A close-up portrait of an African American woman with short, curly brown hair. She is wearing a black face mask and a light blue turtleneck sweater. She is looking slightly to the right of the camera with a gentle expression.

2020 Vaccine Survey African American/Black Overview

March 2021

Methodology

Main objective: Evaluate COVID-19 vaccine acceptance/hesitancy among adults 50-plus.

- Conducted September 28 – October 12, 2020
- 20-minute online survey (augmented by phone)
- English and Spanish
- National probability-based sample
- 1,722 50+ interviews
 - 491 African American (CI: +/- 5.51)
 - 467 Hispanic/Latino
 - 721 White
 - 350 Family in nursing home
 - 312 Caregivers



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Survey conducted September 28 – October 12, 2020 (pre-COVID-19 vaccine authorization)

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Significance notation:

Those with a bachelor's degree or higher are more likely to say vaccines are safe.

Questions with compelling differences among groups are noted in a blue hexagon (as seen on the left). The notation indicates how a section of a group (i.e., education) is different than the other sections within that group. For example, the notation on the left means compared to the other education groups (i.e., high school diploma, no high school diploma, etc.), those with a bachelors degree or higher are significantly more likely to say vaccines are safe.

Executive Summary

- The majority of African American/Black adults have positive opinions when it comes to vaccines in general. However, significant differences emerge depending on educational attainment and age cohort.
- Overall, vaccine acceptance and compliance is higher among older African American/Black adults ages 65+.
- While most African American/Black adults ages 50-plus get a flu shot, the majority of those who do not cite concern about possible side effects as a reason, and nearly a third say they simply don't think they need a flu shot.
- African American/Black adults ages 65-plus are significantly more likely to say they follow their doctor or health care professional's recommendations regarding vaccinations and/or have or plan to get several recommended vaccines. One in 10 adults ages 50 to 64 say they do not follow their doctor or health care professional's recommendations on vaccines nor do they plan to get the vaccines listed.
- Trust in information regarding vaccines and immunizations is key to reducing vaccine hesitancy. Nearly three-quarters of older African American/Black adults say they trust their doctor or health care professional for information about adult immunizations, and those ages 65-plus are significantly more likely to say they trust their doctor or health care professionals.
- For information about COVID-19, most African American/Black adults ages 50+ look to medical professionals rather than government officials, and the majority say they trust their doctor or health care professional to provide honest and factual information about the COVID-19 vaccine.

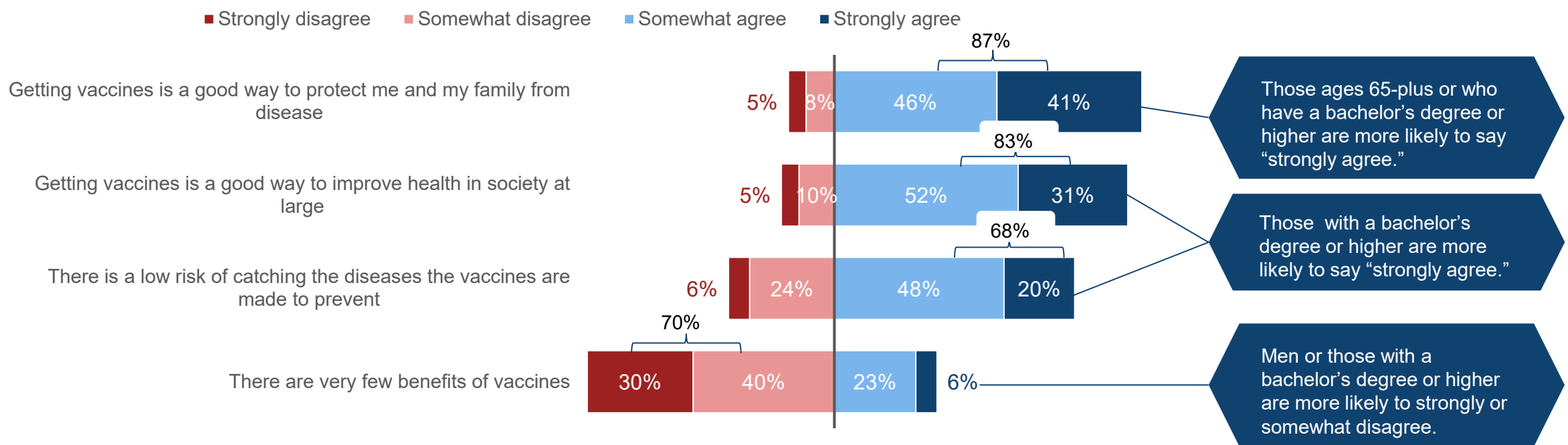


VACCINES OPINIONS AND EXPERIENCE (GENERAL)

Beliefs in the efficacy and value of vaccines are widely held, both at a personal and societal level.

The vast majority of African American/Black adults ages 50-plus believe vaccines are a good way to protect themselves and their family (87%) as well as society at large (83%). Most agree that the risk in catching a disease from the vaccine is low (68%) and most disagree that vaccines have few benefits (70%).

Agreement with the following statements

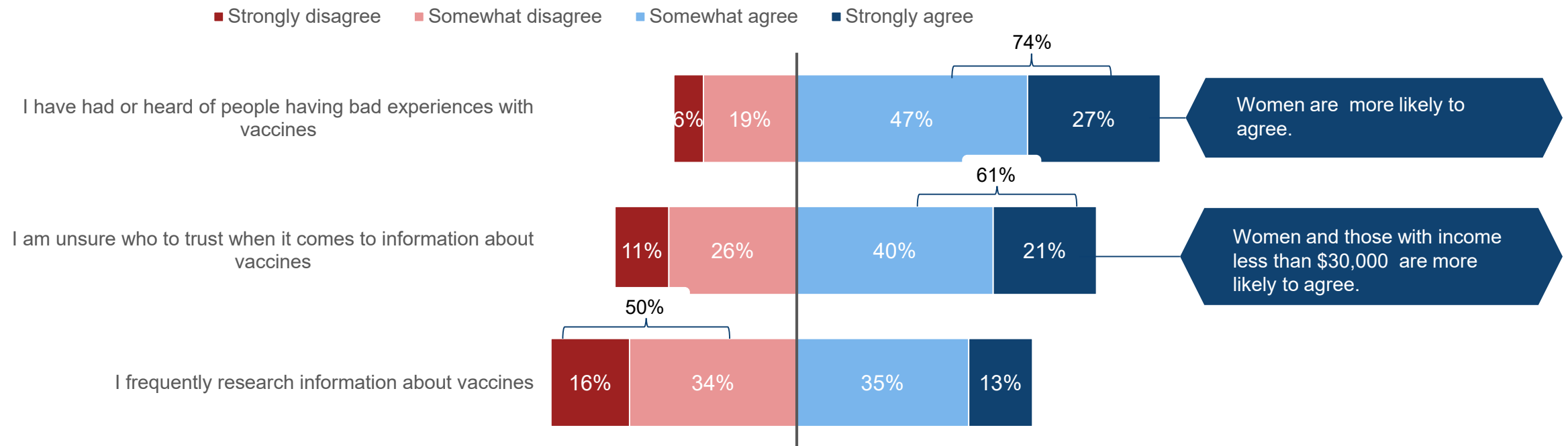


F2_Q6 [STATEMENT.] Please indicate how much you agree or disagree with each of the following statements.
Base: Total respondents n=491

Lack of self-education and uncertainty about whom to trust to provide information are barriers to knowledge about vaccines.

Although three-quarters (74%) say they have had or have heard of bad experiences related to vaccines, half do not conduct research on vaccines (50%). Three in five (61%) African American/Black adults ages 50-plus say they don't know who to trust when it comes to information about vaccines.

Agreement with the following statements



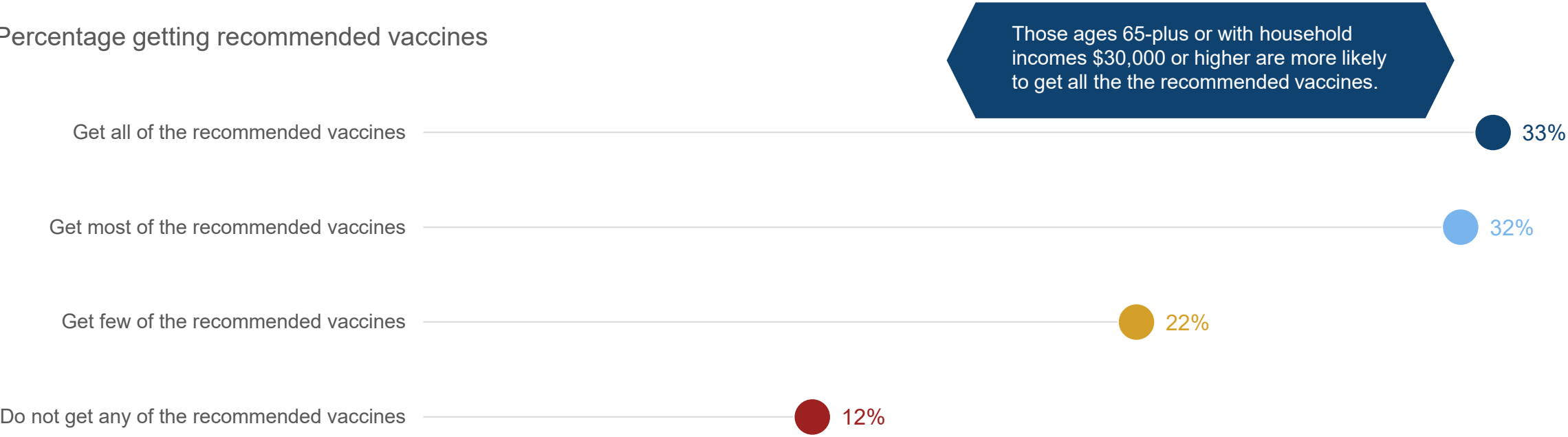
F2A_Q6A [STATEMENT.] Please indicate how much you agree or disagree with each of the following statements.

Base: Total respondents n=491

Most older African American/Black adults say they get at least some vaccines recommended by their doctor or other health care professional.

While one-third (33%) of all African American/Black adults ages 50-plus report they get all the vaccines suggested by their doctor or other health care professional, one-third (34%) say they only get a few or none of the recommended vaccines.

Percentage getting recommended vaccines



F3_Q7 Which statement comes closer to your own view?
Base: Total respondents n=491

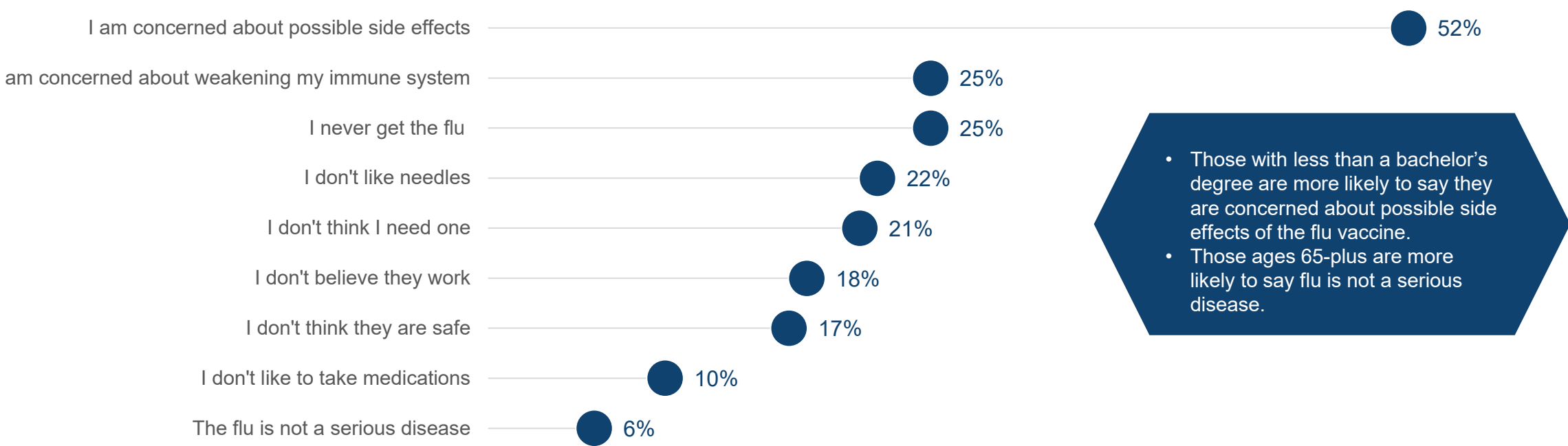


FLU VACCINE OPINIONS AND EXPERIENCE

Those who do not regularly get a flu shot most often cite concern about possible side effects as the reason.

When asked why they sometimes, rarely, or never get a flu shot, more than half (52%) of older African American/Black adults report they are concerned about possible side effects, while half say they never get the flu (25%) and/or they are concerned about weakening their immune system (25%).

Reasons for sometimes, rarely, or never getting a flu shot

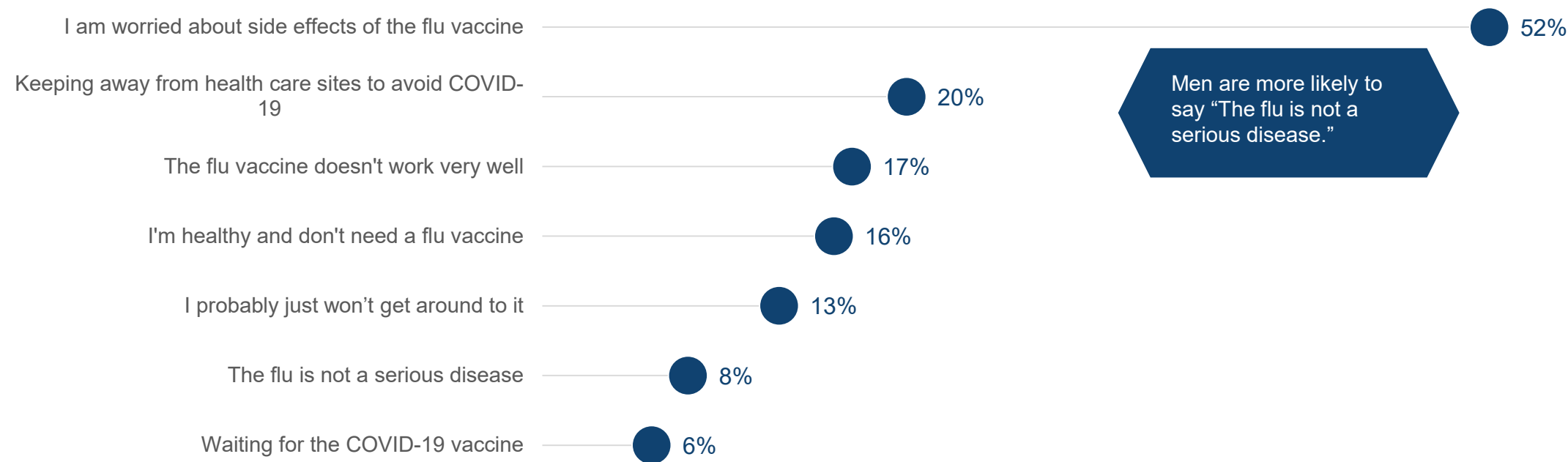


\$F5_Q9 Why do you [sometimes-rarely-never] get a flu shot
Base: Sometimes, rarely or never get a flu shot; n = 203

Those who say they are unlikely to get a flu shot this year most often cite concern about possible side effects as the reason.

When asked why they are not likely to get a flu vaccine this year, more than half (52%) say they are concerned about possible side effects, which is notable given the long history with the flu vaccine. One-fifth (20%) say they are keeping away from health care sites to avoid COVID-19, and nearly one-fifth (17%) say the flu vaccine doesn't work very well.

Reasons for not getting a flu shot this year



\$F9_Q13 Why are you not likely to get a flu vaccine this year?
Base: Somewhat or vey unlikely to get a flu shot this year; n =151

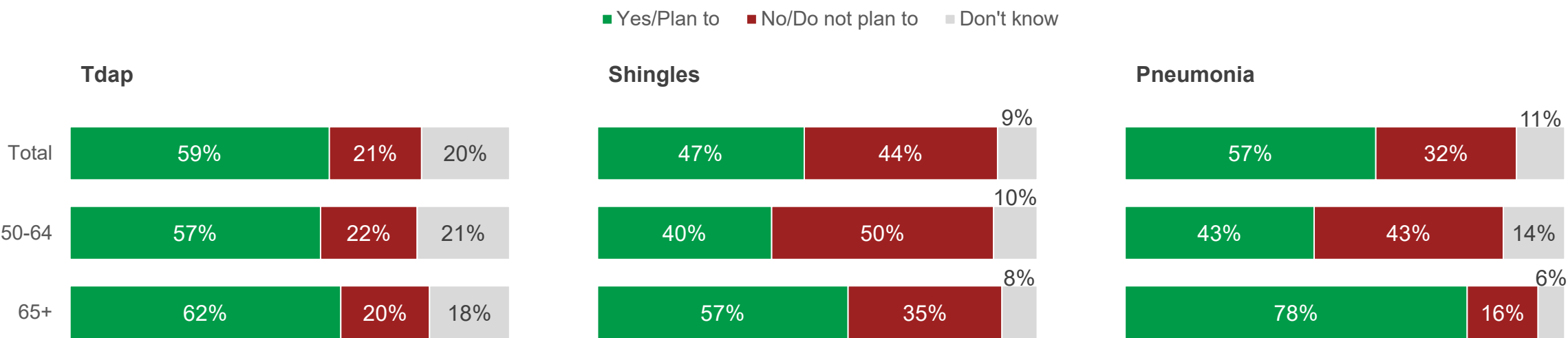


AGE-RELATED VACCINE EXPERIENCE AND COMPLIANCE

Some older African American/Black adults are hesitant to receive commonly recommended vaccinations.

About six in 10 African American/Black older adults say they have received or plan to receive vaccinations for Tdap (59%) and pneumonia (57%), and just under half (47%) say they have gotten or plan to get vaccinated for shingles. As may be expected, the 65-plus cohort is significantly more likely to say they have gotten these vaccinations. A substantial portion of those 50–64 say they do not plan to get some of the vaccinations listed.

Tdap, shingles, and pneumonia vaccine plans



F11_Q15 As an adult, have you ever gotten a Td or Tdap vaccination, which is for protection against tetanus, diphtheria, and pertussis (also known as whooping cough)?

F12_Q16 Have you ever had a shot for pneumonia?

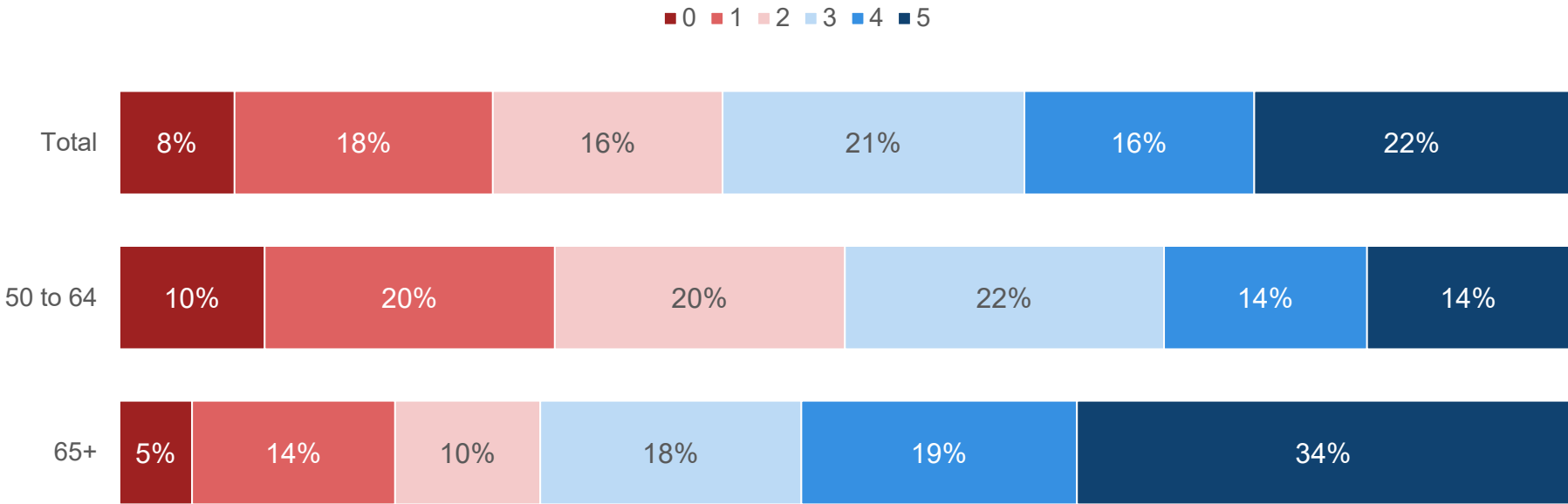
F13_Q17 Have you ever had a shot for shingles?

Base: Total respondents n=491

Vaccine compliance is higher among adults ages 65-plus.

This vaccine compliance scale comprises several questions related to attitudes and actions regarding vaccines like the flu and pneumonia. Older African American/Black adults ages 65-plus are significantly more likely to say they follow their doctor’s recommendations on vaccines and have or plan to get several recommended vaccines (a score of 5 out of 5 on the scale, where 5 = most likely). Interestingly, one in 10 (10%) of those ages 50–64 scored a zero on this vaccine acceptance scale, meaning they do not follow their doctor’s recommendations on vaccines nor do they plan to get the vaccines listed.

Likelihood of following doctor's recommendations on vaccines
Vaccine acceptance scale scores (0 = least likely, 5 = most likely)



Base: Total respondents n=491

Vaccine compliance scale (1 point each for):

- ✓ Get flu shot every year
- ✓ Get all/most vaccines rec. by dr.
- Have/plan to get vac:
 - ✓ shingles
 - ✓ pneumonia
 - ✓ Tdap

Those with a bachelor’s degree or higher are more likely to comply with all of their doctor’s recommendations on vaccines.

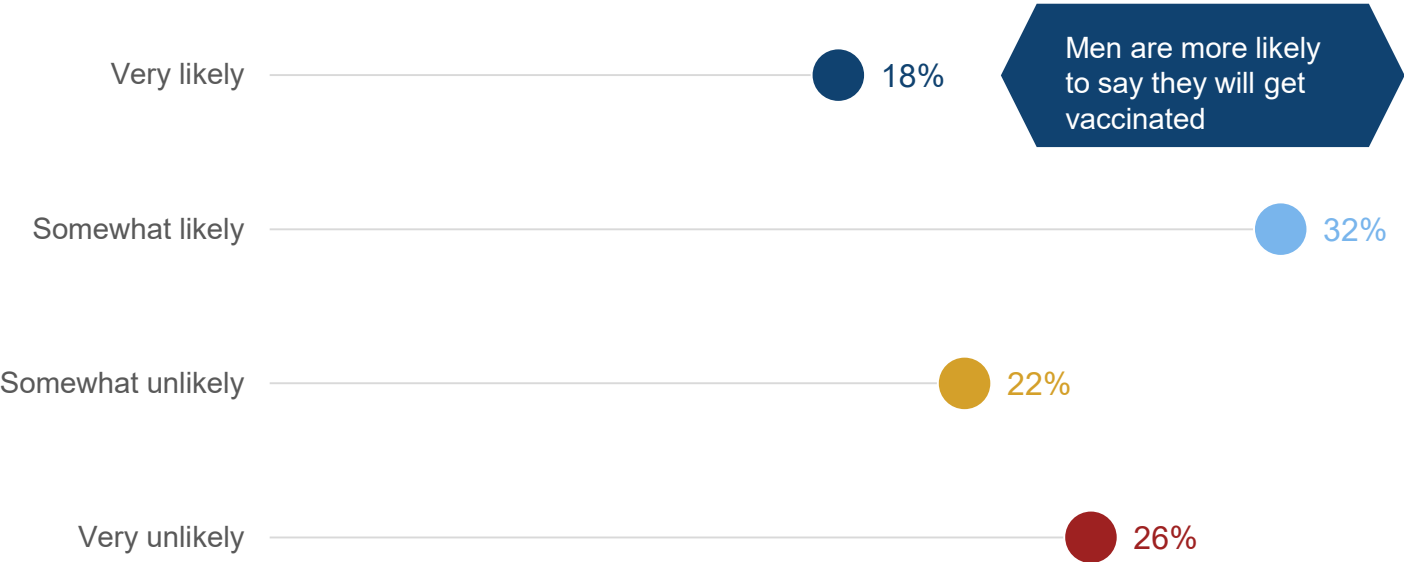


COVID-19 VACCINE OPINIONS AND ACCEPTANCE

Many African American/Black adults ages 50+ are at least somewhat likely to get vaccinated regardless of whether they are worried about the virus.

Nearly one in five (18%) Black older adults say they are extremely likely to get vaccinated against COVID-19 and another third (32%) say they are somewhat likely to do so. Nearly half (46%) of those who say they aren't worried about getting COVID-19 still say they will most likely get the vaccine.

Likelihood of getting a COVID-19 vaccine



COV10_Q30. Assuming no cost, when a COVID-19 vaccine is available, how likely are you to get vaccinated?
Base: Total respondents n=491

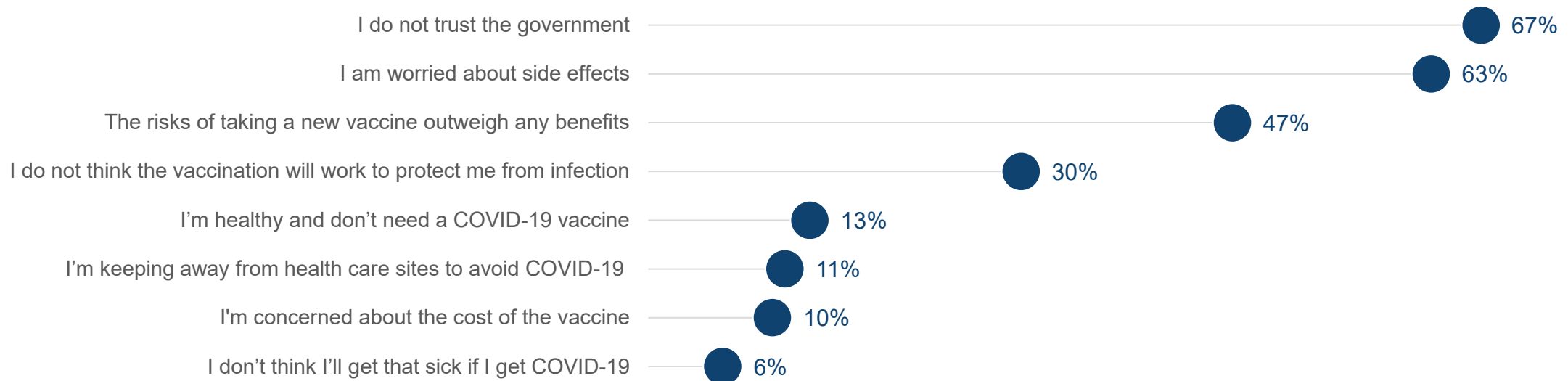
Worried about getting COVID-19?	Likely to get COVID-19 vaccine?	
	Yes	No
Yes	54%	46%
No	46%	55%

COV1_Q20 How worried, if at all, are you about getting COVID-19?
Base: Total respondents n=491

Among those who say they are unlikely to get a COVID-19 vaccine, distrust in the government is the top reason.

Most of the 50+ African American/Black adults who say they are unlikely to get a COVID-19 vaccine cite distrust in government (67%), concern about possible side effects (63%), and the belief that risks associated with taking a new vaccine outweigh the possible benefits (47%). Additionally, three in 10 (30%) say they do not think the vaccination will work to protect them from infection.

Reasons for being unlikely to get a COVID-19 vaccine
Among those who say it is unlikely they will get a COVID-19 vaccine



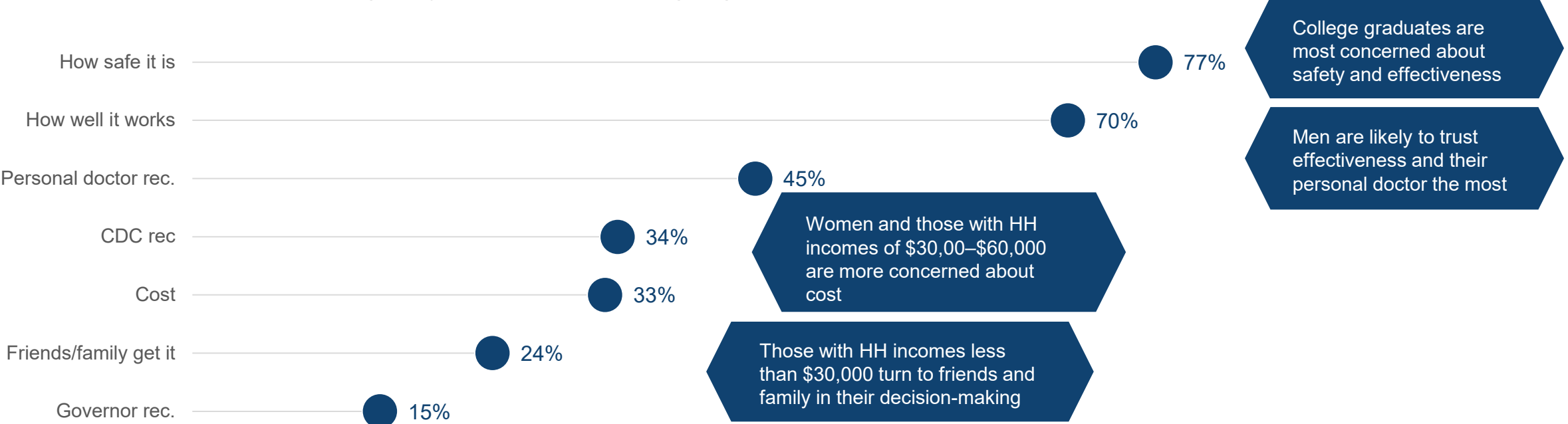
COV14_1_Q33: [If somewhat unlikely or very unlikely to get COVID-19 vaccine] What are some reasons why you are unlikely to get a COVID-19 vaccine? Select all that apply

Base: Somewhat/Very unlikely to get COVID-19 vaccine; n = 251

Safety and effectiveness are the most important factors when deciding whether to get a COVID-19 vaccine.

The majority (77%) of older African American/Black adults say the safety of the COVID-19 vaccine will be very important in deciding whether to get it. Similarly, seven in 10 (70%) say how well the vaccine works will be very important. Interestingly, while the vast majority say their personal physician is the most trusted messenger about the vaccine, less than half (45%) say a doctor's recommendation will be very important in deciding whether to get a vaccine.

Percent who consider the following "very important" in deciding to get a COVID-19 vaccine

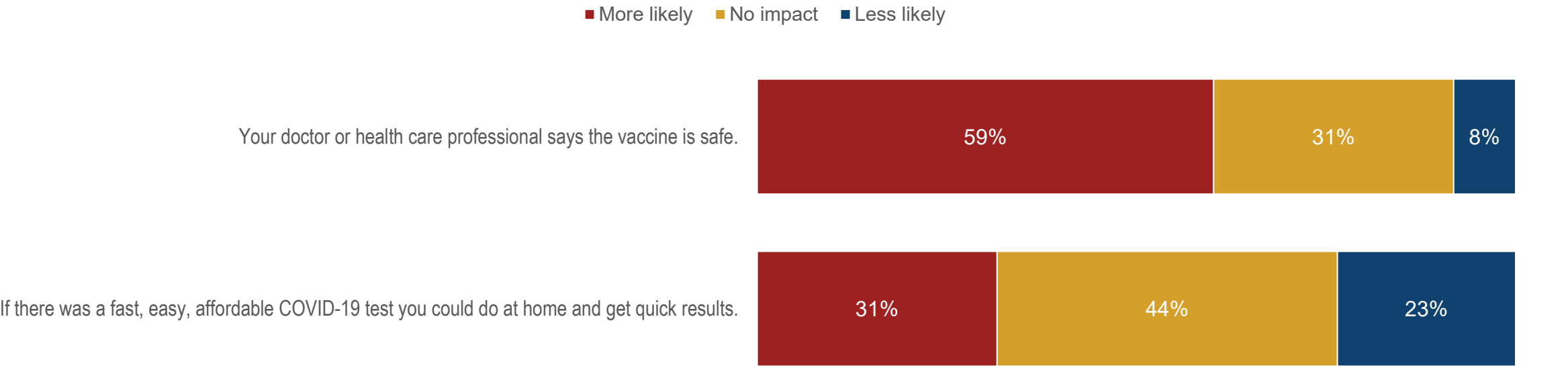


COV16_Q34: How important, if at all, will the following factors be in your decision to get the COVID-19 vaccine?
Base: Total respondents n=491

Personal health care providers' recommendation may also increase the chances of getting a COVID-19 vaccine.

Three out of five (59%) older African American/Black adults ages 50+ say if their doctor says the COVID-19 vaccine is safe, they would more likely get the vaccine. About one-third (31%) are more likely to get the vaccine if they could get a fast, easy, affordable COVID-19 test that they could do at home and get quick results.

How would the following developments impact your likelihood of getting a COVID-19 vaccine?



**See notes section for significant differences*

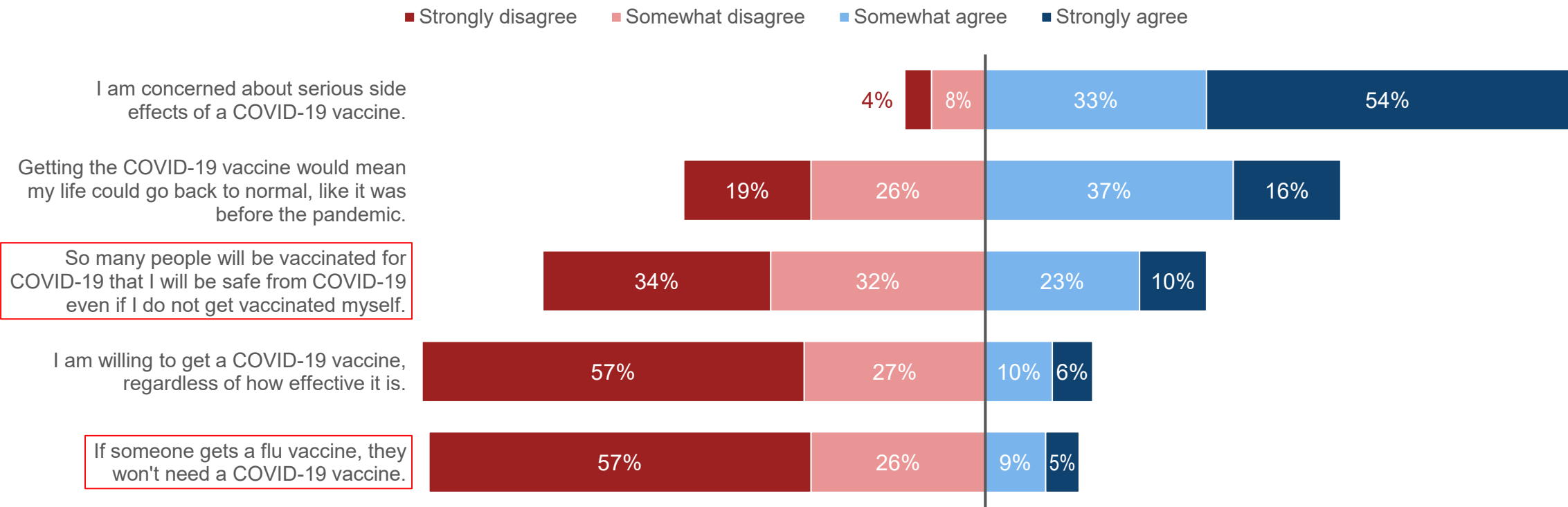
COV17_Q35: How would the following developments impact the likelihood you would get a coronavirus/COVID-19 vaccine, if at all?

Base: Total respondents n=491

Misinformation about some aspects of the COVID-19 vaccine persists.

One-third (33%) of African American/Black older adults either strongly or somewhat agree that they will be safe from getting COVID-19 because other people will be vaccinated. Similarly, one in seven (14%) agree that if you get a flu vaccine you do not need a COVID-19 vaccine.

Agreement with the following statements about COVID-19 vaccines

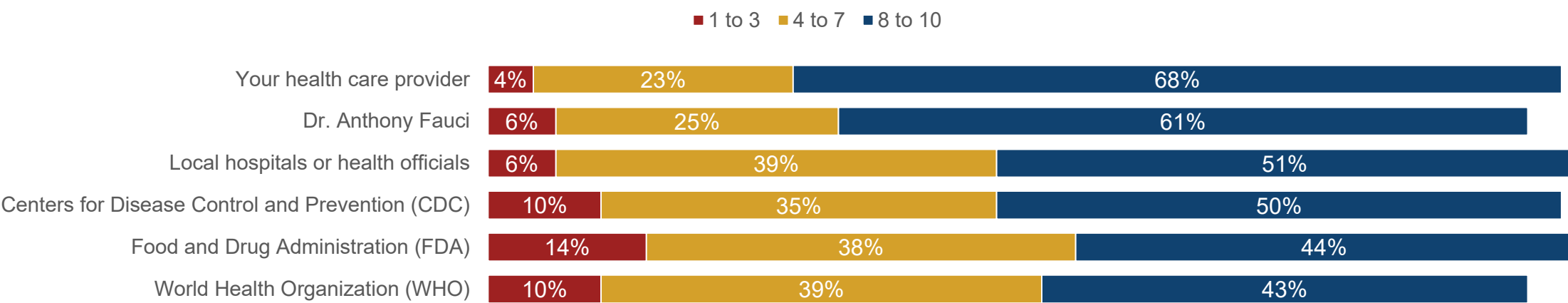


COV18_Q36: Please indicate how much you agree or disagree with each of the following statements
Base: Total respondents n=491

Personal health care professionals are highly trusted to provide honest and factual information about the COVID-19 vaccine, followed by Dr. Anthony Fauci.

Nearly seven in 10 (68%) older African American/Black adults rate their personal health care provider an 8, 9 ,or 10 out of 10 on a trust scale (where 10 = complete trust) to provide honest and factual information about the COVID-19 vaccine. Similarly, six in 10 (61%) say they highly trust Dr. Anthony Fauci. Half say they highly trust local hospitals (51%) and the CDC (50%) to provide honest and factual information.

Trust in the following to provide honest and factual information about COVID-19 vaccines
1 = no trust at all, 10 = complete trust

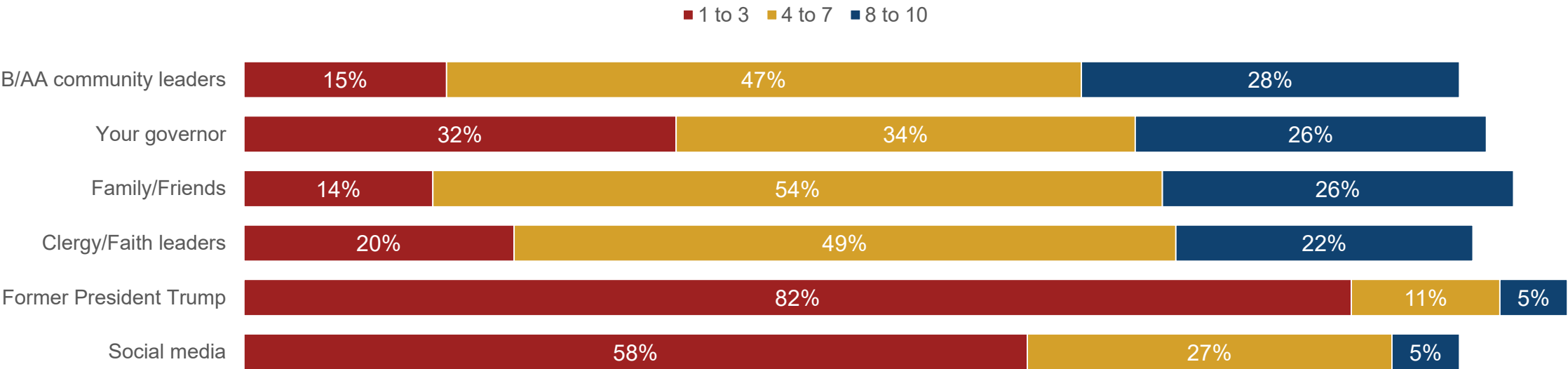


COV19_Q37: Using a 10-point scale, with 1 meaning no trust at all and 10 meaning complete trust, how much do you trust the following individuals and organizations to provide honest and factual information about the COVID-19 vaccine.
Base: Total respondents n=491

Fewer say they highly trust community leaders and high-level public officials to provide accurate information about the COVID-19 vaccine.

Nearly three in 10 (28%) of older African American/Black adults rate their community leaders an 8, 9 ,or 10 out of 10 on a trust scale to provide honest and factual information about the COVID-19 vaccine. About a quarter rate their governor (26%) and family or friends (26%) an 8, 9, or 10 out of 10.

Trust in the following to provide honest and factual information about COVID-19 vaccines
1 = no trust at all, 10 = complete trust



COV19_Q37: Using a 10-point scale, with 1 meaning no trust at all and 10 meaning complete trust, how much do you trust the following individuals and organizations to provide honest and factual information about the COVID-19 vaccine.
Base: Total respondents n=491



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