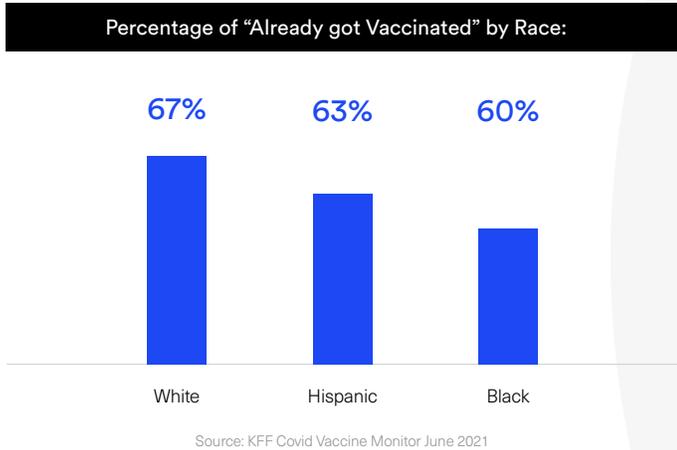


COVID-19

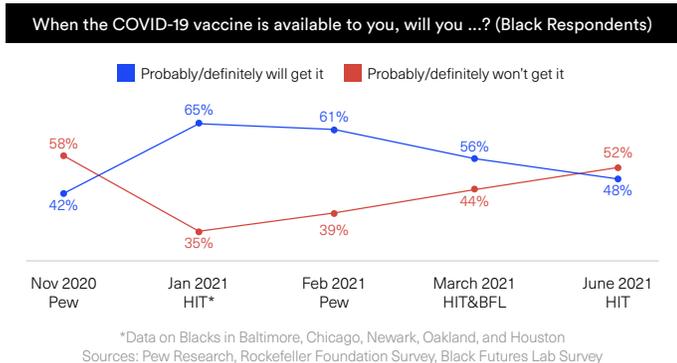


HIT Strategies most critical research priority in 2021 is increasing COVID vaccination rates amongst communities of color and young people; the two groups that express the most hesitancy and face the highest structural barriers. At HIT Strategies we are committed to understanding all of the obstacles that restrict these communities from accessing the vaccine and discovering solutions to close the persisting vaccination gaps. From our poll of diverse communities in five major cities around the country conducted for the Rockefeller Foundation to our general population poll of Black people conducted for Black Futures Labs, we have learned a lot about the barriers and motivations informing attitudes about vaccination hesitancy and accessibility.

White American adults are still outpacing Black & Latino adults for vaccination rates in all 50 states even though these groups are the most at-risk.



Vaccine Hesitancy remains incredibly high among Black people, with the latest numbers showing more than ½ are reluctant to get it



Of the 48% of Black people who say they (definitely/probably) WILL get vaccinated ...

- 52% are male
- 52% are single
- 54% are college grad
- 45% are LGBTQ
- 46% are suburban dwellers
- 48% are age 56+
- 65% have a household income of \$100k+

Of the 52% of Black people who say they (definitely/probably) WILL NOT get vaccinated ...

- 56% are female
- 53% are married
- 55% are non-college grad
- 53% are straight/heterosexual
- 58% are from a rural area
- 57% are age 25-34 year olds
- 53% have a household income of under \$30k

Source: June 2021 HIT BlackTrack survey

Information and trust barriers characterize the hesitancy of those in communities of color who are not willing to get the COVID-19 vaccine.

Among the 28% of BIPOC who WILL NOT get the vaccine (Rockefeller Foundation Survey) only:

- 17%** believe the COVID-19 vaccine is safe
- 22%** believe the vaccine is effective against the coronavirus
- 26%** believe the COVID-19 vaccine is necessary to reopen businesses

“The COVID-19 vaccine is the single largest product launch in world history. A product that did not even exist a few months ago is now being sold to billions of people and our future depends on its success. To fend off the pandemic, we must overcome the real and perceived barriers that many will face with trust and access to the COVID-19 vaccine.”

TERRANCE WOODBURY
HIT FOUNDING PARTNER

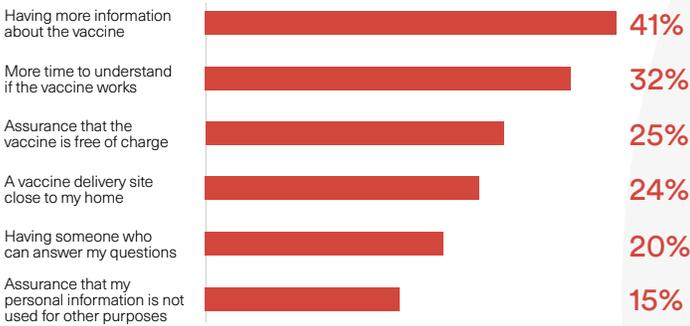
COVID-19



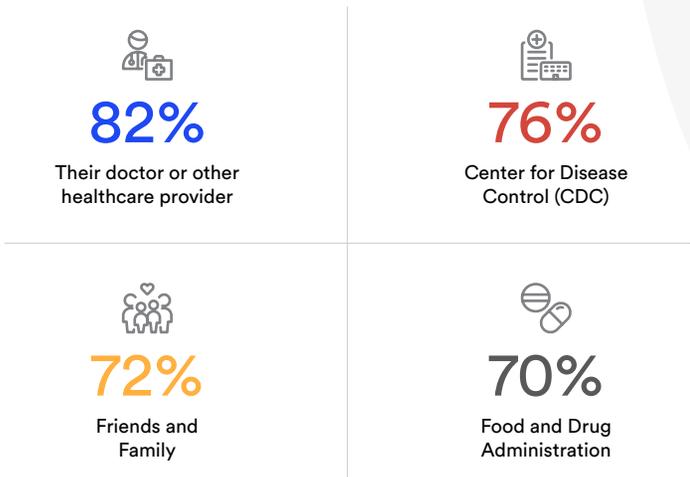
Structural barriers are preventing those in the BIPOC community who are willing to get the COVID-19 vaccine from accessing it:



Which of the following would motivate you to take the COVID-19 vaccine? (Select the top 3)



The people these BIPOC respondents trust a great deal/fair amount to provide reliable information about a COVID-19 vaccine are:



Source: Rockefeller Foundation Survey

Both hesitancy and access barriers can improve.

The same way we overcame information and access barriers with vote by mail, we can increase vaccination rates by:

Meeting voters where they are:

Canvassing door to door

Mobile vaccination clinics

Community outreach events

Culturally relevant communication targeted to each community

Messaging that shows how this new process benefits their community and makes it easier for them to get vaccinated

Information. Information. Information.

BIPOC are unfamiliar with the vaccination process they need information just like they did with voting by mail – knowing that its safe, secure & won't hurt them.

Methodology:
This analysis is from two different surveys HIT has conducted on COVID vaccine hesitancy. The Rockefeller Foundation COVID-19 Hesitancy Survey was designed in collaboration with HIT Strategies (HIT) and the Rockefeller Foundation. This survey was fielded January 29 – February 4, 2021 to 2,517 adults among a quota sampled population that represented the BIPOC population distribution of Chicago, Baltimore, Oakland, Houston, and Newark. We conducted interviews by phone 77% (landline and cell) and by online panel (23%). Our final sample included 226 phone interviews in Spanish. The Black Future Lab Black Agenda Survey was designed in collaboration with HIT Strategies (HIT and Black Futures Lab. The survey was conducted online with a general population of 600 Black people, with oversamples of 100 Californians, 73 transgender people, 166 LGBTQ, 56 low-income people, 53 rural respondents, and 50 Black immigrants. The survey fielded from March 5 – April 21, 2021, and the margin of error is +/- 3.7% with a confidence level of 95%.

HIT Strategies is a firm of young, diverse, innovative social scientists who use research and data to understand and activate with young voters. We live and work at the intersections of society that are driving rapidly diversifying voter and consumer trends. We represent communities often misunderstood, overlooked, and underserved in American politics.