

# Public Attitudes about COVID-19 Vaccination

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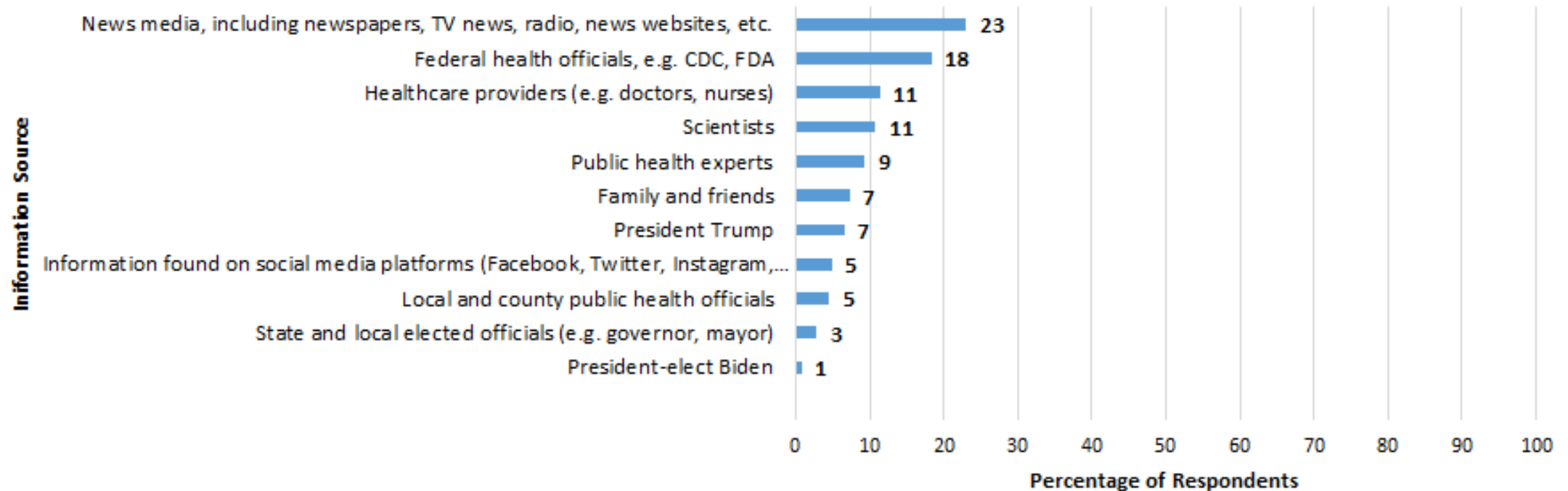
# **RAPID: Quantifying the Downstream Effects of COVID-19 Online Health Information on Risk Perceptions, Decision Making, Policy Preferences, and Preventive Health Behaviors (NSF Award #2031705)**

- Monthly panel survey of COVID related attitudes and behaviors
  - December 2020 to June 2021 (Dec. '20, Jan. '21, Feb. '21 reported here)
  - December Wave: N=1200, MOE +/- 2.9%; January Wave: N=937, MOE +/- 3.2%; February Wave: N=892, MOE +/- 3.3%
  - Analyses based on weighted data
  - Survey conducted by YouGov
- Collaboration between the NU Center for Communication & Public Policy and Ohio State University School of Communication



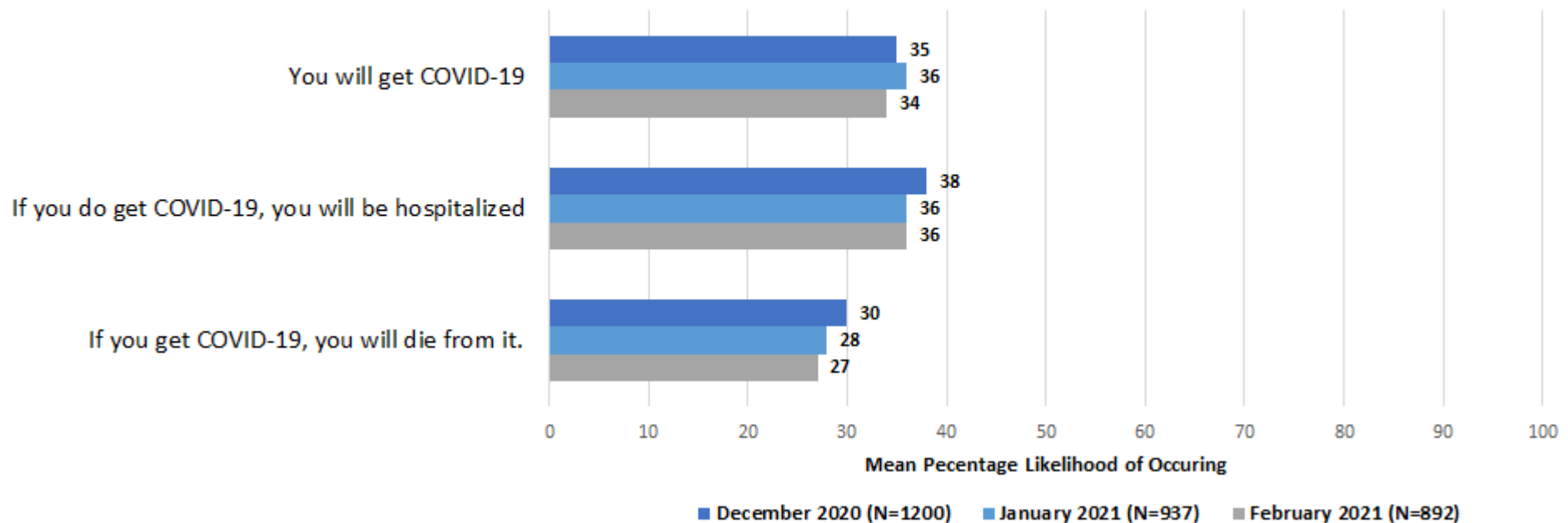
# Most Important Source of COVID-19 Information

Most Important Source of Information about COVID-19 Pandemic



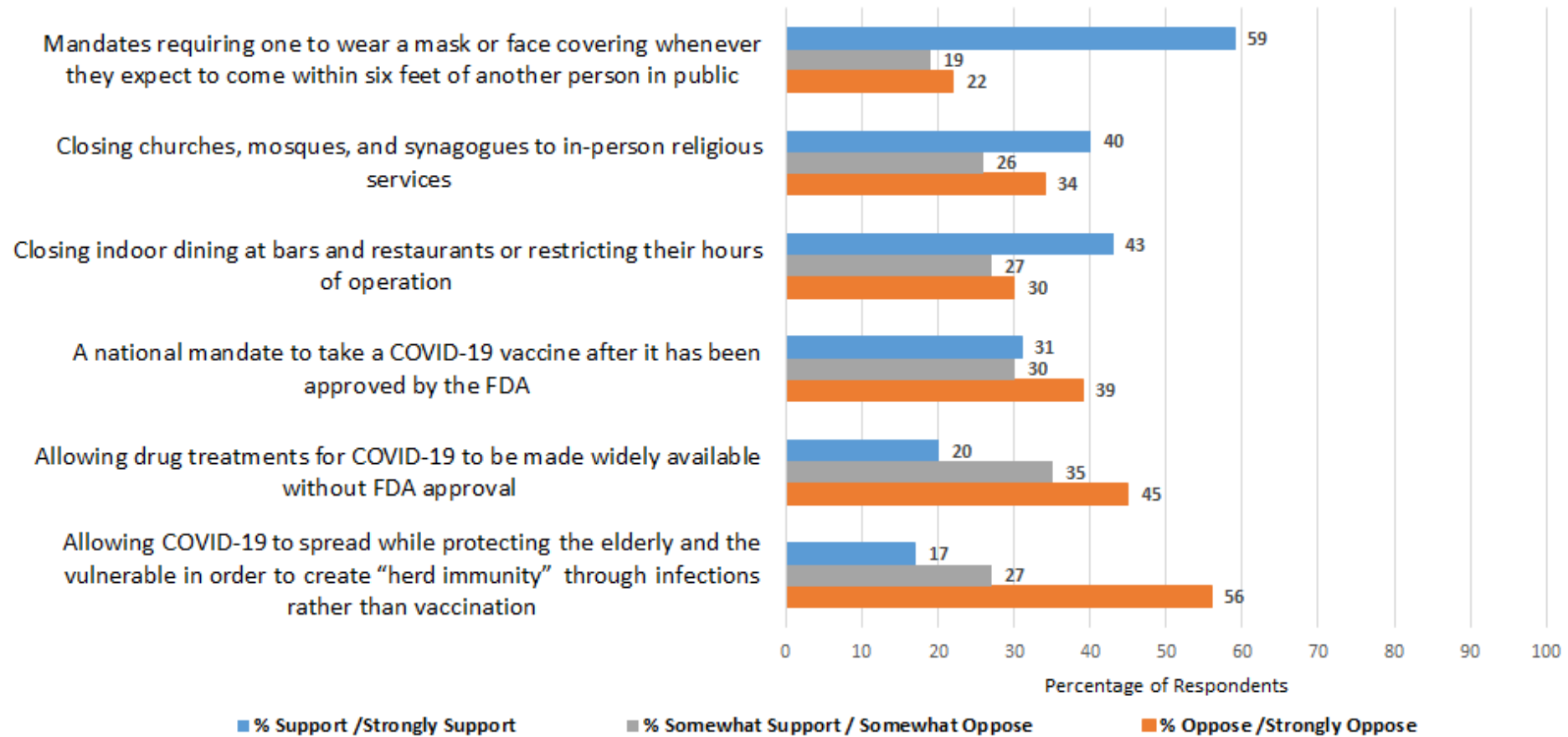
# Perceived Likelihood of Dying from COVID-19 Significantly Declines

Perceived Percentage Likelihood of Getting COVID-19 and Severity  
(December 2020 thru February 2021)



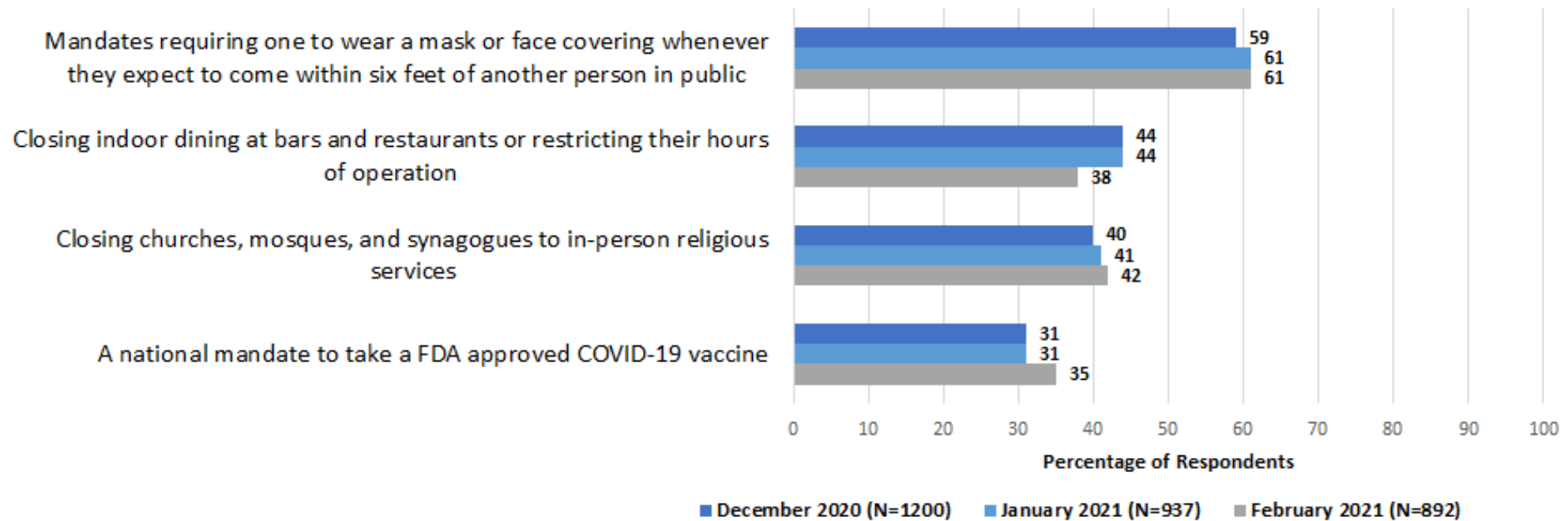
# Related COVID-19 Policy Preferences

## COVID-19 Related Policy Support/Opposition

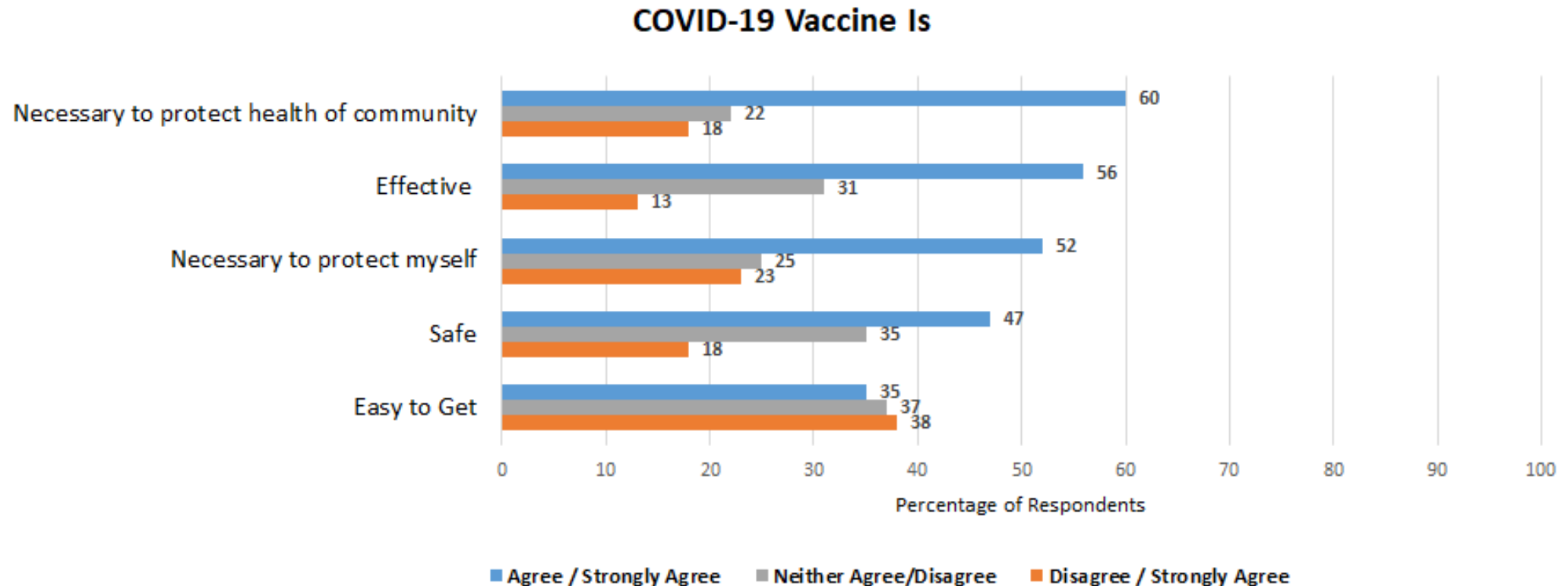


# Support for Restaurant Closings Drops, Vaccine Mandate Support Rises

Percentage that Strongly Support/Support Each Policy  
(December 2020 thru February 2021)

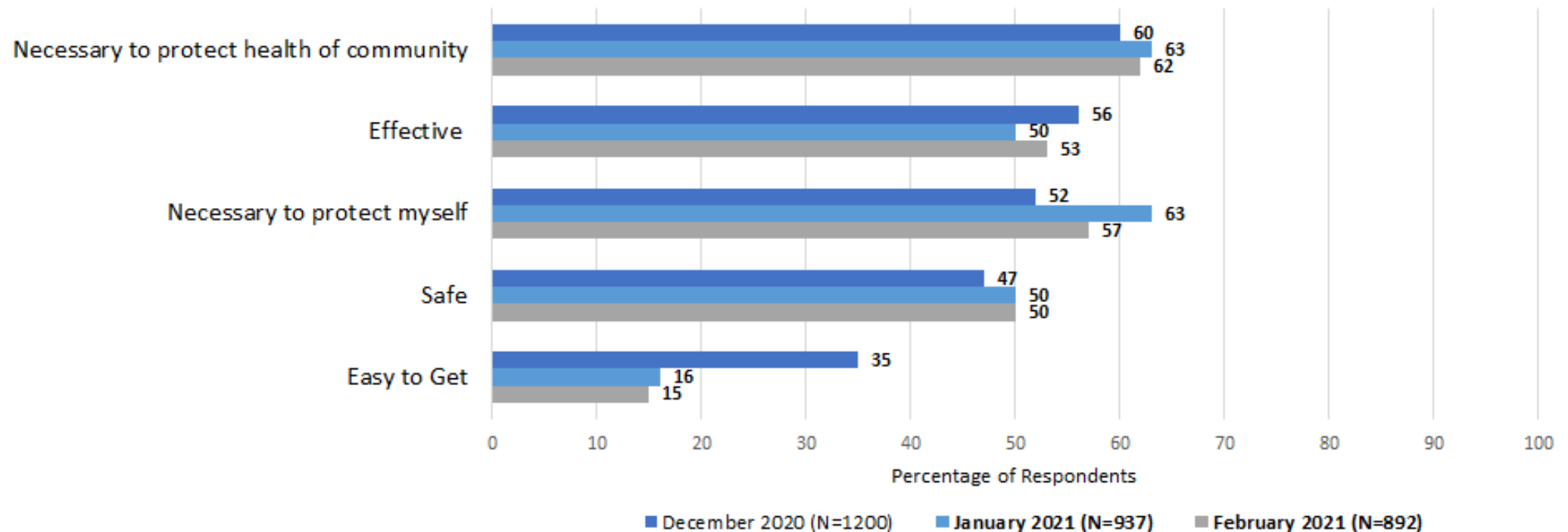


# Perceptions of COVID-19 Vaccine



# Necessary for Protecting Self Rises, Perceived Ease of Getting Plummetts

Percentage that Strongly Agree/Agree the COVID-19 Vaccine Is...





# Some Key Takeaways

- Most Americans say they rely most on high-credibility sources for COVID information
  - About half say either news, federal health agencies, or medical professional are most their important sources
  - Very few name social media or state and local leaders
- The perceived likelihood of getting COVID-19 and being hospitalized if sick have remained stable
  - However the perceived likelihood of dying from COVID-19 has significantly dropped since December

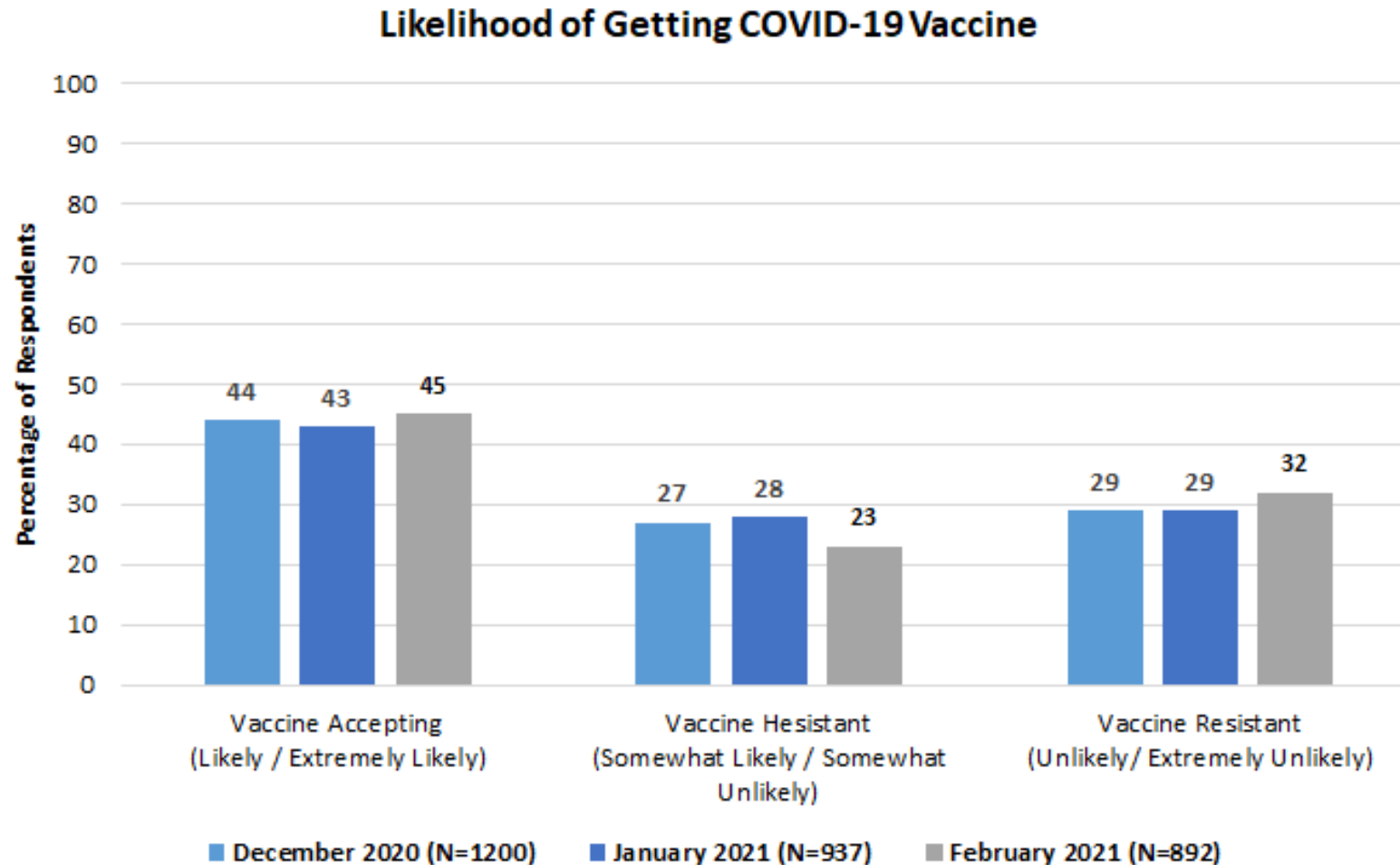
# Some Key Takeaways

- Most Americans support mask mandate, but not vaccine mandate
  - 60% versus 31% in December
  - Support for vaccine mandate significantly rose in February
- Support for closing bars and restaurants has significantly dropped in February, while support for closing places of worship remains stable

# Some Key Takeaways

- Americans evenly split on vaccine safety and effectiveness
- Six in ten say vaccination is important for protecting themselves and others
  - "Protection of self" jumped about 10% in January
- Big drop in perceived ease of getting the COVID-19 vaccine
  - From 35% believing it was easy in December to 16% in January and 15% in February

# Vaccination Intentions Remain Overall Steady Since December 2020



# What Differentiates "Vaccine Hesitant" from "Accepting?"

- More likely female, Black, more religious, and less interested in news
- Less trusting of healthcare providers and public health experts
- Less likely to get annual flu shot
- Perceive COVID-19 vaccine as less safe and somewhat less effective

# What Differentiates "Vaccine Resistant" from "Accepting?"

- More likely Black and younger, less education, less interest in news
- Less trusting of pharmaceutical companies and scientists
- Less likely to get flu shot
- Believe less likely to contract COVID-19 and less severe
- Perceive COVID-19 vaccine as less safe and less effective

# Strategic Implications for Communicating with Vaccine Hesitant

- Focus messaging on *safety* rather than effectiveness of vaccine – though monitor if perceptions of efficacy continue to drop
- Address historical distrust among Black community and build engagement
- Be aware of gender differences in vaccine communication
- Build trust in health providers and public health actors
- Leverage peer network and community champions, especially religious leaders and organizations



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# Thank You!

## Collaborators

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