

AUDIENCE SNAPSHOT: HISPANIC AMERICANS WHO ARE VACCINE HESITANT

Hispanics who are hesitant to get the vaccine report that it's primarily due to a lack of confidence in the information they've received about COVID-19 vaccines. Like other Americans, they are also concerned about the vaccines' safety, side effects and development speed, and there is considerable distrust of government and corporate motives.

KEY TAKEAWAYS

- To help address hesitancy among Hispanics, messages should lead with empathy and acknowledge that a desire to learn more and ask questions is okay. People want to know the vaccines are safe – and the benefits outweigh the risk.
- Some undocumented Hispanics have questions and concerns around vaccine accessibility.

HISPANIC MOVABLE MIDDLE CHARACTERISTICS

32 MILLION AMERICANS

Demographic Skews

Women
Age 18-49
Urban or suburban
Employed as an essential worker
Resides in a household with 3+ members and/or multi-generational household
Limited access to high quality health care
Uninsured

Psychographic Skews

Low trust in government
Regularly attends religious services

Note: These are statistical skews but these characteristics by no means describe every movable middle American who is Hispanic.

Defining the Movable Middle:

We define the movable middle as those who are “skeptical” or “open but uncertain” compared to “intending” and “resistant.” For the Hispanic community, 55% are considered part of the movable middle, compared to 50% of total population.

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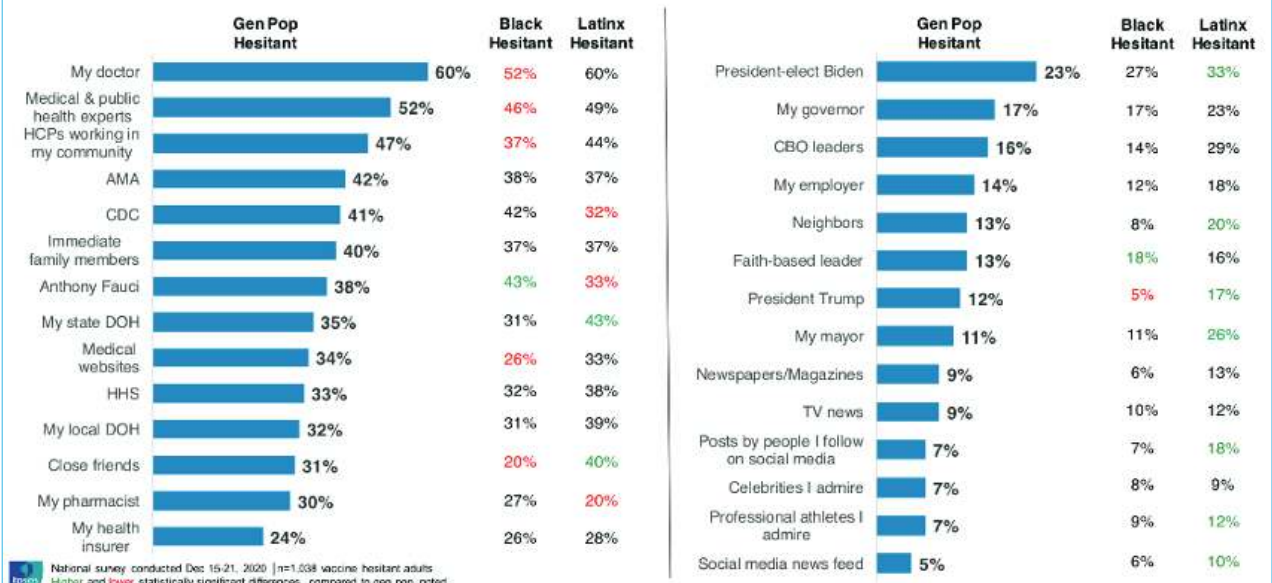
TRUSTED MESSENGERS

The messenger is just as important as the message, and messengers who have personal touchpoints and health care expertise are especially influential.

- Medical experts, personal doctors and other health care providers** are generally the most trusted sources of information for COVID-19 vaccination information and advice. Our research shows that the overwhelming majority of Hispanics who are hesitant are more likely to get vaccinated if they get a strong recommendation from their doctor.
- Institutions** like the Centers for Disease Control and Prevention carry credibility, but for Hispanics, it may be best to focus on trusted experts rather than institutions. Faith in government and the pharmaceutical industry is lower among this demographic.
- Word of mouth** from those whom people trust, including those within one's close personal network, is a powerful form of "social proof" (i.e. "if my family, friends and neighbors and others I admire intend to get vaccinated, I am more likely, too"). Compared to the other groups, Hispanics are more receptive to messages from voices within their inner circle such as neighbors, their mayor and posts by people they follow on social media.
- Celebrities** can be useful when they feature health experts on their channels to share educational information.

DOCTORS AND MEDICAL EXPERTS ARE MOST LIKELY TO BE INFLUENTIAL

If you heard a strong recommendation to get the COVID-19 vaccine from the following, do you think you would be more or less likely to get the COVID-19 vaccine?
% More Likely



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Source of our insights and recommendations:

- Literature review of existing research around vaccination hesitancy, with a focus on COVID-19 vaccination hesitancy.
- Consultations with public health and health communications professionals, affiliated with COVID Collaborative and other expert organizations.
- Insights and input from Ad Council partner creative and media agencies, including Dentsu Health, Been There Done That, Pereira O'Dell.
- A series of short quick-turnaround surveys in November-December 2020, conducted in partnership with Feedback Loop.
- Qualitative in-depth interviews conducted December 10-17, 2020 with a diverse array of 30 COVID-19 vaccination hesitant individuals nationwide (10 Black, 10 Hispanic, 10 white). Interviews conducted in English and Spanish. Conducted in partnership with Ahzul.
- Nationwide survey conducted December 15-21, 2020. n=1992, including augment samples of Black and Hispanic adults. Sampling and weighting protocols were implemented to ensure U.S. Census-representative results. This online study was conducted in partnership with Ipsos Public Affairs, leveraging their Knowledge Panel methodology.