

19 ZIP CODES

Regional Survey of Latinos: Vaccinating Children - Report on Results -

November 5, 2021



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19 ZIP Codes Regional Survey of Latinos

Report on results

From Friday, October 29 – Wednesday, November 3, 2021 J. Wallin Opinion Research conducted a telephone survey of Latino residents from within Stanislaus and Merced Counties (19 specific cities and zip codes) under EMC Health Foundation's jurisdiction.

Our sample size of 300 was supplemented with oversamples (described below) to reach a total of 381 respondents:

- Newman 95360 (19 additional interviews)
- Hughson 95326 (18 additional interviews)
- Livingston 95334 Merced County (17 additional interviews)
- Patterson 95363 (4 additional interviews)
- Hilmar 95324 Merced County (23 additional interviews)

A survey of this size yields a margin of error of +/-4.9% (95% confidence interval).

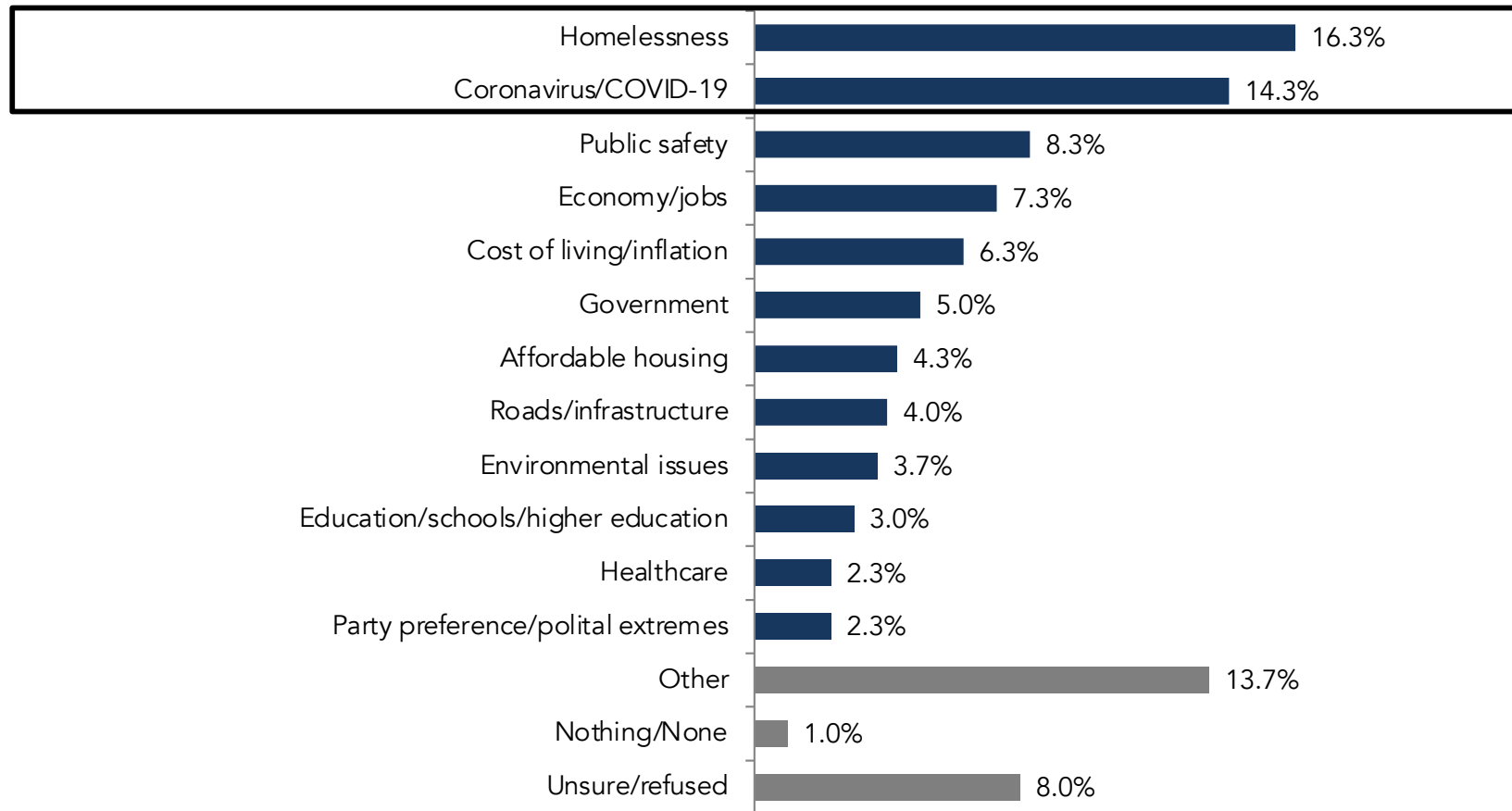
We used live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines (88.8% of this survey's base sample was completed on mobile phones). Our sample is stratified, meaning that the demographic composition of our results matches the demographic composition of the region we surveyed.

J. Wallin Opinion Research performs research on behalf of business, government and political clients.

General Themes

Homelessness and COVID-19 are the most important issues Facing Latinos in the region

Question: What is the most important issue facing your community today?

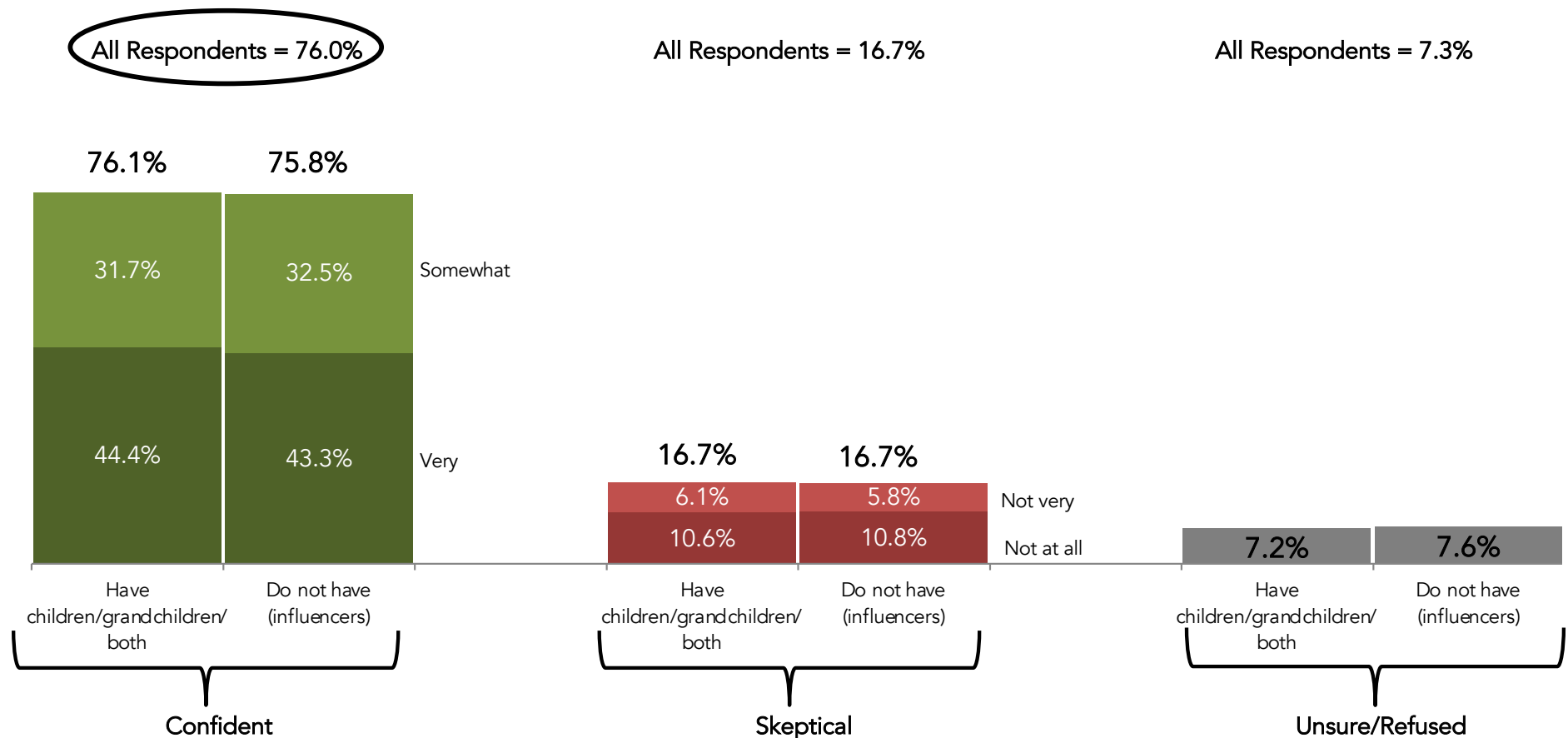


Confidence in COVID-19 Vaccines

Preamble: "Now, I am going to read a list of several opinions that some people are saying about COVID-19 vaccines. Please listen to each and tell me if you feel confident or are you skeptical about what is being said. [READ STATEMENT]>>> RECORD] [IF CONFIDENT OR SKEPTICAL>>>] And would you say that you are very (confident/skeptical) or somewhat (confident/skeptical)?"

Three-quarters (76.0%) agree that COVID-19 vaccines Are being distributed in a way that is fair

Statement: COVID-19 vaccines are being distributed in a way that is fair



60.0% agree that COVID-19 vaccines

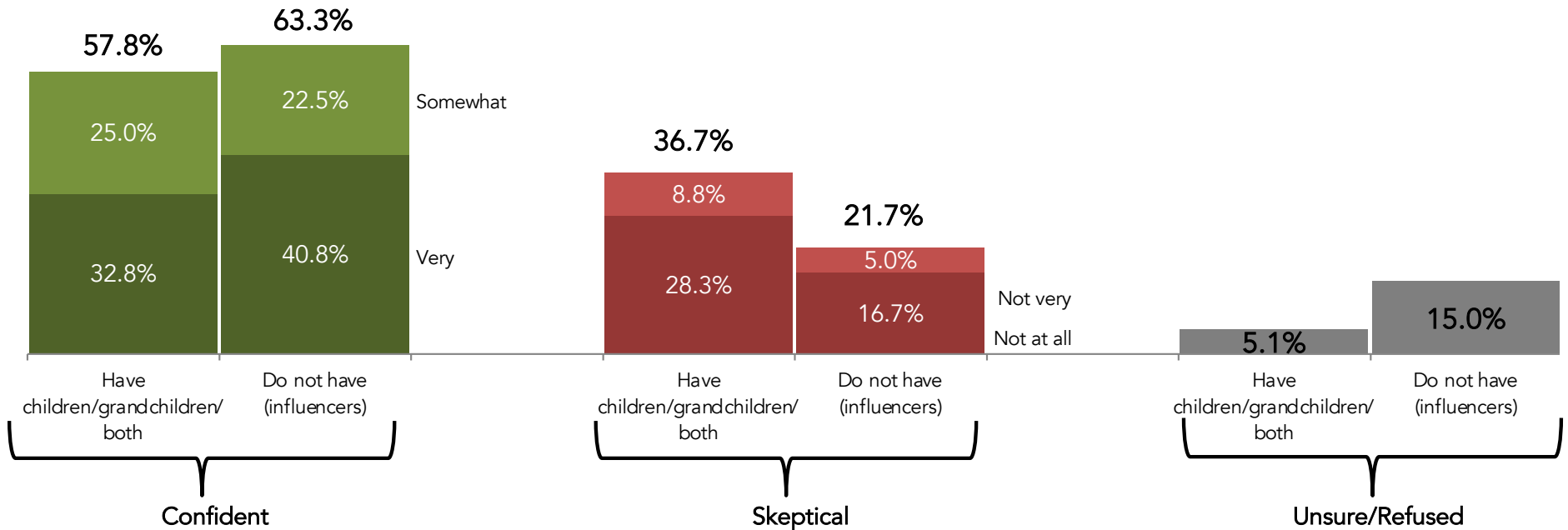
Have been thoroughly tested and are safe for adults and children

Statement: COVID-19 vaccines have been thoroughly tested and are safe for adults and children aged twelve years and older.

All Respondents = 60.0%

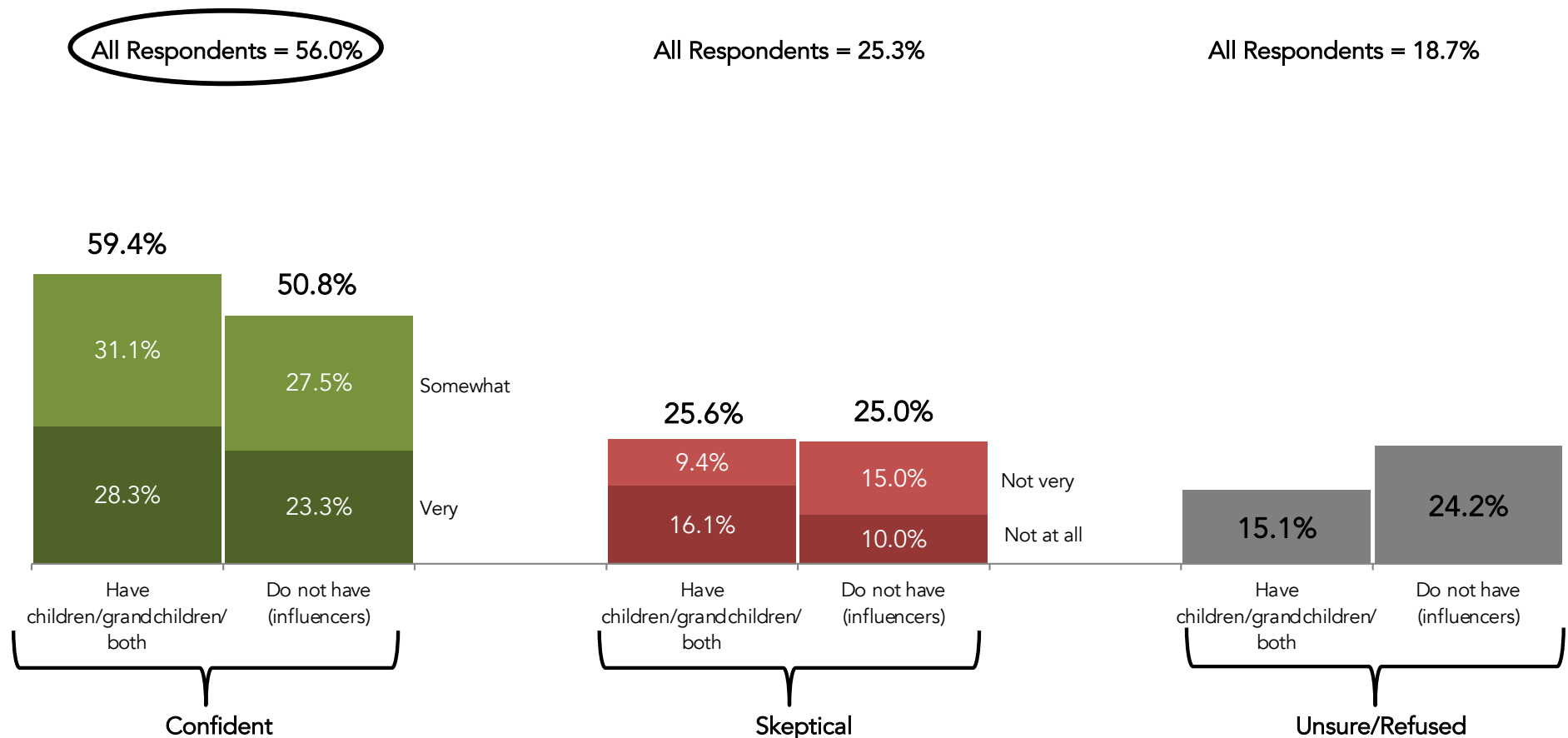
All Respondents = 30.7%

All Respondents = 9.3%



56.0% agree that development of COVID-19 vaccines Have taken the needs of Latinos/Hispanics into account

Statement: Development of COVID-19 vaccines have taken the needs of Latinos/Hispanics into account.



Opinions About Getting the Vaccine

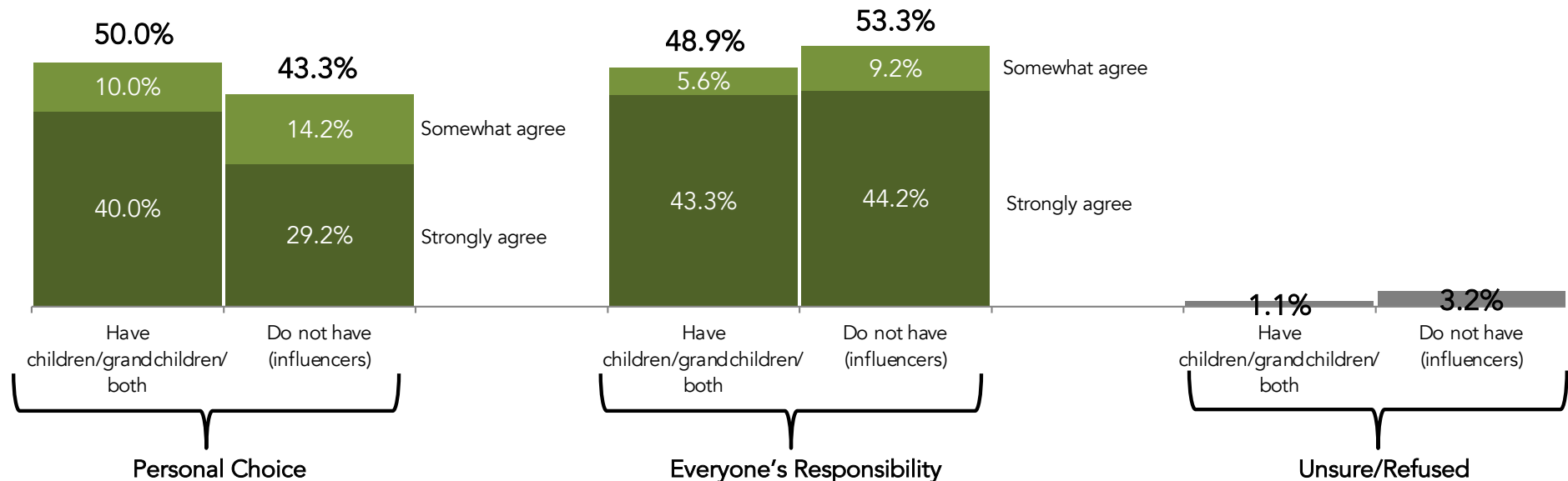
Latinos are divided in their perspective that Vaccination is a "personal choice" vs. "everyone's responsibility"

Question: Please tell me which one of the following statements you agree with more: "Getting vaccinated against COVID-19 is a personal choice." OR "Getting vaccinated against COVID-19 is part of everyone's responsibility to protect the health of others." [RECORD] [IF AGREE OR DISAGREE >>>] And would you say that you strongly or somewhat (agree/disagree)?

All Respondents = 47.3%

All Respondents = 50.7%

All Respondents = 2/-%



66.0% agree that parents should have their children vaccinated

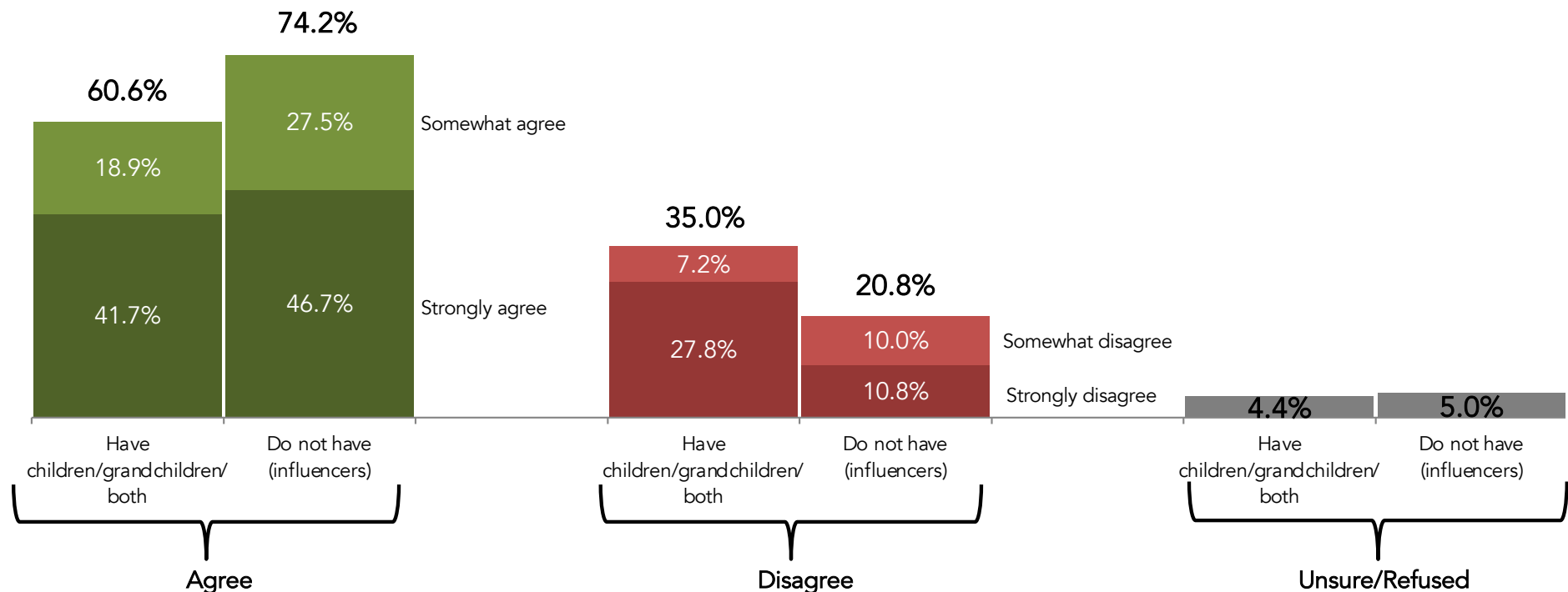
To protect the most vulnerable family members

Question: Please tell me if you agree or disagree with the following statement: "Parents should have their children vaccinated against COVID-19 to protect the most vulnerable family members who are older or may have other health conditions such as diabetes or a heart condition." [RECORD] [IF AGREE OR DISAGREE >>>] And would you say that you strongly or somewhat (agree/disagree)?

All Respondents = 66.0%

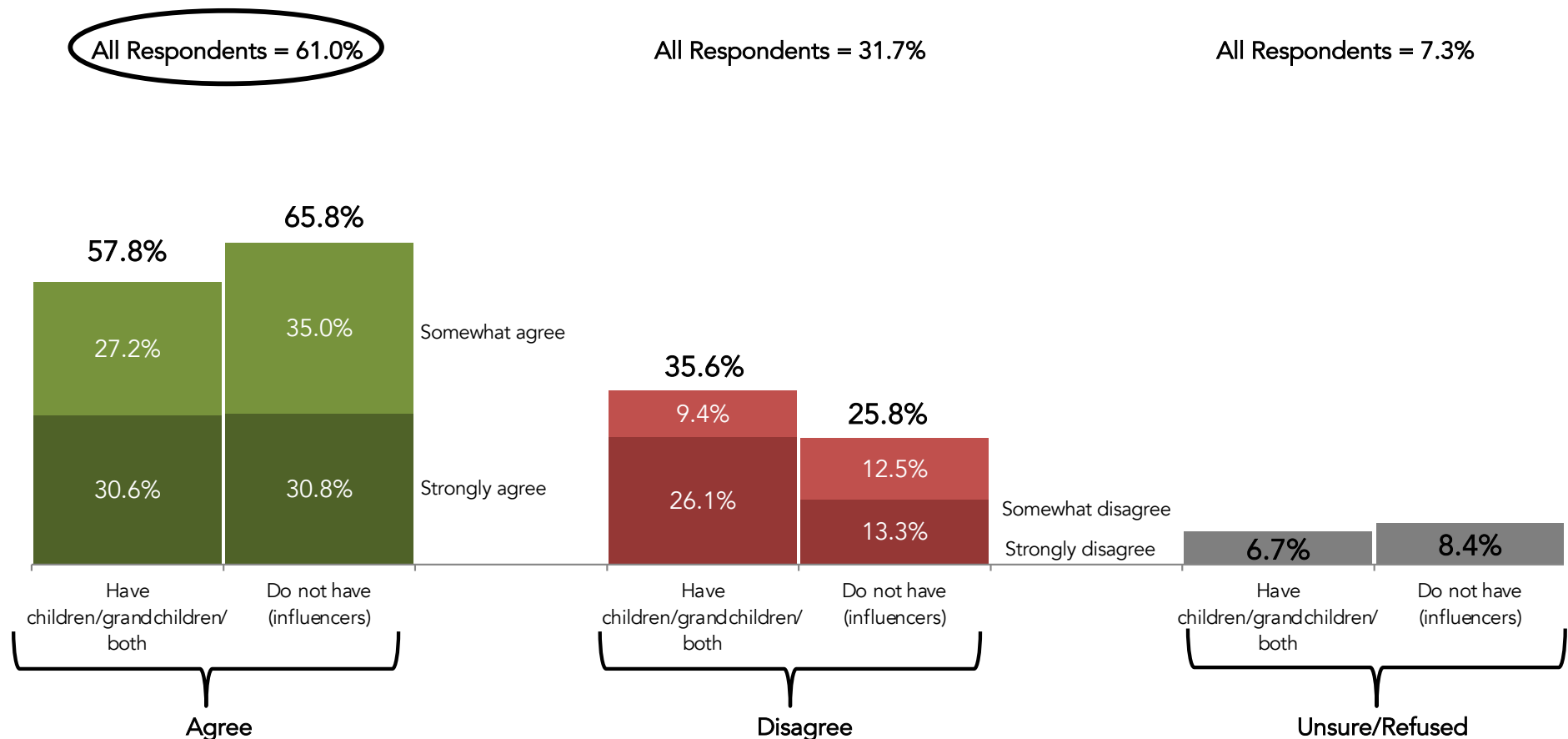
All Respondents = 29.3%

All Respondents = 4.7%



61.0% agree that commitment, obligation and family loyalty Are the most important reasons to have children vaccinated

Question: Please tell me if you agree or disagree with the following statement: "Commitment, obligation and loyalty to family are the most important reasons why parents should have their children vaccinated against COVID-19." [RECORD] [IF AGREE OR DISAGREE >>>] And would you say that you strongly or somewhat (agree/disagree)?



49.0% agree that while COVID-19 vaccines are safe

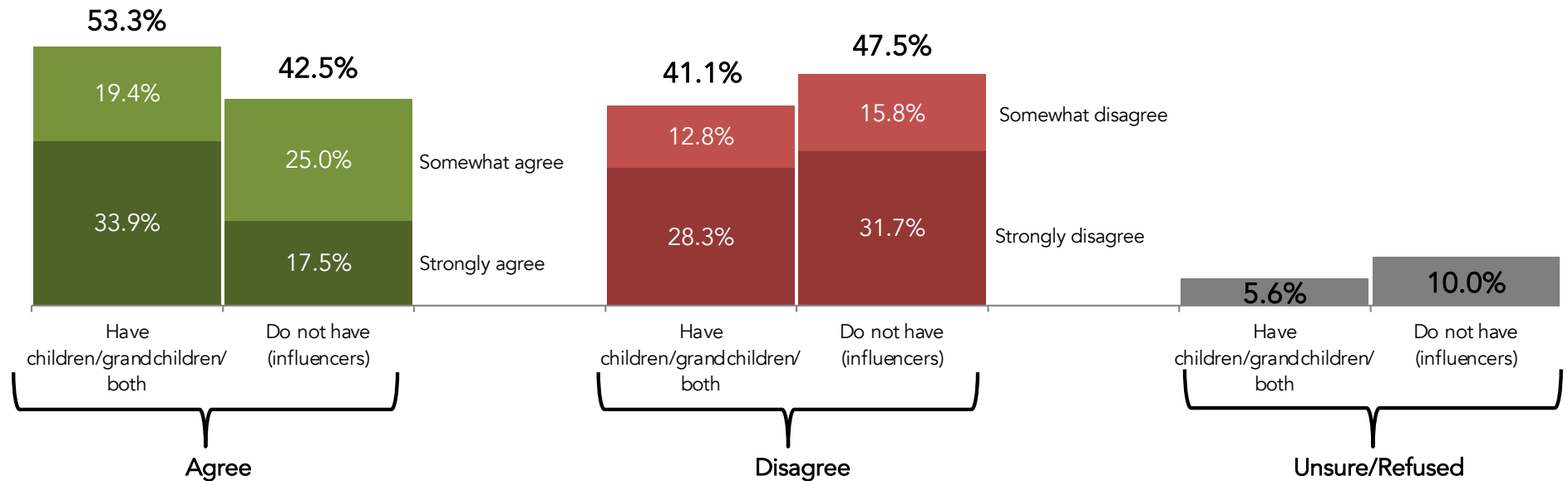
They are going to wait and see before I have my children/grandchildren vaccinated

Question: Please tell me if you agree or disagree with the following statement: "People say COVID-19 vaccines are safe. But I'm going to wait and see before I have my children or grandchildren get the vaccine." [RECORD] [IF AGREE OR DISAGREE >>>] And would you say that you strongly or somewhat (agree/disagree)?

All Respondents = 49.0%

All Respondents = 43.7%

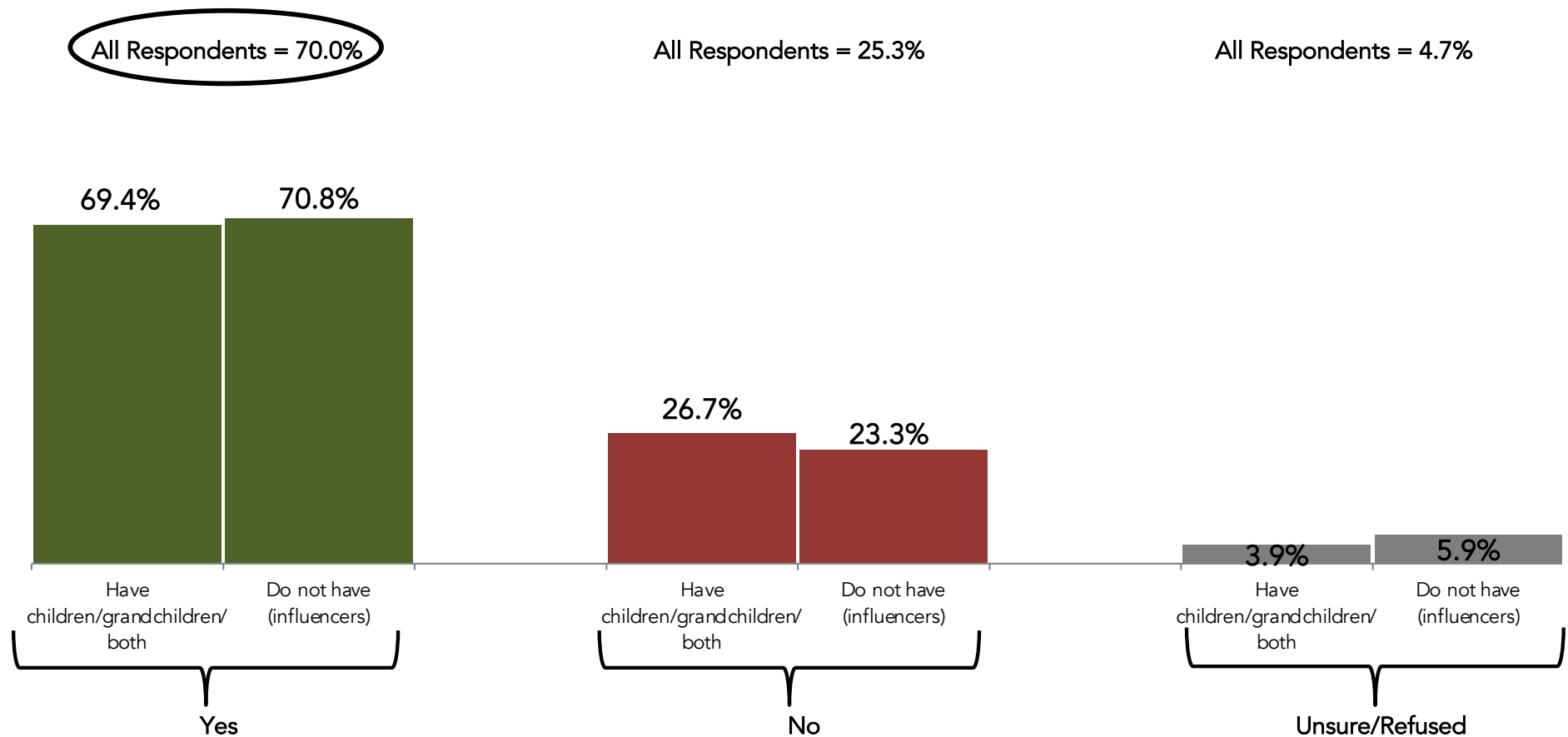
All Respondents = 7.3%



Who Has Received the Vaccine?

70.0% of respondents have received the COVID-19 vaccine; No meaningful difference between those with or without children/grandchildren

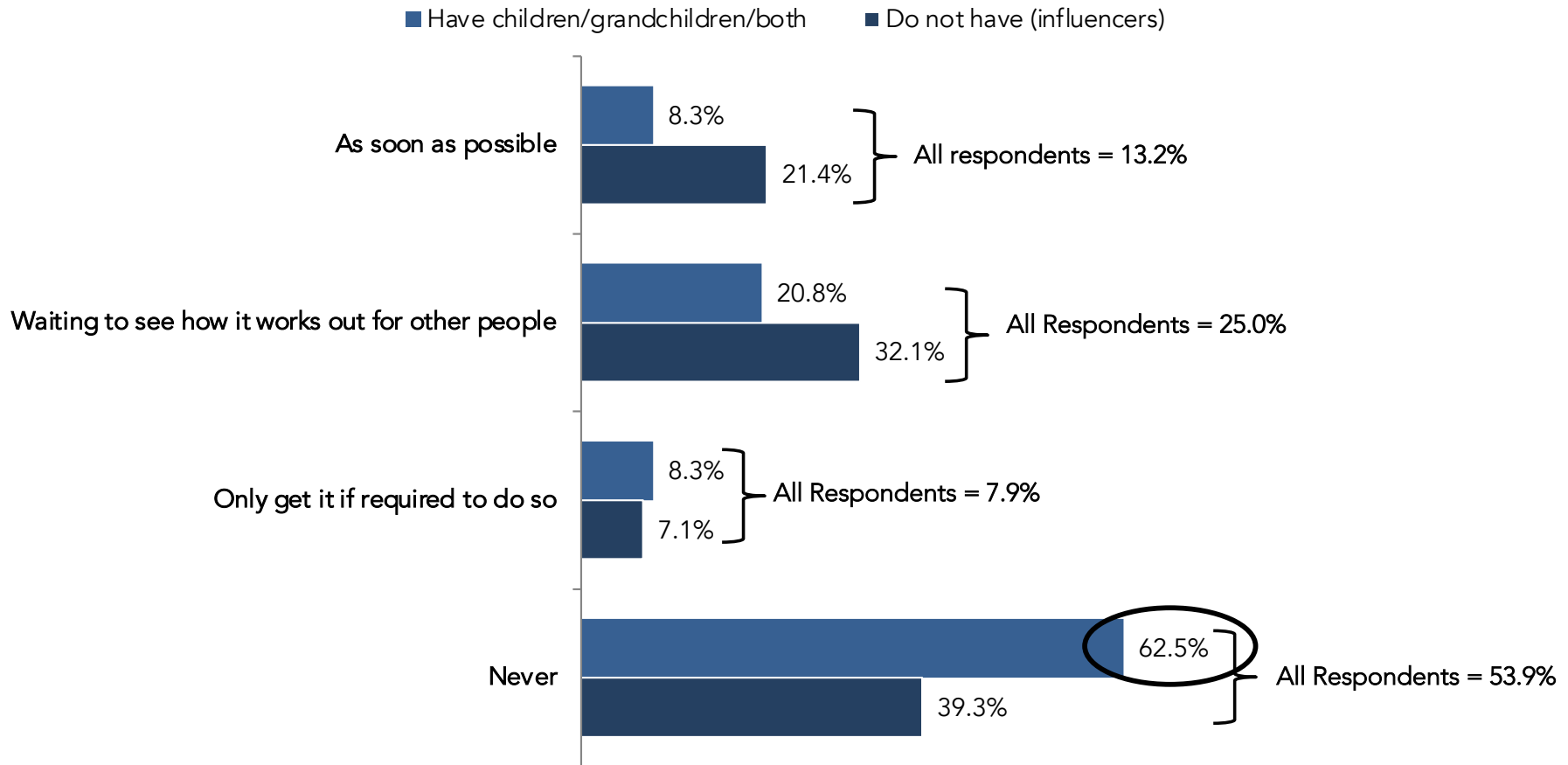
Question: Have you been vaccinated for COVID-19?



62.5% of those with children/grandchildren

And who have not already been vaccinated say they will NEVER do so;
About 1/5 (20.8%) say they are waiting to see how it works out for other people

Question: Which of the following best describes your plans for getting vaccinated for COVID-19?



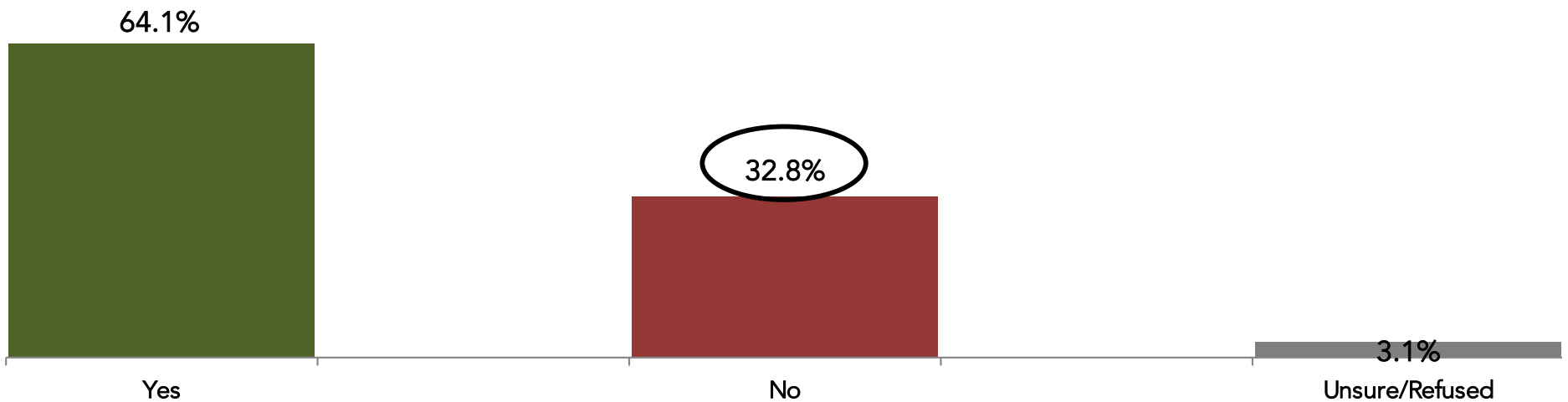
*If answered "no"

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About 1/3 of those with children aged 12-18 Have not had them vaccinated for COVID-19

Question: Have your children been vaccinated for COVID-19?



**Those with children or both children/grandchildren*

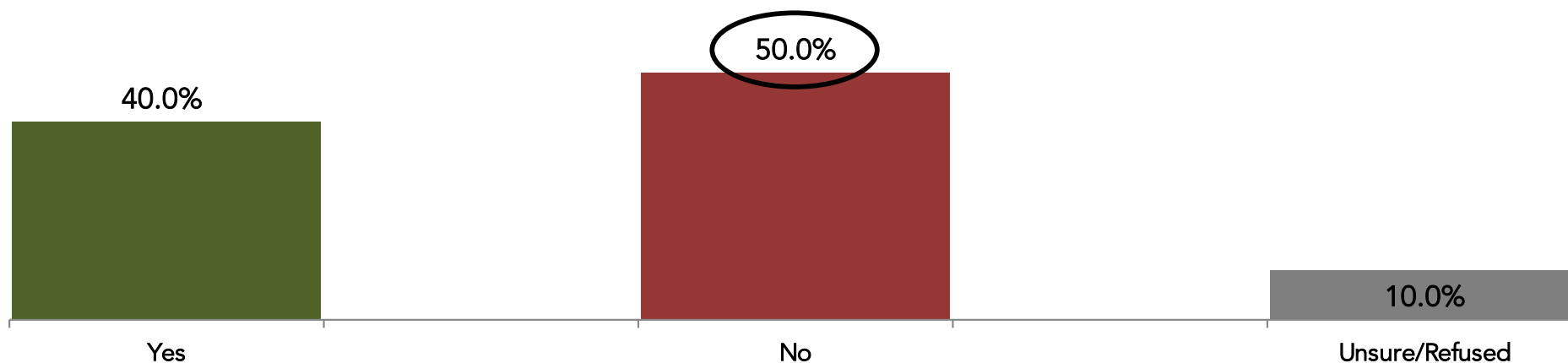
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One-half of those with grandchildren aged 12-18

Have not had them vaccinated for COVID-19

Question: Have your grandchildren been vaccinated for COVID-19?



**Those with grandchildren or both children/grandchildren*

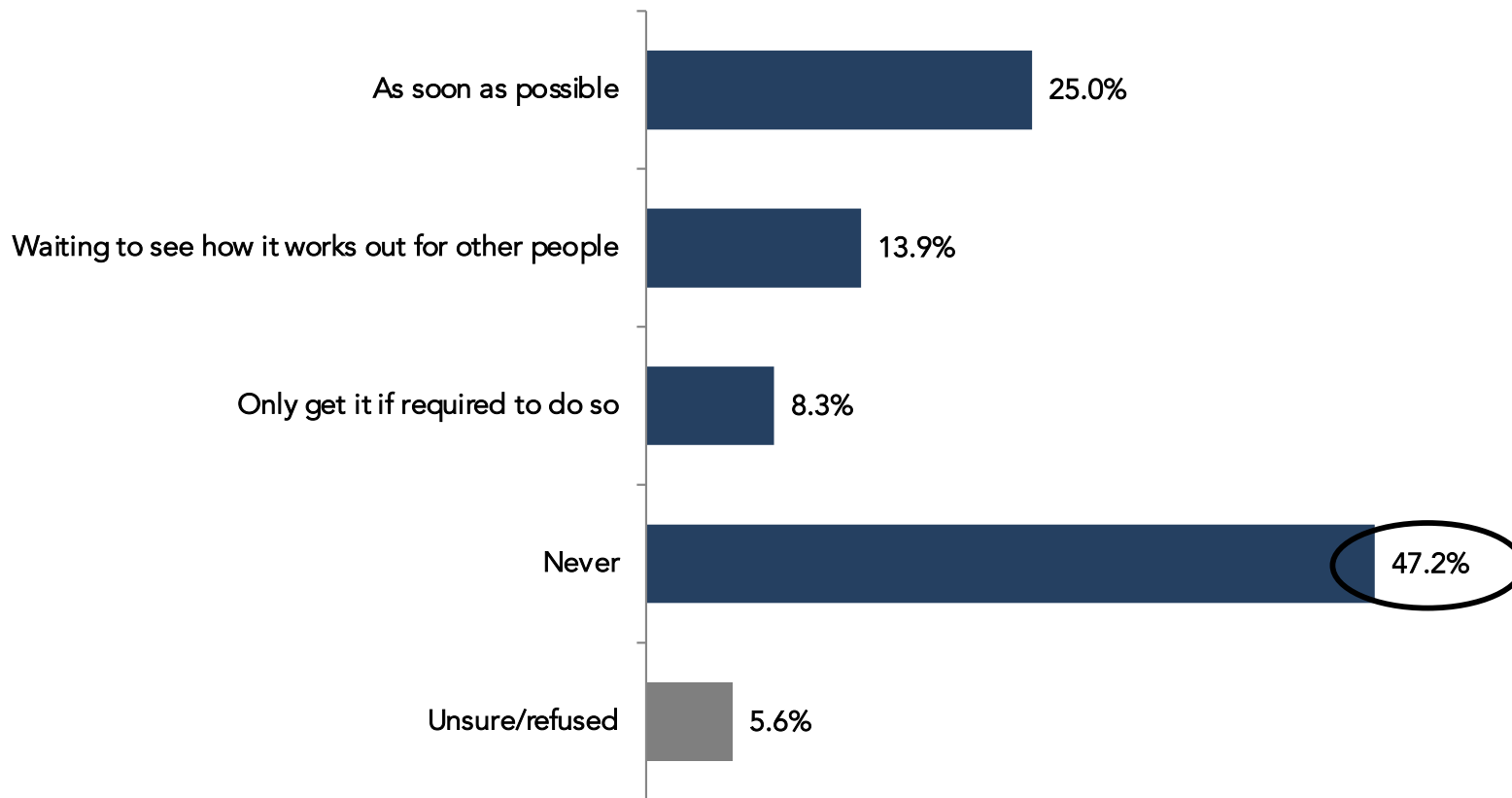
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Nearly **one-half** of those with children/grandchildren

Aged 12-18 who have not been vaccinated say they will NEVER be vaccinated

Question: Which of the following best describes your plans for getting your child or grandchildren vaccinated?



**If children/grandchildren have not been vaccinated*

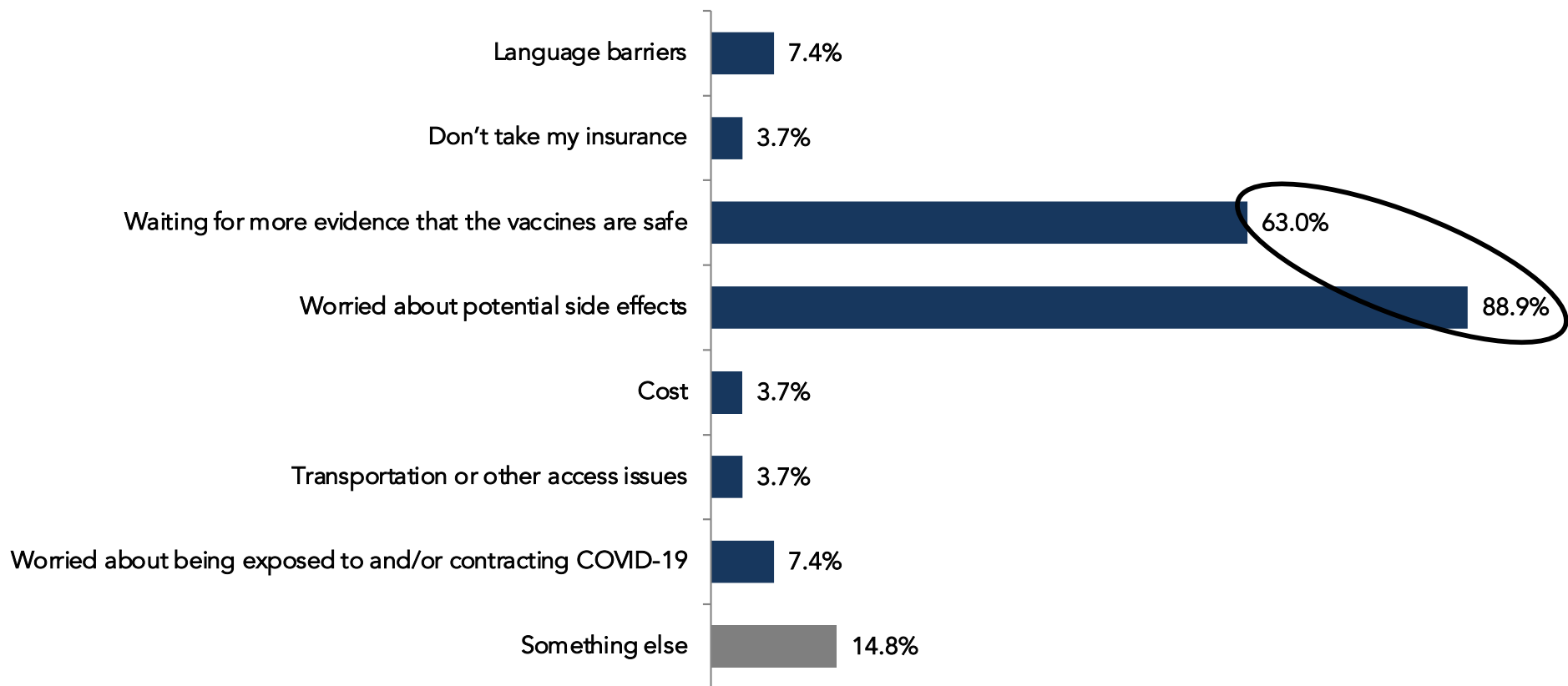
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What are the top reasons

For not getting children vaccinated as soon as possible?

Question: Which of the following best describes the main reason – or reasons – that you feel this way? You can choose as many as you like, or none at all.



**If respond anything other than "as soon as possible"*

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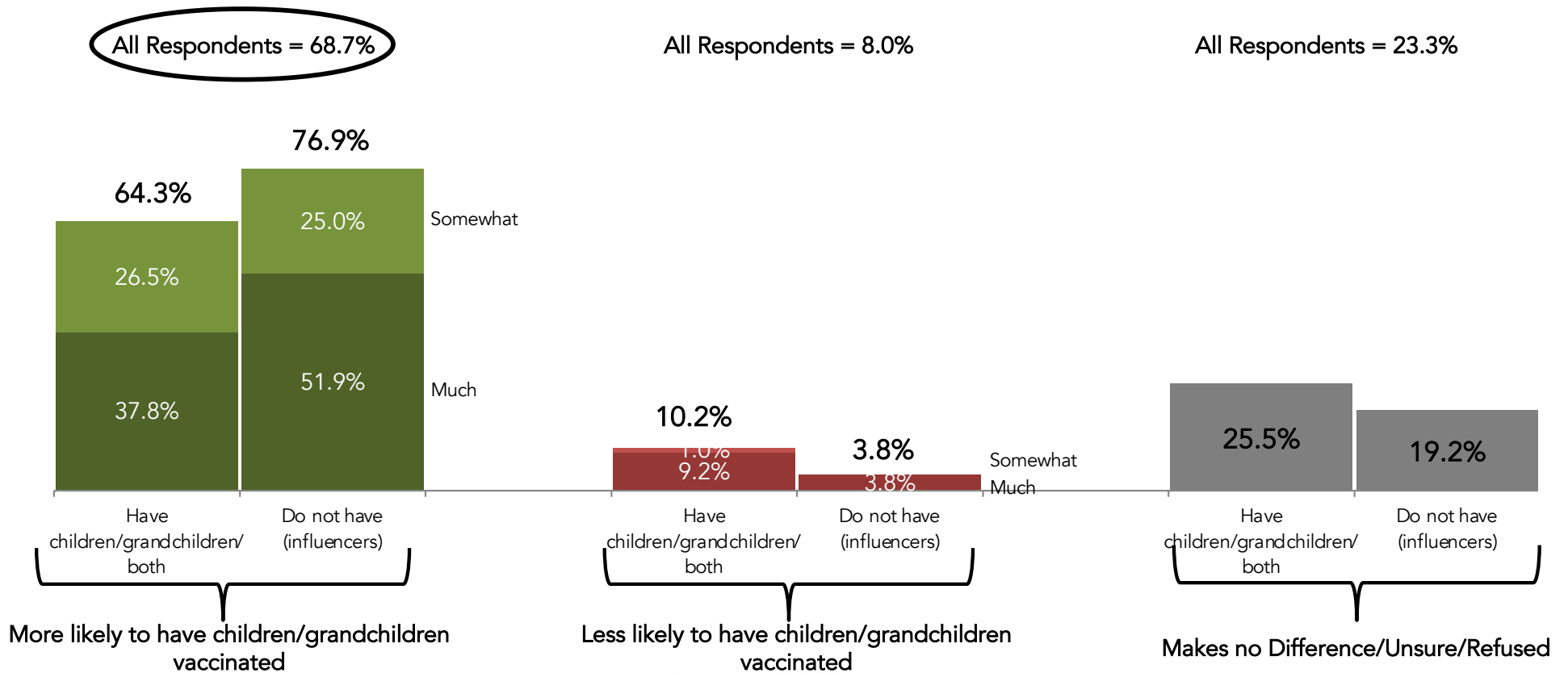


Message Testing

Preamble: "Now I am going to read some background information about the decision to have children vaccinated against COVID-19. Please listen to each item and then tell me if it makes you more likely or less likely to support having your children or grandchildren vaccinated. If it makes no difference to you, just say so."

Over a supermajority (68.7%) become more likely to vaccinate Their children/grandchildren after hearing the "DNA" theme

Statement: COVID-19 vaccines do not change or interact with your DNA in any way. The vaccines deliver instructions to our cells to start building protection against the virus that causes COVID-19. That material never enters the nucleus of the cell, which is where our DNA is kept.



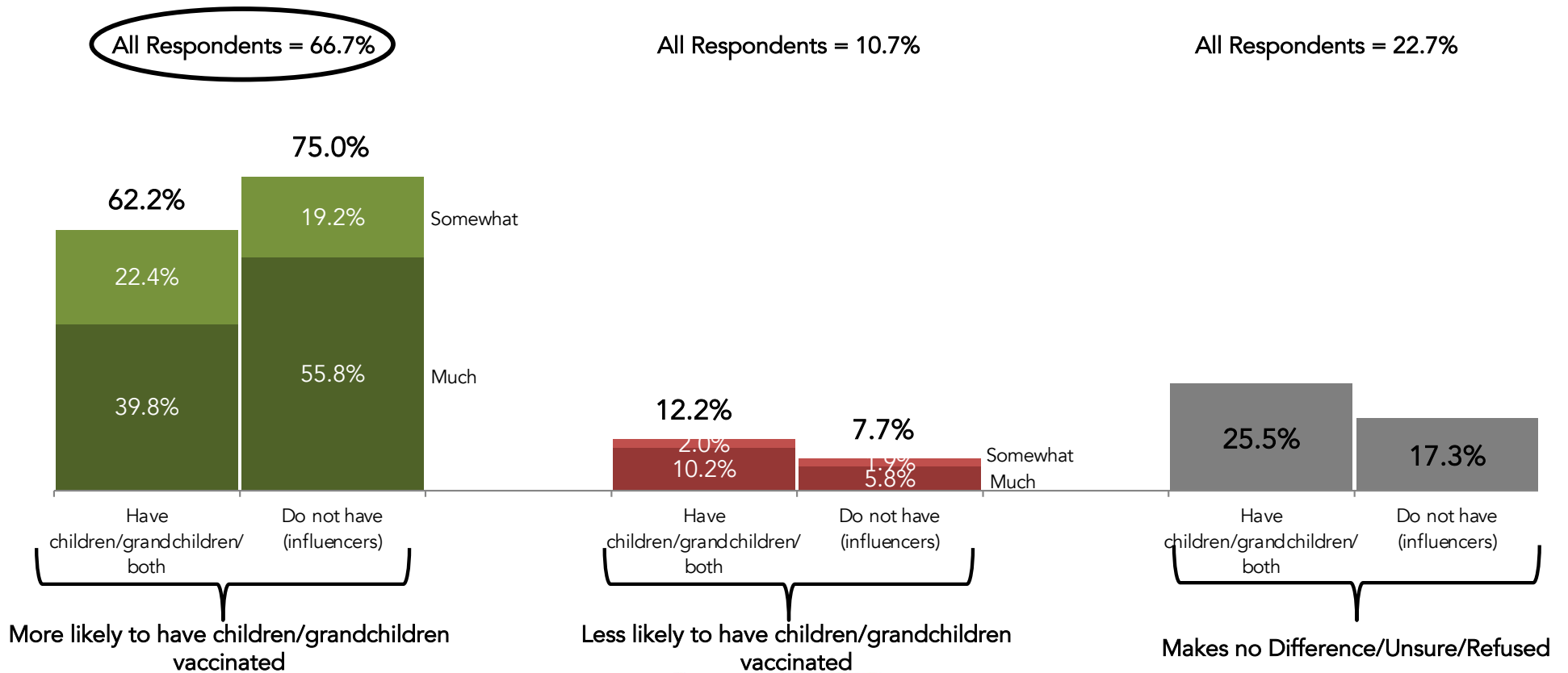
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A supermajority (66.7%) become more likely to vaccinate Their children/grandchildren after hearing the "Doesn't Infect with COVID" theme

Statement: None of the authorized COVID-19 vaccines in the United States contain the live virus that causes COVID-19. This means that a COVID-19 vaccine cannot make you or your children or grandchildren sick with COVID-19. COVID-19 vaccines teach our immune systems how to recognize and fight the virus that causes COVID-19. Sometimes this process can cause symptoms, such as fever. These symptoms are normal and are signs that the body is building protection against the virus that causes COVID-19. They are not symptoms of COVID-19.



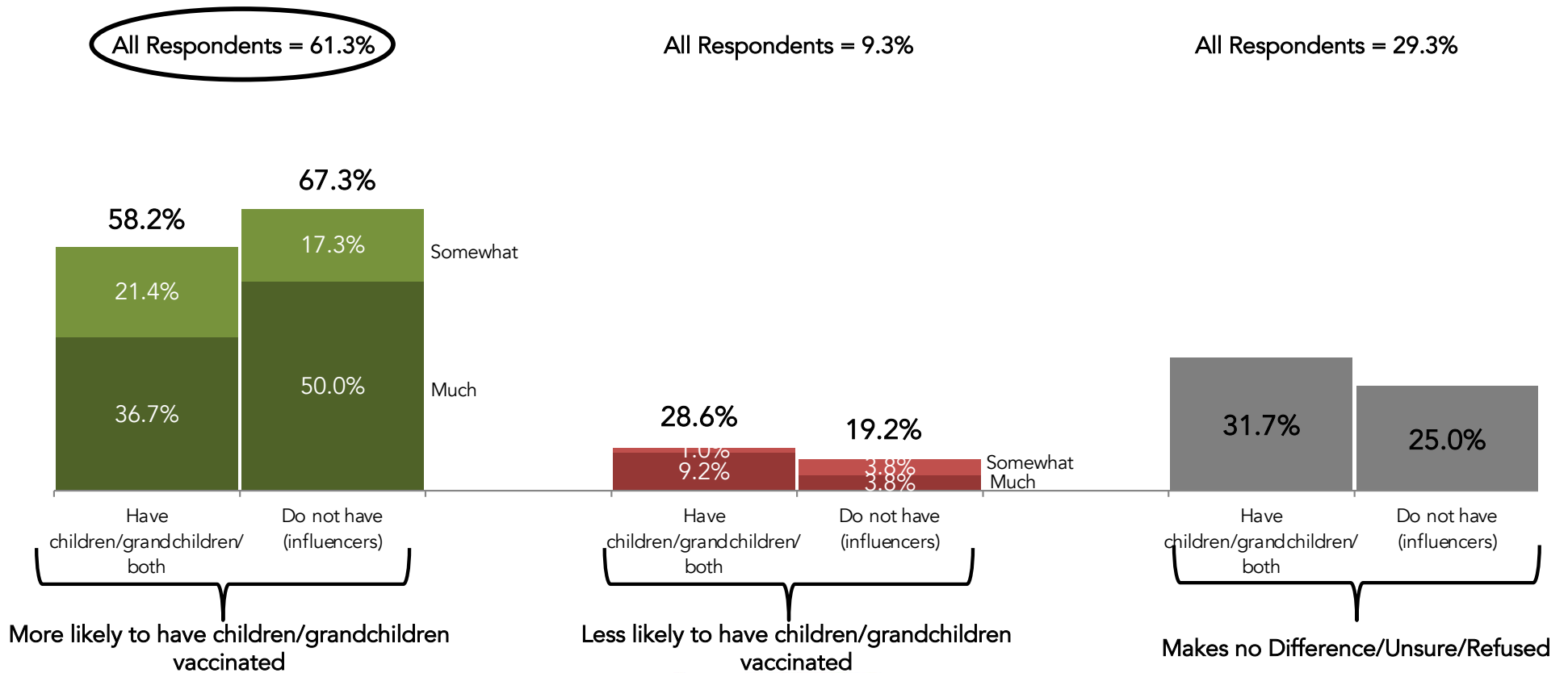
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A majority (61.3%) become more likely to vaccinate Their children/grandchildren after hearing the "Learning Loss" theme

Statement: California's students suffered alarming academic harm during the pandemic, with the greatest damage falling on younger students and those who were more at risk before the pandemic, including Latinos and those from rural communities. Getting our children vaccinated is the only way to keep our schools safely open so that our students can recover from learning loss caused by the pandemic.



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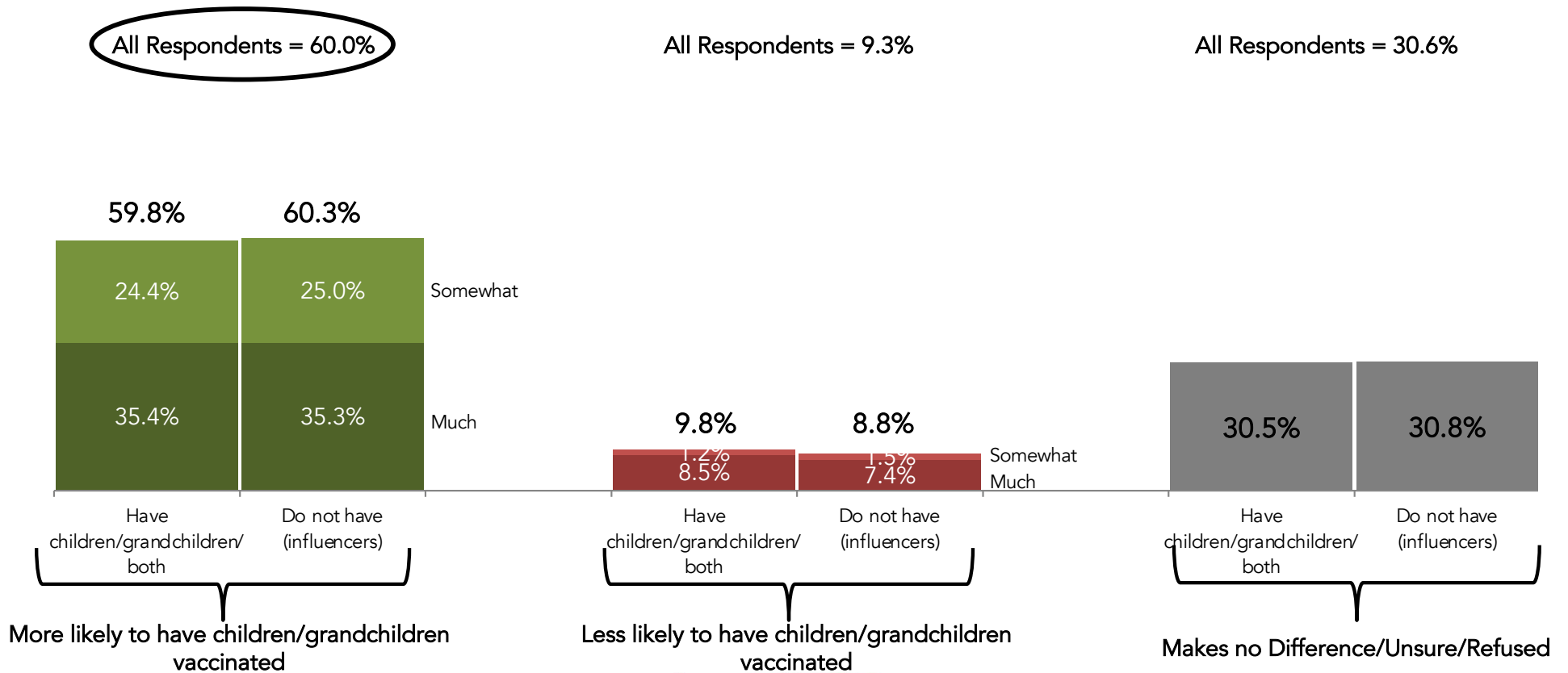
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A majority (60.0%) become more likely to vaccinate

Their children/grandchildren after hearing the "Safe and Effective" theme

Statement: The COVID-19 vaccine is safe and effective for children aged 12 and older. COVID-19 vaccinees work with your immune system so your body will be ready to fight the virus if you are exposed. Vaccines were tested in more than 40,000 volunteers, having only mild symptoms, very similar to our flu vaccine. Over 400 million doses of the vaccine have been given in the United States, after having undergone and the most intensive approval process and safety monitoring in U.S. history.



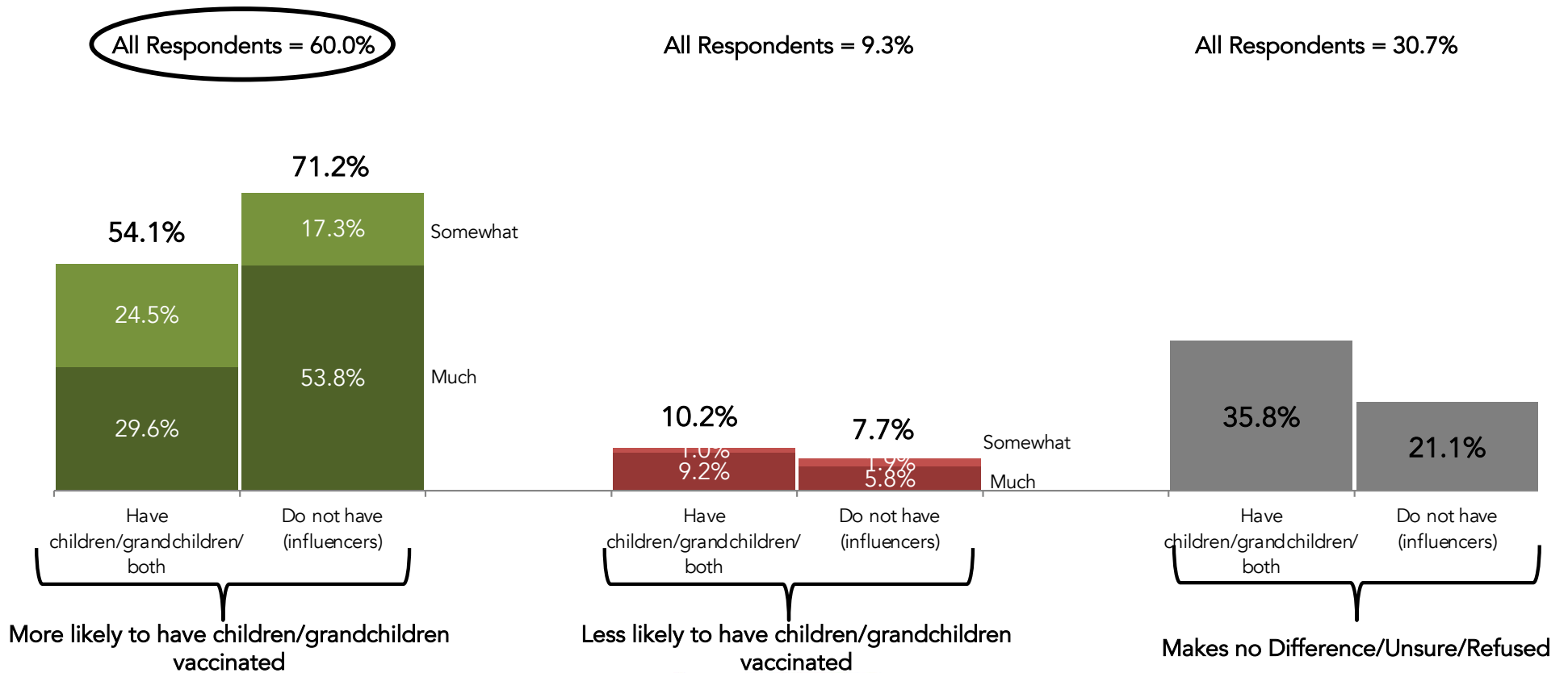
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A majority (60.0%) become more likely to vaccinate Their children/grandchildren after hearing the "Pregnancy" theme

Statement: There is no risk of eventual problems with pregnancy from COVID-19 vaccines.



More likely to have children/grandchildren vaccinated

Less likely to have children/grandchildren vaccinated

Makes no Difference/Unsure/Refused

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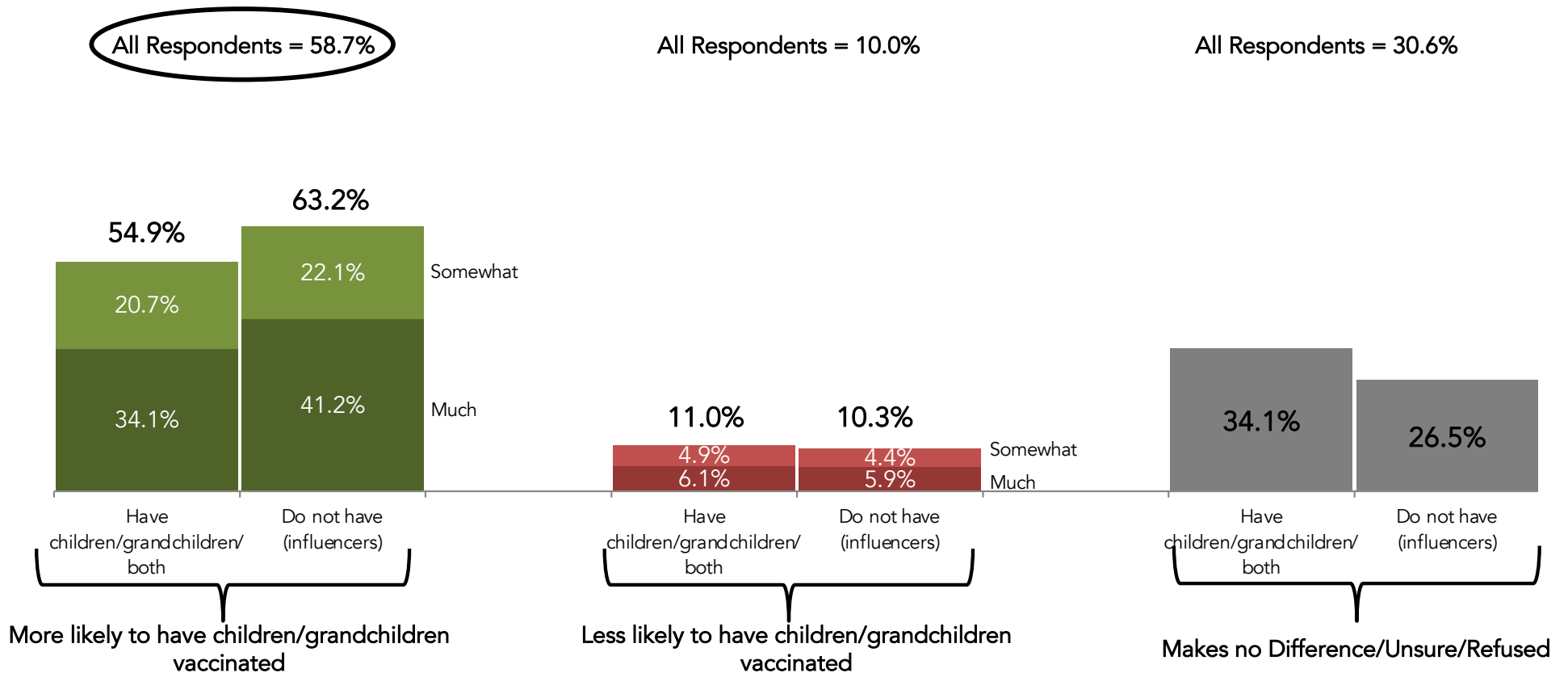
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A majority (58.7%) become more likely to vaccinate

Their children/grandchildren after hearing the "Protect Older/Vulnerable" theme

Statement: Having children vaccinated helps to protect vulnerable older family members or family members with health conditions, such as heart conditions or diabetes, from contracting COVID-19, serious illness and potentially dying.



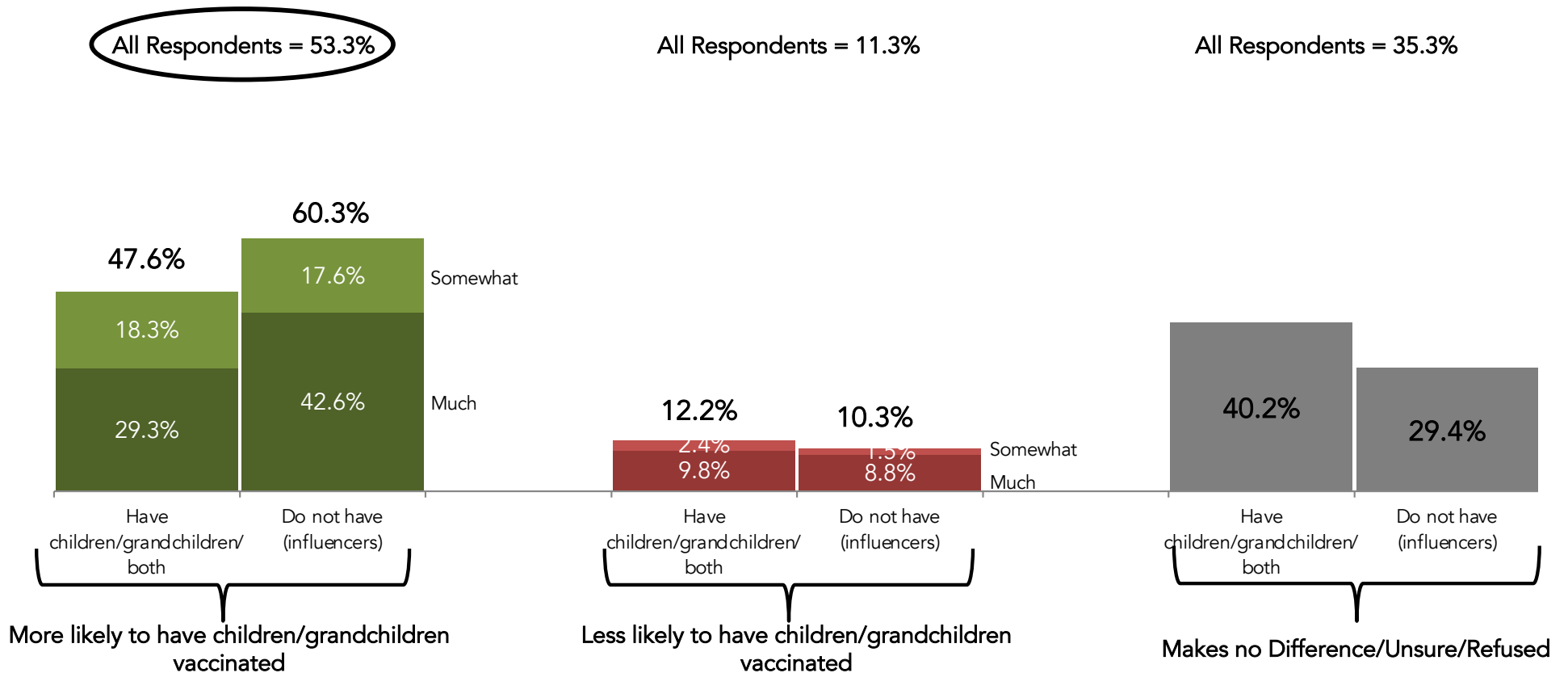
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A majority (53.3%) become more likely to vaccinate Their children/grandchildren after hearing the "Cost/Coverage" theme

Statement: COVID-19 vaccines are free, do not require any type of insurance and are available throughout California for anyone 12 years of age and older.



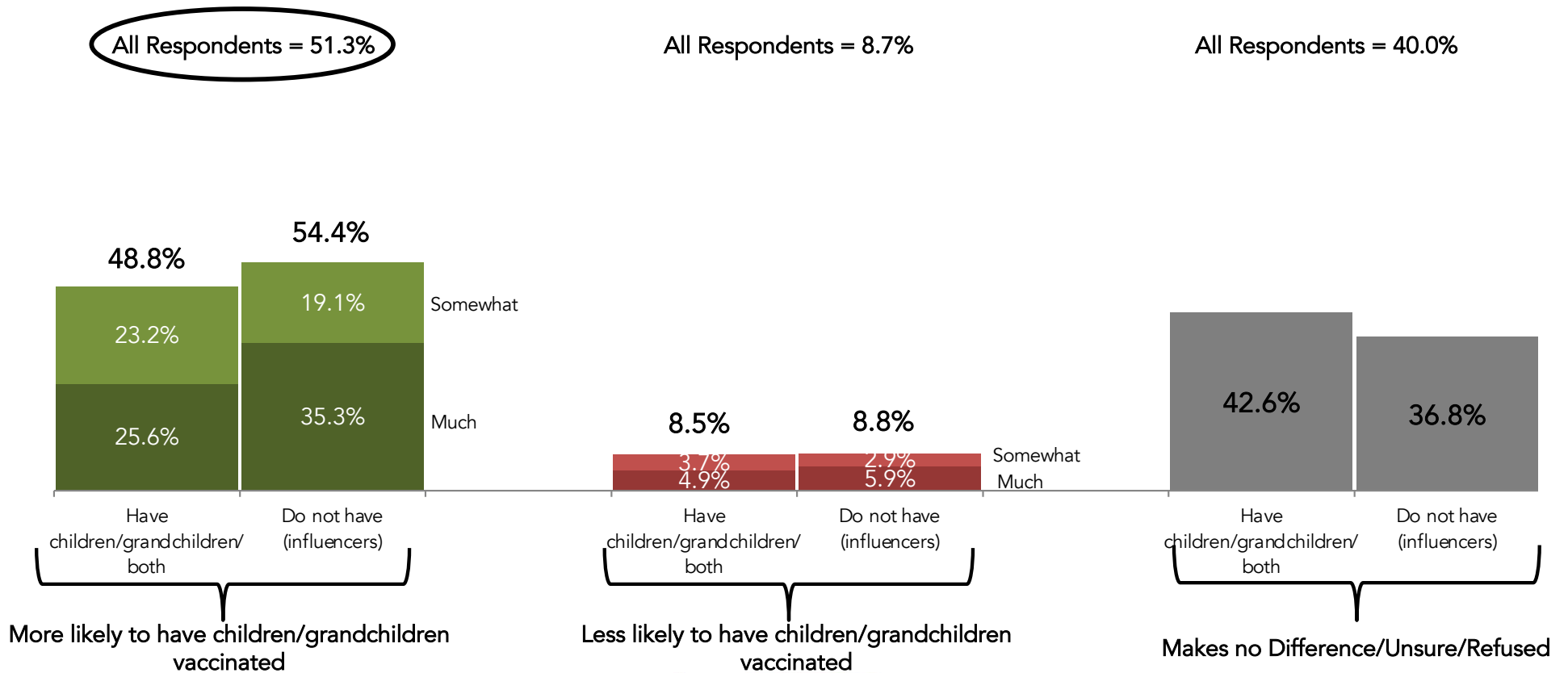
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A majority (51.3%) become more likely to vaccinate Their children/grandchildren after hearing the "Infertility" theme

Statement: There is no risk of eventual infertility from COVID-19 vaccines.



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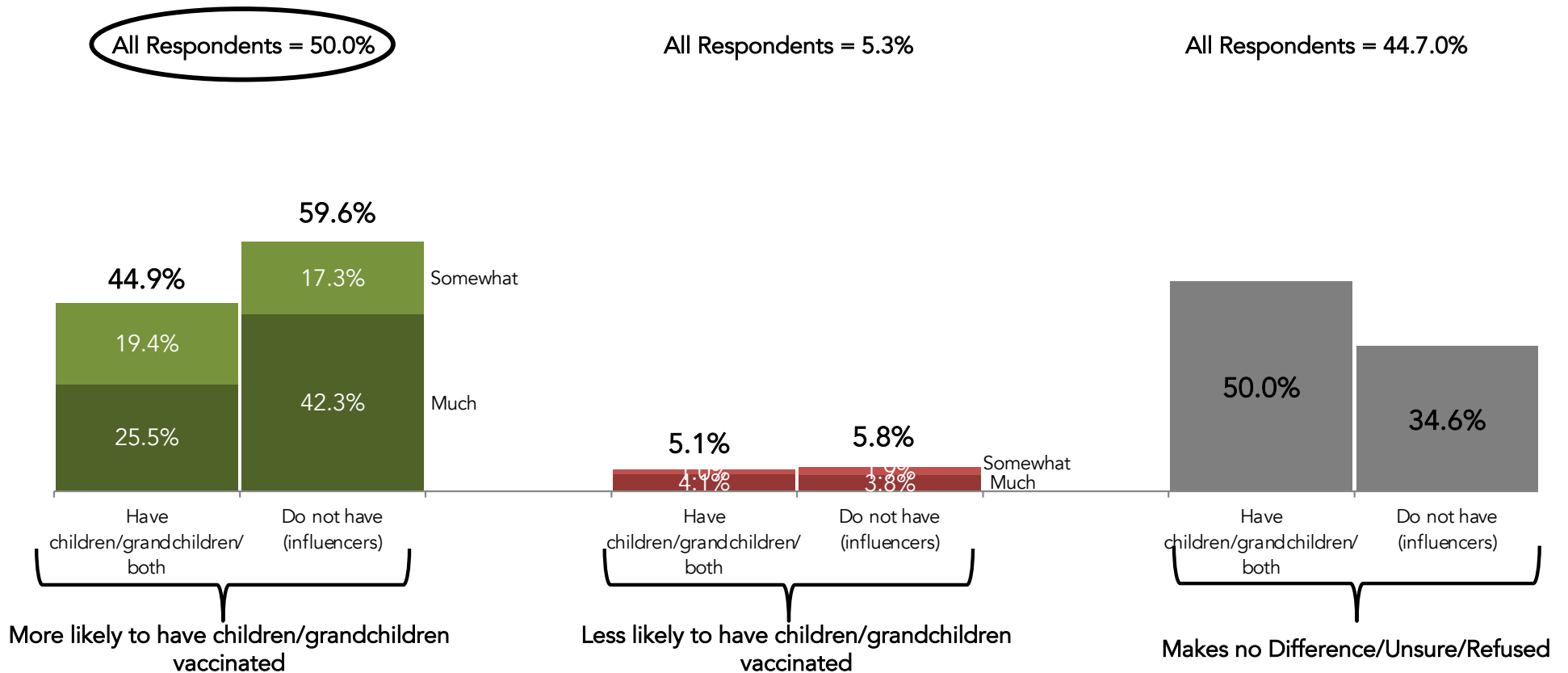
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A majority (50.0%) become more likely to vaccinate

Their children/grandchildren after hearing the "Citizenship/Documentation" theme

Statement: COVID-19 vaccines available to everyone, regardless of documentation status. The vaccines are provided by healthcare workers to everyone who is aged 12 years and older. No one is ever asked about their citizenship or residency status. It is impossible to risk deportation or any other documentation-related problem from the vaccination process.



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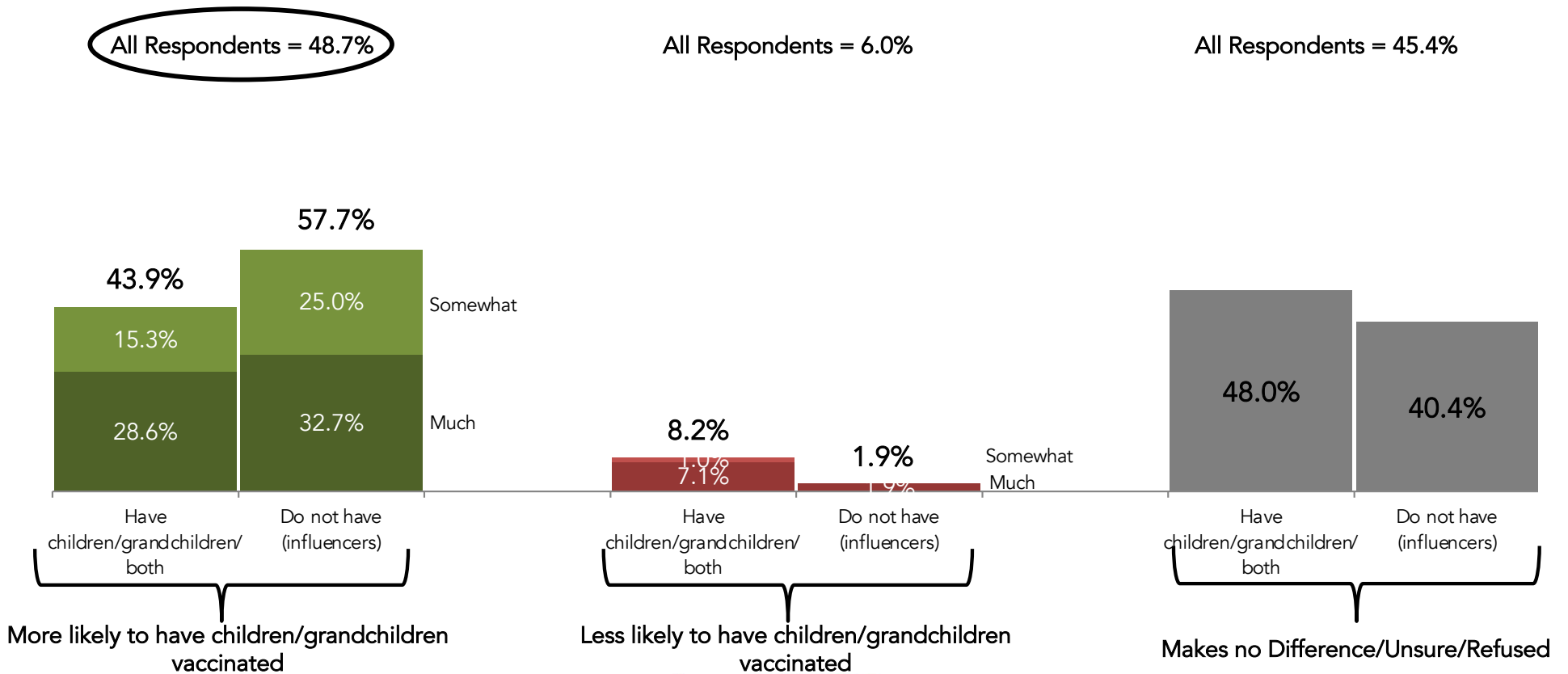
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48.7% become more likely to vaccinate

Their children/grandchildren after hearing the "Public Charge" theme

Statement: Receiving the COVID-19 vaccine is not a public charge. It will not affect – in any way – a person or their family’s ability to keep or achieve residency or citizenship status.



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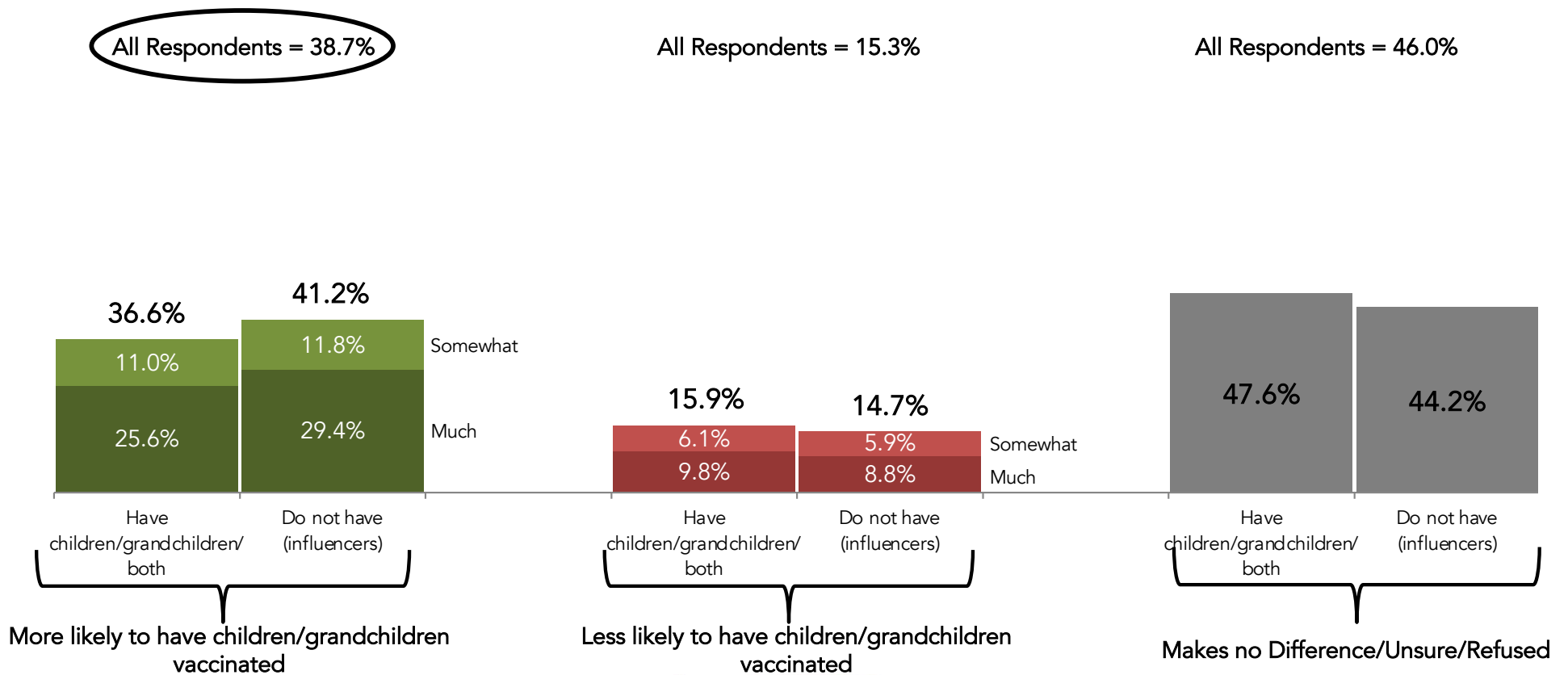
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38.7% become more likely to vaccinate

Their children/grandchildren after hearing the "Identification" theme

Statement: Identification – such as a driver's license, social security card or any other kind of government-issued identification – is NOT required to receive the COVID-19 vaccine. Anyone twelve years and older can receive the vaccine, no questions asked.



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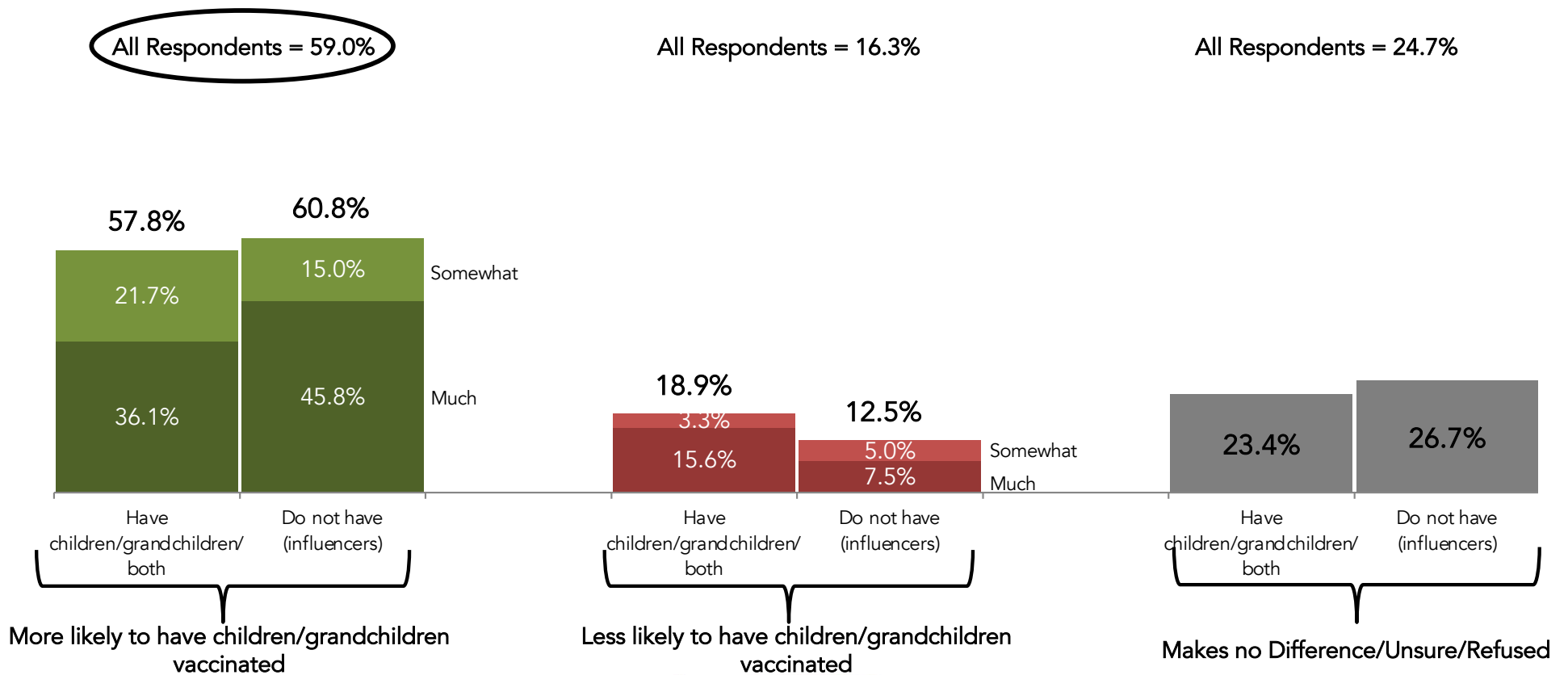


Can We Influence Behavior?

59.0% became MORE likely to vaccinate

Their children/grandchildren become MORE likely to do so after hearing themes

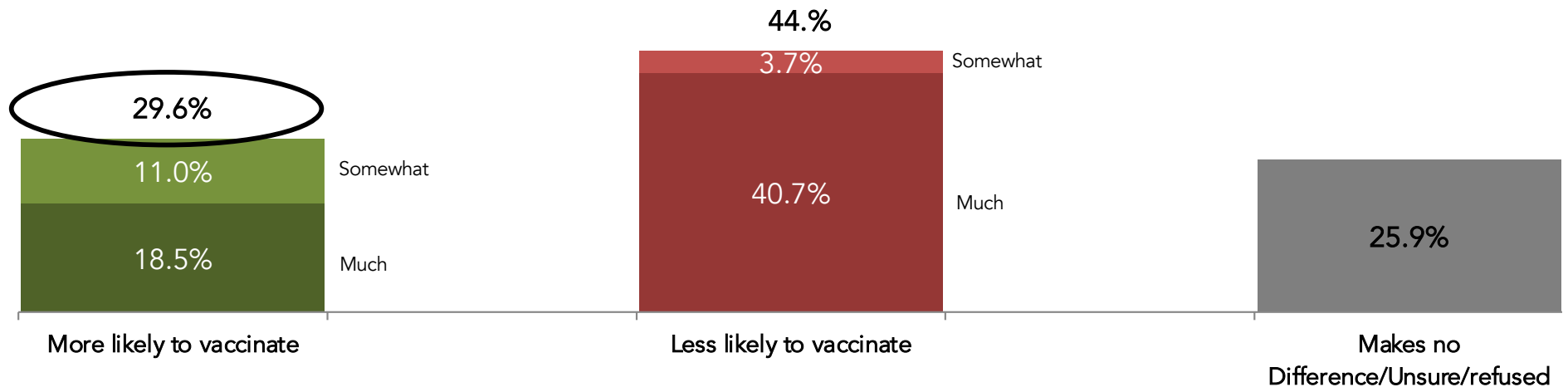
Statement: Knowing what you do now, are you more likely or less likely to get your children or grandchildren vaccinated against COVID-19? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?



Nearly 1/3 (29.6%) of those hesitant to vaccinate

Their children/grandchildren become MORE likely to do so after hearing themes

Statement: Knowing what you do now, are you more likely or less likely to get your children or grandchildren vaccinated against COVID-19? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?



**If respond anything other than "as soon as possible"*

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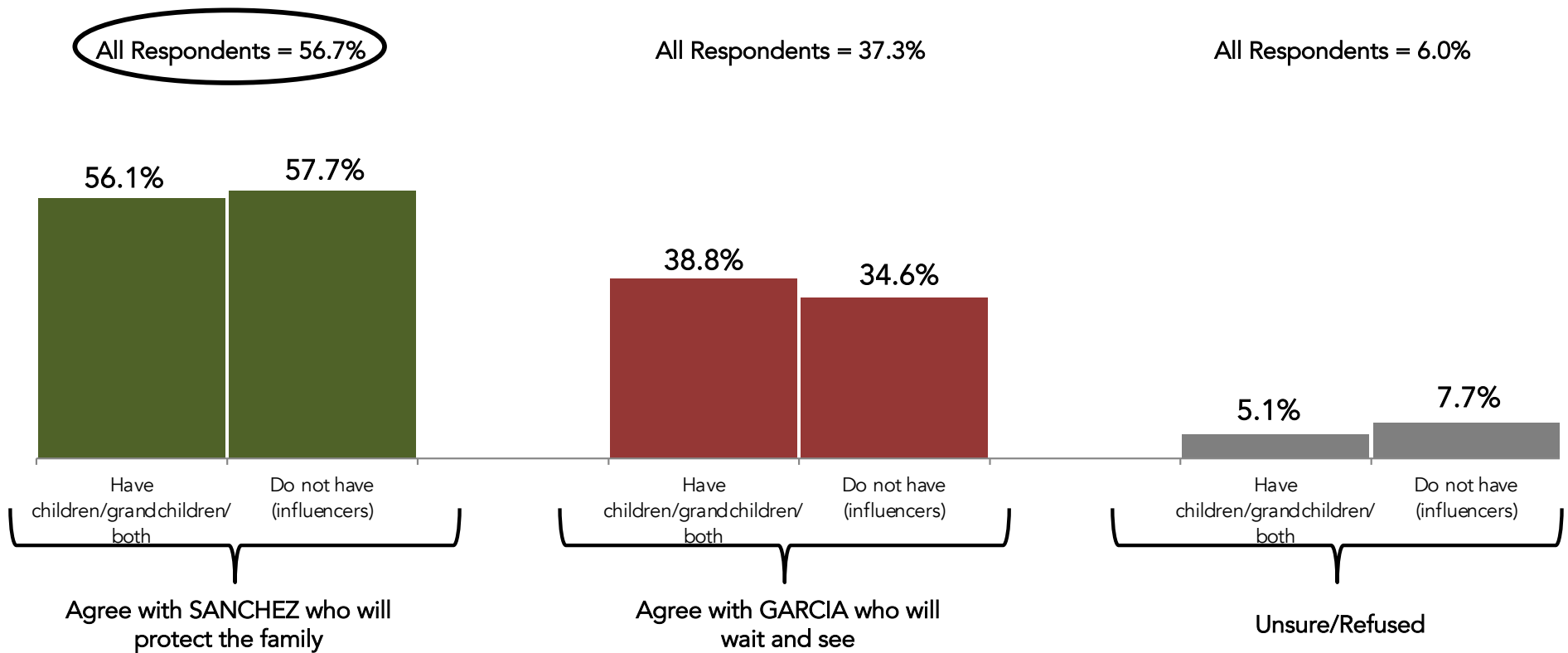


Neighbor-to-Neighbor Conversations: Can Counter-arguments be Overcome?

Preamble: "Now I am going to read to you some statements of local residents. Please listen to each statement and tell me with one comes closest to your own perspective."

A majority (56.7%) agrees with Sanchez, who says She will have children/grandchildren vaccinated to protect the family

Statements: GARCIA says: "I'm not going to have my (children/grandchildren) vaccinated yet. I want to be 100% sure it is safe, so I'm still going to wait and see." SANCHEZ says: "I've been concerned about the COVID-19 vaccination, but I'm going to have my (children/grandchildren) vaccinated. I need to do everything I can to protect my family – not only my (kids/grandkids) but also especially my more vulnerable older family members."



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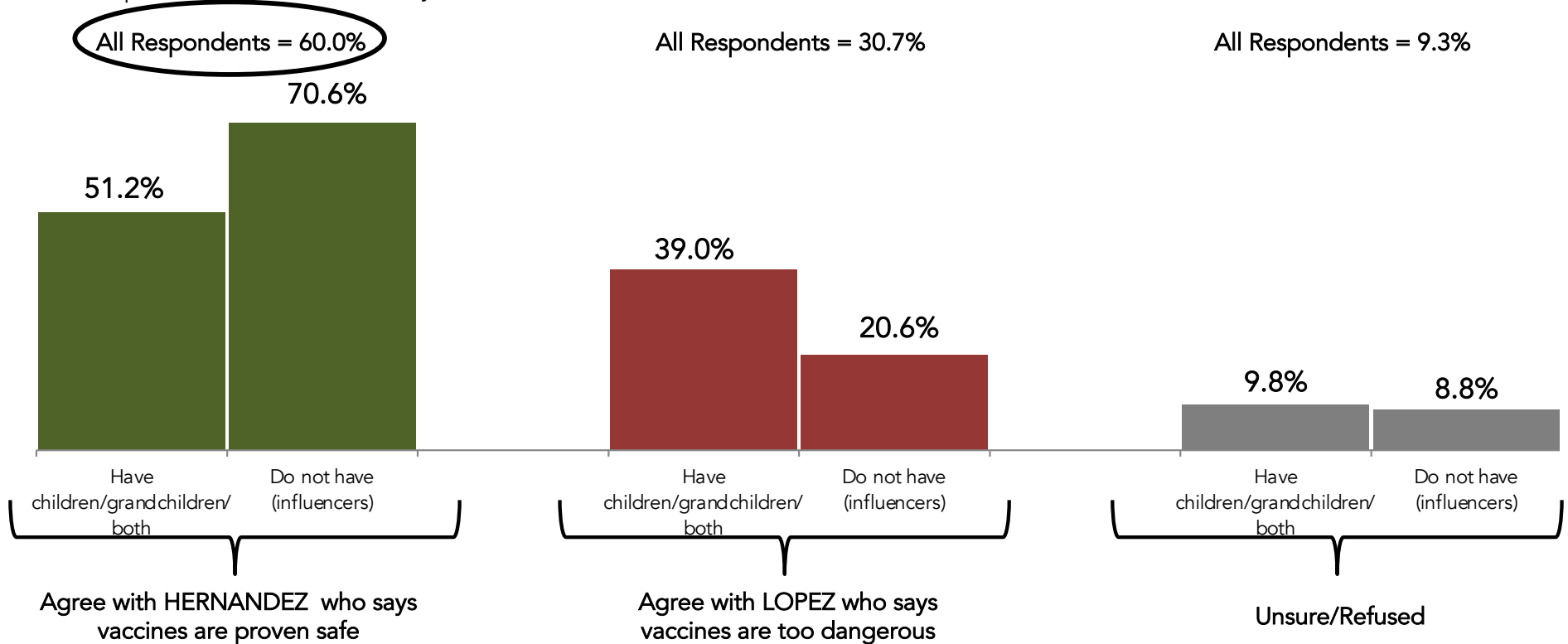
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60.0% agrees with Hernandez, who says

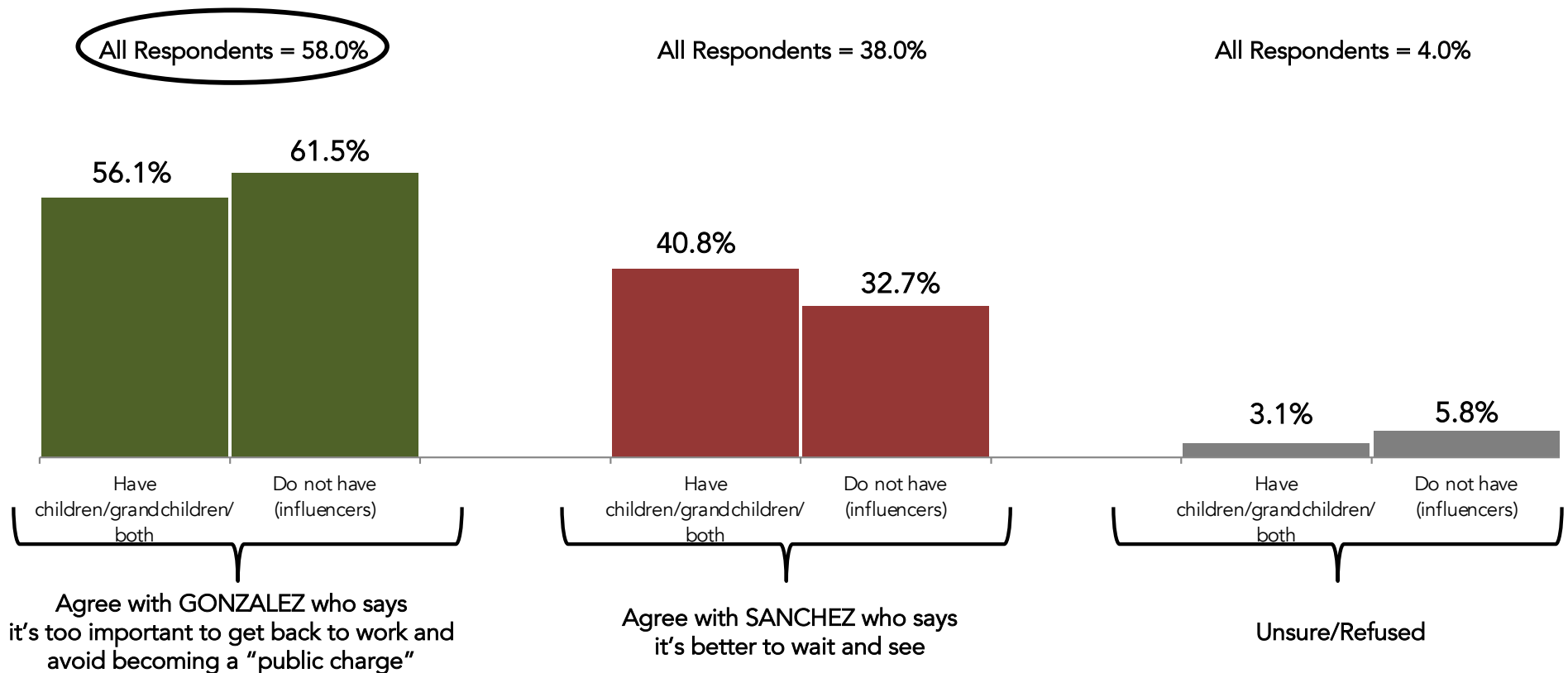
Vaccines are proven safe: she will have children/grandchildren vaccinated

Statements: LOPEZ says: "I'm not going to have my (children/grandchildren) vaccinated yet. It feels like our community is being treated like test-subjects...and there are so many stories out there of the vaccine causing sterilization...or worse. It feels like by "fast-tracking" the vaccines to Latinos, our community was used as test-subjects. I just don't trust that the vaccine will do more good than harm." HERNANDEZ says: "I've been concerned about the COVID-19 vaccination, but I'm going to have my (children/grandchildren) vaccinated. Doctors say that the vaccine is proven safe and after 190 million people in America have been fully vaccinated I feel more comfortable that serious side effects just aren't likely. Sometimes scary stories are just that – stories. I guess it's more likely to be struck by lightning or get attacked by an alligator in a swamp than it is to be harmed by the vaccine."



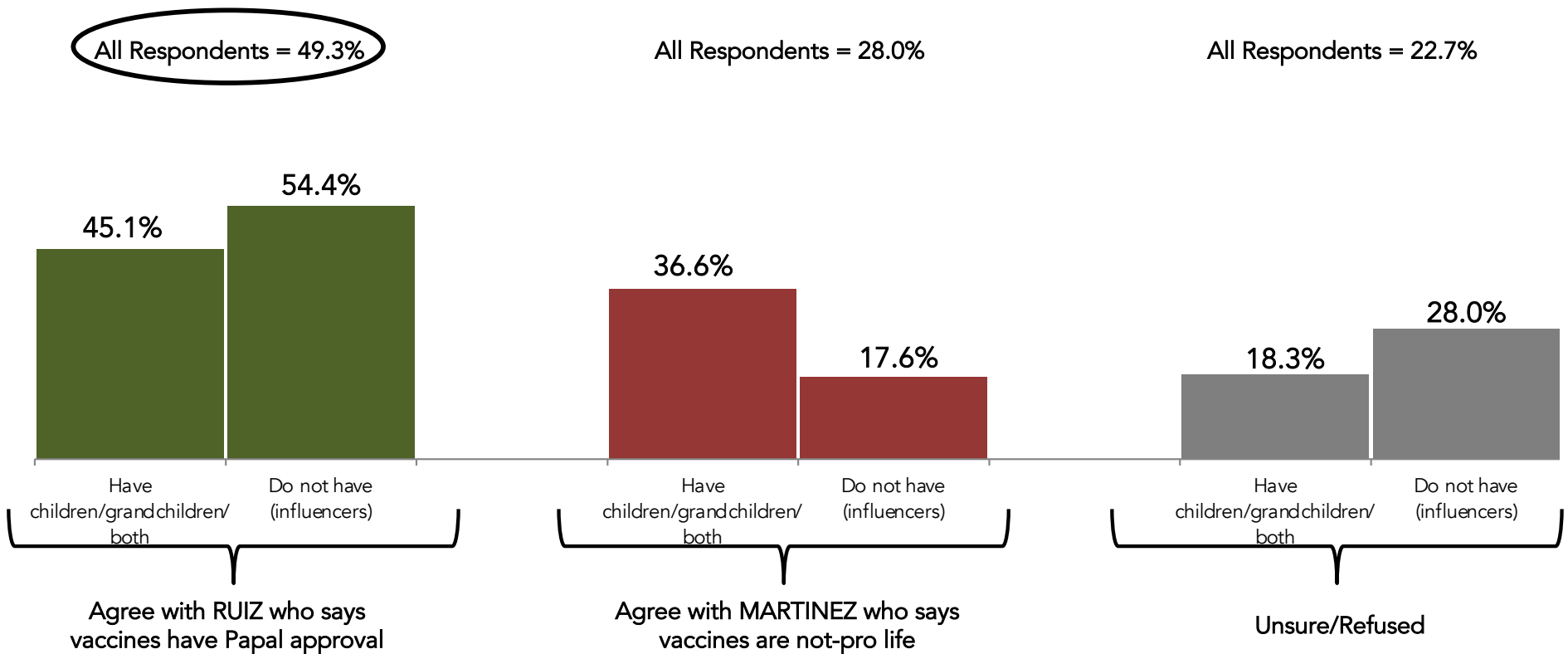
A majority (50.8%) agrees with Gonzalez, who says It's too important to get back to work and avoid becoming a "public charge"

Statements: SANCHEZ says: "I'm not going to have my (children/grandchildren) vaccinated yet. I don't see any reason to rush into this. It's better to wait and see." GONZALEZ says: "I've been concerned about the COVID-19 vaccination, but I'm going to have my (children/grandchildren) vaccinated. Having my family vaccinated is the only path back to full employment – I don't want me or any member of my family to be seen as a "public charge". It's just too important to risk."



A plurality (49.3%) agrees with Ruiz, who says Vaccines have Papal approval: she will have children/grandchildren vaccinated

Statements: MARTINEZ says: "I'm not going to have my (children/grandchildren) vaccinated yet. The vaccines were developed using material developed from tissue taken generations ago from aborted babies. That's not in line with Catholic principles." RUIZ says: "I'm going to have my (children/grandchildren) vaccinated. Regardless of how some vaccines were developed, Pope Francis has said it is all Catholics 'moral obligation' to get the vaccine."

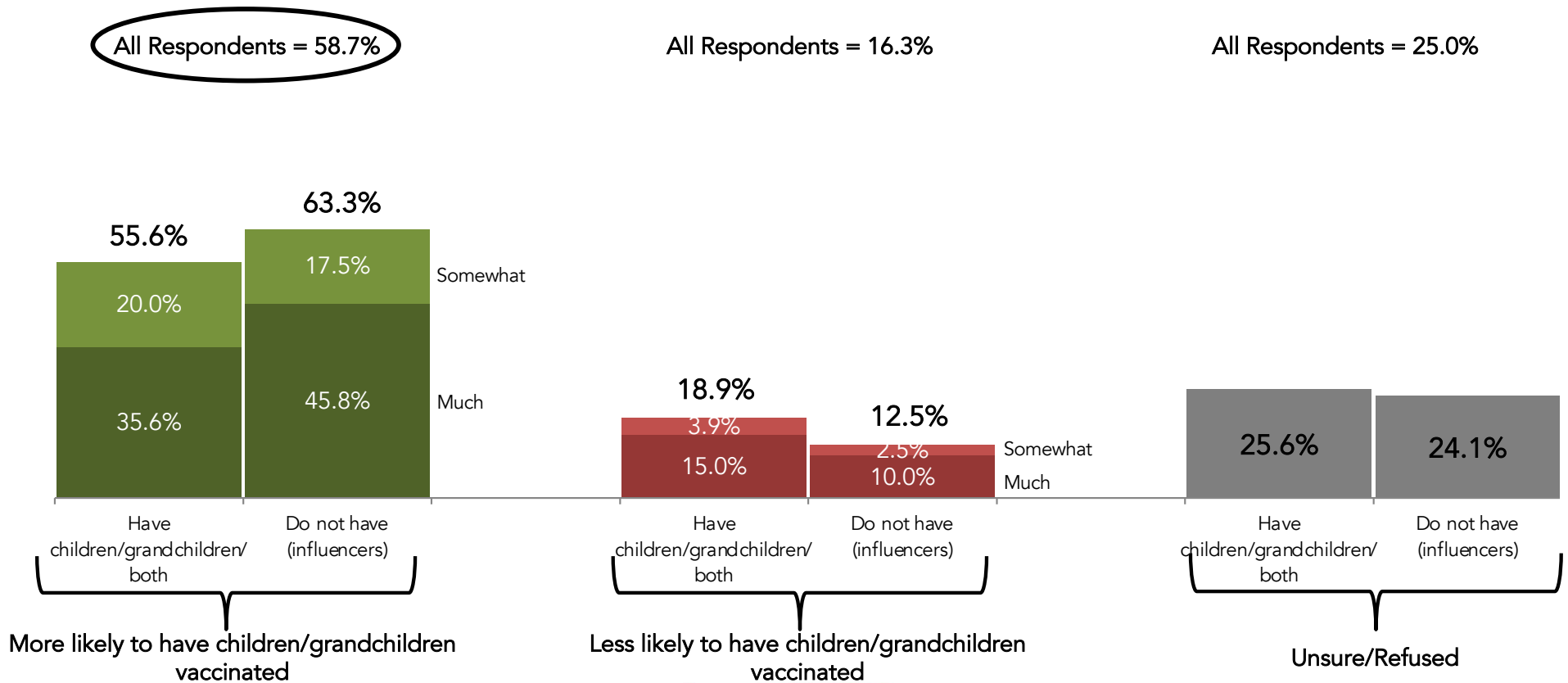


Did Opposing Arguments Change Opinions?

A majority (58.7%) became MORE likely to vaccinate

Their children/grandchildren become MORE likely to do so after hearing neighbor-to-neighbor conversations (opposing arguments)

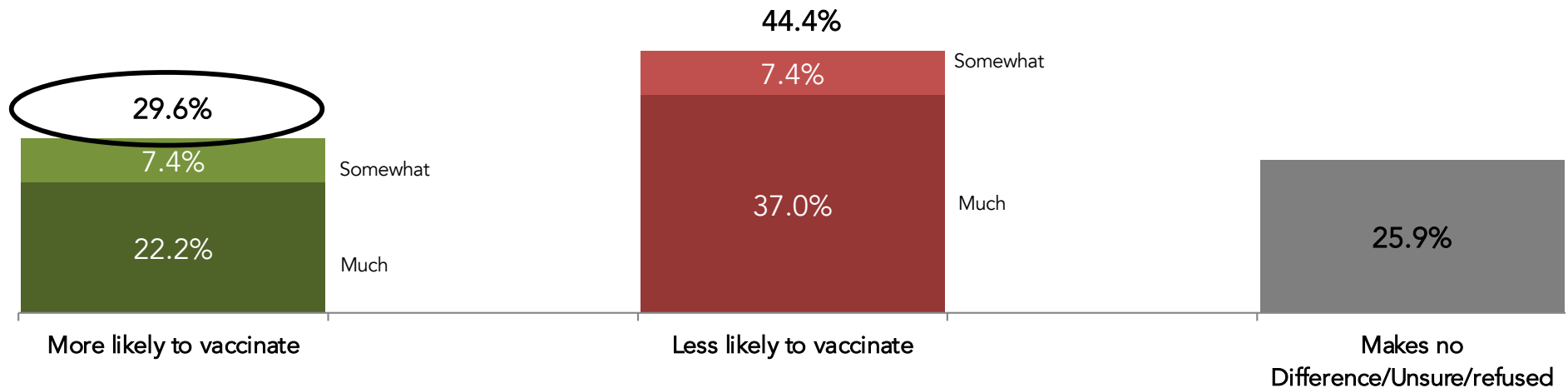
Statement: Knowing what you do now, are you more likely or less likely to get your children or grandchildren vaccinated against COVID-19? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?



Nearly 1/3 (29.6%) of those hesitant to vaccinate

Their children/grandchildren become MORE likely to do so after hearing neighbor-to-neighbor conversations (opposing arguments)

Statement: Knowing what you do now, are you more likely or less likely to get your children or grandchildren vaccinated against COVID-19? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?



**If respond anything other than "as soon as possible"*

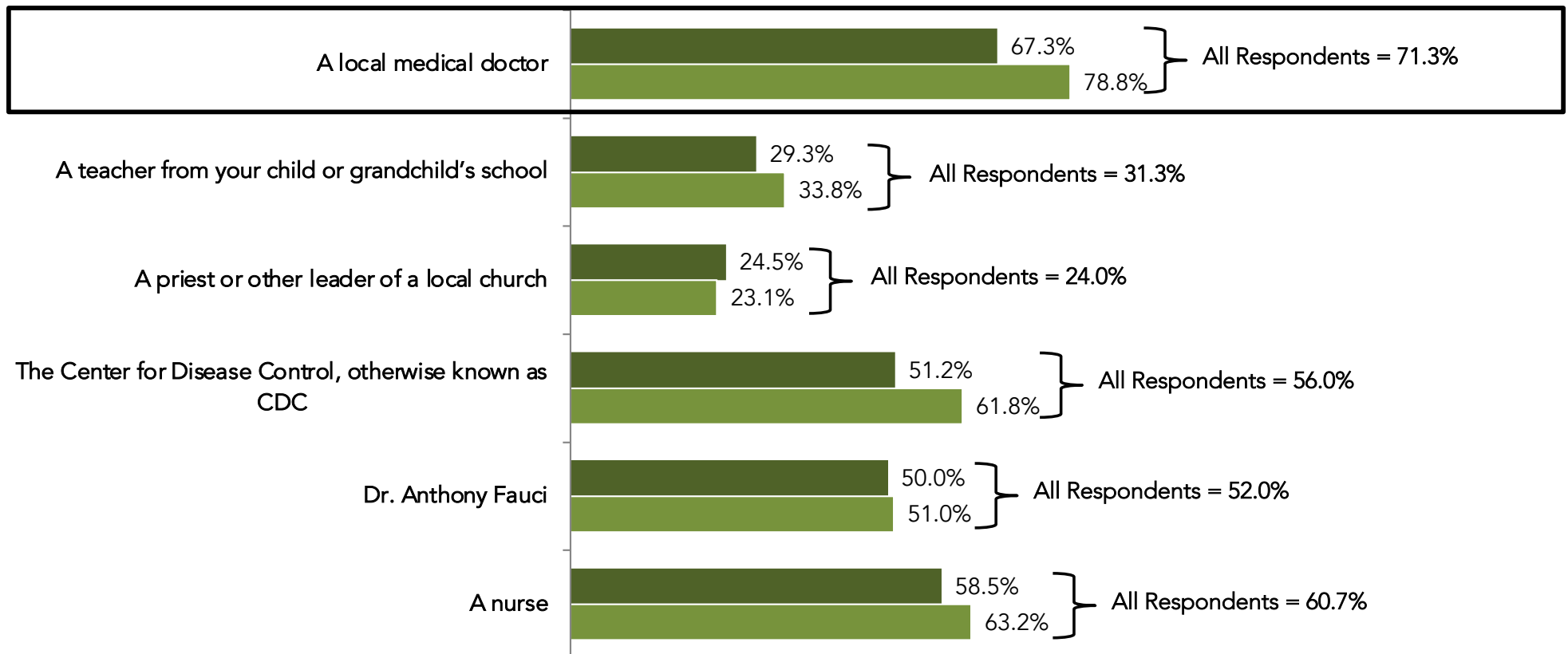
Messengers

A local medical doctor

Is the most trustworthy messenger

Question: Now, I am going to read you the names of several people and organizations who might take a public stand on vaccinations. Please listen and then tell me if you find that person or organization trustworthy. If it makes no difference to you – or if you’ve never heard of the person or organization – please just say so. The first name is [READ NAME]. Do you feel that [READ NAME] is trustworthy or are they not trustworthy?

■ Have children/grandchildren/both ■ Do not have (influencers)



*Split sampled

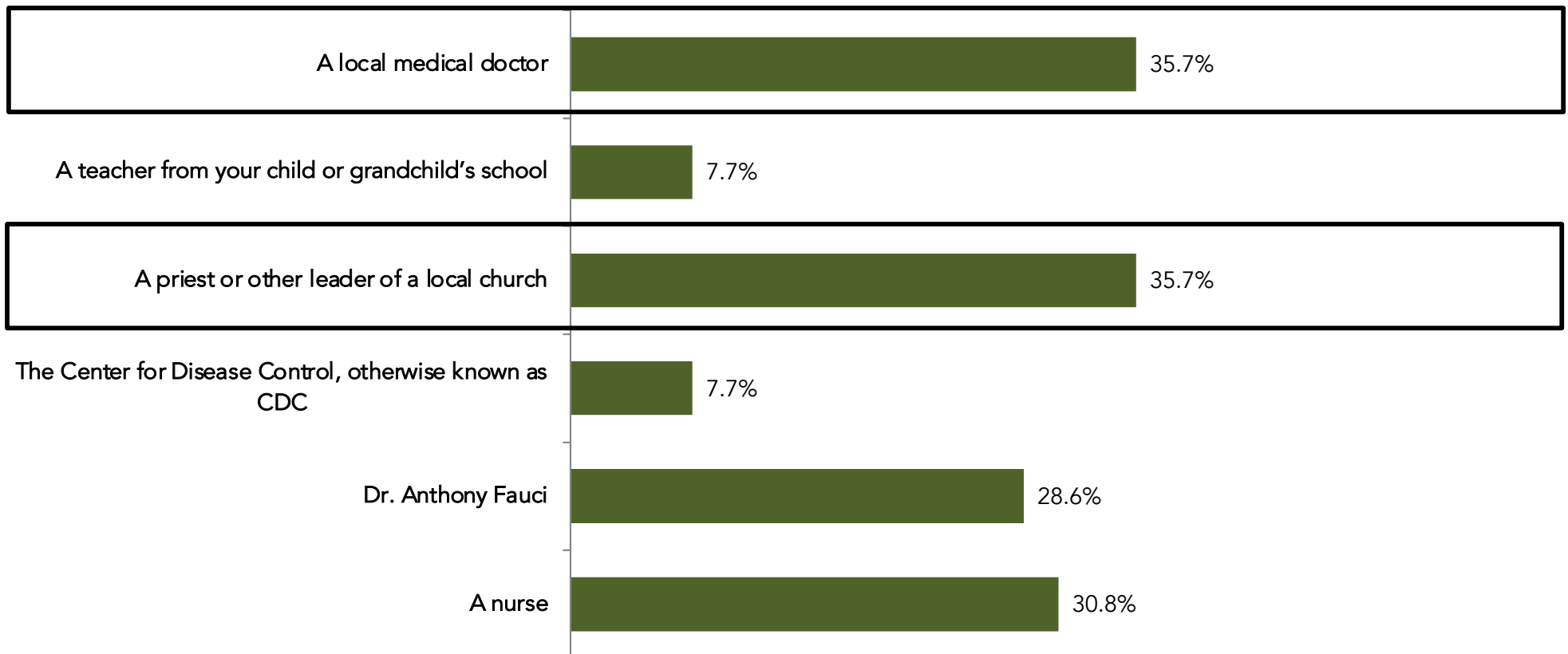
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Focusing on: those hesitant to vaccinate children/grandchildren

A local medical doctor or a church leader are the most trustworthy messengers

Question: Now, I am going to read you the names of several people and organizations who might take a public stand on vaccinations. Please listen and then tell me if you find that person or organization trustworthy. If it makes no difference to you – or if you’ve never heard of the person or organization – please just say so. The first name is [READ NAME]. Do you feel that [READ NAME] is trustworthy or are they not trustworthy?



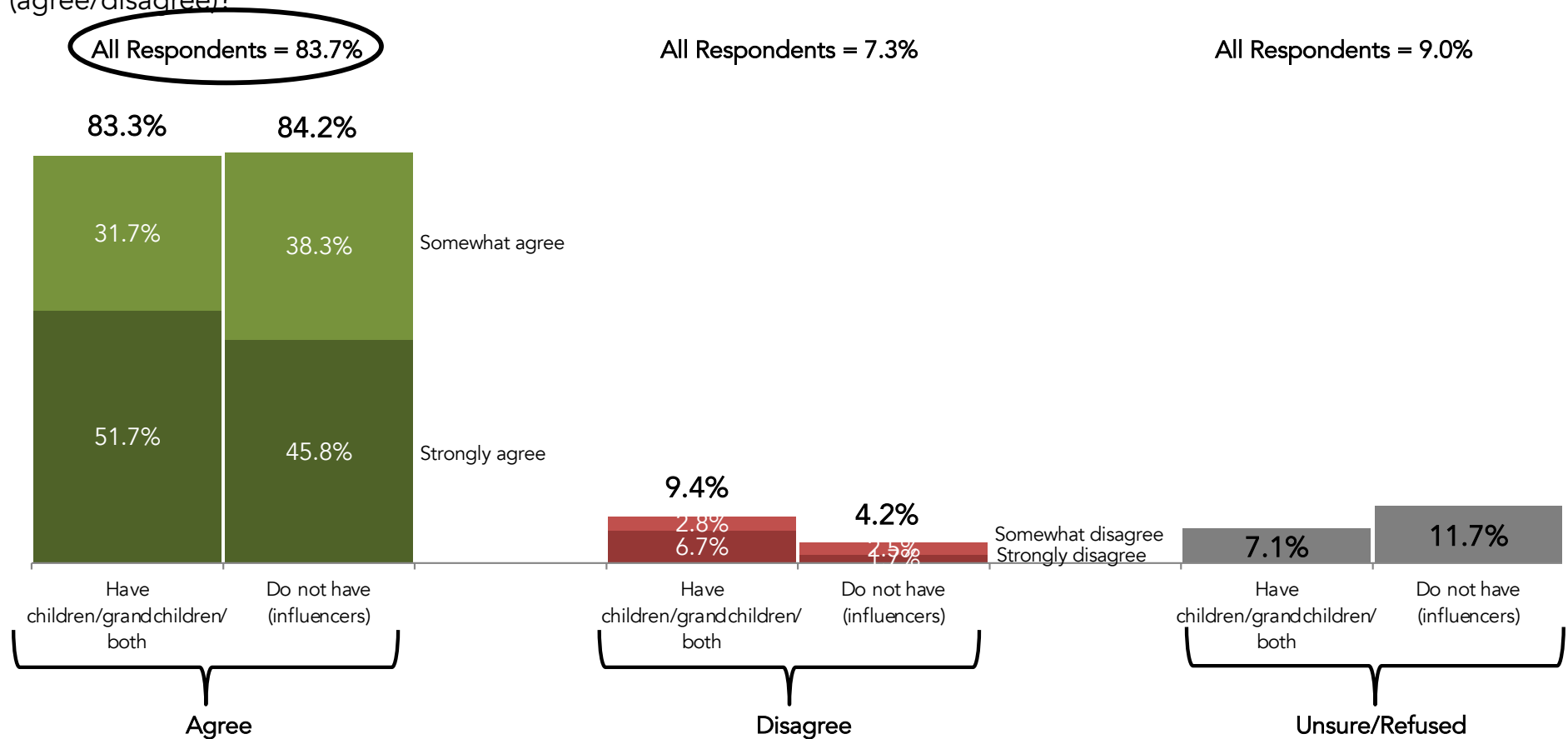
**If respond anything other than "as soon as possible"*

Influence of Children

83.7% listen when their children/grandchildren

Share important health information they learn at school with them

Question: Please tell me if you agree or disagree with the following statement: "I feel that the information that my children or grandchildren learn at school is important, and I listen when they share important information about health with me that they learn at school." [RECORD] [IF AGREE OR DISAGREE >>>] And would you say that you strongly or somewhat (agree/disagree)?





Thank you

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