

## **Pinellas County Vaccine Hesitancy Survey**

### Executive Summary

The Pinellas County Vaccine Hesitancy Survey was conducted by the Public Opinion Research Lab at the University of North Florida and sponsored by Pinellas County. The study was intended to measure attitudes of Pinellas County residents surrounding COVID-19 vaccinations, as well as general feelings toward the COVID-19 pandemic. The survey was administered online and garnered 2,397 responses. Vaccination status is determined by self-report, “vaccinated” (82% of the sample) are considered those who have been fully vaccinated (two Pfizer/Moderna or one Johnson & Johnson) or those who have gotten their first dose, but are still waiting to receive their second dose. “Firm unvaccinated” (10% of the sample) are those who have not been vaccinated, and have indicated that they do not expect to get vaccinated within the coming months. “Undecided” (8% of the sample) are those that have either gotten one of the Pfizer or Moderna vaccines, but have not decided whether or not they are getting their second dose; also considered “undecided” are those that have yet be vaccinated at all and have indicated they are either definitely, probably, not sure or probably not going to get vaccinated in the coming months.

The following points highlight some key findings in the data:

- There were very few differences in responses when broken down by demographics, including age, sex, race, and educational attainment.
- There were also no meaningful differences in the responses of residents of priority areas compared with those outside of priority areas.
- Among unvaccinated respondents, the most important factor cited in preventing COVID vaccination was possible side effects at 65 percent, followed closely by lack of trust in government and healthcare systems.
- When asked an open-ended question regarding factors in preventing COVID-19 vaccination, 31 percent of respondents stated lack of full FDA approval was an important factor in their decision.
- Full FDA approval was identified as the most important factor in encouraging vaccinations. Of the “undecided”, 23 percent of respondents would be very likely to get vaccinated, and 7 percent of those who stated they would “definitely not” get vaccinated would be encouraged to get vaccinated.
- Hearing messages from celebrities appears to be the weakest motivator for getting a COVID-19 vaccine, with 97 percent of respondents saying it was not likely at all to affect their decision. Free food or drink and having an opportunity to receive the vaccine at a local restaurant or bar are close behind, each with 96 percent saying it was not at all likely to affect their decision.
- Seventy-two percent of those who *are* vaccinated cited wanting to protect family and friends as a critical factor in their decision.

## Methodology

The Pinellas County Vaccine Hesitancy Survey was administered from Saturday, August 7 through Wednesday August 11, 2021 through email via Qualtrics, an online survey platform. The sample frame was comprised of 2,397 residents of Pinellas County, 18 years of age or older. The sample was created using Pinellas County residents from PORL's proprietary, probability-based web panel, comprised of respondents of previous surveys who indicated interest in participating in future research. It was supplemented using email addresses of registered voters in Pinellas County.

The study has an overall margin of error +/- 2.0 percentage points. Subgroup analysis have greater levels of uncertainty. Data were weighted by age, race, sex, and education. Weights were created from the Census Bureau's 2019 American Community Survey (ACS) estimates for Pinellas County residents, 18 years of age or older. Vaccination status is determined by self-report, "vaccinated" are considered those who have been fully vaccinated (two Pfizer/Moderna or one Johnson & Johnson) or those who have gotten their first dose, but are still waiting for to receive their second dose. "Firm unvaccinated" are those who have not been vaccinated, and have indicated that they do not expect to get vaccinated within in the coming months. "Undecided" are those that have either gotten one of the Pfizer or Moderna vaccines, but have not decided whether or not they are getting their second dose; also considered "undecided" are those that have yet be vaccinated at all and have indicated they are either definitely, probably, not sure or probably not going to get vaccinated in the coming months.

All weighted demographic variables were applied using the SPSS version 26 rake weighting function, which won't assign a weight if one of the demographics being weighted is missing. Individuals without a weight were manually given a weight of 1. There were no statistical adjustments made due to design effects. This study had a 3% response rate. This survey was directed by Dr. Michael Binder, UNF professor of political science.

The PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political economic, social, and cultural projects. The PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative and a member of the Association of Academic Survey Research Organizations (AASRO). As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. For more information about methodology, contact Dr. Michael Binder at [porl@unf.edu](mailto:porl@unf.edu) or at (904) 620-2784.

**Survey Results**

Are you currently a resident of Pinellas County?																				
n=2,397																				
	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Yes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How concerned are you about the following:																				
<i>The COVID-19 pandemic in general</i>																				
n=2,394																				
	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not at all concerned	7%	3%	10%	40%	8%	5%	8%	5%	5%	13%	8%	7%	8%	6%	7%	10%	7%	9%	7%	6%
Not very concerned	13%	9%	34%	30%	13%	12%	14%	9%	9%	14%	18%	9%	14%	13%	11%	12%	13%	16%	13%	13%
Somewhat concerned	27%	27%	29%	19%	27%	27%	26%	28%	27%	31%	29%	25%	28%	23%	47%	25%	26%	31%	23%	22%
Very concerned	53%	61%	27%	11%	52%	55%	52%	59%	59%	42%	45%	59%	50%	58%	35%	54%	55%	44%	56%	60%

How concerned are you about the following:																				
<i>Personally getting sick from COVID-19 or other coronavirus variants</i>																				
n=2,386																				
	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not at all concerned	11%	6%	13%	44%	11%	9%	11%	9%	10%	7%	14%	8%	10%	11%	9%	12%	11%	12%	12%	8%
Not very concerned	23%	20%	40%	36%	24%	22%	26%	9%	17%	29%	28%	19%	23%	24%	31%	25%	21%	25%	18%	24%
Somewhat concerned	33%	37%	26%	13%	33%	34%	35%	24%	33%	33%	34%	33%	32%	36%	34%	35%	33%	34%	34%	33%
Very concerned	33%	37%	21%	7%	32%	35%	28%	57%	40%	31%	25%	40%	34%	29%	26%	28%	36%	30%	36%	35%

How concerned are you about the following:  
*Getting hospitalized from COVID-19 or other coronavirus variants*

n=2,382

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not at all concerned	18%	13%	26%	56%	19%	15%	20%	11%	17%	16%	24%	14%	18%	19%	25%	24%	18%	19%	19%	13%
Not very concerned	27%	27%	33%	25%	27%	28%	30%	18%	17%	32%	28%	27%	25%	33%	36%	29%	26%	27%	21%	29%
Somewhat concerned	27%	29%	23%	16%	26%	30%	27%	22%	28%	28%	26%	27%	28%	25%	18%	26%	28%	30%	28%	27%
Very concerned	27%	31%	19%	3%	27%	28%	23%	50%	38%	24%	22%	32%	29%	24%	22%	21%	29%	24%	32%	31%

How concerned are you about the following:  
*Dying from COVID-19 or other coronavirus variants*

n=2,389

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not at all concerned	28%	21%	40%	67%	29%	22%	28%	20%	26%	30%	34%	22%	28%	27%	38%	33%	26%	27%	27%	23%
Not very concerned	28%	29%	27%	20%	27%	30%	31%	17%	17%	26%	28%	27%	25%	33%	23%	32%	30%	29%	23%	28%
Somewhat concerned	21%	23%	15%	9%	21%	21%	22%	16%	20%	21%	19%	23%	21%	20%	17%	15%	19%	23%	24%	23%
Very concerned	24%	27%	18%	4%	23%	27%	19%	47%	37%	23%	19%	28%	26%	19%	23%	20%	25%	21%	27%	26%

How concerned are you about the following:  
*Financial impacts of a prolonged hospital stay and recovery*

n=2,384

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not at all concerned	17%	13%	17%	47%	17%	14%	17%	12%	15%	20%	22%	12%	16%	18%	18%	17%	15%	18%	14%	18%
Not very concerned	22%	21%	30%	26%	22%	22%	25%	13%	13%	16%	24%	20%	19%	28%	19%	18%	17%	17%	24%	28%
Somewhat concerned	23%	25%	23%	11%	23%	24%	25%	21%	21%	18%	23%	24%	23%	24%	29%	21%	23%	24%	23%	23%
Very concerned	38%	41%	30%	17%	38%	40%	33%	54%	51%	46%	30%	45%	42%	30%	35%	44%	46%	40%	39%	31%

How concerned are you about the following:																				
<i>Friends and family members getting sick from COVID-19 or other coronavirus variants</i>																				
n=2,390																				
	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not at all concerned	8%	4%	6%	37%	8%	10%		7%	4%	10%	10%	6%	8%	7%	5%	8%	6%	10%	9%	7%
Not very concerned	14%	10%	31%	35%	15%	8%	15%	7%	12%	15%	19%	10%	15%	14%	11%	10%	11%	17%	15%	17%
Somewhat concerned	27%	28%	33%	16%	26%	29%	30%	12%	20%	27%	29%	24%	26%	29%	26%	27%	27%	23%	27%	29%
Very concerned	51%	58%	30%	12%	51%	53%	47%	73%	64%	49%	41%	60%	52%	51%	59%	56%	56%	50%	49%	47%

How concerned are you about the following:																				
<i>Transmitting COVID-19 to friends and family members</i>																				
n=2,387																				
	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not at all concerned	14%	10%	15%	47%	14%	12%	14%	12%	10%	16%	18%	10%	15%	12%	8%	13%	11%	15%	14%	14%
Not very concerned	19%	16%	34%	27%	20%	13%	21%	4%	16%	22%	24%	14%	17%	21%	11%	12%	15%	21%	23%	22%
Somewhat concerned	26%	27%	23%	17%	25%	28%	27%	22%	22%	26%	24%	27%	25%	27%	24%	22%	26%	26%	26%	28%
Very concerned	42%	47%	29%	10%	41%	47%	38%	62%	52%	35%	35%	48%	43%	40%	56%	53%	48%	37%	37%	36%

How concerned are you about the following:																				
<i>The effectiveness of the COVID-19 vaccines</i>																				
n=2,392																				
	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not at all concerned	27%	30%	6%	14%	27%	24%	27%	28%	27%	30%	33%	21%	25%	30%	32%	31%	19%	16%	30%	31%
Not very concerned	26%	30%	16%	6%	26%	28%	29%	9%	27%	24%	28%	25%	25%	28%	29%	27%	26%	20%	25%	29%
Somewhat concerned	25%	26%	30%	14%	25%	26%	25%	32%	23%	20%	21%	29%	26%	24%	23%	22%	30%	29%	26%	23%
Very concerned	22%	14%	48%	67%	22%	23%	20%	31%	23%	26%	18%	25%	24%	18%	17%	20%	25%	34%	19%	17%

When it comes to thinking about COVID-19 vaccines, how concerned are you about...

*The safety of the COVID-19 vaccines*

n=2,385

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not at all concerned	36%	42%	4%	9%	36%	31%	37%	33%	37%	28%	41%	31%	33%	41%	44%	43%	25%	23%	40%	39%
Not very concerned	25%	30%	7%	0%	25%	28%	28%	11%	23%	21%	26%	24%	24%	28%	21%	21%	28%	20%	27%	29%
Somewhat concerned	18%	18%	26%	12%	17%	22%	16%	29%	18%	20%	15%	20%	20%	13%	21%	16%	21%	21%	16%	15%
Very concerned	22%	10%	64%	79%	22%	19%	19%	28%	23%	31%	18%	25%	23%	18%	14%	20%	25%	37%	17%	17%

When it comes to thinking about COVID-19 vaccines, how concerned are you about...

*The long-term effects of the COVID-19 vaccines*

n=2,389

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not at all concerned	29%	35%	3%	9%	30%	26%	32%	22%	26%	22%	35%	25%	26%	36%	37%	37%	21%	20%	31%	32%
Not very concerned	26%	32%	7%	-	26%	28%	29%	20%	24%	19%	26%	27%	25%	29%	25%	21%	29%	17%	30%	32%
Somewhat concerned	20%	21%	18%	8%	19%	22%	18%	31%	23%	22%	19%	21%	22%	16%	17%	20%	25%	20%	20%	18%
Very concerned	25%	13%	72%	83%	25%	23%	22%	28%	28%	37%	21%	28%	27%	19%	21%	22%	26%	43%	19%	19%

Have you received a COVID-19 vaccination?

n=2,397

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Yes, I'm fully vaccinated	79%	96%	-	-	78%	81%	80%	75%	77%	79%	81%	77%	75%	85%	76%	74%	76%	65%	85%	87%
Yes, I'm partially vaccinated	4%	4%	8%	-	4%	3%	3%	8%	6%	3%	3%	5%	5%	2%	5%	5%	3%	5%	3%	3%
No, I have not been vaccinated	17%	-	92%	100%	18%	15%	17%	17%	17%	18%	16%	18%	20%	13%	18%	21%	21%	30%	12%	10%

When did you receive your first dose of the vaccine?

n=1,967

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
More than 60 days ago	95%	95%	-	-	95%	95%	96%	90%	94%	93%	96%	95%	95%	96%	85%	94%	96%	91%	96%	99%
Less than 60 days but more than 30 days ago	4%	4%	-	-	4%	4%	3%	4%	6%	6%	3%	4%	4%	4%	10%	6%	3%	5%	3%	1%
Less than 30 days ago	1%	1%	-	-	1%	1%	1%	6%	1%	1%	1%	2%	2%	0%	6%	<1%	1%	4%	1%	-

Why haven't you gotten your second dose?																				
n=67																				
	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
I'm waiting for my second dose	83%	100%	-	-	83%	83%	75%	100%	86%	100%	77%	86%	84%	79%	78%	88%	100%	74%	87%	87%
I'm not sure if I'll get my second dose	11%	-	63%	-	10%	17%	18%	-	-	-	13%	10%	11%	7%	-	12%	-	26%	-	9%
I've decided not to get my second dose	6%	-	38%	-	7%	-	7%	-	14%	-	10%	5%	5%	14%	22%	-	-	-	13%	4%

How likely are you to get vaccinated in the coming months?																				
n=352																				
	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
I will definitely get vaccinated	4%	-	9%	-	4%	4%	5%	-	-	-	5%	3%	5%	1%	8%	4%	3%	5%	-	3%
I will probably get vaccinated	3%	-	8%	-	4%	-	2%	-	8%	11%	2%	4%	3%	4%	8%	1%	2%	7%	-	-
I'm still not sure if I will get vaccinated	16%	-	38%	-	15%	21%	18%	15%	15%	-	19%	13%	16%	13%	11%	16%	15%	17%	26%	13%
I will probably not get vaccinated	19%	-	45%	-	18%	25%	21%	3%	30%	7%	20%	19%	19%	20%	25%	25%	18%	17%	18%	19%
I will definitely not get vaccinated	58%	-	-	100%	59%	51%	53%	83%	48%	82%	54%	61%	57%	62%	47%	54%	63%	54%	57%	65%

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?																				
<i>Do not have time to go get vaccinated</i>																				
n=365																				
	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	93%	-	89%	96%	93%	91%	95%	85%	84%	100%	96%	90%	92%	95%	76%	81%	94%	98%	100%	100%
One of the factors, but not a critical factor	5%	-	9%	3%	6%	6%	4%	15%	9%	-	3%	8%	6%	5%	21%	15%	3%	3%	-	-
A critical factor	1%	-	2%	1%	1%	4%	1%	-	7%	-	1%	2%	2%	-	3%	4%	3%	-	-	-

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?																				
<i>Do not have a reliable way to get to a vaccination site</i>																				
n=363																				
	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	98%	-	98%	98%	98%	100%	99%	88%	100%	100%	100%	97%	98%	100%	81%	100%	100%	100%	100%	100%
One of the factors, but not a critical factor	2%	-	1%	2%	2%	-	1%	12%	-	-	-	3%	2%	-	16%	-	-	-	-	-
A critical factor	0%	-	1%	-	0%	-	0%	-	-	-	-	-	0%	-	3%	-	-	-	-	-

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*No available appointments*

n=361

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	97%	-	96%	98%	97%	100%	97%	88%	100%	100%	97%	97%	96%	99%	87%	100%	100%	97%	92%	100%
One of the factors, but not a critical factor	3%	-	4%	3%	4%	-	3%	12%	-	-	3%	3%	4%	1%	13%	-	-	3%	8%	-
A critical factor	<1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Do not want to deal with possible side effects*

n=363

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	15%	-	12%	18%	14%	26%	14%	32%	12%	14%	14%	17%	16%	13%	8%	22%	19%	9%	8%	24%
One of the factors, but not a critical factor	19%	-	32%	10%	20%	16%	21%	15%	12%	14%	20%	19%	19%	23%	45%	17%	19%	17%	23%	11%
A critical factor	65%	-	56%	72%	66%	58%	64%	54%	76%	71%	67%	64%	65%	64%	47%	61%	61%	74%	70%	65%

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Think the seriousness of COVID-19 has been exaggerated*

n=363

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	25%	-	37%	15%	24%	33%	26%	20%	31%	14%	19%	29%	26%	21%	32%	31%	22%	28%	21%	16%
One of the factors, but not a critical factor	28%	-	37%	21%	29%	22%	26%	27%	45%	29%	31%	27%	26%	34%	55%	23%	19%	33%	25%	27%
A critical factor	47%	-	26%	63%	47%	46%	48%	54%	24%	57%	50%	45%	48%	45%	13%	47%	58%	39%	55%	58%

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Have already contracted COVID-19*

n=360

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	58%	-	61%	55%	56%	68%	58%	54%	68%	39%	56%	59%	60%	53%	63%	49%	58%	50%	73%	66%
One of the factors, but not a critical factor	15%	-	10%	20%	15%	15%	15%	27%	5%	14%	12%	18%	15%	16%	21%	13%	16%	15%	10%	18%
A critical factor	27%	-	30%	25%	29%	17%	27%	20%	27%	46%	32%	23%	25%	31%	16%	39%	25%	35%	17%	16%



How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Unlikely to get seriously sick from COVID-19*

n=365

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	34%	-	30%	37%	31%	49%	32%	49%	38%	26%	33%	34%	35%	29%	29%	36%	19%	39%	26%	44%
One of the factors, but not a critical factor	39%	-	48%	32%	39%	36%	39%	32%	43%	52%	37%	41%	39%	42%	37%	40%	46%	37%	40%	37%
A critical factor	27%	-	22%	31%	29%	15%	30%	20%	19%	22%	31%	25%	27%	30%	34%	24%	34%	24%	34%	20%

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Cannot get vaccinated due to a health condition*

n=361

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	70%	-	73%	69%	70%	76%	75%	57%	71%	56%	76%	65%	69%	77%	66%	90%	71%	72%	70%	57%
One of the factors, but not a critical factor	18%	-	19%	18%	20%	7%	14%	43%	22%	15%	17%	19%	20%	13%	26%	6%	20%	13%	15%	29%
A critical factor	12%	-	9%	14%	11%	16%	11%	-	7%	30%	6%	16%	12%	10%	8%	4%	9%	16%	15%	15%

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Do not believe vaccines are effective at preventing the spread of COVID-19*

n=363

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	20%	-	25%	16%	20%	23%	20%	29%	18%	15%	26%	15%	20%	20%	33%	36%	9%	18%	13%	16%
One of the factors, but not a critical factor	31%	-	50%	18%	32%	30%	32%	44%	28%	19%	33%	30%	32%	31%	39%	19%	39%	31%	36%	34%
A critical factor	49%	-	26%	66%	49%	46%	48%	27%	55%	67%	41%	55%	48%	50%	28%	46%	52%	51%	51%	51%

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Generally opposed to vaccines*

n=365

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	60%	-	72%	51%	60%	64%	59%	66%	71%	48%	64%	57%	60%	61%	63%	71%	62%	63%	57%	44%
One of the factors, but not a critical factor	20%	-	21%	20%	22%	13%	22%	15%	14%	19%	20%	21%	20%	22%	24%	13%	16%	19%	26%	29%
A critical factor	20%	-	7%	29%	19%	24%	19%	20%	14%	33%	16%	22%	20%	17%	13%	17%	22%	18%	17%	28%

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Lack of trust in the healthcare system*

n=367

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	23%	-	33%	15%	21%	36%	21%	33%	31%	7%	27%	20%	23%	24%	26%	33%	16%	28%	15%	15%
One of the factors, but not a critical factor	30%	-	34%	27%	32%	20%	29%	43%	29%	36%	33%	28%	31%	30%	29%	27%	38%	31%	28%	26%
A critical factor	47%	-	33%	58%	48%	44%	50%	24%	41%	57%	40%	52%	46%	46%	45%	40%	46%	41%	57%	58%

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Lack of trust in government*

n=367

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	14%	-	22%	8%	13%	20%	14%	19%	7%	11%	13%	15%	15%	12%	22%	22%	13%	13%	8%	9%
One of the factors, but not a critical factor	22%	-	28%	18%	22%	26%	20%	43%	26%	11%	23%	22%	21%	27%	22%	23%	28%	25%	11%	17%
A critical factor	64%	-	51%	75%	65%	55%	66%	38%	67%	78%	64%	64%	64%	62%	57%	55%	58%	63%	81%	75%

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Exercising my personal freedoms*

n=366

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	19%	-	35%	7%	19%	18%	19%	31%	26%		21%	18%	21%	15%	19%	11%	32%	21%	17%	16%
One of the factors, but not a critical factor	19%	-	23%	16%	19%	22%	21%	12%	5%	26%	16%	22%	18%	23%	24%	24%	15%	18%	19%	19%
A critical factor	62%	-	42%	77%	62%	60%	60%	57%	69%	74%	64%	60%	61%	63%	57%	65%	53%	61%	64%	66%

How important are each of the following factors in preventing you from getting a COVID-19 vaccine?

*Encouragement or pressure from friends, family members or community*

n=365

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	73%	-	65%	79%	73%	75%	77%	34%	83%	79%	76%	71%	72%	75%	70%	74%	57%	77%	73%	83%
One of the factors, but not a critical factor	19%	-	28%	13%	20%	14%	17%	46%	14%	11%	18%	20%	20%	17%	27%	21%	22%	18%	25%	9%
A critical factor	8%	-	7%	8%	8%	11%	7%	20%	2%	11%	6%	9%	8%	9%	3%	6%	21%	5%	2%	9%

Are there any other factors that are preventing you from getting a COVID-19 vaccine?

n=74

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not FDA Approved	31%	-	43%	26%	29%	50%	32%	47%	10%	31%	24%	35%	31%	30%	-	22%	58%	27%	39%	25%
Not enough testing/data	29%	-	32%	28%	25%	50%	29%	53%	20%	-	46%	16%	27%	35%	40%	44%	26%	21%	39%	25%
Long-term effects unknown	12%	-	14%	11%	14%	-	14%	-	30%	-	8%	15%	13%	10%	60%	-	5%	15%	-	17%
Politicization	11%	-	4%	14%	13%	-	13%	-	-	23%	14%	9%	11%	10%	-	-	-	18%	15%	17%
Religious/ethical factors	9%	-	-	12%	10%	-	2%	-	10%	46%	3%	13%	9%	10%	-	-	-	18%	-	-
Other	9%	-	7%	9%	10%	-	11%	-	30%	-	5%	13%	9%	5%	-	33%	11%	-	8%	17%

How likely is each of the following to encourage you to get vaccinated?

*A vaccine is required by my school or job*

n=364

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	80%	-	65%	91%	80%	79%	82%	66%	69%	100%	80%	79%	80%	78%	71%	72%	76%	71%	89%	100%
2	7%	-	13%	2%	8%	4%	6%	15%	14%	-	10%	5%	8%	4%	8%	3%	5%	19%	-	-
3	6%	-	11%	3%	5%	13%	5%	2%	14%	-	4%	8%	5%	11%	11%	13%	3%	8%	2%	-
4	4%	-	8%	-	4%	4%	5%	-	-	-	4%	3%	3%	5%	5%	8%	3%	3%	6%	-
5 - Very likely	4%	-	4%	4%	4%	2%	3%	17%	2%	-	3%	5%	4%	3%	5%	4%	13%	-	4%	-

How likely is each of the following to encourage you to get vaccinated?

*Gift card of monetary value (\$25)*

n=366

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	94%	-	88%	99%	94%	93%	93%	100%	86%	100%	96%	92%	93%	97%	76%	90%	93%	97%	96%	100%
2	1%	-	3%	-	1%	2%	2%	-	-	-	1%	2%	1%	2%	8%	1%	-	2%	-	-
3	2%	-	4%	-	2%	6%	2%	-	7%	-	1%	3%	2%	1%	8%	1%	8%	-	-	-
4	1%	-	2%	-	1%	-	1%	-	-	-	1%	1%	1%	-	-	3%	-	2%	-	-
5 - Very likely	2%	-	2%	1%	2%	-	2%	-	7%	-	1%	2%	2%	-	8%	4%	-	-	4%	-

How likely is each of the following to encourage you to get vaccinated?

*Entry into a lottery to win something valued at \$1000 or more*

n=365

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	92%	-	85%	98%	92%	91%	92%	100%	86%	96%	95%	90%	92%	92%	81%	87%	91%	94%	93%	100%
2	4%	-	7%	1%	4%	4%	5%	-	-	4%	4%	3%	3%	5%	5%	4%	5%	4%	4%	-
3	2%	-	5%	-	2%	6%	2%	-	7%	-	1%	3%	3%	2%	11%	1%	5%	2%	-	-
4	1%	-	2%	-	1%	-	1%	-	-	-	-	2%	1%	1%	-	3%	-	-	4%	-
5 - Very likely	1%	-	1%	1%	1%	-	0%	-	7%	-	-	2%	1%	-	3%	4%	-	-	-	-

How likely is each of the following to encourage you to get vaccinated?

*Higher charges for health insurance if I am not vaccinated*

n=365

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	80%	-	68%	89%	80%	79%	82%	49%	84%	96%	82%	78%	79%	81%	74%	76%	66%	82%	83%	94%
2	9%	-	16%	3%	9%	7%	9%	15%	-	4%	11%	7%	10%	8%	11%	11%	6%	13%	4%	6%
3	4%	-	9%	-	3%	9%	4%	-	9%	-	2%	6%	3%	6%	11%	6%	6%	3%	-	-
4	5%	-	4%	6%	6%	2%	3%	32%	-	-	3%	6%	6%	3%	5%	4%	19%	-	6%	-
5 - Very likely	3%	-	4%	2%	2%	4%	2%	5%	7%	-	2%	3%	3%	2%	-	3%	3%	3%	8%	-

How likely is each of the following to encourage you to get vaccinated?

*Full FDA approval of the vaccines rather than the current emergency approval*

n=366

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	51%	-	24%	72%	50%	59%	49%	46%	67%	56%	48%	53%	49%	56%	51%	52%	47%	45%	47%	60%
2	15%	-	20%	11%	16%	7%	13%	34%	7%	15%	16%	14%	15%	16%	3%	11%	26%	13%	15%	19%
3	15%	-	24%	7%	16%	7%	19%	-	10%	4%	15%	14%	15%	13%	26%	12%	21%	14%	13%	10%
4	6%	-	9%	3%	6%	7%	7%	-	2%	4%	6%	6%	5%	8%	5%	10%	3%	3%	9%	7%
5 - Very likely	14%	-	23%	7%	13%	19%	13%	20%	14%	22%	14%	13%	16%	7%	15%	15%	3%	25%	15%	4%

How likely is each of the following to encourage you to get vaccinated?

*Being required to be tested at work or school every week if I am not vaccinated*

n=364

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	87%	-	77%	94%	87%	84%	87%	83%	81%	100%	89%	84%	86%	87%	71%	83%	82%	86%	89%	100%
2	7%	-	9%	5%	6%	11%	7%	17%	2%	-	6%	8%	7%	6%	11%	9%	18%	6%	-	-
3	4%	-	8%	1%	4%	6%	3%	-	17%	-	3%	5%	4%	5%	13%	4%	-	5%	4%	-
4	1%	-	2%	-	1%	-	1%	-	-	-	-	1%	1%	3%	-	-	-	2%	-	-
5 - Very likely	2%	-	5%	-	2%	-	3%	-	-	-	2%	3%	3%	1%	3%	4%	-	2%	8%	-

How likely is each of the following to encourage you to get vaccinated?

*Hearing messages about vaccine effectiveness from celebrities I respect*

n=366

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	97%	-	98%	97%	97%	100%	99%	83%	100%	100%	98%	97%	97%	100%	100%	100%	90%	98%	96%	100%
2		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3%	-	2%	3%	3%	-	1%	17%	-	-	2%	3%	3%	-	-	-	10%	2%	4%	-
4		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 - Very likely		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How likely is each of the following to encourage you to get vaccinated?

*Hearing messages about vaccine effectiveness from my city or county government*

n=365

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	90%	-	79%	98%	90%	89%	90%	100%	78%	89%	90%	90%	89%	91%	84%	90%	85%	88%	89%	97%
2	6%	-	11%	1%	6%	6%	5%	-	12%	11%	6%	5%	6%	6%	5%	6%	9%	7%	4%	3%
3	4%	-	8%	1%	4%	6%	4%	-	7%	-	3%	4%	5%	1%	11%	3%	4%	3%	8%	-
4	0%	-	1%	-	1%	-	-	-	2%	-	-	0%	-	2%	-	1%	2%	-	-	-
5 - Very likely	1%	-	1%	-	1%	-	1%	-	-	-	1%	-	1%	-	-	-	-	2%	-	-

How likely is each of the following to encourage you to get vaccinated?

*Hearing my doctor recommend that I get vaccinated*

n=365

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	71%	-	49%	88%	71%	70%	70%	83%	67%	70%	62%	78%	71%	70%	74%	72%	81%	64%	67%	70%
2	14%	-	21%	8%	14%	13%	13%	15%	12%	19%	21%	8%	13%	16%	5%	8%	10%	20%	17%	17%
3	10%	-	20%	2%	10%	13%	12%	3%	7%	-	9%	11%	10%	9%	13%	17%	8%	8%	8%	9%
4	2%	-	3%	1%	2%	-	1%	-	7%	11%	3%	1%	2%	3%	5%	-	2%	3%	4%	1%
5 - Very likely	3%	-	7%	<1%	3%	5%	4%	-	7%	-	5%	2%	3%	2%	3%	3%	-	5%	4%	3%

How likely is each of the following to encourage you to get vaccinated?

*Friends and family encouraging me to get vaccinated*

n=366

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	80%	-	65%	92%	80%	82%	81%	68%	79%	89%	79%	82%	78%	87%	76%	74%	79%	82%	85%	83%
2	12%	-	22%	5%	12%	13%	12%	15%	12%	11%	17%	9%	15%	7%	14%	17%	6%	14%	9%	14%
3	5%	-	10%	0%	4%	6%	5%	-	7%	-	3%	6%	5%	4%	11%	10%	5%	-	6%	3%
4	3%	-	3%	3%	3%	-	1%	17%	2%	-	1%	4%	3%	2%	-	-	11%	3%	-	-
5 - Very likely	<1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How likely is each of the following to encourage you to get vaccinated?

*Seeing a friend or relative experience a severe case of COVID-19*

n=364

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
1 - Not at all likely	67%	-	45%	84%	66%	71%	66%	66%	60%	74%	62%	70%	64%	75%	58%	70%	68%	62%	62%	75%
2	16%	-	22%	11%	16%	13%	13%	17%	26%	26%	17%	14%	17%	11%	8%	16%	17%	17%	17%	15%
3	13%	-	23%	5%	13%	13%	15%	15%	7%	-	16%	11%	14%	9%	17%	9%	6%	17%	21%	10%
4	4%	-	7%	1%	4%	4%	4%	2%	7%	-	3%	4%	3%	5%	14%	3%	9%	1%	-	-
5 - Very likely	2%	-	4%	-	2%	-	2%	-	-	-	2%	1%	2%	-	3%	3%	-	3%	-	-



Is there anything else that might encourage you to get a vaccinated?

n=185

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
More research	3%	-	6%	1%	3%	-	3%	-	-	6%	4%	2%	1%	9%	-	-	11%	-	-	2%
Longer studies	12%	-	22%	7%	11%	17%	14%	-	16%	-	13%	12%	10%	19%	11%	11%	21%	14%	-	8%
Honesty from government/health officials	7%	-	18%	2%	6%	11%	6%	-	11%	22%	12%	4%	7%	6%	11%	7%	3%	11%	16%	-
Nothing could encourage	78%	-	54%	89%	80%	72%	77%	100%	74%	72%	72%	82%	82%	66%	78%	82%	66%	75%	84%	90%

How important were each of the following factors in your decision to get a COVID-19 vaccine?

*You were able to take time off work or school to go get vaccinated*

n=2,017

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	79%	79%	-	-	80%	73%	84%	65%	68%	68%	84%	75%	79%	80%	63%	59%	64%	79%	86%	94%
One of the factors, but not a critical factor	13%	13%	-	-	12%	15%	11%	13%	19%	18%	11%	14%	12%	13%	28%	23%	21%	11%	9%	4%
A critical factor	8%	8%	-	-	7%	12%	5%	22%	14%	14%	5%	11%	9%	6%	9%	17%	15%	10%	5%	2%

How important were each of the following factors in your decision to get a COVID-19 vaccine?

*You were easily able to get to a vaccination site nearby*

n=2,022

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	33%	33%	-	-	35%	24%	34%	29%	34%	33%	34%	33%	32%	35%	19%	23%	34%	35%	40%	35%
One of the factors, but not a critical factor	40%	40%	-	-	40%	43%	42%	29%	35%	40%	44%	37%	39%	42%	44%	49%	36%	39%	35%	41%
A critical factor	27%	27%	-	-	26%	33%	24%	43%	32%	27%	23%	31%	29%	23%	37%	28%	31%	26%	25%	24%

How important were each of the following factors in your decision to get a COVID-19 vaccine?

*You were worried about the potential for serious illness or death if you were infected by COVID-19*

n=2,025

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	13%	13%	-	-	13%	13%	12%	23%	5%	18%	15%	11%	14%	10%	25%	13%	12%	12%	14%	10%
One of the factors, but not a critical factor	23%	23%	-	-	24%	20%	22%	16%	34%	28%	25%	21%	24%	22%	28%	23%	27%	26%	21%	21%
A critical factor	64%	64%	-	-	63%	67%	66%	61%	61%	54%	60%	68%	62%	67%	47%	64%	61%	62%	65%	70%



How important were each of the following factors in your decision to get a COVID-19 vaccine?

*You wanted to get vaccinated to protect friends and family*

n=2,024

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	6%	6%	-	-	6%	9%	5%	10%	5%	14%	9%	4%	7%	5%	5%	4%	8%	10%	5%	6%
One of the factors, but not a critical factor	22%	22%	-	-	22%	18%	24%	7%	19%	22%	27%	17%	24%	18%	12%	15%	15%	18%	24%	30%
A critical factor	72%	72%	-	-	72%	73%	71%	84%	76%	64%	64%	79%	69%	77%	84%	81%	77%	73%	71%	64%

How important were each of the following factors in your decision to get a COVID-19 vaccine?

*You wanted to get vaccinated to protect those who are unable to get vaccinated*

n=2,018

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	18%	18%	-	-	18%	17%	18%	17%	17%	22%	24%	13%	19%	17%	11%	9%	13%	24%	20%	23%
One of the factors, but not a critical factor	33%	33%	-	-	32%	37%	35%	25%	26%	37%	35%	31%	34%	31%	29%	20%	25%	32%	36%	41%
A critical factor	49%	49%	-	-	49%	46%	47%	58%	57%	42%	41%	56%	47%	53%	60%	71%	62%	45%	44%	36%

How important were each of the following factors in your decision to get a COVID-19 vaccine?

*Encouragement or pressure from friends, family members or community*

n=2,019

	Total Sample	Vaccination Status			Priority Area		Race				Sex		College		Age					
		Vaccinated	Undecided	Firm Unvaccinated	No	Yes	White	Black	Hispanic	Other	Male	Female	No	Yes	18-24	25-34	35-44	45-54	55-64	65+
Not a factor	72%	72%	-	-	72%	68%	74%	60%	66%	71%	77%	67%	70%	75%	48%	59%	72%	77%	79%	76%
One of the factors, but not a critical factor	21%	21%	-	-	20%	23%	20%	26%	22%	20%	17%	24%	22%	18%	34%	28%	17%	21%	18%	17%
A critical factor	8%	8%	-	-	8%	9%	6%	14%	11%	9%	6%	10%	8%	7%	18%	14%	11%	2%	3%	7%

Sample Characteristics			
Age		Education	
18-24	8%	Less than high school	1%
25-34	14%	High school/GED	34%
35-44	13%	Some college	33%
45-54	16%	Bachelor's Degree	17%
55-64	19%	Graduate or post-graduate degree	16%
65+	29%		
		Vaccination Status	
Ethnicity		Vaccinated	82%
Hispanic	10%	Undecided	8%
Non-Hispanic	90%	Firm Unvaccinated	10%
Race		Priority Area	
White/Caucasian	82%	Yes	15%
Black/African American	11%	No	85%
Asian	3%		
Native American	1%		
Other	3%		
Sex			
Male	47%		
Female	53%		
Other	<1%		