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.

For more information on The Rockefeller Foundation’s Equity-First Vaccination Initiative, please visit: https://www.equityfirst.us
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

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.**

<table>
<thead>
<tr>
<th>Concern</th>
<th>Oakland Jan/Feb (n=25)</th>
<th>Newark Jan (n=21)</th>
<th>Houston Jan/Feb (n=103)</th>
<th>Chicago Jan/Feb (n=29)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>24%</td>
<td>14%</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>43%</td>
<td>21%</td>
<td>28%</td>
<td>17%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>21%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>31%</td>
<td>17%</td>
<td>17%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Survey question 6b; **Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.

Worrying about getting sick/side effects has been a top barrier since the start of data collection (July 2021).
Top potential motivators for unvaccinated respondents

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.**

- More time to wait and see whether the vaccine works: 58% in Chicago, 48% in Newark, 29% in Houston, and 22% in Oakland.
- Talking to someone who can answer my questions: 31% in Newark, 28% in Houston, 14% in Walnut Creek, and 1% in Oakland.
- See a person I trust get the vaccine: 28% in Houston, 20% in Newark, 16% in Walnut Creek, and 10% in Oakland.
- Vaccine delivery site close to home: 24% in Houston, 16% in Walnut Creek, 5% in Newark, and 0% in Oakland.
- Small gift or incentive: 21% in Chicago, 13% in Walnut Creek, 5% in Newark, and 3% in Oakland.

Wanting more time to wait and see has been the most commonly reported “potential motivator” since the beginning of data collection (July 2021).

*Survey question 6c; **Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.
**Top beliefs reported by unvaccinated respondents**

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.**

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**Graphical representation of top beliefs**

- **Vaccine was developed too quickly compared with other vaccines**:
  - Oakland Jan/Feb (n=35): 38%
  - Newark Jan (n=21): 36%
  - Houston Jan/Feb (n=103): 66%
  - Chicago Jan/Feb (n=29): 64%

- **Not enough info on how the vaccine might interact with other health conditions**:
  - Oakland Jan/Feb (n=35): 29%
  - Newark Jan (n=21): 29%
  - Houston Jan/Feb (n=103): 40%
  - Chicago Jan/Feb (n=29): 60%

- **Friends/family want me to get vaccinated**:
  - Oakland Jan/Feb (n=35): 12%
  - Newark Jan (n=21): 13%
  - Houston Jan/Feb (n=103): 24%
  - Chicago Jan/Feb (n=29): 48%

- **Vaccine will help get life back to normal**:
  - Oakland Jan/Feb (n=35): 13%
  - Newark Jan (n=21): 13%
  - Houston Jan/Feb (n=103): 24%
  - Chicago Jan/Feb (n=29): 58%

- **Vaccine is safe**:
  - Oakland Jan/Feb (n=35): 13%
  - Newark Jan (n=21): 17%
  - Houston Jan/Feb (n=103): 28%
  - Chicago Jan/Feb (n=29): 28%

- **Vaccine is effective**:
  - Oakland Jan/Feb (n=35): 14%
  - Newark Jan (n=21): 16%
  - Houston Jan/Feb (n=103): 24%
  - Chicago Jan/Feb (n=29): 0%

- **Getting vaccine goes against my religious beliefs**:
  - Oakland Jan/Feb (n=35): 0%
  - Newark Jan (n=21): 12%
  - Houston Jan/Feb (n=103): 17%
  - Chicago Jan/Feb (n=29): 21%

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

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

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*We continue to see that few unvaccinated respondents report thinking the vaccine is safe or effective.*
Top trusted messengers reported by unvaccinated respondents

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.

<table>
<thead>
<tr>
<th>Source</th>
<th>Oakland Jan/Feb (n=25)</th>
<th>Newark Jan (n=21)</th>
<th>Houston Jan/Feb (n=103)</th>
<th>Chicago Jan/Feb (n=29)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>7%</td>
<td>14%</td>
<td>28%</td>
<td>52%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>2%</td>
<td>14%</td>
<td>20%</td>
<td>48%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>5%</td>
<td>12%</td>
<td>17%</td>
<td>48%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>3%</td>
<td>11%</td>
<td>24%</td>
<td>43%</td>
</tr>
<tr>
<td>News media</td>
<td>0%</td>
<td>10%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>CDC</td>
<td>7%</td>
<td>7%</td>
<td>16%</td>
<td>7%</td>
</tr>
</tbody>
</table>

*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

- **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

- Because a large share of the Jan/Feb survey respondents were vaccinated, we talked to more parents that were vaccinated than parents that were unvaccinated ($n=150$ vs. $n=41$).

*Survey questions 8.4, 8.5, 8.6, 8.8 **Note, the CDC approved Covid-19 vaccines for ages 12-17 in May 2021 and for ages 5-11 in November 2021.*
Parent reports on vaccination intentions for their children

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

- **Vaccinated parents** (n=11)
  - Get them vaccinated right away: 18%
  - Wait a while to see how the vaccine is working: 27%
  - Only get child/children vaccinated if their school requires it: 36%
  - Definitely not get them vaccinated: 18%

- **Unvaccinated parents** (n=11)
  - Get them vaccinated right away: 27%
  - Wait a while to see how the vaccine is working: 9%
  - Only get child/children vaccinated if their school requires it: 36%
  - Definitely not get them vaccinated: 27%

Vaccine intentions for children 5-11 years old

- **Vaccinated parents** (n=26)
  - Get them vaccinated right away: 12%
  - Wait a while to see how the vaccine is working: 50%
  - Only get child/children vaccinated if their school requires it: 19%
  - Definitely not get them vaccinated: 14%

- **Unvaccinated parents** (n=21)
  - Get them vaccinated right away: 52%
  - Wait a while to see how the vaccine is working: 4%
  - Only get child/children vaccinated if their school requires it: 15%
  - Definitely not get them vaccinated: 33%

Vaccine intentions for children less than 5 years old

- **Vaccinated parents** (n=59)
  - Get them vaccinated right away: 44%
  - Wait a while to see how the vaccine is working: 32%
  - Only get child/children vaccinated if their school requires it: 5%
  - Definitely not get them vaccinated: 7%

- **Unvaccinated parents** (n=15)
  - Get them vaccinated right away: 27%
  - Wait a while to see how the vaccine is working: 40%
  - Only get child/children vaccinated if their school requires it: 7%
  - Definitely not get them vaccinated: 2%

*Q 8.7, 8.9, and 8.10. **Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.
Child vaccination motivators, attitudes, and beliefs

- 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)

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Vaccinated parents (n=32)</th>
<th>Unvaccinated parents (n=32)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see</td>
<td>66%</td>
<td>56%</td>
</tr>
<tr>
<td>A vaccine requirement for my child to go to school or daycare</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>A vaccine requirement for my child to do activities</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Seeing other parents I trust get their children vaccinated</td>
<td>3%</td>
<td>19%</td>
</tr>
<tr>
<td>Talking to someone about my questions</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>28%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

- The vaccine is effective in children
- The vaccine helps keep children safe
- Important for the health of my family
- Important for the health of my community
- Concerned the vaccine hasn't been around long enough
- Concerned about potential side effects
- I trust the info I got about the vaccine from my child's doctor
- Missing

*Survey questions 8.11, 8.12*
Cross-site supplemental slides
Cross-site supplemental slides

**Barriers/Enablers**

- **Know where I can go to get a vaccine**
  - Oakland Jan/Feb (n=25): 68%
  - Newark Jan (n=21): 71%
  - Chiago Jan/Feb (n=29): 86%

- **Worried about getting sick/side effects from vaccine**
  - Oakland Jan/Feb (n=25): 24%
  - Newark Jan (n=21): 40%
  - Chicago Jan/Feb (n=29): 76%

- **Worried about missing work in order to get vaccine**
  - Oakland Jan/Feb (n=25): 12%
  - Newark Jan (n=21): 14%
  - Chicago Jan/Feb (n=29): 43%

- **Worried about paying for vaccine**
  - Oakland Jan/Feb (n=25): 4%
  - Newark Jan (n=21): 5%
  - Chicago Jan/Feb (n=29): 28%

- **Worried about having to present an ID/other documentation**
  - Oakland Jan/Feb (n=25): 8%
  - Newark Jan (n=21): 5%
  - Chicago Jan/Feb (n=29): 31%

**Motivators**

- **More time to wait and see whether the vaccine works**
  - Other: 20%

- **Talking to someone who can answer my questions**
  - Other: 17%

- **See a person I trust get the vaccine**
  - Other: 16%

- **Vaccine delivery site close to home**
  - Other: 10%

- **Transportation to a vaccination site**
  - Other: 5%

- **Small gift or incentive**
  - Other: 3%

- **A vaccine requirement at my office/place of work**
  - Other: 4%

- **A vaccine requirement to do certain activities (like traveling or going to a concert)**
  - Other: 0%

- **A large gift or incentive**
  - Other: 0%

*Survey question 6b & 6c*
Cross-site supplemental slides

### Beliefs

<table>
<thead>
<tr>
<th>Belief</th>
<th>Oakland Jan/Feb (n=35)</th>
<th>Newark Jan (n=21)</th>
<th>Houston Jan/Feb (n=103)</th>
<th>Chicago Jan/Feb (n=29)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>38%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>38%</td>
<td>64%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health...</td>
<td>29%</td>
<td>60%</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>29%</td>
<td>40%</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>12%</td>
<td>24%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>13%</td>
<td>28%</td>
<td>18%</td>
<td>28%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>16%</td>
<td>24%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td></td>
<td></td>
<td>0%</td>
<td>12%</td>
</tr>
</tbody>
</table>

### Trusted Messengers

<table>
<thead>
<tr>
<th>Trustworthy Source</th>
<th>Oakland Jan/Feb (n=35)</th>
<th>Newark Jan (n=21)</th>
<th>Houston Jan/Feb (n=103)</th>
<th>Chicago Jan/Feb (n=29)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>7%</td>
<td>14%</td>
<td>38%</td>
<td>52%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>2%</td>
<td>14%</td>
<td>4%</td>
<td>48%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>5%</td>
<td>17%</td>
<td>4%</td>
<td>43%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>3%</td>
<td>8%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>News media</td>
<td>0%</td>
<td>8%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>CDC</td>
<td>7%</td>
<td>10%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>2%</td>
<td>14%</td>
<td>4%</td>
<td>17%</td>
</tr>
<tr>
<td>Scientists</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
<td>17%</td>
</tr>
<tr>
<td>State and local government</td>
<td>0%</td>
<td>8%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Social media</td>
<td>0%</td>
<td>3%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Federal government</td>
<td>0%</td>
<td>12%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

*Survey questions 7 & 8*
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

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

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

**The Chicago Community Trust and Affiliates**

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

- Partnered with **Sinai Urban Health Institute (SUHI)**

- **Use a screener that is distributed via social media or emailed or texted directly to client lists of local organizations.**

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

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

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*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.
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).

*Survey questions 2, 2a, and 6 and 6*
Respondents’ personal experience with Covid-19 \((n = 232)\)

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%).

<table>
<thead>
<tr>
<th>VACCINATED ((n=232))</th>
<th>UNVACCINATED ((n=29))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td></td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td></td>
</tr>
<tr>
<td>I don't know</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td></td>
</tr>
<tr>
<td>Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td></td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td></td>
</tr>
<tr>
<td>I don't know</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td></td>
</tr>
</tbody>
</table>

*Survey question 8.3*
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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>68%</td>
</tr>
<tr>
<td>Male</td>
<td>29%</td>
</tr>
<tr>
<td>Transgender</td>
<td>1%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>1%</td>
</tr>
<tr>
<td>Non-binary</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Race/ethnicity

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td>33%</td>
</tr>
<tr>
<td>African American or Black</td>
<td>30%</td>
</tr>
<tr>
<td>White</td>
<td>29%</td>
</tr>
<tr>
<td>Asian</td>
<td>8%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Survey questions 1, 10, and 11*
Where vaccinated respondents live - by zip code ($n = 232$)

Vaccinated respondents lived in various zip codes throughout the city.

*Survey question 1*
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%).**

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**Age**
- 18-29 years: 38%
- 30-39 years: 35%
- 40-49 years: 16%
- 50-64 years: 8%
- 65+ years: 1%
- Missing: 2%

**Income**
- $0 to $10,000: 11%
- $10,000 to $39,999: 27%
- $40,000 to $79,999: 23%
- $80,000 and over: 12%
- Prefer not to answer/missing: 27%

**Education**
- HS graduate, GED, some HS, or less: 24%
- Some college or 2-year degree: 19%
- Bachelor's or 4-year degree: 28%
- Master's degree or higher: 25%
- Missing: 2%

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*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.*
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%)**.

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**Health insurance coverage**

- Yes, covered by health insurance: 80%
- No, not covered by health insurance: 17%
- Missing: 3%

**High-risk medical conditions**

- No, don't have a high-risk health condition: 68%
- Yes, have a high-risk health condition: 29%
- Missing: 3%

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*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 vaccinated respondents \((n = 232)\)

**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 are **doctors/healthcare providers (50%), scientists (49%), and the CDC (42%).**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>50%</td>
</tr>
<tr>
<td>Scientists</td>
<td>49%</td>
</tr>
<tr>
<td>CDC</td>
<td>42%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>36%</td>
</tr>
<tr>
<td>State and local government</td>
<td>27%</td>
</tr>
</tbody>
</table>

**MOTIVATORS**

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

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect household/family members</td>
<td>78%</td>
</tr>
<tr>
<td>Prevent death or severe illness</td>
<td>69%</td>
</tr>
<tr>
<td>Help end the pandemic</td>
<td>62%</td>
</tr>
<tr>
<td>Able to do more activities</td>
<td>61%</td>
</tr>
<tr>
<td>To comply with a vaccine mandate or requirement</td>
<td>44%</td>
</tr>
<tr>
<td>To get an incentive (such as a free meal or a chance at winning a lottery)</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Survey questions 3, 3b, and 4*
Among vaccinated respondents \((n=232)\)

**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.

- I have already received a COVID-19 booster shot: 51%
- Yes, will definitely get a booster shot: 22%
- Yes, will probably get a booster shot: 17%
- Undecided:
- No, will probably not get a booster shot: 6%
- No, will definitely not get a booster shot: 3%

**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%).

- Will help protect my household/family members: 75%
- Getting a booster shot will help prevent death or severe illness: 72%
- Will help get life back to normal: 64%
- Worried about getting sick/experiencing side effects: 35%
- Health officials have not provided enough information about why I should get a booster shot: 26%
- Do not think getting a booster shot is necessary: 25%

*Survey question 8.1

*Survey question 8.2

From January & February data

A quarter of vaccinated respondents don’t think the booster shot is necessary.
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%)**.

**Survey questions 1, 10, and 11. **Given the small sample size, it is important not to overinterpret these results.
Who are the unvaccinated respondents? \( (n = 29) \)

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%).

Unvaccinated respondents were generally younger compared to vaccinated respondents.

*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.
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.

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>69%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>24%</td>
</tr>
<tr>
<td>Missing</td>
<td>7%</td>
</tr>
<tr>
<td>No, don't have a high-risk health condition</td>
<td>59%</td>
</tr>
<tr>
<td>A smaller share of unvaccinated respondents are covered by health insurance compared to vaccinated respondents (69% vs. 80%).</td>
<td></td>
</tr>
<tr>
<td>Yes, have a high-risk health condition</td>
<td>35%</td>
</tr>
<tr>
<td>Missing</td>
<td>7%</td>
</tr>
<tr>
<td>A smaller share of unvaccinated respondents report having no high-risk health conditions compared to vaccinated respondents (59% vs 68%).</td>
<td></td>
</tr>
</tbody>
</table>

*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 \((n = 29)\)

**BARRIERS**

- Over half of unvaccinated respondents worry about getting sick or experiencing side effects from the vaccine (59%).
- Worried about getting sick/side effects from vaccine: 59%
- Worried about missing work in order to get vaccine: 21%
- Worried about paying for vaccine: 17%
- Worried about having to present an ID/other documentation: 17%

**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%).
- More time to wait and see whether the vaccine works: 48%
- Talking to someone who can answer my questions: 31%
- See a person I trust get the vaccine: 28%
- Vaccine delivery site close to home: 24%
- Small gift or incentive: 21%
- A vaccine requirement to do certain activities (like traveling or going to a concert): 14%
- A vaccine requirement at my office/place of work: 14%
- A large gift or incentive: 14%
- Transportation to a vaccination site: 7%
- Other responses: When it’s proven to prevent COVID: 3%

**ENABLERS**

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

*Survey questions 6b and 6c

*Survey question 6c*
Among unvaccinated respondents \((n = 29)\)

**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%).
  - Vaccine was developed too quickly compared with other vaccines: 66%
  - Not enough info on how the vaccine might interact with other health conditions: 66%
  - Friends/family want me to get vaccinated: 48%
  - Vaccine is safe: 28%
  - Vaccine will help get life back to normal: 17%
  - Getting vaccine goes against my religious beliefs: 17%
  - Vaccine is effective: 10%

**TRUSTED MESSENGERS**

- Overall, unvaccinated respondents reported **low levels of trust in various sources for Covid-19 information**.
  - Friends and family: 21%
  - Scientists: 17%
  - Pharmacists: 17%
  - Religious leaders: 14%
  - Doctor/health care provider: 14%
  - CBOs/nonprofits: 14%
  - CDC: 7%
  - State and local government: 3%
  - News media: 3%
  - Federal government: 3%
  - Social media: 0%

*Survey question 7

*Survey question 8

From January & February data
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.

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.
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**

<table>
<thead>
<tr>
<th>Worried about getting sick/side effects from vaccine</th>
<th>Nov/Dec</th>
<th>Jan/Feb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>26%</td>
<td>17%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>33%</td>
<td>17%</td>
</tr>
</tbody>
</table>

**MOTIVATORS**

<table>
<thead>
<tr>
<th>Motivators</th>
<th>Nov/Dec</th>
<th>Jan/Feb</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>37%</td>
<td>48%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>18%</td>
<td>31%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>14%</td>
<td>28%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities (like traveling or going to a concert)</td>
<td>16%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Biggest difference in beliefs between months.
**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

<table>
<thead>
<tr>
<th>Belief</th>
<th>Nov/Dec</th>
<th>Jan/Feb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>49%</td>
<td>66%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>57%</td>
<td>66%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>29%</td>
<td>10%</td>
</tr>
</tbody>
</table>

### MESSENGERS

<table>
<thead>
<tr>
<th>Messenger</th>
<th>Nov/Dec</th>
<th>Jan/Feb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and family</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>Scientists</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>Doctor/health care provider</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>CDC</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>State and local government</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>News media</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>Federal government</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Social media</td>
<td>0%</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Biggest differences in barriers between months.*
Summary of key findings

**KEY CHARACTERISTICS ABOUT SAMPLE**

<table>
<thead>
<tr>
<th>VACCINATED VS UNVACCINATED*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 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.</td>
</tr>
<tr>
<td>• The proportion of unvaccinated respondents covered by health insurance is lower than it is for vaccinated respondents.</td>
</tr>
</tbody>
</table>

**KEY TAKEAWAYS**

<table>
<thead>
<tr>
<th>VACCINATED RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Most were motivated to get the vaccine to prevent death or severe illness or to protect family and household members</td>
</tr>
<tr>
<td>• 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</td>
</tr>
<tr>
<td>• About a quarter feel that health officials have not provided enough information about why they should get the booster.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNVACCINATED RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Are worried about getting sick or experiencing side effects from the vaccine.</td>
</tr>
<tr>
<td>• Believe the vaccine was developed too quickly and that it was not studied in people like them.</td>
</tr>
<tr>
<td>• Need more information on how the vaccine interacts with other health conditions.</td>
</tr>
<tr>
<td>• Would like more time to see whether vaccine works</td>
</tr>
</tbody>
</table>

*Please note that some of these differences could be due to sample size differences (the vaccinated sample size is 232 respondents, and the unvaccinated sample size is 29 respondents)
Potential strategies based on key findings from survey 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
**Survey respondent demographics vs. Chicago city BIPOC demographics**

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

- **Survey sample** has higher vaccination rates than Chicago’s population.
  - Vaccinated: 77% vs. 89%
  - Not vaccinated: 23% vs. 11%

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

- **Female**
  - Survey Sample: 53% vs. 66%
- **Male**
  - Survey Sample: 47% vs. 31%

**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+.

Survey respondent demographics vs. Chicago city BIPOC demographics

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

Survey Sample race/ethnicity (n = 261)

- Hispanic or Latino/Latinx: 31%
- African American or Black: 33%
- White: 30%
- Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native: 8%
- Prefer not to answer/missing: 2%

Chicago BIPOC census, 2019 ACS microdata BIPOC race/ethnicity

- African American or Black: 46%
- Hispanic or Latino/Latinx: 42%
- Asian American/Pacific Islander/Indigenous American or Alaskan Native: 12%

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

A larger share of survey respondents had 4-year degree or higher than the overall Chicago BIPOC population.
## Among vaccinated respondents (n = 232)

### Time taken to get vaccinated

<table>
<thead>
<tr>
<th>Time Taken</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10 minutes</td>
<td>19%</td>
</tr>
<tr>
<td>11-20 minutes</td>
<td>32%</td>
</tr>
<tr>
<td>21-30 minutes</td>
<td>27%</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td>18%</td>
</tr>
<tr>
<td>More than 60 minutes</td>
<td>2%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Ease of getting an appointment

<table>
<thead>
<tr>
<th>Ease of Getting</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very easy</td>
<td>48%</td>
</tr>
<tr>
<td>Somewhat easy</td>
<td>34%</td>
</tr>
<tr>
<td>Somewhat difficult</td>
<td>14%</td>
</tr>
<tr>
<td>Very difficult</td>
<td>3%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Trusted messengers

<table>
<thead>
<tr>
<th>Messenger</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care</td>
<td>50%</td>
</tr>
<tr>
<td>Scientists</td>
<td>49%</td>
</tr>
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<td>CDC</td>
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<td>Pharmacists</td>
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<td>News media</td>
<td>12%</td>
</tr>
<tr>
<td>Social media</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Survey questions 3b, 4, and 8*
Among vaccinated respondents \( (n = 232) \)

Reason you got vaccinated

- Protect household/family members: 78%
- Prevent death or severe illness: 69%
- Help end the pandemic: 62%
- Able to do more activities: 61%
- To comply with a vaccine mandate or requirement: 44%
- To get an incentive (such as a free meal or a chance at winning a lottery): 10%
- Other: 2%

*Survey questions 3 and 5*
Among unvaccinated respondents \( (n = 29) \)

### Barriers/Enablers

<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>79%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>59%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>21%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>17%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>17%</td>
</tr>
</tbody>
</table>

### Motivators

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>48%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>31%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>28%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>24%</td>
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<tr>
<td>Small gift or incentive</td>
<td>21%</td>
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<tr>
<td>Vaccine requirement to do certain activities</td>
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<tr>
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<td>14%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>14%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Survey questions 6b, 7, and 8*
Among vaccinated respondents \((n = 232)\)

Month first vaccine was received

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>13%</td>
<td>7%</td>
<td>16%</td>
<td>12%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
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
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.

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 ($n = 217$)

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.

From January data

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.
- 2% intend to get the vaccine
- 63% will definitely not get the vaccine
- 15% will probably get the vaccine
- 20% are undecided

*Survey questions 2, 2a and 6*
Respondents’ personal experience with Covid-19 \( (n = 217) \)

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.**

<table>
<thead>
<tr>
<th>VACCINATED ( (n = 171) )</th>
<th>UNVACCINATED ( (n = 46) )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td>Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
</tr>
<tr>
<td>48%</td>
<td>61%</td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td>Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
</tr>
<tr>
<td>39%</td>
<td>20%</td>
</tr>
<tr>
<td>I don't know</td>
<td>I don't know</td>
</tr>
<tr>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Missing</td>
<td>Missing</td>
</tr>
<tr>
<td>0%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Who are the vaccinated respondents? \((n = 171)\)

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*

- **77066**
- **77018**
- **77083**

**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%

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? (n = 171)

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.
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**
- Yes, covered by health insurance: 74%
- No, not covered by health insurance: 26%
- Missing: 0%

**High-risk medical conditions**
- No, don't have a high-risk health condition: 44%
- Yes, have a high-risk health condition: 55%
- Missing: 1%

*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 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%).
- **Protect household/family members**: 42%
- **Prevent death or severe illness**: 37%
- To comply with a vaccine mandate or requirement: 17%
- Help end the pandemic: 15%
- Able to do more activities: 9%
- To get an incentive (such as a free meal or a chance at winning a lottery): 5%
- Other: 4%

**Access**

- **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.
  - Doctor/health care provider: 40%
  - Scientists: 36%
  - CDC: 33%
  - Pharmacists: 28%

*Survey question 5*  
*Survey questions 3b, 4, and 8*
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%).

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have already received a COVID-19 booster shot</td>
<td>50%</td>
</tr>
<tr>
<td>Yes, will definitely get a booster shot</td>
<td>14%</td>
</tr>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>21%</td>
</tr>
<tr>
<td>No, will probably not get a booster shot</td>
<td>9%</td>
</tr>
<tr>
<td>Undecided</td>
<td></td>
</tr>
<tr>
<td>No, will definitely not get a booster shot</td>
<td>6%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
</tr>
</tbody>
</table>

**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%).

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will help protect my household/family members</td>
<td>64%</td>
</tr>
<tr>
<td>Getting a booster shot will help prevent death or severe illness</td>
<td>60%</td>
</tr>
<tr>
<td>Will help get life back to normal</td>
<td>59%</td>
</tr>
<tr>
<td>Health officials have not provided enough information about why I should get a booster shot</td>
<td>52%</td>
</tr>
<tr>
<td>Do not think getting a booster shot is necessary</td>
<td>40%</td>
</tr>
<tr>
<td>Worried about getting sick/experiencing side effects</td>
<td>37%</td>
</tr>
</tbody>
</table>

*Survey question 8.1

*Survey question 8.2*
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)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>48%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>4%</td>
</tr>
<tr>
<td>Two-spirit</td>
<td>0%</td>
</tr>
<tr>
<td>Transgender</td>
<td>0%</td>
</tr>
<tr>
<td>Other gender</td>
<td>0%</td>
</tr>
<tr>
<td>Non-binary</td>
<td>0%</td>
</tr>
<tr>
<td>Genderqueer</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Where respondents live**

(By zip code)

- **77066**
- **77080**

**Race/ethnicity**

(Select all that apply)

- **Hispanic or Latino/Latinx** (72%)
- **African American or Black** (24%)
- **White** (4%)
- A larger share of unvaccinated respondents relative to vaccinated respondents were **Hispanic or Latino/Latinx** (72% vs 61%)

*Survey questions 1, 10, and 11*
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.**

- Age
  - 65+ years: 2%
  - 50-64 years: 22%
  - 40-49 years: 20%
  - 30-39 years: 26%
  - 18-29 years: 30%

- Income
  - Prefer not to answer/missing: 37%
  - $80,000 and over: 13%
  - $40,000 to $79,999: 39%
  - $10,000 to $39,999: 11%
  - $0 to $10,000: 7%

- Education
  - Bachelor’s or 4-year degree: 7%
  - Some college or 2-year degree: 15%
  - Trade or vocational school: 20%
  - HS graduate, GED, some HS, or less: 60%

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

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>52%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>48%</td>
</tr>
</tbody>
</table>

*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 \((n = 46)\)

**BARRIERS**

- Four-fifths of unvaccinated respondents worry about getting sick or experiencing side effects from the vaccine (80%).
- Worried about getting sick/side effects from vaccine: 80%
- Worried about missing work in order to get vaccine: 35%
- Worried about having to present an ID/other documentation: 24%
- Worried about paying for vaccine: 17%

**MOTIVATORS**

- Nearly three-quarters of unvaccinated respondents would prefer to have more time to see whether the vaccine works (74%).
- More time to wait and see whether the vaccine works: 74%
- A vaccine requirement at my office/place of work: 7%
- A large gift or incentive: 4%
- Other: 15%

**ENABLERS**

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

*Survey question 6b

*Survey question 6c

From January data

This has now been the top barrier since the start of data collection in August 2021.
Among unvaccinated respondents \((n = 46)\)

**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.
- **24%** of respondents think getting vaccine goes against my religious beliefs.
- **17%** think the vaccine is effective.
- **13%** think the vaccine is safe.
- **11%** think the vaccine will help get life back to normal.

**TRUSTED MESSENGERS**

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

- Pharmacists: 11%
- Doctor/health care provider: 9%
- Scientists: 7%
- CDC: 7%
- State and local government: 4%
- Friends and family: 4%
- Federal government: 4%
- CBOs/nonprofits: 4%
- Social media: 2%
- Religious leaders: 2%
- News media: 0%

*Survey question 7

*Survey question 8
**Summary of key findings**

**KEY CHARACTERISTICS ABOUT SAMPLE**

<table>
<thead>
<tr>
<th>VACCINATED VS UNVACCINATED*</th>
</tr>
</thead>
<tbody>
<tr>
<td>A slightly larger share of <strong>unvaccinated respondents were male</strong> compared to vaccinated respondents, and slightly larger share of unvaccinated respondents were <strong>Hispanic or Latino/Latinx.</strong></td>
</tr>
<tr>
<td>Unvaccinated and vaccinated respondents had <strong>similar education levels</strong> 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%).</td>
</tr>
<tr>
<td>Compared to vaccinated respondents, a <strong>larger share</strong> of unvaccinated respondents reported having <strong>no high-risk health conditions</strong>, and a <strong>much smaller share reported having health insurance.</strong></td>
</tr>
</tbody>
</table>

**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.

**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

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
Survey respondent demographics vs. Houston city BIPOC demographics

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

- Vaccinated:
  - Harris County / City of Houston COVID-19 Data Hub: 88%
  - Survey Sample: 79%
  - The survey sample had a lower vaccination rate compared to Houston’s population.
- Not vaccinated:
  - Harris County / City of Houston COVID-19 Data Hub: 12%
  - Survey Sample: 21%

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

- Female:
  - Houston BIPOC census, 2019 ACS microdata: 51%
  - Survey Sample: 57%
  - The survey sample had a larger share of females compared to Houston’s BIPOC population.
- Male:
  - Houston BIPOC census, 2019 ACS microdata: 49%
  - Survey Sample: 41%

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

- 18-29 years:
  - Houston BIPOC census, 2019 ACS microdata: 12%
  - Survey Sample: 18%
  - The survey sample had a larger share of respondents over the age of 50 relative to the Houston BIPOC population.
- 30-39 years:
  - Houston BIPOC census, 2019 ACS microdata: 26%
  - Survey Sample: 13%
- 40-49 years:
  - Houston BIPOC census, 2019 ACS microdata: 23%
  - Survey Sample: 15%
- 50-64 years:
  - Houston BIPOC census, 2019 ACS microdata: 18%
  - Survey Sample: 28%
- 65+ years:
  - Houston BIPOC census, 2019 ACS microdata: 21%
  - Survey Sample: 27%
- Missing:
  - Survey Sample: 7%

*Source: Texas Department of State Health Services.*
# Survey respondent demographics vs. Houston city BIPOC demographics

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

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Houston BIPOC census, 2019 ACS microdata</th>
<th>Survey Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS graduate, GED, some HS, or less</td>
<td>48%</td>
<td>64%</td>
</tr>
<tr>
<td>Trade or vocational school</td>
<td>12%</td>
<td>28%</td>
</tr>
<tr>
<td>Some college or 2-year degree</td>
<td>28%</td>
<td>14%</td>
</tr>
<tr>
<td>College or higher</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Survey Sample</th>
<th>Houston BIPOC census, 2019 ACS microdata</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td>64%</td>
<td>57%</td>
</tr>
<tr>
<td>African American or Black</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>White</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

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.
**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**.
Among vaccinated respondents \((n = 171)\)

<table>
<thead>
<tr>
<th>Time taken to get vaccinated</th>
<th>Ease of getting an appointment</th>
<th>Trusted messengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10 minutes</td>
<td>Very easy</td>
<td>Doctor/health care provider (40%)</td>
</tr>
<tr>
<td>11-20 minutes</td>
<td>Somewhat easy</td>
<td>Scientists (36%)</td>
</tr>
<tr>
<td>21-30 minutes</td>
<td>Somewhat difficult</td>
<td>CDC (33%)</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td>Very difficult</td>
<td>Pharmacists (28%)</td>
</tr>
<tr>
<td>More than 60 minutes</td>
<td>Missing</td>
<td>State and local government (19%)</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td>Federal government (18%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Friends and family (17%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Religious leaders (14%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>News media (12%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CBOs/nonprofits (11%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social media (9%)</td>
</tr>
</tbody>
</table>

*Survey questions 3b, 4, and 8*
Among unvaccinated respondents \((n = 46)\)

<table>
<thead>
<tr>
<th>Barriers/Enablers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>89%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>80%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>35%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>24%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>17%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Motivators</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>74%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work</td>
<td>7%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>4%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>2%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>2%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities</td>
<td>2%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>0%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>0%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Survey questions 6b and 6c*
### Types of unvaccinated respondents (n = 46)

#### Barriers/Enablers

<table>
<thead>
<tr>
<th></th>
<th>Will definitely get vaccine (n=1)</th>
<th>Undecided about vaccine (n=16)</th>
<th>Do not intend to get vaccine (n=29)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>100%</td>
<td>94%</td>
<td>86%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>0%</td>
<td>6%</td>
<td>24%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>0%</td>
<td>25%</td>
<td>41%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>0%</td>
<td>13%</td>
<td>31%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>0%</td>
<td>88%</td>
<td>79%</td>
</tr>
</tbody>
</table>

#### Beliefs

<table>
<thead>
<tr>
<th>Beliefs</th>
<th>Will definitely get vaccine (n=1)</th>
<th>Undecided about vaccine (n=16)</th>
<th>Do not intend to get vaccine (n=29)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>75%</td>
<td>83%</td>
<td>100%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>69%</td>
<td>62%</td>
<td>100%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>0%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>0%</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>0%</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>0%</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>0%</td>
<td>69%</td>
<td>59%</td>
</tr>
</tbody>
</table>

*Survey questions 6b and 7*
### Types of unvaccinated respondents (n = 46)

**Motivators to get the vaccine**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Will definitely get vaccine</th>
<th>Undecided about vaccine</th>
<th>Do not intend to get vaccine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>100%</td>
<td>1%</td>
<td>99%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>0%</td>
<td>1%</td>
<td>99%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>0%</td>
<td>1%</td>
<td>99%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>0%</td>
<td>3%</td>
<td>97%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>0%</td>
<td>3%</td>
<td>97%</td>
</tr>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>0%</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities</td>
<td>0%</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work</td>
<td>0%</td>
<td>3%</td>
<td>97%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>0%</td>
<td>3%</td>
<td>97%</td>
</tr>
</tbody>
</table>

*Survey questions 6c and 8

**Trusted messengers**

<table>
<thead>
<tr>
<th>Trusted messenger</th>
<th>Will definitely get vaccine</th>
<th>Undecided about vaccine</th>
<th>Do not intend to get vaccine</th>
</tr>
</thead>
<tbody>
<tr>
<td>State and local government</td>
<td>0%</td>
<td>0%</td>
<td>13%</td>
</tr>
<tr>
<td>Social media</td>
<td>0%</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td>Scientists</td>
<td>0%</td>
<td>0%</td>
<td>19%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>0%</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>0%</td>
<td>3%</td>
<td>25%</td>
</tr>
<tr>
<td>News media</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>0%</td>
<td>0%</td>
<td>13%</td>
</tr>
<tr>
<td>Federal government</td>
<td>0%</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td>Doctor/health care provider</td>
<td>0%</td>
<td>0%</td>
<td>13%</td>
</tr>
<tr>
<td>CDC</td>
<td>0%</td>
<td>0%</td>
<td>7%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>0%</td>
<td>0%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*From January data*
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
Methodology

The main partner leading this effort is Houston in Action.

Partnered with

Texas Toolbelt (TTB) leads the data collection efforts.

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.

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

Monthly goal: 150 responses
Vaccination status and intention \((n = 206)\)

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.

*Survey questions 2, 2a and 6*
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%)**.

<table>
<thead>
<tr>
<th>VACCINATED ((n=149))</th>
<th>UNVACCINATED ((n=57))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td>24%</td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td>48%</td>
</tr>
<tr>
<td>I don't know</td>
<td>28%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
</tr>
<tr>
<td>Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td>46%</td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td>16%</td>
</tr>
<tr>
<td>I don't know</td>
<td>39%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
</tr>
</tbody>
</table>

*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? \( n = 149 \)

Just over half of vaccinated respondents were female (51%), 58% were Hispanic or Latino/Latinx, and many were from zip codes 77016 and 77012.
Who are the vaccinated respondents? \((n = 149)\)

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 \((71\%)\).**

**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.
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.

**High-risk medical conditions**

- Yes, have a high-risk health condition: 45%
- No, don't have a high-risk health condition: 55%

*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 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%).

- Protect household/family members: 28%
- To comply with a vaccine mandate or requirement: 18%
- Help end the pandemic: 17%
- Prevent death or severe illness: 15%
- To get an incentive (such as a free meal or a chance at winning a lottery): 11%
- Able to do more activities: 10%
- Other: 2%

**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.

*Survey question 5*  
*Survey questions 3b, 4, and 8*
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%).

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have already received a COVID-19 booster shot</td>
<td>38%</td>
</tr>
<tr>
<td>Yes, will definitely get a booster shot</td>
<td>28%</td>
</tr>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>20%</td>
</tr>
<tr>
<td>Undecided</td>
<td></td>
</tr>
<tr>
<td>No, will probably not get a booster shot</td>
<td>14%</td>
</tr>
<tr>
<td>No, will definitely not get a booster shot</td>
<td>1%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
</tr>
</tbody>
</table>

**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%).

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will help protect my household/family members</td>
<td>67%</td>
</tr>
<tr>
<td>Will help get life back to normal</td>
<td>64%</td>
</tr>
<tr>
<td>Getting a booster shot will help prevent death or severe illness</td>
<td>50%</td>
</tr>
<tr>
<td>Do not think getting a booster shot is necessary</td>
<td>50%</td>
</tr>
<tr>
<td>Health officials have not provided enough information about why I should get a booster shot</td>
<td>47%</td>
</tr>
<tr>
<td>Worried about getting sick/experiencing side effects</td>
<td>42%</td>
</tr>
</tbody>
</table>

*Survey question 8.1
*Survey question 8.2
Who are the unvaccinated respondents? \((n = 57)\)

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**.

**Gender**

- Male: 54%
- Female: 46%
- Two-spirit: 0%
- Transgender: 0%
- Prefer not to answer/missing: 0%
- Other gender: 0%
- Non-binary: 0%
- Genderqueer: 0%

**Where respondents live**

(by zip code)

- 77016
- 77012

**Race/ethnicity**

- Hispanic or Latino/Latinx: 56%
- African American or Black: 42%
- Asian: 4%
- White: 0%
- Prefer not to answer/missing: 0%
- Other race: 0%
- Native Hawaiian or Pacific Islander: 0%
- Indigenous American or Alaskan Native: 0%

A slightly larger share of unvaccinated respondents were **male** (54% vs 48%).

A slightly larger share of unvaccinated respondents were African American or Black respondents (42% vs 35%).

*Survey questions 1, 10, and 11*
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%).**

*A larger share of unvaccinated respondents were younger (ages 18-29) relative to vaccinated respondents.*

---

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

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>35%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>65%</td>
</tr>
<tr>
<td>The share of unvaccinated respondents covered by health insurance relative to vaccinated respondents is much lower (35% vs 57%)</td>
<td>No, don't have a high-risk health condition</td>
</tr>
<tr>
<td>Yes, have a high-risk health condition</td>
<td>19%</td>
</tr>
<tr>
<td>The share of unvaccinated respondents who reported NOT having any high-risk health conditions relative to vaccinated respondents is much higher (81% vs 55%)</td>
<td></td>
</tr>
</tbody>
</table>

*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 = 57*)

### BARRIERS

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

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>72%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>49%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>37%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>37%</td>
</tr>
</tbody>
</table>

This has now been the top barrier since the start of data collection in August 2021.

### 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%)**.

- More time to wait and see whether the vaccine works: 46%
- A vaccine requirement at my office/place of work: 16%
- A vaccine requirement to do certain activities: 12%
- Small gift or incentive: 5%
- Other: 18%

This has now been the top barrier since the start of data collection in August 2021.

### ENABLERS

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

*Survey question 6b

*Survey question 6c*
Among unvaccinated respondents \((n = 57)\)

**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%).

<table>
<thead>
<tr>
<th>Belief</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>70%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>56%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>56%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>21%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>19%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>14%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>14%</td>
</tr>
</tbody>
</table>

**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.

- State and local government: 9%
- CDC: 7%
- Federal government: 5%
- Doctor/health care provider: 5%
- Scientists: 2%
- Religious leaders: 2%
- Friends and family: 2%
- Social media: 0%
- Pharmacists: 0%
- News media: 0%
- CBOs/nonprofits: 0%

*Survey question 7

*Survey question 8

**From February data**
Differences between types of unvaccinated respondents

- 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

<table>
<thead>
<tr>
<th>Concern</th>
<th>Intend to get vaccine (n=2)</th>
<th>Undecided about vaccine (n=32)</th>
<th>Do not intend to get vaccine (n=23)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worried about paying for vaccine</td>
<td>0%</td>
<td>22%</td>
<td>50%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>0%</td>
<td>39%</td>
<td>59%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>0%</td>
<td>17%</td>
<td>53%</td>
</tr>
</tbody>
</table>

### Beliefs

<table>
<thead>
<tr>
<th>Belief</th>
<th>Intend to get vaccine (n=2)</th>
<th>Undecided about vaccine (n=32)</th>
<th>Do not intend to get vaccine (n=23)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>19%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>0%</td>
<td>69%</td>
<td>100%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>28%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>16%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Trusted Messengers

<table>
<thead>
<tr>
<th>Source</th>
<th>Intend to get vaccine (n=2)</th>
<th>Undecided about vaccine (n=32)</th>
<th>Do not intend to get vaccine (n=23)</th>
</tr>
</thead>
<tbody>
<tr>
<td>State and local government</td>
<td>6%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Federal government</td>
<td>3%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>CDC</td>
<td>6%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Doctor/health care provider</td>
<td>3%</td>
<td>50%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Survey questions 6b, 7, and 8*
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.
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**

- Know where I can go to get a vaccine: 93% Nov/Dec (n=103), 86% Jan/Feb (n=74)
- Worried about getting sick/side effects from vaccine: 64% Nov/Dec (n=103), 76% Jan/Feb (n=74)
- Worried about missing work in order to get vaccine: 14% Nov/Dec (n=103), 43% Jan/Feb (n=74)
- Worried about having to present an ID/other documentation: 12% Nov/Dec (n=103), 31% Jan/Feb (n=74)
- Worried about paying for vaccine: 11% Nov/Dec (n=103), 28% Jan/Feb (n=74)

**Motivators**

- More time to wait and see whether the vaccine works: 38% Nov/Dec (n=103), 58% Jan/Feb (n=74)
- A vaccine requirement at my office/place of work: 11% Nov/Dec (n=103), 12% Jan/Feb (n=74)
- A vaccine requirement to do certain activities: 7% Nov/Dec (n=103), 8% Jan/Feb (n=74)
- Small gift or incentive: 5% Nov/Dec (n=103), 3% Jan/Feb (n=74)

**Beliefs**

- State and local government: 3% Nov/Dec (n=74), 7% Jan/Feb (n=74)
- Doctor/health care provider: 7% Nov/Dec (n=74), 31% Jan/Feb (n=74)
- CDC: 10% Nov/Dec (n=74), 7% Jan/Feb (n=74)
- Pharmacists: 7% Nov/Dec (n=74), 5% Jan/Feb (n=74)
- Federal government: 5% Nov/Dec (n=74), 5% Jan/Feb (n=74)
- Scientists: 4% Nov/Dec (n=74), 16% Jan/Feb (n=74)
- Friends and family: 3% Nov/Dec (n=74), 20% Jan/Feb (n=103)
**Summary of key findings**

**KEY CHARACTERISTICS ABOUT SAMPLE**

<table>
<thead>
<tr>
<th>VACCINATED VS UNVACCINATED*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A slightly larger share of <strong>unvaccinated respondents were male</strong> compared to vaccinated respondents, and slightly larger share of unvaccinated respondents were <strong>African American/Black</strong>.</td>
</tr>
<tr>
<td>• Unvaccinated and vaccinated respondents had <strong>similar education levels</strong> 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%).</td>
</tr>
<tr>
<td>• Compared to vaccinated respondents, a <strong>larger share</strong> of unvaccinated respondents reported having <strong>no high-risk health conditions</strong> and a <strong>smaller share reported having health insurance</strong>.</td>
</tr>
</tbody>
</table>

---

**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)

**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

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
Survey respondent demographics vs. Houston city BIPOC demographics

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

- **Vaccinated**
  - Harris County / City of Houston COVID-19 Data Hub: 88%
  - Survey Sample: 72%

- **Not vaccinated**
  - Harris County / City of Houston COVID-19 Data Hub: 12%
  - Survey Sample: 28%

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

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

- **Female**
  - Houston BIPOC census, 2019 ACS microdata: 51%
  - Survey Sample: 50%

- **Male**
  - Houston BIPOC census, 2019 ACS microdata: 49%
  - Survey Sample: 50%

The survey sample had similar gender distributions compared to Houston's BIPOC population.

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

- **18-29 years**
  - Houston BIPOC census, 2019 ACS microdata: 12%
  - Survey Sample: 17%

- **30-39 years**
  - Houston BIPOC census, 2019 ACS microdata: 26%
  - Survey Sample: 13%

- **40-49 years**
  - Houston BIPOC census, 2019 ACS microdata: 23%
  - Survey Sample: 13%

- **50-64 years**
  - Houston BIPOC census, 2019 ACS microdata: 18%
  - Survey Sample: 24%

- **65+ years**
  - Houston BIPOC census, 2019 ACS microdata: 21%
  - Survey Sample: 34%

- **Missing**
  - Houston BIPOC census, 2019 ACS microdata: 0%

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

*Source: Texas Department of State Health Services.*
Survey respondent demographics vs. Houston city BIPOC demographics

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

- HS graduate, GED, some HS, or less: 48% (Houston) vs. 72% (Survey Sample)
- Trade or vocational school: 11% (Houston) vs. 14% (Survey Sample)
- Some college or 2-year degree: 28% (Houston) vs. 24% (Survey Sample)
- College or higher: 3% (Houston) vs. 1% (Survey Sample)
- Missing: 1% (Houston) vs. 1% (Survey Sample)

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

- Hispanic or Latino/Latinx: 57%
- African American or Black: 37%
- Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native: 3%
- White: 2%
- Other: 1%

Houston BIPOC census, 2019 ACS microdata BIPOC race/ethnicity

- Hispanic or Latino/Latinx: 57%
- African American or Black: 31%
- Asian American/Pacific Islander/Indigenous American or Alaskan Native: 12%

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

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.
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**.
Among vaccinated respondents \((n = 149)\)

<table>
<thead>
<tr>
<th>Time taken to get vaccinated</th>
<th>Ease of getting an appointment</th>
<th>Trusted messengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10 minutes</td>
<td>Very easy 55%</td>
<td>CDC 50%</td>
</tr>
<tr>
<td>11-20 minutes</td>
<td>Somewhat easy 31%</td>
<td>Doctor/health care provider 48%</td>
</tr>
<tr>
<td>21-30 minutes</td>
<td>Somewhat difficult 11%</td>
<td>State and local government 44%</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td>Very difficult 1%</td>
<td>Federal government 44%</td>
</tr>
<tr>
<td>More than 60 minutes</td>
<td>Missing 1%</td>
<td>Scientists 32%</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td>Pharmacists 25%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Friends and family 21%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Religious leaders 16%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CBOs/nonprofits 16%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social media 12%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>News media 12%</td>
</tr>
</tbody>
</table>

*Survey questions 3b, 4, and 8*
Among unvaccinated respondents \((n = 57)\)

<table>
<thead>
<tr>
<th>Barriers/Enablers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>84%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>72%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>49%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>37%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>37%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Motivators</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities</td>
</tr>
<tr>
<td>Small gift or incentive</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
</tr>
<tr>
<td>A large gift or incentive</td>
</tr>
</tbody>
</table>

*Survey questions 6b and 6c*
# Types of unvaccinated respondents (n = 57)

<table>
<thead>
<tr>
<th>Barriers/Enablers</th>
<th>Will definitely get vaccine(n=2)</th>
<th>Undecided about vaccine (n=16)</th>
<th>Do not intend to get vaccine (n=19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>100%</td>
<td>81%</td>
<td>57%</td>
</tr>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>100%</td>
<td>84%</td>
<td>83%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>0%</td>
<td>50%</td>
<td>22%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>0%</td>
<td>59%</td>
<td>39%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>0%</td>
<td>53%</td>
<td>17%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beliefs</th>
<th>Will definitely get vaccine(n=2)</th>
<th>Undecided about vaccine (n=16)</th>
<th>Do not intend to get vaccine (n=19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>100%</td>
<td>19%</td>
<td>0%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>100%</td>
<td>69%</td>
<td>70%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>100%</td>
<td>28%</td>
<td>4%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>100%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>100%</td>
<td>44%</td>
<td>63%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>100%</td>
<td>50%</td>
<td>65%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>100%</td>
<td>0%</td>
<td>19%</td>
</tr>
</tbody>
</table>

*Survey questions 6b and 7*
## Types of unvaccinated respondents (n = 57)

### Motivators to get the vaccine

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Will definitely get vaccine</th>
<th>Undecided about vaccine</th>
<th>Do not intend to get vaccine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>0%</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>0%</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities</td>
<td>0%</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work</td>
<td>0%</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Survey questions 6c and 8*

### Trusted messengers

<table>
<thead>
<tr>
<th>Trusted messenger</th>
<th>Will definitely get vaccine</th>
<th>Undecided about vaccine</th>
<th>Do not intend to get vaccine</th>
</tr>
</thead>
<tbody>
<tr>
<td>State and local government</td>
<td>6%</td>
<td>94%</td>
<td>0%</td>
</tr>
<tr>
<td>Federal government</td>
<td>3%</td>
<td>97%</td>
<td>0%</td>
</tr>
<tr>
<td>CDC</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Doctor/health care provider</td>
<td>3%</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>Social media</td>
<td>0%</td>
<td>4%</td>
<td>96%</td>
</tr>
<tr>
<td>Scientists</td>
<td>0%</td>
<td>3%</td>
<td>97%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>0%</td>
<td>4%</td>
<td>96%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>News media</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>0%</td>
<td>4%</td>
<td>96%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>
### Unvaccinated respondents’ trends

#### Barriers
- Know how to get info about scheduling a vaccine appointment: 91% (91% in Nov/Dec, 91% in Jan/Feb)
- Know where I can go to get a vaccine: 93% (93% in Nov/Dec, 86% in Jan/Feb)
- Worried about getting sick/side effects from vaccine: 64% (76% in Nov/Dec, 43% in Jan/Feb)
- Worried about missing work in order to get vaccine: 14% (12% in Nov/Dec, 28% in Jan/Feb)
- Worried about having to present an ID/other documentation: 12% (31% in Nov/Dec, 11% in Jan/Feb)
- Worried about paying for vaccine: 11% (28% in Nov/Dec, 11% in Jan/Feb)

#### Trusted messengers
- State and local government: 3% (7% in Nov/Dec, 9% in Jan/Feb)
- Doctor/health care provider: 7% (10% in Nov/Dec, 7% in Jan/Feb)
- CDC: 10% (7% in Nov/Dec, 10% in Jan/Feb)
- Pharmacists: 7% (5% in Nov/Dec, 7% in Jan/Feb)
- Federal government: 5% (5% in Nov/Dec, 5% in Jan/Feb)
- Scientists: 4% (16% in Nov/Dec, 4% in Jan/Feb)
- Friends and family: 3% (20% in Nov/Dec, 3% in Jan/Feb)
- Religious leaders: 2% (10% in Nov/Dec, 2% in Jan/Feb)
- CBOs/nonprofits: 2% (11% in Nov/Dec, 2% in Jan/Feb)
- Social media: 4% (1% in Nov/Dec, 4% in Jan/Feb)
- News media: 0% (7% in Nov/Dec, 0% in Jan/Feb)

#### Motivators
- More time to wait and see whether the vaccine works: 38% (38% in Nov/Dec, 34% in Jan/Feb)
- A vaccine requirement at my office/place of work: 17% (11% in Nov/Dec, 12% in Jan/Feb)
- A vaccine requirement to do certain activities: 12% (7% in Nov/Dec, 8% in Jan/Feb)
- Small gift or incentive: 3% (5% in Nov/Dec, 3% in Jan/Feb)
- A large gift or incentive: 2% (7% in Nov/Dec, 2% in Jan/Feb)
- Talking to someone who can answer my questions: 12% (1% in Nov/Dec, 12% in Jan/Feb)
- See a person I trust get the vaccine: 11% (1% in Nov/Dec, 11% in Jan/Feb)
- Vaccine delivery site close to home: 1% (1% in Nov/Dec, 0% in Jan/Feb)
- Transportation to a vaccination site: 0% (0% in Nov/Dec, 0% in Jan/Feb)

*From February data*
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

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.**

**Member list consists of 13,000 to 14,000 parents or guardians of school aged children.
Vaccination status and intention \((n=81)\)

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

*Survey question 2, 2a, and 6*
Respondents’ personal experience with Covid-19 \((n=81)\)

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 \((n=60)\)

- Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19: 55%
- Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19: 40%
- I don't know: 2%
- Missing: 3%

### Unvaccinated Respondents \((n=21)\)

- Never tested positive for Covid-19 or been told by a health care provider that you have Covid-19: 81%
- Ever tested positive for Covid-19 or been told by a health care provider you have Covid-19: 8%
- I don't know: 8%
- Missing: 4%

From January data
Who are the vaccinated respondents? (n=60)

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.
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.*
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*

- Yes, covered by health insurance: 92%
- Missing: 5%
- No, not covered by health insurance: 3%

High-risk medical conditions**

- No, don't have a high-risk health condition: 58%
- Yes, have a high-risk health condition: 38%
- Missing: 3%

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.
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%)**.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>68%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>62%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>50%</td>
</tr>
<tr>
<td>Scientists</td>
<td>40%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>35%</td>
</tr>
<tr>
<td>CDC</td>
<td>28%</td>
</tr>
</tbody>
</table>

**MOTIVATORS**

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

- Prevent death or severe illness: **52%**
- Protect household/family members: **42%**
- Help end the pandemic: **18%**
- Able to do more activities: **10%**
- To comply with a vaccine mandate or requirement: **5%**
- To get an incentive (such as a free meal or a chance at winning a lottery): **2%**
- Other (1 response): "Health care": **2%**

*Survey questions 3, 3b, and 4

*Survey questions 5*
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%).

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have already received a COVID-19 booster shot</td>
<td>45%</td>
</tr>
<tr>
<td>Yes, will definitely get a booster shot</td>
<td>25%</td>
</tr>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>8%</td>
</tr>
<tr>
<td>No, will probably not get a booster shot</td>
<td>13%</td>
</tr>
<tr>
<td>Missing</td>
<td>5%</td>
</tr>
<tr>
<td>No, will definitely not get a booster shot</td>
<td>3%</td>
</tr>
</tbody>
</table>

**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.

- Will help get life back to normal: 50%
- Getting a booster shot will help prevent death or severe illness: 48%
- Will help protect my household/family members: 48%
- Do not think getting a booster shot is necessary: 35%
- Health officials have not provided enough information about why I should get a booster shot: 30%
- Worried about getting sick/experiencing side effects: 28%

*Survey question 8.1

*Survey question 8.2
Who are the unvaccinated respondents? (n=21)

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

*Survey questions 1, 10, and 11
Who are the unvaccinated respondents? \( (n=21) \)

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.**

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

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>86%</td>
</tr>
<tr>
<td>Missing</td>
<td>10%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>5%</td>
</tr>
</tbody>
</table>

*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.
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.

- Worried about getting sick/side effects from vaccine: 24%
- Worried about missing work in order to get vaccine: 14%
- Worried about paying for vaccine: 5%
- Worried about having to present an ID/other documentation: 5%

**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.

- More time to wait and see whether the vaccine works: 29%
- Talking to someone who can answer my questions: 14%
- See a person I trust get the vaccine: 10%
- Vaccine delivery site close to home: 5%
- Transportation to a vaccination site: 5%
- Small gift or incentive: 5%
- A vaccine requirement at my office/place of work: 5%

**ENABLERS**

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

*Survey questions 6b

*Survey questions 6c

From January data
Among unvaccinated respondents (n=21)

**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.

- Vaccine was not studied in people like me: 38%
- Vaccine was developed too quickly compared with other vaccines: 38%
- Not enough info on how the vaccine might interact with other health conditions: 29%
- Friends/family want me to get vaccinated: 29%
- Vaccine will help get life back to normal: 24%
- Vaccine is safe: 19%
- Vaccine is effective: 14%

**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%).

- Doctor/health care provider: 52%
- Religious leaders: 48%
- Pharmacists: 48%
- Friends and family: 43%
- News media: 10%
- CDC: 10%
- CBOs/nonprofits: 10%
- Scientists: 5%
- State and local government: 0%
- Social media: 0%
- Federal government: 0%

*Survey question 7

*Survey questions 8*
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.

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.
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**.

**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.

**Motivators**

- More time to wait and see whether the vaccine works
- Talking to someone who can answer my questions
- See a person I trust get the vaccine
- Vaccine delivery site close to home
- Transportation to a vaccination site
- Small gift or incentive
- Vaccine requirement at my office/place of work
- Vaccine requirement to do certain activities
- A large gift or incentive

**Messengers**

- Doctor/health care provider
- Religious leaders
- Pharmacists
- Friends and family
- News media
- CDC
- CBOs/nonprofits
- Scientists
- State and local government
- Social media
- Federal government

**Other responses**

- Nov/Dec: Nothing will motivate, not trusting the data because it’s only being reported through one source (Dr. Fauci).
- January: Nothing will motivate

**Biggest shift**

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

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

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 are **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

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 60 respondents and the unvaccinated sample size is 21 respondents)*
Potential strategies based on key findings from survey 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
Survey respondent demographics vs. Newark city BIPOC demographics

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

- Vaccinated: 94% vs. 74%
- Not vaccinated: 6% vs. 26%

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)

- Female: 52% vs. 73%
- Male: 48% vs. 26%

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)

- 18-29 years: 14% vs. 14%
- 30-39 years: 25% vs. 17%
- 40-49 years: 19% vs. 20%
- 50-64 years: 19% vs. 30%
- 65+ years: 24% vs. 16%
- Missing: 4%

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.
Survey respondent demographics vs. Newark city BIPOC demographics

**Education: Newark vs. Survey Sample**

- **HS graduate, GED, some HS, or less**: 36% (Newark) vs. 22% (Survey Sample)
- **Trade or vocational school**: 4% (Newark) vs. 4% (Survey Sample)
- **Some college or 2-year degree**: 26% (Newark) vs. 41% (Survey Sample)
- **College or higher**: 38% (Newark) vs. 31% (Survey Sample)
- **Missing**: 4% (Newark) vs. 4% (Survey Sample)

**Race/ethnicity: Newark vs. Survey Sample**

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Newark (%)</th>
<th>Survey Sample (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American or Black</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

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.

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**

- **African American or Black**: 56%
- **Hispanic or Latino/Latinx**: 41%
- **Asian American/Pacific Islander/Indigenous American or Alaskan Native**: 2%
Among vaccinated respondents \((n=60)\)

### Time taken to get vaccinated

<table>
<thead>
<tr>
<th>Time taken to get vaccinated</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10 minutes</td>
<td>83%</td>
</tr>
<tr>
<td>11-20 minutes</td>
<td>10%</td>
</tr>
<tr>
<td>21-30 minutes</td>
<td>2%</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td>3%</td>
</tr>
<tr>
<td>More than 60 minutes</td>
<td>0%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Ease of getting an appointment

- Very easy: 92%
- Somewhat easy: 3%
- Somewhat difficult: 3%
- Missing: 2%
- Very difficult: 0%

### Trusted messengers

- Doctor/health care provider: 68%
- Friends and family: 62%
- Pharmacists: 50%
- Scientists: 40%
- Religious leaders: 35%
- CDC: 28%
- State and local government: 20%
- Federal government: 18%
- CBOs/nonprofits: 18%
- News media: 5%
- Social media: 2%
Among unvaccinated respondents \((n=21)\)

<table>
<thead>
<tr>
<th>Barriers/Enablers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>71%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>24%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>14%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>5%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>5%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>0%</td>
</tr>
</tbody>
</table>
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
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.

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

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.

Monthly goal: 100 responses
Vaccination status and intention \((n = 94)\)

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

- 4% Yes, will definitely get the vaccine
- 24% Yes, will probably get the vaccine
- 16% No, will probably NOT get the vaccine
- 56% Undecided

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

*Survey questions 2, 2a and 6.*
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%

*Survey question 8.3*
Who are the vaccinated respondents? \((n = 69)\)

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%

### 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%

*Survey questions 1, 10, and 11*
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%).

---

**Age**
- 13%: 50-64 years
- 29%: 40-49 years
- 15%: 30-39 years
- 23%: 18-29 years
- 4%: Missing

**Income**
- 22%: $0 to $10,000
- 32%: $10,000 to $39,999
- 23%: $40,000 to $79,999
- 9%: $80,000 and over
- 15%: Prefer not to answer/missing
- 4%: Missing

**Education**
- 39%: HS graduate, GED, some HS, or less
- 10%: Trade or vocational school
- 30%: Some college or 2-year degree
- 16%: Bachelor's or 4-year degree
- 4%: Master's degree or higher
- 4%: Missing

---

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

- Yes, covered by health insurance: 81%
- No, not covered by health insurance: 12%
- Missing: 7%

### High-risk medical conditions**

- No, don't have a high-risk health condition: 67%
- Yes, have a high-risk health condition: 26%
- Missing: 7%

*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 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.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent death or severe illness</td>
<td>61%</td>
</tr>
<tr>
<td>Protect household/family members</td>
<td>54%</td>
</tr>
<tr>
<td>Help end the pandemic</td>
<td>36%</td>
</tr>
<tr>
<td>Able to do more activities</td>
<td>30%</td>
</tr>
<tr>
<td>To comply with a vaccine mandate or requirement</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

*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%).**

- Doctor/health care provider: 42%
- Scientists: 35%
- Pharmacists: 30%
- Friends and family: 28%

*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 ($n = 69$)

**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.

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have already received a Covid-19 booster shot</td>
<td>35%</td>
</tr>
<tr>
<td>Yes, will definitely get a booster shot</td>
<td>17%</td>
</tr>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>30%</td>
</tr>
<tr>
<td>No, will probably not get a booster shot</td>
<td>7%</td>
</tr>
<tr>
<td>No, will definitely not get a booster shot</td>
<td>7%</td>
</tr>
<tr>
<td>Missing</td>
<td>3%</td>
</tr>
</tbody>
</table>

**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%).

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting a booster shot will help prevent death or severe illness</td>
<td>52%</td>
</tr>
<tr>
<td>Will help protect my household/family members</td>
<td>49%</td>
</tr>
<tr>
<td>Will help get life back to normal</td>
<td>35%</td>
</tr>
<tr>
<td>Health officials have not provided enough info about why to get the booster shot</td>
<td>33%</td>
</tr>
<tr>
<td>Worried about getting sick/experiencing side effects</td>
<td>32%</td>
</tr>
<tr>
<td>Do not think getting a booster shot is necessary</td>
<td>23%</td>
</tr>
</tbody>
</table>

*Survey question 8.1

*Survey question 8.2
Who are the unvaccinated respondents? \((n = 25)\)

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 (Select all that apply)**
- Female: 61%
- Male: 39%
- Two-spirit: 0%
- Transgender: 0%
- Prefer not to answer/missing: 0%
- Other gender: 0%
- Non-binary: 0%
- Genderqueer: 0%

**Race/ethnicity (Select all that apply)**
- African American or Black: 48%
- Hispanic or Latino/Latinx: 40%
- White: 4%
- Prefer not to answer/missing: 4%
- Other race: 4%
- Native Hawaiian or Pacific Islander: 0%
- Indigenous American or Alaskan Native: 0%
- Asian: 0%

*Survey questions 1, 10, and 11*
Who are the unvaccinated respondents? \((n = 35)\)

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

### Age
- 16%: 65+ years
- 20%: 50-64 years
- 4%: 40-49 years
- 28%: 30-39 years
- 32%: 18-29 years

Compared to vaccinated respondents, a larger share of unvaccinated respondents were in the younger age groups.

### Income
- 28%: Prefer not to answer/missing
- 12%: $80,000 and over
- 12%: $40,000 to $79,999
- 28%: $10,000 to $39,999
- 20%: $0 to $10,000

### Education
- 8%: Master's degree or higher
- 12%: Bachelor's or 4-year degree
- 16%: Some college or 2-year degree
- 60%: Trade or vocational school
- 4%: HS graduate, GED, some HS, or less

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

<table>
<thead>
<tr>
<th>Yes, covered by health insurance</th>
<th>92%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, not covered by health insurance</td>
<td>8%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
</tr>
</tbody>
</table>

**High-risk medical conditions**

<table>
<thead>
<tr>
<th>Yes, have a high-risk health condition</th>
<th>16%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, don't have a high-risk health condition</td>
<td>80%</td>
</tr>
<tr>
<td>Missing</td>
<td>4%</td>
</tr>
</tbody>
</table>

A slightly higher share of unvaccinated respondents were covered by health insurance compared to vaccinated respondents (92% vs. 81%).

A slightly higher share of unvaccinated respondents report having no high-risk health conditions compared to vaccinated respondents (80% vs. 67%).

*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 \( (n = 25) \)

**BARRIERS**

- 40% of unvaccinated respondents are worried about getting sick or experiencing side effects from the Covid-19 vaccine.
- Worried about getting sick/side effects from vaccine: 40%
- Worried about missing work in order to get vaccine: 12%
- Worried about having to present an ID/other documentation: 8%
- Worried about paying for vaccine: 4%

**MOTIVATORS**

- 40% of unvaccinated respondents would like more time to wait and see whether the vaccine works.
- More time to wait and see whether the vaccine works: 40%
- See a person I trust get the vaccine: 20%
- Vaccine delivery site close to home: 16%
- Talking to someone who can answer my questions: 16%

**ENABLERS**

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

*Survey question 6b

*Survey question 6c

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.

- Vaccine was developed too quickly compared with other vaccines: 64%
- Friends/family want me to get vaccinated: 40%
- Not enough info on how the vaccine might interact with other health conditions: 36%
- Vaccine is safe: 28%
- Vaccine is effective: 24%
- Vaccine will help get life back to normal: 12%
- Getting vaccine goes against my religious beliefs: 12%

**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%).

- Doctor/health care provider: 28%
- Friends and family: 24%
- Religious leaders: 20%
- CDC: 16%
- CBOs/nonprofits: 16%
- Pharmacists: 12%
- Federal government: 12%
- State and local government: 8%
- Social media: 8%
- Scientists: 8%
- News media: 8%

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

*Survey question 7

*Survey question 8
Vaccination trends

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

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.**

Vaccination rate

- Sept/Oct (n=117) 70%
- Nov/Dec (n=162) 78%
- Jan/Feb (n=94) 73%

Intent to get vaccinated

- Yes, will definitely get the vaccine: 6% (Sept/Oct), 9% (Nov/Dec), 4% (Jan/Feb)
- Undecided about vaccine: 69% (Sept/Oct), 60% (Nov/Dec), 40% (Jan/Feb)
- No, will definitely NOT get the vaccine: 26% (Sept/Oct), 31% (Nov/Dec), 56% (Jan/Feb)

**Please note that this is comparing two small sample sizes so it is important not to over interpret these findings.
**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

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Nov/Dec (n=35)</th>
<th>Jan/Feb (n=25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>71%</td>
<td>68%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>54%</td>
<td>40%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>11%</td>
<td>8%</td>
</tr>
</tbody>
</table>

### MOTIVATORS

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Nov/Dec (n=35)</th>
<th>Jan/Feb (n=25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>51%</td>
<td>40%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>17%</td>
<td>16%</td>
</tr>
</tbody>
</table>

### TRUSTED MEESNGERS

- Doctor/health care provider: 14% Nov/Dec, 28% Jan/Feb
- Friends and family: 17% Nov/Dec, 24% Jan/Feb
- Religious leaders: 6% Nov/Dec, 20% Jan/Feb
- CDC: 11% Nov/Dec, 16% Jan/Feb
- CBOs/nonprofits: 14% Nov/Dec, 16% Jan/Feb
- Pharmacists: 11% Nov/Dec, 12% Jan/Feb
- Federal government: 9% Nov/Dec, 12% Jan/Feb

- The share of unvaccinated respondents who noted they were worried about getting sick/side effects from the vaccine was slightly lower in Jan/Feb.

- This was the biggest shift from Nov/Dec.
Summary of key findings

**KEY CHARACTERISTICS ABOUT SAMPLE**

<table>
<thead>
<tr>
<th>VACCINATED VS UNVACCINATED*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Gender distributions were similar between vaccinated and unvaccinated respondents. <strong>Vaccinated</strong> and unvaccinated respondents had similar education levels as well.</td>
</tr>
<tr>
<td>• 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.</td>
</tr>
</tbody>
</table>

**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.

**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

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
Survey respondent demographics vs. Oakland BIPOC demographics

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

- Alameda County COVID-19 Vaccination Dashboard, Oakland
- Survey Sample

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

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

- Alameda County COVID-19 Vaccination Dashboard, Oakland
- Survey Sample

Survey sample has a larger share of unvaccinated respondents than the Oakland population.

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

- Alameda County COVID-19 Vaccination Dashboard, Oakland
- Survey Sample

The survey sample has a smaller share of respondents ages 40-49 years and 65+ years than the Oakland BIPOC population and a larger share of respondents ages 50-64 years.

*Source: California Immunization Registry (CAIR) – Oakland
Survey respondent demographics vs. Oakland BIPOC demographics

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

- HS graduate, GED, some HS, or less: 61% (Oakland) vs. 45% (Survey Sample)
- Trade or vocational school: 9% (Oakland) vs. 9% (Survey Sample)
- Some college or 2-year degree: 27% (Oakland) vs. 27% (Survey Sample)
- College or higher: 12% (Oakland) vs. 20% (Survey Sample)
- Missing: 0% (Oakland) vs. 0% (Survey Sample)

Survey sample had higher education levels than the Oakland BIPOC population.

Oakland BIPOC census, 2019 ACS microdata BIPOC race/ethnicity

- Hispanic or Latino/Latinx: 36%
- African American or Black: 36%
- Asian American/Pacific Islander/Indigenous American or Alaskan Native: 28%

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

- African American or Black: 52%
- Hispanic or Latino/Latinx: 32%
- White: 7%
- Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native: 6%
- Other: 3%
- Prefer not to answer/missing: 1%

Compared with Oakland’s BIPOC population, survey respondents had slightly more African American or Black respondents.
Date respondents got their first vaccination (n=69)

The vaccinated respondents received their first dose of the vaccine largely during the period from **February to August 2021**.
### Among vaccinated respondents (n = 69)

#### Time taken to get vaccinated

<table>
<thead>
<tr>
<th>Time taken to get vaccinated</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10 minutes</td>
<td>33%</td>
</tr>
<tr>
<td>11-20 minutes</td>
<td>41%</td>
</tr>
<tr>
<td>21-30 minutes</td>
<td>10%</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td>9%</td>
</tr>
<tr>
<td>More than 60 minutes</td>
<td>1%</td>
</tr>
<tr>
<td>Missing</td>
<td>6%</td>
</tr>
</tbody>
</table>

#### Ease of getting an appointment

<table>
<thead>
<tr>
<th>Ease of getting an appointment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very easy</td>
<td>65%</td>
</tr>
<tr>
<td>Somewhat easy</td>
<td>19%</td>
</tr>
<tr>
<td>Somewhat difficult</td>
<td>12%</td>
</tr>
<tr>
<td>Very difficult</td>
<td>4%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
</tr>
</tbody>
</table>

#### Trusted messengers

- Doctor/health care provider: 42%
- Scientists: 35%
- Pharmacists: 30%
- CBOs/nonprofits: 29%
- Friends and family: 28%
- CDC: 23%
- State and local government: 15%
- Religious leaders: 15%
- News media: 13%
- Federal government: 10%
- Social media: 7%

#### Reason for becoming vaccinated

- Prevent death or severe illness: 61%
- Protect household/family members: 54%
- Help end the pandemic: 36%
- Able to do more activities: 30%
- To comply with a vaccine mandate or requirement: 13%
- Other: 6%
- To get an incentive: 0%
Among unvaccinated respondents \((n = 25)\)

<table>
<thead>
<tr>
<th>Barriers/Enablers</th>
<th>Motivators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>More time to wait and see whether the vaccine works</td>
</tr>
<tr>
<td></td>
<td>See a person I trust get the vaccine</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>Other</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>Vaccine delivery site close to home</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>Talking to someone who can answer my questions</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>Small gift or incentive</td>
</tr>
<tr>
<td></td>
<td>Vaccine requirement to do certain activities</td>
</tr>
<tr>
<td></td>
<td>Transportation to a vaccination site</td>
</tr>
<tr>
<td></td>
<td>A vaccine requirement at my office/place of work</td>
</tr>
<tr>
<td></td>
<td>A large gift or incentive</td>
</tr>
</tbody>
</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>16%</td>
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<td></td>
<td>16%</td>
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<tr>
<td></td>
<td>4%</td>
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<td></td>
<td>4%</td>
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<td></td>
<td>0%</td>
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</tr>
<tr>
<td></td>
<td>0%</td>
</tr>
</tbody>
</table>

From January & February data
# Unvaccinated respondents’ trends

### Barriers

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Nov/Dec (n=35)</th>
<th>Jan/Feb (n=25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>71%</td>
<td>68%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>54%</td>
<td>40%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Trusted messengers

<table>
<thead>
<tr>
<th>Trusted messenger</th>
<th>Nov/Dec (n=35)</th>
<th>Jan/Feb (n=25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>14%</td>
<td>28%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>6%</td>
<td>20%</td>
</tr>
<tr>
<td>CDC</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Federal government</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>State and local government</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Social media</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Scientists</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>News media</td>
<td>9%</td>
<td>8%</td>
</tr>
</tbody>
</table>

### Motivators

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Nov/Dec (n=35)</th>
<th>Jan/Feb (n=25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>40%</td>
<td>51%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Vaccine requirement to do certain activities</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>14%</td>
<td>0%</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work</td>
<td>14%</td>
<td>0%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>26%</td>
<td>20%</td>
</tr>
</tbody>
</table>

From January & February data
Contact Information

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Email: bsullivan@mathematica-mpr.com