AMERICANS’ VIEWS ON COVID AND VACCINES
we advance policy, build partnerships, and strengthen public health to create communities where everyone can achieve their best possible health.
two nationwide polls of registered voters

November 21-22 with 1,110 respondents

December 21-22 with 1,400 respondents

Representative sample of Americans nationally, including political affiliation, age, gender, ethnicity, education, and income

Over samples for Black Americans in both polls, LatinX Americans in the second poll
the magnificent seven

7 tips to help you communicate better about covid vaccinations
People want to keep themselves and their families safe and healthy. Family is more motivating than the community, the country, or the economy.
family is the most powerful motivator

other than yourself, would you be MOST willing to take the COVID-19 vaccine for...

- your family: 53%
- your country/America: 20%
- the economy: 13%
- your community: 8%
- your friends: 6%
which statement about the need to get vaccinated for COVID-19 is MOST convincing and compelling to you in getting vaccinated yourself?

“getting vaccinated will help keep you, your family, your community, the economy, and your country healthy and safe.” 62%

“taking the vaccine is the right thing to do for yourself, for your family, your community, the economy and for the country.” 38%
emphasize personal benefits

which statement about the need to get vaccinated for COVID-19 is MOST convincing and compelling to you in getting vaccinated yourself?

“getting vaccinated will help keep you, your family, your community, the economy, and your country **healthy and safe**.”

62%

“taking the vaccine is the **right thing to do** for yourself, for your family, your community, the economy and for the country.”

38%
Explain the benefits of vaccines, not just the consequences of not getting vaccinated.
Avoid judgmental language when talking about people who are concerned about taking the vaccine
People trust scientists, health, and medical experts more than corporations or government organizations.
tailor your messages & messengers

- No flu shot this/last year: 14%
- Little/no serious COVID concerns: 20%
- Rural/farm community: 26%
- Low socio-economic: 26%
- GOP 18-49: 27%
- Black 18-49: 28%
- Primary news from the web: 29%
- Women 18-49: 29%

% absolutely certain to take vaccine
Vaccines + Masks =

Beat the Pandemic =

Economic Recovery & Back to doing what we love
Vaccines + Masks =

Beat the Pandemic =

Economic Recovery & Back to doing what we love
Misinformation will fill the silence
7

speed and safety

De-emphasize speed and talk transparently about side effects
resources

changingthecovidconversation.org
publichealthcollaborative.org
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