

The Ten (10) COVID Vax Hesitancy Narratives

Nuanced for Message Development

AA & HA Vax-Hesitancy Narratives (From Highest to Lowest Degree of Vax Hesitancy)

1. It's About Freedom

From Government Control (*largely driven by conspiracy theories*)

2. The "Big Push" - Government & Pharma Are In Collusion

3. It's About Freedom

Medical/Religious

4. Covid Vaccines Are Unnecessary/ Low Perceived Threat - Rejection of Science

5. People Should Do Their Own Research

6. It's Not Worth The Risk / Vaccines Are Not Safe

7. Covid Vaccines Are Unnecessary / Low Perceived Threat - Open But Unaware of Developments

8. COVID Vaccines Don't Work - What's The Point (*not effective in preventing transmission or infection*)

9. Waiting For More Info On...- Missing Info on Specific Concerns

10. I Just Don't Know - Lack of Clarity (*overwhelm from conflicting info*)