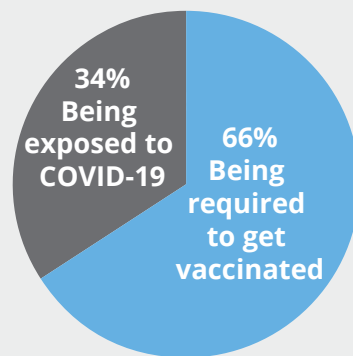


# UNVACCINATED AMERICANS: A CLOSER LOOK

The reasons for Americans' concerns about vaccines are well documented. (See de Beaumont Foundation polls and focus groups at [www.changingthecovidconversation.org](http://www.changingthecovidconversation.org).) To take a closer look at values and attitudes about vaccines and mandates, Morning Consult conducted an August 19-22 poll on behalf of the de Beaumont Foundation with 956 unvaccinated adults. Following are some of the main insights.

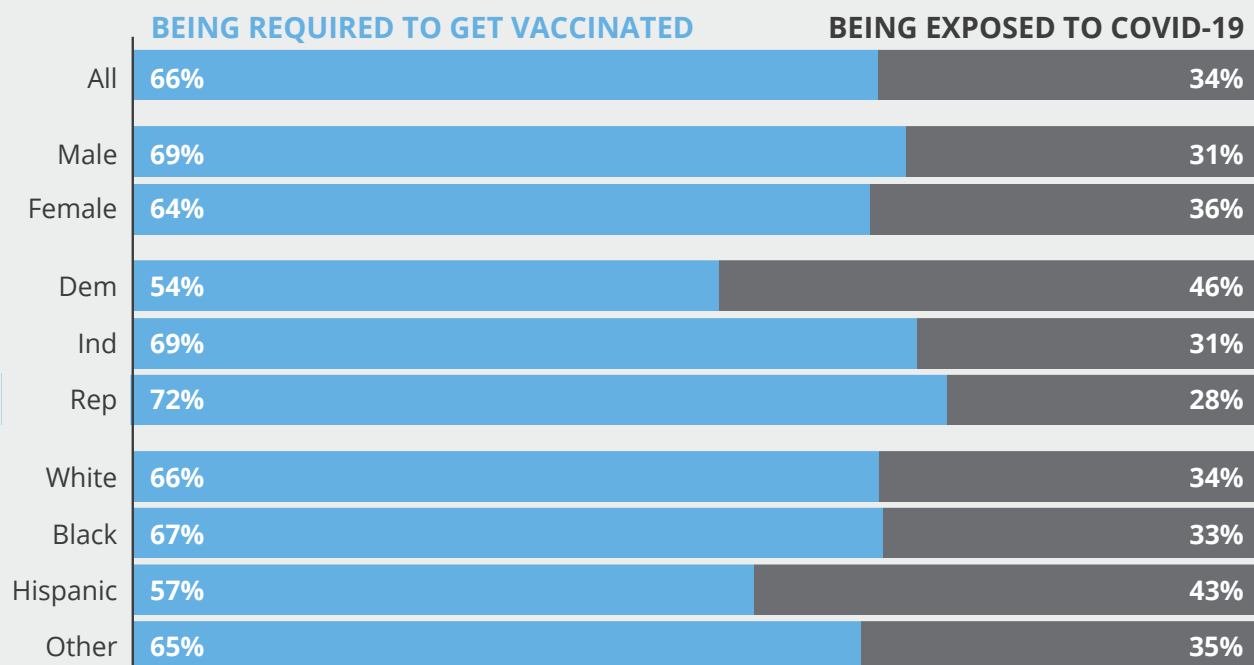
**66%**  
OF UNVACCINATED  
ADULTS

## VACCINE REQUIREMENTS ARE A GREATER THREAT TO MY HEALTH AND SAFETY THAN BEING EXPOSED TO COVID-19.



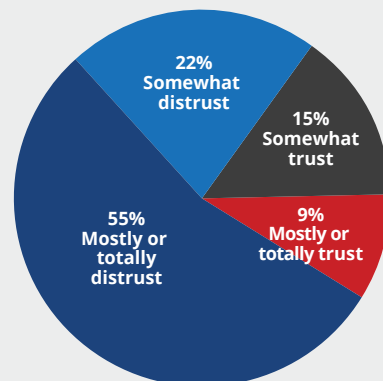
Which is a GREATER threat to your personal health and safety?

- Being required to get a COVID-19 vaccine to enter your workplace or other public spaces such as restaurants, travel, or sporting events.
- Being potentially exposed to COVID-19 when you are in a public space because people decline to get the vaccine.



**77%**  
OF UNVACCINATED  
ADULTS

## I DON'T TRUST THE FEDERAL GOVERNMENT'S GUIDANCE ABOUT VACCINES.



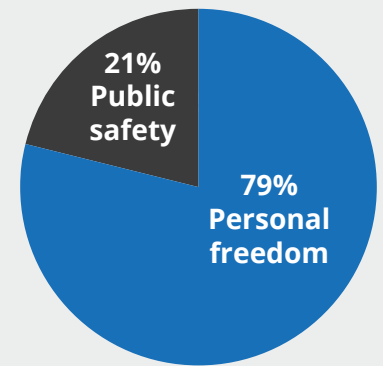
How much do you trust or distrust the federal government's COVID-19 vaccine guidelines?

SOURCE: Data intelligence company Morning Consult conducted an online survey on behalf of the de Beaumont Foundation August 19-22 with 956 unvaccinated adults. Results have a margin of error of +/- 3%.

# 79%

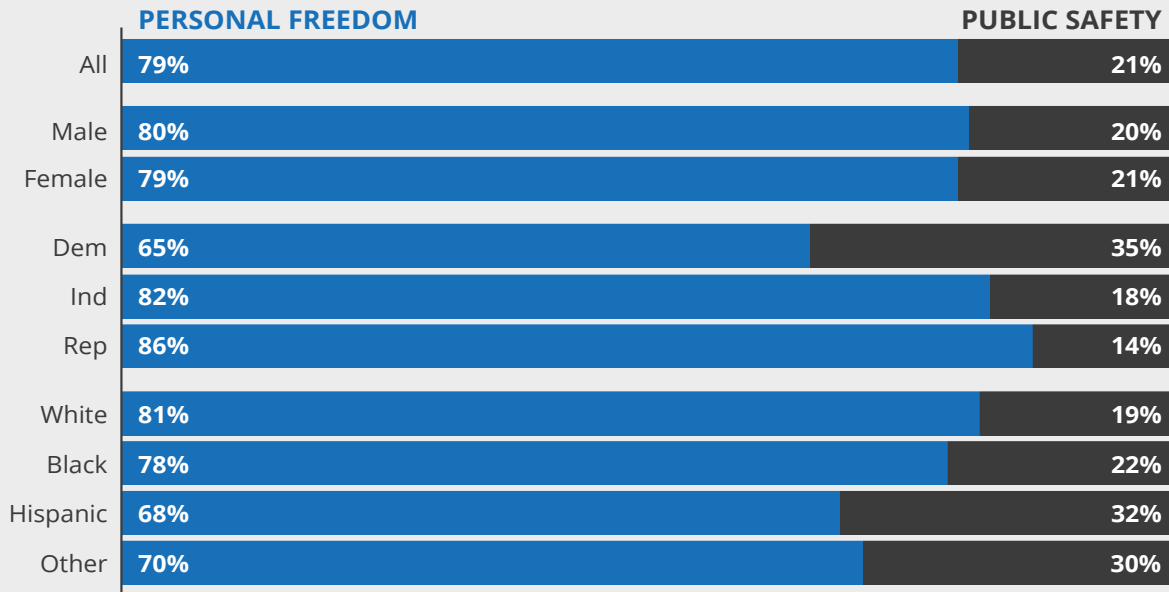
OF UNVACCINATED ADULTS

## PERSONAL FREEDOM IS A HIGHER PRIORITY TO ME THAN PUBLIC SAFETY.



Which of the following is a higher priority to YOU, personally?

- *Personal freedom: People should be able to make the decision whether or not to be vaccinated for COVID-19.*
- *Public safety: People should be required to get a COVID-19 vaccine because the virus is highly transmissible and puts people at risk.*

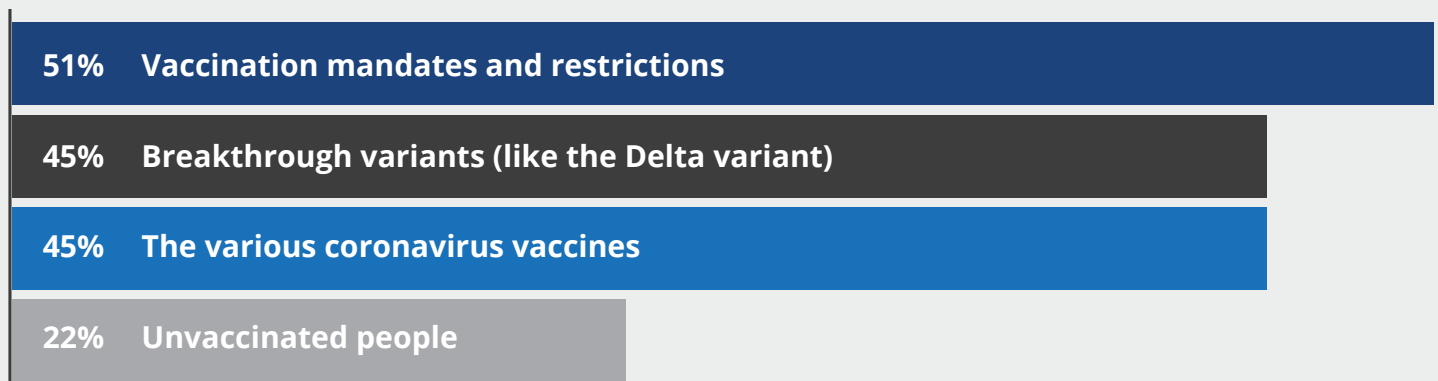


# 51%

OF UNVACCINATED ADULTS

## VACCINE MANDATES AND RESTRICTIONS ARE A GREATER THREAT TO MY SAFETY AND HEALTH THAN BREAKTHROUGH COVID-19 VARIANTS.

How large of a threat, if at all, are each of the following to your personal health and safety right now? (percentage saying a somewhat large or very large threat)

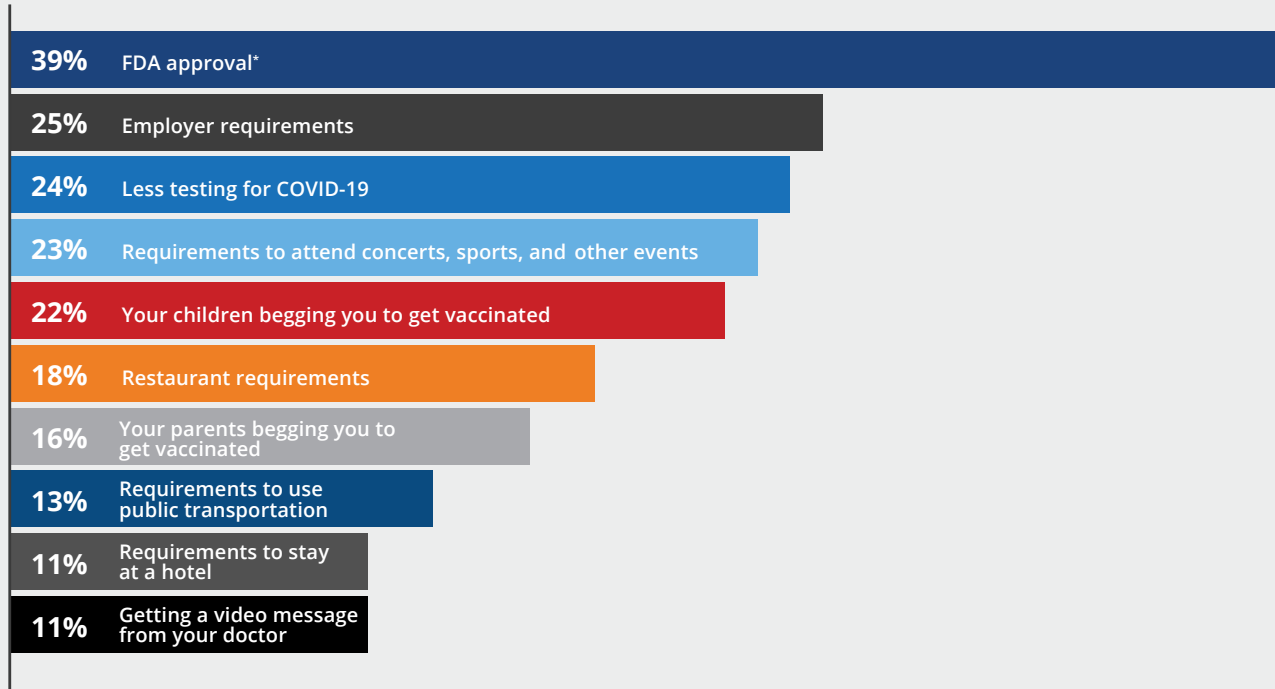


SOURCE: Data intelligence company Morning Consult conducted an online survey on behalf of the de Beaumont Foundation August 19-22 with 956 unvaccinated adults. Results have a margin of error of +/- 3%.



## REQUIREMENTS COULD PERSUADE UP TO 25% OF UNVACCINATED AMERICANS TO GET VACCINATED.

Which of the following would have the greatest impact on your decision to receive the COVID-19 vaccine?  
(percentage of people who chose these among their top two reasons):



\*The poll was taken in the days before the announcement on August 23 that the FDA had fully approved the Pfizer vaccine.