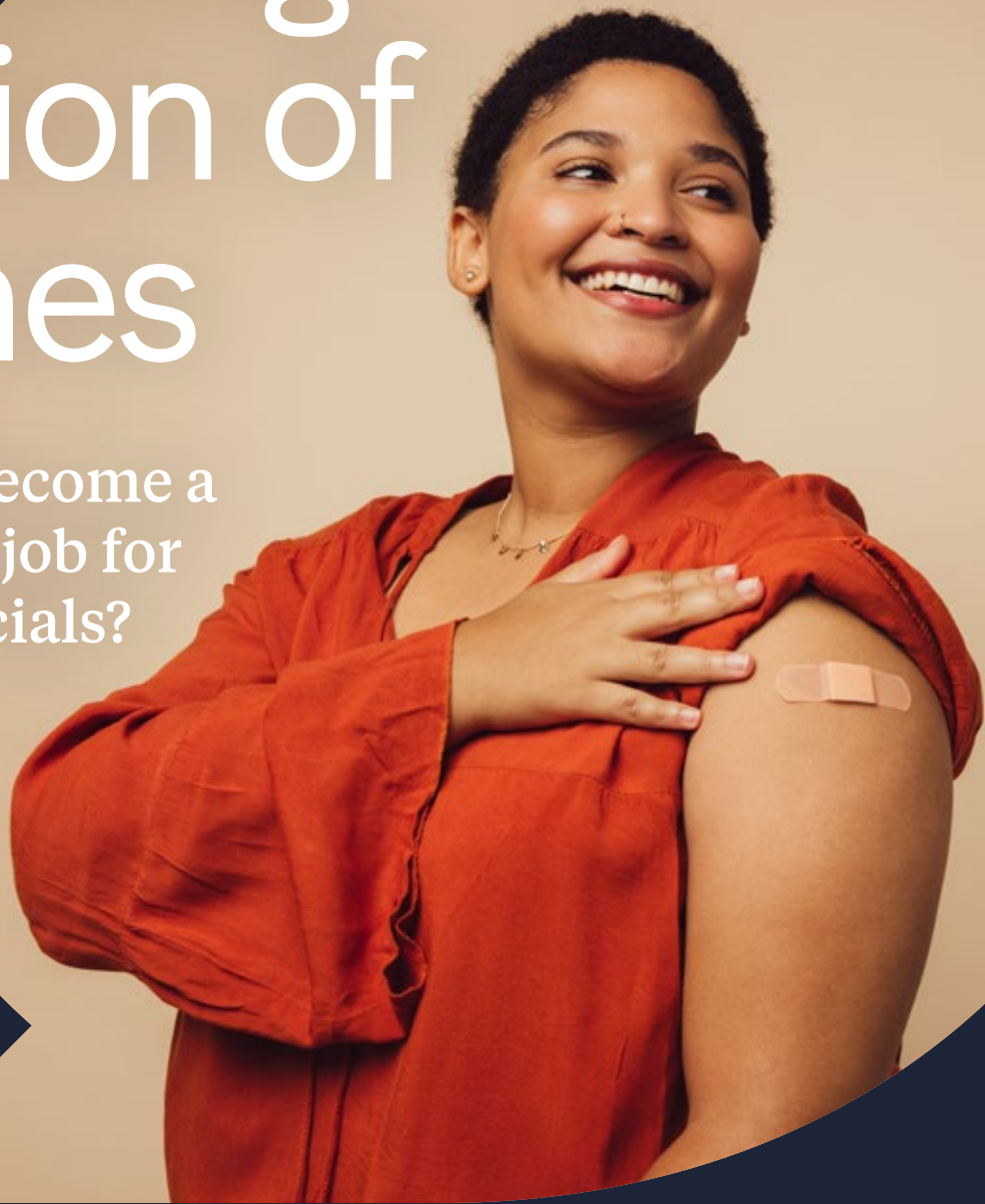


WHITEPAPER

The Vexing Question of Vaccines

Why has the job become a bigger and bigger job for public health officials?



angus reid 

The Vexing Question of Vaccines

Prior to Covid-19, vaccines for many people have been a matter of course and their uptake has remained largely unquestioned. Despite a rise in vaccine scepticism, there was generally a tacit trust in the medical community to serve the broader interests of public health garners widespread compliance. Protect health and make a modest personal contribution to eradicating a potentially harmful disease or lethal virus? It hasn't been a hard sell.

Cue the pandemic and the subsequent sprint to develop vaccines.

The commotion of vaccine divisiveness serves as a point of departure for Angus Reid to question how people consider other vaccines they've taken, what resources they trust to inform their positions and decisions, and whose opinions they consider credible.

Methodology:

From February 13-17, Angus Reid fielded an online study of n=1,015 American adults. The sample frame was balanced and weighted on age, gender and region according to the latest census data. For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 3.1 percentage points, 19 times out of 20.

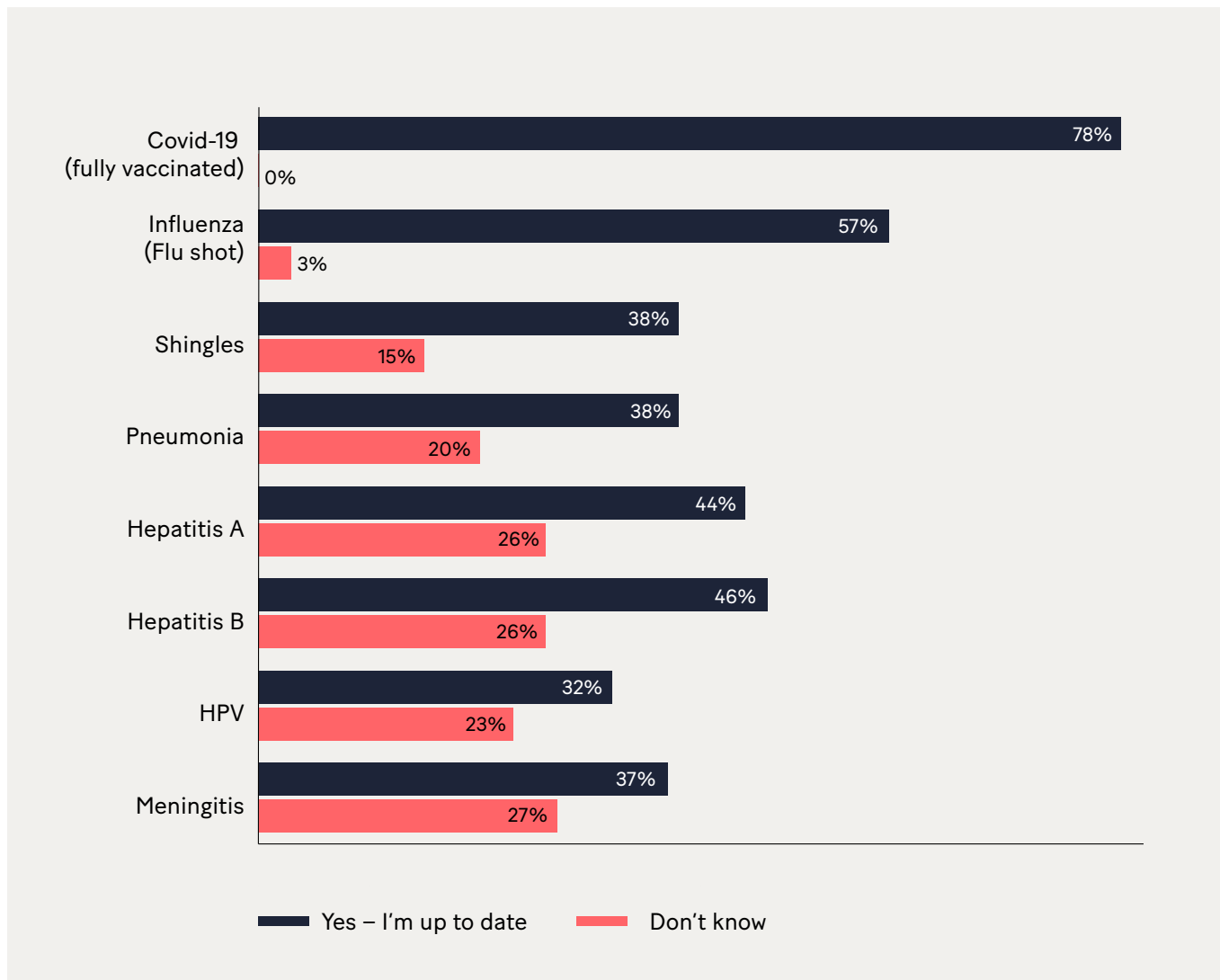


Keeping Track

How aware are we of the various shots that we've agreed to? Aside from the much-discussed Covid-19 vaccinations and annual flu shots, **large portions of the population simply don't know** if they're up to date on their vaccines for shingles, Pneumonia, Hepatitis A, Hepatitis B, HPV, and Meningitis.

FIG 1

To the best of your knowledge, are you up to date on your vaccines for each of the following?

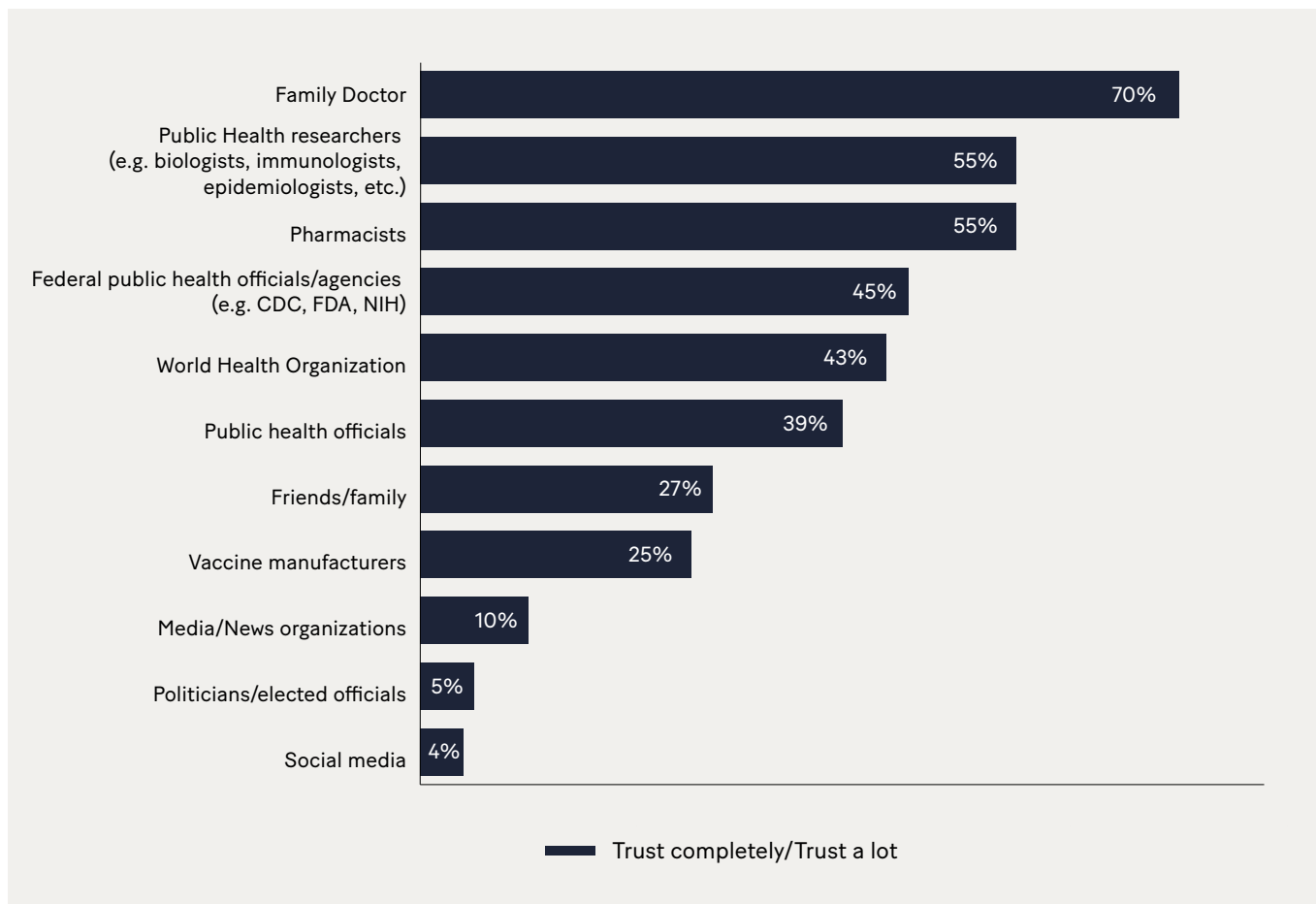


Sources of Trust

With so many sources of information available concerning vaccines, who can be trusted? Very few sources, it appears, as only pharmacists, public health researchers and doctors managed to earn the trust of more than 50% of respondents.

FIG 2

To what extent do you trust each of the following sources of information when it comes to vaccines?

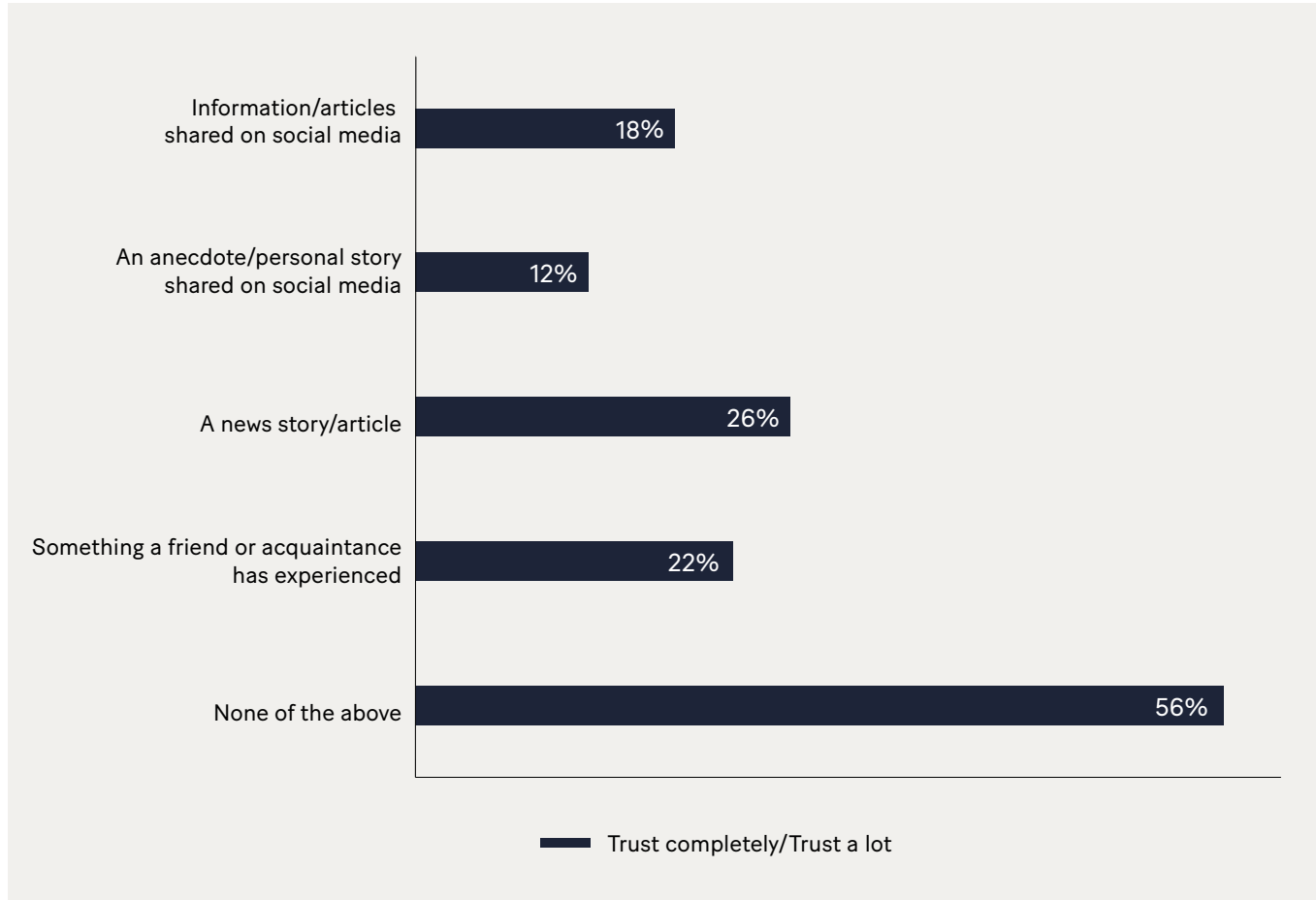


Trust vs Influence

Though social media, friends and family, and the media rank among the least trusted sources of information, almost half (44%) of Americans admit that their opinion of the COVID-19 vaccines have been influenced by them.

FIG 3

To what extent do you trust each of the following sources of information when it comes to vaccines?



Doctors vs Second Opinions

Paradoxically, even though doctors are by far the most trusted sources of information concerning vaccines, only one-third (34%) say they will take their doctor's advice every time. The remainder will factor in other information sources, even though they admit they are less trusted.

Democrats are much more likely to say they take their doctor's advice every time (48%).

FIG 4

If your doctor were to recommend a vaccination for you, which of the following best reflects your point of view?

Among those with a family doctor:

34% 😊

I would take my doctor's advice every time

5% 😞

I rarely take my doctor's advice on vaccines

61% 😐

I listen to my doctor, but I will factor in other information before I make up my mind

“From the American perspective, this is a difficult time to determine your vaccine decisions. Institutional trust is quite low in the United States. No one has earned complete trust of the public, yet Americans are bombarded with messaging from a range of sources daily.”

— Demetre Eliopoulos, Senior Vice President, Public Affairs at Angus Reid

For inquiries, or more information:

hello@angusreid.com

angus reid 