



To: Interested Parties
From: Stephen Clermont, Change Research in partnership with Project Ready
Date: February 18, 2021
Re: New Jersey Survey Results

As the rollout of the COVID-19 vaccines ramps up both locally and nationally, Project Ready commissioned a Change Research survey of New Jersey voters to measure whether public opinion has shifted since the vaccines were first approved in late 2020.

COVID Vaccines:

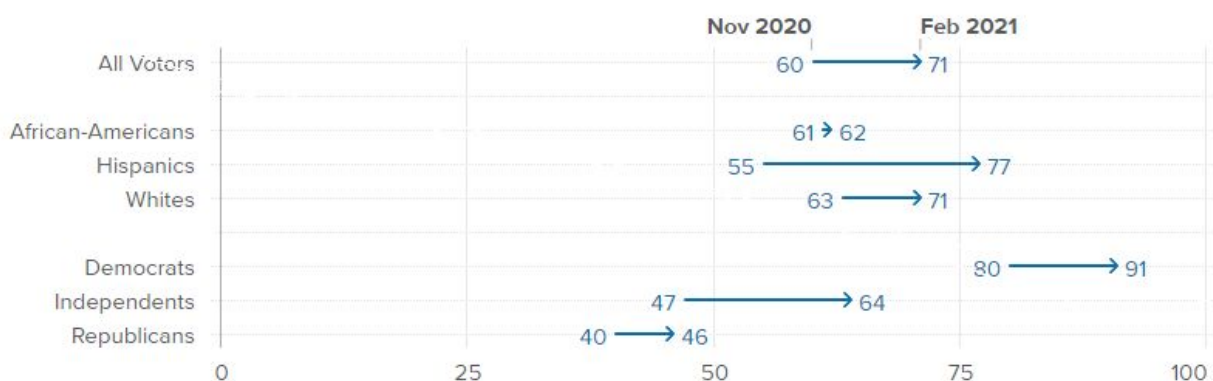
More voters express a willingness to take the Covid vaccine than they did when we surveyed voters in November.

Overall, 71% now say they have received the vaccine or definitely or probably will. 29% say they definitely or probably won't. Only 60% of voters said they would take the vaccine in November. The largest gains have come from Hispanics (+22) and Independents (+17).

Although white voters (71%) are slightly more likely to say they would receive the vaccine than Black voters (62%), **they are three times as likely to say they have already received the vaccine (18% to 6%).**

Republican skepticism of the vaccine remains very high. Republicans are the only sub-category where fewer than 50% would agree to be vaccinated. However, the survey also shows that African-American opinion on the vaccine has not changed since November. About three-fifths of African-Americans plan to receive the vaccine, a share similar to November.

Received or Plan to Receive the Coronavirus Vaccine CHANGE RESEARCH™



When those who do not plan to take the vaccine are asked why, the biggest reasons are “want to wait to confirm it is safe” (24%) and “don’t trust vaccines generally” (18%).

African-Americans are more than twice as likely (31%) to say they don't trust vaccines compared to white voters (15%).

Roughly six-in-ten voters (59%) rate the state's vaccine rollout negatively. These greatest divides in these results fall along partisan lines. 58% of Democrats say the state has done an "excellent" or "good" job in rolling out the vaccine, compared to just 6% of Republicans and 23% of Independents. 57% of African-Americans rate the state positively, compared with 49% of Hispanics and 27% of whites.

Methodology

Polling was conducted online from February 12-15, 2021. Using its Dynamic Online Sampling technology to attain a sample reflective of registered voters, Change Research polled 960 people in the state of New Jersey. Post-stratification weights were made on age, gender, political region, education, 2020 vote, and race and ethnicity to reflect the distribution of voters. All polls are subject to errors caused by interviewing a sample of persons, rather than the entire population. In 95 cases out of 100, the responses to this survey should be within plus or minus 3.6 percentage points of those that would have been obtained from interviewing the entire population of voters.