



# ABNY COVID-19 Vaccine Survey: New York City

January 16-19, 2021  
1,549 respondents

# Executive Summary

**Willingness to be vaccinated varied by demographics, though the following patterns emerged overall:**

- **Race:** White residents are the most vaccinated and are the most willing to be vaccinated--with lowest vaccine hesitancy compared to respondents of other races
- **Geography:** Manhattan residents have the highest likelihood of getting vaccinated and the lowest vaccine hesitancy.
- **Age:** 18-34 year olds are the least hesitant to take the vaccine, while those 55+ are most likely to take the vaccine as soon as possible.
- **Gender:** More women report being vaccinated, however there is low disparity in willingness to be vaccinated between men and women.

**Key contributors to vaccine hesitancy include:**



Concerns about side effects



Concerns about effectiveness



Process of registration  
(older & non-white population)

**Factors that are persuasive in getting a vaccine include:**



Mandates or requirements



Convenience

**Lastly, authorities/people that are most trusted include:**



Your own Doctor



Dr. Anthony Fauci



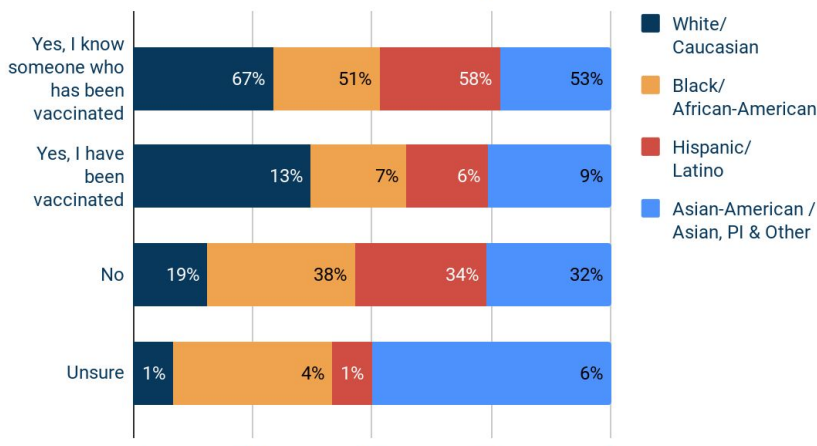
Family member

# Key Findings

**9% of New York City residents report being vaccinated. Significantly more White respondents know someone who has been vaccinated or report they have been vaccinated than non-white.**

Additionally, while there are small disparities in the vaccination rate by age, more than double the rate of women (12%) than men (5%) report being vaccinated. Further, vaccination rates among Staten Island residents (14%) are highest across boroughs. Interestingly, more Manhattan residents (67%) report knowing someone who has been vaccinated.

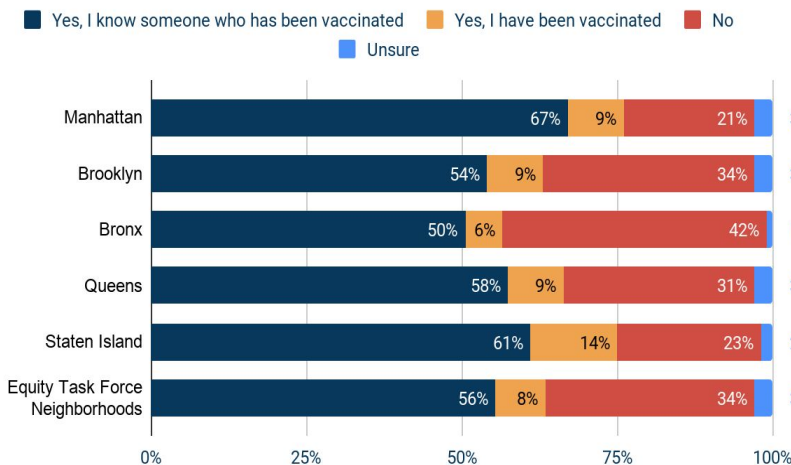
**Breakdown by Race**



## Note

NYC official health statistics report that 403,000 residents have been vaccinated. This indicates 6% of adults. Our reporting of 9% with a 2.5% MoE corroborates that our sample is *normal*.

**Breakdown by Borough**



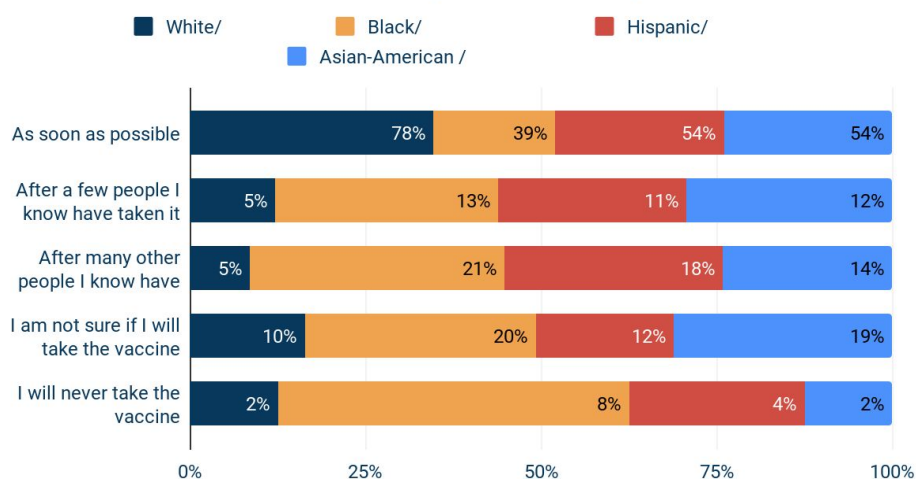
**Overall vaccine hesitancy among New Yorkers is low, with only 4% stating they would *never* take the vaccine and 14% unsure.**

But reluctance is 2x higher among Black/African-American residents (28%) as compared to White residents (12%). Asian/Asian American/Other residents (21%) also report relatively high reluctance.

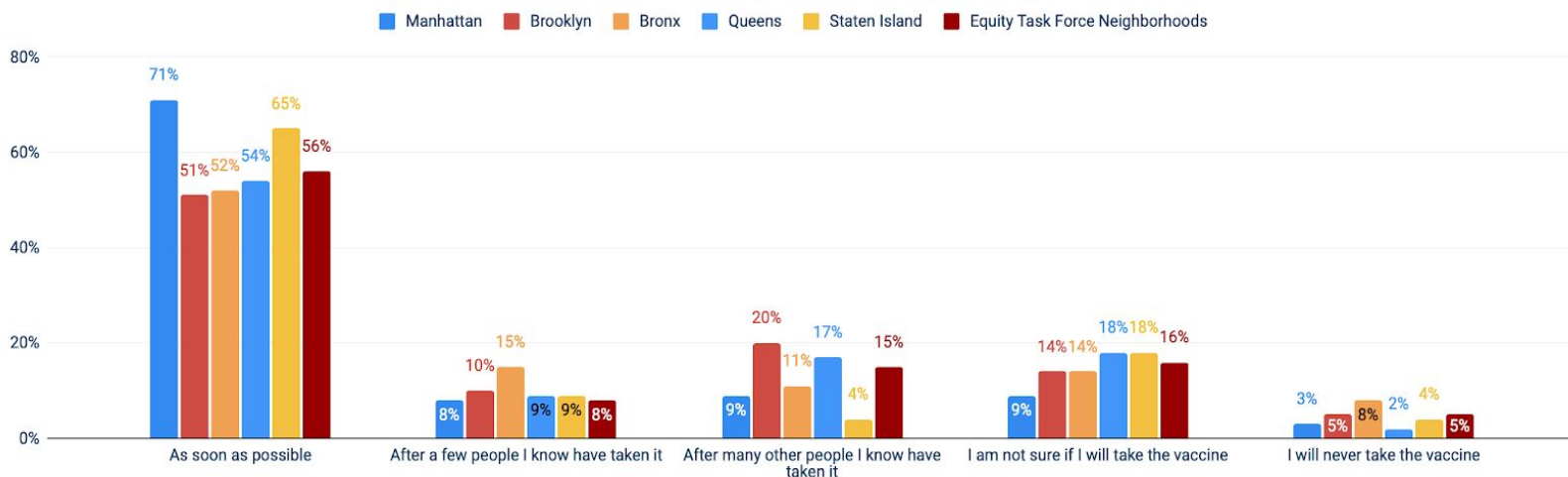
Geographically, vaccine skepticism is lower in Manhattan than anywhere else, while nearly 1 in 10 Bronx residents say they will never take a vaccine.

Age variations: 18-34 year olds are the least hesitant to take the vaccine (15% hesitancy rate compared to 21% for 35-54 year olds and 20% of 55+). But those 55+ are most likely to take the vaccine as soon as possible, at 63% (6-8% points higher than other age groups).

Likelihood of taking the vaccine by Race



Likelihood of taking the vaccine by Borough

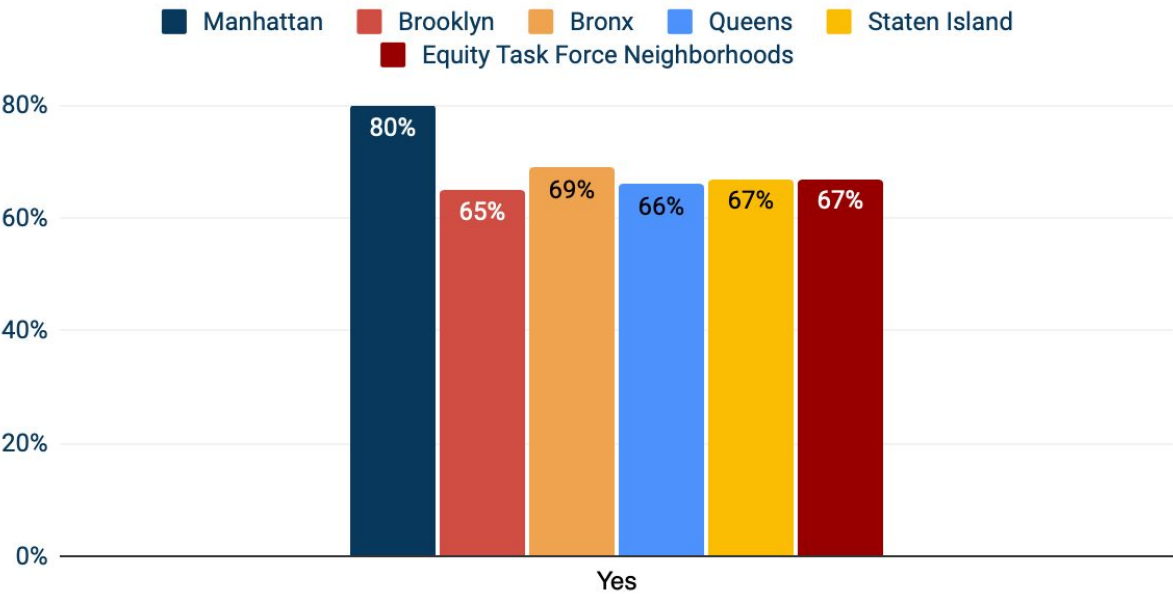


**People feel informed: Approximately 7 out of 10 residents believe they have enough information to make a decision to take the vaccine--both for themselves and their family.**

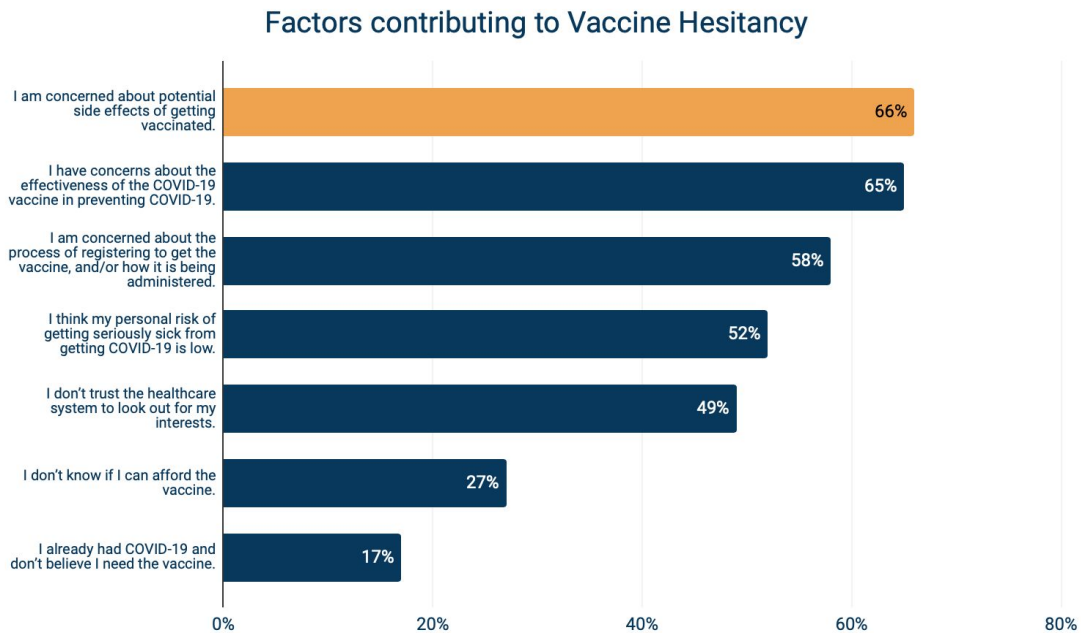


Manhattan residents have the highest confidence in the information received, with 80% stating they have enough info. Residents of other boroughs are not far behind, with Queens showing the lowest portion who say they have enough info (66%).

**Belief that one has enough information to make a decision to get the COVID-19 vaccine**



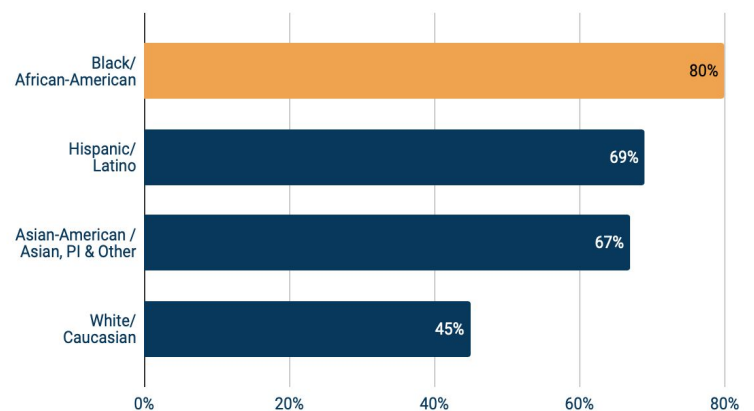
**What contributes to vaccine-hesitancy? Major concerns are about side effects and effectiveness. Affordability and previously having COVID-19 are the lowest-reported factors.**



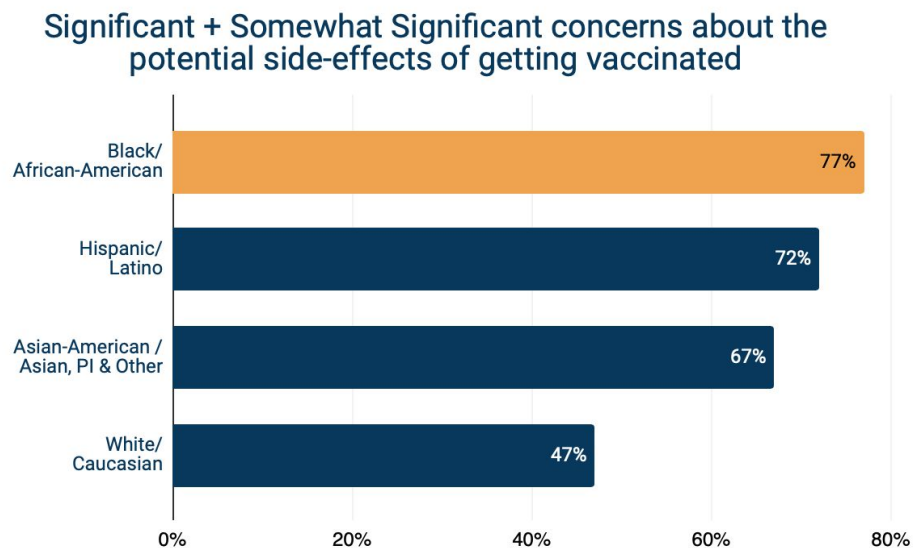
White respondents are the least skeptical about the effectiveness of the COVID-19 vaccine. In contrast, a large majority of Black/African-American residents (80%), and Hispanic/Latino residents (69%) say that concerns about effectiveness are significant/somewhat significant in shaping their decision of whether or not to get vaccinated.

Among boroughs: Bronx residents are most concerned about effectiveness (72%), while a substantial but much lower portion (52%) of Manhattan residents are concerned about effectiveness.

**Significant + Somewhat Significant concerns about the effectiveness of the COVID-19 vaccine in preventing COVID-19.**



Non-white respondents are almost 2x more concerned about side effects than White respondents. Additionally, a striking 1 in 2 residents of the Bronx indicated that concern about side effects was a significant factor in their decision.



### **Other notable observations:**

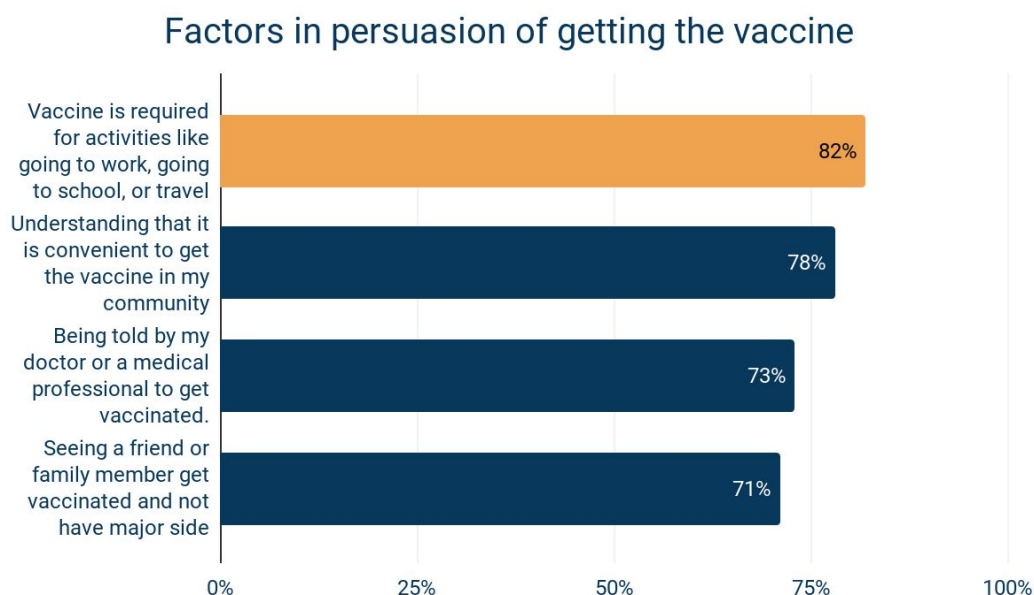
Older New Yorkers are concerned about the process of getting the vaccine. So are non-white residents.

Black/African-American residents (58%) are most likely to feel that the healthcare system does not look out for their interests, contributing to vaccine hesitancy.

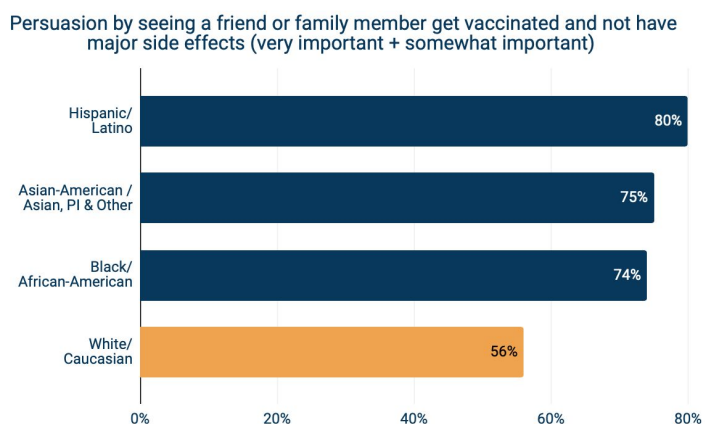
There appears to be a real misconception among especially Hispanic/Latino and Asian/Asian-American/Other respondents about cost. About 3-4x as many respondents in these groups reported concern about cost as White respondents. This suggests an opportunity for education and clarifying communications that the vaccine is free.

**Requiring the vaccine and convenience play a big role in persuading residents to take the vaccine, with 82% overall stating that requiring a vaccine to go to work/school or travel is a very important or somewhat important factor in deciding.**

Convenience is also a slightly outsized factor for Hispanic/Latinx New Yorkers (83%) and Asian/Asian-American/Other New Yorkers (80%), as well as the residents of Bronx (80%) and Queens (80%).



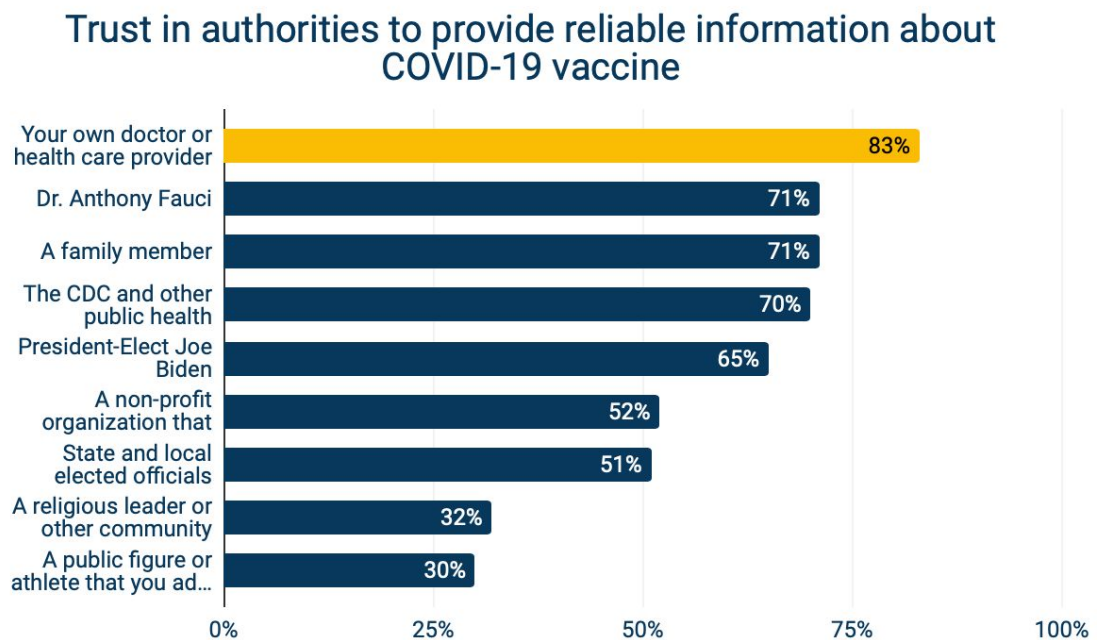
Seeing friends and family members get the vaccine without suffering side effects is very important for non-white New Yorkers compared to White New Yorkers. This tracks with concern rates about side effects, and suggests an opportunity to shift opinion among these demographics.





**Who are the most credible messengers? People's doctors or health care are the most trusted across the board. Federal government leaders, such as Dr. Fauci, the CDC, and President Joe Biden are also highly-trusted messengers.**

By contrast, local or community-based validators (including state & local officials, non-profits, and especially celebrities) are not highly-trusted.



New York native Dr. Anthony Fauci was the most trusted individual across the board, only Joe Biden rivaled him among Black New Yorkers and residents of the Bronx.

# Methodology

## Methodology

A sample of 1,549 adult respondents, 18+ years of age, who live in New York City (across Manhattan, Brooklyn, Bronx, Queens, Staten Island and equity Task Force Neighborhoods) were recruited between January 15-19, 2021. The sample, recruited via Internet digital ads, was distributed proportionally to the population of the counties and weighted to match the geographic, age, sex, and race distribution of the region. The survey was conducted in and targeted at speakers of English, Spanish, Chinese (Simplified), Russian, and French Creole.

## Pulse Survey Questions

The following questions were asked in the survey:

Q1) As you may have heard, multiple vaccines that provide protection against COVID-19 have been approved and are now being administered according to priority throughout the US. Do you know anyone who has already received a COVID-19 vaccine dose?

- Yes, I know someone who has been vaccinated
- Yes, I have been vaccinated
- No
- Unsure

Q2) When the vaccine is available to you, when do you think you would be most likely to take it?

- As soon as possible
- After a few people I know have taken it
- After many other people I know have taken it
- I am not sure if I will take the vaccine
- I will never take the vaccine

Q3) Do you believe that you have received the information you need to make a decision for you and your family about receiving the COVID-19 vaccine?

- Yes [SKIP TO 5]
- No

Q4) How much time do you think you will need to get enough information to be comfortable to consider getting the COVID-19 vaccine?

- A few weeks
- A few months
- Several months to a year

- I don't know

Q5) How big a factor are the following in shaping your opinion about getting the COVID-19 vaccine?

- I have concerns about the effectiveness of the COVID-19 vaccine in preventing COVID-19.
  - A significant factor
  - Somewhat significant factor
  - Not very significant factor
  - Not at all a factor
- I don't trust the healthcare system to look out for my interests.
  - A significant factor
  - Somewhat significant factor
  - Not very significant factor
  - Not at all a factor
- I think my personal risk of getting seriously sick from getting COVID-19 is low.
  - A significant factor
  - Somewhat significant factor
  - Not very significant factor
  - Not at all a factor
- I am concerned about potential side effects of getting vaccinated.
  - A significant factor
  - Somewhat significant factor
  - Not very significant factor
  - Not at all a factor
- I am concerned about the process of registering to get the vaccine, and/or how it is being administered.
  - A significant factor
  - Somewhat significant factor
  - Not very significant factor
  - Not at all a factor
- I don't know if I can afford the vaccine.
  - A significant factor
  - Somewhat significant factor
  - Not very significant factor
  - Not at all a factor
- I already had COVID-19 and don't believe I need the vaccine.
  - A significant factor
  - Somewhat significant factor
  - Not very significant factor
  - Not at all a factor

Q6) How important are/were each of the following in your decision on whether to get vaccinated?

- Seeing a friend or family member get vaccinated and not have major side effects
  - Very important
  - Somewhat important
  - Not very important
  - Not at all important
- Being told by my doctor or a medical professional to get vaccinated.
  - Very important
  - Somewhat important
  - Not very important
  - Not at all important
- Understanding that it is convenient to get the vaccine in my community
  - Very important
  - Somewhat important
  - Not very important
  - Not at all important
- Vaccine is required for activities like going to work, going to school, or travel
  - Very important
  - Somewhat important
  - Not very important
  - Not at all important

Q7) How much do you trust the following people or organizations to provide reliable information about a COVID-19 vaccine?

- The CDC and other public health agencies
  - Trust a lot
  - Trust
  - Trust a little
  - Do not trust at all
- Dr. Anthony Fauci
  - Trust a lot
  - Trust
  - Trust a little
  - Do not trust at all
- President-Elect Joe Biden
  - Trust a lot
  - Trust
  - Trust a little

- Do not trust at all
- State and local elected officials
  - Trust a lot
  - Trust
  - Trust a little
  - Do not trust at all
- Your own doctor or health care provider
  - Trust a lot
  - Trust
  - Trust a little
  - Do not trust at all
- A non-profit organization that works in your community
  - Trust a lot
  - Trust
  - Trust a little
  - Do not trust at all
- A religious leader or other community leader
  - Trust a lot
  - Trust
  - Trust a little
  - Do not trust at all
- A family member
  - Trust a lot
  - Trust
  - Trust a little
  - Do not trust at all
- A public figure or athlete that you admire
  - Trust a lot
  - Trust
  - Trust a little
  - Do not trust at all

Q8) Do any children under the age of 18 live in your household?

- Yes
- No

Q9) Which best describes your occupation?

- Healthcare worker
- Police / Fire / EMS
- Retail / Food /

## Delivery

- Education (e.g., teacher, administrator)
- Student
- Construction / Maintenance / Landscape
- Office / Professional / Technical
- Housekeeping / Cleaning / Janitorial
- Homemaker
- Retired
- Disabled / Unemployed
- Other