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Vaccine Uptake Survey Results Among 18- To 29-Year-Olds

Young adults are more apt than their elders to look to family and friends for advice and information on coronavirus vaccines, marking a potentially productive path in encouraging vaccine uptake in this population.

COVID Collaborative surveys find that about half of 18- to 29-year-olds who do not completely rule out getting the vaccine are inclined to wait and see before getting vaccinated – and in this group, 51 percent say the advice of family and friends would be very or somewhat persuasive in their acting sooner rather than later. Among Americans age 30 and older in the wait-and-see camp, many fewer, 35 percent, rate family and friends as potentially persuasive.

Additionally, young adults also are more apt than those in a broad middle-age bracket, 30 to 64, to trust family members for information on the coronavirus vaccines, though the gap is slight, 51 vs. 43 percent. On this measure, trust in family members jumps among seniors, to 65 percent.

In one other difference, under-30s are slightly more apt to say information on the vaccines' safety and effectiveness would be very or somewhat persuasive in their abandoning a wait-and-see stance – 79 percent say so, vs. 69 percent of those age 30 and older.

Across other measures, vaccine uptake attitudes are highly similar comparing under-30s with adults age 30 to 64; it's seniors who look different, with much higher uptake and trust alike. For example:

- Under-30s look like 30- to 64-year-olds in inclinations to get vaccinated or having done so, 66 and 69 percent, respectively, compared with 88 percent of seniors. (Roughly one in 10 in all three groups rules it out completely.)
- “Wait and see” attitudes also are similar among under-30s and 30-64s, 52 percent and 47 percent, respectively. It's 40 percent among seniors, a slight difference from under-30s.
- Under-30s again look like 30-64s in trusting in the vaccines' safety and effectiveness, with trust rising sharply among seniors. This is the single strongest predictor of intention to get vaccinated.

The same pattern holds regarding perceived subjective social and moral norms of vaccination, two more key predictors of intended uptake. Young adults and 30-64s look similar in thinking that all or most of the people close to them want them to get vaccinated and in seeing vaccination as a community responsibility. Among seniors, perception of a subjective norm is 30 points higher than among under 30s; recognition of a moral norm is 15 points higher. Worry about catching the virus, another important predictor, is about the same across age groups.

In sum, while vaccine uptake views among 18- to 29-year-olds generally are similar to those among 30- to 64-year-olds, the striking difference in receptiveness to information from friends and family points to a potentially important tool in overcoming vaccine hesitancy specifically among young adults.

	All adults	18-29	30-64	65+	
Vaccinated or uptake-inclined	72%	66	69	88	
If not vaccinated:					
Uptake-inclined	65	63	64	71	
Will not get vaccinated	13	13	13	11	
If may get vaccinated:					
ASAP	51	47	52	58	
Wait (NET)	48	52	47	40	
Wait > a few months	21	21	22	13	
Trust/safe	60	57	55	79	
Trust/effective	61	56	55	80	
Trust safety of vaccines generally	69	70	64	82	
Subj. social norm	62	52	58	82	
Moral norm	55	54	51	69	
Recommend to family/friends	53	44	49	71	
Infection worry	55	53	56	51	
Trusted sources:*					
Healthcare provider	64	59	61	78	
Joe Biden	37	36	34	47	
State's governor	31	26	28	45	
Family members	50	51	43	65	
Celebrities	9	7	8	15	
Religious leaders	20	13	18	30	
Social media posts	10	11	8	16	
Persuasive:					
Info on safety/effectiveness	71	79	69	---	30+ net 69
Info on development/testing	63	66	63	--	63
Healthcare provider	56	62	53	--	55
Easy/convenient appointment	46	48	45	--	46
Advice from family/friends	39	51	34	--	35
Public service ads	22	27	20	--	20

* Wave 1 data.

** Inadequate sample size.

These results are based on the COVID Collaborative coronavirus vaccine uptake tracking survey conducted Feb. 26-March 8, 2021, among a random national sample of 1,845 adults. Wave 1 results, where used, are from the COVID Collaborative coronavirus vaccine uptake tracking survey conducted Jan. 15-25, 2021, among a random national sample of 1,853 adults.

The studies were produced for the COVID Collaborative by [Langer Research Associates](#), with sampling and data collection by Ipsos Public Affairs via its online, probability-based KnowledgePanel®, which provides internet access as needed to randomly recruited participants.

Wave 2 results have a margin of sampling error of 7.9 percentage points for the sample of 229 18- to 29-year-olds, 3.5 points for the 1,161 30- to 64-year-olds and 5.6 points for the 455 respondents age 65 and older, including design effects.