



Research Recap
June 29, 2021

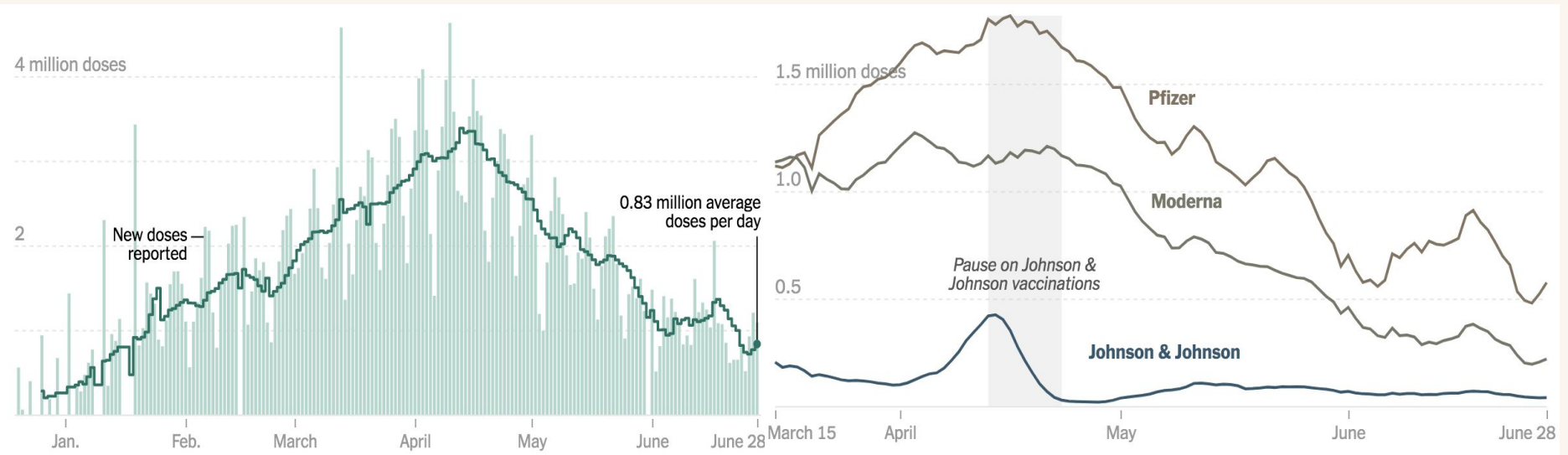
Agenda

- **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

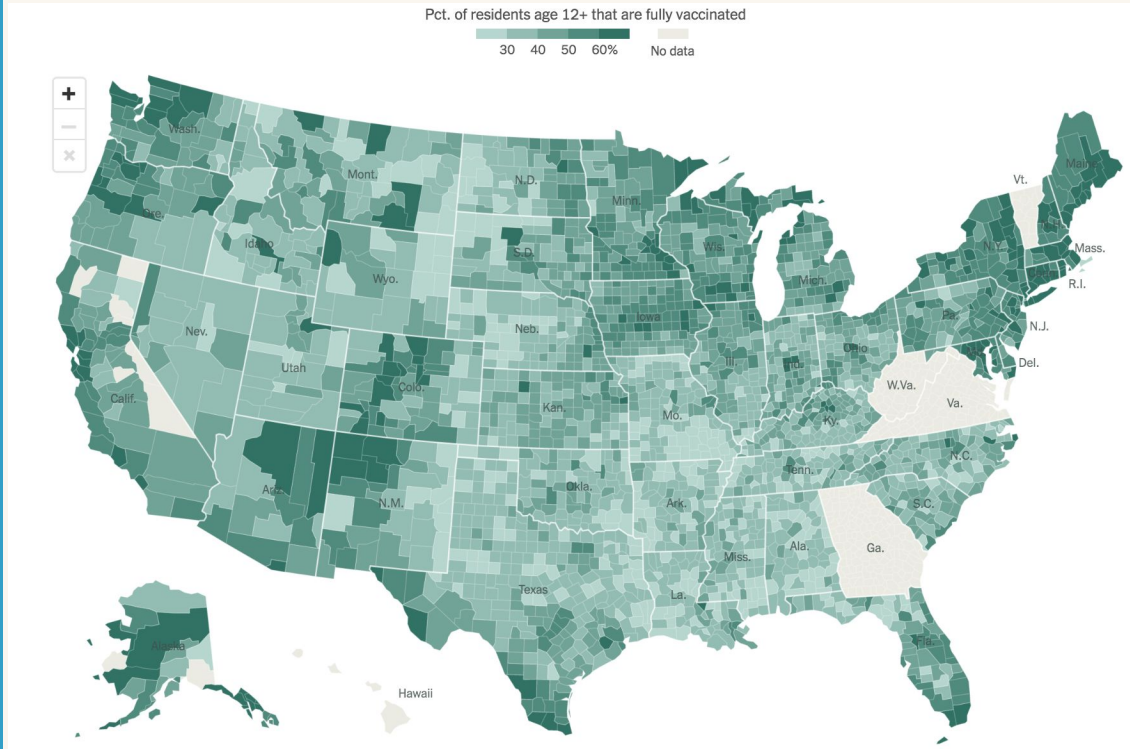
J&J remains well below the average, but this is only partially due to demand. Significantly fewer doses of J&J have been delivered to states (~6% of all delivered doses per CDC).



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).



Racial disparities persist, especially for Black populations

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

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

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

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.

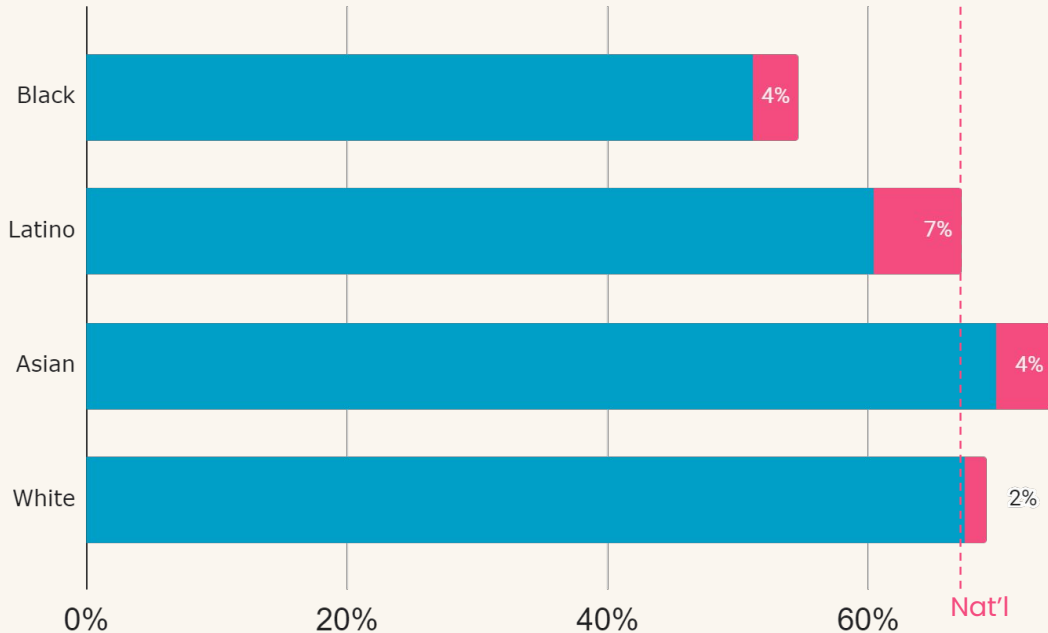
As a result, the gaps – though still too large – have shrunk in the past month

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.

Change in vaccination rate by race, June 3rd – June 25



Black disparity & overall rates vary by state

**Smaller Black
vax gap**
(rate 80%+ of
white rate)

Mississippi, Louisiana,
Alabama, Tennessee, Idaho,
West Virginia, Georgia, South
Carolina, North Carolina,
Alaska, Kentucky

Oregon, Washington, Virginia

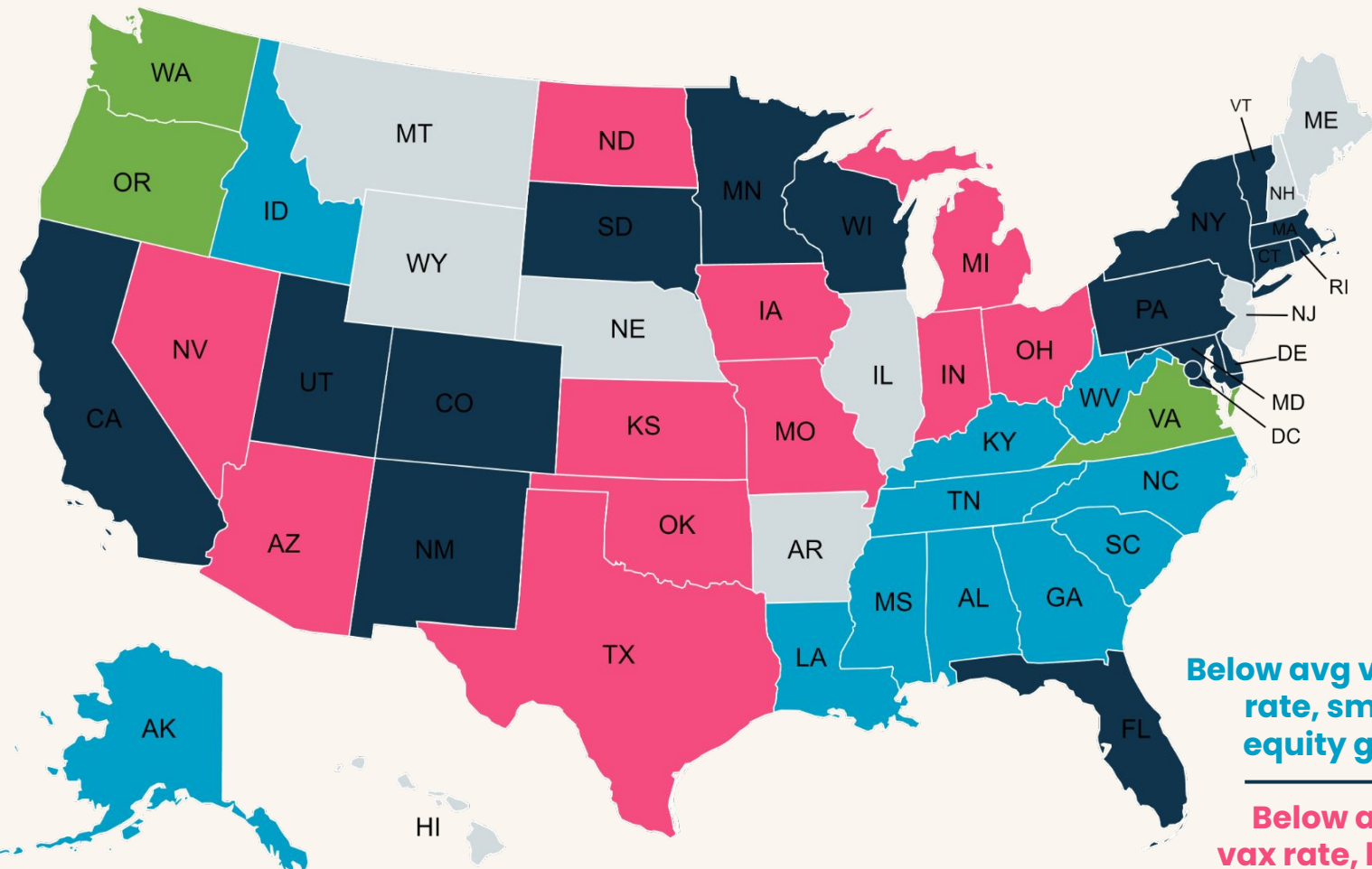
**Bigger Black
vax gap**
(rate below
80% of white
rate)

Missouri, Oklahoma,
Kansas, Indiana, Ohio,
Texas, Michigan, Arizona,
Nevada, North Dakota, Iowa

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

Lower vaccination rate
(below national average)

Higher vaccination rate
(above national average)



No data

Below avg vax rate, small equity gap	Above avg vax rate, small equity gap
Below avg vax rate, big equity gap	Above avg vax rate, big equity gap

Unvaccinated profile

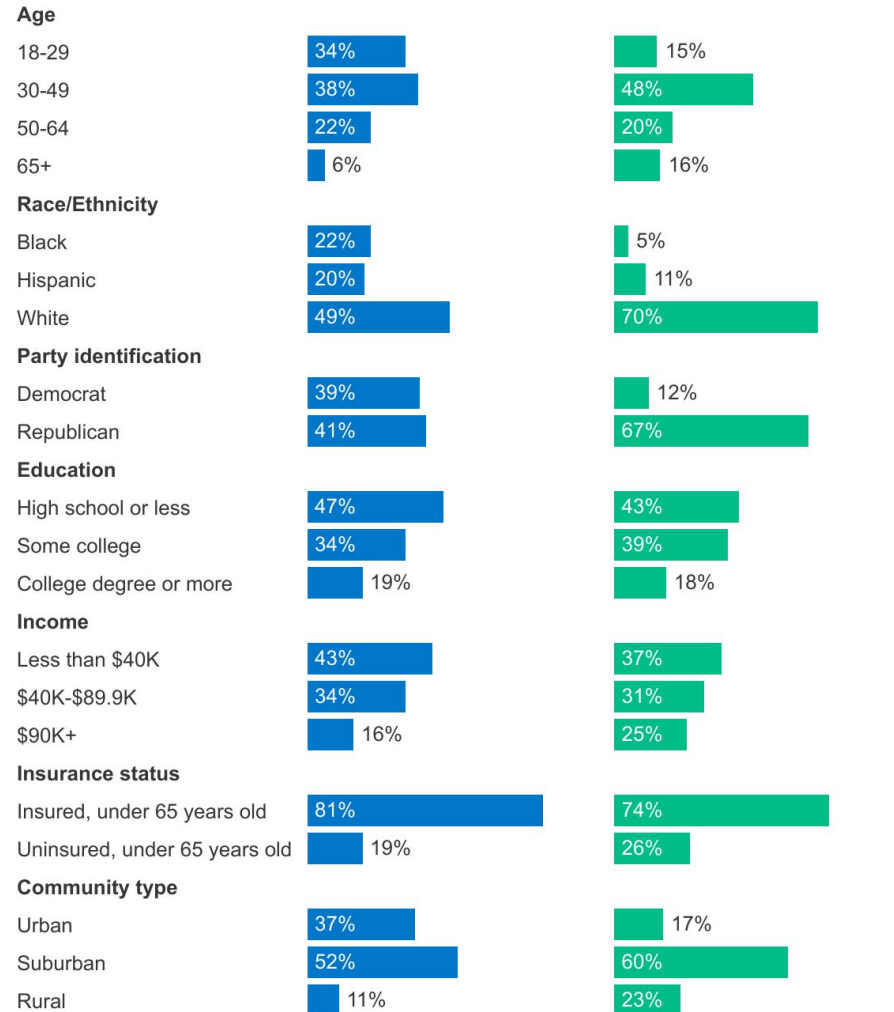
Who is still unvaccinated?

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)

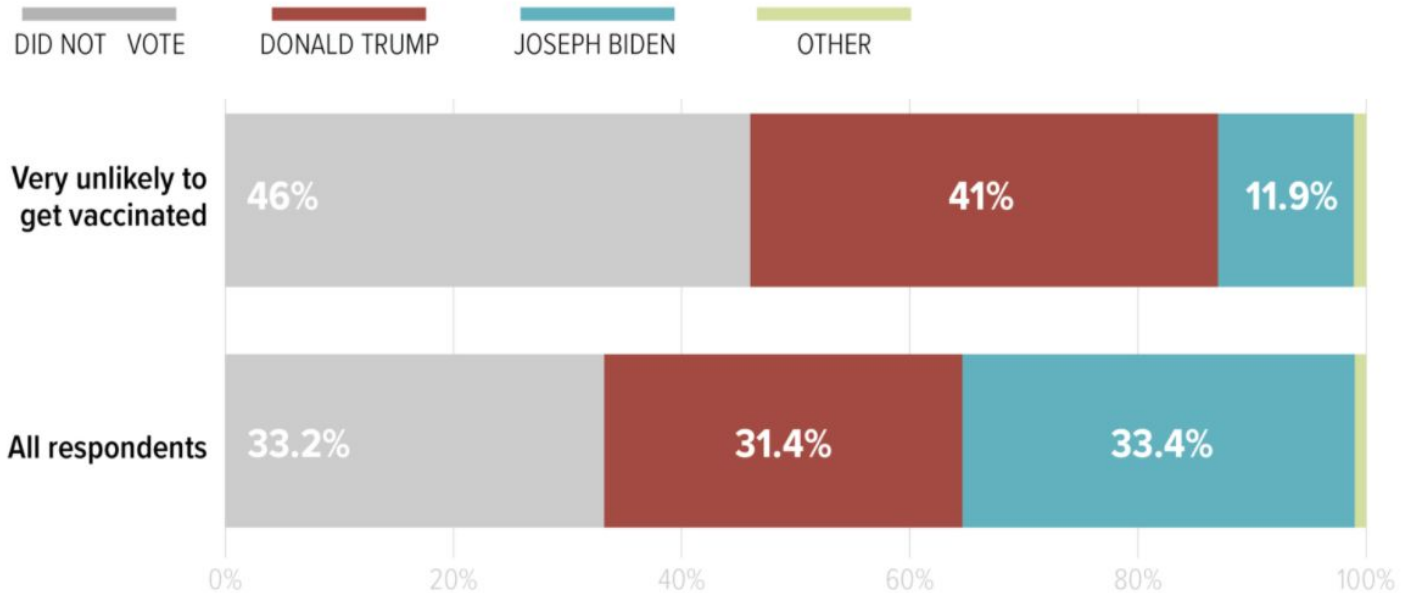
Among unvaccinated people, those who were still open to the idea of the vaccine (the “wait and see” group) were more likely to be:

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



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 supporters 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

#1

Most effective messenger



My personal doctor/primary care physician

60% VOTED AS CONVINCING

#2



Doctors & Nurses
56.5% CONVINCING

#3



Friends And Family Who Have Taken The Vaccine
54.8% CONVINCING

#4



Local Hospitals
52.7% CONVINCING

#5



State Department Of Health
51.6% CONVINCING

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.