



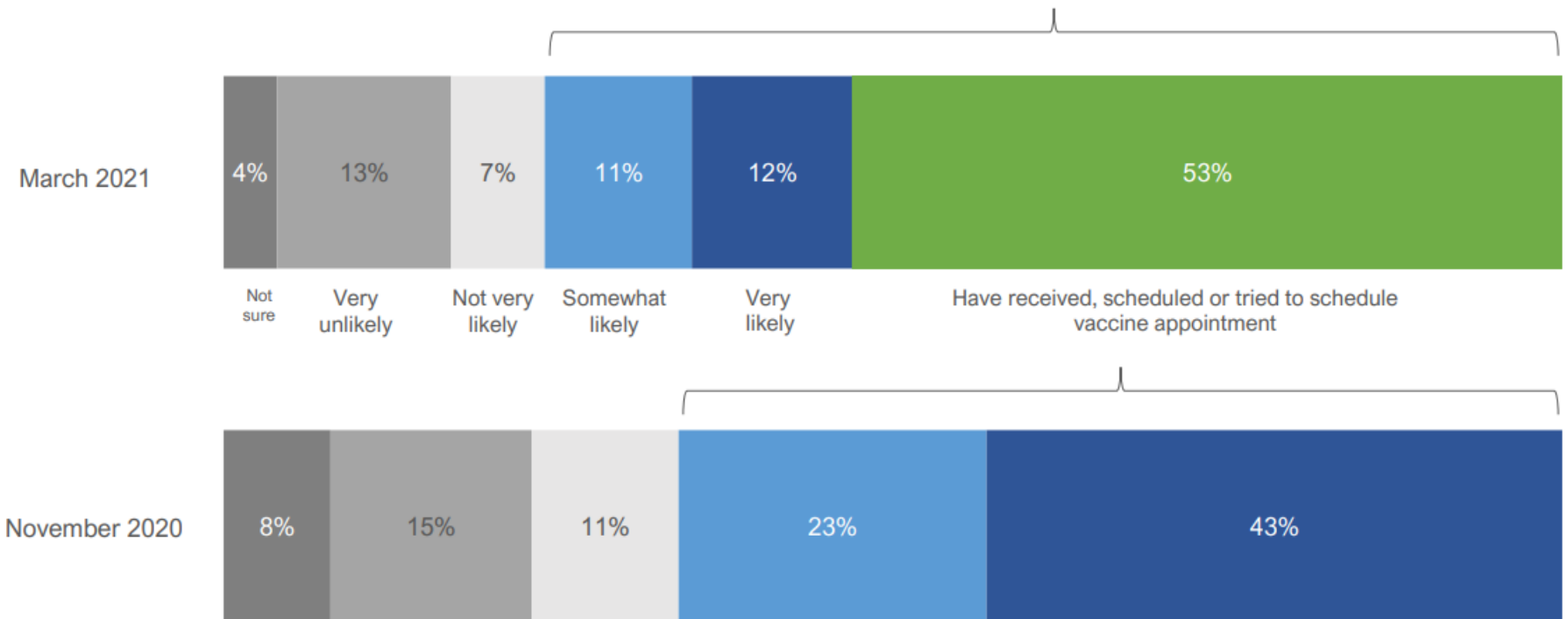
The Persuadables and Who They Trust

Ruthanne Sudderth, senior vice president,
Public Affairs & Communications

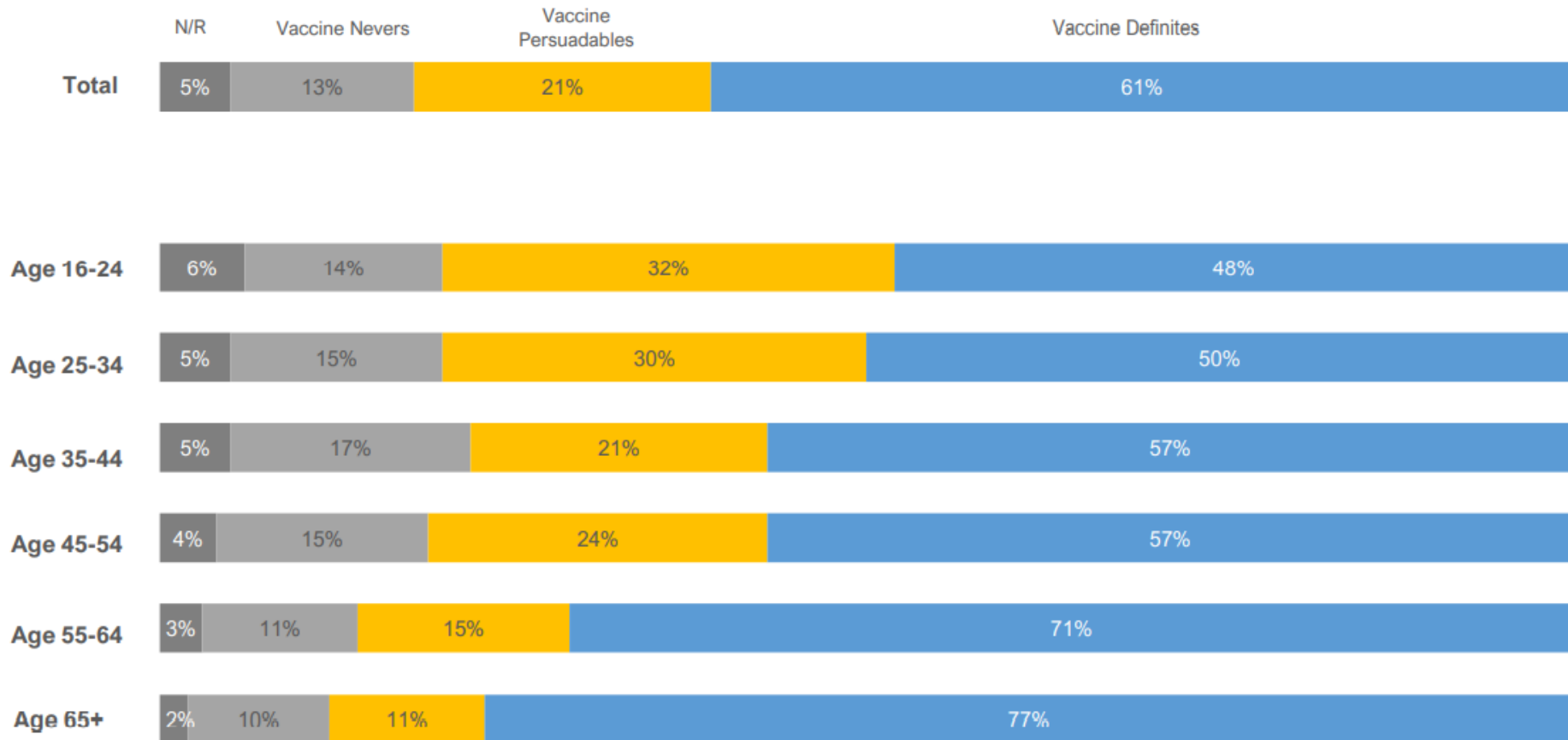
Who Is Willing to Get Vaccinated?

76% OF MICHIGANDERS HAVE STARTED THE VACCINE PROCESS OR LEANING TOWARD IT

Compared to 66% in November 2020



Room to Improve



If a vaccine for COVID-19 becomes available, how likely would you be to get it?

Who Do Persuadables Trust? *Their* Doctors.

PERSUADABLES ARE LESS TRUSTING OVERALL

| % TRUST SOURCE | TOTAL SAMPLE | PERSUADABLE |
|-------------------------------|--------------|-------------|
| Your own family physician | 67% | 54% |
| Family | 46% | 46% |
| Center for Disease Control | 57% | 43% |
| State health agencies (MDHHS) | 53% | 38% |
| Food & Drug Administration | 49% | 33% |
| Friends | 29% | 27% |
| President Biden | 40% | 26% |
| Dr. Fauci | 46% | 24% |
| Governor Whitmer | 36% | 18% |
| Faith-based leaders | 20% | 14% |
| NAACP | 21% | 14% |
| Local elected officials | 18% | 12% |
| Urban League | 14% | 9% |

Moving the Needle: Recommendations

- University of Pennsylvania Wharton School study: vaccine rates could improve by using direct texts to patients saying their spot is reserved and closing the “action gap:”
<https://penntoday.upenn.edu/news/Penn-Behavior-Change-for-Good-strategies-boost-vaccination-rates>
- Younger Americans have more questions about safety & effectiveness but are not moved by being told to vaccinate; instead, they respond to validated *information* from their trusted sources.