

	Total	WHITE	LATNO	BLACK
Q1. What is your gender?				
Male	47%	47%	48%	48%
Female	53	53	52	52
Q2. What is your age?				
18-29	17%	11%	33%	28%
30-49	32	27	41	40
50-64	28	32	18	22
65+	23	31	8	10
MEAN	49.0	53.5	38.3	41.5
Q3. How many days a week do you read, watch, or listen to state or national news? If you rarely or never read or watch state or international news, just put a "0."				
0	15%	15%	9%	13%
1-4	22	20	22	26
5-6	21	18	36	23
7	43	47	34	39
MEAN	4.64	4.75	4.77	4.58
Q4. What state are you registered to vote in?				
EAST	21%	22%	18%	19%
INDUSTRIAL/MIDWEST	21	25	13	14
WEST/MIDWEST	17	17	26	15
SOUTH	26	26	19	40
PACIFIC	15	10	23	11
SWING	29	32	28	22
Q5. How many times in the past two years or so have you either written, emailed, or called an elected official [LOCAL, STATE OR NATIONAL] about any issue, or attended a political rally of some kind? If never, just put a "0."				
0	68%	71%	58%	65%
1	8	7	9	10
2+	24	22	33	25
MEAN	1.70	1.79	1.48	1.99
Q6. If you had to pick ONE of the following, which best describes your ethnic/racial background? If other, please specify.				
African-American/Black	12%	-	-	100%
White/Caucasian/Middle Eastern	65	100	-	-
Latino/Hispanic	15	-	100	-
Asian or Pacific Islander	6	-	-	-
Other (SPECIFY)	2	-	-	-
Let's start with a few general questions...				
Q7. Did you get a flu shot either this year or last year?				
Yes	63%	63%	70%	56%
No	37	37	30	44
Q8. Overall, how serious is the current situation with COVID-19 right now in your community?				
Extremely serious	36%	32%	47%	41%
Very serious	27	28	22	30
Somewhat serious	19	21	15	18
A little serious	10	11	13	6
Not serious at all	8	9	4	4
SERIOUS (NET)	63%	60	69	71
NOT SERIOUS (NET)	18	19	17	10
Q9. Overall, how serious is the current situation with COVID-19 right now in America?				
Extremely serious	49%	48%	50%	53%
Very serious	26	24	31	32
Somewhat serious	14	16	9	10
A little serious	5	6	8	2
Not serious at all	6	7	2	3
SERIOUS (NET)	75%	71	81	85
NOT SERIOUS (NET)	11	13	10	5
Q10. Do you personally know someone close to you who has been diagnosed with the coronavirus? Select ALL that apply.				
Yes, I know someone who has died from COVID-19	24%	22%	32%	27%
Yes, I know someone with a severe case of COVID-19 but didn't die	24	22	30	23

Yes, I know someone with mild case of COVID-19.....	39	42	36	31
No, I don't know anyone who has been diagnosed with COVID-19.....	38	37	36	41
YES (NET)	62%	63	64	59

Q11. If a vaccine against COVID-19 were available to you today, at no cost, how likely would you be to get it?

	Total	WHITE	LATNO	BLACK
Absolutely certain.....	41%	43%	38%	33%
Probably.....	19	17	25	21
Not sure.....	17	17	14	15
Probably not.....	7	7	4	13
Definitely will not	16	16	19	18
PROBABLY (NET)	60%	60	63	54
PROBABLY NOT (NET).....	23	22	23	31

Q12. Right now, what is your plan for taking the COVID-19 vaccine when it is offered to you?

	Total	WHITE	LATNO	BLACK
I want to take it immediately.....	35%	37%	36%	25%
I want to wait a few days.....	9	9	8	8
I want to wait a few weeks	11	10	12	13
I want to wait a few months.....	17	17	17	14
I want to wait at least a year.....	6	6	3	10
I want to be one of the last people to take it.....	5	5	6	8
I am not going to take the vaccine	18	17	19	22

Q13A. [FORM A] Whom do you trust the most when it comes to deciding whether or not to take the vaccine?

	Total	WHITE	LATNO	BLACK
America's leading scientists and researchers	56%	55%	61%	52%
The world's leading scientists and researchers.....	44	45	39	48

Q14B. [FORM B] Whom do you trust the most when it comes to deciding whether or not to take the vaccine?

	Total	WHITE	LATNO	BLACK
America's leading medical experts.....	49%	50%	44%	43%
America's leading health experts	27	23	39	32
America's leading scientists	24	26	18	25

Now we'll ask you about the development and distribution of the vaccine...

Q15A. [FORM A] From what you know right now, how safe do you think the FDA-approved COVID-19 vaccines are? Are they...?

	Total	WHITE	LATNO	BLACK
Extremely safe	19%	21%	15%	15%
Very safe	37	37	36	33
Somewhat safe	21	19	21	27
A little safe.....	9	10	11	7
Not at all safe	13	12	16	17
SAFE (NET)	56%	58	51	48
NOT SAFE (NET).....	22	23	28	25

Q16B. [FORM B] From what you know right now, how effective do you think the FDA-approved COVID-19 vaccines are? Are they...?

	Total	WHITE	LATNO	BLACK
Extremely effective.....	24%	23%	39%	16%
Very effective	34	36	24	35
Somewhat effective.....	25	24	24	26
A little effective	8	8	7	12
Not at all effective.....	9	9	6	10
EFFECTIVE (NET).....	58%	59	63	51
NOT EFFECTIVE (NET)	17	17	13	23

Q17A. [FORM A] What of the following facts about the development and approval of the COVID-19 vaccine would give you the most trust and confidence to take it?

	Total	WHITE	LATNO	BLACK
The process was transparent and rigorous throughout, with continual oversight from medical experts and a final approval by the FDA.....	18%	21%	12%	13%
Data will continue to be collected two years after the vaccine is administered to ensure that the long-term effects are safe for people.....	18	17	23	21
This vaccine followed the same review process of every other vaccine.....	13	12	11	11
Thousands of people participated in independent trials for the vaccine.....	10	11	7	9
There has been significant improvement in the science over recent months.....	10	8	16	14
There was greater cooperation across multiple companies, industries, and countries than any other vaccine in history.....	9	9	11	13
The approval process in the US was longer and required more evidence than in other countries like the UK.....	9	9	11	10

People representative of the gender, age, and ethnicity of the population were all part of the vaccine trial.	8	9	2	7
More money was invested in the research for this vaccine than any other vaccine in history.	6	6	6	2

Q17/18A. [FORM A] What of the following facts about the development and approval of the COVID-19 vaccine would give you the most trust and confidence to take it? **[COMBINED]**

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
The process was transparent and rigorous throughout, with continual oversight from medical experts and a final approval by the FDA.	34%	39%	25%	26%
Data will continue to be collected two years after the vaccine is administered to ensure that the long-term effects are safe for people.	31	31	36	30
This vaccine followed the same review process of every other vaccine.	27	23	36	29
Thousands of people participated in independent trials for the vaccine.	21	24	14	17
There was greater cooperation across multiple companies, industries, and countries than any other vaccine in history.	20	18	29	21
People representative of the gender, age, and ethnicity of the population were all part of the vaccine trial.	19	20	9	23
The approval process in the US was longer and required more evidence than in other countries like the UK.	18	18	15	19
There has been significant improvement in the science over recent months.	17	15	21	24
More money was invested in the research for this vaccine than any other vaccine in history.	13	13	14	10

Q19B. [FORM B] If you had to choose, which of the following arguments explaining why the COVID-19 vaccine was developed as fast as it was would make you MOST comfortable taking the vaccine?

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
A safety board approved every study, and the FDA carefully reviewed the data from every phase of every vaccine trial.	20%	21%	17%	18%
Data and findings were shared with researchers around the world on a scale that has never been done before, allowing for genuine international cooperation.	19	21	17	17
Researchers were not starting from scratch. Dozens of other coronaviruses provided an essential base for developing a vaccine.	18	19	9	19
Both the private sector and governments invested billions of dollars into vaccine development more than ever before, allowing more and better research.	17	17	19	16
Scientists applied new learnings about our immune system to create an effective vaccine.	15	14	20	18
The unusually high number of volunteers for clinical trials allowed enrollment goals to be met much faster. ...	11	9	18	12

Q19/20B. [FORM B] If you had to choose, which of the following arguments explaining why the COVID-19 vaccine was developed as fast as it was would make you MOST comfortable taking the vaccine? **[COMBINED]**

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
Data and findings were shared with researchers around the world on a scale that has never been done before, allowing for genuine international cooperation.	41%	42%	43%	40%
A safety board approved every study, and the FDA carefully reviewed the data from every phase of every vaccine trial.	40	42	39	31
Both the private sector and governments invested billions of dollars into vaccine development more than ever before, allowing more and better research.	34	31	36	39
Researchers were not starting from scratch. Dozens of other coronaviruses provided an essential base for developing a vaccine.	34	39	16	33
Scientists applied new learnings about our immune system to create an effective vaccine.	28	26	32	31
The unusually high number of volunteers for clinical trials allowed enrollment goals to be met much faster. ...	24	20	34	26

Q21. Regarding the development and approval of the COVID-19 vaccine, which of these factors would give you the most trust and confidence to take it?

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
The unprecedented cooperation between scientists, health and medical experts, and researchers internationally.	71%	73%	63%	70%
The unprecedented cooperation between science, health, and medical companies internationally.	29	27	37	30

Q22. Which of the following actions by the science and medical communities gives you the most trust and confidence in the process that led to a COVID-19 vaccine?

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
Research.	49%	52%	41%	44%
Study.	14	13	21	14
Investigate.	9	9	8	9
Innovate.	8	8	5	9
Examine.	8	7	8	9

Create	4	4	5	6
Discover	4	4	5	4
Invent	4	3	6	3

Q22/23. Which of the following actions by the science and medical communities gives you the most trust and confidence in the process that led to a COVID-19 vaccine? **[COMBINED]**

	Total	WHITE	LATNO	BLACK
Research	66%	70%	55%	58%
Study	33	32	42	34
Investigate	28	29	27	28
Examine	20	19	17	25
Innovate	17	18	10	16
Discover	14	13	18	18
Create	12	10	16	13
Invent	9	8	15	8

Q24A. [FORM A] Would you trust and take a vaccine developed and approved by UK scientific, medical and health professionals?

	Total	WHITE	LATNO	BLACK
Absolutely certain	19%	20%	16%	21%
Probably	33	31	37	32
Not sure	28	29	20	24
Probably not	6	7	5	8
Definitely will not	14	12	22	14
PROBABLY (NET)	52%	52	53	53
PROBABLY NOT (NET)	20	19	27	23

Q25B. [FORM B] Would you trust and take a vaccine developed and approved by CHINESE scientific, medical and health professionals?

	Total	WHITE	LATNO	BLACK
Absolutely certain	9%	7%	15%	17%
Probably	17	13	33	22
Not sure	27	26	27	28
Probably not	18	21	8	14
Definitely will not	28	34	17	19
PROBABLY (NET)	26%	20	48	39
PROBABLY NOT (NET)	46	54	25	33

Q26. Whom do you trust and should be MOST responsible for the distribution of the COVID-19 vaccine?

	Total	WHITE	LATNO	BLACK
Your healthcare provider	30%	33%	24%	24%
Federal public health agencies	24	24	24	22
Your state public health agency	18	19	14	18
Your local public health agency	9	7	11	12
National pharmacies	7	7	8	12
Your local pharmacy	7	6	9	8
Your place of work	5	3	10	4

Q26/27. Whom do you trust and should be MOST responsible for the distribution of the COVID-19 vaccine? **[COMBINED]**

	Total	WHITE	LATNO	BLACK
Your healthcare provider	50%	51%	55%	41%
Your state public health agency	39	40	35	40
Federal public health agencies	38	38	33	37
Your local public health agency	23	22	28	25
Your local pharmacy	22	22	22	21
National pharmacies	19	20	15	23
Your place of work	9	7	13	13

Q28. There are multiple COVID-19 vaccines in the developmental and approval process. The companies that currently offer a vaccine are Pfizer-Biotech, Moderna, AstraZeneca and Johnson & Johnson. Honestly, have you heard of any of these companies before now? Please select all that apply.

	Total	WHITE	LATNO	BLACK
Yes, Pfizer-Biotech	68%	74%	59%	52%
Yes, Johnson & Johnson	64	70	54	57
Yes, Moderna	46	49	35	44
Yes, AstraZeneca	45	54	24	32
No, I haven't heard of any of them	10	8	12	13
YES (NET)	90%	92	88	87

Q29. And from what you currently know, which vaccine would be MOST willing to take?

	Total	WHITE	LATNO	BLACK
Pfizer-BioNTech COVID-19 vaccine	21%	19%	26%	21%
Moderna's COVID-19 vaccine	20	21	17	17
Johnson & Johnson's COVID-19 vaccine	7	7	7	9
AstraZeneca's COVID-19 vaccine	5	5	4	4
I would be willing to take any COVID-19 vaccine	25	27	23	22
I would not take a COVID-19 vaccine	22	22	23	26

Q30A. [FORM A] Thinking about who should have access to the COVID-19 vaccine first, which of these statements do you most agree with?

	Total	WHITE	LATNO	BLACK
Some people in some occupations should receive the vaccine early because of their job and their impact on society.	41%	42%	43%	30%
The people who are most at risk physically should have	39	42	33	38

first access to the vaccine				
Everyone is equal. No one in this country is any more or less deserving than anyone else. Just as getting COVID-19 is random, everyone should have an equal opportunity to get the vaccine.	20	16	24	32

Q31B. [FORM B] Who would anger you the most if they "cut the line" to get the COVID-19 vaccine ahead of frontline healthcare workers?

	Total	WHITE	LATNO	BLACK
Wealthy people	29%	26%	37%	43%
Celebrities	24	29	17	16
Politicians	24	25	22	17
Corporate CEOs.....	8	6	9	13
Professional athletes.....	8	8	11	7
Journalists.....	6	6	5	4

Q31/32B. [FORM B] Who would anger you the most if they "cut the line" to get the COVID-19 vaccine ahead of frontline healthcare workers? **[COMBINED]**

	Total	WHITE	LATNO	BLACK
Celebrities	53%	59%	39%	39%
Wealthy people	50	47	49	63
Politicians	38	38	43	29
Corporate CEOs.....	26	21	28	41
Professional athletes.....	21	21	24	17
Journalists.....	14	13	16	11

We'll ask you about taking the vaccine...

Q33. Which is the MOST convincing and compelling benefit to take the COVID-19 vaccine as soon as it is available to you?

	Total	WHITE	LATNO	BLACK
It will prevent more people from getting sick and prevent more deaths.	52%	54%	50%	51%
It will allow us to reopen the economy and get people back to work faster.	26	23	40	25
It will allow us to resume normal life faster.....	22	23	11	25

Q34A. [FORM A] Some have argued against getting the COVID-19 vaccine when it's available. Other than your own health, which of the following possible consequences from NOT getting the vaccine would bother you the MOST? And your second choice? And your third choice?

	Total	WHITE	LATNO	BLACK
The potential for your friends and family to become ill - or worse	25%	28%	23%	18%
The increasing burden on our hospitals and healthcare system.....	16	18	6	12
The damage to the economy from continued lockdowns	14	14	17	10
We'll have to keep wearing masks for six months or even a year or longer	10	8	15	13
The loss of our freedoms to live our lives the way we want without interference	9	8	9	8
The impact on mental health if the virus continues	7	5	13	8
The continued closure of schools, putting students even further behind	6	7	3	9
Missing events and celebrations like birthdays, holidays, concerts, sporting events, and eating out	6	5	4	10
The inability to travel safely and easily by subway, bus, train or plane	4	3	8	4
The competitive disadvantage Americans will face compared to other countries	3	2	2	6

Q34-36A. [FORM A] Some have argued against getting the COVID-19 vaccine when it's available. Other than your own health, which of the following possible consequences from NOT getting the vaccine would bother you the MOST? And your second choice? And your third choice? **[COMBINED]**

	Total	WHITE	LATNO	BLACK
The damage to the economy from continued lockdowns	55%	60%	51%	37%
The potential for your friends and family to become ill - or worse	48	49	54	43
The increasing burden on our hospitals and healthcare system.....	44	46	39	41
The impact on mental health if the virus continues	29	27	31	32
The loss of our freedoms to live our lives the way we want without interference	28	29	27	26
The continued closure of schools, putting students even further behind	26	26	15	28
We'll have to keep wearing masks for six months or even a year or longer	25	22	35	32
The competitive disadvantage Americans will face compared to other countries	17	14	23	23
Missing events and celebrations like birthdays, holidays, concerts, sporting events, and eating out	15	16	8	19
The inability to travel safely and easily by subway, bus, train or plane	14	11	17	20

Q37B. [FORM B] Which of the following possible benefits from getting the COVID-19 vaccine as soon as it's available would you find the MOST convincing and compelling?

	Total	WHITE	LATNO	BLACK
It would prevent more illnesses and deaths in America. .	26%	28%	25%	22%
Not having to worry about getting sick from the virus.	12	11	19	11
Life will return to normal.	12	13	9	8
It would protect my friends and family.....	9	9	7	14

It would get the economy moving again.....	7	7	3	8
I can be close to my friends and loved ones with peace of mind.	7	7	7	4
The vaccine is easy to take -- it's like any other shot.	6	5	11	8
It's returning the favor to frontline workers who've had it the worst.....	5	6	-	7
We would not have to be as stringent about wearing masks and social distancing.	4	5	3	5
It'll allow us to once again enjoy the special events of life, like birthdays, holidays, concerts, sports, and going to restaurants and bars.	4	5	2	5
It will help us unite as a country.	4	2	9	7
I am participating in something truly historic - a moment of human progress.	2	2	3	3
It's supporting racial justice and equality, since the virus hurts certain communities more than others.	2	1	2	-

Q37-39B. [FORM B] Which of the following possible benefits from getting the COVID-19 vaccine as soon as it's available would you find the MOST convincing and compelling? **[COMBINED]**

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
It would prevent more illnesses and deaths in America. .	48%	49%	53%	41%
It would get the economy moving again.....	35	36	36	22
Not having to worry about getting sick from the virus.	35	36	33	30
It would protect my friends and family.....	34	37	26	35
Life will return to normal.....	31	35	17	36
I can be close to my friends and loved ones with peace of mind.	21	20	23	22
It'll allow us to once again enjoy the special events of life, like birthdays, holidays, concerts, sports, and going to restaurants and bars.	19	19	24	20
It's returning the favor to frontline workers who've had it the worst.....	18	19	15	13
The vaccine is easy to take -- it's like any other shot.	16	12	21	20
It will help us unite as a country.	14	12	16	19
We would not have to be as stringent about wearing masks and social distancing.	13	14	7	15
I am participating in something truly historic - a moment of human progress.	9	7	18	13
It's supporting racial justice and equality, since the virus hurts certain communities more than others.	7	4	10	15

Q40. Regardless of whether you plan to be vaccinated, what is your biggest hesitancy with taking the COVID-19 vaccine, if any?

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
I'm worried about the unknown long-term side effects of the vaccine that we won't know for years.....	24%	24%	25%	19%
I'm worried about the potential short-term side effects from taking the vaccine.	9	8	9	12
I'm worried about the unknown length of immunity that the vaccine provides.	8	8	8	8
I'm worried about the speed at which the vaccine has been approved by public health officials.	7	7	9	9
I'm worried about the speed at which the vaccine has been developed.....	7	7	10	8
There is too much conflicting information out there whether to take the vaccine	6	5	5	9
I am worried about getting COVID-19 from taking the vaccine.	6	5	9	8
The threat of coronavirus is overblown. The chance of me getting the COVID-19 virus is so low that a vaccine is not necessary for me.	5	6	3	4
I am scared of shots in general, COVID is just another one.	4	3	5	5
I'm worried about how much I will have to pay for the vaccine.	3	3	1	3
None of these concern me.	21	25	15	14

Q40-42. Regardless of whether you plan to be vaccinated, what is your biggest hesitancy with taking the COVID-19 vaccine, if any? **[COMBINED]**

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
I'm worried about the unknown long-term side effects of the vaccine that we won't know for years.....	45%	46%	43%	41%
I'm worried about the potential short-term side effects from taking the vaccine.	31	27	42	37
I'm worried about the unknown length of immunity that the vaccine provides.	25	25	27	21
I'm worried about the speed at which the vaccine has been developed.....	25	25	27	26
I'm worried about the speed at which the vaccine has been approved by public health officials.	24	21	31	30
There is too much conflicting information out there whether to take the vaccine	16	15	17	18
I am worried about getting COVID-19 from taking the vaccine.	12	11	16	16
I'm worried about how much I will have to pay for the vaccine.	11	8	13	17

I am scared of shots in general, COVID is just another one.....	9	8	6	12
The threat of coronavirus is overblown. The chance of me getting the COVID-19 virus is so low that a vaccine is not necessary for me.....	8	9	6	8
None of these concern me.....	28	32	18	22

The next set of questions will discuss language and values...

Q43A. [FORM A] When you think about both COVID-19 and the vaccination, what word best describes what you want most?

	Total	WHITE	LATNO	BLACK
A return to normal	20%	25%	6%	17%
Safety.....	16	14	18	18
Immunity.....	15	16	17	10
Health.....	13	13	7	15
Peace of mind	8	7	15	8
Freedom.....	8	6	11	9
Wellness.....	6	7	3	4
Equality	4	2	10	5
Certainty.....	4	3	4	6
Security.....	3	3	9	2
Victory.....	2	1	1	6
Predictability.....	2	2	-	1

Q43-45A. [FORM A] When you think about both COVID-19 and the vaccination, what word best describes what you want most?
[COMBINED]

	Total	WHITE	LATNO	BLACK
A return to normal	45%	48%	39%	42%
Health.....	42	43	42	40
Safety.....	41	40	33	44
Immunity.....	36	40	36	24
Peace of mind	32	32	31	35
Wellness.....	26	27	30	27
Freedom.....	24	23	19	26
Security	14	14	17	14
Certainty.....	14	12	21	13
Victory	10	8	12	13
Equality	9	6	15	16
Predictability.....	6	6	5	7

Q46B. [FORM B] In the past, people have referred to those who have refused to take vaccines as "anti-vaxxers." In the case of the COVID-19 vaccine, how should our elected leaders describe those who are hesitant to take the vaccine?

	Total	WHITE	LATNO	BLACK
Concerned.....	15%	11%	27%	19%
Skeptical.....	12	15	-	14
Misinformed.....	9	9	8	9
Jeopardizing all of us	8	8	12	5
Uninformed.....	8	7	10	14
A danger to society	7	8	10	6
Misguided.....	6	7	2	1
Well-meaning	5	5	8	9
Well-intentioned	5	4	7	4
Confused.....	3	3	4	4
Misled.....	2	3	-	3
None of these.....	18	21	12	13

[FORM B] Q46B. In the past, people have referred to those who have refused to take vaccines as "anti-vaxxers." In the case of the COVID-19 vaccine, how should our elected leaders describe those who are hesitant to take the vaccine?

	Total	WHITE	LATNO	BLACK
Concerned.....	31%	26%	41%	45%
Skeptical.....	31	33	27	34
Misinformed.....	26	28	22	18
Jeopardizing all of us	25	25	31	20
Uninformed.....	21	19	25	26
Misguided.....	21	22	15	17
A danger to society	19	18	22	17
Well-intentioned	16	14	19	20
Confused.....	15	14	23	15
Well-meaning	15	13	19	23
Misled.....	15	14	10	15
None of these.....	26	29	21	21

Q49A. [FORM A] Which makes you more likely to take the COVID-19 vaccine?

	Total	WHITE	LATNO	BLACK
The benefits from taking it.....	61%	58%	61%	69%
The consequences from not taking it.....	39	42	39	31

Q50B. [FORM B] In thinking about the development and distribution of the COVID-19 vaccine, who would you trust more when considering taking it?

	Total	WHITE	LATNO	BLACK
Pharmaceutical companies.....	70%	73%	61%	64%
Drug companies.....	30	27	39	36

Q51A. [FORM A] Other than yourself, would

	Total	WHITE	LATNO	BLACK
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you be MOST willing to take the COVID-19 vaccine for...?

Your family	53%	54%	53%	53%
Your country/America.....	20	22	14	17
The economy	13	11	21	11
Your community	8	8	3	13
Your friends.....	6	5	9	6

Q52B. [FORM B] When it comes to the COVID vaccine, which do you have the greatest degree of trust and confidence...that the vaccine was developed by scientists and labs ...

	Total	WHITE	LATNO	BLACK
Globally	39%	39%	36%	39%
Internationally.....	32	36	24	29
Around the world.....	29	25	40	32

Q53A. [FORM A] Which of the following slogans would be MOST convincing and compelling for you to consider getting the COVID-19 vaccine?

	Total	WHITE	LATNO	BLACK
Do it for yourself, for your family, for your country	17%	19%	8%	16%
To defeat the pandemic	11	12	8	11
Protect your family and your community	10	10	7	10
Make the smart choice. Make the healthy choice.	9	10	6	8
Do your part	8	7	7	9
Let's move on with our lives	7	7	9	8
A return to our way of life	7	5	17	6
Reopen the economy	7	6	15	3
A return to normalcy.....	5	5	2	10
We did it!	4	4	5	3
I want YOU to get vaccinated.....	4	3	12	-
Reconnect with the people and things you love.....	3	4	-	5
Change the course of history	3	4	1	2
Be the hero your friends and family need	3	2	3	7
We can do this	2	3	-	2

Q53-55A. [FORM A] Which of the following slogans would be MOST convincing and compelling for you to consider getting the COVID-19 vaccine? **[COMBINED]**

	Total	WHITE	LATNO	BLACK
Do it for yourself, for your family, for your country	33%	36%	23%	32%
Protect your family and your community	32	32	35	30
Make the smart choice. Make the healthy choice.	28	30	24	27
To defeat the pandemic	28	28	28	26
A return to our way of life	27	27	36	20
Do your part	21	20	11	26
Let's move on with our lives	21	18	30	16
Reopen the economy	21	18	30	14
A return to normalcy.....	20	20	21	27
Reconnect with the people and things you love.....	16	17	4	24
I want YOU to get vaccinated.....	14	13	15	13
We can do this	13	12	7	17
We did it!	11	10	15	7
Change the course of history	9	9	13	10
Be the hero your friends and family need	8	7	9	9

Q56B. [FORM B] Which description of the science that led to the COVID-19 vaccine would give you the most trust and confidence in the vaccine?

	Total	WHITE	LATNO	BLACK
Advanced	14%	14%	10%	11%
Groundbreaking	13	15	11	14
Unprecedented.....	12	10	18	11
Cutting-edge.....	11	13	7	9
Innovative.....	11	11	13	12
State-of-the-art	10	11	4	9
Modern	7	5	13	9
Historic	6	5	9	7
Inventive.....	4	3	7	5
Extraordinary.....	4	5	2	2
Amazing	4	3	3	4
Futuristic.....	4	4	3	7

Q56-58B. [FORM B] Which description of the science that led to the COVID-19 vaccine would give you the most trust and confidence in the vaccine? **[COMBINED]**

	Total	WHITE	LATNO	BLACK
Advanced	40%	44%	26%	31%
Groundbreaking	38	41	29	32
Cutting-edge.....	32	36	28	29
Unprecedented.....	32	31	39	31
Innovative.....	32	31	35	38
State-of-the-art	24	27	18	21
Historic	19	18	23	24
Inventive.....	19	17	24	26
Extraordinary.....	19	18	18	20
Amazing	18	17	18	12
Modern	18	14	31	20
Futuristic.....	8	7	11	15

Q59A. [FORM A] Which word would make you

	Total	WHITE	LATNO	BLACK
Vaccination.....	40%	42%	26%	43%

most willing to take a COVID-19 treatment...
If it was a/an?

Immunization.....	31	33	30	22
Shot.....	13	13	14	16
Injection.....	7	6	11	12
Inoculation.....	5	5	12	5
Jab.....	3	1	7	2

Q60B. [FORM B] Which statement about the need to get vaccinated for COVID-19 is MOST convincing and compelling to you in getting vaccinated yourself?

	Total	WHITE	LATNO	BLACK
Getting vaccinated will help keep you, your family, your community, the economy, and your country healthy and safe.	62%	67%	41%	57%
Taking the vaccine is the right thing to do for yourself, for your family, your community, the economy and for the country.	38	33	59	43

Q61A. [FORM A] Some people report common, mild side effects from the COVID-19 vaccine such as arm pain where the injection occurred, as well as headache or fatigue. Which statement about side effects do you find MOST reassuring?

	Total	WHITE	LATNO	BLACK
These are normal signs that your body is building protection	20%	22%	23%	13%
The likelihood of experiencing a severe side effect is less than 0.5%.....	17	20	2	19
Most side effects should go away in a few days	16	16	11	17
Most can be treated with over-the-counter medications like Advil or Tylenol	11	12	12	7
The frequency of all side effects found from the vaccine is continually monitored and reported to the public.	8	6	12	10
The alternative is not getting the vaccine, which could lead to you getting the virus - which is much, much worse.....	8	8	8	11
They are treatable by a healthcare provider.	7	6	14	8
None of these.....	13	12	18	15

Q61/62A. [FORM A] Some people report common, mild side effects from the COVID-19 vaccine such as arm pain where the injection occurred, as well as headache or fatigue. Which statement about side effects do you find MOST reassuring? **[COMBINED]**

	Total	WHITE	LATNO	BLACK
The likelihood of experiencing a severe side effect is less than 0.5%.....	33%	35%	25%	38%
These are normal signs that your body is building protection	32	34	29	27
Most side effects should go away in a few days	32	32	29	32
Most can be treated with over-the-counter medications like Advil or Tylenol	24	27	21	18
The alternative is not getting the vaccine, which could lead to you getting the virus - which is much, much worse.....	20	21	13	21
They are treatable by a healthcare provider.	16	13	27	11
The frequency of all side effects found from the vaccine is continually monitored and reported to the public.	14	12	16	17
None of these.....	16	14	21	21

Q62B. [FORM B] A few people report uncommon side effects from the COVID-19 vaccine like shortness of breath, wheezing, and swelling severe enough to take emergency medications or go to the hospital. Which statement about side effects do you find MOST reassuring?

	Total	WHITE	LATNO	BLACK
The likelihood of experiencing a severe side effect is less than 0.5% - less than one person in 200.	23%	26%	11%	19%
Virtually all the serious side effects are treatable by a healthcare provider.	22	24	22	13
The frequency of all side effects from the vaccine is continually monitored and reported to the public. The public has the right to know.....	17	15	26	22
The alternative is not getting the vaccine, which could lead to you getting the virus and then spreading it to other people	16	15	18	19
None of these.....	21	20	23	27

Q63A. [FORM A] The following are actual statements from political leaders on both sides of the aisle about the need to get vaccinated for COVID-19. Which would you find MOST convincing and compelling in getting vaccinated yourself?

	Total	WHITE	LATNO	BLACK
At 95 percent efficacy, this vaccine is extraordinarily effective at protecting you from the virus.	13%	12%	20%	13%
Vaccines will help bring this pandemic to an end.....	11	10	12	8
Getting vaccinated will help keep you, your family, your community and your country healthy and safe.....	9	11	5	9
The pandemic has been the greatest public health challenge of our lifetime, and our exceptional, extraordinary scientists and medical experts stepped up to create a vaccine safely and efficiently. This is America at our best.	9	8	15	8
While the FDA has moved faster than ever, we have not compromised a single standard of safety.....	8	9	10	6
"I will get vaccinated myself publicly to put aside the concern that some people have about safety of the vaccine." Dr. Anthony Fauci.....	8	8	7	11
The process used by the U.S. to evaluate and approve the vaccine was vigorous and robust, fact-based and science-based, accountable and transparent.	7	6	11	11

Vaccines don't stop pandemics. Making sure that people are vaccinated is what will stop this pandemic.	6	7	-	9
Taking the vaccine is the right thing to do for yourself, for your family, your community and for the country.	6	7	2	6
I cannot express how truly historic of an achievement this vaccination has been.	6	6	6	7
By taking collective, inclusive action across every community to get everyone vaccinated, we will have a healthier future for all of us.	5	4	10	4
Vaccines are the greatest gift that modern science has given to medicine.	4	5	-	2
Yes, we have cut red tape, but we've cut no corners when it comes to the development of this vaccine.	4	4	-	5
It's tragic when vaccines that could have saved so many lives are left on the shelf ...unused.	3	3	3	3

Q63-65A. [FORM A] The following are actual statements from political leaders on both sides of the aisle about the need to get vaccinated for COVID-19. Which would you find MOST convincing and compelling in getting vaccinated yourself? **[COMBINED]**

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
At 95 percent efficacy, this vaccine is extraordinarily effective at protecting you from the virus.	37%	34%	49%	33%
Vaccines will help bring this pandemic to an end.	36	37	40	25
Getting vaccinated will help keep you, your family, your community and your country healthy and safe.	28	29	28	24
The pandemic has been the greatest public health challenge of our lifetime, and our exceptional, extraordinary scientists and medical experts stepped up to create a vaccine safely and efficiently. This is America at our best.	26	24	28	29
Taking the vaccine is the right thing to do for yourself, for your family, your community and for the country.	24	22	30	21
The process used by the U.S. to evaluate and approve the vaccine was vigorous and robust, fact-based and science-based, accountable and transparent.	23	22	16	34
Vaccines don't stop pandemics. Making sure that people are vaccinated is what will stop this pandemic.	20	22	9	17
While the FDA has moved faster than ever, we have not compromised a single standard of safety.	20	23	16	18
By taking collective, inclusive action across every community to get everyone vaccinated, we will have a healthier future for all of us.	18	17	15	26
"I will get vaccinated myself publicly to put aside the concern that some people have about safety of the vaccine." Dr. Anthony Fauci.	17	17	13	24
Vaccines are the greatest gift that modern science has given to medicine.	14	14	14	13
Yes, we have cut red tape, but we've cut no corners when it comes to the development of this vaccine.	14	15	12	15
It's tragic when vaccines that could have saved so many lives are left on the shelf ...unused.	13	14	13	11
I cannot express how truly historic of an achievement this vaccination has been.	11	10	17	11

Q66B. [FORM B] Here's a fun question... If there was a television ad about getting a COVID-19 vaccine, what visual would be MOST powerful and impactful in your decision to get vaccinated?

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
People taking off their masks for the last time and throwing them away with confidence.	17%	18%	15%	21%
Celebrating the holidays with the entire extended family in the same room - and giving thanks.	13	16	7	10
A grandchild hugging their grandparents ... and the grandparents hugging them back.	13	14	6	10
Reopening a closed small business with customers enthusiastically shopping again while the small business owner watches happily.	12	14	9	11
Family and friends gather and enjoying eating at their favorite restaurant again -- indoors.	10	7	14	13
People going back to work, seeing and celebrating the colleagues they've missed in person.	8	8	7	4
A series of grateful high fives, hugs and physical contact with friends and loved ones.	7	5	17	8
Going to a concert or a sporting event with crowds applauding and cheering again.	6	4	10	9
Three notable public figures you really trust and respect getting the vaccine.	5	6	4	5
Friends going to a bar or club for a fun night out.	5	5	7	6
The greatest hip-hop artists of the past decade performing together for the first and only time as they are vaccinated.	3	2	3	3

Q66/67B. [FORM B] Here's a fun question... If there was a television ad about getting a COVID-19 vaccine, what visual would be

	<u>Total</u>	<u>WHITE</u>	<u>LATNO</u>	<u>BLACK</u>
People taking off their masks for the last time and throwing them away with confidence.	29%	32%	28%	29%
Family and friends gather and enjoying eating at their	27	24	32	29

MOST powerful and impactful in your decision to get vaccinated? **[COMBINED]**

favorite restaurant again – indoors				
Celebrating the holidays with the entire extended family in the same room - and giving thanks	26	29	18	22
A grandchild hugging their grandparents ... and the grandparents hugging them back.....	25	27	18	22
Reopening a closed small business with customers enthusiastically shopping again while the small business owner watches happily.....	24	25	21	23
People going back to work, seeing and celebrating the colleagues they've missed in person.....	17	17	16	10
A series of grateful high fives, hugs and physical contact with friends and loved ones	15	13	23	18
Going to a concert or a sporting event with crowds applauding and cheering again	13	10	14	22
Three notable public figures you really trust and respect getting the vaccine	10	9	14	8
Friends going to a bar or club for a fun night out	9	9	12	10
The greatest hop-hop artists of the past decade performing together for the first and only time as they are vaccinated.....	5	5	3	7

One more question before wrapping up...

Q69A. [FORM A] Would you be... to vote for someone running for office if they themselves received and encouraged other Americans to take the COVID-19 vaccine?

	Total	WHITE	LATNO	BLACK
Much more likely	27%	29%	18%	25%
Somewhat more likely	22	18	37	32
No change/neutral.....	43	48	27	36
Somewhat less likely.....	1	*	5	2
Much less likely.....	6	5	14	4
MORE LIKELY (NET)	49%	47	54	57
LESS LIKELY (NET)	7	5	18	7

Q70B. [FORM B] When should Members of Congress have access to the COVID-19 vaccination? **[DON'T ROTATE]**

	Total	WHITE	LATNO	BLACK
Right now/immediately	20%	18%	27%	23%
In the next few weeks along with essential workers.....	25	21	47	26
In the next few months at the same time as the people they represent	33	36	19	33
Not until at least half of Americans have had access.....	8	8	2	8
They should go last.....	14	17	5	10

Finally, we have a few demographic questions. Remember that your answers are strictly confidential.

Q71. Would you say you identify MOST politically as...?

	Total	WHITE	LATNO	BLACK
Strongly conservative.....	20%	23%	17%	12%
Somewhat conservative	20	22	21	15
Moderate	36	33	33	41
Somewhat liberal.....	13	14	12	16
Strongly liberal	11	8	18	16
CONSERVATIVE (NET)	40%	45	37	27
LIBERAL (NET)	24	22	30	32

Q72. What is the highest level of education you have completed?

	Total	WHITE	LATNO	BLACK
High school graduate or less.....	19%	19%	18%	28%
Vocational education/Community college	16	16	16	14
Some 4-year college	19	20	17	21
4-year college graduate	25	22	35	27
Post graduate.....	21	24	14	10

Q73. What is your total yearly HOUSEHOLD income? If you are retired, please answer what your household income was just before you retired.

	Total	WHITE	LATNO	BLACK
\$29,000 or less.....	21%	20%	20%	33%
\$30,000 to \$49,999	21	23	19	19
\$50,000 to \$74,999	22	20	30	23
\$75,000 to \$99,999	11	13	5	12
\$100,000 or more.....	24	24	26	13

Q74. Are you currently employed in a profession deemed "essential" during the COVID-19 pandemic **[ENERGY, CHILDCARE, WATER/WASTEWATER, AGRICULTURE/FOOD PRODUCTION, GROCERY/HARDWARE STORES, CONSTRUCTION/ELECTRICIANS/PLUMBERS, TRANSPORTATION, ETC.]?**

	Total	WHITE	LATNO	BLACK
Yes	28%	26%	38%	27%
I have no idea.....	6	5	6	11
No.....	65	68	56	62

Q75. Where do you usually get your news from?

	Total	WHITE	LATNO	BLACK
Newspapers	10%	10%	7%	7%
Television	58	58	60	62
Websites not connected with newspapers or television stations/networks	21	21	26	17
What my friends and family tell me	4	3	4	7
I rarely or never read or watch the news	7	8	3	7

Q76. Do you live in a...?

	Total	WHITE	LATNO	BLACK
City	30%	23%	41%	47%
Suburb	47	50	41	38
Small town	10	11	13	6
Rural/Farm Community	13	16	5	9

Q77. Thinking of all the elections that you've vote in over recent years, would you say that you generally vote for...?

	Total	WHITE	LATNO	BLACK
All Democrats	22%	16%	29%	45%
Mostly Democrats	15	14	19	18
A few more Democrats than Republicans	5	6	4	4
Evenly Democrat and Republican	10	9	10	13
A few more Republicans than Democrats	7	8	5	6
Mostly Republicans	15	19	13	3
All Republicans	20	24	13	7
Rarely/Never vote	5	4	7	6
DEMOCRATS (NET)	37%	30	48	62
SWING (NET)	22	23	19	23
REPUBLICANS (NET)	35	43	27	9

Q78. In the 2020 presidential election, whom did you support? If you did not vote in the last presidential election for whatever reason, just say so.

	Total	WHITE	LATNO	BLACK
Joe Biden	49%	40%	58%	73%
Donald Trump	45	55	37	18
Someone else	2	2	3	3
I did not vote	4	3	2	6