

Full Breakdown

COVID-19 VACCINE FEEDBACK

December, 2020

BACKGROUND:

- ❑ Survey of 1,100+ US Consumers balanced to census.

FINDINGS:

❑ **Headlines:**

- ❑ Consumers are fairly split on if they would be willing to take the COVID-19 vaccine today, but over 2/3 says they are at least somewhat likely to get the vaccine at some point in 2021.
- ❑ There is a lot of doubt and uncertainty, but also some nuances that will impact uptake...

❑ **Tailwinds to Uptake:**

- ❑ Older cohorts, who will likely be offered the vaccine first, are considerably more likely to say they would take it if offered today.
- ❑ Respondents do suggest that they would be more likely to get the vaccine if their primary care physician recommends it.
- ❑ Respondents who live in urban areas are considerably more likely to get the COVID-19 vaccine.

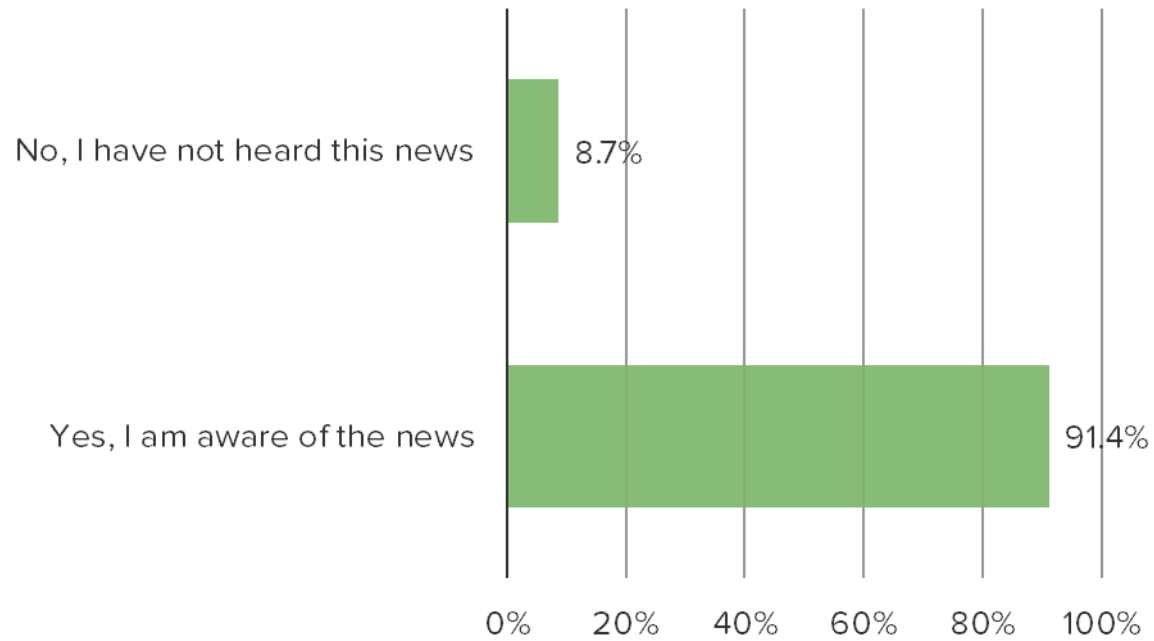
❑ **Headwinds to Uptake:**

- ❑ There is a lot of uncertainty around the vaccine. While NPS is typically reserved for customers of a product or company, we thought it would be interesting to measure COVID-19 vaccine NPS. It registered a -20, meaning as of right now family and peer conversations related to the vaccine are more likely to be cast in a negative light.
- ❑ Younger respondents are less likely to get the vaccine, and they are among the more active spreaders of the virus (relevant despite the lack of data in trials around whether the vaccine prevents spread).



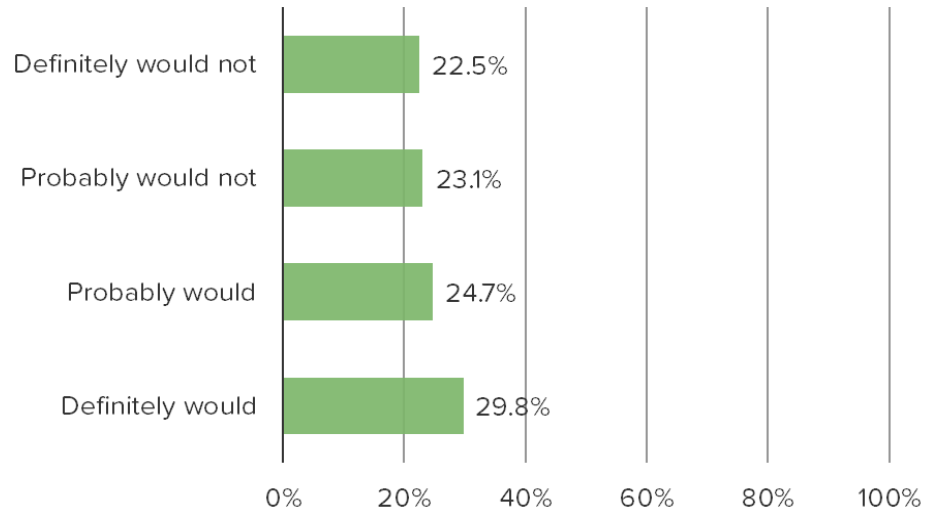
Are you aware of the recent Covid vaccine news/announcements?

Posed to all respondents.

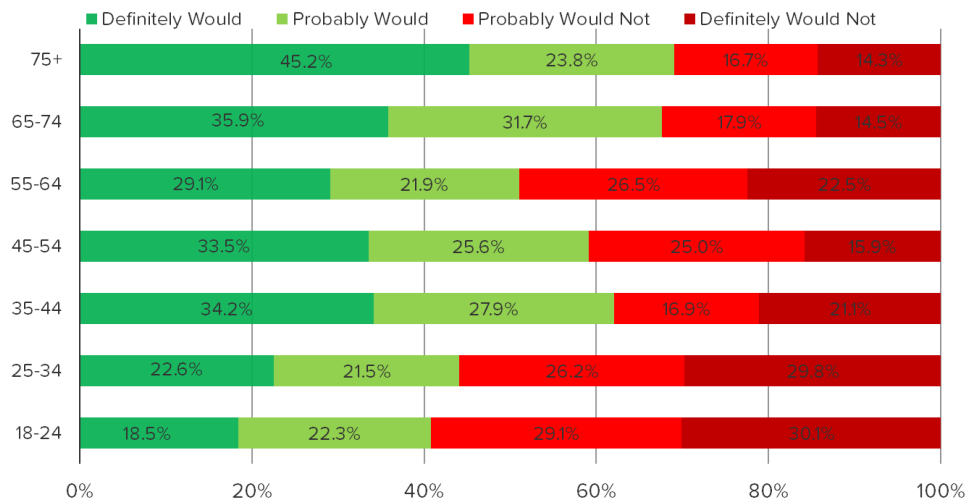


If you were offered the opportunity to take the Covid vaccine today, would you take it?

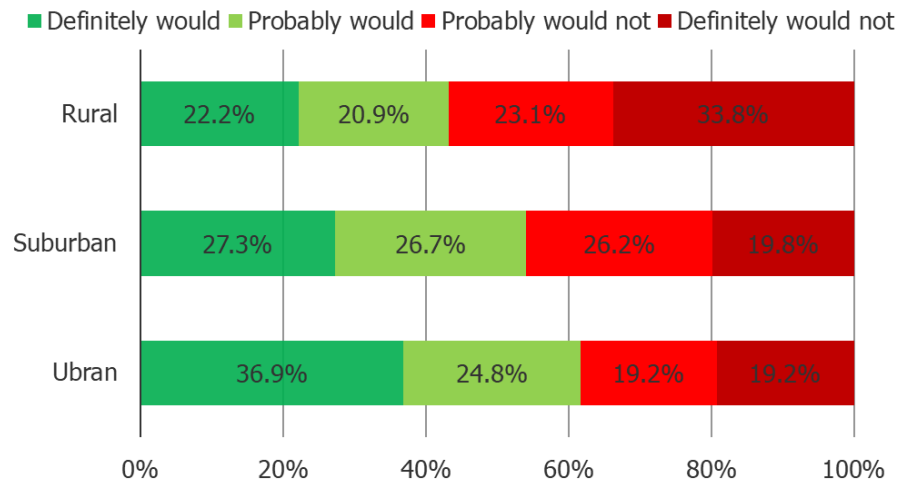
Posed to all respondents.



Cross-tabbed by age.

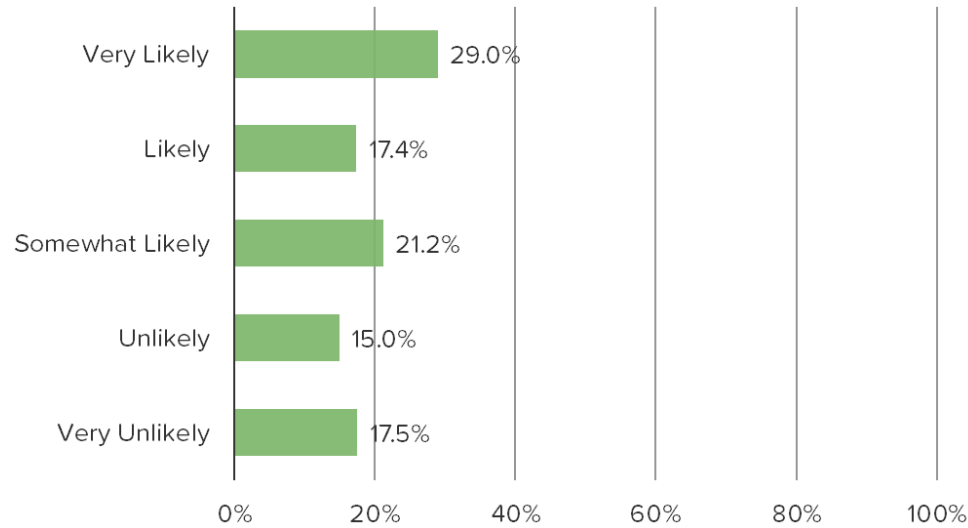


Cross-tabbed by where they live.

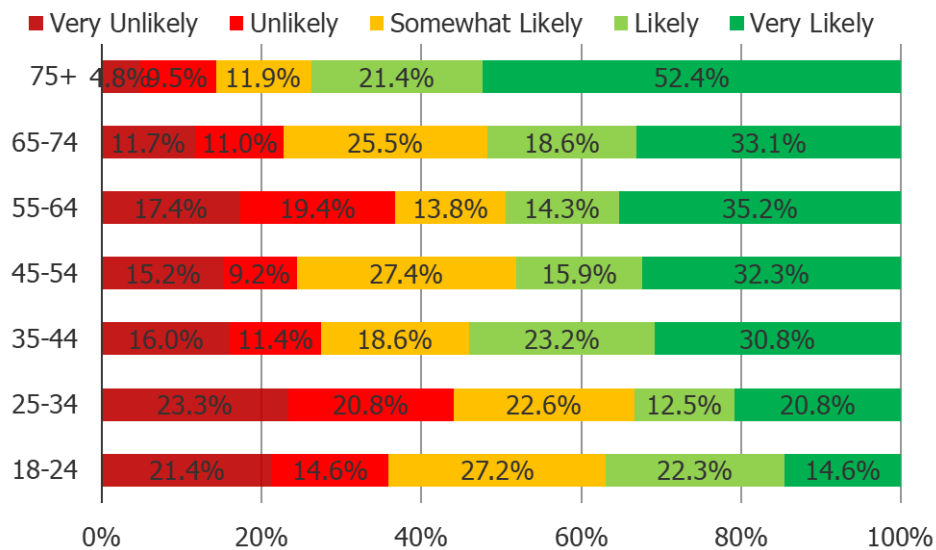


How likely is it that you will get the Covid vaccine at some point in 2021?

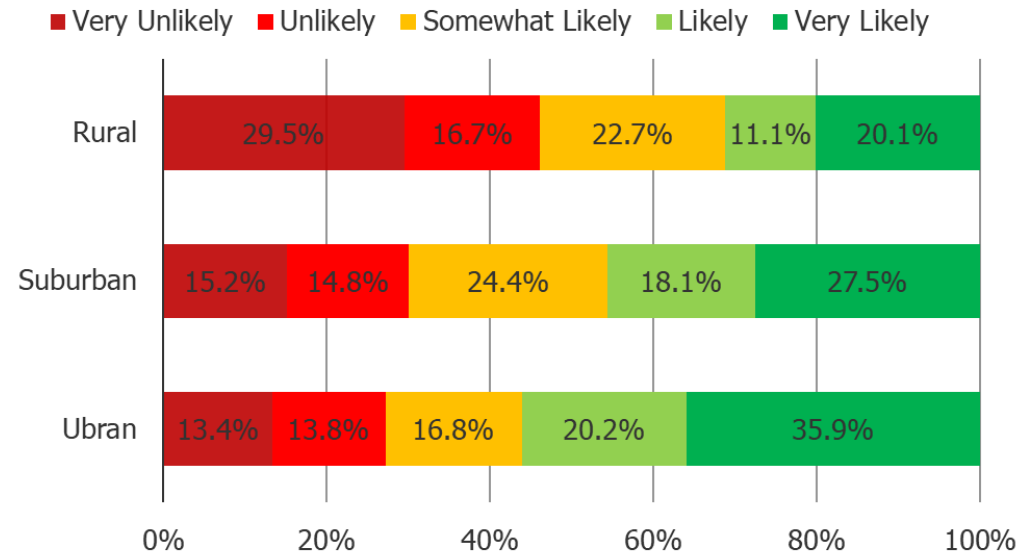
Posed to all respondents.



Cross-tabbed by age.

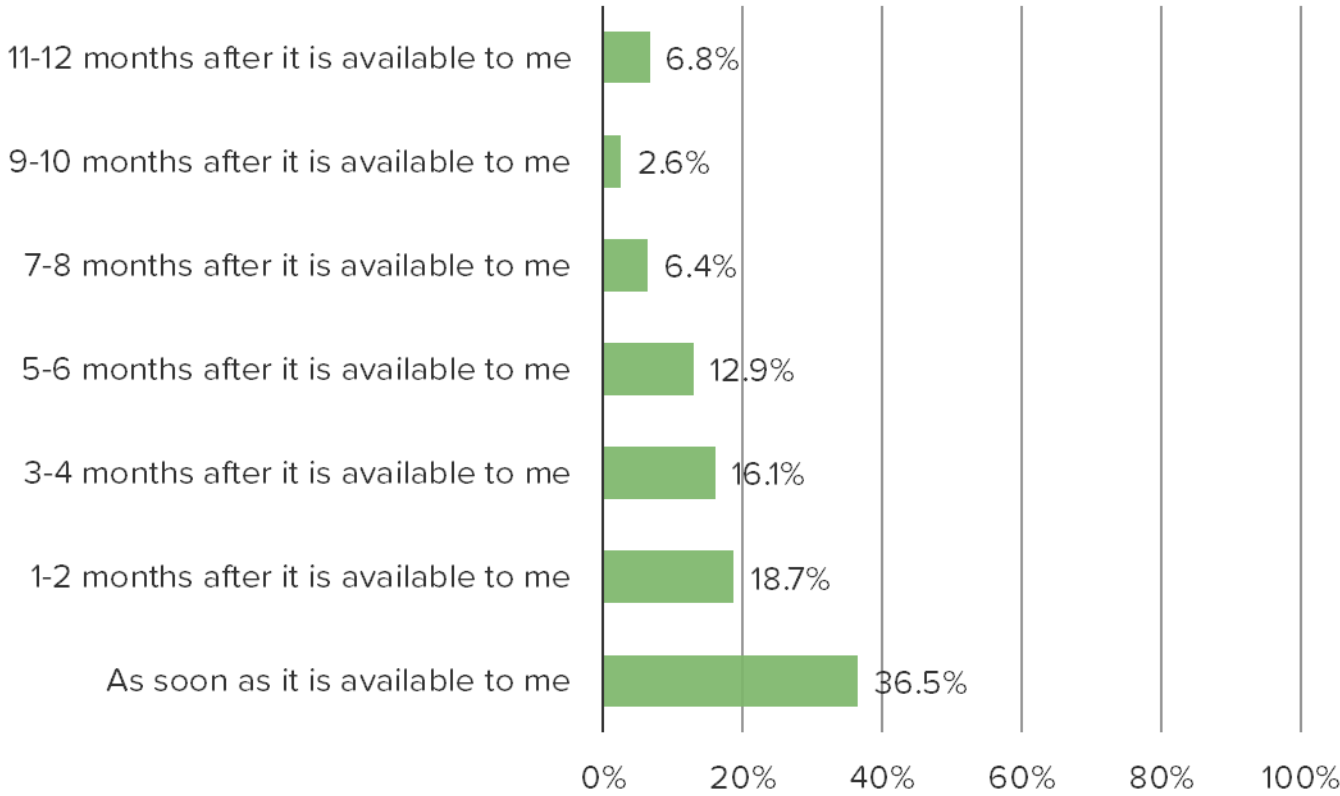


Cross-tabbed by where they live.



When would you get it?

Posed to all respondents who are at least somewhat likely to get it.



Why are you unlikely to get the Covid vaccine?

Posed to all respondents who are unlikely to get it.

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Select commentary from fill-in responses:

"I will wait until I see how the virus vaccine will affect others"

"I do not trust it"

"I just haven't decided yet I'm going to wait and see how people react to the vaccine before I make a decision"

"Considering how quick the vaccine is being pumped out, there could be potentially serious errors."

"Side effects "

"I don't know if it's effective"

"Same reasons why I don't get the flu vaccine"

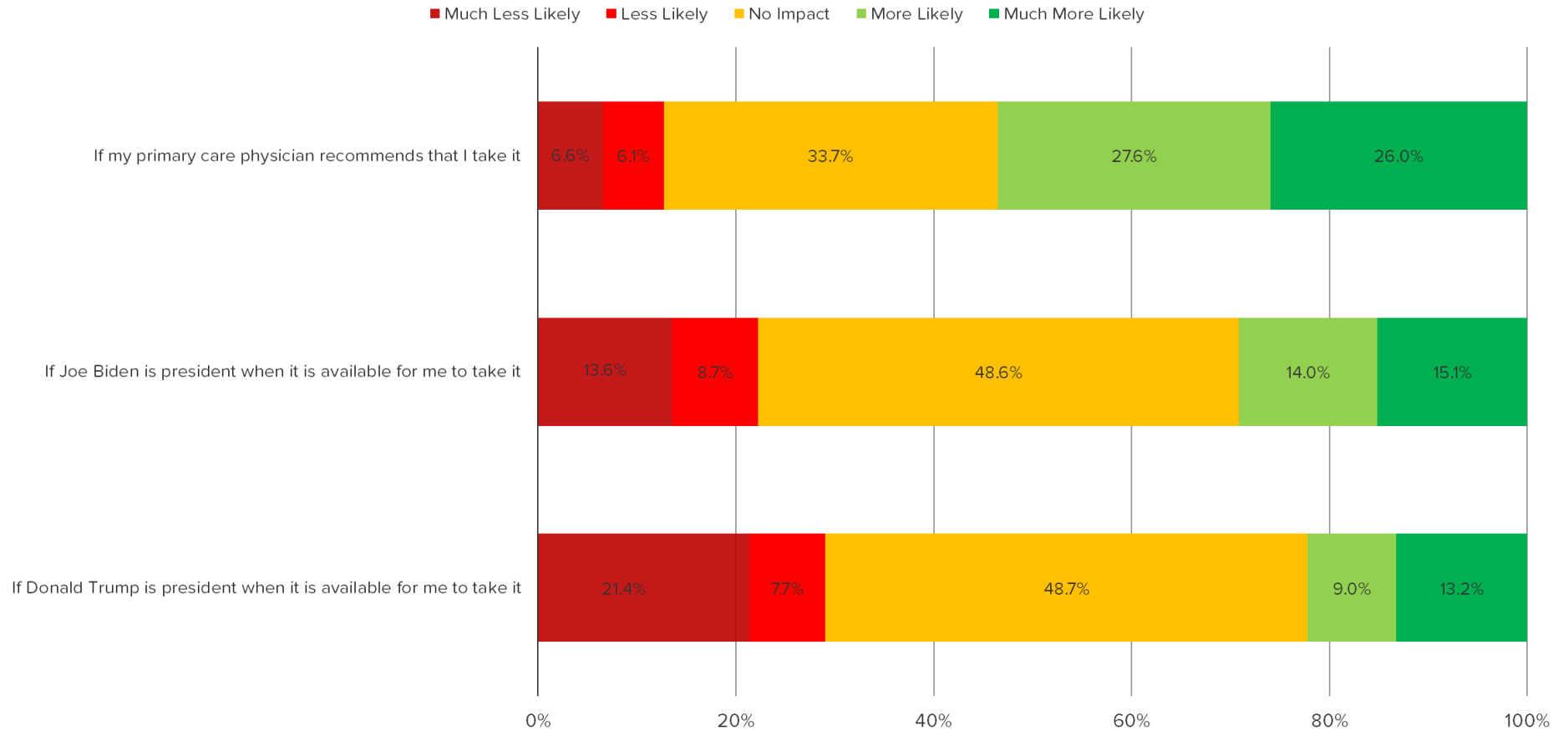
"I don't even get the flu shot & the vaccine has not been here long enough"

"Because of possible side effects."

"I think it was created way to fast and I think there will be side effects."

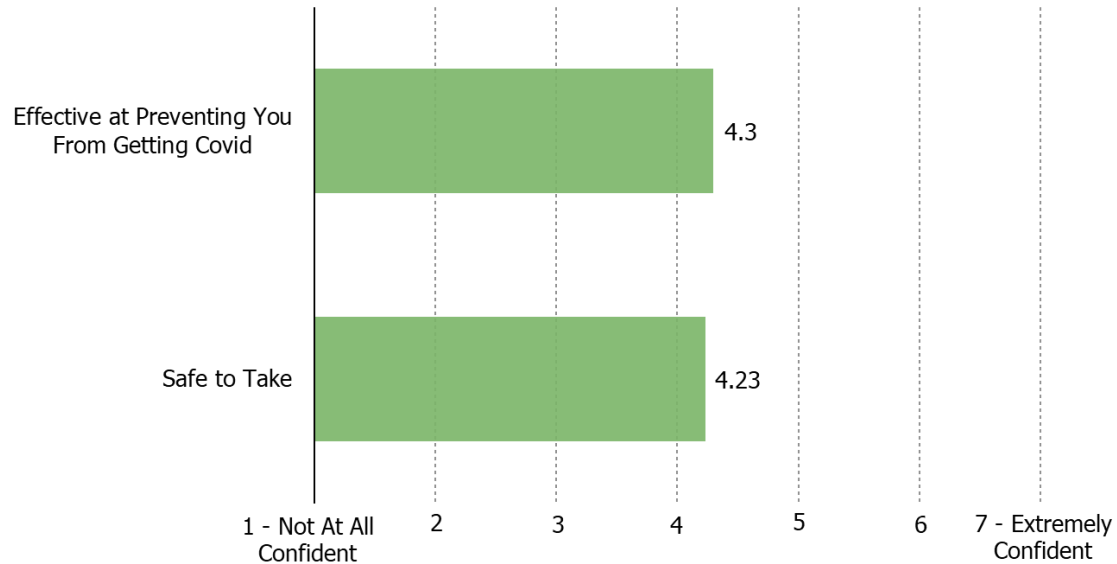
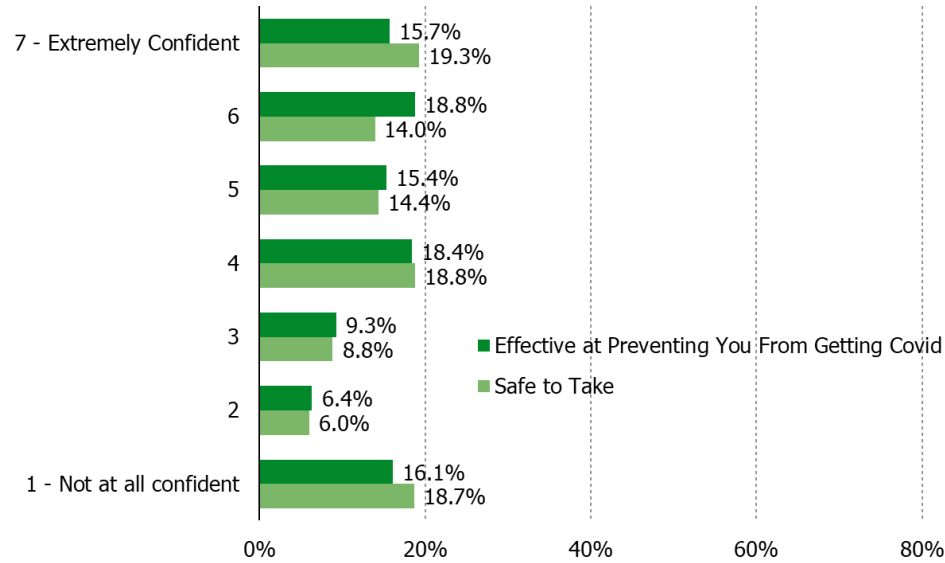
Would the following make you more or less likely to take the Covid vaccine?

Posed to all respondents.



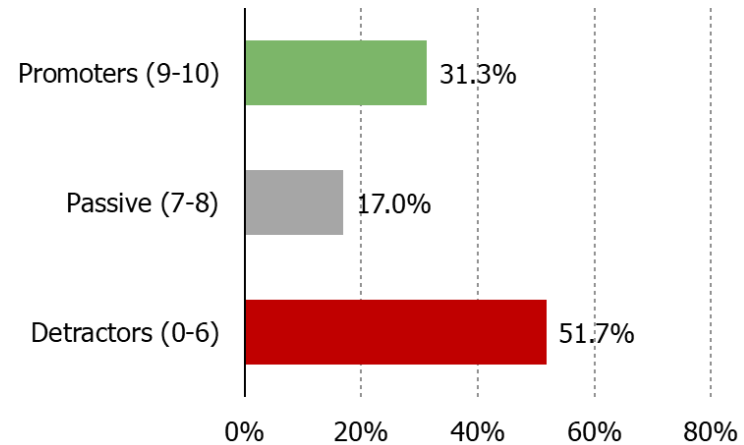
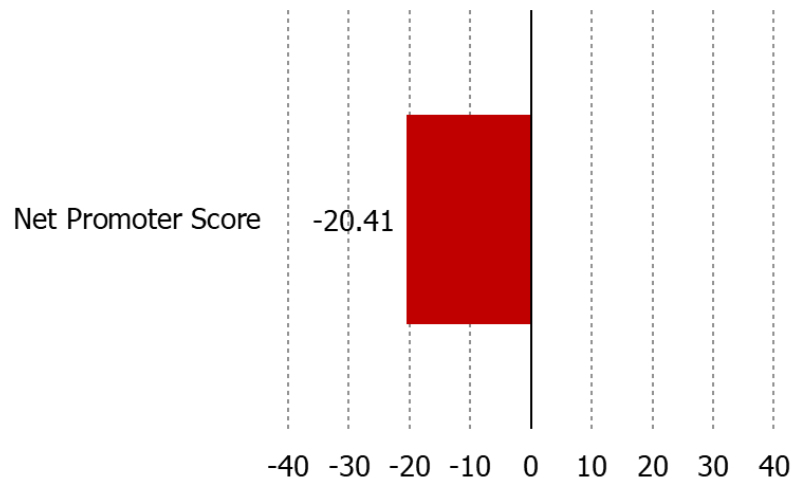
How confident are you that the Covid vaccine will be...

Posed to all respondents.

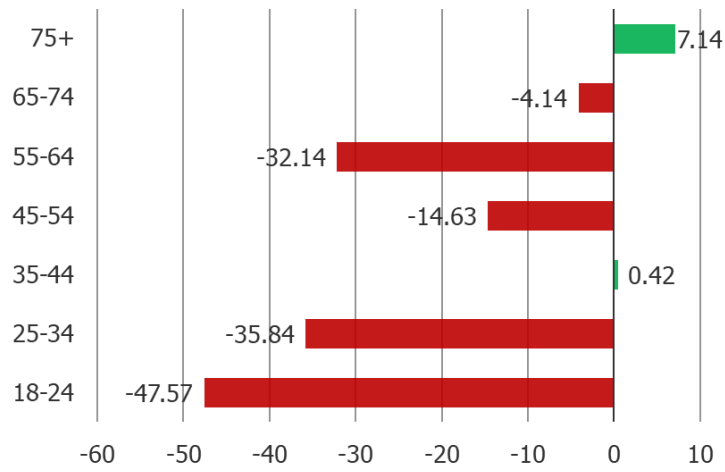


How likely is it that you would recommend taking the COVID-19 vaccine to a friend or colleague?

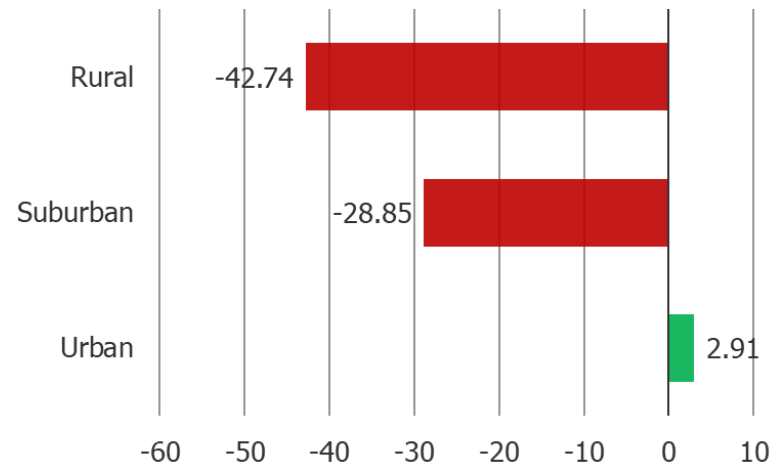
Posed to all respondents.



Cross-tabbed by age.

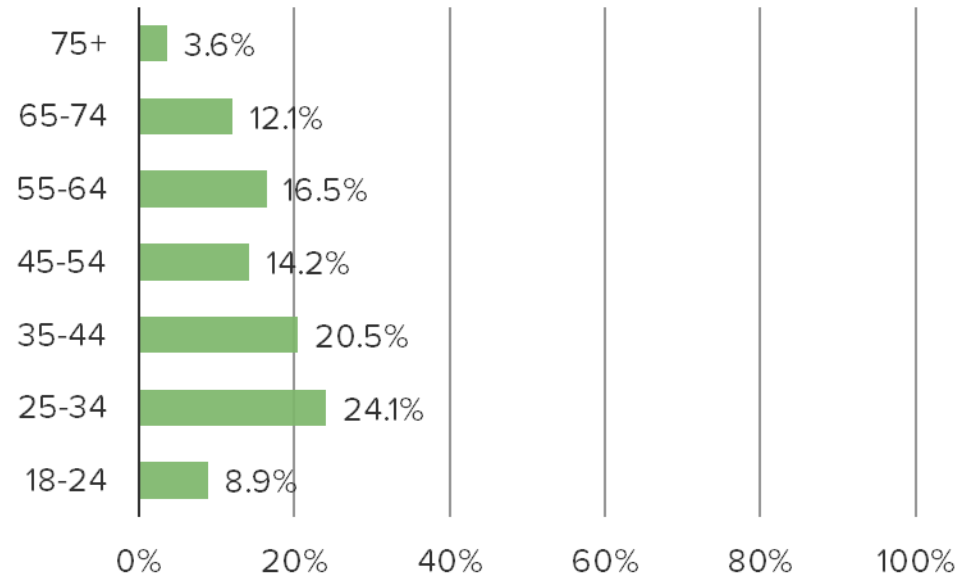


Cross-tabbed by where they live.



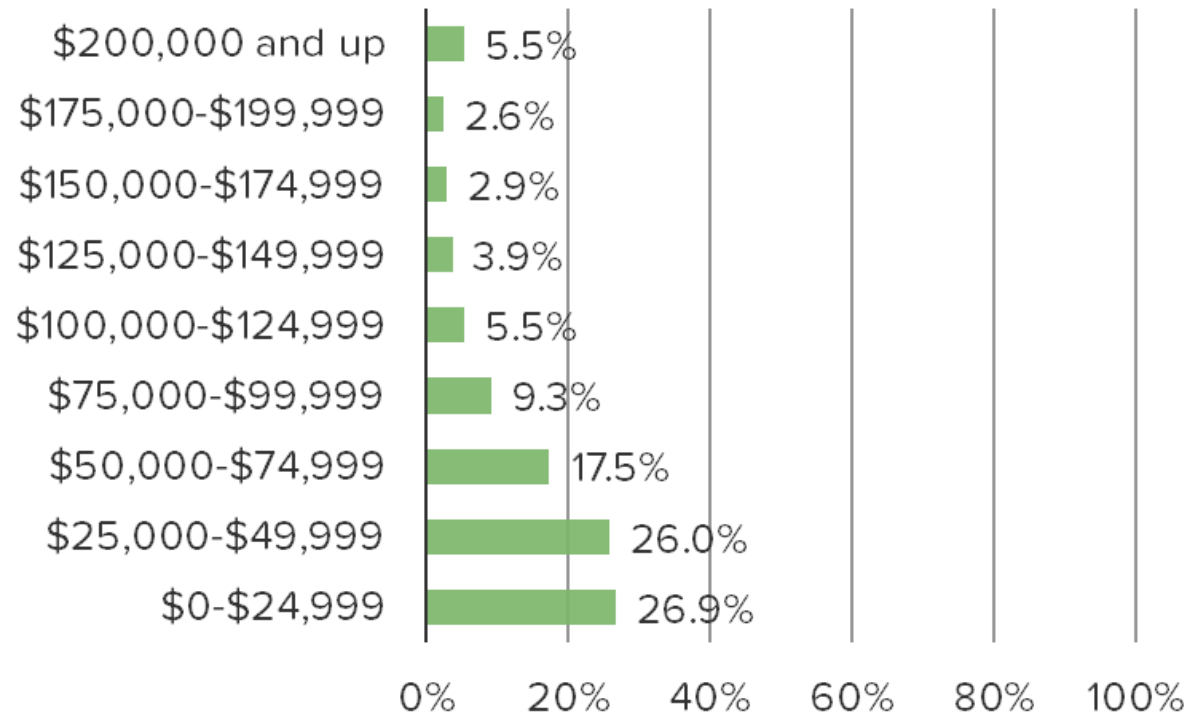
What is your age?

Posed to all respondents.



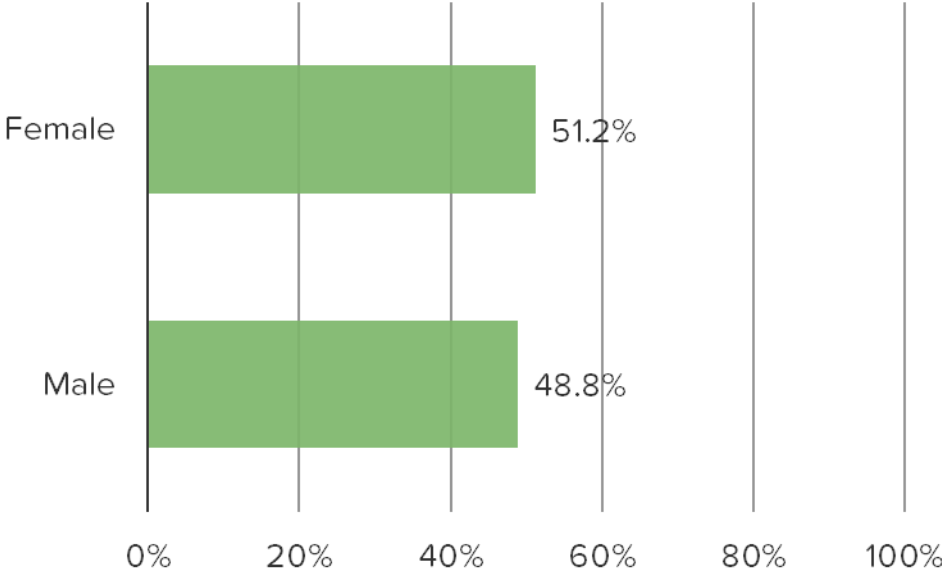
What is your approximate average household income??

Posed to all respondents.



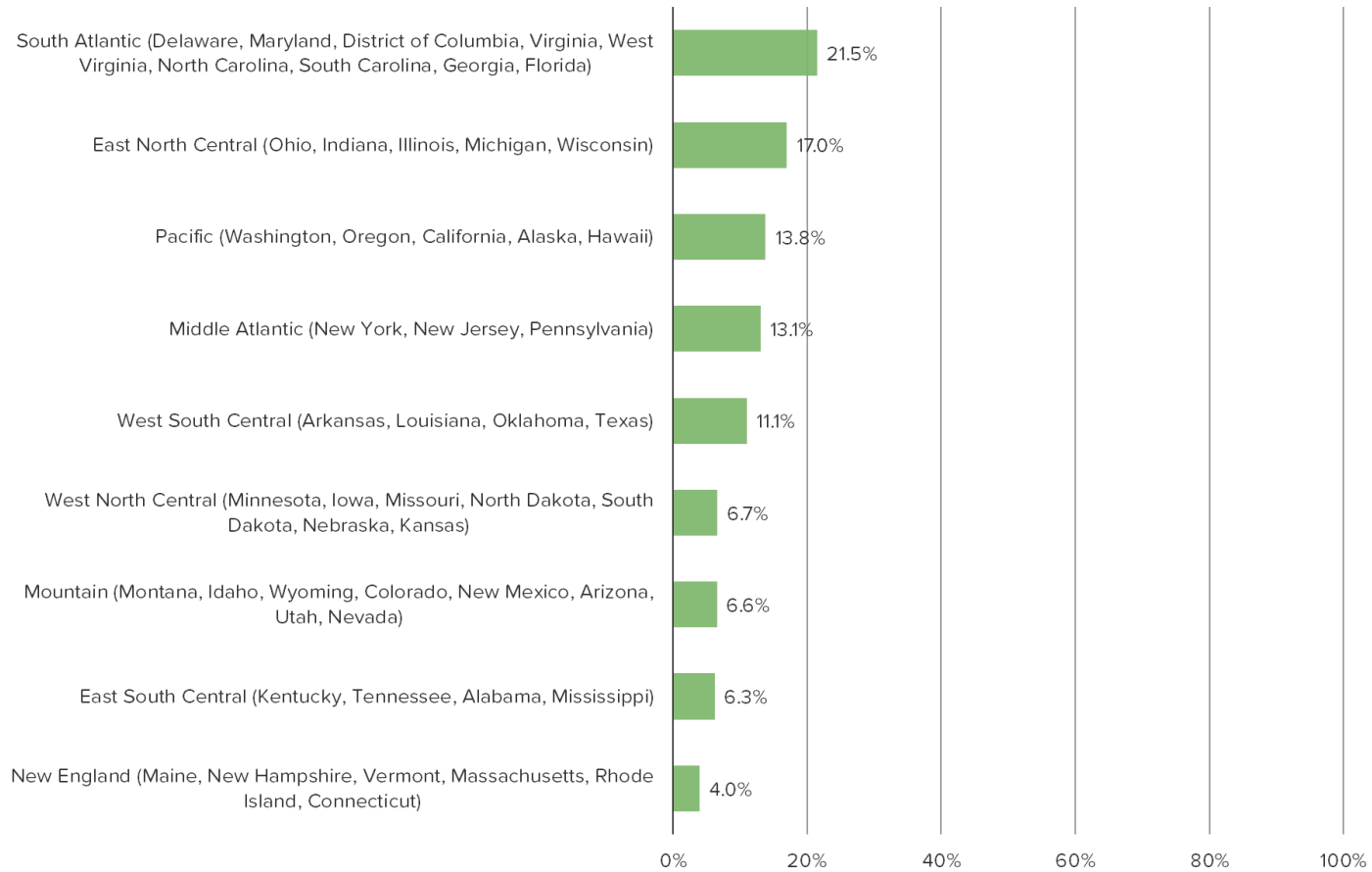
What is your gender?

Posed to all respondents.



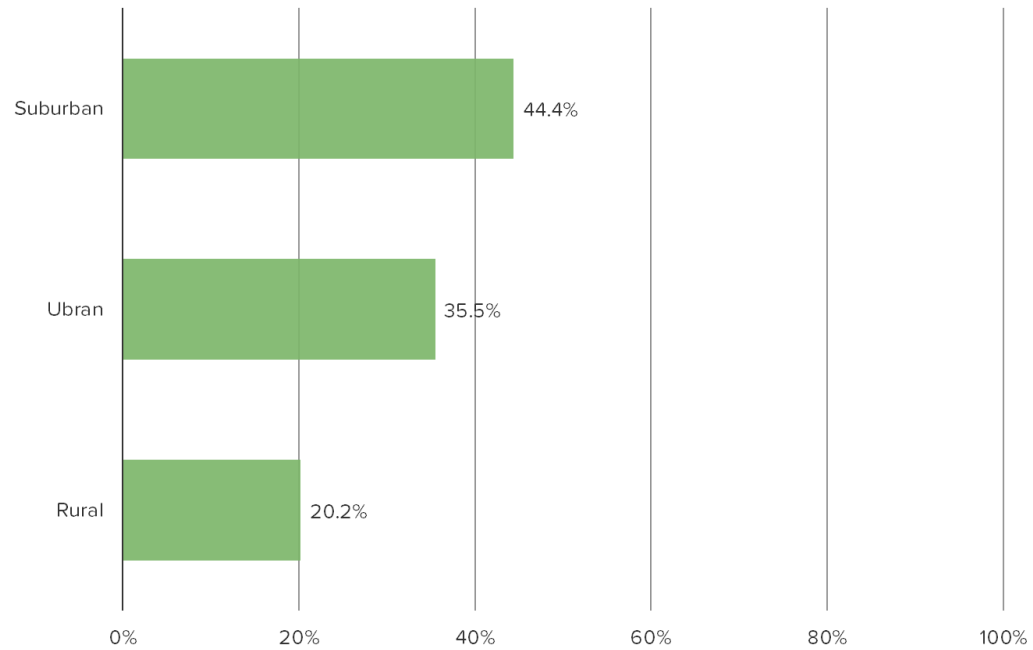
In which region of the United States do you live?

Posed to all respondents.



Do you live in an urban, suburban, or rural area?

Posed to all respondents.



What is your race or ethnicity?

Posed to all respondents.

