How Ready Are Americans to Trust a COVID-19 Vaccine?
How are Americans feeling about the COVID-19 vaccine? Qualtrics conducted a study of 1,074 adult Americans’ general sentiment around the COVID-19 vaccine, including how many are planning on getting a vaccine when it’s released and why.

In addition to discovering broad skepticism among the public about the safety and efficacy of any vaccine, the research focused on avenues health care providers, policymakers, and other leaders can take to boost confidence and uptake in a vaccine when it’s ready for the public.
Key Findings

- 40% of respondents are either unsure or plan not to get the COVID-19 vaccine when it's released. Key reasons include worries about its safety, efficacy, and side effects; not personally being worried about COVID-19; and worries that it would cost too much.

- A majority of respondents (53%) want to wait to get the vaccine to make sure it’s safe and effective.

- 54% of respondents believe a COVID-19 vaccine will be available to Americans within the next 6 months.

- Young adults 18-24 express the lowest intent to get the vaccine; seniors 65+ and adults 25-34 express the highest intent to get the vaccine.

- If a vaccine is developed outside the US, respondents said they would feel less comfortable with vaccines coming out of China (64%), Russia (62%), and India (53%).

- 81% of respondents say that if their doctor recommended the vaccine, they would be more likely to get it.
What makes people want to get the vaccine?

Respondents indicated they would be more likely to get a COVID-19 vaccine if it was mandatory for common activities (including the following): Required to visit a hospital or nursing home (70% say they would be more likely to get it); Required to travel to another state without quarantining (70%); Required to fly on an airplane (68%); and required to go into an office for work (60%) (more on p. 9)

Indicators of likelihood to get the vaccine

- If state and local health officials recommended it
- If Dr. Fauci or national health experts recommended it (if the respondent was already planning on it)
- If the respondent is confident the state government has proper system to deliver the vaccine
- If they were confident it would be available within 6 months
- If they already received a flu shot this year
- If they believe the vaccine will be effective
- If comfortable getting the vaccine in: a pharmacy, my workplace

Indicators of likelihood not to get the vaccine

- If they are not sure or definitely not getting a flu shot this year
- Among those who already weren’t planning on it, if Dr. Fauci or national health experts recommended it
- If they are not confident the state government has proper system to deliver a vaccine
- If they think the vaccine is unlikely to be delivered within the next six months

Only values that showed statistical significance based on p-value are shown.
Split confidence in vaccine being ready in 6 months

How likely is it that a COVID-19 vaccine will be available in the next 6 months to people in the U.S.?

- Likely: 54%
- Neither likely nor unlikely: 19%
- Unlikely: 27%

n=1,074
Likely (combines ‘likely’ and ‘very likely’ responses)
Unlikely (combines ‘unlikely’ and ‘very unlikely’ responses)
40% unsure or not planning to get a COVID-19 vaccine

When a vaccine to prevent COVID-19 becomes available to you, do you plan on being vaccinated?
- Yes: 60%
- Not sure: 15%
- No: 25%

When a vaccine to prevent COVID-19 becomes available for your child, do you plan to have him/her vaccinated?
- Yes: 58%
- Not sure: 15%
- No: 27%

n=1,074
n=392

Yes combines ‘definitely yes’ and ‘probably yes’ responses
No combines ‘definitely not’ and ‘probably not’ responses
<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don't think it will be safe enough</td>
<td>91%</td>
</tr>
<tr>
<td>Concern about side effects</td>
<td>90%</td>
</tr>
<tr>
<td>It won't work well to prevent COVID-19</td>
<td>65%</td>
</tr>
<tr>
<td>I may get COVID-19 from the vaccine</td>
<td>61%</td>
</tr>
<tr>
<td>I'm unlikely to get very sick from COVID-19</td>
<td>43%</td>
</tr>
<tr>
<td>It would cost too much / No health insurance</td>
<td>41%</td>
</tr>
<tr>
<td>Religious or personal beliefs</td>
<td>22%</td>
</tr>
<tr>
<td>I have already had COVID-19</td>
<td>13%</td>
</tr>
</tbody>
</table>

n=423
Those unsure or not planning on getting a COVID-19 vaccine
'Select all that apply'
Combined response of 'major reason' and 'minor reason'
Concerns about vaccine development and safety

How likely or unlikely do you think it is that a vaccine will be released in the United States before it has been fully tested for effectiveness and safety?

- Very likely: 19%
- Likely: 32%
- Neither likely nor unlikely: 23%
- Unlikely: 16%
- Very unlikely: 10%

How likely or unlikely do you think it is that someone who gets the COVID-19 vaccine will experience serious side effects?

- Very likely: 16%
- Likely: 31%
- Neither likely nor unlikely: 40%
- Unlikely: 10%
- Very unlikely: 4%

n=1,074
How much, if at all, would the following affect your decision to get the COVID-19 vaccine? (select all that apply)

- Vaccine was required to visit a hospital or nursing home: 70%
- Vaccine was required to travel to another state without quarantining: 70%
- Vaccine was required to fly on an airplane: 68%
- Vaccine was required to go into an office for work: 60%
- Vaccine was required to attend large non-religious gatherings, like concerts, sporting events, and parties: 59%
- Vaccine was required to attend large religious gatherings: 55%
- Vaccine was required to attend school in person: 51%

n=1,074
Combined response of a 'little more likely' and 'a lot more likely' to get the vaccine
Likelihood to vaccinate by age

Young adults, 18-24, are most likely to say they won’t get the vaccine, while older respondents and adults 25-34 are the most likely to say they’ll get it.

**When a vaccine to prevent COVID-19 becomes available to you, do you plan on being vaccinated?**

- **18-24**: 26% Definitely Yes, 27% Probably Yes, 16% Not sure, 19% Probably Not, 13% Definitely Not
- **25-34**: 27% Definitely Yes, 37% Probably Yes, 9% Not sure, 11% Probably Not, 17% Definitely Not
- **35-44**: 35% Definitely Yes, 22% Probably Yes, 13% Not sure, 11% Probably Not, 19% Definitely Not
- **45-54**: 31% Definitely Yes, 27% Probably Yes, 15% Not sure, 13% Probably Not, 14% Definitely Not
- **55-64**: 25% Definitely Yes, 32% Probably Yes, 17% Not sure, 14% Probably Not, 13% Definitely Not
- **65+**: 44% Definitely Yes, 23% Probably Yes, 18% Not sure, 6% Probably Not, 9% Definitely Not

*n=1,074*
Which statement comes closest to your preferences about getting the COVID-19 vaccine?

- I would prefer to wait a while before getting the vaccine to make sure it’s safe and effective (54%)
- I want to get the vaccine as soon as it’s available to me (24%)
- I will only get the vaccine if I have to (for a job, school, to travel, or other reasons) (9%)
- I will not get the vaccine no matter what (14%)

n=1,074
Distributing the vaccine effectively

Of the following groups, who do you think should receive access to the COVID-19 vaccine first?

- People who are most at risk (elderly, serious medical conditions): 33%
- Healthcare workers: 28%
- All frontline workers (cashiers, teachers, hair stylists, etc.): 16%
- Adults who have already been infected with COVID-19: 7%
- Healthy adults: 4%
- Not sure: 11%

n=1074

How much confidence do you have that your state government has the proper system in place to effectively deliver the COVID-19 vaccine to your community?

- A great deal of confidence: 16%
- A fair amount of confidence: 43%
- Not too much confidence: 27%
- No confidence at all: 14%

n=1074
Likelihood to vaccinate by common source of news

Those who get their news in print express the highest likelihood to get the COVID-19 vaccine, while those who get news often from radio and social networking express the least likelihood.

When a vaccine to prevent COVID-19 becomes available to you, do you plan on being vaccinated? (Those who get their news from the following sources "Often")

<table>
<thead>
<tr>
<th>Source</th>
<th>Definitely Yes</th>
<th>Probably Yes</th>
<th>Not sure</th>
<th>Probably Not</th>
<th>Definitely Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers in print</td>
<td>45%</td>
<td>28%</td>
<td>14%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Local TV news</td>
<td>39%</td>
<td>25%</td>
<td>18%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>National network news</td>
<td>39%</td>
<td>25%</td>
<td>14%</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Listen to news on the radio</td>
<td>41%</td>
<td>23%</td>
<td>10%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>News from a website or app</td>
<td>38%</td>
<td>25%</td>
<td>11%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Cable TV news</td>
<td>45%</td>
<td>18%</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Social networking site</td>
<td>35%</td>
<td>24%</td>
<td>12%</td>
<td>10%</td>
<td>16%</td>
</tr>
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Clinical locations top ‘most comfortable’ list

Where would you feel comfortable going to receive a COVID-19 vaccine? (Select all that apply)

- A doctor’s office: 83%
- A hospital: 51%
- Pharmacy: 40%
- Community health center: 25%
- My workplace: 10%
- Local school: 8%
- Church: 7%

Does not include those who indicated they would not get the vaccine no matter what

n=921
Overall confidence in a COVID-19 vaccine

How much do you think a vaccine will reduce the risk of getting COVID-19?

- Completely reduce: 9%
- Greatly reduce: 36%
- Moderately reduce: 34%
- Slightly reduce: 12%
- Not reduce the risk at all: 8%

n=1,074
## Methodology

Qualtrics studied the opinions of n=1,074 U.S. adults in an online panel between September 21-24, 2020.

<table>
<thead>
<tr>
<th>Sex</th>
<th>55% male / 45% female / &lt;1% non-binary, other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race</td>
<td>70% white / 13% Black / 11% Asian / 2% American Indian/Alaska Native / 1% Native Hawaiian or Pacific Islander / 20% Hispanic/Latino (could select other)</td>
</tr>
<tr>
<td>Age</td>
<td>15% 18-24 / 18% 25-34 / 18% 35-44 / 18% 45-54 / 16% 55-64 / 15% 65+</td>
</tr>
<tr>
<td>Weighting</td>
<td>The study uses a non-probability sample, which was weighted to be more representative of the US Population. The weight was raked to benchmark population demographics for age, sex, race, ethnicity, and region computed from the American Community Survey.</td>
</tr>
</tbody>
</table>