

Establishing Vaccine Safety

Understanding Disparate Racial Experiences During Covid and Driving Positive Attitudes towards Vaccination

A survey of 1,511 Black, Hispanic, Filipino, Vietnamese, and Native Hawaiian US adults for **The National Urban League and The Alliance of National Psychological Associations for Racial and Ethnic Equity**

Presented by Cornell Belcher – March 2021

Methodology

These findings are from a proprietary survey conducted by brilliant corners Research & Strategies. This is a survey of 1,511 Black, Hispanic, Filipino, Vietnamese, and Native Hawaiian US adults.

The survey was conducted by phone, using professional interviewers starting on February 1st and ending on February 15, 2020. The survey's sample was drawn randomly and geographically stratified for proportional representation. The data was weighted slightly to adhere to US Census population demographics. The margin of error overall is +/- 2.5 percent, with a 95 percent confidence interval. Notably, the margin of error for sub-groups will be higher depending on the size of the sub-group sample and the size of the actual response to any given question.

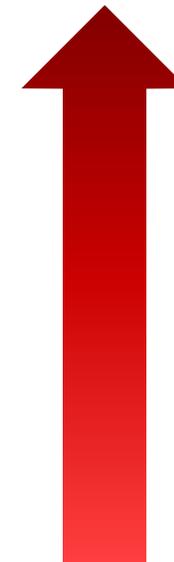
Defining Key Groups

Breakout	N-size	% of Sample*	Margin of Error	Definition
Black	504	33%	+/- 4.4%	US Black adults, nationally representative
Hispanic	501	33%	+/- 4.4%	US Hispanic adults, nationally representative
AAPI	506	33%	+/- 4.4%	US Filipino, Vietnamese, and Native Hawaiian adults <ul style="list-style-type: none"> Note this group is NOT nationally representative of all US AAPI adults as it consists of only these three demographic groups.
Filipino	171	11%	+/- 7.4%	US Filipino adults, nationally representative <ul style="list-style-type: none"> Note this is a subgroup of AAPI.
Vietnamese	164	11%	+/- 7.7%	US Vietnamese adults, nationally representative. <ul style="list-style-type: none"> Note this is a subgroup of AAPI.
Hawaiian	171	11%	+/- 7.4%	US Native Hawaiian adults, nationally representative. <ul style="list-style-type: none"> Note this is a subgroup of AAPI
Low intent	369	24%	+/- 5.1%	Those who say they will “probably” or “definitely” NOT get the covid-19 vaccine. <ul style="list-style-type: none"> Note that racial subgroups within this group (e.g., “Low intent Hispanics” will have lower n-sizes and larger margins of error than the overall group)
Vax unsafe	346	23%	+/- 5.3%	Those who are not very or not at all confident that the vaccine for covid-19 is safe. <ul style="list-style-type: none"> Note that racial subgroups within this group (e.g., “Vax unsafe AAPI” will have lower n-sizes and larger margins of error than the overall group)

*Note that these percentages reflect the share of our sample, which is not representative of the entire population (however, racial groups within the sample are representative).

Profile of those who aren't confident the covid vaccine is safe

Groups with high levels of concern about the covid vaccine's safety	Black	Hispanic	AAPI
	Not confident vaccine is safe	Not confident vaccine is safe	Not confident vaccine is safe
Moms	38%	41%	16%
Non-Democratic women	37%	42%	14%
Not heard a lot about the vaccine	34%	36%	19%
Non-college women	31%	36%	13%
Women 18-49	32%	38%	11%
Unmarried women	31%	38%	10%
Non-college	29%	31%	16%
Unmarried men	28%	25%	20%
Women	28%	33%	10%
Non-Democratic men	21%	32%	21%
Native Hawaiians	N/A	N/A	22%
Overall	26%	29%	13%

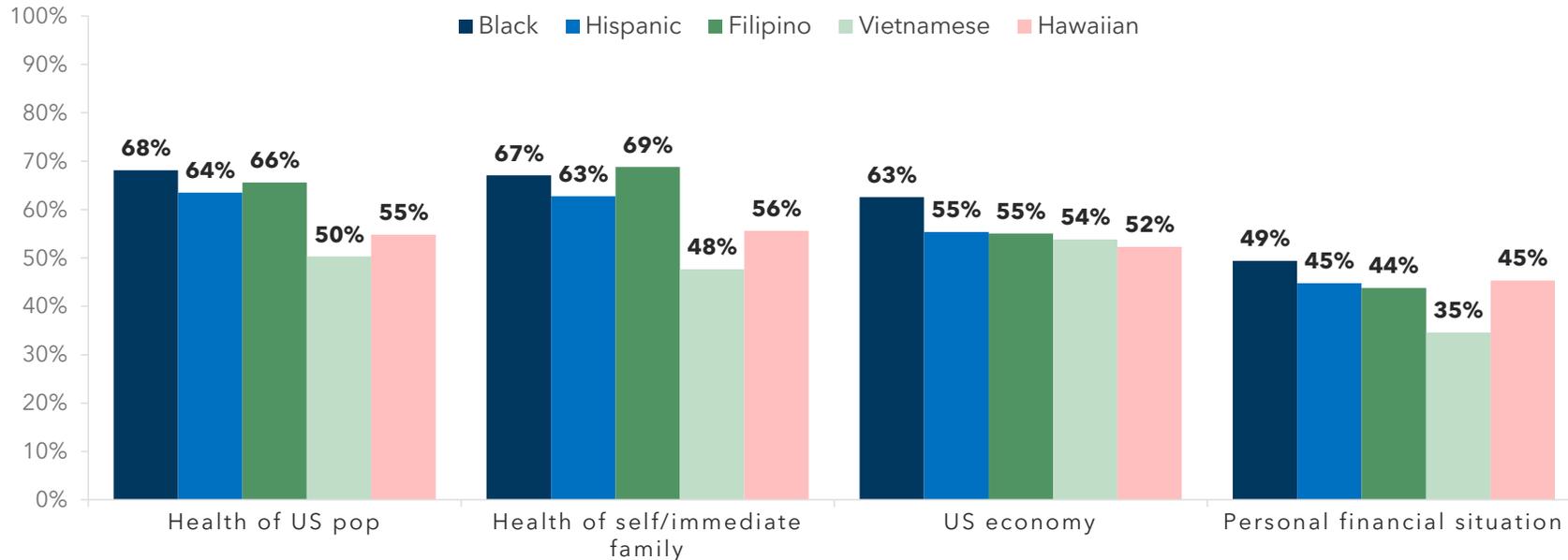


Covid Attitudes and Experiences

These Americans are highly cross-pressured between safety and economic concerns

Covid Concerns

% very concerned (8-10)



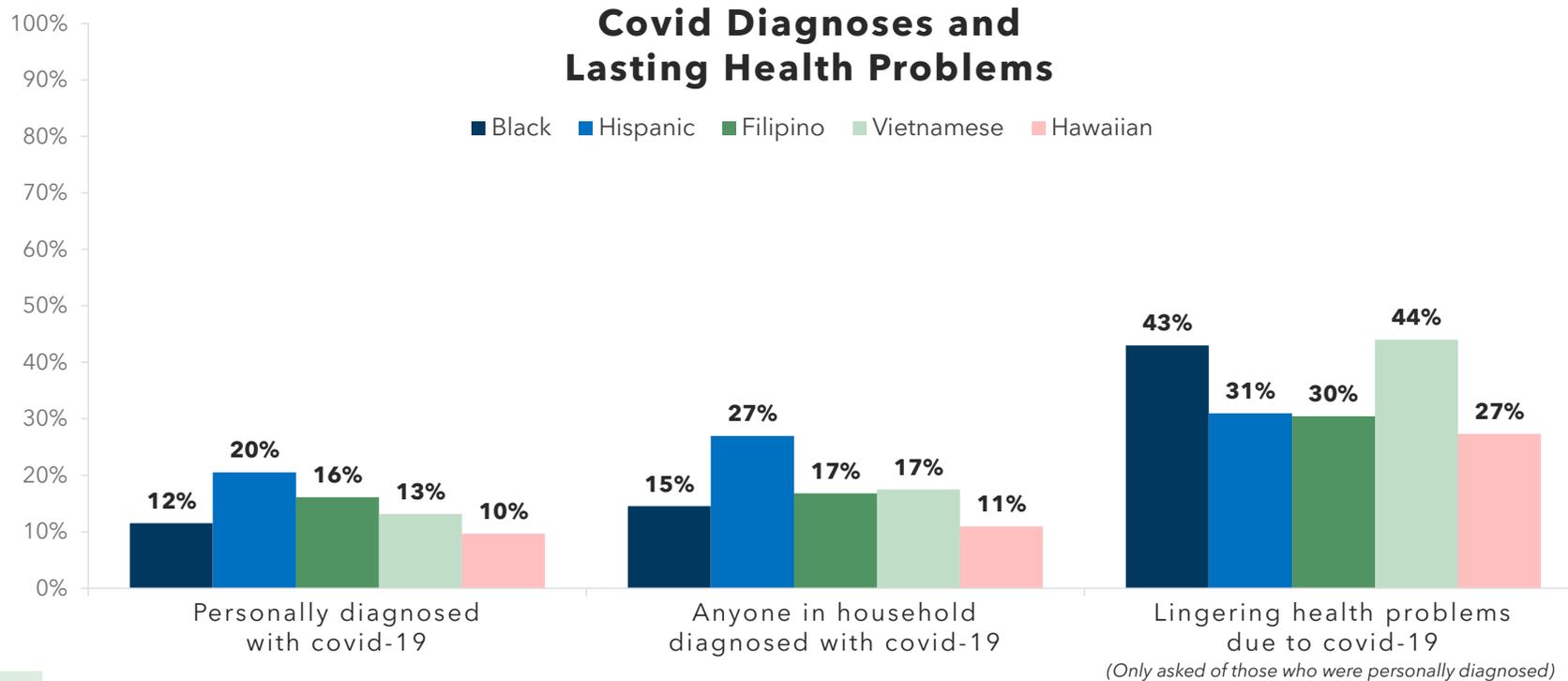
Mean (0-10)

8.2	7.8	8.0	7.1	7.4	7.9	7.3	8.1	6.8	7.2	7.9	7.5	7.3	7.4	7.3	6.9	6.4	6.4	5.9	6.2
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Q9-12. On the topic of covid-19, please rate how concerned you are for each of the following, using a scale of 0 to 10, where 10 means you are very concerned, 5 means you are somewhat concerned, and 0 means you are not concerned at all. You can use any number between 0 and 10.

Hispanics are the most likely to have personal experience with covid in their household

- However among those who have been diagnosed, Blacks and Vietnamese are the most likely to report lingering health problems



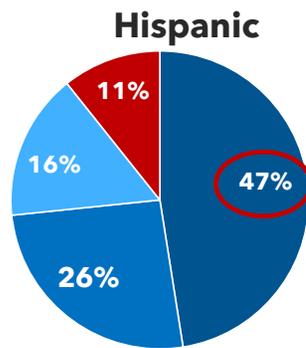
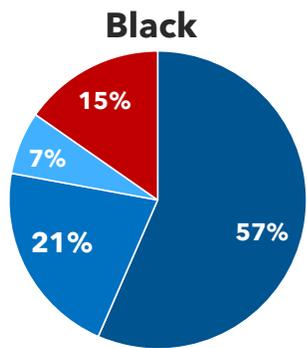
Q13. Have you ever been diagnosed with covid-19?

Q14. Has anyone in your household been diagnosed with covid-19?

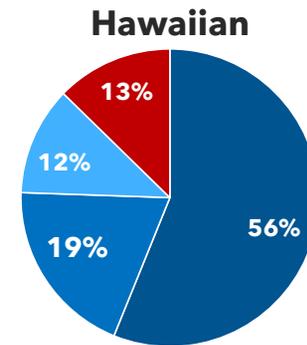
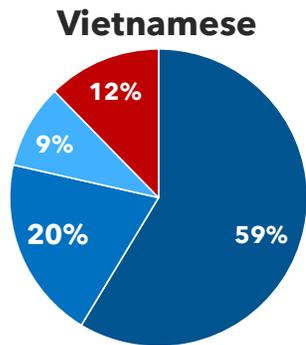
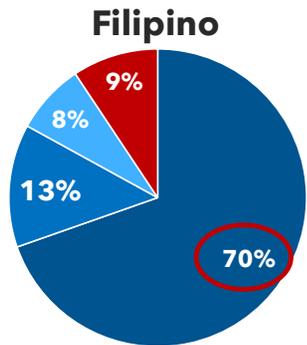
Q15. And do you have any lingering health effects from covid-19?

Covid Information Saturation

Less than half of Hispanics have heard a lot about the vaccine recently



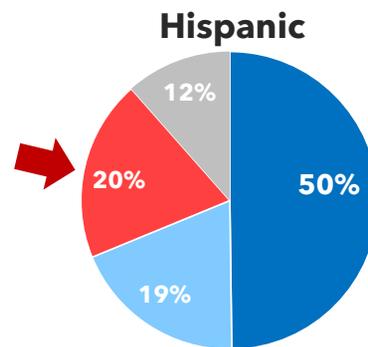
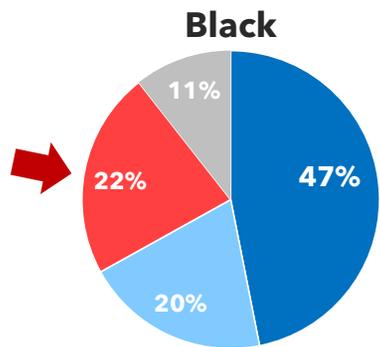
- Yes, a lot
- Yes, some
- Yes, only a little
- No/Dk/Ref



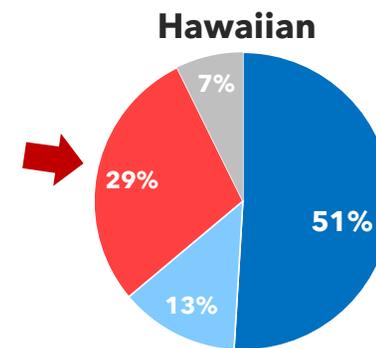
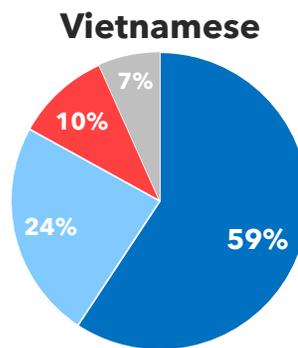
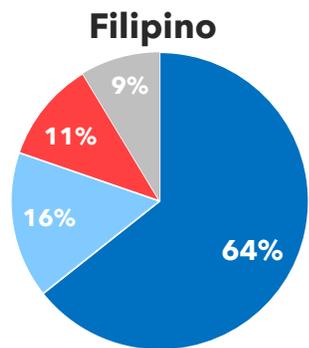
Q16. Have you seen, read or heard anything about the development of the Covid-19 vaccines approved for use? [If yes:] Would you say you've heard a lot, some, or only a little information?

Fortunately, a majority say the information they saw, heard, or read made them more likely to get vaccinated

- However, more than a fifth of Blacks, Hispanics, and Native Hawaiians have heard/seen/read something that made them less likely to take the vaccine and not surprisingly they are less certain about taking it



- Much more likely to take vaccine
- Somewhat more likely to take vaccine
- Less likely to take vaccine
- No impact

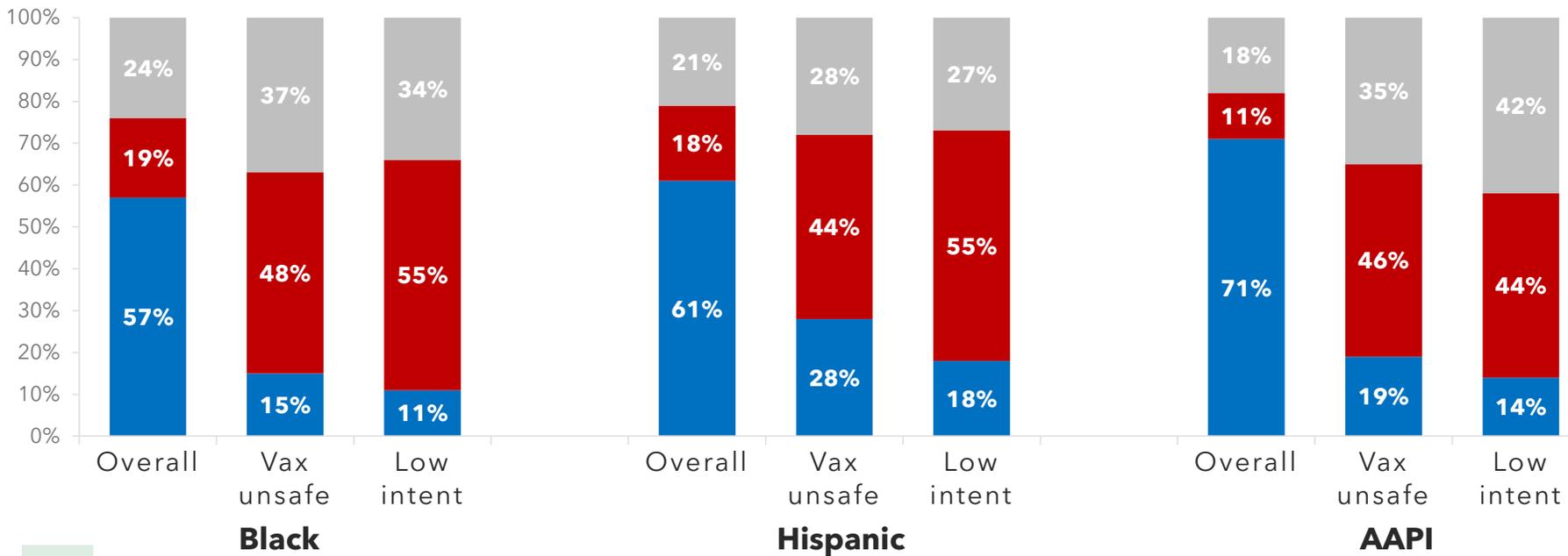


Q17. And did what you read, see, or hear about the covid-19 vaccine make you more or less likely to take the vaccine? Is that much (more/less) likely or just somewhat (more/less) likely?

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?

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

Q19. And what makes you less likely to take the vaccine from what you have seen, heard, or read?

What makes you LESS likely to take the vaccine from what you have seen, heard, or read? <i>(Showing coded open-end responses)</i>	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

The most-cited positive information touted the vaccine's effectiveness and safety

What makes you MORE likely to take the vaccine from what you have seen, heard, or read? <i>(Showing coded open-end responses)</i>	Black	Hispanic	AAPI
Effective/Prevents infection/Gives immunity/Fights new mutations	33%	43%	45%
Safe/No or minimal side effects/Many have already taken it safely	14%	10%	14%
General positive/general info about the vaccine	8%	7%	10%
Science behind it/Percentage and success rate	7%	8%	12%
Doctor's advice/Have a health condition/Due to my age	6%	4%	0%
Covid is worse than the vaccine	4%	5%	0%
Trust it	4%	3%	1%
My job puts me at risk or requires vaccination	3%	2%	4%
Responsible/important thing to do	2%	3%	5%
Have already taken it/taken 1st dose	2%	2%	0%
Be able to get out/Travel/Visit friends and family	0%	3%	5%
Economy needs to come back	0%	1%	0%
Simply will/Yes, unspecified	5%	2%	0%
Don't know/Refused	4%	1%	0%

"I'm a teacher and schools are in-person in my district." -Black man

"Literature that we received from the CDC about facts versus myths." -Hispanic woman

"It's the only thing that's effective right now." -Black man

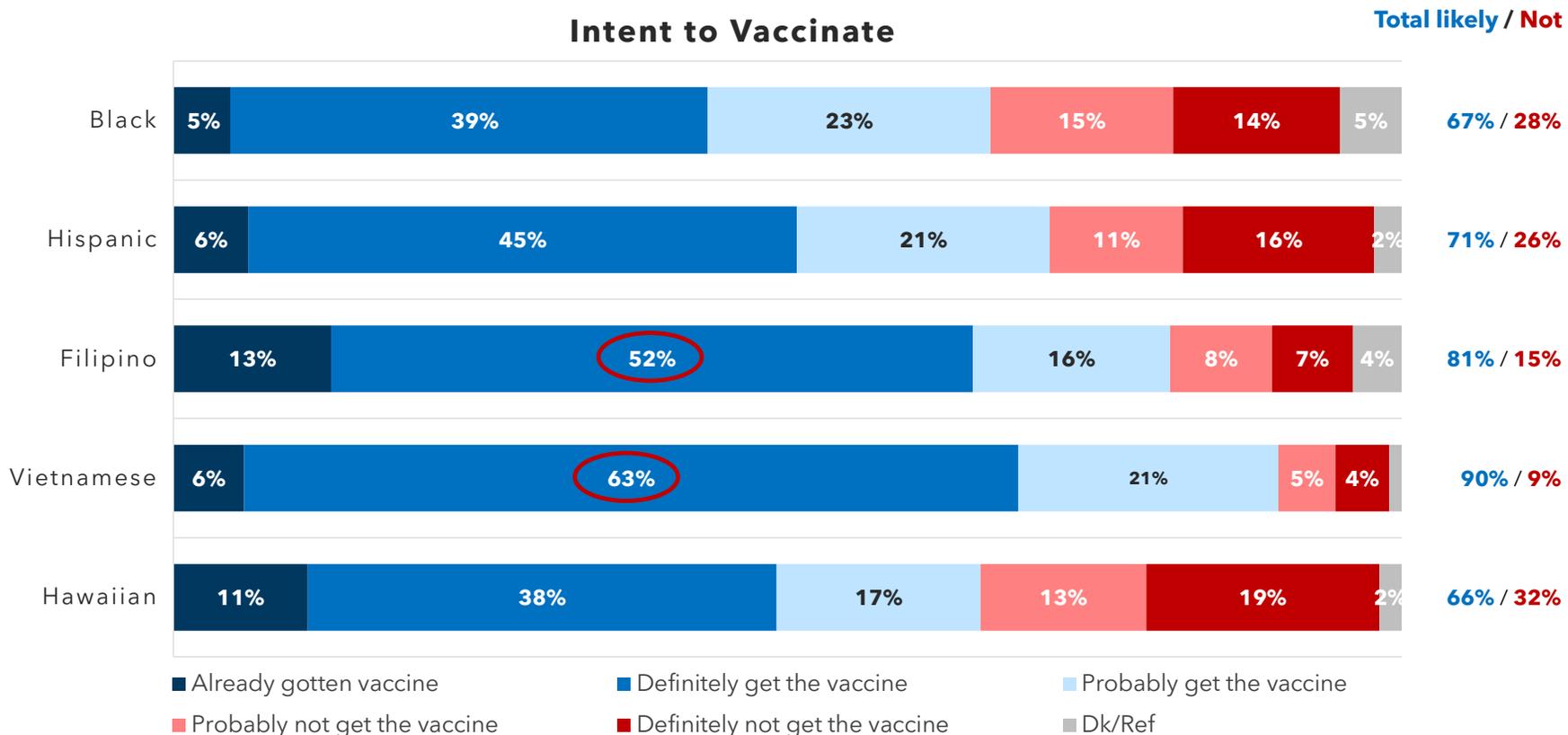
"I want to be protected and to finish this covid." -Filipino man

"Because of what my doctor told me." -Hispanic man

Q18. And what makes you more likely to take the vaccine from what you have seen, heard, or read?

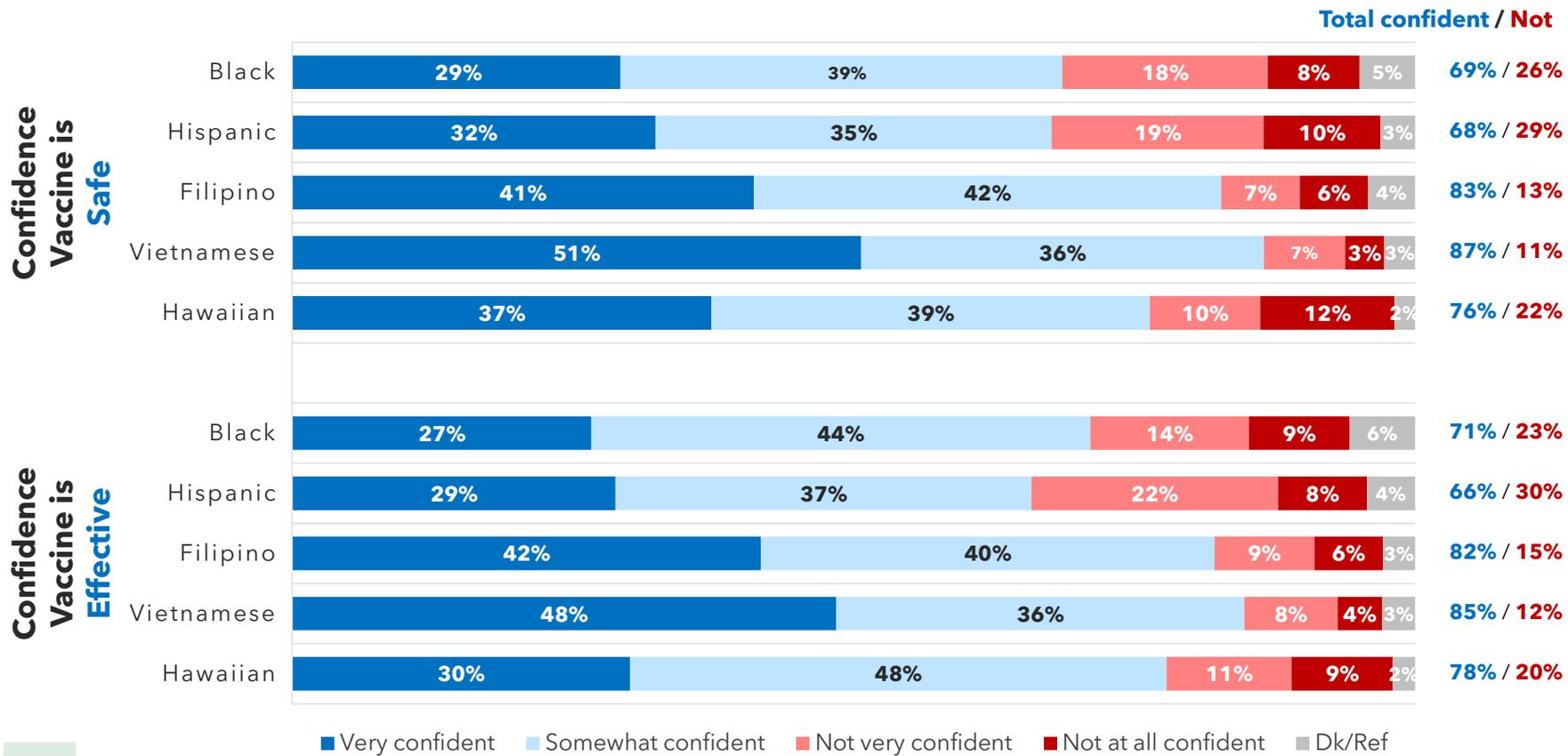
Baseline Vaccine Confidence

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...?

Similarly, Asians have more confidence in the vaccine's safety and effectiveness than Blacks, Hispanics, and Hawaiians



Q20. And generally speaking, how confident are you, if at all, that the vaccine for covid-19 is safe?

Q21. And generally speaking, how confident are you, if at all, that the vaccine for covid-19 is effective in preventing infection?

Regression analysis indicates that perceptions of the vaccine’s safety are a much better predictor of people’s intent to vaccinate than perceptions of the vaccine’s effectiveness

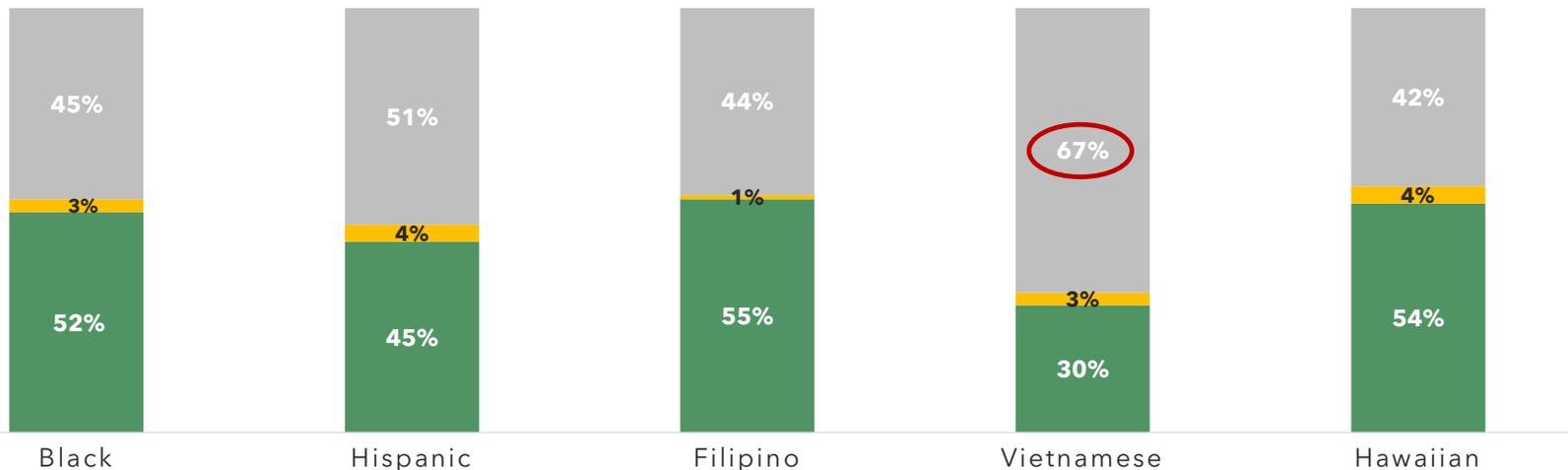
- Safety alone can explain 30-55% of variance in intent to vaccinate. Adding effectiveness into the mix only boosts the model’s predictive power by 1-4%.

Explaining Intent to Vaccinate

Showing the % of variance in the intent to vaccinate that is explained by safety, efficacy, and other factors

- % of vaccination intent predicted by perceptions of safety alone
- % of vaccine intent predicted by perceptions of safety plus efficacy
- % of vaccination intent explained by other factors

Since Vietnamese were already overwhelmingly willing to take the vaccine, their model is less predictive. However, the same pattern holds.



Q20. And generally speaking, how confident are you, if at all, that the vaccine for covid-19 is safe?

Q21. And generally speaking, how confident are you, if at all, that the vaccine for covid-19 is effective in preventing infection?

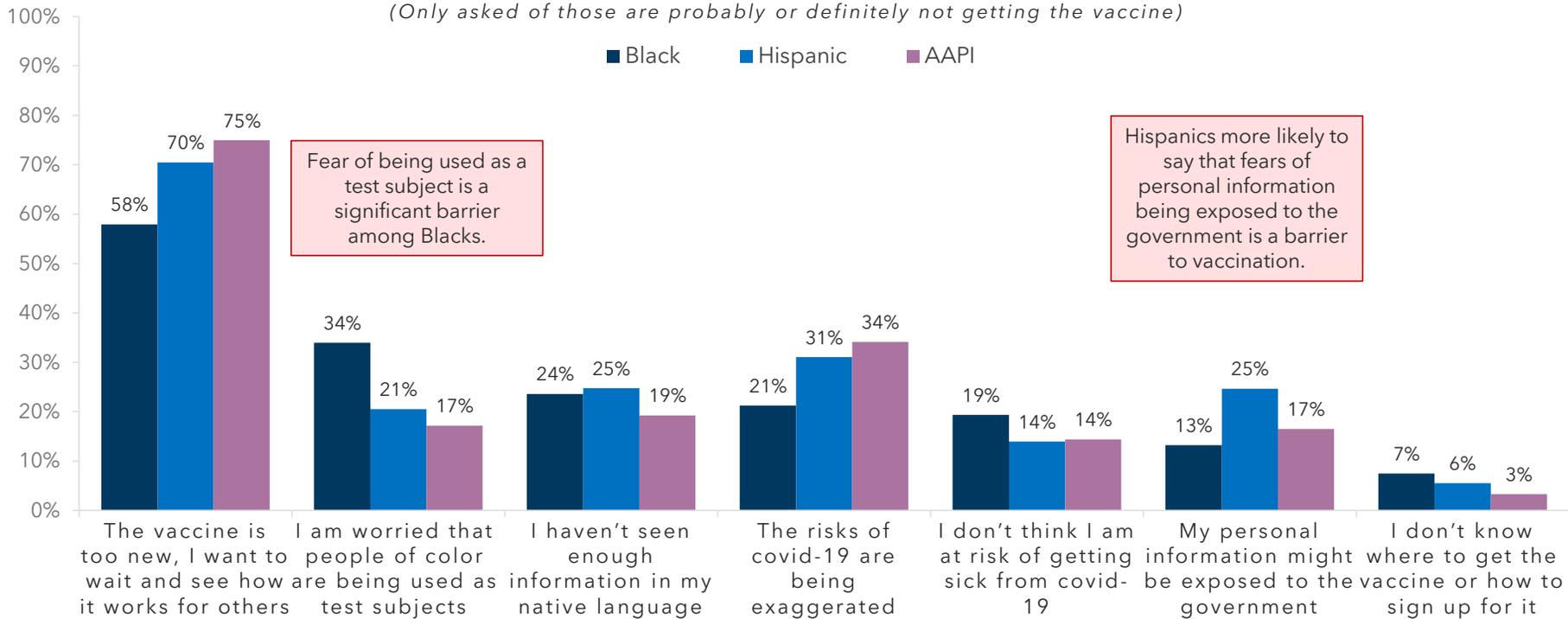
Q22. Assuming the covid-19 vaccine were available to you today at no cost to you. Would you...?

Among those who don't intend to vaccinate, the primary barrier is the belief that the vaccine is too new (again it's about safety)

Vaccination Barriers

% saying each is a major reason they don't intend to vaccinate
(Only asked of those are probably or definitely not getting the vaccine)

■ Black ■ Hispanic ■ AAPI



Fear of being used as a test subject is a significant barrier among Blacks.

Hispanics more likely to say that fears of personal information being exposed to the government is a barrier to vaccination.

Q24-30. Please tell me if any of these would be a reason why you might not get the covid-19 vaccine. Is this a major reason, minor reason, or not a reason that would stop you from getting the vaccine? First (INSERT), is this a major reason, a minor reason, or not a reason why you would consider NOT getting a covid-19 vaccine? What about (INSERT)? Is this a major reason, a minor reason, or not a reason why you would consider NOT getting a covid-19 vaccine?

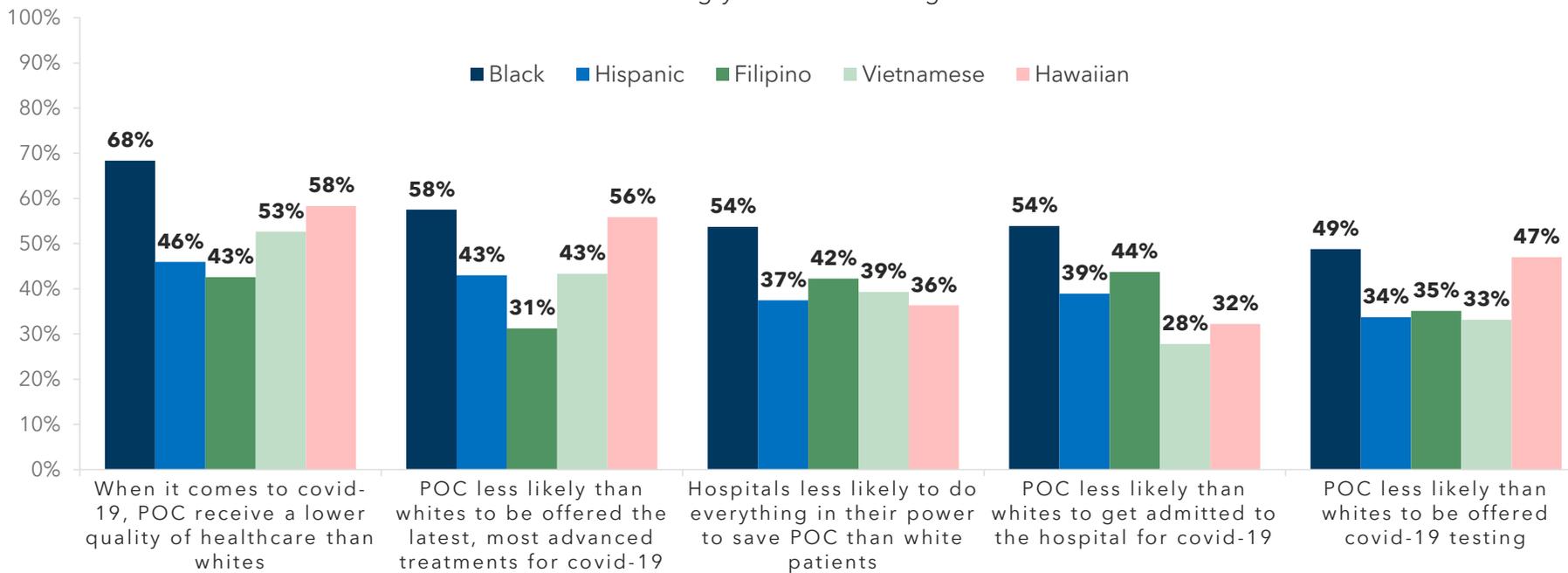
Perceptions of Covid Racial Disparities

Blacks and Hawaiians tend to agree more readily that the pandemic is disproportionately affecting people of color and to broadly see race at play in multiple aspects of healthcare

Perceptions of Unequal Medical Treatment

% strongly or somewhat agree

■ Black ■ Hispanic ■ Filipino ■ Vietnamese ■ Hawaiian



Q31-35. Switching gears a bit, we'd like to talk about how the covid-19 pandemic is affecting some groups differently. Please indicate how strongly you agree or disagree with the following statements about the impacts of the covid-19 pandemic.

Vaccine skeptics are often less willing than others to say that medical treatment is affected by race

Perceptions of Unequal Medical Treatment Due to Race <i>(Showing % agree with each statement)</i>	Black			Hispanic			AAPI		
	Overall	Vax unsafe	Low intent	Overall	Vax unsafe	Low intent	Overall	Vax unsafe	Low intent
When it comes to covid-19, people of color receive a lower quality of healthcare than whites	68%	67%	59%	46%	39%	38%	47%	48%	43%
People of color are less likely than white people to be offered the latest most advanced treatments for covid-19	58%	55%	51%	43%	33%	34%	37%	24%	23%
Hospitals are less likely to do everything in their power to save a patient's life when the patient is a person of color than when the patient is white	54%	58%	49%	37%	38%	36%	41%	40%	40%
People of color are less likely than white people to get admitted to the hospital for covid-19	54%	51%	41%	39%	37%	34%	37%	25%	27%
People of color are less likely than white people to be offered covid-19 testing	49%	42%	39%	34%	28%	30%	35%	21%	24%

Red shading indicates where "vax unsafe" or "low intent" is significantly lower than overall

Q31-35. Switching gears a bit, we'd like to talk about how the covid-19 pandemic is affecting some groups differently. Please indicate how strongly you agree or disagree with the following statements about the impacts of the covid-19 pandemic.

Pro-Vaccination Frames and Impact

Most say that Community Interest is a highly convincing argument in favor of vaccination

- However, we should note that none of these messages address safety concerns head-on. Moving forward we really need arguments that debunk myths about the vaccine’s dangers

	Black		Hispanic		Filipino		Vietnamese		Native Hawaiian	
	Mean	Top Box (8-10)	Mean	Top Box (8-10)	Mean	Top Box (8-10)	Mean	Top Box (8-10)	Mean	Top Box (8-10)
Q38. Community Interest	8.1	70%	8.0	71%	8.5	77%	8.8	82%	7.5	64%
Q42. Elders	8.0	67%	7.9	69%	8.3	73%	8.1	72%	7.8	62%
Q36. Back to Normal	7.9	68%	7.9	68%	8.2	73%	8.6	80%	7.4	57%
Q40. Economy	7.7	64%	7.8	66%	8.0	63%	8.4	78%	7.0	54%
Q41. Children	7.3	55%	7.5	63%	8.0	68%	7.6	55%	7.0	55%
Q37. Self-Interest	7.0	54%	7.3	60%	7.4	53%	7.2	58%	7.1	56%
Q39. POC Suffering Most	7.0	51%	7.1	56%	6.7	47%	7.1	52%	6.7	47%

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.

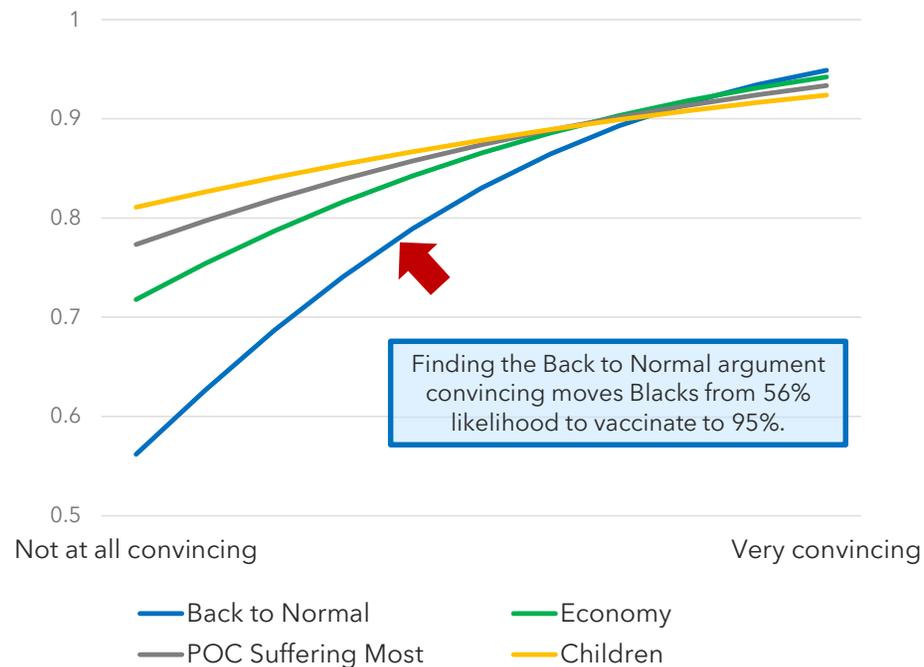
Community Interest argument full text: "Getting the vaccine doesn't just protect you, it also protects everyone else around you. Even if you're not concerned about your own health, getting the vaccine is the right and responsible thing to do in order to protect others."

Green shading indicates the top-scoring argument(s) among each audience

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)



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.

For Filipinos, Back to Normal is also the largest driver of change in intent to vaccinate, followed by Children

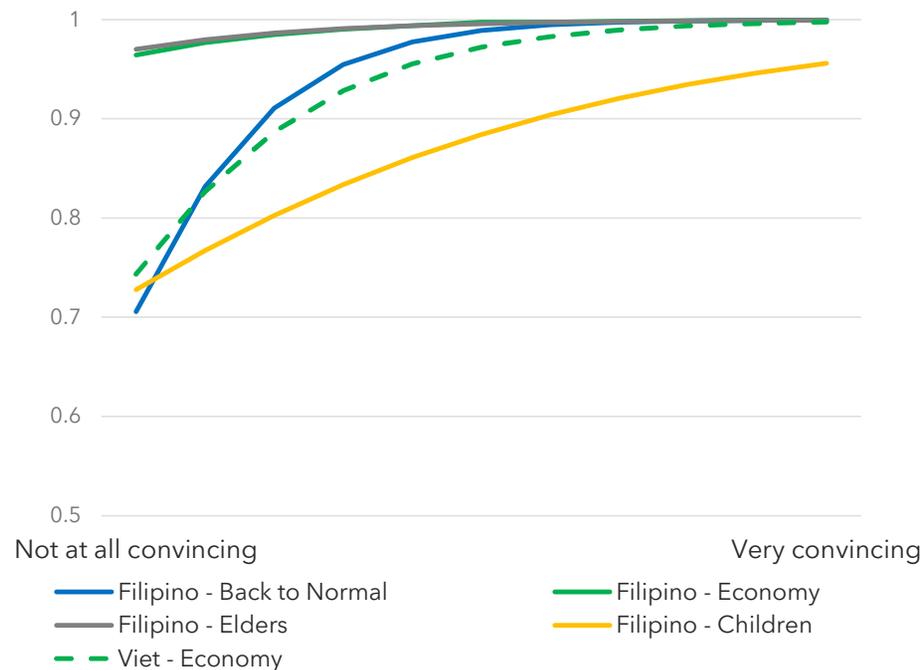
- For Filipinos, Elders and Economy also *slightly* increased intent to vaccinate

Finding the Back to Normal argument convincing moves Filipinos from 70% likelihood to vaccinate to nearly 100%.

For Vietnamese, whose intent to take the vaccine is already extremely high, Economy is the only argument that has a significant effect, shifting their probability of taking the vaccine by 25 points.

- Note that none of the arguments had a statistically significant impact on intent to vaccinate among Hispanics or Native Hawaiians

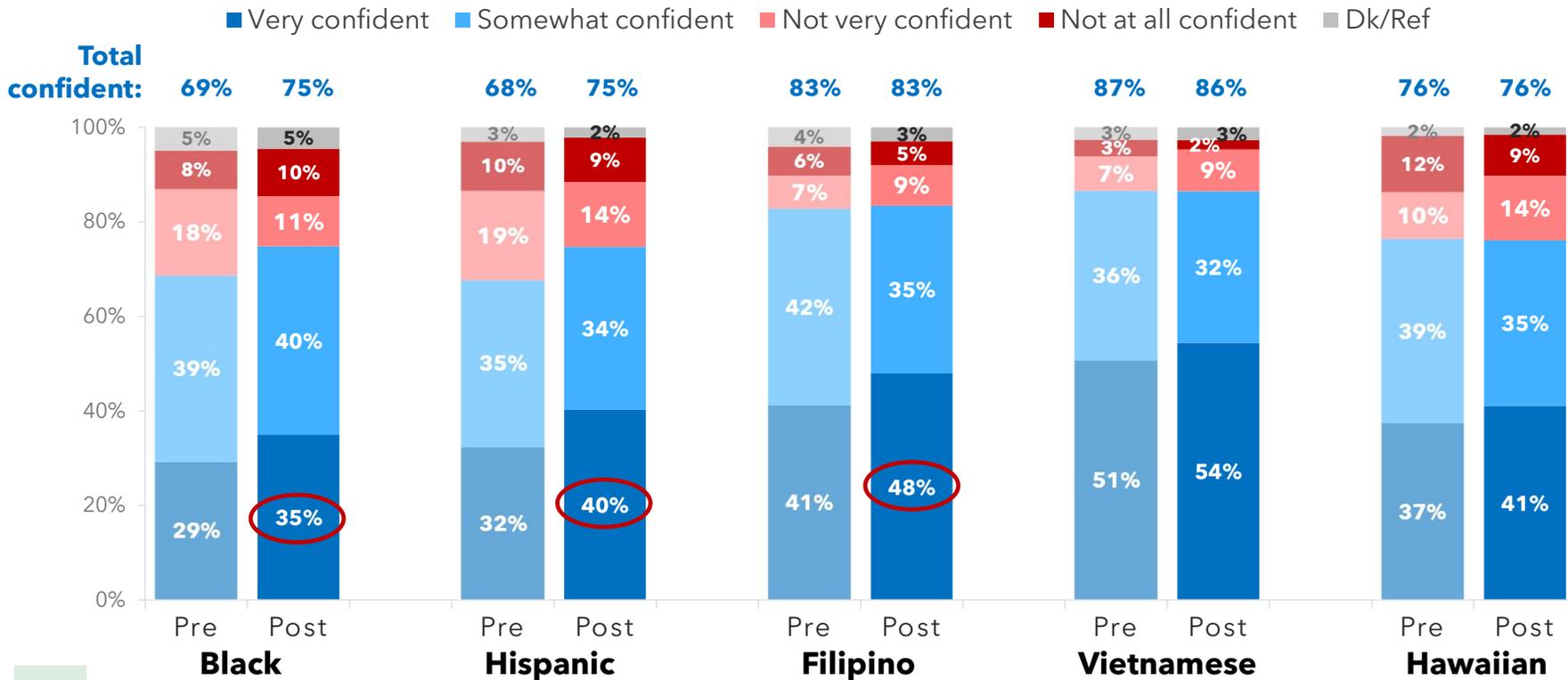
Impact of Arguments on Intent to Vaccinate
(Among Filipino and Vietnamese Americans)



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.

Exposure to pro-vaccination arguments better mobilizes those considering the vaccine, but doesn't win over many detractors - we haven't addressed their safety issues

Confidence in Vaccine Safety: Initial and Post-Arguments

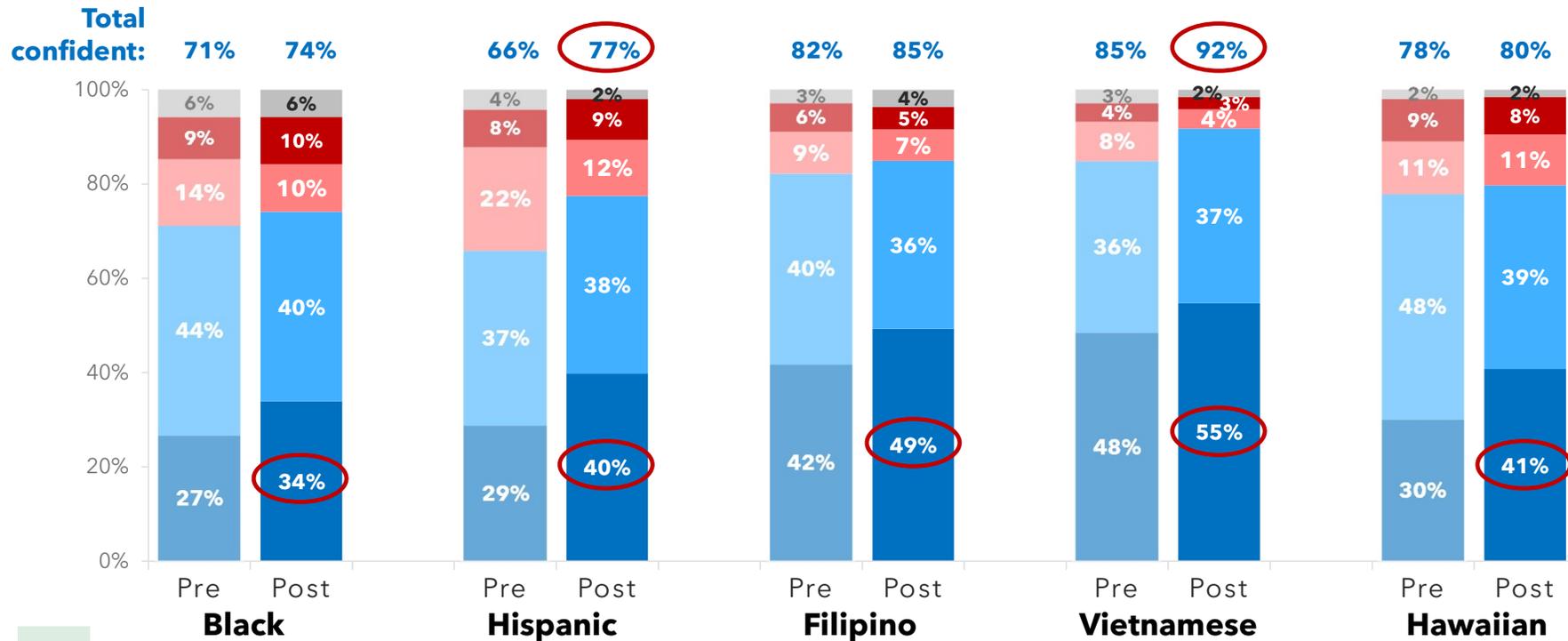


Q43. Generally speaking, how confident are you, if at all, that the vaccine for covid-19 is safe?

Similarly, positive change in perceptions of vaccine efficacy is mostly limited to those who were already somewhat confident

Confidence in Vaccine Efficacy: Initial and Post-Arguments

■ Very confident ■ Somewhat confident ■ Not very confident ■ Not at all confident ■ Dk/Ref

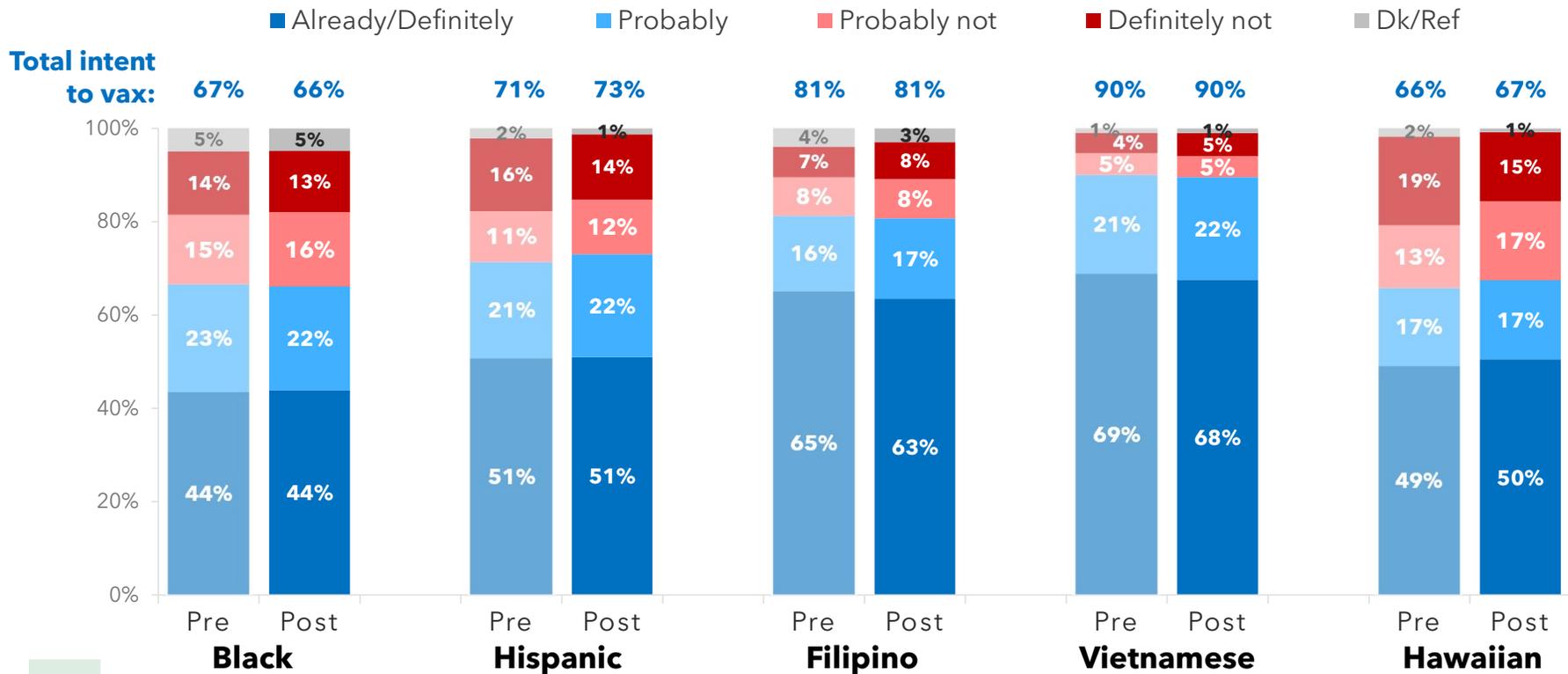


Q44. Generally speaking, how confident are you, if at all, that the vaccine for covid-19 is effective?

However, it's harder to change behaviors than beliefs. Despite the increased confidence, intent to receive the vaccine remained unchanged as we have not attacked the safety issue head-on in our frames

Intent to Vaccinate: Initial and Post-Arguments

Q45. And once again, assuming it were available to you today at no cost to you, would you...?



Appendix

Full Text of Pro-Vaccination Arguments

Q36. Back to Normal: Covid has changed our lives so much—it's harder to see family, to travel, to go out for entertainment and to socialize, especially in big groups. Getting the vaccine is the best way for us all to be free to go back to our normal lives again.

Q37. Self-Interest: Some people think they don't need the vaccine because they think covid only affects the elderly and the sick. But that's not true. Even young, healthy people can catch a severe case of covid and suffer permanent damage to their lungs, heart, and brain. Getting the covid vaccine will protect you, not just from catching covid, but from these dangerous, lasting side-effects.

Q38. Community Interest: Getting the vaccine doesn't just protect you, it also protects everyone else around you. Even if you're not concerned about your own health, getting the vaccine is the right and responsible thing to do in order to protect others.

Q39. POC Suffering Most: Covid has disproportionately affected communities of color. Minorities are suffering and dying at higher rates and are more impacted by the economic devastation of the shutdown. People of color are falling further behind; we have to change this and the best way to stop it is for us to take the vaccine.

Q40. Economy: Covid is wreaking havoc on the economy. We've tried social distancing, but covid cases are still rising. We've tried to reopen schools and business, only to have to close down again. The only way to save our economy and bring back jobs is by getting people vaccinated so it's safe to return to work and school.

Q41. Children: Isolation and distance-learning are causing an unpredictable impact on our children's mental health, education prospects, and socialization. We absolutely have to take the vaccine in order to save the children and allow their lives to get back to normal.

Q42. Elders: Covid-19 has even more of a detrimental impact with the loss of our elders—and with that, the precious cultural and familial human history that only they sustain. Through oral traditions, or simply our memory, we need to keep the lived experiences of our elders alive so that we may continue to learn from them. We have to take the vaccine to save our elders and our culture.

Q52-58. Next, I'd like to read you a few arguments that some people have made in favor of voting in the January 2021 Senate runoff elections. Please rate each statement on a scale of 0 to 10, where 10 means that statement is a very convincing reason to vote, 5 means it is a somewhat convincing reason, and 0 means that it is not at all a convincing reason to vote in the January runoff elections. You can use any number between 0 and 10.

Vaccine skeptics are also cross-pressured between economic covid concerns and health consequences

Q9-12. On the topic of covid-19, please rate how concerned you are for each of the following, using a scale of 0 to 10, where 10 means you are very concerned, 5 means you are somewhat concerned, and 0 means you are not concerned at all. You can use any number between 0 and 10.

	Black						Hispanic						AAPI					
	Mean			Top Box (8-10)			Mean			Top Box (8-10)			Mean			Top Box (8-10)		
	Overall	Vax unsafe	Low intent	Overall	Vax unsafe	Low intent	Overall	Vax unsafe	Low intent	Overall	Vax unsafe	Low intent	Overall	Vax unsafe	Low intent	Overall	Vax unsafe	Low intent
Q9. Health of US population	8.2	7.6	7.6	68%	63%	62%	7.8	7.2	7.0	64%	56%	54%	7.7	6.8	6.4	60%	49%	42%
Q10. Health of Self/ Immediate Family	7.9	7.1	7.0	67%	60%	59%	7.3	6.6	6.3	63%	54%	53%	7.6	6.8	5.8	61%	53%	34%
Q11. The US Economy	7.9	7.7	7.7	63%	63%	63%	7.5	7.4	7.3	55%	56%	52%	7.3	6.8	6.6	54%	57%	50%
Q12. Personal Financial Situation	6.9	6.9	6.7	49%	52%	51%	6.4	6.4	6.3	45%	47%	49%	6.2	5.5	5.3	41%	35%	35%

Green shading indicates the top rated covid concern among each audience

Party ID, age, gender, and parenthood are strong indicators of skepticism towards the covid vaccine

Most problematic groups:

- Moms
- Non-college women
- Black and Hispanic women 18-49
- Non-Democrats
- Unmarried people
- Native Hawaiians

Hispanics who took the survey in Spanish were less confident in the vaccine's safety than those who took the survey in English (61% vs 73%); however, they were MORE likely to say they would actually take the vaccine (75% vs 68%).

Among AAPI, Vietnamese have the most favorable perceptions of the vaccine (87% safe, 90% intent to take), followed by Filipinos (83%, 81%). Native Hawaiians are much more skeptical about the vaccine (76% safe, 66% intent to take).

	Black		Hispanic		AAPI	
	Confident vaccine is safe	Willing to vaccinate	Confident vaccine is safe	Willing to vaccinate	Confident vaccine is safe	Willing to vaccinate
Overall	69%	67%	68%	71%	83%	83%
Gender						
Men	71%	72%	71%	78%	81%	81%
Women	66%	62%	64%	64%	86%	84%
Gender & Age						
Men 18-49	71%	67%	69%	77%	80%	83%
Women 18-49	63%	57%	57%	59%	89%	86%
Men 50 and over	71%	79%	76%	81%	82%	79%
Women 50 and over	72%	70%	76%	73%	83%	83%
Education						
Non-college	65%	63%	66%	71%	78%	81%
College grads	76%	74%	76%	74%	89%	85%
Education & Gender						
Non-college men	68%	69%	71%	81%	76%	80%
Non-college women	62%	58%	62%	62%	80%	82%
College grad men	80%	80%	80%	74%	87%	84%
College grad women	73%	68%	73%	73%	92%	86%
Marital status						
Married men	77%	80%	72%	80%	87%	85%
Unmarried men	67%	65%	71%	76%	75%	79%
Married women	73%	67%	69%	70%	84%	84%
Unmarried women	61%	59%	60%	60%	88%	84%
Parents						
Dads	70%	68%	64%	75%	82%	78%
Moms	57%	61%	57%	57%	78%	79%
No kids	71%	68%	71%	74%	86%	85%
Party ID						
Democratic men	71%	75%	85%	87%	94%	90%
Other men	71%	66%	65%	74%	74%	77%
Democratic women	73%	66%	76%	73%	96%	91%
Other women	56%	55%	53%	57%	80%	80%