

The State Of U.S. Public Opinion On COVID-19 Vaccines

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Filling the need for trusted information on national health issues.

Figure 1

KFF COVID-19 Vaccine Monitor: Project Overview

- The KFF COVID-19 Vaccine Monitor is an **ongoing research project** tracking the public's **attitudes and experiences** with **COVID-19 vaccinations**.
- Using a **combination of surveys and focus groups**, this project will track the **dynamic** nature of **public reactions** as vaccine development unfolds, including **vaccine confidence and hesitancy**, **trusted messengers and messages**, as well as the **public's experiences with vaccination** as distribution begins. Will include a **data dashboard** to highlight key data.
 - Special focus on Black and Latino adults, Health care workers, Rural residents, Partisans
 - Probability-based sampling, RDD cell and landline.
- We are going to be flexible with what we're asking over time and adjusting accordingly as the national narrative changes
- **Goal:** To provide public health, policy, advocacy and community organizations and communication experts with the in-depth data to help them meet people where they are, so individuals can make decisions that best protect themselves and their families

Figure 2

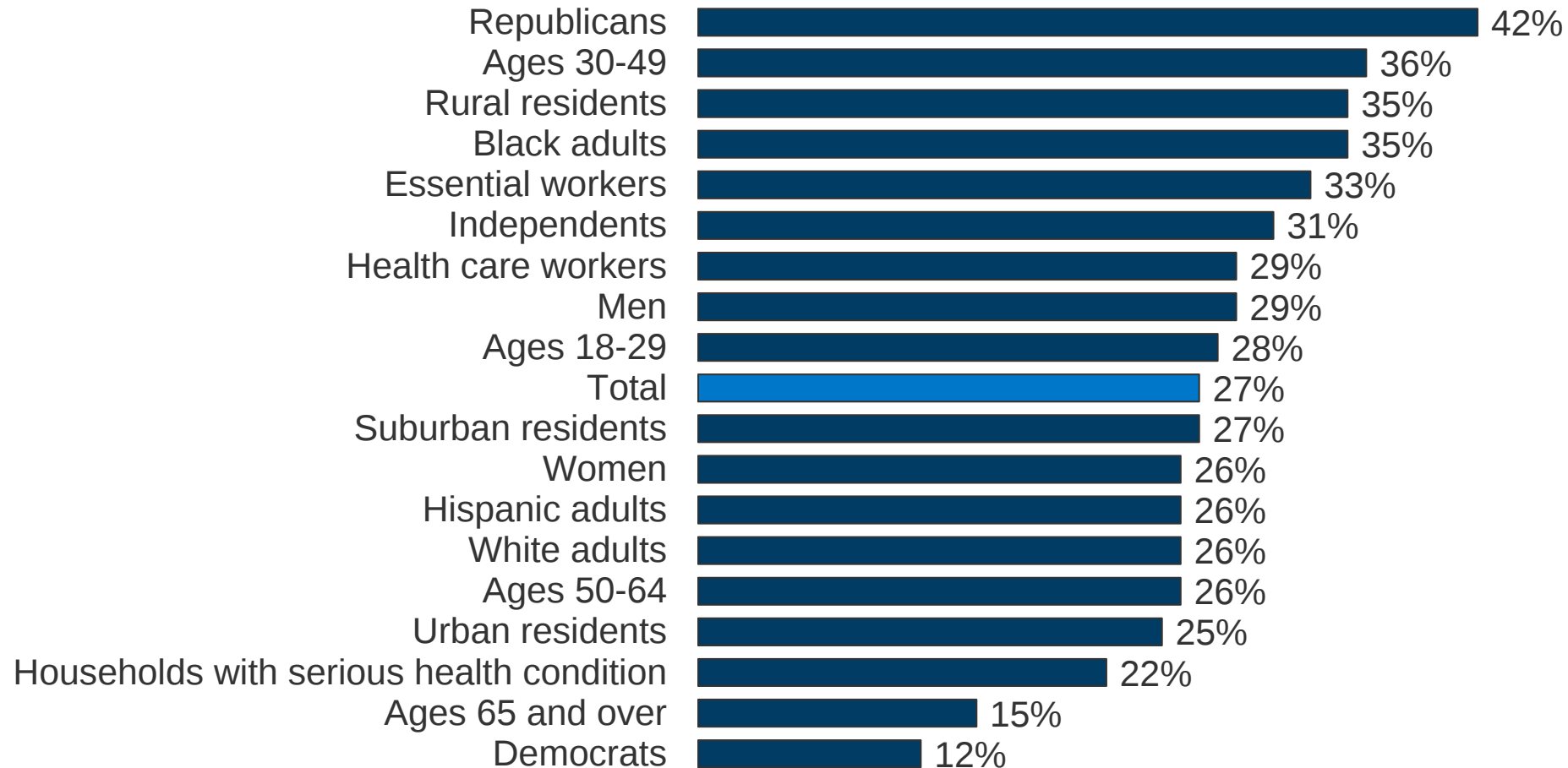
Recent Polling On COVID-19 Vaccine Hesitancy

- **KFF:** If a COVID-19 vaccine was determined to be **safe by scientists** and was **available for free to everyone who wanted it**, would you definitely get it, probably get it, probably not get it, or definitely not get it? (11/30-12/8)
→ **27%** would **probably or definitely not** get the vaccine
- **AP/NORC:** When a vaccine against the coronavirus **becomes available**, do you **plan to get vaccinated**, or not? (12/3-12/7)
→ **26%** do not **plan** to get vaccinated (*27% unsure*)
- **NPR/PBS/Marist:** If a vaccine for the coronavirus is **made available to you**, will you **choose** to be vaccinated or not? (12/1-12/6)
→ **32%** would not **choose** to get vaccinated
- **Gallup:** If an **FDA** (Food and Drug Administration)-**approved** vaccine to prevent coronavirus/COVID-19 was **available right now at no cost**, would you **agree** to be vaccinated? (11/16-11/29)
→ **37%** would not **agree** to be vaccinated
- **Pew:** If a vaccine to prevent COVID-19 were **available today**, would you definitely get the vaccine, probably get the vaccine, probably not get the vaccine, or definitely not get the vaccine? (11/18-11/29)
→ **39%** would **probably or definitely not** get the vaccine

Figure 3

Which Groups Are Most Likely To Be COVID-19 Vaccine Hesitant?

Percent within each group who say, if a COVID-19 vaccine was determined to be safe by scientists and available for free to everyone who wanted it, they would **probably not get it** or **definitely not get it**:

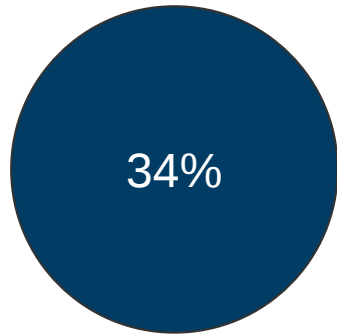


SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

Figure 4

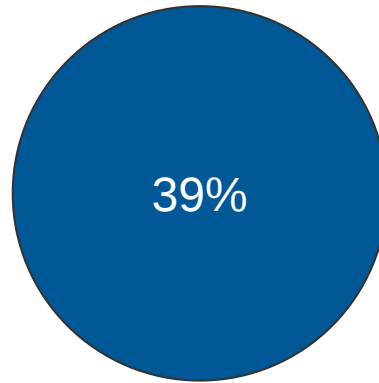
Demographic Profiles Of Vaccine Enthusiasm Groups

“As soon as possible”



- Democrats
- Ages 65+
- White
- College-educated
- HH w/serious health issues

“Wait and see”



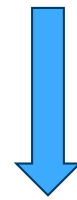
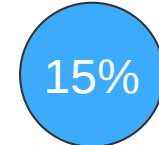
- Ages 18-29
- Black

“Only if required”



- Essential workers
- Ages 18-49
- No serious health issues

“Definitely not”



- Republicans
- HS education or less
- Ages 30-49
- No serious health issues

Figure 5

Most Black Americans Want To “Wait And See” Before Getting COVID-19 Vaccination; 1 In 4 Republicans Say “Definitely Not”

Percent of the public who fall in each group by COVID-19 vaccine enthusiasm:

■ As soon as possible ■ Wait and see ■ Only if required ■ Definitely not

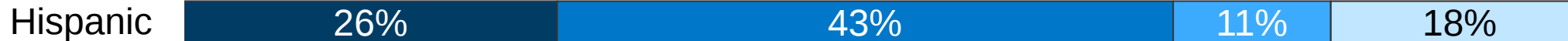
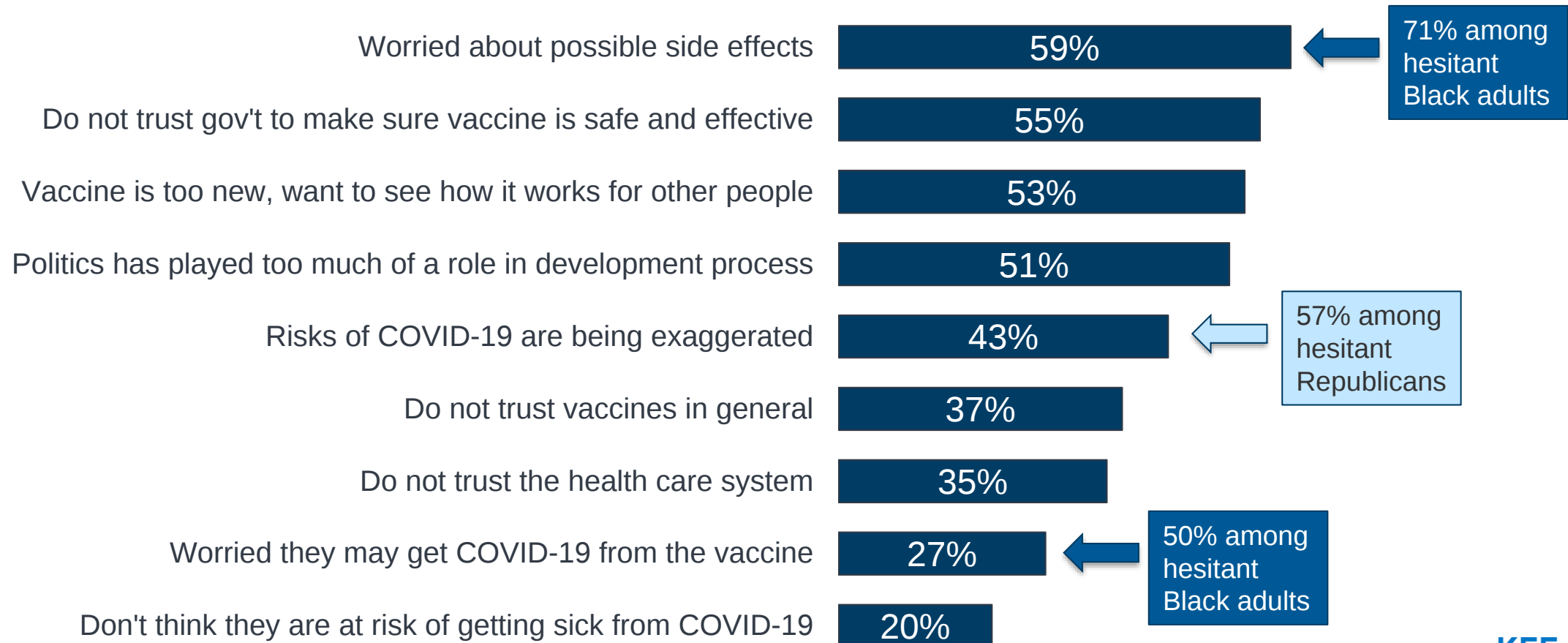


Figure 6

Main Concerns Among Vaccine Hesitant

AMONG THE 27% WHO SAY THEY PROBABLY OR DEFINITELY WILL NOT GET A COVID-19 VACCINE:
Percent who say each of the following is a **major reason** why they would not get a COVID-19 vaccine:



SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

Figure 7

In Their Own Words: “What is the main reason why you would not get a vaccine for coronavirus?”

Because I believe they would be putting the virus in me instead of protecting me from it. I would need more proof that it's safe before I would allow myself or my child to take the vaccine. (Black woman, age 18-29)

I am a Republican, Republicans do not get coronavirus. (White man, age 65+)

Because I am a Black woman as you know and don't trust the people who give the vaccine and want [it] to be tested on another race before it's given to Black people. (Black woman, age 50-64)

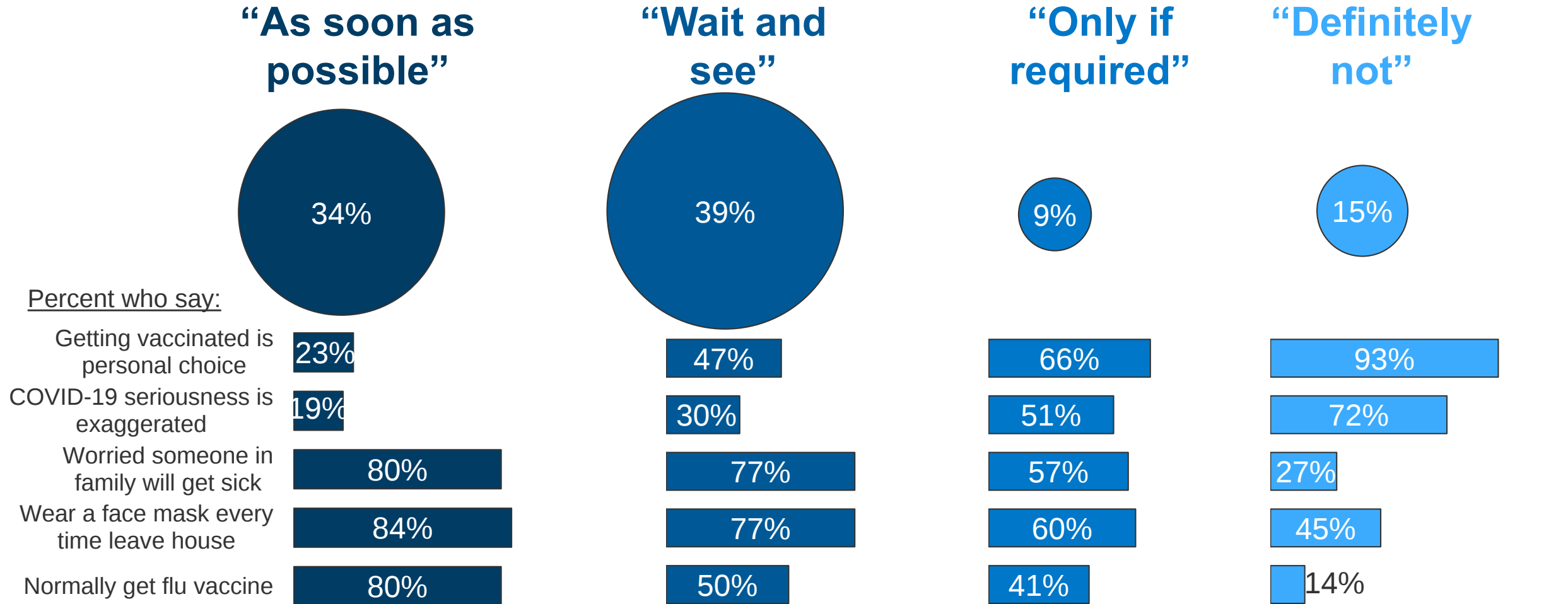
I don't think the coronavirus is as deadly as it is said to be. (White man, age 50-64)

Because it would take a long time for the research to come through, I don't trust the medical community because of mistakes in the past. (Black man, age 65+)

I've never gotten vaccines and I don't ever get sick. (White woman, age 18-29)

Figure 8

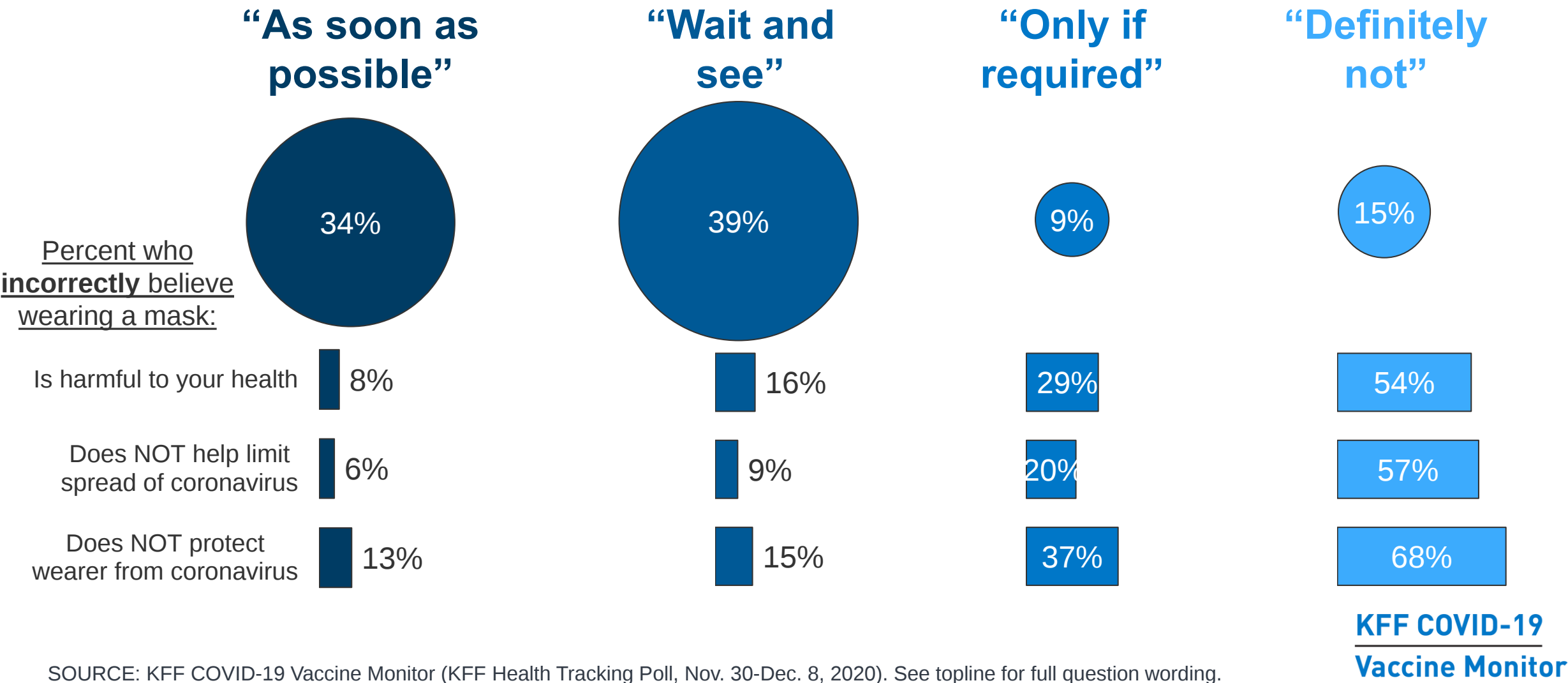
Attitudes And Behaviors By Vaccine Enthusiasm Groups



SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

Figure 9

Misconceptions About Masks By Vaccine Enthusiasm Groups



SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

Figure 10

Top Five Trusted Sources By Group

Vaccine Hesitant :

- Own provider/doctor (65%)
- President Trump (54%)
- Local health dept. (42%)
- CDC (39%)
- FDA (37%)

Hesitant Black Adults:

- Own provider/doctor (69%)
- CDC (61%)
- Anthony Fauci (60%)
- Local health dept. (59%)
- Joe Biden (57%)

Hesitant Republicans:

- President Trump (85%)
- Own provider/doctor (67%)
- Local health dept. (36%)
- FDA (34%)
- CDC (30%)

SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

Implications - Opportunities and Challenges

- Dynamic situation – will continue throughout distribution
 - Be **flexible and stay** with it
 - Worry **a lot** about **misinformation** (“I heard it causes infertility” – my 25 yr cousin on Tues.)
- Hesitant group not monolithic – overall or by key subgroups
 - Much of hesitancy = **real desire to wait/see how (trusted) others react** to the vaccine and a need for real facts about what the vaccine is and isn’t
 - Each subgroup needs **own messengers and messages**
- Remember broader context – Divided nation politically
 - Need to **be sensitive to the polarization** that has characterized the nation’s response to the pandemic
 - A small, but potentially hard to convince group starts in a very different place wrt to Covid-19 and the vaccine