

Information for Communicators

COVID-19 Vaccine

A poll was conducted January 25-27, 2021, among 500 registered voters in Idaho. The margin of error for the survey is +/- 4.38% at the 95% confidence level. Below are some key findings from that research.

KEY FINDINGS

- Broadly speaking, Idahoans understand the impact vaccines have had on other diseases and overwhelmingly report vaccinating themselves for common diseases.
 - 93% of Idahoans agree “Vaccines have eradicated or nearly eradicated diseases such as measles, mumps, and polio in the United States.”
- As a result, when considering a new COVID vaccine, their concerns are mostly about safety, especially Idahoans on the fence about whether or not to get the vaccine.
- Specifically, Idahoans are concerned about potential side effects from this vaccine and the new science behind it.
- While most view the vaccine as safe, many Idahoans think side effects will be common. For that reason, **any messaging will need to speak to medical supervision and the large number who receive those vaccines with no issues.**
 - 77% of Idahoans believe the COVID vaccine is safe, but 44% say that it will be common for those getting vaccines to experience significant side effects.
- Consistently, about half of Idahoans express interest in getting the COVID vaccine, which is similar to those getting a flu shot.
 - Many Idahoans who say they probably won't get the vaccine are actually in a “wait and see mode”. **Safety messaging will be important** to them.
- Overall, it looks like nearly 80% of Idahoans are open to getting the vaccine – 60% say they will get the vaccine initially and another 19% want to wait and see but could be open to it.
- **Communicating the medical supervision of vaccine dispensation and rigorous approval process can assuage safety concerns with key audiences.**