

Covid-19: **Global** attitudes towards a COVID-19 vaccine

► **Report** January 2021

Insights and trends in people's behaviours related to COVID-19. Brought to you by a team of health and behavioural experts at the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov. These reports are created on a regular basis, following new survey results.

With special acknowledgement of the contribution from the WHO working group on measuring behavioural and social drivers (BeSD) of COVID-19 vaccination.

Key insights from this report

This report looks at attitudes towards a COVID-19 vaccine in 15 countries between November 2020 and mid-January 2021. Countries included are Australia, Canada, Denmark, Finland, France, Germany, Italy, Japan, Netherlands, Norway, Singapore, South Korea, Spain, Sweden and the United Kingdom. The total sample is of ~13,500 people.

Key takeaways include the following:

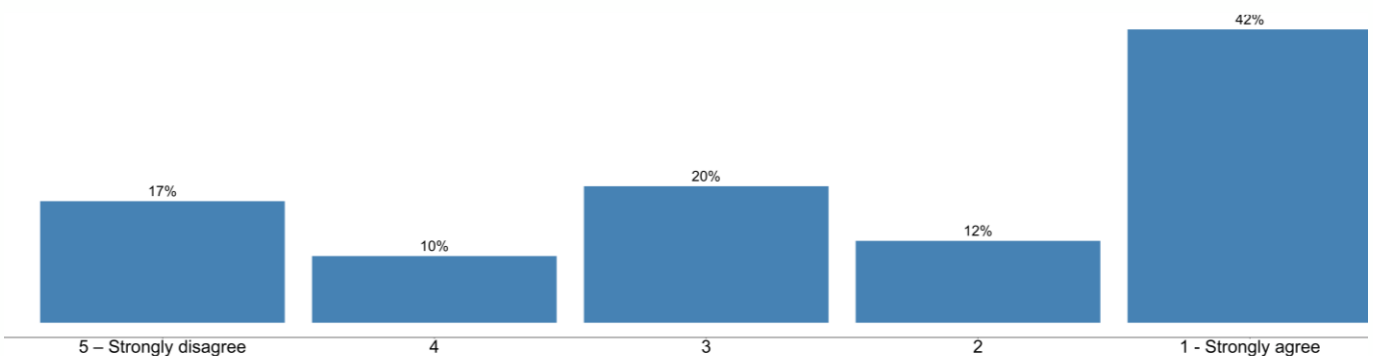
- **More people are willing to get a vaccine.** As of mid-January, 54% of respondents report they would get a COVID-19 vaccine if it were made available to them the week of the survey. In 11 of the 15 countries surveyed, the percentage of respondents who strongly agree that they would get the vaccine has increased since November 2020. The exceptions were Australia, Japan, South Korea and Singapore.
- **There is less worry about the vaccine's side-effects.** As of mid-January, 47% of respondents report being worried about potential side effects of a COVID-19 vaccine. Since November 2020, the rate of respondents who strongly agree that they are worried about potential side effects has decreased in 9 of the 15 countries and has remained relatively constant in 5 countries. It increased only in Singapore.
- **Worry about contracting COVID-19 has remained relatively unchanged.** As of mid-January, 44% of respondents report some level of worry about contracting COVID-19, while 29% report they are indifferent. Respondents from Japan, Spain, and South Korea report the highest levels of worry, while those in Australia report the lowest. Across countries, responses have remained relatively stable since November 2020.
- **More people believe their government will be able to provide a vaccine.** As of mid-January, most respondents (58%) believe the government health authorities will provide them with an effective COVID-19 vaccine, but there is a significant share of respondents who neither agree nor disagree (26%). In 11 of the 15 countries surveyed, the percentage of respondents who strongly agree has increased significantly since November 2020. The exceptions were Australia, Germany, South Korea and Singapore.
- **Most people trust the vaccines.** As of mid-January, two thirds (66%) of respondents report a strong or moderate trust in COVID-19 vaccines. Only 12% report no trust at all. In all countries surveyed except Japan, over half of the population report trust in the vaccine. Italians report the greatest levels of trust (82%), followed by the UK (81%).
- **Most people believe it is important to get the vaccine.** As of mid-January, 66% of respondents report that getting a COVID-19 vaccine is very or moderately important for their health. Across all countries surveyed, the percentage of respondents who stated it was very or moderately important was above 50%, the highest being Italy at 86%. Norway had the highest share of respondents (45%) who stated the vaccine was a little or not important at all for their health.
- **Most people believe their family and friends would like them to get the vaccine.** As of mid-January 2021, 60% of respondents report that most of their close family and friends would want them to get a COVID-19 vaccine. In 13 of the 15 countries surveyed, over 50% of respondents agreed with this statement. The exceptions to this were France and Japan.
- **Many report difficulties accessing a vaccine.** As of mid-January 2021, only 44% of respondents report it would not be hard to get a COVID-19 vaccine. Norway was the country with the highest share of respondents who stated it would not be hard, but this was only 53%. Norway was followed closely by Sweden and Denmark. The countries with the highest share of respondents who stated it would be difficult to obtain a COVID-19 vaccine were South Korea and Japan, at over two thirds.

How willing are people to get the COVID-19 vaccine if made available the week of the survey?

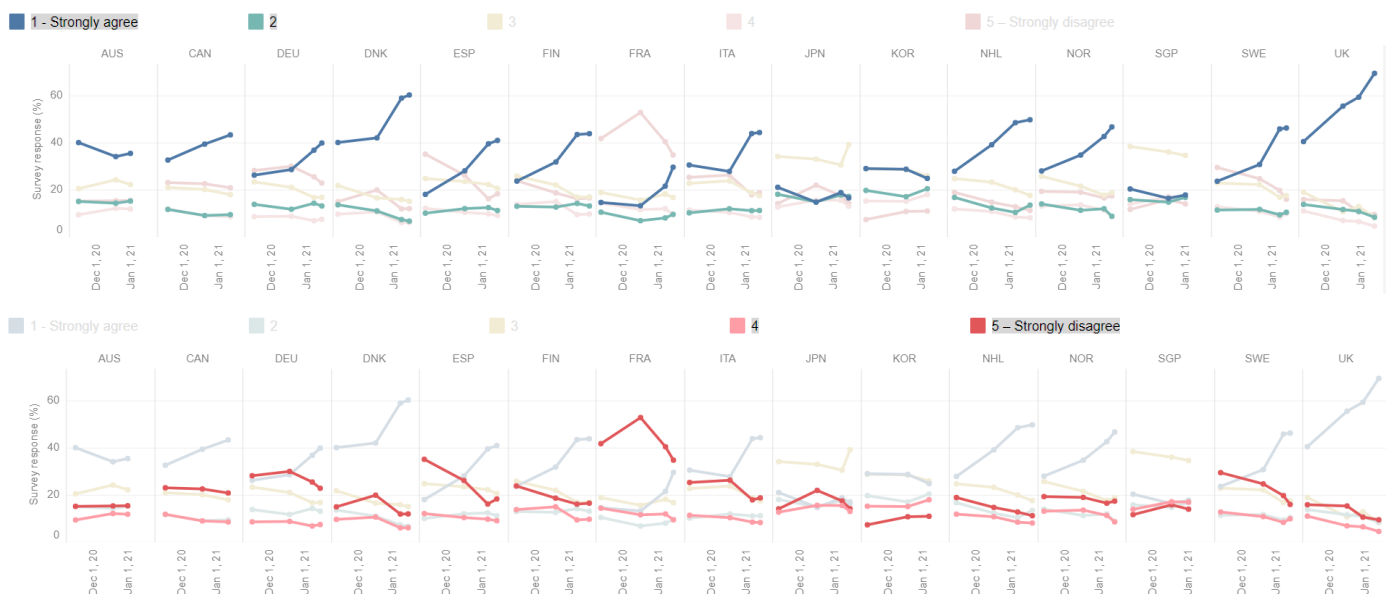
These graphs show the extent to which people agree and a country breakdown of responses

As of mid-January, 54% of respondents report they would definitely get a COVID-19 vaccine if it were made available to them the week of the survey. In 11 of the 15 countries surveyed, the percentage of respondents who strongly agree that they would get the vaccine has increased since November 2020, with the UK reporting the highest share of respondents who strongly agree (70%) as of mid-January. The share of respondents who strongly disagree has decreased in 11 of the 15 countries surveyed, with France reporting the highest share of respondents who strongly disagree (35%) as of mid-January.

To what extent do you agree or disagree that if a COVID-19 vaccine were made available to you this week, you would definitely get it? (aggregate view of latest week available for each country – see page 13 for exact survey dates)



To what extent do you agree or disagree that if a COVID-19 vaccine were made available to you this week, you would definitely get it? Country breakdown over time (%)



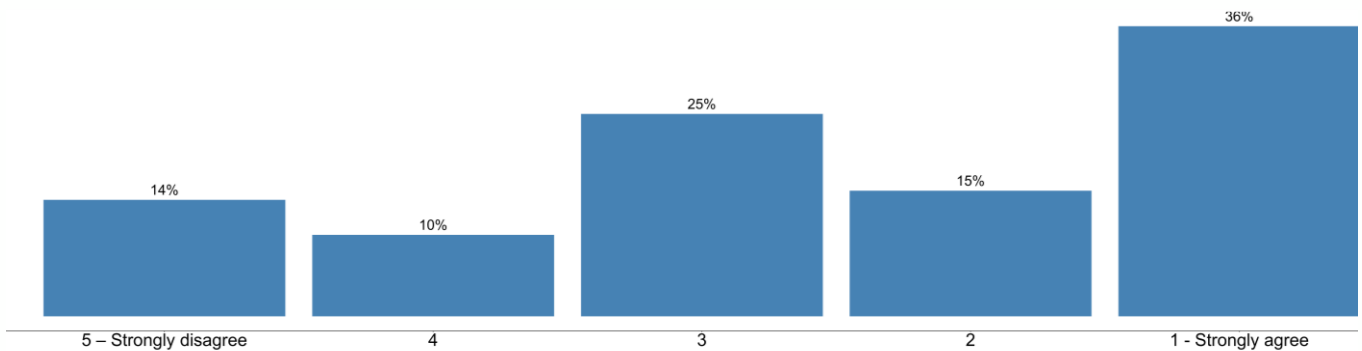
Changes from November 2020 to January 2021 were statistically significant for Canada, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Spain, Sweden and the UK using a Wilcoxon signed-rank test.

How much do people feel they will regret not getting a COVID-19 vaccine when it is available?

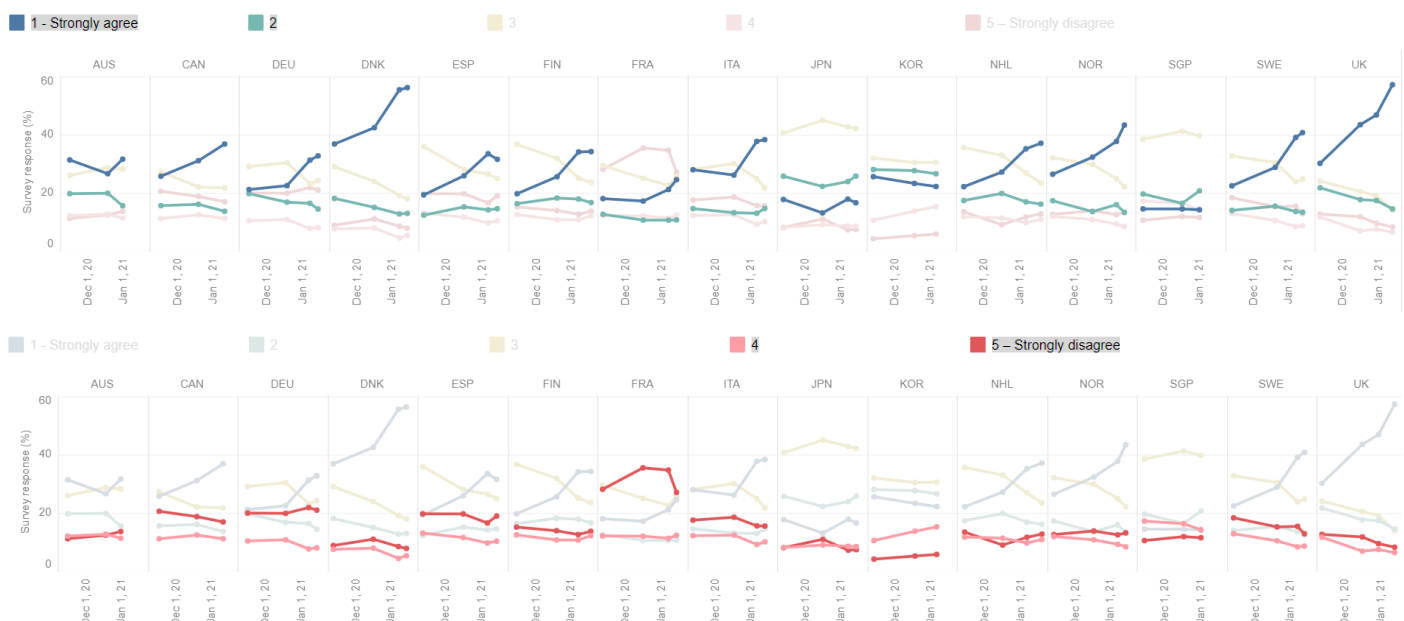
These graphs show the extent to which people agree and a country breakdown of responses

As of mid-January, 51% of respondents report that they would regret not getting the COVID-19 vaccine. One in four (25%) report indifference to the statement. In 11 of the 15 countries surveyed, the share of respondents who strongly agree that they would regret not getting the vaccine has increased since November 2020, with the UK reporting the highest share of respondents who strongly agree (57%). The share of respondents who strongly or somewhat disagree has stayed relatively stable since November 2020 except in France, where those who disagreed increased in December and early January. Despite decreasing since December, France has the highest share of respondents who strongly disagree (27%).

To what extent do you agree or disagree that if you do not get a COVID-19 vaccine when it is available, you will regret it? (aggregate view of latest week available for each country – see page 13 for exact survey dates)



To what extent do you agree or disagree that if you do not get a COVID-19 vaccine when it is available, you will regret it?
Country breakdown over time (%)



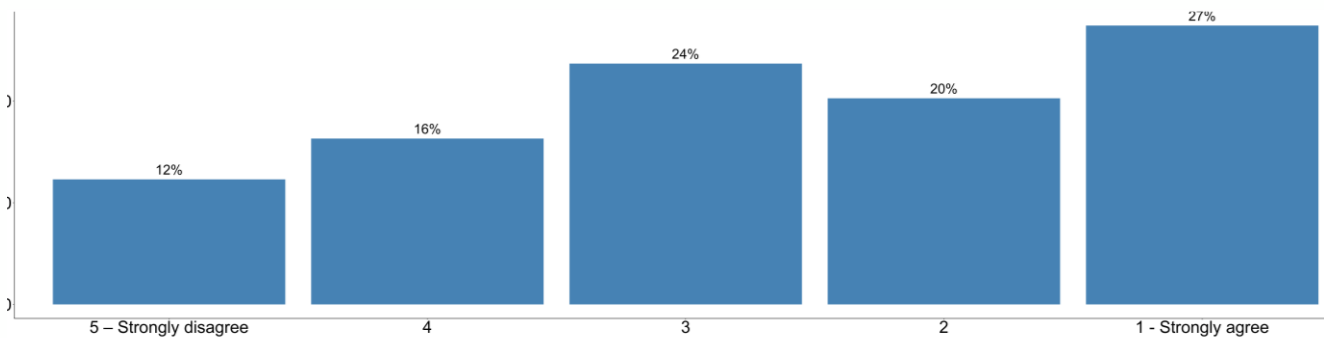
Changes from November 2020 to January 2021 were statistically significant for Canada, Denmark, Finland, Germany, Italy, Netherlands, Norway, Singapore, Spain, Sweden and the UK using a Wilcoxon signed-rank test.

How concerned are people about possible side-effects from a COVID-19 vaccine?

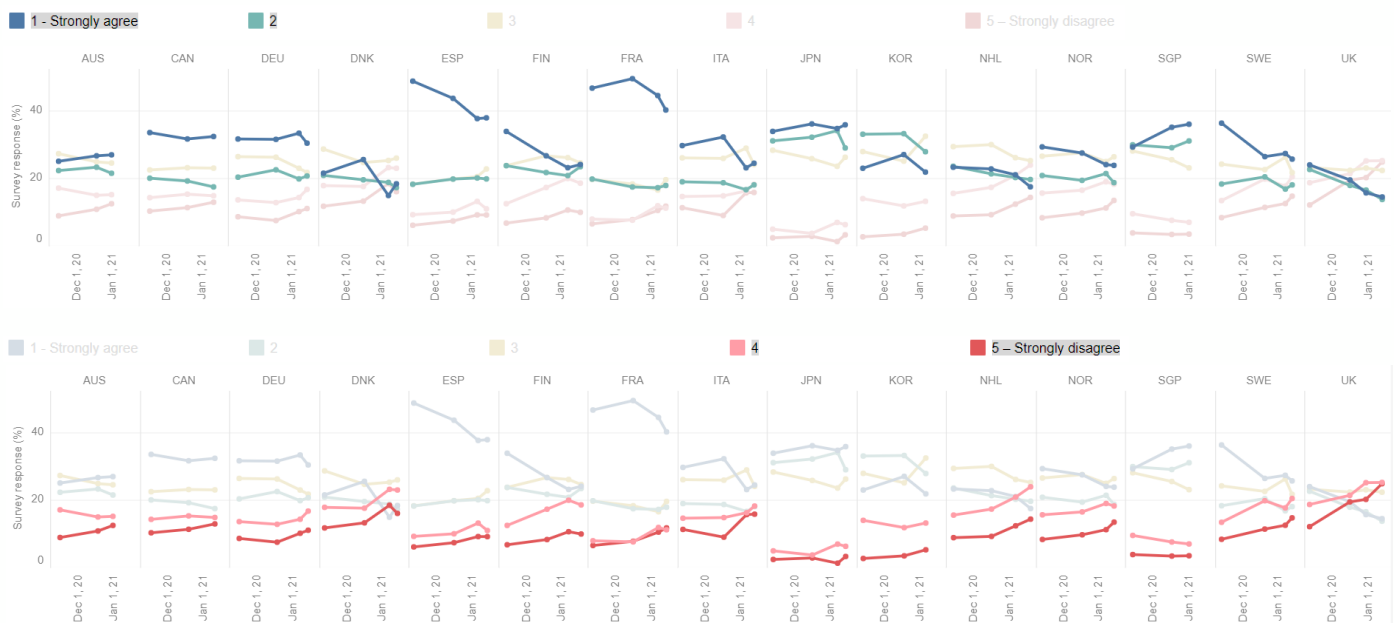
These graphs show the extent to which people agree and a country breakdown of responses

As of mid-January, 47% of respondents report being worried about potential side effects of a COVID-19 vaccine. Since November 2020, the rate of respondents who strongly agree that they are worried about potential side effects has decreased in 9 of the 15 countries and has remained relatively constant in 5 countries. The country with the highest rate of those who strongly agree that they are worried about potential side effects is France at 40%, although this rate has significantly decreased since December.

To what extent do you agree or disagree that you are worried about potential side effects of a COVID-19 vaccine? (aggregate view of latest week available for each country – see page 13 for exact survey dates)



To what extent do you agree or disagree that you are worried about potential side effects of a COVID-19 vaccine? Country breakdown over time (%)



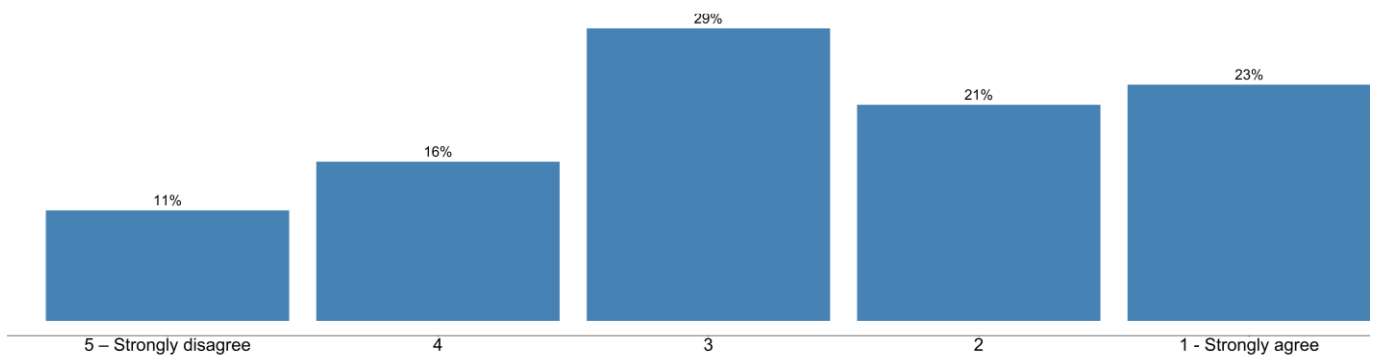
Changes from November 2020 to January 2021 were statistically significant for Denmark, Finland, France, Italy, Netherlands, Norway, Singapore, Spain, Sweden and the UK using a Wilcoxon signed-rank test.

How worried are people about contracting COVID-19?

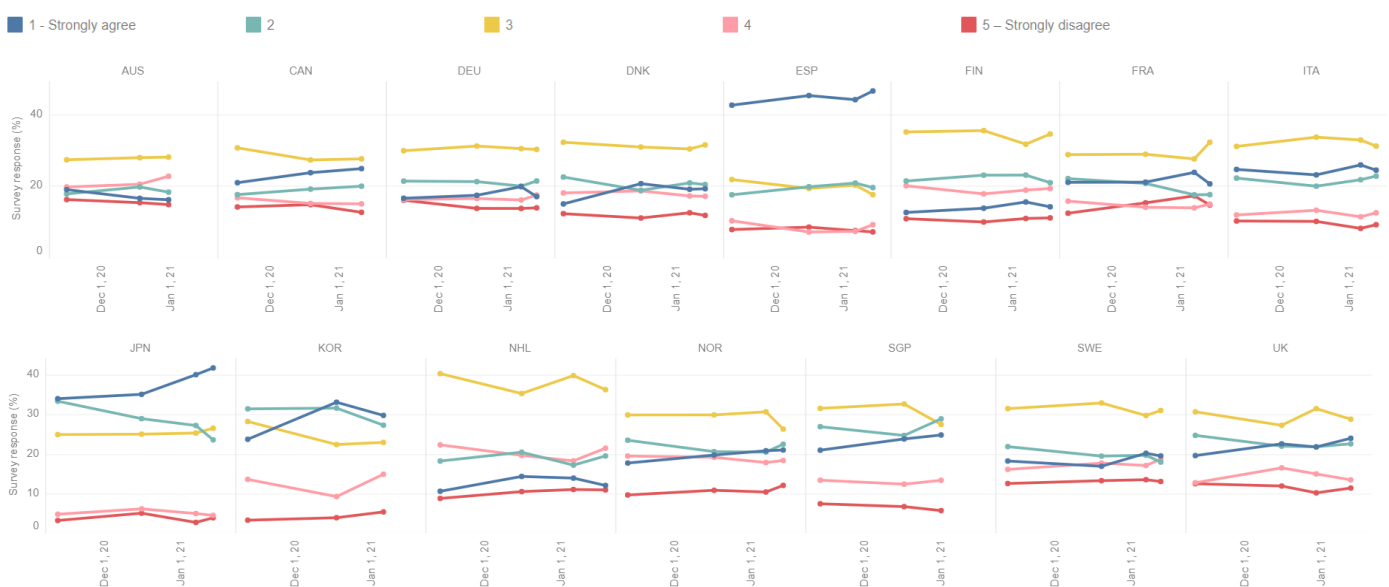
These graphs show the extent to which people agree and a country breakdown of responses

As of mid-January, 44% of respondents report some level of worry about contracting COVID-19, while 29% report they are indifferent. Respondents from Japan, Spain, and South Korea report the highest levels of worry, while those in Australia report the lowest. Responses have remained relatively consistent since November 2020 in all countries except Japan, where the share of those who reported strongly agreeing that they were worried has increased from 34% to 42%.

To what extent do you agree or disagree that you are worried about getting COVID-19? (aggregate view of latest week available for each country – see page 13 for exact survey dates)



To what extent do you agree or disagree that you are worried about getting COVID-19? Country breakdown over time (%)



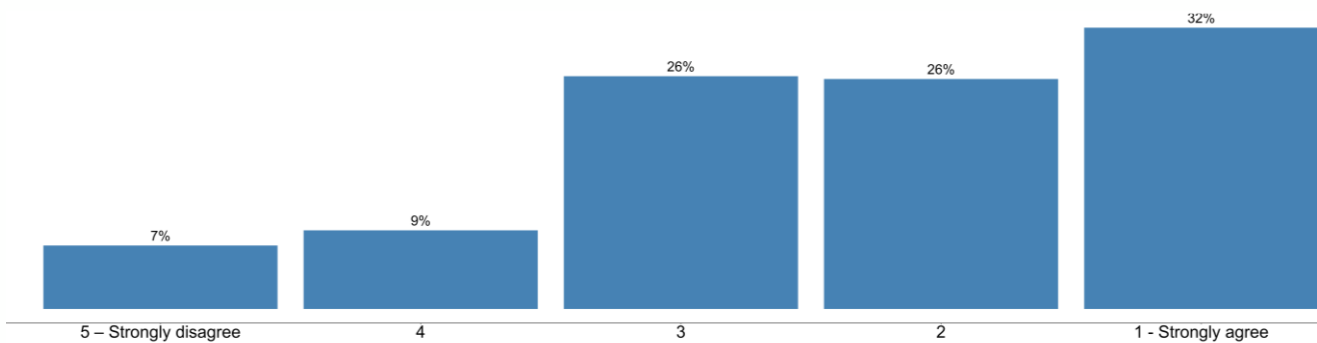
Change from November 2020 to January 2021 was statistically significant for Singapore using a Wilcoxon signed-rank test.

How much do people believe in government health authorities' ability to provide an effective COVID-19 vaccine?

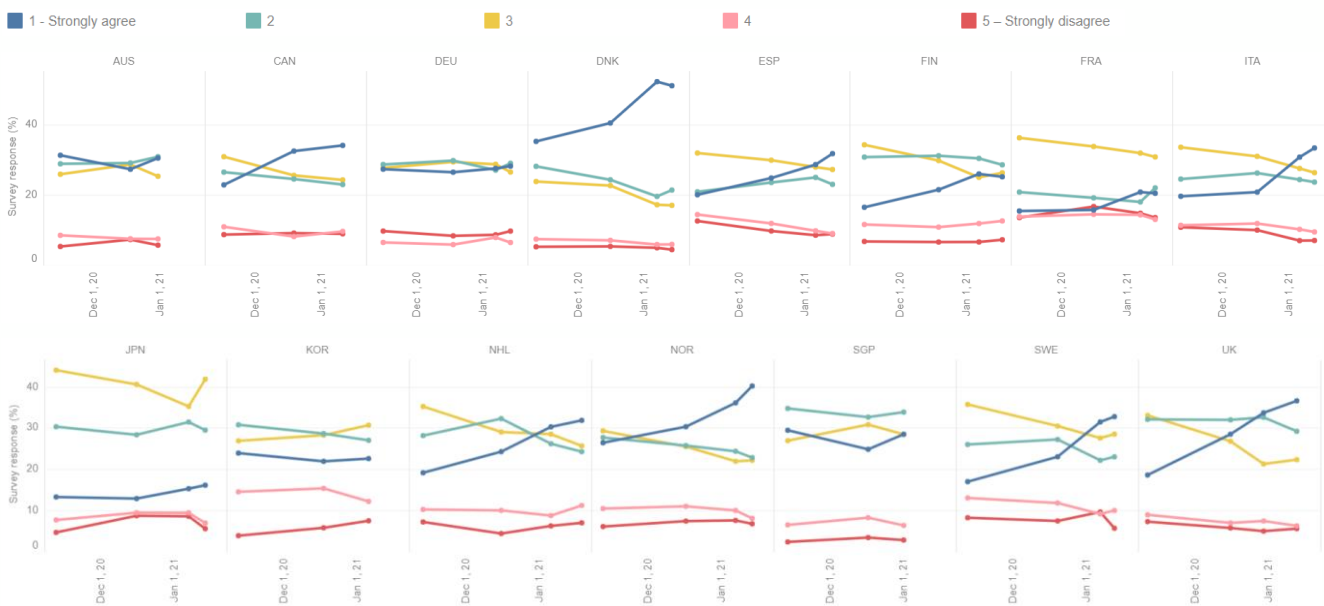
These graphs show the extent to which people agree and a country breakdown of responses

As of mid-January, most respondents (58%) believe government health authorities will provide them with an effective COVID-19 vaccine, but there is a significant proportion of respondents who are indifferent (26%). In 11 of the 15 countries surveyed, the percentage of respondents who strongly agree has increased since November 2020. As of mid-January, Denmark has the highest share of those who strongly agree (51%) and Japan has the lowest (16%)

To what extent do you agree or disagree that you believe government health authorities in your country will provide you with an effective COVID-19 vaccine? (aggregate view of latest week available for each country – see page 13 for exact survey dates)



To what extent do you agree or disagree that you believe government health authorities in your country will provide you with an effective COVID-19 vaccine? Country breakdown over time (%)



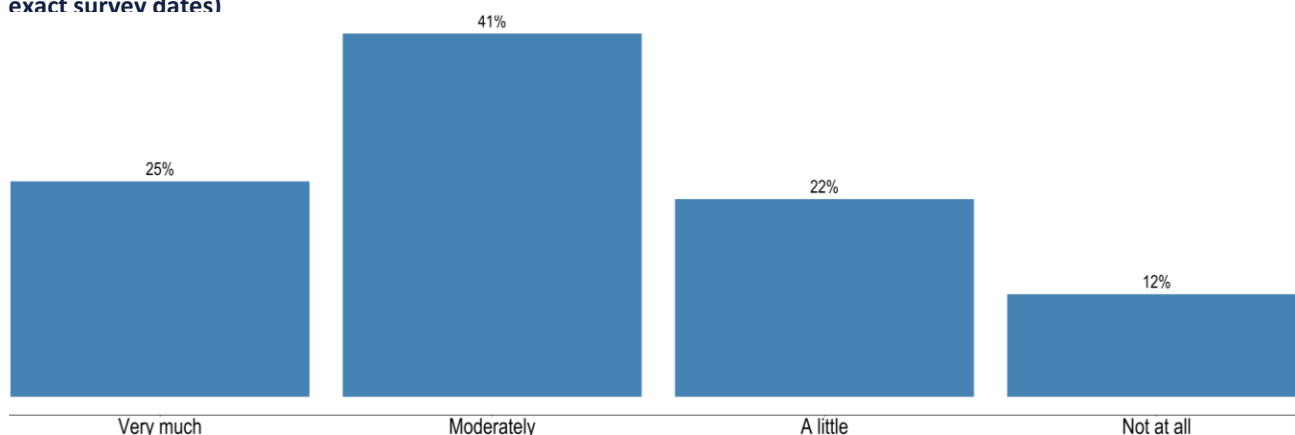
Changes from November 2020 to January 2021 were statistically significant for Canada, Finland, Italy, Norway, Singapore, Spain, Sweden and the UK using a Wilcoxon signed-rank test.

How much do people trust the COVID-19 vaccines?

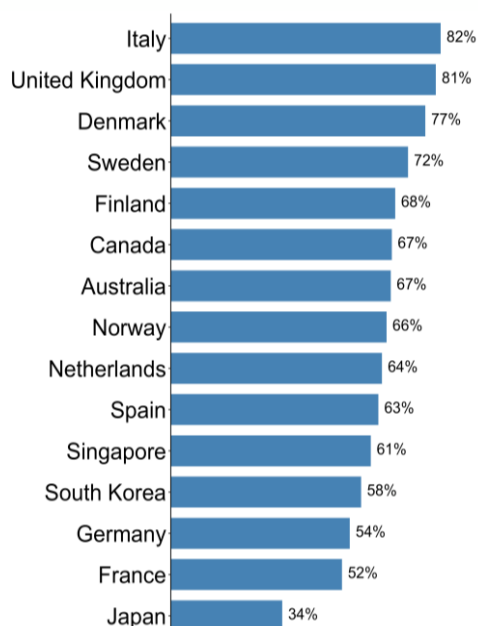
These graphs show the extent of people’s trust in the COVID-19 vaccines

As of mid-January, two thirds (66%) of respondents report a strong or moderate trust in COVID-19 vaccines. Only 12% report no trust at all. Italians report the greatest trust in the COVID-19 vaccine (82%), followed by the UK (81%). The country that reports the least trust is Japan, where 66% of respondents report little or no trust at all.

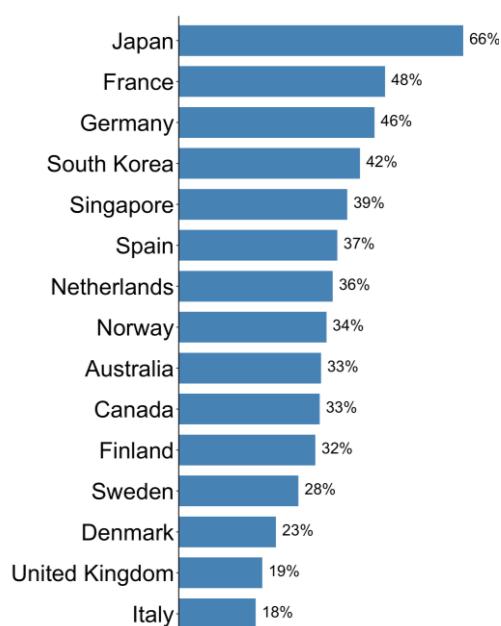
How much do you trust COVID-19 vaccines? (aggregate view of latest week available for each country – see page 13 for exact survey dates)



Country breakdown of respondents who answered ‘Very much’ or ‘Moderately’ (%)



Country breakdown of respondents who answered ‘A little’ or ‘Not at all’ (%)

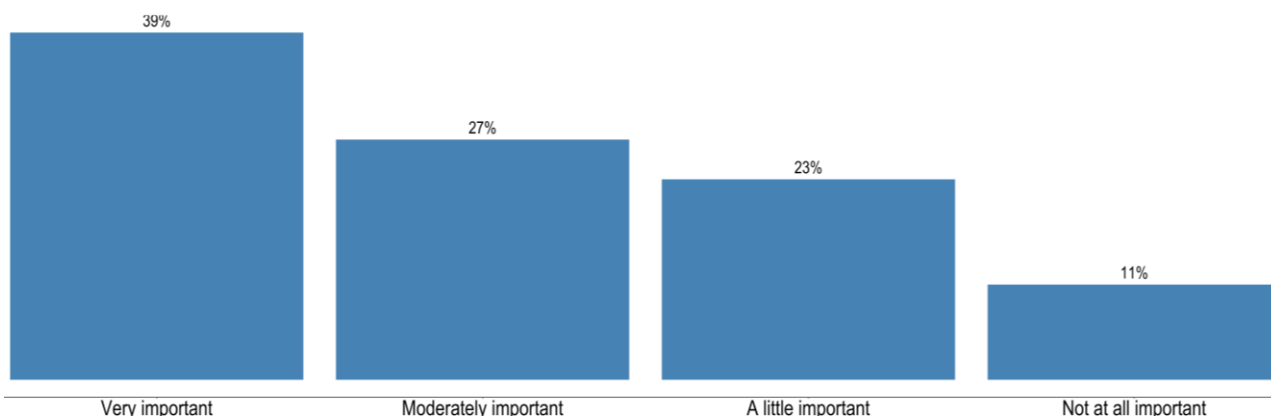


How much do people think the vaccine is important for their health?

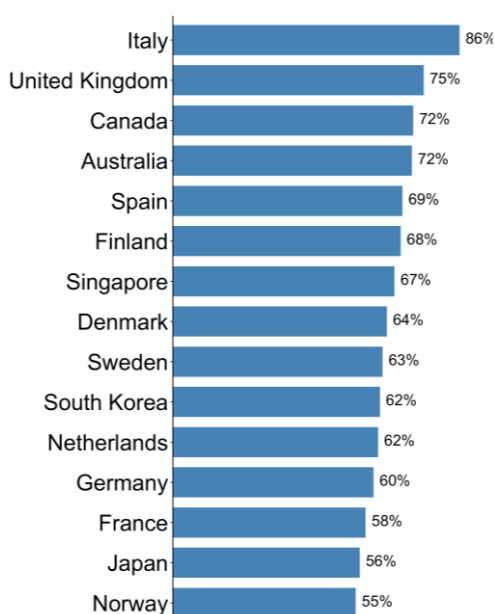
These graphs show how important people feel the COVID-19 vaccine is for their health

As of mid-January, 66% of respondents report that getting a COVID-19 vaccine is very or moderately important for their health. Across all countries surveyed, the percentage of respondents who stated it was very or moderately important was above 50%, the highest being Italy at 86%. Norway had the highest share of respondents (45%) who stated the vaccine was a little or not important at all for their health.

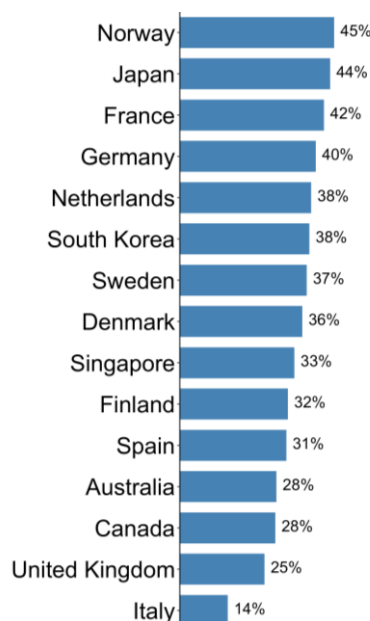
How important do you think getting a COVID-19 vaccine is for your health? Would you say:



Country breakdown of respondents who answered 'Very important' or 'Moderately important' (%)



Country breakdown of respondents who answered 'A little important' or 'Not at all important' (%)

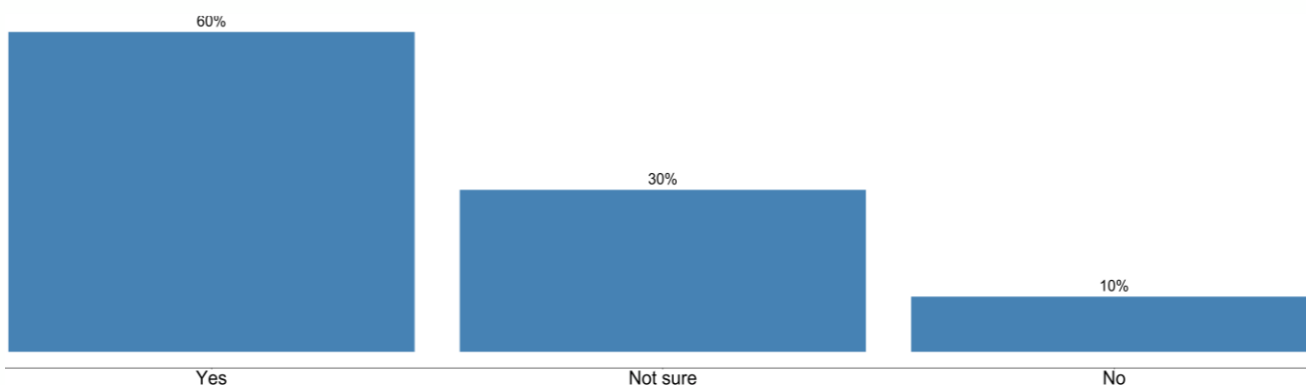


Do people think their friends and family want them to get a COVID-19 vaccine?

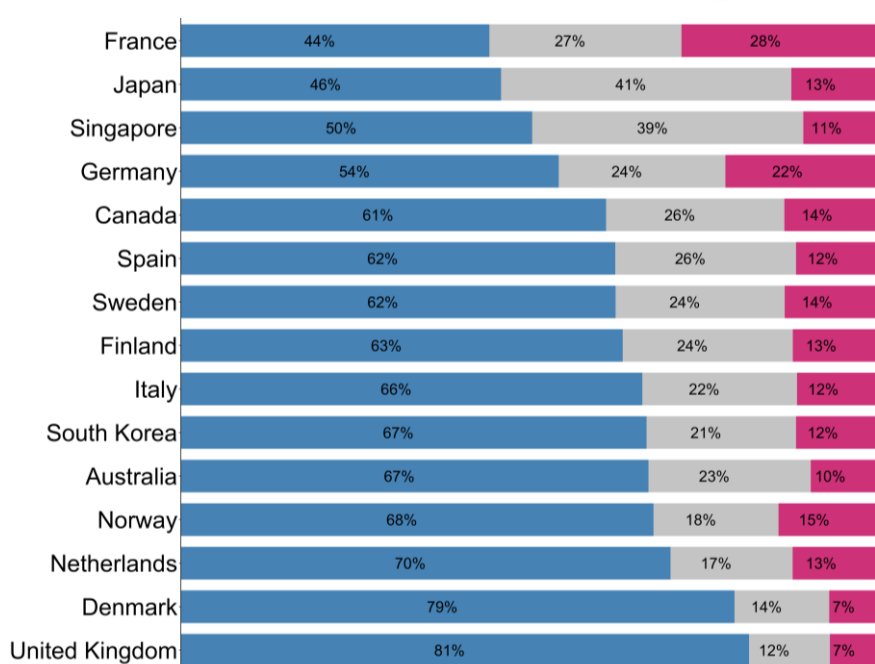
These graphs show whether people think their friends and family want them to get a COVID-19 vaccine

As of mid-January, 60% of respondents report they think most of their close family and friends would want them to get a COVID-19 vaccine. 81% of respondents from the UK report agreement with this statement, while only 44% of respondents from France report the same. Instead, 28% of French respondents report their close family and friends would not want them to get a vaccine.

Do you think most of your close family and friends would want you to get a COVID-19 vaccine? (aggregate view of latest week available for each country – see page 13 for exact survey dates)



Country breakdown of respondents who answered 'Yes', 'Not sure' or 'No' (%)

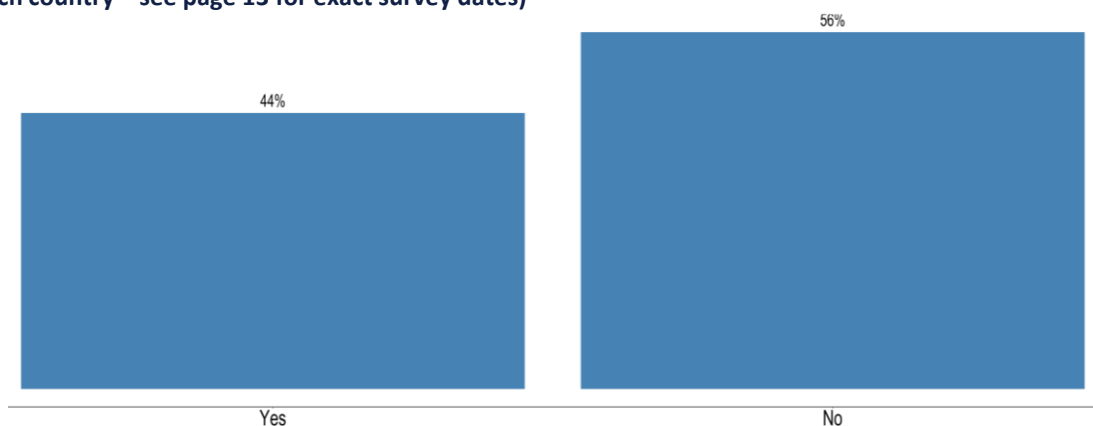


Is it easy for people to get a COVID-19 vaccine?

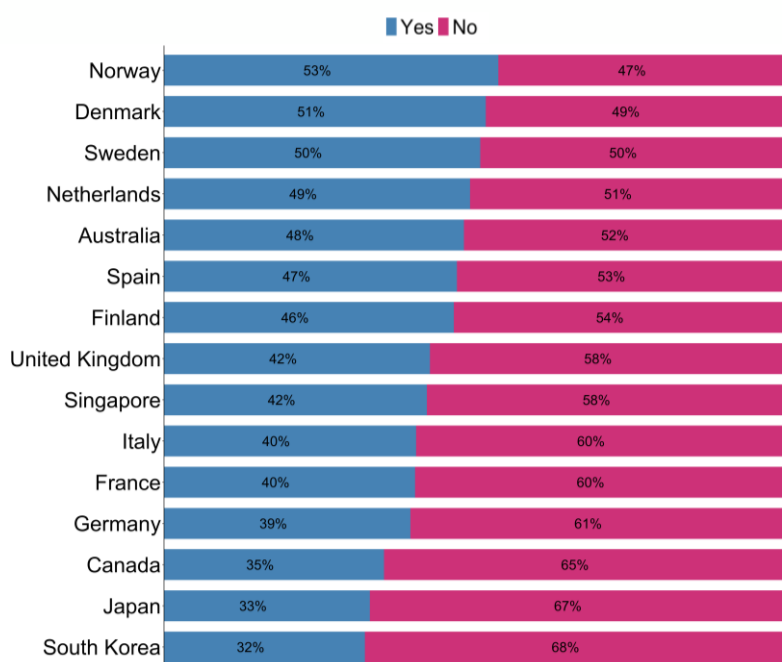
These graphs show the extent of people’s trust in the COVID-19 vaccines

As of mid-January, 44% of respondents report it would be not be hard to get a COVID-19 vaccine. Norway was the country with the highest share of respondents who stated it would not be hard, but this was only 53%. Norway was followed closely by Sweden and Denmark. The countries with the highest share of respondents who stated it would be difficult to obtain a COVID-19 vaccine were South Korea and Japan, at over two thirds.

Share of respondents who agree that it would not be hard to get a COVID-19 vaccine (aggregate view of latest week available for each country – see page 13 for exact survey dates)



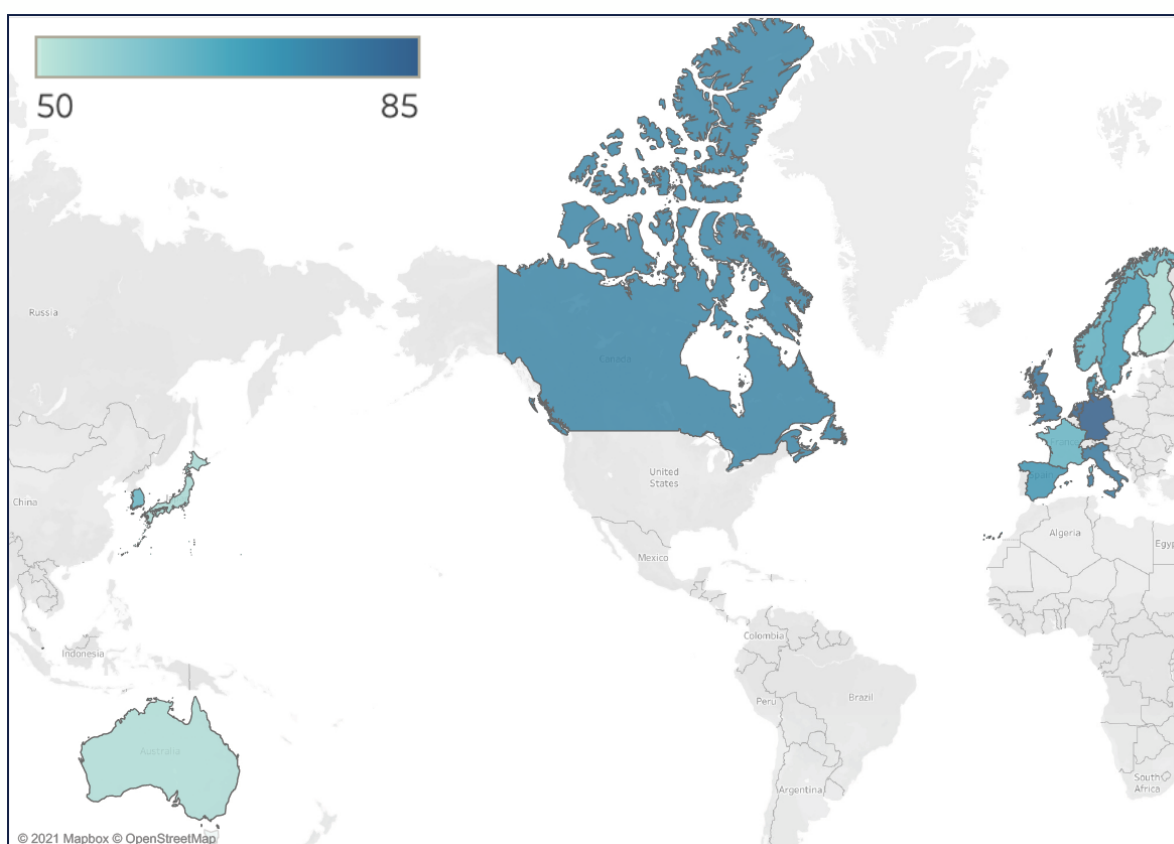
Country breakdown of respondents who answered ‘Yes’ or ‘No’ (%)



How does government stringency compare across the countries surveyed?

This map highlights the government stringency score across all countries surveyed.

As of January 19th, Germany had the most stringent government, while Singapore had the least. The University of Oxford’s Government Stringency Index is a measure of the number and severity of measures put in place by the governments to address the COVID-19 pandemic.



<i>Germany</i>	<i>Netherlands</i>	<i>UK</i>	<i>Italy</i>	<i>Canada</i>
85	84	79	78	75
<i>Spain</i>	<i>Denmark</i>	<i>Sweden</i>	<i>Norway</i>	<i>France</i>
71	70	69	65	64
<i>South Korea</i>	<i>Japan</i>	<i>Australia</i>	<i>Finland</i>	<i>Singapore</i>
64	53	52	52	50

Countries included in this report (1/2)

This table shows the countries included in this report, dates of the survey and the number of participants

This report looks at all countries surveyed from November 2020 to mid-January 2021. The table below indicates the survey dates and the number of respondents per country.

Country	Survey date	Number of Participants
Australia	November 09 - November 15	1001
	December 14 - December 20	1002
	December 28 - January 03	924
Canada	November 16 - November 22	1003
	December 14 - December 20	960
	January 11 – January 17	1003
Denmark	November 09 - November 15	1006
	December 14 - December 20	1001
	January 04 – January 10	1001
	January 11 – January 17	1000
Finland	November 09 - November 15	1001
	December 14 - December 20	1000
	January 04 – January 10	1007
	January 18 – January 24	1006
France	November 09 - November 15	1000
	December 14 - December 20	1000
	January 04 – January 10	1035
	January 11 – January 17	1002
Germany	November 09 - November 15	1000
	December 14 - December 20	1041
	January 04 – January 10	1059
	January 11 – January 17	1000
Italy	November 09 - November 15	1005
	December 14 - December 20	1004
	January 04 – January 10	1001
	January 11 – January 17	999

Countries included in this report (2/2)

This table shows the countries included in this report, dates of the survey and the number of participants

This report looks at all countries surveyed from November 2020 to mid-January 2021. The table below indicates the survey dates and the number of respondents per country.

Country	Survey date	Number of Participants
Japan	November 09 - November 15	505
	December 14 - December 20	499
	January 04 – January 10	501
	January 11 – January 17	502
Netherlands	November 09 - November 15	509
	December 14 - December 20	502
	January 04 – January 10	517
	January 18 – January 24	500
Norway	November 09 - November 15	1001
	December 14 - December 20	1000
	January 04 – January 10	1003
	January 11 – January 17	1000
Singapore	November 09 - November 15	1000
	December 14 - December 20	1001
	December 28 – January 03	960
South Korea	November 09 - November 15	499
	December 14 - December 20	498
	January 04 – January 10	495
Spain	November 09 - November 15	1009
	December 14 - December 20	1000
	January 04 – January 10	1007
	January 11 – January 17	1001
Sweden	November 09 - November 15	1001
	December 14 - December 20	1000
	January 04 – January 10	1000
	January 11 – January 17	1005
United Kingdom	November 09 - November 15	1005
	December 14 - December 20	1003
	December 28 – January 03	1003
	January 11 – January 17	1000

About this report

Led by Imperial College London's Institute of Global Health Innovation (IGHI) and YouGov

Imperial College London

Institute of Global Health Innovation

- ▶ Professor the Lord Ara Darzi of Denham
Co-Director, IGHI
- ▶ Dr David Nabarro
Co-Director, IGHI
Special Envoy of WHO Director General on COVID-19
- ▶ Gianluca Fontana
Operations Director and Senior Policy Fellow, IGHI
- ▶ Sarah P. Jones
Faculty of Medicine, Department of Surgery & Cancer Research Postgraduate
- ▶ Melanie Leis
Director, Big Data and Analytical Unit (BDAU), IGHI
- ▶ Dr Roberto Fernandez Crespo
Analytics Fellow, BDAU
- ▶ Dr Manar Shafat
Contributor, BDAU
- ▶ Natalie Melas-Kyriazi
Contributor, BDAU

With special acknowledgement of the contribution from the WHO working group on measuring behavioural and social drivers (BeSD) of COVID-19 vaccination.

The members of the BeSD COVID-19 working group are: Neetu Abad (United States Centers for Disease Control); Helena Ballester Bon (United Nations Children's Fund [UNICEF]); Cornelia Betsch (University of Erfurt, Germany); Noel Brewer (University of North Carolina, United States of America); Melissa Gilkey (University of North Carolina, United States of America); Julie Leask (University of Sydney, Australia); Abdul Momin Kazi (Aga Khan University, Pakistan); Ana Lisa Ong-Lim (University of the Philippines, Manila); Aaron Scherer (University of Iowa, United States of America); Holly Seale (University of New South Wales, Australia); Gilla Shapiro (University of Toronto, Canada); Smita Singh (Gavi, the Vaccine Alliance); Gillian SteelFisher (Harvard University, United States of America); Kerrie Wiley (University of Sydney, Australia); Charles Wiysonge (Cochrane South Africa). Lisa Menning and Francine Ganter Restrepo from WHO serve as the group Secretariat.

Contributors to the CovidDataHub.com project



Professor John F. Helliwell
Co-editor, World Happiness Report
Vancouver School of Economics at the University of British Columbia, Research Associate of the NBER and Distinguished Fellow of the Canadian Institute for Advanced Research

Professor Jeffrey D. Sachs
Co-editor, World Happiness Report
Director of the Center for Sustainable Development at Columbia University Director of the UN Sustainable Development Solutions Network and SDG Advocate under Secretary-General António Guterres



Professor the Lord Richard Layard
Co-editor, World Happiness Report
Founder-Director of the Centre for Economics Performance at the London School of Economics
Co-founder of Action for Happiness

Professor Jan-Emmanuel De Neve
Co-editor, World Happiness Report
Director of the Wellbeing Research Centre at University of Oxford
KSI Fellow and Vice-Principal of Harris Manchester College

Realised by



Contributors to the Imperial College London - YouGov survey include: Professor Helen Ward, Dr. Christina J. Atchinson, Dr. Benjamin C. Lambert, and Gavin Ellison

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Supporters



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The Imperial College London - YouGov team gratefully acknowledges the kind support of Edelman Intelligence for their global social listening contribution

Question for the research team? Get in touch [here](#)

Press enquiry? Contact Dr. Justine Alford at j.alford@imperial.ac.uk

For more behavioural data on a global level, visit coviddatahub.com to explore our interactive charts

The [CovidDataHub.com](https://coviddatahub.com) project is a joint collaboration between the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov Plc to gather global insights on people's behaviours and life satisfaction in response to COVID-19. The research covers 29 countries, areas or territories and surveys are conducted on a regular basis since the first week of April.

This report is designed to provide insights on how different populations are responding to the pandemic, helping public health bodies in their efforts to limit the impact of the disease. Anonymized respondent level data is generously made available for all public health and academic institutions globally by YouGov Plc at our [GitHub site](#).

In collaboration with