



HART
RESEARCH
ASSOCIATES

AMERICANS' VIEWS ON A COVID-19 VACCINE

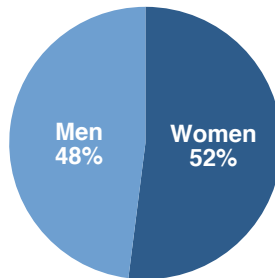
*Key findings from a nationwide survey
among 2,005 adults, conducted September 2020 for*

COVID Collaborative

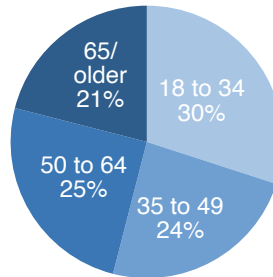
Methodology and Profile of American Adults

- Online survey among 2,005 adults nationwide
- Fielded September 19 to 25, 2020

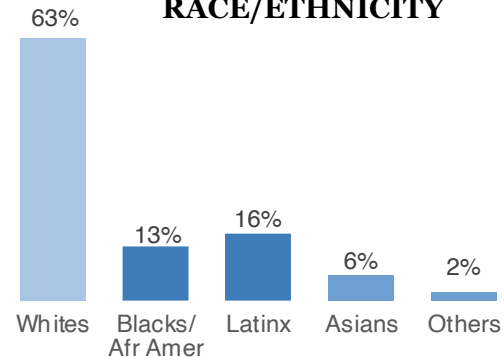
GENDER



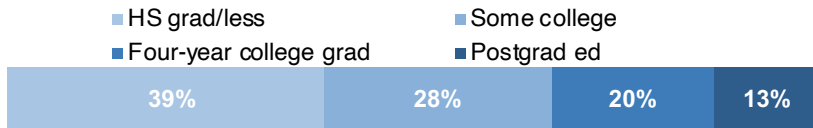
AGE



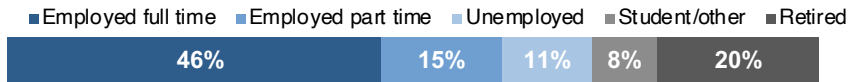
RACE/ETHNICITY



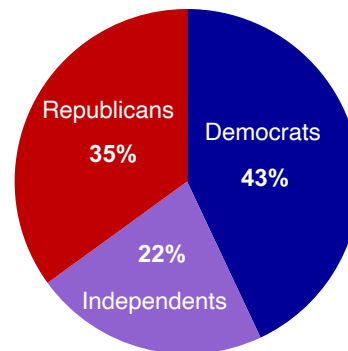
EDUCATION



EMPLOYMENT



PARTY ID



POLITICAL LEANING

- Conservative – 34%
- Liberal – 29%
- Moderate – 34%

Survey Topics

The COVID Collaborative Survey polled Americans on their attitudes and beliefs on a variety of topics related to coronavirus, an upcoming COVID-19 vaccine, and trust in public health and political authorities.

Topics included:

- Attitudes and perceptions of risk of the coronavirus
 - *Is coronavirus still a serious problem or is the worst behind us? Is COVID-19 more dangerous than the seasonal flu?*
- Attitudes about the importance of a COVID-19 vaccine
 - *Is it important for Americans to get vaccinated? Do you believe that it will be effective? Should employers require the vaccine?*
- Personal intention and motivations to get vaccinated
 - *Will you get vaccinated when it becomes available? Take a wait and see approach? What are your motivations to get vaccinated? How much does the cost of the vaccine matter?*
- Trust in public health and political authorities
 - *Are you confident in the FDA's safety and efficacy process? Are you concerned that a vaccine will be rushed? Who do you trust on vaccine issues?*
- Attitudes about how a vaccine roll out should be carried out
 - *How important is bipartisan cooperation? Who should be given priority when vaccine is limited?*

Survey Findings

- **Americans see the COVID-19 pandemic as a major threat to their families, communities, and livelihoods—** with 88% believing it is still a serious problem, 87% saying it is more dangerous than the seasonal flu, and 91% expressing worry that a family member will get sick.
- **There is widespread belief that a COVID-19 vaccine will be a benefit to American society and a means to economic recovery—**85% of Americans believe the vaccine is important, and 86% believe it will be effective in curbing the virus. 62% say opening the economy is an important motivation for getting the vaccine.
- **Yet there is widespread vaccine hesitancy and a “wait-and-see” attitude, despite broad belief in the value of the vaccine—**only 35% of Americans say they will *definitely* get a COVID-19 vaccine, and 61% say they will “wait and see what happens.”
- **This hesitancy is due to mistrust—and fear that the vaccine will be rushed for political reasons, particularly in African American communities.** 84% of African Americans, 80% of Latinx, and 79% of Americans overall expressed this concern. If the vaccine came before the election, 54% of African Americans would be less confident in it, compared to 44% of Americans overall.
- **To build trust, leaders must leverage the existing pockets of confidence in the public health system, which tend to exist closest to home—**82% of Americans trust their own doctor’s recommendation about the vaccine, which is notably higher than the proportion who trust the CDC (64%) or FDA (62%).

Survey Findings

- **Other factors—such as peer group reinforcement, free access, and concern for family health—could help build trust and drive vaccine uptake.** Among those who are vaccine hesitant, 66% would get the vaccine if people of their demographic group reported a positive experience. 72% would definitely or probably get the vaccine if it were free, compared to only 44% if the vaccine cost \$100. 72% are motivated to get the vaccine to protect their vulnerable loved ones.
- **When a safe and effective vaccine is available, Americans overwhelmingly support getting the vaccines to those at highest risk and with the highest leverage of stopping the pandemic.** 84% of Americans support a prioritized system for distribution that considers factors like what will prevent the spread of the virus, what will prevent the most deaths, and what will protect people from long-term complications.
- **Americans are willing to put others before themselves if it means protecting the most vulnerable.** 95% would support the vaccine going to health care workers and nursing home staff before them; 90% for teachers and childcare workers; 88% for people with serious conditions; and 80% for communities with higher COVID-19 rates.
- **Overall, Americans are hungry for bipartisan action—**with 86% thinking it is important for Democratic and Republican Governors to work together to develop a coordinated response.
- **Americans believe that vaccination alone is not a silver bullet and must be accompanied by other mitigation practices—**and in fact, rank mask wearing and social distancing (measures they can take *today*), as having a greater impact on controlling the virus.

Americans see the COVID-19 pandemic as a major threat to their families, communities, and livelihoods.



88%

Believe COVID-19 is a still serious problem in the U.S., (51%) or the worst is yet to come (37%)



87%

Believe COVID-19 is more dangerous than the flu, with 55% believing it is *much* more dangerous



91%

Express concern about a family member contracting the virus

There is widespread belief that a COVID-19 vaccine will be a benefit to American society and a means to economic recovery.



85%

Americans that say **it is important for the U.S. to have a vaccine**



86%

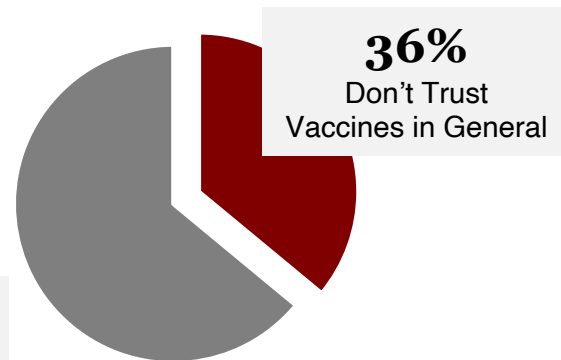
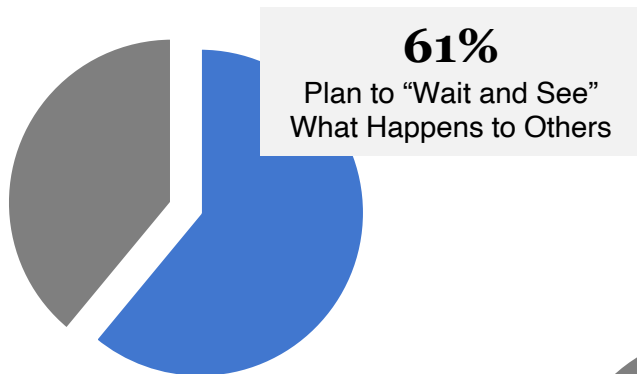
Americans that say **a vaccine will be effective at curbing the spread**



62%

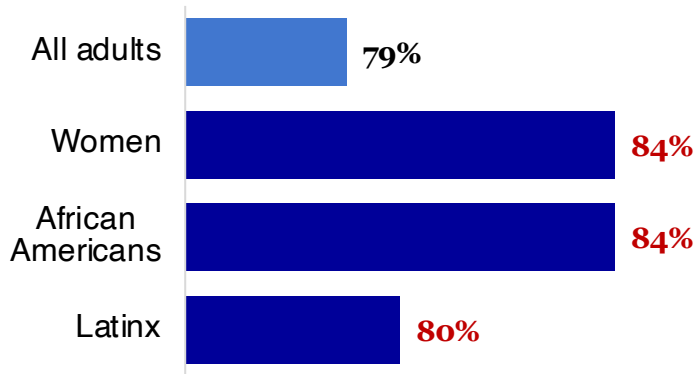
Americans that say **reopening the economy is a motivation for getting vaccinated**

Yet, there is widespread vaccine hesitancy and a “wait-and-see” attitude, despite broad belief in the vaccine.

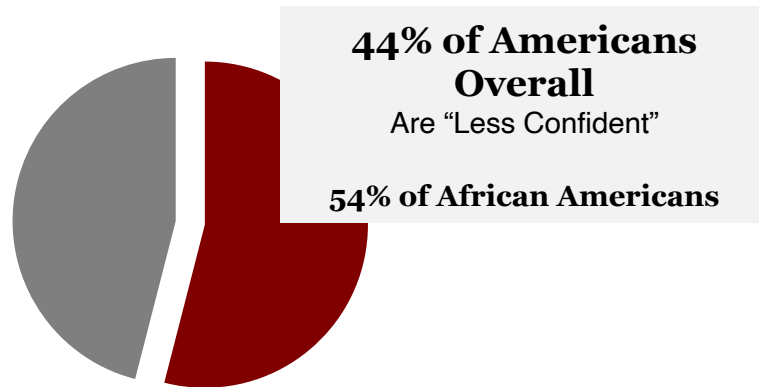


This hesitancy is due to mistrust—and fear that the vaccine will be rushed for political reasons, particularly in minority communities.

Americans Concerned That Vaccine Approval Will Be Rushed for Political Reasons



Confidence in a Vaccine's Safety/Effectiveness if Approved Before Election Day



To build trust, leaders must leverage the existing pockets of confidence in the public health system, which tend to exist closest to home.

Higher levels of trust in personal medical professionals



82%

Trust their own
doctor's
recommendation



67%

Trust their own
pharmacist's
recommendation

Lower levels of trust in federal government officials



62%

Trust the FDA's
recommendation



34%

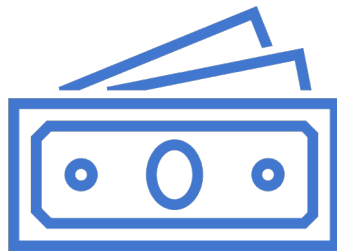
Trust the president's
recommendation

Other factors—such as peer group reinforcement, free access, and concern for family health—could help build trust and drive vaccine uptake.



66%*

Would be more likely to get the vaccine **if members of their peer group report a positive experience**



72%

Would get the vaccine **if it were free, compared to only 44% if it cost \$100**



72%

Would be motivated to get the vaccine **in order to protect a vulnerable loved one**

* Of those hesitant to get vaccinated

When a safe and effective vaccine is available, Americans overwhelmingly support getting the vaccines to those at highest risk and with highest leverage of stopping the pandemic.



84%

Favor a **priority system** where certain groups get the vaccine first



93%

Support their state following a national **four-phase plan** for vaccine distribution



73%

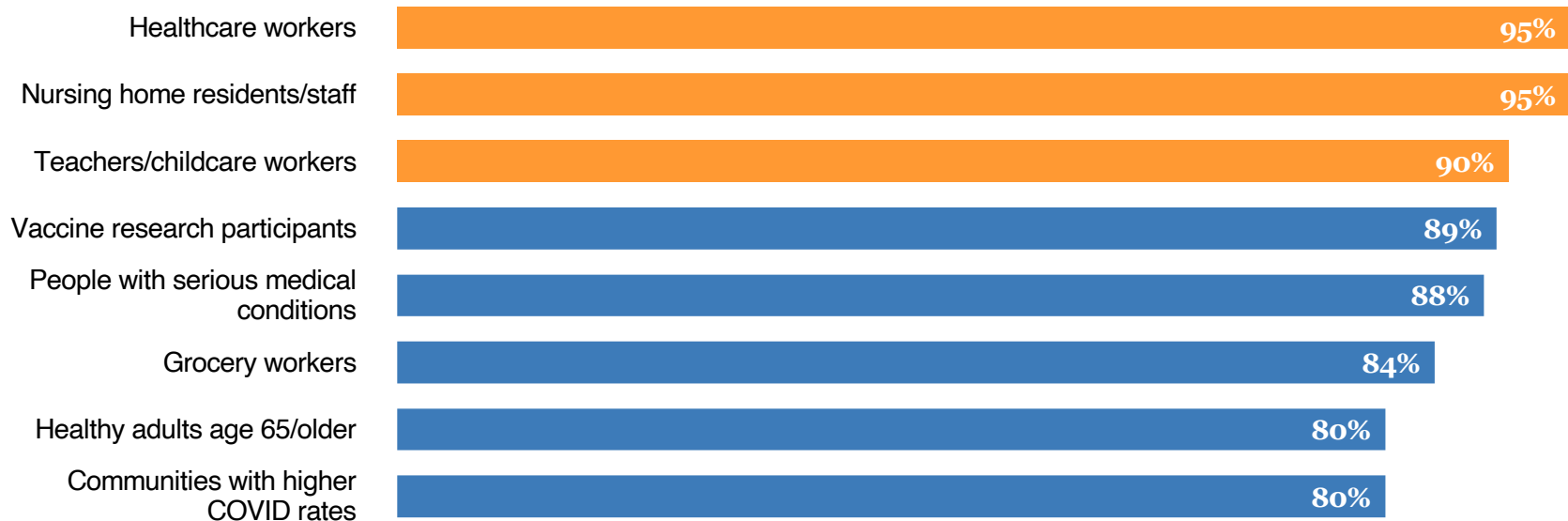
Understand **most people will have to wait** before getting the vaccine

Most Important Considerations

- 78% What will prevent the spread of the virus
- 72% What will prevent the most deaths
- 69% What will protect the most people from long-term complications
- 64% Rewarding/protecting front-line workers
- 58% Protecting communities with highest rates
- 37% What will most help economic recovery
- 22% Protecting younger people who have the most years to lose

Americans are willing to put others before themselves, if it means protecting the most vulnerable.

If there is not enough vaccine available for everyone immediately, Americans would be okay with the following groups getting the vaccine first:



Overall, Americans are hungry for bipartisan action.



86%

Believe Democratic and Republican governors **working together to develop a coordinated response to COVID-19 is important**

→ Including **93%** of Democrats and **84%** of Republicans



65%

Believe Democratic and Republican governors **working together will make a big difference in controlling the spread of COVID-19**

Americans believe that vaccination alone is not a silver bullet and must be accompanied by other mitigation practices.

■ Most important measure to control the spread of COVID-19
 ■ Three most important measures

