



# COVID-19 Vaccine Messaging and Local News Organizations

January 2021

## About the Research – Key Findings

### A public eager for a vaccine

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

### Safety, efficacy – and normalcy

The biggest motivator for getting vaccinated is a desire to get back to “normal,” 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...

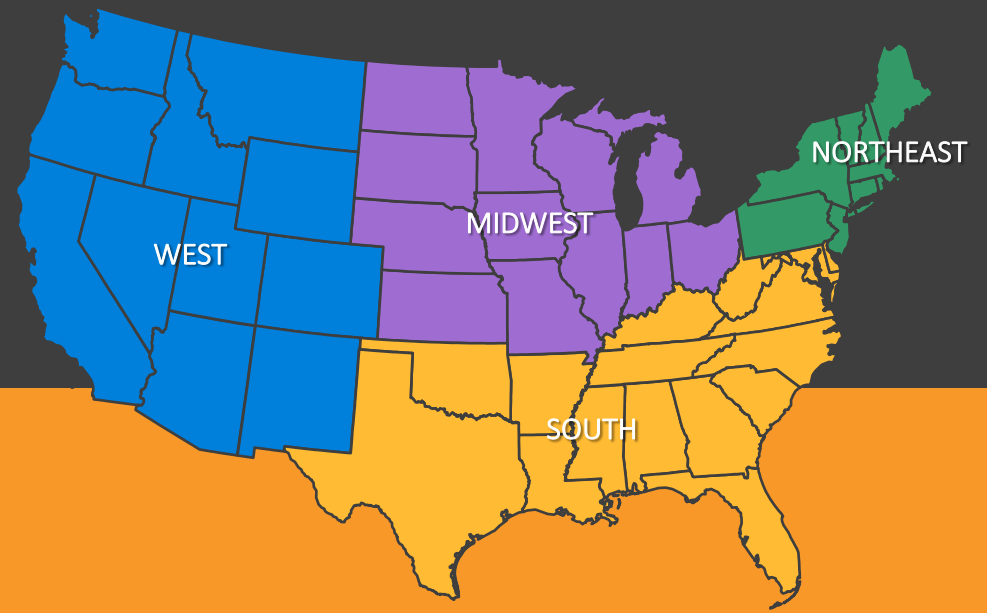
As consumers consider whether to get vaccinated, their top information needs are safety and effectiveness, along with possible side effects.

### ...and they want to hear from experts

The most important voices 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

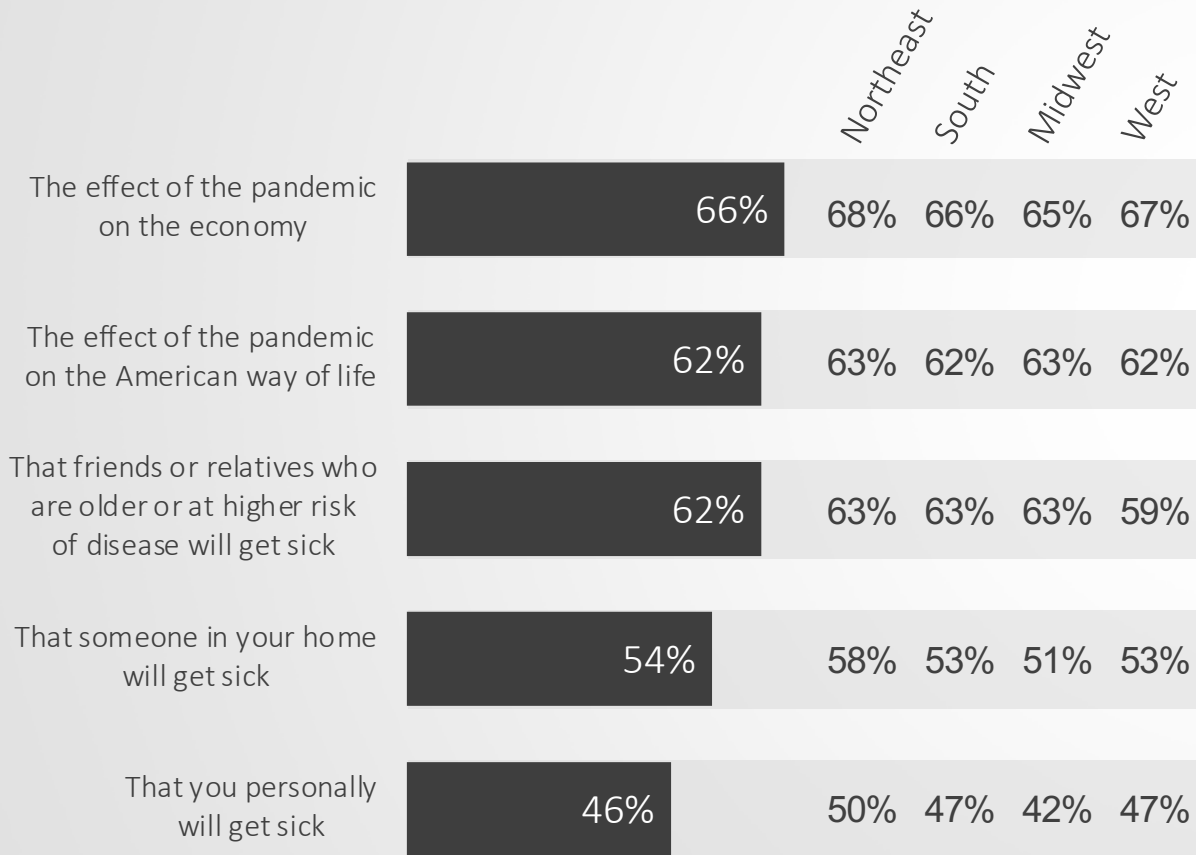
Consumers want stories that “make recommendations based on detailed reporting,” and that focus on “just the facts” without personal perspective.



# Detailed Overall Findings By Region

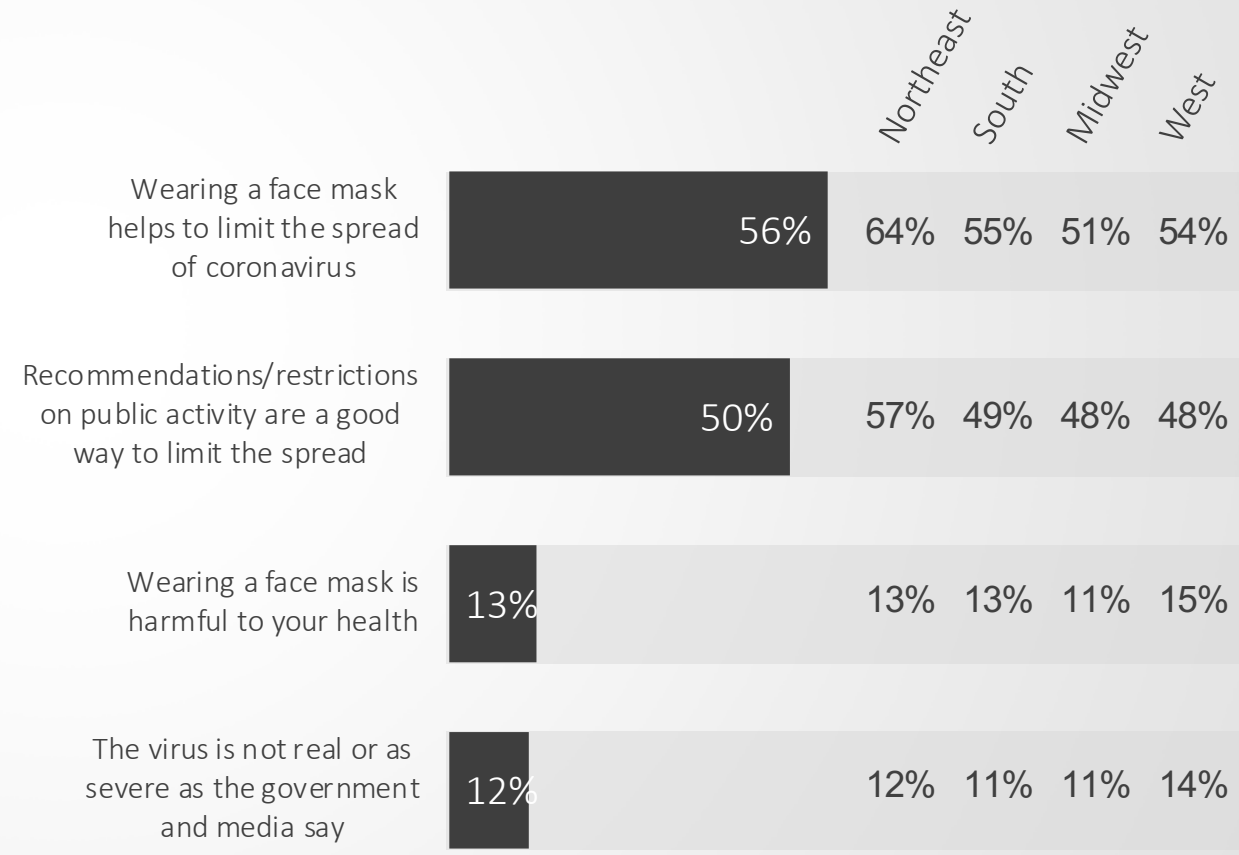
# Belief in preventative measures is highest in the Northeast

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



BB3: How worried are about each of the following things related to the coronavirus pandemic?

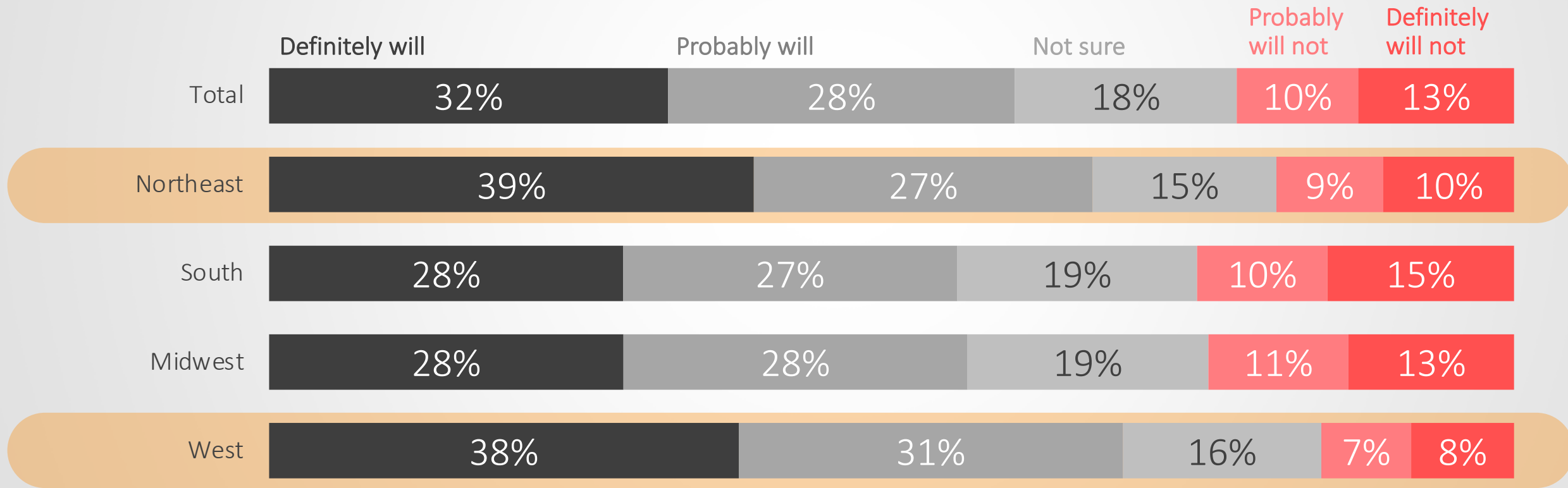
Attitudes Towards COVID Prevention Measures



BB7: How strongly do you agree or disagree with each of the following statements?

# West and Northeast are most likely to embrace the vaccine

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?

# Concern for community – including strangers – is highest in the northeast



## Biggest Reasons to Get Vaccinated

Northeast  
South  
Midwest  
West

You want to go back to a “normal” life	28%	28%	28%	30%	29%
Concerned for the safety of others in your family	27%	28%	27%	27%	27%
Concerned about your personal safety	24%	25%	25%	22%	26%
You are just tired of this pandemic	18%	16%	19%	18%	17%
You want to see and be close to friends and family	17%	18%	16%	19%	16%
Concerned for the safety of others in your community	16%	21%	15%	15%	17%
You want to travel freely	15%	17%	14%	16%	15%
Sense of personal responsibility to your community	11%	12%	12%	10%	12%
To help reopen economic activity in your community	11%	11%	12%	11%	10%
You want to go back to a regular work life	11%	12%	10%	8%	14%



## Biggest Reasons NOT to Get Vaccinated

Northeast  
South  
Midwest  
West

Don't think it will safe	26%	23%	29%	29%	22%
Concerned about ingredients in the vaccines	19%	17%	22%	20%	14%
Don't think it will be effective	15%	12%	16%	17%	15%
Don't trust the testing process	15%	14%	16%	15%	14%
Don't trust the government	13%	13%	13%	14%	12%
Don't trust the approval process	13%	12%	13%	12%	13%
Don't trust companies that created the vaccine	10%	10%	9%	10%	9%
You think you can't afford to get the vaccine	9%	7%	11%	8%	9%
Worried that you will have to keep getting the vaccine	9%	8%	8%	9%	10%
You are afraid of needles	8%	9%	7%	8%	8%

CC5\_1: Which of the following are the biggest reasons why you would want to get vaccinated?

CC6\_1: Which of the following are the biggest reasons why you might choose not to get vaccinated?

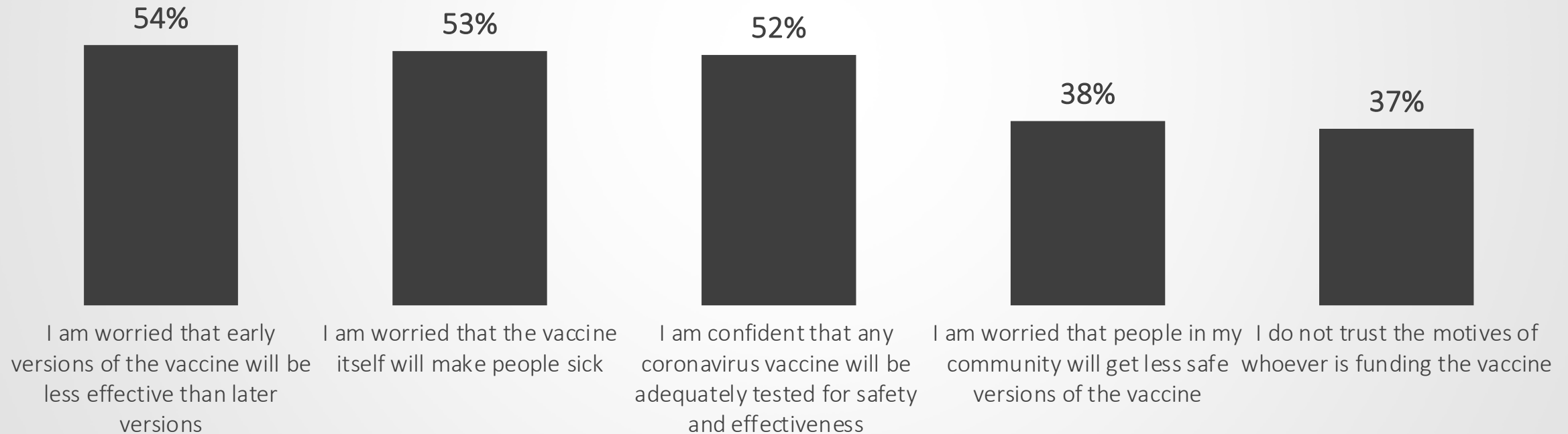


# Safety concerns are highest in the South and Midwest

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

*Strongly Agree + Somewhat Agree*

Northeast	53%	49%	56%	36%	34%
South	55%	55%	49%	41%	39%
Midwest	52%	54%	47%	35%	34%
West	55%	49%	59%	39%	38%

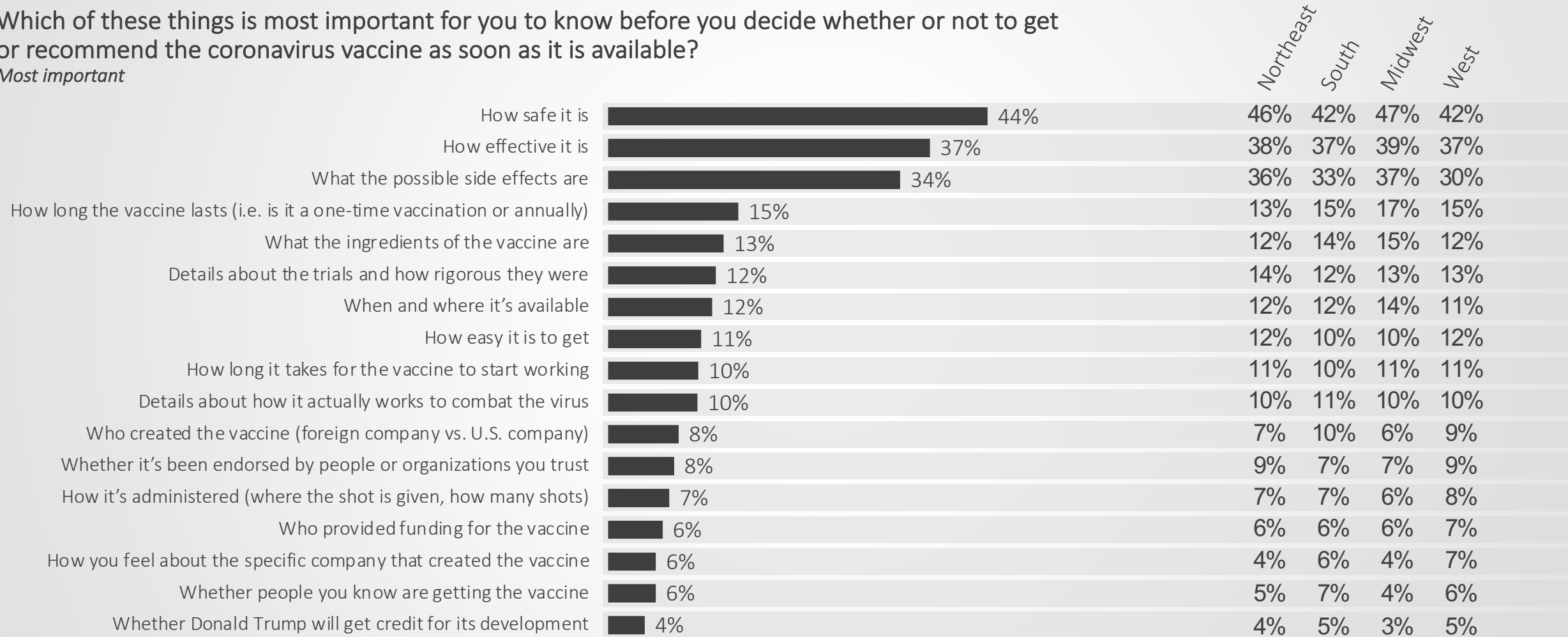


CC7: How strongly do you agree or disagree with each of the following statements?

# Top informational priorities run across regions

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*



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?



# Consumers value experts over pundits regardless of region

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

*Extremely important*

		Northeast	South	Midwest	West
Your own doctor or nurse	52%	55%	50%	51%	53%
Federal health agencies (e.g., the CDC, DHHS, NIH)	49%	53%	50%	46%	48%
State health agencies	42%	47%	42%	37%	43%
Local hospital officials	42%	45%	41%	40%	41%
Local health agencies	39%	41%	38%	39%	38%
Your own pharmacist	34%	32%	36%	32%	35%
Friends and family	32%	34%	33%	31%	31%
A doctor or nurse that you see speaking on television	28%	31%	29%	25%	28%
Joe Biden or members of his incoming administration	28%	30%	30%	23%	29%
State government officials	28%	33%	28%	25%	26%
Local government officials	26%	26%	28%	21%	25%
National news sources	24%	24%	25%	21%	25%
Local news sources	22%	22%	24%	17%	25%
Democratic politicians	22%	23%	24%	17%	25%
National news personalities	21%	21%	22%	17%	23%
Local news personalities	20%	23%	21%	15%	23%
Republican politicians	19%	19%	20%	16%	23%
Religious leaders	19%	21%	20%	15%	20%
Donald Trump or members of his administration	19%	22%	19%	14%	22%
People you follow on social media	18%	20%	18%	13%	20%

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?

# Investigations into vaccine safety and efficacy play well nationwide

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

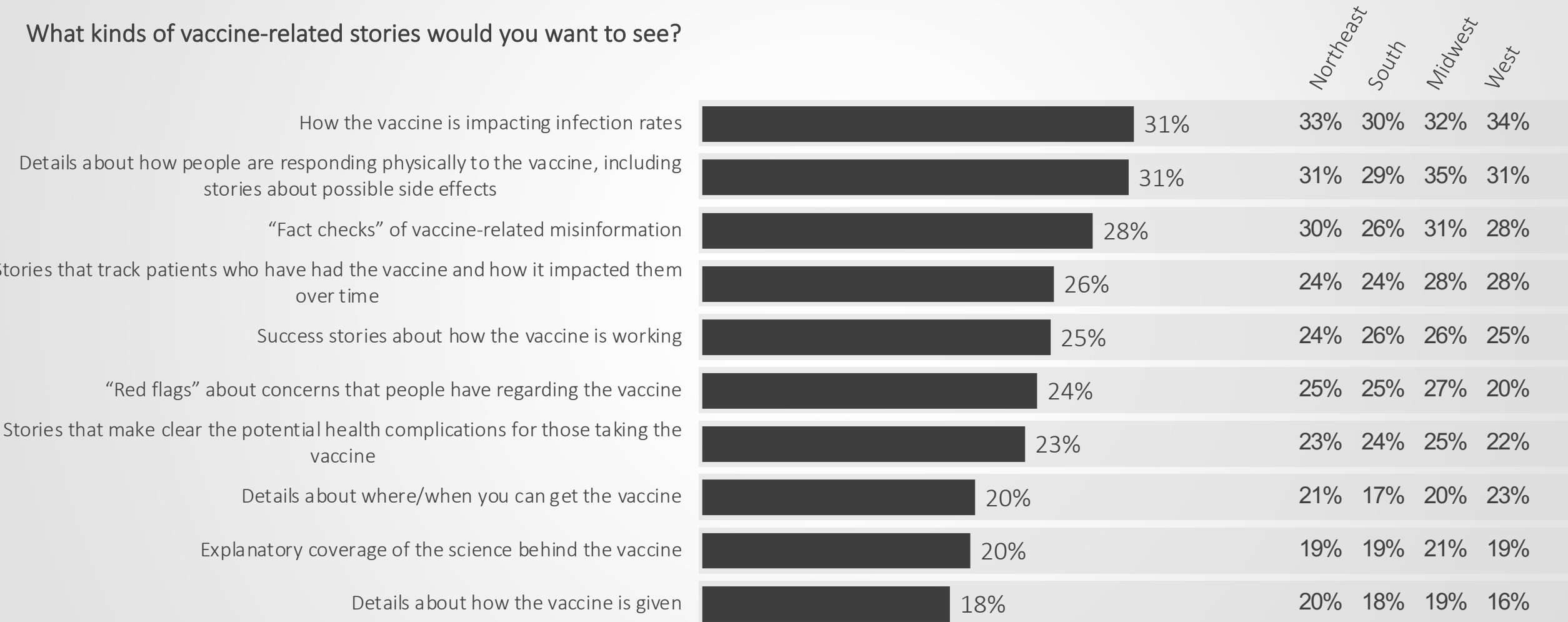
	Net Trust Impact ("Trust more" minus "Trust less")	Northeast	South	Midwest	West
An investigation into the effectiveness of the vaccine	+59	+59	+61	+56	+58
An investigation into the safety of the vaccine	+59	+63	+60	+54	+58
A recommendation to wear masks	+49	+58	+51	+45	+43
A recommendation for getting the coronavirus vaccine in general when it's available	+43	+45	+42	+38	+48
An endorsement of public stay-at-home recommendations and other limitations on movement	+42	+50	+43	+36	+40
A reporter or anchorperson being vaccinated and reporting on it	+42	+44	+45	+33	+42
If a local news source sponsored a vaccination drive or vaccination clinic	+38	+44	+38	+28	+43
A recommendation for one vaccine over another	+34	+38	+34	+30	+36
A decision not to endorse or recommend getting vaccinated	+16	+19	+17	+10	+17

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?

# Top stories, region by region

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



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?



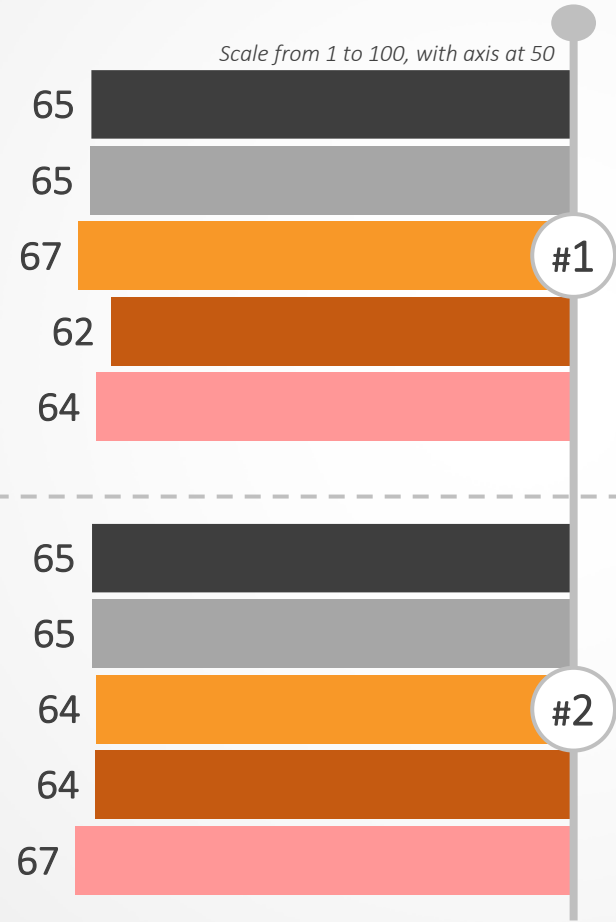
# Region doesn't impact consumers' desire for "just the facts"

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



## ... NOT THAT

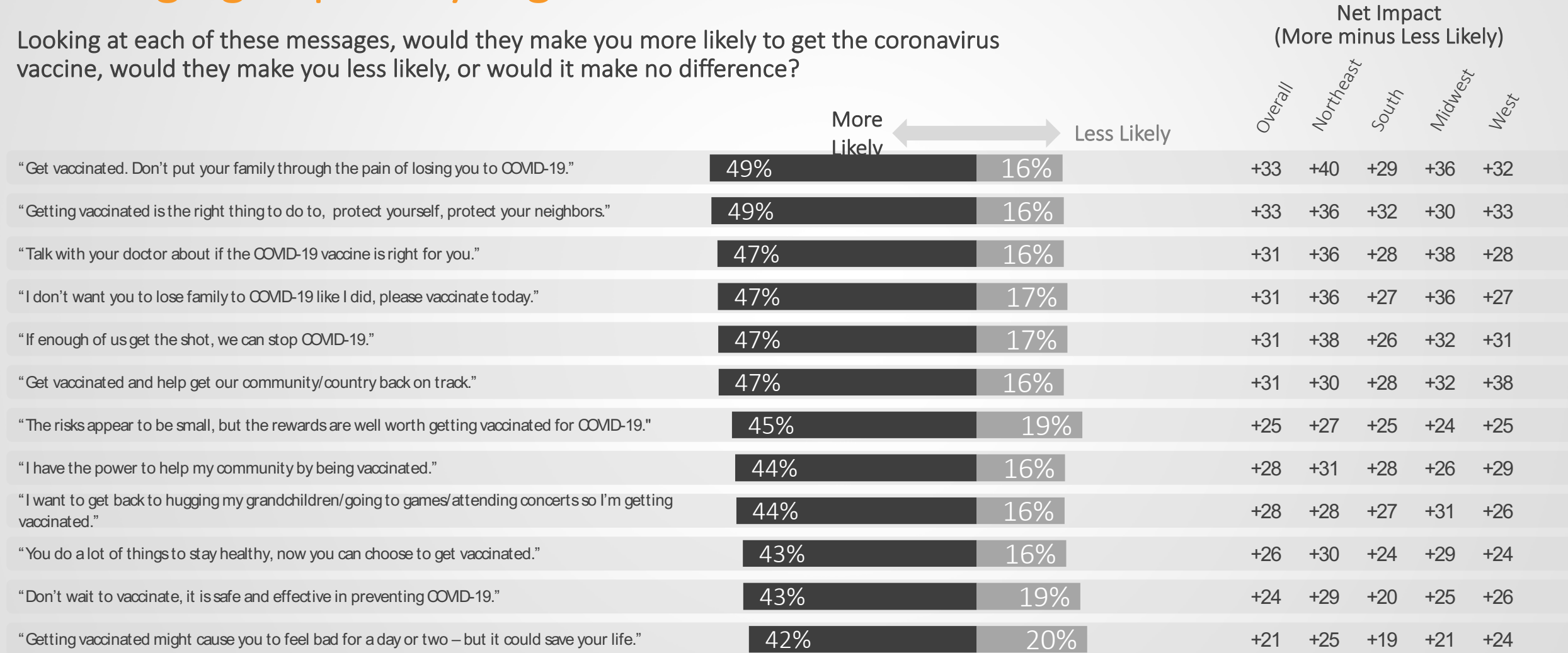
Stories that offer information without any recommendations

News personalities sharing personal experiences and thoughts about the vaccine

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

# Messaging impact by region

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?



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?



Thank You!