Public Attitudes about the COVID-19 Vaccine

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U.S. Chamber of Commerce Foundation

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Tracking public attitudes about the COVID-19 vaccine

- Vaccine intent
- Trusted information sources
- Motivations for & barriers against
- Factors related to intent

- Three national surveys adults 18+
  - May 2020
  - December 2020
  - January 2021

- Sponsored by The Associated Press-NORC Center for Public Affairs Research
- Conducted using AmeriSpeak®
- 1,000+ interviews per survey
- Margins of sampling error approximately +/-4 percentage points
Worry about the spread of the coronavirus increased rapidly, but has largely leveled off.

About 4 in 10 are extremely or very worried that they or someone in their family will get infected.

Another 3 in 10 are somewhat worried.

**Question:** How worried are you that you or someone in your family will get infected with the coronavirus?

**Source:** AP-NORC Polls with 1,000+ adults nationwide.
The public has been attending to vaccine news and they trust health professionals.

**How much do you trust each of the following sources of information about coronavirus vaccines?**

- **Health professionals**: 58% trust a great deal/quite a bit, 42% trust only a little/not at all.
- **Dr. Anthony Fauci**: 48% trust a great deal/quite a bit, 52% trust only a little/not at all.
- **The CDC**: 46% trust a great deal/quite a bit, 54% trust only a little/not at all.
- **The FDA**: 41% trust a great deal/quite a bit, 59% trust only a little/not at all.
- **The HHS**: 38% trust a great deal/quite a bit, 62% trust only a little/not at all.
- **The WHO**: 36% trust a great deal/quite a bit, 64% trust only a little/not at all.
- **Joe Biden**: 33% trust a great deal/quite a bit, 67% trust only a little/not at all.
- **Pharmaceutical companies**: 20% trust a great deal/quite a bit, 80% trust only a little/not at all.
- **News media**: 16% trust a great deal/quite a bit, 84% trust only a little/not at all.
- **Donald Trump**: 16% trust a great deal/quite a bit, 84% trust only a little/not at all.

**Question**: How much do you trust each of the following sources for information about coronavirus vaccines?

**Source**: AP-NORC poll conducted December 3-7, 2020, with 1,117 adults
Prior to vaccine approval, just half expressed intent to get vaccinated.

If a vaccine against the coronavirus becomes available, do you plan to get vaccinated, or not?

<table>
<thead>
<tr>
<th>Month</th>
<th>Yes</th>
<th>No</th>
<th>Not Sure</th>
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<tr>
<td>May</td>
<td>49</td>
<td>20</td>
<td>31</td>
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<tr>
<td>December</td>
<td>47</td>
<td>26</td>
<td>27</td>
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**Question:** When a vaccine against the coronavirus becomes available to you, do you plan to get vaccinated, or not?

**Source:** AP-NORC polls conducted December 3-7, 2020, with 1,117 adults and May 14-18, 2020, with 1,056 adults
Following authorization and early distribution, more are considering vaccination.

- About 10% already vaccinated

- Among those that haven’t been vaccinated, roughly...
  - 4 in 10 definitely will
  - 2 in 10 probably will
  - 2 in 10 probably won’t
  - 2 in 10 definitely won’t

- Intention vaccinate continues to vary across partisanship, age, race/ethnicity, and among levels of concern about being infected.
Side effects and safety concerns are driving vaccine hesitation.

Which of the following are reasons you would not get a coronavirus vaccine?

- I would be concerned about side effects from the vaccine: 71%
- I'm concerned about the development and approval process: 57%
- I would be concerned with getting infected from the vaccine: 37%
- I'm not concerned about getting seriously ill from the coronavirus: 24%
- The coronavirus outbreak is not as serious as some people say it is: 16%
- I don't think vaccines work very well: 15%
- I don't like needles: 10%
- I am allergic to vaccines: 5%
- I won't have time to get vaccinated: 2%

Question: Which of the following are reasons you would not get a coronavirus vaccine? Select all that apply.
Source: AP-NORC polls conducted December 3-7, 2020, with 1,117 adults and May 14-18, 2020, with 1,056 adults
Motivations to vaccinate centered on protecting themselves, their families, their communities, and feeling safe around other people.

**Which of the following are reasons you would get a coronavirus vaccine?**

- I want to protect my family: 83%
- I want to protect myself: 83%
- It would be the best way to avoid getting seriously ill from the coronavirus: 78%
- I want to protect my community: 76%
- Life won’t go back to normal until most people are vaccinated: 75%
- It would allow me to feel safe around other people: 75%
- I have confidence in the vaccine development and approval process: 58%
- It would allow me to go back to normal activities like work or school: 52%
- My doctor recommends vaccines: 38%
- I have a chronic health condition: 31%

**Question:** Which of the following are reasons you would get a coronavirus vaccine? Select all that apply.

**Source:** AP-NORC poll conducted December 3-7, 2020, with 1,117 adults
Study implications

- 4 in 10 of those not already vaccinated are on the fence and may be persuadable in one direction or the other.

- The “wait and see” approach that many are taking means that communication around the initial roll-out and framing of safety and effectiveness outcomes will be important for those still persuadable.

- Campaigns and outreach should be tailored to the concerns of different populations.
Thank You

For information about additional vaccine surveys at NORC…

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