

FAITH-BASED APPROACHES CAN POSITIVELY IMPACT COVID-19 VACCINATION EFFORTS:

RELIGIOUS IDENTITIES AND THE RACE AGAINST THE VIRUS

Findings from the 2021 PRRI-IFYC Religious Diversity and Vaccine Survey



About the PRRI-IFYC Religious Diversity and the Vaccine Survey

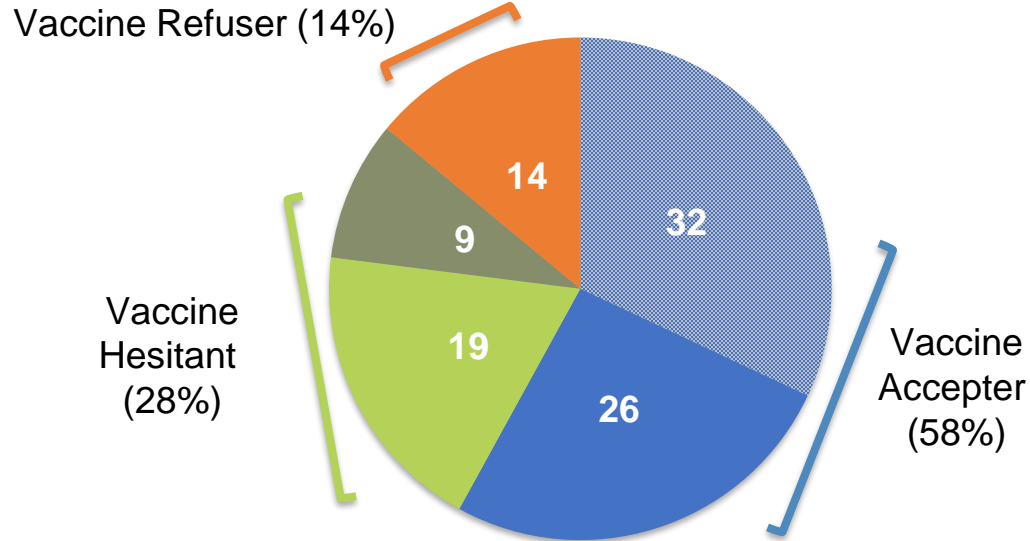
- Survey designed and conducted jointly by PRRI and IFYC
- Conducted online March 8 - 30, 2021
- Total sample size is 5,625 adults (ages 18 and over) living in all 50 states
 - 5,149 who are part of Ipsos's Knowledge Panel
 - 476 who were recruited by Ipsos using opt-in survey panels to increase sample sizes in smaller states.
- Margin of error is +/- 1.5 percentage points at the 95% level of confidence, including the design effect of 1.4.

THE RACE AGAINST THE VIRUS: VACCINE ACCEPTERS, HESITANCY, AND REFUSERS

Most Americans Plan to Get a COVID-19 Vaccine, But More than 4 in 10 Are Hesitant or Refusers

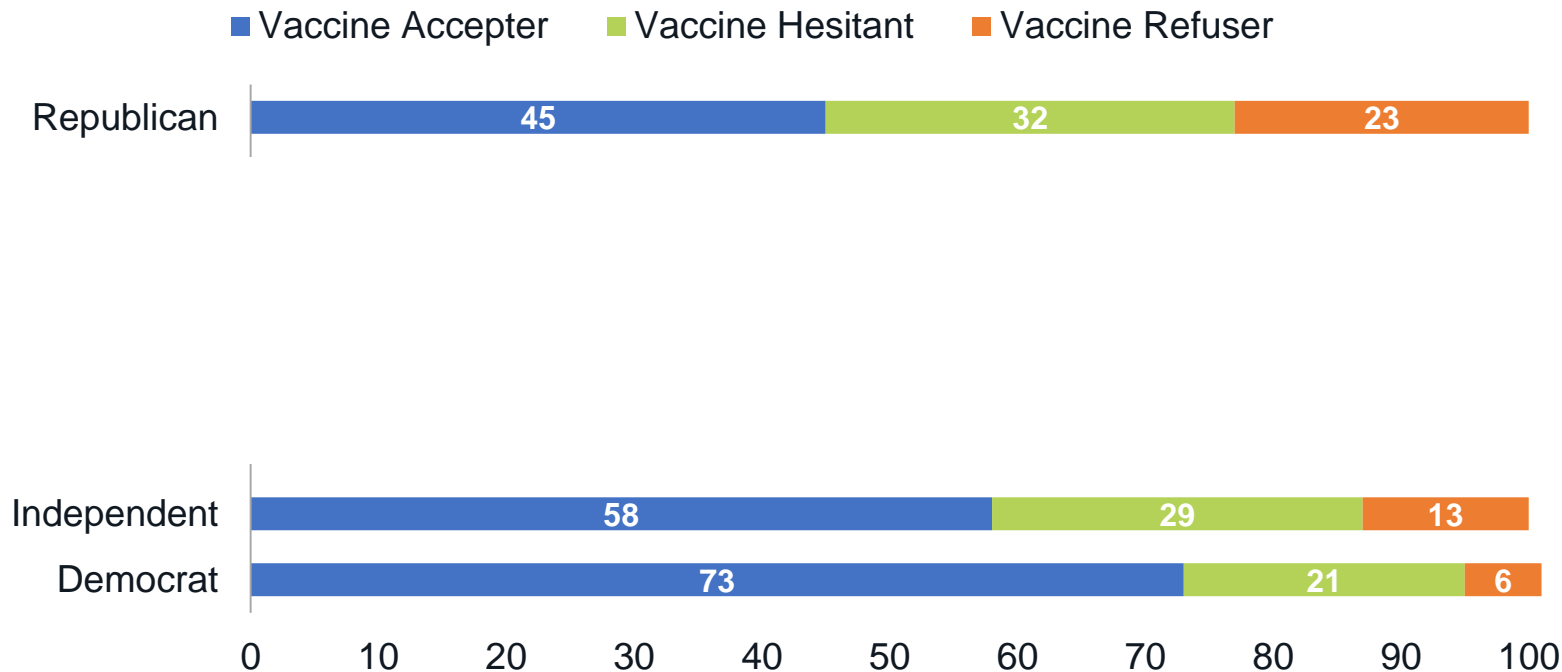
Percent who:

- Already received a dose
- Will get a dose ASAP
- Will wait and see
- Will only get if required
- Will not get



Vaccine Acceptance, Hesitancy, and Refusal, by Party Affiliation and Media Consumption

Percent who are:

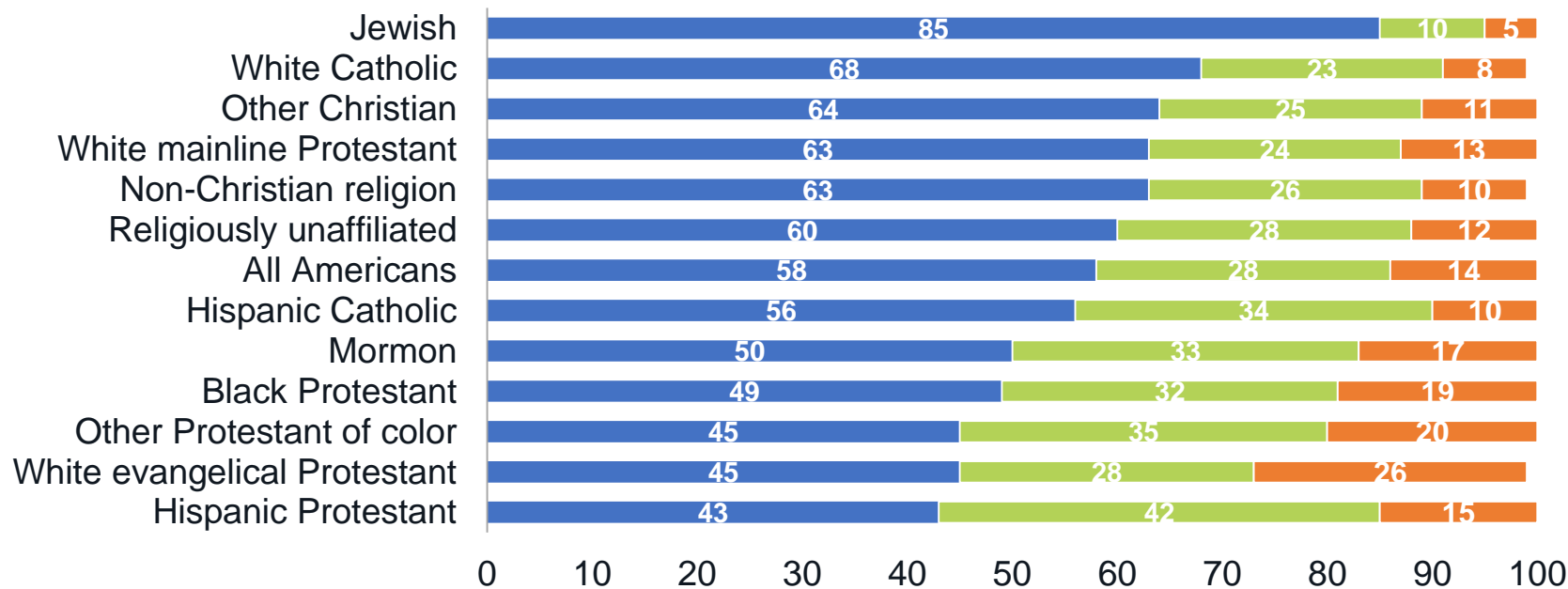


Source: PRRI-IFYC March 2021 Survey.

Vaccine Acceptance, Hesitancy, and Refusal, by Religious Affiliation

Percent who are:

■ Vaccine Acceptor ■ Vaccine Hesitant ■ Vaccine Refuser

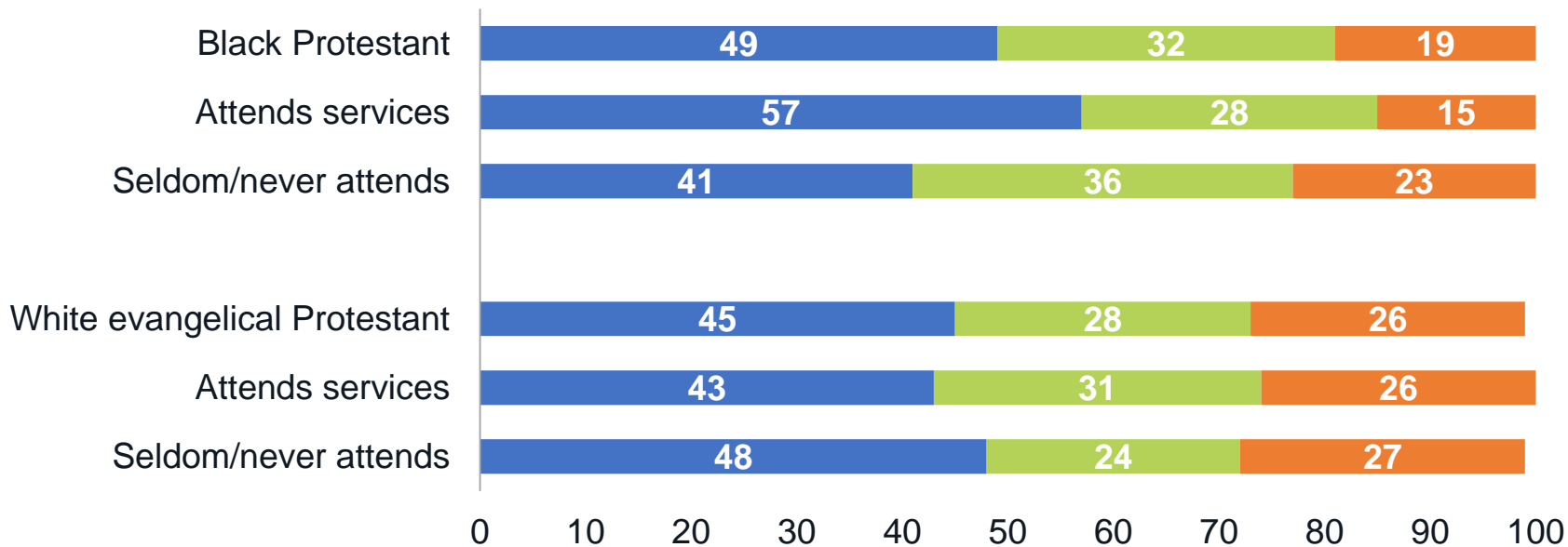


Source: PRRI-IFYC March 2021 Survey.

Vaccine Acceptance, Hesitancy, and Refusal, by Religious Affiliation and Attendance

Percent who are:

■ Vaccine Acceptor ■ Vaccine Hesitant ■ Vaccine Refuser

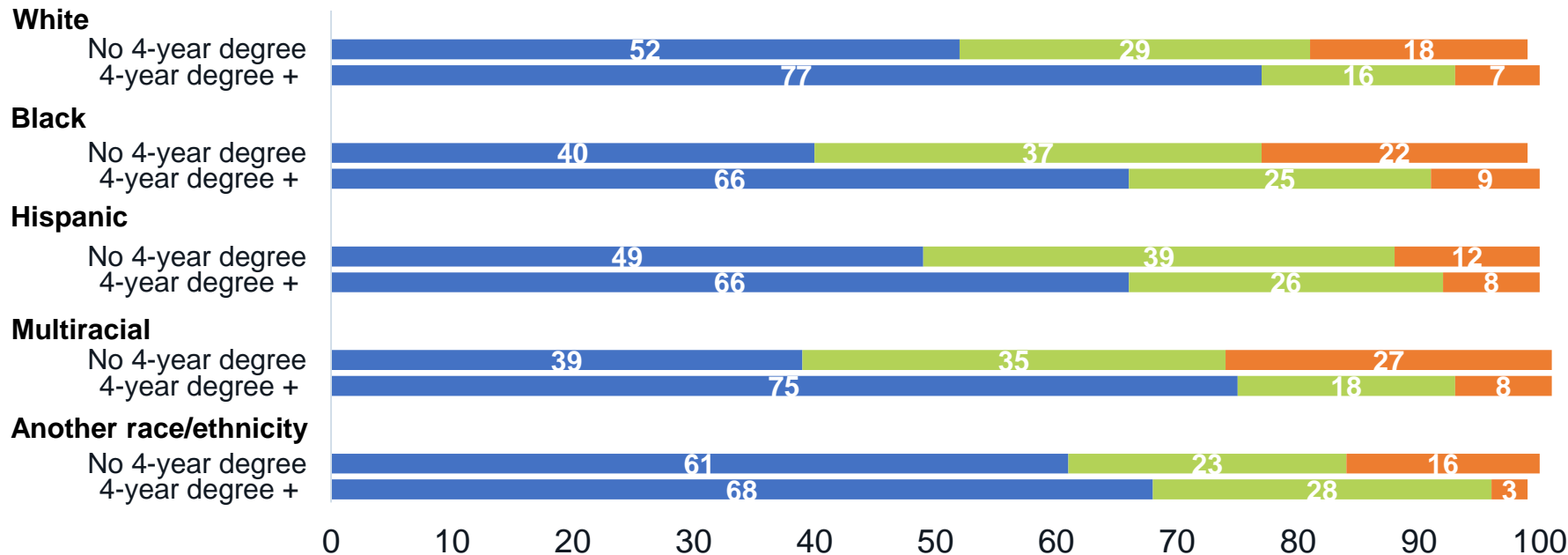


Source: PRRI-IFYC March 2021 Survey.

Vaccine Acceptance, Hesitancy, and Refusal, by Race/Ethnicity and Education

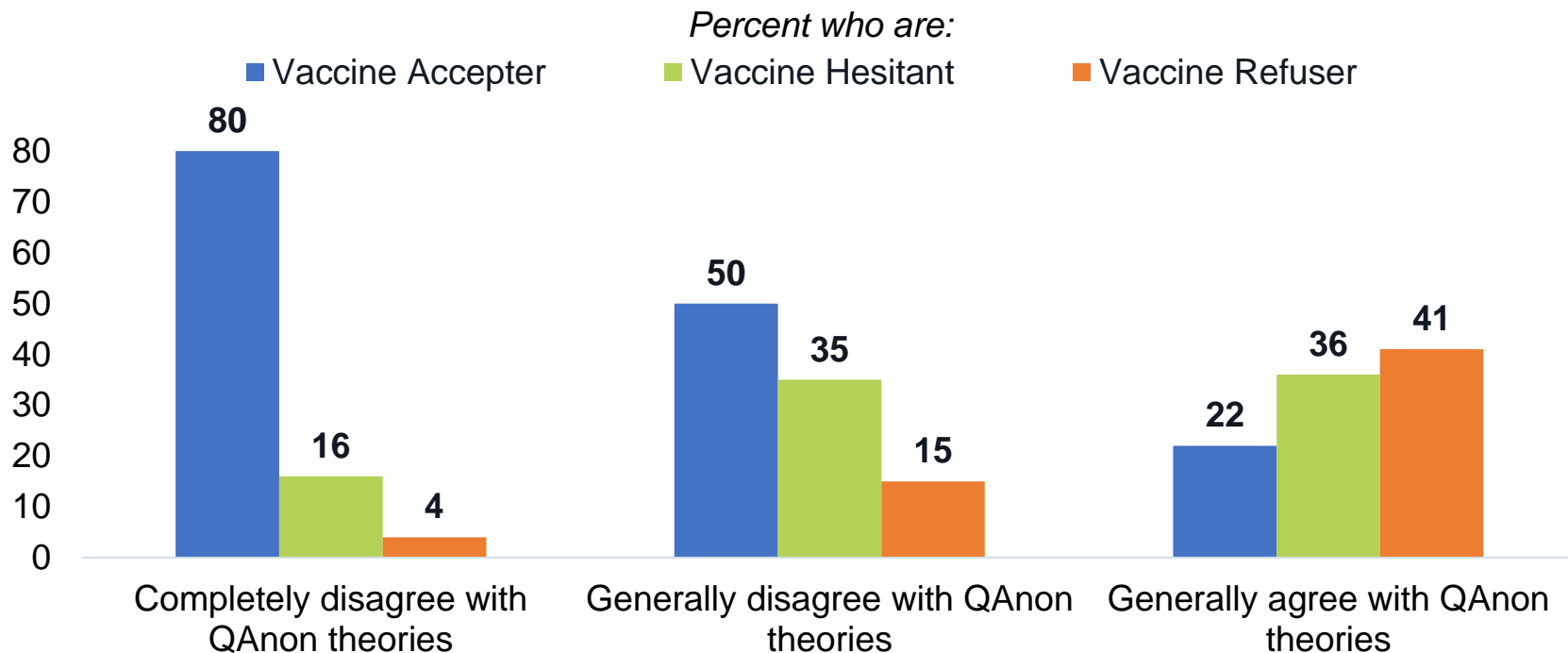
Percent who are:

■ Vaccine Acceptor ■ Vaccine Hesitant ■ Vaccine Refuser



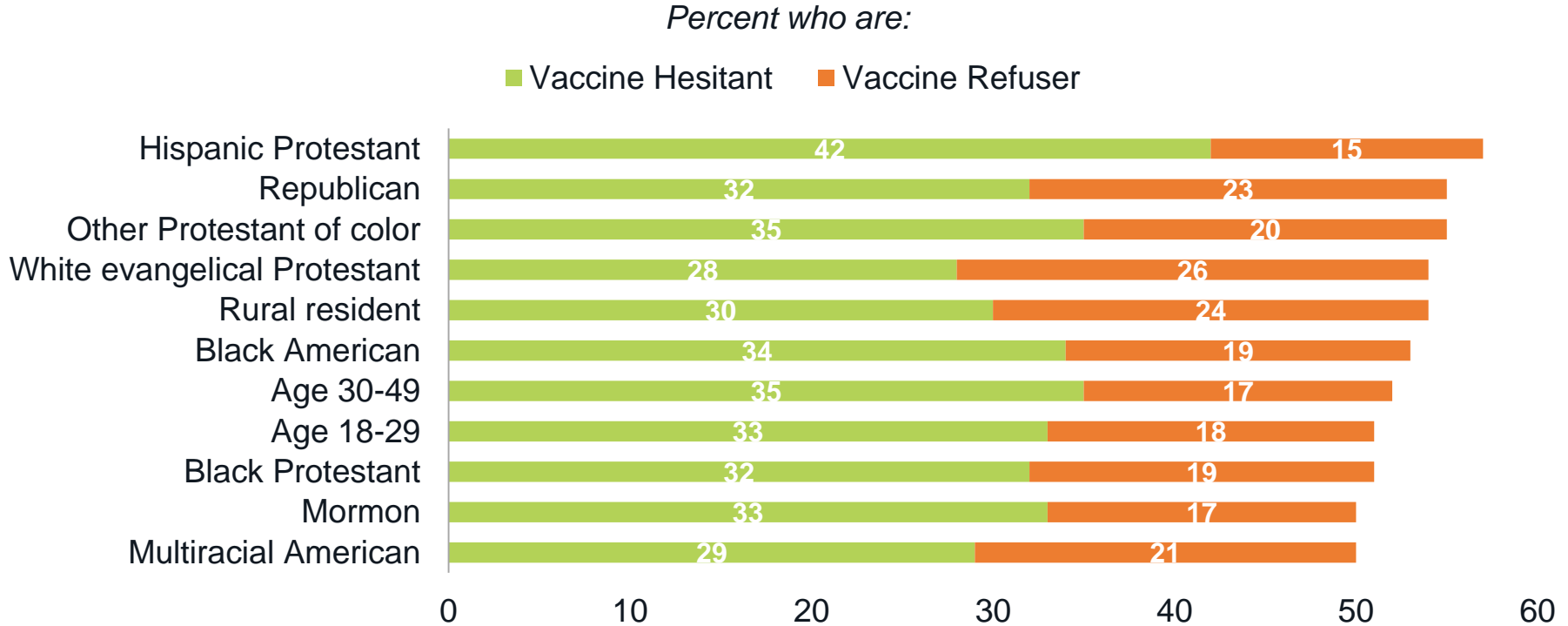
Source: PRRI-IFYC March 2021 Survey.

Vaccine Acceptance, Hesitancy, and Refusal, by Belief in QAnon Conspiracy Theories



Source: PRRI-IFYC March 2021 Survey.

Groups Among Whom Half or More Are Vaccine Hesitant or Refusers

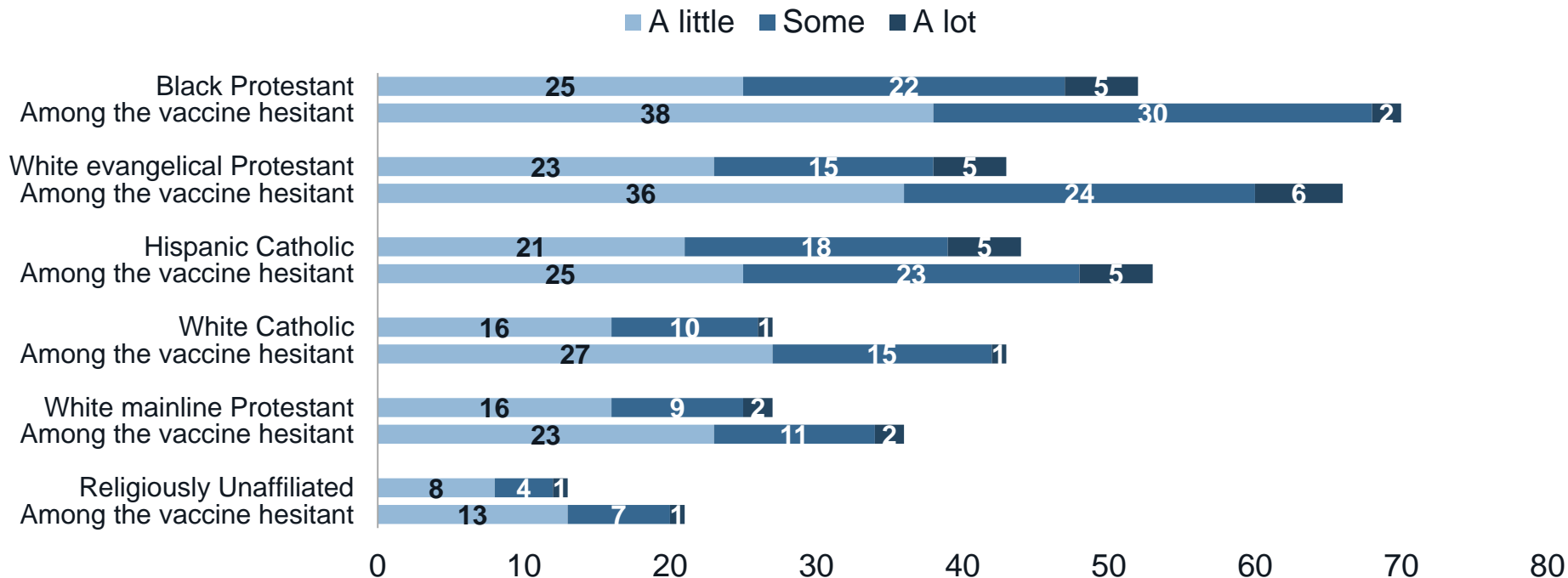


Source: PRRI-IFYC March 2021 Survey.

THE IMPACT OF FAITH-BASED APPROACHES ON VACCINE UPTAKE

Religious Leaders Can Be a Source of Trusted Information for Vaccine-Hesitant Religious Groups

Percent who say they would look to a religious leader for information on the vaccine:



Source: PRRI-IFYC March 2021 Survey.

Impact of Faith-Based Approaches on Vaccine Willingness, Among All Americans

Percent who say the following would make them at least somewhat more likely to get the vaccine:

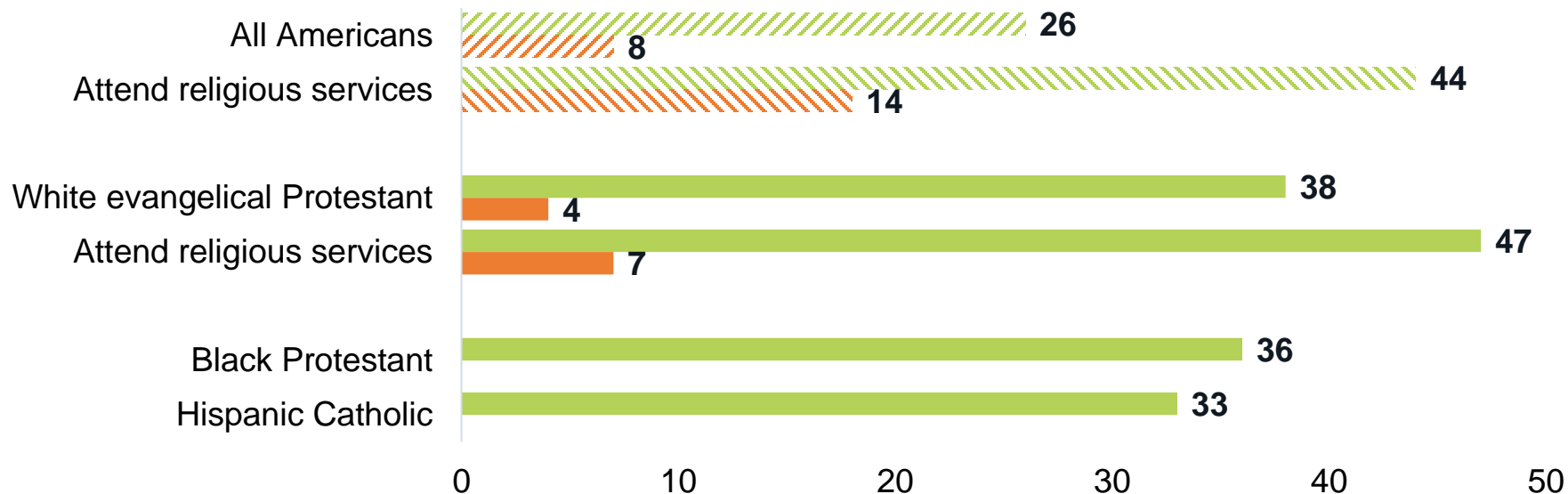
| | Hesitant | Refuser |
|---|----------|---------|
| A religious leader encouraged you to get the vaccine | 13% | 4% |
| Your religious community held a forum to discuss the safety of the vaccine | 14% | 3% |
| A religious leader you trust got the vaccine | 13% | 4% |
| A member of your religious community got the vaccine | 11% | 3% |
| You could get the vaccine at a nearby religious congregation | 10% | 3% |
| Your religious community provided assistance in getting an appointment to get the vaccine | 11% | 3% |

Source: PRRI-IFYC March 2021 Survey.

The Impact of Faith-based Approaches on Increasing Vaccine Acceptance, by Religious Affiliation and Attendance

*Percent who say one or more faith-based approaches would make them
MORE LIKELY to get vaccinated:*

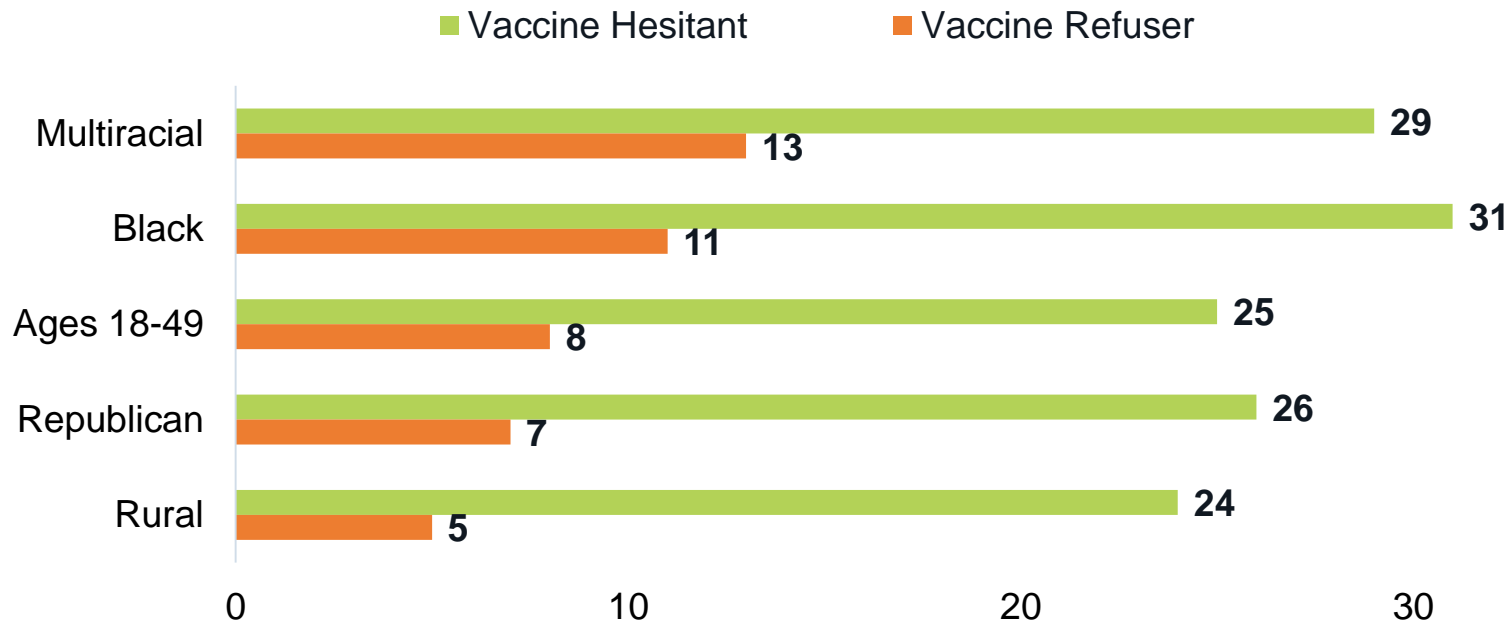
■ Vaccine Hesitant ■ Vaccine Refuser



Source: PRRI-IFYC March 2021 Survey.

The Impact of Faith-based Approaches on Increasing Vaccine Acceptance, by Key Demographics

*Percent who say one or more faith-based approaches would make them
MORE LIKELY to get vaccinated:*

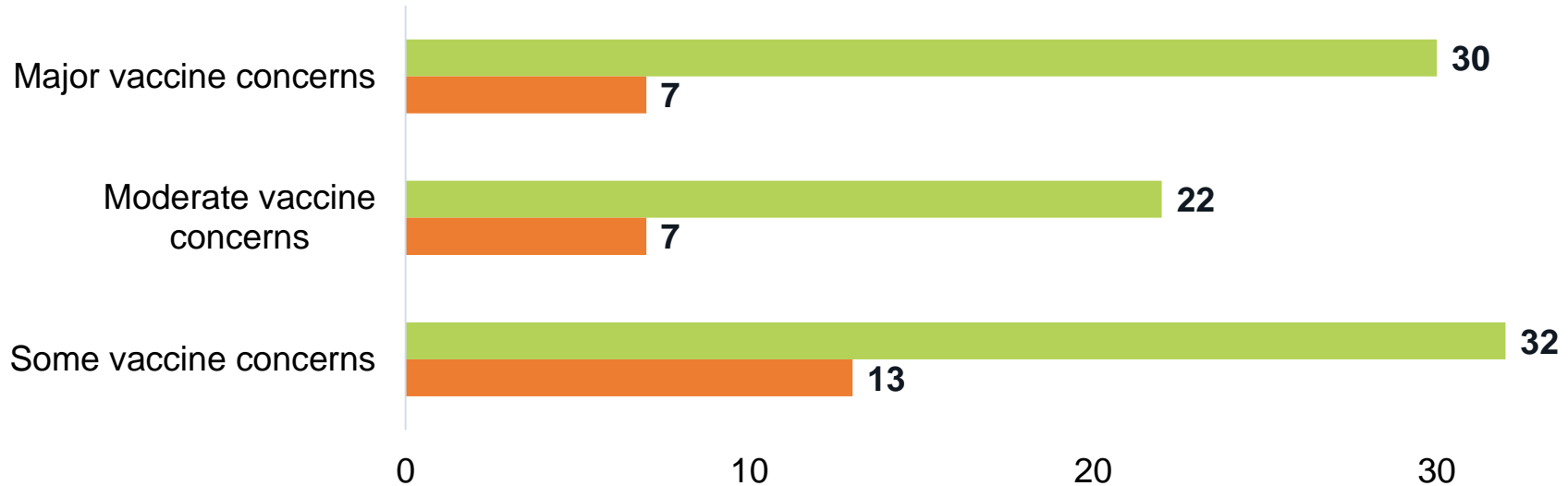


Source: PRRI-IFYC March 2021 Survey.

The Impact of Faith-based Approaches on Increasing Vaccine Acceptance, by Concerns with COVID-19 Vaccines

*Percent who say one or more faith-based approaches would make them
MORE LIKELY to get vaccinated:*

■ Vaccine Hesitant ■ Vaccine Refuser

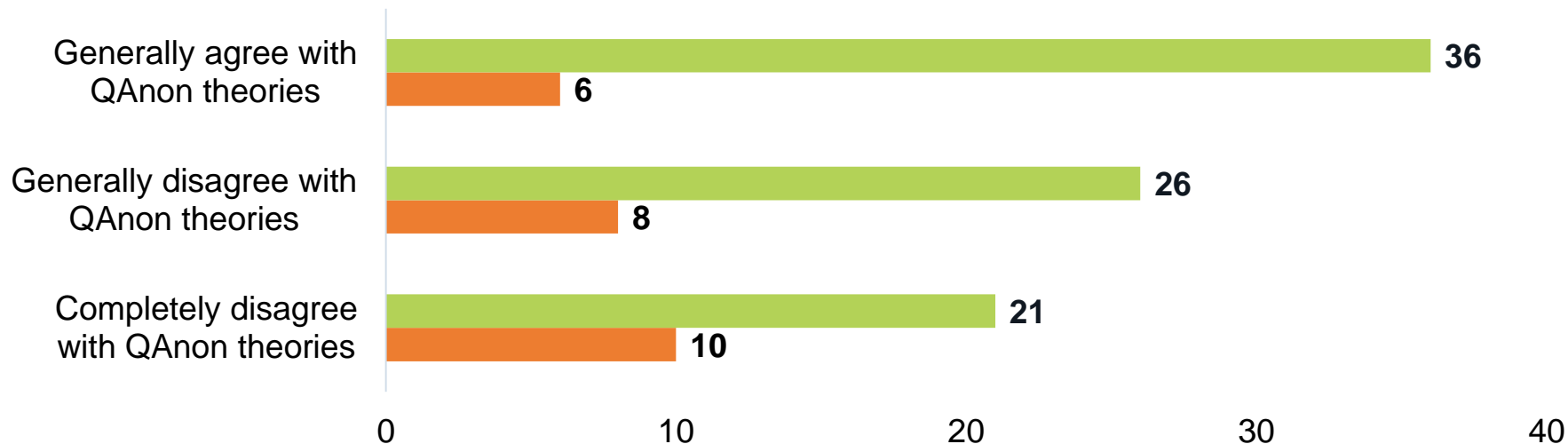


Source: PRRI-IFYC March 2021 Survey.

The Impact of Faith-based Approaches on Increasing Vaccine Acceptance, by QAnon Conspiracy Theory Beliefs

*Percent who say one or more faith-based approaches would make them
MORE LIKELY to get vaccinated:*

■ Vaccine hesitant ■ Vaccine refuser

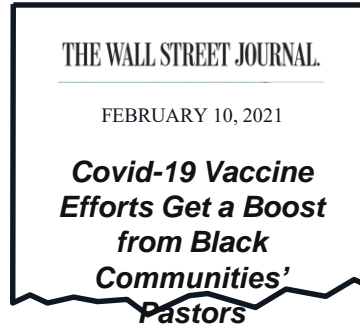


Source: PRRI-IFYC March 2021 Survey.

TAKING ACTION: RECOMMENDED STEPS FOR MOBILIZING FAITH COMMUNITIES

The Faith Factor

Faith engagement could be the key to herd immunity



While broadcast messages have been effective so far, **person to person** engagement will be essential for the next stage in vaccine outreach.

Key Recommendations

1

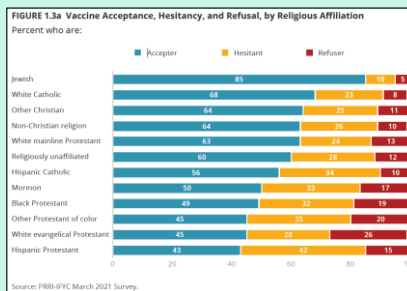
Expand Faith-based Vaccination Sites



Leverage trusted locations to increase comfort with vaccination in hesitant communities

2

Expand Data Gathering to Monitor Progress



Enhance precision polling to monitor progress in key communities, with attention to promising interventions

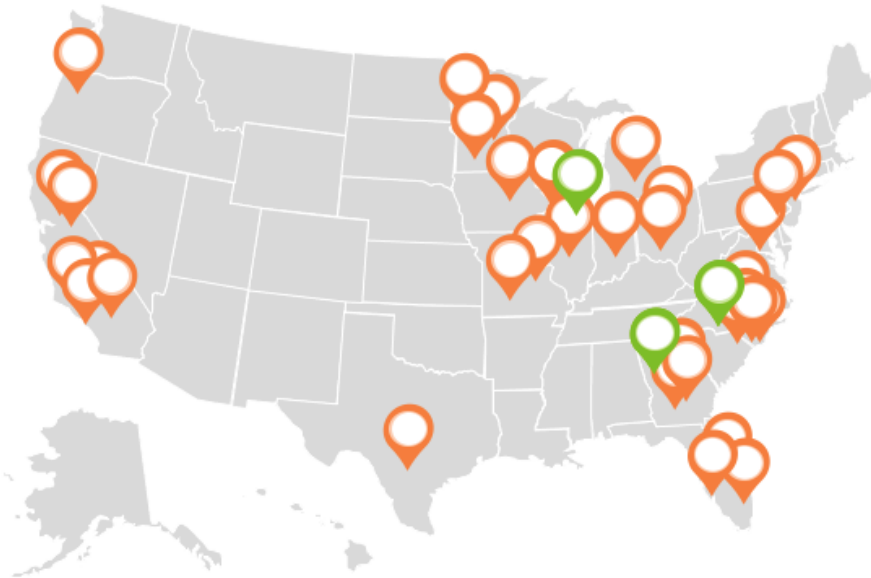
3

Scale Faith Community Health Ambassadors

Expand religiously and culturally competent community health ambassador programs in localities across the nation



Faith in the Vaccine Ambassador Program



**Ambassador
Sites**



**Regional
Hubs**

... by the numbers:

- 100 campuses
- ~2,000 ambassadors
- 3 city-based clusters
- Partnerships with hundreds of faith-based and faith-inspired communities

FAITH-BASED APPROACHES CAN POSITIVELY IMPACT COVID-19 VACCINATION EFFORTS:

RELIGIOUS IDENTITIES AND THE RACE AGAINST THE VIRUS

Findings from the 2021 PRRI-IFYC Religious Diversity and Vaccine Survey

