

Coronavirus Vaccine Uptake Tracking Study, Wave 1 of 6

Research Conducted January 15-25, 2021

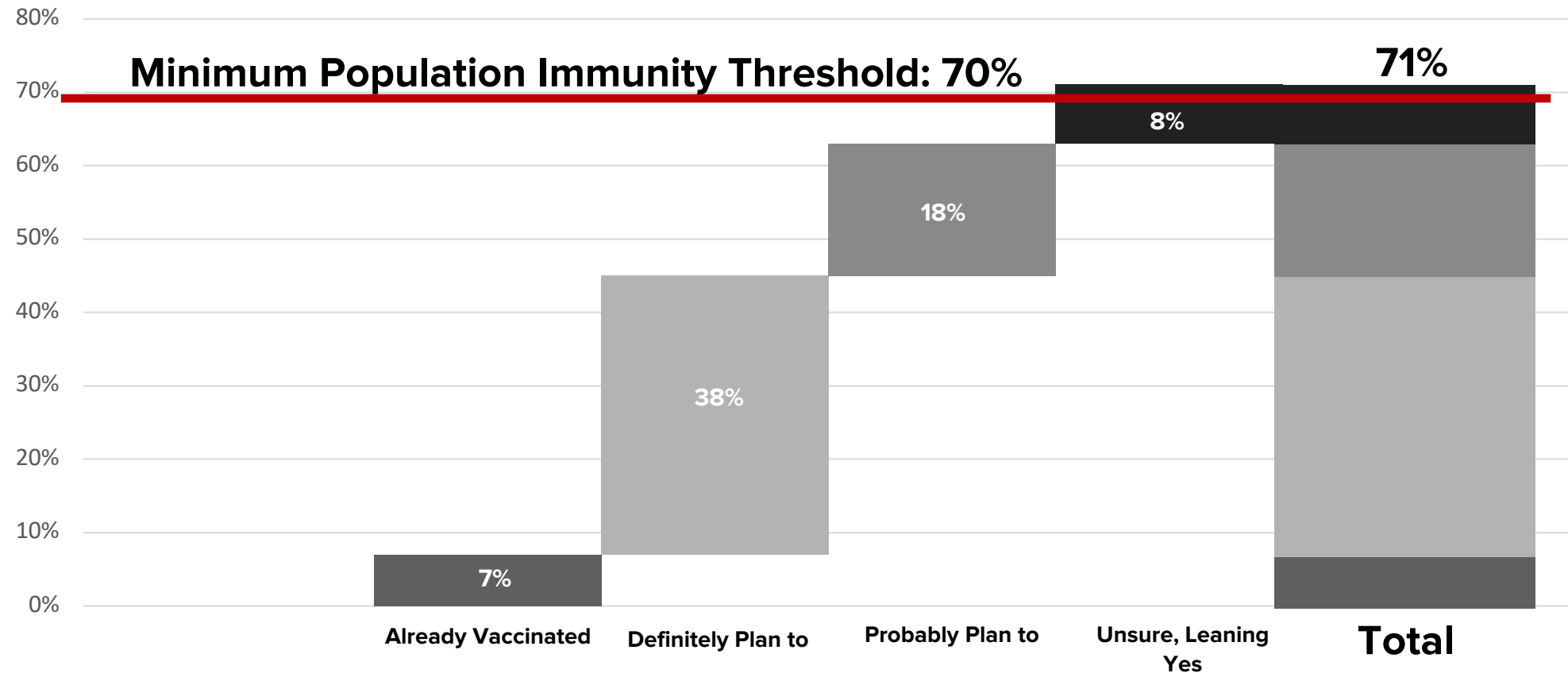
COVID Collaborative

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SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

This report contains summary findings of a January 2021 study of coronavirus vaccine uptake among a national sample of adults.

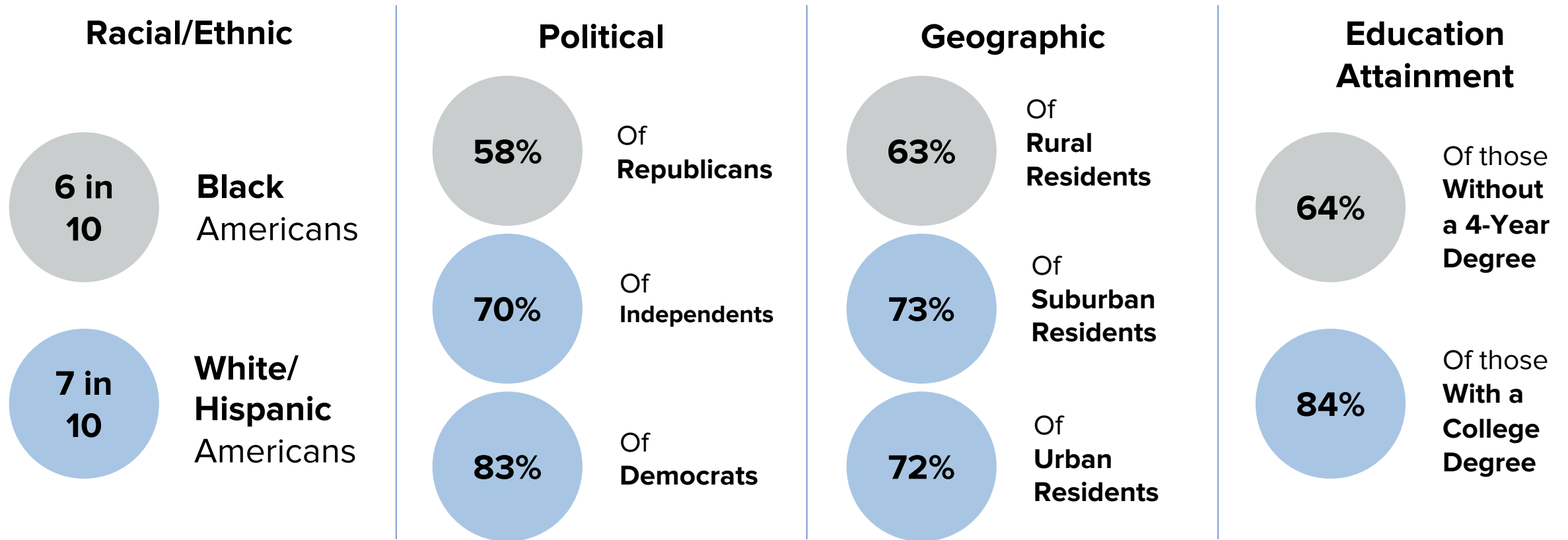
- Nationally representative Ipsos KnowledgePanel®, which collected questionnaire responses from 1,853 adults, including oversamples of 531 Blacks and 518 Hispanics
 - This is a random, internet-based survey—not a convenience sample
- The first of six monthly national tracking surveys to assess vaccine hesitancy to inform uptake support strategies
 - Surveys designed with input from policymakers and program implementors to make findings most actionable
- Uses statistical modeling to identify and track key predictors of intended uptake over time and assess how effectively media and communications strategies are addressing these predictors
- Analysis focuses on key population groups to allow for more tailored recommendations

Enough Americans are favorably inclined toward getting the COVID-19 vaccine to reach the minimum level considered desirable for population immunity and ending the pandemic.



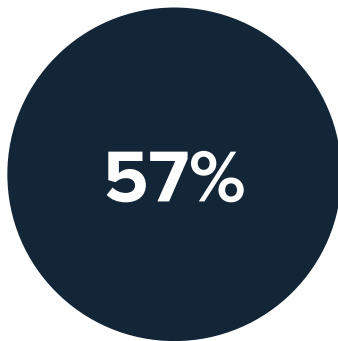
Yet there are notable gaps in intended uptake across racial/ethnic, political, geographic, and education attainment groups that threaten efforts to reach population immunity.

Intention to get COVID-19 vaccine (or already vaccinated) by group



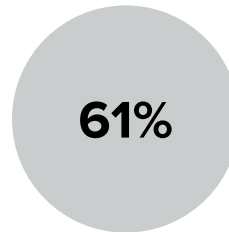
Further, despite promising intention, there is a strong “wait-and-see” attitude, particularly in hesitant groups, that needs to be targeted to avoid prolonging the vaccination process and ultimately, the pandemic.

Among those open to vaccination...

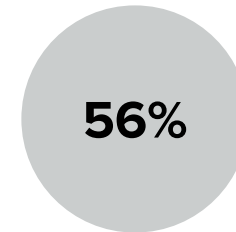


Plan to wait a few weeks, months, or more before getting the vaccine after they are eligible

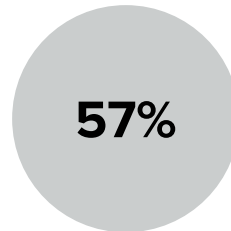
Hesitant Groups Demonstrate Stronger Wait-and-See Attitude



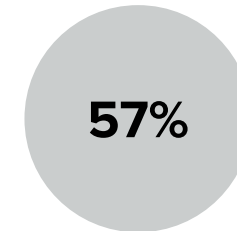
Of **Black Americans**



Of **Rural Americans**



Of **Republicans**



Of **those that Haven't Gone Beyond High School**

This study used statistical modeling to identify the top four predictors of vaccine intention that, if targeted, could help address these challenges.

#1

Belief that the vaccine is safe and effective

#2

Belief that your peers/loved ones want you to get vaccinated

#3

Belief that vaccination is a moral and social responsibility

#4

Worry about catching the virus

Efforts should focus first on building trust that the vaccine is safe and effective—the strongest predictor of vaccine uptake.



56%

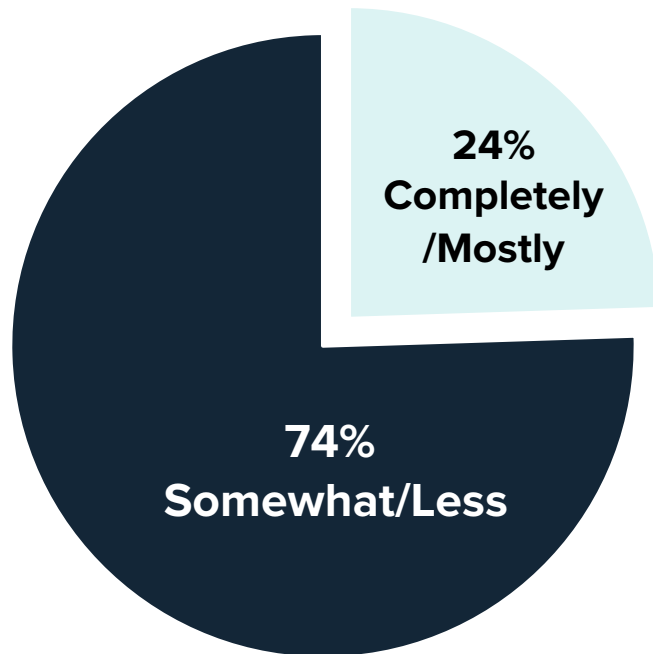
**Completely or Mostly Trust
the Safety and Effectiveness
of the Vaccine**

Trust is considerably lower among **Black people, Republicans, conservatives, independents, moderates, and those without college degrees...**

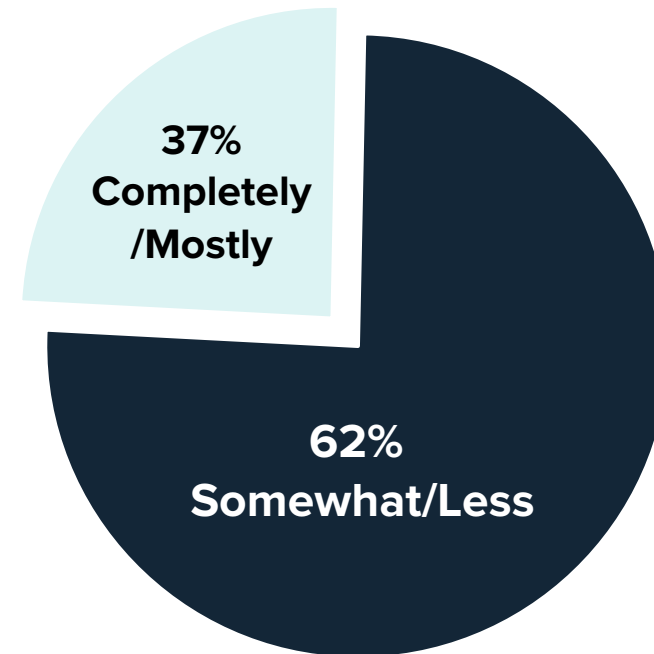
...compared to whites, Hispanics, Democrats, liberals, and college graduates

Specifically, Black and Hispanic communities lack trust that the vaccines were tested adequately within their own racial/ethnic group.

Trust Among Black People

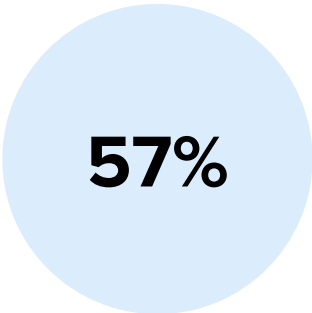


Trust Among Hispanic People



Next, Americans should be encouraged to recommend vaccination to their peers and loved ones, as this is a key factor in increasing intended uptake in their social circles.

While social encouragement is the second strongest predictor of intended uptake, only:



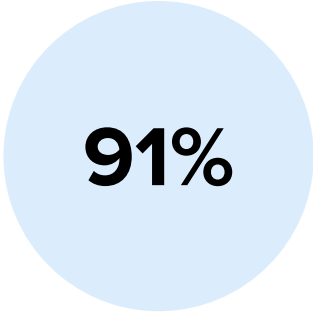
57%

Of people think all/most of those close to them want them to get vaccinated



51%

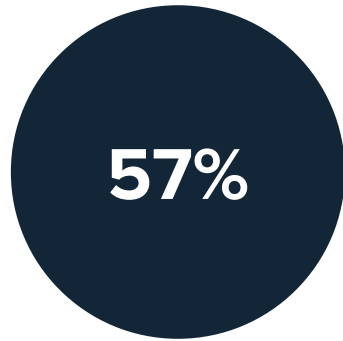
Of people are likely to recommend vaccination to friends and family



91%

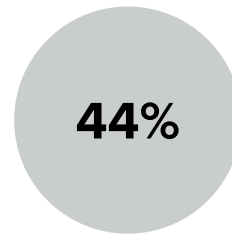
Of those who feel little or no social encouragement intend to “wait-and-see” before getting vaccinated

Efforts should appeal to the importance of protecting the community by achieving population immunity as this can be an effective argument—though less strong in certain groups.

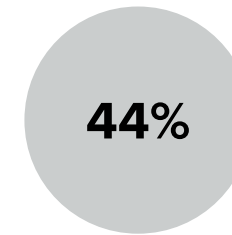


**Overall See a Social
Responsibility in
Getting Vaccinated**

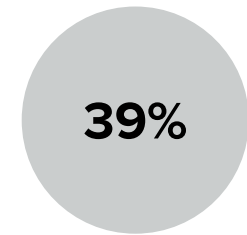
This number drops within certain populations:



**Of Black
Americans**

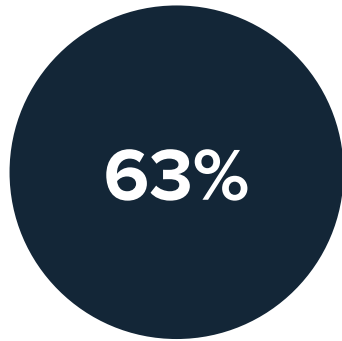


**Of Rural
Americans**



**Of
Republicans**

Finally, efforts should help Americans—even those without underlying health conditions—understand the potential risks of COVID-19 infection to increase risk-motivated intention.



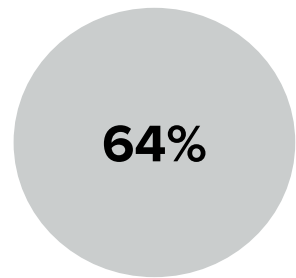
**Overall are Very or
Somewhat Worried
About Getting Sick**

Worries are about **30 percentage points higher** among Democrats and liberals than Republicans and conservatives

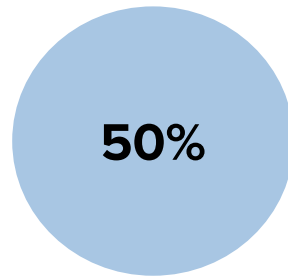
Those with underlying health conditions that put them at greater risk are also more worried

To make these arguments, messengers close to home—healthcare providers, family, trusted influencers—should be leveraged with both the general public and high-risk groups.

**Completely/Mostly Trust
Healthcare Provider**

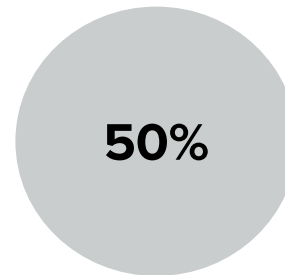


Overall



Of **Black
People**

**Completely/Mostly Trust
Family Member**



Overall

- Blacks and Hispanics 5-8 points more likely than whites **to trust President Biden and celebrities** they admire
- Blacks are 7 points more likely to **trust religious leaders** than whites

Over the next six months, this monthly pulse study will provide longitudinal data to help understand trends and evolutions in behavior over time to help drive vaccine uptake.

- Future surveys in this study will explore the following:
 - Whether the four key predictors of vaccine uptake change over time
 - Predictors of other key attitudes, including confidence in the vaccines and recognition of subjective and moral norms
 - How the key “wait-and-see” population behaves, with the aim of unearthing insights to encourage them to get vaccinated faster
 - How attitudes among key racial/ethnic, political, geographic, and education attainment groups evolve over time, and what messages and messengers may influence behavior change
 - How vaccine access bottlenecks impact the trajectory of the vaccination effort