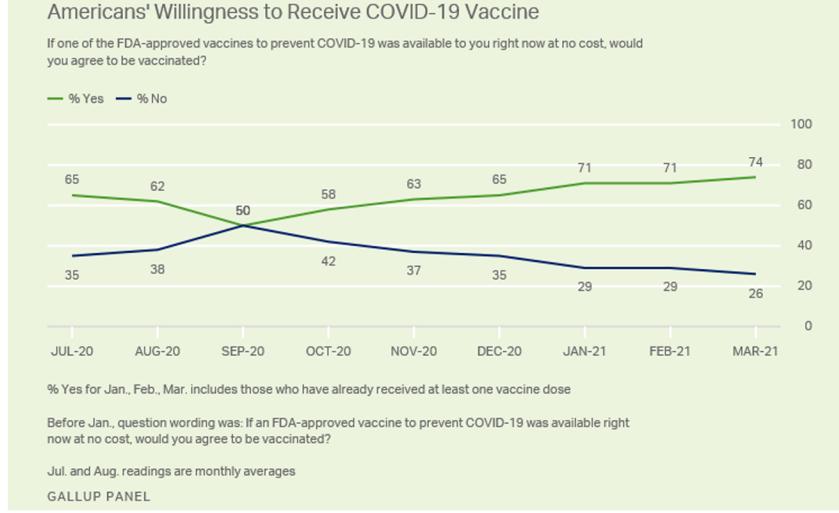


ENGAGING TITLE

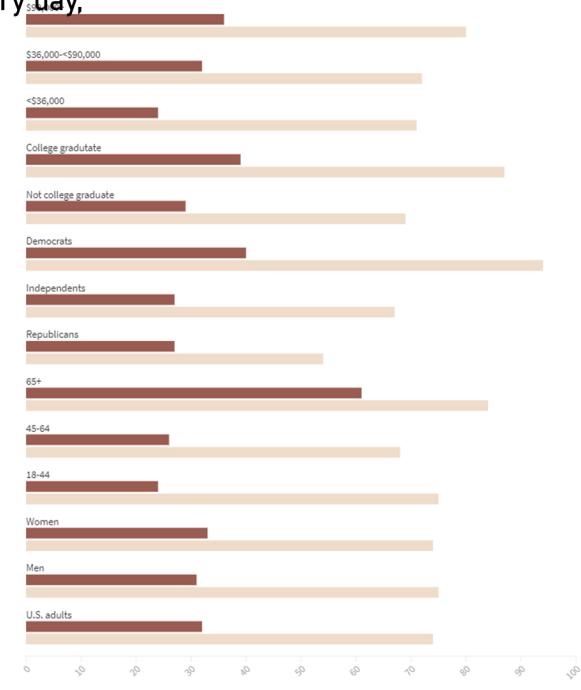
With more than a million Americans receiving COVID-19 vaccines every day,

the public's overall willingness to be inoculated against the disease has edged up three points.

This continues the upward trajectory to a new high of 74% since hitting a low of 50% in September.



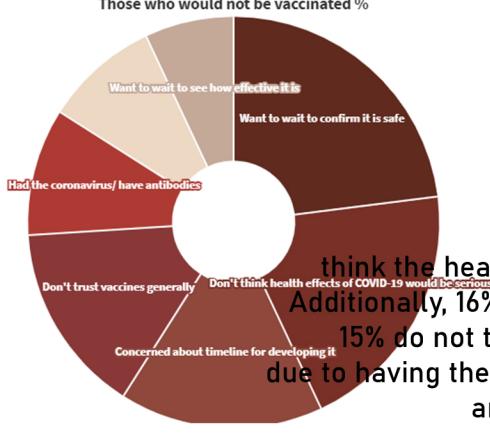
■ Have already received vaccine % ■ Combined: Willing to receive/ Already received %



REASONS FOR HESISTANCY

BEFORE AND AFTER 2016

Want to wait to confirm it is safe ■ Don't think health effects of COVID-19 would be serious
 Concerned about timeline for developing it ■ Don't trust vaccines generally
 Had the coronavirus/ have antibodies ■ Concerned about allergic reaction to the vaccine
 Want to wait to see how effective it is



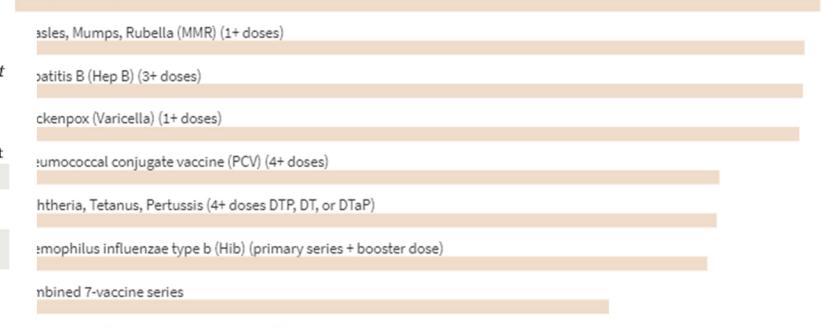
Asked for the main reason behind their reluctance to be immunized, those who are unwilling to receive a COVID-19 vaccine are most likely to say they want to wait and confirm it is safe (23%) or do not think the health effects from the disease would be serious if they contracted it (20%). Additionally, 16% are concerned about the speed with which the vaccine was developed, 15% do not trust vaccines in general, 10% say they already have COVID-19 antibodies and 7% prefer to wait and see how effective it is in preventing the disease.

How important is it that parents get their children vaccinated -- extremely important, very important, somewhat important, not very important, or not at all important?

	Extremely important	Very important	Somewhat important	Not very important	Not at all important
Feb 28-Mar 1, 2015	54	30	11	2	2
Jun 28-Jul 1, 2001	64	30	4	* Less than 0.5%	1

* Less than 0.5%
 Note: % No opinion not shown

GALLUP



PERCENTAGE WHO HAVE HEARD ABOUT DISADVANTAGES OF VACCINES NEARLY DOUBLES

In 2015, slight majority of Americans, 54%, say it is extremely important that parents get their children vaccinated, down from the 64% who held this belief 14 years ago.

Another 30% call it "very important" -- unchanged from 2001.

The rest, 15%, consider it "somewhat," "not very" or "not at all important," up from 2001.

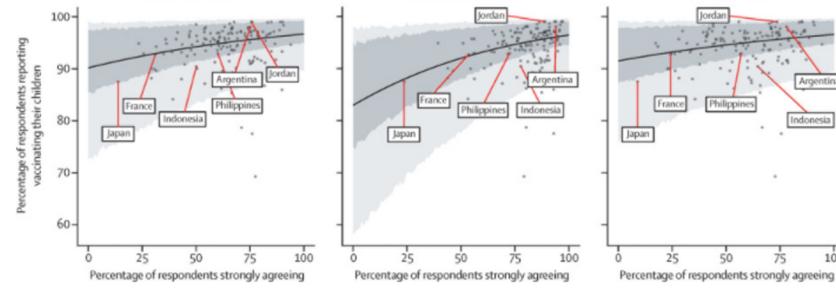


Figure 5 Association between national level vaccine uptake and vaccine confidence as reported in the Wellcome Global Monitor

AFTER COVID WILL PEOPLE TRUST VACCINATION AGAIN?

WILL COVID SOFTEN VACCINE HESISTANCY