



IDAHO DEPARTMENT OF

HEALTH & WELFARE



GS STRATEGY GROUP

PRESENTED BY:

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PROJECT DETAILS

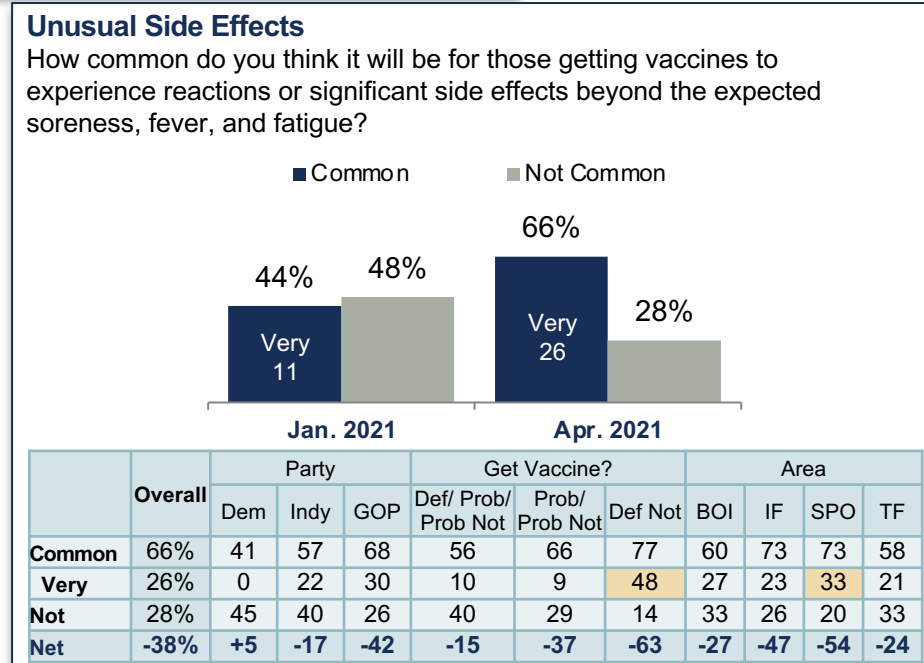
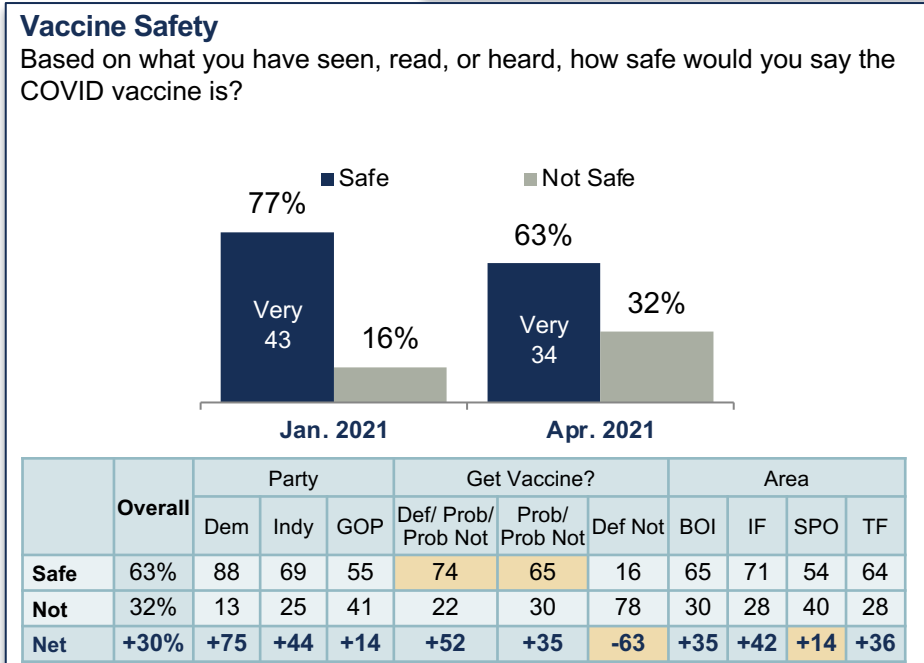
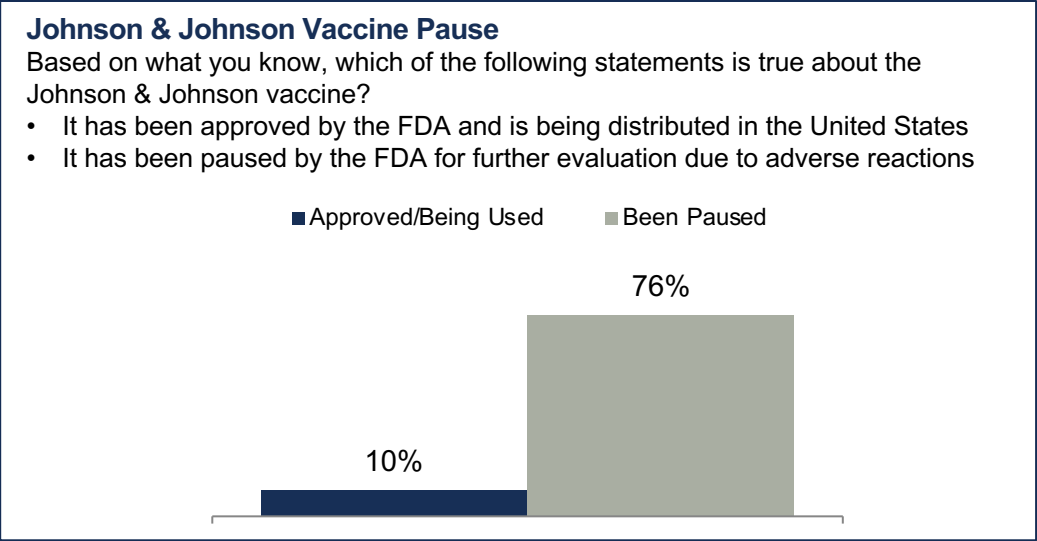
Conducted April 15-19, 2021

N = 500 Likely Voters in Idaho

Margin of Error: +/- 4.38%

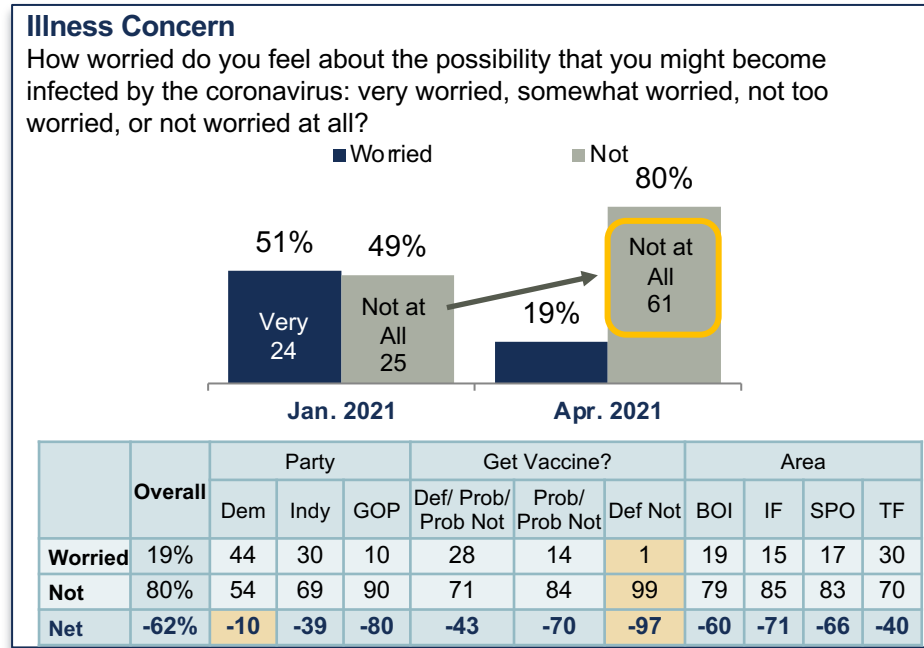
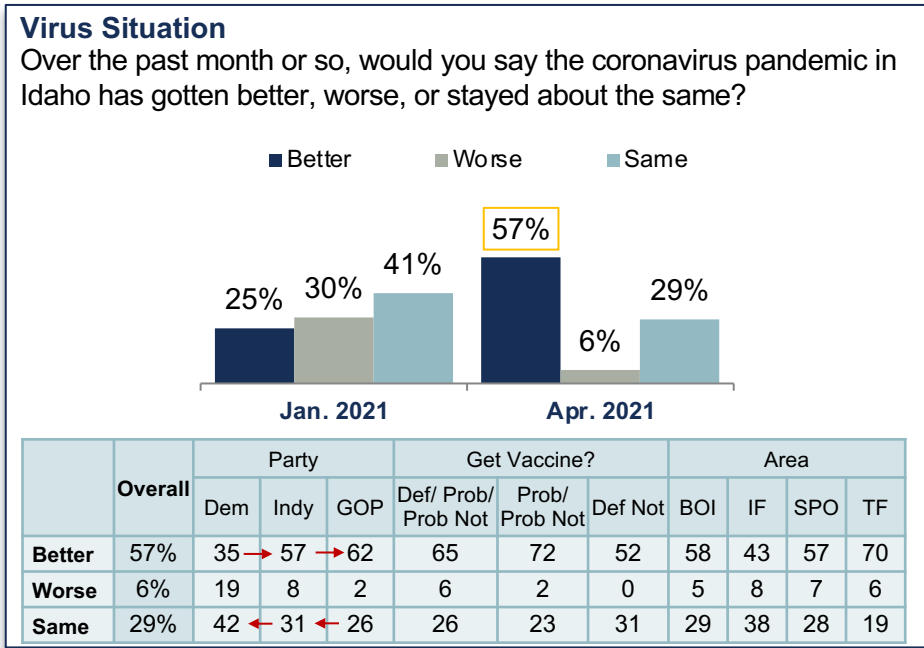
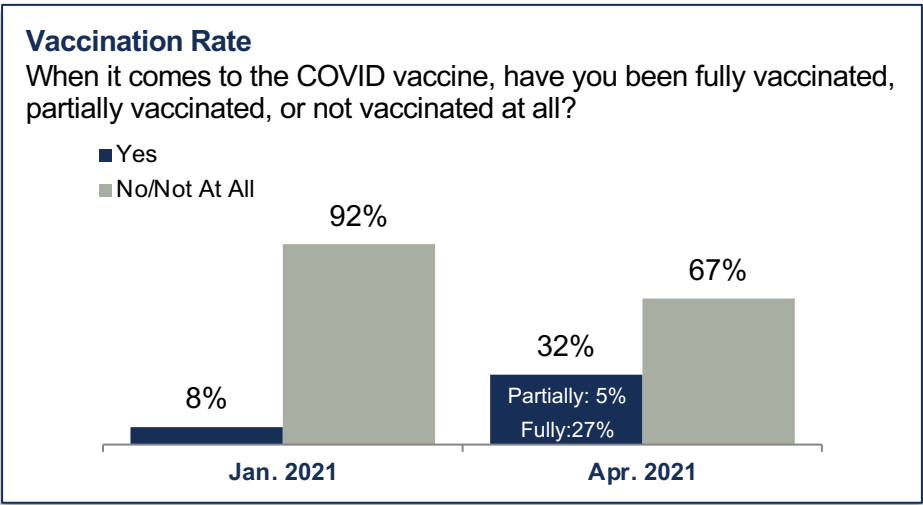
Side Effects and Vaccination Safety

The first major shift in the environment that has impacted vaccine hesitancy is the recent Johnson & Johnson news, which shifted opinions on safety and the prevalence of side effects from vaccines.



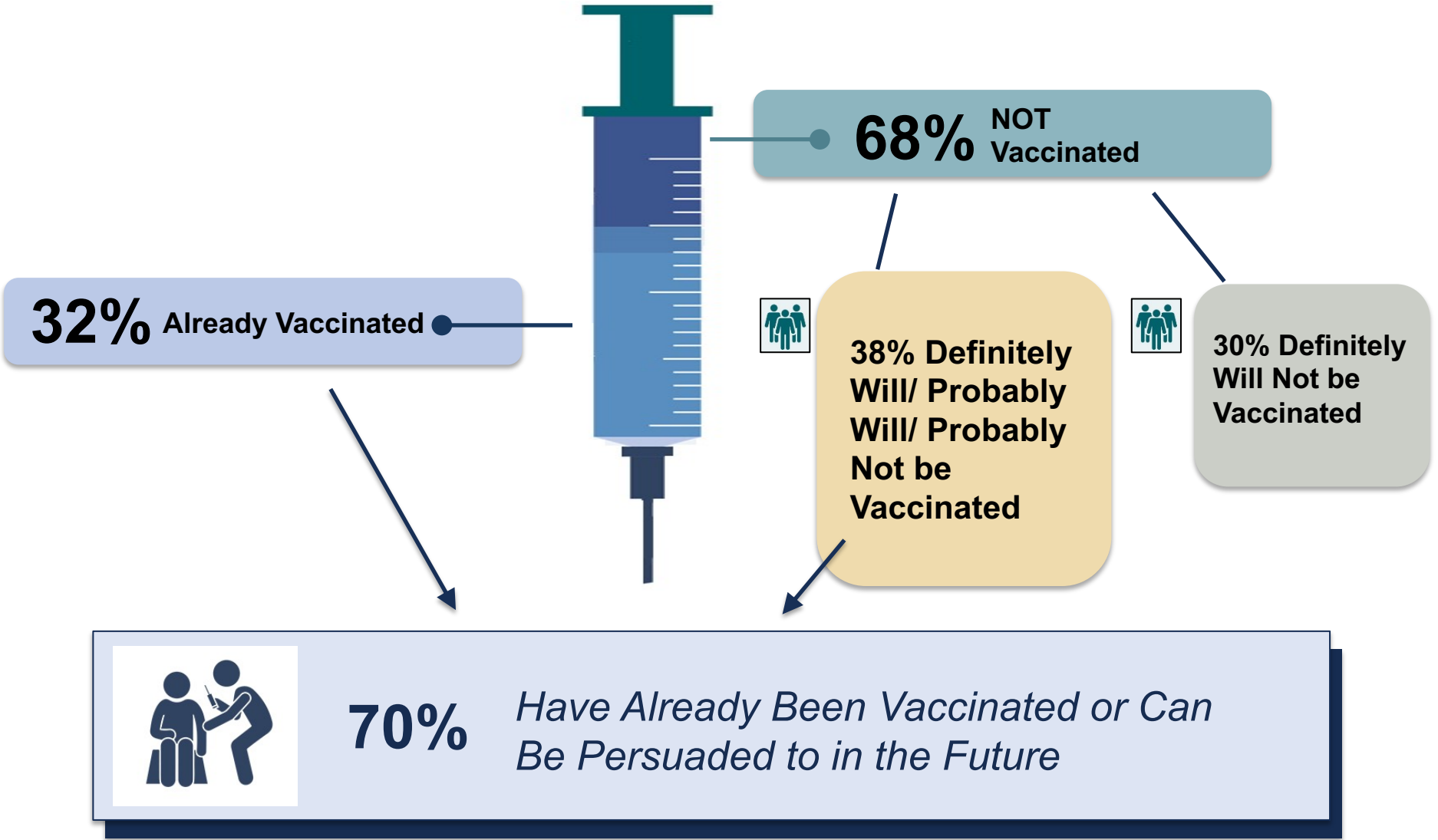
Virus Worry and Vaccination Prevalence

Additionally, as the vaccine rollout has progressed it has led to a steep drop in concern about catching COVID and a belief that the pandemic is coming under control in Idaho.



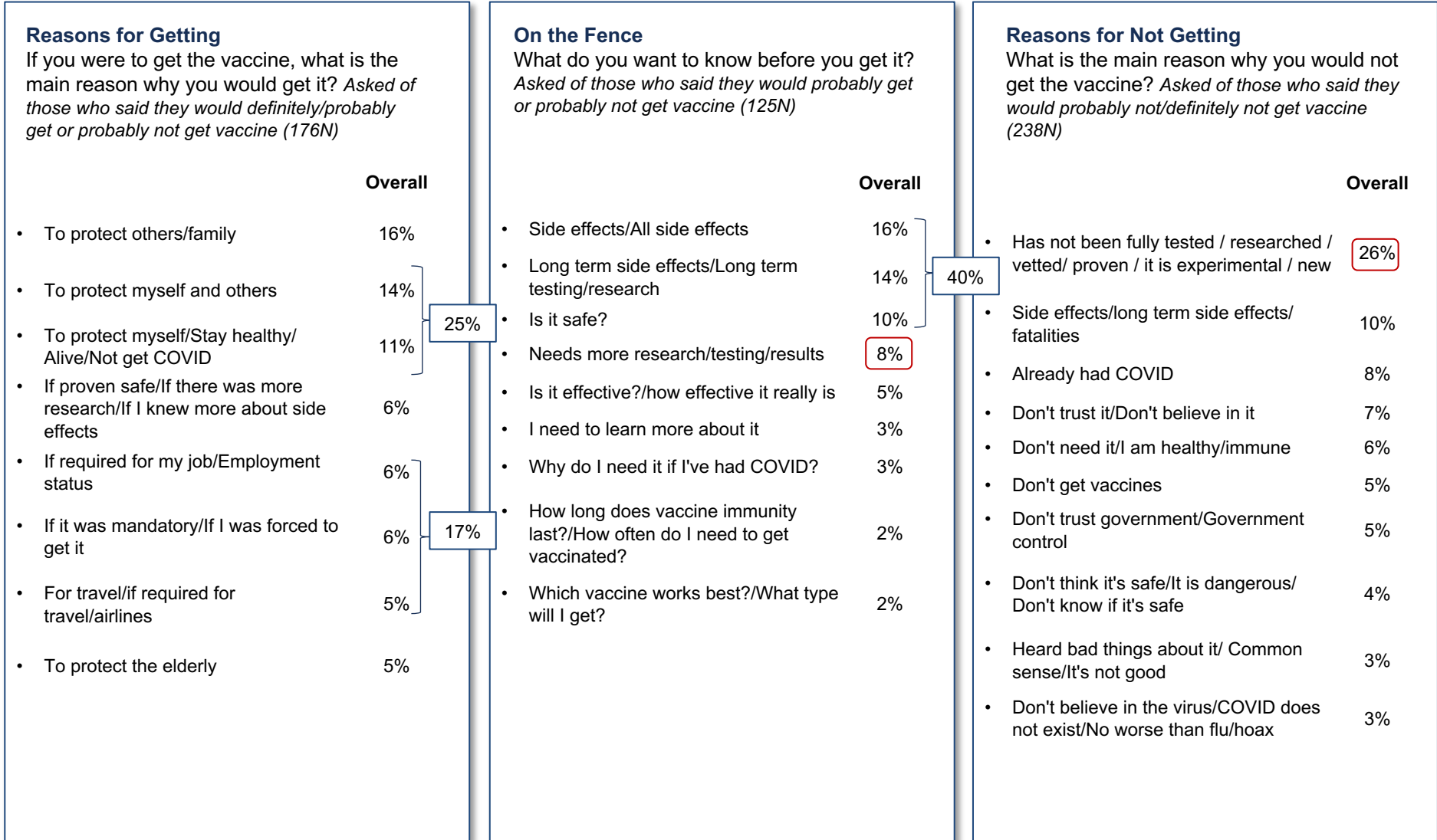
Level of Vaccinations

As a result, there are about 30% of Idahoans who look like they are very unlikely to get the vaccine, leaving 70% as the best outcome. Those who say they "probably won't" get the vaccine will need a lot of encouragement.



Reasons For and Against Getting the Vaccine

For those still on the fence or skeptical about getting the vaccine, the only messages that need to be reinforced are safety and research - health impacts are not driving decision making.



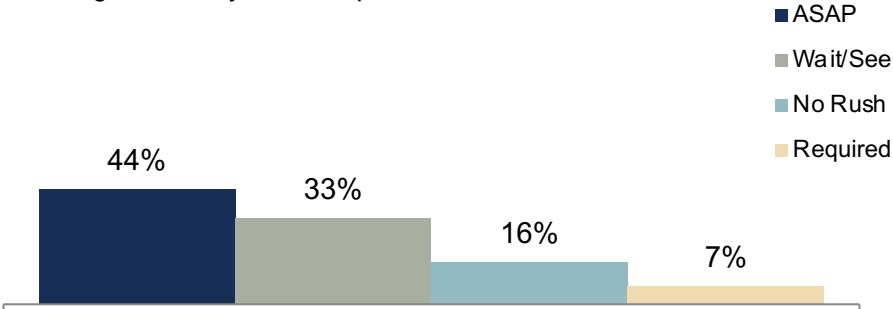
Getting the Vaccine

Many of the most willing unvaccinated Idahoans don't show a lot of urgency around getting the vaccine.

When Will You Get It?

Which comes closest to when you will get the COVID vaccine? *

- You will get it as soon as possible
- You want to wait and see what effects others have a little while longer
- You are in no particular rush
- You will get it when you are required to



	Overall	Party			Get Vaccine?	
		Dem	Indy	GOP	Def/Prob/Prob Not	Prob/ Prob Not
ASAP	44%	47	74	29	44	10
Wait/See	33%	35	26	35	33	58
No Rush	16%	6	0	27	16	33
Required	7%	12	0	8	7	0

	Overall	Area			
		BOI	IF	Spokane	TF
ASAP	44%	50	33	47	29
Wait/See	33%	28	33	35	57
No Rush	16%	13	33	6	14
Required	7%	9	0	12	0

*Asked of those who said they would definitely or probably get vaccine (91N)

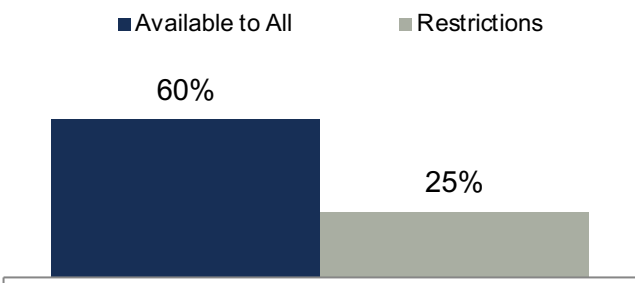
Vaccine Availability

It will be important to reintroduce basic information about eligibility and cost in messaging to turn out Idahoans who are interested in the vaccine but might not take the time to investigate the process. That information has not saturated the state yet.

Vaccine Eligibility

Which of the following comes closest to your opinion?*

- The COVID vaccine is now available to all Idaho residents
- There are still restrictions on who can receive the COVID vaccine in Idaho

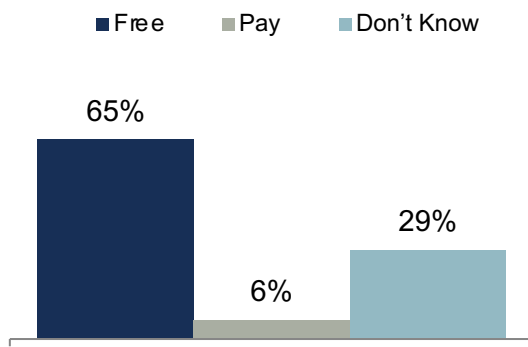


	Overall	Party			Get Vaccine?		
		Dem	Indy	GOP	Def/Prob/Prob Not	Prob/Prob Not	Def Not
All	60%	64	53	61	60	61	49
Restrict	25%	32	34	21	30	26	20
Net	+35%	+32	+18	+40	+30	+34	+29

	Overall	Area			
		BOI	IF	Spokane	TF
All	60%	61	54	57	79
Restrict	25%	25	33	20	11
Net	+35%	+36	+21	+37	+68

Vaccination Cost

To the best of your knowledge, is the COVID vaccine free or do Idahoans have to pay to get it?*



	Overall	Party			Get Vaccine?		
		Dem	Indy	GOP	Def/Prob/Prob Not	Prob/Prob Not	Def Not
Free	65%	68	54	70	73	69	57
Pay	6%	5	10	4	6	6	5
Don't Know	29%	27	37	26	21	26	39

	Overall	Area			
		BOI	IF	Spokane	TF
Free	65%	68	68	56	73
Pay	6%	4	10	4	9
Don't Know	29%	28	23	40	18

*Asked of those who said they were not at all vaccinated (341N)

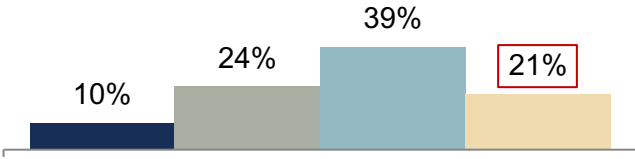
Vaccination Locations

That includes simple suggestions or calls to action like "talk to your doctor or stop by a pharmacy today."

Vaccine Locations

If you were to get the COVID vaccine, how many locations are you aware of in your area where you could go get it?*

■ 1 ■ 2 or 3 ■ 4+ ■ Don't Know



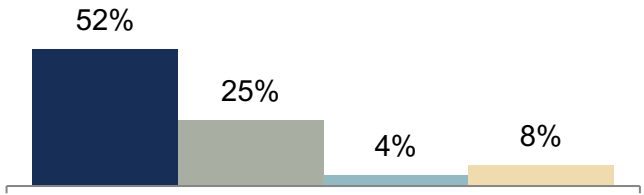
	Overall	Party			Get Vaccine?		
		Dem	Indy	GOP	Def/Prob/Prob Not	Prob/Prob Not	Def Not
1	10%	27	3	10	14	11	7
2-3	24%	18	22	26	29	36	17
4+	39%	32	52	37	40	33	39
Unsure	21%	18	19	20	14	17	28

	Overall	Area			
		BOI	IF	Spokane	TF
1	10%	7	16	16	0
2-3	24%	19	21	28	36
4+	39%	46	39	29	42
Unsure	21%	23	10	26	15

Preferred Vaccination Site

And which of the following locations would you most prefer to get it at, if you were to do so?*

■ Dr. Office/Hospital ■ Pharmacy ■ Mass Vax Site ■ Other



	Overall	Party			Get Vaccine?		
		Dem	Indy	GOP	Def/Prob/Prob Not	Prob/Prob Not	Def Not
Dr/Hosp	52%	64	57	52	56	59	50
Pharm	25%	14	21	26	31	32	16
Vax Site	4%	18	8	2	6	2	2
Other	8%	0	6	9	3	3	12
Unsure	11%	5	8	12	4	3	20

	Overall	Area			
		BOI	IF	Spokane	TF
Dr/Hosp	52%	47	50	57	61
Pharm	25%	25	37	17	30
Vax Site	4%	5	3	5	0
Other	8%	10	5	7	0
Unsure	11%	13	5	13	9

*Asked of those who said they were not at all vaccinated (341N)

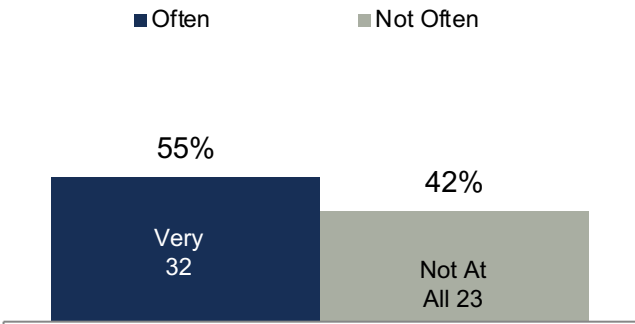


Pre-existing Conditions

Like personal health concerns, calls to get vaccinated because of community or family concerns may fall flat with still unvaccinated Idahoans.

Contact With High-Risk Individuals

How frequently are you around someone considered high-risk for contracting COVID because of age or pre-existing conditions and potentially dying?*

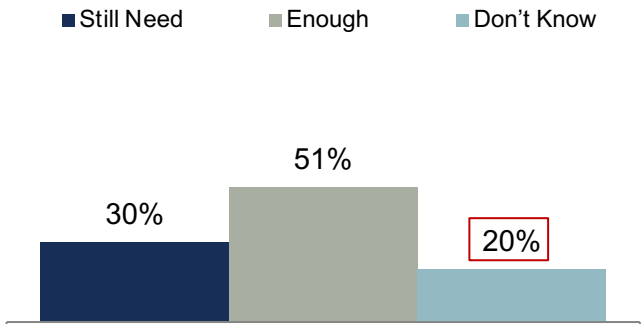


	Overall	Party			Get Vaccine?		
		Dem	Indy	GOP	Def/Prob/Prob Not	Prob/Prob Not	Def Not
Often	55%	64	65	52	54	50	56
Not	42%	36	32	47	45	50	41
Net	+13%	+27	+33	+5	+9	0	+16

	Overall	Area			
		BOI	IF	Spokane	TF
Often	55%	65	53	39	61
Not	42%	34	47	55	36
Net	+13%	+30	+6	-16	+24

Vaccination Need Around High-Risk Individuals

Once a high-risk person you spend time around has been vaccinated for COVID, do you still feel you need to get vaccinated yourself or is it enough for just them to get it?*



	Overall	Party			Get Vaccine?		
		Dem	Indy	GOP	Def/Prob/Prob Not	Prob/Prob Not	Def Not
Still Need	30%	71	39	23	52	27	5
Enough	51%	21	46	54	35	52	70
Don't Know	20%	7	15	23	14	21	26
Net	-21%	+50	-7	-31	+17	-24	-65

	Overall	Area			
		BOI	IF	Spokane	TF
Still Need	30%	35	27	25	15
Enough	51%	45	52	53	70
Don't Know	20%	20	21	22	15
Net	-21%	-10	-24	-28	-55

*Asked of those who said they were not at all vaccinated (341N)



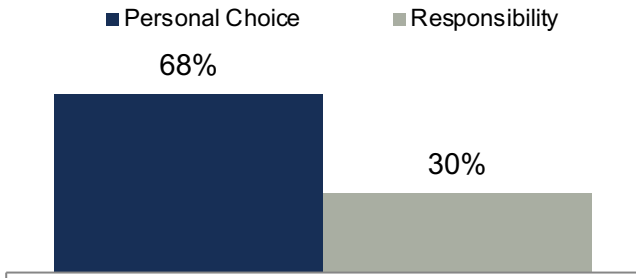
Vaccine Responsibility

Continue to avoid command language that attempts to guilt Idahoans into getting vaccinated. As with mask wearing, this is a point of personal choice for most.

Vaccine: Choice or Responsibility

Which of the following comes closest to your opinion?*

- Getting the COVID vaccine is a **personal choice**
- Getting the COVID vaccine is part of **everyone's responsibility** to protect the health of others



	Overall	Party			Get Vaccine?		
		Dem	Indy	GOP	Def/Prob/ Prob Not	Prob/ Prob Not	Def Not
Choice	68%	19	60	81	74	94	96
Respo.	30%	81	38	16	24	5	1
Net	+38%	-61	+23	+65	+51	+90	+95

	Overall	Area			
		BOI	IF	Spokane	TF
Choice	68%	65	65	72	77
Respo.	30%	32	34	26	23
Net	+38%	+33	+32	+46	+53

*Asked of those who said they were not at all vaccinated (341N)

Advertising Recall

The ad campaign is clearly being heard across the state, even by those in steadfast oppositions to all things vaccine-related.

General Ad Recall

Have you recently seen, read, or heard any advertising encouraging Idahoans to get the COVID vaccine?*

	Overall	Party			Get Vaccine?		
		Dem	Indy	GOP	Def/ Prob/ Prob Not	Prob/ Prob Not	Def Not
Yes	80%	78	71	83	80	78	83
No	19%	21	28	16	19	21	17

	Overall	Area			
		BOI	IF	Spokane	TF
Yes	80%	81	77	79	89
No	19%	17	23	20	9

Specific Ad Recall

True or Untrue: The COVID vaccine has been rigorously tested by nearly one hundred thousand Americans and tens of millions have received it with very few significant side effects. *

	Overall	Party			Get Vaccine?		
		Dem	Indy	GOP	Def/ Prob/ Prob Not	Prob/ Prob Not	Def Not
True	62%	88	61	56	66	58	22
Untrue	30%	10	31	34	23	29	71

	Overall	Area			
		BOI	IF	Spokane	TF
True	62%	64	67	57	57
Untrue	30%	32	21	37	23

Specific Ad Recall

True or Untrue: The COVID vaccine wasn't created overnight but based on technology scientists have used for years. *

	Overall	Party			Get Vaccine?		
		Dem	Indy	GOP	Def/ Prob/ Prob Not	Prob/ Prob Not	Def Not
True	65%	75	74	59	69	63	42
Untrue	25%	17	16	30	19	25	45

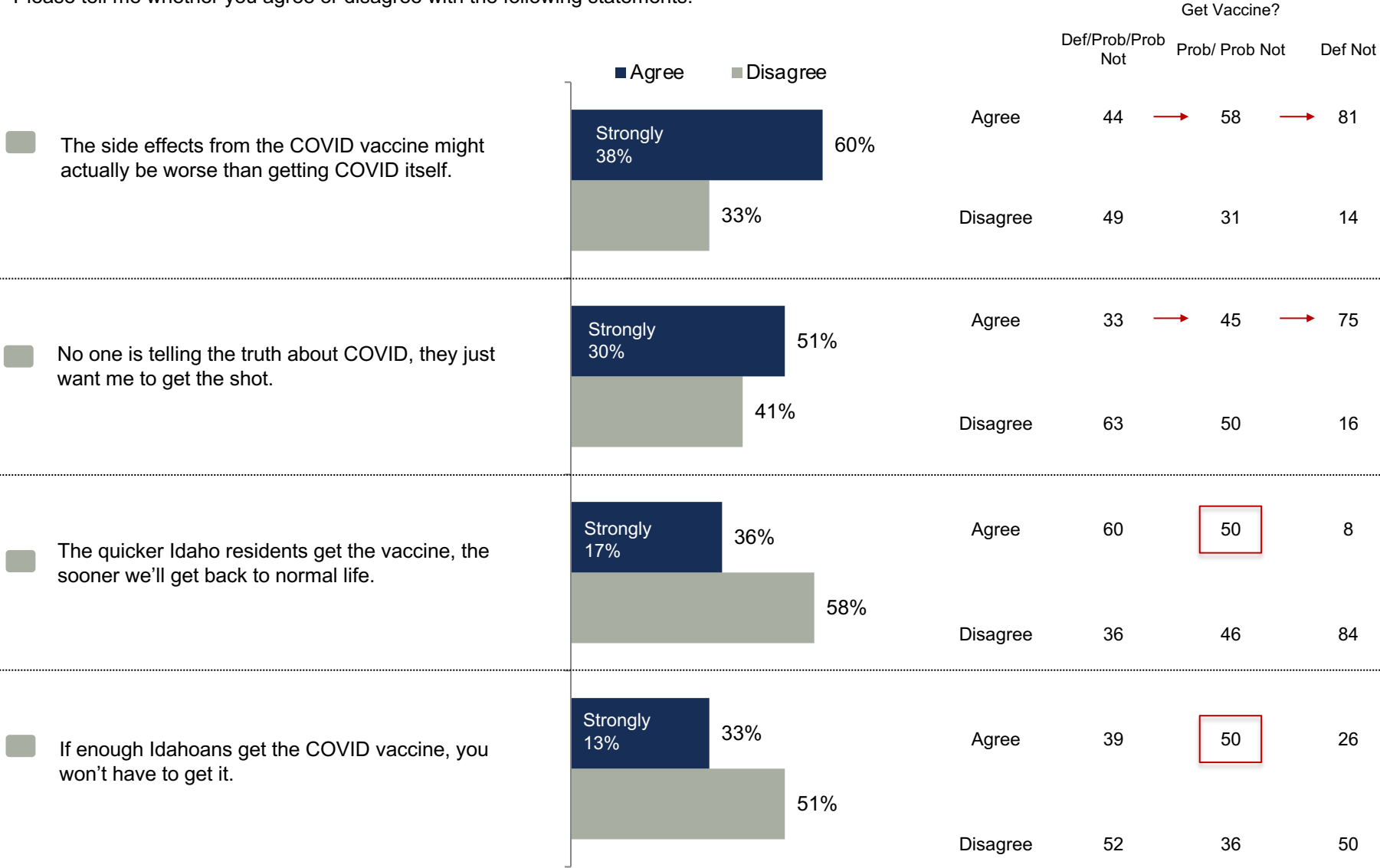
	Overall	Area			
		BOI	IF	Spokane	TF
True	65%	64	65	67	72
Untrue	25%	26	24	23	19

*Asked among all respondents



Vaccine Skepticism

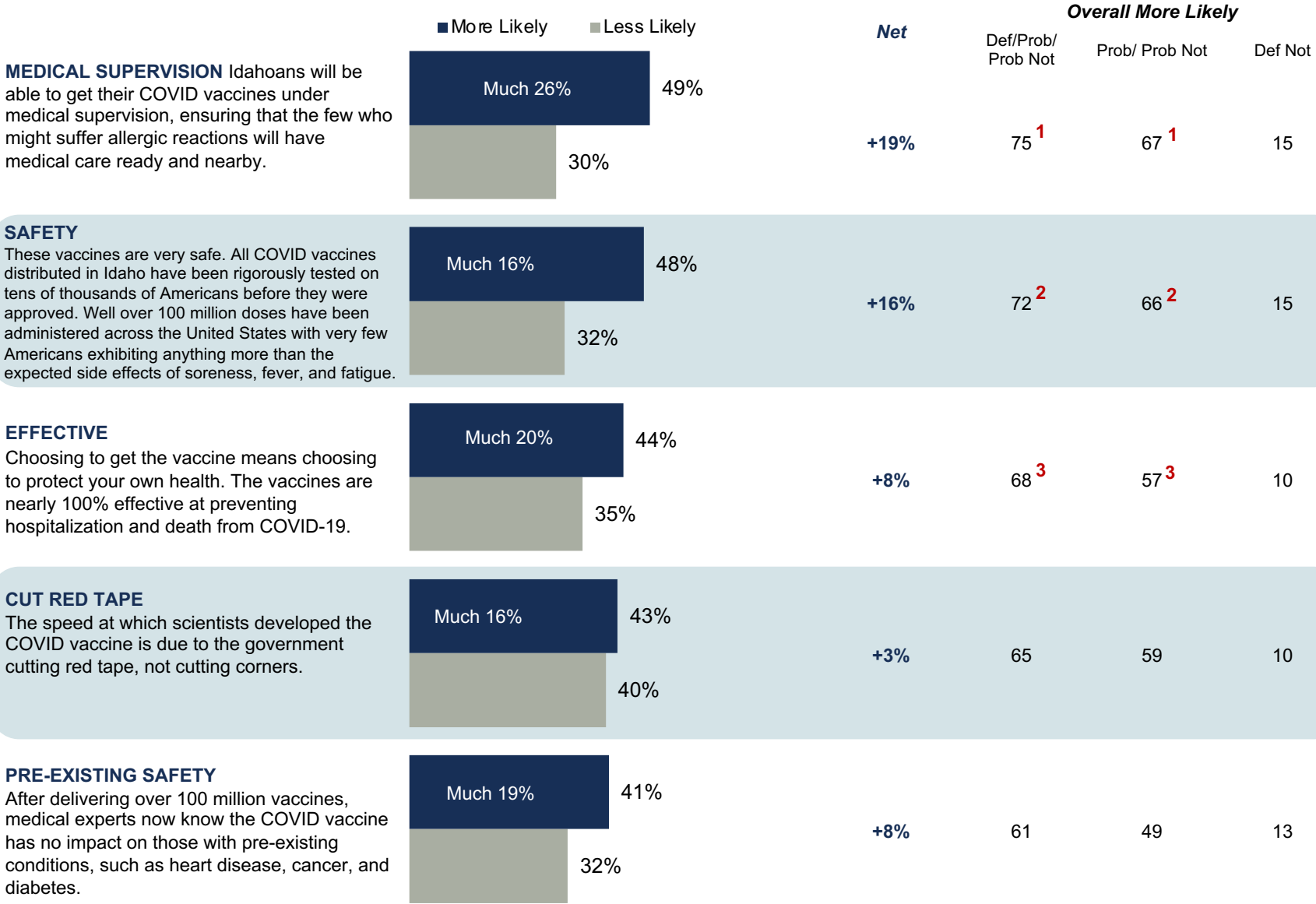
Please tell me whether you agree or disagree with the following statements.*



*Asked among those who have not yet had a vaccine dose (341N)

Messaging

If you knew each of the following statements were true, would they make you more likely or less likely to get the COVID vaccine?*

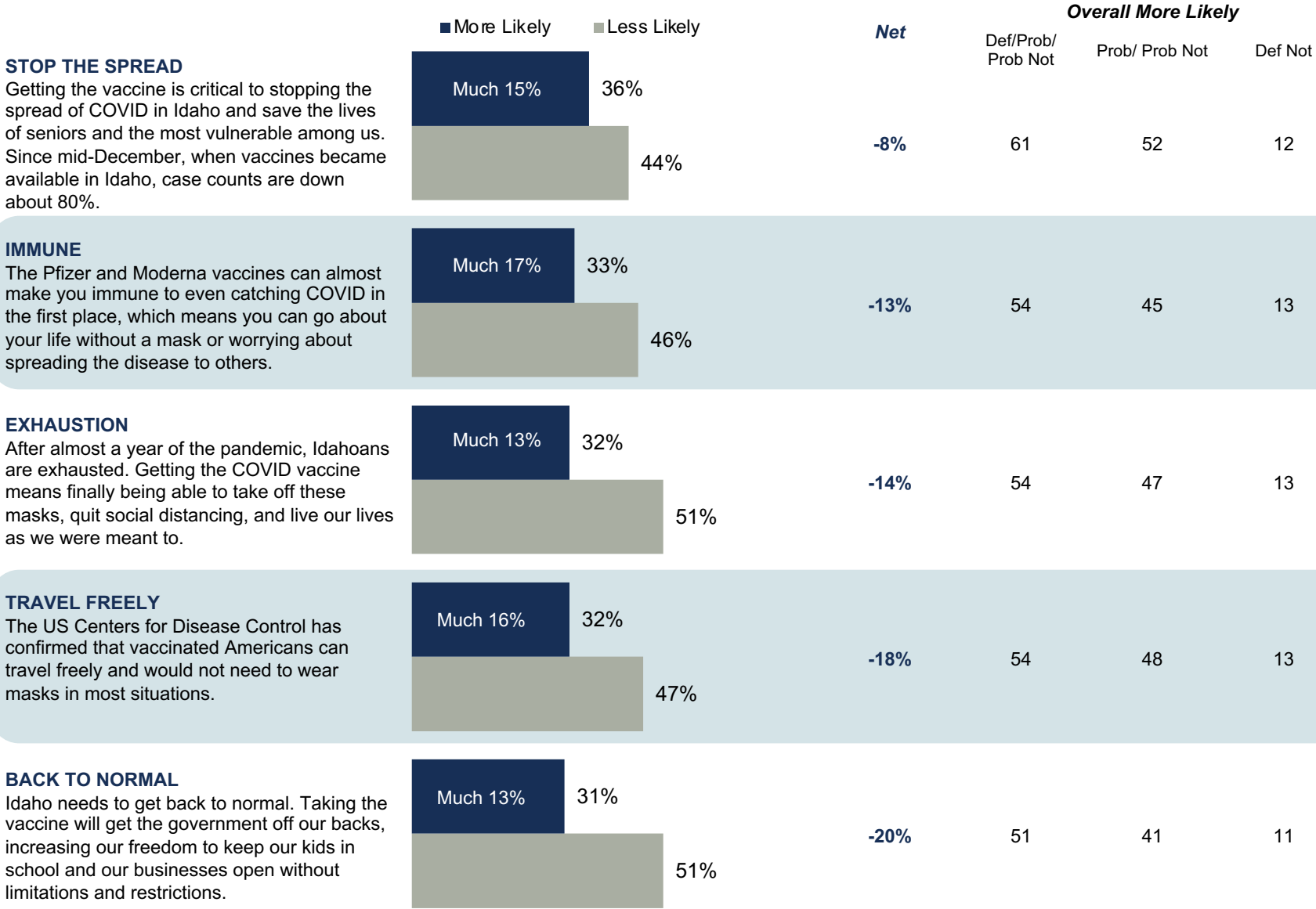


*Split Sampled among those who said they were not at all vaccinated (167N per sample)



Messaging (Continued)

If you knew each of the following statements were true, would they make you more likely or less likely to get the COVID vaccine?*



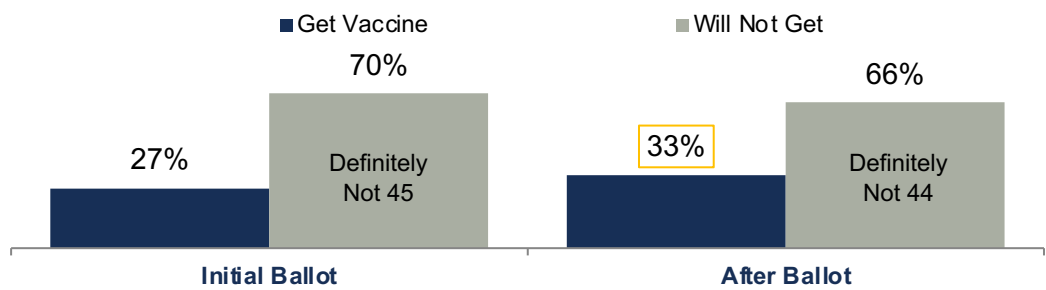
*Split Sampled among those who said they were not at all vaccinated (167N per sample)



After Ballot: Getting the Vaccine

However incremental, it appears there are still Idahoans available to be convinced to get the vaccine.

Based on everything you've heard, when it comes to getting the COVID vaccine, which comes closest to your opinion?



	Overall	Party			Area			
		Dem	Indy	GOP	BOI	IF	Spokane	TF
Get	33%	82	38	28	37	39	21	33
Not	66%	18	62	71	62	61	74	64
Net	-33%	+64	-24	-43	-25	-23	-54	-30
Net	+10%	+5	+3	+11	+12	+8	+1	+25