The Language of COVID-19 Vaccine Acceptance



A lexicon for building Americans' confidence in the COVID-19 vaccination

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BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES

VACCINE COMMUNICATIONS POLL

- The de Beaumont Foundation and Frank Luntz conducted a poll to identify effective ways to communicate about the COVID-19 vaccine to all Americans, including those who are concerned about getting vaccinated.
- Nationwide survey of 1,400 registered voters Dec. 21-22 (±3% margin of error). This included an oversample of 300 Black Americans and 300 Latinx Americans.
- Representative sample of Americans nationally, including political affiliation, age, gender, ethnicity, education, and income.
- A focus on the specific words, sentences, phrases, and attributes Americans need to hear to reduce concerns and increase trust in taking the COVID-19 vaccine.



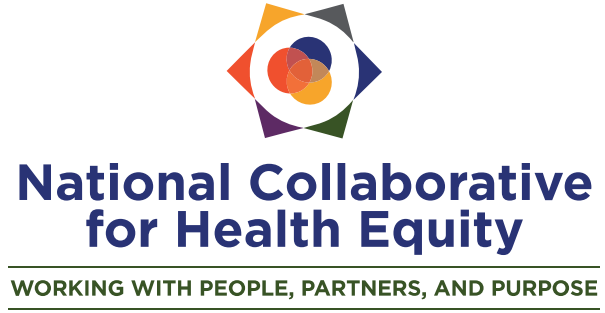
Dr. Frank I. Luntz

VACCINE COMMUNICATIONS POLL

- In developing and analyzing the survey, the de Beaumont Foundation partnered with:
  - American Public Health Association
  - National Collaborative for Health Equity
  - Resolve to Save Lives, an Initiative of Vital Strategies







KEY FINDINGS AND TIPS

- Tailor messages for your particular audience, because Americans' priorities and perceptions regarding the COVID-19 vaccine differ significantly by political party, race, geography, and age.
- Emphasize the benefits of taking the vaccine, not just the consequences of not taking it. Focus on the fact that taking the vaccine will keep them and their families safe and healthy, rather than calling it the "right" thing to do.
- Among the groups least likely to get a COVID-19 vaccine are rural Americans, Republicans age 18-49, Black Americans 18-49, and women 18-49, and those from low socio-economic environments. The groups that need the least persuading are opinion influencers, people over age 65, and white Democrats.
- Fear and uncertainty about long-term side effects are primary drivers of hesitancy.
- Avoid judgmental language when talking about people who are concerned about taking the vaccine, whatever their reasons. Emphasize that it's understandable that some people are skeptical or concerned about the vaccine.

KEY FINDINGS AND TIPS

- The best way to overcome the political divide on COVID-19 is to link improved health to a faster return to normal and reopening of the economy. There is a direct link between 1) opposition to behavior that prevents and treats COVID-19 and 2) rising economic fear, so you need both messages simultaneously.
- Leaders must clearly and succinctly explain vaccine development and distribution, led by America's leading medical experts. It is not a given. Emphasize the commitment to accountability, transparency, rigor, and continuous oversight every step of the way. The best way to respond to critics that we've moved too fast is to talk about the unprecedented global cooperation, under the watchful eye of the FDA.
- Talk about the people, not the organizations, who developed the vaccine – instead of science, health, and medical companies or their CEOs, refer to the individual scientists, health and medical experts, and researchers.

WORDS THAT WORK

What our leaders need say to build confidence in the vaccine and encourage people to take it:

Imagine the day you can stop wearing a mask … or when you can gather indoors at your favorite restaurant again with friends and family for a celebratory meal. That day is coming, but only if we do what needs to be done today to keep ourselves, our families, our communities, and our country healthy and safe.

The groundbreaking cooperation between leading medical experts here in America and pharmaceutical companies globally has made a return to normal possible thanks to the COVID-19 vaccine. The speed of development was due to the sharing of research on a scale never attempted before – with every study and every phase of every trial carefully reviewed and approved by a safety board and the FDA. The process was transparent and rigorous throughout, with continual oversight and expert approval.

As we begin distribution, frontline workers and those most at-risk from the virus will get the vaccination first. If you're skeptical or concerned about side effects, we hear you. When side effects do occur, they are a normal sign your body is building protection to the virus, and most go away in a few days. The likelihood of a severe side effect is less than 0.5%.

Getting vaccinated will help keep you, your family, and your community healthy and safe. At 95% efficacy, the vaccine is extraordinarily effective at protecting you from the virus. By getting vaccinated, you can end the damage to the economy, prevent more illnesses and deaths, and help eliminate and eradicate COVID-19.

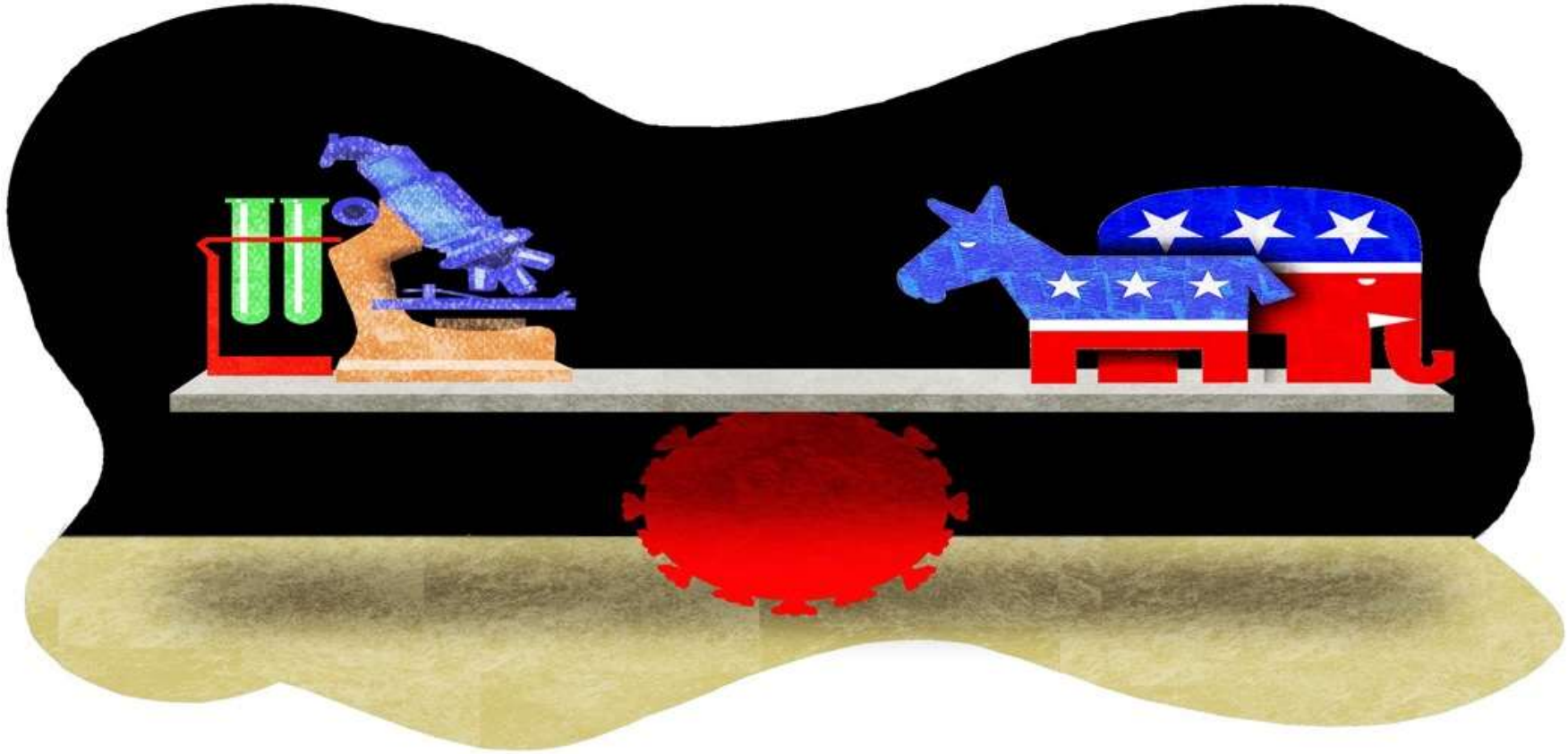
VACCINE WORDS TO USE & LOSE (1)

Words to USE	Words to LOSE
America's leading medical experts	America's leading health experts
Research	Discover/create/invent
Medical researchers	Drug companies
Damage from lockdowns	Inability to travel easily and safely
A transparent, rigorous process	The $ spent/the # of trials & people
Safety	Security
Pharmaceutical companies	Drug companies
Your family	Your community

VACCINE WORDS TO USE & LOSE (2)

Words to USE	Words to LOSE
A return to normal	Predictability
The benefits from taking it	The consequences from not taking it
Globally	Internationally/around the world
Advanced/ground-breaking	Historic
Vaccination	Injection/inoculation
Taking the vaccine will help keep you safe	Taking the vaccine is the right thing to do
America's leading experts	The world's leading experts
Skeptical/concerned about the vaccine	Misled/confused about the vaccine

PERCEPTIONS OF COVID-19 & VACCINES



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KEY FINDINGS

- **The partisan divide on whether to get vaccinated is troubling**. Republicans are 20% less likely to get a vaccine today than Democrats. This reinforces the need to have individualized and personalized messaging for different populations. Democrats value the level of global cooperation. Republicans trust American medical experts and the level of rigorous detail and FDA oversight.

- The urgency to get the vaccine as soon as it's available needs to be emphasized. **Only 35% of Americans say they would get the vaccine right now, while 18% say they will never take it**. The only measure of communication success is the percentage of people who get the vaccine and/or the percentage who say they will get the vaccine "as soon as it's available."

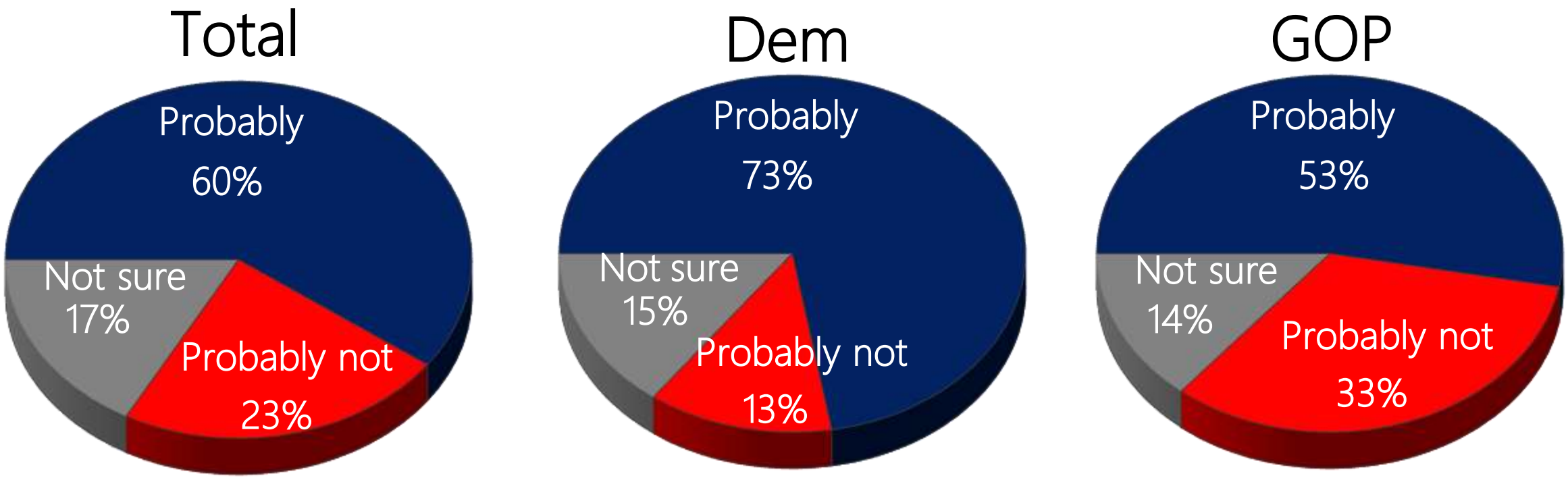
- **The two most important attributes of the vaccine are safety and effectiveness. People know it's effective, but they are much more skeptical about safety. You don't need to spend time on effectiveness; the 95% efficacy rate is your greatest asset in that area**.

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The partisan divide on getting vaccinated is shocking

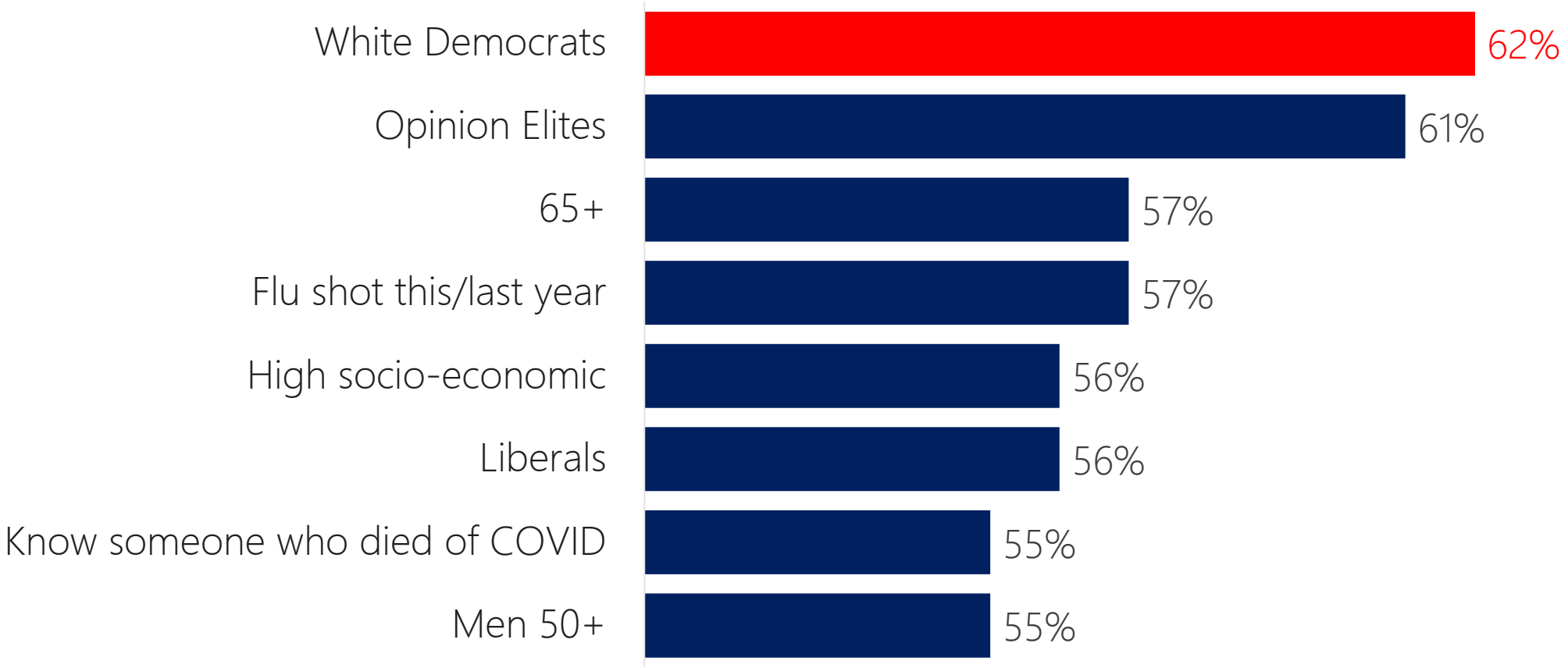
If a vaccine against COVID-19 were available to you today, at no cost, how likely would you be to get it?



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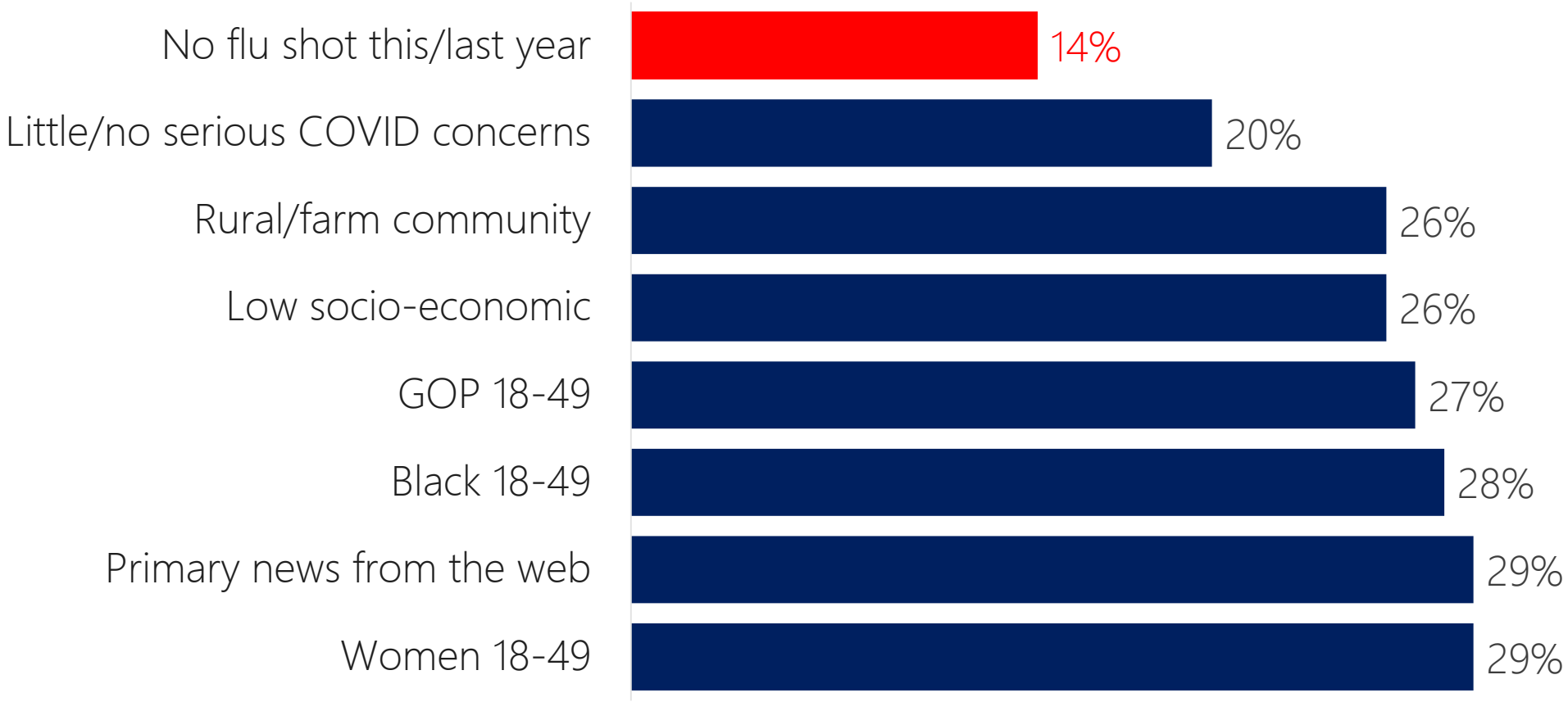
The groups MOST likely to get vaccinated

If a vaccine against COVID-19 were available to you today, at no cost, how likely would you be to get it?
(% "absolutely certain" to get a COVID vaccine)



The groups LEAST likely to get vaccinated

If a vaccine against COVID-19 were available to you today, at no cost, how likely would you be to get it?
(% "absolutely certain" to get a COVID vaccine)



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Republicans are significantly less likely to take the vaccine now…or ever

Right now, what is your plan for taking the COVID-19 vaccine when it is offered to you?

Total	Dem	GOP	
35%	**43%**	**33%**	I want to take it immediately
9%	**10%**	**7%**	I want to wait a few days
11%	**14%**	**7%**	I want to wait a few weeks
17%	**15%**	**18%**	I want to wait a few months
6%	**5%**	**6%**	I want to wait at least a year
5%	**5%**	**4%**	I want to be one of the last people to take it
18%	**9%**	**25%**	I am not going to take the vaccine

There's a little more skepticism about safety than efficacy… but not much

*From what you know right now, how **safe** do you think the FDA-approved COVID-19 vaccines are? Are they...?*

Total	Dem	Swing	GOP	
56%	**67%**	**53%**	**51%**	Safe (NET)
22%	**13%**	**24%**	**30%**	Not safe (NET)

*From what you know right now, how **effective** do you think the FDA-approved COVID-19 vaccines are? Are they...?*

Total	Dem	Swing	GOP	
58%	**70%**	**53%**	**53%**	Effective (NET)
17%	**10%**	**15%**	**23%**	Not effective (NET)

Among Black Americans, belief in the safety and effectiveness of the vaccine is lower

*From what you know right now, how **safe** do you think the FDA-approved COVID-19 vaccines are? Are they...?*

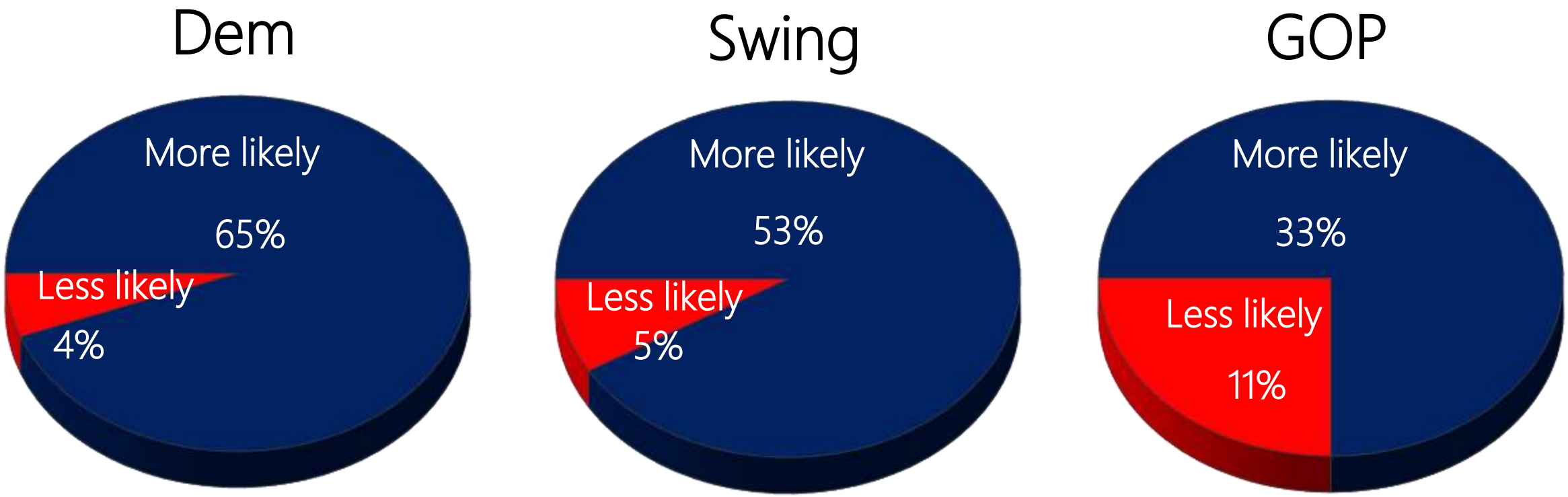
Total	White	Latino	Black	
56%	58%	51%	48%	Safe (NET)
22%	23%	28%	25%	Not safe (NET)

*From what you know right now, how **effective** do you think the FDA-approved COVID-19 vaccines are? Are they...?*

Total	White	Latino	Black	
58%	59%	63%	51%	Effective (NET)
17%	17%	13%	23%	Not effective (NET)

The electoral impact of the vaccine is significant… but for Republicans, it is much less impactful

Would you be... to vote for someone running for office if they themselves received and encouraged other Americans to take the COVID-19 vaccine?



VACCINE DEVELOPMENT AND DISTRIBUTION



KEY FINDINGS

- Reducing hesitancy begins with the point of delivery. Americans are most comfortable having the vaccine distributed and administered by **THEIR healthcare provider**. They are trusted much more than pharmacies or any government agency.

- To build trust and confidence in the safety and efficacy of the vaccine, highlight the specific facts about vaccine development. In particular, describe the **"research"** (and that specific word over others like "study" or "invent") that led to the vaccine as ***"rigorous and transparent, with continual oversight***." The oversight and approval is also essential.

- Thanks to the messaging that's been coming from Washington, you need to explain how the vaccine was developed so quickly. Focus on ***"the unprecedented global cooperation"*** among ***"medical experts"*** (not "health experts" or "scientists"). The high number of trial participants is irrelevant to people.



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KEY FINDINGS

- The language device of “every” can help you reassure people about the vaccine development process. “***Every*** study, ***every*** phase, and ***every*** trial…” underscores that all of the research was carefully reviewed by the FDA and a safety board. Repetition is necessary.

- The public accepts the need to make the vaccine available to certain groups first, such as frontline healthcare workers or those most at-risk of illness. But this goodwill may be eroded if they perceive that well-connected people (the wealthy for Democrats and celebrities for Republicans) have jumped the line.

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Messages to Explain the Review Process

What facts about the development and approval of the COVID-19 vaccine would give you the most trust and confidence to take it?

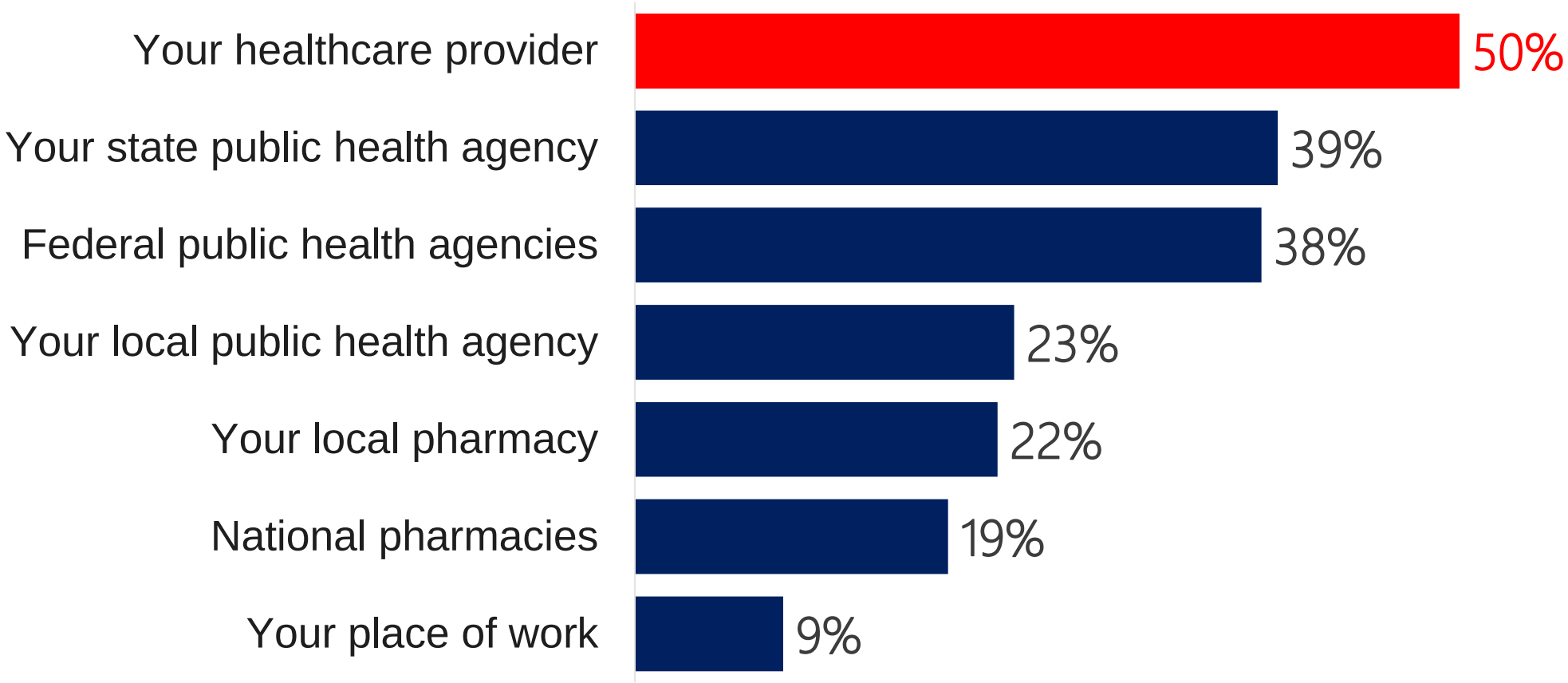
"The process was transparent and rigorous throughout, with continual oversight from medical experts and final approval by the FDA."

"Data will continue to be collected two years after the vaccine is administered to ensure that the long-term effects are safe for people."

"This vaccine followed the same review process of every other vaccine."

Americans trust their healthcare provider most

Whom do you trust and should be MOST responsible for the distribution of the COVID-19 vaccine? (combined)

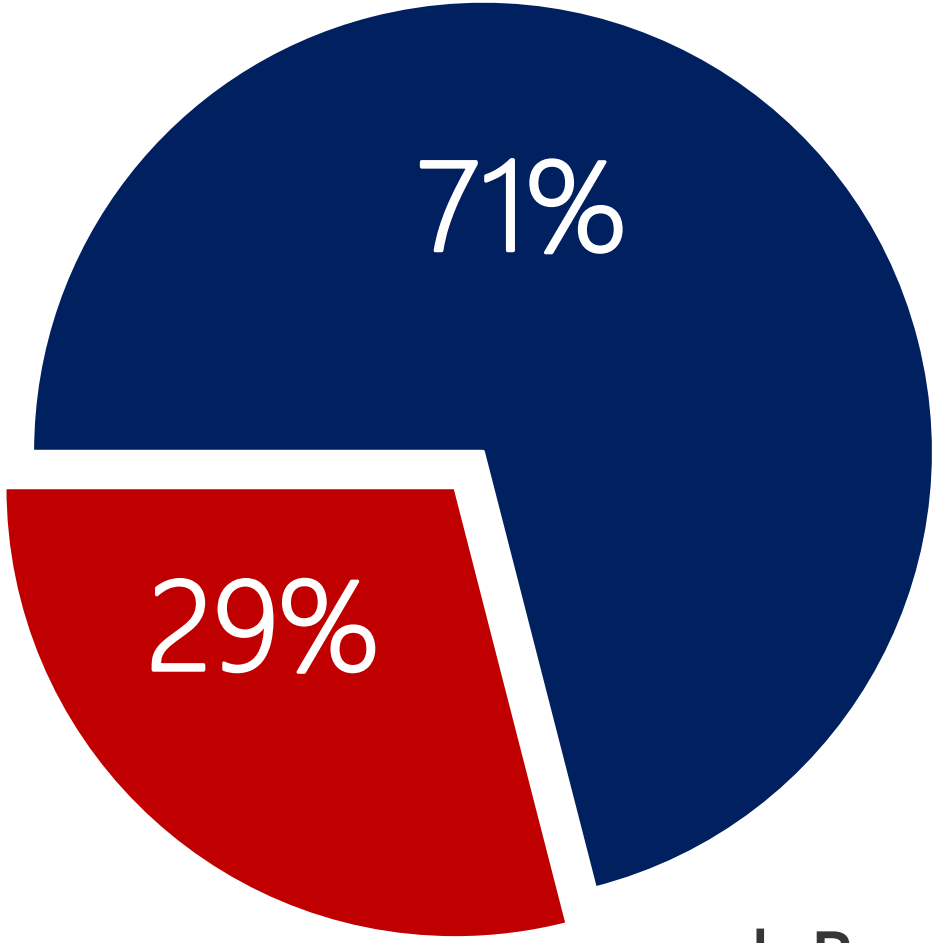


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Focus on the individuals, not the companies

Regarding the development and approval of the COVID-19 vaccine, which of these factors would give you the most trust and confidence to take it?

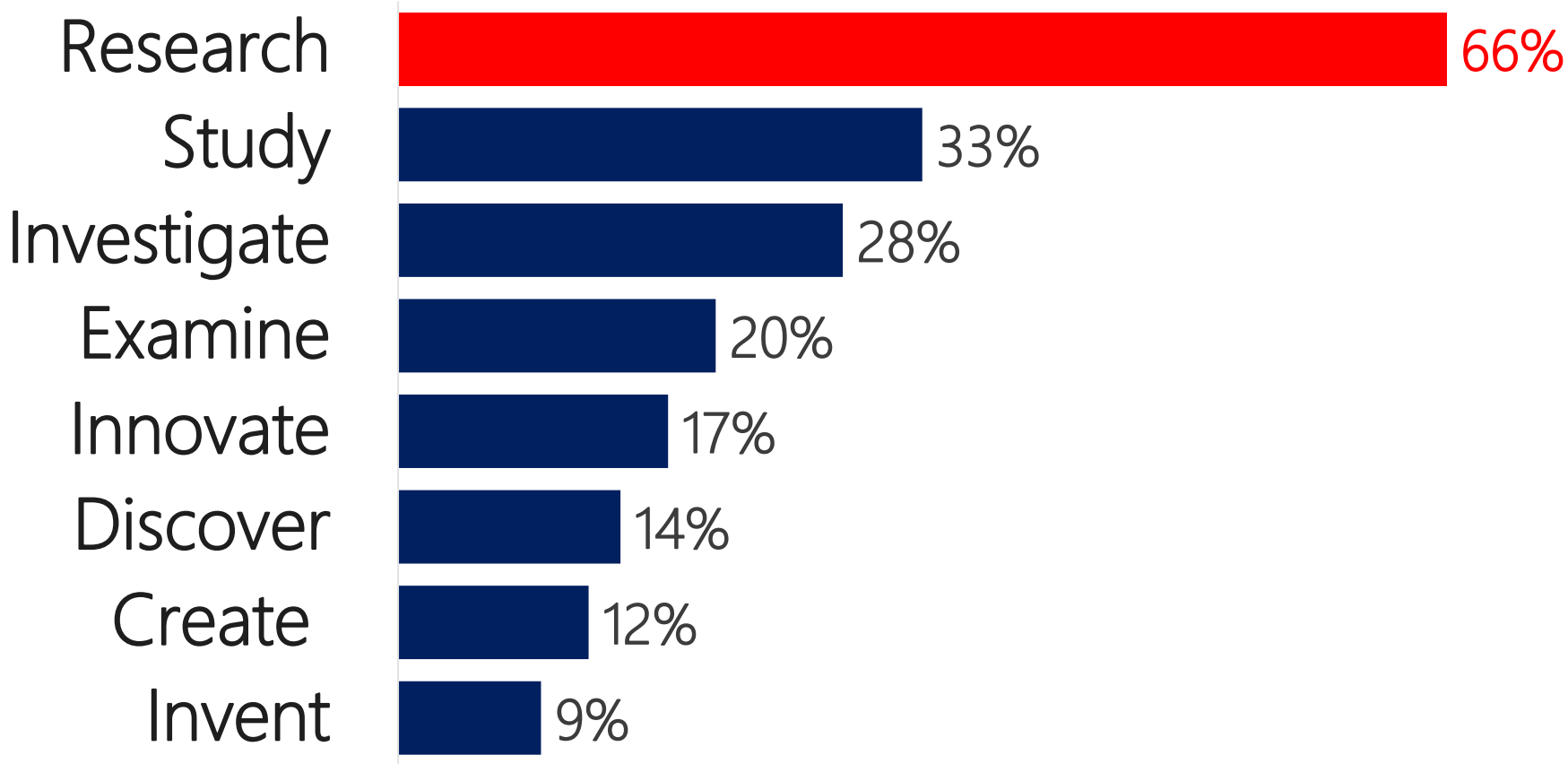
The unprecedented cooperation between scientists, health and medical experts, and researchers internationally.



The unprecedented cooperation between science, health, and medical companies internationally

Speak to the “research” undertaken in developing the vaccine. Nothing else is effective.

Which of the following actions by the science and medical communities gives you the most trust and confidence in the process that led to a COVID-19 vaccine? (combined)

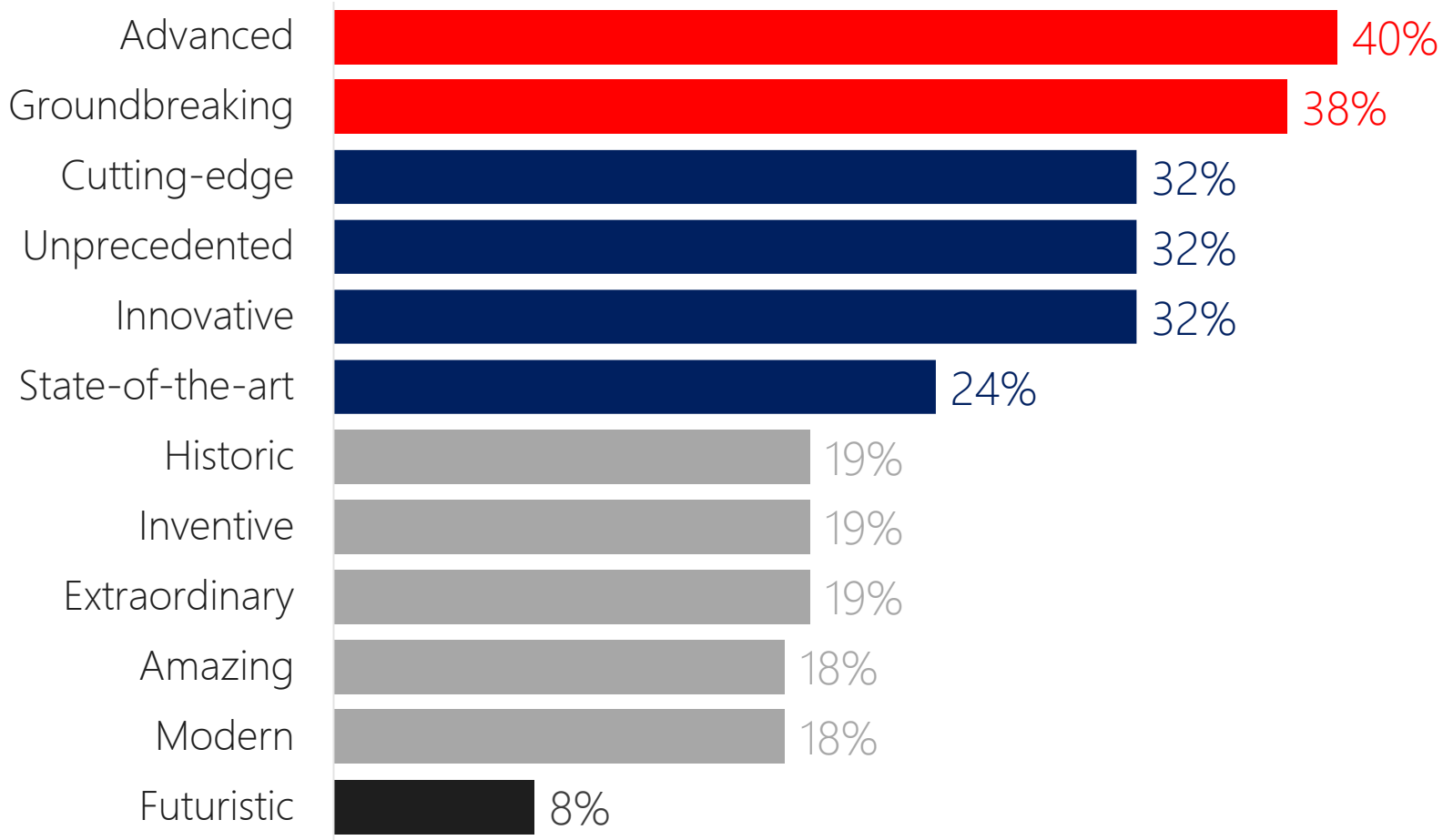


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Explain the science with language that celebrates the vaccine realistically. Don't romanticize it.

Which description of the science that led to the COVID-19 vaccine would give you the most trust and confidence in the vaccine? (Combined)



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Words That Build Trust and Confidence

Which description of the science that led to the COVID-19 vaccine would give you the most trust and confidence in the vaccine? (combined)

Total	Latinx	Black	
40%	**26%**	**31%**	Advanced
38%	**29%**	**32%**	Groundbreaking
32%	**28%**	**29%**	Cutting-edge
32%	**39%**	**31%**	Unprecedented
32%	**35%**	**38%**	Innovative
24%	**18%**	**21%**	State-of-the-art

Total	Latinx	Black	
19%	**23%**	**24%**	Historic
19%	**24%**	**26%**	Inventive
19%	**18%**	**20%**	Extraordinary
18%	**18%**	**12%**	Amazing
18%	**31%**	**20%**	Modern
8%	**11%**	**15%**	Futuristic

VACCINE HESITANCY



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KEY FINDINGS

- Family health and safety is the most powerful motivator for the vaccine among most segments of the population. Just as taking measures to stop the spread of COVID is seen as a personal responsibility, protecting your family is seen as a positive by everyone.

- Promoting the BENEFITS of the vaccine outweigh the CONSEQUENCES of not taking it -- but you need both. Start with the positive, move to the negative, and then end with the positive. In the eyes of Americans, the benefit of getting vaccinated that matters most is preventing more people (i.e., their family) from getting sick or dying. The consequence of not getting it is the continued damage to the economy. Then end by linking public health with economic health.

- The “back to normal life” message appeals a lot more to younger Republicans (who are among the most hesitant to get the vaccine) but fails among Latinx Americans.

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KEY FINDINGS

- Fear of side effects are the greatest impediment to reducing vaccine hesitancy. Nothing else comes close. There needs to be a three-pronged approach to alleviating the concerns and skepticism stemming from side effects long and short term;
    - Emphasize the likelihood of experiencing a severe side effect is less than 0.5%. Here, the numerical data is needed to reassure people.
    - Tell people that a minor reaction is simply a sign that your body is building protection against the virus.
    - Finally, reassure people that most side effects only last a day or two.

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Hesitancy is significantly higher among Republicans than Democrats

From what you currently know, which vaccine would you be MOST willing to take?

Total	Dem	GOP	
21%	**25%**	**18%**	Pfizer-BioNTech COVID-19 vaccine
20%	**22%**	**17%**	Moderna's COVID-19 vaccine
7%	**7%**	**6%**	Johnson & Johnson's COVID-19 vaccine
5%	**6%**	**5%**	AstraZeneca's COVID-19 vaccine
25%	**28%**	**25%**	I would be willing to take any COVID-19 vaccine
22%	**12%**	**29%**	I would not take a COVID-19 vaccine

The key to reducing hesitancy: Address long-term side effects

Regardless of whether you plan to be vaccinated, what is your biggest hesitancy with taking the COVID-19 vaccine, if any? (combined)

Total	
45%	I'm worried about the unknown long-term side effects of the vaccine that we won't know for years
31%	I'm worried about the potential short-term side effects from taking the vaccine
25%	I'm worried about the unknown length of immunity that the vaccine provides
25%	I'm worried about the speed at which the vaccine has been developed
24%	I'm worried about the speed at which the vaccine has been approved by public health officials

The less common worries…

Regardless of whether you plan to be vaccinated, what is your biggest hesitancy with taking the COVID-19 vaccine, if any? (combined)

Total	
16%	There is too much conflicting information out there whether to take the vaccine
12%	I am worried about getting COVID-19 from taking the vaccine.
11%	I'm worried about how much I will have to pay for the vaccine
9%	I am scared of shots in general, COVID is just another one
8%	The threat of coronavirus is overblown. The chance of me getting the COVID-19 virus is so low that a vaccine is not necessary for me
28%	None of these concern me

Messages to Explain Short-Term Side Effects

Some people report common, mild side effects from the COVID-19 vaccine such as arm pain where the injection occurred, as well as headache or fatigue. Which statement about side effects do you find MOST reassuring? (top 3 responses)

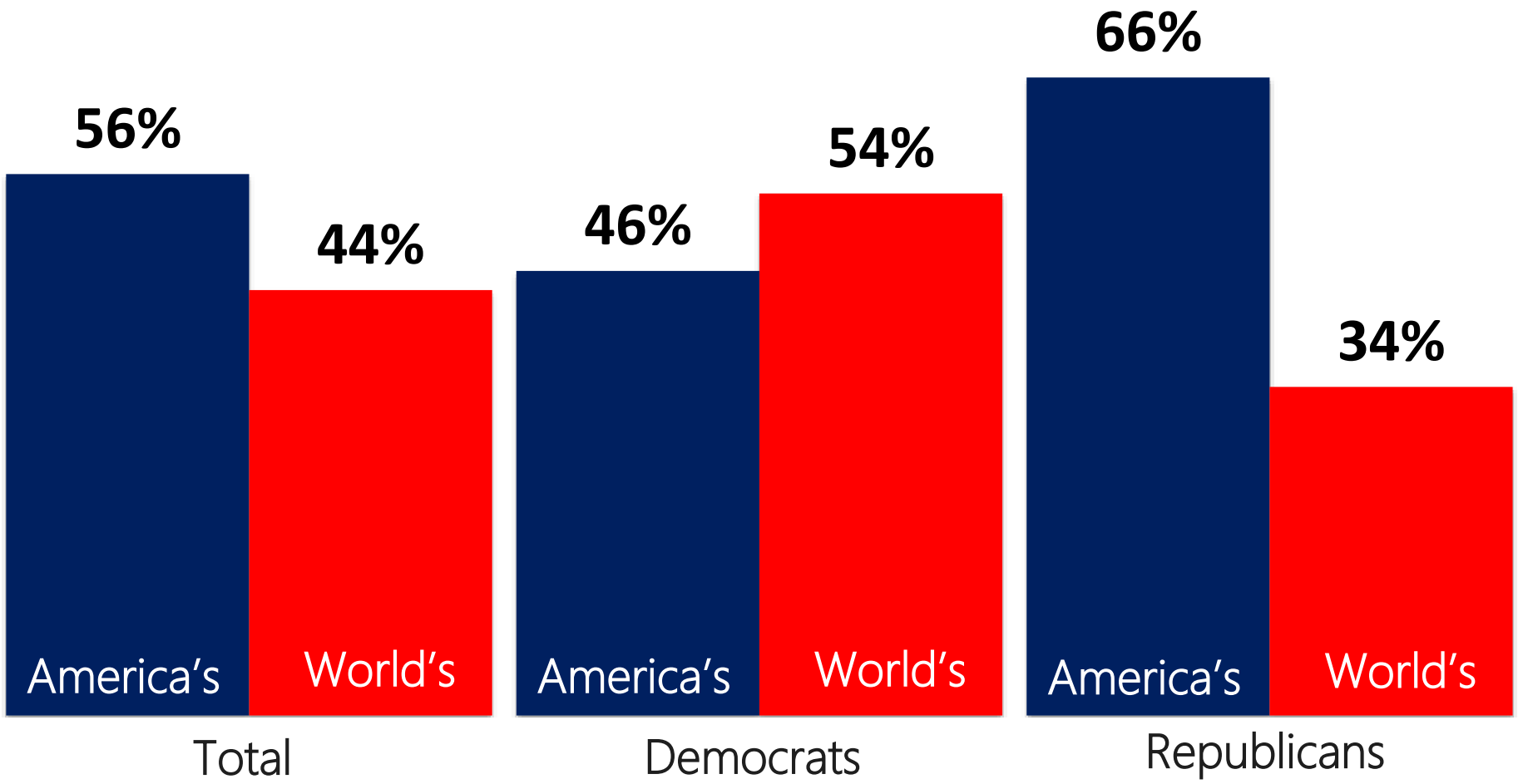
"The likelihood of experiencing a severe side effect is less than 0.5%."

"Mild side effects are normal signs that your body is building protection."

"Most side effects should go away in a few days."

Democrats are persuaded by the world; Republicans are persuaded by the U.S.

Whom do you trust the most when it comes to deciding whether to take the vaccine? …leading scientists and researchers?

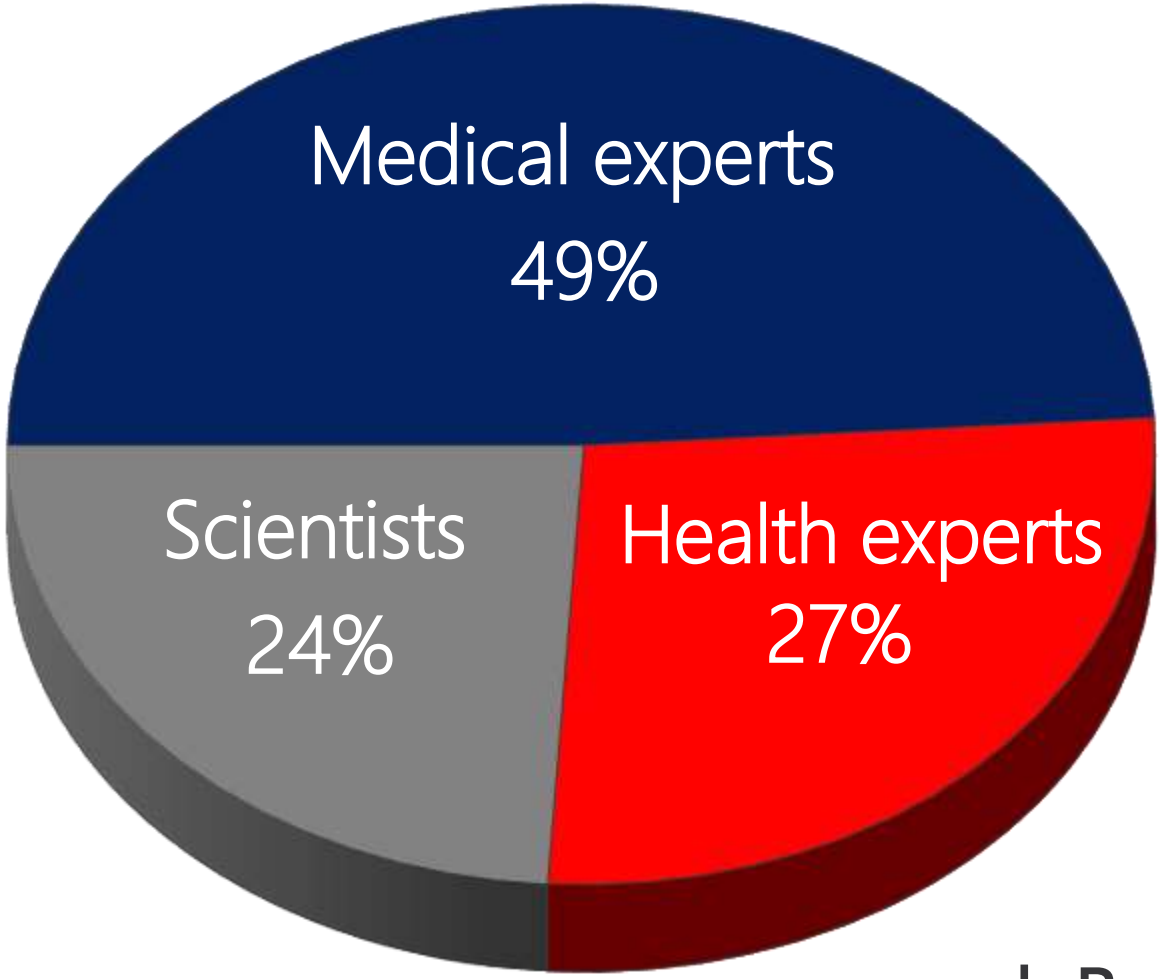


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Medical experts are the most trusted for vaccine advice

Do you trust America's leading… most when it comes to deciding whether or not to take the vaccine?

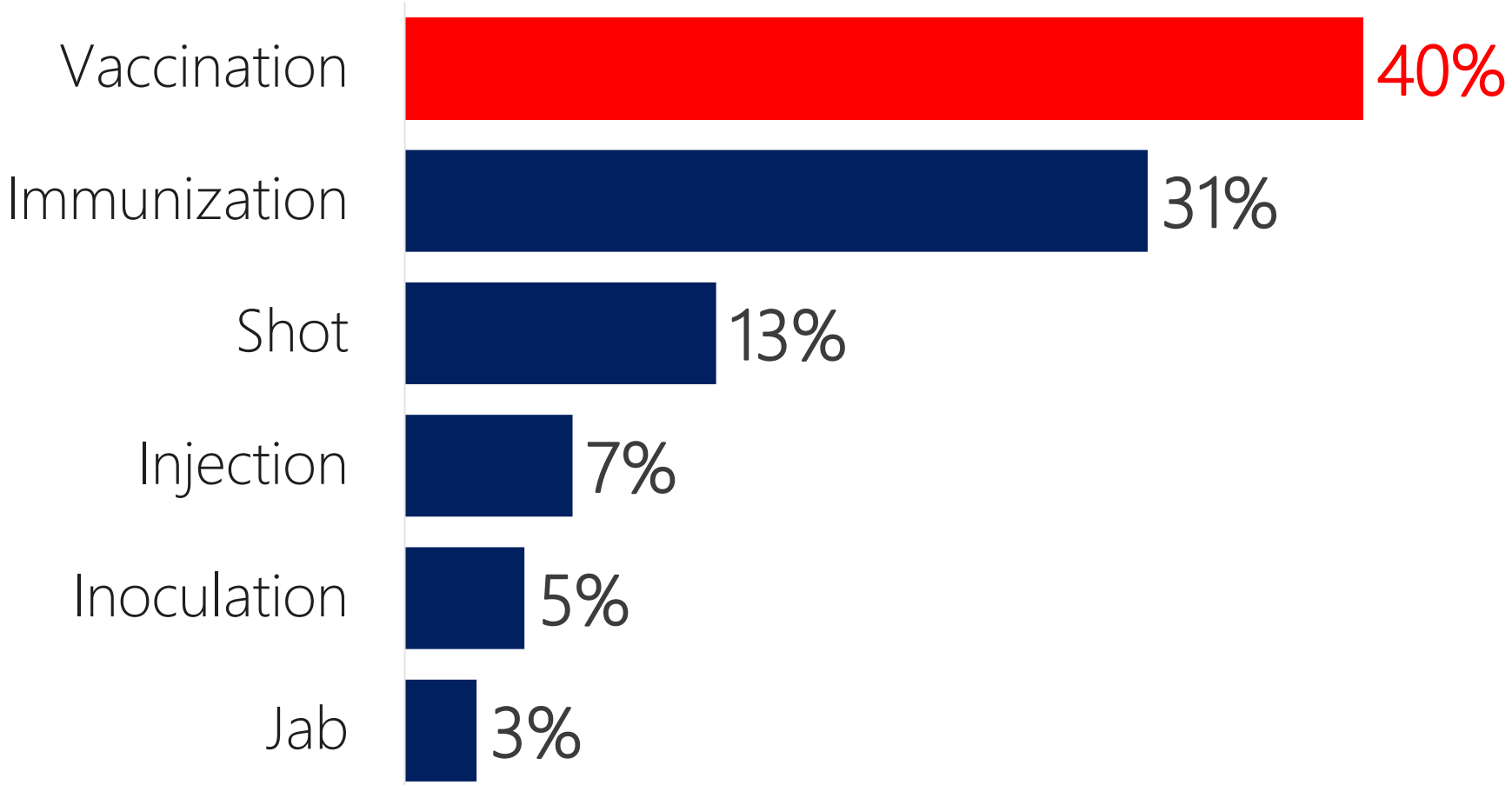




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The word vaccination is already embedded in our lexicon. Call it what it is.

Which word would make you most willing to take a COVID-19 treatment... If it was a/an?



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Saving lives is still the most convincing argument, but it works much less well among Republicans than Dems

Which is the MOST convincing and compelling benefit to take the COVID-19 vaccine as soon as it is available to you?

Total	Dem	Swing	GOP	
52%	**66%**	**46%**	**44%**	It will prevent more people from getting sick and prevent more deaths
26%	**17%**	**29%**	**32%**	It will allow us to reopen the economy and get people back to work faster
22%	**17%**	**26%**	**24%**	It will allow us to resume normal life faster

Among the most vaccine-resistant populations, preventing sickness/death resonates. For GOP ages 18-49 it's the economy.

Total	Rural/ Farm	Low socio-economic	GOP 18-49	*Which is the MOST convincing and compelling benefit to take the COVID-19 vaccine as soon as it is available to you?*
52%	**49%**	**54%**	**33%**	It will prevent more people from getting sick and prevent more deaths
26%	**23%**	**22%**	**38%**	It will allow us to reopen the economy and get people back to work faster
22%	**28%**	**24%**	**29%**	It will allow us to resume normal life faster

Among the populations least likely to get a vaccine, preventing sickness/death resonates. For Republicans 18-49, it's the economy.

Total	White	Latinx	Black	*Which is the MOST convincing and compelling benefit to take the COVID-19 vaccine as soon as it is available to you?*
52%	**54%**	**50%**	**51%**	It will prevent more people from getting sick and prevent more deaths
26%	**23%**	**40%**	**25%**	It will allow us to reopen the economy and get people back to work faster
22%	**23%**	**11%**	**25%**	It will allow us to resume normal life faster

Consequences of not getting vaccination, by party: Economy vs. health/hospitals

Other than your own health, which consequence from NOT getting the vaccine would bother you the MOST? (combined)

Total	Dem	GOP	
55%	**43%**	**66%**	The damage to the economy from continued lockdowns
48%	**61%**	**42%**	The potential for your friends and family to become ill - or worse
44%	**57%**	**32%**	The increasing burden on our hospitals and healthcare system
29%	**31%**	**26%**	The impact on mental health if the virus continues
28%	**15%**	**42%**	The loss of our freedoms to live our lives the way we want without interference
26%	**24%**	**25%**	The continued closure of schools, putting students even further behind
25%	**23%**	**28%**	We'll have to keep wearing masks for six months or even a year or longer

The consequences of not getting vaccinated that matter the least, by party

Other than your own health, which consequence from NOT getting the vaccine would bother you the MOST? (combined)

Total	Dem	GOP	
17%	**14%**	**16%**	The competitive disadvantage Americans will face compared to other countries
15%	**14%**	**14%**	Missing events and celebrations like birthdays, holidays, concerts, sporting events, and eating out
14%	**16%**	**9%**	The inability to travel safely and easily by subway, bus, train or plane

The consequences of not getting vaccinated that matter the most, by race

Other than your own health, which consequence from NOT getting the vaccine would bother you the MOST? (combined)

Total	Latinx	Black	
55%	**51%**	**37%**	The damage to the economy from continued lockdowns
48%	**54%**	**43%**	The potential for your friends and family to become ill - or worse
44%	**39%**	**41%**	The increasing burden on our hospitals and healthcare system
29%	**31%**	**32%**	The impact on mental health if the virus continues
28%	**27%**	**26%**	The loss of our freedoms to live our lives the way we want without interference
26%	**15%**	**28%**	The continued closure of schools, putting students even further behind
25%	**35%**	**32%**	We'll have to keep wearing masks for six months or even a year or longer

The benefit of the vaccine (health vs. economy) must be tailored

Which of the following possible benefits from getting the COVID-19 vaccine as soon as it's available would you find the MOST convincing and compelling? (Combined)

Total	Dem	GOP	
48%	**56%**	**45%**	It would prevent more illnesses and deaths in America
35%	**28%**	**48%**	It would get the economy moving again
35%	**32%**	**37%**	Not having to worry about getting sick from the virus
34%	**37%**	**33%**	It would protect my friends and family
31%	**29%**	**38%**	Life will return to normal

The less impactful benefits of the vaccine…

Which of the following possible benefits from getting the COVID-19 vaccine as soon as it's available would you find the MOST convincing and compelling? (Combined)

Total	Dem	GOP	
21%	**22%**	**16%**	I can be close to my friends and loved ones with peace of mind
19%	**21%**	**19%**	It'll allow us to once again enjoy the special events of life, like birthdays, holidays, concerts, sports, and going to restaurants and bars
18%	**21%**	**12%**	It's returning the favor to frontline workers who've had it the worst
16%	**11%**	**15%**	The vaccine is easy to take -- it's like any other shot

The least impactful benefits of the vaccine… the focus on racial justice is last

Which of the following possible benefits from getting the COVID-19 vaccine as soon as it's available would you find the MOST convincing and compelling? (combined)

Total	Dem	GOP	
14%	**15%**	**7%**	It will help us unite as a country
13%	**8%**	**17%**	We would not have to be as stringent about wearing masks and social distancing
9%	**11%**	**9%**	I am participating in something truly historic - a moment of human progress
7%	**11%**	**3%**	It's supporting racial justice and equality, since the virus hurts certain communities more than others

The differing perceptions and priorities between younger and older Black Americans is significant

Which of the following possible benefits from getting the COVID-19 vaccine as soon as it's available would you find the MOST convincing and compelling? (combined)

Total	Black 18-49	Black 50+	
48%	**31%**	**66%**	It would prevent more illnesses and deaths in America
35%	**23%**	**21%**	It would get the economy moving again
35%	**23%**	**48%**	Not having to worry about getting sick from the virus
34%	**28%**	**49%**	It would protect my friends and family
31%	**40%**	**25%**	Life will return to normal

VACCINE LANGUAGE AND MESSAGING



KEY FINDINGS

- Democrats (and Latinx and Black Americans) see the vaccine as a means to health and safety, while swing voters and Republicans see it as an economic boon in our return to normal. You need to apply BOTH messages to reach everyone.

- Don’t treat getting the vaccine as a responsibility or an altruistic action for the betterment of wider society or the country. ALWAYS personalize it down to family and for how it helps people on an individual level in their lives. If you come across as scornful or moralizing, you will lose people, and if you treat hesitancy with kid gloves (calling people who have concerns as “misled” or “well-meaning”), it will immediately alienate them.

- Campaigns aimed at promoting vaccinations need to focus on how we can stay safe and healthy and live our daily lives like we used to. You need all three in language and in visuals – that’s why taking off a mask or visiting a family for a holidays will resonate so much more than inauthentic “shows” like famous people getting vaccinated together.



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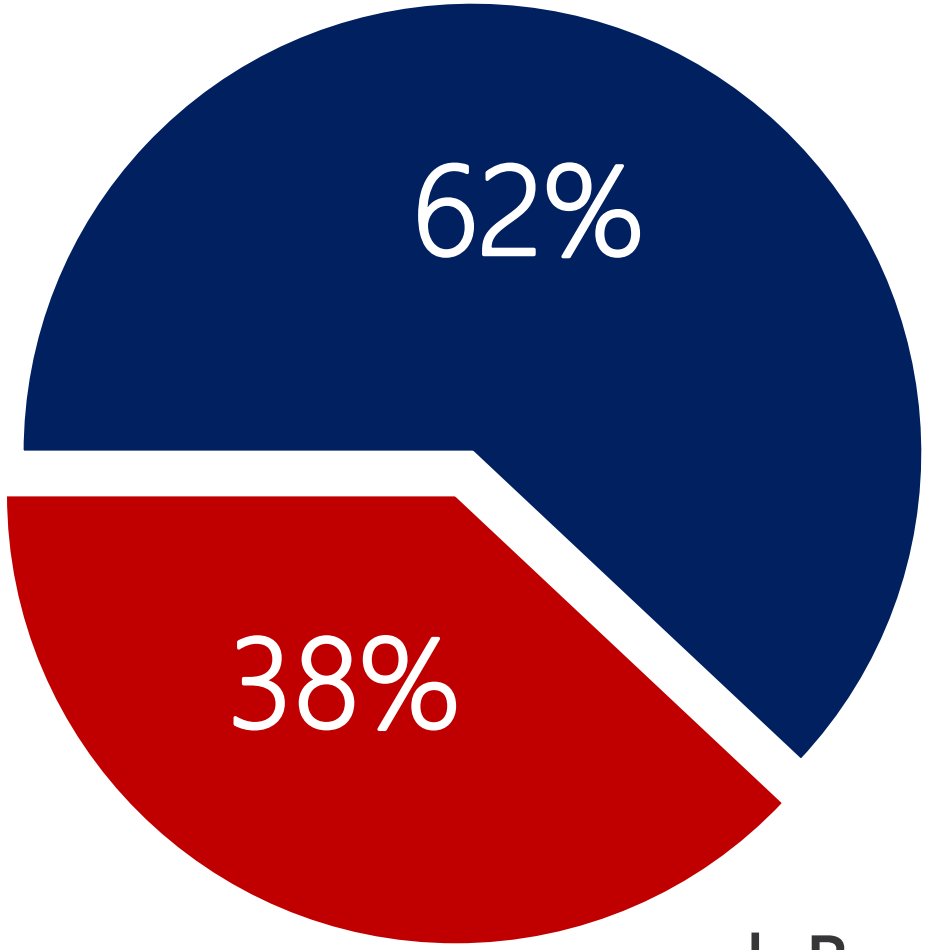
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES

Emphasize the personal benefits of the vaccine. Avoid moralizing and lecturing.

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

"Getting vaccinated will help keep you, your family, your community, the economy, and your country healthy and safe."

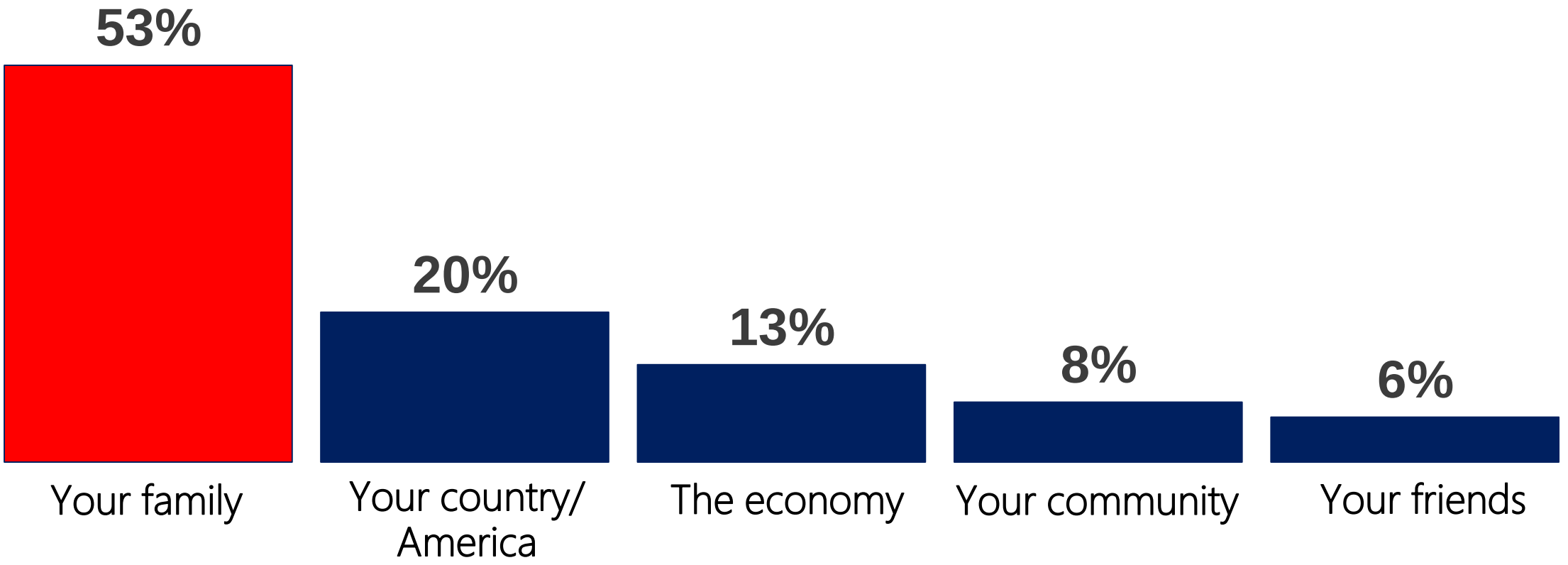
"Taking the vaccine is the right thing to do for yourself, for your family, your community, the economy and for the country."



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Family is by far the most powerful motivator.*"Do it for …"*

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



Messages to Make the Case for Vaccination

Which would you find MOST convincing and compelling in getting vaccinated yourself?
(top 3 responses)

"At 95% efficacy, this vaccine is extraordinarily effective at protecting you from the virus."

"Vaccines will help bring this pandemic to an end."

"Getting vaccinated will help keep you, your family, your community, and your country healthy and safe."

Vaccine attributes that matter, by party

When you think about both COVID-19 and the vaccination, what word best describes what you want most? (combined)

Total	Dem	GOP	
45%	**41%**	**53%**	A return to normal
42%	**44%**	**42%**	Health
41%	**49%**	**30%**	Safety
36%	**38%**	**39%**	Immunity
32%	**35%**	**31%**	Peace of mind
26%	**28%**	**23%**	Wellness

Total	Dem	GOP	
24%	**12%**	**37%**	Freedom
14%	**13%**	**15%**	Security
14%	**11%**	**16%**	Certainty
10%	**9%**	**5%**	Victory
9%	**14%**	**4%**	Equality
6%	**6%**	**5%**	Predictability

Vaccine attributes that matter, by race

When you think about both COVID-19 and the vaccination, what word best describes what you want most? (combined)

Total	Latinx	Black	
45%	39%	42%	A return to normal
42%	42%	40%	Health
41%	33%	44%	Safety
36%	36%	24%	Immunity
32%	31%	35%	Peace of mind
26%	30%	27%	Wellness

Total	Latinx	Black	
24%	19%	26%	Freedom
14%	17%	14%	Security
14%	21%	13%	Certainty
10%	12%	13%	Victory
9%	15%	16%	Equality
6%	5%	7%	Predictability

Vaccine attributes that matter to groups least likely to take it

When you think about both COVID-19 and the vaccination, what word best describes what you want most? (Combined)

Total	Rural	GOP 18-49	
45%	**39%**	**37%**	A return to normal
42%	**28%**	**38%**	Health
41%	**54%**	**42%**	Safety
36%	**24%**	**34%**	Immunity
32%	**28%**	**31%**	Peace of mind
26%	**26%**	**25%**	Wellness

Total	Rural	GOP 18-49	
24%	**28%**	**35%**	Freedom
14%	**21%**	**22%**	Security
14%	**25%**	**21%**	Certainty
10%	**7%**	**7%**	Victory
9%	**10%**	**5%**	Equality
6%	**12%**	**3%**	Predictability

Among all groups tested, positioning the vaccine as “the right thing to do” appealed the most only to Latinx respondents.

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

Total	Latinx	
62%	**41%**	Getting vaccinated will help keep you, your family, your community, the economy, and your country healthy and safe.
38%	**59%**	Taking the vaccine is the right thing to do for yourself, for your family, your community, the economy and for the country.

For Democrats it's about protecting people. For Republicans, it's about a "return to our lives."

Which of the following slogans would be MOST convincing and compelling for you to consider getting the COVID-19 vaccine? (combined)

Total	Dem	GOP	
33%	**40%**	**26%**	Do it for yourself, for your family, for your country
32%	**39%**	**28%**	Protect your family and your community
28%	**30%**	**28%**	Make the smart choice. Make the healthy choice.
28%	**30%**	**21%**	To defeat the pandemic
27%	**16%**	**40%**	A return to our way of life
21%	**24%**	**15%**	Do your part
21%	**15%**	**24%**	Let's move on with our lives
21%	**12%**	**33%**	Reopen the economy
20%	**20%**	**23%**	A return to normalcy

Over-caffeinated language is inauthentic and ineffective

Which of the following slogans would be MOST convincing and compelling for you to consider getting the COVID-19 vaccine? (combined)

Total	Dem	GOP	
16%	**17%**	**12%**	Reconnect with the people and things you love
14%	**12%**	**15%**	I want YOU to get vaccinated
13%	**14%**	**9%**	We can do this
11%	**9%**	**8%**	We did it!
9%	**10%**	**12%**	Change the course of history
8%	**11%**	**5%**	Be the hero your friends and family need

“It’s not what you say.
It’s what people hear.”

Dr. Frank I. Luntz

http://debeaumont.org/changing-the-covid-conversation

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