Participants: 4,905 respondents from across Colorado

58 of 64 counties represented

25% Hispanic or Latinx
11% Spanish preference

Methods: Cross-sectional survey distributed by community organizations

- **Survey**: Self-administered, web-based survey available in English and Spanish

- **Dates**: Surveys completed from March 24th to April 5th

- **Distribution**: Community organizations shared survey predominately via email and social media post, one organization sending the survey link through text

- **Measures**: Vaccine hesitancy, barriers, facilitators and concerns

- **Incentives**: Participants had an opportunity for $50 gift card, distributed to 200 randomly selected participants
62% Respondents already had vaccine
88% Respondents believe (very) important

Sample included high % vaccinated

- Slightly older age of sample
- Respondents over 50 years and from rural or frontier areas had significantly higher rates of vaccination
- Hispanic / Latinx respondents had significantly lower rates of vaccination at the time of the study

Unvaccinated respondents more likely to vaccinate if logistically simple

Unvaccinated, n=1878

1. **No registration**
2. **Available in neighborhood**
3. **Walk-in options**

Unvaccinated, Spanish-speakers n=437

**Multi-lingual providers**
Most cited barriers are about logistics

<table>
<thead>
<tr>
<th>CHARACTERISTICS</th>
<th>TOTAL %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't know how to get appointment</td>
<td>13.94</td>
</tr>
<tr>
<td>Don't know where to go</td>
<td>11.47</td>
</tr>
<tr>
<td>Don't know how to get on a registry</td>
<td>11.13</td>
</tr>
<tr>
<td>Fear discrimination</td>
<td>5.48</td>
</tr>
<tr>
<td>Distance to vaccine site</td>
<td>4.10</td>
</tr>
<tr>
<td>Cannot get time off</td>
<td>2.59</td>
</tr>
<tr>
<td>Do not speak English</td>
<td>1.87</td>
</tr>
<tr>
<td>Limited transportation</td>
<td>1.64</td>
</tr>
</tbody>
</table>

Rank same for vaccinated & not vaccinated

Respondents worried about side effects, long term effects and more

Open field: What have you heard about the vaccines that worries you? (All including vaccinated, n = 1867)

**SIDE EFFECTS: 30%**
“People are ill for days”

**LONG TERM EFFECTS: 14%**
“We don’t know about the long-term impact of the vaccines — this came about too fast”

**LENGTH OF PROTECTION: 12%**
“I hear this is only effective for 90 days”
“Will I need a booster every year”

**VARIANTS: 10%**
“We won’t be protected from variants”
Respondents want more information on side effects

% Desire info by topic (unvaccinated n=1,878)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Side effects*</td>
<td>22.2%</td>
</tr>
<tr>
<td>How well vaccine works</td>
<td>17.5%</td>
</tr>
<tr>
<td>Differences between vaccines</td>
<td>9.2%</td>
</tr>
<tr>
<td>Vaccine safety</td>
<td>8.9%</td>
</tr>
</tbody>
</table>

* 40% of respondents who identified as Hispanic / Latinx wanted info on side effects - significantly more than other respondents

There were small variations in preferences by demographic for targeted outreach

**Hispanic/ Latinx**
- Higher % want vaccine and believe important
- Higher desire for info on side effects
- Want bilingual providers at sites

**Black**
- Fear discrimination - 5x higher than other respondents
- Higher preference for community sites
- Higher preference for messages from community leaders

**Rural / Frontier**
- Very similar to other respondents
- Higher preference for J&J before pause, indicating potential need for more communication on pause and next steps
Recommendations

1. Simplify registration, forego when possible
2. Communicate side effects and logistics
3. Offer local pop-up sites with community organizations in areas with low uptake

This study was funded by COVIDCheck Colorado

MANY ORGANIZATIONS ACROSS COLORADO SUPPORTED THE DISTRIBUTION AND SUCCESS OF THE SURVEY