Equity-First Vaccination Initiative

Covid-19 Vaccination Pulse Survey Insights

Report on data from September & October 2021
Insights and interpretation

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

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

For more information on The Rockefeller Foundation’s Equity-First Vaccination Initiative, please visit: https://www.equityfirst.us
Important notes on methodology and limitations in using this data

• Given how survey respondents are identified and recruited, the following survey results speak to the people who took the survey. The survey results are not necessarily generalizable to the population of each city as a whole.

• In many instances, the number of respondents is quite small, meaning the trends might exist only among those we surveyed and not the larger population. Be especially careful when interpreting data from survey questions with a sample size of less than 50 respondents. For example, think of the values as indicating whether something was reported more commonly or not, rather than focusing on the specific percentages.

• The respondents who agreed to participate in the survey might have demographic characteristics, experiences, attitudes, and beliefs that are different from those who declined to participate.

• For cross-site results, each city has different methods for fielding the survey and a different demographic makeup. Thus, although it is interesting to compare results across different cities, it is a bit like comparing apples and oranges.

• Results are based on descriptive analysis of raw data without additional statistical considerations.
So, what do these data tell us? How can we talk about them?

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

*September and October data for all cities*

Top barriers, motivators, and beliefs reported by unvaccinated respondents in each city
Top concerns serving as barriers for unvaccinated respondents

Across all four cities, the top barrier for unvaccinated respondents was being worried about getting sick or experiencing side effects from the vaccine. Sites might want to collaborate on messaging and strategies related to this barrier.

- **Worried about getting sick/side effects from vaccine**: 43% (Oakland), 53% (Newark), 59% (Houston), 66% (Chicago)
- **Worried about missing work in order to get vaccine**: 14% (Oakland), 12% (Newark), 17% (Houston), 23% (Chicago)
- **Worried about having to present an ID/other documentation**: 9% (Oakland), 12% (Newark), 15% (Houston), 7% (Chicago)
- **Worried about paying for vaccine**: 9% (Oakland), 10% (Newark), 15% (Houston), 24% (Chicago)

*Survey question 6b*
Top potential motivators for unvaccinated respondents

Both in September and October, the top motivator for all four cities for unvaccinated respondents was to wait more time to see whether the vaccine works. A vaccine requirement would also only motivate a small share of respondents (under 15%).

**From September data**

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Oakland</th>
<th>Newark</th>
<th>Houston</th>
<th>Chicago</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>47%</td>
<td>41%</td>
<td>39%</td>
<td>53%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>9%</td>
<td>15%</td>
<td>19%</td>
<td>33%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>8%</td>
<td>15%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>7%</td>
<td>8%</td>
<td>20%</td>
<td>22%</td>
</tr>
</tbody>
</table>

**From October data**

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Oakland</th>
<th>Newark</th>
<th>Houston</th>
<th>Chicago</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>30%</td>
<td>38%</td>
<td>44%</td>
<td>50%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>5%</td>
<td>15%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>8%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Vaccine requirement (office/place of work)</td>
<td>15%</td>
<td>19%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Vaccine requirement for activities</td>
<td>10%</td>
<td>15%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>10%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
</tr>
</tbody>
</table>

*Survey question 6c*
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** and 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:
  - Oakland: 67%
  - Newark: 59%
  - Houston: 55%
  - Chicago: 71%

- Vaccine was developed too quickly compared with other vaccines:
  - Oakland: 72%
  - Newark: 71%
  - Houston: 66%
  - Chicago: 54%

- Friends/family want me to get vaccinated:
  - Oakland: 59%
  - Newark: 42%
  - Houston: 37%
  - Chicago: 34%

- Vaccine was not studied in people like me:
  - Oakland: 49%
  - Newark: 41%
  - Houston: 29%
  - Chicago: 32%

- Vaccine will help get life back to normal:
  - Oakland: 27%
  - Newark: 22%
  - Houston: 24%
  - Chicago: 9%

*Survey question 7*
Cross-site supplemental slides

**From September data**

### Motivators

- **More time to wait and see whether the vaccine works**
  - Oakland: 41%
  - Newark: 53%
  - Houston: 47%
  - Chicago: 53%
- **Other**
  - Oakland: 13%
  - Newark: 28%
  - Houston: 39%
  - Chicago: 39%
- **Talking to someone who can answer my questions**
  - Oakland: 9%
  - Newark: 31%
  - Houston: 33%
  - Chicago: 15%
- **See a person I trust get the vaccine**
  - Oakland: 8%
  - Newark: 20%
  - Houston: 17%
  - Chicago: 8%
- **A large gift or incentive**
  - Oakland: 8%
  - Newark: 13%
  - Houston: 22%
  - Chicago: 8%
- **Small gift or incentive**
  - Oakland: 6%
  - Newark: 17%
  - Houston: 20%
  - Chicago: 8%
- **Transportation to a vaccination site**
  - Oakland: 7%
  - Newark: 15%
  - Houston: 11%
  - Chicago: 7%
- **Vaccine delivery site close to home**
  - Oakland: 0%
  - Newark: 1%
  - Houston: 17%
  - Chicago: 8%

*Survey question 6c*

**From October data**

### Motivators

- **More time to wait and see whether the vaccine works**
  - Oakland: 30%
  - Newark: 38%
  - Houston: 44%
  - Chicago: 50%
- **Other**
  - Oakland: 10%
  - Newark: 23%
  - Houston: 25%
  - Chicago: 25%
- **Talking to someone who can answer my questions**
  - Oakland: 5%
  - Newark: 7%
  - Houston: 6%
  - Chicago: 5%
- **See a person I trust get the vaccine**
  - Oakland: 5%
  - Newark: 17%
  - Houston: 15%
  - Chicago: 15%
- **A vaccine requirement at my office/place of work**
  - Oakland: 5%
  - Newark: 15%
  - Houston: 15%
  - Chicago: 15%
- **A vaccine requirement to do certain activities (like traveling or going to a concert)**
  - Oakland: 5%
  - Newark: 12%
  - Houston: 6%
  - Chicago: 12%
- **A large gift or incentive**
  - Oakland: 5%
  - Newark: 7%
  - Houston: 13%
  - Chicago: 0%
- **Transportation to a vaccination site**
  - Oakland: 5%
  - Newark: 7%
  - Houston: 13%
  - Chicago: 13%
- **Small gift or incentive**
  - Oakland: 0%
  - Newark: 5%
  - Houston: 6%
  - Chicago: 5%
- **Vaccine delivery site close to home**
  - Oakland: 0%
  - Newark: 5%
  - Houston: 13%
  - Chicago: 6%
### Cross-site supplemental slides

#### Barriers/Enablers

<table>
<thead>
<tr>
<th>Barriers/Enablers</th>
<th>October</th>
<th>Survey Insights</th>
<th>Cross-site</th>
<th>Supplemental Slides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>73%</td>
<td>81%</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>77%</td>
<td>72%</td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>Worried about getting sick-side effects from vaccine</td>
<td>14%</td>
<td>12%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>9%</td>
<td>12%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>9%</td>
<td>12%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>9%</td>
<td>10%</td>
<td>15%</td>
<td>24%</td>
</tr>
</tbody>
</table>

#### Beliefs

<table>
<thead>
<tr>
<th>Beliefs</th>
<th>October</th>
<th>Survey Insights</th>
<th>Cross-site</th>
<th>Supplemental Slides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough info on how the vaccine might interact with other health...</td>
<td>55%</td>
<td>67%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>54%</td>
<td>66%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>34%</td>
<td>37%</td>
<td>42%</td>
<td>59%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>32%</td>
<td>29%</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>9%</td>
<td>22%</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>14%</td>
<td>20%</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>11%</td>
<td>20%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>6%</td>
<td>15%</td>
<td>22%</td>
<td>28%</td>
</tr>
</tbody>
</table>

*Survey question 6b and 7
Survey insights by city: Chicago

*September and October data*
Overview

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

The main partner leading this effort is Chicago Community Trust.

Partnered with

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

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

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.
Vaccination status and intention \((n = 217)\)

Most of the surveyed population is **vaccinated** (87%). Among the respondents who are not yet vaccinated, 24% intend to get the vaccine, 48% are undecided, and 28% do not intend to get the vaccine.

*Survey questions 2 and 6*
Respondents’ personal experience with Covid-19 \((n=112)\)

- In October, about a fifth of respondents reported having ever tested positive for Covid-19 or being told they have Covid-19. There are no differences between vaccinated and unvaccinated respondents.

<table>
<thead>
<tr>
<th></th>
<th>VACCINATED ((n=96))</th>
<th>UNVACCINATED ((n=16))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never tested positive or had Covid-19</td>
<td>77%</td>
<td>81%</td>
</tr>
<tr>
<td>Tested positive or had Covid-19 at some point</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>I don't know</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Survey question 8.3 (New for October)*
Who are the vaccinated respondents? \((n = 188)\)

Over two-thirds of vaccinated respondents were female (69%), over half were Hispanic or Latino/Latinx (57%), and many lived in zip code 60623.

**Gender**
*select all that apply*

- Female: 69%
- Male: 26%
- Prefer not to answer/missing: 4%
- Transgender: 1%
- Other gender: 0%
- Non-binary: 0%

**Where respondents live**
*by zip code*

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

- Hispanic or Latino/Latinx: 57%
- African American or Black: 33%
- White: 5%
- Prefer not to answer/missing: 2%
- Asian: 2%
- Other race: 1%
- Native Hawaiian or Pacific Islander: 0%
- Indigenous American or Alaskan Native: 0%

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? (n = 188)

A large share of vaccinated respondents are ages 40–49 (24%) or 50–64 (32%) and nearly half have a high school degree/GED or less (48%).*

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**Age**

- 2% Missing
- 15% 65+ years
- 32% 50–64 years
- 24% 40–49 years
- 18% 30–39 years
- 10% 18–29 years

**Income**

- 38% Prefer not to answer/missing
- 9% $80,000 and over
- 19% $40,000 to $79,999
- 22% $10,000 to $39,999
- 12% $0 to $10,000

**Education**

- 1% Missing
- 21% Master’s degree or higher
- 19% Bachelor’s or 4-year degree
- 48% Some college or 2-year degree
- 2% Trade or vocational school
- 4% HS graduate, GED, some HS, or less

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*Survey questions 9a, 12, and 13; **With such a high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent in this wave.
Who are the vaccinated respondents? \((n = 188)\)

Over two-thirds of vaccinated respondents reported that they have health insurance coverage \((71\%)\) and over half reported that they have no high-risk health conditions \((61\%)\).

**Health insurance coverage**

<table>
<thead>
<tr>
<th>Yes, covered by health insurance</th>
<th>71%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, not covered by health insurance</td>
<td>27%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
</tr>
</tbody>
</table>

**High-risk medical conditions**

<table>
<thead>
<tr>
<th>Yes, have a high-risk health condition</th>
<th>38%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, don't have a high-risk health condition</td>
<td>61%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.*
Among vaccinated respondents \((n = 188)\)

**ACCESS**

Nearly three-quarters of respondents noted that it took **20 minutes or less** (71%) to get to the location where they received the COVID-19 vaccine.

Most respondents found it **very easy to make a vaccine appointment** (75%); only 10% found it somewhat or very difficult.

In October, a fifth of respondents got the vaccine at a clinic/health center (20%), which was also the most common “other” response in September (community health center or clinic was not a category included in the September survey).

<table>
<thead>
<tr>
<th>September ((n = 92))</th>
<th>October ((n = 96))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile vaccination clinic</td>
<td><strong>Other responses</strong>: Clinic/health center, clinic/health center, hospital, library, other country</td>
</tr>
<tr>
<td>Hospital</td>
<td>Pharmacy</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>Mass vaccination site</td>
</tr>
</tbody>
</table>

**MESSENGERS AND MOTIVATORS**

Doctors or health care providers (61%), scientists (53%), and the Centers for Disease Control and Prevention (CDC) (52%) were the most trusted sources of information about the COVID-19 vaccine.

Most respondents got the vaccine to **prevent death or severe illness** (58% in September and 67% in October) and **to protect household or family members** (47% in September and 63% in October).

**Fifteen percent** of respondents would **get the vaccine to comply with a mandate** in October (vaccine mandate was not a category included in the September survey).

*Survey questions 5 and 8. ***“Comply with vaccine mandate” was one of the new responses added in October.*
Who are the unvaccinated respondents? \((n = 29)\)

About half of the unvaccinated respondents were female (48%), more than half were African American or Black (59%), and many were from the zip code 60623.

**Gender (select all that apply)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>48%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American or Black</td>
<td>59%</td>
</tr>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td>28%</td>
</tr>
<tr>
<td>White</td>
<td>7%</td>
</tr>
<tr>
<td>Other race</td>
<td>7%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>0%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>0%</td>
</tr>
<tr>
<td>Indigenous American or Alaskan Native</td>
<td>0%</td>
</tr>
<tr>
<td>Asian</td>
<td>0%</td>
</tr>
</tbody>
</table>

Unvaccinated respondents had an even gender distribution (48% versus 48%) compared to vaccinated respondents who had a greater share of females (69% female versus 26% male).

*Survey questions 1, 10, and 11
Who are the unvaccinated respondents? \((n = 29)\)

A large share of unvaccinated respondents were in the age groups 50-64 years old (31%) and 18-29 years (28%) and have some college education or a 2-year degree (38%)**

*Survey questions 9a, 12, and 13; **With such a high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent in this wave.
Who are the unvaccinated respondents? \( (n = 29) \)

Nearly three-quarters of unvaccinated respondents reported that they have health insurance coverage (72%) and do not have high-risk health conditions (72%).

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>72% No, don't have a high-risk health condition</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>28% Yes, have a high-risk health condition</td>
</tr>
</tbody>
</table>

The proportion of unvaccinated and vaccinated respondents covered by health insurance is similar (72% compared to 71%).

A slightly higher share of unvaccinated respondents (72%) report having no high-risk health conditions compared to vaccinated respondents (61%).

*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.
Among unvaccinated respondents \( (n = 29) \)

**BARRIERS**

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

- Worried about getting sick/side effects from vaccine: 59%
- Worried about paying for vaccine: 24%
- Worried about missing work in order to get vaccine: 17%
- Worried about having to present an ID/other documentation: 7%

**ENABLERS**

Most unvaccinated respondents know where they can get a vaccine (90%) and know where they can get information about scheduling a vaccine appointment (83%).

**MOTIVATORS**

Most respondents reported there are fewer factors that can motivate them to get the vaccine; many wanted more time see whether the vaccine works (39% in September and 50% in October).

### September (n=13)

- More time to wait and see whether the vaccine works: 39%
- Transportation to a vaccination site: 15%
- Talking to someone who can answer my questions: 15%
- Vaccine delivery site close to home: 8%
- Small gift or incentive: 8%
- Other: 39%

### October (n=16)

- More time to wait and see whether the vaccine works: 50%
- A vaccine requirement at my office/place of work: 25%
- Transportation to a vaccination site: 19%
- Small gift or incentive: 19%
- Vaccine delivery site close to home: 13%
- Talking to someone who can answer my questions: 13%
- A vaccine requirement to do certain activities: 6%
- Other: 25%

*Survey question 6b
*Survey questions 6b and 6c **Note: There were responses added to the October survey for 6c, so we reported separately by month. The two vaccine requirement responses were added in October and it is possible respondents who completed the survey in September may have selected these options if they had been available.

Other responses: What's in the vaccine, nothing, none
Among unvaccinated respondents \((n = 29)\)

**BELIEFS**

Nearly three-quarters of unvaccinated respondents believe the vaccine was developed too quickly compared with other vaccines (72%).

Over half of respondents believe there is not enough info on how the vaccine might interact with other health conditions (59%).

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

**TRUSTED MESSENGERS**

Overall, unvaccinated respondents reported low levels of trust in various sources for Covid-19 information (less than one-third of respondents reported trust in every source listed).

- Friends and family: 31%
- Pharmacists: 28%
- Doctor/health care provider: 28%
- CDC: 24%
- CBOs/nonprofits: 24%
- Social media: 14%
- Scientists: 14%
- Religious leaders: 14%
- Federal government: 10%
- State and local government: 3%
- News media: 3%

Vaccinated respondents had much higher trust in these sources.

*Survey question 7
*Survey question 8
Differences between “types” of unvaccinated respondents

- The group of respondents who “intend to get the vaccine” and “do not intend to get the vaccine” had smaller sample sizes, so it is important not to overinterpret these findings.
- Many “undecided” respondents have less positive beliefs about the vaccine’s safety and impact compared to other groups. Only a fifth of “undecided” respondents believed the vaccine was safe (21%) and only 14% believe the vaccine will get life back to normal.
- Compared to the “do not intend” group, the “undecided” group have more trust in sources of information about the vaccine, but still do not have clear trusted messengers.

BELIEFS

<table>
<thead>
<tr>
<th>Statement</th>
<th>Intend to get vaccine (n=7)</th>
<th>Undecided about vaccine (n=14)</th>
<th>Do not intend to get vaccine (n=8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>100%</td>
<td>43%</td>
<td>50%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>71%</td>
<td>64%</td>
<td>88%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>43% 14% 25%</td>
<td>14% 25%</td>
<td></td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>21% 25%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BARRIERS

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Intend to get vaccine (n=7)</th>
<th>Undecided about vaccine (n=14)</th>
<th>Do not intend to get vaccine (n=8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>57%</td>
<td>38%</td>
<td>86%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>43%</td>
<td>14% 25%</td>
<td></td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>14%</td>
<td>14% 29%</td>
<td>0%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>0%</td>
<td>0% 14% 0%</td>
<td></td>
</tr>
</tbody>
</table>

TRUSTED MESSENGERS

<table>
<thead>
<tr>
<th>Trusteed Messengers</th>
<th>Intend to get vaccine (n=7)</th>
<th>Undecided about vaccine (n=14)</th>
<th>Do not intend to get vaccine (n=8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacists</td>
<td>43%</td>
<td>13%</td>
<td>29%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>29%</td>
<td>43%</td>
<td>25%</td>
</tr>
<tr>
<td>Federal government</td>
<td>7%</td>
<td>29%</td>
<td>0%</td>
</tr>
<tr>
<td>Doctor/health care provider</td>
<td>29%</td>
<td>36%</td>
<td>13%</td>
</tr>
</tbody>
</table>

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

**VACCINATED RESPONDENTS (n=188)**

Nearly half of vaccinated respondents intend on getting a booster shot (44%) or have already gotten one (4%), and over a third of respondents are undecided (37%).

- I have already received a COVID-19 booster shot: 4%
- Yes, will definitely get a booster shot: 44%
- Yes, will probably get a booster shot: 28%
- No, will probably not get a booster shot: 9%
- No, will definitely not get a booster shot: 4%
- I have already received a COVID-19 booster shot: 4%
- Missing: 12%

**ALL RESPONDENTS (n=217)**

Vaccinated respondents believe getting a booster shot will help protect their family and household (66%), get life back to normal (61%), and prevent death or severe illness (58%). A smaller proportion of unvaccinated respondents share these beliefs. Almost one-third of unvaccinated respondents do not believe a booster shot is necessary (31%).

- Will help protect my household/family members: 66%
- Will help get life back to normal: 61%
- Getting a booster shot will help prevent death or severe illness: 58%
- The US should focus on giving vaccines to people in other countries before giving out booster shots: 44%
- Worried about getting sick/experiencing side effects: 28%
- Do not think getting a booster shot is necessary: 31%

*Survey question 8.1 (New for September)

*Survey question 8.2 (New for September)
Vaccination trends from July/August to September/October

The share of respondents who were vaccinated was slightly higher in September/October than in July/August.

Overall, unvaccinated respondents in September/October were more certain about their vaccination intentions. The share of respondents who do not intend to get the vaccine was higher by 13 percentage points and the share of intend to get the vaccine was higher by 9 percentage points. However, given the small sample size, this could also be random variation.
Trends in barriers and beliefs from July/August to September/October

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

**Barriers**

- Know where I can go to get a vaccine: 96% (July/August) vs. 90% (Sept/Oct)
- Know how to get info about scheduling a vaccine appointment: 93% (July/August) vs. 83% (Sept/Oct)
- Worried about getting sick/side effects from vaccine: 74% (July/August) vs. 59% (Sept/Oct)
- Worried about paying for vaccine: 15% (July/August) vs. 24% (Sept/Oct)

**Beliefs**

- Vaccine was developed too quickly compared with other vaccines: 70% (July/August) vs. 72% (Sept/Oct)
- Not enough info on how the vaccine might interact with other health conditions: 63% (July/August) vs. 59% (Sept/Oct)
- Friends/family want me to get vaccinated: 44% (July/August) vs. 59% (Sept/Oct)
- Vaccine was not studied in people like me: 37% (July/August) vs. 41% (Sept/Oct)
- Vaccine is safe: 26% (July/August) vs. 28% (Sept/Oct)

Largest difference in barriers between months: Worried about paying for vaccine (15% vs. 24%)

Largest difference in beliefs between months: Vaccine was developed too quickly compared with other vaccines (70% vs. 72%)
Summary and potential actions

**KEY TAKEAWAYS**

**VACCINATED VS UNVACCINATED***

- Unvaccinated respondents were **evenly distributed across gender**, compared to vaccinated respondents who had **a larger share of females**.
- Unvaccinated and vaccinated respondents were **similarly distributed across race/ethnicity** and many were from **zip code 60623**.
- A **slightly higher share of unvaccinated respondents report having no high-risk health conditions** compared to vaccinated respondents.
- Unvaccinated respondents were **slightly younger and more educated** than vaccinated respondents.
- Unvaccinated respondents have **fewer positive beliefs about the safety and overall impact of the vaccine** on people’s everyday lives.
- Unvaccinated respondents reported **low 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**.
- Remain **undecided** (over one-third) about whether to get the **booster shot**.
- Believe the U.S. should focus on giving vaccines to other **countries** before focusing on booster shots (nearly half).

---

**UNVACCINATED RESPONDENTS**

- Are **worried about getting sick or experiencing side effects** from the vaccine.
- Need more **information on how the vaccine interacts with other health conditions**.
- Believe the **vaccine was developed too quickly**.
- Would like **more time to see whether vaccine works**.
- Would like to talk to **someone about their questions** about the vaccine.
- Were **not very trusting of the listed sources of information** about the COVID-19 vaccine.

---

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 188 respondents and the unvaccinated sample size is 29 respondents)
Summary and potential actions

**POTENTIAL MESSAGING & OUTREACH STRATEGIES**

**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**
- 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).

**POTENTIAL MESSAGING & OUTREACH STRATEGIES**

**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.**

**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.**
Chicago: Supplemental data slides

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

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

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

<table>
<thead>
<tr>
<th>Vaccinated</th>
<th>Not vaccinated</th>
</tr>
</thead>
<tbody>
<tr>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>87%</td>
<td>13%</td>
</tr>
</tbody>
</table>

COVID-19 Daily Vaccinations - Chicago Residents | Survey Sample
Note: Vaccination rates are not reflective of the Chicago BIPOC population. Unlike other demographics shown in this slide.

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

Survey sample has more females than Chicago’s BIPOC population.

<table>
<thead>
<tr>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>66%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Chicago BIPOC census, 2019 ACS microdata | Survey Sample

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

Survey sample had a larger share of respondents ages 50-64 and a smaller share of respondents under 39 and older than 65.

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Chicago BIPOC census, 2019 ACS microdata</th>
<th>Survey Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29 years</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>30-39 years</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>40-49 years</td>
<td>20%</td>
<td>23%</td>
</tr>
<tr>
<td>50-64 years</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>65+ years</td>
<td>22%</td>
<td>1%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Survey respondent demographics vs. Chicago city BIPOC demographics

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

Survey Sample race/ethnicity (n = 217)
- Hispanic or Latino/Latinx: 53%
- African American or Black: 36%
- White: 6%
- Prefer not to answer/missing: 2%
- Other: 2%
- Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native: 1%

Chicago BIPOC census, 2019 ACS microdata BIPOC race/ethnicity
- African American or Black: 46%
- Hispanic or Latino/Latinx: 42%
- Asian American/Pacific Islander/Indigenous American or Alaskan Native: 12%

Survey sample had a larger share of Hispanics/Latinos/Latinxs and a smaller share of African American/Black and Asian respondents than Chicago’s BIPOC population.

Survey respondents had similar education levels as the overall Chicago BIPOC population.
Among vaccinated respondents (n = 188)

Time taken to get vaccinated

<table>
<thead>
<tr>
<th>Time Taken</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10 minutes</td>
<td>37%</td>
</tr>
<tr>
<td>11-20 minutes</td>
<td>34%</td>
</tr>
<tr>
<td>21-30 minutes</td>
<td>16%</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td>10%</td>
</tr>
<tr>
<td>More than 60 minutes</td>
<td>3%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
</tr>
</tbody>
</table>

Ease of getting an appointment

<table>
<thead>
<tr>
<th>Ease of Getting</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very easy</td>
<td>75%</td>
</tr>
<tr>
<td>Somewhat easy</td>
<td>13%</td>
</tr>
<tr>
<td>Somewhat difficult</td>
<td>6%</td>
</tr>
<tr>
<td>Very difficult</td>
<td>4%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
</tr>
</tbody>
</table>

Trusted messengers

<table>
<thead>
<tr>
<th>Trusted Messengers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>61%</td>
</tr>
<tr>
<td>Scientists</td>
<td>53%</td>
</tr>
<tr>
<td>CDC</td>
<td>52%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>42%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>35%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>31%</td>
</tr>
<tr>
<td>Federal government</td>
<td>27%</td>
</tr>
<tr>
<td>State and local government</td>
<td>24%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>23%</td>
</tr>
<tr>
<td>News media</td>
<td>17%</td>
</tr>
<tr>
<td>Social media</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Survey questions 3b, 4, and 8
Among vaccinated respondents (n = 188)

Location of appointment (September, n=92)

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile vaccination clinic or pop-up site</td>
<td>24%</td>
</tr>
<tr>
<td>Hospital</td>
<td>14%</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>11%</td>
</tr>
<tr>
<td>My doctor’s office</td>
<td>11%</td>
</tr>
<tr>
<td>Mass vaccination site</td>
<td>8%</td>
</tr>
<tr>
<td>Church/other place of worship</td>
<td>3%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
</tr>
<tr>
<td>My office/place of work</td>
<td>1%</td>
</tr>
<tr>
<td>My home</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>26%</td>
</tr>
</tbody>
</table>

In September, the most common “other” option was health center/clinic and in October, the most common site selected was health center/clinic.

Reason for becoming vaccinated (September, n = 92)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent death or severe illness</td>
<td>58%</td>
</tr>
<tr>
<td>Protect household/family members</td>
<td>47%</td>
</tr>
<tr>
<td>Help end the pandemic</td>
<td>41%</td>
</tr>
<tr>
<td>Able to do more activities</td>
<td>30%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>

Reason for becoming vaccinated (October, n = 96)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent death or severe illness</td>
<td>67%</td>
</tr>
<tr>
<td>Protect household/family members</td>
<td>63%</td>
</tr>
<tr>
<td>Help end the pandemic</td>
<td>33%</td>
</tr>
<tr>
<td>Able to do more activities</td>
<td>23%</td>
</tr>
<tr>
<td>To comply with a vaccine mandate</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
<tr>
<td>To get an incentive</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

Barriers/Enablers

- Know where I can go to get a vaccine: 90%
- Know how to get info about scheduling a vaccine appointment: 83%
- Worried about getting sick/side effects from vaccine: 59%
- Worried about paying for vaccine: 24%
- Worried about missing work in order to get vaccine: 17%
- Worried about having to present an ID/other documentation: 7%

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

**Motivators to get the vaccine (September, n = 13)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>39%</td>
</tr>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>39%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>15%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>15%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>8%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>8%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>8%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Motivators to get the vaccine (October, n = 16)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>50%</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work</td>
<td>19%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>13%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>13%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>6%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>6%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities</td>
<td>6%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>0%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Other responses: More data, nothing*

*Other responses: What’s in the vaccine, nothing*

*Survey question 6c*
Types of unvaccinated respondents (n = 29)

Barriers/Enablers

- Know where I can go to get a vaccine: 100% Intend to get vaccine, 86% Undecided about vaccine, 88% Do not intend to get vaccine
- Know how to get info about scheduling a vaccine appointment: 100% Intend to get vaccine, 71% Undecided about vaccine, 88% Do not intend to get vaccine
- Worried about getting sick/side effects from vaccine: 38% Intend to get vaccine, 57% Undecided about vaccine, 86% Do not intend to get vaccine
- Worried about paying for vaccine: 14% Intend to get vaccine, 25% Undecided about vaccine, 43% Do not intend to get vaccine
- Worried about missing work in order to get vaccine: 14% Intend to get vaccine, 29% Undecided about vaccine, 0% Do not intend to get vaccine
- Worried about having to present an ID/other documentation: 0% Intend to get vaccine, 14% Undecided about vaccine, 0% Do not intend to get vaccine

Beliefs

- Friends/family want me to get vaccinated: 43% Intend to get vaccine, 100% Undecided about vaccine, 100% Do not intend to get vaccine
- Vaccine was developed too quickly compared with other vaccines: 71% Intend to get vaccine, 64% Undecided about vaccine, 88% Do not intend to get vaccine
- Vaccine will help get life back to normal: 14% Intend to get vaccine, 25% Undecided about vaccine, 43% Do not intend to get vaccine
- Vaccine is safe: 21% Intend to get vaccine, 25% Undecided about vaccine, 43% Do not intend to get vaccine
- Vaccine was not studied in people like me: 29% Intend to get vaccine, 36% Undecided about vaccine, 63% Do not intend to get vaccine
- Vaccine is effective: 29% Intend to get vaccine, 21% Undecided about vaccine, 13% Do not intend to get vaccine
- Not enough info on how the vaccine might interact with other health conditions: 29% Intend to get vaccine, 64% Undecided about vaccine, 75% Do not intend to get vaccine
- Getting vaccine goes against my religious beliefs: 14% Intend to get vaccine, 14% Undecided about vaccine, 13% Do not intend to get vaccine

*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)
Survey insights by city: Houston

*Note: There is a separate Houston September data report*
Overview

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

The main partner leading this effort is Houston in Action.

Partnered with

Texas Toolbelt (TTB) leads the data collection efforts.

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

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

TTB is a canvassing and outreach organization that reaches out to Houston residents to encourage political and civic engagement.
Vaccination status and intention \((n = 258)\)

Most of the sampled population is vaccinated \((83\%)\). Among the respondents who are not yet vaccinated, 16% intend to get the vaccine, 44% are undecided, and 40% will definitely not get the vaccine.

Surveyed population in Houston

Among the 22% who are not vaccinated

- Not vaccinated: 17% (green)
- Yes, will definitely get the vaccine: 21% (yellow)
- Yes, will probably get the vaccine: 23% (orange)
- No, will probably NOT get the vaccine: 40% (red)
- Undecided

*Survey question 2*
Respondents’ personal experience with Covid-19 \((n = 258)\)

In October, about a fifth of vaccinated respondents report having ever tested positive for Covid-19 (22%) compared to about a quarter of vaccinated respondents (28%).

<table>
<thead>
<tr>
<th>VACCINATED ((n= 215))</th>
<th>UNVACCINATED ((n= 43))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never tested positive or had Covid-19</td>
<td>74%</td>
</tr>
<tr>
<td>Tested positive or had Covid-19 at some point</td>
<td>22%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>4%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Never tested positive or had Covid-19 at some point</td>
<td>61%</td>
</tr>
<tr>
<td>Tested positive or had Covid-19 at some point</td>
<td>28%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>9%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Survey question 8.3 (New for October)*
Who are the vaccinated respondents? (n = 215)

Around half of vaccinated respondents were female (52%), over half were Hispanic or Latino/Latinx (56%), and many were from zip code 77051.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td></td>
<td>52%</td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td>48%</td>
</tr>
<tr>
<td>Transgender</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>Other gender</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>Non-binary</td>
<td></td>
<td>0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Where respondents live (by zip code)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino/Latinx</td>
</tr>
<tr>
<td>African American or Black</td>
</tr>
<tr>
<td>Asian</td>
</tr>
<tr>
<td>White</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
</tr>
<tr>
<td>Other race</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
</tr>
<tr>
<td>Indigenous American or Alaskan Native</td>
</tr>
</tbody>
</table>

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? \((n = 215)\)

Most vaccinated respondents are ages **50 to 64 (30%)** or **older than 65 (24%)** and have a **high school diploma/GED or less (59%)**.**

*Survey questions 9a, 12, and 13; **High percentage of missing income responses make it difficult to describe the typical income of a vaccinated respondent accurately in this wave.*
Who are the vaccinated respondents? (n = 215)

Almost two-thirds of vaccinated respondents reported that they have health insurance coverage (63%) and over two-thirds reported that they have no high-risk health conditions (69%).

Health insurance coverage

- Yes, covered by health insurance: 63%
- No, not covered by health insurance: 37%

High-risk medical conditions**

- No, don’t have a high-risk health condition: 69%
- Yes, have a high-risk health condition: 31%

*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 \((n = 215)\)

**ACCESS**

Most respondents said it took **20 minutes or less (71%)** to get to the location where they received the vaccine.

Most respondents **found it very easy (92%)** to make a vaccine appointment.

More than half of the respondents received their vaccine at a **pharmacy (34%)** or a **mass vaccination site (24%)**.

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass vaccination site</td>
<td>24%</td>
</tr>
<tr>
<td>Hospital</td>
<td>18%</td>
</tr>
<tr>
<td>A community health center or clinic</td>
<td>7%</td>
</tr>
<tr>
<td>My doctor’s office</td>
<td>5%</td>
</tr>
<tr>
<td>Mobile vaccination clinic or pop-up site</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>My office/place of work</td>
<td>2%</td>
</tr>
<tr>
<td>My home</td>
<td>1%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
</tr>
<tr>
<td>Church/other place of worship</td>
<td>0%</td>
</tr>
</tbody>
</table>

**MESSENGERS AND MOTIVATORS**

Doctors and health care providers (67%), scientists (61%), and the CDC (61%) were the most trusted sources of information about the COVID-19 vaccine.

Most decided to get the vaccine to **protect their household or other family members (67%)** and **prevent severe illness or death (50%)**.

- Prevent death or severe illness: 67%
- Protect household/family members: 50%
- Help end the pandemic: 18%
- Able to do more activities: 9%
- To comply with a vaccine mandate: 9%
- To get an incentive: 3%

"Other" reasons include family pressure, work requirement, to be safe, and to boost immune system.

*Survey questions 3, 3b, and 4

*Survey questions 5 and 8*
Who are the unvaccinated respondents? \((n = 43)\)

Over half of unvaccinated respondents were **male** (56%), slightly more than half were **Hispanic or Latino/Latinx** (51%), and many are from **zip code 77051**.

### Gender (select all that apply)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>56%</td>
</tr>
<tr>
<td>Female</td>
<td>42%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>2%</td>
</tr>
<tr>
<td>Transgender</td>
<td>0%</td>
</tr>
<tr>
<td>Other gender</td>
<td>0%</td>
</tr>
<tr>
<td>Non-binary</td>
<td>0%</td>
</tr>
</tbody>
</table>

Unvaccinated respondents had a **greater share of males** (56% male) compared to the even gender distribution in the sample of vaccinated respondents (48% male versus 52% female).

### Where respondents live (by zip code)

**Zip code 77051**

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

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td>51%</td>
</tr>
<tr>
<td>African American or Black</td>
<td>44%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>2%</td>
</tr>
<tr>
<td>Asian</td>
<td>2%</td>
</tr>
<tr>
<td>White</td>
<td>0%</td>
</tr>
<tr>
<td>Other race</td>
<td>0%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>0%</td>
</tr>
<tr>
<td>Indigenous American or Alaskan Native</td>
<td>0%</td>
</tr>
</tbody>
</table>

Unvaccinated respondents had a **larger share of African American or Black respondents** (44%) compared to vaccinated respondents (31%).

*Survey questions 1, 10, and 11*
**Who are the unvaccinated respondents? (n = 43)**

The largest share of unvaccinated respondents are ages **18–29 (33%) or 30–39 (26%)** and have a **high school diploma/GED or less (70%).**

Compared to vaccinated respondents, unvaccinated respondents were **slightly younger and less educated.** However, these differences could be due to the small sample of unvaccinated respondents.

---

*Survey questions 9a, 12, and 13; **High percentage of missing income responses make it difficult to describe the typical income of a vaccinated respondent accurately in this wave.*
Who are the unvaccinated respondents? \( (n = 43) \)

Just over half of unvaccinated respondents reported that they have health insurance coverage (54%) and most unvaccinated respondents reported that they have no high-risk health conditions (84%).

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>Health insurance coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>54%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>44%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
</tr>
</tbody>
</table>

| High-risk medical conditions** |
|-----------------------------|-----------------------------|
| No, don't have a high-risk health condition | 84% |
| Yes, have a high-risk health condition | 14% |
| Missing | 2% |

*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.
Among unvaccinated respondents \((n = 43)\)

**BARRIERS**

- About two-thirds of unvaccinated respondents worry about getting sick or experiencing side effects from the vaccine (63%).
- Worried about getting sick/side effects from vaccine: 63%
- Worried about missing work in order to get vaccine: 21%
- Worried about having to present an ID/other documentation: 12%
- Worried about paying for vaccine: 7%

**MOTIVATORS**

- Overall, unvaccinated respondents reported there are few factors that can motivate them to get the vaccine.
- Just under half of unvaccinated respondents would prefer to have more time to see whether the vaccine works (44%).
- More time to wait and see whether the vaccine works: 44%
- Other: 26%
  - A large gift or incentive: 14%
  - Talking to someone who can answer my questions: 7%
  - Small gift or incentive: 7%
  - Vaccine delivery site close to home: 5%
  - See a person I trust get the vaccine: 5%
  - A vaccine requirement at my office/place of work: 2%
  - Transportation to a vaccination site: 0%

**ENABLERS**

- Most unvaccinated respondents know where they can get a vaccine (88%) and know where they can get information about scheduling a vaccine appointment (74%).

*Survey question 6b*
Among unvaccinated respondents \((n = 43)\)

### BELIEFS

- Nearly three-quarters of unvaccinated respondents believe the vaccine was developed too quickly compared with other vaccines (72%).

- Two-thirds of the respondents believe there is not enough information on how the vaccine interacts with other health conditions (65%).

<table>
<thead>
<tr>
<th>Belief</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>72%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>65%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>33%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>30%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>30%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>23%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>23%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>12%</td>
</tr>
</tbody>
</table>

### TRUSTED MESSENGERS

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

- Scientists: 37%
- Doctor/health care provider: 33%
- CDC: 30%
- Pharmacists: 21%
- Friends and family: 16%
- Federal government: 14%
- Religious leaders: 9%
- News media: 9%
- CBOs/nonprofits: 9%
- State and local government: 7%
- Social media: 5%

*Survey question 7

*Survey question 8
Differences between types of unvaccinated respondents

- The smaller group of respondents who "intend to get the vaccine" looks quite different from those who are "undecided" and "do not intend to get vaccine." However, given the small sample sizes, it is important to not overinterpret these differences.
- More respondents who "intend to get the vaccine" reported that there are factors that could motivate them to get the vaccine, they have more positive beliefs about the safety, efficacy and impact of the vaccine, and they have more trust in scientists, the CDC, health care providers, and the government.
- The "undecided" group have more positive beliefs about the vaccine and have more trust in sources of information about the Covid-19 vaccine than the "do not intend group."

**MOTIVATORS**

- A large gift or incentive: 11% Intend to get, 43% Undecided, 6% Do not intend
- Small gift or incentive: 0% Intend to get, 29% Undecided, 6% Do not intend
- Vaccine delivery site close to home: 14% Intend to get, 5% Undecided, 0% Do not intend
- More time to wait and see whether the vaccine works: 14% Intend to get, 41% Undecided, 6% Do not intend

**BELIEFS**

- Vaccine was developed too quickly compared with other vaccines: 71% Intend to get, 68% Undecided, 77% Do not intend
- Vaccine is effective: 12% Intend to get, 32% Undecided, 71% Do not intend
- Friends/family want me to get vaccinated: 18% Intend to get, 32% Undecided, 71% Do not intend
- Vaccine will help get life back to normal: 18% Intend to get, 32% Undecided, 57% Do not intend
- Vaccine is safe: 26% Intend to get, 57% Undecided, 57% Do not intend

**TRUSTED MESSENGERS**

- Scientists: 12% Intend to get, 47% Undecided, 71% Do not intend
- CDC: 0% Intend to get, 42% Undecided, 71% Do not intend
- Doctor/health care provider: 0% Intend to get, 57% Undecided, 53% Do not intend
- Federal government: 16% Intend to get, 43% Undecided, 0% Do not intend

*Survey questions 6c, 7, and 8*
Attitude toward booster shot

VACCINATED RESPONDENTS (n=215)

About two-thirds of vaccinated respondents intend on getting a booster shot (55%) or have already gotten one (9%), and almost a third of respondents are undecided (30%).

- I have already received a COVID-19 booster shot: 9%
- Yes, will definitely get a booster shot: 55%
- Yes, will probably get a booster shot: 23%
- No, will probably not get a booster shot: 7% (Undecided)
- No, will definitely not get a booster shot: 6%

ALL RESPONDENTS (n=258)

Vaccinated respondents believe getting a booster shot will help protect their family and household (81%), prevent death or severe illness (71%) and get life back to normal (70%). A smaller proportion of unvaccinated respondents share these beliefs. About half of unvaccinated respondents do not believe a booster shot is necessary (49%).

- Will help protect my household/family members: 16% (81%)
- Getting a booster shot will help prevent death or severe illness: 23% (71%)
- Will help get life back to normal: 19% (70%)
- The US should focus on giving vaccines to people in other countries before giving out booster shots: 33% (43%)
- Worried about getting sick/experiencing side effects: 39% (56%)
- Do not think getting a booster shot is necessary: 15% (49%)
Vaccination trends from August through October

The share of respondents who were vaccinated was slightly higher in October compared to September and August.

Overall, unvaccinated respondents in October were more certain about their vaccination intentions. The share of respondents who do not intend to get the vaccine was higher by 12 percentage points and the share of respondents who intend to get the vaccine was higher by 2 percentage points. However, given the small sample size, this could also be random variation.
**Trends from September to October**

- Compared to unvaccinated respondents in September, unvaccinated respondents in October are **less likely to report being worried about getting sick/side effects, paying for the vaccine, having to present an ID, and missing work.** They are also more **confident about knowing where to get a vaccine and scheduling a vaccine appointment.**
- However, given the small sample size, it is important not to overinterpret these differences.
- Unvaccinated respondents’ beliefs towards the vaccine remained **relatively similar** in September and October.
Summary and potential actions

KEY TAKEAWAYS

VACCINATED VS UNVACCINATED*

- Unvaccinated respondents had a larger share of males compared to vaccinated respondents who had a more even gender distribution.
- A higher share of unvaccinated respondents were African American or Black.
- Unvaccinated respondents were slightly younger and less educated compared to vaccinated respondents.
- A higher share of unvaccinated respondents reported having 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.
- Unvaccinated respondents have fewer positive beliefs about the safety and overall impact of the vaccine on people’s everyday lives.

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 215 respondents and the unvaccinated sample size is 43 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.
- Remain undecided (nearly one-third) about whether to get the booster shot.
- Believe the U.S. should focus on giving vaccines to other countries before focusing on booster shots (about one in four respondents).

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.
- Believe the vaccine was developed too quickly.
- Would like more time to see whether vaccine works.
- Were not very trusting of the listed sources of information about the COVID-19 vaccine.
Summary and potential actions

**POTENTIAL MESSAGING & OUTREACH STRATEGIES**

**Continue to refine and promote message that:**
- Details **how to manage side effects**
- Highlights how the clinical trials for the COVID-19 vaccines **included people with other health conditions, such as diabetes, 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** (for example, focus on other risk-reduction behaviors like masks and testing).

**POTENTIAL MESSAGING & OUTREACH STRATEGIES**

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

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.**

**From October data**
Houston: Supplemental data slides

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

Vaccination status (at least one dose): Houston vs. Survey Sample (n = 258)

- **Vaccinated**
  - Harris County / City of Houston COVID-19 Data Hub
  - Survey Sample
  - Note: Vaccination rates for Harris County are not specific to the BIPOC population unlike other demographics shown in this slide.

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

The gender distribution in the survey sample was similar to that of Houston’s BIPOC population.

Gender: Houston vs. Survey Sample (n = 258)

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

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

Age: Houston vs. Survey Sample (n = 258)

- **18-29 years**
  - Harris County / City of Houston COVID-19 Data Hub
  - Survey Sample

- **30-39 years**
  - Harris County / City of Houston COVID-19 Data Hub
  - Survey Sample

- **40-49 years**
  - Harris County / City of Houston COVID-19 Data Hub
  - Survey Sample

- **50-64 years**
  - Harris County / City of Houston COVID-19 Data Hub
  - Survey Sample

- **65+ years**
  - Harris County / City of Houston COVID-19 Data Hub
  - Survey Sample

- **Missing**
  - Harris County / City of Houston COVID-19 Data Hub

*Source: Texas Department of State Health Services.*

The survey sample has a smaller share of respondents ages 30-39.
Survey respondent demographics vs. Houston city BIPOC demographics

Education: Houston vs. Survey Sample (n = 258)

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Houston BIPOC census, 2019 ACS microdata</th>
<th>Survey Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS graduate, GED, some HS, or less</td>
<td>48%</td>
<td>61%</td>
</tr>
<tr>
<td>Some college or 2-year degree</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>Trade or vocational school</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>College or higher</td>
<td>24%</td>
<td>12%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

Survey respondents had lower education levels than the Houston BIPOC population.

Survey Sample Race/ethnicity (n = 258)

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Survey Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino/Latín</td>
<td>55%</td>
</tr>
<tr>
<td>African American or Black</td>
<td>33%</td>
</tr>
<tr>
<td>Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native</td>
<td>11%</td>
</tr>
<tr>
<td>White</td>
<td>1%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

The survey sample had a similar distribution of race/ethnicity as Houston’s BIPOC population.

Houston BIPOC census, 2019 ACS microdata BIPOC race/ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Houston BIPOC census, 2019 ACS microdata</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino/Latín</td>
<td>57%</td>
</tr>
<tr>
<td>African American or Black</td>
<td>31%</td>
</tr>
<tr>
<td>Asian American/Pacific Islander/Indigenous American or Alaskan Native</td>
<td>12%</td>
</tr>
</tbody>
</table>
## Among vaccinated respondents (n = 215)

<table>
<thead>
<tr>
<th>Time taken to get vaccinated</th>
<th>Ease of getting an appointment</th>
<th>Trusted messengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-20 minutes</td>
<td>50% Very easy</td>
<td>67% Doctor/health care provider</td>
</tr>
<tr>
<td>0-10 minutes</td>
<td>21% Somewhat easy</td>
<td>61% Scientists</td>
</tr>
<tr>
<td>21-30 minutes</td>
<td>17% Somewhat difficult</td>
<td>61% CDC</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td>7% Very difficult</td>
<td>40% Pharmacists</td>
</tr>
<tr>
<td>More than 60 minutes</td>
<td>4%</td>
<td>32% Friends and family</td>
</tr>
</tbody>
</table>

*Survey questions 3, 3b, 4, 5, 6b, 6c, 7 and 8*
Among unvaccinated respondents \((n = 43)\)

**Barriers/Enablers**

- Know where I can go to get a vaccine: 88%
- Know how to get info about scheduling a vaccine appointment: 74%
- Worried about getting sick/side effects from vaccine: 63%
- Worried about missing work in order to get vaccine: 21%
- Worried about having to present an ID/other documentation: 12%
- Worried about paying for vaccine: 7%

*Survey questions 3, 3b, 4, 5, 6b, 6c, 7 and 8*
# Types of unvaccinated respondents (n = 43)

### Barriers/Enablers

<table>
<thead>
<tr>
<th>Issue</th>
<th>Intend to get vaccine (n=7)</th>
<th>Undecided about vaccine (n=19)</th>
<th>Do not intend to get vaccine (n=17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>100%</td>
<td>84%</td>
<td>88%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>71%</td>
<td>68%</td>
<td>82%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>43%</td>
<td>59%</td>
<td>74%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>0%</td>
<td>16%</td>
<td>0%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>0%</td>
<td>32%</td>
<td>18%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>0%</td>
<td>21%</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Beliefs

- **Vaccine was developed too quickly compared with other vaccines**
  - Intend to get vaccine: 71%
  - Undecided: 68%
  - Do not intend: 77%

- **Vaccine is effective**
  - Intend to get vaccine: 32%
  - Undecided: 12%
  - Do not intend: 71%

- **Friends/family want me to get vaccinated**
  - Intend to get vaccine: 32%
  - Undecided: 32%
  - Do not intend: 71%

- **Vaccine will help get life back to normal**
  - Intend to get vaccine: 32%
  - Undecided: 57%
  - Do not intend: 0%

- **Vaccine is safe**
  - Intend to get vaccine: 26%
  - Undecided: 57%
  - Do not intend: 6%

- **Not enough info on how the vaccine might interact with other health conditions**
  - Intend to get vaccine: 57%
  - Undecided: 53%
  - Do not intend: 82%

- **Vaccine was not studied in people like me**
  - Intend to get vaccine: 14%
  - Undecided: 21%
  - Do not intend: 47%

- **Getting vaccine goes against my religious beliefs**
  - Intend to get vaccine: 0%
  - Undecided: 5%
  - Do not intend: 24%

*Survey questions 6b, 6c, 7 and 8*
Types of unvaccinated respondents \((n = 43)\)

**Motivators to get the vaccine**

- A large gift or incentive: 11% (Intend to get vaccine), 6% (Undecided about vaccine), 6% (Do not intend to get vaccine)
- Small gift or incentive: 0% (Intend to get vaccine), 6% (Undecided about vaccine), 29% (Do not intend to get vaccine)
- Other: 11% (Intend to get vaccine), 29% (Undecided about vaccine), 41% (Do not intend to get vaccine)
- Vaccine delivery site close to home: 5% (Intend to get vaccine), 14% (Undecided about vaccine), 41% (Do not intend to get vaccine)
- More time to wait and see whether the vaccine works: 14% (Intend to get vaccine), 14% (Undecided about vaccine), 58% (Do not intend to get vaccine)
- Transportation to a vaccination site: 0% (Intend to get vaccine), 0% (Undecided about vaccine), 0% (Do not intend to get vaccine)
- Talking to someone who can answer my questions: 0% (Intend to get vaccine), 16% (Undecided about vaccine), 0% (Do not intend to get vaccine)
- See a person I trust get the vaccine: 0% (Intend to get vaccine), 11% (Undecided about vaccine), 0% (Do not intend to get vaccine)
- A vaccine requirement at my office/place of work: 0% (Intend to get vaccine), 6% (Undecided about vaccine), 0% (Do not intend to get vaccine)

**Trusted messengers**

- Scientists: 47% (Intend to get vaccine), 71% (Undecided about vaccine), 71% (Do not intend to get vaccine)
- CDC: 12% (Intend to get vaccine), 0% (Undecided about vaccine), 42% (Do not intend to get vaccine)
- Doctor/health care provider: 0% (Intend to get vaccine), 53% (Undecided about vaccine), 0% (Do not intend to get vaccine)
- Federal government: 0% (Intend to get vaccine), 43% (Undecided about vaccine), 0% (Do not intend to get vaccine)
- Pharmacists: 14% (Intend to get vaccine), 6% (Undecided about vaccine), 37% (Do not intend to get vaccine)
- News media: 5% (Intend to get vaccine), 14% (Undecided about vaccine), 12% (Do not intend to get vaccine)
- Friends and family: 12% (Intend to get vaccine), 21% (Undecided about vaccine), 14% (Do not intend to get vaccine)
- CBOs/nonprofits: 14% (Intend to get vaccine), 16% (Undecided about vaccine), 0% (Do not intend to get vaccine)
- State and local government: 0% (Intend to get vaccine), 16% (Undecided about vaccine), 0% (Do not intend to get vaccine)
- Social media: 0% (Intend to get vaccine), 6% (Undecided about vaccine), 0% (Do not intend to get vaccine)
- Religious leaders: 6% (Intend to get vaccine), 16% (Undecided about vaccine), 0% (Do not intend to get vaccine)

*Survey questions 6b, 6c, 7 and 8*
Survey insights by city: Newark

October data only*

*Note: There is a separate Newark September data report
Overview

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

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

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

Partnered with

Project Ready leads the data collection efforts.

Project Ready is conducting the survey through phone banking, pulling from active voter lists and Project Ready’s member list.**

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

**Member list consists of 13,000 to 14,000 parents or guardians of school aged children.
Vaccination status and intention (n=300)

Over three quarters of the respondents in October (80%) reported being vaccinated. Among the unvaccinated respondents (20%), 5% intend to get the vaccine and 61% are undecided.

*Survey question 2*
Respondents’ personal experience with Covid-19 (n=300)

In October, there were small differences between the vaccinated (77%) and unvaccinated (78%) of respondents that tested positive or had never been tested for COVID-19.

**VACCINATED RESPONDENTS (n=240)**
- Tested Positive or had COVID-19 at some point: 77%
- Never tested positive or had COVID-19: 15%
- I don't know: 0%
- Missing: 8%

**UNVACCINATED RESPONDENTS (n=60)**
- Tested positive or had COVID-19 at some point: 78%
- Never tested positive or had COVID-19: 20%
- I don't know: 2%
- Missing: 0%

*Survey question 8.3 (New for October)
Who are the vaccinated respondents? \( (n=240) \)

Nearly two-thirds (65%) of the vaccinated respondents were female, nearly three-quarters (71%) were African American or Black, and many were from zip code 07103.

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? \( (n=240) \)

The largest share of vaccinated respondents were 50-64 years old (30%) 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? \( (n=240) \)

Most respondents (83%) are covered by health insurance and almost two-thirds (60%) have no high-risk health conditions.

Survey questions 14 and 15

*Due to rounding the percentages, the total adds up to 101% instead of 100%.

**High-risk medical conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.
Among vaccinated respondents (n=240)

**ACCESS**

94% of respondents found it **very easy or somewhat easy** to make an appointment to receive the vaccine.

A large majority of respondents (89%) said that it took less than 20 minutes to get to a vaccine location.

Over half of the respondents received their vaccine at a pharmacy (28%) or mass vaccination site (25%).

**MESSENGERS AND MOTIVATORS**

Vaccinated respondents trust a variety of sources of information. The top three sources of information are doctors/healthcare providers (59%), scientists (49%), and the CDC (43%).

Over half of the respondents received the vaccine to protect their household (68%) and prevent death or severe illness (59%).

Protect household/family members

Prevent death or severe illness

Able to do more activities

Help end the pandemic

Comply with a vaccine mandate or requirement

Other

Receive an incentive

*Survey questions 3, 3b, and 4

*Survey questions 5 and 6c
Who are the unvaccinated respondents? \((n=60)\)

Nearly two-thirds (63%) of the unvaccinated respondents were female and 92% were African American or Black.

*Survey questions 1, 10, and 11*
Who are the unvaccinated respondents? \((n=60)\)

Unvaccinated respondents were distributed fairly equally across age groups. Around one-third had a HS graduate degree/GED or less (33%) and over half had a Bachelor’s or 4-year degree or higher (52%).

Unvaccinated respondents are fairly evenly distributed across age groups.

*Survey questions 9a, 12, and 13. **With such a high % of missing income responses it is difficult to accurately describe the typical income of an unvaccinated respondent in this wave.
Who are the unvaccinated respondents? (n=60)

Most respondents are covered by health insurance (85%) and don’t have high-risk health conditions (68%).

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>No, don't have a high-risk health condition</td>
</tr>
<tr>
<td>85%</td>
<td>Yes, have a high-risk health condition</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>Missing</td>
</tr>
<tr>
<td>15%</td>
<td>Missing</td>
</tr>
<tr>
<td>Missing</td>
<td>Missing</td>
</tr>
</tbody>
</table>

The proportion of unvaccinated and vaccinated respondents covered by health insurance is similar (85% compared to 83%).

A slightly larger share of unvaccinated respondents (68%) report having no high-risk health conditions compared to vaccinated respondents (60%).

*Survey questions 14 and 15

**High-risk medical conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.
Among unvaccinated respondents (n=60)

**BARRIERS**

- Over half (58%) of the unvaccinated respondents are worried about getting sick or having side effects from the vaccine.
- Worried about getting sick/side effects from vaccine: 58%
- Worried about missing work in order to get vaccine: 15%
- Worried about having to present an ID/other documentation: 15%
- Worried about paying for vaccine: 5%

**MOTIVATORS**

Overall, unvaccinated respondents do not report many motivators for getting the vaccine. 38% reported needing more time to see if the vaccine works before receiving it themselves.

- More time to wait and see if the vaccine works: 38%
- Talking to someone who can answer my questions: 18%
- See a person I trust get the vaccine: 17%
- A large gift or incentive: 10%
- A small gift or incentive: 7%
- Transportation to a vaccination site: 7%
- Vaccine delivery site close to home: 5%
- A vaccine requirement at my office/workplace: 3%
- A vaccine requirement to do certain activities: 3%

**ENABLERS**

Nearly three-quarter (73%) of unvaccinated respondents knew where to get information about scheduling a vaccine appointment and three-quarters knew where to get a vaccine.

*Survey questions 6b*
Among unvaccinated respondents \( (n=60) \)

**BELIEFS**

Almost two-thirds of unvaccinated respondents believe that the vaccine was developed too quickly compared to other vaccines (63%) and that there is not enough information on how the vaccine might interact with other health conditions (62%). Less than one quarter of respondents believed the vaccine was effective (22%) or safe (15%).

- Vaccine was developed too quickly compared with other vaccines: 63%
- Not enough info on how the vaccine might interact with other health conditions: 62%
- Friends/family want me to get vaccinated: 45%
- Vaccine was not studied in people like me: 33%
- Vaccine will help get life back to normal: 32%
- Vaccine is effective: 22%
- Getting vaccine goes against my religious beliefs: 22%
- Vaccine is safe: 15%

*Survey question 7

**TRUSTED MESSENGERS**

Just over a third of unvaccinated respondents trust their doctor/health care provider for information about the COVID-19 vaccine, with another 28% trusting friends and family members. Trust in other messengers was lower.

- Doctor/health care provider: 38%
- Friends and family: 28%
- Religious leaders: 23%
- Scientists: 22%
- Pharmacists: 18%
- CDC: 17%
- CBOs/nonprofits: 17%
- State and local government: 13%
- Federal government: 12%
- Social media: 8%
- News media: 7%

*Survey questions 8

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

- More than half of respondents who are undecided or unwilling to get the vaccine note concern about getting sick or having side effects from the vaccine.
- Just under half the respondents that are undecided about getting the vaccine report that more time to wait and see if the vaccine works would motivate them, while those who do not intend to get the vaccine are less likely to be motivated by more time.

**BARRIERS & ENABLERS**

- Know where I can go to get a vaccine: 100%
- Know how to get info about scheduling a vaccine appointment: 68%
- Worried about getting sick/side effects from vaccine: 67%
- Worried about having to present an ID/other documentation: 33%

**MOTIVATORS**

- More time to wait and see if the vaccine works: 43%
- Talking to someone who can answer my questions: 67%
- See a person I trust get the vaccine: 33%

**BELIEFS**

- Vaccine was developed too quickly compared to others: 33%
- Vaccine was not studied in people like me: 38%
- Not enough info on how the vaccine may interact with other health conditions: 33%
- Vaccine will help get life back to normal: 32%

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

**VACCINATED RESPONDENTS (n=240)**

Over a third of vaccinated respondents **intend on getting a booster shot (35%)**, and nearly half are undecided (48%).

- I have already received a COVID-19 booster shot: 3%
- Yes, will definitely get a booster shot: 35%
- Yes, will probably get a booster shot: 30%
- No, will probably not get a booster shot: 18%
- No, will definitely not get a booster shot: 10%
- Missing: 5%

**ALL RESPONDENTS (n=300)**

Nearly half of vaccinated respondents believe **booster shots help protect household/family members (48%)**, get life back to normal (46%), and help prevent death or severe illness (41%). Fewer unvaccinated respondents shared these beliefs.

- Will help protect my household/family members: 48%
- Will help get life back to normal: 46%
- Getting a booster shot will help prevent death or severe illness: 41%
- The US should focus on giving vaccines to people in other countries before giving out booster shots: 40%
- Do not think getting a booster shot is necessary: 48%
- Worried about getting sick/experiencing side effects: 41%

*Survey question 8.1

*Survey question 8.2

From October data
Vaccination trends from July through October

The share of respondents who were vaccinated was slightly higher in October compared to previous months.

Overall, unvaccinated respondents in October were slightly less certain about their vaccination intentions than unvaccinated respondents in September, but overall intent to get vaccinated was similar among unvaccinated respondents in September and October. However, given the small sample size, this could also be due to random variation.
## Trends in barriers and beliefs from September to October

The top barriers to vaccination and beliefs about vaccination among unvaccinated respondents remained consistent between September and October.

### Barriers

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Sept (n = 86)</th>
<th>Oct (n = 60)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>69%</td>
<td>73%</td>
</tr>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>72%</td>
<td>75%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>50%</td>
<td>58%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>13%</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Beliefs

<table>
<thead>
<tr>
<th>Belief</th>
<th>Sept (n = 86)</th>
<th>Oct (n = 60)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was developed too quickly</td>
<td>48%</td>
<td>63%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>50%</td>
<td>62%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>31%</td>
<td>45%</td>
</tr>
<tr>
<td>Was not studied in people like me</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Will help get life back to normal</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Goes against my religious beliefs</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Trends in motivators and trusted messengers from September and October

The top motivators and sources of information reported by unvaccinated respondents remained consistent between September and October. However, a larger share of respondents in October reported trust in various sources of information.

**Motivators**

- More time to wait and see whether the vaccine works: 41% (Sept) vs. 38% (Oct)
- Other: 28% (Sept) vs. 23% (Oct)
- Talking to someone who can answer my questions: 9% (Sept) vs. 18% (Oct)
- A large gift or incentive: 7% (Sept) vs. 10% (Oct)
- See a person I trust get the vaccine: 8% (Sept) vs. 17% (Oct)

**Trusted messengers**

- Doctor/health care provider: 24% (Sept) vs. 38% (Oct)
- Friends and family: 22% (Sept) vs. 28% (Oct)
- Scientists: 16% (Sept) vs. 22% (Oct)
- Religious leaders: 13% (Sept) vs. 23% (Oct)
- Pharmacists: 16% (Sept) vs. 18% (Oct)
- CDC: 17% (Sept) vs. 17% (Oct)
## Summary and potential actions

### KEY TAKEAWAYS

#### VACCINATED VS UNVACCINATED*

- Gender was similar across the vaccinated and unvaccinated, but the unvaccinated group had a larger share of African American/Black respondents.
- Age of respondents is fairly evenly distributed amongst unvaccinated respondents; largest portion of vaccinated respondents fell within the 50-64 age range.
- Vaccinated respondents were more educated than unvaccinated respondents.
- Similar percentages of vaccinated and unvaccinated respondents report having health insurance; A slightly larger percentage 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.

### 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.
- Most are considering getting the booster shot.
- Many trust their doctors, scientists, and the CDC the most for their vaccine information.

### UNVACCINATED RESPONDENTS

- The majority are **not very motivated** to receive the vaccine and several responded that they need more time to see if the vaccine works.
- More unvaccinated respondents reported trusting doctors and friends/family members in October than September vaccinated.
- Are worried about getting sick/experiencing side effects from the vaccine.
- Need more information on how the vaccine interacts with other health conditions and believe that it was developed too quickly.

---

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 188 respondents and the unvaccinated sample size is 29 respondents)*

---

**From October data**
Summary and potential actions

POTENTIAL MESSAGING & OUTREACH STRATEGIES

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
- Describes how the vaccine testing and production process was safely compressed into a shorter timeframe.

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.

POTENTIAL MESSAGING & OUTREACH STRATEGIES

- Validate and support people who want more time to wait and see (for example, focus on other risk-reduction behaviors like masks and testing).
- Collaborate with community healthcare providers to coordinate compassionate messaging about COVID-19 and vaccines.
- Develop communication materials demonstrating how the testing and production process was safely compressed into a shorter timeframe based on decades of research and how the clinical trials included underrepresented minorities, older age groups and people with other health conditions such as diabetes, obesity, heart, and respiratory conditions.
Newark: Supplemental data slides

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

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

- Vaccinated: Newark 81%, Survey Sample 80%
- Not vaccinated: Newark 19%, Survey Sample 20%

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

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

- Female: Newark 52%, Survey Sample 64%
- Male: Newark 48%, Survey Sample 29%

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

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

- 18-29 years: Newark 14%, Survey Sample 15%
- 30-39 years: Newark 25%, Survey Sample 22%
- 40-49 years: Newark 19%, Survey Sample 20%
- 50-64 years: Newark 19%, Survey Sample 28%
- 65+ years: Newark 24%, Survey Sample 18%
- Missing: Newark 7%

Compared to Newark’s BIPOC population, the survey population has a lower share of respondents ages 30-39 and over 65, but not as many respondents ages 50-64.
Survey respondent demographics vs. Newark city BIPOC demographics

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

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Newark BIPOC census, 2019 ACS microdata</th>
<th>Survey Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS graduate, GED, some HS, or less</td>
<td>36%</td>
<td>24%</td>
</tr>
<tr>
<td>Some college or 2-year degree</td>
<td>26%</td>
<td>33%</td>
</tr>
<tr>
<td>Trade or vocational school</td>
<td>6%</td>
<td>38%</td>
</tr>
<tr>
<td>College or higher</td>
<td>38%</td>
<td>29%</td>
</tr>
<tr>
<td>Missing</td>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

Race/ethnicity: Newark vs. Survey Sample (n = 300)

- African American or Black: 71%
- Hispanic or Latino/Latinx: 14%
- Prefer not to answer/missing: 8%
- Asian American/Native: 5%
- White: 5%
- Other: 1%

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

- African American or Black: 56%
- Hispanic or Latino/Latinx: 41%
- Asian American/Pacific Islander/Indigenous American or Alaskan Native: 2%
Among vaccinated respondents (n=240)

**Time taken to get vaccinated**
- 0-10 minutes: 58%
- 11-20 minutes: 31%
- 21-30 minutes: 5%
- 31-60 minutes: 3%
- Missing: 2%
- More than 60 minutes: 1%

**Ease of getting an appointment**
- Very easy: 87%
- Somewhat easy: 7%
- Somewhat difficult: 3%
- Missing: 2%
- Very difficult: 2%

**Trusted messengers**
- Your doctor/healthcare provider: 59%
- Scientists: 49%
- CDC: 43%
- Pharmacists: 40%
- Your friends and family: 39%
- State and local government: 26%
- Federal government: 25%
- CBOs/non-profits: 24%
- Religious leaders: 23%
- News media: 14%
- Social media: 9%

*From October data*
Among unvaccinated respondents (n=60)

<table>
<thead>
<tr>
<th>Barriers/Enablers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>75%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine</td>
<td>73%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>58%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>15%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>15%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>5%</td>
</tr>
</tbody>
</table>
“Types” of unvaccinated respondents (n = 59)

Barriers/Enablers

<table>
<thead>
<tr>
<th>Barrier/Enabler</th>
<th>Will definitely get vaccine (n=2)</th>
<th>Undecided about vaccine (n=24)</th>
<th>Do not intend to get vaccine (n=9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>100%</td>
<td>84%</td>
<td>16%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>79%</td>
<td>70%</td>
<td>67%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>33%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>68%</td>
<td>57%</td>
<td>33%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>0%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>0%</td>
<td>16%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Motivators to get the vaccine

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Will definitely get vaccine (n=2)</th>
<th>Undecided about vaccine (n=24)</th>
<th>Do not intend to get vaccine (n=9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>100%</td>
<td>43%</td>
<td>21%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>14%</td>
<td>67%</td>
<td>21%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>33%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>33%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>19%</td>
<td>14%</td>
<td>19%</td>
</tr>
</tbody>
</table>

From October data
“Types” of unvaccinated respondents (n = 59)

**Beliefs**

- Vaccine will help get life back to normal: 32% (Will definitely get vaccine), 67% (Undecided about vaccine), 26% (Do not intend to get vaccine)
- Vaccine was developed too quickly compared with other vaccines: 16% (Will definitely get vaccine), 62% (Undecided about vaccine), 67% (Do not intend to get vaccine)
- Vaccine is safe: 11% (Will definitely get vaccine), 33% (Undecided about vaccine), 16% (Do not intend to get vaccine)
- Vaccine is effective: 24% (Will definitely get vaccine), 68% (Undecided about vaccine), 16% (Do not intend to get vaccine)
- Not enough info on how the vaccine might interact with other health conditions: 33% (Will definitely get vaccine), 58% (Undecided about vaccine), 68% (Do not intend to get vaccine)
- Friends/family want me to get vaccinated: 37% (Will definitely get vaccine), 49% (Undecided about vaccine), 11% (Do not intend to get vaccine)

**Trusted messengers**

- Doctor/health care provider: 41% (Will definitely get vaccine), 42% (Undecided about vaccine), 0% (Do not intend to get vaccine)
- Scientists: 0% (Will definitely get vaccine), 24% (Undecided about vaccine), 21% (Do not intend to get vaccine)
- Religious leaders: 0% (Will definitely get vaccine), 21% (Undecided about vaccine), 27% (Do not intend to get vaccine)
- Friends and family: 35% (Will definitely get vaccine), 21% (Undecided about vaccine), 19% (Do not intend to get vaccine)
- CBOs/nonprofits: 11% (Will definitely get vaccine), 19% (Undecided about vaccine), 33% (Do not intend to get vaccine)

From October data
Survey insights by city: Oakland
September and October data
Overview

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

The main partner leading this effort is Faith In Action.

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

Partnered with

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

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

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

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 \( (n = 117) \)

Less than one-third of the respondents are not vaccinated \( (30\%) \). Among these respondents, only 6\% intend to get the vaccine and 68\% are undecided.

Surveyed population in Oakland

Among the 30\% who are not vaccinated

*Survey questions 2 and 6*
Respondents’ personal experience with Covid-19 (n=57)

In October, nearly three-quarters of vaccinated respondents reported ever testing positive for Covid-19 or being told they have Covid-19. This distribution is very similar for unvaccinated respondents (75%).

<table>
<thead>
<tr>
<th>VACCINATED (n=37)</th>
<th>UNVACCINATED (n=20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never tested positive or had Covid-19</td>
<td>73%</td>
</tr>
<tr>
<td>Tested positive or had Covid-19 at some point</td>
<td>22%</td>
</tr>
<tr>
<td>I don't know</td>
<td>3%</td>
</tr>
<tr>
<td>Missing</td>
<td>3%</td>
</tr>
<tr>
<td>Never tested positive or had Covid-19 at some point</td>
<td>75%</td>
</tr>
<tr>
<td>Tested positive or had Covid-19 at some point</td>
<td>20%</td>
</tr>
<tr>
<td>I don't know</td>
<td>5%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Survey question 8.3 (new question for October)
Who are the vaccinated respondents? \((n = 82)\)

*Over half* the vaccinated respondents were **female (59%)**, slightly over a third were **African American or Black (37%)**, and most were from **zip code 94601**.

**Gender**
- Female: 59%
- Male: 37%
- Prefer not to answer/missing: 2%
- Transgender: 1%
- Other gender: 1%
- Non-binary: 1%

**Race/ethnicity**
- African American or Black: 37%
- Hispanic or Latino/Latinx: 35%
- White: 15%
- Asian: 13%
- Indigenous American or Alaskan Native: 4%
- Other race: 1%
- Prefer not to answer/missing: 0%
- Native Hawaiian or Pacific Islander: 0%

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? \((n = 82)\)

Vaccinated respondents are distributed roughly evenly across age groups, with slightly more aged \(30-39\) (27\%) and \(40-49\) (24\%). Nearly half (48\%) have an income of \(\$40K\) or higher. The vaccinated respondents are roughly evenly distributed across three education levels: high school diploma/GED or less (33\%), some college or 2-year degree (29\%), and Bachelor’s or 4-year degree (29\%).

*Survey questions 9a, 12, and 13*
Who are the vaccinated respondents? \((n = 82)\)

Most vaccinated respondents \((83\%)\) were covered by health insurance and nearly three-quarters \((74\%)\) did not report having any high-risk health conditions.

### Health insurance coverage

- Yes, covered by health insurance: \(83\%\)
- No, not covered by health insurance: \(16\%\)
- Missing: \(1\%\)

### High-risk medical conditions**

- No, don't have a high-risk health condition: \(74\%\)
- Yes, have a high-risk health condition: \(26\%\)
- Missing: \(0\%\)

*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.
Among vaccinated respondents (n = 82)

**ACCESS**

43% 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 (67%) to make a vaccine appointment. About 15% found it somewhat or very difficult.

Over half of the vaccinated respondents in September received the vaccine at a mass vaccination site (53%). Over one-third of respondents in October reported receiving the vaccine at a community health center/clinic (38%).**

**MESSENGERS AND MOTIVATORS**

<table>
<thead>
<tr>
<th>September data (n=45)</th>
<th>October data (n=37)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect household/family members</td>
<td>73%</td>
</tr>
<tr>
<td>Prevent death or severe illness</td>
<td>69%</td>
</tr>
<tr>
<td>Help end the pandemic</td>
<td>56%</td>
</tr>
<tr>
<td>Able to do more activities</td>
<td>56%</td>
</tr>
</tbody>
</table>

Overall, vaccinated respondents were motivated by multiple reasons to get the vaccine. In October, 38% said they got the vaccine to comply with a mandate.***

Respondents’ doctors and health care providers (60%) were the most trusted sources of information about the COVID-19 vaccine.

*Survey questions 5 and 8. ***"Comply with vaccine mandate” was one of the new responses added in October.

**Note: there were responses added to the October survey, so we reported separately by month. Community health center/clinic was a new response added in October and it is possible respondents who received a vaccine at this location may have been selecting another option in the previous months.
Who are the unvaccinated respondents? (n = 35)

Over two-thirds of unvaccinated respondents were male (69%) and African American or Black (71%), and many were from zip codes 94607, 94612, and 94605.

Unvaccinated respondents had a larger proportion of males compared to the vaccinated respondents.

Race/ethnicity (Select all that apply)

- African American or Black: 71%
- Asian: 14%
- Hispanic or Latino/Latinx: 11%
- White: 6%
- Indigenous American or Alaskan Native: 3%

Compared to the vaccinated respondents, unvaccinated respondents had a larger proportion of African American/Black respondents and a smaller proportion of Hispanic/Latinx respondents.

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

The largest share of unvaccinated respondents are ages 18-29 (34%) and 30-39 (31%), have an income of $40,000-$79,999 (37%), and have a high school diploma/GED or less (52%).

*Survey questions 9a, 12, and 13*
Who are the unvaccinated respondents? (n = 35)

Among the vaccinated respondents, most were covered by health insurance (86%) and did not report having any high-risk health conditions (89%).

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>86%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>14%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
</tr>
<tr>
<td>No, don't have a high-risk health condition</td>
<td>89%</td>
</tr>
<tr>
<td>Yes, have a high-risk health condition</td>
<td>11%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Survey questions 14 and 15

**High-risk health conditions include smoking, heart conditions (including high blood pressure), diabetes, obesity, lung disease (including asthma or COPD), kidney disease, cancer, pregnancy, sickle cell disease, HIV, other chronic diseases, or any condition that impairs your immune system.
Among unvaccinated respondents \((n = 35)\)

**BARRIERS**

43% of unvaccinated respondents are worried about getting sick or experiencing side effects from the COVID-19 vaccine.

- Worried about getting sick/side effects from vaccine: 43%
- Worried about missing work in order to get vaccine: 14%
- Worried about paying for vaccine: 9%
- Worried about having to present an ID/other documentation: 9%

**MOTIVATORS**

Many unvaccinated respondents would like more time to wait and see whether the vaccine works (47% in Sept; 30% in Oct).

In addition to more time, unvaccinated respondents would be motivated by multiple reasons to get the vaccine:

**September data \((n=15)\)**

- More time to wait and see whether the vaccine works: 47%
- Talking to someone who can answer my questions: 33%
- See a person I trust get the vaccine: 20%
- A large gift or incentive: 20%
- Small gift or incentive: 13%
- Other responses: none and nothing: 13%

**October data \((n=20)\)**

- More time to wait and see whether the vaccine works: 30%
- Small gift or incentive: 15%
- Vaccine requirement for activities: 15%
- Vaccine requirement (office/place of work): 15%
- A large gift or incentive: 15%
- Other: 10%
- Transportation to a vaccination site: 5%
- Talking to someone who can answer my questions: 5%
- See a person I trust get the vaccine: 5%

**ENABLERS**

Most unvaccinated respondents know how to get information about scheduling a COVID-19 vaccine in their community (77%) and where they can go to get a COVID-19 vaccine (86%).

*Survey question 6b

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

**BELIEFS**

- Nearly three-quarters of the respondents believe there is **not enough information on how the vaccine might interact with other health conditions** (71%).
- Two-thirds of the respondents believe the vaccine was **developed too quickly compared with other vaccines** (66%).

**TRUSTED MESSENGERS**

Unvaccinated respondents noted fairly low rates of trust in all the sources of information listed below. The top two choices that respondents noted they “trusted a great deal” were their friends and family (23%) and scientists (17%).

<table>
<thead>
<tr>
<th>Source</th>
<th>Trust Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and family</td>
<td>23%</td>
</tr>
<tr>
<td>Scientists</td>
<td>17%</td>
</tr>
<tr>
<td>Social media</td>
<td>14%</td>
</tr>
<tr>
<td>News media</td>
<td>14%</td>
</tr>
<tr>
<td>Doctor/health care provider</td>
<td>14%</td>
</tr>
<tr>
<td>CDC</td>
<td>14%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>14%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>11%</td>
</tr>
<tr>
<td>State and local government</td>
<td>9%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>6%</td>
</tr>
<tr>
<td>Federal government</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Survey question 7

*Survey question 8

**Vaccinated respondents had much higher trust in these messengers.**
Attitudes toward booster shot

**VACCINATED RESPONDENTS (n=82)**

Nearly half of vaccinated respondents intend on getting a booster shot (48%), and over a third of respondents are undecided (38%).

- I have already received a COVID-19 booster shot: 5%
- Yes, will definitely get a booster shot: 48%
- Yes, will probably get a booster shot: 28%
- No, will probably not get a booster shot: 10%
- No, will definitely not get a booster shot: 9%
- Missing: 1%

**ALL RESPONDENTS (n=117)**

Vaccinated respondents believe getting a booster shot will prevent death or severe illness (68%), help protect their household/family members (62%) and help get life back to normal (62%). A smaller proportion of unvaccinated respondents share these beliefs. Over half the unvaccinated respondents also believe a booster shot is unnecessary (57%).

- Getting a booster shot will help prevent death or severe illness: 68% (Vaccinated), 62% (Unvaccinated)
- Will help protect my household/family members: 62% (Vaccinated), 62% (Unvaccinated)
- Will help get life back to normal: 62% (Vaccinated), 62% (Unvaccinated)
- The US should focus on giving vaccines to people in other countries before giving out booster shots: 33% (Vaccinated), 31% (Unvaccinated)
- Worried about getting sick/experiencing side effects: 31% (Vaccinated), 31% (Unvaccinated)
- Do not think getting a booster shot is necessary: 57% (Unvaccinated)

*Survey question 8.1 (New for September)*

*Survey question 8.2 (New for September)*
Vaccination trends from July/August to September/October

The share of respondents who were vaccinated was slightly higher in September/October compared to July/August.

Compared to July/August, there is a larger share of unvaccinated respondents who are undecided about getting the vaccine in September/October.

Vaccination rate

- July/August (n = 120)
- Sept/Oct (n = 117)

Intent to get vaccinated

- Intend to get vaccine
  - July/August: 18%
  - Sept/Oct: 6%
- Undecided about vaccine
  - July/August: 33%
  - Sept/Oct: 69%
- Do not intend to get vaccine
  - July/August: 26%
  - Sept/Oct: 50%
**Trends in barriers and messengers from July/August to September/October**

- Compared to July/August, unvaccinated respondents in September/October were less likely to report being worried about getting sick/side effects from the vaccine.
- Compared to July/August, unvaccinated respondents in September/October were more likely to report trusting their friends and family, scientists, social media, and news media as sources of information.
- However, given the small sample sizes, it is important not to overinterpret these differences.

### Barriers

<table>
<thead>
<tr>
<th>Reason</th>
<th>July/August (n=40)</th>
<th>Sept/Oct (n=35)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>43%</td>
<td>73%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>8%</td>
<td>9%</td>
</tr>
</tbody>
</table>

### Trusted Messengers

<table>
<thead>
<tr>
<th>Source</th>
<th>July+August (n=40)</th>
<th>Sept/Oct (n=35)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and family</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>Scientists</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>Social media</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>News media</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>Doctor/healthcare provider</td>
<td>18%</td>
<td>14%</td>
</tr>
</tbody>
</table>
## Summary and potential actions

### 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.

### KEY TAKEAWAYS

**VACCINATED RESPONDENTS**

- **Trusted doctors and health care providers** the most for information about the vaccine.
- While nearly half the vaccinated respondents intend to get the booster, a **large share are undecided.** One-third of all vaccinated respondents felt the U.S. should focus on giving vaccines to other countries before focusing on booster shots.

**UNVACCINATED RESPONDENTS**

- Are worried about **getting sick and experiencing side effects**
- Believe there is **not enough information regarding the vaccine’s interaction with other health conditions**
- Had **low confidence in how safe** they thought the vaccine was.
- Would like **more time to see whether vaccine works**
- Believe the Covid-19 vaccine was **developed too quickly** compared with other vaccines.

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 82 respondents and the unvaccinated sample size is 35 respondents)*
Summary and potential actions

Potential Messaging & Outreach Strategies

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).

Potential Messaging & Outreach Strategies

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
Oakland supplemental slides

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

Vaccination status (at least one dose): Oakland vs. Survey Sample (n = 117)

- **Vaccinated**
  - Oakland: 91%
  - Survey Sample: 70%
- **Not vaccinated**
  - Oakland: 9%
  - Survey Sample: 30%

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

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

Gender: Oakland vs. Survey Sample (n = 117)

- **Female**
  - Oakland: 53%
  - Survey Sample: 50%
  - Survey sample had similar gender distributions compared to Oakland’s BIPOC population.
- **Male**
  - Oakland: 47%
  - Survey Sample: 46%

Age: Oakland vs. Survey Sample (n = 117)

- **18-29 years**
  - Oakland: 17%
  - Survey Sample: 21%
- **30-39 years**
  - Oakland: 23%
  - Survey Sample: 28%
- **40-49 years**
  - Oakland: 21%
  - Survey Sample: 21%
- **50-64 years**
  - Oakland: 19%
  - Survey Sample: 16%
- **65+ years**
  - Oakland: 20%
  - Survey Sample: 14%

Overall, the survey sample had similar age distributions as Oakland’s BIPOC population. The survey sample has a smaller share of respondents ages 65+ than the Oakland BIPOC population and a slightly larger share of respondents ages 30-39 years.

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

**Education: Oakland vs. Survey Sample (n = 117)**

- HS graduate, GED, some HS, or less: 61% (Oakland BIPOC) vs. 39% (Survey Sample)
- Some college or 2-year degree: 27% (Oakland BIPOC) vs. 27% (Survey Sample)
- Trade or vocational school: 8% (Oakland BIPOC) vs. 27% (Survey Sample)
- College or higher: 12% (Oakland BIPOC) vs. 27% (Survey Sample)

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

**Survey Sample Race/ethnicity (Select all that apply) (n = 117)**

- African American or Black: 47%
- Hispanic or Latino/Latinx: 28%
- Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native: 17%
- White: 12%
- Other: 1%
- Prefer not to answer/missing: 0%

**Oakland BIPOC census, 2019 ACS microdata BIPOC race/ethnicity**

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

Compared with Oakland’s BIPOC population, survey respondents had more African American or Black respondents, and less Hispanic/Latinx and Asian American/Pacific Islander/Indigenous American or Alaskan Native respondents.
Among vaccinated respondents (n = 82)

**Time taken to get vaccinated**

- 11-20 minutes: 43%
- 0-10 minutes: 29%
- 21-30 minutes: 20%
- 31-60 minutes: 7%
- More than 60 minutes: 1%
- Missing: 0%

**Ease of getting an appointment**

- Very easy: 67%
- Somewhat easy: 18%
- Somewhat difficult: 11%
- Very difficult: 4%
- Missing: 0%

**Trusted messengers**

- Doctor/health care provider: 60%
- Friends and family: 44%
- Scientists: 34%
- CDC: 31%
- CBOs/nonprofits: 28%
- Pharmacists: 23%
- Federal government: 16%
- State and local government: 15%
- News media: 13%
- Religious leaders: 12%
- Social media: 4%
Among vaccinated respondents

Location of appointment (September n=45)

- Mass vaccination site: 38%
- Mobile vaccination clinic or pop-up site: 15%
- Pharmacy: 11%
- Hospital: 9%
- My doctor’s office: 4%
- Other: 2%
- Church/other place of worship: 2%
- My office/place of work: 3%
- My home: 3%
- Skip: 0%
- Missing: 0%

In September, vaccinated respondents mostly received their vaccine at mass vaccination sites whereas in October, the most common site was a community health center/clinic.

Location of appointment (October n=37)

- A community health center or clinic: 38%
- Mass vaccination site: 19%
- Mobile vaccination clinic or pop-up site: 16%
- Pharmacy: 8%
- Other: 5%
- Hospital: 5%
- My office/place of work: 3%
- My doctor’s office: 3%
- Church/other place of worship: 3%
- Skip: 0%
- My home: 0%
- Missing: 0%

Reason for becoming vaccinated (September)

- Protect household/family members: 65%
- Prevent death or severe illness: 62%
- Help end the pandemic: 52%
- Able to do more activities: 48%
- Comply with a vaccine mandate or requirement: 38%
- Receive incentive: 14%
- Other: 4%

Reason for becoming vaccinated (October)

- Protect household/family members: 54%
- Prevent death or severe illness: 54%
- Help end the pandemic: 49%
- Comply with a vaccine mandate: 38%
- Able to do more activities: 38%
- Receive an incentive: 14%
- Other: 5%

*Survey questions 3 and 5
### Among unvaccinated respondents (n = 45)

#### Barriers/Enablers

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>86%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>77%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>43%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>14%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>9%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>9%</td>
</tr>
</tbody>
</table>
## Among unvaccinated respondents

### Motivators to get the vaccine (September n=15)

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>47%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>33%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>20%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>20%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>7%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Motivators to get the vaccine (October n=20)

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>30%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>15%</td>
</tr>
<tr>
<td>Vaccine requirement to do certain activities</td>
<td>15%</td>
</tr>
<tr>
<td>Vaccine requirement (office/place of work)</td>
<td>15%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>5%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>5%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>5%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>0%</td>
</tr>
</tbody>
</table>

*In October, unvaccinated respondents received the vaccine for various reasons that were listed which differs slightly from unvaccinated respondents in September.*
“Types” of unvaccinated respondents (n = 45)

### Barriers/Enablers

- **Know where I can go to get a vaccine**: Will definitely get vaccine (79%), Undecided about vaccine (71%), Do not intend to get vaccine (89%)
- **Know how to get info about scheduling a vaccine appointment**: Will definitely get vaccine (100%), Undecided about vaccine (100%), Do not intend to get vaccine (100%)
- **Worried about getting sick/side effects from vaccine**: Will definitely get vaccine (50%), Undecided about vaccine (46%), Do not intend to get vaccine (33%)
- **Worried about paying for vaccine**: Will definitely get vaccine (11%), Undecided about vaccine (8%), Do not intend to get vaccine (0%)
- **Worried about missing work in order to get vaccine**: Will definitely get vaccine (21%), Undecided about vaccine (0%), Do not intend to get vaccine (0%)
- **Worried about having to present an ID/other documentation**: Will definitely get vaccine (11%), Undecided about vaccine (8%), Do not intend to get vaccine (6%)

### Beliefs

- **Vaccine was developed too quickly compared with others**: Will definitely get vaccine (54%), Undecided about vaccine (38%), Do not intend to get vaccine (89%)
- **Friends/family want me to get vaccinated**: Will definitely get vaccine (11%), Undecided about vaccine (38%), Do not intend to get vaccine (50%)
- **Vaccine will help get life back to normal**: Will definitely get vaccine (8%), Undecided about vaccine (50%), Do not intend to get vaccine (0%)
- **Vaccine is safe**: Will definitely get vaccine (0%), Undecided about vaccine (0%), Do not intend to get vaccine (4%)
- **Vaccine was not studied in people like me**: Will definitely get vaccine (33%), Undecided about vaccine (58%), Do not intend to get vaccine (0%)
- **Vaccine is effective**: Will definitely get vaccine (11%), Undecided about vaccine (17%), Do not intend to get vaccine (75%)
- **Not enough info on how the vaccine might interact with other medications**: Will definitely get vaccine (0%), Undecided about vaccine (0%), Do not intend to get vaccine (11%)
- **Getting vaccine goes against my religious beliefs**: Will definitely get vaccine (0%), Undecided about vaccine (13%), Do not intend to get vaccine (11%)

### Trusted messengers

- **Social media**: Will definitely get vaccine (13%), Undecided about vaccine (11%), Do not intend to get vaccine (50%)
- **Scientists**: Will definitely get vaccine (11%), Undecided about vaccine (17%), Do not intend to get vaccine (50%)
- **Pharmacists**: Will definitely get vaccine (0%), Undecided about vaccine (11%), Do not intend to get vaccine (50%)
- **News media**: Will definitely get vaccine (11%), Undecided about vaccine (13%), Do not intend to get vaccine (50%)
- **Friends and family**: Will definitely get vaccine (11%), Undecided about vaccine (25%), Do not intend to get vaccine (50%)
- **Doctor/health care provider**: Will definitely get vaccine (8%), Undecided about vaccine (22%), Do not intend to get vaccine (50%)
- **CDC**: Will definitely get vaccine (11%), Undecided about vaccine (13%), Do not intend to get vaccine (50%)
- **State and local government**: Will definitely get vaccine (0%), Undecided about vaccine (8%), Do not intend to get vaccine (11%)
- **Religious leaders**: Will definitely get vaccine (0%), Undecided about vaccine (0%), Do not intend to get vaccine (11%)
- **Federal government**: Will definitely get vaccine (0%), Undecided about vaccine (4%), Do not intend to get vaccine (11%)
- **CBOs/nonprofits**: Will definitely get vaccine (0%), Undecided about vaccine (11%), Do not intend to get vaccine (17%)
Contact Information

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