



Ipsos MORI

Uptake of the COVID-19 vaccine

March 2021

KnowledgePanel®

Ipsos MORI



Would you take a vaccine against COVID-19?

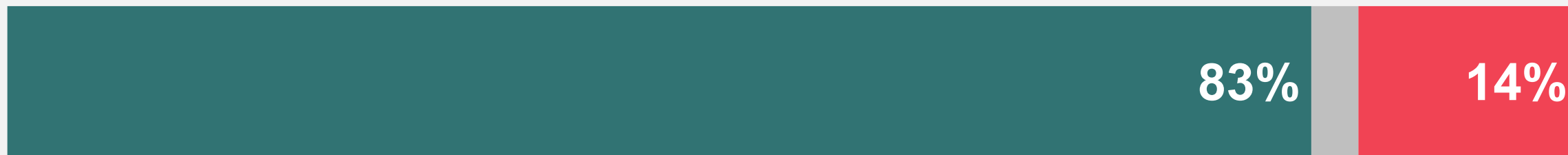
If a vaccine against COVID-19 was available for anyone who wanted it, how likely or unlikely would you be to take the vaccine?

■ Definitely/probably would take it/ already had it/ vaccine appt. booked. ■ Probably/definitely would not take it

January 21-27th 2021



December 10-16th 2020*

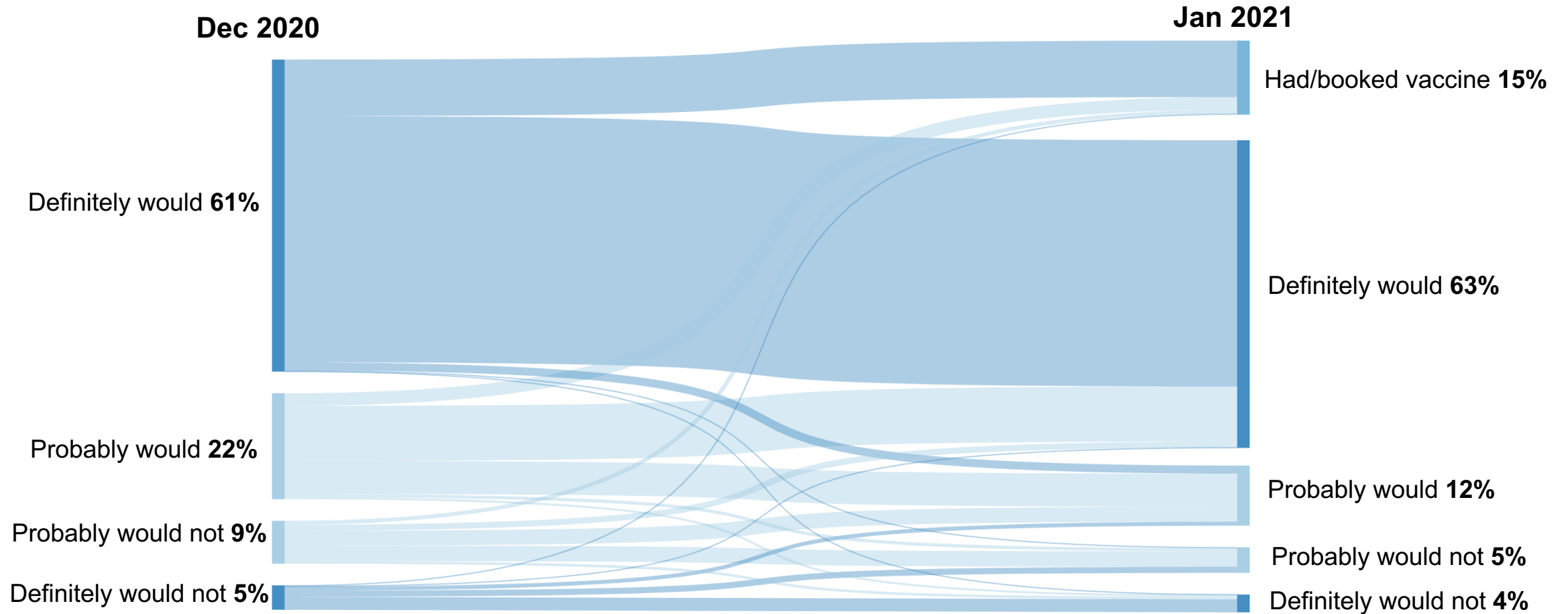


Base: 6,767 UK adults 16+ KnowledgePanel online survey, 21-27 January 2021; 3,913 adults aged 16+, UK residents, 10-16 December 2020.

*Fieldwork took place in the very early stages of the vaccine roll out. The first vaccine was given on 8th December.

Would you take a vaccine against COVID-19?

If a vaccine against COVID-19 was available for anyone who wanted it, how likely or unlikely would you be to take the vaccine?



Base: 3,522 UK adults 16+ KnowledgePanel online survey, took part in both December and January (21-27 January 2021 and 10-16 December 2020)

Would you take a vaccine against COVID-19? *By ethnicity*

If a vaccine against COVID-19 was available for anyone who wanted it, how likely or unlikely would you be to take the vaccine?

■ Definitely/probably would take it/ already had it/ vaccine appt. booked. ■ Probably/definitely would not take it

Among White Britons



Among Ethnic Minority Britons



Base: 6,767 UK adults 16+, KnowledgePanel online survey, including people who are white (3678), BAME (328), 21-27 January 2021; 3,913 adults aged 16+, UK residents, 10-16 December 2020

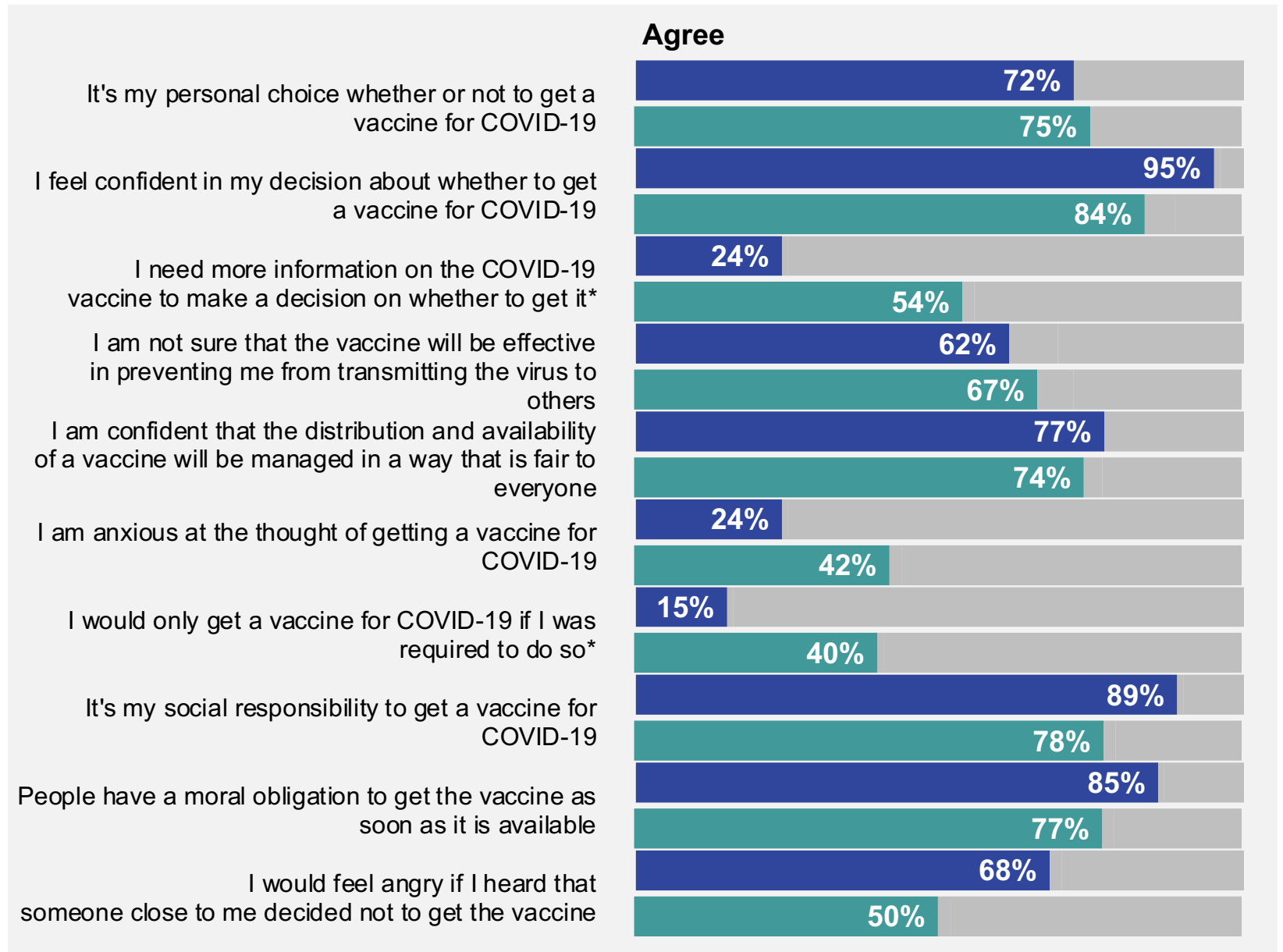
Attitudes towards the COVID-19 vaccine

By ethnicity

For each of the following statements, please rate how you feel when thinking about getting a vaccine for COVID-19?

White Britons

Ethnic Minority Britons



Base: 6,767 UK adults 16+, KnowledgePanel online survey, 21-27 January 2021

* The starred questions were asked to those who had not had a vaccine and had not yet booked an appointment either

KnowledgePanel Methodological Note

The UK KnowledgePanel is a random probability online panel of approximately 10,000 (from Jan 2021) UK adults aged 16+. It provides an accessible random probability alternative to face-to-face and telephone based methods, and offers a high quality and efficient means of obtaining survey results using a single data collection method.

Panelists to the KnowledgePanel are recruited via a push-to-web methodology using random probability unclustered address-based sampling. Up to two adults aged 16 and over in each household are invited to join the panel. Members of the public who do not have internet access or are digitally excluded are offered an internet-enabled device which allows them to complete KnowledgePanel surveys online.

Survey methodological note

Achieved interviews:

6,767 adults aged 16+, UK residents, 21-27 January 2021

3,913 adults aged 16+, UK residents, 10-16 December 2020.

Ipsos MORI

March 2021

For more information

Kelly Beaver
Managing Director
kelly.beaver@ipsos.com

KnowledgePanel®

Ipsos MORI

