





COVID-19 Vaccine Messaging and Local News Organizations

January 2021

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About the Research – Key Findings

A public eager for a vaccine

6 in 10 will get vaccinated <u>as</u> <u>soon as a vaccine is made</u> <u>available to them</u>. Just 13% say that they won't get vaccinated.

Safety, efficacy – and normalcy

The biggest motivator for getting vaccinated is a desire to <u>get back</u> <u>to "normal,"</u> followed closely by personal and family safety concerns. The top reasons for vaccine hesitance center on safety and efficacy.

Broad trust in local news sources

No sources are deemed more reliable than local news (TV, radio, or print), with news consumers far more likely to rate national news sources "unreliable."

Americans want to know what's safe and what's not...

As consumers consider whether to get vaccinated, their top information needs are <u>safety and</u> <u>effectiveness</u>, along with possible side effects.

...and they want to hear from experts

The <u>most important voices</u> are those of doctors, nurses, and other healthcare-related experts or organizations, and this desire for expertise transfers over to whose opinions people want to hear about from media sources.

Consumers want facts – they'll make up their own minds

Consumers want stories that "make recommendations based on detailed reporting," and that focus on "just the facts" without personal perspective.

nab.org/vaccine



Donald W. Reynolds Journalism Institute University of Missouri



Detailed Overall Findings By Ethnicity

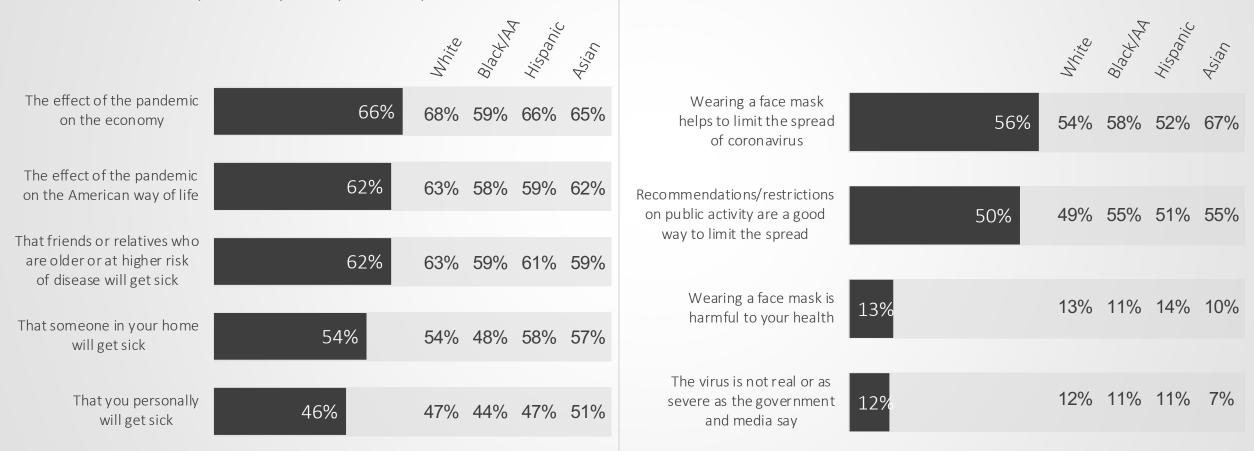




Attitudes Towards COVID Prevention Measures

Belief in preventative measures is highest among Black audiences

How worried are you about COVID? (Extremely + Very Worried)



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Much greater hesitance among Black audiences

How likely are you to get the COVID vaccine when you can?

	Definitely will	Probably w	Probably will Not		ıre	Probably will not	Definitely will not
Total	32%		28%		18%	10%	13%
White	35%		28%		16%	9%	12%
Black/AA	21%	21%	25%		15%		18%
Hispanic	28%	27	27%		5 10	0%	16%
Asian	31%		37%		20)%	7% 5%

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Minor differences by ethnicity in reasons for vaccinating (and not doing so)



Biggest Reasons to Get Vaccinated

	You want to go back to a "normal" life
	Concerned for the safety of others in your family
	Concerned about your personal safety
	You are just tired of this pandemic
	You want to see and be close to friends and family
	Concerned for the safety of others in your community
	You want to travel freely
1	Sense of personal responsibility to your community
1	To help reopen economic activity in your community
1	You want to go back to a regular work life

nated	White	BlackAA	Hispanic	Asian
28%	29%	24%	28%	34%
27%	28%	23%	26%	30%
24%	24%	24%	22%	27%
18%	17%	22%	18%	14%
17%	18%	12%	14%	15%
16%	18%	9%	15%	13%
15%	15%	14%	15%	20%
1%	11%	13%	10%	13%
1%	12%	10%	10%	9%
1%	11%	11%	10%	12%

	asons NOT to accinated	White	BlackA	Hispanic	Asian
Don't think it will safe	26%	26%	32%	21%	29%
Concerned about ingredients in the vaccines	19%	18%	24%	20%	13%
Don't think it will be effective	15%	15%	16%	12%	14%
Don't trust the testing process	15%	15%	17%	17%	11%
Don't trust the government	13%	13%	19%	14%	7%
Don't trust the approval process	13%	13%	16%	11%	8%
Don't trust companies that created the vaccine	10%	10%	11%	10%	5%
You think you can't afford to get the vaccine	9%	9%	9%	9%	6%
Worried that you will have to keep getting the vaccine	9%	9%	9%	9%	11%
You are afraid of needles	8%	8%	5%	8%	11%

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African Americans are far less confident in the vaccine's testing

protocols How strongly do you agree or disagree with each of the following statements? Strongly Agree + Somewhat Agree

White	54%	52%	54%	37%	36%
Black/AA	55%	63%	41%	46%	40%
Hispanic	55%	55%	48%	42%	41%
Asiar	n 46%	41%	48%	31%	30%
	54%	53%	52%		
				38%	37%
V	I am worried that early rersions of the vaccine will be less effective than later	I am worried that the vaccine itself will make people sick	I am confident that any coronavirus vaccine will be adequately tested for safety	I am worried that people in my community will get less safe v versions of the vaccine	

and effectiveness

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CC7: How strongly do you agree or disagree with each of the following statements?

versions





White Black Ar Hispanic Asian

Safety, efficacy are top informational concerns regardless of

ethnicity Which of these things is most important for you to know before you decide whether or not to get or recommend the coronavirus vaccine as soon as it is available? *Most important*

How safe it is	44%	46%	34%	36%	46%	
How effective it is	37%	38%	35%	30%	41%	
What the possible side effects are	34%	35%	34%	28%	29%	
How long the vaccine lasts (i.e. is it a one-time vaccination or annually)	15%	15%	15%	15%	16%	
What the ingredients of the vaccine are	13%	13%	16%	16%	11%	
Details about the trials and how rigorous they were	12%	13%	8%	9%	11%	
When and where it's available	12%	12%	14%	11%	8%	
How easy it is to get	11%	11%	9%	12%	11%	
How long it takes for the vaccine to start working	10%	11%	11%	11%	7%	
Details about how it actually works to combat the virus	10%	10%	13%	9%	12%	
Who created the vaccine (foreign company vs. U.S. company)	8%	8%	10%	9%	9%	
Whether it's been endorsed by people or organizations you trust	8%	8%	5%	9%	8%	
How it's administered (where the shot is given, how many shots)	7%	7%	9%	11%	7%	
Who provided funding for the vaccine	6%	6%	8%	8%	7%	
How you feel about the specific company that created the vaccine	6%	5%	8%	5%	5%	
Whether people you know are getting the vaccine	6%	6%	6%	4%	4%	
Whether Donald Trump will get credit for its development	4%	4%	4%	3%	3%	

Based on Respondents who found at least one thing important

DD2: And which of these things is most important for you to know before you decide whether or not to get or recommend the coronavirus vaccine as soon as it is available?

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White BlackAr Hispanic Asian

Consumers value experts over pundits regardless of ethnicity

How important is the opinion of each of these to your decision? *Extremely important*

		-	\sim		X
Your own doctor or nurse	52%	52%	53%	50%	47%
Federal health agencies (e.g., the CDC, DHHS, NIH)	49%	50%	48%	51%	45%
State health agencies	42%	42%	48%	50%	31%
Local hospital officials	42%	43%	43%	44%	31%
Local health agencies	39%	39%	42%	41%	27%
Your own pharmacist	34%	34%	39%	34%	28%
Friends and family	32%	31%	39%	35%	25%
A doctor or nurse that you see speaking on television	28%	28%	33%	32%	21%
Joe Biden or members of his incoming administration	28%	27%	37%	30%	22%
State government officials	28%	28%	31%	31%	21%
Local government officials	26%	25%	29%	32%	21%
National news sources	24%	23%	27%	30%	21%
Local news sources	22%	22%	30%	26%	16%
Democratic politicians	22%	22%	29%	27%	19%
National news personalities	21%	20%	26%	29%	18%
Local news personalities	20%	20%	23%	27%	14%
Republican politicians	19%	21%	15%	25%	13%
Religious leaders	19%	19%	22%	23%	12%
Donald Trump or members of his administration	19%	20%	17%	23%	13%
People you follow on social media	18%	18%	20%	24%	13%
montant to you are the eninions or endersements each of the following as you as	ansider whether or not you would get or recommand the coronavirus vaccine as soon as it is available?				

DD3: How important to you are the opinions or endorsements each of the following as you consider whether or not you would get or recommend the coronavirus vaccine as soon as it is available?

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Investigations into vaccine safety and efficacy top the list regardless of ethnicity

What if you saw each of the following from a preferred local news source?

	Net Trust Impact ("Trust more" minus "Trust less")	MM	B/a	Hisp	Asia
An investigation into the effectiveness of the vaccine	+59	+61	+56	+46	+47
An investigation into the safety of the vaccine	+59	+61	+53	+52	+58
A recommendation to wear masks	+49	+49	+54	+39	+55
A recommendation for getting the coronavirus vaccine in general when it's available	+43	+44	+39	+41	+40
An endorsement of public stay-at-home recommendations and other limitations on movement	+42	+42	+45	+41	+38
A reporter or anchorperson being vaccinated and reporting on it	+42	+43	+38	+42	+40
If a local news source sponsored a vaccination drive or vaccination clinic	+38	+40	+33	+37	+25
A recommendation for one vaccine over another	+34	+35	+34	+35	+32
A decision not to endorse or recommend getting vaccinated	+16	+16	+18	+20	+9

Based on 78% of Respondents who are consumers of at least one local media

DD4: If you saw each of the following from a preferred local media source such as your favorite local news station, newspaper, or radio station, would that make you trust them more or less, or would it not make a difference?

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Top stories, broken by ethnicity

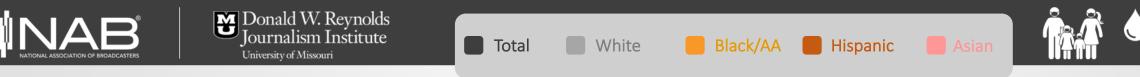
What kinds of vaccine-related stories would you want to see?

How the vaccine is impacting infection rates	
Details about how people are responding physically to the vaccine, including stories about possible side effects	
"Fact checks" of vaccine-related misinformation	
Stories that track patients who have had the vaccine and how it impacted them over time	
Success stories about how the vaccine is working	
"Red flags" about concerns that people have regarding the vaccine	
Stories that make clear the potential health complications for those taking the vaccine	
Details about where/when you can get the vaccine	
Explanatory coverage of the science behind the vaccine	
Details about how the vaccine is given	

e?		White	BlackAA	Hispanic	Asian	
ites	31%	33%	26%	22%	29%	
ling	31%	33%	27%	22%	18%	
ion	28%	29%	28%	23%	26%	
em	26%	26%	26%	21%	24%	
ing	25%	27%	22%	16%	20%	
ine	24%	25%	27%	16%	22%	
the	23%	25%	22%	15%	15%	
ine	20%	21%	14%	17%	17%	
ine	20%	21%	16%	15%	15%	
ven	18%	19%	16%	17%	14%	

DD8: Which of the following kinds of vaccine-related stories are you most interested in seeing, reading, or hearing as you consider whether or not to get or recommend the coronavirus vaccine as soon as it's available?

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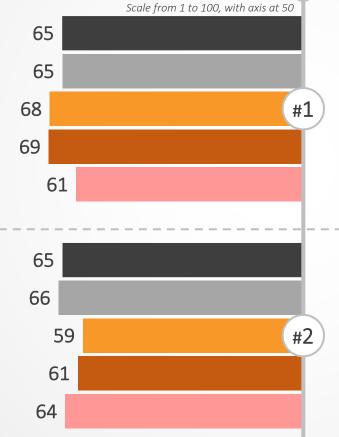
Viewers want "just the facts" regardless of ethnicity – but especially White viewers Which of the following is closest to what you would want from a news source with regard to the coronavirus

vaccine?

DO THIS...

Stories that make recommendations based on detailed reporting

News personalities offering "just the facts" without revealing their personal perspective



DD9: Which of the following is closest to what you would want from a news source with regard to the coronavirus vaccine?

... NOT THAT Stories that offer information without any recommendations News personalities sharing personal experiences and thoughts about the vaccine

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Net Impact (More minus Less Likely)

Messaging impact by ethnicity

Looking at each of these messages, would they make you more likely to get the coronavirus vaccine, would they make you less likely, or would it make no difference?

Overall White More Less Likely Likelv 16% "Get vaccinated. Don't put your family through the pain of losing you to COVID-19." 49% +33+28+25+33+4449% 16% "Getting vaccinated is the right thing to do to, protect yourself, protect your neighbors." +33+33+30+23+3816% "Talk with your doctor about if the COVID-19 vaccine is right for you." 47% +31 +33 +18 +30+3147% 17% "I don't want you to lose family to COVID-19 like I did, please vaccinate today." +31+30+35 +22 +37 47% 17% +31 "If enough of us get the shot, we can stop COVID-19." +31+28 +18 +3947% 16% +32 +26 "Get vaccinated and help get our community/country back on track." +31+25 +4245% 19% "The risks appear to be small, but the rewards are well worth getting vaccinated for COVID-19." +25+26 +22 +14+3416% 44% +28"I have the power to help my community by being vaccinated." +28+26+23+40"I want to get back to hugging my grandchildren/going to games/attending concerts so I'm getting 44% 16% +28+29 +29 +21 +27vaccinated." 43% 16% "You do a lot of things to stay healthy, now you can choose to get vaccinated." +26+27 +19 +18 +3543% 19% "Don't wait to vaccinate, it is safe and effective in preventing COVID-19." +23+31+2442% 20% +21+22 +15+13 "Getting vaccinated might cause you to feel bad for a day or two - but it could save your life." +29

DD12: Looking at each of these messages, would they make you more likely to get the coronavirus vaccine, would they make you less likely, or would it make no difference?

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Thank You!