

# Attitudes Toward the COVID-19 Vaccine Among Vulnerable Californians

*Key Findings from a Statewide Survey  
Conducted December 11-17, 2020*



OPINION  
RESEARCH  
& STRATEGY

# Methodology

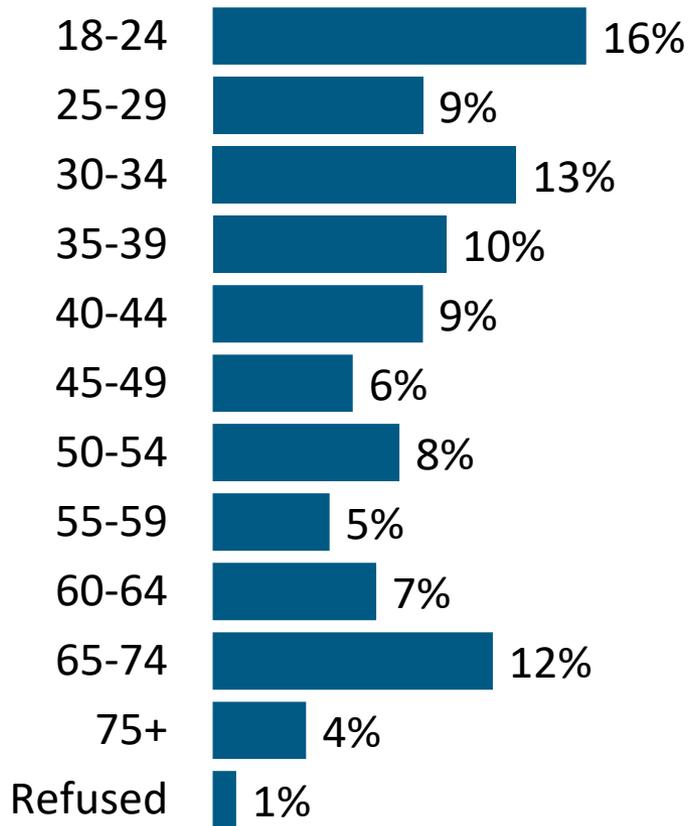
- ✓ 881 online and telephone interviews with Californians who:
  - Are Californians of color;
  - Spanish-speakers, and/or
  - Have household incomes of \$50,000 or less
- ✓ Central Valley residents and African-American respondents were over-sampled
- ✓ Interviews conducted December 11-17, 2020
- ✓ Interviews online, on landlines and cell phones in English and Spanish
- ✓ Margin of sampling error of +/-3.5% at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding



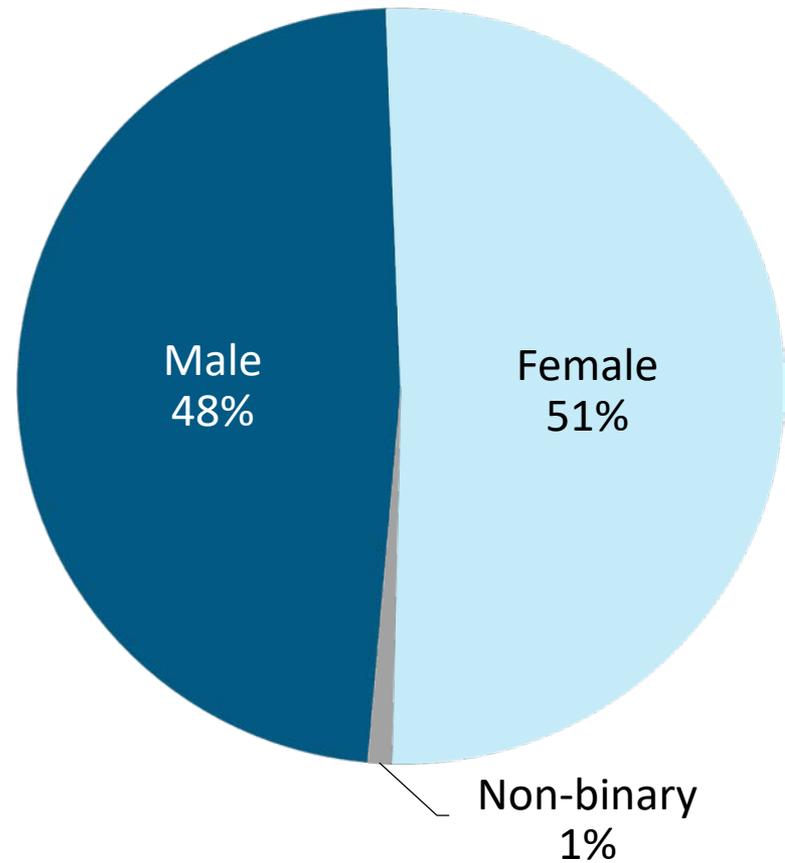
# Profile of Respondents

# Age and Gender

Age



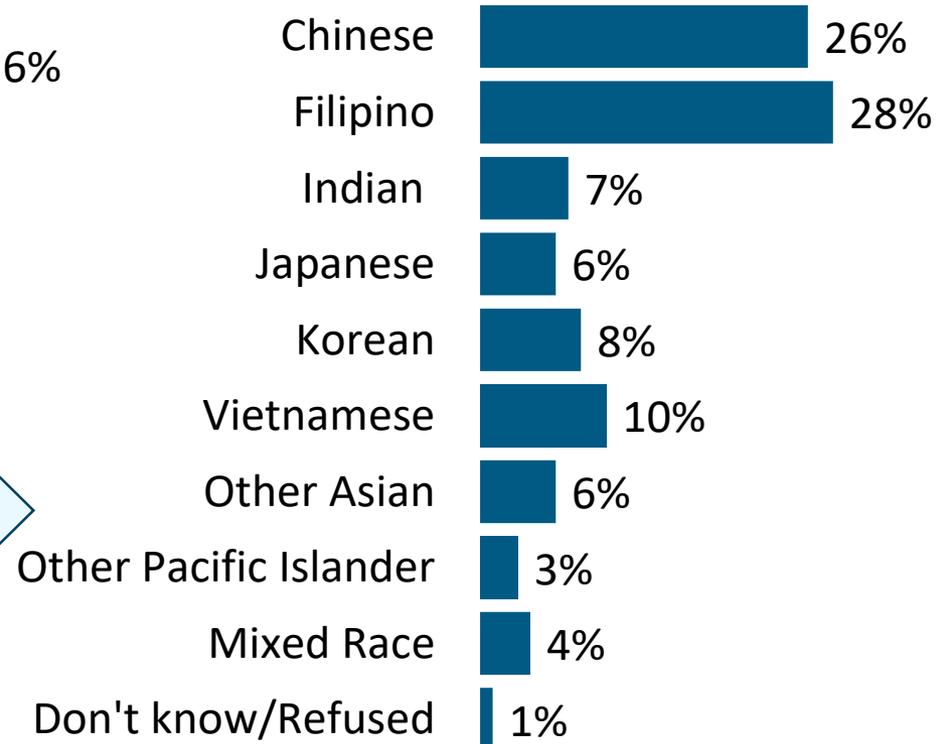
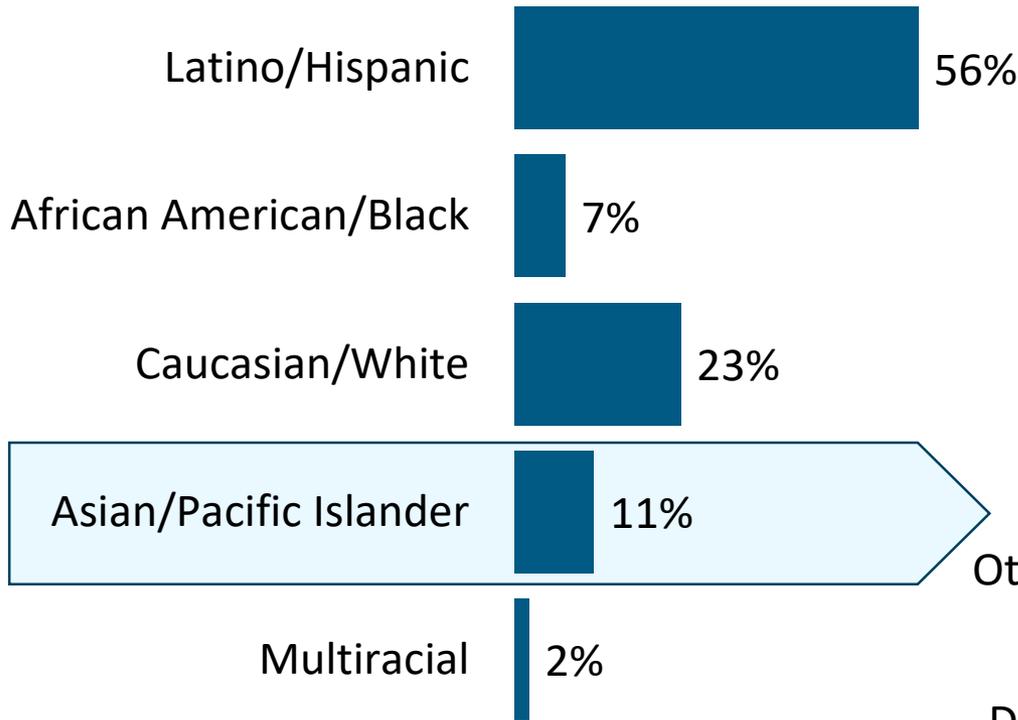
Gender



# Ethnicity

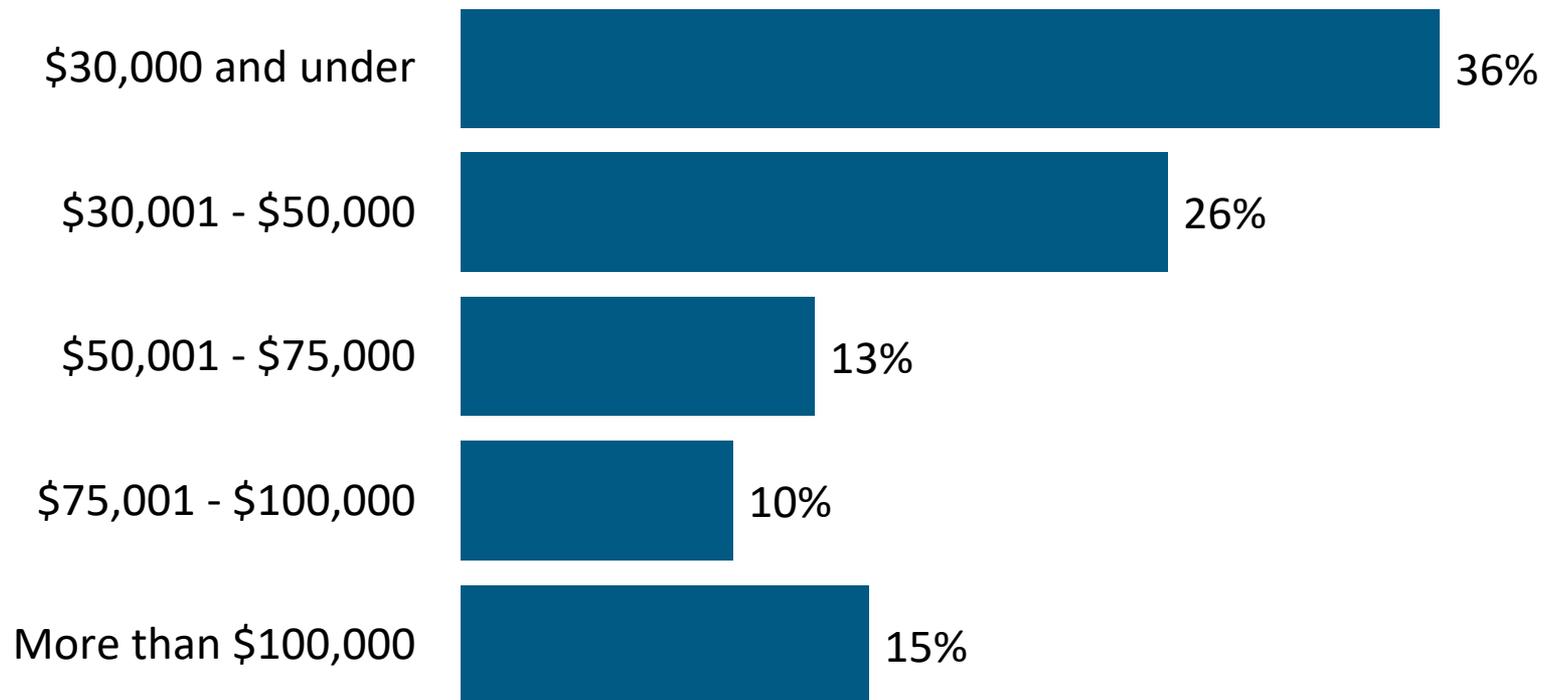
*With which ethnic group do you identify yourself: Latino or Hispanic, African American or Black, Caucasian or White, Asian or Pacific Islander, or are you of another ethnic or racial background?*

*More specifically, would you say that you are \_\_\_\_\_?  
(Asked Only of Asians/Pacific Islanders)*



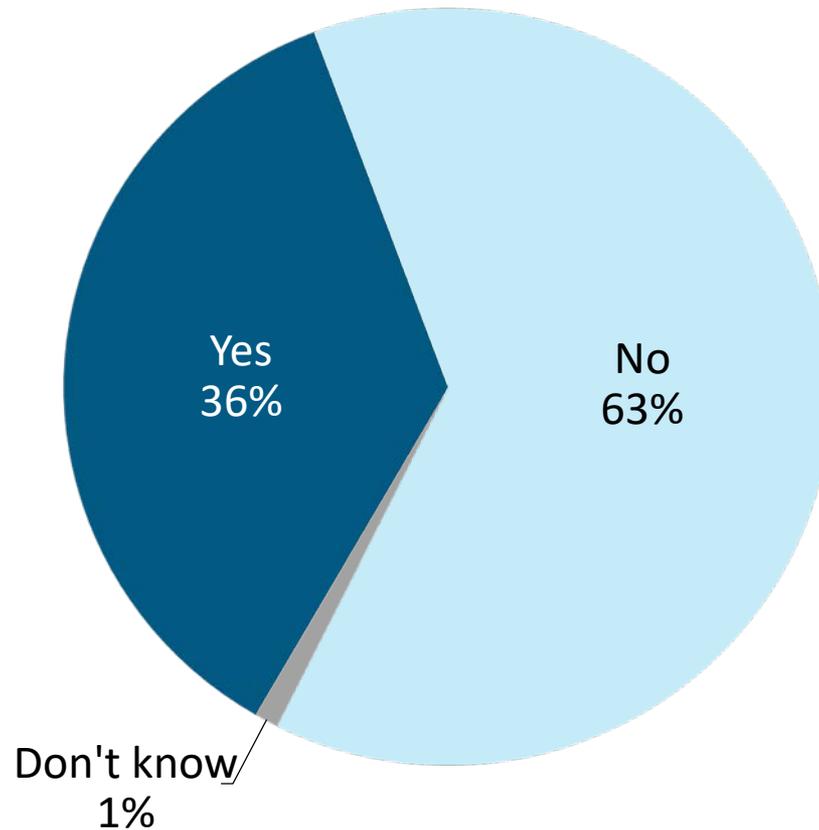
# Household Income

*I don't need to know the exact amount, but just to make sure everyone is represented, I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2019?*



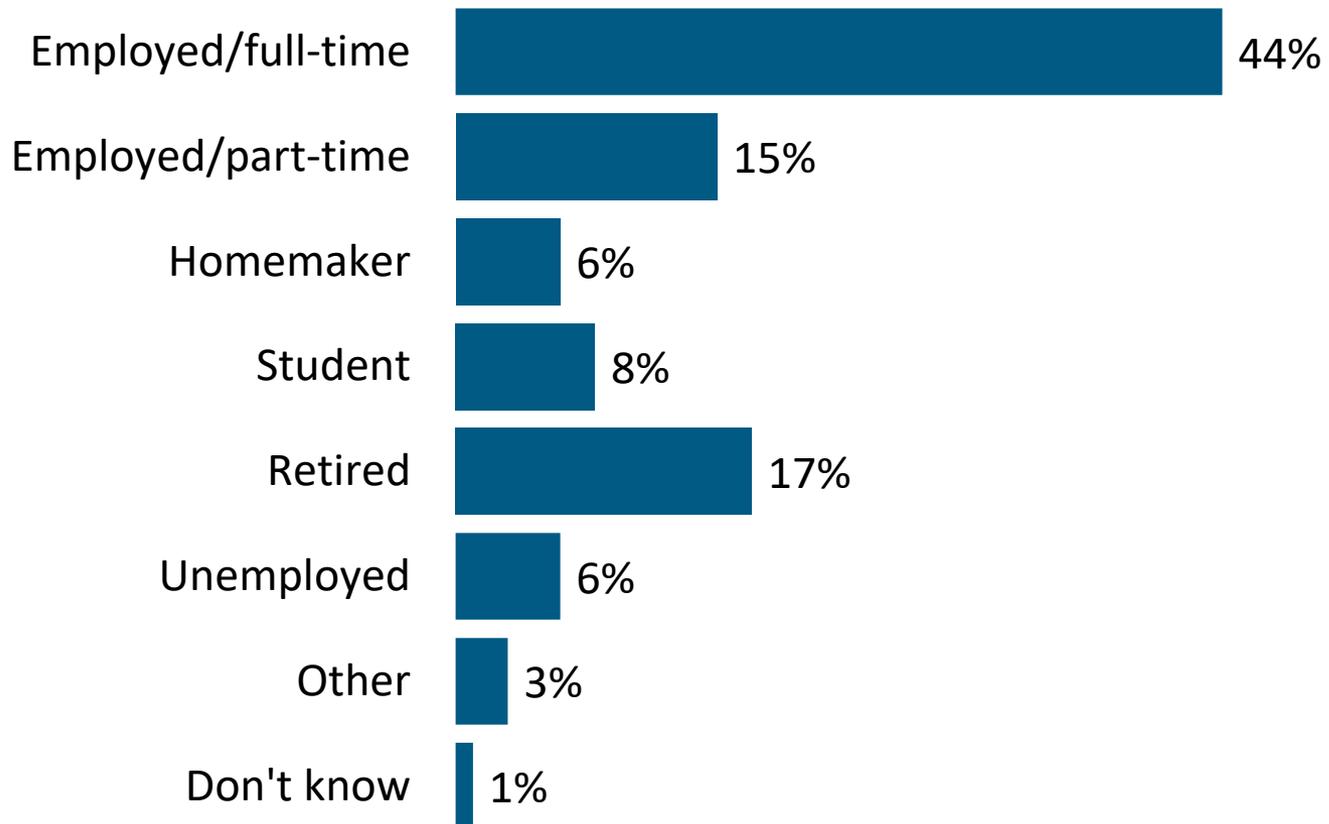
# Parent/Guardian Status

*Are there any children under the age of 18 living in your household?*



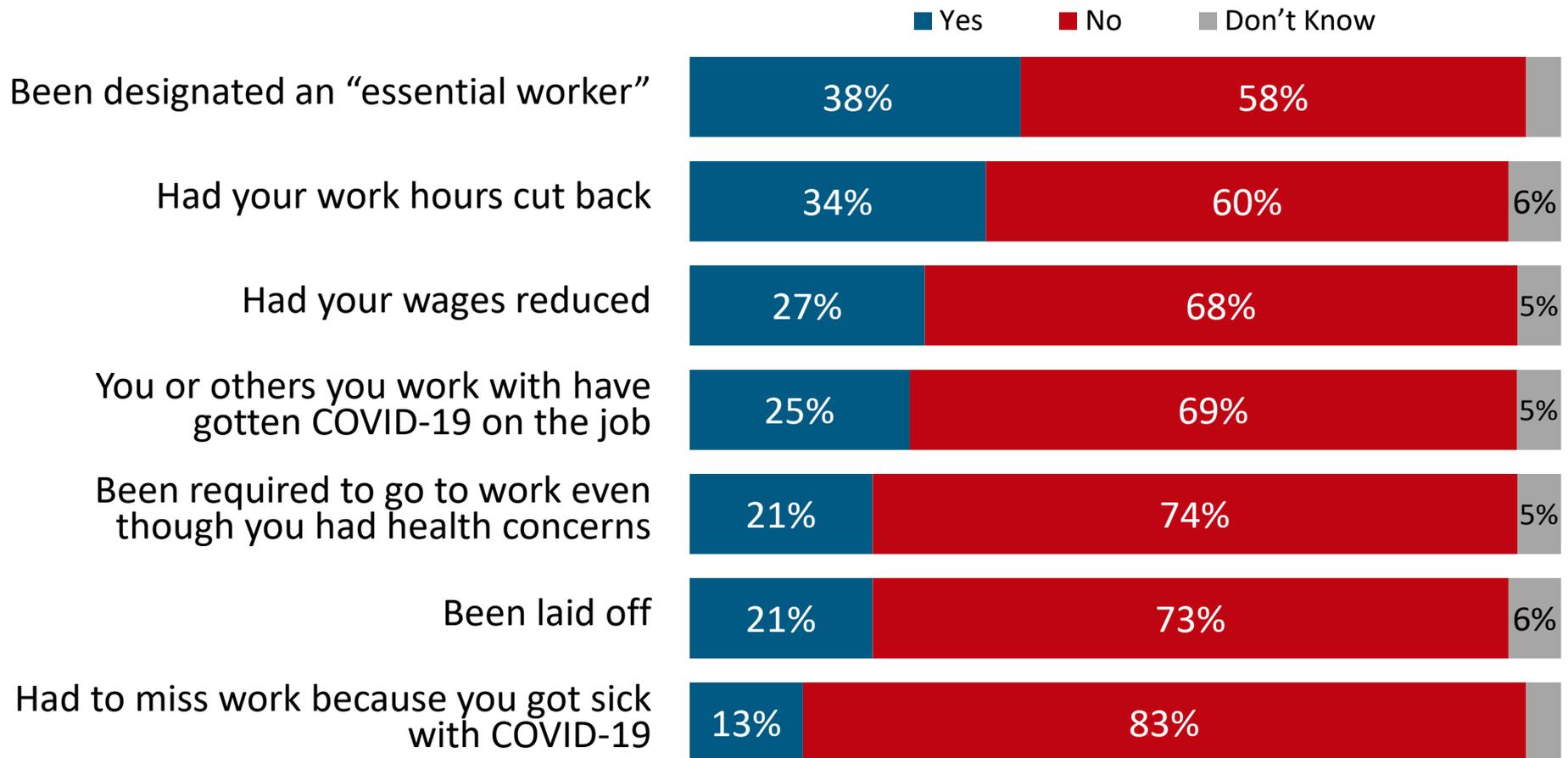
# Employment Status

*When the coronavirus pandemic started, were you employed outside the home, or were you a homemaker, a student, or retired?*



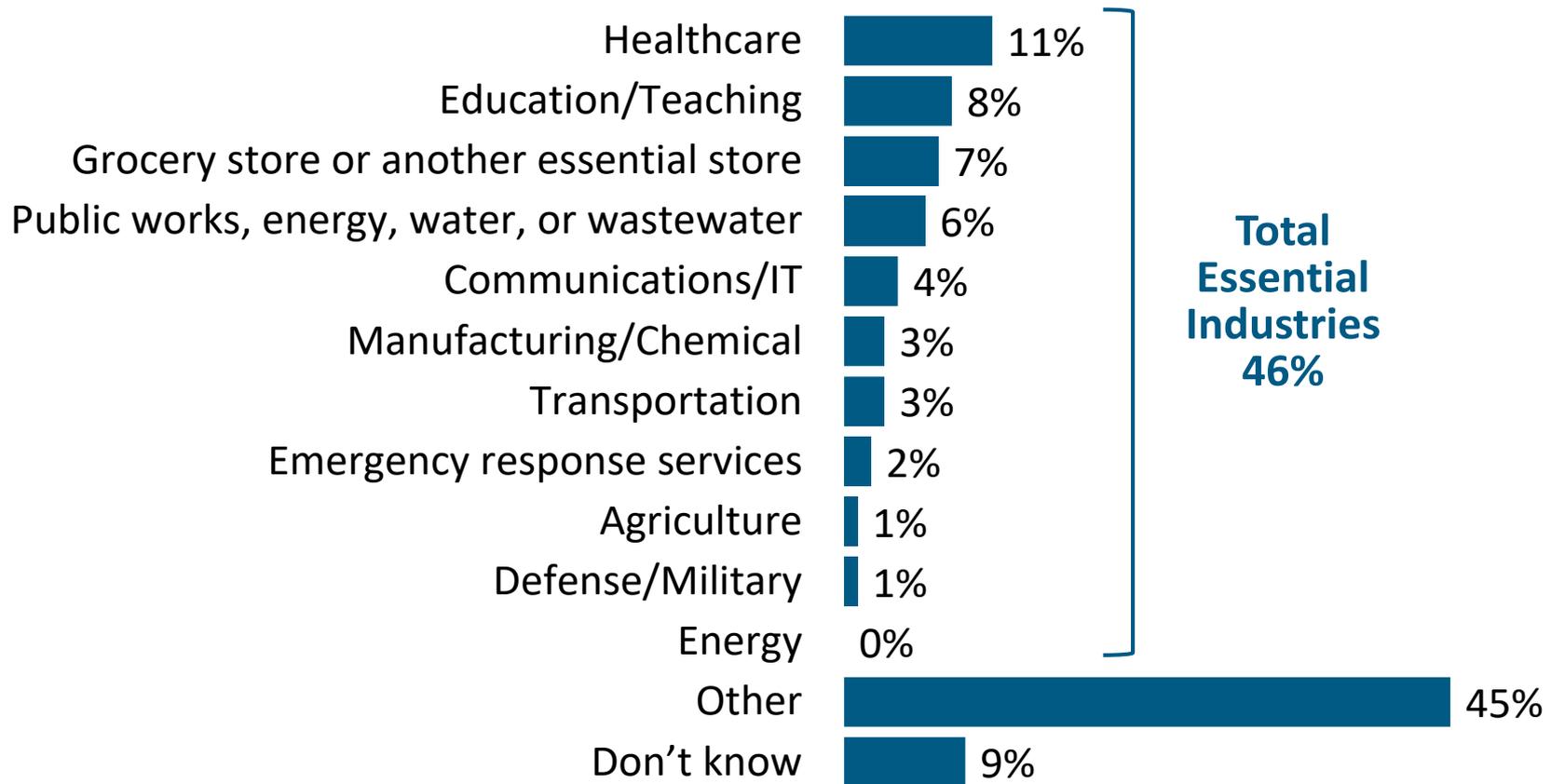
# Nearly four in five are essential workers; more than one third have had their hours cut back.

*In response to the coronavirus crisis, have you experienced any of the following:*



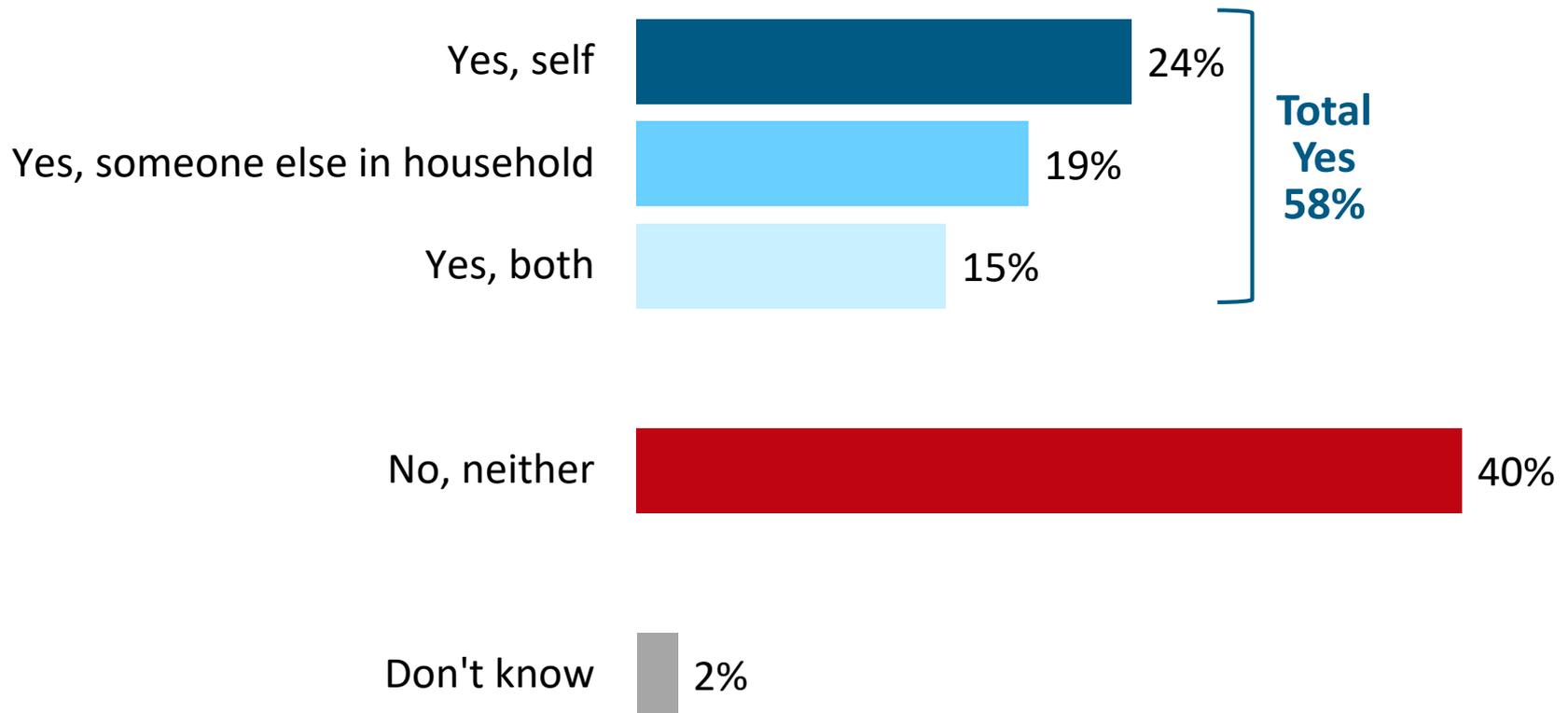
# Approximately half of respondents work in essential industries.

*What sector is your primary job in?*



# A majority has someone in their households who is considered "high-risk."

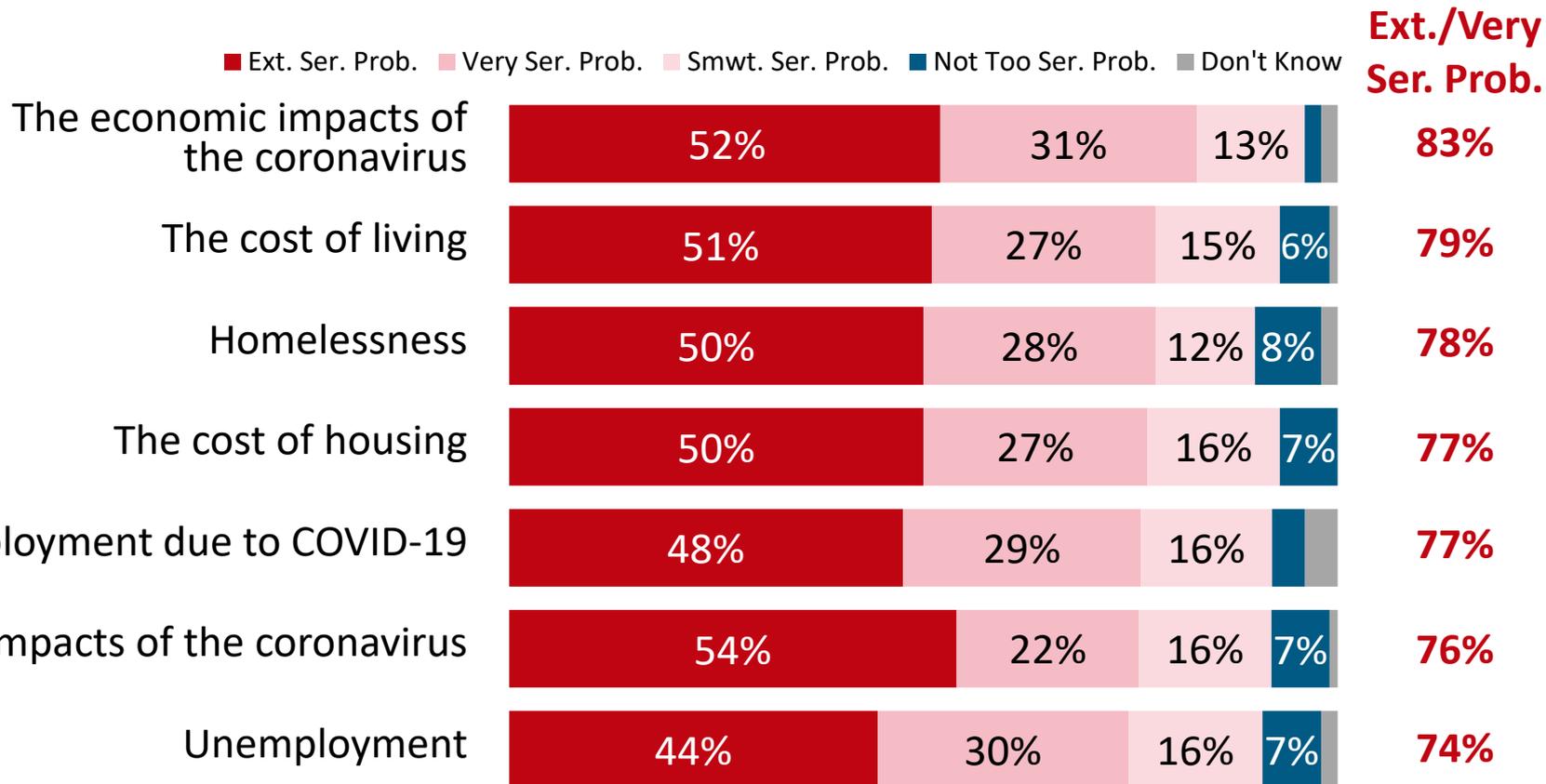
*Are you or anyone else in your household considered at high-risk for COVID-19, because of your age or a pre-existing health condition?*



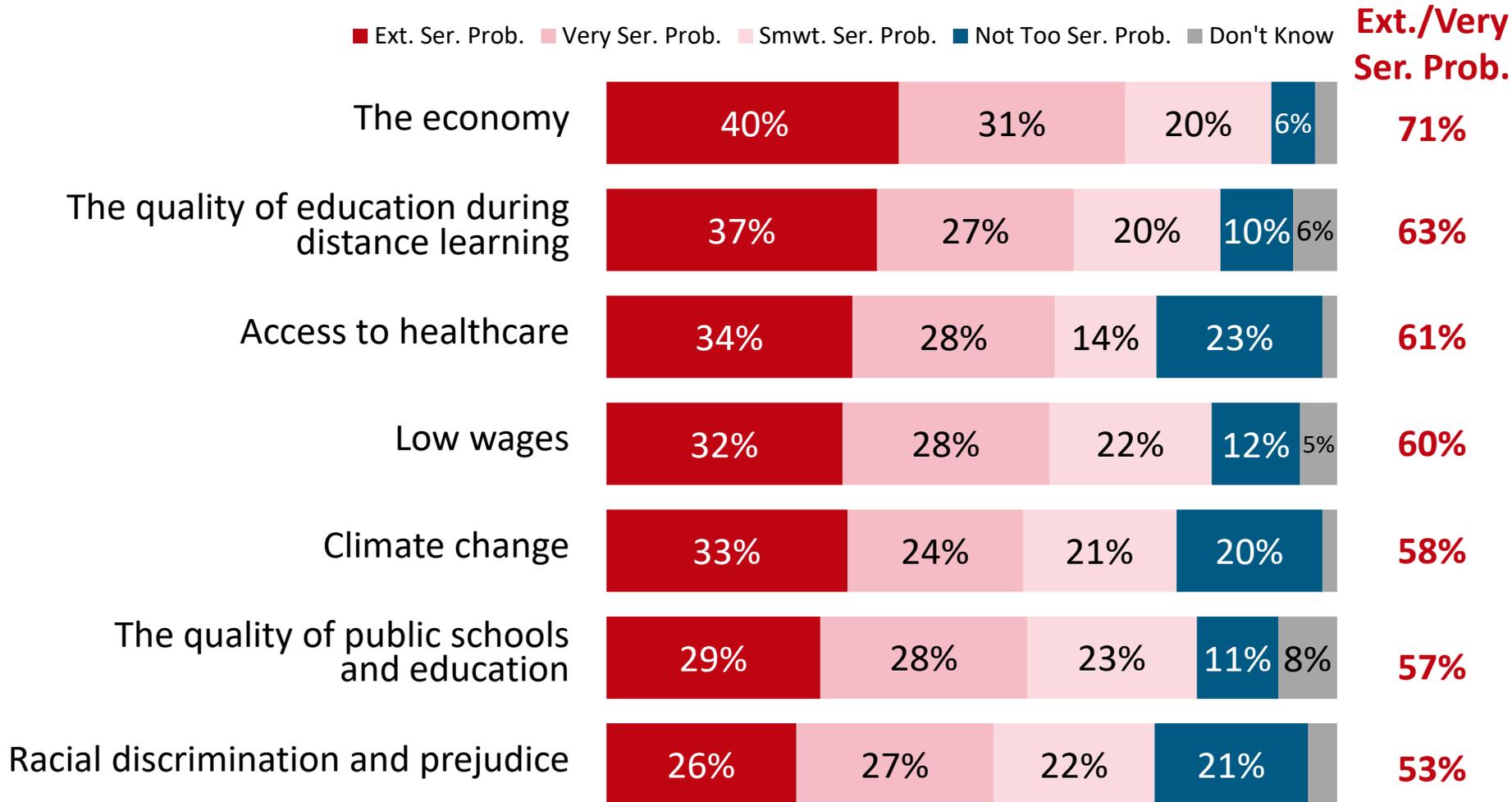
# Issue Context

# The impacts of the virus, the cost of living, homelessness, cost of housing and unemployment are the top problems facing the state.

*I'd like to read you some problems facing your community that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or a not too serious problem in your community.*



# A majority views a range of other issues as serious concerns as well.



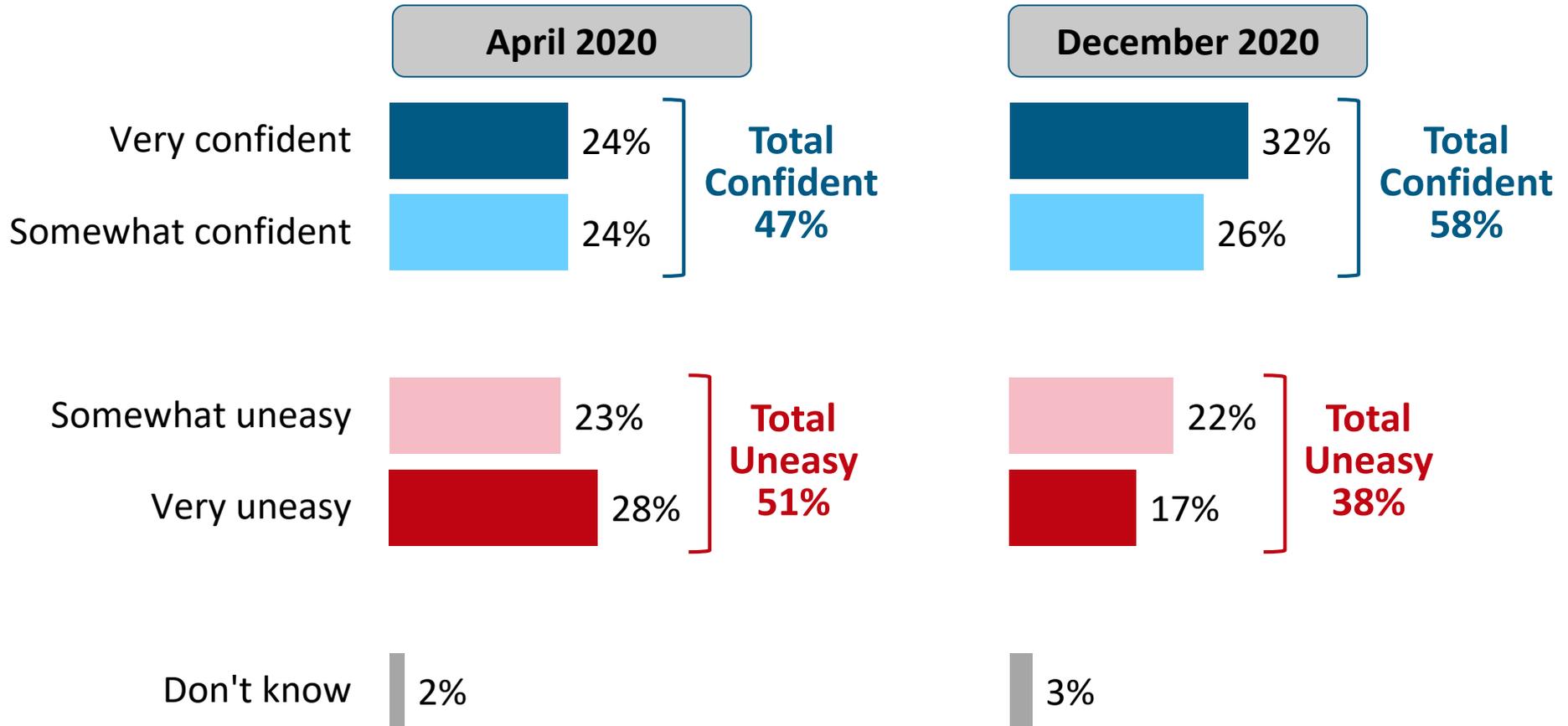
# Relative to this spring, concerns about racial discrimination, cost of living, and access to healthcare have grown the most.

*(Extremely/Very Serious Problem)*

Problem	April 2020	December 2020	Difference
Racial discrimination and prejudice	41%	53%	<b>+12%</b>
The cost of living	70%	79%	<b>+9%</b>
Access to healthcare	52%	61%	<b>+9%</b>
Unemployment	66%	74%	<b>+8%</b>
*The quality of public schools and education	49%	57%	<b>+8%</b>
Climate change	51%	58%	<b>+7%</b>
The cost of housing	71%	77%	<b>+6%</b>
Homelessness	75%	78%	<b>+3%</b>
The economy	68%	71%	<b>+3%</b>
Low wages	60%	60%	<b>0%</b>

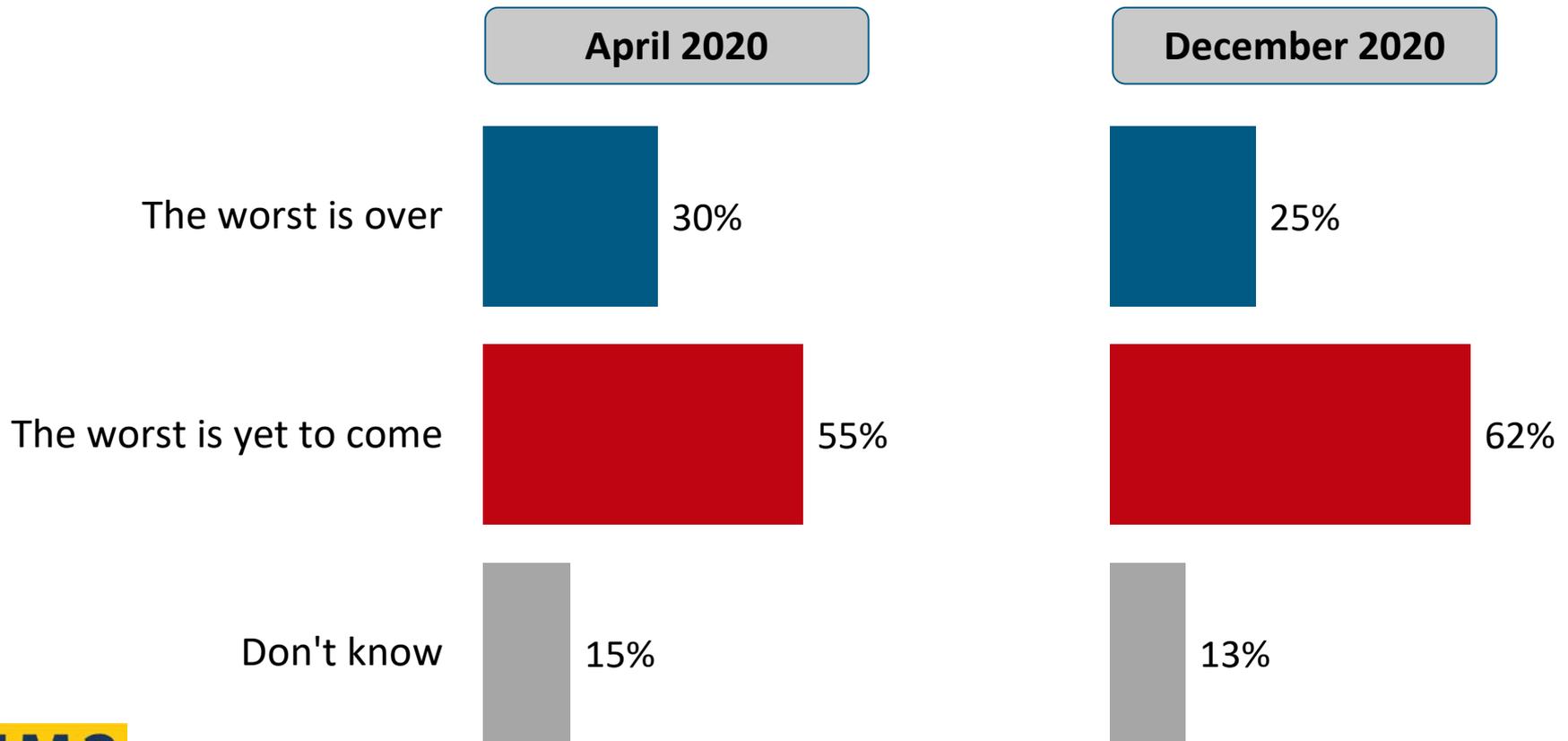
# Respondents are more confident about their living expenses than they were a few months ago.

*Thinking about your personal financial situation over the next few months, do you feel confident or uneasy you will be able to meet your living expenses?*



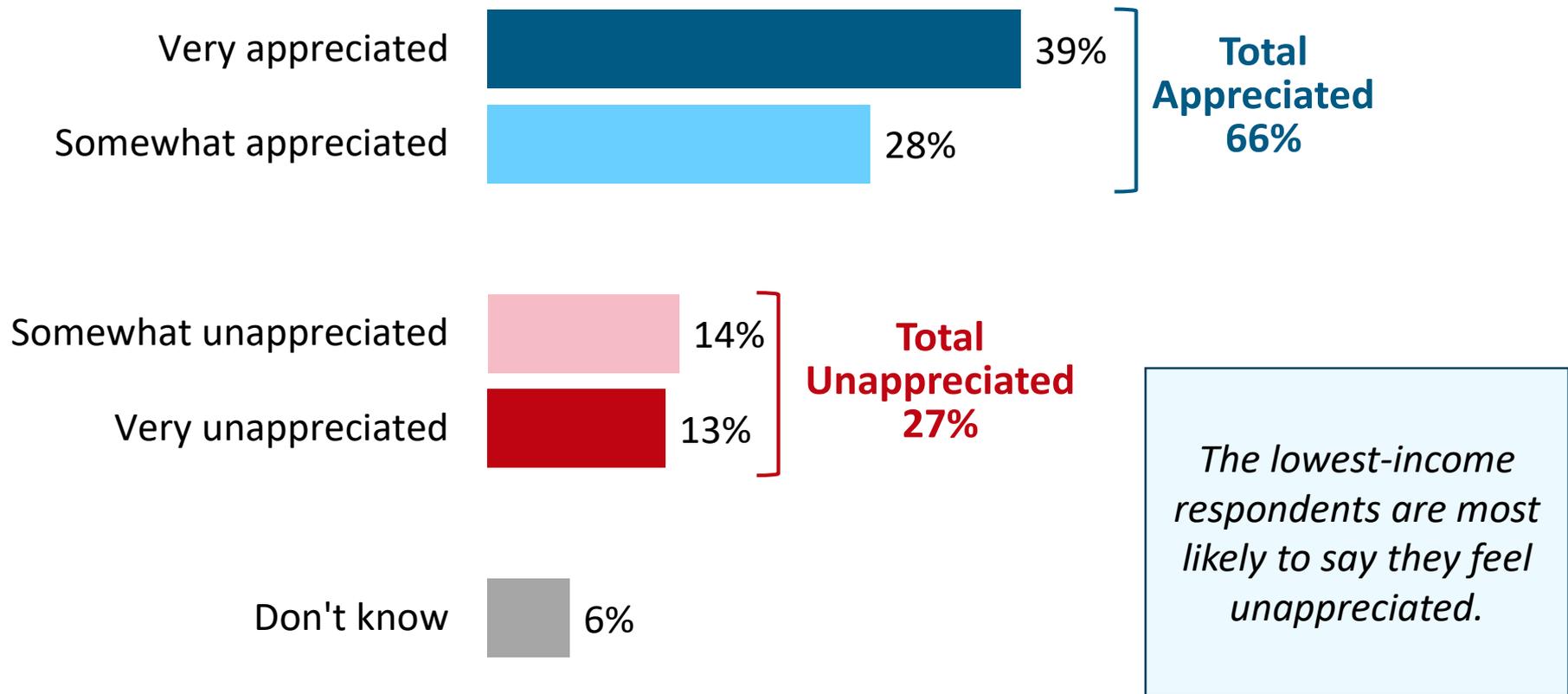
# A larger majority says the worst of the pandemic is yet to come, likely reflecting higher infection rates in the state.

*When it comes to the pandemic, do you think that the worst is over; **OR** the worst is yet to come?*



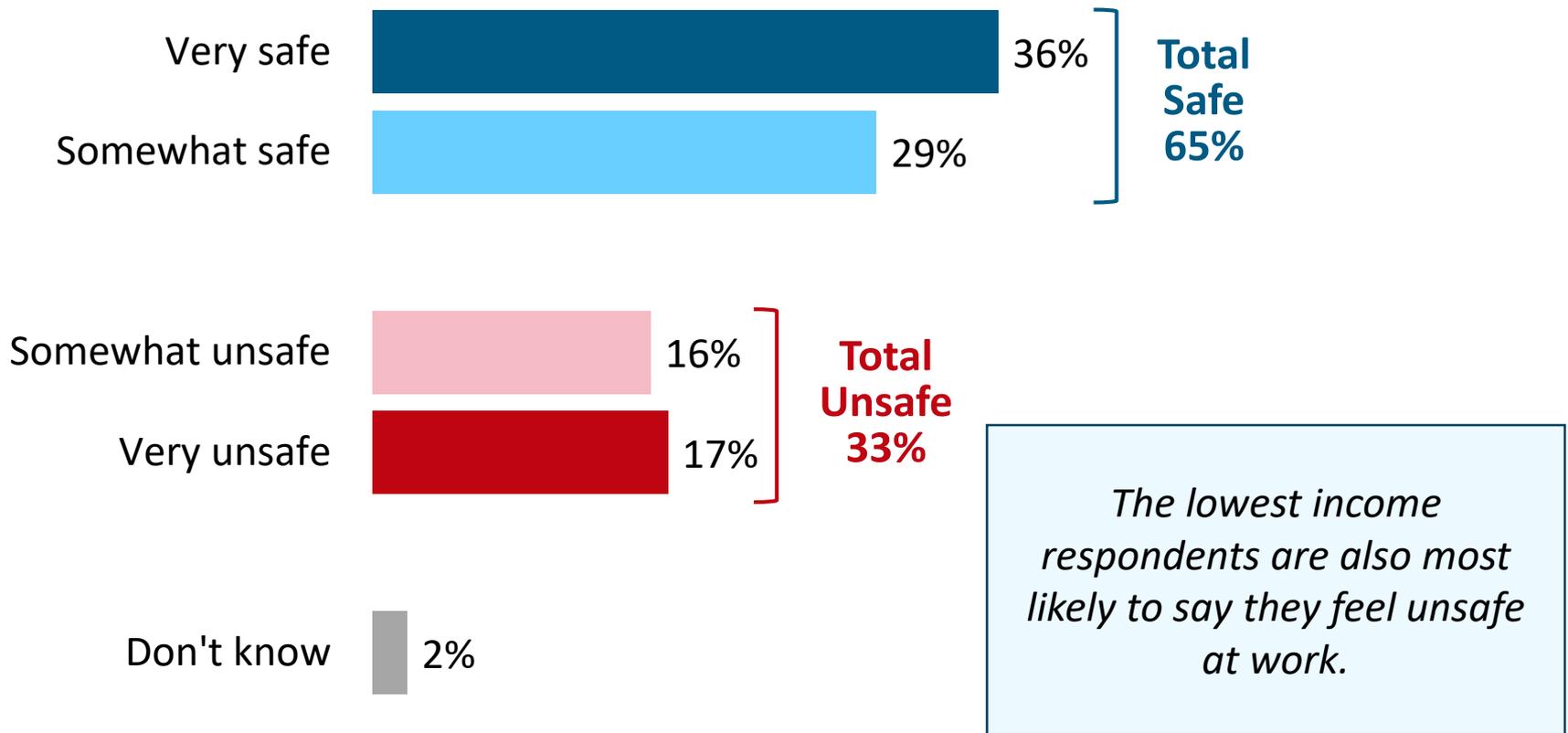
# Two-thirds say they have felt appreciated at work during the pandemic.

*Do you feel like your work has been appreciated or unappreciated during the pandemic?  
(Asked of Those Who Have Been Designated an "Essential Worker")*



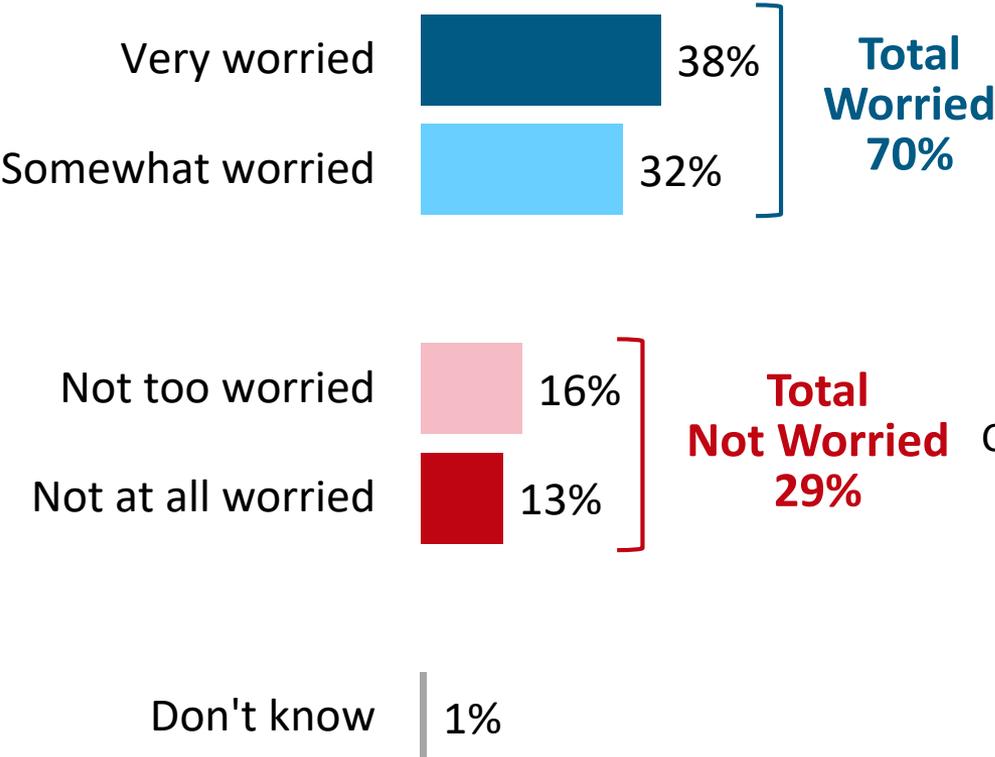
# One-third say they feel unsafe at work.

*Do you feel safe or unsafe at work during the pandemic?  
(Asked of Those Who Have Been Designated an "Essential Worker")*

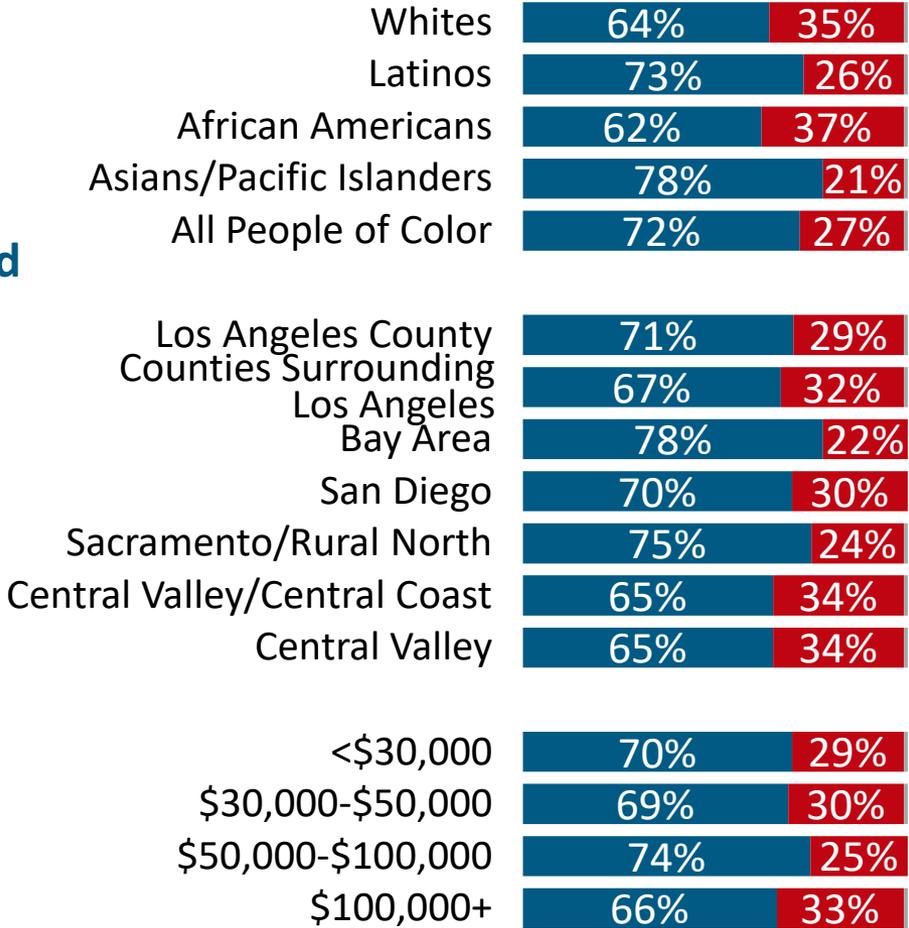


# Seven in ten worry about getting COVID.

*How worried are you about getting sick from COVID-19?*

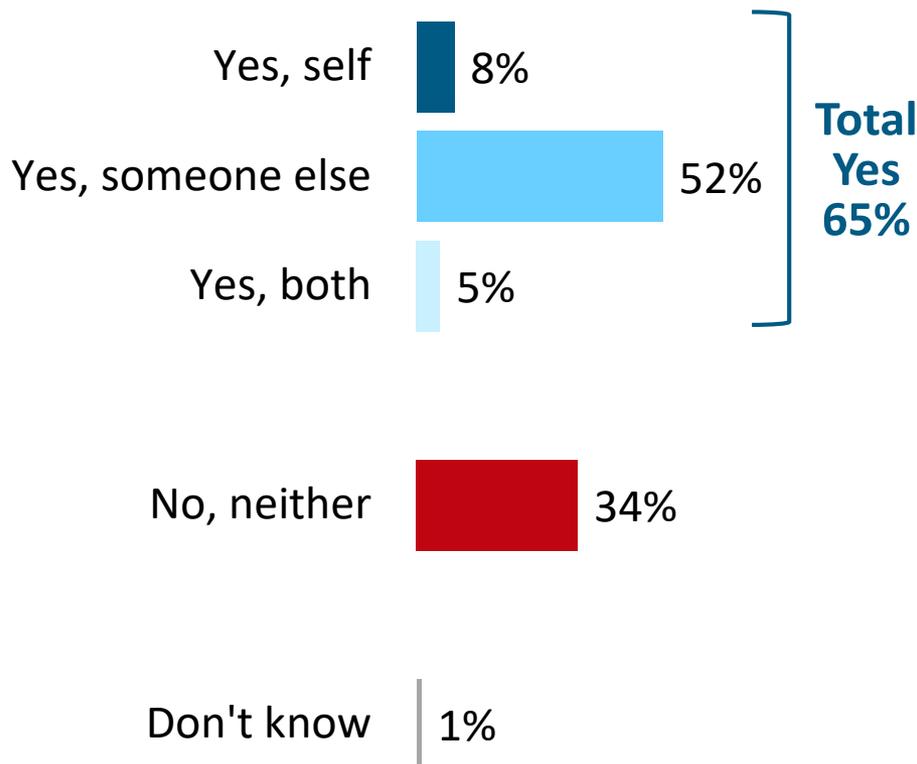


■ Total Worried ■ Total Not Worried ■ Don't Know

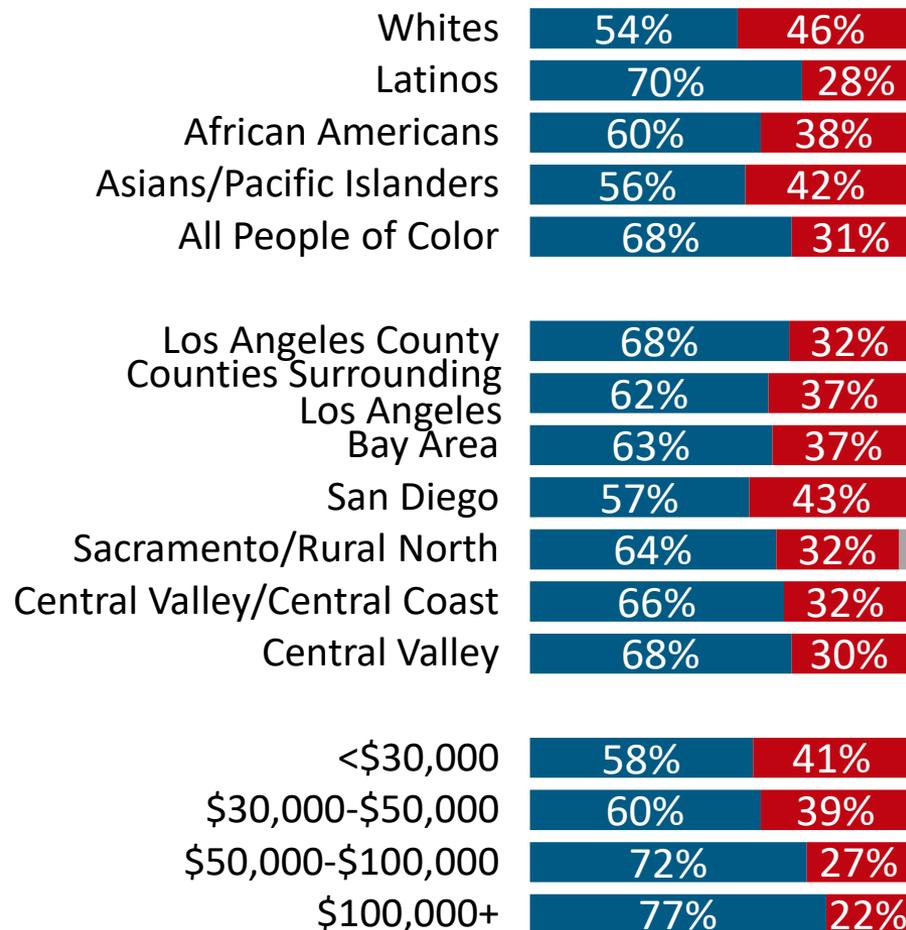


# Nearly two-thirds either know someone who has had COVID or have had it themselves.

*Have you or someone you know had COVID-19?*



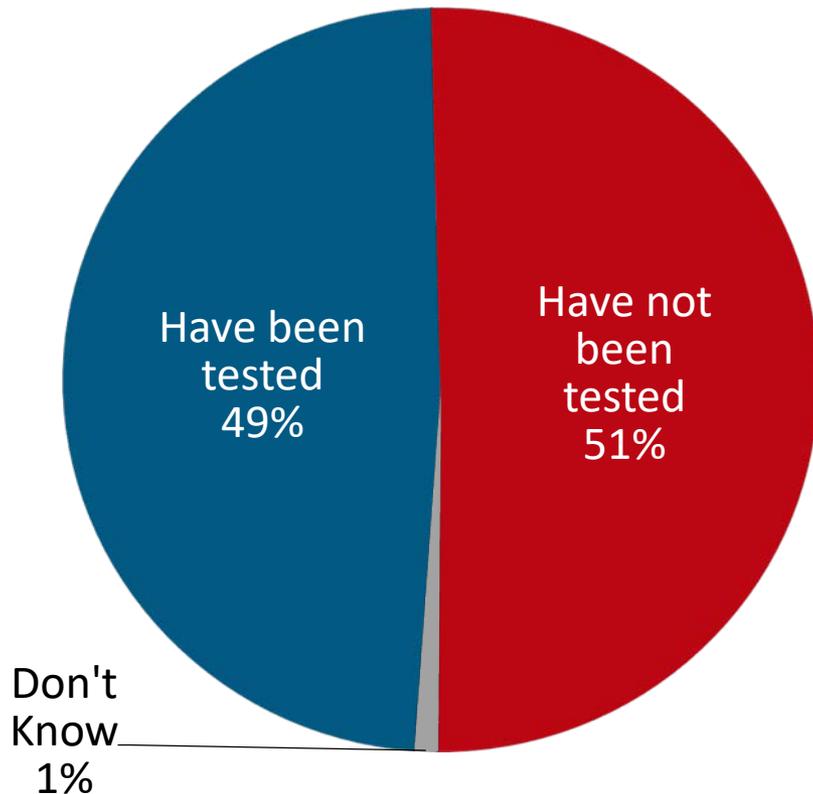
■ Total Yes ■ No ■ Don't Know



# Half of respondents have been tested, and only one in five say they would not know where to go to get a test.

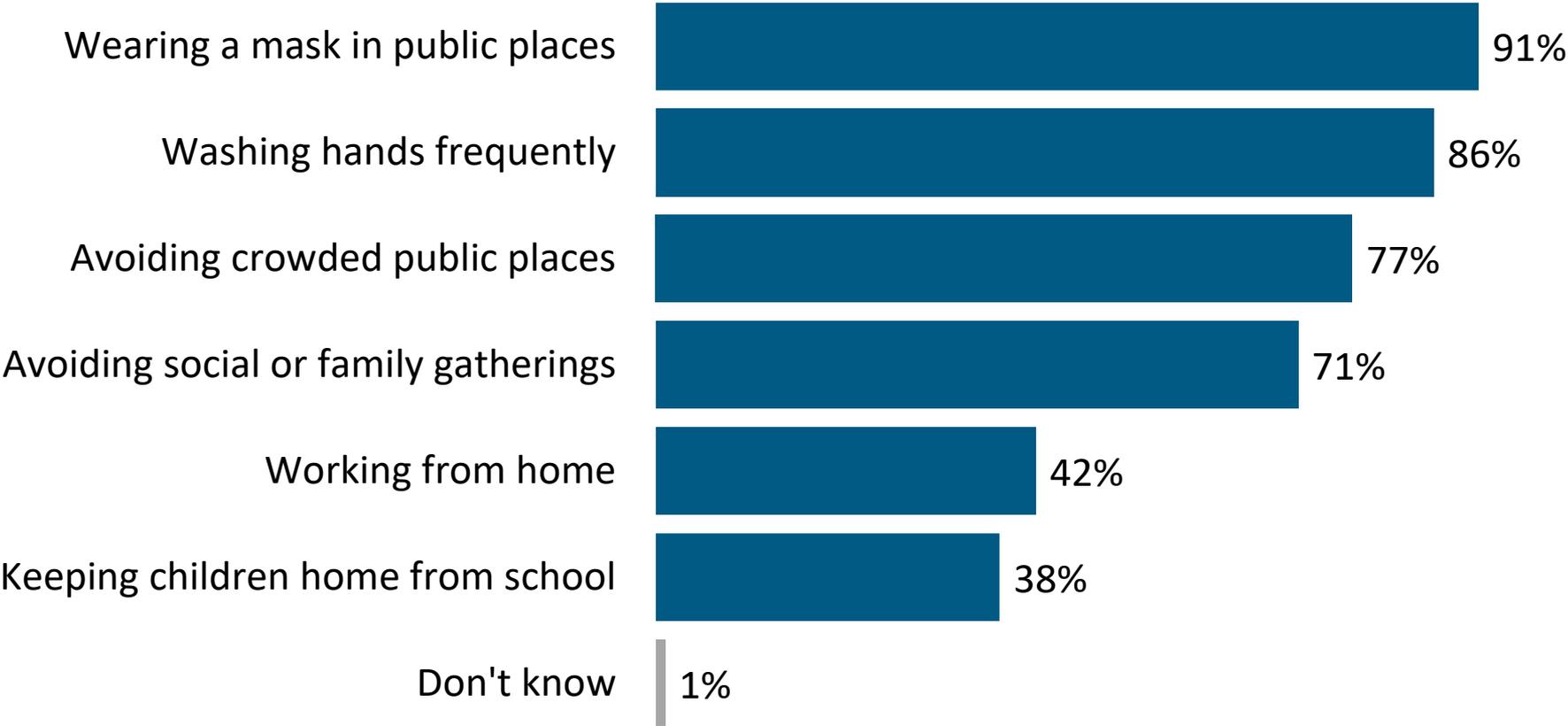
*Regardless of whether you've ever had the coronavirus, have you ever gotten tested for it?*

*If you needed to get a COVID-19 test today, would you know where to go to get one?*



# Wearing a mask and handwashing are the most commonly-taken preventive actions.

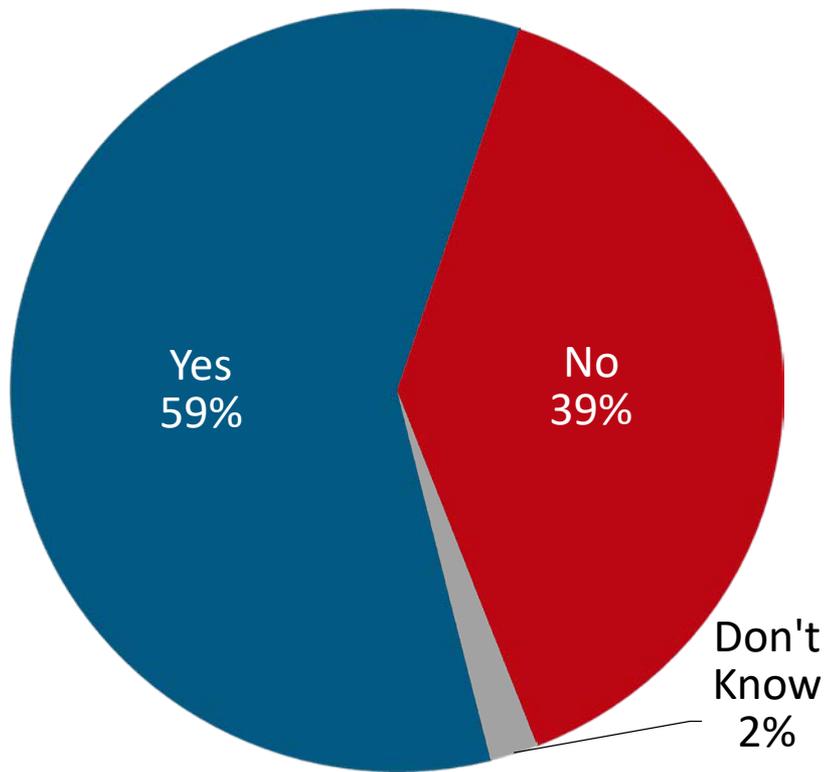
*Here is a list of actions people are taking to avoid catching COVID-19. Which ones have you taken?*



# Attitudes Toward Vaccines

# Most respondents get a flu shot; those most likely to get one are more-highly educated, older, and male.

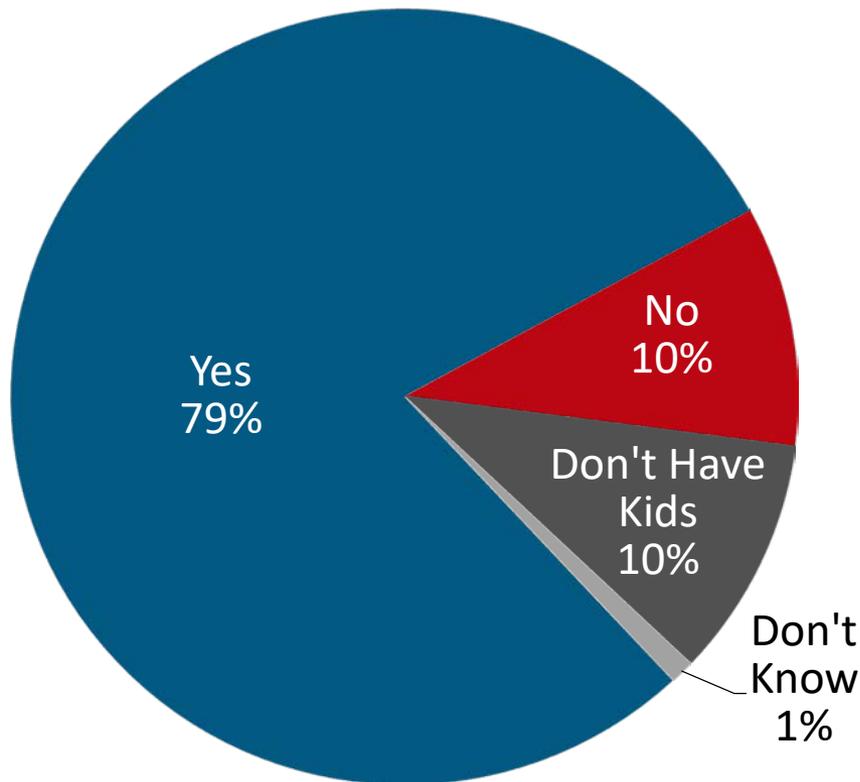
*In any given year, do you typically get a flu shot?*



Demographic Group Most Likely to Get Flu Shot	% Who Get It	% of Sample
All Respondents	59%	100%
College-Educated Men	77%	15%
Post-Graduate Educated	74%	9%
Ages 65+	73%	16%
Asians/Pacific Islanders	73%	11%
Men Ages 50+	71%	17%
Latinos Ages 50+	71%	16%
Four-year College or More	70%	30%
All People of Color Ages 50+	68%	22%
HH Income \$100,000+	68%	15%
Bay Area	67%	13%
White Men	67%	10%

# Four in five parents say their children have common immunizations.

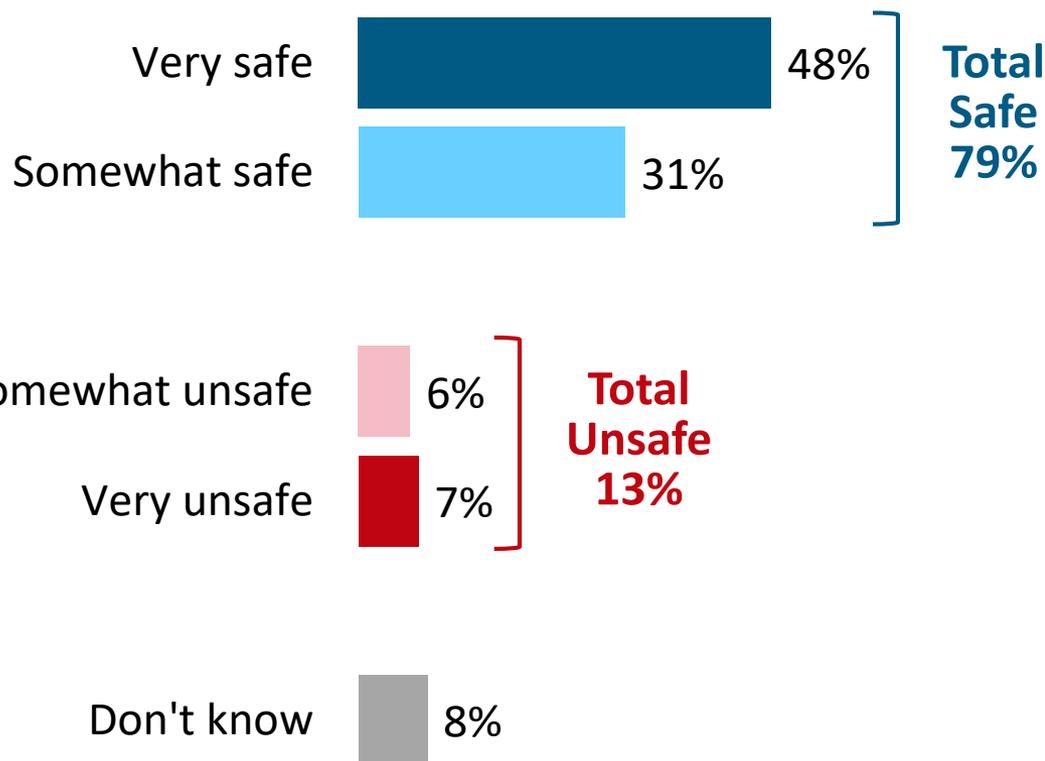
*Do your children have their immunizations, like those preventing tetanus or measles, mumps, and rubella?  
(Asked Only of Parents of Children Under 18)*



Central Valley parents, uninsured parents, those in small households and those in Sacramento and rural Northern California are least likely to have their kids immunized.

# About one in ten think vaccines are unsafe as a general principle.

*In general, do you think most of the vaccines for diseases other than COVID-19 available today are safe or unsafe?*

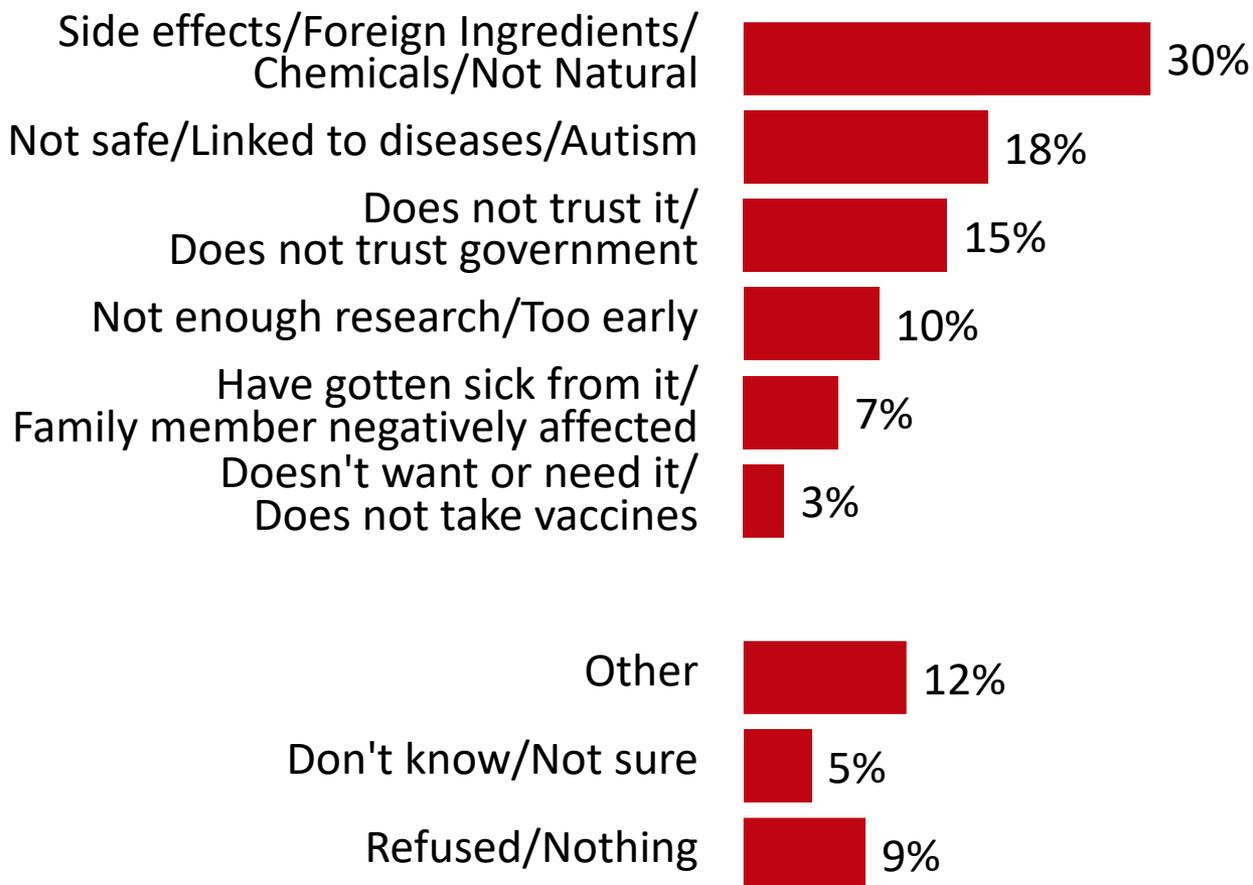


Demographic Groups Most Likely to Say Vaccines Are Unsafe	%
All Respondents	13%
Sacramento/Rural North	21%
Uninsured	20%
High School Educated	19%
African Americans	19%

# Those who don't trust vaccines worry about side effects, unnatural ingredients and safety.

*Why do you not trust vaccines?*

*(Open-ended; Asked of Those Who Think Vaccines are Unsafe, n=116)*



# Verbatim Comments Describing Distrust of Vaccines

I do think everyone should be vaccinated, I just don't know how effective the COVID flu shot will be until we actually put it to the test.

From my understanding there have been a lot of studies and reports that show there are side effects because of vaccines.

I don't trust the government to do the right thing for the people.

I don't trust what is being injected into my or my children's body.

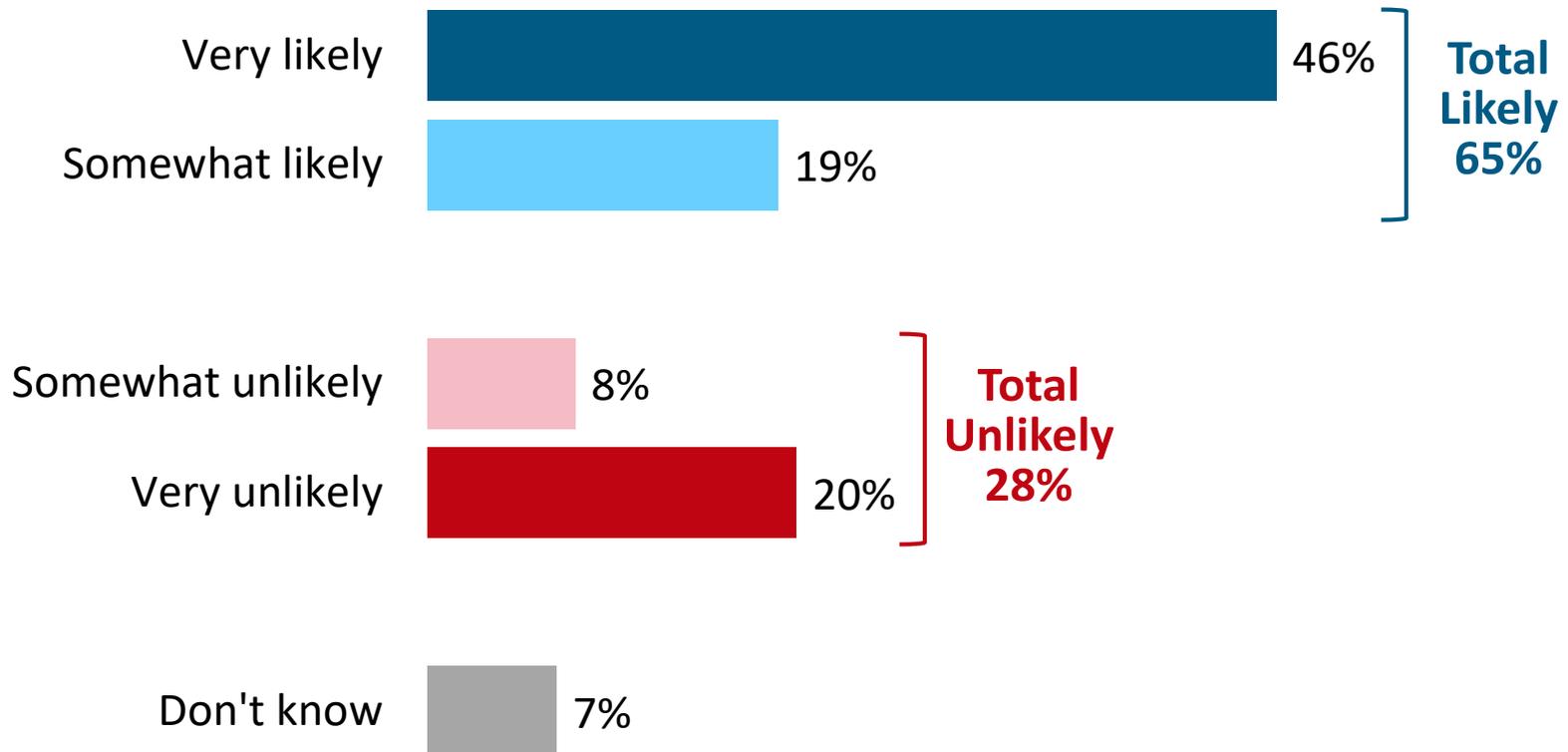
I have done the research and seen how they are meant to work. I have seen the negative effects and how much healthier unvaccinated children are over their lifetime as compared to vaccinated children. They are not tested on children and the doses are not adjusted for children. They cross the blood/brain barrier. They teach the immune system to attack itself and cause all sorts of problems. The CDC and FDA and NIH lied about safety and efficacy and were caught in court and continue to lie.

Because the smart thing to do is get the corona...they just want to pump us with chemicals that cause cancer.

# Attitudes Toward the COVID-19 Vaccine

# Approximately two-thirds say they are likely to take the COVID-19 vaccine.

*Are you likely or unlikely to take a COVID-19 vaccine when it becomes available to you?*



# Men are more likely than women to take the vaccine; those under 50 or over 75 are less likely to take it.

Demographic Group	Total Likely	Total Unlikely	Don't Know
All Respondents	65%	28%	7%
<b>Gender</b>			
Men	68%	26%	6%
Women	61%	31%	8%
<b>Age</b>			
18-29	67%	30%	3%
30-39	59%	31%	9%
40-49	64%	31%	6%
50-64	67%	26%	8%
65-74	70%	19%	11%
75+	62%	34%	4%

# API respondents are most likely to take the vaccine while African-American respondents are least likely to do so.

Demographic Group	Total Likely	Total Unlikely	Don't Know
<b>Race/Ethnicity</b>			
Whites	67%	25%	8%
Latinos	64%	29%	7%
African Americans	54%	36%	9%
Asians/Pacific Islanders	77%	21%	2%
<i>All People of Color</i>	64%	29%	6%
<b>Language by Observation</b>			
English	64%	28%	7%
Spanish	70%	29%	1%
<b>Household Income</b>			
<\$30,000	67%	27%	7%
\$30,000-\$50,000	60%	30%	10%
\$50,000-\$100,000	65%	28%	7%
\$100,000+	69%	29%	2%

# White men are most likely to take the vaccine, while African-American women and those 50 and over are least likely.

Demographic Group	Total Likely	Total Unlikely	Don't Know
<b>Whites by Gender &amp; Age</b>			
Men	74%	18%	8%
Women	61%	30%	9%
Ages 18-49	63%	28%	9%
Ages 50+	68%	24%	8%
<b>Latinos by Gender &amp; Age</b>			
Men	66%	28%	6%
Women	60%	32%	8%
Ages 18-49	61%	32%	7%
Ages 50+	69%	24%	7%
<b>African Americans by Gender &amp; Age</b>			
Men	58%	36%	6%
Women	50%	36%	13%
Ages 18-49	60%	37%	4%
Ages 50+	48%	35%	17%

# Bay Area residents are most likely to take the vaccine; educational attainment is also a factor in how likely someone is to take it.

Demographic Group	Total Likely	Total Unlikely	Don't Know
<b>Region</b>			
Los Angeles County	66%	27%	7%
Counties Surrounding Los Angeles	61%	30%	9%
Bay Area	75%	23%	3%
San Diego	64%	26%	9%
Sacramento/Rural North	63%	24%	13%
Central Valley/Central Coast	62%	36%	3%
<b>Have Children Under 18 at Home</b>			
Parent/Guardian	62%	32%	6%
Not a Parent/Guardian	67%	26%	7%
<b>Education</b>			
High School Educated	59%	32%	9%
Some College Education	61%	32%	7%
Four-year College Graduates	74%	20%	6%
Post-Graduate Educated	79%	19%	2%

# College-educated men are by far the most likely to take the vaccine.

Demographic Group	Total Likely	Total Unlikely	Don't Know
<b>Education by Gender</b>			
Non-College Educated Men	62%	31%	7%
Non-College Educated Women	58%	33%	8%
College-Educated Men	82%	15%	3%
College-Educated Women	67%	25%	8%
<b>Vaccine Awareness</b>			
Aware	69%	25%	6%
Not Aware	42%	48%	10%
<b>High-Risk Households</b>			
High Risk	69%	24%	6%
Not High Risk	60%	33%	7%

# Those who get flu shots and who tend to think vaccines are safe, in general, are more likely to get the COVID-19 vaccine too.

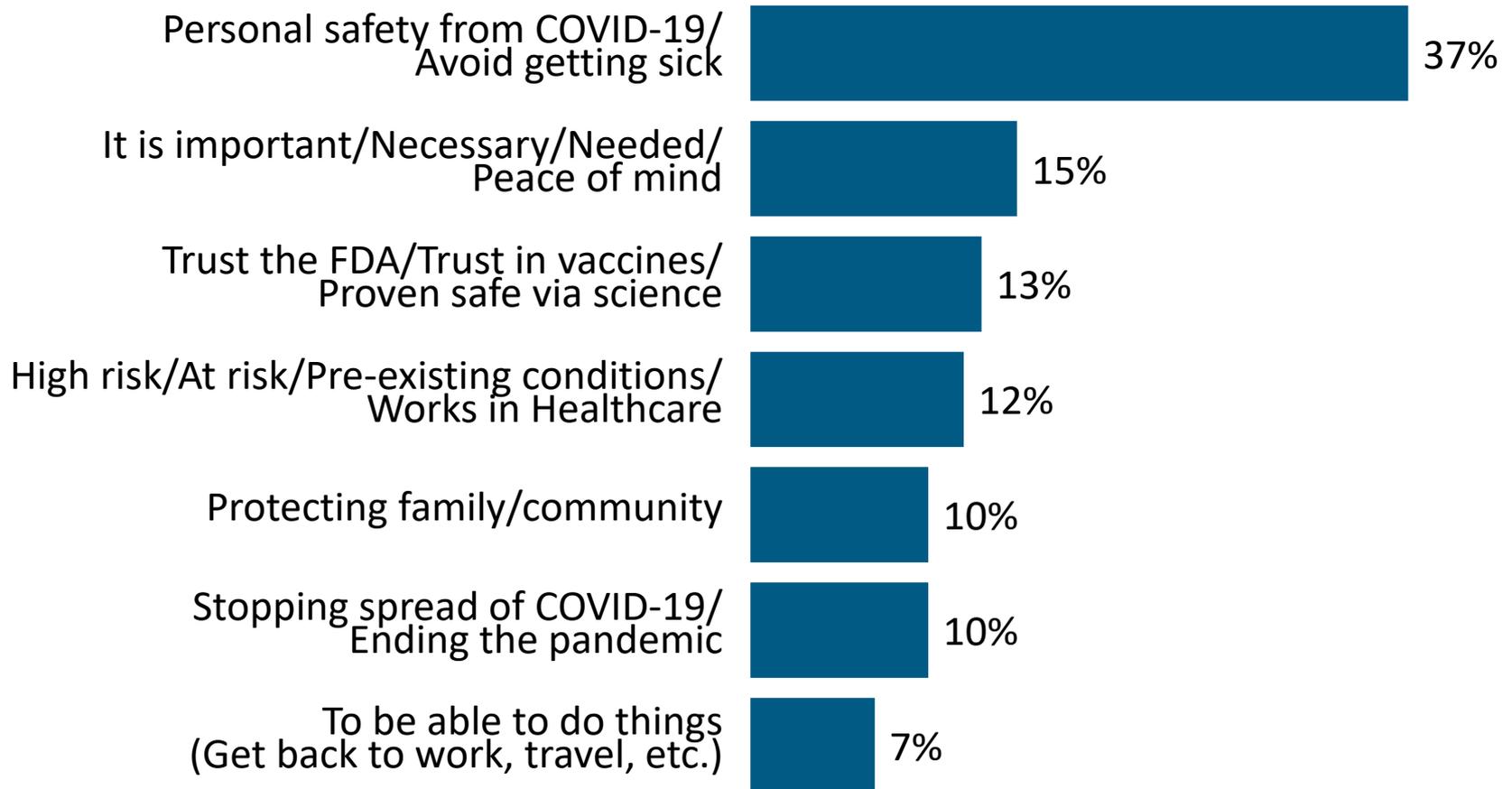
Demographic Group	Total Likely	Total Unlikely	Don't Know
<b>Flu Shot</b>			
Gets Flu Shot	81%	15%	4%
Does Not Get Flu Shot	42%	48%	10%
<b>Perception of General Vaccine Safety</b>			
See Vaccines as Safe	76%	19%	5%
See Vaccines as Unsafe	18%	74%	8%
<b>Health Insurance</b>			
Private Insurance	66%	28%	6%
Government Insurance	66%	28%	6%
Other Insurance Plan	67%	22%	10%
Uninsured	55%	34%	10%

# The type of area in which respondents live does not impact how likely they are to get the vaccine.

Demographic Group	Total Likely	Total Unlikely	Don't Know
<b>Know Undocumented Immigrants</b>			
Know Undocumented Immigrants	68%	28%	4%
Do Not Know Undocumented Immigrants	66%	26%	8%
<b>Type of Area</b>			
City	64%	30%	6%
Suburban Area	68%	24%	8%
Small Town	63%	29%	8%
Rural Area	65%	33%	2%

# Those likely to get vaccinated are motivated primarily by personal safety.

*In a few words of your own, why would you be **LIKELY** to take a vaccine?  
(Open-ended; Asked of Those Likely to Take a Vaccine, n=293)*



# Verbatim Comments from those Likely to Take the COVID-19 Vaccine

I'll take chances with the vaccine rather than getting COVID-19.

I believe in science and vaccines. Though the COVID vaccine has been highly expedited more than any other in history, the data proves it is safe and effective and doesn't have serious side effects for most people.

I am at high risk of catching the virus due to my health issues.

It'll help me to feel less worried about the virus.

I'd be likely to take the vaccine to help stop the spread of the virus.

Being vaccinated helps to get crowd immunity and stop the spread of the virus faster.

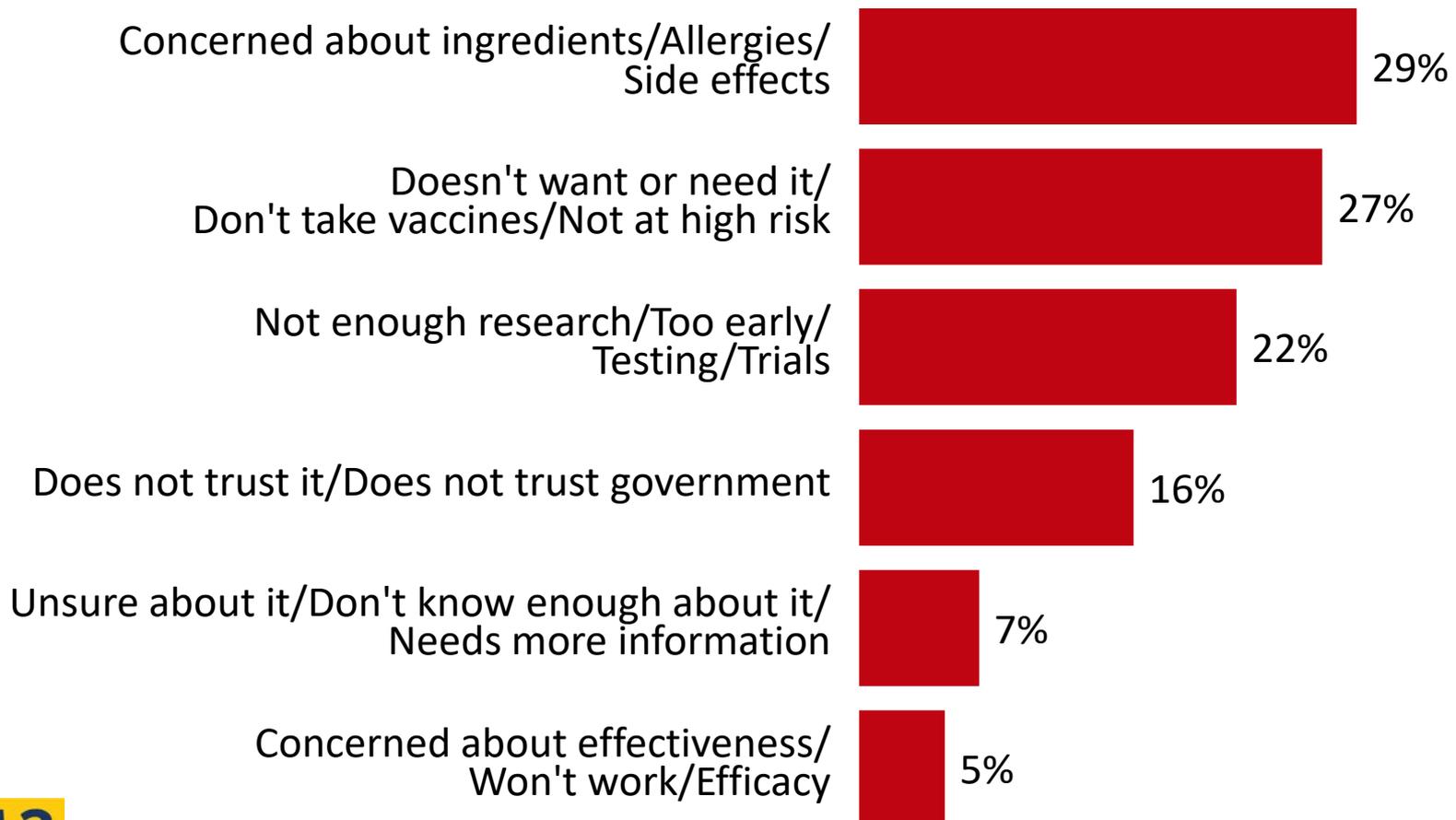
To help mitigate passing it on. I feel strong enough to process and survive but fear passing it.

To protect my own health and to avoid transmitting the disease to others, especially my ailing wife.

Anything to protect myself and my family from a virus.

# Those unlikely to take it worry about the ingredients, think they don't need it, or that there hasn't been enough research.

*In a few words of your own, why would you be **UNLIKELY** to take a vaccine?  
(Open-ended; Asked of Those Unlikely to Take a Vaccine, n=113)*



# Verbatim Comments from those Unlikely to Take the COVID-19 Vaccine

Not necessary, it's overblown and I don't know what the side effects would be. The flu also kills a lot of people, yet I don't see anyone worried about that. It's a money scam for healthcare organizations and corporate billionaires to make money.

I don't trust the people distributing it.

It's new and there hasn't been enough time to do studies on adverse reactions.

I don't want to be a guinea pig and I am not at risk for a cold with 99% survival rate. Maybe in 5 years....

I am not a high risk.

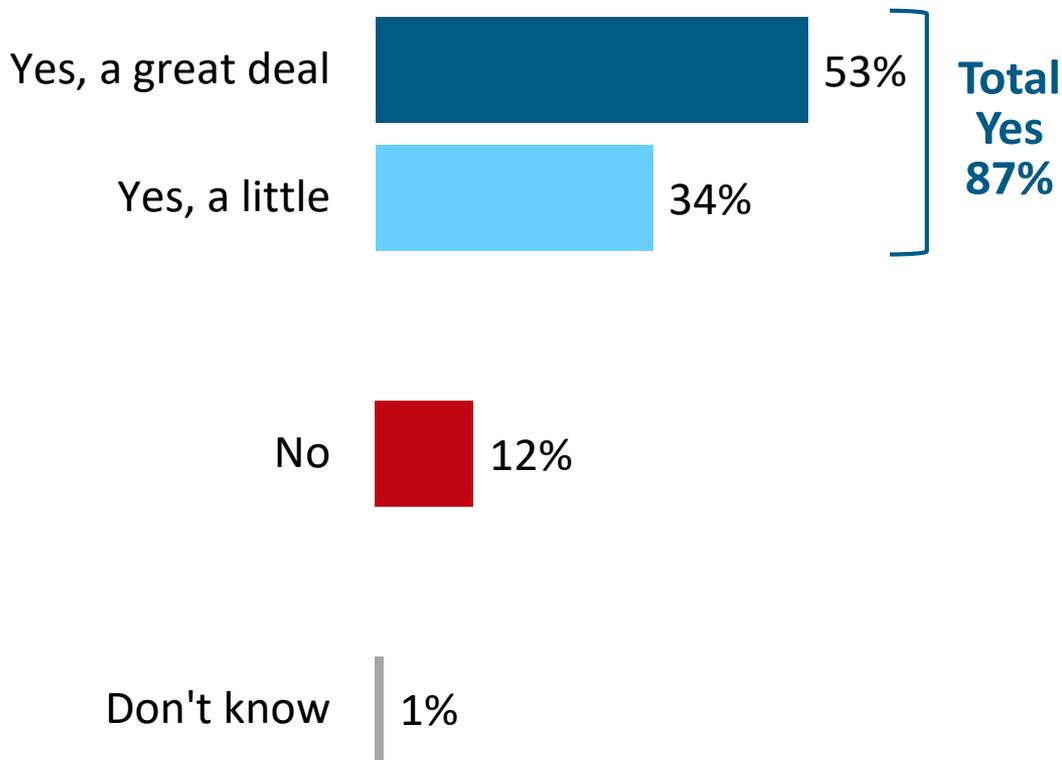
There is a history of African Americans being taking advantage of.

I'm not concerned about getting sick but am concerned about what I'm getting injected with like unknown forces.

The same reason I don't take flu shots. I don't think I need it, and I think healthy practices are more important. A vaccine for a virus does not guarantee my risk of contracting a different virus.

# Most respondents have heard about the vaccine's development.

*Have you heard, seen, or read anything about production of a COVID-19 vaccine recently?*

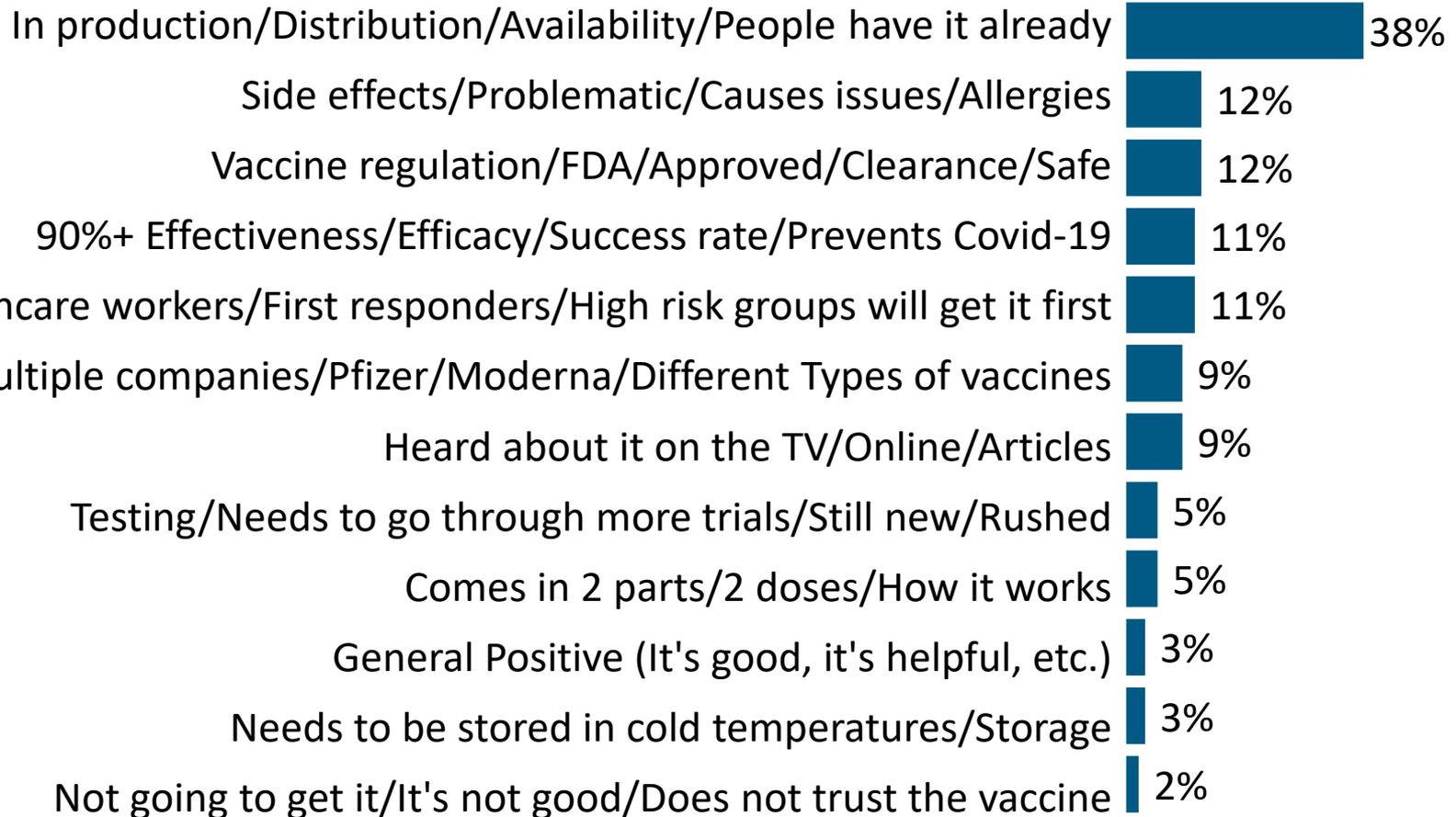


Demographic Group Most Likely to Have Heard "a Great Deal"	%
<b>All Respondents</b>	<b>53%</b>
Post-Graduate Educated	73%
Ages 65+	68%
Men Ages 50+	67%
College-Educated Men	67%
Whites Ages 50+	65%
HH Income \$100,000+	63%
African Americans	63%
Ages 50+	62%
Four-year College or More	62%
Bay Area	62%
White Men	62%

# As of December, people had most commonly heard that the vaccine as being produced and distributed; one in ten heard about side effects.

*What have you heard about the vaccine?*

*(Open-ended; Asked of Those Who Are Aware of the Vaccine, n=760)*



# Verbatim Comments Describing What Respondents Heard About the Vaccine

We got the first shipment here in California Sunday night and it's being administered to the critical medical professionals only at this time.

It's almost approved by the FDA, requires two shots to be effective, people with a lot of allergies shouldn't take it, first responders and elderly are first to receive the vaccine.

That it's safe, it's a political stunt, the negative effects don't outweigh the good.

The FDA just approved a vaccine to be distributed.

Pfizer is working on it. I am concerned about the availability of the vaccine and how little education the public has heard from it.

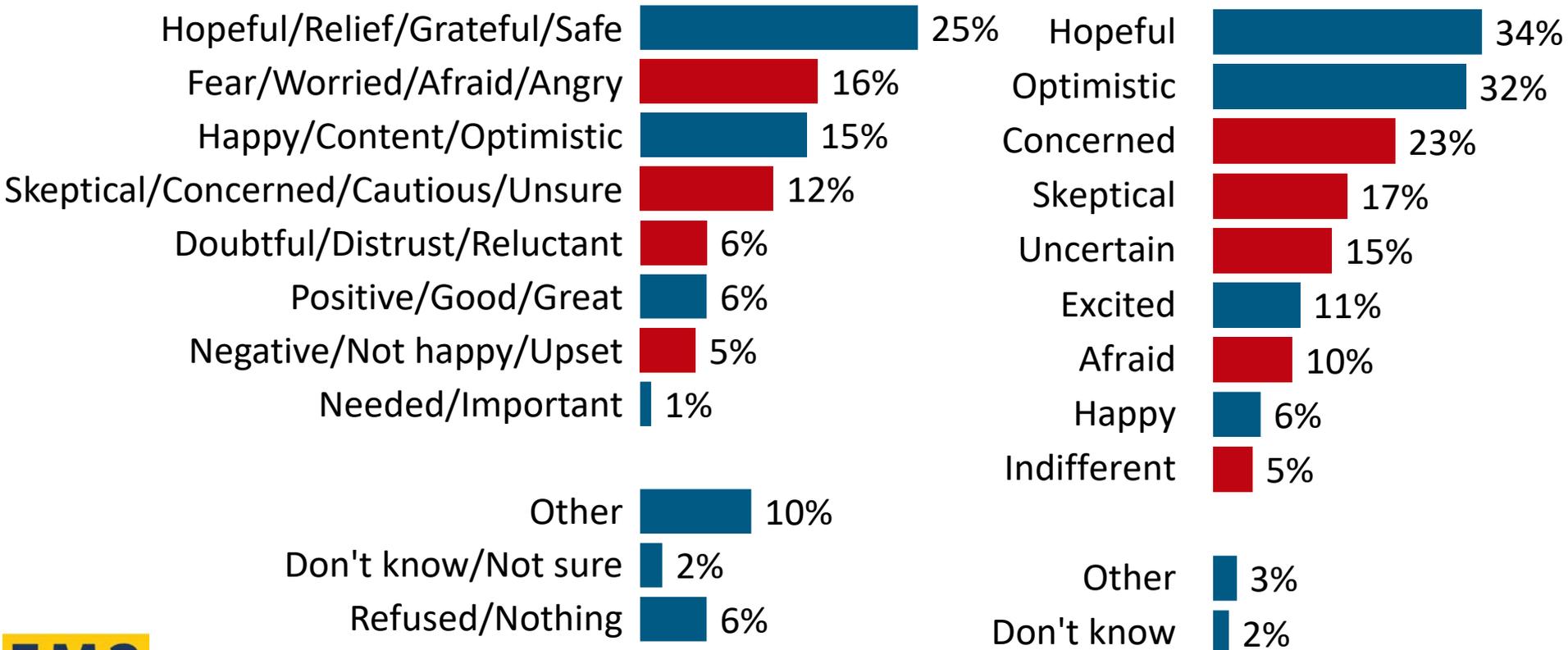
Pfizer and Moderna have their own versions of a COVID-19 vaccine, and all 50 states have recently received their first shipment of the vaccine.

That it would become available in tiers: health care workers, pre-existing conditions, elderly, and then the public.

# Hope and optimism are the most common positive emotions related to the vaccine; fear and skepticism are the most common negative ones.

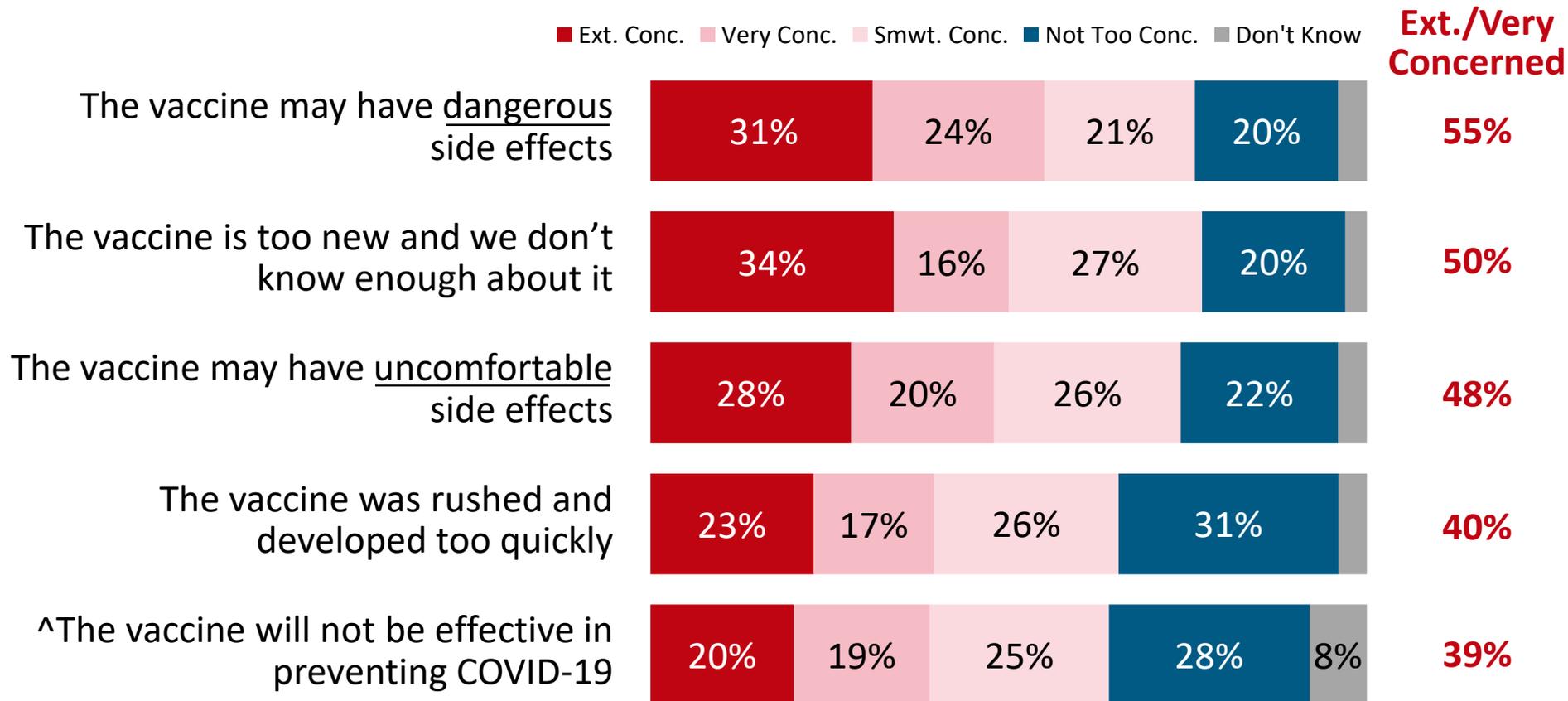
*If you had to use an emotion word to describe how you feel about the vaccine, which would you use?*

*Please listen to the following list of feelings and emotions, and tell me if you had to use an emotion word to describe how you feel about the vaccine, which you would use.*

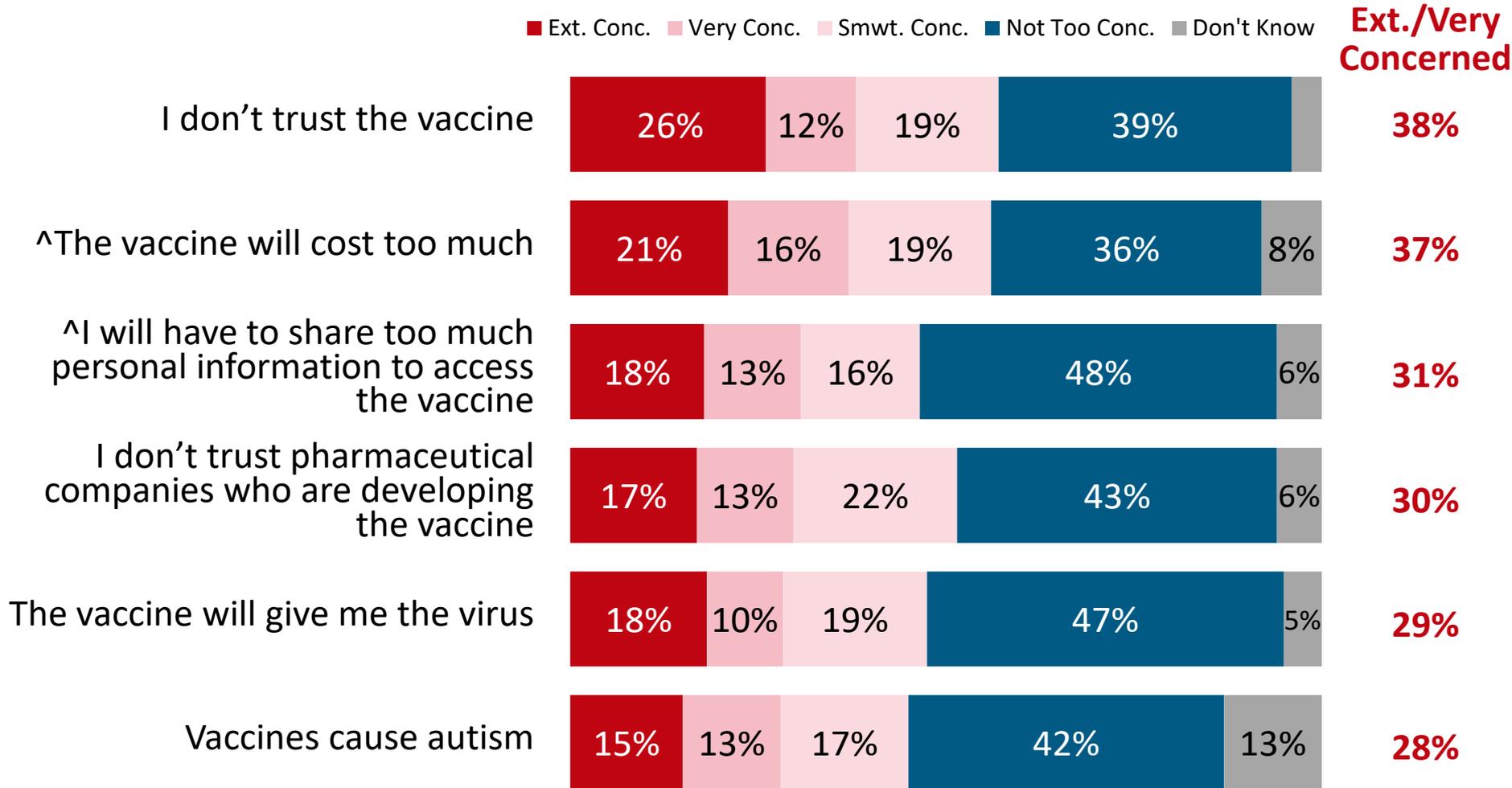


# Respondents' biggest concerns are that the vaccine may be dangerous and that it is too new.

Here are some concerns some people in California have mentioned about the COVID-19 vaccine. Please tell me whether this is something you personally are extremely concerned about, very concerned about, somewhat concerned about, or not too concerned about.



# More than one-quarter worry the vaccine will give recipients the virus and that vaccines cause autism.



# African-American respondents are most worried about the side effects and the vaccine being too new.

*(Extremely/Very Concerned)*

Concern	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All People of Color
The vaccine may have <u>dangerous</u> side effects	<b>55%</b>	45%	58%	<b>65%</b>	55%	58%
The vaccine is too new and we don't know enough about it	<b>50%</b>	43%	52%	<b>62%</b>	44%	52%
The vaccine may have <u>uncomfortable</u> side effects	<b>48%</b>	43%	49%	<b>55%</b>	46%	49%
The vaccine was rushed and developed too quickly	<b>40%</b>	35%	42%	<b>53%</b>	28%	41%
^The vaccine will not be effective in preventing COVID-19	<b>39%</b>	34%	42%	46%	33%	41%

# Latino and African-American respondents are more likely to say they don't trust the vaccine; Latino respondents are more worried about cost.

(Extremely/Very Concerned)

Concern	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All People of Color
I don't trust the vaccine	<b>38%</b>	34%	40%	<b>51%</b>	26%	39%
^The vaccine will cost too much	<b>37%</b>	32%	<b>43%</b>	32%	24%	39%
^I will have to share too much personal information to access the vaccine	<b>31%</b>	24%	33%	37%	26%	32%
I don't trust pharmaceutical companies who are developing the vaccine	<b>30%</b>	24%	32%	<b>45%</b>	24%	32%
The vaccine will give me the virus	<b>29%</b>	20%	31%	34%	27%	31%
Vaccines cause autism	<b>28%</b>	12%	<b>33%</b>	<b>46%</b>	22%	33%

# Middle- and low-income respondents are more worried about side effects than are high-income respondents.

(Extremely/Very Concerned)

Concern	All Resp.	Age		Household Income			
		18-49	50+	<\$30,000	\$30,000-\$50,000	\$50,000-\$100,000	\$100,000+
The vaccine may have <u>dangerous</u> side effects	55%	58%	50%	60%	49%	59%	46%
The vaccine is too new and we don't know enough about it	50%	56%	39%	53%	55%	46%	39%
The vaccine may have <u>uncomfortable</u> side effects	48%	51%	44%	56%	54%	39%	34%
The vaccine was rushed and developed too quickly	40%	43%	36%	43%	37%	38%	40%
^The vaccine will not be effective in preventing COVID-19	39%	43%	32%	44%	39%	41%	25%

# The lowest-income respondents are also more concerned about the vaccine cost.

(Extremely/Very Concerned)

Concern	All Resp.	Age		Household Income			
		18-49	50+	<\$30,000	\$30,000-\$50,000	\$50,000-\$100,000	\$100,000+
I don't trust the vaccine	<b>38%</b>	39%	36%	47%	42%	30%	24%
^The vaccine will cost too much	<b>37%</b>	40%	33%	46%	34%	36%	22%
^I will have to share too much personal information to access the vaccine	<b>31%</b>	33%	27%	37%	23%	32%	26%
I don't trust pharmaceutical companies who are developing the vaccine	<b>30%</b>	33%	24%	33%	28%	29%	25%
The vaccine will give me the virus	<b>29%</b>	32%	23%	33%	28%	32%	16%
Vaccines cause autism	<b>28%</b>	33%	20%	32%	23%	31%	24%

# Those with lower levels of education have more concerns than more highly-educated respondents.

(Extremely/Very Concerned)

Concern	All Resp.	Education		Vaccine Awareness		General Vaccine Safety Perceptions	
		Some College or Less	Four-year College or More	Aware	Not Aware	Total Safe	Total Unsafe
The vaccine may have <u>dangerous</u> side effects	55%	58%	46%	55%	52%	50%	78%
The vaccine is too new and we don't know enough about it	50%	51%	46%	49%	57%	46%	70%
The vaccine may have <u>uncomfortable</u> side effects	48%	51%	39%	46%	58%	41%	88%
The vaccine was rushed and developed too quickly	40%	44%	30%	39%	44%	34%	76%
^The vaccine will not be effective in preventing COVID-19	39%	41%	35%	38%	46%	35%	63%

# Those who don't trust vaccines in general don't trust the COVID vaccine and are more likely to think it will cause autism.

*(Extremely/Very Concerned)*

Concern	All Resp.	Education		Vaccine Awareness		General Vaccine Safety Perceptions	
		Some College or Less	Four-year College or More	Aware	Un-Aware	Total Safe	Total Unsafe
I don't trust the vaccine	<b>38%</b>	41%	31%	36%	54%	30%	84%
^The vaccine will cost too much	<b>37%</b>	39%	32%	36%	48%	36%	44%
^I will have to share too much personal information to access the vaccine	<b>31%</b>	32%	26%	28%	47%	26%	58%
I don't trust pharmaceutical companies who are developing the vaccine	<b>30%</b>	33%	22%	29%	38%	24%	62%
The vaccine will give me the virus	<b>29%</b>	31%	23%	27%	41%	25%	50%
Vaccines cause autism	<b>28%</b>	32%	19%	26%	40%	24%	57%

# Residents of LA County and Northern California are most concerned about side effects.

(Extremely/Very Concerned)

Concern	All Resp.	Region					
		Los Angeles County	Counties Surrounding Los Angeles	Bay Area	San Diego	Sacramento/Rural North	Central Valley/Central Coast
The vaccine may have dangerous side effects	55%	63%	53%	38%	47%	69%	50%
The vaccine is too new and we don't know enough about it	50%	51%	43%	40%	59%	64%	54%
The vaccine may have uncomfortable side effects	48%	50%	45%	35%	42%	60%	55%
The vaccine was rushed and developed too quickly	40%	40%	38%	35%	32%	50%	43%
^The vaccine will not be effective in preventing COVID-19	39%	43%	36%	28%	40%	41%	41%

# Other negative perceptions like cost, distrust of drug companies and the connection between vaccines and autism are also greatest in LA County and the rural north.

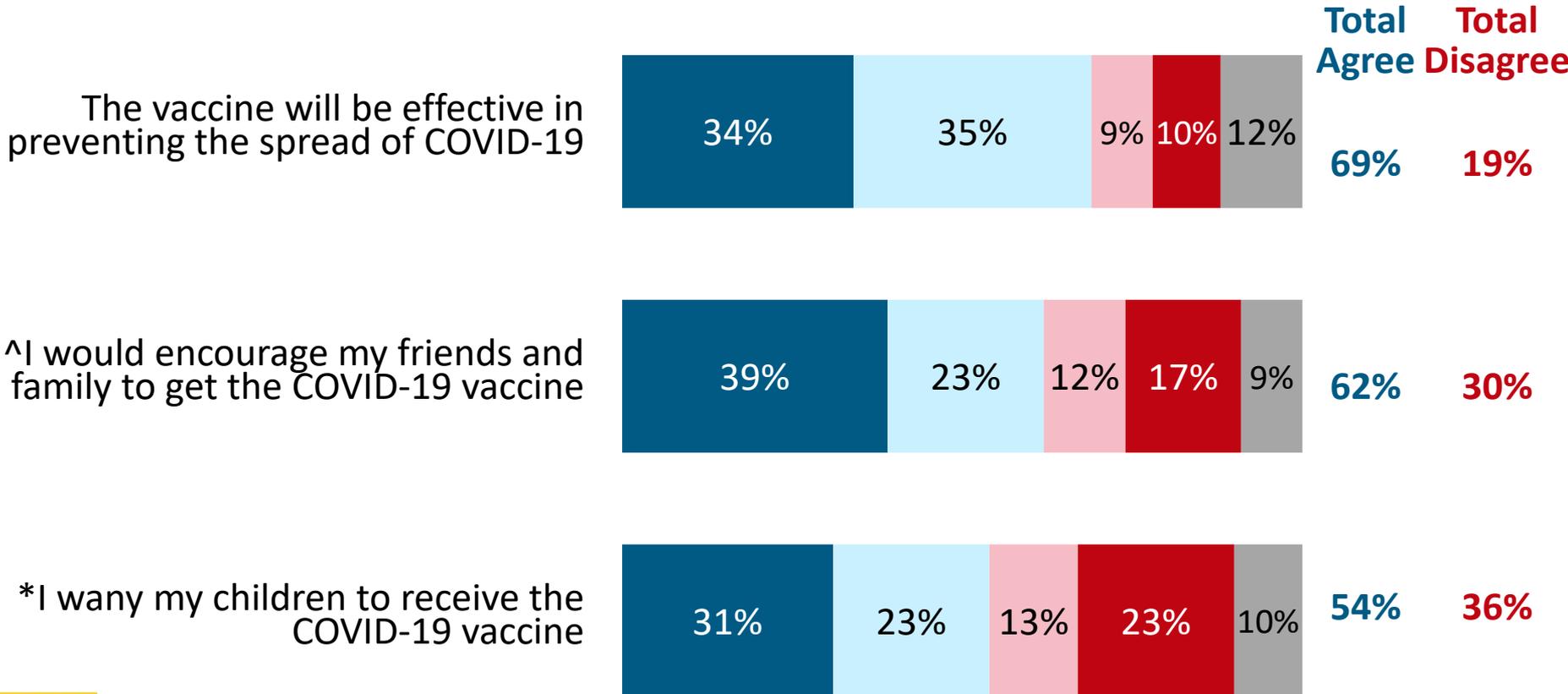
(Extremely/Very Concerned)

Concern	All Resp.	Region					
		Los Angeles County	Counties Surrounding Los Angeles	Bay Area	San Diego	Sacramento/Rural North	Central Valley/Central Coast
I don't trust the vaccine	<b>38%</b>	36%	37%	26%	<b>50%</b>	38%	48%
^The vaccine will cost too much	<b>37%</b>	<b>40%</b>	32%	28%	37%	<b>49%</b>	40%
^I will have to share too much personal information to access the vaccine	<b>31%</b>	36%	23%	24%	22%	29%	37%
I don't trust pharmaceutical companies who are developing the vaccine	<b>30%</b>	<b>41%</b>	13%	26%	22%	<b>40%</b>	29%
The vaccine will give me the virus	<b>29%</b>	28%	32%	17%	23%	26%	<b>38%</b>
Vaccines cause autism	<b>28%</b>	<b>40%</b>	18%	18%	7%	<b>37%</b>	<b>31%</b>

# A majority agrees the vaccine will be effective and say they would encourage their loved ones to get it.

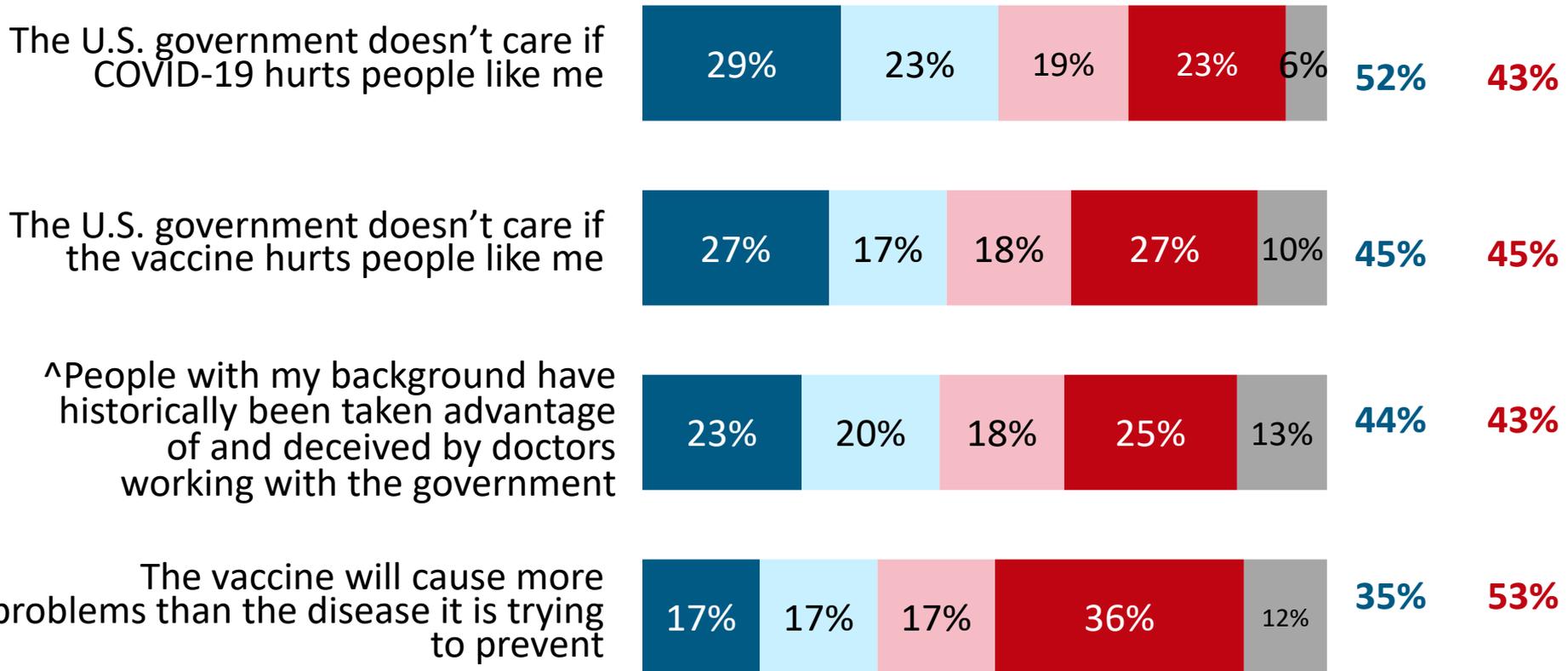
Here are some statements about the vaccine. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

■ Strng. Agree   ■ Smwt. Agree   ■ Smwt. Disagree   ■ Strng. Disagree   ■ Don't Know



# Respondents are divided on whether the government cares if they are hurt.

Here are some statements about the vaccine. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.



# Unsurprisingly, African Americans are more likely to say that their group has been historically mistreated by doctors and the government.

(Total Agree)

Statement	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All People of Color
The vaccine will be effective in preventing the spread of COVID-19	69%	73%	68%	62%	73%	68%
^I would encourage my friends and family to get the COVID-19 vaccine	62%	60%	63%	50%	71%	62%
*I want my children to receive the COVID-19 vaccine	54%	60%	53%	46%	57%	53%
The U.S. government doesn't care if COVID-19 hurts people like me	52%	45%	56%	60%	38%	54%
The U.S. government doesn't care if the vaccine hurts people like me	45%	41%	47%	42%	45%	46%
^People with my background have historically been taken advantage of and deceived by doctors working with the government	44%	31%	47%	68%	35%	47%
The vaccine will cause more problems than the disease it is trying to prevent	35%	35%	35%	44%	29%	35%

# More highly-educated and higher-income respondents are more optimistic about the vaccine.

(Total Agree)

Statement	All Resp.	Education		Household Income			
		Some College or Less	Four-year College or More	<\$30,000	\$30,000-\$50,000	\$50,000-\$100,000	\$100,000+
The vaccine will be effective in preventing the spread of COVID-19	<b>69%</b>	68%	71%	67%	74%	66%	70%
^I would encourage my friends and family to get the COVID-19 vaccine	<b>62%</b>	57%	73%	57%	59%	66%	72%
*I want my children to receive the COVID-19 vaccine	<b>54%</b>	50%	62%	47%	46%	57%	68%
The U.S. government doesn't care if COVID-19 hurts people like me	<b>52%</b>	55%	44%	57%	47%	51%	47%
The U.S. government doesn't care if the vaccine hurts people like me	<b>45%</b>	46%	42%	44%	51%	43%	37%
^People with my background have historically been taken advantage of and deceived by doctors working with the government	<b>44%</b>	44%	43%	44%	41%	49%	40%
The vaccine will cause more problems than the disease it is trying to prevent	<b>35%</b>	37%	28%	33%	42%	30%	33%

# Residents of San Diego and the Central Valley are most skeptical that the vaccine will prevent the spread of COVID-19.

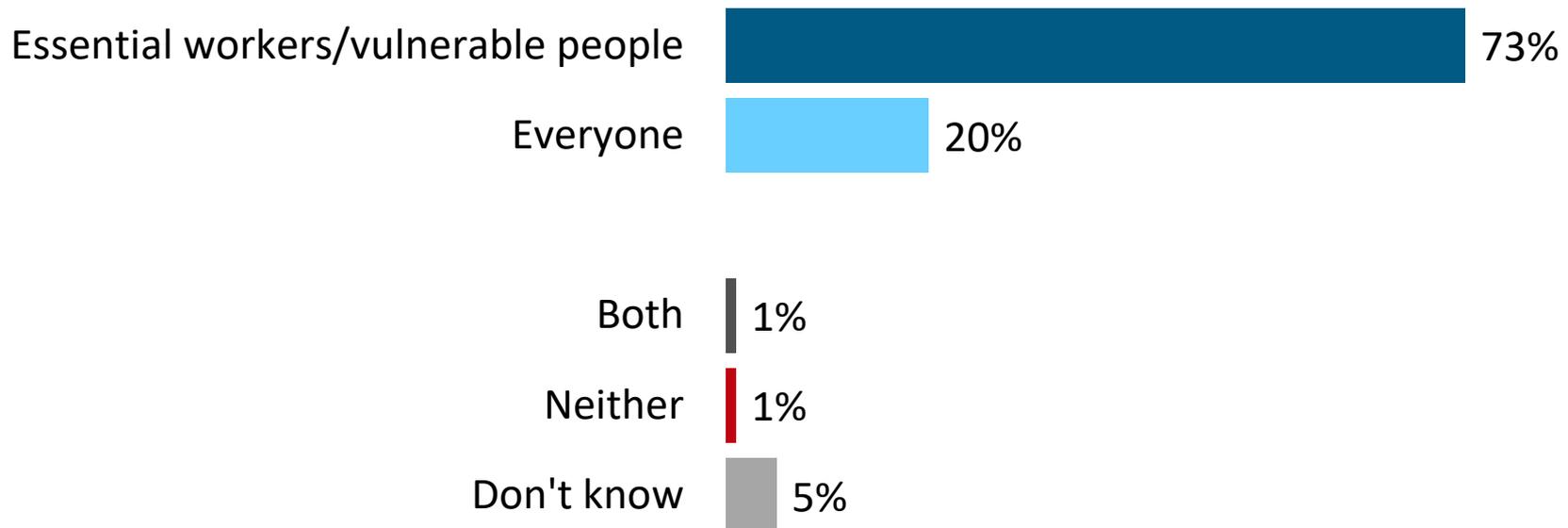
(Total Agree)

Statement	All Resp.	Region					
		Los Angeles County	Counties Surrounding Los Angeles	Bay Area	San Diego	Sacramento/Rural North	Central Valley/Central Coast
The vaccine will be effective in preventing the spread of COVID-19	<b>69%</b>	66%	77%	72%	<b>59%</b>	80%	<b>62%</b>
^I would encourage my friends and family to get the COVID-19 vaccine	<b>62%</b>	65%	60%	69%	57%	58%	56%
*I want my children to receive the COVID-19 vaccine	<b>54%</b>	60%	42%	70%	45%	54%	49%
The U.S. government doesn't care if COVID-19 hurts people like me	<b>52%</b>	54%	50%	50%	43%	80%	42%
The U.S. government doesn't care if the vaccine hurts people like me	<b>45%</b>	40%	48%	41%	42%	59%	48%
^People with my background have historically been taken advantage of and deceived by doctors working with the government	<b>44%</b>	44%	41%	39%	40%	48%	50%
The vaccine will cause more problems than the disease it is trying to prevent	<b>35%</b>	36%	40%	16%	37%	31%	42%

# Prioritizing Recipients

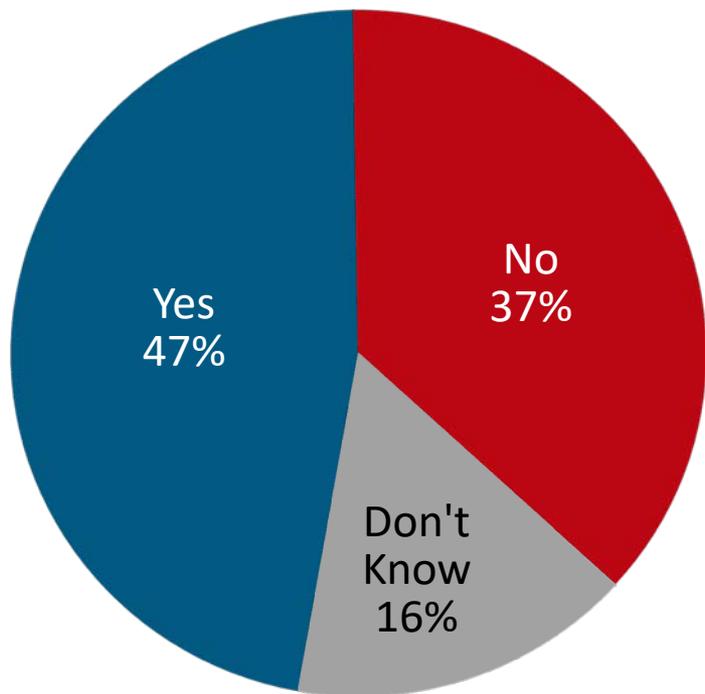
# Three-quarters agree that essential workers and vulnerable people should have priority in accessing the vaccine.

*Some people have suggested that essential workers, like people who work in healthcare, senior homes, grocery stores, farmworkers and those with pre-existing conditions, should have access to a vaccine first, while others have suggested that it should be available to everyone at the same time on a first-come first-served basis. Do you think the vaccine should be made available to essential workers and vulnerable people first or should it be available to everyone on a first-come first-served basis?*

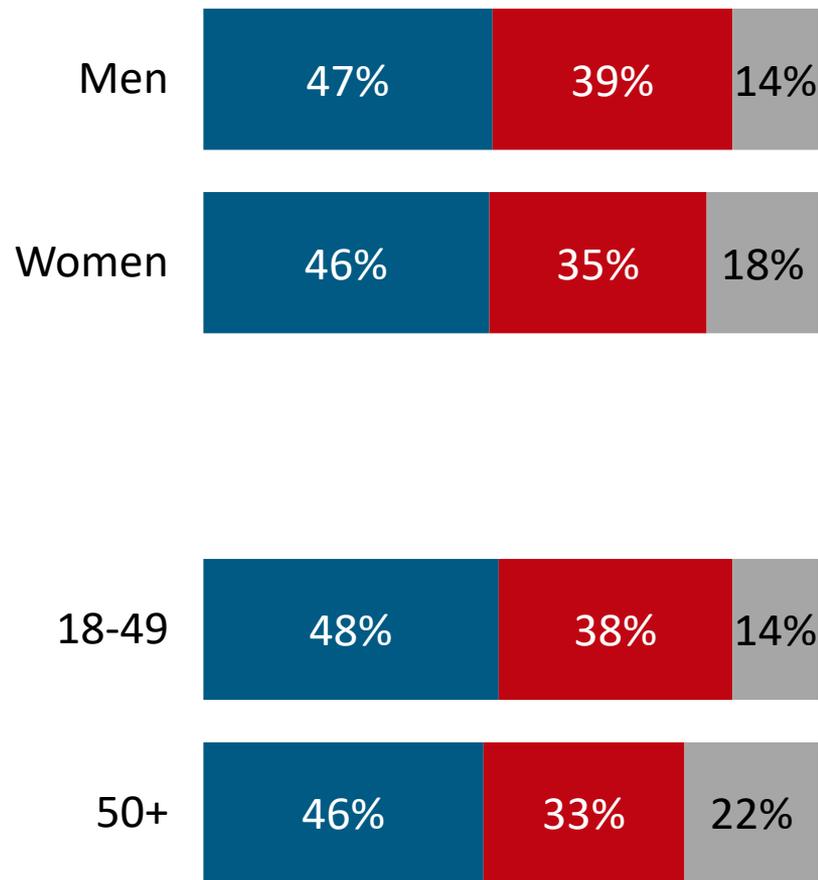


# Approximately half of Latinos think their ethnic group should be prioritized.

*The data shows that Latinos are 2.6 times as likely as white people to die from the coronavirus. Do you believe Latinos need to be one of the first groups to get the vaccine? (Asked of Latinos Only)*



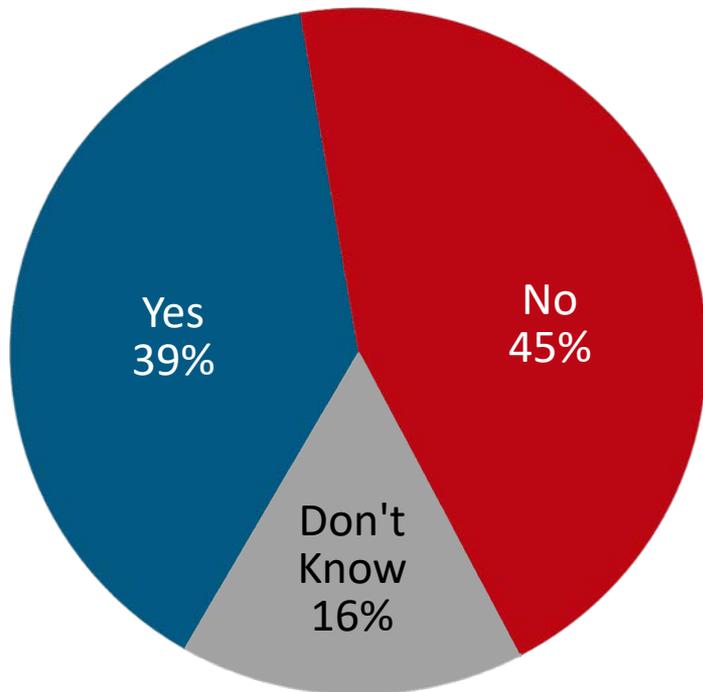
■ Yes ■ No ■ Don't Know



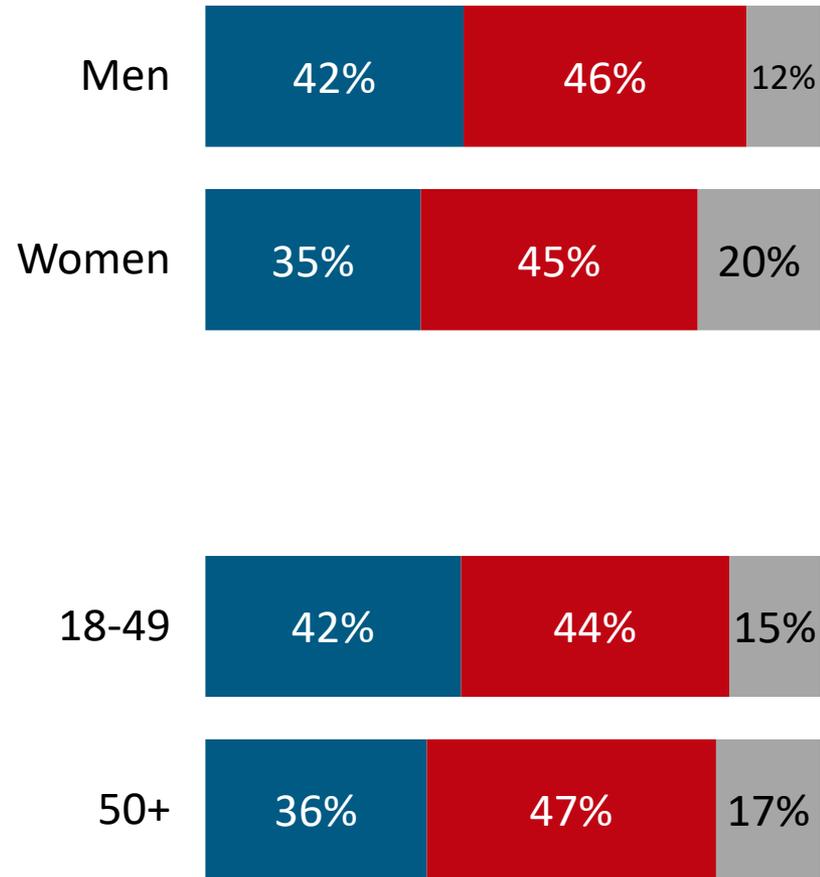
# African Americans are divided on whether they should have priority access.

*The data shows that African Americans are 2.8 times as likely as white people to die from the coronavirus.*

*Do you believe African Americans need to be one of the first groups to get the vaccine?  
(Asked of African Americans Only)*

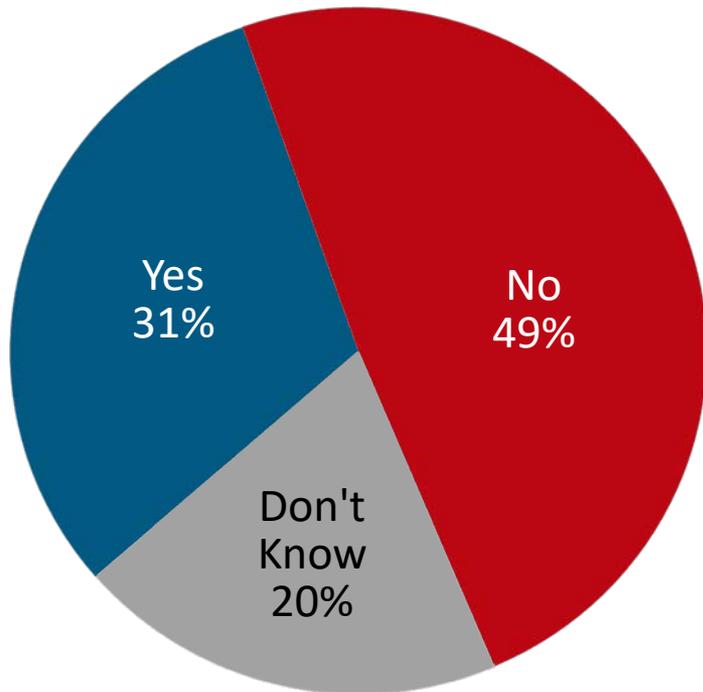


■ Yes ■ No ■ Don't Know

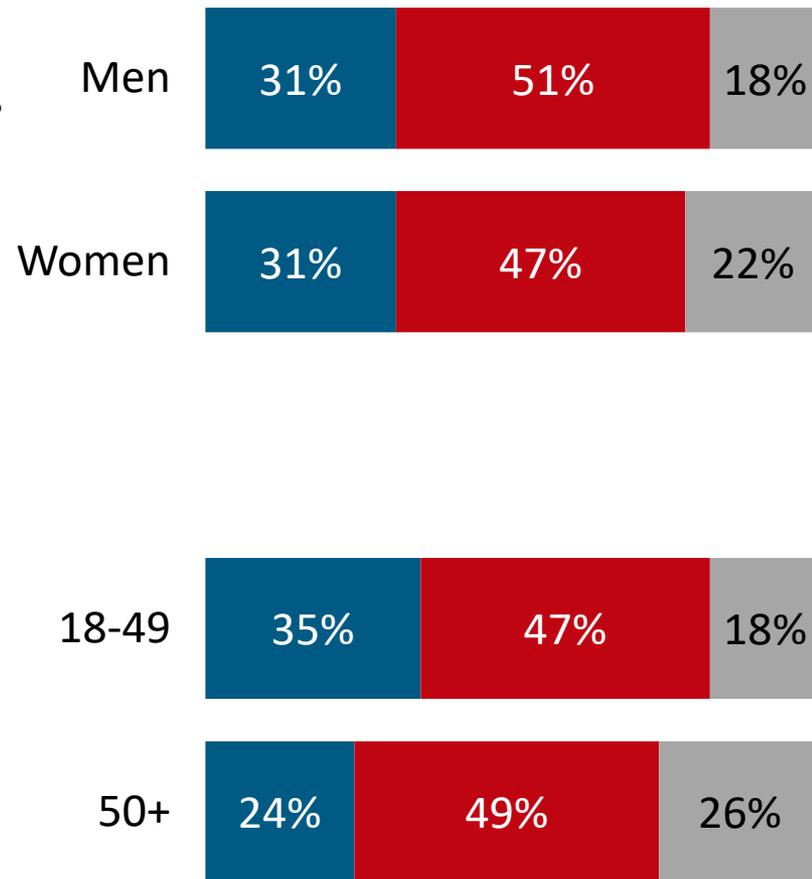


# Nearly half of API respondents say they should not be prioritized for the vaccine based on their ethnicity.

*The data shows that Asian Americans and Pacific Islanders are 10 percent more likely than white people to die from the coronavirus. Do you believe Asian Americans and Pacific Islanders need to be one of the first groups to get the vaccine? (Asked of Asians/Pacific Islanders Only)*

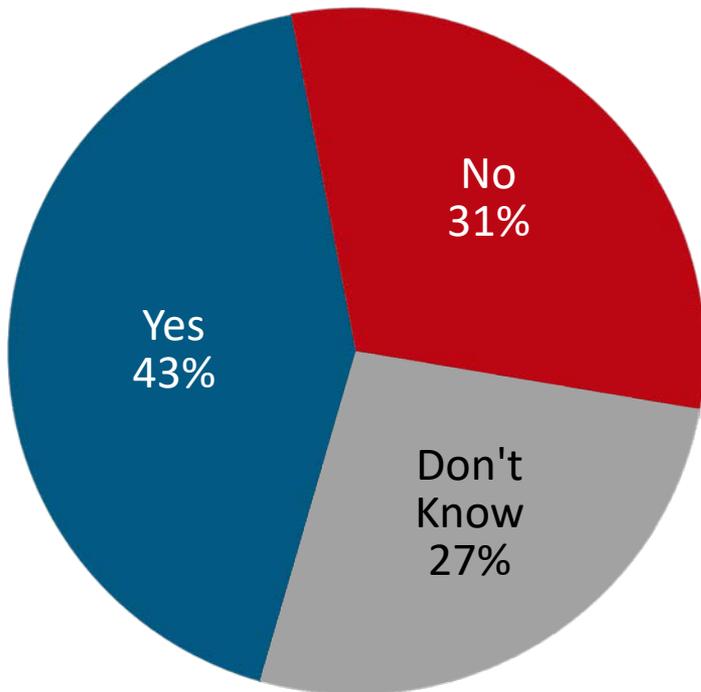


■ Yes ■ No ■ Don't Know

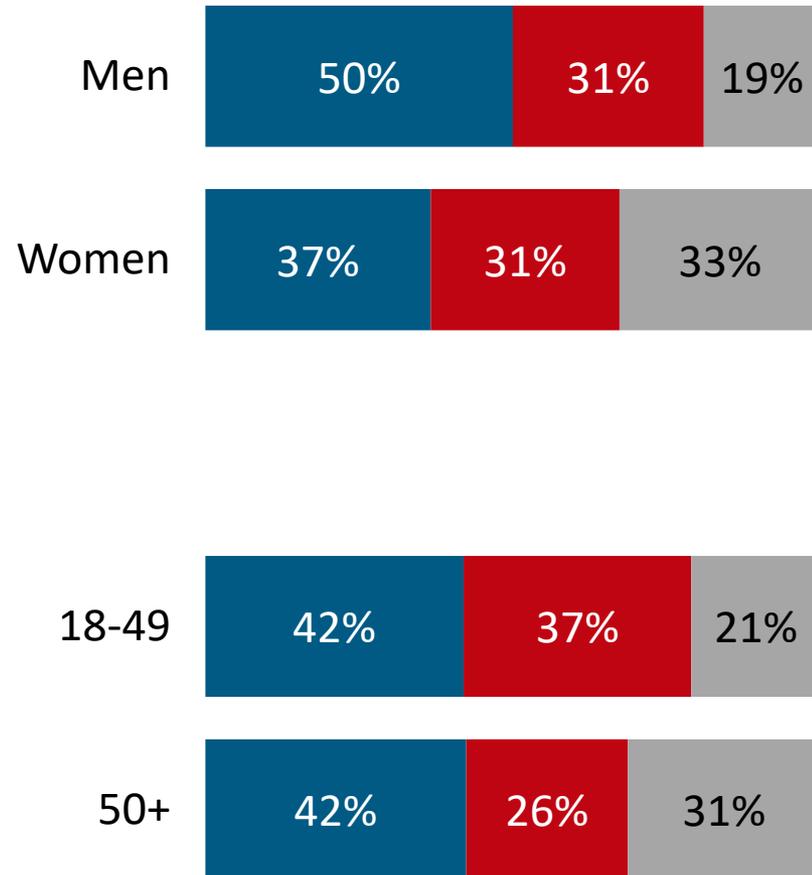


# Two in five white respondents think people of color should have higher priority for vaccination.

*The data shows that people of color are much more likely than white people to die from the coronavirus. Do you believe people of color need to be one of the first groups to get the vaccine?  
(Asked of Whites Only)*

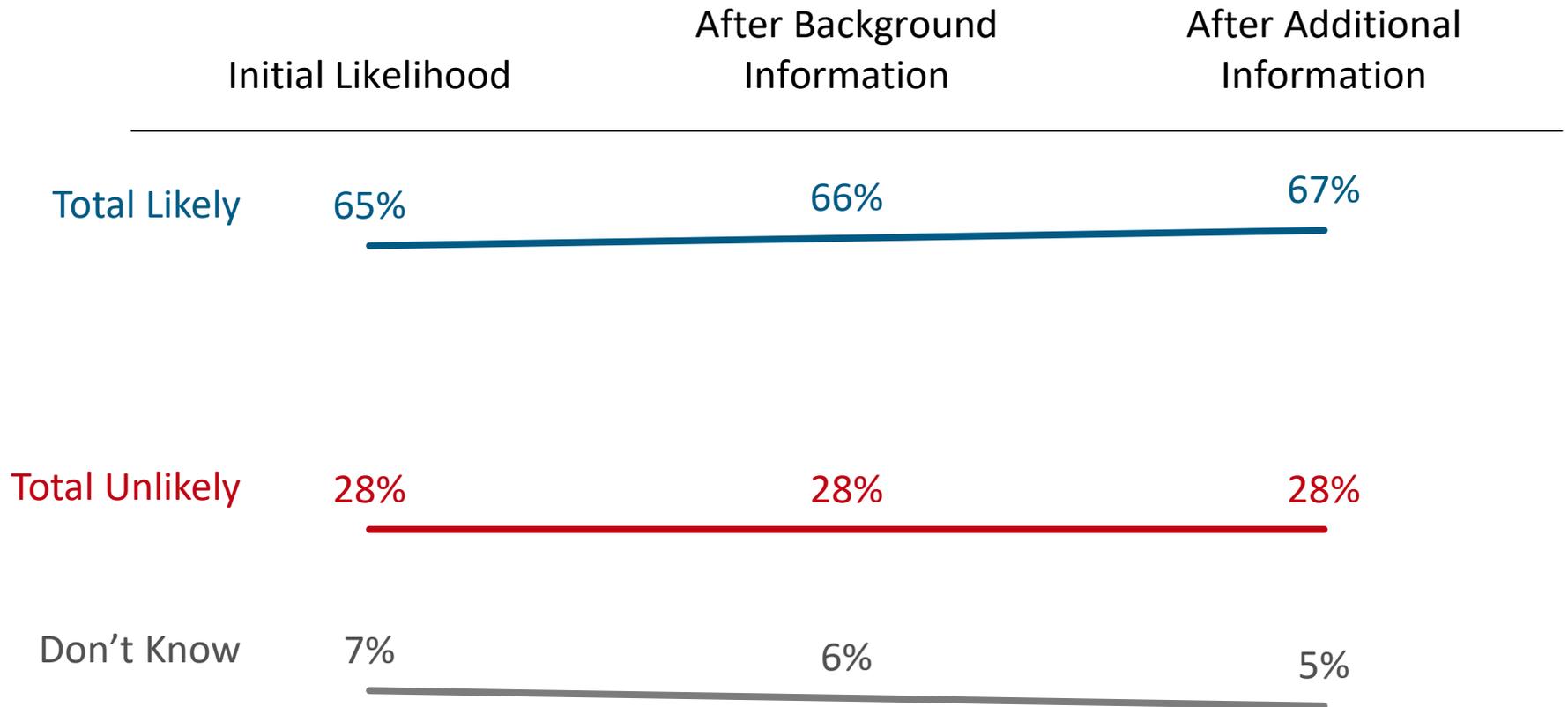


■ Yes ■ No ■ Don't Know



# Identifying Persuadable Audiences

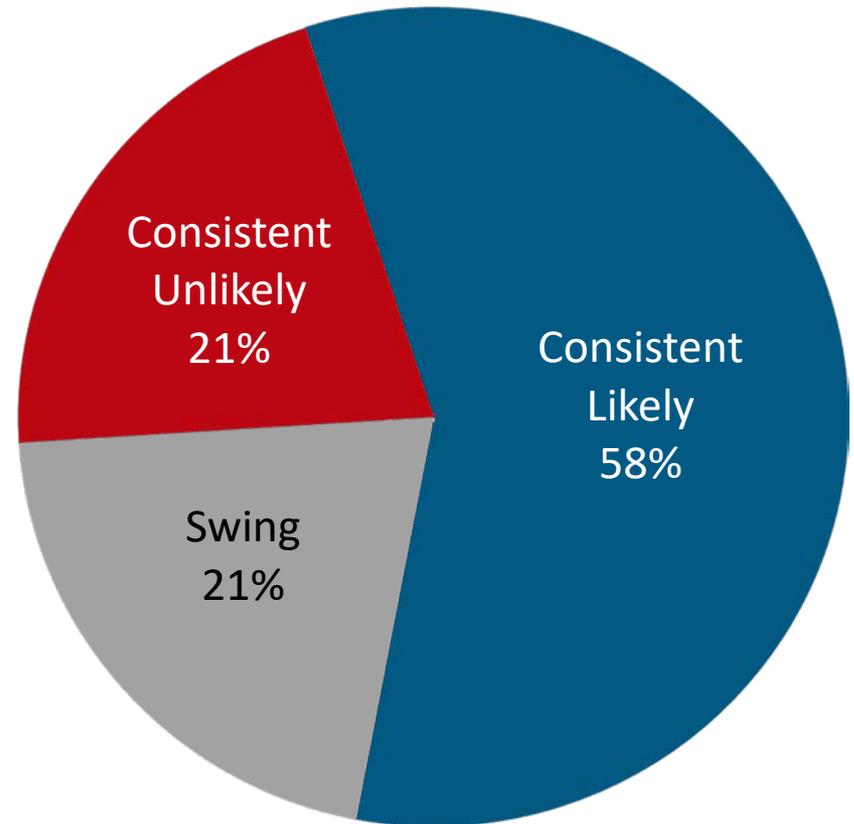
# Overall, attitudes toward taking the COVID-19 vaccine remained consistent as respondents learned more.



# Segmenting Californians by Consistency of Inclination to Get Vaccinated

- ❖ **Consistent Likely:** Respondents who consistently indicated they would likely get the vaccine
- ❖ **Consistent Unlikely:** Respondents who consistently indicated they were unlikely to get the vaccine
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions

The following slide shows demographic groups that *disproportionately* fall into one category or the other.



# Demographic Profile of the Segments

Consistent Likely	Swing	Consistent Unlikely
58% of Respondents	21% of Respondents	21% of Respondents
College-Educated Men	Household Size: 5+	Latinos Ages 50+
Post-Graduate Educated	Central Valley/Central Coast	Small Town Residents
White Men	African Americans	Sacramento/Rural North
Asians/Pacific Islanders	Uninsured	African Americans
Four-year College or More	Rural Area	People of Color Ages 50+
Bay Area	Interviewed in Spanish	Non-College Educated Women
Bay Area Media Market	Have Children at Home	High School Educated
Four-year College Graduates	Ages 30-39	Latino Women
Men Ages 50+	San Diego	Ages 50-64
Whites Ages 50+	Some College or Less	Women Ages 50+
Household Size up to 2	Latinos Ages 18-49	Uninsured
HH Income \$100,000+	Some College Education	Los Angeles County
College-Educated Women	Non-College Educated Men	Some College or Less
Suburban Area	Men Ages 18-49	Women

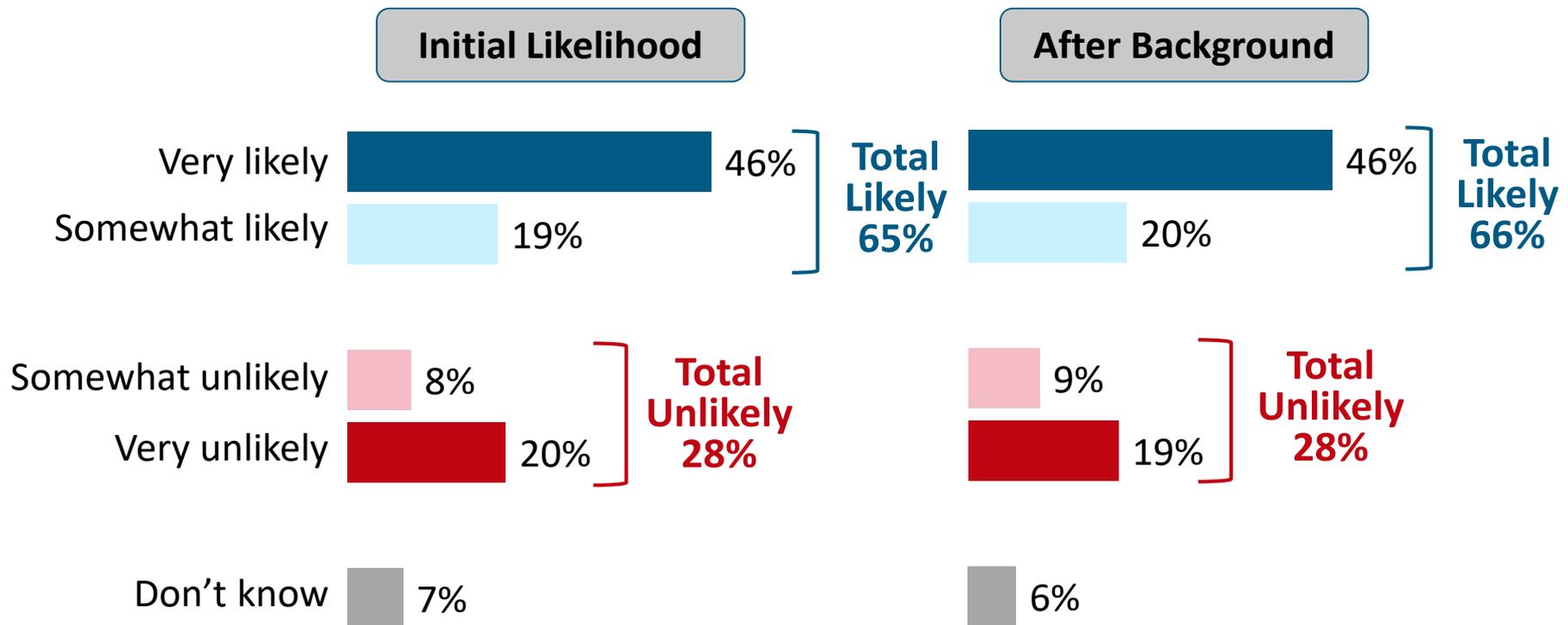
# Those most likely to change their view of the vaccine as they learn more include small town residents and African Americans.

Positive Movers	Initially Somewhat Likely	Initially Somewhat Unlikely
7% of Respondents	19% of Respondents	8% of Respondents
Small Town Area	Central Valley	Central Valley
African Americans	Whites Ages 18-49	Small Town Area
High School Educated	Sacramento/Rural North	Latina Women
HH Income \$50,000-\$100,000	White Women	Ages 75 and over
All People of Color Ages 50+	Asian/Pacific Islanders	Public Insurance
Counties Surrounding Los Angeles	Four Year College Graduates	Non-College Educated Women

# Reasons to Take the Vaccine

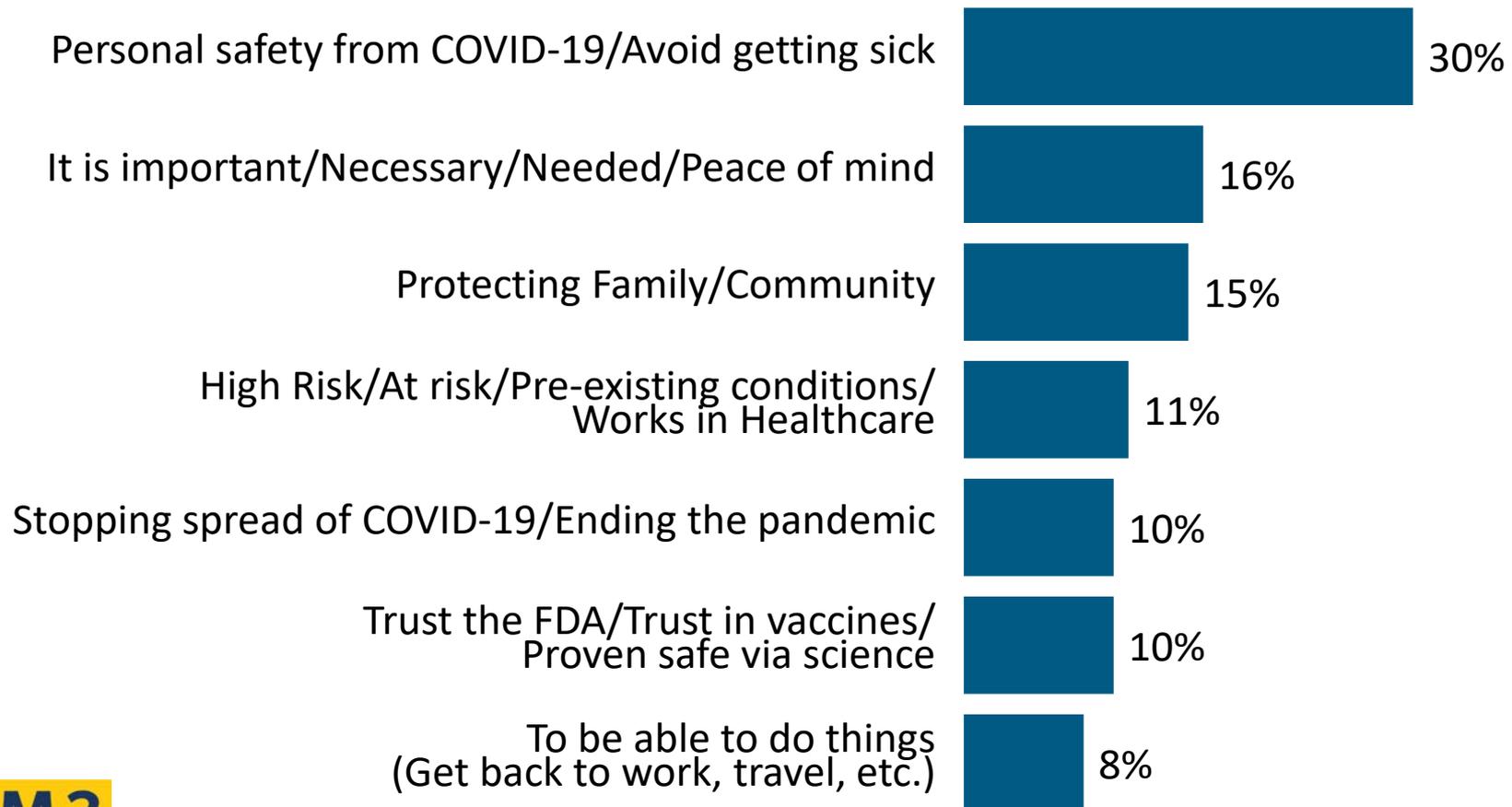
# After learning more about the vaccine, the overall likelihood of taking it does not shift.

Here is some information on the COVID-19 vaccine. There are currently several vaccines undergoing approval from the U.S. government for distribution. They are said to be 95% effective and have undergone multiple phases of testing, including trials on tens of thousands of people. The Food and Drug Administration, also known as the FDA, is currently reviewing the vaccines and conducting studies to make sure they are safe. Once the vaccines are approved by the FDA, they will be distributed throughout the country. It is likely that essential workers and those most vulnerable to illness caused by COVID-19 will be the first to receive the vaccine.



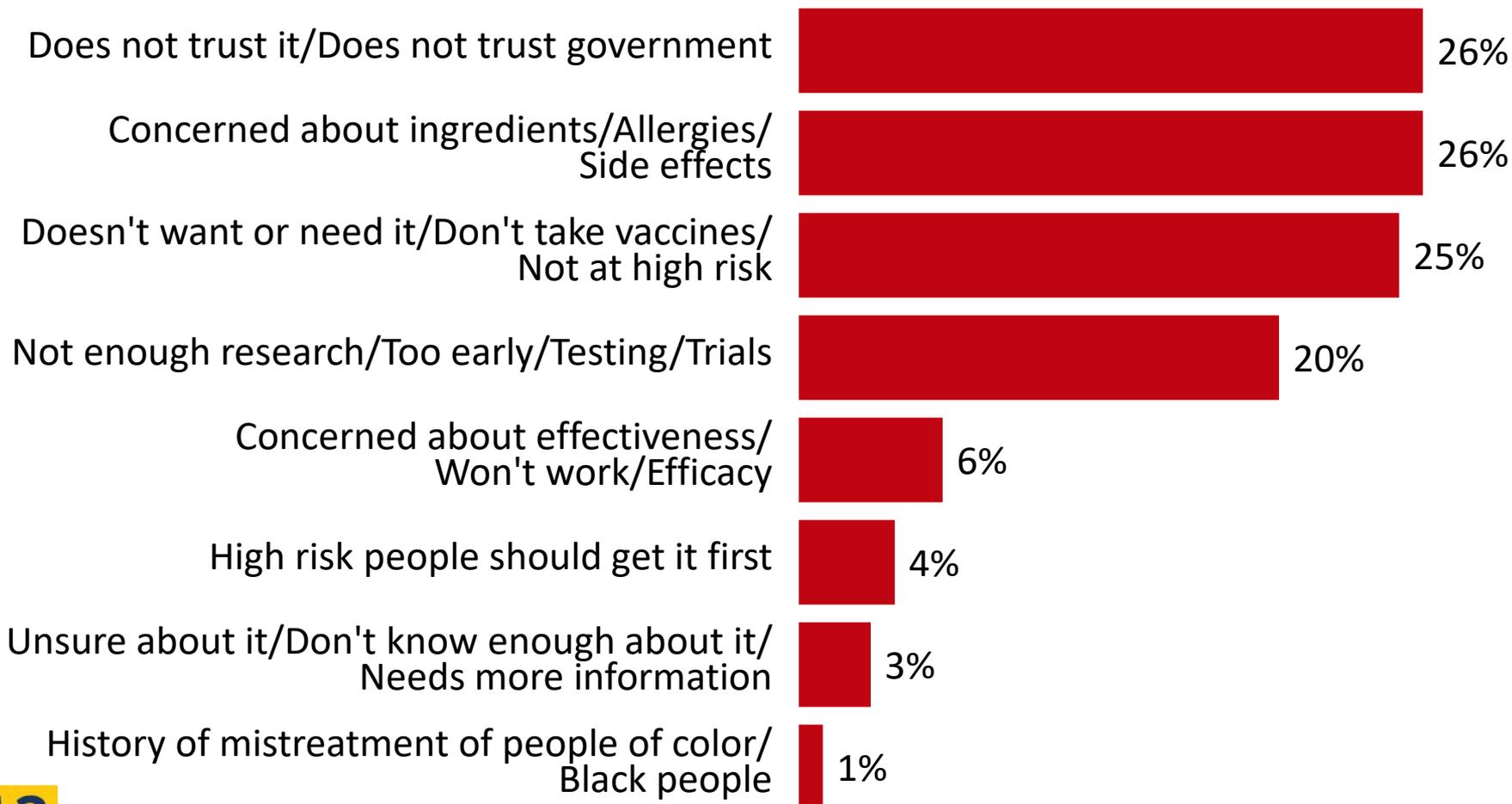
# After hearing more information, personal safety continues to be the top reason to get the vaccine...

*In a few words of your own, why would you be **LIKELY** to take a vaccine?  
(Open-ended; Asked of Those Likely to Take a Vaccine, n=288)*



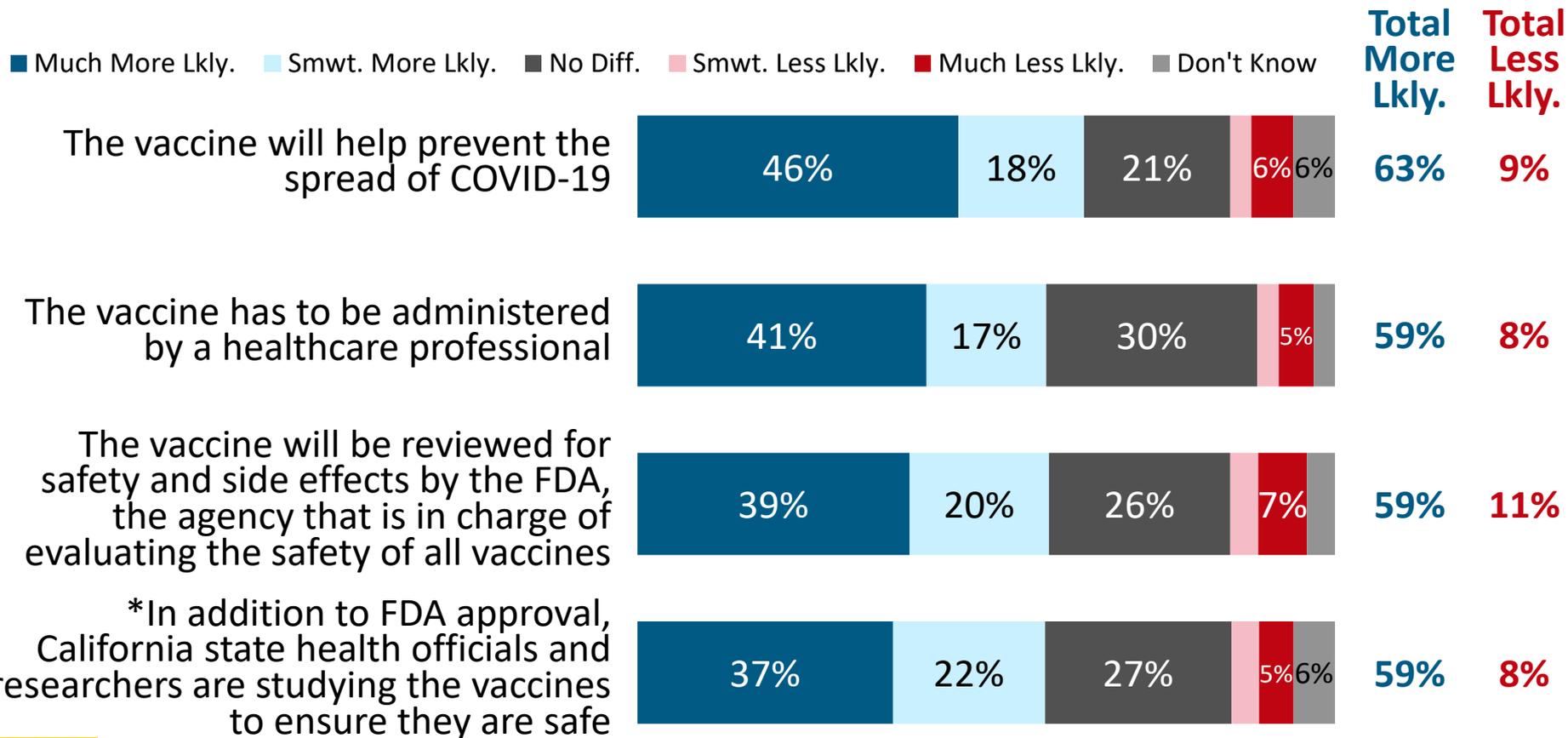
# ...those unlikely to take it don't trust it and are worried about side effects.

*In a few words of your own, why would you be **UNLIKELY** to take a vaccine?  
(Open-ended; Asked of Those Unlikely to Take a Vaccine, n=130)*

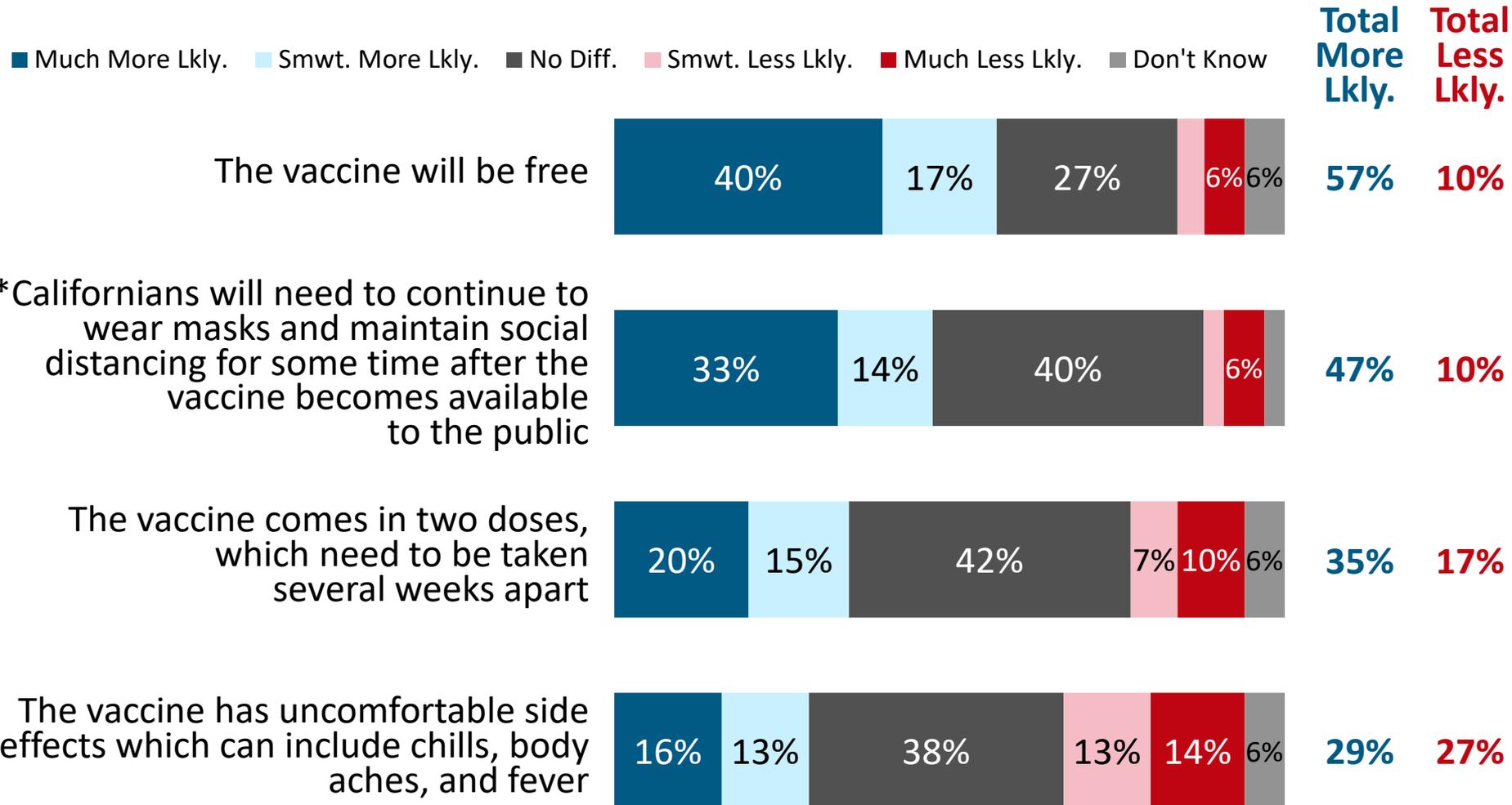


# The facts that the vaccine will prevent COVID-19; has to be administered by a healthcare worker; and will be reviewed by the FDA and the State increase the likelihood of taking it.

*Here are some facts about the vaccine. Please indicate if knowing this fact makes you much more likely, somewhat more likely, somewhat less likely, or much less likely to take it. If it makes no difference you can tell me that too.*



# Pluralities say it doesn't make a difference that the vaccine will come in two doses or that it may have uncomfortable side effects.



# The fact that the vaccine has to be administered by a healthcare professional is the strongest motivator among those who were initially uncertain.

(Total More Likely)

Fact	All Resp.	Initial Likelihood to Take the Vaccine			Age	
		Likely	Unlikely	Don't Know	18-49	50+
The vaccine will help prevent the spread of COVID-19	<b>63%</b>	81%	28%	34%	61%	65%
The vaccine has to be administered by a healthcare professional	<b>59%</b>	73%	28%	<b>48%</b>	57%	61%
The vaccine will be reviewed for safety and side effects by the FDA, the agency that is in charge of evaluating the safety of all vaccines	<b>59%</b>	77%	23%	36%	57%	63%
*In addition to FDA approval, California state health officials and researchers are studying the vaccines to ensure they are safe	<b>59%</b>	75%	33%	27%	58%	60%
The vaccine will be free	<b>57%</b>	73%	24%	35%	55%	59%

# Those hesitant about the vaccine are most likely to be dissuaded by its uncomfortable side effects.

(Total Less Likely)

Fact	All Resp.	Initial Likelihood to Take the Vaccine			Age	
		Likely	Unlikely	Don't Know	18-49	50+
The vaccine has uncomfortable side effects which can include chills, body aches, and fever	<b>27%</b>	18%	42%	44%	29%	23%
The vaccine comes in two doses, which need to be taken several weeks apart	<b>17%</b>	8%	36%	19%	20%	11%
*Californians will need to continue to wear masks and maintain social distancing for some time after the vaccine becomes available to the public	<b>10%</b>	4%	26%	7%	11%	7%

# The fact that the vaccine will prevent the spread of COVID-19 is especially effective among API residents.

(Total More Likely)

Fact	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All People of Color
The vaccine will help prevent the spread of COVID-19	<b>63%</b>	63%	63%	57%	70%	63%
The vaccine has to be administered by a healthcare professional	<b>59%</b>	52%	64%	51%	56%	61%
The vaccine will be reviewed for safety and side effects by the FDA, the agency that is in charge of evaluating the safety of all vaccines	<b>59%</b>	57%	60%	51%	66%	60%
*In addition to FDA approval, California state health officials and researchers are studying the vaccines to ensure they are safe	<b>59%</b>	53%	62%	51%	63%	60%
The vaccine will be free	<b>57%</b>	53%	59%	45%	67%	58%

# API Californians are least concerned about the need for two doses.

(Total Less Likely)

Fact	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All People of Color
The vaccine has uncomfortable side effects which can include chills, body aches, and fever	<b>27%</b>	25%	27%	26%	25%	27%
The vaccine comes in two doses, which need to be taken several weeks apart	<b>17%</b>	15%	18%	20%	11%	17%
*Californians will need to continue to wear masks and maintain social distancing for some time after the vaccine becomes available to the public	<b>10%</b>	16%	8%	10%	4%	8%

# More highly-educated Californians and those aware of the vaccine's development respond more positively to the information provided.

(Total More Likely)

Fact	All Resp.	Education		Vaccine Awareness		Perception of General Vaccine Safety	
		Non-College	Four-year College+	Aware	Not Aware	Safe	Unsafe
The vaccine will help prevent the spread of COVID-19	<b>63%</b>	59%	72%	67%	42%	72%	30%
The vaccine has to be administered by a healthcare professional	<b>59%</b>	58%	60%	61%	46%	65%	33%
The vaccine will be reviewed for safety and side effects by the FDA, the agency that is in charge of evaluating the safety of all vaccines	<b>59%</b>	56%	67%	63%	39%	68%	24%
*In addition to FDA approval, California state health officials and researchers are studying the vaccines to ensure they are safe	<b>59%</b>	55%	67%	61%	46%	64%	43%
The vaccine will be free	<b>57%</b>	53%	66%	59%	47%	66%	25%

# Those skeptical of vaccines in general are most likely to be concerned by the downsides.

(Total Less Likely)

Fact	All Resp.	Education		Vaccine Awareness		Perception of General Vaccine Safety	
		Some College or Less	Four-year College or More	Aware	Not Aware	Safe	Unsafe
The vaccine has uncomfortable side effects which can include chills, body aches, and fever	27%	27%	27%	27%	31%	23%	45%
The vaccine comes in two doses, which need to be taken several weeks apart	17%	18%	14%	16%	25%	13%	47%
*Californians will need to continue to wear masks and maintain social distancing for some time after the vaccine becomes available to the public	10%	10%	8%	10%	6%	7%	28%

# Information on the vaccine is impactful among Northern California residents; San Diego residents respond to information on FDA approval.

(Total More Likely)

Fact	All Resp.	Region					
		Los Angeles County	Counties Surrounding Los Angeles	Bay Area	San Diego	Sacramento/Rural North	Central Valley/Central Coast
The vaccine will help prevent the spread of COVID-19	<b>63%</b>	64%	64%	67%	60%	66%	56%
The vaccine has to be administered by a healthcare professional	<b>59%</b>	63%	57%	51%	59%	66%	53%
The vaccine will be reviewed for safety and side effects by the FDA, the agency that is in charge of evaluating the safety of all vaccines	<b>59%</b>	59%	62%	59%	66%	65%	51%
*In addition to FDA approval, California state health officials and researchers are studying the vaccines to ensure they are safe	<b>59%</b>	58%	58%	66%	68%	60%	51%
The vaccine will be free	<b>57%</b>	61%	55%	59%	52%	63%	47%

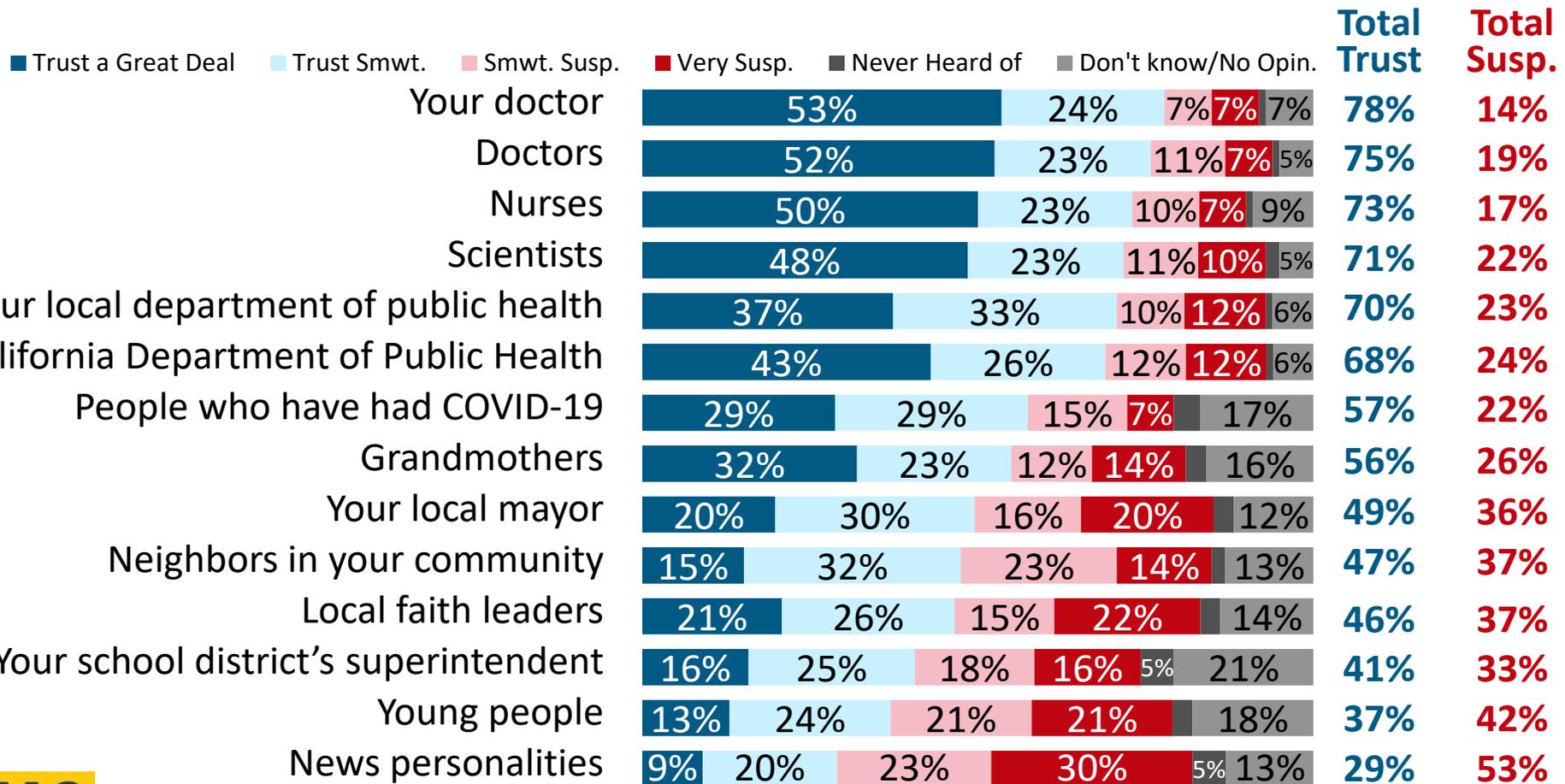
# Respondents from Northern California are most worried by uncomfortable side effects.

(Total More Likely)

Fact	All Resp.	Region					
		Los Angeles County	Counties Surrounding Los Angeles	Bay Area	San Diego	Sacramento/Rural North	Central Valley/Central Coast
The vaccine has uncomfortable side effects which can include chills, body aches, and fever	<b>27%</b>	28%	30%	15%	28%	38%	24%
The vaccine comes in two doses, which need to be taken several weeks apart	<b>17%</b>	19%	18%	14%	13%	21%	12%
*Californians will need to continue to wear masks and maintain social distancing for some time after the vaccine becomes available to the public	<b>10%</b>	5%	12%	10%	10%	9%	17%

# Doctors, nurses, scientists, and public health departments are the most trusted messengers.

*I am going to read you a list of people and organizations that may speak out to encourage people to get the COVID-19 vaccine. Please tell me if you would generally trust or be suspicious of what each one says about the vaccine; if you have never heard of them, please tell me that too.*



# Doctors and nurses are the most trusted messengers across ethnic groups.

(Total Trust)

Messenger	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All People of Color
Your doctor	<b>78%</b>	85%	76%	66%	81%	76%
Doctors	<b>75%</b>	69%	77%	67%	84%	77%
Nurses	<b>73%</b>	82%	69%	70%	78%	71%
Scientists	<b>71%</b>	79%	70%	58%	75%	69%
Your local department of public health	<b>70%</b>	76%	67%	58%	77%	68%
California Department of Public Health	<b>68%</b>	66%	68%	72%	77%	69%
People who have had COVID-19	<b>57%</b>	72%	52%	47%	65%	53%
Grandmothers	<b>56%</b>	50%	58%	56%	52%	58%
Your local mayor	<b>49%</b>	46%	52%	49%	47%	51%
Neighbors in your community	<b>47%</b>	43%	50%	46%	42%	48%
Local faith leaders	<b>46%</b>	44%	51%	40%	35%	47%
Your school district's superintendent	<b>41%</b>	42%	37%	43%	61%	41%
Young people	<b>37%</b>	34%	40%	32%	35%	38%
News personalities	<b>29%</b>	28%	25%	32%	50%	29%

# In Northern California, respondents trust their local public health officials more than state ones.

(Total Trust)

Messenger	All Resp.	Region					
		Los Angeles County	Counties Surrounding Los Angeles	Bay Area	San Diego	Sacramento/Rural North	Central Valley/Central Coast
Your doctor	<b>78%</b>	77%	78%	75%	85%	83%	75%
Doctors	<b>75%</b>	77%	81%	67%	77%	69%	74%
Nurses	<b>73%</b>	70%	73%	84%	80%	75%	67%
Scientists	<b>71%</b>	64%	71%	77%	85%	76%	73%
Your local department of public health	<b>70%</b>	68%	66%	77%	68%	<b>70%</b>	72%
California Department of Public Health	<b>68%</b>	69%	67%	77%	69%	<b>53%</b>	68%
People who have had COVID-19	<b>57%</b>	54%	62%	61%	50%	64%	57%
Grandmothers	<b>56%</b>	53%	57%	57%	66%	52%	57%
Your local mayor	<b>49%</b>	53%	51%	49%	53%	38%	43%
Neighbors in your community	<b>47%</b>	44%	47%	56%	41%	49%	47%
Local faith leaders	<b>46%</b>	49%	47%	40%	47%	24%	57%
Your school district's superintendent	<b>41%</b>	39%	33%	51%	48%	56%	38%
Young people	<b>37%</b>	36%	35%	46%	44%	23%	39%
News personalities	<b>29%</b>	35%	26%	25%	31%	28%	24%

# Doctors are effective messengers even among those initially skeptical of the vaccine.

(Total Trust)

Messenger	All Resp.	Initial Likelihood		
		Total Likely	Total Unlikely	Don't Know
Your doctor	<b>78%</b>	89%	55%	73%
Doctors	<b>75%</b>	89%	45%	60%
Nurses	<b>73%</b>	82%	57%	56%
Scientists	<b>71%</b>	85%	46%	59%
Your local department of public health	<b>70%</b>	85%	42%	55%
California Department of Public Health	<b>68%</b>	83%	38%	43%
People who have had COVID-19	<b>57%</b>	65%	44%	49%
Grandmothers	<b>56%</b>	63%	41%	39%
Your local mayor	<b>49%</b>	61%	25%	36%
Neighbors in your community	<b>47%</b>	54%	33%	34%
Local faith leaders	<b>46%</b>	55%	33%	20%
Your school district's superintendent	<b>41%</b>	53%	19%	22%
Young people	<b>37%</b>	47%	17%	24%
News personalities	<b>29%</b>	39%	12%	14%

# Conclusions

# Conclusions

- ✓ Awareness of the vaccine is very high, driven by the beginning of its rollout.
- ✓ Two-thirds of respondents indicated they would be likely to take the COVID-19 vaccine.
  - African American respondents, Central Valley residents, older respondents and the uninsured were most likely to not take the vaccine.
- ✓ However, most respondents think vaccines are generally safe.
  - Those who think they are unsafe come from the same groups with hesitance about the COVID-19 vaccine, and tend to be residents of rural Northern California, uninsured, African American, or have no more than a high school education.
- ✓ The most common concerns are that the vaccine is too new, and as a result untested, and that it will have dangerous side effects.
- ✓ The fact that it prevents the spread of COVID; has to be administered by a healthcare professional; and will be reviewed by the FDA are the most appealing facts about the vaccine.
- ✓ Doctors and nurses are by far the most trusted messengers, even among those hesitant about the COVID-19 vaccine.
- ✓ The findings suggest that developing messaging that emphasizes the effectiveness of the vaccine; its safety and thorough review by public health officials; its administration by healthcare professionals; and its recommendation by doctors will help increase trust.
- ✓ Additionally, this messaging will be even more compelling as more of the population takes the vaccine and Californians can see firsthand that it is safe, particularly as many of those getting it first (healthcare workers) are the most trusted messengers on the issue.

For more information, contact:



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