

Ipsos MORI

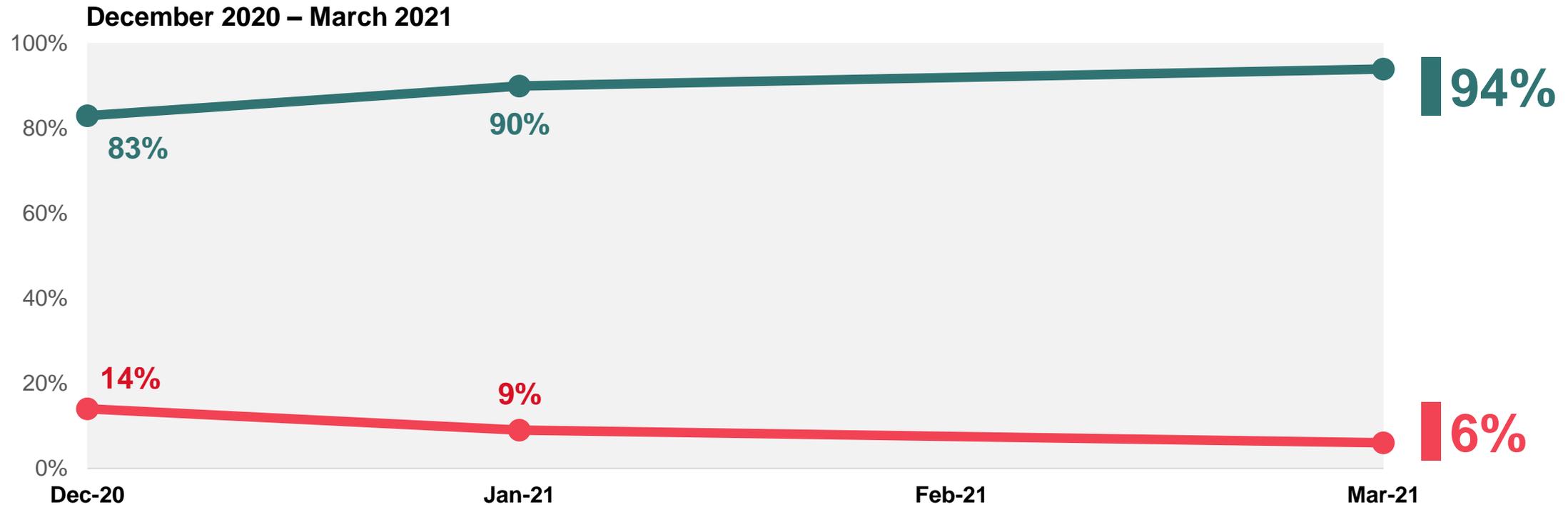
Uptake of the COVID-19 vaccine

March 2021

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**



Base: 8,352 UK adults 16+, 18-24 March 2021; 6,767 adults 16+ 21-27 January 2021; 3,913 adults aged 16+, 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.

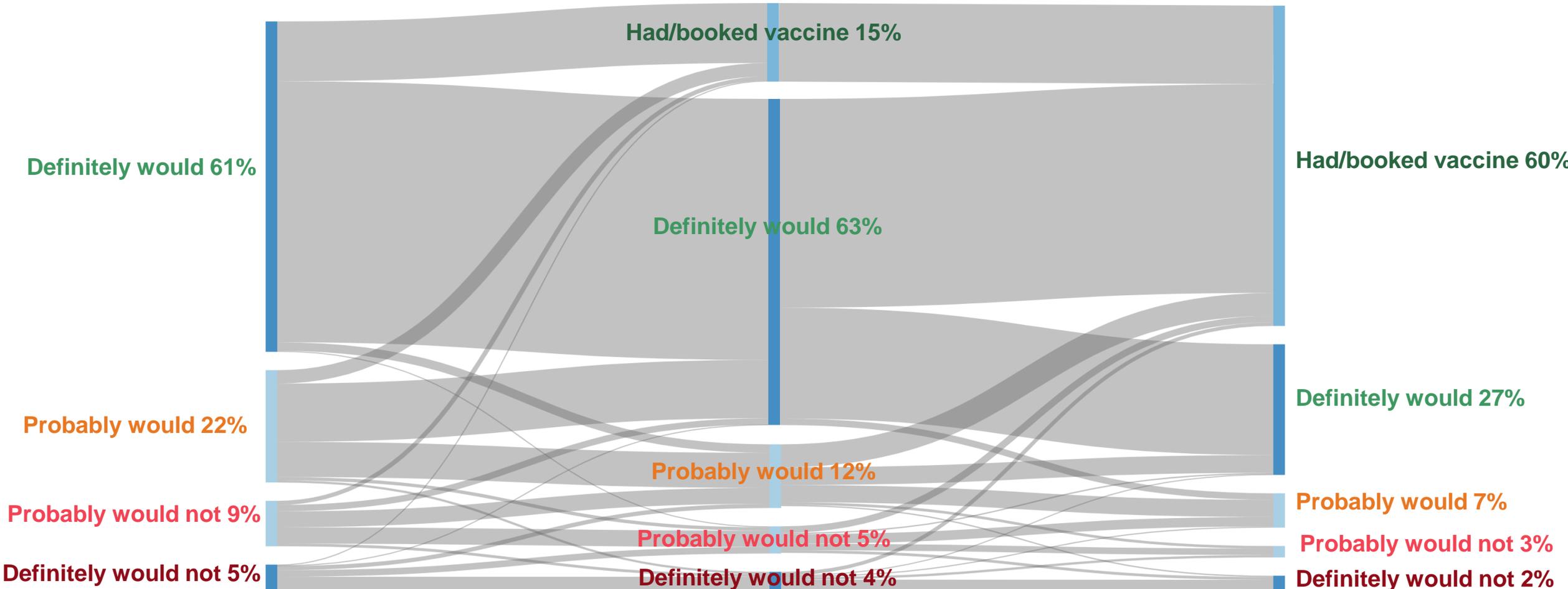
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Dec 2020

Jan 2021

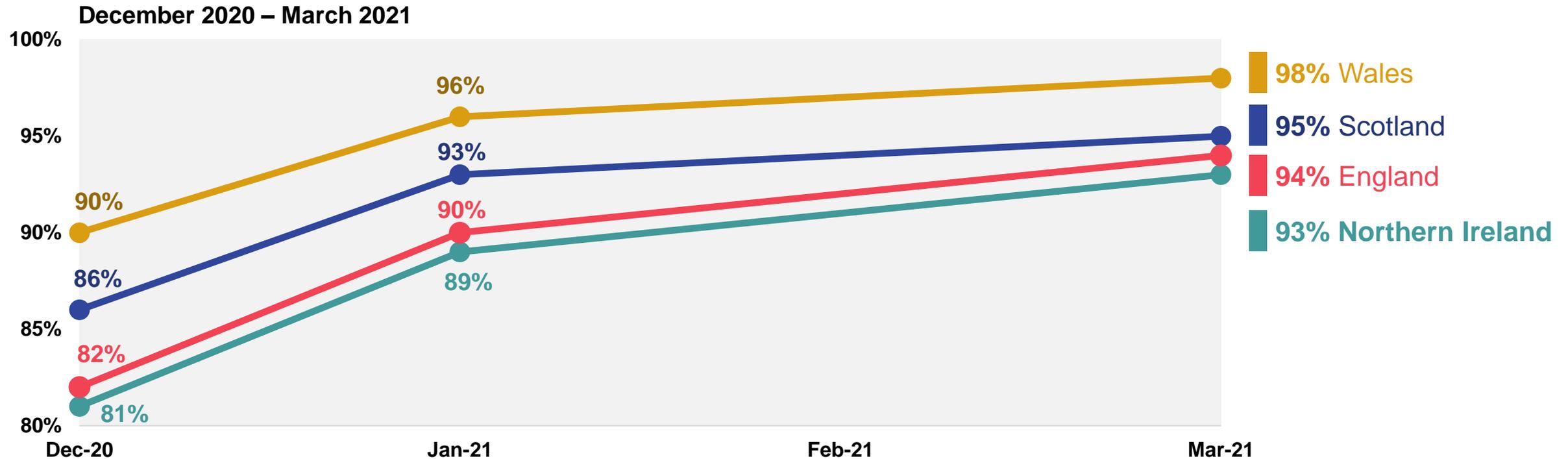
March 2021



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

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.

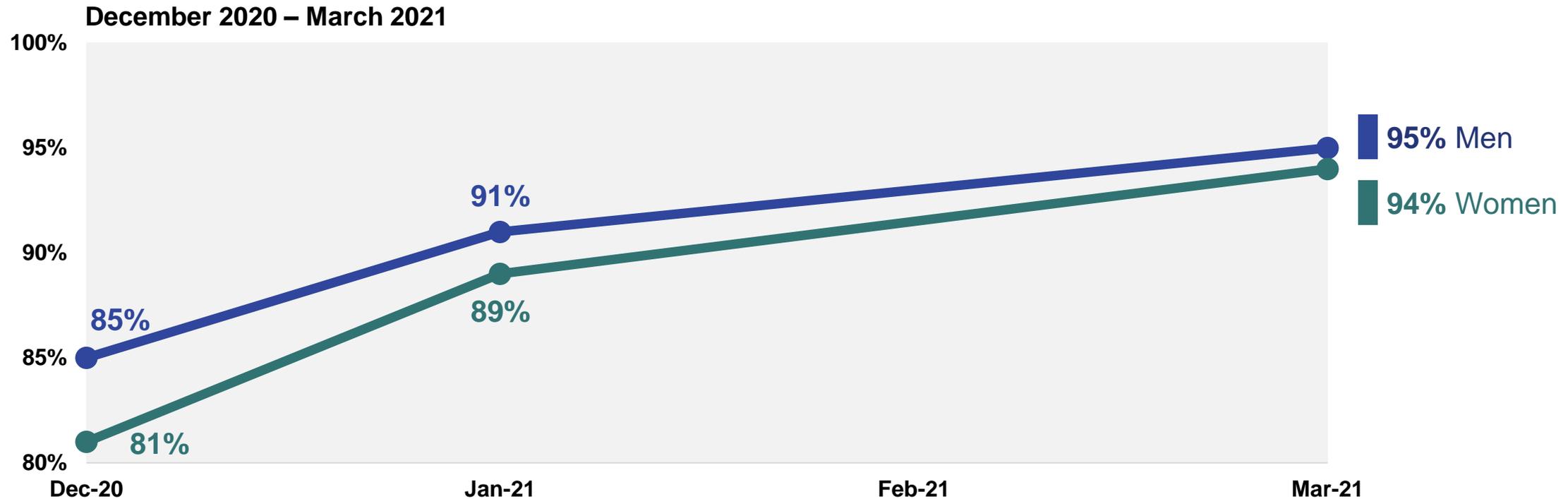


Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021
Including adults 16+ in England (5505), Scotland (1823), Wales (257), Northern Ireland (767) in latest wave.

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

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

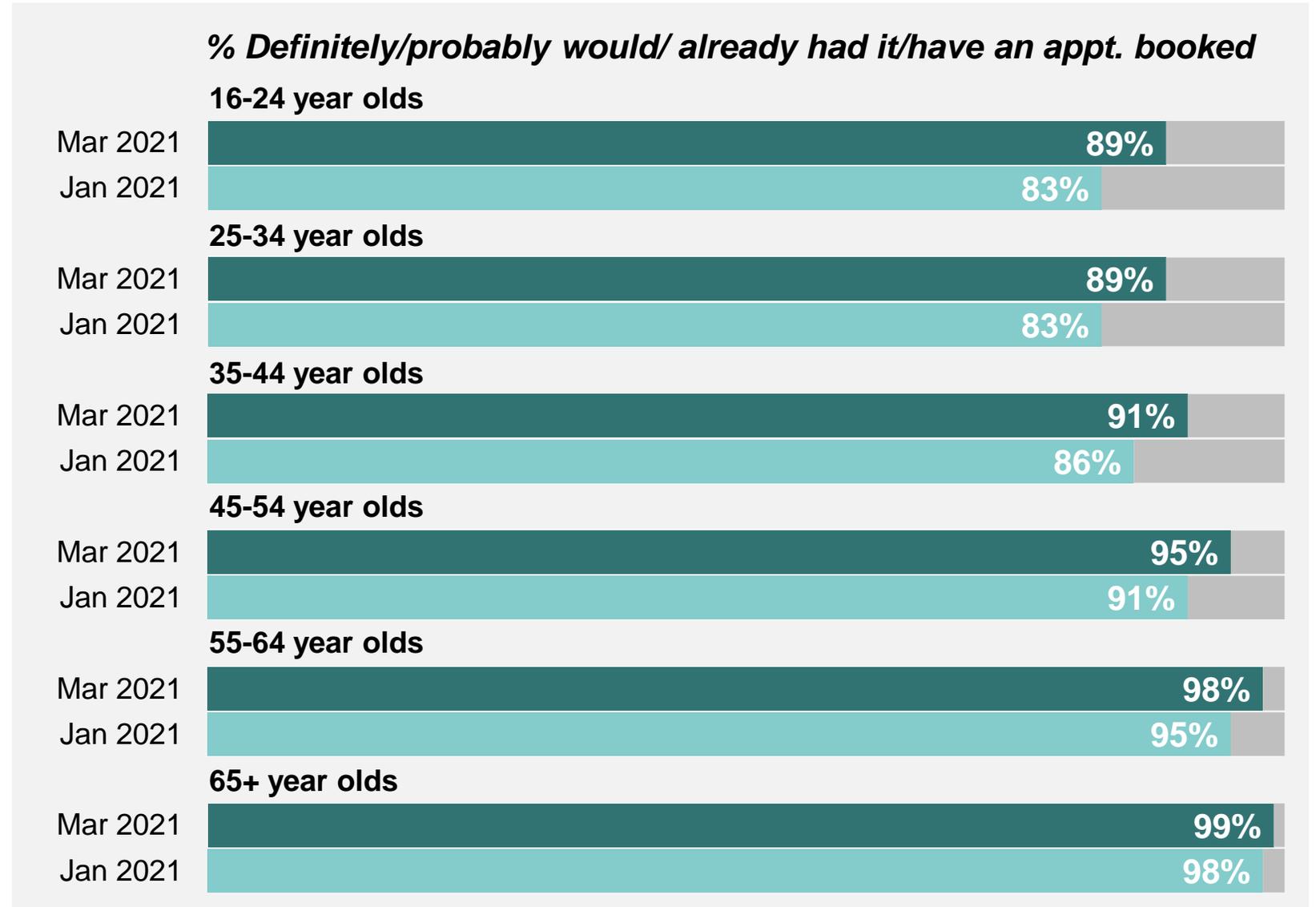
% Definitely/probably would take it/ already had it/ vaccine appt. booked.



Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021
Including adults 16+ who are male (4048) and female (4260) in latest wave.

Would you take a vaccine against COVID-19? By age group

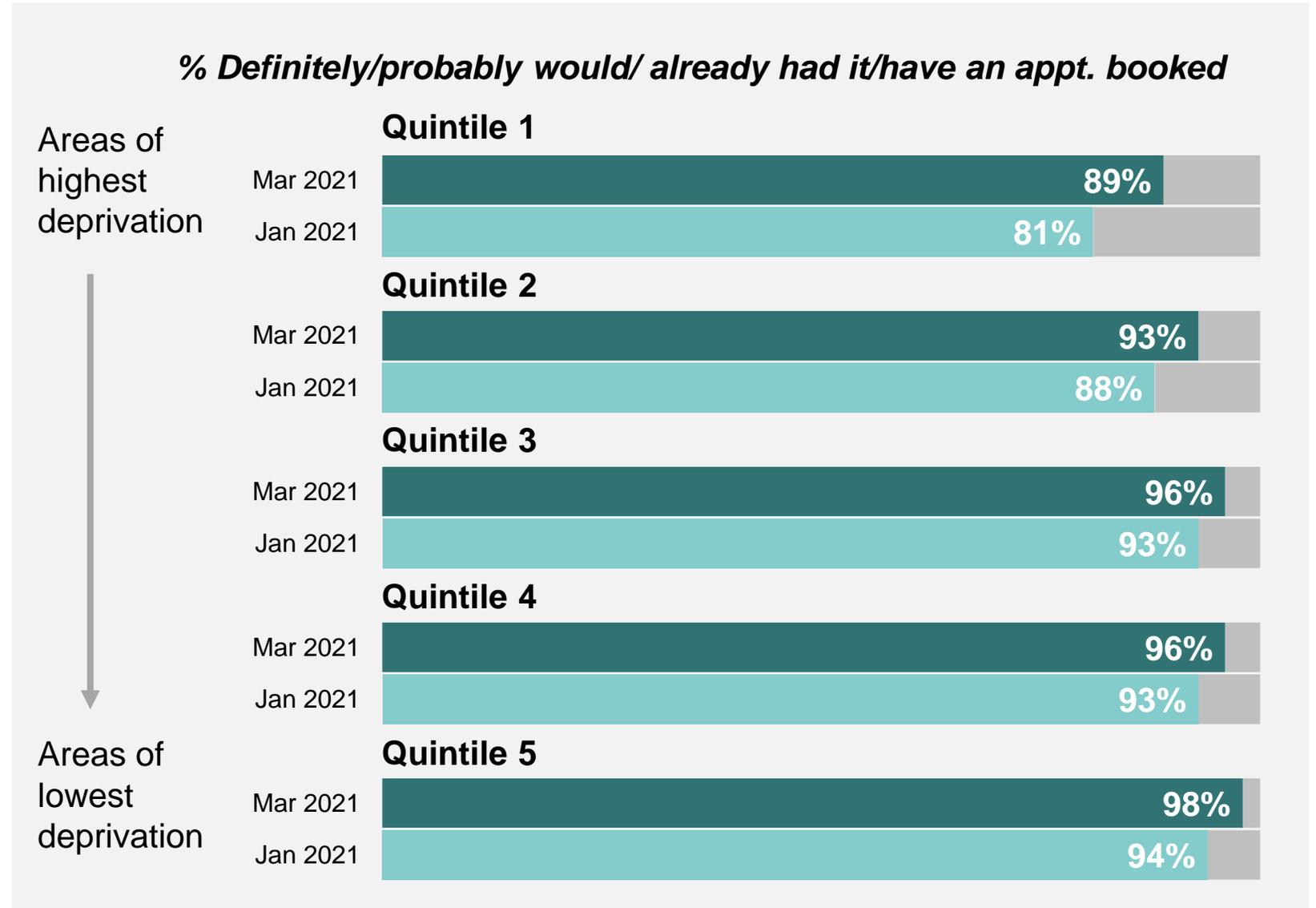
Imagine that a vaccine against COVID-19 was available for anyone who wanted it. How likely or unlikely would you be to take the vaccine?



Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021
Including adults aged 16-24 (385), 25-34 (898), 35-44 (1185), 45-54 (1602), 55-64 (1949), 65+ (2333) in latest wave.

Would you take a vaccine against COVID-19? By IMD quintile

Imagine that a vaccine against COVID-19 was available for anyone who wanted it. How likely or unlikely would you be to take the vaccine?

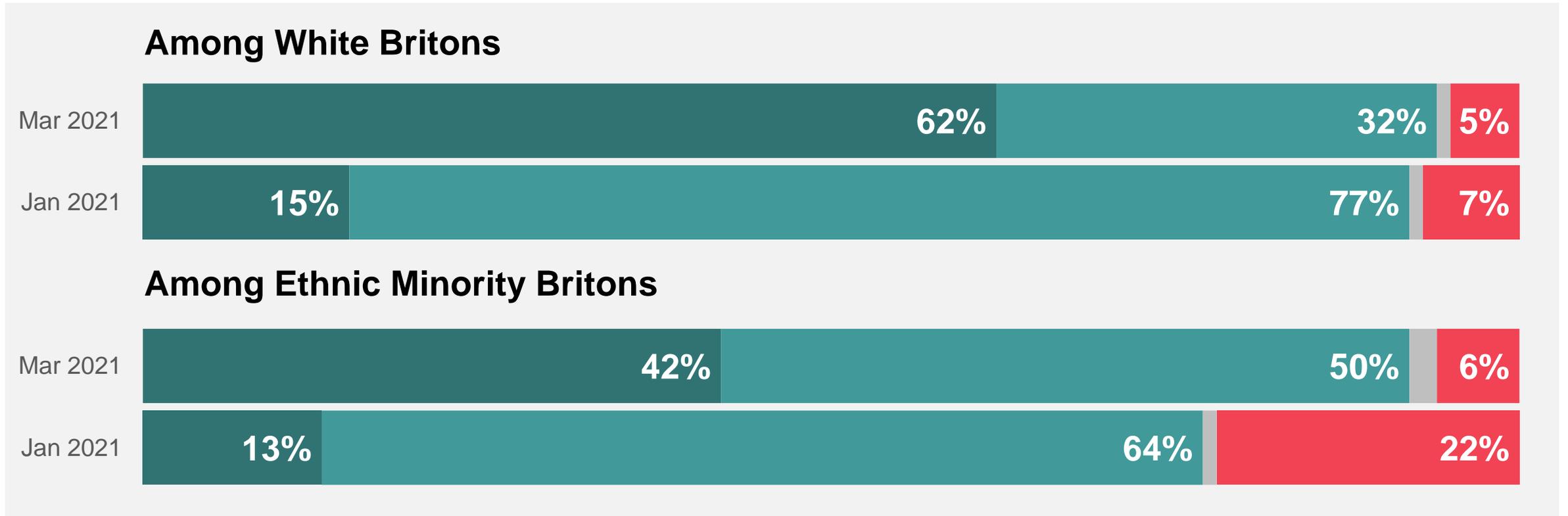


Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021
Including adults in IMD quintiles 1 (894), 2 (1264), 3 (1617), 4 (2051), 5 (2526) in latest wave.

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?

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

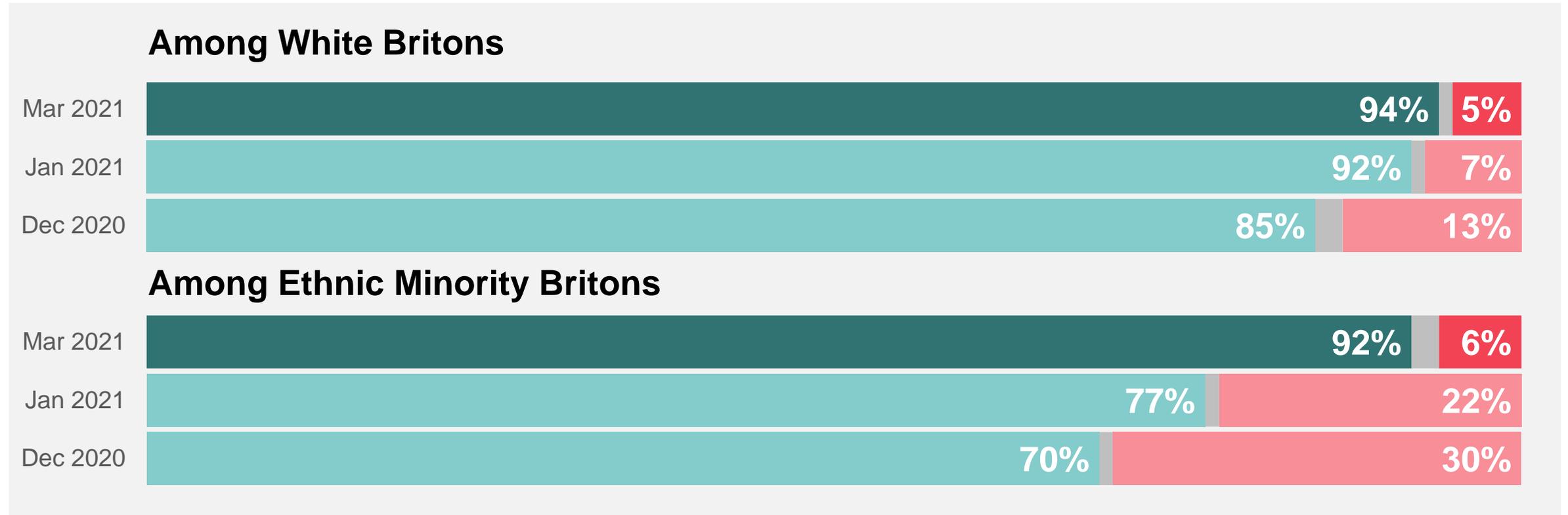


Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021
Including adults who are White Britons (7819) and ethnic minority Britons (451) in latest wave.

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**



Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021
Including adults who are White Britons (7819) and ethnic minority Britons (451) in latest wave.

Four key themes emerge among reasons for changing to more positive view of taking a COVID-19 vaccine

In previous surveys, you mentioned that you probably would not or definitely would not take the vaccine. What has persuaded you to change your mind? Why have you taken the vaccine, or are now more likely to take the vaccine in the future? Please provide as much detail as possible

Travel and vaccine passports *I would take that vaccine to be sure that I could travel and take advantage of other opportunities that may only be available to vaccinated people. However I would still prefer to have an antibody test first.* Female, White, 48

Evidence of impact and effectiveness *I didn't think I would need it. I still don't think I need it. But it is now clear I will help others by having it.* Male, 49, White

Pressure from others *Moral pressure from family members, the theory that I would be less likely to pass the virus to others.* Female, 62, White

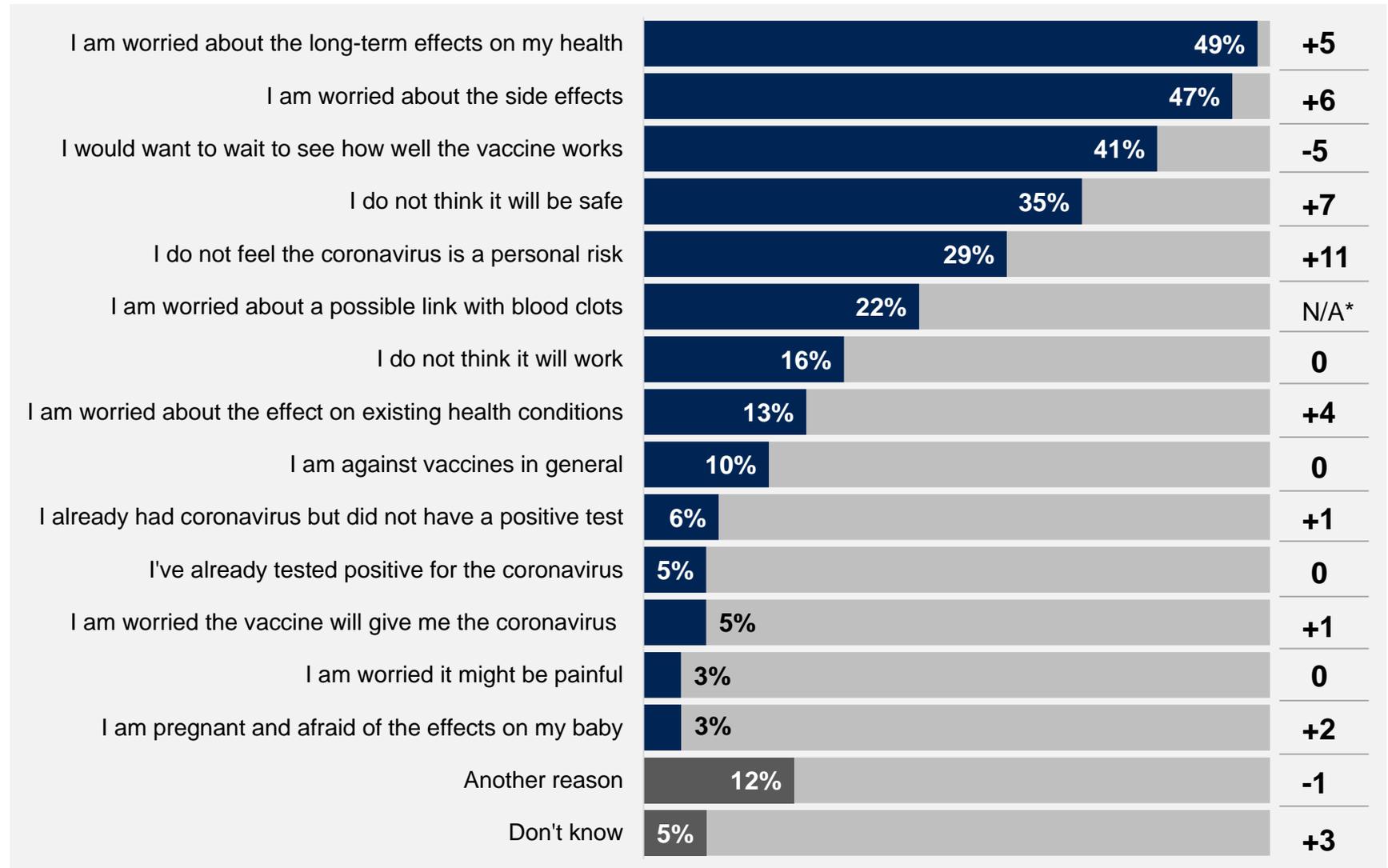
Benefits emerge over time *Time has eased my concerns. As more people are vaccinated around the world and locally I feel more comfortable. I didn't ever think I would out right say no to a vaccine but I wasn't jumping up to be first in line. Now I'm at a point where I would happily get it tomorrow.* Female, Pakistani, 32

Why would you be unlikely to take the vaccine?

Which, if any, of the following reasons explain why you would not take the vaccine for COVID-19?

Among those who said they would be unlikely to take the vaccine

Change since Jan-21



Base: 327 UK adults 16+ all who won't take the vaccine or don't know, KnowledgePanel online survey, 18-24 March 2021

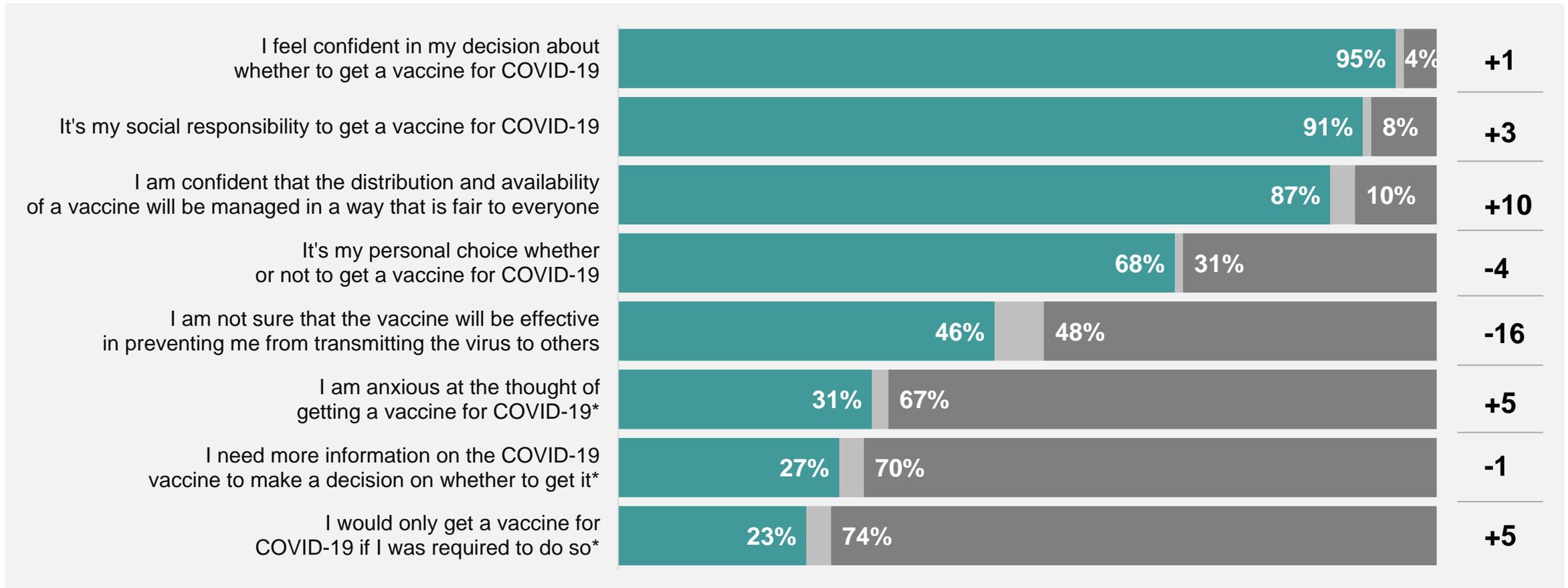
Attitudes towards receiving the COVID-19 vaccine

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

Agree

Disagree

Change % agree since Jan-21



Base: 8,352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021

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

Request for more information on long-term side effects top issue for those who are unsure and say they need more information before making a decision

You mentioned that you need more information to help make a decision on whether to get the vaccine. What specifically do you need more information on to help you make a decision? What questions do you still have unanswered about the vaccine?

Concern about long term *The more info I need you will not be able to provide because like all vaccines only the future / hindsight will provide those answers. How much of a lottery and the outcome will yet to be seen.* Male, 54, White

Value of vaccine *I am not in Groups 1-9. If the priority groups have been vaccinated, I need more information on how useful a vaccine is to the rest of the population, especially with mutations.* Female, 43, Indian

Future impact *I'd like to know if there is any truth to the claims that it could affect fertility in the future.* Female, 32, White

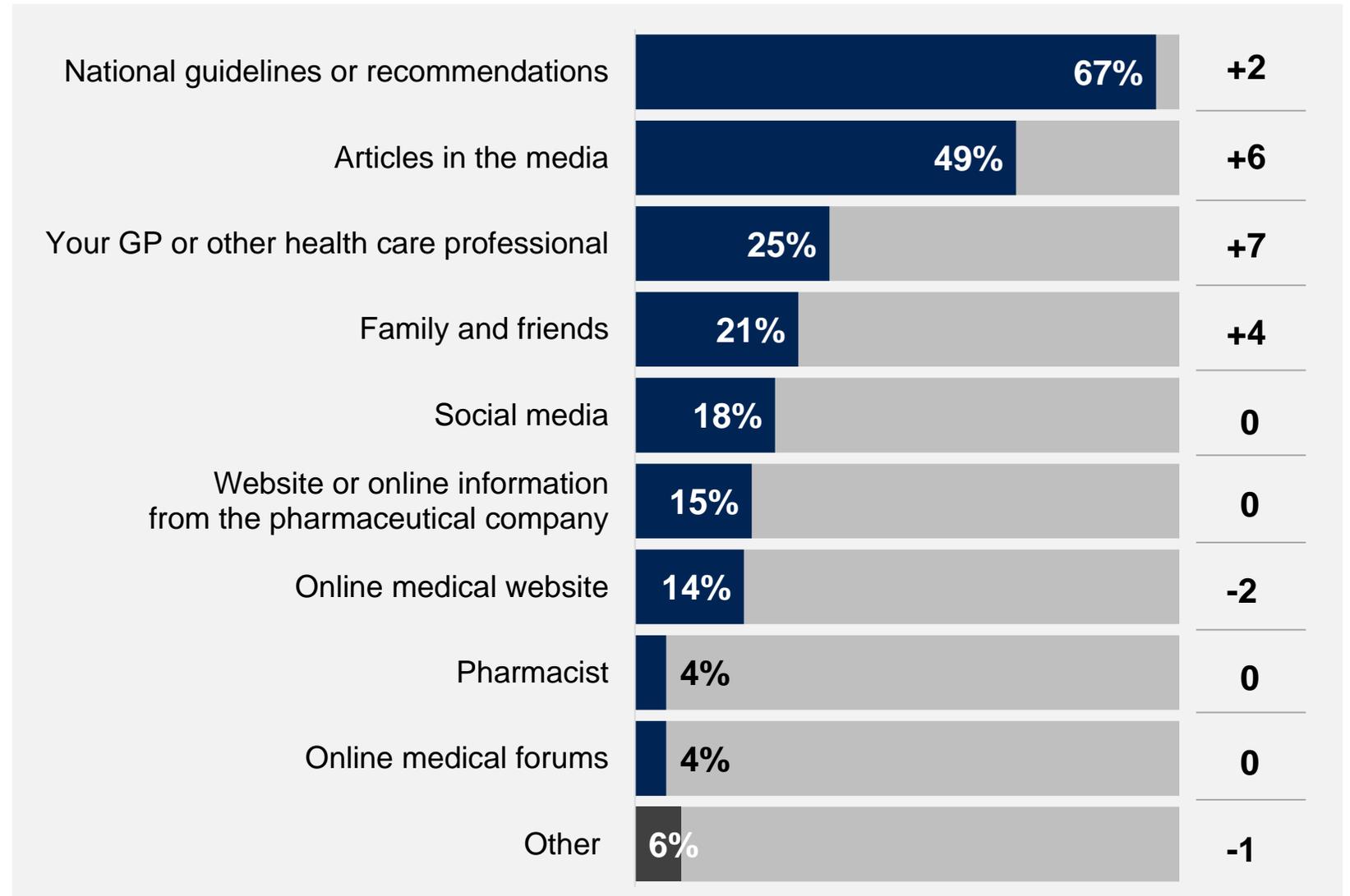
Concern about long term *I'd like to know the long term health effects of the newly rushed out vaccine. I might consider getting the vaccine in 5 - 10 years.* Male, 27, White

Evidence of impact and effectiveness *Health implications and details on its effectiveness on preventing transmission* Male, 41, White

Where do you receive information about the COVID-19 vaccine from?

Where do you go most frequently to get your information on the COVID-19 vaccines?

Change since Jan-21



Base: 8,352 UK adults 16+ who have not yet had a vaccine and do not have appointment yet, KnowledgePanel online survey, 18-24 March 2021

KnowledgePanel Methodological Note

The UK KnowledgePanel is a random probability online panel of approximately 13,000 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:

8,352 adults aged 16+, UK residents, 18-24 March 2021

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

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

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For more information

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