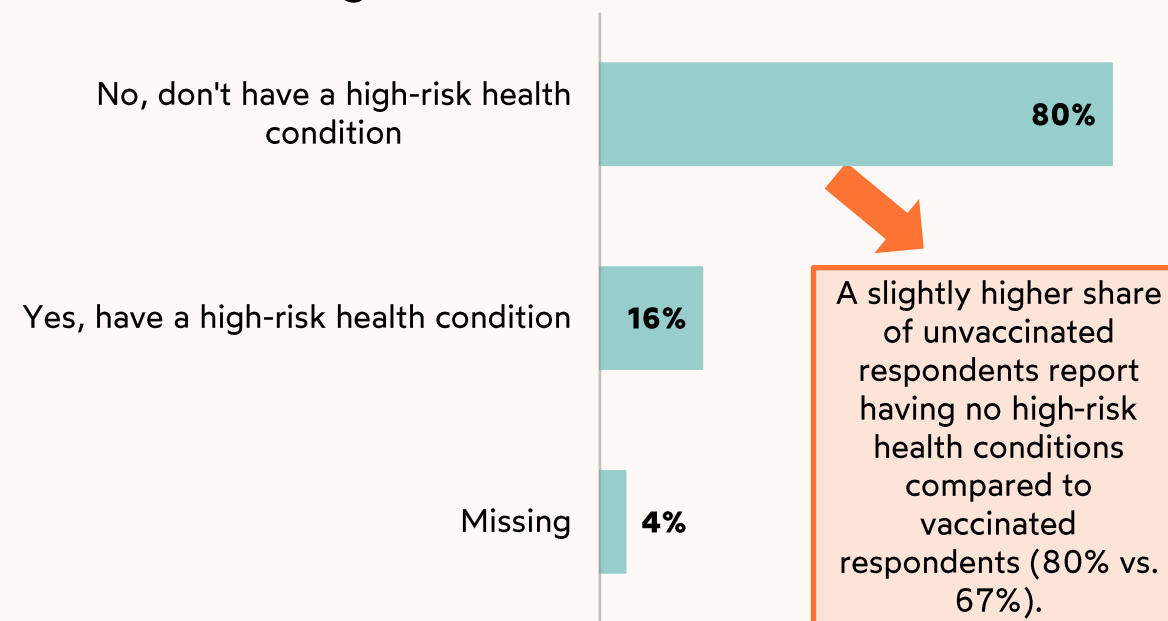
Who are the unvaccinated respondents? ($n = 25$)

Among the unvaccinated respondents, **most were covered by health insurance (92%)** and **did not report having any high-risk health conditions (80%)**.

Health insurance coverage



High-risk medical conditions**



*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.

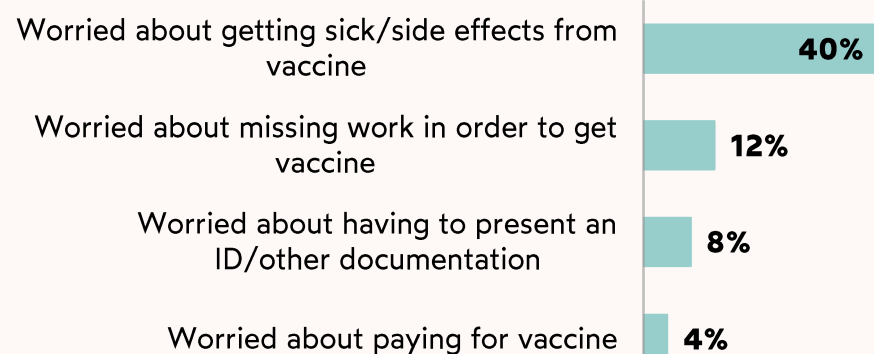
From January & February data

Among unvaccinated respondents ($n = 25$)

BARRIERS



40% of unvaccinated respondents are **worried about getting sick or experiencing side effects from the Covid-19 vaccine.**



ENABLERS

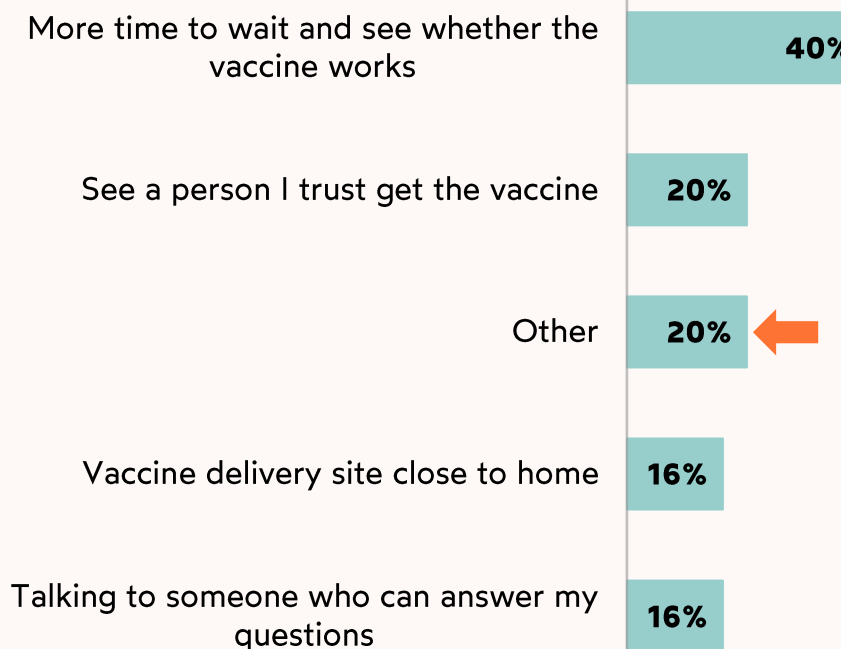


Many unvaccinated respondents **know where they can go to get a Covid-19 vaccine (68%).**

MOTIVATORS



40% of unvaccinated respondents would like **more time to wait and see whether the vaccine works.**



Other responses: more research and time; N/A; Knowing it will prevent me and my family from getting Covid-19

From January & February data

Among unvaccinated respondents ($n = 35$)

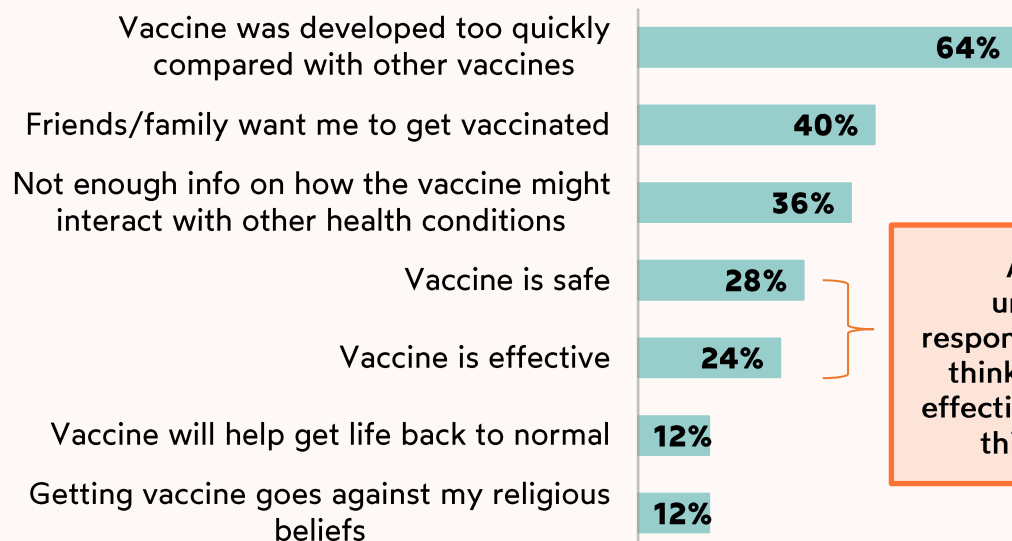
BELIEFS



Nearly two-thirds of the unvaccinated respondents believe **the vaccine was developed too quickly compared with other vaccines (64%).**



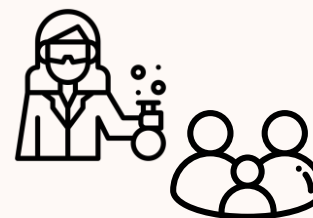
Over one-third of the unvaccinated respondents believe there is **not enough information on how the vaccine might interact with other health conditions (36%)** and **40% believe that friends/family want them to get vaccinated.**



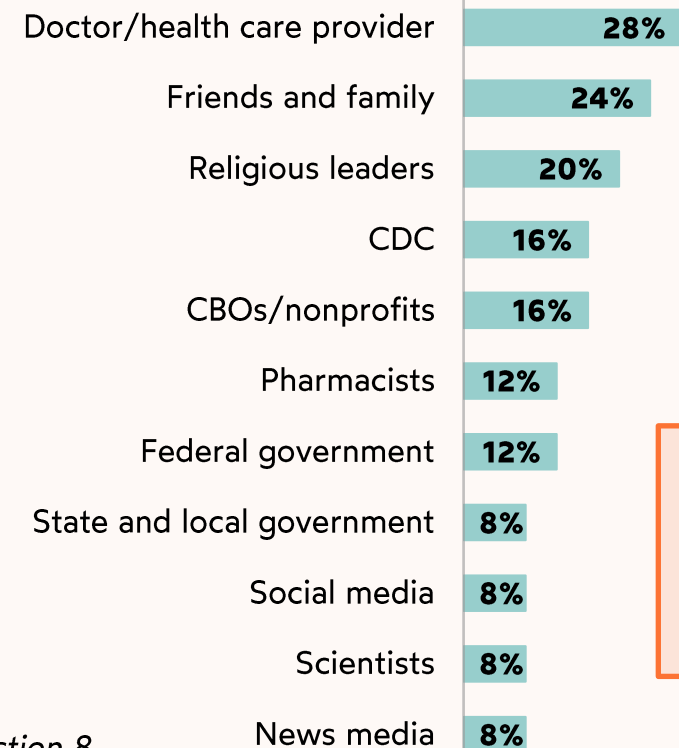
Among the unvaccinated respondents, only 28% think the vaccine is effective and only 24% think it is safe.

*Survey question 7

TRUSTED MESSENGERS



Unvaccinated respondents noted fairly low rates of trust in all the sources of information listed. **The top choice that respondents noted was trust in doctor's/health care provider's (28%) and friends and family (24%).**



Vaccinated respondents reported much higher levels of trust in all these sources of information.

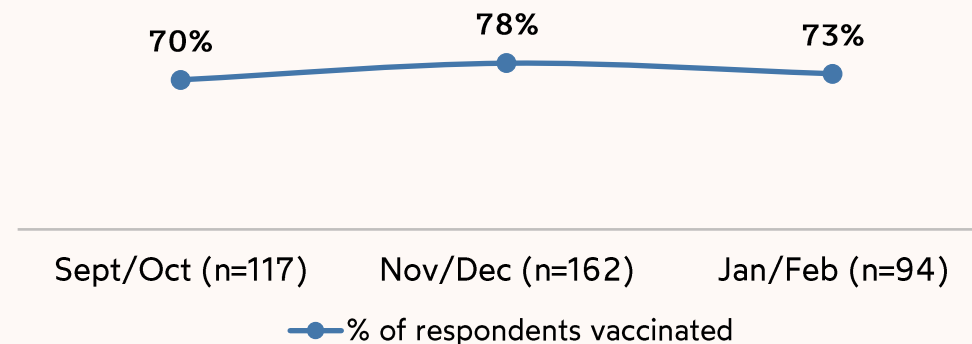
*Survey question 8

Vaccination trends

Between 70-78% of respondents surveyed from September/October-January/February were vaccinated.



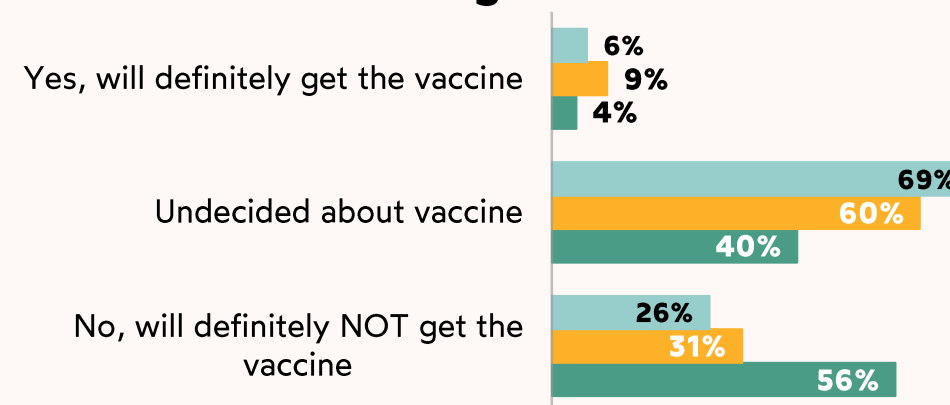
Vaccination rate



Since Sep/Oct, the share of unvaccinated respondents who note they will not get the vaccine has increased and there is a smaller share of respondents who are undecided about getting the vaccine.**



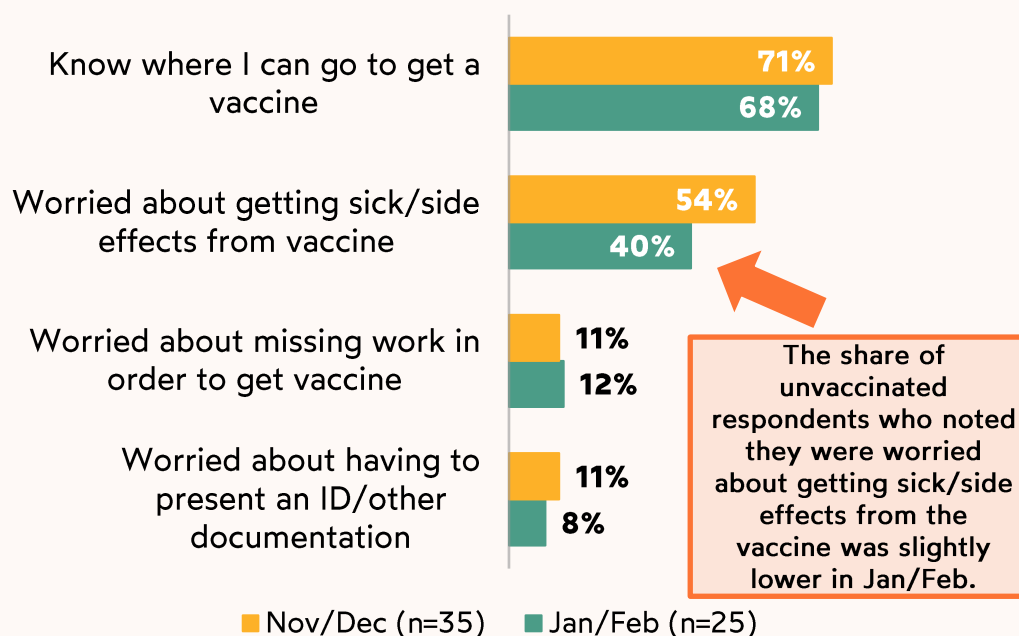
Intent to get vaccinated



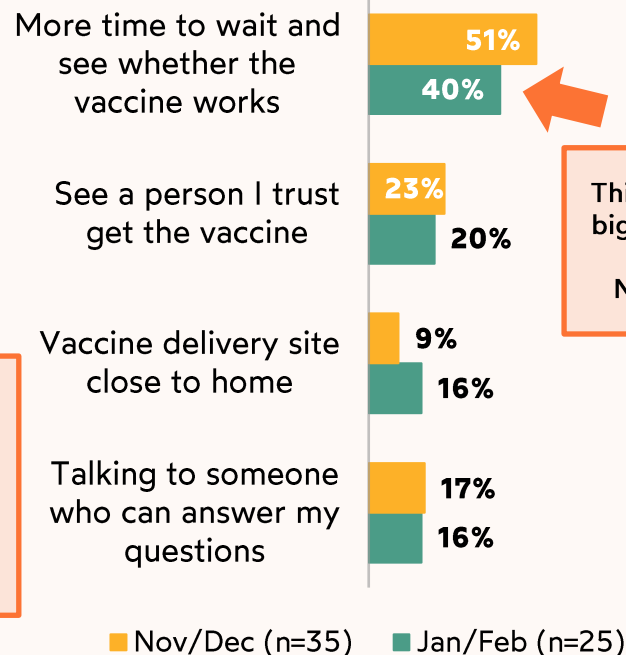
Trends from November/December to January/February

- For unvaccinated respondents, compared to Nov/Dec:
 - the barriers, enablers, and motivators remained relatively similar in Jan/Feb.
 - the overall trust in various messengers for information about the vaccine is slightly higher** in Jan/Feb.
- However, given the small sample sizes, it is important not to overinterpret these differences.

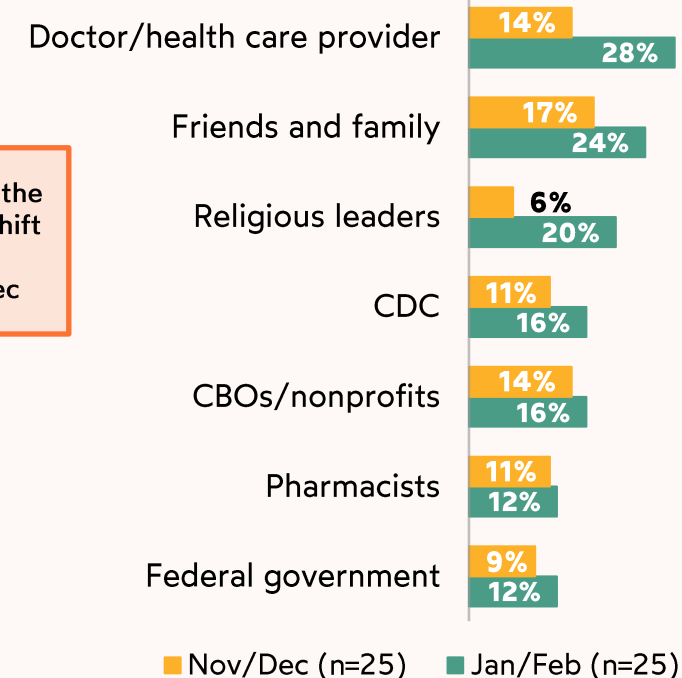
BARRIERS/ENABLERS



MOTIVATORS



TRUSTED MESSENGERS



Summary of key findings

From January & February data

KEY CHARACTERISTICS ABOUT SAMPLE

VACCINATED VS UNVACCINATED*

- Gender distributions were similar between vaccinated and unvaccinated respondents. **Vaccinated and unvaccinated respondents had similar education levels as well.**
- A **larger share of unvaccinated respondents are Hispanic/Latinx** and a **smaller share are African American/Black**. Unvaccinated respondents were younger compared to the vaccinated respondents.

KEY TAKEAWAYS

VACCINATED RESPONDENTS

- Most were motivated to get the vaccine to **prevent death or severe illness or to protect family and household members.**
- **52% intend to or have already received the booster shot.**
- **23% believe the booster shot is unnecessary.**

KEY TAKEAWAYS

UNVACCINATED RESPONDENTS

- 40% are worried about **getting sick and experiencing side effects.**
- 40% would like **more time to see whether vaccine works.**
- 64% believe the Covid-19 vaccine was **developed too quickly** compared with other vaccines.
- Reported low levels of trust in various messengers for information about the Covid-19 vaccine.

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 69 respondents and the unvaccinated sample size is 25 respondents)

Potential strategies based on key findings from survey data

From January & February data



Provide information that does the following:

- Emphasizes that you **cannot get Covid-19 from the vaccine**
- Details **how to manage side effects**
- Provides **resources and contact information** for those experiencing side effects
- Shows how the vaccine **works to prevent severe illness**



Validate and support people who want more time to wait and see (e.g., focus on other risk-reduction behaviors like masks and testing). Since this has been a consistent barrier for respondents, it might be good to have a focus group to better understand what “more time” means.



Develop communication materials and encourage conversations that highlight

- How the vaccine testing and production process was safely compressed into a **shorter timeframe**



Develop communication materials and encourage conversations that connect the booster shot to familiar health concepts, such as the flu vaccine

Oakland supplemental slides

- Survey respondent demographics vs. city BIPOC demographics
- All figures for questions analyzed

BALTIMORE

CHICAGO

HOUSTON

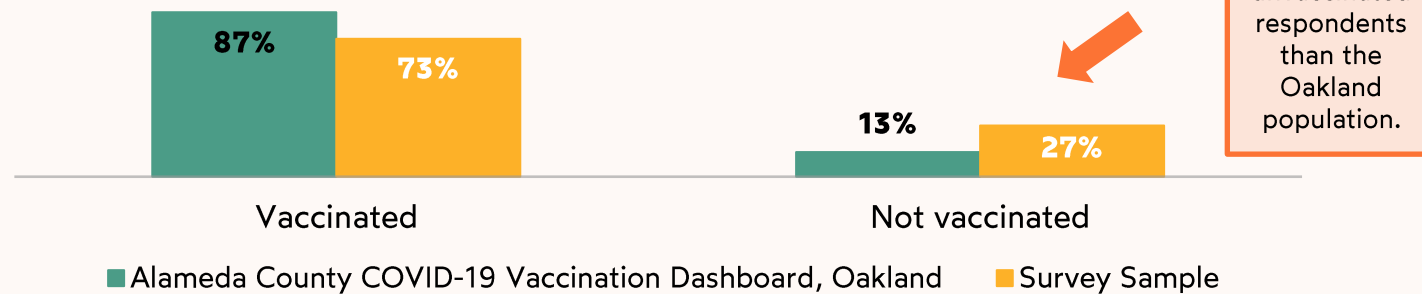
NEWARK

OAKLAND

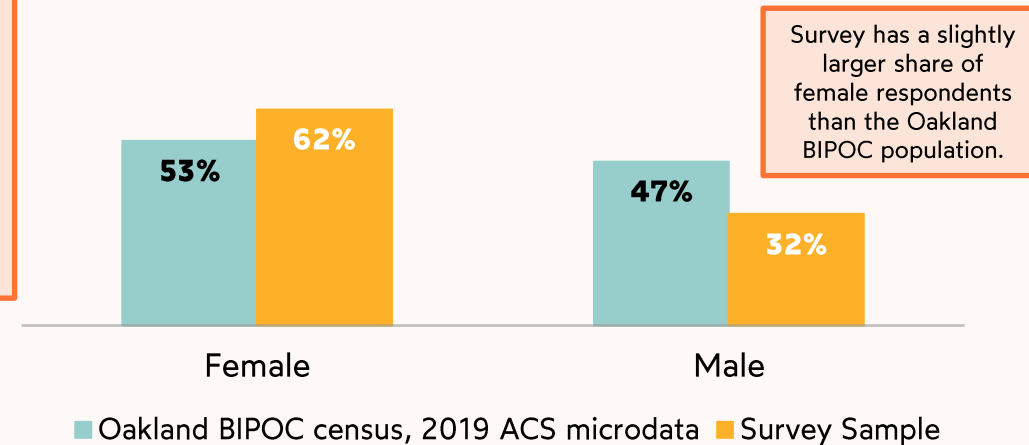
From January & February data

Survey respondent demographics vs. Oakland BIPOC demographics

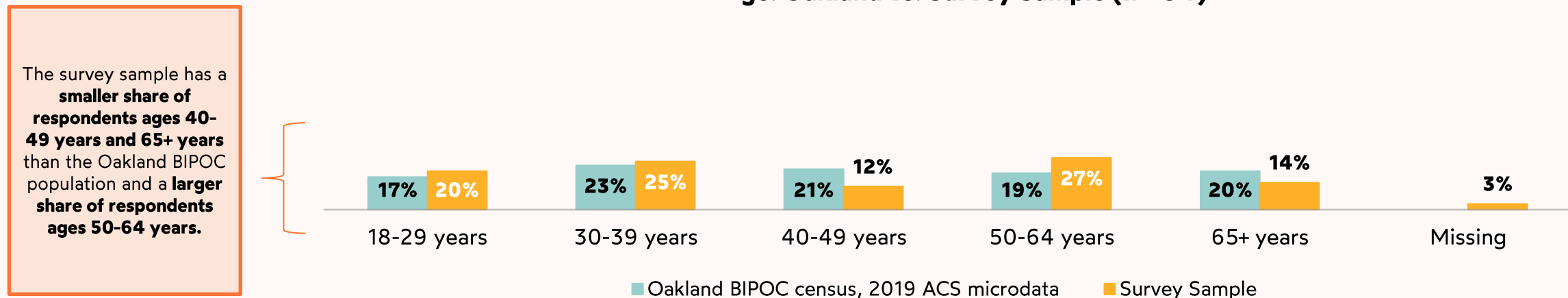
Vaccination status (at least one dose): Oakland vs. Survey Sample (n = 94)



Gender: Oakland vs. Survey Sample (n = 94)



Age: Oakland vs. Survey Sample (n = 94)



BALTIMORE

CHICAGO

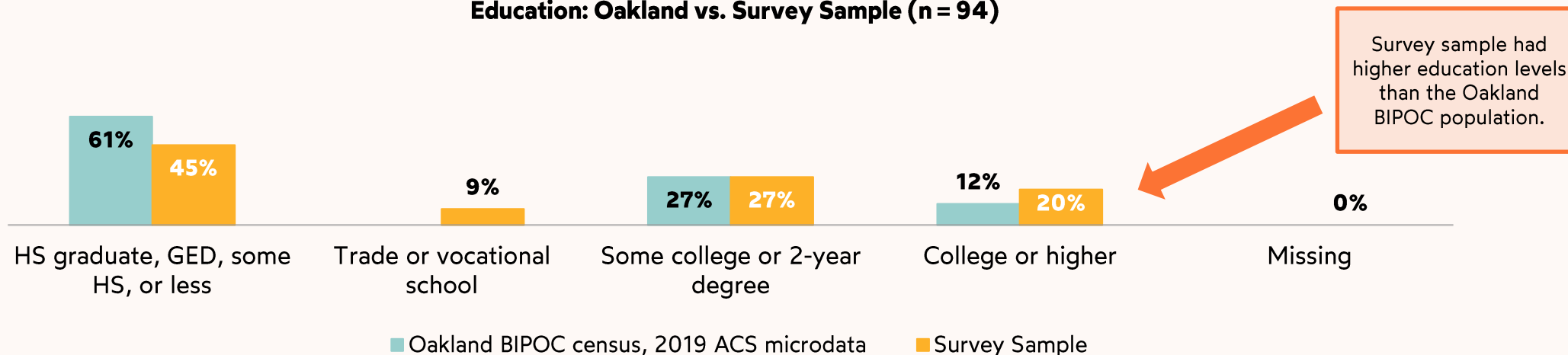
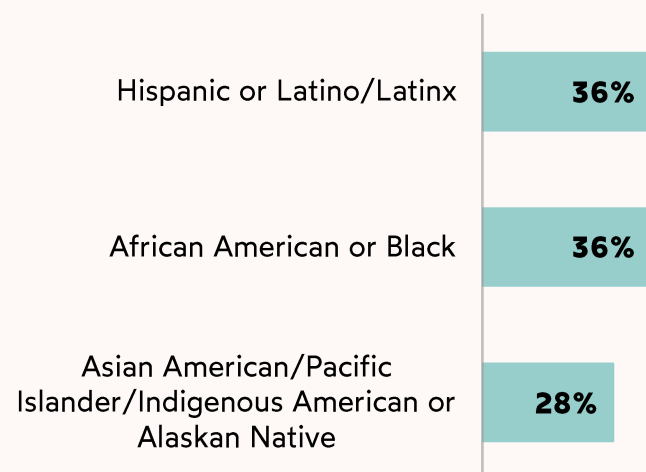
HOUSTON

NEWARK

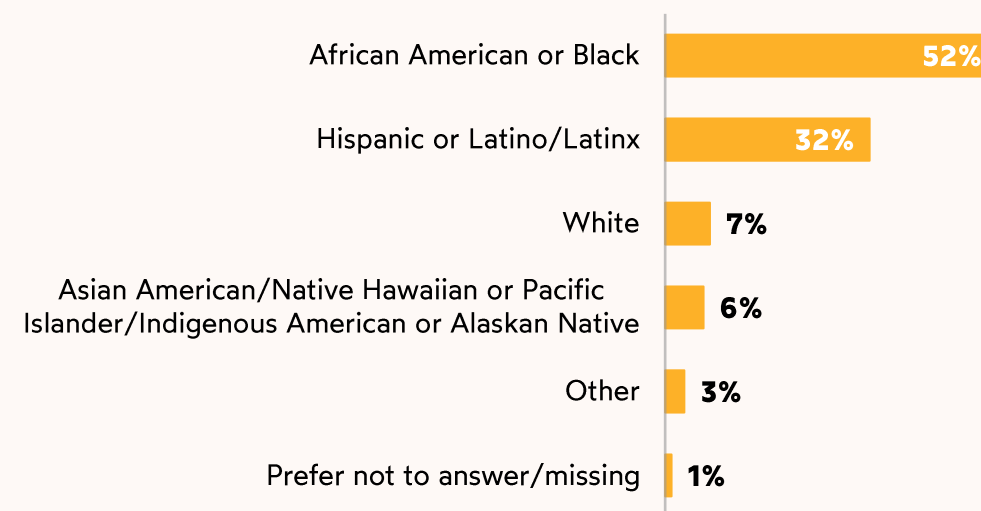
OAKLAND

From January & February data

Survey respondent demographics vs. Oakland BIPOC demographics

Education: Oakland vs. Survey Sample (n = 94)**Oakland BIPOC census, 2019 ACS microdata BIPOC race/ethnicity**

Compared with Oakland's BIPOC population, survey respondents had slightly more African American or Black respondents.

Survey Sample Q11. Race/ethnicity (Select all that apply) (n = 94)

BALTIMORE

CHICAGO

HOUSTON

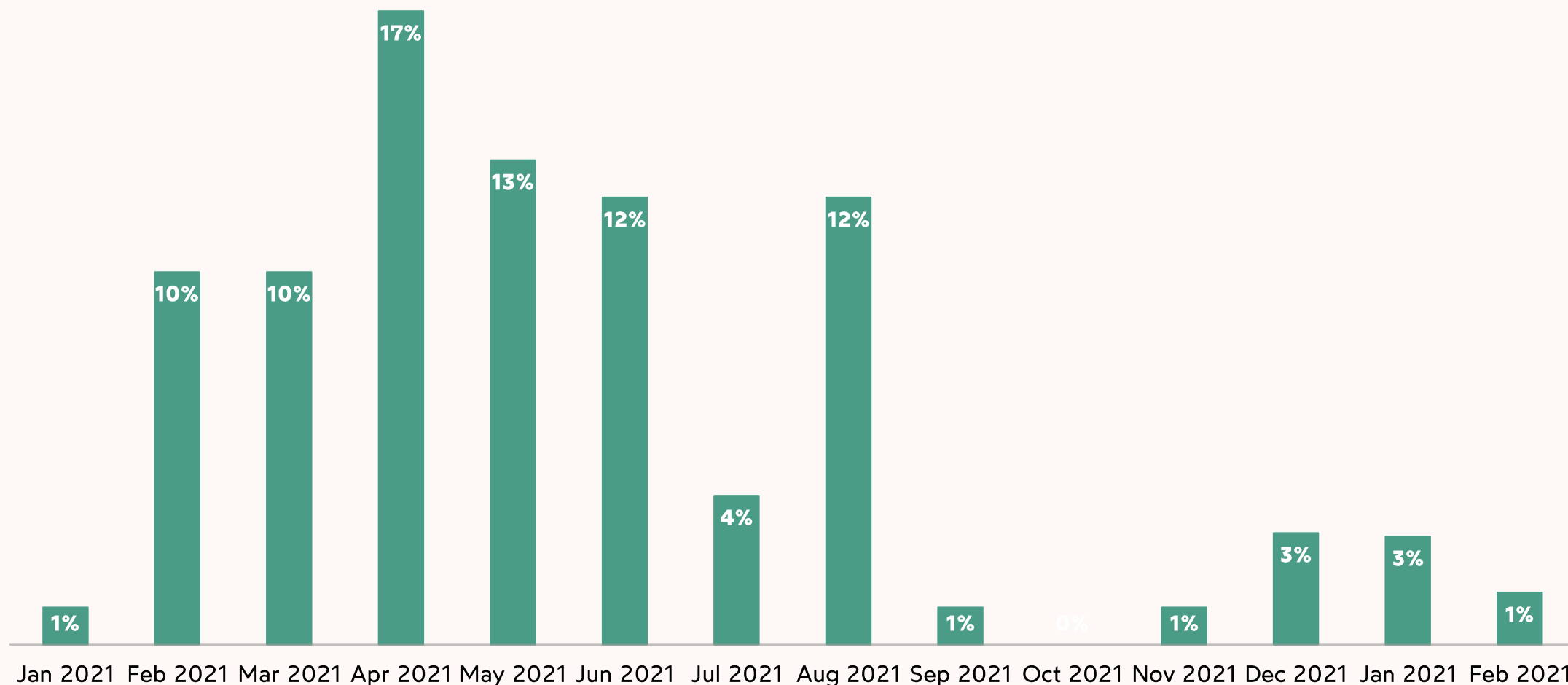
NEWARK

OAKLAND

Date respondents got their first vaccination (n=69)

From January & February data

The vaccinated respondents received their first dose of the vaccine largely during the period from **February to August 2021**.



BALTIMORE

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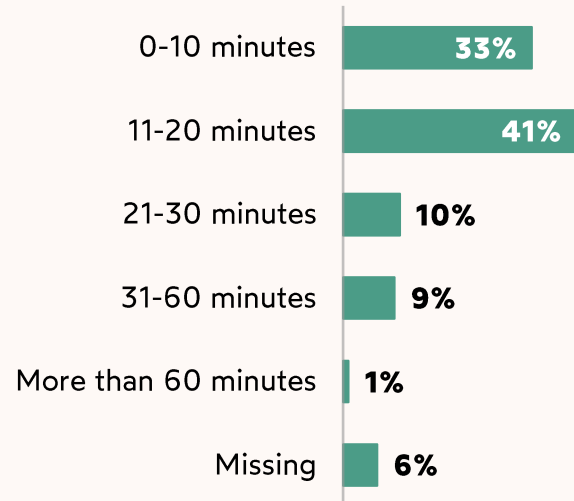
NEWARK

OAKLAND

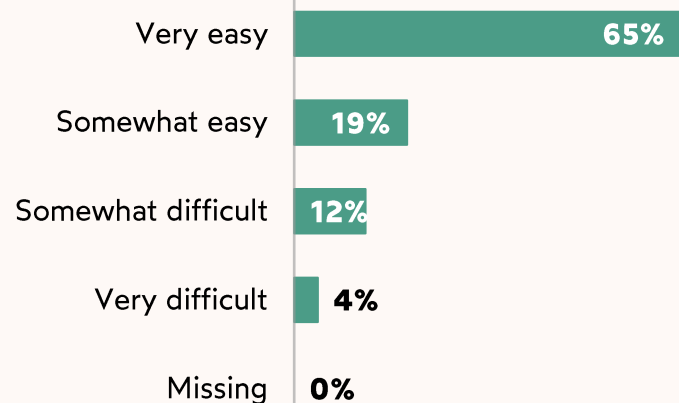
From January & February data

Among vaccinated respondents ($n = 69$)

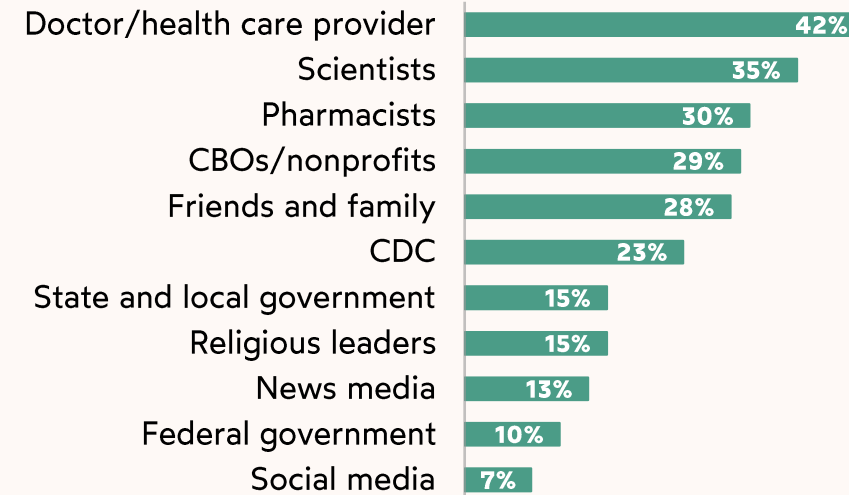
Time taken to get vaccinated



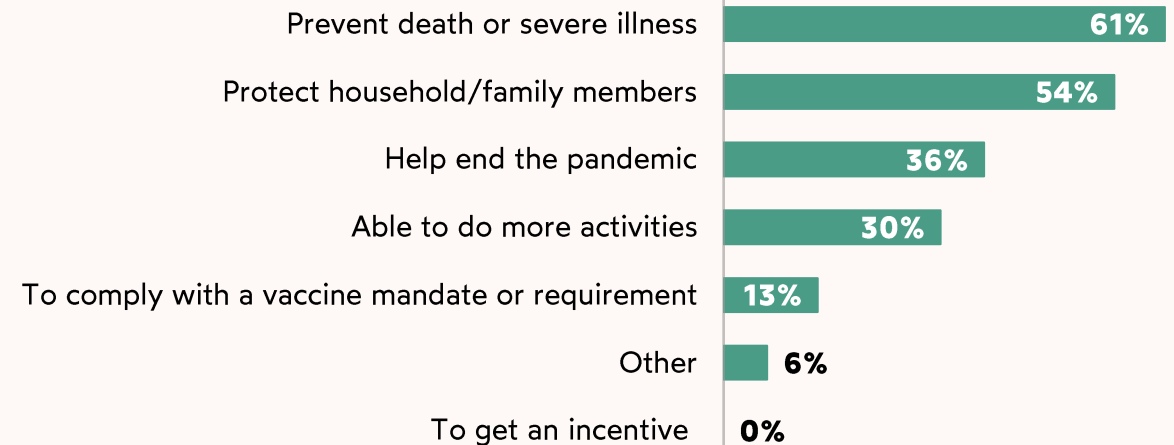
Ease of getting an appointment



Trusted messengers



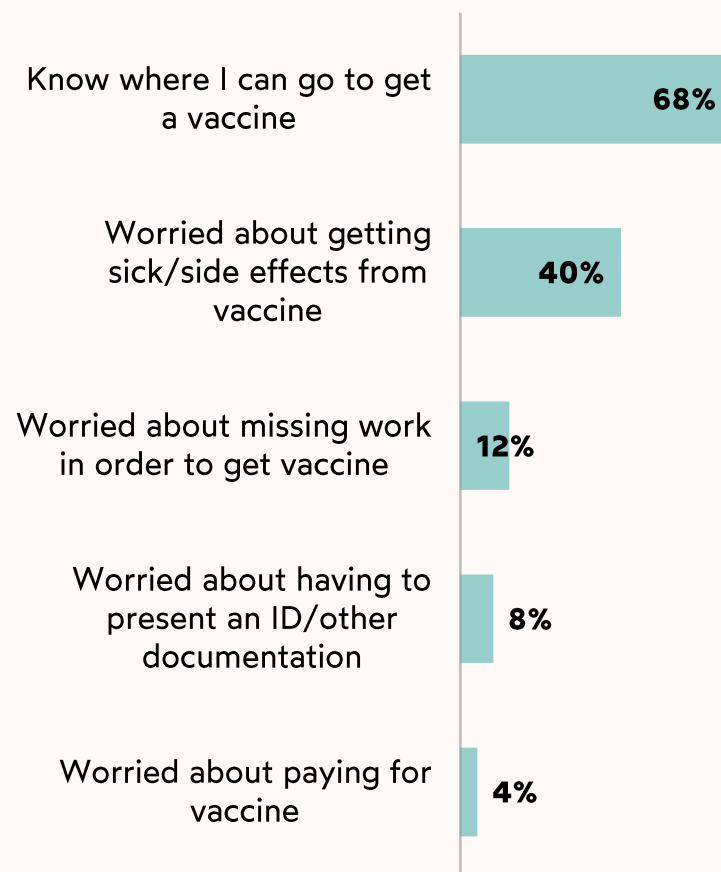
Reason for becoming vaccinated



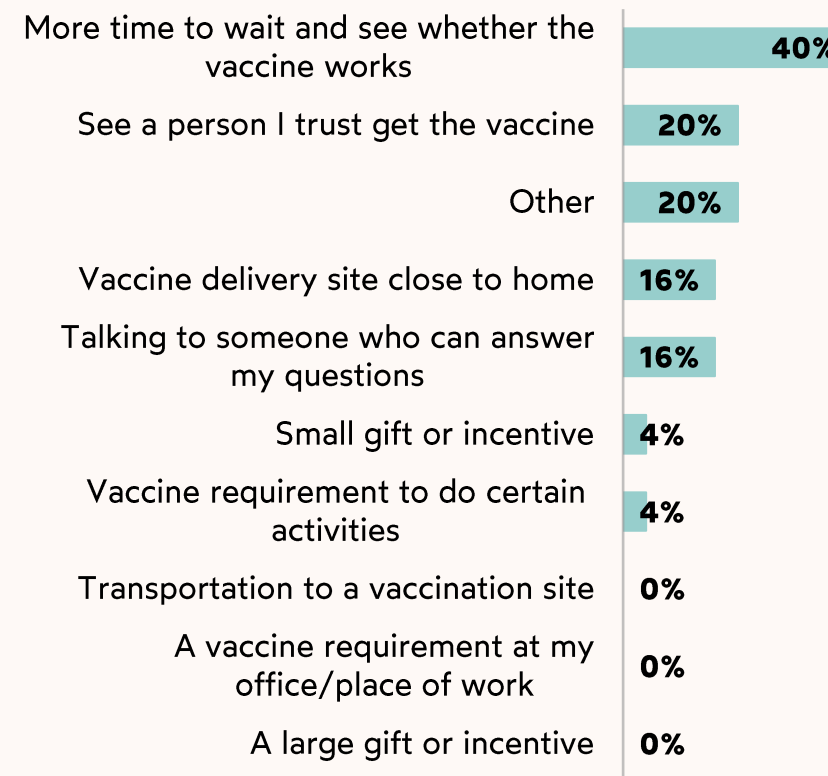
Among unvaccinated respondents ($n = 25$)

From January & February data

Barriers/Enablers



Motivators



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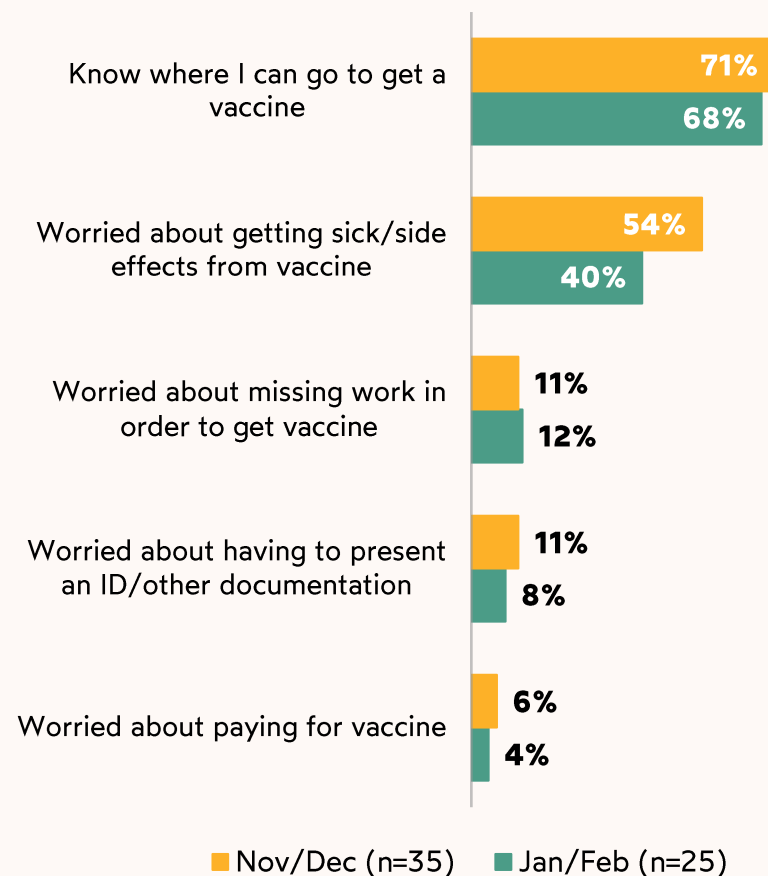
NEWARK

OAKLAND

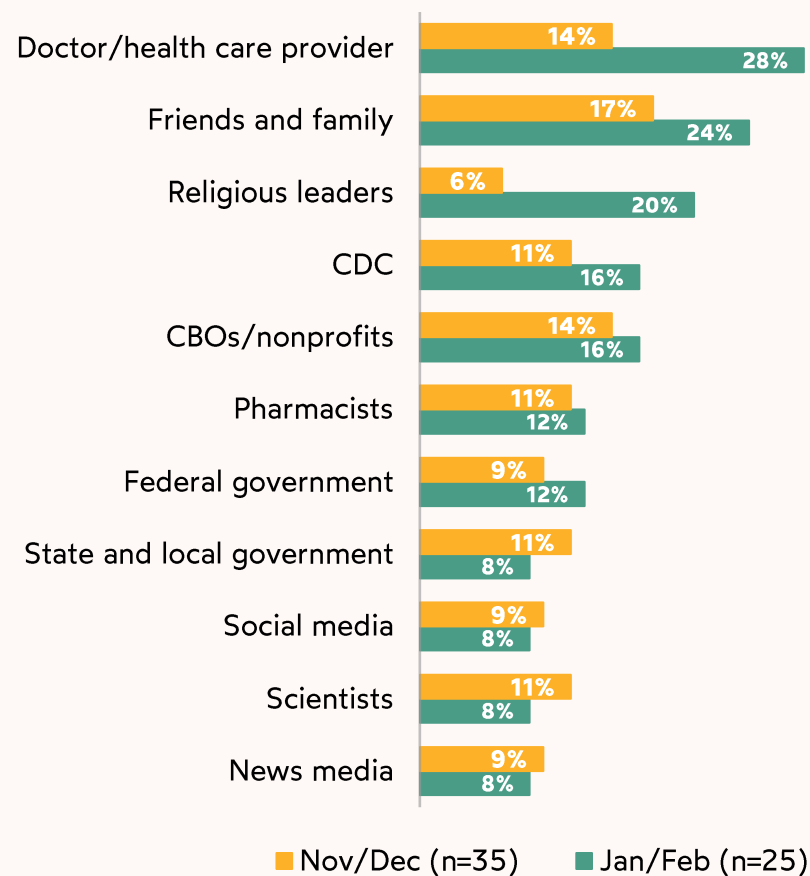
From January & February data

Unvaccinated respondents' trends

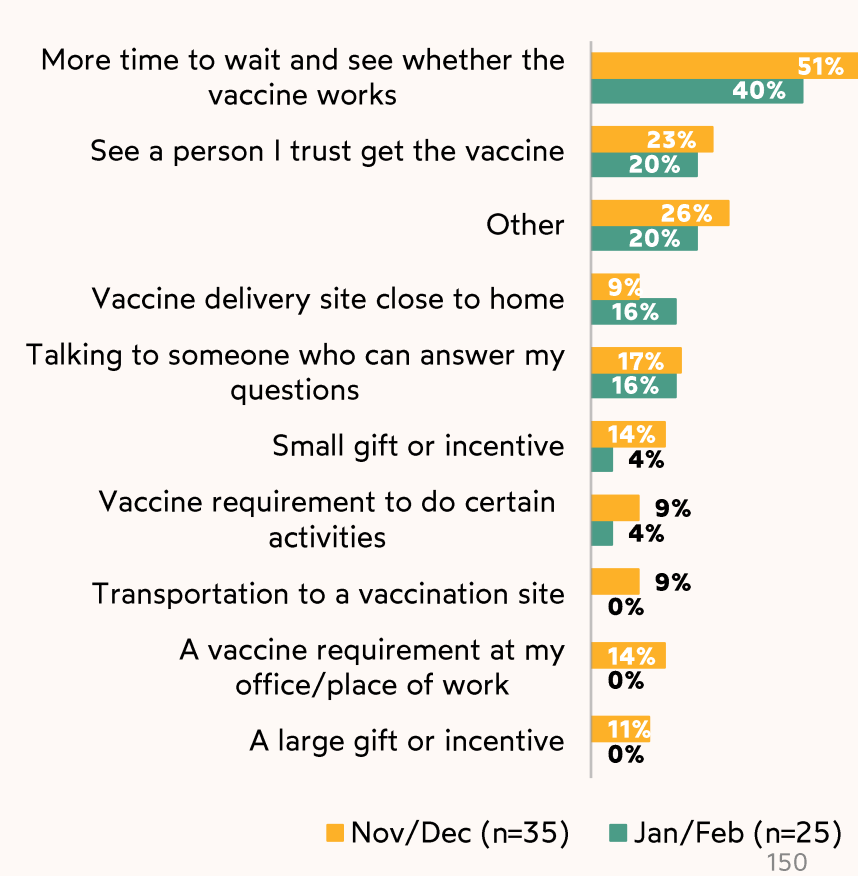
Barriers



Trusted messengers



Motivators



Contact Information

Brianna Sullivan, MPH
Health Survey Researcher at Mathematica, Inc.
Email: bsullivan@mathematica-mpr.com