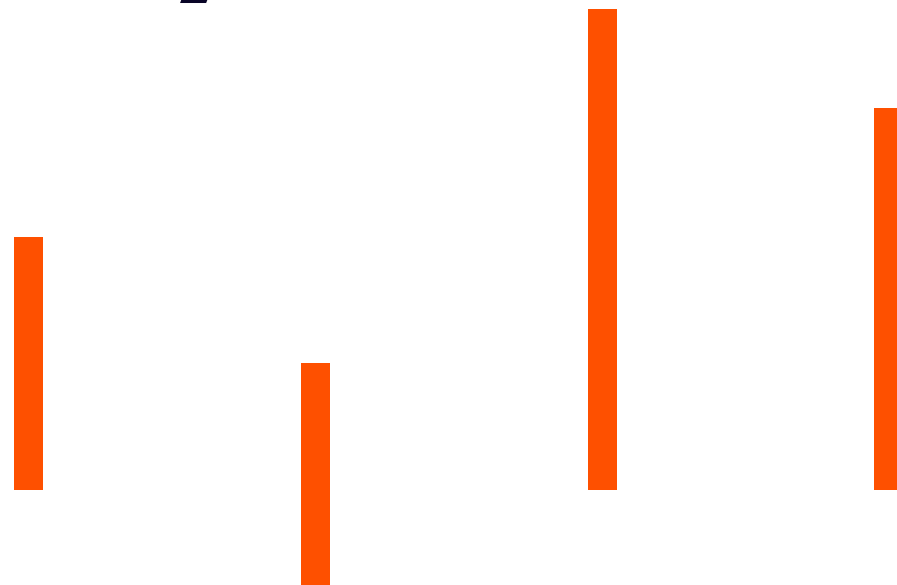




Vaccine Hesitancy

Using Audio to fight COVID-19



AUDIO IS THE MOST POWERFUL MEDIA FORCE IN FIGHTING COVID-19.

It enacts change. It moves us forward. As social campaigns attempt to spread the benefits of the vaccine to wide audiences, local hosts in audio hold the **power** to convince a significant portion of the vaccine-hesitant population to **take action** against COVID-19. Listeners are drawn in and trust the **familiarity and connection** that audio cultivates.





Proving Audio's impact on vaccine sentiments

We conducted an online survey to dive deep into the public sentiment about the COVID-19 vaccine and the impact media can have on vaccine hesitant people.

Survey of vaccine-hesitant adults

Sample of n=363 US Adults (P18+)
(including an augmented sample
of 104 African Americans)

Vaccine hesitancy defined as probably
will/might or might not/probably will
not/definitely will not get vaccine

Completed on February 22, 2021



Audio is the most reliable source of information on the COVID-19 vaccine according to the vaccine-hesitant population

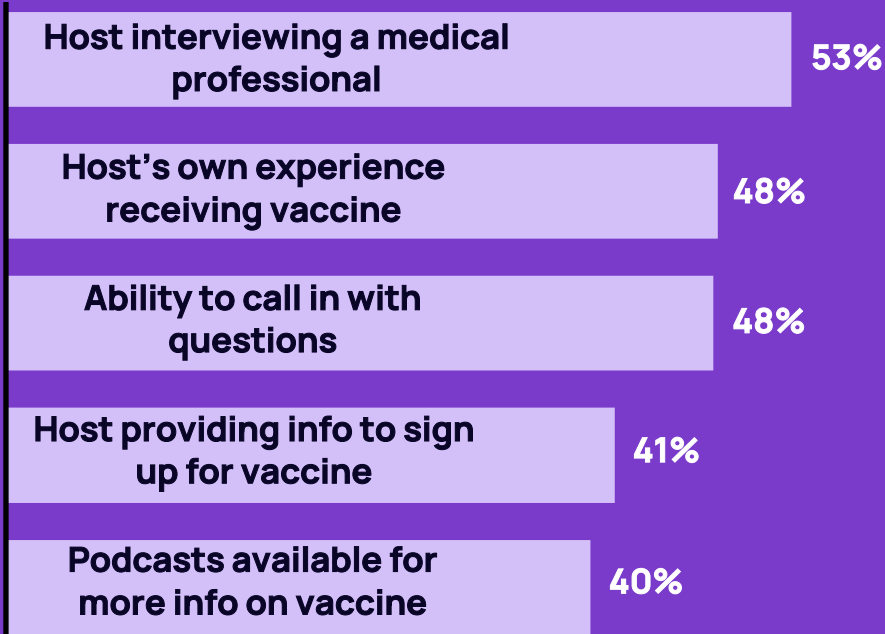
Sources	% of vaccine hesitant respondents that trust vaccine information from source
Audio	46%
TV News Shows	42%
Friends and Family	40%
Local Newspaper	37%
National Newspaper	36%
Social Media	27%



Host interviews with medical professionals most likely to resonate with vaccine hesitant

- Vaccine hesitant listeners would find interviewing a medical professional to be the most useful avenue to disseminate COVID vaccine information
- Listeners would also enjoy the ability to call in with questions and hear a local host recount their experiences receiving the vaccine

Most useful ways to find out about the COVID vaccine through audio
(% of vaccine hesitant)



Messaging should address concerns around vaccine safety and side effects to remove barriers to action

Why are hesitant worried about the vaccine?

Vaccine Safety	65%
Vaccine Side-effects	47%
Vaccine is too new	37%

Audio is the catalyst that allows medical professionals to reach the vaccine-hesitant population and dispel their concerns about getting the COVID-19 vaccine



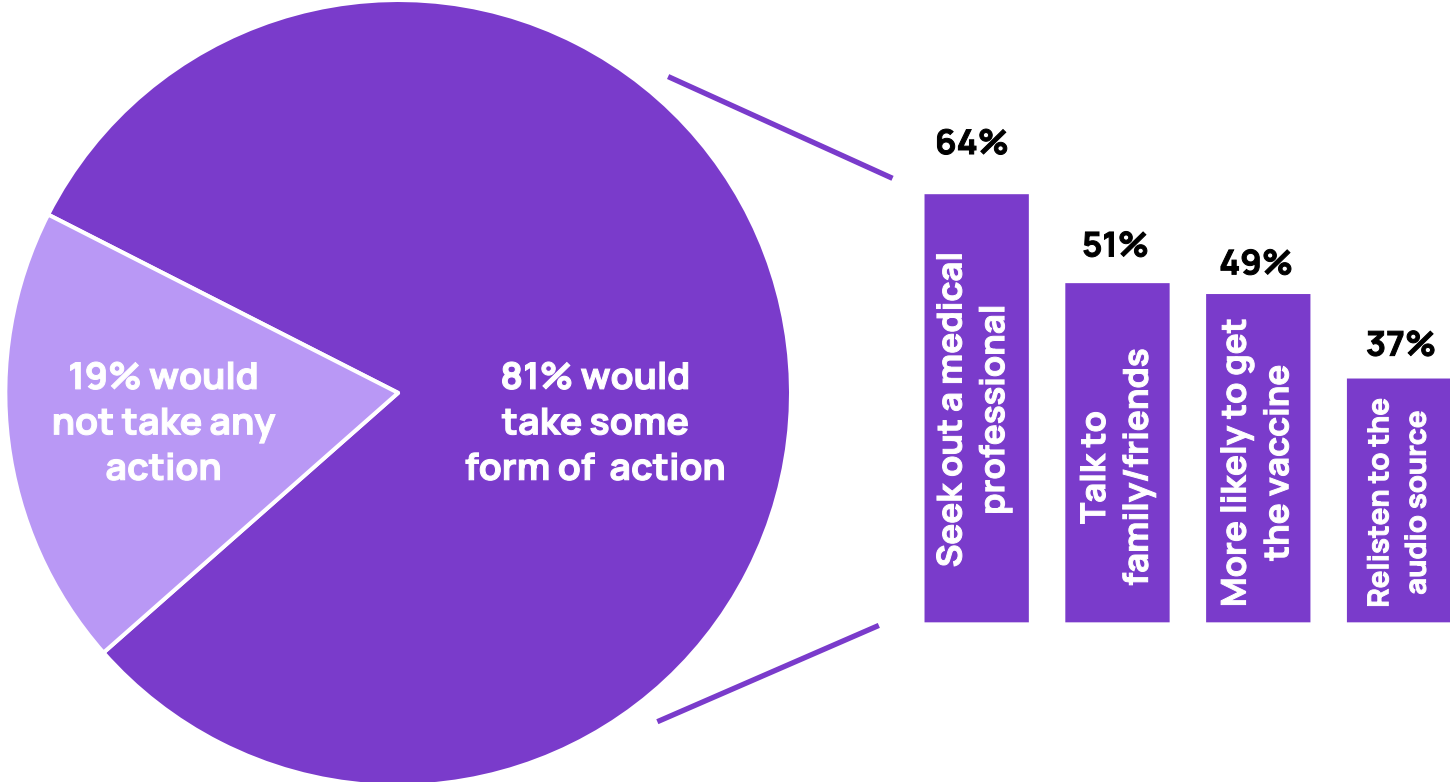
Audio can drive vaccine hesitant to take action



Local hosts and podcasts have the power to drive listeners to rethink their stance on the COVID vaccine

- 81% of respondents said they would take action after hearing an endorsement of the vaccine by a local host

% of vaccine hesitant listeners who would take action on a vaccine after hearing a local host?



Base: Total Respondents (n=363) | Q4. If you heard a local radio or podcast host provide information about the benefits of Covid vaccines and recommend that listeners receive a Covid vaccine, which of the following actions would you take?

Using Audio to fight COVID: Key Takeaways

Audio is the most trusted source for COVID-19 vaccine information.

81% of vaccine hesitant say they will take some form of action after hearing local radio and podcasts talk about the benefits of a vaccine

Nearly half of vaccine hesitant (49%) would be more likely to get the vaccine if they hear a local radio or podcast host talk about recommend it and talk about its benefits.

37% of vaccine hesitant said they would relisten to the audio source on COVID vaccination.





Deep Dive

Podcasts

How podcasts can help pave
the way for the COVID vaccine

Podcasts can drive vaccine hesitant to seek more information and consider vaccination

Want to learn more after hearing local host endorsement

Audio formats	% of respondents who would take action
Podcasts	86%
Streaming OTA	82%
Traditional OTA	75%

Would start conversations around the vaccine after hearing local host endorsement

Audio formats	% of respondents who would take action
Podcasts	86%
Streaming OTA	78%
Traditional OTA	73%

Would seek a medical opinion after hearing local host endorsement

Audio formats	% of respondents who would take action
Podcasts	69%
Streaming OTA	65%
Traditional OTA	61%

Are more likely to get vaccinated after hearing local host endorsement

Audio formats	% of respondents who would take action
Podcasts	60%
Streaming OTA	57%
Traditional OTA	43%



Base: Total Respondents (n=363) | Q4. If you heard a local radio or podcast host provide information about the benefits of Covid vaccines and recommend that listeners receive a Covid vaccine, which of the following actions would you take?

Health and Wellness podcasts can be a driving force in convincing vaccine hesitant

% of vaccine hesitant listeners who would take action after hearing a local host endorsement



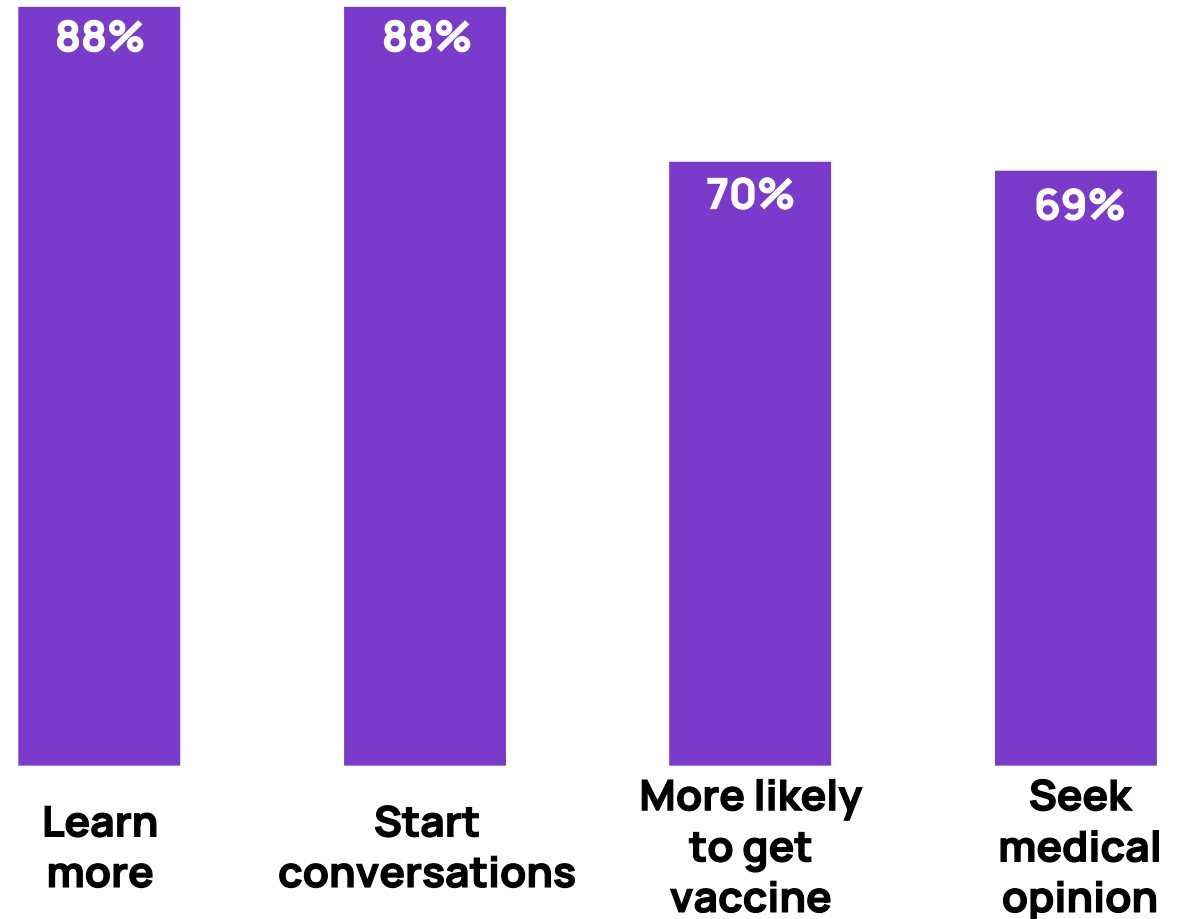
- Almost all (95%) of Health and Wellness listeners who are vaccine hesitant would take some sort of action after hearing a local host endorsement of the vaccine



Health and Wellness podcasts can drive vaccine conversations

% of vaccine hesitant Health and Wellness listeners who would take action after a local host endorsement

- A vast majority of vaccine hesitant Health and Wellness listeners would start conversations surrounding the COVID vaccine after hearing a local host endorsement
- 70% of Health and Wellness listeners who are vaccine hesitant would be more likely to get the vaccine after a local host endorsement (compared to 49% of all vaccine hesitant respondents)



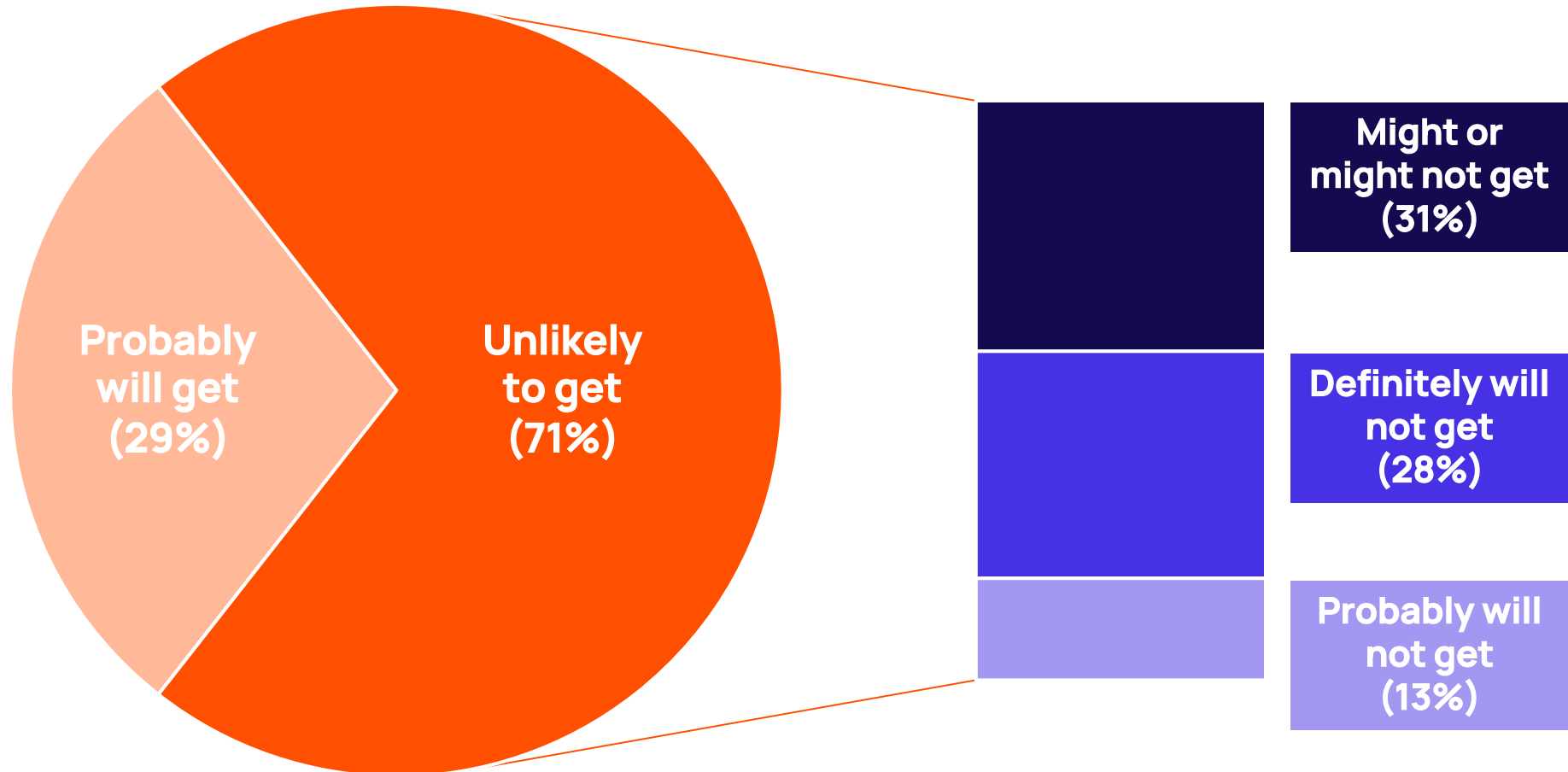
African American Audiences

The best way to communicate with
hesitant communities

Majority of African American vaccine hesitant remain unconvinced

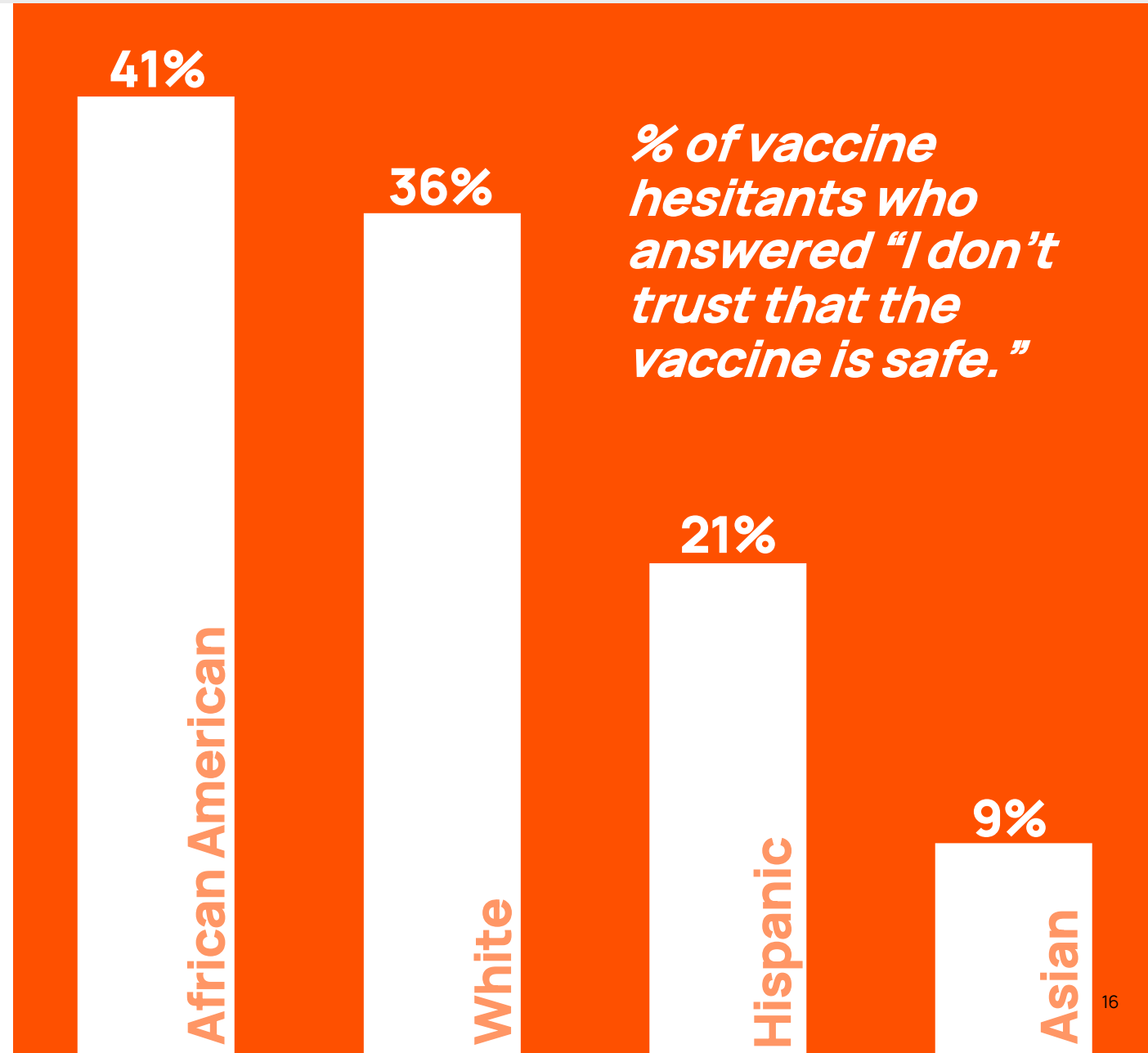
How likely are vaccine hesitant African Americans to receive the vaccine when it is available to them?

Majority of vaccine hesitant African Americans indicate they are unlikely to get the vaccine when it is available to them



There is significant doubt among the vaccine hesitant African American population about vaccine safety

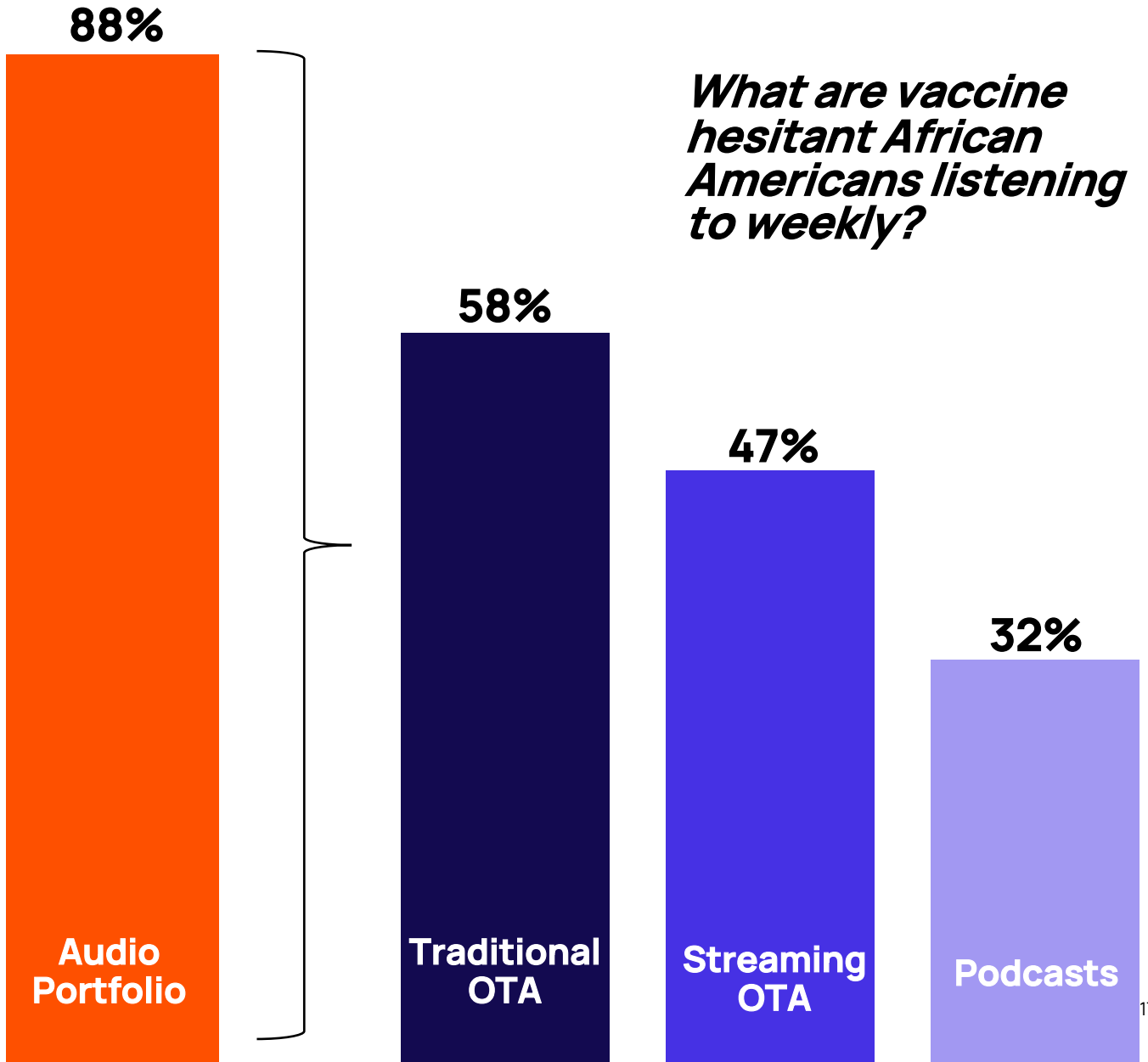
Among vaccine hesitant populations, African Americans were most likely to doubt vaccine safety.



Audio can be a powerful force in reaching vaccine hesitant African Americans

9 in 10 vaccine hesitant African Americans listen to Audio weekly

- Organizations can choose from all aspects of Audio to reliably reach vaccine hesitant African Americans



Base: Total Respondents (n=363) | QF. Which of the following do you listen to at least once a week?

Audio portfolio includes OTA, Streaming, and Podcasts

Organizations have a wide variety of options to reach vaccine hesitant African Americans

What are vaccine hesitant African Americans listening to monthly?



MUSIC
77%



NEWS
43%



HEALTH &
WELLNESS
38%



SOCIETY &
CULTURE
37%



SPORTS
27%

Music leads the way in reaching vaccine hesitant African Americans

- More than three quarters of vaccine hesitant African Americans listen monthly

Health and Wellness provides a reliable option in getting vaccine hesitant African Americans to take action

- More than one third of vaccine hesitant African Americans listen monthly

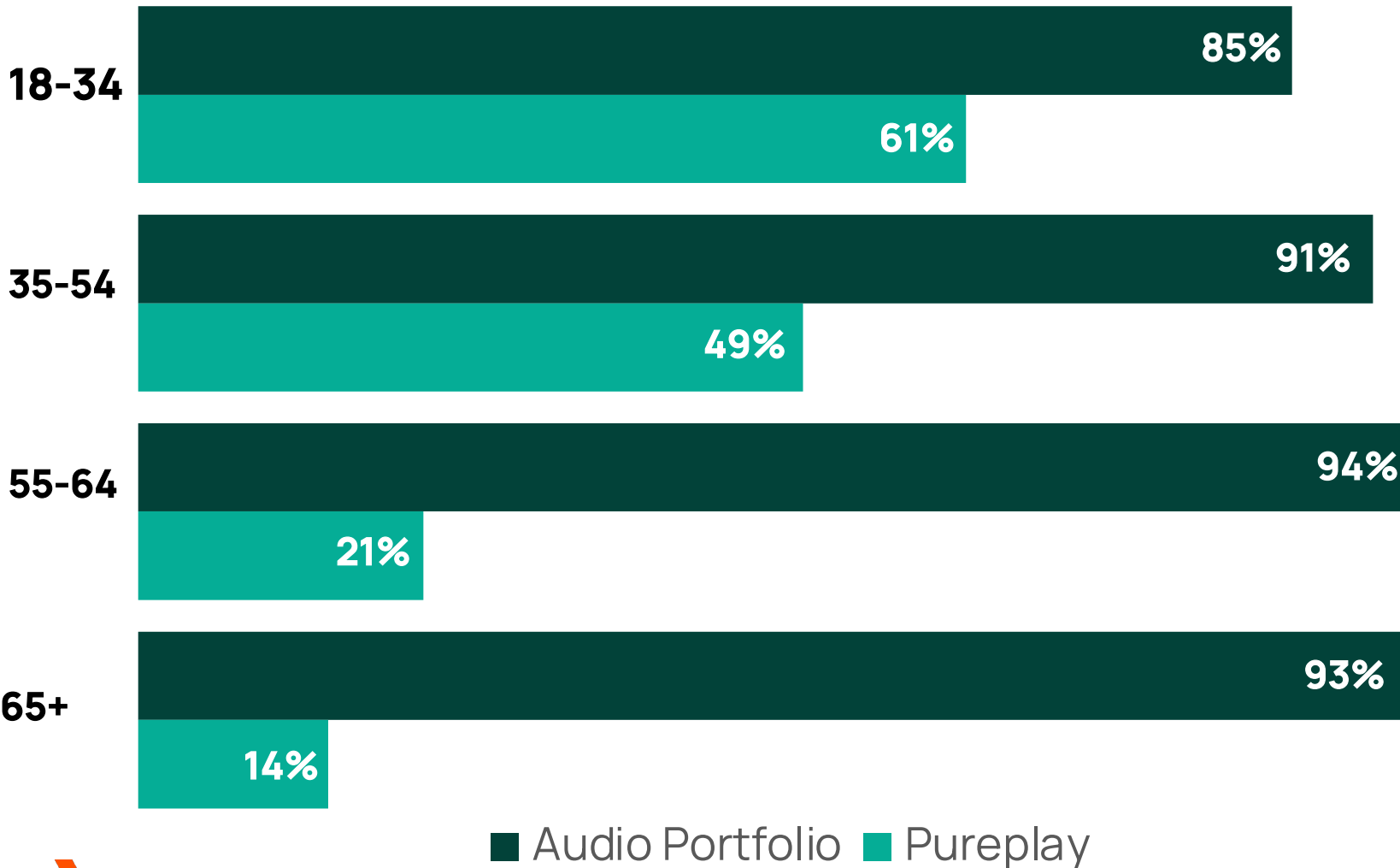


Audio vs. pureplay

Audio reaches where pureplay can't

Audio reaches grand majority of vaccine-hesitant listeners across all age groups...

Which of the following do you listen to at least once a week?



A significantly larger share of vaccine hesitants listen to Audio Portfolio than pureplay

- Audio performs consistently across all age groups, whereas pureplay falls off among older populations

...as well as across all races/ethnicities

Which of the following do you listen to at least once a week?

