

Vaccine Findings

Willingness to Take the Vaccine

1. Trump COVID group reports higher willingness to take the vaccine (78%) than the Fauci Covid group (68% - sig at the .05 level, 1 tailed) and the WHO group (69% - sig at the .07 level).
 - a. This difference seems mostly driven by those who **lack trust in the media**.
 - i. Among those who don't trust the media, 65% of those in the Trump group were willing to take the vaccine while only 48% were in the Fauci group. Difference is significant at the .05 level.
 - ii. Among those who do trust the media, the mean willingness to take the vaccine was statistically the same. 88% of both the Trump and Fauci groups were willing to take the vaccine.
 - iii. These patterns repeat when you compare Trump and WHO and FDA groups.
 - iv. Implication - This suggests that Trump may be vital to the success of the vaccine roll out in that he can speak to and persuade more of those who don't trust the media to take the vaccine where experts like Fauci and the FDA cannot.
 - b. This seems to be driven in part by those who **pay little or no attention to politics**.
 - i. Among those paying little or no attention to politics, 69% of those in the Trump group reported being willing to take the vaccine while only 54% were in the Fauci group. This was marginally significant at .07, but small sample sizes probably obscured a sig effect.
 - ii. Among those paying somewhat or a lot of attention to politics, 81% in the Trump group were willing while only 74% in the Fauci group were willing. This was not significant.
 - iii. Implication - This suggests that Trump may be vital to the success of the vaccine roll out in that he can speak to and persuade more of those who don't pay attention to politics to take the vaccine where experts like Fauci and the FDA cannot.
2. Trump COVID group reports higher willingness to take the vaccine (78%) than the Trump chinavirus group (63% - sig at the .01 level, 1 tailed). This pattern repeats itself for all source cues except Fauci when comparing the COVID and chinavirus frames.
 - a. 70% of WHO Covid group is willing to take the vaccine compared to 59% of the WHO chinavirus group, sig at the .05 level.
 - b. 71% of FDA Covid group is willing to take the vaccine compared to 56% of the FDA chinavirus group, sig at the .01 level.
 - c. 74% of generic source Covid group is willing to take the vaccine compared to 50% of the generic source chinavirus group, sig at the .001 level.
 - d. Implication – Whatever we do and whomever is out front to promote people to get the vaccine, we should refer to the virus as COVID 19 and not the Chinavirus.

If not, we undercut our effort and may not achieve 75% vaccinated or may take much longer to do so, losing countless more people unnecessarily.

Trust in the Vaccine

1. Yet the level of trust reported by those in the Trump COVID group (80%) is statistically indistinguishable from those in the Fauci group (74%) – sig = .155.
 - a. And unlike willingness to take the vaccine, here for trust in the vaccine there are no sig differences for those who lack trust in the media.
 - i. Among those who don't trust the media, 66% of those in the Trump group trust the vaccine while 57% were in the Fauci group. Again, this difference is not significant. (sig = .15). This pattern repeats itself when you compare the Trump group to the other source cues.
 - ii. Among those who do trust the media, the mean trust in the vaccine was statistically the same.
 - iii. This suggests that while Trump may be critical in convincing some sub0-groups to take the vaccine, this does not repeat itself in convincing those same people to trust the vaccine.
 - b. Implication – While source cue impacts people's willingness to take the vaccine, it does not appear to have the same effect on people's trust in the vaccine. More specifically, we do not see the increase in vaccine trust among those who distrust the media and those who are seldom involved in politics.