



Expectations for a COVID-19

Vaccine

June 9, 2020

National Vaccine Advisory Committee Meeting

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EXPECTATIONS FOR A COVID-19 VACCINE

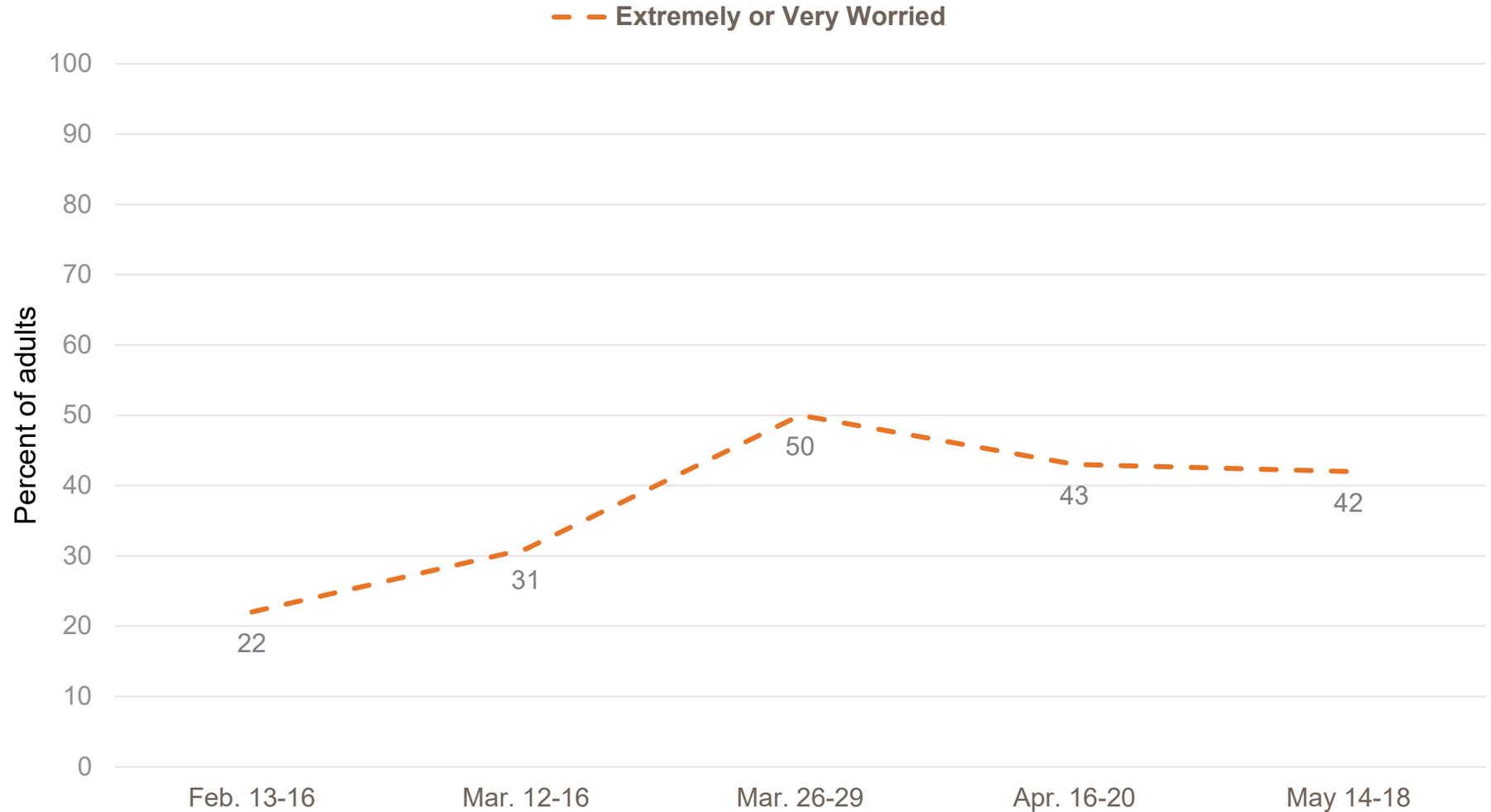
Findings from The AP-NORC Center survey conducted May 14-18, 2020 with 1,056 adults nationwide using AmeriSpeak®, NORC's probability-based research panel.

Worry about the spread of the coronavirus increased rapidly since mid-February.

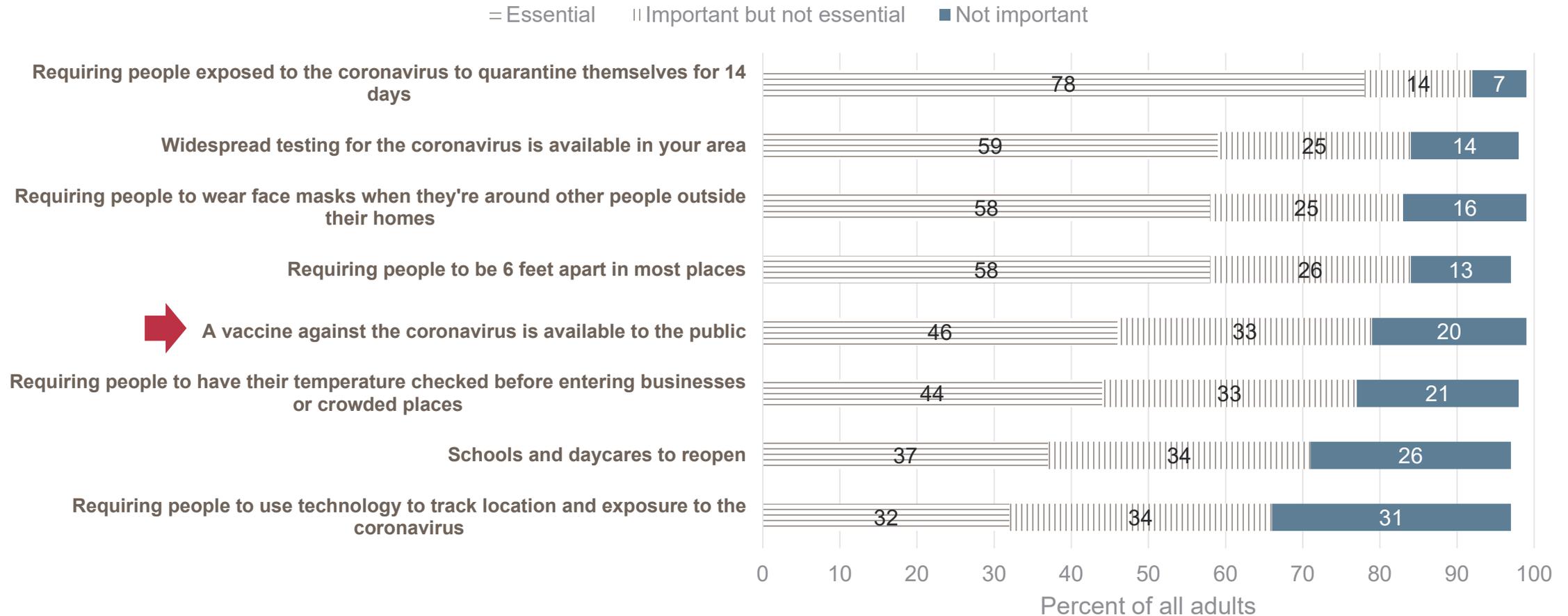
About 4 in 10 now say they are extremely or very worried that they or someone in their family will get infected.

Question: How worried are you that you or someone in your family will get infected with the coronavirus?

Source: AP-NORC Polls conducted February 13-16, 2020 with 1,074 adults, March 12-16, 2020 with 1,003 adults, March 26-29, 2020 with 1,057 adults, April 16-20, 2020 with 1,057 adults, and April 30-May 4, 2020 with 1,002 adults nationwide.



A vaccine is not viewed among the top essential criteria for reopening.

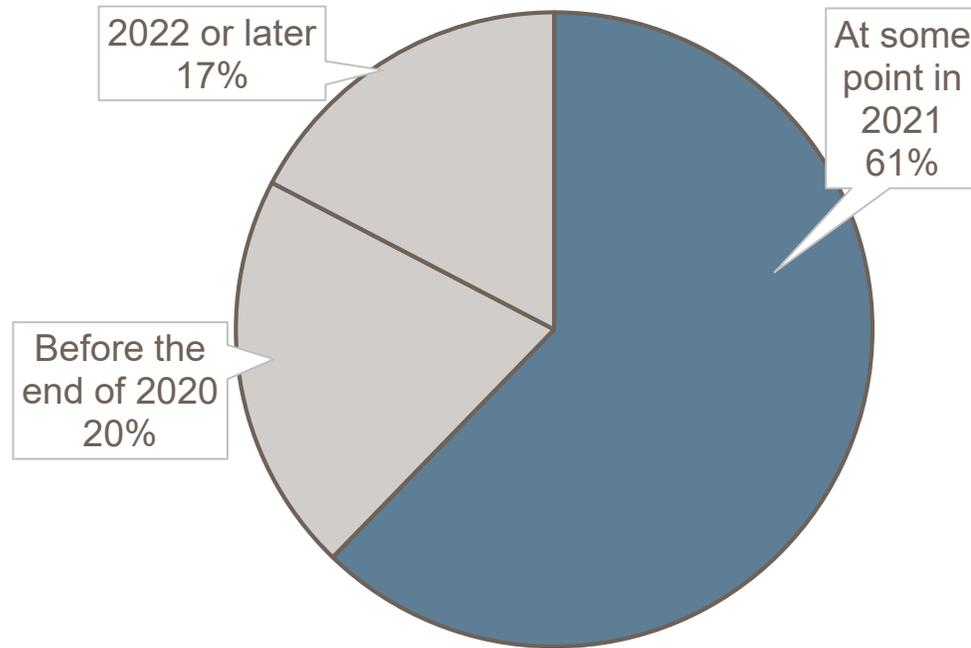


Question: How important do you think it is that each of the following happens before restrictions on social and economic activities in your area can be lifted?

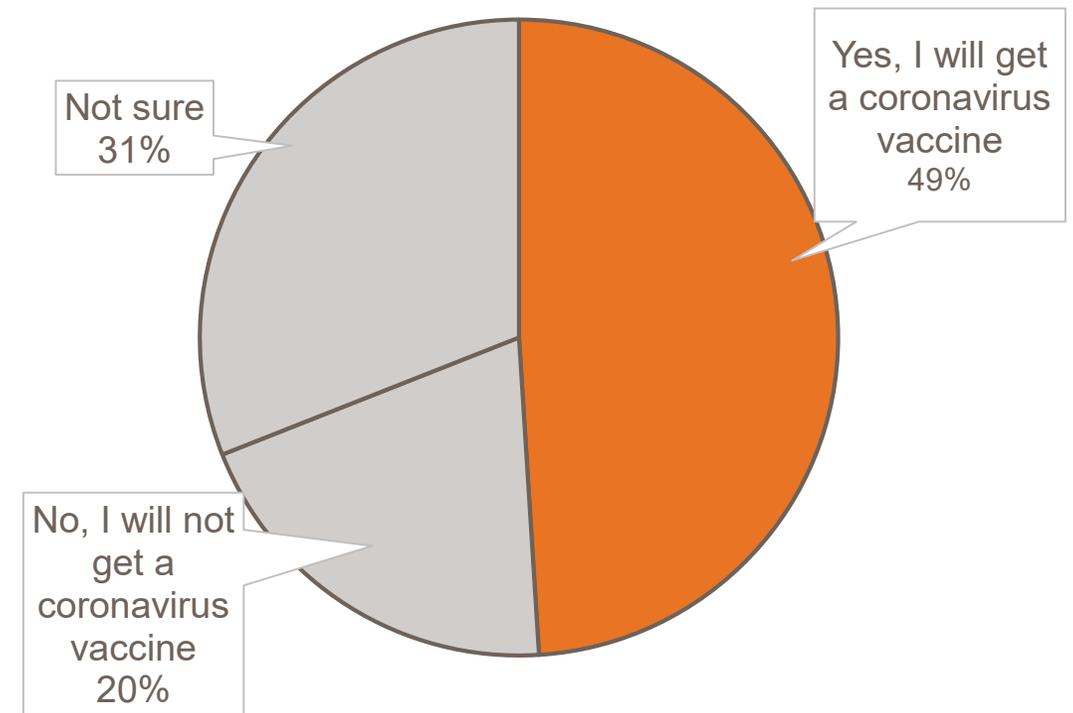
Source: AP-NORC Poll conducted May 14-18, 2020 with 1,056 adults nationwide.

Most Americans anticipate the vaccine will be ready in 2021. Almost half say they will get it once it is available to the public.

Which of these statements best describes when you expect a vaccine against the coronavirus to be available to the public?

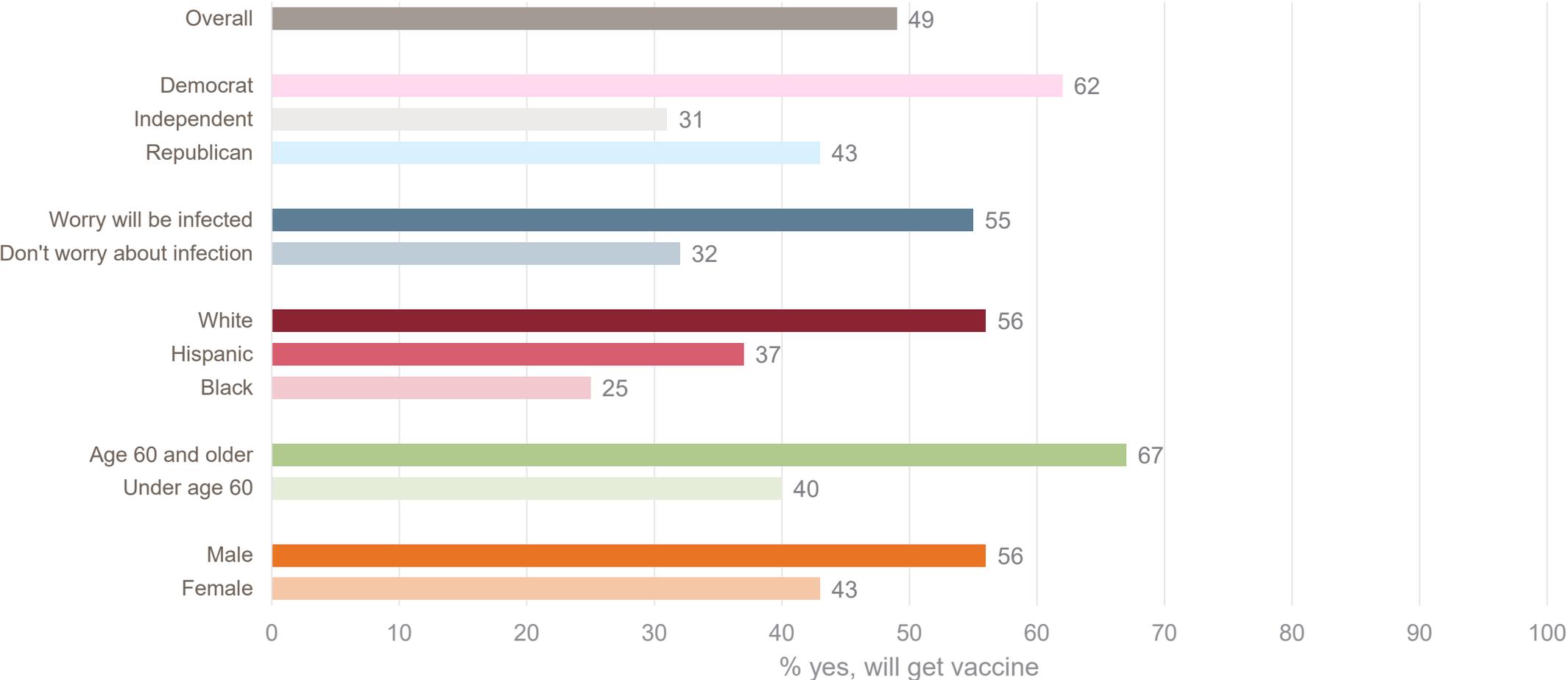


If a vaccine against the coronavirus becomes available, do you plan to get vaccinated, or not?



Source: AP-NORC Poll conducted May 14-18, 2020 with 1,057 adults nationwide.

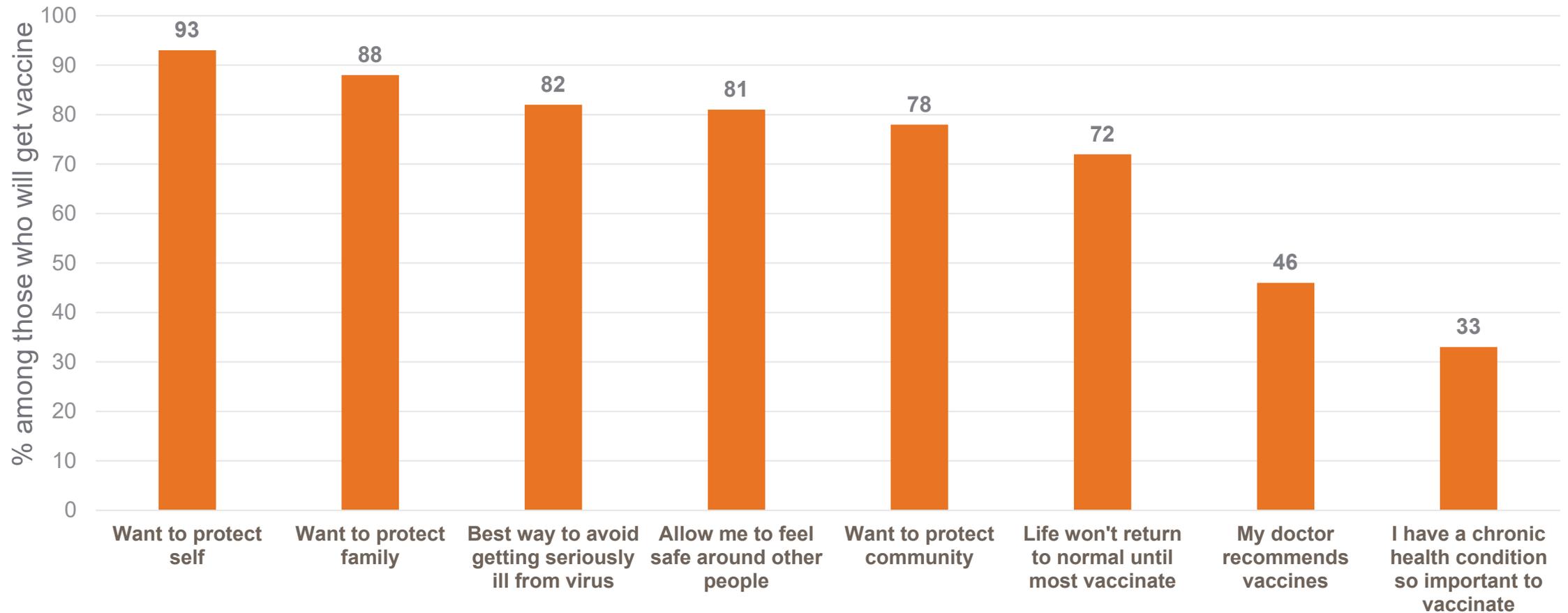
Intention to get the vaccine varies across partisanship, age, race/ethnicity, and among levels of concern about being infected.



Question: If a vaccine against the coronavirus becomes available, do you plan to get vaccinated, or not?

Source: AP-NORC Poll conducted May 14-18, 2020 with 1,056 adults nationwide.

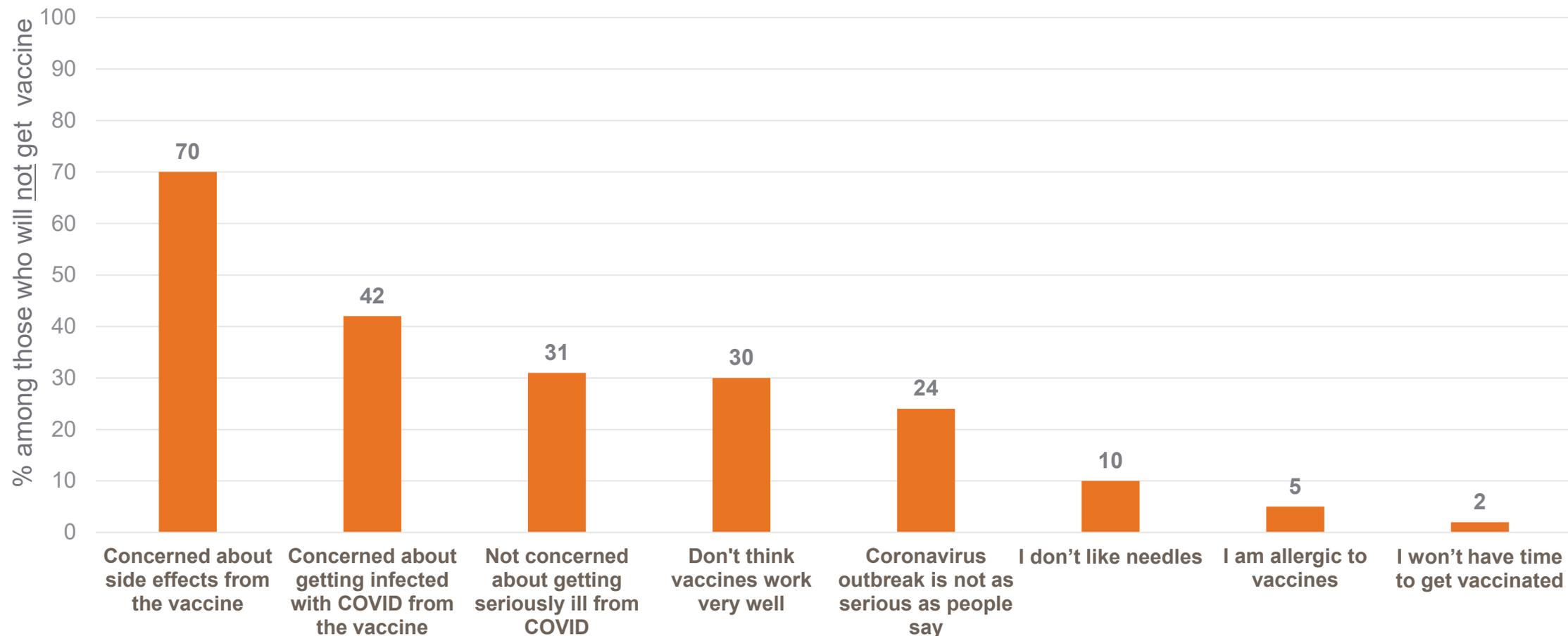
Among those who plan to get the vaccine, most see it as a way to protect themselves, their families, their communities, and a way to feel safe around other people.



Question: ASKED OF THOSE WHO SAY THEY WOULD GET VACCINATED: Which of the following are reasons you would not get a coronavirus vaccine?

Source: AP-NORC Poll conducted May 14-18, 2020 with 1,056 adults nationwide.

Among those who do not plan to get the vaccine, concern about side effects is overwhelmingly the top reason against getting it.



Question: ASKED OF THOSE WHO SAY THEY WOULD NOT GET VACCINATED: Which of the following are reasons you would not get a coronavirus vaccine?

Source: AP-NORC Poll conducted May 14-18, 2020 with 1,056 adults nationwide.

Study implications

- **The public has a realistic timeline for a vaccine and believes other measures are essential for a safe re-opening in the meantime.**
- **3 in 10 are on the fence about getting vaccinated when it comes time and may be persuadable.**
- **Messaging around protections for self, family, and community, as well assurances of safety for this particular vaccine may be effective.**
- **Campaigns and outreach might focus in particular on non-white communities, young people, and women.**

Thank You

For information about additional vaccine surveys at NORC...

National Immunization Survey

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AmeriSpeak Spotlight on Health

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WHERE THE PUBLIC STANDS ON A COVID-19 VACCINE

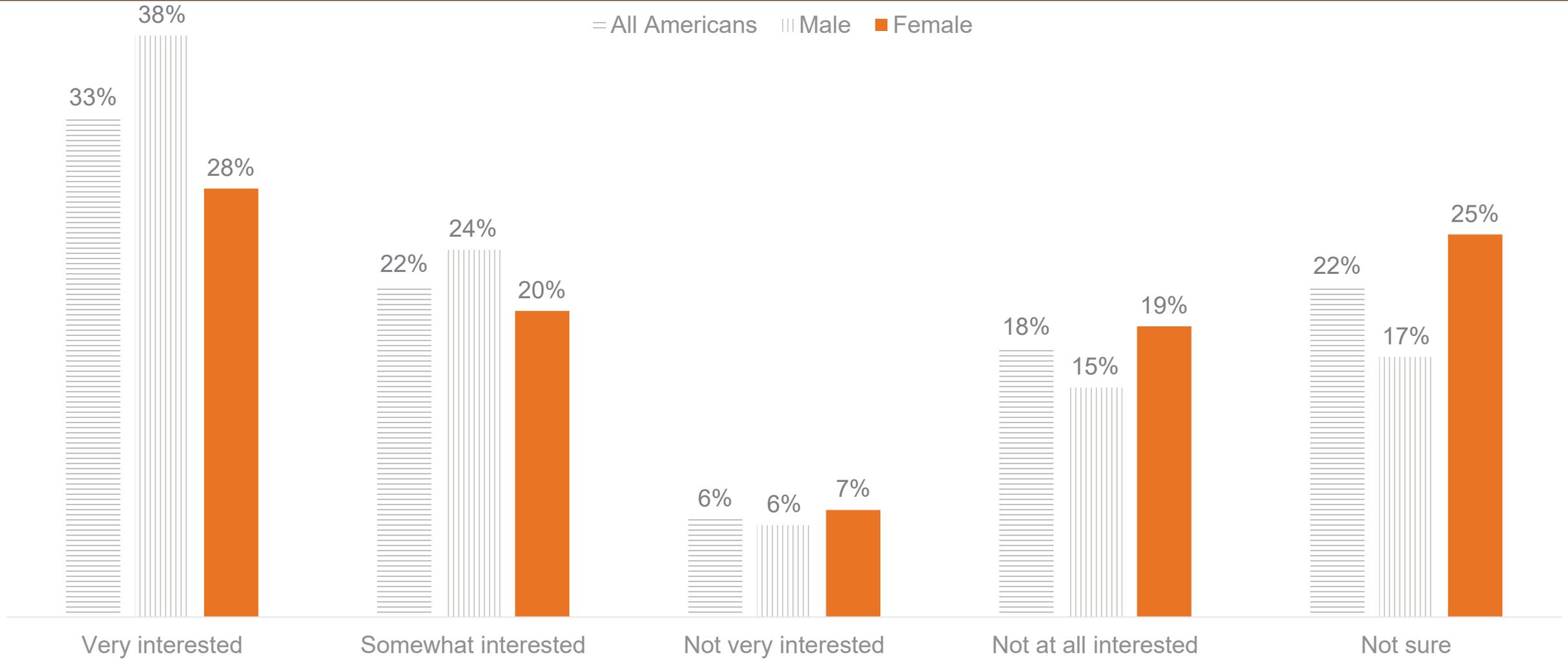
Chris Jackson, Senior Vice President, Ipsos U.S. Public Affairs

June 11, 2020

GAME CHANGERS

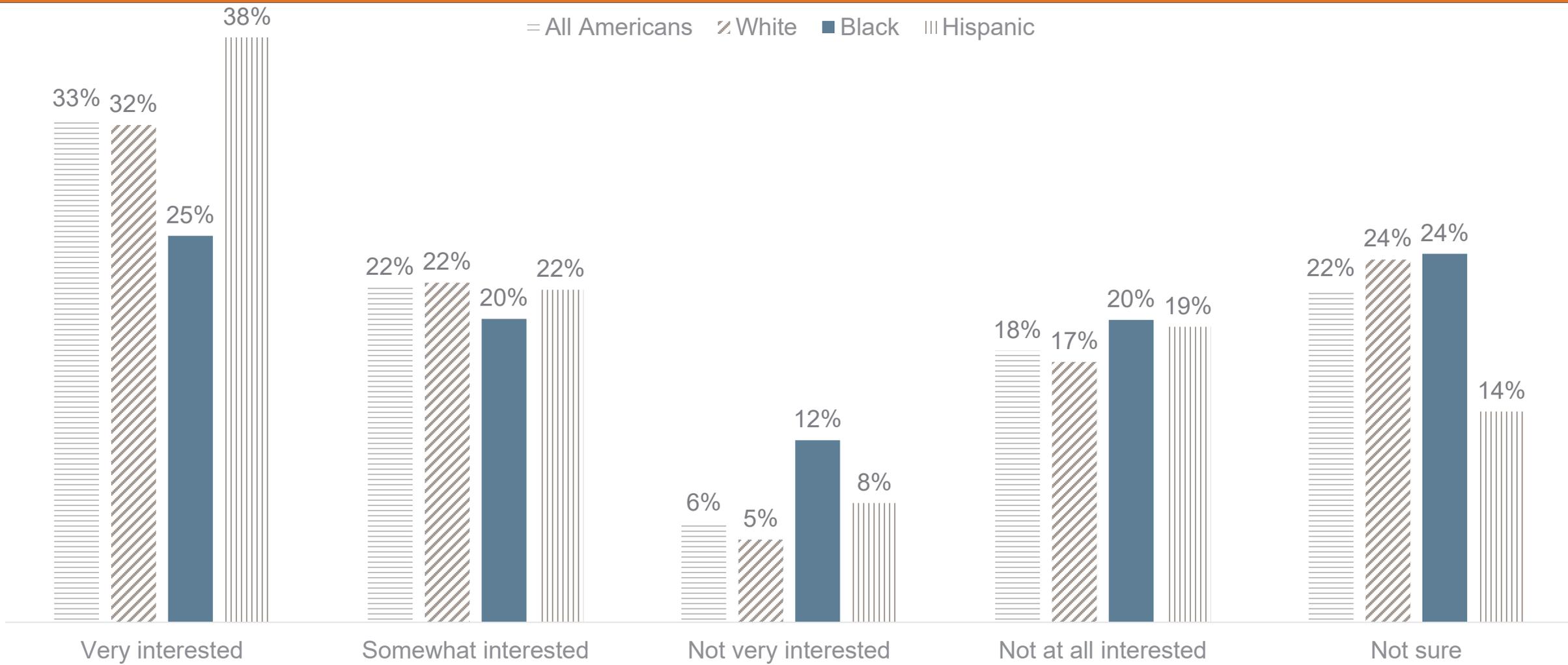


Women are more skeptical of COVID-19 vaccine



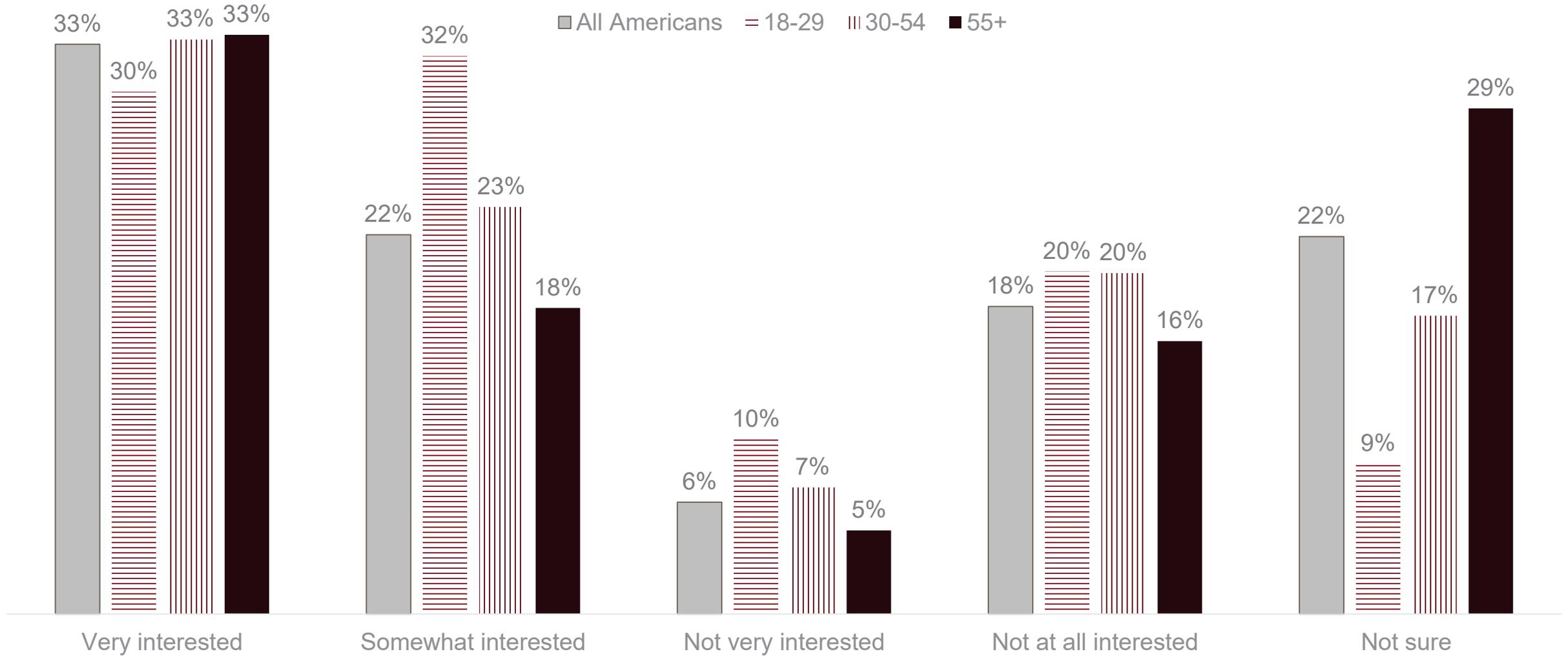
Reuters/Ipsos Coronavirus Survey 2020

Hispanic more interested in COVID-19 vaccine



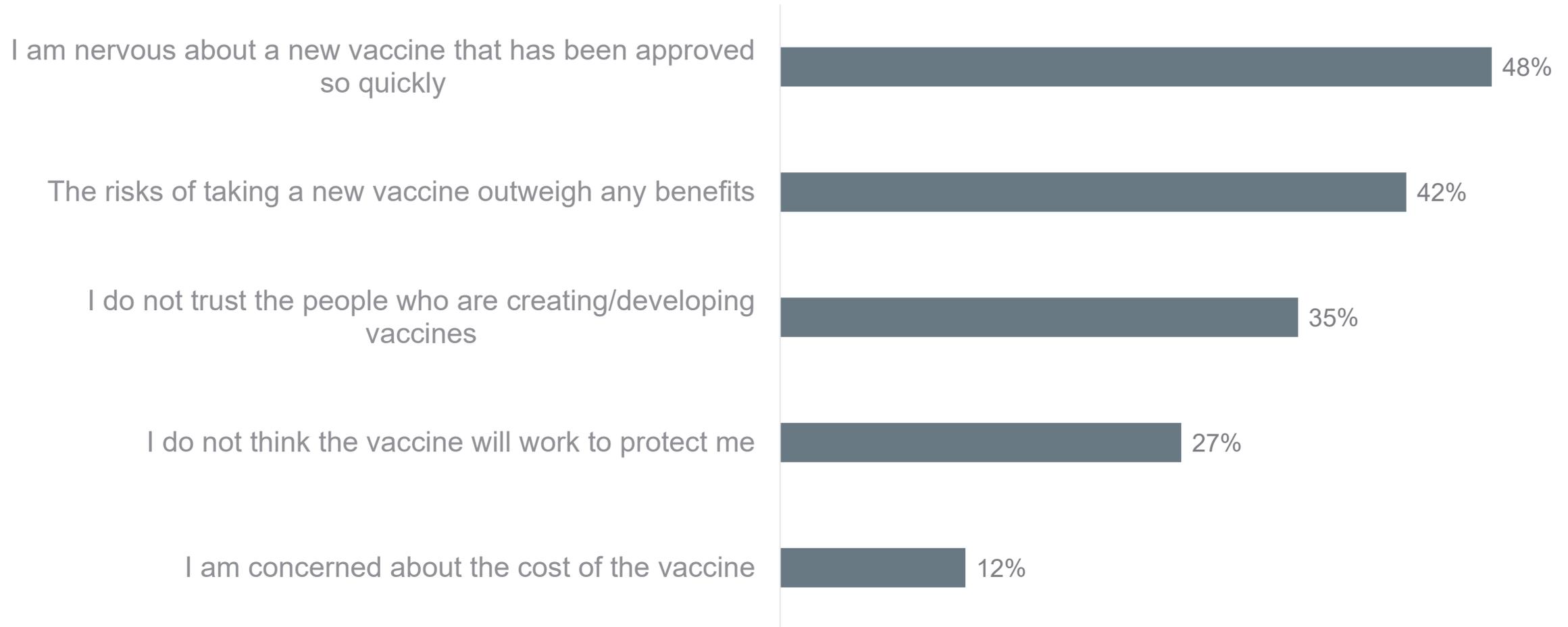
Reuters/Ipsos Coronavirus Survey 2020

Older Americans more unsure about vaccine



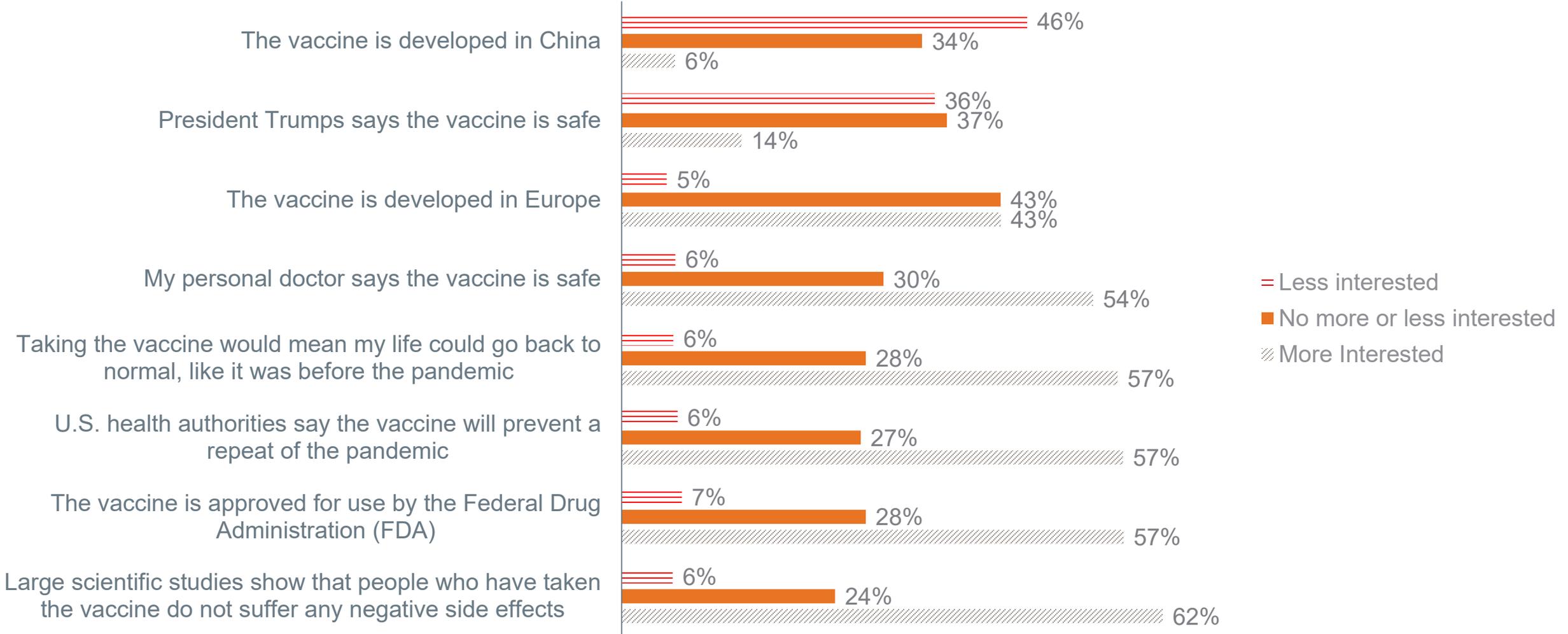
Reuters/Ipsos Coronavirus Survey 2020

Why are people not interested in the vaccine?

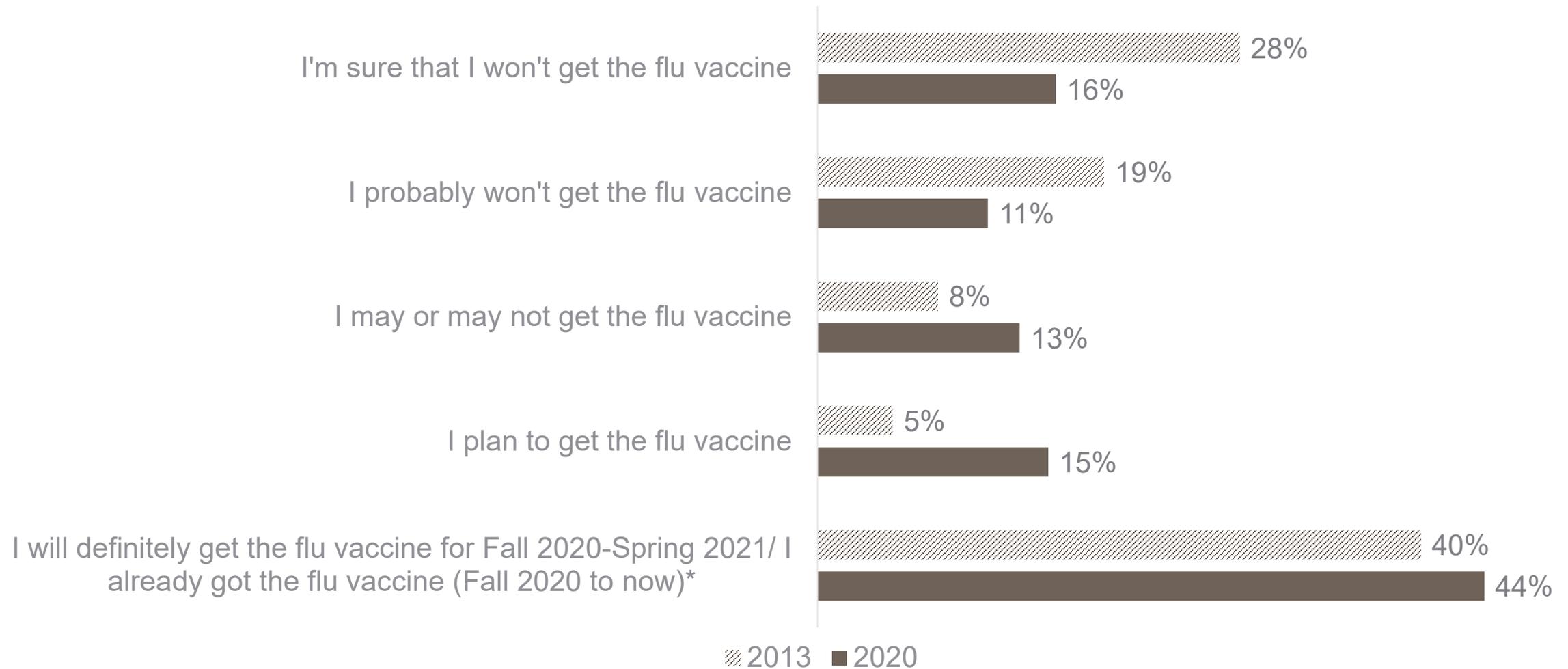


Reuters/Ipsos, Base= 1,048 U.S. adults who indicated they would not get a COVID-19 vaccine

Science increases confidence in vaccine, not politics

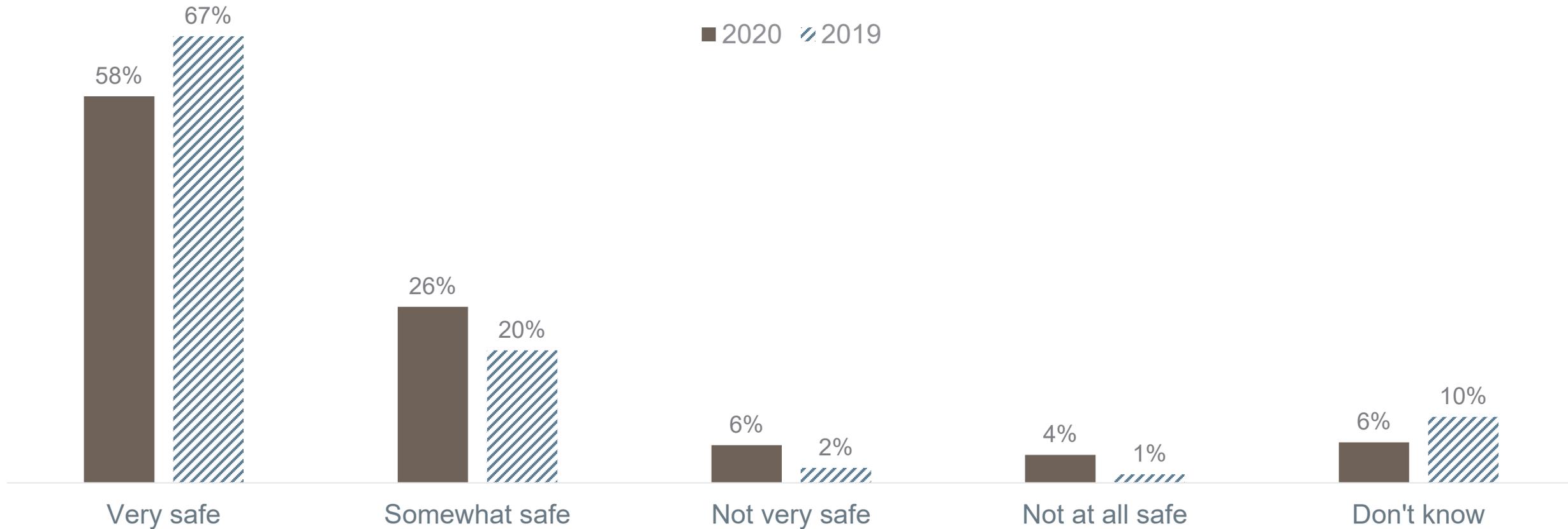


Flu vaccine interest grows



* Question wording differs slightly between 2013 and 2020. Reuters/Ipsos polling, 2013 and 2020

Slight drop in Perception of Measles vaccine safety



* Question wording in 2020 also asks about mumps and rubella. Please see Appendix for full question wording. Reuters/Ipsos polling, 2019 and 2020

About the polls

	2013	2015	2019	2020
Poll Type	Online	Online	Online	Online
Interview Dates	January 11-15, 2013	February 4-23, 2015	April 30-May 2, 2019	May 13-19, 2020
Sample Size	1,096 U.S. adults 18+	6,012 U.S. adults 18+	2,008 U.S. adults 18+	4,428 U.S. adults 18+
Geographic region	U.S.	U.S.	U.S.	U.S.

Appendix: Exact Question wording

Slide 2: How interested would you be in getting a coronavirus/COVID-19 vaccine, if at all? (*Reuters/Ipsos, 2020*)

Slide 3: You indicated that you would not be interested in getting a coronavirus vaccine. Which comes closest to your opinion...? Select all that apply... (*Reuters/Ipsos, 2020*)

- The risks of taking a new vaccine outweigh any benefits
- My religion discourages any vaccinations*
- I do not think the vaccination will work to protect me from infection
- I don't like to get shots*
- I'm nervous about a new vaccine that has been approved so quickly
- I am concerned about the cost of the vaccine
- Other*

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Appendix: Exact Question wording

Slide 4: How would the following developments impact your interest in taking a coronavirus/COVID-19 vaccine, if at all? (*Reuters/Ipsos 2020*)

- The vaccine is approved for use by the Federal Drug Administration (FDA)
- Large scientific studies show that people who have taken the vaccine do not suffer any negative side effects
- President Trump says the vaccine is safe
- My personal doctor says the vaccine is safe
- The vaccine is developed in America
- The vaccine is developed in Europe
- The vaccine is developed in China

Slide 5: What statement best describes your plans for the 2020 flu season vaccine (Fall 2020-Winter 2021)? (Please select one.) (*Reuters/Ipsos 2020*)

What statement best describes your vaccination status? (*Reuters/Ipsos 2013*)

Slide 6: Generally speaking, how safe do you believe that vaccines for diseases like measles, mumps, and rubella are for children and/or adults?...Vaccines for adults (*Reuters/Ipsos, 2020*)

To the best of your knowledge, is the vaccine against the measles safe or not? (*Reuters/Ipsos, 2019*)

Thank You!

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GAME CHANGERS

