KFF COVID-19 Vaccine Monitor: Trends and Opportunities for Outreach to Hispanic Adults

Liz Hamel
Vice President and Director, Public Opinion and Survey Research
The Big Picture of Trends in COVID-19 Vaccination Intentions, or “Zero to Sixty in 4 Months”

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will…?

- Already gotten
- As soon as possible
- Wait and see
- Only if required
- Definitely not

<table>
<thead>
<tr>
<th></th>
<th>April 2021</th>
<th>March 2021</th>
<th>February 2021</th>
<th>January 2021</th>
<th>December 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Already gotten</td>
<td>56%</td>
<td>32%</td>
<td>18%</td>
<td>6%</td>
<td>34%</td>
</tr>
<tr>
<td>As soon as possible</td>
<td>9%</td>
<td>30%</td>
<td>37%</td>
<td>41%</td>
<td>39%</td>
</tr>
<tr>
<td>Wait and see</td>
<td>15%</td>
<td>17%</td>
<td>22%</td>
<td>31%</td>
<td>9%</td>
</tr>
<tr>
<td>Only if required</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Definitely not</td>
<td>13%</td>
<td>13%</td>
<td>15%</td>
<td>13%</td>
<td>15%</td>
</tr>
</tbody>
</table>

NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. See topline for full question wording.

Enthusiasm Has Increased Over Time Across Racial/Ethnic Groups

Already gotten/As soon as possible

Hispanic adults

Black adults

White adults

Enthusiasm Has Increased Over Time Across Racial/Ethnic Groups

already gotten/As soon as possible
Wait and see

Hispanic adults
Dec-20: 26%
Jan-21: 43%
Feb-21: 52%
Mar-21: 64%
Apr-21: 64%

Black adults
Dec-20: 20%
Jan-21: 52%
Feb-21: 59%
Mar-21: 40%
Apr-21: 13%

White adults
Dec-20: 18%
Jan-21: 36%
Feb-21: 36%
Mar-21: 19%
Apr-21: 66%

Vaccination Rates for Black and Hispanic People Continue to Lag Behind White People

Percent of Total Population that Has Received a COVID-19 Vaccine Dose by Race/Ethnicity, March 1 to May 17, 2021

SOURCE: Vaccination data based on KFF analysis of publicly available data on state websites; total population data used to calculate rates based on KFF analysis of 2019 American Community Survey data.
Opportunity: One-Third of Unvaccinated Hispanic Adults Say They Want a COVID-19 Vaccine “As Soon As Possible”

When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?

- As soon as possible
- Wait and see
- Only if required
- Definitely not

### Hispanic adults
- 33%: As soon as possible
- 35%: Wait and see
- 13%: Only if required
- 17%: Definitely not

### Black adults
- 17%: As soon as possible
- 39%: Wait and see
- 15%: Only if required
- 26%: Definitely not

### White adults
- 16%: As soon as possible
- 33%: Wait and see
- 14%: Only if required
- 34%: Definitely not

NOTE: Among those who have not gotten the COVID-19 vaccine. See topline for full question wording.
Data Show a Major Uptick in the Share of Recent Vaccinations Going to Hispanic People

Race/Ethnicity of People Receiving a COVID-19 Vaccine as of May 17, 2021, based on race/ethnicity data available for 56% of people who have received at least one vaccine dose:

- **People who have Received at least One Dose**
  - Other: <1%
  - NHOP: 8%
  - AIAN: 6%
  - Asian: 13%
  - Black: 9%
  - Hispanic: 8%
  - White: 62%

- **People who Initiated Vaccination in Last 14 Days**
  - Other: <1%
  - NHOP: 7%
  - AIAN: <1%
  - Asian: 24%
  - Black: 10%
  - Hispanic: 1%
  - White: 49%

- **Total U.S. Population**
  - Other: <1%
  - NHOP: 2%
  - AIAN: 6%
  - Asian: 17%
  - Black: 12%
  - Hispanic: 6%
  - White: 61%

### Barriers to Overcome: Concerns About Side Effects and Safety

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:

<table>
<thead>
<tr>
<th>Concern</th>
<th>Hispanic</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Might experience serious side effects</td>
<td>78%</td>
<td>82%</td>
<td>74%</td>
</tr>
<tr>
<td>The COVID-19 vaccines are not as safe as they are said to be</td>
<td>72%</td>
<td>75%</td>
<td>70%</td>
</tr>
<tr>
<td>Might need to miss work if the side effects of the vaccine make them feel sick for a day or more</td>
<td>64%</td>
<td>55%</td>
<td>41%</td>
</tr>
<tr>
<td>The COVID-19 vaccine may negatively impact their fertility in the future*</td>
<td>58%</td>
<td>56%</td>
<td>42%</td>
</tr>
<tr>
<td>Might be required to get vaccine even if they don't want to</td>
<td>57%</td>
<td>54%</td>
<td>62%</td>
</tr>
<tr>
<td>Might have to pay an out-of-pocket cost to get the COVID-19 vaccine</td>
<td>52%</td>
<td>37%</td>
<td>24%</td>
</tr>
<tr>
<td>Won't be able to get the vaccine from a place they trust</td>
<td>49%</td>
<td>42%</td>
<td>23%</td>
</tr>
<tr>
<td>May be required to provide a social security number or government issued ID in order to get the COVID-19 vaccine</td>
<td>39%</td>
<td>32%</td>
<td>35%</td>
</tr>
<tr>
<td>Might need to take time off work to go and get the COVID vaccine</td>
<td>30%</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>It will be difficult to travel to a vaccination site</td>
<td>26%</td>
<td>17%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**NOTE:** Among those who have not been vaccinated for COVID-19. *Item only asked of those ages 18-49. See topline for full question wording.

**SOURCE:** KFF COVID-19 Vaccine Monitor (April 15-29, 2021)
### Barriers to Overcome: Concerns About Missed Work

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:

<table>
<thead>
<tr>
<th>Concern</th>
<th>Hispanic</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Might need to miss work if the side effects of the vaccine make them feel sick for a day or more</td>
<td>64%</td>
<td>55%</td>
<td>41%</td>
</tr>
<tr>
<td>Might need to take time off work to go and get the COVID vaccine</td>
<td>30%</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>

**NOTE:** Among those who have not been vaccinated for COVID-19. See topline for full question wording.

**SOURCE:** KFF COVID-19 Vaccine Monitor (April 15-29, 2021)
### Barriers to Overcome: Concerns Related to Immigration Status, Documentation, Trusted Locations

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:

<table>
<thead>
<tr>
<th>Concern</th>
<th>Total unvaccinated Hispanic adults</th>
<th>Uninsured ages 18-64</th>
<th>Potentially undocumented</th>
</tr>
</thead>
<tbody>
<tr>
<td>Won't be able to get the vaccine from a place they trust</td>
<td>49%</td>
<td>62%</td>
<td>68%</td>
</tr>
<tr>
<td>May be required to provide a social security number or government issued ID in order to get the COVID-19 vaccine</td>
<td>39%</td>
<td>52%</td>
<td>58%</td>
</tr>
<tr>
<td>Might negatively impact their own or their family member's immigration status</td>
<td>35%</td>
<td>48%</td>
<td>63%</td>
</tr>
<tr>
<td>It will be difficult to travel to a vaccination site</td>
<td>26%</td>
<td>32%</td>
<td>42%</td>
</tr>
</tbody>
</table>

NOTE: Among Hispanic adults who have not been vaccinated for COVID-19. See topline for full question wording.

Opportunity: Strategies to Address Access Barriers May Increase Vaccine Uptake Among Hispanic Adults

Percent who say they would be more likely to get the COVID-19 vaccine if:

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Hispanic adults</th>
<th>White adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Their employer gave them paid time off to get vaccinated and recover from any side effects*</td>
<td>54%</td>
<td>19%</td>
</tr>
<tr>
<td>The COVID-19 vaccine was offered to them at a place they normally go for health care</td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td>They only needed to get one dose of the COVID-19 vaccine</td>
<td>39%</td>
<td>25%</td>
</tr>
<tr>
<td>Their employer arranged for a medical provider to come to their place of work to administer the COVID-19 vaccine*</td>
<td>38%</td>
<td>14%</td>
</tr>
</tbody>
</table>

NOTE: Among those who have not been vaccinated for COVID-19 and do not want to get the vaccine as soon as possible.

*Items asked among those who are employed and are not self-employed. See topline for full question wording.

Opportunity: Certain Incentives and Requirements May Increase Vaccine Uptake Among Hispanic Adults

Percent who say they would be more likely to get the COVID-19 vaccine if:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Total Hispanic adults</th>
<th>Foreign-born Hispanic adults</th>
<th>U.S. born Hispanic adults</th>
<th>White adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airlines required passengers to be vaccinated before they could fly</td>
<td>47%</td>
<td>59%</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>Getting vaccinated for COVID-19 was required for international travel</td>
<td>41%</td>
<td>63%</td>
<td>29%</td>
<td>17%</td>
</tr>
<tr>
<td>Being vaccinated was required to attend large gatherings such as sporting events and concerts</td>
<td>38%</td>
<td>48%</td>
<td>34%</td>
<td>18%</td>
</tr>
<tr>
<td>Their employer offered to pay them an extra $200 to get vaccinated for COVID-19*</td>
<td>38%</td>
<td></td>
<td></td>
<td>22%</td>
</tr>
</tbody>
</table>

NOTE: Among those who have not been vaccinated for COVID-19 and do not want to get the vaccine as soon as possible.

*Items asked among those who are employed and are not self-employed. See topline for full question wording.

Opportunity: Addressing Information Needs

Percent of unvaccinated adults who...

<table>
<thead>
<tr>
<th></th>
<th>Not Sure They're Eligible</th>
<th>No Enough Information</th>
<th>Concerned About Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Hispanic adults</strong></td>
<td>42%</td>
<td>29%</td>
<td>52%</td>
</tr>
<tr>
<td><strong>Spanish language interview</strong></td>
<td>49%</td>
<td>38%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>Potentially undocumented</strong></td>
<td>57%</td>
<td>43%</td>
<td>66%</td>
</tr>
<tr>
<td><strong>Less than $40,000</strong></td>
<td>47%</td>
<td>35%</td>
<td>59%</td>
</tr>
</tbody>
</table>

NOTE: Among Hispanic adults who have not been vaccinated for COVID-19. See topline for full question wording.