

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.

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.”*

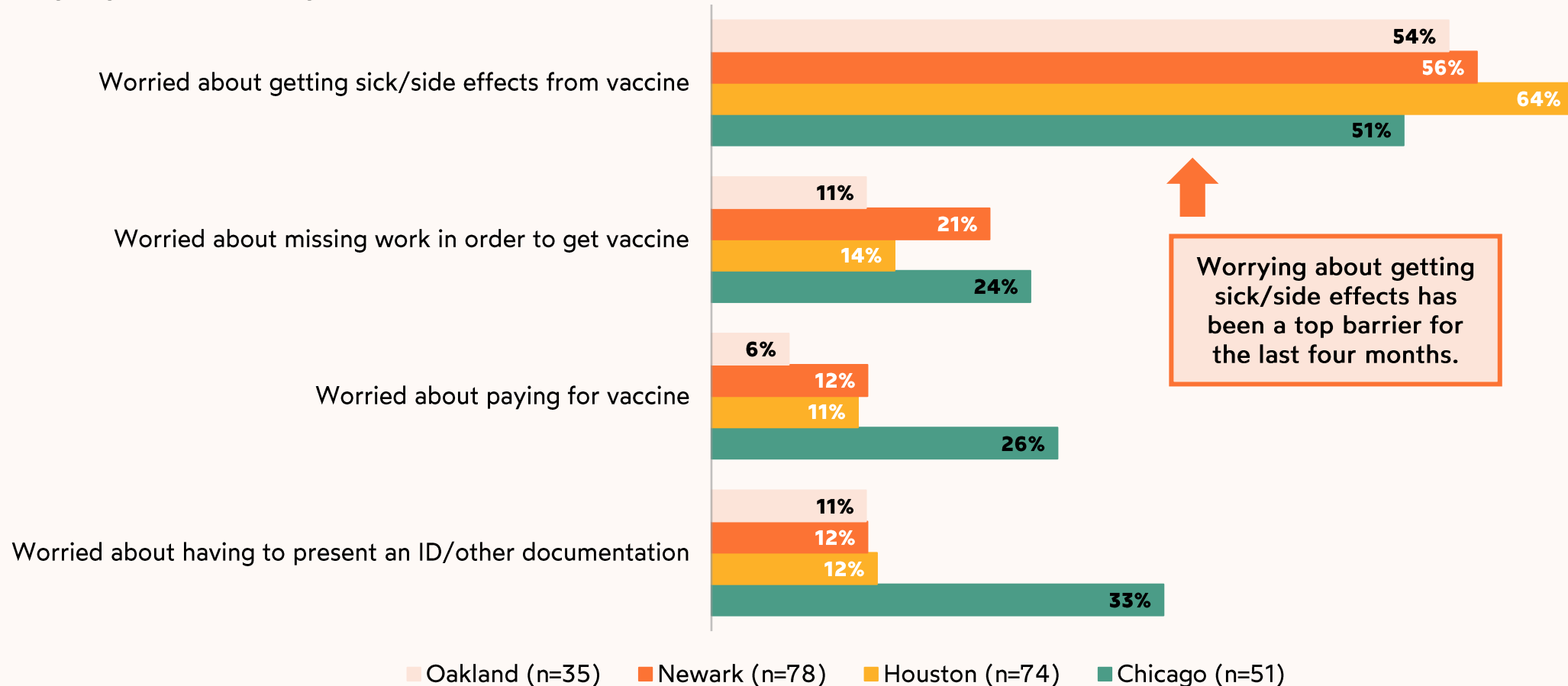
Survey insights: Cross-site

Top barriers, motivators, and beliefs reported by unvaccinated respondents in each city

From November & December data

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.**

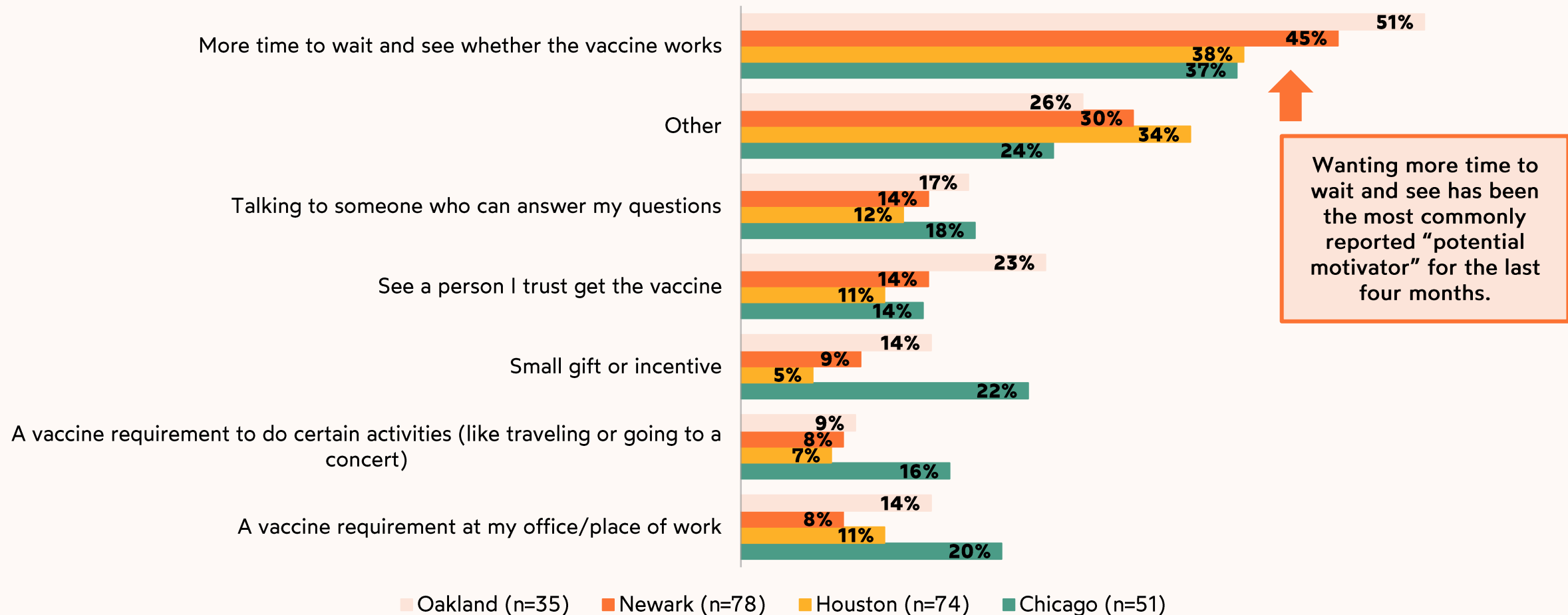


*Survey question 6b; **Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.

Top potential motivators for unvaccinated respondents

From November & December data

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.**



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

From November & December data

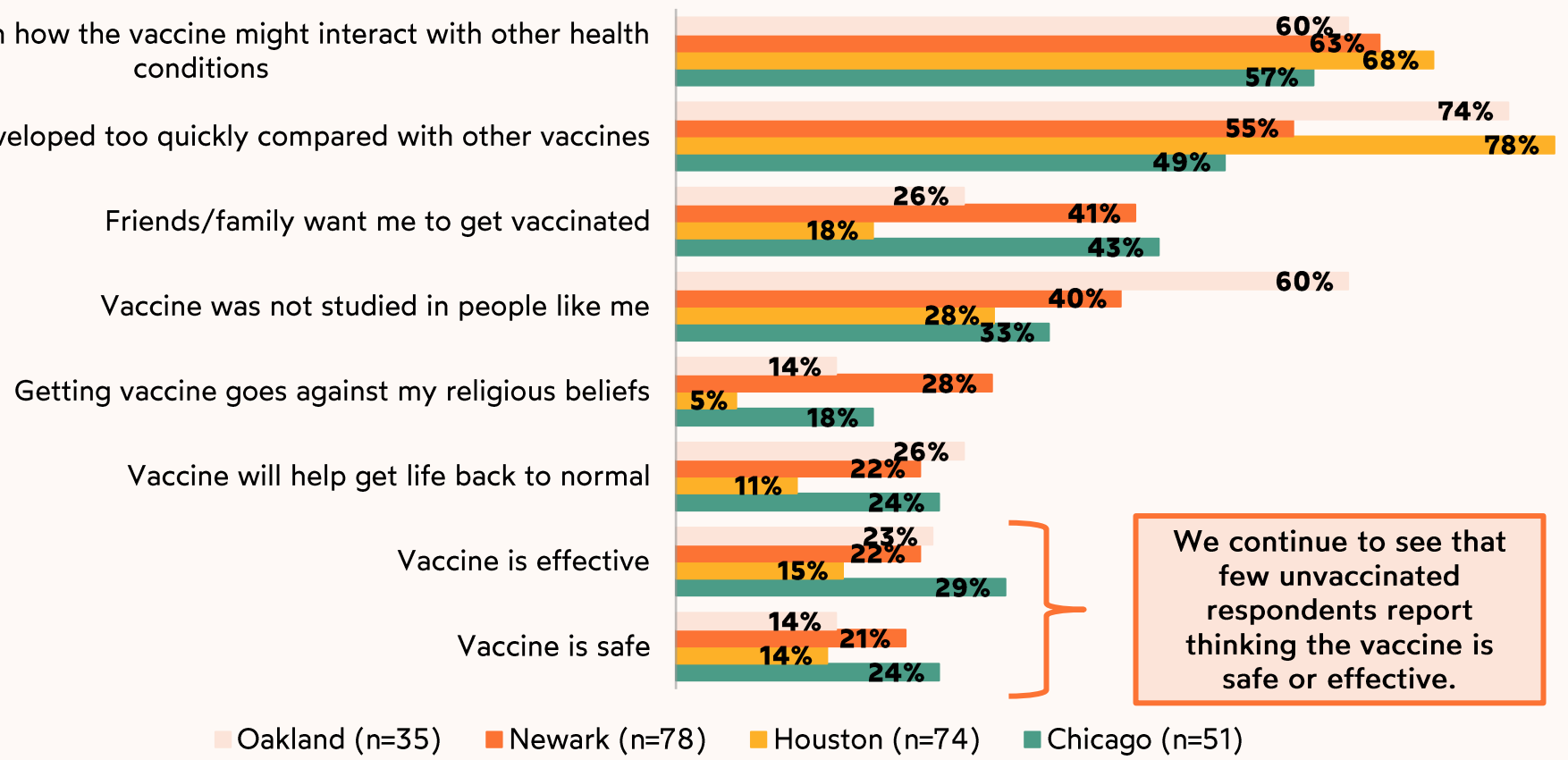
Top beliefs reported by unvaccinated respondents

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

Vaccine was developed too quickly compared with other vaccines

These are the same top two beliefs reported by unvaccinated respondents for the last four months.



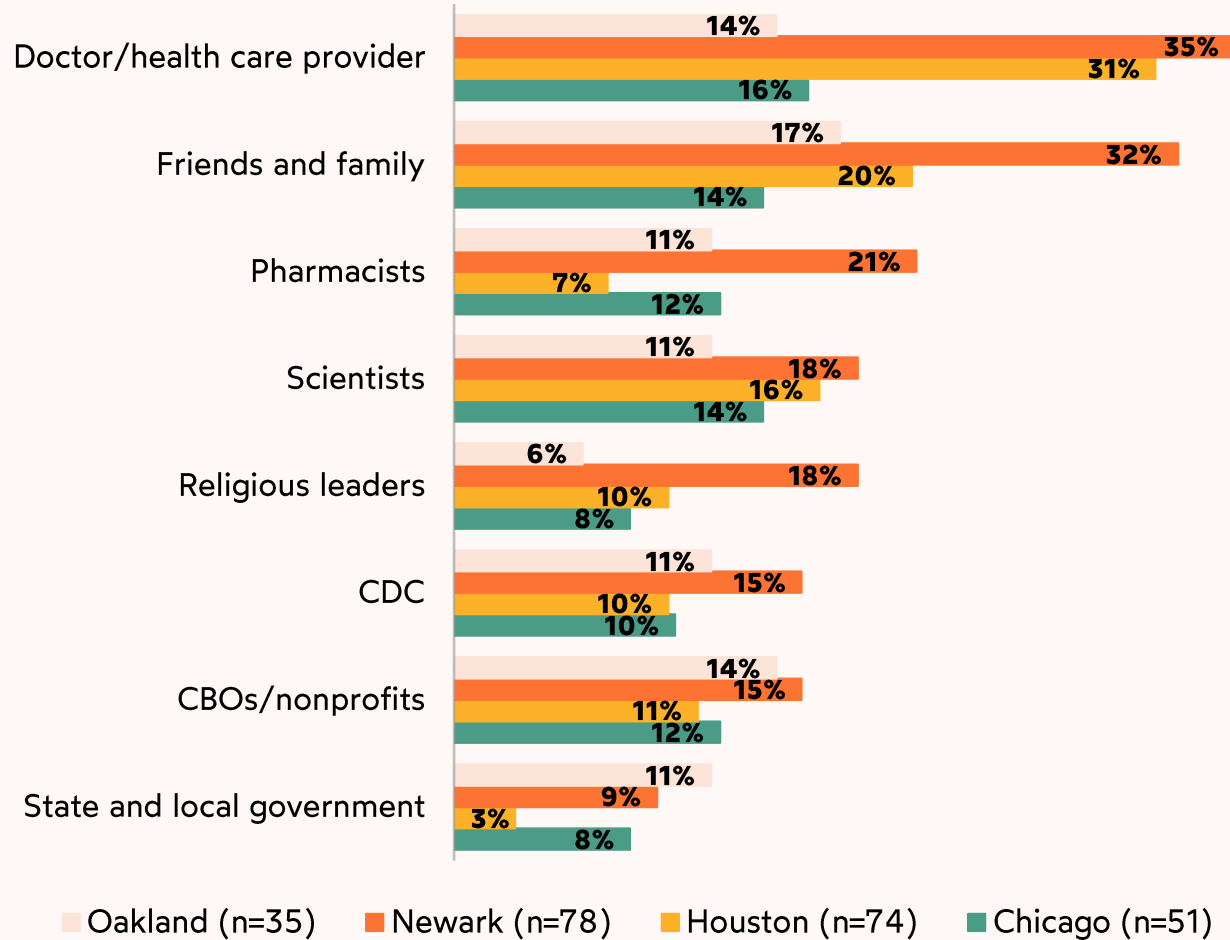
We continue to see that few unvaccinated respondents report thinking the vaccine is safe or effective.

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

Top trusted messengers reported by unvaccinated respondents

From November & December data

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.



Only **14-35% of unvaccinated respondents** said they trusted doctors/health care providers a great deal. In comparison, **52-81% of vaccinated respondents** said they trusted those messengers.



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

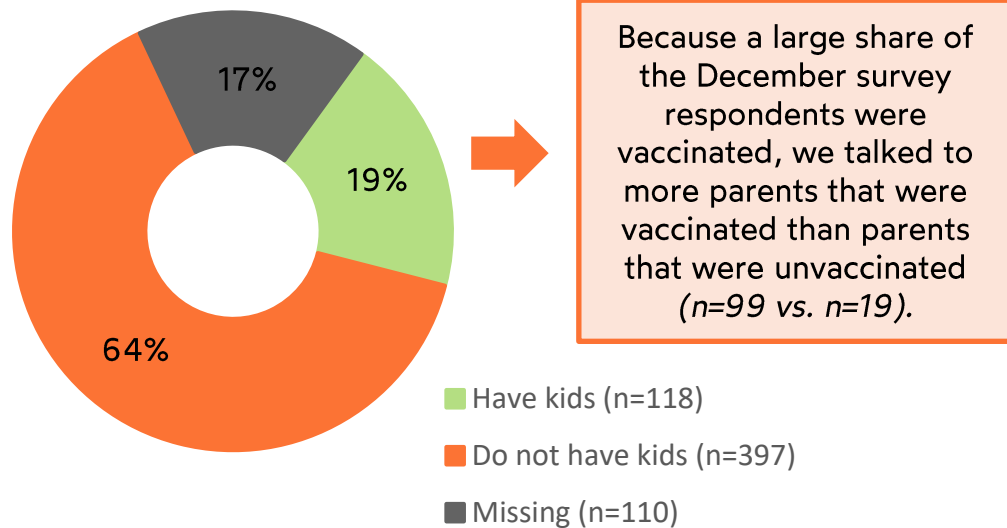
NEW: Parental reports on child vaccination status

From December data

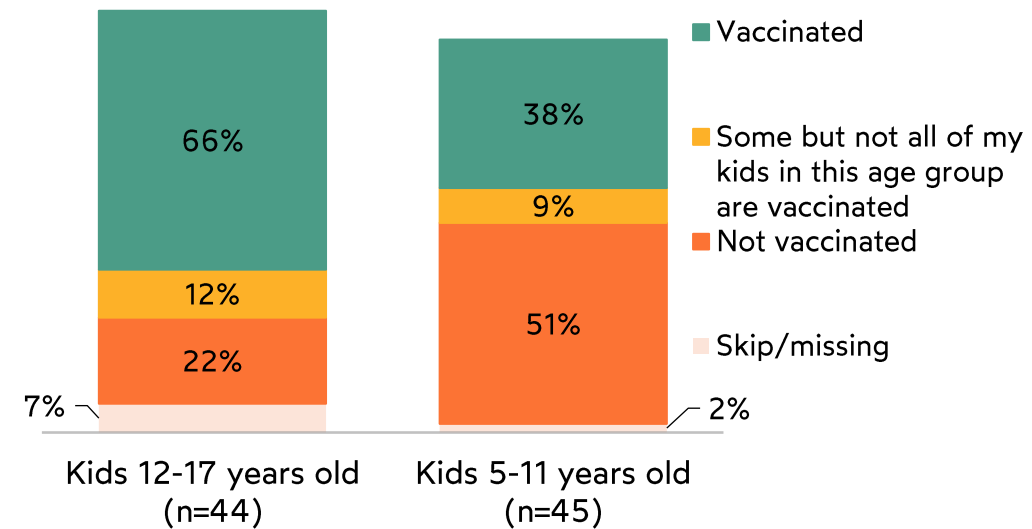
- **19%** of December survey respondents reported that they are **the parent/guardian of at least one child under the age of 18**, regardless of parent vaccination status. **66% of vaccinated parents have gotten all of their 12–17-year-old children vaccinated**, and **38% of vaccinated parents had gotten 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



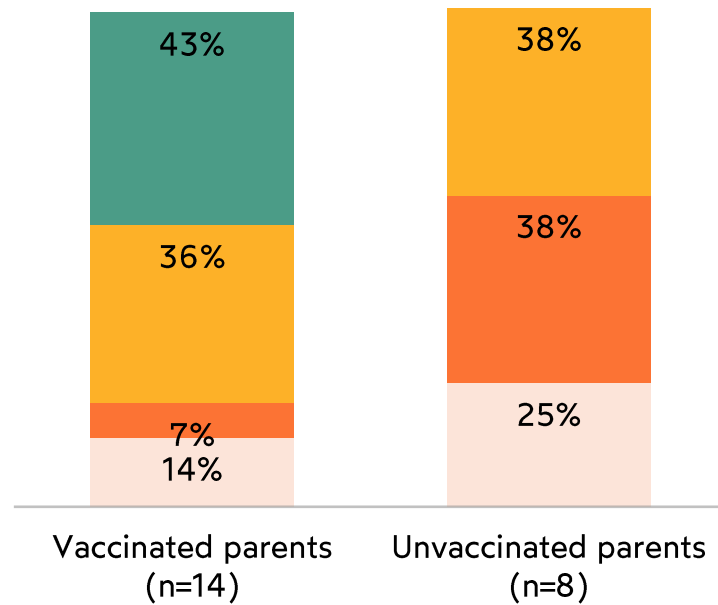
*Survey questions 8.4, 8.5, 8.6, 8.8 **Note, the CDC approved Covid-19 vaccines for ages 12-17 in May 2021 and for ages 5-11 in November 2021.

NEW: Parent reports on vaccination intentions for their children

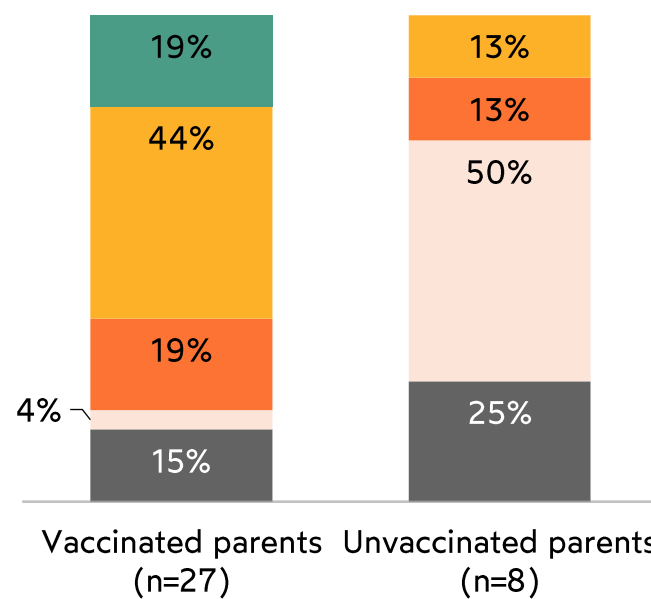
From December data

Parents had a diverse ranges of vaccine intentions for their unvaccinated children across all age groups, regardless of parental vaccination status. Overall, **only vaccinated parents said they would like to get their children vaccinated right away**, 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.****

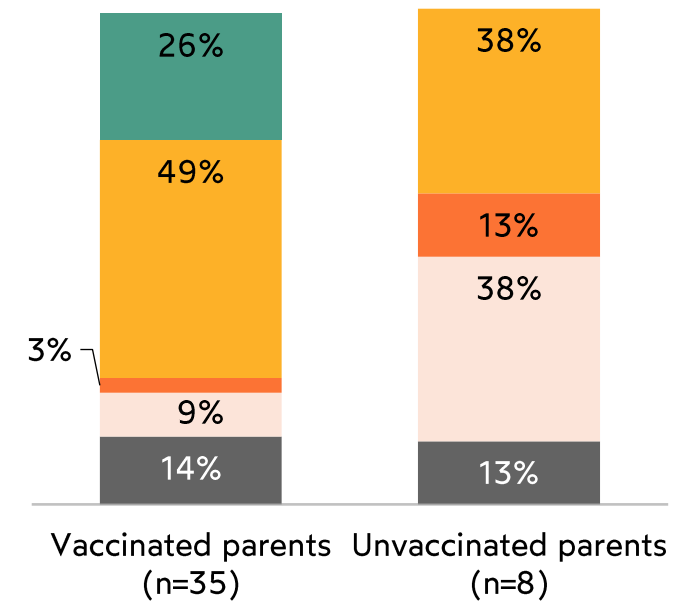
Vaccine intentions for children 12-17 years old



Vaccine intentions for children 5-11 years old



Vaccine intentions for children less than 5 years old



■ Get them vaccinated right away
 ■ Wait a while to see how the vaccine is working
 ■ Only get child/children vaccinated if their school requires it
 ■ Definitely not get them vaccinated
 ■ Don't know

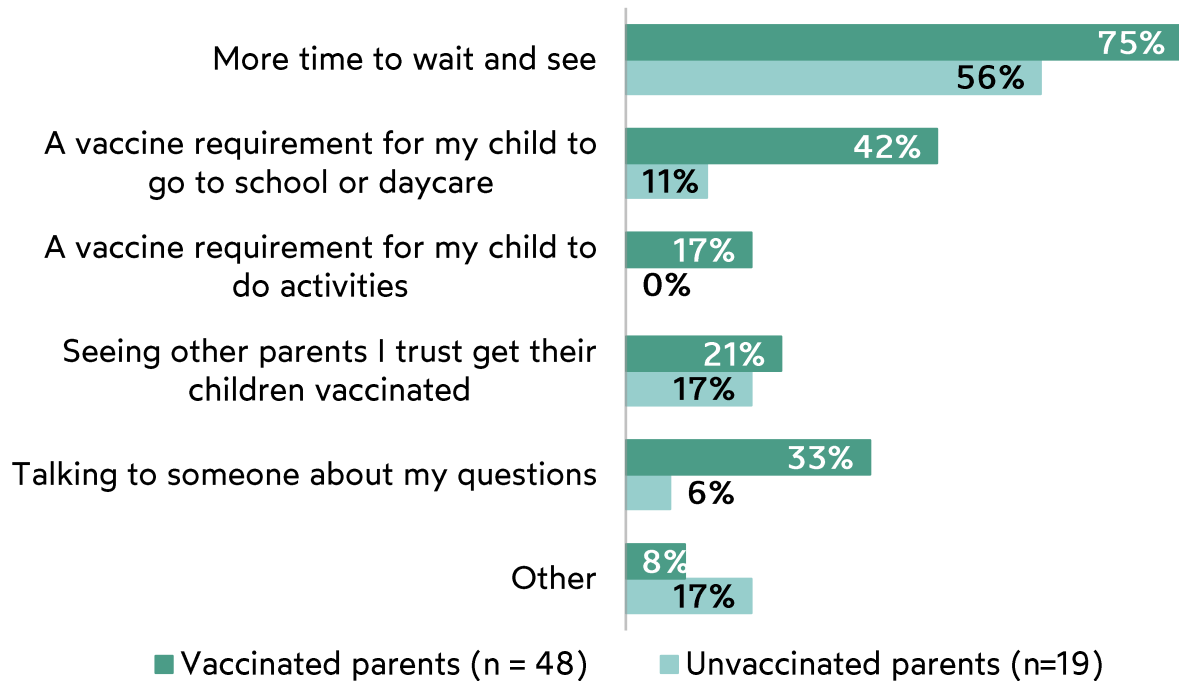
**Given the small and different sample sizes across cities, it is important not to overinterpret these similarities/differences.

NEW: Child vaccination motivators, attitudes, and beliefs

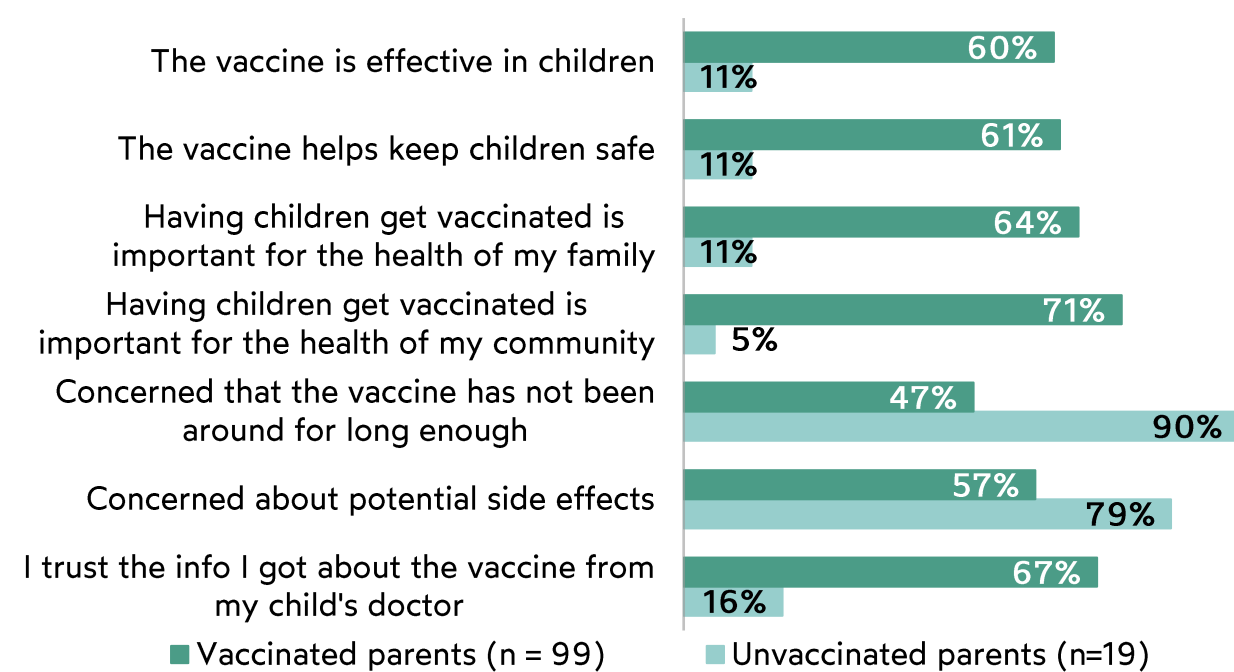
From December data

- When parents with unvaccinated children were asked what might motivate them to get their children vaccinated, **more time to wait and see was the top response for both vaccinated and non-vaccinated parents (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)



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

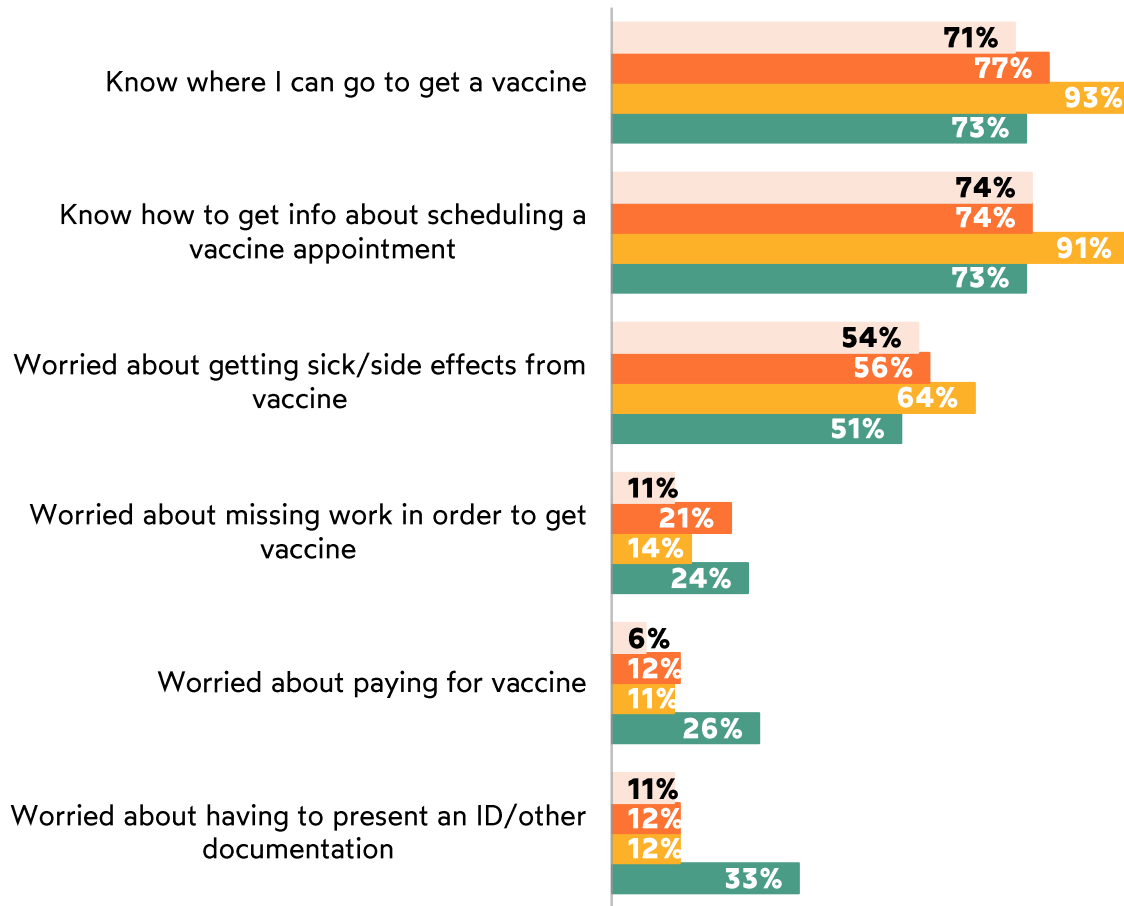


*Survey questions 8.11, 8.12

Cross-site supplemental slides

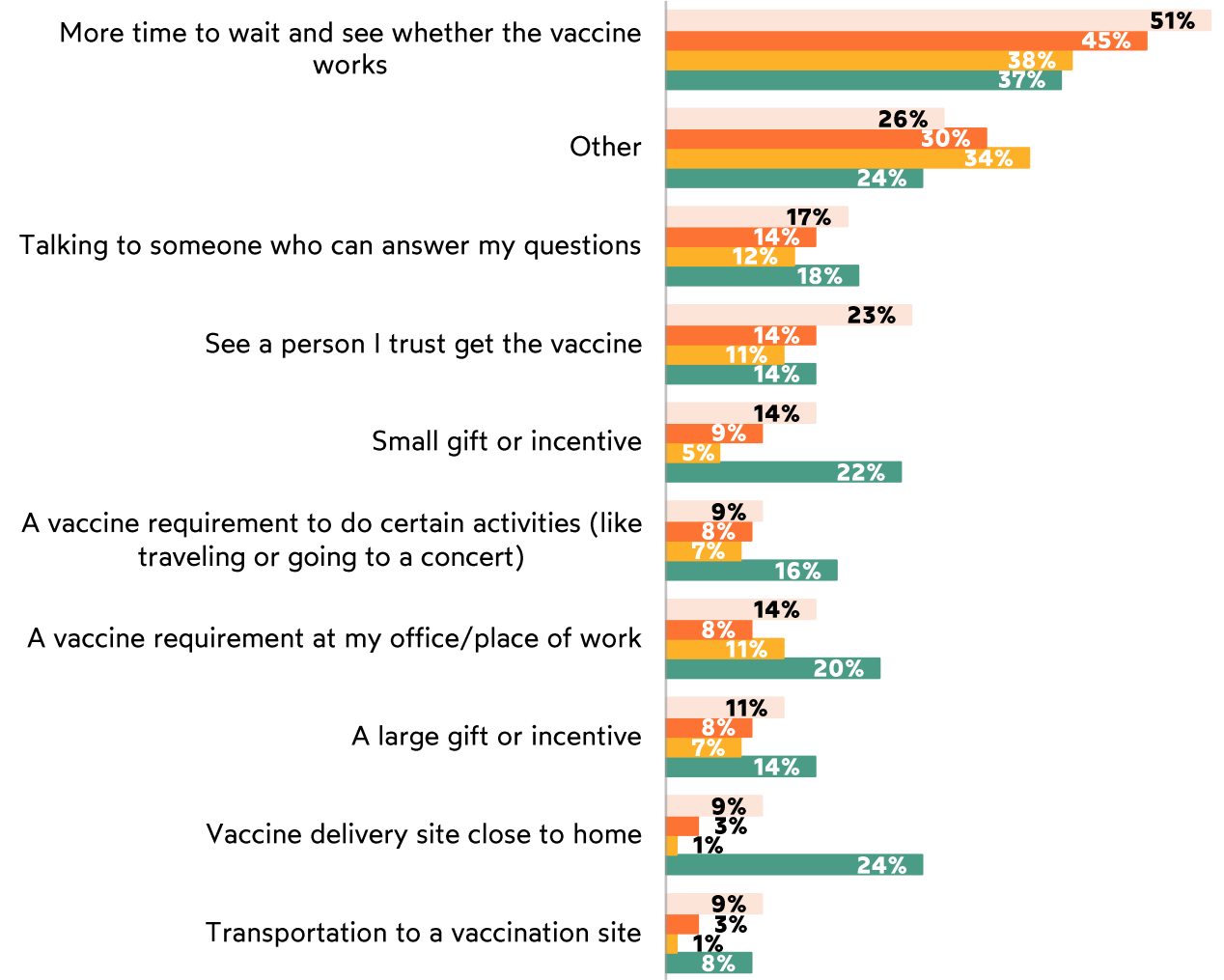
From November & December data

Barriers/Enablers



■ Oakland (n=35)
 ■ Newark (n=78)
 ■ Houston (n=74)
 ■ Chicago (n=51)

Motivators



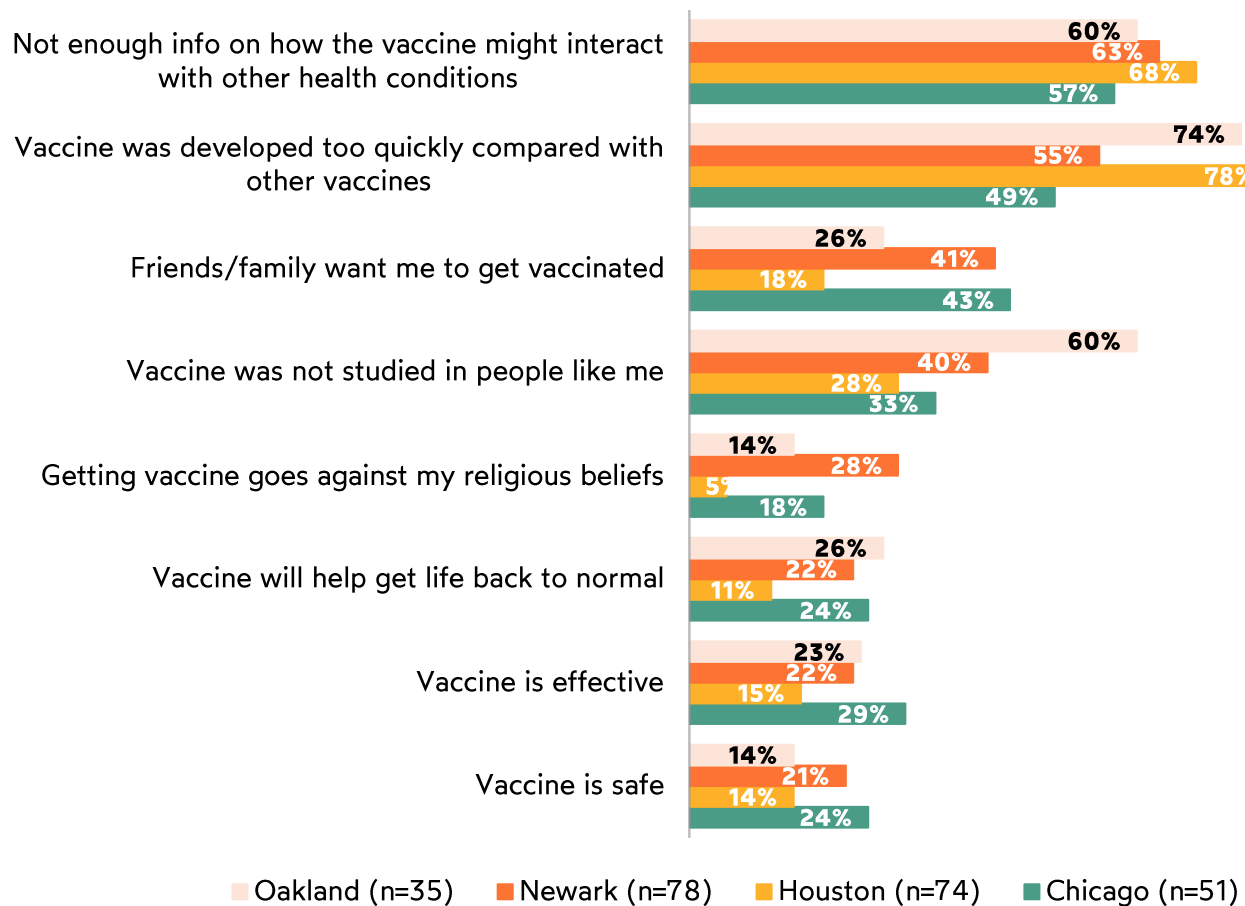
■ Oakland
 ■ Newark
 ■ Houston
 ■ Chicago

*Survey question 6b & 6c

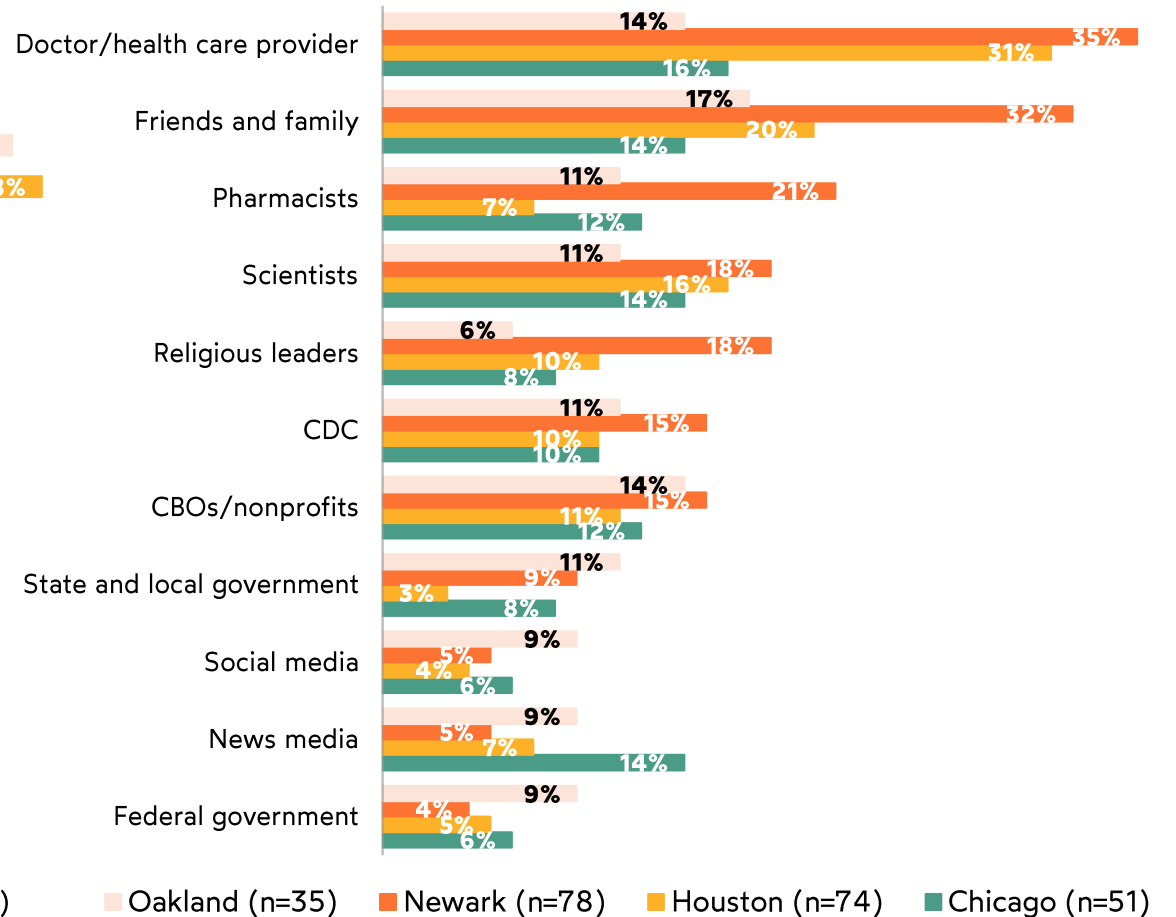
Cross-site supplemental slides

From November & December data

Beliefs



Trusted Messengers



*Survey questions 7 & 8

Survey insights by city: Chicago

Overview

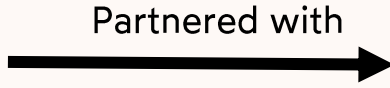
- Methodology
- Respondents' vaccination status and intentions
- Respondents' Covid-19 testing history
- Characteristics and highlights among vaccinated respondents
- Characteristics and highlights among unvaccinated respondents
- Differences between "types" of unvaccinated respondents
- Respondents' attitudes towards the booster shot
- Vaccination trends across months
- Summary and potential actions
- Survey insights across sites among unvaccinated respondents

Methodology

Monthly goal: 100 responses



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




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

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




THE CHICAGO
COMMUNITY TRUST
AND AFFILIATES


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



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



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



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

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

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

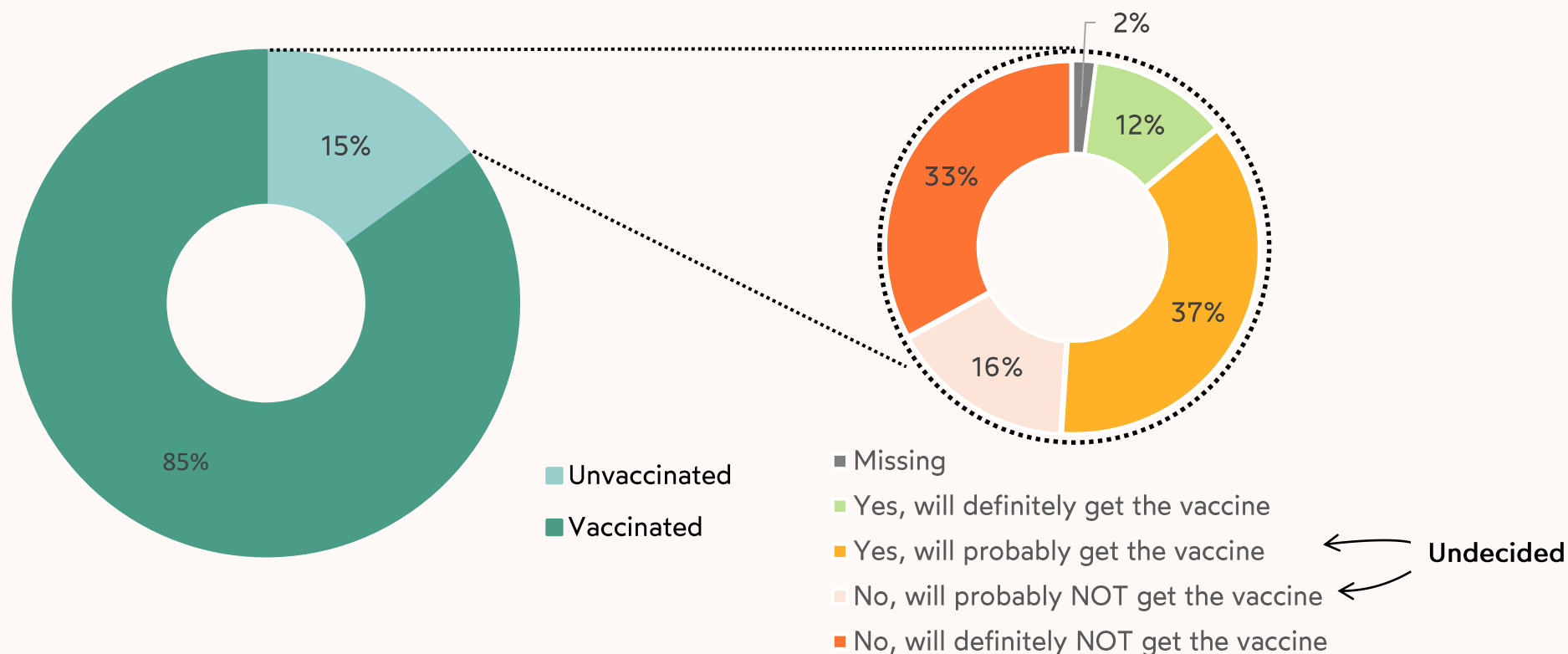
From November & December data

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

Among the 15% who are not vaccinated



*Survey questions 2, 2a, and 6 and 6 **December data only

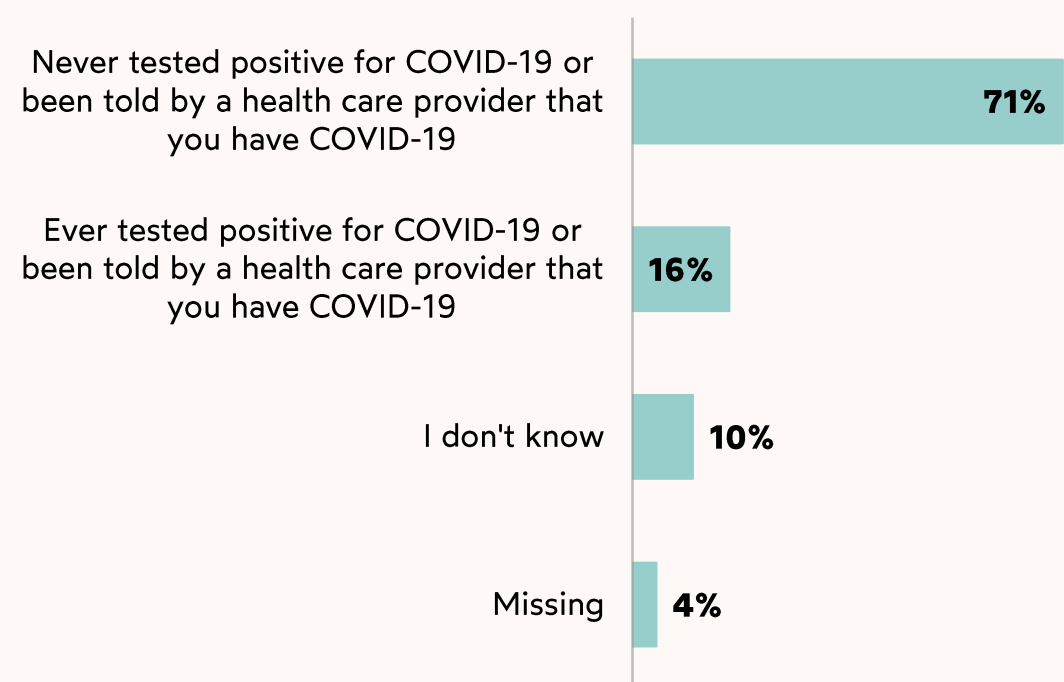
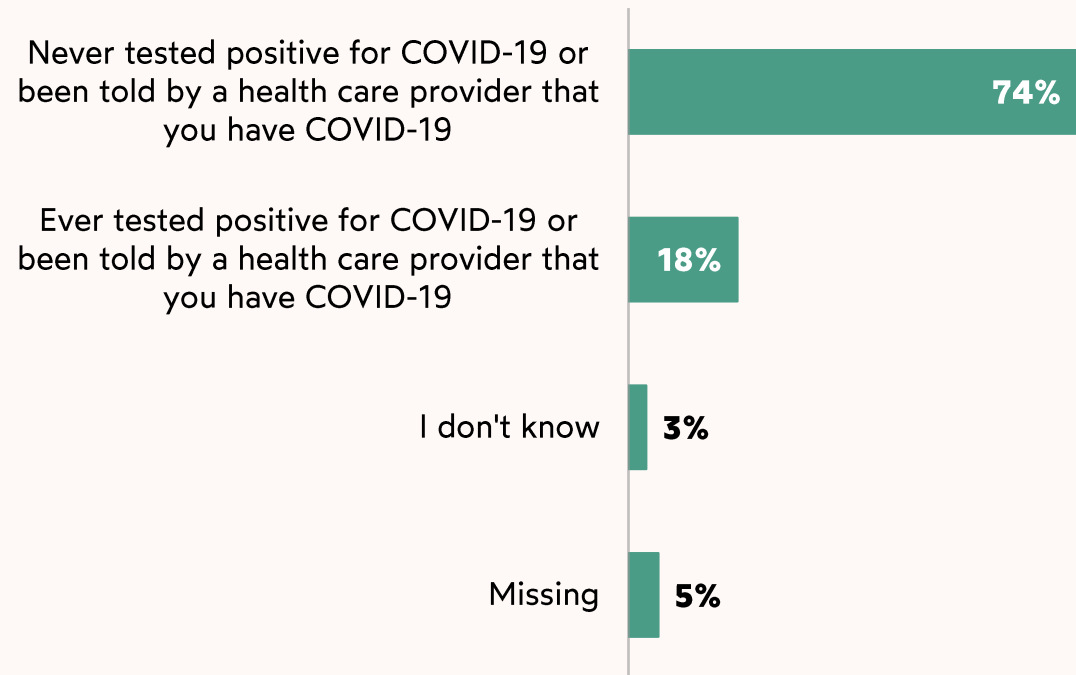
From November & December data

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.

VACCINATED (n= 285)

UNVACCINATED (n= 51)



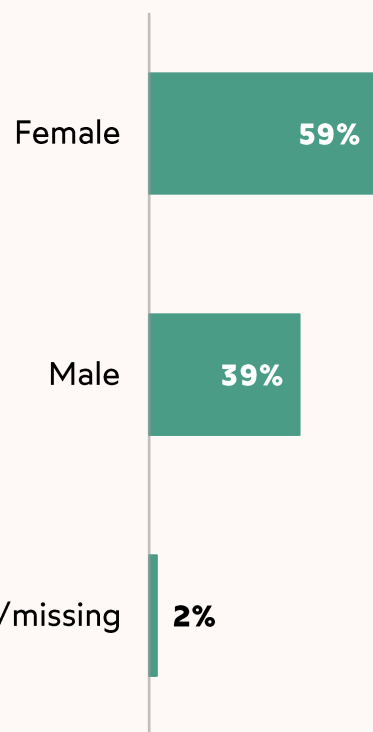
*Survey question 8.3 (New for October)

From November & December data

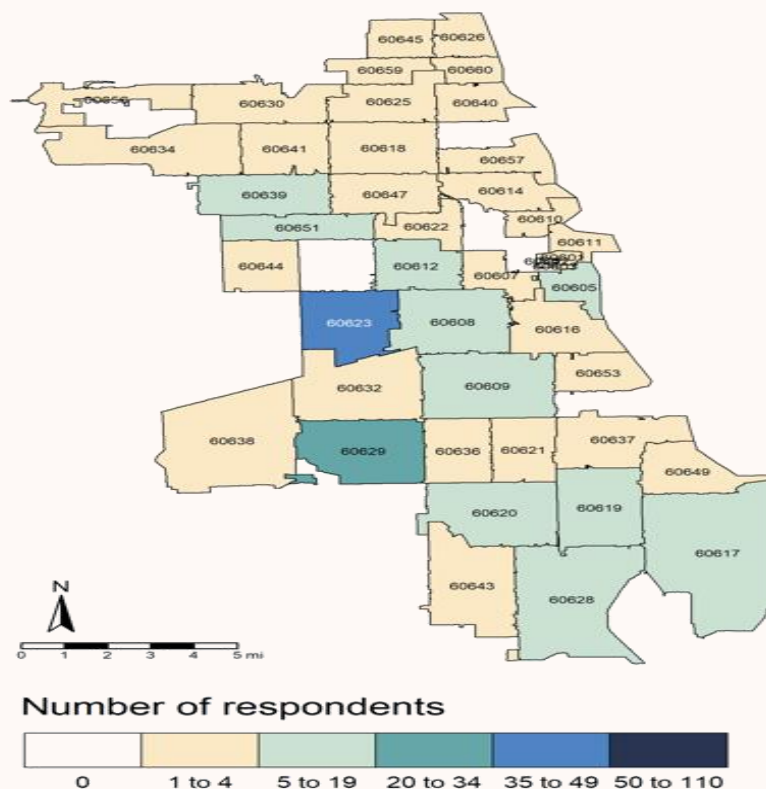
Who are the vaccinated respondents? (n = 285)

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**.

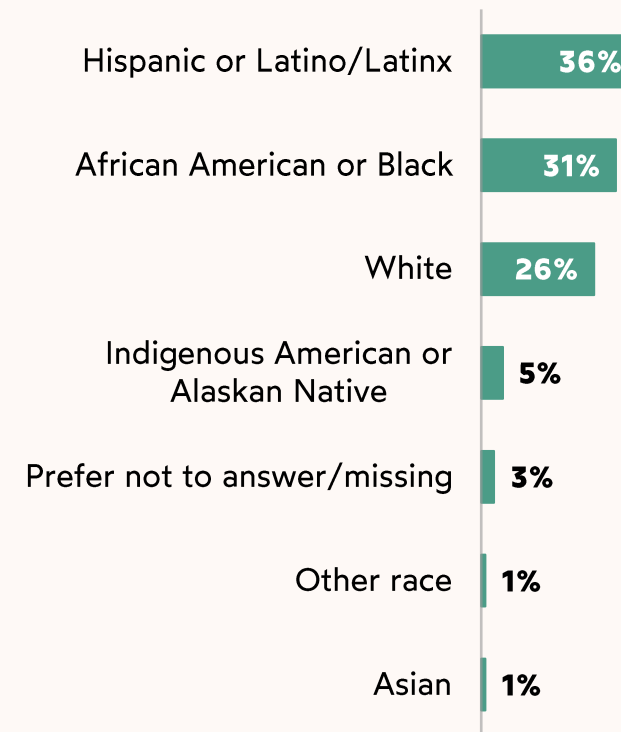
Gender
(select all that apply)



Where respondents live
(by zip code)



Race/ethnicity
(select all that apply)

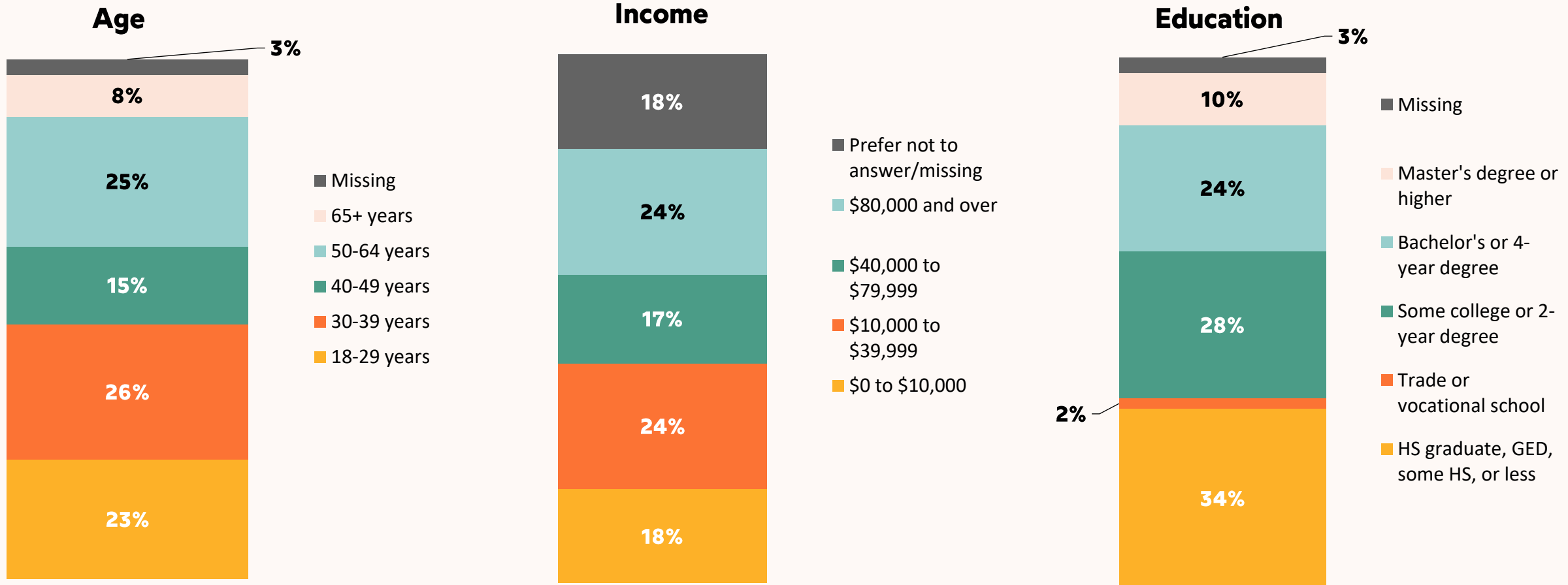


*Survey questions 1, 10, and 11

From November & December data

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%.****



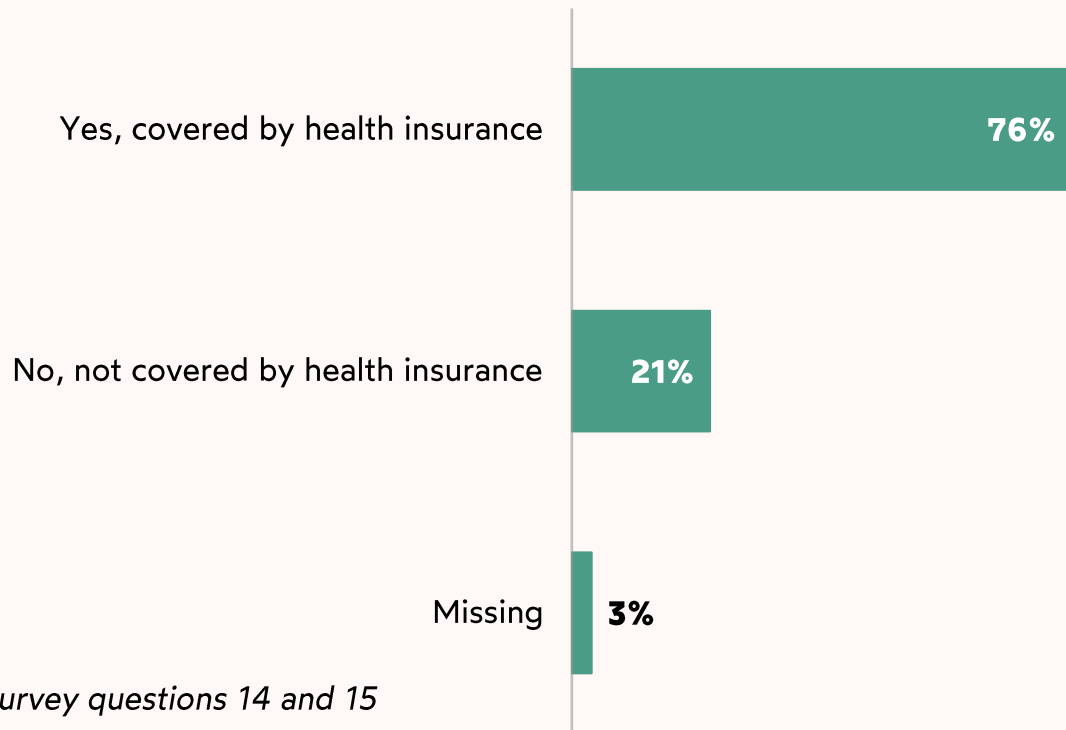
*Survey questions 9a, 12, and 13; **With such a high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent in this wave.

From November & December data

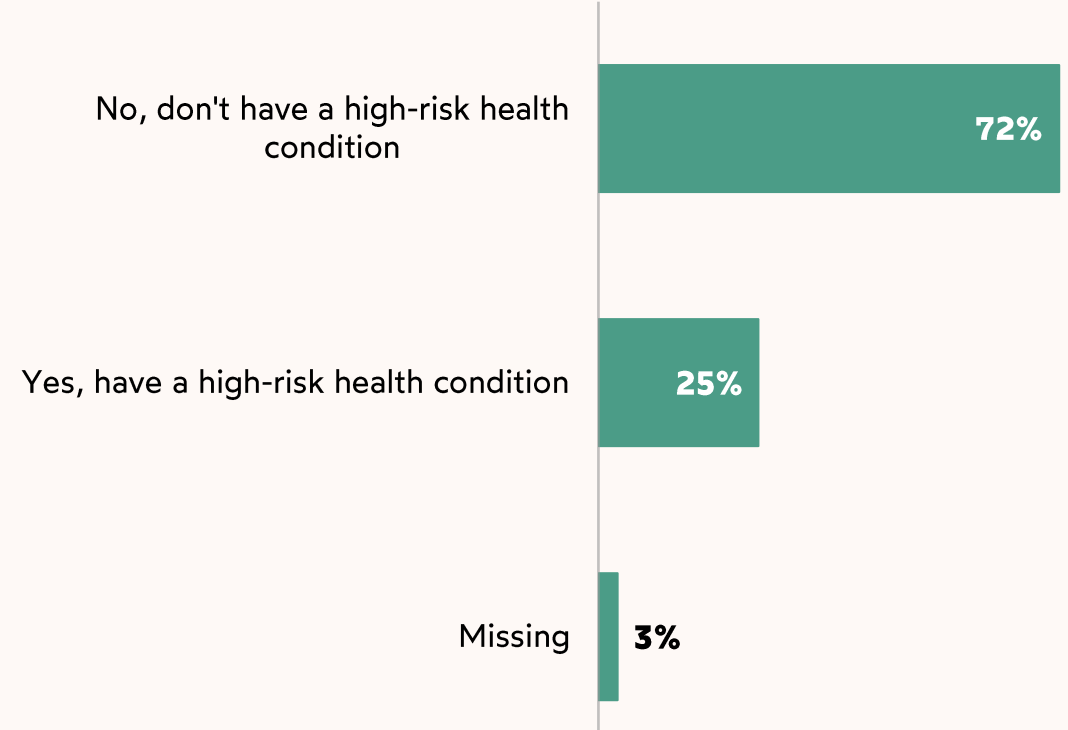
Who are the vaccinated respondents? (n = 285)

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%)**.

Health insurance coverage



High-risk medical conditions**



*Survey questions 14 and 15

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

Among vaccinated respondents (n = 285)

From November & December data

ACCESS



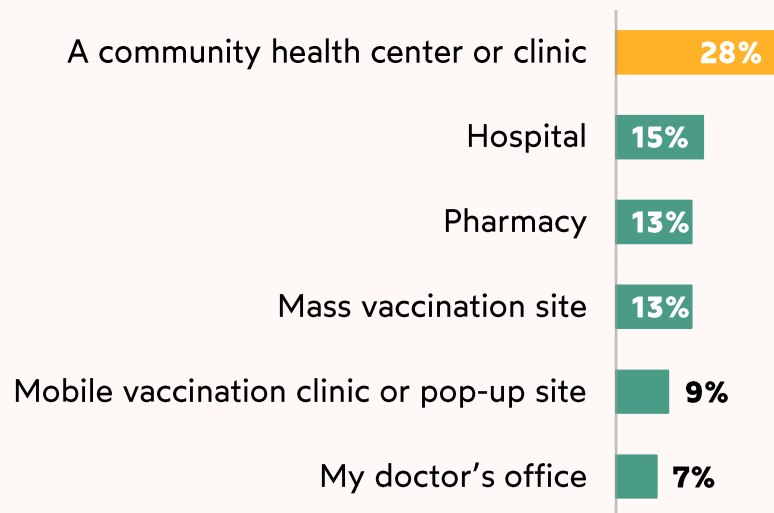
Nearly three-quarters of respondents noted that it took **20 minutes or less (70%)** to get to the location where they received the Covid-19 vaccine.



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%).



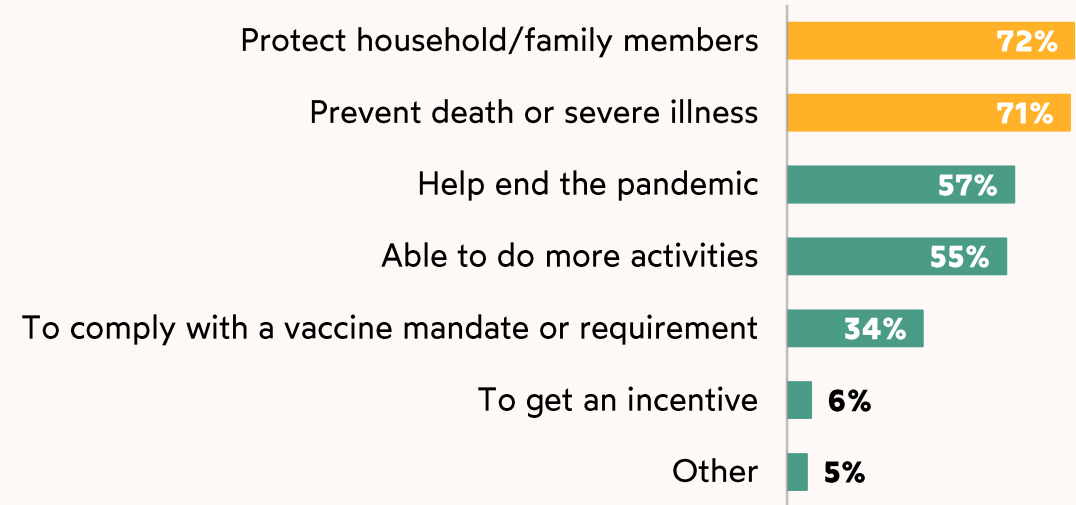
MESSENGERS AND MOTIVATORS



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%)**.



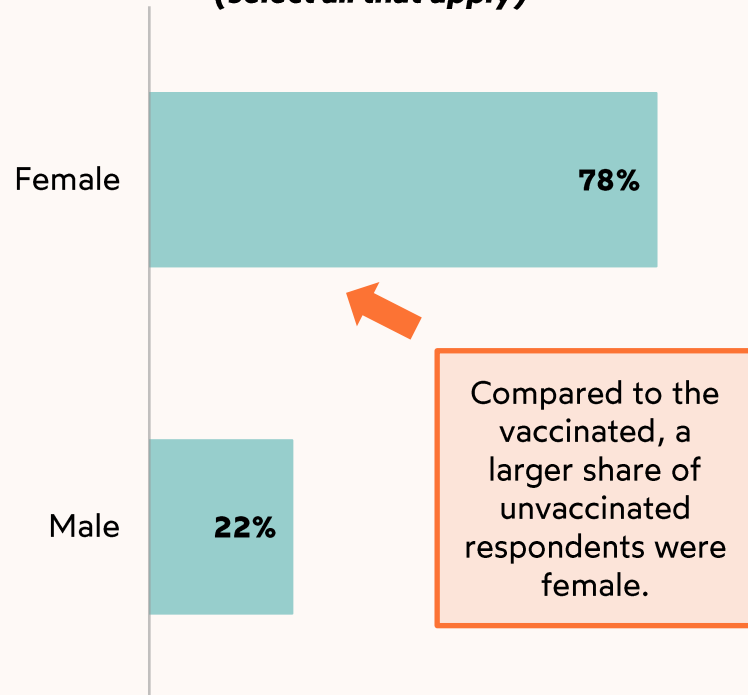
*Survey questions 3, 3b, and 4 **Note: there were responses added to the October survey, so we reported separately by month. Community health center/clinic was a new response added in October 24 and it is possible respondents who received a vaccine at this location may have been selecting another option in the previous months.

From November & December data

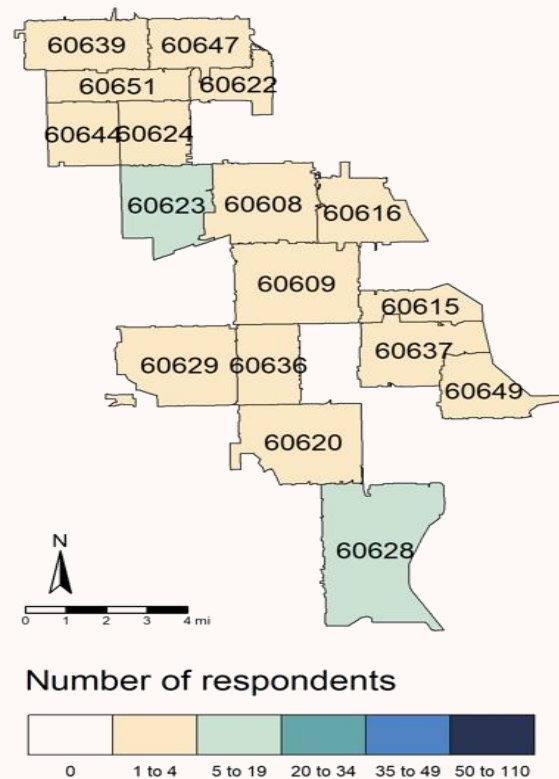
Who are the unvaccinated respondents? (n = 51)

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**.

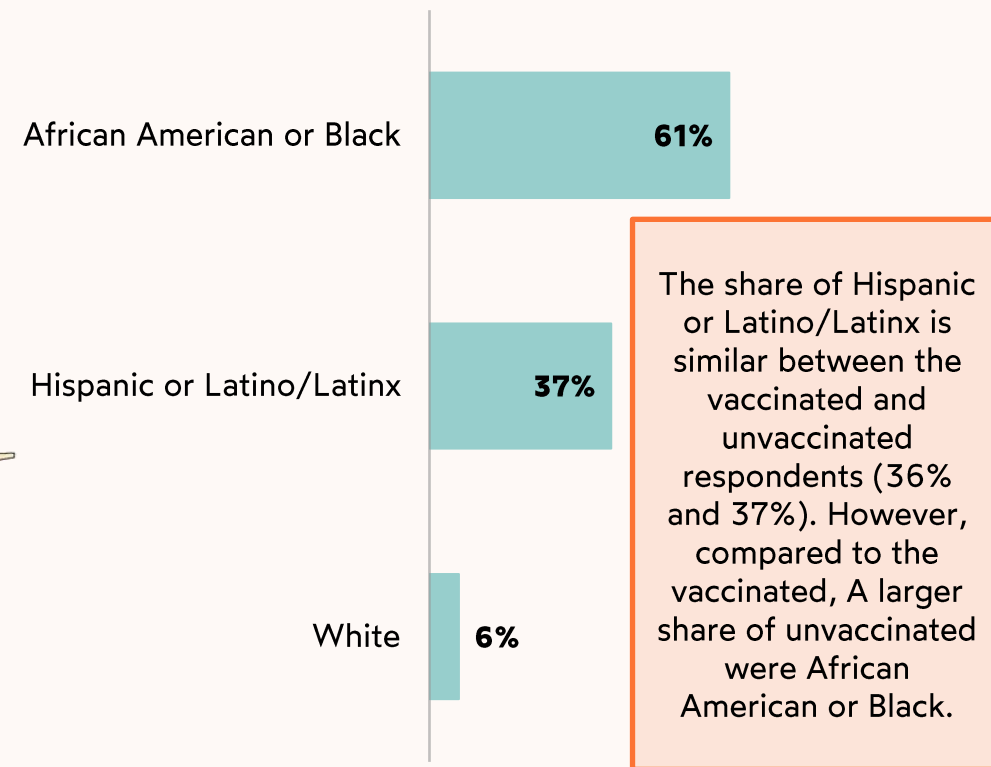
Gender
(select all that apply)



Where respondents live
(by zip code)



Race/Ethnicity
(select all that apply)

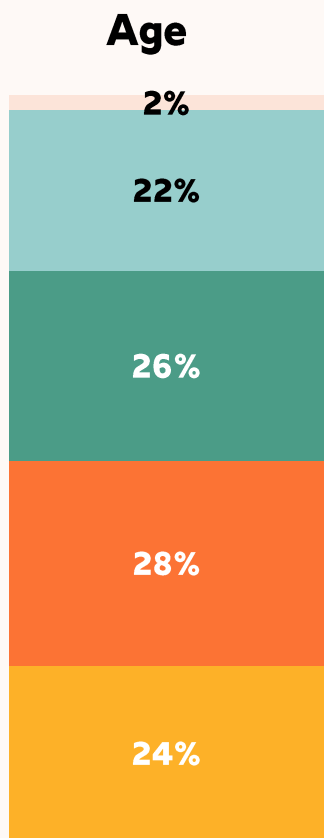


*Survey questions 1, 10, and 11

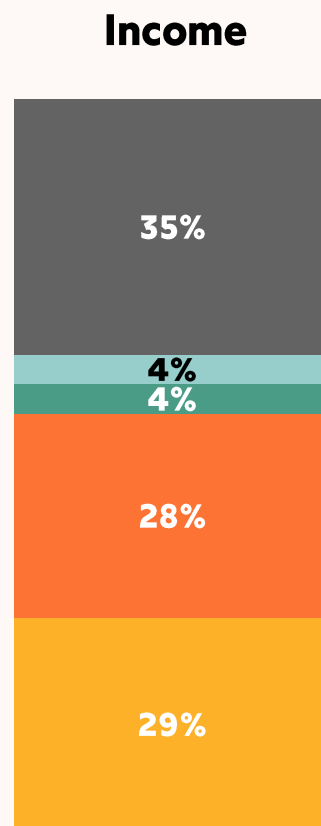
Who are the unvaccinated respondents? (n = 51)

From November & December data

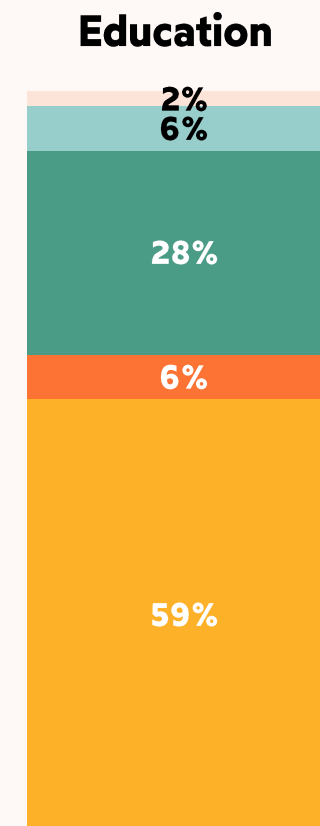
Ages of unvaccinated respondents were fairly evenly distributed between the ages of 18 and 64. A little over a third have **some college or a 2-year degree or higher (36%)****



- 65+ years
- 50-64 years
- 40-49 years
- 30-39 years
- 18-29 years



- Prefer not to answer/missing
- \$80,000 and over
- \$40,000 to \$79,999
- \$10,000 to \$39,999
- \$0 to \$10,000



Compared to vaccinated respondents, unvaccinated respondents were less educated. However, these differences could be due to the small sample size for unvaccinated respondents.

- 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

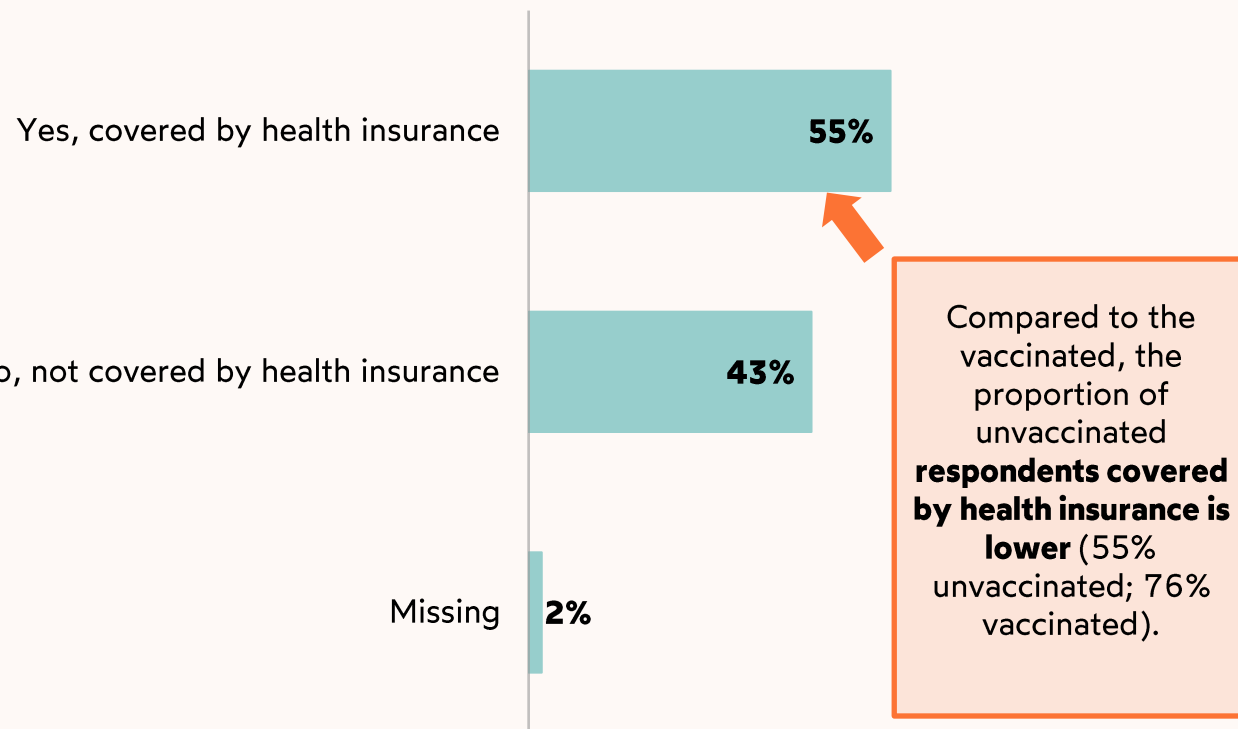
*Survey questions 9a, 12, and 13; **With such a high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent in this wave.

From November & December data

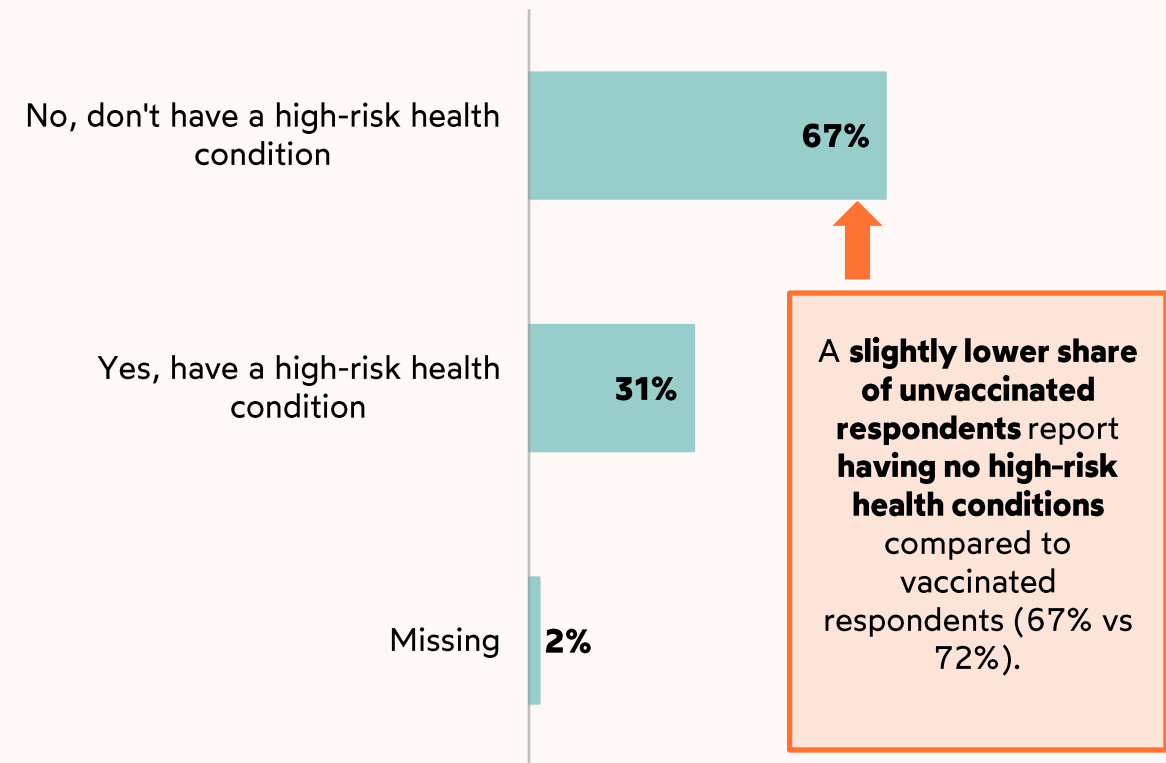
Who are the unvaccinated respondents? (n = 51)

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



High-risk medical conditions**



*Survey questions 14 and 15

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

Among unvaccinated respondents ($n = 51$)

From November & December data

BARRIERS

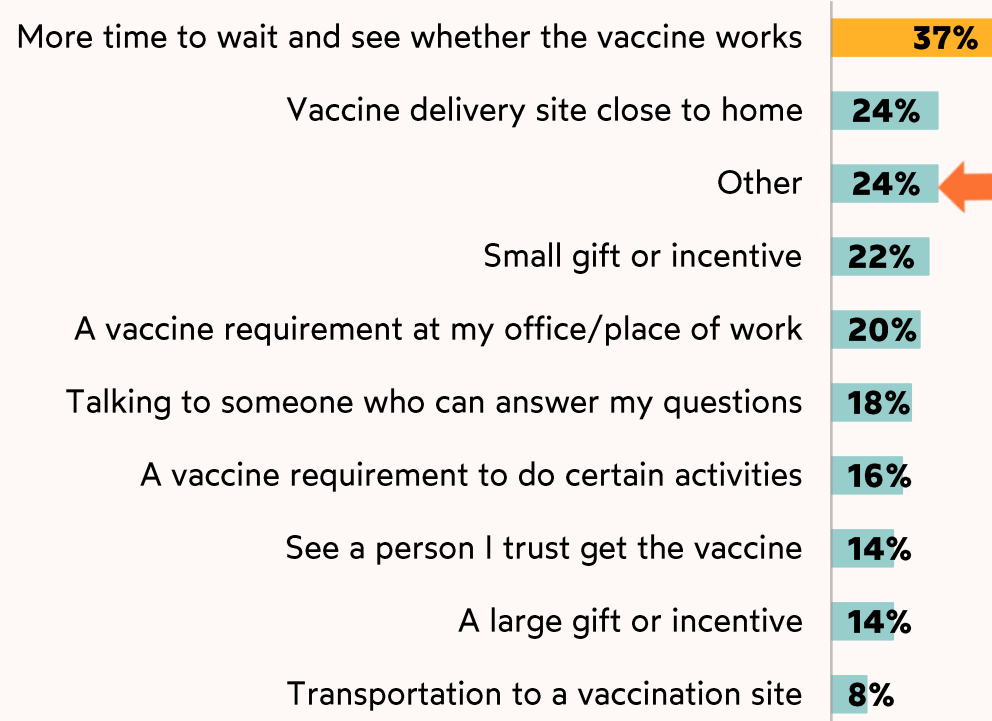
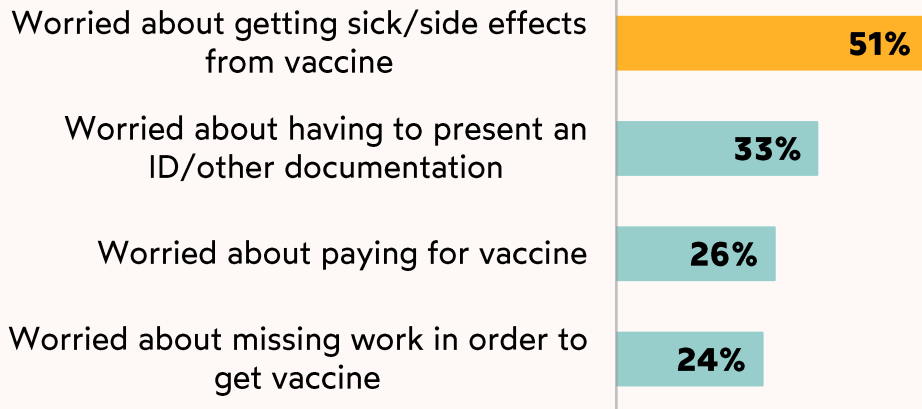
MOTIVATORS



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



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.**



Other responses: More data, nothing will motivate, listening to arguments for and against the vaccine

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 question 6c

*Survey questions 6b and 6c

Among unvaccinated respondents (n = 51)

From November & December data

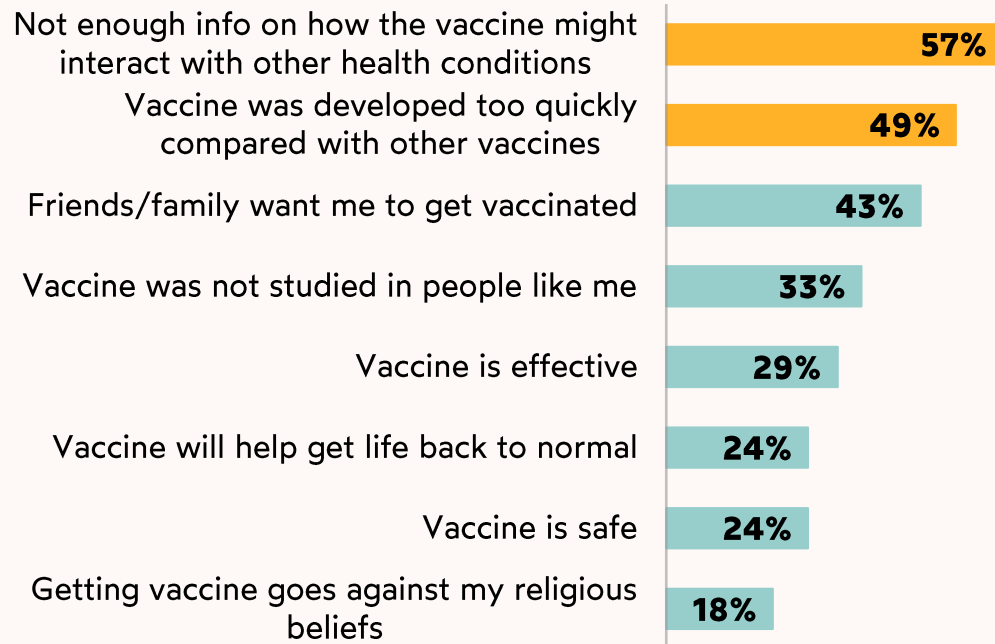
BELIEFS



57% of unvaccinated respondents believe **there is not enough information on how the vaccine may interact with other health conditions.**



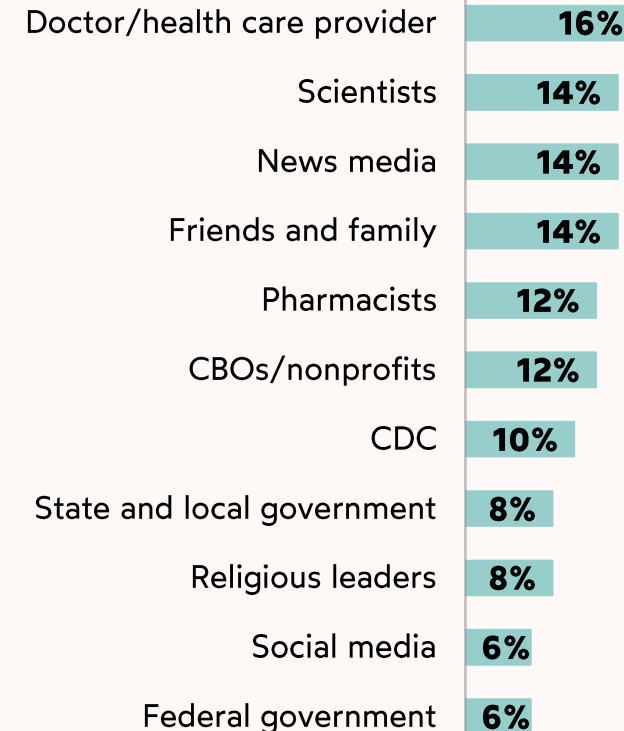
Almost half of respondents believe **the vaccine was developed too quickly (49%).**



TRUSTED MESSENGERS



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



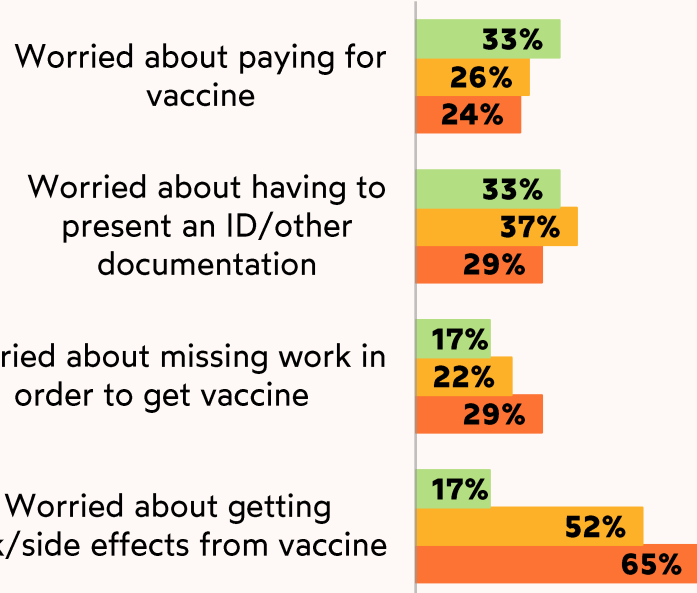
Vaccinated respondents had much higher trust in all of these sources of information

From November & December data

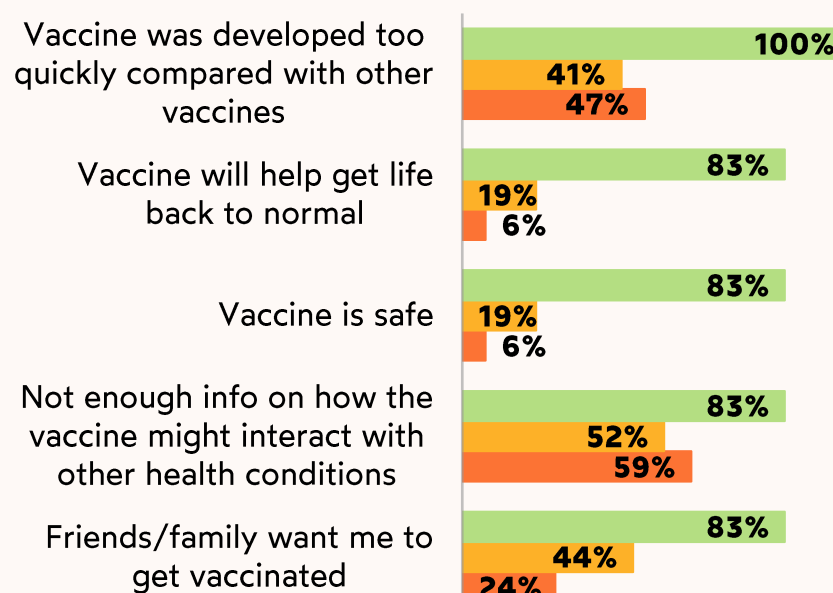
Differences between “types” of unvaccinated respondents

- Sample sizes across groups are small, so it is important not to overinterpret these findings.
- **Undecided** respondents have concerns about the 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.

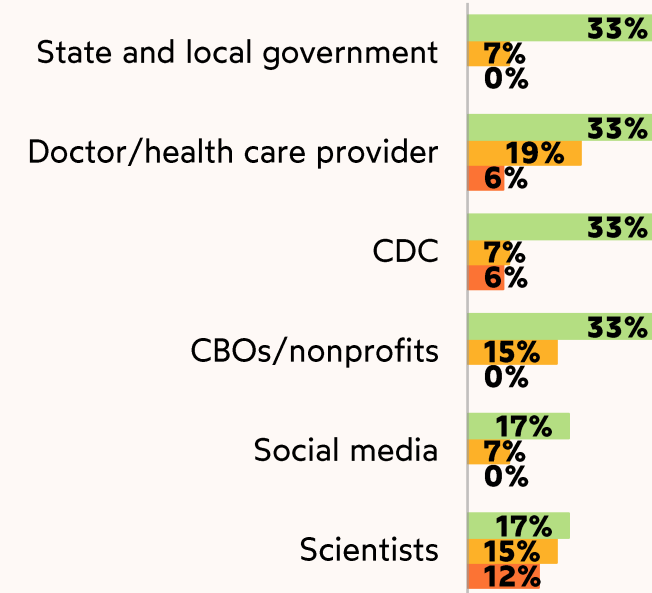
BELIEFS



BARRIERS



TRUSTED MESSENGERS



*Survey questions 6b, 7, and 8

■ Intend to get vaccine (n=7)
 ■ Undecided about vaccine (n=14)
 ■ Do not intend to get vaccine (n=8)

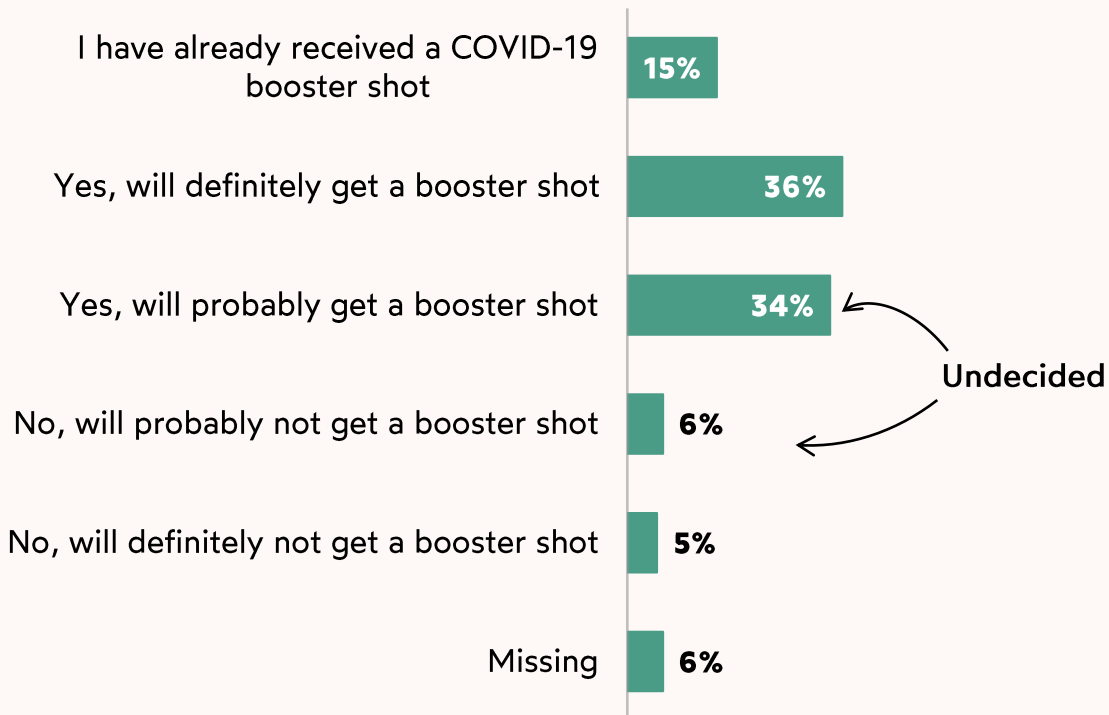
Attitudes toward booster shot

From November & December data

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**.

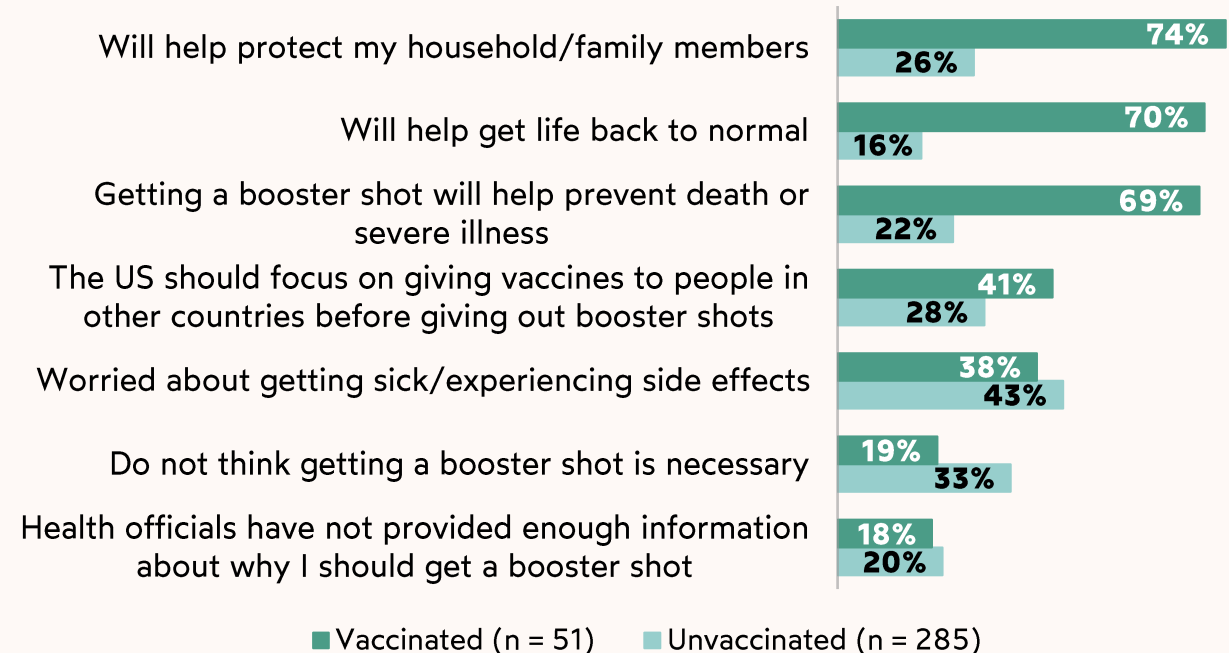


*Survey question 8.1

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%)**.



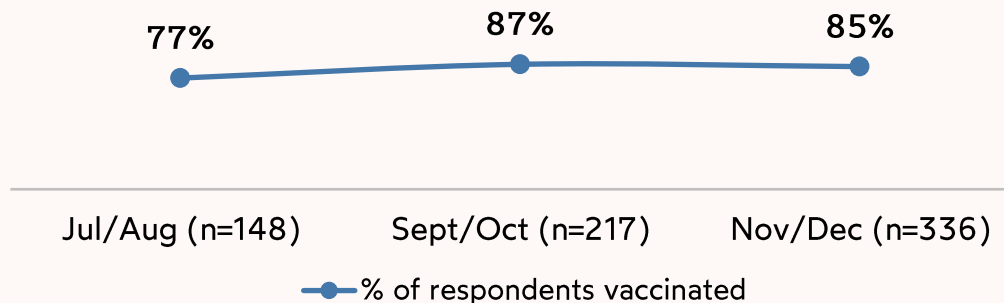
*Survey question 8.2

Vaccination trends from July through December

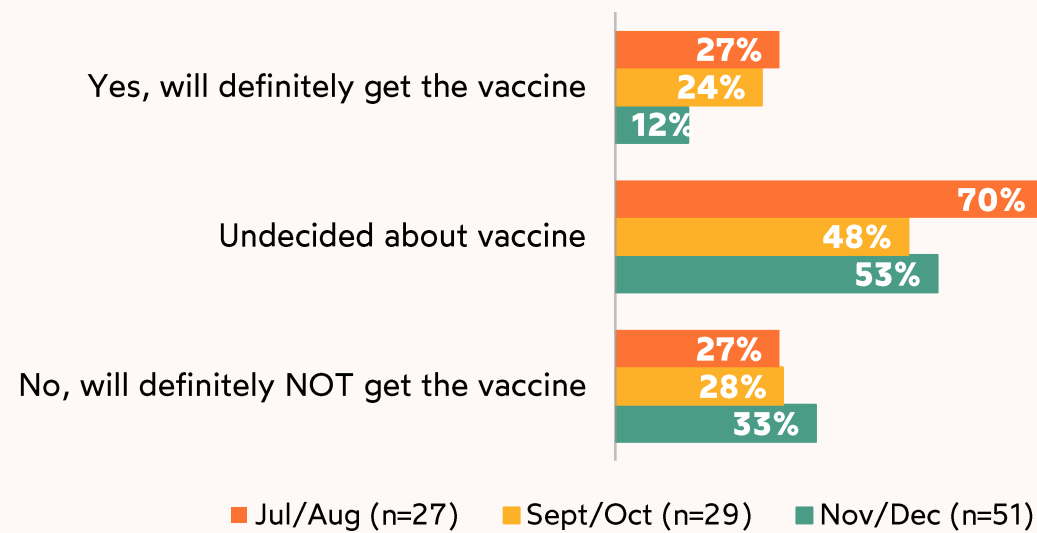
The share of respondents who were vaccinated was about the same in November/December as it was in September/October .

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.

Vaccination rate



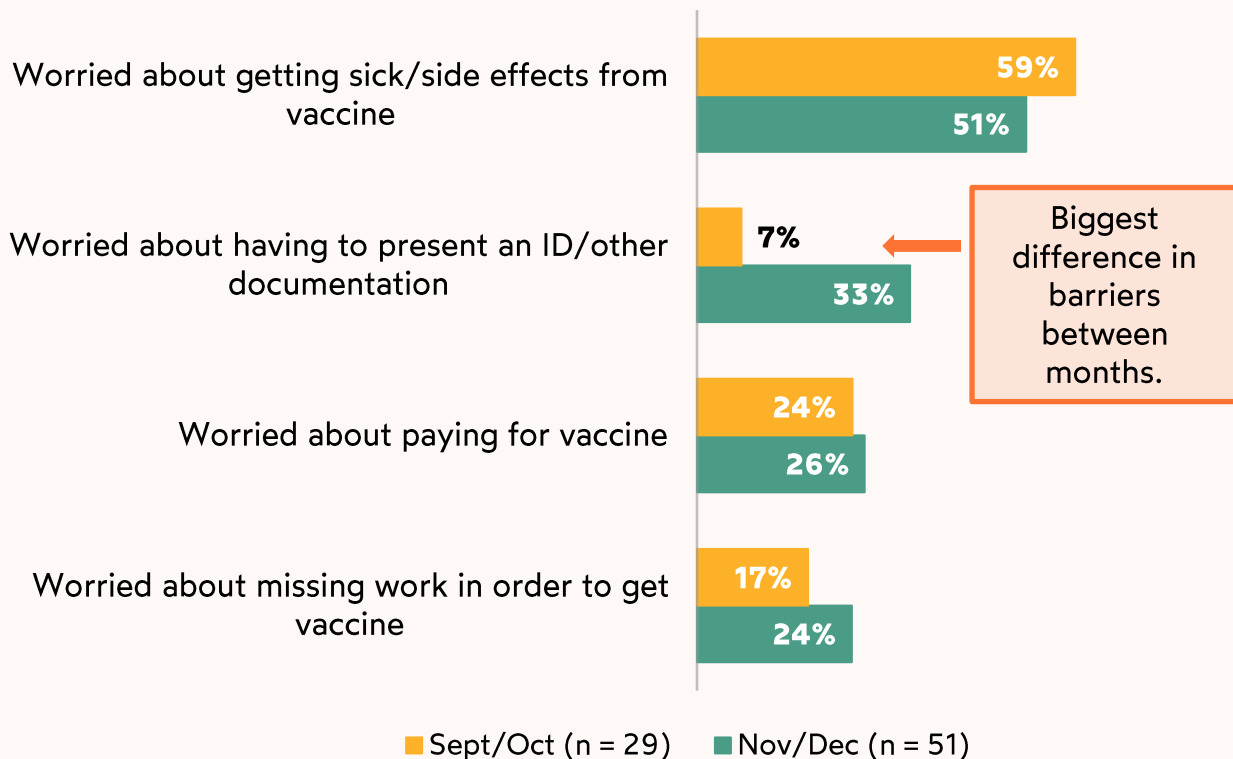
Intent to get vaccinated



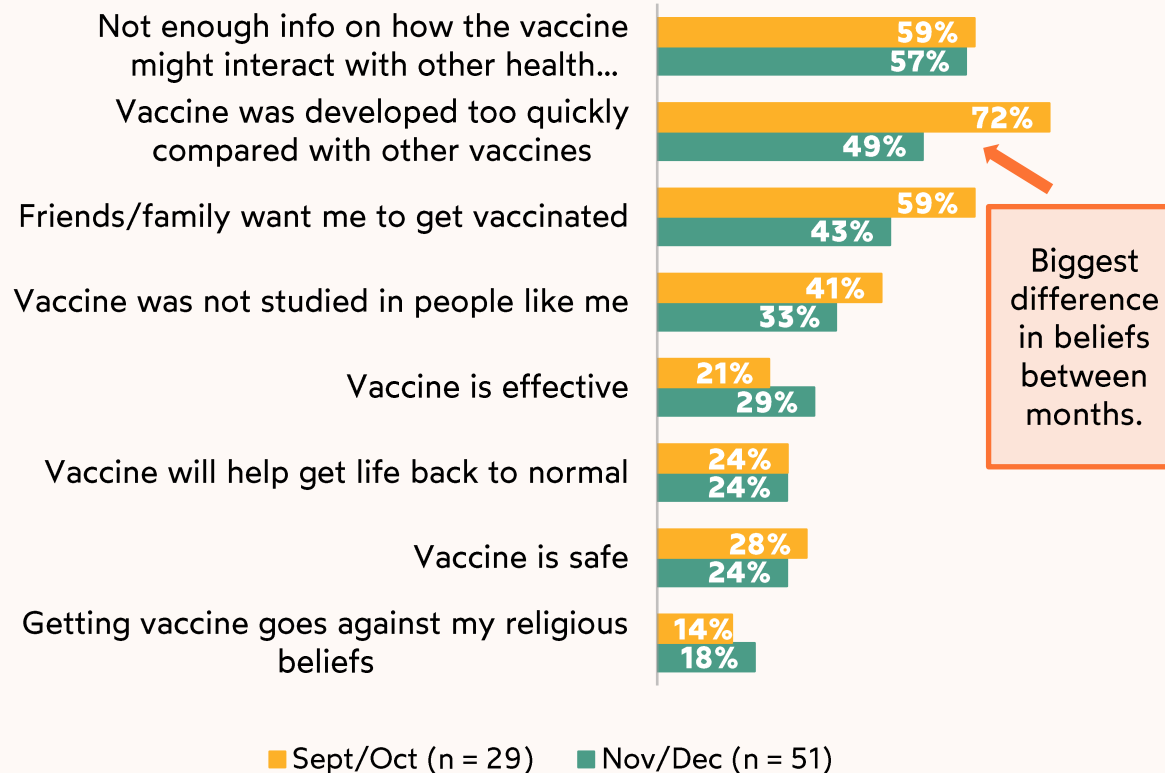
Trends in barriers and beliefs from September/October to November/December

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

Barriers



Beliefs



Summary of key findings

From November & December data

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

KEY TAKEAWAYS

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)

KEY TAKEAWAYS

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**

Potential strategies based on key findings from survey data

From November & December 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.**

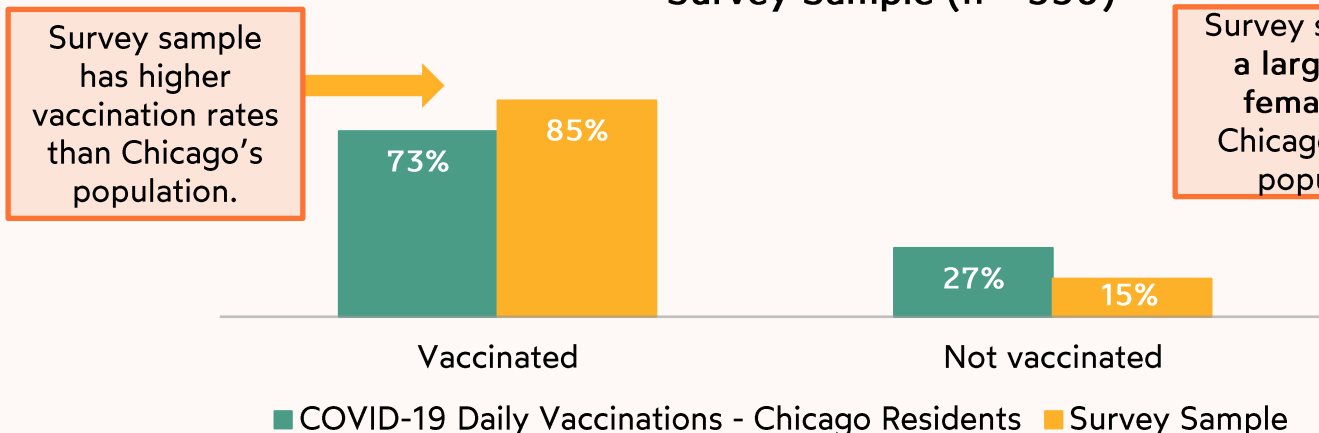
Chicago: Supplemental data slides

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

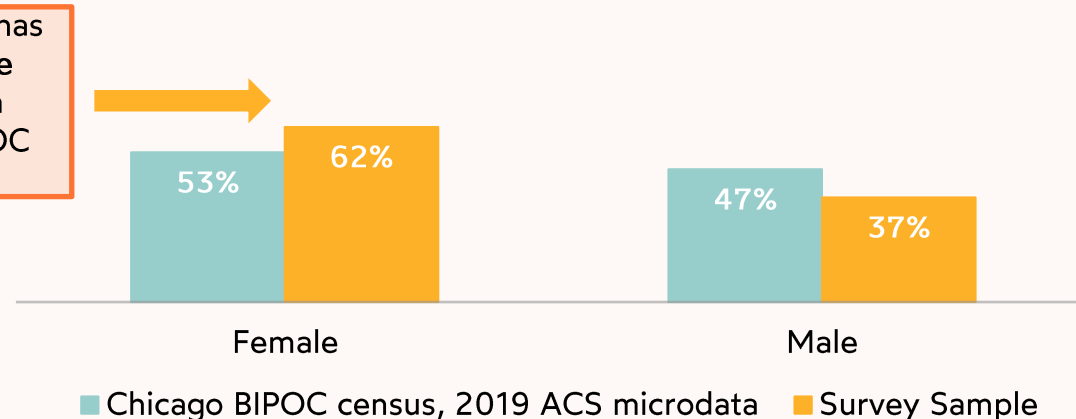
From November & December data

Survey respondent demographics vs. Chicago city BIPOC demographics

Vaccination status (at least one dose): Chicago vs. Survey Sample (n = 336)

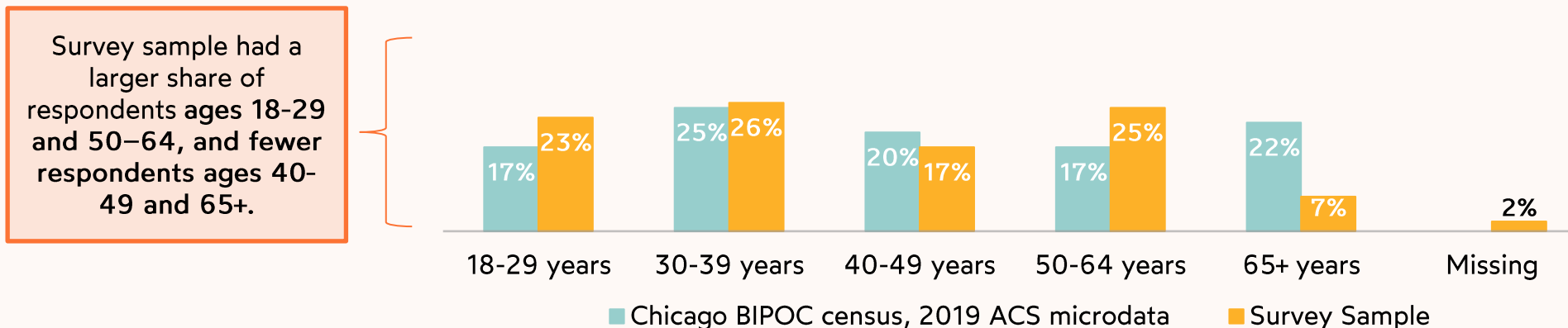


Gender: Chicago vs. Survey Sample (n = 336)



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

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

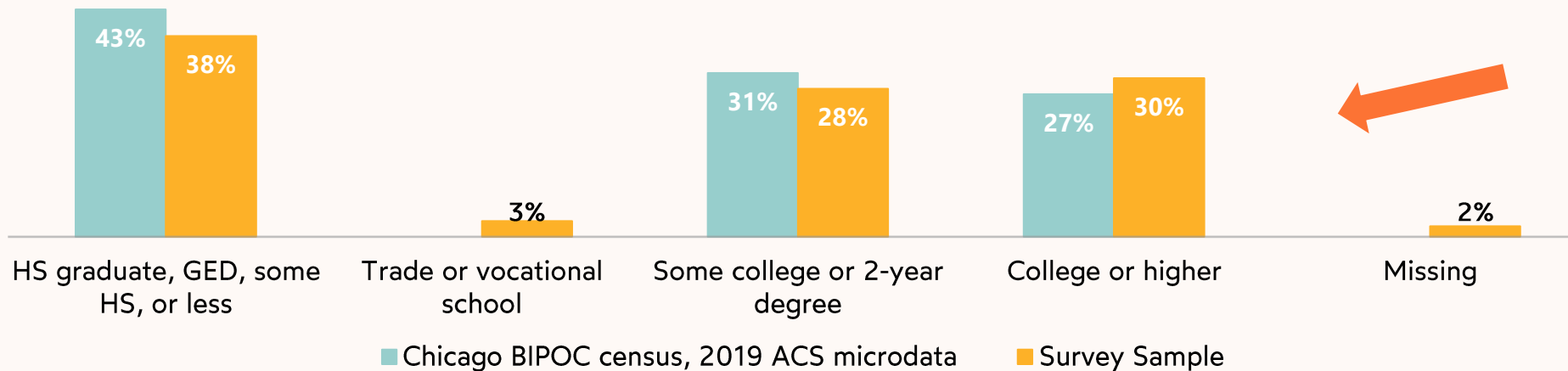


*Source: Illinois Comprehensive Automated Immunization Registry Exchange (I-CARE), U.S. Census Bureau American Community Survey one-year estimate for 2019.

Survey respondent demographics vs. Chicago city BIPOC demographics

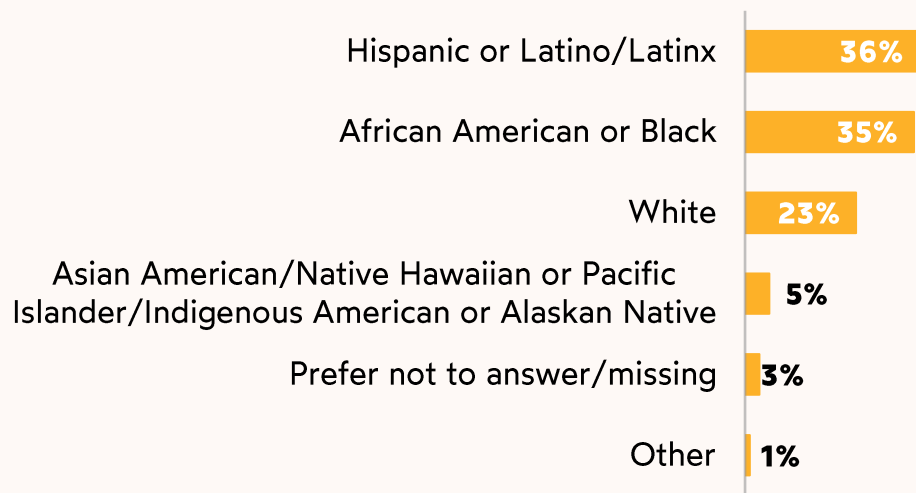
From November & December data

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

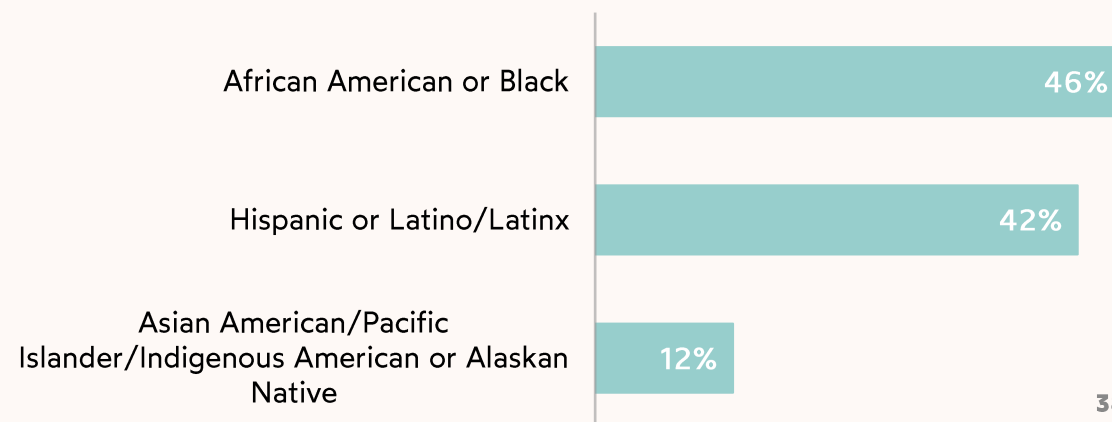


Survey respondents had similar education levels as the overall Chicago BIPOC population.

Survey Sample race/ethnicity (n = 336)



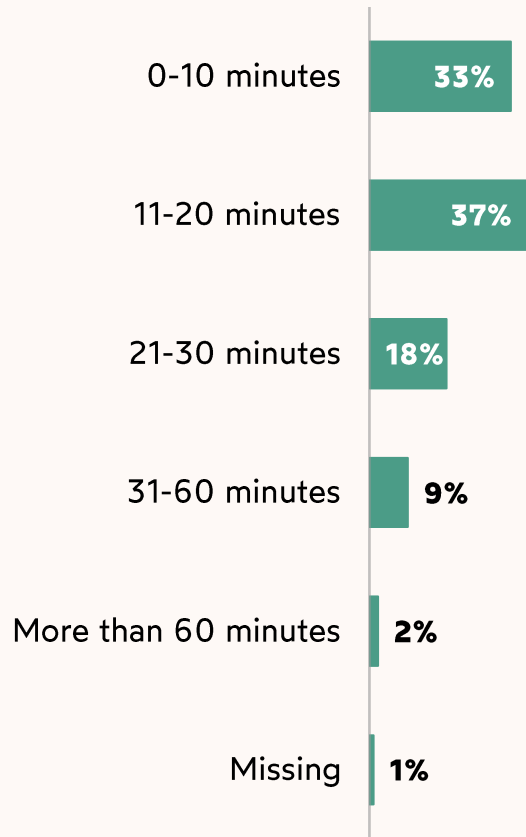
Chicago BIPOC census, 2019 ACS microdata BIPOC race/ethnicity



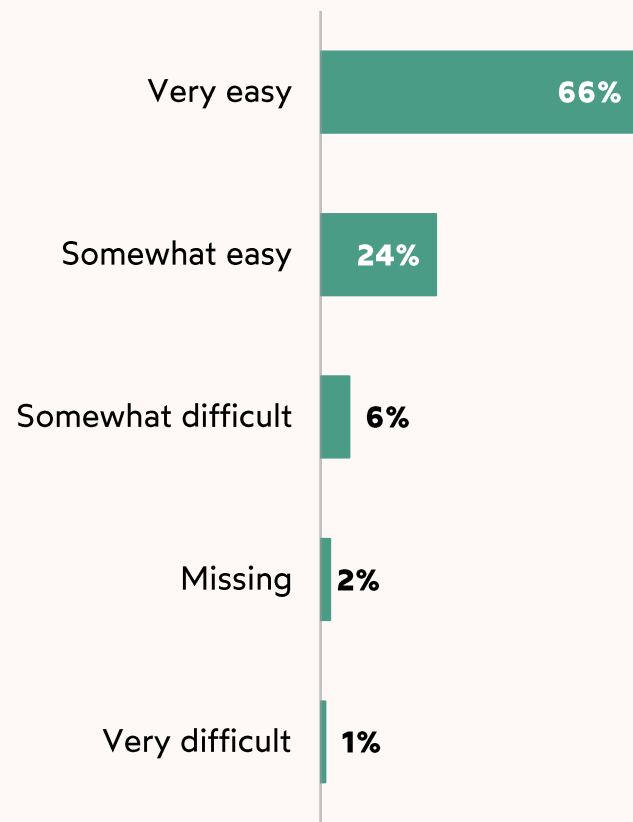
Among vaccinated respondents (n = 285)

From November & December data

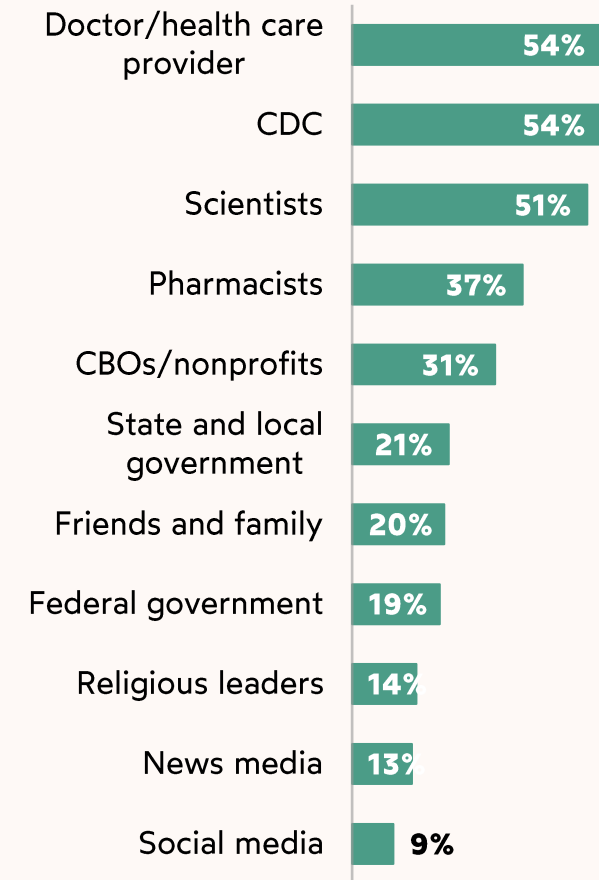
Time taken to get vaccinated



Ease of getting an appointment



Trusted messengers

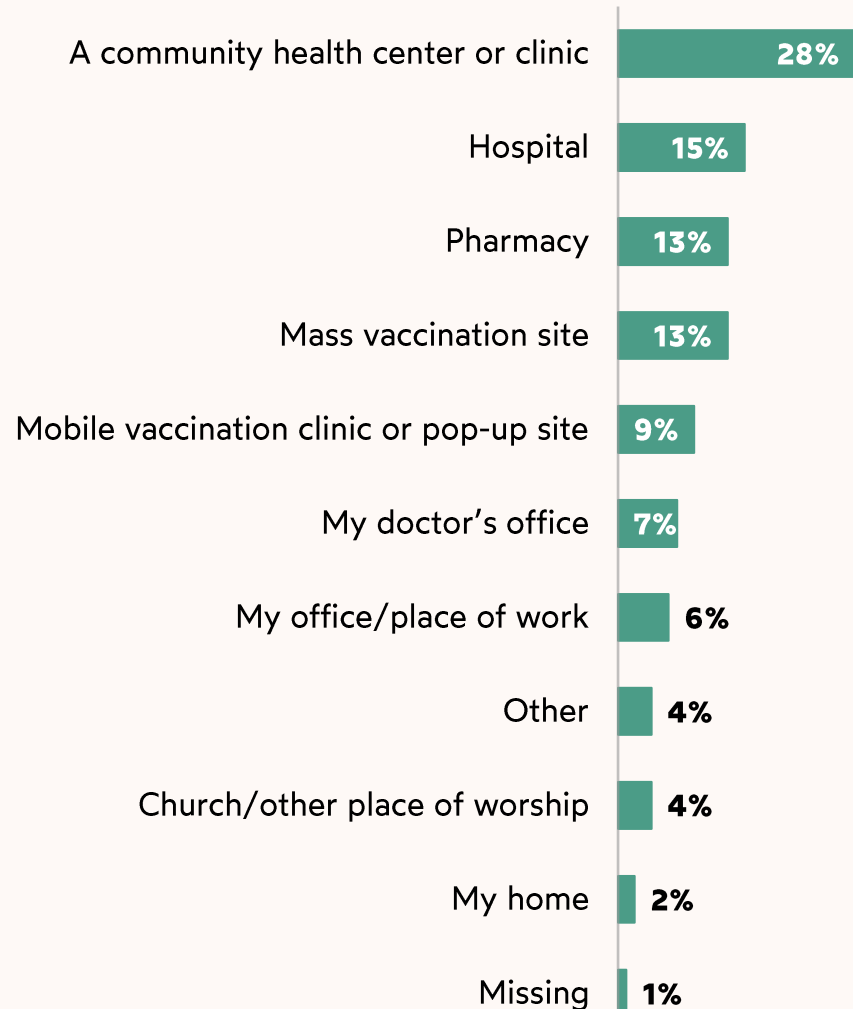


*Survey questions 3b, 4, and 8

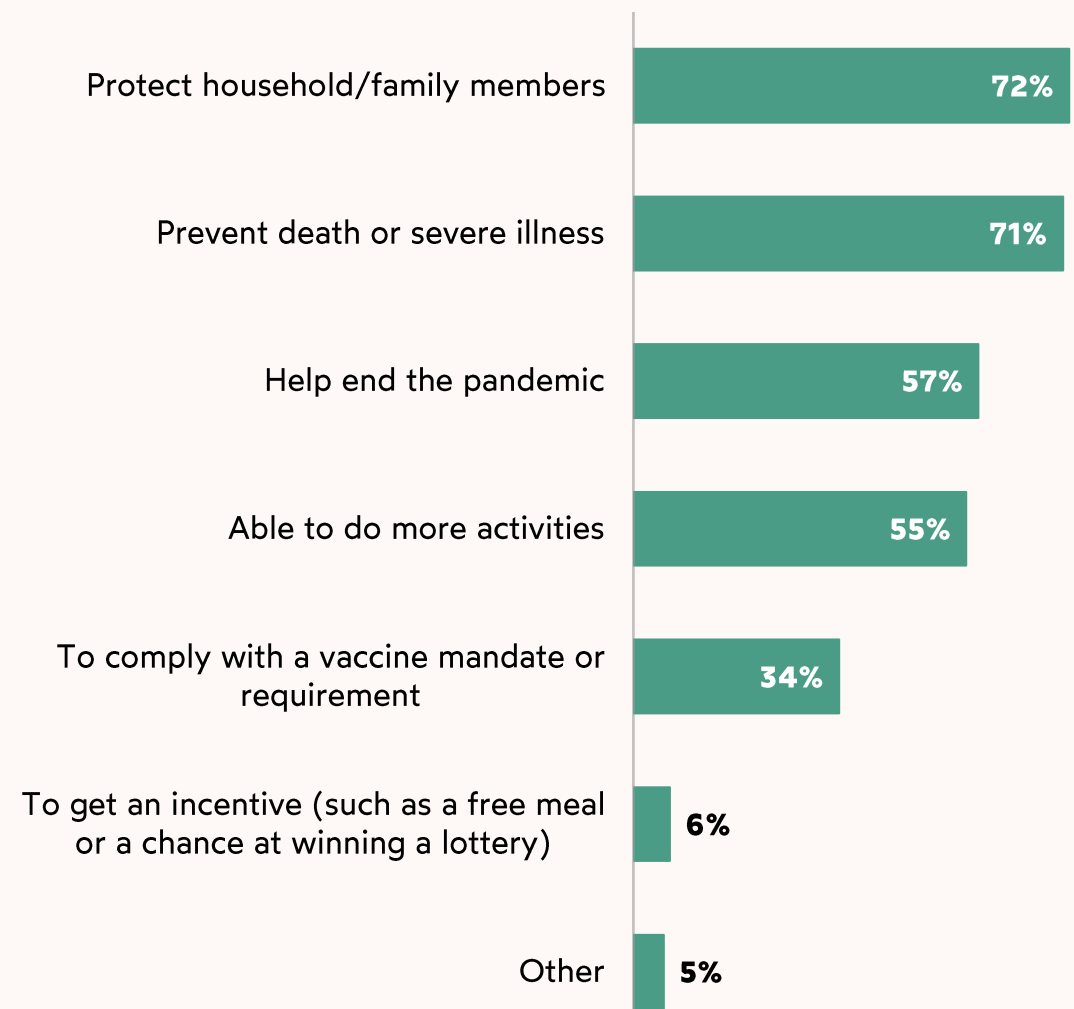
Among vaccinated respondents (*n* = 285)

From November & December data

Location of vaccination site



Reason for becoming vaccinated

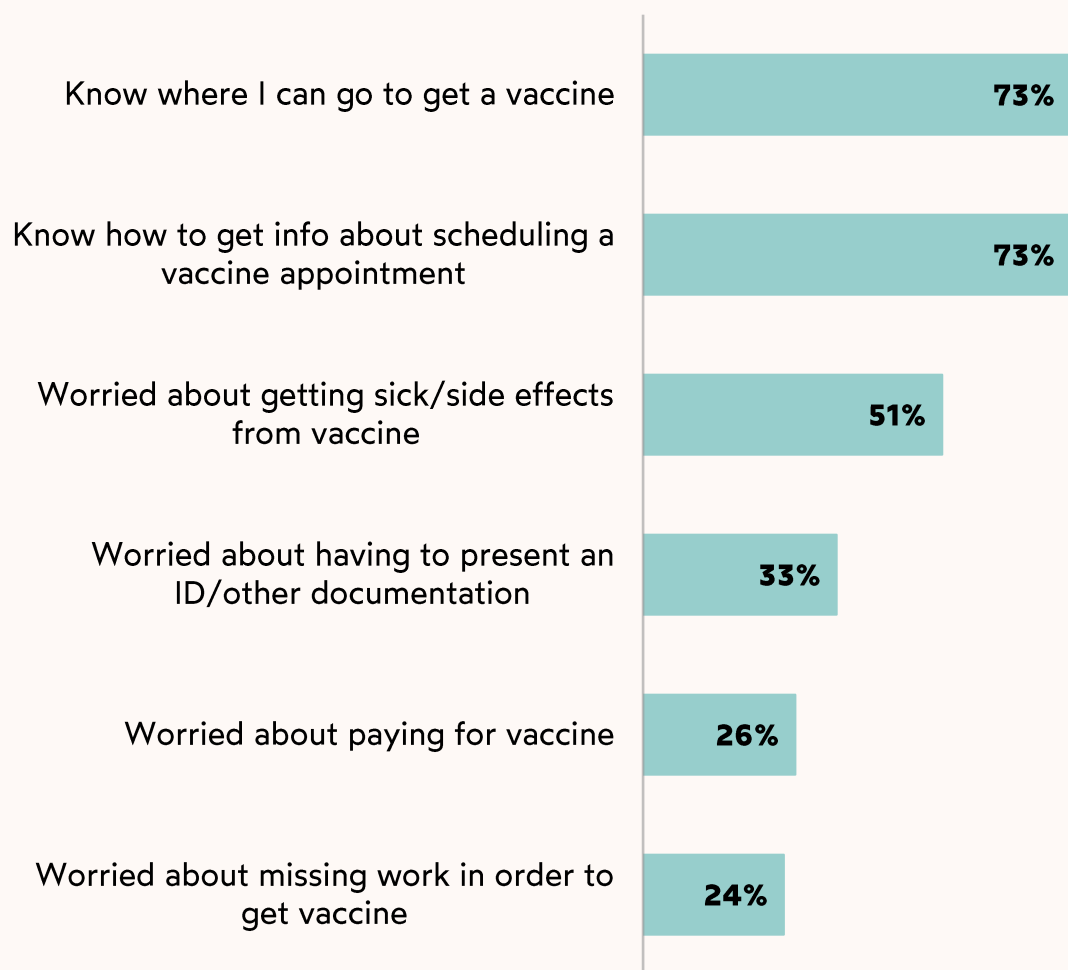


*Survey questions 3 and 5

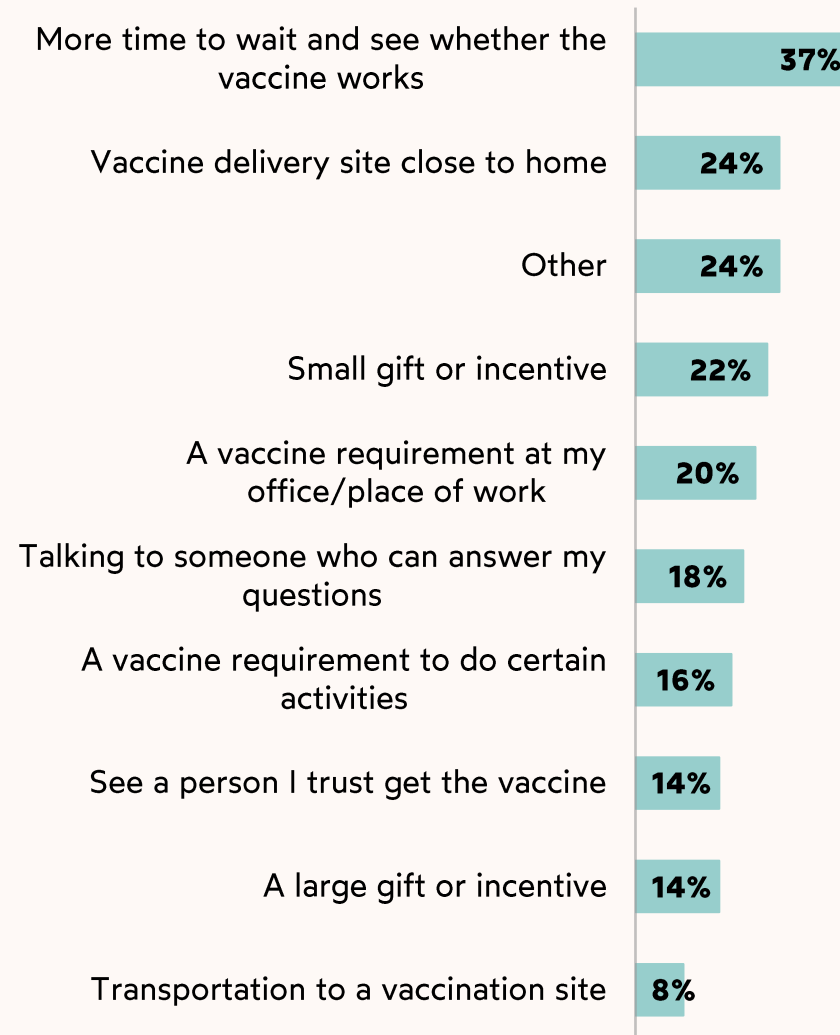
Among unvaccinated respondents (*n* = 51)

From November & December data

Barriers/Enablers



Motivators

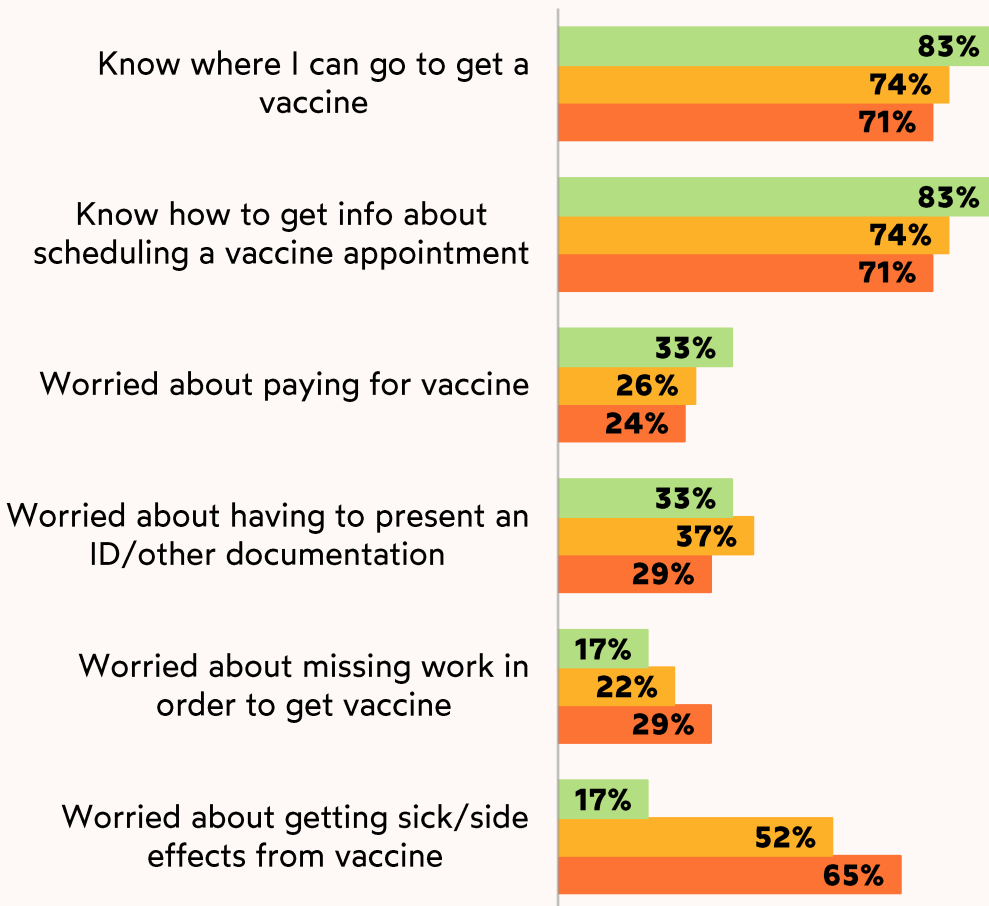


*Survey questions 6b, 7, and 8

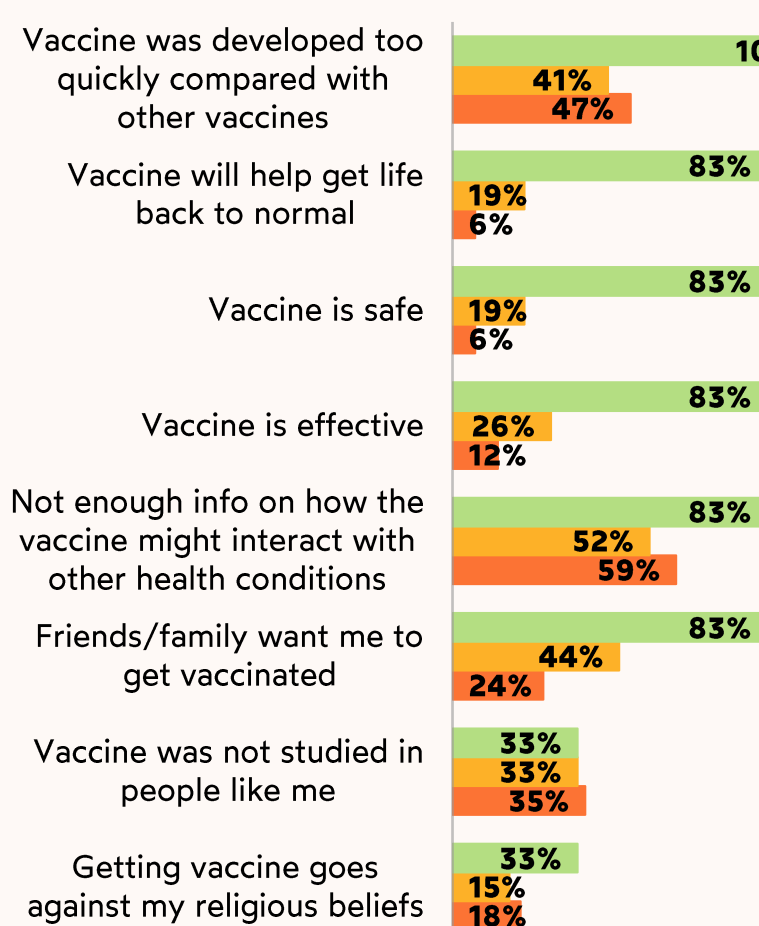
Types of unvaccinated respondents (n = 29)

From November & December data

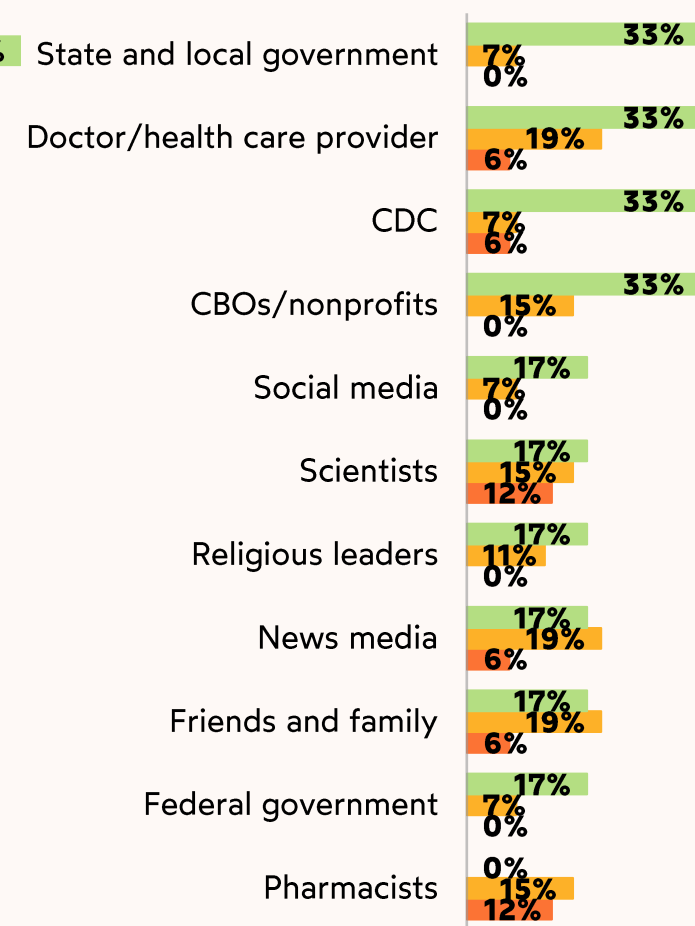
Barriers/Enablers



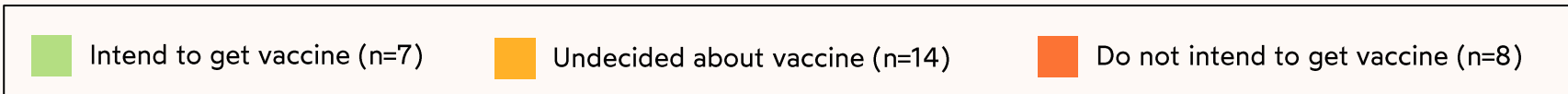
Beliefs



Trusted messengers



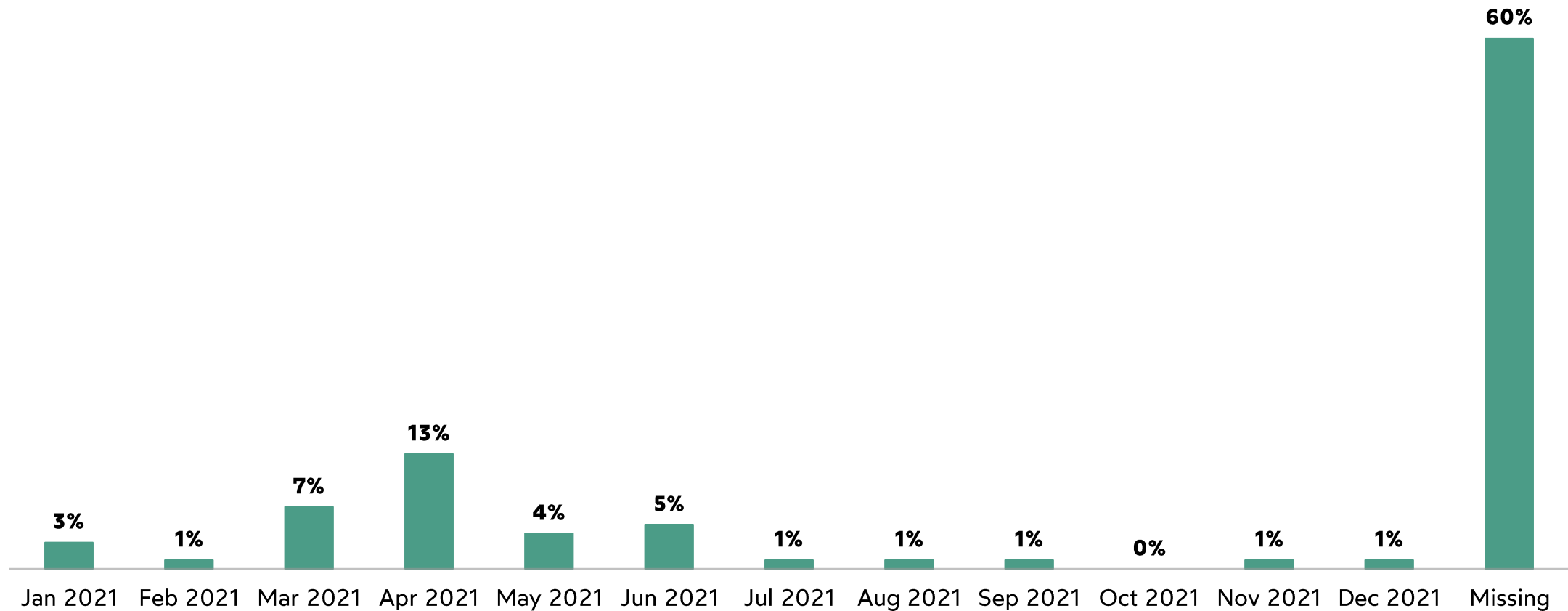
*Survey questions 6b, 7, and 8



From November & December data

Among vaccinated respondents (*n* = 143)

Month respondent received their first Covid-19 vaccine



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

Monthly goal: 150 responses

Methodology

The main partner leading this effort is
Houston in Action.



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

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.

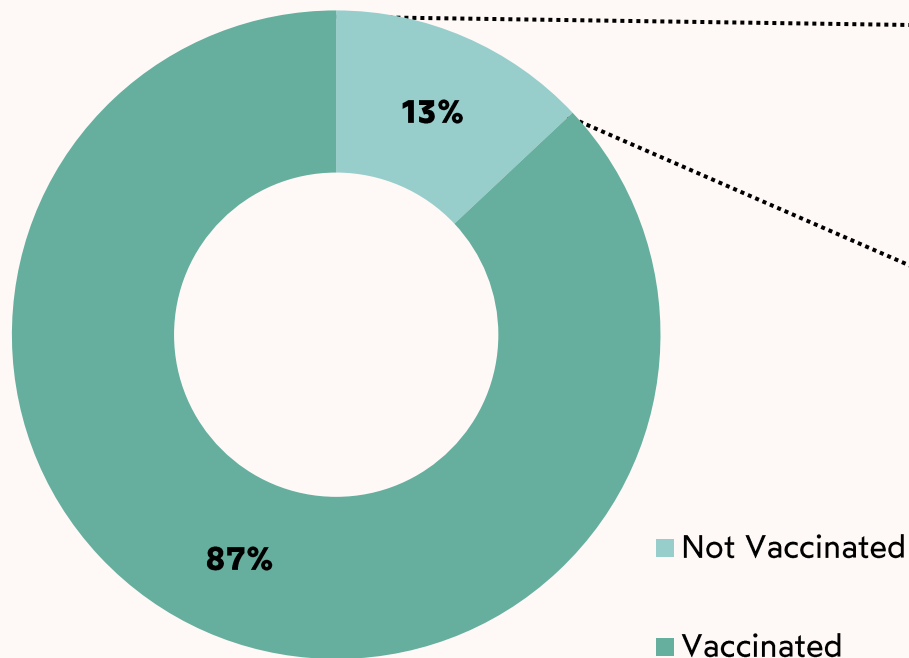
TTB is a canvassing and outreach organization that reaches out to Houston residents to encourage political and civic engagement.

From November data

Vaccination status and intention (n = 274)

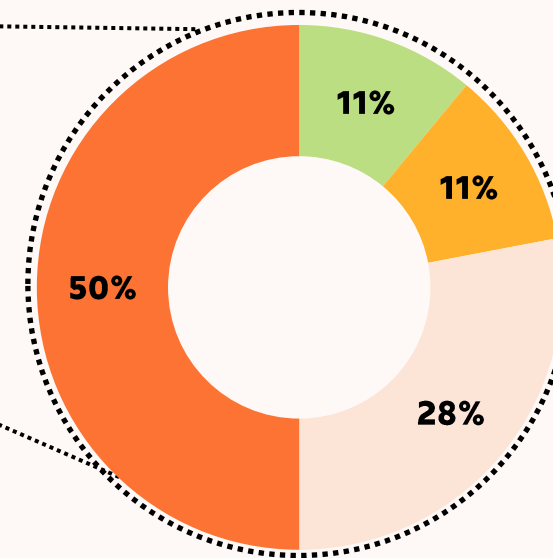
Most of the surveyed population is **vaccinated (87%)**. Among the respondents who are not yet vaccinated, **11% intend to get the vaccine, 39% are undecided, and 50% do not intend to get the vaccine.**

Surveyed population in Houston



Among the 13% who are not vaccinated

Half of unvaccinated respondents do not want to get the vaccine.



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

Undecided

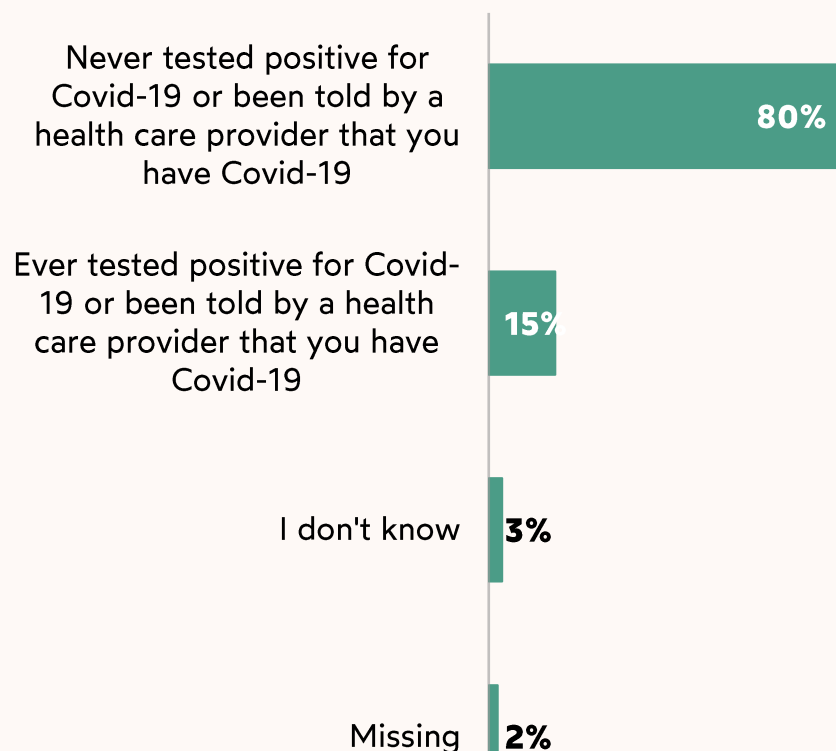
*Survey questions 2, 2a and 6.

From November data

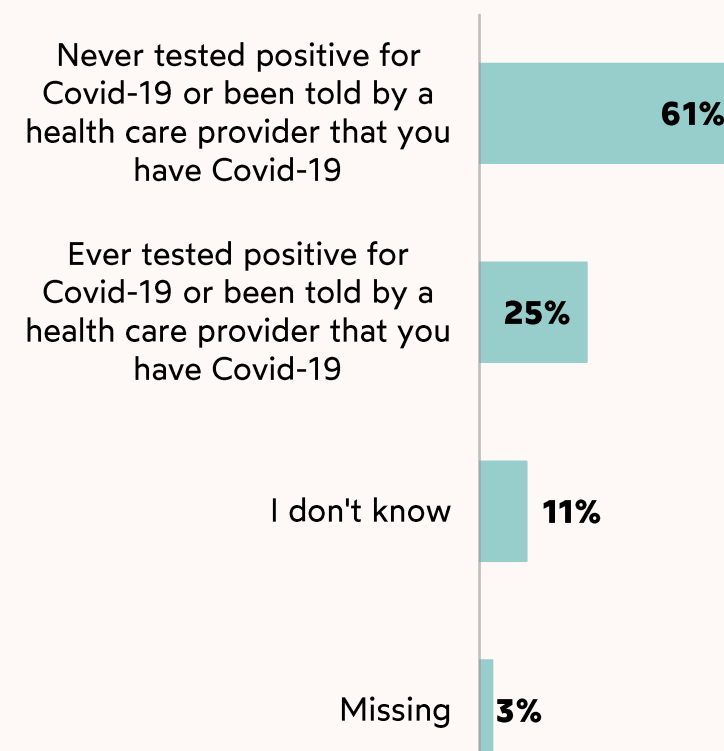
Respondents' personal experience with Covid-19 ($n = 274$)

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)



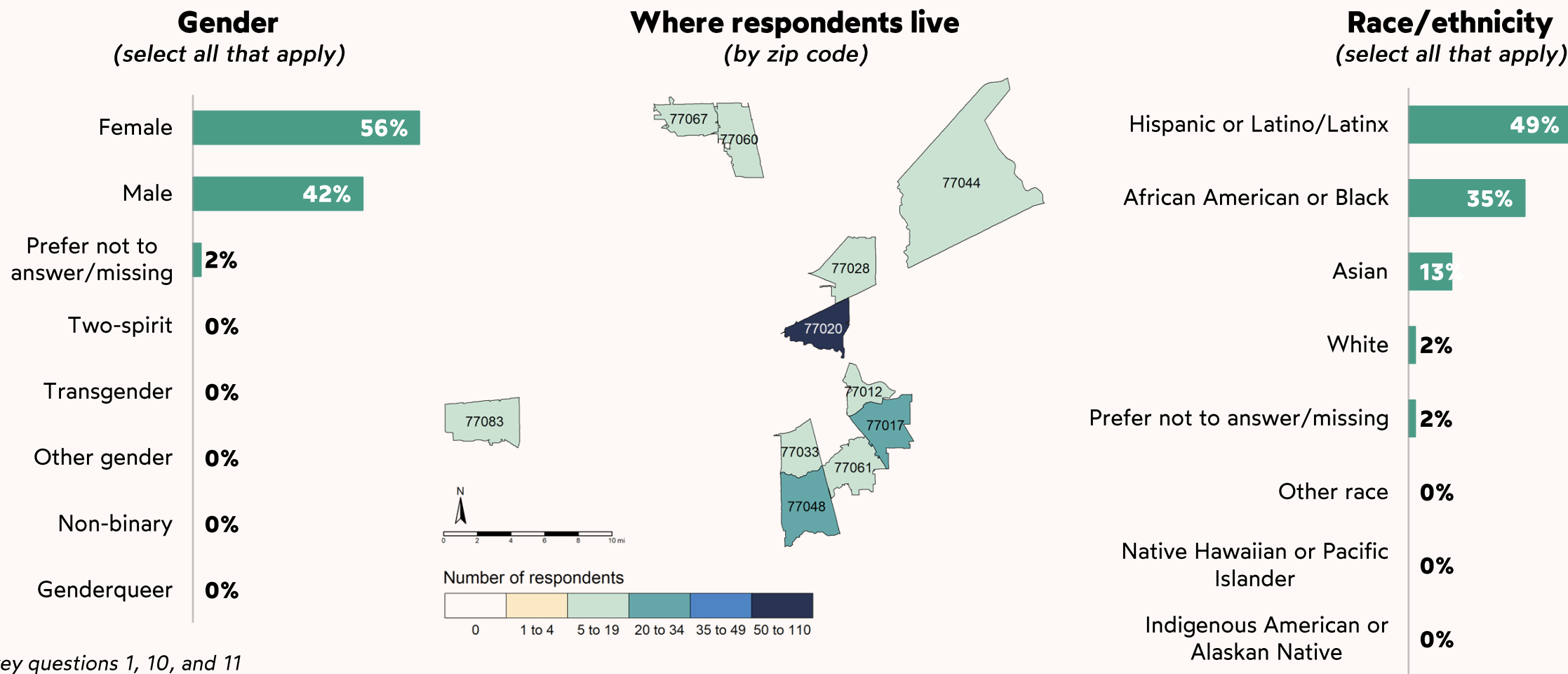
UNVACCINATED (n= 36)



Who are the vaccinated respondents? (n = 238)

From November data

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



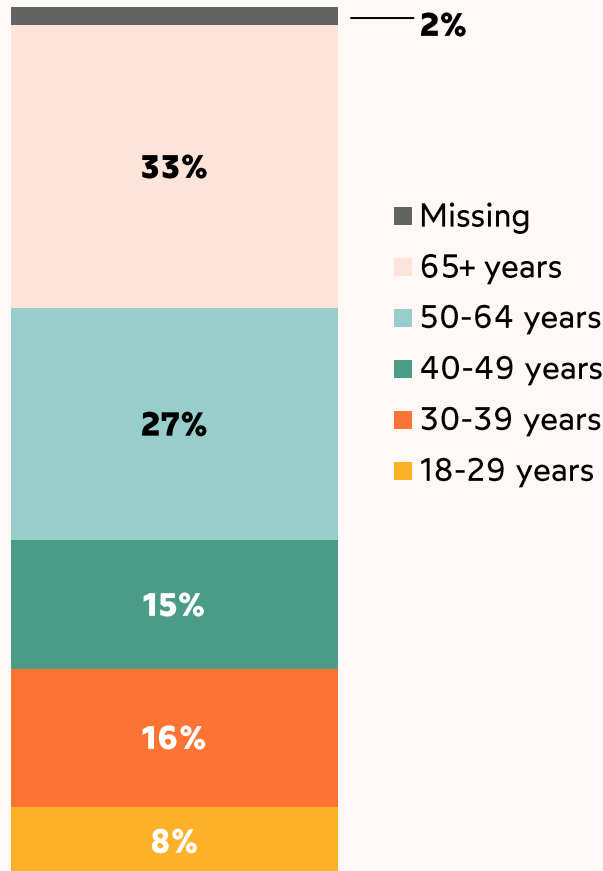
*Survey questions 1, 10, and 11

Who are the vaccinated respondents? (n = 238)

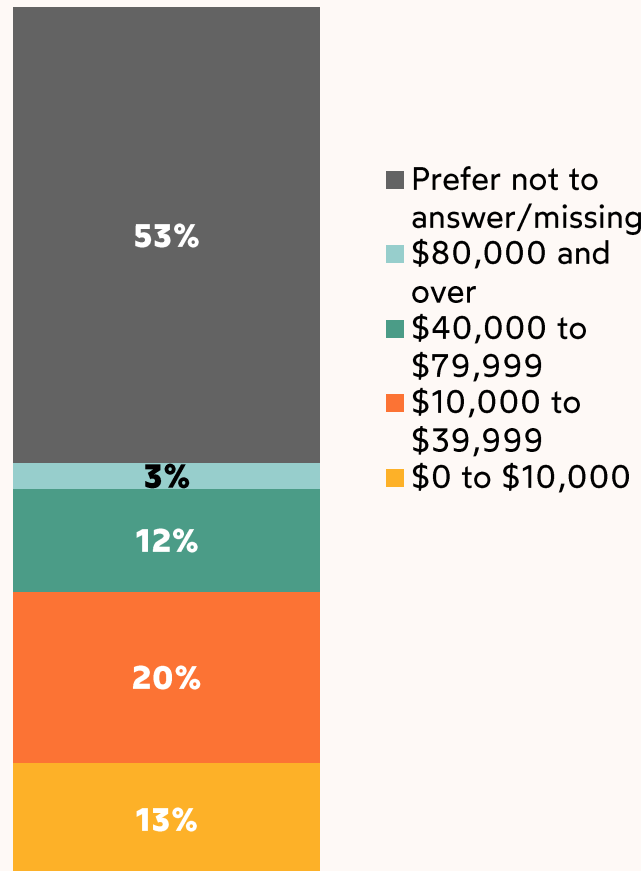
From November data

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%).****

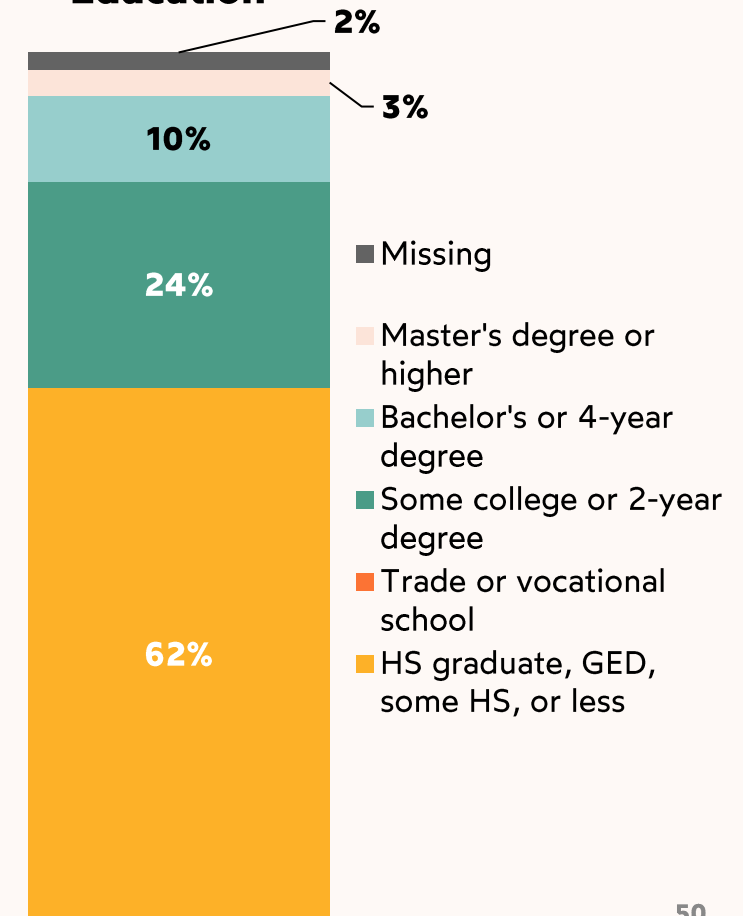
Age



Income



Education



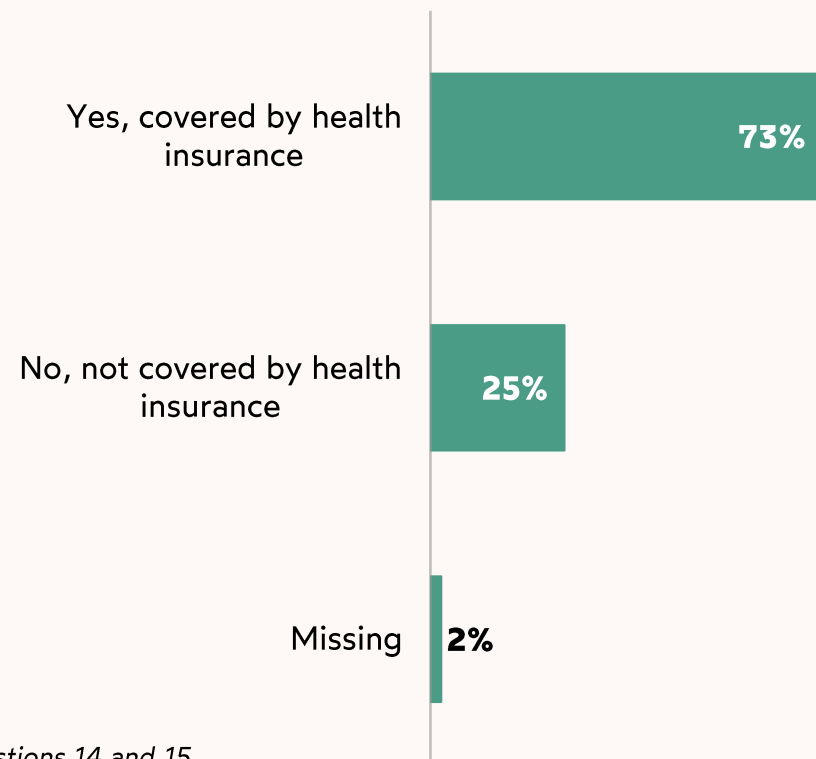
*Survey questions 9a, 12, and 13; **High percentage of missing income responses make it difficult to describe the typical income of a vaccinated respondent accurately in this wave.

From November data

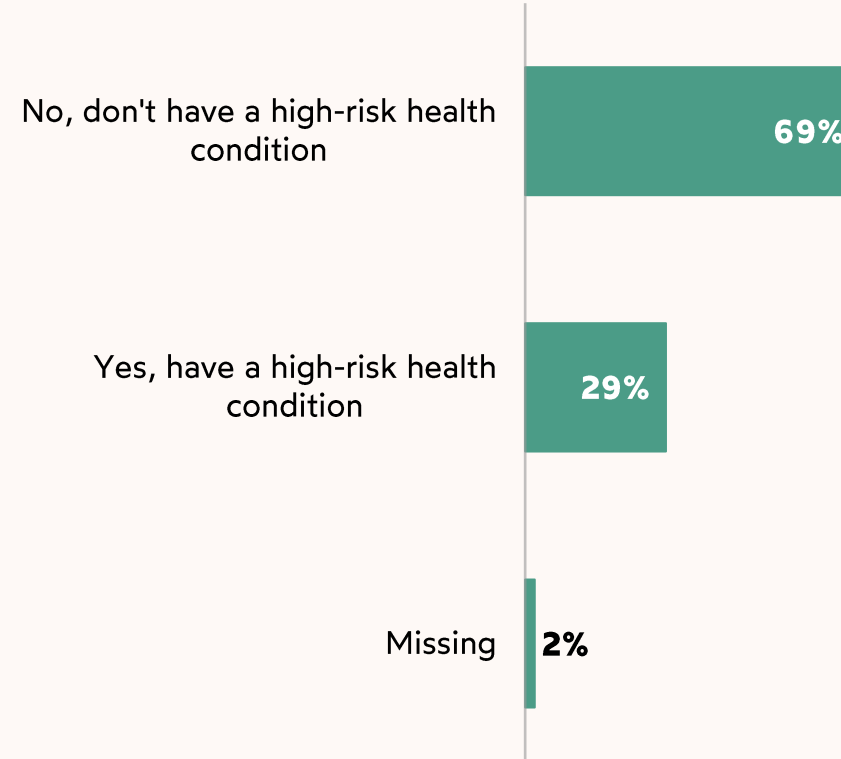
Who are the vaccinated respondents? ($n = 238$)

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



High-risk medical conditions**



*Survey questions 14 and 15

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

From November data

Among vaccinated respondents (n = 238)

ACCESS



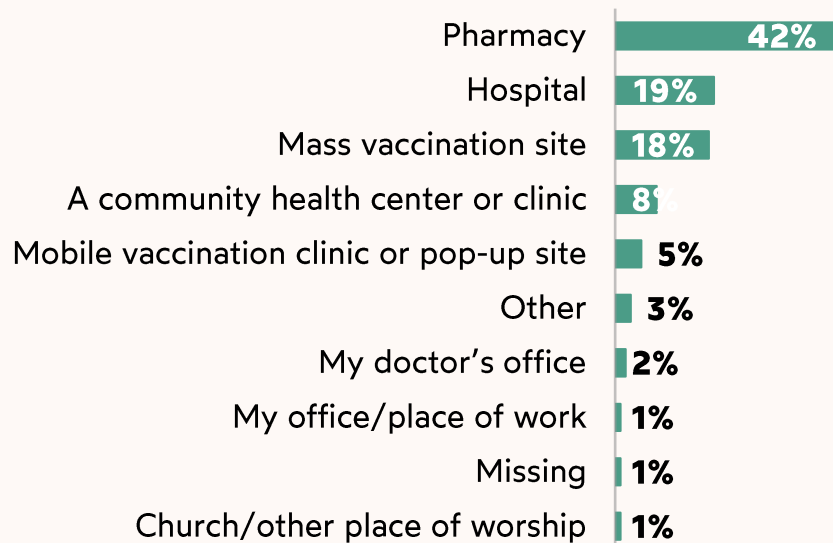
Almost **two-thirds** of respondents said it took **20 minutes or fewer (63%)** to get to the location where they received the vaccine.



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%)**.



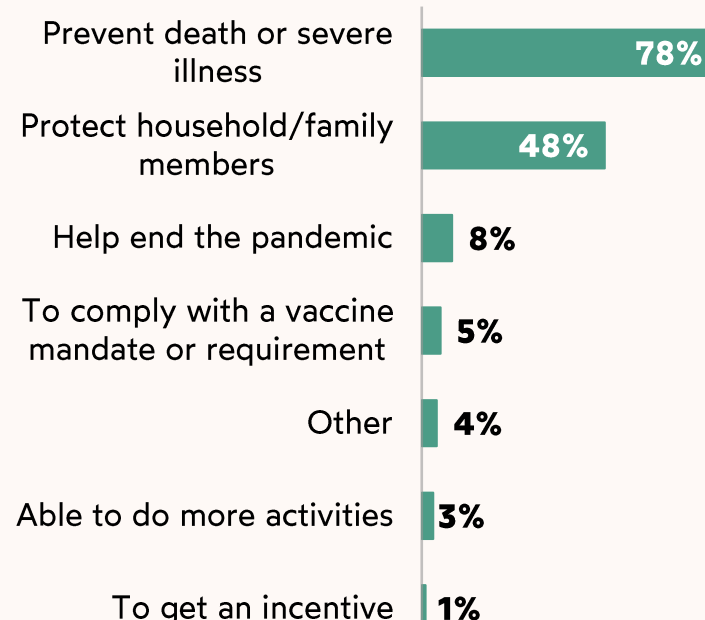
MESSENGERS AND MOTIVATORS



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%)**.



*Survey questions 3, 3b, and 4

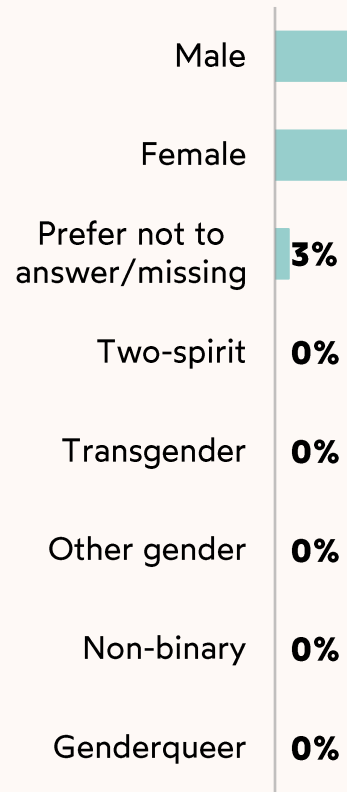
*Survey questions 5 and 8

From November data

Who are the unvaccinated respondents? (n = 36)

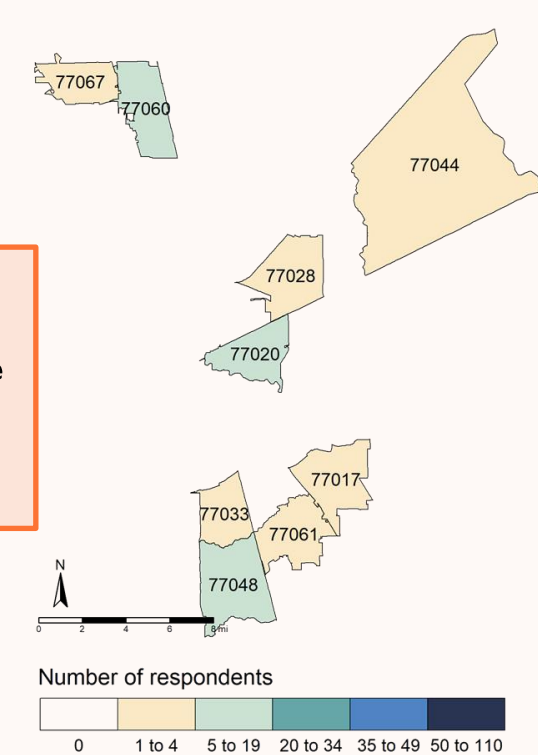
Over half of unvaccinated respondents were **male (58%)**, over half were **Hispanic or Latino/Latinx (58%)**, and many respondents were spread across **zip codes 77060, 77020, and 77048**.

Gender
(select all that apply)

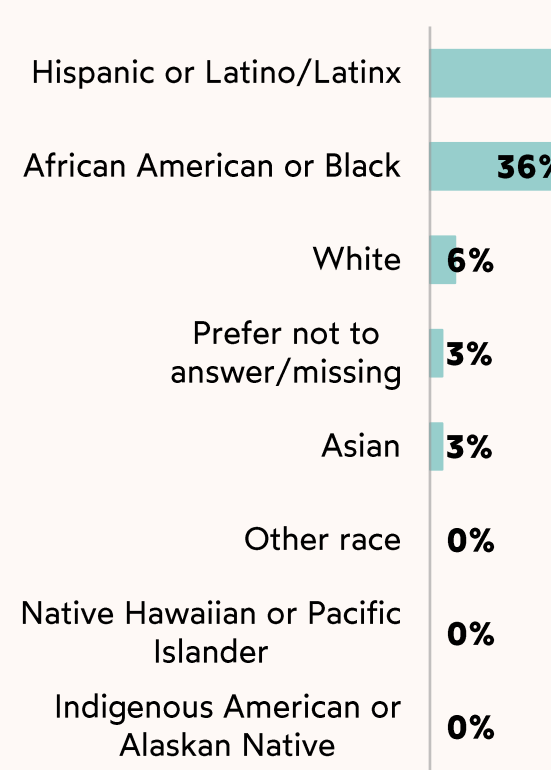


A larger share of unvaccinated respondents relative to vaccinated respondents were male (58% vs 42%)

Where respondents live
(by zip code)



Race/ethnicity
(select all that apply)



A larger share of unvaccinated respondents relative to vaccinated respondents were Hispanic or Latino/Latinx (58% vs 49%).

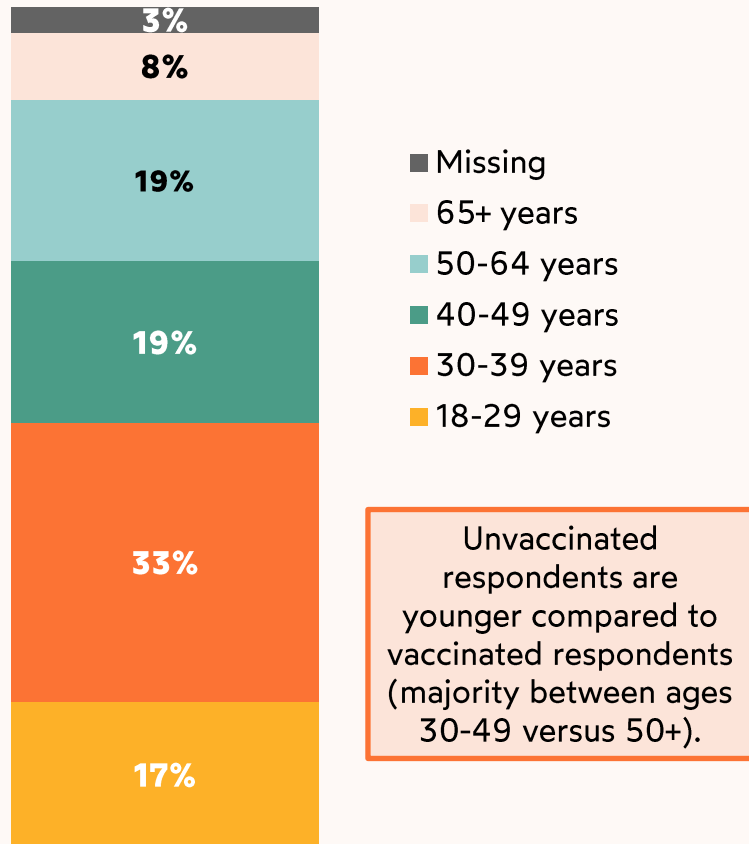
*Survey questions 1, 10, and 11

From November data

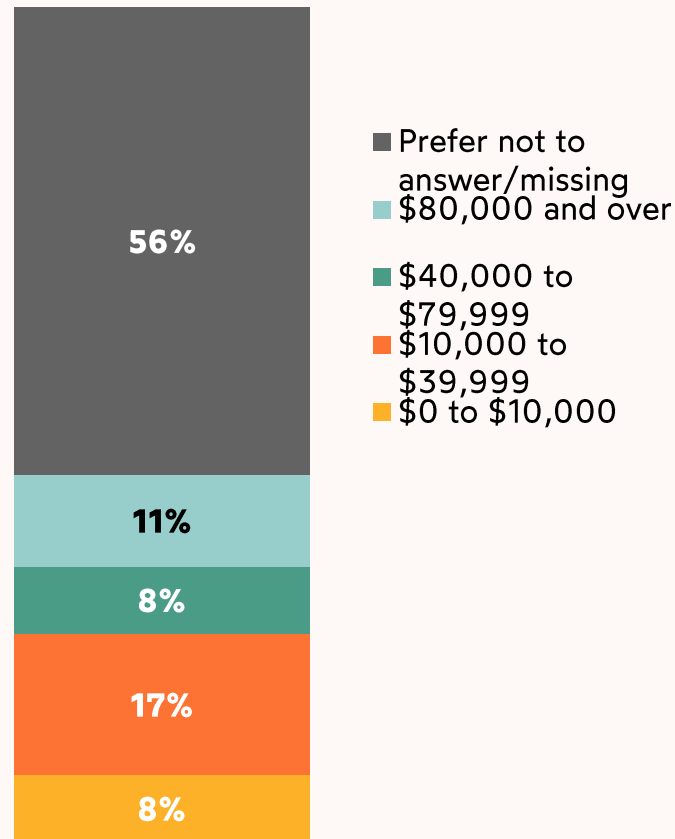
Who are the unvaccinated respondents? (n = 36)

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

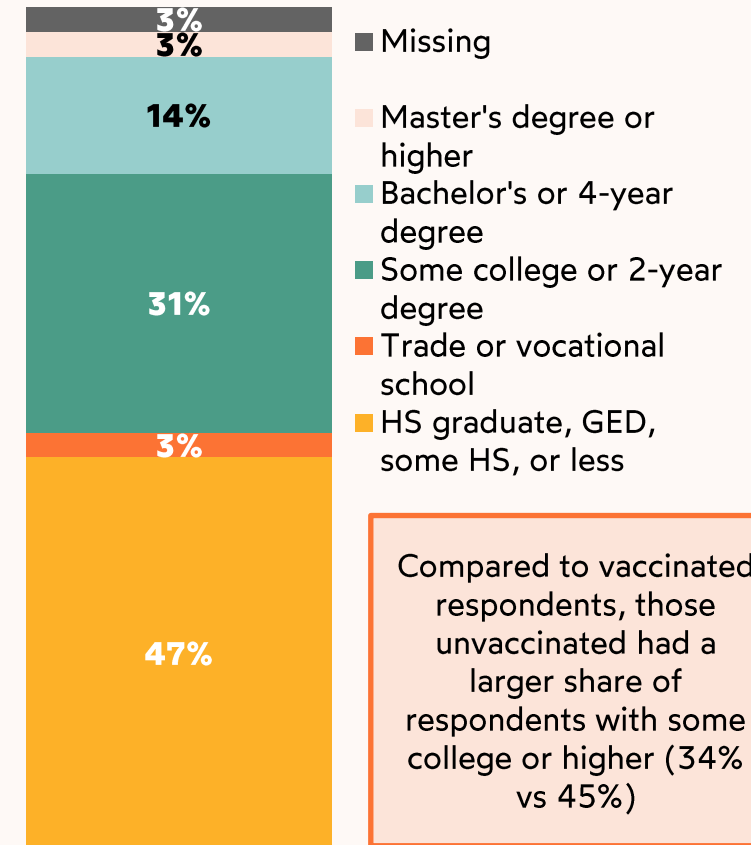
Age



Income



Education



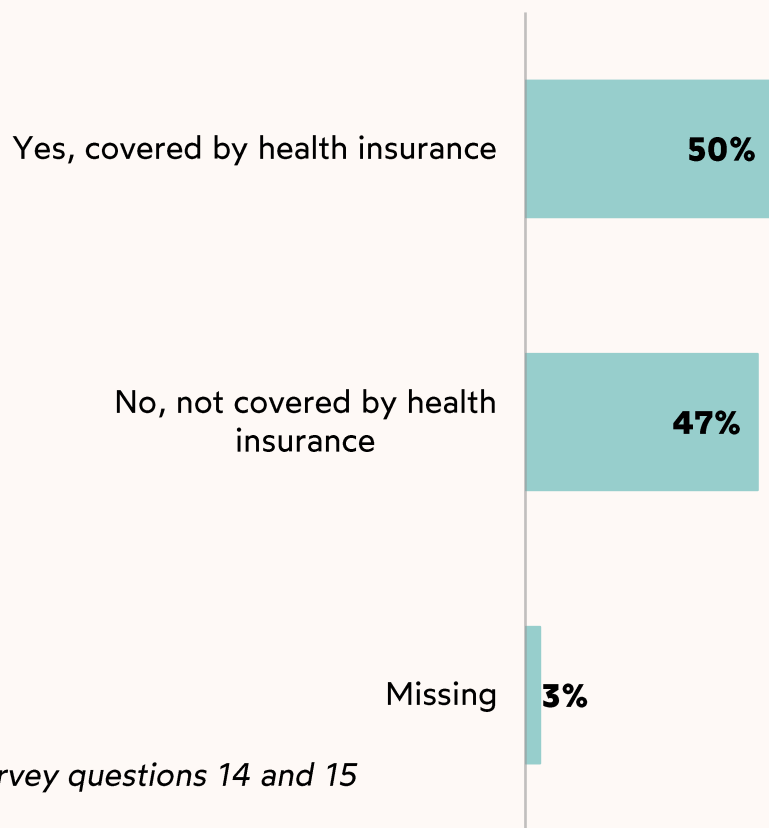
*Survey questions 9a, 12, and 13; **With such a relatively high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent in this wave.

From November data

Who are the unvaccinated respondents? (n = 36)

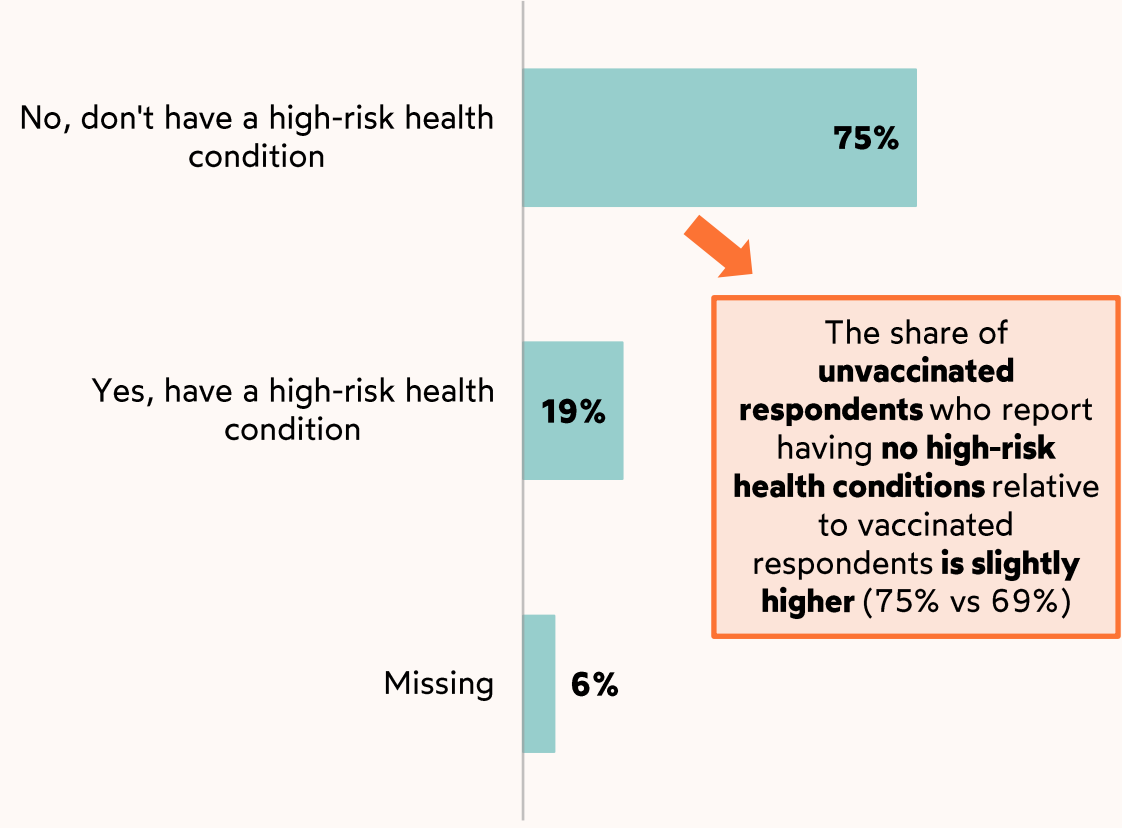
Half of unvaccinated respondents were covered by **health insurance (50%)** and **three-quarters** of unvaccinated respondents **did not report having any high-risk health conditions (75%)**.

Health insurance coverage



The share of **unvaccinated respondents covered by health insurance** relative to vaccinated respondents **is lower** (50% vs 73%)

High-risk medical conditions**



The share of **unvaccinated respondents** who report having **no high-risk health conditions** relative to vaccinated respondents **is slightly higher** (75% vs 69%)

*Survey questions 14 and 15

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

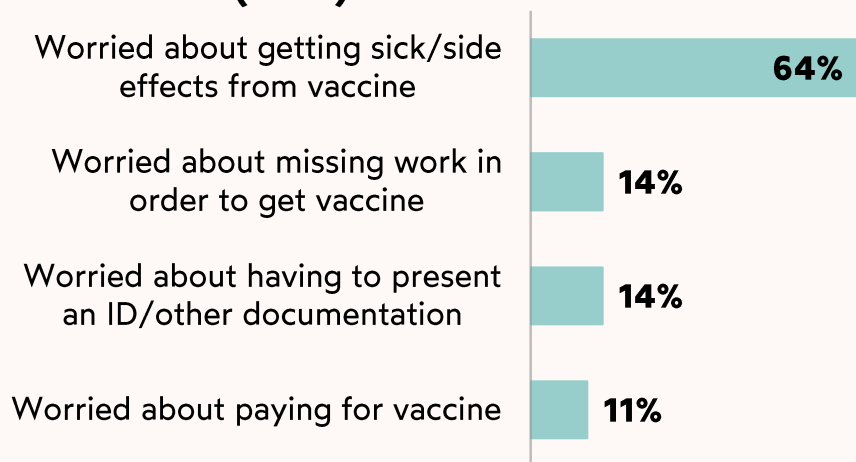
From November data

Among unvaccinated respondents (n = 36)

BARRIERS



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



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%).**

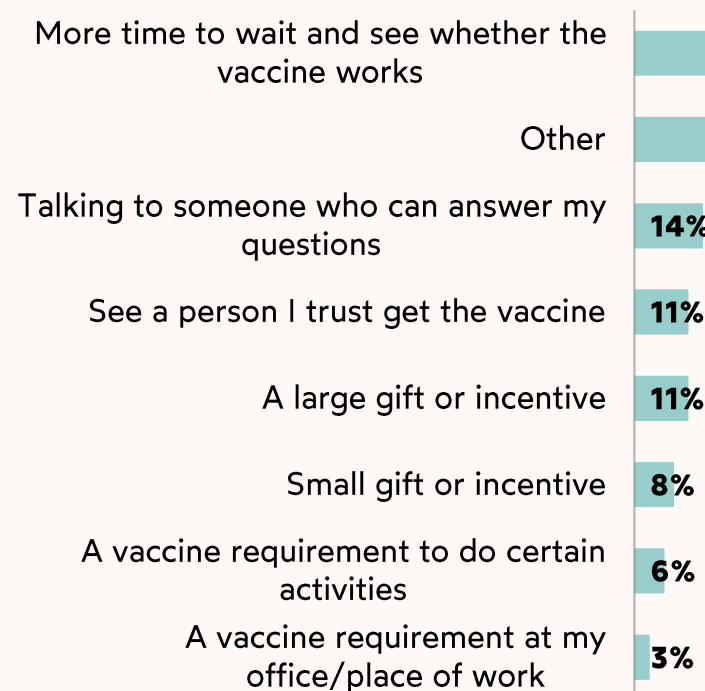
MOTIVATORS



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%).**



Other responses:
Will get it soon,
none, nothing

Among unvaccinated respondents (n = 36)

From November data

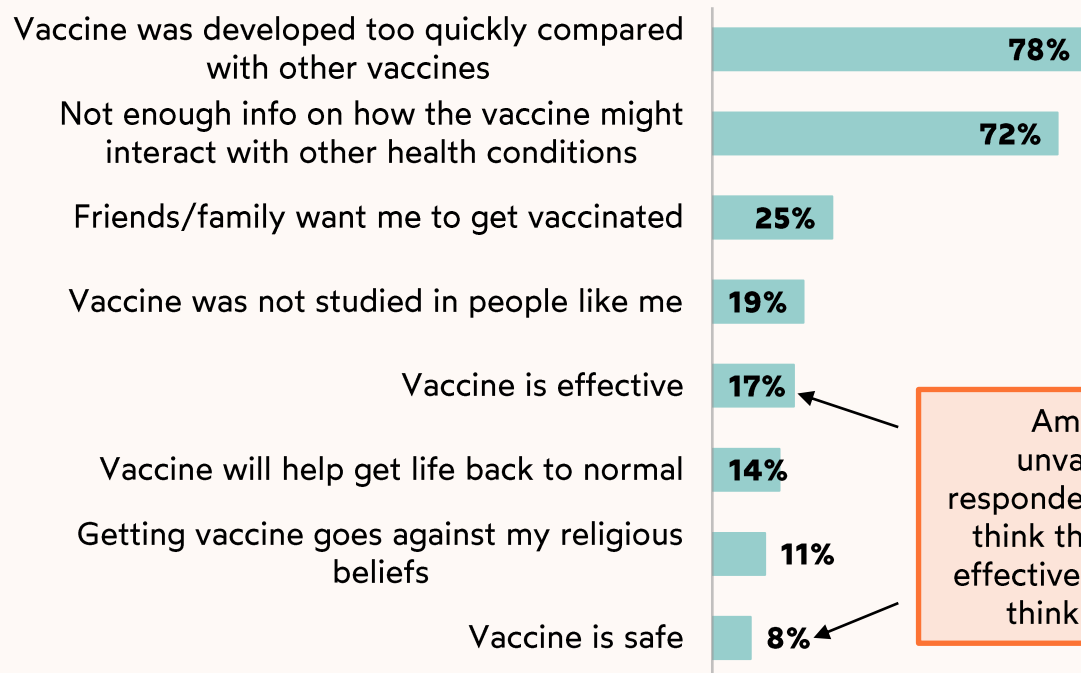
BELIEFS



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%).**

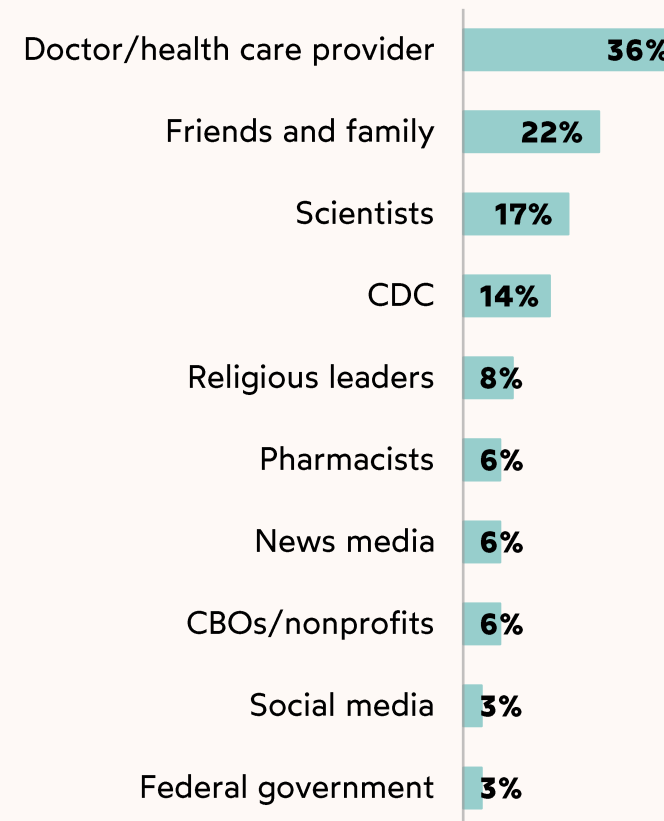


Among the unvaccinated respondents, only 17% think the vaccine is effective and only 8% think it is safe.

TRUSTED MESSENGERS



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



Vaccinated respondents had much higher trust in all messengers.

*Survey question 7

*Survey question 8

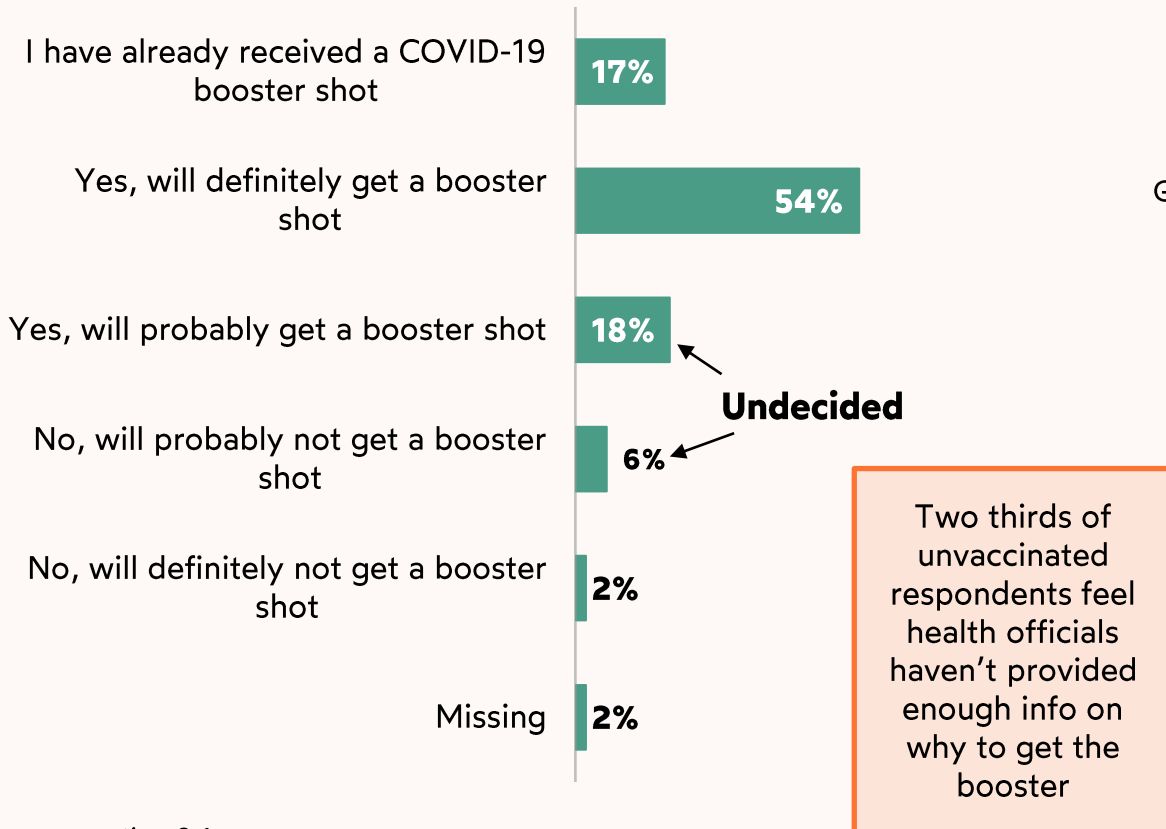
Attitude toward booster shot

From November data

VACCINATED RESPONDENTS (n= 238)



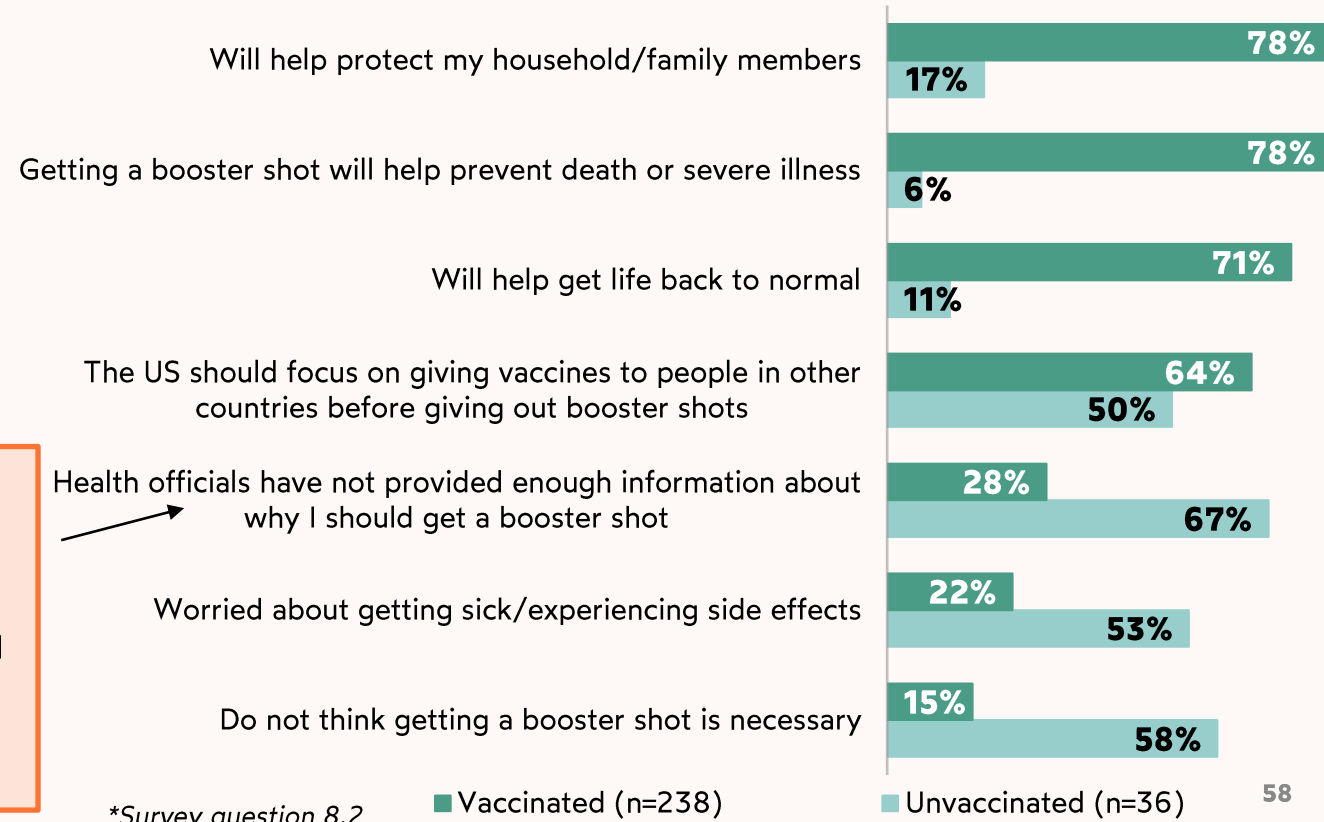
The **majority** of vaccinated respondents **intend on getting a booster shot (54%)** or **have already gotten one (17%)**, and almost a quarter of respondents are **undecided (24%)**.



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.



*Survey question 8.1

*Survey question 8.2

■ Vaccinated (n=238)

■ Unvaccinated (n=36)

Summary of key findings

From November data

KEY TAKEAWAYS

VACCINATED VS UNVACCINATED*

- A larger share of vaccinated respondents were female compared to unvaccinated respondents
- A larger share of unvaccinated respondents were Hispanic or Latino/Latinx compared to vaccinated respondents
- A **smaller share** of unvaccinated respondents reported having **health insurance coverage** compared to vaccinated respondents
- A **slightly larger share** of unvaccinated respondents reported **having ever tested positive for COVID-19 or not knowing their Covid-19 status** compared to vaccinated respondents

KEY TAKEAWAYS

VACCINATED RESPONDENTS

- Are most motivated to get the vaccine to **prevent death or severe illness**
- **Trust doctors/health care providers** the most for information about the vaccine
- Have **already gotten or plan to get the booster shot**

KEY TAKEAWAYS

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**
- Are **not trusting of the listed sources of information** about the COVID-19 vaccine (all under 40%)

Potential strategies based on key findings from survey data

From November 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)

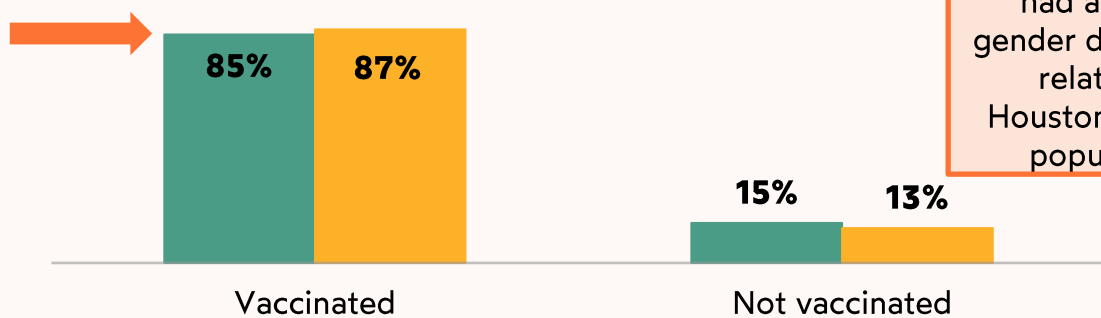
- Survey respondent demographics vs. city BIPOC demographics
- All figures for questions analyzed

From November data

Survey respondent demographics vs. Houston city BIPOC demographics

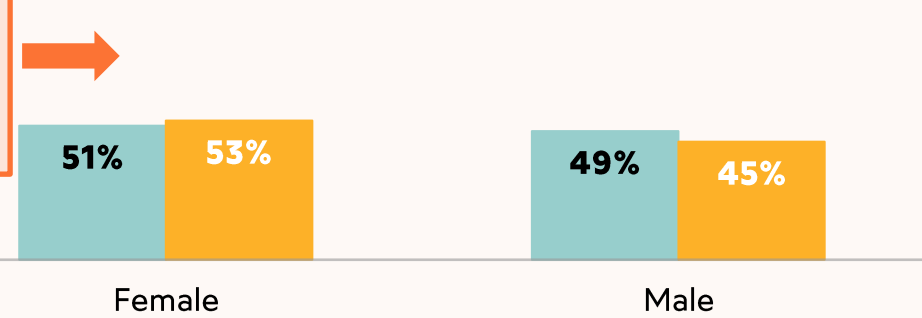
Vaccination status (at least one dose): Houston vs. Survey Sample (n = 274)

Survey sample has vaccination rates similar to Houston's population.



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

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

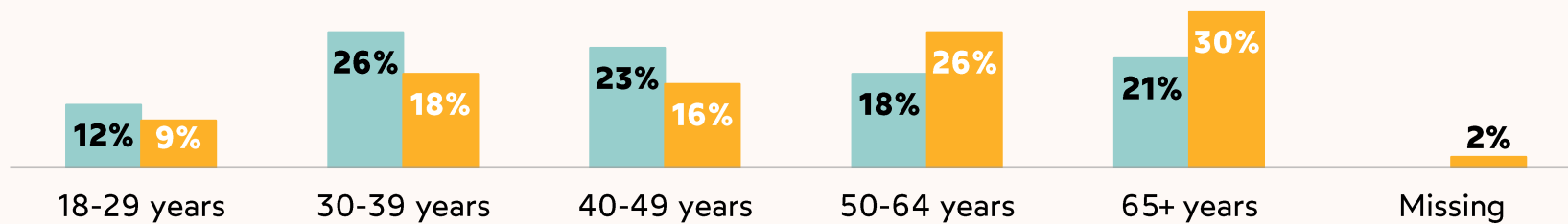


■ Harris County / City of Houston COVID-19 Data Hub ■ Survey Sample

■ Houston BIPOC census, 2019 ACS microdata ■ Survey Sample

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 = 274)



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

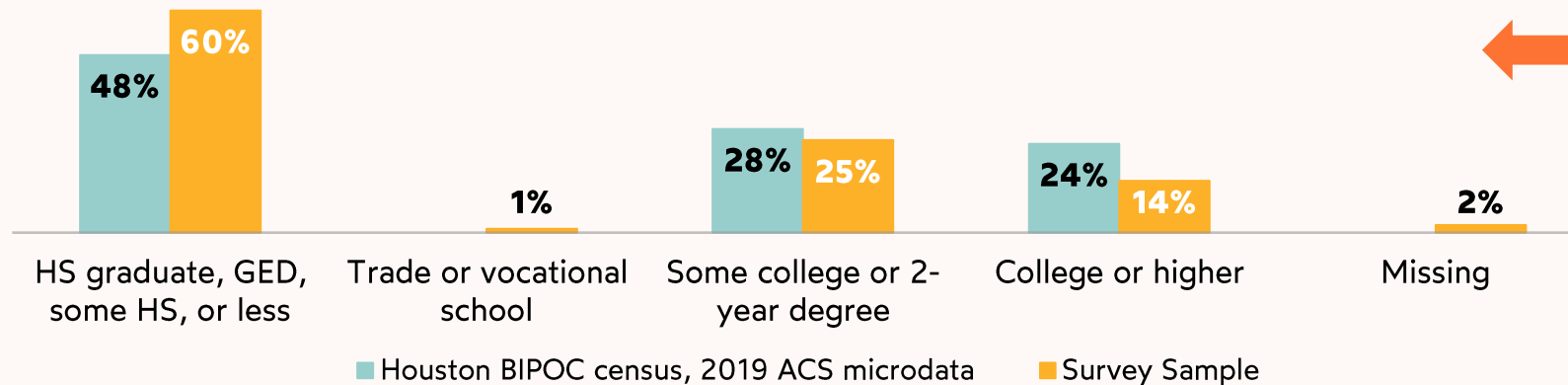
■ Houston BIPOC census, 2019 ACS microdata ■ Survey Sample

*Source: Texas Department of State Health Services.

Survey respondent demographics vs. Houston city BIPOC demographics

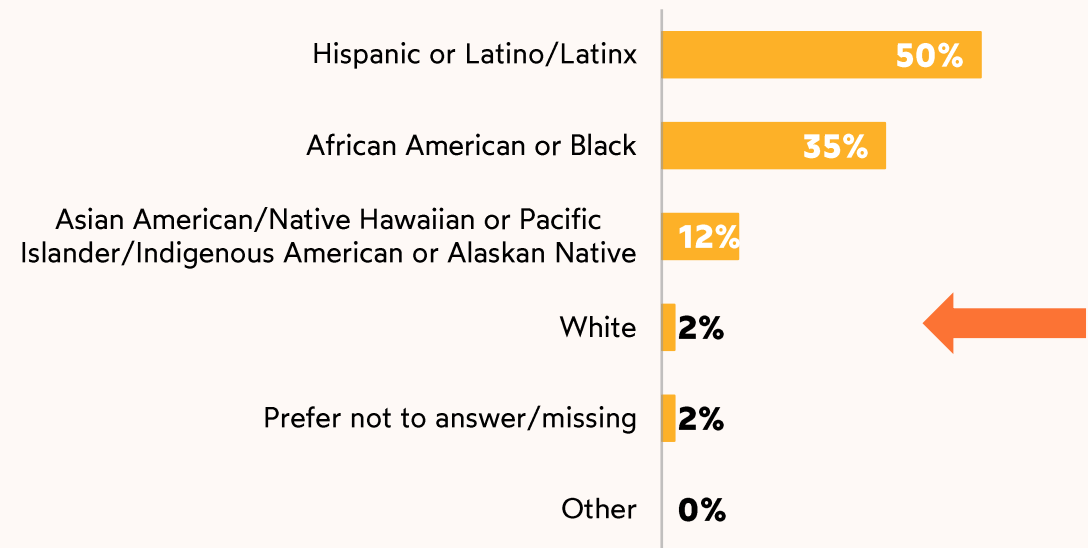
From November data

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

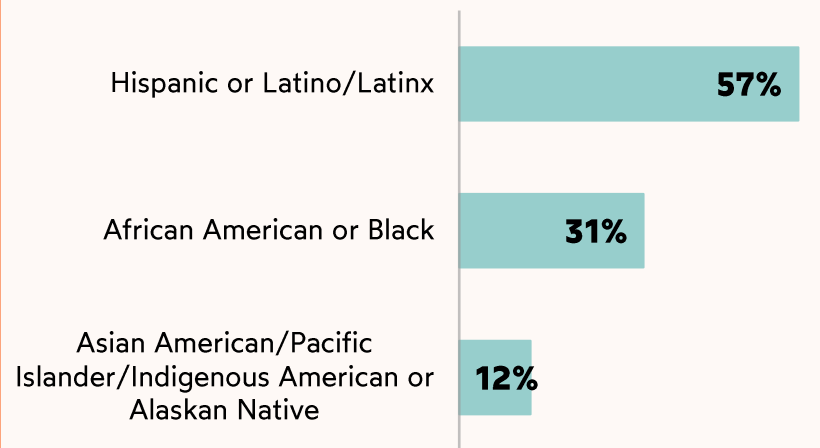


Survey respondents had lower education levels relative to Houston's BIPOC population.

Houston BIPOC census, 2019 ACS microdata BIPOC race/ethnicity



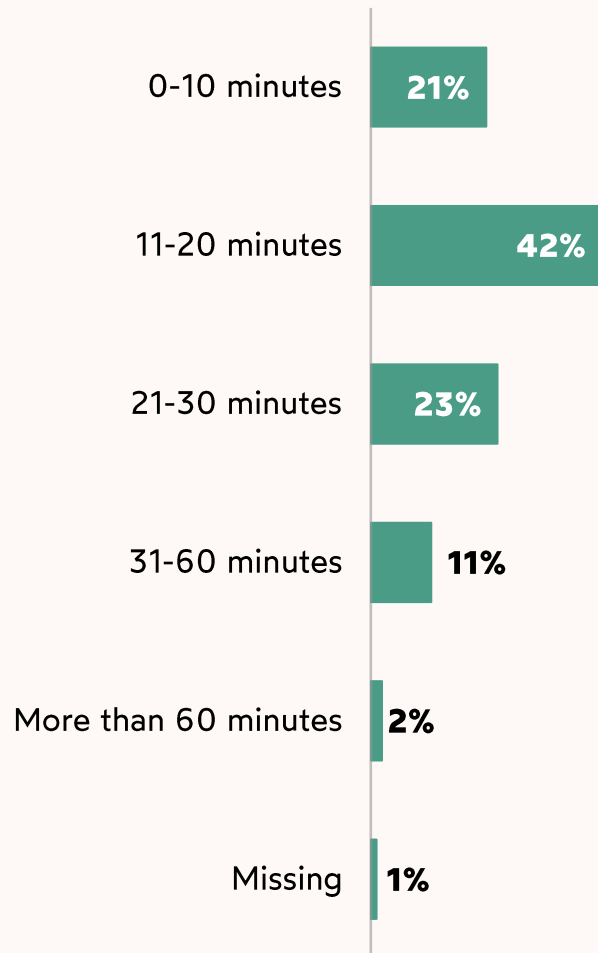
Compared with Houston's BIPOC population, survey respondents had similar shares of Asian American/Pacific Islander/Indigenous American or Alaskan Native, and slightly higher share of African American or Black, respondents



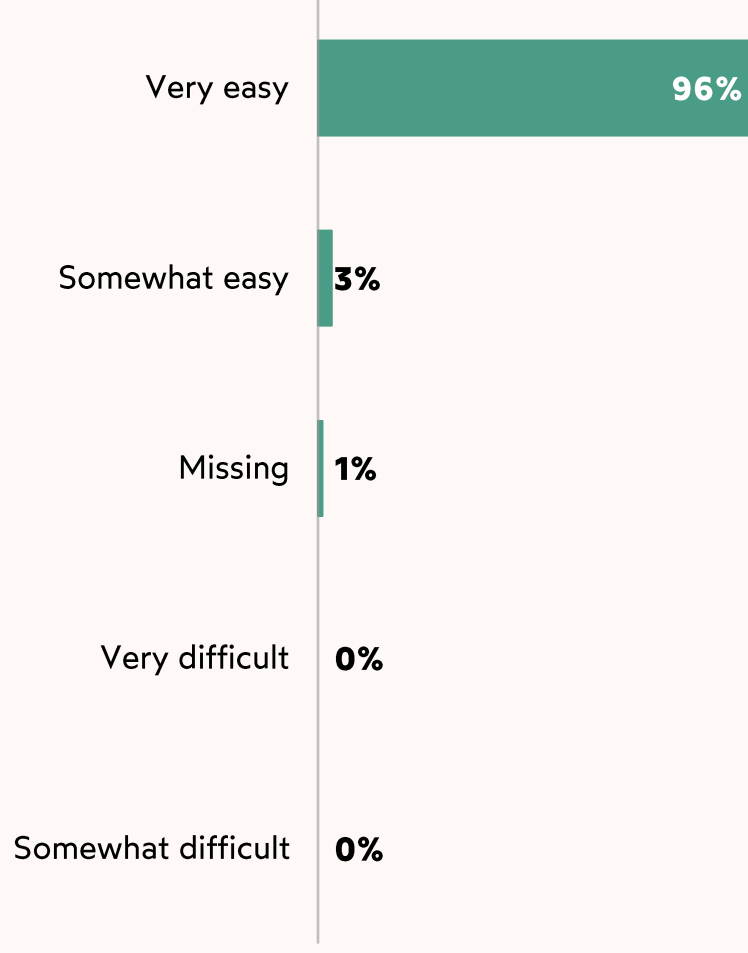
From November data

Among vaccinated respondents (n = 238)

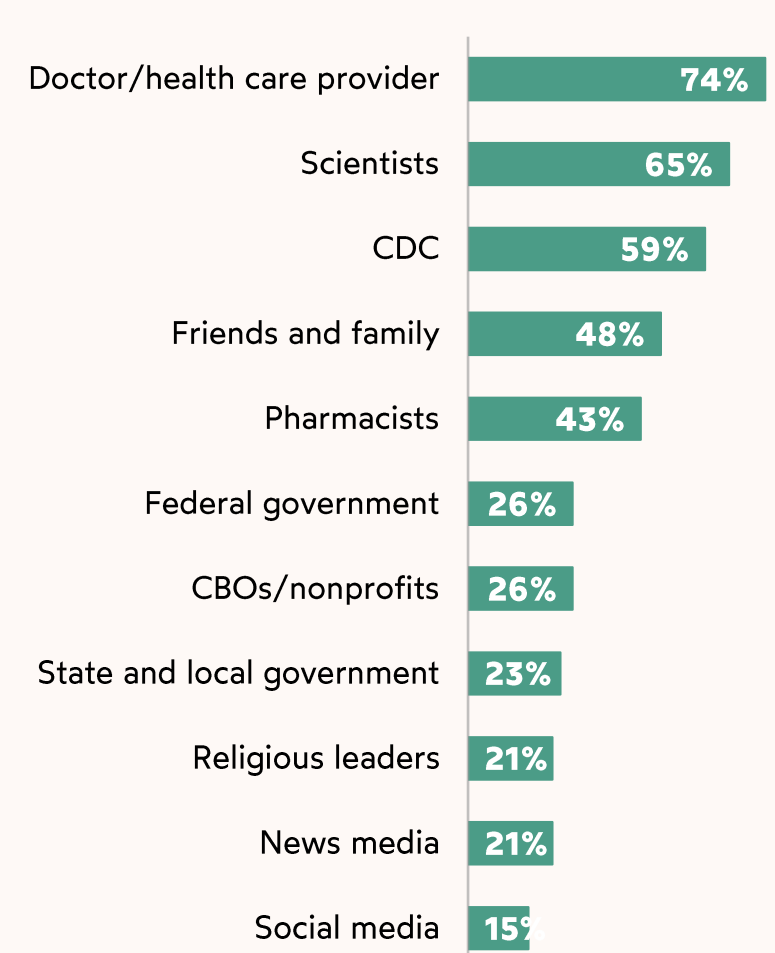
Time taken to get vaccinated



Ease of getting an appointment



Trusted messengers

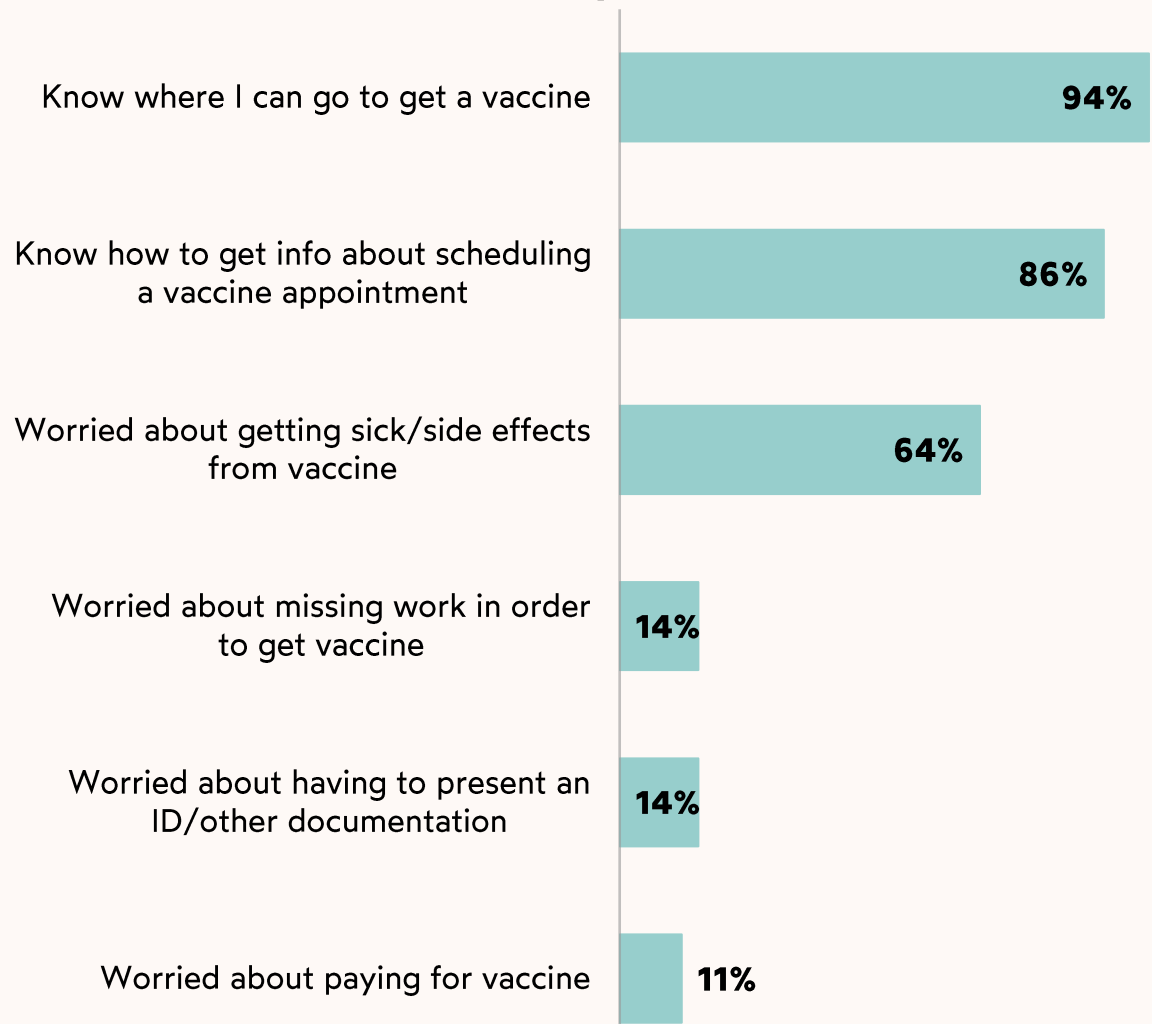


*Survey questions 3b, 4, and 8

From November data

Among unvaccinated respondents (*n* = 36)

Barriers/Enablers

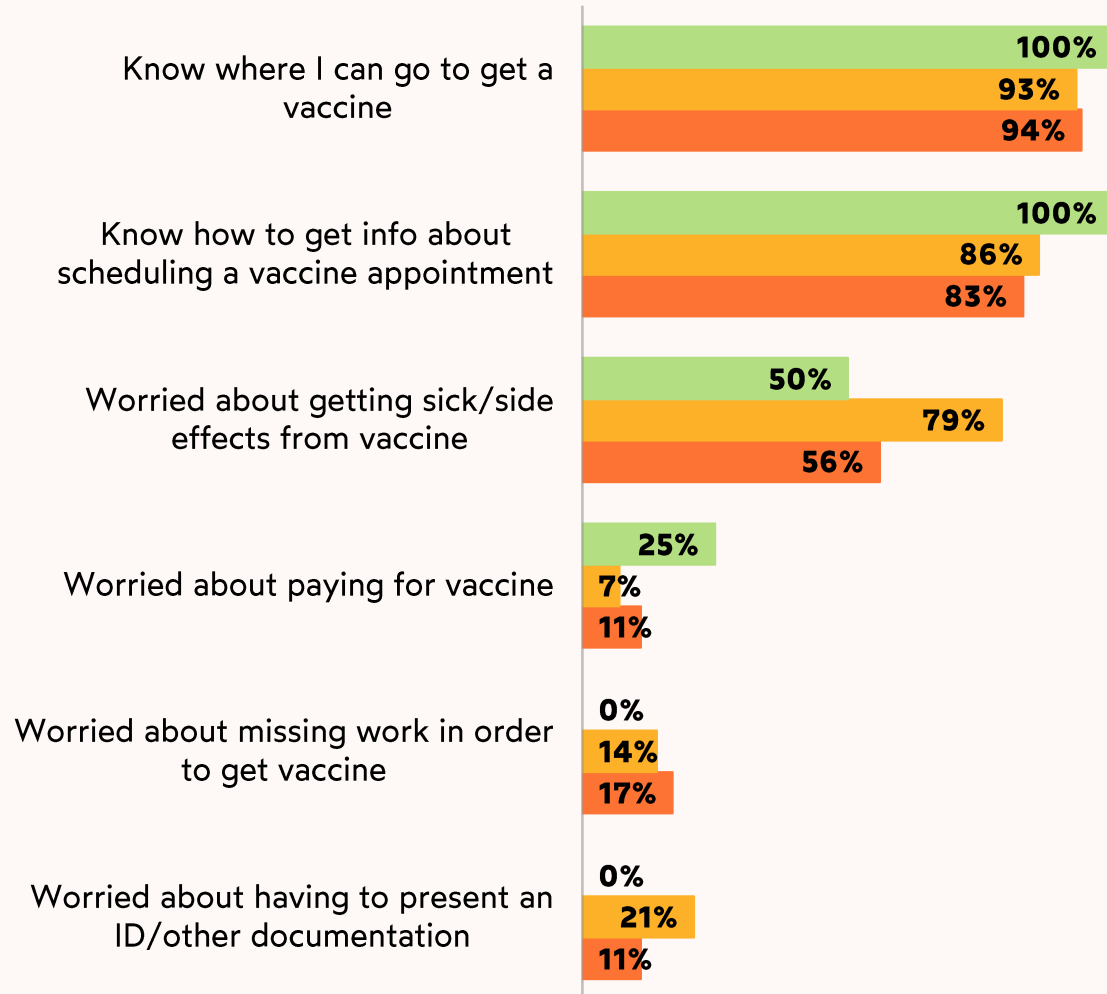


*Survey question 6b

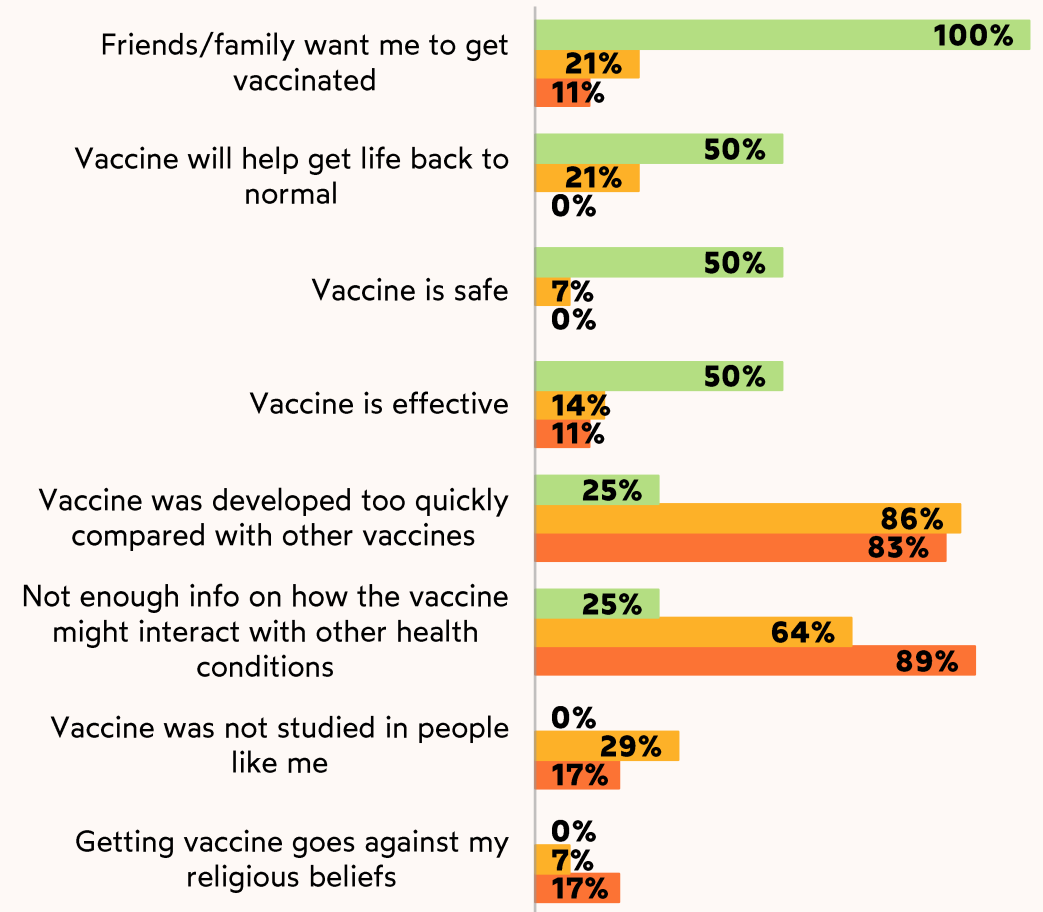
From November data

Types of unvaccinated respondents (n = 36)

Barriers/Enablers



Beliefs



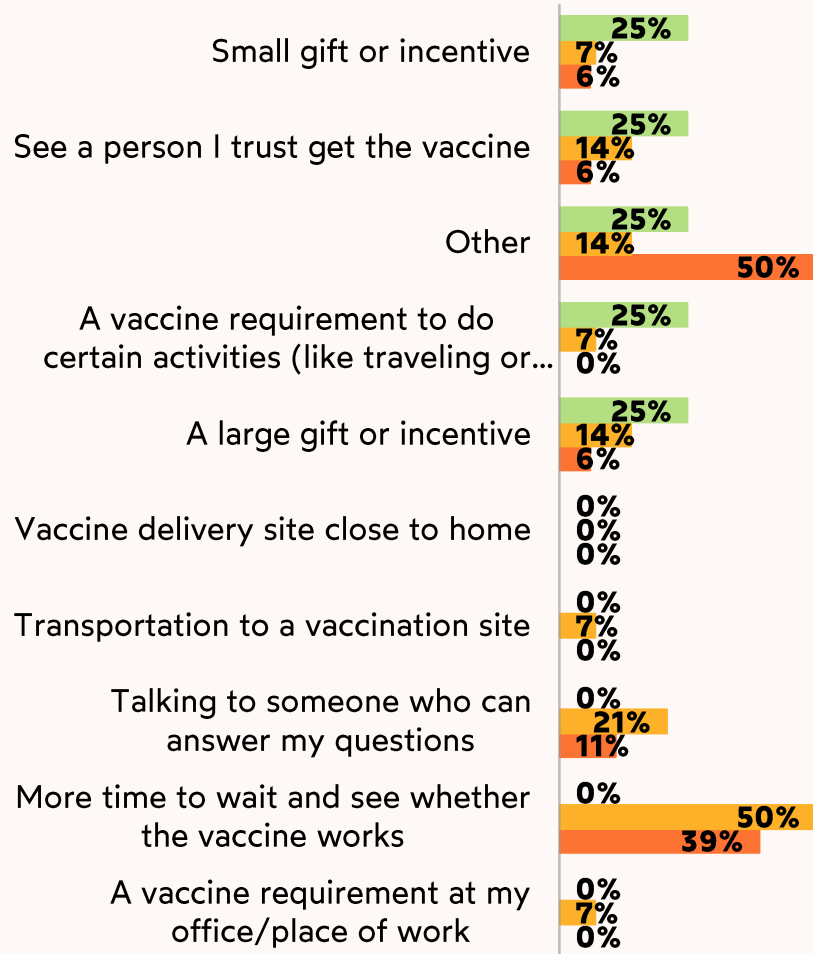
■ Will definitely get vaccine (n=4)
 ■ Undecided about vaccine (n=14)
 ■ Do not intend to get vaccine (n=18)

*Survey questions 6b and 7

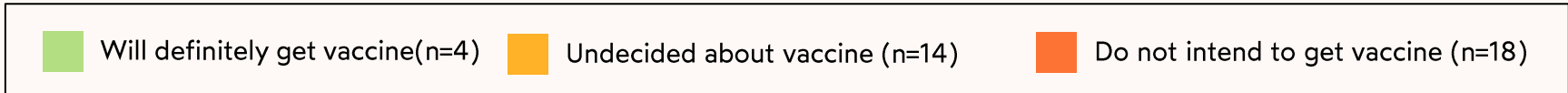
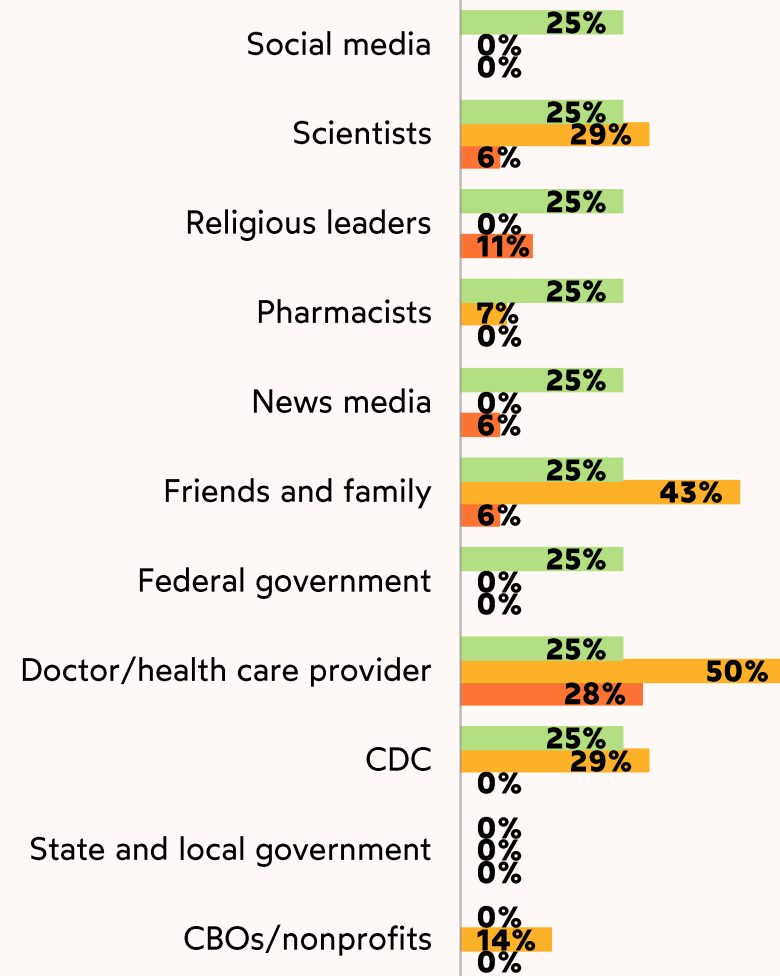
From November data

Types of unvaccinated respondents (n = 36)

Motivators to get the vaccine



Trusted messengers



*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

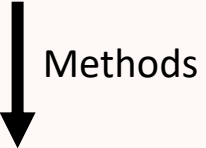
Monthly goal: 150 responses

Methodology

The main partner leading this effort is **Houston in Action.**



Texas Toolbelt (TTB) leads the data collection efforts.



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

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

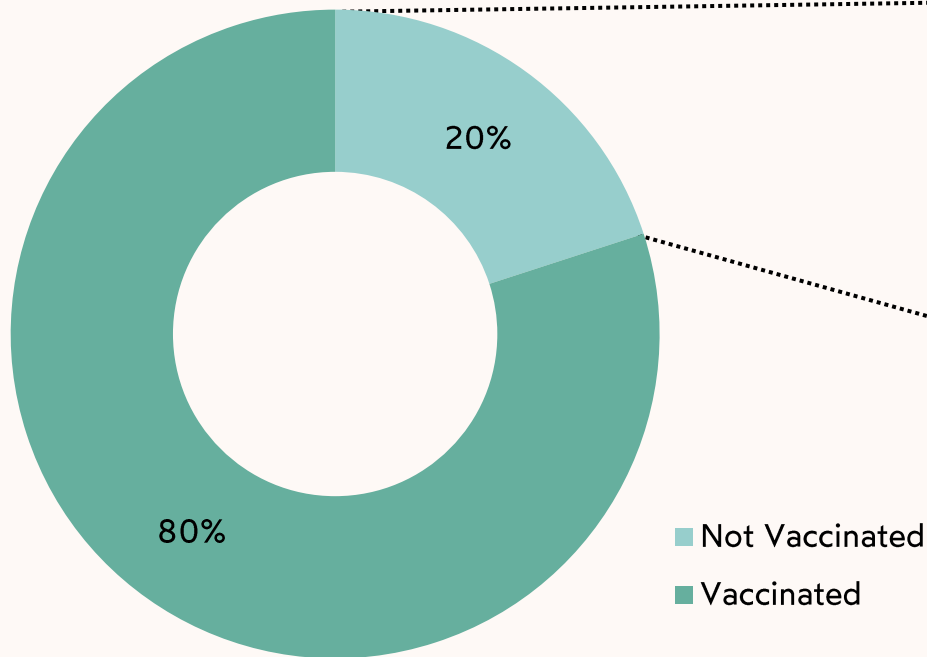
TTB is a canvassing and outreach organization that reaches out to Houston residents to encourage political and civic engagement.

Vaccination status and intention (n = 192)

From December data

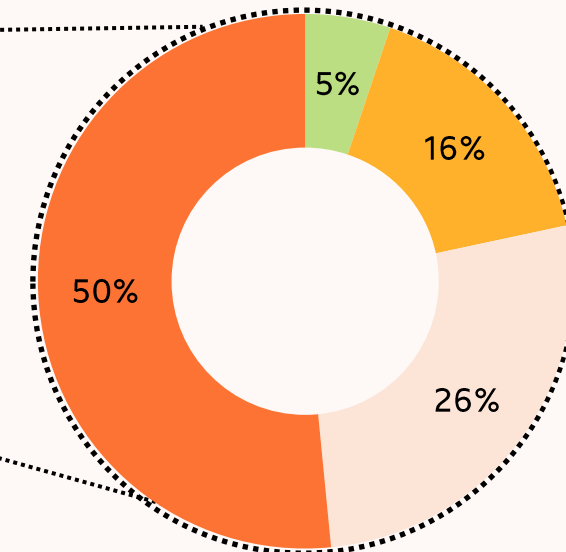
Most of the surveyed population is **vaccinated (80%)**. Among the respondents who are not yet vaccinated, **5% intend to get the vaccine, 42% are undecided, and 50% do not intend to get the vaccine**. Many vaccinated respondents **received their first vaccine dose between March and June 2021 (59%)**.**

Surveyed population in Houston



Among the 20% who are not vaccinated

Half of unvaccinated respondents do not get the vaccine.



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

← **Undecided**

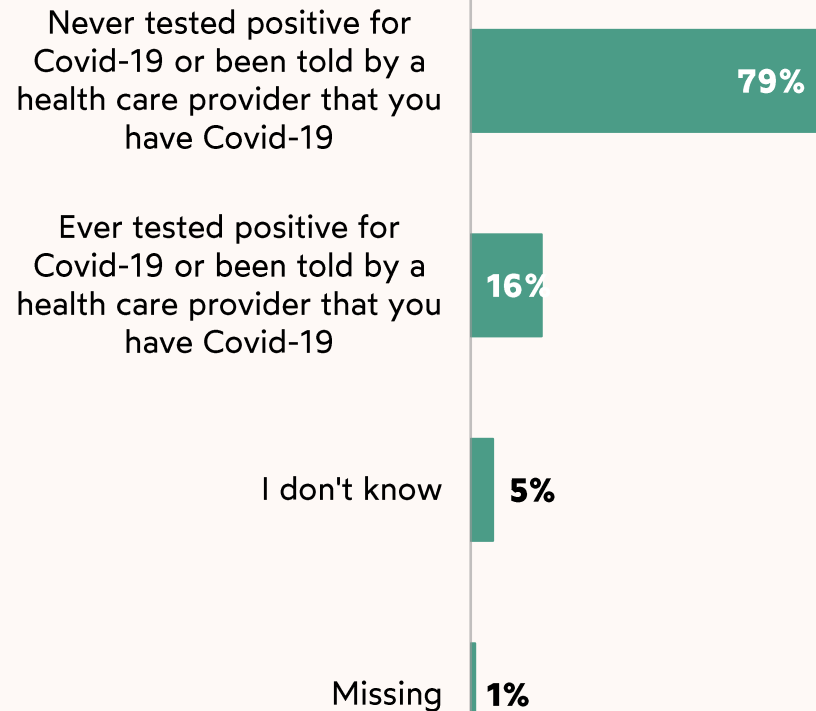
*Survey questions 2, 2a and 6 **December data only

From December data

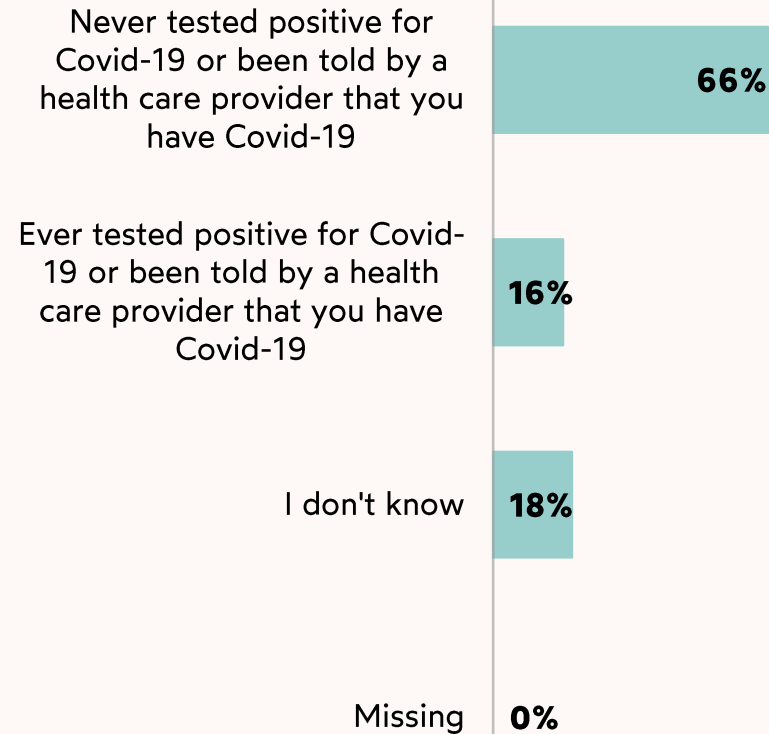
Respondents' personal experience with Covid-19 (n = 192)

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%).

VACCINATED (n= 154)



UNVACCINATED (n= 38)



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

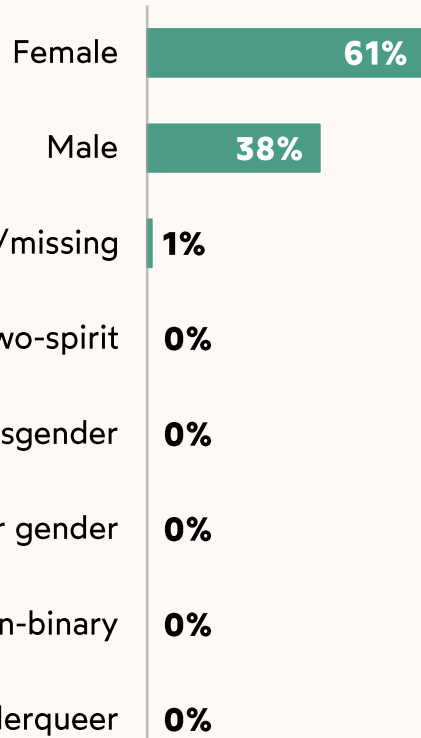
*Survey question 8.3

Who are the vaccinated respondents? (n = 154)

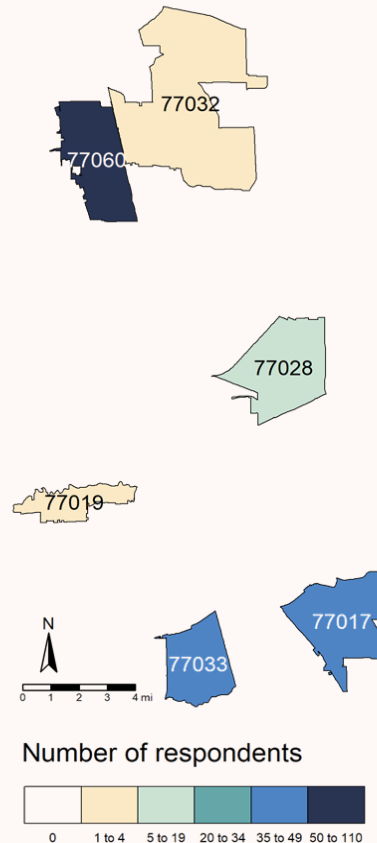
From December data

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

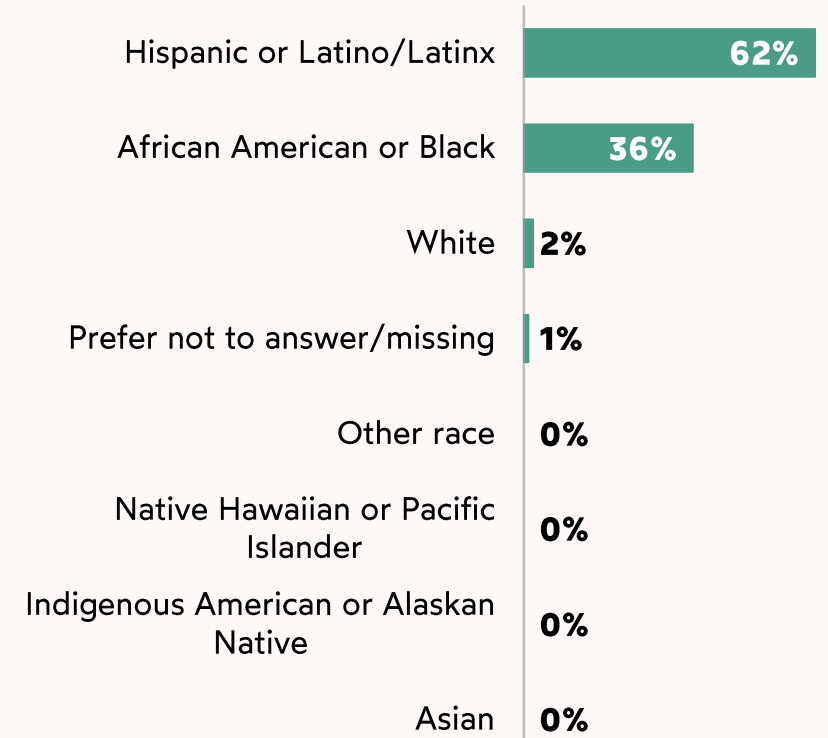
Gender
(select all that apply)



Where respondents live
(by zip code)



Race/ethnicity
(select all that apply)

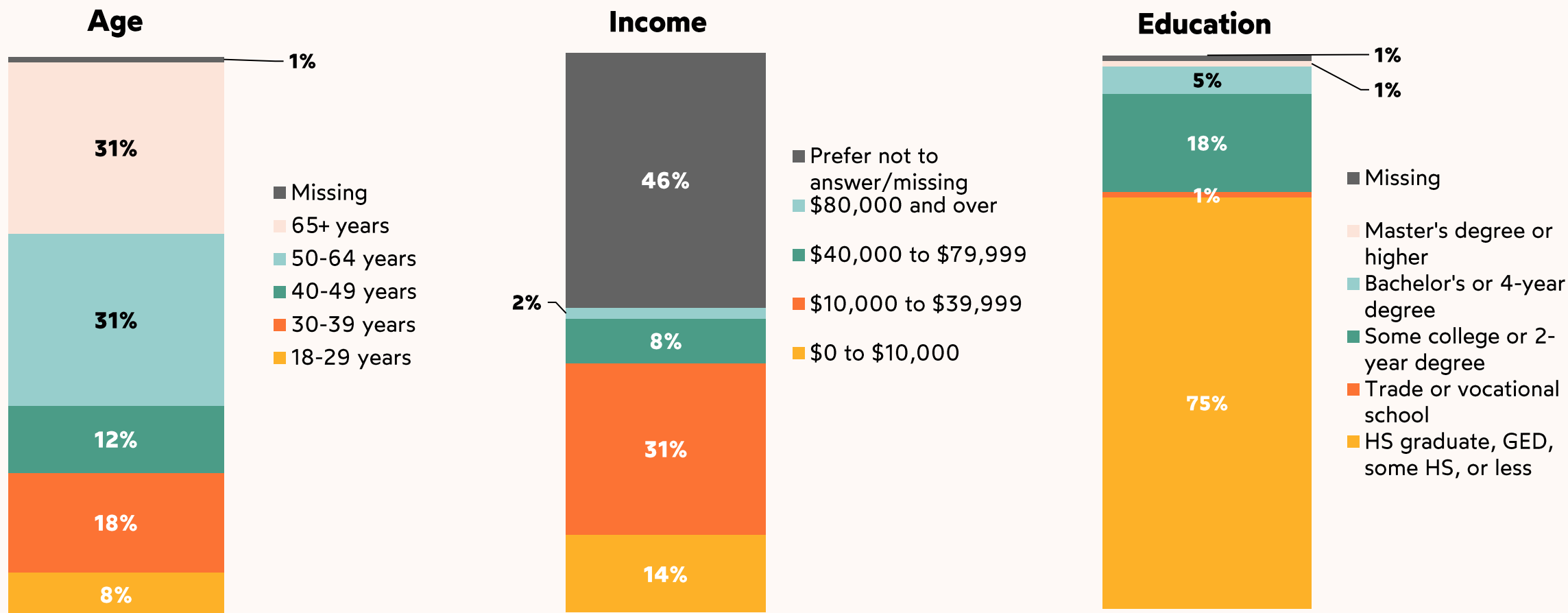


*Survey questions 1, 10, and 11

Who are the vaccinated respondents? (n = 154)

From December data

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%).****



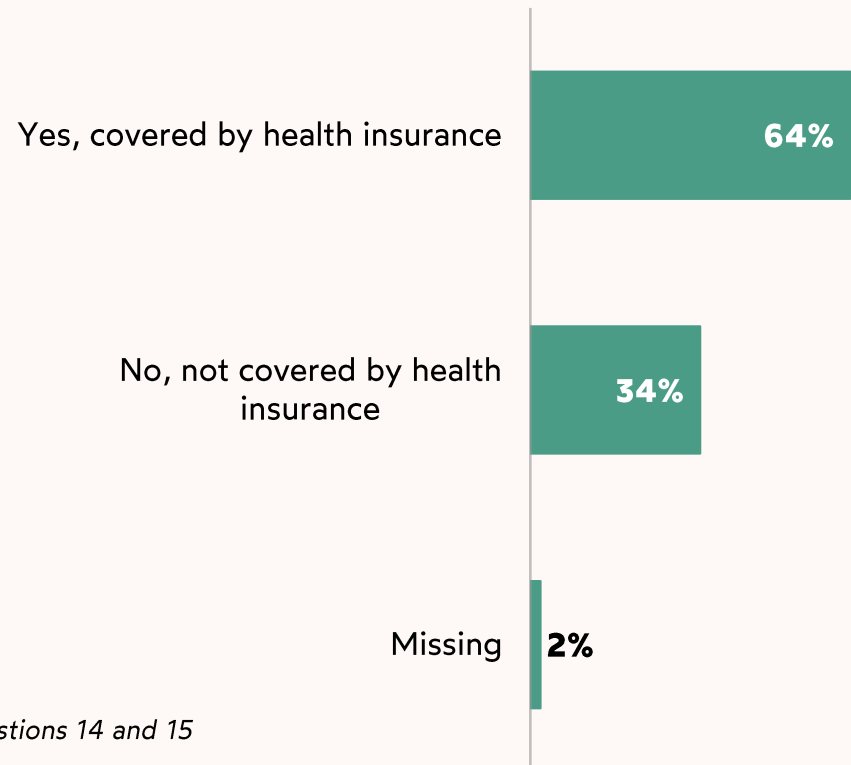
*Survey questions 9a, 12, and 13; **High percentage of missing income responses make it difficult to describe the typical income of a vaccinated respondent accurately in this wave.

From December data

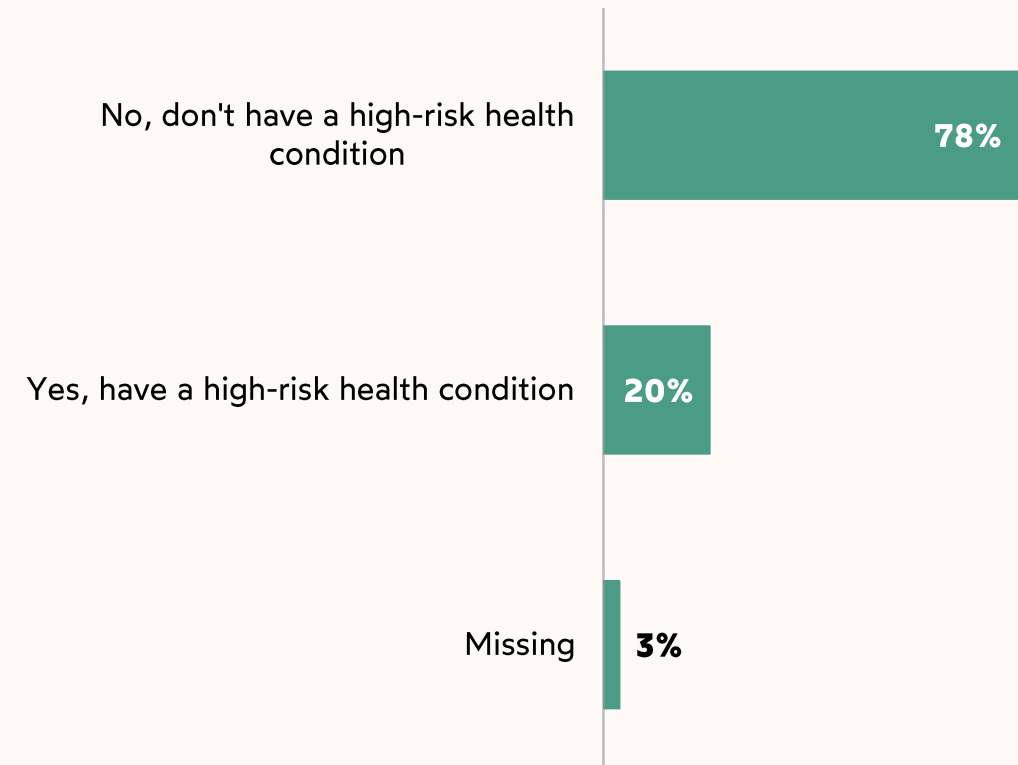
Who are the vaccinated respondents? ($n = 154$)

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



High-risk medical conditions**



*Survey questions 14 and 15

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

From December data

Among vaccinated respondents (n = 154)

ACCESS



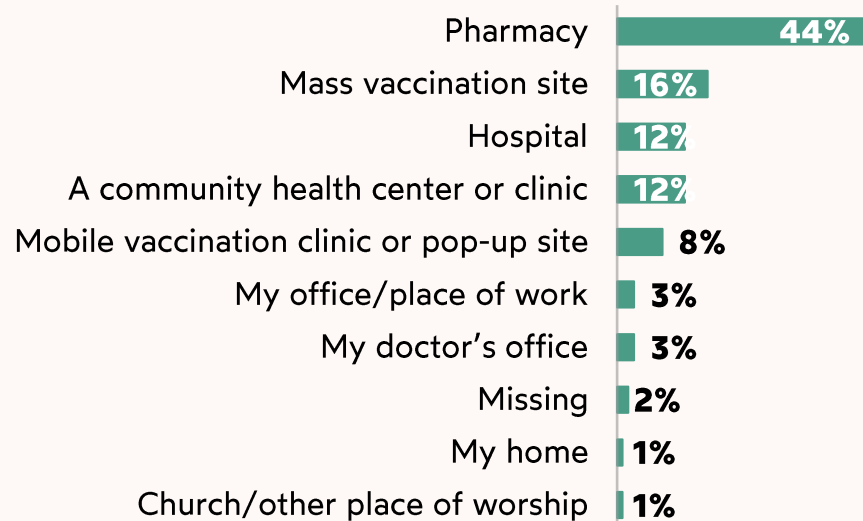
Most respondents said it took **20 minutes or fewer (80%)** to get to the location where they received the vaccine.



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%)**.



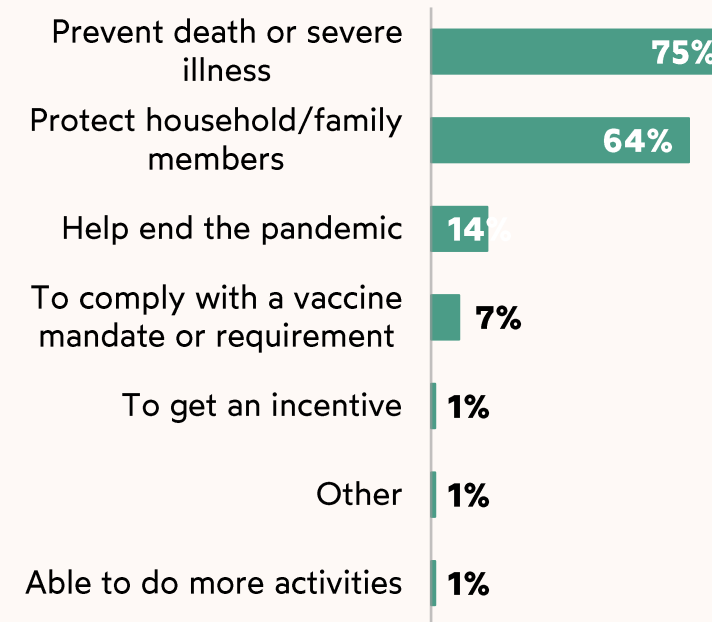
MESSENGERS AND MOTIVATORS



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%)**.



*Survey questions 3, 3b, and 4

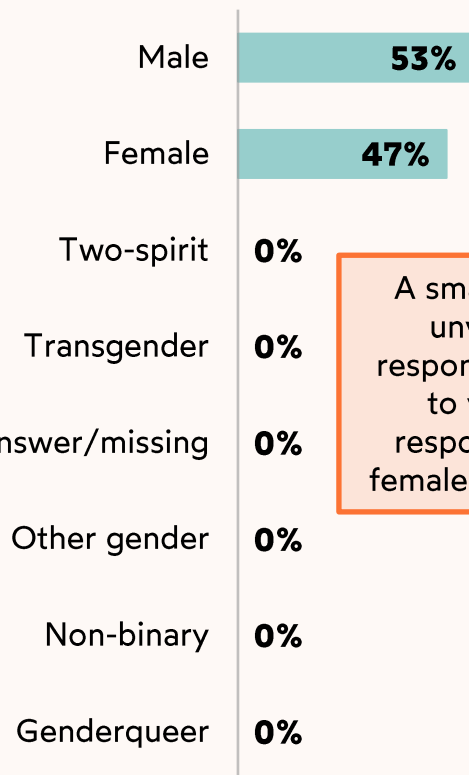
*Survey questions 5 and 8

From December data

Who are the unvaccinated respondents? (n = 38)

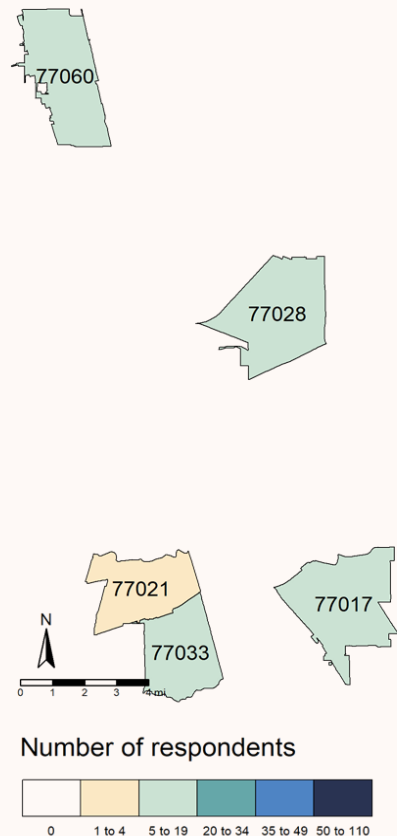
Just over half of unvaccinated respondents were **male (53%)**, nearly two-thirds were **Hispanic or Latino/Latinx (61%)**, and respondents were spread across **zip codes 77060, 77028, 77033, and 77017**.

Gender
(select all that apply)

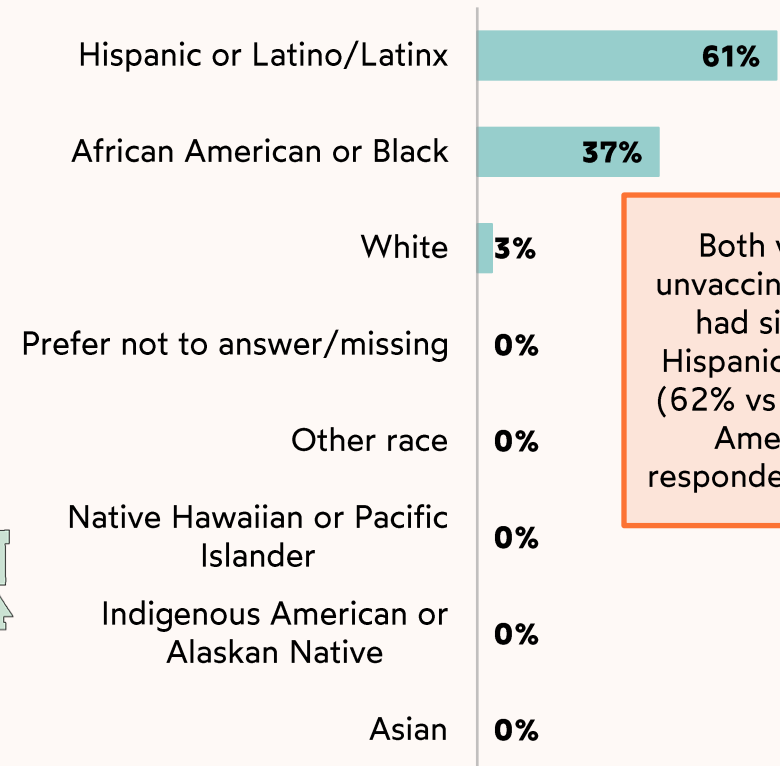


A smaller share of unvaccinated respondents relative to vaccinated respondents were female (47% vs 61%)

Where respondents live
(by zip code)



Race/ethnicity
(select all that apply)



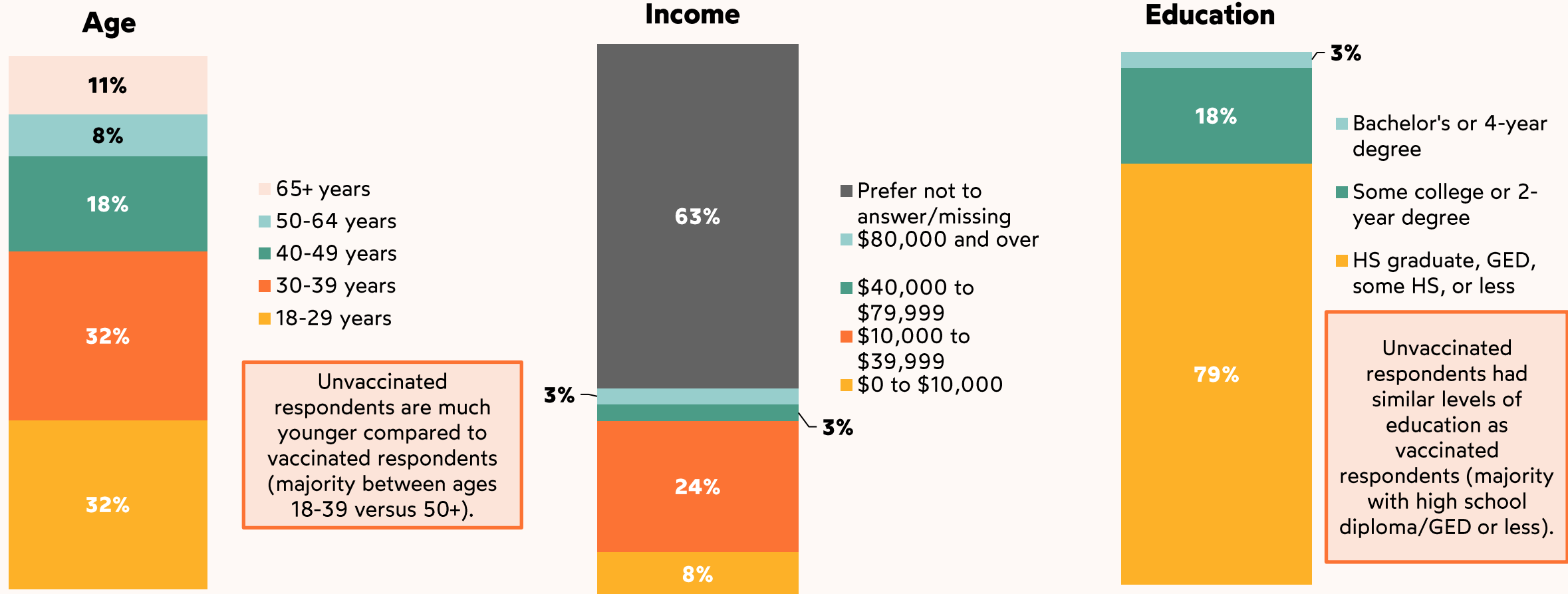
Both vaccinated and unvaccinated respondents had similar shares of Hispanic or Latino/Latinx (62% vs 61%) and African American or Black respondents (36% vs 37%)

*Survey questions 1, 10, and 11

From December data

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%)**.**



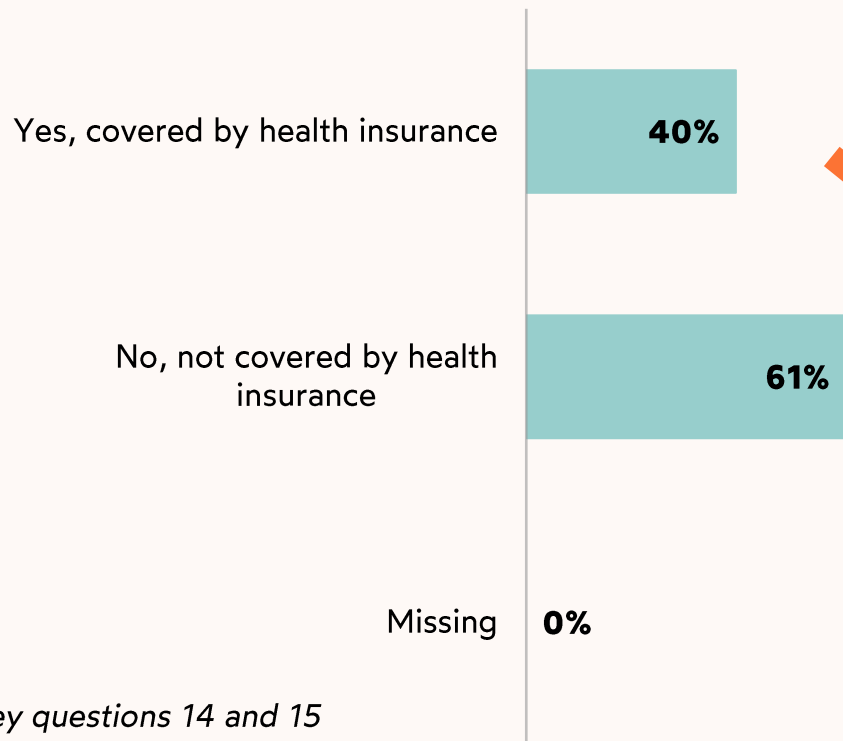
*Survey questions 9a, 12, and 13; **With such a relatively high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent in this wave.

From December data

Who are the unvaccinated respondents? (n = 38)

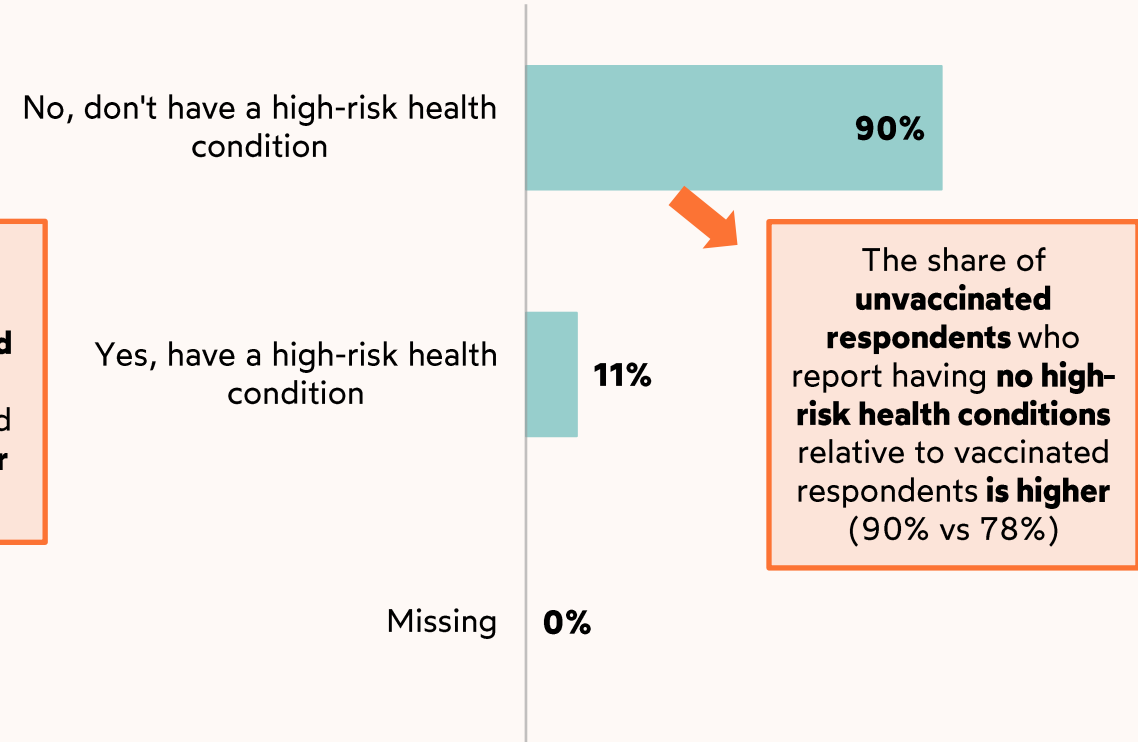
40% of unvaccinated respondents were covered by **health insurance (40%)** and most unvaccinated respondents **did not report having any high-risk health conditions (90%)**.

Health insurance coverage



The share of **unvaccinated respondents covered by health insurance** relative to vaccinated respondents **is lower** (40% vs 64%)

High-risk medical conditions**



The share of **unvaccinated respondents** who report having **no high-risk health conditions** relative to vaccinated respondents **is higher** (90% vs 78%)

*Survey questions 14 and 15

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

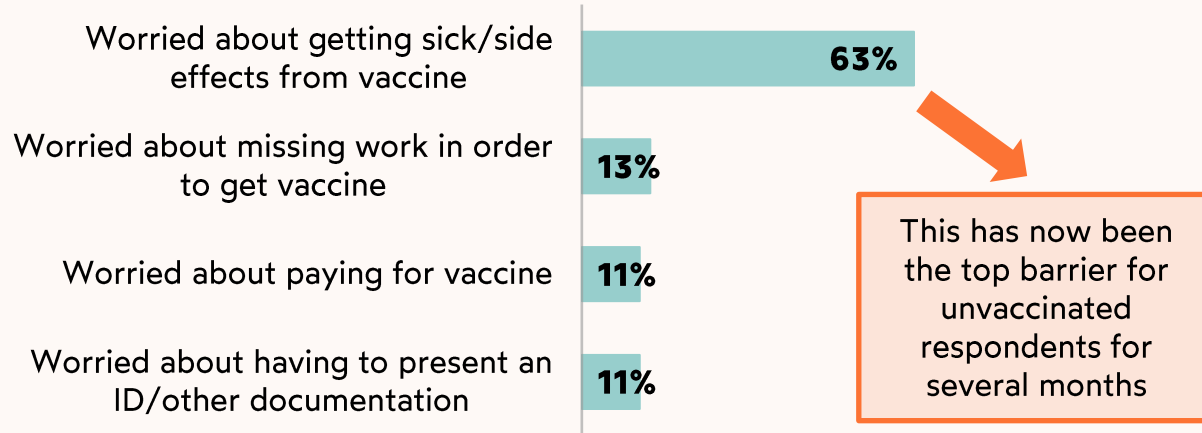
From December data

Among unvaccinated respondents (n = 38)

BARRIERS



Almost two-thirds of unvaccinated **respondents worry about getting sick or experiencing side effects from the vaccine (63%).**



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%).**

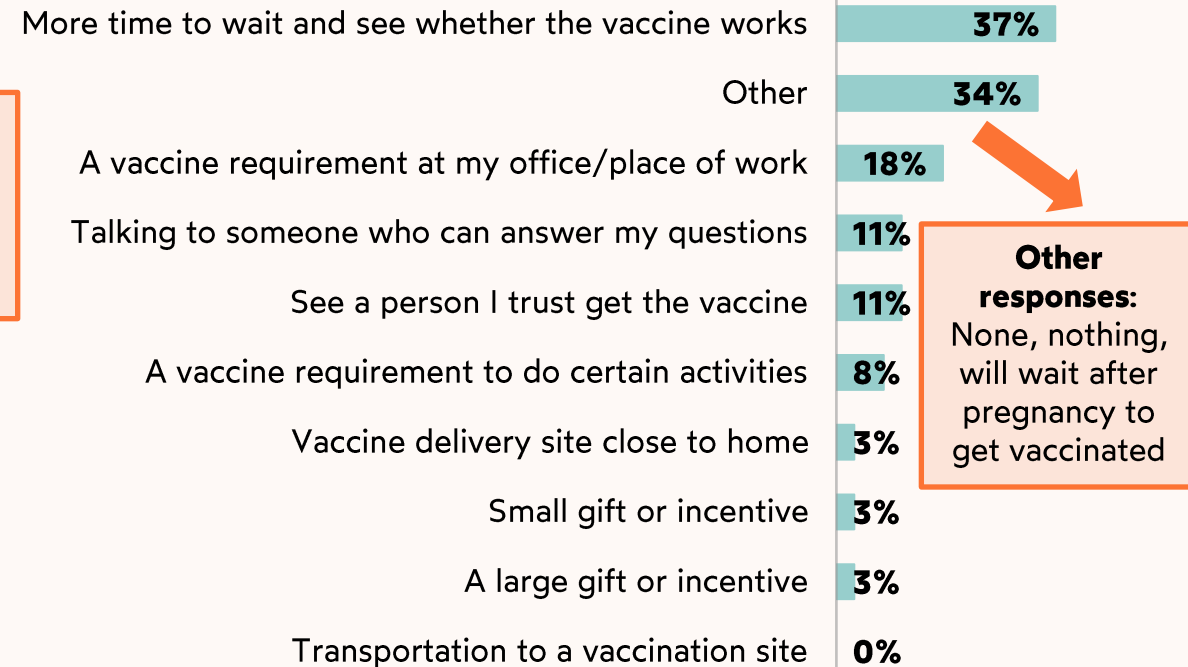
MOTIVATORS



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%).**



Among unvaccinated respondents (n = 38)

From December data

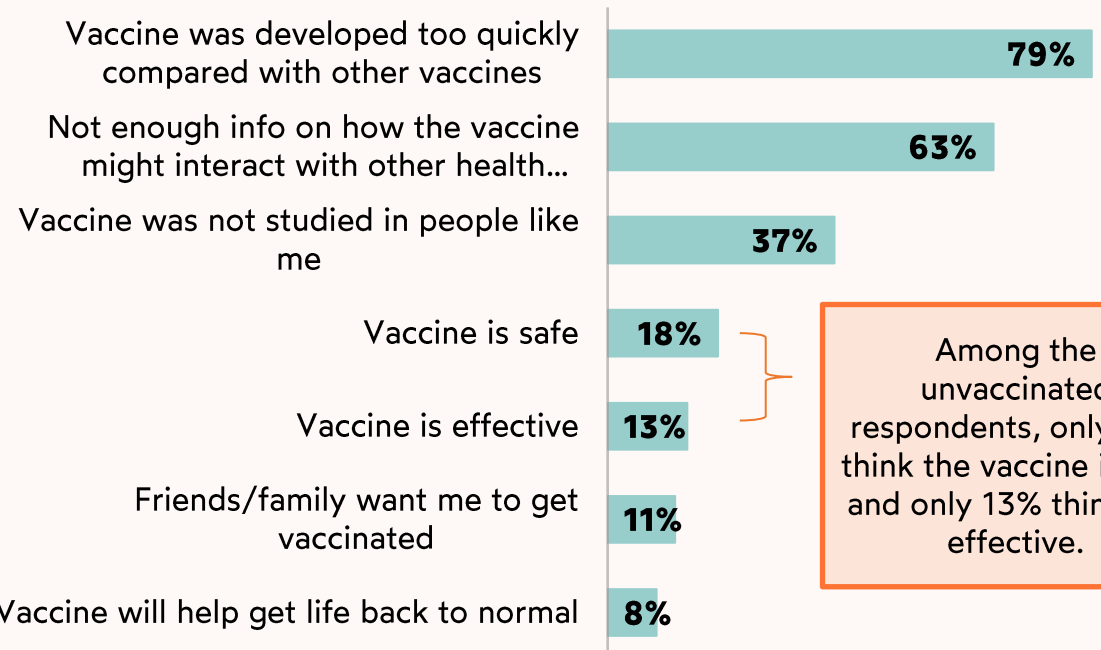
BELIEFS



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%).



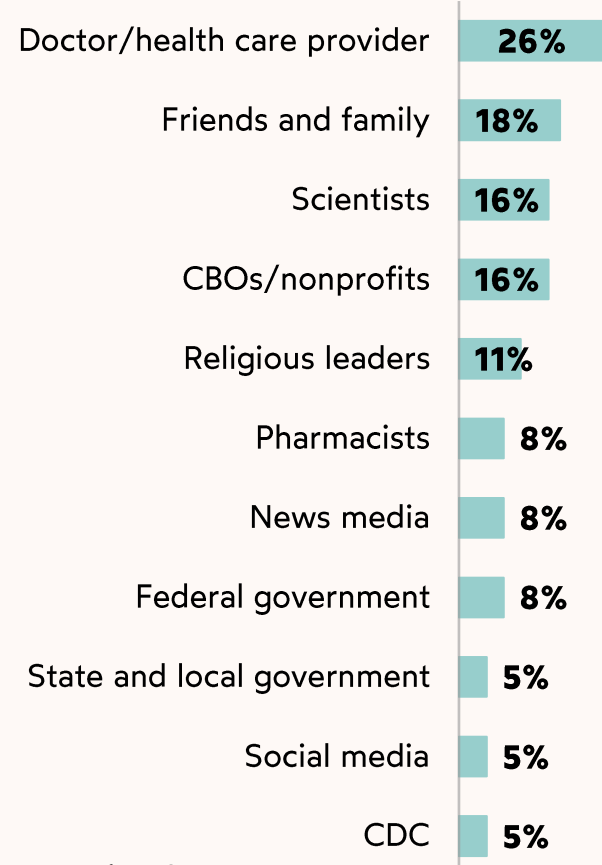
Among the unvaccinated respondents, only 18% think the vaccine is safe and only 13% think it is effective.

*Survey question 7

TRUSTED MESSENGERS



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



Vaccinated respondents had much higher trust in all messengers

*Survey question 8

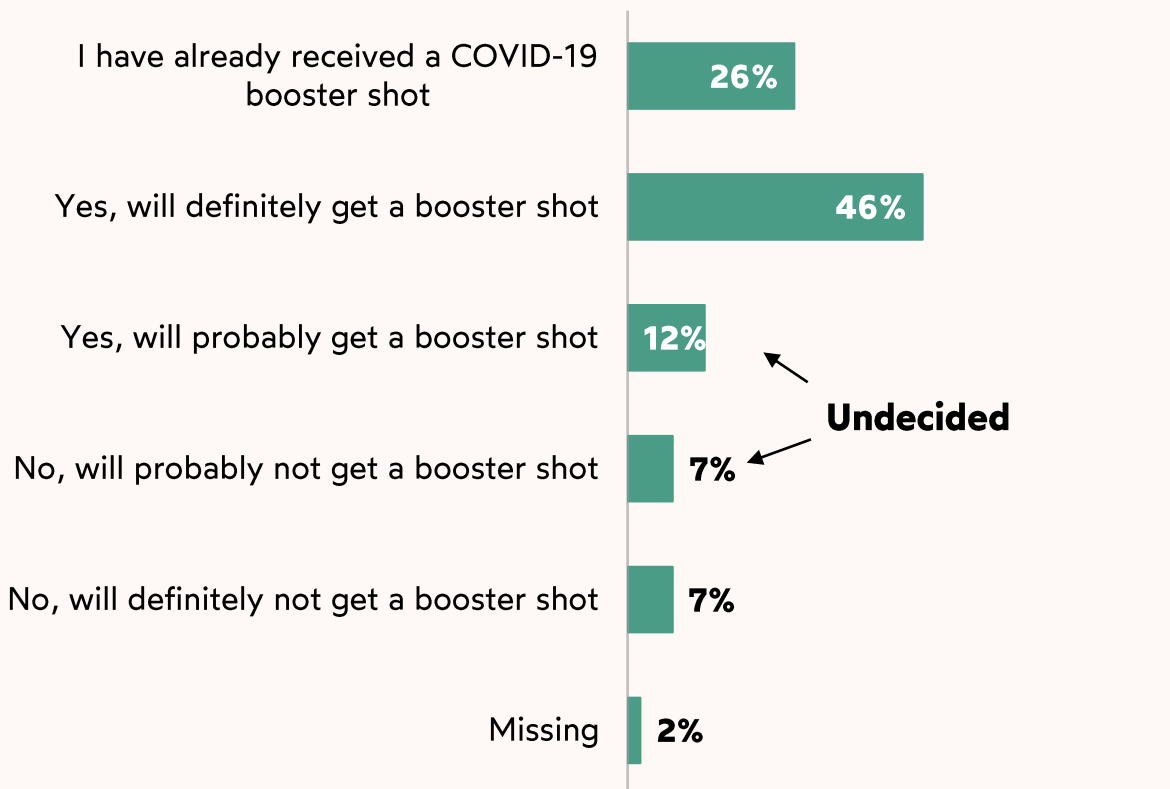
Attitude toward booster shot

From December data

VACCINATED RESPONDENTS (n= 154)



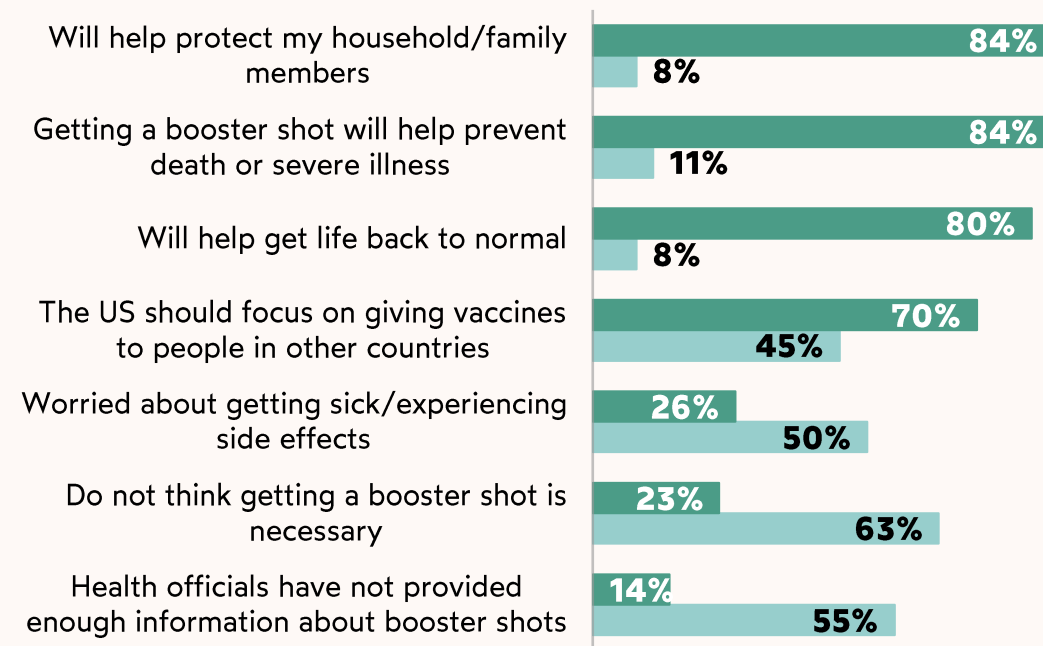
Almost three-quarters of vaccinated respondents **intend on getting a booster shot (46%)** or **have already gotten one (26%)**, and almost a fifth of respondents are **undecided (19%)**.



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%)**.



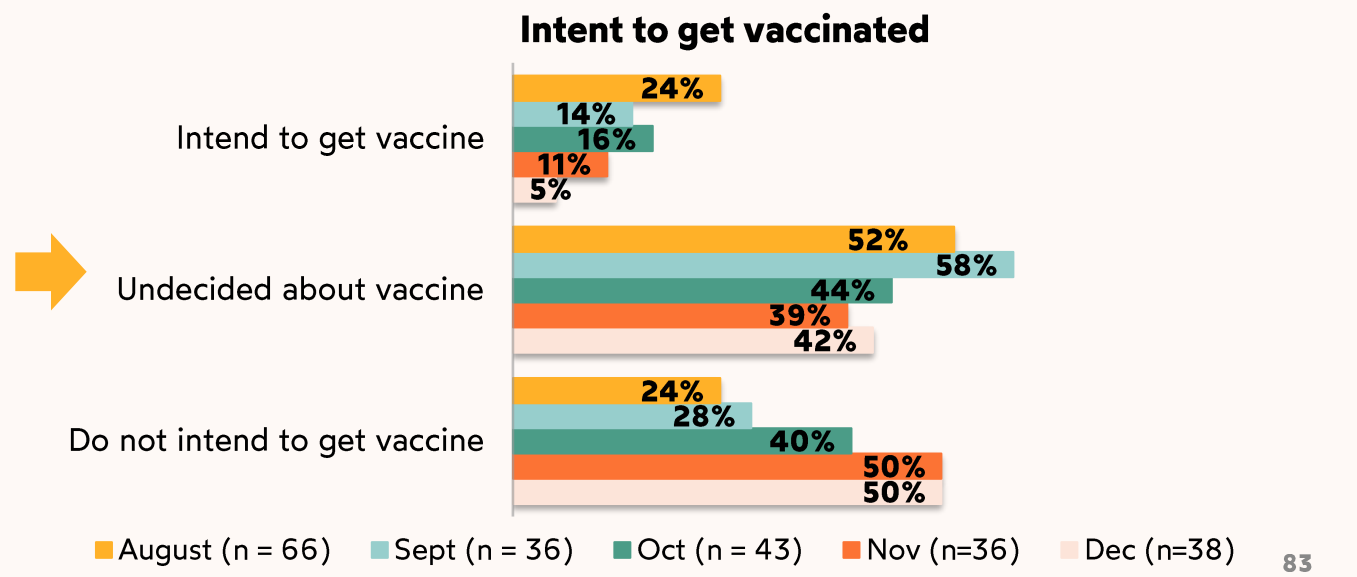
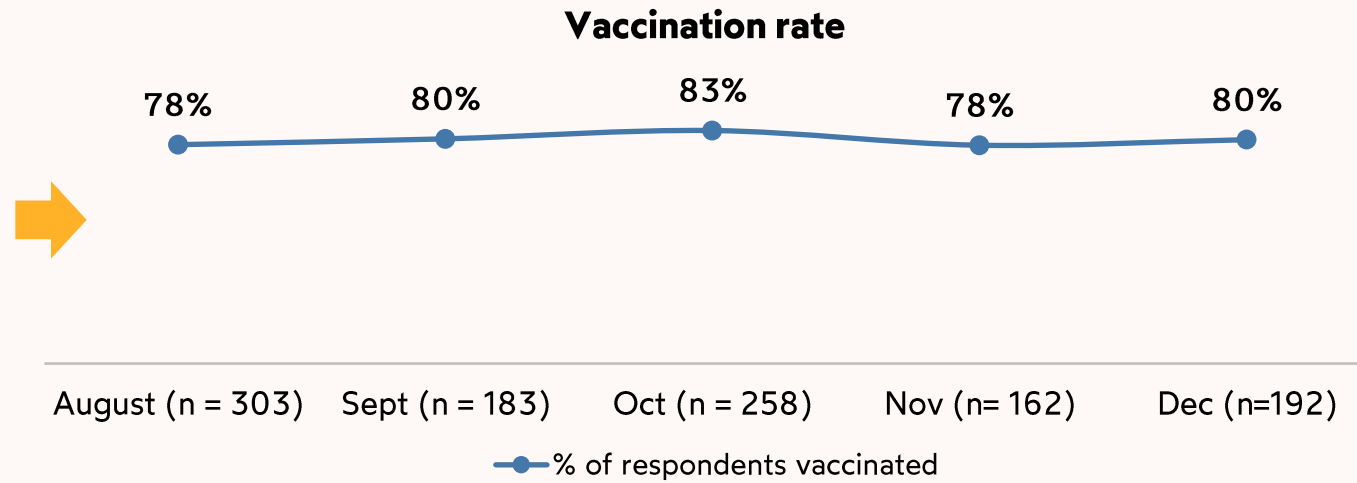
*Survey question 8.1

*Survey question 8.2

Vaccination trends from August through December

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

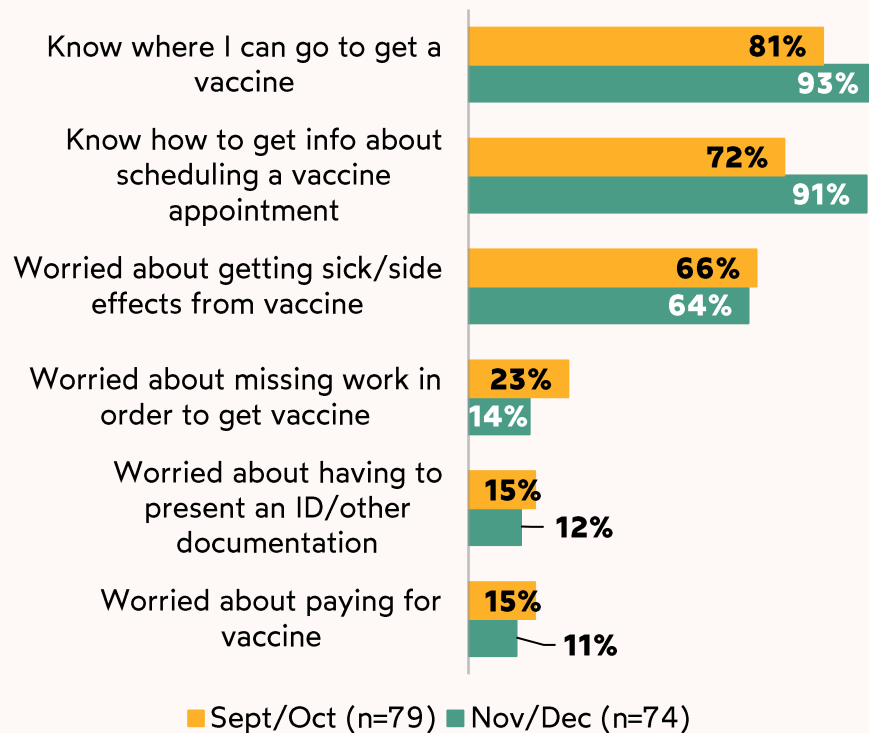
Overall, it seems that more unvaccinated respondents note that they do not intend to get the vaccine as time progresses (50% for November and December).



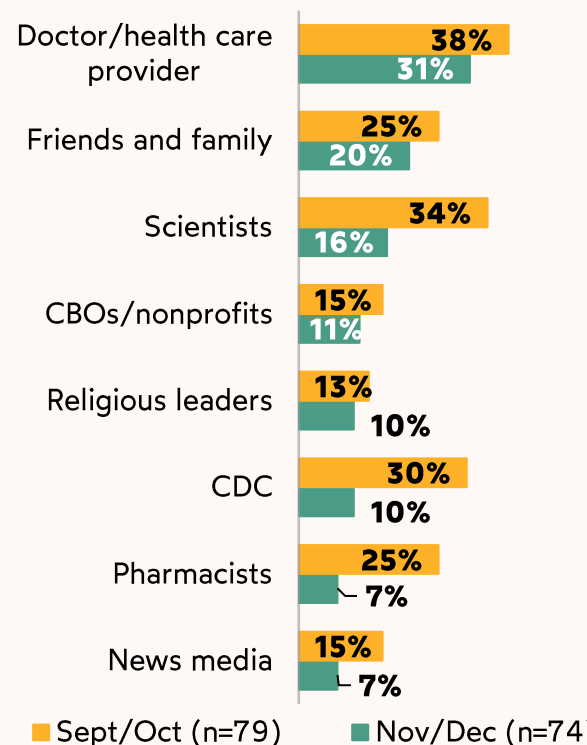
Trends for unvaccinated respondents from September/October to November/December

- 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**.

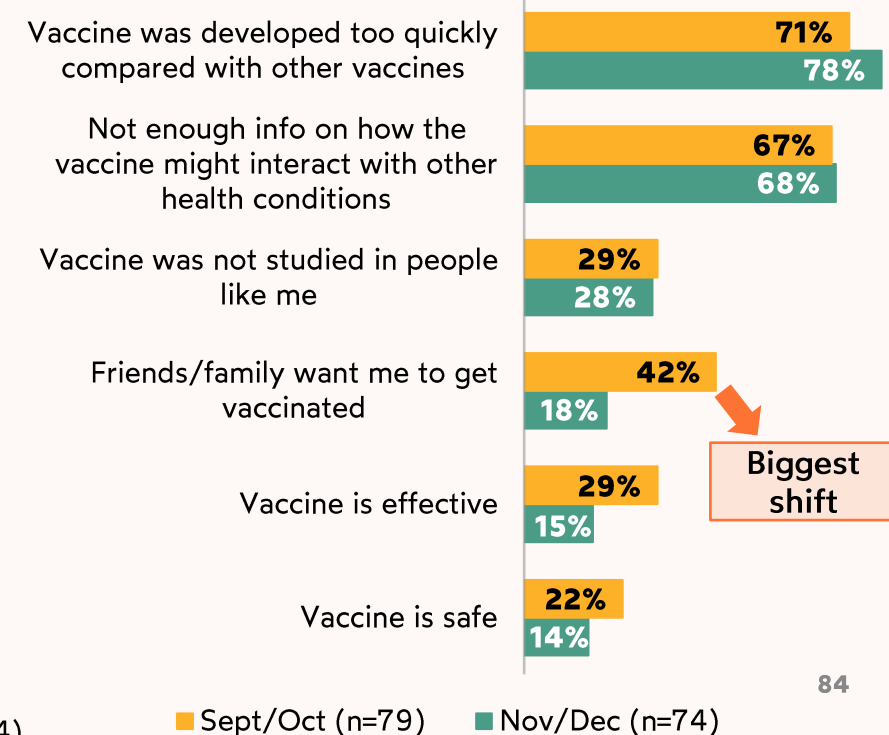
Barriers



Trusted Messengers



Beliefs



Summary of key findings

From December data

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.

KEY TAKEAWAYS

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)

Potential strategies based on key findings from survey data

From December 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

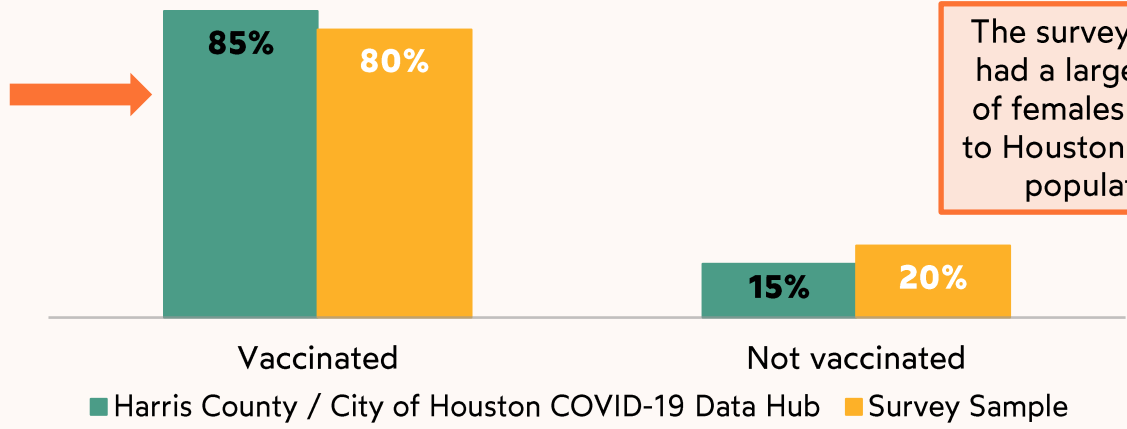
- Survey respondent demographics vs. city BIPOC demographics
- All figures for questions analyzed

From December data

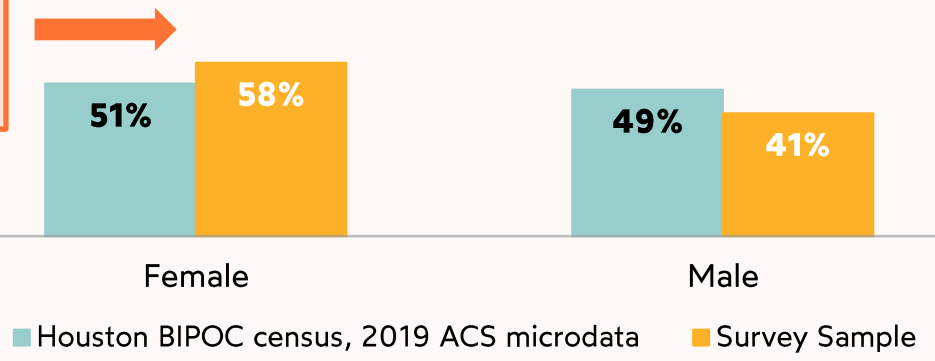
Survey respondent demographics vs. Houston city BIPOC demographics

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

Survey sample had a slightly lower vaccination rate compared to Houston's population (a difference of only 5 percentage points).

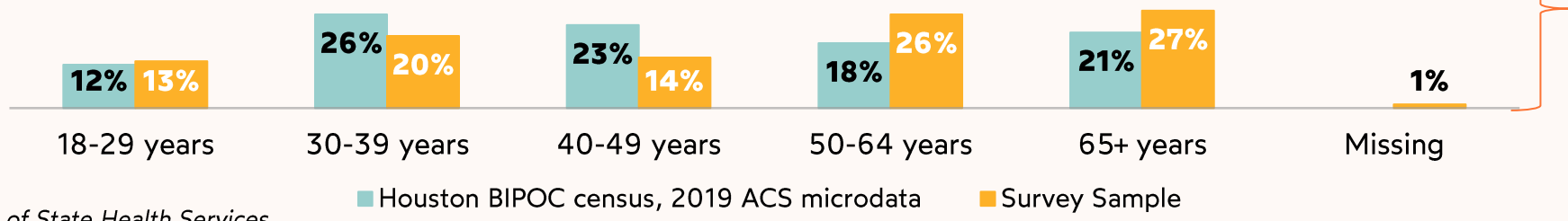


The survey sample had a larger share of females relative to Houston's BIPOC population.



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)



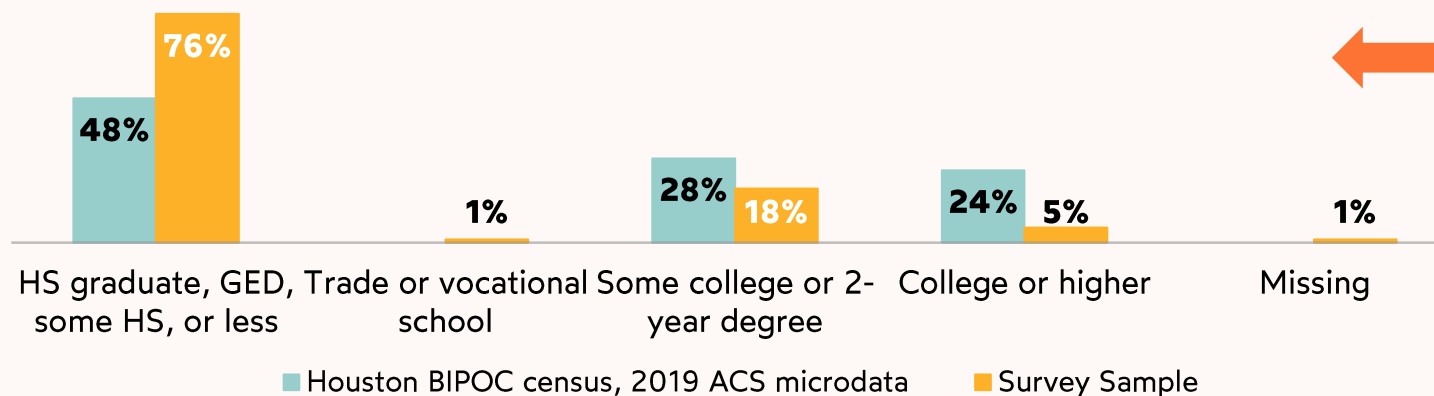
The survey sample had a **larger share of respondents over the age of 50** relative to the Houston BIPOC population.

*Source: Texas Department of State Health Services.

From December data

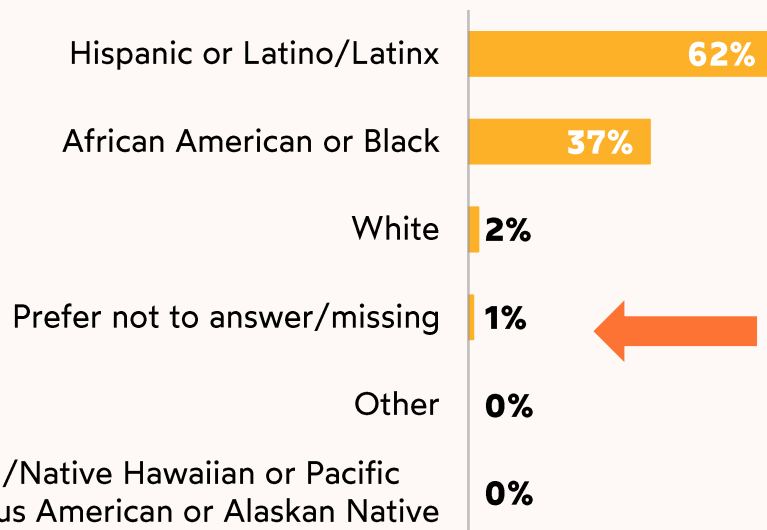
Survey respondent demographics vs. Houston city BIPOC demographics

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



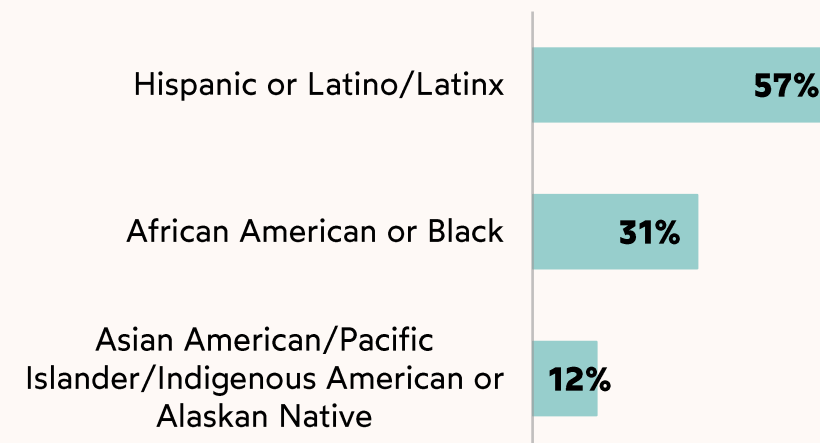
Survey respondents had **lower education levels** relative to Houston's BIPOC population.

Survey Sample Race/ethnicity (n = 192)



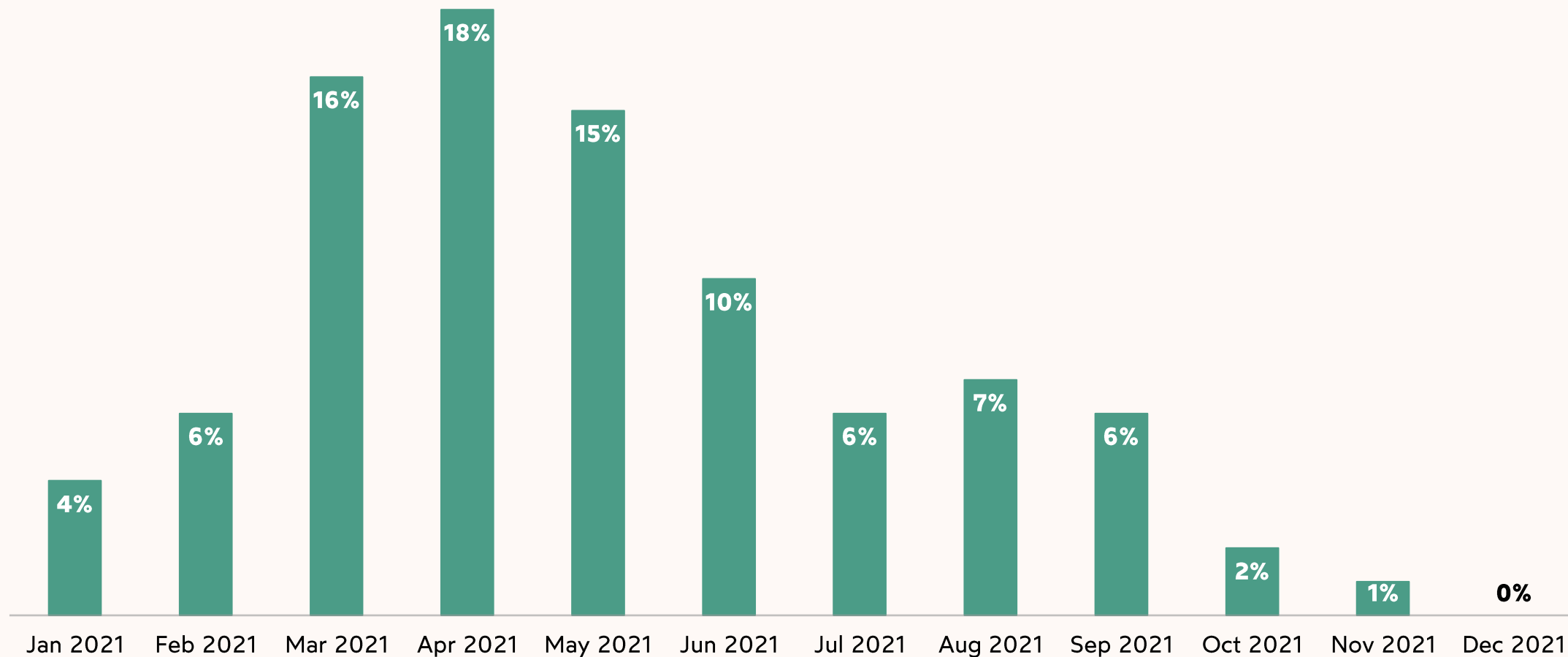
Compared with Houston's BIPOC population, survey respondents had slightly more African American or Black and Hispanic or Latino/Latinx respondents and fewer Asian American/Pacific Islander/Indigenous American or Alaskan Native respondents.

Houston BIPOC census, 2019 ACS microdata BIPOC race/ethnicity



Date of first vaccination (*n* = 154)

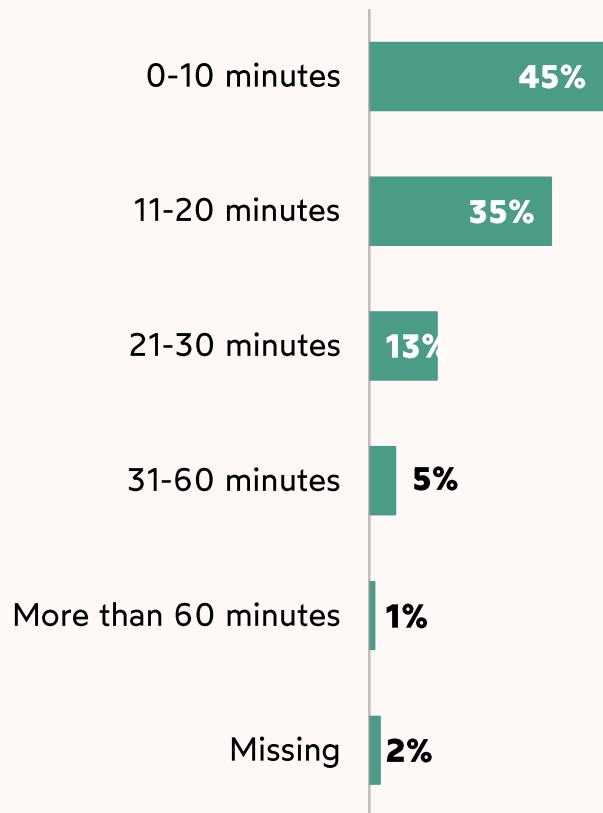
From December data



From December data

Among vaccinated respondents (n = 154)

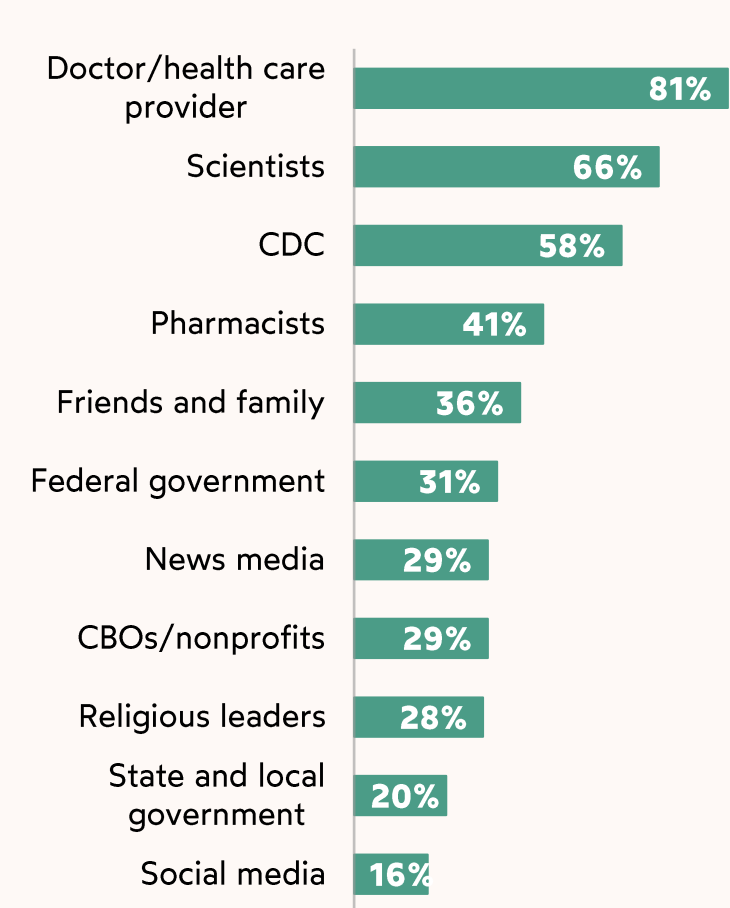
Time taken to get vaccinated



Ease of getting an appointment



Trusted messengers

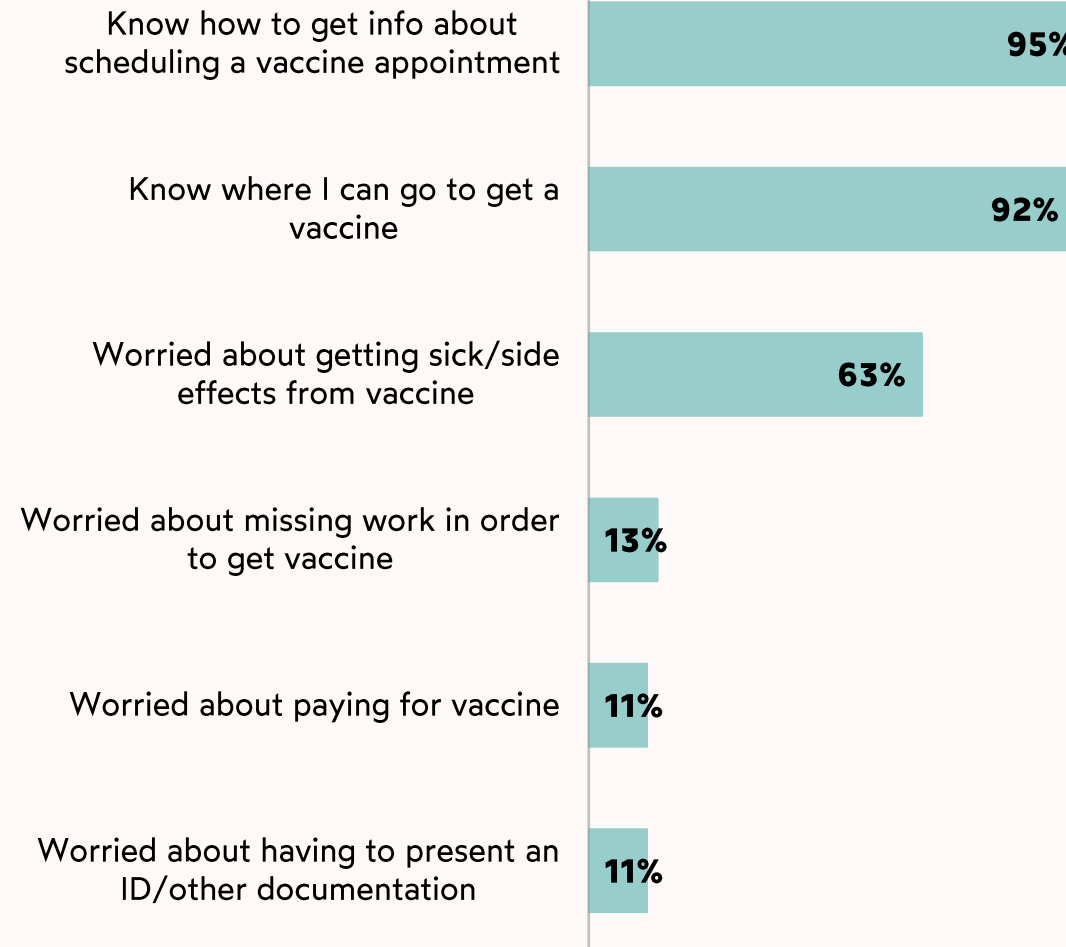


*Survey questions 3b, 4, and 8

Among unvaccinated respondents ($n = 38$)

From December data

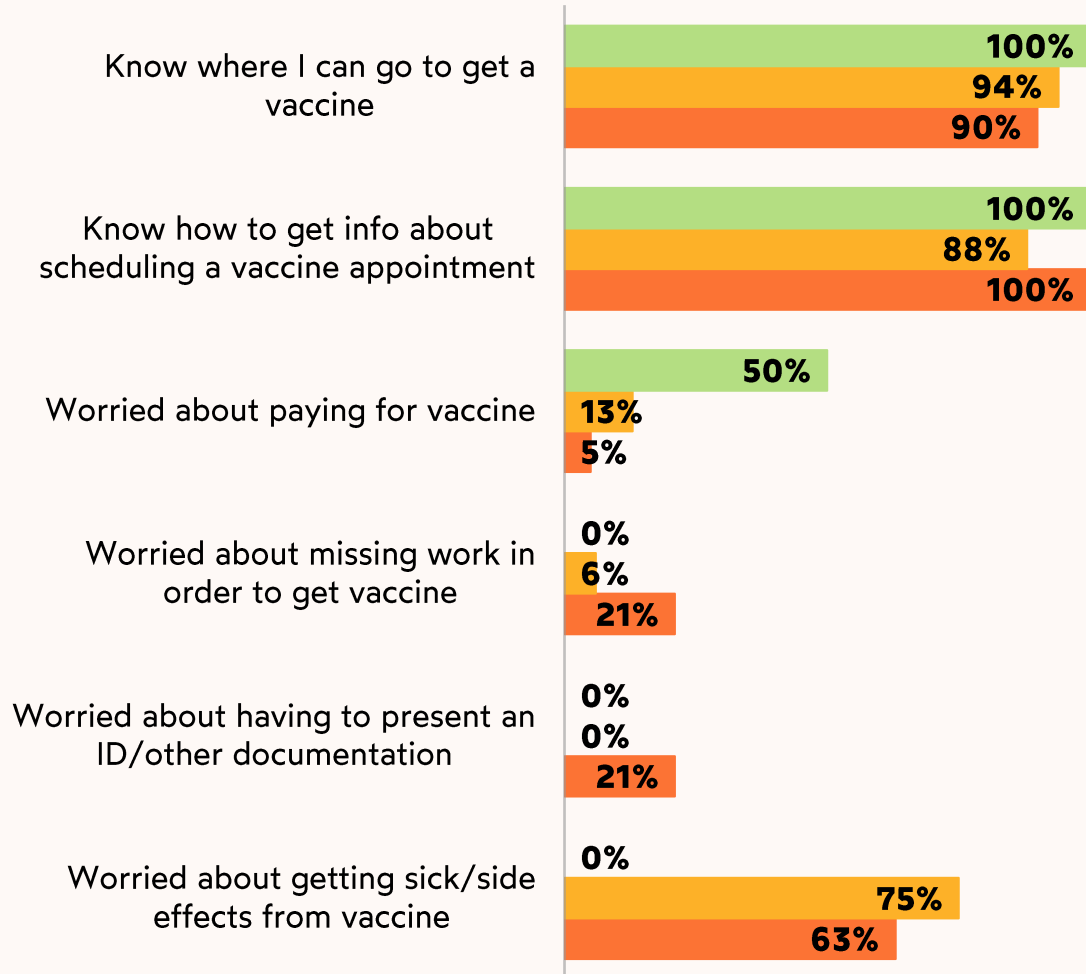
Barriers/Enablers



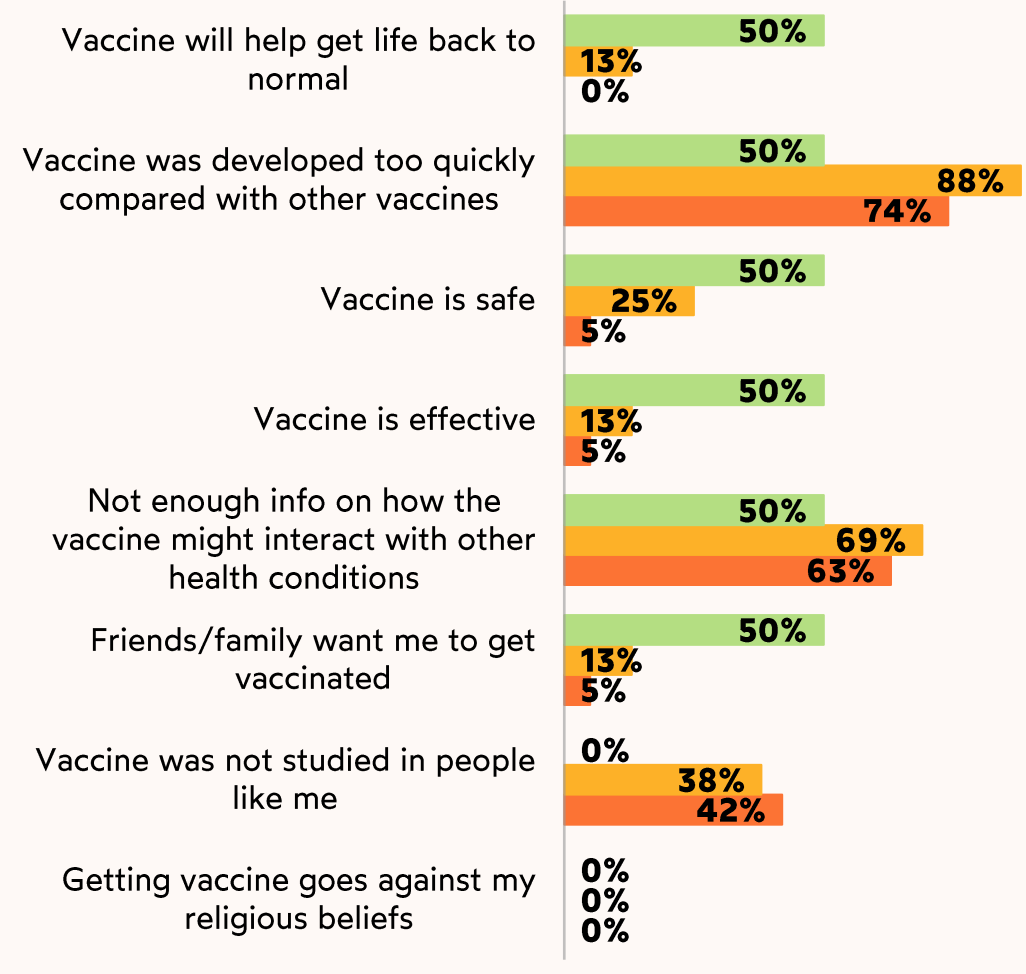
From December data

Types of unvaccinated respondents (n = 38)

Barriers/Enablers



Beliefs



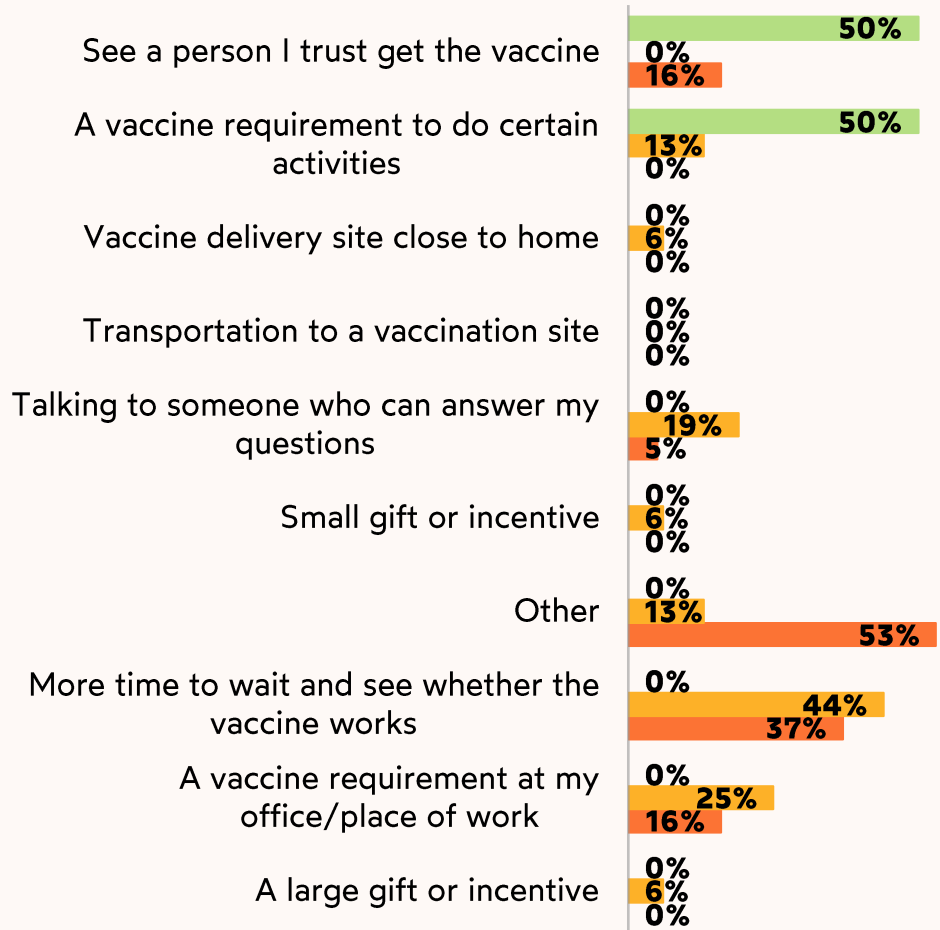
■ Will definitely get vaccine (n=2)
 ■ Undecided about vaccine (n=16)
 ■ Do not intend to get vaccine (n=19)

*Survey questions 6b and 7

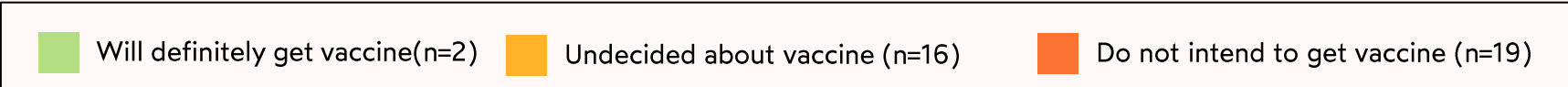
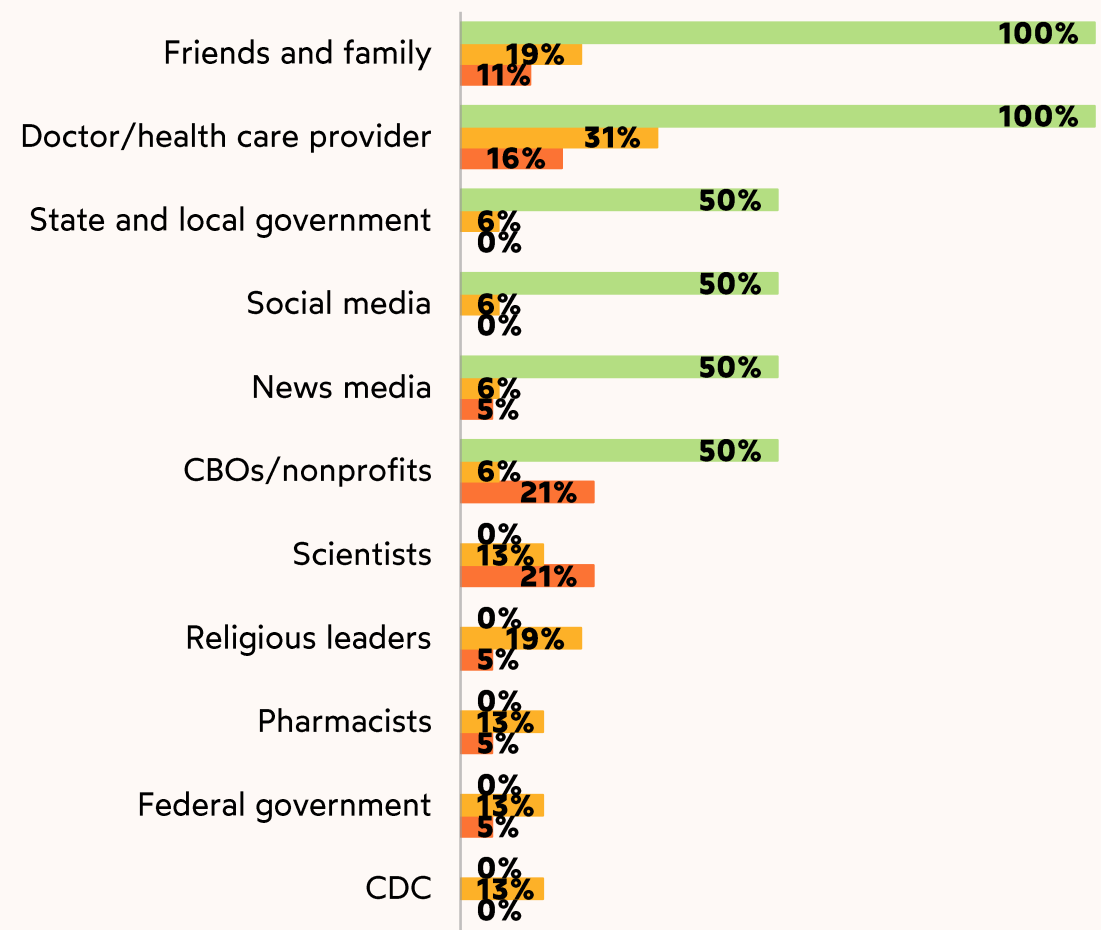
From December data

Types of unvaccinated respondents (n = 38)

Motivators to get the vaccine



Trusted messengers



*Survey questions 6c and 8

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

Monthly goal: 200 responses

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

Partnered with

Project Ready leads the data collection efforts.



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.



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.

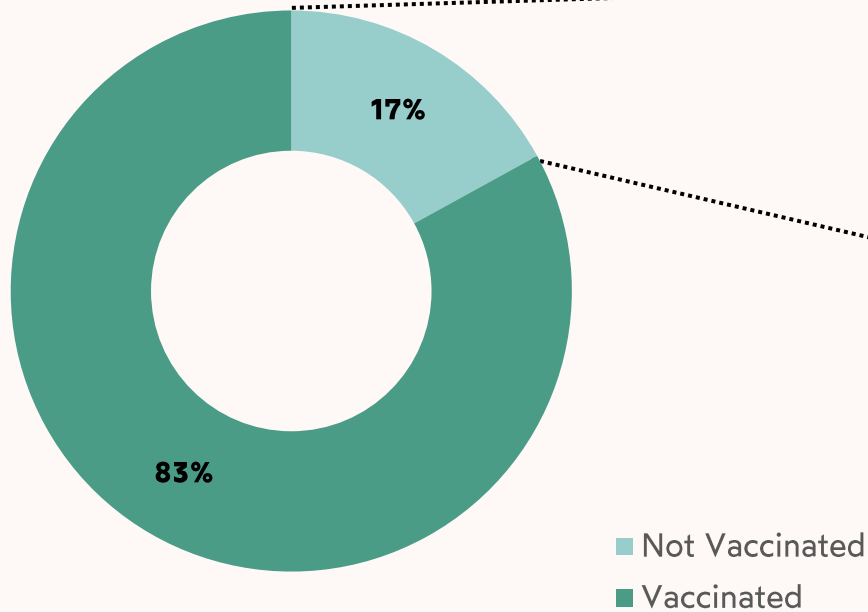
**Member list consists of 13,000 to 14,000 parents or guardians of school aged children.

Vaccination status and intention (n=451)

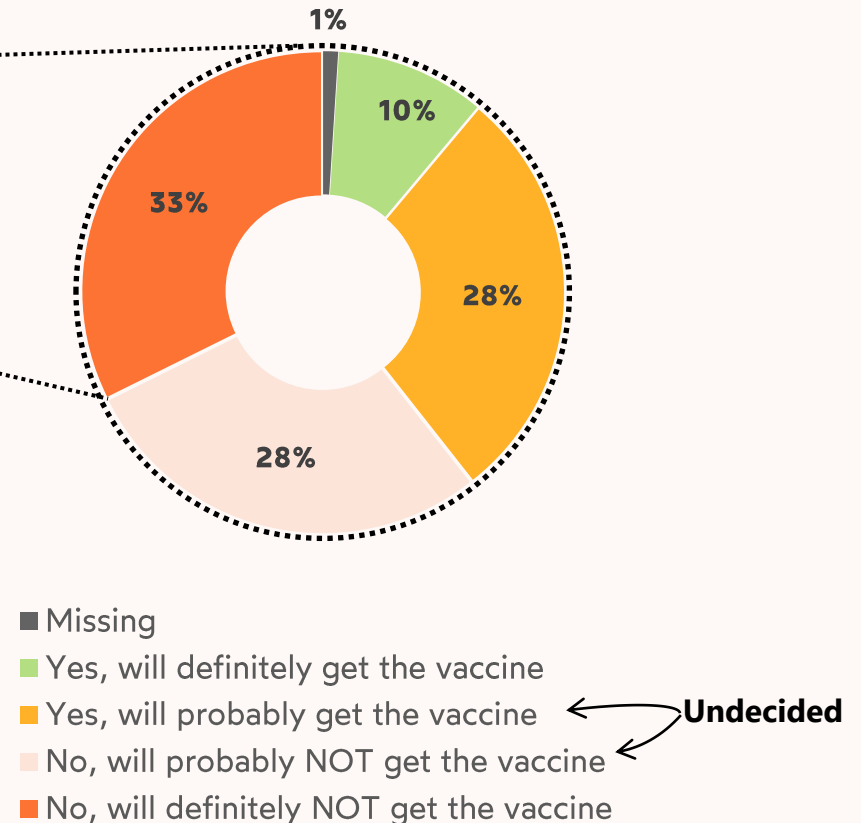
From November & December data

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%).****

Surveyed population in Newark



Among the 17% who are not vaccinated



*Survey question 2, 2a, and 6 **December data only

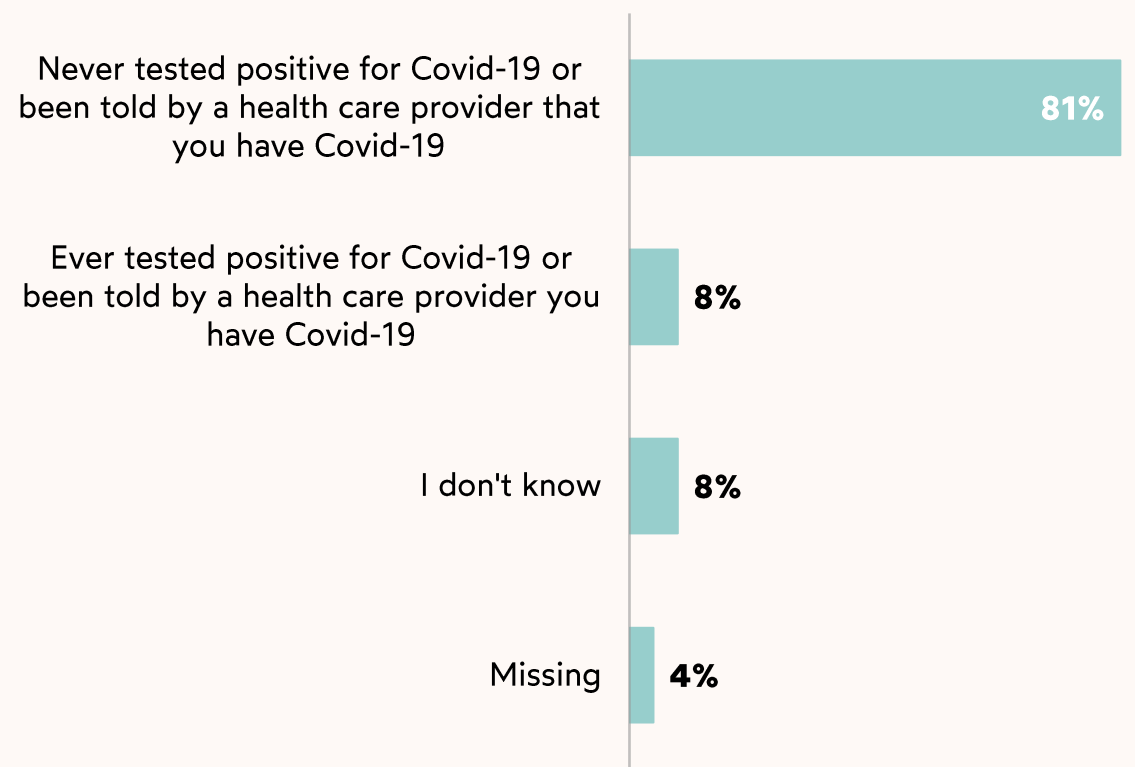
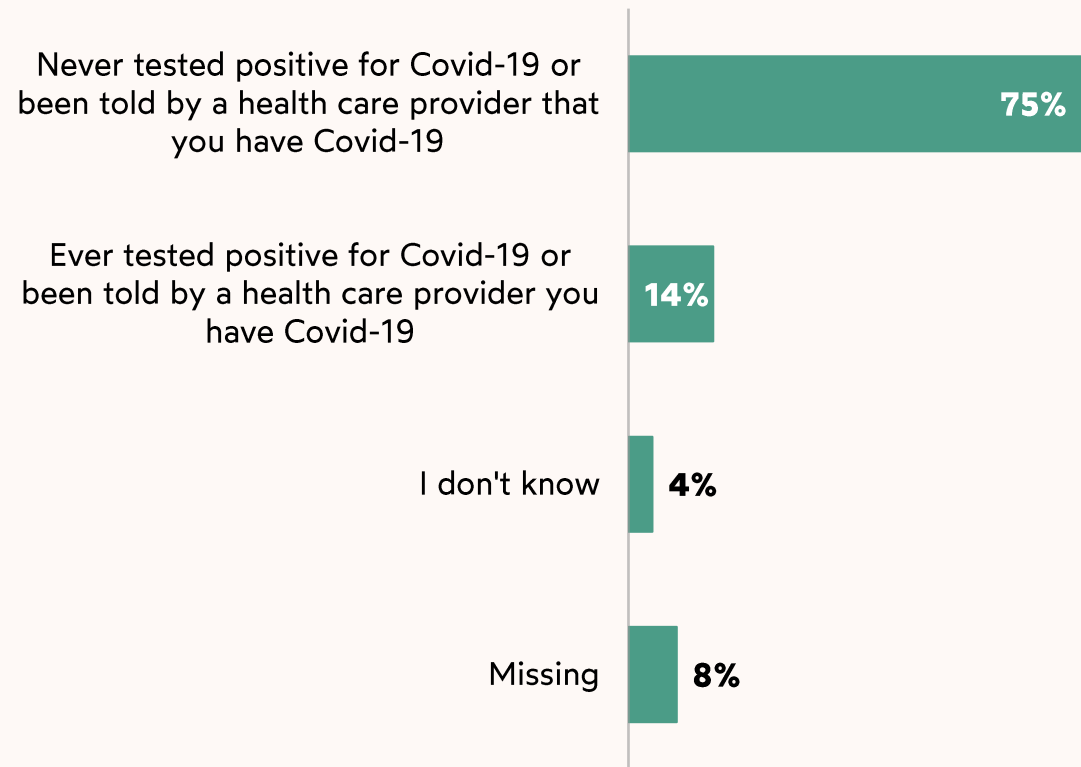
Respondents' personal experience with Covid-19 (n=451)

From November & December data

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)

UNVACCINATED RESPONDENTS (n= 78)

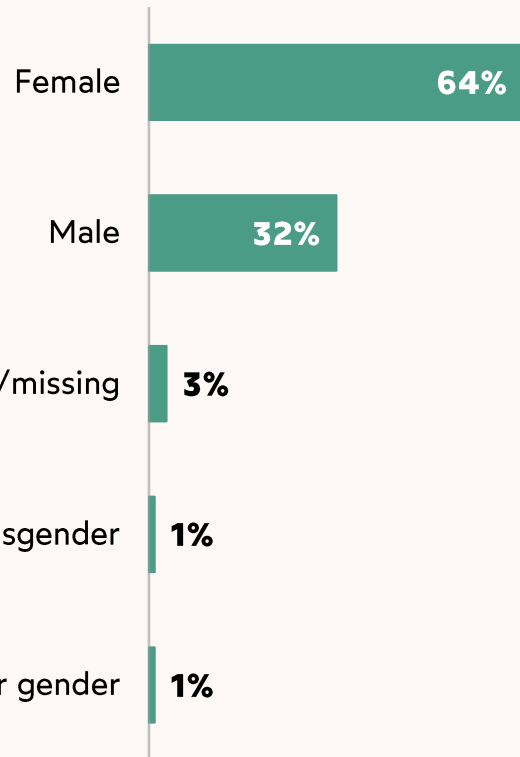


Who are the vaccinated respondents? (n=373)

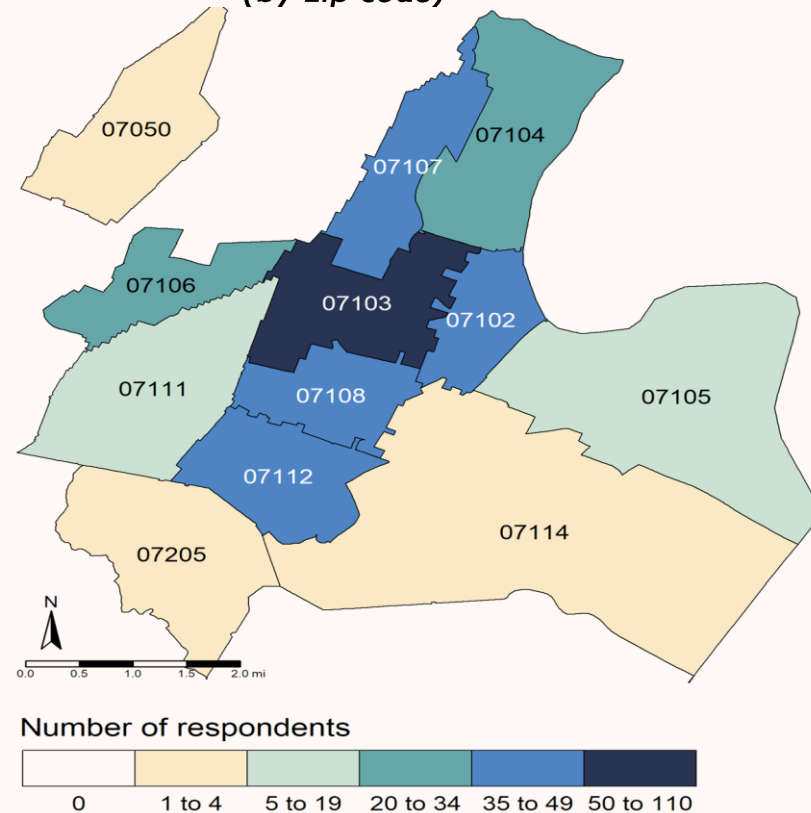
From November & December data

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.

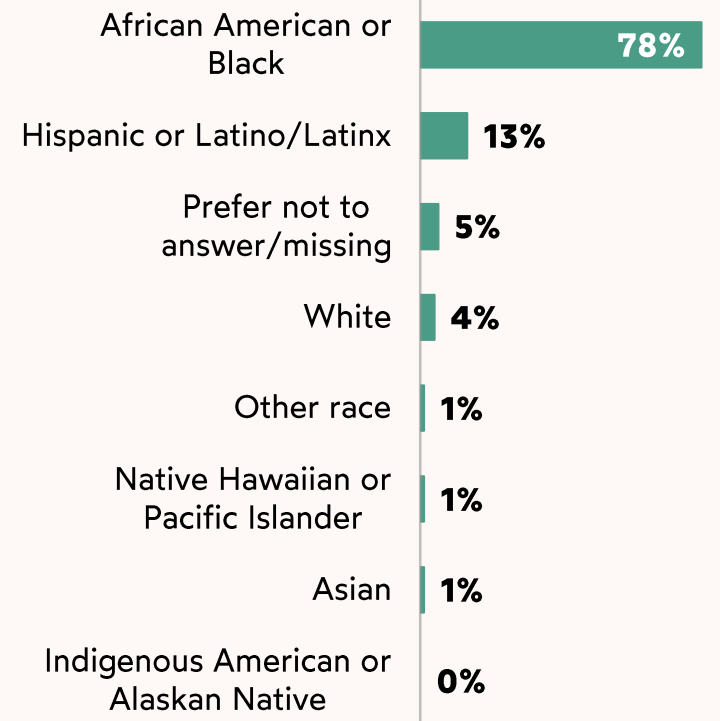
Gender
(select all that apply)



Where respondents live
(by zip code)



Race/Ethnicity
(select all that apply)

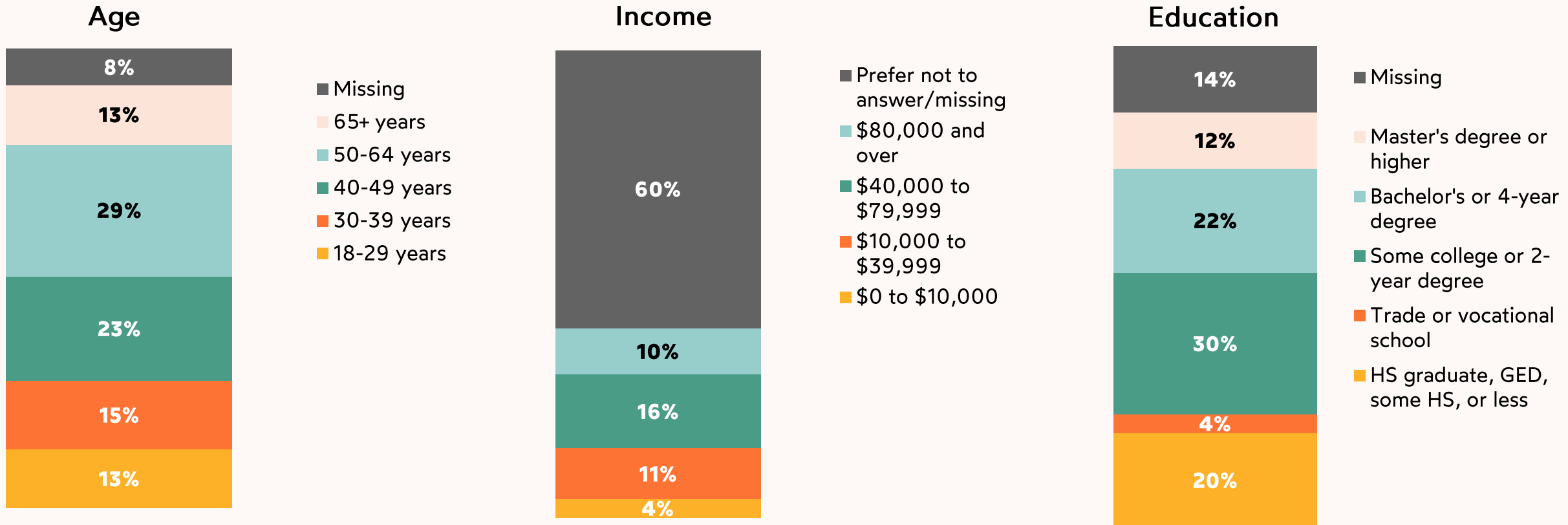


*Survey questions 1, 10, and 11

From November & December data

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.****



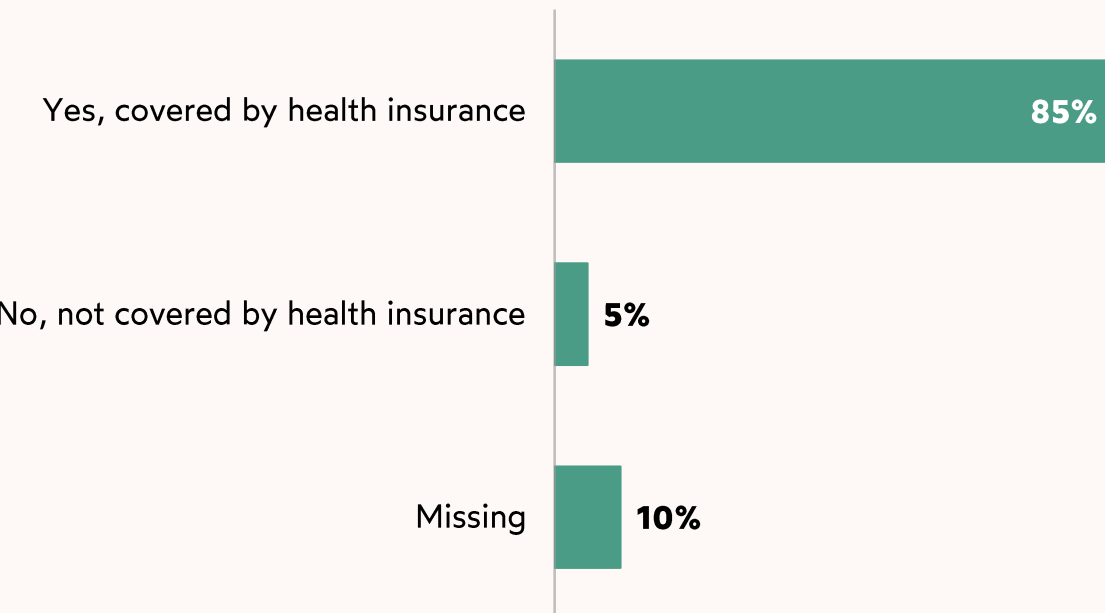
*Survey questions 9a, 12, and 13. **With such a high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent in this wave.

Who are the vaccinated respondents? ($n=373$)

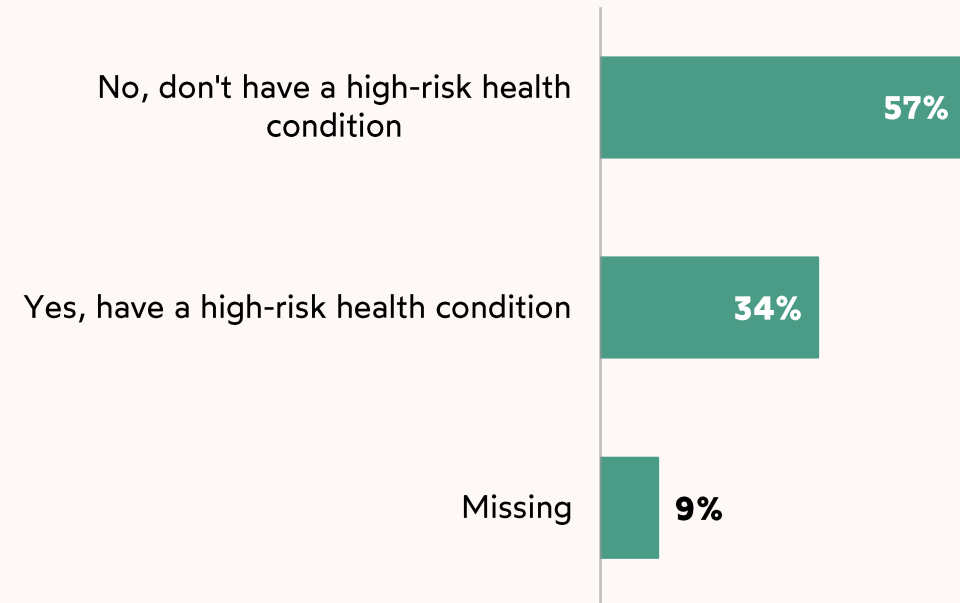
From November & December data

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

Health insurance coverage*



High-risk medical conditions**



Survey questions 14 and 15

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

From November & December data

Among vaccinated respondents (n=373)

ACCESS



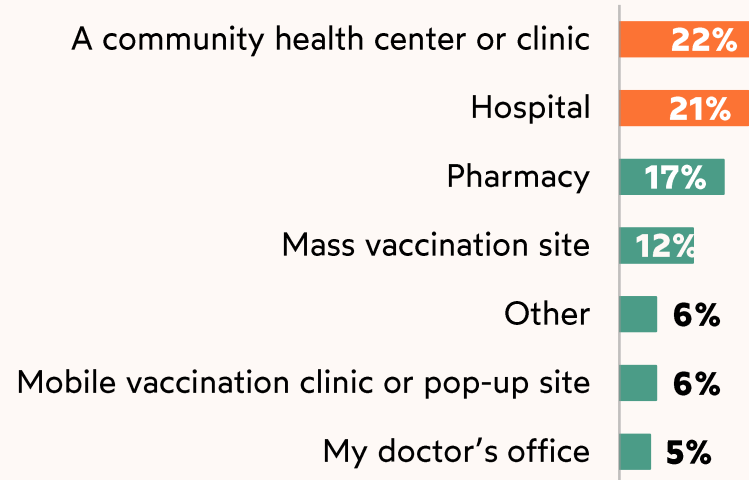
93% of respondents found it **very easy or somewhat easy** to make an appointment to receive the vaccine.



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**



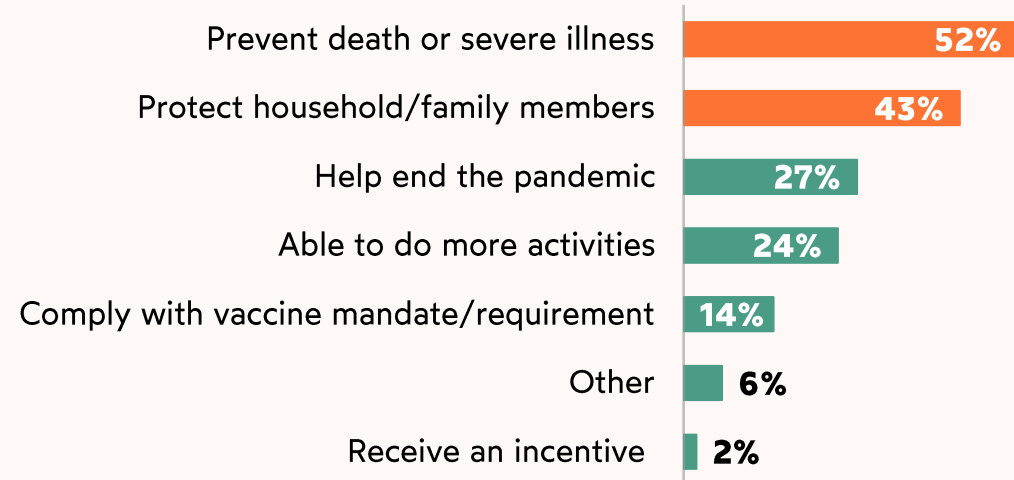
MESSENGERS AND MOTIVATORS



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**



*Survey questions 3, 3b, and 4

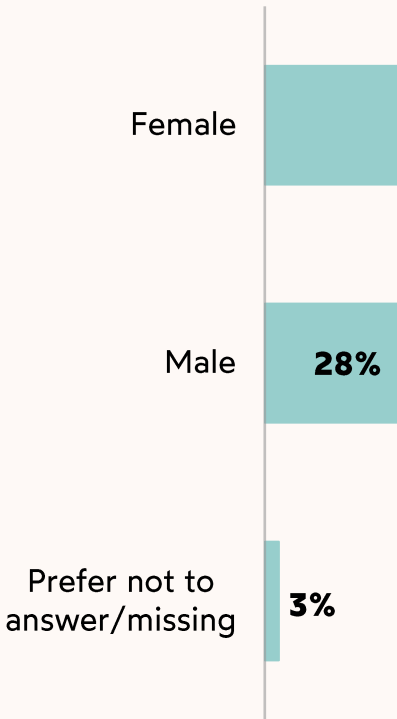
*Survey questions 5 and 6c

Who are the unvaccinated respondents? (n=78)

From November & December data

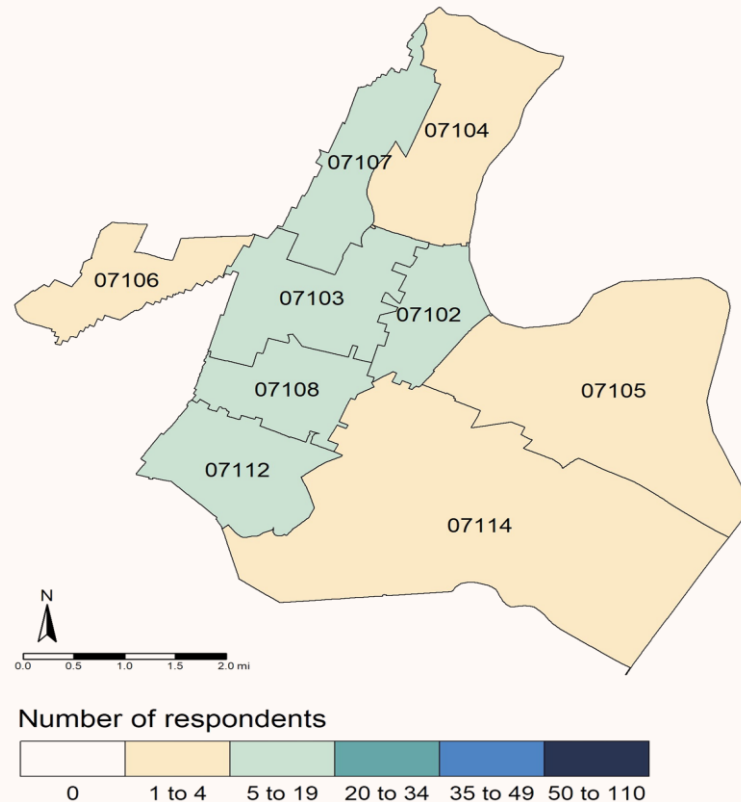
Just over two-thirds (68%) of the unvaccinated respondents were **female** and **81%** were **African American or Black**.

Gender
(select all that apply)

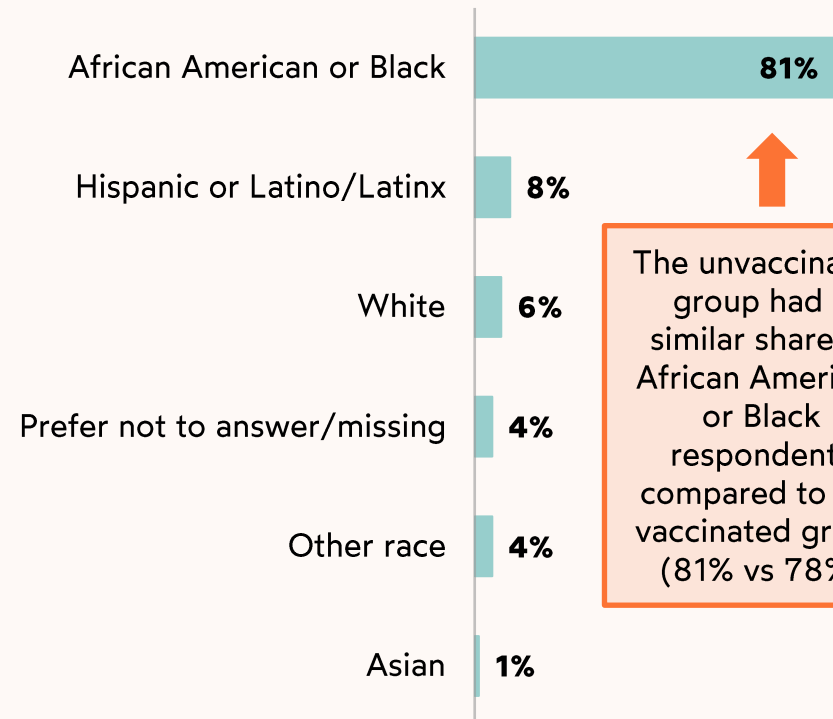


The unvaccinated group had a pretty similar share of female respondents compared to the vaccinated group (68% vs 64%).

Where respondents live
(by zip code)



Race/Ethnicity
(select all that apply)



The unvaccinated group had a similar share of African American or Black respondents compared to the vaccinated group (81% vs 78%).

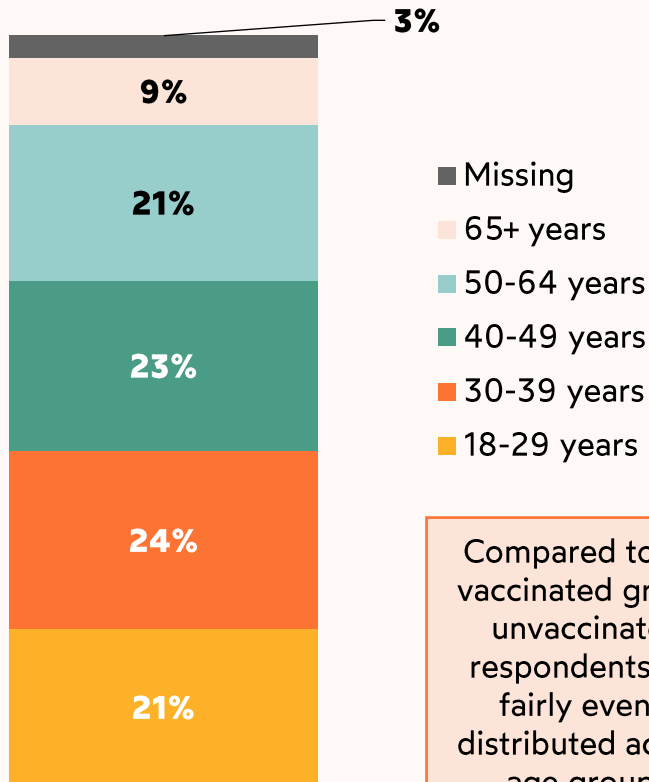
*Survey questions 1, 10, and 11

Who are the unvaccinated respondents? (n=78)

From November & December data

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

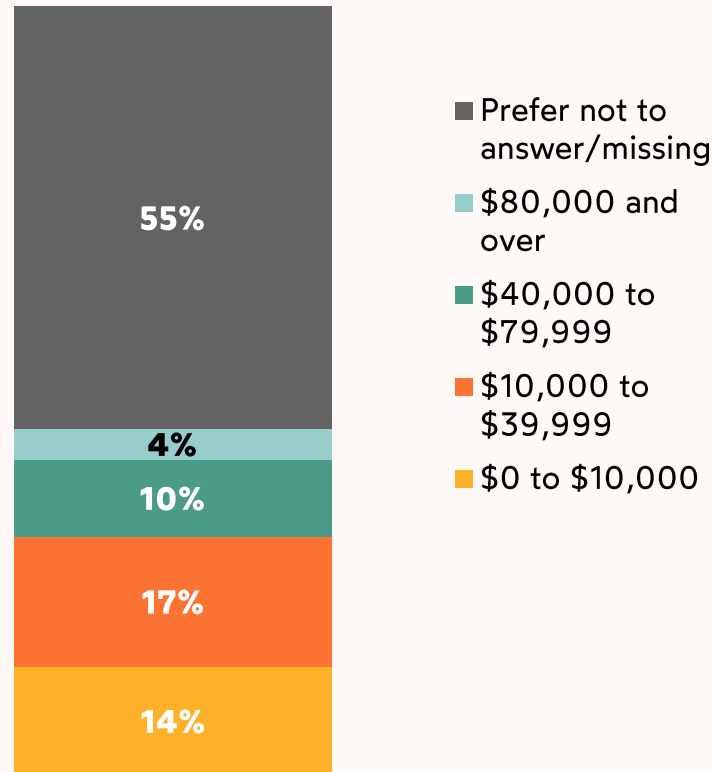
Age



- Missing
- 65+ years
- 50-64 years
- 40-49 years
- 30-39 years
- 18-29 years

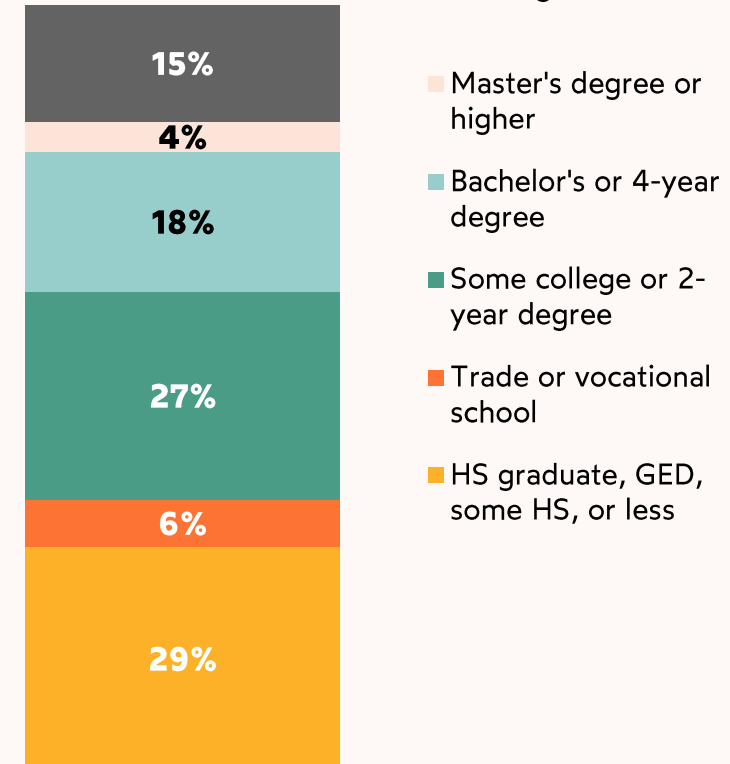
Compared to the vaccinated group, unvaccinated respondents are fairly evenly distributed across age groups

Income



- Prefer not to answer/missing
- \$80,000 and over
- \$40,000 to \$79,999
- \$10,000 to \$39,999
- \$0 to \$10,000

Education



- 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.

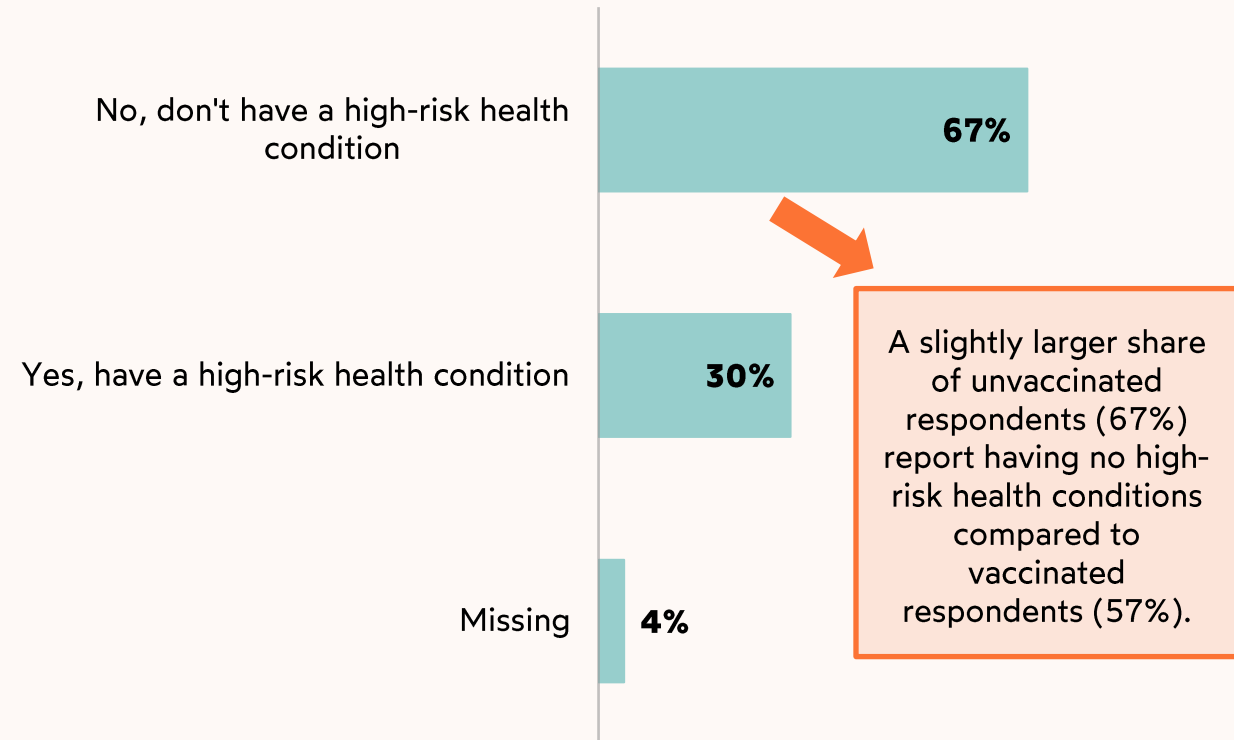
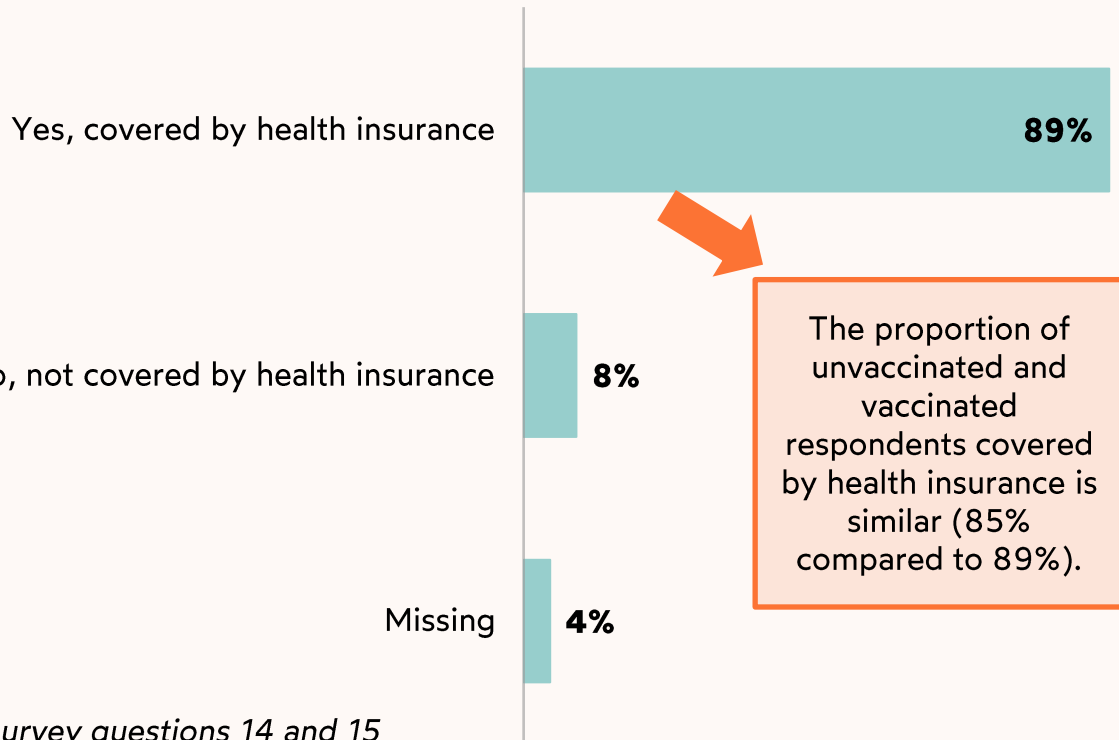
From November & December data

Who are the unvaccinated respondents? (n=78)

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

Health insurance coverage

High-risk medical conditions**



*Survey questions 14 and 15

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

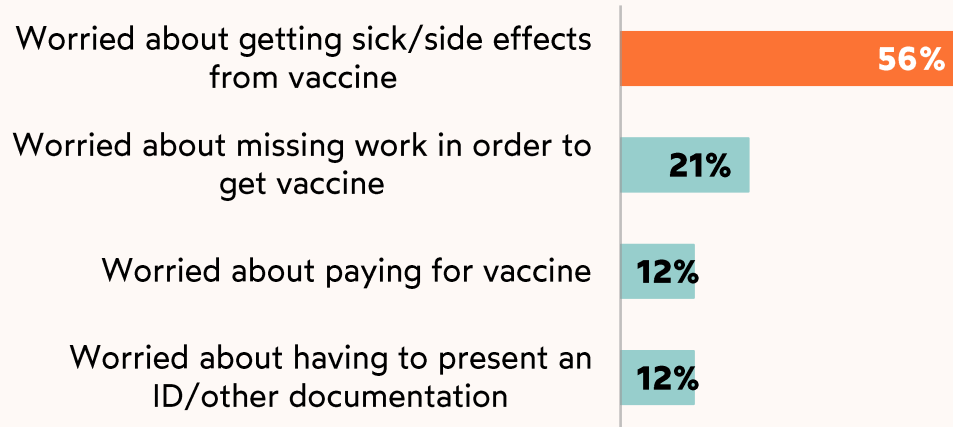
From November & December data

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.**



ENABLERS

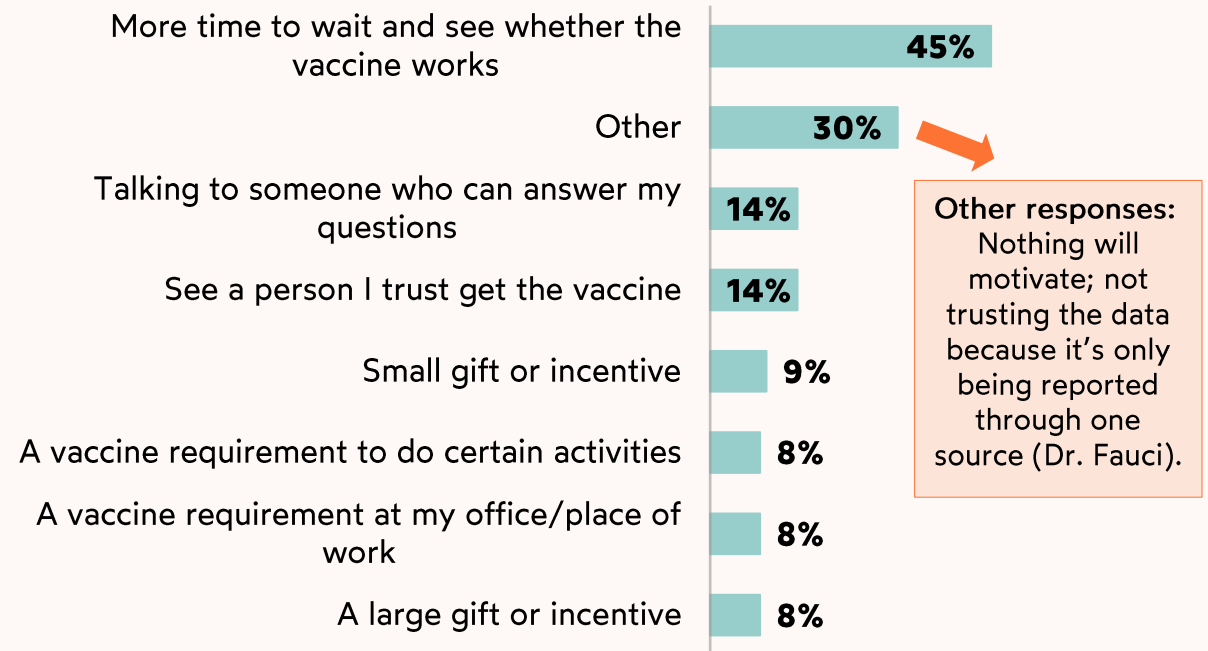


Nearly three-quarters (74%) of unvaccinated respondents knew **where to get information about scheduling a vaccine appointment** and just over **three-quarters knew where to get a vaccine (77%).**

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.**



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

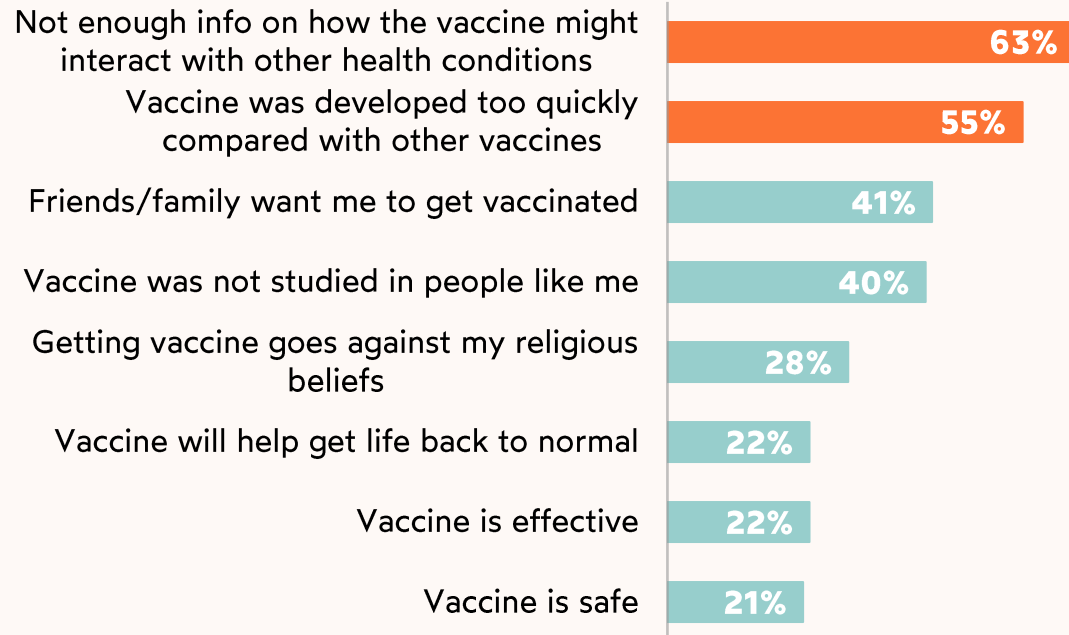
Among unvaccinated respondents (n=78)

From November & December data

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%)**.

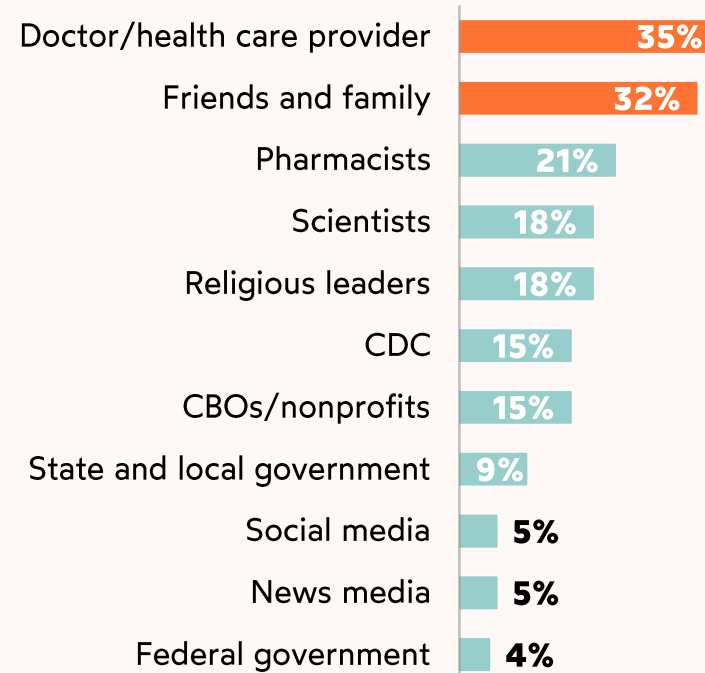


*Survey question 7

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 messengers was lower.



Compared to vaccinated respondents, the unvaccinated reported low levels of trust in various sources for Covid-19 information respondents.

*Survey questions 8

Differences between “types” of unvaccinated respondents

From November & December data

- 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.

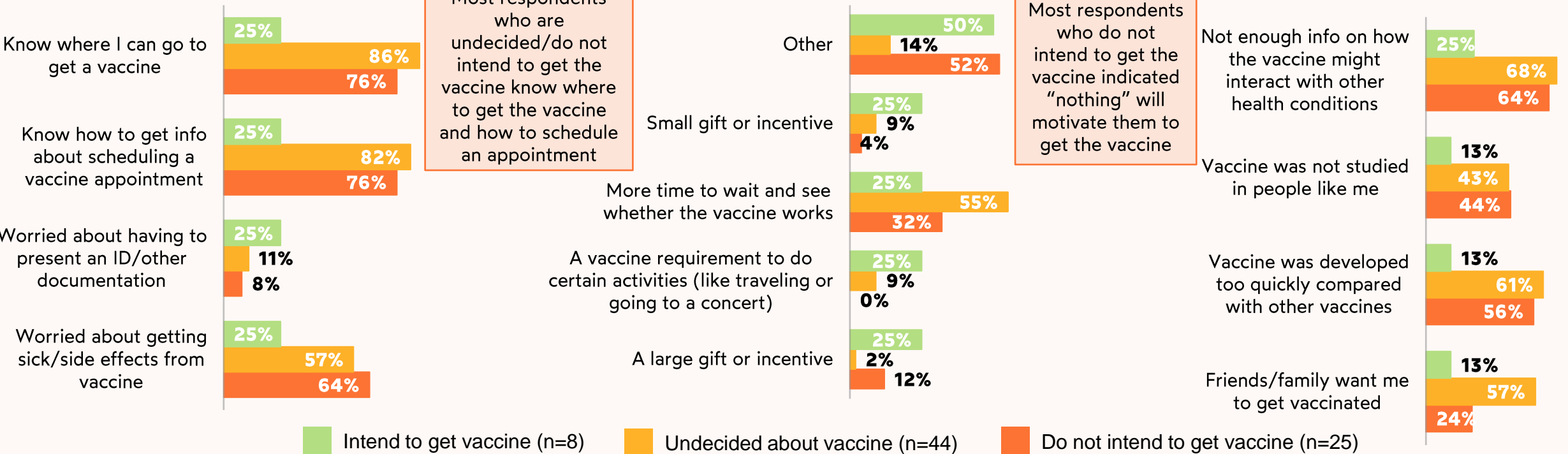
BARRIERS & ENABLERS

MOTIVATORS

BELIEFS

Most respondents who are undecided/do not intend to get the vaccine know where to get the vaccine and how to schedule an appointment

Most respondents who do not intend to get the vaccine indicated “nothing” will motivate them to get the vaccine



*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

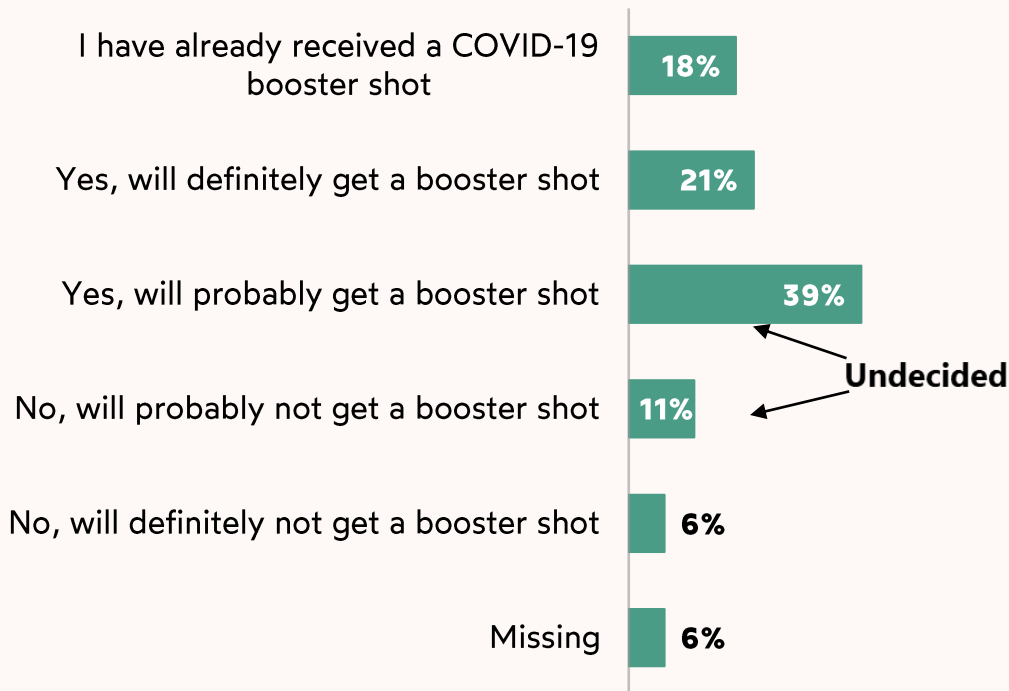
Attitudes toward booster shot

From November & December data

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**.

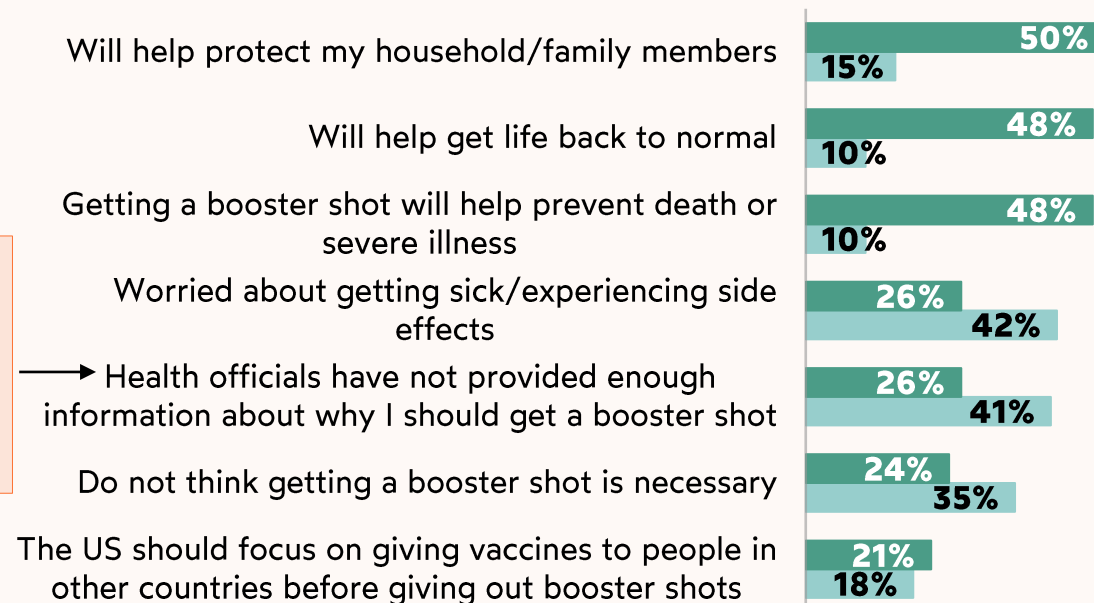


41% of unvaccinated respondents feel there is not enough information about why they should get the booster

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.



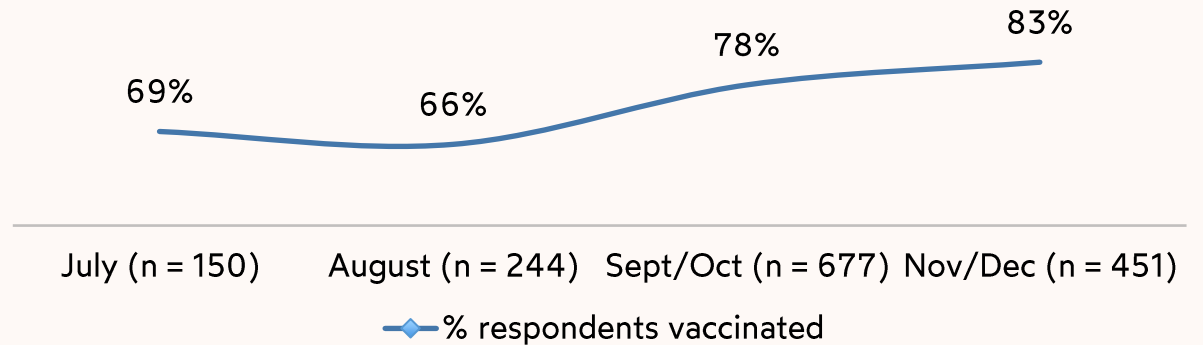
■ Vaccinated ■ Unvaccinated

*Survey question 8.1

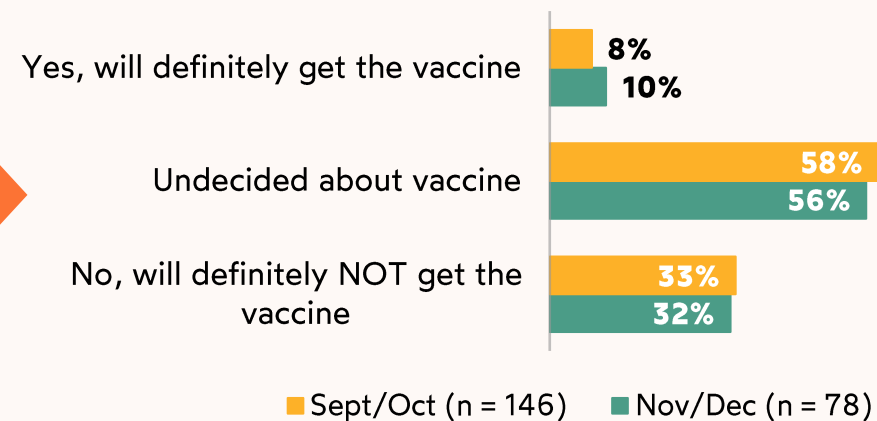
*Survey question 8.2

Vaccination trends from July through December

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



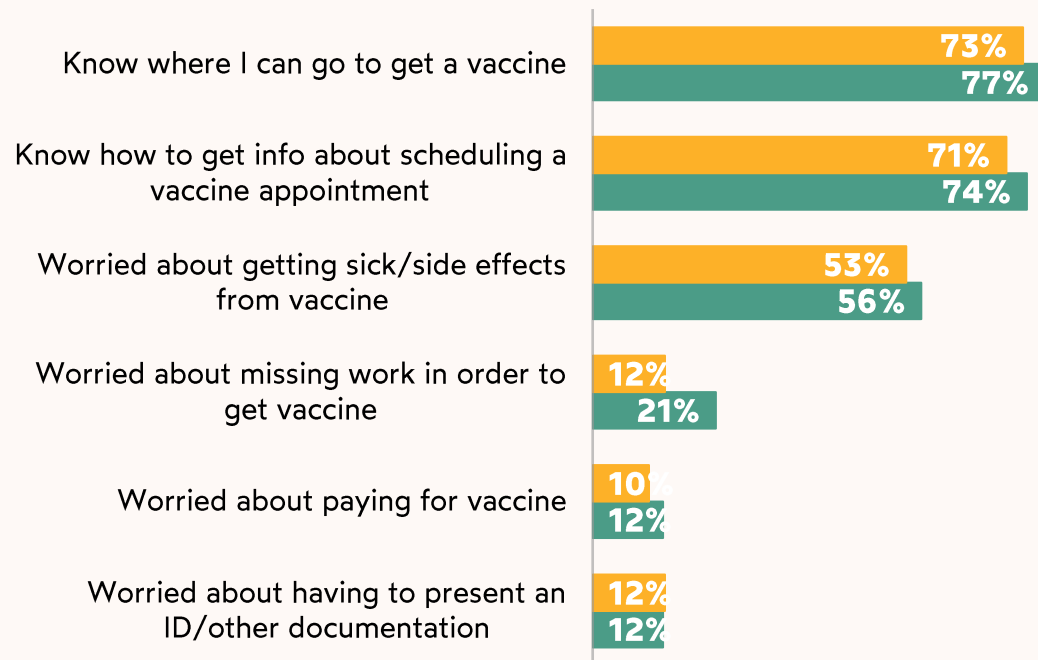
Overall intent to get vaccinated was similar among unvaccinated respondents between September/October and November/December.



Trends in barriers and beliefs from September/October to November/December

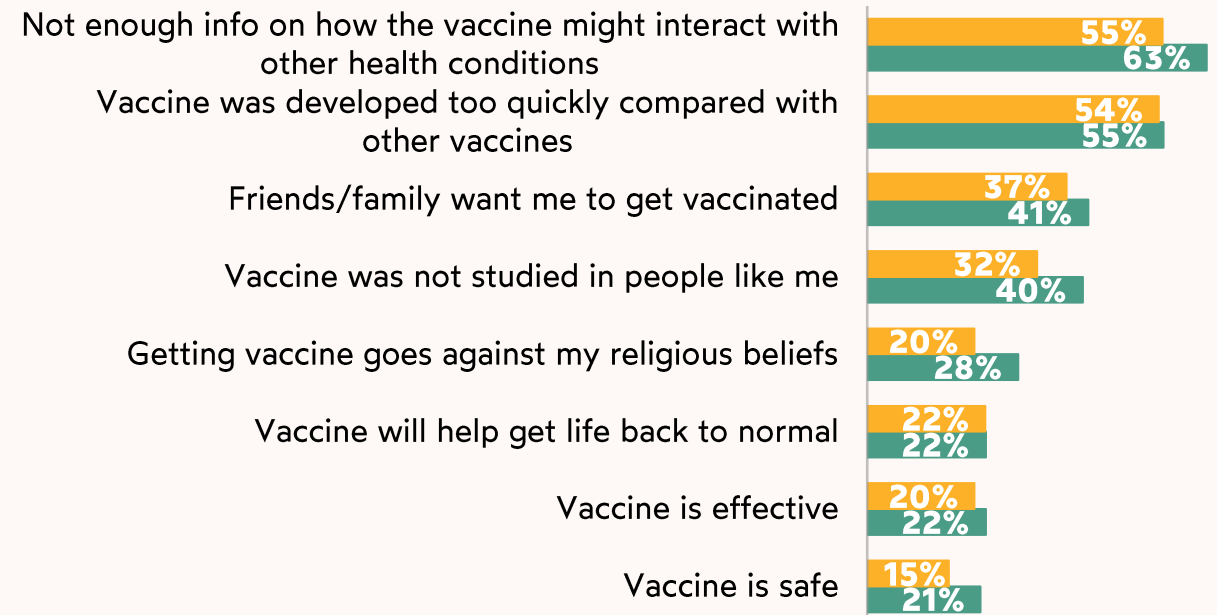
The top barriers to vaccination and beliefs about vaccination among unvaccinated respondents remained largely consistent in September/October and November/December.

Barriers



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

Beliefs

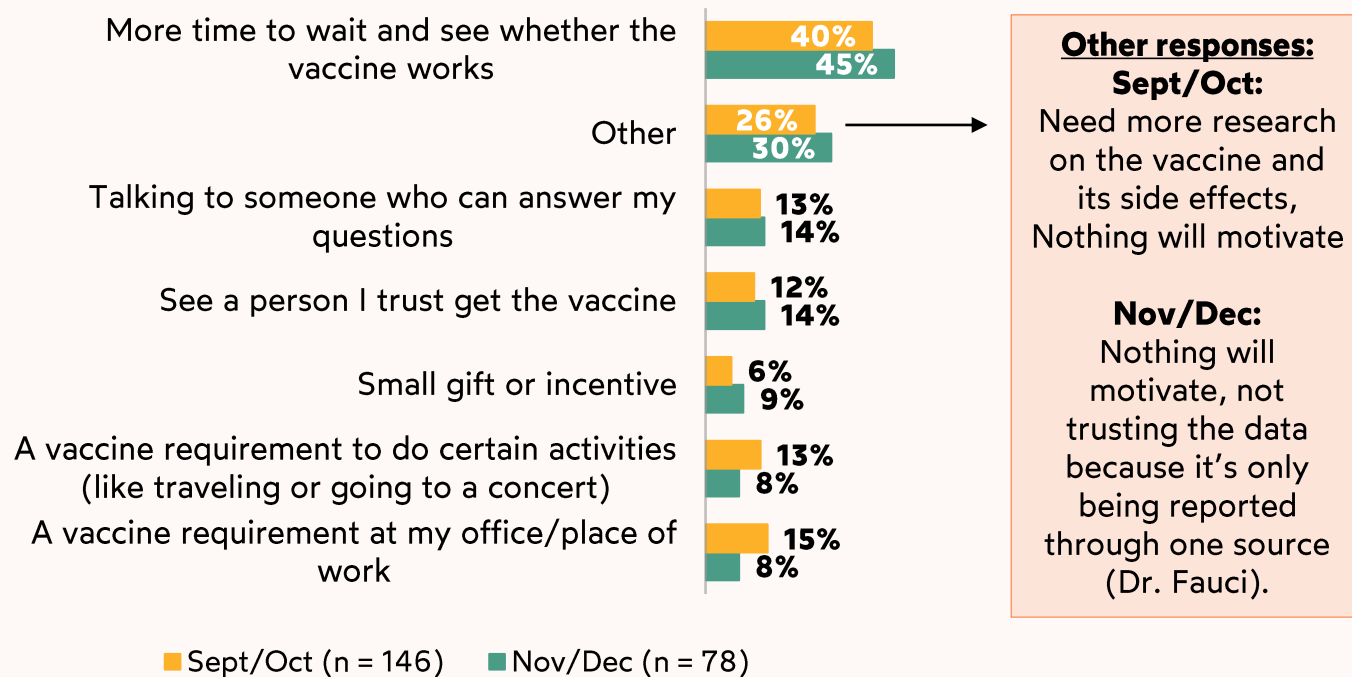


■ Sept/Oct (n = 146) ■ Nov/Dec (n = 78)

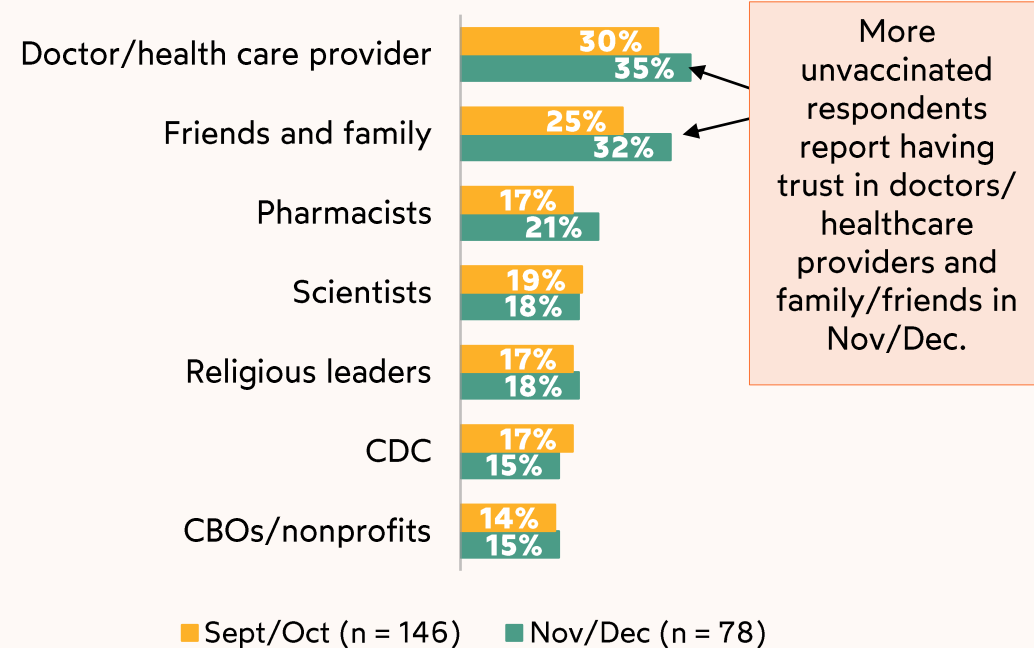
Trends in motivators and trusted messengers from September/October to November/December

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

Motivators



Trusted Messengers



Summary of key findings

From November & December data

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

VACCINATED RESPONDENTS

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

KEY TAKEAWAYS

UNVACCINATED RESPONDENTS

- 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.**
- More unvaccinated respondents reported **trusting doctors/health care workers and friends/family members** in Nov/Dec compared to Sept/Oct.
- Many worried about **getting sick/having side effects** from the vaccine.
- **Several need more information on how the vaccine interacts with other health conditions** and **believe that it was developed too quickly**

Potential strategies based on key findings from survey data

From November & December 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

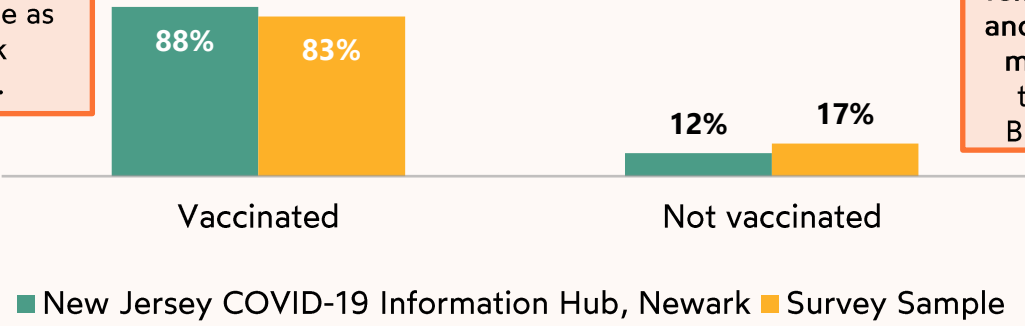
From November & December data

Survey respondent demographics vs. Newark city BIPOC demographics

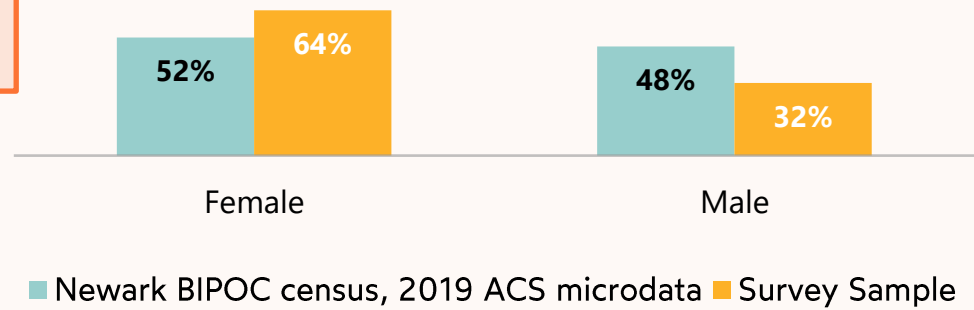
Vaccination status (at least one dose): Newark vs. Survey Sample (n = 377)

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

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

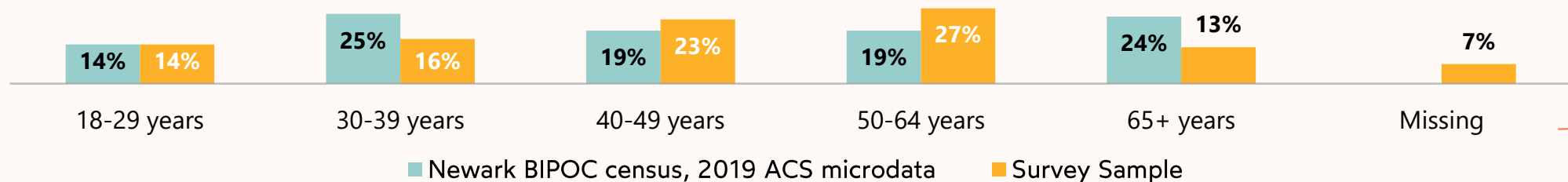


Gender: Newark vs. Survey Sample (n = 300)



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)

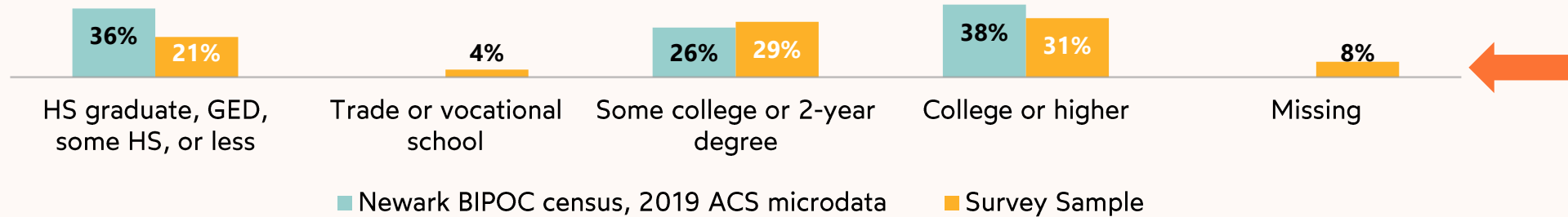


Compared to Newark's BIPOC population, the survey population has a lower share of respondents ages 30-39 and over 65, but more respondents ages 50-64.

From November & December data

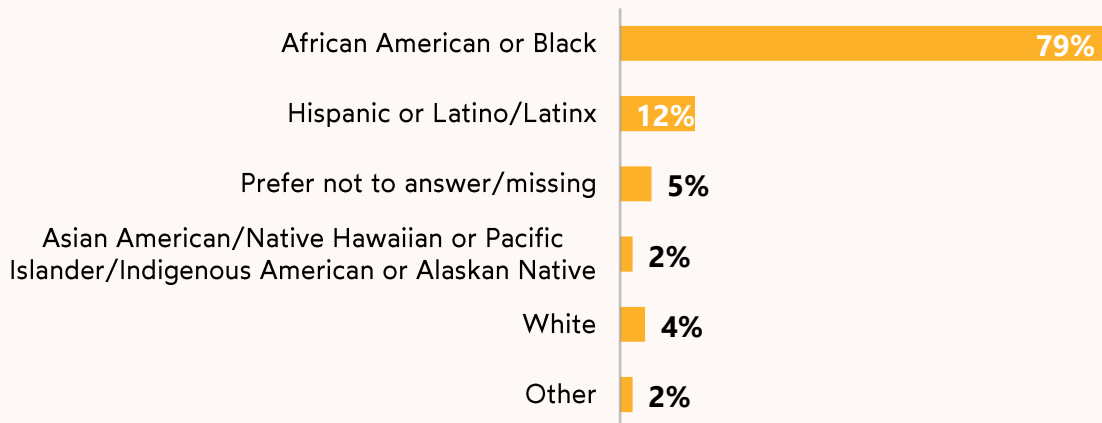
Survey respondent demographics vs. Newark city BIPOC demographics

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



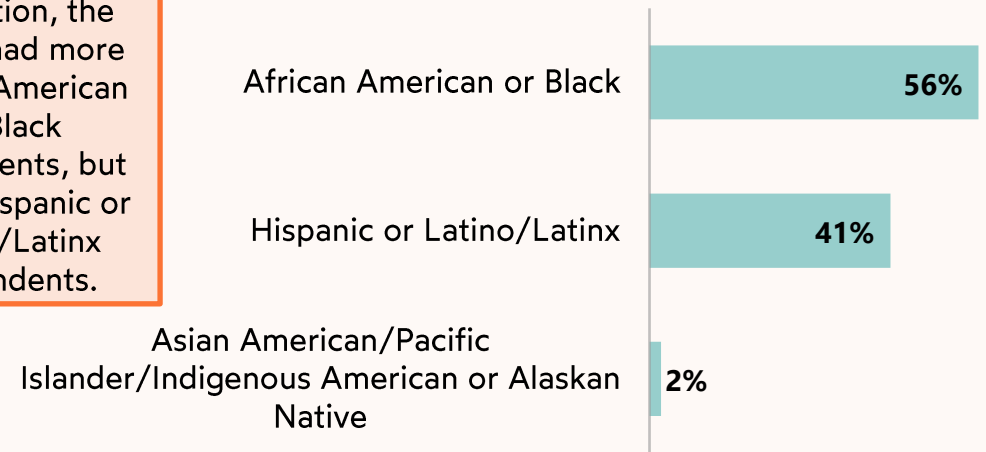
Compared to Newark's BIPOC population, the survey sample has a smaller share of respondents with a high school education or less or college or higher, and a slightly larger share of respondents with some college or a 2-year degree.

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



Compared to Newark's BIPOC population, the survey had more African American or Black respondents, but fewer Hispanic or Latino/Latinx respondents.

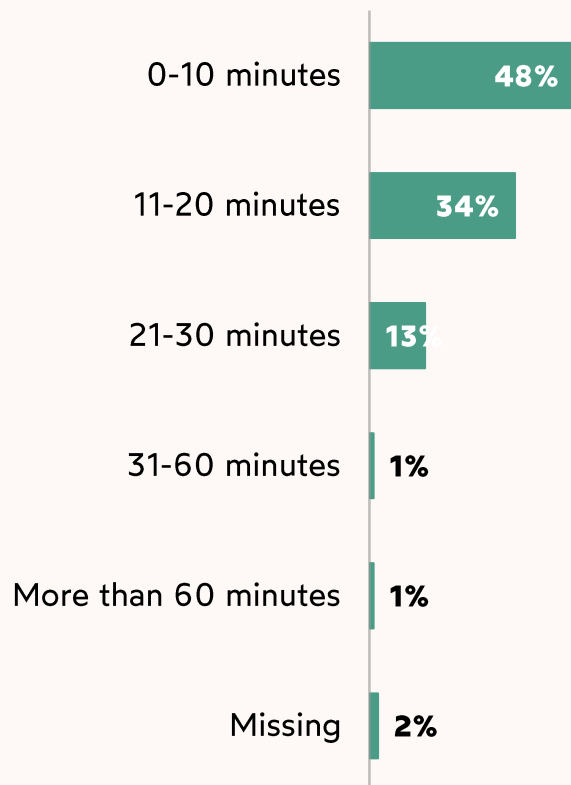
Newark BIPOC census, 2019 ACS microdata BIPOC race/ethnicity



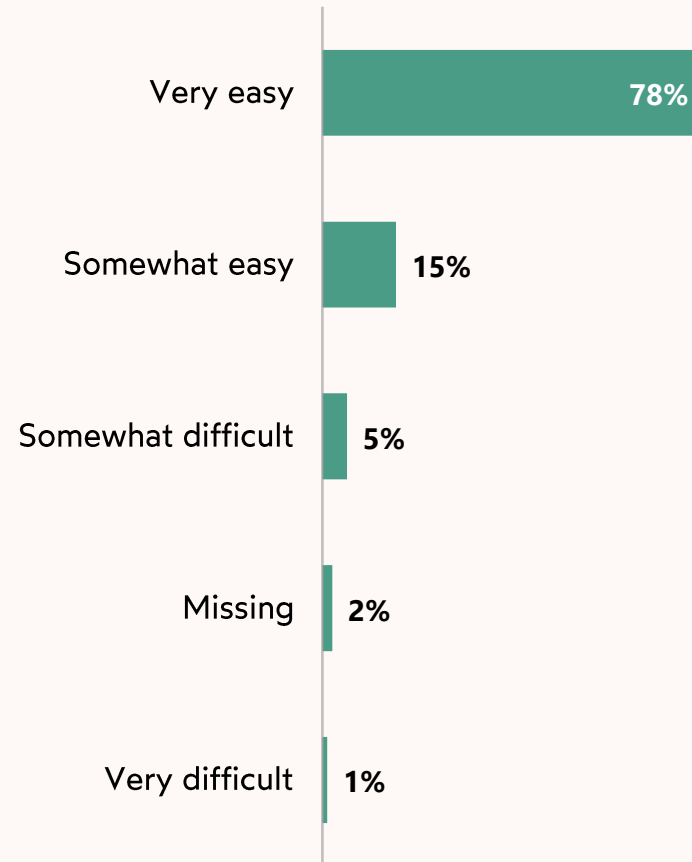
Among vaccinated respondents (n=373)

From November & December data

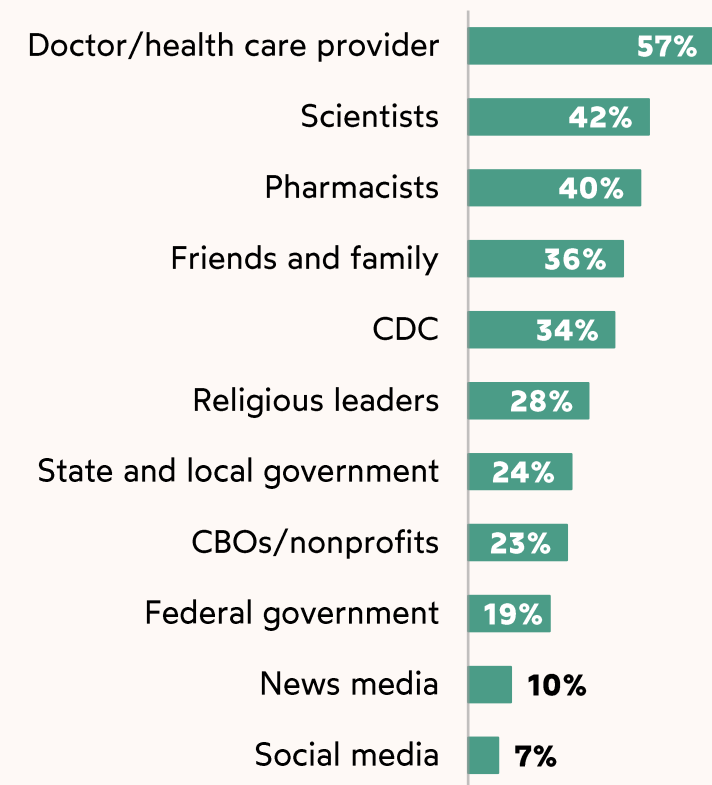
Time taken to get vaccinated



Ease of getting an appointment



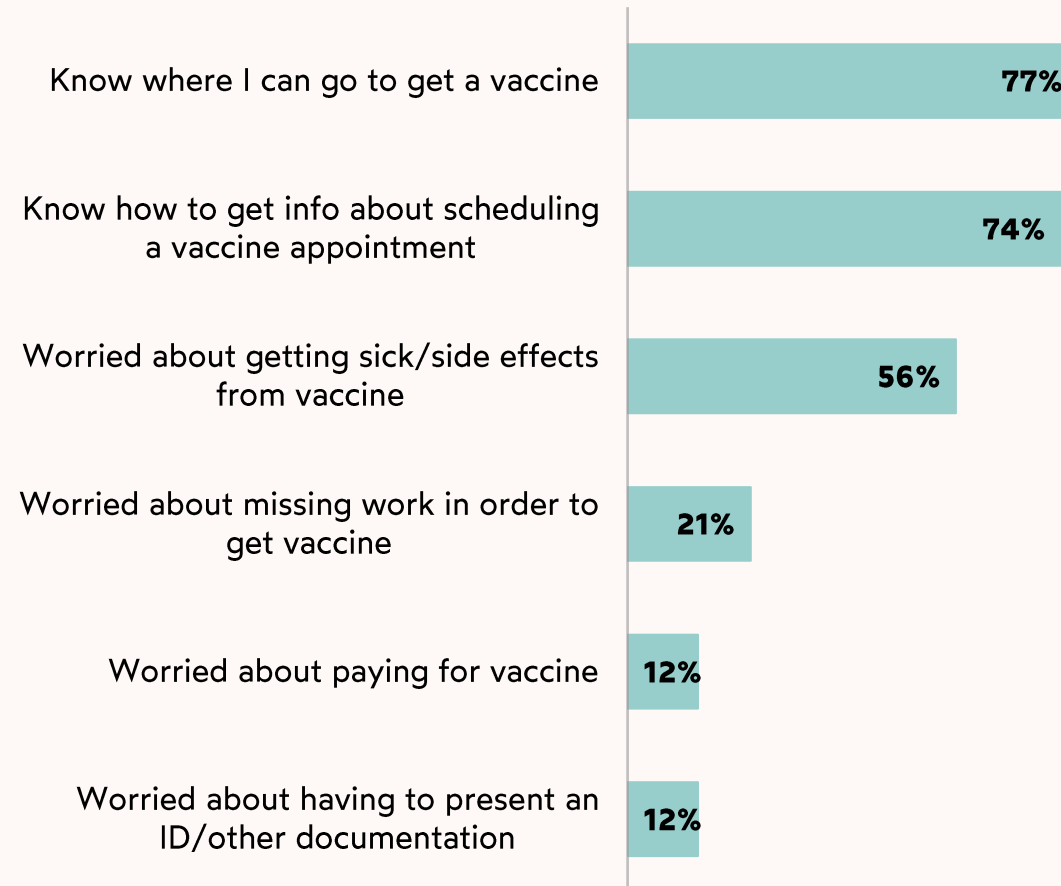
Trusted messengers



Among unvaccinated respondents (*n*=60)

From November & December data

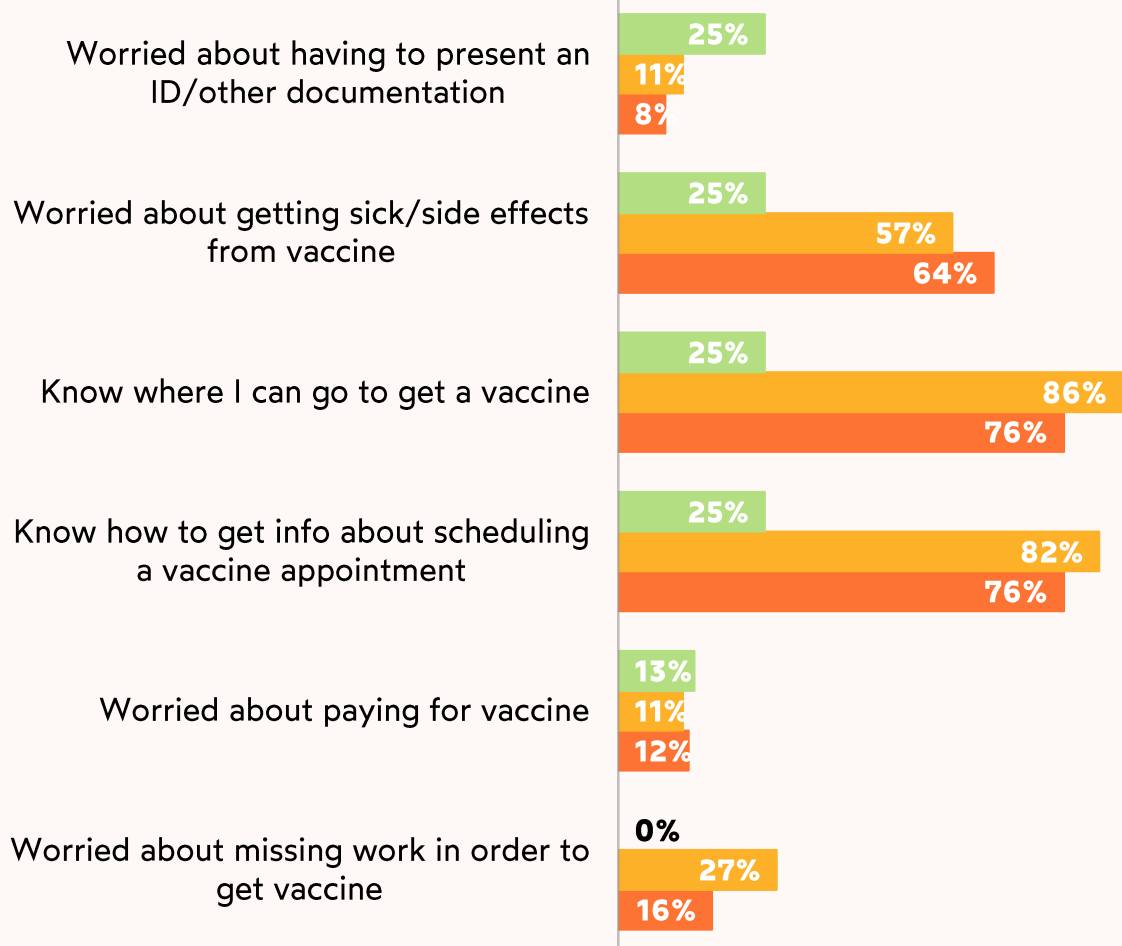
Barriers/Enablers



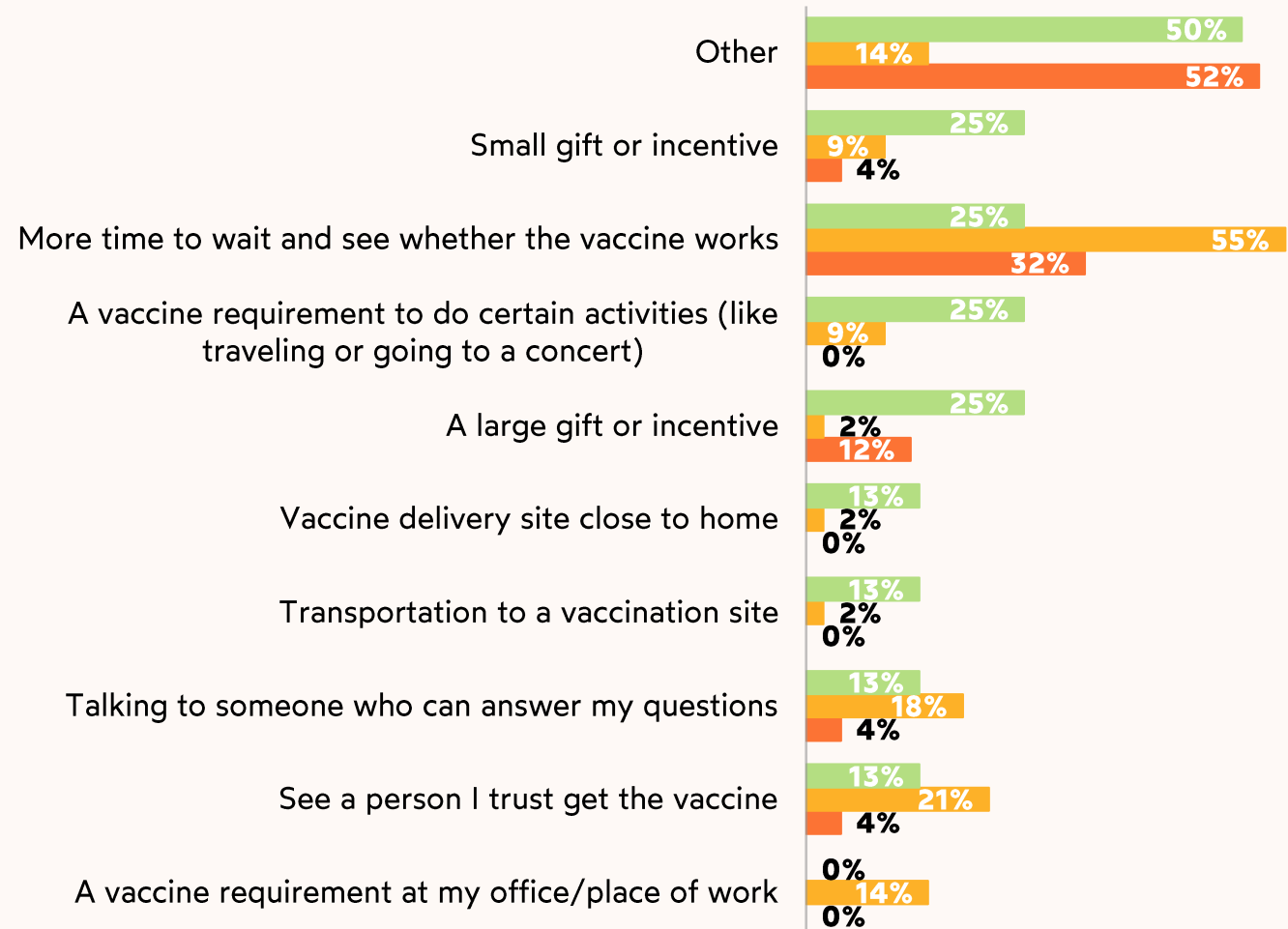
From November & December data

“Types” of unvaccinated respondents (n = 78)

Barriers/Enablers



Motivators to get the vaccine



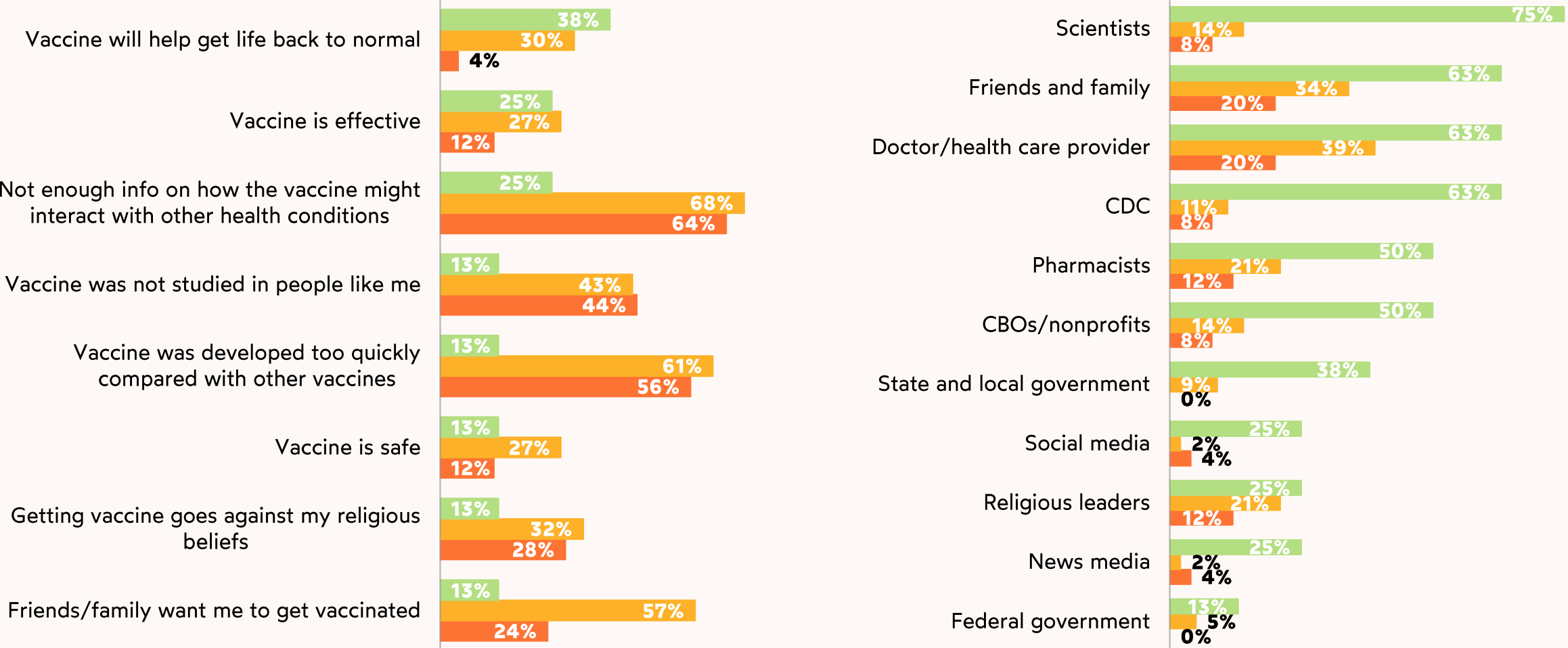
■ Will definitely get vaccine (n=2)
 ■ Undecided about vaccine (n=24)
 ■ Do not intend to get vaccine (n=9)

“Types” of unvaccinated respondents (n = 78)

From November & December data

Beliefs

Trusted messengers

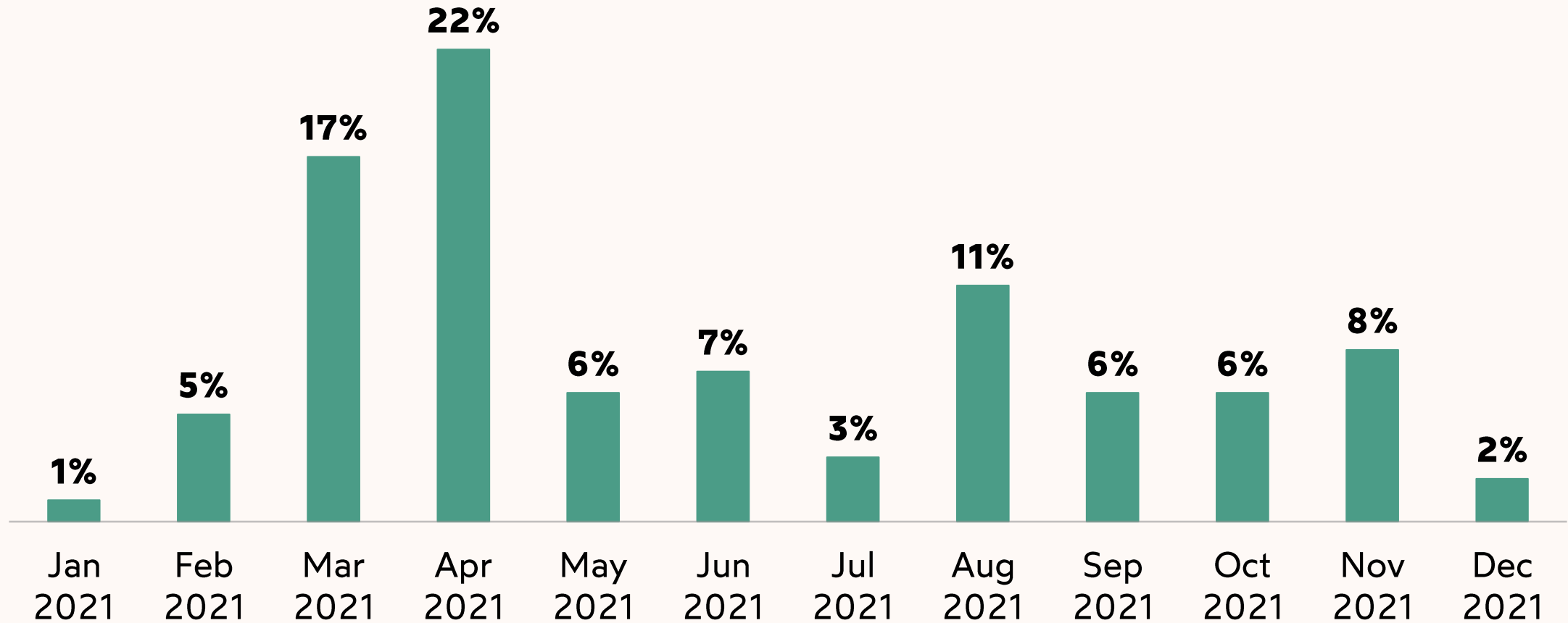


■ Will definitely get vaccine (n=2)
 ■ Undecided about vaccine (n=24)
 ■ Do not intend to get vaccine (n=9)

Among vaccinated respondents (n = 156)

From November & December data

Month first vaccination was received



Survey insights by city: Oakland

Overview

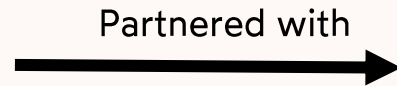
- Methodology
- Respondents' vaccination status and intentions
- Respondents' Covid-19 testing history
- Characteristics and highlights among vaccinated respondents
- Characteristics and highlights among unvaccinated respondents
- Differences between “types” of unvaccinated respondents
- Respondents'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

Monthly goal: 100 responses

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

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

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

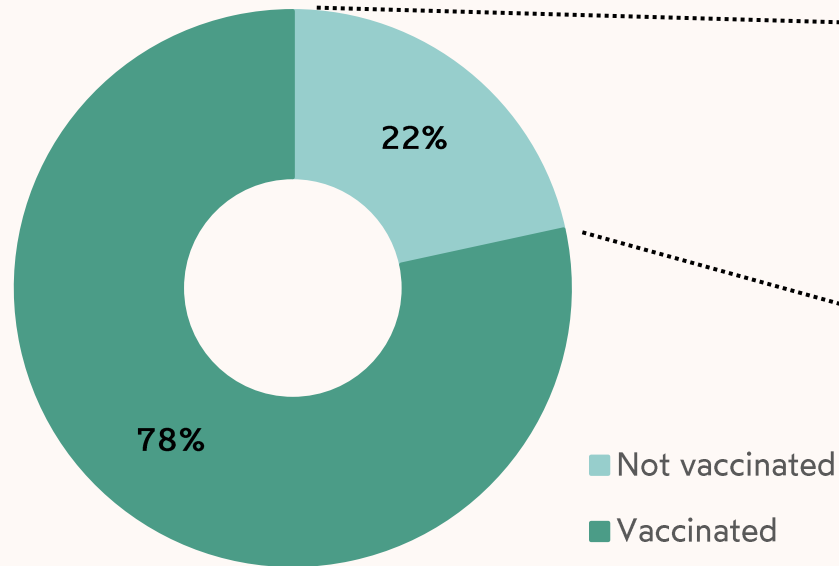
LSPC is dedicated to serving incarcerated and formerly incarcerated people and their families.

Vaccination status and intention (n = 162)

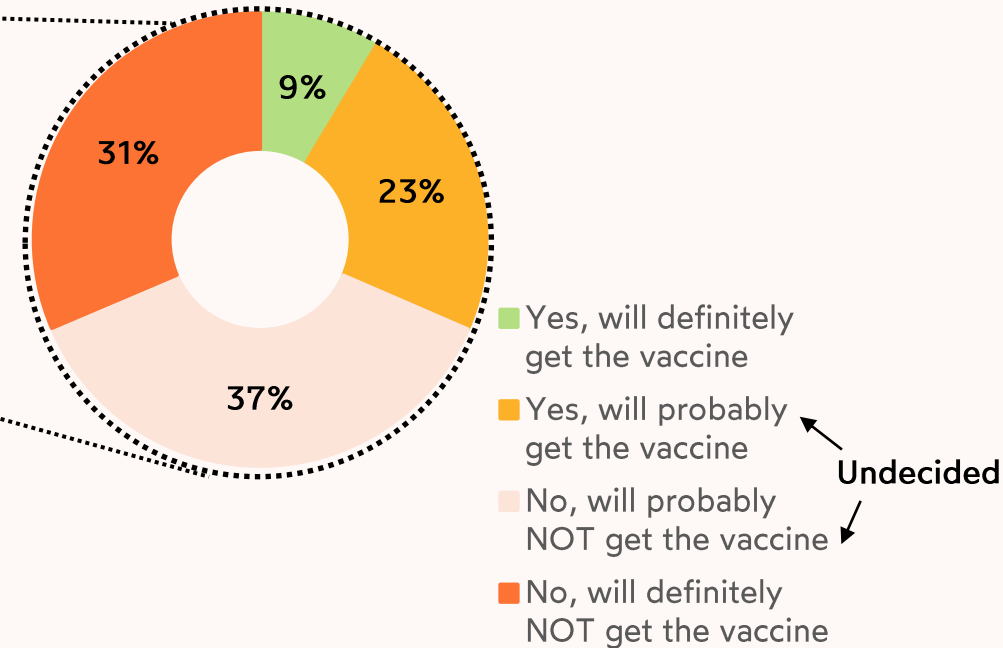
From November & December data

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**.

Surveyed population in Oakland



Among the 22% who are not vaccinated



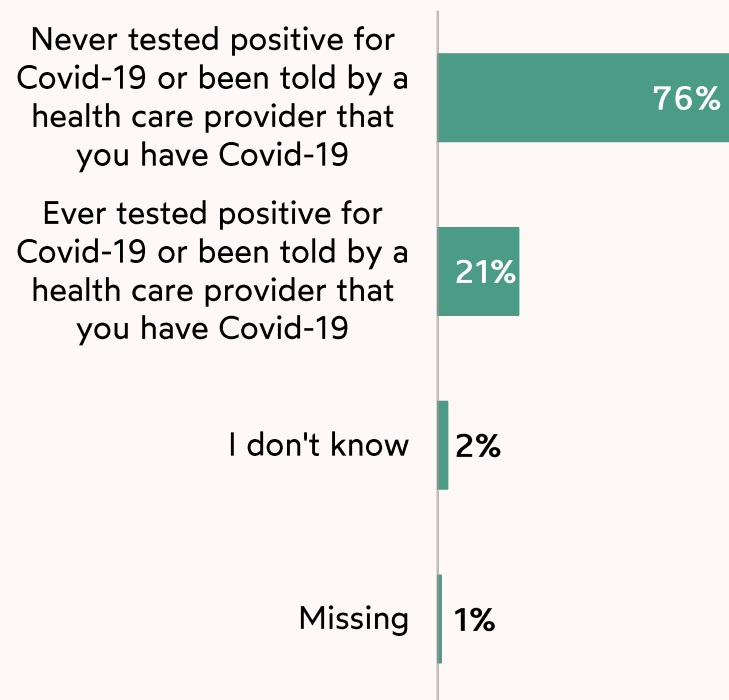
*Survey questions 2, 2a and 6.

From November & December data

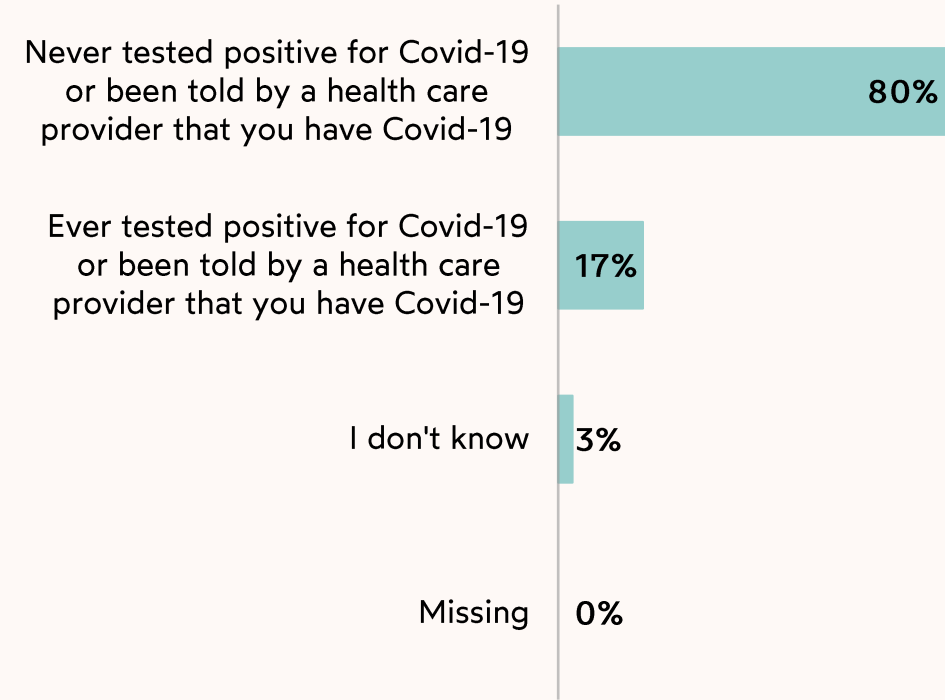
Respondents' personal experience with Covid-19 (n=162)

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)



UNVACCINATED (n=35)



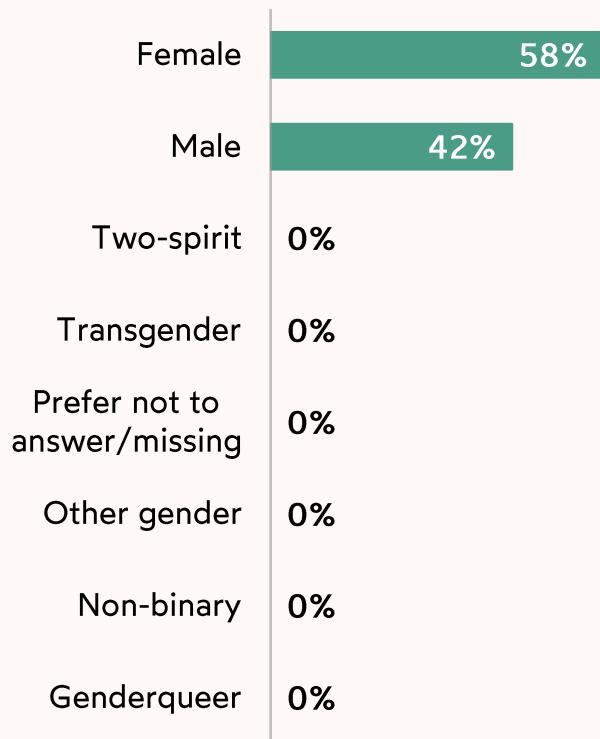
*Survey question 8.3

Who are the vaccinated respondents? (n = 127)

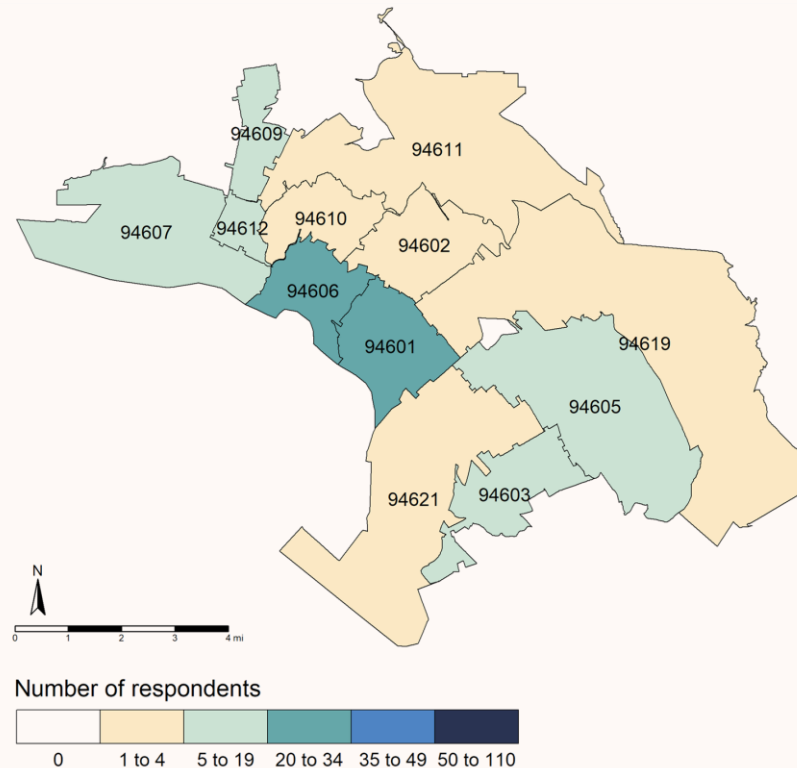
From November & December data

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**.

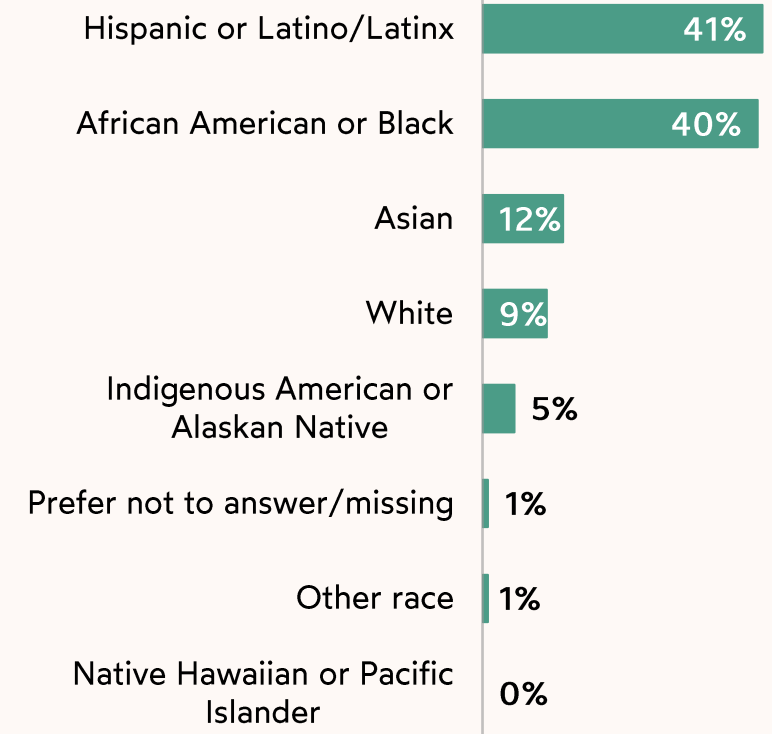
Gender
(Select all that apply)



Where respondents live (by zip code)



Race/ethnicity
(Select all that apply)

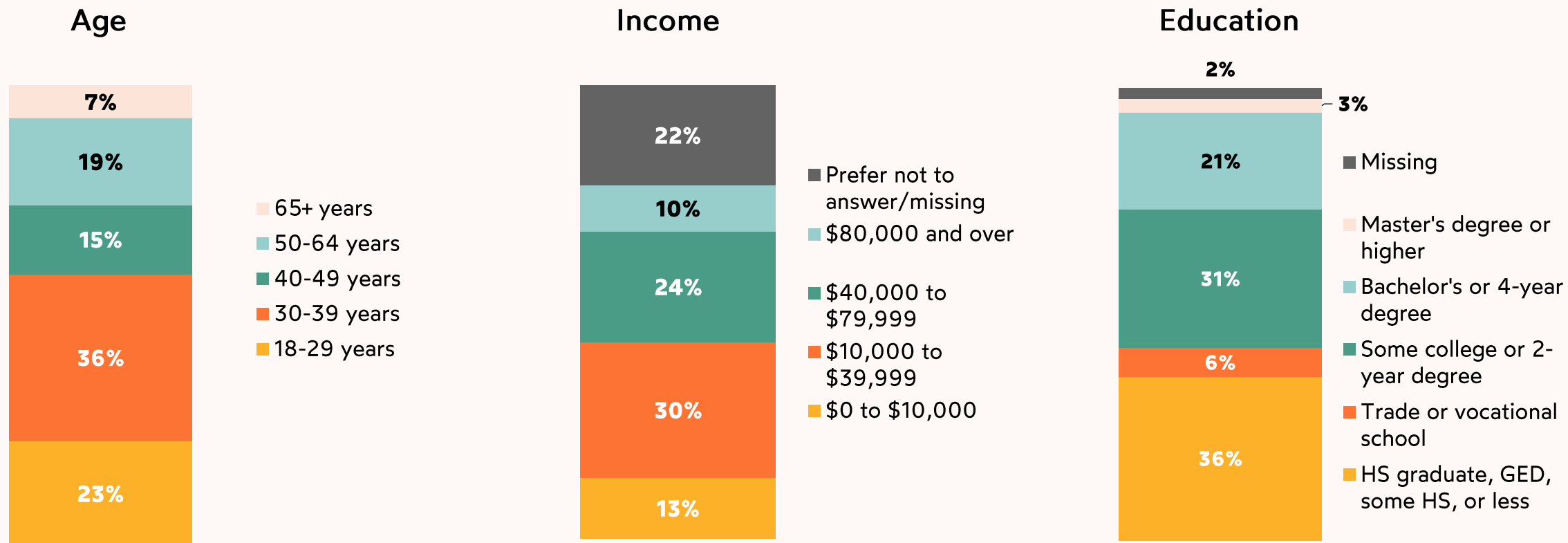


*Survey questions 1, 10, and 11

From November & December data

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%)**.**

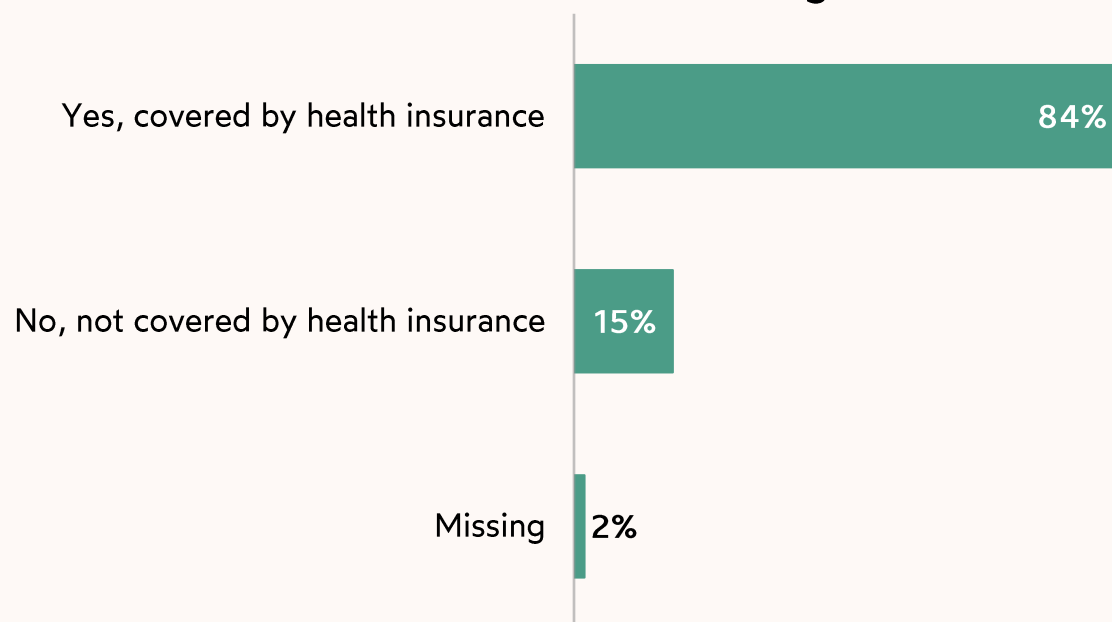


From November & December data

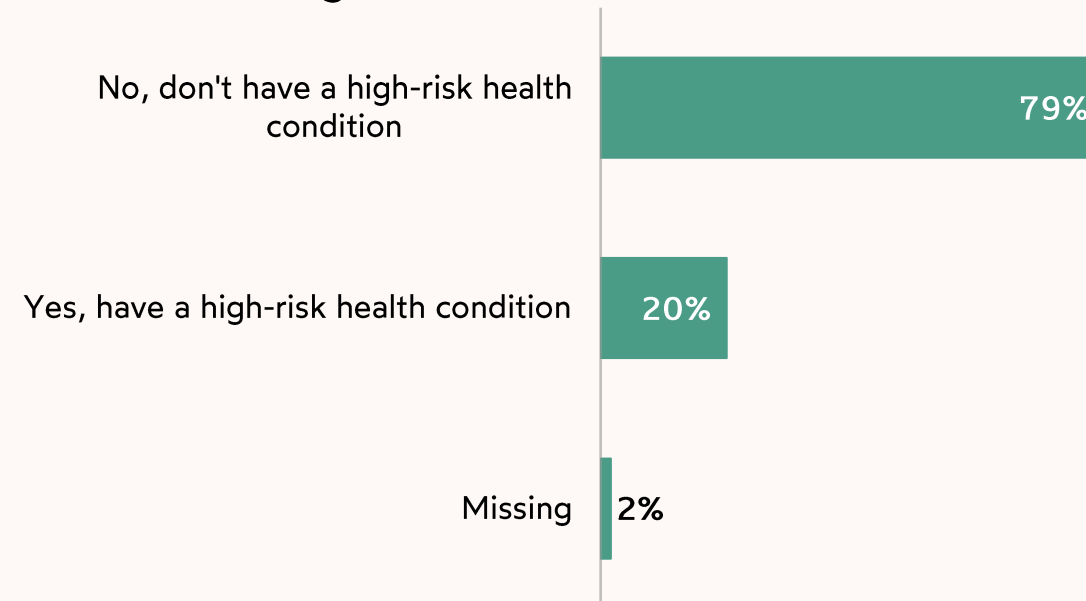
Who are the vaccinated respondents? ($n = 127$)

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



High-risk medical conditions**



*Survey questions 14 and 15

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

From November & December data

Among vaccinated respondents (n = 127)

ACCESS



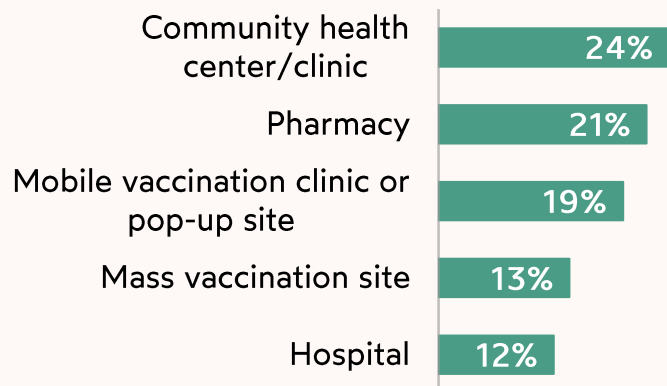
42% of respondents took **11 to 20 minutes** to get to the location where they received the vaccine; **29%** of respondents took less time and **28%** took more time.



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



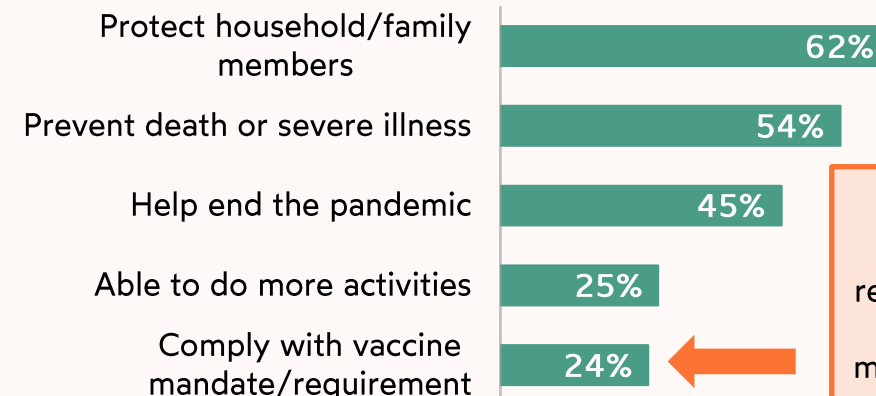
Vaccinated respondents received their vaccines at various locations:



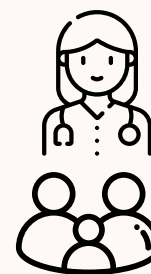
MESSENGERS AND MOTIVATORS



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%)**.



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

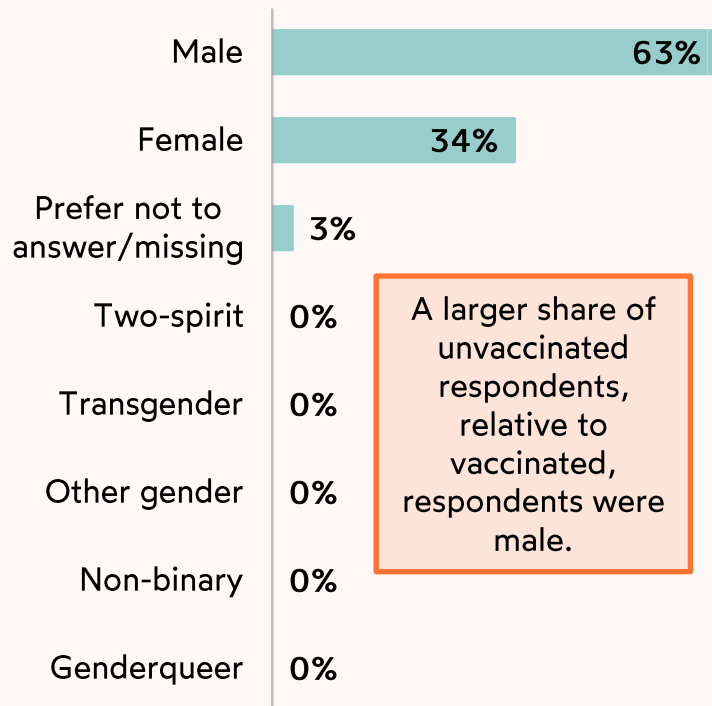
*Survey question 5 and 8.

Who are the unvaccinated respondents? (n = 35)

From November & December data

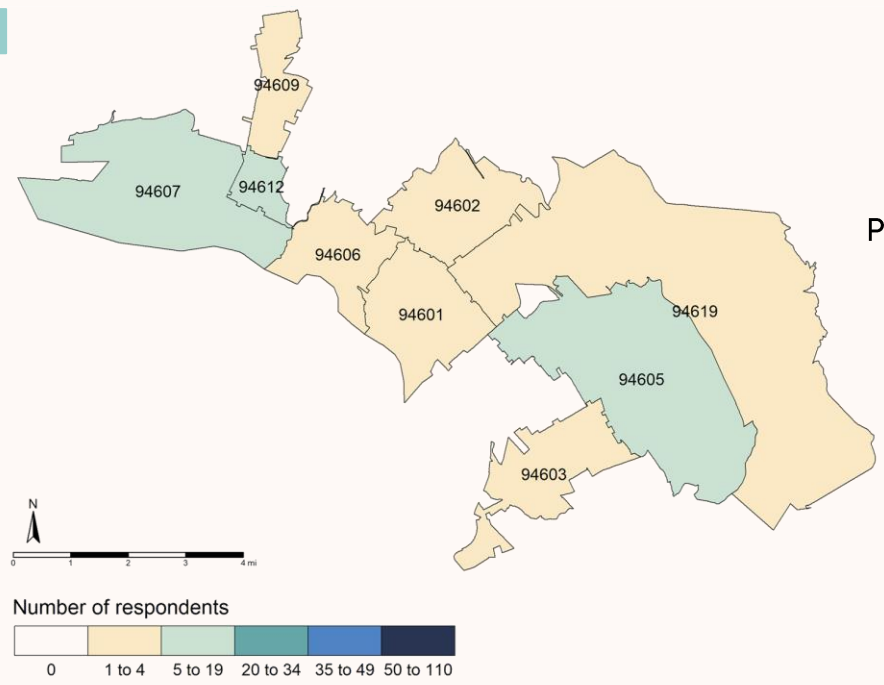
Under two-thirds of unvaccinated respondents were **male (63%)** and **just under half** were **African American or Black (49%)**, and many were from **zip codes 94607, 94612, and 94605**.

Gender
(Select all that apply)

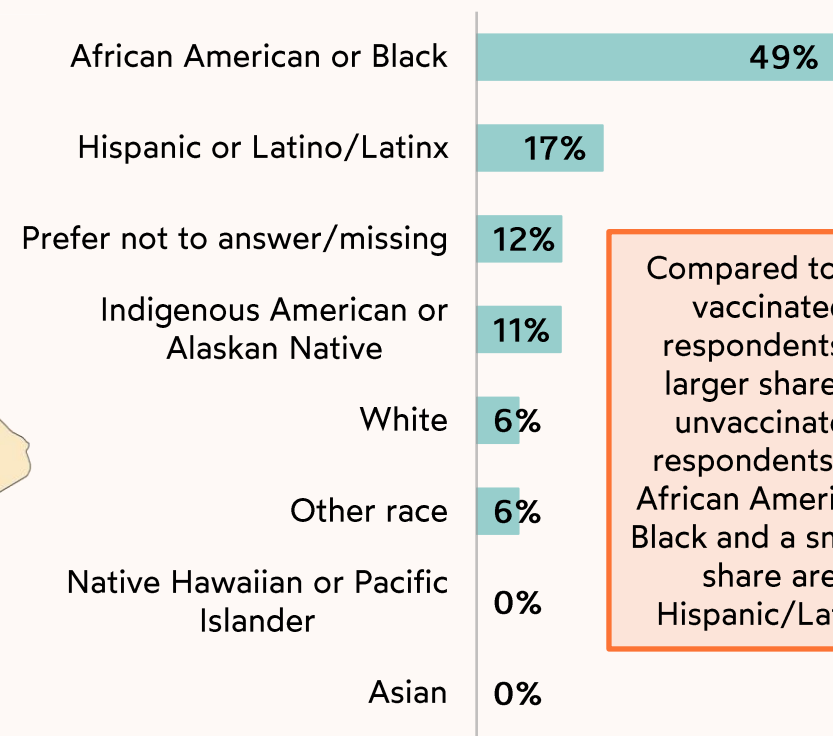


A larger share of unvaccinated respondents, relative to vaccinated, respondents were male.

Where respondents live (by zip code)



Race/ethnicity
(Select all that apply)



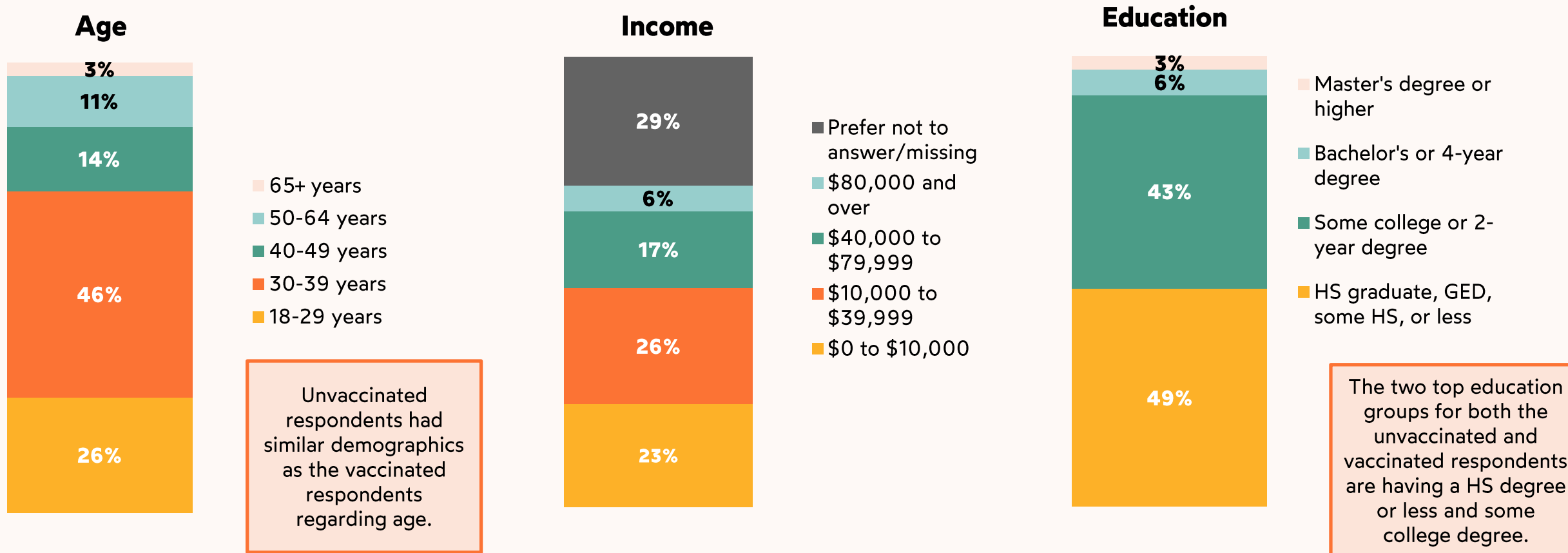
Compared to the vaccinated respondents, a larger share of unvaccinated respondents are African American/Black and a smaller share are Hispanic/Latinx

*Survey questions 1, 10, and 11

Who are the unvaccinated respondents? (n = 35)

From November & December data

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%)**. **



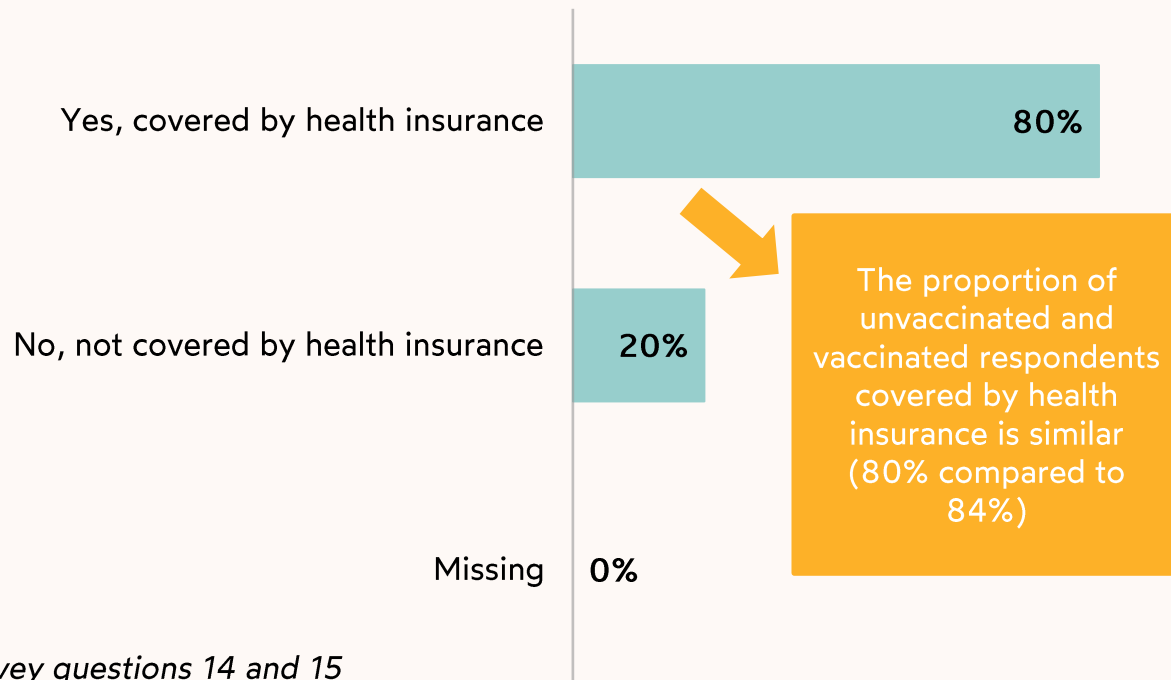
*Survey questions 9a, 12, and 13; **With such a relatively high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent in this wave.

From November & December data

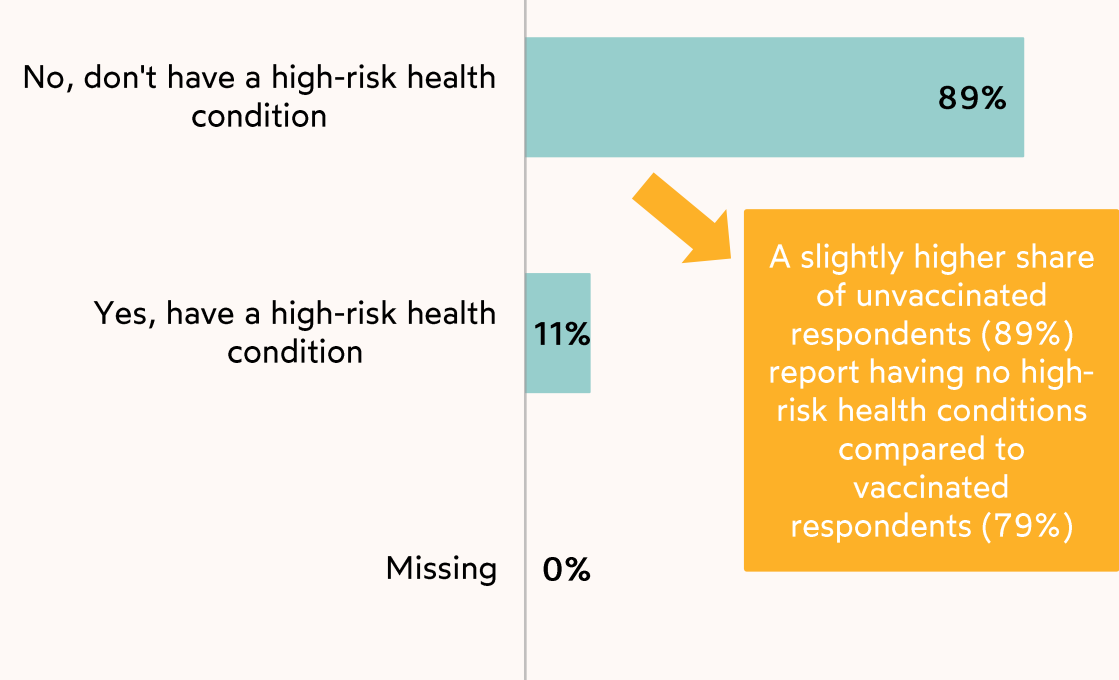
Who are the unvaccinated respondents? (n = 35)

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



High-risk medical conditions**



*Survey questions 14 and 15

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

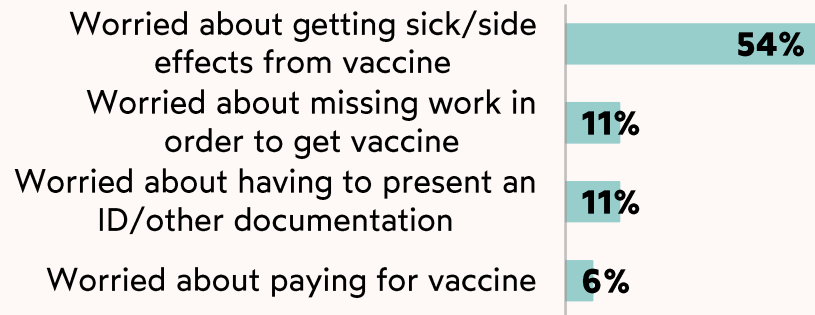
From November & December data

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.



ENABLERS

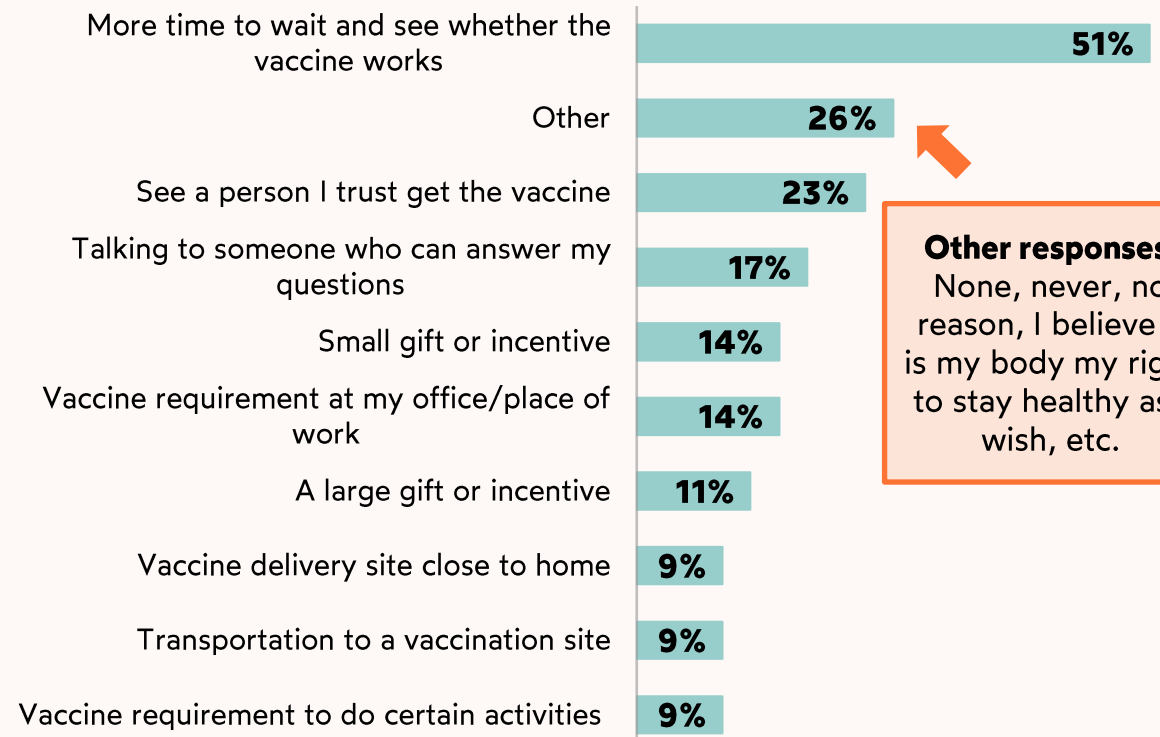


Many unvaccinated respondents know how to get information about scheduling a Covid-19 vaccine in their community (74%) and where they can go to get a Covid-19 vaccine (71%).

MOTIVATORS



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



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

Among unvaccinated respondents (n = 35)

From November & December data

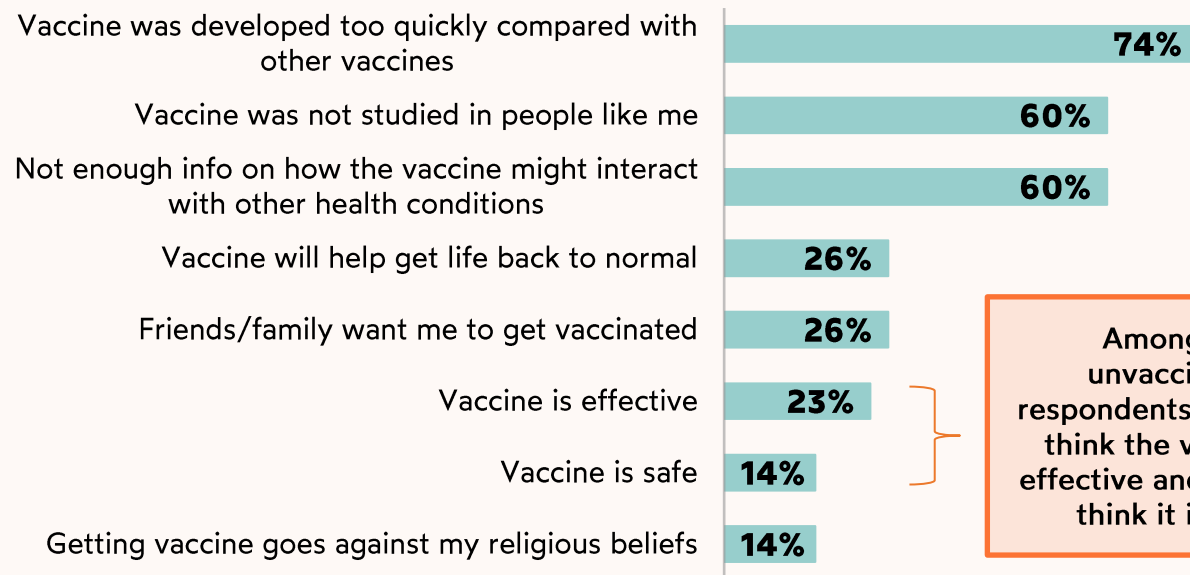
BELIEFS



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

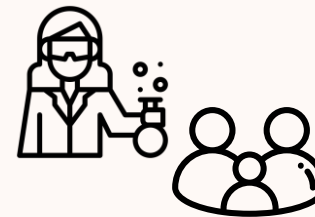


Under two-thirds of the unvaccinated respondents believe there is **not enough information on how the vaccine might interact with other health conditions (60%)** and that the **vaccine was not studied in people like them (60%)**.

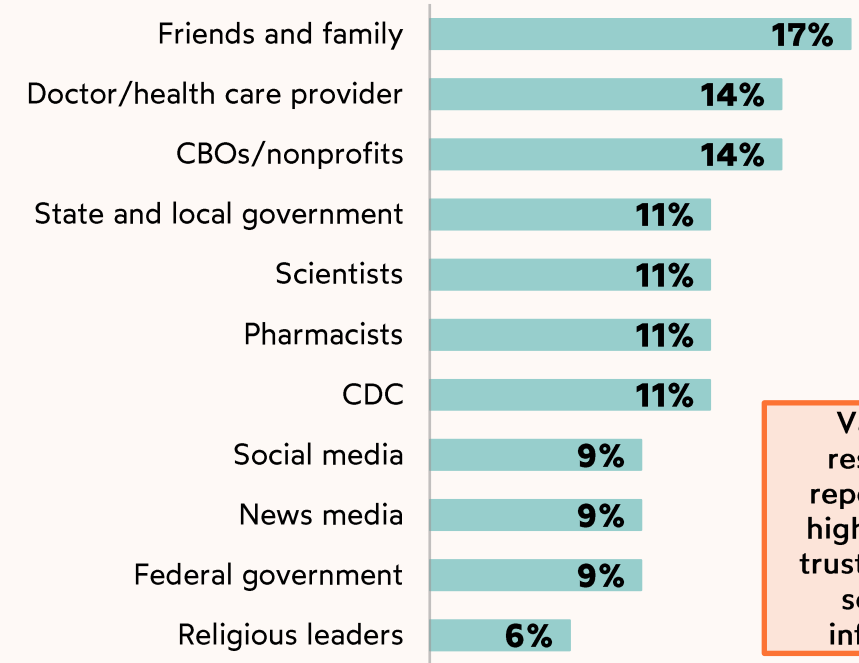


Among the unvaccinated respondents, only 23% think the vaccine is effective and only 14% think it is safe.

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%)**.



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

*Survey question 7

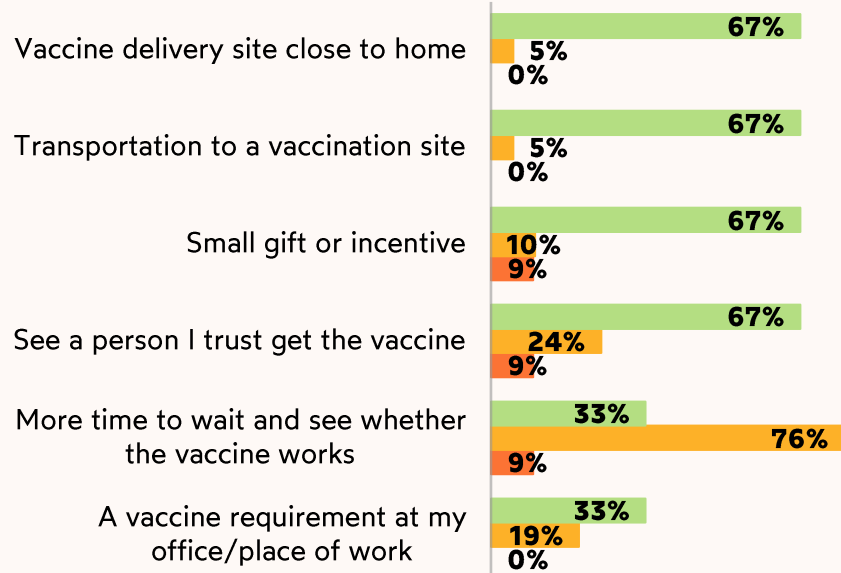
*Survey question 8

From November & December data

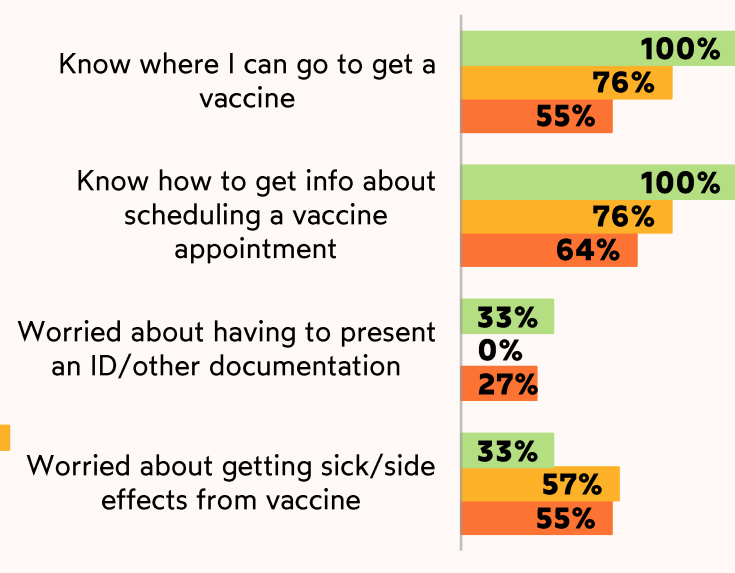
Differences between “types” of unvaccinated respondents

- 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.**

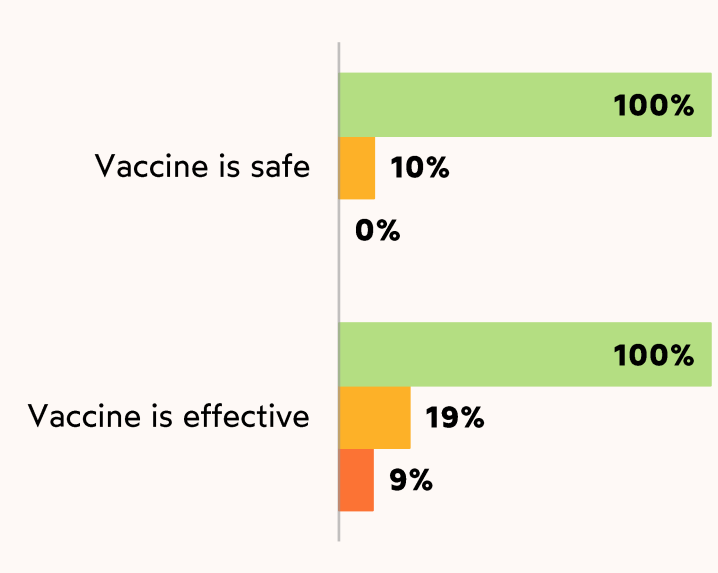
MOTIVATORS



BARRIERS



BELIEFS



■ Will definitely get vaccine (n=3) ■ Undecided about vaccine (n=21) ■ Do not intend to get vaccine (n=11)

*Survey questions 6b, 7, and 8

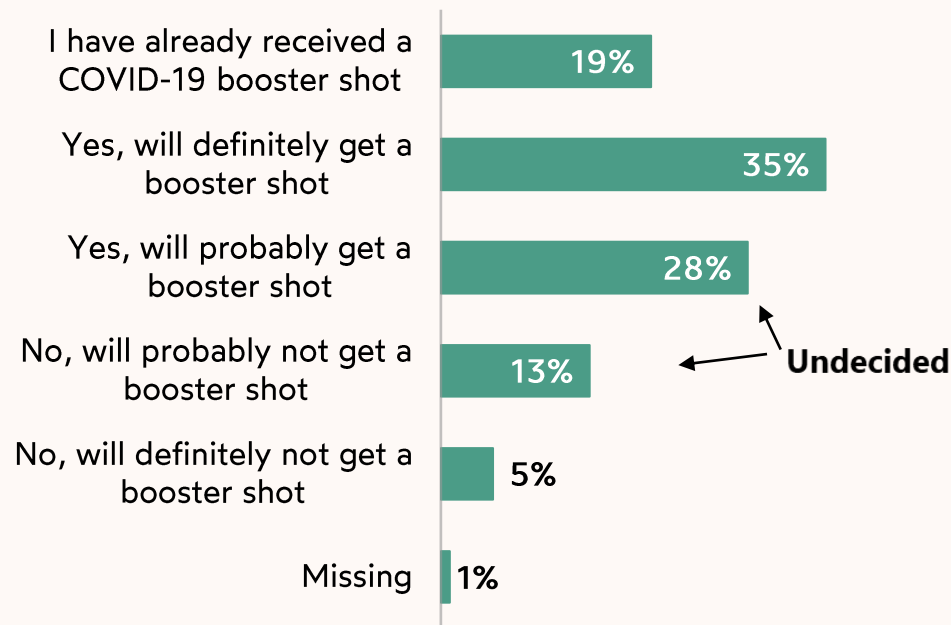
Attitudes toward booster shot

From November & December data

VACCINATED RESPONDENTS (n=127)



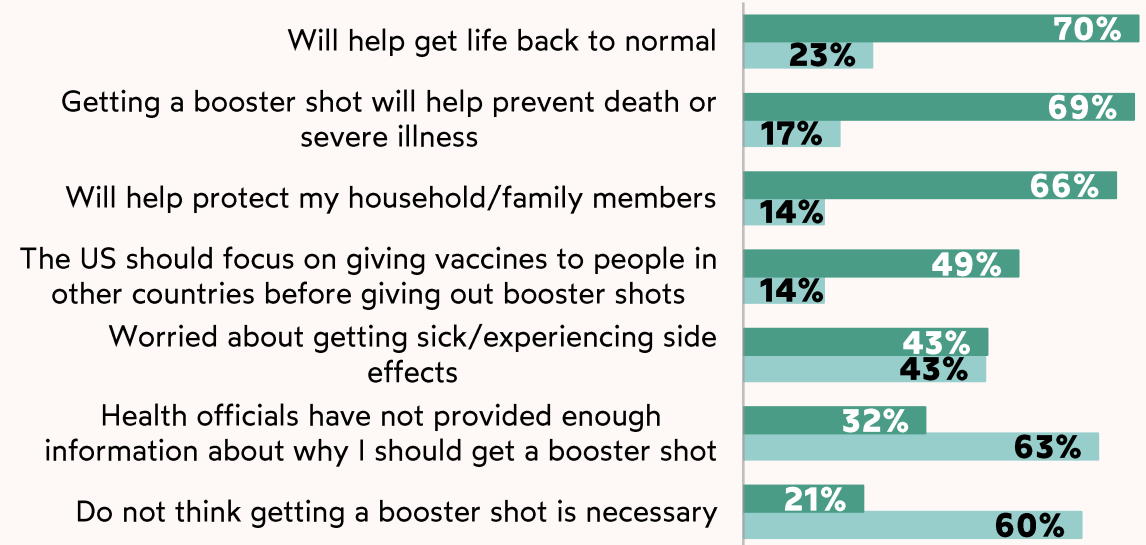
Less than one-fifth of vaccinated respondents have received their booster shots (19%), over one-third intend on getting a booster shot (35%), and over a third of respondents are undecided (41%).



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%).



■ Vaccinated (n=127) ■ Unvaccinated (n=35)

*Survey question 8.1

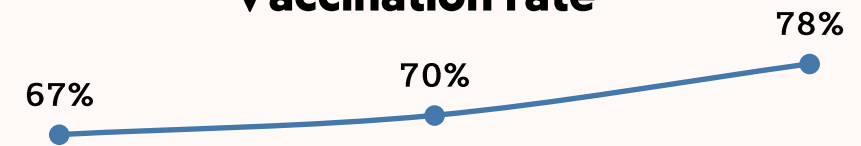
*Survey question 8.2

Vaccination trends from July through December

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



Vaccination rate

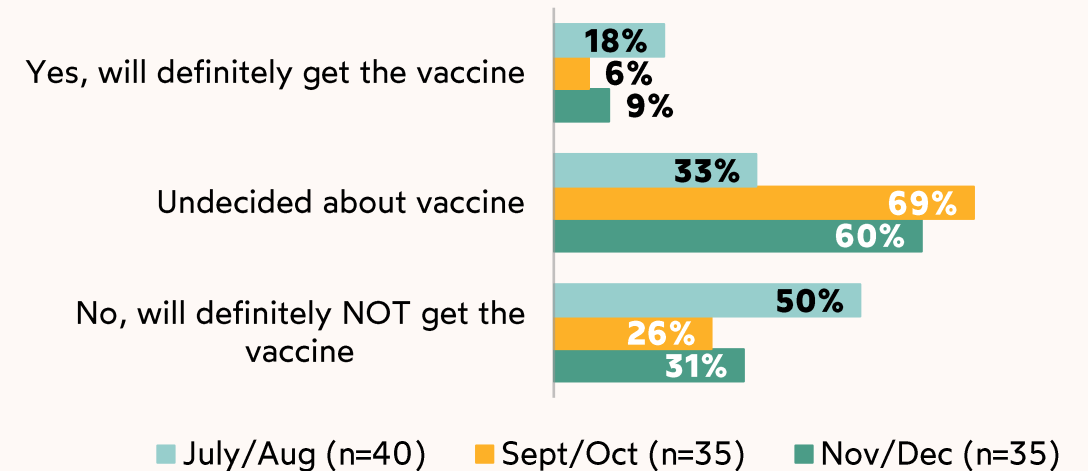


July/Aug (n=120) Sept/Oct (n=117) Nov/Dec (n=162)
 ● % of respondents vaccinated

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**



Intent to get vaccinated



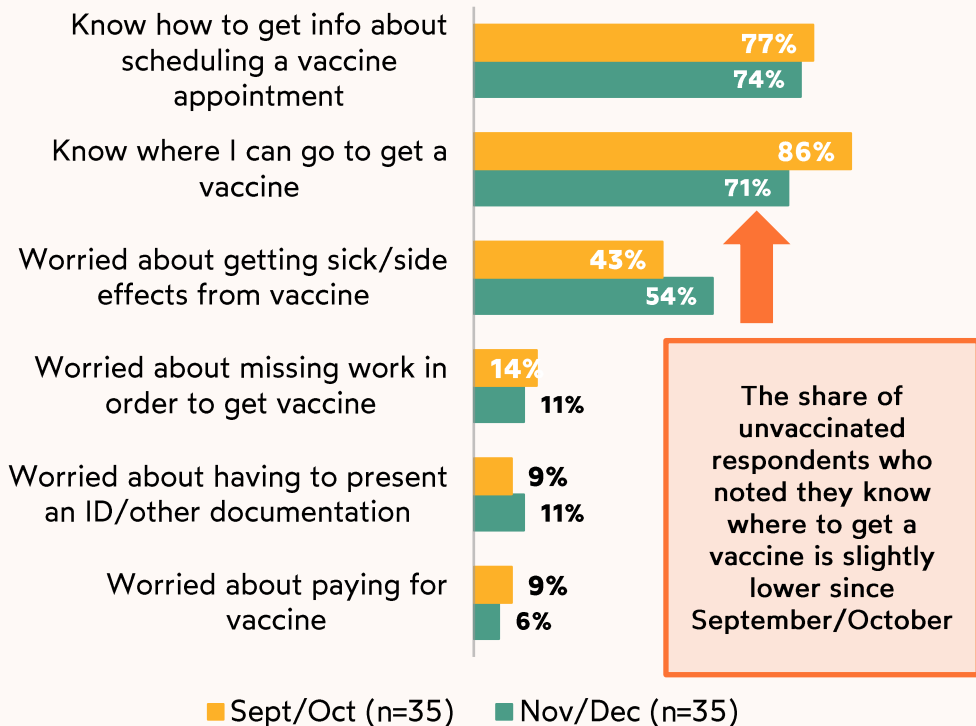
■ July/Aug (n=40) ■ Sept/Oct (n=35) ■ Nov/Dec (n=35)

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

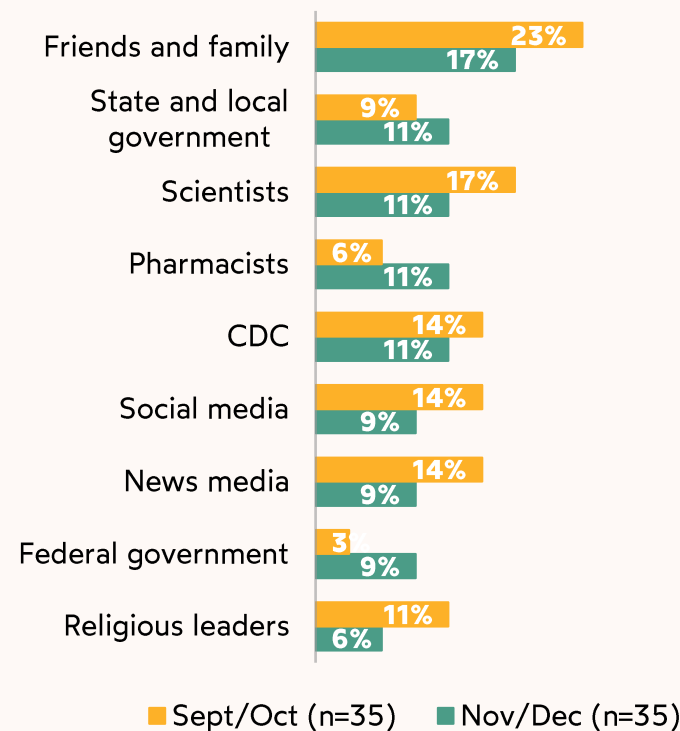
Trends in barriers and trusted messengers from September/October to November/December

- 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.

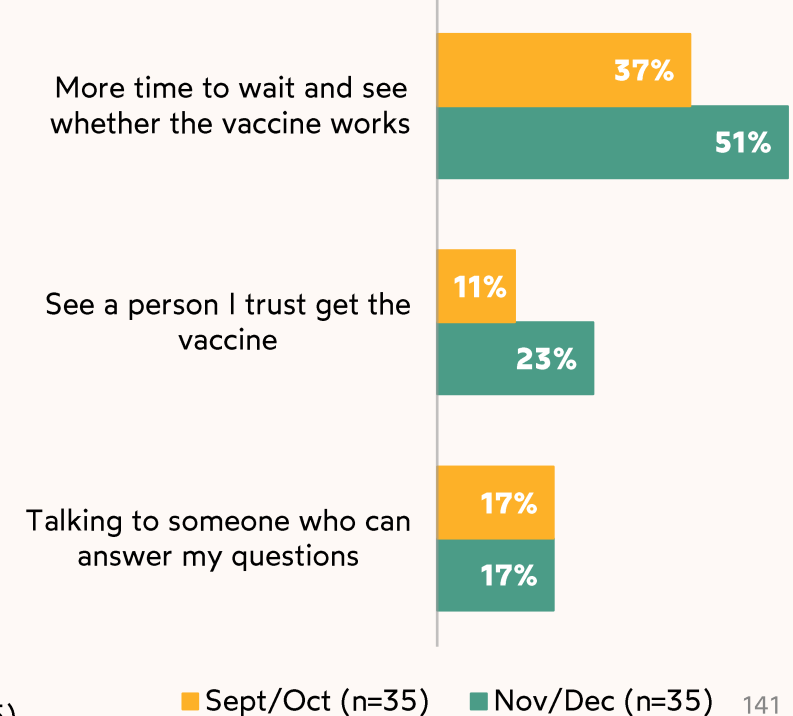
Barriers



Trusted Messengers



Motivators



Summary of key findings

From November & December data

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 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.

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

Potential strategies based on key findings from survey data

From November & December 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

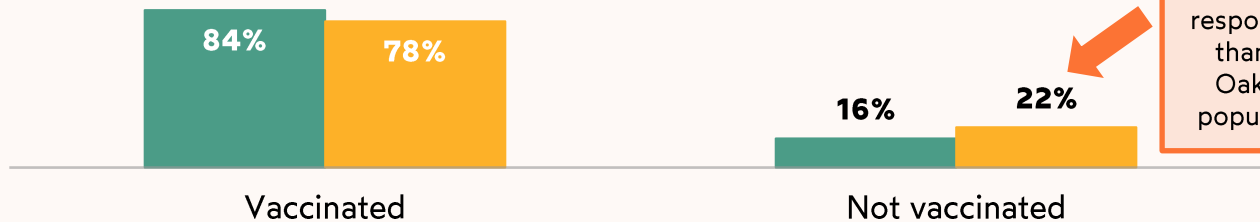
Oakland supplemental slides

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

From November & December data

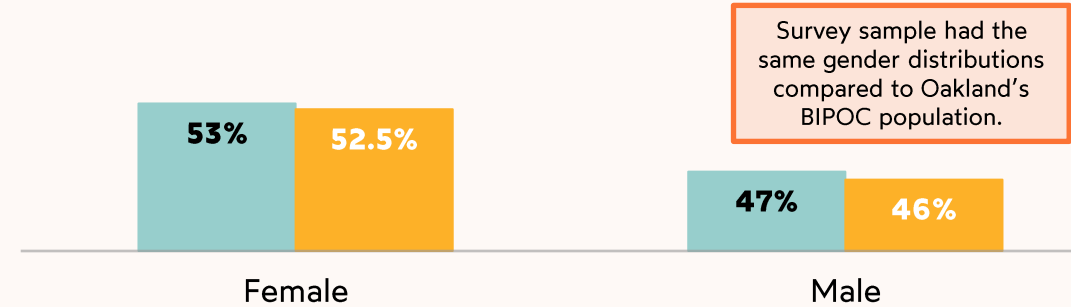
Survey respondent demographics vs. Oakland BIPOC demographics

Vaccination status (at least one dose): Oakland vs. Survey Sample (n = 162)



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

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

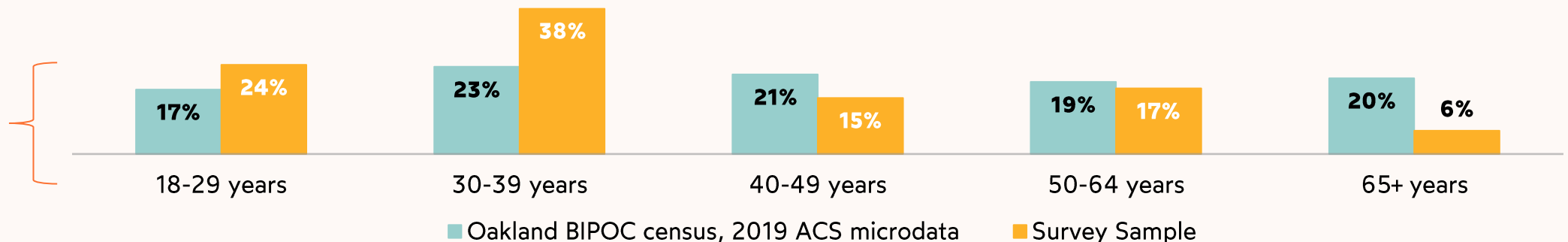


Survey sample had the same gender distributions compared to Oakland's BIPOC population.

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

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

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

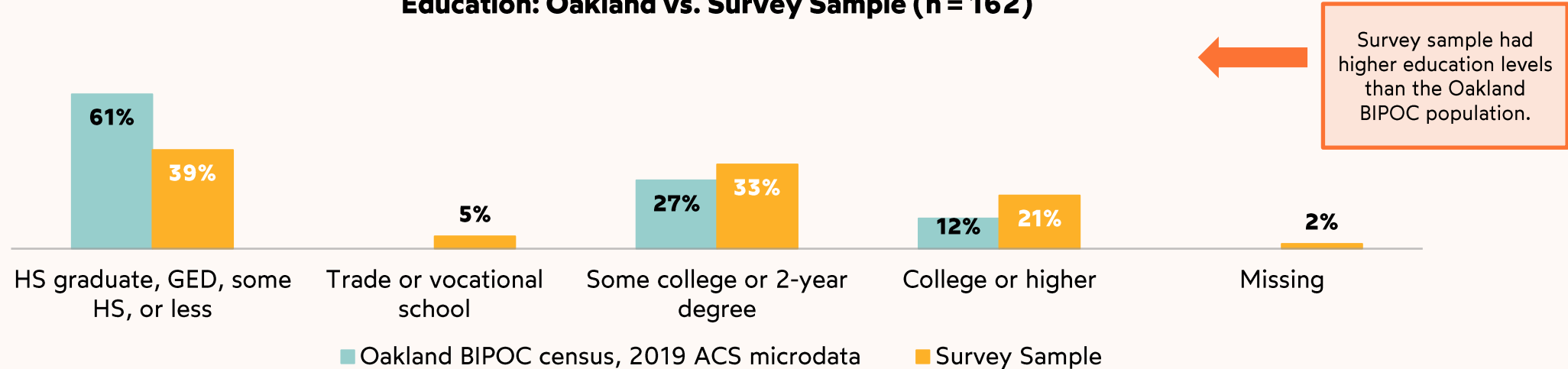


The survey sample has a smaller share of respondents ages 65+ than the Oakland BIPOC population and a larger share of respondents ages 30-39 years.

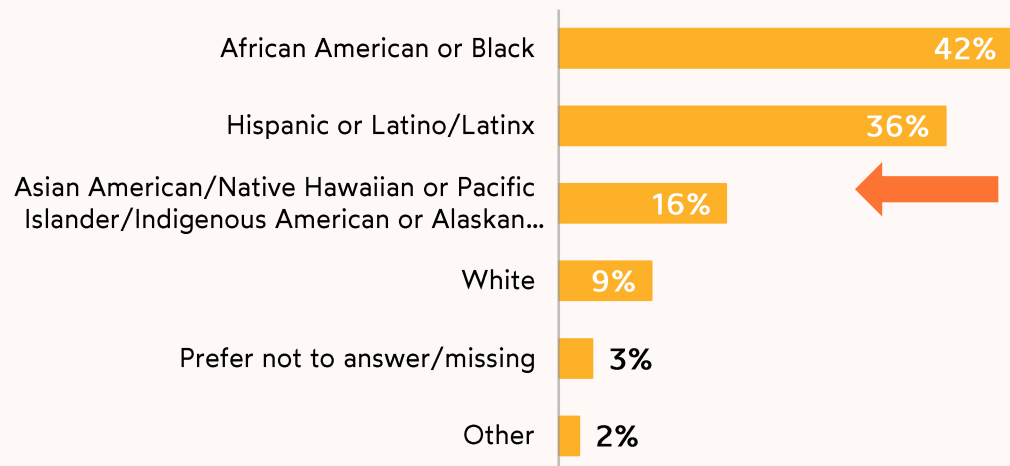
From November & December data

Survey respondent demographics vs. Oakland BIPOC demographics

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

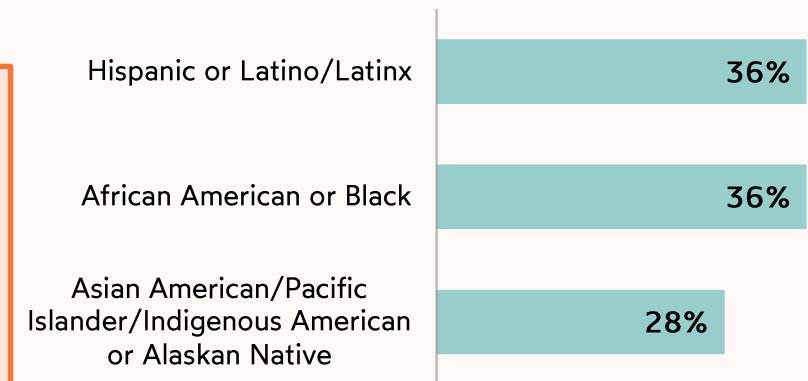


Survey Sample Race/ethnicity (n = 162)



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.

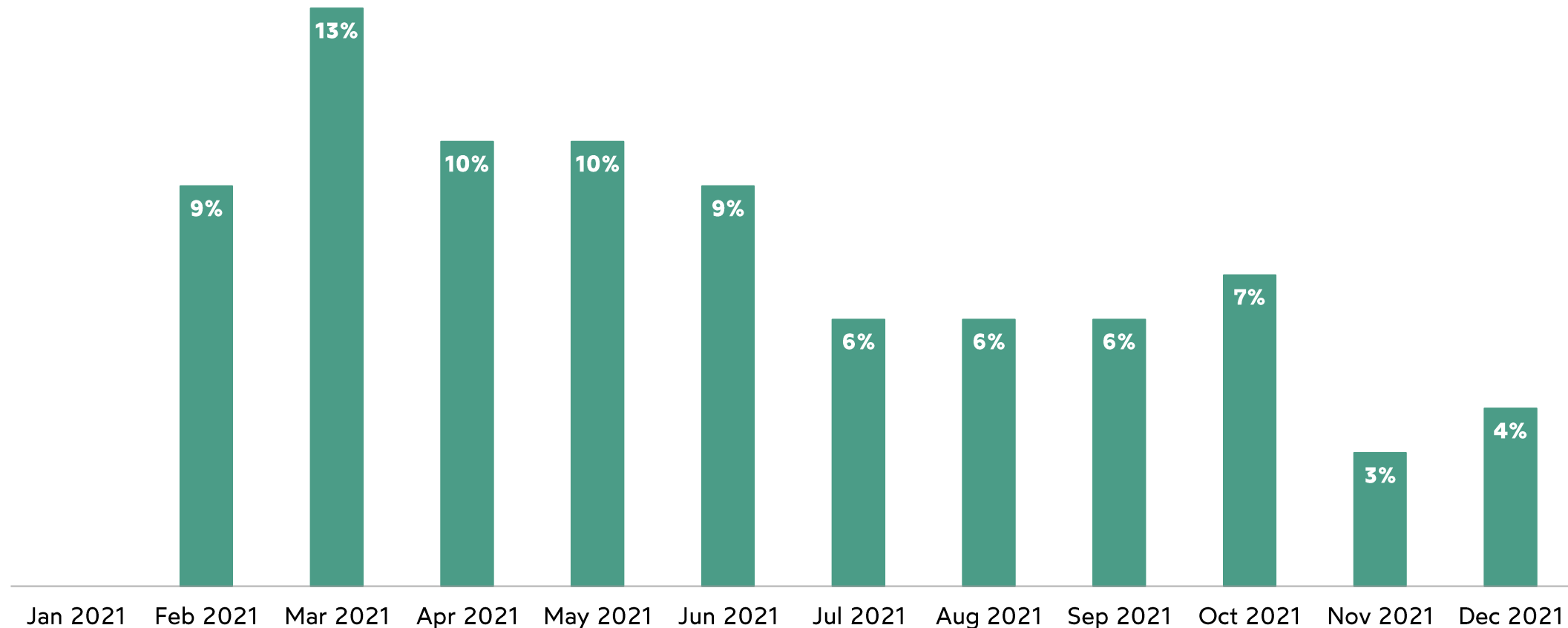
Oakland BIPOC census, 2019 ACS microdata BIPOC race/ethnicity



Date respondents got their first vaccination

From November & December data

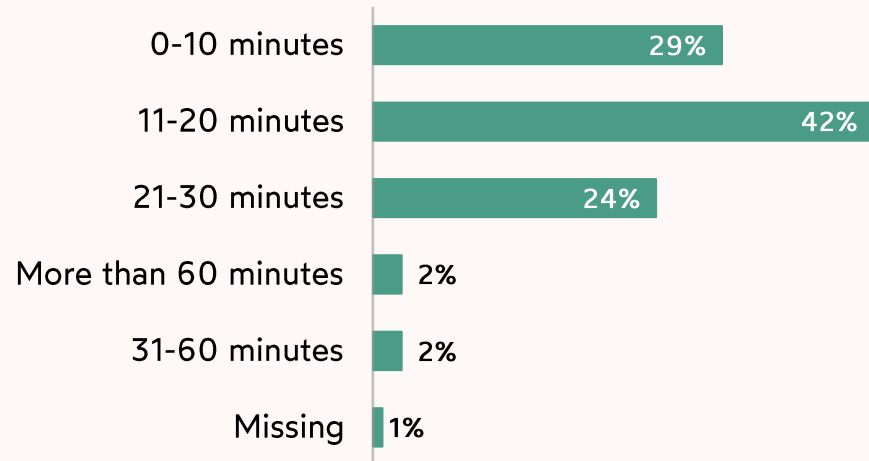
The vaccinated respondents received their first dose of the vaccine largely during the period from **February to December 2021**.



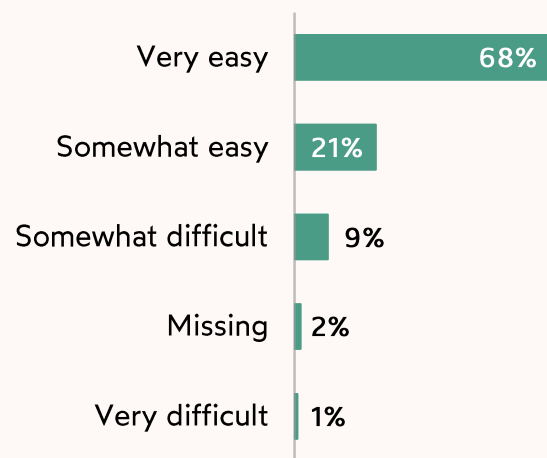
Among vaccinated respondents (n = 127)

From November & December data

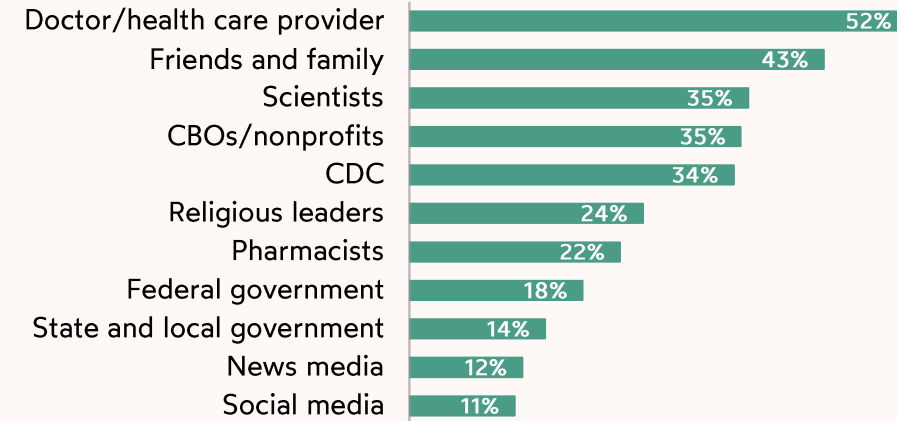
Time taken to get vaccinated



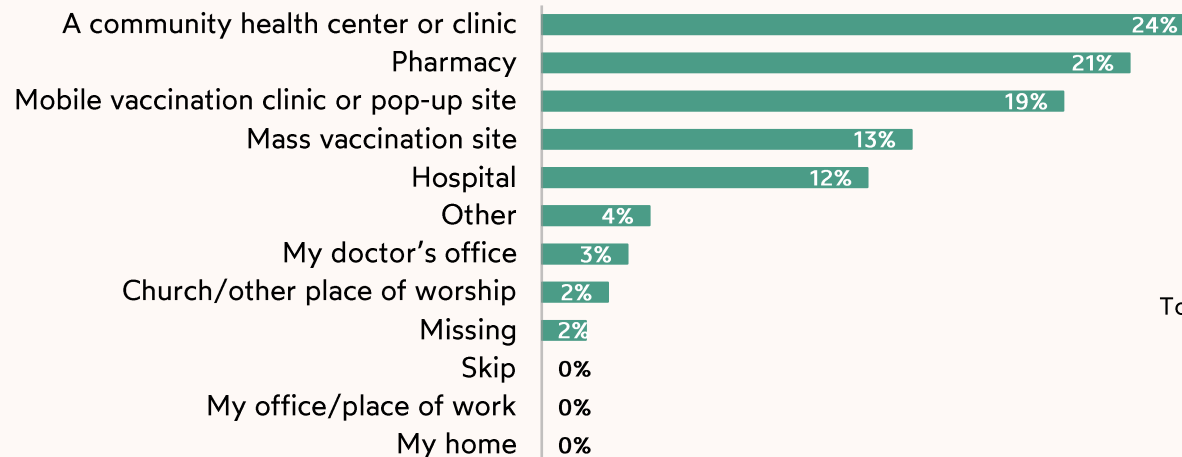
Ease of getting an appointment



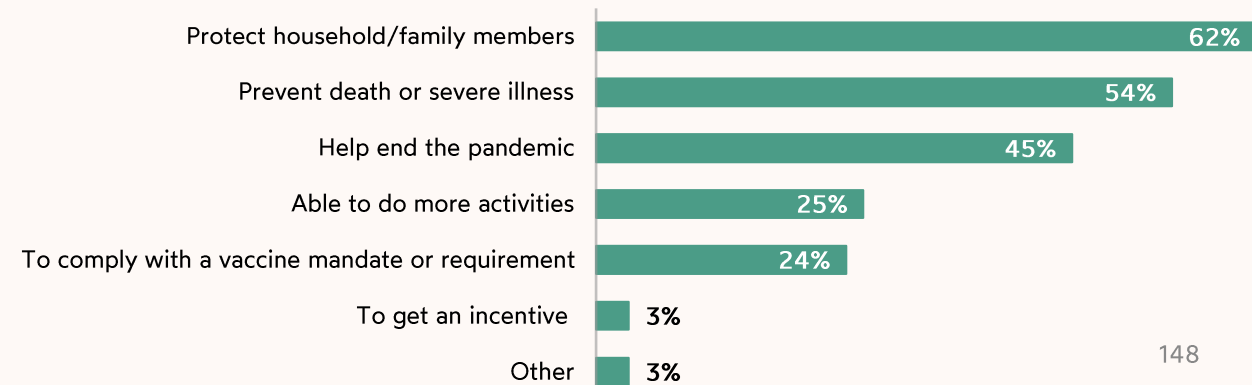
Trusted messengers



Location of appointment



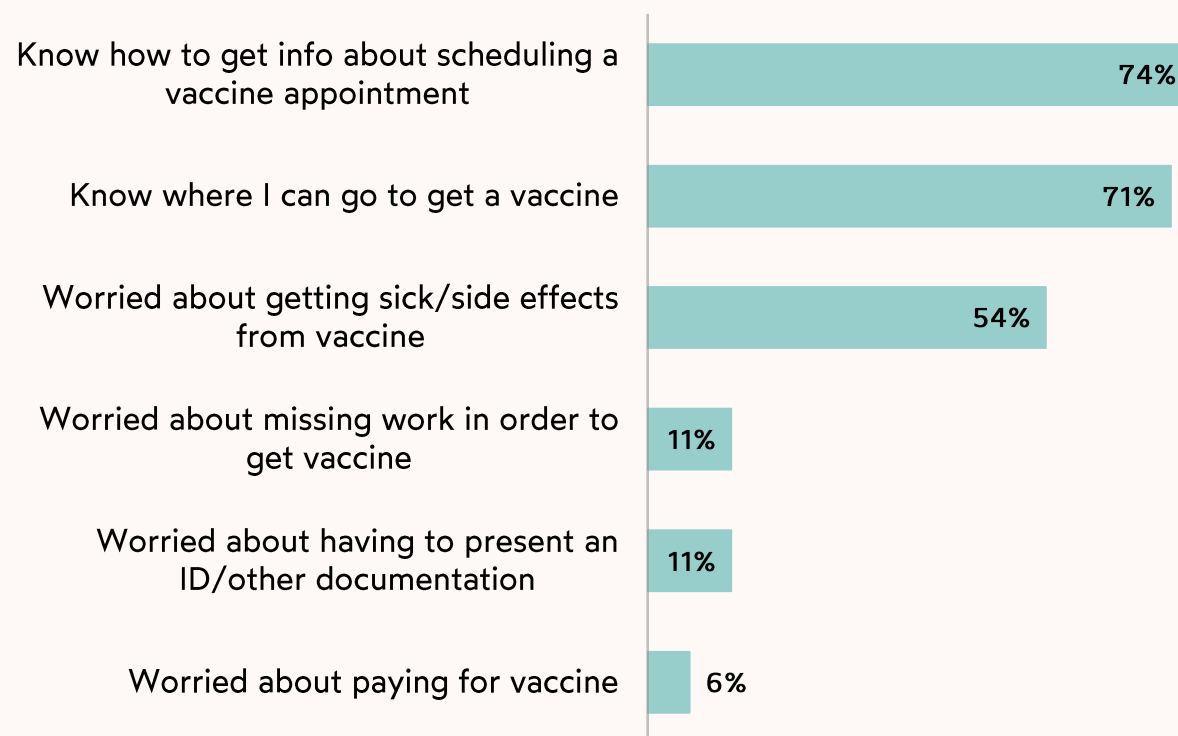
Reason for becoming vaccinated



Among unvaccinated respondents ($n = 35$)

From November & December data

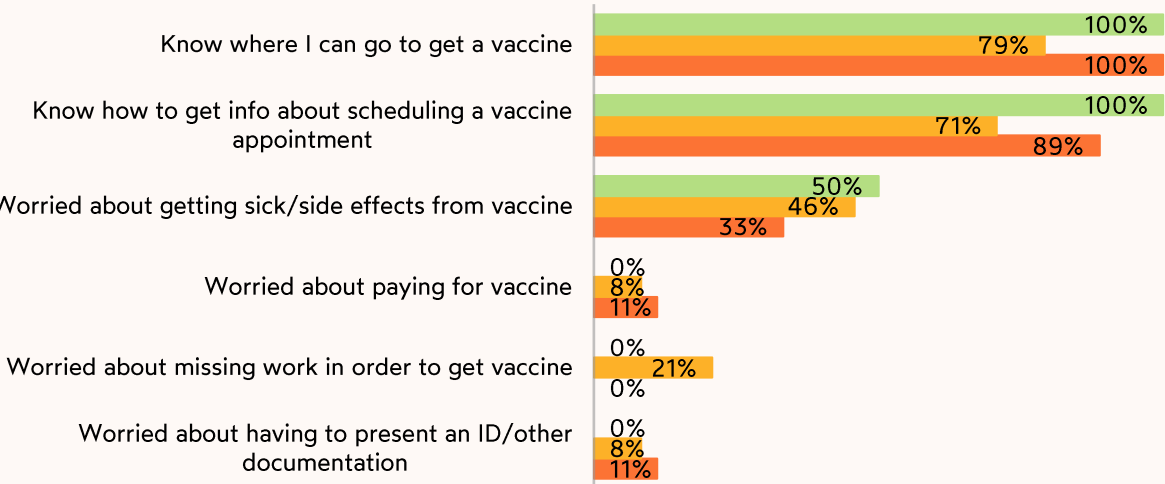
Barriers/Enablers



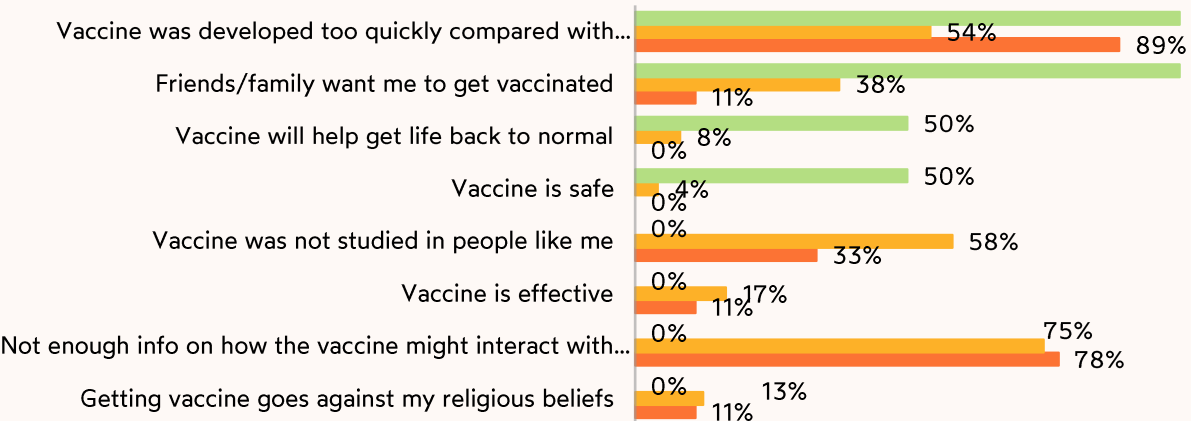
“Types” of unvaccinated respondents (n = 45)

From November & December data

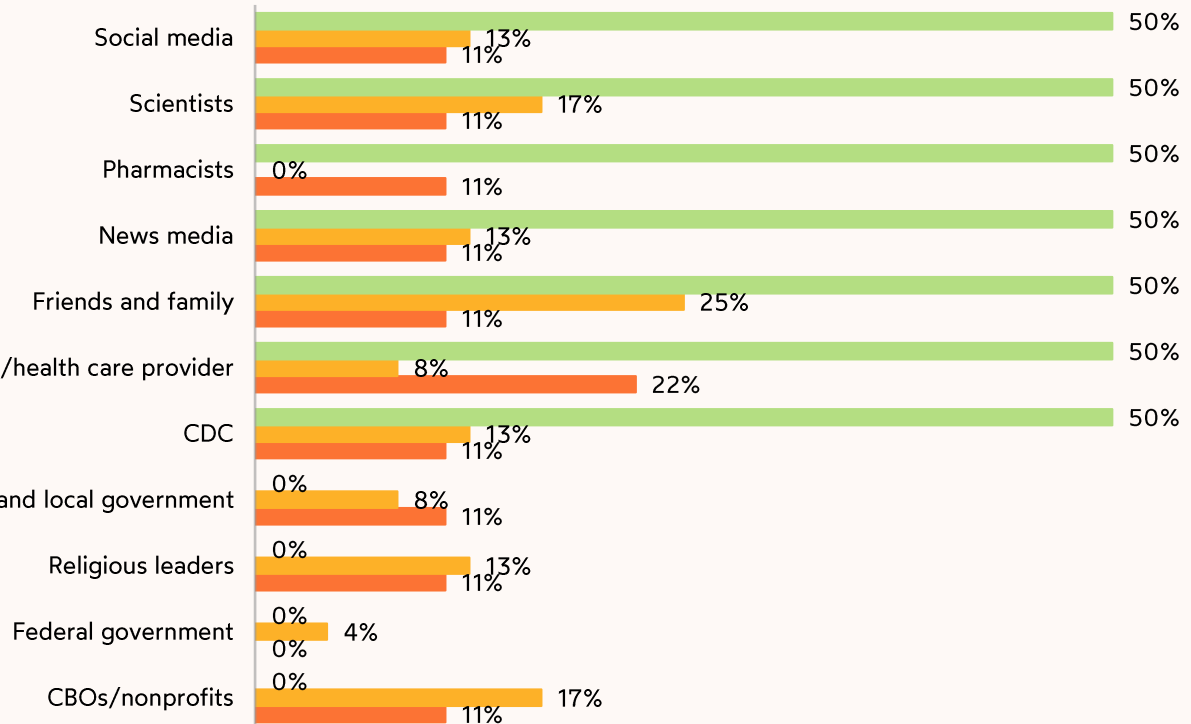
Barriers/Enablers



Beliefs



Trusted messengers

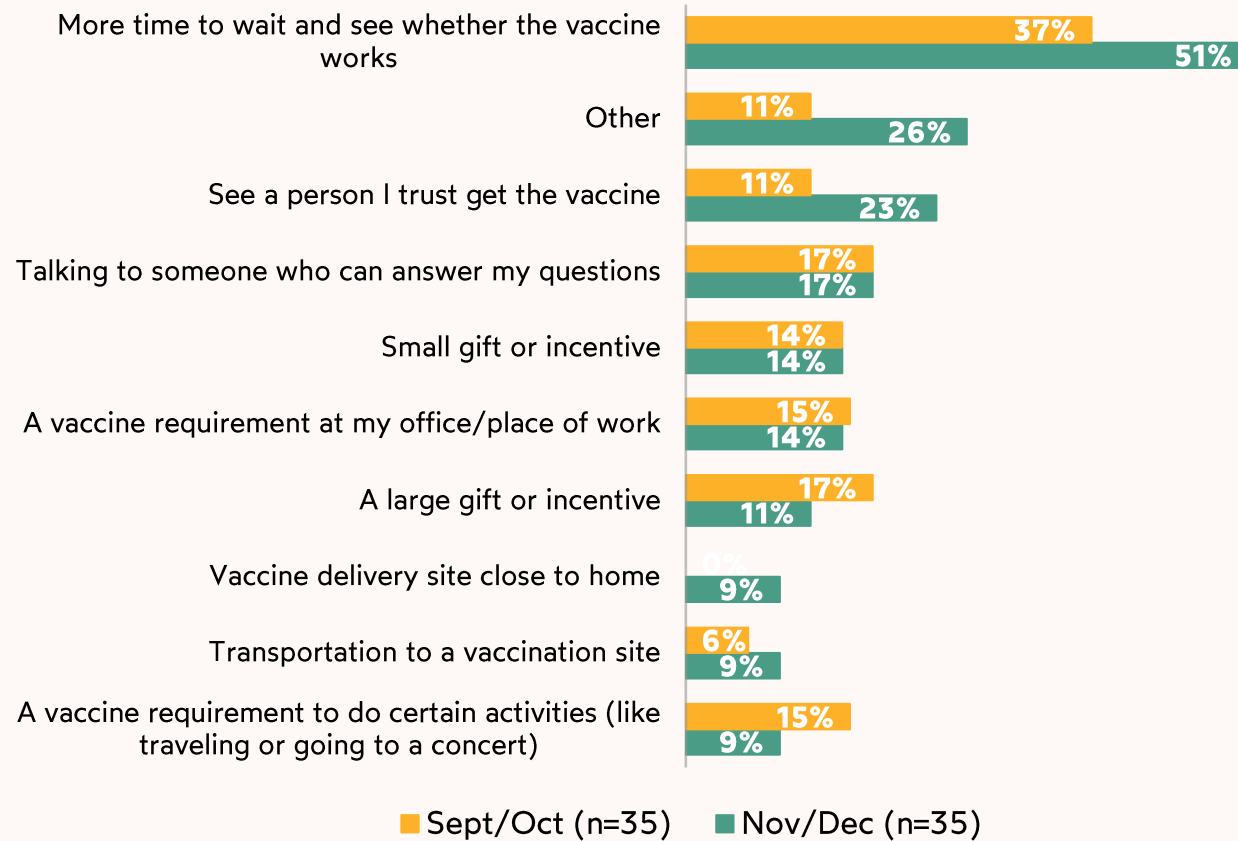


■ Will definitely get vaccine (n=2)
 ■ Undecided about vaccine (n=24)
 ■ Do not intend to get vaccine (n=9)

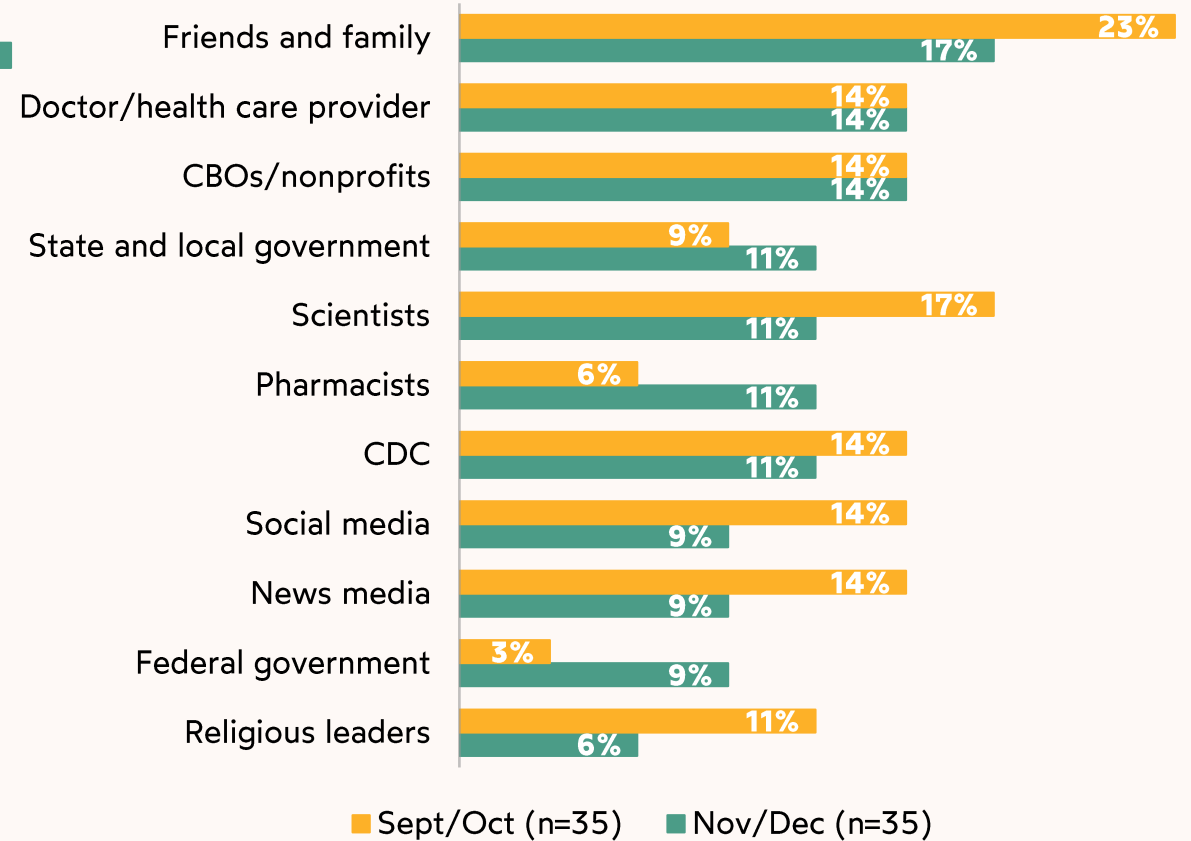
Unvaccinated respondents' trends

From November & December data

Motivators



Trusted messengers



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