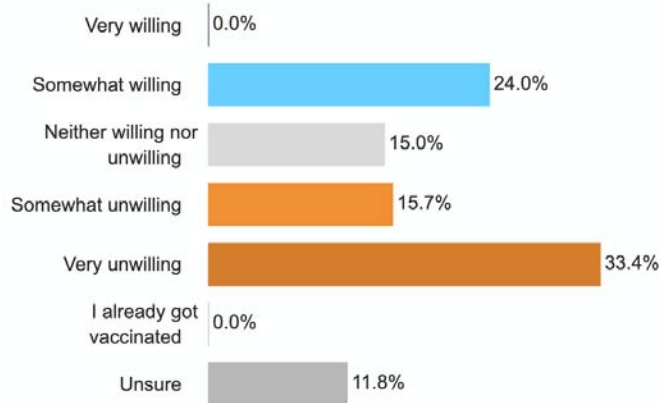


# VACCINE HESITANCY

## 1 Screener Willing Vaccination

*As vaccines for the coronavirus known as COVID-19 become available to the general public, how willing are you to be vaccinated?*

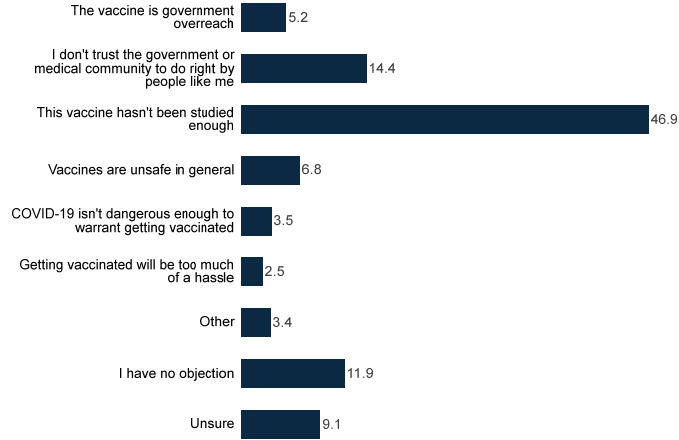


Sample size: 1005



## Vaccine Objection

If you have any, what are your objections to getting vaccinated against COVID-19? Please select all that apply.

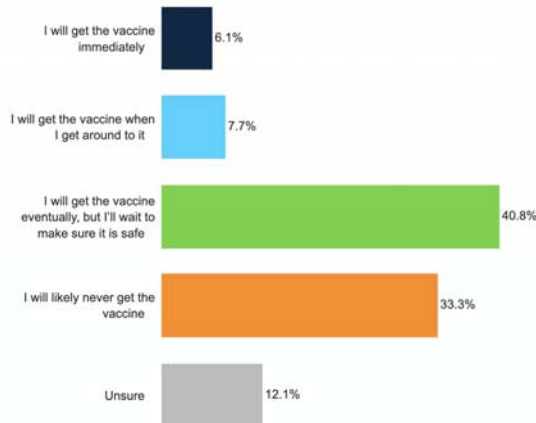


Sample size: 1005



## Uninformed Vaccinate When

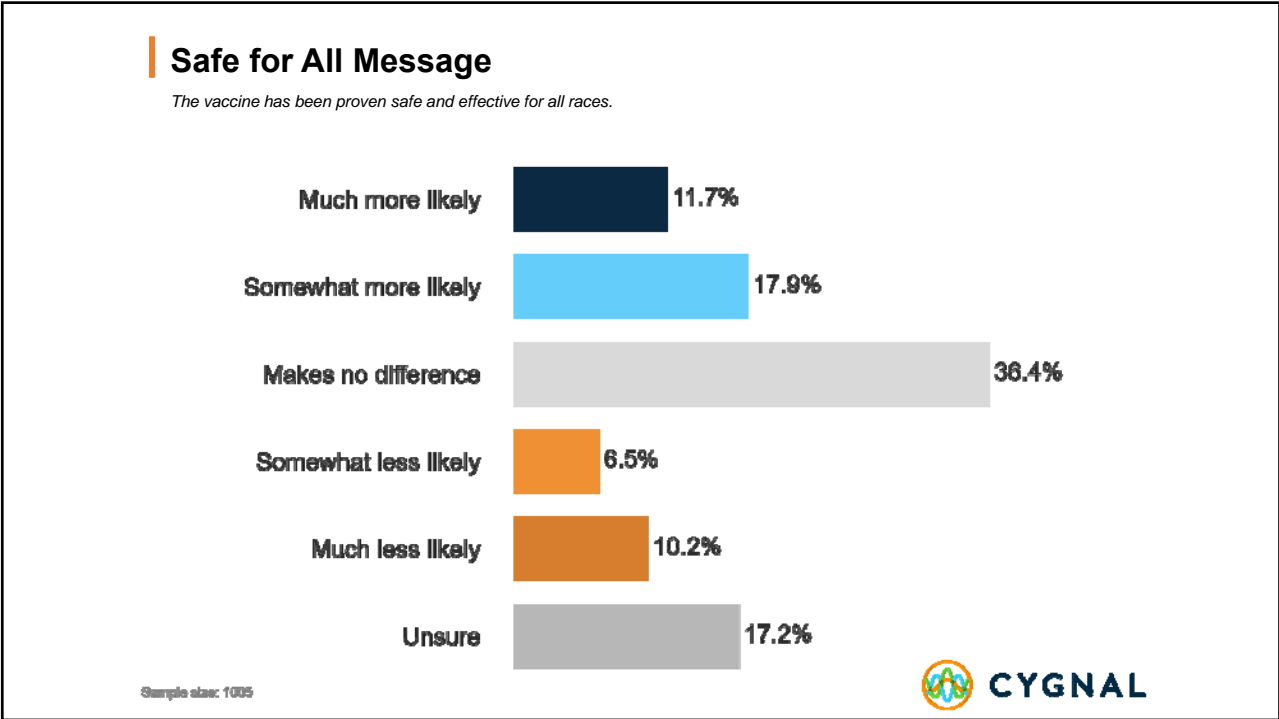
Once you're eligible to receive a COVID-19 vaccine, which of the following statements most closely matches what you plan to do?



Sample size: 1005

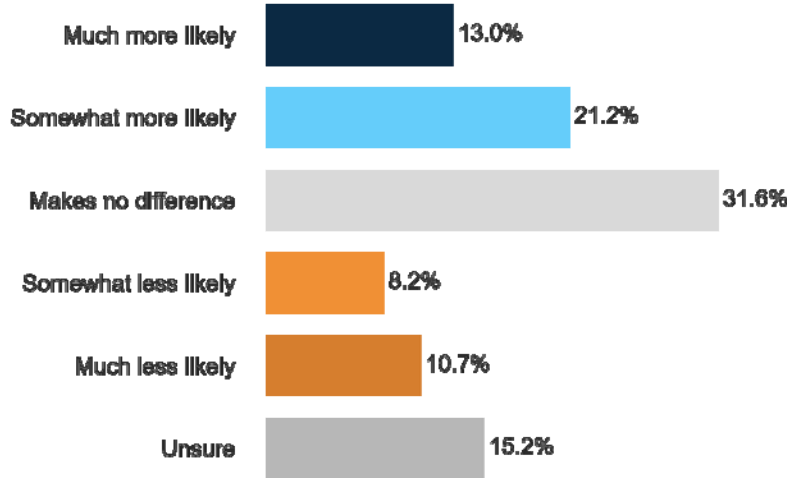


# MESSAGING



### Back to Normal Message

*COVID-19 is not going away anytime soon. The only way to get life back to normal is widespread vaccination.*

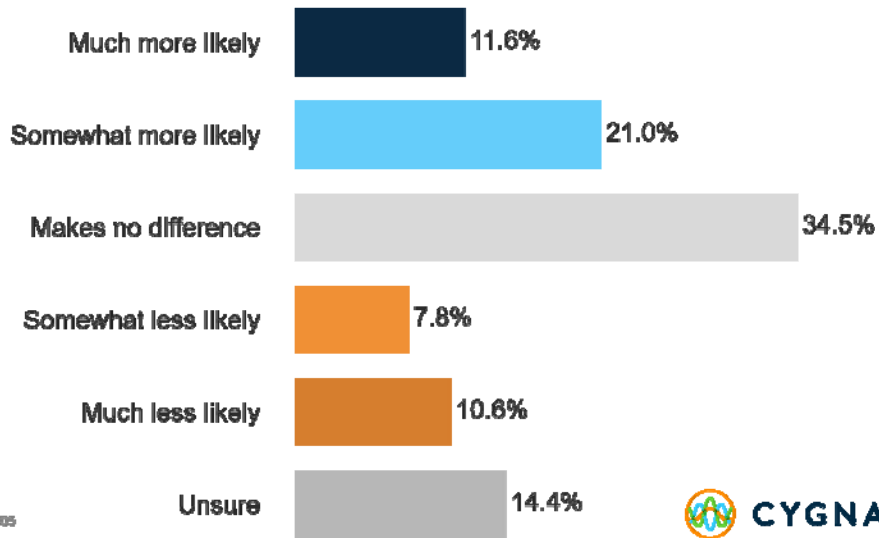


Sample size: 1005



### Essential Role Message

*Everyone should get vaccinated because we all play an essential role in keeping our community safe and healthy.*

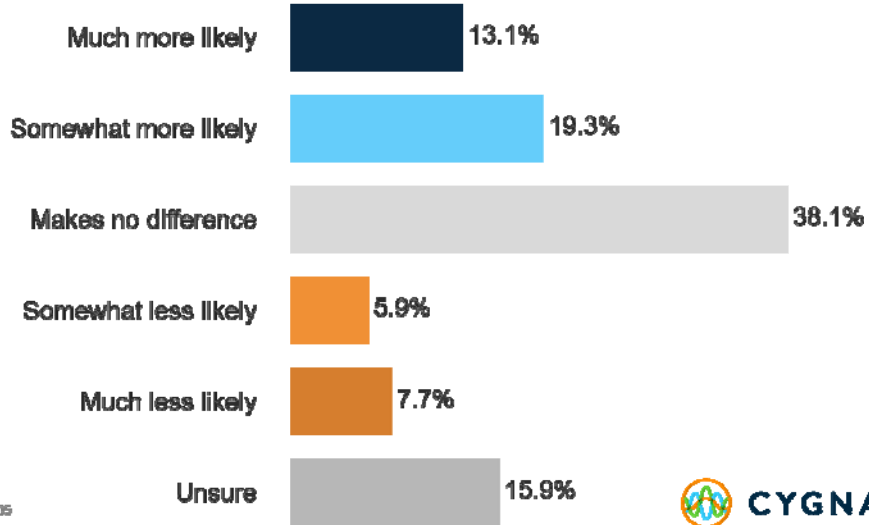


Sample size: 1005



### Eradicate Diseases Message

*Vaccines have eradicated smallpox, nearly eliminated chickenpox and polio, and minimized the impact of countless other diseases.*



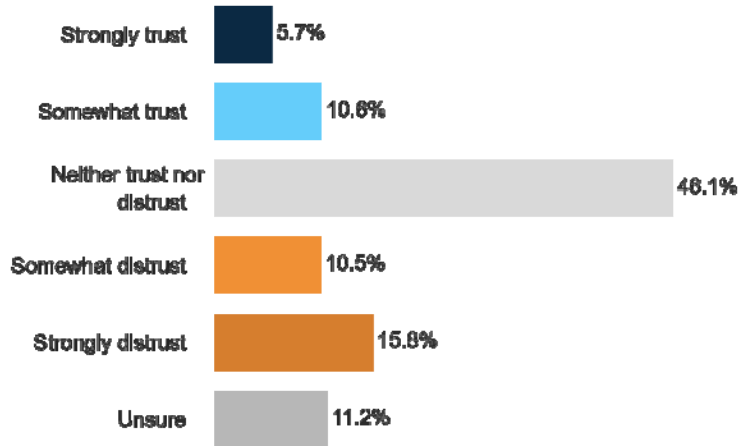
Sample size: 1005



# MESSENGERS

## AL Athletes Opinion

Respected Alabama athletes like Charles Barkley, Najee Harris, Jameis Winston, and Marcell Dareus.

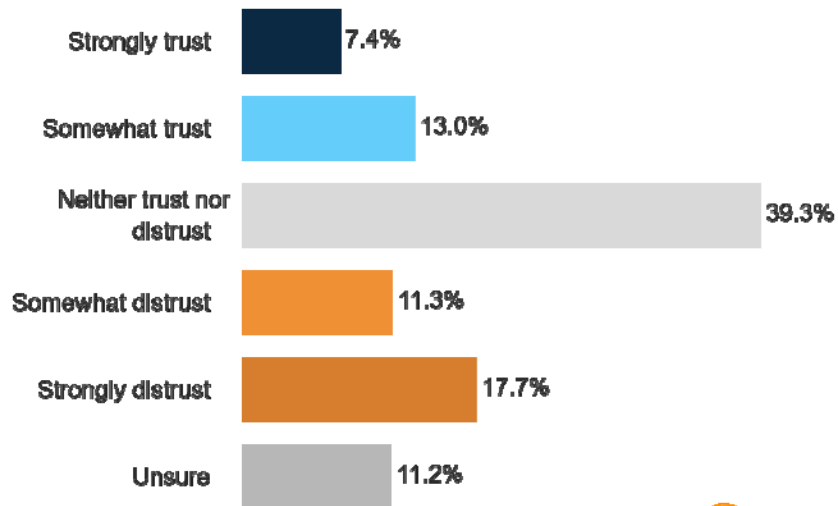


Sample size: 1005



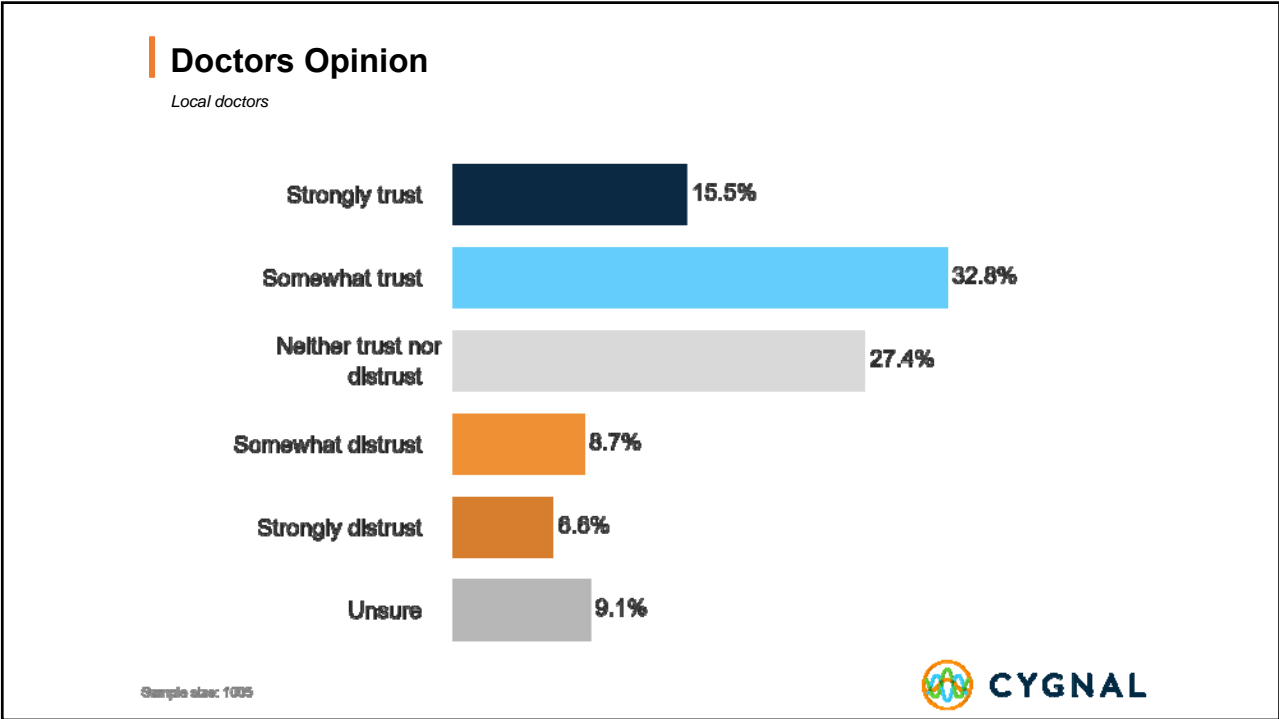
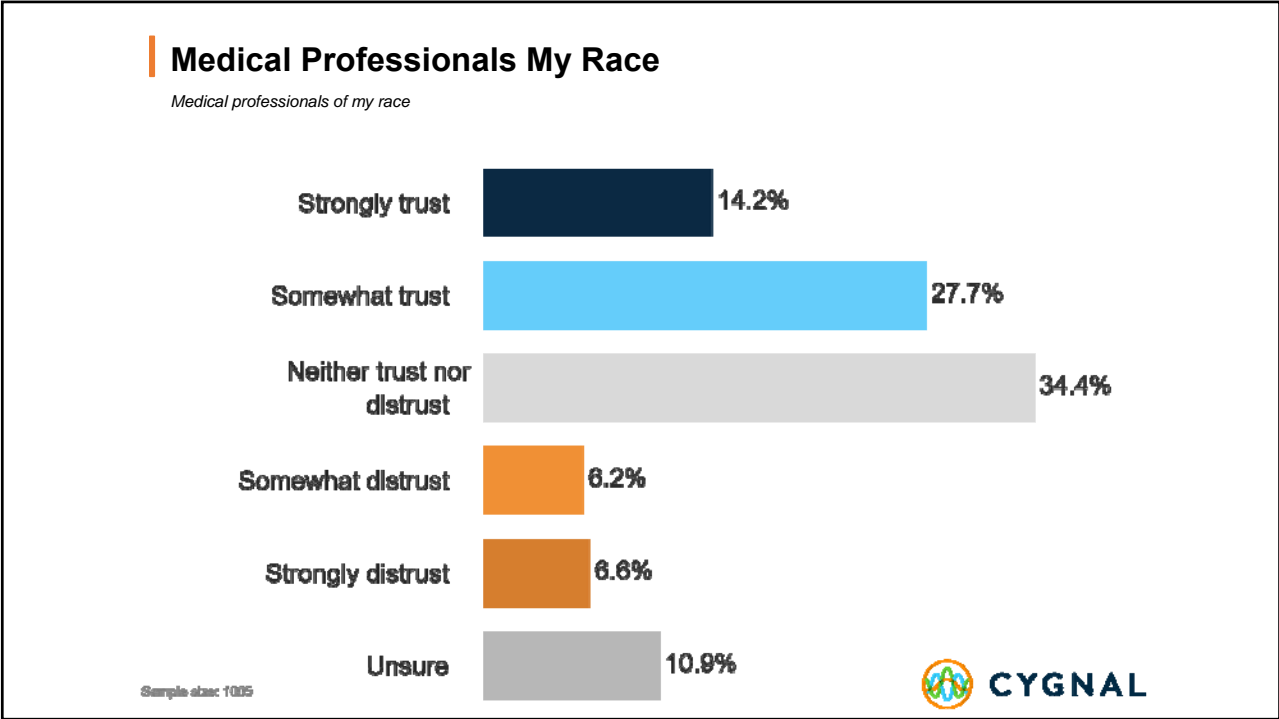
## Civil Rights Advocates Opinion

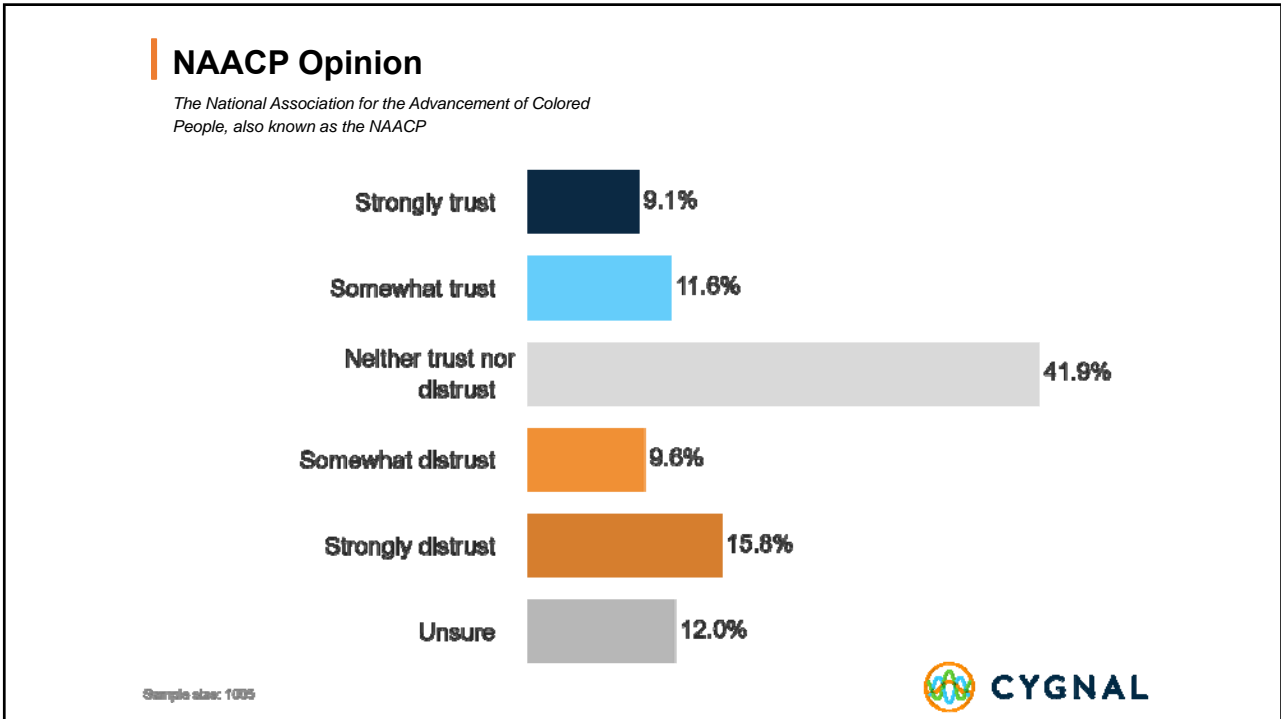
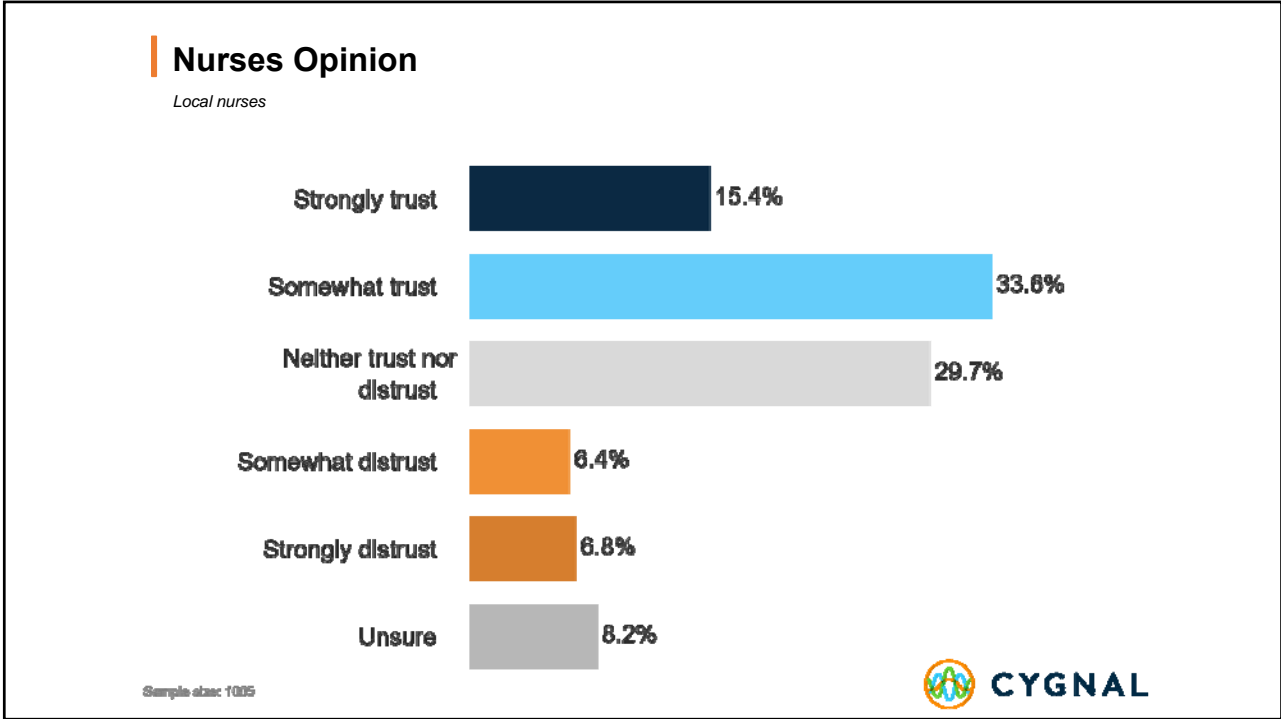
Civil rights advocates



Sample size: 1005



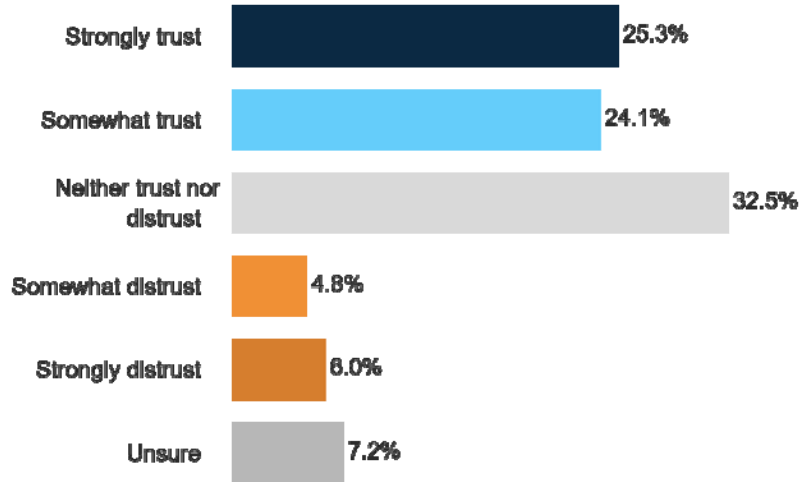






## Tribal Leaders Opinion

*My tribal leaders*

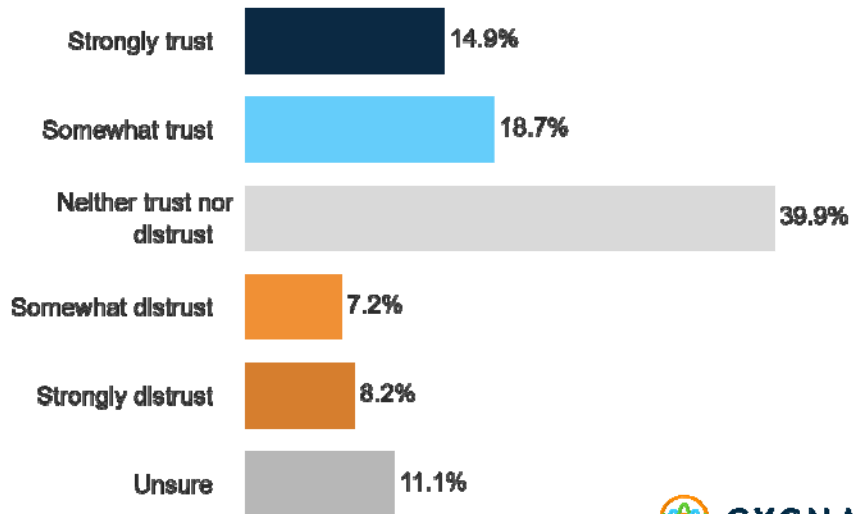


Sample size: 83



## Religious Leader Opinion

*My religious leader(s) (such as a pastor, priest, rabbi, or imam)*

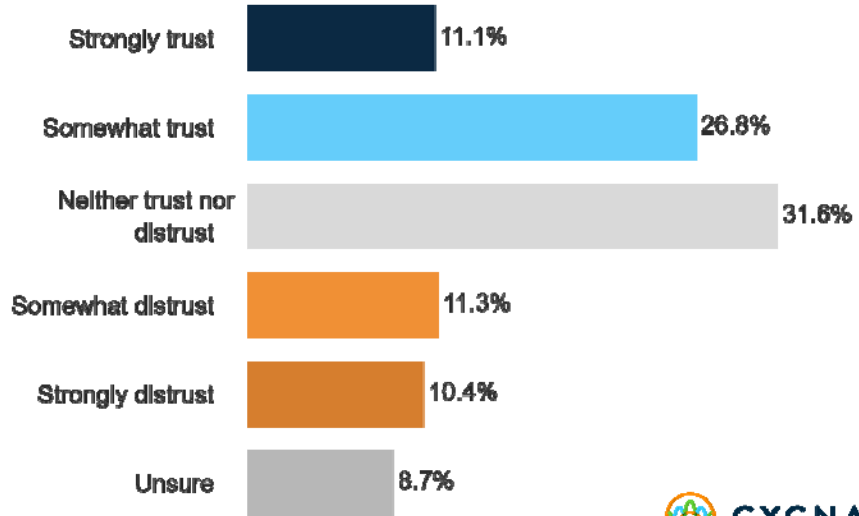


Sample size: 1005



## ADPH Opinion

The Alabama Department of Public Health



Sample size: 1005

