Equity-First Vaccination Initiative

Covid-19 Vaccination Pulse Survey Insights

Final report on data from July 2021 – April 2022
Insights and interpretation

1. Overview and data interpretation
2. Survey insights: cross-city comparisons
3. Cross-city supplemental data
4. Survey insights by city
5. City supplemental data
Overview

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

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

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

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

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

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

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

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

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

Note: While the data presented in these slides was collected between July 2021 through April 2022, data collection timelines varied slightly from city to city. Houston, Chicago, and Baltimore did not start their full survey effort until August 2021; Baltimore did not collect any data in January or February 2022; Newark did not collect any data in February 2022.
Top concerns serving as barriers for unvaccinated respondents

Across all five cities, the most commonly reported barrier for unvaccinated respondents surveyed between July 2021 and April 2022 was being worried about getting sick or experiencing side effects from the vaccine.

- Worried about getting sick/side effects from vaccine: 49% (Oakland), 54% (Newark), 53% (Houston), 56% (Chicago), 69% (Baltimore)
- Worried about missing work in order to get vaccine: 10% (Oakland), 16% (Newark), 23% (Houston), 22% (Chicago), 31% (Baltimore)
- Worried about having to present an ID/other documentation: 8% (Oakland), 11% (Newark), 25% (Houston), 23% (Chicago), 21% (Baltimore)
- Worried about paying for vaccine: 6% (Oakland), 10% (Newark), 23% (Houston), 26% (Chicago), 23% (Baltimore)

*Survey question 6b

This has been the top barrier every month since the start of data collection (July 2021).
Top potential motivators for unvaccinated respondents

The most commonly reported potential motivator for unvaccinated respondents surveyed between July 2021 and April 2022 to get vaccinated was **more time to wait and see whether the vaccine works**. Fewer respondents said the other things might convince them to get vaccinated (such as vaccine requirements or seeing someone they trust get the vaccine), although Chicago’s respondents seemed more open to them compared to other cities.

This has been the top potential motivator every month since the start of data collection (July 2021).

We suspect that at least some respondents may have selected “more time to wait and see” as a way of just saying “We don’t want to get the vaccine... at least not right now... but maybe not ever”.

This survey question also had a place where respondents could write in their own answers. Most of the write-ins were along the lines of “Nothing... never... more time...”. 

*Survey question 6c*
Top beliefs reported by unvaccinated respondents

Across all cities, a large share of unvaccinated respondents surveyed between July 2021 and April 2022 believed there was **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**; over half of the respondents reported these beliefs.

- **Not enough info on how the vaccine might interact with other health conditions**
  - Oakland: 61% (n=173)
  - Newark: 59% (n=439)
  - Houston: 60% (n=401)
  - Chicago: 53% (n=216)
  - Baltimore: 50% (n=106)

- **Vaccine was developed too quickly compared with other vaccines**
  - Oakland: 60% (n=173)
  - Newark: 57% (n=439)
  - Houston: 60% (n=401)
  - Chicago: 56% (n=216)
  - Baltimore: 53% (n=106)

- **Vaccine is effective**
  - Oakland: 22% (n=173)
  - Newark: 20% (n=439)
  - Houston: 20% (n=401)
  - Chicago: 20% (n=216)
  - Baltimore: 19% (n=106)

- **Vaccine is safe**
  - Oakland: 15% (n=173)
  - Newark: 16% (n=439)
  - Houston: 18% (n=401)
  - Chicago: 18% (n=216)
  - Baltimore: 21% (n=106)

These have been the top beliefs every month since the start of data collection (July 2021).

Few unvaccinated respondents reported that they thought the vaccine was safe or effective across all cities and over time.

*Survey question 7*
Top trusted messengers reported by unvaccinated respondents

A small share of unvaccinated respondents surveyed between July 2021 and April 2022 reported having a great deal of trust in various “messengers” as sources of information about the vaccine. Less than one third of unvaccinated respondents reported trusting each of these messengers.

- Doctor/health care provider: 19% (32%)
- Friends and family: 15% (27%)
- Religious leaders: 6% (20%)
- Scientists: 7% (17%)
- Pharmacists: 5% (15%)

In contrast, a larger share of vaccinated respondents reported having a great deal of trust in various sources of information.

For example, 41-62% of vaccinated respondents reported trusting their doctor or health care provider across the different cities (compared to 14-32% for unvaccinated respondents).

*Survey question 8
Parental reports on child vaccination status

- Seventeen percent of respondents reported that they are the parent/guardian of at least one child under the age of 18.
- Of vaccinated parents, 81% have gotten at least one of their 12–17-year-old children vaccinated, and 66% have gotten at least one of their 5–11-year-old children vaccinated.
- In contrast, only 5 out of 42 of unvaccinated parents have gotten at least one of their 12–17-year-old children vaccinated, and only 4 out of 59 unvaccinated parents have gotten at least one of their 5-11 years old vaccinated.

Due to the small number of parents we talked to, we are presenting the data here across all five cities instead of separately by city.

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

Vaccination status** among children of vaccinated parents

Because a large share of survey respondents were vaccinated, we talked to more parents that were vaccinated than parents that were unvaccinated (n=979 vs. n=255).

<table>
<thead>
<tr>
<th>Vaccination status** among children of vaccinated parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kids 12-17 years old (n=189)</td>
</tr>
<tr>
<td>Vaccinated</td>
</tr>
<tr>
<td>Some but not all of my kids in this age group are vaccinated</td>
</tr>
<tr>
<td>Not vaccinated</td>
</tr>
<tr>
<td>Missing</td>
</tr>
<tr>
<td>Kids 5-11 years old (n=222)</td>
</tr>
<tr>
<td>Vaccinated</td>
</tr>
<tr>
<td>Some but not all of my kids in this age group are vaccinated</td>
</tr>
<tr>
<td>Not vaccinated</td>
</tr>
<tr>
<td>Missing</td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>Status</th>
<th>Vaccinated Parents (n=48)</th>
<th>Unvaccinated Parents (n=37)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Get them vaccinated right away</strong></td>
<td>22% (10)</td>
<td>19% (7)</td>
</tr>
<tr>
<td><strong>Wait a while to see how the vaccine is working</strong></td>
<td>31% (15)</td>
<td>41% (15)</td>
</tr>
<tr>
<td><strong>Only get child/children vaccinated if their school requires it</strong></td>
<td>27% (13)</td>
<td>16% (6)</td>
</tr>
<tr>
<td><strong>Definitely not get them vaccinated</strong></td>
<td>5% (2)</td>
<td>2% (1)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Status</th>
<th>Vaccinated Parents (n=88)</th>
<th>Unvaccinated Parents (n=57)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Get them vaccinated right away</strong></td>
<td>14% (12)</td>
<td>9% (5)</td>
</tr>
<tr>
<td><strong>Wait a while to see how the vaccine is working</strong></td>
<td>40% (35)</td>
<td>46% (26)</td>
</tr>
<tr>
<td><strong>Only get child/children vaccinated if their school requires it</strong></td>
<td>13% (12)</td>
<td>10% (7)</td>
</tr>
<tr>
<td><strong>Definitely not get them vaccinated</strong></td>
<td>7% (6)</td>
<td>7% (4)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Status</th>
<th>Vaccinated Parents (n=169)</th>
<th>Unvaccinated Parents (n=43)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Get them vaccinated right away</strong></td>
<td>38% (65)</td>
<td>12% (5)</td>
</tr>
<tr>
<td><strong>Wait a while to see how the vaccine is working</strong></td>
<td>32% (54)</td>
<td>42% (18)</td>
</tr>
<tr>
<td><strong>Only get child/children vaccinated if their school requires it</strong></td>
<td>7% (12)</td>
<td>7% (3)</td>
</tr>
<tr>
<td><strong>Definitely not get them vaccinated</strong></td>
<td>7% (12)</td>
<td>17% (7)</td>
</tr>
<tr>
<td><strong>Don’t know</strong></td>
<td>28% (47)</td>
<td>28% (11)</td>
</tr>
</tbody>
</table>

*Q 8.7, 8.9, and 8.10.*
Child vaccination motivators, attitudes, and beliefs

- When parents with unvaccinated children were asked what might motivate them to get their children vaccinated, **more time to wait and see** was the top response for both vaccinated and non-vaccinated parents (58% and 49%).
- While all parents expressed some concerns about the Covid-19 vaccine in children, especially around side effects and how new it is, **over half of vaccinated parents believe that the vaccine is effective for children, helps to keep children safe, and is important for protecting their families and communities**; less than 14% of unvaccinated parents had those same beliefs.

### Potential child vaccination motivators for respondents with unvaccinated children (n=197)

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Vaccinated parents (n = 105)</th>
<th>Unvaccinated parents (n=92)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see</td>
<td>58%</td>
<td>49%</td>
</tr>
<tr>
<td>A vaccine requirement for my child to go to school or daycare</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td>A vaccine requirement for my child to do activities</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Seeing other parents I trust get their children vaccinated</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Talking to someone about my questions</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
<td>21%</td>
</tr>
<tr>
<td>Missing</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Survey questions 8.11, 8.12*

### Child vaccination attitudes and beliefs of all respondents with children (n=1234)

- The vaccine is effective in children (56%) and (13%)
- The vaccine helps keep children safe (58%) and (9%)
- Important for the health of my family (62%) and (14%)
- Important for the health of my community (63%) and (12%)
- Concerned the vaccine hasn't been around long enough (53%) and (44%)
- Concerned about potential side effects (68%) and (56%)
- I trust the info I got about the vaccine from my child's doctor (60%) and (22%)
- Missing (4%) and (3%)

*Survey questions 8.11, 8.12*
Cross-site supplemental slides
Cross-site supplemental slides – unvaccinated respondents

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

- Know where I can go to get a vaccine: 74% - 74% - 85%
- Worried about getting sick/side effects from vaccine: 49% - 54% - 69%
- Worried about missing work in order to get vaccine: 10% - 16% - 31%
- Worried about having to present an ID/other documentation: 8% - 11% - 25%
- Worried about paying for vaccine: 6% - 10% - 23%

- More time to wait and see whether the vaccine works: 45% - 49% - 47%
- Other: 21% - 20% - 43%
- See a person I trust get the vaccine: 7% - 21% - 15%
- Talking to someone who can answer my questions: 9% - 22% - 14%
- Vaccine requirement at my office/place of work: 9% - 9% - 9%
- Small gift or incentive: 7% - 10% - 9%
- A vaccine requirement to do activities: 9% - 9% - 9%
- A large gift or incentive: 3% - 17% - 9%
- Transportation to a vaccination site: 6% - 5% - 9%
- Vaccine delivery site close to home: 7% - 6% - 5%

*Survey question 6b & 6c

Oakland (n=173) Newark (n=439) Houston (n=401) Chicago (n=216) Baltimore (n=106)
Cross-site supplemental slides – unvaccinated respondents

Beliefs

- Not enough info on how the vaccine might interact with other health conditions
  - Oakland: 61%
  - Newark: 59%
  - Houston: 60%
  - Chicago: 53%
  - Baltimore: 50%

- Vaccine was developed too quickly compared with other vaccines
  - Oakland: 60%
  - Newark: 57%
  - Houston: 72%
  - Chicago: 56%
  - Baltimore: 53%

- Friends/family want me to get vaccinated
  - Oakland: 31%
  - Newark: 38%
  - Houston: 41%
  - Chicago: 40%
  - Baltimore: 31%

- Vaccine will help get life back to normal
  - Oakland: 23%
  - Newark: 39%
  - Houston: 13%
  - Chicago: 22%
  - Baltimore: 19%

- Getting vaccine goes against my religious beliefs
  - Oakland: 13%
  - Newark: 21%
  - Houston: 21%
  - Chicago: 22%
  - Baltimore: 26%

- Vaccine is effective
  - Oakland: 20%
  - Newark: 22%
  - Houston: 20%
  - Chicago: 19%

- Vaccine is safe
  - Oakland: 15%
  - Newark: 18%
  - Houston: 16%
  - Chicago: 16%
  - Baltimore: 13%

Trusted Messengers

- Doctor/health care provider
  - Oakland: 19%
  - Newark: 14%
  - Houston: 21%
  - Chicago: 23%
  - Baltimore: 32%

- Friends and family
  - Oakland: 15%
  - Newark: 15%
  - Houston: 22%
  - Chicago: 20%
  - Baltimore: 27%

- Religious leaders
  - Oakland: 6%
  - Newark: 12%
  - Houston: 15%
  - Chicago: 10%
  - Baltimore: 26%

- Scientists
  - Oakland: 7%
  - Newark: 13%
  - Houston: 13%
  - Chicago: 17%
  - Baltimore: 15%

- Pharmacists
  - Oakland: 5%
  - Newark: 13%
  - Houston: 18%
  - Chicago: 17%
  - Baltimore: 15%

- CDC
  - Oakland: 15%
  - Newark: 13%
  - Houston: 15%
  - Chicago: 15%

- CBOs/nonprofits
  - Oakland: 9%
  - Newark: 12%
  - Houston: 16%
  - Chicago: 15%

- State and local government
  - Oakland: 0%
  - Newark: 6%
  - Houston: 8%
  - Chicago: 6%

- News media
  - Oakland: 7%
  - Newark: 9%
  - Houston: 8%
  - Chicago: 6%

- Federal government
  - Oakland: 3%
  - Newark: 7%
  - Houston: 7%
  - Chicago: 5%

- Social media
  - Oakland: 3%
  - Newark: 10%
  - Houston: 5%
  - Chicago: 6%
  - Baltimore: 5%

*Survey questions 7 & 8

Oakland (n=173) Newark (n=439) Houston (n=401) Chicago (n=216) Baltimore (n=106)
Contact Information

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Health Survey Researcher at Mathematica, Inc.
Email: bsullivan@mathematica-mpr.com
Survey insights by city: Baltimore
Overview

- Methodology
- Respondents’ vaccination status and intentions (cumulative data)
- Respondents’ Covid-19 testing history (cumulative data)
- Characteristics among vaccinated respondents (cumulative data)
- Trends among vaccinated respondents (bi-monthly data trends)
- Characteristics among unvaccinated respondents (cumulative data)
- Trends among unvaccinated respondents (bi-monthly data trends)
- Summary and next steps
Methodology

The main partner leading this effort is Open Society Foundations.

Open Society Foundations

The Open Society Foundations are active in more than 120 countries around the world. Our national and regional foundations and thematic programs give thousands of grants every year towards building inclusive and vibrant democracies. Our vision is a call for change—change in the way we think about others, and in the ways we work together—changes now more pressing than ever amid the challenges of the COVID-19 pandemic.

OSI, Baltimore Corps and the Franciscan Center collected data in different ways.

Partnered with

1055 total surveys collected!*  

OSI engaged community members using its 8,500-person client list through email, which provides a web link for members to complete the survey.

Data collected: July 2021 – Dec 2021

Baltimore Corps recruited community members participation through phone banking coordinated at their neighborhood hubs.

Data collected: July 2021 – Dec 2021

The Franciscan Center recruited community members to complete the survey in person on paper through their outreach efforts.

Data collected: Mar 2022 – Apr 2022

*No data was collected in January and February 2022
**Vaccination status and intention** \( (n = 1,047) \)

The share of respondents who had received at least one dose of the COVID-19 vaccine varied slightly between months.

Across months, there were few unvaccinated respondents who noted they would definitely get the vaccine (<10%). The share of respondents who reported they will definitely NOT get the vaccine did not vary much between July 2021 and April 2022.*

*There was a difference in Nov/Dec, we only talked to 5 unvaccinated respondents during that time, so we should not give too much weight to that difference.
Respondents’ personal experience with Covid-19 (n=1047)

A similar share of vaccinated and unvaccinated respondents surveyed between October 2021 and April 2022 reported ever having testing positive for Covid-19 or being told that they had Covid-19 by a health care provider (11% vs 15%).

### VACCINATED RESPONDENTS (n=941)
- Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19: 11%
- Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19: 25%
- I don't know: 41%
- Missing: 24%

### UNVACCINATED RESPONDENTS (n=106)
- Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19: 15%
- Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19: 25%
- I don't know: 30%
- Missing: 31%

October 2021 to April 2022: Cumulative data
Who are the vaccinated respondents? \( n=941 \)

Of the vaccinated respondents surveyed between July 2021 and April 2022 about half (49%) were female, 71% were African American or Black, and many were from zip codes 21217 and 21215.

**Gender**
- Female: 49%
- Male: 47%
- Prefer not to answer/missing: 3%
- Non-binary: 1%

**Race/Ethnicity**
- African American or Black: 71%
- White: 21%
- Prefer not to answer/missing: 4%
- Hispanic or Latino/Latinx: 4%
- Other race: 1%
- Asian: 1%
Who are the vaccinated respondents? (n=941)

The largest share of vaccinated respondents surveyed between July 2021 and April 2020 were between ages 30-39 (36%) and had a HS diploma or GED (51%).**

*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? \((n=941)\)

Of the vaccinated respondents surveyed between July 2021 and April 2022, **93% were covered by health insurance and almost two-thirds (64%) did not report having any high-risk health conditions.**

### Health insurance coverage*

<table>
<thead>
<tr>
<th>Health insurance coverage*</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>93%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>4%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
</tr>
</tbody>
</table>

### High-risk medical conditions**

<table>
<thead>
<tr>
<th>High-risk medical conditions**</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, don't have a high-risk health condition</td>
<td>64%</td>
</tr>
<tr>
<td>Yes, have a high-risk health condition</td>
<td>33%</td>
</tr>
<tr>
<td>Missing</td>
<td>3%</td>
</tr>
</tbody>
</table>

Survey questions 14 and 15

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

Reported ease of accessing vaccines varied across respondents surveyed over time. Between 51% and 77% of vaccinated respondents said it took them 20 minutes or fewer to get to their vaccine location, and between 69% and 86% said it was “very easy” or “somewhat easy” to make an appointment.

Access

Twenty minutes or fewer to get to vaccine location

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>July/Aug</td>
<td>61%</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>69%</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>77%</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>51%</td>
</tr>
</tbody>
</table>

Very easy or somewhat easy to make vaccine appointment

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>July/Aug</td>
<td>75%</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>80%</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>86%</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>69%</td>
</tr>
</tbody>
</table>

*Survey questions 3b and 4

Note: the smaller share of respondents reporting easy access in Mar/Apr 2022 could potentially be related to the change in sampling approach when the Franciscan center took over data collection.
Motivators and trusted messengers over time (vaccinated)

- Fairly consistent across all months, vaccinated respondents noted that **the vaccine preventing death/severe illness and protecting household/family members were motivators to get the vaccine.**
- While **doctor’s/health care providers** remained one of the top trusted messengers, respondents reported lower trust for them in November/December 2021 and March/April 2022.

### Motivators

<table>
<thead>
<tr>
<th>Motivator</th>
<th>July/Aug (n=194)</th>
<th>Sept/Oct (n=283)</th>
<th>Nov/Dec (n=174)</th>
<th>Mar/Apr (n=289)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect household/family members</td>
<td>27%</td>
<td>51%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>Prevent death or severe illness</td>
<td>23%</td>
<td>50%</td>
<td>57%</td>
<td>81%</td>
</tr>
<tr>
<td>Help end the pandemic</td>
<td>21%</td>
<td>43%</td>
<td>43%</td>
<td>69%</td>
</tr>
<tr>
<td>Able to do more activities</td>
<td>17%</td>
<td>42%</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>To comply with a vaccine mandate or requirement</td>
<td>7%</td>
<td>14%</td>
<td>14%</td>
<td>29%</td>
</tr>
</tbody>
</table>

*Survey questions 5 and 8*
**Booster shot trends (vaccinated)**

### Booster shot status and intention

<table>
<thead>
<tr>
<th></th>
<th>Sept/Oct (n=283)</th>
<th>Nov/Dec (n=174)</th>
<th>Mar/Apr (n=289)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>37%</td>
<td>41%</td>
<td>34%</td>
</tr>
<tr>
<td>I have already received a COVID-19 booster shot</td>
<td>5%</td>
<td>11%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Each month, a larger share of respondents noted they had already received their booster shot, reaching 34% by March/April 2022.*

### Booster shot attitudes

- **Getting a booster shot will help prevent death or severe illness**
  - Sept/Oct (n=283): 50%
  - Nov/Dec (n=174): 43%
  - Mar/Apr (n=289): 93%

- **Will help protect my household/family members**
  - Sept/Oct (n=283): 54%
  - Nov/Dec (n=174): 44%
  - Mar/Apr (n=289): 85%

- **Worried about getting sick/experiencing side effects**
  - Sept/Oct (n=283): 29%
  - Nov/Dec (n=174): 21%
  - Mar/Apr (n=289): 83%

*Survey question 8.1

*Survey question 8.2

---

**September 2021-April 2022: Data trends**
Who are the unvaccinated respondents? (n=106)

Among the unvaccinated respondents surveyed between July 2021 and April 2022, **64% were male and 80% were African American or Black**. Respondents were evenly distributed across different ZIP codes in the city.

**Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>64%</td>
</tr>
<tr>
<td>Female</td>
<td>32%</td>
</tr>
<tr>
<td>Transgender</td>
<td>2%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Race/Ethnicity**

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American or Black</td>
<td>80%</td>
</tr>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td>9%</td>
</tr>
<tr>
<td>White</td>
<td>6%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>5%</td>
</tr>
<tr>
<td>Other race</td>
<td>3%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Survey questions 1, 10, and 11*
Who are the unvaccinated respondents? *(n=106)*

Unvaccinated respondents surveyed between July 2021 and April 2022 were **fairly evenly distributed between ages 30-64**, with the largest share (23%) between ages 50-64. **Two-thirds of unvaccinated respondents had a HS diploma or GED.**

- **Age**:
  - 18%
  - 8%
  - 23%
  - 17%
  - 22%
  - 13%

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

- **Education**: 66%
  - HS graduate, GED, some HS, or less

*Survey questions 9a, 12, and 13.** With such a high % of missing income responses it is difficult to accurately describe the typical income of an unvaccinated respondent in this wave.
Who are the unvaccinated respondents? (n=106)

Among the unvaccinated respondents surveyed between July 2021 and April 2022, over four-fifths were covered by health insurance (86%) and 68% did not report having any high-risk health conditions.

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>86%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>11%</td>
</tr>
<tr>
<td>Missing</td>
<td>3%</td>
</tr>
<tr>
<td>Yes, have a high-risk health condition</td>
<td>29%</td>
</tr>
<tr>
<td>Missing</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Survey questions 14 and 15

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

- Many unvaccinated respondents in July through October 2021 (44-77%) and March/April 2022 (56%) knew where they could go to get a vaccine.
- However, many unvaccinated respondents in July through October 2021 (67-69%) and March/April 2022 (48%) are concerned about getting sick/side effects from the vaccine.
- Many respondents in July through October 2021 (47-62%) and March/April 2022 (52%) reported believing there was not enough info on how the vaccine interacts with other health conditions. There were similar shares for beliefs about the vaccine being developed too quickly (54-61% for July through October 2021; 50% in Mar/Apr 2022).

<table>
<thead>
<tr>
<th>Barriers/Enablers**</th>
<th>Beliefs**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>Vaccine was developed too quickly compared with other vaccines</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>Vaccine will help get life back to normal</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>Vaccine is safe</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>Vaccine is effective</td>
</tr>
</tbody>
</table>

*Survey questions 6b and 7; **Given the small sample sizes, it is important not to overinterpret these differences.
Motivators and trusted messengers over time (unvaccinated)

- Across months, many unvaccinated respondents mentioned that “nothing” will motivate them to get the vaccine.
- Overall, trust in listed messengers was low among unvaccinated respondents in July thru October 2021 and March/April 2022.

Note: There was a difference in trusted messengers reported in Nov/Dec 2021, but we only talked to 5 unvaccinated respondents during that time, so we should not give too much weight to that difference.

- The majority of “other” responses reported by unvaccinated respondents said something along the lines of nothing would motivate them to get the vaccine.

*Survey questions 6c and 8; **Given the small sample sizes, it is important not to overinterpret these differences.
Summary of key findings

KEY CHARACTERISTICS ABOUT SAMPLE

<table>
<thead>
<tr>
<th>VACCINATED VS UNVACCINATED*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Compared to vaccinated respondents, a larger share of unvaccinated respondents were between 18 and 39 years old.</td>
</tr>
<tr>
<td>• Compared to vaccinated respondents, a larger share of unvaccinated respondents were male, and a smaller share were female. Similar shares of vaccinated and unvaccinated respondents were African American or Black</td>
</tr>
<tr>
<td>• Compared to vaccinated respondents, a larger share of unvaccinated respondents had lower education levels.</td>
</tr>
</tbody>
</table>

KEY TAKEAWAYS

VACCINATED RESPONDENTS

• In July thru October 2021 and March/April 2022, vaccinated respondents said that the vaccine preventing death/severe illness and protecting household/family members was a motivator to get the vaccine.
• Many respondents reported it was easy to make a vaccine appointment and it didn’t take long to get to their vaccine location.
• Each month, a larger share of respondents reported having received their booster shot; respondents reported thinking that booster shots prevents death/severe illness and protects household/family members were motivators to get the booster.

UNVACCINATED RESPONDENTS

• Across all months, many unvaccinated respondents reported:
  • Being worried about getting sick/side effects as a top barrier to getting vaccinated.
  • That there was not enough information on how the vaccine interacted with other health conditions.
  • That they do not believe the vaccine is safe or effective.
• Overall, trust in various messengers remained low across all months, and several respondents noted that “nothing” will motivate them to get the vaccine.

*Please note that some of these differences could be due to sample size differences (vaccinated n=941 and unvaccinated n=106 respondents). These was also a very small overall sample size in Nov/Dec 2021.
Next steps: how can you continue to think about and use the data?

1) Use data to continue to inform changes to vaccine distribution and marketing campaigns in Oakland
2) Use data to guide conversations in your communities (conducting listening sessions or focus groups on main points or findings, such as many unvaccinated respondents believing the vaccine was developed too quickly, or believing the vaccine was not safe or effective)
3) Leverage your data to apply for other sources of funding (your data demonstrates a specific need in your community)
4) Use the experience and capacity you gained form collecting this data to collect data again in the future to assess other needs in your community!
Baltimore: Supplemental data

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

**Vaccination status (at least one dose): Baltimore vs. Survey Sample (n = 1047)**

Survey respondents have a slightly higher vaccination rate than the Baltimore population.

- **Vaccinated**: 83% (Baltimore City COVID-19 Vaccination Dashboard) vs. 90% (Survey Sample)
- **Not vaccinated**: 17% vs. 10%

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

**Gender: Baltimore vs. Survey Sample (n = 1047)**

- **Female**: 56% (Baltimore BIPOC census, 2019 ACS microdata) vs. 47% (Survey Sample)
- **Male**: 44% vs. 49%

**Age: Baltimore vs. Survey Sample (n = 1047)**

Compared to Baltimore BIPOC population, the survey population had smaller shares of respondents ages 18-29, 40-49 and over 65, but larger shares of respondents ages 30-39 and 50-64.

- **18-29 years**: 18% (Baltimore BIPOC census, 2019 ACS microdata) vs. 24% (Survey Sample)
- **30-39 years**: 24% vs. 34%
- **40-49 years**: 20% vs. 13%
- **50-64 years**: 14% vs. 19%
- **65+ years**: 25% vs. 13%
- **Missing**: 15%
### Survey respondent demographics vs. Baltimore city BIPOC demographics

#### Education: Newark vs. Survey Sample (n = 1047)

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Survey Sample</th>
<th>Baltimore BIPOC census, 2019 ACS microdata</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS graduate, GED, some HS, or less</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Trade or vocational school</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>Some college or 2-year degree</td>
<td>32%</td>
<td>20%</td>
</tr>
<tr>
<td>College or higher</td>
<td>29%</td>
<td>2%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

#### Race/ethnicity (n = 1047)

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Survey Sample</th>
<th>Baltimore BIPOC census, 2019 ACS microdata</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American or Black</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino/Latino</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Asian American/Native Hawaiian or Pacific Islander/Indigenous American...</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

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

**Compared to Baltimore’s BIPOC population, the survey had a smaller share of African American or Black respondents (72% vs 89%).**

**Baltimore BIPOC census, 2019 ACS microdata**

- **African American or Black:** 89%
- **Hispanic or Latino/Latino:** 7%
- **Asian American/Pacific Islander/Indigenous American or Alaskan Native:** 4%
Date respondents got their first vaccination (n=941)
The vaccinated respondents received their first dose of the vaccine largely during the period from March and April 2021

From July 2021-April 2022
Among vaccinated respondents \( (n = 941) \)

**Motivators**
- Protect household/family members
  - July/Aug (n=194) 27% 51% 71%
  - Sept/Oct (n=283) 23% 57% 81%
  - Nov/Dec (n=174) 21% 43% 69%
  - Mar/Apr (n=289) 17% 42% 61%

- Prevent death or severe illness
  - July/Aug (n=194) 23% 50% 81%
  - Sept/Oct (n=283) 23% 50% 81%
  - Nov/Dec (n=174) 21% 43% 69%
  - Mar/Apr (n=289) 17% 42% 61%

- Help end the pandemic
  - July/Aug (n=194) 14% 43% 71%
  - Sept/Oct (n=283) 14% 43% 71%
  - Nov/Dec (n=174) 21% 43% 69%
  - Mar/Apr (n=289) 17% 42% 61%

- Able to do more activities
  - July/Aug (n=194) 7% 37% 48%
  - Sept/Oct (n=283) 7% 37% 48%
  - Nov/Dec (n=174) 7% 37% 48%
  - Mar/Apr (n=289) 7% 37% 48%

- To comply with a vaccine mandate or requirement
  - July/Aug (n=194) 14% 29% 71%
  - Sept/Oct (n=283) 14% 29% 71%
  - Nov/Dec (n=174) 14% 29% 71%
  - Mar/Apr (n=289) 14% 29% 71%

- To get an incentive (such as a free meal or a chance at winning a lottery)
  - July/Aug (n=194) 7% 12% 11%
  - Sept/Oct (n=283) 7% 12% 11%
  - Nov/Dec (n=174) 7% 12% 11%
  - Mar/Apr (n=289) 7% 12% 11%

**Beliefs**
- Vaccine will help get life back to normal
  - July/Aug (n=194) 66% 47% 76%
  - Sept/Oct (n=283) 66% 47% 76%
  - Nov/Dec (n=174) 66% 47% 76%
  - Mar/Apr (n=289) 66% 47% 76%

- Vaccine is safe
  - July/Aug (n=194) 61% 59% 66%
  - Sept/Oct (n=283) 61% 59% 66%
  - Nov/Dec (n=174) 61% 59% 66%
  - Mar/Apr (n=289) 61% 59% 66%

- Not enough info on how the vaccine might interact with other health conditions
  - July/Aug (n=194) 37% 39% 66%
  - Sept/Oct (n=283) 37% 39% 66%
  - Nov/Dec (n=174) 37% 39% 66%
  - Mar/Apr (n=289) 37% 39% 66%

- Getting vaccine goes against my religious beliefs
  - July/Aug (n=194) 84% 36% 6%
  - Sept/Oct (n=283) 84% 36% 6%
  - Nov/Dec (n=174) 84% 36% 6%
  - Mar/Apr (n=289) 84% 36% 6%

- Friends/family want me to get vaccinated
  - July/Aug (n=194) 69% 22% 37%
  - Sept/Oct (n=283) 69% 22% 37%
  - Nov/Dec (n=174) 69% 22% 37%
  - Mar/Apr (n=289) 69% 22% 37%

- Vaccine was developed too quickly compared with other vaccines
  - July/Aug (n=194) 79% 24% 22%
  - Sept/Oct (n=283) 79% 24% 22%
  - Nov/Dec (n=174) 79% 24% 22%
  - Mar/Apr (n=289) 79% 24% 22%

- Vaccine is effective
  - July/Aug (n=194) 83% 30% 14%
  - Sept/Oct (n=283) 83% 30% 14%
  - Nov/Dec (n=174) 83% 30% 14%
  - Mar/Apr (n=289) 83% 30% 14%

**Response option was not asked in Jul/Aug**
Among vaccinated respondents \( (n = 941) \)

**Trusted Messengers**

- **Friends and family**: 82%
- **Religious leaders**: 40%
- **Pharmacists**: 46%
- **CDC**: 62%
- **Doctor/health care provider**: 65%
- **Social media**: 36%
- **Scientists**: 45%
- **News media**: 23%
- **State and local government**: 19%
- **CBOs/nonprofits**: 21%
- **Federal government**: 21%

*From July 2021-April 2022*
## Among vaccinated respondents (n=586)

<table>
<thead>
<tr>
<th>Booster shot status</th>
<th>Sept/Oct (n=283)</th>
<th>Nov/Dec (n=174)</th>
<th>Mar/Apr (n=289)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, will definitely get a booster shot</td>
<td>30%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Yes, will probably get a booster shot</td>
<td>43%</td>
<td>37%</td>
<td>41%</td>
</tr>
<tr>
<td>I have already received a COVID-19 booster shot</td>
<td>5%</td>
<td>11%</td>
<td>34%</td>
</tr>
<tr>
<td>No, will probably not get a booster shot</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Missing</td>
<td>23%</td>
<td>2%</td>
<td>32%</td>
</tr>
<tr>
<td>No, will definitely not get a booster shot</td>
<td>0%</td>
<td>1%</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Booster shot attitudes**

- **Getting a booster shot will help prevent death or severe illness**
  - Sept/Oct: 50%, Nov/Dec: 43%, Mar/Apr: 93%
  - Overall: 58%, Range: 43% - 93%

- **Do not think getting a booster shot is necessary**
  - Sept/Oct: 24%, Nov/Dec: 19%, Mar/Apr: 86%
  - Overall: 28%, Range: 19% - 86%

- **Will help protect my household/family members**
  - Sept/Oct: 54%, Nov/Dec: 44%, Mar/Apr: 85%
  - Overall: 54%, Range: 44% - 85%

- **Will help get life back to normal**
  - Sept/Oct: 51%, Nov/Dec: 37%, Mar/Apr: 85%
  - Overall: 51%, Range: 37% - 85%

- **Worried about getting sick/experiencing side effects**
  - Sept/Oct: 29%, Nov/Dec: 21%, Mar/Apr: 83%
  - Overall: 29%, Range: 21% - 83%

- **Health officials have not provided enough information about why I should get a booster shot**
  - Sept/Oct: 1%, Nov/Dec: 26%, Mar/Apr: 83%
  - Overall: 4%, Range: 1% - 83%
# Among unvaccinated respondents (n = 106)

## Barriers/Enablers

<table>
<thead>
<tr>
<th></th>
<th>July/Aug (n=13)</th>
<th>Sept/Oct (n=36)</th>
<th>Nov/Dec (n=5)</th>
<th>Mar/Apr (n=52)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worried about paying for vaccine</td>
<td>20%</td>
<td>20%</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>6%</td>
<td>31%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>8%</td>
<td>31%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>20%</td>
<td>48%</td>
<td>69%</td>
<td>48%</td>
</tr>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>20%</td>
<td>44%</td>
<td>56%</td>
<td>77%</td>
</tr>
</tbody>
</table>

## Beliefs

- Vaccine will help get life back to normal
  - July/Aug (n=13): 11%
  - Sept/Oct (n=36): 23%
  - Nov/Dec (n=5): 0%
  - Mar/Apr (n=52): 12%
- Vaccine was developed too quickly compared with other vaccines
  - July/Aug (n=13): 20%
  - Sept/Oct (n=36): 54%
  - Nov/Dec (n=5): 0%
  - Mar/Apr (n=52): 20%
- Vaccine is safe
  - July/Aug (n=13): 20%
  - Sept/Oct (n=36): 50%
  - Nov/Dec (n=5): 20%
  - Mar/Apr (n=52): 50%
- Vaccine is effective
  - July/Aug (n=13): 20%
  - Sept/Oct (n=36): 8%
  - Nov/Dec (n=5): 20%
  - Mar/Apr (n=52): 20%
- Not enough info on how the vaccine might interact with other health...
  - July/Aug (n=13): 20%
  - Sept/Oct (n=36): 47%
  - Nov/Dec (n=5): 14%
  - Mar/Apr (n=52): 23%
- Getting vaccine goes against my religious beliefs
  - July/Aug (n=13): 20%
  - Sept/Oct (n=36): 33%
  - Nov/Dec (n=5): 14%
  - Mar/Apr (n=52): 20%
- Friends/family want me to get vaccinated
  - July/Aug (n=13): 20%
  - Sept/Oct (n=36): 39%
  - Nov/Dec (n=5): 20%
  - Mar/Apr (n=52): 20%

*Response option was not asked in Jan/Feb or Mar/Apr report*

From July 2021-April 2022
Among unvaccinated respondents (n = 106)

Motivators

- Other: 27% (54% in July/Aug, 64% in Sept/Oct)
- Vaccine delivery site close to home: 15% (8% in July/Aug, 12% in Sept/Oct)
- A vaccine requirement at my office/place of work: 0% (0% in July/Aug, 2% in Sept/Oct)
- A large gift or incentive: 15% (0% in July/Aug, 20% in Sept/Oct)
- Transportation to a vaccination site: 15% (0% in July/Aug, 6% in Sept/Oct)
- Talking to someone who can answer my questions: 15% (0% in July/Aug, 14% in Sept/Oct)
- Small gift or incentive: 15% (6% in July/Aug, 6% in Sept/Oct)
- See a person I trust get the vaccine: 15% (19% in July/Aug, 8% in Sept/Oct)
- More time to wait and see whether the vaccine works: 15% (31% in July/Aug, 21% in Sept/Oct)
- A vaccine requirement to do certain activities (like traveling or going to a concert): 0% (5% in July/Aug, 15% in Sept/Oct)

Trusted Messengers

- Friends and family: 15% (19% in July/Aug, 27% in Sept/Oct)
- Religious leaders: 8% (19% in July/Aug, 40% in Sept/Oct)
- Federal government: 6% (20% in July/Aug, 8% in Sept/Oct)
- Doctor/health care provider: 8% (20% in July/Aug, 25% in Sept/Oct)
- State and local government: 8% (8% in July/Aug, 8% in Sept/Oct)
- Social media: 8% (8% in July/Aug, 8% in Sept/Oct)
- Scientists: 8% (8% in July/Aug, 8% in Sept/Oct)
- Pharmacists: 8% (8% in July/Aug, 8% in Sept/Oct)
- News media: 8% (8% in July/Aug, 8% in Sept/Oct)
- CDC: 8% (8% in July/Aug, 17% in Sept/Oct)
- CBOs/nonprofits: 8% (8% in July/Aug, 15% in Sept/Oct)

**Response option was not asked in Jul/Aug**

From July 2021-April 2022
Survey insights by city: Chicago
Overview

• Methodology
• Respondents’ vaccination status and intentions (*cumulative data*)
• Respondents’ Covid-19 testing history (*cumulative data*)
• Characteristics among vaccinated respondents (*cumulative data*)
• Trends among vaccinated respondents (*bi-monthly data trends*)
• Characteristics among unvaccinated respondents (*cumulative data*)
• Trends among unvaccinated respondents (*bi-monthly data trends*)
• Summary and next steps
**Methodology**

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

Partnered with **Sinai Urban Health Institute (SUHI)** leads the data collection efforts. 1426 total surveys collected!

**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.** Screeners include 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** ($n = 1426$)

The share of respondents who received at least one dose of the Covid-19 vaccine ranged between 82-89% from July/August 2021 to March/April 2022.

Across months, only a small share of unvaccinated respondents said they would definitely get the vaccine (<24%). Similarly, a small share of unvaccinated respondents said they would definitely NOT get the vaccine (<33%). From November/December 2021 to March/April 2022, over half of unvaccinated respondents were undecided.

*Survey questions 2, 2a and 6.*
Respondents’ personal experience with Covid-19 \( (n = 1172) \)

An *equal share* of vaccinated and unvaccinated respondents surveyed between October 2021 and April 2022 reported never having testing positive for Covid-19 or being told that they had Covid-19 by a health care provider (69%).

### VACCINATED \( (n = 996) \)

<table>
<thead>
<tr>
<th>Experience</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never tested positive for COVID-19 or told</td>
<td>69%</td>
</tr>
<tr>
<td>or been told by health care provider that</td>
<td></td>
</tr>
<tr>
<td>you have COVID-19</td>
<td></td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or told</td>
<td>25%</td>
</tr>
<tr>
<td>or been told by health care provider that</td>
<td></td>
</tr>
<tr>
<td>you have COVID-19</td>
<td></td>
</tr>
<tr>
<td>I don’t know</td>
<td>3%</td>
</tr>
<tr>
<td>Missing</td>
<td>3%</td>
</tr>
</tbody>
</table>

### UNVACCINATED \( (n = 176) \)

<table>
<thead>
<tr>
<th>Experience</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never tested positive for COVID-19 or told</td>
<td>69%</td>
</tr>
<tr>
<td>or been told by health care provider that</td>
<td></td>
</tr>
<tr>
<td>you have COVID-19</td>
<td></td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or told</td>
<td>17%</td>
</tr>
<tr>
<td>or been told by health care provider that</td>
<td></td>
</tr>
<tr>
<td>you have COVID-19</td>
<td></td>
</tr>
<tr>
<td>I don’t know</td>
<td>11%</td>
</tr>
<tr>
<td>Missing</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Survey question 8.3; **High percentage of don’t know responses make it difficult to interpret the differences between vaccinated and unvaccinated respondents accurately in this wave.*
Who are the vaccinated respondents? \( (n = 1210) \)

Of the vaccinated respondents surveyed between July 2021 and April 2022, nearly two-thirds (63%) were female, 41% were Hispanic or Latinx, and 37% were African American. Many were from zip code 60623.

**Gender**

- Female: 63%
- Male: 33%
- Prefer not to answer/missing: 3%
- Transgender: 1%
- Non-binary: 1%
- Two-spirit: 0%
- Other gender: 0%
- Genderqueer: 0%

**Race/ethnicity**

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino/Latinx</td>
<td>41%</td>
</tr>
<tr>
<td>African American or Black</td>
<td>37%</td>
</tr>
<tr>
<td>White</td>
<td>17%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>3%</td>
</tr>
<tr>
<td>Asian</td>
<td>3%</td>
</tr>
<tr>
<td>Indigenous American or Alaskan Native</td>
<td>2%</td>
</tr>
<tr>
<td>Other race</td>
<td>1%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? (n = 1210)
The largest shares of vaccinated respondents surveyed between July 2021 and April 2022 were in age groups 18-29 (30%) and 30–39 (24%) and 61% reported some college or a 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.
**Who are the vaccinated respondents?** \( (n = 1210) \)

Over three-quarters of vaccinated respondents surveyed between July 2021 and April 2022 reported that they have **health insurance coverage** \( (76\%) \) and almost two-thirds reported that they have **no high-risk health conditions** \( (65\%) \).

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>76%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>21%</td>
</tr>
<tr>
<td>Missing</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Survey questions 14 and 15*

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

Reported ease of accessing vaccines varied across respondents surveyed over time. Between 51% and 71% of vaccinated respondents said it took them 20 minutes or fewer to get to their vaccine location, and between 82% and 92% said it was “very easy” or “somewhat easy” to make an appointment.

Access

Twenty minutes or fewer to get to vaccine location

- 66% in July/Aug (n=121)
- 71% in Sept/Oct (n=188)
- 70% in Nov/Dec (n=285)
- 51% in Jan/Feb (n=232)
- 61% in Mar/Apr (n=383)

Very easy or somewhat easy to make vaccine appointment

- 83% in July/Aug (n=121)
- 88% in Sept/Oct (n=188)
- 91% in Nov/Dec (n=285)
- 82% in Jan/Feb (n=232)
- 92% in Mar/Apr (n=383)

*Survey questions 3b and 4
Motivators and trusted messengers over time (vaccinated)

- Fairly consistent across all months, vaccinated respondents noted that protecting household/family members and preventing death/severe illness and protecting household/family members were their main motivators to get the vaccine.
- The share of respondents who said they were motivated to get the vaccine in order to do more activities was higher between January and April than previous months.
- Doctors/health care providers, the CDC, and scientists were among the most trusted messengers across months. The share of respondents who reported trusting these groups was higher in July/August and lower in September/October.
Booster shot trends (vaccinated)

Booster shot status and intention

- Sept/Oct (n=188)
- Nov/Dec (n=285)
- Jan/Feb (n=232)
- Mar/Apr (n=383)

- 44% I have already received a COVID-19 booster shot
- 36% 15%
- 51% 22%
- 39% 15%

- 4% Yes, will definitely get a booster shot

Over time, fewer respondents noted that they would definitely get a booster shot.

Booster shot attitudes

Will help protect my household/family members

- Sept/Oct (n=188) 66% 74%
- Nov/Dec (n=285) 75% 63%
- Jan/Feb (n=232) 61% 70%
- Mar/Apr (n=383) 64% 57%

Will help get life back to normal

- Sept/Oct (n=188) 58% 69%
- Nov/Dec (n=285) 72% 60%
- Jan/Feb (n=232) 61% 70%
- Mar/Apr (n=383) 64% 57%

Getting a booster shot will help prevent death or severe illness

- Sept/Oct (n=188) 39% 38%
- Nov/Dec (n=285) 35% 37%
- Jan/Feb (n=232) 19% 19%
- Mar/Apr (n=383) 25% 29%

Worried about getting sick/experiencing side effects

The share of vaccinated respondents who said they did not think the booster shot was necessary was larger from January to April.

Do not think getting a booster shot is necessary

*Survey question 8.1

*Survey question 8.2
Who are the unvaccinated respondents? \((n = 216)\)

Of the unvaccinated respondents surveyed between July 2021 and April 2022, 60% were female, over half were African American (53%), and many were from zip codes 60608, 60620, and 60601.

**Gender (select all that apply)**

- Female: 60%
- Male: 33%
- Prefer not to answer/missing: 7%
- Two-spirit: 0%
- Transgender: 0%
- Other gender: 0%
- Non-binary: 0%
- Genderqueer: 0%

The gender distributions were similar among unvaccinated and vaccinated respondents (60% female & 33% male for unvaccinated respondents vs 63% female & 33% male for vaccinated respondents).

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

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

- African American or Black: 53%
- Hispanic or Latino/Latinx: 27%
- White: 20%
- Asian: 3%
- Prefer not to answer/missing: 2%
- Other race: 1%
- Native Hawaiian or Pacific Islander: 1%
- Indigenous American or Alaskan Native: 1%

A larger share of unvaccinated respondents were African American or Black compared to vaccinated respondents (53% vs 37%). However, a smaller share of unvaccinated respondents were Hispanic or Latino/Latinx (27% vs 41%).

*Survey questions 1, 10, and 11.*
Who are the unvaccinated respondents? \((n = 216)\)

The largest shares of vaccinated respondents surveyed between July 2021 and April 2022 were in age groups 18-29 (32%) and 30-39 (33%) and half reported some college or a 2-year degree or higher (50%).**

Compared to vaccinated respondents, a slightly larger share of unvaccinated respondents were in younger age groups, but the age distribution was relatively similar.

*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.
Who are the unvaccinated respondents? *(n = 216)*

Over two-thirds of unvaccinated respondents surveyed between July 2021 and April 2022 reported that they had health insurance coverage (67%) and 70% reported that they did not have high-risk health conditions.

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>67%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>31%</td>
</tr>
<tr>
<td>Missing</td>
<td>3%</td>
</tr>
</tbody>
</table>

A smaller share of unvaccinated respondents were covered by health insurance compared to vaccinated respondents (67% vs. 76%).

Yes, have a high-risk health condition | 28%

No, don't have a high-risk health condition | 70%

A slightly larger share of unvaccinated respondents reported having no high-risk health conditions compared to vaccinated respondents (70% vs 65%).

*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.
Barriers and beliefs over time (unvaccinated)

- The top barrier across months was being **worried about getting sick/side effects**. The share of respondents who reported this concern was lower in March/April relative to other months.
- In March/April, between 26% to 33% of respondents worried about the **logistics of getting the vaccine** (e.g., presenting ID, paying for vaccine).
- Consistent across months, unvaccinated respondents noted that **there was not enough info on how the vaccine interacts with other conditions** and **the vaccine was developed too quickly compared with other vaccines**. A smaller share of respondents reported this concern in March/April compared to previous months.

### Barriers and Beliefs

**Barriers**

- Worried about getting sick/side effects from vaccine

- Worried about having to present an ID/other documentation

- Worried about paying for vaccine

- Worried about missing work in order to get vaccine

**Beliefs**

- Not enough info on how the vaccine might interact with other health conditions

- Vaccine was developed too quickly compared with other vaccines

- Friends/family want me to get vaccinated

- Vaccine is effective

- Vaccine is safe

*Only a small share of unvaccinated respondents (<30%) believe the vaccine is safe/effective.

*Survey questions 6b and 7; **Given the small sample sizes, it is important not to overinterpret these differences.
Motivators and trusted messengers over time (unvaccinated)

- The top motivator among unvaccinated respondents was **more time to wait and see whether the vaccine works**. In March/April, the share of respondents who reported needing more time was smaller compared to previous months.
- Across months, only a small share of unvaccinated respondents reported trusting any of the listed messengers as a source of information about Covid-19 information.

**Motivators**

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Jul/Aug (n=27)</th>
<th>Sept/Oct (n=29)</th>
<th>Nov/Dec (n=51)</th>
<th>Jan/Feb (n=29)</th>
<th>Mar/Apr (n=80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>45%</td>
<td>37%</td>
<td>48%</td>
<td>33%</td>
<td>40%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>7%</td>
<td>24%</td>
<td>16%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>10%</td>
<td>22%</td>
<td>21%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>10%</td>
<td>18%</td>
<td>19%</td>
<td>31%</td>
<td>19%</td>
</tr>
</tbody>
</table>

**Trusted Messengers**

<table>
<thead>
<tr>
<th>Messenger</th>
<th>Jul/Aug (n=27)</th>
<th>Sept/Oct (n=29)</th>
<th>Nov/Dec (n=51)</th>
<th>Jan/Feb (n=29)</th>
<th>Mar/Apr (n=80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>16%</td>
<td>14%</td>
<td>23%</td>
<td>14%</td>
<td>28%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>14%</td>
<td>21%</td>
<td>21%</td>
<td>19%</td>
<td>31%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>12%</td>
<td>17%</td>
<td>8%</td>
<td>17%</td>
<td>30%</td>
</tr>
<tr>
<td>Scientists</td>
<td>14%</td>
<td>14%</td>
<td>17%</td>
<td>17%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Survey questions 6c and 8; **Given the small sample sizes, it is important not to overinterpret these differences.*
Summary of key findings

KEY CHARACTERISTICS ABOUT SAMPLE

VACCINATED VS UNVACCINATED*

- The gender distributions among unvaccinated and vaccinated respondents were similar. For both groups, a third were male and two-thirds were female.

- Compared to vaccinated respondents, a larger share of unvaccinated respondents were African American or Black and a smaller share were Hispanic or Latino.

- Compared to vaccinated respondents, a slightly larger share of unvaccinated respondents had lower education levels.

KEY TAKEAWAYS

VACCINATED RESPONDENTS

- Across all months, vaccinated respondents believed that:
  - Preventing death/severe illness and protecting household/family members was a motivator to get the vaccine.
  - The share of vaccinated respondents who said they got the vaccine to do more activities was largest between January and April.
  - Fewer respondents over time said that they would definitely get a booster shot.

UNVACCINATED RESPONDENTS

- Across all months, respondents believed that there was not enough info on how the vaccine interacts with other conditions and the vaccine was developed too quickly compared with other vaccines.
- Across all months, a small share of respondents believed the vaccine was safe or effective.
- In March/April, a smaller share of unvaccinated respondents reported needing more time to wait and see if the vaccine works compared to previous months.
- Trust in various sources of Covid-19 information remained low across all months.

*Please note that some of these differences could be due to sample size differences (the vaccinated sample size is 1210 respondents, and the unvaccinated sample size is 216 respondents)
Next steps: how can you continue to think about and use the data?

1) Continue to use data to **inform changes to vaccine distribution and marketing campaigns in Oakland**

2) Use data to **guide additional conversations in your communities** (conducting listening sessions or focus groups on main points or findings, such as many unvaccinated respondents believing the vaccine was developed too quickly, or believing the vaccine was not safe or effective)

3) Leverage your data to **apply for other sources of funding** (your data demonstrates a specific need in your specific community)

4) Use the experience and capacity you gained from collecting this data to **collect data again in the future to assess other needs in your community**!
Chicago: Supplemental data

- 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 = 1426)

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

- Vaccinated: 77% (Chicago) vs. 85% (Survey Sample)
- Not vaccinated: 23% (Chicago) vs. 15% (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 = 1426)

Survey sample had a larger share of female respondents than Chicago’s BIPOC population.

- Female: 53% (Chicago) vs. 63% (Survey Sample)
- Male: 47% (Chicago) vs. 33% (Survey Sample)

Age: Chicago vs. Survey Sample (n = 1426)

The survey sample had a larger share of respondents ages 18-29 and fewer respondents ages 65+.

- 18-29 years: 17% (Chicago) vs. 30% (Survey Sample)
- 30-39 years: 25% (Chicago) vs. 26% (Survey Sample)
- 40-49 years: 20% (Chicago) vs. 16% (Survey Sample)
- 50-64 years: 17% (Chicago) vs. 19% (Survey Sample)
- 65+ years: 22% (Chicago) vs. 6% (Survey Sample)
- Missing: 3% (Chicago) vs. 3% (Survey Sample)

### Survey respondent demographics vs. Chicago city BIPOC demographics

#### Education: Chicago vs. Survey Sample (n = 1426)

<table>
<thead>
<tr>
<th>Category</th>
<th>Chicago BIPOC census, 2019 ACS microdata</th>
<th>Survey Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS graduate, GED, some HS, or less</td>
<td>43%</td>
<td>34%</td>
</tr>
<tr>
<td>Trade or vocational school</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Some college or 2-year degree</td>
<td>31%</td>
<td>28%</td>
</tr>
<tr>
<td>College or higher</td>
<td>27%</td>
<td>32%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

The survey sample was slightly more educated than the overall Chicago BIPOC population.

#### Survey Sample Q11. Race/ethnicity (n = 1426)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American or Black</td>
<td>40%</td>
</tr>
<tr>
<td>Hispanic or Latino/Latina</td>
<td>39%</td>
</tr>
<tr>
<td>White</td>
<td>18%</td>
</tr>
<tr>
<td>Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native</td>
<td>5%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

The survey sample had similar shares of African American/Black and Hispanic or Latino/Latina respondents as the Chicago BIPOC population.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American or Black</td>
<td>46%</td>
</tr>
<tr>
<td>Hispanic or Latino/Latina</td>
<td>42%</td>
</tr>
<tr>
<td>Asian American/Pacific Islander/Indigenous American or Alaskan Native</td>
<td>12%</td>
</tr>
<tr>
<td>Prefer not to answer/missing</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>
Among vaccinated respondents \( (n = 1210) \)

Month first vaccine was received

- Jan 2021: 13%
- Feb 2021: 7%
- Mar 2021: 16%
- Apr 2021: 12%
- May 2021: 6%
- Jun 2021: 4%
- Jul 2021: 4%
- Aug 2021: 4%
- Sep 2021: 5%
- Oct 2021: 2%
- Nov 2021: 1%
- Dec 2021: 1%

From July 2021 – April 2022
Among vaccinated respondents \( (n = 1210) \)

### Motivators

- **Protect household/family members**

- **Prevent death or severe illness**

- **Help end the pandemic**

- **Able to do more activities**

- **To comply with a vaccine mandate or requirement**

- **To get an incentive (such as a free meal or a chance at winning a lottery)**
  - July/Aug: 3%, Sept/Oct: 6%, Nov/Dec: 7%, Jan/Feb: 10%, Mar/Apr: 10%

- **Other**
  - July/Aug: 13%, Sept/Oct: 10%, Nov/Dec: 5%, Jan/Feb: 2%, Mar/Apr: 2%
  - July/Aug: 16%, Sept/Oct: 10%, Nov/Dec: 5%, Jan/Feb: 2%, Mar/Apr: 2%

### Beliefs

- **Vaccine was not studied in people like me**

- **Vaccine was developed too quickly compared with other vaccines**
  - July/Aug: 44%, Sept/Oct: 61%, Nov/Dec: 41%, Jan/Feb: 45%, Mar/Apr: 45%
  - July/Aug: 45%, Sept/Oct: 45%, Nov/Dec: 45%, Jan/Feb: 45%, Mar/Apr: 45%

- **Friends/family want me to get vaccinated**
  - July/Aug: 59%, Sept/Oct: 69%, Nov/Dec: 41%, Jan/Feb: 45%, Mar/Apr: 45%
  - July/Aug: 64%, Sept/Oct: 65%, Nov/Dec: 45%, Jan/Feb: 45%, Mar/Apr: 45%

- **Not enough info on how the vaccine might interact with other health conditions**
  - July/Aug: 45%, Sept/Oct: 45%, Nov/Dec: 45%, Jan/Feb: 45%, Mar/Apr: 45%

- **Vaccine is safe**
  - July/Aug: 76%, Sept/Oct: 76%, Nov/Dec: 76%, Jan/Feb: 76%, Mar/Apr: 83%

- **Vaccine is effective**

- **Vaccine will help get life back to normal**

- **Getting vaccine goes against my religious beliefs**

*Response option was not asked in Jan/Feb or Mar/Apr report*
Among vaccinated respondents \( (n = 1210) \)

### Booster shot intentions

- **I have already received a COVID-19 booster shot**
  - Sept/Oct (n=188): 4%
  - Nov/Dec (n=285): 15%
  - Jan/Feb (n=232): 39%
  - Mar/Apr (n=383): 51%

- **Yes, will definitely get a booster shot**
  - Sept/Oct (n=188): 15%
  - Nov/Dec (n=285): 22%
  - Jan/Feb (n=232): 36%
  - Mar/Apr (n=383): 44%

- **Yes, will probably get a booster shot**
  - Sept/Oct (n=188): 17%
  - Nov/Dec (n=285): 28%
  - Jan/Feb (n=232): 34%
  - Mar/Apr (n=383): 4%

- **No, will probably not get a booster shot**
  - Sept/Oct (n=188): 9%
  - Nov/Dec (n=285): 6%
  - Jan/Feb (n=232): 6%
  - Mar/Apr (n=383): 17%

- **No, will definitely not get a booster shot**
  - Sept/Oct (n=188): 4%
  - Nov/Dec (n=285): 5%
  - Jan/Feb (n=232): 5%
  - Mar/Apr (n=383): 4%

- **Missing**
  - Sept/Oct (n=188): 12%
  - Nov/Dec (n=285): 1%
  - Jan/Feb (n=232): 4%
  - Mar/Apr (n=383): 5%
Among vaccinated respondents (n = 1210)

**Trusted Messengers**

- Doctor/health care provider: 70%
- CDC: 62%
- Scientists: 64%
- Pharmacists: 52%
- CBOs/nonprofits: 40%
- State and local government: 34%
- Friends and family: 35%
- Federal government: 29%
- Religious leaders: 25%
- News media: 17%
- Social media: 14%

**Data Trends**

- July/Aug (n=27)
- Sept/Oct (n=29)
- Nov/Dec (n=51)
- Jan/Feb (n=29)
- Mar/Apr (n=80)
## Among unvaccinated respondents (n = 216)

### Barriers/Enablers

<table>
<thead>
<tr>
<th>Issue</th>
<th>Jul/Aug (n=27)</th>
<th>Sept/Oct (n=29)</th>
<th>Nov/Dec (n=51)</th>
<th>Jan/Feb (n=29)</th>
<th>Mar/Apr (n=80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>96%</td>
<td>73%</td>
<td>79%</td>
<td>90%</td>
<td>79%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>51%</td>
<td>73%</td>
<td>83%</td>
<td>59%</td>
<td>63%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>59%</td>
<td>74%</td>
<td>59%</td>
<td>59%</td>
<td>65%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>19%</td>
<td>33%</td>
<td>33%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>7%</td>
<td>26%</td>
<td>24%</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>15%</td>
<td>26%</td>
<td>26%</td>
<td>17%</td>
<td>26%</td>
</tr>
</tbody>
</table>

### Beliefs

<table>
<thead>
<tr>
<th>Belief</th>
<th>Jul/Aug (n=27)</th>
<th>Sept/Oct (n=29)</th>
<th>Nov/Dec (n=51)</th>
<th>Jan/Feb (n=29)</th>
<th>Mar/Apr (n=80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>63%</td>
<td>59%</td>
<td>67%</td>
<td>66%</td>
<td>66%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>40%</td>
<td>49%</td>
<td>70%</td>
<td>72%</td>
<td>72%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>40%</td>
<td>46%</td>
<td>44%</td>
<td>48%</td>
<td>49%</td>
</tr>
<tr>
<td>Vaccine was not studied in people like me*</td>
<td>26%</td>
<td>37%</td>
<td>41%</td>
<td>33%</td>
<td>20%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>26%</td>
<td>28%</td>
<td>24%</td>
<td>24%</td>
<td>30%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>26%</td>
<td>26%</td>
<td>24%</td>
<td>24%</td>
<td>30%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>26%</td>
<td>24%</td>
<td>24%</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>14%</td>
<td>17%</td>
<td>14%</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>

*Response option was not asked in Jan/Feb or Mar/Apr report*
Among unvaccinated respondents (n = 216)

<table>
<thead>
<tr>
<th>Motivators</th>
<th>July/Aug (n=27)</th>
<th>Sept/Oct (n=29)</th>
<th>Nov/Dec (n=51)</th>
<th>Jan/Feb (n=29)</th>
<th>Mar/Apr (n=80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>8%</td>
<td>6%</td>
<td>16%</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>37%</td>
<td>45%</td>
<td>37%</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
<td>19%</td>
<td>16%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>10%</td>
<td>16%</td>
<td>27%</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work*</td>
<td>10%</td>
<td>10%</td>
<td>12%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>19%</td>
<td>19%</td>
<td>24%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities*</td>
<td>6%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>13%</td>
<td>13%</td>
<td>19%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>16%</td>
<td>16%</td>
<td>20%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trusted Messengers</th>
<th>July/Aug (n=27)</th>
<th>Sept/Oct (n=29)</th>
<th>Nov/Dec (n=51)</th>
<th>Jan/Feb (n=29)</th>
<th>Mar/Apr (n=80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Scientists</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>News media</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>8%</td>
<td>12%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>14%</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>CDC</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>State and local government</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>8%</td>
<td>12%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Social media</td>
<td>14%</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Federal government</td>
<td>10%</td>
<td>14%</td>
<td>8%</td>
<td>14%</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Response option was not asked in Jul/Aug
Overview

- Methodology
- Respondents’ vaccination status and intentions (*cumulative data*)
- Respondents’ Covid-19 testing history (*cumulative data*)
- Characteristics among vaccinated respondents (*cumulative data*)
- Trends among vaccinated respondents (*bi-monthly data trends*)
- Characteristics among unvaccinated respondents (*cumulative data*)
- Trends among unvaccinated respondents (*bi-monthly data trends*)
- Summary and next steps
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.

2064 total surveys collected!
Vaccination status and intention \((n = 2064)\)

The share of respondents who received at least one dose of the Covid-19 vaccine ranged between 76-84% from August 2021 to March/April 2022.

Over time, fewer respondents said they would definitely get the vaccine. In contrast, more respondents over time said they would definitely NOT get the vaccine. At least half of unvaccinated respondents surveyed between November 2021 and April 2022 said they would definitely NOT get the vaccine.

*Survey questions 2, 2a and 6*
**Respondents’ personal experience with Covid-19** (n = 1797)

Fifty-two percent of vaccinated respondents surveyed between October 2021 and April 2022 reported having tested positive for Covid-19 or being told they have Covid-19 compared to 47% of unvaccinated respondents. However, a larger share of unvaccinated respondents reported not knowing if they ever tested positive or were told they have Covid-19 (27% vs 12%)**.

<table>
<thead>
<tr>
<th>VACCINATED (n= 1278)</th>
<th>UNVACCINATED (n= 519)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td>52%</td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td>36%</td>
</tr>
<tr>
<td>I don't know</td>
<td>12%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
</tr>
<tr>
<td>Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td>47%</td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td>24%</td>
</tr>
<tr>
<td>I don't know</td>
<td>27%</td>
</tr>
<tr>
<td>Missing</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Survey question 8.3; **High percentage of don’t know responses make it difficult to interpret the differences between vaccinated and unvaccinated respondents accurately in this wave.*
Who are the vaccinated respondents? \((n = 1663)\)

Over half of vaccinated respondents surveyed between August 2021 and April 2022 were female (55%) and 58% were Hispanic or Latino/Latinx.
Who are the vaccinated respondents? \((n = 1663\)  

The largest share of vaccinated respondents surveyed between August 2021 and April 2022, were in age groups 50-64 (28%) and 65+ (28%) and two-thirds had a high school diploma/GED or less (66%).**

*Survey questions 9a, 12, and 13; **High percentage of missing income responses make it difficult to describe the typical income of a vaccinated respondent accurately.*
Who are the vaccinated respondents? \((n = 1663)\)

Sixty-two percent of vaccinated respondents surveyed between August 2021 and April 2022 were covered by health insurance and 64% reported that they have no high-risk health conditions.

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>No, don't have a high-risk health condition</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>Yes, have a high-risk health condition</td>
</tr>
<tr>
<td>Missing</td>
<td>Missing</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.
Access over time (vaccinated)

Reported ease of accessing vaccines varied across respondents surveyed over time. Between 58% and 71% of vaccinated respondents said it took them 20 minutes or fewer to get to their vaccine location, and between 82% and 98% said it was very easy or somewhat easy to make an appointment.

Access

Twenty minutes or fewer to get to vaccine location

<table>
<thead>
<tr>
<th>Month</th>
<th>% Responding 20 minutes or fewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug (n=237)</td>
<td>68%</td>
</tr>
<tr>
<td>Sept/Oct (n=362)</td>
<td>71%</td>
</tr>
<tr>
<td>Nov/Dec (n=392)</td>
<td>70%</td>
</tr>
<tr>
<td>Jan/Feb (n=320)</td>
<td>58%</td>
</tr>
<tr>
<td>Mar/Apr (n=351)</td>
<td>68%</td>
</tr>
</tbody>
</table>

Very easy or somewhat easy to make vaccine appointment

<table>
<thead>
<tr>
<th>Month</th>
<th>% Responding ‘Very easy’ or ‘Someewhat easy’ to get vaccine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug (n=237)</td>
<td>92%</td>
</tr>
<tr>
<td>Sept/Oct (n=362)</td>
<td>97%</td>
</tr>
<tr>
<td>Nov/Dec (n=392)</td>
<td>98%</td>
</tr>
<tr>
<td>Jan/Feb (n=320)</td>
<td>85%</td>
</tr>
<tr>
<td>Mar/Apr (n=351)</td>
<td>82%</td>
</tr>
</tbody>
</table>

*Survey questions 3b and 4*
Motivators and trusted messengers over time (vaccinated)

- In earlier months, vaccinated respondents noted that the vaccine preventing death/severe illness and protecting household/family members were their top two motivators to get the vaccine. A smaller share of respondents listed these as motivators from January to April.
- While doctors/health care providers, scientists, and the CDC were among the most trusted messengers across months, the share of respondents who reported trusting these groups was lower in January/February.

---

**Motivators**

- Prevent death or severe illness:
  - Jan/Feb: 15%, Mar/Apr: 17%

- Protect household/family members:
  - Jan/Feb: 30%, Mar/Apr: 44%

- Help end the pandemic:
  - Aug: 11%, Sept/Oct: 17%
  - Jan/Feb: 11%, Mar/Apr: 17%

- To comply with a vaccine mandate or requirement:
  - Aug: 9%, Sept/Oct: 18%
  - Jan/Feb: 6%, Mar/Apr: 23%

**Trusted Messengers**

- Doctor/health care provider:
  - Jan/Feb: 43%, Mar/Apr: 49%

- Scientists:
  - Aug: 65%, Sept/Oct: 56%
  - Jan/Feb: 34%, Mar/Apr: 58%

- CDC:
  - Aug: 59%, Sept/Oct: 52%
  - Jan/Feb: 41%, Mar/Apr: 49%

- Pharmacists:
  - Aug: 45%, Sept/Oct: 42%
  - Jan/Feb: 26%, Mar/Apr: 49%

*Survey questions 5 and 8*
Booster shot trends (vaccinated)

**Booster shot status and intention**

- **From January to April**, confidence about booster shots preventing death/severe illness, protecting household members, and getting life back to normal was lower than previous months.

<table>
<thead>
<tr>
<th>Month</th>
<th>Confidence</th>
<th>Will help protect household/family members</th>
<th>Getting a booster shot will help prevent death or severe illness</th>
<th>Will help get life back to normal</th>
<th>Worried about getting sick/experiencing side effects</th>
<th>Do not think getting a booster shot is necessary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept/Oct</td>
<td>56%</td>
<td>80%</td>
<td>70%</td>
<td>70%</td>
<td>38%</td>
<td>19%</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>51%</td>
<td>81%</td>
<td>65%</td>
<td>61%</td>
<td>40%</td>
<td>16%</td>
</tr>
<tr>
<td>Jan/Feb</td>
<td>44%</td>
<td>62%</td>
<td>55%</td>
<td>61%</td>
<td>48%</td>
<td>18%</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
<td>61%</td>
<td>48%</td>
<td>18%</td>
</tr>
</tbody>
</table>

- Sept/Oct (n=362) | Nov/Dec (n=392) | Jan/Feb (n=320) | Mar/Apr (n=351)
- Each month, more respondents noted they already received their booster shot (> 50% in March/April) and fewer respondents said they would definitely get a booster shot.

**Booster shot attitudes**

- The share of vaccinated respondents who said they did not think the booster shot was necessary was larger from January to April.

*Survey question 8.1

*Survey question 8.2*
Who are the unvaccinated respondents? \(n = 401\)

**Over half** of unvaccinated respondents surveyed between August 2021 and April 2022 were **male (53%)** and **59%** were **Hispanic or Latino/Latinx**.

**Gender** (select all that apply)

<table>
<thead>
<tr>
<th>Gender</th>
</tr>
</thead>
</table>
| Male              | 53% 
| Female            | 43% 
| Prefer not to answer/missing | 3% 

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

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
</tr>
</thead>
</table>
| Hispanic or Latino/Latinx       | 59% 
| African American or Black       | 36% 
| White                           | 2% 
| Prefer not to answer/missing    | 2% 
| Asian                           | 2% 
| Other race                      | 1% 
| Indigenous American or Alaskan Native | 1% 
| Native Hawaiian or Pacific Islander | 0% 

*Survey questions 1, 10, and 11*
Who are the unvaccinated respondents? \((n = 401\)  

The largest share of unvaccinated respondents surveyed between August 2021 and April 2022 were in age groups 18–29 (29%) and 30–39 (25%) and almost two-thirds had a high school diploma/GED or less (65%).**

**Survey questions 9a, 12, and 13; **With such a relatively high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent.
Who are the unvaccinated respondents? \( n = 401 \)

Forty-two percent of unvaccinated respondents surveyed between August 2021 and April 2022 were covered by health insurance and four-fifths did not report having any high-risk health conditions (80%).

**Health insurance coverage**

- Yes, covered by health insurance: 42%
- No, not covered by health insurance: 56%
- Missing: 3%

**High-risk medical conditions**

- No, don't have a high-risk health condition: 80%
- Yes, have a high-risk health condition: 18%
- 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.*
Barriers and beliefs over time (unvaccinated)

- The share of respondents that worried about **getting sick/side effects** was smallest in July/August and greater in the following months.
- From January to April, the share of respondents worried about the **logistics of getting the vaccine** (e.g., presenting ID, paying for vaccine) was larger relative to previous months.
- Fairly consistent across months, unvaccinated respondents noted that **there was not enough info on how the vaccine interacts with other conditions** and **the vaccine was developed too quickly compared with other vaccines**.

### Barriers

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>53%</td>
<td>66%</td>
<td>64%</td>
<td>76%</td>
<td>80%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>11%</td>
<td>14%</td>
<td>15%</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>15%</td>
<td>31%</td>
<td>48%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>15%</td>
<td>23%</td>
<td>28%</td>
<td>11%</td>
<td>38%</td>
</tr>
</tbody>
</table>

### Beliefs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>53%</td>
<td>71%</td>
<td>75%</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>52%</td>
<td>67%</td>
<td>68%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>18%</td>
<td>42%</td>
<td>52%</td>
<td>34%</td>
<td>58%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>15%</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>14%</td>
<td>22%</td>
<td>27%</td>
<td>18%</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Only a small share of unvaccinated respondents (<35%) believe the vaccine is safe/effective*

*Survey questions 6b and 7; **Given the small sample sizes, it is important not to overinterpret these differences.*
Motivators and trusted messengers over time (unvaccinated)

- Unvaccinated respondents’ top motivator across all months was **more time to wait and see whether the vaccine works**.
- **Overall trust in the listed messengers was low among unvaccinated respondents**, and the share of respondents that trusted any of the listed messengers was smaller from January through April.

### Motivators

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Aug (n=15)</th>
<th>Sept/Oct (n=79)</th>
<th>Nov/Dec (n=74)</th>
<th>Jan/Feb (n=103)</th>
<th>Mar/Apr (n=79)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>41%</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
<td>58%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>17%</td>
<td>18%</td>
<td>12%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>14%</td>
<td>10%</td>
<td>11%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>11%</td>
<td>18%</td>
<td>7%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Trusted Messengers

- **In contrast, a greater share of vaccinated respondents reported trusting their doctor/health care provider over the months (43-77%)**.

*Survey questions 6c and 8; **Given the small sample sizes, it is important not to overinterpret these differences.*
Summary of key findings

**KEY CHARACTERISTICS ABOUT SAMPLE**

<table>
<thead>
<tr>
<th>VACCINATED VS UNVACCINATED*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A slightly larger share of <strong>unvaccinated respondents were male</strong> compared to vaccinated respondents, and a slightly larger share of unvaccinated respondents were <strong>African American/Black</strong>. The share of Hispanic/Latinx respondents was similar across both groups.</td>
</tr>
<tr>
<td>• Unvaccinated and vaccinated respondents were <strong>similarly distributed across education levels</strong> but differed in age. The largest share of unvaccinated respondents were ages 18-39 (54%) compared to ages 50+ for vaccinated respondents (56%).</td>
</tr>
<tr>
<td>• Compared to vaccinated respondents, a <strong>larger share</strong> of unvaccinated respondents reported having <strong>no high-risk health conditions</strong> and a <strong>smaller share reported having health insurance</strong>.</td>
</tr>
</tbody>
</table>

**KEY TAKEAWAYS**

**VACCINATED RESPONDENTS**

• In earlier months, vaccinated respondents noted that **preventing death/severe illness and protecting household/family members** were their top two motivators to get the vaccine. From January through April, only a small share of respondents listed these as motivators.
• From January through April, confidence about booster shots **preventing death/severe illness, protecting household members, and getting life back to normal** was lower.
• Each month, more respondents said that they **already received their booster shot** whereas fewer respondents said that they would **definitely get a booster shot**.

**UNVACCINATED RESPONDENTS**

• Across all months, respondents believed that there was **not enough info on how the vaccine interacts with other conditions and the vaccine was developed too quickly compared with other vaccines**.
• Across all months, respondents did not believe the **vaccine was safe or effective**.
• From January to April, the share of respondents worried about **the logistics of getting the vaccine** was much larger. Over half were worried about missing work.
• **Trust in all sources of Covid-19 information remained very low** across all months (below 38%).

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 1663 respondents and the unvaccinated sample size is 401 respondents)
Next steps: how can you continue to think about and use the data?

1) Continue to use data to inform changes to vaccine distribution and marketing campaigns in Oakland

2) Use data to guide additional conversations in your communities (conducting listening sessions or focus groups on main points or findings, such as many unvaccinated respondents believing the vaccine was developed too quickly, or believing the vaccine was not safe or effective)

3) Leverage your data to apply for other sources of funding (your data demonstrates a specific need in your specific community)

4) Use the experience and capacity you gained from collecting this data to collect data again in the future to assess other needs in your community!
Houston: Supplemental data

• 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 = 2064)

- **Vaccinated**: 89% (Houston) vs. 81% (Survey Sample)
- **Not vaccinated**: 11% (Houston) vs. 19% (Survey Sample)

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

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

Gender: Houston vs. Survey Sample (n = 2064)

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

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

Age: Houston vs. Survey Sample (n = 2064)

- **18-29 years**: 12% (Houston) vs. 16% (Survey Sample)
- **30-39 years**: 26% (Houston) vs. 16% (Survey Sample)
- **40-49 years**: 23% (Houston) vs. 17% (Survey Sample)
- **50-64 years**: 18% (Houston) vs. 25% (Survey Sample)
- **65+ years**: 21% (Houston) vs. 24% (Survey Sample)
- **Missing**: 2% (Survey Sample)

The survey sample had a larger share of respondents ages 50+ and fewer respondents ages 30-39 relative to the Houston BIPOC population.

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

Education: Houston vs. Survey Sample (n = 2064)

- **HS graduate, GED, some HS, or less**: 48% in Houston BIPOC census, 2019 ACS microdata vs. 66% in Survey Sample.
- **Trade or vocational school**: 6% in Houston BIPOC census, 2019 ACS microdata vs. 17% in Survey Sample.
- **Some college or 2-year degree**: 28% in Houston BIPOC census, 2019 ACS microdata vs. 24% in Survey Sample.
- **College or higher**: 2% in Houston BIPOC census, 2019 ACS microdata vs. 9% in Survey Sample.
- **Missing**: 2% in Houston BIPOC census, 2019 ACS microdata vs. 1% in Survey Sample.

Survey Sample Q11. Race/ethnicity (n = 2064)

- **Hispanic or Latino/Latinx**: 58% in Survey Sample vs. 57% in Houston BIPOC census, 2019 ACS microdata.
- **African American or Black**: 31% in Survey Sample vs. 31% in Houston BIPOC census, 2019 ACS microdata.
- **Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native**: 8% in Survey Sample vs. 12% in Houston BIPOC census, 2019 ACS microdata.
- **White**: 2% in Survey Sample vs. 2% in Houston BIPOC census, 2019 ACS microdata.
- **Prefer not to answer/missing**: 1% in Survey Sample vs. 1% in Houston BIPOC census, 2019 ACS microdata.
- **Other**: 1% in Survey Sample vs. 1% in Houston BIPOC census, 2019 ACS microdata.

Compared with Houston’s BIPOC population, the survey sample had similar race/ethnicity distributions.

The survey sample had lower education levels relative to Houston’s BIPOC population.
Among vaccinated respondents \((n = 1663)\)

Month first vaccine was received

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Among vaccinated respondents \((n = 1663)\)

### Motivators

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Aug (n=237)</th>
<th>Sept/Oct (n=362)</th>
<th>Nov/Dec (n=392)</th>
<th>Jan/Feb (n=320)</th>
<th>Mar/Apr (n=351)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent death or severe illness</td>
<td>27%</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Protect household/family members</td>
<td>62%</td>
<td>36%</td>
<td>41%</td>
<td>44%</td>
<td>61%</td>
</tr>
<tr>
<td>Help end the pandemic</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>To comply with a vaccine mandate or requirement</td>
<td>23%</td>
<td>18%</td>
<td>14%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Able to do more activities</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>To get an incentive (such as a free meal or a chance at winning a lottery)</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
</tbody>
</table>

### Beliefs

<table>
<thead>
<tr>
<th>Belief</th>
<th>Aug (n=237)</th>
<th>Sept/Oct (n=362)</th>
<th>Nov/Dec (n=392)</th>
<th>Jan/Feb (n=320)</th>
<th>Mar/Apr (n=351)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was not studied in people like me*</td>
<td>27%</td>
<td>44%</td>
<td>58%</td>
<td>61%</td>
<td>44%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>38%</td>
<td>38%</td>
<td>33%</td>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>39%</td>
<td>39%</td>
<td>42%</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>35%</td>
<td>35%</td>
<td>52%</td>
<td>52%</td>
<td>35%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>86%</td>
<td>84%</td>
<td>88%</td>
<td>88%</td>
<td>86%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>73%</td>
<td>73%</td>
<td>80%</td>
<td>80%</td>
<td>73%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>79%</td>
<td>79%</td>
<td>83%</td>
<td>83%</td>
<td>79%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>3%</td>
<td>8%</td>
<td>8%</td>
<td>4%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Response option was not asked in Jan/Feb or Mar/Apr report*
Among vaccinated respondents \((n = 1663)\)

<table>
<thead>
<tr>
<th>Trusted messengers</th>
<th>Aug (n=237)</th>
<th>Sept/Oct (n=362)</th>
<th>Nov/Dec (n=392)</th>
<th>Jan/Feb (n=320)</th>
<th>Mar/Apr (n=351)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>43%</td>
<td>55%</td>
<td>67%</td>
<td>67%</td>
<td>77%</td>
</tr>
<tr>
<td>Scientists</td>
<td>34%</td>
<td>57%</td>
<td>62%</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>CDC</td>
<td>41%</td>
<td>56%</td>
<td>68%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Friends and family</td>
<td>13%</td>
<td>17%</td>
<td>33%</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Pharmacists</td>
<td>26%</td>
<td>27%</td>
<td>26%</td>
<td>28%</td>
<td>49%</td>
</tr>
<tr>
<td>Federal government</td>
<td>25%</td>
<td>30%</td>
<td>31%</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>13%</td>
<td>15%</td>
<td>26%</td>
<td>27%</td>
<td>47%</td>
</tr>
<tr>
<td>News media</td>
<td>12%</td>
<td>18%</td>
<td>25%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Religious leaders</td>
<td>15%</td>
<td>19%</td>
<td>24%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>State and local government</td>
<td>11%</td>
<td>15%</td>
<td>24%</td>
<td>30%</td>
<td>45%</td>
</tr>
<tr>
<td>Social media</td>
<td>10%</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

August 2021 – April 2022: Data trends
Among vaccinated respondents ($n = 1663$)

- I have already received a COVID-19 booster shot:
  - Sept/Oct (n=362): 6%
  - Nov/Dec (n=392): 21%
  - Jan/Feb (n=320): 44%
  - Mar/Apr (n=351): 54%

- Yes, will definitely get a booster shot:
  - Sept/Oct (n=362): 20%
  - Nov/Dec (n=392): 25%
  - Jan/Feb (n=320): 56%
  - Mar/Apr (n=351): 51%

- Yes, will probably get a booster shot:
  - Sept/Oct (n=362): 14%
  - Nov/Dec (n=392): 16%
  - Jan/Feb (n=320): 20%
  - Mar/Apr (n=351): 20%

- No, will probably not get a booster shot:
  - Sept/Oct (n=362): 7%
  - Nov/Dec (n=392): 6%
  - Jan/Feb (n=320): 11%
  - Mar/Apr (n=351): 7%

- No, will definitely not get a booster shot:
  - Sept/Oct (n=362): 6%
  - Nov/Dec (n=392): 4%
  - Jan/Feb (n=320): 4%
  - Mar/Apr (n=351): 5%

- Missing:
  - Sept/Oct (n=362): 1%
  - Nov/Dec (n=392): 2%
  - Jan/Feb (n=320): 0%
  - Mar/Apr (n=351): 1%
## Among unvaccinated respondents (n = 410)

### Barriers/Enablers

<table>
<thead>
<tr>
<th>Barrier/Enabler</th>
<th>Aug (n=15)</th>
<th>Sept/Oct (n=79)</th>
<th>Nov/Dec (n=74)</th>
<th>Jan/Feb (n=103)</th>
<th>Mar/Apr (n=79)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>11%</td>
<td>23%</td>
<td>43%</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>15%</td>
<td>12%</td>
<td>15%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>15%</td>
<td>15%</td>
<td>12%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>23%</td>
<td>31%</td>
<td>48%</td>
<td>58%</td>
<td>43%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>28%</td>
<td>23%</td>
<td>11%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>38%</td>
<td>28%</td>
<td>23%</td>
<td>11%</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Beliefs

<table>
<thead>
<tr>
<th>Belief</th>
<th>Aug (n=15)</th>
<th>Sept/Oct (n=79)</th>
<th>Nov/Dec (n=74)</th>
<th>Jan/Feb (n=103)</th>
<th>Mar/Apr (n=79)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>81%</td>
<td>93%</td>
<td>86%</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health...</td>
<td>68%</td>
<td>72%</td>
<td>91%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vaccine was not studied in people like me</td>
<td>53%</td>
<td>52%</td>
<td>66%</td>
<td>67%</td>
<td>56%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>29%</td>
<td>28%</td>
<td>60%</td>
<td>67%</td>
<td>66%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>18%</td>
<td>15%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>29%</td>
<td>27%</td>
<td>36%</td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>8%</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Among unvaccinated respondents \((n = 410)\)

**Motivators**

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Aug (n=15)</th>
<th>Sept/Oct (n=79)</th>
<th>Nov/Dec (n=74)</th>
<th>Jan/Feb (n=103)</th>
<th>Mar/Apr (n=79)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>12%</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>12%</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>12%</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work</td>
<td>12%</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities*</td>
<td>12%</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>11%</td>
<td>12%</td>
<td>13%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>10%</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>10%</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>10%</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
<td>11%</td>
</tr>
</tbody>
</table>

**Trusted Messengers**

<table>
<thead>
<tr>
<th>Trusted Messenger</th>
<th>Aug (n=15)</th>
<th>Sept/Oct (n=79)</th>
<th>Nov/Dec (n=74)</th>
<th>Jan/Feb (n=103)</th>
<th>Mar/Apr (n=79)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>30%</td>
<td>31%</td>
<td>38%</td>
<td>31%</td>
<td>38%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Scientists</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>11%</td>
<td>15%</td>
<td>21%</td>
<td>16%</td>
<td>21%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>4%</td>
<td>6%</td>
<td>8%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>CDC</td>
<td>10%</td>
<td>15%</td>
<td>25%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>4%</td>
<td>10%</td>
<td>25%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>News media</td>
<td>1%</td>
<td>4%</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Federal government</td>
<td>14%</td>
<td>19%</td>
<td>14%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Social media</td>
<td>11%</td>
<td>14%</td>
<td>11%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>State and local government</td>
<td>7%</td>
<td>9%</td>
<td>9%</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Response option was not asked in Jul/Aug
Survey insights by city: Newark
Overview

- Methodology
- Respondents’ vaccination status and intentions (*cumulative data*)
- Respondents’ Covid-19 testing history (*cumulative data*)
- Characteristics among vaccinated respondents (*cumulative data*)
- Trends among vaccinated respondents (*bi-monthly data trends*)
- Characteristics among unvaccinated respondents (*cumulative data*)
- Trends among unvaccinated respondents (*bi-monthly data trends*)
- Summary and next steps
Methodology

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

Partnered with Project Ready leads the data collection efforts.

2067 total surveys collected!

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

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

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

**Member list consists of 13,000 to 14,000 parents or guardians of school aged children.
Vaccination status and intention \( (n = 1991) \)

The share of respondents who had received at least one dose of the COVID-19 vaccine varied slightly between months, but overall, there was an increase from July 2021 to April 2022.

Across months, there were few unvaccinated respondents who noted they would definitely get the vaccine (<16%), except for January where 33% of respondents reported they definitely intended to get the vaccine. The share of respondents who reported they will definitely NOT get the vaccine did not vary much between July 2021 and January 2022 but increased to 70% in March/April.
Respondents’ personal experience with Covid-19 (n=1189)

75% of vaccinated respondents and 73% of unvaccinated respondents surveyed between October 2021 and April 2022 said they have never tested positive for Covid-19 or been told they have Covid-19.

### Vaccinated Respondents (n= 976)

- Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19: 75%
- Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19: 17%
- I don't know: 3%
- Missing: 5%

### Unvaccinated Respondents (n= 213)

- Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19: 73%
- Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19: 18%
- I don't know: 7%
- Missing: 2%
Who are the vaccinated respondents? \((n=1556)\)

61% of the vaccinated respondents surveyed between July 2021 and April 2022 were female, 72% were African American or Black and many were from zip codes 07102, 07103, 07107 and 07108.

---

**Gender**

- Female: 61%
- Male: 35%
- Prefer not to answer/missing: 4%
- Transgender: 1%

**Where respondents live**

(by zip code)

**Race/Ethnicity**

- African American or Black: 72%
- Hispanic or Latino/Latinx: 13%
- Prefer not to answer/missing: 7%
- White: 6%
- Other race: 2%
- Native Hawaiian or Pacific Islander: 1%
- Indigenous American or Alaskan Native: 1%
- Asian: 1%

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? *(n=1556)*

A third of the vaccinated respondents surveyed between July 2021 and April 2020 were between 50 and 64 years old (33%). Just under two thirds had some college or 2-year degree (63%).**

**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.
Who are the vaccinated respondents? \((n=1556)\)

Over four-fifths of vaccinated respondents surveyed between July 2021 and April 2022 (88%) were covered by health insurance and almost two-thirds (63%) did not report having any high-risk health conditions.

<table>
<thead>
<tr>
<th>Health insurance coverage*</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>88%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>6%</td>
</tr>
<tr>
<td>Missing</td>
<td>6%</td>
</tr>
<tr>
<td>No, don't have a high-risk health condition</td>
<td>63%</td>
</tr>
<tr>
<td>Yes, have a high-risk health condition</td>
<td>30%</td>
</tr>
<tr>
<td>Missing</td>
<td>6%</td>
</tr>
</tbody>
</table>

Survey questions 14 and 15

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

Most respondents took twenty minutes or fewer to get to the vaccine location (79-100%) and many noted it was very easy or somewhat easy to make an appointment (88-99%).

Access

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Twenty minutes or fewer</th>
<th>Very easy or somewhat easy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul/Aug (n=298)</td>
<td>79%</td>
<td>88%</td>
</tr>
<tr>
<td>Sept/Oct (n=531)</td>
<td>82%</td>
<td>90%</td>
</tr>
<tr>
<td>Nov/Dec (n=373)</td>
<td>82%</td>
<td>93%</td>
</tr>
<tr>
<td>Jan (n=60)</td>
<td>93%</td>
<td>95%</td>
</tr>
<tr>
<td>Mar/Apr (n=291)</td>
<td>100%</td>
<td>99%</td>
</tr>
</tbody>
</table>

*Survey questions 3b and 4
Motivators and Trusted Messengers over time (vaccinated)

- Fairly consistent across all months, vaccinated respondents noted that the vaccine preventing death/severe illness and protecting household/family members was a motivator to get the vaccine.
- Across all months, a large share of vaccinated respondents reported doctors and health care providers as a trusted messengers for information related to COVID-19.

**Motivators**

- Prevent death or severe illness: 51% (July/Aug), 52% (Sept/Oct), 52% (Nov/Dec), 51% (Jan), 53% (Mar/Apr)
- Protect household/family members: 43% (July/Aug), 35% (Sept/Oct), 32% (Nov/Dec), 27% (Jan), 38% (Mar/Apr)
- Help end the pandemic: 18% (July/Aug), 27% (Sept/Oct), 28% (Nov/Dec), 33% (Jan), 36% (Mar/Apr)
- Able to do more activities: 10% (July/Aug), 14% (Sept/Oct), 28% (Nov/Dec), 41% (Jan), 48% (Mar/Apr)
- To comply with a vaccine mandate or requirement: 15% (July/Aug), 14% (Sept/Oct), 29% (Nov/Dec), 35% (Jan), 35% (Mar/Apr)

**Trusted Messengers**

- Doctor/health care provider: 53% (July/Aug), 48% (Sept/Oct), 42% (Nov/Dec), 49% (Jan), 59% (Mar/Apr)
- Scientists: 38% (July/Aug), 30% (Sept/Oct), 36% (Nov/Dec), 42% (Jan), 50% (Mar/Apr)
- Pharmacists: 40% (July/Aug), 46% (Sept/Oct), 42% (Nov/Dec), 40% (Jan), 50% (Mar/Apr)
- Friends and family: 27% (July/Aug), 27% (Sept/Oct), 36% (Nov/Dec), 36% (Jan), 62% (Mar/Apr)
- CDC: 16% (July/Aug), 28% (Sept/Oct), 34% (Nov/Dec), 34% (Jan), 45% (Mar/Apr)
- Religious leaders: 20% (July/Aug), 29% (Sept/Oct), 29% (Nov/Dec), 28% (Jan), 35% (Mar/Apr)

*Survey questions 5 and 8*
Booster shot trends (vaccinated)

**Booster shot status and intention**

- Yes, will probably get a booster shot
- I have already received a COVID-19 booster shot

- Sept/Oct (n=298)
  - 35% 39% 45% 79%
- Nov/Dec (n=373)
  - 6% 18% 8% 5%
- Jan/Feb (n=60)
  - 2% 35% 45% 5%
- Mar/Apr (n=291)
  - 2% 35% 39% 45%

Each month, a larger share of vaccinated respondents noted they received their booster shot (nearly 80% by March and April 2022).

**Booster shot attitudes**

- Will help protect my household/family members
- Will help get life back to normal
- Getting a booster shot will help prevent death or severe illness
- Worried about getting sick/experiencing side effects

Compared to September 2021 through January 2022, a larger share of respondents reported concerns about getting sick/experiencing side effects from the booster shot in March and April 2022 (a difference of almost 30 percentage points).

*Survey question 8.1

*Survey question 8.2
Who are the unvaccinated respondents? (n=439)

Among the unvaccinated respondents surveyed between July 2021 and April 2022, 61% were female, 80% were African American or Black, and many were from zip codes 07103, 07107 and 07108.

**Gender (select all that apply)**
- Female: 61%
- Male: 37%
- Prefer not to answer/missing: 2%
- Non-binary: 1%

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

**Race/Ethnicity (select all that apply)**
- African American or Black: 80%
- Hispanic or Latino/Latinx: 9%
- Prefer not to answer/missing: 6%
- White: 3%
- Other race: 3%
- Indigenous American or Alaskan Native: 2%
- Native Hawaiian or Pacific Islander: 1%
- Asian: 1%

Compared to vaccinated respondents, a slightly larger share of unvaccinated respondents were African American or Black (72% vs 80%).

*Survey questions 1, 10, and 11*
Who are the unvaccinated respondents? \((n=439)\)

Unvaccinated respondents surveyed between July 2021 and April 2020 were fairly evenly distributed between ages 18-64, with the largest share (26%) between ages 30-39. Over half had some college or 2-year degree or higher (55%)**

<table>
<thead>
<tr>
<th>Age</th>
<th>6%</th>
<th>7%</th>
<th>21%</th>
<th>22%</th>
<th>26%</th>
<th>19%</th>
</tr>
</thead>
</table>

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

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

<table>
<thead>
<tr>
<th>Income</th>
<th>65%</th>
<th>6%</th>
<th>12%</th>
<th>9%</th>
<th>8%</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Education</th>
<th>5%</th>
<th>5%</th>
<th>17%</th>
<th>33%</th>
<th>8%</th>
<th>33%</th>
</tr>
</thead>
</table>

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

**Compared to vaccinated respondents, unvaccinated respondents had lower education levels.**

*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.
Who are the unvaccinated respondents? \( (n=439) \)

Among the unvaccinated respondents surveyed between July 2021 and April 2022, over four-fifths were covered by health insurance (86%) and 68% did not report having any high-risk health conditions.

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

Similar shares of unvaccinated and vaccinated respondents had health insurance coverage.

*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.
Barriers/enablers and beliefs over time (unvaccinated)

- Most unvaccinated respondents knew where they could go to get a vaccine (71-78%).
- Concerns about getting sick/side effects was a barrier for over half the respondents across all months, except for January 2022 when it was lower.
- Across all months, a large share of respondents felt there was not enough information on how the vaccine interacts with other health conditions and that the vaccine was developed too quickly.

### Barriers/Enablers**

- Know where I can go to get a vaccine:
  - July/Aug (n=143): 72%
  - Sept/Oct (n=146): 73%
  - Nov/Dec (n=78): 71%
  - Jan (n=21): 77%
  - Mar/Apr (n=50): 78%

- Worried about getting sick/side effects from vaccine:
  - July/Aug (n=143): 55%
  - Sept/Oct (n=146): 53%
  - Nov/Dec (n=78): 24%
  - Jan (n=21): 56%

- Worried about missing work in order to get vaccine:
  - July/Aug (n=143): 13%
  - Sept/Oct (n=146): 12%
  - Nov/Dec (n=78): 21%
  - Jan (n=21): 14%
  - Mar/Apr (n=50): 32%

- Worried about paying for vaccine:
  - July/Aug (n=143): 7%
  - Sept/Oct (n=146): 12%
  - Nov/Dec (n=78): 10%
  - Jan (n=21): 5%
  - Mar/Apr (n=50): 18%

A barrier that is consistently less important

### Beliefs**

- Not enough info on how the vaccine might interact with other health conditions:
  - July/Aug (n=143): 29%
  - Sept/Oct (n=146): 29%
  - Nov/Dec (n=78): 55%
  - Jan (n=21): 60%
  - Mar/Apr (n=50): 63%

- Vaccine was developed too quickly compared with other vaccines:
  - July/Aug (n=143): 55%
  - Sept/Oct (n=146): 55%
  - Nov/Dec (n=78): 48%
  - Jan (n=21): 65%
  - Mar/Apr (n=50): 66%

- Friends/family want me to get vaccinated:
  - July/Aug (n=143): 54%
  - Sept/Oct (n=146): 54%
  - Nov/Dec (n=78): 37%
  - Jan (n=21): 41%
  - Mar/Apr (n=50): 55%

- Vaccine was not studied in people like me:
  - July/Aug (n=143): 24%
  - Sept/Oct (n=146): 33%
  - Nov/Dec (n=78): 40%
  - Jan (n=21): 55%
  - Mar/Apr (n=50): 58%

- Vaccine is effective:
  - July/Aug (n=143): 20%
  - Sept/Oct (n=146): 20%
  - Nov/Dec (n=78): 20%
  - Jan (n=21): 14%
  - Mar/Apr (n=50): 15%

- Vaccine is safe:
  - July/Aug (n=143): 10%
  - Sept/Oct (n=146): 10%
  - Nov/Dec (n=78): 10%
  - Jan (n=21): 15%
  - Mar/Apr (n=50): 15%

Very few believe vaccine is safe/effective

*Survey questions 6b and 7; **Given the small sample sizes, it is important not to overinterpret these differences.
Motivators and trusted messengers over time (unvaccinated)

- Across months, most unvaccinated respondents reported they would be motivated to get the vaccine if there was more time to wait and see whether it works.
- While overall trust in listed messengers was low among unvaccinated respondents, a larger share of respondents surveyed in January 2022 reported trust in doctors/health care providers, friends and family, pharmacists, and religious leaders (though this may be in part due to the smaller number of respondents in January).

### Motivators**

<table>
<thead>
<tr>
<th>Reason</th>
<th>July/Aug (n=143)</th>
<th>Sept/Oct (n=146)</th>
<th>Nov/Dec (n=78)</th>
<th>Jan (n=21)</th>
<th>Mar/Apr (n=50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>29%</td>
<td>40%</td>
<td>50%</td>
<td>29%</td>
<td>45%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
<td>13%</td>
<td>18%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>13%</td>
<td>14%</td>
<td>20%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>14%</td>
<td>12%</td>
<td>10%</td>
<td>28%</td>
<td>28%</td>
</tr>
</tbody>
</table>

### Trusted Messengers**

<table>
<thead>
<tr>
<th>Role</th>
<th>July/Aug (n=143)</th>
<th>Sept/Oct (n=146)</th>
<th>Nov/Dec (n=78)</th>
<th>Jan (n=21)</th>
<th>Mar/Apr (n=50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>29%</td>
<td>32%</td>
<td>30%</td>
<td>29%</td>
<td>35%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>16%</td>
<td>17%</td>
<td>21%</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Scientists</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>CDC</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Survey questions 6c and 8: **Given the small sample sizes, it is important not to overinterpret these differences.
Summary of key findings

### KEY CHARACTERISTICS ABOUT SAMPLE

<table>
<thead>
<tr>
<th>VACCINATED VS UNVACCINATED*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Compared to vaccinated respondents, a larger share of unvaccinated respondents were in younger age groups.</td>
</tr>
<tr>
<td>• Similar shares of vaccinated and unvaccinated respondents were female.</td>
</tr>
<tr>
<td>• Compared to vaccinated respondents, unvaccinated respondents reported having lower education levels.</td>
</tr>
</tbody>
</table>

### KEY TAKEAWAYS

#### VACCINATED RESPONDENTS

<table>
<thead>
<tr>
<th>Across all months, vaccinated respondents reported:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• preventing death/severe illness and protecting household/family members was a motivator to get the vaccine.</td>
</tr>
<tr>
<td>• Vaccine access was not a major issue. Many respondents reported it was easy to make a vaccine appointment and reported it took 20 mins or fewer to get to the vaccine location.</td>
</tr>
<tr>
<td>• Each month, more respondents received their booster shot; confidence that booster shots prevent death/severe illness and get life back was similar across months.</td>
</tr>
</tbody>
</table>

#### UNVACCINATED RESPONDENTS

<table>
<thead>
<tr>
<th>Across all months, a large share of unvaccinated respondents reported:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• being worried about getting sick/side effects as a barrier to getting vaccinated.</td>
</tr>
<tr>
<td>• believed that there was not enough information on how the vaccine interacted with other health conditions.</td>
</tr>
<tr>
<td>• did not believe the vaccine was safe or effective.</td>
</tr>
<tr>
<td>• Trust in various messengers remained low across all months</td>
</tr>
<tr>
<td>• A number of unvaccinated respondents said that “nothing” will motivate them to get the vaccine</td>
</tr>
</tbody>
</table>

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 478 respondents and the unvaccinated sample size is 173 respondents)*
Next steps: how can you continue to think about and use the data?

1) Continue to use data to **inform changes to vaccine distribution and marketing campaigns in Oakland**

2) Use data to **guide additional conversations in your communities** (conducting listening sessions or focus groups on main points or findings, such as many unvaccinated respondents believing the vaccine was developed too quickly, or believing the vaccine was not safe or effective)

3) Leverage your data to **apply for other sources of funding** (your data demonstrates a specific need in your specific community)

4) Use the experience and capacity you gained from collecting this data to **collect data again in the future to assess other needs in your community**!
Newark: Supplemental data

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

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

- Vaccinated: Newark 96%, Survey Sample 78%
- Not vaccinated: Newark 4%, Survey Sample 22%

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

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

- Female: Newark 52%, Survey Sample 61%
- Male: Newark 48%, Survey Sample 35%

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

- 18-29 years: Newark 14%, Survey Sample 14%
- 30-39 years: Newark 25%, Survey Sample 16%
- 40-49 years: Newark 19%, Survey Sample 19%
- 50-64 years: Newark 19%, Survey Sample 31%
- 65+ years: Newark 24%, Survey Sample 14%
- Missing: Newark 6%

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.

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

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

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

<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>26%</td>
</tr>
<tr>
<td>Trade or vocational school</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Some college or 2-year degree</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>College or higher</td>
<td>38%</td>
<td>31%</td>
</tr>
<tr>
<td>Missing</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

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

**Race/ethnicity (n = 1995)**

- **African American or Black**: 74%
- **Hispanic or Latino/Latinx**: 12%
- **Prefer not to answer/missing**: 7%
- **White**: 5%
- **Asian American/Native Hawaiian or...**: 3%
- **Other**: 2%

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

**Newark BIPOC census, 2019 ACS Microdata BIPOC race/ethnicity**

- **African American or Black**: 56%
- **Hispanic or Latino/Latinx**: 41%
- **Asian American/Pacific Islander/Indigenous American or Alaskan Native**: 2%
Date respondents got their first vaccination (n=439)

The vaccinated respondents received their first dose of the vaccine largely during the period from February to April 2021 and June to August 2021.
Among vaccinated respondents \((n = 1556)\)

<table>
<thead>
<tr>
<th>Motivators</th>
<th>July/Aug ((n=298))</th>
<th>Sept/Oct ((n=531))</th>
<th>Nov/Dec ((n=373))</th>
<th>Jan/Feb ((n=60))</th>
<th>Mar/Apr ((n=291))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent death or severe illness</td>
<td>52%</td>
<td>51%</td>
<td>51%</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Protect household/family members</td>
<td>43%</td>
<td>44%</td>
<td>38%</td>
<td>44%</td>
<td>43%</td>
</tr>
<tr>
<td>Help end the pandemic</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>Able to do more activities</td>
<td>31%</td>
<td>32%</td>
<td>33%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>To comply with a vaccine mandate or requirement</td>
<td>27%</td>
<td>27%</td>
<td>28%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
<td>18%</td>
<td>18%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>To get an incentive (such as a free meal or a chance at winning a lottery)</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beliefs</th>
<th>July/Aug ((n=298))</th>
<th>Sept/Oct ((n=531))</th>
<th>Nov/Dec ((n=373))</th>
<th>Jan/Feb ((n=60))</th>
<th>Mar/Apr ((n=291))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was not studied in people like me*</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>25%</td>
<td>24%</td>
<td>24%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>31%</td>
<td>30%</td>
<td>30%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>58%</td>
<td>58%</td>
<td>58%</td>
<td>58%</td>
<td>58%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>68%</td>
<td>68%</td>
<td>68%</td>
<td>68%</td>
<td>68%</td>
</tr>
</tbody>
</table>

*Response option was not asked in Jul/Aug
Among vaccinated respondents \((n = 1556)\)

### Trusted Messengers

<table>
<thead>
<tr>
<th>Source</th>
<th>July/Aug (n=298)</th>
<th>Sept/Oct (n=531)</th>
<th>Nov/Dec (n=373)</th>
<th>Jan/Feb (n=60)</th>
<th>Mar/Apr (n=291)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td></td>
<td></td>
<td>53%</td>
<td>57%</td>
<td>59%</td>
</tr>
<tr>
<td>Scientists</td>
<td></td>
<td></td>
<td>30%</td>
<td>38%</td>
<td>42%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td></td>
<td></td>
<td>25%</td>
<td>27%</td>
<td>42%</td>
</tr>
<tr>
<td>Friends and family</td>
<td></td>
<td></td>
<td>27%</td>
<td>36%</td>
<td>62%</td>
</tr>
<tr>
<td>CDC</td>
<td>16%</td>
<td>28%</td>
<td>34%</td>
<td>34%</td>
<td>45%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td></td>
<td></td>
<td>20%</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>State and local government</td>
<td></td>
<td></td>
<td>15%</td>
<td>18%</td>
<td>25%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td></td>
<td></td>
<td>11%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Federal government</td>
<td></td>
<td></td>
<td>8%</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>News media</td>
<td>12%</td>
<td>18%</td>
<td>20%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

From July 2021-April 2022
Among vaccinated respondents \((n=1556)\)

**Booster shot status**

- **Yes, will probably get a booster shot**
  - July/Aug \((n=298)\): 8%
  - Sept/Oct \((n=531)\): 5%
  - Nov/Dec \((n=373)\): 35%
  - Jan/Feb \((n=60)\): 39%

- **Yes, will definitely get a booster shot**
  - July/Aug \((n=298)\): 21%
  - Sept/Oct \((n=531)\): 10%
  - Nov/Dec \((n=373)\): 25%
  - Jan/Feb \((n=60)\): 33%

- **I have already received a COVID-19 booster shot**
  - July/Aug \((n=298)\): 2%
  - Sept/Oct \((n=531)\): 18%
  - Nov/Dec \((n=373)\): 45%
  - Jan/Feb \((n=60)\): 79%

- **No, will probably not get a booster shot**
  - July/Aug \((n=298)\): 11%
  - Sept/Oct \((n=531)\): 3%
  - Nov/Dec \((n=373)\): 13%

- **No, will definitely not get a booster shot**
  - July/Aug \((n=298)\): 6%
  - Sept/Oct \((n=531)\): 3%
  - Nov/Dec \((n=373)\): 9%
  - Jan/Feb \((n=60)\): 3%

- **Missing**
  - July/Aug \((n=298)\): 6%
  - Sept/Oct \((n=531)\): 6%
  - Nov/Dec \((n=373)\): 5%
  - Jan/Feb \((n=60)\): 0%
## Survey Insights: Cross-Site Supplemental Slides

### Survey Insights by City

*(n = 439)*

#### Among unvaccinated respondents

**Barriers/Enablers**

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Jul/Aug (n=143)</th>
<th>Sept/Oct (n=146)</th>
<th>Nov/Dec (n=78)</th>
<th>Jan/Feb (n=21)</th>
<th>Mar/Apr (n=50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>72%</td>
<td>71%</td>
<td>78%</td>
<td>70%</td>
<td>77%</td>
</tr>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>24%</td>
<td>22%</td>
<td>30%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>13%</td>
<td>16%</td>
<td>20%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>7%</td>
<td>10%</td>
<td>12%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>11%</td>
<td>13%</td>
<td>15%</td>
<td>12%</td>
<td>10%</td>
</tr>
</tbody>
</table>

#### Beliefs

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

*Response option was not asked in Jan/Feb or Mar/Apr report*
Among unvaccinated respondents \((n = 439)\)

### Motivators

<table>
<thead>
<tr>
<th>Reason</th>
<th>Jul/Aug (n=143)</th>
<th>Sept/Oct (n=146)</th>
<th>Nov/Dec (n=78)</th>
<th>Jan/Feb (n=21)</th>
<th>Mar/Apr (n=50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>29%</td>
<td>40%</td>
<td>50%</td>
<td>45%</td>
<td>50%</td>
</tr>
<tr>
<td>Other</td>
<td>28%</td>
<td>50%</td>
<td>48%</td>
<td>48%</td>
<td>70%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>13%</td>
<td>20%</td>
<td>14%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>12%</td>
<td>14%</td>
<td>28%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>12%</td>
<td>20%</td>
<td>14%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>A vaccine requirement to do certain activities (like traveling or going to a concert)</td>
<td>12%</td>
<td>20%</td>
<td>14%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>A vaccine requirement at my office/place of work</td>
<td>12%</td>
<td>20%</td>
<td>14%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>A large gift or incentive</td>
<td>12%</td>
<td>20%</td>
<td>14%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>12%</td>
<td>20%</td>
<td>14%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>12%</td>
<td>20%</td>
<td>14%</td>
<td>10%</td>
<td>8%</td>
</tr>
</tbody>
</table>

### Trusted Messengers

- Doctor/health care provider: 30%, 35%, 52%
- Friends and family: 25%, 24%, 43%
- Pharmacists: 16%, 21%, 48%
- Scientists: 4%, 18%, 48%
- Religious leaders: 16%, 20%, 48%
- CDC: 15%, 15%, 48%
- CBOs/nonprofits: 13%, 15%, 48%
- State and local government: 10%, 10%, 48%
- Social media: 2%, 2%, 48%
- News media: 2%, 2%, 48%
- Federal government: 6%, 12%, 48%

**Response option was not asked in Jul/Aug**
Survey insights by city: Oakland
Overview

- Methodology
- Respondents’ vaccination status and intentions (*cumulative data*)
- Respondents’ Covid-19 testing history (*cumulative data*)
- Characteristics among vaccinated respondents (*cumulative data*)
- Trends among vaccinated respondents (*bi-monthly data trends*)
- Characteristics among unvaccinated respondents (*cumulative data*)
- Trends among unvaccinated respondents (*bi-monthly data trends*)
- Summary and next steps
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** conducts in-person interviews at tabling opportunities outside its offices.
- **LSPC** conducts in-person interviews at local businesses such as barbershops, nail salons, and other venues. It uses a combination of paper intercept surveys and self-administered web surveys.

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

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

651 total surveys collected!
Vaccination status and intention \(n = 651\)

The share of respondents who received at least one dose of the COVID-19 vaccine did not vary by much between months, but overall, there was a slight increase from July 2021 to April 2022.

Across months, there were few unvaccinated respondents who noted they would definitely get the vaccine (<18%). Additionally, only a small share of unvaccinated respondents reported that they would definitely get the vaccine, with the share dropping over time. Over half of unvaccinated respondents surveyed between January and April 2022 reported that they would definitely not get the vaccine.

*Survey questions 2, 2a and 6.*
# Respondents’ personal experience with Covid-19 (n=470)

65% of vaccinated respondents surveyed between October 2021 and April 2022 noted **never having tested positive for Covid-19 or being told they have Covid-19**. Just about **four-fifths** of unvaccinated respondents noted **never having tested positive for Covid-19 or being told they have Covid-19 (79%)**.

<table>
<thead>
<tr>
<th>VACCINATED (n=352)</th>
<th>UNVACCINATED (n=118)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td><strong>65%</strong></td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td><strong>31%</strong></td>
</tr>
<tr>
<td>Missing</td>
<td><strong>2%</strong></td>
</tr>
<tr>
<td>I don't know</td>
<td><strong>2%</strong></td>
</tr>
<tr>
<td>Never tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td><strong>79%</strong></td>
</tr>
<tr>
<td>Ever tested positive for COVID-19 or been told by a health care provider that you have COVID-19</td>
<td><strong>15%</strong></td>
</tr>
<tr>
<td>Missing</td>
<td><strong>0%</strong></td>
</tr>
<tr>
<td>I don't know</td>
<td><strong>6%</strong></td>
</tr>
</tbody>
</table>

*Survey question 8.3*
Who are the vaccinated respondents? \((n = 478)\)

61% of the vaccinated respondents surveyed between July 2021 and April 2022 were female, 44% were African American or Black, and 36% were Hispanic or Latino/Latinx. Most were from zip codes 94601 and 94605.

*Survey questions 1, 10, and 11*
Who are the vaccinated respondents? \((n = 478)\)

The vaccinated respondents surveyed between July 2021 and April 2022 were fairly evenly distributed between ages 18-64 years. **Two-fifths** had a **high school degree/GED or less (40%)**.

*Survey questions 9a, 12, and 13; **With such a relatively high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent.*
Who are the vaccinated respondents? ($n = 478$)

Over four-fifths of vaccinated respondents surveyed between July 2021 and April 2022 (82%) were covered by health insurance and over three-quarters (76%) did not report having any high-risk health conditions.

<table>
<thead>
<tr>
<th>Health insurance coverage</th>
<th>High-risk medical conditions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, covered by health insurance</td>
<td>No, don't have a high-risk health condition</td>
</tr>
<tr>
<td>82%</td>
<td>76%</td>
</tr>
<tr>
<td>No, not covered by health insurance</td>
<td>Yes, have a high-risk health condition</td>
</tr>
<tr>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Missing</td>
<td>Missing</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Survey questions 14 and 15

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

Most respondents took twenty minutes or fewer to get to the vaccine location (70-79%) and many noted it was very easy or somewhat easy to make an appointment (84-91%).

Access

Twenty minutes or fewer to get to vaccine location

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>July/Aug (n=80)</td>
<td>70%</td>
</tr>
<tr>
<td>Sept/Oct (n=82)</td>
<td>72%</td>
</tr>
<tr>
<td>Nov/Dec (n=127)</td>
<td>71%</td>
</tr>
<tr>
<td>Jan/Feb (n=69)</td>
<td>74%</td>
</tr>
<tr>
<td>Mar/Apr (n=119)</td>
<td>79%</td>
</tr>
</tbody>
</table>

Very easy or somewhat easy to make vaccine appointment

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>July/Aug (n=80)</td>
<td>84%</td>
</tr>
<tr>
<td>Sept/Oct (n=82)</td>
<td>85%</td>
</tr>
<tr>
<td>Nov/Dec (n=127)</td>
<td>89%</td>
</tr>
<tr>
<td>Jan/Feb (n=69)</td>
<td>84%</td>
</tr>
<tr>
<td>Mar/Apr (n=119)</td>
<td>91%</td>
</tr>
</tbody>
</table>

*Survey questions 3b and 4*
Motivators and trusted messengers over time (vaccinated)

- Fairly consistent across all months, vaccinated respondents noted that the vaccine preventing death/severe illness and protecting household/family members is a motivator to get the vaccine.
- While doctors/health care providers remained one of the top trusted messengers for vaccinated respondents, there was lower trust for them January through April 2022.

### Motivators

- Prevent death or severe illness: 49%, 54%, 62%, 61%
- Protect household/family members: 45%, 56%, 65%, 62%
- Help end the pandemic: 46%, 52%, 52%, 45%
- Able to do more activities: 25%, 30%, 48%, 48%

### Trusted Messengers

- Doctor/health care provider: 56%, 42%, 52%, 60%
- Scientists: 34%, 33%, 36%
- Friends and family: 18%, 44%, 43%
- State and local government: 15%, 15%
- Federal government: 11%, 10%, 16%

*Survey questions 5 and 8*
**Booster shot trends (vaccinated)**

**Booster shot status and intention**

- **Getting a booster shot will help prevent death or severe illness**
  - Sept/Oct (n=82): 68%
  - Nov/Dec (n=127): 52%
  - Jan/Feb (n=69): 62%
  - Mar/Apr (n=119): 66%

- **Will help protect my household/family members**
  - Sept/Oct (n=82): 52%
  - Nov/Dec (n=127): 48%
  - Jan/Feb (n=69): 49%
  - Mar/Apr (n=119): 50%

- **Will help get life back to normal**
  - Sept/Oct (n=82): 35%
  - Nov/Dec (n=127): 42%
  - Jan/Feb (n=69): 35%
  - Mar/Apr (n=119): 42%

- **Do not think getting a booster shot is necessary**
  - Sept/Oct (n=82)
    - 16%
  - Nov/Dec (n=127)
    - 21%
  - Jan/Feb (n=69)
    - 23%
  - Mar/Apr (n=119)
    - 21%

*This belief remains under one-quarter.*

Each month, more respondents noted they received their booster shot (almost reaching 50% by March/April 2022). This might be one reason why fewer respondents said they would get one across time.

Compared to Sept-Dec 2021, in Jan-Apr 2022 confidence about booster shots preventing death/severe illness, protecting household members, and getting life back to normal was lower.

*Survey question 8.1*  
*Survey question 8.2*
Who are the unvaccinated respondents? \((n = 173)\)

Among the unvaccinated respondents surveyed between July 2021 and April 2022, **50% were male and 62% were African American or Black.**

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

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

- African American or Black: 62%
- Hispanic or Latino/Latinx: 17%
- White: 7%
- Prefer not to answer/missing: 6%
- Indigenous American or Alaskan Native: 5%
- Asian: 4%
- Other race: 2%
- Native Hawaiian or Pacific Islander: 1%

*Survey questions 1, 10, and 11*
**Who are the unvaccinated respondents?** (n = 173)

Just over half of unvaccinated respondents surveyed between July 2021 and April 2022 were ages **18-39 (55%)** and over half had a **high school diploma/GED or less (58%)**

### Age
- **1%** of respondents did not answer this question.
- **7%** did not provide an age.
- **18%** were 65+ years old.
- **19%** were 50-64 years old.
- **28%** were 40-49 years old.
- **27%** were 30-39 years old.
- **16%** were 18-29 years old.

**Compared to vaccinated respondents, a slightly larger share of unvaccinated respondents were in the younger age groups, but overall the distribution was relatively similar.**

### Income
- **21%** of respondents did not answer this question.
- **6%** prefer not to answer.
- **22%** earn $80,000 and over.
- **35%** earn $40,000 to $79,999.
- **16%** earn $10,000 to $39,999.
- **16%** earn $0 to $10,000.

**Vaccinated and unvaccinated respondents had similar income distributions.**

### Education
- **1%** of respondents did not answer this question.
- **3%** did not provide an education level.
- **23%** have a master's degree or higher.
- **8%** have a bachelor's or 4-year degree.
- **58%** have some college or 2-year degree.
- **23%** have trade or vocational school.
- **8%** are high school graduates, GED, some HS, or less.

**Compared to vaccinated respondents, unvaccinated respondents had lower education levels.**

*Survey questions 9a, 12, and 13; **With such a relatively high % of missing income responses it is difficult to accurately describe the typical income of a vaccinated respondent.*
Who are the unvaccinated respondents? \((n = 173)\)

Among the unvaccinated respondents surveyed between July 2021 and April 2022, four-fifths were covered by health insurance (80%) and 83% did not report having any high-risk health conditions.

**Health insurance coverage**

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

**High-risk medical conditions**

- No, don't have a high-risk health condition: 83%
- Yes, have a high-risk health condition: 16%
- Missing: 1%

*Survey questions 14 and 15*

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

- Most unvaccinated respondents knew where they could go to get a vaccine (63-80%).
- While many respondents (73%) in July/Aug were worried about getting sick/side effects from the vaccine, fewer respondents in March/April believed this (29% in March/April).
- Many respondents consistently reported believing that the vaccine was developed too quickly (45-74%).

### Barriers/Enablers

- **Know where I can go to get a vaccine**
  - July/Aug (n=40)
  - Sept/Oct (n=35)
  - Nov/Dec (n=35)
  - Jan/Feb (n=25)
  - Mar/Apr (n=38)

- **Worried about getting sick/side effects from vaccine**
  - July/Aug (n=40)
  - Sept/Oct (n=35)
  - Nov/Dec (n=35)
  - Jan/Feb (n=25)
  - Mar/Apr (n=38)

- **Worried about missing work in order to get vaccine**
  - July/Aug (n=40)
  - Sept/Oct (n=35)
  - Nov/Dec (n=35)
  - Jan/Feb (n=25)
  - Mar/Apr (n=38)

### Beliefs

- **Vaccine was developed too quickly compared with other vaccines**
  - July/Aug (n=40)
  - Sept/Oct (n=35)
  - Nov/Dec (n=35)
  - Jan/Feb (n=25)
  - Mar/Apr (n=38)

- **Friends/family want me to get vaccinated**
  - July/Aug (n=40)
  - Sept/Oct (n=35)
  - Nov/Dec (n=35)
  - Jan/Feb (n=25)
  - Mar/Apr (n=38)

- **Not enough info on how the vaccine might interact with other health conditions**
  - July/Aug (n=40)
  - Sept/Oct (n=35)
  - Nov/Dec (n=35)
  - Jan/Feb (n=25)
  - Mar/Apr (n=38)

- **Vaccine is safe**
  - July/Aug (n=40)
  - Sept/Oct (n=35)
  - Nov/Dec (n=35)
  - Jan/Feb (n=25)
  - Mar/Apr (n=38)

- **Vaccine is effective**
  - July/Aug (n=40)
  - Sept/Oct (n=35)
  - Nov/Dec (n=35)
  - Jan/Feb (n=25)
  - Mar/Apr (n=38)

- **Very few believe vaccine is safe/effective**
  - July/Aug (n=40)
  - Sept/Oct (n=35)
  - Nov/Dec (n=35)
  - Jan/Feb (n=25)
  - Mar/Apr (n=38)

*Survey questions 6b and 7; **Given the small sample sizes, it is important not to overinterpret these differences.*
Motivators and trusted messengers over time (unvaccinated)

- Across months, most unvaccinated respondents reported they would be motivated to get the vaccine if there was more time to wait and see whether it works.
- While overall trust in listed messengers was low among unvaccinated respondents, respondents surveyed between January and April 2022 reported slightly higher levels of trust in doctor/health care providers, friends and family, and religious leaders.

**Motivators**

- More time to wait and see whether the vaccine works:
  - July/Aug (n=40): 60%
  - Sept/Oct (n=35): 37%
  - Nov/Dec (n=35): 51%
  - Jan/Feb (n=25): 40%
  - Mar/Apr (n=38): 32%

- See a person I trust get the vaccine:
  - July/Aug (n=40): 43%
  - Sept/Oct (n=35): 11%
  - Nov/Dec (n=35): 23%
  - Jan/Feb (n=25): 20%
  - Mar/Apr (n=38): 5%

- Talking to someone who can answer my questions:
  - July/Aug (n=40): 43%
  - Sept/Oct (n=35): 17%
  - Nov/Dec (n=35): 17%
  - Jan/Feb (n=25): 16%
  - Mar/Apr (n=38): 15%

**Trusted Messengers**

- Doctor/health care provider:
  - July/Aug (n=40): 18%
  - Sept/Oct (n=35): 14%
  - Nov/Dec (n=35): 14%
  - Jan/Feb (n=25): 28%
  - Mar/Apr (n=38): 21%

- Friends and family:
  - July/Aug (n=40): 15%
  - Sept/Oct (n=35): 5%
  - Nov/Dec (n=35): 23%
  - Jan/Feb (n=25): 23%
  - Mar/Apr (n=38): 24%

- Religious leaders:
  - July/Aug (n=40): 5%
  - Sept/Oct (n=35): 6%
  - Nov/Dec (n=35): 11%
  - Jan/Feb (n=25): 20%
  - Mar/Apr (n=38): 21%

*Survey questions 6c and 8; **Given the small sample sizes, it is important not to overinterpret these differences.
Summary of key findings

KEY CHARACTERISTICS ABOUT SAMPLE

<table>
<thead>
<tr>
<th>VACCINATED VS UNVACCINATED*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A larger share of vaccinated respondents were female compared to unvaccinated respondents.</td>
</tr>
<tr>
<td>• A larger share of unvaccinated respondents were African American/Black compared to vaccinated respondents.</td>
</tr>
<tr>
<td>• Unvaccinated respondents had a larger share of respondents who had a high school diploma/GED or less.</td>
</tr>
</tbody>
</table>

KEY TAKEAWAYS

**VACCINATED RESPONDENTS**

• Across all months, vaccinated respondents believed:
  • preventing death/severe illness and protecting household/family members was a motivator to get the vaccine.
  • the vaccine was safe and effective.

• Vaccine access was not a major issue. Many respondents reported it was easy to make a vaccine appointment and reported it didn’t take long to get to the vaccine location.

• Each month, more respondents received their booster shot; confidence that booster shots prevent death/severe illness and get life back to normal was low.

**UNVACCINATED RESPONDENTS**

• Across all months:
  • being worried about getting sick/side effects remained a top barrier to getting vaccinated.
  • many believed that the vaccine was developed too quickly compared with other vaccines.
  • Respondents did not believe the vaccine was safe or effective.

• While in July/August, many believed that talking to someone to answer vaccine questions or seeing someone they know get vaccinated would motivate them to get the vaccine, fewer respondents believed this starting September. Overall, trust in various messengers remained low across all months (below 32%).

*Please note that some of these differences could be due to sample size differences (vaccinated sample size is 478 respondents and the unvaccinated sample size is 173 respondents)
Next steps: how can you continue to think about and use the data?

1) Continue to use data to inform changes to vaccine distribution and marketing campaigns in Oakland

2) Use data to guide additional conversations in your communities (conducting listening sessions or focus groups on main points or findings, such as many unvaccinated respondents believing the vaccine was developed too quickly, or believing the vaccine was not safe or effective)

3) Leverage your data to apply for other sources of funding (your data demonstrates a specific need in your specific community)

4) Use the experience and capacity you gained from collecting this data to collect data again in the future to assess other needs in your community!
Oakland supplemental data

- Survey respondent demographics vs. city BIPOC demographics
- All figures for questions analyzed (July 2021-April 2022 data)
Survey respondent demographics vs. Oakland BIPOC demographics

**Vaccination status (at least one dose): Oakland vs. Survey Sample (n = 651)**

- Vaccinated: 89% (Oakland) vs. 73% (Survey Sample)
- Not vaccinated: 12% (Oakland) vs. 27% (Survey Sample)

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

**Gender: Oakland vs. Survey Sample (n = 651)**

- Female: 53% (Oakland) vs. 57% (Survey Sample)
- Male: 47% (Oakland) vs. 40% (Survey Sample)

*The survey sample has a slightly larger share of female respondents than the Oakland BIPOC population.

**Age: Oakland vs. Survey Sample (n = 651)**

- 18-29 years: 17% (Oakland) vs. 22% (Survey Sample)
- 30-39 years: 23% (Oakland) vs. 26% (Survey Sample)
- 40-49 years: 21% (Oakland) vs. 20% (Survey Sample)
- 50-64 years: 19% (Oakland) vs. 19% (Survey Sample)
- 65+ years: 20% (Oakland) vs. 11% (Survey Sample)
- Missing: 2% (Oakland) vs. 2% (Survey Sample)

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

Education: Oakland vs. Survey Sample (n = 651)

<table>
<thead>
<tr>
<th>Category</th>
<th>Oakland BIPOC census, 2019 ACS microdata</th>
<th>Survey Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS graduate, GED, some HS, or less</td>
<td>61%</td>
<td>44%</td>
</tr>
<tr>
<td>Trade or vocational school</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Some college or 2-year degree</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>College or higher</td>
<td>12%</td>
<td>22%</td>
</tr>
<tr>
<td>Missing</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

Oakland BIPOC census, 2019 ACS microdata BIPOC race/ethnicity (n = 651)

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

Survey Sample Race/ethnicity (Select all that apply) (n = 651)

- African American or Black: 49%
- Hispanic or Latino/Latinx: 31%
- Asian American/Native Hawaiian or Pacific Islander/Indigenous American or Alaskan Native: 13%
- White: 9%
- Prefer not to answer/missing: 3%
- Other: 2%

Compared with Oakland’s BIPOC population, survey respondents had slightly more African American or Black respondents and slightly less Hispanic or Latino/Latinx respondents.
Date respondents got their first vaccination (n=478)

The vaccinated respondents received their first dose of the vaccine largely during the period from **February to August 2021**.
Among vaccinated respondents \((n = 478)\)

**Motivators**

- Prevent death or severe illness: 49% (July/Aug), 45% (Sept/Oct), 45% (Nov/Dec), 54% (Jan/Feb), 45% (Mar/Apr)
- Protect household/family members: 56% (July/Aug), 66% (Sept/Oct), 65% (Nov/Dec), 54% (Jan/Feb), 56% (Mar/Apr)
- Help end the pandemic: 46% (July/Aug), 52% (Sept/Oct), 45% (Nov/Dec), 46% (Jan/Feb), 36% (Mar/Apr)
- Able to do more activities: 25% (July/Aug), 30% (Sept/Oct), 37% (Nov/Dec), 48% (Jan/Feb), 48% (Mar/Apr)
- Comply with a vaccine mandate or requirement: 15% (July/Aug), 24% (Sept/Oct), 38% (Nov/Dec), 9% (Jan/Feb), 30% (Mar/Apr)
- Other: 9% (July/Aug), 4% (Sept/Oct), 3% (Nov/Dec), 6% (Jan/Feb), 1% (Mar/Apr)
- Get an incentive (such as a free meal or a chance at winning a lottery): 14% (July/Aug), 3% (Sept/Oct), 0% (Nov/Dec), 5% (Jan/Feb), 3% (Mar/Apr)

**Beliefs**

- Vaccine was not studied in people like me*: 16% (July/Aug), 27% (Sept/Oct), 31% (Nov/Dec), 16% (Jan/Feb), 31% (Mar/Apr)
- Vaccine was developed too quickly compared with other vaccines: 32% (July/Aug), 31% (Sept/Oct), 36% (Nov/Dec), 33% (Jan/Feb), 35% (Mar/Apr)
- Friends/family want me to get vaccinated: 59% (July/Aug), 61% (Sept/Oct), 61% (Nov/Dec), 61% (Jan/Feb), 61% (Mar/Apr)
- Not enough info on how the vaccine might interact with other health conditions: 29% (July/Aug), 39% (Sept/Oct), 44% (Nov/Dec), 30% (Jan/Feb), 36% (Mar/Apr)
- Vaccine is safe: 66% (July/Aug), 61% (Sept/Oct), 74% (Nov/Dec), 66% (Jan/Feb), 74% (Mar/Apr)
- Vaccine is effective: 69% (July/Aug), 69% (Sept/Oct), 79% (Nov/Dec), 61% (Jan/Feb), 77% (Mar/Apr)
- Vaccine will help get life back to normal: 48% (July/Aug), 48% (Sept/Oct), 70% (Nov/Dec), 61% (Jan/Feb), 70% (Mar/Apr)
- Getting vaccine goes against my religious beliefs: 3% (July/Aug), 3% (Sept/Oct), 2% (Nov/Dec), 12% (Jan/Feb), 11% (Mar/Apr)

*Response option not asked in Jan/Feb or Mar/Apr report
### Among vaccinated respondents ($n = 478$)

#### Trusted Messengers

<table>
<thead>
<tr>
<th>Source</th>
<th>July/Aug (n=80)</th>
<th>Sept/Oct (n=82)</th>
<th>Nov/Dec (n=127)</th>
<th>Jan/Feb (n=69)</th>
<th>Mar/Apr (n=119)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/health care provider</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Scientists</td>
<td>19%</td>
<td>22%</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>22%</td>
<td>24%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>28%</td>
<td>30%</td>
<td>28%</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>CDC</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>State and local government</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>13%</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>News media</td>
<td>12%</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Federal government</td>
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<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Social media</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

From July 2021-April 2022
Among vaccinated respondents

Booster shot status

- I have already received a COVID-19 booster shot:
  - Sept/Oct (n=82): 5%
  - Nov/Dec (n=127): 19%
  - Jan/Feb (n=69): 43%
  - Mar/Apr (n=119): 48%

- Yes, will definitely get a booster shot:
  - Sept/Oct (n=82): 17%
  - Nov/Dec (n=127): 35%
  - Jan/Feb (n=69): 13%

- Yes, will probably get a booster shot:
  - Sept/Oct (n=82): 28%
  - Nov/Dec (n=127): 28%
  - Jan/Feb (n=69): 50%
  - Mar/Apr (n=119): 12%

- No, will probably not get a booster shot:
  - Sept/Oct (n=82): 10%
  - Nov/Dec (n=127): 7%
  - Jan/Feb (n=69): 13%
  - Mar/Apr (n=119): 15%

- No, will definitely not get a booster shot:
  - Sept/Oct (n=82): 9%
  - Nov/Dec (n=127): 5%
  - Jan/Feb (n=69): 7%
  - Mar/Apr (n=119): 14%

- Missing:
  - Sept/Oct (n=82): 1%
  - Nov/Dec (n=127): 1%
  - Jan/Feb (n=69): 3%
  - Mar/Apr (n=119): 3%
Among unvaccinated respondents \( (n = 173) \)

<table>
<thead>
<tr>
<th>Barriers/Enablers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know how to get info about scheduling a vaccine appointment</td>
<td>83% 74%</td>
</tr>
<tr>
<td>Know where I can go to get a vaccine</td>
<td>80% 66%</td>
</tr>
<tr>
<td>Worried about getting sick/side effects from vaccine</td>
<td>43% 54% 29% 40%</td>
</tr>
<tr>
<td>Worried about missing work in order to get vaccine</td>
<td>14% 12% 8% 5%</td>
</tr>
<tr>
<td>Worried about having to present an ID/other documentation</td>
<td>9% 11% 8% 5%</td>
</tr>
<tr>
<td>Worried about paying for vaccine</td>
<td>9% 6% 4% 5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beliefs</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine was not studied in people like me*</td>
<td>49% 63%</td>
</tr>
<tr>
<td>Vaccine was developed too quickly compared with other vaccines</td>
<td>45% 64% 74%</td>
</tr>
<tr>
<td>Friends/family want me to get vaccinated</td>
<td>28% 14%</td>
</tr>
<tr>
<td>Not enough info on how the vaccine might interact with other health conditions</td>
<td>26% 40% 29% 78%</td>
</tr>
<tr>
<td>Vaccine is safe</td>
<td>6% 20% 11% 28%</td>
</tr>
<tr>
<td>Vaccine is effective</td>
<td>14% 23% 16% 24% 23%</td>
</tr>
<tr>
<td>Vaccine will help get life back to normal</td>
<td>9% 23% 8% 12% 10% 11%</td>
</tr>
<tr>
<td>Getting vaccine goes against my religious beliefs</td>
<td>14% 18% 18%</td>
</tr>
</tbody>
</table>

*Response option was not asked in Jan/Feb or Mar/Apr report
Among unvaccinated respondents \((n = 173)\)

### Motivators

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Oakland</th>
<th>Newark</th>
<th>Houston</th>
<th>Chicago</th>
<th>Newark</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time to wait and see whether the vaccine works</td>
<td>37%</td>
<td>51%</td>
<td>60%</td>
<td>51%</td>
<td>60%</td>
</tr>
<tr>
<td>See a person I trust get the vaccine</td>
<td>11%</td>
<td>18%</td>
<td>60%</td>
<td>43%</td>
<td>51%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>5%</td>
<td>0%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Vaccine delivery site close to home</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Talking to someone who can answer my questions</td>
<td>0%</td>
<td>5%</td>
<td>0%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Small gift or incentive</td>
<td>9%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Vaccine requirement to do activities*</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Transportation to a vaccination site</td>
<td>14%</td>
<td>8%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
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<tr>
<td>Vaccine requirement at office/place of work**</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>Large gift or incentive</td>
<td>15%</td>
<td>25%</td>
<td>25%</td>
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</tr>
</tbody>
</table>

### Trusted Messengers

<table>
<thead>
<tr>
<th>Trusted Messengers</th>
<th>Oakland</th>
<th>Newark</th>
<th>Houston</th>
<th>Chicago</th>
<th>Newark</th>
</tr>
</thead>
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<td>14%</td>
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<tr>
<td>Religious leaders</td>
<td>6%</td>
<td>11%</td>
<td>20%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>CDC</td>
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<td>11%</td>
<td>14%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>CBOs/nonprofits</td>
<td>5%</td>
<td>10%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>3%</td>
<td>3%</td>
<td>11%</td>
<td>12%</td>
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</tr>
<tr>
<td>Federal government</td>
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<tr>
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<td>3%</td>
<td>9%</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Response option was not asked in Jul/Aug**
Contact Information

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