

ATTITUDES TO COVID-19 VACCINES

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GAME CHANGERS

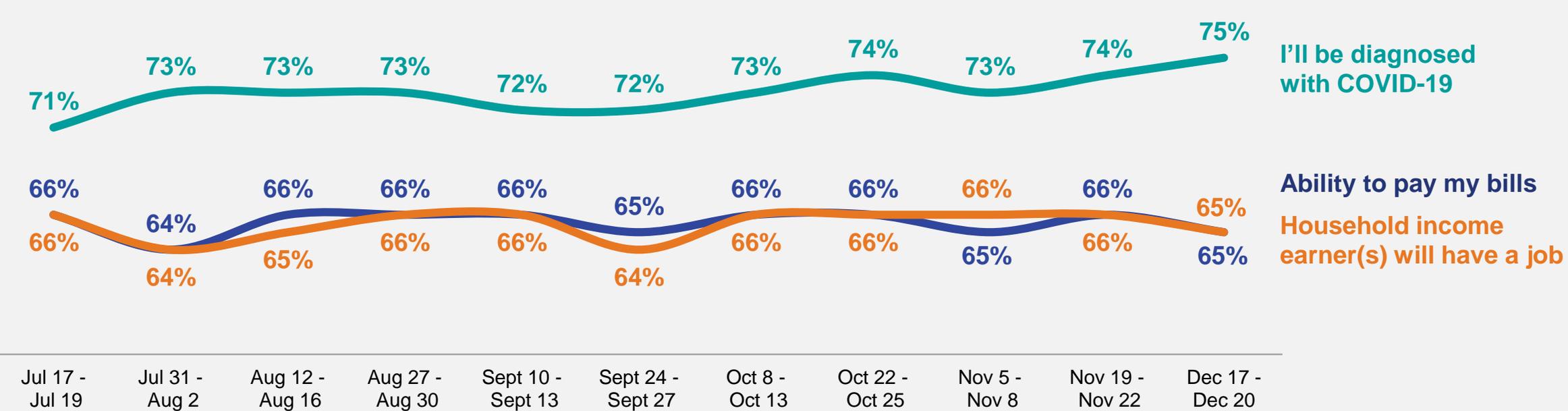


THE PERCEIVED GLOBAL HEALTH AND FINANCIAL THREATS REMAIN HIGH

“Thinking ahead to one month from now, how concerned are you about each of the following?”

Perceived Threats

(% Very / Somewhat Concerned)

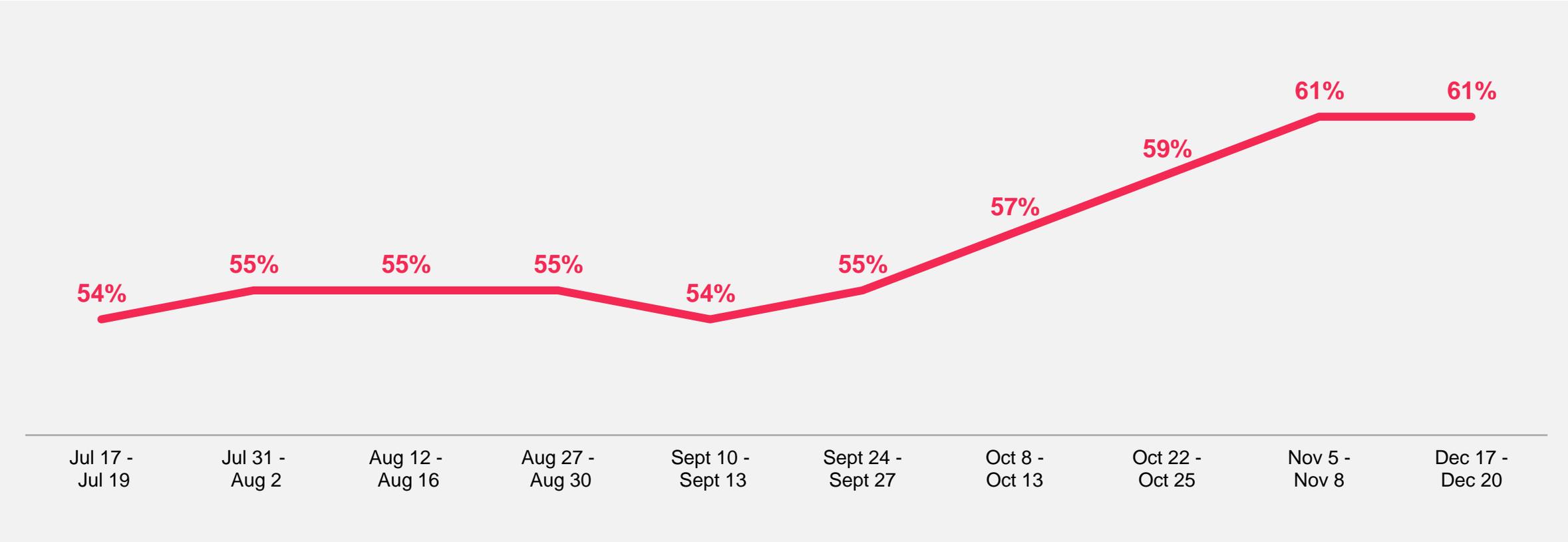


[I will be diagnosed with COVID-19] (n=13817), [Ability to pay my bills] (n=14545), [I/ my household earner will have a job] (n=14545). Source: Ipsos Essential Report December 17th – 20th 2020



BUT THIS IS NOT JUST A GLOBAL HEALTH AND FINANCIAL CRISIS, IT'S A CONTROL CRISIS

"I feel like things in my country are out of control right now" (Top-2 Box Agreement)

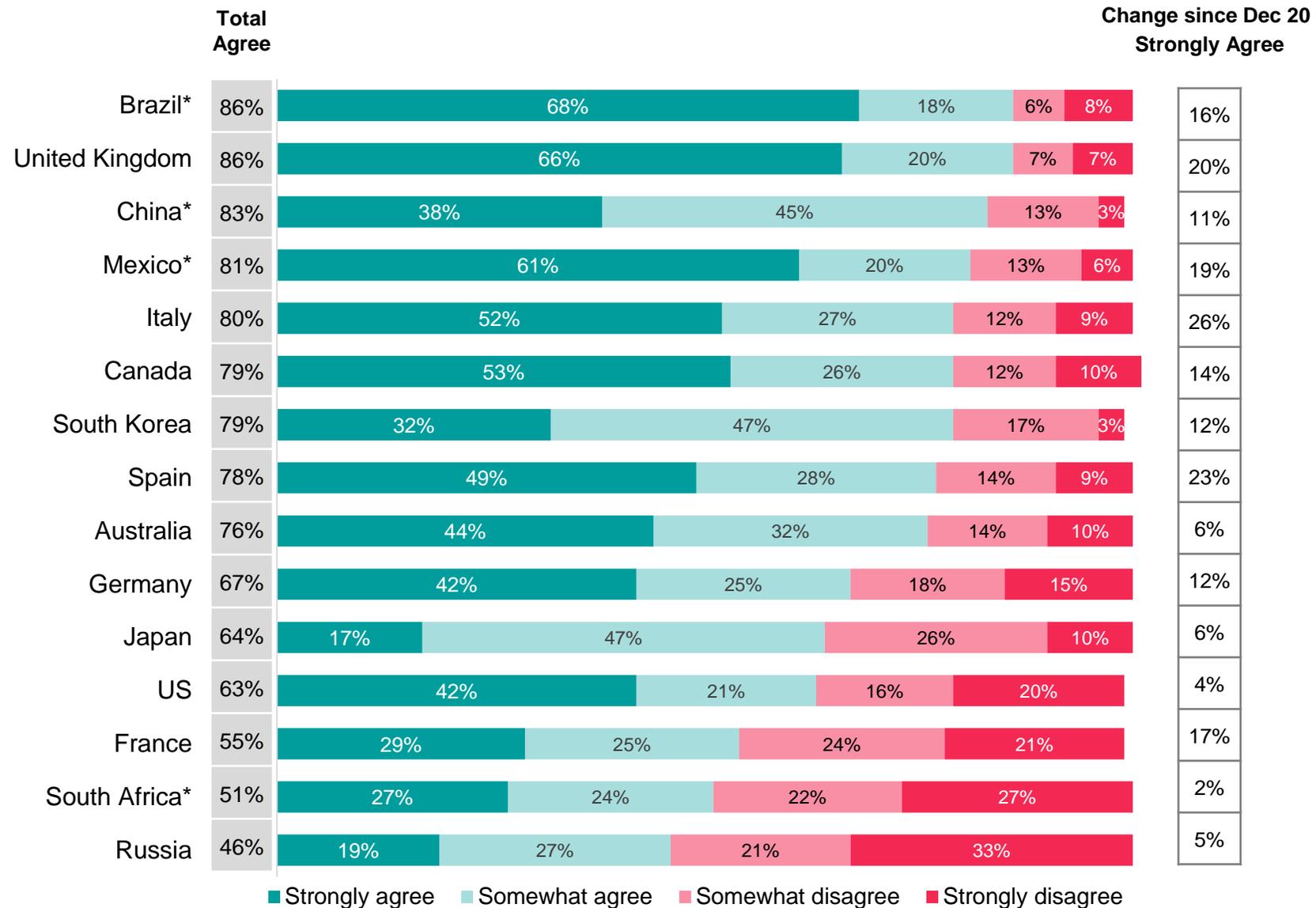


[I feel like things in my country are out of control right now] (n=14545), Source: Ipsos Essential Report December 17th – 20th 2020



STRONG AGREEMENT TO GET THE VACCINE HAS SHOWN A REMARKABLE INCREASE THIS MONTH

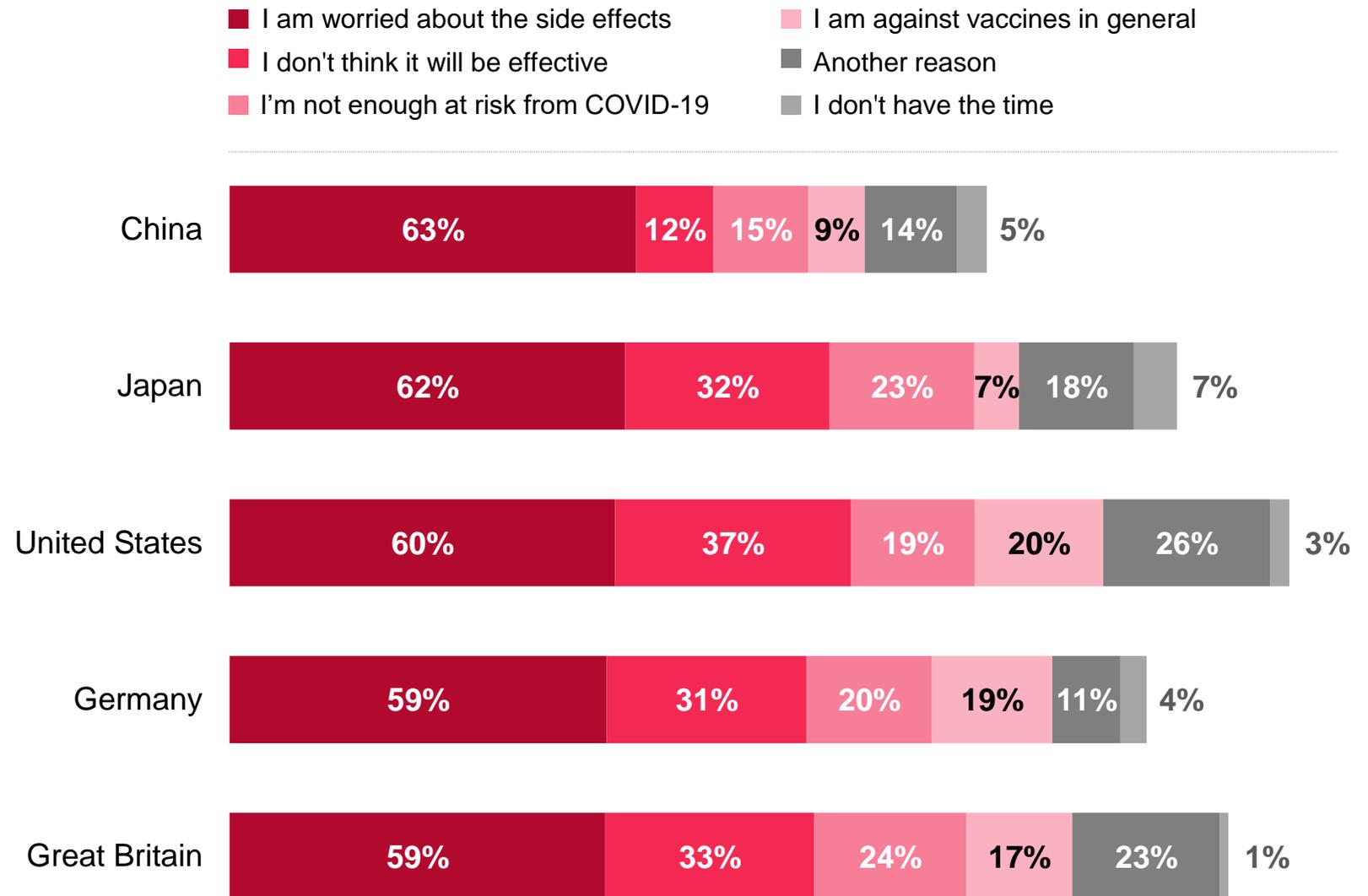
“If a vaccine for COVID-19 were available, I would get it”



[If a vaccine for COVID-19 were available, I would get it] (n=12777 online adults aged 16-74 across 15 countries (excludes those who report receiving the vaccine)) Source: Ipsos Global Advisor January 14th – 17th 2021
* Online samples in Brazil, China, Mexico, Russia, and South Africa tend to be more urban, educated, and/or affluent than the general population

BUT THERE ARE ALSO SHARED CONCERNS ACROSS THE WORLD

“Which best describes why you would not take a vaccine for COVID-19?”
(multi-response possible)

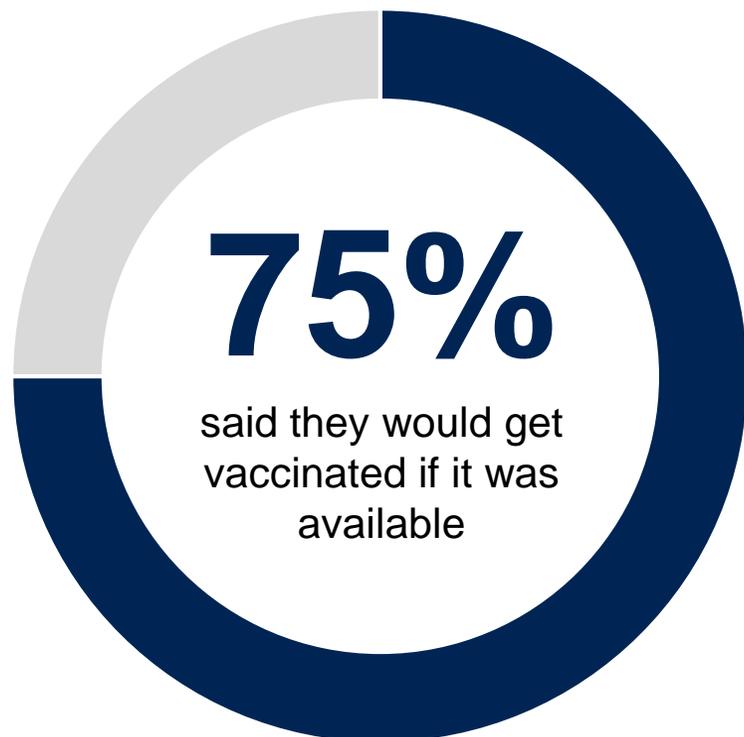


[Which best describes why you would not take a vaccine for COVID-19] (n=4,860 online adults aged 16-74 across 27 countries) Source: Ipsos Global Advisor December 2020

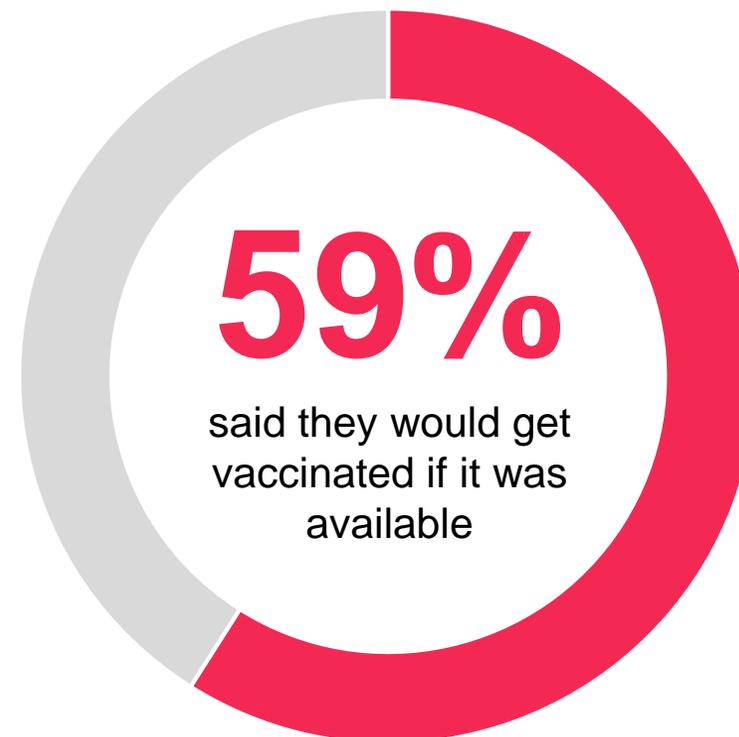
* Online samples in Brazil, China, Mexico, Russia, and South Africa tend to be more urban, educated, and/or affluent than the general population

INCREASING GOVERNMENT SUPPORT WOULD BE A CRITICAL FACTOR IN IMPROVING VACCINATION RATES

Among Citizens Rating Government Performance as **'Good'**



Among Citizens Rating Government Performance as **'Poor'**

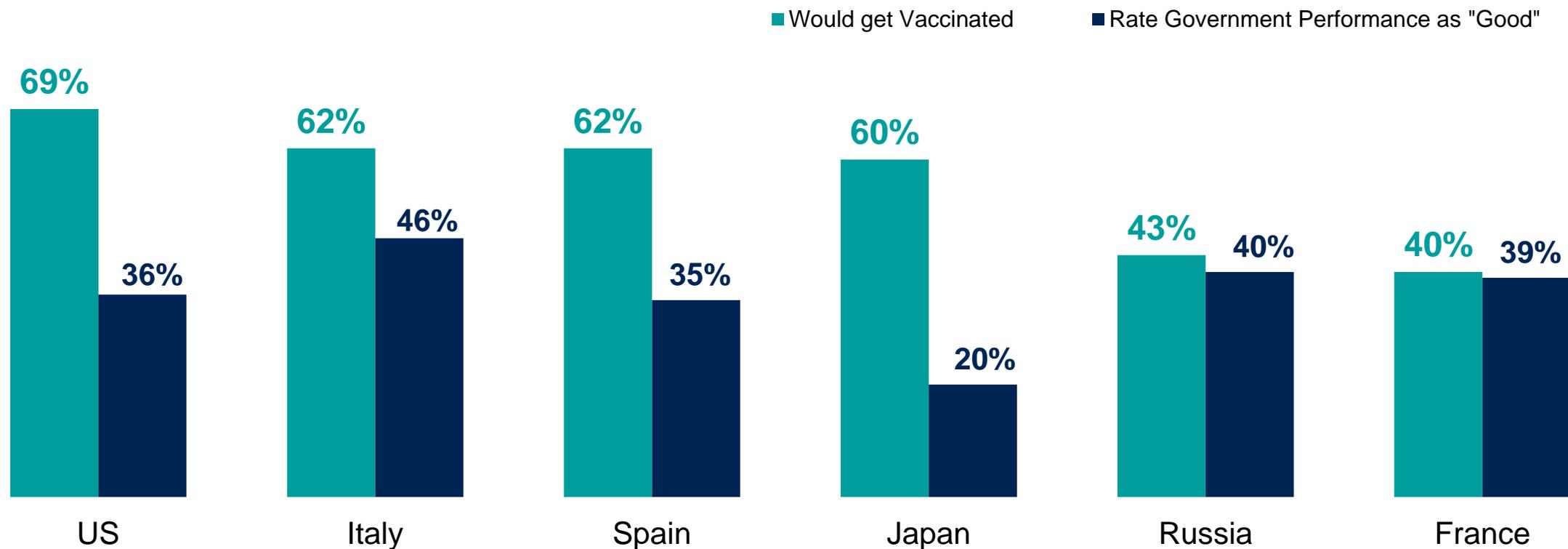


[T2B: If a vaccine for COVID-19 were available, I would get it] (n=14544) | Source: Ipsos Essentials Report December 17th – 20th 2020

INCREASE IN GOVERNMENT SUPPORT TO ENCOURAGE VACCINATION WOULD BE MORE CRITICAL FOR COUNTRIES LIKE THE U.S., ITALY, SPAIN, JAPAN, RUSSIA AND FRANCE

Intention to Get Vaccinated and Support for Government Performance

Top-2-Box Agreement



[T2B: If a vaccine for COVID-19 were available, I would get it] (n=14545) [How good or poor a job is (your government) doing to help your country deal with recovery following the pandemic] (n=13542) | Source: Ipsos Essentials Report December 17th – 20th 2020

1 IN 3 PEOPLE
IN THE UK SAY
THEY'VE SEEN
OR HEARD
MESSAGES
DISCOURAGING
THE PUBLIC
FROM GETTING
A COVID-19
VACCINE



58%



saw these
messages on
Facebook

Base: 771 UK residents aged 16-75 who say they have seen messages encouraging the public to not get a COVID-19 vaccine.
Source: The Policy Institute November 20th – 24th 2020

THANK YOU!

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