



Partnership to Fight Infectious Disease

Public Opinion Research on Vaccinations

Findings From a National Survey of Registered Voters

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THE TARRANCE GROUP

Purpose of Research

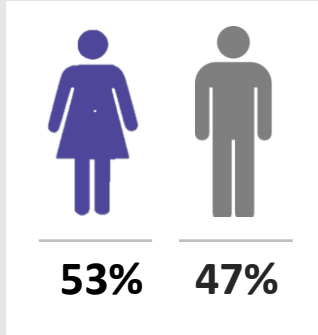
- The Partnership to Fight Infectious Disease (PFID) commissioned this bipartisan nationwide research on voter perceptions and attitudes toward vaccines.
- The survey, conducted in January 2024, examined a wide range of vaccine-related subjects, including:
 - Perceptions of safety and efficacy
 - Acceptance of current and potential future vaccines
 - Trust in messengers disseminating vaccine information
 - Messaging approaches that can build confidence in vaccines
- This survey follows earlier focus groups conducted in November-December 2023 that explored preventive health and vaccine perceptions.

Survey Methodology

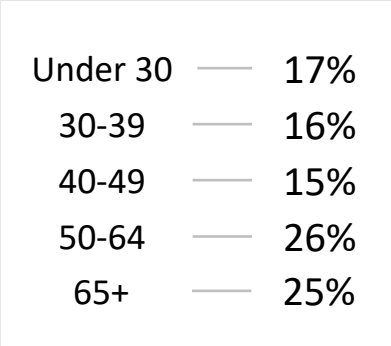
- This bipartisan poll was designed and administered by Lake Research Partners and The Tarrance Group. The survey reached a total of 1,000 registered voters nationwide.
- The survey was conducted online from January 25 – February 1, 2024.
- Data were weighted slightly by gender, age, region, race, party identification, and education to reflect the demographic composition of adults.
- The margin of error for the full sample is +/-3.1%. It is larger for split-sampled questions and subgroups.

Demographics of Registered Voters Nationwide

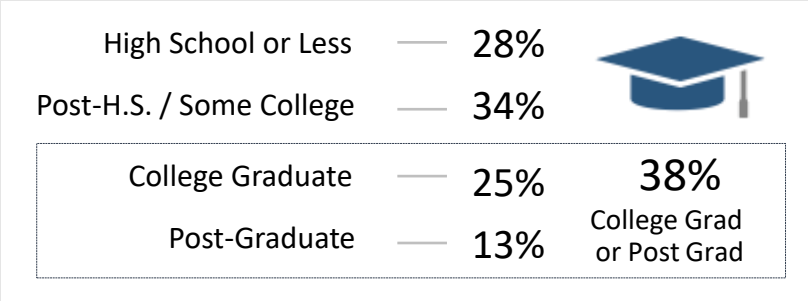
GENDER



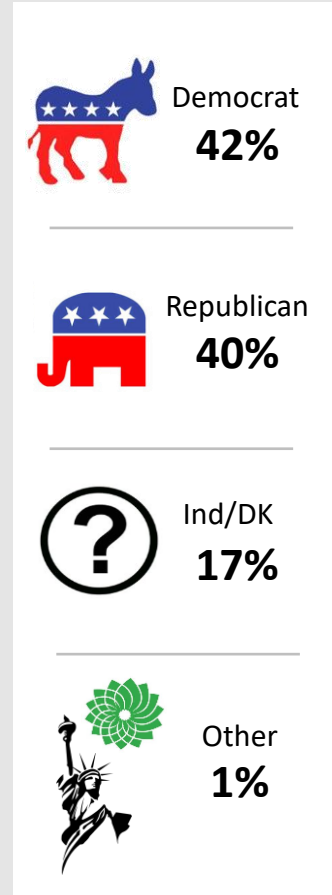
AGE



EDUCATION



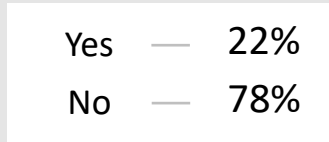
PARTY IDENTIFICATION



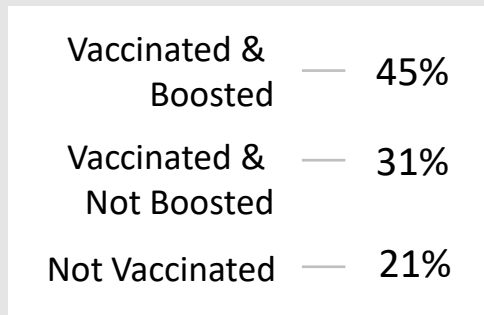
RACE

White/Caucasian	69%
Black/AA	13%
Hispanic/Latino	11%
AAPI	5%
Native/Indigenous	2%
Middle Eastern/ NorthAfrican	0%

CHILDREN AT HOME



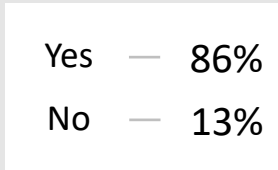
COVID-19 VAX STATUS



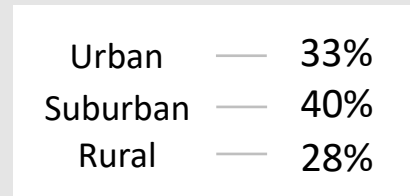
REGION



HAVE A DOCTOR



COMMUNITY TYPE



Percentages do not always add up to 100 due to rounding and/or non-response

Key Findings: Overview

- Voters **generally have favorable views** toward doctors, medicine, and vaccines.
- However, the findings reveal a **growing divide amongst the American public on perceptions of vaccine safety and vaccine acceptance**.
 - This divide largely falls along partisan lines, with **Republican voters having more skeptical views** and being significantly less likely to accept current and future vaccines than Democrats.
 - **Independents' views vary**, but tend to fall in the middle of the spectrum.
- Voters across demographics are interested in new vaccines in development and **believe it is important for the US to remain a global leader in vaccine development**.

Key Findings: Views on Vaccines

- **Mixed perceptions of safety appear to be driving vaccine skepticism.** Most voters consider FDA-approved vaccines to be at least somewhat safe, but only about one third believe they are *very safe*.
 - Overall, voters think vaccines are about as beneficial as they are safe, but they are **much more likely to think vaccines are very beneficial than that they are very safe.**
 - Majorities of voters believe in the safety and efficacy of all the common existing vaccines we tested, including COVID-19. The **COVID-19 vaccine is an outlier**, however, with a higher share of voters thinking it is ineffective and risky relative to other vaccines.
- There is a **significant gender gap** in views on the safety of vaccines – women’s opinions on FDA-approved medicines and vaccines are fairly consistent, while men are much more trusting of medicines than vaccines.
 - The profile of a voter who views vaccines with more suspicion than medicines is a white, Republican, non-college educated, rural man.



Key Findings: Vaccination Behavior

- The vast majority of voters – **more than three quarters** – report that they get vaccines recommended by their doctor often.
- Most voters are getting vaccines at their **doctor's office** or at a **pharmacy**.
 - **Expanding vaccine availability at regular doctor's visits** seems to have some promise of bringing in people who would not otherwise get them.
- Voters are much **less likely to say that they get vaccines for themselves** than parents are to say that they vaccinate their children.



- **This dynamic is driven by Republicans.** Democrats and independents are slightly more likely to get vaccinated themselves than to vaccinate their children.
- **Partisan differences are less pronounced in how voters vaccinate their children** than in their own vaccination choices.
- Voters are by far **most favorable towards and trusting of childhood vaccines**, particularly those that they recognize from their own childhoods.

Key Findings: Vaccine-Related Values

- Most people find **protecting themselves** to be the most compelling reason to get vaccinated, followed by **protecting their families or others they care about**.
 - Voters do see the more abstract concepts of protecting the vulnerable or others in your community as important, but **less compelling than protecting those they know personally**.
- By far, the most compelling reason not to get vaccinated is **concern about serious and long-term health impacts**.
 - Many **vaccine-skeptical voters want to wait and see for themselves that a new vaccine is safe** before they would be willing to get it.
- In a set of forced choice statements about vaccination, **the pro-vaccine statements all win decisively across the board**. Among Democrats pro-vaccine views are dominant, while the anti-vaccine arguments are more competitive among Republicans.
 - Majorities across party identification decisively believe that **some vaccinations should be required for children to attend school**.
 - Voters believe that **vaccines that reduce the risk of serious illness are worth getting, even if some people with the vaccine still get a milder version of the disease**. Democrats and independents decisively agree, while Republicans are split.
 - Voters believe that **even healthy people should get recommended vaccines to avoid spreading infections to more vulnerable people in their communities who could get sicker**. Democrats and independents decisively agree, while a majority of Republicans believe vaccines are ultimately a personal decision.

Key Findings: Communication & Messaging

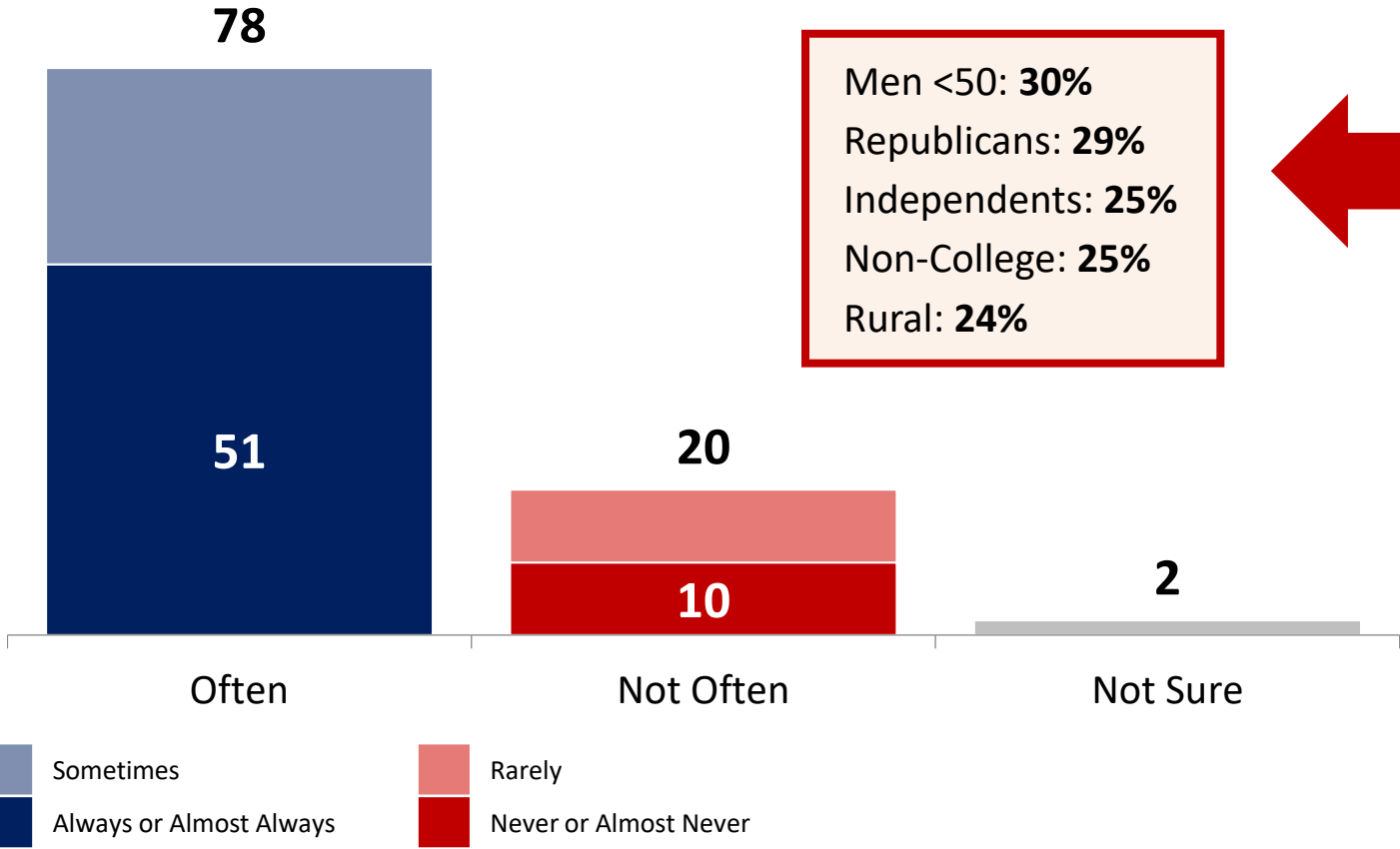
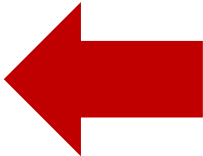
- Voters strongly agree that **vaccines protect communities from dangerous outbreaks of disease, more widespread vaccination means more immunity and better community safety, and healthy people should get vaccines to protect others in their communities.**
 - These statements all rank in the top tier across party lines and are helpful building blocks from which to develop messaging, though there are **significant differences in the level of agreement by party.**
- **People’s own doctors are by far their most trusted messengers on vaccines and other health-related issues.**
 - Behind their own doctors, voters most want to hear about vaccines from **organizations and experts on the subject**, for instance: the CDC, disease-specific organizations, independent doctors and scientists who evaluate vaccines, the FDA, and the WHO.

Across demographic groups, a large majority of voters report typically getting the vaccines their doctor recommends. The groups least likely to do so tend to be younger voters, particularly young men, Republicans, independents, rural voters, and non-college educated voters.

How Often Do You Get Recommended Vaccines?

Least Likely to Get Vaccines:

Men <50: **30%**
 Republicans: **29%**
 Independents: **25%**
 Non-College: **25%**
 Rural: **24%**

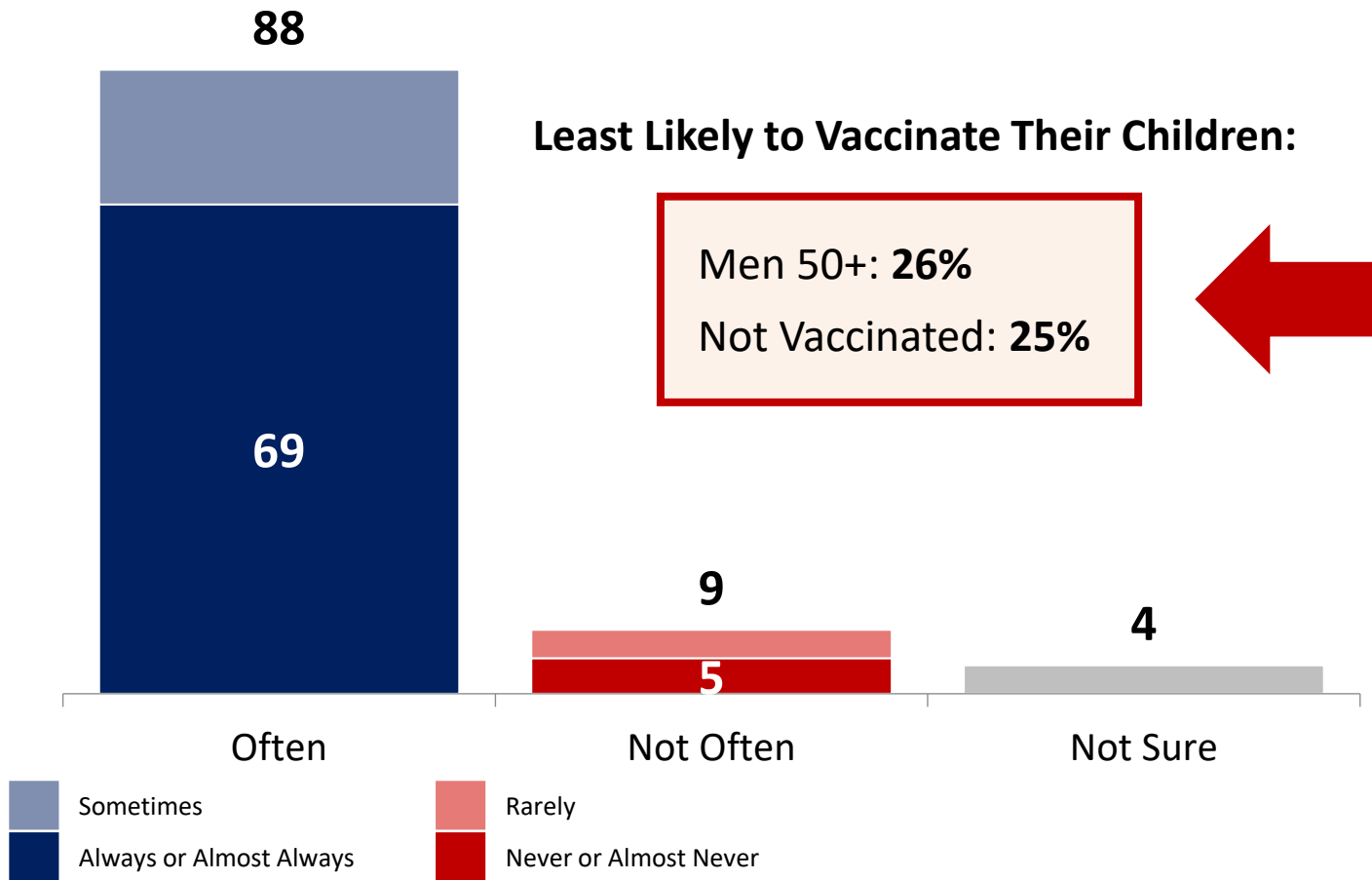


	Often	Not Often	Net
Total	78	20	+58
Men < 50	70	30	+40
Women < 50	78	19	+59
Men 50+	81	18	+63
Women 50+	83	16	+67
Democrat ID	89	10	+79
Indep/DK ID	72	25	+47
Republican ID	69	29	+40
POC	75	22	+53
White	79	19	+60
Urban	79	21	+58
Suburban	80	17	+63
Rural	73	24	+49
Non-College	73	25	+48
College	87	12	+75
Vaccinated & Boosted	97	3	+94
Vaccinated & Not Boosted	83	16	+67
Not Vaccinated	34	63	-29

Q17. How often do you typically get vaccines that are recommended for you by your doctor or other health care providers? Select one

The vast majority of parents say they typically vaccinate their children, even those who do not get vaccines themselves. Voters who do not vaccinate their children are disproportionately older, particularly older men, and Republicans. Suburban voters are also slightly less likely to vaccinate their children than urban and rural voters.

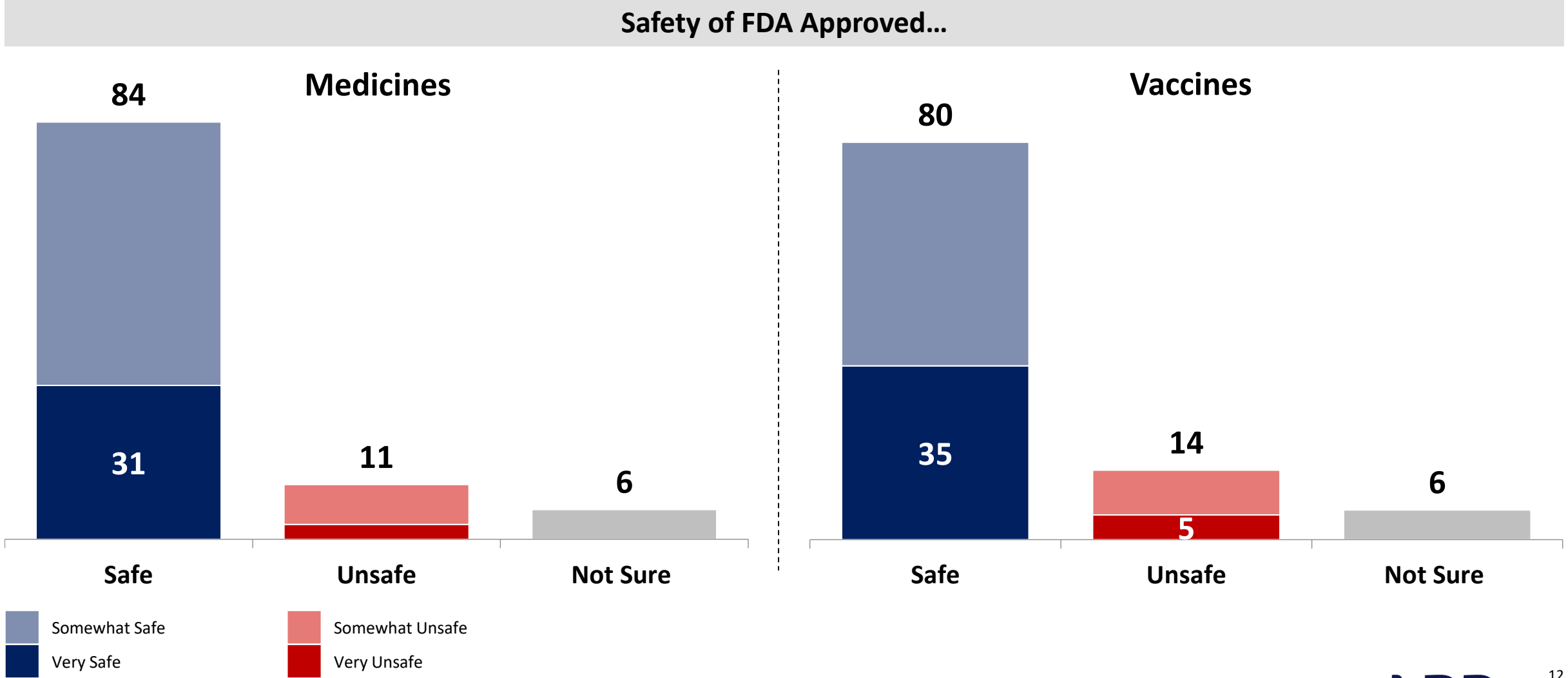
Parents (22% of Total): How Often Do Your Children Get Recommended Vaccines?



	Often	Not Often	Net
Total	88	9	+79
Men < 50	91	7	+84
Women < 50	89	5	+84
Men 50+	74	26	+49
Women 50+	82	18	+64
Democrat ID	91	5	+87
Indep/DK ID	88	7	+80
Republican ID	84	14	+70
POC	87	9	+78
White	88	9	+79
Urban	92	7	+85
Suburban	82	14	+68
Rural	89	6	+83
Non-College	88	8	+80
College	87	10	+78
Vaccinated & Boosted	100	0	+100
Vaccinated & Not Boosted	89	6	+83
Not Vaccinated	75	25	+50
Father	87	12	+75
Mother	88	7	+81

Q20. [IF HAVE CHILDREN UNDER 18] How often do your children typically get vaccines that are recommended for them by their doctor or other health care providers? Select one

While voters view FDA-approved *medicines* as slightly safer than FDA-approved *vaccines*, at least four in five voters rate both as somewhat or very safe. Intensity, however, is on the low side, with only about one-third viewing approved vaccines as very safe.

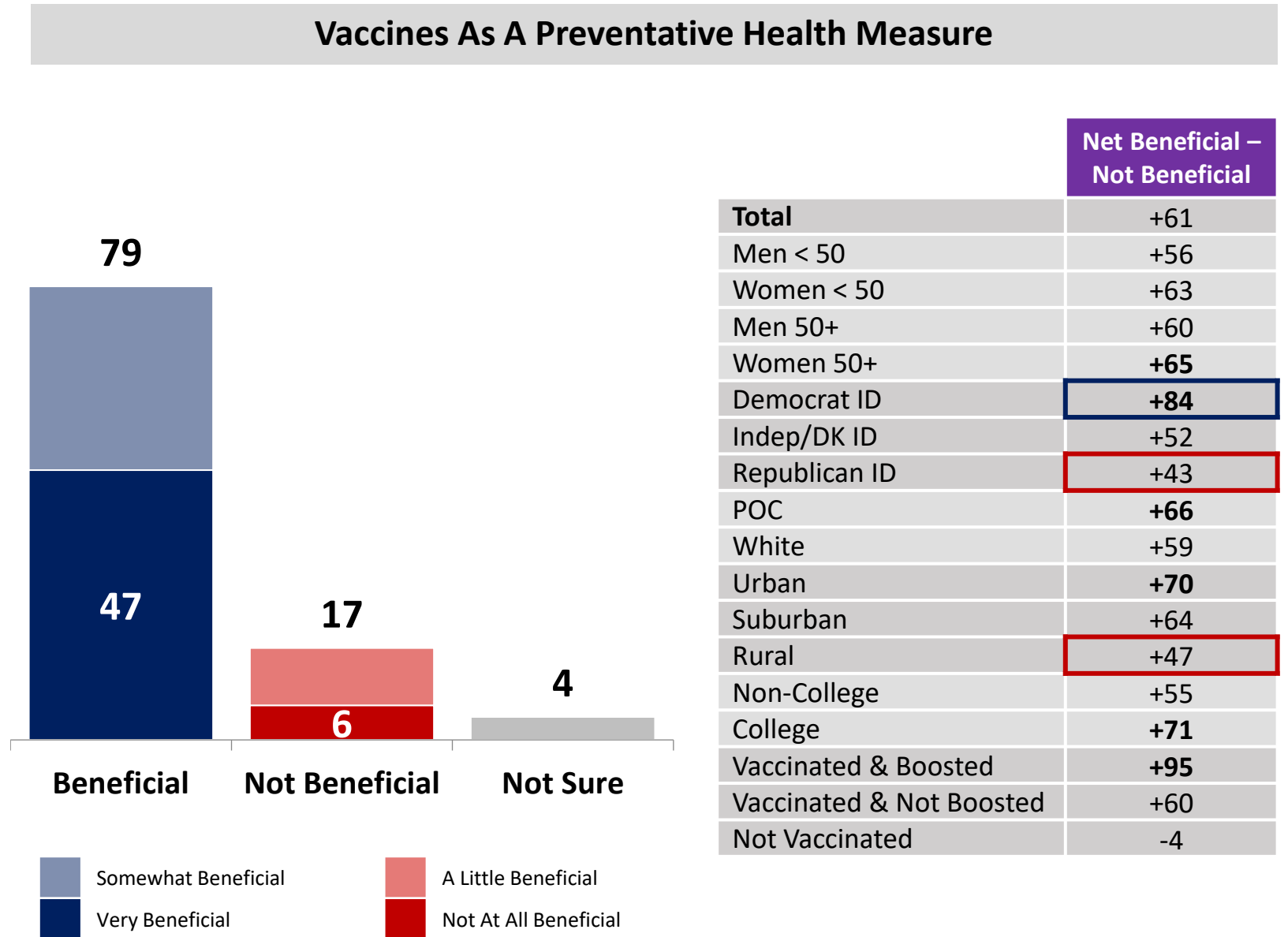


Q15/16. How safe do you believe that [medicines/vaccines] approved by the U.S. Food and Drug Administration (FDA) generally are? Select one

Overall, voters think vaccines are about as beneficial as they are safe, but intensity is much higher on health benefits than safety.

Women are much more convinced of the preventive health benefits of vaccines than men, particularly young men, and again, there are patterns by party, education, and urban density.

Voters of color are more likely than white voters to think vaccines are beneficial, though they are more skeptical of safety.

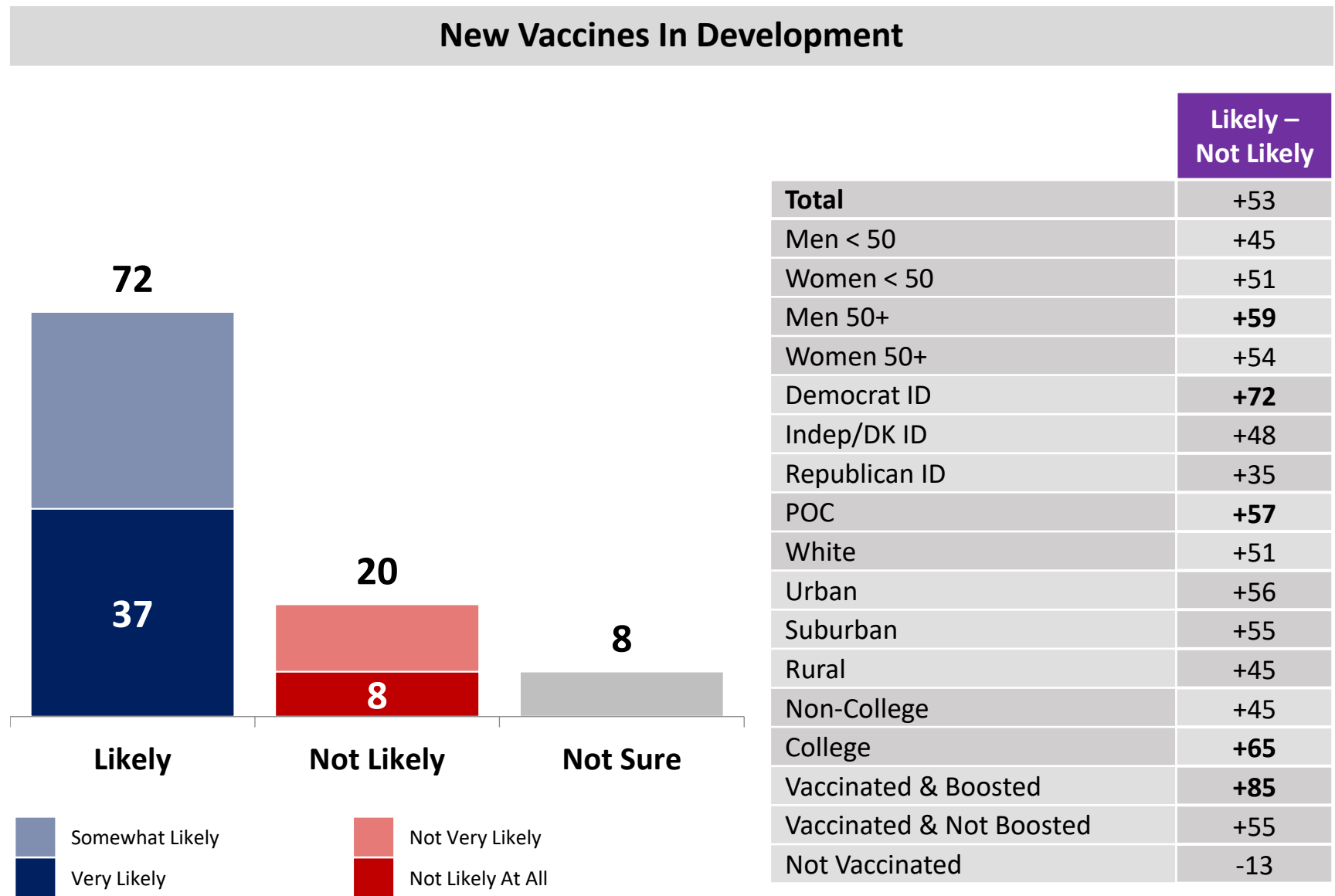


Q21. How beneficial do you believe that vaccines approved by the U.S. Food and Drug Administration (FDA) generally are as a preventive health measure? Select one

Across the board, voters are interested in new vaccines in development for diseases that don't currently have them.

There is a partisan pattern, but demographic patterns show some interesting deviations from other questions.

Older voters, particularly men, people of color, and college-educated voters say they are most likely to get these new vaccines.

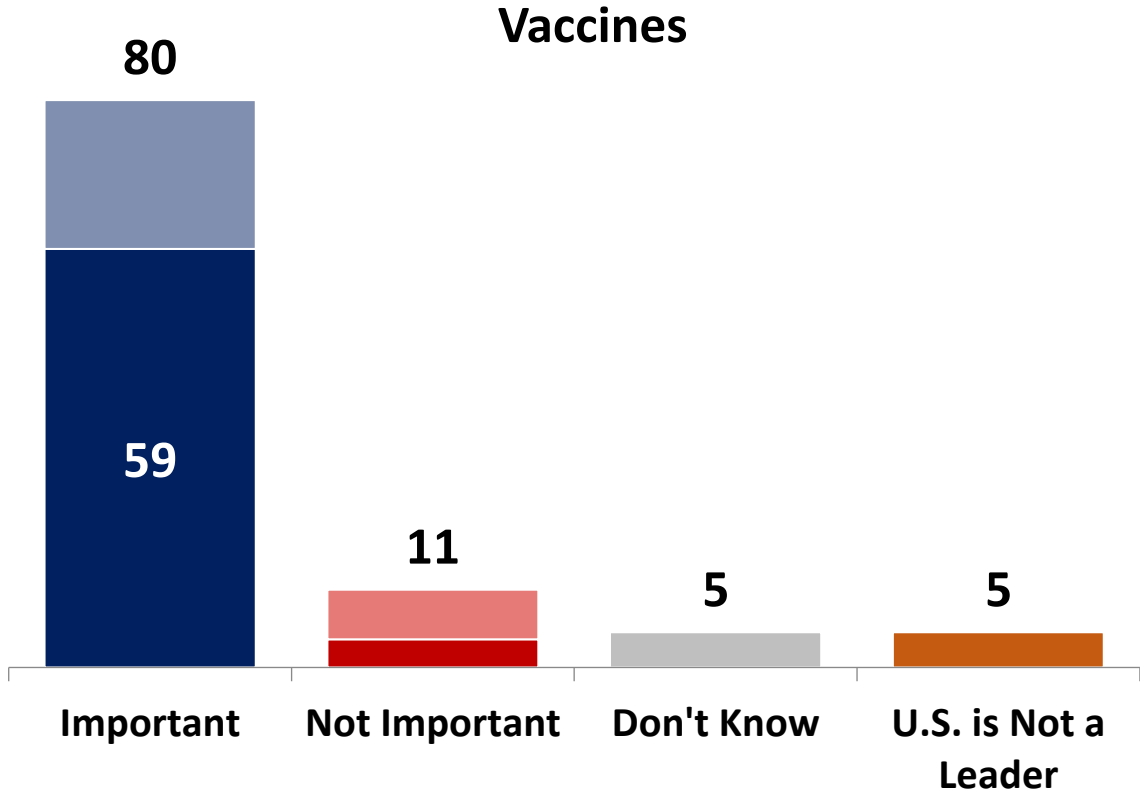
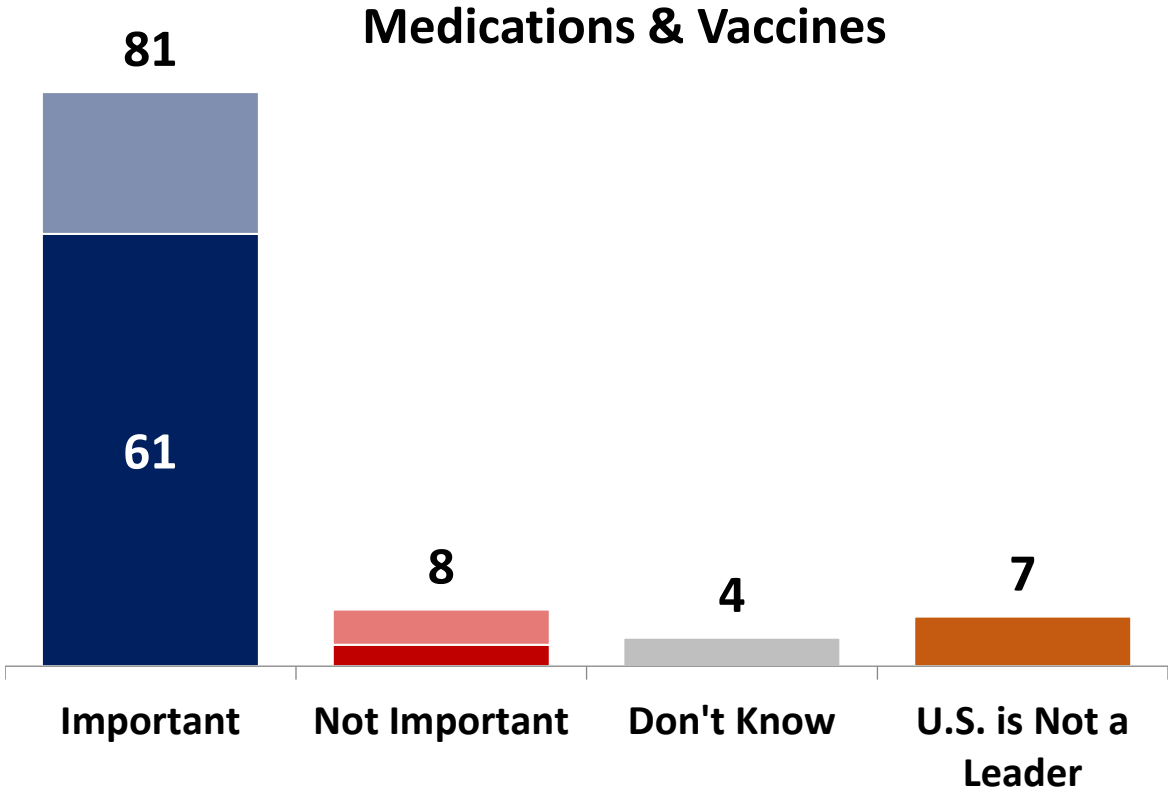


	Likely – Not Likely
Total	+53
Men < 50	+45
Women < 50	+51
Men 50+	+59
Women 50+	+54
Democrat ID	+72
Indep/DK ID	+48
Republican ID	+35
POC	+57
White	+51
Urban	+56
Suburban	+55
Rural	+45
Non-College	+45
College	+65
Vaccinated & Boosted	+85
Vaccinated & Not Boosted	+55
Not Vaccinated	-13

Q25. As you may know, new vaccinations are currently in development for many diseases that didn't have them before, including: Alzheimer's HIV/AIDS Parkinson's Lyme disease Certain common types of cancers, including breast and liver cancers Thinking about the diseases on this list that concern you personally, how likely would you be to seriously consider getting one or more of these new vaccines for yourself if they became available? Select one

There is only a very slight difference between how important voters think it is for the US to be a leader on developing “medications and vaccines” versus just “vaccines” – they view both as very important.

United States As A World Leader Developing New...



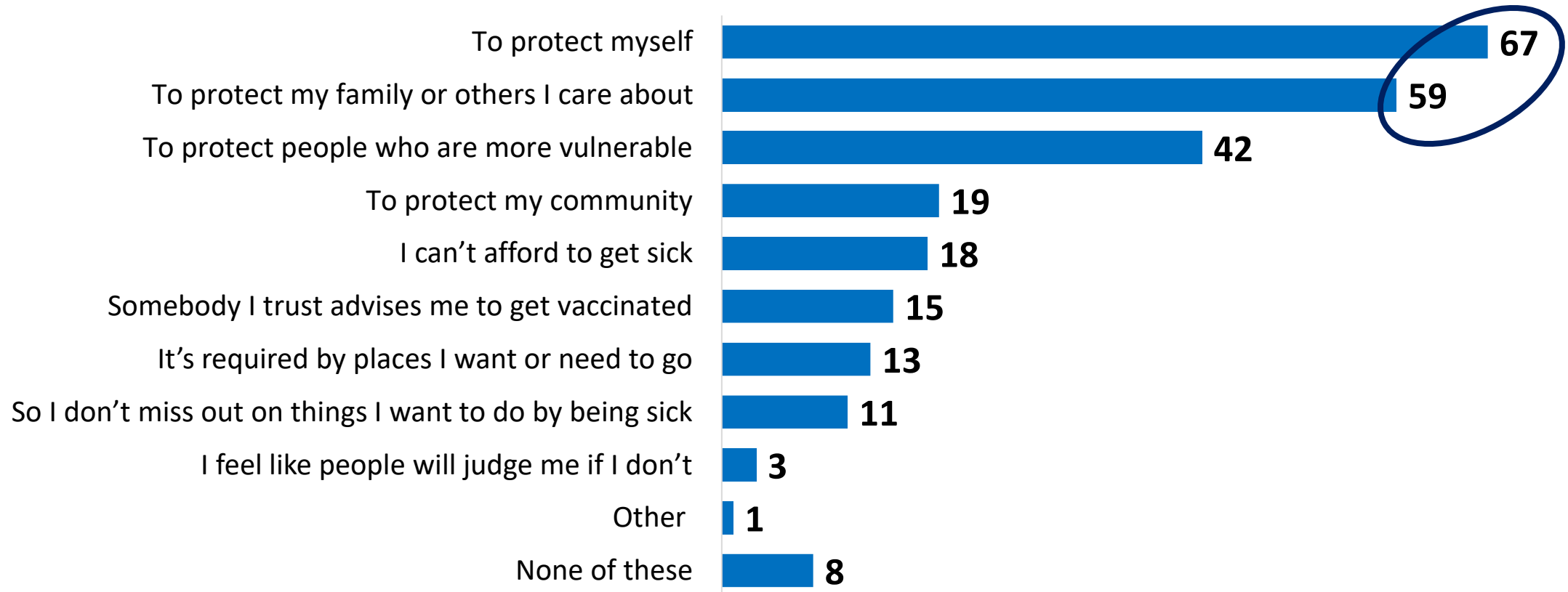
Questions Split-Sampled

- Somewhat Important
- Very Important
- A Little Important
- Not At All Important

Q26/27. SSC/SSD: How important is it to you that the United States remains a leader on developing new [medications and vaccines/vaccines]? Select one

Voters feel that the most compelling reasons to get vaccinated are to protect themselves and the people they care about. While voters also care about the idea of protecting the vulnerable, it doesn't resonate as much as protecting those close to you does.

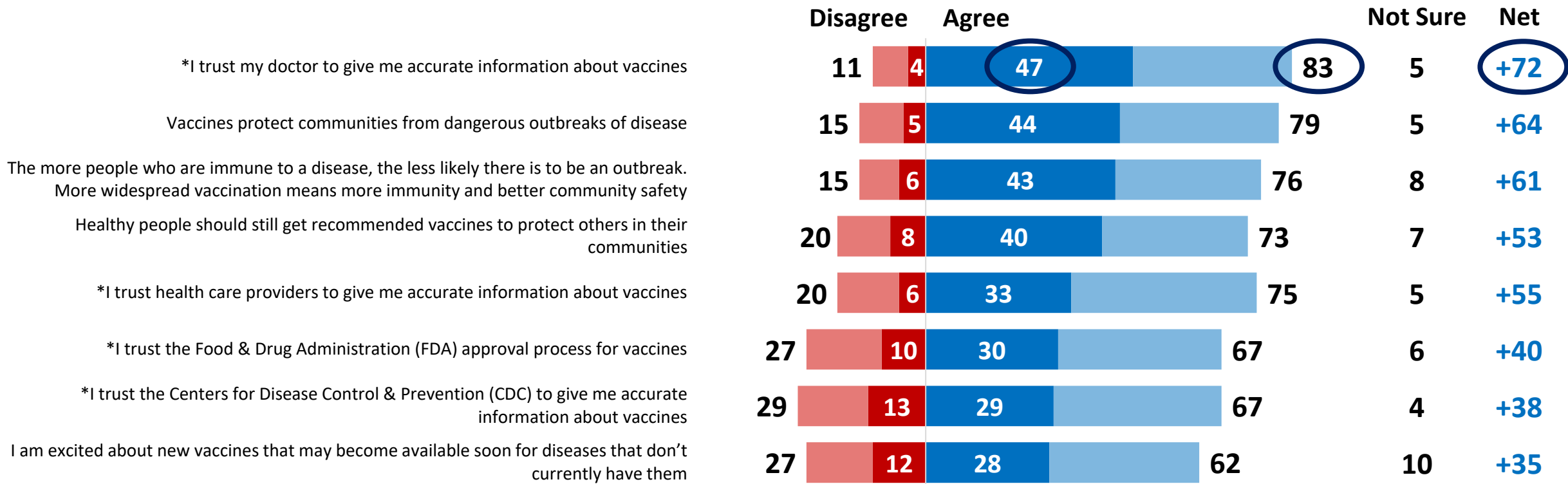
Top Reasons to Get Vaccinated



Q29. Below are some reasons some people say that they choose to get vaccinated. Which of these resonate most for you? You can select up to three. [RANDOMIZE] Select up to three

Large majorities of voters agree with several positive statements about the benefits of vaccines and trust doctors and healthcare providers to provide accurate information about vaccines. The top statement is that voters trust their own doctors. Voters have less trust in federal institutions like the FDA and CDC, though two-thirds still have confidence in those organizations. Six in ten are excited about new vaccines. Still, intensity for these statements is lower than it could be.

Statements About Vaccines: Tier 1 – Positive Statements



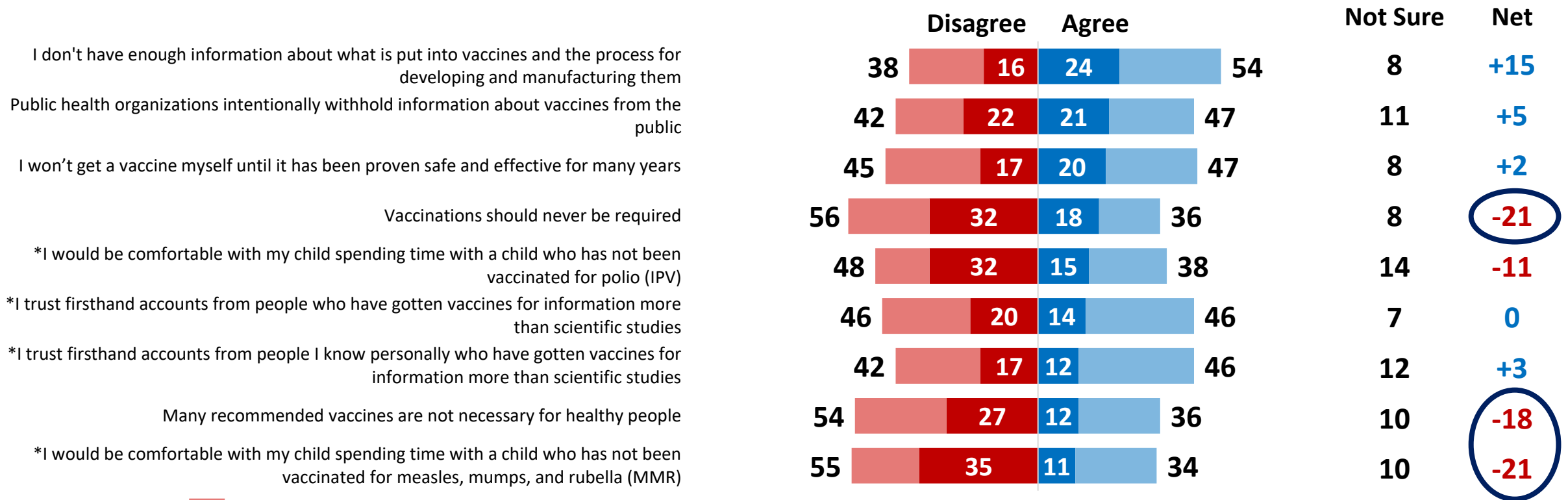
■ Agree Somewhat
■ Agree Strongly
■ Disagree Somewhat
■ Disagree Strongly

*Split-Sampled

Q31. Here are some statements about vaccines. For each, please indicate whether you agree or disagree with that statement. [RANDOMIZE ROWS] Select one for each option

Agreement with the vaccine-skeptical statements is lower, but over half of voters agree that they don't have enough information about what goes into vaccines. Voters have concerns that public health organizations intentionally withhold information about vaccines from the public and many trust firsthand accounts about vaccines more than they trust scientific studies. Vaccine-skeptical voters also want to see a vaccine proven safe and effective for many years before they will get it.

Statements About Vaccines: Tier 2 – Negative Statements



*Split-Sampled

Q31. Here are some statements about vaccines. For each, please indicate whether you agree or disagree with that statement. [RANDOMIZE ROWS] Select one for each option



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