

# READY FOR A VACCINE?

for COVID-19

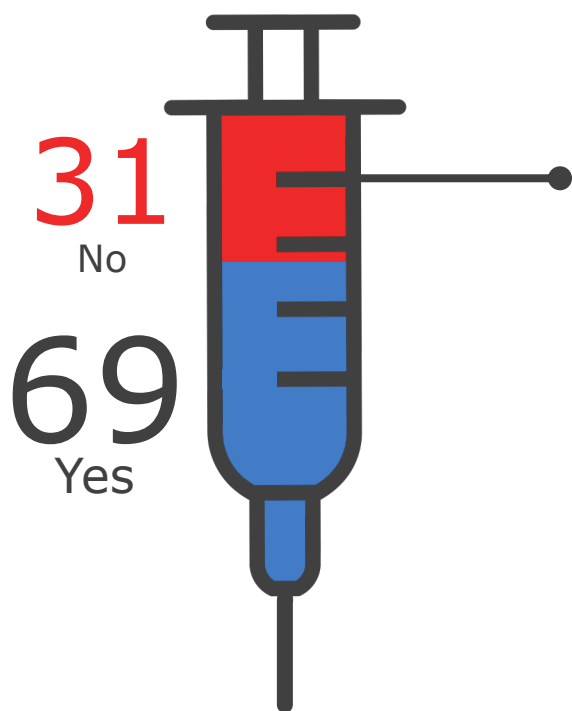
This week's insights were collected Friday, August 21 - Monday, August 24 among a general population of n=301 U.S. consumers age 21+.

## Not everyone will be jumping on the vaccine bandwagon.

If an FDA approved vaccine for the COVID-19 is available by the end of the year, more than two thirds say they will agree to it. However, it may be months before many people get the vaccine. Flu shot usage looks to be similar to or perhaps even a bit more widespread than the 2019 flu season.

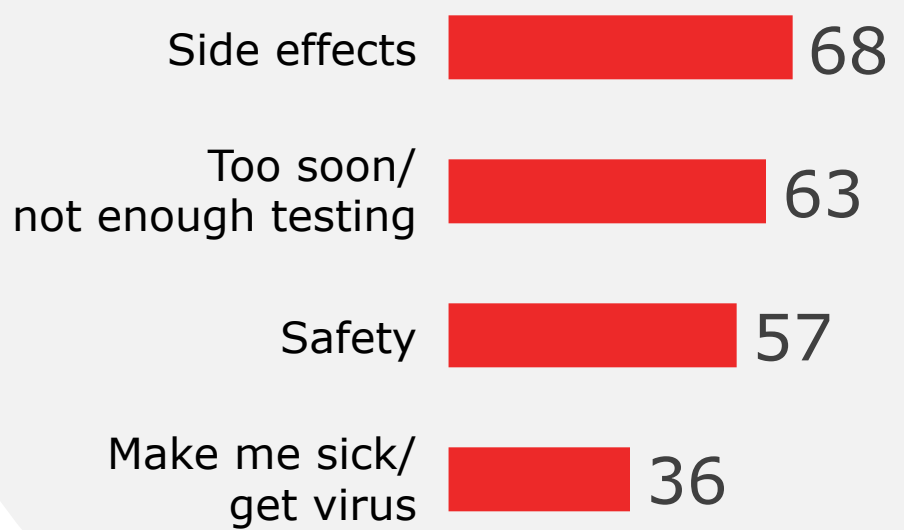
### Agree to be Vaccinated against Coronavirus this year

% of Total Respondents



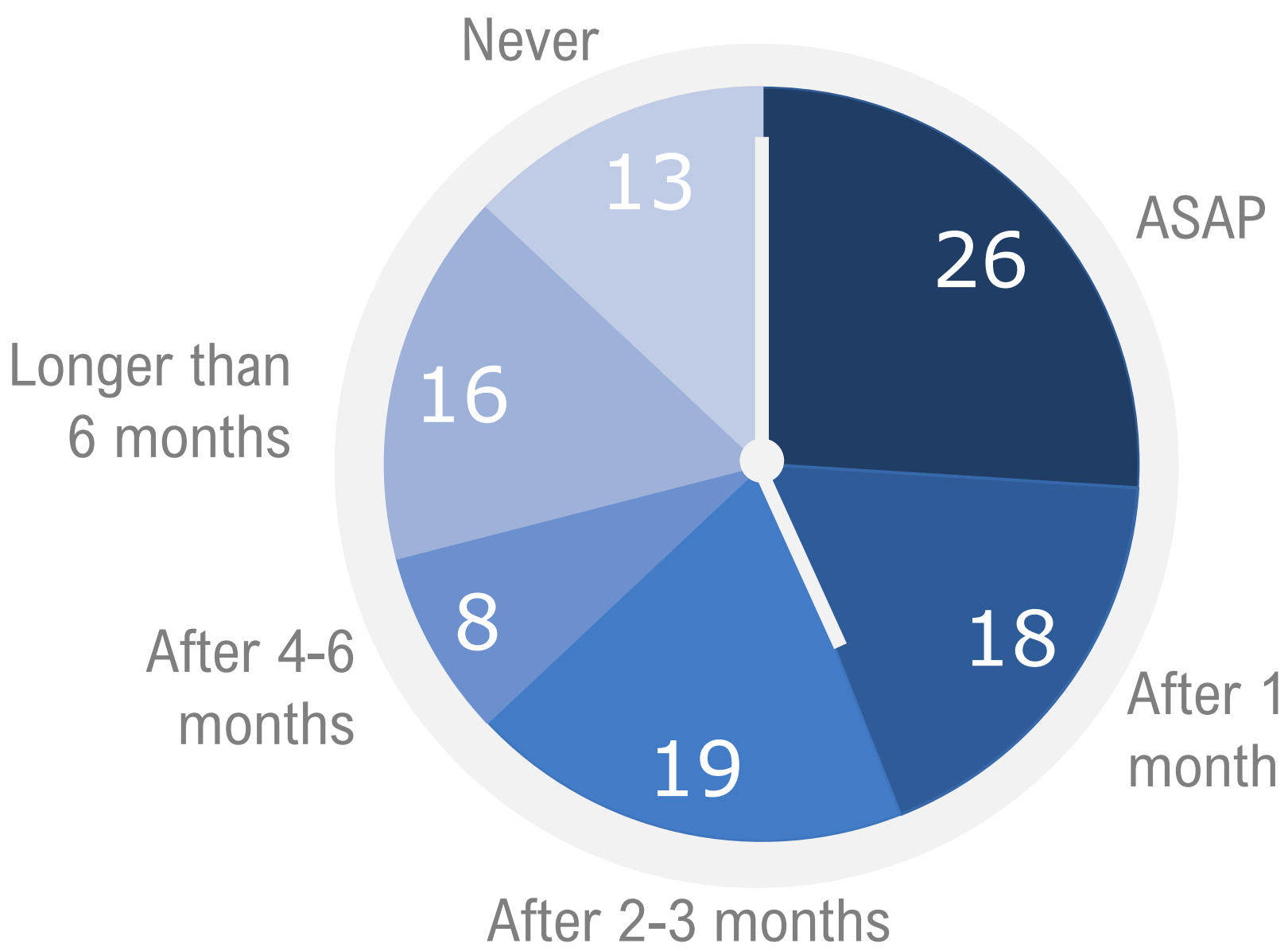
### Top Barriers to Getting Coronavirus Vaccine

% In Top 3 Reasons (of Those Not Agreeing to be Vaccinated)



### Timing to Get Vaccinated

% of Total Respondents



### Flu Shot/Vaccine Usage

% of Total Respondents



Base: Total (N=301)  
 Q1a: Did you get a flu shot last flu season, fall/winter 2019?  
 Q1b: Will you get a flu shot this year, fall/winter 2020?  
 Q2a: If an FDA approved vaccine against the coronavirus becomes available at no cost this year, would you agree to be vaccinated?  
 Q2b: At what point would you agree to be vaccinated?  
 Q3b: Please select the top 3 reasons why you wouldn't get the vaccine. Select the top reason first with a 1, second a 2 and third a 3.  
 Q4: How quickly would you seek to get the vaccine?