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Ipsos Poll on New Covid Booster (Fall 2023)

Conducted by Ipsos using the probability-based KnowledgePanel®

A survey of the American general population (ages 18+)

Interview dates: September 29 to October 1, 2023

Number of interviews, adults: 1,025

Margin of error for the total sample: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire:

1. How likely, if at all, are you to receive the updated COVID-19 booster shot, that was recently released (in September 2023)?

Total Familiar Summary

	Total (N=1,025)
Very likely	30%
Somewhat likely	13%
Not very likely	12%
Not at all likely	37%
I already have	6%
Skipped	1%
<i>Likely (net)</i>	<i>43%</i>
<i>Not likely (net)</i>	<i>50%</i>

2. Have you, or someone you know, experienced any of the following as it relates to the new COVID-19 booster shot?

Total Yes Summary

	Total
Had trouble finding an available appointment near you	9%
Had a scheduled appointment and your appointment was canceled	6%
Shown up for a scheduled appointment and the pharmacy was out of vaccine doses	6%
Had trouble getting insurance to cover the vaccine	4%



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2. Have you, or someone you know, experienced any of the following as it relates to the new COVID-19 booster shot? *(Continued)*

- a. Had trouble finding an available appointment near you

	Total
Yes, I have	5%
Yes, an immediate family member has	2%
Yes, another family member or a close friend has	1%
Yes, someone else I know has	2%
No	89%
Skipped	2%
Yes <i>(net)</i>	9%

- b. Shown up for a scheduled appointment and the pharmacy was out of vaccine doses

	Total
Yes, I have	2%
Yes, an immediate family member has	1%
Yes, another family member or a close friend has	1%
Yes, someone else I know has	2%
No	92%
Skipped	2%
Yes <i>(net)</i>	6%

- c. Had a scheduled appointment and your appointment was canceled

	Total
Yes, I have	2%
Yes, an immediate family member has	1%
Yes, another family member or a close friend has	1%
Yes, someone else I know has	2%
No	93%
Skipped	2%
Yes <i>(net)</i>	6%

- d. Had trouble getting insurance to cover the vaccine

	Total
Yes, I have	1%
Yes, an immediate family member has	1%
Yes, another family member or a close friend has	1%
Yes, someone else I know has	1%
No	94%
Skipped	2%
Yes <i>(net)</i>	4%



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About the Study

This Ipsos poll, provided exclusively to Axios, was conducted from September 29 to October 1, 2023, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,025 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, and party identification. The demographic benchmarks came from 2022 Current Population Survey (CPS) from the US Census Bureau. Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.18. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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