

KANTAR

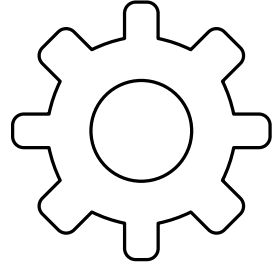
International public opinion: Research on the vaccination campaign against COVID-19

A study across France, Germany, Great Britain, Italy, Netherlands, India and the USA

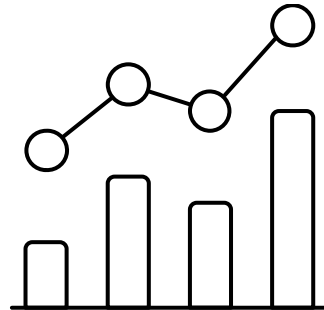
January 2021



1 Methodology



2 Detailed results



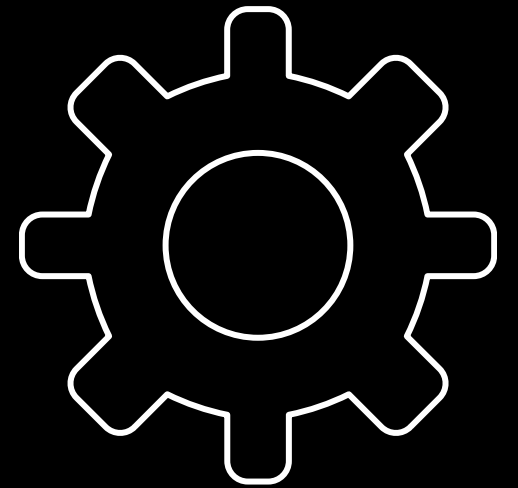
The percentages indicated in this document may not always add up to 100% due to:

- Rounding effect
- Multi-choice questionnaire design (for some questions, respondents could provide more than one answers – in which case the total can exceed 100%);

Please contact public@kantar.com for further information or the data tables.

1

Methodology



Our study on international public opinion concerning the vaccination campaign

7,133 participants

1,000 aged 18+ in each of the 7 countries surveyed

13 – 26 January

Online

Compliant with social distancing protocols



Methodology



GB



USA



France



Germany



Italy



Netherlands



India



FIELDWORK DATES

13-26
January 2021

13-26
January 2021

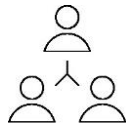
13-26
January 2021

13-26
January 2021

13-26
January 2021

13-26
January 2021

13-26
January 2021



SAMPLE

1034 aged 18+.

The data was weighted to match population totals for age and gender.

1098 aged 18+.

The data was weighted to match population totals for age and gender.

1000 aged 18+.

The data was weighted to match population totals for age and gender.

1000 aged 18+.

The data was weighted to match population totals for age and gender.

1001 aged 18+.

The data was weighted to match population totals for age and gender.

1000 aged 18+.

The data was weighted to match population totals for age and gender.

1000 aged 18+.

The data was weighted to match population totals for age and gender.



METHOD

Online sampled from online access panels. Self-completion,

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Q1 - Think about vaccines against Coronavirus

When a COVID-19 vaccine is available to you, how likely would you be to get it?



GB



USA



France



Germany



Italy



Netherlands










India

	Jan 2021	Nov 2020	June 2020	Jan 2021	Nov 2020	June 2020	Jan 2021	Nov 2020	June 2020	Jan 2021	Nov 2020	June 2020	Jan 2021	Nov 2020	June 2020	Jan 2021	Nov 2020	June 2020	Jan 2021	Nov 2020	June 2020
Definitely	58%	43%	50%	39%	30%	47%	29%	21%	29%	41%	35%	39%	55%	38%	43%	53%	NA*	NA*	50%	NA*	NA*
Probably	19%	32%	28%	23%	36%	23%	23%	33%	30%	27%	32%	28%	25%	40%	31%	23%	NA*	NA*	33%	NA*	NA*
Probably not	8%	11%	9%	13%	14%	10%	20%	19%	14%	14%	15%	11%	6%	10%	9%	9%	NA*	NA*	8%	NA*	NA*
Definitely not	6%	8%	5%	14%	11%	9%	17%	14%	10%	9%	12%	12%	6%	6%	8%	8%	NA*	NA*	4%	NA*	NA*
Already vaccinated	2%			2%			1%			1%			1%			1%	NA*	NA*	1%	NA*	NA*
Don't know	8%	6%	8%	10%	9%	11%	11%	14%	18%	9%	6%	10%	8%	6%	9%	7%	NA*	NA*	5%	NA*	NA*

*Figures for November and June 2020 are from Kantar's research on Propensity to get vaccinated against COVID-19 across 7 countries, Netherlands and India were not covered.

Q2 - The main concerns about the Coronavirus (Covid-19) vaccine

What are the two main reasons you currently plan not to get vaccinated?

	 GB	 USA	 France	 Germany	 Italy	 Netherlands	 India
	Jan 2021	Jan 2021	Jan 2021	Jan 2021	Jan 2021	Jan 2021	Jan 2021
I think Coronavirus will go away/get less severe of its own accord	7%	4%	4%	4%	9%	11%	9%
I am concerned about safety of the vaccine / there is not enough evidence yet about safety	41%	52%	46%	51%	43%	46%	27%
I don't trust those creating the vaccines	16%	21%	24%	18%	19%	20%	15%
I would prefer to gain natural immunity / I think that I am already immune	12%	11%	14%	14%	8%	14%	18%
I don't believe the vaccines will be effective	14%	11%	16%	14%	10%	12%	18%
I think the threat of Coronavirus has been over-exaggerated	18%	12%	7%	16%	11%	14%	9%
I don't need a vaccine to prevent myself from getting Coronavirus	5%	5%	5%	6%	3%	4%	7%
My beliefs oppose vaccination	3%	5%	1%	6%	6%	2%	9%
I want more information about the vaccines before I decide	28%	28%	34%	27%	28%	22%	29%
I have a fear of needles	7%	5%	3%	3%	2%	4%	5%
I am at risk of allergy from the vaccine	6%	6%	5%	7%	9%	11%	15%
I don't need it as I am at a low risk of getting seriously ill with it	12%	10%	8%	7%	11%	10%	10%
Don't know	2%	2%	1%	3%	2%	2%	1%

Q3 - Satisfaction towards government action

How satisfied are you with the way your government and health authorities are organizing the vaccination campaign in your country?



Very satisfied	19%	14%	5%	8%	13%	14%	48%
Somewhat satisfied	42%	29%	26%	35%	45%	44%	37%
Sub-total Satisfied	61%	43%	31%	43%	58%	58%	85%
Somewhat dissatisfied	19%	20%	28%	29%	20%	21%	8%
Very dissatisfied	15%	28%	32%	22%	17%	17%	5%
Sub-total Dissatisfied	34%	48%	60%	51%	37%	38%	13%
Don't know	6%	9%	9%	5%	5%	5%	2%

Q4 - Sources considered reliable for information on a Coronavirus vaccine

Which of the following sources do you consider reliable for information on a Coronavirus (Covid-19) vaccine



GB



USA



France



Germany



Italy



Netherlands



India

	Jan 2021	Nov 2020	Jan 2021	Nov 2020	Jan 2021	Nov 2020	Jan 2021	Nov 2020	Jan 2021	Nov 2020	Jan 2021	Nov 2020	Jan 2021	Nov 2020
My family's doctor	31%	42%	43%	52%	46%	61%	41%	49%	43%	51%	40%		29%	
Doctors who speak in the media	27%	31%	22%	27%	17%	20%	28%	27%	19%	19%	28%		29%	
My pharmacist	18%	19%	16%	21%	21%	26%	11%	12%	8%	8%	10%		13%	
The health authorities in my country	45%	62%	35%	50%	26%	43%	39%	57%	55%	63%	49%		42%	
My country's government	30%	31%	11%	14%	13%	18%	25%	39%	24%	30%	30%		44%	
Traditional media (newspapers, TV news, etc)	20%	14%	18%	14%	12%	7%	26%	21%	14%	11%	18%	NA*	25%	NA*
Social media (Facebook, Twitter, etc)	6%	6%	9%	9%	5%	6%	5%	5%	4%	4%	4%		26%	
People around me	6%	9%	11%	11%	8%	7%	7%	8%	6%	6%	8%		18%	
I don't find any source reliable for information regarding the vaccine (new item)	16%	NA	19%	NA	24%	NA	17%	NA	13%	NA	14%		5%	

*Figures for November 2020 are from Kantar's research on Propensity to get vaccinated against COVID-19 across 7 countries, Netherlands and India were not covered.