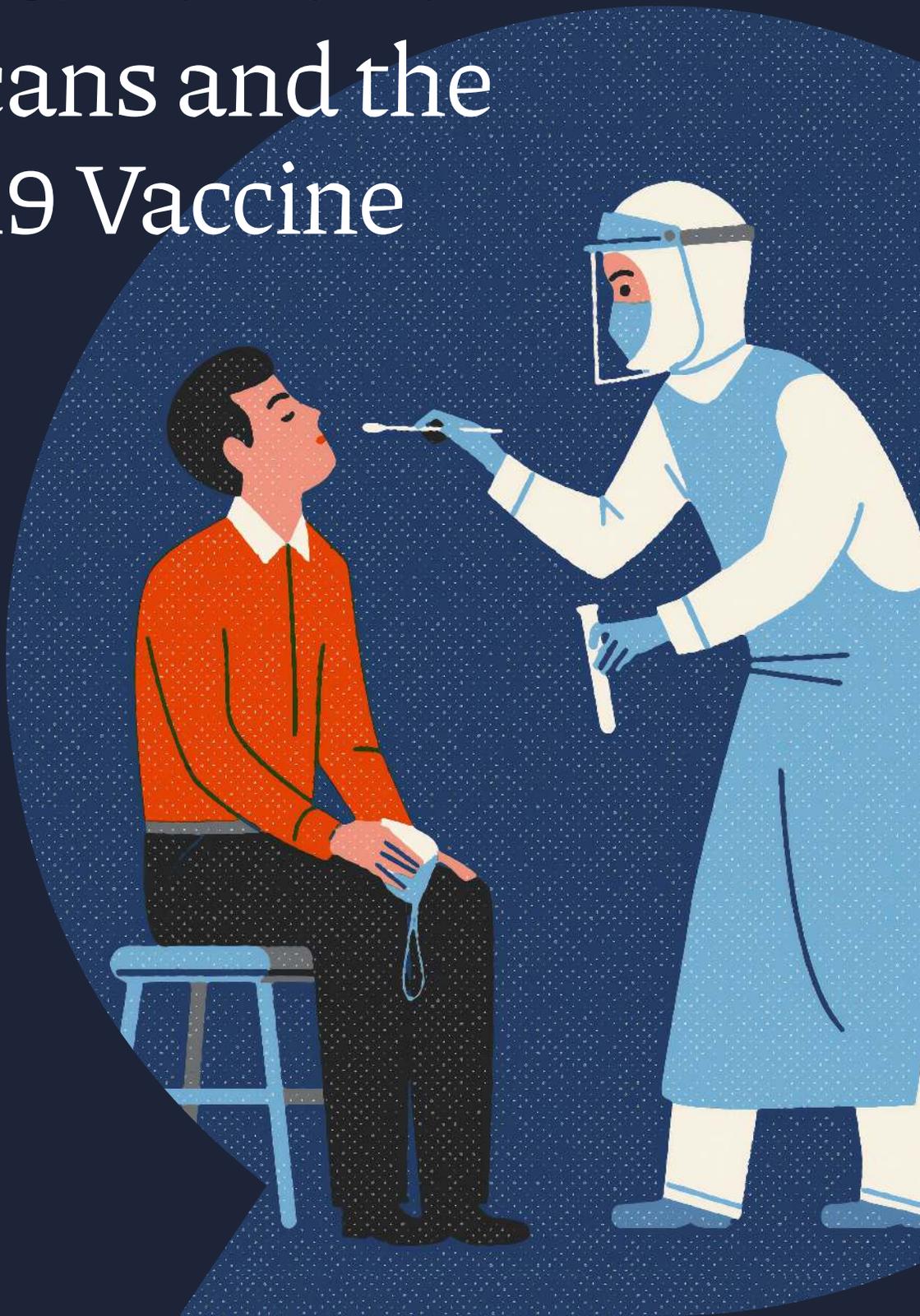


# Supply & Demand: Americans and the Covid-19 Vaccine

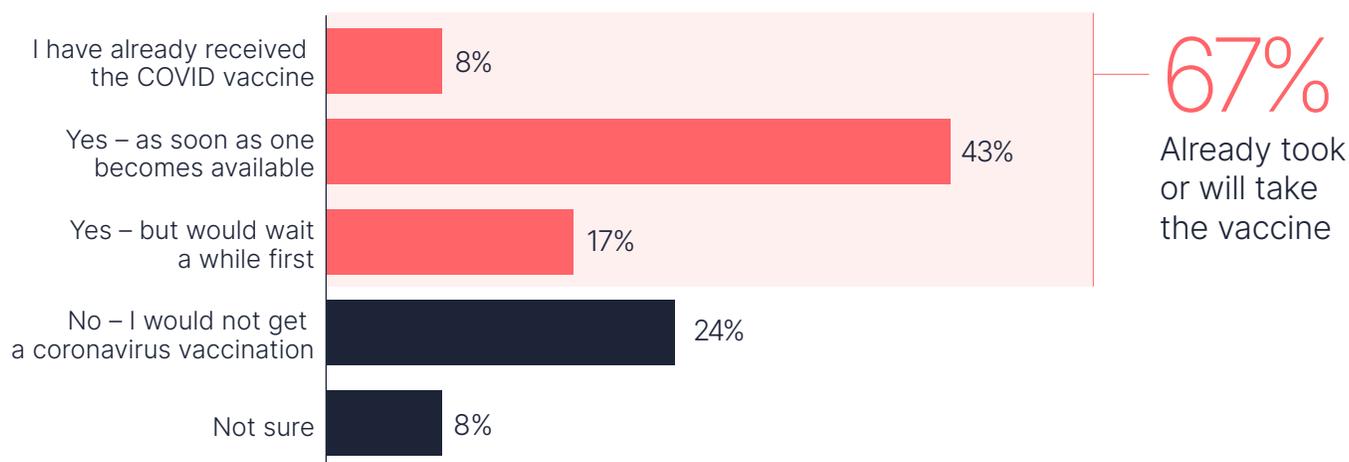


# Supply & Demand: Americans and the Covid-19 Vaccine

FIG 1.0

When a vaccine against the coronavirus becomes available to you, would you get vaccinated, or not?

(All Respondents n=1,013)



## Goals of herd immunity threatened by a significant proportion who don't want the needle

**February 12, 2021** – The latest study from the Angus Reid Group, finds that a significant proportion of Americans are hesitant about the prospect of getting a COVID-19 vaccine. One-quarter (24%) of Americans state that they will not get vaccinated, while another eight per cent say they are not sure. This leaves, two-thirds of the adult population who will either get the vaccine as soon as it is available to them (43%), will get it but prefer to wait a little (17%) or who have already received it (8%).

## METHODOLOGY

The Angus Reid Group conducted an online survey from February 2 – 5, 2021, among a randomized representative sample of n=1,013 American adults who are members of Angus Reid Forum US. The sample was balanced on age, gender, region and education.

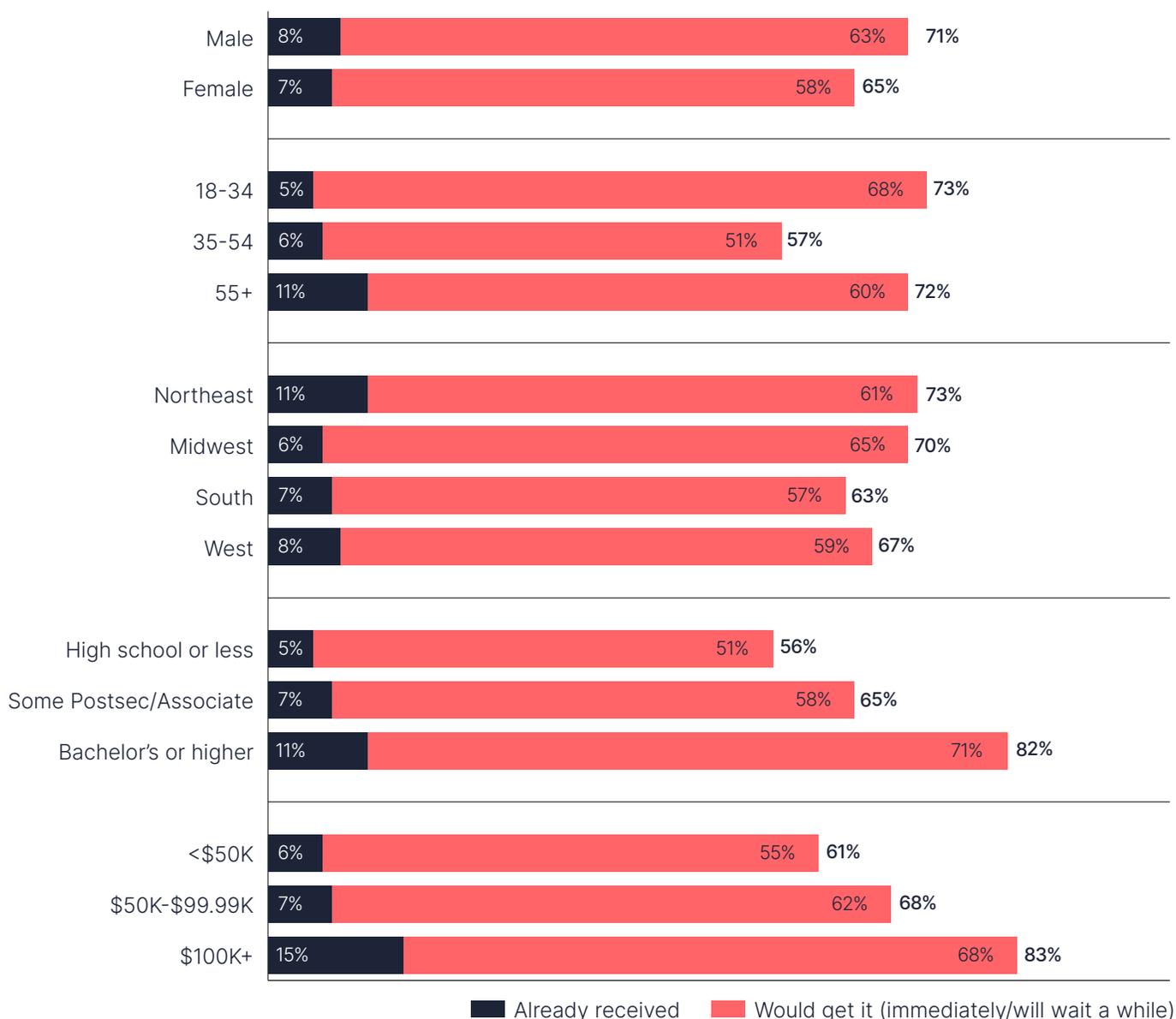
For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 3.1 percentage point, 19 time out of 20.

# Who is resistant to the vaccine?

When taking a look at the demographic analysis, it can be seen that women, 35-54 year olds, residents of the South, less formally educated and those with lower household incomes are less open to receiving a vaccine.

FIG 2.0

## Openness to the Vaccine – By Demographic Group



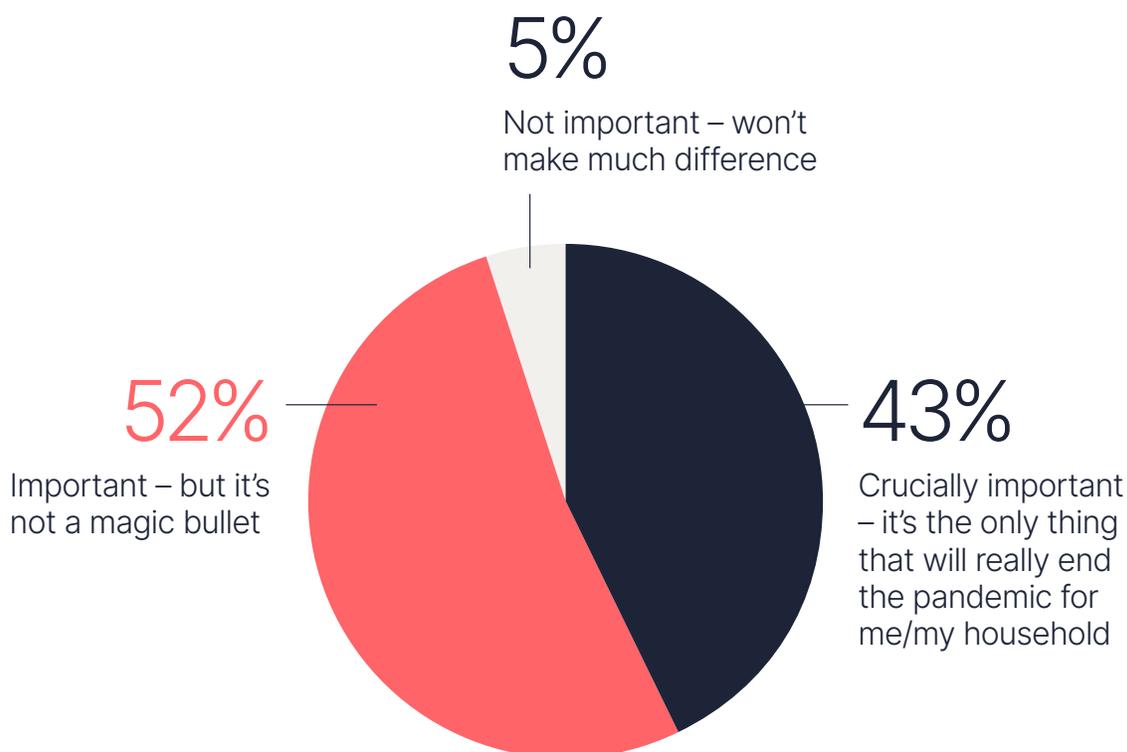
# Importance of vaccination

Still, those who are embracing the vaccine are fairly divided on its importance. While almost all (95%) acknowledge that it is important, only 43% say that it's the only thing that will end the pandemic.

**FIG 3.0**

## How important would you say being vaccinated is to you in order to return to normal?

(among those willing to take vaccine n=774)



# Analysis

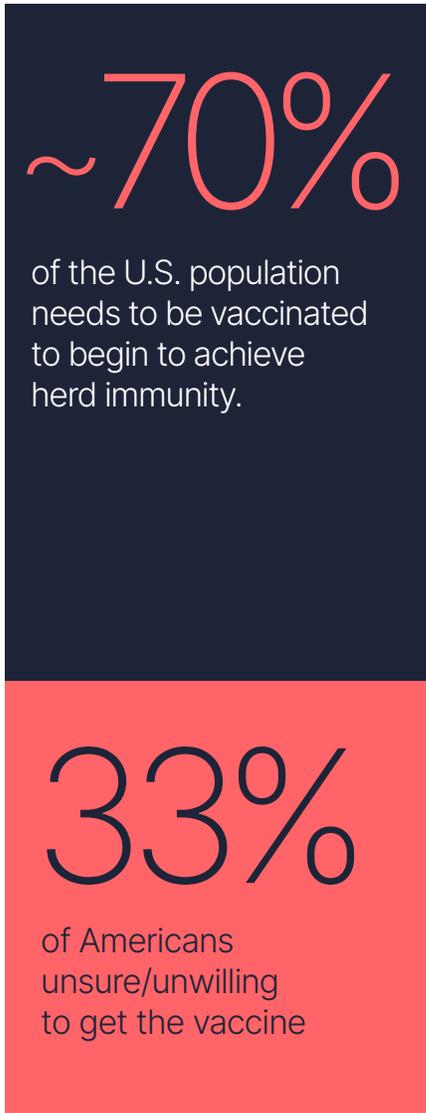
While not all agree that the vaccine is the “magic bullet” to ending the pandemic, there is widespread acknowledgement of its importance for the US to return to “back to normal”. Beyond protection on a personal level, the vaccine holds part of the answer to achieving herd immunity.

As per the Rochester-based Mayo clinic, herd immunity occurs when a large portion of a community (or country) becomes immune to a disease making its spread from person to person unlikely. It is achieved in two ways: (1) widespread infection resulting in the population developing antibodies against future infection or (2) vaccination.

However, with COVID-19, the widespread infection way to get to herd immunity is problematic in that there is no clarity on whether antibodies have a protective effect, or if they do, for how long. This leaves vaccination as the path to herd immunity.

Experts estimate that herd immunity can be achieved if ~70% of the U.S. population is vaccinated. This current data indicates a fine line between that proportion and the percentage of Americans who will not or are unsure about getting vaccinated (roughly 33%).

“Currently the U.S. is focused on the nation’s logistical ability to acquire sufficient doses of the vaccine and deploy them into the arms of Americans, and rightly so,” says Demetre Eliopoulos, Senior Vice President of Public Affairs at the Angus Reid Group, “However, this data indicates that at some point, the U.S. will need to turn its attention to convincing a significant proportion of the population to get vaccinated in order to achieve herd immunity.”



~70%

of the U.S. population needs to be vaccinated to begin to achieve herd immunity.

33%

of Americans unsure/unwilling to get the vaccine

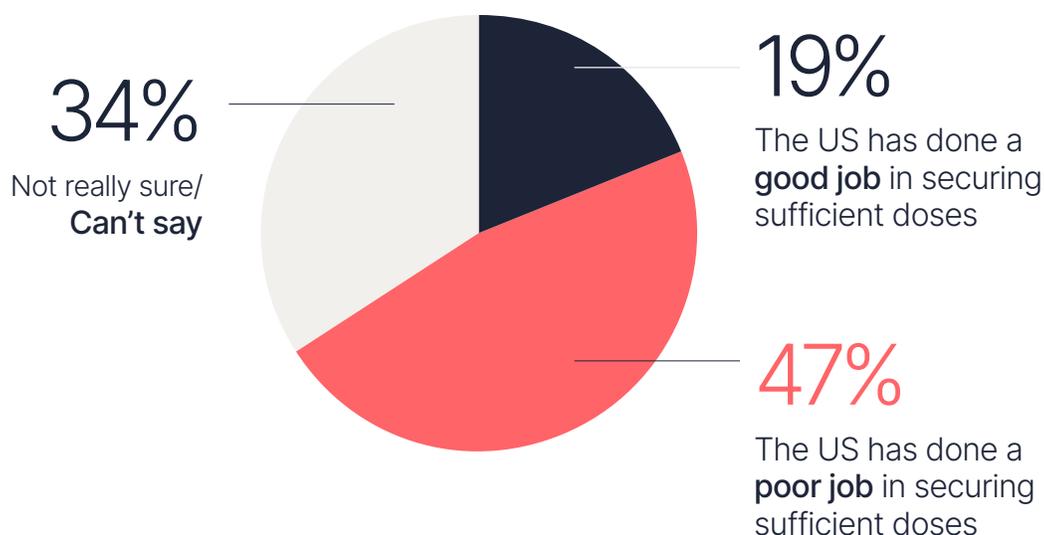
## Vaccine logistics

This study also examines perceptions of the government's ability to secure doses of the vaccine, distribute them to the state level and be distributed with the states. As can be observed from the charts below, Americans largely have a pessimistic attitude towards their government's efforts at both the state and federal level.

FIG 4.0

### What is your assessment of the US government's efforts to secure doses of COVID-19 vaccine?

(All respondents n=1,013)



#### Securing doses

Only one-in-five (19%) offer the federal government a positive assessment in its ability to secure enough doses of the vaccine for the population with almost one-half (47%) saying the government has done a poor job.

FIG 5.0

How confident are you in the FEDERAL government to effectively manage the distribution of vaccines to the states?



FIG 6.0

How confident are you in your STATE government to effectively manage the distribution of vaccines within your state?



**Distribution**

Things continue to look dismal further down the supply chain. Beyond securing doses, a majority of Americans report a lack of confidence in both the federal government’s ability to get the vaccine to each of the states, and the state’s ability to effectively manage the vaccine’s distribution once it gets there. This paints a rather somber turn of events for a vaccine that was so widely praised for its ahead of schedule development in December. Now, it appears, Americans are impatient with their governments perceived inefficient and inability to deliver this miracle cure. Clearly, the government on both levels need some quick win proof points to restore confidence in the vaccine delivery system.

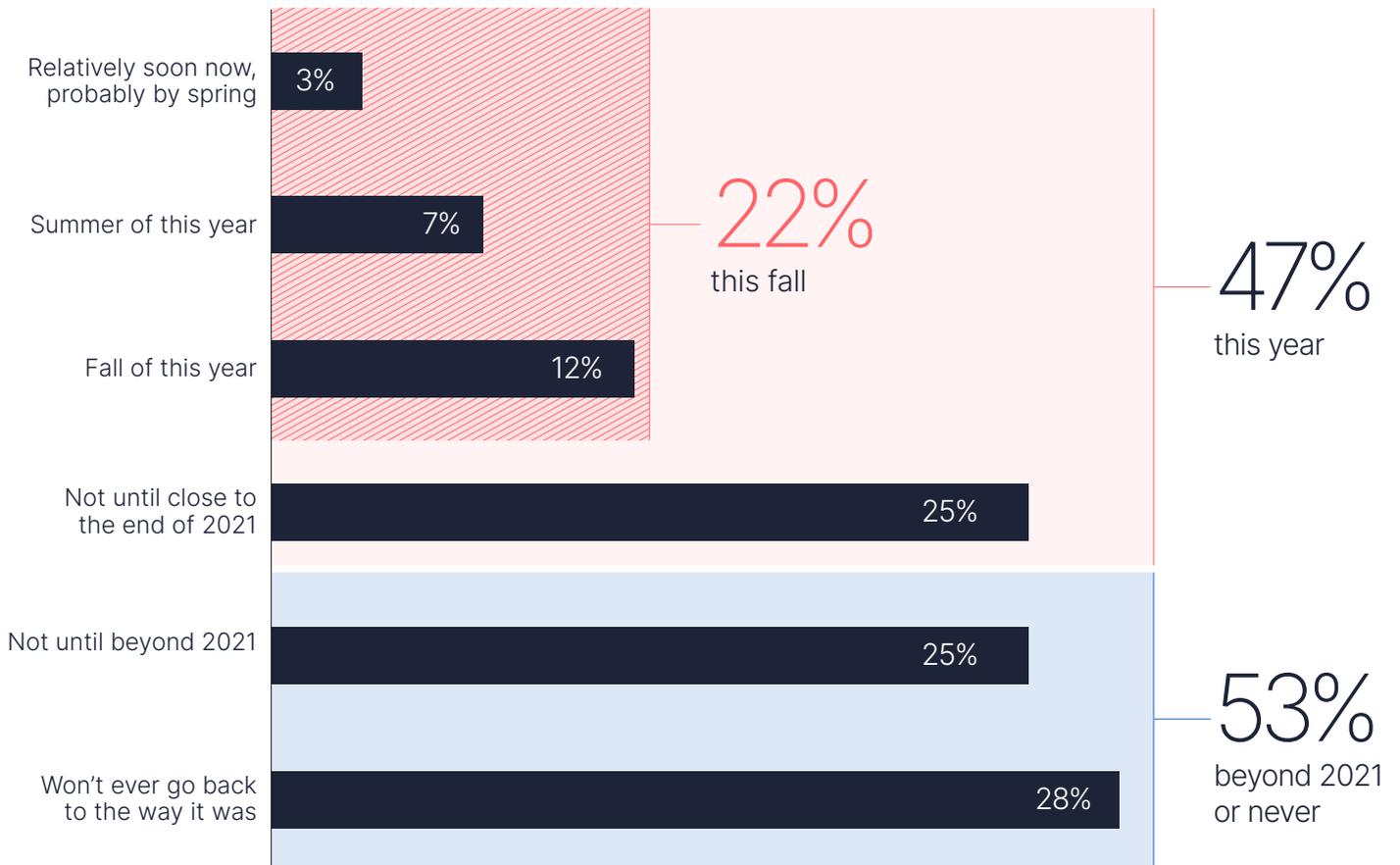
# Is the end in sight?

Despite lofty goals of a mass immunization in the shortest time possible, only 22% believe that America will be “back to normal” by the fall. In fact, just under one-half (47%) think that will be achieved by the end of 2021. Perhaps the most eye-opening proportion are the quarter (28%) of Americans who believe that things “won’t ever go back to the way it was”.

**FIG 7.0**

**How long do you think it will be before life in America goes back to “normal” – that is – the way it was before the pandemic?**

(All respondents n=1,013)





Pollster and Sociologist Dr. Angus Reid established his first research company in the mid 1970's. Since then the research practice that bears his name has gone through several transformations in response to changing technology and client needs.

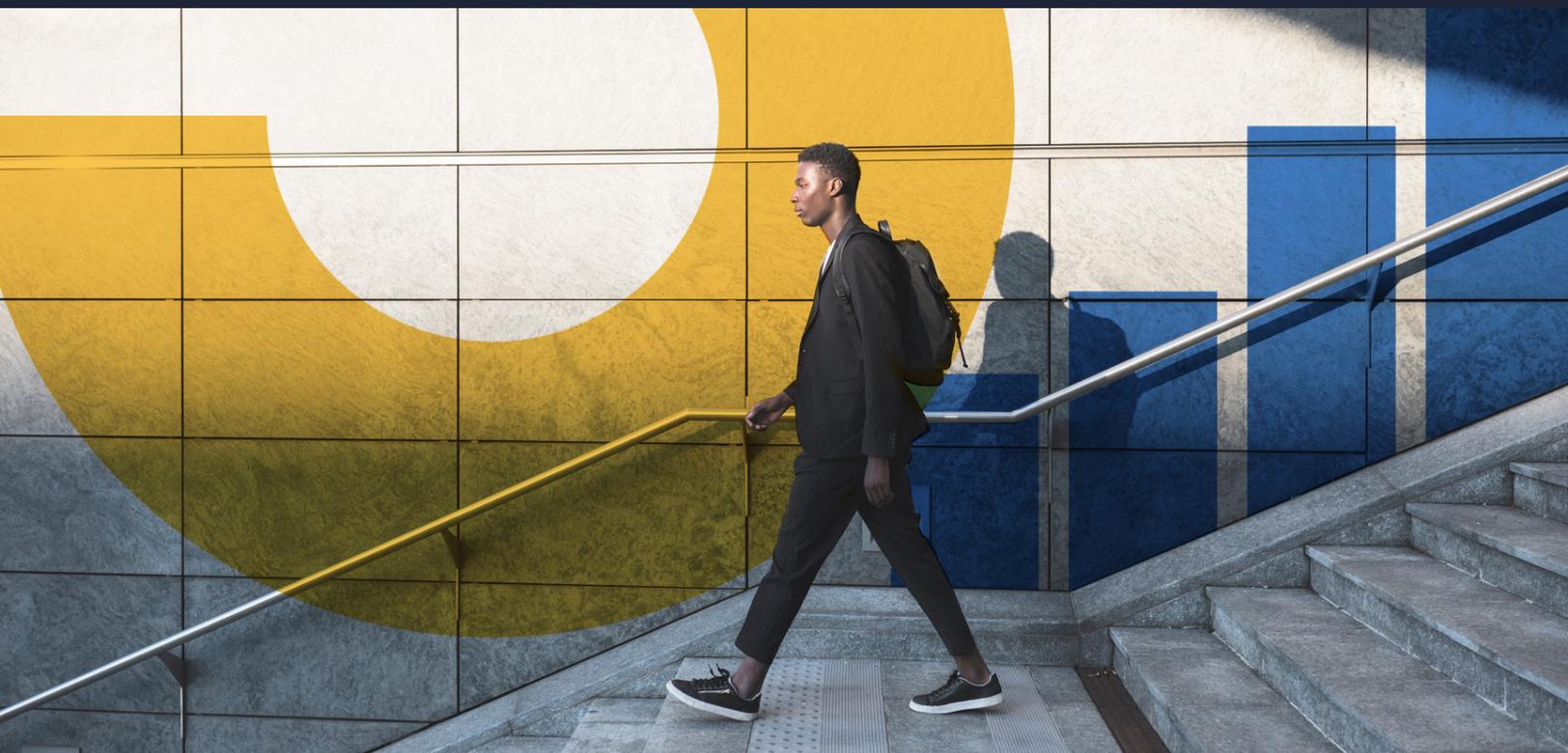
Today the Angus Reid Group is at the forefront of inspired research backed by a unique combination of technology, strategic consultants, decades of research experience and a brand that is among the most trusted in North America and around the world.

The Angus Reid difference is accuracy, insight, speed and commitment to quality.

The Angus Reid Forum is an extensive online community of adults who voice their opinions and share insights on a range of consumer topics and current affairs.

Members answer questions by completing short, easy and interesting surveys on issues that matter.

Leaders and decision makers who want to know what consumers think harness the Angus Reid Forum to get in-depth perspectives. Forum members are given a voice, influencing decisions in their communities and across North America.



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