



COVID-19 Vaccines and People of Color’s Experiences

Made to Save/YouGov August 2021 Survey

EXECUTIVE SUMMARY

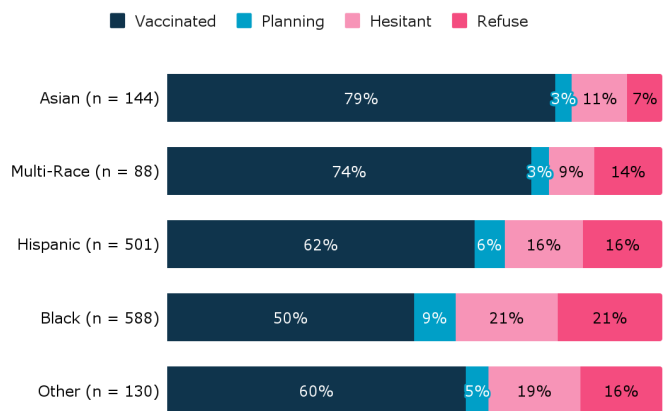
Made to Save commissioned YouGov to conduct a nationally representative survey among people of color to understand how different communities feel regarding the coronavirus vaccines. The survey fielded between August 2nd and August 16th, 2021 and sampled 1,505 respondents.

The majority of people of color have received at least one shot, but rates are still lower than the national average and differ across racial groups.

59% of the sample had reported receiving at least one COVID-19 shot, with 7% planning to receive one. Unvaccinated respondents were divided between those who were hesitant (18%) and those who refused (17%).¹

There were differences across racial groups. Black respondents were less likely than average to have received the vaccine (50%), while Asian respondents were more likely than average (79%).²

Vaccination Status by Race

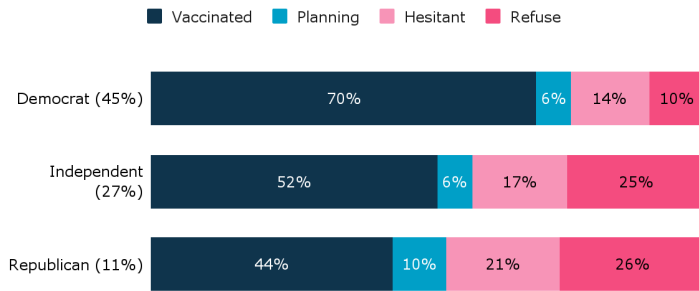


¹ Participants were asked “How would you describe your personal situation regarding COVID-19 vaccines?” Respondents who answered “I have received all the injections required to be fully vaccinated against COVID-19” and “I have started the vaccination process, but need another shot” were categorized as “Vaccinated”, those who answered “I plan to get vaccinated” were categorized as “Planning”, “I’m not sure about getting vaccinated” were “Hesitant” and “I will not get vaccinated” were “Refuse”.

² Due to small sample sizes, Native American (n = 36) and Middle Eastern (n = 10) are included in “Other”.

Vaccination Status by Political Party

Among People of Color Nationally

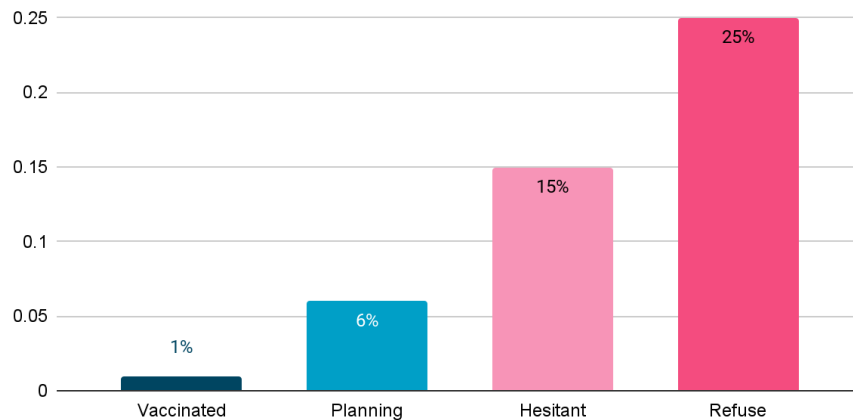


There were also differences between political affiliations. About half of the sample (45%) were self-identified Democrats, which were more likely to report receiving at least one shot (70%). The rates of refusal were similar between Republican and Independent respondents.³

One in four unvaccinated respondents said *no one* in their network has been vaccinated, and the majority have not spoken to someone about the vaccine.

Unvaccinated respondents were also much more likely to have other unvaccinated people within their social network. About one-quarter of those who had not received vaccines reported they did not have any friends, family, or coworkers that had been vaccinated.

% of Respondents with No Vaccinated Friends, Family, and Coworkers

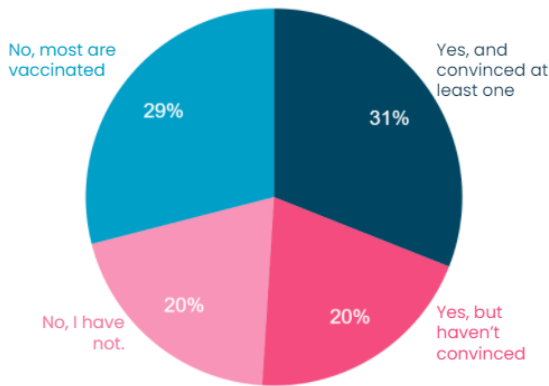


The **majority** of unvaccinated respondents (56% of hesitant, 58% of refusers) reported that they **have not talked to anyone** (friends, family, or coworkers) about the vaccines.

³ Respondents that identified as "Other" (n = 51) or "Not Sure" (n = 187) regarding their political affiliation are not included in the graphic.

Almost one-third of vaccinated respondents reported they had convinced at least one friend or family member to get the vaccine, though one-fifth of vaccinated respondents had not attempted.

Have you talked to unvaccinated friends and family about getting the vaccine?



Vaccinated respondents identified the biggest **barrier to talking to friends and family** about getting vaccinated is the belief it is a personal choice (28%), followed by the perception they do not know anyone who is unvaccinated (19%), not disclosing vaccine status (16%), or consider it too sensitive of a topic and do not want to start a fight (15%).

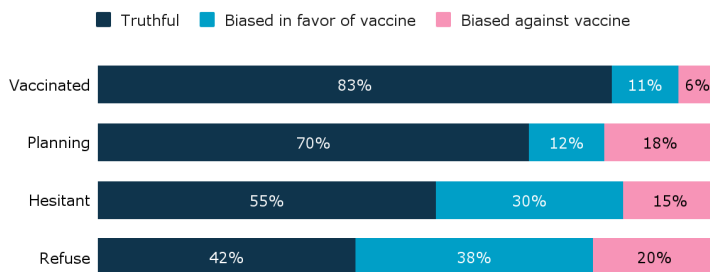
Successful messengers have also evolved slightly over time.

For respondents who received their first shot before June 1, 2021, 24% were motivated by doctors (compared to 16% after June 1). For those respondents who received their first shot after June 1, 30% were motivated by conversations with family and friends (compared to 20% of those vaccinated before June 1).

Local doctors are the most trusted source of truthful vaccine information, but unvaccinated respondents perceived more bias in sources.

Perceptions of Local Doctors Including Primary Care Physicians

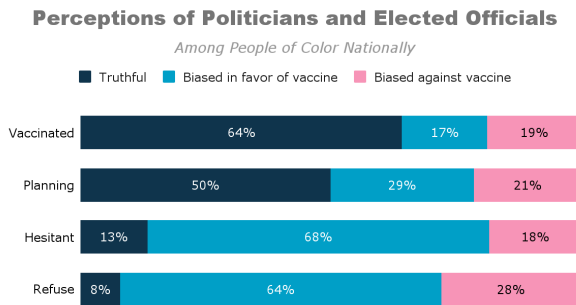
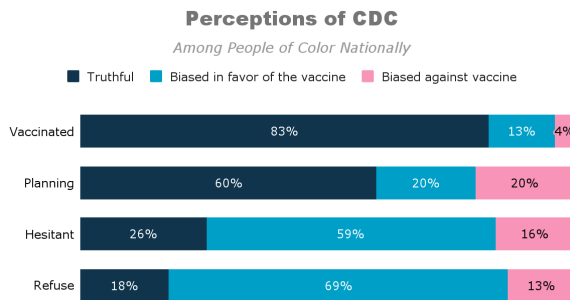
Among People of Color Nationally



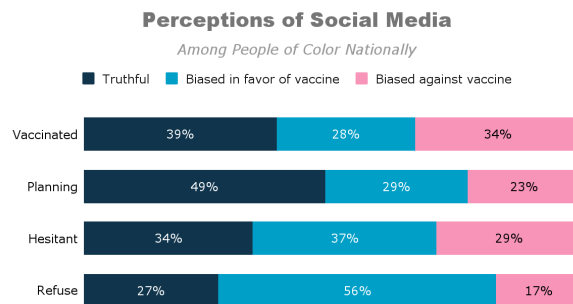
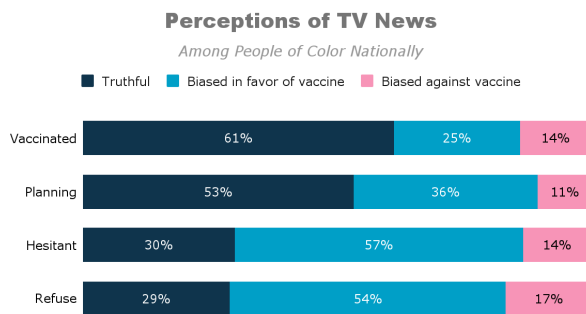
Local doctors were identified as the source of providing the most truthful information about the vaccines. This was true even among unvaccinated respondents, although they did trust all messengers less than vaccinated respondents, overall.

Unvaccinated respondents were considerably more likely to perceive sources such as the Centers for Disease Control (CDC) and elected politicians and

government officials as biased in favor of the vaccines, rather than providing truthful information.



Additionally, media sources were perceived as the less truthful sources overall, especially social media, though unvaccinated respondents had greater perceptions of media bias.



Vaccinated respondents were motivated by protecting themselves and others.

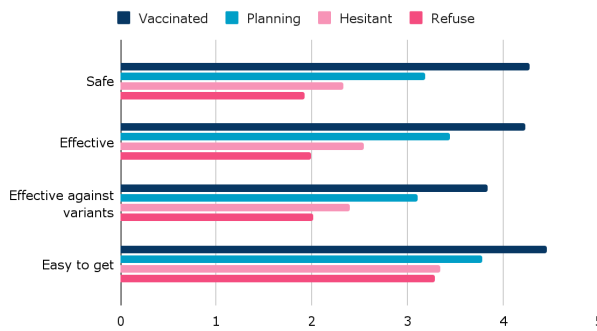
The largest segment of respondents (45%) received their first shot in **March or April**. The most common location for receiving the vaccine was at a **pharmacy** (28%) or at a **vaccine site set up by my city or town (e.g., school or library)** (17%).

Vaccinated respondents reported the following reasons for receiving their COVID-19 vaccines:

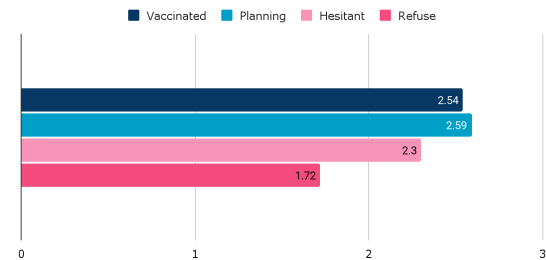
- **Top Motivators (over 55% selected):** Protect self from COVID-19, protecting others
- **Moderate Motivators (around 20%):** Talk to family/friends, reopen economy, new variants
- **Not Motivating (less than 5%):** Seeing politicians receive vaccines, hearing local leaders talk about vaccines, being contacted by local organizations, incentives

Unvaccinated respondents are much less likely to perceive the vaccine as safe and effective.

The COVID-19 vaccine is...



Fear of Getting COVID-19
On a scale of 1-4, with 4 indicating higher levels of fear (average).



Vaccinated respondents were significantly more likely to perceive the vaccine as safe and effective (generally and specifically against variants) than those who were not vaccinated. Meanwhile, those who refused to receive the vaccines had significantly lower perceptions of safety and effectiveness than those who were hesitant. Generally, all respondents (regardless of vaccine status) indicated the vaccines were easy to receive. On a scale of 1-4, with 4 indicating the highest levels of fear, vaccinated respondents had higher levels of **fear of COVID-19** than unvaccinated respondents. Those who refused had significantly lower levels of fear than those who were hesitant.

Unvaccinated respondents are still worried about the vaccines and are waiting for more information to convince them.

Those who had not received vaccines generally perceived the vaccines as accessible. Seventy-four percent of unvaccinated respondents know where to get the vaccine and 52% reported that they had the time to get vaccinated. However, it is noteworthy that 62% of Hispanic respondents reported that work or child/elder care responsibilities made it difficult to get vaccinated.

The **most selected reason for avoiding the vaccine** was the perception that the **vaccines were made too quickly** (52% of unvaccinated respondents). Other reasons cited:

- Rare major side effects like blood clots (49% hesitant, 41% refusers)
- Common minor side effects like soreness and flu-like symptoms (32% hesitant, 26% refusers)
- Do not need vaccines to carry on with normal life (22% hesitant, 42% refuse)

What will motivate the unvaccinated?

Over half of respondents (56%) who indicated they were hesitant to receive the vaccine noted that they are **waiting for more data from others** who have received the vaccine before deciding (compared to only 10% of those who refused). Of the unvaccinated “wait and see” respondents, 47% reported they have not yet talked to anyone about the vaccine.

When asked what would motivate them to receive the vaccine, the responses differed between hesitant and refuse respondents:

- If more data was available on safety (41% hesitant, 25% refusers)
- If FDA gave full approval (31% hesitant, 16% refusers)
- Vaccines were required for their job (23% hesitant, 15% refusers)

What about the Delta variant?

Though the Delta variant has led to an increase in positive cases and hospitalization, 55% of unvaccinated respondents said the Delta variant has not influenced their thoughts on the vaccines, and in fact, 31% said hearing about vaccinated individuals contracting Delta made them *less* likely to get vaccinated.

Conclusion

These results show that while a majority of people of color are vaccinated, barriers and a lack of information still preclude vaccine equity.

The majority of unvaccinated respondents had not yet talked to someone about the vaccine, so efforts to reach higher vaccination rates within communities of color must prioritize one-on-one conversations with those who are unvaccinated. While time constraints are holding back a significant portion of unvaccinated people, increased efforts to provide paid time off and childcare could mitigate these barriers.

Methodology

This survey is based on 1,505 interviews conducted by YouGov on the internet of self-reported their race or ethnicity as Black, Hispanic, Asian, Middle Eastern, Native American, two or more races, or other non-white. The sample was weighted according to vote registration status, 2016 Presidential vote, gender, age, race/ethnicity, education, and US Census region based on voter registration lists, the U.S. Census American Community Survey and the U.S. Census Current Population Survey, as well as 2020 Presidential vote and COVID-19 vaccination status. Respondents were selected from YouGov to be nationally representative of American adults of color. The weights range from 0.06 to 6.02 with a mean of 1 and a standard deviation of 0.88.

The margin of error (a 95% confidence interval) for a sample percentage p is approximately 3.4%. It is calculated using the formula:

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.

A link to the full survey results can be found [here](#).

For questions regarding this executive summary, contact the Made to Save Research and Impact team at info@madetosave.org.