

Public Opinion On COVID-19 Vaccine: What Those Who Want To “Wait and See” Have to Tell Us

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February 24, 2021



Filling the need for trusted information on national health issues.

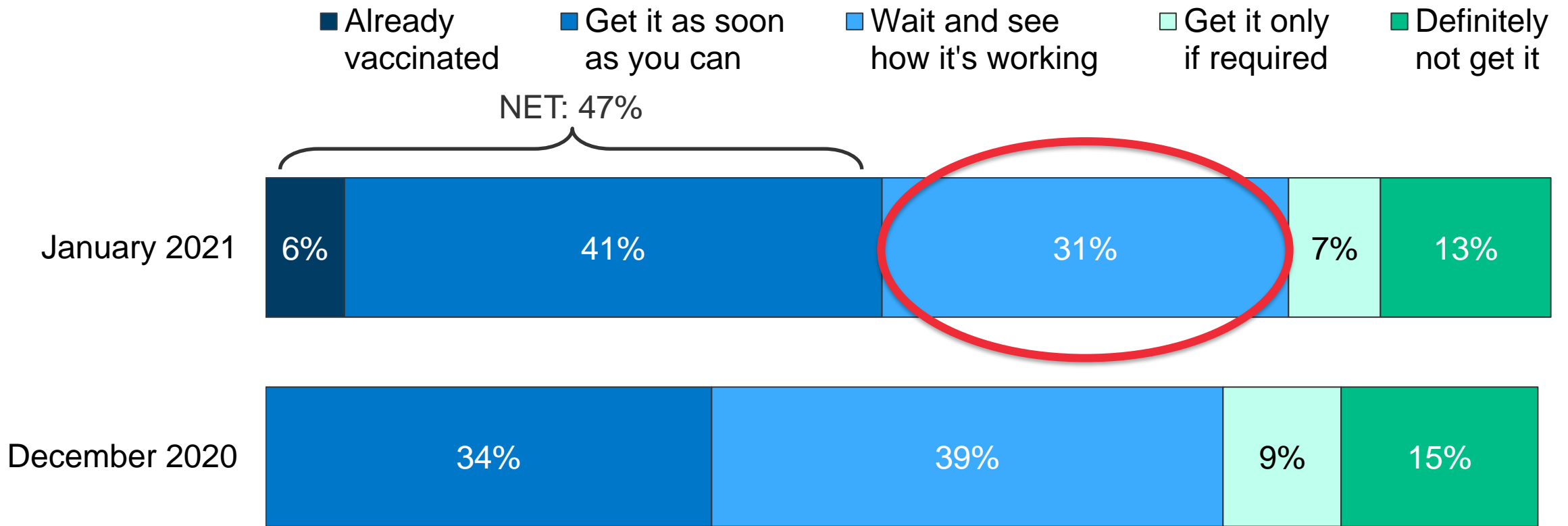
KFF COVID-19 Vaccine Monitor: Project Overview

- The KFF COVID-19 Vaccine Monitor is an **ongoing research project** tracking the public's **attitudes and experiences** with **COVID-19 vaccinations**.
- Using a **combination of surveys and focus groups**, this project will track the **dynamic** nature of **public reactions** as vaccine development unfolds, including **vaccine confidence and hesitancy**, **trusted messengers and messages**, as well as the **public's experiences with vaccination** as distribution begins. Will include a **data dashboard** to highlight key data.
 - Special focus on Black and Latino adults, Health care workers, Rural residents, Partisans
 - Probability-based sampling, RDD cell and landline.
- We are going to be flexible with what we're asking over time and adjusting accordingly as the national narrative changes
- **Goal:** To provide public health, policy, advocacy and community organizations and communication experts with the in-depth data to help them meet people where they are, so individuals can make decisions that best protect themselves and their families

Figure 2

Enthusiasm For COVID-19 Vaccine Growing

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA approved vaccine for COVID-19 is available to you for free, do you think you will...?



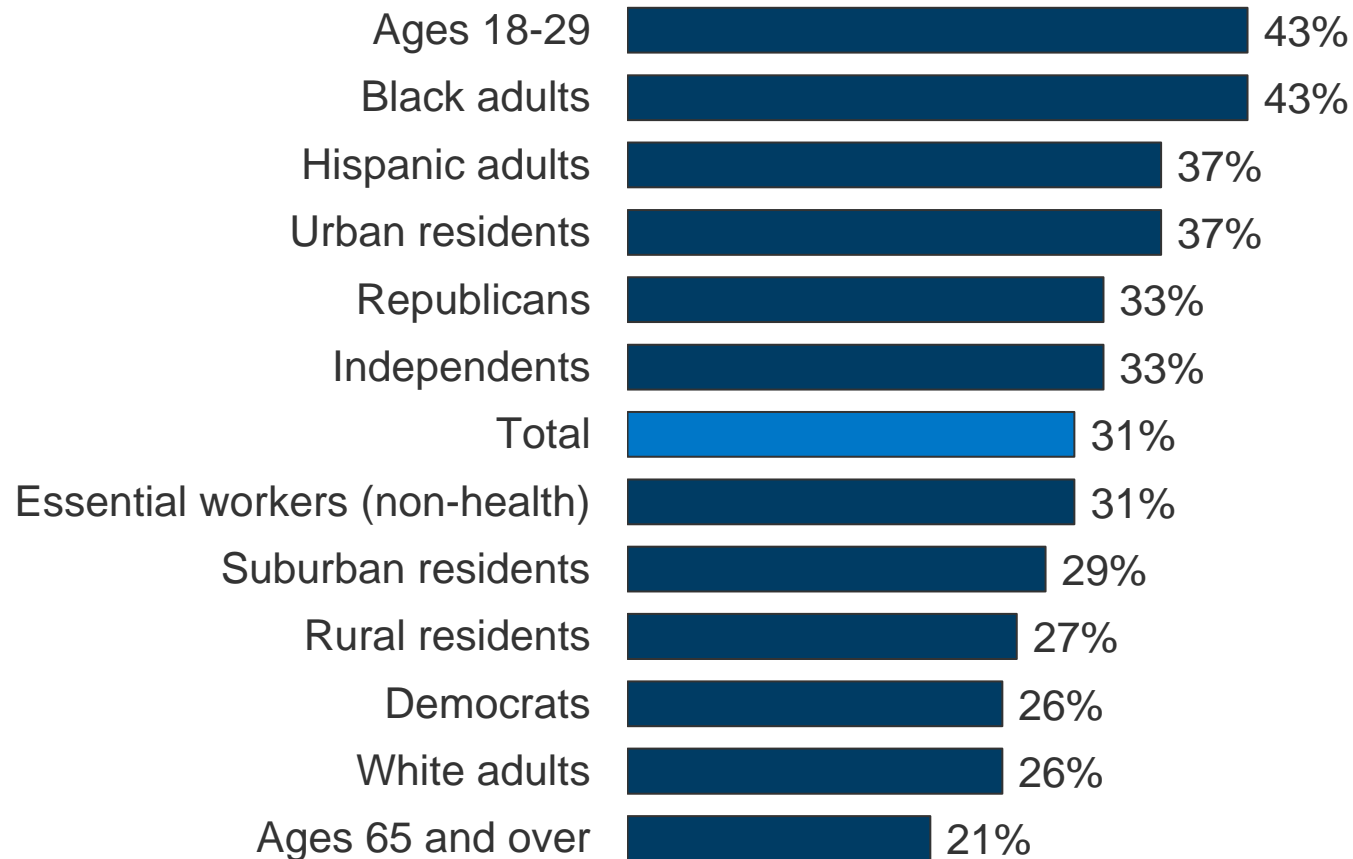
NOTE: December survey did not have an option for respondents to indicate they had already been vaccinated.

SOURCE: KFF COVID-19 Vaccine Monitor (Nov. 30-Dec. 8, 2020 and Jan. 11-18, 2021). See topline for full question wording.

Figure 3

Young Adults, Black Adults Most Likely To Want To “Wait And See”

Percent within each group who say, when an FDA approved vaccine for COVID-19 is available to them for free, they would **wait and see** how it is working for other people:

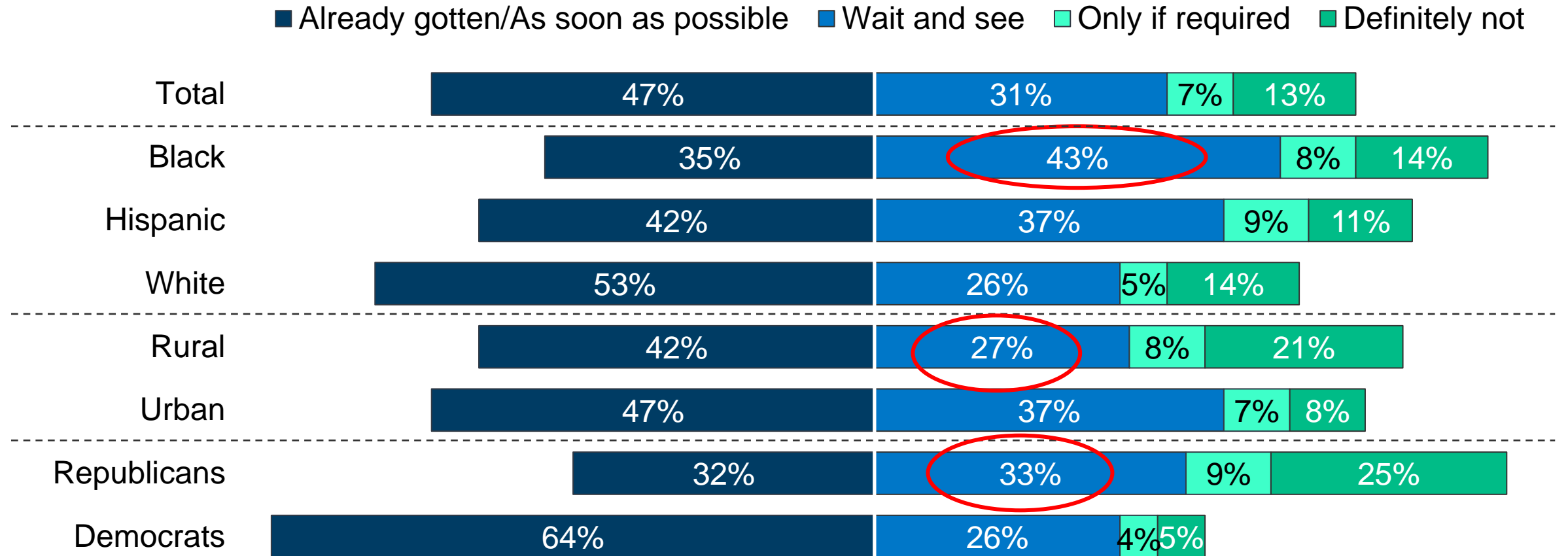


SOURCE: KFF COVID-19 Vaccine Monitor (conducted Jan. 11-18, 2021). See topline for full question wording.

Figure 4

Not Monolithic Groups – Lots of Variation in Intentions

Percent who say they will get a COVID-19 vaccine:



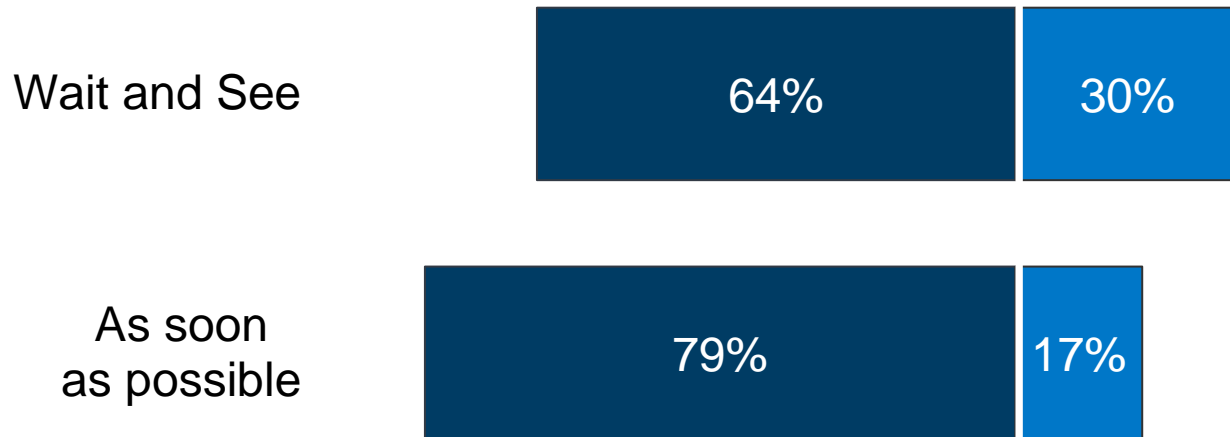
SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2021). See topline for full question wording.

Figure 5

Most Who Want To “Wait And See” Worry About Getting Sick; A Majority See Vaccination As A Personal Choice

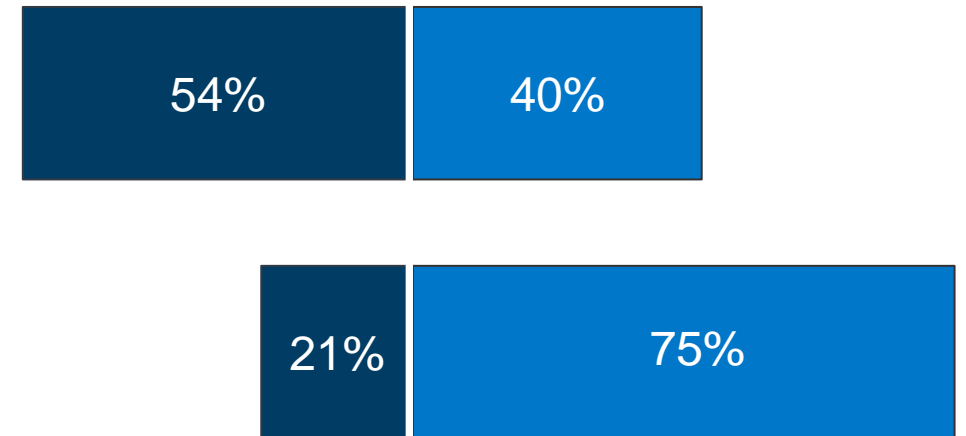
How worried, if at all, are you that you or someone in your family will get sick from the coronavirus?

■ Very/Somewhat worried ■ Not too/Not at all worried



Which comes closer to your view: getting vaccinated against COVID-19 is a personal choice or is part of everyone's responsibility to protect the health of others?

■ Personal choice ■ Everyone's responsibility



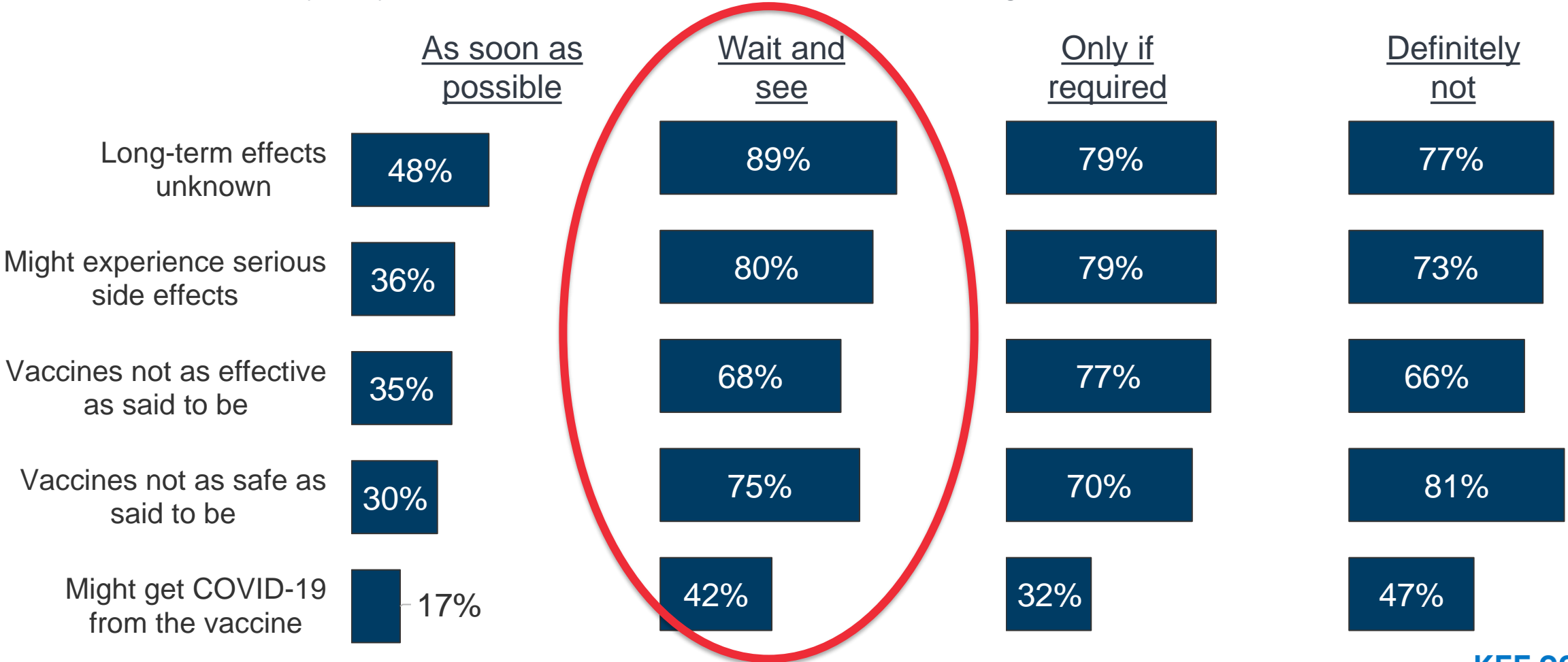
NOTE: Among those who have not been vaccinated against COVID-19.

SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2021). See topline for full question wording.

Figure 6

CHALLENGE: Concerns Vary By Vaccine Enthusiasm

Percent who say they are **concerned** about each of the following:

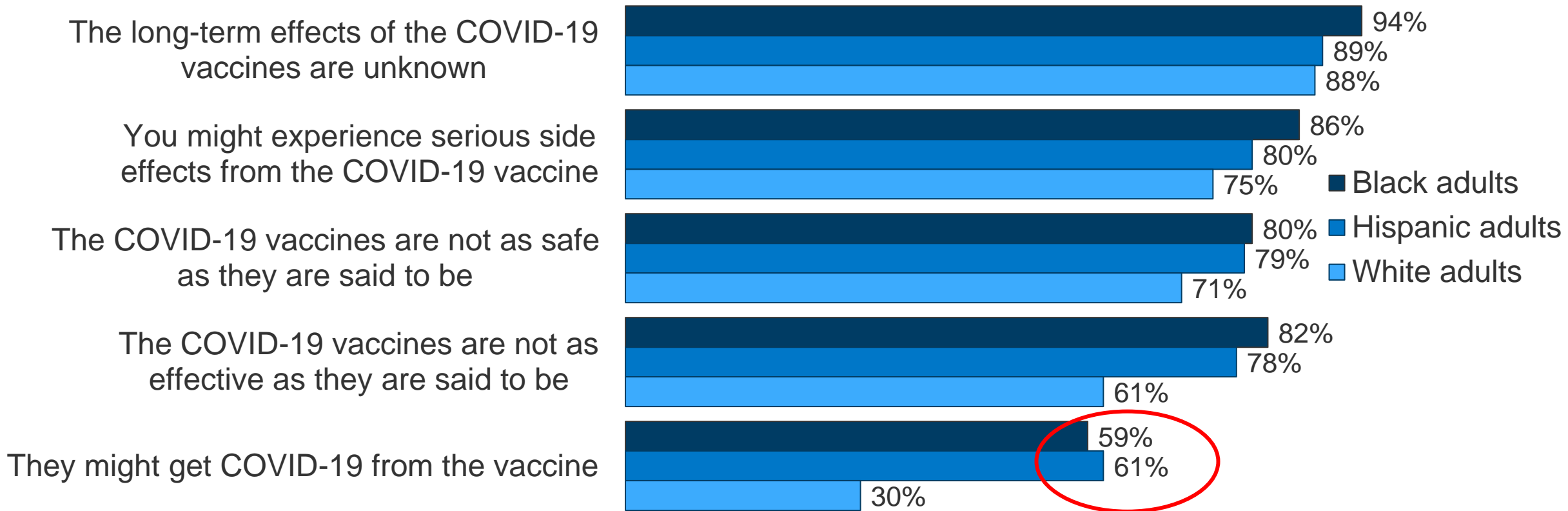


SOURCE: KFF COVID-19 Vaccine Monitor (conducted Jan. 11-18, 2021). See topline for full question wording.

Figure 7

“Wait And See” Black And Hispanic Adults Express More Concerns

Among those who want to “wait and see” how the COVID-19 vaccine is working for others, percent who say they are **very or somewhat concerned** about each of the following:



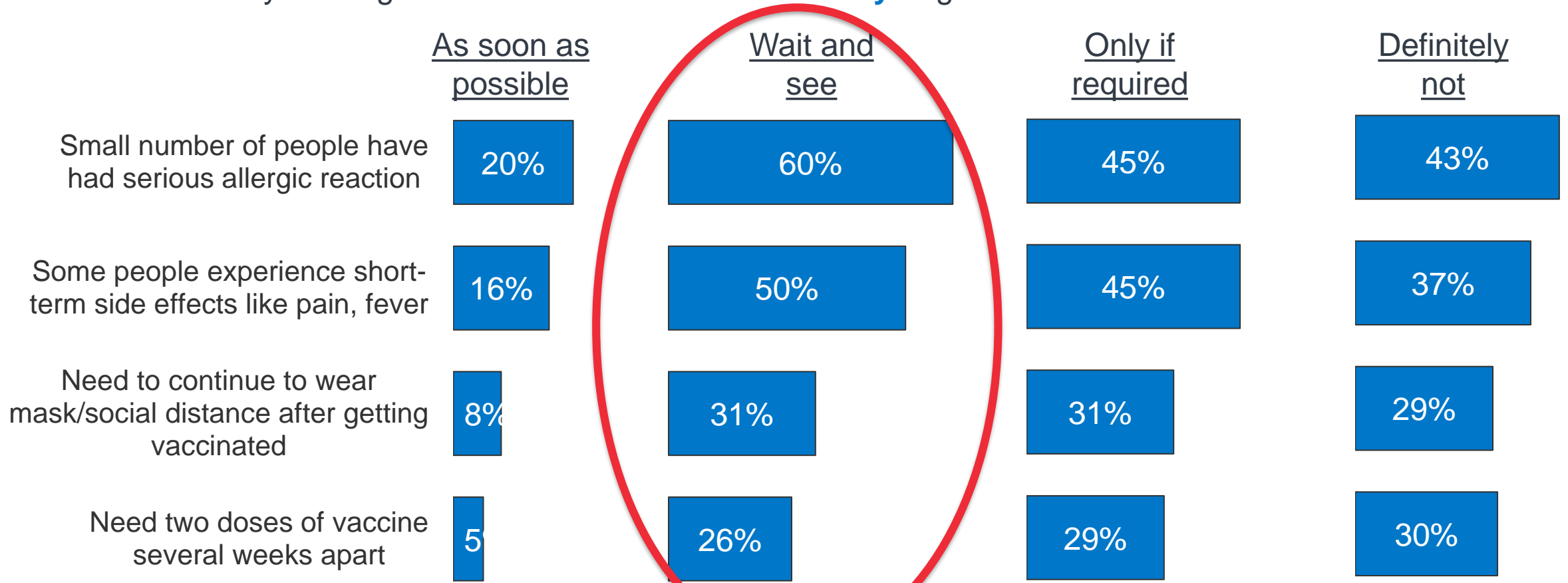
NOTE: Among those who have not been vaccinated against COVID-19

SOURCE: KFF COVID-19 Vaccine Monitor (conducted Jan. 11-18, 2021). See topline for full question wording.

Figure 8

CHALLENGE: News about Side Effects, Rare Allergic Reactions

Percent who say hearing each would make them **less likely** to get vaccinated for COVID-19:

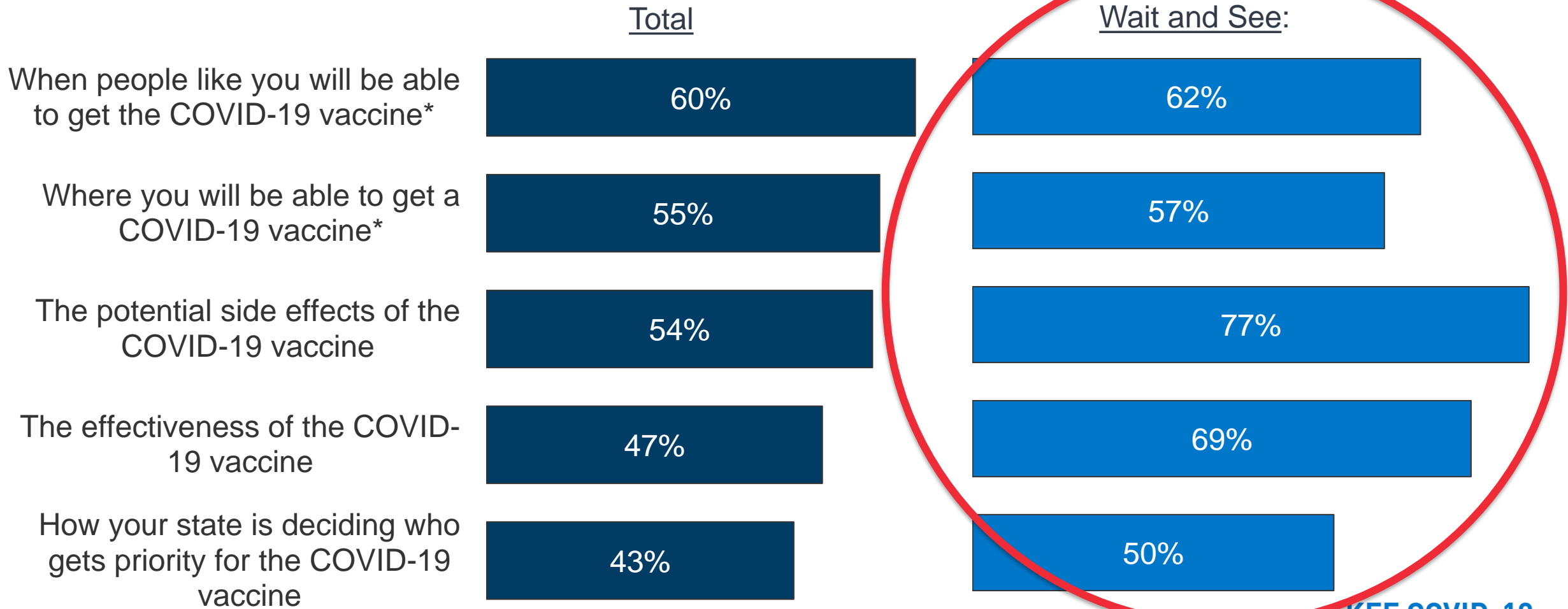


SOURCE: KFF COVID-19 Vaccine Monitor (conducted Jan. 11-18, 2021). See [topline](#) for full question wording.

Figure 9

CHALLENGE: Don't Have Enough Basic Information

Percent that say they **don't have enough information** about each of the following items:



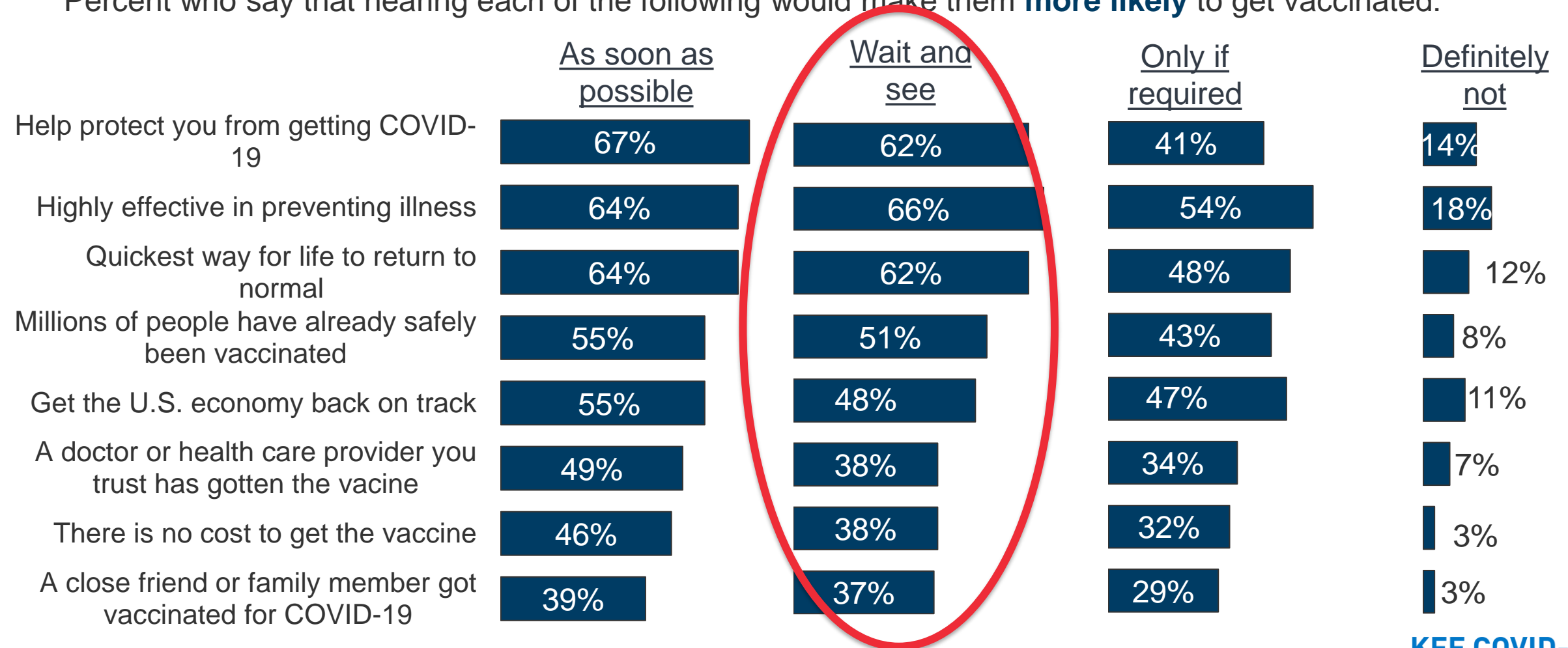
NOTE: * Items with asterisk asked only of those who have not received the COVID-19 vaccine (94% of all adults).

SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2021). See topline for full question wording.

Figure 10

OPPORTUNITY: Most Convincing Messages

Percent who say that hearing each of the following would make them **more likely** to get vaccinated:

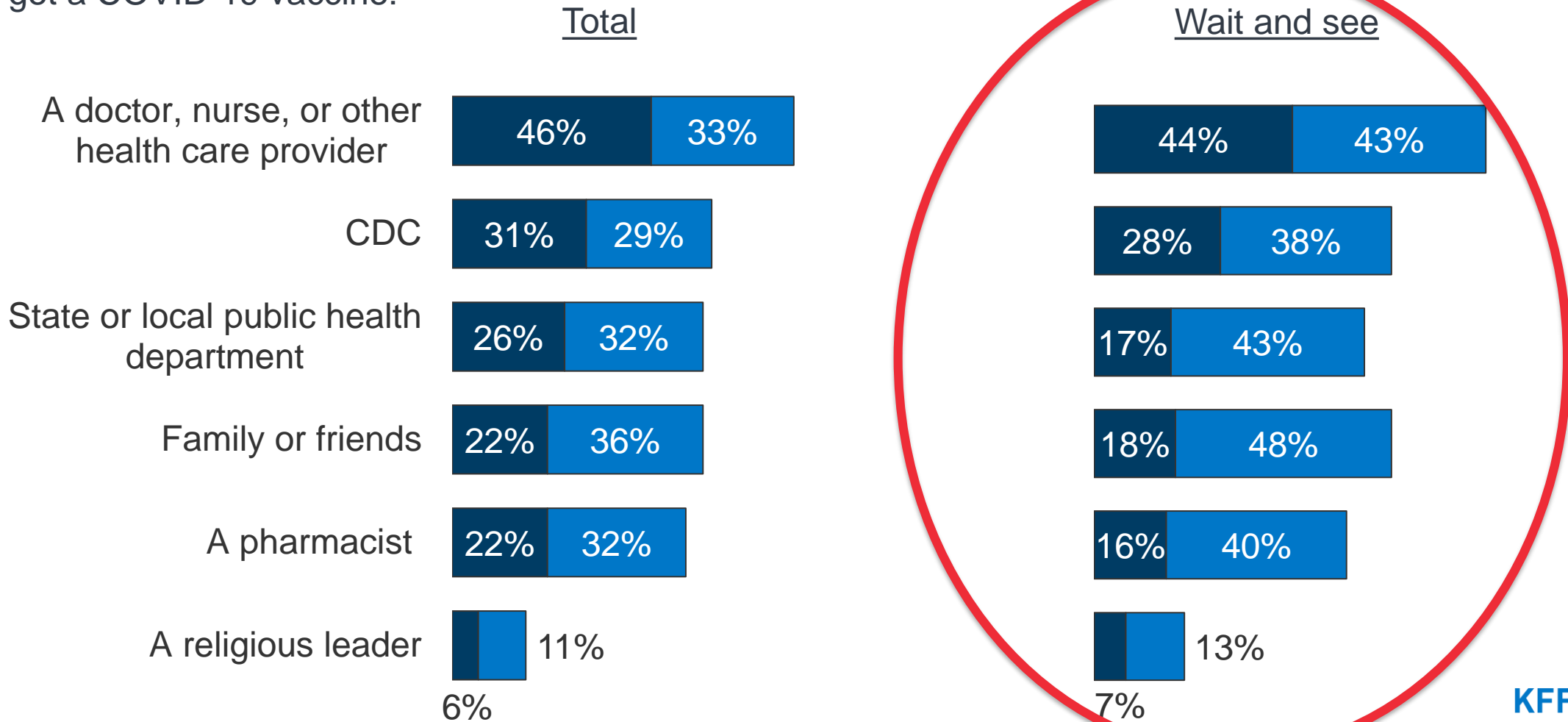


SOURCE: KFF COVID-19 Vaccine Monitor (conducted Jan. 11-18, 2021). See topline for full question wording.

Figure 11

Messengers

Percent who say are **very** or **somewhat** likely to turn to each of the following when deciding whether to get a COVID-19 vaccine:



NOTE: Among those who have not been vaccinated against COVID-19

SOURCE: KFF COVID-19 Vaccine Monitor (conducted Jan. 11-18, 2021). See topline for full question wording.

Figure 12

In Their Own Words: “If there is one message or piece of information you could hear that would make you more likely to get vaccinated for COVID-19, what would it be?”

No not any celebrity could change my mind. The only person that might be able to is my doctor who I trust if I can be told what is in the vaccine and how it works. (White woman, age 18-29)

That it won't be effective or have bad side effects. (Black woman, age 30-49)

I am going to get the vaccine, I just will not be anywhere near the front of the line! (Black man, age 50-64)

Knowing COVID is so devastating to human organs, I am concerned not only about the effectiveness of the vaccine but also the long term effects over years in the body...especially if it is needed on an ongoing basis. (Black woman, age 30-49)

Don't trust the government in today's political climate and it hasn't been vetted enough in trials. (White man, age 50-64)

Implications

- Dynamic situation – will continue throughout distribution
 - Be **flexible and stay** with it
 - Worry **a lot** about **misinformation**
- Hesitant group not monolithic – overall or by key subgroups
 - Much of hesitancy = **real desire to wait/see how (trusted) others react** to the vaccine and a need for real facts about what the vaccine is and isn't
- Key Things to Focus On–
 - Address concerns: **vaccine safety, LT side effects, worries about getting virus** from the vaccine
 - MESSAGE: “Vaccine is **highly effective**, will **protect you** from illness, and offers an **opportunity to return** to normal life”
 - Highlight local trusted **health providers** and “**people**” **who look like me** and my friends and family
 - Show that **millions and millions of “people like me”** have safely been vaccinated
 - Help people find the **basic information** they need
 - Not telling people what to do = **help people come to their own conclusion** that getting vaccinated is the **right choice** for themselves and their families.