

UK attitudes towards a COVID-19 vaccine

► **Report** September 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 the UK as of late August 2021. Exact sample sizes in each survey wave are included at the end of the report.

As of late August 2021,

- **Trust in vaccines is high across all age groups:** While the older age group reported higher levels of trust, close to 4 in 5 of the younger age groups reported trusting the vaccines “moderately” or “very much”. Those who reported “no trust at all” were fewer than 10% across all age groups. Trust has been consistently higher in the older age group over time. Trust in the younger age groups has remained relatively unchanged since June 2021.
- **Of those remaining to be vaccinated, younger groups report higher levels of indecision:** when asked “which one of the COVID-19 vaccines do you trust the most?” older respondents (40+) who had not been vaccinated reported the highest levels of mistrust of vaccines, with 62% stating they did not trust any vaccine brand. Younger respondents who had not been vaccinated were more likely to respond “don’t know”, at 49% for those 18-29 and 32% for those 30-39, compared to only 16% of those aged 40+.
- **Younger people are more likely to be concerned about side effects, but less likely to give a reason as to why they have not been vaccinated:** the top two reasons for not having had a COVID-19 vaccine across all age groups were “concerns about side effects” and “concerns that there has not been enough testing of the vaccines”. As a share of overall respondents, younger people (under 40) were twice as likely to report these two concerns compared to those aged 40+. As a share of those who have not been vaccinated, the youngest respondents (18-29) were the least likely to state a reason as to why they had not been vaccinated.
- **Vaccine certificate requirements for certain activities may not be sufficient to motivate further vaccine uptake, particularly in younger people:** 20% or fewer respondents across all age groups stated that they would be more likely to get a COVID-19 vaccine if a vaccination certificate were required for international travel, recreational activities or the workplace. Those aged 18-29 appeared to be the most indifferent to the potential requirements, with 60% stating that they would neither be more nor less likely to get a COVID-19 vaccine if a vaccination certificate were required for recreational activities.

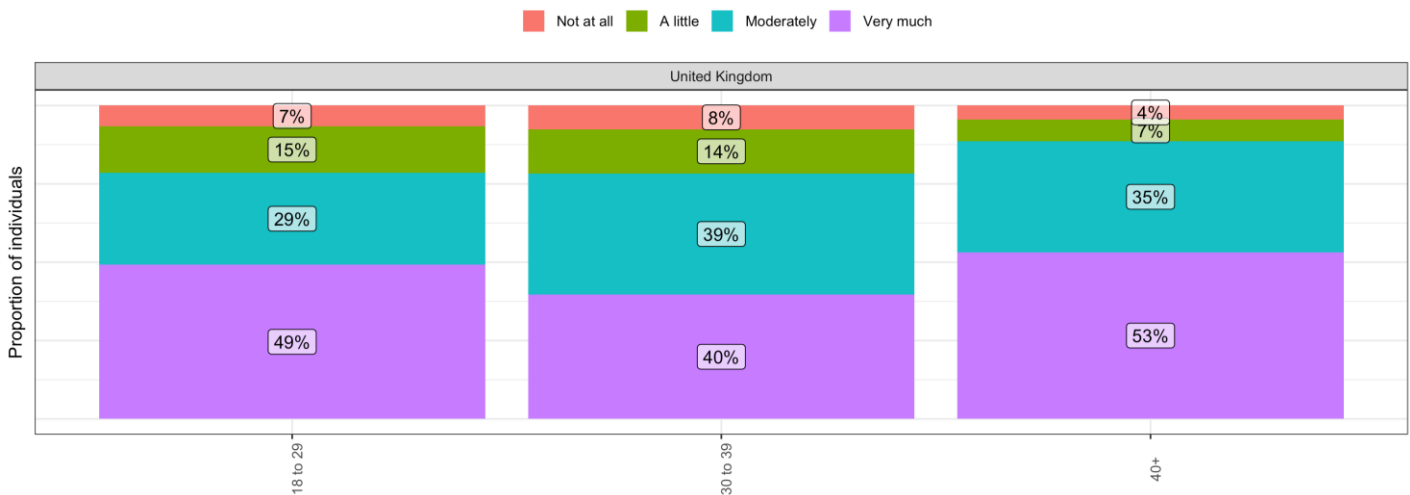
How does trust in COVID-19 vaccines vary by age?

As of late August 2021, most respondents across all age groups in the UK reported they trust COVID-19 vaccines “moderately” or “very much”. While the older age group reported higher levels of trust, close to 4 in 5 of the younger age groups reported trusting the vaccines “moderately” or “very much”. Those who reported “no trust at all” were fewer than 10% across all age groups. The share of respondents who reported trusting the vaccines “moderately” or “very much” has been consistently higher for the older age group over time. Trust for the younger age groups has remained relatively unchanged since June 2021.

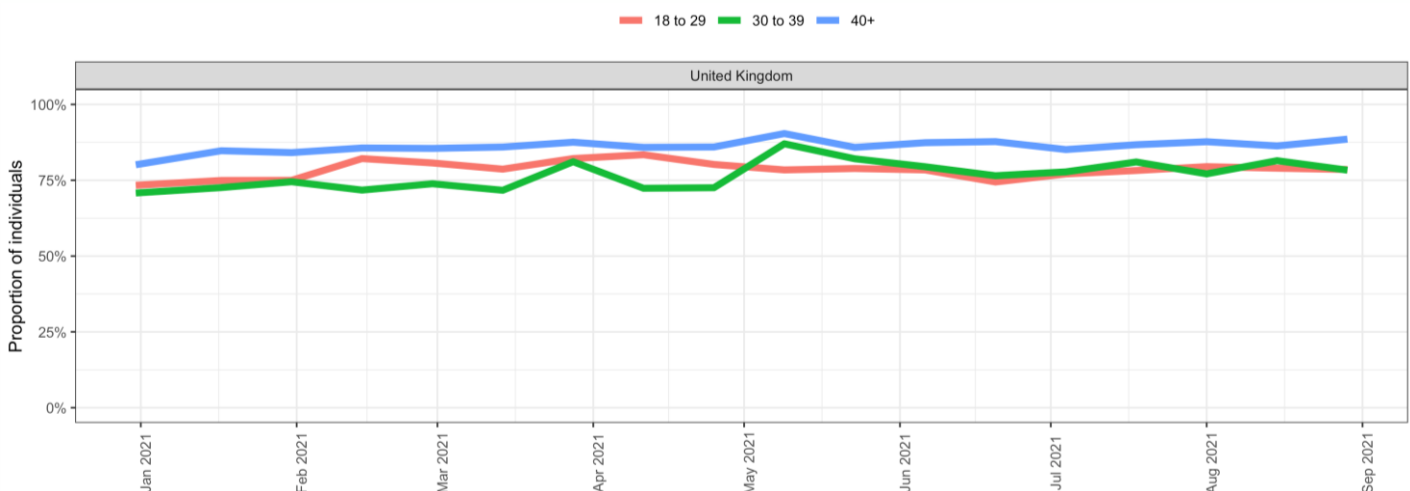
How much do you trust COVID-19 vaccines? Share of respondents who replied “moderately” or “very much” as of late August 2021



How much do you trust COVID-19 vaccines? As of late August, 2021
All survey respondents (vaccinated or not)



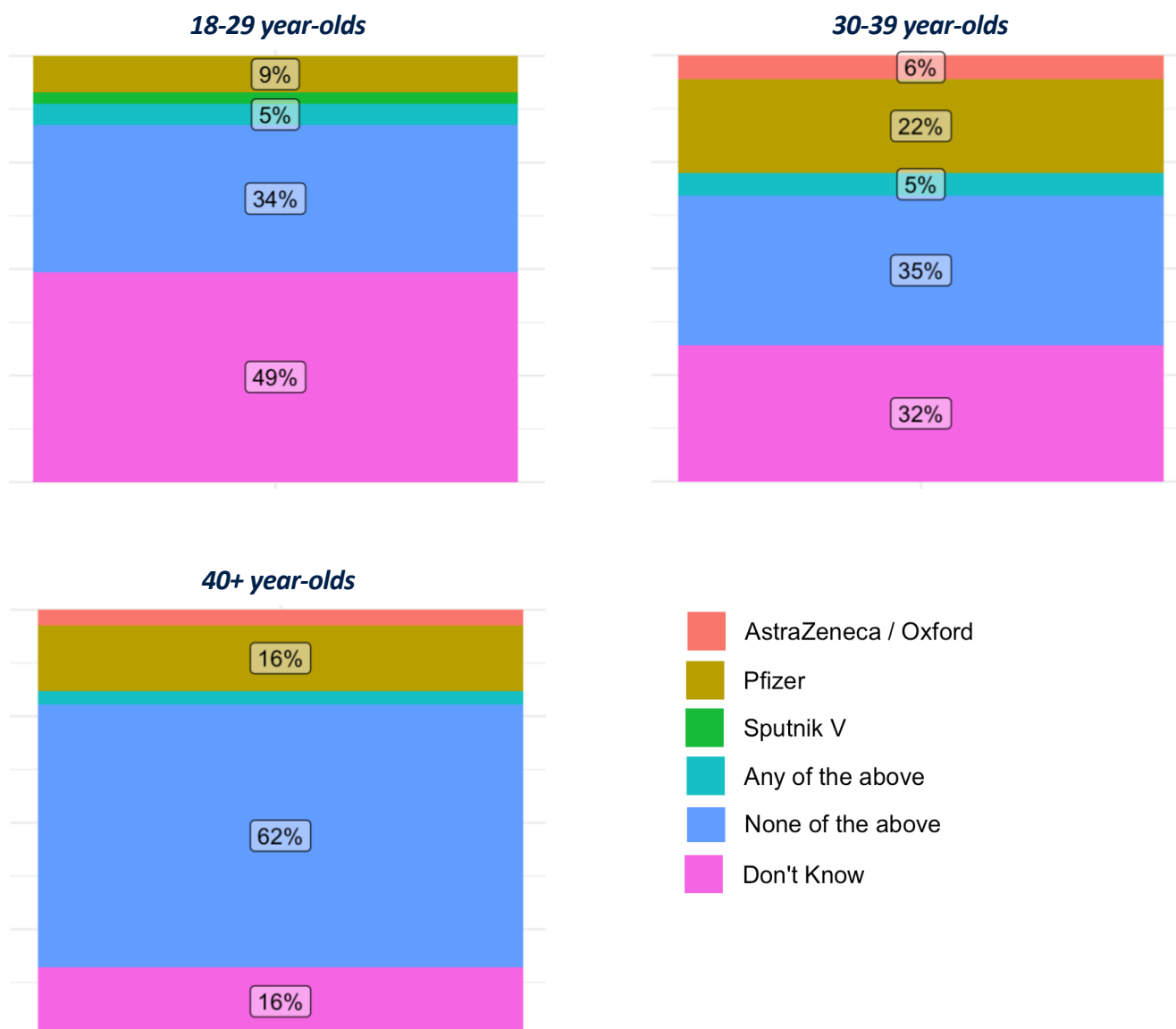
How much do you trust COVID-19 vaccines? Share of respondents who replied “moderately” or “very much” over time
All survey respondents (vaccinated or not)



How does trust vary for those remaining to be vaccinated?

Respondents who had not yet been vaccinated were asked “which one of the COVID-19 vaccines do you trust the most?”. As of late August 2021, older respondents (40+) reported the highest levels of mistrust of vaccines, with 62% stating they did not trust any vaccine brand. Younger age groups appeared to be more undecided, with only a third stating they did not trust any vaccine brand. Furthermore, younger respondents who had not yet been vaccinated were more likely to respond “don’t know”, at 49% for those 18-29 and 32% for those 30-39, compared to only 16% of those aged 40+.

Which one of these COVID-19 vaccines do you trust the most? As of late August 2021
Not vaccinated respondents only



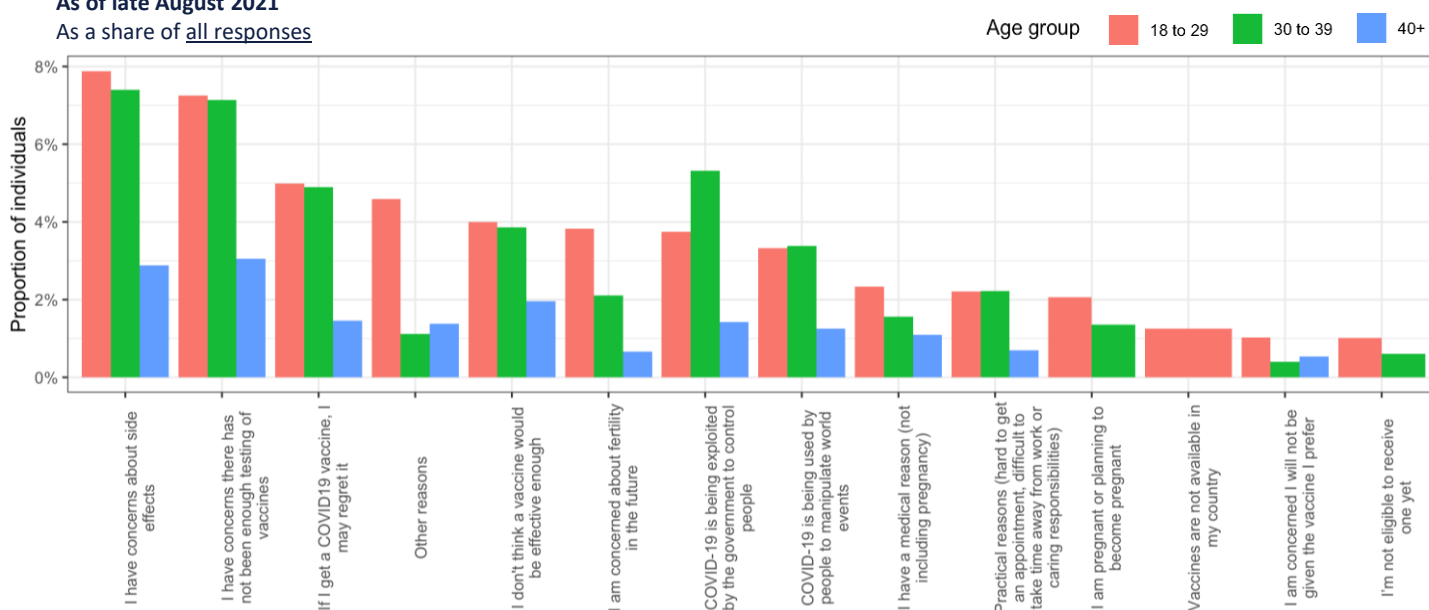
How do concerns vary by age?

As of late August 2021, the top two reasons for not having had a COVID-19 vaccine across all age groups were “concerns about side effects” and “concerns that there has not been enough testing of the vaccines”. As a share of overall respondents, younger people (under 40) were twice as likely to report these two concerns compared to those aged 40+. As a share of those who have not been vaccinated, the youngest respondents (18-29) were the least likely to state a reason as to why they had not been vaccinated.

Which, if any, of the following reasons describes why you have not had a COVID-19 vaccine? Please tick all that apply.

As of late August 2021

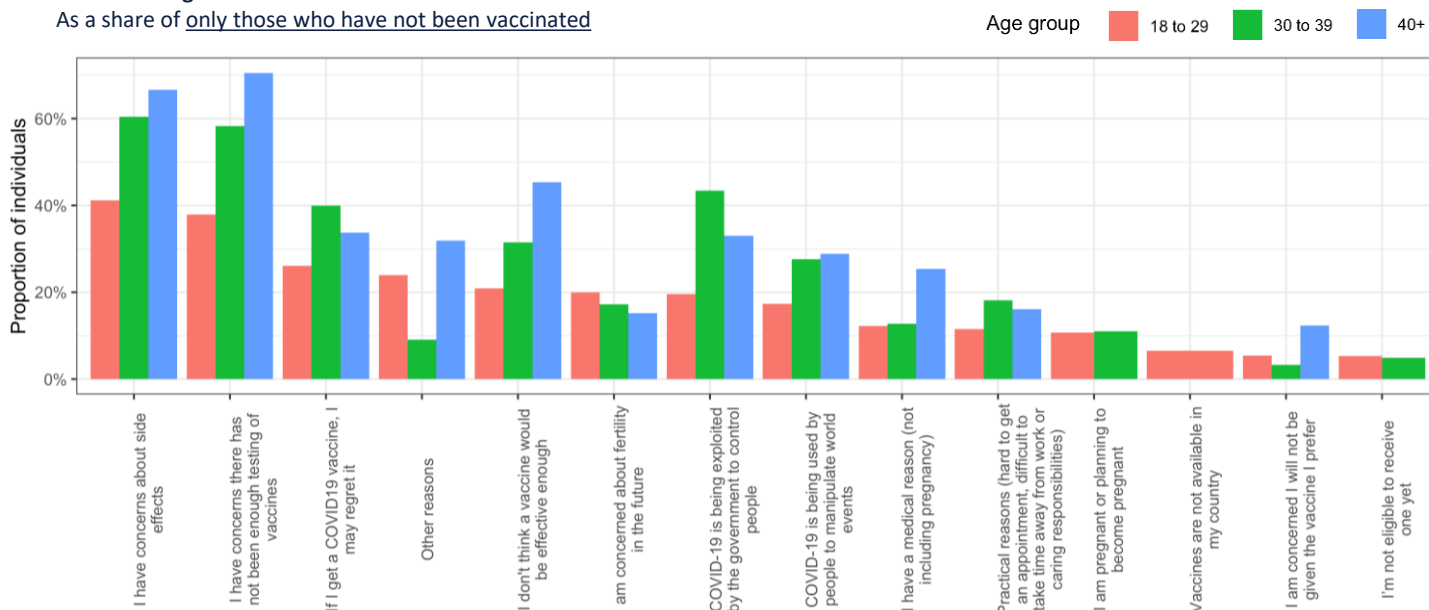
As a share of all responses



Which, if any, of the following reasons describes why you have not had a COVID-19 vaccine? Please tick all that apply.

As of late August 2021

As a share of only those who have not been vaccinated



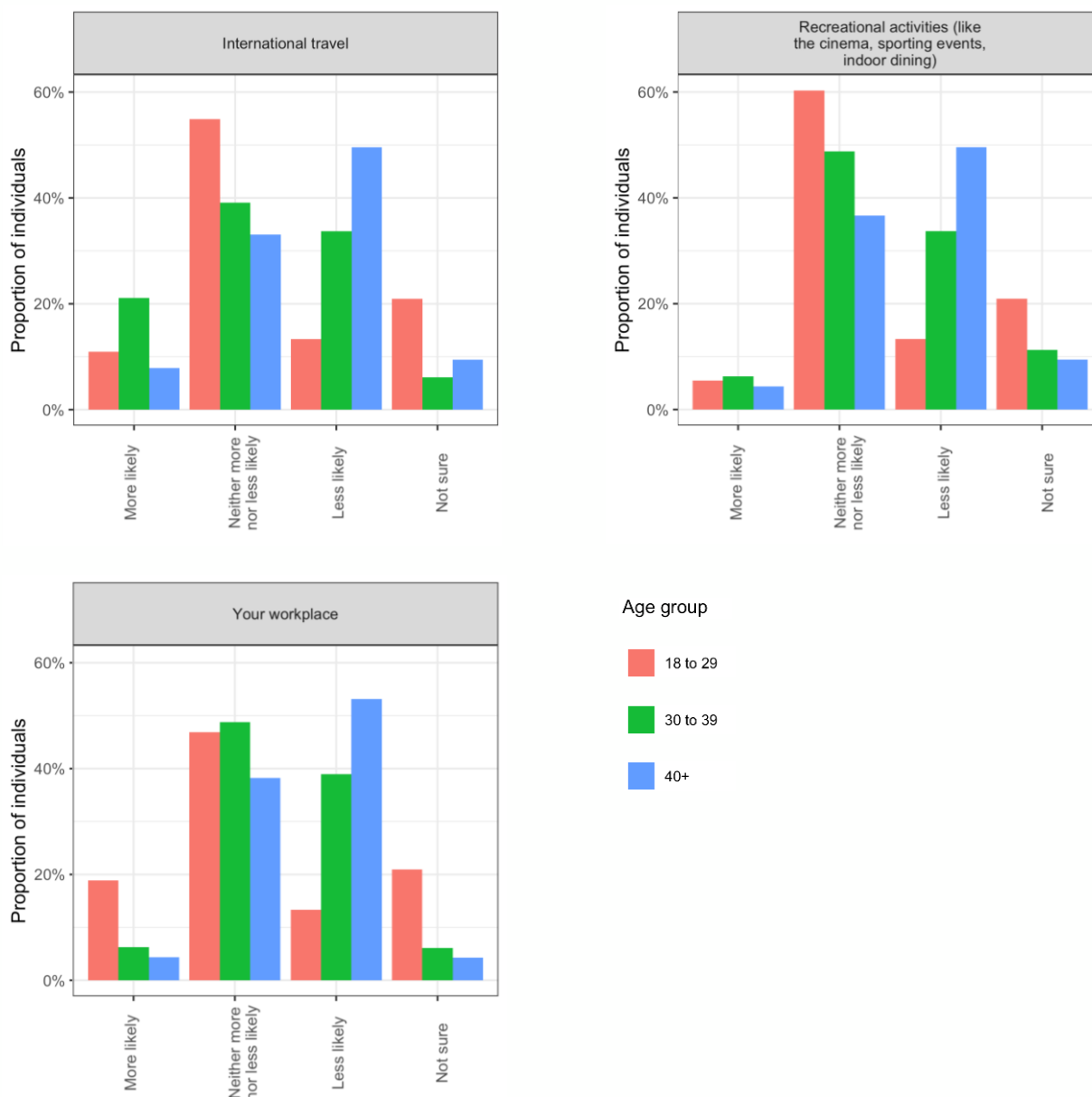
How do motivations vary by age?

As of late August 2021, 20% or fewer respondents across all age groups stated that they would be more likely to get a COVID-19 vaccine if a vaccination certificate were required for international travel, recreational activities or the workplace. The youngest age group appeared to be the most indifferent to the potential requirements, with 60% stating that they would neither be more nor less likely to get a COVID-19 vaccine if a vaccination certificate were required for recreational activities. In contrast, 50% or more of the older age group stated that these potential requirements would make them less likely to get a COVID-19 vaccine.

Would you be more or less likely to get a COVID-19 vaccine if a COVID-19 vaccination certificate were required for...?

As of late August 2021

Not vaccinated respondents only



Participants included in this report

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

This report looks at survey responses from the UK as of late August, 2021. The table below indicates the survey dates and the number of respondents per survey wave.

Survey dates	Number of Participants
January 11 - January 17	1000
January 25 - January 31	1001
February 08 - February 14	1000
February 22 - February 28	999
March 08 - March 14	1003
March 22 - March 28	981
April 05 - April 11	1021
April 19 - April 25	1000
May 03 - May 09	1000
May 17 - May 23	998
May 31 - June 06	1021
June 14 - June 20	967
June 28 - July 04	1040
July 12 - July 18	1004
July 26 - August 01	1007
August 09 - August 15	1023
August 23 - August 29	1138

Collaborators and supporters

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

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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.

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Realised by



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Supporters



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

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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 2020.

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. Anonymised respondent-level data are generously made available for all public health and academic institutions globally by YouGov Plc at our [GitHub site](#).

In collaboration with