



# 2020 Vaccine Survey Hispanic/Latino Overview

March 2021

# Methodology

**Main objective:** Evaluate COVID-19 vaccine 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 interviews of adults 50-plus
  - 491 African American
  - 467 Hispanic/Latino (CI: +/- 6.84)
  - 721 White
  - 350 Family in nursing home
  - 312 Caregivers





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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 Hispanic/Latino 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 Hispanic/Latino adults ages 65+.
- While most Hispanic/Latino adults ages 50-plus get a flu shot, nearly half of those who do not, cite concern about possible side effects as a reason, and three in 10 say they simply don't think they need a flu shot.
- Hispanic/Latino 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. Two-thirds of older Hispanic/Latino 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 Hispanic/Latino 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.



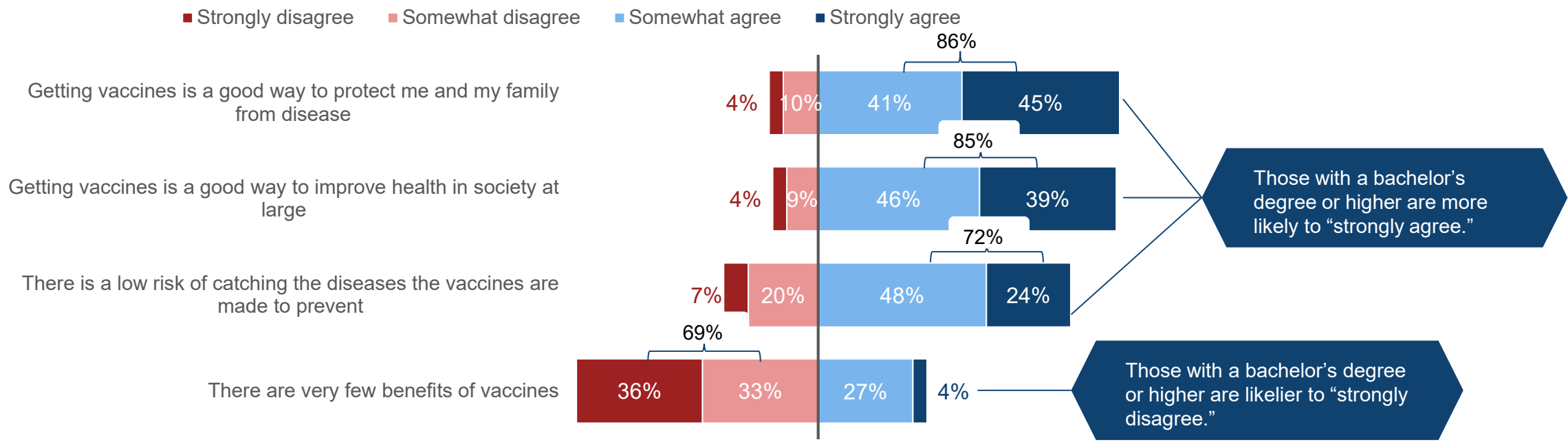
## VACCINES OPINIONS AND EXPERIENCE (GENERAL)



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

More than four in five Hispanic/Latinos ages 50 and older believe vaccines are a good way to protect themselves and their family (86%) and society at large (85%). Most also agree that the risk of catching a disease from the vaccine is low (72%) and disagree that vaccines have few benefits (69% disagree with the statement).

Agreement with the following statements

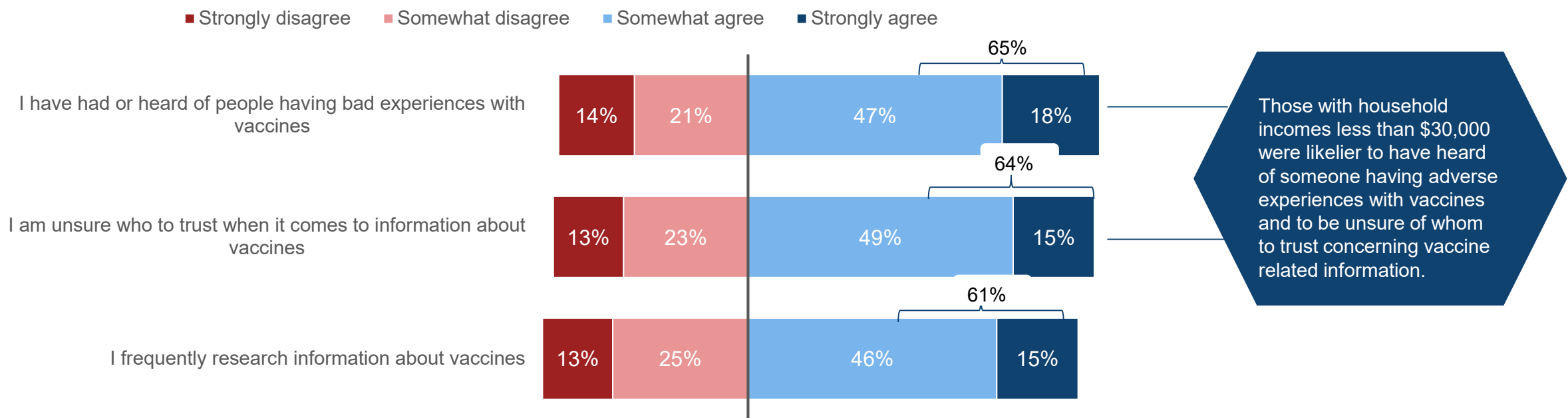


F2\_Q6 [STATEMENT.] Please indicate how much you agree or disagree with each of the following statements.  
Base: Total respondents n=467

# Older Hispanic adults are unsure whom to trust concerning information on vaccines.

While most (61%) of 50-plus Hispanic/Latino adults frequently research information about vaccines, many of them are still not sure whom to trust to provide this information (64%). Moreover, about two-thirds (65%) say they have had or have heard of someone who has had negative vaccine experiences.

Agreement with the following statements



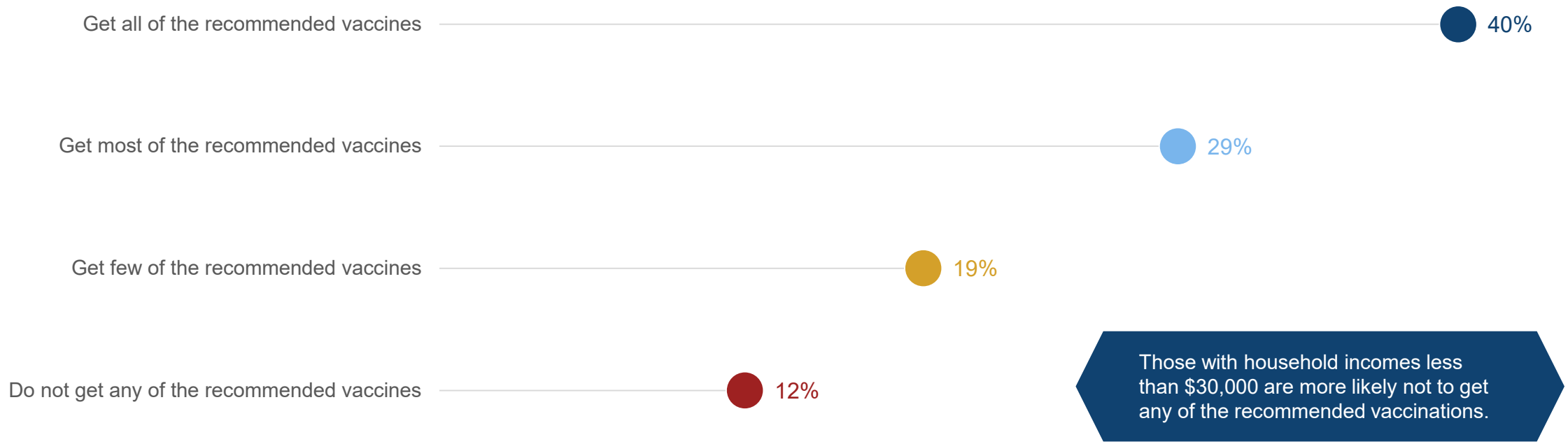
F2A\_Q6A [STATEMENT.] Please indicate how much you agree or disagree with each of the following statements.

Base: Total respondents n=467

# Most older Latino adults say they get the vaccines recommended by their doctors or other health care providers.

Two in five (40%) Hispanic/Latino adults ages 50-plus report they get all of the vaccines their doctors recommend. However, one-third (31%) say they get only 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=467



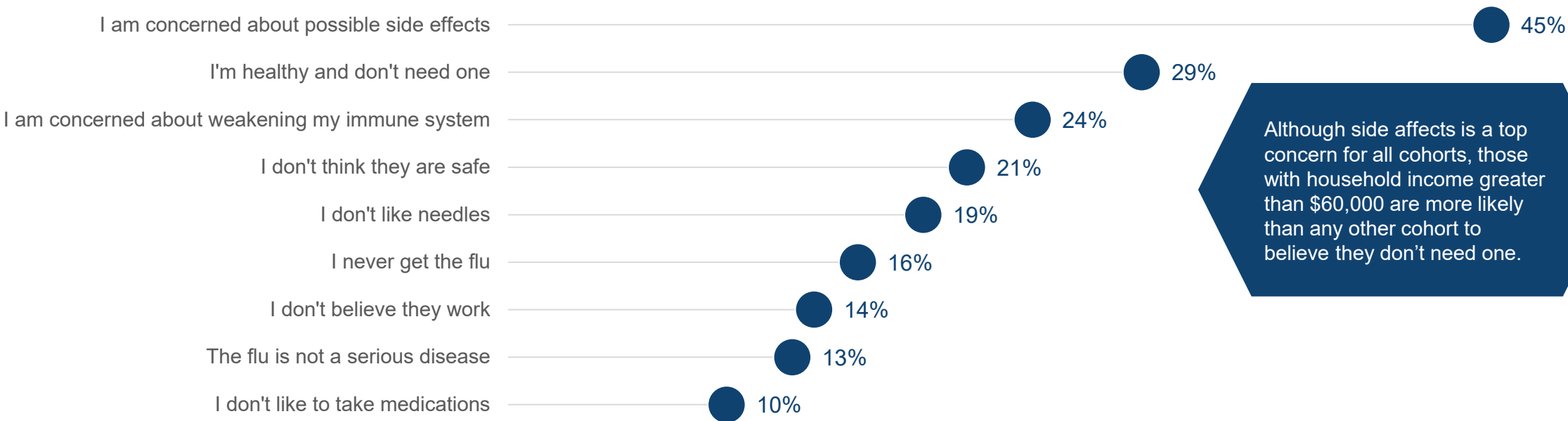


## FLU VACCINE OPINIONS AND EXPERIENCE

# Among those who do not regularly get a flu shot, most say they don't because they are concerned about possible side effects.

When asked why they sometimes, rarely, or never get a flu shot, nearly half (45%) of older Hispanic adults report concern about possible side effects, and three in 10 (29%) say they believe they are healthy and do not need the flu vaccine. A quarter (24%) say they are concerned about weakening their immune system.

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



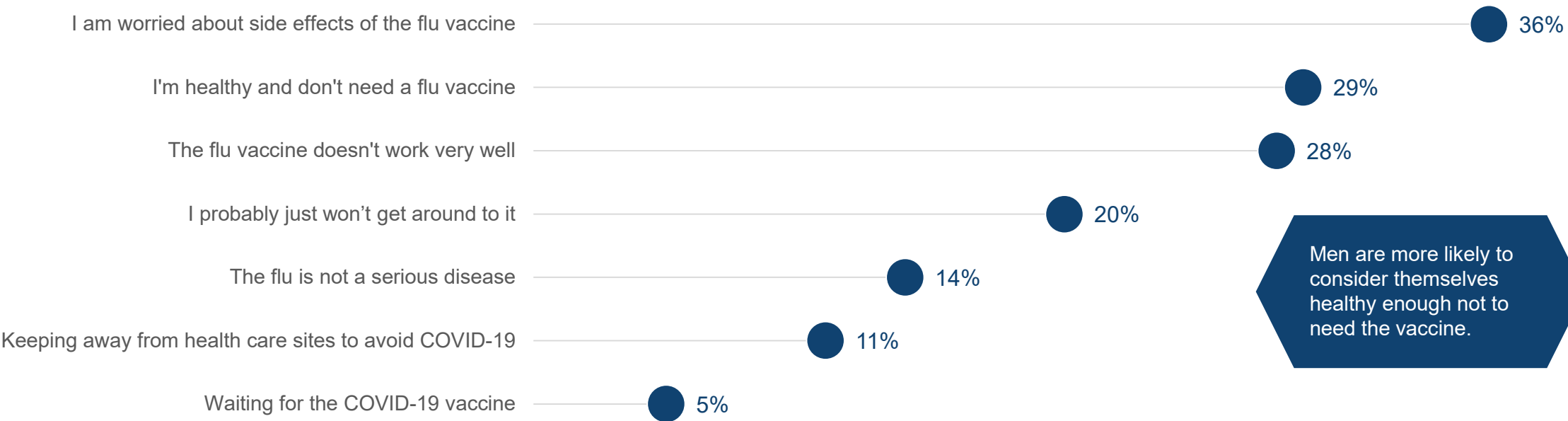
Although side affects is a top concern for all cohorts, those with household income greater than \$60,000 are more likely than any other cohort to believe they don't need one.

F5\_Q9 Why do you [sometimes-rarely-never] get a flu shot  
Base: Sometimes, rarely of never get a flu shot; n = 200

# Those who say it is unlikely they will 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 a third (36%) say they are concerned about possible side effects. Three in 10 say they are healthy and do not need the vaccine (29%) and/or say they will not get a flu vaccine because it doesn't work very well (28%) .

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 =143



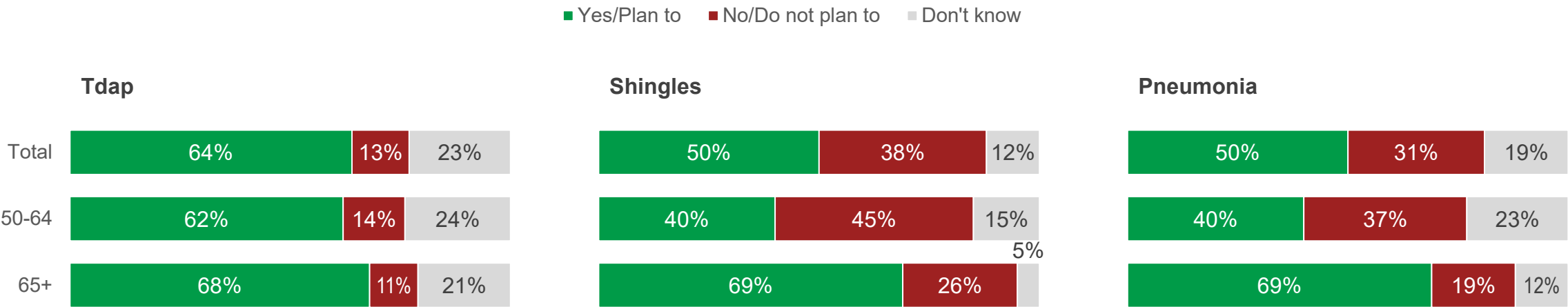


## **AGE-RELATED VACCINE EXPERIENCE AND ACCEPTANCE**

# Some older Latino adults are hesitant to receive commonly recommended vaccinations.

While about a half or more older Hispanic/Latino adults have received or plan to receive vaccinations for Tdap (64%), shingles (50%), and/or pneumonia (50%), about one-third do not plan to get vaccinated for pneumonia or shingles. As may be expected, adults ages 65-plus are significantly more likely to have gotten (or plan to get) these vaccinations. However, a substantial portion of this age group 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?

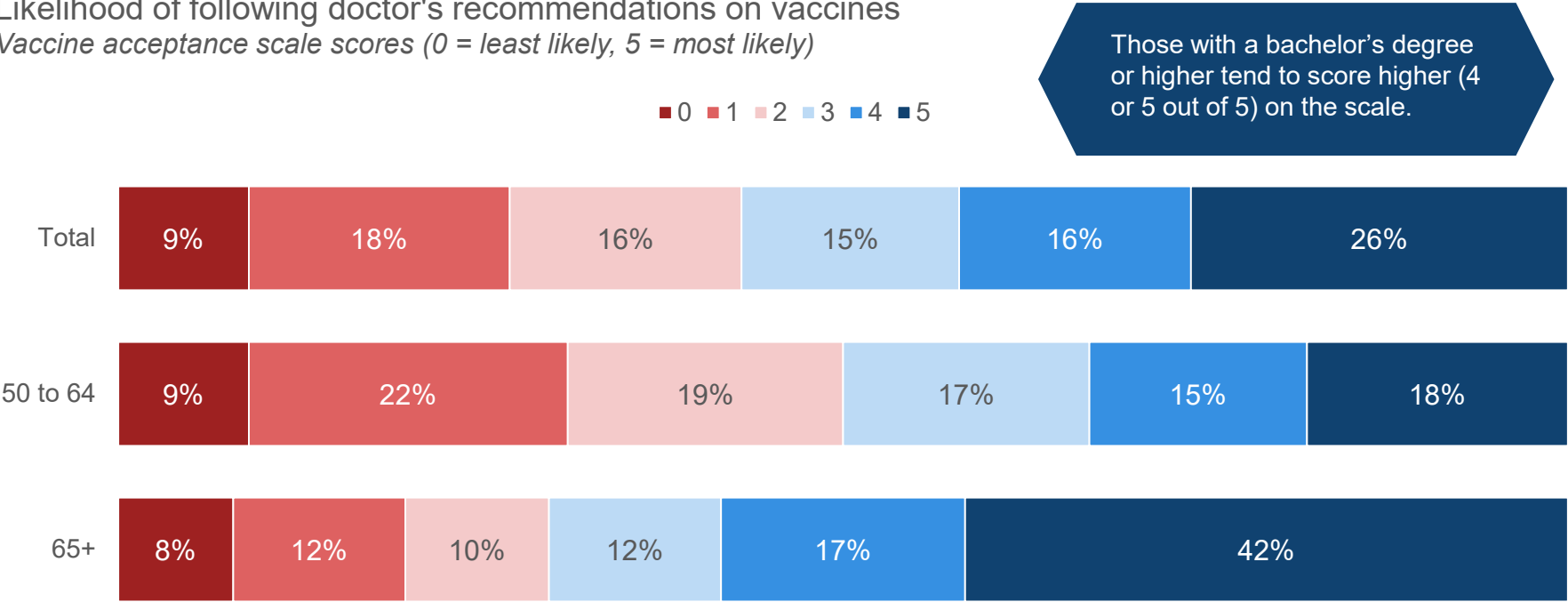
F13\_Q17 Have you ever had a shot for shingles?

Base: Total respondents n=467

# Vaccine compliance is higher among adults ages 65-plus.

This vaccine compliance scale comprises several questions related to reported actions regarding vaccines like flu and pneumonia. Older Hispanic/Latino adults ages 65-plus are significantly more likely to follow their doctor or health care professional's recommendations on vaccines and/or have or plan to get several recommended vaccines (a score of 4 or 5 out of 5 on the scale). Interestingly, one in 10 (9%) Hispanic/Latino older adults ages 50-plus do not follow their doctor's recommendations on vaccines nor do they plan to get the vaccines listed (0 on the scale).

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



Vaccine acceptance 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

Base: Total respondents n=467

\*Scale developed by AARP Research



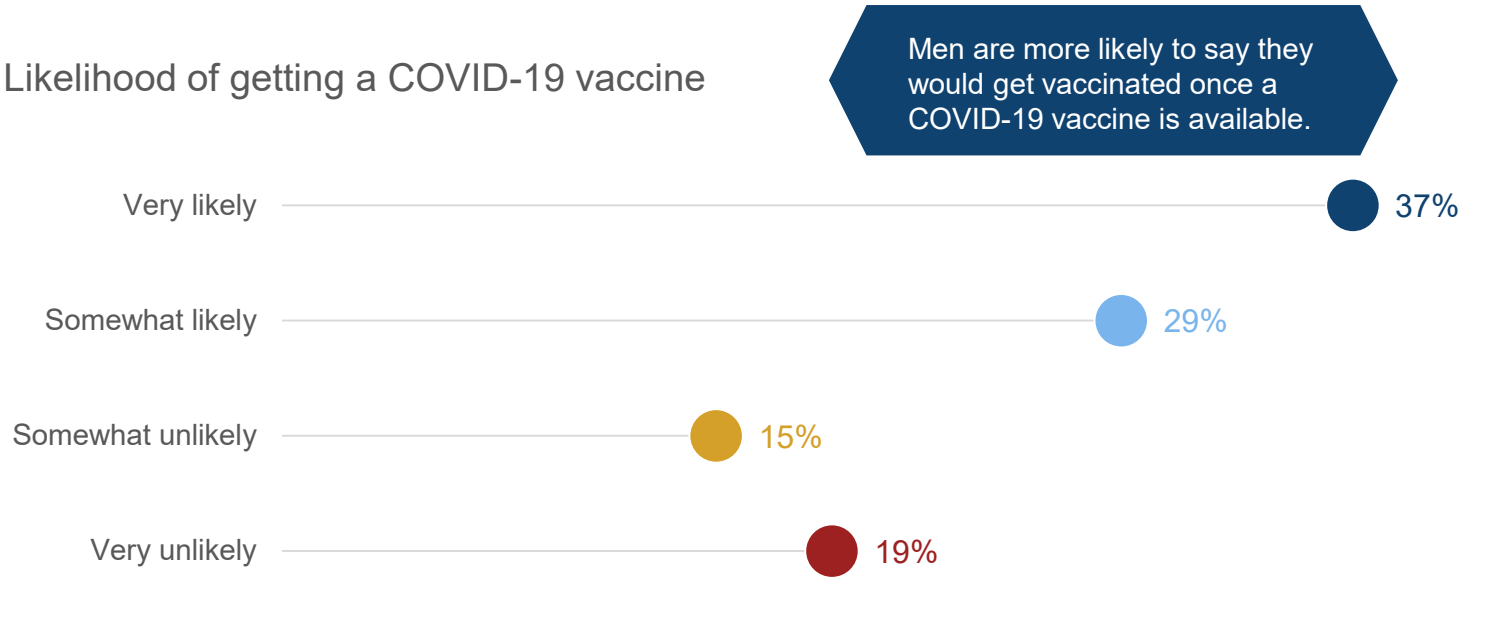
Survey conducted September 28 – October 12, 2020 (pre-COVID-19 vaccine authorization)



## COVID-19 VACCINE OPINIONS AND ACCEPTANCE

# A majority of older Hispanic/Latino adults are at least somewhat likely to get vaccinated regardless of whether they are worried about the virus.

Nearly four in 10 (37%) older adults say they are very likely to get vaccinated against COVID-19 and another three in 10 (29%) say they are somewhat likely to do so. One-third (34%) say they are either somewhat (15%) or very (19%) unlikely to be vaccinated. A little more than half (54%) of those who say they aren't worried about getting COVID-19 say they will most likely get the vaccine.



COV10\_Q30. Assuming no cost, when a COVID-19 vaccine is available, how likely are you to get vaccinated?  
Base: Total respondents n=467

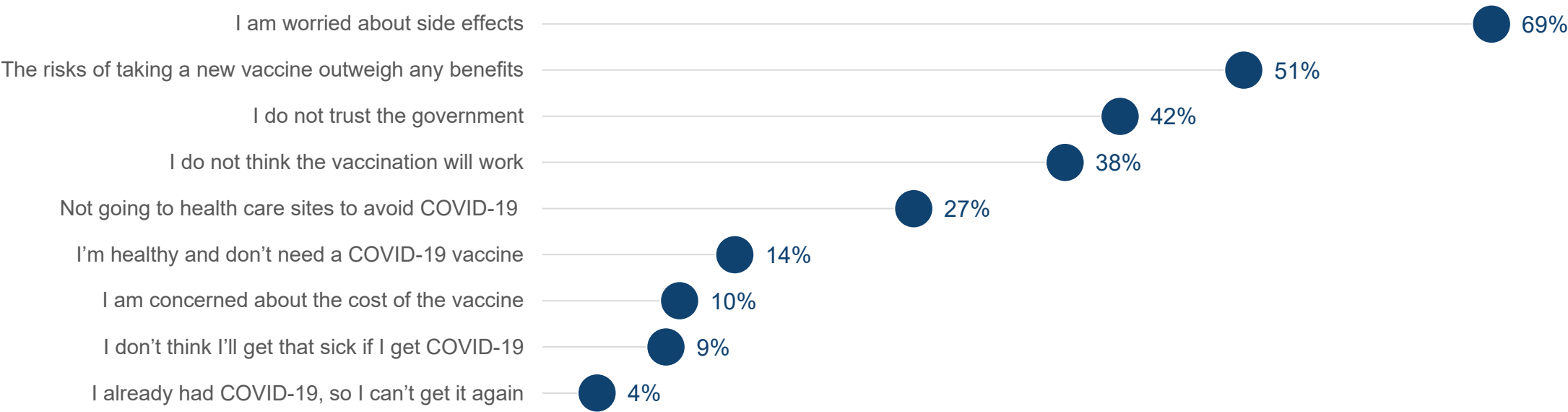
Worried about getting COVID-19?	Likely to get COVID-19 vaccine?	
	Yes	No
Yes	70%	30%
No	54%	46%

COV1\_Q20 How worried, if at all, are you about getting COVID-19?  
Base: Total respondents n=467

# Those who say they are unlikely to get a COVID-19 vaccine cite concern about possible side effects as the top reason.

Most of older Hispanic/Latino adults who are unlikely to get a COVID-19 vaccine cite concern about possible side effects (69%) and the belief that risks associated with taking a new vaccine outweigh the possible benefits (51%). Additionally, two in five (42%) say they probably will not get the vaccine because they do not trust the government.

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



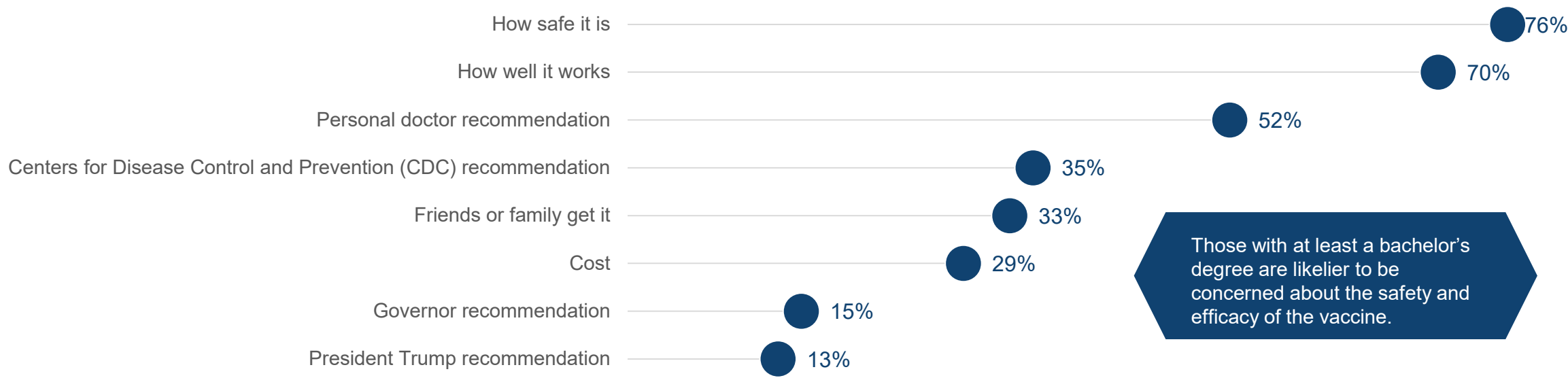
COV14\_1\_Q33: [If somewhat unlikely or very unlikely to get COVID-19 vaccine] What are some reasons why you are unlikely to get a COVID-19 vaccine? Select all that apply  
Base: Somewhat/Very unlikely to get COVID-19 vaccine; n = 162



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

A majority (76%) of Hispanic/Latino adults 50-plus say the safety of the COVID-19 vaccine will be very important in their decision 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, only about half (52%) say a doctor's recommendation will be very important in their decision to get the vaccine.

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

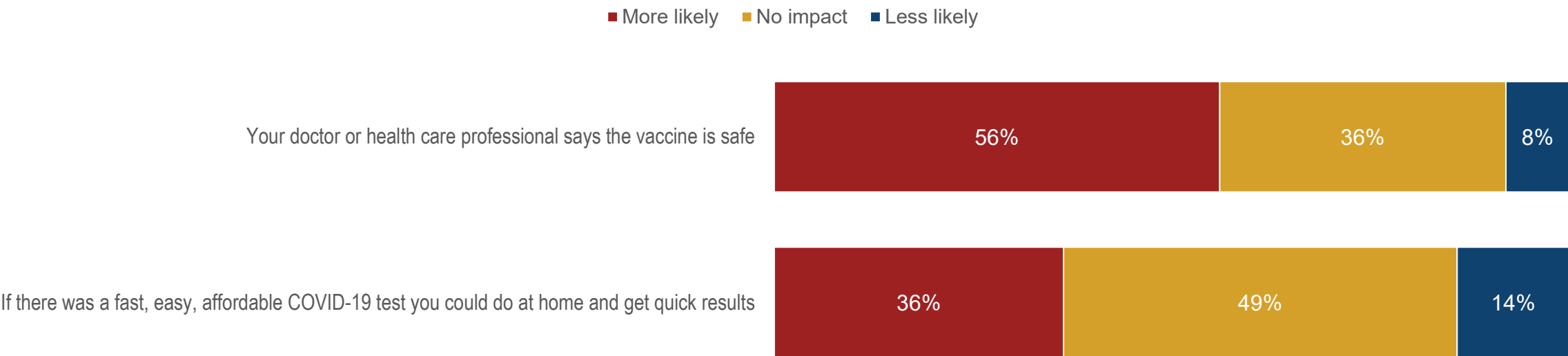


COV16\_Q34: How important, if at all, will the following factors be in your decision to get the COVID-19 vaccine?  
Base: Total respondents n=467

# A recommendation from a personal physician or a health care professional may also increase the chances of getting the COVID-19 vaccine.

Nearly six in 10 (56%) older Hispanic/Latino adults say if their doctor says the COVID-19 vaccine is safe, they would be more likely to get a vaccine. More than one-third (36%) say if there were a fast, easy, affordable COVID-19 test that they could do at home with quick results, they would be more likely to get a vaccine.

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

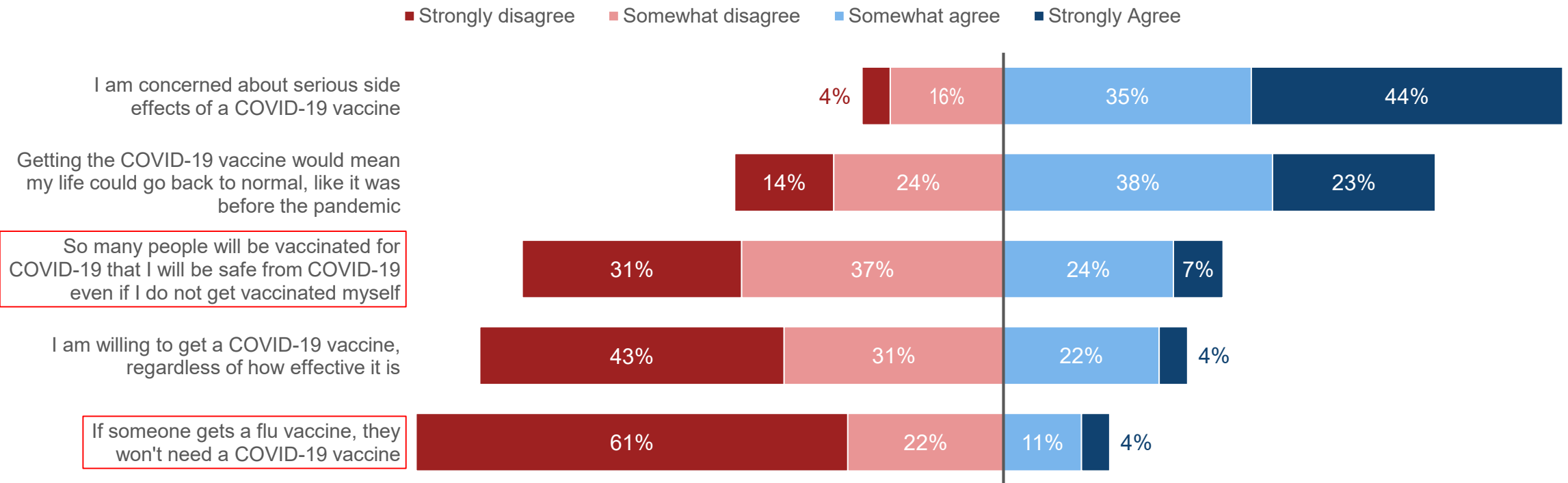


COV17\_Q35: How would the following developments impact the likelihood you would get a coronavirus/COVID-19 vaccine, if at all?  
Base: Total respondents n=467

# Misinformation about some aspects of the COVID-19 vaccine persist.

One in three (31%) Hispanic/Latino adults 50-plus either strongly or somewhat agree that they will be safe from getting COVID-19 because other people will be vaccinated. Similarly, about one in seven (15%) 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



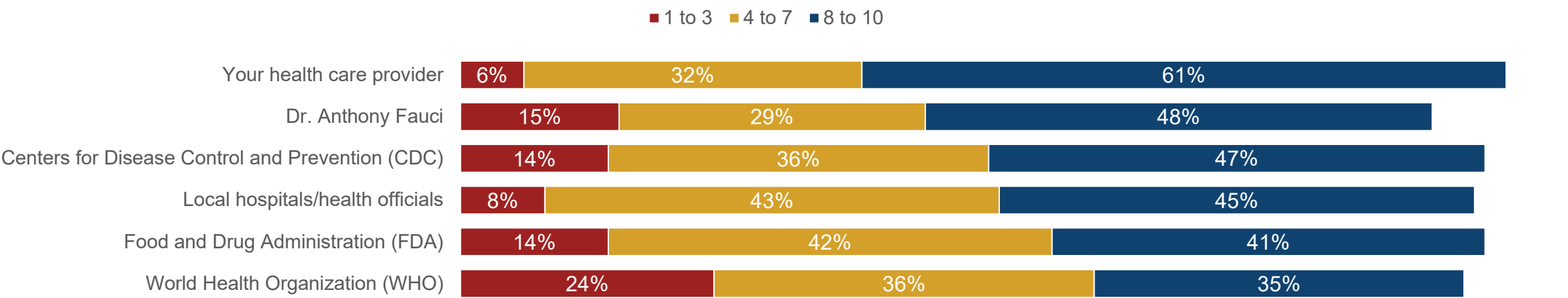
COV18\_Q36: Please indicate how much you agree or disagree with each of the following statements.  
Base: Total respondents n=467



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

Three in five (61%) older Hispanic/Latino 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. Nearly half say they highly trust (8, 9, or 10 out of 10) Dr. Fauci (48%) , the CDC (47%), and local hospitals (45%) to provide accurate 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

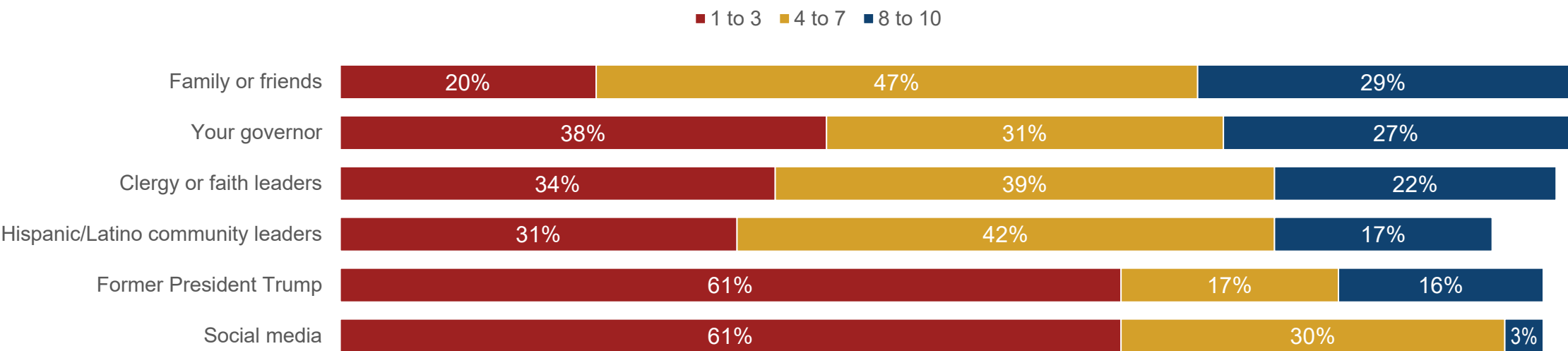


COV19\_Q37: Using a 10-point scale, with 1 meaning no trust at all and 10 meaning complete trust, how much do you trust the following individuals and organizations to provide honest and factual information about the COVID-19 vaccine.  
Base: Total respondents n=467

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

One in three (29%) older Hispanic/Latino adults rate their family/friends high (8, 9, or 10 out of 10, where 10 = complete trust) on a trust scale to provide honest and factual information about the COVID-19 vaccine. About a quarter say they highly trust their governor (27%) and/or clergy/faith leaders (22%) to provide honest and factual information. Less than one in five (17%) say they highly trust Hispanic/Latino community leaders on this topic.

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=467



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