

Topline

KFF COVID-19 Vaccine Monitor: In Their Own Words

February 2021

METHODOLOGY

This *KFF COVID-19 Vaccine Monitor: In Their Own Words* was designed and analyzed by public opinion researchers at the Kaiser Family Foundation (KFF). The survey was conducted January 14-18, 2021 using the SSRS Opinion Panel, a nationally representative panel of U.S. adults age 18 or older recruited using probability-based sampling techniques. For the Kaiser Family Foundation CVM Survey, SSRS invited adult panelists in the U.S., targeting by gender, age, race, education, and region. SSRS regularly monitored data collection to check for demographic composition of the sample and data quality. Cases determined to be poor-quality, as defined by surveys with a length of interview of less than 33% of the mean length of interview and with invalid text responses were removed from the final data. In total, 2,152 panelists were invited and 1,009 respondents completed the full questionnaire online on January 14-18, 2021. 982 surveys were completed in English and 25 survey were completed in Spanish. Panelists were compensated for their participation, with incentives distributed by the SSRS Opinion Panel through their standard procedures.

The margin of sampling error including the design effect for the full sample is plus or minus 4 percentage points. Numbers of respondents and margins of sampling error for key subgroups are shown in the table below. For results based on other subgroups, the margin of sampling error may be higher. Sample sizes and margins of sampling error for other subgroups are available by request. Note that sampling error is only one of many potential sources of error in this or any other public opinion poll. Kaiser Family Foundation public opinion and survey research is a charter member of the [Transparency Initiative of the American Association for Public Opinion Research](#).

Group	N (unweighted)	M.O.S.E.
Total	1,009	± 4 percentage points
Total who have not gotten a COVID-19 vaccine	930	± 4 percentage points
Race/Ethnicity		
White, non-Hispanic	613	± 5 percentage points
Black, non-Hispanic	94	± 12 percentage points
Hispanic	135	± 10 percentage points
Vaccine Uptake		
As soon as they can	439	± 6 percentage points
Wait and see	283	± 7 percentage points
Only if required/ Definitely not getting a vaccine	133	± 11 percentage points

Notes for reading the topline:

- Percentages may not always add up to 100 percent due to rounding.
- Values less than 0.5 percent are indicated by an asterisk (*).
- "Vol." indicates a response was volunteered by the respondent, not offered as an explicit choice
- Questions are presented in the order asked; question numbers may not be sequential.

VACC1. Have you personally received at least one dose of the COVID-19 vaccine, or not?

	1/21
Yes	8
No	92

VACC1_FOLLOWUP. What was the main reason you chose to receive a COVID-19 vaccine? (OPEN-END)

	1/21
To protect self/others (NET)	52
To protect myself/own health/don't want to get sick	41
To protect family members	12
My job (NET)	28
I am a health care worker	17
Job/work related (general)	11
To be able to see family members	10
To stop the spread of COVID-19 in the community	3
Return to normalcy/normal life	3
My age group was eligible	3
Other	*
	n=79

VACHES. When an FDA approved vaccine for COVID-19 is available to you for free, do you think you will...? (READ LIST) (rotate 1-4,4-1)

Based on those who have not gotten a COVID-19 vaccine

	1/21
As soon as you can/Wait and see (NET)	75
Get the vaccine as soon as you can	45
Wait until it has been available for a while to see how it is working for other people	30
Only if required/Definitely not (NET)	25
Only get the vaccine if you are required to do so for work, school, or other activities	9
Definitely not get the vaccine	15
	n=930

VACC1/VACHES Combo table

Based on total

	1/21
Already received/As soon as you can	49
Already received at least one dose	8
Get vaccine as soon as you can	41
Wait until it has been available for a while to see how it is working for other people	28
Only get the vaccine if you are required to do so for work, school, or other activities	9
Definitely not get the vaccine	14

Q1. What is the biggest concern you had/have, if any, about getting a COVID-19 vaccine?

	1/21
Side effects (NET)	36
Side effects (general mention)	23
Side effects (long-term)	8
Side effects (allergic reaction)	3
Side effects (feeling ill)	2
Side effects (severe)	1
Newness/Speed/Lack of testing (NET)	12
Speed of development/not tested enough	11
Too new	1
Access/availability of vaccine (NET)	9
Access/availability in a timely manner	4
Access/availability (general mention)	2
Availability of getting an appointment	1
Access/availability of second dose	1
Enough supply	1
Effectiveness (NET)	7
The effectiveness of the vaccine	5
Effectiveness of the vaccine against variants	2
The safety of COVID-19 vaccines (NET)	5
Safety (general)	3
Safety of vaccine for specific groups/immunocompromised	2
Getting sick/dying from the vaccine (NET)	4
Risk of death from the vaccine	2
Catching COVID-19 from the vaccine	1
Getting sick from the vaccine	1
COVID-19 is not that bad/Vaccine is worse (NET)	1
COVID-19 is not that serious/exaggerated/99% survival	1
The vaccine is worse than COVID-19	1
Don't want it/Don't need it (NET)	3
Don't like shots/needles/Don't get other vaccines	2
Just don't want it	1
Personal medical concerns/previous bad experiences with vaccines	1
Don't know what is in it/Vaccine ingredients	1
Don't know if they should get vaccine if they already had COVID-19	1
Lack of trust/political concerns	1
People at higher risk should get it first	1
Worried about how other people will behave once vaccinated	*
Genetic mutation/changing DNA	*
Want to get a specific vaccine	*
Cost of the vaccine	*
No concerns	18

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Effectiveness (NET)	7
The effectiveness of the vaccine	6
Effectiveness of the vaccine against variants	2
The safety of COVID-19 vaccines (NET)	5
Safety (general)	3
Safety of vaccine for specific groups/immunocompromised	2
Getting sick/dying from the vaccine (NET)	4
Risk of death from the vaccine	1
Catching COVID-19 from the vaccine	1
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COVID-19 is not that bad/Vaccine is worse (NET)	1
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Don't like shots/needles/Don't get other vaccines	2
Just don't want it	*
Personal medical concerns/previous bad experiences with vaccines	1
Don't know what is in it/Vaccine ingredients	1
Don't know if they should get vaccine if they already had COVID-19	1
Lack of trust/political concerns	1
People at higher risk should get it first	1
Worried about how other people will behave once vaccinated	*
Genetic mutation/changing DNA	*
Want to get a specific vaccine	*
Cost of the vaccine	*
No concerns	17
	<i>n=930</i>

Q2. If there is one message or piece of information you could hear that would make you MORE LIKELY to get vaccinated for COVID-19, what would it be?

Based on those who have not gotten a COVID-19 vaccine

	1/21
More information on side effects (NET)	16
No/few/mild side effects	10
Long term side effects	3
Most common side effects	2
More information on effectiveness (NET)	15
Effectiveness (general mention)	6
How long immunity lasts	3
That it was 100% effective from getting me sick	3
It stops the spread of COVID-19	2
Effective on new/all strains	1
That the vaccine is safe (NET)	12
How safe it is (general mention)	9
Safe for pregnant women	1
Safe for people like me	1
Number of deaths from vaccine	1
I was already planning on getting vaccinated	11
Experiences from people who have already received it (NET)	6
Experiences of people who have been vaccinated	3
How it is affecting people (general)	2
Number of people who have experienced serious side effects	1
Want results of long-term studies/longer use in population	4
More information on how it was made/developed (NET)	4
Scientific studies on development	1
More transparency	1
More information on what is in it/ingredients	1
More information on how it was made/how it was made quickly	1
Easier to get/more vaccine available	4
More information on access/availability	1
If my work/school/childcare requires it	1
Vaccine came in different form/Single dose/Not a shot	1
Seeing certain people get it	1
Full approval of FDA	1
Return to normal life/visit friends and family members	1
I don't have to wear a mask/Stop social distancing	*
Personal doctor recommends it	*
That it is free/No cost	*
Nothing	20
	<i>n=930</i>

Q3. If there is any person (either someone you know personally or a famous person such as a celebrity, political, or religious leader) who would make you more likely to get vaccinated for COVID-19 if you found out that person got vaccinated, who is that person?

Based on those who have not gotten a COVID-19 vaccine

	1/21
Close friends/family members	11
Elected official/Politician (NET)	8
President Biden	4
President Obama	1
President Trump	1
Elected official (general mention)	1
Vice President Harris	*
Vice President Pence	*
Another Democratic official	1
Another Republican official	*
Celebrity (NET)	4
Named a black celebrity	2
Named a white celebrity	2
Health care provider/Doctor/Nurse(NET)	4
My own doctor	1
Nurse/Doctor (general mention)	1
Family member or friend who works in health care	1
Person with medical background/Medical leader	*
Scientist/vaccine creator	2
Dr. Fauci	2
God/Jesus	1
Media personality	1
Other public official (not Dr. Fauci)	*
Athlete	*
Nobody/No one can influence them	62
Not applicable	4

HEAL1. (AMONG EMPLOYED) On a different topic, do you work in a health care delivery setting, such as a doctor's office, clinic, hospital, nursing, home, or provide in-home health care

	1/21
Yes	12
No	88
	n=695

Panel Demographic Data

Gender

	1/21
Male	48
Female	51
Other	*

Education

	1/21
Less than high school graduate	5
High school graduate	32
Some college	28
College +	35
Refused	*

Race/Ethnicity

	1/21
White, non-Hispanic	62
Black, non-Hispanic	12
Hispanic	16
Other	9
Refused	1

Party

	1/21
Republican	27
Democrat	32
Independent	38
Other	2
Don't know/Refused	1

Partylean

	1/21
Democratic	49
Republican	43
Neither/other	5
Refused/No answer	2
	n=434

Income

Less than \$25,000	18
\$25,000-\$49,999	19
\$50,000-\$74,999	20
\$75,000-\$99,999	18
\$100,000-\$149,999	11
\$150,000 +	5
Refused	1



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This publication is available at kff.org.

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