



Research Recap
April 29, 2021

Agenda

- **Vaccination rates update**
- **Attitudes toward the vaccine**
- **Messaging and takeaways**
- **J&J opinions**

Vaccination rates update

Vaccination rates continue to increase nationally, but is slowing down

Since a peak on April 13, the rate of vaccinations has slowed – this is partially but not entirely due to the J&J pause

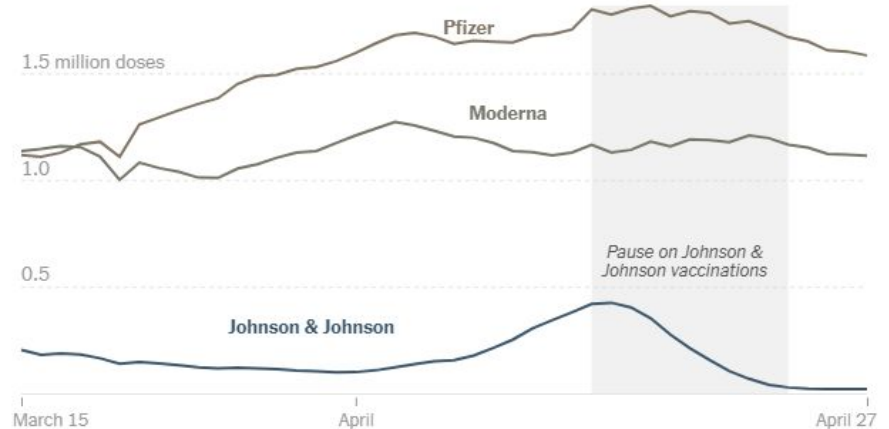
New reported doses administered by day



Source: Centers for Disease Control and Prevention | Note: Line shows a seven-day average. Data not updated on some weekends and holidays. Includes the Johnson & Johnson vaccine as of March 5.

Daily reported doses given by manufacturer

Each line shows the seven-day average.



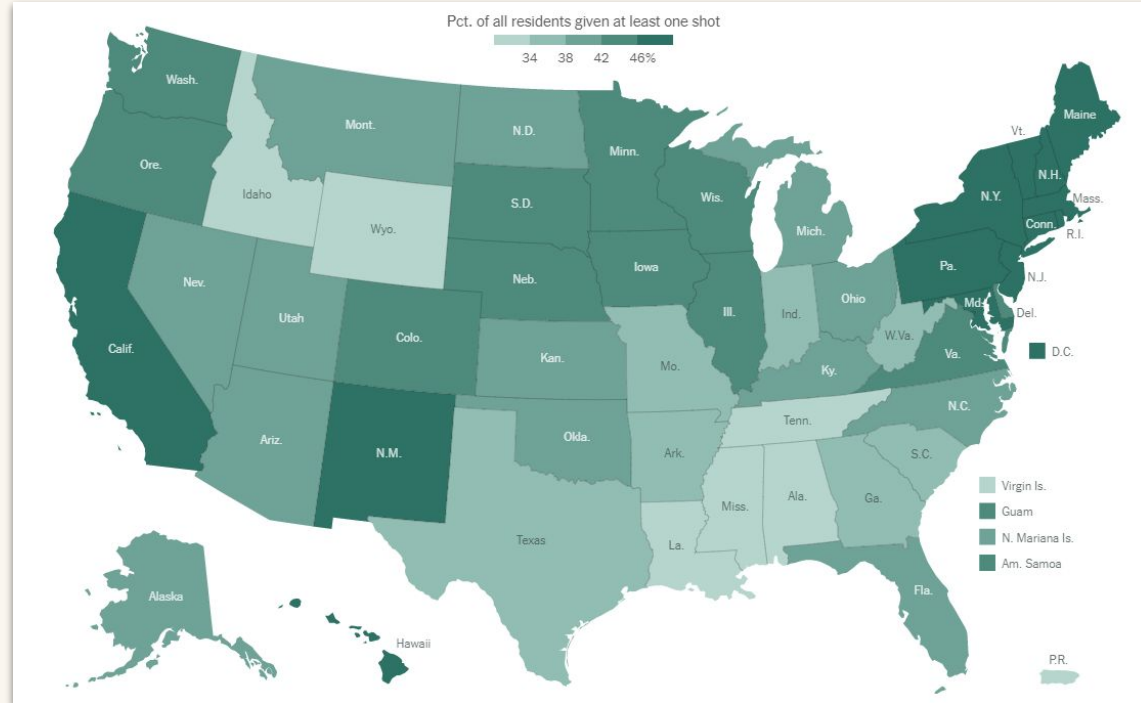
Source: Centers for Disease Control and Prevention

Vaccination rates continue to increase nationally, but are slowing down

43% of the US population has received at least one shot, and 29% is fully vaccinated.

9 states have more than half of their population receiving a shot: NH (60%), MA, CT (54%), VT, ME (53%), RI (52%), HI (51%), NJ, and NM (50%).

10 states have 35% or less: WV, IN, AK (35%), GA, TN, WY (34%), ID (33%), LA, AL (32%), and MS (31%).

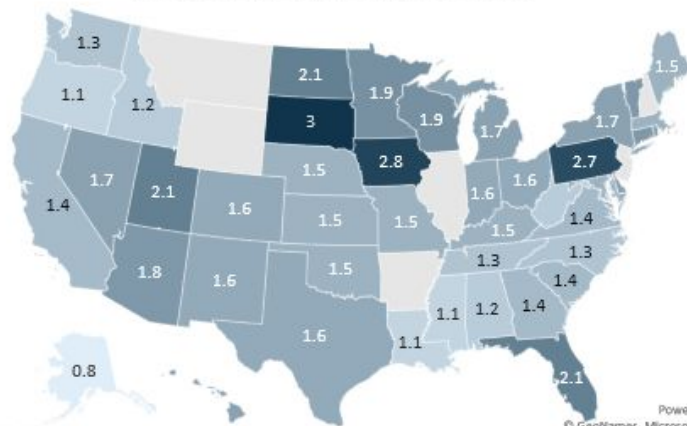


Every state is reporting a racial disparity

Among the 43 states with reliable race data, KFF reports that on average White people are being vaccinated at rates 1.6x higher than Black or Hispanic people, 0.9 the rate of Asian people. The [CDC](#) reports that White people are vaccinated at 0.76 the rate of Indigenous people.

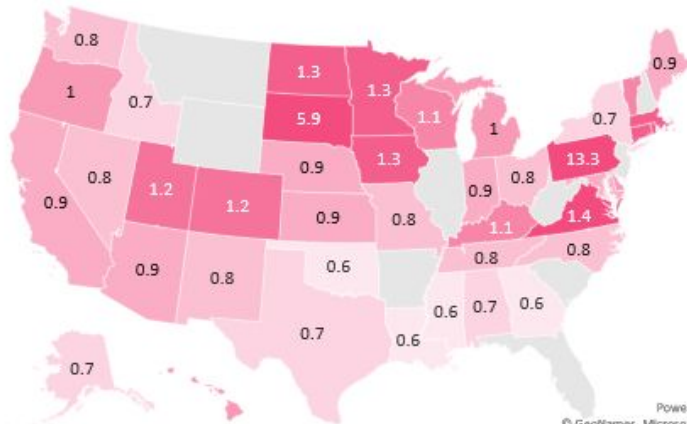
KFF, April 28

White to Black Ratio of Vaccines



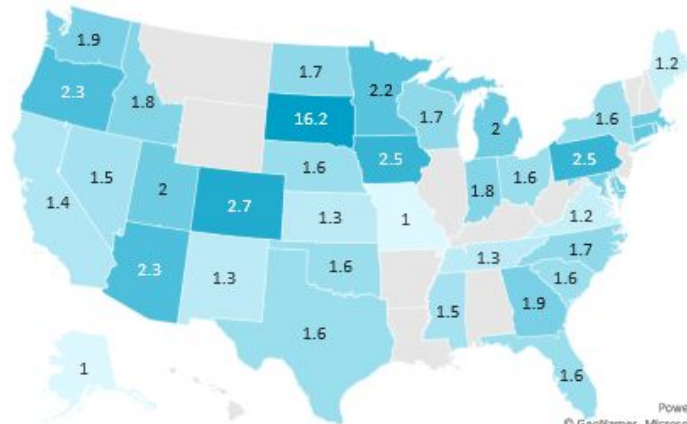
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White to Asian Ratio of Vaccines



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White to Hispanic Ratio of Vaccines



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Attitudes & experiences with the vaccine

Quick note

- Figures vary from survey to survey – due to timing, question wording, or sampling.
- This presentation chooses relevant data from different surveys for different reasons.
- Comparing within a survey – across racial groups, or over time – is a better way to read from multiple public sources, rather than trying to make sense of comparisons across surveys.

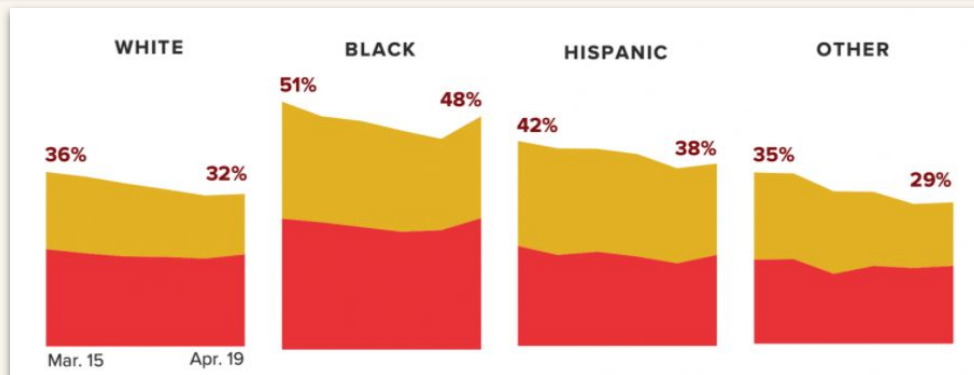
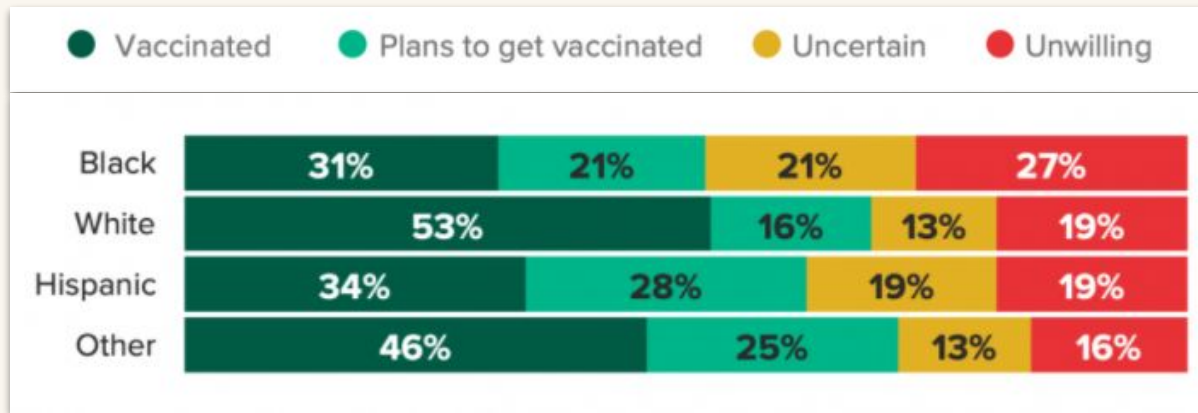
Rates of uncertainty or opposition are dropping overall but there are early warning signs

Morning Consult finds that the majority of people, across racial groups, are either vaccinated or plan to be.

But uncertainty or unwillingness are highest in the Black community, and after 7pp in the past month, increased 5pp by mid April.

This Hispanic community has lower rates of opposition, but equally high rates of uncertainty.

Morning Consult, April 19



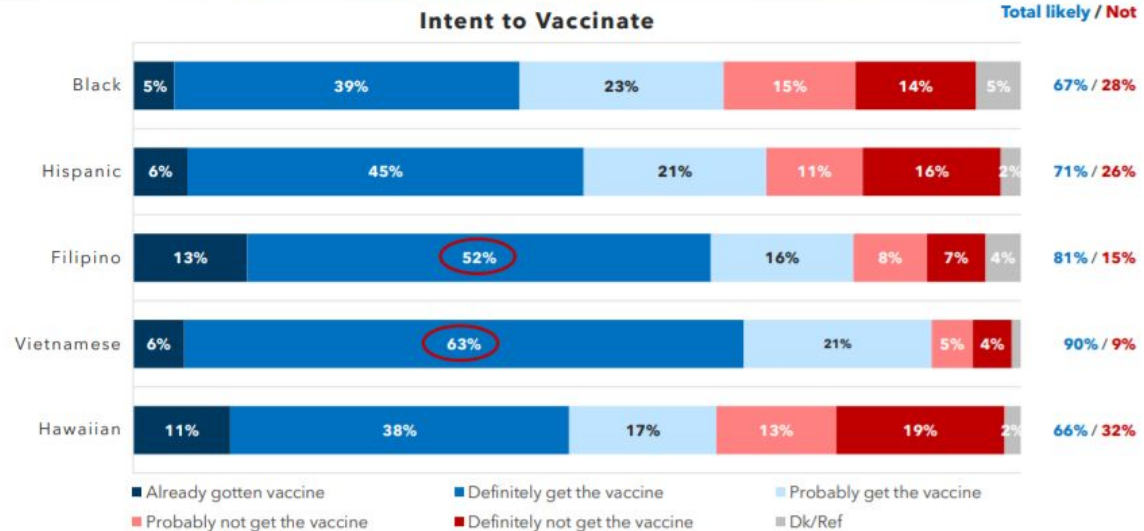
AAPI communities vary greatly

Older polling that had AAPI subgroup breakdowns found that Filipinos and Vietnamese people had higher rates of vaccine interest than Black and Latino; whereas Native Hawaiians had some of the lowest rates.

COVID NEEDS ASSESSMENT POLL - MARCH 2021

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Strong majorities of POC in our polling are ready to take the vaccine, but intensity lags among African Americans and Hawaiians



Q22. Assuming the covid-19 vaccine were available to you today at no cost to you. Would you...?

15

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Research & Strategies

Information is key to gaining confidence

Across racial groups, people who believe the vaccine is unsafe, or who don't intend to take it, are significantly **more likely to have received no information about the vaccine (gray) or negative information (red).**

In another survey, 41% of Black and Latinx respondents said that having more information was the most important thing to help them decide to get the vaccine.

([HIT Strategies & Rockefeller Foundation](#))

[Voto Latino](#) found that Facebook was the predominant source of negative information about the vaccine among Latinos.

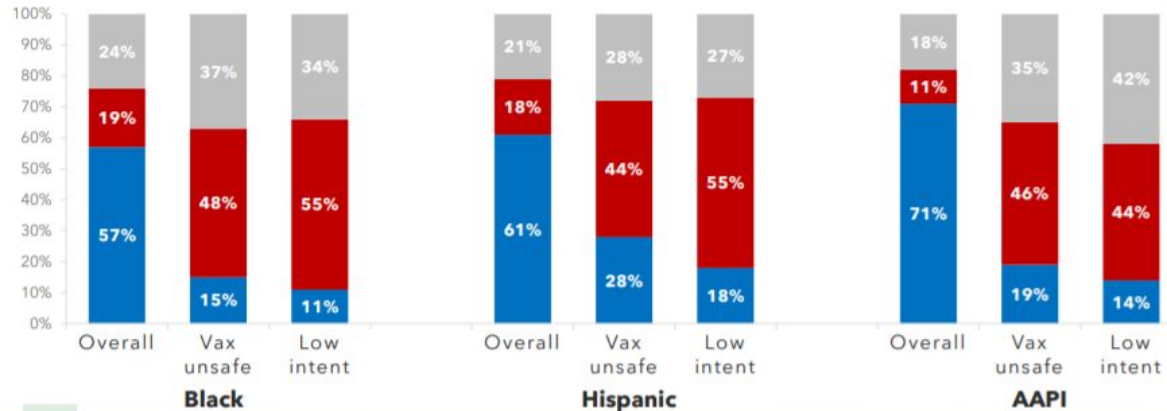
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twitter @cornellbelcher

Information is key here: compared to the general population, vaccine skeptics are **much more** likely to have consumed negative or no info about the vaccine

Media Penetration by Attitude Towards Vaccine

- No impact or have not heard/seen/read anything
- Have heard/seen/read something that made me less likely to take the vaccine
- Have heard/seen/read something that made me more likely to take the vaccine



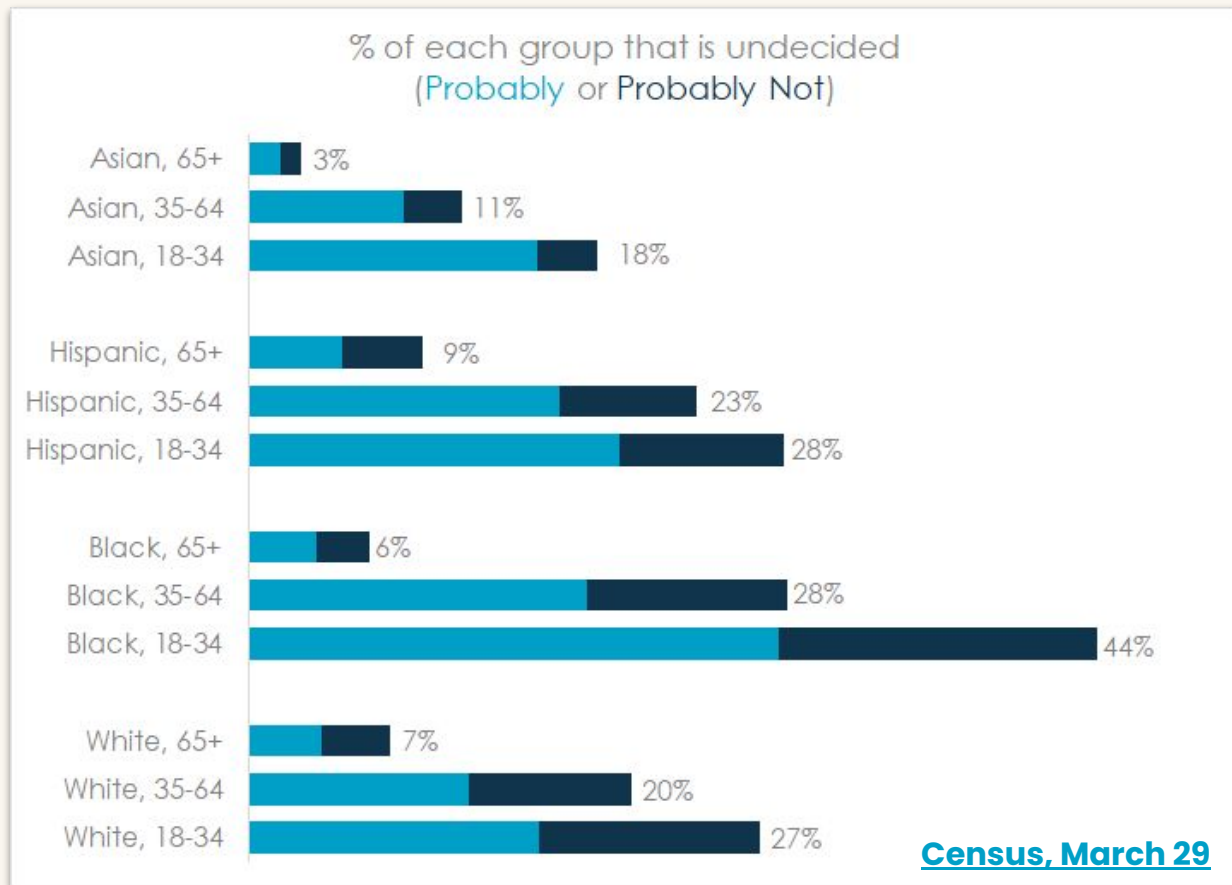
Q16. Have you seen, read or heard anything about the development of the Covid-19 vaccines approved for use? [If yes:] Would you say you've heard a lot, some, or only a little information?
 Q17. And did what you read, see, or hear about the covid-19 vaccine make you more or less likely to take the vaccine? Is that much (more/less) likely or just somewhat (more/less) likely?



Across groups, young people are the most uncertain

In every racial group that the Census Household Pulse survey reports on, people under the age of 34 had the highest rates of uncertainty (defined as answering “probably” or “probably not” versus “definitely” or “definitely not”). This is especially notable among young Black adults, among whom nearly half (44%) have not made a decision.

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Even among the interested, vaccine access varies by race

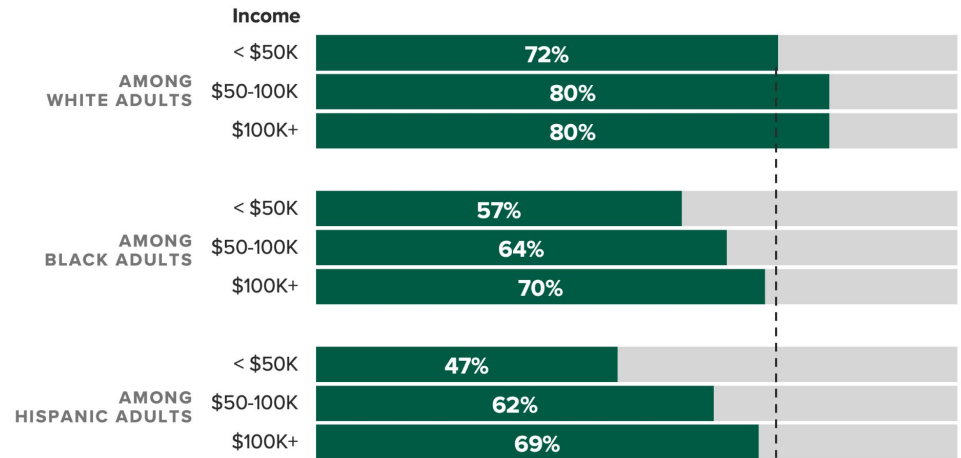
While there are people who are uncertain about, or unwilling to get the vaccine in every racial group, differences in access vary widely.

Among people who want the vaccine, 71% have received it. But among Black people who want the vaccine, 60% have received it and among Hispanic people, only 55% (compared to 77% of White people). This varies by income but the racial gaps persist at every income level.

Morning Consult, April 19

White People Who Want Vaccines Are Getting Them at Higher Rates, Even When Controlling for Income

This chart shows the share who have been vaccinated, among just those who want to be. Overall, **71 percent of adults** who want a vaccine have received one.



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Poll conducted from April 13-19, 2021, among 30,224 U.S. adults, with a margin of error of +/-1%.

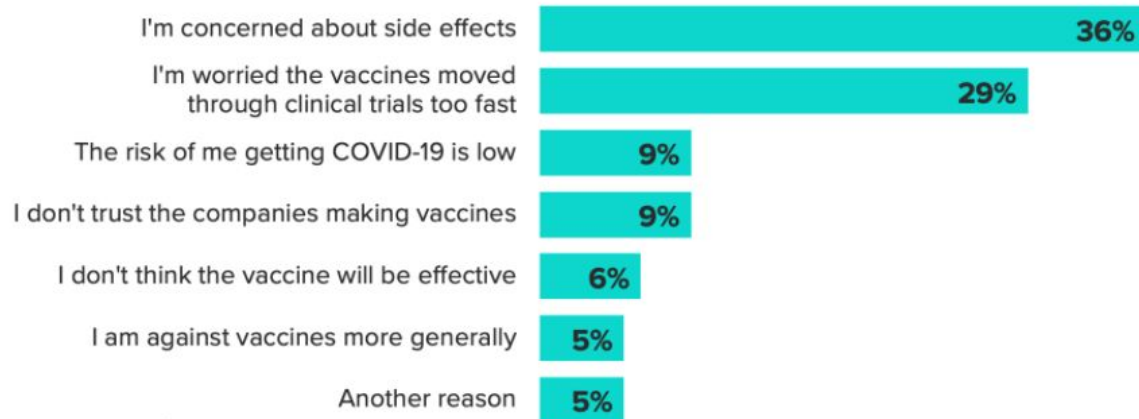
Messaging

Side effects and safety remain a top concern

Across multiple surveys, people of all racial groups cite safety and side effects as their primary concern; usually closely followed by concerns that the vaccine has been developed too quickly.

Over a Third of Vaccine Holdouts Say They're Unsure About Getting a COVID-19 Shot Because of Potential Side Effects

Adults who said they were unsure if they'd get a COVID-19 vaccine were asked which of the following best describes their reasoning:



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Poll conducted April 13-19, 2021, among 4,354 U.S. adults who said they were unsure about getting a COVID-19 vaccine, with a margin of error of +/-1%.

Side effects and safety remain a top concern

Across multiple surveys, people of all racial groups cite safety and side effects as their primary concern; usually closely followed by concerns that the vaccine has been developed too quickly.

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This is where a lot of work needs to be done - negative information about the vaccine mostly centered on safety concerns, side effects, and skepticism about how quickly the vaccine was developed and approved

- A significant share of AAPIs mentioned that they are not yet convinced that the vaccine works
- Hispanics are more likely to mention their distrust in a government-backed vaccine

What makes you LESS likely to take the vaccine from what you have seen, heard, or read? (Showing coded open-end responses)	Black	Hispanic	AAPI
Safety concerns/Side effects/Allergic reactions	35%	34%	25%
Developed too fast/Too new/More testing needed	31%	25%	24%
Need more information	9%	4%	2%
Not convinced it's effective	6%	7%	16%
I have other health issues	6%	3%	0%
Don't trust the vaccine/Don't trust the government	5%	13%	5%
Do not believe in vaccines	2%	1%	2%
I am healthy/Not afraid of getting sick/Already had covid/Unnecessary	1%	9%	8%
Have heard bad things in general	0%	3%	2%
Simply won't/No, unspecified	4%	3%	3%
Don't know/Refused	3%	0%	8%

"It's a new drug... [That] makes me kind of nervous." -Black woman

"I've heard that it makes people very sick." -Black woman

"The US government has a history of medical abuse of Black people." -Filipino man

"I need more information. I want to wait and see how does it go with everybody." -Hispanic man

"They used parts of the virus in order to cure the virus and I don't think that's right." -Native Hawaiian man

"I believe there has not been enough testing on it." -Hispanic woman

"I do not believe in vaccines in general." -Vietnamese man

Side effects and safety remain a top concern

Across multiple surveys, people of all racial groups cite safety and side effects as their primary concern; usually closely followed by concerns that the vaccine has been developed too quickly.

A recent Voto Latino survey found that among Latinos who have not been vaccinated, the majority say they do not plan on getting a COVID-19 vaccine or are hesitant to get one because they believe it is **not safe (51%)** – this number rises to **67% among Spanish-dominant speakers.**

However, messaging about safety or side effects is not necessarily the effective approach

Despite saying community safety was their priority, most Black respondents were actually most moved by messaging about returning to normal life.

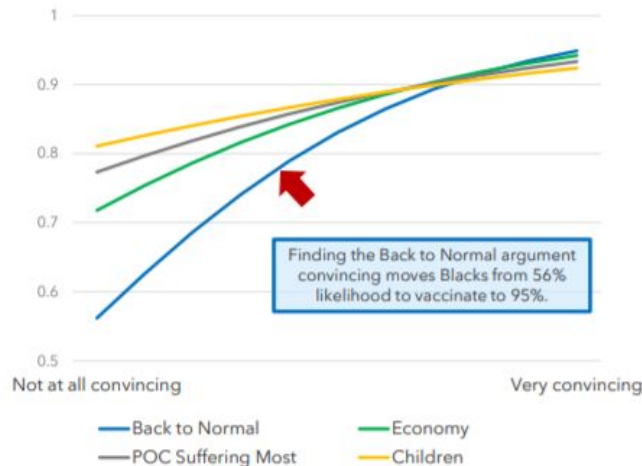
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However, regression analysis indicates that the Back to Normal argument is the primary driver of change in intent to vaccinate for Blacks

- While Economy, POC Suffering Most, and Children also increase intent to vaccinate, their impact is much less substantial than Back to Normal.
- Intuitively, it makes sense that people give lip service to community concerns, but what they really want is to get back to normal.
- **Take away:** A successful strategy for driving up intent to vaccinate combines the external validation that comes with showing you are responsible and care about your community with an internal drive to end the pandemic and get back to normal life.

Impact of Arguments on Intent to Vaccinate
(Among Blacks)



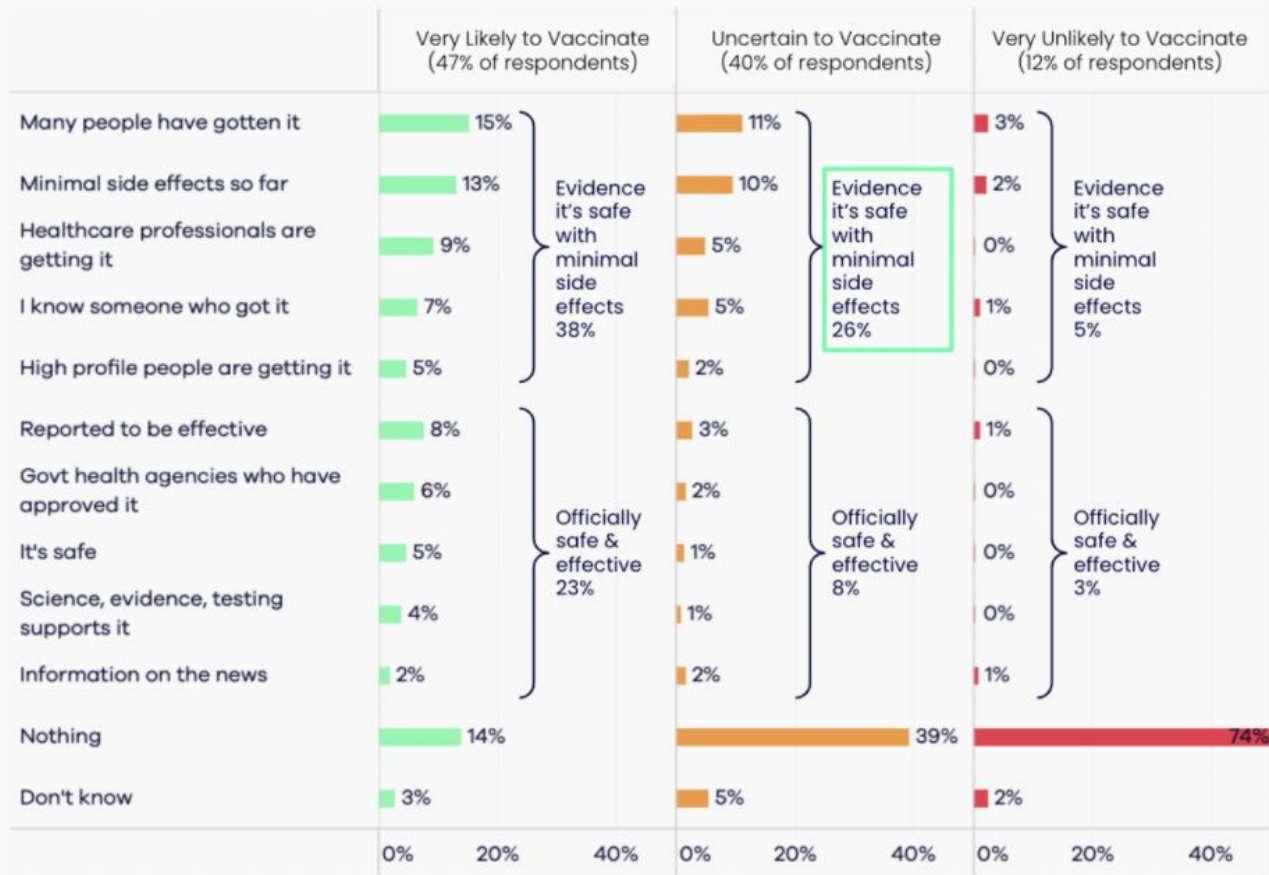
Finding the Back to Normal argument convincing moves Blacks from 56% likelihood to vaccinate to 95%.

Q36-42. Next, I'd like to read you some arguments that some people have made in favor of getting the covid-19 vaccine and hear your reactions to each one. Please rate each statement on a scale from zero to ten, where a ten means the statement is a very convincing reason to get a covid-19 vaccine, a five means it is a somewhat convincing reason, and a zero means that it is not at all a convincing reason to get a covid-19 vaccine. You may use any number between zero and ten.

Take a “show, don’t tell” approach to alleviate safety concerns

Qualitative research highlighted that most people cite first-hand experiences as the most persuasive: **Seeing other people get it with minimal side effects is what makes people confident in its safety.**

What specifically have you seen, heard or learned recently that has most increased your trust in the COVID-19 vaccine? (Open-end)



Takeaways

Takeaways

Lead with a positive and hopeful message about the vaccines preventing illness and death, and getting us back to the people and things we miss most.

Be prepared to address safety and side effects; but don't lead with a safety message because you may introduce fear.

"Show don't tell" that the vaccine is safe through personal stories and validators.

Maintain a focus on access and the 'last mile' to get people vaccinated.

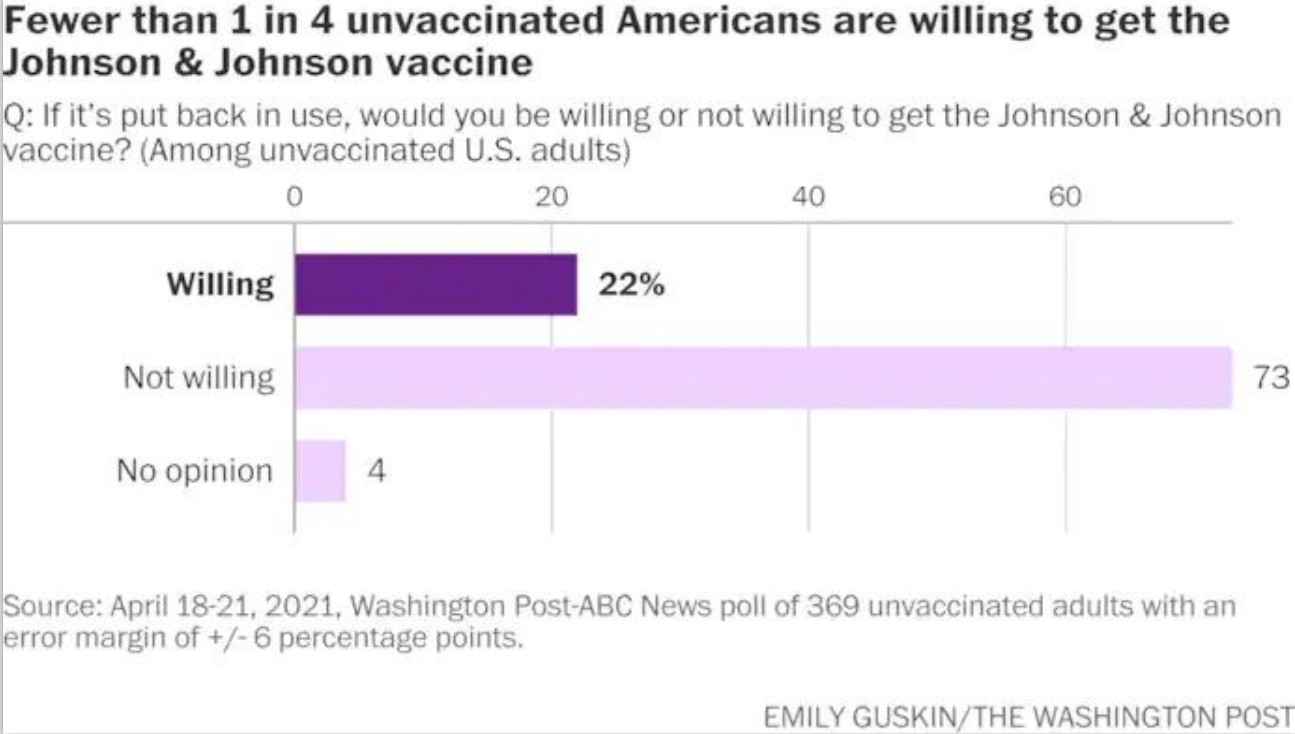
**Consider the acronym EAST.
Make vaccines:**

**Easy
Atttractive
Social
Timely**

J&J Polling

Confidence in the J&J vaccine was extremely low during the pause

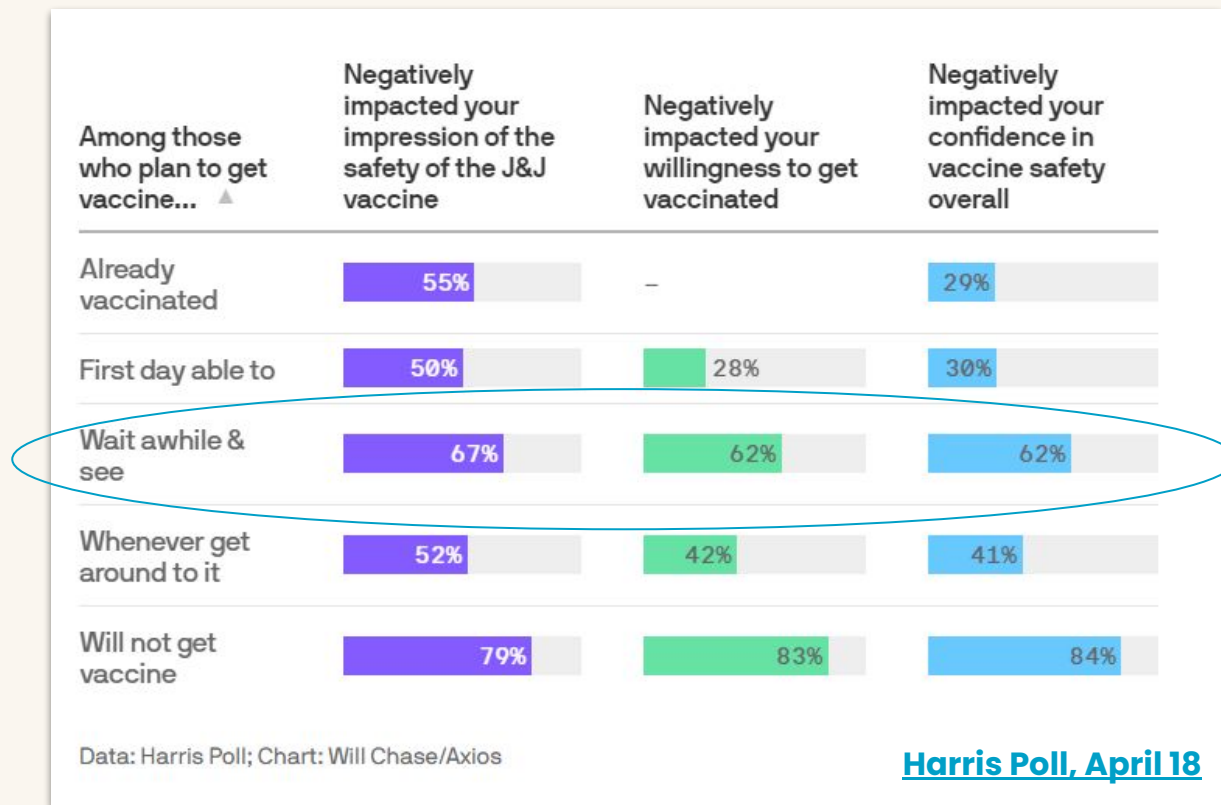
During the pause, only 1 in 5 unvaccinated adults said they would be willing to get the J&J vaccine if it came back into use.



But early warning signs on confidence may not translate into overall shifts

62% of people in the "wait and see" group said the J&J pause made them less confident in vaccine safety overall.

The same poll did **not** see any increase in the group saying they **will not** get the vaccine from before the pause, lower confidence has not materialized into opposition to the vaccine yet.



Upcoming research

- Kaiser Family Foundation Vaccine Monitor: April update coming this week
- Webinar on Civis Analytics “RCT-style” message testing of six high-level messaging frames next week
- The National Resource Center for Refugees, Immigrants and Migrants (NRC-RIM) messaging and campaign toolkit released later today
- Anything else?