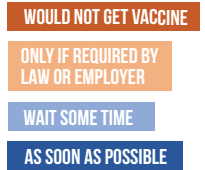


VACCINE RESEARCH

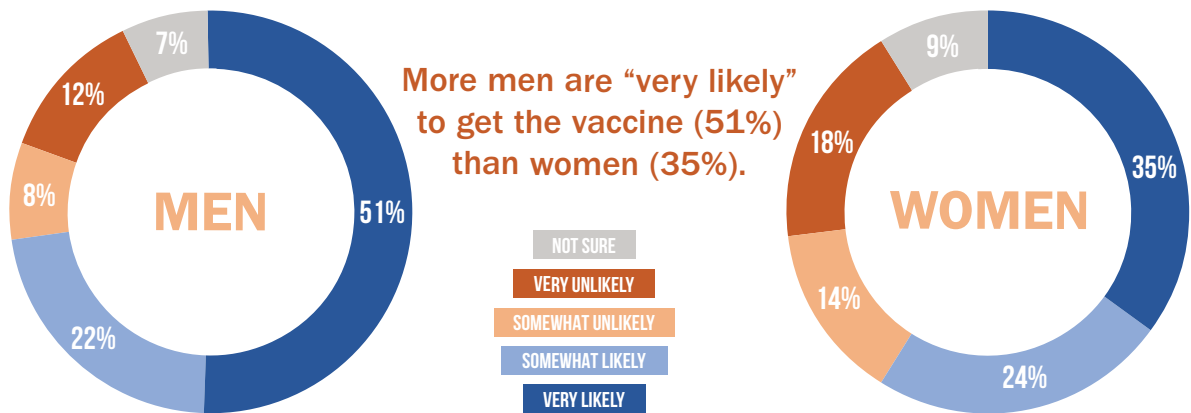
66% OF MICHIGANDERS ARE “LIKELY” OR “VERY LIKELY” TO GET THE COVID-19 VACCINE.



34% WOULD GET VACCINATED “AS SOON AS IT IS AVAILABLE.”

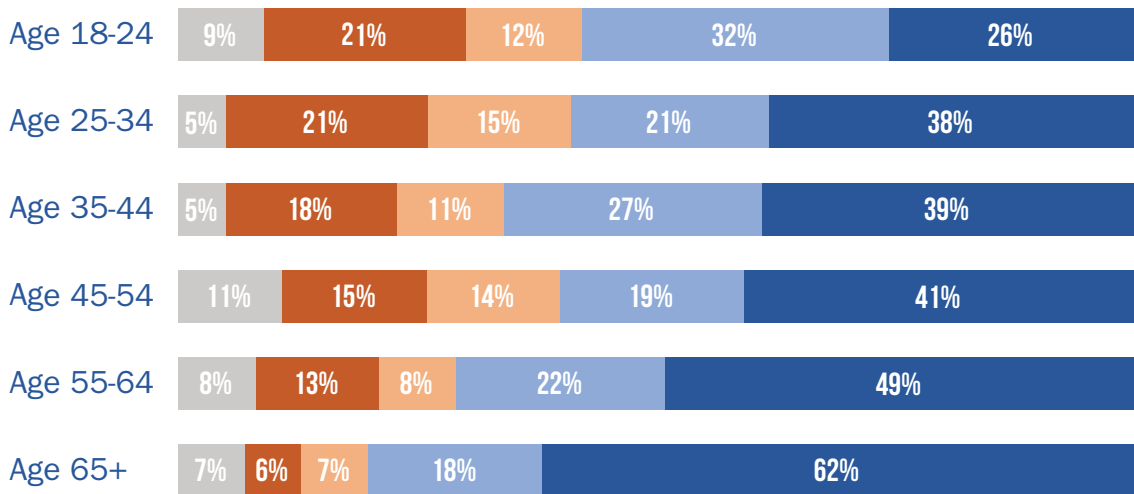


ATTITUDES TOWARD THE COVID-19 VACCINE VARY WIDELY BY **DEMOGRAPHIC GROUP.**



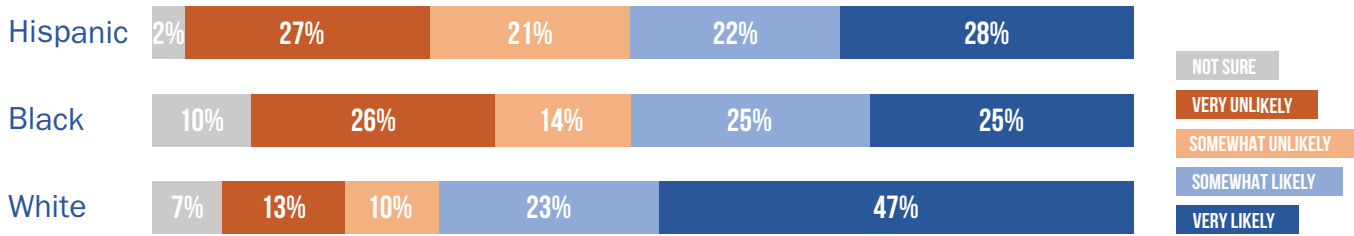
AGE IS A KEY FACTOR IN VACCINE LIKELIHOOD.

62% of those 65+ are “very likely” vs. 26% of 18-24 years.



STRIKING DIFFERENCES IN VACCINE ADOPTION BY RACE

47% of whites are “very likely” vs. 25% of black respondents.



TOP REASONS FOR NOT GETTING A VACCINE AS SOON AS POSSIBLE.

KEY THEMES ARE

SAFETY, EFFECTIVENESS AND TRUST.

- 67% are concerned about side effects.
- 66% don't want to feel like a test subject.
- 65% need to know more about its safety.
- 62% need to know how it performs over time.
- 61% need to learn more about effectiveness.
- 58% concerned politicians push out vaccine before it's safe.

PAUSE TO SAVE LIVES

CAMPAIGN AWARENESS AND INFLUENCE

89%

of the sample were aware of the new emergency order that limited indoor gatherings starting on November 18.

84%

of the sample thought the new order was helpful, with **38% saying “very helpful.”**

48%

of the sample said the new order make them less likely to attend indoor gatherings; **41% said it had no effect.**

PERCEPTION VARIES BY KEY DEMOGRAPHIC SEGMENTS

Those age 45-64, and those who were Black were more likely to say the new order was “very helpful” in reducing the spread of COVID-19; **Hispanics were significantly less likely** to say the order was “very helpful.”

Those age 65+, and those who were Black were more likely to say the new order made them less likely to attend indoor gatherings.