

081321 - HOOD FLASH

Q5201: [res transfer_1] Given the current COVID-19 situation, to what extent do you think employees should require their employees to get vaccinated against COVID-19 (assuming they are medically able to do so)?

	Gender										Age										Region									
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)								
Total	N=1028	N=484	N=526	N=297	N=172	N=160	N=176	N=223	N=144	N=84	N=78	N=84	N=104	N=133	N=87	N=81	N=92	N=119	N=181	N=394	N=213	N=240	N=240							
Total (Unweighted)	N=1028	N=415	N=600	N=259	N=164	N=156	N=200	N=249	N=94	N=64	N=78	N=84	N=115	N=165	N=100	N=127	N=134	N=186	N=457	N=213	N=172	N=172								
Require all employees to get vaccinated	47%	49%	45%	46%	47%	43%	39%	58%	49%	58%	49%	58%	49%	57%	43%	36%	47%	58%	NOQ	41%	43%	43%	61%							
Require employees to be vaccinated in certain circumstances	20%	20%	24%	20%	23%	23%	17%	17%	20%	21%	21%	22%	22%	20%	17%	13%	13%	28%	28%	21%	21%	19%								
Do not require employees to be vaccinated	25%	25%	25%	24%	23%	29%	36%	DEH	19%	26%	26%	19%	30%	33%	41%	20%	28%	39%	NR	20%	24%	20%								
Not at all sure	8%	7%	9%	7%	10%	7%	10%	7%	6%	9%	2%	10%	7%	2%	11%	6%	11%	8%	7%	11%	7%	6%								

* Table Base: U.S. RESPONDENTS

Q5202: In which of the following situations do you think that employees should be required by their employers to get vaccinated against COVID-19 if they are medically able to do so?

	Gender										Age										Region									
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)								
Total	N=1027	N=497	N=510	N=307	N=177	N=167	N=176	N=222	N=144	N=84	N=78	N=84	N=104	N=133	N=87	N=81	N=92	N=119	N=181	N=394	N=213	N=240								
Total (Unweighted)	N=1027	N=415	N=600	N=259	N=164	N=156	N=200	N=249	N=94	N=64	N=78	N=84	N=115	N=165	N=100	N=127	N=134	N=186	N=457	N=213	N=172	N=172								
Works in healthcare	69%	74%	65%	59%	59%	78%	81%	DE	37%	53%	68%	81%	I	78%	I	65%	94%	NO	80%	97%	NO	54%								
Works with children (e.g., teacher, daycare employee)	62%	68%	60%	49%	69%	69%	69%	E	63%	67%	67%	67%	67%	63%	63%	63%	63%	NO	57%	62%	68%	67%								
Works with someone who is medically unable to get COVID-19	60%	60%	60%	60%	60%	60%	60%	E	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%								
Works with food (e.g., restaurants, food packaging)	58%	58%	58%	58%	58%	58%	58%	E	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%								
Works with members of the public in another way (e.g., 49%)	46%	51%	37%	37%	69%	69%	69%	E	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%								
Travels to an area with increasing COVID-19 cases	49%	40%	48%	48%	45%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%								
Works in customer service (e.g., cashiers, bank tellers)	45%	48%	38%	33%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%								
Works where other COVID-19 safety precautions (e.g., 44%)	38%	49%	48%	48%	33%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%								
Permanently based in an area with increasing COVID-19 cases	33%	37%	47%	47%	33%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%								
Works in a non-person office environment	14%	31%	36%	23%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%								
Other	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%								

* Table Base: THINKS EMPLOYERS SHOULD MANDATE VACCINATIONS IN CERTAIN SITUATIONS

Q5203: How much do you agree or disagree with each of the following statements?

Requiring people to get vaccinated against COVID-19 (e.g., mandated by an employer, event organizer, government) is necessary to end the pandemic.

	Gender										Age										Region									
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)								
Total	N=1028	N=484	N=526	N=297	N=172	N=160	N=176	N=223	N=144	N=84	N=78	N=84	N=104	N=133	N=87	N=81	N=92	N=119	N=181	N=394	N=213	N=240								
Total (Unweighted)	N=1028	N=415	N=600	N=259	N=164	N=156	N=200	N=249	N=94	N=64	N=78	N=84	N=115	N=165	N=100	N=127	N=134	N=186	N=457	N=213	N=172	N=172								
Agree (Net)	64%	64%	66%	64%	66%	68%	68%	DEG	54%	64%	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%								
Strongly agree	36%	32%	40%	38%	38%	40%	38%	DEG	28%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%								
Somewhat agree	29%	27%	31%	30%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%								
Disagree (Net)	36%	37%	34%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%								
Somewhat disagree	17%	16%	14%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%								
Strongly disagree	20%	20%	19%	17%	21%	24%	27%	31%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%								

* Table Base: U.S. RESPONDENTS

Consumers have a right to know if a brand has or has not required its employees to receive a COVID-19 vaccine.

	Gender										Age										Region									
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)								
Total	N=1028	N=484	N=526	N=297	N=172	N=160	N=176	N=223	N=144	N=84	N=78	N=84	N=104	N=133	N=87	N=81	N=92	N=119	N=181	N=394	N=213	N=240								
Total (Unweighted)	N=1028	N=415	N=600	N=259	N=164	N=156	N=200	N=249	N=94	N=64	N=78	N=84	N=115	N=165	N=100	N=127	N=134	N=186	N=457	N=213	N=172	N=172								
Agree (Net)	69%	68%	69%	67%	73%	72%	65%	65%	74%	61%	79%	61%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%								
Strongly agree	36%	34%	38%	36%	40%	43%	38%	40%	23%	48%	38%	43%	38%	43%	38%	43%	38%	43%	43%	36%	34%	33%								
Somewhat agree	33%	31%	34%	34%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%								
Disagree (Net)	31%	31%	31%	31%	27%	28%	35%	26%	39%	31%	21%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%								
Somewhat disagree	16%	17%	16%	16%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%								
Strongly disagree	14%	15%	13%	14%	13%	12%	19%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%								

* Table Base: U.S. RESPONDENTS

If a company requires its employees to get vaccinated against COVID-19, it should say so in its advertising.

	Gender										Age										Region									
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)								
Total	N=1028	N=484	N=526	N=297	N=172	N=160	N=176	N=223	N=144	N=84	N=78	N=84	N=104	N=133	N=87	N=81	N=92	N=119	N=181	N=394	N=213	N=240								
Total (Unweighted)	N=1028	N=415	N=600	N=259	N=164	N=156	N=200	N=249	N=94	N=64	N=78	N=84	N=115	N=165	N=100	N=127	N=134	N=186	N=457	N=213	N=172	N=172								
Agree (Net)	76%	71%	80%	76%	82%	80%	77%	70%	81%	61%	82%	61%	72%	63%	78%	61%	65%	76%	66%	78%	61%	66%								
Strongly agree	44%	38%	48%	44%	45%	45%	40%	40%	50%	30%	48%	35%	43%	45%	39%	43%	45%	47%	47%	40%	34%	33%								
Somewhat agree	32%	31%	34%	33%	32%	32%	30%	30%	31%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%								
Disagree (Net)	24%	20%	20%	20%	18%	18%	23%	30%	18%	28%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%								
Somewhat disagree	11%	12%	11%	11%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%								
Strongly disagree	11%	14%	8%	10%	10%	10%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%								

* Table Base: U.S. RESPONDENTS

Q5204: Given the current COVID-19 situation, how much more or less likely are you to do each of the following?

Fly with an airline that has required its employees to get vaccinated against COVID-19

	Gender										Age										Region									
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)								
Total	N=1028	N=484	N=526	N=297	N=172	N=160	N=176	N=223	N=144	N=84	N=78	N=84	N=104	N=133	N=87	N=81	N=92	N=119	N=181	N=394	N=213	N=240								
Total (Unweighted)	N=1028	N=415	N=600	N=259	N=164	N=156	N=200	N=249	N=94	N=64	N=78	N=84	N=115	N=165	N=100	N=127	N=134	N=186	N=457	N=213	N=172	N=172								
More likely (Net)	54%	52%	56%	53%	58%	58%	48%	40%	61%	41%	37%	55%	58%	40%	56%	59%	46%	57%	46%	51%	60%	61%								
Much more likely	21%	20%	24%	20%	24%	24																								

081321 - HOV FLASH

Q81321: [Yes transfer_1] Given the current COVID-19 situation, to what extent do you think employers should require their employees to get vaccinated against COVID-19 (assuming they are medically able to do so)?

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership		Married (Q)	Marital Status	White (S)	Race/Ethnicity	Hispanic (U)
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	No (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Total (Unweighted)	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Require all employees to get vaccinated	47%	41%	45%	42%	51%	45%	48%	47%	46%	45%	45%	51%	44%	37%	43%	54%	52%	54%	
Require employees to be vaccinated in certain circumstances	20%	21%	25%	25%	18%	23%	20%	22%	18%	19%	21%	19%	21%	18%	22%	20%	19%	19%	
Do not require employees to be vaccinated	29%	27%	24%	23%	29%	29%	29%	24%	24%	25%	26%	26%	24%	27%	24%	24%	24%	24%	
Not at all sure	8%	9%	12%	9%	11%	8%	6%	6%	13%	4%	9%	9%	15%	10%	9%	7%	8%	8%	

* Table Base: U.S. RESPONDENTS

Q82Q2: In which of the following situations do you think that employers should be required by their employers to get vaccinated against COVID-19 if they are medically able to do so?

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership		Married (Q)	Marital Status	White (S)	Race/Ethnicity	Hispanic (U)
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	No (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1027	N=308	N=160	N=125	N=370	N=315	N=227	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Total (Unweighted)	N=1027	N=308	N=160	N=125	N=370	N=315	N=227	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Works in healthcare	63%	61%	70%	55%	74%	63%	63%	63%	62%	62%	60%	62%	70%	68%	68%	74%	68%	65%	
Works with children (e.g., teacher, daycare employee)	62%	58%	58%	52%	70%	63%	61%	60%	63%	61%	60%	63%	60%	65%	65%	63%	59%	54%	
Works with someone who is medically unable to get vaccinated	60%	55%	62%	56%	66%	64%	59%	56%	65%	64%	63%	66%	63%	56%	62%	61%	37%	67%	
Works with food (e.g., restaurants, food packaging/factory)	64%	58%	45%	58%	58%	53%	53%	53%	64%	54%	59%	61%	59%	54%	58%	58%	58%	56%	
Works with members of the public in another way (e.g., 49%)	53%	49%	45%	45%	49%	43%	49%	44%	56%	41%	43%	51%	44%	44%	47%	48%	37%	56%	
Travels to an area with increasing COVID-19 cases	49%	53%	54%	31%	48%	38%	43%	43%	49%	49%	49%	49%	51%	42%	44%	52%	44%	56%	
Works in customer service (e.g., teachers, bank teller)	45%	45%	40%	35%	53%	39%	39%	48%	41%	47%	50%	43%	30%	47%	43%	47%	24%	44%	
Works where other COVID-19 safety precautions (e.g., 1.44%)	61%	41%	35%	35%	36%	37%	37%	39%	52%	49%	49%	49%	49%	42%	43%	49%	66%	53%	
Permanently based in an area with increasing COVID-19 cases	49%	49%	50%	34%	34%	39%	40%	37%	52%	34%	47%	45%	36%	40%	40%	45%	41%	41%	
Works in an in-person office environment	34%	33%	33%	22%	35%	23%	34%	34%	33%	34%	34%	34%	18%	33%	34%	34%	25%	33%	
Other	1%	3%	0%	1%	0%	2%	1%	0%	2%	0%	1%	0%	0%	0%	1%	0%	8%	0%	

* Table Base: THINGS EMPLOYERS SHOULD MANDATE VACCINATIONS IN CERTAIN SITUATIONS

Q82Q3: How much do you agree or disagree with each of the following statements?

Requiring people to get vaccinated against COVID-19 (e.g., mandated by an employer, event organizer, government) is necessary to end the pandemic.

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership		Married (Q)	Marital Status	White (S)	Race/Ethnicity	Hispanic (U)
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	No (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Total (Unweighted)	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Agree (Net)	64%	60%	67%	63%	68%	56%	64%	65%	62%	61%	66%	67%	61%	68%	61%	63%	66%	63%	
Strongly agree	36%	34%	39%	33%	37%	30%	39%	33%	39%	32%	38%	39%	37%	40%	32%	40%	29%	31%	
Somewhat agree	28%	27%	23%	23%	27%	27%	27%	27%	27%	27%	27%	28%	28%	28%	28%	28%	28%	27%	
Disagree (Net)	36%	40%	33%	35%	38%	37%	36%	34%	35%	34%	35%	33%	36%	33%	37%	37%	34%	37%	
Somewhat disagree	16%	18%	15%	15%	18%	15%	15%	15%	18%	15%	17%	15%	18%	15%	17%	15%	14%	21%	
Strongly disagree	20%	22%	21%	23%	17%	24%	22%	18%	17%	18%	21%	18%	22%	14%	21%	22%	20%	20%	

* Table Base: U.S. RESPONDENTS

Consumers have a right to know if a brand has or has not required its employees to receive a COVID-19 vaccine.

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership		Married (Q)	Marital Status	White (S)	Race/Ethnicity	Hispanic (U)
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	No (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Total (Unweighted)	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Agree (Net)	64%	60%	67%	63%	68%	56%	64%	65%	62%	61%	66%	67%	61%	68%	61%	63%	66%	63%	
Strongly agree	36%	34%	39%	33%	37%	30%	39%	33%	39%	32%	38%	39%	37%	40%	32%	40%	29%	31%	
Somewhat agree	28%	27%	23%	23%	27%	27%	27%	27%	27%	27%	27%	28%	28%	28%	28%	28%	28%	27%	
Disagree (Net)	36%	40%	33%	35%	38%	37%	36%	34%	35%	34%	35%	33%	36%	33%	37%	37%	34%	37%	
Somewhat disagree	16%	18%	15%	15%	18%	15%	15%	15%	18%	15%	17%	15%	18%	15%	17%	15%	14%	21%	
Strongly disagree	20%	22%	21%	23%	17%	24%	22%	18%	17%	18%	21%	18%	22%	14%	21%	22%	20%	20%	

* Table Base: U.S. RESPONDENTS

If a company requires its employees to get vaccinated against COVID-19, it should say so in its advertising.

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership		Married (Q)	Marital Status	White (S)	Race/Ethnicity	Hispanic (U)
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	No (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Total (Unweighted)	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Agree (Net)	76%	72%	79%	73%	79%	71%	77%	76%	76%	76%	76%	77%	71%	79%	73%	75%	76%	77%	
Strongly agree	44%	40%	46%	43%	42%	41%	43%	42%	45%	43%	42%	43%	43%	43%	43%	43%	43%	43%	
Somewhat agree	32%	31%	33%	30%	39%	30%	32%	33%	30%	30%	32%	33%	32%	33%	32%	32%	32%	32%	
Disagree (Net)	24%	28%	21%	27%	21%	29%	26%	24%	24%	19%	21%	23%	23%	21%	27%	24%	24%	23%	
Somewhat disagree	13%	12%	11%	11%	12%	12%	12%	12%	13%	12%	12%	12%	12%	12%	12%	12%	12%	12%	
Strongly disagree	11%	12%	10%	15%	10%	13%	11%	11%	11%	11%	10%	12%	11%	12%	12%	12%	12%	12%	

* Table Base: U.S. RESPONDENTS

Q82Q4: Given the current COVID-19 situation, how much more or less likely are you to do each of the following?

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership		Married (Q)	Marital Status	White (S)	Race/Ethnicity	Hispanic (U)
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	No (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
Total (Unweighted)	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372	N=456	N=317	N=240	N=482	N=546	N=656	N=120	N=158	
More likely (Net)	31%	26%	32%	27%	29%	21%	27%	27%	29%	25%	29%	30%	24%	34%	29%	31%	30%	33%	
Somewhat more likely	22%	19%	23%	18%	27%	23%	24%	24%	20%	25%	24%	23%	23%	23%	22%	23%	18%	26%	
Neither more nor less likely	40%	43%	33%	42%	38%	39%	38%	39%	39%	37%	37%	37%	37%	37%	37%	37%	37%	37%	
Less likely (Net)	18%	19%	13%	13%	15%	17%	14%	15%	17%	14%	16%	15%	15%	14%	17%	14%	17%	15%	
Somewhat less likely	15%	15%	9%	9%	12%	10%	10%	10%	12%	9%	10%	9%	9%	9%	9%	9%	9%	9%	
Much less likely	11%	12%	12%	8%	10%	13%	11%	11%	13%	9%	12%	7%	7%	11%	11%	10%	17%	12%	

* Table Base: U.S. RESPONDENTS

Fly with an airline that has required its passengers to get vaccinated against COVID-19

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership		Married (Q)	Marital Status	White (S)	Race/Ethnicity	Hispanic (U)
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	No (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1028	N=285	N=160	N=130	N=382	N=322	N=226	N=573	N=455	N=372									

QS2Q1: [res transfer_1] Given the current COVID-19 situation, to what extent do you think employers should require their employees to get vaccinated against COVID-19 (assuming they are medically able to do so)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
Require all employees to get vaccinated	47%	55% cd	43%	42%	50%	61% ACD
Require employees to be vaccinated in certain circumstances	20%	27%	20%	21%	17%	16%
Do not require employees to be vaccinated	25% b	15%	28% b	29% B	25%	18%
Not at all sure	8%	3%	9%	8%	8%	4%

* Table Base: U.S. RESPONDENTS

QS2Q2: In which of the following situations do you think that employees should be required by their employers to get vaccinated against COVID-19 if they are medically able to do so?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=207	N=29 **	N=62 *	N=56 *	N=47 *	N=12 **
Total (Unweighted)	N=227	N=35 *	N=63 *	N=53 *	N=59 *	N=17 **
Works in healthcare	69% B	43%	62%	72% B	89% ABCd	72%
Works with children (e.g., teacher, daycare employee)	62%	58%	55%	61%	73% c	67%
Works with someone who is medically unable to get vaccinated	60%	46%	56%	57%	75% aBc	61%
Works with food (e.g., restaurants, food packaging facilities)	58%	54%	56%	54%	66%	60%
Works with members of the public in another way (e.g., retail)	49% c	43%	34%	59% C	56% c	64% c
Travels to an area with increasing COVID-19 cases	49%	54%	44%	45%	55%	57%
Works in customer service (e.g., cashiers, bank tellers)	45%	33%	36%	55% c	50%	52%
Works where other COVID-19 safety precautions (e.g., masks, social distancing)	44%	44%	43%	34%	56% d	54%
Permanently based in an area with increasing COVID-19 cases	43%	31%	40%	47%	46%	57%
Works in an in-person office environment	34% C	36%	17%	47% C	34% c	47% C
Other	1%	0%	0%	3%	1%	0%

* Table Base: THINKS EMPLOYERS SHOULD MANDATE VACCINATIONS IN CERTAIN SITUATIONS

QS2Q3: How much do you agree or disagree with each of the following statements?

Requiring people to get vaccinated against COVID-19 (e.g., mandated by an employer, event organizer, government) is necessary to end the pandemic.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
Agree (Net)	64%	74% c	59%	62%	66%	77% aCD
Strongly agree	36% C	40% C	23%	33% c	45% ACD	53% ACD
Somewhat agree	29% E	34% e	36% Ef	28%	21%	23%
Disagree (Net)	36% f	26%	41% bF	38% F	34%	23%
Somewhat disagree	16%	16%	20% ef	17%	13%	9%
Strongly disagree	20% b	11%	22% b	21% b	21% b	14%

* Table Base: U.S. RESPONDENTS

Consumers have a right to know if a brand has or has not required its employees to receive a COVID-19 vaccine.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
Agree (Net)	69% B	55%	70% B	71% B	69% B	78% B
Strongly agree	36%	26%	32%	34%	40% b	54% ABCDe
Somewhat agree	33%	29%	37% f	36% f	29%	24%
Disagree (Net)	31%	45% ACDEF	30%	29%	31%	22%
Somewhat disagree	18%	27% adef	18%	16%	16%	14%
Strongly disagree	14%	18%	12%	14%	15%	8%

* Table Base: U.S. RESPONDENTS

If a company requires its employees to get vaccinated against COVID-19, it should say so in its advertising.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
Agree (Net)	76%	74%	74%	76%	76%	84%
Strongly agree	44%	39%	41%	43%	47%	52%
Somewhat agree	32%	35%	33%	33%	30%	32%
Disagree (Net)	24%	26%	26%	24%	24%	16%
Somewhat disagree	13%	15%	13%	14%	11%	7%
Strongly disagree	11%	11%	13%	9%	13%	9%

* Table Base: U.S. RESPONDENTS

QS2Q4: Given the current COVID-19 situation, how much more or less likely are you to do each of the following?

Fly with an airline that has required its employees to get vaccinated against COVID-19

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
More likely (Net)	54%	60%	51%	52%	54%	63%
Much more likely	31%	37%	30%	27%	32%	40% d
Somewhat more likely	22%	23%	21%	24%	22%	23%
Neither more nor less likely	30% B	17%	33% B	31% B	34% B	25%
Less likely (Net)	16%	23% Ef	17%	17%	12%	12%
Somewhat less likely	5% E	13% ADEF	8% Ef	4%	1%	1%
Much less likely	11%	10%	9%	13%	11%	11%

* Table Base: U.S. RESPONDENTS

Fly with an airline that has required its passengers to get vaccinated against COVID-19

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
More likely (Net)	52%	56%	49%	51%	52%	60%
Much more likely	32%	38%	32%	29%	32%	38%
Somewhat more likely	19%	18%	17%	22%	19%	21%
Neither more nor less likely	30%	20%	31%	32%	33%	25%
Less likely (Net)	18%	24%	20%	17%	16%	16%
Somewhat less likely	5% de	8% DE	10% ADEF	2%	2%	3%
Much less likely	13%	16%	10%	15%	14%	13%

* Table Base: U.S. RESPONDENTS
Exercise at a fitness center that has required its employees to get vaccinated against COVID-19

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
More likely (Net)	42%	53% DE	48% dE	37%	37%	41%
Much more likely	25%	31%	28%	21%	23%	26%
Somewhat more likely	17%	22%	20%	16%	15%	15%
Neither more nor less likely	40%	30%	37%	42%	47%	40%
Less likely (Net)	17%	17%	15%	21%	16%	19%
Somewhat less likely	6%	13% adEF	8% e	5%	4%	2%
Much less likely	11%	5%	7%	16% BC	13% bc	16% BC

* Table Base: U.S. RESPONDENTS
Exercise at a fitness center that has required its visitors (e.g., members, class attendees) to get vaccinated against COVID-19

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
More likely (Net)	43%	59% AcDE	45%	36%	40%	49%
Much more likely	25%	34% ce	22%	25%	23%	31%
Somewhat more likely	18%	25% D	23%	12%	17%	18%
Neither more nor less likely	35% B	22%	35% b	34%	42%	34%
Less likely (Net)	22%	19%	20%	30% AcEf	18%	17%
Somewhat less likely	7% ef	9% ef	9% EF	9% EF	3%	1%
Much less likely	15%	10%	11%	20% abC	15%	15%

* Table Base: U.S. RESPONDENTS
Shop at a store that has required its employees to get vaccinated against COVID-19

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
More likely (Net)	53%	62% c	48%	51%	54%	70% ACDE
Much more likely	28%	29%	24%	25%	30%	42% ACDe
Somewhat more likely	26%	33%	24%	26%	24%	27%
Neither more nor less likely	32% bF	21%	34% bF	35% bF	35% bF	19%
Less likely (Net)	14%	17%	18%	14%	11%	11%
Somewhat less likely	6% e	8% e	8% E	5%	3%	7%
Much less likely	9%	9%	9%	10%	8%	5%

* Table Base: U.S. RESPONDENTS
Shop at a store that has required its customers to get vaccinated against COVID-19

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
More likely (Net)	49%	50%	45%	47%	50%	64% ACDE
Much more likely	25%	26%	19%	24%	29%	37% ACd
Somewhat more likely	24%	25%	26%	22%	21%	27%
Neither more nor less likely	32%	31%	34%	33%	29%	23%
Less likely (Net)	20%	18%	21%	20%	21%	13%
Somewhat less likely	5%	6%	8% df	3%	5%	1%
Much less likely	14%	12%	13%	17%	16%	12%

* Table Base: U.S. RESPONDENTS
Make a purchase from a brand that has required its employees to get vaccinated against COVID-19

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1028	N=110	N=304	N=265	N=274	N=75 *
Total (Unweighted)	N=1028	N=113	N=252	N=258	N=316	N=89 *
More likely (Net)	43%	56% acDE	42%	38%	40%	52% d
Much more likely	23%	27%	25%	19%	21%	28%
Somewhat more likely	20%	29% c	17%	20%	19%	24%
Neither more nor less likely	43% B	23%	41% B	49% Bf	48% Bf	34%
Less likely (Net)	15%	21%	17%	13%	12%	13%
Somewhat less likely	6% d	13% ADEF	9% De	2%	4%	3%
Much less likely	9%	8%	8%	10%	8%	10%

* Table Base: U.S. RESPONDENTS