Equity-First Vaccination Initiative

Covid-19 Vaccination Pulse Survey Insights

Report on data from November & December 2021
Insights and interpretation

1. Overview and data interpretation
2. Survey insights: cross-site
3. Survey insights by demonstration city
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, and beliefs reported by unvaccinated respondents in each city
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. Sites might want to collaborate on messaging and strategies related to this barrier.**

- Worried about getting sick/side effects from vaccine: 54% (Oakland), 56% (Newark), 64% (Houston), 51% (Chicago)
- Worried about missing work in order to get vaccine: 14% (Oakland), 21% (Newark), 24% (Houston), 21% (Chicago)
- Worried about paying for vaccine: 12% (Oakland), 11% (Newark), 26% (Houston), 11% (Chicago)
- Worried about having to present an ID/other documentation: 12% (Oakland), 12% (Newark), 12% (Houston), 12% (Chicago)

*Survey question 6b; **Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.
# Top potential motivators for unvaccinated respondents

Across all four cities, the top motivator for unvaccinated respondents to get vaccinated was **to wait more time to see whether the vaccine works**. A vaccine requirement (under 20%) and a gift/incentive (under 22%) would only motivate a small share of respondents.**

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Oakland (n=35)</th>
<th>Newark (n=78)</th>
<th>Houston (n=74)</th>
<th>Chicago (n=51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>37%</td>
<td>30%</td>
<td>38%</td>
<td>45%</td>
</tr>
<tr>
<td>Other</td>
<td>26%</td>
<td>24%</td>
<td>34%</td>
<td>37%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>12%</td>
<td>14%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>11%</td>
<td>14%</td>
<td>14%</td>
<td>23%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>5%</td>
<td>9%</td>
<td>14%</td>
<td>22%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities (like traveling or going to a concert)</td>
<td>8%</td>
<td>7%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work</td>
<td>8%</td>
<td>11%</td>
<td>14%</td>
<td>20%</td>
</tr>
</tbody>
</table>

*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 all four cities, more than half of the unvaccinated respondents were concerned that there is **not enough information on how the vaccine might interact with other health conditions**. Unvaccinated respondents also continued to be 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.**

- Not enough info on how the vaccine might interact with other health conditions: 60% (Oakland), 63% (Newark), 68% (Houston), 74% (Chicago)
- Vaccine was developed too quickly compared with other vaccines: 49% (Oakland), 57% (Newark), 55% (Houston), 78% (Chicago)
- Friends/family want me to get vaccinated: 26% (Oakland), 41% (Newark), 43% (Houston), 78% (Chicago)
- Getting vaccine goes against my religious beliefs: 28% (Oakland), 33% (Newark), 40% (Houston), 60% (Chicago)
- Vaccine will help get life back to normal: 26% (Oakland), 24% (Newark), 23% (Houston), 5% (Chicago)
- Vaccine is effective: 22% (Oakland), 29% (Newark), 23% (Houston), 15% (Chicago)
- Vaccine is safe: 21% (Oakland), 24% (Newark), 14% (Houston), 14% (Chicago)

*Survey question 7; **Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.
Top trusted messengers reported by unvaccinated respondents

Across all four cities, there was low trust in various sources of information about the vaccine among unvaccinated respondents. Sites might want to collaborate on messaging and strategies related to these topics.

- Doctor/health care provider: 35%, 31%, 16%, 14%
- Friends and family: 32%, 20%, 14%, 11%
- Pharmacists: 21%, 11%, 12%, 11%
- Scientists: 16%, 18%, 11%, 14%
- Religious leaders: 18%, 10%, 8%, 6%
- CDC: 15%, 10%, 10%, 11%
- CBOs/nonprofits: 15%, 14%, 12%, 11%
- State and local government: 8%, 9%, 11%, 3%

*Survey question 8; **Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.
NEW: Parental reports on child vaccination status

- 19% of December survey respondents reported that they are the parent/guardian of at least one child under the age of 18, regardless of parent vaccination status. 66% of vaccinated parents have gotten all of their 12–17-year-old children vaccinated, and 38% of vaccinated parents had gotten all of their 5–11-year-old children vaccinated.
- Note: None of the unvaccinated parents we surveyed in December reported having gotten their 5–17-year-old children vaccinated, but that could be due to the small sample size; only 19 parent respondents were unvaccinated.

Due to the small number of parents we talked to in December, we are presenting the data here across all four cities instead of separately by city. Please note these are interim data only!

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

Vaccination status** among children of vaccinated parents

*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.
NEW: Parent reports on vaccination intentions for their children

Parents had a diverse range 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, a larger share of unvaccinated parents said they would definitely not get their children vaccinated, and only parents of children under the age of 12 answered were undecided about getting their children vaccinated.

**Vaccine intentions for children 12-17 years old**

- Vaccinated parents (n=14): 43% (Get them vaccinated right away), 36% (Wait a while to see how the vaccine is working), 7% (Only get child/children vaccinated if their school requires it), 14% (Definitely not get them vaccinated)
- Unvaccinated parents (n=8): 38% (Get them vaccinated right away), 38% (Wait a while to see how the vaccine is working), 25% (Only get child/children vaccinated if their school requires it), 14% (Definitely not get them vaccinated)

**Vaccine intentions for children 5-11 years old**

- Vaccinated parents (n=27): 44% (Get them vaccinated right away), 19% (Wait a while to see how the vaccine is working), 19% (Only get child/children vaccinated if their school requires it), 13% (Definitely not get them vaccinated)
- Unvaccinated parents (n=8): 50% (Get them vaccinated right away), 15% (Wait a while to see how the vaccine is working), 25% (Only get child/children vaccinated if their school requires it), 14% (Definitely not get them vaccinated)

**Vaccine intentions for children less than 5 years old**

- Vaccinated parents (n=35): 26% (Get them vaccinated right away), 3% (Wait a while to see how the vaccine is working), 9% (Only get child/children vaccinated if their school requires it), 13% (Definitely not get them vaccinated)
- Unvaccinated parents (n=8): 49% (Get them vaccinated right away), 14% (Wait a while to see how the vaccine is working), 14% (Only get child/children vaccinated if their school requires it), 13% (Definitely not get them vaccinated)

**Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.**
NEW: 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 (75% and 56%).
• While all parents expressed some concerns about the Covid-19 vaccine in children, especially around side effects and how new it is, a high number 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.

### Potential child vaccination motivators for respondents with unvaccinated children (n=66)

- More time to wait and see: 56%
- A vaccine requirement for my child to go to school or daycare: 42%
- A vaccine requirement for my child to do activities: 17%
- Seeing other parents I trust get their children vaccinated: 21%
- Talking to someone about my questions: 33%
- Other: 6%

#### Vaccinated parents (n = 48) vs. Unvaccinated parents (n=19)

- 8% vs. 6%

### Child vaccination attitudes and beliefs of all respondents with children (n=118)

- The vaccine is effective in children: 60%
- The vaccine helps keep children safe: 61%
- Having children get vaccinated is important for the health of my family: 64%
- Having children get vaccinated is important for the health of my community: 71%
- Concerned that the vaccine has not been around for long enough: 47%
- Concerned about potential side effects: 79%
- I trust the info I got about the vaccine from my child's doctor: 67%

#### Vaccinated parents (n = 99) vs. Unvaccinated parents (n=19)

- 16% vs. 17%

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

**Barriers/Enablers**

- Know where I can go to get a vaccine: 71% (Oakland), 77% (Newark), 93% (Chicago)
- Know how to get info about scheduling a vaccine appointment: 74% (Oakland), 74% (Newark), 91% (Chicago)
- Worried about getting sick/side effects from vaccine: 54% (Oakland), 56% (Newark), 64% (Chicago)
- Worried about missing work in order to get vaccine: 11% (Oakland), 21% (Newark), 14% (Chicago), 24% (Houston)
- Worried about paying for vaccine: 6% (Oakland), 12% (Newark), 11% (Chicago), 26% (Houston)
- Worried about having to present an ID/other documentation: 11% (Oakland), 12% (Newark), 12% (Chicago), 33% (Houston)

**Motivators**

- More time to wait and see whether the vaccine works: 51% (Oakland), 36% (Newark), 45% (Chicago)
- Talking to someone who can answer my questions: 26% (Oakland), 39% (Newark), 54% (Chicago)
- See a person I trust get the vaccine: 17% (Oakland), 12% (Newark), 18% (Chicago)
- Small gift or incentive: 14% (Oakland), 11% (Newark), 14% (Chicago)
- A vaccine requirement to do certain activities (like traveling or going to a concert): 9% (Oakland), 7% (Newark), 22% (Chicago)
- A vaccine requirement at my office/place of work: 8% (Oakland), 14% (Newark), 20% (Chicago)
- A large gift or incentive: 11% (Oakland), 7% (Newark), 14% (Chicago)
- Vaccine delivery site close to home: 9% (Oakland), 24% (Newark)
- Transportation to a vaccination site: 9% (Oakland), 3% (Newark), 2% (Chicago)

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

### Beliefs
- Not enough info on how the vaccine might interact with other health conditions: 60% (Oakland), 68% (Newark), 57% (Houston), 63% (Chicago)
- Vaccine was developed too quickly compared with other vaccines: 26% (Oakland), 41% (Newark), 49% (Houston), 55% (Chicago)
- Friends/family want me to get vaccinated: 18% (Oakland), 43% (Newark), 43% (Houston), 41% (Chicago)
- Vaccine was not studied in people like me: 22% (Oakland), 33% (Newark), 33% (Houston), 40% (Chicago)
- Getting vaccine goes against my religious beliefs: 14% (Oakland), 28% (Newark), 23% (Houston), 33% (Chicago)
- Vaccine will help get life back to normal: 11% (Oakland), 24% (Newark), 24% (Houston), 22% (Chicago)
- Vaccine is effective: 15% (Oakland), 24% (Newark), 23% (Houston), 24% (Chicago)
- Vaccine is safe: 14% (Oakland), 21% (Newark), 15% (Houston), 14% (Chicago)

### Trusted Messengers
- Doctor/health care provider: 14% (Oakland), 16% (Newark), 17% (Houston), 31% (Chicago)
- Friends and family: 14% (Oakland), 17% (Newark), 12% (Houston), 20% (Chicago)
- Pharmacists: 7% (Oakland), 11% (Newark), 11% (Houston), 24% (Chicago)
- Scientists: 6% (Oakland), 11% (Newark), 11% (Houston), 16% (Chicago)
- Religious leaders: 6% (Oakland), 11% (Newark), 11% (Houston), 16% (Chicago)
- CDC: 10% (Oakland), 13% (Newark), 13% (Houston), 15% (Chicago)
- CBOs/nonprofits: 11% (Oakland), 11% (Newark), 14% (Houston), 14% (Chicago)
- State and local government: 3% (Oakland), 9% (Newark), 9% (Houston), 11% (Chicago)
- Social media: 4% (Oakland), 8% (Newark), 11% (Houston), 9% (Chicago)
- News media: 5% (Oakland), 7% (Newark), 7% (Houston), 9% (Chicago)
- Federal government: 4% (Oakland), 6% (Newark), 9% (Houston), 4% (Chicago)

*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
- Differences between “types” of unvaccinated respondents
- Respondents’ attitudes towards the booster shot
- Vaccination trends across months
- Summary and potential actions
- Survey insights across sites among unvaccinated respondents
Methodology

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

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

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

Partnered with

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

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

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

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

*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 \((n = 336)\)

Most of the surveyed population is vaccinated \((85\%)\). Among the respondents who are not yet vaccinated, 12% intend to get the vaccine, 53% are undecided, and 33% do not intend to get the vaccine. The largest share of vaccinated respondents we surveyed in December received their first vaccine dose in March or April 2021 \((20\%)\).*

**Surveyed population in Chicago**

- Unvaccinated: 85%
- Vaccinated: 15%

**Among the 15% who are not vaccinated**

- Undecided: 33%
- Yes, will definitely get the vaccine: 37%
- Yes, will probably get the vaccine: 16%
- No, will probably NOT get the vaccine: 12%
- Missing: 2%

*Survey questions 2, 2a, and 6 and 6  **December data only*
Respondents’ personal experience with Covid-19 (n=336)

For both vaccinated and unvaccinated respondents, less than a fifth of respondents reported having ever tested positive for Covid-19 or being told they have Covid-19.

<table>
<thead>
<tr>
<th>VACCINATED (n=285)</th>
<th>UNVACCINATED (n=51)</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>74%</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>18%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>3%</td>
</tr>
<tr>
<td>Missing</td>
<td>5%</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>71%</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>10%</td>
</tr>
<tr>
<td>Missing</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Survey question 8.3 (New for October)
Who are the vaccinated respondents? \((n = 285)\)

Of the vaccinated respondents, 59% were female, around one third we either Hispanic or Latinx (36%) or African American (31), and many lived in zip code 60623.

<table>
<thead>
<tr>
<th>Gender</th>
<th>59%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>59%</td>
</tr>
<tr>
<td>Male</td>
<td>39%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td>36%</td>
</tr>
<tr>
<td>African American or Black</td>
<td>31%</td>
</tr>
<tr>
<td>White</td>
<td>26%</td>
</tr>
<tr>
<td>Indigenous American or Alaskan Native</td>
<td>5%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>3%</td>
</tr>
<tr>
<td>Other race</td>
<td>1%</td>
</tr>
<tr>
<td>Asian</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? \((n = 285)\)

The largest shares of vaccinated respondents are **ages 18-29 (23%), 30–39 (26%) or 50-64 (25%)**, and **nearly two-thirds** have some college or 2-year degree or higher (62%).**

*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? \((n = 285)\)

Just over three quarters of vaccinated respondents reported that they have health insurance coverage (76%) and just under three quarters reported that they have no high-risk health conditions (72%).

<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>76%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>21%</td>
</tr>
<tr>
<td>Missing</td>
<td>3%</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 vaccinated respondents \((n = 285)\)

**ACCESS**

Nearly three-quarters of respondents noted that it took **20 minutes or less (70%)** to get to the location where they received the Covid-19 vaccine.

Almost all vaccinated respondents found it **at least somewhat easy to make a vaccine appointment (90%)**.

Over a quarter of respondents got their vaccine at a clinic/health center (28%).

- A community health center or clinic: 28%
- Hospital: 15%
- Pharmacy: 13%
- Mass vaccination site: 13%
- Mobile vaccination clinic or pop-up site: 9%
- My doctor’s office: 7%

**MESSengers AND Motivators**

Doctors or health care providers and the CDC were equally the **most trusted sources of information about the Covid-19 vaccine (54%), followed by scientists (51%)**.

Most respondents got the vaccine to **protect their household or family members (72%)** and **to prevent death or serious illness (71%)**.

- Protect household/family members: 72%
- Prevent death or severe illness: 71%
- Help end the pandemic: 57%
- Able to do more activities: 55%
- To comply with a vaccine mandate or requirement: 34%
- To get an incentive: 6%
- Other: 5%

*Survey questions 3, 3b, and 4 **Note: there were responses added to the October survey, so we reported separately by month. Community health center/clinic was a new response added in October and it is possible respondents who received a vaccine at this location may have been selecting another option in the previous months.*
Who are the unvaccinated respondents? (n = 51)

Just over three quarters of the unvaccinated respondents were female (78%), nearly two thirds were African American or Black (61%), and many were from the zip code 60623 and 60628.

Gender (select all that apply)

- Female: 78%
- Male: 22%

Compared to the vaccinated, a larger share of unvaccinated respondents were female.

Where respondents live (by zip code)

Race/Ethnicity (select all that apply)

- African American or Black: 61%
- Hispanic or Latino/Latinx: 37%
- White: 6%

The share of Hispanic or Latino/Latinx is similar between the vaccinated and unvaccinated respondents (36% and 37%). However, compared to the vaccinated, a larger share of unvaccinated were African American or Black.

*Survey questions 1, 10, and 11*
Who are the unvaccinated respondents? (n = 51)

Ages of unvaccinated respondents were fairly evenly distributed between the ages of 18 and 64. A little over a third have some college or a 2-year degree or higher (36%).

- **Age**
  - 2%: 65+ years
  - 22%: 50-64 years
  - 26%: 40-49 years
  - 28%: 30-39 years
  - 24%: 18-29 years

- **Income**
  - 35%: Prefer not to answer/missing
  - 4%: $80,000 and over
  - 4%: $40,000 to $79,999
  - 28%: $10,000 to $39,999
  - 29%: $0 to $10,000

- **Education**
  - 28%: Master's degree or higher
  - 59%: Bachelor's or 4-year degree
  - 6%: Some college or 2-year degree
  - 6%: Trade or vocational school
  - 2%: HS graduate, GED, some HS, or less

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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.*

From November & December data
Who are the unvaccinated respondents? \( (n = 51) \)

Over half of unvaccinated respondents reported that they have **health insurance coverage (55%)**, and two thirds do not have high-risk health conditions (67%).

- **Health insurance coverage**
  - Yes, covered by health insurance: 55%
  - No, not covered by health insurance: 43%
  - Missing: 2%

- **High-risk medical conditions**
  - No, don't have a high-risk health condition: 67%
  - Yes, have a high-risk health condition: 31%
  - Missing: 2%

*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 \( n = 51 \)

**BARRIERS**

Over half of unvaccinated respondents worry about getting sick or experiencing side effects from the vaccine (51%).

<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worried about getting sick or side effects from vaccine</td>
<td>51%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>33%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>26%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>24%</td>
</tr>
</tbody>
</table>

**MOTIVATORS**

Most respondents reported there are few factors that can motivate them to get the vaccine; The top motivator was respondents wanting more time see whether the vaccine works (37%). Just under a quarter (24%) noted that a delivery site close to home would motivate them to get the vaccine.

More time to wait and see whether the vaccine works | 37%

- Vaccine delivery site close to home | 24%
- Other | 24%
- Small gift or incentive | 22%
- A vaccine requirement at my office/place of work | 20%
- Talking to someone who can answer my questions | 18%
- A vaccine requirement to do certain activities | 16%
- See a person I trust get the vaccine | 14%
- A large gift or incentive | 14%
- Transportation to a vaccination site | 8%

**ENABLERS**

Almost three quarters of unvaccinated respondents know where they can get a vaccine (73%) and know where they can get information about scheduling a vaccine appointment (73%).

*Survey questions 6b and 6c

*Survey question 6c
Among unvaccinated respondents \((n = 51)\)

**BELIEFS**

- 57% of unvaccinated respondents believe there is not enough information on how the vaccine may interact with other health conditions.
- Almost half of respondents believe the vaccine was developed too quickly (49%).
- Not enough info on how the vaccine might interact with other health conditions: 57%
- Vaccine was developed too quickly compared with other vaccines: 49%
- Friends/family want me to get vaccinated: 43%
- Vaccine was not studied in people like me: 33%
- Vaccine is effective: 29%
- Vaccine will help get life back to normal: 24%
- Vaccine is safe: 24%
- Getting vaccine goes against my religious beliefs: 18%

**TRUSTED MESSENGERS**

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

- Doctor/health care provider: 16%
- Scientists: 14%
- News media: 14%
- Friends and family: 14%
- Pharmacists: 12%
- CBOs/nonprofits: 12%
- CDC: 10%
- State and local government: 8%
- Religious leaders: 8%
- Social media: 6%
- Federal government: 6%

*Survey question 7*

*Survey question 8*
Differences between “types” of unvaccinated respondents

- Sample sizes across groups are small, so it is important not to overinterpret these findings.
- **Undecided** respondents have concerns about the safety of the vaccine and how much the vaccine will actually help to end the pandemic. Only a fifth of undecided respondents believed that the [vaccine was safe (19%)](#) and only 19% believe the vaccine will get life back to normal.
- A larger share of respondents who **intend to get the vaccine trust messengers such as the state and local government and their doctor/health care provider** than those who are undecided or do not intend to get the vaccine.

**BELIEFS**

- Worried about paying for vaccine: 33%, 26%, 24%
- Worried about having to present an ID/other documentation: 33%, 37%, 29%
- Worried about missing work in order to get vaccine: 17%, 22%, 29%
- Worried about getting sick/side effects from vaccine: 17%, 52%, 65%

**BARRIERS**

- Vaccine was developed too quickly compared with other vaccines: 41%, 47%, 100%
- Vaccine will help get life back to normal: 19%, 6%, 83%
- Vaccine is safe: 19%, 6%, 83%
- Not enough info on how the vaccine might interact with other health conditions: 52%, 59%, 83%
- Friends/family want me to get vaccinated: 44%, 83%, 24%

**TRUSTED MESSAGERS**

- State and local government: 7% State and local government
- Doctor/health care provider: 19% Doctor/health care provider
- CDC: 6% CDC
- CBOs/nonprofits: 15% CBOs/nonprofits
- Social media: 17% Social media
- Scientists: 17% Scientists

*Survey questions 6b, 7, and 8*
Attitudes toward booster shot

**VACCINATED RESPONDENTS (n=285)**

Over a third of vaccinated respondents intend on getting a booster shot (36%) or have already gotten one (15%). 40% of respondents are undecided.

<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Vaccinated (n=51)</th>
<th>Unvaccinated (n=285)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have already received a COVID-19 booster shot</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Yes, will definitely get a booster shot</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>No, will probably not get a booster shot</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>No, will definitely not get a booster shot</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

*Survey question 8.1

**ALL RESPONDENTS (n=336)**

Many vaccinated respondents believe getting a booster shot will help protect their family and household (74%), get life back to normal (70%), and prevent death or severe illness (69%). One-third of unvaccinated respondents do not believe a booster shot is necessary (33%) and around four out of ten are still concerned about getting sick/experiencing side effects from the booster (43%).

<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Vaccinated (n=51)</th>
<th>Unvaccinated (n=285)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will help protect my household/family members</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>Will help get life back to normal</td>
<td>16%</td>
<td>70%</td>
</tr>
<tr>
<td>Getting a booster shot will help prevent death or severe illness</td>
<td>22%</td>
<td>69%</td>
</tr>
<tr>
<td>The US should focus on giving vaccines to people in other countries before giving out booster shots</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>Worried about getting sick/experiencing side effects</td>
<td>28%</td>
<td>43%</td>
</tr>
<tr>
<td>Do not think getting a booster shot is necessary</td>
<td>19%</td>
<td>33%</td>
</tr>
<tr>
<td>Health officials have not provided enough information about why I should get a booster shot</td>
<td>18%</td>
<td>20%</td>
</tr>
</tbody>
</table>

*Survey question 8.2

From November & December data
Vaccination trends from July through December

The share of respondents who were vaccinated was about the same in November/December as it was in September/October.

Overall, the proportion of unvaccinated respondents who are undecided and do not intend to get the vaccine was similar across the last few months. However, the share of respondents who intend to get the vaccine was 12 percentage points lower in November & December. Given the small sample size, this could also just be due to random variation.
Trends in barriers and beliefs from September/October to November/December

The top barriers and beliefs reported by unvaccinated respondents remained largely consistent between September/October and November/December.

Barriers

- Worried about getting sick/side effects from vaccine: 59% (Sept/Oct) vs 51% (Nov/Dec)
- Worried about having to present an ID/other documentation: 7% (Sept/Oct) vs 33% (Nov/Dec)
- Worried about paying for vaccine: 24% (Sept/Oct) vs 26% (Nov/Dec)
- Worried about missing work in order to get vaccine: 17% (Sept/Oct) vs 24% (Nov/Dec)

Biggest difference in barriers between months.

Beliefs

- Not enough info on how the vaccine might interact with other health conditions: 59% (Sept/Oct) vs 57% (Nov/Dec)
- Vaccine was developed too quickly compared with other vaccines: 49% (Sept/Oct) vs 72% (Nov/Dec)
- Friends/family want me to get vaccinated: 43% (Sept/Oct) vs 59% (Nov/Dec)
- Vaccine was not studied in people like me: 41% (Sept/Oct) vs 33% (Nov/Dec)
- Vaccine is effective: 21% (Sept/Oct) vs 29% (Nov/Dec)
- Vaccine will help get life back to normal: 24% (Sept/Oct) vs 24% (Nov/Dec)
- Vaccine is safe: 28% (Sept/Oct) vs 24% (Nov/Dec)
- Getting vaccine goes against my religious beliefs: 14% (Sept/Oct) vs 18% (Nov/Dec)

Biggest difference in beliefs between months.
Summary of key findings

KEY TAKEAWAYS

VACCINATED VS UNVACCINATED*

- A large share of unvaccinated respondents were female. There were a third more African American or Black respondents in the unvaccinated group compared to vaccinated respondents.

- Unvaccinated respondents were less educated than vaccinated respondents.

- The proportion of unvaccinated respondents covered by health insurance is just over 20% lower than vaccinated respondents.

- Unvaccinated respondents have fewer positive beliefs about the safety and overall impact of the vaccine on people’s everyday lives, and lower level of trust in various sources for Covid-19 information.

From November & December data

VACCINATED RESPONDENTS

- Most were motivated to get the vaccine to prevent death or severe illness or to protect family and household members

- 40% were still undecided about receiving the booster shot

- Several believe the U.S. should focus on giving vaccines to other countries before focusing on booster shots (nearly half)

UNVACCINATED RESPONDENTS

- Are worried about getting sick or experiencing side effects from the vaccine

- Believe the vaccine was developed too quickly

- Need more information on how the vaccine interacts with other health conditions

- Would like more time to see whether vaccine works

*Please note that some of these differences could be due to sample size differences (the vaccinated sample size is 188 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 = 336)

- Survey sample has higher vaccination rates than Chicago’s population.
- Vaccinated: 73% (Chicago) vs. 85% (Survey Sample)
- Not vaccinated: 27% (Chicago) vs. 15% (Survey Sample)

Gender: Chicago vs. Survey Sample (n = 336)

- Female: 53% (Chicago) vs. 62% (Survey Sample)
- Male: 47% (Chicago) vs. 37% (Survey Sample)

Age: Chicago vs. Survey Sample (n = 336)

- 18-29 years: 17% (Chicago) vs. 23% (Survey Sample)
- 30-39 years: 25% (Chicago) vs. 26% (Survey Sample)
- 40-49 years: 20% (Chicago) vs. 17% (Survey Sample)
- 50-64 years: 17% (Chicago) vs. 25% (Survey Sample)
- 65+ years: 22% (Chicago) vs. 7% (Survey Sample)
- Missing: 2% (Survey Sample)

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

Survey respondent demographics vs. Chicago city BIPOC demographics

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

- HS graduate, GED, some HS, or less: 43% (Chicago), 38% (Survey Sample)
- Trade or vocational school: 3% (Chicago), 2% (Survey Sample)
- Some college or 2-year degree: 31% (Chicago), 28% (Survey Sample)
- College or higher: 27% (Chicago), 30% (Survey Sample)
- Missing: 2% (Chicago)

Survey Sample race/ethnicity (n = 336)
- Hispanic or Latino/Latinx: 36%
- African American or Black: 35%
- White: 23%
- Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native: 5%
- Prefer not to answer/missing: 3%
- Other: 1%

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 similar education levels as the overall Chicago BIPOC population.
Among vaccinated respondents (n = 285)

Time taken to get vaccinated

- 0-10 minutes: 33%
- 11-20 minutes: 37%
- 21-30 minutes: 18%
- 31-60 minutes: 9%
- More than 60 minutes: 2%
- Missing: 1%

Ease of getting an appointment

- Very easy: 66%
- Somewhat easy: 24%
- Somewhat difficult: 6%
- Missing: 2%
- Very difficult: 1%

Trusted messengers

- Doctor/health care provider: 54%
- CDC: 54%
- Scientists: 51%
- Pharmacists: 37%
- CBOs/nonprofits: 31%
- State and local government: 21%
- Friends and family: 20%
- Federal government: 19%
- Religious leaders: 14%
- News media: 13%
- Social media: 9%

*Survey questions 3b, 4, and 8
Among vaccinated respondents \((n = 285)\)

<table>
<thead>
<tr>
<th>Location of vaccination site</th>
<th>Reason for becoming vaccinated</th>
</tr>
</thead>
<tbody>
<tr>
<td>A community health center or clinic</td>
<td>Protect household/family members</td>
</tr>
<tr>
<td>Hospital</td>
<td>Prevent death or severe illness</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>Help end the pandemic</td>
</tr>
<tr>
<td>Mass vaccination site</td>
<td>Able to do more activities</td>
</tr>
<tr>
<td>Mobile vaccination clinic or pop-up site</td>
<td>To comply with a vaccine mandate or requirement</td>
</tr>
<tr>
<td>My doctor’s office</td>
<td>To get an incentive (such as a free meal or a chance at winning a lottery)</td>
</tr>
<tr>
<td>My office/place of work</td>
<td>Other</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Church/other place of worship</td>
<td></td>
</tr>
<tr>
<td>My home</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td></td>
</tr>
</tbody>
</table>

*Survey questions 3 and 5*
### Among unvaccinated respondents \((n = 51)\)

#### Barriers/Enablers

<table>
<thead>
<tr>
<th>Barrier/Enabler</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>73%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>73%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>51%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>33%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>26%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>24%</td>
</tr>
</tbody>
</table>

#### Motivators

- More time to wait and see whether the vaccine works: 37%
- Vaccine delivery site close to home: 24%
- Other: 24%
- Small gift or incentive: 22%
- A vaccine requirement at my office/place of work: 20%
- Talking to someone who can answer my questions: 18%
- A vaccine requirement to do certain activities: 16%
- See a person I trust get the vaccine: 14%
- A large gift or incentive: 14%
- Transportation to a vaccination site: 8%

*Survey questions 6b, 7, and 8*
## Types of unvaccinated respondents \( (n = 29) \)

### Barriers/Enablers

<table>
<thead>
<tr>
<th>Barrier/Enabler</th>
<th>Intend to get vaccine (n=7)</th>
<th>Undecided about vaccine (n=14)</th>
<th>Do not intend to get vaccine (n=8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td></td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td></td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td></td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td></td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td></td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td></td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>

### Beliefs

<table>
<thead>
<tr>
<th>Belief</th>
<th>Intend to get vaccine (n=7)</th>
<th>Undecided about vaccine (n=14)</th>
<th>Do not intend to get vaccine (n=8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td></td>
<td>41%</td>
<td>74%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td></td>
<td>6%</td>
<td>19%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td></td>
<td>6%</td>
<td>19%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td></td>
<td>12%</td>
<td>26%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td></td>
<td>52%</td>
<td>83%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td></td>
<td>44%</td>
<td>59%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td></td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td></td>
<td>33%</td>
<td>33%</td>
</tr>
</tbody>
</table>

### Trusted messengers

- State and local government: 77% (33%)
- Doctor/health care provider: 6% (19%)
- CDC: 6% (33%)
- CBOs/nonprofits: 0% (15%)
- Social media: 7% (17%)
- Scientists: 0% (12%)
- Religious leaders: 17% (37%)
- News media: 17% (6%)
- Friends and family: 17% (6%)
- Federal government: 17% (0%)
- Pharmacists: 0% (12%)

*Survey questions 6b, 7, and 8*
Among vaccinated respondents ($n = 143$)

Month respondent received their first Covid-19 vaccine

<table>
<thead>
<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3%</td>
<td>1%</td>
<td>7%</td>
<td>13%</td>
<td>4%</td>
<td>5%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Survey insights by city: Houston (November)

*Houston requested two separate reports for November and December instead of one combined report.*
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
- Respondents’ attitudes towards the booster shot
- Summary and potential actions
- Survey insights across sites among unvaccinated respondents
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 \( (n = 274) \)

Most of the surveyed population is **vaccinated** (87%). Among the respondents who are not yet vaccinated, 11% intend to get the vaccine, 39% are undecided, and 50% do not intend to get the vaccine.

Surveyed population in Houston

Among the 13% who are not vaccinated

*Survey questions 2, 2a, and 6.*
Respondents’ personal experience with Covid-19 \((n = 274)\)

Four-fifths of vaccinated respondents reported never having tested positive for Covid-19 or being told they have Covid-19 \((80\%)\) compared to less than two-thirds of unvaccinated respondents \((61\%)\).

**VACCINATED** \((n = 238)\)

- Never tested positive for Covid-19 or been told by a health care provider that you have Covid-19: \(80\%\)
- Ever tested positive for Covid-19 or been told by a health care provider that you have Covid-19: \(15\%\)
- I don’t know: \(3\%\)
- Missing: \(2\%\)

**UNVACCINATED** \((n = 36)\)

- 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: \(25\%\)
- I don’t know: \(11\%\)
- Missing: \(3\%\)

*Survey question 8.3*
Who are the vaccinated respondents? \(n = 238\)

Over half of vaccinated respondents were **female (56%)**, almost half were **Hispanic or Latino/Latinx (49%)**, and many were from **zip code 77020**.

### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>56%</td>
</tr>
<tr>
<td>Male</td>
<td>42%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>2%</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)

### Race/ethnicity

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td>49%</td>
</tr>
<tr>
<td>African American or Black</td>
<td>35%</td>
</tr>
<tr>
<td>Asian</td>
<td>13%</td>
</tr>
<tr>
<td>White</td>
<td>2%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>2%</td>
</tr>
<tr>
<td>Other race</td>
<td>0%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>0%</td>
</tr>
<tr>
<td>Indigenous American or Alaskan Native</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? \( (n = 238) \)

Most vaccinated respondents are ages **50 to 64 (27%)** or older than **65 (33%)** and nearly **two-thirds** of respondents have a **high school diploma/GED or less (62%).**

*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? \((n = 238)\)

Almost three-quarters (73%) of vaccinated respondents were covered by health insurance and over two-thirds (69%) did not report having any high-risk health conditions.

**Health insurance coverage**
- Yes, covered by health insurance: 73%
- No, not covered by health insurance: 25%
- Missing: 2%

**High-risk medical conditions**
- No, don't have a high-risk health condition: 69%
- Yes, have a high-risk health condition: 29%
- Missing: 2%

*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 ($n = 238$)

**ACCESS**

Almost **two-thirds** of respondents said it took **20 minutes or fewer (63%)** to get to the location where they received the vaccine.

Most respondents **found it very easy (96%)** to make a vaccine appointment.

The majority of respondents received their vaccine at a **pharmacy (42%), hospital (19%), or a mass vaccination site (18%).**

**MESSENGERS AND MOTIVATORS**

Doctors and health care providers (74%), scientists (65%), and the CDC (59%) were the most trusted sources of information about the COVID-19 vaccine.

Most decided to get the vaccine to **prevent death or severe illness (75%)** and **protect their household or other family members (48%).**

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent death or severe illness</td>
<td>78%</td>
</tr>
<tr>
<td>Protect household/family members</td>
<td>48%</td>
</tr>
<tr>
<td>Help end the pandemic</td>
<td>8%</td>
</tr>
<tr>
<td>To comply with a vaccine mandate or requirement</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Able to do more activities</td>
<td>3%</td>
</tr>
<tr>
<td>To get an incentive</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Survey questions 3, 3b, and 4

*Survey questions 5 and 8
Who are the unvaccinated respondents? \((n = 36)\)

Over half of unvaccinated respondents were **male (58%)**, over half were **Hispanic or Latino/Latinx (58%)**, and many respondents were spread across **zip codes 77060, 77020, and 77048.**

**Gender**

- Male: 58%
- Female: 39%
- Prefer not to answer/missing: 3%
- Two-spirit: 0%
- Transgender: 0%
- Other gender: 0%
- Non-binary: 0%
- Genderqueer: 0%

**Where respondents live**

(by zip code)

**Race/ethnicity**

- Hispanic or Latino/Latinx: 58%
- African American or Black: 36%
- White: 6%
- Prefer not to answer/missing: 3%
- Asian: 3%
- Other race: 0%
- Native Hawaiian or Pacific Islander: 0%
- Indigenous American or Alaskan Native: 0%

*Survey questions 1, 10, and 11*
Who are the unvaccinated respondents? \((n = 36)\)

The largest share of unvaccinated respondents are ages 30–39 (33%) and almost half have a high school diploma/GED or less (47%).

*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? \((n = 36)\)

Half of unvaccinated respondents were covered by health insurance (50%) and three-quarters of unvaccinated respondents did not report having any high-risk health conditions (75%).

**Health insurance coverage**

- Yes, covered by health insurance: 50%
- No, not covered by health insurance: 47%
- Missing: 3%

**High-risk medical conditions**

- No, don't have a high-risk health condition: 75%
- Yes, have a high-risk health condition: 19%
- Missing: 6%

*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 \((n = 36)\)

**BARRIERS**

Almost two-thirds of unvaccinated respondents worry about getting sick or experiencing side effects from the vaccine (64%).

- Worried about getting sick/side effects from vaccine: 64%
- Worried about missing work in order to get vaccine: 14%
- Worried about having to present an ID/other documentation: 14%
- Worried about paying for vaccine: 11%

**MOTIVATORS**

Overall, unvaccinated respondents reported there are few factors that can motivate them to get the vaccine.

About one in four unvaccinated respondents would prefer to have more time to see whether the vaccine works (39%).

- More time to wait and see whether the vaccine works: 39%
- Talking to someone who can answer my questions: 14%
- See a person I trust get the vaccine: 11%
- A large gift or incentive: 11%
- Small gift or incentive: 8%
- A vaccine requirement to do certain activities: 6%
- A vaccine requirement at my office/place of work: 3%

**ENABLERS**

Most unvaccinated respondents know where they can get a vaccine (94%) and know where they can get information about scheduling a vaccine appointment (86%).

*Survey question 6b

*Survey question 6c

From November data
**Among unvaccinated respondents** \((n = 36)\)

### BELIEFS

- **Almost four-fifths** of unvaccinated respondents believe the vaccine was developed too quickly compared with other vaccines \((78\%)\).
- **Nearly three quarters** of the respondents believe there is not enough information on how the vaccine interacts with other health conditions \((72\%)\).

<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>78%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>72%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>25%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>19%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>17%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>14%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>11%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Survey question 7

### TRUSTED MESSENGERS

Overall, unvaccinated respondents reported low trust in all sources for Covid-19 information \((all under 40\%)\).

- Doctor/health care provider: 36%
- Friends and family: 22%
- Scientists: 17%
- CDC: 14%
- Religious leaders: 8%
- Pharmacists: 6%
- News media: 6%
- CBOs/nonprofits: 6%
- Social media: 3%
- Federal government: 3%

*Surveys question 8

Vaccinated respondents had much higher trust in all messengers.
Attitude toward booster shot

**VACCINATED RESPONDENTS (n= 238)**

The majority of vaccinated respondents intend on getting a booster shot (54%) or have already gotten one (17%), and almost a quarter of respondents are undecided (24%).

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have already received a COVID-19 booster shot</td>
<td>17%</td>
</tr>
<tr>
<td>Yes, will definitely get a booster shot</td>
<td>54%</td>
</tr>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>18%</td>
</tr>
<tr>
<td>No, will probably not get a booster shot</td>
<td>6%</td>
</tr>
<tr>
<td>No, will definitely not get a booster shot</td>
<td>2%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
</tr>
</tbody>
</table>

**ALL RESPONDENTS (n= 36)**

Vaccinated respondents believe getting a booster shot will help protect their family and household (78%), prevent death or severe illness (78%) and get life back to normal (71%). A much smaller proportion of unvaccinated respondents share these beliefs.

Will help protect my household/family members: 78%

Getting a booster shot will help prevent death or severe illness: 78%

Will help get life back to normal: 71%

The US should focus on giving vaccines to people in other countries before giving out booster shots: 64%

Health officials have not provided enough information about why I should get a booster shot: 67%

Worried about getting sick/experiencing side effects: 53%

Do not think getting a booster shot is necessary: 58%

*Survey question 8.1

*Survey question 8.2
Summary of key findings

**KEY TAKEAWAYS**

<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</td>
</tr>
<tr>
<td>• A larger share of unvaccinated respondents were Hispanic or Latino/Latinx compared to vaccinated respondents</td>
</tr>
<tr>
<td>• A <strong>smaller share</strong> of unvaccinated respondents reported having <strong>health insurance coverage</strong> compared to vaccinated respondents</td>
</tr>
<tr>
<td>• A <strong>slightly larger share</strong> of unvaccinated respondents reported <strong>having ever tested positive for COVID-19 or not knowing their Covid-19 status</strong> compared to vaccinated respondents</td>
</tr>
</tbody>
</table>

**KEY TAKEAWAYS**

<table>
<thead>
<tr>
<th>VACCINATED RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Are most motivated to get the vaccine to <strong>prevent death or severe illness</strong></td>
</tr>
<tr>
<td>• <strong>Trust doctors/health care providers</strong> the most for information about the vaccine</td>
</tr>
<tr>
<td>• Have <strong>already gotten or plan to get the booster shot</strong></td>
</tr>
</tbody>
</table>

**KEY TAKEAWAYS**

<table>
<thead>
<tr>
<th>UNVACCINATED RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Are <strong>worried about getting sick or experiencing side effects</strong> from the vaccine</td>
</tr>
<tr>
<td>• Need more <strong>information on how the vaccine interacts with other health conditions</strong></td>
</tr>
<tr>
<td>• Would like <strong>more time to see whether vaccine works</strong></td>
</tr>
<tr>
<td>• Are <strong>not trusting of the listed sources of information</strong> about the COVID-19 vaccine (all under 40%)</td>
</tr>
</tbody>
</table>

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 238 respondents and the unvaccinated sample size is 36 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**
- 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** (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.

Conduct **focus groups** to better understand whether people’s belief that the U.S. should prioritize vaccines for other countries prevents them from making the decision to get the vaccine. From these findings, **help people understand that getting a booster shot does not reduce the availability of vaccines in other countries.**
Houston: Supplemental data slides (November)

- 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 = 274)**

- **Vaccinated**: 85% (Houston) vs. 87% (Survey Sample)
- **Not vaccinated**: 15% (Houston) vs. 13% (Survey Sample)

The survey sample had a similar vaccination status rate compared to Houston’s BIPOC population.

**Gender: Houston vs. Survey Sample (n = 274)**

- **Female**: 51% (Houston) vs. 53% (Survey Sample)
- **Male**: 49% (Houston) vs. 45% (Survey Sample)

The survey sample had a similar gender distribution relative to Houston’s BIPOC population.

**Age: Houston vs. Survey Sample (n = 274)**

- **18-29 years**: 12% (Houston) vs. 9% (Survey Sample)
- **30-39 years**: 26% (Houston) vs. 18% (Survey Sample)
- **40-49 years**: 23% (Houston) vs. 16% (Survey Sample)
- **50-64 years**: 18% (Houston) vs. 26% (Survey Sample)
- **65+ years**: 21% (Houston) vs. 30% (Survey Sample)
- **Missing**: 2% (Survey Sample)

The survey sample has a larger share of respondents ages 50+ and a smaller share of respondents ages 18-49.

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

Education: Houston vs. Survey Sample (n = 274)

<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>60%</td>
</tr>
<tr>
<td>Trade or vocational school</td>
<td>1%</td>
<td>28%</td>
</tr>
<tr>
<td>Some college or 2-year degree</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>College or higher</td>
<td>24%</td>
<td>14%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Survey respondents had lower education levels relative to Houston’s BIPOC population.

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%
- White: 2%
- Prefer not to answer/missing: 2%
- Other: 0%

Compared with Houston’s BIPOC population, survey respondents had similar shares of Asian American/Pacific Islander/Indigenous American or Alaskan Native, fewer Hispanic or Latino/Latinx, and slightly higher share of African American or Black, respondents.
Among vaccinated respondents \((n = 238)\)

### Time taken to get vaccinated

- 0-10 minutes: 21%
- 11-20 minutes: 42%
- 21-30 minutes: 23%
- 31-60 minutes: 11%
- More than 60 minutes: 2%
- Missing: 1%

### Ease of getting an appointment

- Very easy: 96%
- Somewhat easy: 3%
- Missing: 1%
- Very difficult: 0%
- Somewhat difficult: 0%

### Trusted messengers

- Doctor/health care provider: 74%
- Scientists: 65%
- CDC: 59%
- Friends and family: 48%
- Pharmacists: 43%
- Federal government: 26%
- CBOs/nonprofits: 26%
- State and local government: 23%
- Religious leaders: 21%
- News media: 21%
- Social media: 15%

*Survey questions 3b, 4, and 8*
Among unvaccinated respondents \((n = 36)\)

**Barriers/Enablers**

- Know where I can go to get a vaccine: 94%
- Know how to get info about scheduling a vaccine appointment: 86%
- Worried about getting sick/side effects from vaccine: 64%
- Worried about missing work in order to get vaccine: 14%
- Worried about having to present an ID/other documentation: 14%
- Worried about paying for vaccine: 11%

*Survey question 6b*
**Types of unvaccinated respondents (n = 36)**

### Barriers/Enablers

<table>
<thead>
<tr>
<th>Barriers/Enablers</th>
<th>Will definitely get vaccine (n=4)</th>
<th>Undecided about vaccine (n=14)</th>
<th>Do not intend to get vaccine (n=18)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>100%</td>
<td>93%</td>
<td>0%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine</td>
<td>100%</td>
<td>86%</td>
<td>100%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>50%</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>25%</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>0%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>11%</td>
<td>21%</td>
<td>21%</td>
</tr>
</tbody>
</table>

### Beliefs

<table>
<thead>
<tr>
<th>Beliefs</th>
<th>Will definitely get vaccine (n=4)</th>
<th>Undecided about vaccine (n=14)</th>
<th>Do not intend to get vaccine (n=18)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>100%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>11%</td>
<td>21%</td>
<td>50%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>0%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>11%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>83%</td>
<td>25%</td>
<td>86%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>89%</td>
<td>25%</td>
<td>64%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>17%</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>17%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Survey questions 6b and 7*
Types of unvaccinated respondents \( (n = 36) \)

**Motivators to get the vaccine**

- Small gift or incentive: 7% (6%)
- See a person I trust get the vaccine: 14% (8%)
- Other: 14% (50%)
- A vaccine requirement to do certain activities (like traveling or...): 7% (0%)
- A large gift or incentive: 14% (8%)
- Vaccine delivery site close to home: 0% (0%)
- Transportation to a vaccination site: 0% (0%)
- Talking to someone who can answer my questions: 0% (11%)
- More time to wait and see whether the vaccine works: 0% (50%)
- A vaccine requirement at my office/place of work: 0% (7%)

**Trusted messengers**

- Social media: 8% (25%)
- Scientists: 25% (29%)
- Religious leaders: 0% (25%)
- Pharmacists: 7% (0%)
- News media: 0% (25%)
- Friends and family: 6% (43%)
- Federal government: 0% (25%)
- Doctor/health care provider: 28% (50%)
- CDC: 0% (29%)
- State and local government: 0% (2%)
- CBOs/nonprofits: 0% (4%)

*Survey questions 6c and 8*
Survey insights by city: Houston (December)

*Houston requested two separate reports for November and December instead of one combined report.*
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
- Respondents’ attitudes towards the booster shot
- Vaccination trends across months
- Summary and potential actions
- Survey insights across sites among unvaccinated respondents
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.

Monthly goal: 150 responses
Vaccination status and intention ($n = 192$)

Most of the surveyed population is **vaccinated** (80%). Among the respondents who are not yet vaccinated, **5% intend to get** the vaccine, **42% are undecided**, and **50% do not intend** to get the vaccine. Many vaccinated respondents **received their first vaccine dose between March and June 2021 (59%).**

*Survey questions 2, 2a and 6 **December data only*
Respondents’ personal experience with Covid-19 \((n = 192)\)

Nearly four-fifths of vaccinated respondents reported never having tested positive for Covid-19 or being told they have Covid-19 \((79\%)\) compared to two-thirds of unvaccinated respondents \((66\%)\).

<table>
<thead>
<tr>
<th>VACCINATED ((n=154))</th>
<th>UNVACCINATED ((n=38))</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>79%</td>
<td>66%</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>16%</td>
<td>16%</td>
</tr>
<tr>
<td>I don't know</td>
<td>I don't know</td>
</tr>
<tr>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td>Missing</td>
<td>Missing</td>
</tr>
<tr>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Survey question 8.3

Both groups had similar shares of respondents who reported **having ever tested positive for Covid-19**. However, the smaller sample size of the unvaccinated group coupled with the larger share of unvaccinated respondents that did not know their Covid-19 status, it is important not to overestimate this result.
Who are the vaccinated respondents? \( (n = 154) \)

61% of vaccinated respondents were female, nearly two-thirds were Hispanic or Latino/Latinx (62%), and many were from zip code 77060.

**Gender**
(select all that apply)

- Female \( 61\% \)
- Male \( 38\% \)
- Prefer not to answer/missing \( 1\% \)
- Two-spirit 0%
- Transgender 0%
- Other gender 0%
- Non-binary 0%
- Genderqueer 0%

**Where respondents live**
(by zip code)

**Race/ethnicity**
(select all that apply)

- Hispanic or Latino/Latinx \( 62\% \)
- African American or Black 36%
- White 2%
- Prefer not to answer/missing 1%
- Other race 0%
- Native Hawaiian or Pacific Islander 0%
- Indigenous American or Alaskan Native 0%
- Asian 0%

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? \((n = 154\) )

Nearly **two-thirds** of the vaccinated respondents were **over the age of 50** (62%), and **three-quarters** have a high school diploma/GED or less (75%).**

- **Age:**
  - 65+ years: 1%
  - 50-64 years: 31%
  - 40-49 years: 31%
  - 30-39 years: 12%
  - 18-29 years: 18%
  - Missing: 8%

- **Income:**
  - Prefer not to answer/missing: 2%
  - $80,000 and over: 46%
  - $40,000 to $79,999: 31%
  - $10,000 to $39,999: 8%
  - $0 to $10,000: 14%

- **Education:**
  - HS graduate, GED, some HS, or less: 75%
  - Bachelor's or 4-year degree: 18%
  - Some college or 2-year degree: 5%
  - Master's degree or higher: 1%
  - Trade or vocational school: 1%
  - Missing: 1%

*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? \((n = 154)\)

Almost two-thirds \((64\%)\) of vaccinated respondents were covered by health insurance and nearly four-fifths \((78\%)\) did not report having any high-risk health conditions.

**Health insurance coverage**

- Yes, covered by health insurance: \(64\%\)
- No, not covered by health insurance: \(34\%\)
- Missing: \(2\%\)

**High-risk medical conditions**

- No, don't have a high-risk health condition: \(78\%\)
- Yes, have a high-risk health condition: \(20\%\)
- Missing: \(3\%\)

*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 ($n = 154$)

**ACCESS**

Most respondents said it took **20 minutes or fewer (80%)** to get to the location where they received the vaccine.

Most respondents **found it very easy (93%)** to make a vaccine appointment.

More than half of the respondents received their vaccine at a **pharmacy (44%)** or a **mass vaccination site (16%).**

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacy</td>
<td>44%</td>
</tr>
<tr>
<td>Mass vaccination site</td>
<td>16%</td>
</tr>
<tr>
<td>Hospital</td>
<td>12%</td>
</tr>
<tr>
<td>A community health center or clinic</td>
<td>12%</td>
</tr>
<tr>
<td>Mobile vaccination clinic or pop-up site</td>
<td>8%</td>
</tr>
<tr>
<td>My office/place of work</td>
<td>3%</td>
</tr>
<tr>
<td>My doctor’s office</td>
<td>3%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
</tr>
<tr>
<td>My home</td>
<td>1%</td>
</tr>
<tr>
<td>Church/other place of worship</td>
<td>1%</td>
</tr>
</tbody>
</table>

**MESSENGERS AND MOTIVATORS**

Doctors and health care providers (81%), scientists (66%), and the CDC (58%) were the most trusted sources of information about the COVID-19 vaccine.

Most decided to get the vaccine to **prevent death or severe illness (75%)** and **protect their household or other family members (64%).**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent death or severe illness</td>
<td>75%</td>
</tr>
<tr>
<td>Protect household/family members</td>
<td>64%</td>
</tr>
<tr>
<td>Help end the pandemic</td>
<td>14%</td>
</tr>
<tr>
<td>To comply with a vaccine mandate or requirement</td>
<td>7%</td>
</tr>
<tr>
<td>To get an incentive</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Able to do more activities</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Survey questions 3, 3b, and 4

*Survey questions 5 and 8
Who are the unvaccinated respondents? \((n = 38)\)

Just over half of unvaccinated respondents were male (53%), nearly two-thirds were Hispanic or Latino/Latinx (61%), and respondents were spread across zip codes 77060, 77028, 77033, and 77017.

**Gender**

- Male: 53%
- Female: 47%
- Two-spirit: 0%
- Transgender: 0%
- Prefer not to answer/missing: 0%
- Other gender: 0%
- Non-binary: 0%
- Genderqueer: 0%

**Race/ethnicity**

- Hispanic or Latino/Latinx: 61%
- African American or Black: 37%
- White: 3%
- Prefer not to answer/missing: 0%
- Other race: 0%
- Native Hawaiian or Pacific Islander: 0%
- Indigenous American or Alaskan Native: 0%
- Asian: 0%

*A smaller share of unvaccinated respondents relative to vaccinated respondents were female (47% vs 61%)

Both vaccinated and unvaccinated respondents had similar shares of Hispanic or Latino/Latinx (62% vs 61%) and African American or Black respondents (36% vs 37%)

*Survey questions 1, 10, and 11*
Who are the unvaccinated respondents? \( (n = 38) \)

The largest share of unvaccinated respondents are ages 18–29 (32%) or 30–39 (32%) and over three-quarters have a high school diploma/GED or less (79%).**

*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? \((n = 38)\)

40\% of unvaccinated respondents were covered by health insurance (40\%) and most unvaccinated respondents did not report having any high-risk health conditions (90\%).

**High-risk medical conditions**

- Yes, have a high-risk health condition
  - The share of unvaccinated respondents covered by health insurance relative to vaccinated respondents is lower (40\% vs 64\%)
  - 11\%

- No, don't have a high-risk health condition
  - 90\%

**Health insurance coverage**

- Yes, covered by health insurance
  - 40\%

- No, not covered by health insurance
  - 61\%

- Missing
  - 0\%

*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 = 38)

**BARRIERS**

- Worried about getting sick/side effects from vaccine: 63%
- Worried about missing work in order to get vaccine: 13%
- Worried about paying for vaccine: 11%
- Worried about having to present an ID/other documentation: 11%

This has now been the top barrier for unvaccinated respondents for several months.

**MOTIVATORS**

- Overall, unvaccinated respondents reported there are few factors that can motivate them to get the vaccine.
- Over one-third of unvaccinated respondents would prefer to have more time to see whether the vaccine works (37%).

More time to wait and see whether the vaccine works: 37%
- Other factors:
  - A vaccine requirement at my office/place of work: 18%
  - Talking to someone who can answer my questions: 11%
  - See a person I trust get the vaccine: 11%
  - A vaccine requirement to do certain activities: 8%

**ENABLERS**

Most unvaccinated respondents know where they can get a vaccine (92%) and know where they can get information about scheduling a vaccine appointment (95%).

**Survey question 6b**

*Survey question 6c*

**Other responses:** None, nothing, will wait after pregnancy to get vaccinated

**Survey question 6c**
## Among unvaccinated respondents \((n = 38)\)

### BELIEFS

- **Just under four-fifths** of unvaccinated respondents believe the vaccine was developed too quickly compared with other vaccines \((79\%)\).

- **Almost two-thirds** of the respondents believe there is not enough information on how the vaccine interacts with other health conditions \((63\%)\).

<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>79%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>63%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>37%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>18%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>13%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>11%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Survey question 7*

### TRusted MESSengers

Overall, unvaccinated respondents reported **low trust in all sources for Covid-19 information (all under 30%)**.

- **Doctor/health care provider**: 26%
- **Friends and family**: 18%
- **Scientists**: 16%
- **CBOs/nonprofits**: 16%
- **Religious leaders**: 11%
- **Pharmacists**: 8%
- **News media**: 8%
- **Federal government**: 8%
- **State and local government**: 5%
- **Social media**: 5%
- **CDC**: 5%

*Survey question 8*

*Vaccinated respondents had much higher trust in all messengers*
Attitude toward booster shot

VACCINATED RESPONDENTS (n=154)

Almost three-quarters of vaccinated respondents intend on getting a booster shot (46%) or have already gotten one (26%), and almost a fifth of respondents are undecided (19%).

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have already received a COVID-19 booster shot</td>
<td>26%</td>
</tr>
<tr>
<td>Yes, will definitely get a booster shot</td>
<td>46%</td>
</tr>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>12%</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>2%</td>
</tr>
</tbody>
</table>

ALL RESPONDENTS (n=192)

Vaccinated respondents believe getting a booster shot will help protect their family and household (84%), prevent death or severe illness (84%) and get life back to normal (80%). A much smaller proportion of unvaccinated respondents share these beliefs. Nearly two-thirds of unvaccinated respondents do not believe a booster shot is necessary (63%).

- Will help protect my household/family members: 8% (Vaccinated), 84% (Unvaccinated)
- Getting a booster shot will help prevent death or severe illness: 11% (Vaccinated), 84% (Unvaccinated)
- Will help get life back to normal: 8% (Vaccinated), 80% (Unvaccinated)
- The US should focus on giving vaccines to people in other countries: 45% (Vaccinated), 70% (Unvaccinated)
- Worried about getting sick/experiencing side effects: 26% (Vaccinated), 50% (Unvaccinated)
- Do not think getting a booster shot is necessary: 23% (Vaccinated), 63% (Unvaccinated)
- Health officials have not provided enough information about booster shots: 14% (Vaccinated), 55% (Unvaccinated)

*Survey question 8.1

*Survey question 8.2
Vaccination trends from August through December

The share of respondents who were vaccinated stayed relatively the same from August-December.

Overall, it seems that more unvaccinated respondents note that they do not intend to get the vaccine as time progresses (50% for November and December).
Trends for unvaccinated respondents from September/October to November/December

- Compared to September/October, unvaccinated respondents in November/December are more confident about knowing **where to get a vaccine** and **how to schedule an appointment**. They are also slightly less worried about the **logistics of getting a vaccine** (e.g., missing work, paying for a vaccine).
- Unvaccinated respondents in November/December have less **trust in all messengers for information about the vaccine**.
- A smaller share of unvaccinated respondents in November/December report that **their family/friends want them to get the vaccine**; they are also less confident that the **vaccine is safe and effective**.

### Barriers

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Sept/Oct (n=79)</th>
<th>Nov/Dec (n=74)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>81%</td>
<td>93%</td>
</tr>
<tr>
<td>Know how to get info about scheduling</td>
<td>72%</td>
<td>91%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>66%</td>
<td>64%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>15%</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Trusted Messengers

<table>
<thead>
<tr>
<th>Messenger</th>
<th>Sept/Oct (n=79)</th>
<th>Nov/Dec (n=74)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>38%</td>
<td>31%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>Scientists</td>
<td>16%</td>
<td>34%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>CDC</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>25%</td>
<td>7%</td>
</tr>
<tr>
<td>News media</td>
<td>15%</td>
<td>7%</td>
</tr>
</tbody>
</table>

### Beliefs

- **Vaccine was developed too quickly compared with other vaccines**
  - 71% (Sept/Oct) 78% (Nov/Dec)
- **Not enough info on how the vaccine might interact with other health conditions**
  - 67% (Sept/Oct) 68% (Nov/Dec)
- **Vaccine was not studied in people like me**
  - 29% (Sept/Oct) 28% (Nov/Dec)
- **Friends/family want me to get vaccinated**
  - 42% (Sept/Oct) 18% (Nov/Dec)
- **Vaccine is effective**
  - 29% (Sept/Oct) 15% (Nov/Dec)
- **Vaccine is safe**
  - 22% (Sept/Oct) 14% (Nov/Dec)
Summary of key findings

**KEY TAKEAWAYS**

**VACCINATED VS UNVACCINATED**

- A larger share of *vaccinated respondents were female* compared to unvaccinated respondents.
- Unvaccinated and vaccinated respondents had *similar race/ethnicity and education levels*. 
  **Unvaccinated respondents were younger.** The largest share of unvaccinated respondents were 18-39 years old (64%) compared to 50+ years old for vaccinated respondents (62%).
- Compared to vaccinated respondents, a *larger share* of unvaccinated respondents reported having *no high-risk health conditions, while a smaller share reported having health insurance*.
- Unvaccinated respondents reported *lower levels of trust in various sources for Covid-19 information* compared to vaccinated respondents.

**KEY TAKEAWAYS**

**VACCINATED RESPONDENTS**

- Are most motivated to get the vaccine to *prevent death or severe illness or to protect family and household members*.
- Trust *doctors/health care providers* the most for information about the vaccine.
- Have *already gotten or plan to get the booster shot* (nearly three-quarters).
- Believe the U.S. should *focus on giving vaccines to other countries* before focusing on booster shots (over two-thirds).
- Note: these major takeaways remained largely similar to the October and November reports.

**UNVACCINATED RESPONDENTS**

- Are worried about getting sick or experiencing side effects from the vaccine.
- Need more information on how the vaccine interacts with other health conditions.
- Would like *more time to see whether vaccine works*.
- Note: these major takeaways remained largely similar to the October and November reports.

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 154 respondents and the unvaccinated sample size is 38 respondents)*

From December data
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
- 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 (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.

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.
Houston: Supplemental data slides

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

**Gender: Houston vs. Survey Sample (n = 192)**

- **Vaccinated**
  - Harris County / City of Houston COVID-19 Data Hub: 85%
  - Survey Sample: 80%
- **Not vaccinated**
  - Harris County / City of Houston COVID-19 Data Hub: 15%
  - Survey Sample: 20%
- **Female**
  - Houston BIPOC census, 2019 ACS microdata: 51%
  - Survey Sample: 58%
- **Male**
  - Houston BIPOC census, 2019 ACS microdata: 49%
  - Survey Sample: 41%

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

**Age: Houston vs. Survey Sample (n = 192)**

- **18-29 years**
  - Houston BIPOC census, 2019 ACS microdata: 12%
  - Survey Sample: 13%
- **30-39 years**
  - Houston BIPOC census, 2019 ACS microdata: 26%
  - Survey Sample: 20%
- **40-49 years**
  - Houston BIPOC census, 2019 ACS microdata: 23%
  - Survey Sample: 14%
- **50-64 years**
  - Houston BIPOC census, 2019 ACS microdata: 18%
  - Survey Sample: 26%
- **65+ years**
  - Houston BIPOC census, 2019 ACS microdata: 21%
  - Survey Sample: 27%
- **Missing**
  - Houston BIPOC census, 2019 ACS microdata: 1%

*Source: Texas Department of State Health Services.*

From December data, the survey sample had a slightly lower vaccination rate compared to Houston’s population (a difference of only 5 percentage points). The survey sample had a larger share of females relative to Houston’s BIPOC population. The survey sample had a larger share of respondents over the age of 50 relative to the Houston BIPOC population.
Survey respondent demographics vs. Houston city BIPOC demographics

Education: Houston vs. Survey Sample (n = 192)

<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>76%</td>
</tr>
<tr>
<td>Trade or vocational school</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Some college or 2-year degree</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>College or higher</td>
<td>28%</td>
<td>5%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Survey Sample Race/ethnicity (n = 192)

- Hispanic or Latino/Latinx: 62%
- African American or Black: 37%
- White: 2%
- Prefer not to answer/missing: 1%
- Other: 0%
- Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native: 0%

Compared with Houston’s BIPOC population, survey respondents had slightly more African American or Black and Hispanic or Latino/Latinx respondents and fewer Asian American/Pacific Islander/Indigenous American or Alaskan Native respondents.

Survey respondents had lower education levels relative to Houston’s BIPOC population.
Date of first vaccination \((n = 154)\)
Among vaccinated respondents \((n = 154)\)

<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 93%</td>
<td>Doctor/health care provider 81%</td>
</tr>
<tr>
<td>11-20 minutes</td>
<td>Somewhat easy 4%</td>
<td>Scientists 66%</td>
</tr>
<tr>
<td>21-30 minutes</td>
<td>Very difficult 2%</td>
<td>CDC 58%</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td>Missing 1%</td>
<td>Pharmacists 41%</td>
</tr>
<tr>
<td>More than 60 minutes</td>
<td>Somewhat difficult 0%</td>
<td>Friends and family 36%</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td>Federal government 31%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>News media 29%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CBOs/nonprofits 29%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Religious leaders 28%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>State and local government 20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social media 16%</td>
</tr>
</tbody>
</table>

*Survey questions 3b, 4, and 8*
Among unvaccinated respondents \((n = 38)\)

<table>
<thead>
<tr>
<th>Barriers/Enablers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>95%</td>
</tr>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>92%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>63%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>13%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>11%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Survey question 6b*
### Types of unvaccinated respondents (n = 38)

#### Barriers/Enablers

<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>Know where I can go to get a vaccine</td>
<td>100%</td>
<td>94%</td>
<td>90%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>100%</td>
<td>88%</td>
<td>100%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>50%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>0%</td>
<td>6%</td>
<td>21%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>0%</td>
<td>0%</td>
<td>21%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>0%</td>
<td>75%</td>
<td>63%</td>
</tr>
</tbody>
</table>

#### Beliefs

<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>13%</td>
<td>0%</td>
<td>50%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>50%</td>
<td>74%</td>
<td>88%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>25%</td>
<td>5%</td>
<td>50%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>13%</td>
<td>5%</td>
<td>50%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>50%</td>
<td>69%</td>
<td>63%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>13%</td>
<td>5%</td>
<td>50%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>13%</td>
<td>0%</td>
<td>38%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>0%</td>
<td>0%</td>
<td>42%</td>
</tr>
</tbody>
</table>

*Survey questions 6b and 7*
Types of unvaccinated respondents (n = 38)

Motivators to get the vaccine

- See a person I trust get the vaccine: 50% (50%), 0% (0%), 16% (16%)
- A vaccine requirement to do certain activities: 50% (50%), 0% (0%), 13% (13%)
- Vaccine delivery site close to home: 0% (0%), 0% (0%), 0% (0%)
- Transportation to a vaccination site: 0% (0%), 0% (0%), 0% (0%)
- Talking to someone who can answer my questions: 5% (5%), 19% (19%), 0% (0%)
- Small gift or incentive: 0% (0%), 0% (0%), 0% (0%)
- Other: 53% (53%), 13% (13%), 0% (0%)
- More time to wait and see whether the vaccine works: 44% (44%), 0% (0%), 16% (16%)
- A vaccine requirement at my office/place of work: 25% (25%), 16% (16%), 0% (0%)
- A large gift or incentive: 0% (0%), 0% (0%), 0% (0%)

Trusted messengers

- Friends and family: 100% (100%), 19% (19%), 0% (0%)
- Doctor/health care provider: 100% (100%), 61% (61%), 0% (0%)
- State and local government: 50% (50%), 0% (0%), 0% (0%)
- Social media: 50% (50%), 0% (0%), 0% (0%)
- News media: 50% (50%), 0% (0%), 0% (0%)
- CBOs/nonprofits: 50% (50%), 6% (6%), 0% (0%)
- Scientists: 21% (21%), 13% (13%), 0% (0%)
- Religious leaders: 19% (19%), 0% (0%), 0% (0%)
- Pharmacists: 3% (3%), 0% (0%), 0% (0%)
- Federal government: 5% (5%), 14% (14%), 0% (0%)
- CDC: 0% (0%), 0% (0%), 0% (0%)

*Survey questions 6c and 8

- Will definitely get vaccine (n=2)
- Undecided about vaccine (n=16)
- Do not intend to get vaccine (n=19)
Survey insights by city: Newark
Overview

- Methodology
- Respondents’ vaccination status and intentions
- Respondents’ testing status for Covid-19
- Characteristics and highlights among vaccinated respondents
- Characteristics and highlights among unvaccinated respondents
- Differences between “types” of unvaccinated respondents
- Respondents’ attitudes towards the booster shot
- Vaccination trends across months
- Summary and potential actions
- Survey insights across sites among unvaccinated respondents
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.**

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

**Member list consists of 13,000 to 14,000 parents or guardians of school aged children.
Vaccination status and intention \((n=451)\)

Most respondents were vaccinated; less than one fifth (17%) were unvaccinated. Of the unvaccinated, 10% intend to get the vaccine and 56% are undecided. The largest share of vaccinated respondents we surveyed in December received their first vaccine dose in March or April 2021 (33%).

*Survey question 2, 2a, and 6  **December data only*
Respondents’ personal experience with Covid-19 \( (n=451) \)

Both vaccinated and unvaccinated respondents had similar shares of people who said they have never tested positive for Covid-19 or been told they have Covid-19 (75% vs. 81%).

### Vaccinated Respondents \( (n=373) \)

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</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>75%</td>
</tr>
<tr>
<td>Ever tested positive for Covid-19 or been told by a health care provider you have Covid-19</td>
<td>14%</td>
</tr>
<tr>
<td>I don't know</td>
<td>4%</td>
</tr>
<tr>
<td>Missing</td>
<td>8%</td>
</tr>
</tbody>
</table>

### Unvaccinated Respondents \( (n=78) \)

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</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>81%</td>
</tr>
<tr>
<td>Ever tested positive for Covid-19 or been told by a health care provider you have Covid-19</td>
<td>8%</td>
</tr>
<tr>
<td>I don't know</td>
<td>8%</td>
</tr>
<tr>
<td>Missing</td>
<td>4%</td>
</tr>
</tbody>
</table>
Who are the vaccinated respondents? \( (n=373) \)

Nearly two-thirds (64%) of the vaccinated respondents were female, over three-quarters (78%) were African American or Black, and many were from zip code 07103.
Who are the vaccinated respondents? \((n=373)\)

The largest share of vaccinated respondents were **50-64 years old (29%)** and **almost two thirds (64%) 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? \( (n=373) \)

Most respondents (85%) are covered by health insurance and over half (57%) have no high-risk health conditions.

### Health insurance coverage*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>85%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>5%</td>
</tr>
<tr>
<td>Missing</td>
<td>10%</td>
</tr>
</tbody>
</table>

### High-risk medical conditions**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, don't have a high-risk health condition</td>
<td>57%</td>
</tr>
<tr>
<td>Yes, have a high-risk health condition</td>
<td>34%</td>
</tr>
<tr>
<td>Missing</td>
<td>9%</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 vaccinated respondents (n=373)

**ACCESS**

93% of respondents found it very easy or somewhat easy to make an appointment to receive the vaccine.

A large majority of respondents (82%) said that it took less than 20 minutes to get to a vaccine location.

Just over a fifth of respondents received their vaccines at a community health center or clinic or a hospital.

- A community health center or clinic: 22%
- Hospital: 21%
- Pharmacy: 17%
- Mass vaccination site: 12%
- Other: 6%
- Mobile vaccination clinic or pop-up site: 6%
- My doctor’s office: 5%

**MESSENGERS AND MOTIVATORS**

Vaccinated respondents trust a variety of sources of information. The top three sources of information are doctors/healthcare providers (57%), scientists (42%), and pharmacists (40%).

Just over half of the respondents received the vaccine to prevent death or severe illness (52%); another 43% wanted to protect their households.

- Prevent death or severe illness: 52%
- Protect household/family members: 43%
- Help end the pandemic: 27%
- Able to do more activities: 24%
- Comply with vaccine mandate/requirement: 14%
- Other: 6%
- Receive an incentive: 2%

*Survey questions 3, 3b, and 4

*Survey questions 5 and 6c
Who are the unvaccinated respondents? \((n=78)\)

Just over two-thirds (68\%) of the unvaccinated respondents were female and 81\% were African American or Black.

*Survey questions 1, 10, and 11*
Who are the unvaccinated respondents? \( n=78 \)

Unvaccinated respondents were distributed **fairly equally across age groups. Around half (49%) have some college or 2-year degree, or higher.**

**Age**
- 24%
- 23%
- 21%
- 3%
- Missing
  - 65+ years
  - 50-64 years
  - 40-49 years
  - 30-39 years
  - 18-29 years

**Income**
- 55%
- 10%
- 4%
- 17%
- 14%
- Prefer not to answer/missing
- $80,000 and over
- $40,000 to $79,999
- $10,000 to $39,999
- $0 to $10,000

**Education**
- 15%
- 18%
- 27%
- 6%
- 29%
- Missing
- Master's degree or higher
- Bachelor's or 4-year degree
- Some college or 2-year degree
- Trade or vocational school
- HS graduate, GED, some HS, or less

*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? \( (n=78) \)

Many unvaccinated respondents are covered by health insurance (89%) and have no high-risk health conditions (67%).

**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 \((n=78)\)

**BARRIERS**

Over half (56%) of the unvaccinated respondents are worried about getting sick or having side effects from the vaccine.

- Worried about getting sick/side effects from vaccine: 56%
- Worried about missing work in order to get vaccine: 21%
- Worried about paying for vaccine: 12%
- Worried about having to present an ID/other documentation: 12%

**ENABLERS**

Nearly three-quarters (74%) of unvaccinated respondents knew where to get information about scheduling a vaccine appointment and just over three-quarters knew where to get a vaccine (77%).

**MOTIVATORS**

Overall, unvaccinated respondents do not report many motivators for getting the vaccine. 45% reported needing more time to see if the vaccine works before receiving it themselves.

- More time to wait and see whether the vaccine works: 45%
- Other: 30%
  - Talking to someone who can answer my questions: 14%
  - See a person I trust get the vaccine: 14%
  - Small gift or incentive: 9%
  - A vaccine requirement to do certain activities: 8%
  - A vaccine requirement at my office/place of work: 8%
  - A large gift or incentive: 8%

*Other responses: Nothing will motivate; not trusting the data because it’s only being reported through one source (Dr. Fauci).*

*Survey questions 6b

*Survey questions 6c*
Among unvaccinated respondents \((n=78)\)

### BELIEFS

Almost two-thirds of unvaccinated respondents believe that there is **not enough information on how the vaccine might interact with other health conditions** (63%) and over half feel that the vaccine was developed too quickly compared to other vaccines (55%). Less than one quarter of respondents believe the vaccine is effective (22%) or safe (21%).

<table>
<thead>
<tr>
<th>Belief</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>63%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared to other vaccines</td>
<td>55%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>41%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>40%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>28%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>22%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>22%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Survey question 7

### TRUSTED MESSENGERS

Around one third of unvaccinated respondents trust their **doctor/health care provider** (35%) for information about the Covid-19 vaccine, and another third trusting **friends and family members** (32%). Trust in other trusting messengers was lower.

- Doctor/health care provider: 35%
- Friends and family: 32%
- Pharmacists: 21%
- Scientists: 18%
- Religious leaders: 18%
- CDC: 15%
- CBOs/nonprofits: 15%
- State and local government: 9%
- Social media: 5%
- News media: 5%
- Federal government: 4%

*Survey questions 8

Compared to vaccinated respondents, the unvaccinated reported low levels of trust in various sources for Covid-19 information respondents.
### Differences between “types” of unvaccinated respondents

- Sample sizes were small across types of unvaccinated respondents, particularly for respondents who intend to get the vaccine, so it is important not to overinterpret these findings.

- **More than half** of respondents who are **undecided or do not intend to get the vaccine** are concerned about **getting sick or having side effects from the vaccine**.

- **Just over half** of the undecided respondents report that **more time to wait and see if the vaccine works** would motivate them.

- **57%** of undecided respondents note that their **friends/family want them to get the vaccine**, which could be a potential motivator.

### BARRIERS & ENABLERS

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Intend to get vaccine (n=8)</th>
<th>Undecided about vaccine (n=44)</th>
<th>Do not intend to get vaccine (n=25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>25%</td>
<td>86%</td>
<td>76%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>25%</td>
<td>82%</td>
<td>76%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>25%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>25%</td>
<td>57%</td>
<td>64%</td>
</tr>
</tbody>
</table>

### MOTIVATORS

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Intend to get vaccine (n=8)</th>
<th>Undecided about vaccine (n=44)</th>
<th>Do not intend to get vaccine (n=25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most respondents who are undecided/do not intend to get the vaccine</td>
<td>25%</td>
<td>50%</td>
<td>52%</td>
</tr>
<tr>
<td>Know where to get the vaccine and how to schedule an appointment</td>
<td>25%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>25%</td>
<td>32%</td>
<td>55%</td>
</tr>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>25%</td>
<td>25%</td>
<td>3%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities (like traveling or going to a concert)</td>
<td>25%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>25%</td>
<td>0%</td>
<td>12%</td>
</tr>
</tbody>
</table>

### BELIEFS

<table>
<thead>
<tr>
<th>Belief</th>
<th>Intend to get vaccine (n=8)</th>
<th>Undecided about vaccine (n=44)</th>
<th>Do not intend to get vaccine (n=25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most respondents who do not intend to get the vaccine indicated “nothing” will motivate them to get the vaccine</td>
<td>25%</td>
<td>68%</td>
<td>64%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>25%</td>
<td>68%</td>
<td>64%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>13%</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>13%</td>
<td>61%</td>
<td>56%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>13%</td>
<td>57%</td>
<td>57%</td>
</tr>
</tbody>
</table>

*Survey questions 6b, 6c, 7, and 8; given the small sample size of the intend to get vaccine group (n=3), it is important not to overinterpret these differences*
# Attitudes toward booster shot

## Vaccinated Respondents (n=373)

- **21%** of vaccinated respondents intend on getting a booster shot, half are undecided (50%), and 18% have already received a booster.

<table>
<thead>
<tr>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have already received a COVID-19 booster shot</td>
<td>18%</td>
</tr>
<tr>
<td>Yes, will definitely get a booster shot</td>
<td>21%</td>
</tr>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>39%</td>
</tr>
<tr>
<td>No, will probably not get a booster shot</td>
<td>11%</td>
</tr>
<tr>
<td>No, will definitely not get a booster shot</td>
<td>6%</td>
</tr>
<tr>
<td>Missing</td>
<td>6%</td>
</tr>
</tbody>
</table>

## All Respondents (n=451)

- Half of vaccinated respondents believe booster shots help protect household/family members, and nearly half believe the booster will help get life back to normal (48%) and help prevent death or severe illness (48%). Fewer unvaccinated respondents shared these beliefs.

<table>
<thead>
<tr>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will help protect my household/family members</td>
<td>50%</td>
</tr>
<tr>
<td>Will help get life back to normal</td>
<td>48%</td>
</tr>
<tr>
<td>Getting a booster shot will help prevent death or severe illness</td>
<td>48%</td>
</tr>
<tr>
<td>Worried about getting sick/experiencing side effects</td>
<td>42%</td>
</tr>
<tr>
<td>Health officials have not provided enough information about why I should get the booster</td>
<td>41%</td>
</tr>
<tr>
<td>Do not think getting a booster shot is necessary</td>
<td>35%</td>
</tr>
<tr>
<td>The US should focus on giving vaccines to people in other countries before giving out booster shots</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Survey question 8.1

*Survey question 8.2

From November & December data
Vaccination trends from July through December

The share of respondents who were vaccinated has been trending upward since August 2021.

Overall intent to get vaccinated was similar among unvaccinated respondents between September/October and November/December.
Trends in barriers and beliefs from September/October to November/December

The top barriers to vaccination and beliefs about vaccination among unvaccinated respondents remained largely consistent in September/October and November/December.

### Barriers

- Know where I can go to get a vaccine: 73% (Sept/Oct), 77% (Nov/Dec)
- Know how to get info about scheduling a vaccine appointment: 71% (Sept/Oct), 74% (Nov/Dec)
- Worried about getting sick/side effects from vaccine: 53% (Sept/Oct), 56% (Nov/Dec)
- Worried about missing work in order to get vaccine: 12% (Sept/Oct), 21% (Nov/Dec)
- Worried about paying for vaccine: 10% (Sept/Oct), 12% (Nov/Dec)
- Worried about having to present an ID/other documentation: 12% (Sept/Oct), 12% (Nov/Dec)

### Beliefs

- Not enough info on how the vaccine might interact with other health conditions: 55% (Sept/Oct), 63% (Nov/Dec)
- Vaccine was developed too quickly compared with other vaccines: 54% (Sept/Oct), 55% (Nov/Dec)
- Friends/family want me to get vaccinated: 37% (Sept/Oct), 41% (Nov/Dec)
- Vaccine was not studied in people like me: 32% (Sept/Oct), 40% (Nov/Dec)
- Getting vaccine goes against my religious beliefs: 20% (Sept/Oct), 20% (Nov/Dec)
- Vaccine will help get life back to normal: 22% (Sept/Oct), 22% (Nov/Dec)
- Vaccine is effective: 20% (Sept/Oct), 22% (Nov/Dec)
- Vaccine is safe: 15% (Sept/Oct), 21% (Nov/Dec)
Trends in motivators and trusted messengers from September/October to November/December

The top motivators and sources of information reported by unvaccinated respondents remained fairly consistent between September/October and November/December.

**Motivators**

- More time to wait and see whether the vaccine works: 40% (Sept/Oct) vs 45% (Nov/Dec)
- Talking to someone who can answer my questions: 13% (Sept/Oct) vs 14% (Nov/Dec)
- See a person I trust get the vaccine: 12% (Sept/Oct) vs 14% (Nov/Dec)
- Small gift or incentive: 6% (Sept/Oct) vs 9% (Nov/Dec)
- A vaccine requirement to do certain activities (like traveling or going to a concert): 13% (Sept/Oct) vs 8% (Nov/Dec)
- A vaccine requirement at my office/place of work: 15% (Sept/Oct) vs 8% (Nov/Dec)

**Other responses:**

- **Sept/Oct:** Need more research on the vaccine and its side effects, Nothing will motivate: 26% (Sept/Oct) vs 30% (Nov/Dec)
- **Nov/Dec:** Nothing will motivate, not trusting the data because it’s only being reported through one source (Dr. Fauci).

**Trusted Messengers**

- Doctor/health care provider: 30% (Sept/Oct) vs 35% (Nov/Dec)
- Friends and family: 25% (Sept/Oct) vs 32% (Nov/Dec)
- Pharmacists: 17% (Sept/Oct) vs 21% (Nov/Dec)
- Scientists: 19% (Sept/Oct) vs 18% (Nov/Dec)
- Religious leaders: 17% (Sept/Oct) vs 18% (Nov/Dec)
- CDC: 17% (Sept/Oct) vs 15% (Nov/Dec)
- CBOs/nonprofits: 14% (Sept/Oct) vs 15% (Nov/Dec)

More unvaccinated respondents report having trust in doctors/healthcare providers and family/friends in Nov/Dec.
Summary of key findings

### KEY TAKEAWAYS

#### VACCINATED VS UNVACCINATED*

- Gender, race/ethnicity and age distributions were similar overall, with some small differences.
- Vaccinated respondents were slightly more educated than unvaccinated respondents.
- While similar shares of vaccinated and unvaccinated respondents report having health insurance, a larger share of unvaccinated respondents report having no high-risk health conditions.
- Unvaccinated respondents reported low levels of trust in various sources for Covid-19 information compared to vaccinated respondents

#### KEY TAKEAWAYS

<table>
<thead>
<tr>
<th>VACCINATED RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Majority found it easy to schedule and travel to vaccine appointments</td>
</tr>
<tr>
<td>Most are motivated to get the vaccine to protect loved ones and prevent illness or death</td>
</tr>
<tr>
<td>Majority are considering getting the booster shot or have already received it</td>
</tr>
<tr>
<td>Many trust their doctors, scientists, and pharmacists the most for their vaccine information</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNVACCINATED RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The majority 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.</td>
</tr>
<tr>
<td>More unvaccinated respondents reported trusting doctors/health care workers and friends/family members in Nov/Dec compared to Sept/Oct.</td>
</tr>
<tr>
<td>Many worried about getting sick/having side effects from the vaccine.</td>
</tr>
<tr>
<td>Several need more information on how the vaccine interacts with other health conditions and believe that it was developed too quickly</td>
</tr>
</tbody>
</table>

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 373 respondents and the unvaccinated sample size is 78 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

Survey respondents had a slightly lower vaccination rate as the Newark population.

Vaccination status (at least one dose): Newark vs. Survey Sample (n = 377)

- Vaccinated: 88% vs. 83%
- Not vaccinated: 12% vs. 17%

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

Gender: Newark vs. Survey Sample (n = 300)

- Female: 52% vs. 64%
- Male: 48% vs. 32%

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 = 300)

- 18-29 years: 14% vs. 14%
- 30-39 years: 25% vs. 16%
- 40-49 years: 19% vs. 23%
- 50-64 years: 19% vs. 27%
- 65+ years: 24% vs. 13%
- Missing: 7%

Compared to Newark’s BIPOC population, the survey population has a lower share of respondents ages 30-39 and over 65, but more respondents ages 50-64.
Survey respondent demographics vs. Newark city BIPOC demographics

**Education: Newark vs. Survey Sample (n = 300)**

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Newark BIPOC Census, 2019 ACS Microdata</th>
<th>Survey Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS graduate, GED, some HS, or less</td>
<td>36%</td>
<td>21%</td>
</tr>
<tr>
<td>Trade or vocational school</td>
<td>4%</td>
<td>26%</td>
</tr>
<tr>
<td>Some college or 2-year degree</td>
<td>29%</td>
<td>38%</td>
</tr>
<tr>
<td>College or higher</td>
<td>38%</td>
<td>31%</td>
</tr>
<tr>
<td>Missing</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Race/Ethnicity: Newark vs. Survey Sample (n = 451)**

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Newark BIPOC Census, 2019 ACS Microdata</th>
<th>Survey Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American or Black</td>
<td>79%</td>
<td>56%</td>
</tr>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td>12%</td>
<td>41%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>White</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>2%</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 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 more African American or Black respondents, but fewer Hispanic or Latino/Latinx respondents.
Among vaccinated respondents \((n=373)\)

### Time taken to get vaccinated

- **0-10 minutes**: 48%
- **11-20 minutes**: 34%
- **21-30 minutes**: 13%
- **31-60 minutes**: 1%
- **More than 60 minutes**: 1%
- **Missing**: 2%

### Ease of getting an appointment

- **Very easy**: 78%
- **Somewhat easy**: 15%
- **Somewhat difficult**: 5%
- **Missing**: 2%
- **Very difficult**: 1%

### Trusted messengers

- **Doctor/health care provider**: 57%
- **Scientists**: 42%
- **Pharmacists**: 40%
- **Friends and family**: 36%
- **CDC**: 34%
- **Religious leaders**: 28%
- **State and local government**: 24%
- **CBOs/nonprofits**: 23%
- **Federal government**: 19%
- **News media**: 10%
- **Social media**: 7%

*From November & December data*
Among unvaccinated respondents *(n=60)*

<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>77%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>74%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>56%</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>12%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>12%</td>
</tr>
</tbody>
</table>

From November & December data
“Types” of unvaccinated respondents (n = 78)

### Barriers/Enablers

- **Worried about having to present an ID/other documentation**
  - Will definitely get vaccine (n=2): 25%
  - Undecided about vaccine (n=24): 11%
  - Do not intend to get vaccine (n=9): 11%

- **Worried about getting sick/side effects from vaccine**
  - Will definitely get vaccine (n=2): 25%
  - Undecided about vaccine (n=24): 57%
  - Do not intend to get vaccine (n=9): 64%

- **Know where I can go to get a vaccine**
  - Will definitely get vaccine (n=2): 25%
  - Undecided about vaccine (n=24): 86%
  - Do not intend to get vaccine (n=9): 76%

- **Know how to get info about scheduling a vaccine appointment**
  - Will definitely get vaccine (n=2): 25%
  - Undecided about vaccine (n=24): 82%
  - Do not intend to get vaccine (n=9): 76%

- **Worried about paying for vaccine**
  - Will definitely get vaccine (n=2): 13%
  - Undecided about vaccine (n=24): 11%
  - Do not intend to get vaccine (n=9): 12%

- **Worried about missing work in order to get vaccine**
  - Will definitely get vaccine (n=2): 0%
  - Undecided about vaccine (n=24): 27%
  - Do not intend to get vaccine (n=9): 16%

### Motivators to get the vaccine

- **Other**
  - Will definitely get vaccine (n=2): 14%
  - Undecided about vaccine (n=24): 50%
  - Do not intend to get vaccine (n=9): 52%

- **Small gift or incentive**
  - Will definitely get vaccine (n=2): 9%
  - Undecided about vaccine (n=24): 25%
  - Do not intend to get vaccine (n=9): 4%

- **More time to wait and see whether the vaccine works**
  - Will definitely get vaccine (n=2): 25%
  - Undecided about vaccine (n=24): 55%
  - Do not intend to get vaccine (n=9): 32%

- **A vaccine requirement to do certain activities (like traveling or going to a concert)**
  - Will definitely get vaccine (n=2): 9%
  - Undecided about vaccine (n=24): 25%
  - Do not intend to get vaccine (n=9): 0%

- **A large gift or incentive**
  - Will definitely get vaccine (n=2): 2%
  - Undecided about vaccine (n=24): 25%
  - Do not intend to get vaccine (n=9): 12%

- **Vaccine delivery site close to home**
  - Will definitely get vaccine (n=2): 13%
  - Undecided about vaccine (n=24): 2%
  - Do not intend to get vaccine (n=9): 0%

- **Transportation to a vaccination site**
  - Will definitely get vaccine (n=2): 13%
  - Undecided about vaccine (n=24): 18%
  - Do not intend to get vaccine (n=9): 4%

- **Talking to someone who can answer my questions**
  - Will definitely get vaccine (n=2): 13%
  - Undecided about vaccine (n=24): 4%
  - Do not intend to get vaccine (n=9): 21%

- **See a person I trust get the vaccine**
  - Will definitely get vaccine (n=2): 13%
  - Undecided about vaccine (n=24): 4%
  - Do not intend to get vaccine (n=9): 14%

- **A vaccine requirement at my office/place of work**
  - Will definitely get vaccine (n=2): 0%
  - Undecided about vaccine (n=24): 0%
  - Do not intend to get vaccine (n=9): 0%

---

From November & December data
"Types" of unvaccinated respondents ($n = 78$)

<table>
<thead>
<tr>
<th>Beliefs</th>
<th>Will definitely get vaccine (n=2)</th>
<th>Undecided about vaccine (n=24)</th>
<th>Do not intend to get vaccine (n=9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>38%</td>
<td>30%</td>
<td>4%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>12%</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>25%</td>
<td>68%</td>
<td>12%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>13%</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>13%</td>
<td>61%</td>
<td>13%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>12%</td>
<td>27%</td>
<td>12%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>13%</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>13%</td>
<td>24%</td>
<td>57%</td>
</tr>
</tbody>
</table>

**Trusted messengers**

- Scientists: 75% (14%)
- Friends and family: 63% (20%)
- Doctor/health care provider: 63% (20%)
- CDC: 63% (11%)
- Pharmacists: 50% (12%)
- CBOs/nonprofits: 50% (14%)
- State and local government: 38% (9%)
- Social media: 25% (2%)
- Religious leaders: 25% (12%)
- News media: 25% (2%)
- Federal government: 0% (5%)
Among vaccinated respondents (n = 156)

Month first vaccination was received

Jan 2021: 1%
Feb 2021: 5%
Mar 2021: 17%
Apr 2021: 22%
May 2021: 6%
Jun 2021: 7%
Jul 2021: 3%
Aug 2021: 11%
Sep 2021: 6%
Oct 2021: 6%
Nov 2021: 8%
Dec 2021: 2%
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
• Differences between “types” of unvaccinated respondents
• Respondents’ attitudes towards the booster shot
• Vaccination trends across months
• Summary and potential actions
• Survey insights across sites among unvaccinated respondents
Methodology

The main partner leading this effort is Faith In Action.

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

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

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

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

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

Monthly goal: 100 responses
Vaccination status and intention \( (n = 162) \)

Less than one-fourth of the respondents are **not vaccinated** (22%). Among these respondents, only **9% intend to get the vaccine** and **60% are undecided**.

*Survey questions 2, 2a and 6.*
Respondents’ personal experience with Covid-19 ($n=162$)

Nearly three-quarters of vaccinated respondents reported never having tested positive for Covid-19 or being told they have Covid-19 (76%). This distribution is very similar for unvaccinated respondents (80%).

**VACCINATED ($n=127$)**

- 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: 21%
- I don't know: 2%
- Missing: 1%

**UNVACCINATED ($n=35$)**

- Never tested positive for Covid-19 or been told by a health care provider that you have Covid-19: 80%
- Ever tested positive for Covid-19 or been told by a health care provider that you have Covid-19: 17%
- I don't know: 3%
- Missing: 0%

*Survey question 8.3*
**Who are the vaccinated respondents? (n = 127)**

Over half of the vaccinated respondents were female (58%), over a third were Hispanic or Latino/Latinx (41%), over a third were African American or Black (40%), and most were from zip codes 94606 and 94601.

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

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>41%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td></td>
</tr>
<tr>
<td>African American or Black</td>
<td>40%</td>
</tr>
<tr>
<td>Asian</td>
<td>12%</td>
</tr>
<tr>
<td>White</td>
<td>9%</td>
</tr>
<tr>
<td>Indigenous American or Alaskan Native</td>
<td>5%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>1%</td>
</tr>
<tr>
<td>Other race</td>
<td>1%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>0%</td>
</tr>
</tbody>
</table>
Who are the vaccinated respondents? \((n = 127)\)

Over a third of vaccinated respondents are ages 30-39 (36%), over a third have a high school degree/GED or less (36%) and just under one-third have some college or 2-year degree (31%).

*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? \((n = 127)\)

Most vaccinated respondents \((84\%)\) were covered by health insurance and over three-quarters \((79\%)\) did not report having any high-risk health conditions.

---

**Health insurance coverage**

| Yes, covered by health insurance | 84% |
| No, not covered by health insurance | 15% |
| Missing | 2% |

**High-risk medical conditions**

| No, don't have a high-risk health condition | 79% |
| Yes, have a high-risk health condition | 20% |
| Missing | 2% |

*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 \((n = 127)\)

**ACCESS**

- 42% of respondents took 11 to 20 minutes to get to the location where they received the vaccine; 29% of respondents took less time and 28% took more time.

- Many respondents found it very easy (68%) to make a vaccine appointment. About 10% found it somewhat or very difficult.

Vaccinated respondents received their vaccines at various locations:

- Community health center/clinic: 24%
- Pharmacy: 21%
- Mobile vaccination clinic or pop-up site: 19%
- Mass vaccination site: 13%
- Hospital: 12%

**MESSENGERS AND MOTIVATORS**

Overall, vaccinated respondents were motivated by multiple reasons to get the vaccine, with the top two motivators being protecting household/family members (62%) and preventing death or severe illness (54%).

- Protect household/family members: 62%
- Prevent death or severe illness: 54%
- Help end the pandemic: 45%
- Able to do more activities: 25%
- Comply with vaccine mandate/requirement: 24%

About 1/4 of vaccinated respondents said that vaccine mandates were a motivator to get the vaccine.

Respondents trusted various sources for information about the vaccine, the top two being doctors and health care providers (52%) and friends/family (43%).

*Survey questions 3, 3b, and 4

*Survey question 5 and 8.
Who are the unvaccinated respondents? \( (n = 35) \)

Under two-thirds of unvaccinated respondents were male (63%) and just under half were African American or Black (49%), and many were from zip codes 94607, 94612, and 94605.

- Gender: Male 63%, Female 34%, Prefer not to answer/missing 3%
- Two-spirit 0%, Transgender 0%, Other gender 0%, Non-binary 0%, Genderqueer 0%

- A larger share of unvaccinated respondents, relative to vaccinated, respondents were male.

- Race/ethnicity: African American or Black 49%, Hispanic or Latino/Latinx 17%, Prefer not to answer/missing 12%, Indigenous American or Alaskan Native 11%, White 6%, Other race 6%, Native Hawaiian or Pacific Islander 0%, Asian 0%

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

The largest share of unvaccinated respondents are ages 30-39 (46%) and have a high school diploma/GED or less (49%) or some college/2-year degree (43%). **

- **Age:**
  - 65+ years: 3%
  - 50-64 years: 11%
  - 40-49 years: 14%
  - 30-39 years: 46%
  - 18-29 years: 26%

  Unvaccinated respondents had similar demographics as the vaccinated respondents regarding age.

- **Income:**
  - Prefer not to answer/missing: 29%
  - $80,000 and over: 6%
  - $40,000 to $79,999: 17%
  - $10,000 to $39,999: 26%
  - $0 to $10,000: 23%

- **Education:**
  - Master’s degree or higher: 3%
  - Bachelor’s or 4-year degree: 6%
  - Some college or 2-year degree: 43%
  - HS graduate, GED, some HS, or less: 49%

*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.*

The two top education groups for both the unvaccinated and vaccinated respondents are having a HS degree or less and some college degree.
Who are the unvaccinated respondents? \((n = 35)\)

Among the unvaccinated respondents, most were covered by health insurance (80%) and did not report having any high-risk health conditions (89%).

### Health insurance coverage

- Yes, covered by health insurance: 80%
- No, not covered by health insurance: 20%
- Missing: 0%

*Survey questions 14 and 15*

### High-risk medical conditions**

- Yes, have a high-risk health condition: 11%
- No, don't have a high-risk health condition: 89%
- Missing: 0%

**A slightly higher share of unvaccinated respondents (89%) report having no high-risk health conditions compared to vaccinated respondents (79%).

**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 \((n = 35)\)

**BARRIERS**

Over half (54\%) 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: 54\%
- Worried about missing work in order to get vaccine: 11\%
- Worried about having to present an ID/other documentation: 11\%
- Worried about paying for vaccine: 6\%

**ENABLERS**

Many unvaccinated respondents know how to get information about scheduling a Covid-19 vaccine in their community (74\%) and where they can go to get a Covid-19 vaccine (71\%).

**MOTIVATORS**

Just over half (51\%) unvaccinated respondents would like more time to wait and see whether the vaccine works.

- More time to wait and see whether the vaccine works: 51\%
- See a person I trust get the vaccine: 23\%
- Talking to someone who can answer my questions: 17\%
- Small gift or incentive: 14\%
- Vaccine requirement at my office/place of work: 14\%
- A large gift or incentive: 11\%
- Vaccine delivery site close to home: 9\%
- Transportation to a vaccination site: 9\%
- Vaccine requirement to do certain activities: 9\%

Other responses: None, never, no reason, I believe it is my body my right to stay healthy as I wish, etc.

*Survey question 6b

*Survey question 6c*
Among unvaccinated respondents \((n = 35)\)

**BELIEFS**

Just under three-quarters of the unvaccinated respondents believe the vaccine was developed too quickly compared with other vaccines (74%).

Under two-thirds of the unvaccinated respondents believe there is not enough information on how the vaccine might interact with other health conditions (60%) and that the vaccine was not studied in people like them (60%).

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>74%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>60%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>60%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>26%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>26%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>23%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>14%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>14%</td>
</tr>
</tbody>
</table>

**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 friends and family (17%).

<table>
<thead>
<tr>
<th>Source</th>
<th>Trust Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and family</td>
<td>17%</td>
</tr>
<tr>
<td>Doctor/health care provider</td>
<td>14%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>14%</td>
</tr>
<tr>
<td>State and local government</td>
<td>11%</td>
</tr>
<tr>
<td>Scientists</td>
<td>11%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>11%</td>
</tr>
<tr>
<td>CDC</td>
<td>11%</td>
</tr>
<tr>
<td>Social media</td>
<td>9%</td>
</tr>
<tr>
<td>News media</td>
<td>9%</td>
</tr>
<tr>
<td>Federal government</td>
<td>9%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Survey question 7

*Survey question 8
Differences between “types” of unvaccinated respondents

- Those who **intend to get the vaccine/do not intend** had smaller sample sizes, so it is important not to overinterpret these findings.
- Compared to those who **intend to get the vaccine/undecided**, those who **do not intend to get the vaccine** are less confident about knowing where to get a vaccine (55%) and how to get information about scheduling a vaccine (64%).
- While those who **intend to get the vaccine** reported being potentially motivated to get the vaccine by many factors, those who were undecided were mostly motivated by more time to wait and see whether the vaccine works.

---

**MOTIVATORS**

- Vaccine delivery site close to home
  - Will definitely get vaccine: 5%
  - Undecided about vaccine: 0%
  - Do not intend to get vaccine: 67%
- Transportation to a vaccination site
  - Will definitely get vaccine: 5%
  - Undecided about vaccine: 0%
  - Do not intend to get vaccine: 67%
- Small gift or incentive
  - Will definitely get vaccine: 10%
  - Undecided about vaccine: 9%
  - Do not intend to get vaccine: 67%
- See a person I trust get the vaccine
  - Will definitely get vaccine: 24%
  - Undecided about vaccine: 9%
  - Do not intend to get vaccine: 67%
- More time to wait and see whether the vaccine works
  - Will definitely get vaccine: 33%
  - Undecided about vaccine: 9%
  - Do not intend to get vaccine: 67%
- A vaccine requirement at my office/place of work
  - Will definitely get vaccine: 19%
  - Undecided about vaccine: 0%
  - Do not intend to get vaccine: 33%

---

**BARRIERS**

- Know where I can go to get a vaccine
  - Will definitely get vaccine: 76%
  - Undecided about vaccine: 55%
  - Do not intend to get vaccine: 100%
- Know how to get info about scheduling a vaccine appointment
  - Will definitely get vaccine: 76%
  - Undecided about vaccine: 64%
  - Do not intend to get vaccine: 100%
- Worried about having to present an ID/other documentation
  - Will definitely get vaccine: 33%
  - Undecided about vaccine: 0%
  - Do not intend to get vaccine: 27%
- Worried about getting sick/side effects from vaccine
  - Will definitely get vaccine: 33%
  - Undecided about vaccine: 57%
  - Do not intend to get vaccine: 55%

---

**BELIEFS**

- Vaccine is safe
  - Will definitely get vaccine: 100%
- Vaccine is effective
  - Will definitely get vaccine: 100%
  - Undecided about vaccine: 19%
  - Do not intend to get vaccine: 9%

---

*Survey questions 6b, 7, and 8*
### VACCINATED RESPONDENTS (n=127)

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have already received a COVID-19 booster shot</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes, will definitely get a booster shot</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>28%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No, will probably not get a booster shot</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No, will definitely not get a booster shot</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Less than one-fifth of vaccinated respondents have received their booster shots (19%), over one-third intend on getting a booster shot (35%), and over a third of respondents are undecided (41%).

### ALL RESPONDENTS (n=162)

Vaccinated respondents believe getting a booster shot will help get life back to normal (70%), prevent death or severe illness (69%), and protect their household/family members (66%). A smaller proportion of unvaccinated respondents share these beliefs. Over half the unvaccinated respondents do not think a booster shot is necessary (60%).

<table>
<thead>
<tr>
<th>Belief</th>
<th>Vaccinated (n-127)</th>
<th>Unvaccinated (n=35)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will help get life back to normal</td>
<td>23%</td>
<td>70%</td>
</tr>
<tr>
<td>Getting a booster shot will help prevent death or severe illness</td>
<td>17%</td>
<td>69%</td>
</tr>
<tr>
<td>Will help protect my household/family members</td>
<td>14%</td>
<td>66%</td>
</tr>
<tr>
<td>The US should focus on giving vaccines to people in other countries before giving out booster shots</td>
<td>14%</td>
<td>49%</td>
</tr>
<tr>
<td>Worried about getting sick/experiencing side effects</td>
<td>14%</td>
<td>43%</td>
</tr>
<tr>
<td>Health officials have not provided enough information about why I should get a booster shot</td>
<td>32%</td>
<td>63%</td>
</tr>
<tr>
<td>Do not think getting a booster shot is necessary</td>
<td>21%</td>
<td>60%</td>
</tr>
</tbody>
</table>

*Survey question 8.1

*Survey question 8.2
Vaccination trends from July through December

The share of respondents who were vaccinated was higher in November/December compared to September/October.

Since July/August, the share of respondents who note they will not get the vaccine has decreased. It seems that a larger share of respondents are undecided in both September/October and November/December**

**Please note that this is comparing two small sample sizes so it is important not to over interpret these findings.
**Trends in barriers and trusted messengers from September/October to November/December**

- Compared to September/October, unvaccinated respondents in November/December were more likely to report being worried about getting sick/side effects from the vaccine.
- Compared to September/October, overall trust in various messengers for information about the vaccine is slightly lower.
- Compared to September/October, November/December has slightly more unvaccinated respondents who would be motivated to get the vaccine if there was more time to wait and see whether the vaccine works.
- However, given the small sample sizes, it is important not to overinterpret these differences.

### Barriers

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Sept/Oct (n=35)</th>
<th>Nov/Dec (n=35)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>77%</td>
<td>74%</td>
</tr>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>86%</td>
<td>71%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>43%</td>
<td>54%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>9%</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Trusted Messengers

<table>
<thead>
<tr>
<th>Messenger</th>
<th>Sept/Oct (n=35)</th>
<th>Nov/Dec (n=35)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and family</td>
<td>23%</td>
<td>17%</td>
</tr>
<tr>
<td>State and local government</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Scientists</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>CDC</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Social media</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>News media</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Federal government</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>6%</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Motivators

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Sept/Oct (n=35)</th>
<th>Nov/Dec (n=35)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>57%</td>
<td>51%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>11%</td>
<td>23%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Summary of key findings

KEY TAKEAWAYS

VACCINATED VS UNVACCINATED*

- Unvaccinated respondents had a larger proportion of males compared to the vaccinated respondents
- Compared to the vaccinated respondents, unvaccinated respondents had a larger proportion of African American/Black respondents and a smaller proportion of Hispanic/Latinx respondents.
- A slightly higher share of unvaccinated respondents report having no high-risk health conditions compared to vaccinated respondents
- Unvaccinated respondents reported low levels of trust in various sources for Covid-19 information compared to vaccinated respondents
- A similar share of vaccinated and unvaccinated respondents reported having ever tested positive for Covid-19.

NOTE:
Most of the key takeaways on this slide are the same as they were in the previous report on September & October data!

KEY TAKEAWAYS

VACCINATED RESPONDENTS

- Trusted doctors/health care providers and friends/family the most for information about the vaccine
- While over one-third intend to get a booster and some have already gotten the booster, a large share of respondents remain undecided. Just under half of all vaccinated respondents felt the U.S. should focus on giving vaccines to other countries before focusing on booster shots

KEY TAKEAWAYS

UNVACCINATED RESPONDENTS

- Over half are worried about getting sick and experiencing side effects
- Many had low confidence in how safe and effective they thought the vaccine was
- Just over half would like more time to see whether vaccine works
- Just under one-quarter believe the Covid-19 vaccine was developed too quickly compared with other vaccines

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 127 respondents and the unvaccinated sample size is 35 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 clinical trials for the Covid-19 vaccines included people with other health conditions, such as diabetes, obesity, and heart and respiratory conditions
- 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 = 162)

- Vaccinated: Oakland 84%, Survey Sample 78%
- Not vaccinated: Oakland 16%, Survey Sample 22%

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

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

Gender: Oakland vs. Survey Sample (n = 162)

- Female: Oakland 53%, Survey Sample 52.5%
- Male: Oakland 47%, Survey Sample 46%

Survey sample had the same gender distributions compared to Oakland’s BIPOC population.

Age: Oakland vs. Survey Sample (n = 162)

- 18-29 years: Oakland 17%, Survey Sample 24%
- 30-39 years: Oakland 23%, Survey Sample 38%
- 40-49 years: Oakland 21%, Survey Sample 15%
- 50-64 years: Oakland 19%, Survey Sample 17%
- 65+ years: Oakland 20%, Survey Sample 6%

The survey sample has a smaller share of respondents ages 65+ than the Oakland BIPOC population and a larger share of respondents ages 30-39 years.

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

Education: Oakland vs. Survey Sample (n = 162)

- 61% of the Oakland BIPOC population had a high school diploma or GED, while 39% had some HS or less.
- 5% of the survey sample had a trade or vocational school degree.
- 27% of the survey sample had some college or a 2-year degree, compared to 33% of the Oakland BIPOC population.
- 12% of the survey sample had a college degree or higher, compared to 21% of the Oakland BIPOC population.
- 2% of the survey sample had missing education data, compared to 2% of the Oakland BIPOC population.

Survey Sample Race/ethnicity (n = 162)

- 42% of the survey sample was African American or Black.
- 36% of the survey sample was Hispanic or Latino/Latinx.
- 16% of the survey sample was Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan.
- 9% of the survey sample was White.
- 3% of the survey sample preferred not to answer or was missing.
- 2% of the survey sample was Other.

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

Survey sample had higher education levels than the Oakland BIPOC population.
Date respondents got their first vaccination

The vaccinated respondents received their first dose of the vaccine largely during the period from **February to December 2021.**
Among vaccinated respondents \((n = 127)\)

### Time taken to get vaccinated

- 0-10 minutes: 29%
- 11-20 minutes: 42%
- 21-30 minutes: 24%
- More than 60 minutes: 2%
- 31-60 minutes: 2%
- Missing: 1%

### Ease of getting an appointment

- Very easy: 68%
- Somewhat easy: 21%
- Somewhat difficult: 9%
- Missing: 2%
- Very difficult: 1%

### Location of appointment

- A community health center or clinic: 24%
- Pharmacy: 21%
- Mobile vaccination clinic or pop-up site: 19%
- Mass vaccination site: 13%
- Hospital: 12%
- Other: 4%
- My doctor’s office: 3%
- Church/other place of worship: 2%
- Missing: 2%
- Skip: 0%
- My office/place of work: 0%
- My home: 0%

### Trusted messengers

- Doctor/health care provider: 52%
- Friends and family: 43%
- Scientists: 35%
- CBOs/nonprofits: 35%
- CDC: 34%
- Religious leaders: 24%
- Pharmacists: 22%
- Federal government: 18%
- State and local government: 14%
- News media: 12%
- Social media: 11%

### Reason for becoming vaccinated

- Protect household/family members: 62%
- Prevent death or severe illness: 54%
- Help end the pandemic: 45%
- Able to do more activities: 25%
- To comply with a vaccine mandate or requirement: 24%
- To get an incentive: 3%
- Other: 3%
## Among unvaccinated respondents \((n = 35)\)

### Barriers/Enablers

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>74%</td>
</tr>
<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>54%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>11%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>11%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>6%</td>
</tr>
</tbody>
</table>
"Types" of unvaccinated respondents (n = 45)

<table>
<thead>
<tr>
<th>Barriers/Enablers</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>Know where I can go to get a vaccine</td>
<td>79%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>71%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>50%</td>
<td>46%</td>
<td>33%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>0%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>0%</td>
<td>21%</td>
<td>0%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>0%</td>
<td>6%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Beliefs

<table>
<thead>
<tr>
<th>Beliefs</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>Vaccine was developed too quickly compared with...</td>
<td>54%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>11%</td>
<td>38%</td>
<td>89%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>0%</td>
<td>8%</td>
<td>50%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>0%</td>
<td>4%</td>
<td>50%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>0%</td>
<td>33%</td>
<td>58%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>0%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with...</td>
<td>0%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>0%</td>
<td>13%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Trusted messengers

<table>
<thead>
<tr>
<th>Trusted messengers</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>Social media</td>
<td>13%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Scientists</td>
<td>11%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>0%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>News media</td>
<td>11%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>25%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Doctor/health care provider</td>
<td>8%</td>
<td>22%</td>
<td>50%</td>
</tr>
<tr>
<td>CDC</td>
<td>13%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>State and local government</td>
<td>0%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>0%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Federal government</td>
<td>0%</td>
<td>4%</td>
<td>13%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>0%</td>
<td>11%</td>
<td>17%</td>
</tr>
</tbody>
</table>
## Unvaccinated respondents' trends

### Motivators

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Sept/Oct (n=35)</th>
<th>Nov/Dec (n=35)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td></td>
<td>37%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
<td>26%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>11%</td>
<td>23%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities (like traveling or going to a concert)</td>
<td>15%</td>
<td>9%</td>
</tr>
</tbody>
</table>

### Trusted messengers

<table>
<thead>
<tr>
<th>Trusted messenger</th>
<th>Sept/Oct (n=35)</th>
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</tr>
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<tbody>
<tr>
<td>Friends and family</td>
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<td>17%</td>
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<tr>
<td>State and local government</td>
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<tr>
<td>CDC</td>
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</tr>
<tr>
<td>Social media</td>
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<td>9%</td>
</tr>
<tr>
<td>Federal government</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>6%</td>
<td>11%</td>
</tr>
</tbody>
</table>

From November & December data
Contact Information

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