

To: Interested Parties
Fr: Elizabeth Harrington & Neil Newhouse, Public Opinion Strategies; David Mermin & Emily Garner;
Lake Research Partners
Re: Key Findings From New Polling on Public Opinion on Vaccines
Date: January 28, 2025

Our new bipartisan poll of U.S. voters conducted on behalf of the Partnership to Fight Infectious Disease shows widespread and strong public support for vaccines. Public Opinion Strategies and Lake Research Partners designed and conducted this survey of registered voters nationwideⁱ. With a total sample size of 1,564, the survey includes robust numbers of voters from all demographics and across the political spectrum, including an oversample of self-identified Republicans.

Below are key topline takeaways gleaned from this research:

Despite evidence of growing vaccine hesitancy in the U.S., it is clear that there is still a sizable pro-vaccine majority in the country – roughly three quarters of voters are broadly supportive of vaccines across a range of questions. This majority spans party affiliation and demographic differences.

However, the pro-vaccine consensus is potentially vulnerable to misinformation. Clear, consistent, and transparent communication on vaccines from a range of trusted sources, including doctors, scientists, and public agencies and communicators, will be critical to maintaining confidence in the safety and efficacy of vaccines.

The data:

- **Roughly three quarters of voters report holding generally favorable views towards vaccines.**
 - Seven in ten voters (71%) are favorable towards vaccines (43% *very favorable*) and nearly eight in ten (78%) are favorable towards childhood vaccines (52% *very favorable*).
- **Voters want current vaccines to remain widely available** and for the U.S. to continue to **prioritize the development of new vaccines.**
 - Three quarters (74%) of voters believe that it should be a high or top priority for the U.S. to ensure FDA-approved vaccines are widely available to all Americans.
 - Three quarters (74%) of voters do not support the Department of Health and Human Services revoking FDA approval of the polio and other vaccines (only 14% support revoking approval).
 - Eight in ten voters (81%) feel it is important for the U.S. to remain a leader in developing new vaccines.
 - Seven in ten voters (71%) say they would be likely to get new vaccines for diseases such as Alzheimer's and common cancers if they became available.
- **For most vaccines, voters believe the benefits solidly outweigh the risks.** This is especially true of childhood vaccines that protect against serious diseases such as polio and measles.
 - Three quarters (74%) of voters believe the preventive health benefits of vaccines generally outweigh the risks.
 - The individual vaccines that voters are most confident about are IPV [Polio] (72% benefits outweigh risks) and MMR [Measles, Mumps, Rubella] (72% benefits outweigh risks).
 - Over three quarters (77%) say that they get vaccines recommended by their doctor sometimes or always (52% *always*) and nearly *nine in ten* (88%) who have children under age 18 say their children sometimes or always get recommended vaccines (61% *always*).

- **Voters are concerned about declining childhood vaccination rates and believe that vaccines should continue to be required in schools.**
 - Three quarters (73%) of voters think that vaccines should be required for children to attend school, compared to only one fifth (21%) who believe it is more important for parents to be able to decide.
 - Over two-thirds (69%) of voters are concerned about declining child vaccination rates for diseases such as polio and measles.

- **Voters place the most trust in their own doctors for information about vaccines and want to follow the science on the issue** but are being bombarded with information from a wide variety of sources, including **many sources spreading misinformation**. This information environment contributes to a sense of confusion about what is true.
 - Over three quarters (78%) of voters give some or a great deal of weight to the views of their own doctors on vaccines.
 - If they had to choose, the two sources that voters trust most to judge whether vaccines are safe for themselves and their families are data from long-term scientific studies (52%) and recommendations from their own health care providers (48%).
 - Very few voters say they trust recommendations from social media most (6%), and only a fifth claim to give even some weight to these sources (22%), but a majority of voters are encountering information about vaccines on social media, podcasts, internet forums, and blogs (58%).
 - Of those that are hearing about vaccines on social media and in online communities, many are hearing a lot about risks – a third (34%) are hearing *more* about the risks than benefits while another four in ten (42%) are hearing about both risks and benefits.

Please do not hesitate to reach out to Elizabeth Harrington (Liz@pos.org), Neil Newhouse (Neil@pos.org), or David Mermin (dmermin@lakeresearch.com; 510-379-5180) with any questions about these initial findings.

¹Public Opinion Strategies and Lake Research Partners designed and administered this survey. The survey was conducted between January 15-24, 2025, by online panel and text-to-online interview. We interviewed 788 self-identified Republican registered voters and 776 other (non-Republican, i.e. Democrats, independents) voters nationwide, reaching a combined weighted sample of 1,386 registered voters (MOE = +/-2.6%). The total unweighted sample size, including oversampled Republicans, is 1,564.