

An aerial photograph of a large, diverse crowd of people gathered outdoors. The people are seen from above, filling the frame with various colors of clothing and different postures. The crowd is dense, with individuals packed closely together.

# Public Attitudes about the COVID-19 Vaccine

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U.S. Chamber of Commerce Foundation

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**NORC**  
*at the UNIVERSITY of CHICAGO*

# 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**

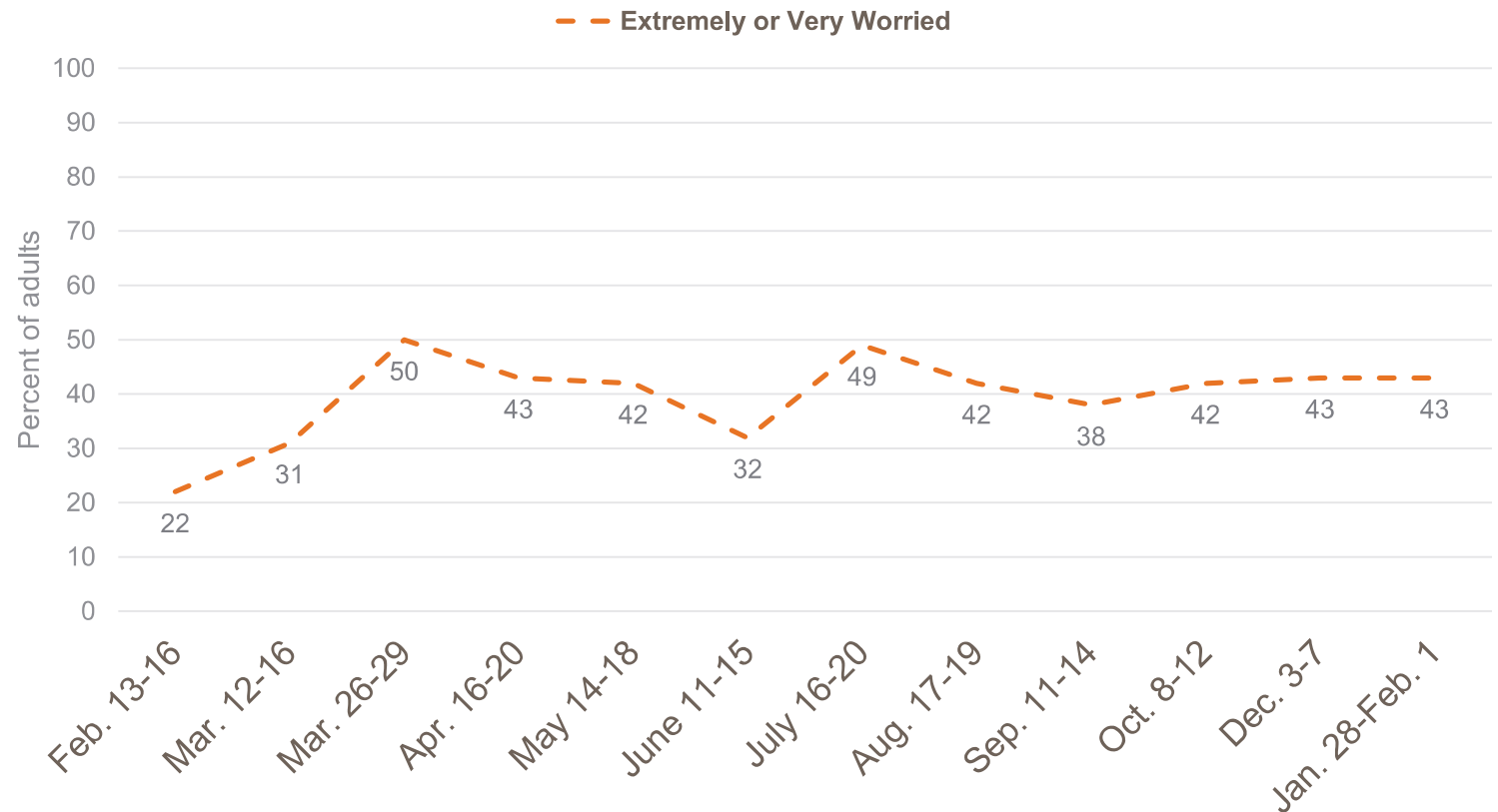
# Worry about the spread of the coronavirus increased rapidly, but has largely leveled off.

**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.**

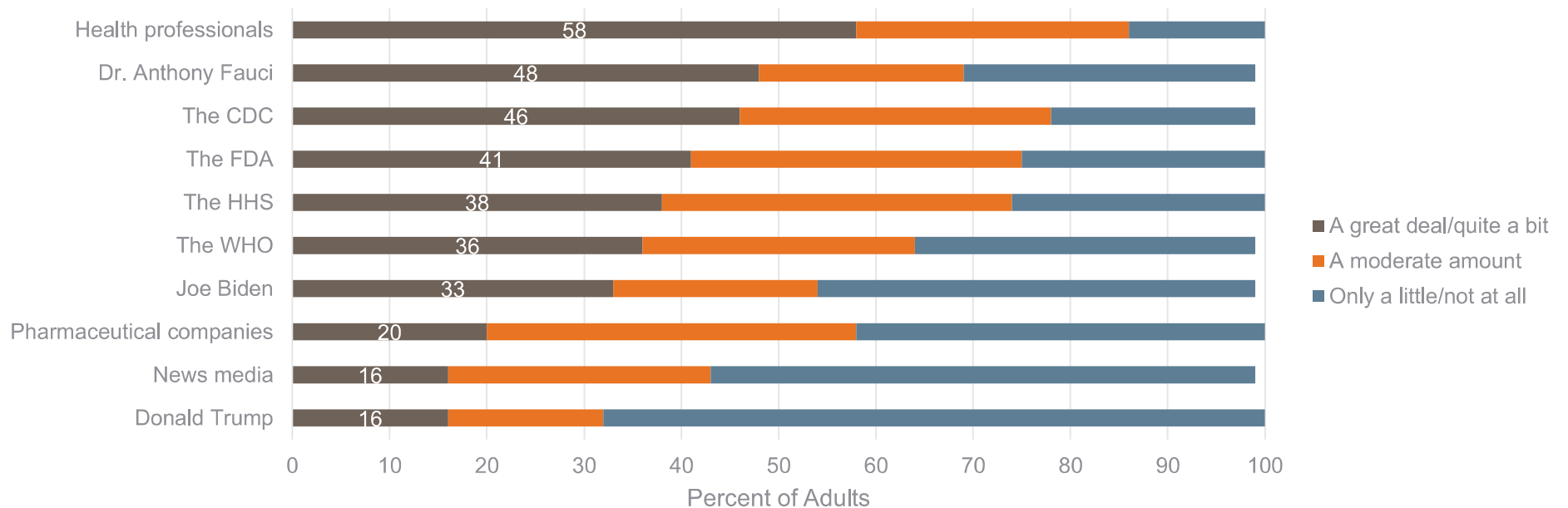
**Question:** How worried are you that you or someone in your family will get infected with the coronavirus?

**Source:** AP-NORC Polls with 1,000+ adults nationwide.



# The public has been attending to vaccine news and they trust health professionals.

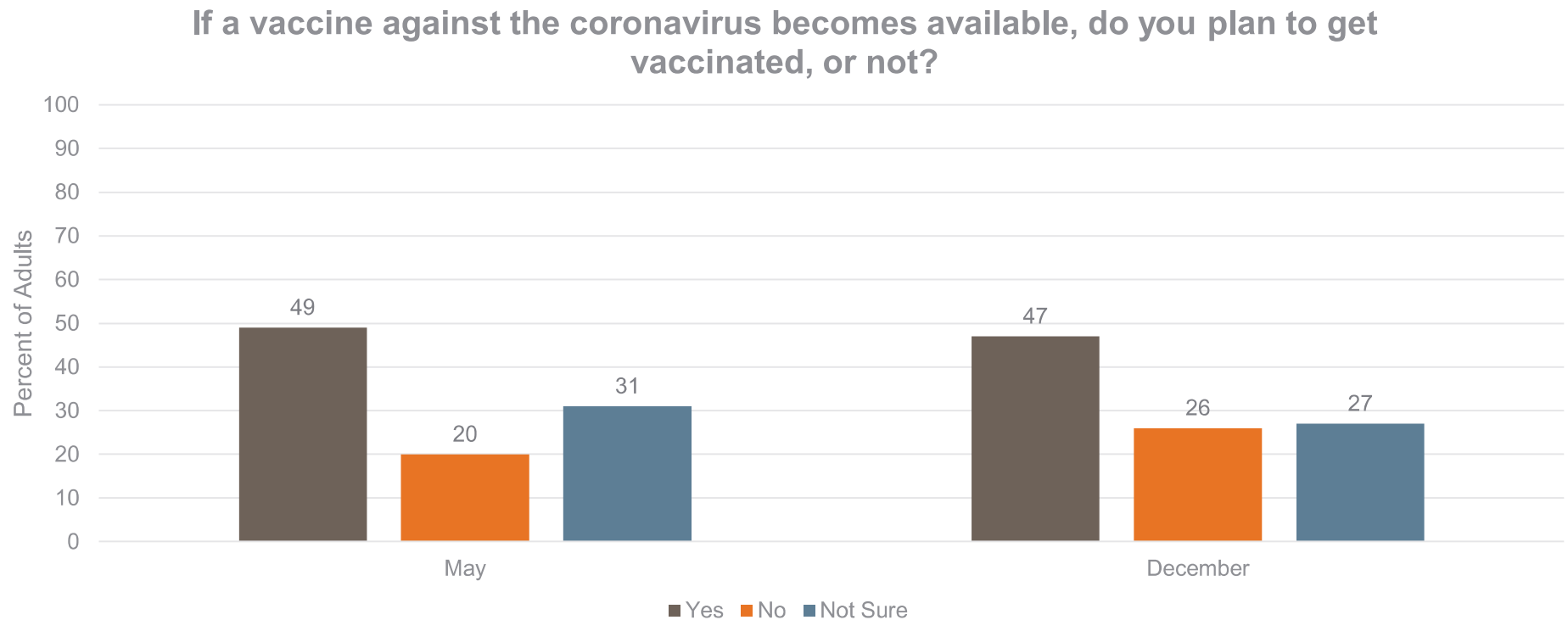
How much do you trust each of the following sources of information about coronavirus vaccines?



**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.



**Question:** When a vaccine against the coronavirus becomes available to you, do you plan to get vaccinated, or not?

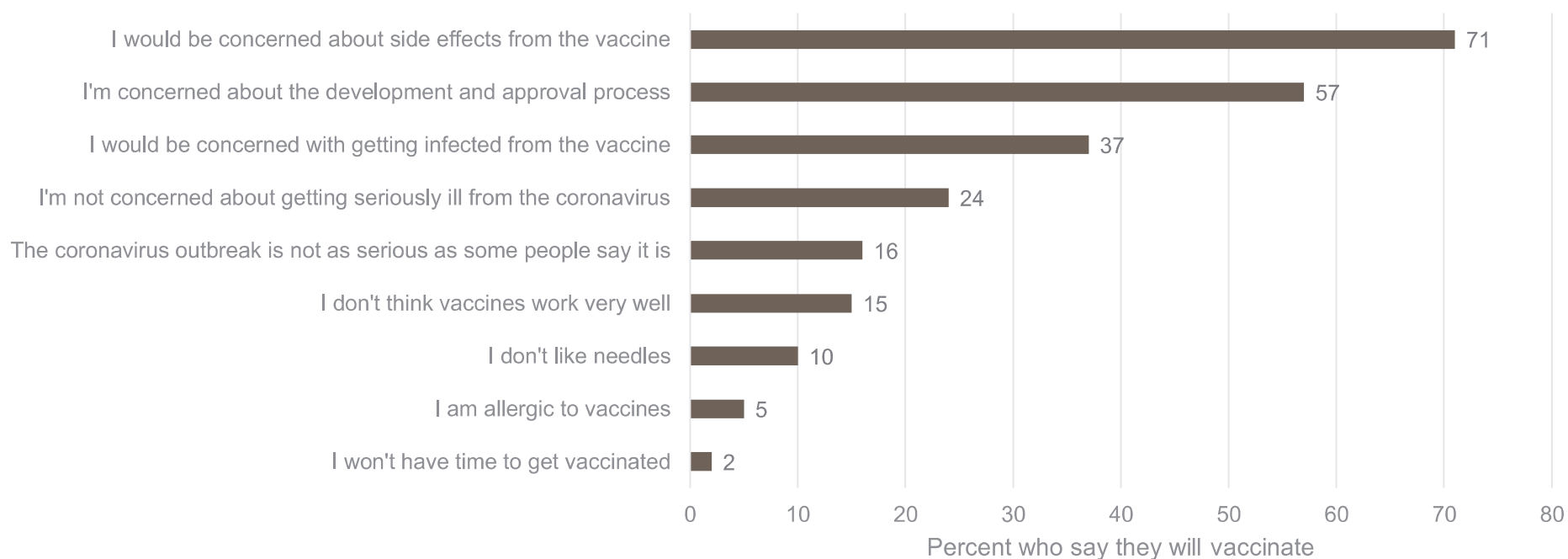
**Source:** AP-NORC polls conducted December 3-7, 2020, with 1,117 adults and May 14-18, 2020, with 1,056 adults

# 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?



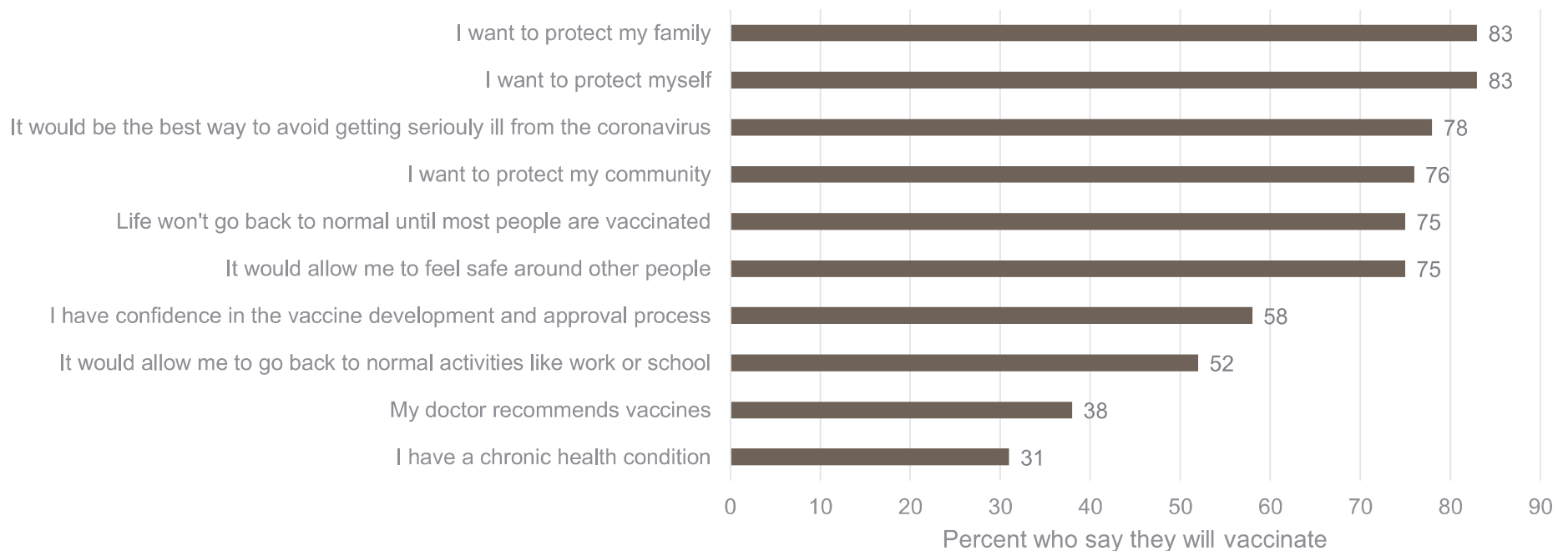
**Question:** Which of the following are reasons you would not get a coronavirus vaccine? Select all that apply.

**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?



**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...*

## National Immunization Survey

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