

# COVID-19 Reminds Americans About the Value of Vaccines

As part of a series to understand the effects of COVID-19 on people, businesses and institutions, APCO Worldwide conducted a poll of Americans from March 26–27, 2020. In the latest polling, APCO, a global advisory and advocacy communications firm, explored how COVID-19 is impacting Americans' attitudes and behaviors related to healthcare.

This report focuses on views toward vaccine confidence and attitudes toward innovation.

**An overwhelming majority of Americans would get a vaccine that protects against the coronavirus if it were made available and there is a sense of hope that the current crisis will encourage more Americans to get vaccines recommended by the CDC. But, views toward vaccine safety have not shifted and only strengthened slightly when compared to two years ago.**

- 83% of Americans would be very (59%) or somewhat (24%) likely to **get a vaccine for coronavirus** if one were available and recommended by their physician. Just 6% say they are not at all likely to get the vaccine and 11% say they are not too likely.
  - Those who would NOT get a coronavirus vaccine today tend to be younger (33% of those 18-24 would be not too or not at all likely to get a vaccine), African American (33%), a student (33%) or make below \$25,000 a year (28%).
- 83% of Americans say it is very or somewhat likely that because of coronavirus, in 2021, **more people will get vaccines according to CDC recommendations.**
- Similarly, 68% agree that since preventing the spread of the virus is the only thing that will end the COVID-19 pandemic, **vaccines are valued more than ever.**
- **Yet, a majority of Americans (56%) say their views toward vaccine safety have not changed over the past year**, 39% say they now feel vaccines are either much or somewhat safer. This trend is a continuation of what was seen in February 2018, where half (49%) hadn't changed their views and 43% said vaccines are safer.

**Americans want to see renewed emphasis on vaccine development in light of the current crisis and are unconvinced that sufficient funding has been in place leading up to now.**

- By wide majorities, Americans agree that **more public funding should be put towards funding vaccine development** (68% agree) and that **private companies should be required to research vaccines**, even if not profitable (61%).
- Three-quarters agree that today **researchers across the world are working together to develop a COVID-19 vaccine** (76% agree), as are American researchers in government and private industry (73% agree).
- But less than half of Americans are convinced that **government funding over the past year for vaccines development has been sufficient** (46% agree) or that **private companies have put a priority** on developing vaccines (46% agree).
- Looking ahead, **83% of Americans believe there will be more support for government funding of vaccine research in 2021** because of the pandemic.
- Notable too, is that more than half (58%) acknowledge that because American research is well funded, in part by drug pricing, **COVID-19 breakthroughs are most likely to come from a U.S. pharmaceutical company.**

Methodology Note: APCO Worldwide conducted a poll of n=1,000 American adults on March 26, 2020 and another of n=1,000 American adults on March 27, 2020. The studies are based on a national sample balanced by age, gender and region. For more information about this study or other content in APCO's series, please visit [www.apcoworldwide.com/coronavirus/](http://www.apcoworldwide.com/coronavirus/)