

MORNING CONSULT®

PERCEPTIONS OF COVID19, VACCINE MANDATES, AND FDA APPROVAL

AUGUST 2021

METHODOLOGY

This survey was conducted by Morning Consult on behalf of the de Beaumont Foundation between August 19-22, 2021, among a sample of 2500 adults, including 1,544 vaccinated adults and 956 unvaccinated adults (an oversample of 300 unvaccinated adults was collected) The interviews were conducted online. Results from the full survey have a margin of error of +/- 2%, results among vaccinated adults have a margin of error of +/- 2%, and results among unvaccinated adults have a margin of error of +/- 3%. Data comparisons made between vaccinated and unvaccinated adults uses unweighted data.

Key Findings: All Adults

1. **A majority of adults believe the COVID-19 vaccine is safe and effective, but others are uncertain and do not plan to receive the vaccine.** While three in five (58%) adults say that COVID-19 vaccines are safe and effective, 21% of adults say they are unsure of whether the vaccines are safe and effective. Sentiment is driven by political party. Republican adults (19%) are nearly four times more likely than Democrat adults (5%) to say the COVID-19 vaccines are unsafe and ineffective.

2. **Most adults trust the federal government's COVID-19 vaccine guidelines, but distrust is still pervasive, especially among Republican adults.** Most adults (59%) say they trust the federal government's COVID-19 vaccine guidelines, but 41% distrust the guidelines. Democrats (79%) are more likely than independents (48%) and Republicans (40%) to say they trust the federal government's COVID-19 vaccine guidelines. Half of adults (47%) say their trust in the federal government's COVID-19 vaccine guidelines has *not changed* over the past six months, while others are divided on whether they trust the government more (25%) or less (27%). Republicans are especially likely to say their trust has lessened (47%).

3. **Adults view breakthrough variants and unvaccinated people as a large threat to their personal health and safety, however this varies by vaccination status.** Three in five adults say breakthrough variants (63%) and unvaccinated people (59%) are a large threat to their personal health and safety right now. Vaccinated adults are over 3x more likely than unvaccinated adults to say unvaccinated people are a threat to their personal health and safety (76% vs. 22%). Two in five (44%) adults blame unvaccinated people either mostly or completely or the spread of the Delta variant and increasing COVID-related restrictions. A third (31%) of unvaccinated adults say the spread of the COVID-19 Delta variant has made them more likely to get vaccinated for COVID-19.

Key Findings: All Adults

4. **A majority of adults say they value public safety over personal freedom and view potentially being exposed to COVID-19 as a larger threat to their health and safety than being required to take the vaccine.** Over half (57%) of adults say public safety is a higher priority to them personally, compared to 43% who say personal freedom is a higher priority. A majority (63%) of adults say being potentially exposed to COVID-19 when in a public space is a greater threat to their personal health and safety than being required to get a COVID-19 vaccine. Republican adults are divided on whether being required to get a COVID-19 vaccine (46%) or being potentially exposed to COVID-19 (54%) is a greater threat to their personal health and safety.

5. **A quarter of all adults (23%) say that public health guidance has *been inconsistent.*** A quarter (26%) of adults say the best explanation for why FDA guidance regarding the vaccine has changed previously and continues to change is that the FDA has a responsibility to provide the American people with the facts and the truth, while a fifth (21%) say the best explanation is that our understanding of this virus has changed dramatically over time and therefore the FDA's recommendations for personal safety need to be flexible.

6. **Full FDA approval of a COVID-19 vaccine does address adults' concerns about the safety and effectiveness of all three COVID-19 vaccines.** Two in five (41%) adults say full FDA approval of one or two of the COVID-19 vaccines would address all or most of their concerns about the safety and effectiveness of all three COVID-19 vaccines. A similar percentage of Democrats (44%), independents (36%) and Republicans (39%) say full approval of one or two of the COVID-19 vaccines would address most or all of their concerns about the safety and effectiveness of all three COVID-19 vaccines.

7. **A. majority of adults also say full FDA approval should address others' concern about the vaccines' safety.** Two thirds of adults (66%) say that now the vaccine has full approval – and not just the emergency use authorization – people who have had concerns about the vaccines' safety can have more confidence that they're safe. Democrats (75%) are more likely than independents (64%) and Republicans (55%) to say that people who have had concerns about the vaccines' safety can have more confidence that they're safe. A plurality (37%) of all adults say the best reason to BE vaccinated against COVID-19 is that it reduces and prevents death (37%).

Key Findings: Unvaccinated Adults

1. **Unvaccinated adults are less likely than vaccinated adults to have been directly impacted by COVID-19.** Unvaccinated adults (39%) are more likely than vaccinated adults (26%) to say they do not know anyone who has been diagnosed with COVID-19 or died from it. Three in five unvaccinated adults (58%) say that less than half of their close friends and family have received the COVID-19 vaccine, compared to 10% of vaccinated adults.

2. **Distrust in the federal government's COVID-19 vaccine guidelines is high among unvaccinated adults and has increased over the past six months.** Three quarters (77%) of unvaccinated adults say they distrust the federal government's COVID-19 vaccine guidelines, including 38% who say they totally distrust the federal government's vaccine guidelines. Conversely, three quarters (76%) of vaccinated adults say they do trust the federal government's COVID-19 vaccine guidelines. Nearly half (45%) of unvaccinated adults say their trust in the federal government's COVID-19 vaccine guidelines has lessened over the past six months.

3. **Unvaccinated adults view the spread of the Delta variant as a threat, and some see it as a reason to be more likely to get vaccinated for COVID-19.** Nearly half of all unvaccinated adults say break through variants (45%), vaccination mandates and restrictions (51%) and the various coronavirus vaccines (45%) are a large threat to their personal health and safety. While a third (31%) of unvaccinated adults say the spread of the COVID-19 Delta variant has made them more likely to get vaccinated for COVID-19, a majority (69%) of unvaccinated adults say that the Delta variant has not made them more likely to get vaccinated.

Key Findings: Unvaccinated Adults

4. **Unvaccinated adults place a high priority on personal freedom.** Four in five (79%) unvaccinated adults say personal freedom is a higher priority to them than public safety, and a majority of unvaccinated adults (66%) say that being required to get a COVID-19 vaccine is a greater threat to their personal health and safety than being potentially exposed to COVID-19.

5. **Unvaccinated adults are more likely to use negative terms to describe the changes in FDA guidance regarding the vaccine.** Unvaccinated adults are more likely than vaccinated adults to say public health guidance has *been inconsistent, flip-flopped, or been inaccurate.* A quarter (26%) of unvaccinated adults say the best explanation for why FDA guidance regarding the vaccine has changed previously and continues to change is that the FDA has a responsibility to provide the American people with the facts and the truth.

6. **Full FDA approval of one of the three COVID-19 vaccines makes unvaccinated adults more confident in the safety and effectiveness of the COVID-19 vaccine.** A third (35%) of all unvaccinated adults say full FDA approval of one or two of the COVID-19 vaccines would address all or most of their concerns about the safety and effectiveness of all three COVID-19 vaccines. A third of unvaccinated adults say the description of *extensive data* (35%) would give them the most confidence in the safety and effectiveness of the COVID-19 vaccine.

7. **Full FDA approval also impacts adults' decision to receive the vaccine.** Two in five (39%) of unvaccinated adults say the vaccine receiving full authorization from the FDA would have the greatest impact on their decision to receive the COVID-19 vaccine. When asked which statement would make them most likely to get a COVID-19 vaccine, about a fifth of unvaccinated adults selected the statement about the disruption of COVID-19 on your life (23%), the effectiveness of preventing serious illness (21%), the Delta variant being twice as contagious (21%), and full FDA approval of a vaccine (20%). A third of unvaccinated adults say the best reason to be vaccinated against COVID-19 is that the vaccine is proven safe (33%) and effective (29%). Three in five unvaccinated adults (61%) say the FDA's full approval of the COVID-19 vaccine is just another bureaucratic step and doesn't do anything to address concerns about the vaccine's safety.

What adults are saying about FDA approval…

35%

of all **unvaccinated adults** say full FDA approval of one or two of the COVID-19 vaccines would address all or most of their concerns about the safety and effectiveness of all three COVID-19 vaccines

66%

of **all adults** say that now the vaccine has full approval – and not just the emergency use authorization – people who have had concerns about the vaccines' safety can have more confidence that they're safe.

39%

of **unvaccinated adults** say the vaccine receiving full authorization from the FDA would have the greatest impact on their decision to receive the COVID-19 vaccine.

AGENDA

GENERAL MEASURES

ENGAGEMENT WITH COVID

TRUST IN THE COVID 19 VACCINE

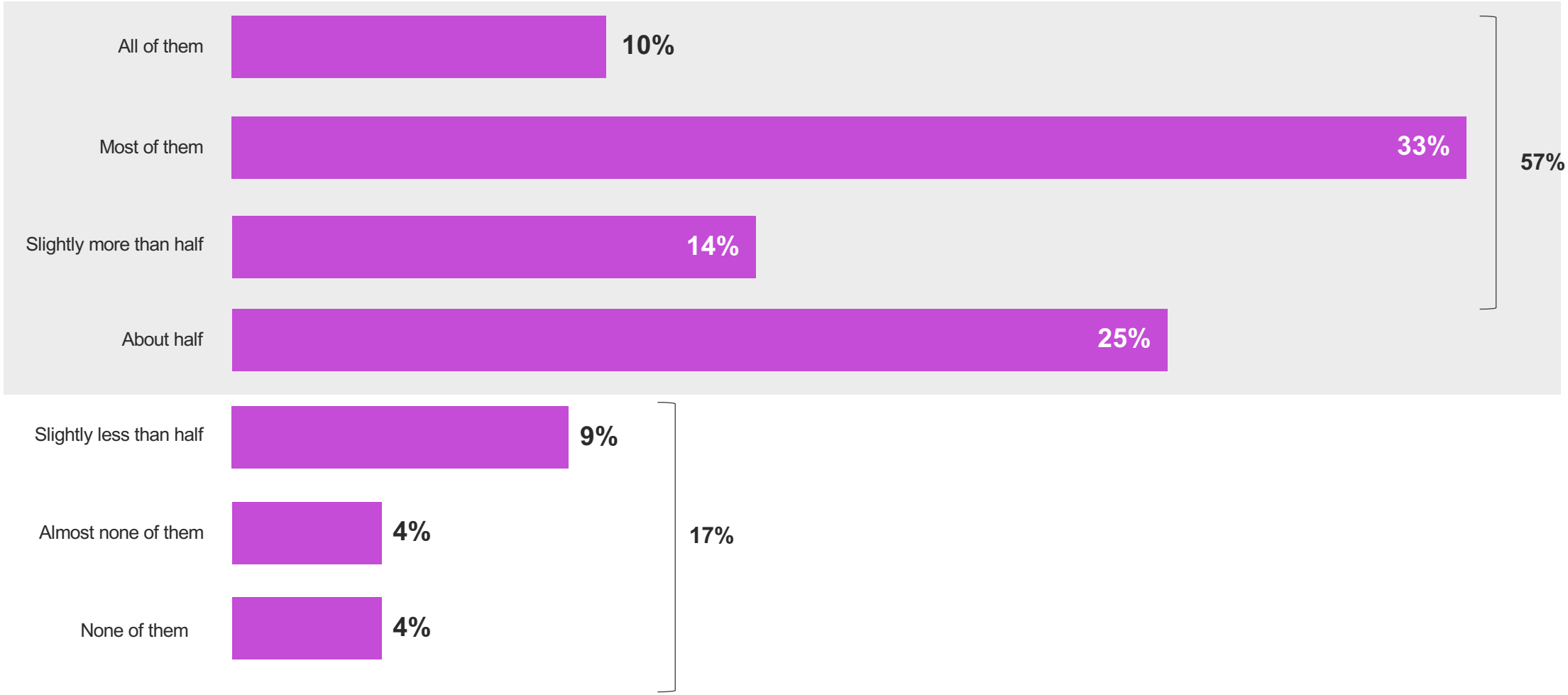
VACCINE MANDATES

FDA APPROVAL

MORNING CONSULT

About three in five (57%) adults slightly more than half or more of their close friends and family generally agree with their views and opinions about politics and elections.

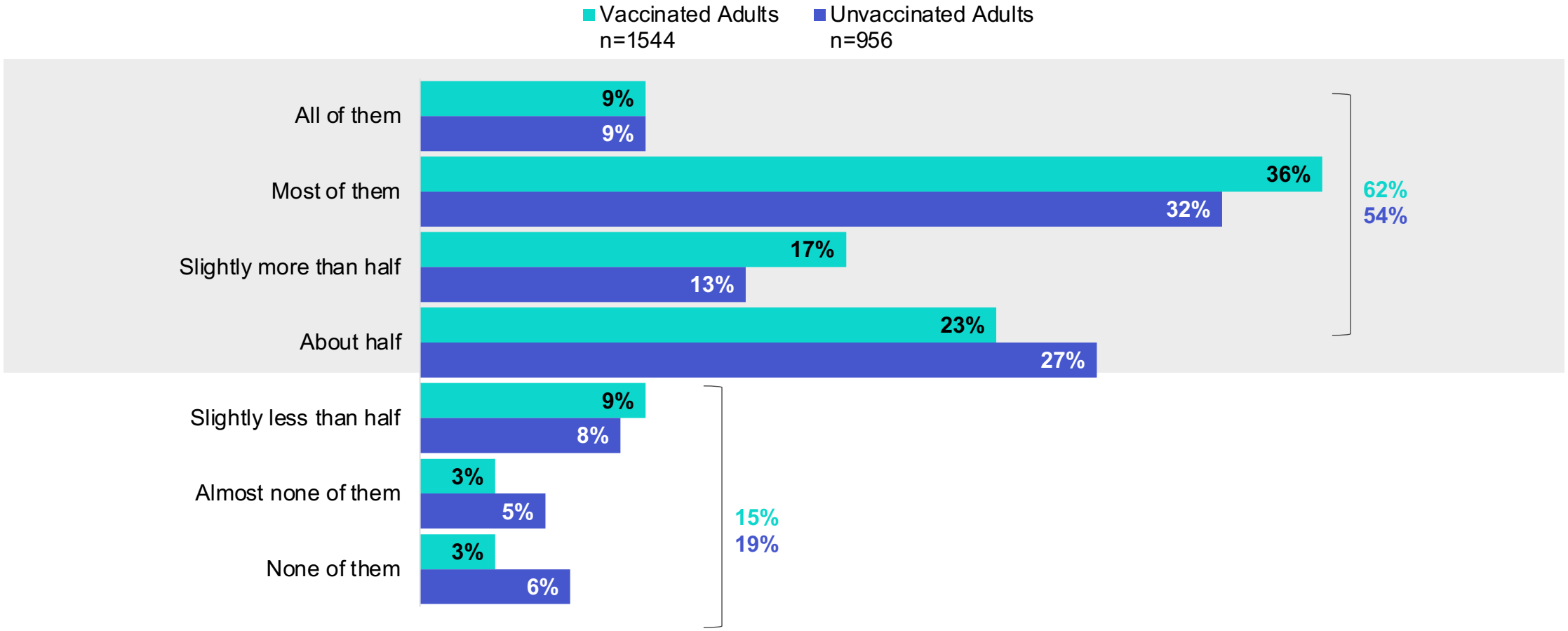
How many of your close friends and family, if any, generally agree with your views and opinions about politics and elections?



MORNING CONSULT

Half (54%) of all unvaccinated adults say slightly more than half of their close friends and family generally agree with their views about politics and elections, compared to 62% of vaccinated adults.

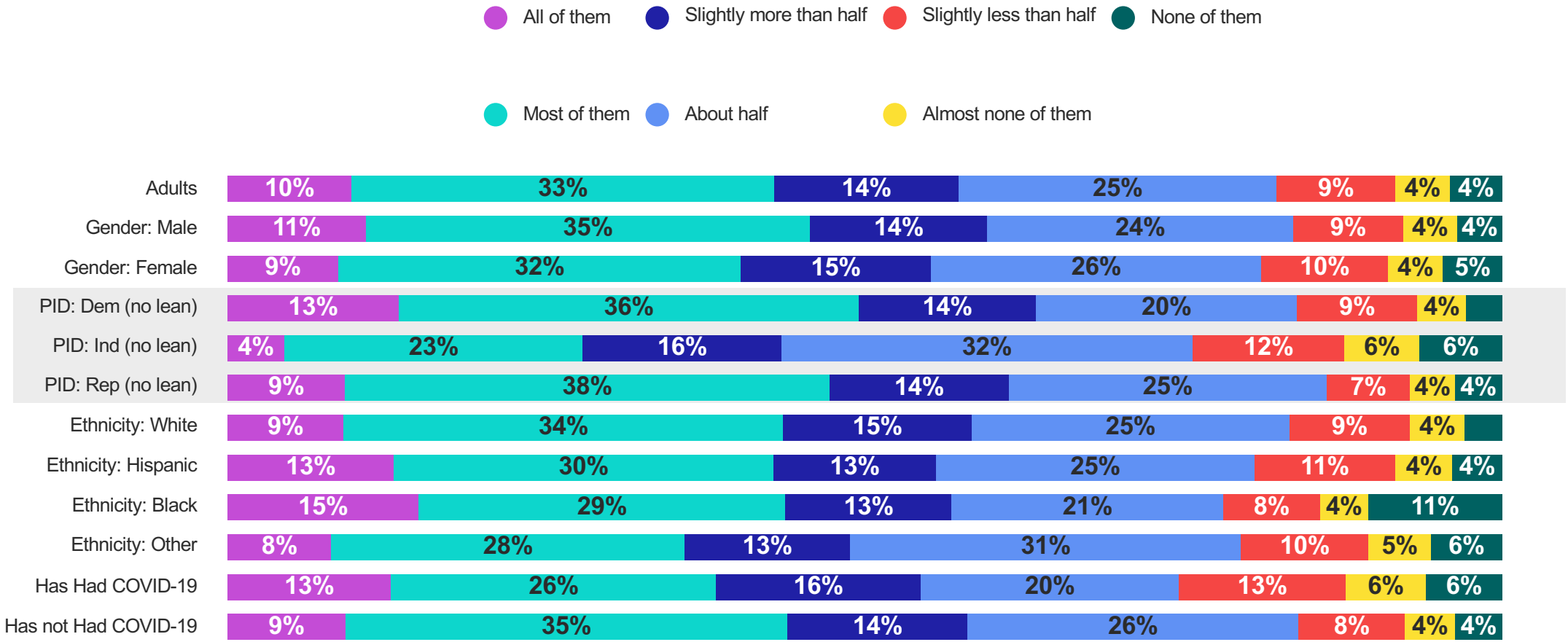
How many of your close friends and family, if any, generally agree with your views and opinions about politics and elections?



MORNING CONSULT

Nearly half of Democrat (49%) and Republican adults (47%) say all or most of their close friends and family generally agree with their views and opinions about politics and elections.

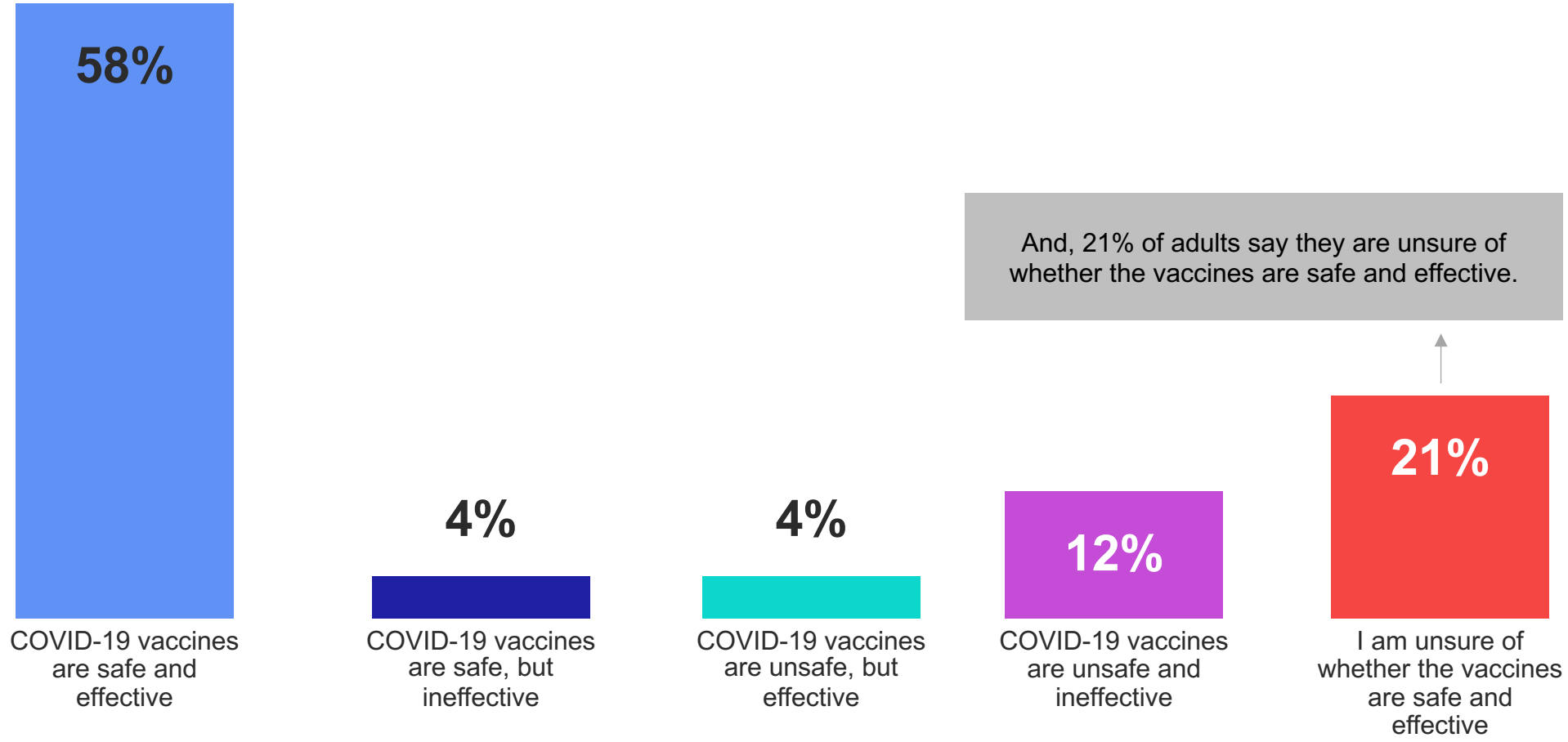
How many of your close friends and family, if any, generally agree with your views and opinions about politics and elections?



MORNING CONSULT

Three in five (58%) adults say that COVID-19 vaccines are safe and effective.

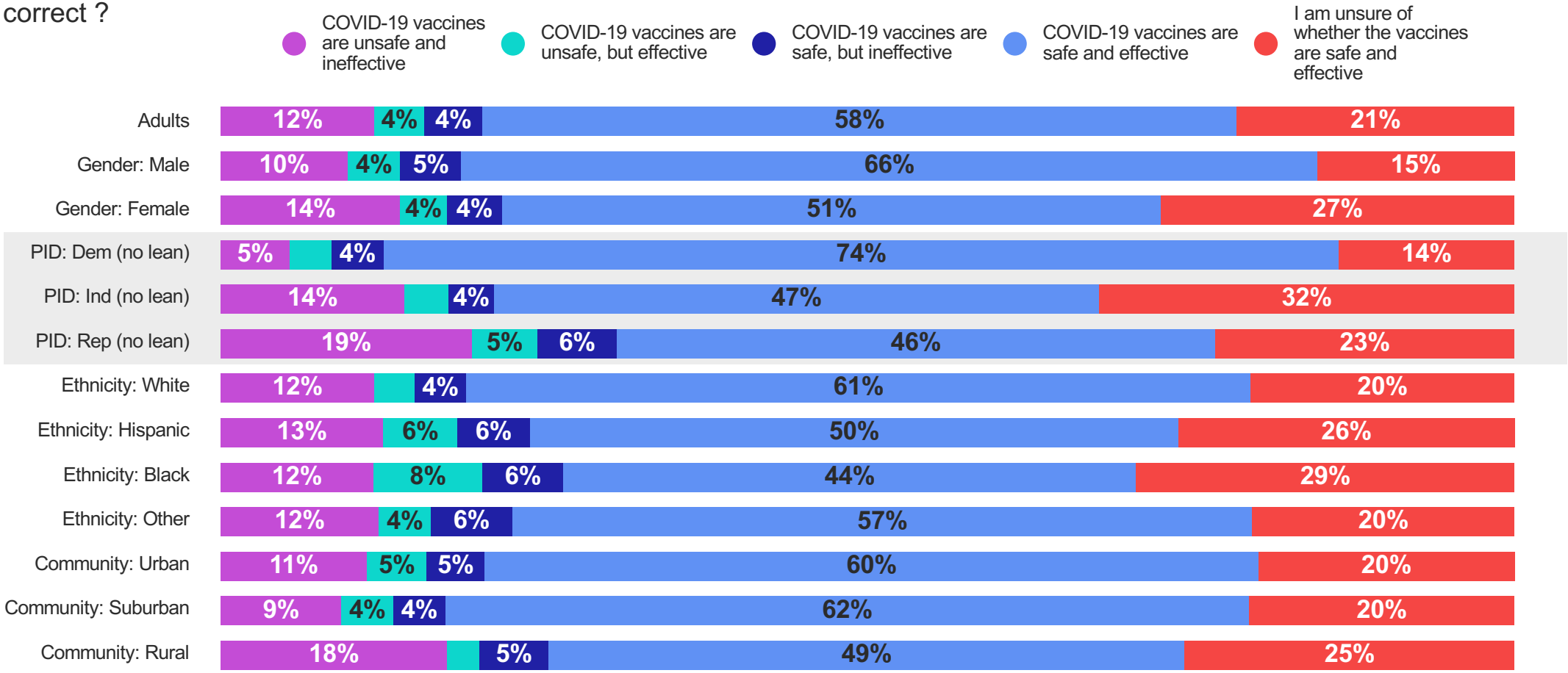
Which of the following statements best represents your views on COVID-19 vaccine safety and effectiveness, even if none are exactly correct ?



MORNING CONSULT

Republican adults (19%) are nearly four times more likely than Democrat adults (5%) to say the COVID-19 vaccines are unsafe and ineffective.

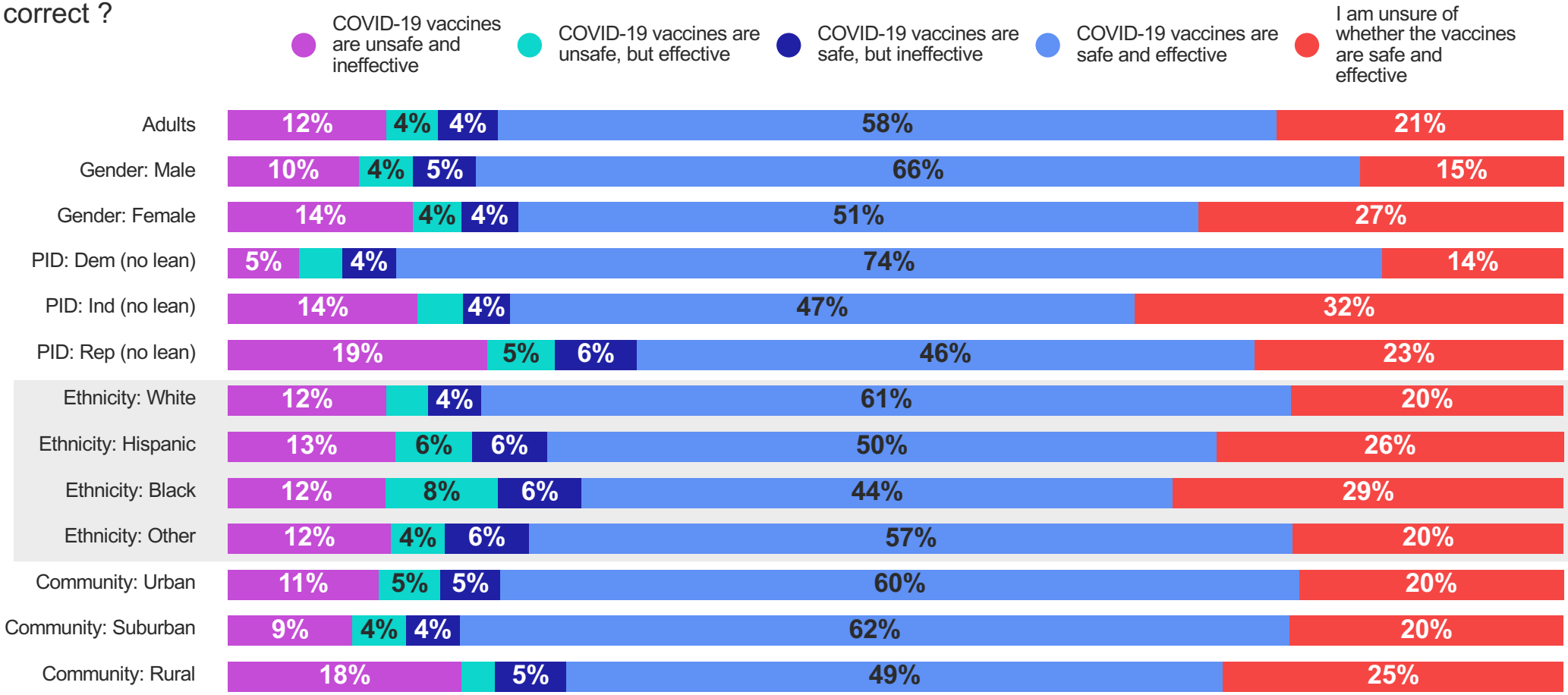
Which of the following statements best represents your views on COVID-19 vaccine safety and effectiveness, even if none are exactly correct ?



MORNING CONSULT

White adults (61%) are more likely than Hispanic (50%), Black (44%), and other adults of color (57%) to say that COVID-19 vaccines are safe and effective.

Which of the following statements best represents your views on COVID-19 vaccine safety and effectiveness, even if none are exactly correct ?

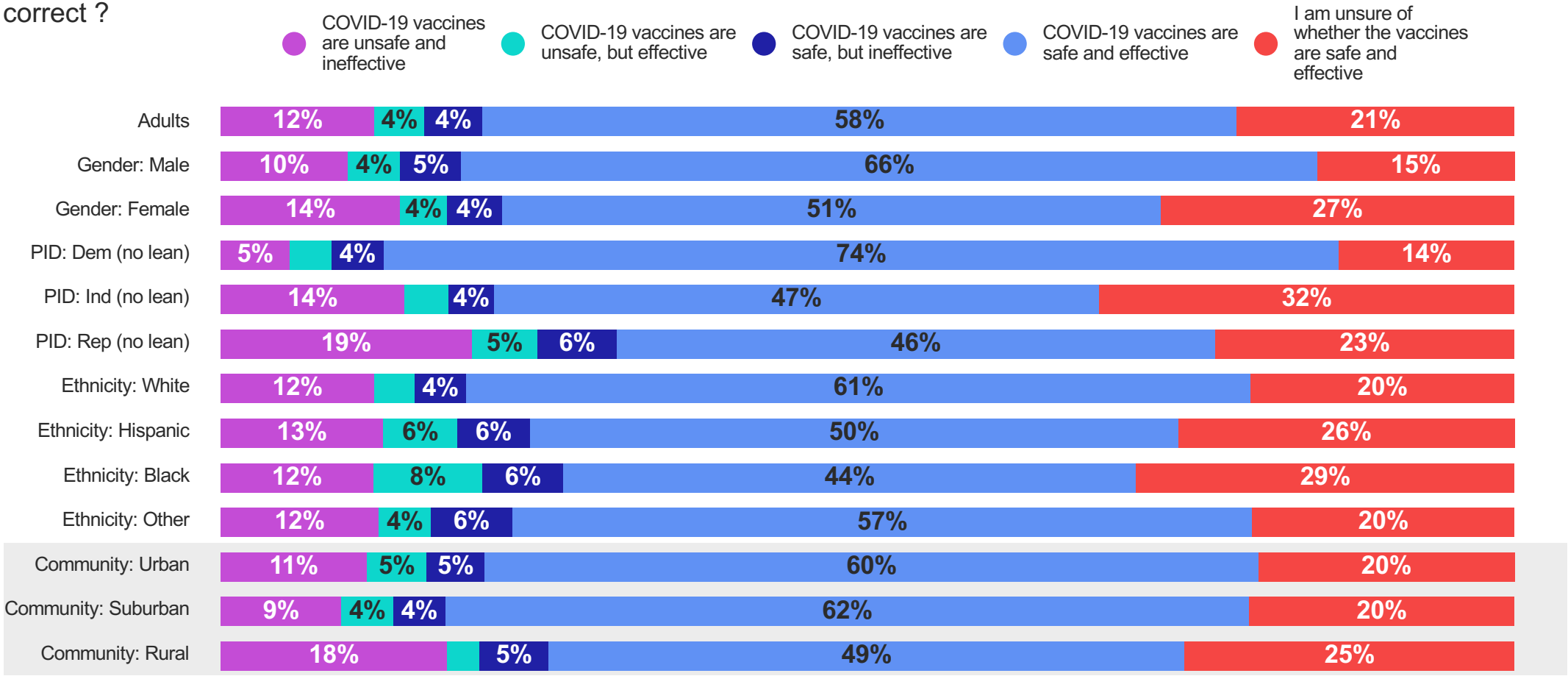


A quarter of Hispanic (26%) and Black (29%) adults say they are unsure whether the vaccines are safe and effective.

MORNING CONSULT

Rural adults (18%) are more likely than suburban (9%) and urban (11%) adults to say that the COVID-19 vaccines are unsafe and ineffective.

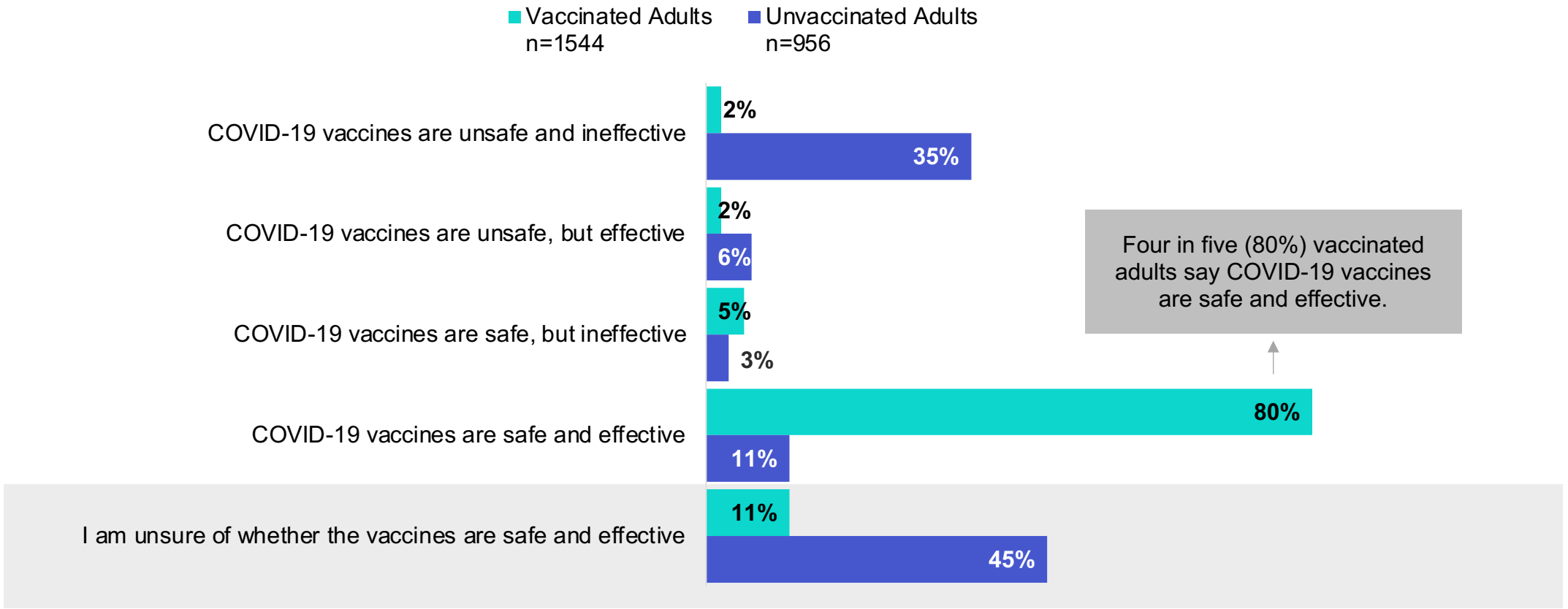
Which of the following statements best represents your views on COVID-19 vaccine safety and effectiveness, even if none are exactly correct ?



MORNING CONSULT

Nearly half (45%) of all unvaccinated adults say they are unsure of whether the vaccines are safe and effective, compared to 35% who say they are unsafe and ineffective.

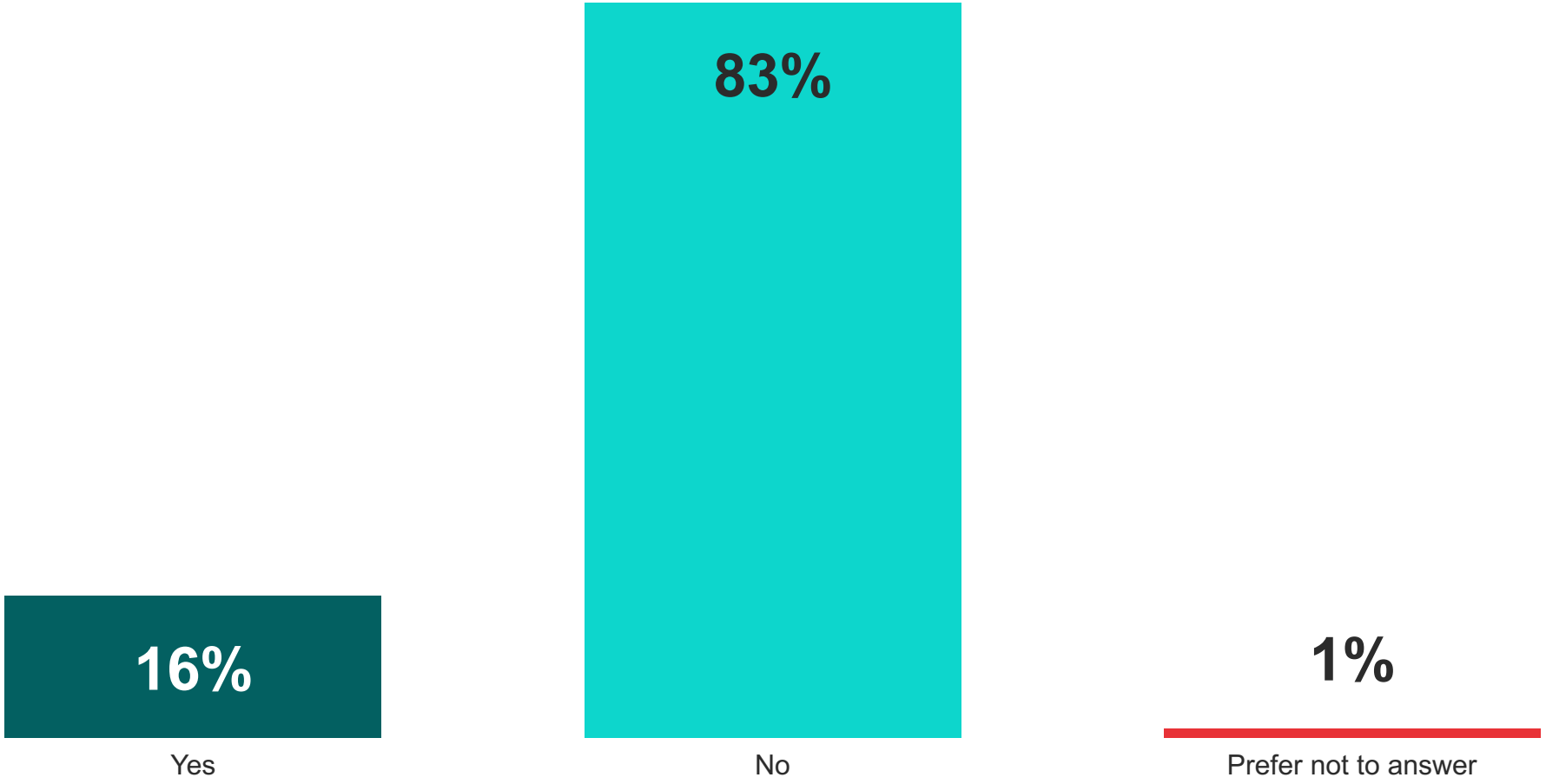
Which of the following statements best represents your views on COVID-19 vaccine safety and effectiveness, even if none are exactly correct ?



MORNING CONSULT

Sixteen percent (16%) of all adults say they have had COVID.

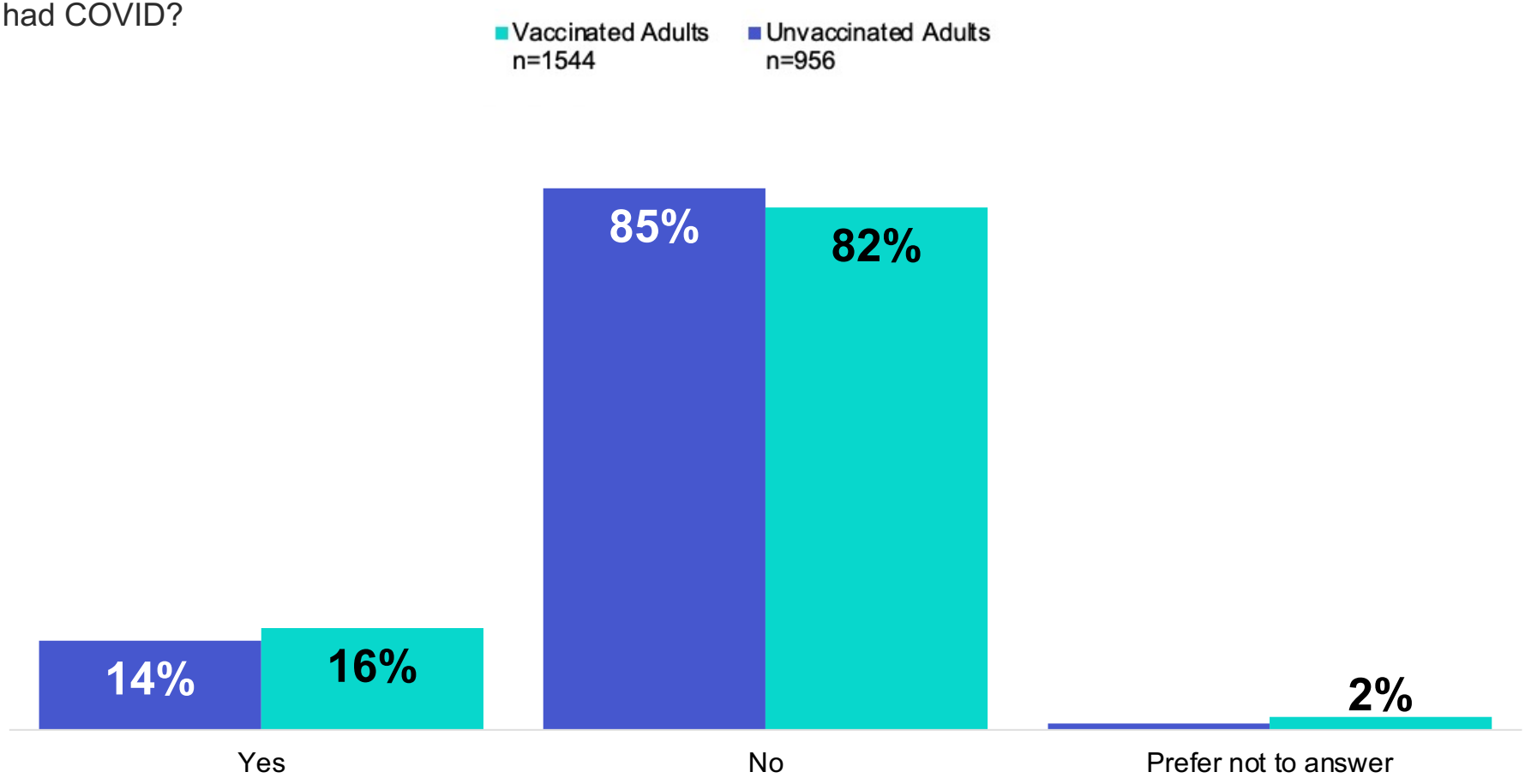
Have you had COVID?



MORNING CONSULT

A similar percent of vaccinated (14%) and unvaccinated (16%) adults say they have had COVID.

Have you had COVID?

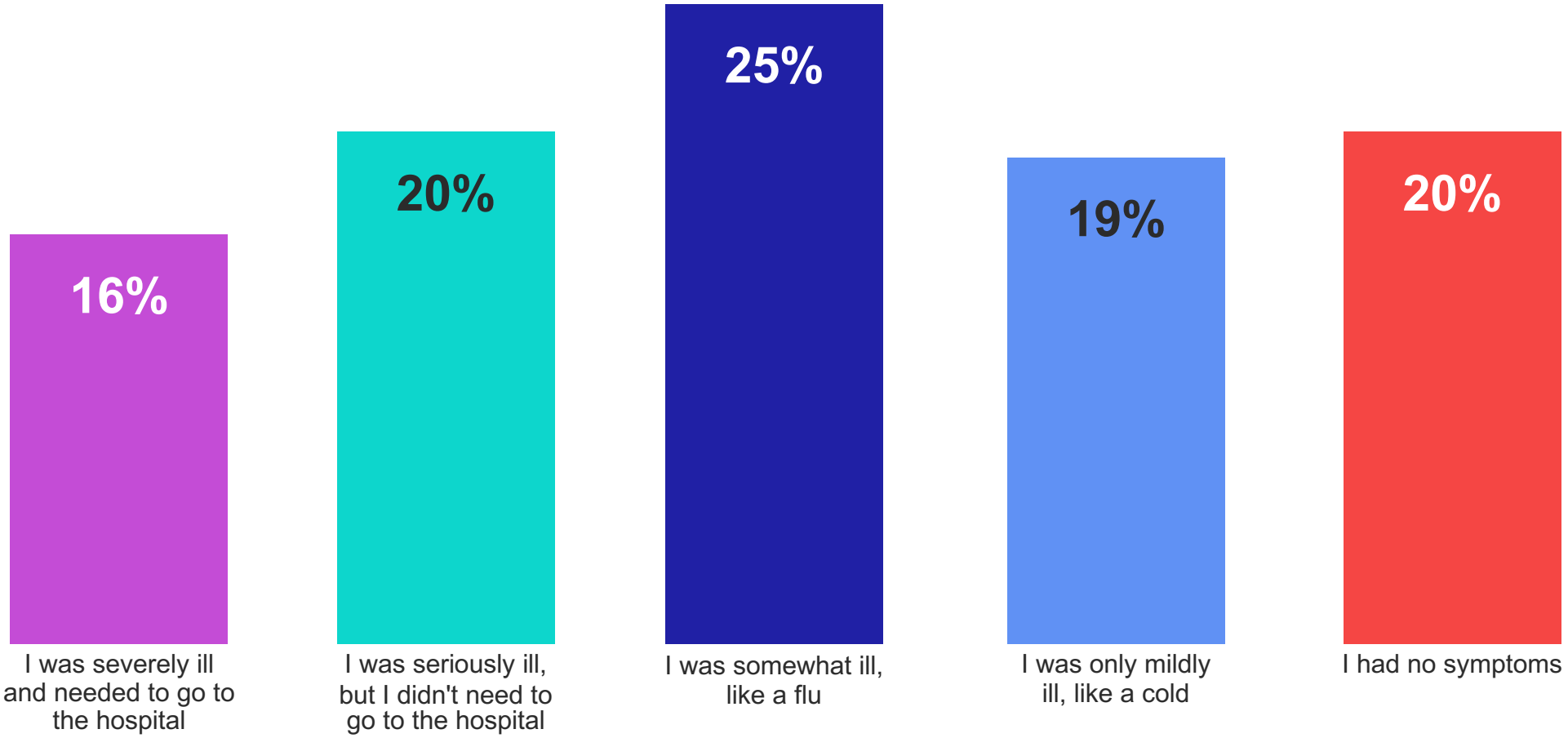


MORNING CONSULT

A third (36%) of adults who had COVID-19 indicated they were severely or seriously ill.

If you have had COVID, how severe was it?

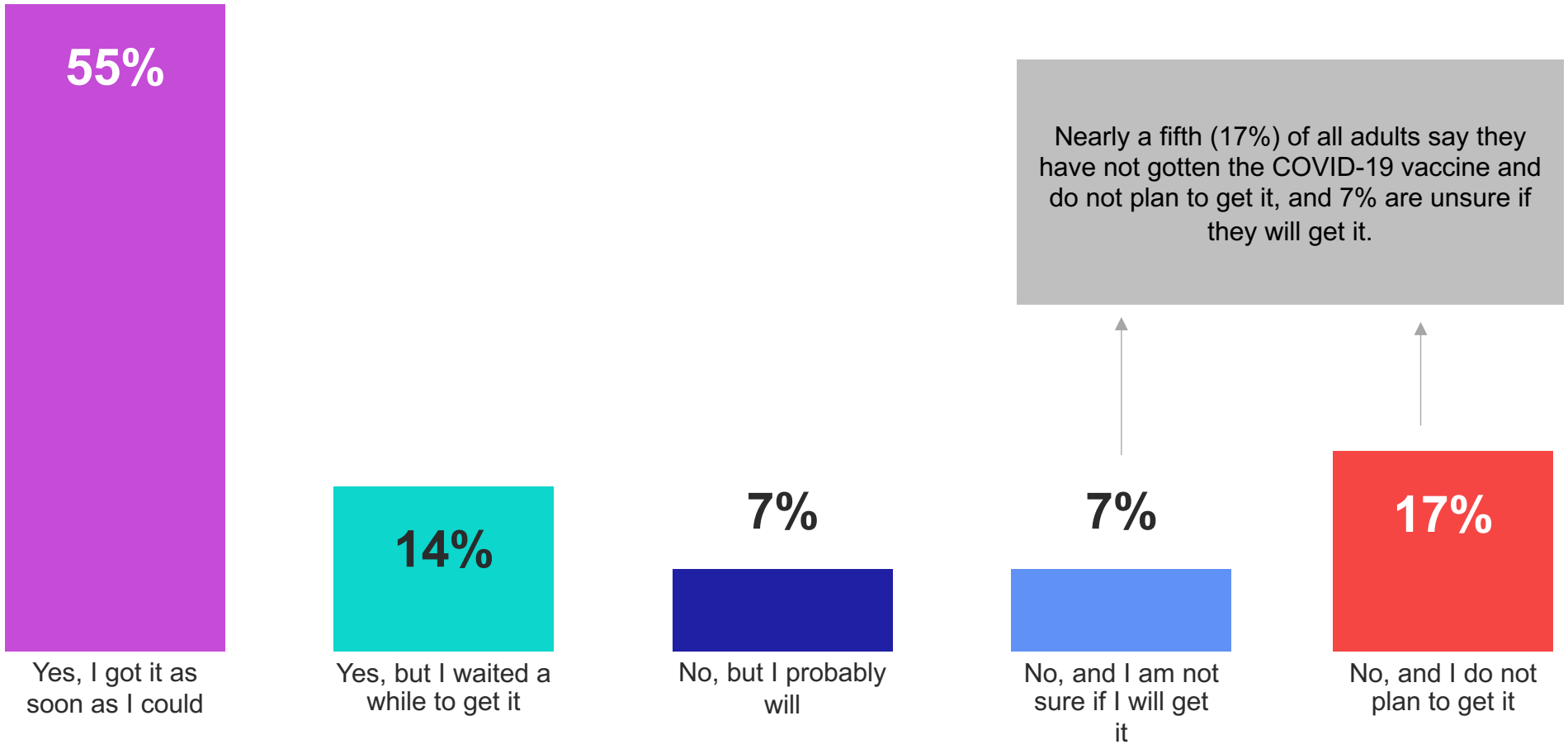
ADULTS THAT INDICATED THEY HAVE HAD COVID-19, n=341



MORNING CONSULT

A majority (69%) of adults say they have received the COVID-19 vaccine, and 7% indicate they have not received the vaccine, but they probably will.

Have you received the COVID-19 vaccine?

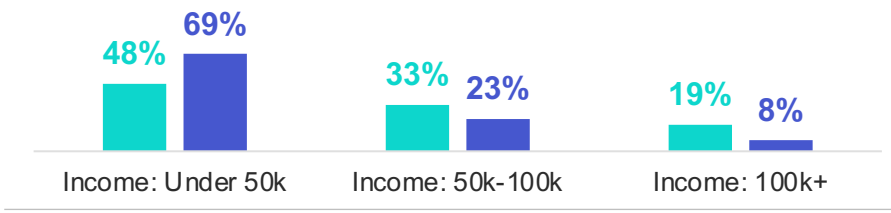


MORNING CONSULT

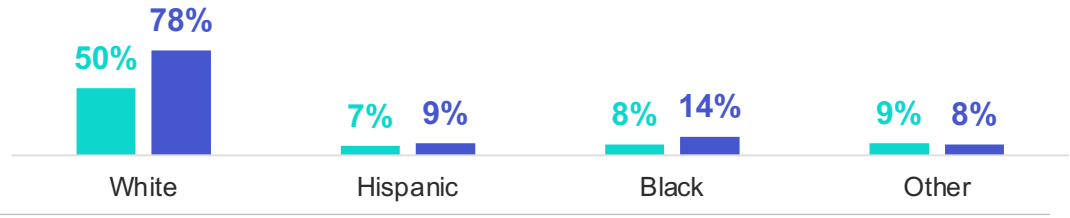
Adults who HAVE* and HAVE NOT* Received the COVID-19 Vaccine

Below is a demographic profile of adults who have and have not received the COVID-19 vaccine. Adults who **are unvaccinated** are more likely than not to have an income under $50k, identify as Republican or independent, identify as white, are between the ages of 18-34 or 45-64, and are from the South.

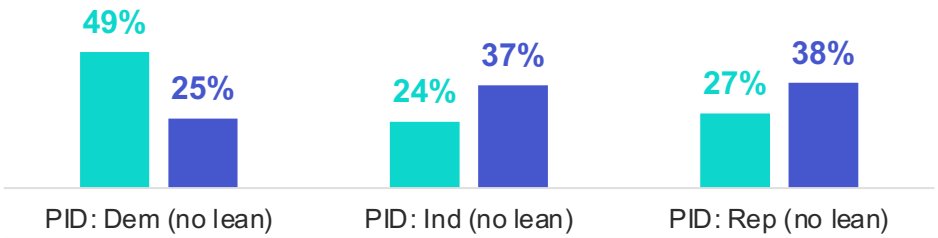
INCOME



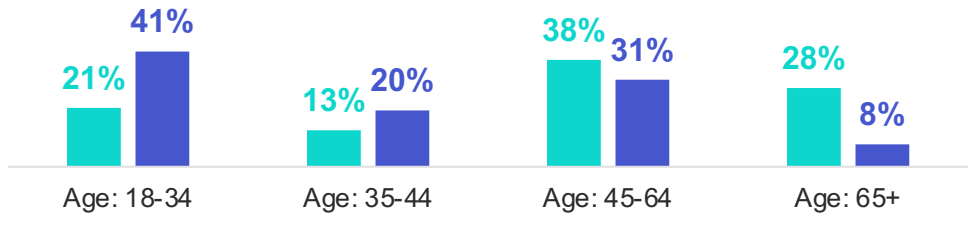
Race/Ethnicity



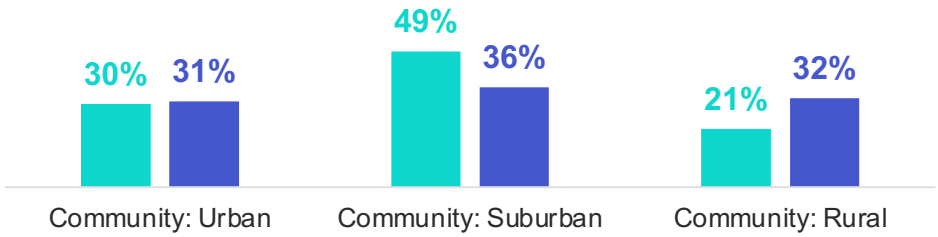
PARTY IDENTIFICATION



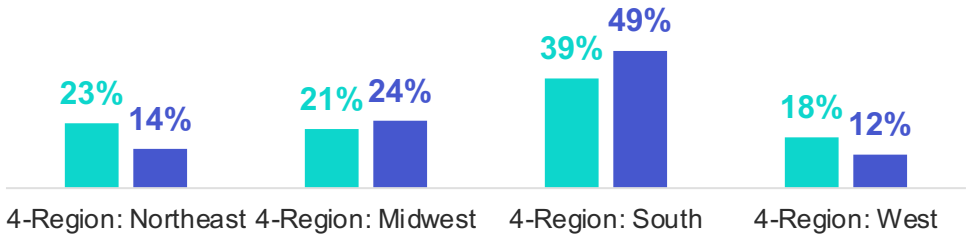
AGE



COMMUNITY TYPE



REGION



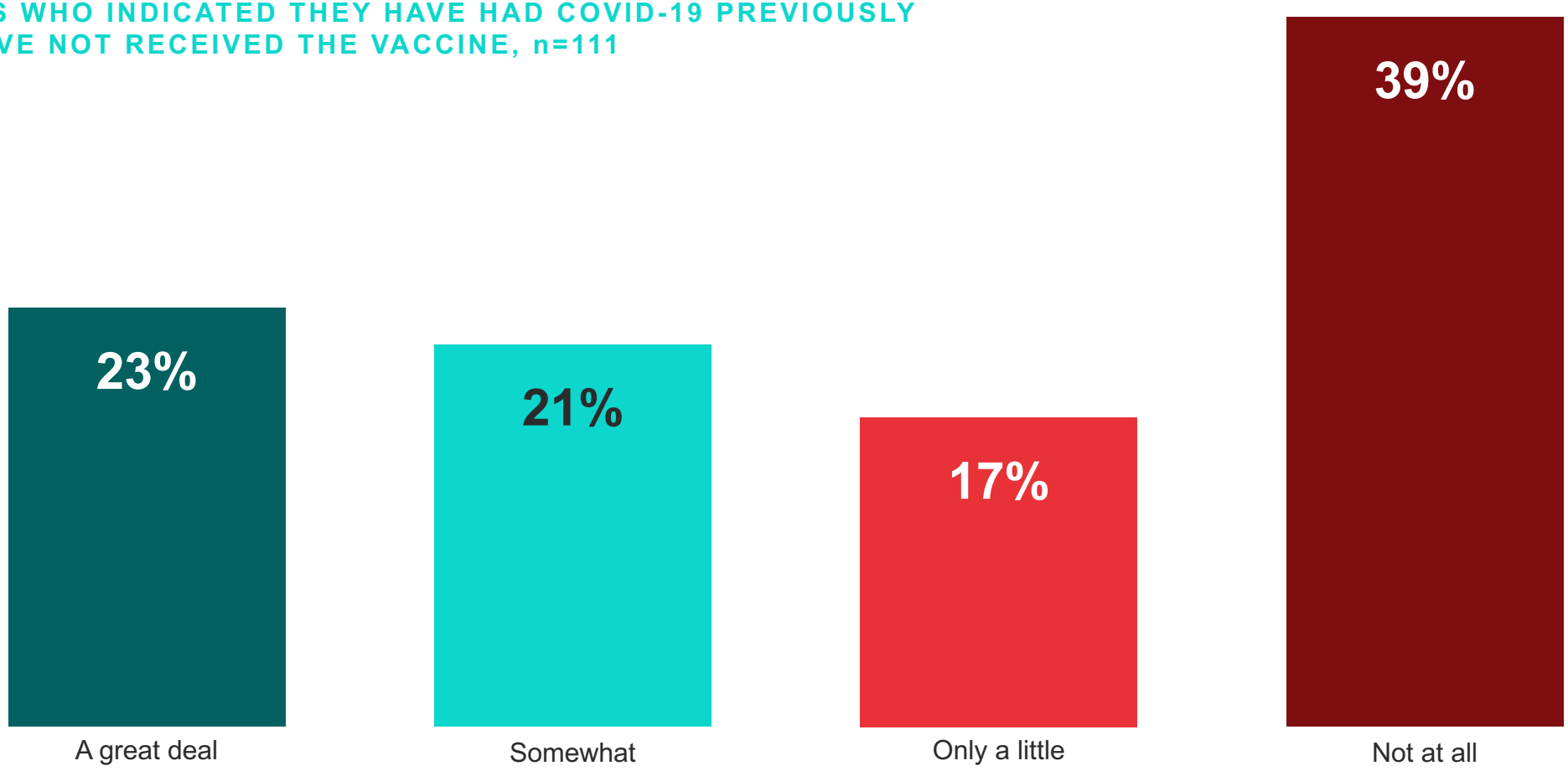
*Vaccinated Adults, n=1544 *Unvaccinated Adults, n=956

MORNING CONSULT

Over half (56%) adults who indicated they had COVID-19 previously but have not received the vaccine say that their diagnosis *has not* influenced their decision to not yet get vaccinated.

You indicated you had COVID-19 previously. How much has your diagnosis influenced your decision to not yet get vaccinated, if at all?

ADULTS WHO INDICATED THEY HAVE HAD COVID-19 PREVIOUSLY and HAVE NOT RECEIVED THE VACCINE, n=111



AGENDA

GENERAL MEASURES

ENGAGEMENT WITH COVID

TRUST IN THE COVID 19 VACCINE

VACCINE MANDATES

FDA APPROVAL

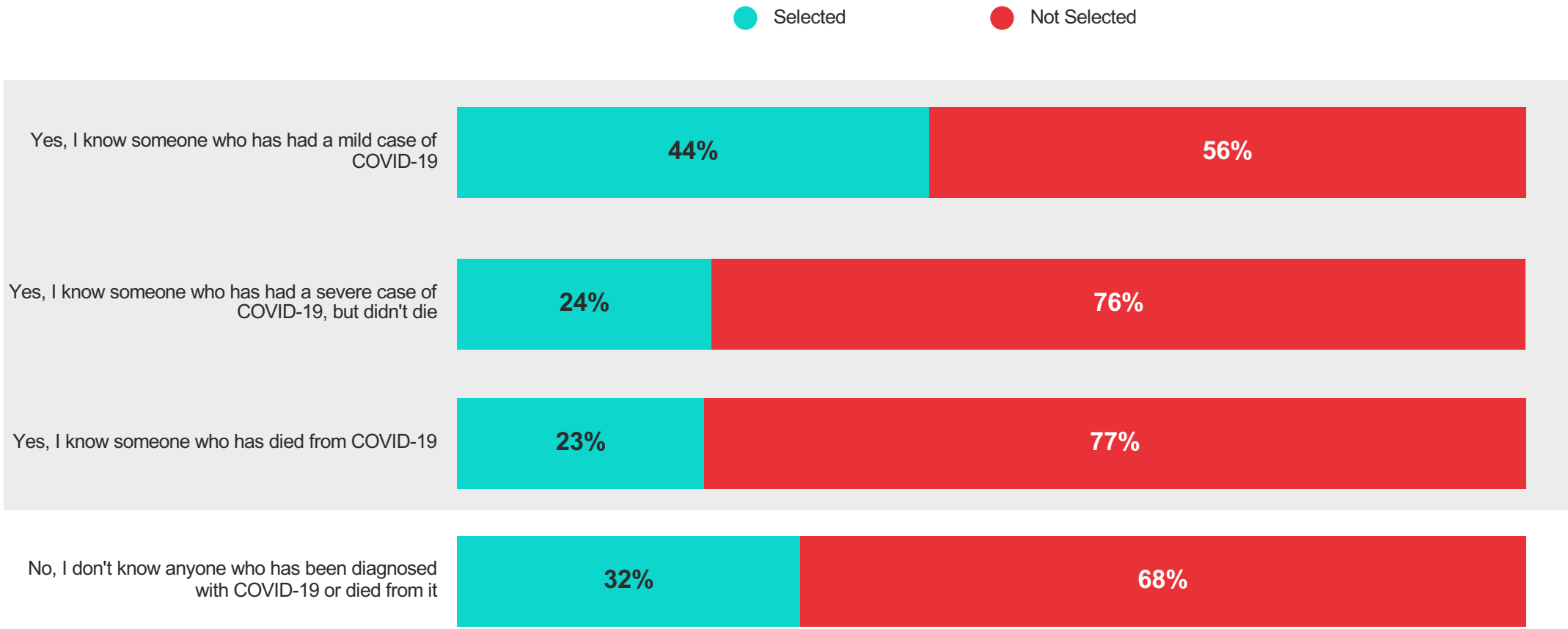
61%

of **all adults** say over half of their close friends and family have received the COVID-19 vaccine. Democrats are more likely than Republicans to say all or most of their close friends and family have received the COVID-19 vaccine (61% vs. 43%). On the other hand, 3 in 5 unvaccinated adults (58%) say less than half of their close friends and family have received the COVID-19 vaccine.

MORNING CONSULT

A quarter (23%) of adults say they know someone who has died from COVID-19, and 44% say they know someone who has had a mild case of COVID-19.

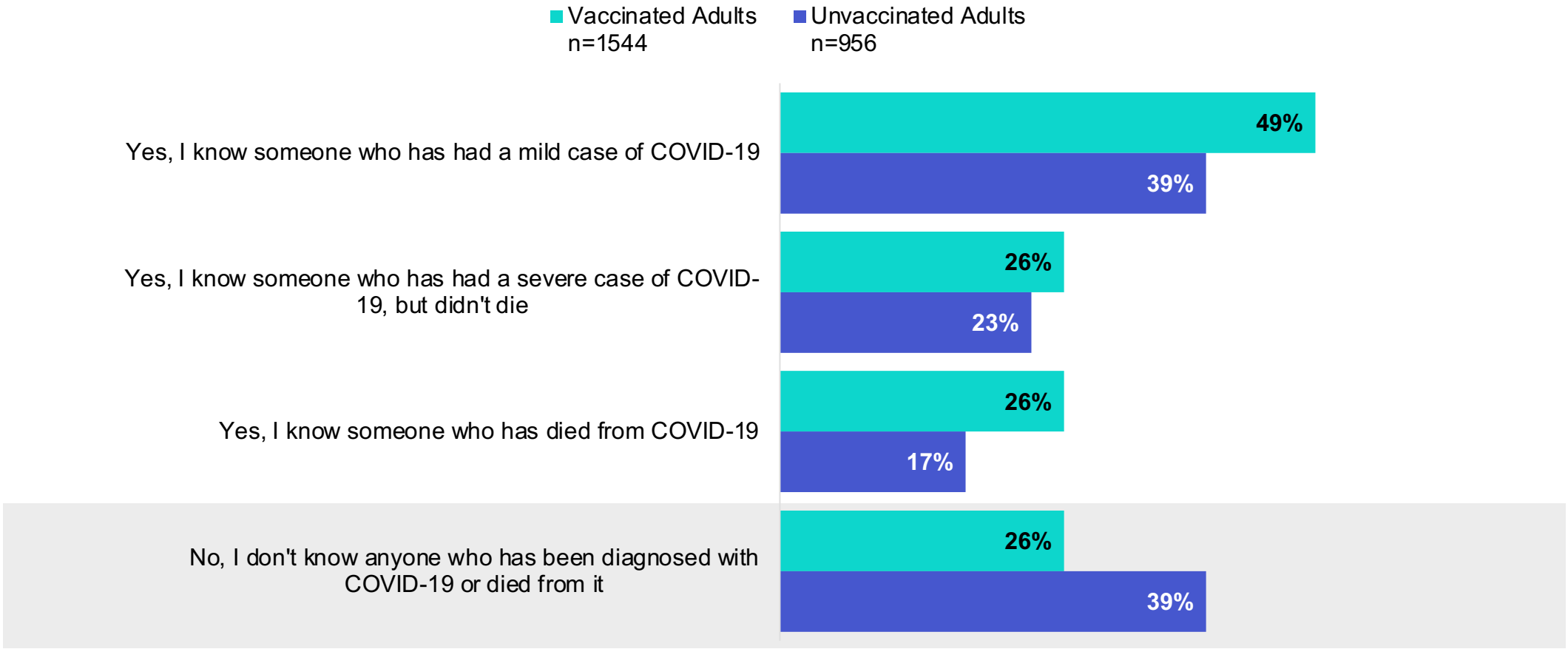
Has someone close to you been diagnosed with or died from the coronavirus? Select all that apply.



MORNING CONSULT

Unvaccinated adults (39%) are more likely than vaccinated adults (26%) to say they do not know anyone who has been diagnosed with COVID-19 or died from it.

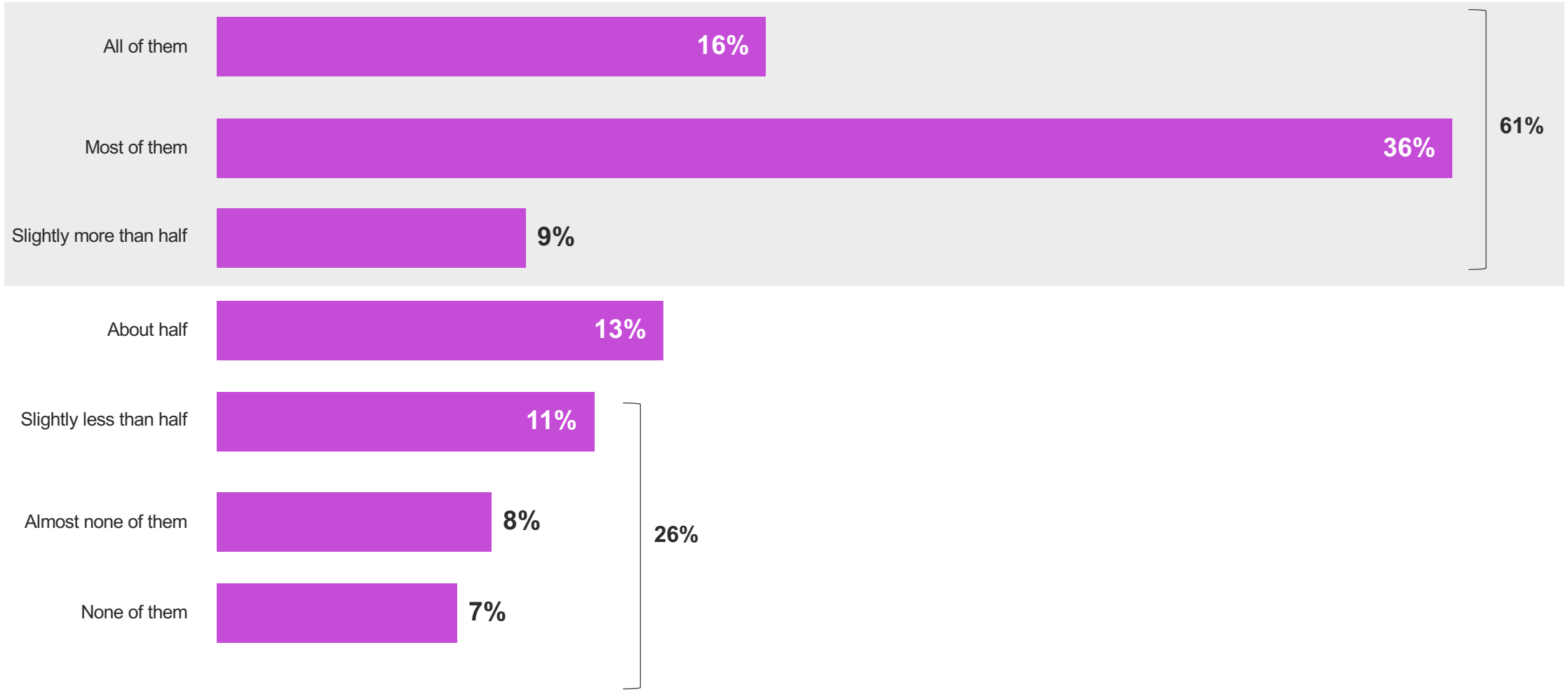
Has someone close to you been diagnosed with or died from the coronavirus? Select all that apply.



MORNING CONSULT

Three in five adults (61%) say over half of their close friend sand family have received the COVID-19 vaccine.

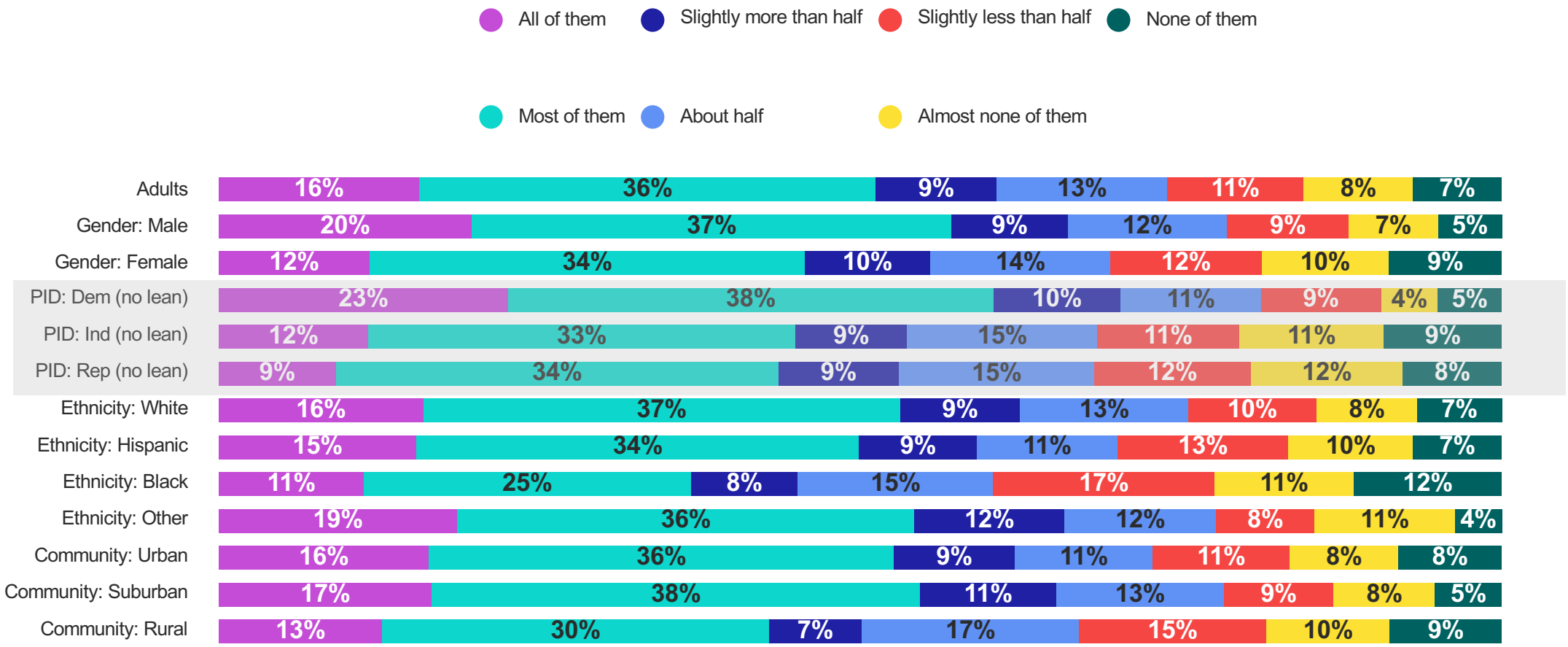
Thinking about your close friends and family how many, if any, have received the COVID-19 vaccine?



ENGAGEMENT WITH COVID

Democrats (61%) are more likely than Republicans (43%) to say all or most of their close friends and family have received the COVID-19 vaccine.

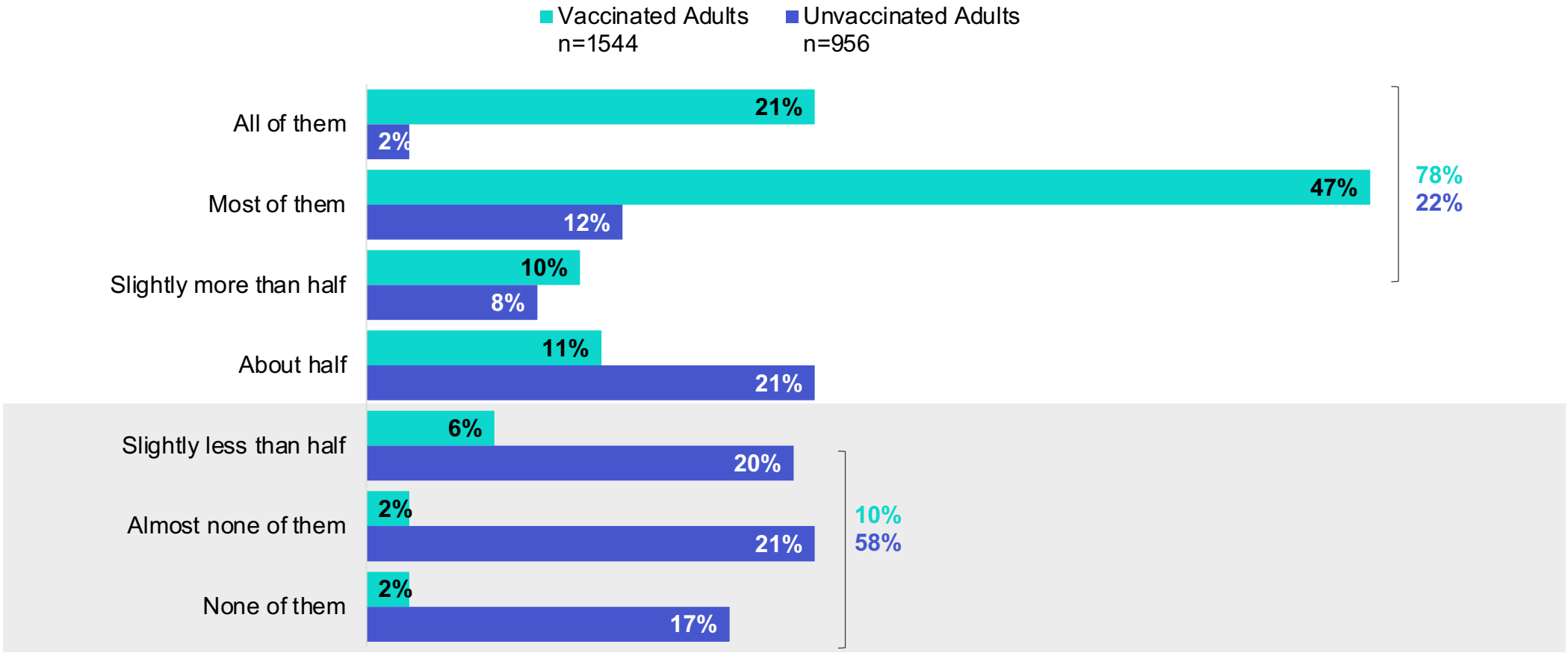
Thinking about your close friends and family how many, if any, have received the COVID-19 vaccine?



MORNING CONSULT

Three in five unvaccinated adults (58%) say less than half of their close friends and family have received the COVID-19 vaccine, compared to 10% of vaccinated adults.

Thinking about your close friends and family how many, if any, have received the COVID-19 vaccine?

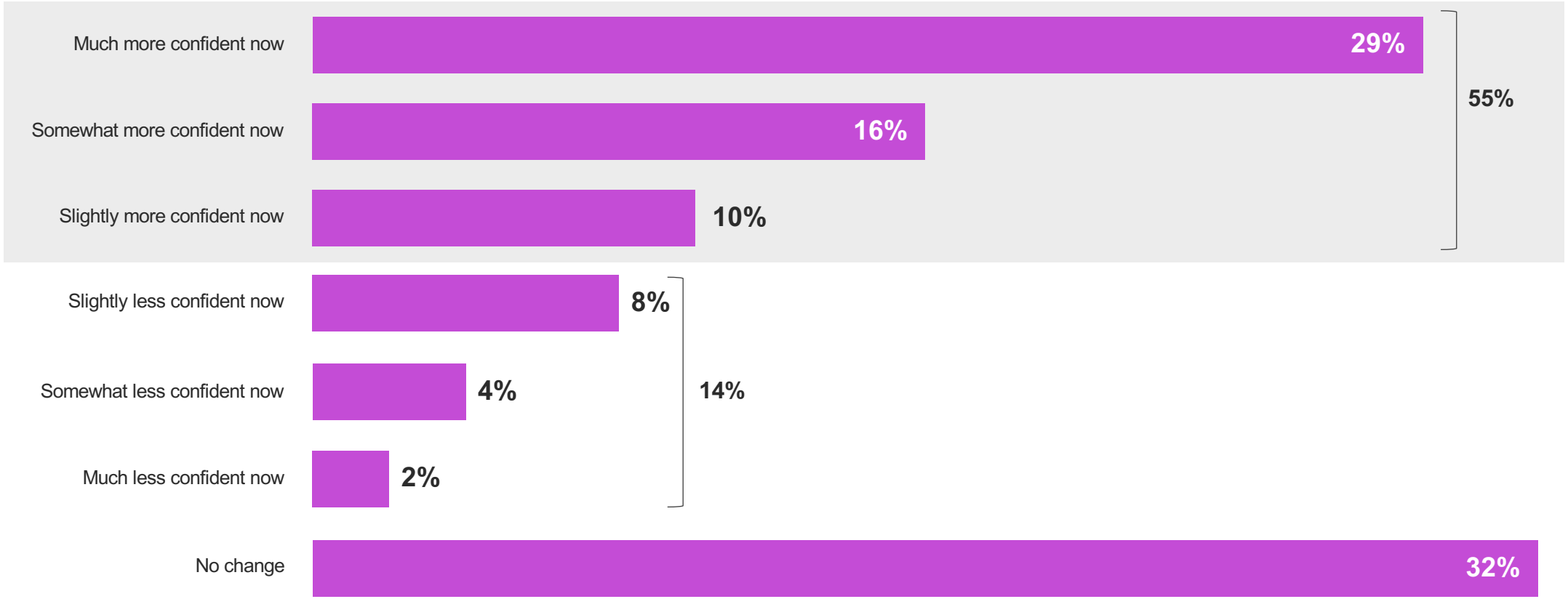


MORNING CONSULT

Over half of adults who have received the vaccine (55%) say they are more confident in the safety and effectiveness of the vaccine today than they were when they were first vaccinated, while 15% are less confident, and 32% say there has been no change.

Are you more or less confident in the vaccine, its safety and its effectiveness, today than you were when you were first vaccinated?

ADULTS WHO INDICATED THEY HAVE RECEIVED THE VACCINE, n=1503



AGENDA

GENERAL MEASURES

ENGAGEMENT WITH COVID

TRUST IN THE COVID 19 VACCINE

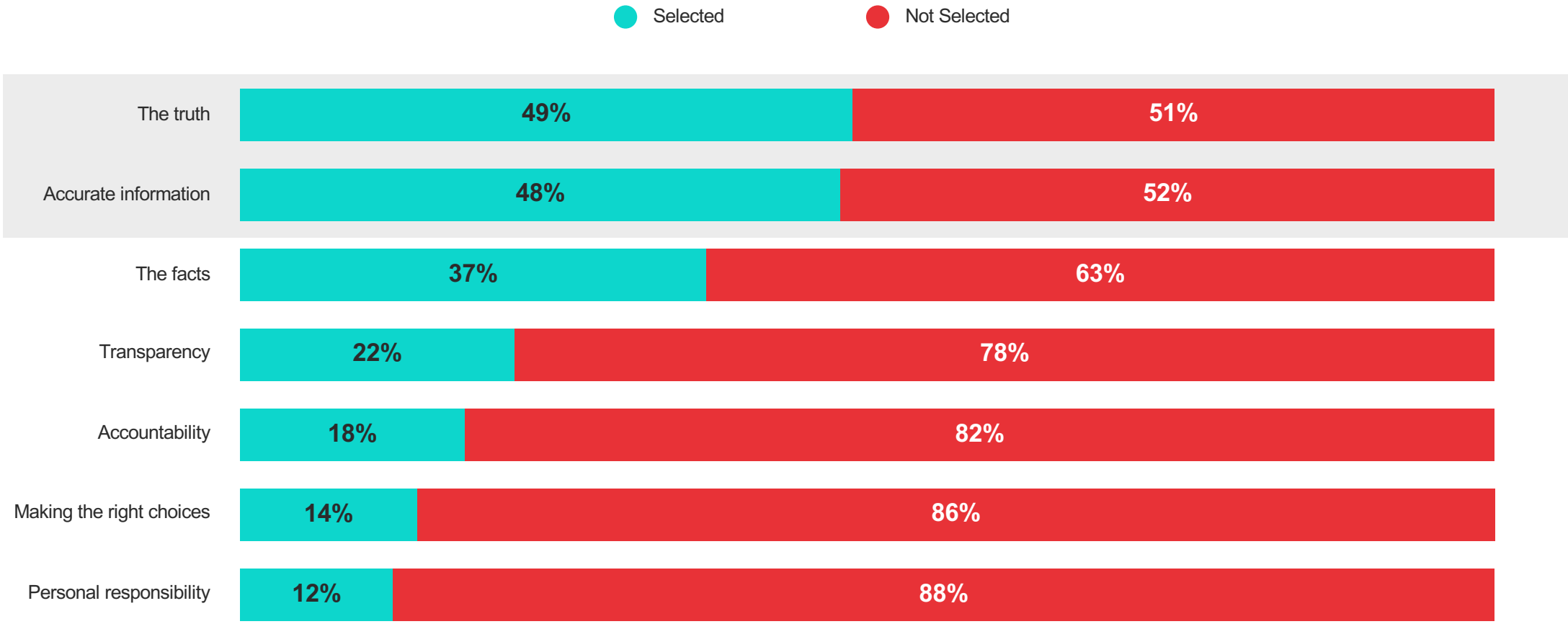
VACCINE MANDATES

FDA APPROVAL

MORNING CONSULT

Half of all adults say that when it comes to the COVID-19 vaccine, they need *the truth* (49%) and *accurate information* (48%) most from the federal government.

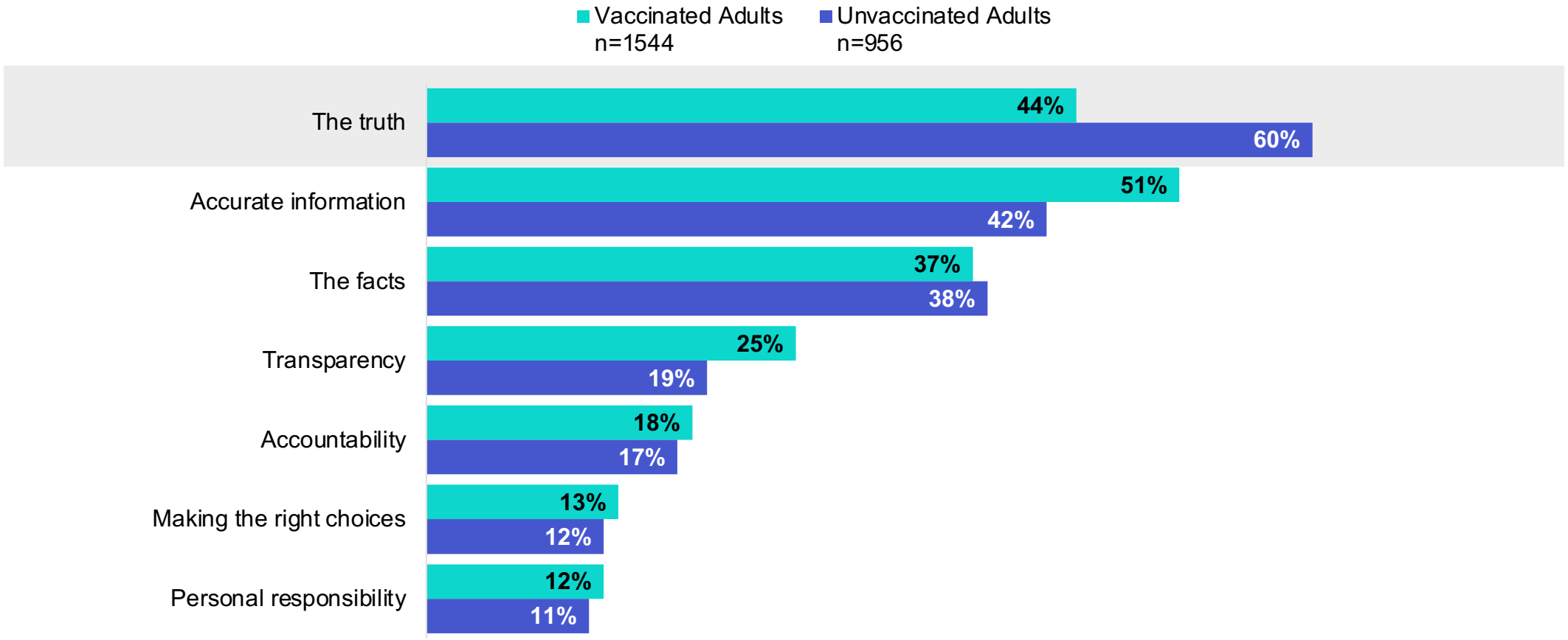
When it comes to the COVID-19 vaccine, which do we need the most from the federal government? Pick your top TWO.



MORNING CONSULT

Unvaccinated adults (60%) are more likely than vaccinated adults (44%) to say they need the *truth* the most from the federal government.

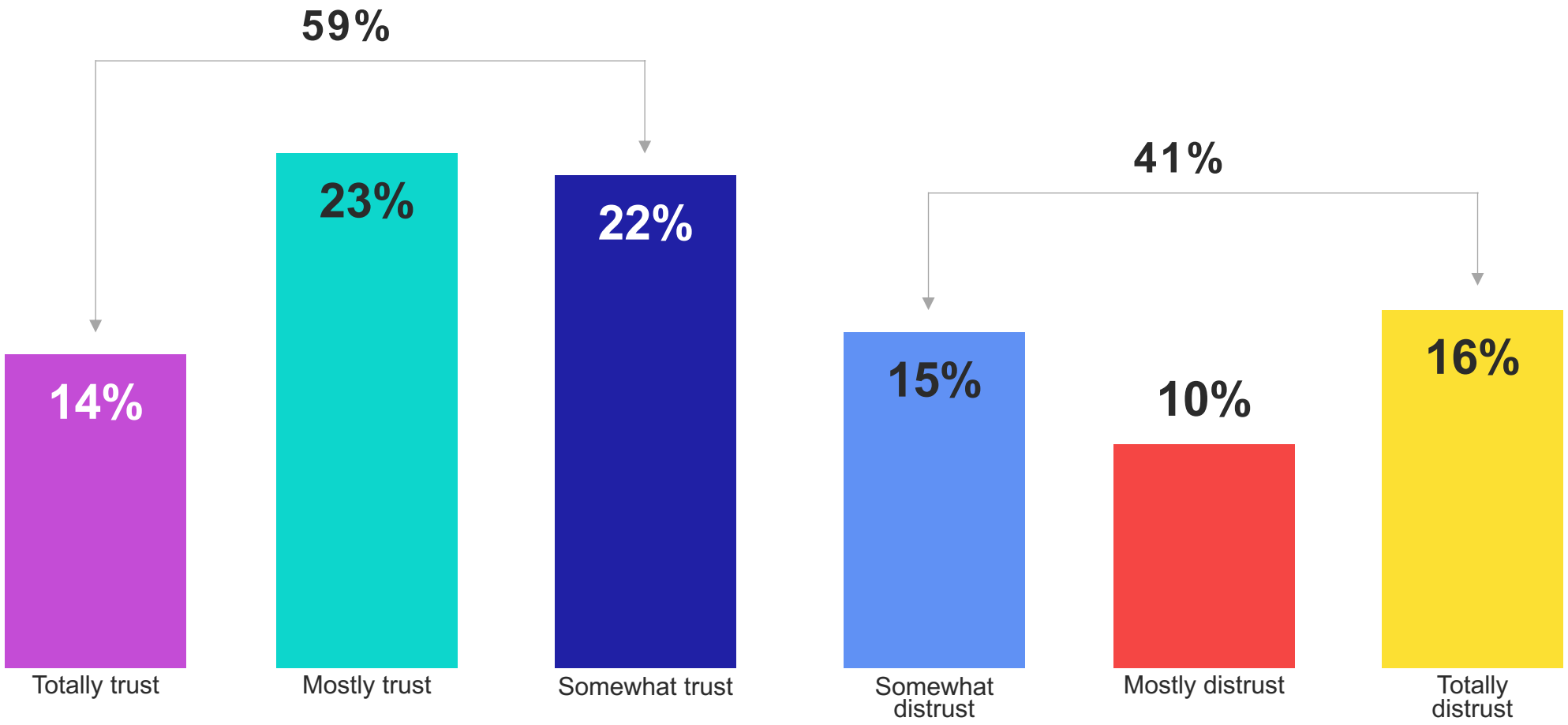
When it comes to the COVID-19 vaccine, which do we need the most from the federal government? Pick your top TWO.



TRUST IN THE COVID-19 VACCINE

Most adults (59%) say they *trust* the federal government's COVID-19 vaccine guidelines, but 41% *distrust* the guidelines.

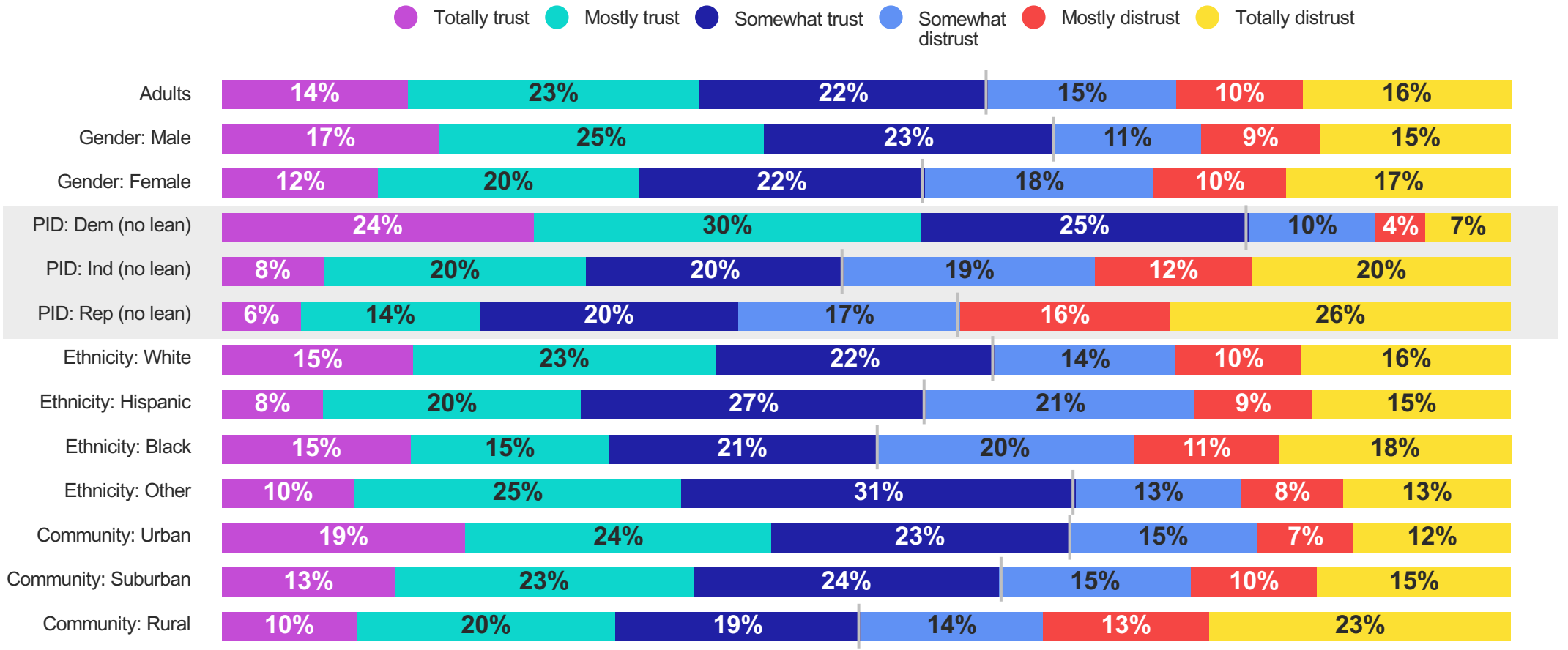
How much do you trust or distrust the federal government's COVID-19 vaccine guidelines?



MORNING CONSULT

Democrats (79%) are more likely than independents (48%) and Republicans (40%) to say they *trust* the federal government's COVID-19 vaccine guidelines.

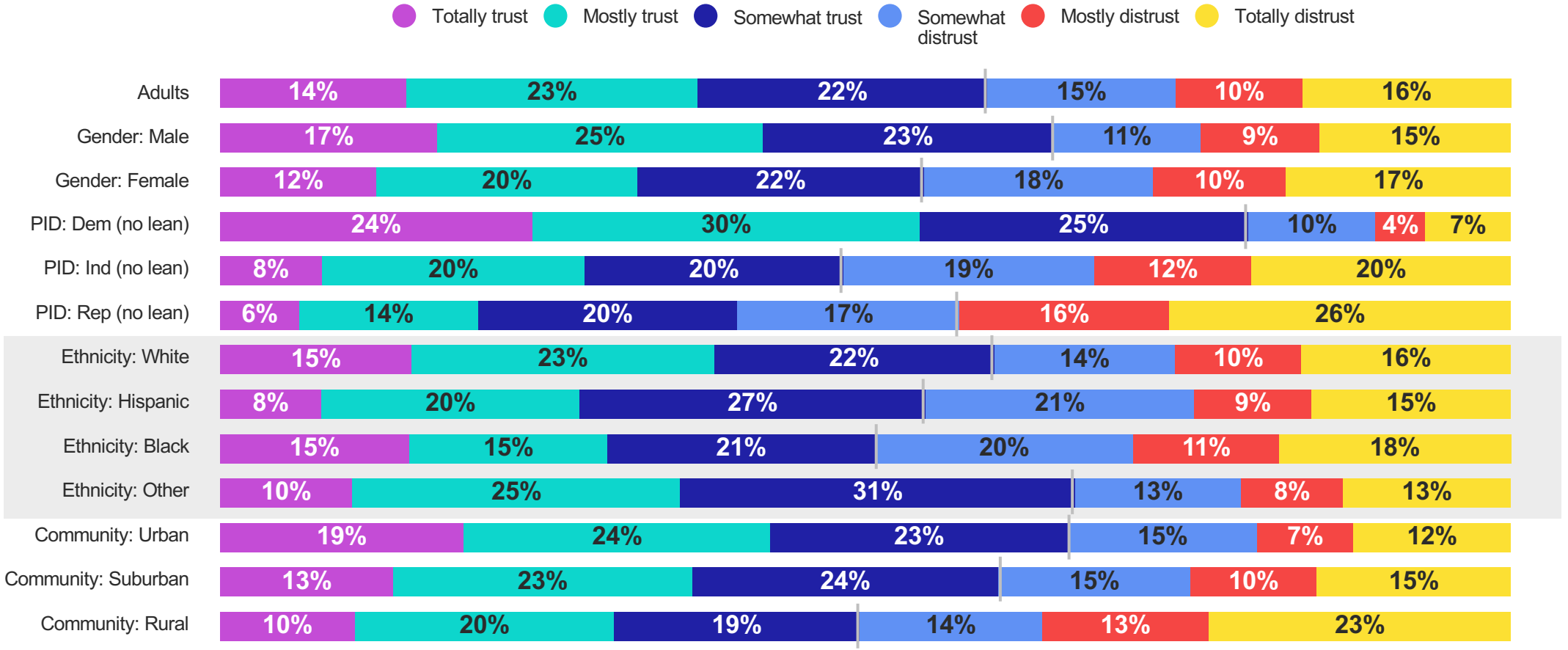
How much do you trust or distrust the federal government's COVID-19 vaccine guidelines?



MORNING CONSULT

Black adults (49%) and Hispanic adults (45%) are more likely than white (30%) and other adults of color (34%) to say they *distrust* the federal government's COVID-19 vaccine guidelines.

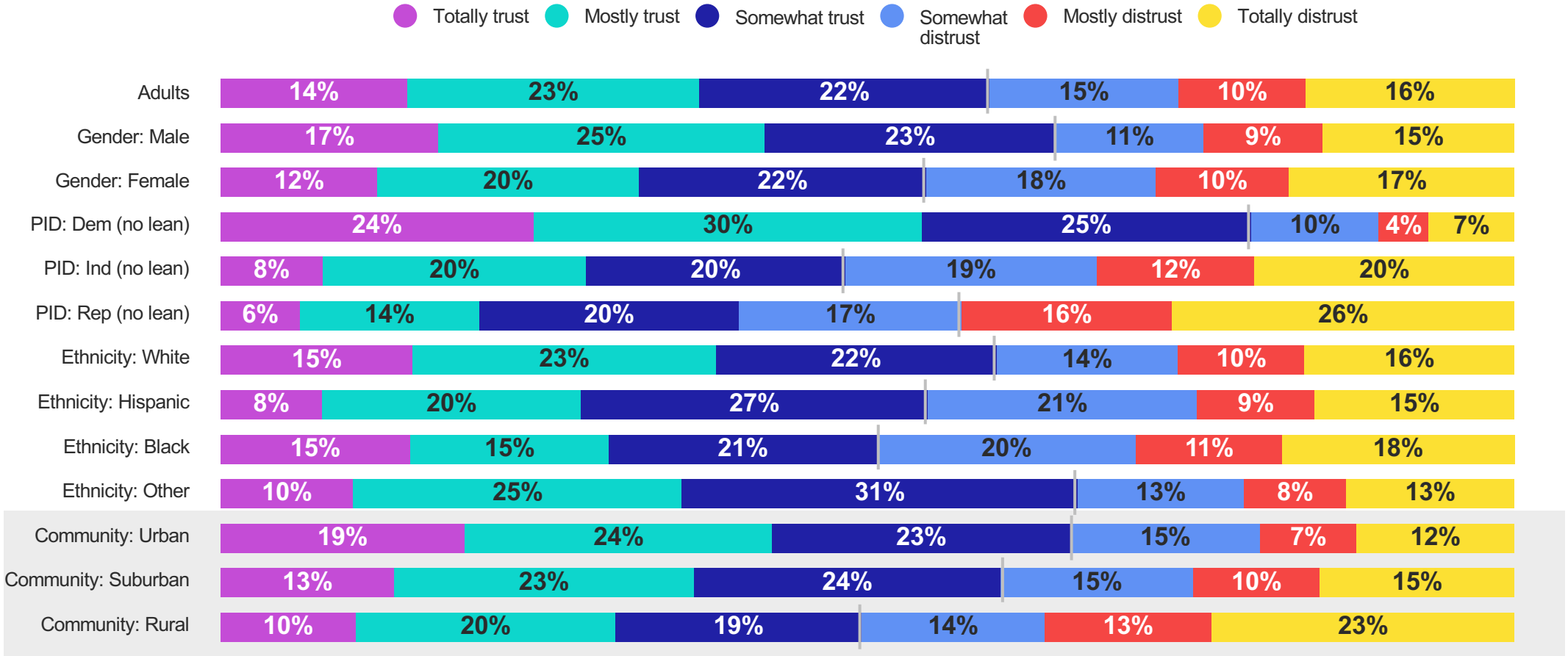
How much do you trust or distrust the federal government's COVID-19 vaccine guidelines?



TRUST IN THE COVID-19 VACCINE

Urban adults (66%) are more likely than suburban (60%) and rural (49%) adults to say they *trust* the federal government's COVID-19 vaccine guidelines.

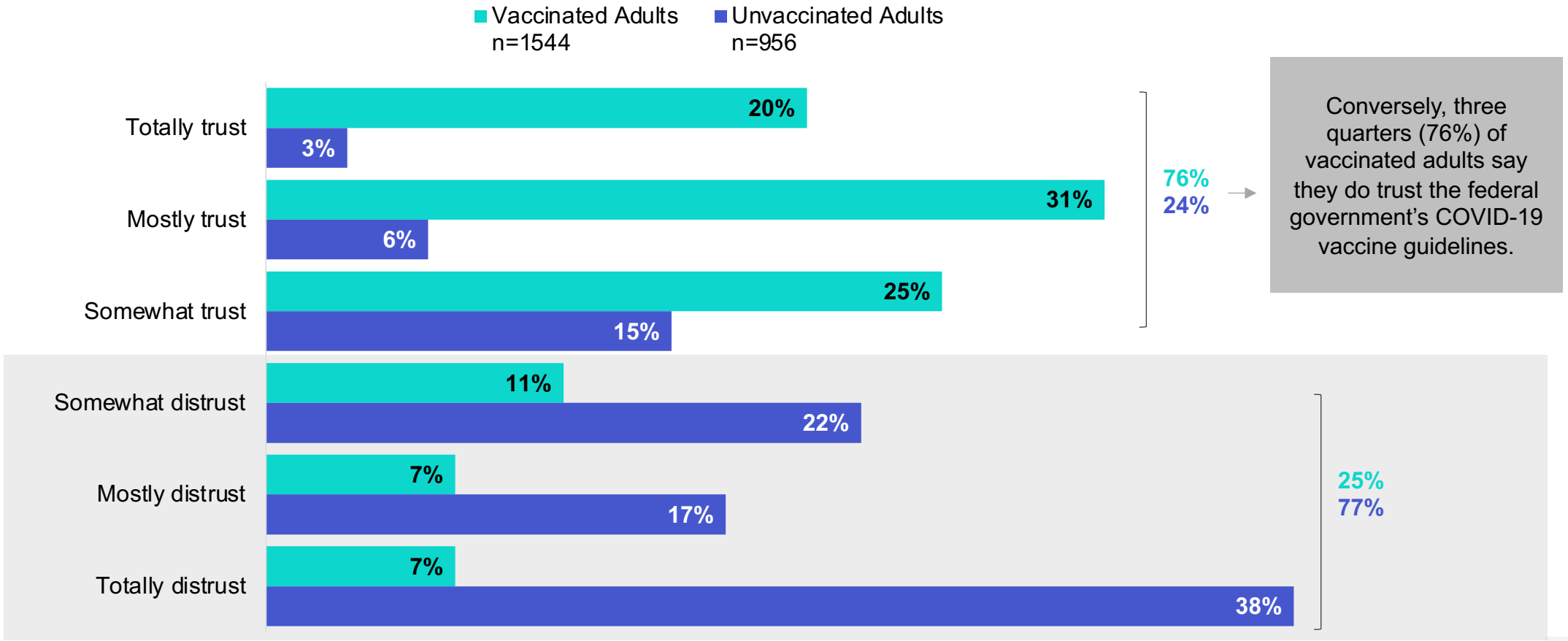
How much do you trust or distrust the federal government's COVID-19 vaccine guidelines?



TRUST IN THE COVID-19 VACCINE

Three quarters (77%) of unvaccinated adults say they *distrust* the federal government's COVID-19 vaccine guidelines, including 38% who say they *totally distrust* the federal government's vaccine guidelines.

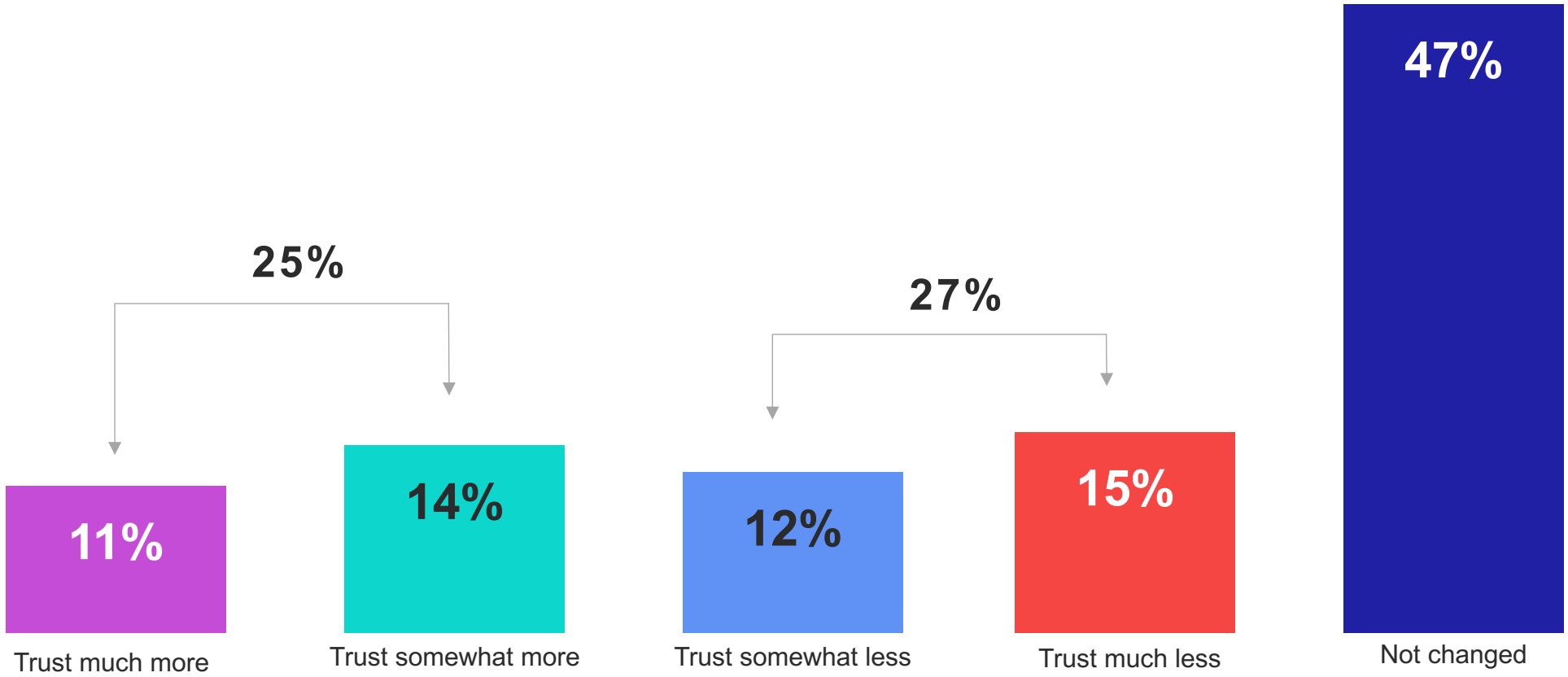
How much do you trust or distrust the federal government's COVID-19 vaccine guidelines?



MORNING CONSULT

Half of adults (47%) say their trust in the federal government's COVID-19 vaccine guidelines has *not changed* over the past six months, while others are divided on whether their trust has increased (25%) or decreased (27%).

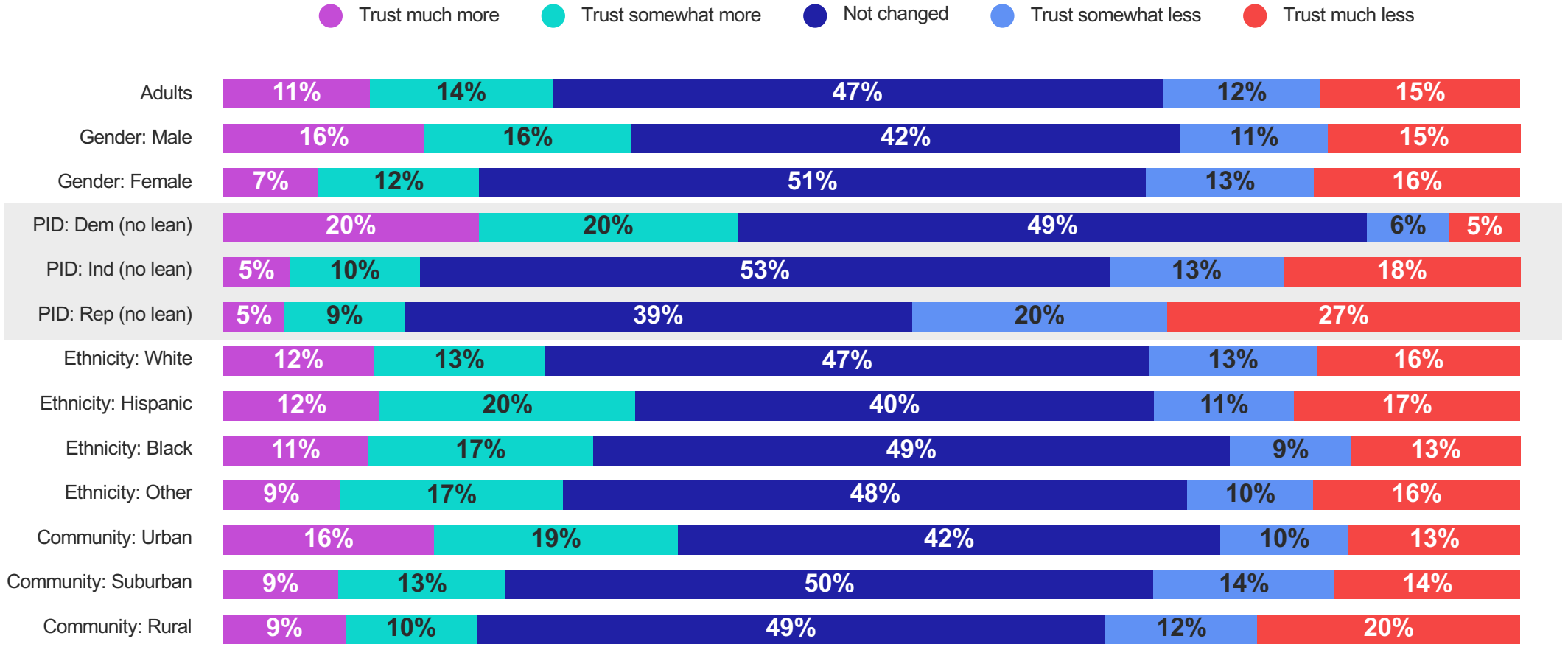
How has your trust in the federal government's COVID-19 vaccine guidelines changed over the past six months, if at all?



TRUST IN THE COVID-19 VACCINE

Democrats (40%) are more likely than independents (15%) and Republicans (14%) to say their trust in the federal government's COVID-19 vaccine guidelines has grown over the past six months. Republicans are especially likely to say their trust has lessened (47%).

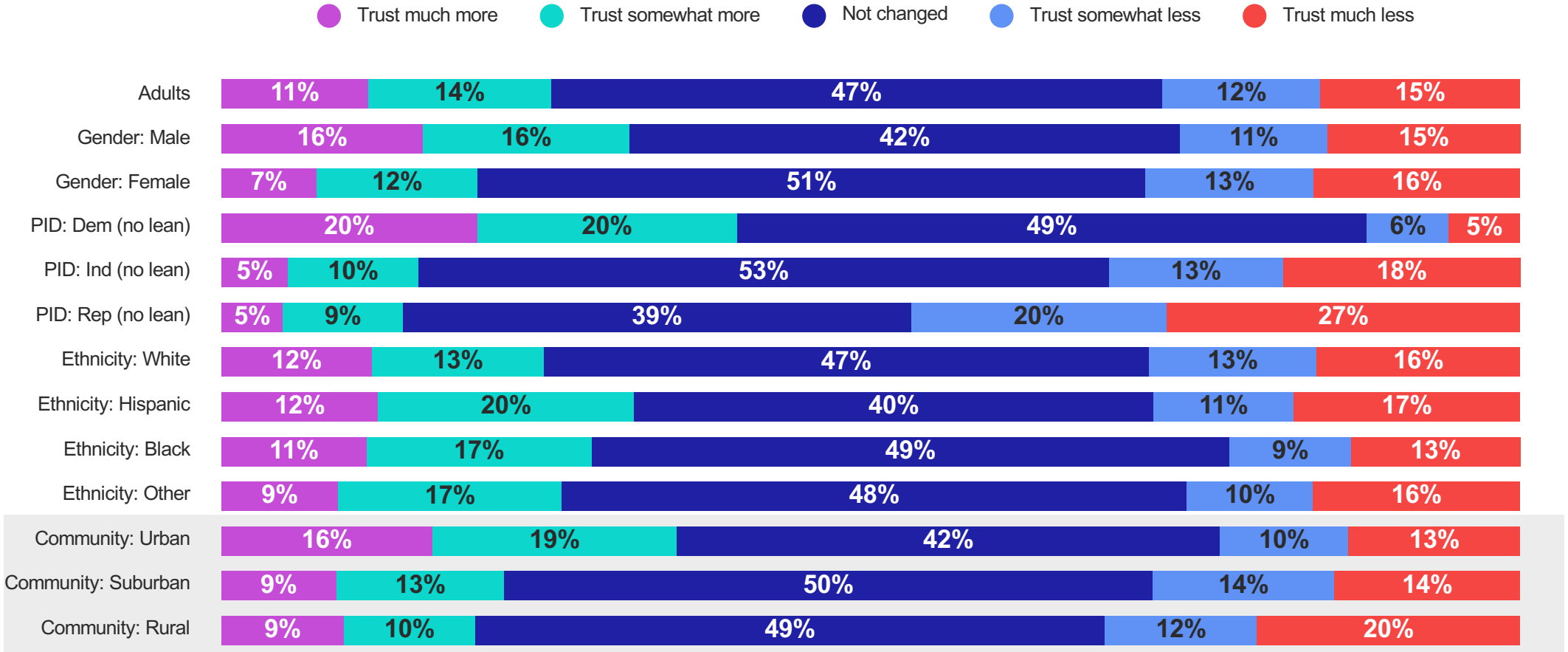
How has your trust in the federal government's COVID-19 vaccine guidelines changed over the past six months, if at all?



MORNING CONSULT

Urban adults (35%) are more likely than suburban (22%) and rural (19%) adults to say their trust in the federal government's COVID-19 vaccine guidelines has grown over the past six months.

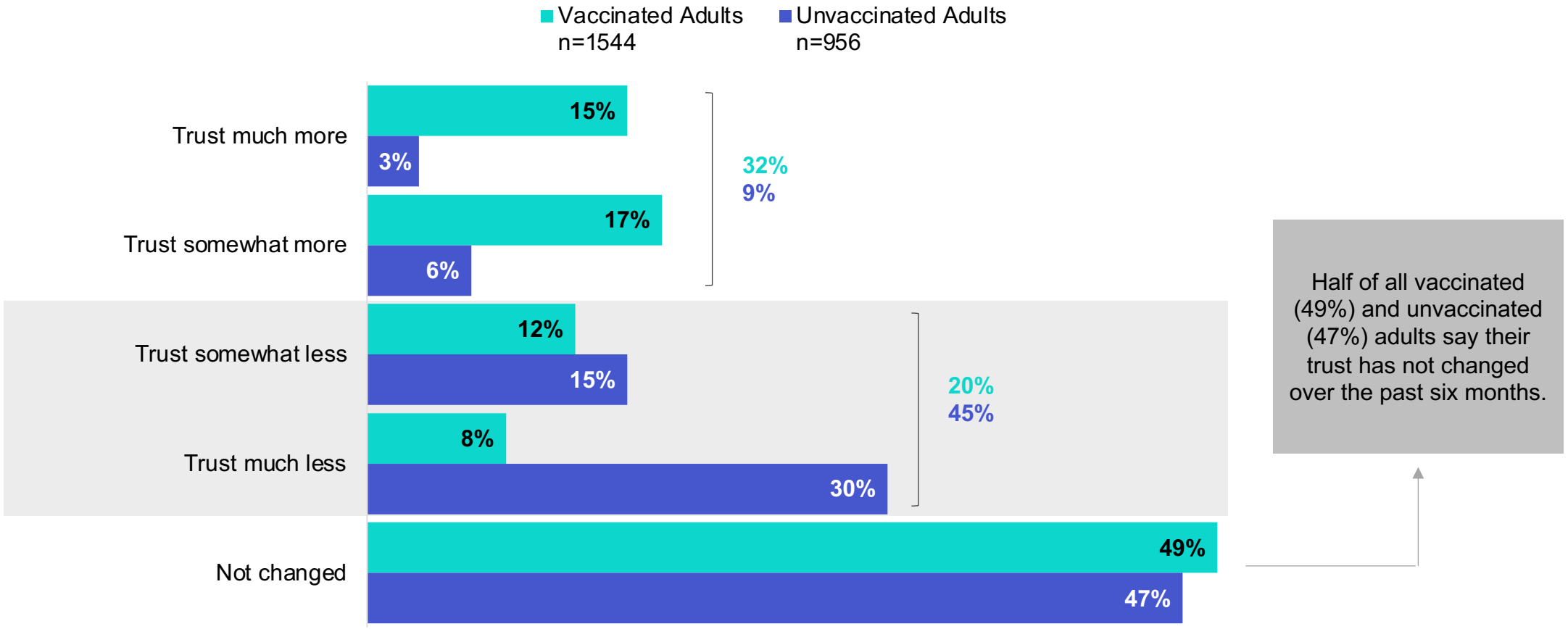
How has your trust in the federal government's COVID-19 vaccine guidelines changed over the past six months, if at all?



MORNING CONSULT

Nearly half (45%) of unvaccinated adults say their trust in the federal government's COVID-19 vaccine guidelines *has lessened* over the past six months.

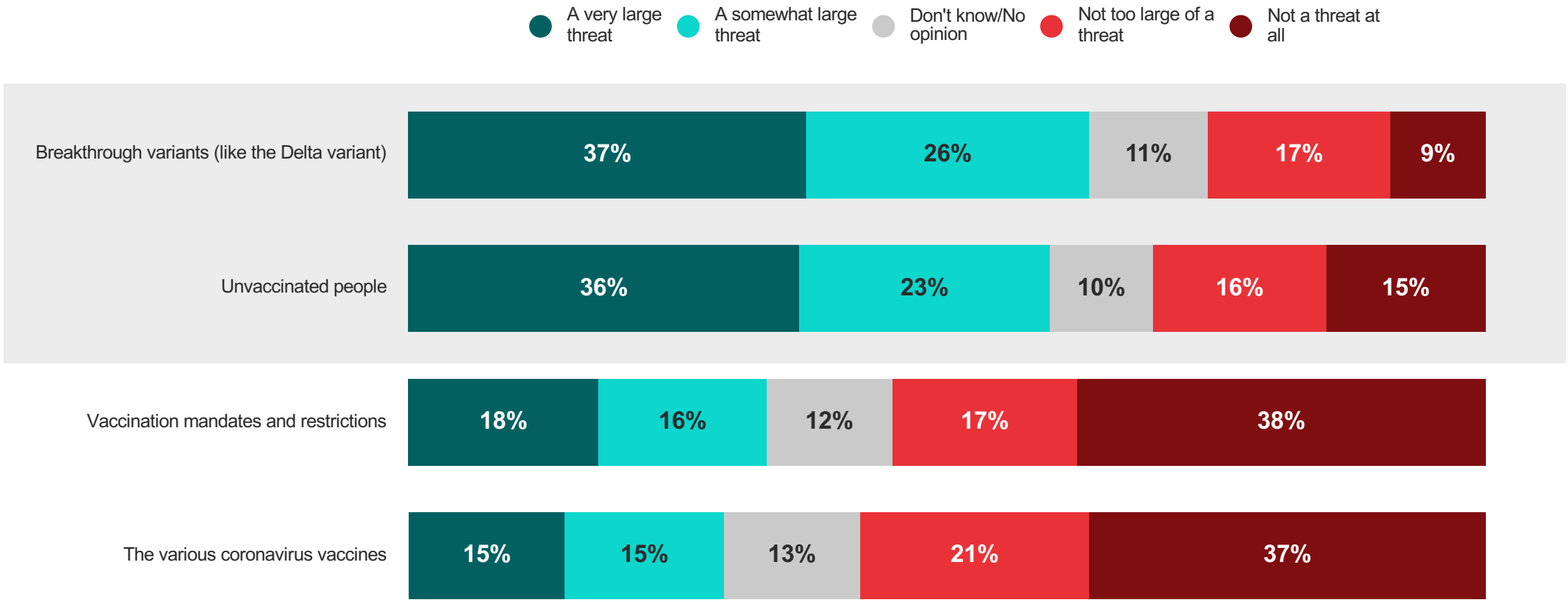
How has your trust in the federal government's COVID-19 vaccine guidelines changed over the past six months, if at all?



MORNING CONSULT

Three in five adults say breakthrough variants (63%) and unvaccinated people (59%) are a large threat to their personal health and safety right now.

How large of a threat, if at all, are each of the following to your personal health and safety right now?



Nearly half of all unvaccinated adults say break through variants (45%), vaccination mandates and restrictions (51%) and the various coronavirus vaccines (45%) are a large threat to their personal health and safety.

How large of a threat, if at all, are each of the following to your personal health and safety right now?

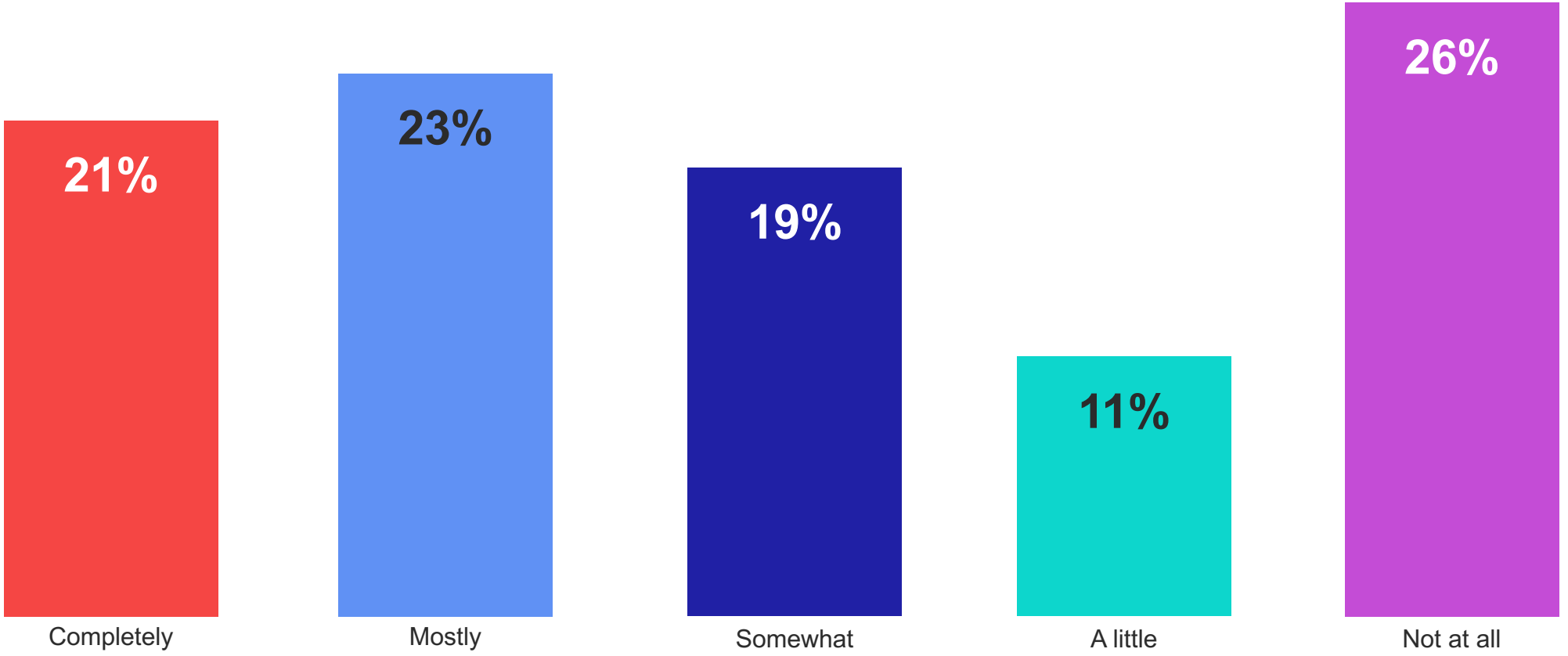
Somewhat or Very Large Threat	Vaccinated Adults (n=1544)	Unvaccinated Adults (n=956)
Breakthrough variants (like the Delta variant)	74%	45%
Unvaccinated people	76%	22%
Vaccination mandates and restrictions	26%	51%
The various coronavirus vaccines	23%	45%

Vaccinated adults are over 3x as likely as unvaccinated adults to say unvaccinated people are a threat to their personal health and safety (76% vs. 22%).

MORNING CONSULT

Adults are divided on how much they blame unvaccinated people for the spread of the Delta variant and increasing COVID restrictions: 44% completely/mostly blame, 30% somewhat/a little blame, and 26% do not blame at all.

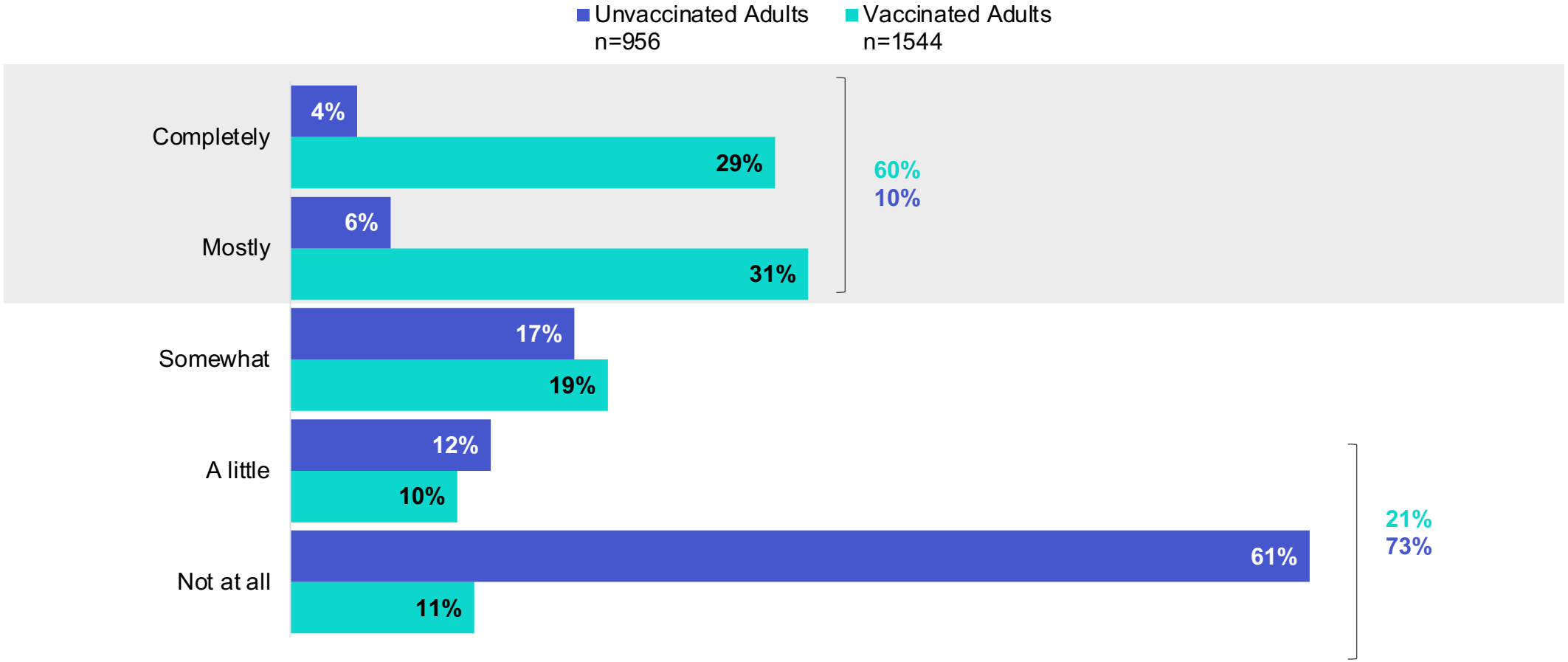
How much do you blame, if at all, unvaccinated people for the spread of the Delta variant and increasing COVID-related restrictions?



MORNING CONSULT

Vaccinated adults (60%) are six times more likely than unvaccinated adults (10%) to completely or mostly blame unvaccinated people for the spread of the Delta variant and increasing COVID-related restrictions.

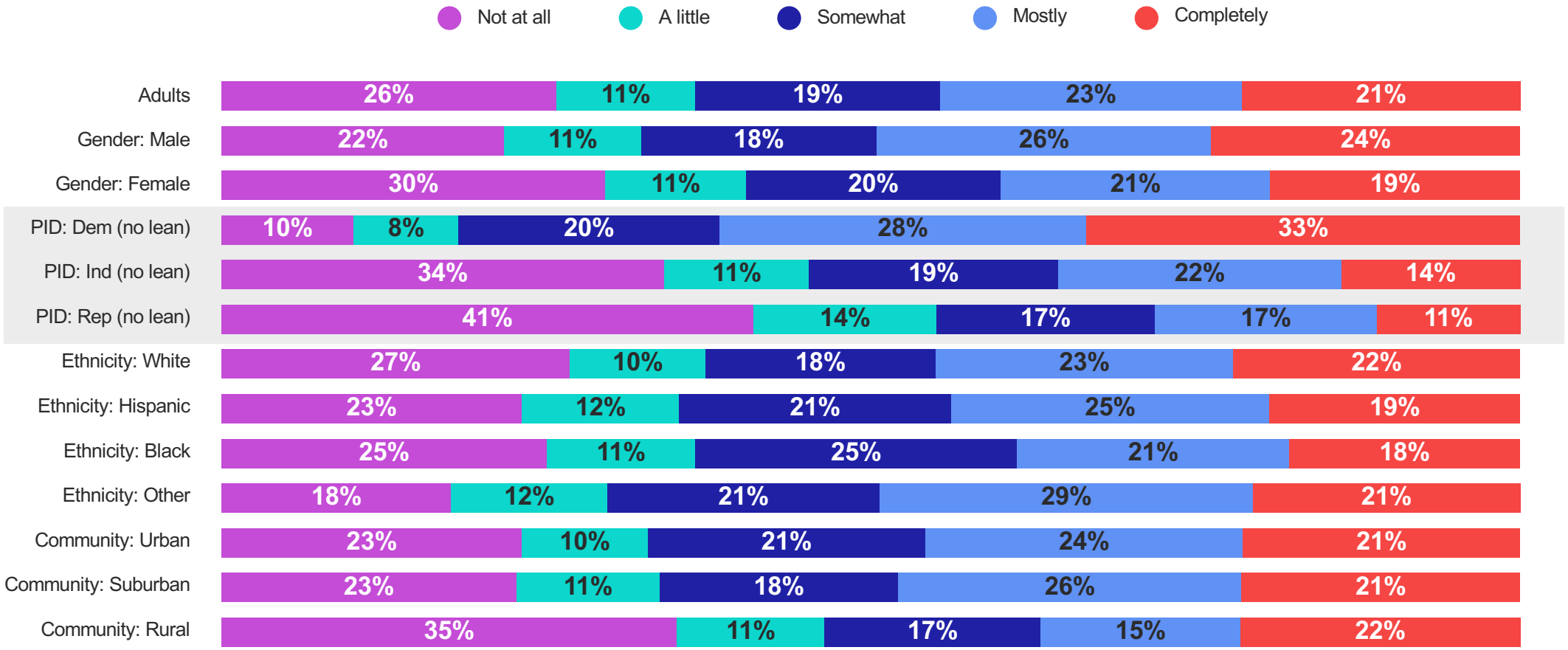
How much do you blame, if at all, unvaccinated people for the spread of the Delta variant and increasing COVID-related restrictions?



TRUST IN THE COVID-19 VACCINE

Democrats (33%) are more likely than independents (14%) and Republicans (11%) to say they *completely* blame unvaccinated people for the spread of the Delta variant and increasing COVID-related restrictions

How much do you blame, if at all, unvaccinated people for the spread of the Delta variant and increasing COVID-related restrictions?

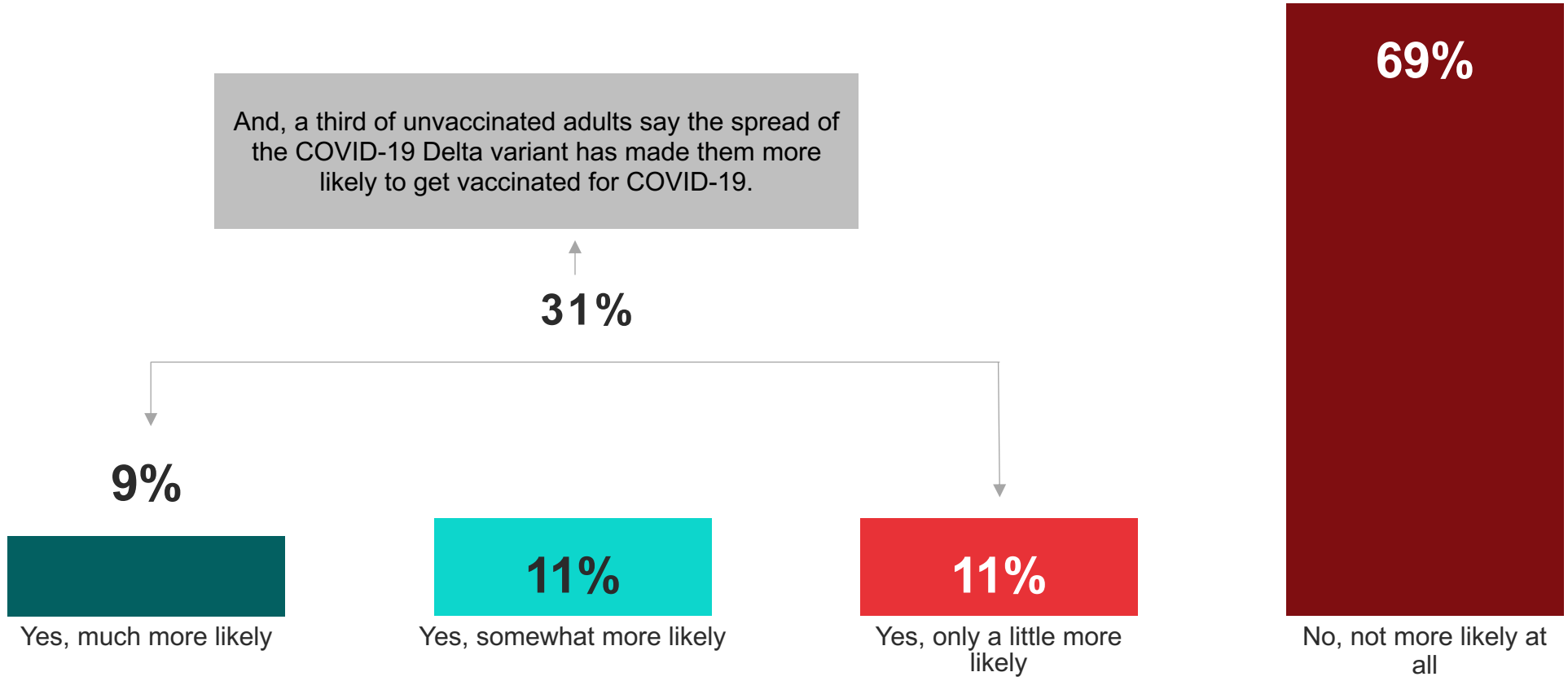


MORNING CONSULT

A majority (69%) of unvaccinated adults say that the spread of the COVID-19 Delta variant in communities across the US has not made them more likely to get vaccinated for COVID-19.

Has the spread of the COVID-19 Delta variant in communities across the US made you more likely to get vaccinated for COVID-19?

UNVACCINATED ADULTS, n=956



AGENDA

GENERAL MEASURES

ENGAGEMENT WITH COVID

TRUST IN THE COVID 19 VACCINE

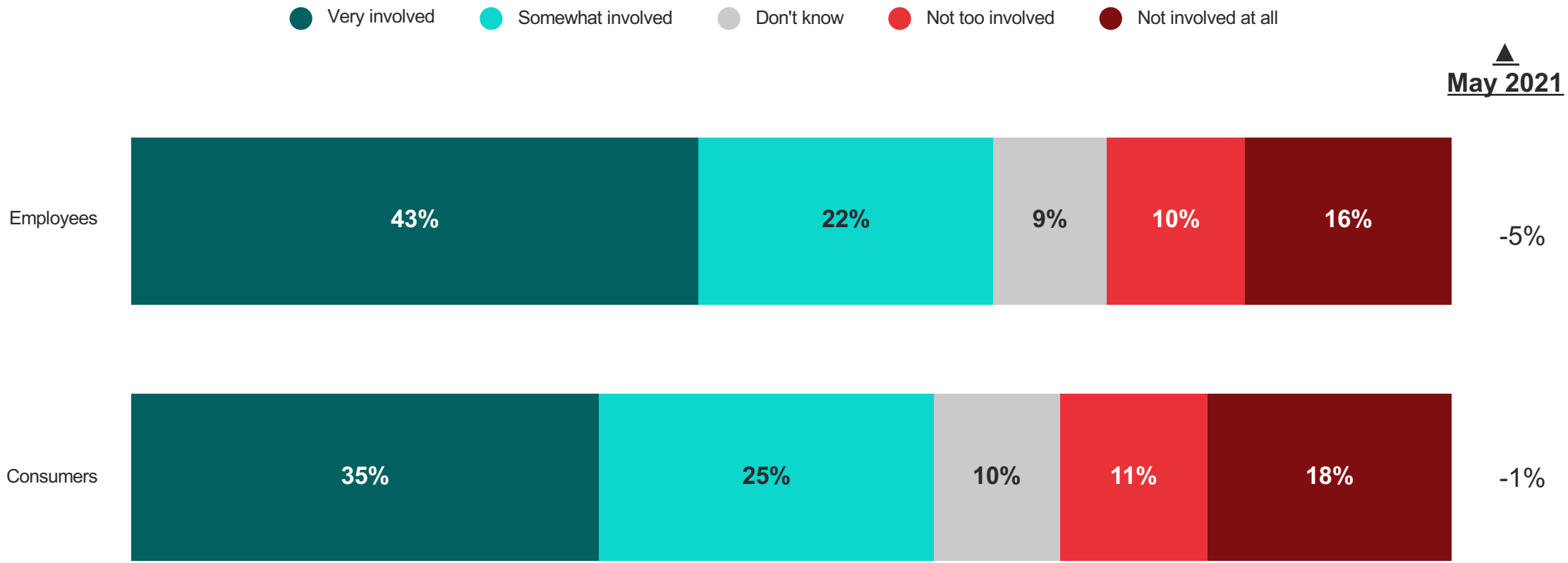
VACCINE MANDATES

FDA APPROVAL

MORNING CONSULT

Most adults say private companies should be involved in encouraging employees (65%) and consumers (60%) to get the COVID-19 vaccine.

How involved, if at all, should private companies be in encouraging the following to get the COVID-19 vaccine?

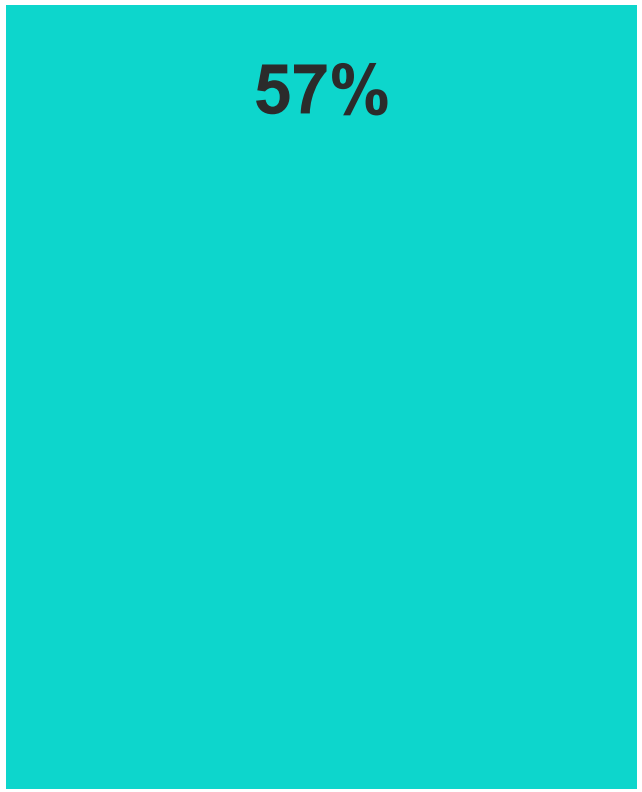


Adults are less likely (-5%) now than in May 2021 to say private companies should be involved in encouraging employees to get the COVID-19 vaccine.

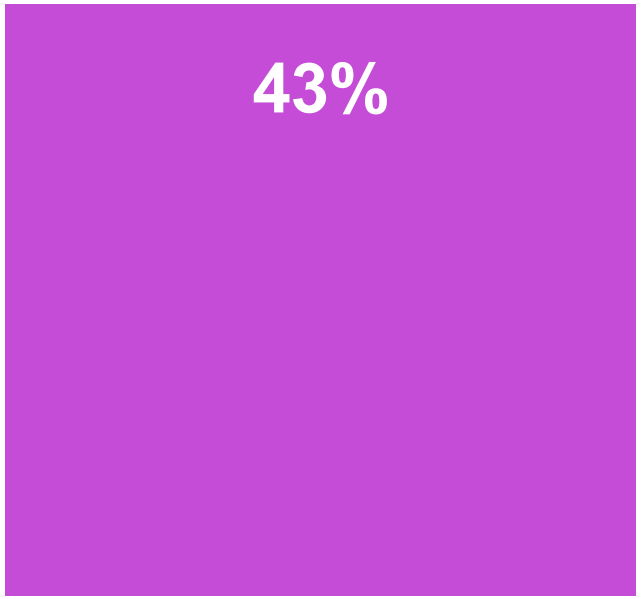
MORNING CONSULT

Over half (57%) of adults say public safety is a higher priority to them personally, compared to 43% who say personal freedom is a higher priority.

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



Public Safety: Requiring people to get a COVID-19 vaccine because the virus is highly transmissible and puts people at risk

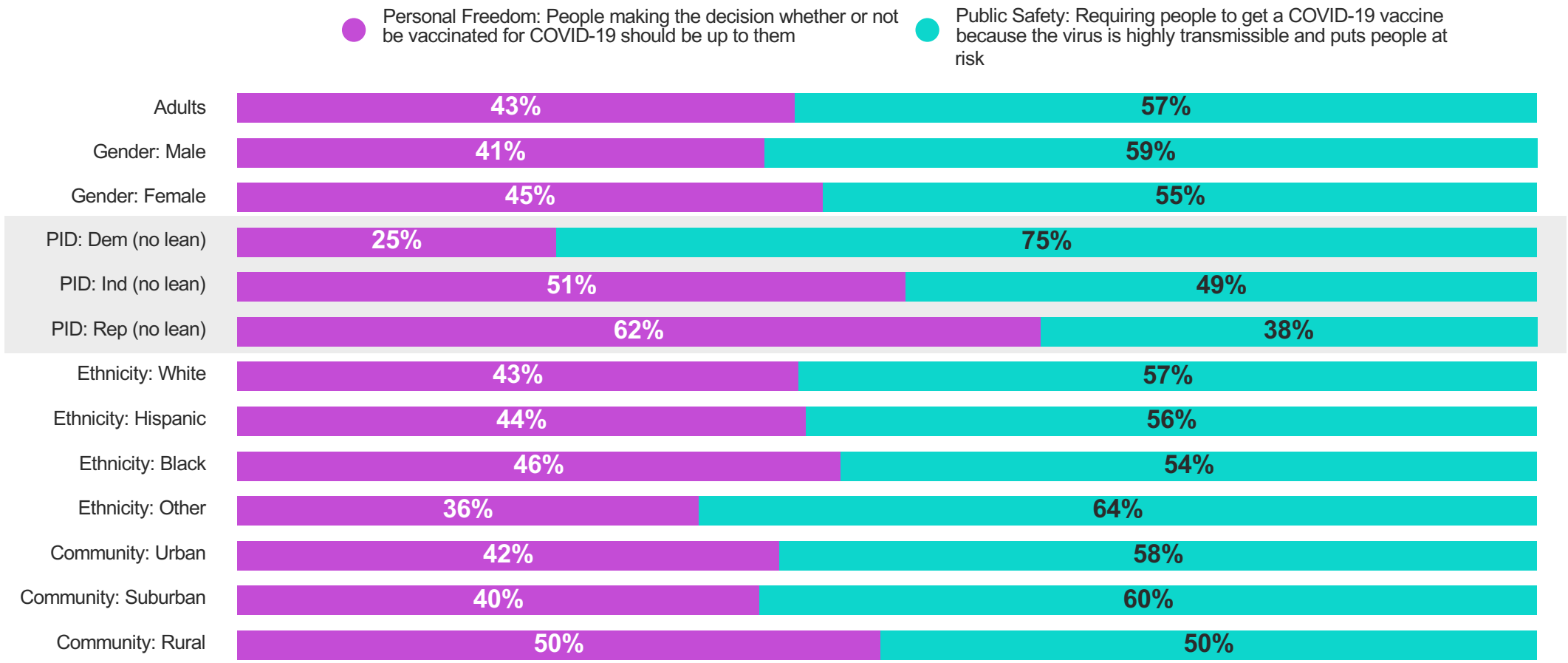


Personal Freedom: People making the decision whether or not be vaccinated for COVID-19 should be up to them

MORNING CONSULT

Republicans (62%) are more likely than independents (51%) and Democrats (25%) to say that personal freedom is a higher priority to them, personally.

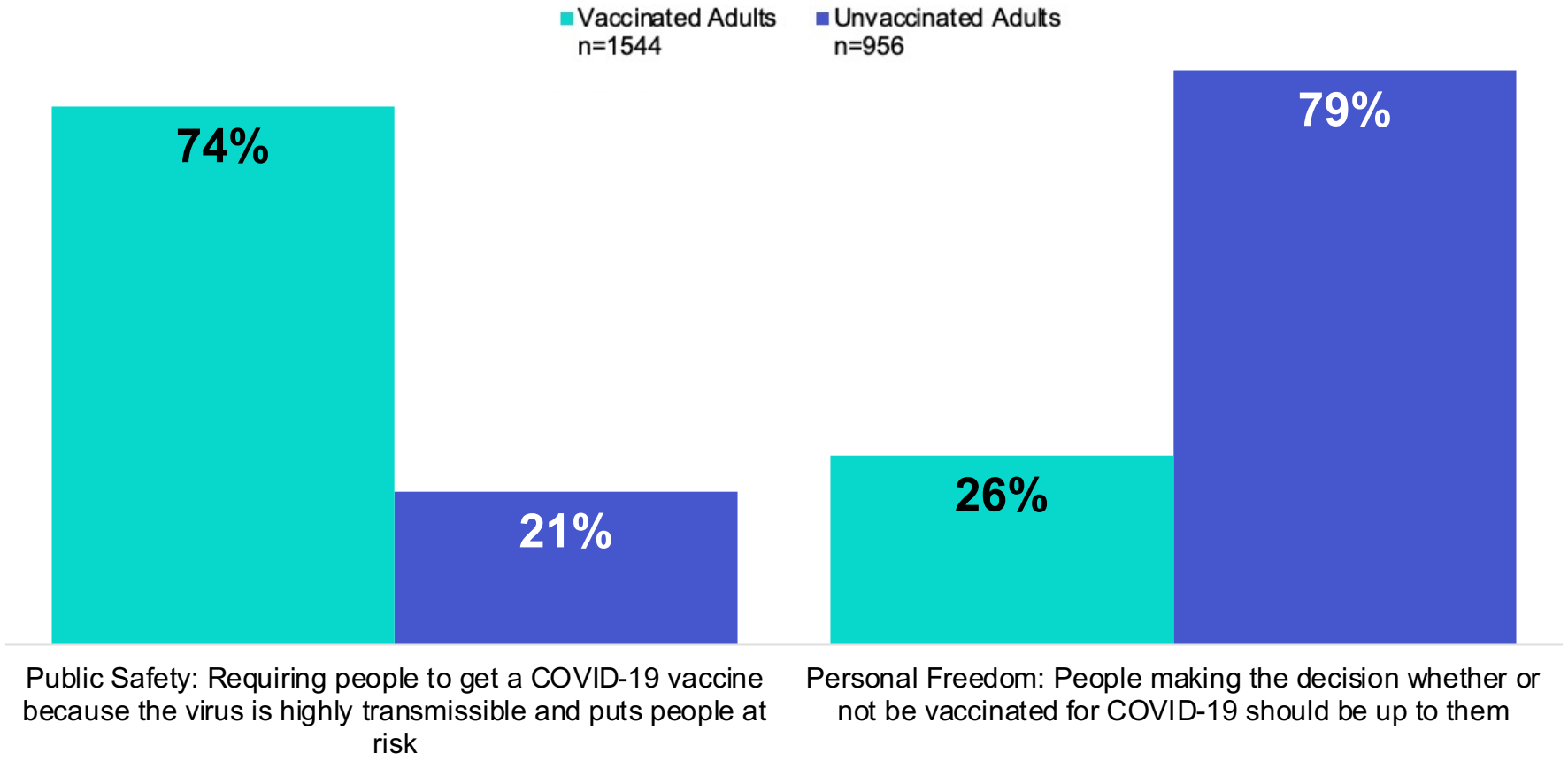
Which of the following is a higher priority to YOU, personally?



VACCINE MANDATES

Three quarters of vaccinated adults (74%) say public safety is a higher priority to them personally, whereas 79% of unvaccinated adults say personal freedom is a higher priority to them.

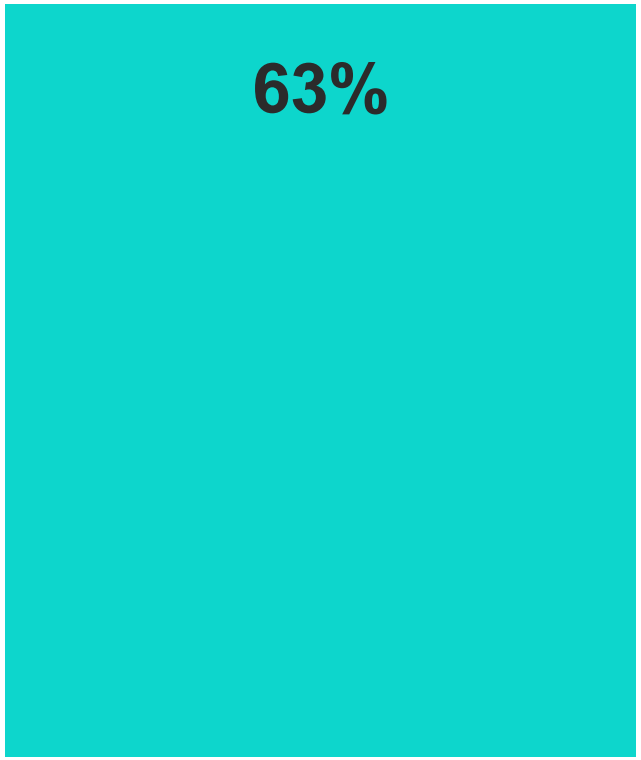
Which of the following is a higher priority to YOU, personally?



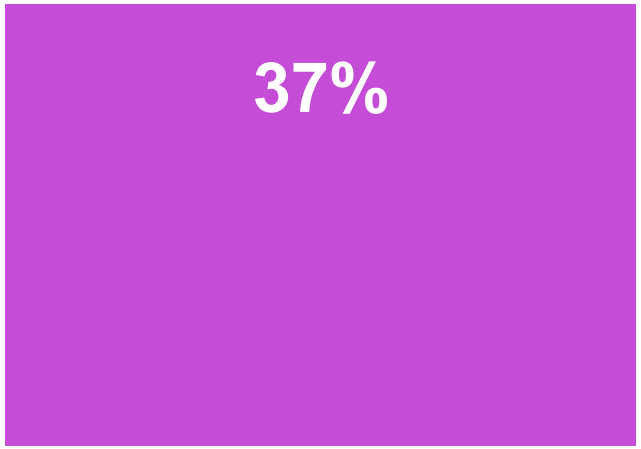
MORNING CONSULT

A majority (63%) of adults say being potentially exposed to COVID-19 when in a public space is a greater threat to their personal health and safety than being required to get a COVID-19 vaccine.

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



Being potentially exposed to COVID-19 when you are in a public space because people decline to get the vaccine

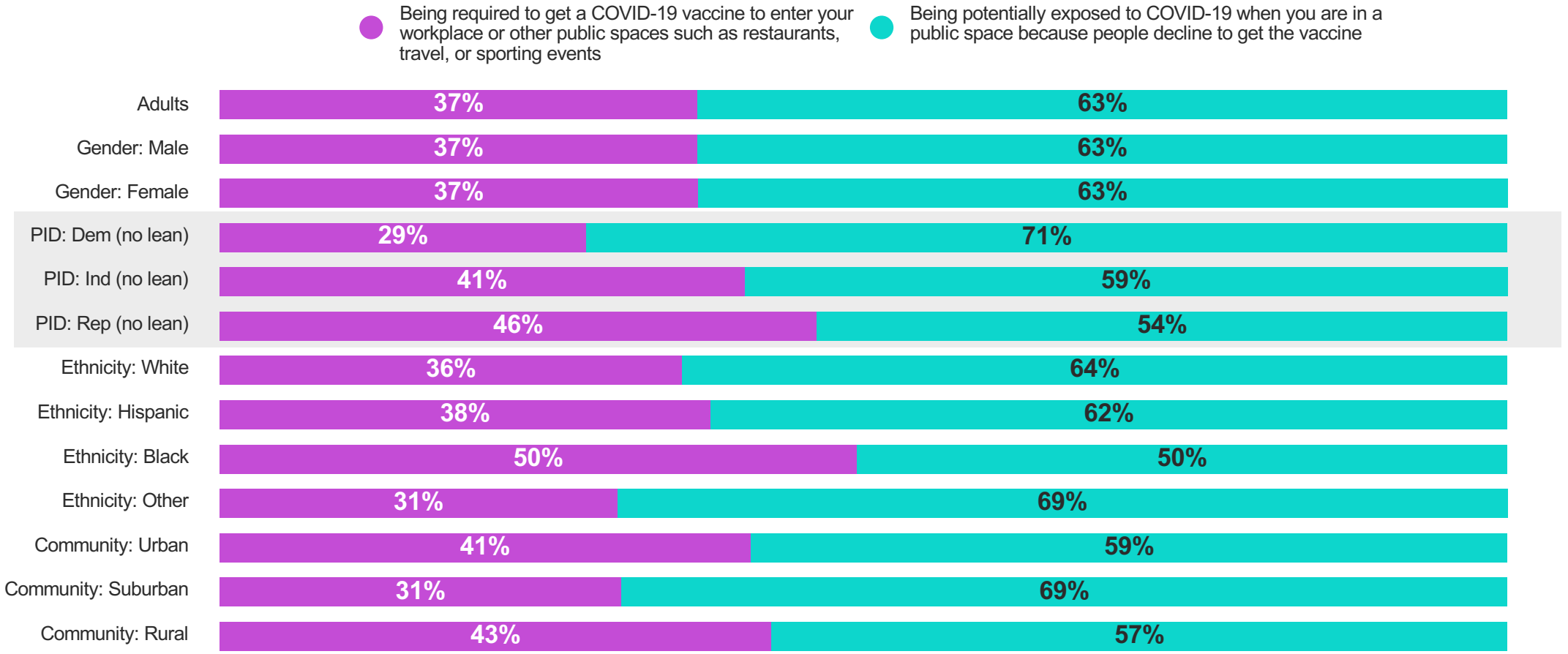


Being required to get a COVID-19 vaccine to enter your workplace or other public spaces such as restaurants, travel, or sporting events

VACCINE MANDATES

Republican adults are divided on whether being required to get a COVID-19 vaccine (46%) or being potentially exposed to COVID-19 (54%) is a greater threat to their personal health and safety.

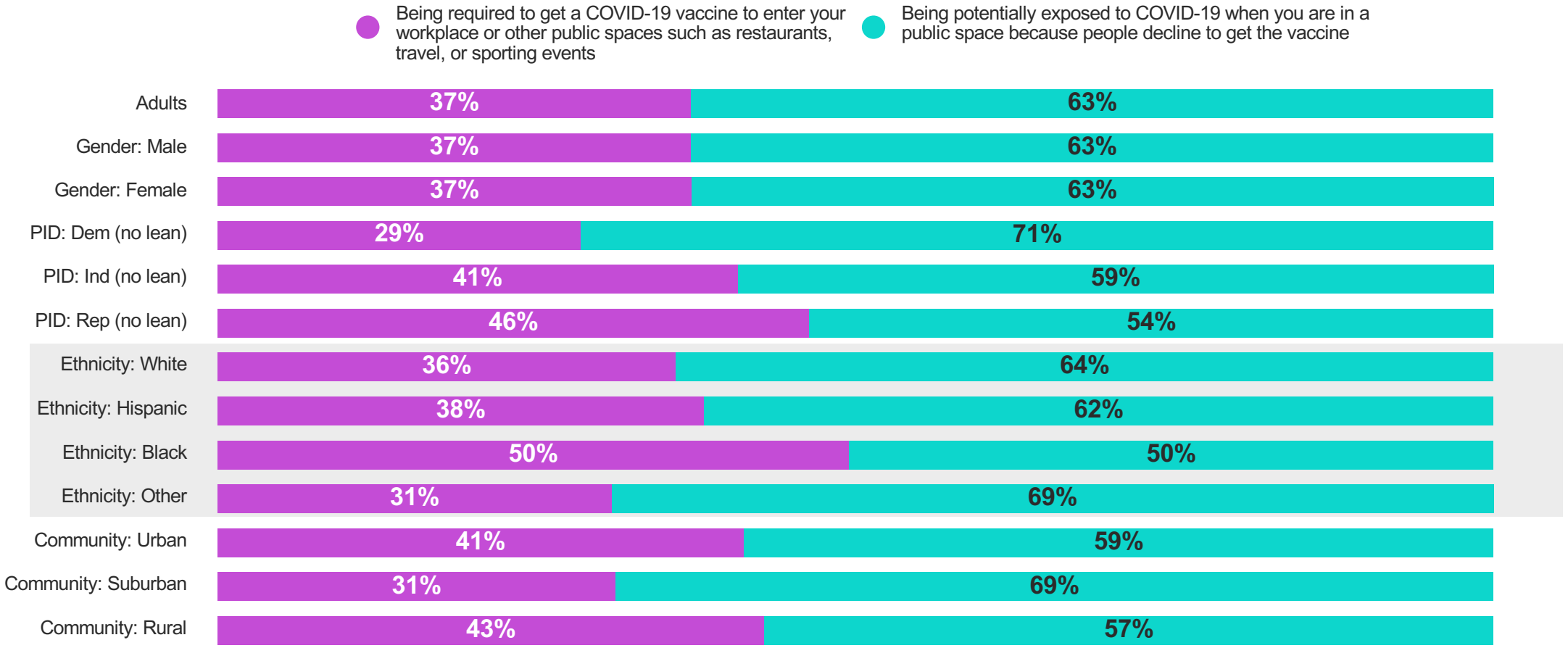
Which is a GREATER threat to your personal health and safety?



VACCINE MANDATES

Black adults are divided on whether being required to get a COVID-19 vaccine (50%) or being potentially exposed to COVID-19 (50%) is a greater threat to their personal health and safety.

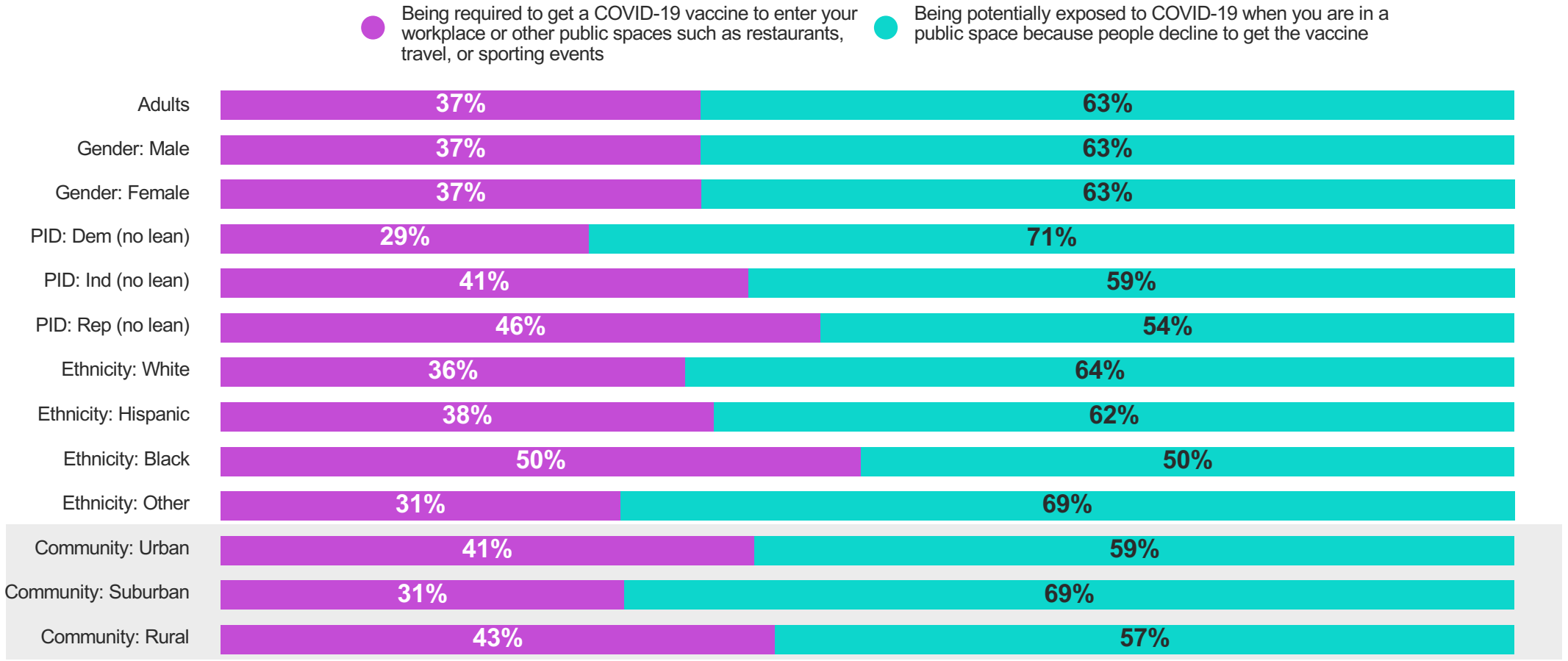
Which is a GREATER threat to your personal health and safety?



MORNING CONSULT

Suburban adults (69%) are more likely than urban (59%) and rural (57%) adults to say being potentially exposed to COVID-19 is a greater threat to their personal health and safety than being required to get a COVID-19 vaccine.

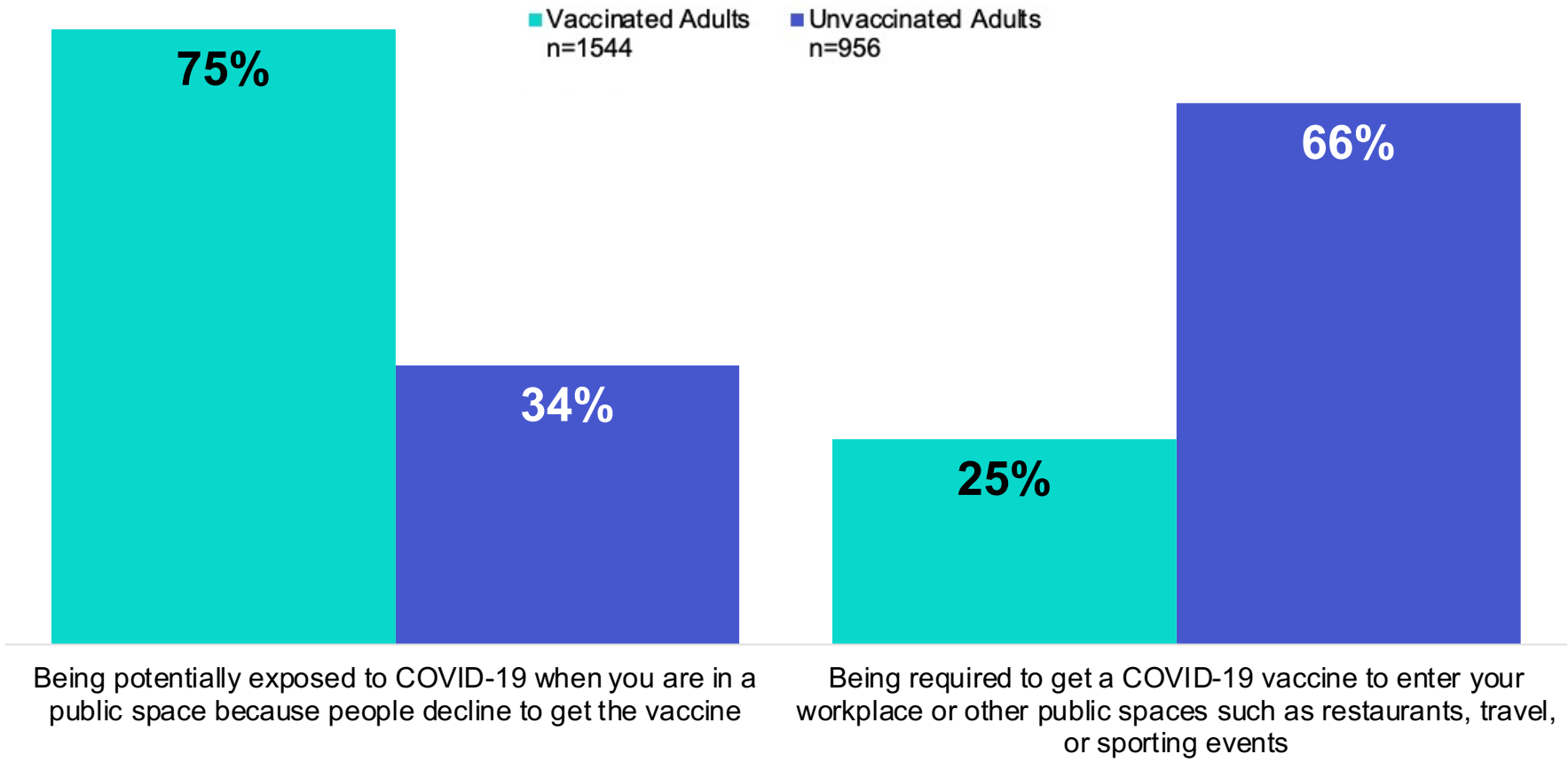
Which is a GREATER threat to your personal health and safety?



MORNING CONSULT

A majority of vaccinated adults (75%) say being potentially exposed to COVID-19 is a greater threat to their personal health and safety than being required to get the vaccine, whereas a majority of unvaccinated adults (66%) say that being required to get a COVID-19 vaccine is a greater threat.

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



MORNING CONSULT

A quarter of all adults (23%) say that public health guidance has *been inconsistent*.

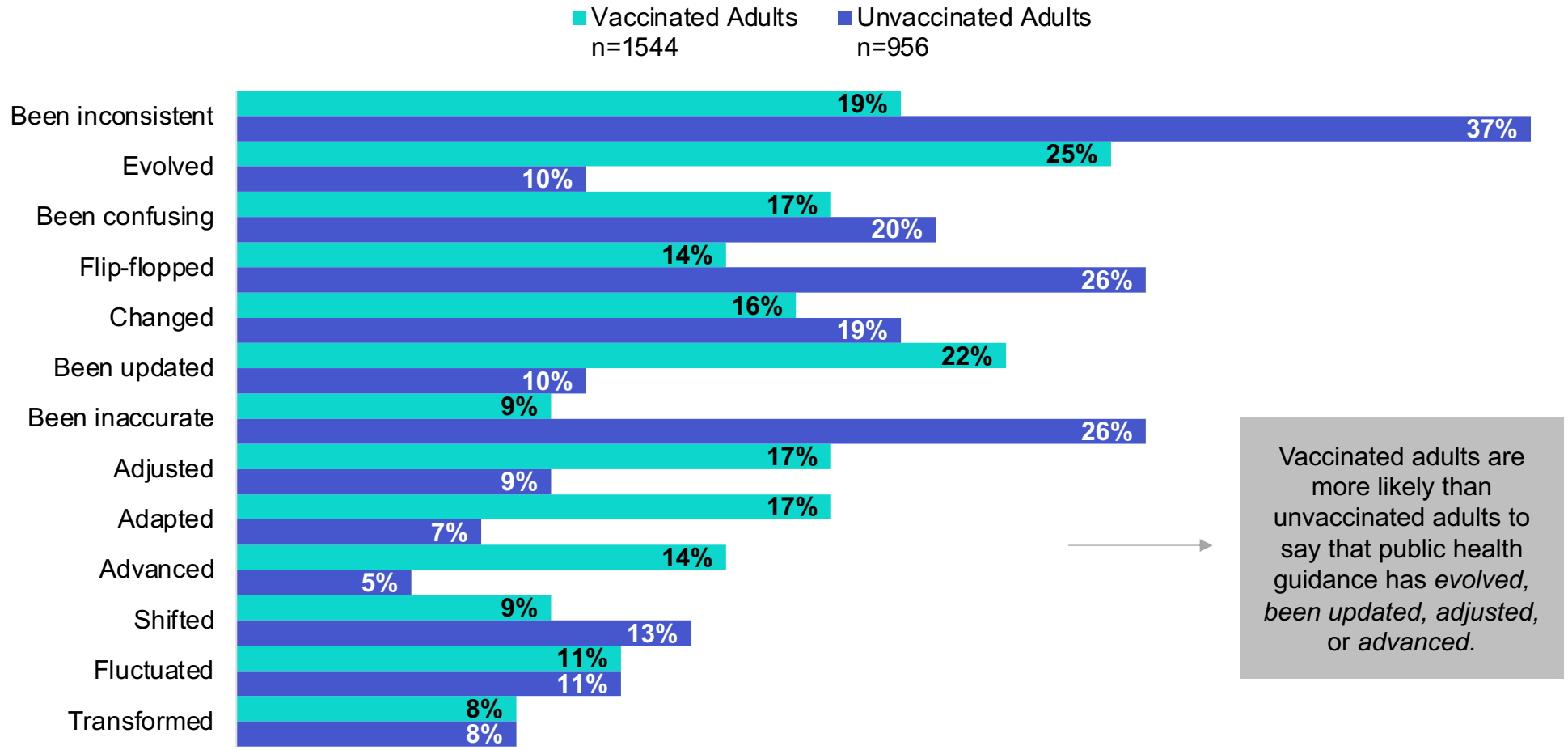
Our understanding of the COVID-19 virus has continually changed. In response, public health guidance has changed as well. What word would you use to complete the following sentence? Public health guidance has…



MORNING CONSULT

Unvaccinated adults are more likely than vaccinated adults to say public health guidance has *been inconsistent, flip-flopped, or been inaccurate.*

Our understanding of the COVID-19 virus has continually changed. In response, public health guidance has changed as well. What word would you use to complete the following sentence? Public health guidance has

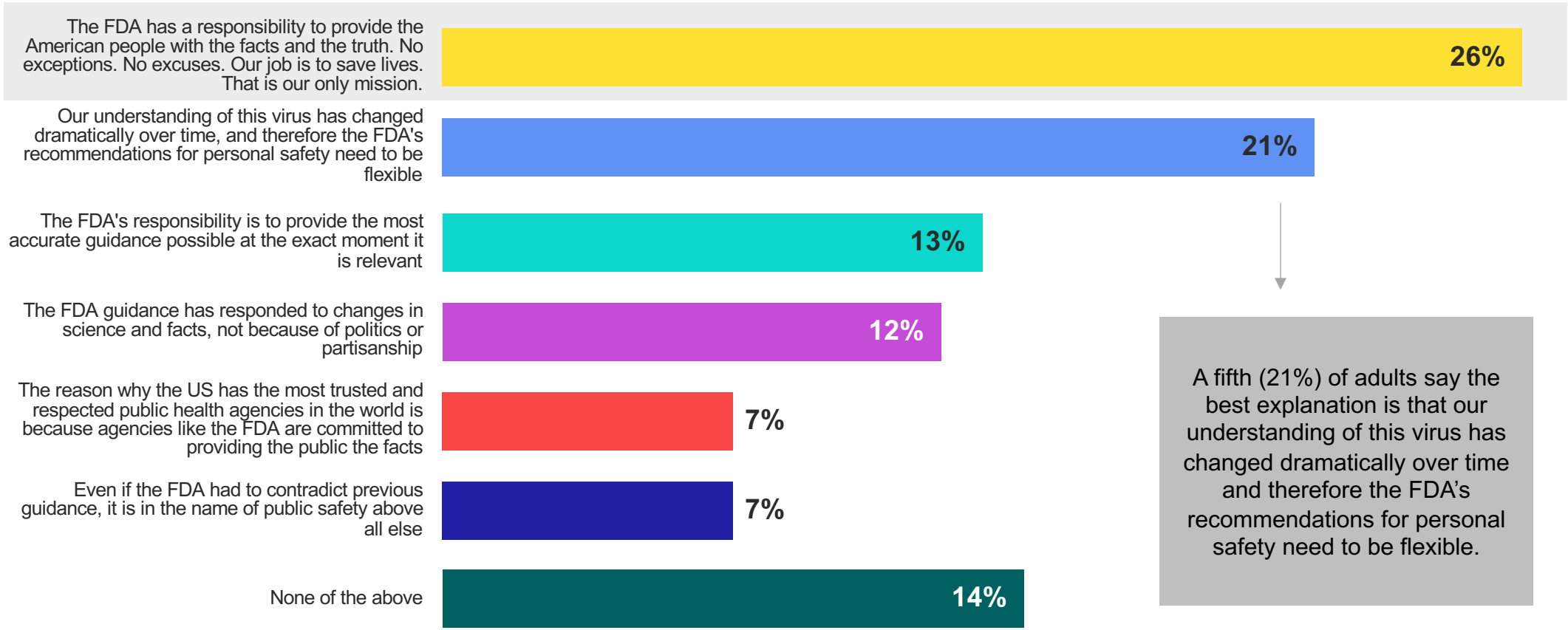


Vaccinated adults are more likely than unvaccinated adults to say that public health guidance has *evolved, been updated, adjusted,* or *advanced.*

VACCINE MANDATES

A quarter (26%) of adults say the best explanation for why FDA guidance regarding the vaccine has changed previously and continues to change is that the FDA has a responsibility to provide the American people with the facts and the truth.

In your opinion, which of the following statements best explains why FDA guidance regarding the vaccine has changed previously and continues to change?



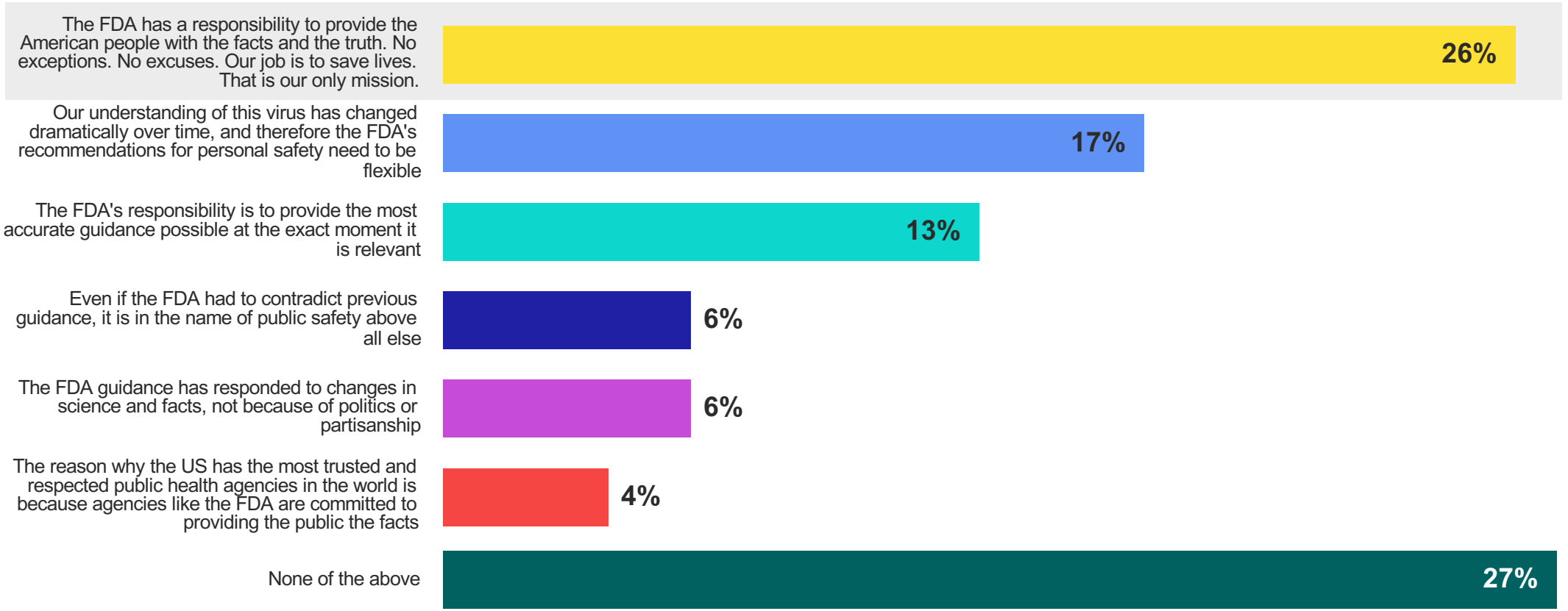
A fifth (21%) of adults say the best explanation is that our understanding of this virus has changed dramatically over time and therefore the FDA's recommendations for personal safety need to be flexible.

MORNING CONSULT

A quarter (26%) of unvaccinated adults say the best explanation for why FDA guidance regarding the vaccine has changed previously and continues to change is that the FDA has a responsibility to provide the American people with the facts and the truth.

In your opinion, which of the following statements best explains why FDA guidance regarding the vaccine has changed previously and continues to change?

UNVACCINATED ADULTS, n= 956



AGENDA

GENERAL MEASURES

ENGAGEMENT WITH COVID

TRUST IN THE COVID 19 VACCINE

VACCINE MANDATES

FDA APPROVAL

What adults are saying about FDA approval…

35%

of all **unvaccinated adults** say full FDA approval of one or two of the COVID-19 vaccines would address all or most of their concerns about the safety and effectiveness of all three COVID-19 vaccines

66%

of **all adults** say that now the vaccine has full approval – and not just the emergency use authorization – people who have had concerns about the vaccines' safety can have more confidence that they're safe.

39%

of **unvaccinated adults** say the vaccine receiving full authorization from the FDA would have the greatest impact on their decision to receive the COVID-19 vaccine.

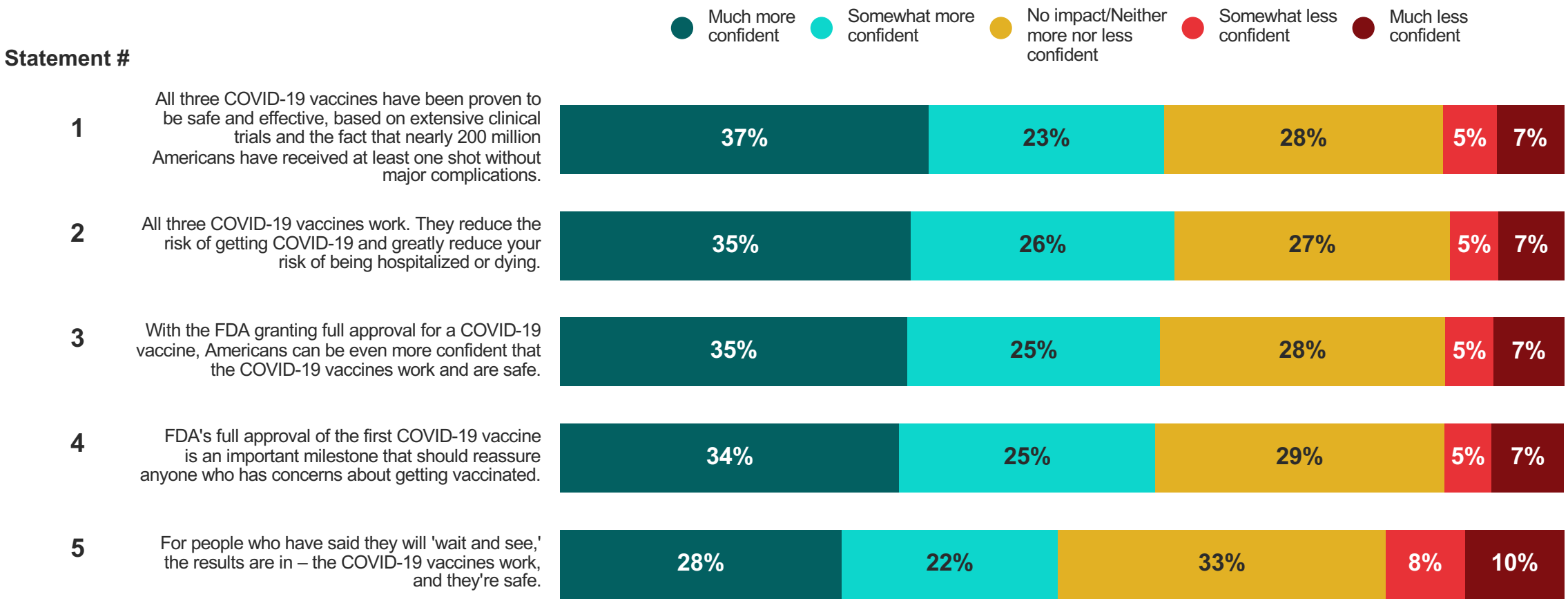
Respondents read the following messages and were asked whether each statement made them more or less confident about the safety of the COVID-19 vaccine and which statement made them the *most* confident. Statements are outlined and labeled below for readability in the following slides.

#	Statement
1	All three COVID-19 vaccines have been proven to be safe and effective, based on extensive clinical trials and the fact that nearly 200 million Americans have received at least one shot without major complications.
2	All three COVID-19 vaccines work. They reduce the risk of getting COVID-19 and greatly reduce your risk of being hospitalized or dying.
3	With the FDA granting full approval for a COVID-19 vaccine, Americans can be even more confident that the COVID-19 vaccines work and are safe.
4	FDA's full approval of the first COVID-19 vaccine is an important milestone that should reassure anyone who has concerns about getting vaccinated.
5	For people who have said they will 'wait and see,' the results are in – the COVID-19 vaccines work, and they're safe.

MORNING CONSULT

At least half of all adults say all of the tested statements make them more confident about the safety of the COVID-19 vaccine. A third of all adults (33%) said statement 5 had no impact.

Would the following statements make you more or less confident about the safety of the COVID-19 vaccine(s)?



FDA APPROVAL

The statements impacted unvaccinated adults equally; a quarter of unvaccinated adults say all of the tested statements make them more confident about the safety of the COVID-19 vaccine.

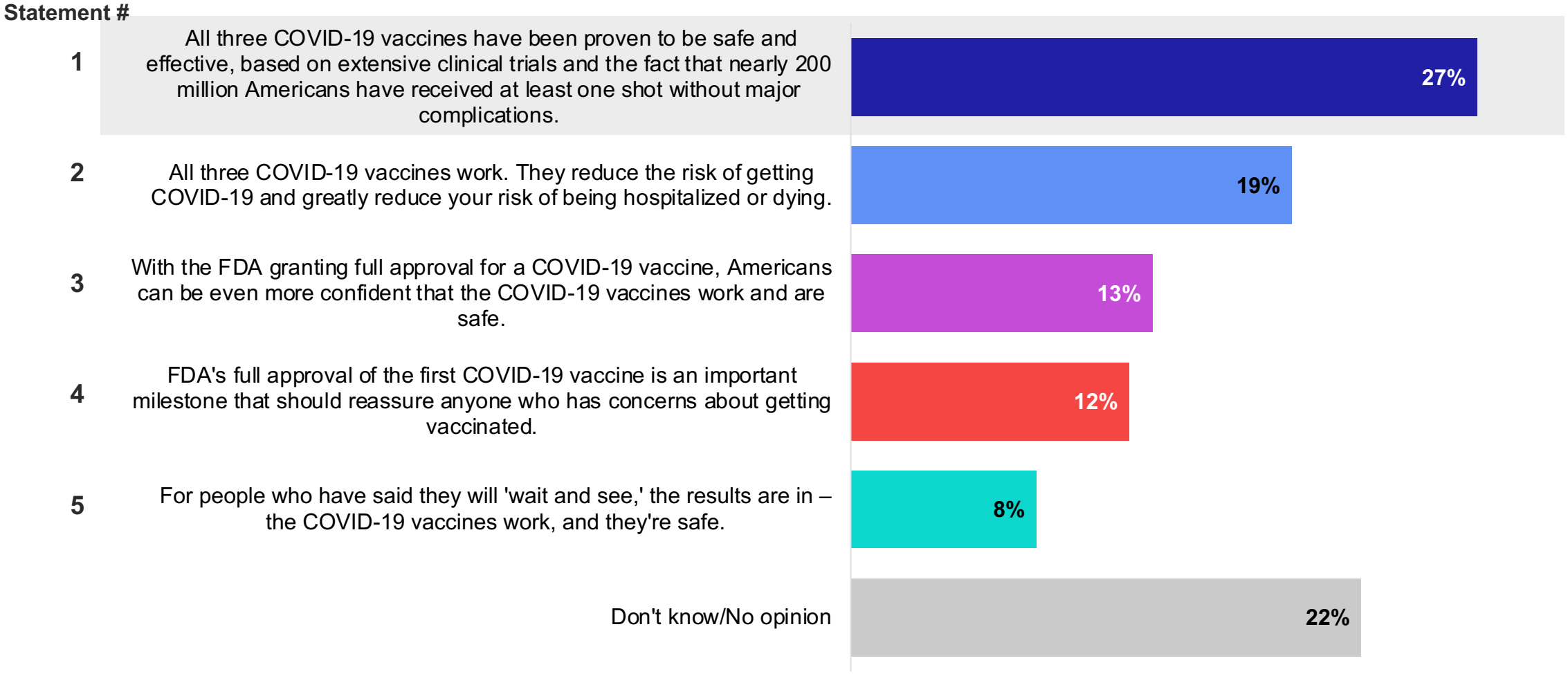
Would the following statements make you more or less confident about the safety of the COVID-19 vaccine(s)?

Total More Confident			
#	Statements	Vaccinated Adults (n=1544)	Unvaccinated Adults (n=956)
1	All three COVID-19 vaccines have been proven to be safe and effective, based on extensive clinical trials and the fact that nearly 200 million Americans have received at least one shot without major complications.	76%	26%
2	All three COVID-19 vaccines work. They reduce the risk of getting COVID-19 and greatly reduce your risk of being hospitalized or dying.	78%	25%
3	With the FDA granting full approval for a COVID-19 vaccine, Americans can be even more confident that the COVID-19 vaccines work and are safe.	76%	25%
4	FDA's full approval of the first COVID-19 vaccine is an important milestone that should reassure anyone who has concerns about getting vaccinated.	75%	26%
5	For people who have said they will 'wait and see,' the results are in – the COVID-19 vaccines work, and they're safe.	60%	24%

FDA APPROVAL

A quarter (27%) of all adults say statement 1 would make them most confident about the safety of the COVID-19 vaccine.

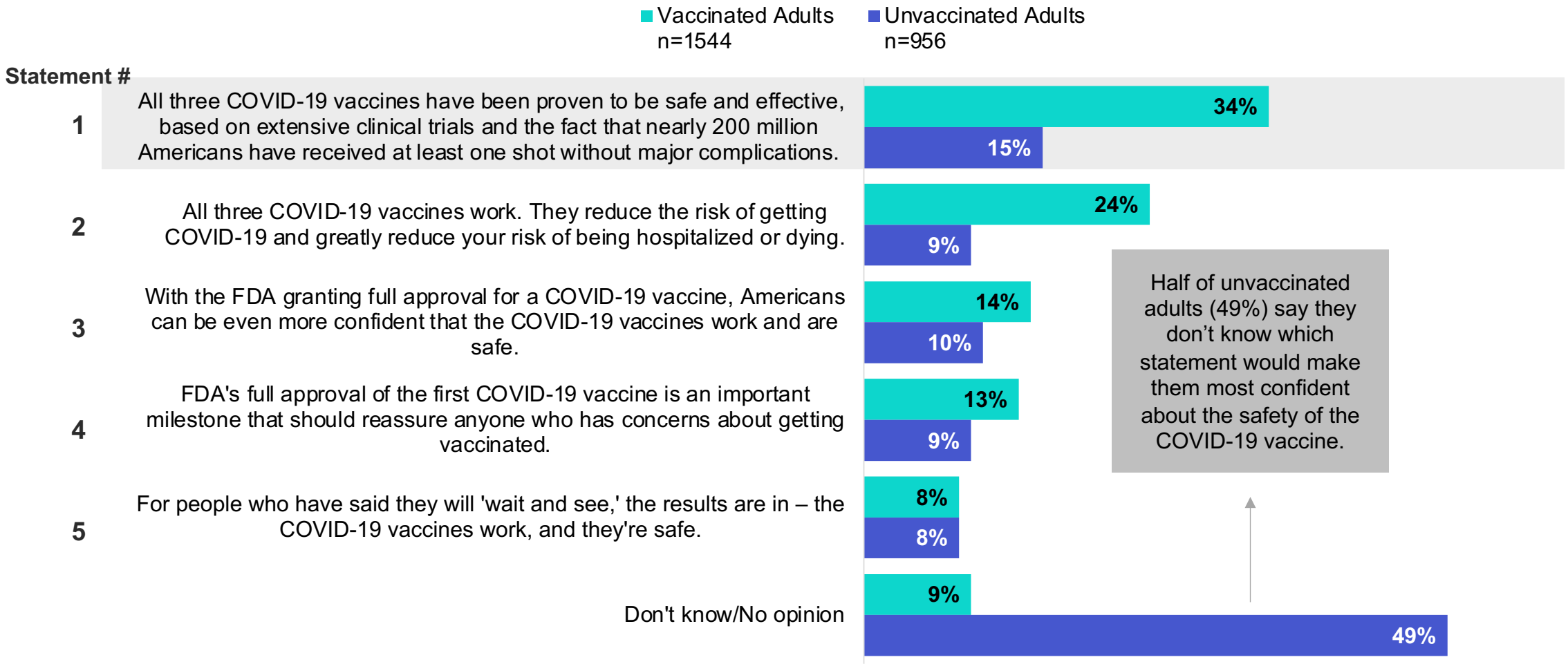
And, which of the following would make you **most confident** about the safety of the COVID-19 vaccine?



MORNING CONSULT

Fifteen percent (15%) of unvaccinated adults say statement 1 would make them most confident about the safety of the COVID-19 vaccine.

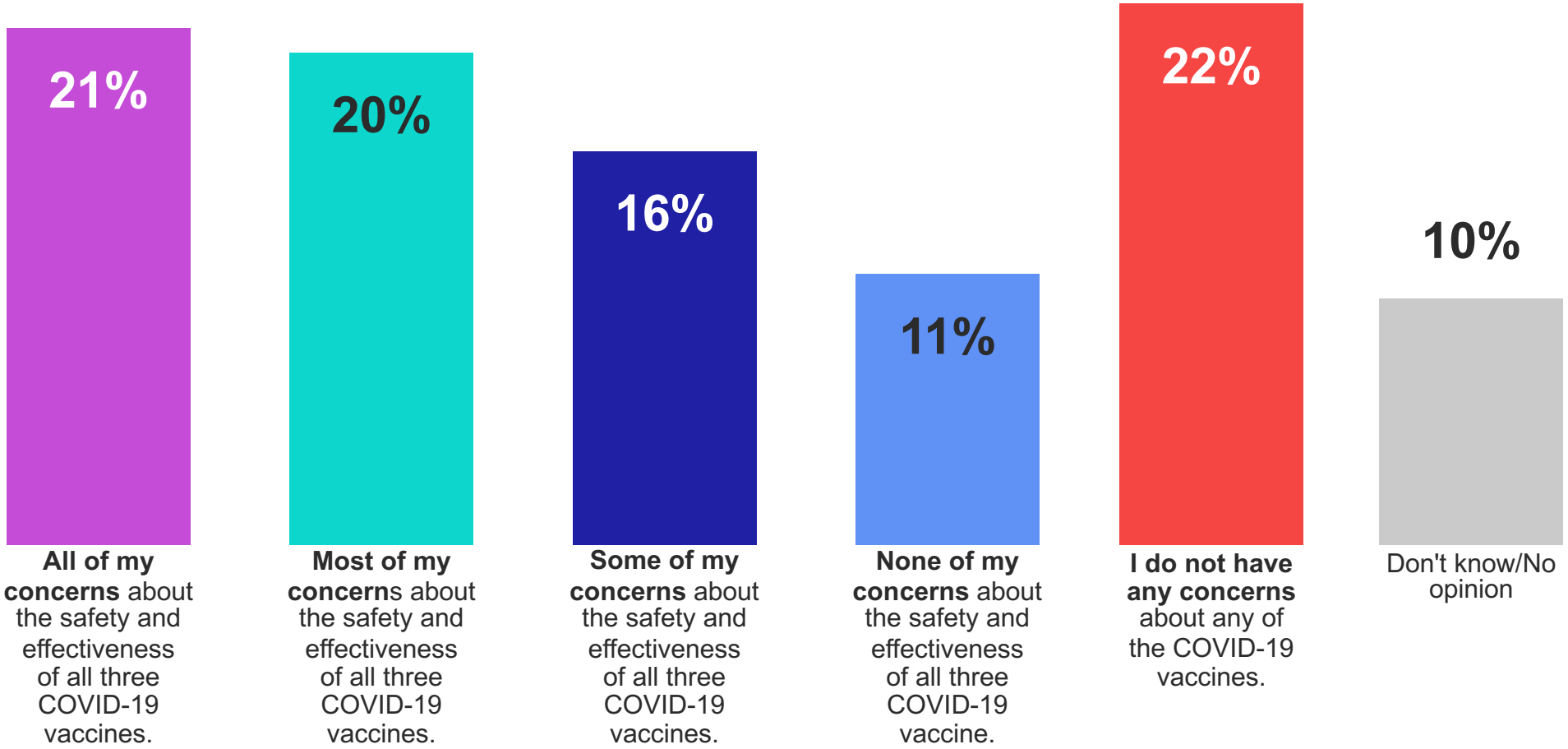
And, which of the following would make you **most confident** about the safety of the COVID-19 vaccine?



FDA APPROVAL

Two in five (41%) adults say full FDA approval of one or two of the COVID-19 vaccines would address all or most of their concerns about the safety and effectiveness of all three COVID-19 vaccines.

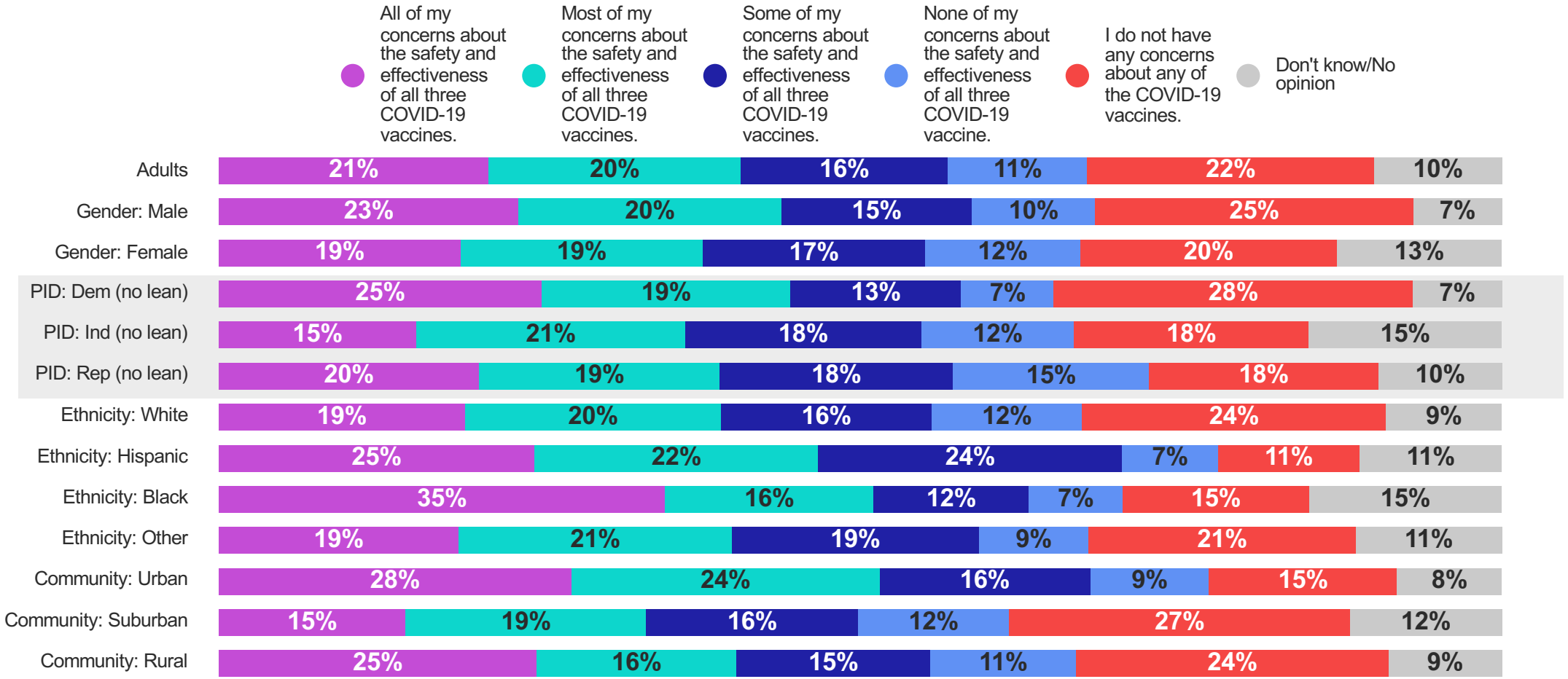
Suppose the FDA gave one or two of the three COVID-19 vaccines full approval. Which of the following comes closest to your view, even if none are completely correct? Full FDA approval of one or two of the COVID-19 vaccines would address:



FDA APPROVAL

A similar percentage of Democrats (44%), independents (36%) and Republicans (39%) say full FDA approval of one or two of the COVID-19 vaccines would address most or all of their concerns about the safety and effectiveness of all three COVID-19 vaccines.

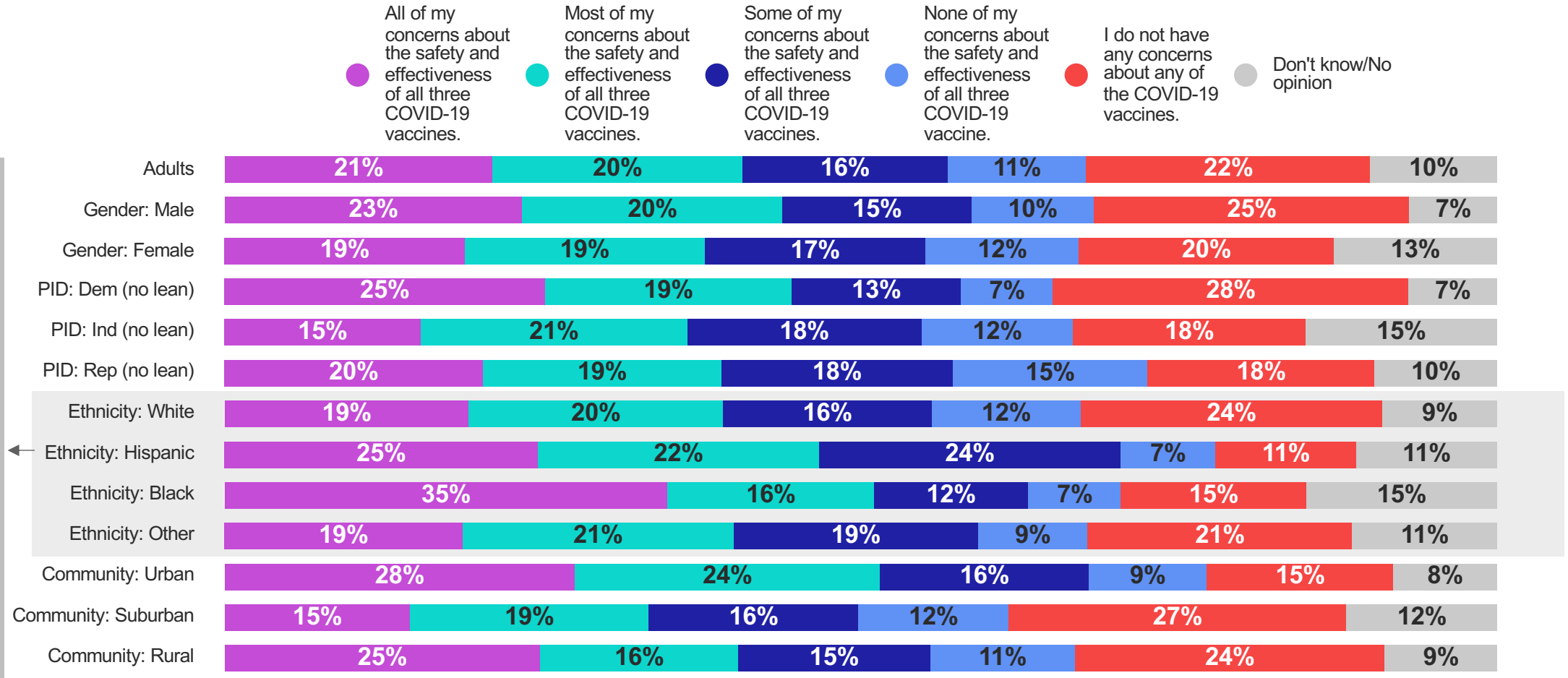
Suppose the FDA gave one or two of the three COVID-19 vaccines full approval. Which of the following comes closest to your view, even if none are completely correct? Full FDA approval of one or two of the COVID-19 vaccines would address:



FDA APPROVAL

Black adults (35%) are more likely than adults of other ethnicities to say full FDA approval of one or two of the COVID-19 vaccines would address all of their concerns about the safety and effectiveness of all three COVID-19 vaccines.

Suppose the FDA gave one or two of the three COVID-19 vaccines full approval. Which of the following comes closest to your view, even if none are completely correct? Full FDA approval of one or two of the COVID-19 vaccines would address:

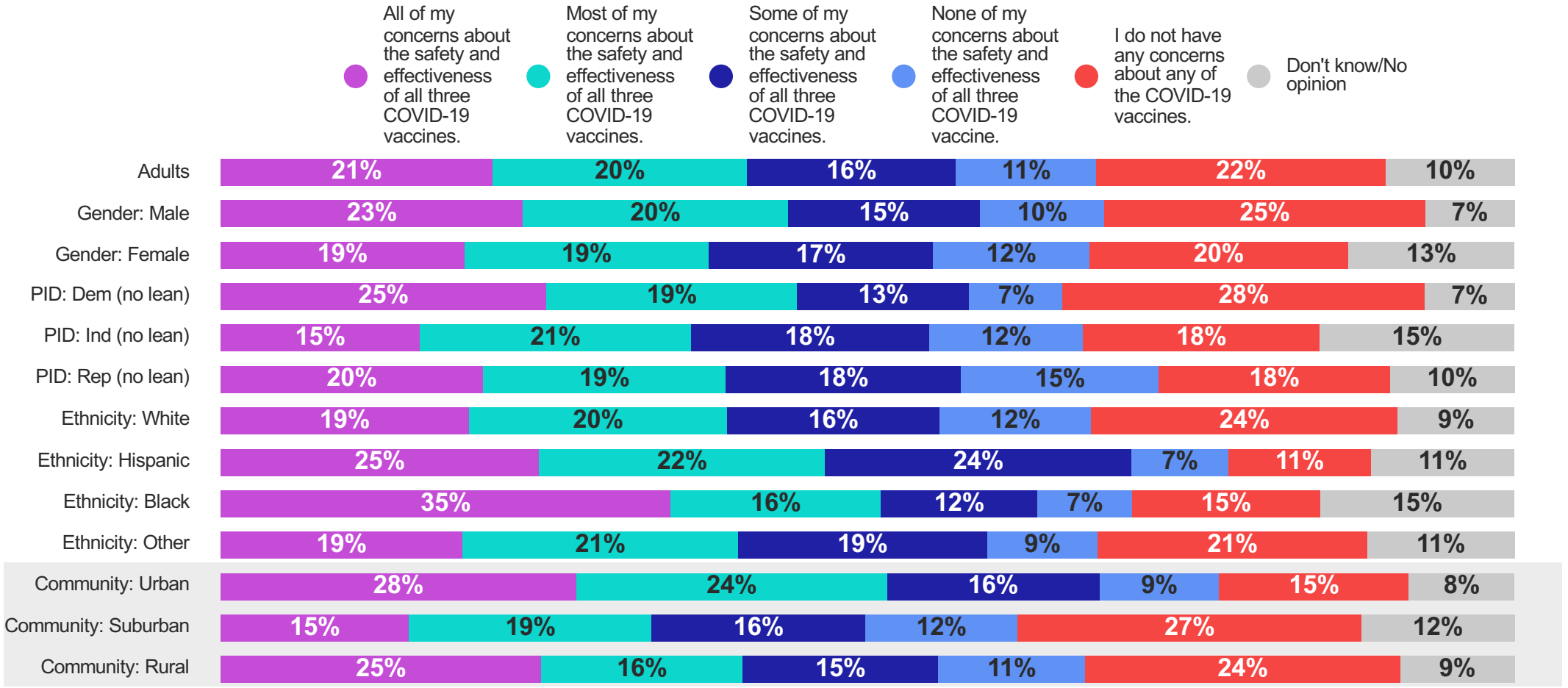


Hispanic adults (24%) are more likely than adults of other ethnicities to say Full FDA approval would address *some* of their concerns about the safety and effectiveness of the COVID-19 vaccines.

FDA APPROVAL

Urban adults (52%) are more likely than suburban (34%) and rural (41%) adults to to say full approval of one or two of the COVID-19 vaccines would address all or most of their concerns about the safety and effectiveness of all three COVID-19 vaccines.

Suppose the FDA gave one or two of the three COVID-19 vaccines full approval. Which of the following comes closest to your view, even if none are completely correct? Full FDA approval of one or two of the COVID-19 vaccines would address:

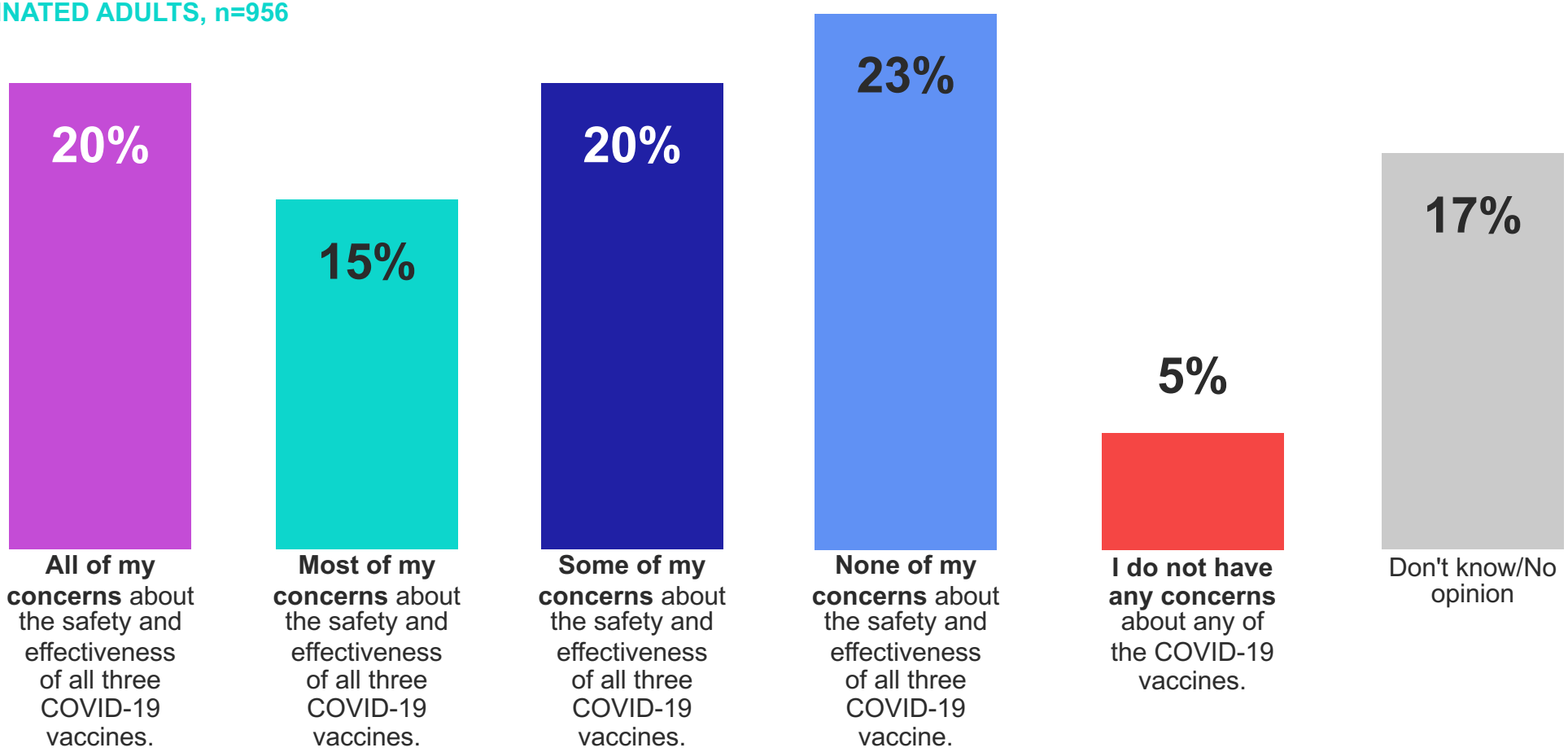


MORNING CONSULT

A third (35%) of all unvaccinated adults full FDA approval of one or two of the COVID-19 vaccines would address all or most of their concerns about the safety and effectiveness of all three COVID-19 vaccines.

Suppose the FDA gave one or two of the three COVID-19 vaccines full approval. Which of the following comes closest to your view, even if none are completely correct? Full FDA approval of one or two of the COVID-19 vaccines would address:

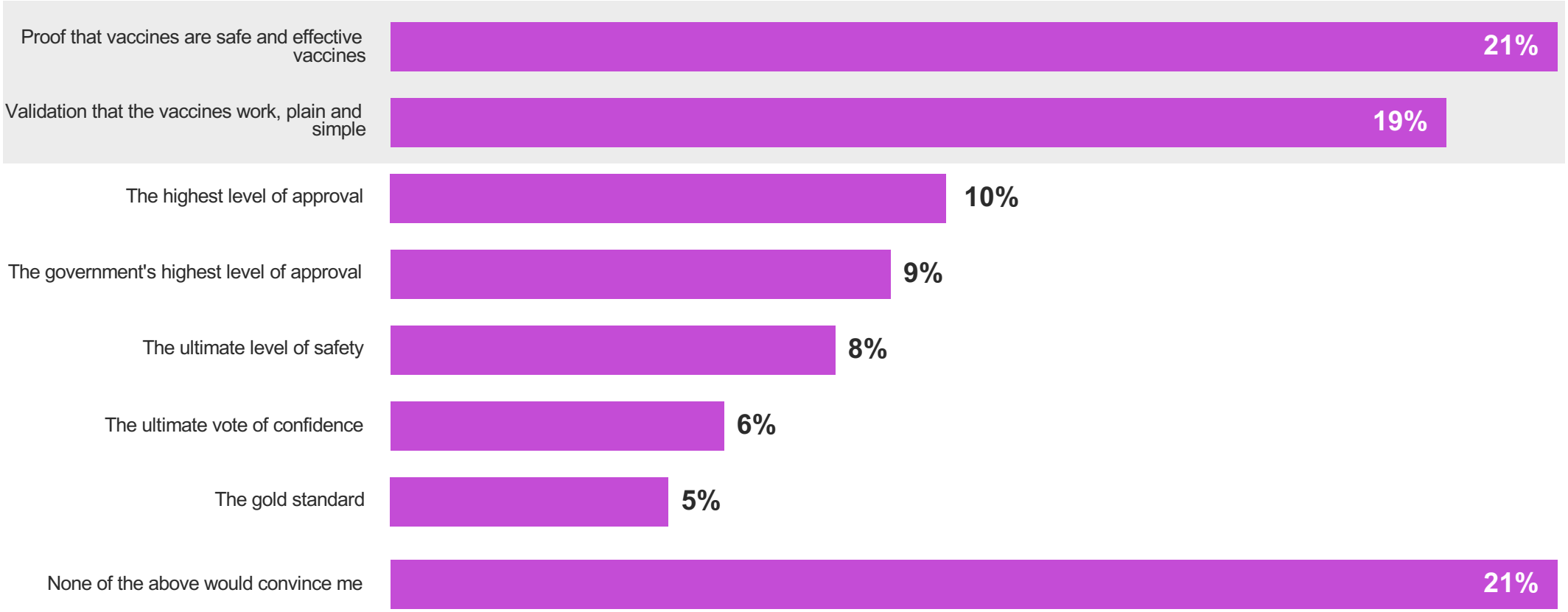
UNVACCINATED ADULTS, n=956



FDA APPROVAL

Adults say that *proof the vaccines are safe and effective vaccines* (21%) and *validation that the vaccines work, plain and simple* (19%) are the descriptions of the FDA full approval of the COVID-19 19 vaccine *most likely* to convince them of the vaccine's safety.

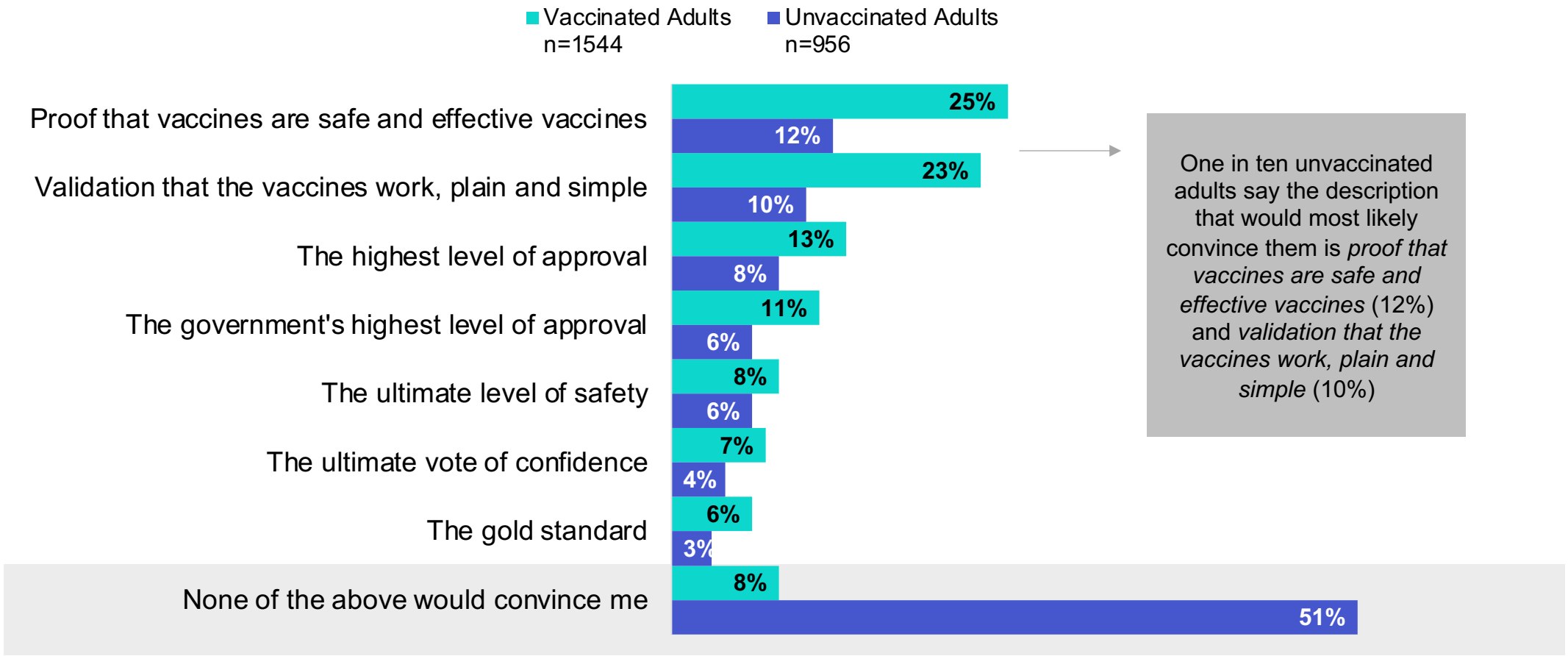
Which of the following descriptions of the FDA full approval of the COVID-19 vaccine would be most likely to convince you of the vaccines' safety? The full FDA approval of the COVID-19 vaccines is.



MORNING CONSULT

Half of all unvaccinated adults (51%) said none of the tested descriptions of the full FDA approval of the COVID-19 vaccine would convince them of the vaccine's safety.

Which of the following descriptions of the FDA full approval of the COVID-19 vaccine would be most likely to convince you of the vaccines' safety? The full FDA approval of the COVID-19 vaccines is.



FDA APPROVAL

TESTED DESCRIPTIONS

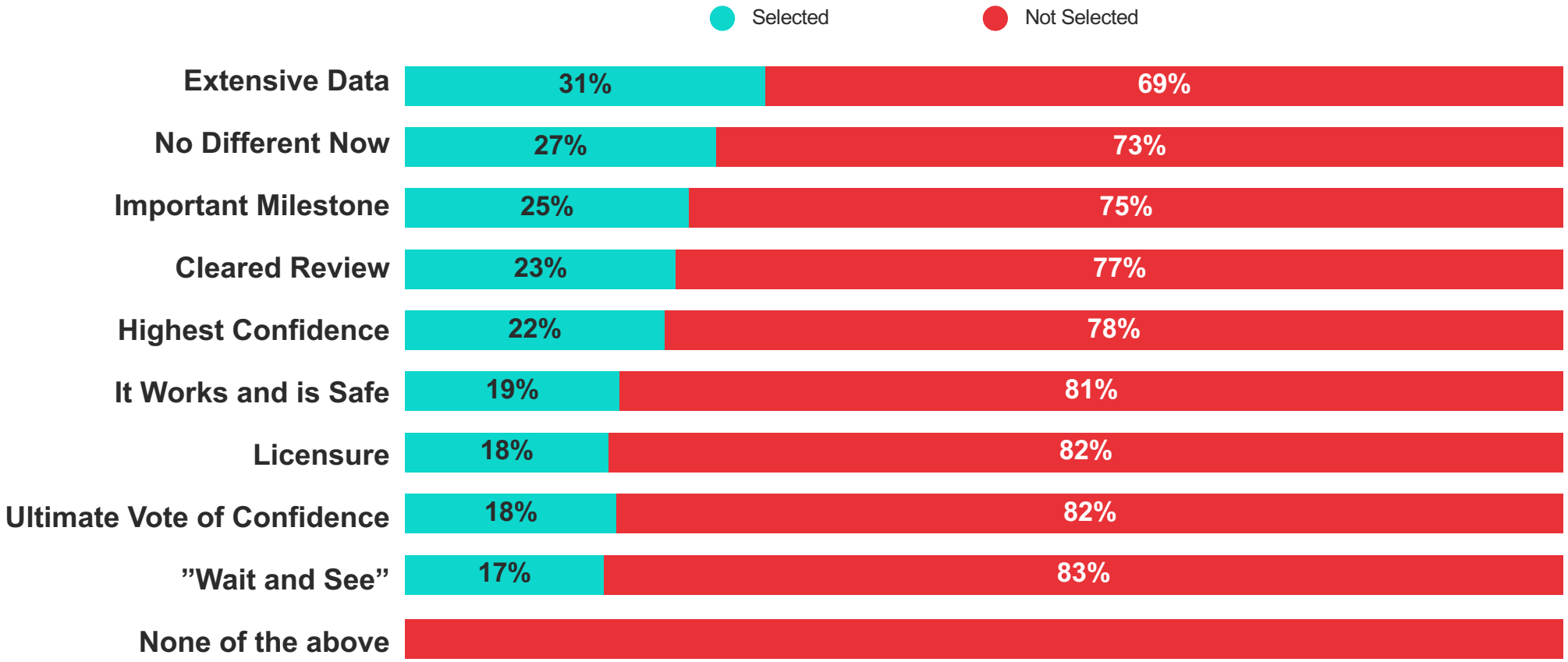
Below are 9 descriptions of FDA approval each respondent read and selected based on which would give them the most confidence in the safety and effectiveness of the COVID-19 vaccine.

1. ***Extensive Data:*** *For full approval of a new drug, the FDA requires extensive data on safety and effectiveness, inspection of manufacturing facilities, and a comprehensive review of all clinical and 'real-world' use.*
2. ***No Different Now:*** *When a vaccine receives the FDA's full approval, it's no different than the shot people have been getting for months. It just means we have even more data proving that it works and is safe.*
3. ***Cleared Review:*** *FDA's full approval means that a vaccine has cleared every level of review.*
4. ***Highest Confidence:*** *Full approval represents the FDA's highest level of confidence in a drug's safety and effectiveness.*
5. ***Licensure:*** *Full approval, known as licensure, represents the FDA's highest standard for safety and effectiveness.*
6. ***Important Milestone:*** *FDA's full approval of a COVID-19 vaccine is an important milestone that should reassure anyone who has had concerns about getting vaccinated.*
7. ***"Wait and See":*** *For people who have said they will 'wait and see,' the results are in -- the vaccines work, and they're safe.*
8. ***Ultimate Vote of Confidence:*** *Full approval is the ultimate vote of confidence in a vaccine's safety and effectiveness.*
9. ***It works and is safe:*** *With the FDA's full approval of a vaccine, Americans can have even more confidence that it works and is safe.*

MORNING CONSULT

Adults say the description of FDA approval regarding *extensive data* (31%) and *no different now* (27%) would give them the most confidence in the safety and effectiveness of the vaccine.

Which of these descriptions of FDA approval would give you the most confidence in their safety and effectiveness? Please select 2.



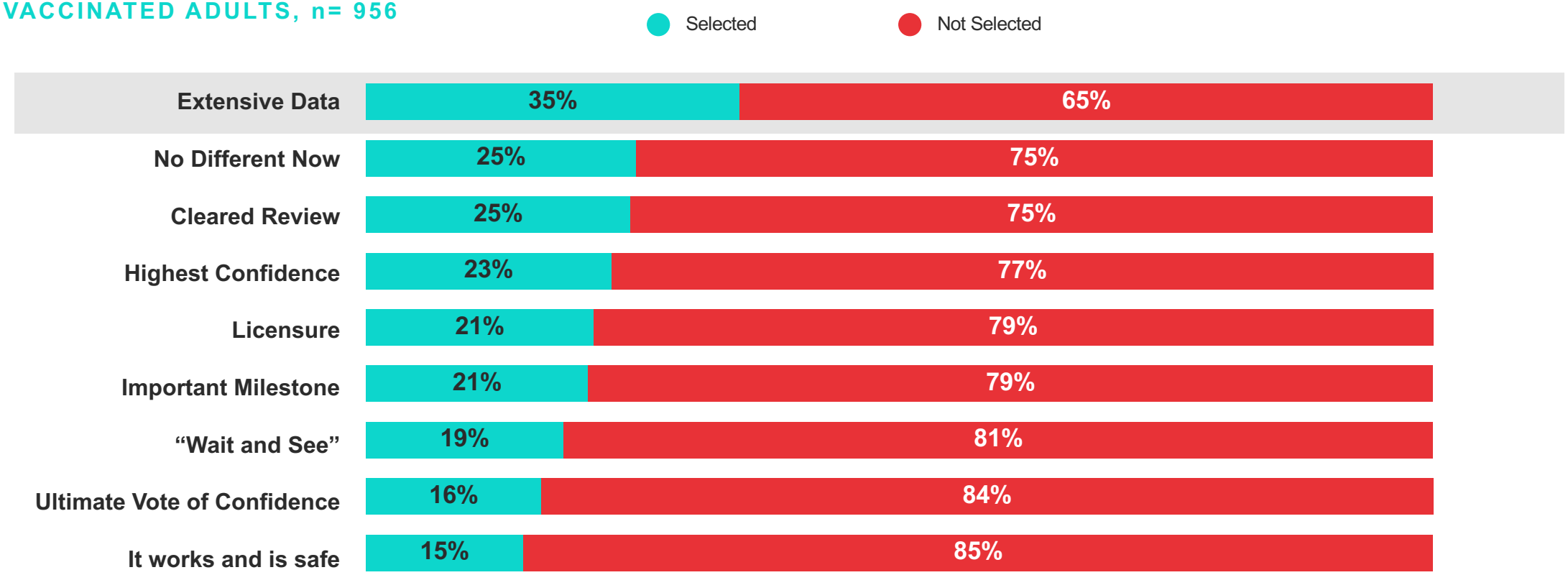
*Full descriptions on slide 77

FDA APPROVAL

A third of unvaccinated adults say the description of *extensive data* (35%) would give them the most confidence in the safety and effectiveness of the COVID-19 vaccine. A quarter say the description of *no difference now* (25%) and *cleared review* (25%) would give them the most confidence.

Which of these descriptions of FDA approval would give you the most confidence in their safety and effectiveness? Please select 2.

UNVACCINATED ADULTS, n= 956

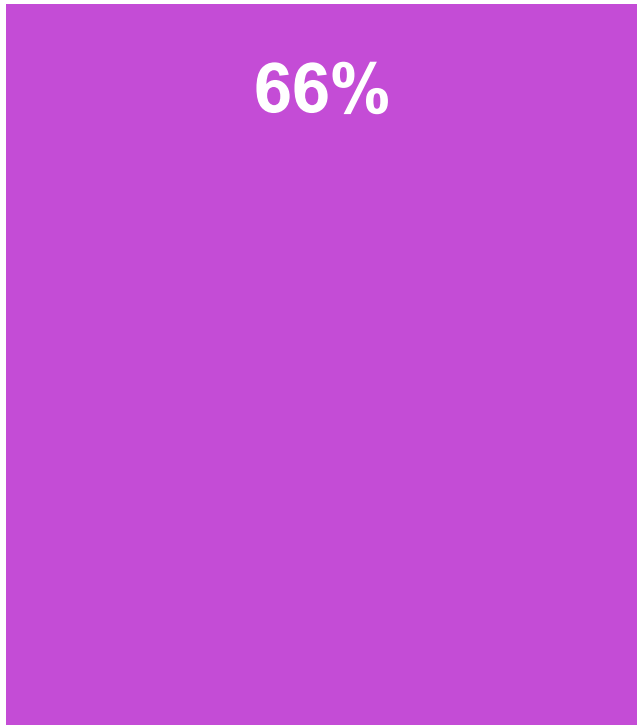


*Full descriptions on slide 77

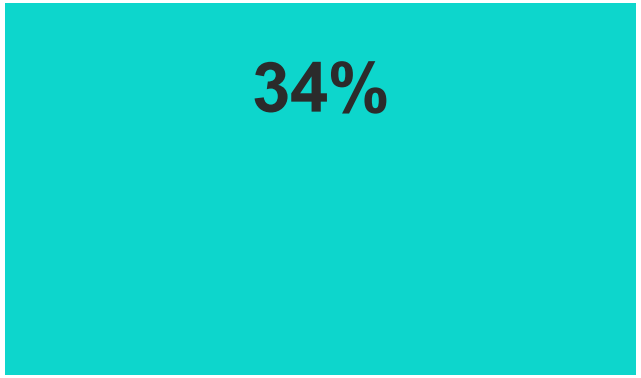
MORNING CONSULT

Two thirds of adults (66%) say that now the vaccine has full approval – and not just the emergency use authorization – people who have had concerns about the vaccines' safety can have more confidence that they're safe.

If you heard that a COVID-19 vaccine had received full approval from the FDA – its highest level of approval – which of the following statements would come closest to your opinion, even if neither is completely correct?



Now that the vaccine has full approval – and not just 'emergency use authorization' – people who have had concerns about the vaccines' safety can have more confidence that they're safe.

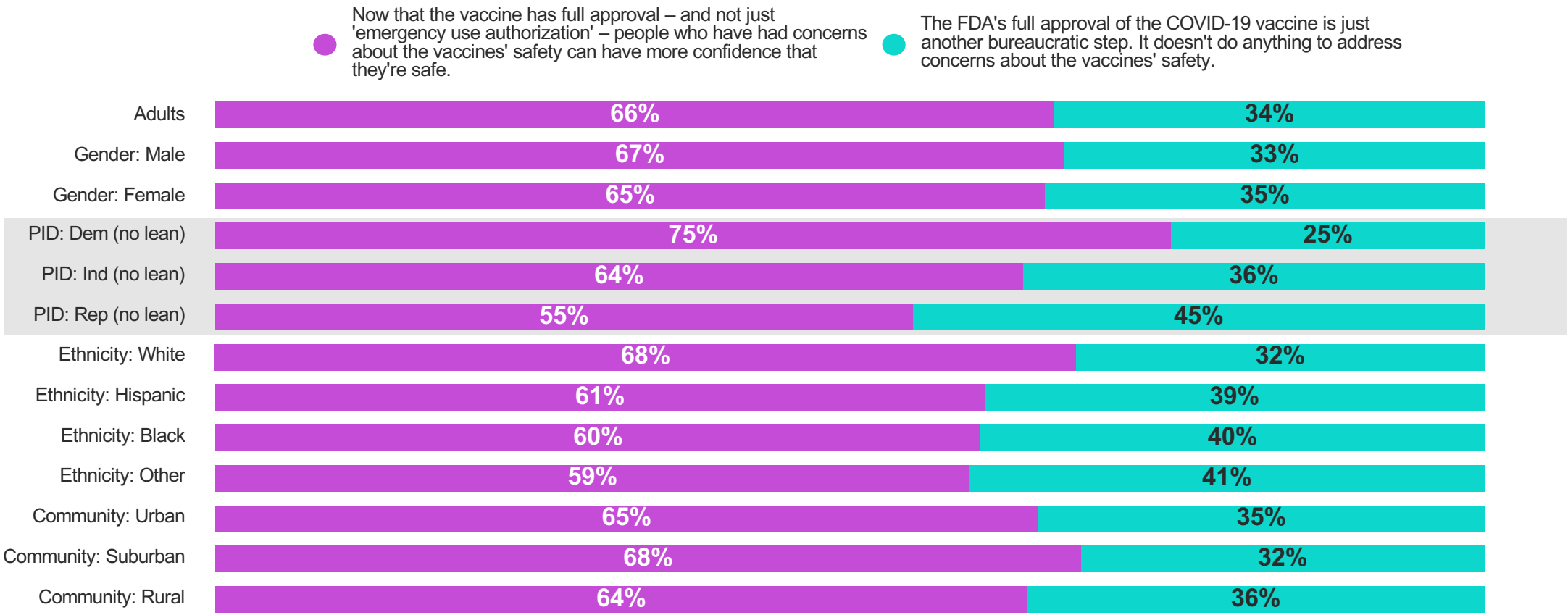


The FDA's full approval of the COVID-19 vaccine is just another bureaucratic step. It doesn't do anything to address concerns about the vaccines' safety.

MORNING CONSULT

Democrats (75%) are more likely than independents (64%) and Republicans (55%) to say that people who have had concerns about the vaccines' safety can have more confidence that they're safe.

If you heard that a COVID-19 vaccine had received full approval from the FDA – its highest level of approval – which of the following statements would come closest to your opinion, even if neither is completely correct?

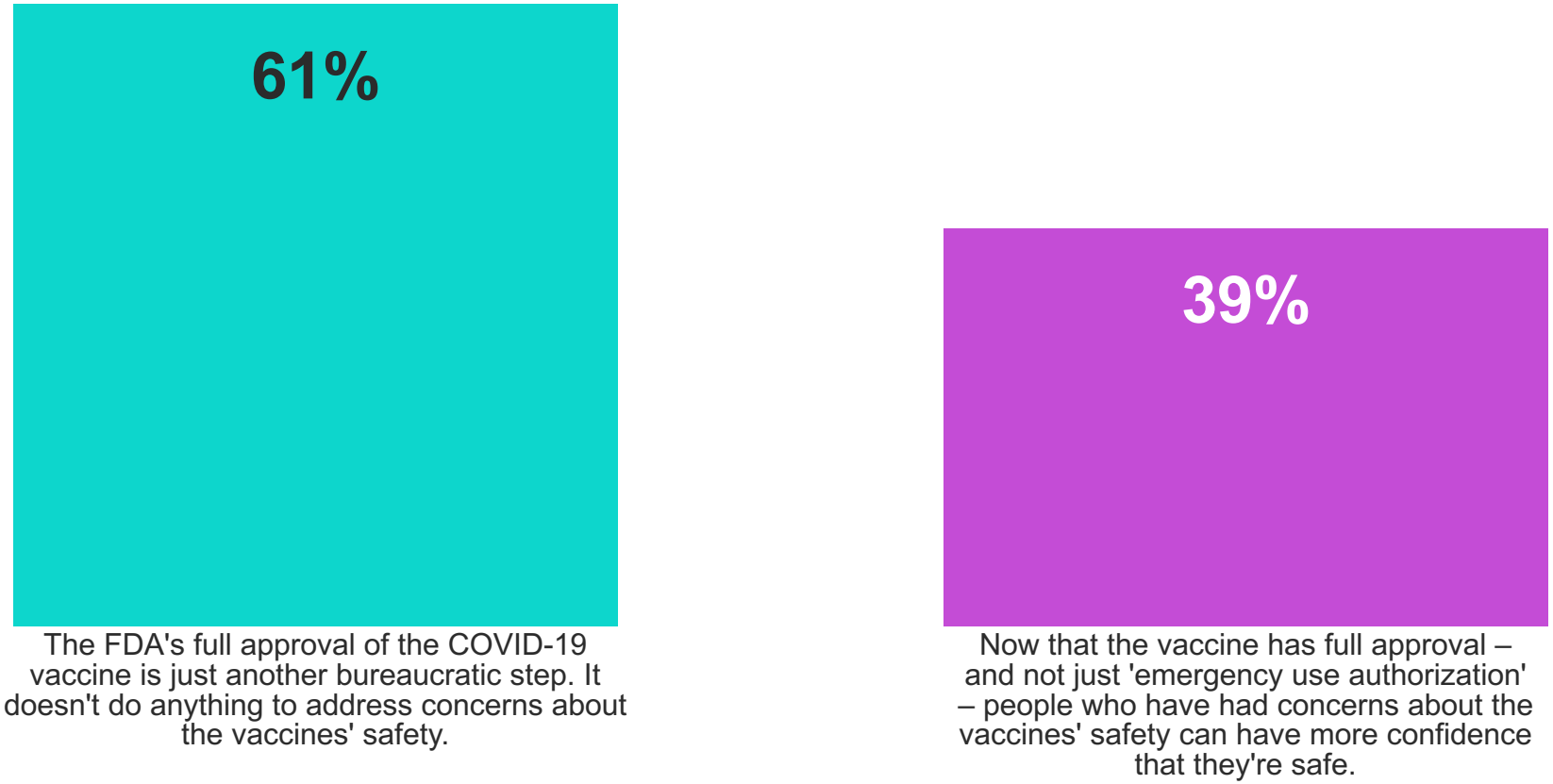


FDA APPROVAL

Three in five unvaccinated adults (61%) say the FDA's full approval of the COVID-19 vaccine is just another bureaucratic step and doesn't do anything to address concerns about the vaccine's safety.

If you heard that a COVID-19 vaccine had received full approval from the FDA – its highest level of approval – which of the following statements would come closest to your opinion, even if neither is completely correct?

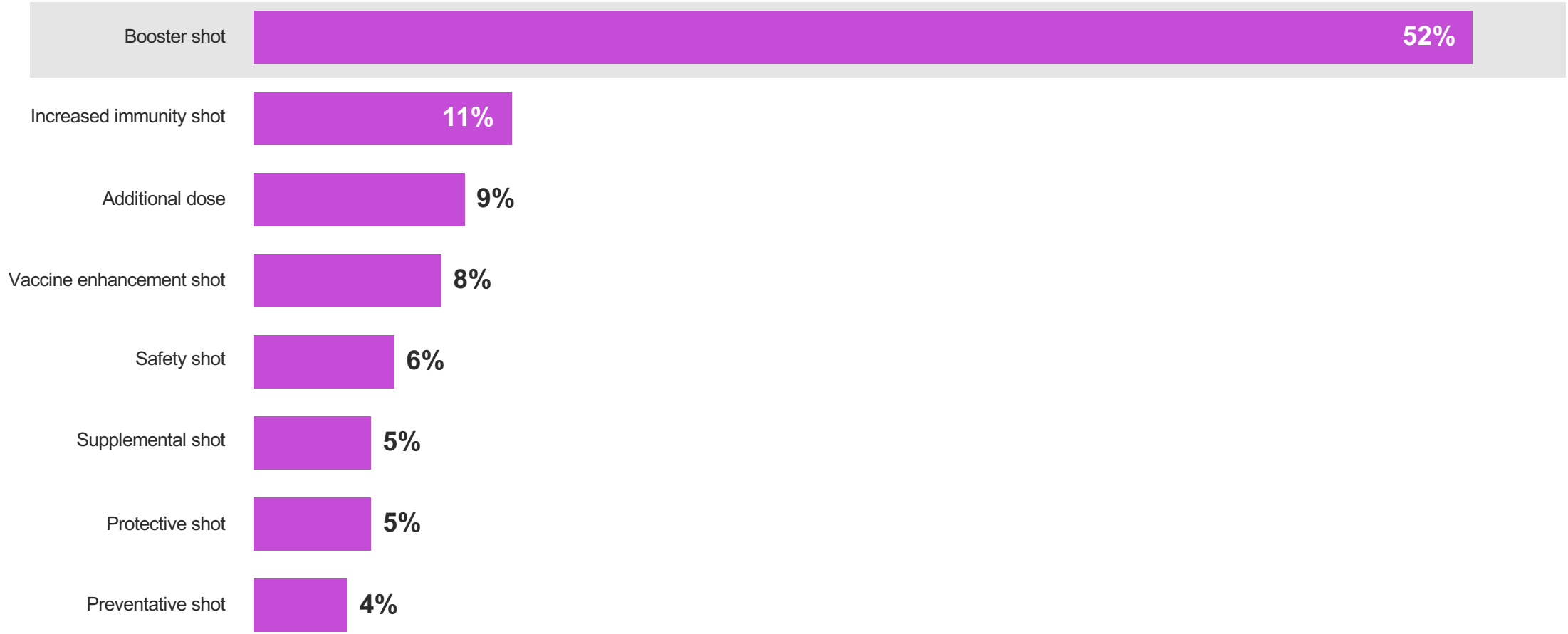
UNVACCINATED ADULTS, n=956



MORNING CONSULT

Half (52%) of all adults say that the additional shots to help protect against future strains of the COVID-19 virus should be called *booster shots*.

American science and medicine can help protect against future strains of the COVID-19 virus, but it may require one or two additional shots. What should that additional shot be called?

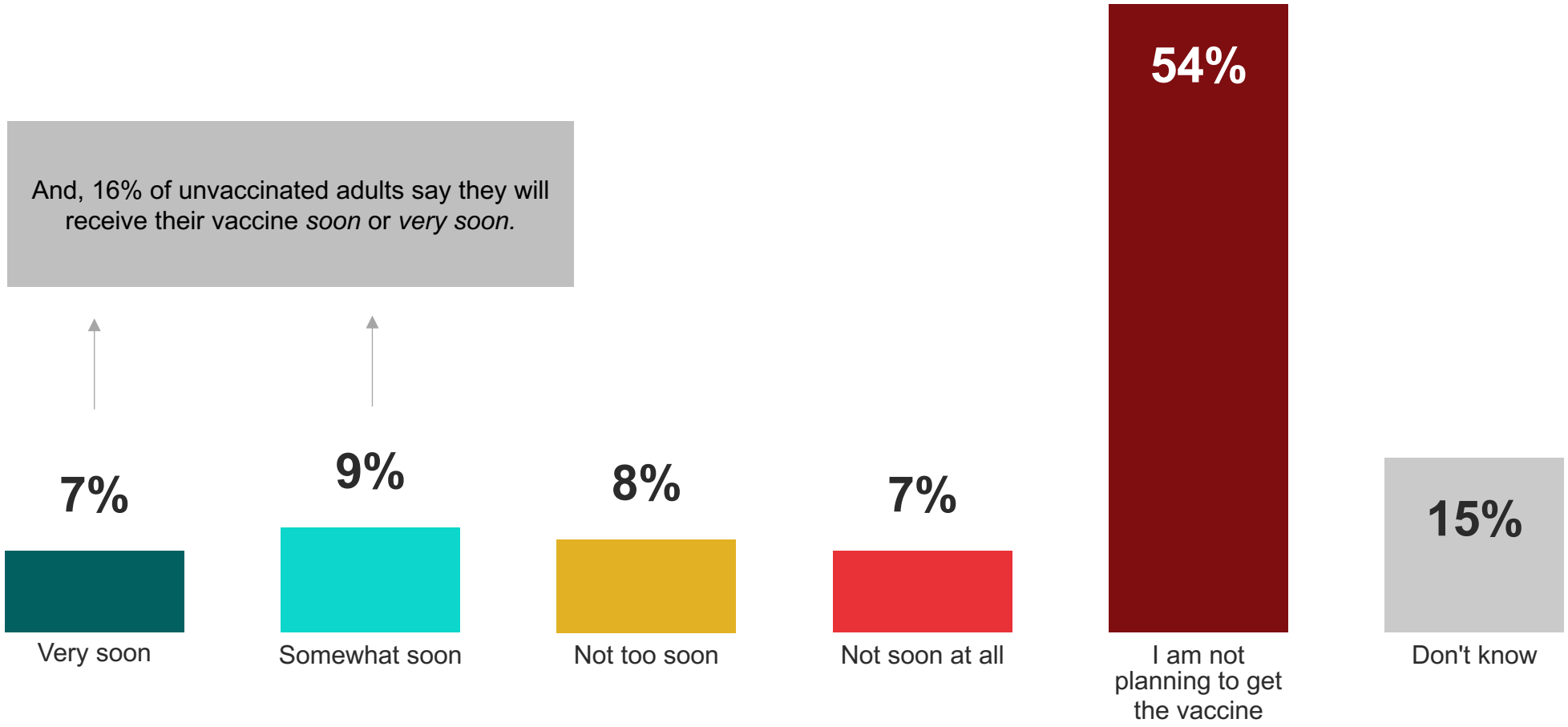


MORNING CONSULT

Over half (54%) of all unvaccinated adults say they are not planning to get the vaccine.

How soon, if at all, will you receive your vaccine?

UNVACCINATED ADULTS, n= 956



FDA APPROVAL

Two in five (39%) of unvaccinated adults say the vaccine receiving full authorization from the FDA would have the greatest impact on their decision to receive the COVID-19 vaccine.

Which of the following would have the greatest impact on your decision to receive the COVID-19 vaccine? Please select your top 2.

UNVACCINATED ADULTS, n= 956

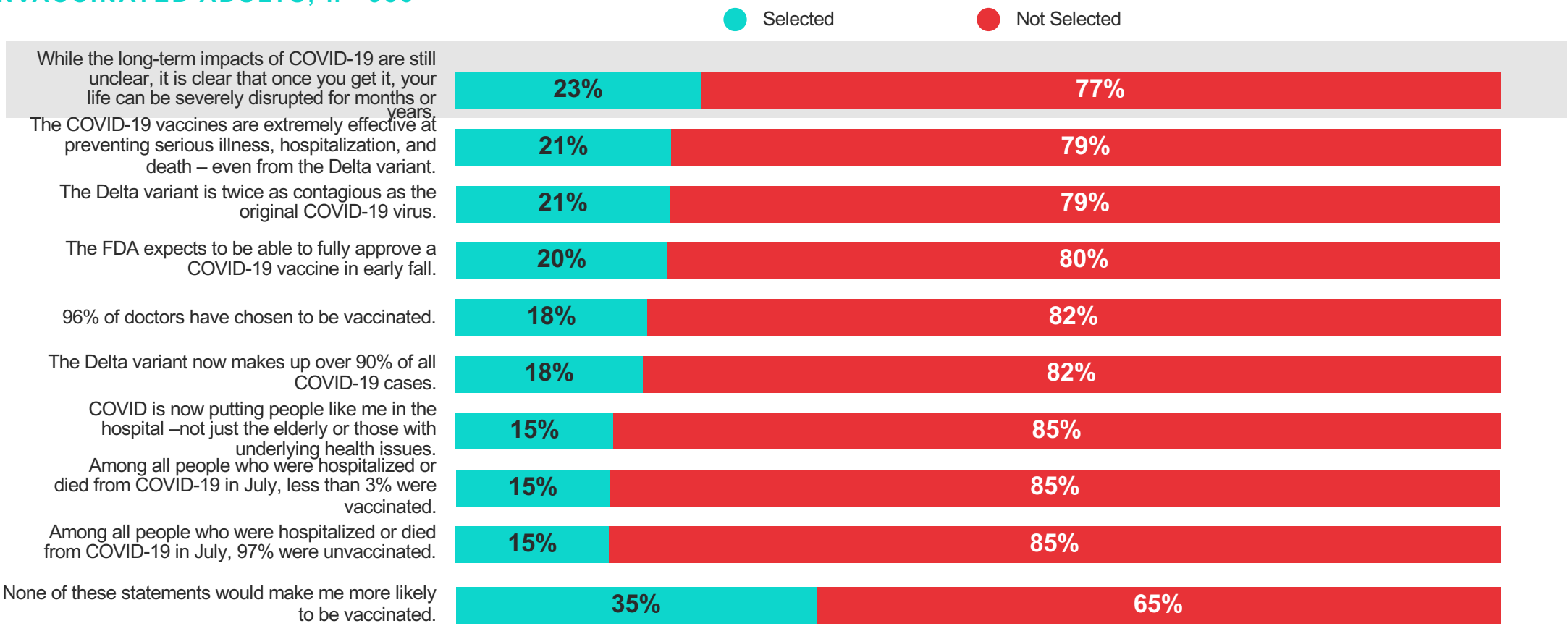


MORNING CONSULT

When asked which statement would make them most likely to get a COVID-19 vaccine, about a fifth of unvaccinated adults selected the statement about the disruption of COVID-19 (23%), the effectiveness of preventing serious illness (21%), the Delta variant being twice as contagious (21%), and full FDA approval of a vaccine (20%).

Which of the following statements would make you most likely to be vaccinated against COVID-19? Choose your top TWO.

UNVACCINATED ADULTS, n= 956



TESTED REASONS

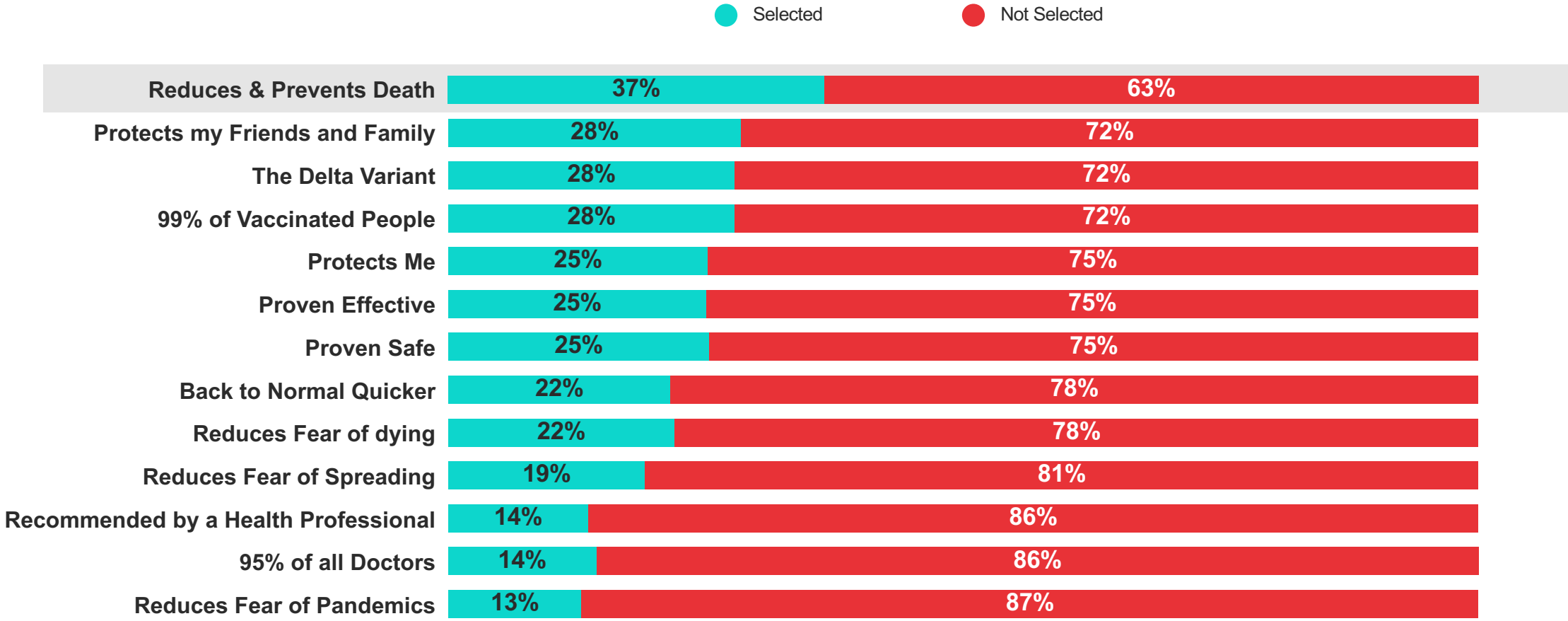
Below are 13 reasons to be vaccinated each respondent read and selected based on which they felt were the best reasons. Respondents were asked to choose their top THREE.

1. **Reduces & Prevents Death:** Taking the vaccine reduces and prevents hospitalization and death over 95% of the time, even with new variants like Delta.
2. **Protects my Friends and Family:** Taking the vaccine protects my friends and my family from COVID-19
3. **The Delta Variant:** The Delta variant is even more serious and significant
4. **99% of Vaccinated People:** Almost 99% of people who've been vaccinated have not been infected by COVID-19 after getting the shot.
5. **Protects Me:** Taking the vaccine protects me from COVID-19
6. **Proven Effective:** The vaccine is proven effective
7. **Proven Safe:** The vaccine is proven safe
8. **Back to Normal Quicker:** Taking the vaccine lets me and my family get back to normal quicker
9. **Reduces Fear of Dying:** Taking the vaccine reduces my fear of dying from COVID-19
10. **Reduces Fear of Spreading:** Taking the vaccine reduces my fear of spreading COVID-19 to older adults
11. **Recommended by a Health Professional:** My doctor and/or pharmacist recommended it
12. **95% of all Doctors:** 95% of all doctors have been vaccinated
13. **Reduces Fear of Pandemics:** Taking the vaccine reduces my fear of pandemics and contagion

MORNING CONSULT

A plurality (37%) of all adults say the best reason to BE vaccinated against COVID-19 is that it reduces and prevents death.

Regardless of whether or not you are vaccinated, which is the best reason TO BE vaccinated against COVID-19? Choose your top THREE.

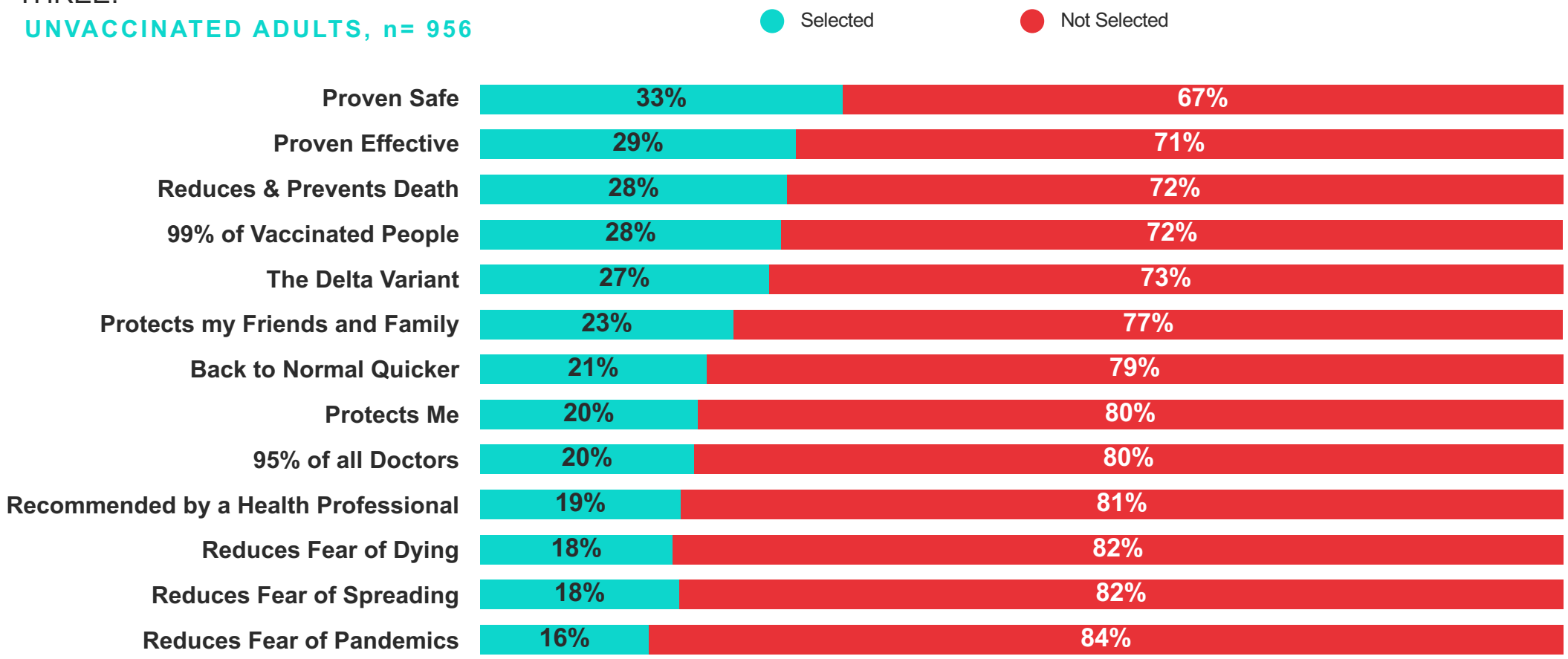


MORNING CONSULT

A third of unvaccinated adults say the best reason to BE vaccinated against COVID-19 is that the vaccine is proven safe (33%) and effective (29%).

Regardless of whether or not you are vaccinated, which is the best reason TO BE vaccinated against COVID-19? Choose your top THREE.

UNVACCINATED ADULTS, n= 956



Unvaccinated adults also say that the best reason to be vaccinated is that it is proven effective (29%), reduces & prevent death (28%), and 99% of vaccinated people have note been infected by COVID after taking the shot (28%).

MORNING CONSULT

A plurality (42%) of vaccinated adults say that the best reason to BE vaccinated against COVID-19 is that it reduces & prevents death.

Regardless of whether or not you are vaccinated, which is the best reason TO BE vaccinated against COVID-19? Choose your top THREE.

VACCINATED ADULTS, n= 1544



MORNING CONSULT®