Health Messaging Research: COVID Vaccine Testing & HPV Vaccine Messaging

Online Survey Results

February & July 2021

Table of Contents

SECTION ONE: COVID 19 Vaccine

Background and Research Objectives

Background

In January of 2020, the first confirmed case of COVID-19 was detected in the U.S. Since the start of the pandemic, more than 105 million people worldwide have been infected with COVID-19, including 26.7 million in the US of which 351,000 are Utah residents. The development of a vaccine for COVID-19 has made tremendous progress during the year and a fully approved vaccine came in December. Traditionally vaccines are viewed with some level of skepticism from various groups across America—a view that may be accentuated in the state of Utah. In addition, with all of the media attention and political focus on COVID-19 and the vaccine, there is a heightened level of concern about the adoption of the vaccine.

Objectives

Specifically, Intermountain Healthcare, working in conjunction with Envision Utah, would like to better understand:

- How Utahns feel about getting the COVID-19 vaccine and the barriers to adoption. Through this deep understanding, specific messages will be crafted and tested to support the broad adoption of the vaccine when it is available.

Research Design

Phase One
BrightBoard℠

- ✔ Conducted between December 8-11, 2020
- ✔ Participants spent a total of 60-80 minutes conversation in total across four days
- ✔ The discussion was focused on understanding perceptions and attitudes towards vaccines in general and then deeper on specific feelings related to the COVID-19 vaccine
- ✔ The preliminary findings from Phase One served as the inputs and basis for Phase Two, a quantitative survey

Phase Two
Online Survey

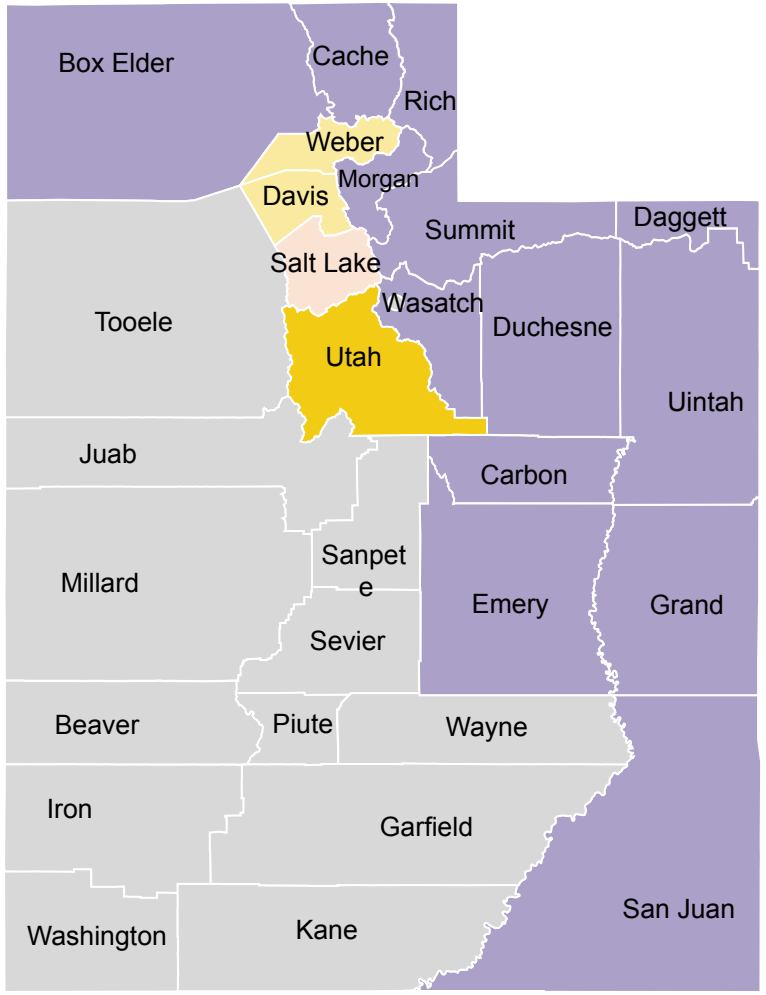
- ✔ Online survey among Utahns 18+
- ✔ In this phase:
  - We validated the findings from the qualitative research
  - Identified the key messages and vocabulary that could be used to motivate consumers to get the COVID-19 vaccine
  - Quantified how many Utahns are not willing to take take the COVID-19 vaccine and what this group looks like
- ✔ The sample included a total of 604 interviews

Methodology
Phase Two

MODE	Online Survey
LENGTH	19 min
DATES	January 20-February 01, 2020

AUDIENCE	Utah residents 18+ (n=604) - 253 interviews conducted with individuals with pre-existing medical conditions such as heart disease, cancer, chronic lung disease, diabetes, etc. - 151 interviews among those 60+ years old - 70 interviews among Hispanics (survey was only offered in English) - To ensure a representative sample, quotas were imposed on key demographics such as gender, age and ethnicity
GEOGRAPHY	State of Utah *Weighted to reflect the population of Utah on age, gender and ethnicity*

Sample Distribution



- **39% Salt Lake County**
- **18% Utah County**
- **19% Davis County + Weber County**
- **11% North + East** including:
  Box Elder County, Cache County, Carbon County, Daggett County, Duchesne County, Emery County, Grand County, Morgan County, Rich County, San Juan County, Summit County, Uintah County, Wasatch County
- **13% West** including:
  Beaver County, Garfield County, Iron County, Juab County, Kane County, Millard County, Piute County, Sanpete County, Sevier County, Tooele County, Washington County, Wayne County

Executive Summary

1. Levels of awareness and importance of the COVID-19 vaccine are very high

- Unaided, the COVID-19 vaccine has the highest top of mind awareness, with two in three Utahns mentioning it (64%).
- Aided awareness of the COVID-19 vaccine is also the highest (96%), on par with flu (95%).
- When asked to rate the importance of the vaccines, Tdap, MMR and Pneumococcal top the list followed by COVID-19 and Hepatitis.
    - Tetanus, Diphtheria, Pertussis (DTaP / Tdap) – 78%
    - Measles, mumps, and rubella (MMR) – 75%
    - Pneumococcal – 72%
    - COVID-19 – 67%
    - Hepatitis (A or B) – 67%
- Utahns are closely following the development of vaccination efforts in the news—over 50% keeping track of it at least daily.
- Nearly everyone knows someone who has been infected (83%).
- The vast majority of Utahns (83%) follow COVID-19-related guidelines and recommendations.

Executive Summary

2. COVID-19 Vaccine

- Likelihood to get the COVID-19 vaccine is high among Utahns.
  - 55% plan to get the vaccine (definitely/probably get it)
  - Hispanics mirror the state results (56% say definitely/probably get it)
  - 11% already got the vaccine or have an appointment
  - 71% of those who plan to get the vaccine will get it as soon as possible
  - 86% of those that get the 1st shot plan to get the 2nd (65% say definitely)
- Less than a quarter are not willing to get the vaccine (23%).
  - This group is less educated, living in rural/small towns, single and younger
  - Those who reject the vaccine don't trust it (23%) and believe the vaccine might not be safe and cause side effects (21%)
- 12% of Utahns are not sure if they will get the COVID-19 vaccine.
  - This group is higher middle aged 35-54, living in rural/small towns, and less educated
  - They view the COVID vaccine as less important with only 38% indicating it is absolutely/very important
- The pandemic has a higher negative impact on finances and jobs among those who are not willing to get the vaccine compared to the total

	Very/Somewhat Negative	
	Would not get the vaccine	TOTAL
My finances	52%	43%
My job	42%	38%

Executive Summary

2. COVID-19 Vaccine – cont.

- After exposure to messaging, there is a slight increase in those that would get the vaccine. However, most of them would not get the vaccine immediately, but rather wait a few more months.
- Those living in rural/small towns, with lower education, Hispanics and Divorced/Separated/Widowed are most likely to show a positive movement toward vaccination post message exposure.

PRE/POST Measures	Pre	Post	Difference
Likelihood to get the COVID-19 vaccine *Q330/Q680 – Top 2 Box Would get*	61%	66%	+5
Would take the vaccine as soon as possible *Q340/Q685*	71%	65%	-6

Executive Summary

3a. The Priorities and Values of Vaccination – Positive Ladders

- Objectively, Utahns report the greatest negative impact of the pandemic on their lives has been in the following areas.
    1. Limiting their own personal activities (69% “very/somewhat” negative)
    2. Limiting time with family and friends (60%)
    3. Personal mental health (56%)
    4. The wellbeing of their families (49%)
- With that understanding, the values research clearly identifies the central theme of vaccination messaging:

    Vaccination is about the peace of mind that comes from protecting those we love and returning to the things that matter most in our lives to end the pandemic and this health crisis.

- Freedom and Personal Control are relevant themes to a small minority of Utahns (less than 1 in 5).
    - Freedom is an important value among younger group 18-24 year old, those who would not get the vaccine and those who follow guidelines only half of the time/sometimes/never.
    - Personal Control is more likely to be dominant among those who would not get the vaccine and believe this should be a personal choice, White, divorced/separated/widowed, with higher income of $150+.

Key Values Priority

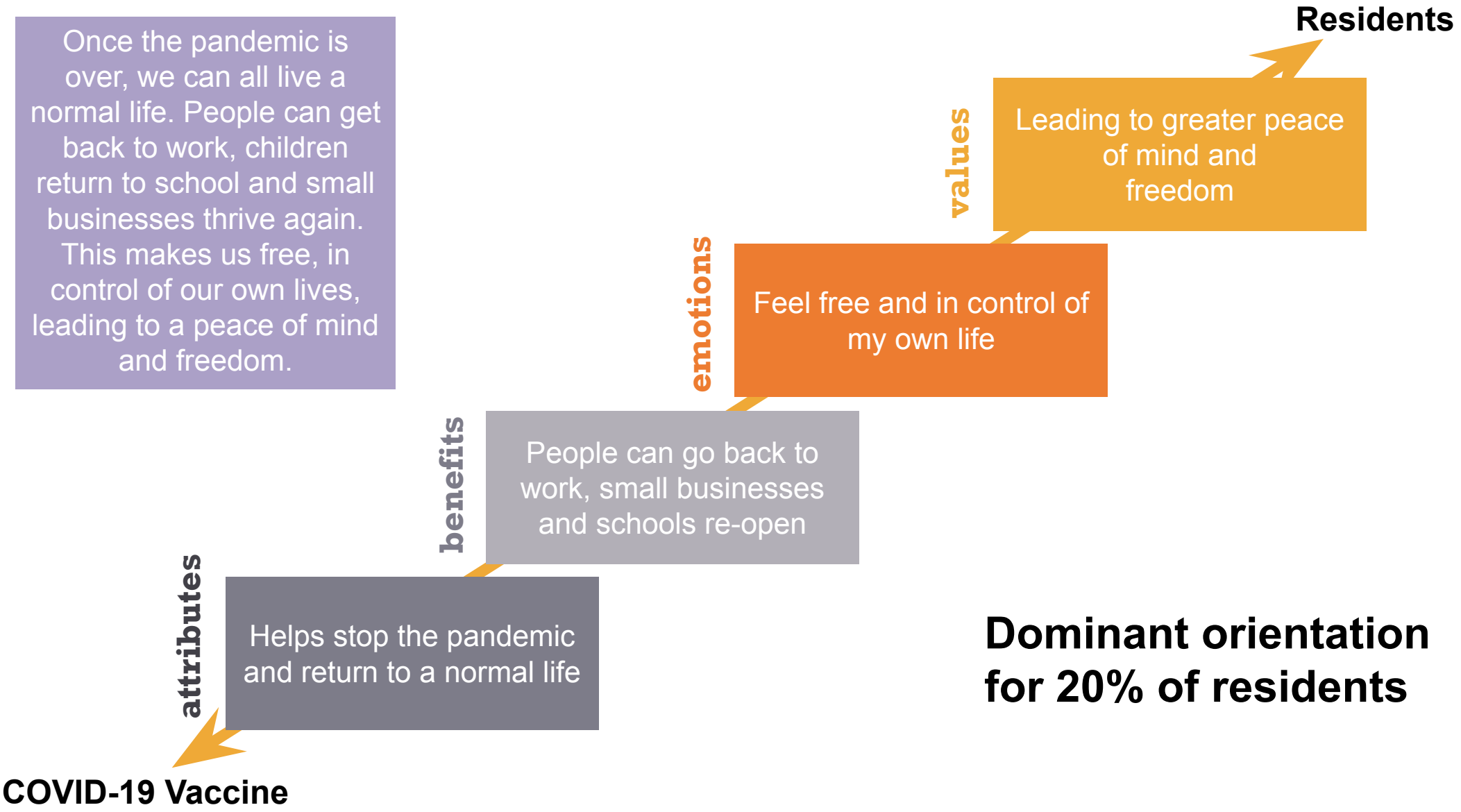
Peace of Mind and Security from Being Healthy and Protected

The vaccine will protect myself and the ones I love, keeping us healthy and safe and stops the pandemic. We will be able to spend more quality time together without worries. This ultimately creates a sense of peace of mind and security.

Dominant orientation for 65% of residents

Key Values Priority

Peace of Mind and Freedom from Returning to Normalcy



Dominant orientation for 20% of residents

Executive Summary

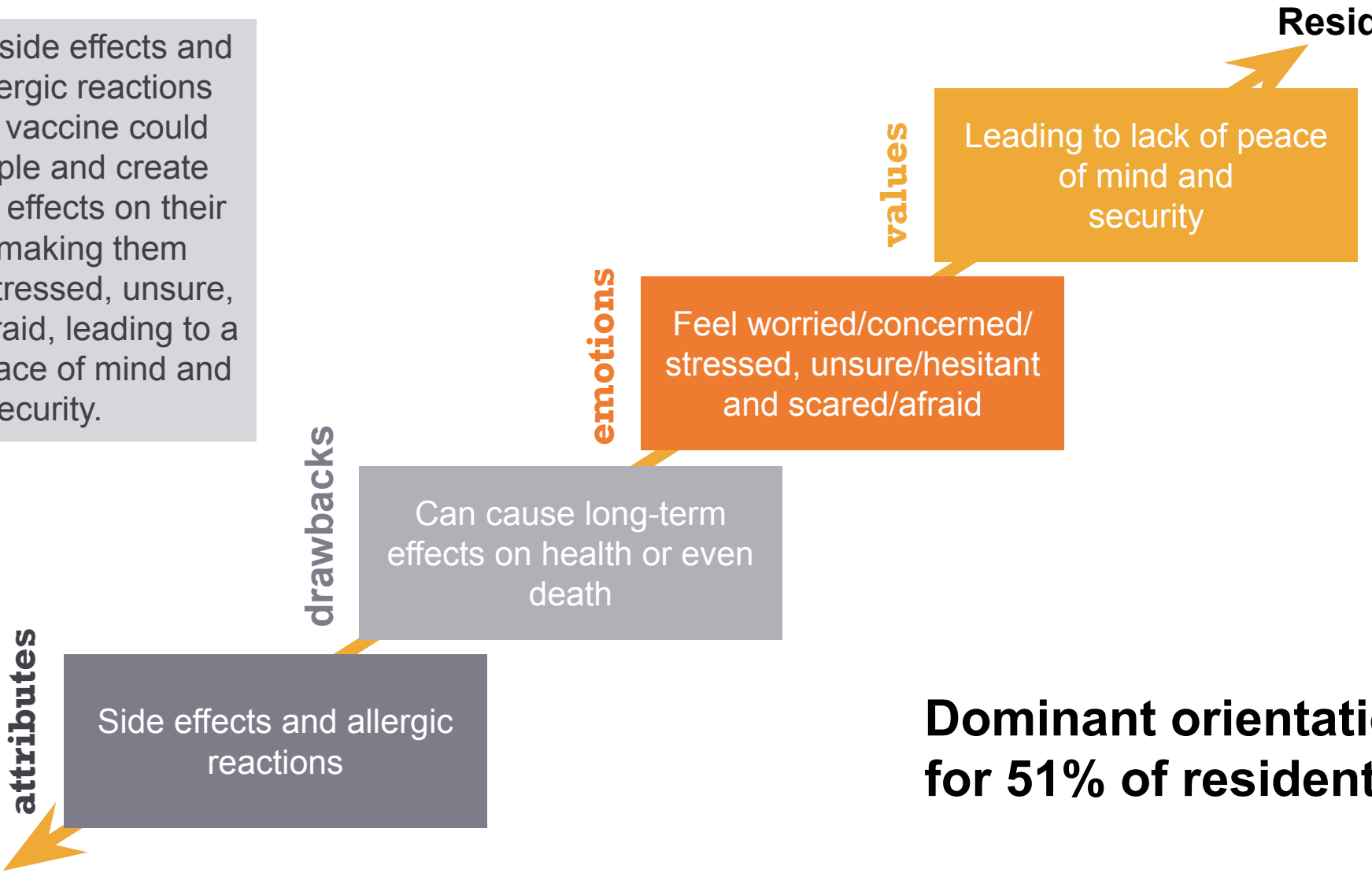
3b. The Priorities and Values of Vaccination – Negative Ladders

- The dominant orientation for 51% of Utahns starts with ‘not knowing the long-term side effects’ (42%).
    - ‘causes allergic reactions or other severe side effects’ (9%) is a similar negative attribute and follows the same ladder
- This leads to the consequences related to the ‘long-term effects on your health’ (41%) and even ‘can cause death’ (10%).
- At an emotional level, Utahns are ‘worried/concerned/stressed’ (26%) and ‘feel hesitant/unsure/confused’ (21%).
- These emotions ladder up to values of ‘lack of peace of mind’ (37%) and ‘lack of security’ (24%).

Key Values Strategy

Less Peace of Mind and Security from Possible Side-effects

Unknown side effects and some allergic reactions from the vaccine could hurt people and create long-term effects on their health making them worried, stressed, unsure, scared, afraid, leading to a lack of peace of mind and security.



Dominant orientation for 51% of residents

Executive Summary

4. Messaging

- Importantly, Utahns are currently hearing more negative concerns about vaccine side effects and limited availability than positive news about its effectiveness.
- Messaging focusing on ‘protection’ and ‘back to normal’ have the most significant positive impact.

Most impactful messages:	Extremely/Very Convincing
When you get a vaccine, you will be **protecting not just yourself**, but your loved ones and everyone else around you from getting sick and suffering **— even dying —** from COVID-19.*	55%
When you get a vaccine, you will be **protecting not just yourself**, but your loved ones and everyone else around you from getting sick and suffering from COVID-19.*	53%
When you get the vaccine, you are **helping the world get back to normal**. If enough people get vaccinated, we can effectively slow the spread of COVID-19 and get back to many of the things we did before the pandemic.	49%
Even with the dramatic steps we’ve taken to reduce the spread of COVID-19, 23 million Americans have caught COVID-19, and nearly 400,000 people have died from it. COVID-19 vaccines are the only way we will be able to totally beat this pandemic.	47%
Even when people recover from COVID-19, they may have long-term illness or other conditions. The COVID-19 vaccines have been more than 90% effective in preventing people from getting COVID-19 in the first place. And the few who do still get sick after being vaccinated are more likely to have only mild symptoms.	47%
The COVID-19 vaccines are far safer for creating immunity than getting the actual virus. Vaccines produce an immune response almost identical to natural infection — but without the risks of severe illness and long-term complications that come from getting COVID-19.	47%

Executive Summary

4. Messaging – cont.

- Messages about the development of the vaccine don't resonate with Utahns.

Less impactful messages:	Extremely/Very Convincing
Development of the COVID-19 vaccine moved quickly thanks to unprecedented global cooperation, technology, fast-tracked funding, and the fact that the virus was so prevalent. Even with the speed of development, the process was still rigorous and included normal safety testing. Panels of health experts are continuing to monitor for side effects and safety.	38%
The **vaccine development** moved very quickly, and we don't yet know all the possible long-term side-effects that could come from the vaccines. But we do already know many of the long-term risks of getting COVID-19, and those risks seem much worse than any potential unknown risks from the vaccine.	32%

Executive Summary

5a. Targeting - 23% of Utahns surveyed indicated they are not going to get the COVID-19 vaccine

- The pandemic has a higher negative impact on finances and jobs among this group compared to the total population.
- The messages tested did not receive high top 2 box marks on being convincing to get the vaccine for this group.
    - The message with the highest top 2 box score (17%) *"If you get a vaccine, you can begin to get back to some normal activities like working, traveling, and seeing family and friends. You will be able to live without worrying as much about getting COVID-19."* addresses the key issue of jobs which is important.
- The messages with the highest top 3 box score are the ones focusing on 'protection'.

	Extremely/Very/Somewhat Convincing		
	TOTAL	Definitely not get	Probably not get
When you get a vaccine, you will be protecting not just yourself, but your loved ones and everyone else around you from getting sick and suffering **— even dying —** from COVID-19.	82%	27%	68%
When you get a vaccine, you will be protecting not just yourself, but your loved ones and everyone else around you from getting sick and suffering from COVID-19.	81%	40%	57%

Executive Summary

5b. Targeting - 12% are unsure if they will get the COVID-19 vaccine

- The group is middle aged (35-54 years old), more likely to be divorced/separated/widowed, and lower education. They live in rural/small towns from North, East and West.
- These undecided strongly believe that people should be able to decide for themselves if they get the vaccine.
- The messages are impactful for this group, with 40% indicating they will definitely/probably would get the COVID vaccine post message exposure.
- The top 2 messages are the same as the total but the 3rd message, is a fact-based informative message about vaccines.

	Extremely/Very/ Somewhat Convincing
When you get a vaccine, you will be protecting not just yourself, but your loved ones and everyone else around you from getting sick and suffering **— even dying —** from COVID-19.	82%
When you get a vaccine, you will be protecting not just yourself, but your loved ones and everyone else around you from getting sick and suffering from COVID-19.	84%
The COVID-19 vaccines are far safer for creating immunity than getting the actual virus. Vaccines produce an immune response almost identical to natural infection — but without the risks of severe illness and long-term complications that come from getting COVID-19.	79%

Executive Summary

6. Word Equity

- Word Equity demonstrates the power of focusing on ”protection” (particularly “family and friends” and “vulnerable” people) and getting “back to normal”, “re-open”, “back to work”.

Top Words/Phrases	Word Equity Score
Protect my family and friends	76%
Stay healthy	75%
Protecting vulnerable people	72%
Re-open small businesses	68%
Protect myself	66%
Prevent infection	65%
Protection	65%
Get people back to work	65%
Back to normal	64%

- In addition to obvious words like ”pain”, “suffer”, “death”, other terms like “side effects” and “complications” carry strong negative equity.

Top Words/Phrases	Word Equity Score
Side effects	-35%
Long-term ailments	-35%
Infecting others	-36%
Pain	-38%
Potential complications	-40%
Pandemic	-43%
Suffer	-45%
Get seriously ill	-46%
Death	-58%

Executive Summary

7. COVID-19 Vaccine – Voluntary Action

- While the majority believe people should be able to decide for themselves if they get vaccinated or not, they also consider that the vaccine should be mandatory for those working in critical domains as healthcare, nursing homes or schools.

People deciding themselves if they get vaccinated *Q610 – Top 2 Box Agree (Like Smith)*	61%
Vaccine mandated *Q670 – Top 2 Box Mandated*	
Entering nursing homes	62%
Working in a healthcare facility	61%
Attending public schools	52%
Traveling in an airplane	47%
Attending universities	46%
Working at the office	41%

Executive Summary

8. State or local health departments/officials are top sources of information

- Internet (51%), State or local health departments/officials (43%) and CDC (42%) are the main sources used by Utahns to get information about the COVID-19 vaccine.
- Dr. Anthony Fauci, Dr. Angela Dunn and Dr. Michael Good are most credible personalities.

	Completely / Very Credible
Dr. Anthony Fauci, Chief Medical Advisor to the President	57%
Dr. Angela Dunn, State Epidemiologist	54%
Dr. Michael Good, CEO of University of Utah Health	53%
Richard Saunders, Interim Executive Director, Utah Department of Health	51%
Dr. Marc Harrison, CEO of Intermountain Healthcare	51%

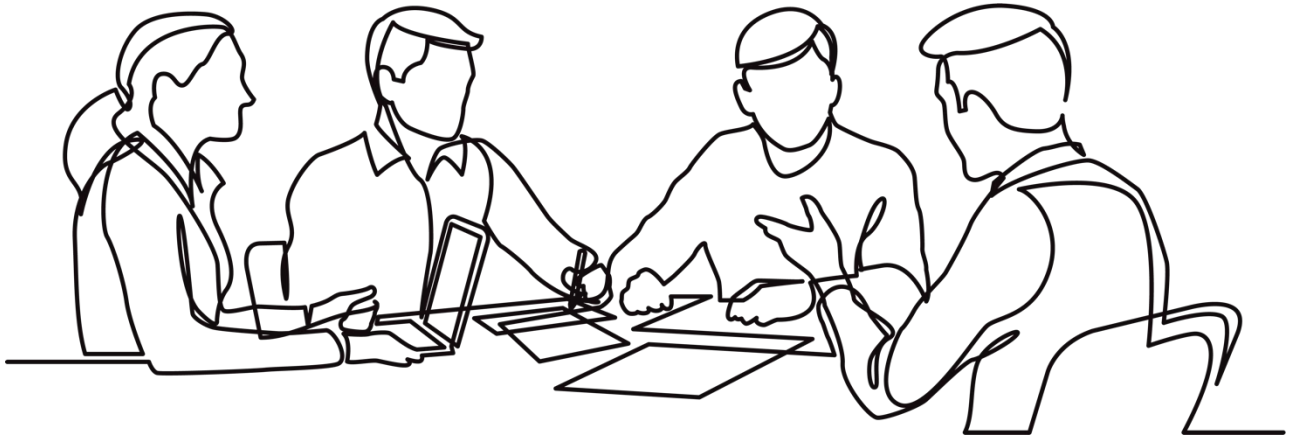
Implications

- Top performing messages are similar for all groups. Protection of loved ones and those close is a critical component of motivating Utahns to get vaccinated.

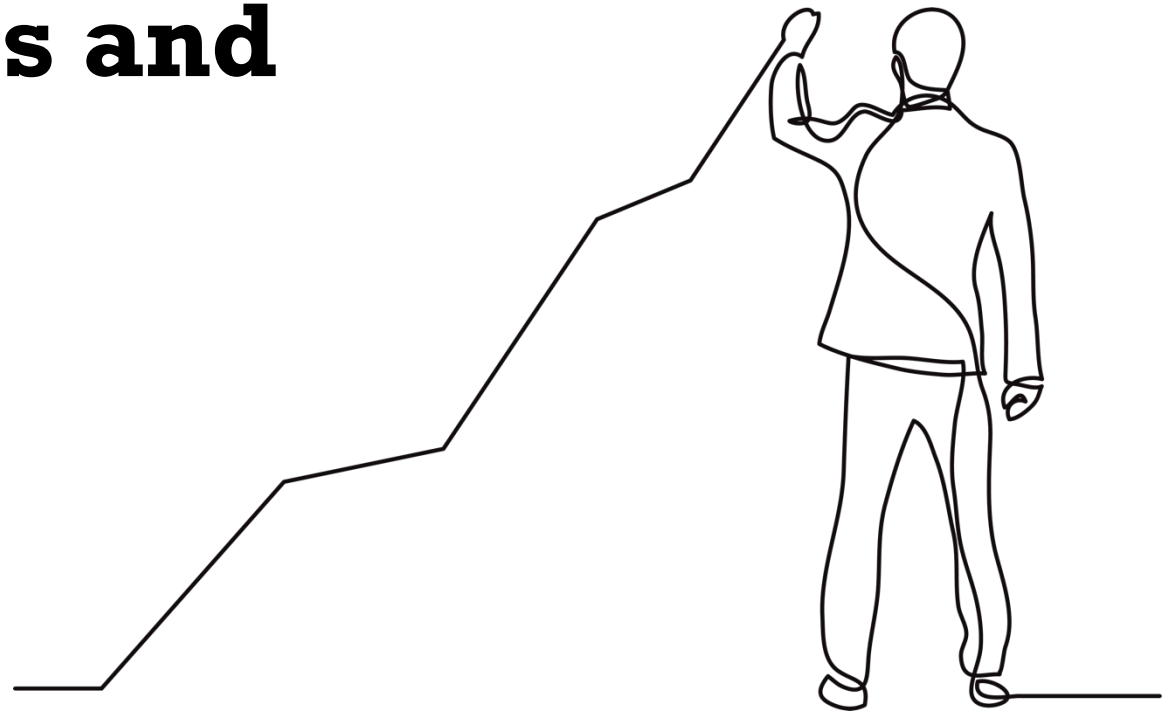
	Extremely/Very/Somewhat Convincing
When you get a vaccine, you will be **protecting not just yourself**, but your loved ones and everyone else around you from getting sick and suffering **— even dying —** from COVID-19.	82%
When you get a vaccine, you will be **protecting not just yourself**, but your loved ones and everyone else around you from getting sick and suffering from COVID-19.	81%
When you get the vaccine, **you are helping the world get back to normal**. If enough people get vaccinated, we can effectively slow the spread of COVID-19 and get back to many of the things we did before the pandemic.	80%

- To make the 3rd message above more personal, update to “helping your community” get back to normal.
  - Community is important for Utahns and keeping things focused on the smaller local impact helps make it more personal.
- Motivating the vaccine Rejectors will need to be done more explicitly to move these young healthy adults to see the importance of getting vaccinated.
  - Recommend focusing on their personal role in protecting their parents, grandparents and how careless it would be to not protect their family, loved ones and community.
  - The impact on their finances and jobs can be a leverage point by linking their action to get vaccinated as support for their local community getting back to normal.
- Messages will need to be placed on the Internet as the primary source for information on the vaccine. Social media and family/friends are also important especially to the younger people and those who probably would not get the vaccine.

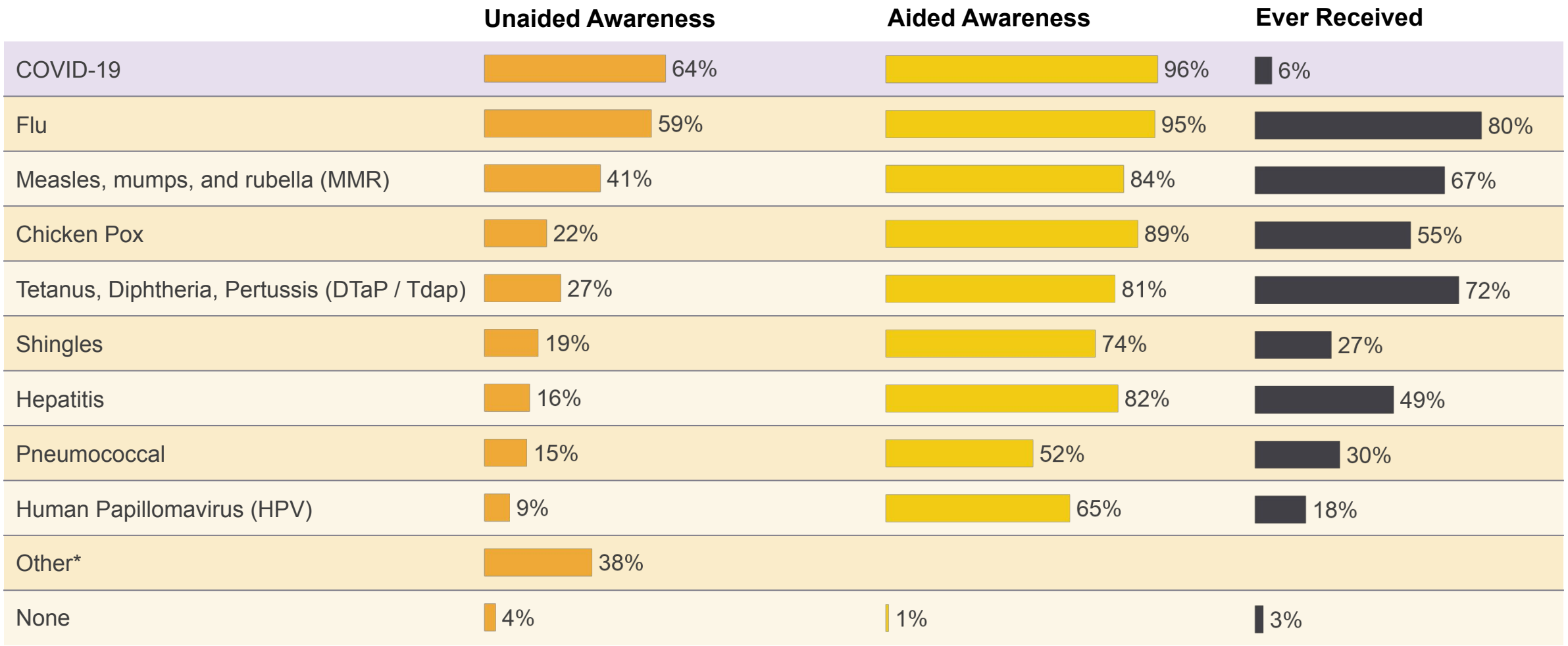
Detailed Findings



Vaccines Awareness and Importance



The COVID-19 vaccine is very top of mind as is the flu.



*Other vaccines mentioned unassisted: Polio, Smallpox, Rabies, Yellow fever, TB, Typhoid, HIV, Malaria, Meningitis, H1N1, Anthrax, Rotavirus

BASE: ALL RESPONDENTS (n=604)

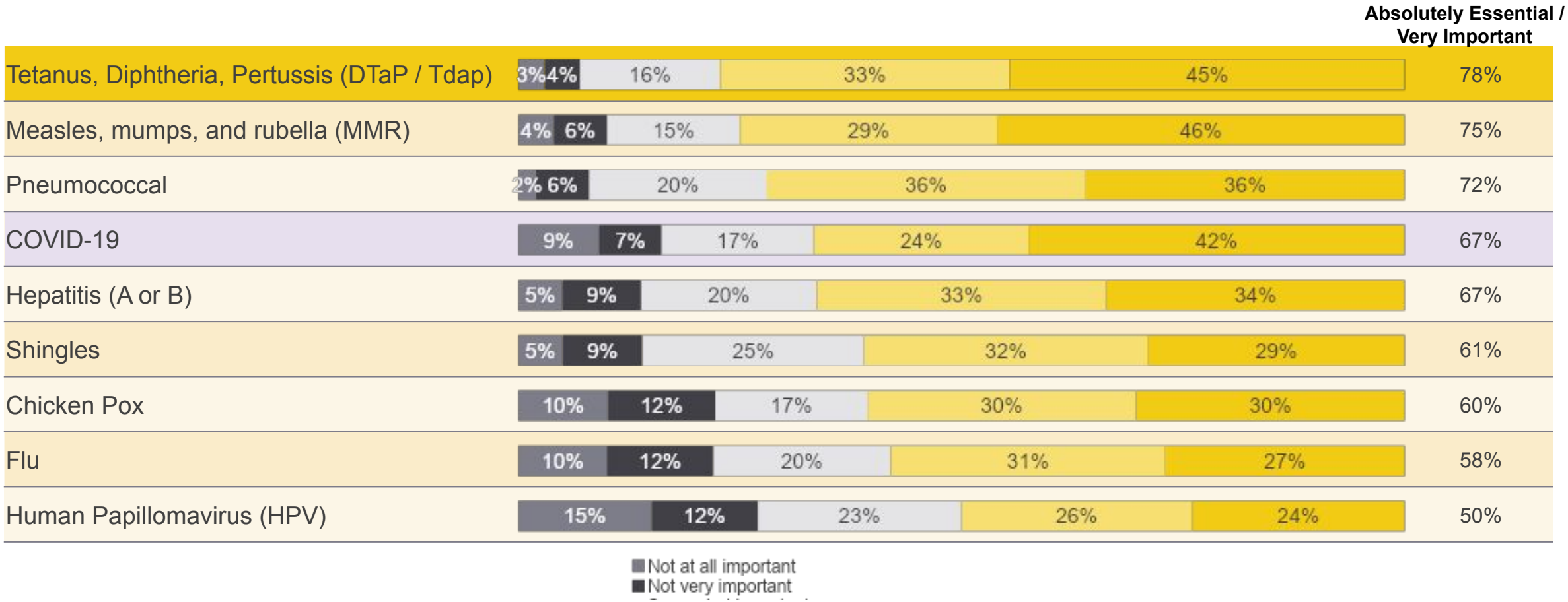
Q200. As best as you can — just off the top of your head — please list all vaccines that you are aware of.

Q210. Which of the following vaccines have you heard of?

Q220. Which of the following vaccines have you ever received in your life?

The COVID-19 vaccine is as important as Hepatitis but less than Tdap and MMR.

Importance of Vaccines

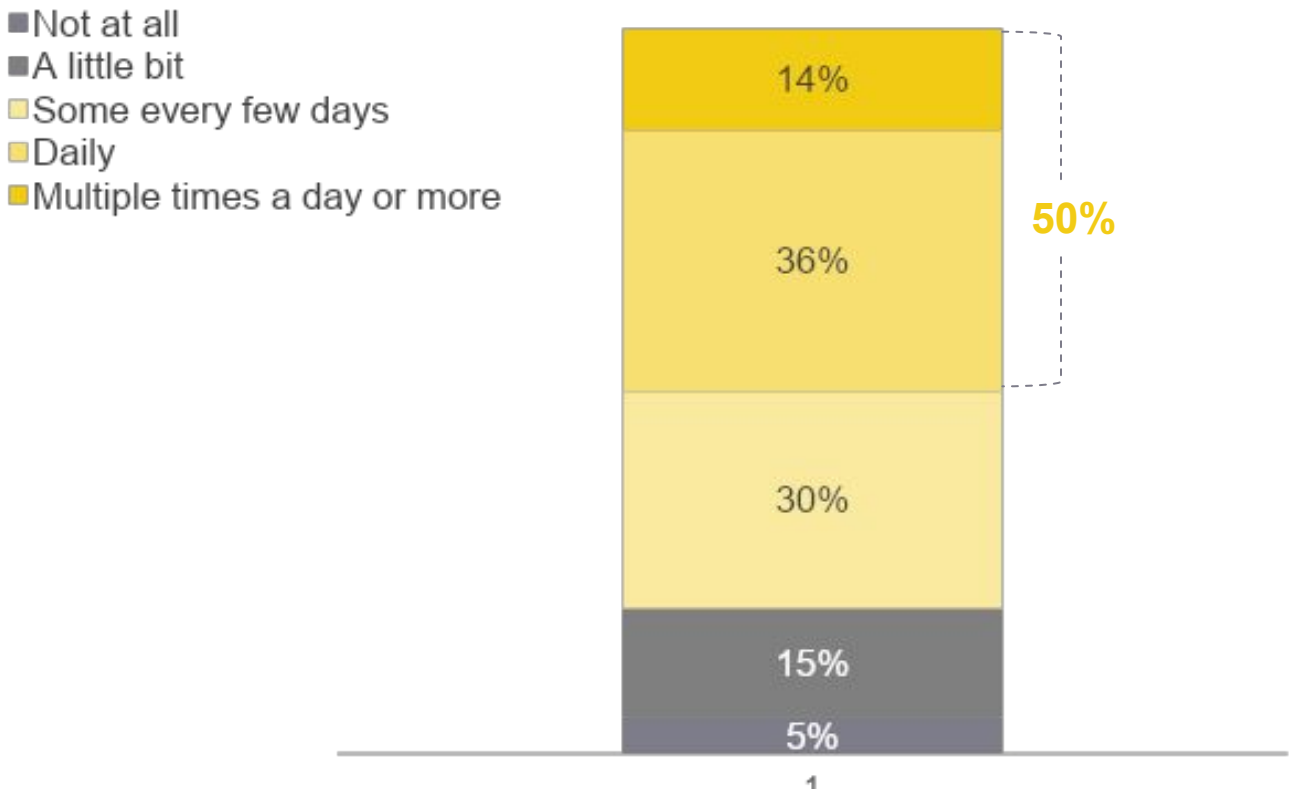


BASE: HEARD OF VACCINE (Varies)
Q225. Please rate each of the following vaccines based on how important each is to you personally.

Emotional Context and Pandemic Behavior

Half of Utahns follow news about COVID-19 at least daily.

Follow News About COVID-19



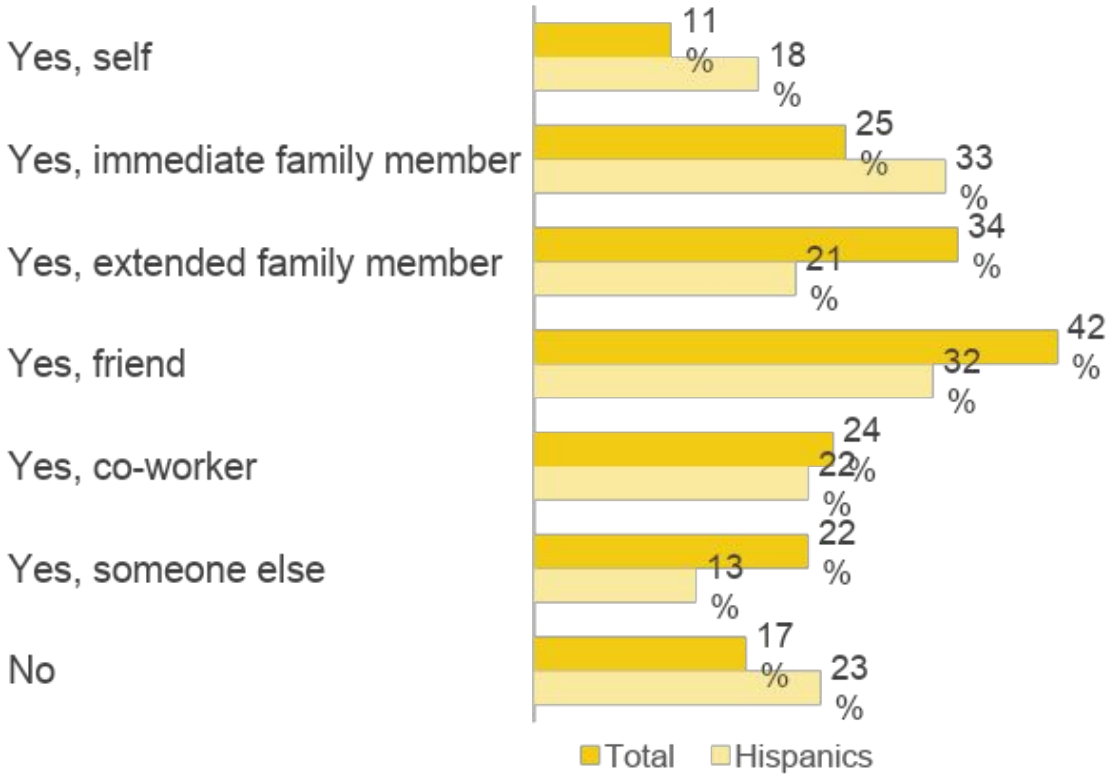
Key Subgroups:
More Likely to Follow Daily

(76%) Got the vaccine/Has an appointment
(68%) College+
(66%) Age 55+
(61%) Income $50k+
(60%) North/East
(58%) White collar job
(57%) Medical condition
(57%) Married/Living w/ Partner
(56%) Males
(55%) Follow guidelines always/Most of time
(55%) Would get the COVID-19 vaccine

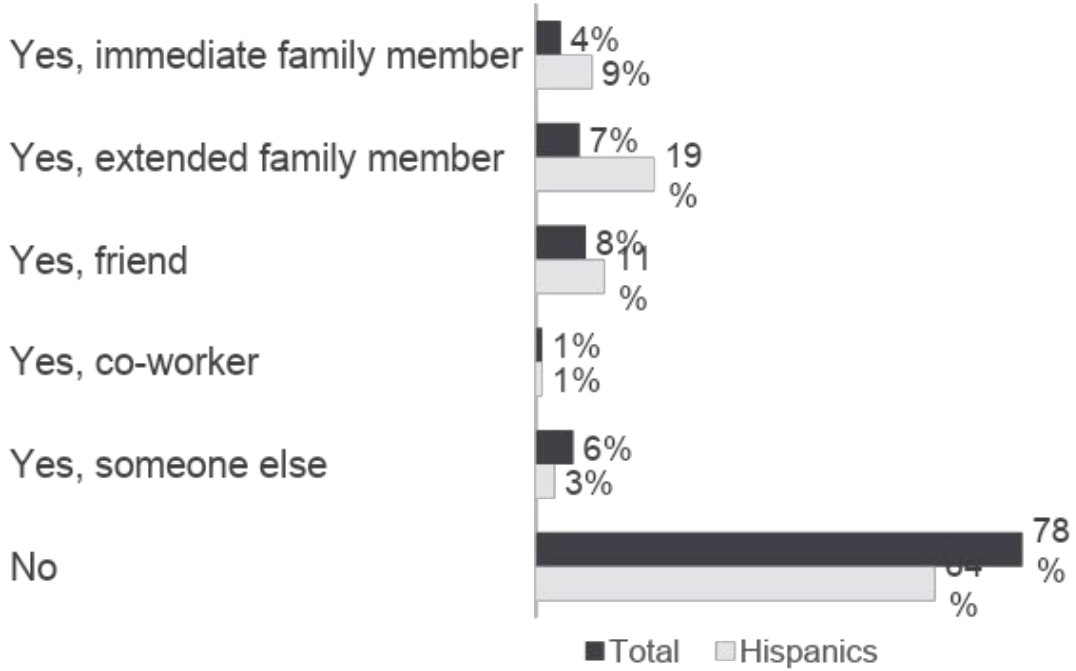
BASE: ALL RESPONDENTS (n=604)
Q300. Now, thinking specifically about COVID-19, how closely have you followed news stories about the outbreak of the coronavirus?

Most know someone who has had COVID-19 but few have lost someone they know.

Know Someone Who Has Officially Tested Positive for COVID-19



Lost Someone Because of COVID-19



BASE: ALL RESPONDENTS (n=604), HISPANICS (n=70)

Q315. Do you personally know someone who has officially tested positive for coronavirus, also referred to as COVID-19? Please select all that apply.

Q320. Did you lose anyone because of the COVID-19 virus?

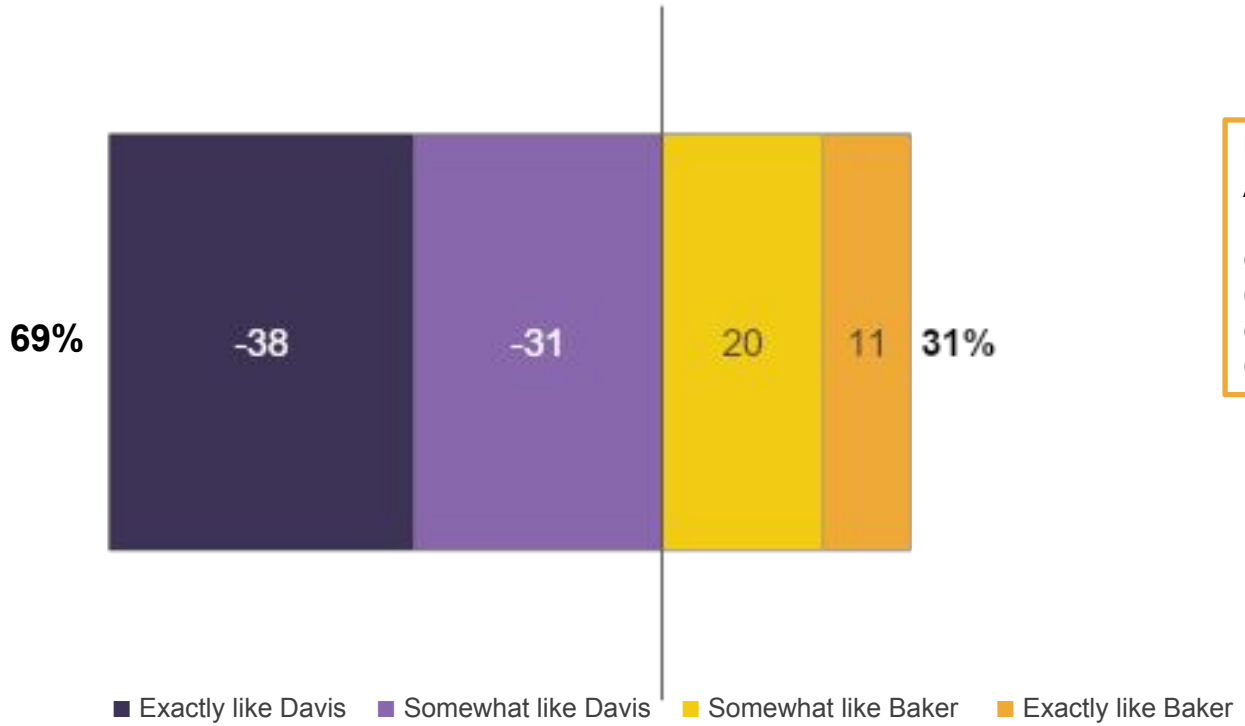
The majority are aligned with Davis, believing the pandemic is serious and measures taken are warranted.

Davis believes the pandemic is very serious and life-threatening, and the measures that have been taken to protect people are well-warranted.

Key Subgroups:
Agree with Davis

(88%) Would get COVID-19 vaccine
(82%) Hispanic
(79%) Not Employed
(76%) Salt Lake
(75%) Suburban

69%



Baker believes the ultimate risks of the pandemic have been overblown, and we have overreacted.

Key Subgroups:
Agree with Baker

(75%) Would not get COVID-19 vaccine
(45%) West
(44%) Rural / Small Town
(39%) Employed

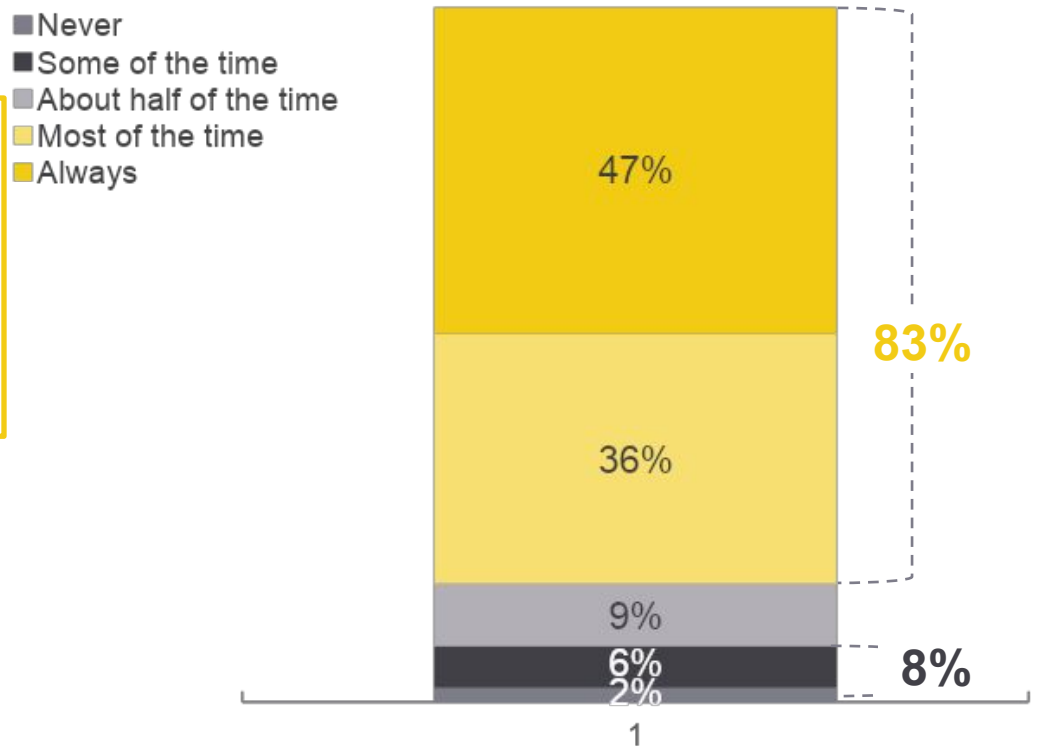
BASE: SPLIT SAMPLE (n=302)
Q620. Below are the opinions of two hypothetical people. Please read each and indicate, is your opinion more like [ROTATE ORDER] Davis or Baker?

Most have followed government guidelines to stop the spread of COVID-19, especially the older population.

Follow Pandemic Guidelines

Key Subgroups:
More Likely to Follow

(93%) Got the vaccine/Has an appointment
(92%) Age 55+
(91%) Would get COVID-19 vaccine
(88%) Suburban
(88%) Salt Lake



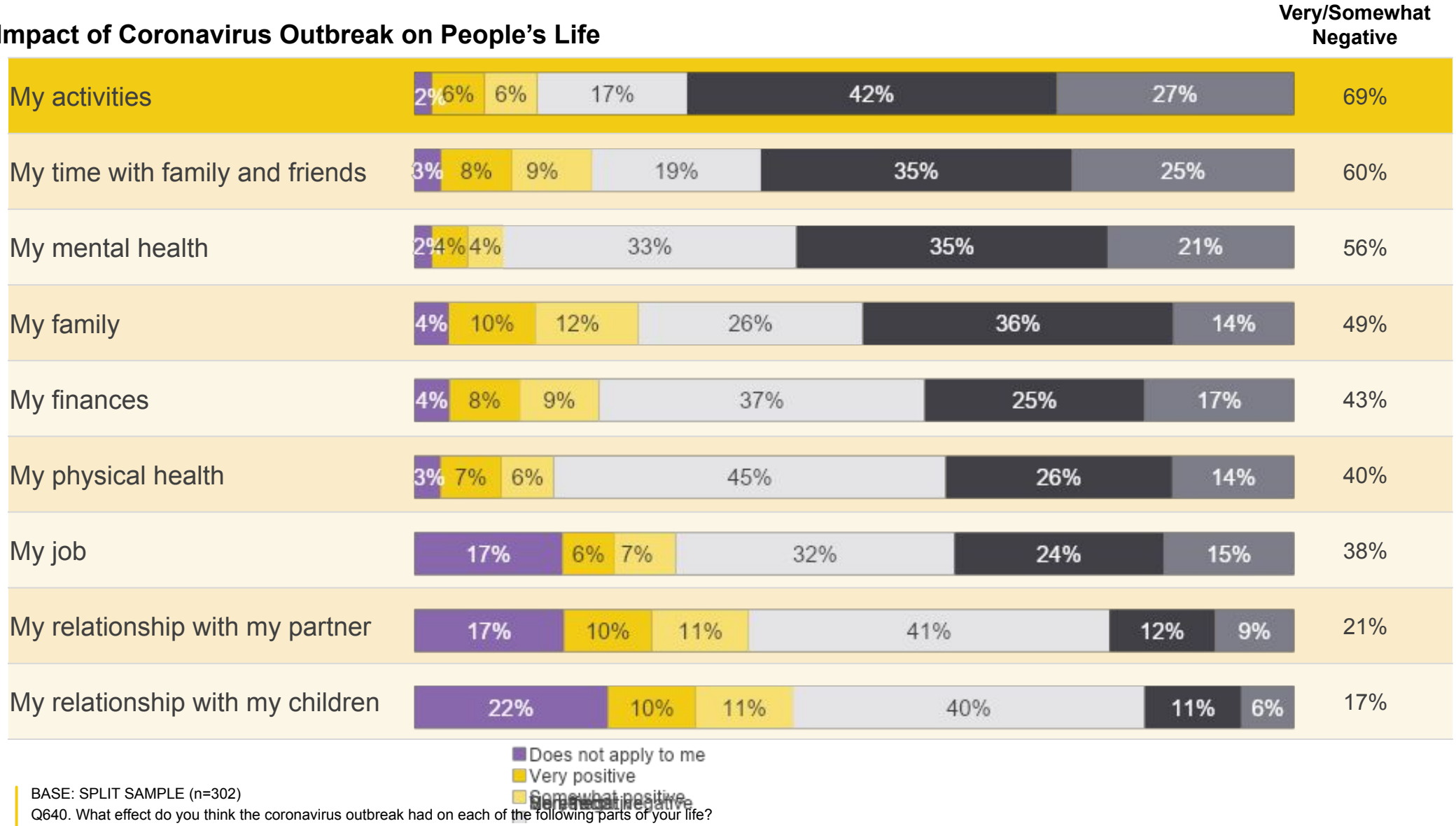
Key Subgroups:
Less Likely to Follow

(23%) Would not get COVID-19 vaccine
(19%) Rural / Small Town
(15%) West
(14%) High school or less

BASE: ALL RESPONDENTS (n=604)
Q630. Thinking of the guidelines and recommendations your state and local government have provided on stopping the spread of coronavirus – like wearing a mask, keeping social distancing, washing hands for 20 seconds etc., how often did you apply those guidelines and recommendations in the past week?

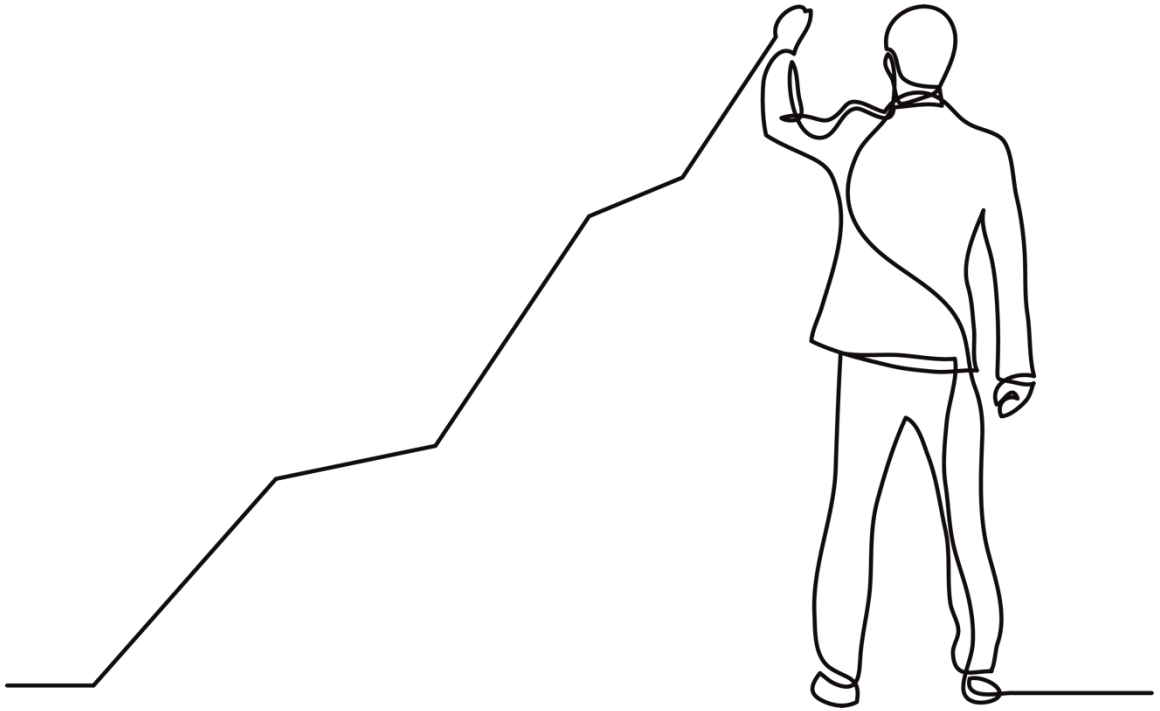
The pandemic has negatively impacted most in terms of their activities, time with others, and their mental health, less impact on their close relationships.

Impact of Coronavirus Outbreak on People's Life



BASE: SPLIT SAMPLE (n=302)
Q640. What effect do you think the coronavirus outbreak had on each of the following parts of your life?

COVID-19 Vaccine



Recent information received about the COVID-19 vaccine has been slightly more negative on side effects.

Have Heard, Read, or Seen Recently About The Covid-19 Vaccine

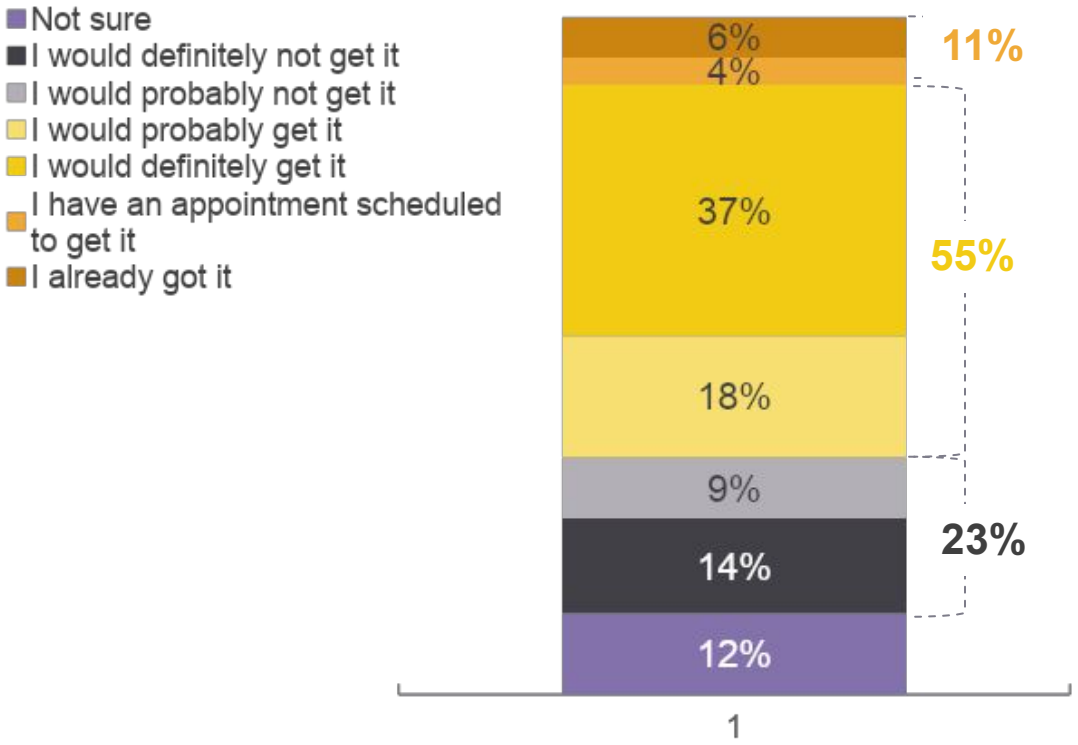
Top Mentions

Positive		Neutral		Negative	
Efficacy (Net)	**29%**	Developed quickly / Under testing / Not proven yet	7%	**Safety / Side Effects Concerns (Net)**	**35%**
Effective / Works well	18%	Two / Double dose vaccine	5%	Causes side effects	16%
Helps control / prevent Covid-19 spread	11%			Causes death / Increase in death rate	9%
Availability / Accessibility (Net)	**25%**			Causes allergic reaction	5%
Availability of the vaccine / Quick rollout	16%			**Availability / Accessibility Concerns (Net)**	**19%**
Everyone can be vaccinated / Widely distributed	11%			Not enough vaccine available	8%
Safety / Side Effects (Net)	**7%**			Slow rollout of vaccine / Not available immediately	8%
Few / No side effects	5%			Not everyone can get it	5%
Benefits (Immunity, Back to normal etc.) (Net)	**5%**			**Efficacy Concerns (Net)**	**13%**
				Not effective / People still getting the virus	8%

BASE: ALL RESPONDENTS (n=604)
Q310. What, if anything, have you heard, read, or seen recently about the COVID-19 vaccine? Was this positive, neutral or negative?

The majority of Utahns plan to get the COVID-19 vaccine, those who are not tend to be less educated, living in rural towns, single and younger.

Likelihood to Get the COVID-19 Vaccine
(Pre-Measure)



Key Subgroups:
More Likely to Get the Vaccine

(64%) Utah County
(63%) College+
(63%) HHI $50k-$150k
(60%) Follow guidelines most of the time

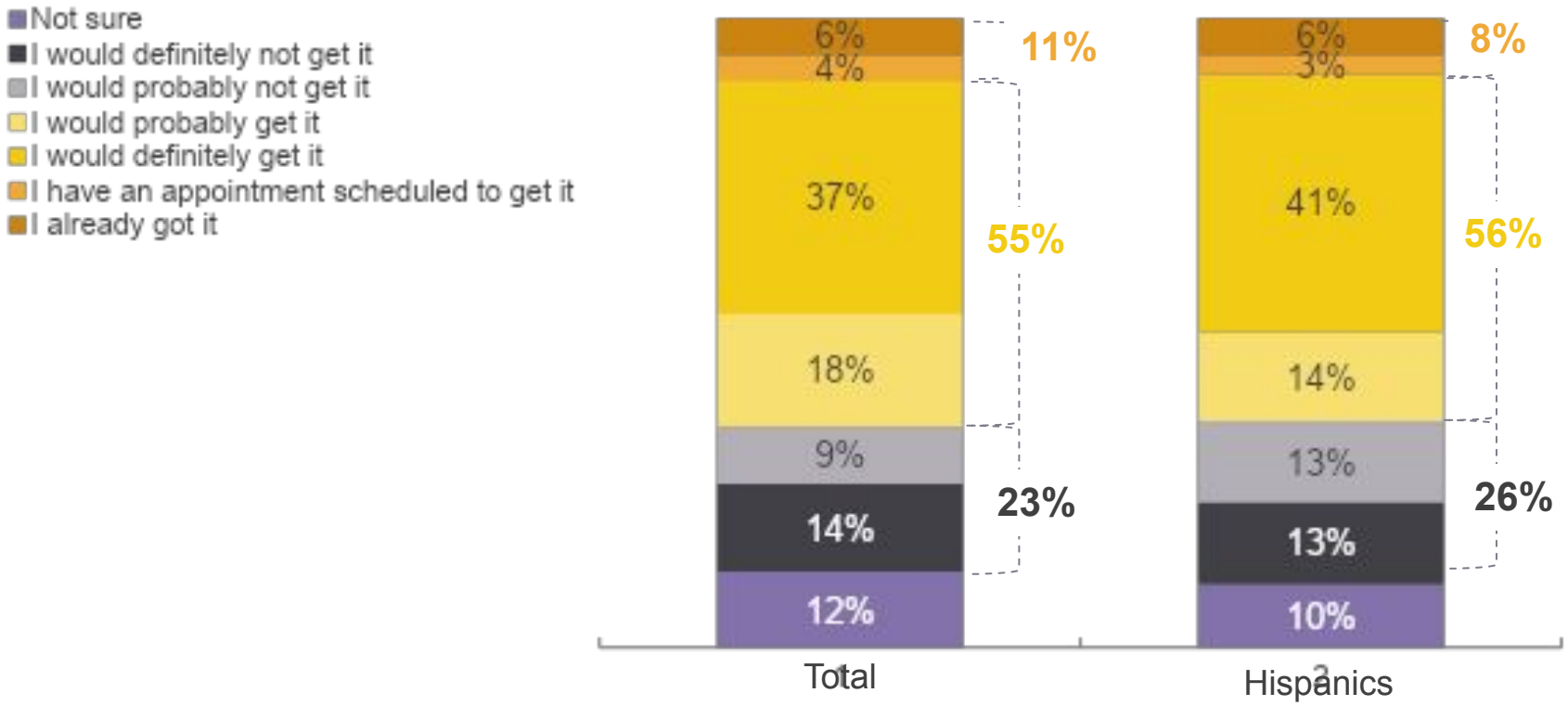
Key Subgroups:
Less Likely to Get the Vaccine

(66%) Follow guidelines sometimes/Never
(39%) High school or less
(38%) Follow guidelines half of the time
(36%) West
(35%) Small town/Rural
(33%) Single
(32%) Age 18-34
(32%) Don't know someone who contracted COVID-19
(30%) HHI less than $50k

BASE: ALL RESPONDENTS (n=604)
Q330. How likely would you be to get the COVID-19 vaccine?

Most Hispanics are willing to get the COVID-19 vaccine.

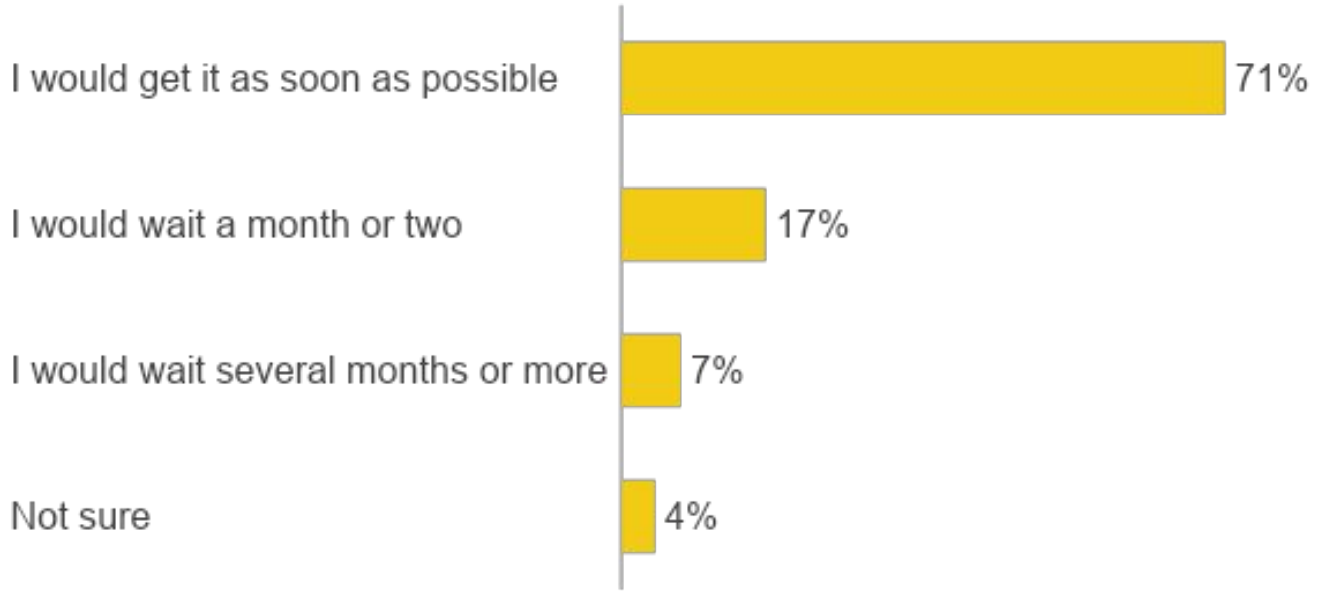
Likelihood to Get the COVID-19 Vaccine
(Pre-Measure)



BASE: ALL RESPONDENTS (n=604); HISPANICS (n=70)
Q330. How likely would you be to get the COVID-19 vaccine?

Among those who plan to get the vaccine, most will get it as soon as possible.

When would you get the vaccine?



BASE: THOSE WHO WOULD GET THE VACCINE (n=324)
Q340. If the COVID-19 vaccine was available to you, when would you get it?

Those not willing to get the vaccine cite lack of trust, concerns about side effects and the speed of development.

Why would you not get the vaccine?

Top Mentions

Scared / Reluctant / Lack of trust	23%
Might not be safe / Causes side effects	21%
Still under testing / Not proven yet	18%
Unnecessary / Not needed	13%
Have good health / Immunity	10%

I do not feel comfortable getting a vaccine that was developed so quickly. I have seen a lot of negative reactions to the vaccine in the news.
- Male, 25-34, White

I don't know how effective the vaccine is or will be, and I am tired of the government manipulating the situation to gain control over the people.
- Male, 45-54, White

I don't believe in vaccines especially this one and I'm not going to be tracked by a microchip nor allow foreign substances and aborted baby cells into my body when my body can heal itself on its own. I will not get sick because I don't live in fear.
- Female, 35-44, White

Because I think this vaccine is not safe at all, I would rather wait to see what are the real consequences of getting this vaccine.
- Female, 45-54, Hispanic

Even though vaccine can help prevent getting COVID-19 but it also has side effects which is I'm not comfortable getting it.
- Female, 25-24, American Indian

I don't trust a vaccine that's been in the works for a few months.
- Female, 18-24, Hispanic

BASE: THOSE WHO WOULD NOT GET THE VACCINE (n=136)
Q335. Why do you say [INSERT RESPONSE AT Q330]?

WORD EQUITY

QUESTION:

In this next section, please think about the words and phrases that are sometimes used when people talk about the COVID-19 vaccine, what it does, and how it impacts our world. For each of the following words or phrases, please indicate whether you have a positive, negative or neutral feeling when you hear the word or phrase.

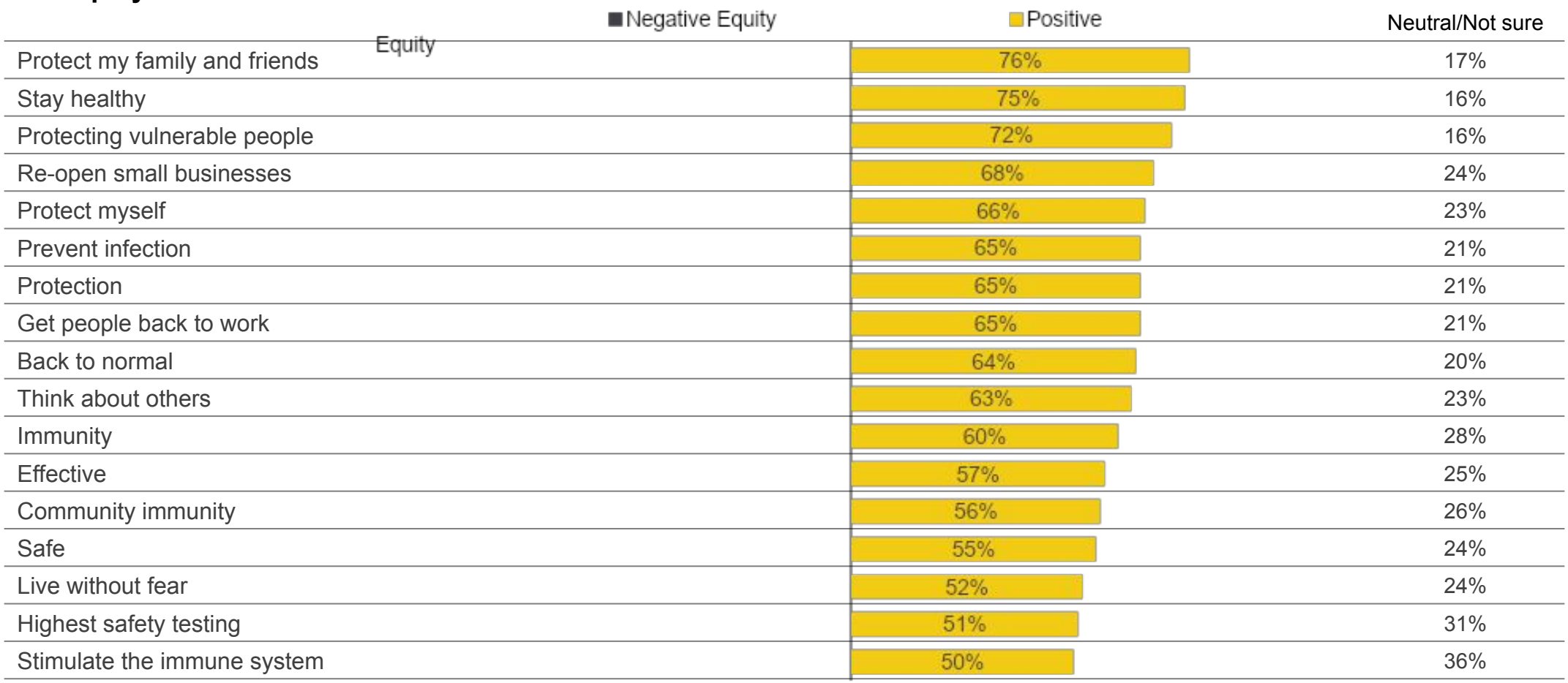
1 Strongly negative
2 Somewhat negative
3 Neutral / Not sure
4 Somewhat positive
5 Strongly positive

Words/Phrases Tested

- Protection
- Protect myself
- Protect my family and friends
- Prevent infection
- Get seriously ill
- Long-term ailments
- Suffer
- Pain
- Death
- Potential complications
- Side effects
- Without a vaccine you are at risk
- Putting your family, friends, coworkers, and others at risk
- Stay healthy
- Effective
- Safe
- Low risk to get the virus
- Low risk to have side effects from the vaccine
- Avoid getting COVID-19
- Immunity
- Stimulate the immune system
- Tested in tens of thousands of people
- Back to normal
- Live without fear
- Economy going full steam
- Get people back to work
- Re-open schools
- Re-open small businesses
- Not using a live virus
- Protecting vulnerable people
- Herd immunity
- Community immunity
- Not rushed
- Highest safety testing
- Think about others
- Infecting others
- Pandemic
- Not have to worry

Phrases relating to protecting others, staying healthy and re-opening small businesses are most positive.

Word Equity

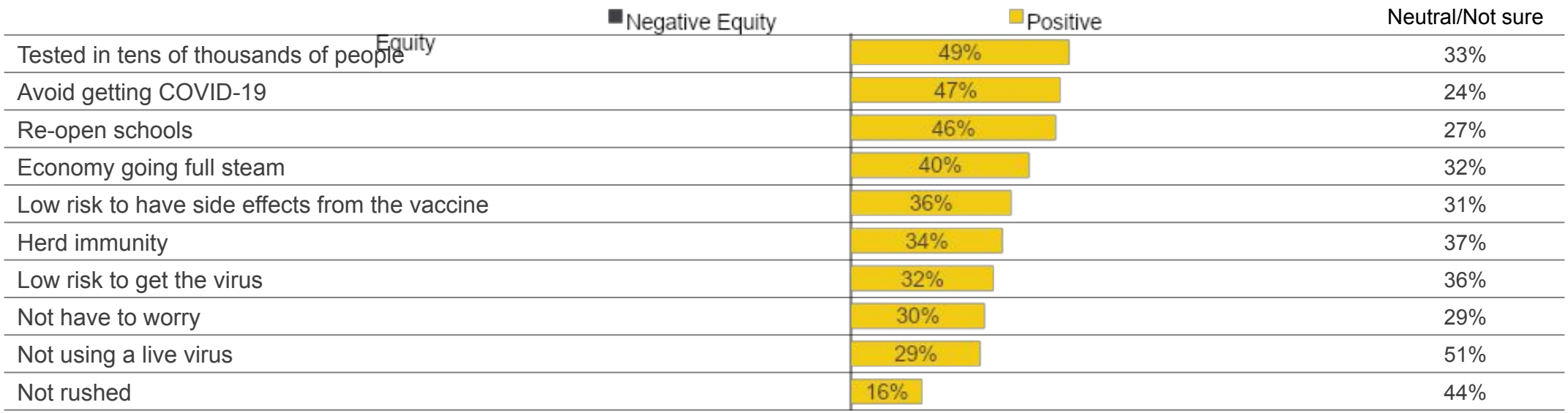


BASE: SPLIT SAMPLE (Varies)

Q400. In this next section, please think about the words and phrases that are sometimes used when people talk about the **COVID-19 vaccine**, what it does, and how it impacts our world. For each of the following words or phrases, please indicate whether you have a positive, negative or neutral feeling when you hear the word or phrase.

Phrases relating to protecting others, staying healthy and re-opening small businesses are most positive.

Word Equity – cont.

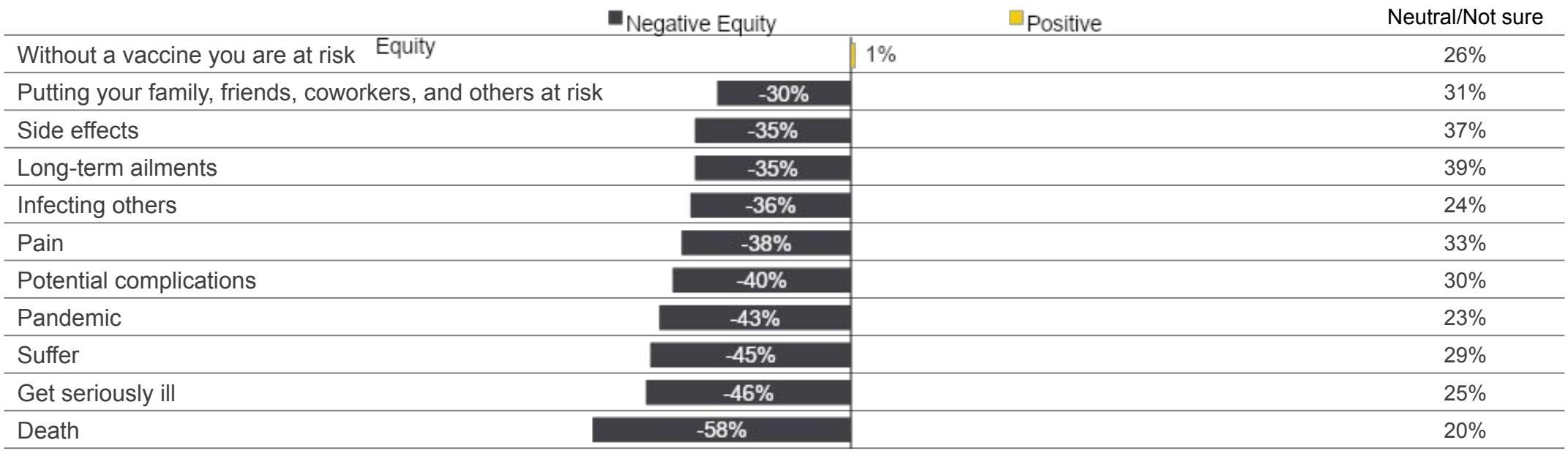


BASE: SPLIT SAMPLE (Varies)

Q400. In this next section, please think about the words and phrases that are sometimes used when people talk about the **COVID-19 vaccine**, what it does, and how it impacts our world. For each of the following words or phrases, please indicate whether you have a positive, negative or neutral feeling when you hear the word or phrase.

Using words like suffer, serious ill, death are considered negative when discussing the vaccine.

Word Equity – cont.



BASE: SPLIT SAMPLE (Varies)

Q400. In this next section, please think about the words and phrases that are sometimes used when people talk about the **COVID-19 vaccine**, what it does, and how it impacts our world. For each of the following words or phrases, please indicate whether you have a positive, negative or neutral feeling when you hear the word or phrase.

Rational and Emotional Benefits of Vaccines

The Values Framework

The Path to Effective Communications

emotional level

How we connect with consumers' feelings and personal experience to elicit emotional responses aligned with their core personal values, needs, and wants.

individual values
stable, enduring personal goals

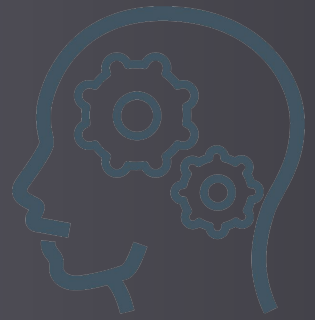
emotional benefits + consequences
emotional or social consequences derived from the functional consequences

rational benefits + consequences
functional consequences derived from attributes

attributes
tangible features/attributes

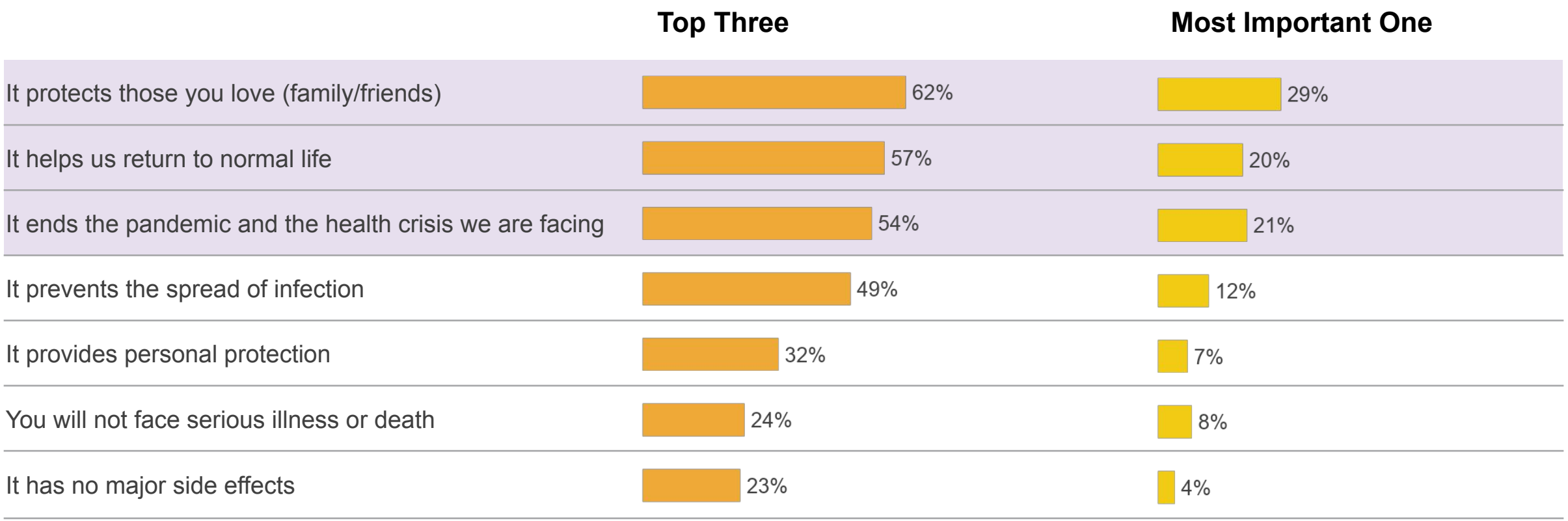
rational level

What tangible benefits brands and products provide.



Protecting those you love, returning to normal and ending the pandemic are the most positive things connected to the COVID-19 vaccine.

COVID-19 Vaccine Positive Attributes

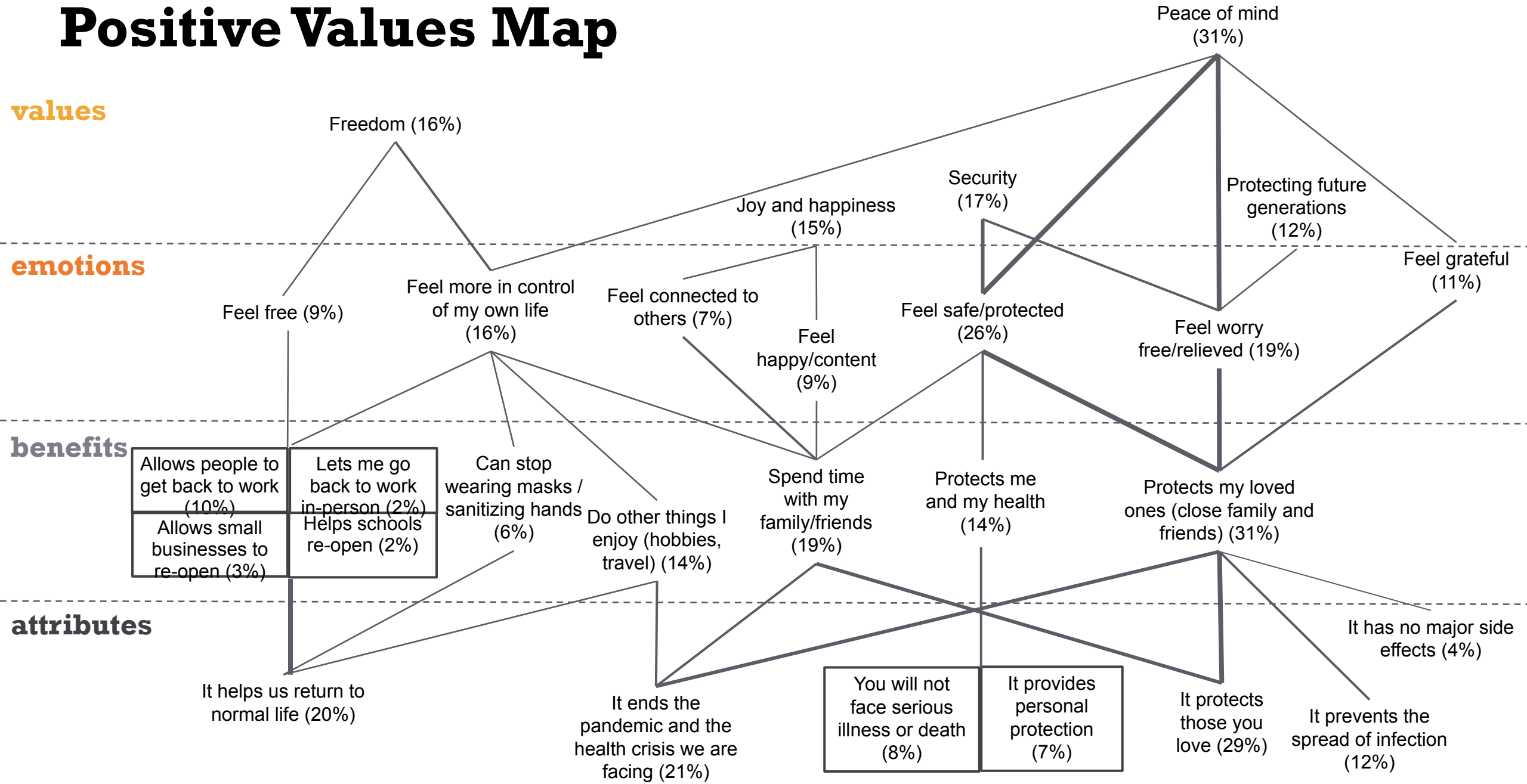


BASE: ALL RESPONDENTS (n=604)

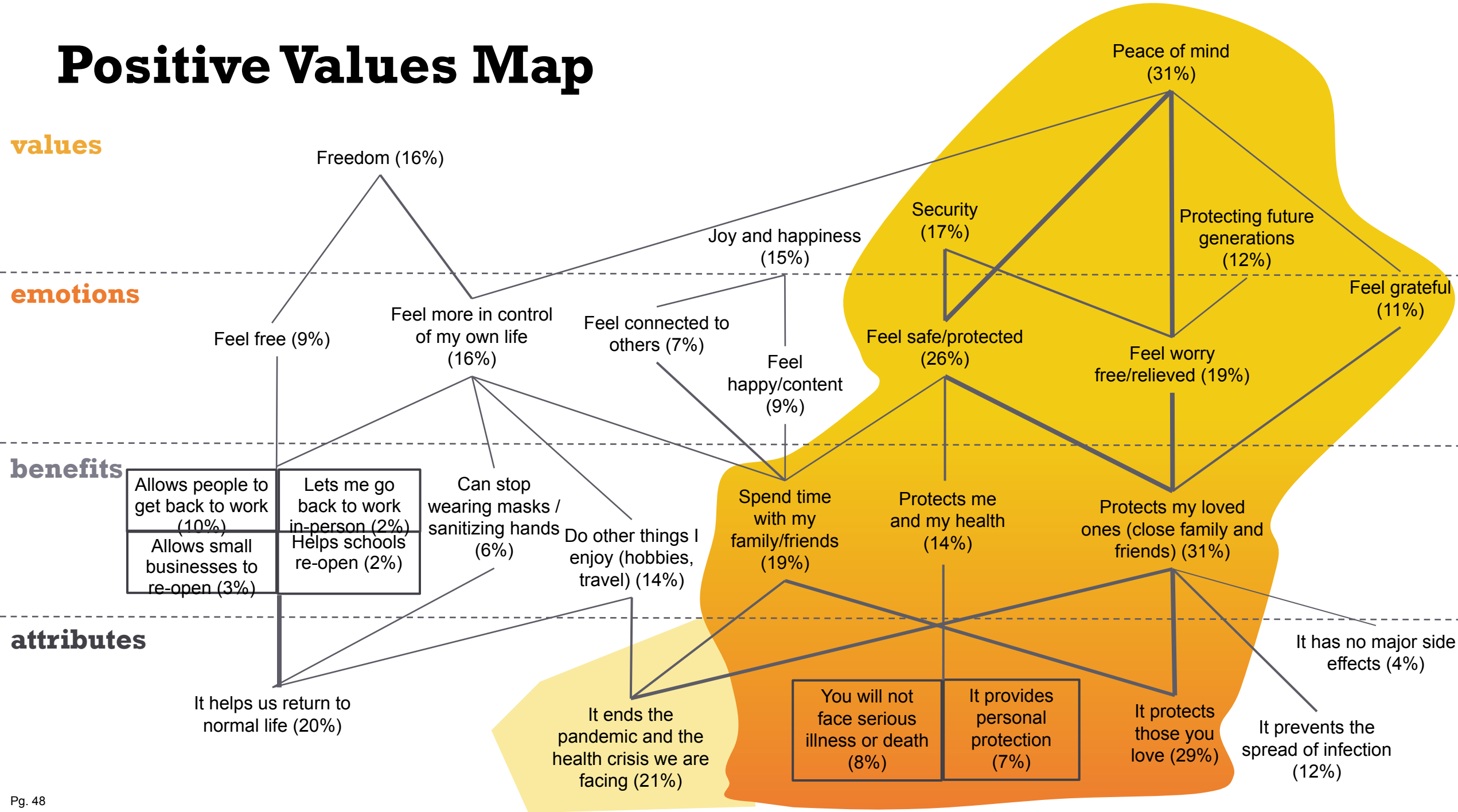
Q500. There are a number of different **positive things** that are connected to the COVID-19 vaccine. Thinking about your own personal situation and looking through the list below, please select the **top three** things that you feel are **most important and valuable** to you personally.

Q501. Now, from your top three, please select the **one** that is the **most important positive thing** for you personally.

Positive Values Map



Positive Values Map



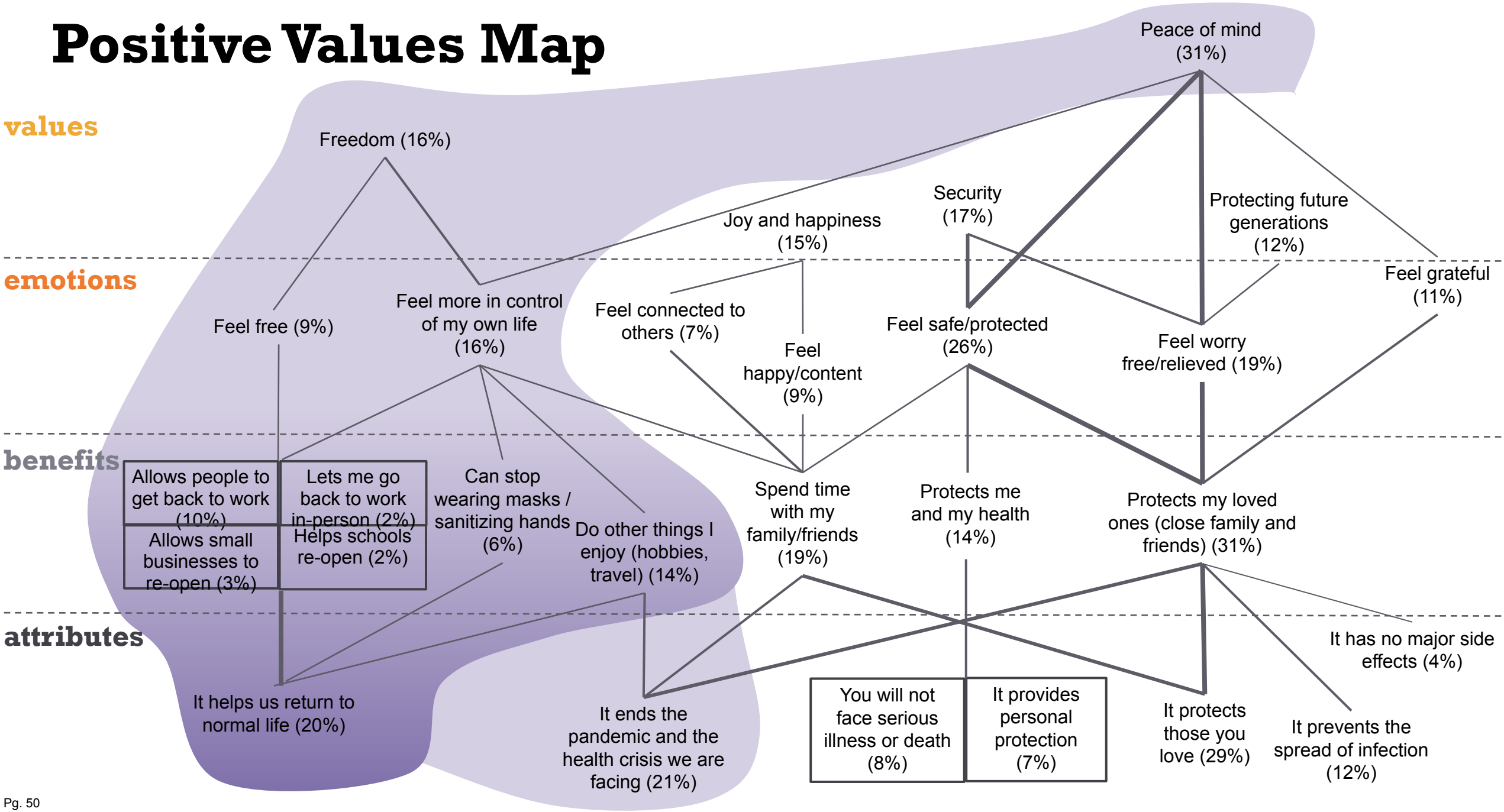
Key Values Priority

Peace of Mind and Security from Being Healthy and Protected

The vaccine will protect myself and the ones I love, keeping us healthy and safe and stops the pandemic. We will be able to spend more quality time together without worries. This ultimately creates a sense of peace of mind and security.

Dominant orientation for 65% of residents

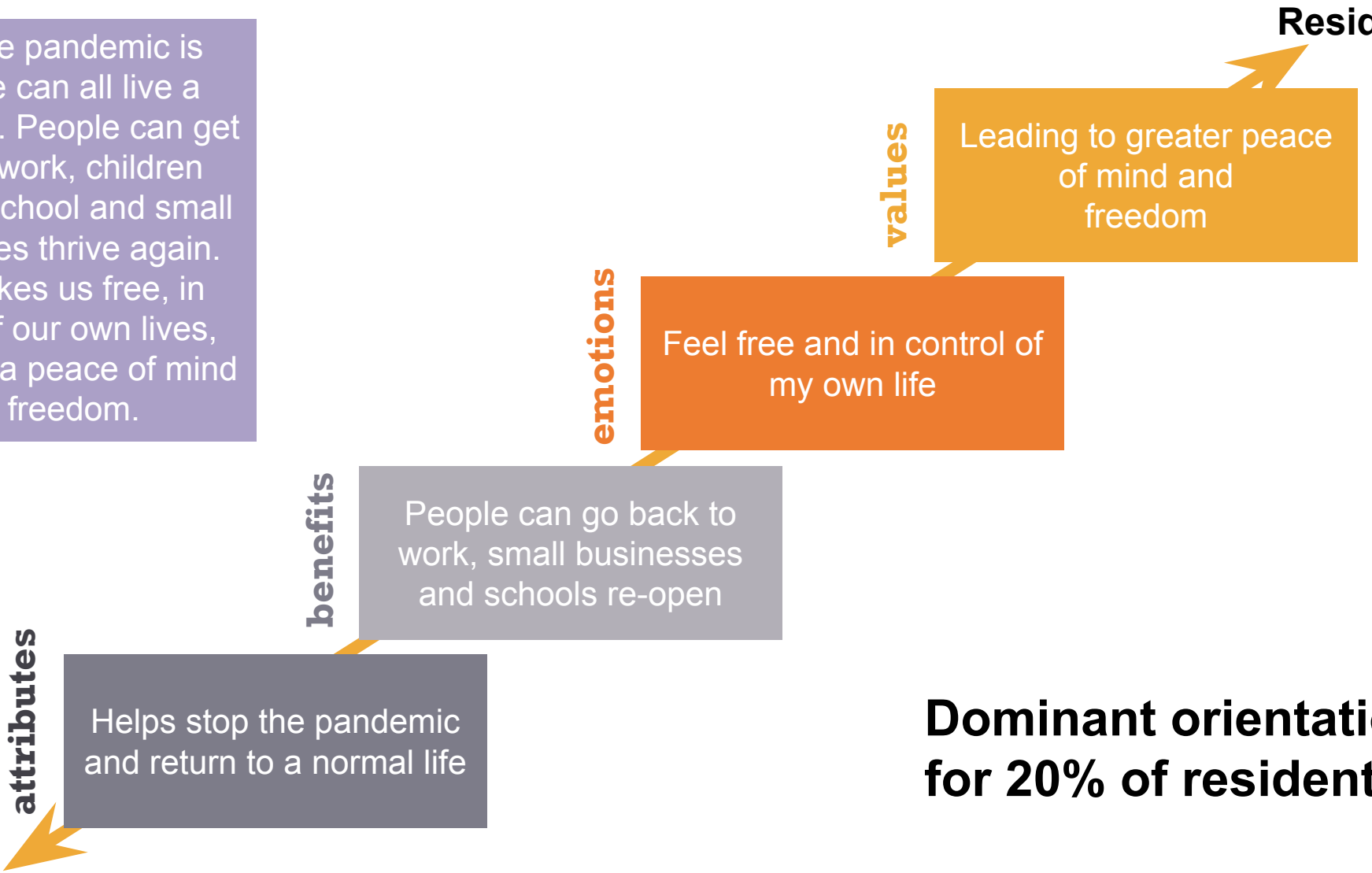
Positive Values Map



Key Values Priority

Peace of Mind and Freedom from Returning to Normalcy

Once the pandemic is over, we can all live a normal life. People can get back to work, children return to school and small businesses thrive again. This makes us free, in control of our own lives, leading to a peace of mind and freedom.



Dominant orientation for 20% of residents

In Their Own Words …

What is the biggest benefit of getting back to work?

To help me to get out of my place so I can be more productive and will help with the depression I've been dealing with.
- Male, 35-44, White

That's how I make my money. Right now, privately employed people aren't getting paid. Government workers are. About time everyone gets to work.
- Male, 65+, White

I want people to be able to be at work so they can pay their bills and the government can stop giving out stimulus checks and getting our country in more debt.
- Female, 35-44, White

I'm retired but others need to get back to work. The economy is structured around people working as is social interactions.
- Female, 65+, White

I have a family that needs to eat and have a roof over their heads and for that I need to work.
- Male, 35-44, White

Being with others and getting the economy back to where it benefits the most businesses in America.
- Male, 45-54, White

What is the biggest benefit of having schools re-open?

It is important for kids to have "kid time" face to face. They need that recognition and familiarity.
- Female, 65+4, White

Being able to gain a more comprehensible education, interactions via webcam are not as effective as in person ones. Also- doing nursing school online is not the best idea.
- Female, 18-24, White

The kids need to continue the quality of education they had before the pandemic. They need to be 100% focused on school not worrying about getting sick or school flipping back and forth from in person to virtual.
- Female, 45-54, White

Kids will be educated properly to benefits our future.
- Female, 55-64, White

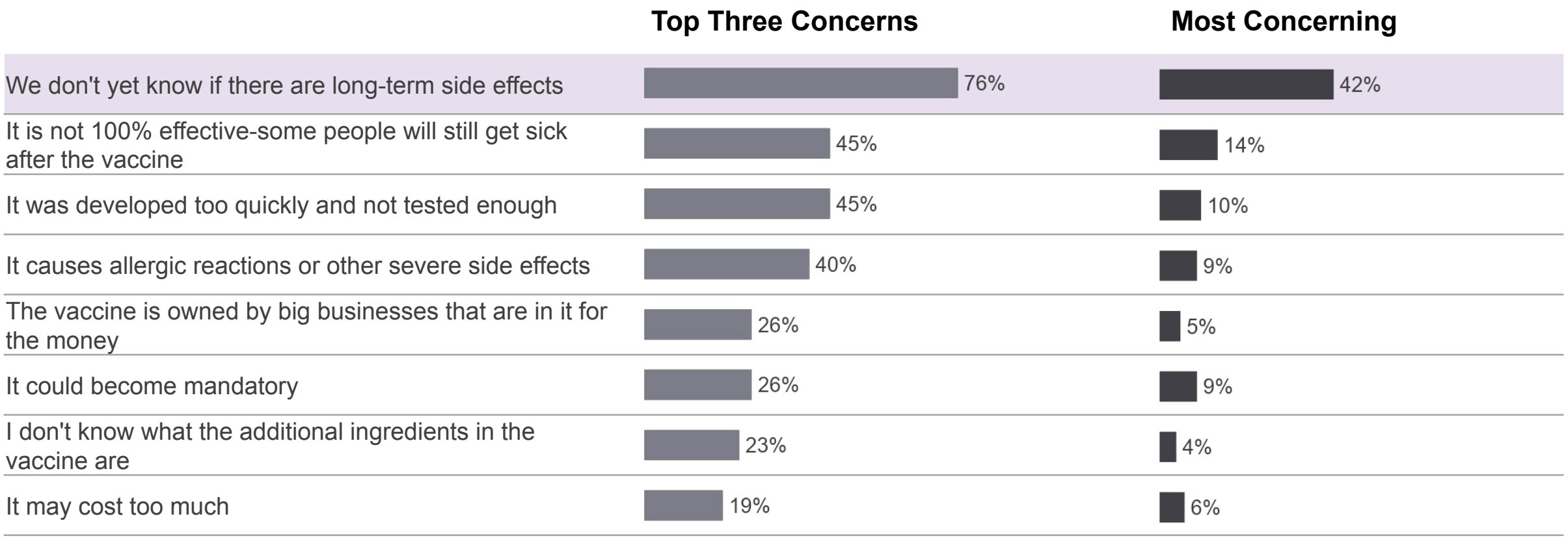
I can study at school again.
- Male, 18-24, Hispanic

My son is able to go back to middle school special education classes which helps him a lot.
- Female, 55-64, White

BASE: RESPONDENTS WHO CONSIDER IMPORTANT TO GET BACK TO WORK (n=62)
Q650. Earlier in the survey you mentioned it is important for you to be able to get back to work. What is the biggest benefit of getting back to work?
BASE: RESPONDENTS WHO CONSIDER IMPORTANT SCHOOLS TO RE-OPEN (n=14)
Q660. Earlier in the survey you mentioned it is important for you to have schools re-open. What is the biggest benefit of having schools re-open?

Unknown long-term side effect is the main concern relating to COVID-19 vaccine.

COVID-19 Vaccine Negative Attributes

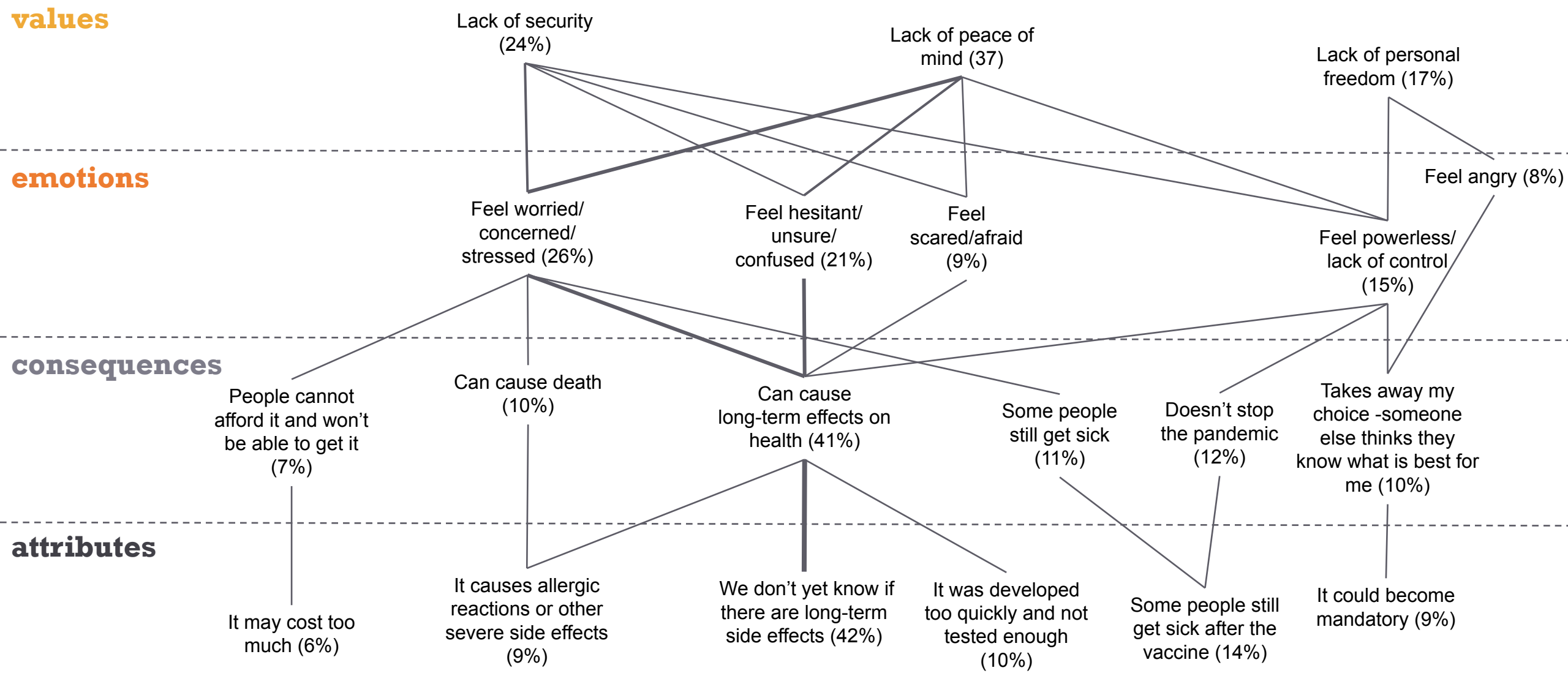


BASE: ALL RESPONDENTS (n=604)

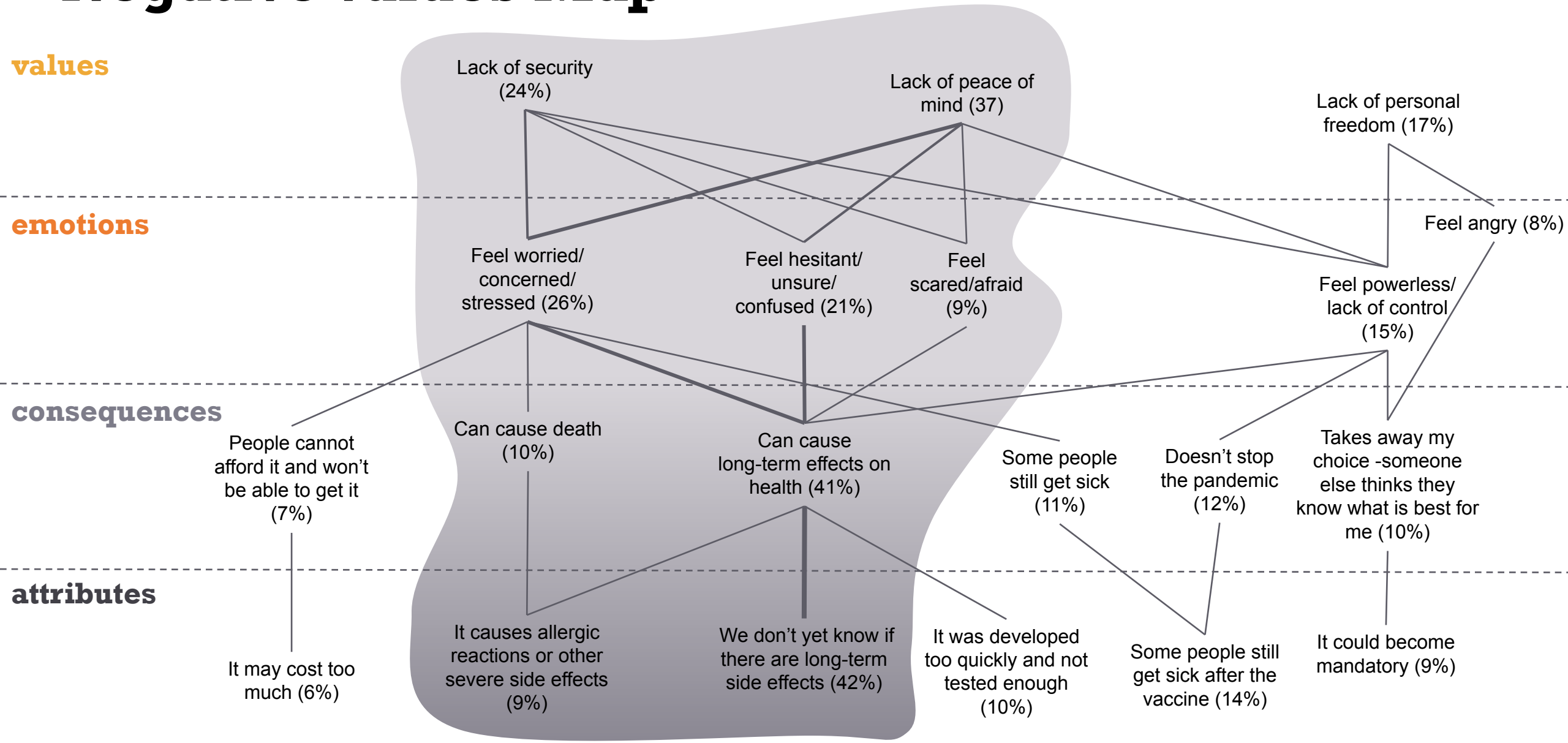
Q520. Now let's look at the COVID-19 vaccine from the other side. What are the **main concerns** you have about the COVID-19 vaccine? What do you find undesirable, frustrating, or upsetting about the COVID-19 vaccine? Thinking about your own personal situation and looking through the list below, please select the **top three** things that you feel are **most concerning** to you personally.

Q525. Now, from your top three, please select the **one** that is the **most concerning** for you personally.

Negative Values Map



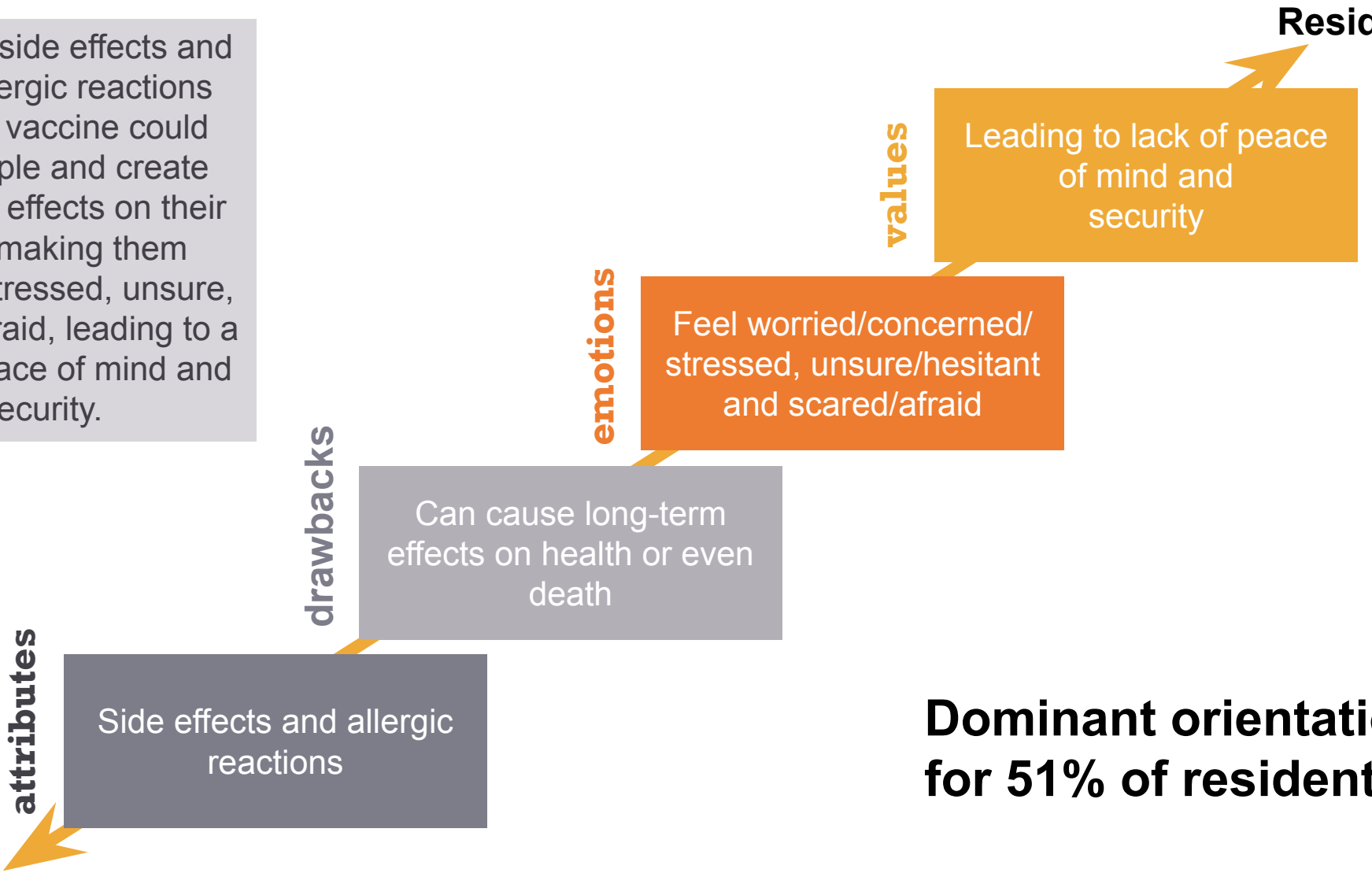
Negative Values Map



Key Values Strategy

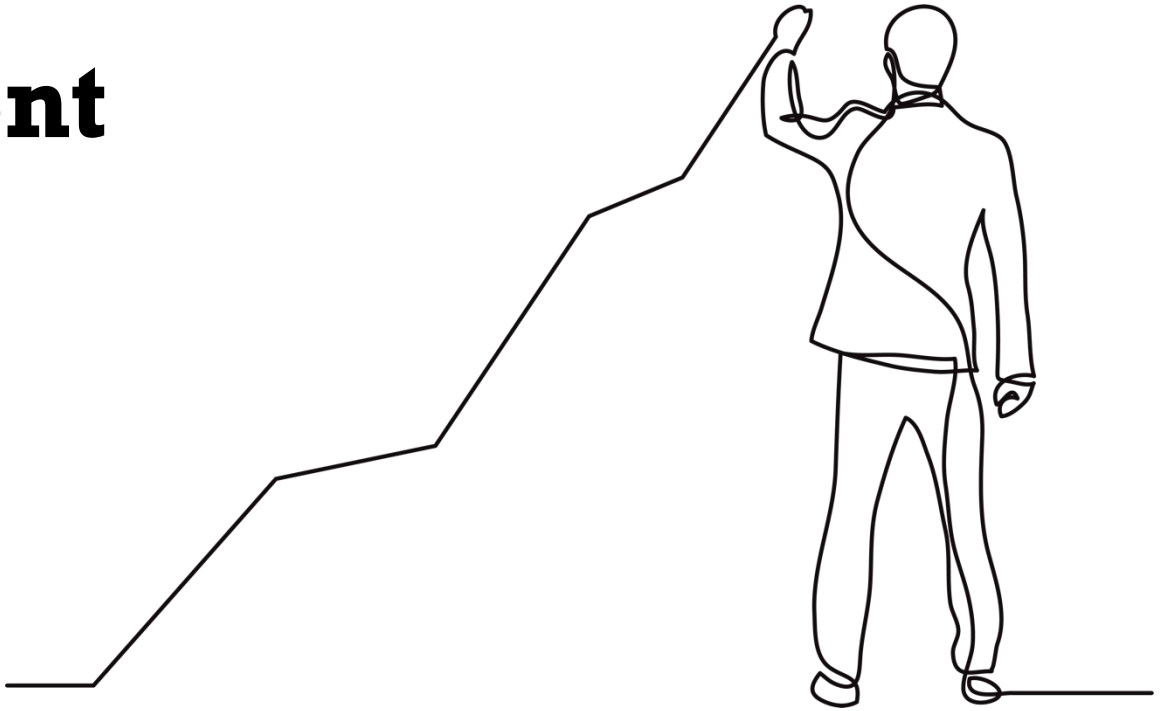
Less Peace of Mind and Security from Possible Side-effects

Unknown side effects and some allergic reactions from the vaccine could hurt people and create long-term effects on their health making them worried, stressed, unsure, scared, afraid, leading to a lack of peace of mind and security.

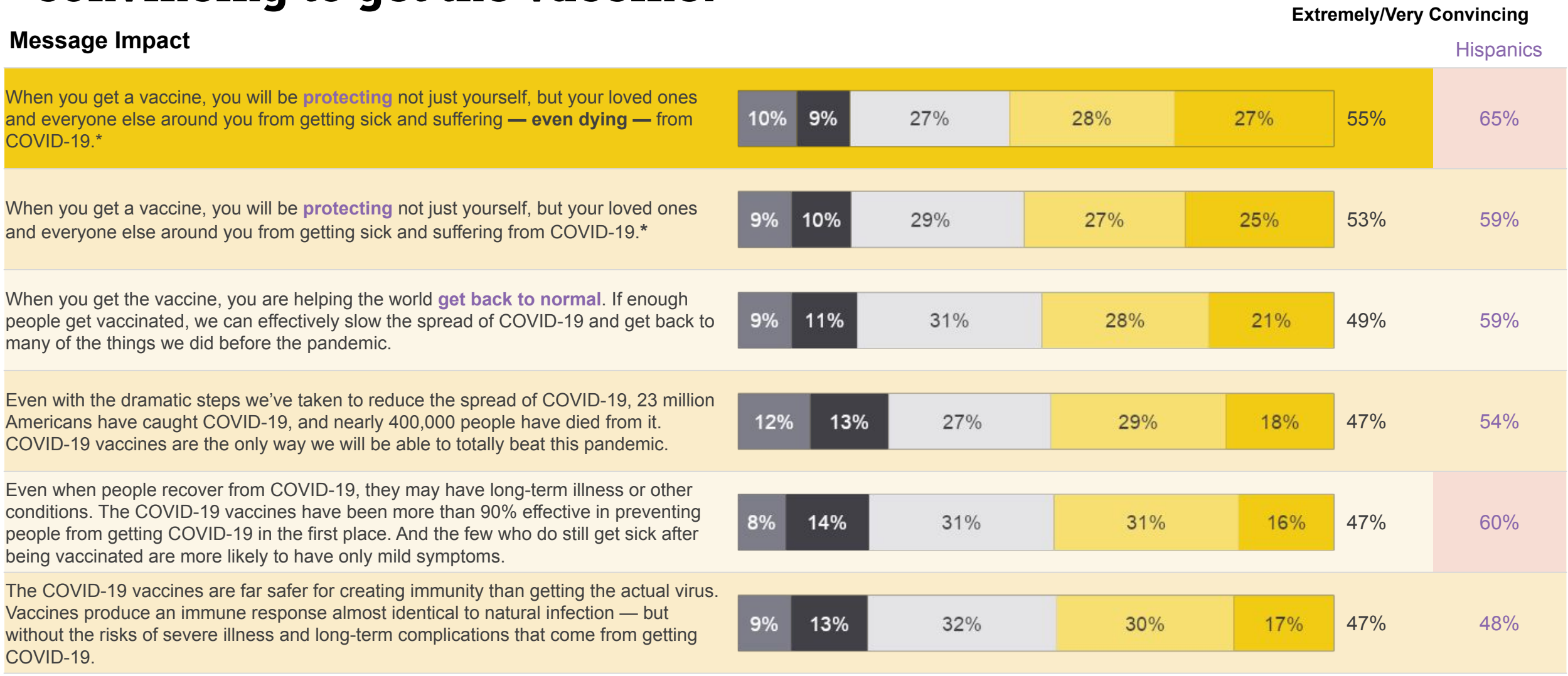


Dominant orientation for 51% of residents

Message Assessment



Messages focused on ‘protecting’ and ‘back to normal’ are most convincing to get the vaccine.



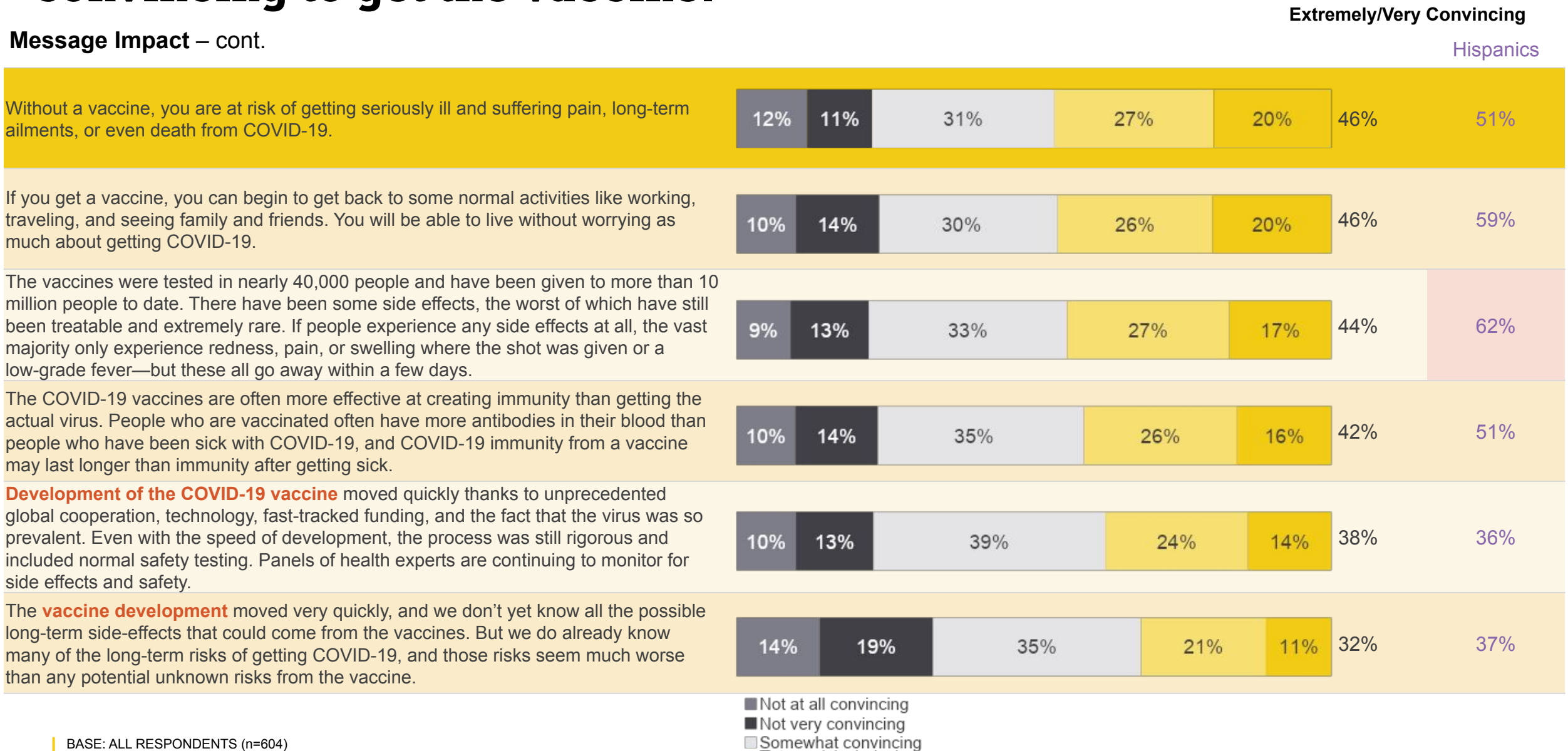
*Split sample

BASE: ALL RESPONDENTS (n=604)

Q600. Below are various statements outlining reasons to get the COVID-19 vaccine. Please read them carefully and for each, please indicate how convincing you find the statement to encourage people like yourself to get vaccinated.

Messages about the development of the vaccine are not very convincing to get the vaccine.

Message Impact – cont.



BASE: ALL RESPONDENTS (n=604)

Q600. Below are various statements outlining reasons to get the COVID-19 vaccine. Please read them carefully and for each, please indicate how convincing you find the statement to encourage people like yourself to get vaccinated.

The majority are aligned with Smith, believing people should be able to decide for themselves if they get the vaccine.

Smith wants the pandemic to be over and return to a normal life but believes people should be able to decide for themselves if they get the COVID-19 vaccine or not.

Key Subgroups:
Agree with Smith

(81%) Would not get the vaccine
(71%) Age 35-54

Jones wants the pandemic to be over and return to a normal life and believes everyone must get vaccinated and steps should be taken to make sure that happens.

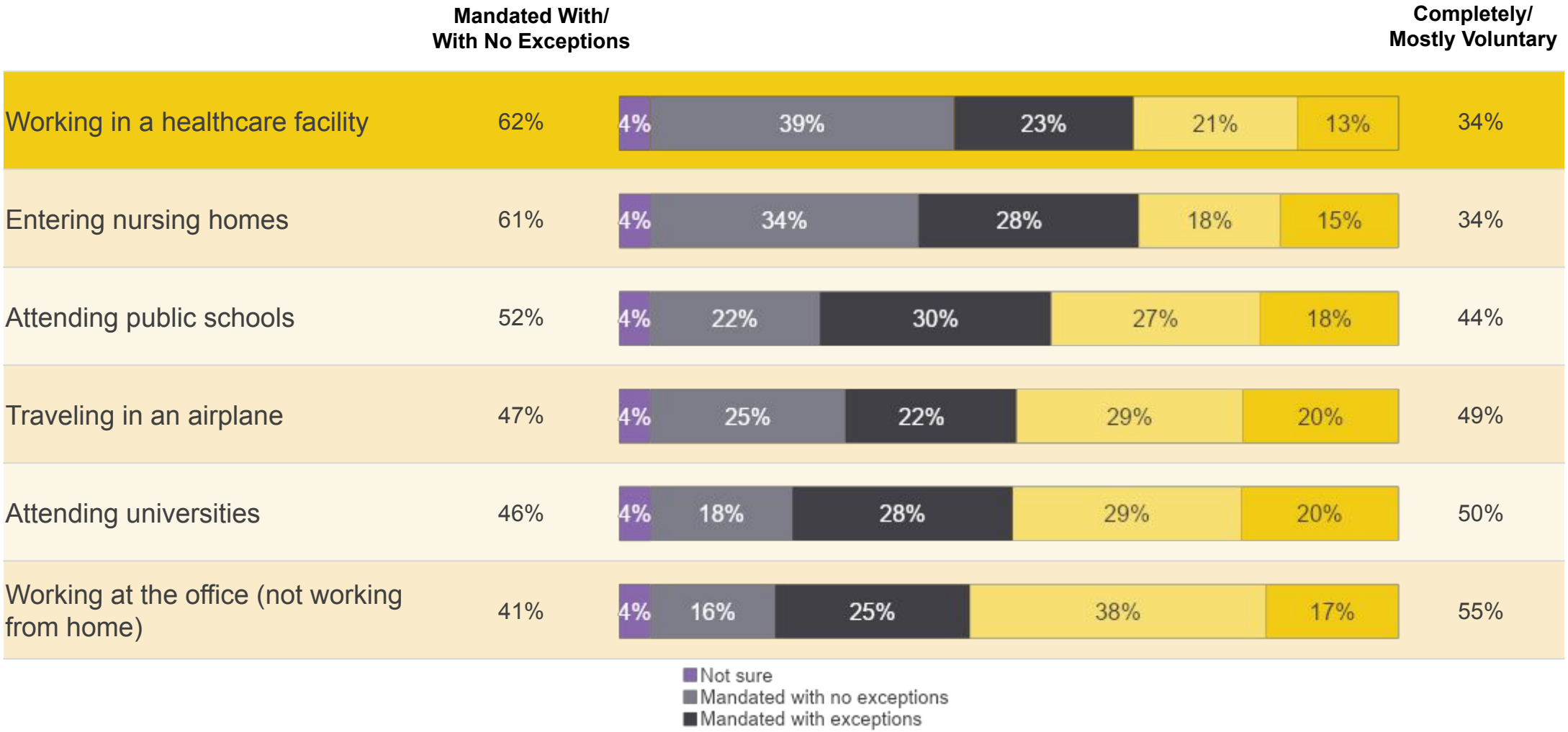
Key Subgroups:
Agree with Jones

(63%) Got it/Has an appointment
(52%) Lost someone because of COVID-19
(51%) Age 55+
(49%) Urban
(47%) Would get the vaccine

BASE: SPLIT SAMPLE (n=302)
Q610. Below are the opinions of two hypothetical people. Please read each and indicate, is your opinion more like [ROTATE ORDER] Smith or Jones?

Utahns believe the vaccine should be mandatory for people like healthcare workers but not those working in an office.

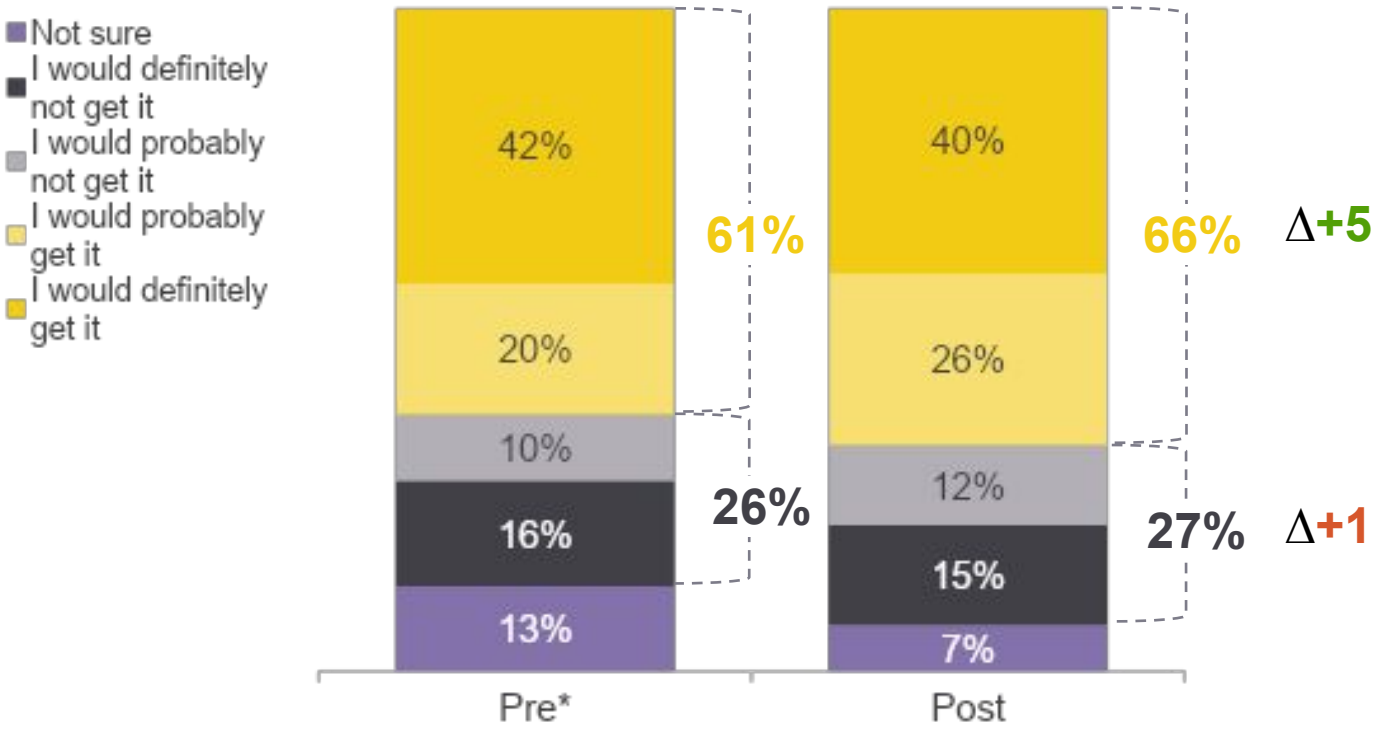
COVID-19 Vaccine Mandated or Voluntary



BASE: SPLIT SAMPLE (n=302)
Q670. For each of the following please indicate if you believe that the COVID-19 vaccine should be mandated or a voluntary action.

A slight increase in likelihood to get the vaccine post message exposure.

Likelihood to Get the COVID-19 Vaccine
(Pre-Post)



Pre/Post Shift

	PRE-Exposure			
	Would get	Would NOT get	Not sure	TOTAL
POST-Exposure	**61%**	**26%**	**13%**	**100%**
Would NOT get	3%	20%	3%	**27%**
Would get	57%	4%	5%	**66%**
Not sure	1%	2%	4%	**7%**

Key Subgroups:
Largest Positive Shifts Toward Getting the Vaccine

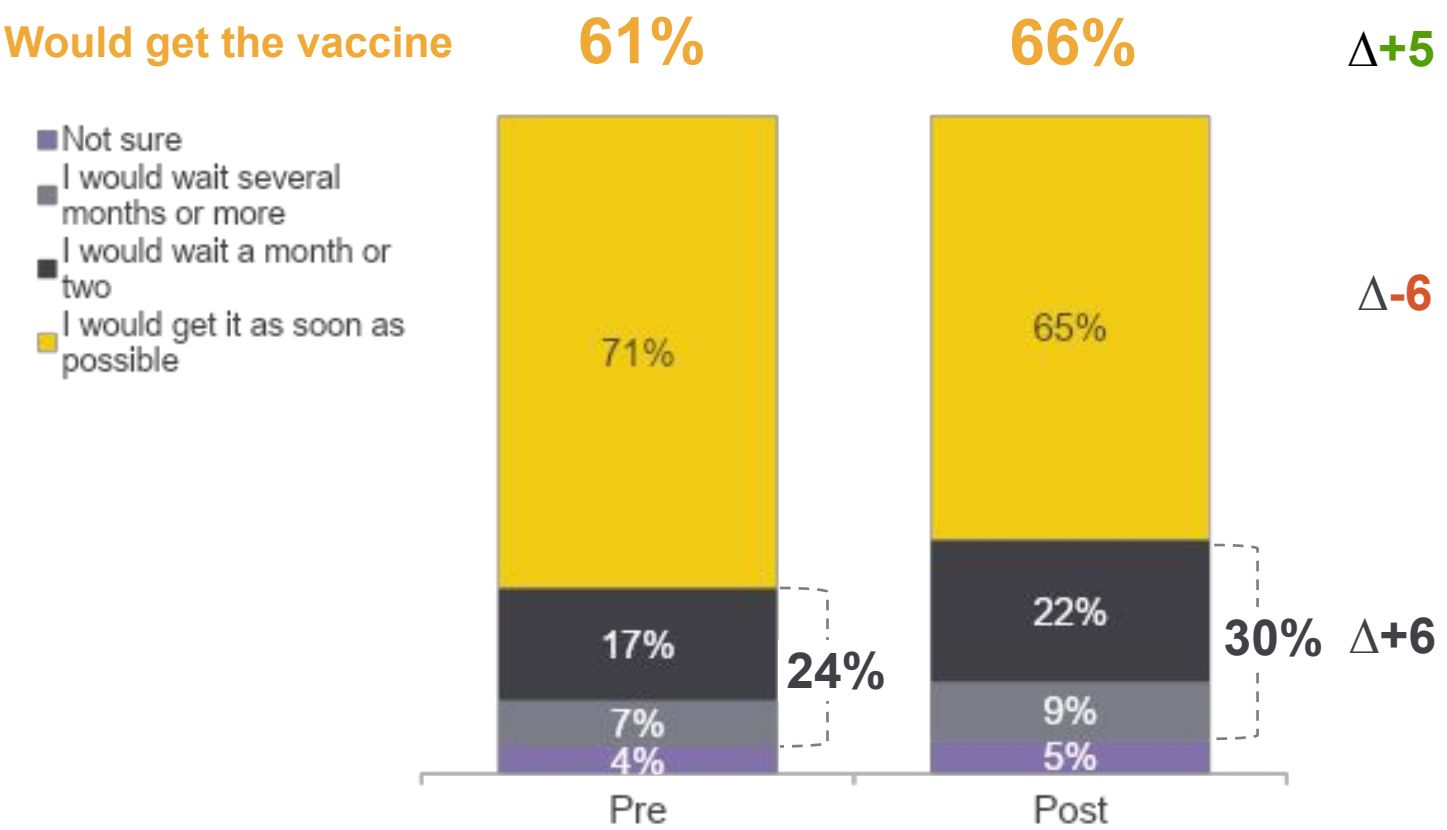
(20%) Small town/Rural
(19%) High school or less
(18%) Hispanic
(18%) Divorced/Separated/Widowed
(18%) Follow guidelines half of the time

*Those who already got the vaccine or had an appointment scheduled were not included in this analysis.

BASE: RESPONDENTS WHO DIDN'T GET THE VACCINE OR HAVE AN APPOINTMENT SCHEDULED (n=539)
Q330. How likely would you be to get the COVID-19 vaccine?
Q680. Now, taking into consideration everything you know about the COVID-19 vaccine how likely would you be to get?

Post messages, most will still get the vaccine as soon as possible.

When would get the vaccine?
(Pre-Post)

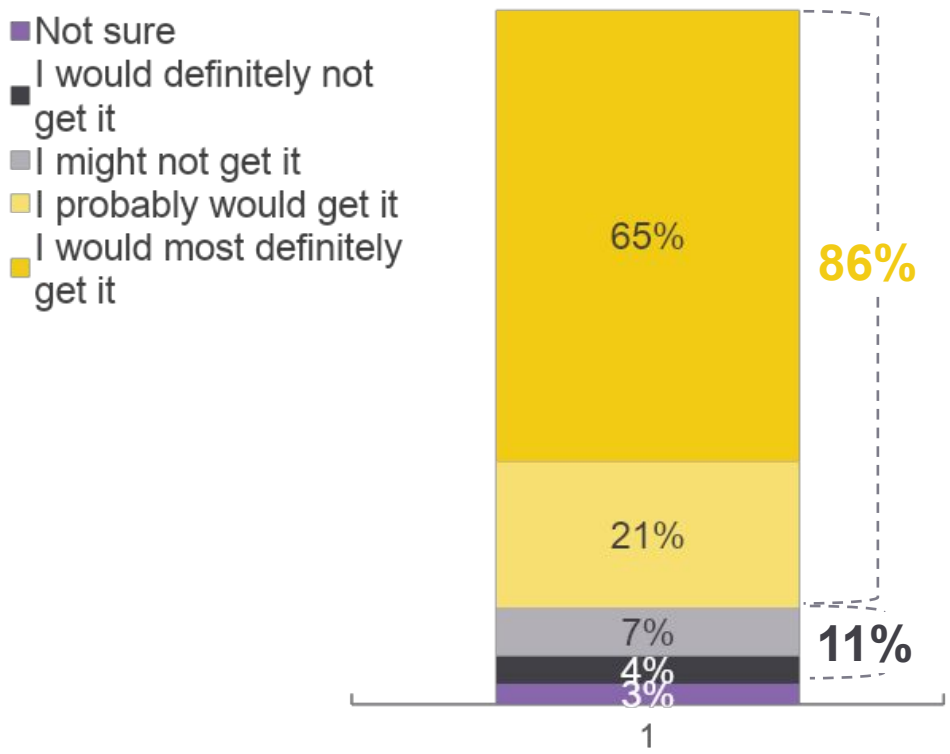


Most of those who moved from not getting the vaccine to getting it, would rather wait a few more months.

BASE: RESPONDENTS WHO WOULD GET THE VACCINE (PRE n=324); (POST n=358)
QQ340/Q685. If the COVID-19 vaccine was available to you, when would you get it? (PRE/POST)

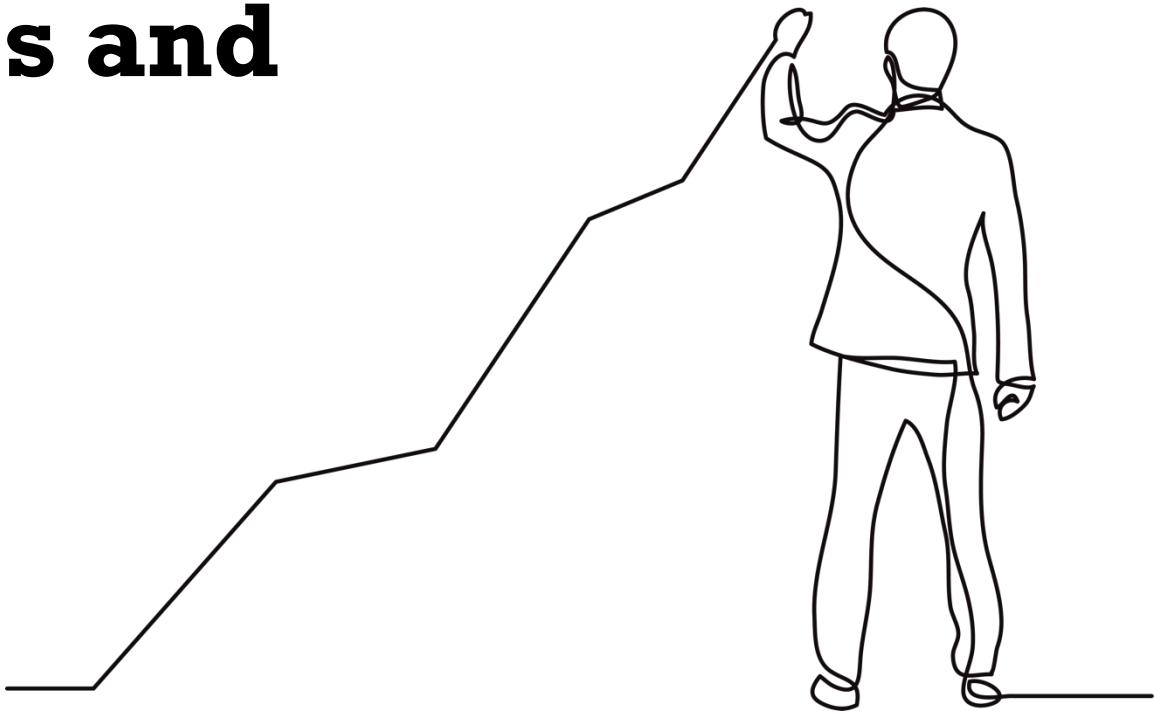
Most of those who would get the vaccine indicate they will likely get the 2nd shot.

Likelihood to get the second shot



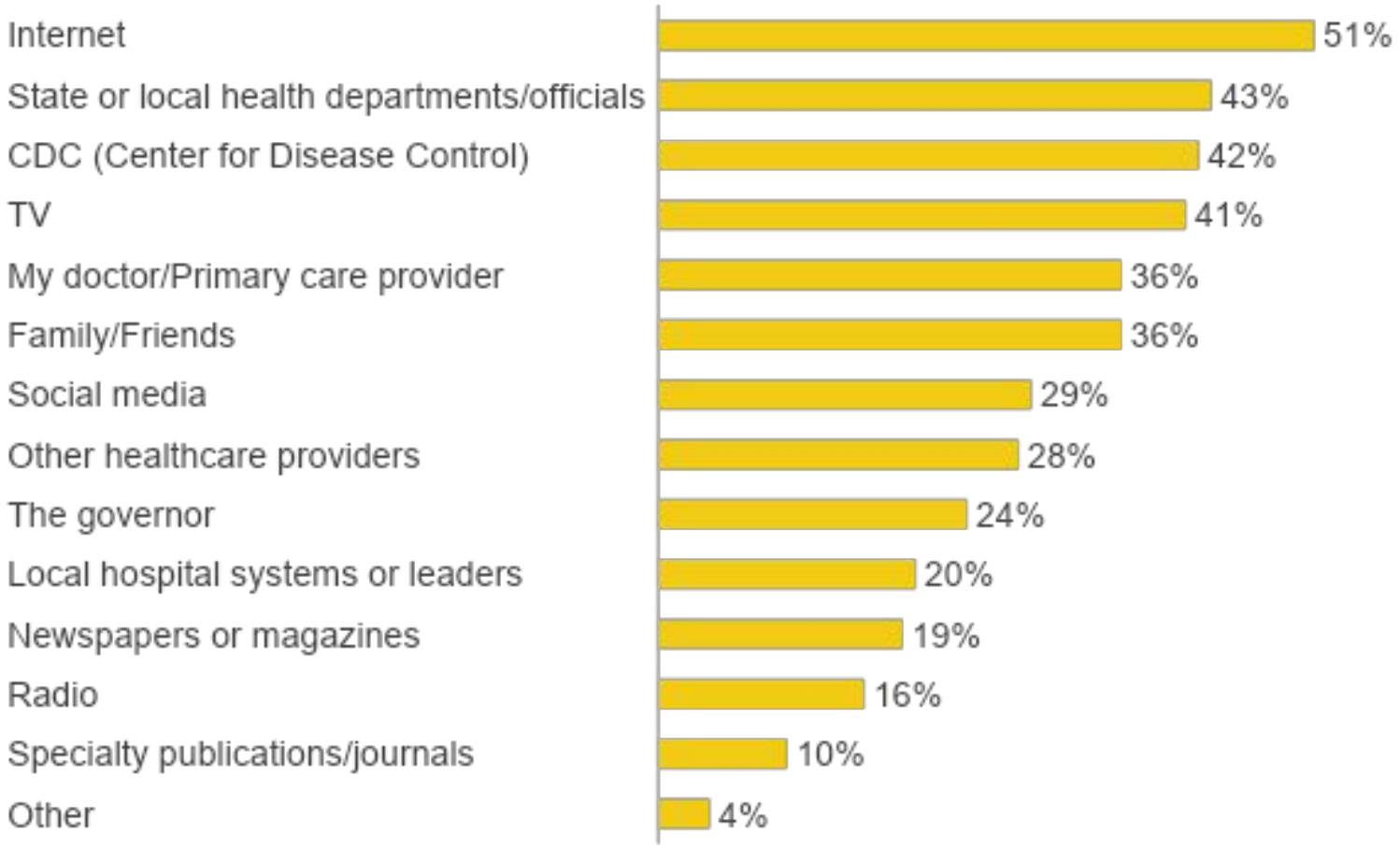
BASE: RESPONDENTS WHO WOULD GET THE VACCINE (n=358)
Q690. Being honest with yourself, how likely do you think you would be to get the second shot? (Full question text in Notes)

Information Sources and Future Action



The internet is the top-rated source of information about the COVID-19 vaccine, followed by the health departments, CDC and TV.

Information Sources



Key Subgroups: More Likely to Use the Source of Information

Internet:
- (61%) Utah
- (56%) 35-54

State or local health:
- (67%) Got the vaccine/Has Appt.
- (54%) Age 55+
- (48%) Follow guidelines always/most of the time
- (48%) College+

CDC:
- (57%) Other ethnicities
- (54%) Got the vaccine/Has Appt.
- (51%) Collage+
- (50%) Lost someone due to COVID-19

Family/Friends:
- (46%) Single
- (45%) HS or less
- (44%) Age 18-34
- (43%) Div./Sep./Widowed
- (43%) HHI less than $50K
- (43%) Would not get the vaccine

Social media:
- (46%) Hispanic
- (44%) Other ethnicities
- (39%) Age 18-54
- (36%) Urban
- (35%) Have children

BASE: ALL QUALIFIED RESPONDENTS (n=604)
Q700. There are many ways people can learn more about the COVID-19 vaccine. Which of the following sources do you personally use to get information about the COVID-19 vaccine? Select all that apply.

Members of the government and healthcare professionals are the most influential personalities among minorities. Internet, social media and news channels are the main sources of information.

Most Influential People Identified by Minorities in their Community

Government / Political community	27%
Doctors / Healthcare professionals	20%
Family / Close friends	12%
Celebrities / Famous personalities	10%
TV / News	4%
CDC	3%
Church leaders	2%
Online / Social media	2%
Other mentions	6%
Don't know / Refused	**26%**

Specific Sources of Information Used by Minorities in their Community

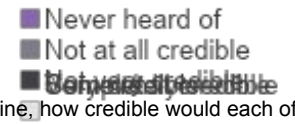
Online / Social media	33%
Television / News channels	24%
Family / Close friends	7%
Newspaper / Publications	6%
Doctors / Healthcare professionals	4%
CDC	4%
Government / Political party	2%
Other mentions	4%
Don't know / Refused	**35%**

BASE: RESPONDENTS OTHER ETHNICITY THAN WHITE (n=116)
Q710. Thinking specifically about your community or cultural group, regardless of the topic or issue, for you personally who are the most influential people you know or heard about?
Q715. Are there any specific sources that you are using to get information about things specifically in your community or group? What sources?

Dr Fauci is the most credible source as are Dr. Dunn and Dr. Good. Celebrities were seen as less credible to talk about the vaccine safety.

Individuals/Groups Credibility

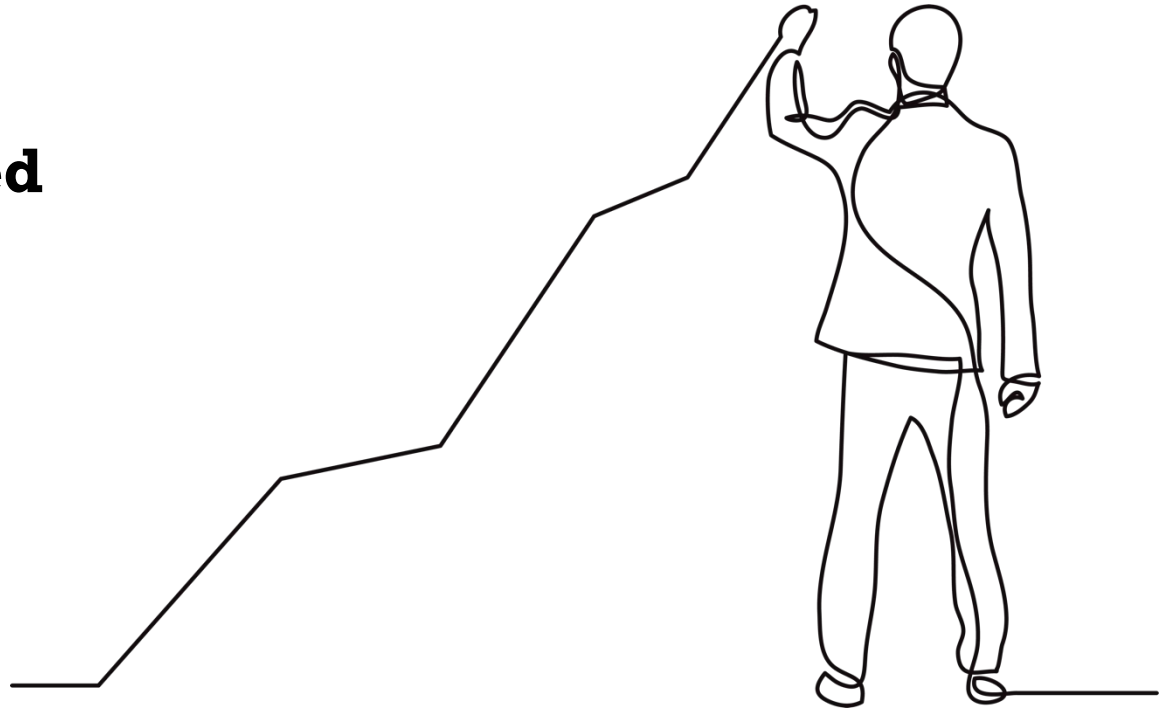
	Completely / Very Credible
Dr. Anthony Fauci, Chief Medical Advisor to the President	57%
Dr. Angela Dunn, State Epidemiologist	54%
Dr. Michael Good, CEO of University of Utah Health	53%
Richard Saunders, Interim Executive Director, Utah Department of Health	51%
Dr. Marc Harrison, CEO of Intermountain Healthcare	51%
Russell M. Nelson, President of The Church of Jesus Christ of Latter-day Saints	41%
Governor Spencer Cox	33%
Mitt Romney, US Senator	31%
Former Governors (Gary Herbert, Jon Huntsman, Mike Leavitt)	29%
Abby Cox, Utah First Lady	22%
Gail Miller, Chairwoman of the Larry H. Miller Group of Companies	18%
Donovan Mitchell, basketball player for the Utah Jazz	17%
Rudy Gobert, basketball player for the Utah Jazz	15%
Ryan Smith, Founder and Executive Chairman of Qualtrics	14%
Tan France, fashion designer, Queer Eye host	11%
JK Studios or Studio C Cast Members	11%
Nick Rimando, retired soccer player who played for Real Salt Lake	11%
Hailey Devine, Utah Home Remodeling	10%



BASE: ALL QUALIFIED RESPONDENTS (n=604)
Q720. Thinking about individuals or groups that might currently or could potentially talk about the safety of COVID-19 vaccine, how credible would each of the following be?

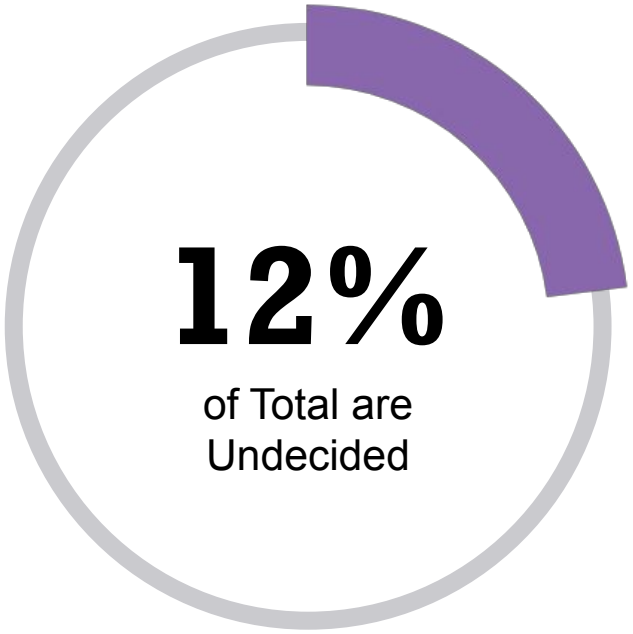
Targeting

12% of Utahns who are Undecided



COVID-19 Vaccine Undecided Profile

One in eight Utahns are not sure if they will get the COVID-19 vaccine. The group is middle aged (35-54 years old), more likely to be divorced/separated/widowed, with lower education and of other religion than Christian. They live in rural areas from North, East and West.



Undecided group defined as those who **are not sure if they will get the COVID-19 vaccine**

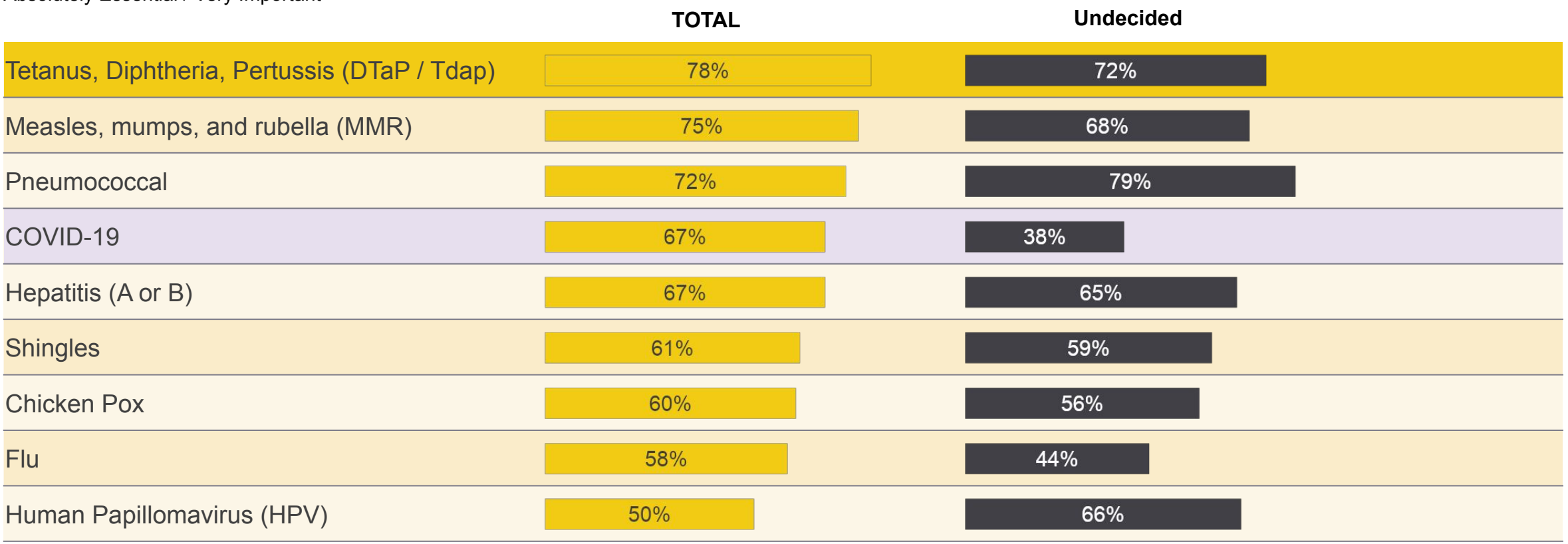
		Undecided
Gender	Male	12%
	Female	11%
Age	18-34	10%
	35-54	15%
	55+	10%
Region	Salt Lake County	9%
	Utah County	9%
	Davis/Weber County	11%
	North + East	19%
	West	17%
Ethnicity	White	11%
	Hispanic	10%
	Other	19%
Marital	Married/Living w/partner	11%
	Single	8%
	Divorced/Separated/Widowed	18%
Education	HS or less	16%
	Some College	15%
	College+	5%

		Undecided
Children in HH	Yes	12%
	No	11%
Employment	Employed	12%
	Not employed	11%
Profession	White collar	9%
	Blue collar	14%
Job Type	Essential	14%
	Non-essential	6%
Area of Residence	An urban or city area	8%
	A suburban area next to a city	11%
	A small town/Rural	20%
HH Income	Less than $50,000	15%
	$50,000 but less than $150,000	9%
	$150,000 or more	14%
Pre-existing Medical Condition	Yes	9%
	No	13%
Religious Affiliation	Church of Jesus Christ / LDS	11%
	Other Christian	8%
	Other religion	19%

The COVID-19 and flu vaccines are considered less important among those who are undecided compared to total population.

Importance of Vaccines

Absolutely Essential / Very Important



BASE: HEARD OF VACCINE (Varies)
Q225. Please rate each of the following vaccines based on how important each is to you personally.

Majority of those undecided believe that people should be able to decide for themselves if they get the vaccine.

Smith wants the pandemic to be over and return to a normal life but believes people should be able to decide for themselves if they get the COVID-19 vaccine or not.

TOTAL: 61% Agree with Smith

Jones wants the pandemic to be over and return to a normal life and believes everyone must get vaccinated and steps should be taken to make sure that happens.

TOTAL: 39% Agree with Jones

BASE: SPLIT SAMPLE (n=34); Small base
Q610. Below are the opinions of two hypothetical people. Please read each and indicate, is your opinion more like [ROTATE ORDER] Smith or Jones?

Messages focused on ‘protecting’ and ‘back to normal’ are most convincing among the undecided group, similar to total population.

Message Impact – Top 3 Box	Extremely/Very/Somewhat Convincing	
	TOTAL	Undecided
When you get a vaccine, you will be protecting not just yourself, but your loved ones and everyone else around you from getting sick and suffering **— even dying —** from COVID-19.*	82%	82%
When you get a vaccine, you will be protecting not just yourself, but your loved ones and everyone else around you from getting sick and suffering from COVID-19.*	81%	84%
When you get the vaccine, you are helping the world get back to normal. If enough people get vaccinated, we can effectively slow the spread of COVID-19 and get back to many of the things we did before the pandemic.	80%	75%
Even when people recover from COVID-19, they may have long-term illness or other conditions. The COVID-19 vaccines have been more than 90% effective in preventing people from getting COVID-19 in the first place. And the few who do still get sick after being vaccinated are more likely to have only mild symptoms.	78%	76%
The COVID-19 vaccines are far safer for creating immunity than getting the actual virus. Vaccines produce an immune response almost identical to natural infection — but without the risks of severe illness and long-term complications that come from getting COVID-19.	78%	79%
Development of the COVID-19 vaccine moved quickly thanks to unprecedented global cooperation, technology, fast-tracked funding, and the fact that the virus was so prevalent. Even with the speed of development, the process was still rigorous and included normal safety testing. Panels of health experts are continuing to monitor for side effects and safety.	77%	72%
Without a vaccine, you are at risk of getting seriously ill and suffering pain, long-term ailments, or even death from COVID-19.	77%	73%
The vaccines were tested in nearly 40,000 people and have been given to more than 10 million people to date. There have been some side effects, the worst of which have still been treatable and extremely rare. If people experience any side effects at all, the vast majority only experience redness, pain, or swelling where the shot was given or a low-grade fever—but these all go away within a few days.	77%	74%
The COVID-19 vaccines are often more effective at creating immunity than getting the actual virus. People who are vaccinated often have more antibodies in their blood than people who have been sick with COVID-19, and COVID-19 immunity from a vaccine may last longer than immunity after getting sick.	76%	76%
If you get a vaccine, you can begin to get back to some normal activities like working, traveling, and seeing family and friends. You will be able to live without worrying as much about getting COVID-19.	76%	72%
Even with the dramatic steps we’ve taken to reduce the spread of COVID-19, 23 million Americans have caught COVID-19, and nearly 400,000 people have died from it. COVID-19 vaccines are the only way we will be able to totally beat this pandemic.	75%	68%
The vaccine development moved very quickly, and we don’t yet know all the possible long-term side-effects that could come from the vaccines. But we do already know many of the long-term risks of getting COVID-19, and those risks seem much worse than any potential unknown risks from the vaccine.	67%	64%

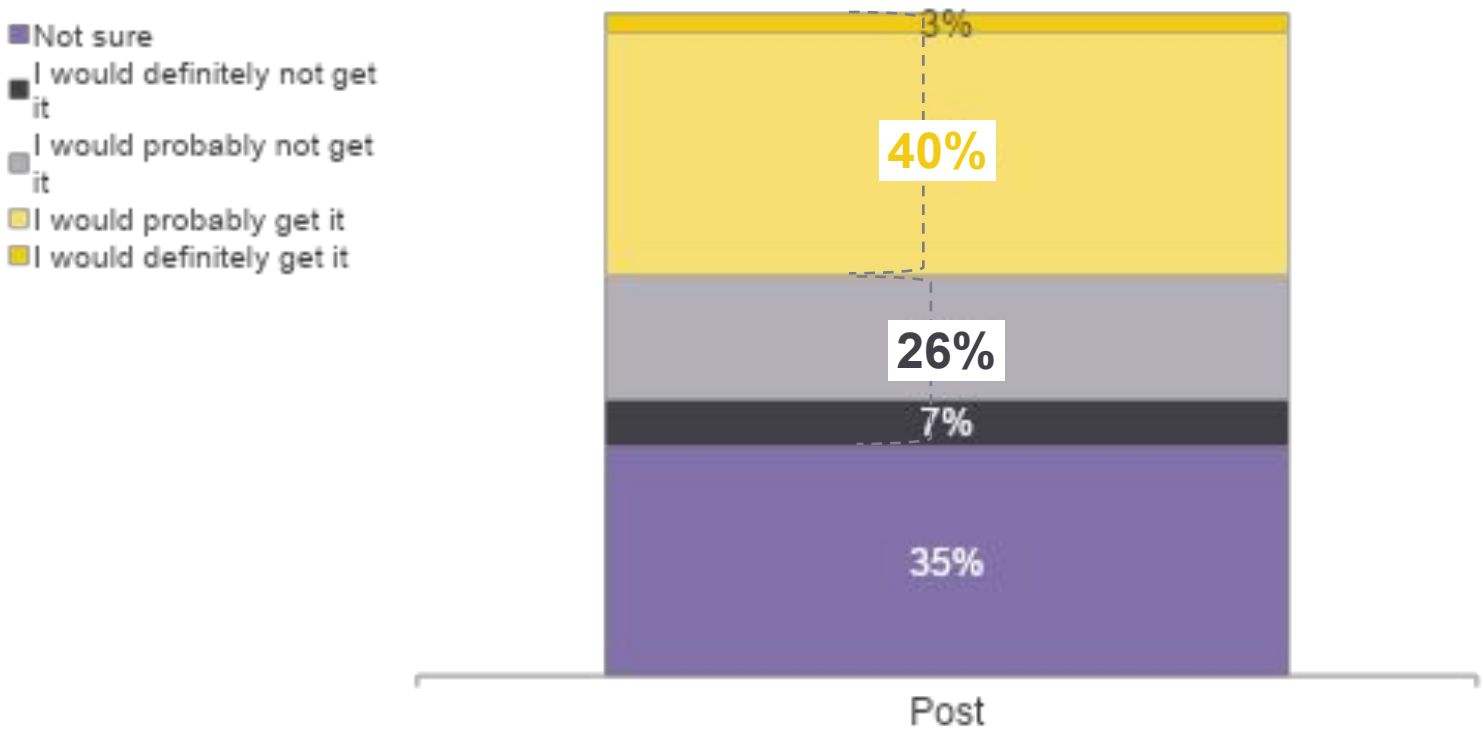
*Split sample

BASE: ALL RESPONDENTS: Total (n=604); Undecided (n=70)

Q600. Below are various statements outlining reasons to get the COVID-19 vaccine. Please read them carefully and for each, please indicate how convincing you find the statement to encourage people like yourself to get vaccinated.

After being exposed to messaging, two in five undecided Utahns say they would get the COVID-19 vaccine. One third are still unsure.

Likelihood to Get the COVID-19 Vaccine (Post)



BASE: Undecided (n=70)
Q680. Now, taking into consideration everything you know about the COVID-19 vaccine how likely would you be to get?

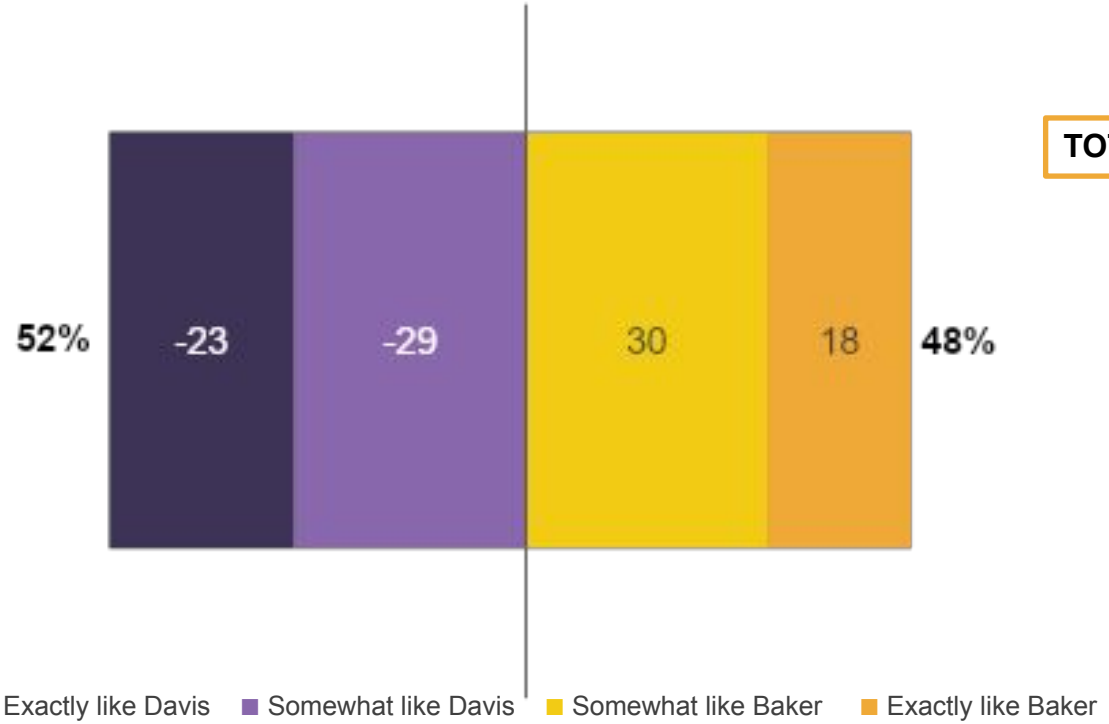
Those undecided are less likely to believe the pandemic is very serious.

Davis believes the pandemic is very serious and life-threatening, and the measures that have been taken to protect people are well-warranted.

Baker believes the ultimate risks of the pandemic have been overblown, and we have overreacted.

TOTAL: 69% Agree with Davis

TOTAL: 31% Agree with Baker



BASE: SPLIT SAMPLE (n=36); Small base

Q620. Below are the opinions of two hypothetical people. Please read each and indicate, is your opinion more like [ROTATE ORDER] Davis or Baker?

For most activity types, the undecided group is divided on whether the COVID-19 vaccine should be voluntary or mandated. However, when it comes to working at the office or traveling in an airplane the vaccine should be rather voluntary.

COVID-19 Vaccine Mandated or Voluntary Action	Mandated With/ With No Exceptions		Completely/ Mostly Voluntary	
	TOTAL	Undecided	TOTAL	Undecided
Entering nursing homes	62%	46%	34%	41%
Working in a healthcare facility	61%	47%	34%	45%
Attending public schools	52%	50%	44%	44%
Traveling in an airplane	47%	36%	49%	56%
Attending universities	46%	43%	50%	51%
Working at the office (not working from home)	41%	26%	55%	64%

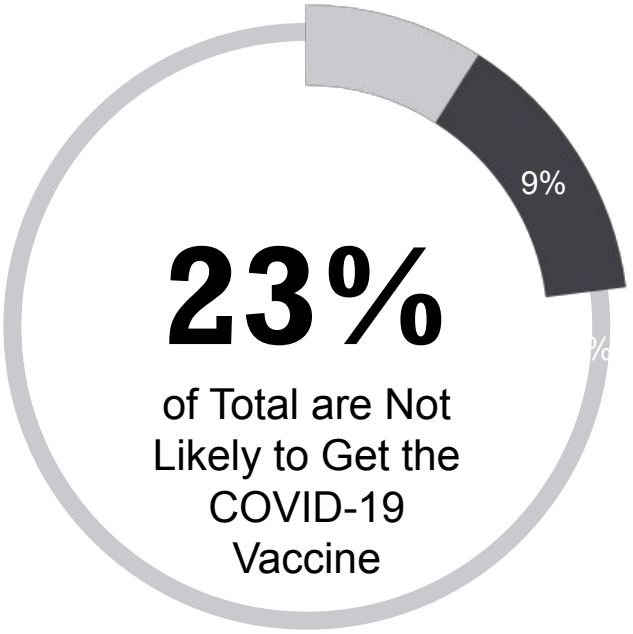
BASE: SPLIT SAMPLE: Total (n=302); Undecided (n=36) – Small base
Q670. For each of the following please indicate if you believe that the COVID-19 vaccine should be mandated or a voluntary action.

Targeting

The one quarter of Utahns who do not plan to get the COVID-19 vaccine

COVID-19 Vaccine Rejectors Profile

Nearly one quarter of Utah's residents are not likely to get the COVID-19 vaccine. The Rejectors group is younger, single, less educated, includes more from Western and rural areas. The group has a lower income and no pre-existing medical conditions.



23%

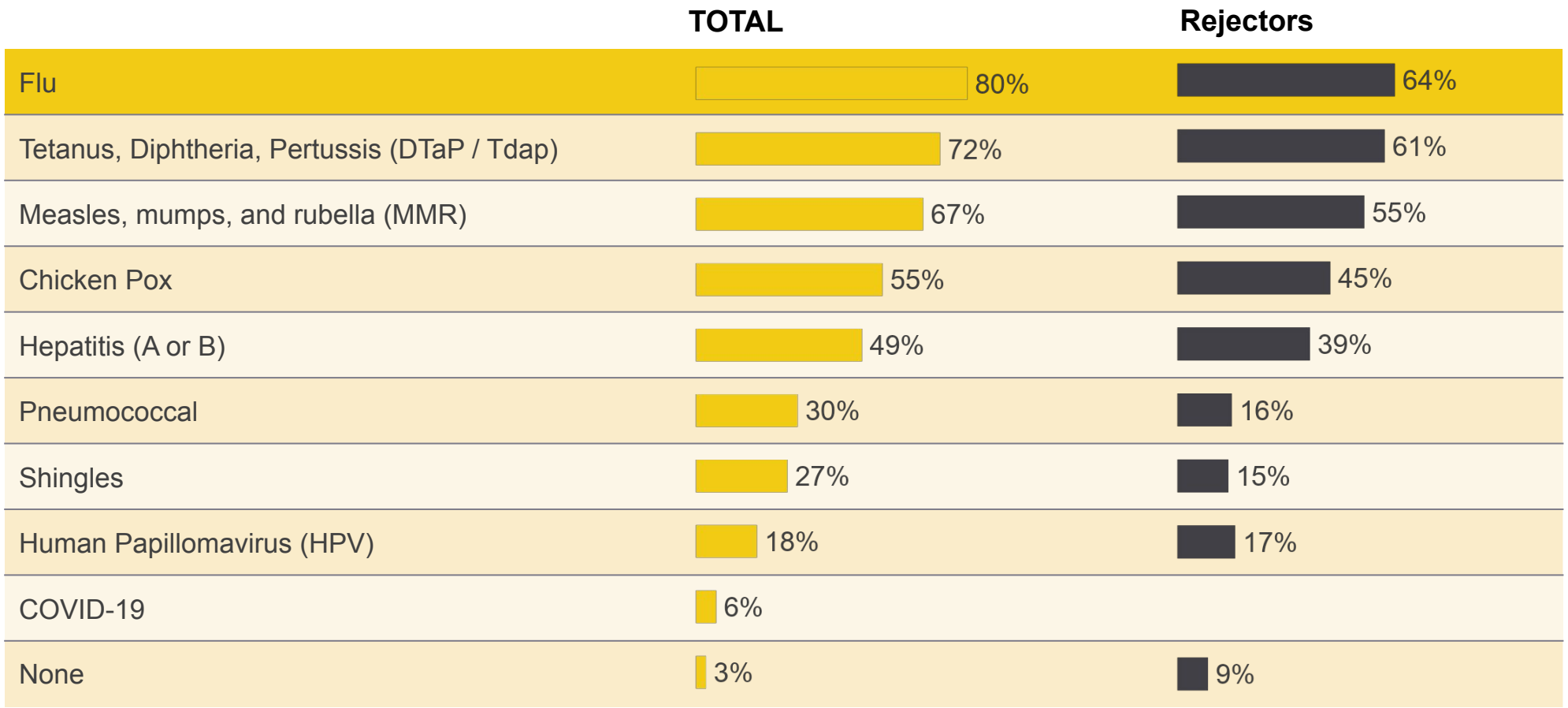
of Total are Not Likely to Get the COVID-19 Vaccine

Rejectors group defined as those who **would definitely (14%)** or **probably (9%) NOT getting the COVID-19 vaccine**

		Definitely/ Probably not get	Definitely not get	Probably not get
		23%	**14%**	**9%**
Gender	Male	24%	16%	8%
	Female	22%	13%	9%
Age	18-34	32%	17%	15%
	35-54	23%	15%	7%
	55+	12%	9%	3%
Region	Salt Lake County	20%	10%	9%
	Utah County	20%	9%	12%
	Davis/Weber County	20%	18%	3%
	North + East	29%	19%	9%
	West	36%	25%	11%
Ethnicity	White	22%	14%	8%
	Hispanic	26%	13%	13%
	Other	26%	20%	7%
Marital	Married/Living w/partner	19%	12%	7%
	Single	33%	20%	13%
	Divorced/Separated/ Widowed	23%	13%	9%
Education	HS or less	39%	25%	14%
	Some College	20%	12%	9%
	College+	16%	11%	5%
Children in HH	Yes	24%	17%	8%
	No	22%	13%	9%
Employment	Employed	25%	17%	8%
	Not employed	20%	11%	9%
Profession	White collar	21%	14%	7%
	Blue collar	29%	20%	9%
Job Type	Essential	26%	18%	7%
	Non-essential	20%	10%	10%
Area of Residence	An urban or city area	24%	15%	9%
	A suburban area	19%	11%	8%
	A small town/Rural	35%	26%	10%
HH Income	Less than $50,000	30%	19%	11%
	$50,000 but less than $150,000	16%	11%	5%
	$150,000 or more	12%	6%	6%
Pre-existing Medical Condition	Yes	20%	12%	8%
	No	26%	16%	9%
Religious Affiliation	Church of Jesus Christ / LDS	19%	9%	10%
	Other Christian	21%	15%	6%
	Other religion	22%	7%	15%

Those who don't want to get the COVID-19 vaccine are less vaccinated compared to the total population in Utah.

Vaccines Ever Received



BASE: ALL RESPONDENTS: Total (n=604); Rejectors (n=136)
Q220. Which of the following vaccines have you ever received in your life?

A large majority of the vaccine rejectors believe that people should be able to decide for themselves if they get the vaccine.

Smith wants the pandemic to be over and return to a normal life but believes people should be able to decide for themselves if they get the COVID-19 vaccine or not.

TOTAL: 61% Agree with Smith

Jones wants the pandemic to be over and return to a normal life and believes everyone must get vaccinated and steps should be taken to make sure that happens.

TOTAL: 39% Agree with Jones

BASE: SPLIT SAMPLE (n=68)
Q610. Below are the opinions of two hypothetical people. Please read each and indicate, is your opinion more like [ROTATE ORDER] Smith or Jones?

All messages have an extremely low impact on those who definitely reject the vaccine.

Extremely/Very/Somewhat Convincing

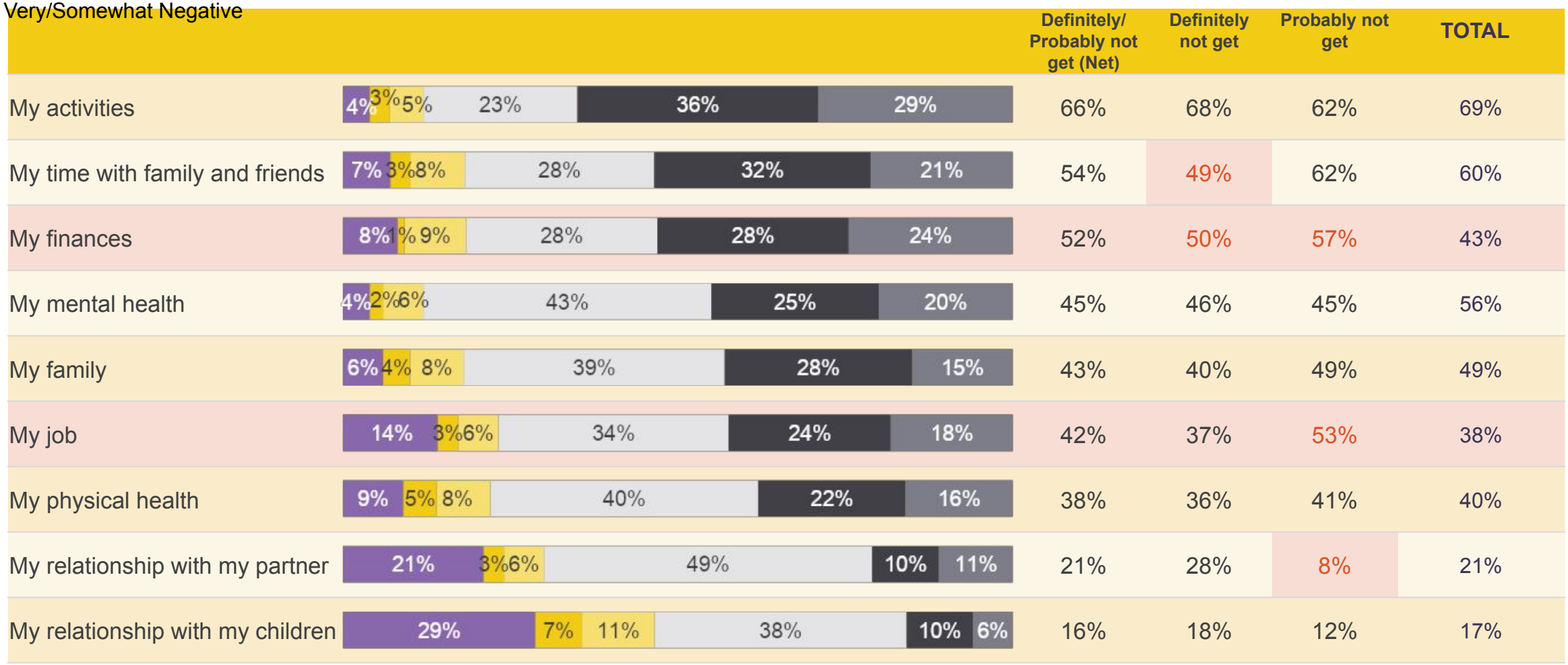
Message Impact – Top 3 Box	TOTAL	Rejectors		
		Definitely/ Probably not get (Net)	Definitely not get	Probably not get
When you get a vaccine, you will be protecting not just yourself, but your loved ones and everyone else around you from getting sick and suffering **— even dying —** from COVID-19.*	82%	40%	27%	68%
When you get a vaccine, you will be protecting not just yourself, but your loved ones and everyone else around you from getting sick and suffering from COVID-19.*	81%	47%	40%	57%
When you get the vaccine, you are helping the world get back to normal. If enough people get vaccinated, we can effectively slow the spread of COVID-19 and get back to many of the things we did before the pandemic.	80%	45%	37%	58%
Even when people recover from COVID-19, they may have long-term illness or other conditions. The COVID-19 vaccines have been more than 90% effective in preventing people from getting COVID-19 in the first place. And the few who do still get sick after being vaccinated are more likely to have only mild symptoms.	78%	45%	34%	60%
The COVID-19 vaccines are far safer for creating immunity than getting the actual virus. Vaccines produce an immune response almost identical to natural infection — but without the risks of severe illness and long-term complications that come from getting COVID-19.	78%	40%	32%	56%
Development of the COVID-19 vaccine moved quickly thanks to unprecedented global cooperation, technology, fast-tracked funding, and the fact that the virus was so prevalent. Even with the speed of development, the process was still rigorous and included normal safety testing. Panels of health experts are continuing to monitor for side effects and safety.	77%	45%	36%	60%
Without a vaccine, you are at risk of getting seriously ill and suffering pain, long-term ailments, or even death from COVID-19.	77%	42%	39%	46%
The vaccines were tested in nearly 40,000 people and have been given to more than 10 million people to date. There have been some side effects, the worst of which have still been treatable and extremely rare. If people experience any side effects at all, the vast majority only experience redness, pain, or swelling where the shot was given or a low-grade fever—but these all go away within a few days.	77%	37%	28%	52%
The COVID-19 vaccines are often more effective at creating immunity than getting the actual virus. People who are vaccinated often have more antibodies in their blood than people who have been sick with COVID-19, and COVID-19 immunity from a vaccine may last longer than immunity after getting sick.	76%	42%	36%	54%
If you get a vaccine, you can begin to get back to some normal activities like working, traveling, and seeing family and friends. You will be able to live without worrying as much about getting COVID-19.	76%	40%	32%	54%
Even with the dramatic steps we've taken to reduce the spread of COVID-19, 23 million Americans have caught COVID-19, and nearly 400,000 people have died from it. COVID-19 vaccines are the only way we will be able to totally beat this pandemic.	75%	36%	28%	50%
The vaccine development moved very quickly, and we don't yet know all the possible long-term side-effects that could come from the vaccines. But we do already know many of the long-term risks of getting COVID-19, and those risks seem much worse than any potential unknown risks from the vaccine.	67%	32%	29%	35%

*Split sample

The pandemic has a higher negative impact on finances and jobs among this group compared to the total population.

Impact of Coronavirus Outbreak on People's Life

Very/Somewhat Negative



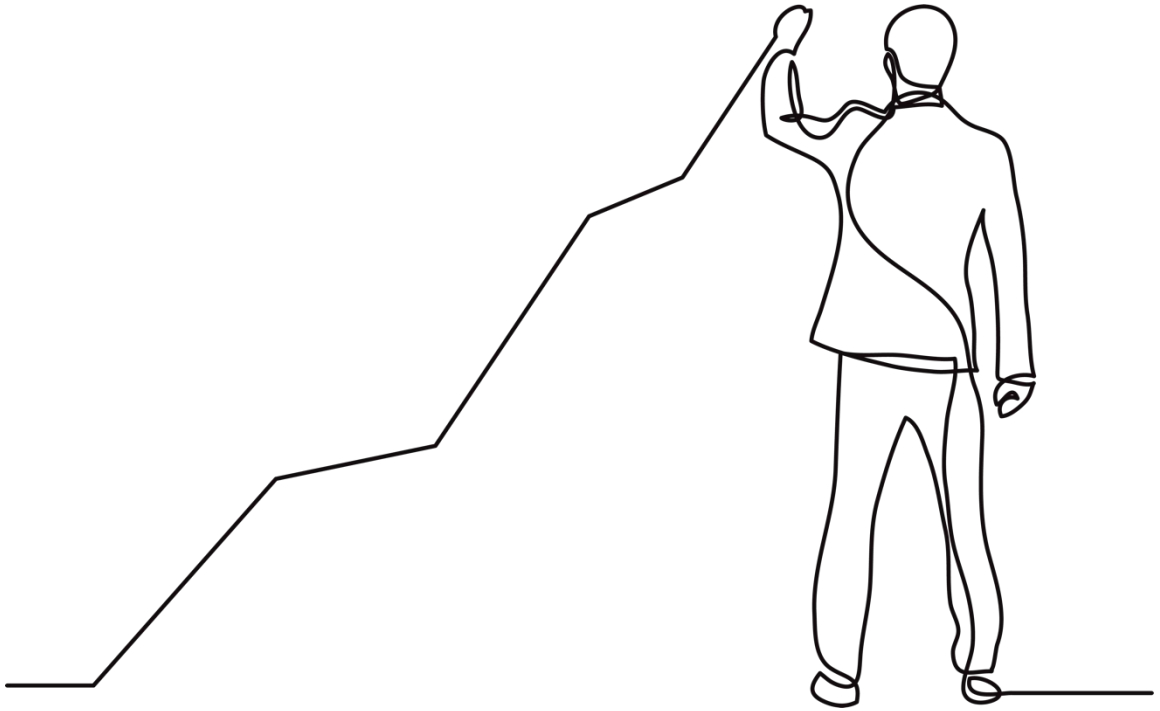
BASE: SPLIT SAMPLE: Total (n=302); Rejectors (n=68)
Q640. What effect do you think the coronavirus outbreak had on each of the following parts of your life?

Those who don't want to get the vaccine believe vaccination should be voluntary regardless of the domain of activity.

COVID-19 Vaccine Mandated or Voluntary Action	Mandated With/ With No Exceptions		Completely/ Mostly Voluntary	
	TOTAL	Rejectors	TOTAL	Rejectors
Entering nursing homes	62%	28%	34%	68%
Working in a healthcare facility	61%	27%	34%	69%
Attending public schools	52%	20%	44%	77%
Traveling in an airplane	47%	22%	49%	74%
Attending universities	46%	10%	50%	86%
Working at the office (not working from home)	41%	11%	55%	83%

BASE: SPLIT SAMPLE: Total (n=302); Rejectors (n=68)
Q670. For each of the following please indicate if you believe that the COVID-19 vaccine should be mandated or a voluntary action.

Demographics



Demographic Data

		TOTAL
Gender	Male	50%
	Female	50%
Age	18-34	37%
	35-54	34%
	55+	29%
Region*	Salt Lake County	39%
	Utah County	18%
	Davis/Weber County	19%
	North + East	11%
	West	13%
Ethnicity	White	78%
	Hispanic	14%
	Black	2%
	Asian	3%
	Other	2%
Marital	Married	60%
	Single	25%
	Divorced	8%
	Separated	2%
	Widowed	3%
	Living with partner	9%
	Prefer not to answer	1%
Education	HS or less	23%
	Vocational/Technical	5%
	Some College	24%
	Associates Degree	10%
	Bachelor's Degree	25%
	Post-Graduate Degree	13%
	Prefer not to answer	1%

		TOTAL
Children in HH	None	61%
	1-3	35%
	4+	4%
Ages of Children Under 18	Under 5	32%
	5-8	41%
	9-13	46%
	14-17	35%
Employment	Full-time	38%
	Part-time	11%
	Self-employed	8%
	Not employed, looking	7%
	Not employed, not looking	1%
	Not employed, unable	5%
	Retired	16%
	Student	5%
	Stay home spouse/ partner	7%
	Decline	1%
Profession	White collar	61%
	Blue collar	35%
	Decline	4%
Job Type	Essential	62%
	Non-essential	26%
	Not sure	12%

*"**North+East"** subgroup includes: Box Elder County, Cache County, Daggett County, Duchesne County, Morgan County, Rich County, Summit County, Uintah County, Carbon County, Emery County, Grand County, San Juan County, Wasatch County

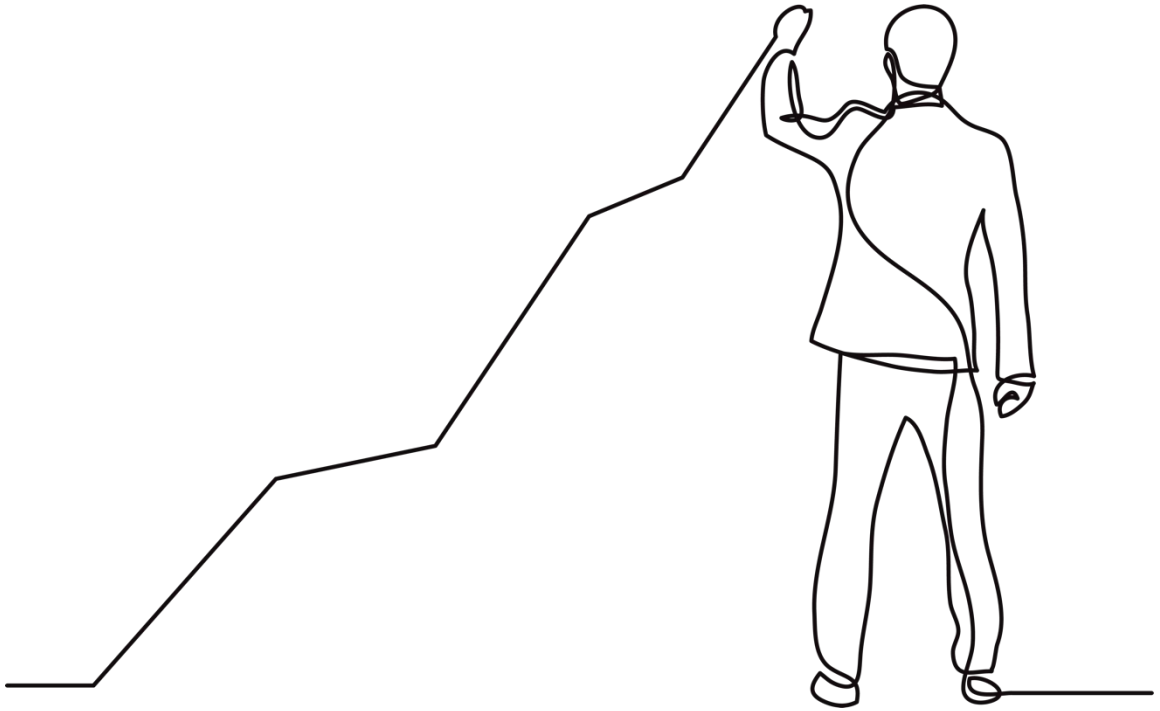
"West" subgroup includes: Beaver County, Garfield County, Iron County, Juab County, Kane County, Millard County, Piute County, Sanpete County, Sevier County, Tooele County, Washington County, Wayne County

Demographic Data – cont.

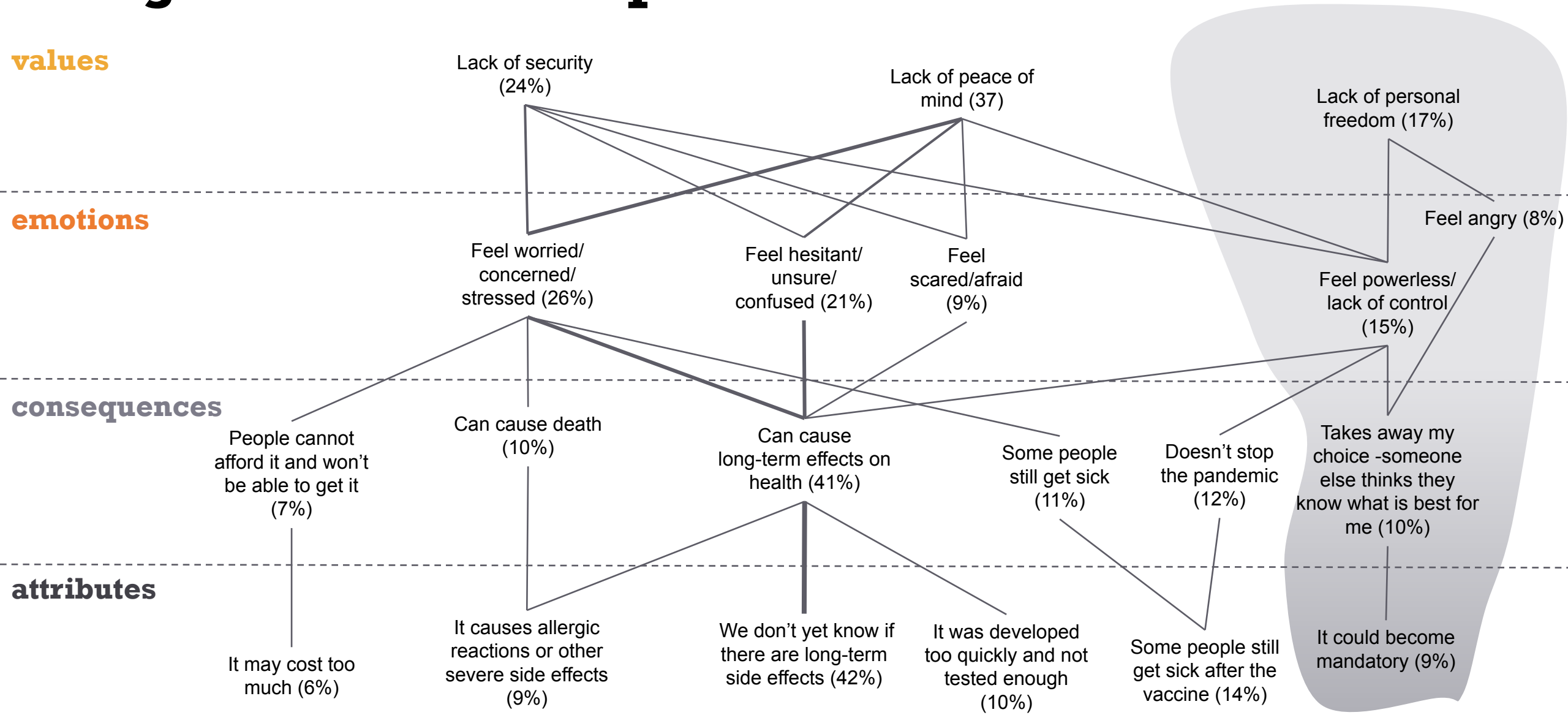
		TOTAL
Area of Residence	An urban or city area	31%
	A suburban area	53%
	A small town in the country	9%
	Rural area	7%
HH Income	Less than $25,000	16%
	$25,000 but less than $50,000	28%
	$50,000 but less than $75,000	20%
	$75,000 but less than $100,000	15%
	$100,000 but less than $150,000	9%
	$150,000 or more	5%
	Prefer not to answer	7%
Pre-existing Medical Condition	Asthma	16%
	Obesity	12%
	Diabetes	11%
	Heart conditions, such as heart failure, coronary artery disease, hypertension or cardiomyopathies	9%
	Cancer	4%
	Immunocompromised state (weakened immune system)	3%
	Liver disease	2%
	Chronic kidney disease	2%
	Currently pregnant	1%
	Chronic lung disease like COPD	1%
	Thalassemia (type of blood disorder)	<1%
	Pulmonary fibrosis (damage or scarred lung tissue)	<1%
	Cystic fibrosis	<1%
	Sickle cell disease	<1%
	None of the above	58%

		TOTAL
Religious Affiliation	Protestant / Evangelical / Mainline	5%
	Catholic	9%
	Church of Jesus Christ / LDS	42%
	Jehovah's Witness	1%
	Orthodox Christian	1%
	Other Christian	7%
	Jewish	1%
	Muslim	1%
	Buddhist	1%
	Hindu	<1%
	Atheist	3%
	Agnostic (not affiliated with any religion)	9%
	Other	7%
	Don't know/Not sure	8%
	Refused/Decline to answer	5%

Appendix



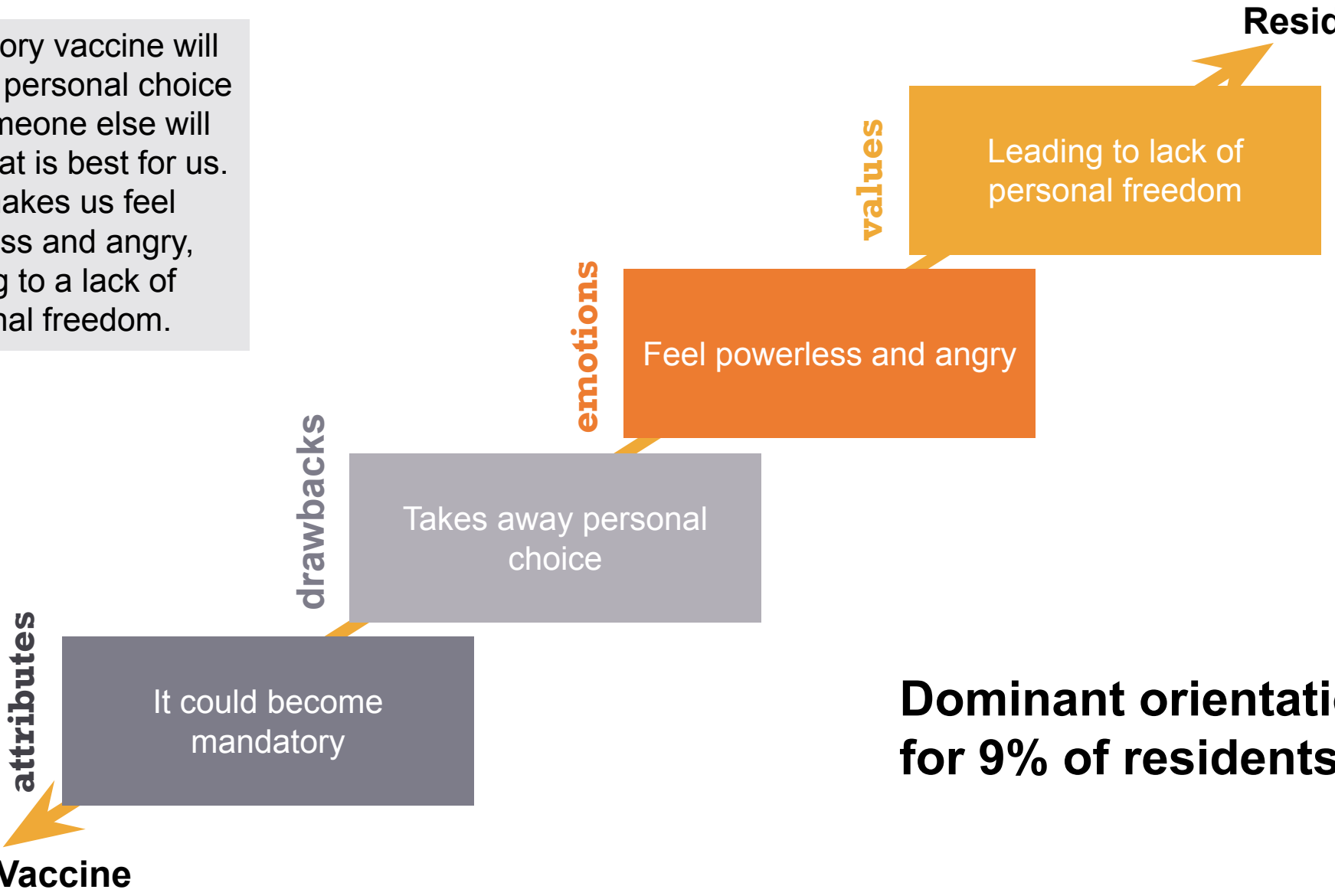
Negative Values Map



Key Values Strategy

Less Personal Freedom from Being Imposed to Get the Vaccine

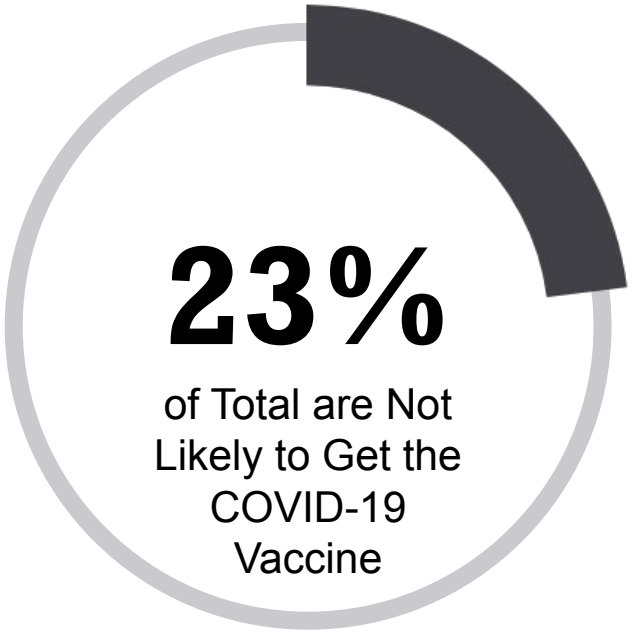
A mandatory vaccine will take away personal choice while someone else will decide what is best for us. This makes us feel powerless and angry, leading to a lack of personal freedom.



Dominant orientation for 9% of residents

COVID-19 Vaccine Rejectors Profile

Nearly one quarter of Utah's residents are not likely to get the COVID-19 vaccine. The Rejectors group is younger, less educated. The group includes more from West.



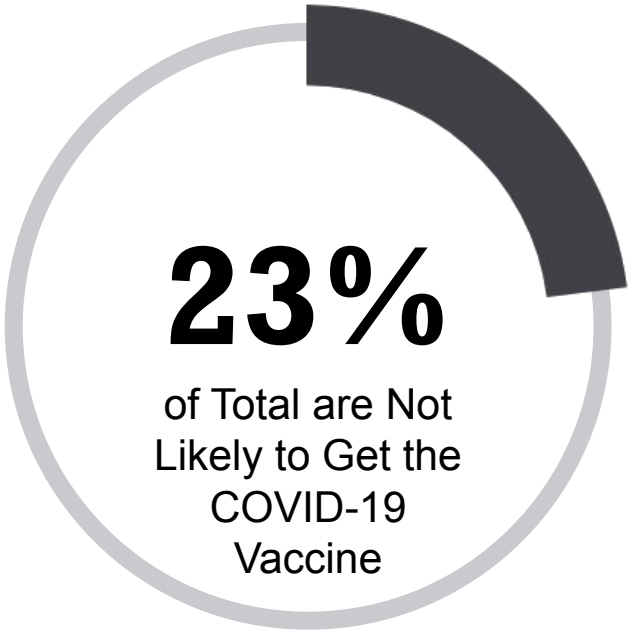
Rejectors group defined as those who **would definitely** or **probably NOT getting the COVID-19 vaccine**

		TOTAL	Rejectors
Gender	Male	50%	52%
	Female	50%	48%
Age	18-34	37%	51%
	35-54	34%	34%
	55+	29%	15%
Region	Salt Lake County	39%	33%
	Utah County	18%	16%
	Davis/Weber County	19%	17%
	North + East	11%	13%
	West	13%	21%
Ethnicity	White	78%	75%
	Hispanic	14%	16%
	Black	2%	4%
	Asian	3%	3%
	Other	2%	2%
Marital	Married	60%	41%
	Single	25%	36%
	Divorced	8%	8%
	Separated	2%	1%
	Widowed	3%	4%
	Living with partner	9%	8%
	Prefer not to answer	1%	2%
Education	HS or less	23%	39%
	Vocational/Technical	5%	4%
	Some College	24%	20%
	Associates Degree	10%	11%
	Bachelor's Degree	25%	17%
	Post-Graduate Degree	13%	9%
	Prefer not to answer	1%	1%

		TOTAL	Rejectors
Children in HH	None	61%	59%
	1-3	35%	33%
	4+	4%	8%
Ages of Children Under 18	Under 5	32%	34%
	5-8	41%	45%
	9-13	46%	44%
	14-17	35%	36%
Employment	Full-time	38%	37%
	Part-time	11%	11%
	Self-employed	8%	13%
	Not employed, looking	7%	11%
	Not employed, not looking	1%	2%
	Not employed, unable	5%	6%
	Retired	16%	7%
	Student	5%	5%
	Stay home spouse/ partner	7%	5%
	Decline	1%	3%
Profession	White collar	61%	51%
	Blue collar	35%	41%
	Decline	4%	8%
Profession Type	Essential	62%	65%
	Non-essential	26%	21%
	Not sure	12%	14%

COVID-19 Vaccine Rejectors Profile – cont.

The group has a lower income and no pre-existing medical conditions, more living in rural area.



Rejectors group defined as those who **would definitely** or **probably NOT getting the COVID-19 vaccine**

		TOTAL	Rejectors
Area of Residence	An urban or city area	31%	33%
	A suburban area	53%	42%
	A small town in the country	9%	8%
	Rural area	7%	16%
HH Income	Less than $25,000	16%	25%
	$25,000 but less than $50,000	28%	32%
	$50,000 but less than $75,000	20%	16%
	$75,000 but less than $100,000	15%	10%
	$100,000 but less than $150,000	9%	4%
	$150,000 or more	5%	3%
	Prefer not to answer	7%	10%
Pre-existing Medical Condition	Yes	42%	35%
	No	58%	65%
Religious Affiliation	Protestant / Evangelical / Mainline	5%	5%
	Catholic	9%	4%
	Church of Jesus Christ / LDS	42%	34%
	Jehovah's Witness	1%	-
	Orthodox Christian	1%	-
	Other Christian	7%	11%
	Jewish	1%	1%
	Muslim	1%	1%
	Buddhist	1%	1%
	Hindu	<1%	-
	Atheist	3%	2%
	Agnostic (not affiliated with any religion)	9%	9%
	Other	7%	10%
	Don't know/Not sure	8%	12%
	Refused/Decline to answer	5%	9%

All messages have an extremely low impact on those who reject the vaccine.

Message Impact

Extremely/Very Convincing

	TOTAL	Rejectors
When you get a vaccine, you will be protecting not just yourself, but your loved ones and everyone else around you from getting sick and suffering **— even dying —** from COVID-19.*	55%	16%
When you get a vaccine, you will be protecting not just yourself, but your loved ones and everyone else around you from getting sick and suffering from COVID-19.*	53%	15%
When you get the vaccine, you are helping the world get back to normal. If enough people get vaccinated, we can effectively slow the spread of COVID-19 and get back to many of the things we did before the pandemic.	49%	12%
Even with the dramatic steps we've taken to reduce the spread of COVID-19, 23 million Americans have caught COVID-19, and nearly 400,000 people have died from it. COVID-19 vaccines are the only way we will be able to totally beat this pandemic.	47%	13%
Even when people recover from COVID-19, they may have long-term illness or other conditions. The COVID-19 vaccines have been more than 90% effective in preventing people from getting COVID-19 in the first place. And the few who do still get sick after being vaccinated are more likely to have only mild symptoms.	47%	14%
The COVID-19 vaccines are far safer for creating immunity than getting the actual virus. Vaccines produce an immune response almost identical to natural infection — but without the risks of severe illness and long-term complications that come from getting COVID-19.	47%	12%
Without a vaccine, you are at risk of getting seriously ill and suffering pain, long-term ailments, or even death from COVID-19.	46%	16%
If you get a vaccine, you can begin to get back to some normal activities like working, traveling, and seeing family and friends. You will be able to live without worrying as much about getting COVID-19.	46%	17%
The vaccines were tested in nearly 40,000 people and have been given to more than 10 million people to date. There have been some side effects, the worst of which have still been treatable and extremely rare. If people experience any side effects at all, the vast majority only experience redness, pain, or swelling where the shot was given or a low-grade fever—but these all go away within a few days.	44%	9%
The COVID-19 vaccines are often more effective at creating immunity than getting the actual virus. People who are vaccinated often have more antibodies in their blood than people who have been sick with COVID-19, and COVID-19 immunity from a vaccine may last longer than immunity after getting sick.	42%	13%
Development of the COVID-19 vaccine moved quickly thanks to unprecedented global cooperation, technology, fast-tracked funding, and the fact that the virus was so prevalent. Even with the speed of development, the process was still rigorous and included normal safety testing. Panels of health experts are continuing to monitor for side effects and safety.	38%	11%
The vaccine development moved very quickly, and we don't yet know all the possible long-term side-effects that could come from the vaccines. But we do already know many of the long-term risks of getting COVID-19, and those risks seem much worse than any potential unknown risks from the vaccine.	32%	11%

*Split sample

BASE: ALL RESPONDENTS (n=604)

Q600. Below are various statements outlining reasons to get the COVID-19 vaccine. Please read them carefully and for each, please indicate how convincing you find the statement to encourage people like yourself to get vaccinated.

Positive Values Map

Rejectors

values

Freedom (29%)

Peace of mind (20%)

Belonging (10%)

Security (8%)

Joy and happiness (14%)

Protecting future generations (16%)

emotions

Feel grateful (7%)

Feel free (19%)

Feel more in control of my own life (22%)

Feel connected to others (11%)

Feel happy/content (12%)

Feel safe/protected (15%)

Feel worry free/relieved (11%)

benefits

Allows people to get back to work (13%)

Lets me go back to work in-person (3%)

Allows small businesses to re-open (5%)

Helps schools re-open (1%)

Can stop wearing masks / sanitizing hands (15%)

Do other things I enjoy (hobbies, travel) (18%)

Spend time with my family/friends (20%)

Protects me and my health (7%)

Protects my loved ones (close family and friends) (17%)

attributes

It has no major side effects (6%)

It helps us return to normal life (29%)

It ends the pandemic and the health crisis we are facing (23%)

You will not face serious illness or death (8%)

It provides personal protection (4%)

It protects those you love (24%)

It prevents the spread of infection (6%)

SECTION TWO: HPV Vaccine

HPV Vaccine Message Testing

Online Survey Results

July 2021

Background and Research Objectives

Background

Intermountain Health, working in conjunction with Envision Utah, seek to better understand how Utahns feel about HPV immunization. Through this deep understanding, specific messages will be crafted and tested to build public acceptance and support for immunization. In particular, Intermountain Health is focusing on parents of youth in the immunization window (8-17 years old).

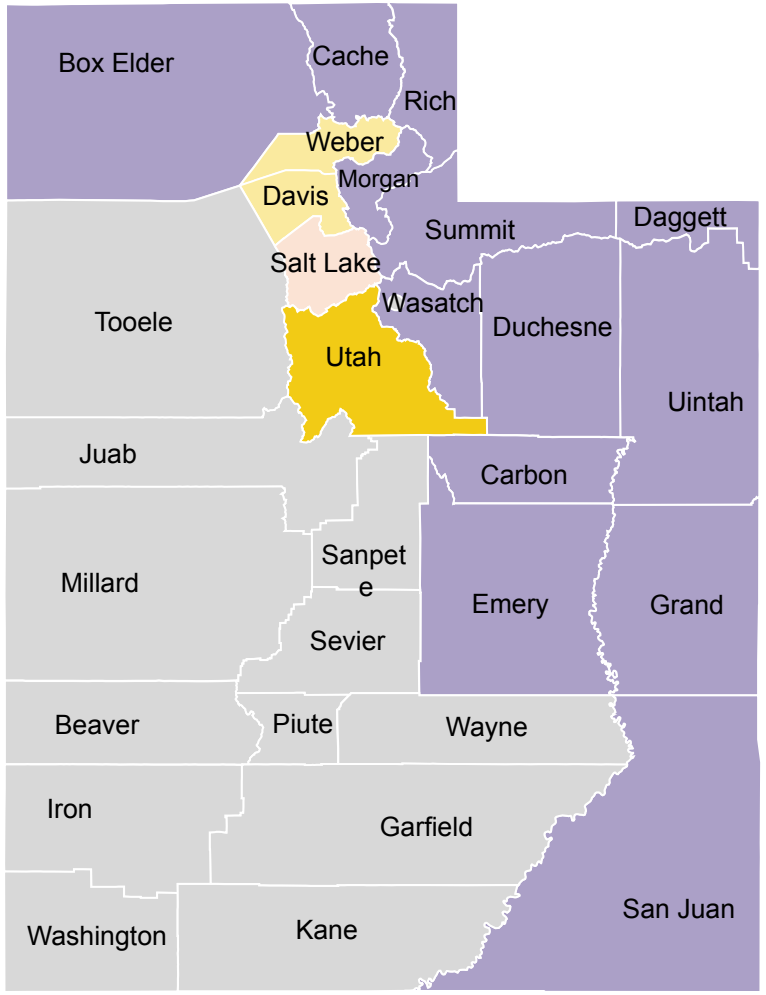
Earlier research on the Covid-19 vaccination uncovered key insights on Utahn attitudes toward vaccinations generally. This research will build on the attitudinal and values-based frameworks uncovered in that research.

Utah's unique concentration of religious influences is a particular interest as it relates to HPV vaccination and needs to be explored.

Research Design

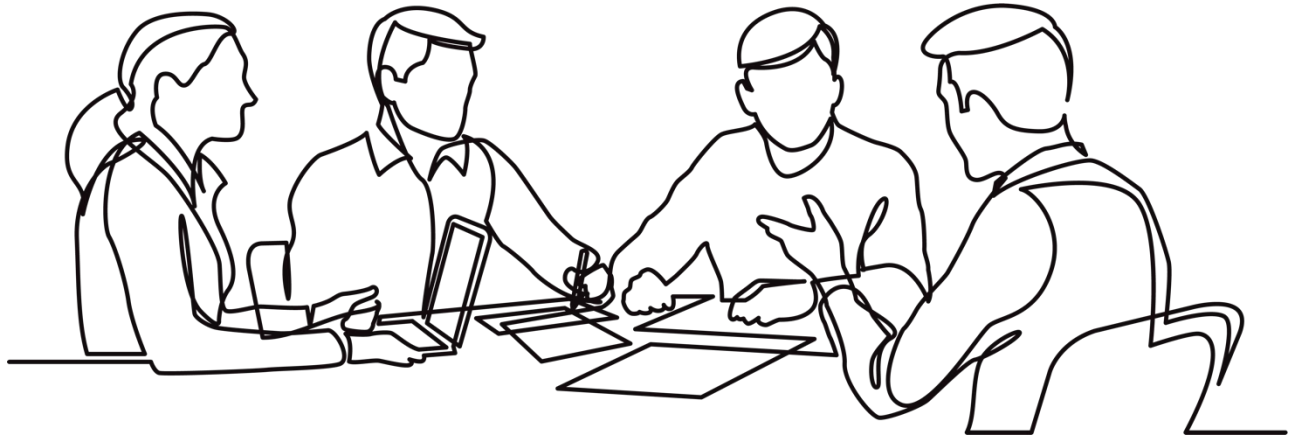
- ✔ 614 total online interviews among Utahn parents of 8-17 year-olds.
- ✔ The quantitative survey was split into two versions each about 13 minutes in length:
  - Blue Version: The ‘Blue’ version is designed to test the clarity and motivation of key messages and vocabulary that could be used to motivate parents of youth to get the HPV immunization (n=400).
  - Green Version: The ‘Green’ version is designed understand the rational and emotional benefits of vaccines (n=214)
- ✔ Conducted between June 3 -27, 2021
- ✔ Quotas used in field to ensure equal distribution of child ages and respondent gender and ethnicity.
- ✔ Data is weighted post field to be representative of:
  - *Gender* and *Parents with kids ages under the age of 18* in Utah based on 2020 US Census data*
    - Zeroing out the age 15-24 category and recalibrating (to account for our minimum age requirement of 8 during the screening process.
  - *Race / Hispanic Origin, based on 2020 Gardner Policy Institute data*

Sample Distribution



- **37% Salt Lake County**
- **20% Utah County**
- **23% Davis County + Weber County**
- **11% North + East** including:
  Box Elder County, Cache County, Carbon County, Daggett County, Duchesne County, Emery County, Grand County, Morgan County, Rich County, San Juan County, Summit County, Uintah County, Wasatch County
- **10% West** including:
  Beaver County, Garfield County, Iron County, Juab County, Kane County, Millard County, Piute County, Sanpete County, Sevier County, Tooele County, Washington County, Wayne County

Executive Summary



Executive Summary

1. Levels of awareness and familiarity of the HPV vaccine are very high, importance trails significantly.

- Aided awareness of the HPV vaccine is very high (94%), on par with Hepatitis (97%), MMR (98%), and the flu (98%) and a majority of Utahn Parents are at least “somewhat” familiar with the HPV vaccine (75%)
- When asked to rate the importance of the vaccines for their child, MMR and Hepatitis top the list followed by HPV, COVID-19 and flu.
    - Measles, mumps, and rubella (MMR) – 88%
    - Hepatitis – 72%
    - HPV – 59%
    - COVID-19 – 49%
    - Hepatitis (A or B) – 48%
- While the HPV vaccine is rated as more important than the flu vaccine, three-quarters of parents report their children have [ever] received the flu vaccine (75%), compared to only two-in-five reporting their child has received the HPV vaccine (41%).
    - This closely matches reported state HPV vaccination rates.

Executive Summary

2. HPV Vaccine ”Top-of-Mind” perceptions very mixed.

- On an “unaided” basis, Parents mention two positive things about the HPV vaccination (49%) to every negative mention (23%).
  - Overall, 24% mention benefits about reducing health risks-–only 15% specifically mention cancer prevention.
  - About the same number mention concerns about adverse health risks (21%).
- Half of parents agree that ages 11-13 are the most appropriate age to receive the vaccine (51%).
- Top reasons to get the vaccine include:
  - Protect child against cancer (selected by 79% of Parents),
  - Efficacy preventing HPV related cancer (73%),
  - Regret if HPV related disease occurred later (64%)
  - HPV vaccine has been proven safe and effective (62%)
- Top reasons “not” to get the vaccine include:
  - Potential regret if side effects occur (43%)
  - Believe it is unlikely their child will be infected with HPV (41%)
  - Pre-marital sex and/or HPV vaccine against my cultural/religious beliefs (35%)

Executive Summary

3. HPV Vaccine Likelihood is tepid, but improves with messaging.

- Likelihood to get the HPV vaccine is moderate among Utahn Parents (49%), but strengthens as they are exposed to vaccine descriptions and additional messaging.

PRE/POST Measures	Pre	Post	Difference
Likelihood to get the HPV vaccine *Q320/Q620 – Top 2 Box Would get*	49%	64%	+15
Would definitely get	22%	35%	+13
Not sure	12%	5%	-7

- Ultimately, less than one-in-five are not willing to get the vaccine (16%), even after exposure to messaging.

Executive Summary

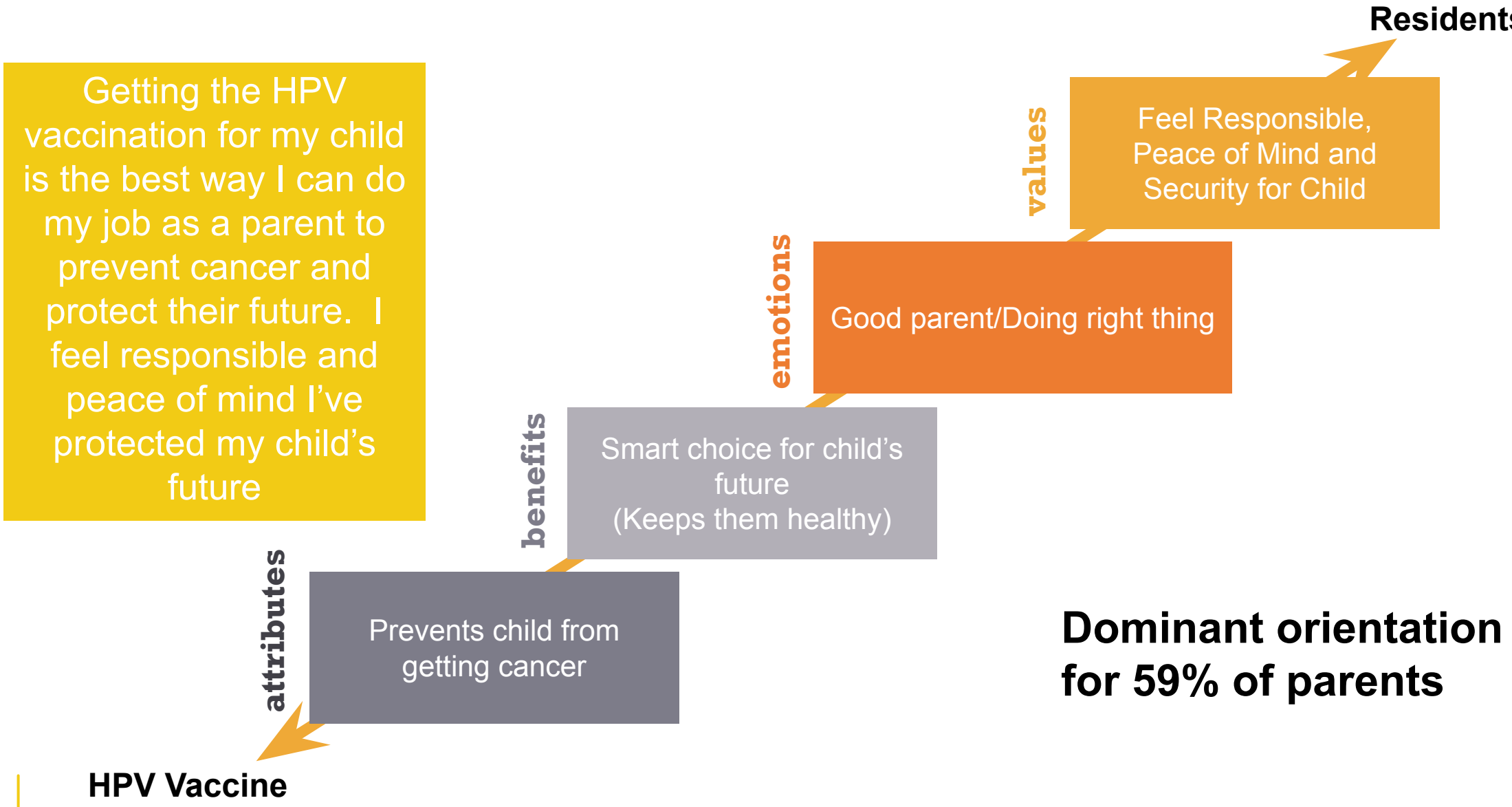
4. HPV Vaccine Messaging—the dominant theme

- All messaging should be framed around one fundamental Utahn priority...overwhelmingly, Utah Parents feel a responsibility for their children:
  - 89% believe Parents should be deeply involved in their children's lives.
  - The top "word equity" item tested is "protect my child" with a score of 81—one of the highest word equity scores ever recorded.
  - "Good Parent" is the dominant positive values orientation for HPV vaccination.
- Additionally, messages focusing on preventing cancer in their children are most powerful and compelling.
- Combining these two elements captures the dominant messaging theme:

Getting the HPV vaccination for my child is the best way I can do my job as a parent to prevent cancer and protect their future. I feel responsible and peace of mind I've protected my child's future.

Key Values Priority

Feeling Responsible and Peace of Mind as Parent for Making Right Choice for Child



Dominant orientation for 59% of parents

Executive Summary

5. HPV Vaccination Messaging—secondary theme

- Uncertainty and concern about the HPV vaccination clearly exist.
  - The dominant negative orientation for Utahn Parents starts with ‘uncertainty’:
    - You can never be 100% sure it will be safe for your child (38%)
    - It is not 100% effective—some children will still get HPV even after the vaccination—some with long-term problems (20%)

- However, safety and efficacy messages are clearly NOT the strongest messages and do not move parents to vaccinate nearly as much as cancer prevention. Nevertheless, they perform an important supportive messaging role.

Executive Summary

6. Top HPV Vaccine Messages

- Most convincing messages focus on cancer prevention, **regardless of audience**:

Most Impactful Messages OVERALL	Extremely / Very Convincing
HPV is estimated to **cause nearly 36,000 cases of cancer** in men and women in the U.S. every year. HPV **vaccinations can prevent more than 32,000 of these cancers** from ever developing.	**67%**
HPV is a common virus that **can cause 6 types of cancer**. While there is no treatment for HPV, **there is a vaccine that can prevent it** in the first place.	**66%**
Vaccinating your child at the recommended ages can help keep them healthy well into adulthood and is the **best way to prevent HPV cancers later in life**	58%

- Most convincing messages focusing on safety:

Most Impactful SAFETY/EFFECTIVE Messages	Extremely / Very Convincing
More than **120 million doses of the HPV vaccine have been safely administered** in the U.S. alone.	51%
Scientists and health organizations around the world closely monitor HPV vaccine safety, and **hundreds of studies have found it to be safe and effective.**	51%
The HPV vaccine is **most effective if it's administered long before exposure to HPV**-meaning you can get your kids vaccinated before you have to worry about them becoming sexually active.	51%

Executive Summary

7. Additional language for HPV Vaccinations

- Word Equity demonstrates the power of focusing on ”protection”, “prevention”, and “avoidance” (particularly of cancer and disease generally, as opposed to HPV specifically).
- All words and phrases specifically addressing the child (“Protect my child” and “do the right thing for my child” perform better than words and phrases about vaccine “safety”)

Top Words/Phrases	Word Equity Score
Protect my child	81%
Prevent 6 kinds of cancer	80%
Cancer prevention	78%
Avoid long-term ailments	77%
Avoid getting cancer	76%
Do the right thing for my child	73%
Stay healthy	72%
Prevent infection	72%
Highest safety testing	71%
Safe	66%
Avoid getting HPV	52%

- By far, personal family pediatricians are the most credible source or messenger on HPV vaccinations. Additionally, the American Cancer Society and recognized state health officials are also highly credible (Dr. Angela Dunn, Dr. Michael Good, Dr. Tamara Sheffield, and Richard Saunders).

Executive Summary

8. Sex, cultural beliefs, faith and HPV vaccination

- There is a strong cultural belief among most Utah Parents that “we should encourage teenagers and young adults to avoid sexual activity outside of marriage” (76% agree).
    - This view is even more strongly held among the dominant faith (Church of Jesus Christ parents, 96% agree).
- These beliefs clearly influence perceptions of the HPV vaccination.
    - About one third of parents cite these types of beliefs as reasons not to get the HPV vaccine:
        - “Pre-marital sex and/or HPV vaccination goes against my cultural/religious beliefs” (selected by 35% of Parents)
        - “My child will not be sexually active before marriage” (32%).
- Importantly, **these worries or concerns are outweighed by the desire to make sure their children are protected from cancer.** The main messages recommended (focusing on cancer prevention) also work best with this group of parents.
- **Moreover, in the end, less than 3% of parents remain dead set against vaccination citing reasons related to these beliefs** (i.e., “it sends the wrong signal” or “its unlikely my child will be infected”.)
- Additionally, it is interesting to note that **Parents who are members of the Church of Jesus Christ are no less or more likely than other Utah parents to have their children HPV vaccinated**.

Executive Summary

9. Audience targets

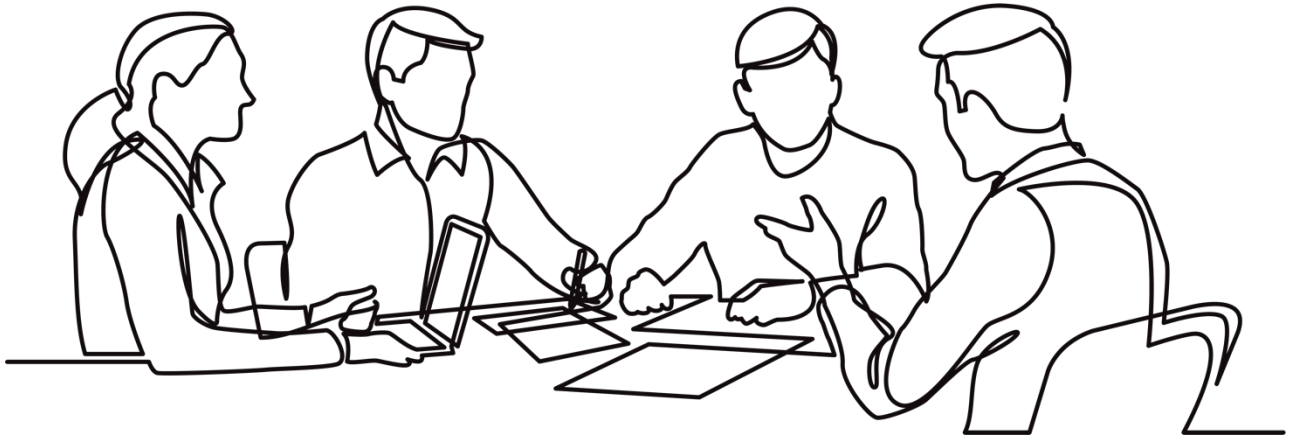
There are two different ways to identify audience targets.

- The simplest method identifies those most likely to vaccinate after messaging:
  - Urban (82%)
  - Hispanic (74%)
  - Parents under 34 (73%)
  - HHI less than $50K/yr (70%)

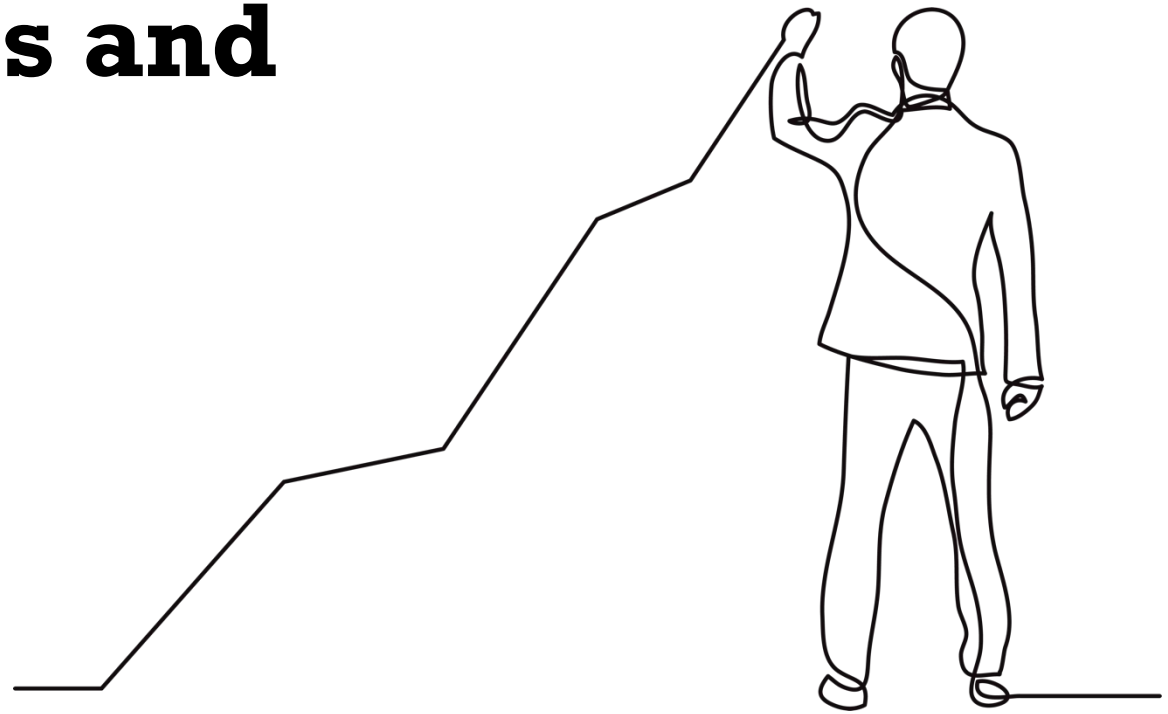
- Perhaps more significantly, we identify those who demonstrate the greatest improvement between reported current vaccination rates (self-reported) to likely future vaccination after messaging:
  - Urban (51 pt change)
  - < 35 yrs (44 pts)
  - Other ethnicity (40 pts)
  - Parents of Children 8-10 (40 pts)
  - Hispanic (30 pts)
  - Not employed (29 pts)

- Those least likely to get the vaccine after messaging:
  - Parents ages 55+ (36%)
  - Rural residents (42%)
  - Parents of children ages 14-17 (58%)

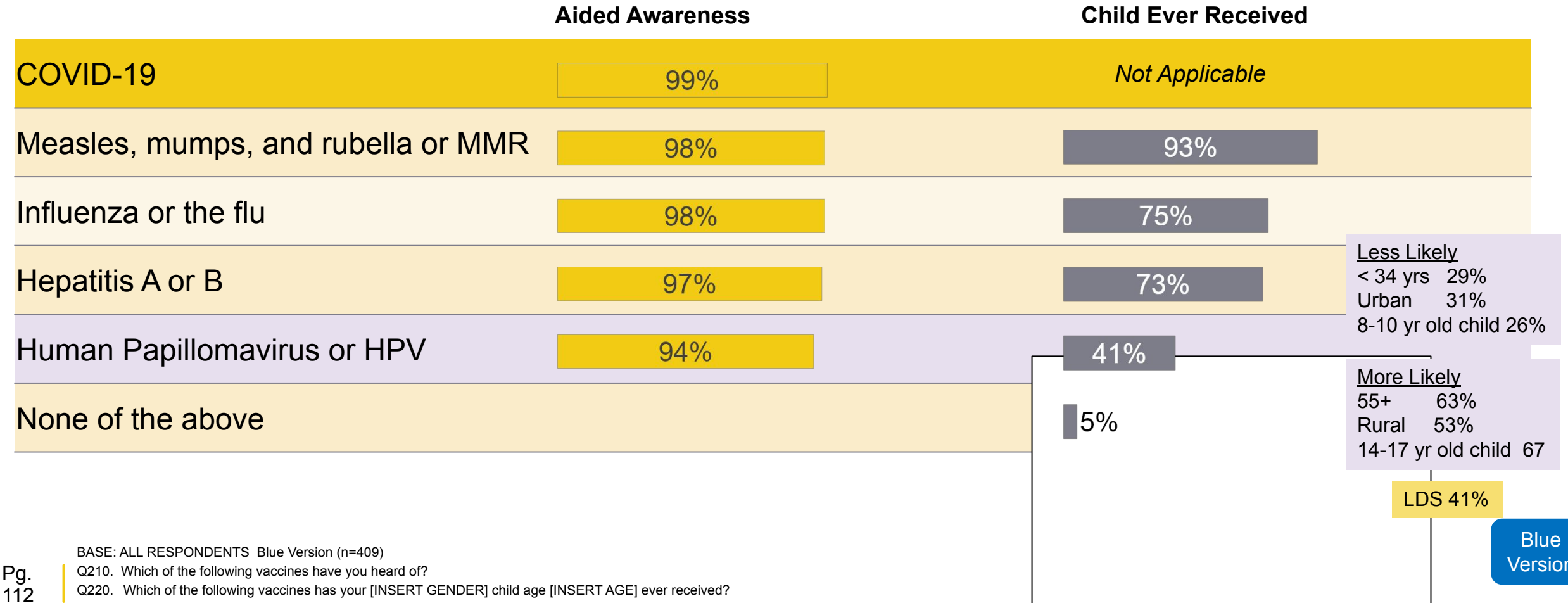
Detailed Findings



Vaccines Awareness and Importance



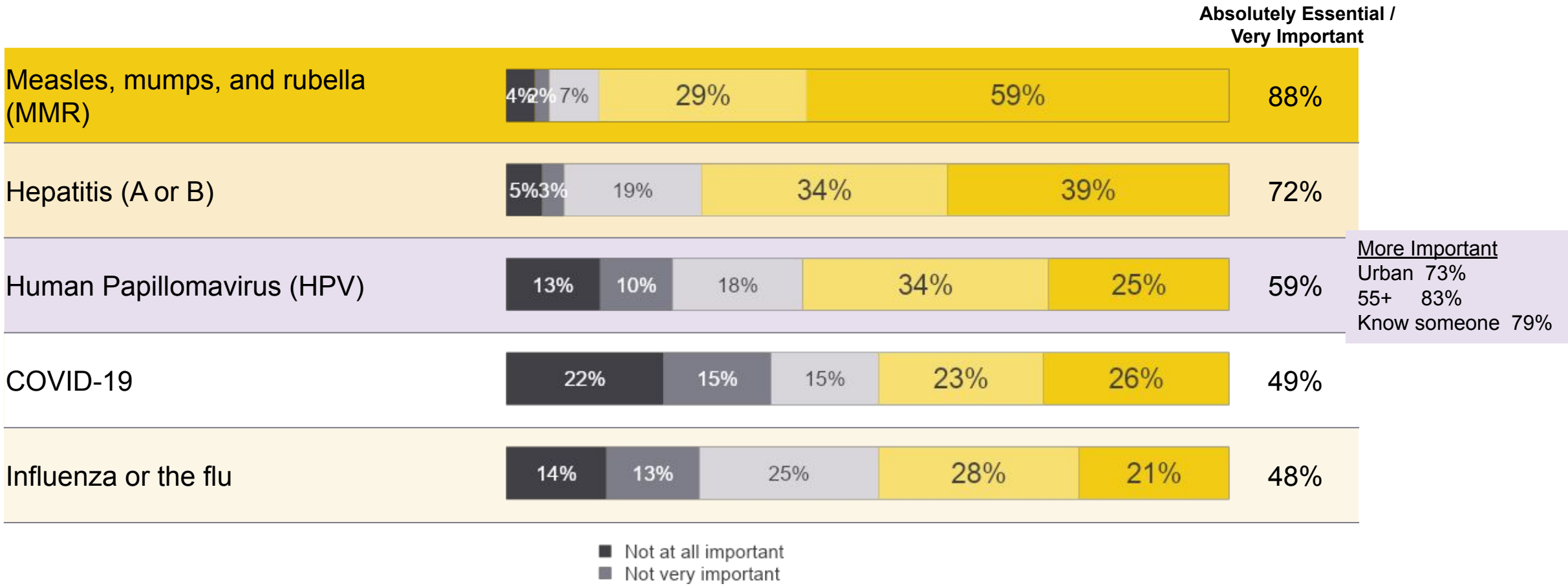
Although Utahn Parents are universally aware of all vaccines, only 4 out of 10 Parents report having the HPV vaccine for their child, compared to nearly all having the MMR vaccine and three quarters receiving the Hep A/B and flu vaccines.



BASE: ALL RESPONDENTS Blue Version (n=409)
Q210. Which of the following vaccines have you heard of?
Q220. Which of the following vaccines has your [INSERT GENDER] child age [INSERT AGE] ever received?

The HPV vaccine seen as more important for child than Covid-19 and Flu but less than MMR and Hep A/B.

Importance of Vaccines

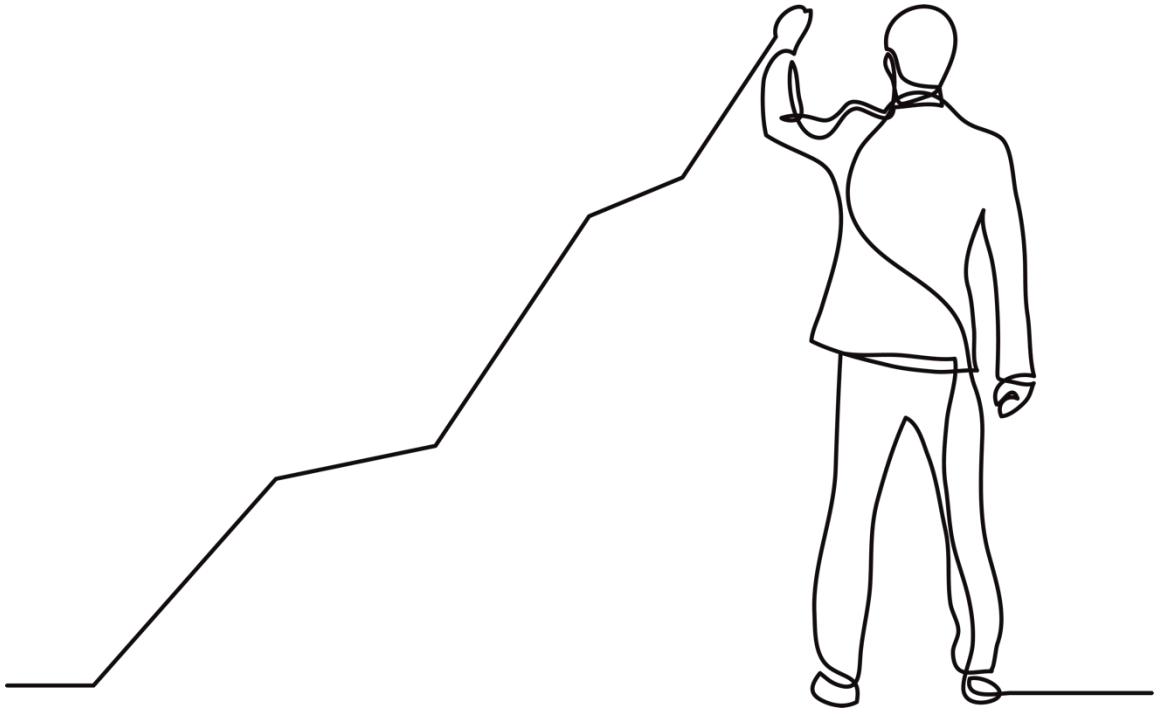


More Important
Urban 73%
55+ 83%
Know someone 79%

Blue Version

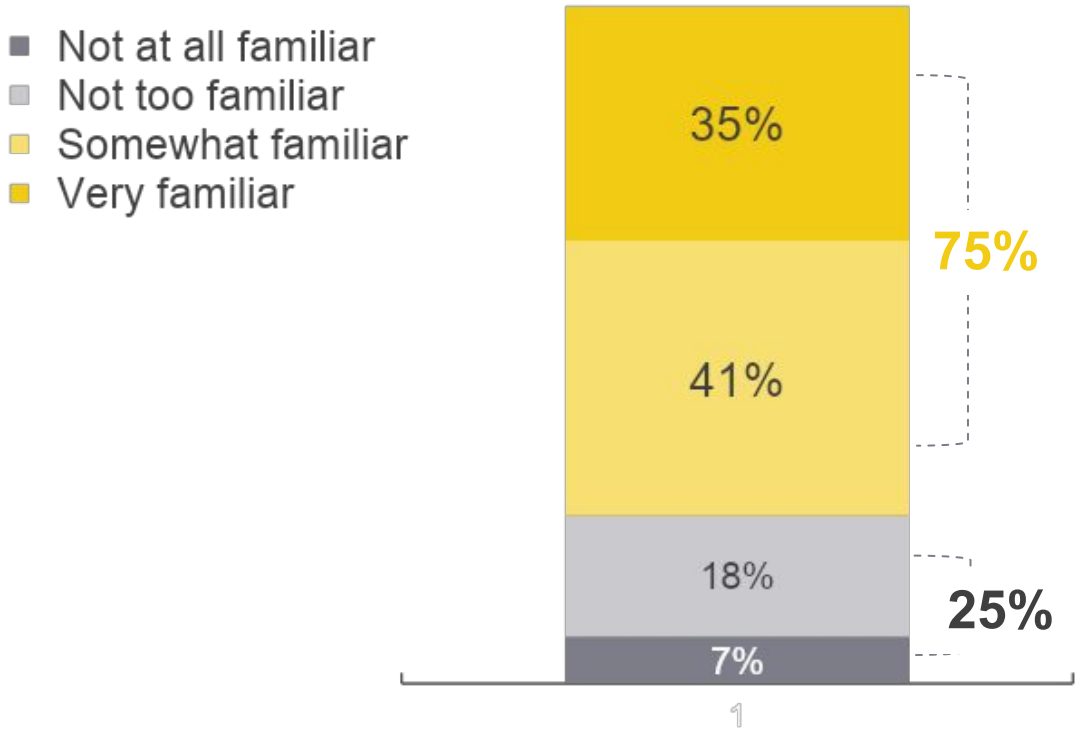
BASE: ALL RESPONDENTS Blue Version (n=409)
Q215 Whether or not they have gotten any of these vaccines, please rate each of the following vaccines based on how important you feel each is for you [INSERT GENDER] child age [INSERT AGE]

HPV Vaccine



Three quarters of Parents are at least somewhat familiar with the HPV vaccine.

Familiarity with the HPV Vaccine for Child
(Pre-Measure / Before Description)



Less Familiar
Male 65%
< 35 yrs 64%
Urban 58%

More Familiar
Female 87%
55+ yrs 82%
Hispanic 90%
Rural 86%

LDS 75%

Both Versions

BASE: ALL RESPONDENTS (n=614)
Q310. How familiar are you with what the HPV virus is and who needs to receive an HPV vaccine?

Recent information received about the HPV…

What Parents Have Heard, Read, or Seen Recently About The HPV Vaccine

Top Mentions

Positive (49%)		Neutral (28%)		Negative (23%)	
PREVENTION / RISK REDUCTION (SUB-NET)	**24%**	Haven't heard / seen anything recently	5%	**ADVERSE REACTIONS (SUB-NET)**	**17%**
Cancer prevention	12%	Heard positives and negatives	3%	Adverse reactions / side-effects - General	9%
Disease prevention	7%	Advice given	2%	Specific complications - Mentions	4%
Types of cancer it helps prevent	3%	Saw / Heard advertisement - Neutral	2%	Life-long side-effects	2%
Protection / Prevention - Unspecified	2%	Not required	2%	Painful	2%
IMPORTANCE (SUB-NET)	**7%**	Who it's for	1%	Dangerous / life-threatening	1%
Recommended by health professionals	3%	Unfamiliar with it	1%	Controversy	3%
Important to get your children / teenagers vaccinated	2%	Neutrality - General	1%	Promotes sexual activity / behavioral changes	3%
Important - General	1%	Information on what it is / does	1%	Not recommended / heard horror stories	3%
Important for everyone, not just the sexually active	1%			Only for the sexually active	2%
Important for the sexually active	1%			Procedural errors during safety trials	2%
Effective / proven	5%			Unnecessary / not needed	1%
Positivity - General	5%			Ineffective	1%
Saw / Heard advertisement - Positive	4%			Unproven / long-term uncertainties	1%
Research information	1%			Unsafe - Unspecified	0%
Safe	1%			Haven't heard / seen anything recently	1%
				None / Nothing	1%

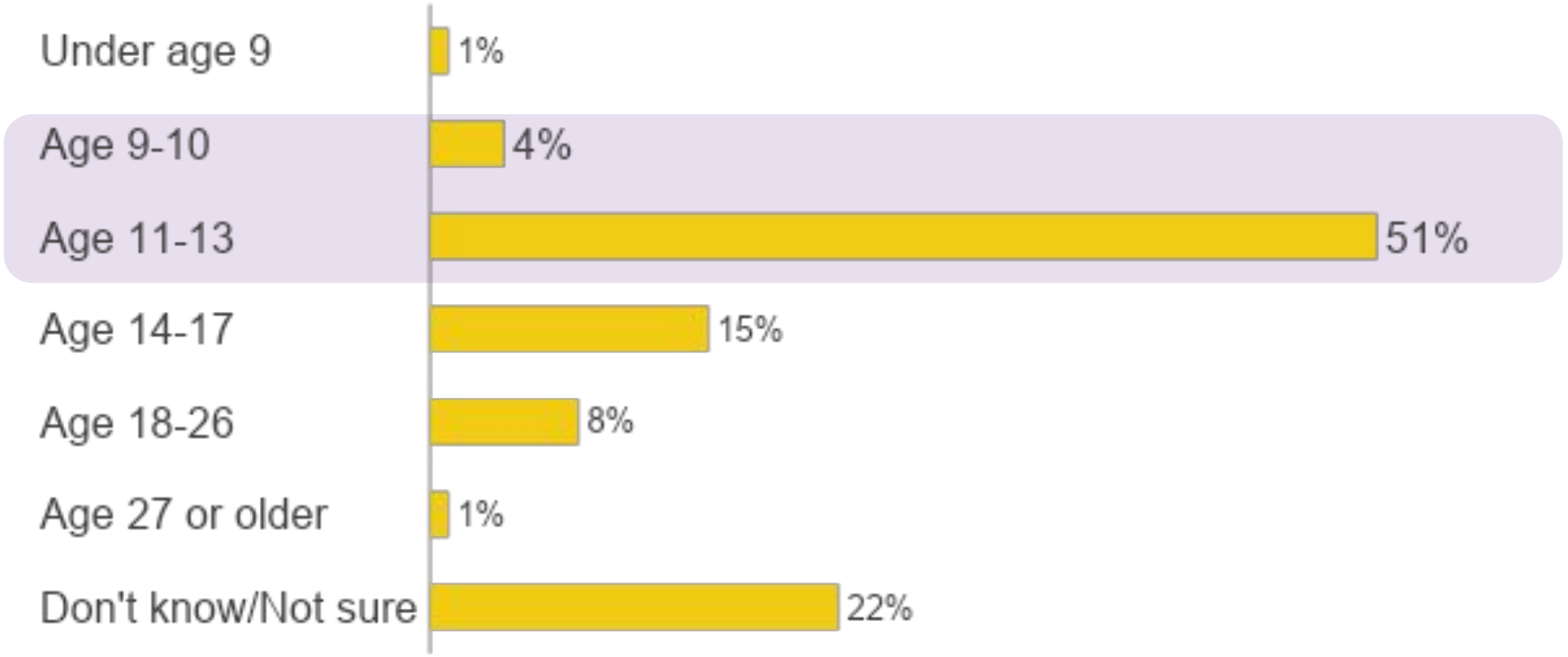
Green Version

BASE: ALL RESPONDENTS Green Version (n=200)

Q300.Please describe what, if anything, have you heard, read, or seen recently about the Human Papillomavirus or the HPV vaccine? Was this positive, neutral or negative?

Age 11-13 is perceived to be the most appropriate age to receive the HPV vaccine. About one fifth are unsure.

Most appropriate age to get the vaccine (unaided)



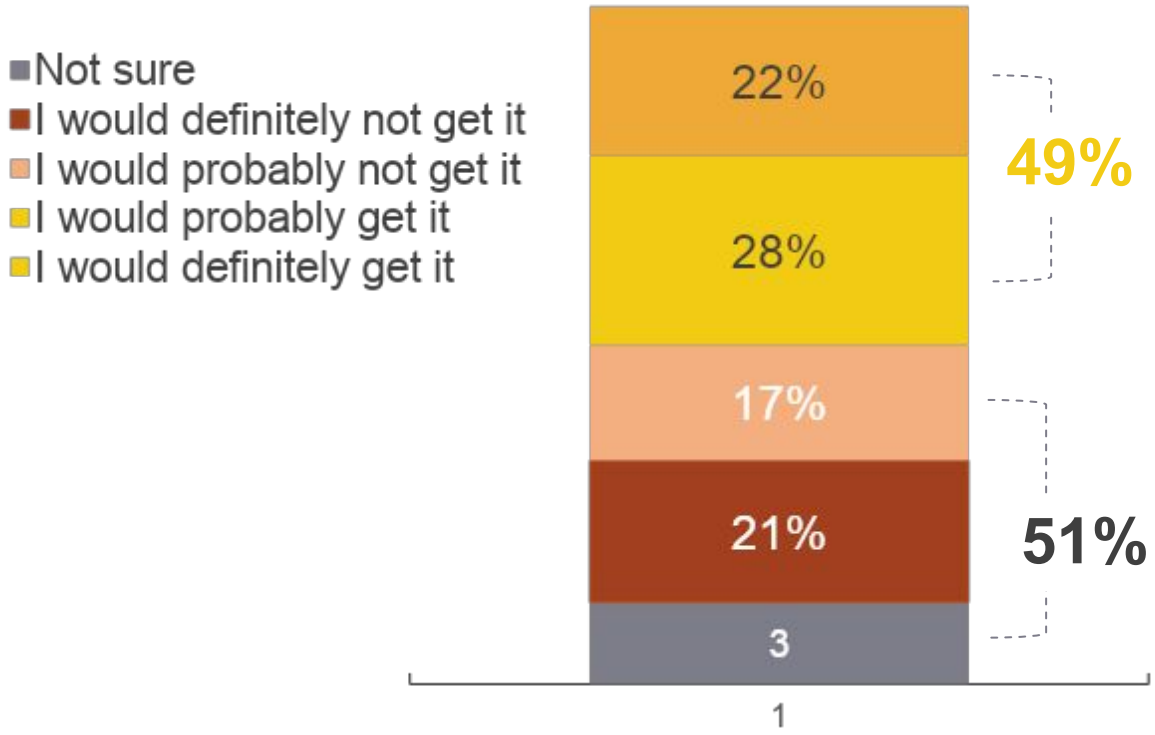
BASE: ALL RESPONDENTS Green Version (n=209)

Q315. Based on what you have heard or read, what do you consider the most appropriate age someone should receive an HPV vaccination? Select one answer only

Green Version

Half of Utahn Parents plan to get the HPV vaccine for their child BEFORE reading a general description of HPV.

Likelihood to Get the HPV Vaccine for Child
(Pre-Measure / Before Description)

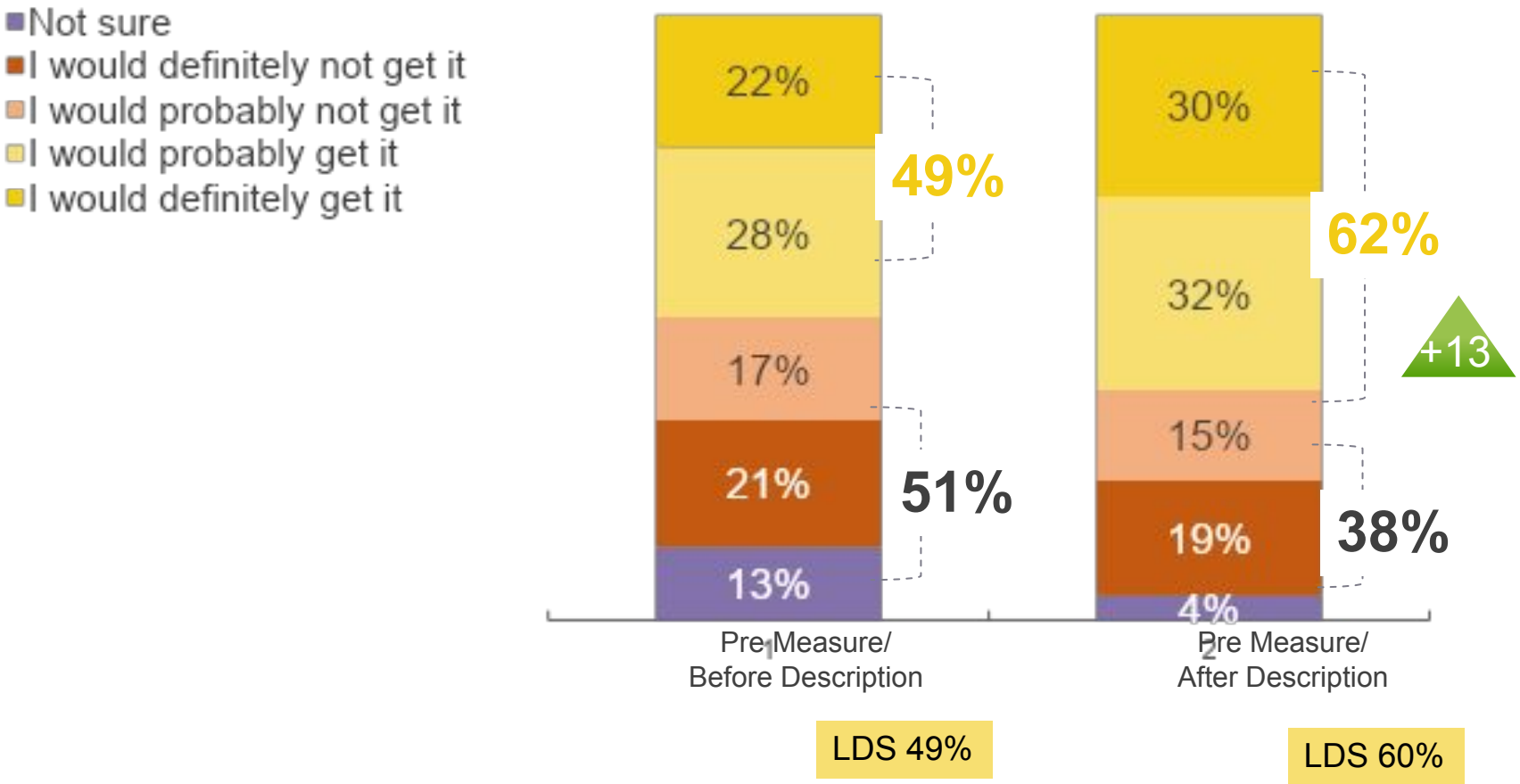


BASE: Child not vaccinated (n=345)
Q320. How likely is it that you will have your [INSERT GENDER] child age [INSERT AGE] get the HPV vaccine? (PRE MEASURE)

Both Versions

Likelihood to get the HPV vaccine increased 13 points AFTER Parents read a general HPV description.

Likelihood to Get the HPV Vaccine
(Pre-Measure / Before & After Description)



LDS 49%

LDS 60%

HPV Description

"Just so you know, HPV, or Human Papillomavirus, is a common virus that gets passed from one person to another through intimate skin-to-skin contact. About 80% of Americans will come into contact with it. It can cause 6 types of cancer. While there is no treatment for HPV, there is a vaccine that can prevent it."

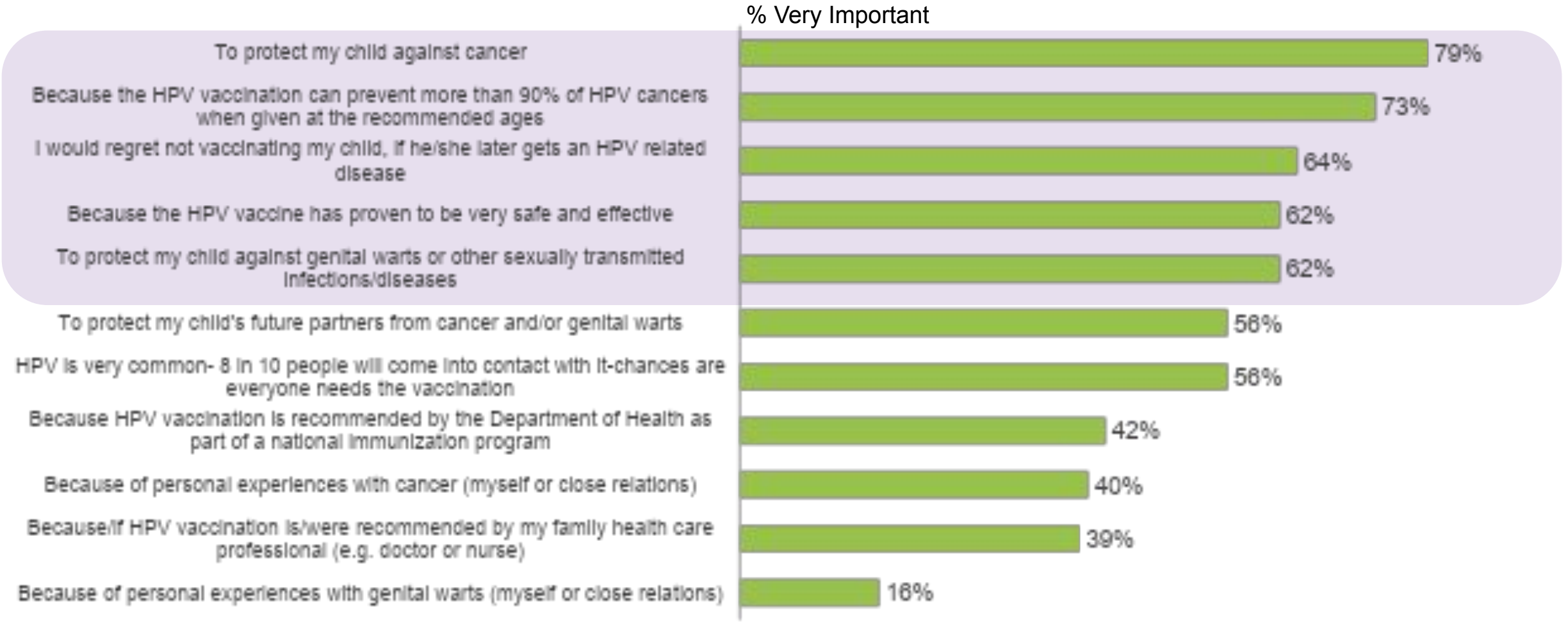
"Most doctors and the Center for Disease Control recommend children between ages 9 and 12 get the vaccine, but it is also recommended for anyone up to age 26."

BASE: Child not vaccinated (n=345)
Q320. How likely is it that you will have your [INSERT GENDER] child age [INSERT AGE] get the HPV vaccine? (PRE MEASURE)
Q335. Now with a bit more information, please indicate how likely is it that you will have your [INSERT GENDER] child age [INSERT AGE] get the HPV vaccine? (PRE MEASURE)

Both Versions

TOP reasons to get HPV Vax: Cancer/disease prevention and safe/effective.

Importance of reason to get the HPV vaccine

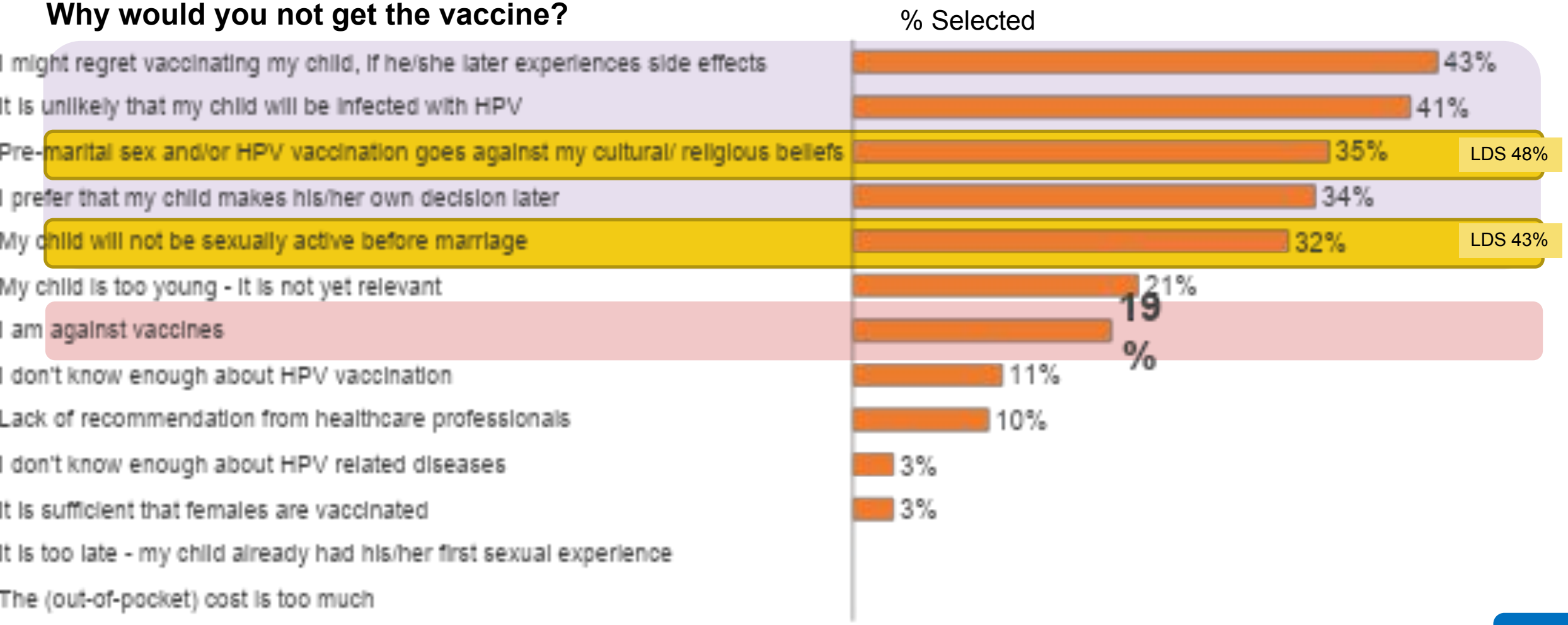


Blue Version

BASE: Those who would get the HPV vaccine Blue version. (n=140)
Q345.How important are each of the following are reasons why you would get the HPV vaccine for your child?

Top reasons not get HPV Vax: Concern about side effects, belief child is unlikely to get HPV, and worry about sexual promiscuousness.

Why would you not get the vaccine?



Blue Version

BASE: Those who would not get the HPV vaccine. Blue version (n=85)
Q340. Which of the following are reasons that you would not get the HPV vaccine for your child? Please select all that apply

WORD EQUITY

QUESTION:

Whether or not you personally agree with the HPV vaccine these are words and phrases that are sometimes used when people talk about the HPV vaccine and what it does.

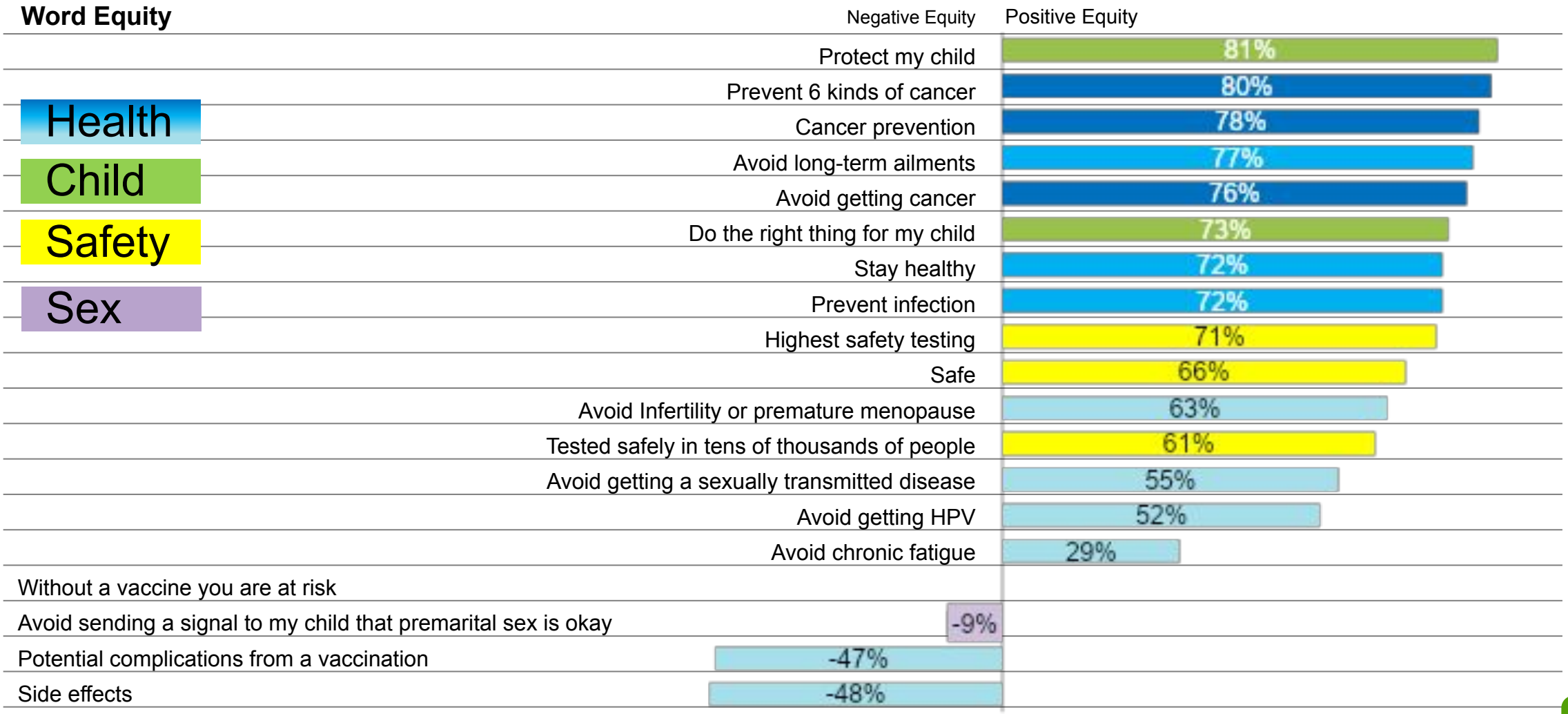
For each of the following words or phrases, please indicate whether you have a positive, negative or neutral feeling about each word or phrase being used to talk about the HPV vaccine.

1 Strongly negative
2 Somewhat negative
3 Neutral / Not sure
4 Somewhat positive
5 Strongly positive

Words/Phrases Tested

- Protect my child
- Do the right thing for my child
- Prevent infection
- Avoid long-term ailments
- Avoid getting cancer
- Cancer prevention
- Prevent 6 kinds of cancer
- Avoid getting a sexually transmitted disease
- Avoid getting HPV
- Avoid Infertility or premature menopause
- Avoid chronic fatigue
- Avoid sending a signal to my child that premarital sex is okay
- Potential complications from a vaccination
- Side effects
- Without a vaccine you are at risk
- Stay healthy
- Safe
- Tested safely in tens of thousands of people
- Highest safety testing

Most effective language: protecting child from cancer. Prevention of disease stronger than the disease.



BASE: ALL RESPONDENTS Green Version (n=209)

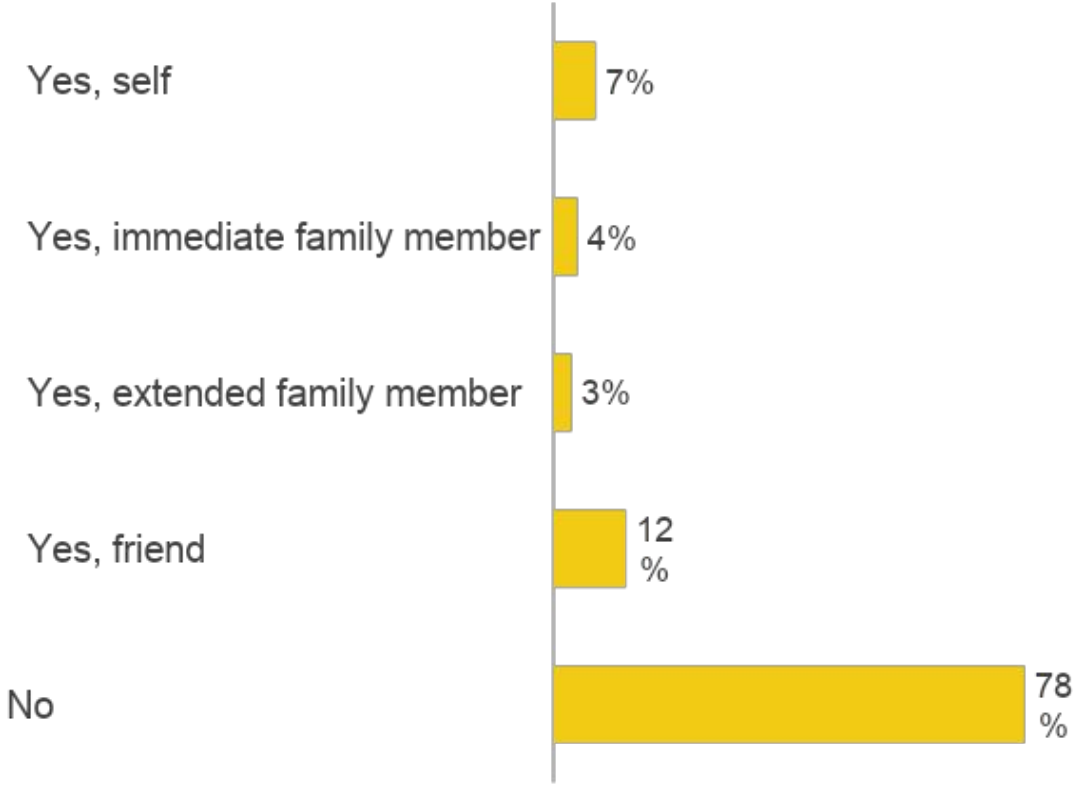
Q500. For each of the following words or phrases, please indicate whether you have a positive, negative or neutral feeling about each word or phrase being used to talk about the HPV vaccine

Green Version

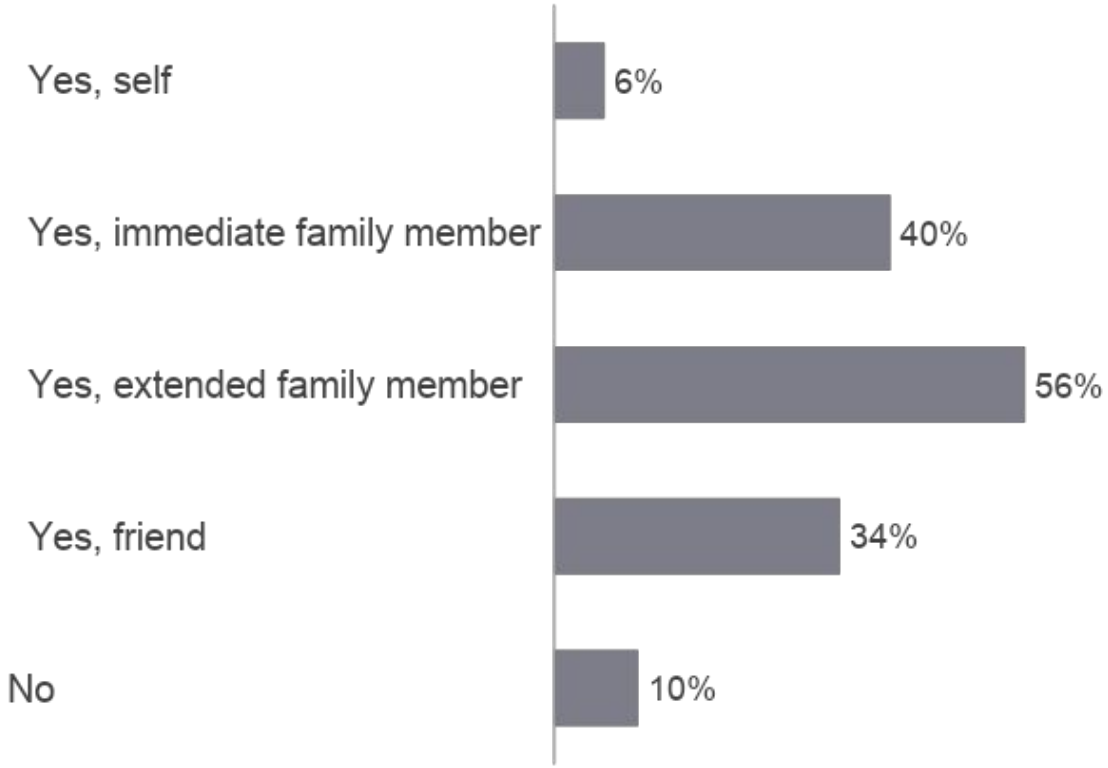
Emotional Context and Rational and Emotional Benefits of Vaccines

Few Utahn Parents know someone who has had HPV, but nearly all know someone who have had some type of cancer.

Know Someone Who Has Tested Positive for HPV



Know Someone Who Has had Any Type of Cancer

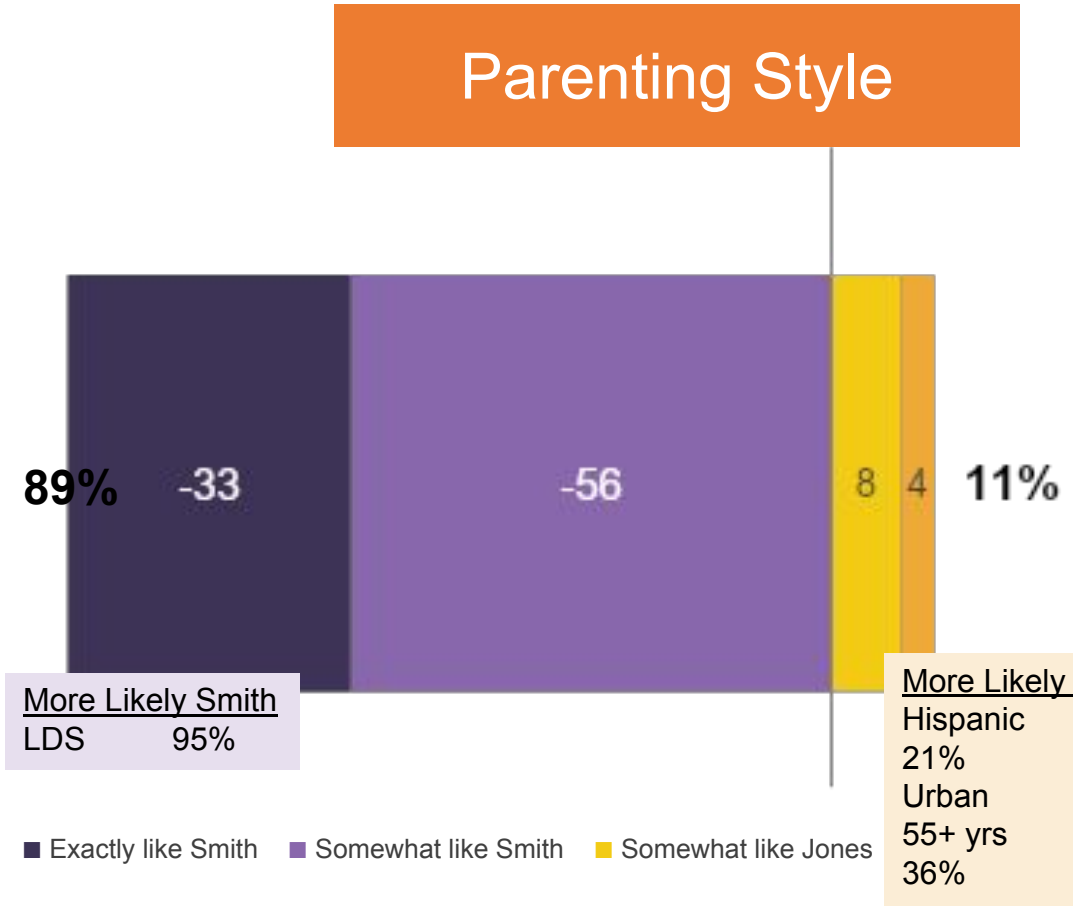


BASE: ALL RESPONDENTS (n=614),
Q630. Do you personally know someone who has tested positive for Human Papillomavirus, or HPV? Please select all that apply.
Q635 Do you personally know someone who has had any type of cancer? Please select all that apply.

Both Versions

The majority of Parents believe they should be deeply involved in their children's lives and the decisions they make.

Smith believes parents should be deeply involved in their children's lives and the decisions they make. They should make a point of knowing the names of all their friends, how they are doing in all their classes at school, how they spend their free time, where they are and what they are doing.



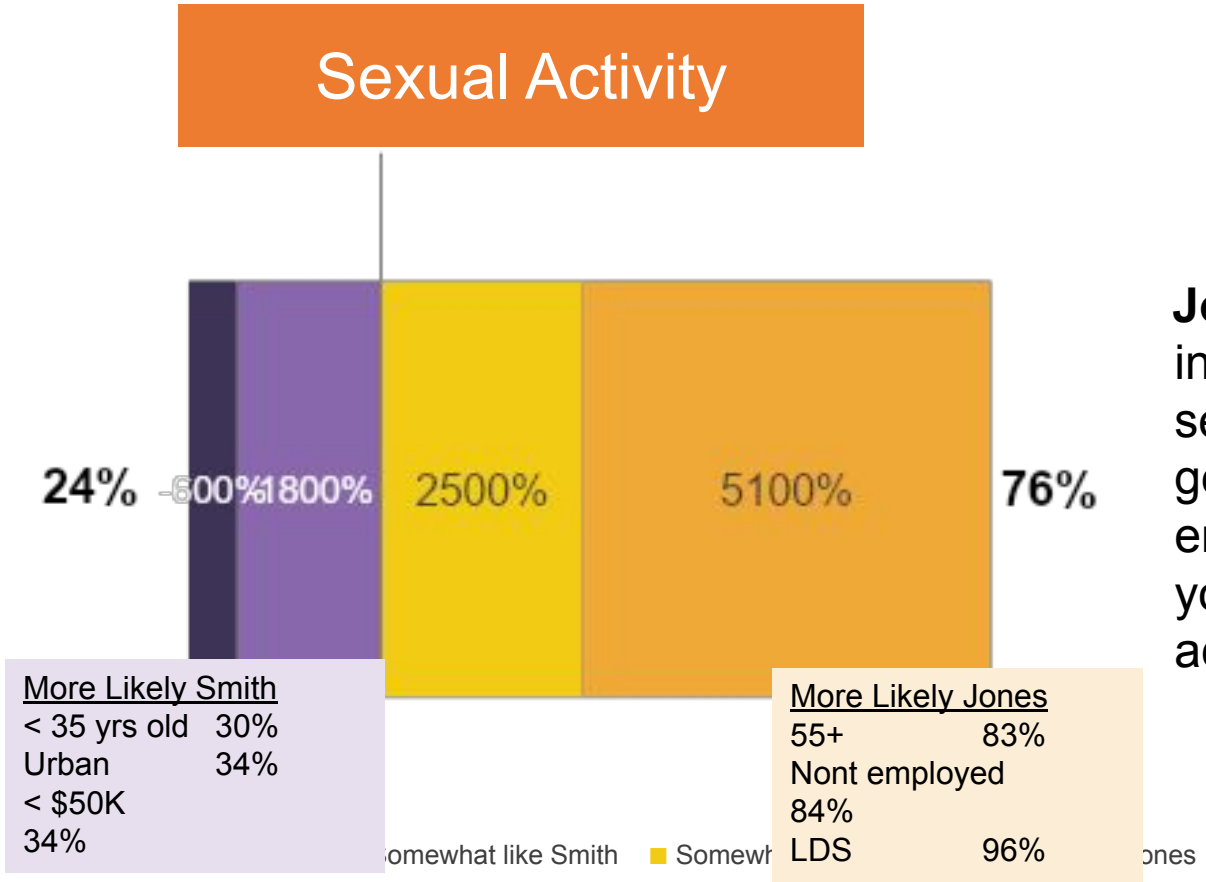
Jones believes parents should be more hands off and give their children a lot of freedom to learn things on their own without planning or making decisions for them.

BASE: ALL RESPONDENTS Blue Version (n=409)
Q610.Below are the views of two different parents. Please read each and indicate, is your opinion more like [ROTATE ORDER] Smith or Jones?

Blue Version

Three quarters of Parents believe that individuals should not be sexually active before getting married.

Smith believes sexual activity is a normal and healthy part of adolescence. We should expect teenagers and young adults to have multiple sexual partners.



Jones believes that individuals should not be sexually active before getting married. We should encourage teenagers and young adults to avoid sexual activity outside of marriage

Blue Version

BASE: ALL RESPONDENTS Blue Version (n=409)
Q615.Below are the views of two different parents. Please read each and indicate, is your opinion more like [ROTATE ORDER] Smith or Jones?

The Values Framework

The Path to Effective Communications

emotional level

How we connect with consumers' feelings and personal experience to elicit emotional responses aligned with their core personal values, needs, and wants.

individual values
stable, enduring personal goals

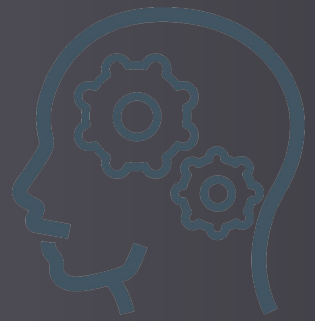
emotional benefits + consequences
emotional or social consequences derived from the functional consequences

rational benefits + consequences
functional consequences derived from attributes

attributes
tangible features/attributes

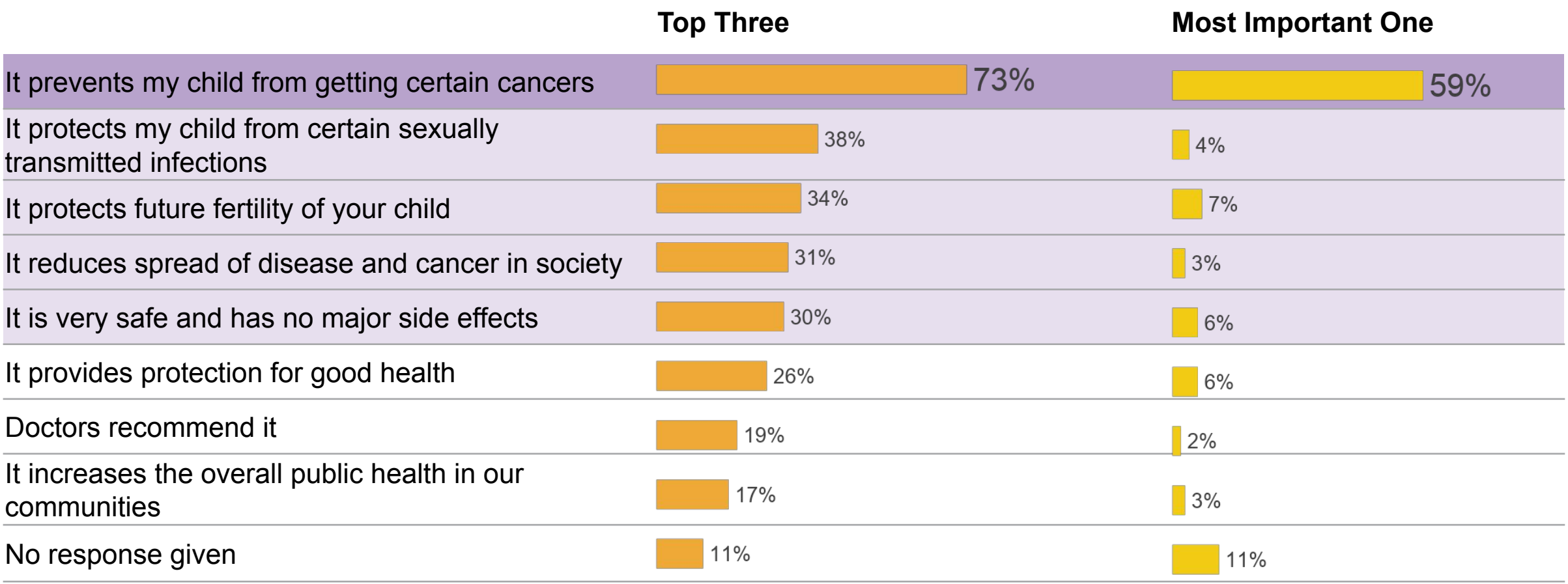
rational level

What tangible benefits brands and products provide.



Preventing child from getting cancer is by far the most positive things connected to the HPV vaccine.

HPV Vaccine Positive Attributes



BASE: Child Has Not Received HPV Vaccine (n=110)

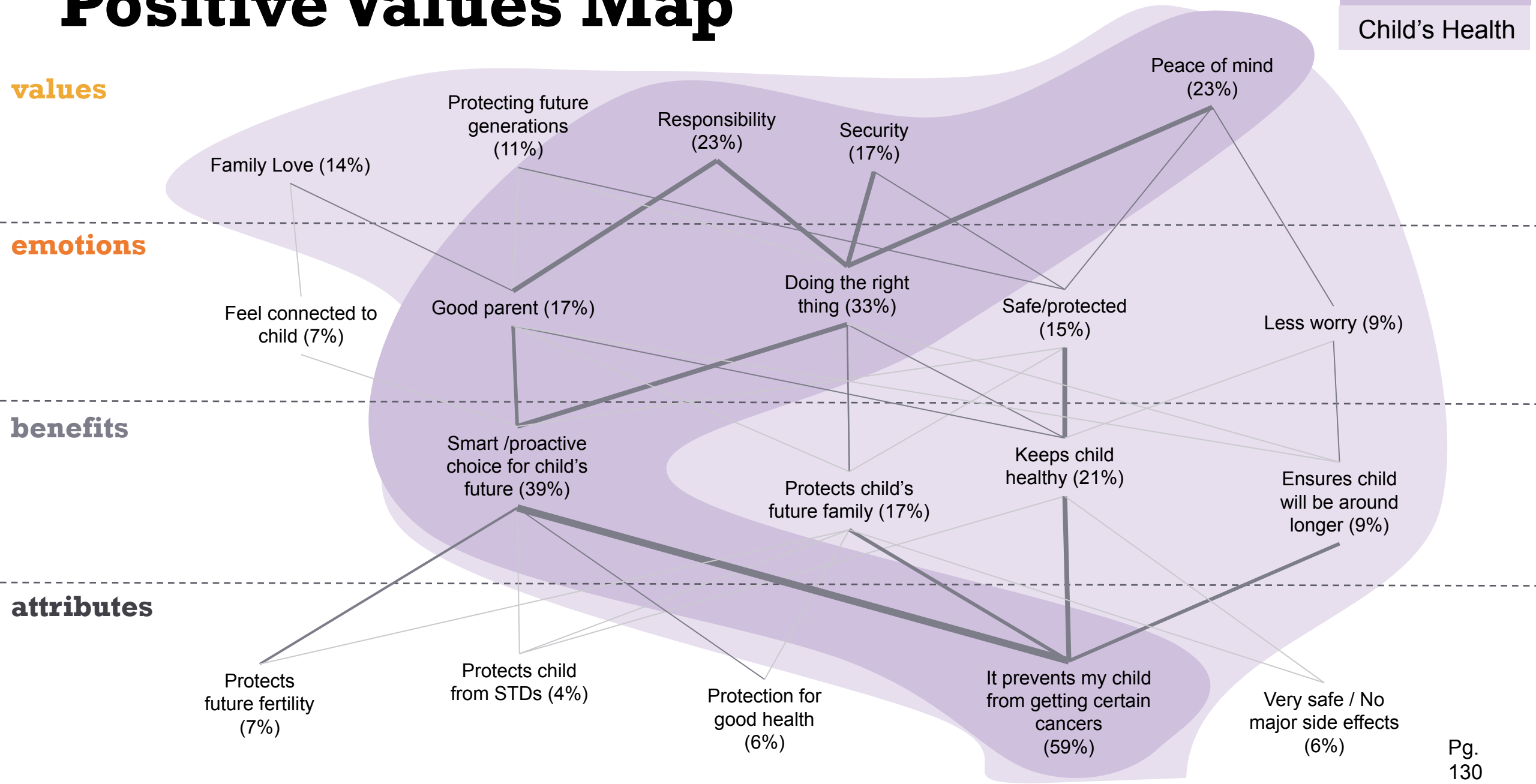
Q400. There are a number of different positive things that are connected to the HPV vaccine for pre-teens and teens.
Thinking about your own personal situation as a parent and looking through the list below, please select the top three things you feel are most important and valuable to you personally and how you feel about the HPV vaccine.

Q401. Now, from your top three, please select the one that is the most important positive thing for you personally..

Green Version

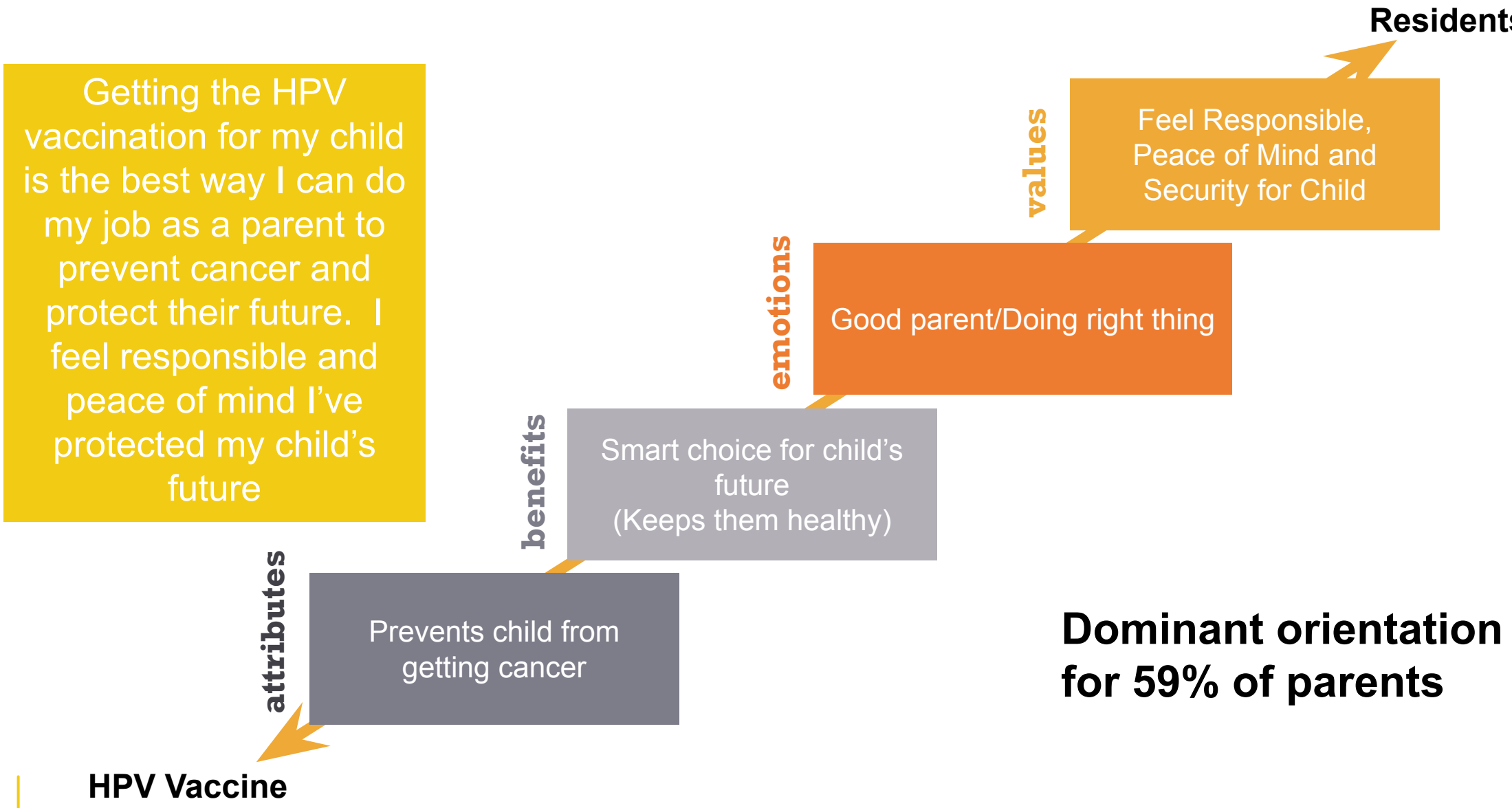
Positive Values Map

Good Parent
Child's Health



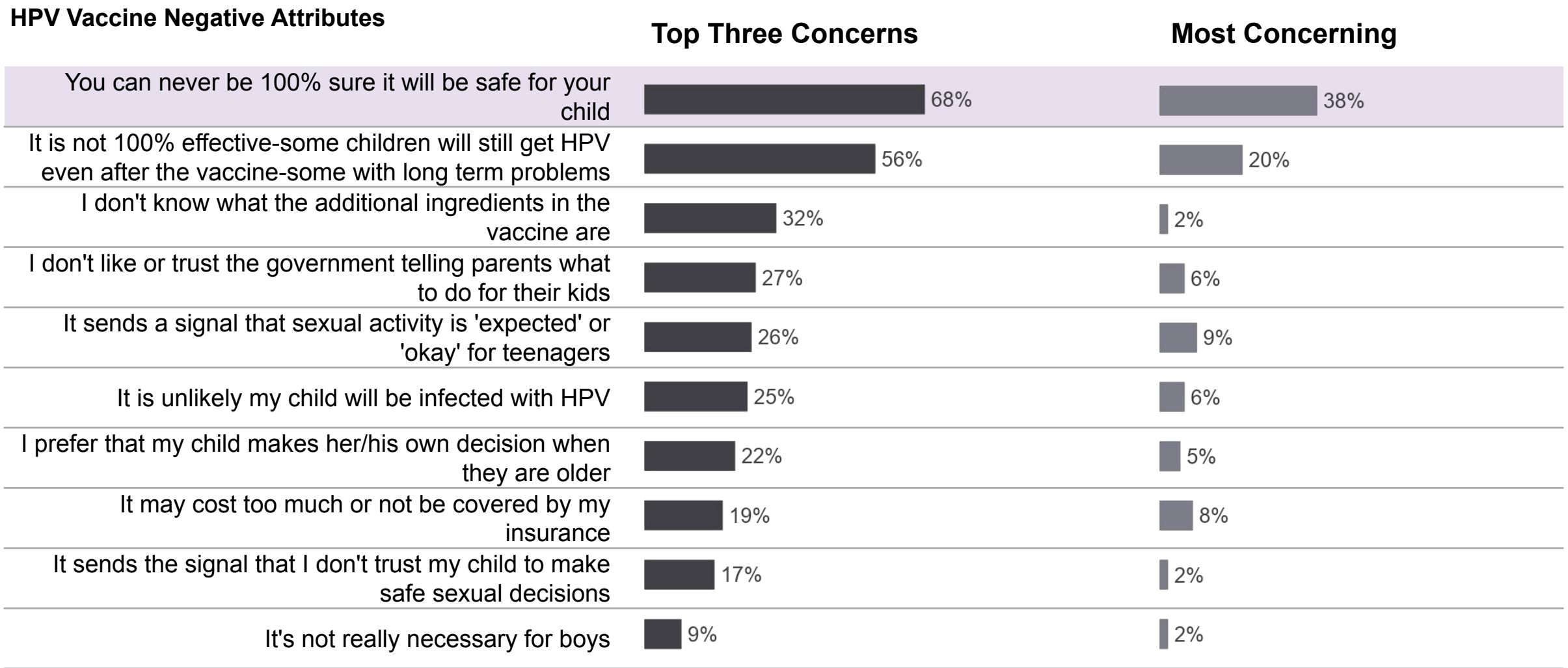
Key Values Priority

Feeling Responsible and Peace of Mind as Parent for Making Right Choice for Child



Dominant orientation for 59% of parents

Safety and efficacy are the main concerns relating to the HPV vaccine.



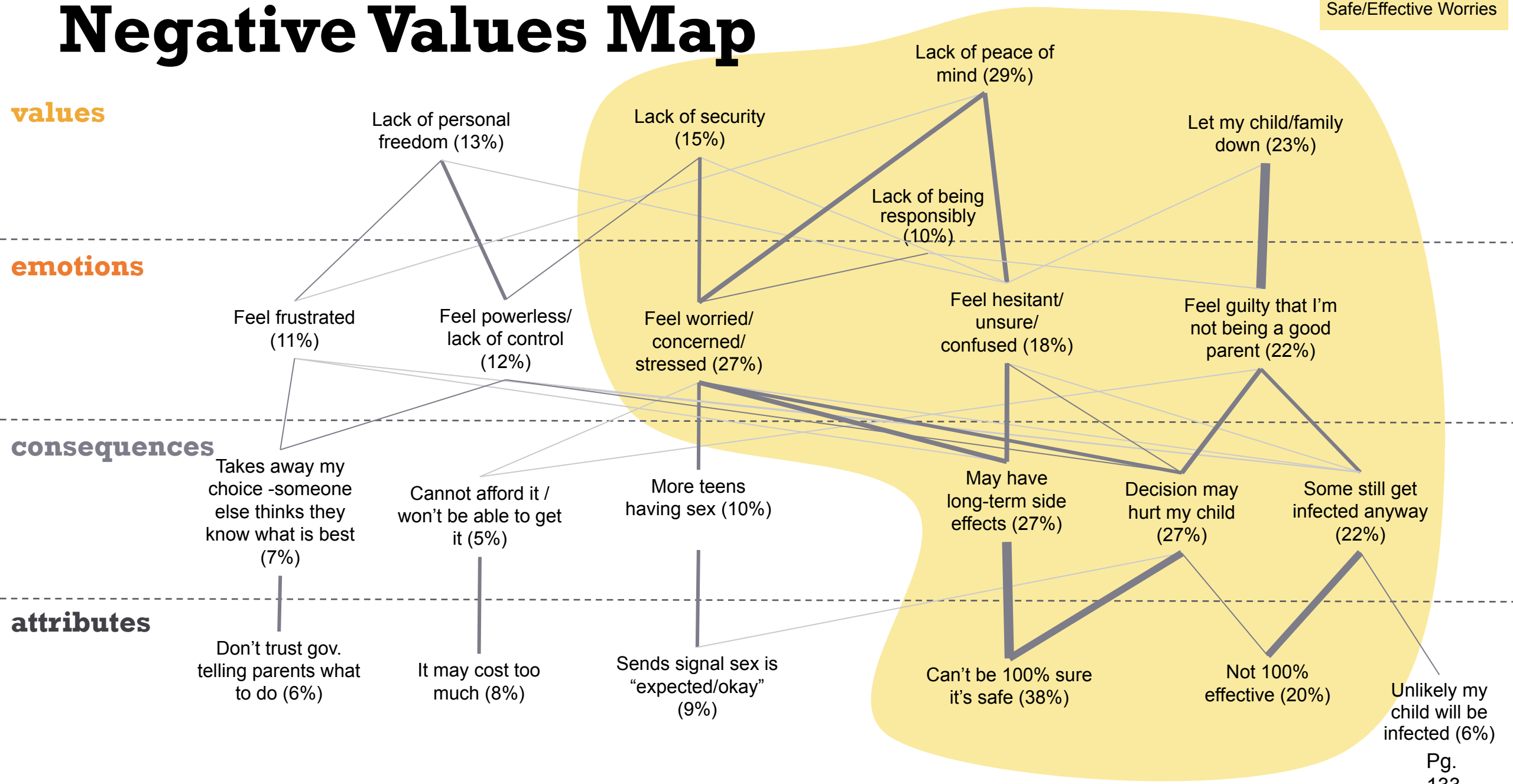
BASE: ALL RESPONDENTS (n=604)

Q420. Now let's look at the HPV vaccine from the other side. What are the main concerns you have about the HPV vaccine? What do you find undesirable, frustrating, or upsetting about the HPV vaccine for your child?

Q425. Now, from your top three, please select the **one** that is the **most concerning** for you personally.

Negative Values Map

Safe/Effective Worries



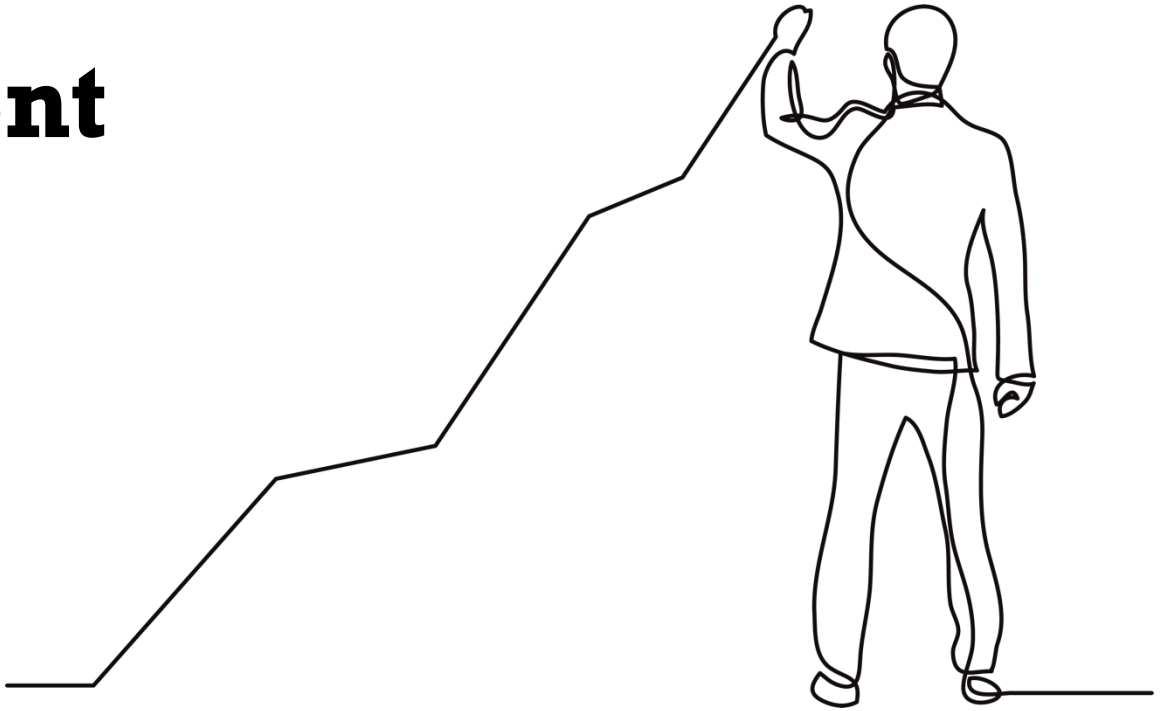
Key Values Strategy

Less Peace of Mind and Security from Possible Side-effects

The uncertainty over the vaccine's safety and efficacy makes parents worry it might actually hurt their child which would bring additional worry or guilt leading to a lack of peace of mind and a feeling that you have let your family down.

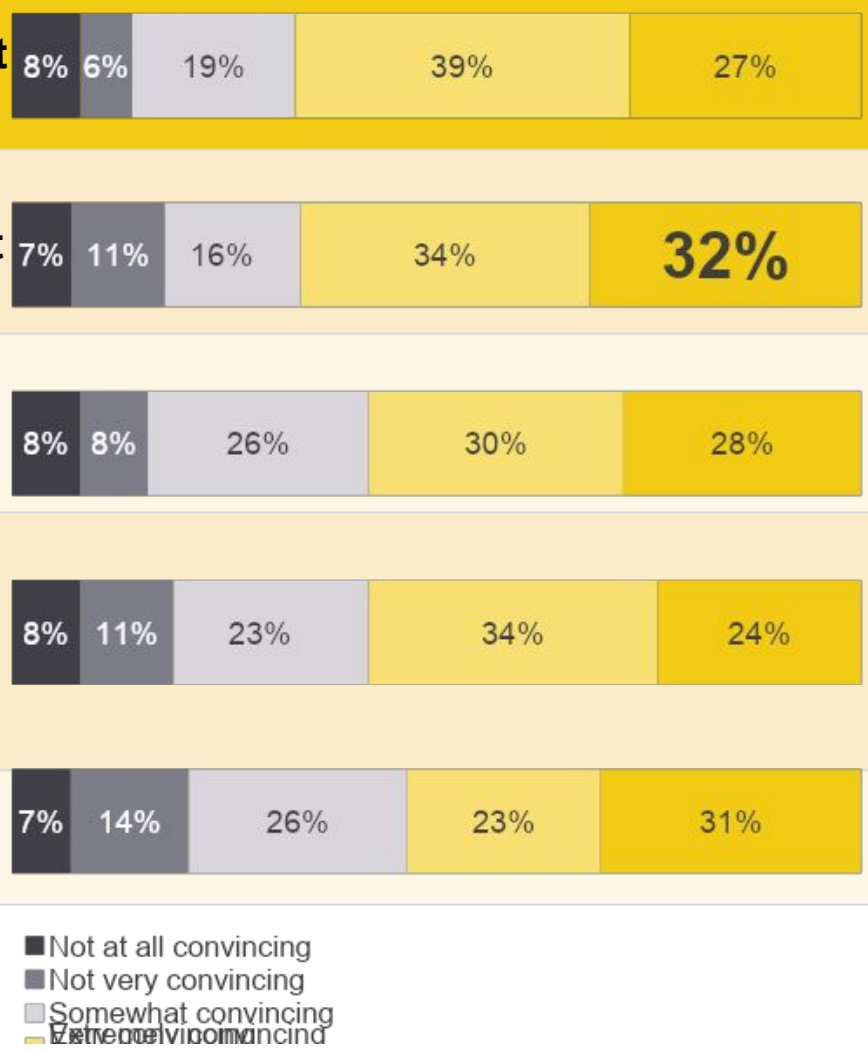
Dominant orientation for 58% of residents

Message Assessment



Messages focused on preventing cancer are most convincing to get the vaccine.

Message Impact	Extremely/Very Convincing
HPV is estimated to **cause nearly 36,000 cases of cancer** in men and women in the U.S. every year. HPV **vaccinations can prevent more than 32,000 of these cancers** from ever developing.	67%
HPV is a common virus that **can cause 6 types of cancer**. While there is no treatment for HPV, **there is a vaccine that can prevent it** in the first place.	66%
Vaccinating your child at the recommended ages can help keep them healthy well into adulthood and is the **best way to prevent HPV cancers later in life**	58%
An estimated 85% of people will get an HPV infection in their lifetime. Most go away on their own without lasting problems, but there is **no way to know which infections will turn into cancer**. That is why it is important that all children get vaccinated against HPV.	58%
The **HPV vaccine prevents cancer.**	54%



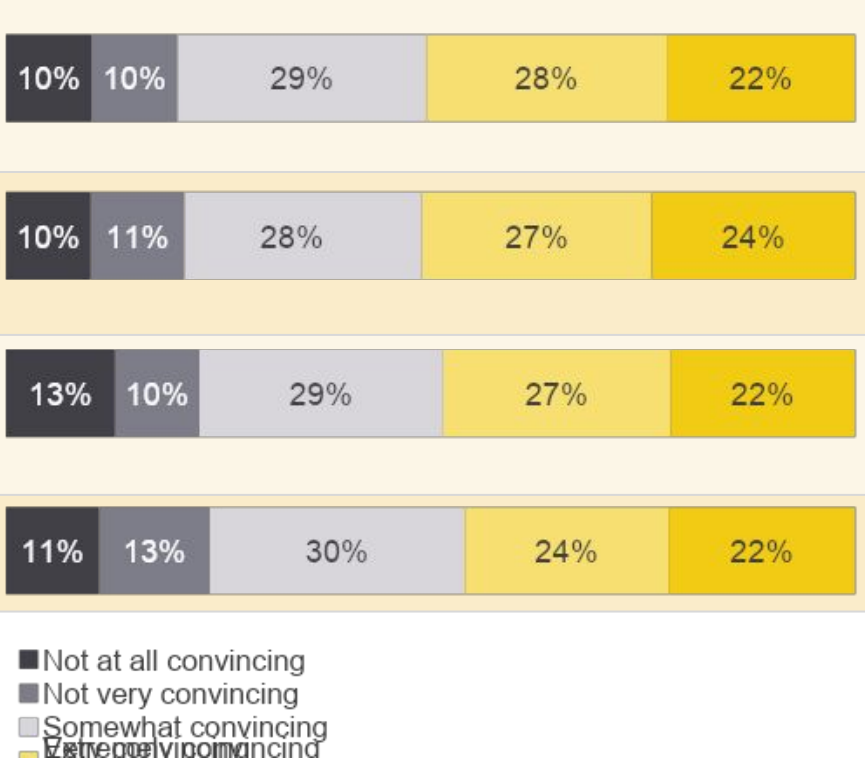
Blue Version

BASE: ALL RESPONDENTS Blue Version (n=405)

Q600.Below are various statements outlining reasons to get the HPV Vaccine. Please read them carefully and for each, please indicate how convincing you find the statement to encourage people like yourself to get vaccinated..

Messages focused on preventing cancer are most convincing to get the vaccine.

Message Impact	Extremely/Very Convincing
If enough children get vaccinated against HPV, spread of HPV will decrease and become rarer.	52%
More than **120 million doses of the HPV vaccine have been safely administered** in the U.S. alone.	51%
Scientists and health organizations around the world closely monitor HPV vaccine safety, and **hundreds of studies have found it to be safe and effective.**	51%
The HPV vaccine is **most effective if it's administered long before exposure to HPV**-meaning you can get your kids vaccinated before you have to worry about them becoming sexually active.	51%
The **HPV vaccine is safe, effective, and long-lasting.**	49%
Even if your child doesn't have sex before marriage, **your child's spouse could have or get HPV**.	46%



Blue Version

BASE: ALL RESPONDENTS Blue Version (n=405)

Q600.Below are various statements outlining reasons to get the HPV Vaccine. Please read them carefully and for each, please indicate how convincing you find the statement to encourage people like yourself to get vaccinated..

Messages that drive Gender and Age subgroups

	Gender		Age			Ethnicity	
	Male	Female	<34	35-54	55+	White	Hispanic
HPV is estimated to **cause nearly 36,000 cases of cancer** in men and women in the U.S. every year. HPV **vaccinations can prevent more than 32,000 of these cancers** from ever developing.	#1 (tied)	#1	#1	#1 (tied)	#2	#1	#3
HPV is a common virus that **can cause 6 types of cancer**. While there is no treatment for HPV, **there is a vaccine that can prevent it** in the first place.	#1 (tied)	#2	#2	#1 (tied	#3	#2	#2
Vaccinating your child at the recommended ages can help keep them healthy well into adulthood and is the **best way to prevent HPV cancers later in life**		#3		#3 (tied)	#1		#1
An estimated 85% of people will get an HPV infection in their lifetime. Most go away on their own without lasting problems, but there is **no way to know which infections will turn into cancer**. That is why it is important that all children get vaccinated against HPV.	#3		#3	#3 (tied)		#3	#3
The **HPV vaccine prevents cancer.**							

BASE: ALL QUALIFIED RESPONDENTS (n=485 to 1,000)
Q300. [T2B] There are a number of different reasons to update eligibility rules to allow Cal Grants and scholarships for students in need who want to attend an accredited college or university that is 100% online. For each of the following reasons, please indicate how important you feel it is.

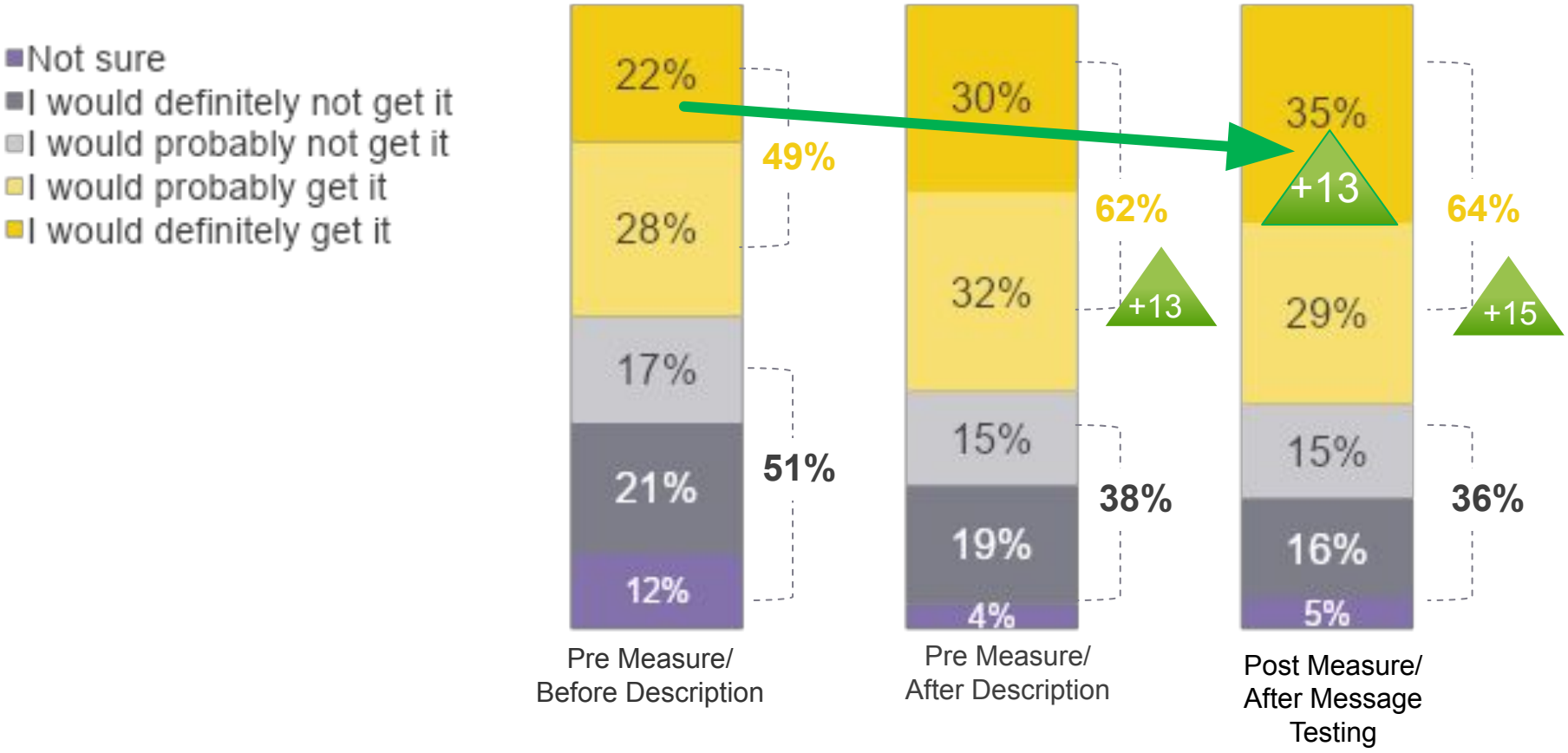
Messages that drive Gender and Age subgroups

	Church of Jesus Christ	Area		
		Urban	Suburban	Rural
HPV is estimated to **cause nearly 36,000 cases of cancer** in men and women in the U.S. every year. HPV **vaccinations can prevent more than 32,000 of these cancers** from ever developing.	#2 (tied)	#1 (tied)	#1	
HPV is a common virus that **can cause 6 types of cancer**. While there is no treatment for HPV, **there is a vaccine that can prevent it** in the first place.	#1 (tied)	#1 (tied	#2	#2
Vaccinating your child at the recommended ages can help keep them healthy well into adulthood and is the **best way to prevent HPV cancers later in life**	#3 (tied)		#3 (tied)	#1
An estimated 85% of people will get an HPV infection in their lifetime. Most go away on their own without lasting problems, but there is **no way to know which infections will turn into cancer**. That is why it is important that all children get vaccinated against HPV.	#3 (tied)	#3 (tied)	#3 (tied)	#3 (tied)
The **HPV vaccine prevents cancer.**		#3 (tied)		

BASE: ALL QUALIFIED RESPONDENTS (n=485 to 1,000)
Q300. [T2B] There are a number of different reasons to update eligibility rules to allow Cal Grants and scholarships for students in need who want to attend an accredited college or university that is 100% online. To each of the following reasons, please indicate how important you feel it is.

Utahns are even more likely to get the HPV vaccine after the message testing exercise.

Likelihood to Get the HPV Vaccine
Pre-Measure (Before & After Description)
/Post measure



Pre/Post Shift

WOULD GET THE VACCINE (NET)	**14%**
Definitely will get it	13%
Probably will get it	1%
WOULD NOT GET THE VACCINE (NET)	**-14%**
Probably not get it	-2%
Definitely not get it	-4%
Not sure	-8%

BASE: Child not vaccinated (n=345)
Q320. How likely is it that you will have your [INSERT GENDER] child age [INSERT AGE] get the HPV vaccine? (PRE MEASURE)
Q335. Now with a bit more information, please indicate how likely is it that you will have your [INSERT GENDER] child age [INSERT AGE] get the HPV vaccine? (PRE MEASURE)
Q620. Now, taking into consideration everything you know about HPV how likely would you be to get the HPV vaccine for your [INSERT GENDER] child age [INSERT AGE].? (POST MEASURE)

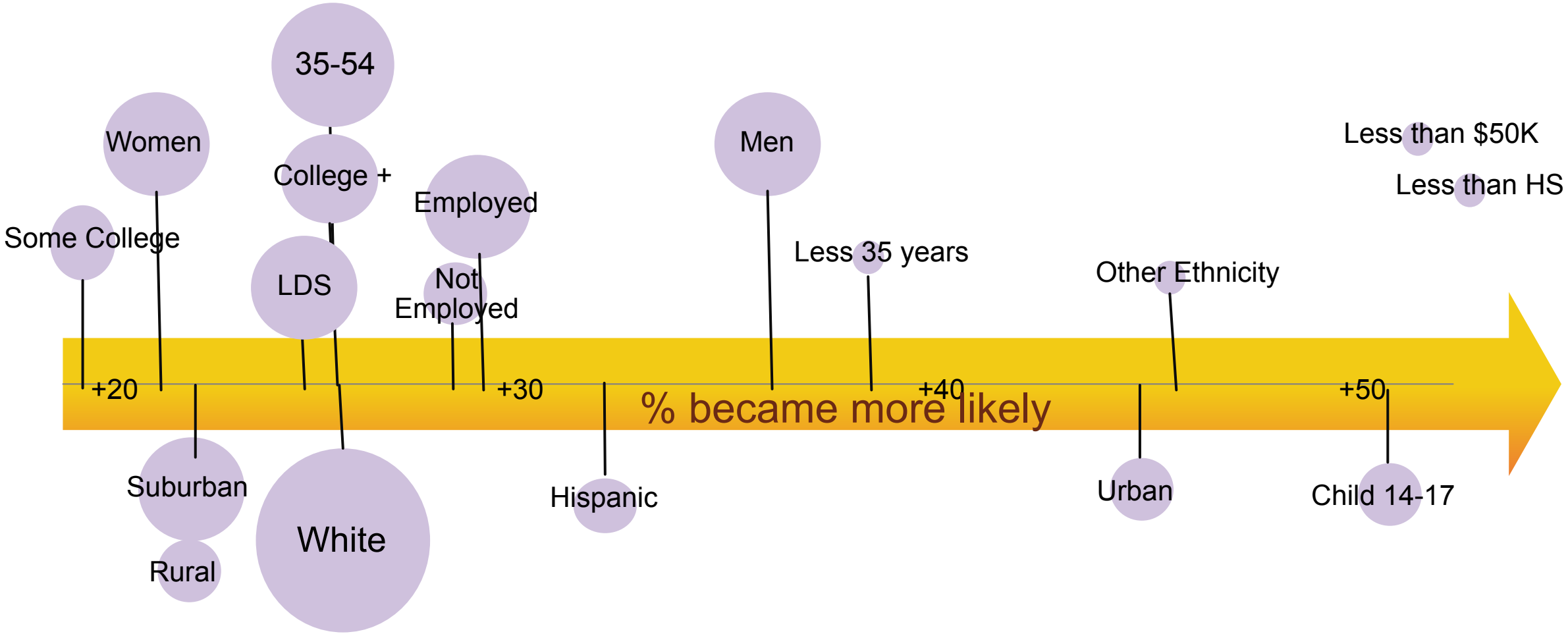
Both Versions

Likelihood to get HPV vaccination post messaging.

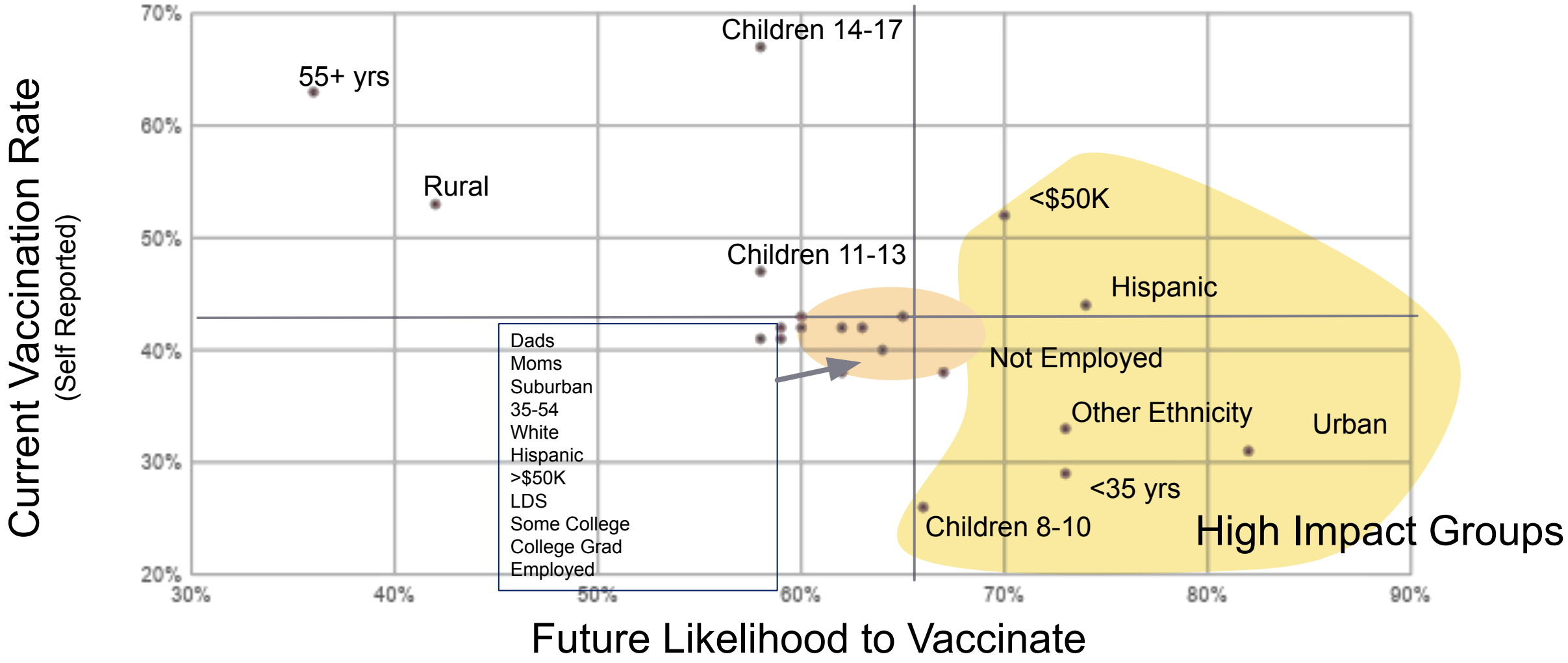
Core (69%+ GET)		**Swing** (59% - 68% GET)		**Weak** (<60% GET)	
Less than High School*	97%	Not employed	67%	Child 11-17 years old	58%
Urban	82%	Child 7-10 years old	66%	Some college	58%
Hispanic	74%	Male	65%	Rural	42%
Other Ethnic*	73%	Employed	63%	55 or older	36%
Under 35 years old	73%	Female	62%		
Less than $50K HH income	70%	White	62%		
		35-54 years old	60%		
		College graduate	60%		
		Church of Jesus Christ	59%		
		Suburban	59%		

*small sample size

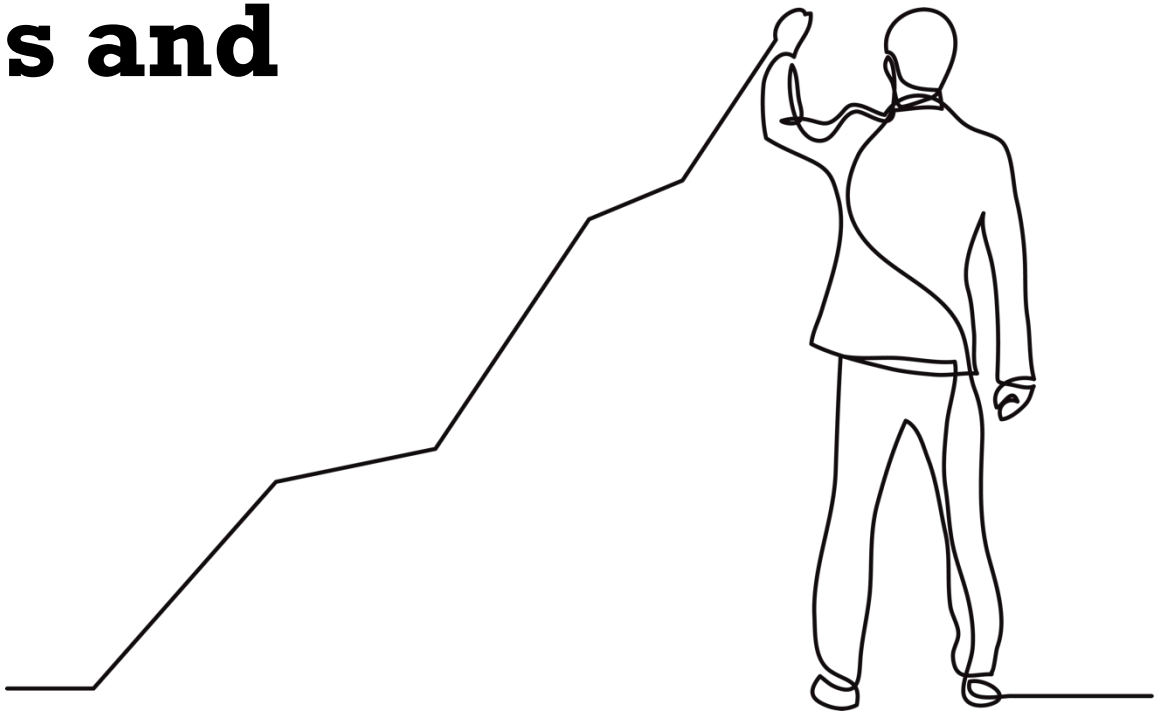
Most Moved by Messaging



Current Rate by Future Likelihood

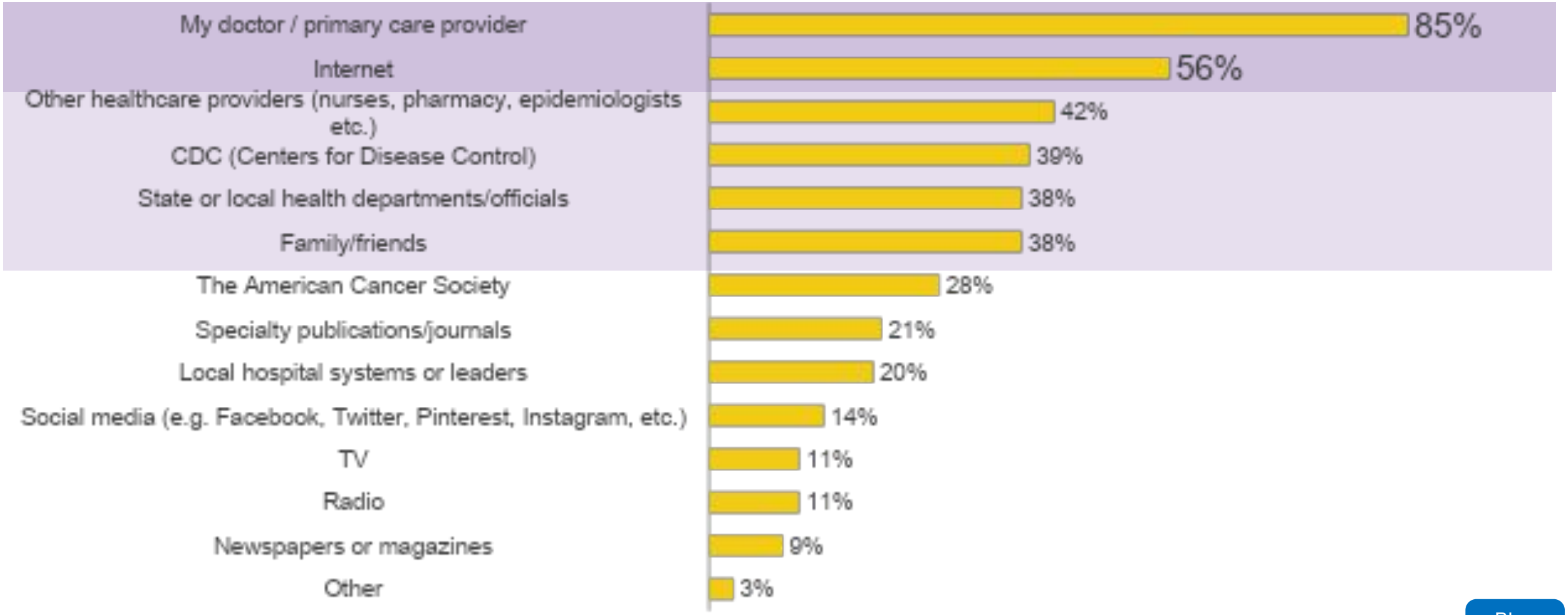


Information Sources and Future Action



Primary care provider is the top-rated source of information about the HPV vaccine, followed by the internet, other healthcare providers, CDC, health departments, and family/friends.

Information Sources



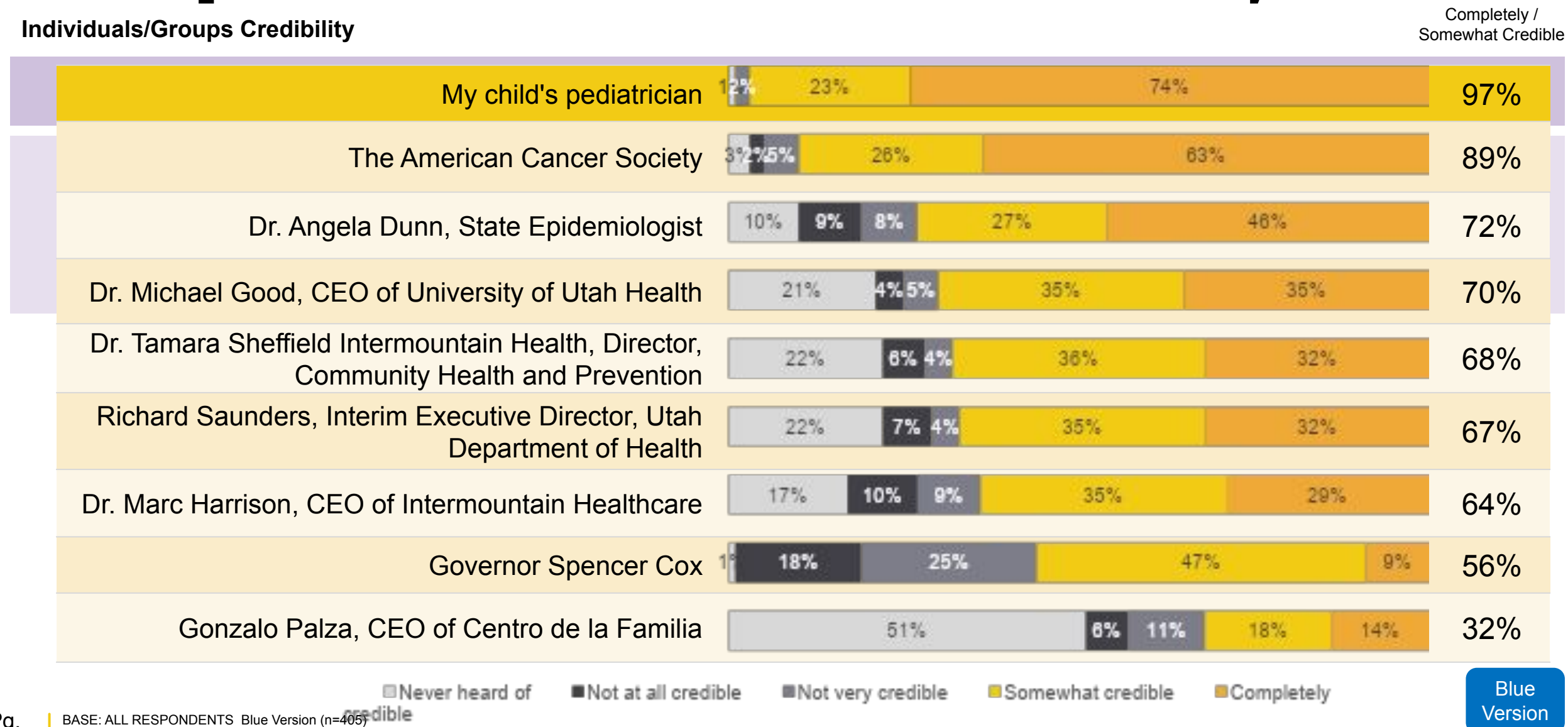
Blue Version

BASE: ALL RESPONDENTS Blue Version (n=405)

Q700. There are many ways people can learn more about the HPV vaccine. Which of the following sources do you or would you personally use to get information about the HPV vaccine?

Dr Angela Dunn (State Epidemiologist) and Dr. Michael Good (CEO of U of U Health) are the most credible sources, as are the child's pediatrician and The American Cancer Society.

Individuals/Groups Credibility

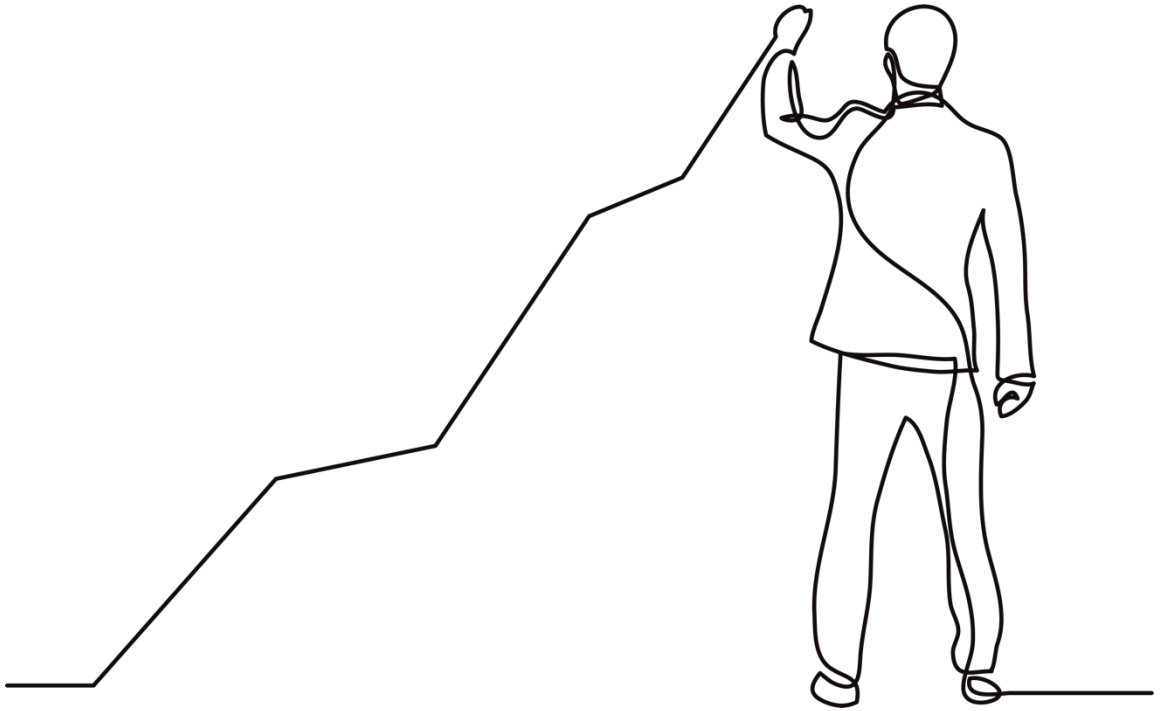


Blue Version

BASE: ALL RESPONDENTS Blue Version (n=405)

Q720. Thinking about individuals or groups that might currently or could potentially talk about the safety of HPV vaccine, how credible would each of the following be?

Demographics



Demographic Data (WEIGHTED)

		TOTAL
Gender	Male	53%
	Female	47%
Age	18-34	26%
	35-44	42%
	45+	32%
Ethnicity	White	80%
	Hispanic	13%
	Black	1%
	Asian	3%
	Other	3%
Marital	Married	86%
	Single	3%
	Divorced	8%
	Separated	1%
	Widowed	*
	Living with partner	1%
	Prefer not to answer	*
Education	HS or less	8%
	Vocational/Technical	4%
	Some College	14%
	Associates Degree	13%
	Bachelor's Degree	36%
	Post-Graduate Degree	24%
	Prefer not to answer	*

		TOTAL
Children in HH	1	39%
	2	33%
	3+	28%
Ages of Children In HH	Male 8-10	19%
	Male 11-13	15%
	Male 14-17	19%
	Female 8-10	19%
	Female 11-13	13%
	Female 14-17	14%
Employment	Full-time	63%
	Part-time	7%
	Self-employed	9%
	Not employed, looking	*
	Not employed, not looking	*
	Not employed, unable	2%
	Retired	2%
	Student	1%
	Stay home spouse/ partner	14%
	Decline	*
HH Income	Less than $50K	17%
	$50K but less than $159K	60%
	$150K or more	18%

Demographic Data (WEIGHTED) – cont.

		TOTAL
Area of Residence	An urban or city area	24%
	A suburban area next to a city	60%
	SMALL TOWN / RURAL (NET)	15%
	A small town in the country	8%
	Rural area	7%
Region*	Salt Lake County	37%
	Utah County	20%
	Davis/Weber County	33%
	North + East	10%
	West	8%
	Prefer not to answer	1%

		TOTAL
Religious Affiliation	Church of Jesus Christ / LDS	57%
	Other Christian (net)	15%
	Agnostic	15%
Frequency of Attending House of Worship	At least once a week	33%
	Almost every week	29%
	About once a month	3%
	Seldom	9%
	Never	22%
	Prefer not to answer	4%

*"**North+East"** subgroup includes: Box Elder County, Cache County, Daggett County, Duchesne County, Morgan County, Rich County, Summit County, Uintah County, Carbon County, Emery County, Grand County, San Juan County, Wasatch County
"West" subgroup includes: Beaver County, Garfield County, Iron County, Juab County, Kane County, Millard County, Piute County, Sanpete County, Sevier County, Tooele County, Washington County, Wayne County

Thank You

HEART MIND STRATEGIES