

## Vaccine Research Sales Concepts

March 2021

#### **30 MINUTE AGENDA**



Welcome!

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- The Vaccine Research Overview
- Research And Key Audiences
- **Potential Clients**
- 3 Opportunities/Conversations
- The Station Package
  - Examples Of Station Success

## Wrap Up

#### **GOVERNMENT SPENDING**

# Biden targets diverse groups with vaccine hesitancy for COVID-19 funds

BY BO ERICKSON UPDATED ON: FEBRUARY 24, 2021 / 12:32 AM / CBS NEWS

### AD COUNCIL SPEARHEADS \$50 MILLION EDUCATION EFFORT FOR COVID-19 VACCINE

Just one third of Americans say they will 'definitely' get vaccinated, according to a survey by COVID Collaborative

By Ethan Jakob Craft. Published on November 23, 2020.

## Covid-19 vaccine ads expected in next few weeks as part of \$250 million Biden administration campaign

By Elizabeth Cohen, CNN Senior Medical Correspondent

() Updated 7:01 AM ET, Mon March 15, 2021

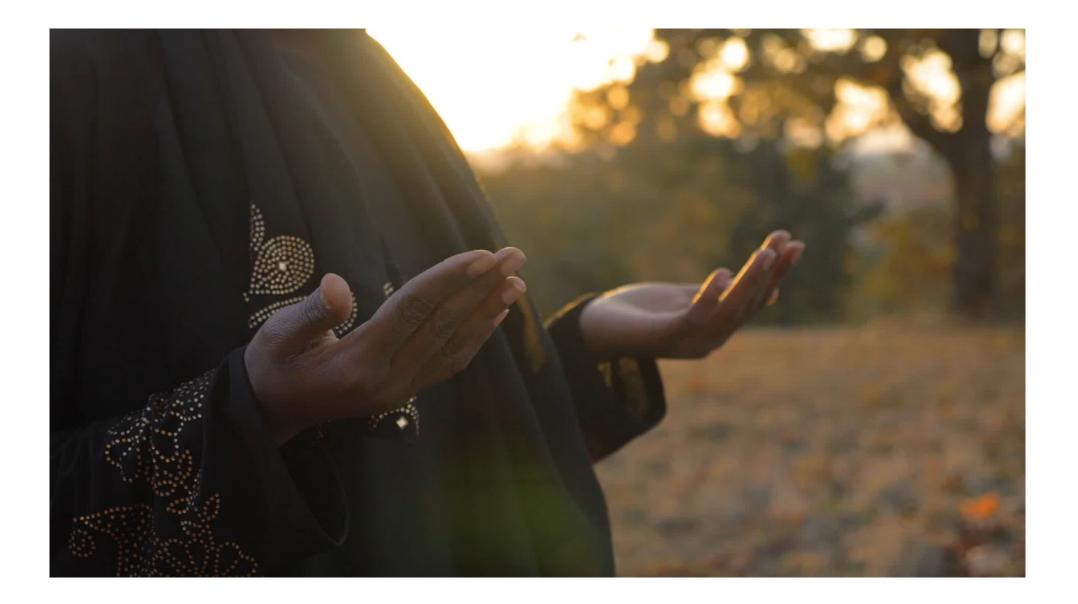
#### Federal education campaign to emphasize power of COVID-19 vaccine set to launch in January

Elizabeth Weise USA TODAY Published 7:12 p.m. ET Dec. 29, 2020 | Updated 11:47 a.m. ET Dec. 30, 2020

# New vaccine ads reach out to minorities

#### New Day

CNN senior medical correspondent Elizabeth Cohen discusses a new ad campaign that's encouraging minorities to become study participants in clinical trials for coronavirus vaccines. Source: CNN



# The key data...

## What can you offer your clients?

#### **About the Research**

#### Methodology

• We interviewed **3,046 adults** 18-64

 National US-based sample with quotas to ensure age, gender, geographic, and ethnic distribution

 All respondents are consuming news media sources on at least one platform weekly

 $\,\circ\,$  94% of US-based adults 18-64 qualified



Median length of interview: 17 minutes

	+	-+
1		

Online interviews conducted between: **December 4 and 11, 2020** 

SmithGeiger conducted follow-up research for a subset of questions in late February 2021, with an n=2,041 sample

#### **About the Research**

#### Key Findings For Local and National Media

#### A public increasingly eager for a vaccine

37% of unvaccinated Americans "definitely will" get a shot as soon as they can – an increase over previous research. But with 23% <u>already at</u> <u>least partially vaccinated</u> – the % who are eager for (or already have) a shot now tops 50%.

## Uncertain "swing voters" begin to get on board

The percentage of Americans who are unsure or leaning away from a shot is declining – with those skeptics moving "up the ladder." And we see similar shifts among the more skeptical subpopulations.

## 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."

#### 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.

## Americans 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

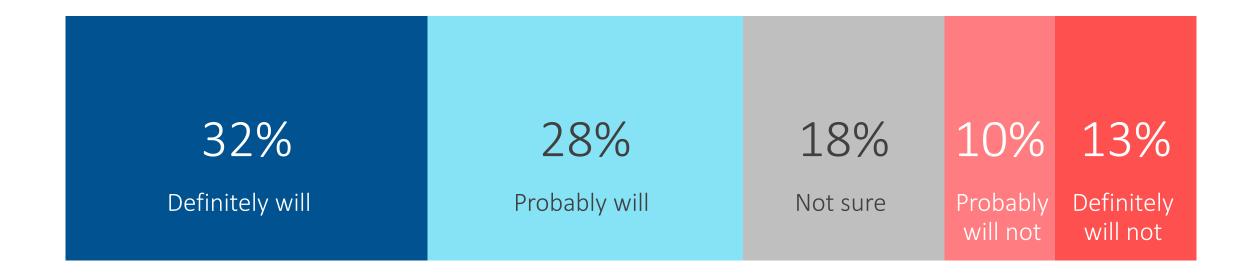
Consumers want stories that "make recommendations based on detailed reporting," and that focus on "just the facts" without personal perspective.

# National Overall Findings

## A public eager for the vaccine

In our December research, 6 in 10 respondents overall expressed an intent to get vaccinated for COVID ("probably" or "definitely" will) once a vaccine is available. Just 13% said that they "definitely would not" get vaccinated.

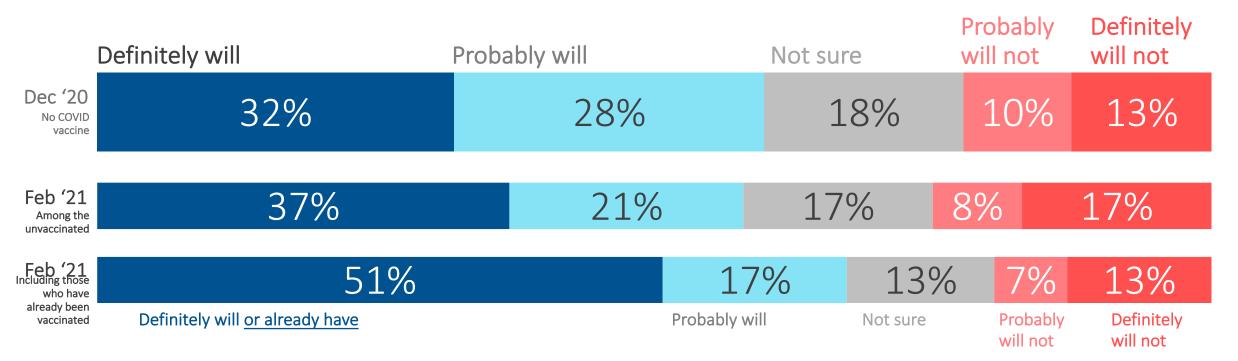
# How likely are you to get the COVID vaccine when you can?



## A growing embrace

As of late February, 23% of adults 18-64 said they had been at least partially vaccinated. When we incorporate them into the "definitely will" group in that follow-up research, it reaches above 50%.

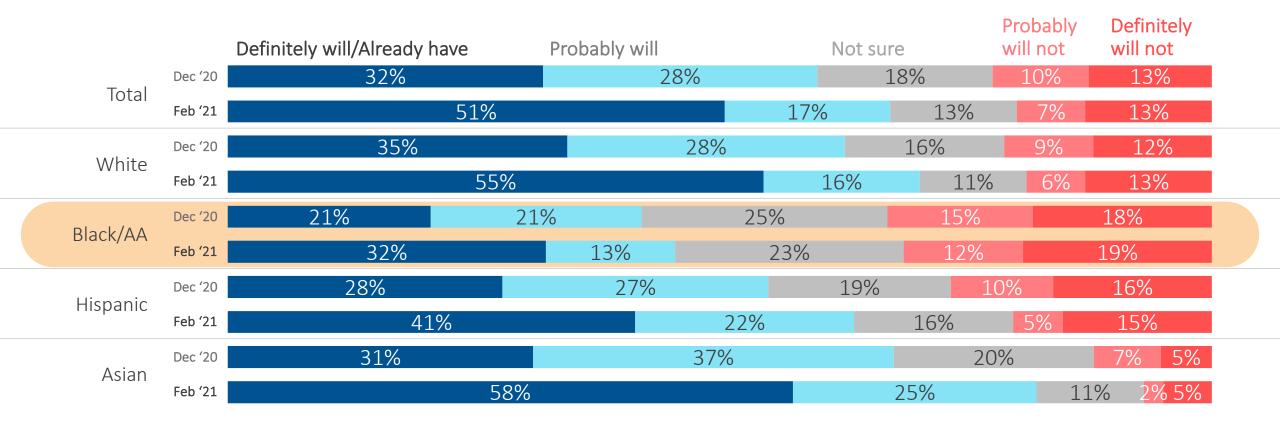
## How likely are you to get the COVID vaccine when you can?



CC3: How likely are you to get vaccinated for coronavirus once a vaccine is available for you to get?

## **Hesitance persists among Black audiences**

How likely are you to get the COVID vaccine when you can? (By Ethnicity)



## **Resistance begins to decline among younger women**

#### How likely are you to get the COVID vaccine when you can? By Gender and Age

	Dec '20	Definitely will/Already have 32%	Probably wi	ill 28%	Ν	ot sure 18%	Prob will r 10	not will not	
Total	Feb '21	51%			17%		13%	7% 13%	
	Dec '20	40%			31%		14%	8% 8%	
Male	Feb '21		61%			16%	10%	% 4% 9%	
	Dec '20	24%	25%		22%		12%	17%	
Female	Feb '21	41%		17%		16%	9%	17%	
	Dec '20	25%	29%		18	8%	13%	15%	
Ages 18 to 34	Feb '21	45%			17%	15%	8%	15%	
	Dec '20	37%		26%	)	17	%	8% 12%	
Ages 35 to 54	Feb '21	549	%		179	%	13%	5% 12%	
Mala 19 + 24	Dec '20	30%		31%		15%	13%	% 12%	
Male 18 to 34	Feb '21	54	1%		15	%	15%	5% 10%	
Mala 25 to 54	Dec '20	50%				29%		13% 4% 5%	
Male 35 to 54	Feb '21		68%				16%	7% 2% 7%	
Famala 19 to 24	Dec '20	19%	27%		22%		13%	19%	
Female 18 to 34	Feb '21	36%		19%	15	%	11%	19%	
Female 35 to 54	Dec '20	25%	23%		22%		11%	18%	
	Feb '21	40%		18%		18%	7%	18%	

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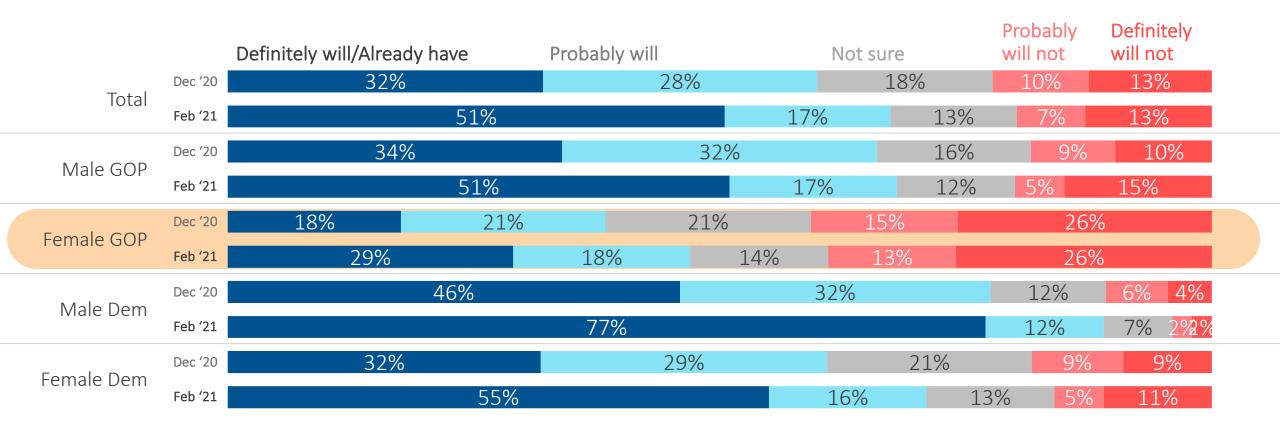
## High hesitance continues among Black respondents

#### How likely are you to get the COVID vaccine when you can? Ethnicity by Gender or Age

		Definitely will		Probably w	vill		Not	sure		Probably will not		nitely ill not
	Total	,	51%	,			17%		13%	7%	13%	
White	All White		55%				16%		11%	6%	13%	
	White Men		6	55%				1	.6%	8%	4% 8	3%
	White Women		43%			16%		14%	9%		18%	
	White 18-34		49%			1	8%	1	.2%	8%	14%	
	White 35-54		59%					15%	10	% 4%	6 12%	
Black/AA	All Black/AA	32%		13%		23	3%		12%		19%	
	Black/AA Men		38%		16%		2	1%	7%		18%	
	Black/AA Women	28%		11%		25%		1	6%		20%	
	Black/AA 18-34	33%	)	11%		21%		13	3%		22%	
	Black/AA 35-54	26%		18%		26	5%		11%		19%	
Hispanic	All Hispanic		41%			22%		1	5%	5%	15%	
	Hispanic Men		52%				19%		9%	6%	15%	
	Hispanic Women	3	6%		23%			20%		5%	15%	
	Hispanic 18-34	32%			28%			19%		7%	14%	
	Hispanic 35-54		51%			1	4%	1	.6%	2%	18%	

## Skepticism is especially high among female Republicans

How likely are you to get the COVID vaccine when you can? By Gender and Political Affiliation



# Broad trust in local news sources

#### How reliable is each source?

No sources are deemed more reliable by this audience of news consumers than local news (TV, radio, or print), with 51% rating their preferred local TV news source "reliable," vs. just 18% "unreliable." We see similar ratios for local newspapers and radio – while most major cable and broadcast news networks have higher levels of perceived "unreliability."

Net Perceived Reliability = "Reliable" minus "Unreliable"

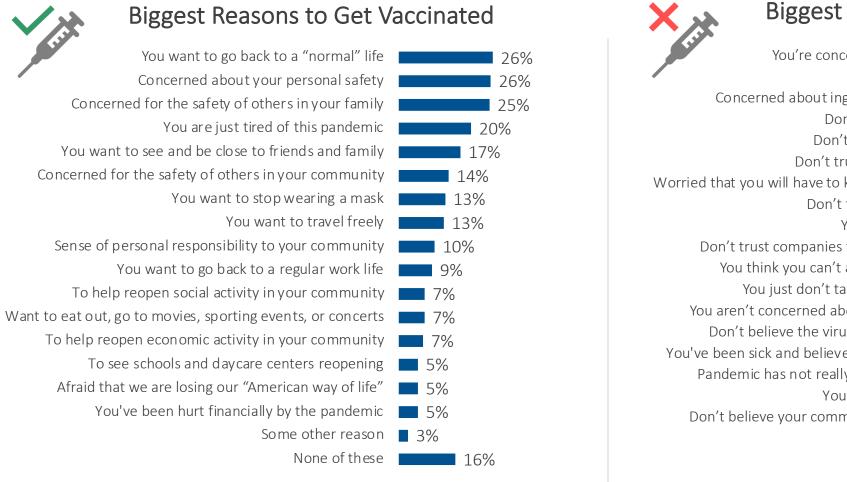
			Net Perceived
	Reliable	Not Reliable	Reliability
Your preferred <b>local TV</b> news program	51%	18%	+34
Your preferred local newspaper	49%	19%	+30
Your preferred local radio station	47%	19%	+28
The New York Times	50%	24%	+25
📩 National Broadcast News Brands	48%	24%	+24
The Wall Street Journal	47%	24%	+23
The Washington Post	47%	24%	+23
USA Today	46%	24%	+21
News aggregation sites or apps	44%	23%	+21
CNN CNN	48%	27%	+21
MSNBC	42%	29%	+12
Linternational news programs	39%	27%	+12
YouTube	41%	30%	+10
FOX News Channel	39%	37%	+2
See Facebook	34%	42%	-8
Newsmax	29%	40%	-10
se Twitter	32%	45%	-13
Some local website	25%	44%	-19
🔆 Other social media	29%	49%	-20
* Nextdoor	24%	49%	-25

Print 🖣 Audio Digital

Not Deresived

## Safety and efficacy – and concerns over side effects

The biggest motivator for getting vaccinated continues to be a desire to get back to "normal." But safety concerns continue to be a reason to hesitate – especially concerns about possible side effects.



#### **Biggest Reasons NOT to Get Vaccinated**

You're concerned about side effects 33% Don't think it will safe 19% Concerned about ingredients in the vaccines 15% Don't trust the government 12% Don't think it will be effective 11% Don't trust the approval process 9% Worried that you will have to keep getting the vaccine 9% Don't trust the testing process 9% You are afraid of needles 8% Don't trust companies that created the vaccine 7% You think you can't afford to get the vaccine 6% You just don't take or believe in vaccines **5**% You aren't concerned about your personal safety 4% Don't believe the virus is as bad as people say  $\blacksquare$  4% You've been sick and believe you're no longer at risk 📃 4% Pandemic has not really changed things for you 3% You think the virus is a hoax  $\blacksquare$  3% Don't believe your community has been affected  $\boxed{2\%}$ Some other reason 5% None of these 26%

Among those that have not had at least one dose of COVID vaccine VA3: Which of the following are the biggest reasons why you would want to get vaccinated?

## News consumers want to know what's safe and what's not

News consumers are looking for information about vaccine safety and efficacy – nothing else comes particularly close.

## How important is each of the following to your decision? *Extremely important*

		Important
How safe it is	73%	44%
How effective it is	70%	37%
What the possible side effects are	65%	34%
Details about how it actually works to combat the virus	55%	10%
Details about the trials and how rigorous they were	54%	12%
How long the vaccine lasts (i.e. is it a one-time vaccination or annually)	54%	15%
How long it takes for the vaccine to start working	51%	10%
What the ingredients of the vaccine are	50%	13%
When and where it's available	48%	12%
How easy it is to get	47%	11%
How it's administered (where the shot is given, how many shots)	44%	7%
Whether it's been endorsed by people or organizations you trust	43%	8%
Who created the vaccine (foreign company vs. U.S. company)	41%	8%
How you feel about the specific company that created the vaccine	34%	6%
Who provided funding for the vaccine	34%	6%
Whether people you know are getting the vaccine	32%	6%
Whether Donald Trump will get credit for its development	21%	4%

\*Based on Respondents who found at least one thing important

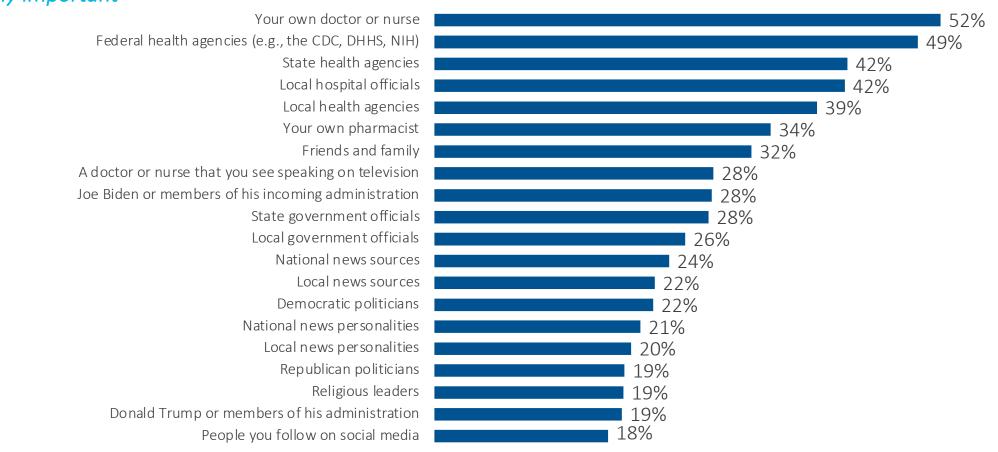
DD1: How important to you is each of the following specific kinds of information in deciding whether to get or recommend the coronavirus vaccine as soon as it is available?

\*Most

## **Experts over pundits**

The <u>most important</u> voices to these consumers are those of doctors, nurses, and other healthcare-related experts or organizations. This need for expertise transfers over to media as well – the COVID-related opinion viewers that are <u>most</u> interested in hearing on their TVs is that of a doctor or nurse, rather than a news personality.

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



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?

# Impactful messages focus on a desire to avoid loss, help others

Roughly half of all respondents are more likely to get vaccinated as a result of seeing messages with those themes in local media.

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?

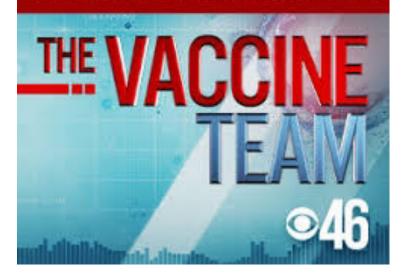
	Likely	Less Likely
"Get vaccinated. Don't put your family through the pain of losing you to COVID-19."	49%	16%
"Getting vaccinated is the right thing to do to, protect yourself, protect your neighbors."	49%	16%
"Talk with your doctor about if the COVID-19 vaccine is right for you."	47%	16%
"I don't want you to lose family to COVID-19 like I did, please vaccinate today."	47%	17%
"If enough of us get the shot, we can stop COVID-19."	47%	17%
"Get vaccinated and help get our community/ country back on track."	47%	16%
"The risks appear to be small, but the rewards are well worth getting vaccinated for COVID-19."	45%	19%
"I have the power to help my community by being vaccinated."	44%	16%
"I want to get back to hugging my grandchildren/going to games/attending concerts so I'm getting vaccinated."	44%	16%
"You do a lot of things to stay healthy, now you can choose to get vaccinated."	43%	16%
"Don't wait to vaccinate, it is safe and effective in preventing COVID-19."	43%	19%
"Getting vaccinated might cause you to feel bad for a day or two – but it could save your life."	42%	20%

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#### SUBMIT YOUR VACCINE QUESTIONS







# Who are the potential clients we can take this data to?

Regional Drug Stores

Local Doctors And Hospitals

Home Health Care

Nursing And Senior Homes

Medical Unions and Associations

Non-Profits And Leaders

State And Local Agencies

## What is the "value" you can offer clients?

- The trusted voices we found in the research (local medical voices and our media)
- 2 The motivation to/motivation against that can help us talk to our audiences

3 The messages we tested that could help them communicate any vaccine messages

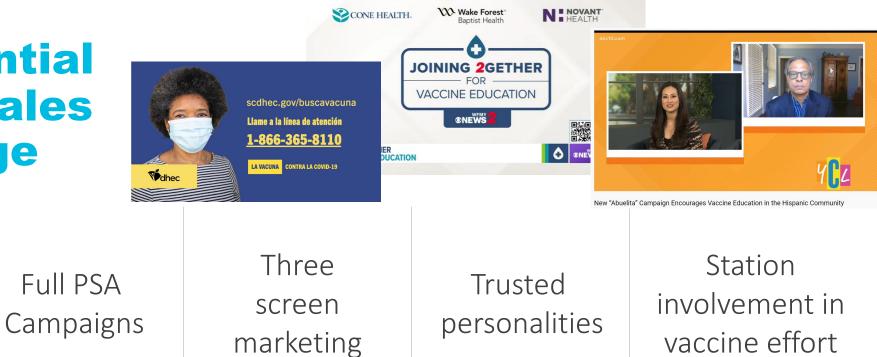
## How can we help our community together?

## The Potential Station Sales Package

Vaccine data

for their

internal use



Local TV/radio is important to the success of any vaccine effort.

Any vaccine effort is likely to be a long term effort..

#### **Blue Shield**



#### **Texas Department of State Health Services**





#### **Special Coverage**

## WHEN CAN YOU GETTHE VACCINE?

#### **Morgan Murphy**



#### **PSA Campaigns**

#### **VACCINES DEFEND WHAT MATTERS.**



ROSES ARE RED, COVID-19 CASES LEVELS ARE TOO. VACCINES WILL MAKE YOU IMMUNE, AFTER SHOT NUMBER TWO.

Safe

Together







## Cashing The Check

Regional, State And Ethnic Breakouts

News Coverage/ DJ Mentions

Station Public Affairs/ Community Service

Partnerships With Local Agencies And Advertisers



# Thank you

#### **Nicole Bergen**

Founder, Elevate 818.874.2040 nicole@GrowWithElevate.com



Andrew Finlayson EVP Digital Strategies 818.430.9562 andrew@smithgeiger.com

