



**Covid-19 Vaccine:
Michigan Resident Sentiment Update**

Protect Michigan Commission

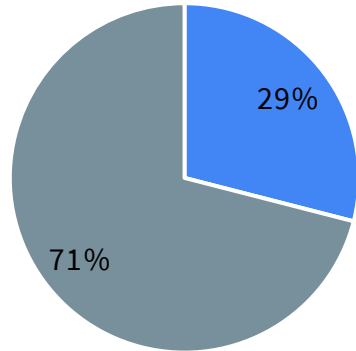
May 21, 2021

Survey Methodology

- 1,161 sample survey of Michigan adults, 18+
- Respondents recruited via Internet
- Conducted in English and Spanish
- Fielded May 5-9, 2021
- Oversample of African-American and Hispanic/Latino respondents

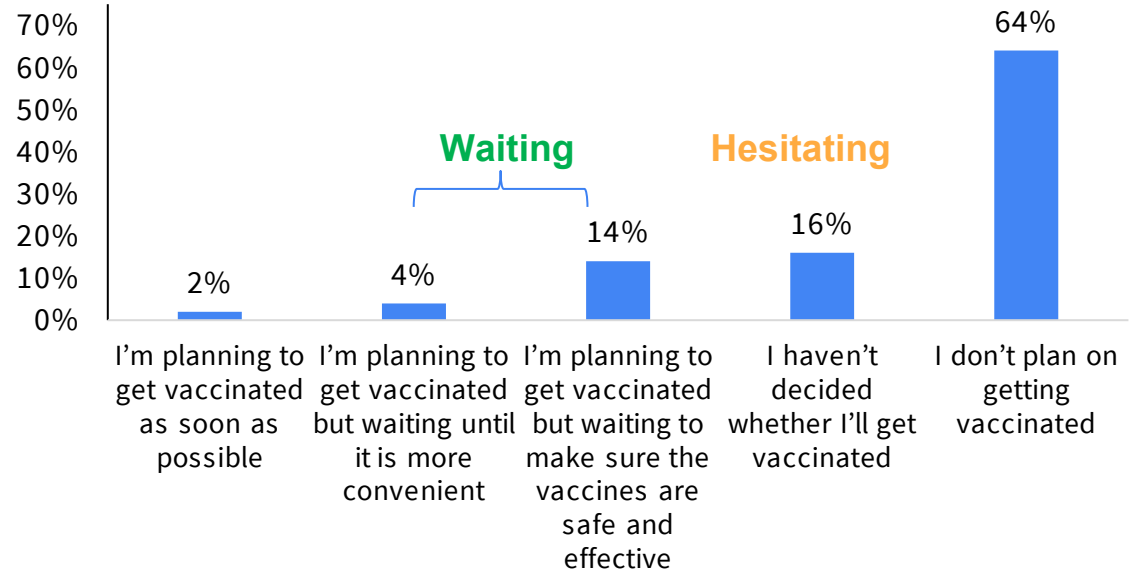
Of remaining unvaccinated, 1 in 3 are persuadable

Vaccination Rates



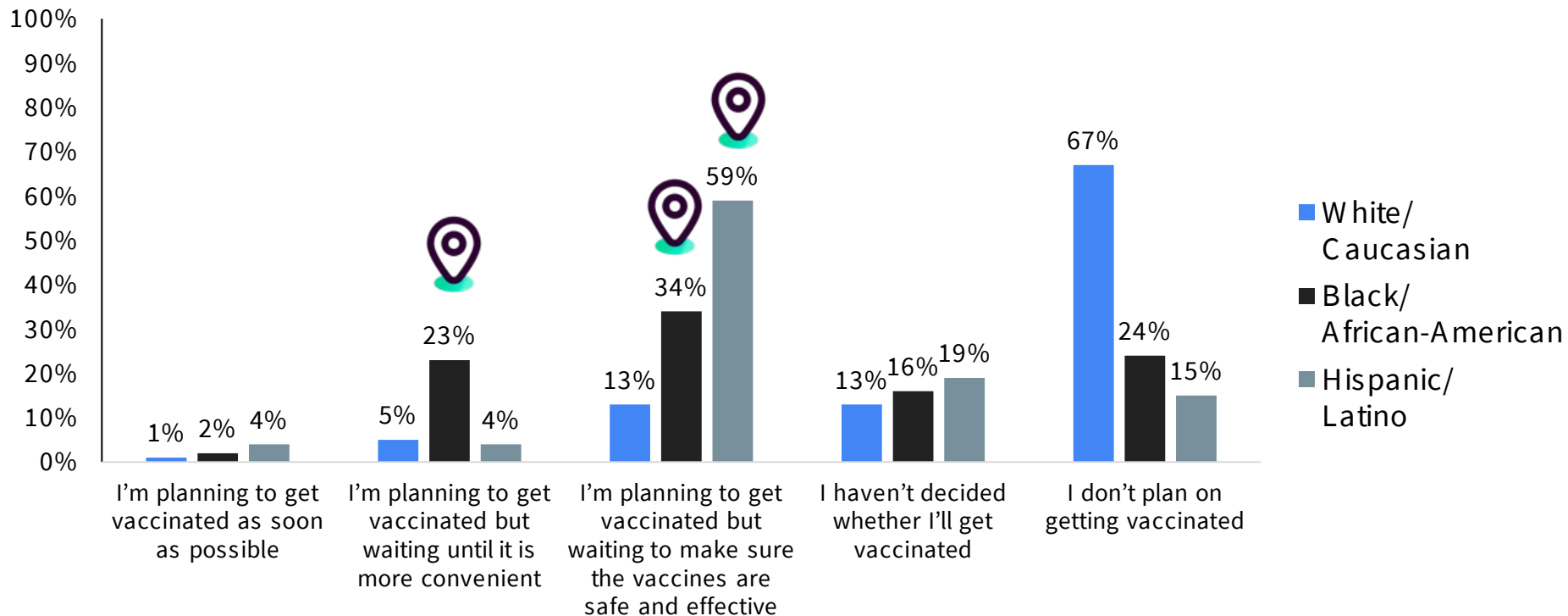
- Unvaccinated
- Vaccinated (or in the process)

COVID-19 Vaccine Intentions (Unvaccinated)



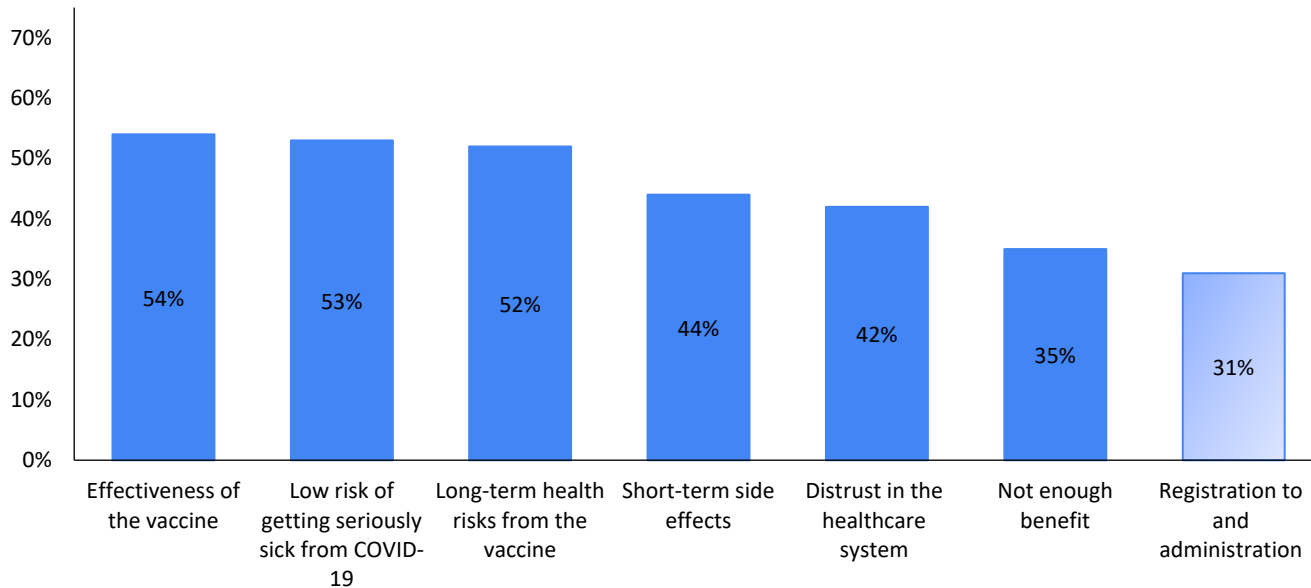
Recognize the ‘low-hanging fruit’ – the “Waiting” populations

COVID-19 Vaccine Intentions (Unvaccinated)



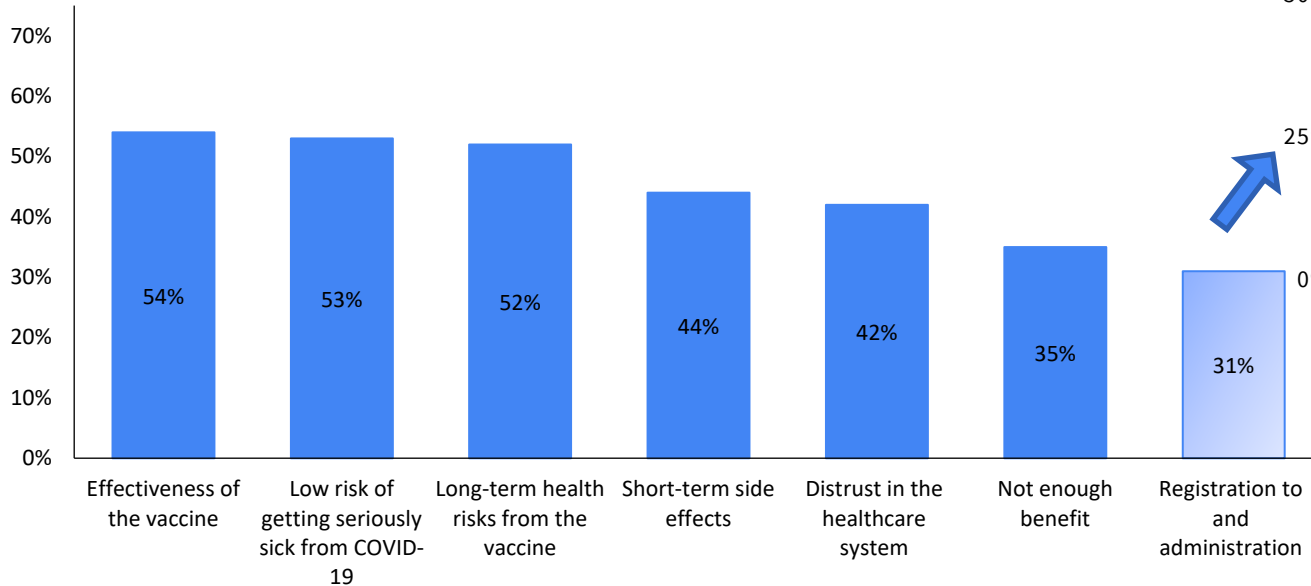
Why are residents hesitating?

Contributors to Vaccine Hesitancy

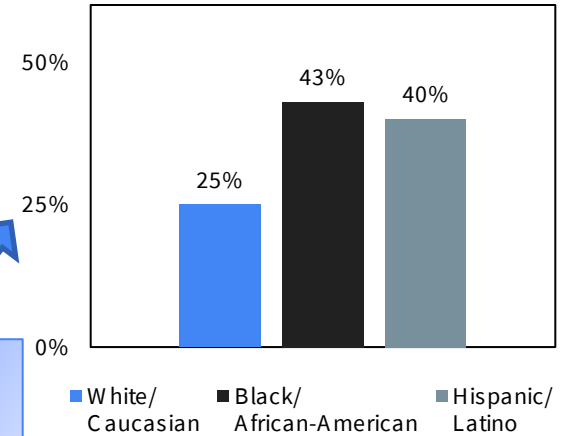


Michiganders of Color are more influenced by issues related to vaccine registration and administration compared to White Michiganders

Contributors to Vaccine Hesitancy

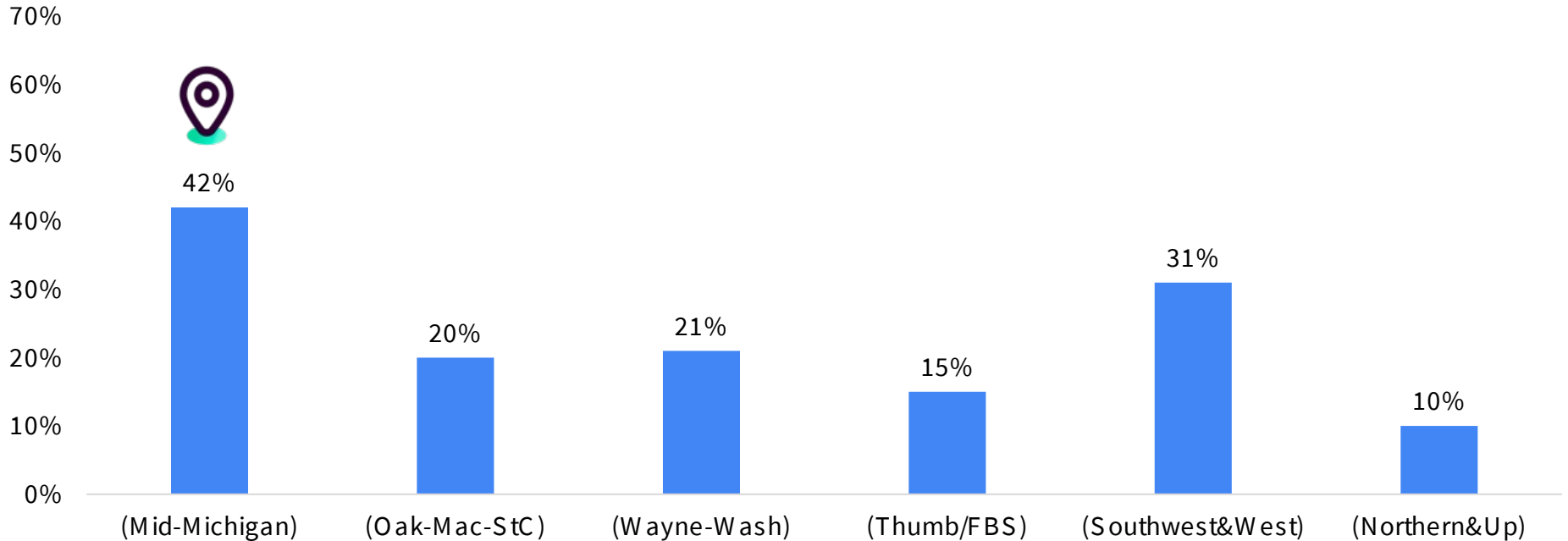


Registration and Administration



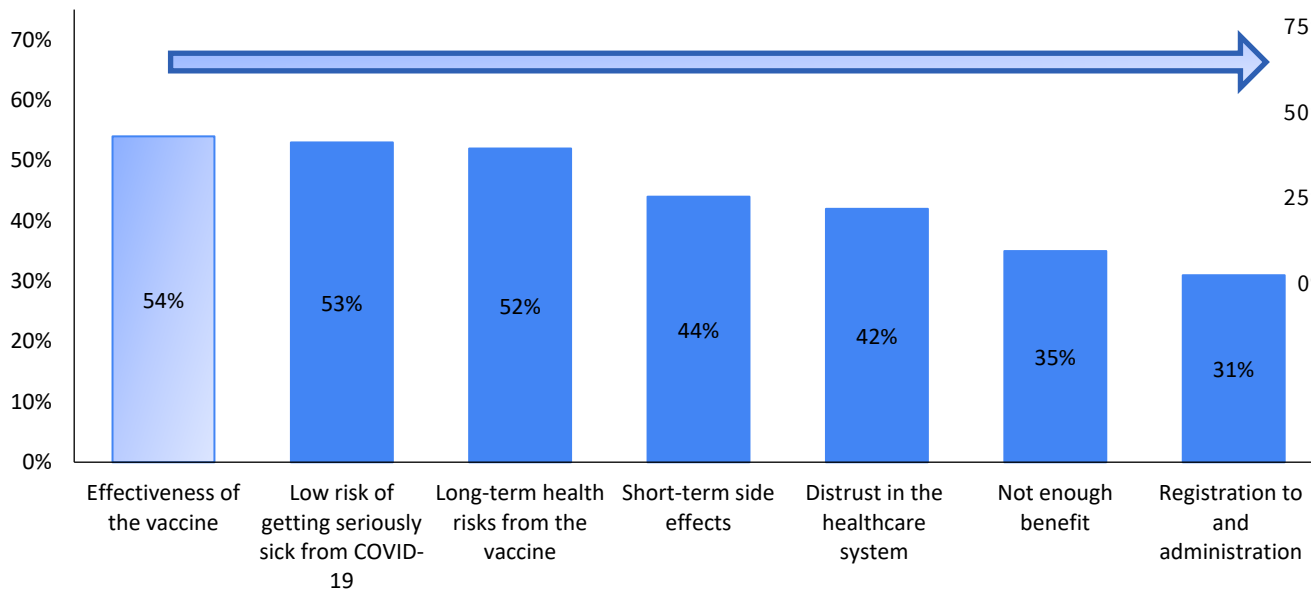
High rates of “waiting” residents located in Mid – Michigan (Preparedness Region 1)

% WAITING until vaccination is more convenient,
proven effective, or safe

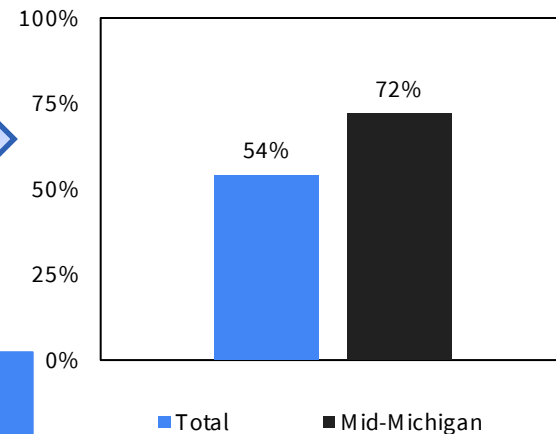


High concern with effectiveness in Mid-Michigan (Region 1)

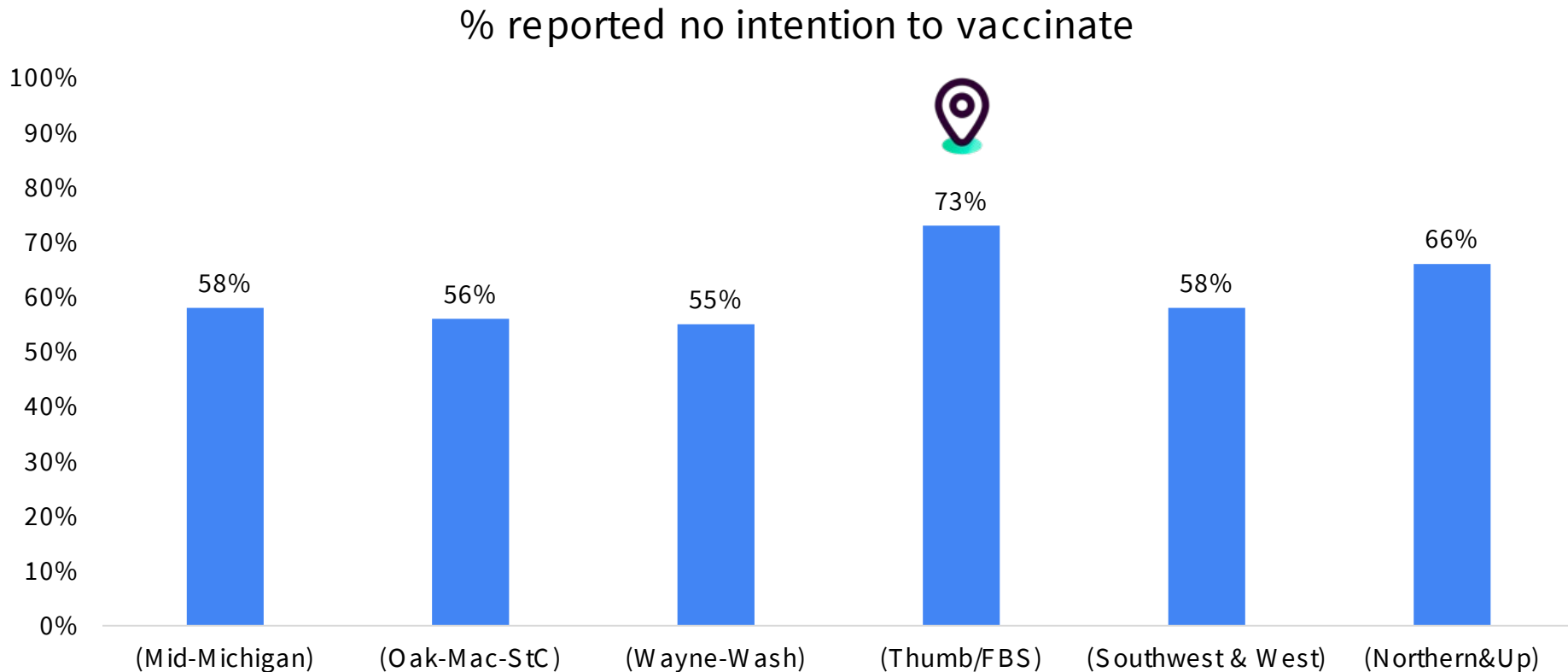
Contributors to Vaccine Hesitancy



Effectiveness of the vaccine

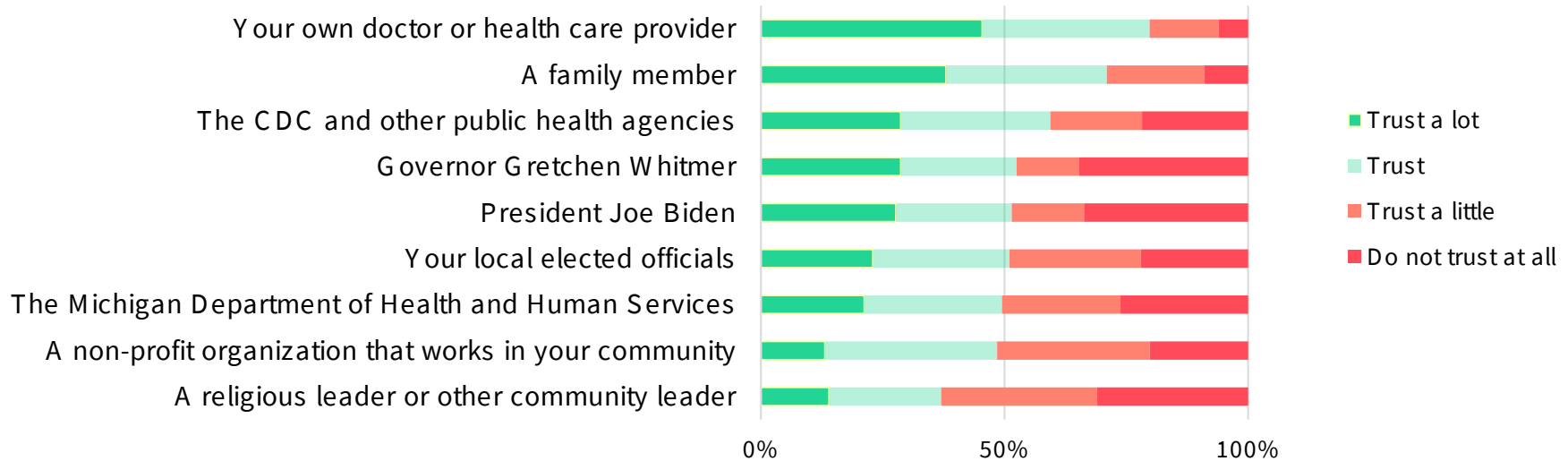


High rates of “resisting” located in Thumb/Flint/Bay/Sag (Region 3)



Local health care providers and family members are the most trusted sources of information

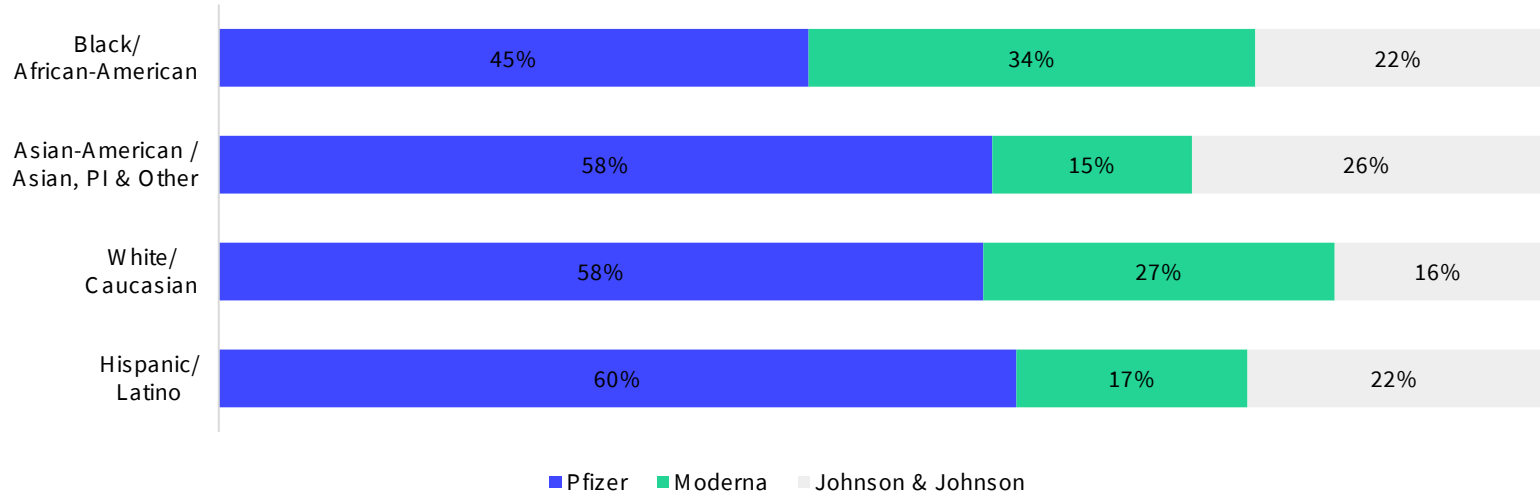
Trusted Sources of Information



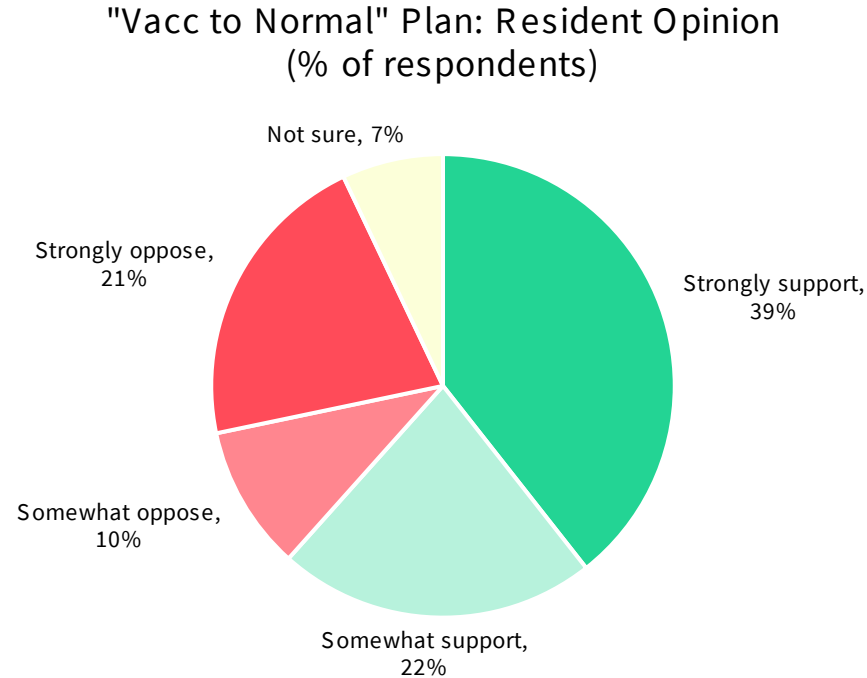
Black Respondents have somewhat higher levels of trust in public representatives: 66% trust Governor Whitmer, and 63% report that they trust President Biden.

Michiganders show an unusual preference for Pfizer

Vaccine Type Preference
(% of respondents that reported on a preference)



61% of respondents support the Vacc to Normal plan



But a lot has changed in the last 2 weeks...



Time: 9:28 am

Good Morning, State of Michigan

7 days ▾

Any

All

Show More +

Export

+ Take an Action

Analysis

Conversation

Map

Search keyword

State Snapshot



New Insight!

May 20, 2021

New mask guidelines: differentiating vaccinated from unvaccinated tops discourse; many worry about burden on businesses.

View Insight

Volume of Interactions i

Day

Total

3.8M

↑ 42.6%



Positive

533K

↑ 59.9%



Negative

456K

↑ 12.4%



800K

700K

600K

Sentiment Analysis i

Selected Period

14%



12%



Previous Period

12%



15%



On My Desk

My Projects i

View All

My Why Campaign

Interactions: 31 · ↓ 64.4%

16%

39%

Coronavirus

Interactions: 763,259 · ↑ 53%

8%

23%

COVID-19 Vaccine

Interactions: 407,749 · ↑ 42.5%

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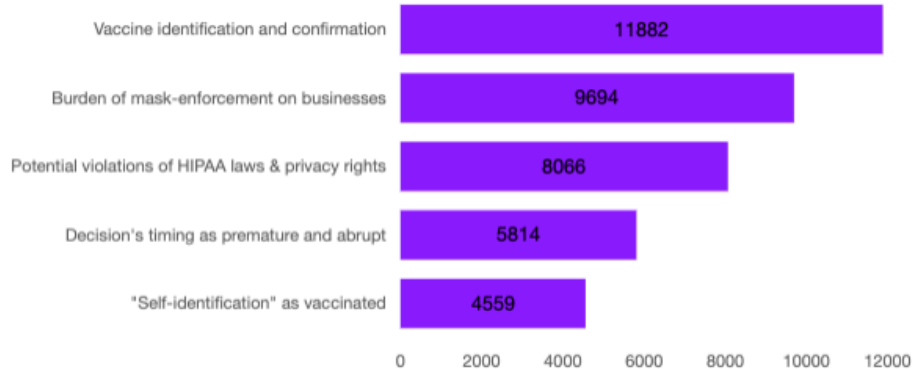
Support

After new CDC mask guidelines: new opportunities to engage communities around support for businesses

New mask guidelines: differentiating vaccinated from unvaccinated tops discourse; many worry about burden on businesses.

May 13 - May 18, 2021

Mandate Lift: Themes and concerns



Over 327K resident interactions were generated in response to Governor Whitmer's decision to lift the statewide [mask mandate](#) for those who are fully vaccinated, in line with the new CDC guidelines. These interactions made up **54% of all COVID-19 related discourse in the State last week** (May 13-18).

- Over 327K data points analyzed between May 13 – May 18, 2021
- Higher concentration of questions about proof of vaccination and timing of the decision *on state-owned channels – means residents expect action or a response from the State on this issue*
- Lower concentration about the issue of burden on businesses – *opportunity for more engagement*

Lifting restrictions announcement yesterday

Governor's announcement sees less negativity and less polarization than seen in Vacc to Normal campaign



Next Steps

- Attitudes about vaccinating 12-15 year-olds
- Incentives
- Dive deeper into reaction to following new CDC/MDHHS mask guidelines

Next Steps

- Attitudes about vaccinating 12-15 year-olds
- Dive deeper into current reasons for resisting following CDC guidelines

