

Tennessee Vaccine Messaging Study

Phase Two: Quantitative Report

April 2021





OBJECTIVES



OBJECTIVES

- Identify public messaging tactics/words/images/influences to overcome the barriers associated with those members of the population who are rejecting or hesitant to receive the COVID-19 vaccine.
- Treat each audience segment uniquely to ascertain an ethnic nuances for messaging.



METHODOLOGY



WHAT'S NEXT?

Phase 2 - QUANTITATIVE STUDY

- Using what we have learned in the qualitative phase we conducted an online quantitative study.
- The participant configuration:
 - Adult residents of Tennessee with demographic mix of:
 - Male/Female mix (natural fallout)
 - Age: 18+ (natural fallout)
 - **Are unwilling or hesitant to get a COVID vaccine**
 - 82% White (n=857)
 - 15% Black/African American (n=157)
 - 3% Latino/Hispanic (n=31)
 - 20% <\$25,000
 - 27% \$25k-\$49,999
 - 17% \$50k-\$74,999
 - 13% \$75k-\$99,999
 - 21% \$100k+
- Number of participants: 1,045 (all counties)
- Study was in the field April 1 – April 7
- Activity includes:
 - Developed the survey instrument/Secured participant panel
 - Results yield a confidence level of 95% for the overall sample with an error rate of ± 3 .
 - Data tabulation, Summarization, Analysis and a report of the findings



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

KEY FINDINGS

- The strongest position of unwilling/no interest is most pronounced with the white population. Black and Hispanic are more willing but hesitant.
- As is consistent with findings in other studies, white/rural/conservatives represent the most pronounced unwilling/no interest segment of the population.
- The willing but hesitant group has attained a higher level of education than the unwilling/no interest group.
- As a point of reference, there is an inherent predisposition of not getting vaccines. 45% of the respondents do not get an annual flu shot. That number rises to 52% for white/rural/conservatives and 63% for all those unwilling/no interest.

EXECUTIVE SUMMARY

KEY FINDINGS

- Top reasons for hesitancy:
 1. We don't know the long-term effects.
 2. I think they were developed too fast, so I don't trust them.
 3. I don't think there is enough scientific research to convince me that they are safe and effective.
 4. I don't know if they really work.
 - The reasons boil down to a lack of consistent, believable messaging around vaccine development and testing facts. And they haven't been delivered by trusted sources.
- Supporting that position, 46% to 64% are just unsure of vaccine safety.
 - Not sure:
 - Black: 46%
 - White 49%
 - Hispanic 64%

EXECUTIVE SUMMARY

KEY FINDINGS

- Of those unwilling/no interest, only 14% fear death from COVID while 35% fear death from a COVID vaccine. Additionally, 51% don't fear death from either. With the willing but hesitant, 52% fear death from COVID and only 17% fear death from a vaccine.
- White, and especially white/rural/conservatives have the lowest fear of death from either. They're just not overly concerned about the illness or the need for the vaccine.
- Most trusted sources of information (Top 6):
 1. Personal physician (except Black who rank it 4th)
 2. Hospital physician/Medical staff
 3. Family member
 4. Local physician (except Black & Hispanic who rank at 7 & 8 respectively)
 5. CDC (except white/rural/conservative and all Unwilling at 11 & 10 respectively)
 6. Pharmacist
 - Leverage the power of the personal physician or other local physician. With the Black audience, leverage the CDC.

EXECUTIVE SUMMARY

KEY FINDINGS

- Lean into messaging which allows people to believe that 1) getting vaccinated will prevent more people from getting sick and help save lives and 2) will restore livelihoods so we can 3) restore normal life faster. (note: the unwilling/no interest will be the least responsive, but the hesitant will accept that messaging)
- Add to that – among all segments – messages that build confidence in getting a COVID vaccine by allowing them to hear:
 1. **Most people who receive a vaccine have no side effects at all AND there is medically assured safety.** (this is the most significant confidence builder)
 2. Every study, every phase and every trial was carefully reviewed by the FDA.
 3. You CANNOT get COVID-19 from the vaccine.

EXECUTIVE SUMMARY

KEY FINDINGS

- In messaging use the words:
 1. Research
 2. Medical research
 3. Medical experts
 4. Scientific
 5. Safety
 - With white/rural/conservatives, acknowledge their skepticism.
- Additionally, 49% to 58% (all groups) would be most willing to take the vaccine for;
 - Their family
 - And up to 34% saying they would take it for themselves

"DO IT FOR YOUR FAMILY. DO IT FOR YOURSELF."

EXECUTIVE SUMMARY

KEY FINDINGS

- Preferred media
 1. TV (#4 with Hispanic)
 2. Websites
 3. Social media (#1 with Hispanic/#6 with white/rural/conservative)
 4. Newspapers/Magazines
 5. Radio
 6. Streaming video
 7. Email
- Preferred websites/APPS
 1. Local TV News
 2. Fox News
 3. CNN & Google News (tie)
 4. Facebook
 5. Twitter
 6. YouTube
 7. Instagram

EXECUTIVE SUMMARY

KEY FINDINGS

- SUMMARY
 - Personal physicians/local physicians/hospital physicians and medical staff (physicians/nurse practitioners/physician assistants/nurses) are the faces and voices that MUST deliver a sincere emotional appeal. An appeal to love of family and love of self to compel action to get a COVID vaccine.
 - Deliver the warmth of the emotional appeal (not sappy) while lifting the solid facts of testing (even the length of time that has gone in to developing the type of vaccines that have been in development) by scientific medical experts. Need to overcome the fear of the unknown associated with the speed to delivery of the vaccine which has created a sense of skepticism related to long-term effects.
 - Consider a separate appeal for the Black audience with a credible voice (medical researcher or scientist – not physician or perceived politician) from the CDC
 - Messages cannot be heavy-handed. They must be sincere and from sources of integrity.
 - Help the media change the narrative by offering solid, believable information about the vaccines and their safety.



DATA

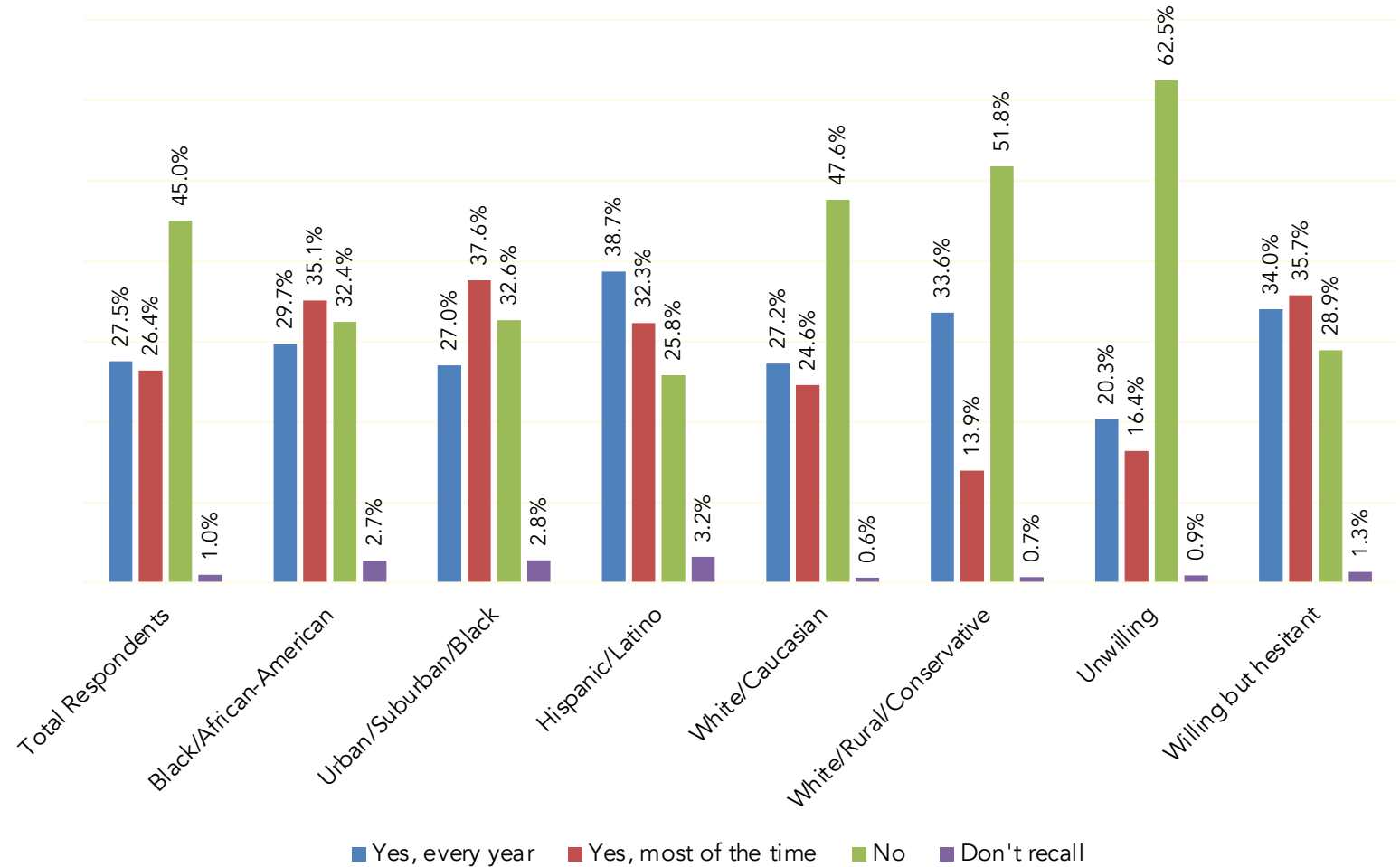


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There is an inherent predisposition of not getting vaccines. 45% of the respondents do not get an annual flu shot.

That number rises to 52% for white/rural/conservatives and 63% for all those unwilling/no interest

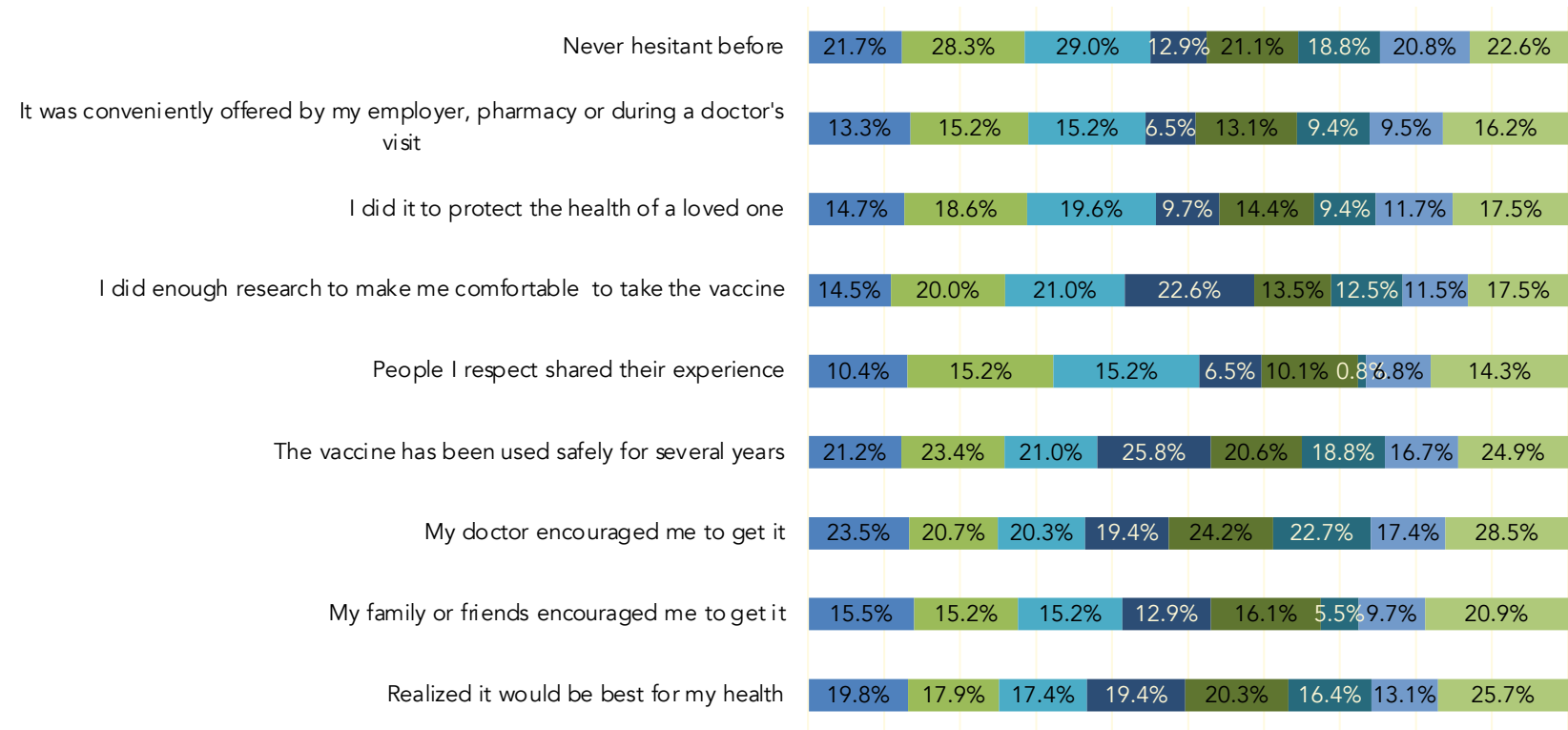
Do you typically get an annual flu shot?



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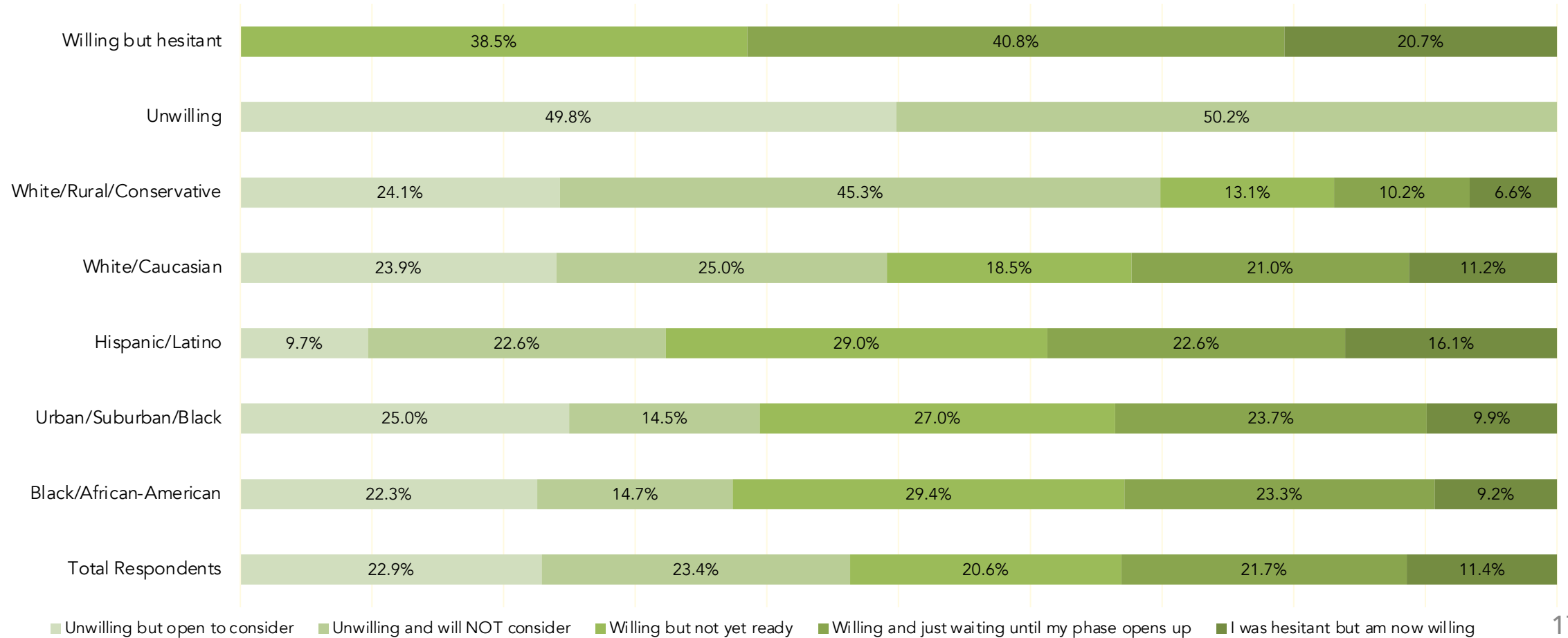
Where there was hesitancy in the past situations, encouragement from their physician and years of successful use/evident efficacy softened the barrier.

If you were hesitant in the past to take a vaccine but ultimately did take it, what happened or what did you hear that allowed you to change your mind?



DATA

Which one of the following best describes your willingness to be vaccinated against COVID-19?



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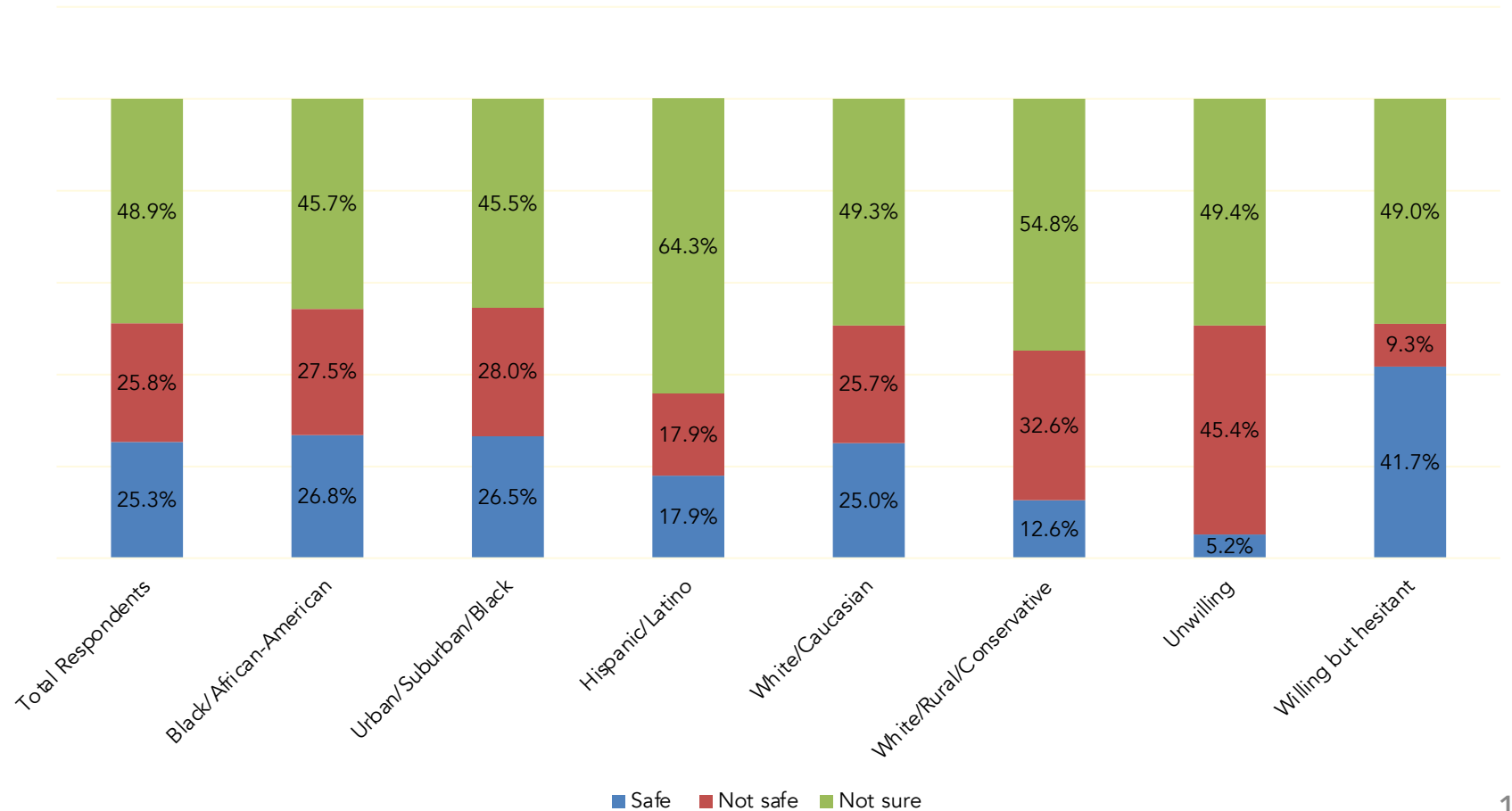
Do you think the COVID-19 vaccines are safe, not safe or just not sure?

Among all groups, there exists a **lack of clarity** as to the **safety** of COVID vaccines – more pronounced with the Hispanic and White/Rural/Conservative populations.

46% to 64% are just unsure of vaccine safety.

– Not sure:

- Black: 46%
- White: 49%
- Hispanic: 64%



DATA

To what degree do you believe the following are risks associated with getting a COVID-19 vaccine?

Those unwilling clearly believe all three risk scenarios exist.

Complete this statement: When it comes to a COVID-19 vaccine, I am skeptical because...

- It was rushed/ Not enough research 1
- Don't trust/Not safe 2
- Unsure of the side effects 3

(rating high/extremely high/certain)	Total Respondents	Black/African-American	Urban/Suburban/Black	Hispanic/Latino	White/Caucasian	White/Rural/Conservative	Unwilling	Willing but hesitant
Just risky overall	47.9%	43.4%	42.3%	53.5%	48.5%	59.7%	68.5%	30.6%
Serious illness	42.5%	45.6%	46.2%	46.4%	41.4%	46.2%	56.3%	30.6%
Illness	49.4%	48.5%	46.9%	51.8%	49.4%	57.6%	60.2%	40.1%
(rating neutral)								
Just risky overall	28.0%	34.1%	33.3%	39.3%	26.7%	26.1%	21.1%	33.8%
Serious illness	27.6%	29.7%	27.3%	39.3%	27.0%	34.3%	30.0%	25.7%
Illness	25.6%	31.9%	32.6%	29.6%	24.4%	22.7%	25.0%	26.3%

Sources you absolutely trust and would listen to if they shared facts about COVID-19 vaccines?
(by order of importance)

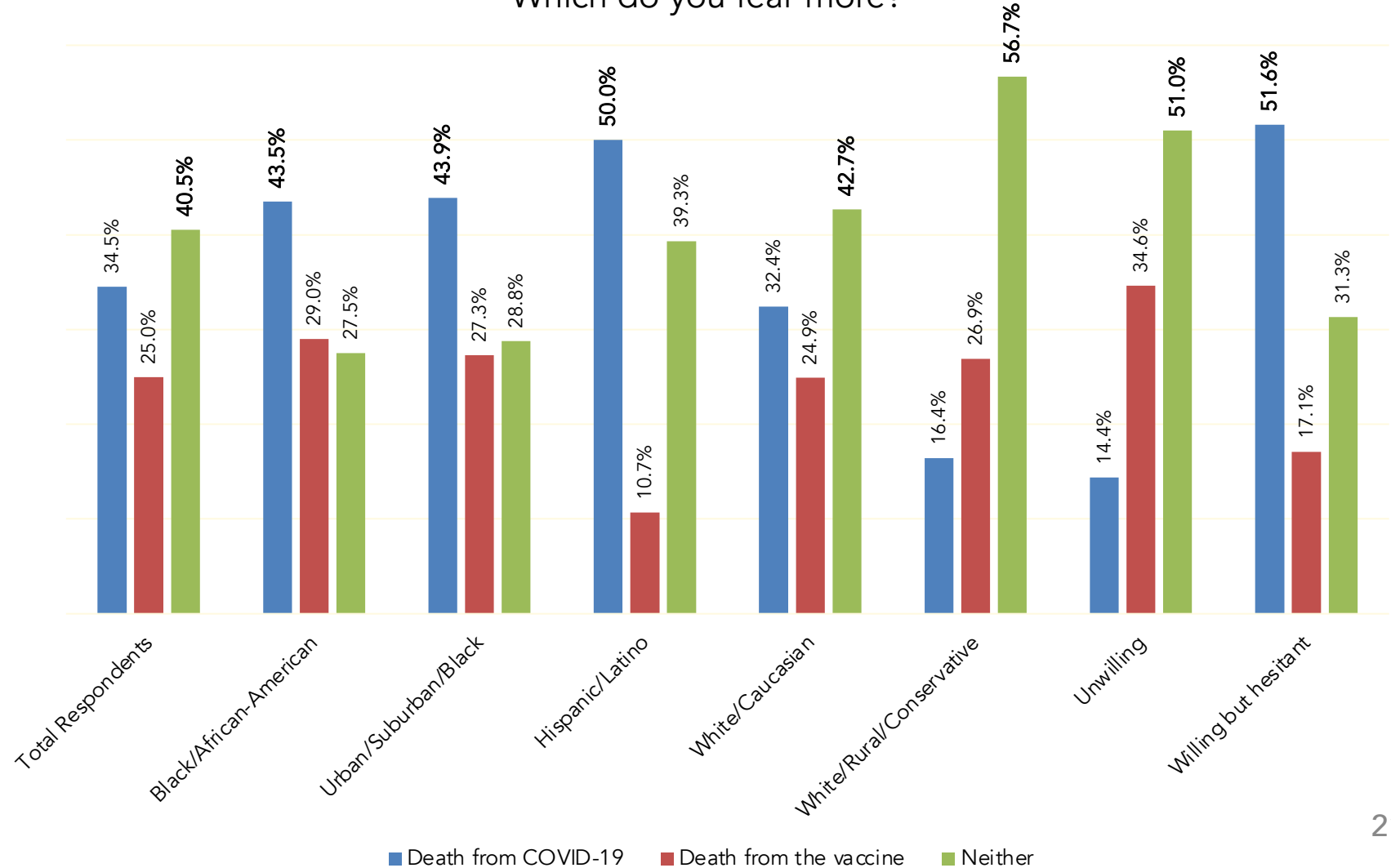
Doctors/My doctor	1
None	2
CDC	3
Family	4
News	5
Friends	6
Pharmacy	7

DATA

Of those unwilling/no interest, only 14% fear death from COVID while 35% fear death from a COVID vaccine. Additionally, 51% don't fear death from either.

With the willing but hesitant, 52% fear death from COVID and only 17% fear death from a vaccine.

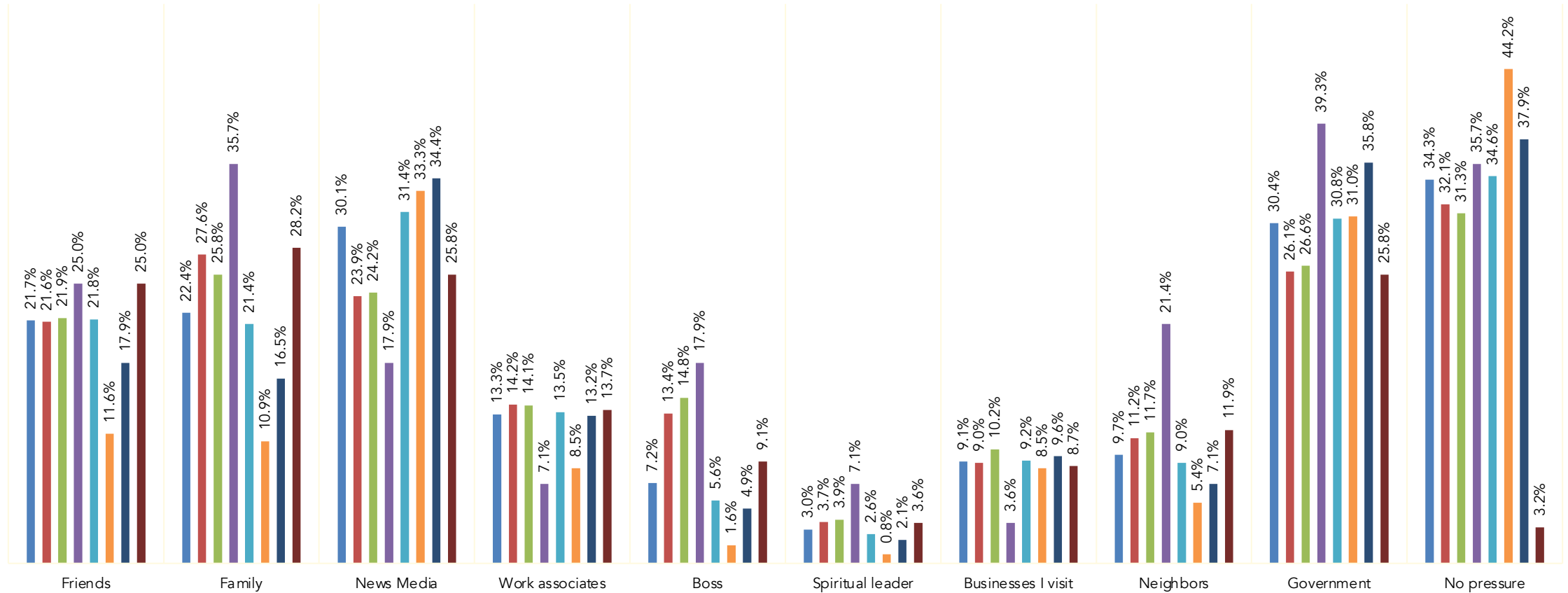
Which do you fear more?



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If feeling any pressure to be vaccinated, where is it coming from?

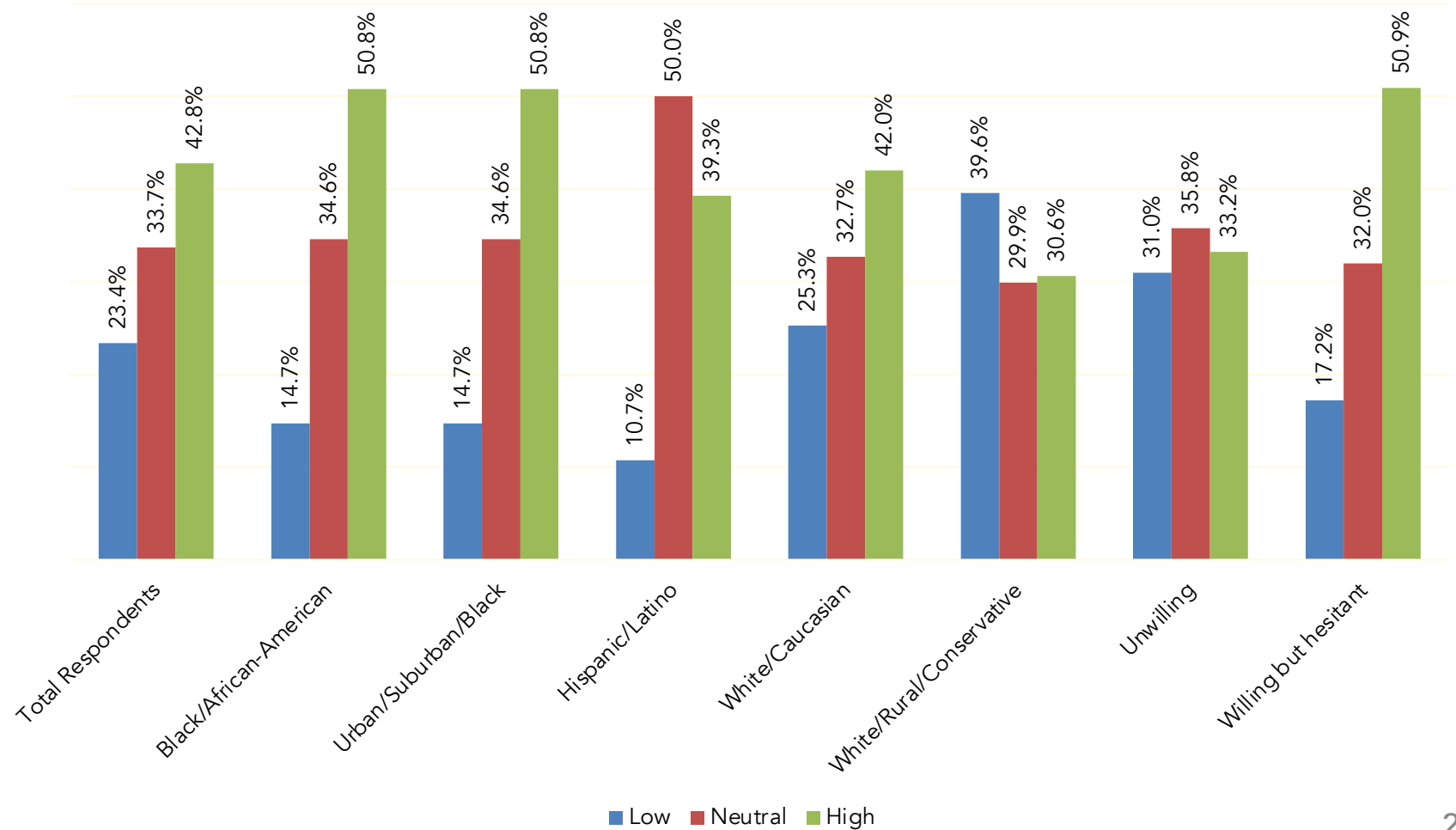
■ Total Respondents
 ■ Black/African-American
 ■ Urban/Suburban/Black
 ■ Hispanic/Latino
 ■ White/Caucasian
 ■ White/Rural/Conservative
 ■ Unwilling
 ■ Willing but hesitant



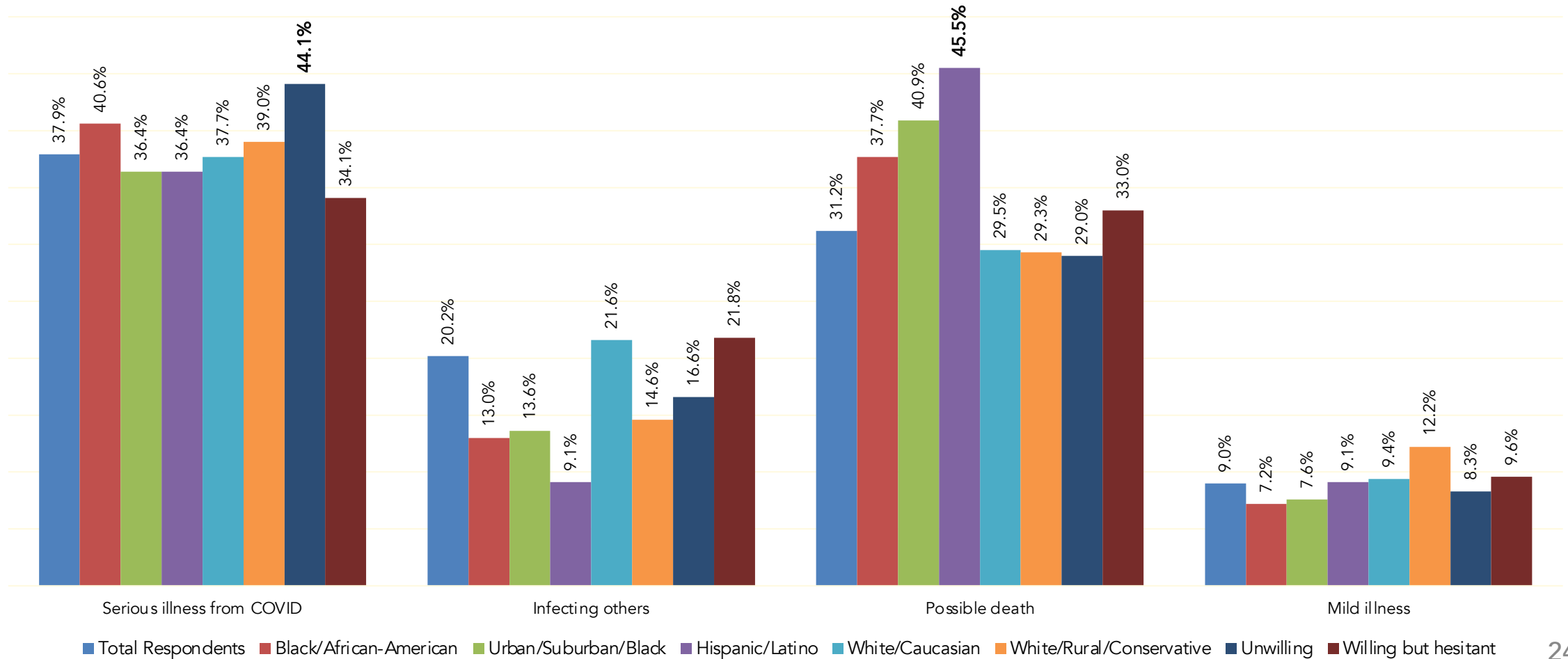
DATA

Most believe the risk of getting COVID-19 are relatively high except with White/Rural/Conservatives where 40% think the risk is low.

Do you believe the risks from getting COVID-19 are...?



Define those risks (Associated with COVID-19)



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Most trusted sources of information

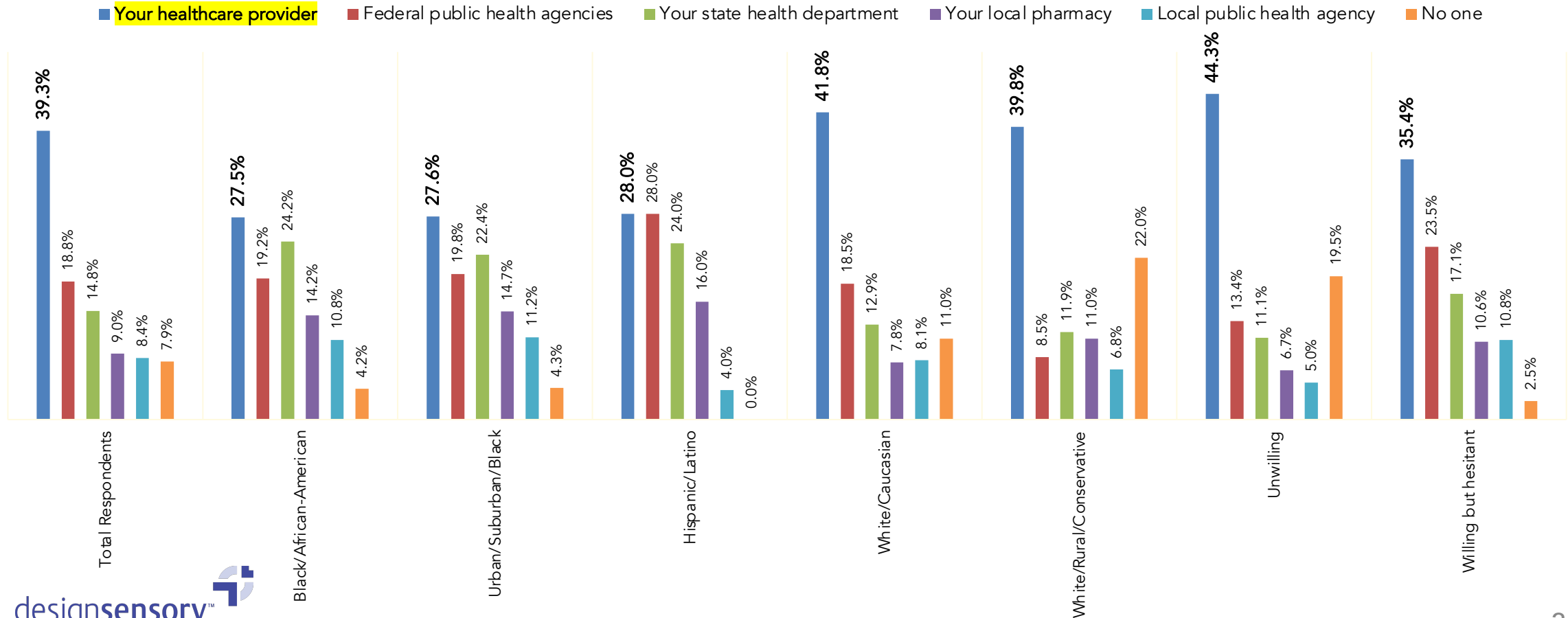
RANK ORDER	Total Respondents	Black/African-American	Urban/Suburban/Black	Hispanic/Latino	White/Caucasian	White/Rural/Conservative	Unwilling	Willing but hesitant
Personal physician	1	3	4	2	1	1	1	1
Hospital physician/medical staff	2	2	1	1	2	3	3	2
Family member	3	4	3	5	4	2	2	7
Local physician	4	7	7	8	3	4	4	5
CDC	5	1	2	3	6	11	10	3
Pharmacist	6	6	6	6	5	7	6	6
State/local health official	7	5	5	4	7	8	9	4
Friend	8	8	8	7	8	5	5	8
Ordinary people	9	9	9	10	9	6	8	9
Pastor/Preacher	10	12	12	14	10	9	11	12
No one	11	10	10	16	11	10	7	15
State elected official	12	11	11	11	12	14	12	11
Local elected official	13	13	13	9	13	13	14	10
Local leader	14	15	15	15	14	12	13	13
TV/Movie personality	15	14	14	13	16	16	17	14
Musical celebrity	16	16	16	12	15	17	16	16

Of those that talked to anyone they talked with...

	Total Respondents	Black/African-American	Urban/Suburban/Black	Hispanic/Latino	White/Caucasian	White/Rural/Conservative	Unwilling	Willing but hesitant
Hospital physician/Medical staff	23.9%	24.6%	25.7%	34.8%	23.6%	19.1%	22.7%	60.3%
State/local Health Dept Official	13.6%	19.3%	16.5%	13.0%	12.6%	10.1%	10.8%	43.0%
Pharmacist	16.9%	21.1%	22.0%	13.0%	15.9%	16.9%	17.6%	41.1%
Personal physician or staff	45.6%	35.1%	35.8%	39.1%	48.0%	53.9%	48.8%	68.7%

DATA

Whom do you trust to provide facts-based information about the Safety and effectiveness of the COVID-19 vaccine?



Sources you absolutely trust and would listen to if they shared facts about COVID-19 vaccines? (by order of importance)

Doctors/My doctor	1
None	2
CDC	3
Family	4
News	5
Friends	6
Pharmacy	7

DATA

Preferred media

1. TV (#4 with Hispanic)
2. Websites
3. Social media (#1 with Hispanic/#6 with white/rural/conservative)
4. Newspapers/Magazines
5. Radio
6. Streaming video
7. Email

What media do you prefer for NEWS and INFORMATION?								
	Total Respondents	Black/African-American	Urban/Suburban/Black	Hispanic/Latino	White/Caucasian	White/Rural/Conservative	Unwilling	Willing but hesitant
TV	1	1	1	4	2	2	2	1
Websites	2	3	3	2	1	1	1	2
Social media	3	2	2	1	3	6	3	3
Newspapers/Magazines	4	4	4	3	4	4	5	4
Radio	5	5	5	7	5	3	4	5
Streaming video	6	7	6	6	6	7	6	6
Email	7	6	7	5	7	5	7	7

DATA

Preferred websites/APPS

1. Local TV News
2. Fox News
3. CNN/Google News
4. Facebook
5. Twitter
6. YouTube
7. Instagram

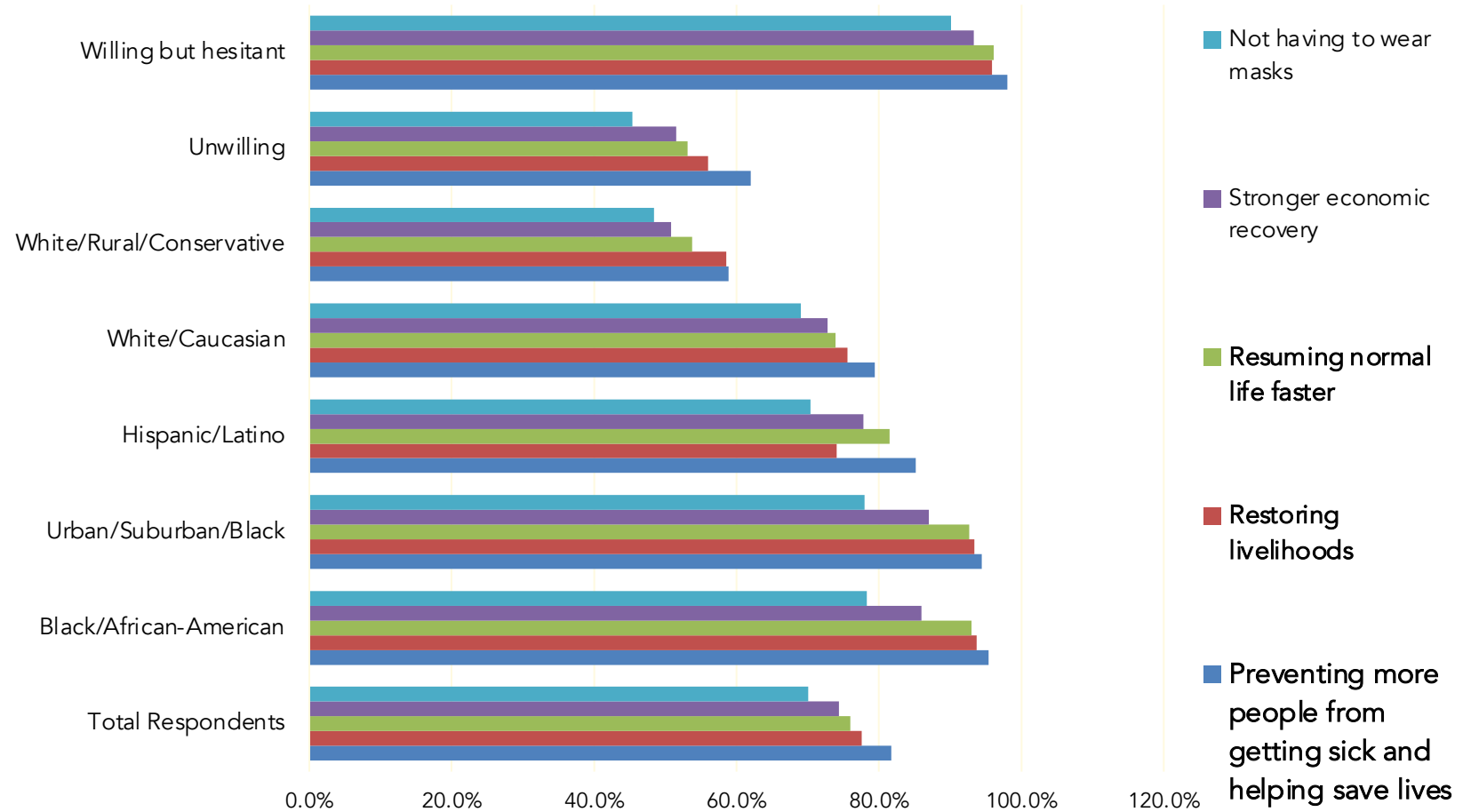
What websites or apps do you currently use for NEWS and INFORMATION? Name those that come to mind first.							
(by number of mentions)							
Local TV news app	118		Web MD	8		Spotify	2
Fox News	107		CNBC	7		AARP	1
CNN NEWS	88		WHO	7		CNET	1
Google News	88		Health department website	6		Daily wire	1
Facebook	82		OANN	6		Democracy now	1
Twitter	43		Wall Street Journal	6		Doctors Without Borders	1
YouTube	41		Washington Post	6		Free republic	1
Instagram	29		Buzzfeed	5		Guardian	1
Yahoo News	27		NPR	5		LA Times	1
Newsmax	25		Hulu	4		Netflix	1
CBS News	24		OSHA Corona Virus	3		New York Post	1
CDC	24		Social media	3		PBS	1
NBC news	22		AP	2		Prime	1
New York Times	20		Bloomberg	2		Real clear politics	1
ABC News website	18		Cracked	2		Red Cross	1
Tik Tok	16		Donald Trump	2		Right Side Broadcasting	1
Apple News	15		Drudge	2		Savage nation	1
BBC news	15		Epoch Times	2		Sean Hannity	1
Local newspaper	14		ESPN	2		Sky news	1
MSNBC	13		FDA Corona virus Update	2		St Thomas Medical	1
Local radio	10		Huffington Post	2		Telemundo	1
Snapchat	10		Medscape	2		The Onion	1
Reddit	9		Podcasts	2		www.infowars.com	1
USA Today	9		Politico	2		www.roguenews.com	1
bing.com	8		Reuters	2		VA app	1

DATA

Lean into messaging which allows people to believe that:

- 1) Getting vaccinated will prevent more people from getting sick and help save lives and...
- 2) Will restore livelihoods so we can...
- 3) Restore normal life faster. (note: the unwilling/no interest will be the least responsive, but the hesitant will accept that messaging)

I would get vaccinated if it means...(Absolutely/Probably/Maybe)



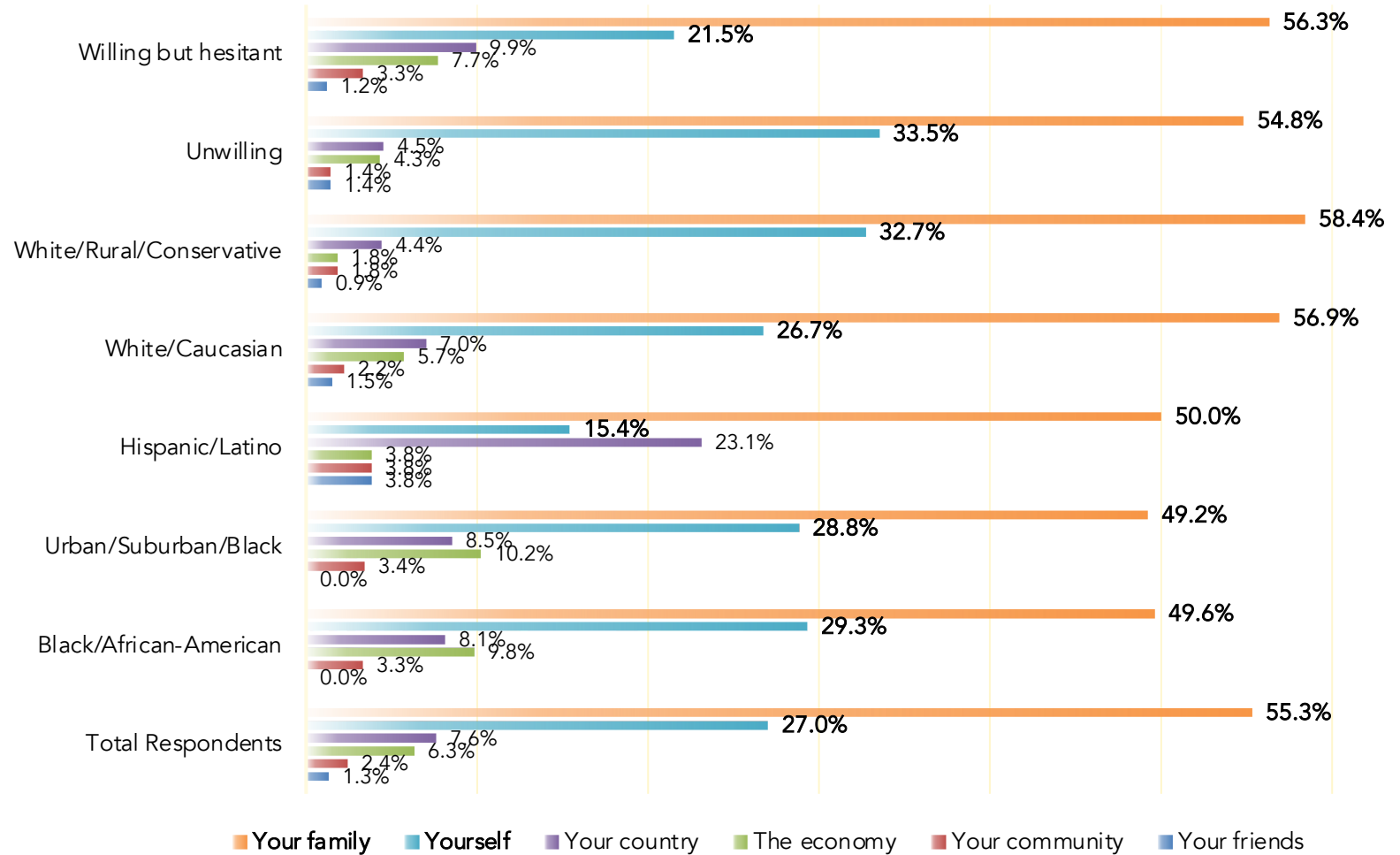
DATA

49% to 58% (all groups) would be most willing to take the vaccine for:


- Their family
- And up to 34% saying they would take it for themselves

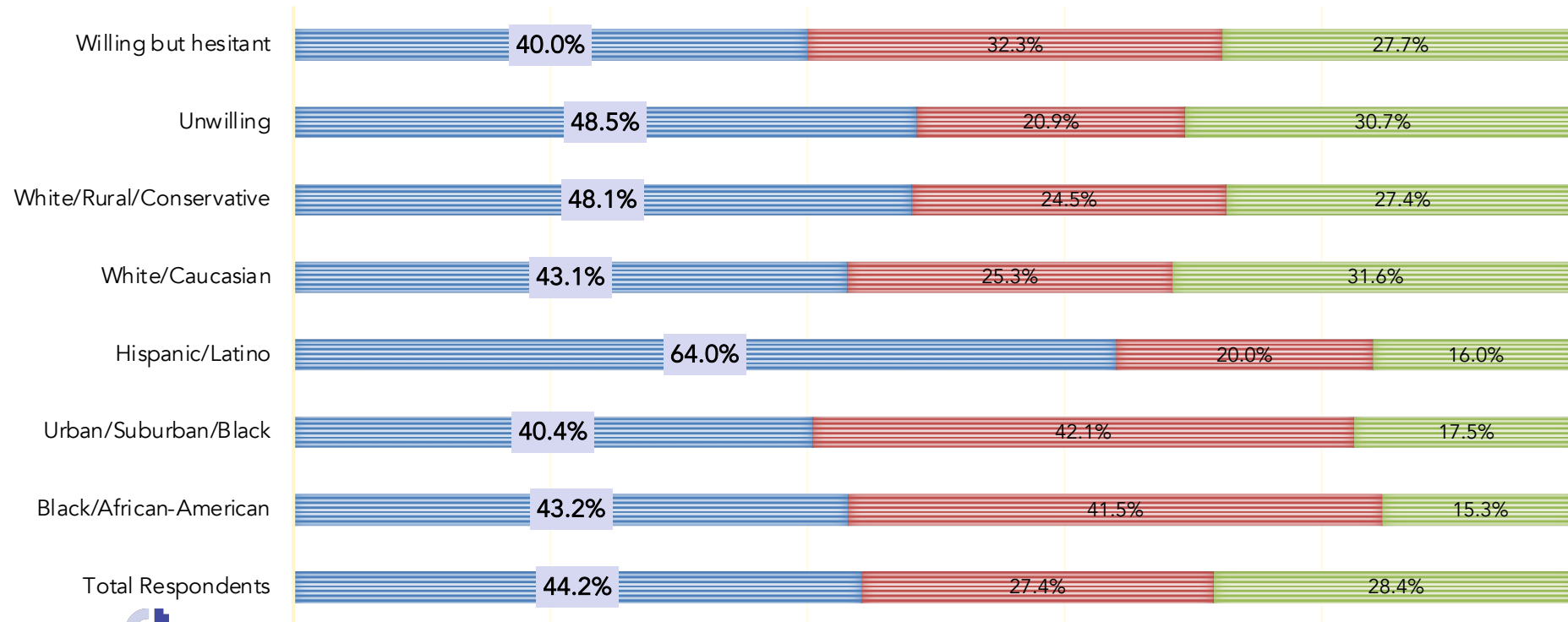
*"DO IT FOR YOUR FAMILY.
DO IT FOR YOURSELF."*

You would be most willing to take the vaccine for...



Of these three, which is most convincing?

-  ■ The vaccines are up to 95 percent effective in protecting from illness or death
- Vaccines will help bring this pandemic to an end
- Getting vaccinated will help keep you, your family, your community, and your country healthy and safe



DATA

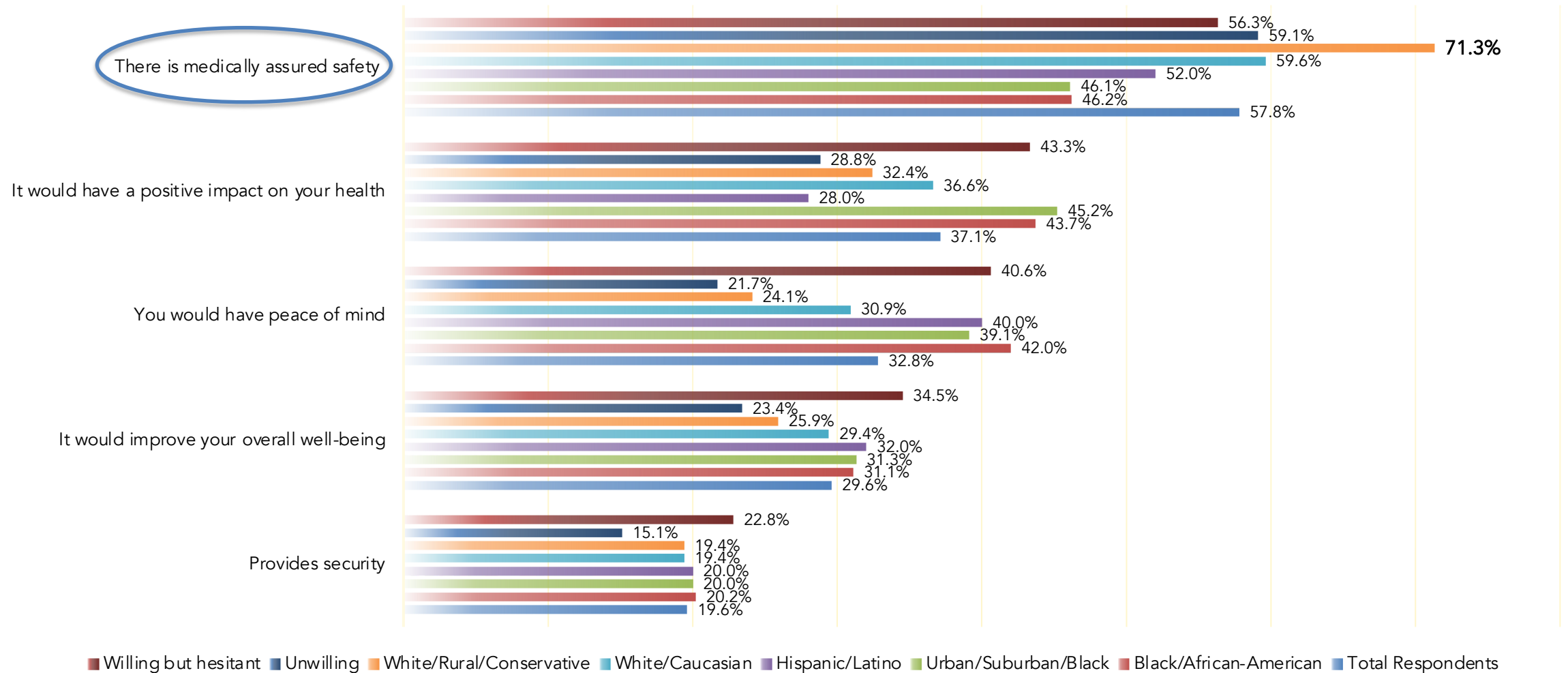
Messages that build confidence in getting a COVID vaccine by allowing them to hear:

1. **Most people who receive a vaccine have no side effects at all AND there is medically assured safety.** (this is the most significant confidence builder)
2. Every study, every phase and every trial was carefully reviewed by the FDA.
3. You CANNOT get COVID-19 from the vaccine.

What helps improve your confidence in receiving a COVID-19?								
RANK ORDER	Total Respondents	Black/African-American	Urban/Suburban/Black	Hispanic/Latino	White/Caucasian	White/Rural/Conservative	Unwilling	Willing but hesitant
Most people who receive a vaccine have no side effects at all	1	1	1	2	1	1	1	1
That every study, every phase and every trial was carefully reviewed by the FDA	2	2	2	1	2	2	2	2
You cannot get COVID-19 from the vaccine-	3	3	4	4	3	3	3	3
That minor reactions are normal and not worrisome	4	5	5	3	4	4	4	5
Hearing the total number of Americans that have received a COVID vaccine	5	4	3	6	6	6	6	4
Mild side-effects last a day or two at most	6	6	6	5	5	5	5	6

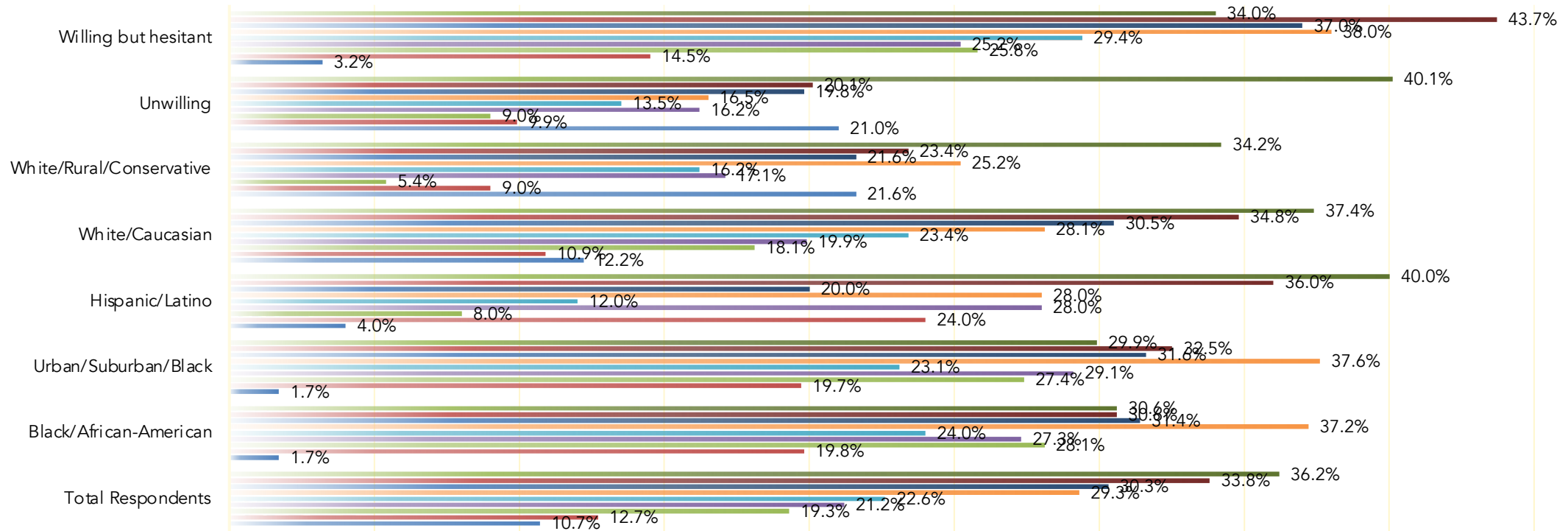
DATA










Which of the following words would provide a level of comfort that would allow you to seriously consider getting the vaccine for coronavirus?



DATA

What words would you need to hear, or actions taken that might move you to getting vaccinated?



-  "...COVID-19 vaccine development wasn't rushed and is based on many years of coronavirus and vaccine studies..."
-  "...for the health of your loved ones..."
-  "...so we can get back to normal..."
-  "...to keep you as healthy as possible..."
-  "...it will keep our economy open and moving faster..."
-  "...My loved one was skeptical of the COVID-19 vaccines at first, but they are so glad they made the decision to get one..."
-  "...because it's everyone's responsibility..."
-  "...I was skeptical but..."
-  Nothing

DATA

In messaging use the words:

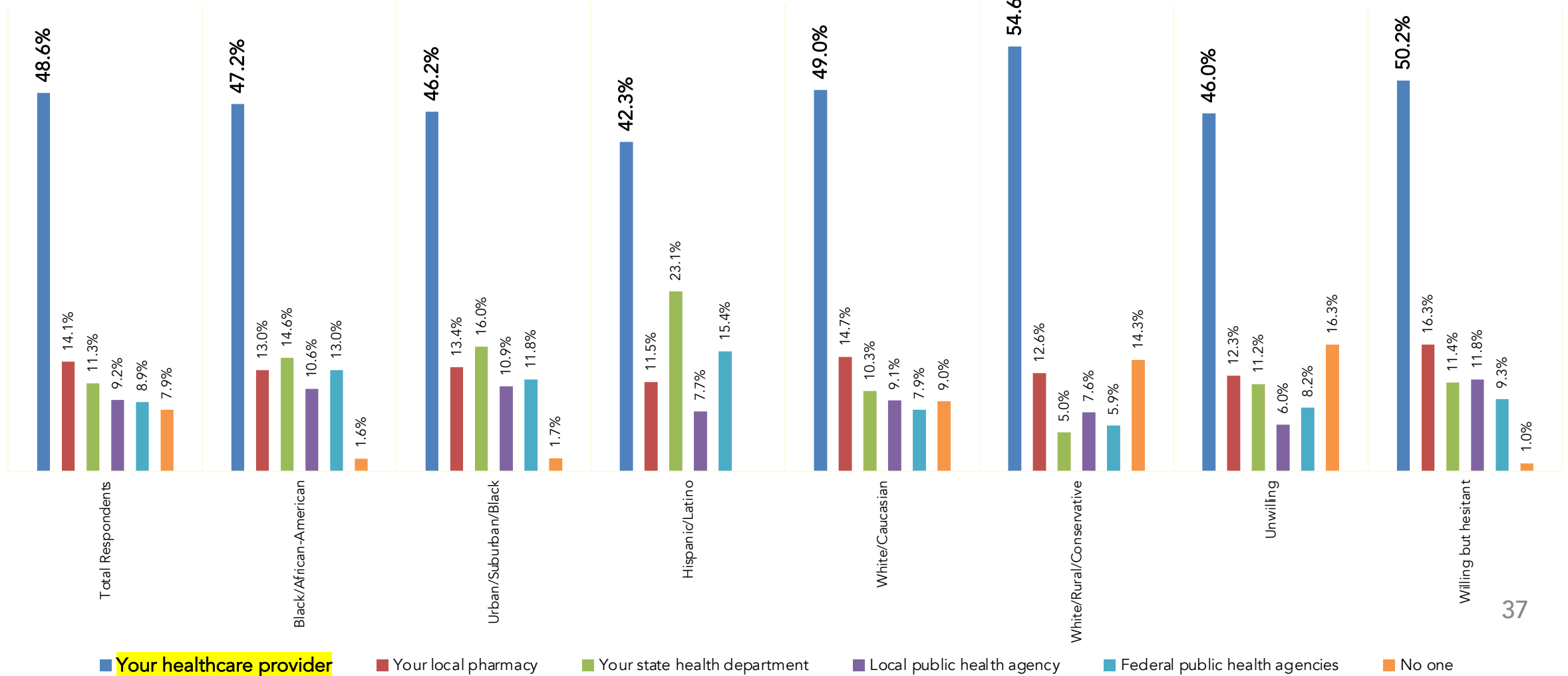
1. Research
2. Medical research
3. Medical experts
4. Scientific
5. Safety

Acknowledge the skepticism of white/rural/conservative..

To what degree would you believe the following words when used to share facts about the COVID vaccines?								
Average score on 7-point scale	Total Respondents	Black/African-American	Urban/Suburban/Black	Hispanic/Latino	White/Caucasian	White/Rural/Conservative	Unwilling	Willing but hesitant
Research	4.6	4.8	4.7	4.5	4.5	3.9	3.8	5.1
Medical research	4.5	4.7	4.8	4.5	4.5	3.8	3.7	5.2
Medical experts	4.5	4.8	4.9	4.4	4.4	3.7	3.5	5.2
Scientific	4.5	4.7	4.8	4.3	4.5	3.9	3.6	5.1
Safety	4.4	4.8	4.8	4.7	4.3	3.6	3.4	5.1
Benefit	4.1	4.4	4.4	4.5	4.1	3.2	2.9	5.0
Return to normal	4.1	4.4	4.4	4.3	4.1	3.4	3.0	5.0
Skeptical	3.9	3.9	4.0	3.8	3.9	4.4	4.1	3.8
Consequence	3.7	4.1	4.1	4.2	3.6	3.1	3.2	4.0
Invent	3.4	3.9	4.0	3.7	3.3	2.6	2.6	3.9
Obligation	3.4	3.7	3.9	3.7	3.3	2.7	2.4	4.0
Patriotism	3.1	3.5	3.5	3.4	3.0	2.6	2.3	3.6

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Whom do you trust MOST to administer
The COVID-19 vaccine to you?



DATA

To what degree would you consider a COVID-19 vaccine if an insurance or health provider offered an incentive to you?



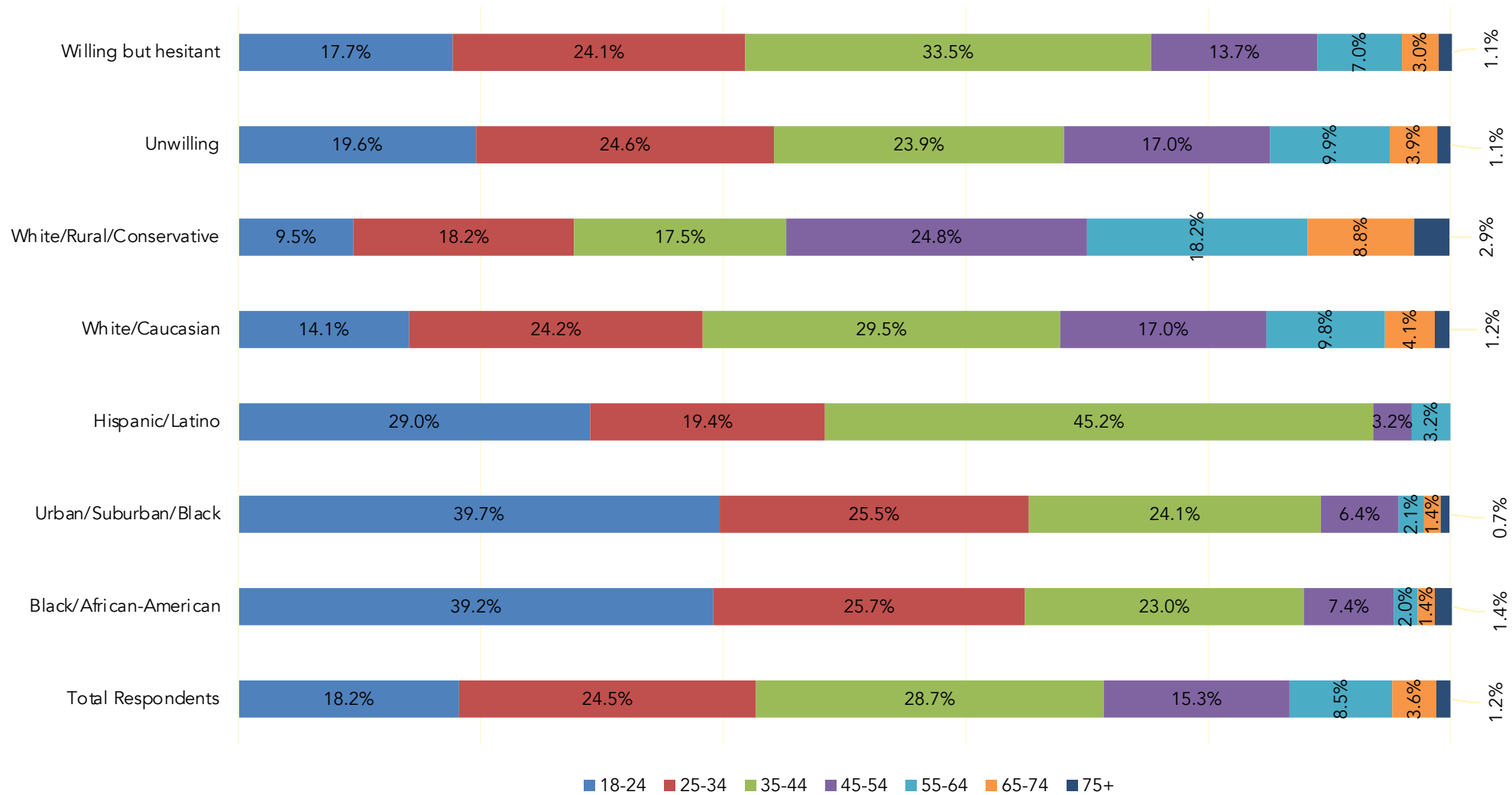


DEMOGRAPHICS



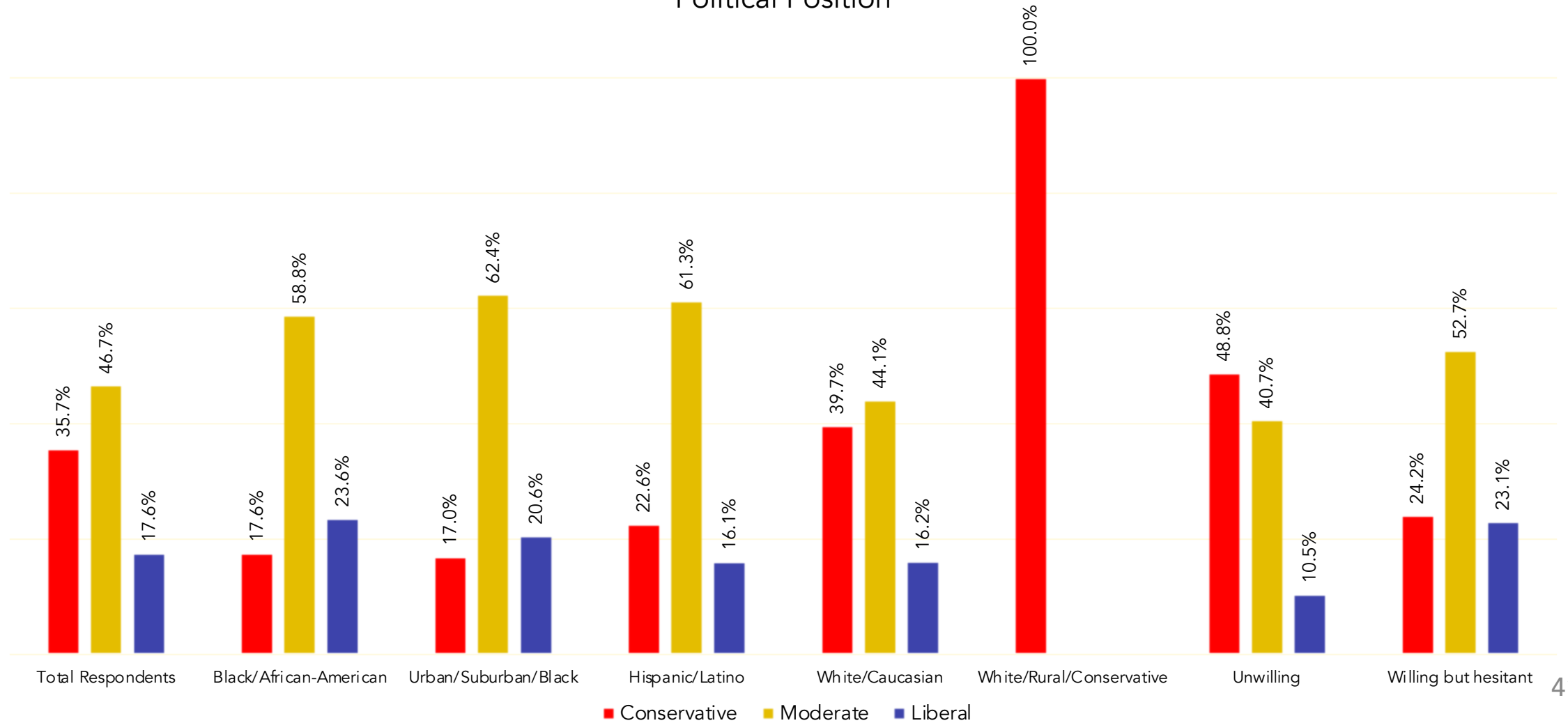
DATA - DEMOGRAPHICS

Age



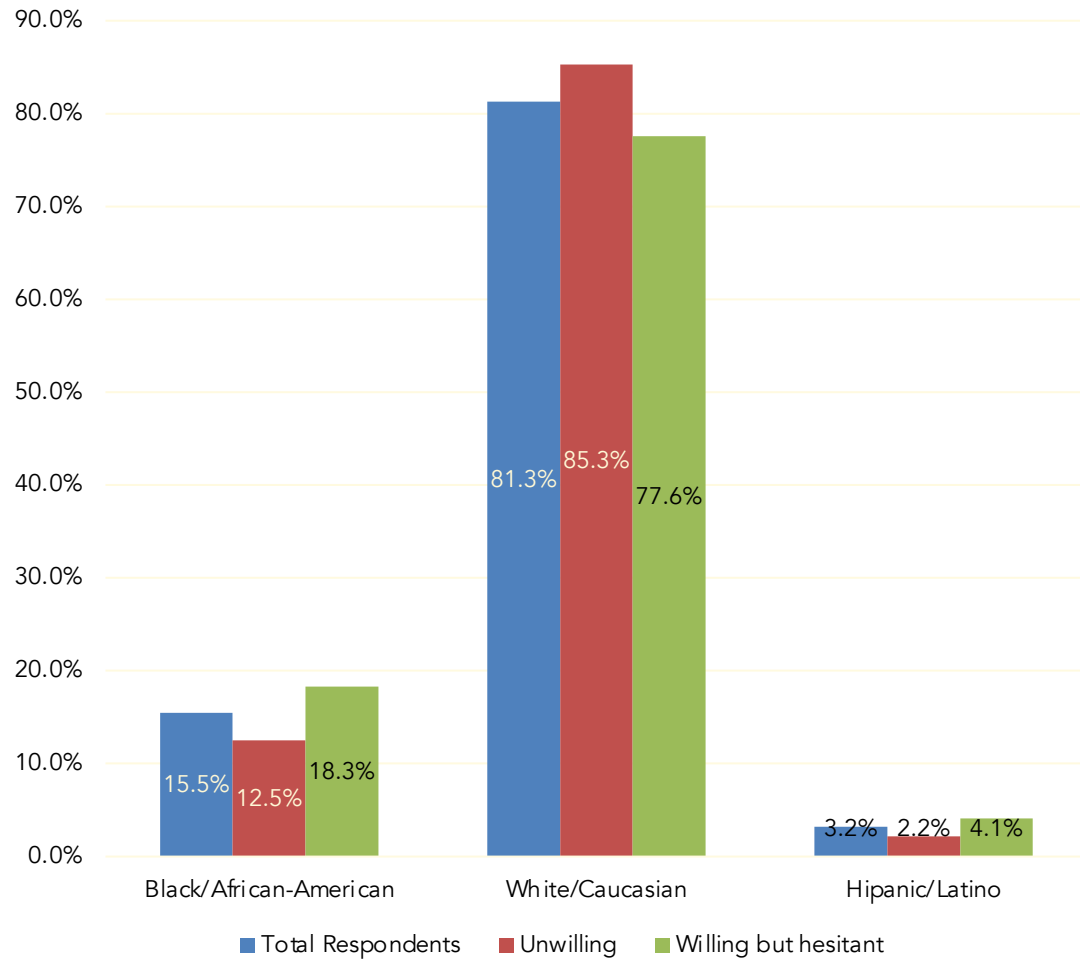
DATA - DEMOGRAPHICS

Political Position

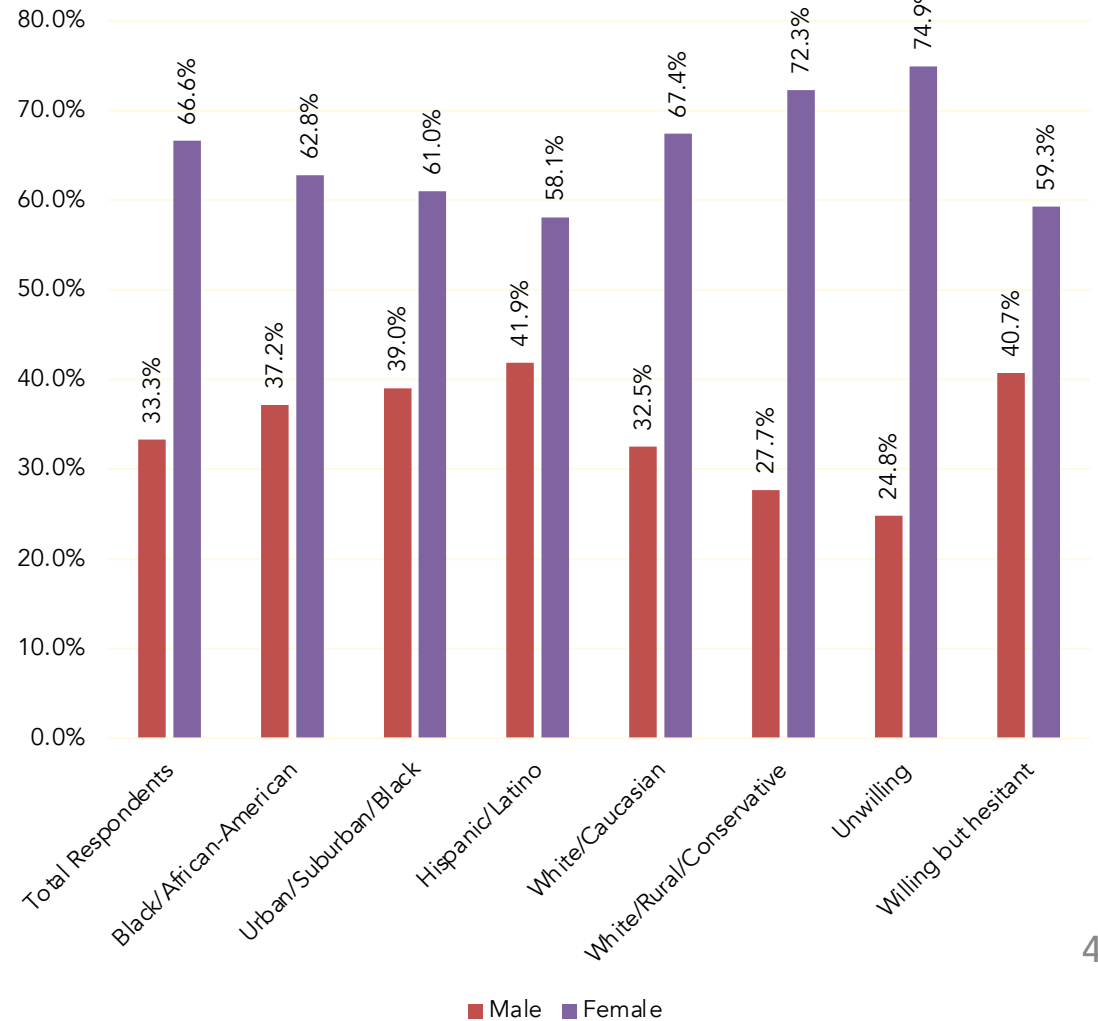


DATA - DEMOGRAPHICS

Ethnicity

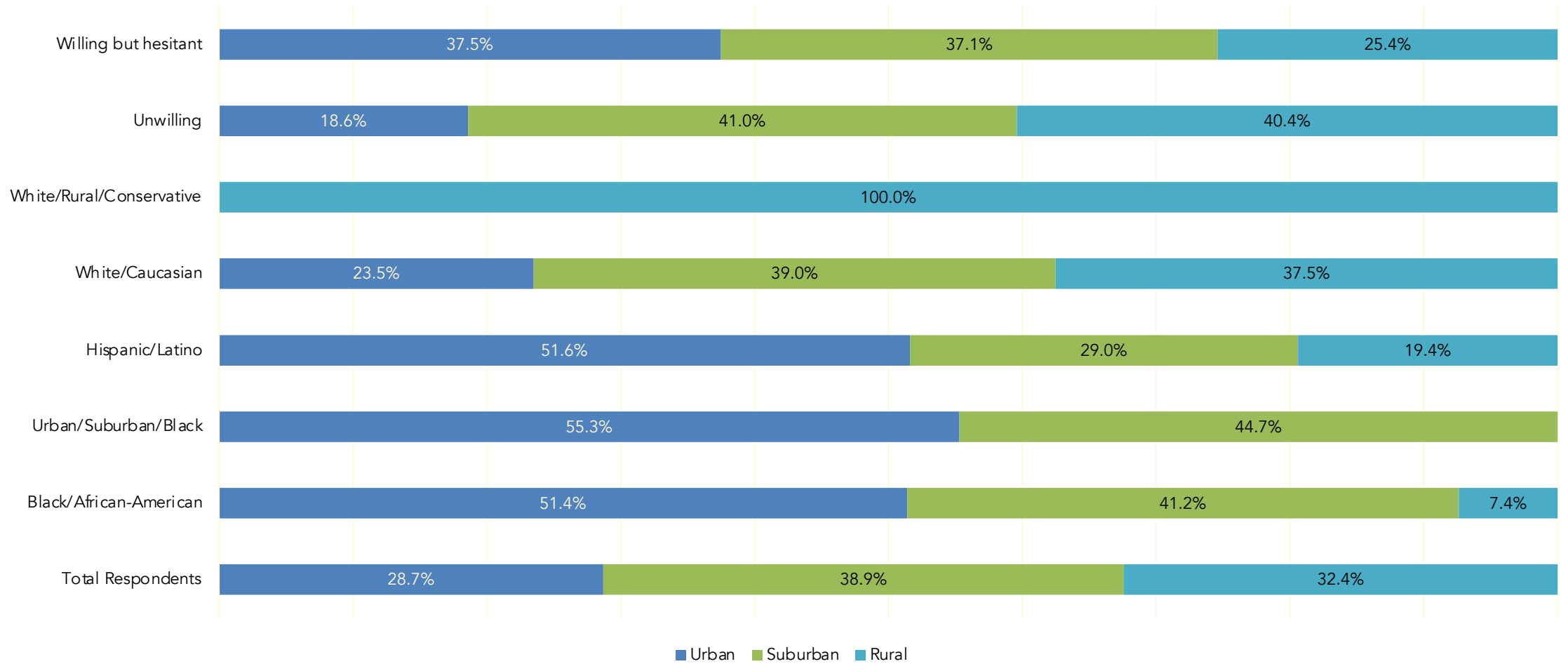


Gender



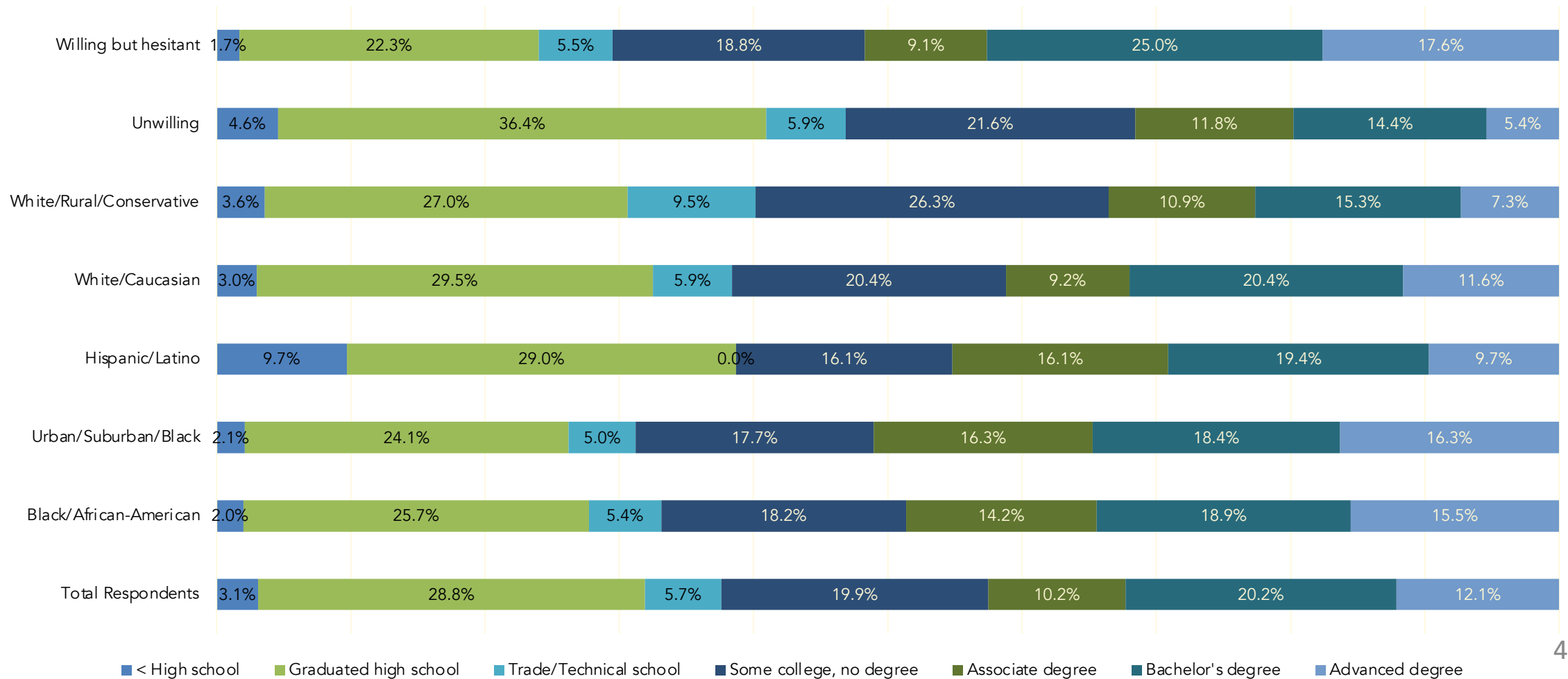
DATA - DEMOGRAPHICS

Urbanicity



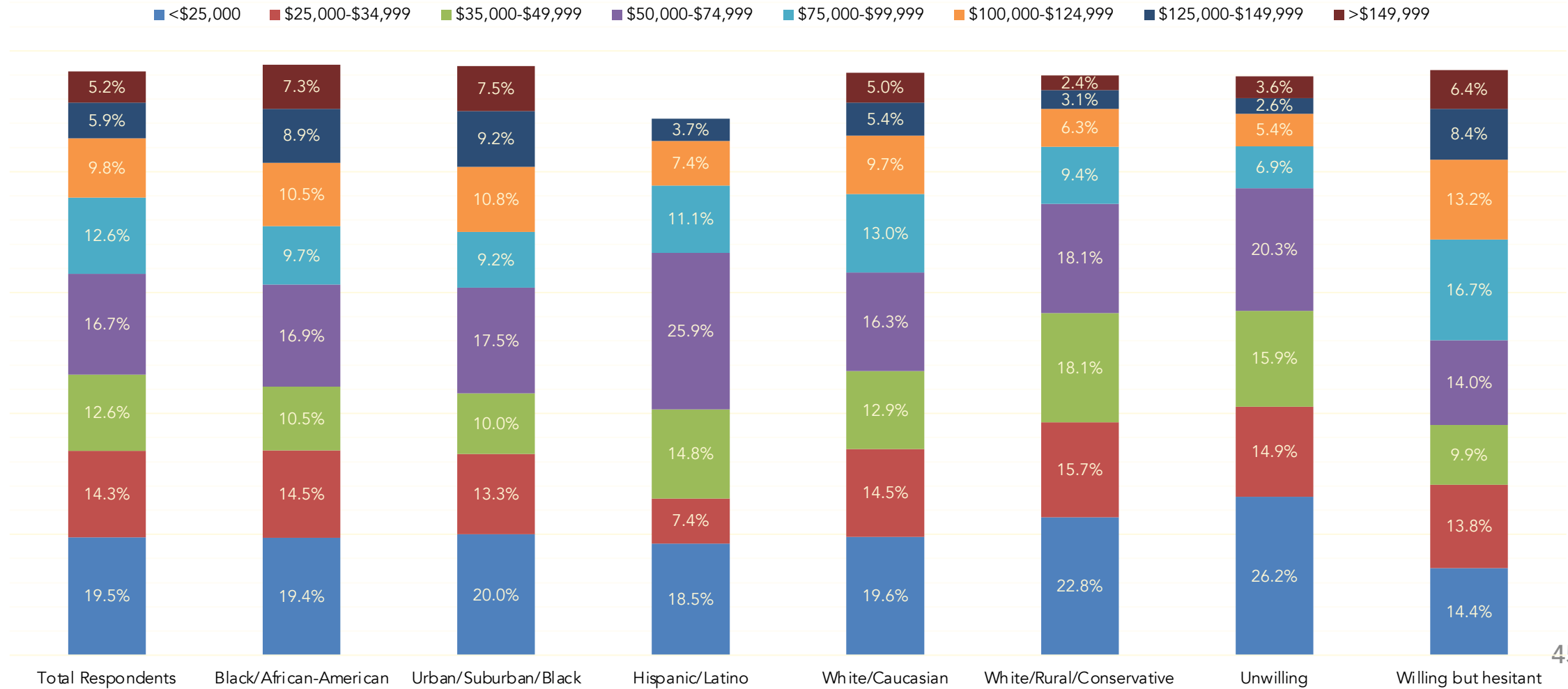
DATA - DEMOGRAPHICS

Education



DATA - DEMOGRAPHICS

Annual Household Income





THANK YOU

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