The Public and the COVID-19 Vaccine: Special Focus on Communities of Color

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One-Third Report Having Received At Least One COVID-19 Vaccine Dose; Share Wanting To "Wait And See" Continues To Shrink

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?

- Already gotten
- As soon as possible
- Wait and see
- Only if required
- Definitely not

<table>
<thead>
<tr>
<th>Month</th>
<th>Already gotten</th>
<th>As soon as possible</th>
<th>Wait and see</th>
<th>Only if required</th>
<th>Definitely not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 2021</td>
<td>32%</td>
<td>30%</td>
<td>17%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Feb 2021</td>
<td>18%</td>
<td>37%</td>
<td>22%</td>
<td>7%</td>
<td>15%</td>
</tr>
<tr>
<td>Jan 2021</td>
<td>6%</td>
<td>41%</td>
<td>31%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Dec 2020</td>
<td>34%</td>
<td>39%</td>
<td>9%</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>

NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. See topline for full question wording.

COVID-19 Vaccine Enthusiasm Continues To Increase Across Racial And Ethnic Groups

Percent who say they will get a COVID-19 vaccine:

- **Already gotten/as soon as possible**
- **Wait and see**
- **Only if required**
- **Definitely not**

### Black
- Dec-20: 52%, Jan-21: 43%, Feb-21: 41%, Mar-21: 55%

### Hispanic
- Dec-20: 43%, Jan-21: 42%, Feb-21: 52%, Mar-21: 61%

### White
- Dec-20: 40%, Jan-21: 53%, Feb-21: 61%, Mar-21: 64%

No Group Monolithic in Vaccine Intentions

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will…?

- Already received at least one dose
- Will get vaccinated as soon as possible
- Wait and see
- Only if required
- Definitely not

### Ages 65 and older
- Already received: 64%
- Will get vaccinated: 30%
- Wait and see: 17%
- Only if required: 7%
- Definitely not: 8%

### White adults
- Already received: 34%
- Will get vaccinated: 30%
- Wait and see: 16%
- Only if required: 5%
- Definitely not: 15%

### Total
- Already received: 32%
- Will get vaccinated: 30%
- Wait and see: 17%
- Only if required: 7%
- Definitely not: 13%

### Hispanic adults
- Already received: 26%
- Will get vaccinated: 35%
- Wait and see: 18%
- Only if required: 10%
- Definitely not: 8%

### Black adults
- Already received: 29%
- Will get vaccinated: 26%
- Wait and see: 24%
- Only if required: 7%
- Definitely not: 10%

### White Evangelical Christians
- Already received: 35%
- Will get vaccinated: 14%
- Wait and see: 15%
- Only if required: 6%
- Definitely not: 28%

### Ages 18-29
- Already received: 15%
- Will get vaccinated: 34%
- Wait and see: 25%
- Only if required: 15%
- Definitely not: 11%

### Republicans
- Already received: 27%
- Will get vaccinated: 19%
- Wait and see: 19%
- Only if required: 6%
- Definitely not: 29%

What Helps to Move People to “Yes”?

- **Listen** and **validate** concerns
- Address concerns directly with **facts** and be **transparent** about **what’s not known**
- Use **trusted messengers**. Doctors, nurses and other health professionals among those most trusted.
- Show “**people like them**” who have been vaccinated and **tell their stories** about how they got to a **YES** from a **MAYBE** and/or a **NO**
- Help address **barriers** and **access** issues – show where to go, how to sign up, who can help
- Remember they are making a **personal choice** for themselves and their family – try to **support that** decision-making
What Are The Biggest Concerns?

- Worry about side effects from the vaccine
- Worry that side effects from vaccine could be worse than getting Covid-19 itself
- Might get Covid-19 from the vaccine
- The vaccine is too new to understand long term effects
- Process of vaccine development was too fast
- The vaccine is not as effective as people say it is
- Might have to miss work to get vaccinated or due to side effects
- Won’t be able to get vaccine from a place they trust or someplace convenient
What Information and Messages Work?

• The vaccines are **proving highly effective** at preventing hospitalization and death from COVID-19 in the real world
• Scientists have been working on the **technology** used in the new COVID-19 vaccines for **20 years**
• More than 100,000 **people from diverse backgrounds** took part in the vaccine trials
• The vast **majority of doctors** who have been offered the vaccine have **taken it**
• There is **no cost** to get the vaccine
• Even though most people who die from Covid-19 are older or have other health conditions, **some young and healthy** people have also been **hospitalized and died** from Covid-19
• The main reason the Covid-19 vaccines were approved so quickly is because of **red tape** that is usually part of the development process **was removed and resources were allocated**, not because corners were cut
• **Risk of not taking vaccine** in the face of the known risks of Covid-19 itself are great
Resources to Use

https://www.nab.org/vaccine/multimedia.asp

https://www.greaterthancovid.org/theconversation/