

Americans' Attitudes and Experiences with COVID-19 Vaccines: What We've Learned from the Vaccine Monitor

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KFF

Filling the need for trusted information on national health issues.

Presenters



Liz Hamel

Vice President and Director
of Public Opinion and
Survey Research



Lunna Lopes

Senior Survey Analyst for
Public Opinion and Survey
Research



Mollyann Brodie

Executive Vice President
and Executive Director of
the Public Opinion and
Survey Research Program

Submit Questions for Q&A

Attendee audio and video is turned off, so if you would like to submit a question for the panelists, please click on the Q&A button at the bottom of your screen:



You can submit questions for the Q&A session at any time during the web briefing; we will answer as many as we can after the presentation.

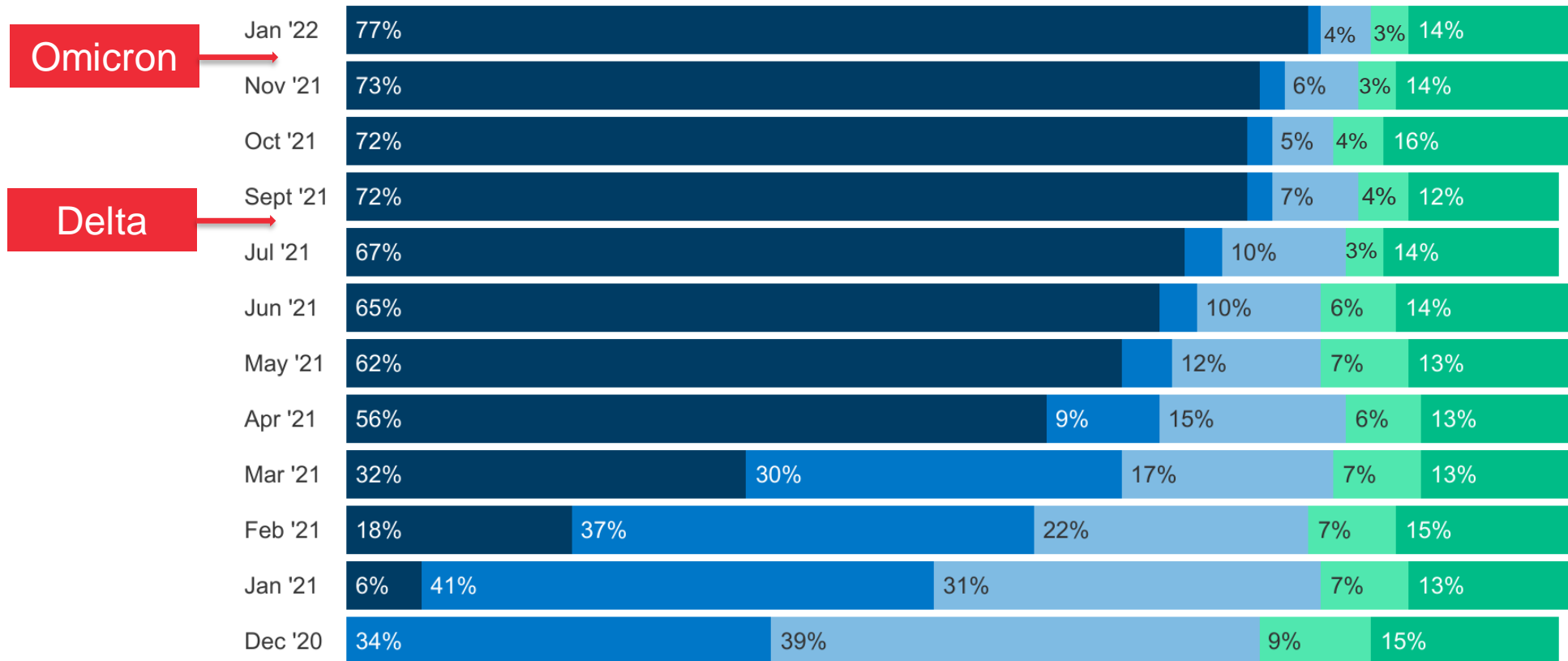
KFF COVID-19 Vaccine Monitor: Project Overview

- Launched in December 2020 just before first vaccines were authorized in U.S.
- Monthly surveys tracking:
 - Vaccine confidence and intentions
 - Trusted messengers and messages
 - Concerns and information needs
 - Access and experiences with vaccination
 - Some broader pandemic issues (masking, testing, mental health, financial impacts)
- Probability-based sampling (RDD cell phone/landline), English and Spanish, oversamples of Black & Hispanic adults, some special reports on populations like parents, rural residents
- Goal: Provide public health leaders, policymakers, and community organizations with in-depth data to understand people's concerns and information needs

Big Picture Trend in COVID-19 Vaccine Uptake/Intention

Have you personally received at least one dose of a COVID-19 vaccine, or not? As you may know, an FDA-authorized vaccine for COVID-19 is now available for free to all adults in the U.S. Do you think you will...?

■ Already gotten
 ■ As soon as possible
 ■ Wait and see
 ■ Only if required
 ■ Definitely not



NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor

Family, Friends, And Conversations With Doctors Were Key In People's Decisions About Getting Vaccinated

Q: What did you learn or hear that persuaded you to get vaccinated?

My daughter is a doctor and she got vaccinated which was reassuring that it was okay to get vaccinated.

I became convinced that some of the rumored side effects were not true.

My family persuaded me because of my sick kids.

My asthma doctor recommended I get it.

Almost all of my friends were vaccinated with no side effects.

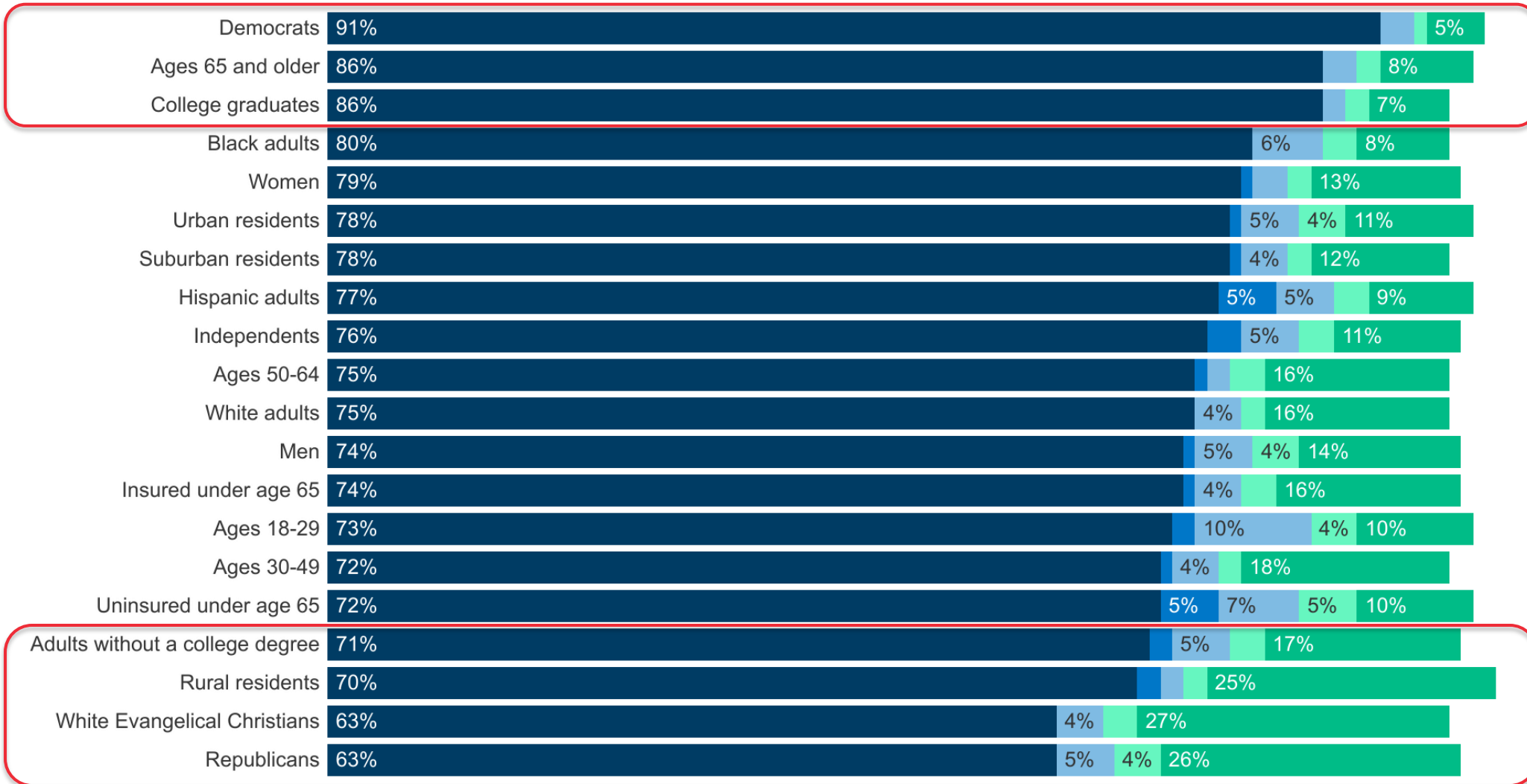
My husband bugged me to get it and I gave in.

NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 14-18, 2021 and June 15-23, 2021)

Who Is Most/Least Likely To Be Vaccinated?

■ Already received at least one dose
 ■ Get vaccinated ASAP
 ■ Wait and see
 ■ Only if required
 ■ Definitely not

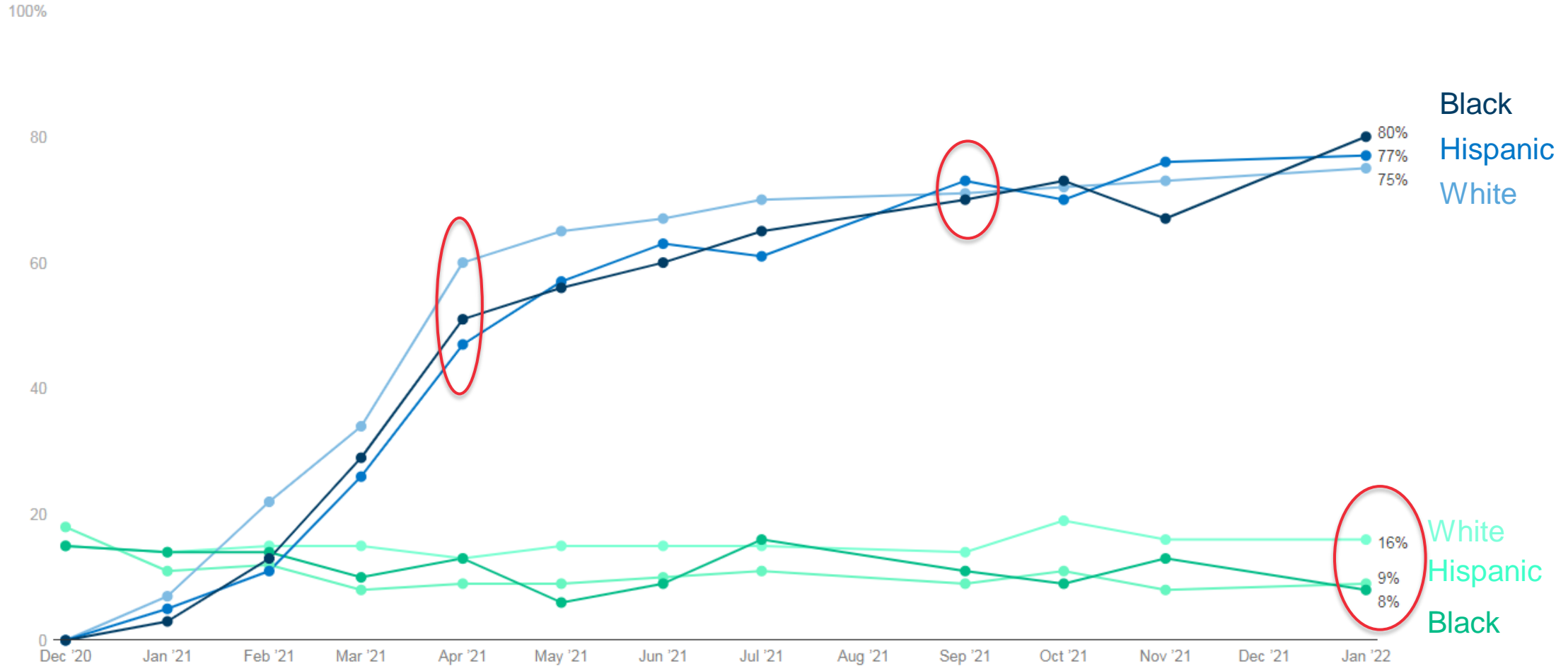


NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (January 11-23, 2022)

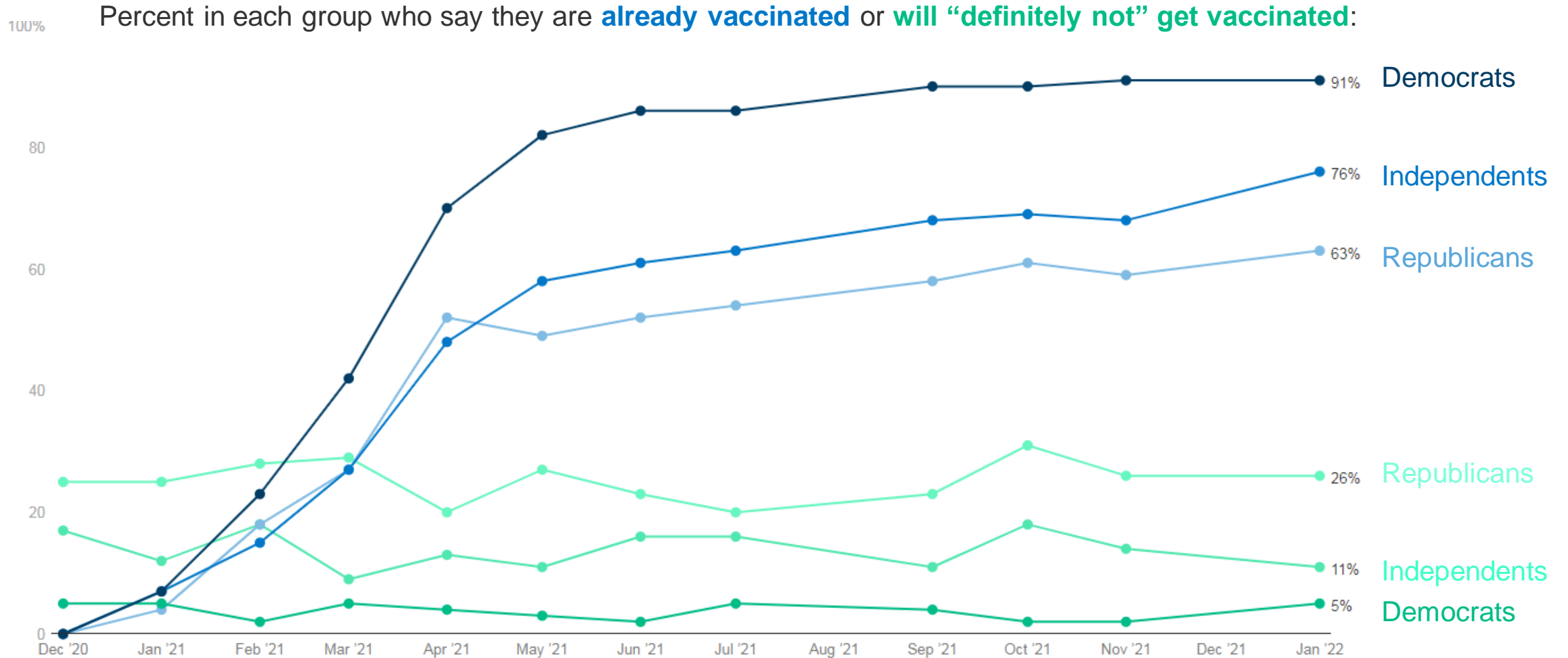
Vaccine Trend By Race/Ethnicity

Percent in each group who say they are **already vaccinated** or **will “definitely not” get vaccinated**:



NOTE: See topline for full question wording.
SOURCE: KFF COVID-19 Vaccine Monitor

Vaccine Trend By Party Identification



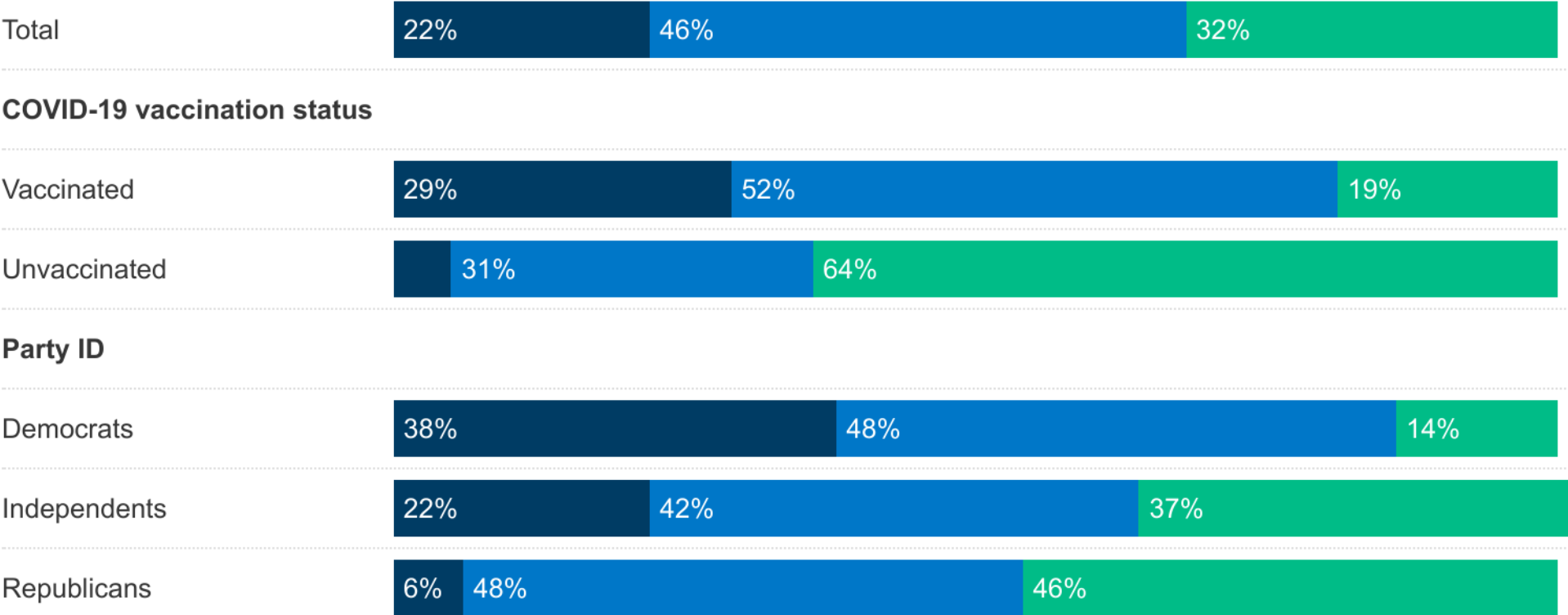
NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor

One-Third Believe Or Are Unsure About Four Or More False Statements About COVID-19

Number of false statements about COVID-19 that individuals believe to be true or are unsure about:

None 1-3 false statements 4 or more false statements



NOTE: Vaccinated adults are those who have received at least one dose of a COVID-19 vaccine. See topline for full question wording.

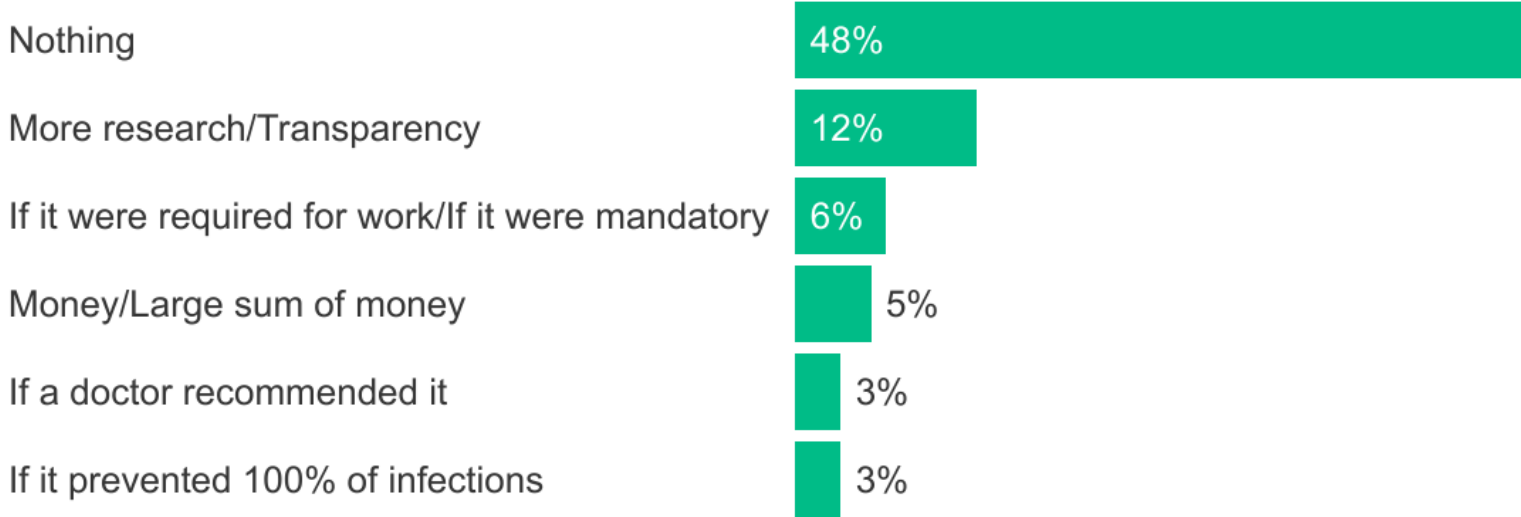
SOURCE: KFF COVID-19 Vaccine Monitor (October 14-24, 2021)

What Other Attitudes Are Correlated With Being Unvaccinated?

- **Misinformation:**
 - 64% of unvaccinated **believe or are unsure about 4+ false statements**
- **Believe pandemic is less serious:**
 - 70% say the **news media is exaggerating the seriousness** of the pandemic
 - 74% say they are **not personally worried** about getting seriously sick from COVID-19
- **Personal choice vs. collective responsibility:**
 - 89% say getting vaccinated should be a **personal choice**
- **See vaccines as unsafe/risky:**
 - 70% say they are **not confident the vaccines are safe** for adults
 - 53% say getting the **vaccine would be a bigger risk to their health** than getting COVID

In Their Own Words: **Unvaccinated Say Nothing** Will Convince Them To Get A COVID-19 Vaccine

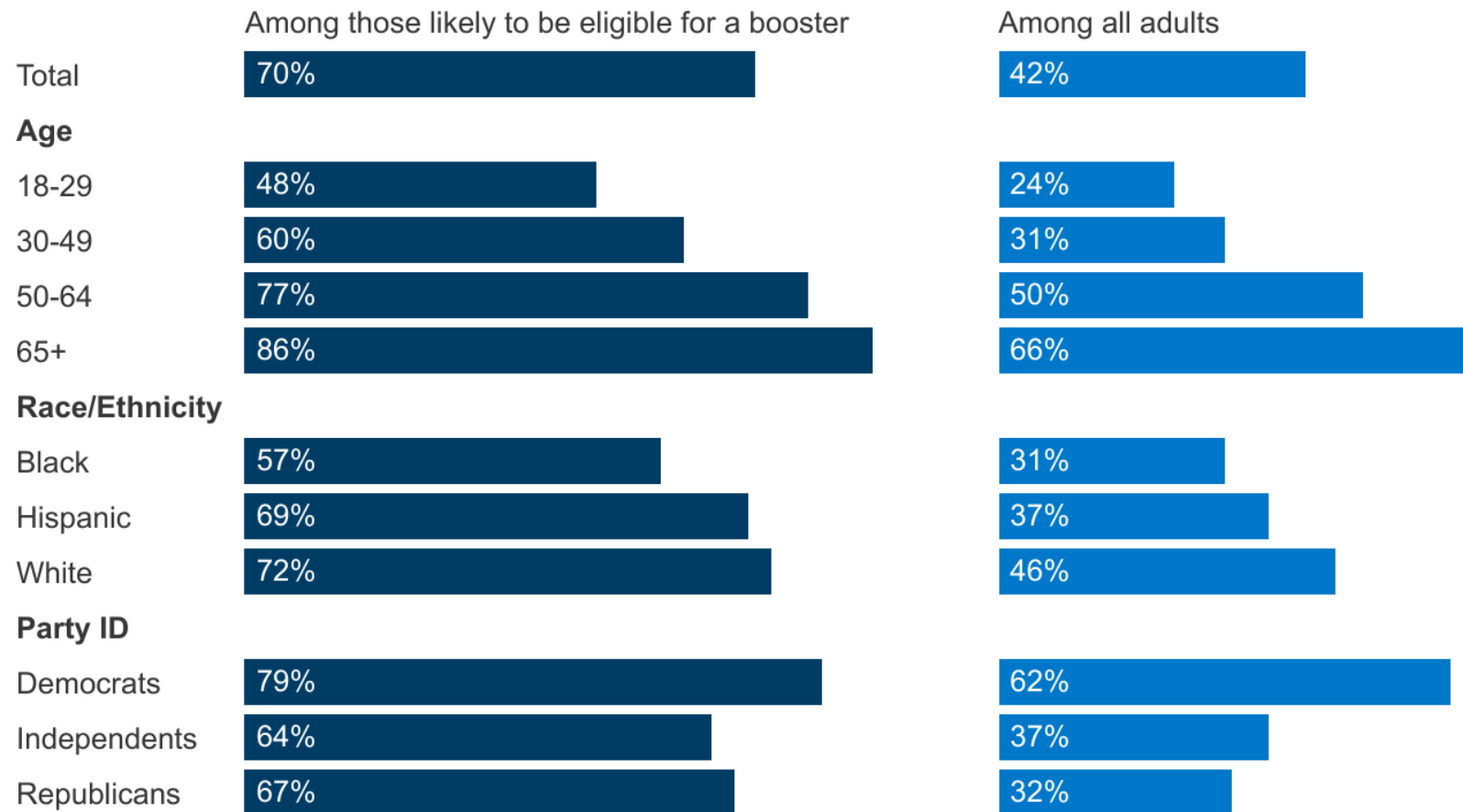
Among unvaccinated adults: What, if anything, would convince you to get vaccinated for COVID-19?



NOTE: Among adults who have received at COVID-19 vaccine. Responses over 2% shown. See topline for full question wording.
SOURCE: KFF COVID-19 Vaccine Monitor: Early Omicron Update (Dec. 15-20, 2021)

Most Eligible Adults Have Received A Booster, But Over Half Of All Adults Remain Unboosted

Percent who report getting a COVID-19 booster shot:



NOTE: Receiving a booster dose defined as received at least 3 shots or at least 2 shots if one was Johnson & Johnson. Likely to be eligible defined as having received a booster or completing full initial course of vaccination 6 months ago or longer. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (January 11-23, 2022)

Parents' Attitudes Towards Vaccinating Kids

Share Of **Parents** Who Say Their Child Has Gotten Vaccinated Has Increased Among **Eligible Age Groups**

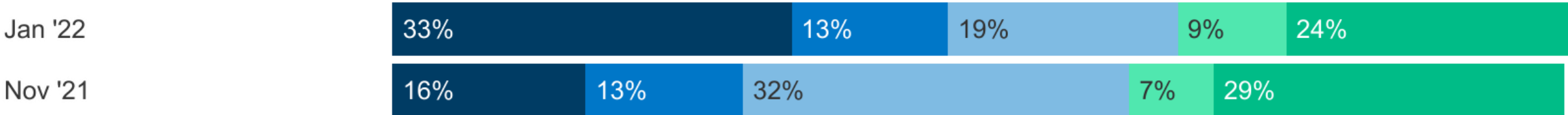
Has your child received at least one dose of a COVID-19 vaccine, or not? If not, do you think you will get them vaccinated...?

■ Child is vaccinated
 ■ Right away
 ■ Wait and see
 ■ Only if required
 ■ Definitely not

Parents of children ages 12-17



Parents of children ages 5-11



NOTE: Among parents or guardians of children between the ages of 5-17. See topline for full question wording.
 SOURCE: KFF COVID-19 Vaccine Monitor

Three In Ten **Parents** Say They'll Get Their Child Under The Age Of Five Vaccinated ASAP When A COVID-19 Vaccine Available

Thinking about your child under the age of 5, once there is a COVID-19 vaccine authorized and available for your child's age group, do you think you will...?

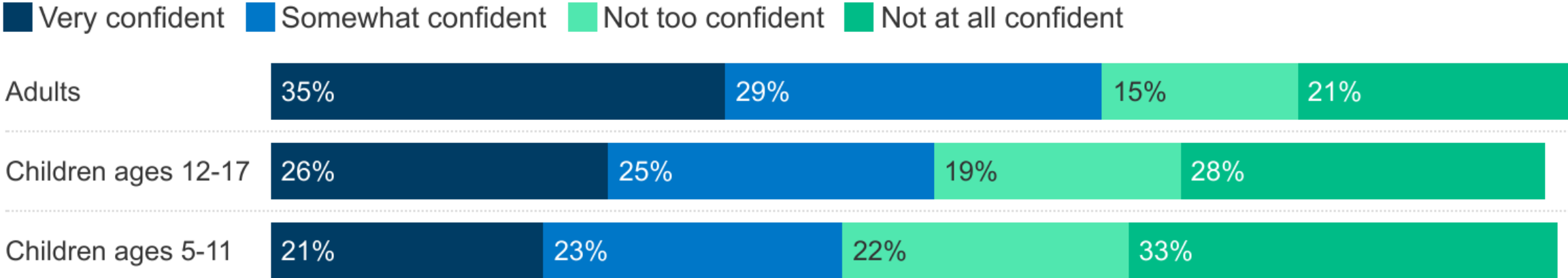
■ Get them vaccinated right away ■ Wait and see ■ Only if required ■ Definitely not



NOTE: Among parents or guardians of children under the age of 5. See topline for full question wording.
SOURCE: KFF COVID-19 Vaccine Monitor

Parents Are Less Confident That The COVID-19 Vaccines Are Safe For Children, Particularly At Younger Ages

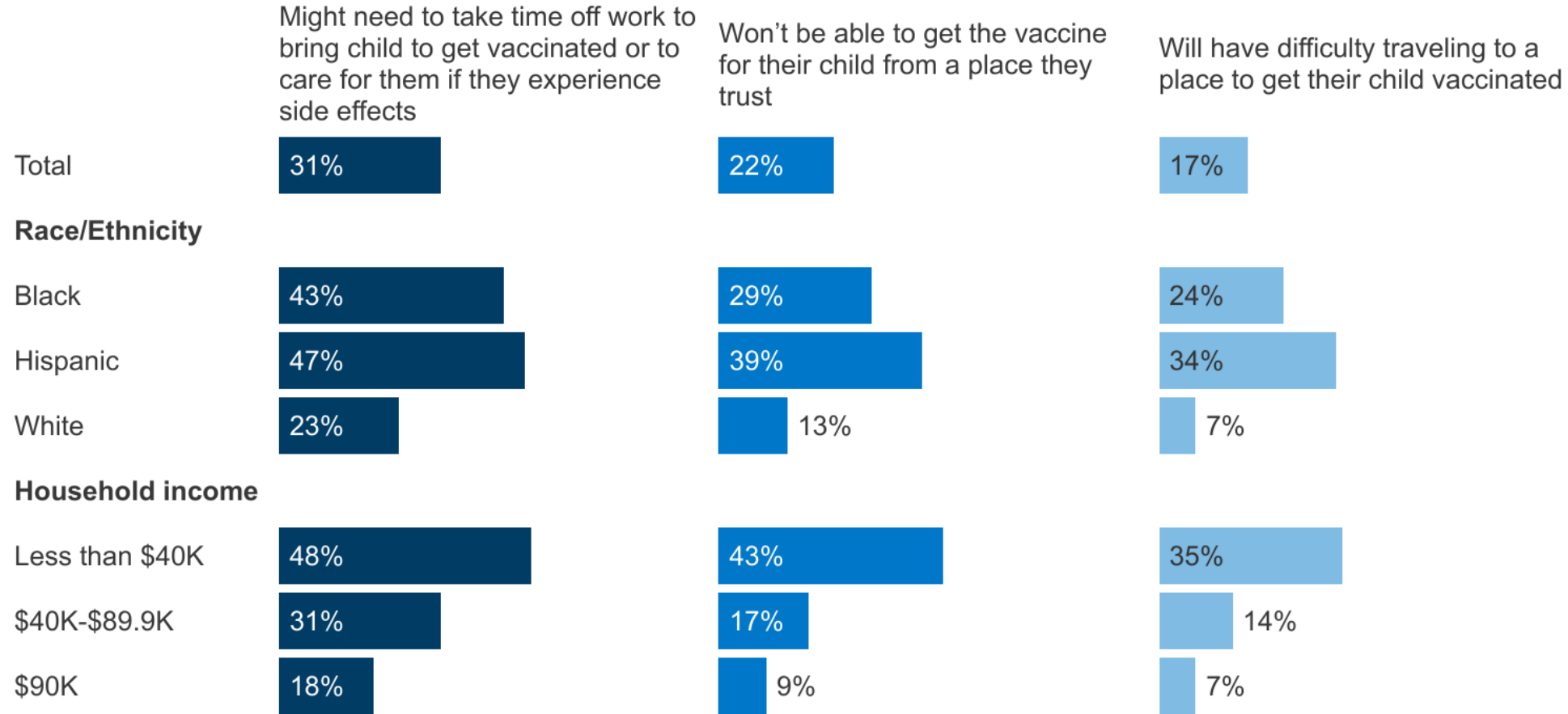
How confident, if at all, are you that the COVID-19 vaccines are safe for...?



NOTE: Among parents or guardians of children under 18. See topline for full question wording.
SOURCE: KFF COVID-19 Vaccine Monitor: Winter Update on Parents' Views (November 8-23, 2021)

Black, Hispanic, And Lower Income Parents Are Concerned About Access Issues In Getting Children Vaccinated

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



NOTE: Among parents or guardians of children ages 5-17 who have not gotten the COVID-19 vaccine. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor: Winter Update on Parents' Views (November 8-23, 2021)

Pediatricians Are The Most Trusted Source Of COVID-19 Vaccine Information For Parents Across Party, Race, And Ethnicity

Percent of parents who say they trust each of the following **a great deal** or **a fair amount** to provide reliable information about the COVID-19 vaccines for children:

	Party ID				Race/Ethnicity		
	Total parents	Democrats	Independents	Republicans	Black	Hispanic	White
The CDC	57%	85%	53%	36%	59%	60%	53%
Their child's pediatrician or health care provider	77%	89%	79%	73%	74%	71%	80%
Their local public health department	60%	82%	59%	43%	61%	58%	60%
Their child's school or daycare	45%	65%	41%	34%	44%	43%	45%
Other parents they know	33%	43%	25%	31%	37%	31%	31%

NOTE: Among parents or guardians of children under 18. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor: Winter Update on Parents' Views (November 8-23, 2021)

Parents Whose Child’s School Encouraged COVID-19 Vaccination Are More Likely To Say Child Is Vaccinated

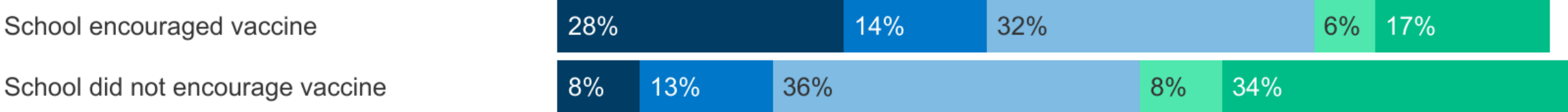
Has your child received at least one dose of a COVID-19 vaccine, or not? If not, do you think you will get them vaccinated...?

■ Child is vaccinated
 ■ Right away
 ■ Wait and see
 ■ Only if required
 ■ Definitely not

Children ages 12-17



Children ages 5-11



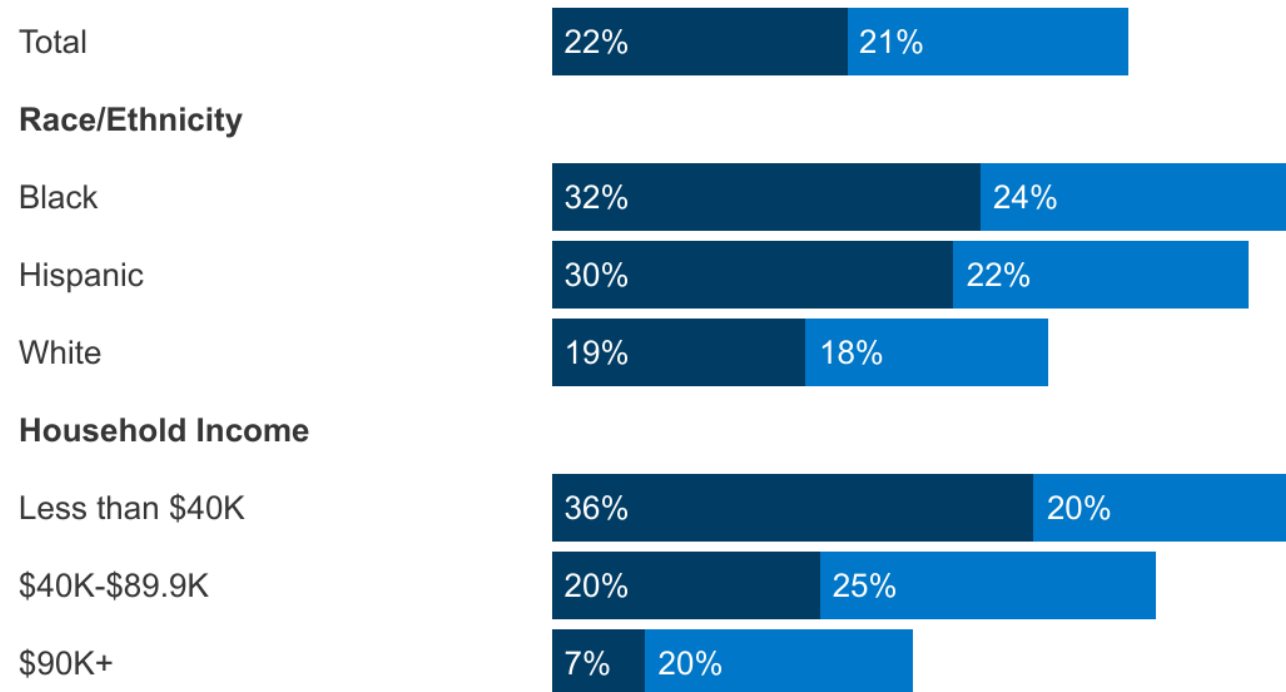
NOTE: Among parents or guardians of children ages 5-17. See topline for full question wording.
 SOURCE: KFF COVID-19 Vaccine Monitor: Winter Update on Parents’ Views (November 8-23, 2021)

Views of Vaccine Policies and the Politics of COVID-19

Broader Impacts Of Pandemic

Percent who say the coronavirus pandemic has had a major or minor negative impact on their ability to pay for basic necessities like housing, utilities and food:

■ Major negative impact ■ Minor negative impact

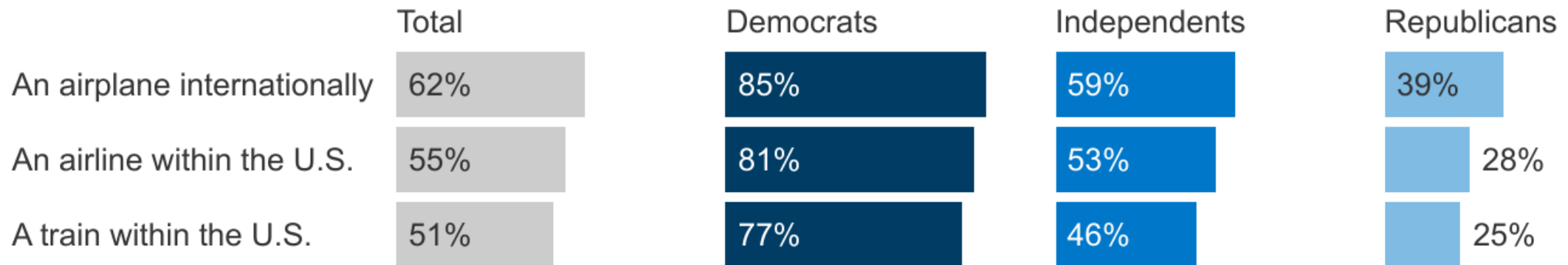


NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (October 14-24, 2021)

Most Of The Public Think COVID-19 Vaccination Should Be Required For Airplane Travel, Though Partisans Are Divided

Percent who think COVID-19 vaccination **should** be required to travel on:

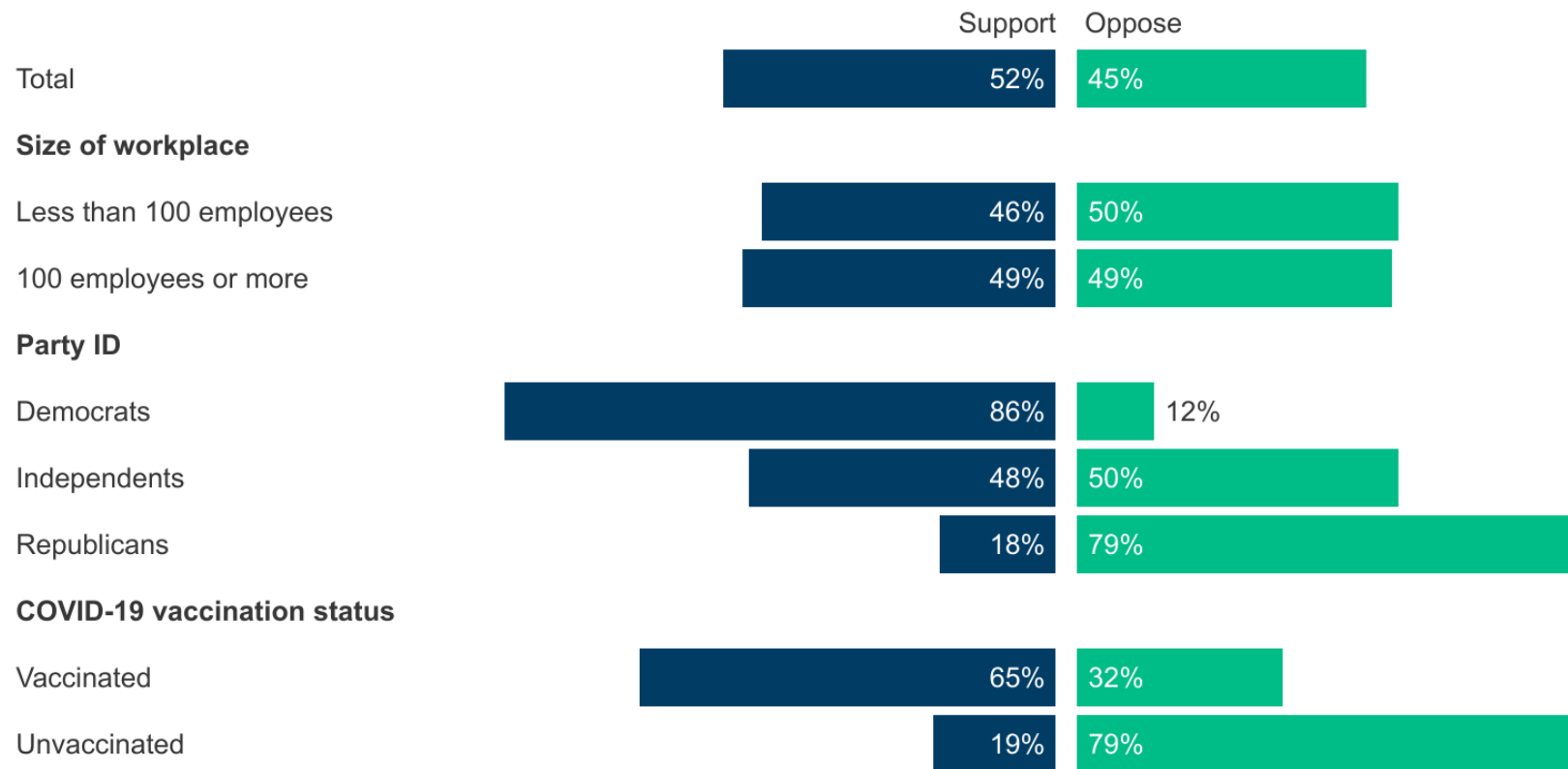


NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (January 11-23, 2022)

Public Split On Vaccinate Or Test Mandate, But Majorities Of Republicans And Unvaccinated Adults Oppose

Do you support or oppose the federal government requiring larger employers to make sure their workers get vaccinated for COVID-19 or require that unvaccinated workers get tested at least weekly?



NOTE: Vaccinated adults are those who have received at least one dose of a COVID-19 vaccine. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (November 8-22, 2021)

Workers Whose Employers Provide Paid Time Off Or Encourage Vaccination Are More Likely To Report Being Vaccinated

Have you personally received at least one dose of the COVID-19 vaccine, or not? As you may know, an FDA-authorized vaccine for COVID-19 is now available for free to all adults in the U.S. Do you think you will...?

■ Already received at least one dose
 ■ As soon as possible
 ■ Wait and see
 ■ Only if required
 ■ Definitely not get it

Employer provided paid time off to get the vaccine or to recover from any side effects



Employer encouraged employees to get vaccinated



NOTE: Based on those who are employed but not self-employed. See topline for full question wording.
 SOURCE: KFF COVID-19 Vaccine Monitor (June 8-21, 2021)

Unvaccinated Adults And Republicans Less Likely To Trust Government Sources Of Information On COVID-19 Vaccines

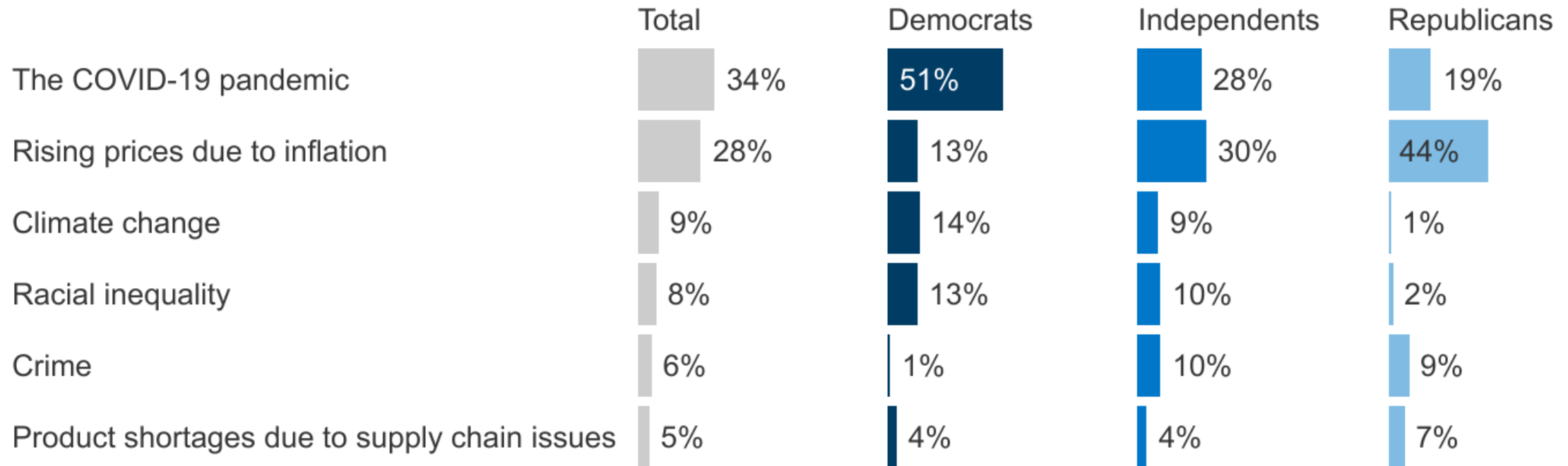
	Vaccinated	Unvaccinated	Democrats	Republicans
% who trust each of the following to provide reliable information about COVID-19 vaccines:				
Their own doctor	89%	69%	88%	82%
Their health insurance company	79	60	82	63
Their employer	78	61	83	71
The CDC	82	48	91	48
The FDA	79	51	83	56
Their local public health department	80	49	86	52
President Joe Biden	72	32	91	22
Dr. Anthony Fauci	74	27	87	30
Their state government officials	64	41	71	45

NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (June 8-21, 2021)

Half Of Democrats Choose Pandemic As Country's Biggest Problem, Nearly As Many Republicans Choose Inflation

Percent who say each of the following is the biggest problem facing the United States right now:

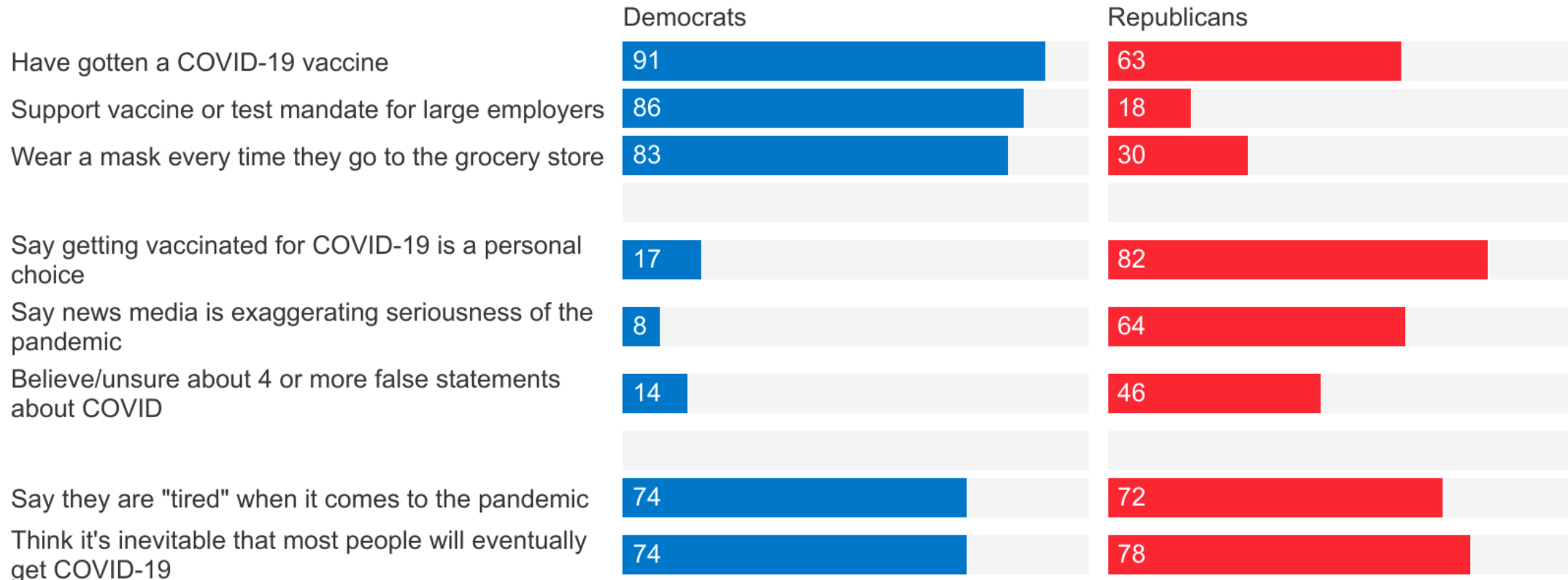


NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (January 11-23, 2022)

Partisan Divide On All (Most) Things COVID

Percent who...



SOURCE: KFF Vaccine Monitor Polls from October 2021 to January 2022

What We've Learned

- Most of the “**low-hanging fruit**” has been picked on initial vaccinations. Further efforts to convince will be hard. Hyper-local, **hyper-personal** approach is needed.
- While **physicians** are most trusted source of information, **policies from employers** (mandates, paid time off for vaccinations) and **schools** (encouraging parents to vaccinate, providing information and access to vaccines) can make a difference.
- Political **polarization** and **misinformation** will continue to be a huge challenge going forward.
- **Declining trust** in institutions and experts now applies to **public health officials** and health care experts; need to think hard about implications of that going forward
- Everyone is tired, but how does **pandemic fatigue** play out for different groups? What does “**getting back to normal**” mean? Removing all mitigation measures, or doubling down on mitigation to reduce the threat of COVID as much as possible?