

BUILDING BETTER INSIGHTS ON VACCINES

Assessing the implications of public opinion and reaction to vaccine developments and release

As the pandemic continues its second wave around the globe, there are growing implications for governments, healthcare providers, NGO's, economies, businesses, consumers and citizens as vaccines move to centre-stage as a viable solution.

We know that people have well developed opinions on vaccines based on factors such as experience, influencers and health history. And while there is much talk of myths and conspiracies, familiarity and prior behaviour of citizens toward vaccines will be of paramount importance in establishing their behaviour toward a new vaccine.

We also know that the longer people wait, the more likely they will be to find reasons not to act. Only one in three today say they would get a vaccine within a month of when it is in market.

This places a burden on governments and healthcare providers to develop targeted and timed communications, match vaccine demand with supply, understand how vaccine uptake intentions are evolving, and other issues of relevance for policy and communication development.

For corporations, businesses, and others in the private sector, there is ample evidence that the availability of a vaccine is extremely important in motivating consumers to reengage with the economy and society. In short, everything from spending and employee work environment to social events and community cohesion will be impacted by vaccine rollout and uptake.

Ipsos' new vaccines insights study uncovers and tracks the evolving attitudes and perceptions around flu and COVID-19 vaccines, from the perspective of consumer-citizens in 10 countries around the world.

What the report covers

The study explores people's awareness of vaccines in development, their likelihood and sense of urgency in getting a COVID-19 vaccine once approved, and their personal experience with COVID-19 (if they've been tested, had the virus or know people who did), with analysis by demographic and health status. Because relying on a single metric of a likely future health behaviour (such as intent to get vaccinated) can over-estimate its incidence, the study incorporates an index, which provides a more realistic estimate for vaccination intention within a specific time frame.

We explore the drivers of COVID-19 vaccine uptake and provide analysis by demographic. Using our validated behavioural science lens (MAPPS), clients get key data and analysis about key drivers and barriers for each country.

Additionally, we ask whether people are also getting flu & PCV vaccinations, and if this behaviour has changed as a result of the pandemic, with analysis by age, gender, ethnic origin, employment, co-morbidities, at-risk populations, etc.

Reports and timing

All subscribers receive a global report covering all 10 countries starting in December and continuing monthly until May 2021.

Methodology

The Vaccine Insights study is conducted on Ipsos' online survey platform fully owned and managed by Ipsos.

The countries included and their sample size are listed below.

US	2000
Canada	1000
Mexico	1000

UK	1500
France	1500
Germany	1500
Italy	1500
Spain	1500

Japan	1000
Australia	1000

Sample boosts

Additional respondent samples will be available on a first-come, first-served basis for clients participating in all six waves of the study. Please contact us for possibilities and pricing.

Contacts

For more information about this study, including pricing, please contact:

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