



# COVID-19 and Vaccine Hesitancy: Confidence on a Knife Edge

OCTOBER 2020



VACCINE  
CONFIDENCE  
PROJECT™



A person is working at a laptop on a wooden desk. A smartphone is placed on the desk next to the laptop. The person's hands are visible, one holding a pen and the other near the laptop. The background is a plain wall.

**IN 2019, THE WHO  
DECLARED VACCINE  
HESITANCY ONE OF  
THE TOP TEN  
THREATS TO  
GLOBAL HEALTH**

# VACCINE HESITANCY

*“the reluctance or refusal to vaccinate despite the availability of vaccines”*

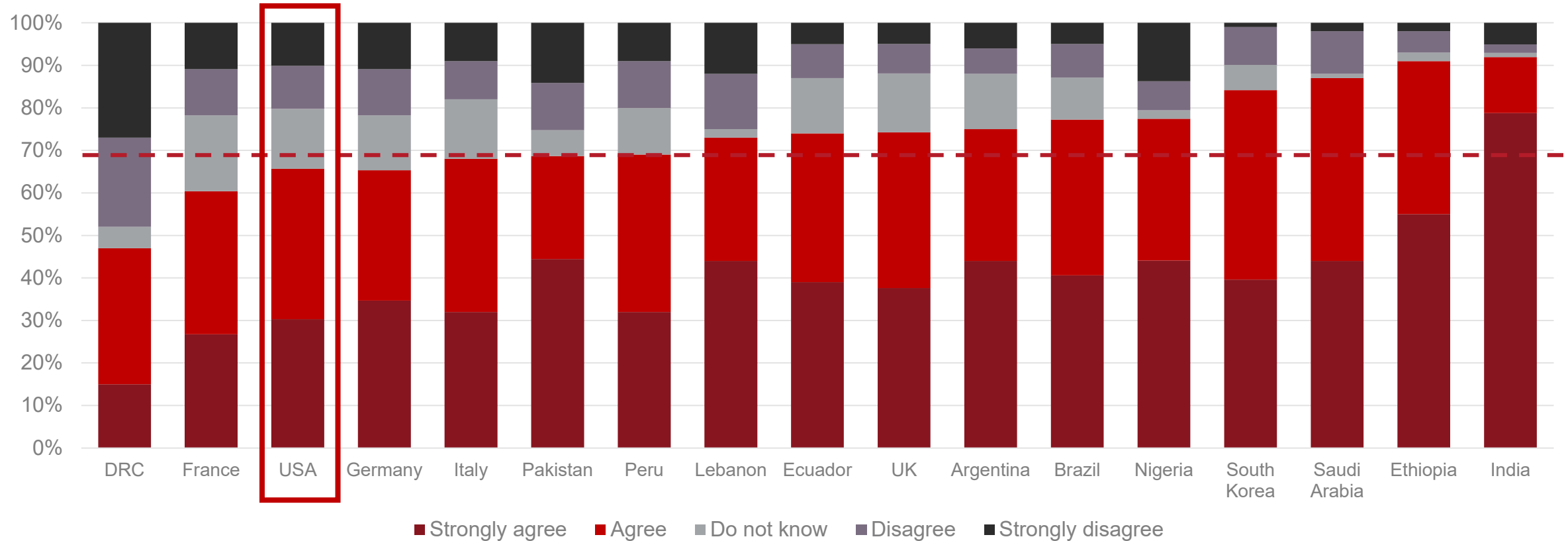
- WHO

- Rises in preventable diseases
- ORB and the Vaccine Confidence Project
- Existing challenges to confidence before COVID-19



# REACHING 65% UPTAKE WILL BE A CHALLENGE

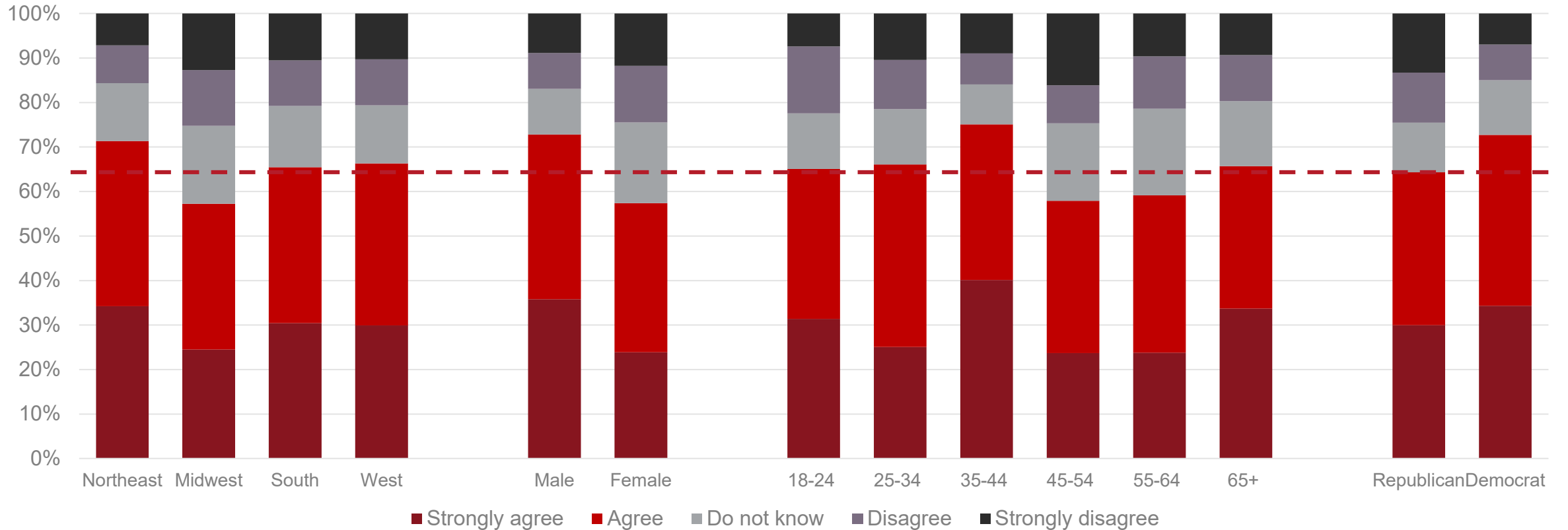
“If a new COVID-19 vaccine became publicly available, I would take it”



Q11. Imagine a new vaccine for Coronavirus (COVID-19) was fast tracked and approved by medical professionals and regulators. How strongly do you agree or disagree with the following statements – ‘If a new Coronavirus (COVID-19) vaccine became publicly available I would take it’. Base = all respondents (Total = 19,243; All countries n = 1000 to 1,577 except DR Congo = 500; USA = 2,500. All fieldwork conducted between 10 June and 22 July 2020, exact dates vary by country).

# IN THE US, CERTAIN REGIONS AND GROUPS ARE MORE HESITANT

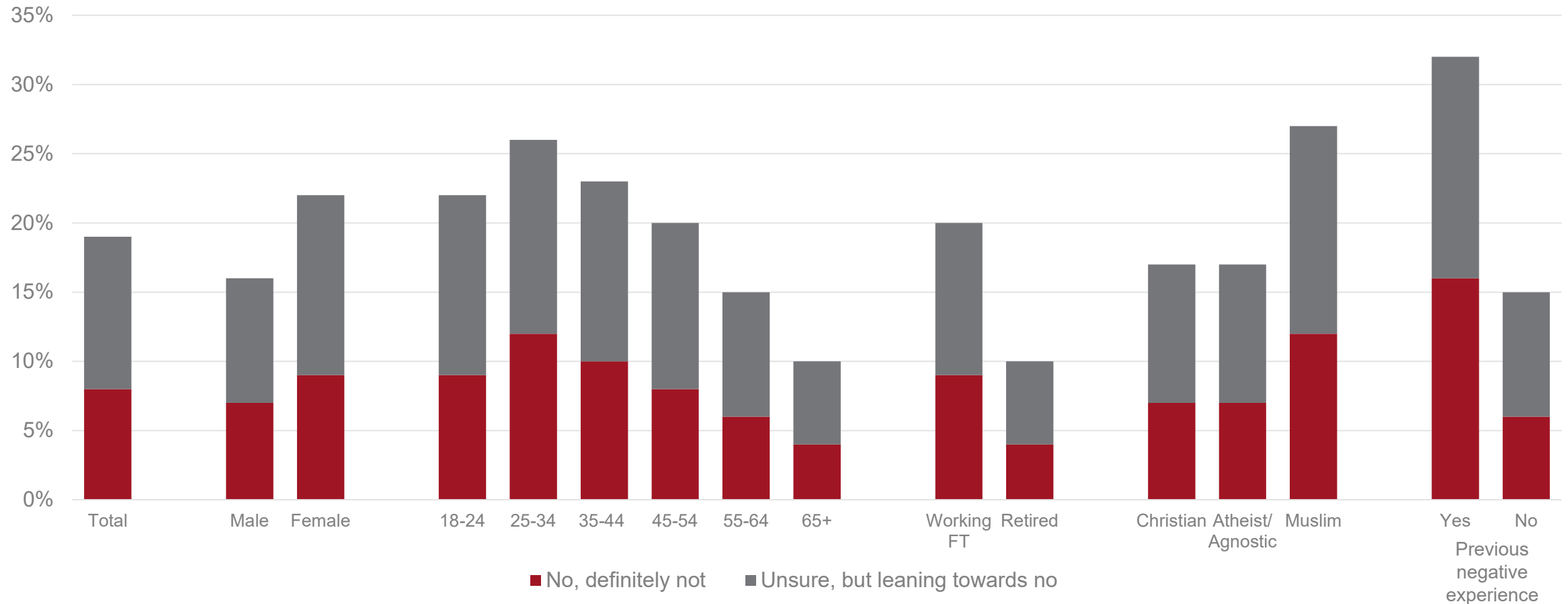
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Q11. Imagine a new vaccine for Coronavirus (COVID-19) was fast tracked and approved by medical professionals and regulators. How strongly do you agree or disagree with the following statements – ‘If a new Coronavirus (COVID-19) vaccine became publicly available I would take it’. Base = all US respondents (USA = 2,500, all subgroups >294. All fieldwork conducted between 10 June and 22 July 2020).

# COMPLACENCY AND PREVIOUS NEGATIVE EXPERIENCES DECREASE LIKELY UPTAKE

If a new coronavirus (COVID-19) vaccine became available, would you accept the vaccine for yourself?



If a new coronavirus (COVID-19) vaccine became available, would you accept the vaccine for yourself? Base = all UK respondents (n = 17,000, all subgroups >537. All fieldwork conducted between 24 and 27 September 2020).


# DISINFORMATION

Paul Joseph Watson   
@PrisonPlanet


Scientists have expressed doubts over the effectiveness of a coronavirus vaccine that has been rushed to human trials, after all of the monkeys used in initial testing later contracted coronavirus.



Experts Suggest £90 Million Oxford University Coronavi...  
All the monkeys in the trials went on to get the virus.  
[summit.news](#)

Larry Cook  
8h · 

So we know for a fact that the flu vaccine worsens COVID symptoms. So what are they mandating now? The flu vaccine, of course.

   367 44 comments 161 shares

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robertfkennedyjr   
Santa Monica, California



Yale University and the U.S. government are running clinical trials to develop propaganda messaging to persuade Americans to take experimental, genetically engineered, unlicensed, "Warp Speed," zero liability, expedited vaccines with limited short-duration safety testing.

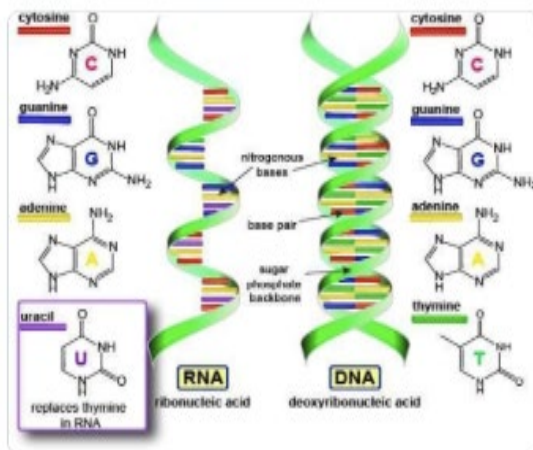
Researchers compared reactions in 12 focus groups using "guilt, embarrassment, bravery, anger, trust" and "fear" to overcome vaccines hesitancy.




27,912 likes

News from the Perimeter  
@PerimeterNews

The new vaccine for Covid-19 will be the first of its kind EVER. It will be an mRNA vaccine which will literally alter your DNA. It will wrap itself into your system. You will essentially become a genetically modified human being.



Jim Carr   
@jimcarrsays

Something is very fishy about all this indeed 🐟

"A VIRUS WITH A 99.6% SURVIVAL RATE FOR PEOPLE UNDER 70 BUT THE ENTIRE WORLD NEEDS TO TAKE A VACCINE? I'M NO SHERLOCK HOLMES BUT SOMETHING'S FISHY ABOUT ALL THAT....."

Prometheus  
@Prometheus2020

"They said it was just to flatten the curve. Now it's a battle for human survival."

The only must-see action thriller for 2020.

Starring:

Bill Gates  
Anthony Fauci  
Chris Whitty  
Matt Hancock

Guest mask appearances:  
 Clintons, Boris Johnson, Nicola Sturgeon, Joe Biden & Tedros.



11:20 PM · Aug 23, 2020 · Twitter Web App



“Coronavirus is a devil. It cannot live in the body of Christ”

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President of Tanzania

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👍 Like 🗨️ Comment ➦ Share

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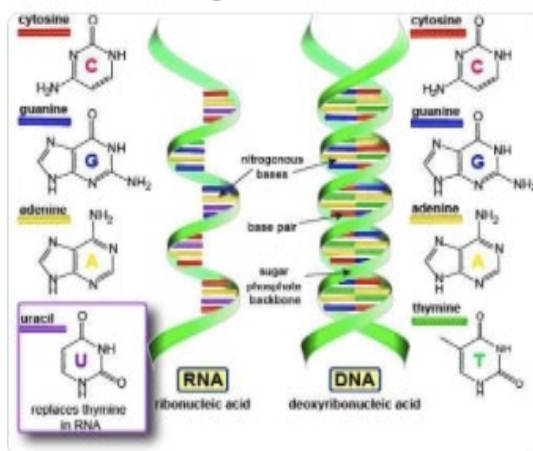
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Bill Humana

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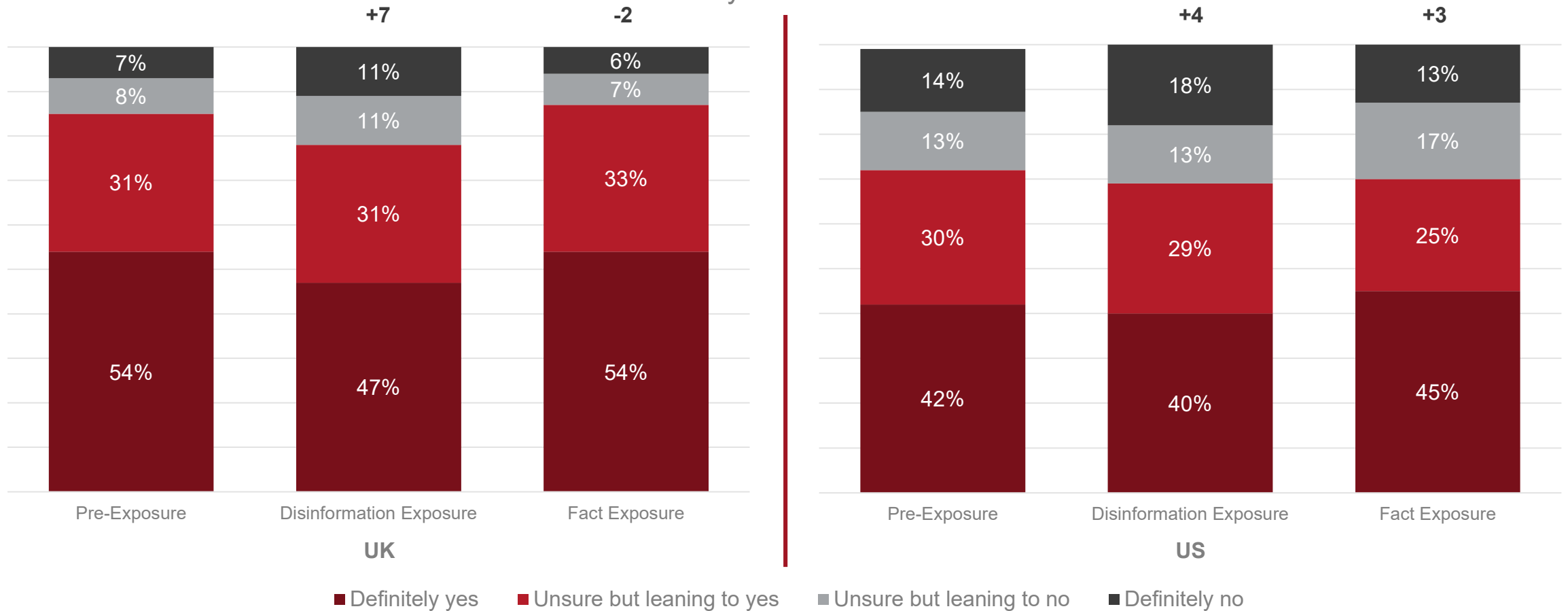
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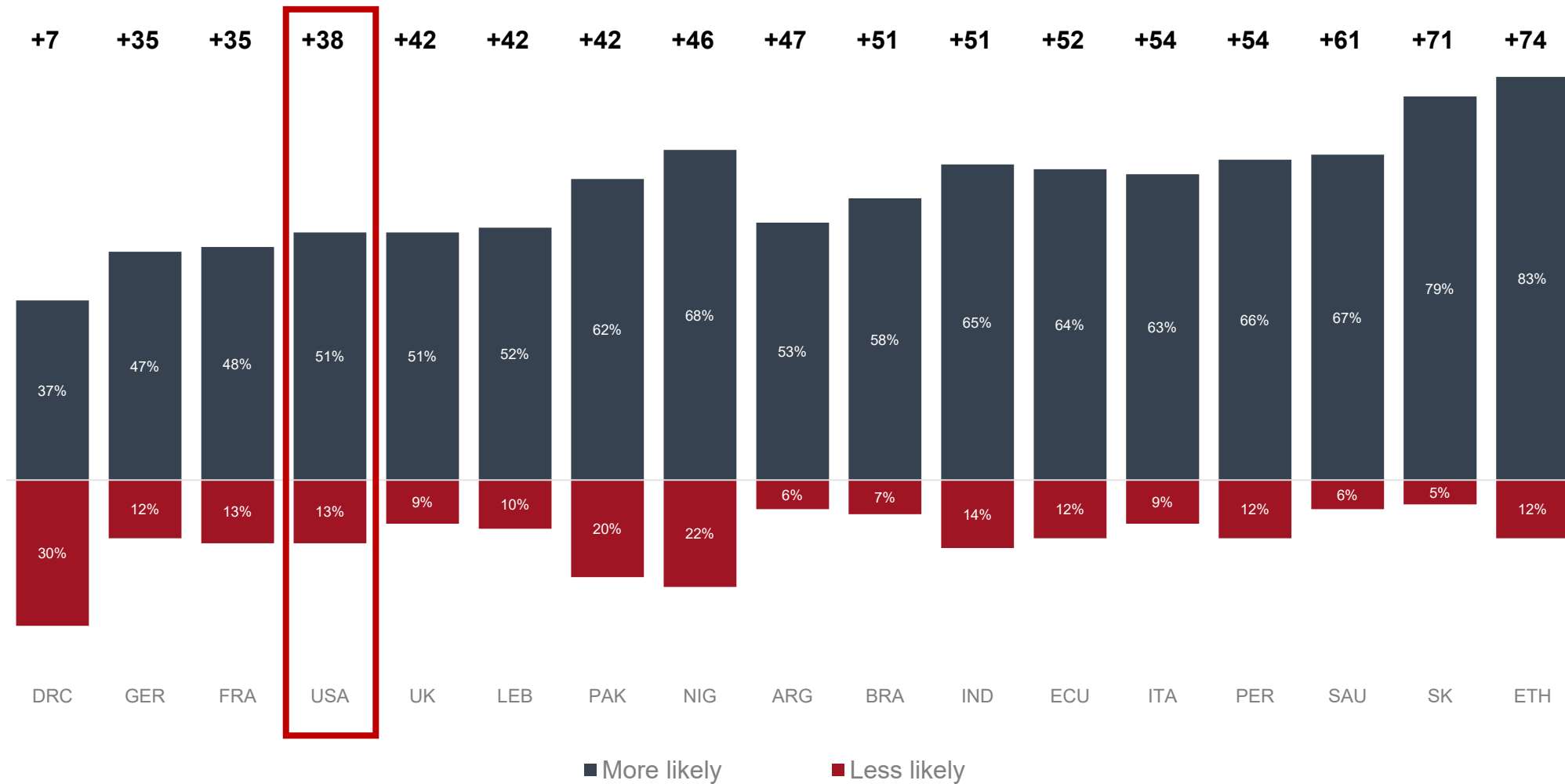
# EVEN BRIEF EXPOSURE CAN INCREASE VACCINE HESITANCY

If a new coronavirus (COVID-19) vaccine became available, would you accept the vaccine for yourself?



If a new coronavirus (COVID-19) vaccine became available, would you accept the vaccine for yourself? Base = all respondents (UK = 4,000, US = 4,000; Pre-exposure = full sample, Disinformation exposure = 3,000 per country, fact exposure = 1,000 per country. All fieldwork conducted between 7 and 14 September 2020).

## Has COVID-19 made you more or less likely to vaccinate?



Q15a. When considering your willingness to vaccinate yourself in general, would you say the global Coronavirus (COVID19) pandemic has made you now much less likely, somewhat less likely, somewhat more likely or a lot more likely to vaccinate compared with one year ago – or perhaps there has been no change in your views to vaccines? Base = all respondents (Total = 19,243; All countries n = 1000 to 1,577 except DR Congo = 500; USA = 2,500. All fieldwork conducted between 10 June and 22 July 2020, exact dates vary by country).