Research Recap
June 29, 2021
Agenda

➔ Vaccination rates update
  ◆ National Overview
  ◆ Racial Gap
➔ Who isn’t vaccinated yet
➔ Messaging research
➔ Q&A
Vaccination rates update
About 54% of the total population has received one shot, and 66% of all adults.

J&J remains well below the average, but this is only partially due to demand. Significantly fewer doses of J&J have been delivered to states (~6% of all delivered doses per CDC).

NYT, June 28
There is a lot of geographic variance in vaccine rates

While the national average is 54%, five states have given a shot to 65%+ of their population: VT (74), MA & HI (70), CT (67) and ME (66).

Five states have 40% or less: AL (40), ID & WY (39), LA (38) and MS (36).

NYT, June 28
Racial disparities persist, especially for Black populations

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>% of all persons with at least one dose</th>
<th>% of population</th>
<th>Ratio compared to population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>16.56%</td>
<td>17.60%</td>
<td>94%</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>1.09%</td>
<td>0.82%</td>
<td>133%</td>
</tr>
<tr>
<td>Asian</td>
<td>6.64%</td>
<td>5.94%</td>
<td>112%</td>
</tr>
<tr>
<td>Black</td>
<td>10.02%</td>
<td>12.69%</td>
<td>79%</td>
</tr>
<tr>
<td>Native Hawaiian/Other Pacific Islander</td>
<td>0.33%</td>
<td>0.31%</td>
<td>106%</td>
</tr>
<tr>
<td>White</td>
<td>65.36%</td>
<td>62.64%</td>
<td>104%</td>
</tr>
</tbody>
</table>

Note that race is only known for 55% of all vaccinations. Also, vaccines attributed to “Other” as a race category are excluded due to discrepancies.
But in the past couple weeks, it has been improving, especially for Latinos

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>% of all persons with at least one dose - past 14 days only</th>
<th>% of population</th>
<th>Ratio compared to population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>32.79%</td>
<td>17.60%</td>
<td>186%</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>1.09%</td>
<td>0.82%</td>
<td>133%</td>
</tr>
<tr>
<td>Asian</td>
<td>7.63%</td>
<td>5.94%</td>
<td>128%</td>
</tr>
<tr>
<td>Black</td>
<td>13.40%</td>
<td>12.69%</td>
<td>106%</td>
</tr>
<tr>
<td>Native Hawaiian/Other Pacific Islander</td>
<td>0.44%</td>
<td>0.31%</td>
<td>142%</td>
</tr>
<tr>
<td>White</td>
<td>45.53%</td>
<td>62.64%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Note that race is only known for 55% of all vaccinations. Also, vaccines attributed to “Other” as a race category are excluded due to discrepancies.
As a result, the gaps – though still too large – have shrunk in the past month.

While Black adults make up 10% of all vaccinations, in the past 2 weeks it’s been 13.4% (for the first time above their population rate of 12.4%).

Latinos make up 17% of the population and 16.5% of all vaccinations. In the past two weeks, they’ve made up 32.8% of all vaccinations given.

This chart assumes that available race data is a representative sample, and estimates rates for each group.
### Black Disparity & Overall Rates Vary by State

<table>
<thead>
<tr>
<th>Smaller Black Vax Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>(rate 80%+ of white rate)</td>
</tr>
<tr>
<td>Mississippi, Louisiana, Alabama, Tennessee, Idaho, West Virginia, Georgia, South Carolina, North Carolina, Alaska, Kentucky</td>
</tr>
</tbody>
</table>

| Oregon, Washington, Virginia |

<table>
<thead>
<tr>
<th>Bigger Black Vax Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>(rate below 80% of white rate)</td>
</tr>
<tr>
<td>Missouri, Oklahoma, Kansas, Indiana, Ohio, Texas, Michigan, Arizona, Nevada, North Dakota, Iowa</td>
</tr>
</tbody>
</table>

| Colorado, Maryland, Massachusetts, Minnesota, Delaware, DC, California, Rhode Island, New Mexico, Vermont, New York, Connecticut, Utah, Wisconsin, Pennsylvania, Florida, South Dakota |

<table>
<thead>
<tr>
<th>Lower Vaccination Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>(below national average)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Higher Vaccination Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>(above national average)</td>
</tr>
</tbody>
</table>
Below avg vax rate, small equity gap

Above avg vax rate, big equity gap

No data

CDC & KFF June 21
Unvaccinated profile
Who is still unvaccinated?

The Kaiser Family Foundation released a “profile of the unvaccinated.” Compared to vaccinated people, unvaccinated people are more likely to be:

- Under the age of 50
- Not have a college degree
- Lower income (<$40k)

Among unvaccinated people, those who were still open to the idea of the vaccine (the “wait and see” group) were more likely to be:

- Young (under the age of 30)
- Black or Hispanic
- Self-reported Democrats
- Live in cities
- Uninsured
- Not registered to vote

### Age
- 18-29: 34% (wait and see), 15% (definitely not get the vaccine)
- 30-49: 38% (wait and see), 48% (definitely not get the vaccine)
- 50-64: 22% (wait and see), 20% (definitely not get the vaccine)
- 65+: 6% (wait and see), 16% (definitely not get the vaccine)

### Race/Ethnicity
- Black: 22% (wait and see), 5% (definitely not get the vaccine)
- Hispanic: 20% (wait and see), 11% (definitely not get the vaccine)
- White: 49% (wait and see), 70% (definitely not get the vaccine)

### Party identification
- Democrat: 39% (wait and see), 12% (definitely not get the vaccine)
- Republican: 41% (wait and see), 67% (definitely not get the vaccine)

### Education
- High school or less: 47% (wait and see), 43% (definitely not get the vaccine)
- Some college: 34% (wait and see), 39% (definitely not get the vaccine)
- College degree or more: 19% (wait and see), 18% (definitely not get the vaccine)

### Income
- Less than $40K: 43% (wait and see), 37% (definitely not get the vaccine)
- $40K-$89.9K: 34% (wait and see), 31% (definitely not get the vaccine)
- $90K+: 16% (wait and see), 25% (definitely not get the vaccine)

### Insurance status
- Insured, under 65 years old: 81% (wait and see), 74% (definitely not get the vaccine)
- Uninsured, under 65 years old: 19% (wait and see), 26% (definitely not get the vaccine)

### Community type
- Urban: 37% (wait and see), 17% (definitely not get the vaccine)
- Suburban: 52% (wait and see), 60% (definitely not get the vaccine)
- Rural: 11% (wait and see), 23% (definitely not get the vaccine)
Who is still unvaccinated?

An Overwhelming Majority of the Vaccine Hesitant are Trump Voters or Did Not Vote

While media attention is focusing on Trump supports not getting the vaccine, the plurality of non-vaccinated people are non-voters.
Messaging Research
American COVID-19 Vaccine Poll

○ American COVID-19 Vaccine Poll is a partnership between the African American Research Collaborative and The Commonwealth Fund
○ Data collected May 7th–June 7th
○ National survey of 12,288 adults including 3,541 unvaccinated people
○ The sample size for each component of the survey is: Black - 2,281, Latino - 2,944, AAPI -2,281, Native American - 1,921 and White (non-Hispanic) - 2,861.
# Best Messages

### #1
Most effective message

*Getting a COVID-19 vaccine can protect the lives of my family, friends, and those I love.*

43.5% effective

### #2
People and businesses have been particularly hard hit by job losses locally, and many of our businesses are struggling due to the pandemic. If we all get vaccinated these businesses can open back up and more people here in our community can get back to work.

37.5% EFFECTIVE

### #3
In the past year, at least 40,000 children have lost a parent to COVID-19. Millions more have a parent struggling with long term symptoms after getting infected with COVID-19. Getting a vaccine will help our children.

37.1% EFFECTIVE

### #4
Getting the COVID-19 vaccine will allow the return of safe family occasions like birthday parties, celebrations and holiday get togethers.

36.9% EFFECTIVE
Overperforming Messages by Racial Groups

- All unvaccinated people of color
  - The [racial group] community has been hit hard by COVID-19, with higher rates of [racial group] COVID-19 illnesses and deaths. The best way to prevent more suffering through this terrible pandemic is to get vaccinated and encourage all [racial group] people to do the same.

- Black
  - Getting the COVID-19 vaccine will allow the return of safe family occasions like birthday parties, celebrations and holiday get togethers.

- Latino
  - People and businesses in [big cities / suburbs / smaller towns] have been particularly hard hit by job losses here in [State], and many of our businesses are struggling due to the pandemic. If we all get vaccinated these businesses can open back up and more people here in our community can get back to work.

- AAPI
  - Even though I am healthy, getting vaccinated will allow me to see loved ones who are older or more vulnerable. The best way to protect the elders in our community is to get vaccinated and encourage others to do the same.

- Native American
  - Getting vaccinated protects my community’s elders and our culture.
# Best Messengers

<table>
<thead>
<tr>
<th>Rank</th>
<th>Message</th>
<th>Convincing Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>My personal doctor/primary care physician</td>
<td>60%</td>
</tr>
<tr>
<td>#2</td>
<td>Doctors &amp; Nurses</td>
<td>56.5%</td>
</tr>
<tr>
<td>#3</td>
<td>Friends And Family Who Have Taken The Vaccine</td>
<td>54.8%</td>
</tr>
<tr>
<td>#4</td>
<td>Local Hospitals</td>
<td>52.7%</td>
</tr>
<tr>
<td>#5</td>
<td>State Department Of Health</td>
<td>51.6%</td>
</tr>
</tbody>
</table>
Barriers to Vaccines

- 27% of unvaccinated adults had a barrier to getting the vaccine.
  - The most common barriers were not being able to get time off of work, transportation and medical conditions.
- People of color reported higher rates of barriers than white adults, but that varies by racial group
  - Unvaccinated Black adults were 34% more likely to face a barrier compared to white adults; while Latino adults were 52% more likely, AAPI adults were 57% more likely; and Native American adults were 13% more likely.