



IDAHO DEPARTMENT OF
HEALTH & WELFARE



GS STRATEGY GROUP

PRESENTED BY:

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PROJECT DETAILS

Conducted January 25-27, 2021

N = 500 Likely Voters in Idaho

Margin of Error: +/- 4.38%

Generic Vaccination Attitudes

Broadly speaking, Idahoans understand the impact vaccines have had on other diseases and overwhelmingly report vaccinating themselves for common diseases.

Vaccines have Eradicated Diseases

Please tell me if you agree or disagree with the following statement: Vaccines have eradicated or nearly eradicated diseases such as measles, mumps, and polio in the United States?



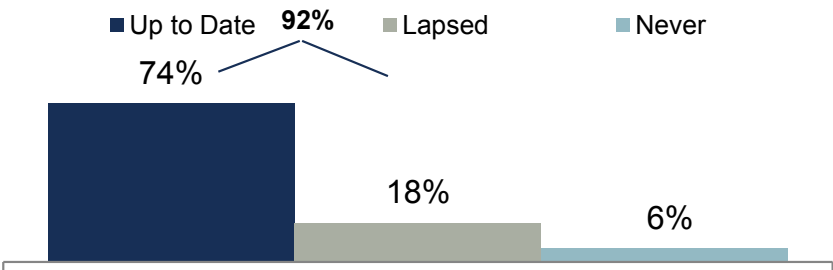
	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
Agree	93	97	96	87	95	96	92
Disagree	5	2	4	9	3	4	5
Net	+88	+95	+92	+78	+92	+93	+87

	Overall	Attitude Toward Vaccine			Get Vaccine?		
		Trust Science	Wait to See	Never Get It	Will	Prob. Won't	Def. Won't
Agree	93	98	95	77	98	94	84
Disagree	5	0	4	20	1	4	13
Net	+88	+98	+91	+57	+97	+89	+70

Current Vaccination Situation

To the best of your knowledge, which comes closest to your current vaccine situation?

- You are up to date on your vaccinations
- You received vaccinations in the past but have since lapsed
- You have never received vaccinations



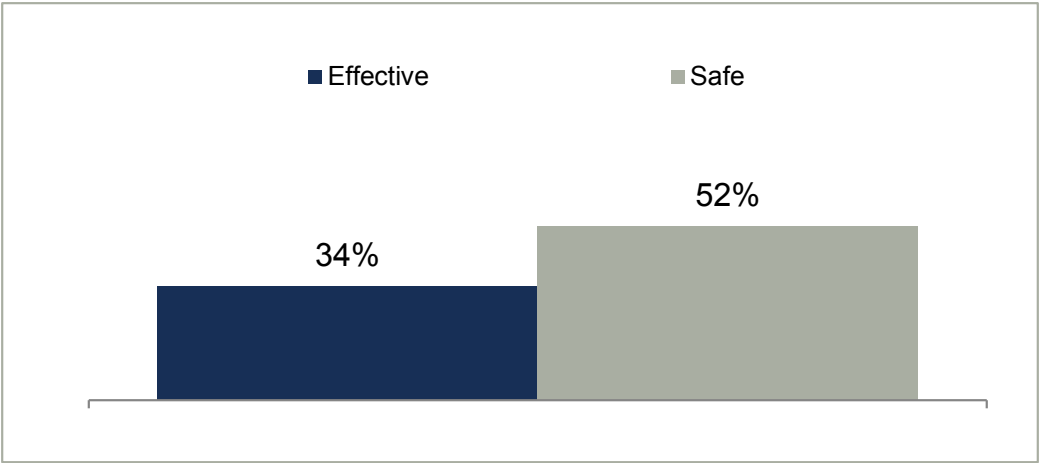
	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
To Date	74	78	74	66	81	76	71
Lapsed	18	15	18	22	17	16	19
Never	6	5	8	9	1	6	8

	Overall	Attitude Toward Vaccine			Get Vaccine?		
		Trust Science	Wait to See	Never Get It	Will	Prob. Won't	Def. Won't
To Date	74	86	70	45	83	72	56
Lapsed	18	8	21	40	11	21	32
Never	6	3	8	11	4	6	10

Vaccine: Safety vs. Effectiveness

So, when considering a new COVID vaccine, their concerns are mostly about safety, especially politically right of center Idahoans on the fence about whether or not to get the vaccine.

Which matters more to you – that the COVID vaccine is very effective in preventing you from getting the disease or that the COVID vaccine is very safe?



	Overall	Ideology			Party			Get Vaccine?			Attitude Toward Vaccine			Gender	
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP	Will	Prob. Won't	Def. Won't	Trust Science	Wait to See Effect	Never Get It	Male	Female
Effective	34	36	36	23	48	34	30	51	11	7	54	15	7	34	33
Safe	52	53	→ 52	→ 60	39	→ 54	→ 55	39	→ 72	70	35	73	64	50	53
Net	-18	-17	-16	-38	+9	-20	-25	+12	-62	-63	+20	-58	-57	-16	-19

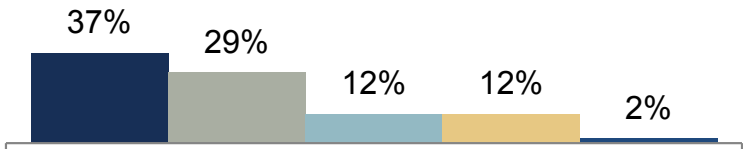
Vaccine: Thoughts on Side Effects

Specifically, Idahoans are concerned about potential side effects from this vaccine and the new science behind it.

Vaccine Concerns

What is your greatest concern about getting the COVID vaccine? The Cost, Potential Side Effects, Effectiveness, Difficulty Finding a Place, No Concerns.

■ Side Eff. ■ None ■ Diff. Get ■ Effective ■ Cost



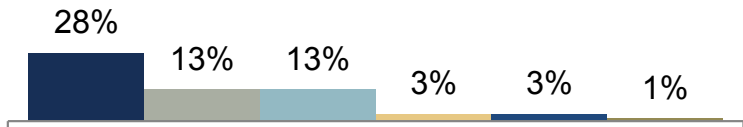
	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
Side Eff.	37	31	42	46	31	28	43
None	29	33	27	25	29	36	25
Diff. Get	12	17	10	7	15	15	11
Effective	12	9	13	12	16	10	11
Cost	2	3	2	1	3	3	2

	Overall	Get Vaccine?			Attitude Toward Vaccine			Gender	
		Will	Prob. Won't	Def. Won't	Trust Sci.	Wait to See	Never Get It	M	F
Side Eff.	37	23	57	62	18	65	57	35	39
None	29	36	24	18	40	11	25	33	25
Diff. Get	12	20	0	1	24	1	0	13	12
Effective	12	12	17	11	12	15	10	10	14
Cost	2	3	0	1	3	1	1	3	1

Side Effect Concerns

What is your greatest concern about getting the COVID vaccine? Allergic Reactions, Fertility Issues, Autism, New Science, Pain/Sickness After.

■ New Sci. ■ Allergic ■ Illness ■ COVID ■ Fertility ■ Autism



	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
New Sci.	28	25	33	34	21	28	31
Allergic	13	13	14	12	27	11	11
Illness	13	13	19	7	13	11	15
COVID	3	3	2	5	1	1	4
Fertility	3	5	1	1	2	5	2
Autism	1	0	0	1	0	1	1

	Overall	Get Vaccine?			Attitude Toward Vaccine			Gender	
		Will	Prob. Won't	Def. Won't	Trust Sci.	Wait to See	Never Get It	M	F
Allergic	28	17	47	47	13	46	47	30	26
Fertility	13	19	6	7	20	11	6	9	18
Autism	13	17	15	8	18	8	9	12	15
New Sci.	3	3	4	2	2	5	1	2	4
COVID	3	1	2	6	2	3	3	2	3
Illness	1	0	0	2	0	0	3	1	0

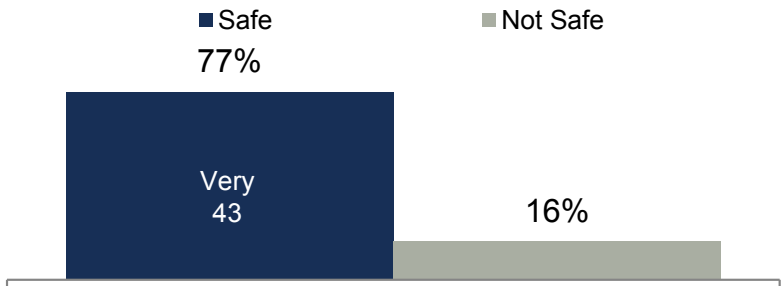
1) What is your greatest concern about getting the COVID vaccine? • The cost • Its potential side effects • Its effectiveness in actually preventing COVID • The difficulty finding a place to get it • You don't have any concerns; 2) And when it comes specifically to side effects, what is your greatest concern? • Allergic reactions • Sterility/fertility issues • Autism • New science – don't know what effects could be • Getting COVID from the vaccine • Pain, sickness, fatigue afterwards

Getting the Vaccine

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.

Vaccine Safety

Based on what you have seen, read, or heard, how safe would you say the COVID vaccine is?

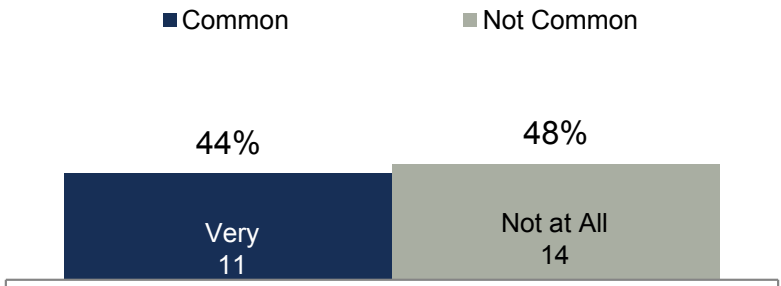


	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
Safe	77	87	74	66	90	82	71
Not	16	9	17	26	4	12	21
Net	+62	+79	+57	+40	+86	+70	+50

	Overall	Get Vaccine?			Attitude Toward Vaccine			Gender	
		Will	Prob. Won't	Def. Won't	Trust Sci.	Wait to See	Never Get It	M	F
Safe	77	96	70	40	98	70	29	76	78
Not	16	1	17	48	1	18	58	15	16
Net	+62	+95	+53	-8	+97	+53	-29	+61	+62

Side Effects are Common?

How common do you think it will be for those getting vaccines to experience significant side effects?



	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
Common	44	36	49	51	24	35	52
Not	48	56	39	39	68	55	39
Net	-4	-20	+11	+13	-44	-19	+12

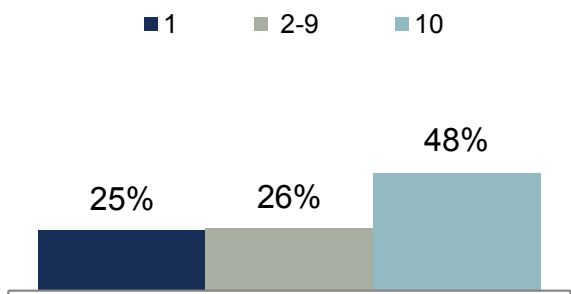
	Overall	Get Vaccine?			Attitude Toward Vaccine			Gender	
		Will	Prob. Won't	Def. Won't	Trust Sci.	Wait to See	Never Get It	M	F
Common	44	32	53	67	29	57	70	40	47
Not	48	63	32	19	68	31	15	50	46
Net	-4	-31	+21	+47	-39	+26	+55	-10	+1

Getting the Vaccine

Consistently, about half of Idahoans express interest in getting the COVID vaccine, which is similar to those getting a flu shot.

Likelihood to Get Vaccine

On a scale of 1 to 10 with 1 being not at all likely and 10 being very likely, please tell me how likely you are to get the COVID vaccine when it becomes available to you?

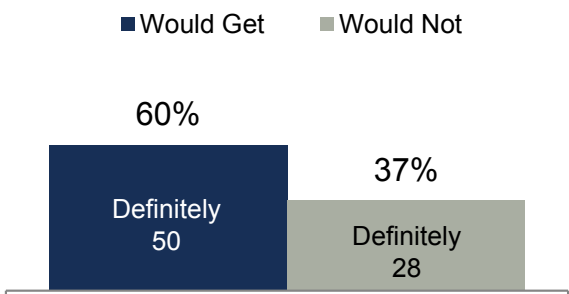


	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
1	25	15	26	41	6	16	34
2-9	26	26	29	27	19	26	28
10	48	58	44	29	75	56	37

	Overall	Get Vaccine?			Get Flu Shot	
		Will	Prob. Won't	Def. Won't	Yes	No
1	25	2	21	78	11	48
2-9	26	19	76	19	24	28
10	48	79	0	1	63	22

If Available, Would You Get?

If a vaccine to prevent COVID-19 were available to be taken today, would you get the vaccine?

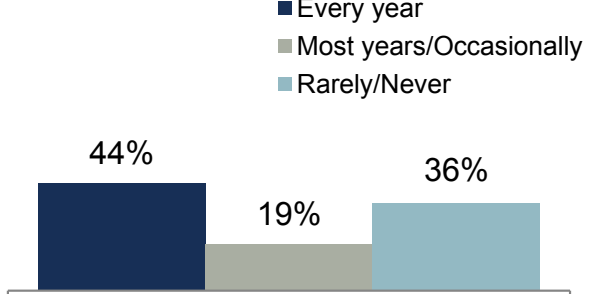


	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
Def Get	50	60	46	31	76	58	38
Pro Get	10	10	11	12	6	10	12
Pro Not	9	11	6	13	6	10	10
Def Not	28	15	33	44	9	19	37

	Overall	Likelihood Get Vaccine			Get Flu Shot	
		1	2-9	10	Yes	No
Def Get	50	1	17	95	64	25
Pro Get	10	3	28	5	10	11
Pro Not	9	8	28	0	10	8
Def Not	28	88	20	1	14	52

Frequency of Flu Shot

How often do you get the annual flu shot – every year, most years, occasionally, rarely, or never?



	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
Every	44	47	40	43	52	36	46
Most	19	21	22	13	23	23	17
Rre/Ne	36	31	38	43	26	41	36

	Overall	Likelihood Get Vaccine			Get Vaccine?		
		1	2-9	10	Will	Prob Won't	Def. Won't
Every	44	18	34	64	59	40	17
Most	19	11	26	20	19	28	15
Rre/Ne	36	70	40	17	22	32	67

Reasons For and Against Taking the Vaccine

We need to address concerns with side effects with messaging and reaffirm the vigorous testing.

Would Get

What is the main reason why you would get the vaccine?
**Asked of those who said they would get the vaccine.*

	Overall	Probably Will Receive	Wait to See Effect
Protection/prevention against virus/safety/to not get sick	28%	26	24
To protect myself and others/help prevent spread of virus	20%	17	12
I have preexisting conditions/at high risk/have other health issues	7%	8	14
To stay alive/I don't want to die	6%	2	7
To get back to normal life/ability to travel	6%	4	5
Recommended by doctors/experts/scientists/people who received it/effective/safe	6%	12	7
Doing my part/contribute to herd immunity/to end pandemic/to eradicate virus	5%	2	5
I'm a healthcare worker	3%	0	0
I'm around someone older/high risk	3%	10	10
Health/to stay healthy	3%	2	2

Would Not Get

What is the main reason why you would not get the vaccine?
**Asked of those who said they would not get the vaccine.*

	Overall	Probably Won't Receive	Wait to See Effect
Not enough testing/research on vaccine/rushed/experimental/unproven/too new	33%	32	43
Side effects/allergic reactions/illness from vaccine/dangerous	18%	24	20
I already had COVID	8%	11	4
Not worried about COVID/it's like the flu/recovery rate is high	4%	6	4
Don't need it/not necessary/don't want it	4%	2	1
Don't trust it/don't trust vaccine	4%	4	2
Waiting to see how others who have taken it react	4%	6	8
I am in a low risk group	3%	0	1
COVID crisis is overblown/political	3%	0	1
I am healthy/never been sick	3%	0	1
Don't trust health care system/vaccine companies	3%	0	1

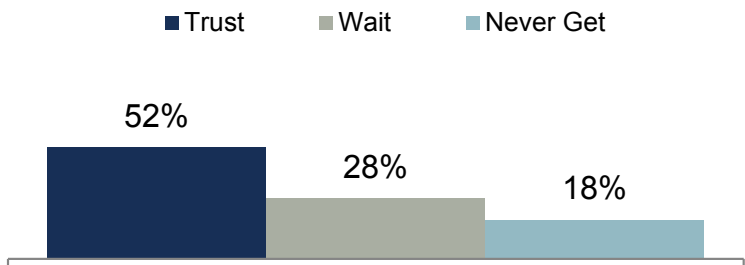
Vaccine: Thoughts on Side Effects

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.

Current Vaccine Attitude

Which of the following best describes your current attitude toward the COVID vaccine?

- You trust the science and are willing to get it
- You plan to wait and see what the effects are on others before getting it
- You never intend to get it



	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
Trust	52	64	50	31	81	63	38
Wait	28	26	27	36	16	27	34
Never	18	9	21	31	2	9	25

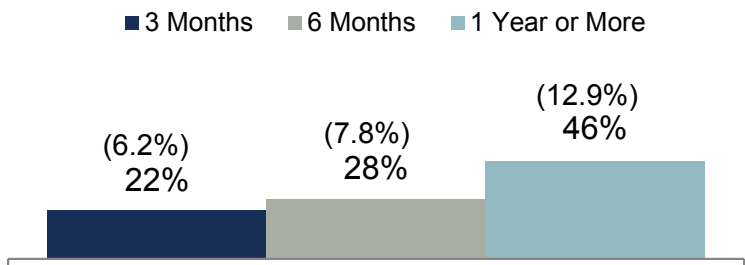
	Overall	Get Vaccine?			Gender	
		Will	Prob. Won't	Def. Won't	Male	Female
Trust	52	83	6	3	48	55
Wait	28	14	76	39	30	27
Never	18	1	15	57	20	16

How Long Will You Wait?

About how long do you plan to wait to see about side effects before getting the vaccine?

*Asked of those who will wait. N = 141

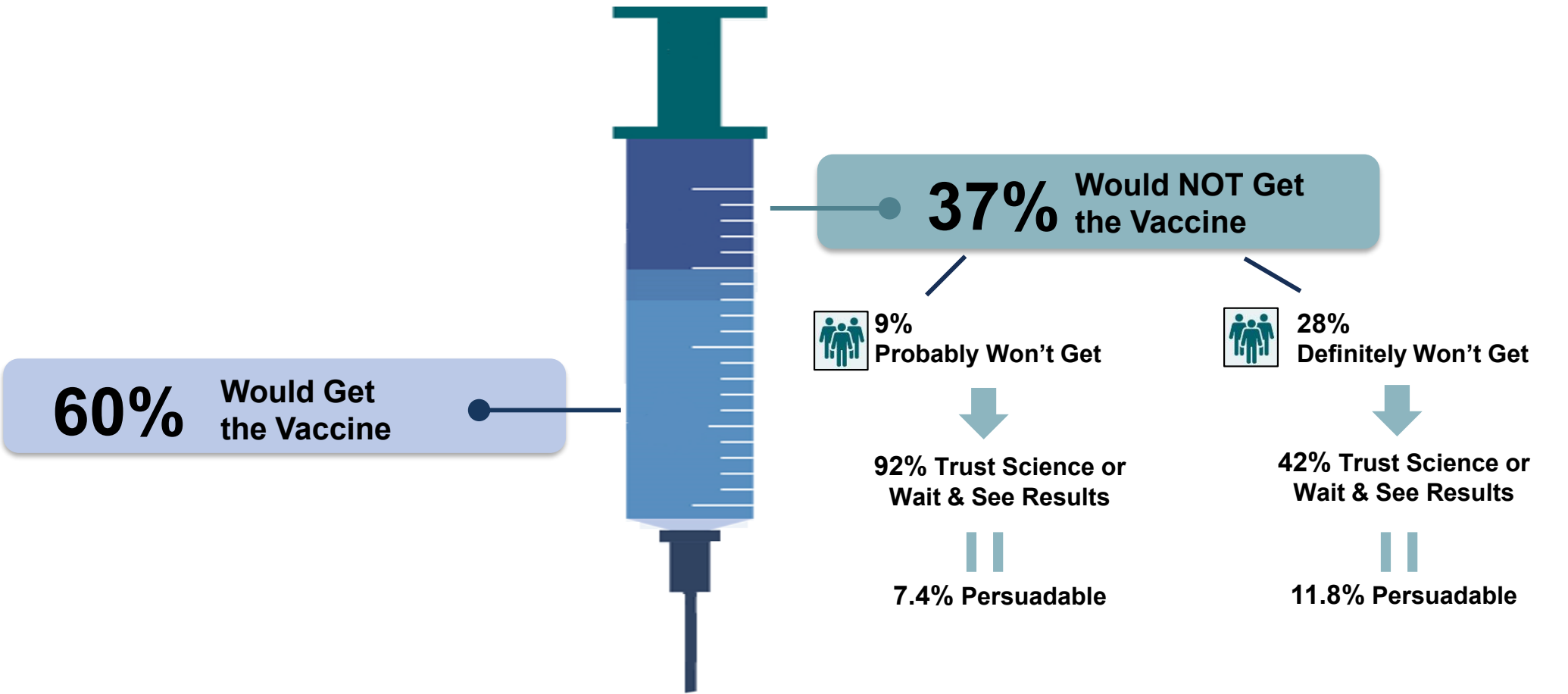
**Numbers in parentheses are the percentage of the total sample



	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
3 mo	22	24	20	19	33	17	22
6 mo	28	24	38	28	20	26	30
1+ y	46	48	41	45	47	53	42

	Overall	Get Vaccine?			Attitude Toward Vaccine			Gender	
		Will	Prob. Won't	Def. Won't	Trust Sci.	Wait to See	Never Get It	M	F
3 mo	22	52	14	5	0	22	0	13	32
6 mo	28	31	30	20	0	28	0	32	24
1+ y	46	10	53	73	0	46	0	51	40

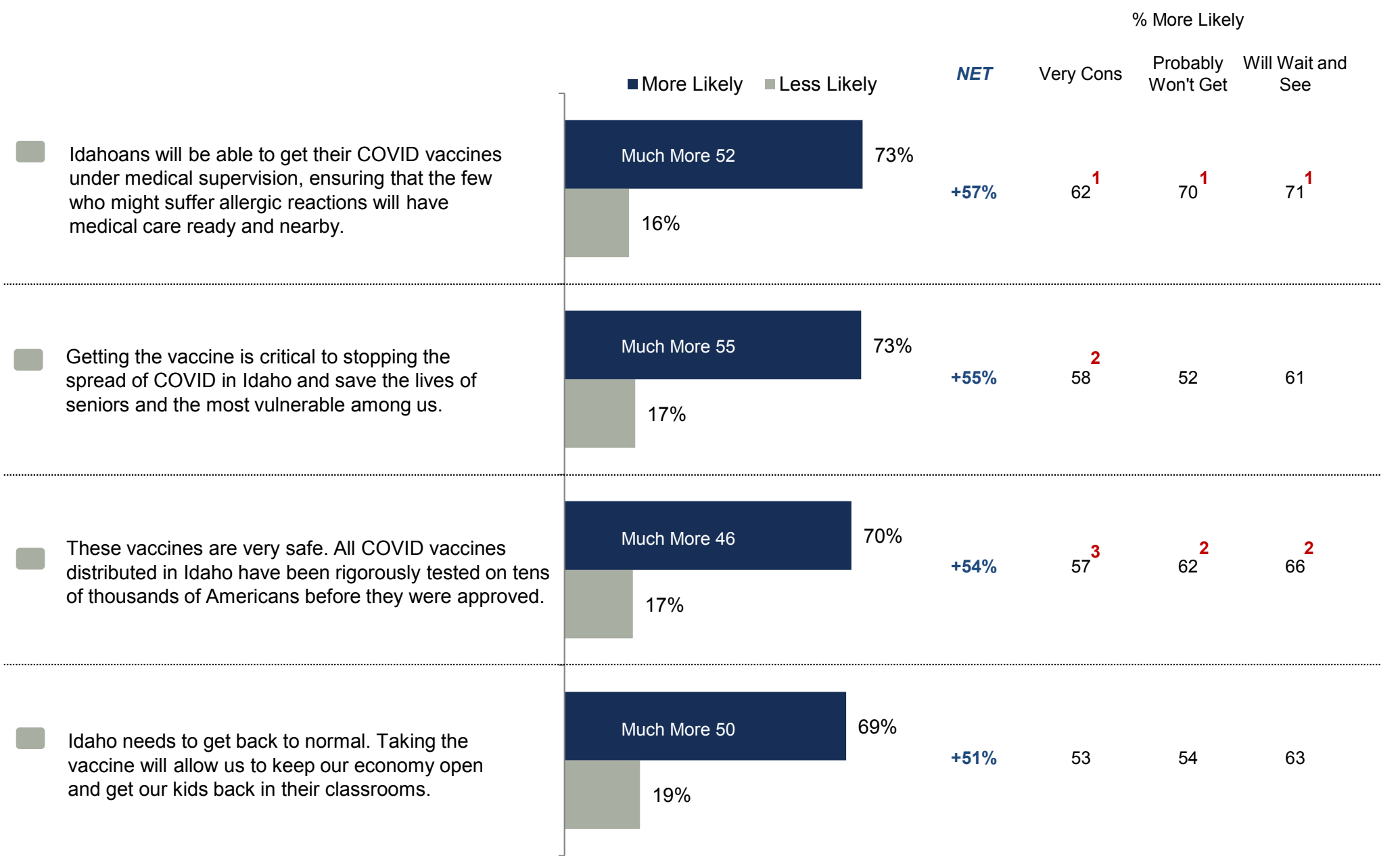
Getting the Vaccine



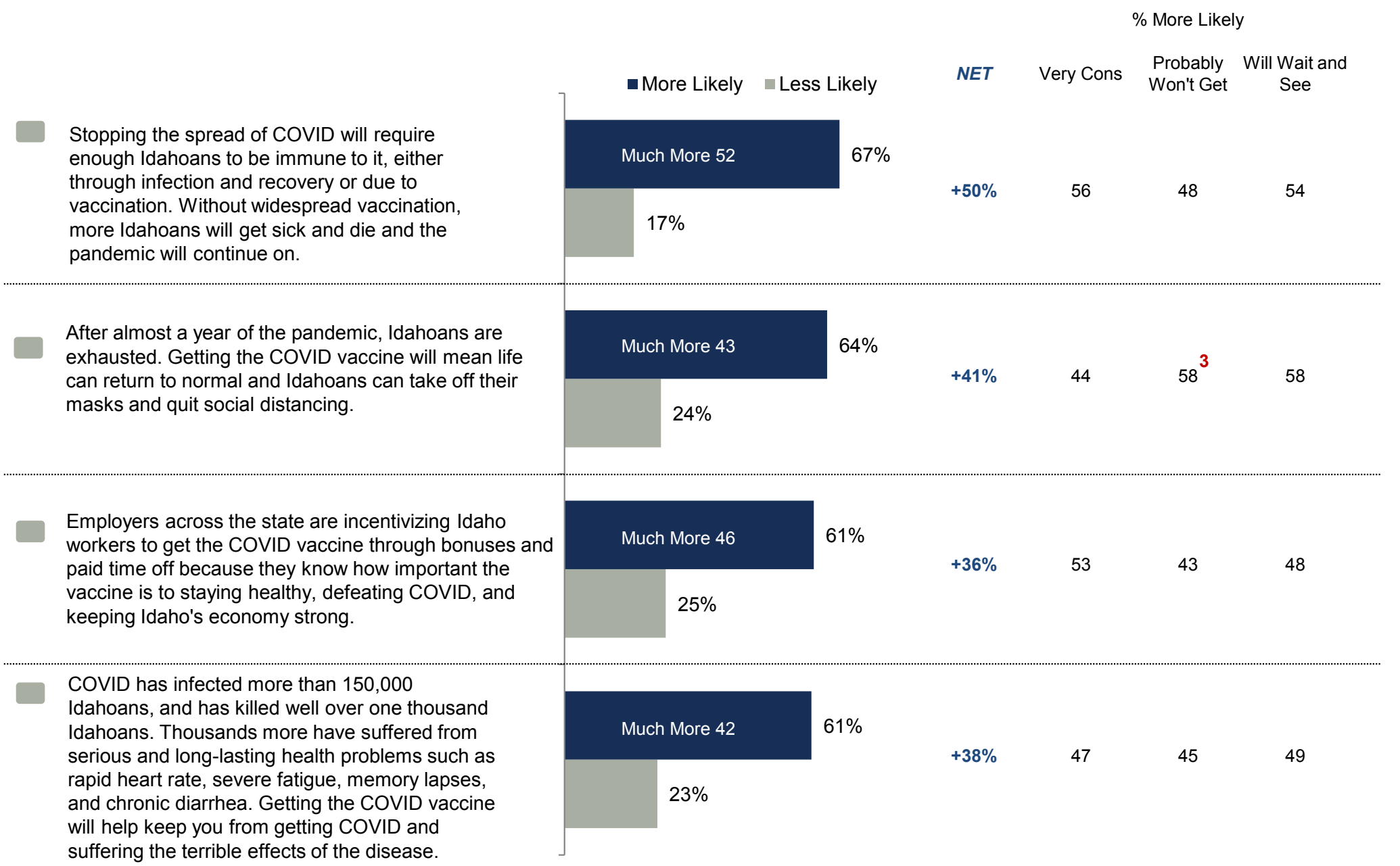
79% *Would Either Get the Vaccine Initially or Can Be Persuaded to in the Future*

Messaging

Communicating the medical supervision and rigorous approval process can assuage safety concerns with key audiences.



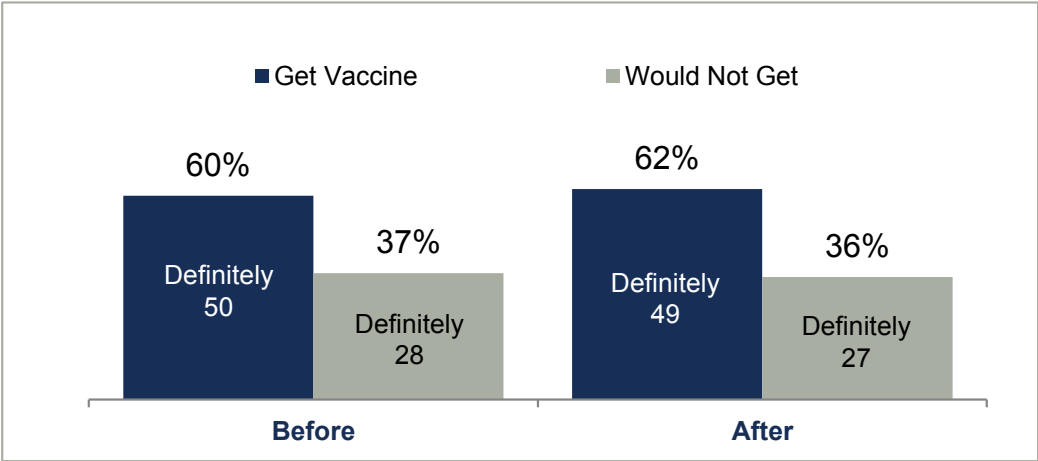
Messaging



Getting the Vaccine: Before and After Messaging

While there is very little movement, where it exists most is in the “wait and see” crowd.

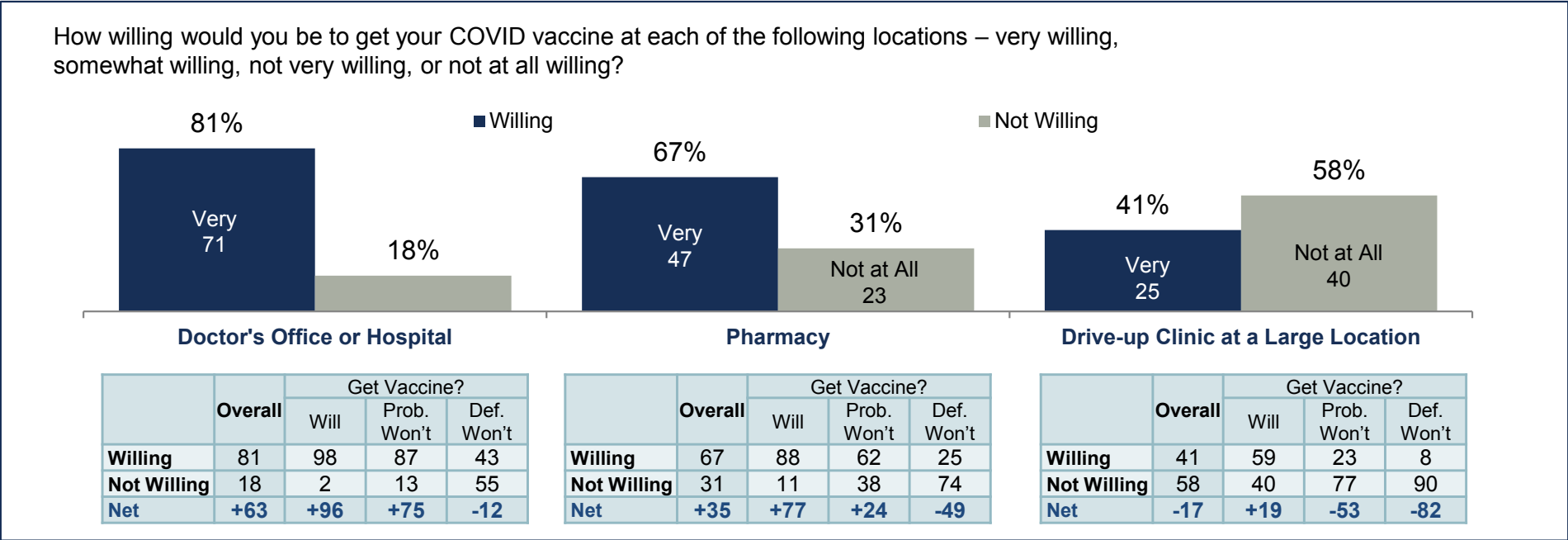
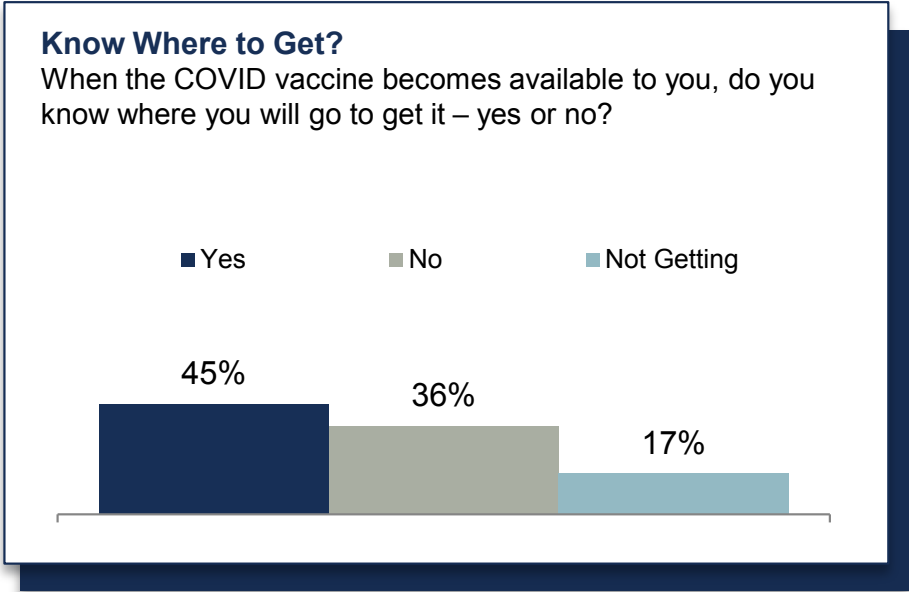
Based on everything you’ve heard, if a vaccine to prevent COVID-19 were available to be taken today, would you get the vaccine?



	Overall	Ideology			Party			Attitude Toward Vaccine			Gender	
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP	Trust Science	Wait to See Effect	Never Get It	Male	Female
Would Get	62	73	59	44	85	70	52	98	35	1	59	65
Would Not	36	25	39	55	13	29	47	2	62	97	39	33
Net	+26	+48	+20	-10	+72	+41	+5	+96	-28	-96	+20	+32
Net Change	+3	+4	+2	+4	+5	+2	+2	+2	+7	0	0	+6

Getting the Vaccine

The how and where is an important part of the communications campaign.



Getting the Vaccine

Doctors are the main messengers, but there may be a role for those who have safely received the vaccine as well.

Vaccine Credibility

Which of the following kinds of people do you think are most credible when it comes to providing helpful, accurate information about the COVID vaccine?

	Overall	Gender		Party		
		Male	Female	Dem	Indy	GOP
Dr's	81	78	84	98	84	77
Got Vax	7	8	6	0	5	10
Survivor	3	3	3	1	4	3
Friends	2	4	1	1	3	3
Electees	0	0	0	0	0	0

	Overall	Get Vaccine?			Attitude Toward Vaccine		
		Will	Prob. Won't	Def. Won't	Trust Science	Wait to See Effect	Never Get It
Dr's	81	91	79	64	93	78	56
Got Vax	7	6	4	11	5	11	8
Survivor	3	1	2	7	0	3	10
Friends	2	0	7	4	0	4	4
Electees	0	0	0	0	0	0	0

Vaccine Qualifications

Please tell me if you qualify as any of the following priorities groups of Idahoans who could receive the COVID vaccine.

Initial Ballot	Overall	Priority Groups		
		HC Worker	Frontline	High Risk
Would Get	60	73	56	70
Would Not	37	27	43	28
Net	+23	+47	+13	+42

Attitude Toward Vaccine	Overall	Priority Groups		
		Health Care	Front-line	Pre-exist
Trust	52	67	52	62
Wait/See	28	16	37	25
Never Get	18	14	9	11

- 1) Which of the following kinds of people do you think are most credible when it comes to providing helpful, accurate information about the COVID vaccine?
- Doctors and Nurses
 - Friends and family
 - Local leaders and elected officials
 - COVID survivors
 - Idahoans who have already received the vaccine;
- 2) Please tell me if you qualify as any of the following priorities groups of Idahoans who could receive the COVID vaccine.
- Health care or long-term care worker
 - Resident of a long-term care facility
 - Designated frontline essential worker, such as a first responder, teacher or someone who works in critical food and agriculture or manufacturing
 - Preexisting high risk medical conditions that make you more vulnerable to COVID

Information Sources

Target Local and FNC main audiences for persuadables.

Which type of TV news do you watch most for news and information?

	Overall
Local News Channels	37%
Fox News	21%
CNN	7%
MSNBC	5%

Initial Ballot	Overall	TV News			
		Local News	Fox News	MSNBC	CNN
Would Get	60	67	51	92	94
Would Not	37	32	45	4	6
Net	+23	+36	+6	+87	+88

Attitude Toward Vaccine	Overall	TV News			
		Local News	Fox News	MSNBC	CNN
Trust	52	59	38	87	88
Wait/See	28	26	36	13	9
Never Get	18	12	24	0	3

THANK YOU!



GS STRATEGY GROUP

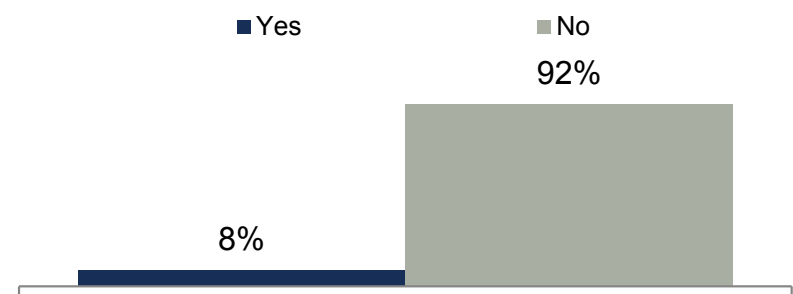


IDAHO DEPARTMENT OF
HEALTH & WELFARE

Getting the Vaccine

Received Vaccine?

Have you already received a dose of the COVID vaccine – yes or no?



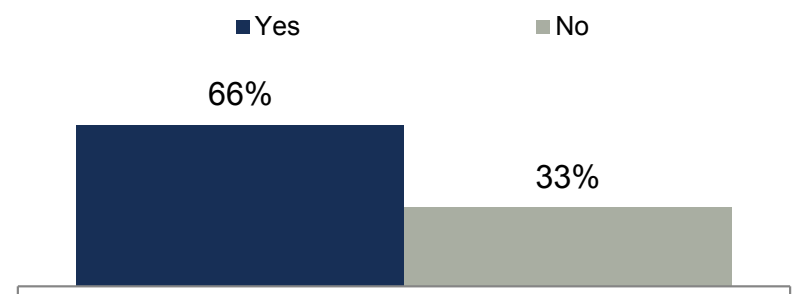
	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
Yes	8	9	7	6	12	9	7
No	92	91	93	94	88	91	93
Net	-83	-81	-87	-88	-77	-82	-86

	Overall	Media Market				Personal Impact	
		Boise	IF	Spokane	TF	Yes	No
Yes	8	8	7	9	6	7	13
No	92	92	93	90	94	93	86
Net	-83	-84	-85	-81	-88	-86	-73

	Overall	Get Vaccine?			Attitude Toward Vaccine			Gender	
		Will	Prob. Won't	Def. Won't	Trust Sci.	Wait to See	Never Get It	M	F
Yes	8	14	0	0	15	0	1	8	9
No	92	86	100	100	85	100	99	92	91
Net	-83	-73	-100	-100	-70	-100	-98	-84	-83

Know Someone Who's Received?

Do you know anyone who has received a dose of the COVID vaccine?



	Overall	Ideology			Party		
		Mod	SW Cons.	Very Cons.	Dem	Indy	GOP
Yes	66	73	60	63	78	69	62
No	33	25	38	37	22	30	36
Net	+34	+48	+22	+26	+55	+39	+26

	Overall	Media Market				Personal Impact	
		Boise	IF	Spokane	TF	Yes	No
Yes	66	66	68	72	54	65	48
No	33	33	32	28	44	35	51
Net	+34	+33	+36	+44	+10	+30	-3

	Overall	Get Vaccine?			Attitude Toward Vaccine			Gender	
		Will	Prob. Won't	Def. Won't	Trust Sci.	Wait to See	Never Get It	M	F
Yes	66	71	79	54	73	67	50	63	70
No	33	28	21	45	26	32	50	36	29
Net	+34	+43	+58	+9	+46	+35	+1	+26	+41

Audience Details

