Background + Methodology

As the largest growing demographic in Oregon, Latinos are an increasingly essential group to understand both demographically and within the context of the COVID-19 pandemic. LARA MEDIA SERVICES (LMS) gathered 468 unique responses from Latinos across Oregon.

The survey was advertised through community programs, radio stations, and community social media channels that invited people to call our office to participate. Fourteen community research agents were given tablets to mobilize across the state to contact individuals in locations with high Spanish speaking Latino populations.

When reaching migrant and seasonal workers, agents visited fields, nurseries, and packing plants where they distributed hard copies of the surveys. All participants were offered the option of a $10 supermarket, Starbucks, or gas gift card for their participation.
Key takeaways

1. In general, Oregon Latino residents were more worried about others (friends and family) getting infected with COVID-19 than about themselves. This was especially prominent among young Latinos between 18-24, where 7 in 10 stated they were very worried.

2. 4 in 10 participants, between the ages of 55-64, were more likely to stay home if they or someone they had contact with someone who had COVID-19. Out of the participants who noted that they would likely not stay home if they became ill, 3 in 10 cited that they would simply stay home because they don't have health insurance, and 6 in 10 noted because they were the only source of income for their families.

3. 9 in 10 participants above the age of 60 were unwilling to communicate with a COVID-19 contact tracer.

4. 7 in 10 female participants said that they would stay home if they felt sick, whereas only 1 in 5 male participant said that they would stay home if they felt sick. However, 4 in 10 male participants were the only source of income for their families.
Key takeaways

5. 6 in 10 participants between the ages of 18-24 and 55-64 traveled more than one hour daily (unrelated to work). Further, 6 in 10 participants that traveled more than one hour daily were female.

6. Only 2 in 10 participants between the ages of 18-24 and 55-64 said that they are staying home to prevent the contraction of COVID-19.

7. Rural participants were least likely to try to avoid crowded locations, to remain home, and were the least confident in their belief that they could easily get a COVID-19 test.

8. 3 in 10 Participants between the ages of 25-34 gathered in groups of +10 most frequently, compared to all other age groups.

9. 9 in 10 participants between the ages of 55-64 were very concerned about COVID-19 yet only 4 in 10 noted that they washed their hands frequently.

10. 3 in 10 participants of all age groups said that they would be entirely willing to take the COVID-19 vaccine.
1. What county do you live in?

- **Tri-county** (Multnomah, Clackamas, Washington) 21.5%
- **Willamette Valley** (Yamhill, Polk, Marion, Linn, Benton, Lane) 42.4%
- Rest of the state 34.9%
- I don’t live in Oregon 1.2%

2. Which of the following age groups includes your age?

- 18-24 20.9%
- 25-34 22.4%
- 35-54 33.0%
- 55-64 20.5%
- 65+ 3.2%
3. Do you describe your gender as:

- Male: 55.1%
- Female: 44.5%
- Non-binary or gender non-conforming: 0.4%

4. Which of the following best describes your race or ethnicity? (Select all that apply)

- African: 0%
- Asian or Pacific Islander: 0.6%
- Black or African American: 1.2%
- Hispanic or Latino/a/x: 95.2%
- Middle Eastern or North African: 0.8%
- Native American or American Indian: 0.6%
- White or Caucasian: 1.6%
- Other: 0%
5. 7 in 10 participants stated that they were very concerned about the COVID-19 Coronavirus situation in Oregon.
6. We asked participants to estimate how many times in the past two weeks had they done the following:

**a. Get together with a few friends or family outdoors, for example in your backyard, on their porch, or at a park.**

- Never: 28.1%
- Once: 36.9%
- 2 Occasions: 22.2%
- 3 Occasions: 9.0%
- +4 Occasions: 3.8%

**b. Get together with a few friends or family indoors, either at your house or someone else’s house.**

- Never: 33.5%
- Once: 38.0%
- 2 Occasions: 20.0%
- 3 Occasions: 6.3%
- +4 Occasions: 2.2%

**c. Attend a social gathering with more than 10 people**

- Never: 80.4%
- Once: 15.0%
- 2 Occasions: 3.6%
- 3 Occasions: 0.6%
- +4 Occasions: 0.4%

**d. Go out to a bar, club, or show.**

- Never: 86.5%
- Once: 9.3%
- 2 Occasions: 3.2%
- 3 Occasions: 0.8%
- +4 Occasions: 0.2%
e. Eat at a restaurant.

<table>
<thead>
<tr>
<th>Location</th>
<th>Never</th>
<th>Once</th>
<th>2 Occasions</th>
<th>3 Occasions</th>
<th>+4 Occasions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>42.0%</td>
<td>24.0%</td>
<td>23.0%</td>
<td>7.6%</td>
<td>3.4%</td>
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f. Attend a political rally, protest, or demonstration.

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<thead>
<tr>
<th>Location</th>
<th>Never</th>
<th>Once</th>
<th>2 Occasions</th>
<th>3 Occasions</th>
<th>+4 Occasions</th>
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<tbody>
<tr>
<td></td>
<td>28.1%</td>
<td>36.9%</td>
<td>22.2%</td>
<td>9.0%</td>
<td>3.8%</td>
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g. Attend an in-person religious service, wedding or funeral.

<table>
<thead>
<tr>
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<th>Never</th>
<th>Once</th>
<th>2 Occasions</th>
<th>3 Occasions</th>
<th>+4 Occasions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>66.5%</td>
<td>24.3%</td>
<td>6.5%</td>
<td>2.3%</td>
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h. Go somewhere more than an hour away for a reason other than work.

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<thead>
<tr>
<th>Location</th>
<th>Never</th>
<th>Once</th>
<th>2 Occasions</th>
<th>3 Occasions</th>
<th>+4 Occasions</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>51.9%</td>
<td>31.9%</td>
<td>13.5%</td>
<td>2.3%</td>
<td>0.4%</td>
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</table>
7. We asked participants to estimate how often they did the following precautionary measures in the past two weeks:

a. Wear a face mask indoors when in public spaces.

- Nearly all of the time: 86.9%
- Most of the time: 9.1%
- Some of the time: 3.4%
- Never: 0.6%

b. Wear a face mask outdoors when in public spaces.

- Nearly all of the time: 58.3%
- Most of the time: 33.5%
- Some of the time: 5.9%
- Never: 2.3%

c. Wash your hands with soap or use hand sanitizer several times a day.

- Nearly all of the time: 67.9%
- Most of the time: 30.0%
- Some of the time: 1.5%
- Never: 0.6%

d. Avoid crowded places.

- Nearly all of the time: 53.8%
- Most of the time: 35.2%
- Some of the time: 9.1%
- Never: 1.9%
e. Wear a face mask in and around your home.

- Nearly all of the time: 19.6%
- Most of the time: 22.6%
- Some of the time: 20.9%
- Never: 36.9%

f. Stay close to home except for trips related to work, healthcare, or groceries.

- Nearly all of the time: 36.1%
- Most of the time: 40.3%
- Some of the time: 21.3%
- Never: 2.3%

g. Stay six feet away from others when in public spaces.

- Nearly all of the time: 63.1%
- Most of the time: 31.4%
- Some of the time: 4.2%
- Never: 1.3%

h. Avoid contact with older adults, people who have serious health problems or otherwise could be high-risk.

- Nearly all of the time: 68.8%
- Most of the time: 24.3%
- Some of the time: 4.8%
- Never: 2.1%
8. 7 in 10 participants said that they were very likely to stay home if they were experiencing any COVID-19 symptoms or had come in direct contact with someone with COVID-19.

![Pie chart showing the likelihood of staying home: 69.4% very likely, 19.2% somewhat likely, 8.0% not too likely, 3.4% not at all likely.]

9. For those that said they would not stay home, they cited the following reasons:

- I am the only person who works in my home and I have to support my family: 42.9%
- I don't have health insurance: 31.4%
- I live with many people in a small house: 5.7%
- I don't think it's that serious/It will go away on its own: 10.5%
- God will take care of me: 8.6%
- Other: 0.9%

![Bar chart showing the reasons participants would not stay home: 42.9% for 'I am the only person who works in my home and I have to support my family', 31.4% for 'I don't have health insurance', and so on.]

10. 7 in 10 participants said that were very worried someone they live with would contract COVID-19.

![Pie chart showing the percentage of participants by worry level.]

Very worried: 72.1%
Somewhat worried: 15.4%
Not too worried: 7.0%
Not at all worried: 5.5%

11. 3 in 10 Latinos are very confident they could go get tested for COVID-19 if they wanted to.

![Bar chart showing the percentage of participants by confidence level.]

Very confident: 34.3%
Somewhat confident: 45.0%
Not very confident: 5.5%
Not confident at all: 2.0%
Not sure: 13.2%
12. 4 in 10 participants said that they would be very willing to speak with a contact tracer, while 2 in 10 participants said that they were not at all willing.

The following figures state the percentages of the subgroups that stated they are very willing to speak to a contact tracer:

- **a. By age groups:**
  - 18-24: 50%
  - 25-34: 46%
  - 35-54: 50%
  - 55-64: 43%
  - 65+: 7%

- **b. By gender:**
  - Male: 38%
  - Female: 57%

- **c. By income:**
  - Less than $25K: 51%
  - 25K to 50K: 44%
  - 50K to 75K: 54%
  - More than 75K: 33%

- **d. By living areas:**
  - Urban: 48%
  - Rural: 42%

- **e. By level of education:**
  - Less than High school diploma: 46%
  - High School or GED: 40%
  - Some College, College or more: 61%
13. Participants cited what they thought was helping slow the spread of COVID-19:

**a. People staying six feet apart.**
- Helping a lot: 84.6%
- Helping somewhat: 10.9%
- Not helping too much: 3.2%
- Not helping at all: 1.3%

**b. People wearing face masks.**
- Helping a lot: 85.3%
- Helping somewhat: 6.8%
- Not helping too much: 4.1%
- Not helping at all: 3.8%

**c. People staying home.**
- Helping a lot: 85.1%
- Helping somewhat: 8.1%
- Not helping too much: 4.7%
- Not helping at all: 2.1%

**d. People who test positive with COVID working with contact tracers.**
- Helping a lot: 82.7%
- Helping somewhat: 8.3%
- Not helping too much: 4.3%
- Not helping at all: 4.7%
14. 4 in 10 participants between the ages of 18-54 had more than 2 outdoor social activities a week. While 2 in 10 participants over the age of 55 had more than 2 outdoor social activities a week:

- **Age group 18-24**: 39%
- **Age group 25-34**: 43%
- **Age group 35-54**: 36%
- **Age group 55-64**: 24%
- **Age group 65+**: 20%
15. Participants cited the following reasons as to why they wear a face mask:

- To protect yourself: 6.8%
- To protect your family, friends, or people you live with: 51.0%
- To help your community control the virus so we can re-open businesses and schools: 27.5%
- To protect health care workers and essential workers: 5.3%
- Because Oregon requires people to wear a face mask in certain places: 8.3%
- I don’t wear a face mask: 1.1%

a. Participants stated the following reasons as to why they do not wear a face mask:

- I can’t breathe well: 40.0%
- I don’t think it’s important: 0%
- It’s a government conspiracy: 20%
- Fear that others may laugh at me: 0%
- I don’t have one: 20%
- COVID-19 has already ended: 0%
- No one in my family uses one: 0%
- God will take care of me: 20%
16. 3 in 10 participants stated that they would definitely get the COVID-19 vaccine if it were available:

<table>
<thead>
<tr>
<th></th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely get the vaccine</td>
<td>30.6%</td>
</tr>
<tr>
<td>Probably get the vaccine</td>
<td>49.8%</td>
</tr>
<tr>
<td>Probably not get the vaccine</td>
<td>13.8%</td>
</tr>
<tr>
<td>Definitely not get the vaccine</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

The following figures state the percentages of the subgroups that stated they would definitely get the vaccine:

- **By age groups:**
  - 18-24: 28%
  - 25-34: 32%
  - 35-54: 27%
  - 55-64: 37%
  - 65+: 27%

- **By gender:**
  - Male: 27%
  - Female: 35%

- **By income:**
  - Less than $25K: 33%
  - 25K to 50K: 31%
  - 50K to 75K: 30%
  - More than 75K: 7%

- **By living areas:**
  - Urban: 27%
  - Rural: 50%

- **By level of education:**
  - Less than High school diploma: 32%
  - High School or GED: 26%
  - Some College, College or more: 34%
17. 3 in 10 participants stated that their highest level of education was the completion of high school/GED:

- Did not go to school: 2.8%
- Elementary school: 16.9%
- Middle School: 19.7%
- A bit of high school: 12.0%
- High school diploma/GED: 32.7%
- Some college/2-year degree: 11.3%
- College degree/4-year degree: 3.6%
- Post-graduate work/research: 0.4%
- Graduate degree: 0.6%

18. 6 in 10 participants stated that their gross annual income was between $25,000 and $49,999:

- Less than $25,000: 31.6%
- $25,000 to $49,999: 57.3%
- $50,000 to $74,999: 7.9%
- $75,000 to $99,999: 2.8%
- $100,000 to $149,999: 0.4%
- $150,000 or more: 0%