Ipsos Mori Uptake of the Covid-19 Coronavirus March 2021

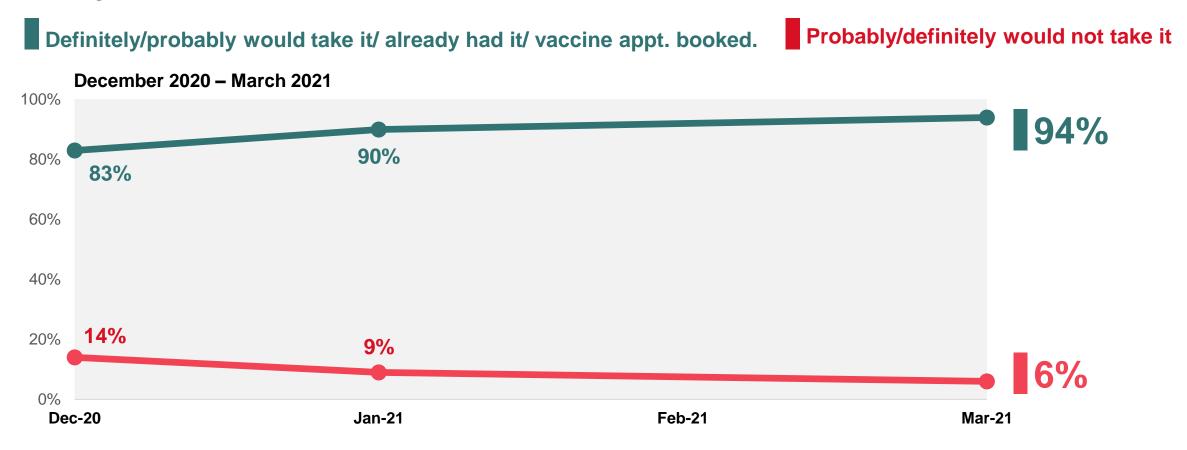
AUSTRAL

KnowledgePanel®



Would you take a vaccine against COVID-19?

If a vaccine against COVID-19 was available for anyone who wanted it, how likely or unlikely would you be to take the vaccine?



Base: 8,352 UK adults 16+, 18-24 March 2021; **6,767** adults 16+ 21-27 January 2021; **3,913** adults aged 16+, 10-16 December 2020. *Fieldwork took place in the very early stages of the vaccine roll out. The first vaccine was given on 8th December.

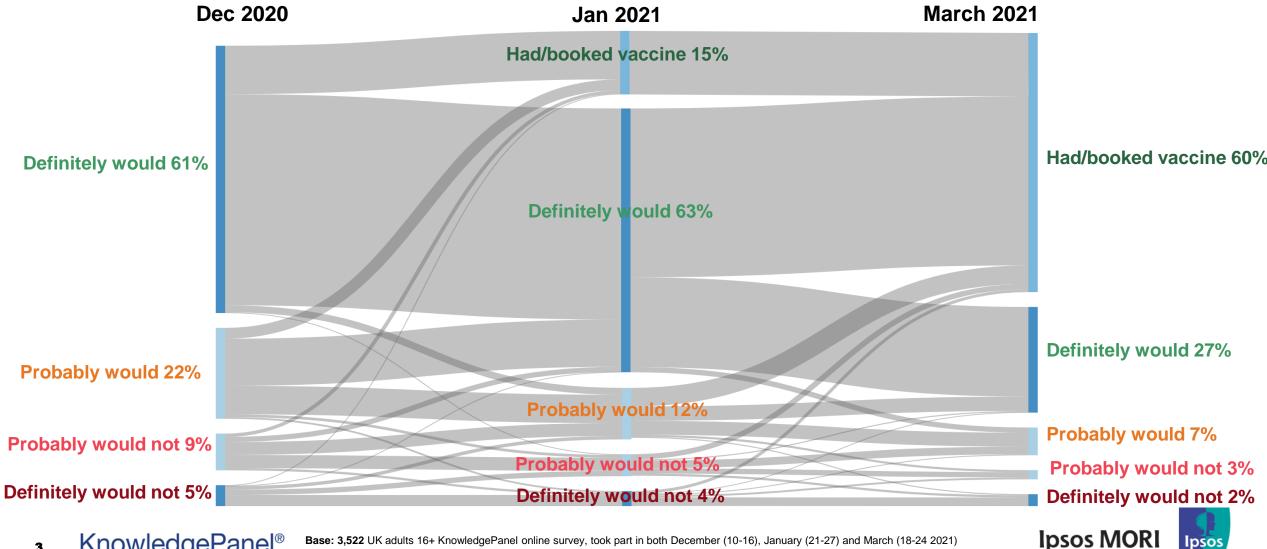
2 KnowledgePanel®

Ipsos MORI Ipsos

Ipsos MORI Attitudes to Vaccines KnowledgePanel Wave 10 PUBLIC

Would you take a vaccine against COVID-19?

If a vaccine against COVID-19 was available for anyone who wanted it, how likely or unlikely would you be to take the vaccine?



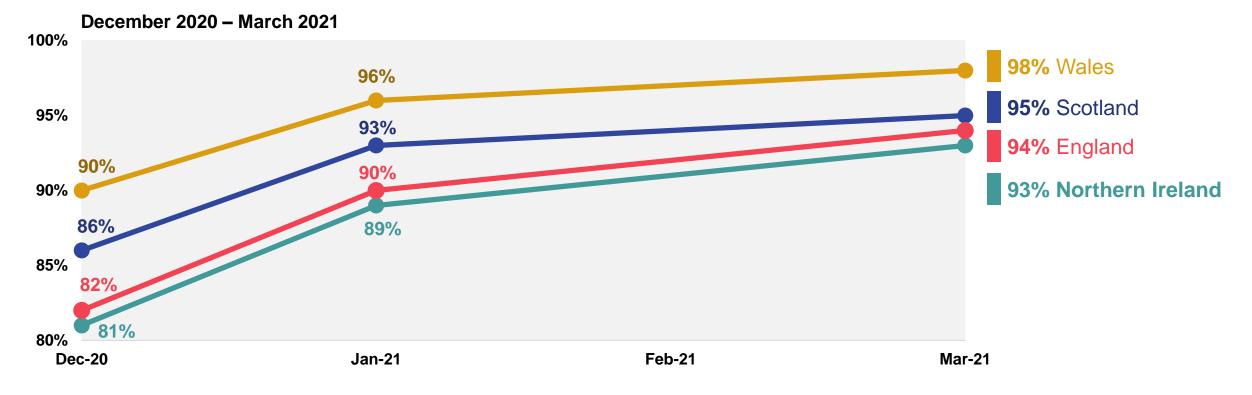
KnowledgePanel® 3

Base: 3,522 UK adults 16+ KnowledgePanel online survey, took part in both December (10-16), January (21-27) and March (18-24 2021) Ipsos MORI Attitudes to Vaccines KnowledgePanel Wave 10 PUBLIC

Would you take a vaccine against COVID-19? By nation

If a vaccine against COVID-19 was available for anyone who wanted it, how likely or unlikely would you be to take the vaccine?

Definitely/probably would take it/ already had it/ vaccine appt. booked.



Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021 Including adults 16+ in England (5505), Scotland (1823), Wales (257), Northern Ireland (767) in latest wave.

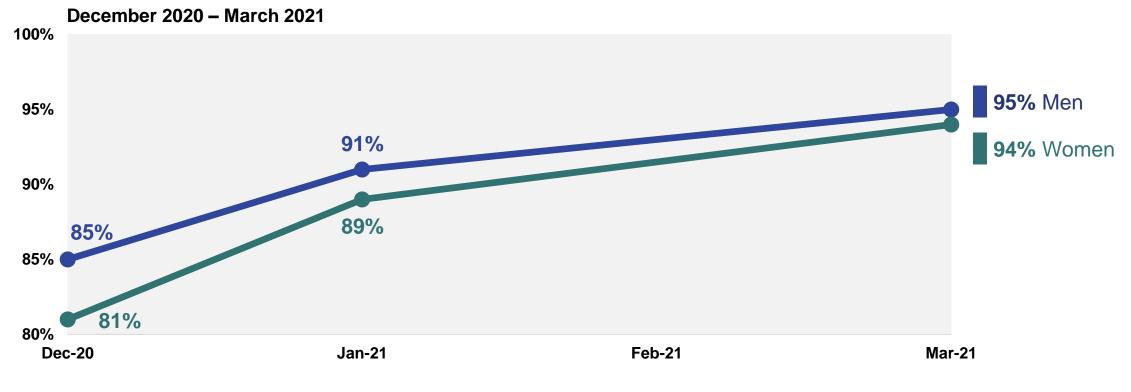
4 KnowledgePanel[®]

Ipsos MORI Ipsos

Would you take a vaccine against COVID-19? By gender

If a vaccine against COVID-19 was available for anyone who wanted it, how likely or unlikely would you be to take the vaccine?

Definitely/probably would take it/ already had it/ vaccine appt. booked.



Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021 Including adults 16+ who are male (4048) and female (4260) in latest wave.

5 KnowledgePanel[®]

Ipsos MORI Ipsos

Would you take a vaccine against COVID-19? By age group

Imagine that a vaccine against COVID-19 was available for anyone who wanted it. How likely or unlikely would you be to take the vaccine? % Definitely/probably would/ already had it/have an appt. booked 16-24 year olds



Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021

Including adults aged 16-24 (385), 25-34 (898), 35-44 (1185), 45-54 (1602), 55-64 (1949), 65+ (2333) in latest wave.



Ipsos MORI

Ipsos MORI Attitudes to Vaccines KnowledgePanel Wave 10 PUBLIC

Would you take a vaccine against COVID-19? By IMD quintile

Imagine that a vaccine against COVID-19 was available for anyone who wanted it. How likely or unlikely would you be to take the vaccine?

% Definitely/probably would/ already had it/have an appt. booked



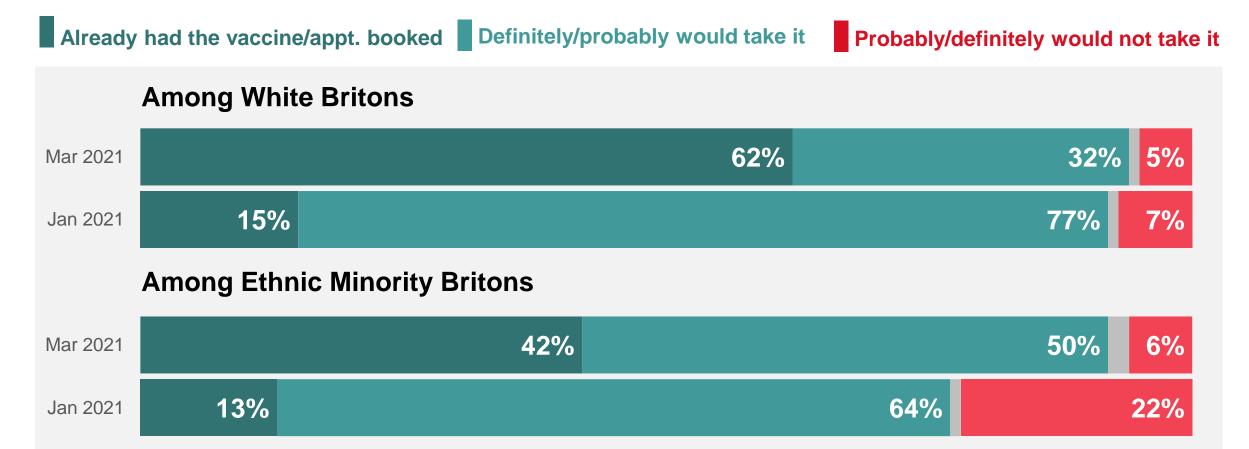
Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021 Including adults in IMD quintiles 1 (894), 2 (1264), 3 (1617), 4 (2051), 5 (2526) in latest wave.

KnowledgePanel[®]



Would you take a vaccine against COVID-19? By ethnicity

If a vaccine against COVID-19 was available for anyone who wanted it, how likely or unlikely would you be to take the vaccine?



Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021

Including adults who are White Britons (7819) and ethnic minority Britons (451) in latest wave.

KnowledgePanel[®]

Ipsos MORI

Would you take a vaccine against COVID-19? By ethnicity

If a vaccine against COVID-19 was available for anyone who wanted it, how likely or unlikely would you be to take the vaccine?

Definitely/probably would take it/ already had it/ vaccine appt. booked.

Probably/definitely would not take it

Among White Britons

Mar 2021		94%	5%
Jan 2021		92%	7%
Dec 2020	85%		13%

Among Ethnic Minority Britons

Mar 2021		92%	6%
Jan 2021		77%	22%
Dec 2020	70%		30%

Base: 8352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021

Including adults who are White Britons (7819) and ethnic minority Britons (451) in latest wave.

School KnowledgePanel[®]



Four key themes emerge among reasons for changing to more positive view of taking a COVID-19 vaccine

In previous surveys, you mentioned that you probably would not or definitely would not take the vaccine. What has persuaded you to change your mind? Why have you taken the vaccine, or are now more likely to take the vaccine in the future? Please provide as much detail as possible

Travel and vaccine passports *I* would take that vaccine to be sure that I could travel and take advantage of other opportunities that may only be available to vaccinated people. However I would still prefer to have an antibody test first. Female, White, 48 **Evidence of impact and effectiveness** *I* didn't think I would need it. I still don't think I need it. But it is now clear I will help others by having it. Male, 49, White

Pressure from others *Moral pressure from family members, the theory that I would be less likely to pass the virus to others.* Female, 62, White **Benefits emerge over time** *Time has eased my concerns. As more people are vaccinated around the world and locally I feel more comfortable. I didn't ever think I would out right say no to a vaccine but I wasn't jumping up to be first in line. Now I'm at a point where I would happily get it tomorrow.* Female, Pakistani, 32

10 KnowledgePanel®

Base: 278 UK adults 16+ who had changed their views on COVID-19 to be more positive, KnowledgePanel online survey, 18-24 March 2021 Ipsos MORI Attitudes to Vaccines KnowledgePanel Wave 10 PUBLIC



Why would you be unlikely to take the vaccine?

Which, if any, of the following reasons explain why you would not take the vaccine for COVID-19?

Among those who said they would be unlikely to take the vaccine

I am worried about the long-term effects on my health	49%	+5
I am worried about the side effects	47%	+6
I would want to wait to see how well the vaccine works	41%	-5
I do not think it will be safe	35%	+7
I do not feel the coronavirus is a personal risk	29%	+11
I am worried about a possible link with blood clots	22%	N/A*
I do not think it will work	16%	0
I am worried about the effect on existing health conditions	13%	+4
I am against vaccines in general	10%	0
I already had coronavirus but did not have a positive test	6%	+1
I've already tested positive for the coronavirus	5%	0
I am worried the vaccine will give me the coronavirus	5%	+1
I am worried it might be painful	3%	0
I am pregnant and afraid of the effects on my baby	3%	+2
Another reason	12%	-1
Don't know	5%	+3

Base: 327 UK adults 16+ all who won't take the vaccine or don't know, KnowledgePanel online survey, 18-24 March 2021

11 KnowledgePanel®

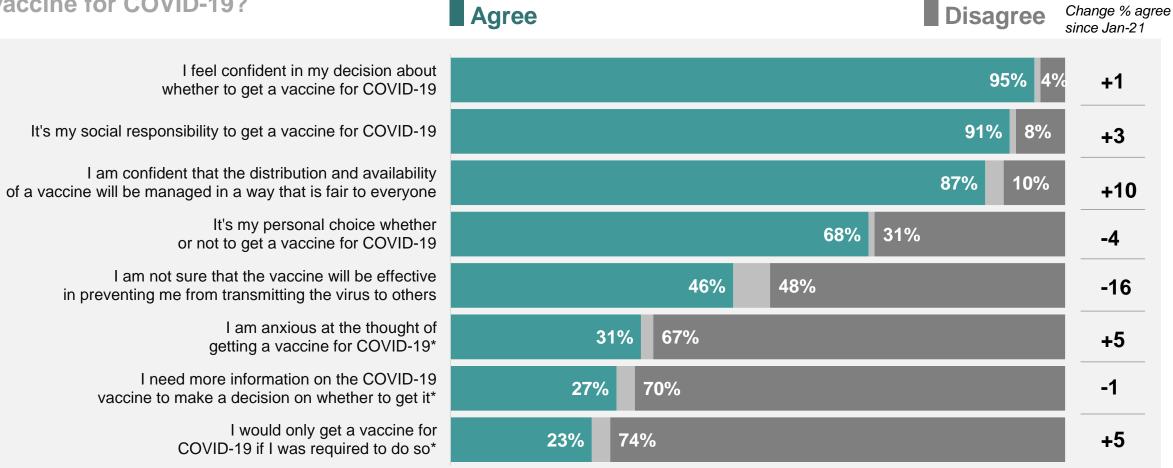


Ipsos MORI Attitudes to Vaccines KnowledgePanel Wave 10 PUBLIC

Change since Jan-21

Attitudes towards receiving the COVID-19 vaccine

For each of the following statements, please rate how you feel when thinking about getting a vaccine for COVID-19?



Base: 8,352 UK adults 16+, KnowledgePanel online survey, 18-24 March 2021

* The starred questions were asked to those who had not had a vaccine and had not yet booked an appointment either

12 KnowledgePanel®



Ipsos MORI Attitudes to Vaccines KnowledgePanel Wave 10 PUBLIC

Request for more information on long-term side effects top issue for those who are unsure and say they need more information before making a decision

You mentioned that you need more information to help make a decision on whether to get the vaccine. What specifically do you need more information on to help you make a decision? What questions do you still have unanswered about the vaccine?

Concern about long term The more info I need you will not be able to provide because like all vaccines only the future / hindsight will provide those answers. How much of a lottery and the outcome will yet to be seen. Male, 54, White

Value of vaccine *I am not in Groups 1-9. If the priority groups have been vaccinated, I need more information on how useful a vaccine is to the rest of the population, especially with mutations.* Female, 43, Indian

Future impact *I'd like to know if there is any truth to the claims that it could affect fertility in the future.* Female, 32, White

Concern about long term *I'd like to know the long term health effects of the newly rushed out vaccine. I might consider getting the vaccine in 5 - 10 years.* Male, 27, White

Evidence of impact and effectiveness Health implications and details on its effectiveness on preventing transmission Male, 41, White



13 KnowledgePanel®

Base: 278 UK adults 16+ who had changed their views on COVID-19 to be more positive, KnowledgePanel online survey, 18-24 March 2021 Ipsos MORI Attitudes to Vaccines KnowledgePanel Wave 10 PUBLIC

Change since Jan-21

Where do you receive information about the COVID-19 vaccine from?

Where do you go most frequently to get your information on the COVID-19 vaccines?

KnowledgePanel®

14

National guidelines or recommendations	67%	+2
Articles in the media	49%	+6
Your GP or other health care professional	25%	+7
Family and friends	21%	+4
Social media	18%	0
Website or online information from the pharmaceutical company	15%	0
Online medical website	14%	-2
Pharmacist	4%	0
Online medical forums	4%	0
Other	6%	-1

Base: 8,352 UK adults 16+ who have not yet had a vaccine and do not have appointment yet, KnowledgePanel online survey, 18-24 March 2021



KnowledgePanel Methodological Note

The UK KnowledgePanel is a random probability online panel of approximately 13,000 UK adults aged 16+. It provides an accessible random probability alternative to face-to-face and telephone based methods, and offers a high quality and efficient means of obtaining survey results using a single data collection method.

Panellists to the KnowledgePanel are recruited via a push-to-web methodology using random probability unclustered address-based sampling. Up to two adults aged 16 and over in each household are invited to join the panel. Members of the public who do not have internet access or are digitally excluded are offered an internet-enabled device which allows them to complete KnowledgePanel surveys online.

Survey methodological note

Achieved interviews:

8,352 adults aged 16+, UK residents, 18-24 March 2021

6,767 adults aged 16+, UK residents, 21-27 January 2021

3,913 adults aged 16+, UK residents, 10-16 December 2020.

KnowledgePanel[®]



Ipsos MORI

March 2021

For more information

Kelly Beaver Managing Director kelly.beaver@ipsos.com

KnowledgePanel®

