Branded Vaccine PSA

QS1Q1: How much do you agree or disagree with each of the following statements about brands (e.g., Nike, Target, Apple) and the COVID-19 vaccine?

Brands have an obligation to encourage people to get vaccinated for COVID-19.

	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)
			Gender			Age					Male Age					Female Age					Region	
Total	N=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89	N=83	N=89	N=109	N=159	N=91	N=89	N=96	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86	N=76	N=65	N=119	N=172	N=100	N=94	N=109	N=129	N=237	N=430	N=218	N=215
Agree (Net)	60%	65% c	56%	59%	57%	63%	61%	62%	64%	62%	76% L	55%	68%	53%	53%	52%	66% np	56%	63%	60%	54%	63% u
Strongly agree	26%	29%	23%	22%	26%	26%	28%	28%	26%	27%	31%	27%	36%	18%	26%	22%	30% n	26%	26%	26%	20%	29%
Somewhat agree	34%	36%	33%	37%	31%	37%	33%	33%	38%	35%	45%	29%	36%	36%	27%	30%	36%	34%	37%	34%	34%	34%
Disagree (Net)	40%	35%	44% b	41%	43%	37%	39%	38%	36%	38%	24%	45% K	32%	47% q	47%	48% q	34%	44%	37%	40%	46% v	37%
Somewhat disagree	17%	15%	20% b	18%	19%	14%	13%	21%	17%	14%	9%	15%	16%	19%	25% q	18%	12%	26% Q	17%	19% v	22%	12%
Strongly disagree	22%	21%	24%	24%	23%	23%	26% h	17%	19%	24%	15%	30% km	16%	28%	22%	30%	21%	18%	20%	21%	24%	25%

*Table Base: U.S. RESPONDENTS

Brands have an obligation to put out messaging or content that disproves myths or misinformation about the COVID-19 vaccine.

	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=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89	N=83	N=89	N=109	N=159	N=91	N=89	N=96	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86	N=76	N=65	N=119	N=172	N=91	N=94	N=96	N=130	N=237	N=430	N=228	N=264
Agree (Net)	62%	63%	61%	62%	60%	63%	62%	62%	60%	59%	72%	59%	69%	65%	61%	55%	65%	57%	63%	62%	60%	64%
Strongly agree	27%	29%	24%	25%	24%	23%	32%	29%	28%	26%	47% L	25%	32%	24%	19%	20%	30%	27%	28%	27%	21%	29%
Somewhat agree	35%	34%	37%	37%	36%	41%	30%	33%	33%	31%	25%	34%	37%	41%	42%	35%	35%	30%	35%	34%	38%	35%
Disagree (Net)	38%	37%	39%	38%	40%	37%	38%	38%	40%	41%	28%	41%	31%	35%	39%	45%	35%	43%	37%	38%	40%	36%
Somewhat disagree	19%	19%	21%	20%	17%	19%	17%	22%	21%	14%	17%	18%	17%	19%	21%	21%	16%	27% q	20%	19%	24%	16%
Strongly disagree	19%	19%	18%	18%	23%	18%	21%	15%	20%	28% Km	11%	23%	14%	16%	18%	24%	19%	17%	17%	20%	17%	19%

*Table Base: U.S. RESPONDENTS

Brands would be able to encourage more people to get vaccinated for COVID-19 if they provided rewards or discounts to those who got vaccinated.

	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=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89	N=83	N=89	N=109	N=159	N=91	N=89	N=96	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86	N=76	N=65	N=119	N=172	N=100	N=94	N=109	N=129	N=237	N=430	N=218	N=215
Agree (Net)	70%	73% c	66%	67%	68%	72%	72%	70%	73%	65%	82% j	72%	74%	62%	70%	63%	72%	66%	72%	70%	67%	69%
Strongly agree	29%	33% c	25%	28%	32%	25%	29%	30%	33%	34%	28%	33%	35%	23%	31%	22%	25%	25%	27%	28%	27%	33%
Somewhat agree	41%	40%	41%	39%	35%	48% e	44%	40%	40%	32%	55% j	39%	40%	39%	39%	41%	47%	41%	45%	42%	40%	37%
Disagree (Net)	30%	27%	34% b	33%	32%	28%	28%	30%	27%	35% k	18%	28%	26%	38% o	30%	37%	28%	34%	28%	30%	33%	31%
Somewhat disagree	15%	14%	16%	17%	12%	10%	17%	16%	14%	14%	9%	19%	14%	20% o	10%	11%	15%	18%	12%	16%	18%	12%
Strongly disagree	16%	13%	18% b	16%	21% G	17%	11%	14%	13%	21% k	9%	9%	12%	18%	20%	26% Q	13%	16%	16%	14%	15%	18%

*Table Base: U.S. RESPONDENTS

I would be more likely to buy from a brand that provides discounts, rewards, or other fun incentives to those vaccinated for COVID-19.

	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=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89	N=83	N=89	N=109	N=159	N=91	N=89	N=96	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86	N=76	N=65	N=119	N=172	N=100	N=94	N=96	N=129	N=237	N=430	N=218	N=215
Agree (Net)	63%	65%	61%	61%	60%	63%	65%	64%	62%	61%	70%	64%	66%	60%	59%	57%	66%	63%	68% v	63%	64%	58%
Strongly agree	30%	33%	27%	31%	31%	26%	34%	28%	35%	34%	26%	35%	30%	26%	27%	26%	33%	27%	32%	32%	24%	30%
Somewhat agree	33%	32%	34%	31%	29%	37%	31%	36%	27%	26%	44% ij	28%	36%	34%	32%	32%	33%	36%	35%	31%	40% tV	27%
Disagree (Net)	37%	35%	39%	39%	40%	37%	35%	36%	38%	39%	30%	36%	34%	40%	41%	43%	34%	37%	32%	37%	36%	42% s
Somewhat disagree	18%	17%	17%	18%	14%	14%	14%	18%	19%	13%	16%	17%	24%	17%	16%	13%	19%	20%	15%	18%	16%	20%
Strongly disagree	20%	18%	22%	21% h	26% H	22% h	22% h	17%	14%	19%	27% M	16%	9%	19%	25%	30% Qr	15%	17%	17%	19%	21%	22%

*Table Base: U.S. RESPONDENTS

QS1Q2: How much do you support or oppose non-healthcare brands sharing information about COVID-19 vaccines (e.g., facts, how to get it, where to get it)?

	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=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89	N=83	N=89	N=109	N=159	N=91	N=89	N=96	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86	N=76	N=65	N=119	N=172	N=100	N=94	N=109	N=129	N=237	N=430	N=218	N=215
Support (Net)	70%	70%	70%	68%	67%	69%	70%	74%	70%	61%	69%	70%	75%	66%	72%	69%	70% N	74%	77% U	70%	64%	69%
Strongly support	30%	30%	30%	26%	29%	29%	37% D	30%	28%	26%	31%	34%	32%	25%	33%	27%	40% N	29%	34% U	32% u	23%	29%
Somewhat support	40%	40%	40%	42%	38%	40%	33%	44% g	42%	35%	38%	36%	43%	41%	40%	42%	30%	45% q	43%	38%	40%	39%
Oppose (Net)	30%	30%	30%	32%	33%	31%	30%	26%	30%	39%	31%	30%	25%	34%	28%	31%	30%	26%	23%	30%	36% S	31%
Somewhat oppose	17%	18%	15%	17%	17%	15%	16%	18%	15%	21%	17%	17%	21%	18%	13%	13%	16%	16%	13%	18%	20%	14%
Strongly oppose	13%	12%	14%	15% H	16% H	16% H	14% h	8%	14% M	17% M	14% M	13% m	4%	16%	15%	18%	14%	10%	9%	12%	16% s	17% s

*Table Base: U.S. RESPONDENTS

QS1Q3a: Within each of the following pairs, which do you trust more for information about the COVID-19 vaccine?

	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=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89	N=83	N=89	N=109	N=159	N=91	N=89	N=96	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86	N=76	N=65	N=119	N=172	N=100	N=94	N=109	N=129	N=237	N=430	N=218	N=215
News media (e.g., newspapers, nightly news)	71%	68%	74% b	67%	69%	73%	71%	76% d	66%	62%	78% j	65%	67%	68%	75%	67%	77%	83% NP	74%	67%	72%	74%
Brands (e.g., Nike, Target, Apple)	29%	32% c	26%	33% h	31%	27%	29%	24%	34%	38% k	22%	35% j	33%	32% R	25%	33% R	23%	17%	26%	33%	28%	26%

*Table Base: U.S. RESPONDENTS

QS1Q3b:

	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=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89	N=83	N=89	N=109	N=159	N=91	N=89	N=96	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86	N=76	N=65	N=119	N=172	N=100	N=94	N=109	N=129	N=237	N=430	N=218	N=215
Brands (e.g., Nike, Target, Apple)	58%	63% c	53%	41%	50%	63% DE	70% DE	72% DE	53%	50%	71% IJ	72% IJ	75% IJ	29%	51% N	56% N	68% NO	69% NO	63% t	54%	62%	56%
Social media (e.g., Facebook, Twitter, TikTok) content from other users	42%	37%	47% B	59% FGH	50% FGH	37%	30%	28%	47% KLM	50% KLM	29%	28%	25%	71% OPQR	49% QR	44%	32%	31%	37%	46% s	38%	44%

*Table Base: U.S. RESPONDENTS

QS1Q3c:

	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=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89	N=83	N=89	N=109	N=159	N=91	N=89	N=96	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86	N=76	N=65	N=119	N=172	N=100	N=94	N=109	N=129	N=237	N=430	N=218	N=215
Government agencies (e.g., Food & Drug Administration, Centers for Disease Control and Prevention)	79%	75%	83% B	75%	75%	81%	84% De	84% De	70%	65%	84% IJ	85% IJ	78%	79%	85%	79%	84%	90% np	81%	80%	74%	83% u
Brands (e.g., Nike, Target, Apple)	21%	25% C	17%	25% GH	25% gh	19%	16%	16%	30% kl	35% KL	16%	15%	22%	21% r	15%	21% r	16%	10%	19%	20%	26% v	17%

*Table Base: U.S. RESPONDENTS

QS1Q4: How much better or worse would your opinion of your favorite brand be if it shared information about how you could get vaccinated for COVID-19?

	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=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89	N=83	N=89	N=109	N=159	N=91	N=89	N=96	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86	N=76	N=65	N=119	N=172	N=100	N=94	N=109	N=129	N=237	N=430	N=218	N=215
Better opinion (Net)	42%	42%	43%	40%	39%	40%	40%	48%	39%	39%	41%	37%	52%	42%	39%	40%	49%	45%	50% tU	42%	34%	45% U
Much better opinion	19%	20%	18%	21%	20%	16%	20%	17%	24%	23%	16%	19%	17%	18%	17%	16%	22%	17%	22% U	20%	12%	21% U
Somewhat better opinion	23%	21%	25%	19%	19%	24%	21%	31% DE	15%	16%	25%	18%	35%	23%	23%	24%	27%	28%	28%	21%	22%	24%
Neither better nor worse opinion	43%	40%	45%	43%	41%	46%	38%	46%	40%	30%	50%	35%	45%	45%	51%	42%	41%	46%	39%	44%	51% sV	37%
Worse opinion (Net)	15%	18% C	12%	17% H	20% H	14% H	19% H	6%	21% kM	31% KM	10%	28% KM	3%	13%	9%	18%	10%	9%	10%	15%	16%	18% s
Somewhat worse opinion	6%	6%	5%	7% h	7% h	4%	9% H	3%	8% m	9% m	1%	5%	2%	5%	5%	5%	4%	4%	5%	6%	6%	6%
Much worse opinion	9%	12% C	7%	11% H	13% H	9% H	10% H	3%	13% m	22% kM	8%	13% M	1%	8%	4%	10%	6%	5%	5%	8%	10%	12% s

*Table Base: U.S. RESPONDENTS

QS1Q5: You may have heard that, instead of relying on fact-based content, some brands are providing free rewards or fun incentives to those who get vaccinated for COVID-19 as a way to encourage vaccinations. For example, Krispy Kreme will give a free doughnut to those who get vaccinated, and e-commerce rewards app Drop will give users $50 in points when they show vaccination selfies. Assuming you had not been vaccinated yet, how effective do you think each of the following tactics would be in encouraging you to get vaccinated?

Brands using rewards, discounts, or other fun incentives

Total

	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)
		Gender				Age					Male Age					Female Age				Region		
Total	N=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89 *	N=83 *	N=89 *	N=109	N=159	N=91 *	N=89 *	N=96 *	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86 *	N=76 *	N=65 *	N=119	N=172	N=100	N=94 *	N=109	N=129	N=237	N=430	N=218	N=215
At least somewhat effective (Net)	70%	72%	67%	68%	72%	70%	67%	72%	71%	72%	74%	70%	78%	65%	72%	66%	64%	67%	75% t	65%	73%	70%
Very effective	31%	34% c	27%	32%	34% h	31%	32%	24%	37%	35%	33%	32%	31%	27%	34% R	29%	33% R	19%	32%	32%	24%	33%
Somewhat effective	39%	39%	39%	36%	38%	39%	34%	48% DeG	34%	37%	41%	38%	47% i	39%	39%	37%	31%	48% Q	42% t	34%	48% Tv	38%
Not very effective	11%	12%	9%	8%	9%	12%	11%	14% d	8%	13%	13%	17%	13%	8%	5%	11%	14%	12%	13%	13%	13%	16%
Not at all effective	14%	12%	15%	15% H	12%	12%	17%	11%	15%	13%	9%	12%	8%	15%	12%	14%	22% Oq	13%	12%	14%	13%	13%
N/A - I do not plan to be vaccinated for COVID-19.	6%	4%	9% B	9% H	7% h	7%	5%	3%	7% M	3%	4%	1%	0%	11%	11%	9%	8%	4%	5%	8%	5%	6%

* Table Base: U.S. RESPONDENTS

Brands using fact-based content or messaging

	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)
		Gender				Age					Male Age					Female Age				Region		
Total	N=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89 *	N=83 *	N=89 *	N=109	N=159	N=91 *	N=89 *	N=96 *	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86 *	N=76 *	N=65 *	N=119	N=172	N=100	N=94 *	N=109	N=129	N=237	N=430	N=218	N=215
At least somewhat effective (Net)	71%	75% C	68%	64%	70%	75% D	73%	77% D	68%	72%	80%	75%	85% lj	61%	69%	71%	70%	72%	72%	70%	67%	77% u
Very effective	32%	33%	31%	33%	36%	30%	35%	29%	33%	37%	25%	36%	32%	30%	35%	36%	33%	26%	37%	32%	29%	30%
Somewhat effective	39%	42% C	36%	33%	34%	45% De	38%	49% DEg	35%	35%	55% lj	39%	53% lj	31%	34%	36%	37%	45% n	35%	37%	38%	47% St
Not very effective	9%	10%	9%	10%	10%	8%	6%	11%	13%	10%	7%	10%	8%	7%	10%	10% q	9% q	3%	9%	10%	12%	6%
Not at all effective	13%	12%	15%	16% h	13% h	12%	15%	9%	13%	17% m	9%	10%	7%	19% o	8%	14%	20% O	11% Q	14%	13%	15%	12%
N/A - I do not plan to be vaccinated for COVID-19.	6%	3%	9% B	9% H	7% h	5%	5%	3%	6% M	1%	4%	4%	0%	13% r	13% r	6%	7%	4%	5%	8%	6%	4%

* Table Base: U.S. RESPONDENTS

Branded Vaccine PSA

QS1Q1: How much do you agree or disagree with each of the following statements about brands (e.g., Nike, Target, Apple) and the COVID-19 vaccine?

Brands have an obligation to encourage people to get vaccinated for COVID-19.

	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)
		Gender				**Age**					**Male Age**					**Female Age**				**Region**		
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86	76	65	119	172	100	94	109	129	237	430	218	215
Agree (Net)	662	340	312	189	104	109	113	147	104	55	63	49	74	85	48	46	63	73	120	252	123	168
Strongly agree	284	153	128	71	47	45	53	67	43	24	26	24	39	28	24	20	29	29	51	110	46	78
Somewhat agree	378	187	184	118	56	64	60	80	61	32	38	25	36	57	25	26	35	44	70	141	77	90
Disagree (Net)	438	185	250	133	77	63	72	92	59	34	20	40	35	75	43	43	32	57	71	165	106	97
Somewhat disagree	192	76	114	58	35	24	25	51	28	12	8	13	18	30	23	16	12	33	32	79	50	31
Strongly disagree	245	109	136	76	42	39	47	41	31	22	12	27	17	45	20	27	21	24	39	86	56	65

* Table Base: U.S RESPONDENTS

Brands have an obligation to put out messaging or content that disproves myths or misinformation about the COVID-19 vaccine.

	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)
		Gender				**Age**					**Male Age**					**Female Age**				**Region**		
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86	76	65	119	172	100	94	109	129	237	430	218	215
Agree (Net)	683	331	342	201	108	109	115	149	97	52	60	53	75	104	56	49	63	74	120	257	136	170
Strongly agree	293	154	135	82	43	39	59	70	44	25	22	30	35	38	18	18	29	35	53	115	48	76
Somewhat agree	390	176	207	119	65	70	56	79	53	27	39	23	40	66	38	31	34	39	67	143	87	93
Disagree (Net)	417	194	219	121	73	63	70	90	66	37	23	36	34	56	36	40	33	56	71	159	92	94
Somewhat disagree	213	93	117	64	31	33	31	53	34	12	14	16	19	31	19	19	15	35	38	77	54	44
Strongly disagree	204	100	102	57	41	30	39	37	32	25	9	20	15	25	17	21	18	22	32	82	39	51

* Table Base: U.S RESPONDENTS

Brands would be able to encourage more people to get vaccinated for COVID-19 if they provided rewards or discounts to those who get vaccinated.

	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)
		Gender				**Age**					**Male Age**					**Female Age**				**Region**		
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86	76	65	119	172	100	94	109	129	237	430	218	215
Agree (Net)	765	383	371	217	122	125	134	167	119	58	69	64	81	98	64	56	69	86	138	291	153	184
Strongly agree	315	171	140	90	58	43	53	71	53	30	23	29	38	37	28	20	24	33	52	116	61	86
Somewhat agree	450	212	231	127	64	82	81	97	65	28	46	35	43	62	36	37	45	53	85	175	92	97
Disagree (Net)	335	141	190	105	59	48	51	72	44	31	15	25	28	61	28	33	27	44	53	126	75	81
Somewhat disagree	163	73	87	55	21	18	31	38	23	12	8	17	15	32	9	10	15	23	23	66	41	32
Strongly disagree	172	68	103	50	37	30	20	34	21	19	7	8	13	29	18	23	12	21	30	59	34	48

* Table Base: U.S RESPONDENTS

I would be more likely to buy from a brand that provides discounts, rewards, or other fun incentives to those vaccinated for COVID-19.

	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)
		Gender				**Age**					**Male Age**					**Female Age**				**Region**		
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86	76	65	119	172	100	94	109	129	237	430	218	215
Agree (Net)	688	340	343	197	108	109	120	154	102	54	58	57	72	96	54	51	63	82	129	261	145	153
Strongly agree	329	172	153	99	55	45	63	67	58	31	22	32	32	41	25	23	31	35	62	131	55	80
Somewhat agree	359	168	190	98	53	64	57	87	44	23	36	25	39	55	30	28	32	47	67	130	90	72
Disagree (Net)	412	184	219	125	72	64	65	85	61	35	25	33	37	64	37	38	33	48	62	156	83	112
Somewhat disagree	194	89	96	57	26	25	33	52	30	11	13	15	26	27	15	12	18	26	28	77	36	53
Strongly disagree	218	95	123	68	47	39	32	33	31	24	12	17	11	37	23	27	15	22	33	79	47	58

* Table Base: U.S RESPONDENTS

QS1Q2: How much do you support or oppose non-healthcare brands sharing information about COVID-19 vaccines (e.g., facts, how to get it, where to get it)?

	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)
		Gender				**Age**					**Male Age**					**Female Age**				**Region**		
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86	76	65	119	172	100	94	109	129	237	430	218	215
Support (Net)	767	369	394	220	121	119	129	177	115	55	58	63	81	105	66	62	67	96	146	292	146	182
Strongly support	328	157	168	85	53	50	69	72	46	24	26	31	34	39	30	24	38	37	65	133	53	77
Somewhat support	438	211	226	135	68	69	61	105	69	31	32	32	47	66	36	37	29	58	83	159	92	104
Oppose (Net)	333	156	167	103	60	53	56	62	48	34	26	27	28	54	25	28	29	34	43	125	82	82
Somewhat oppose	185	93	87	54	31	26	30	44	25	19	14	15	23	29	12	12	15	21	26	75	46	38
Strongly oppose	148	63	81	49	29	27	25	18	24	16	12	12	5	25	13	16	14	14	18	50	36	45

* Table Base: U.S. RESPONDENTS

QS1Q3a: Within each of the following pairs, which do you trust more for information about the COVID-19 vaccine?

	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)
		Gender				**Age**					**Male Age**					**Female Age**				**Region**		
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86	76	65	119	172	100	94	109	129	237	430	218	215
News media (e.g., newspapers, nightly news)	780	356	416	217	124	125	132	181	108	56	65	58	73	109	69	60	74	108	142	279	164	195
Brands (e.g., Nike, Target, Apple)	320	169	145	106	56	47	53	58	55	34	18	31	36	51	23	29	22	22	49	138	64	70

* Table Base: U.S. RESPONDENTS

QS1Q3b:

	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)
		Gender				**Age**					**Male Age**					**Female Age**				**Region**		
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86	76	65	119	172	100	94	109	129	237	430	218	215
Brands (e.g., Nike, Target, Apple)	634	328	298	132	91	109	130	172	86	44	59	64	82	46	46	50	65	90	120	225	141	149
Social media (e.g., Facebook, Twitter, TikTok) content from other users	466	196	264	190	90	63	55	67	77	45	24	25	27	113	45	39	30	40	71	192	88	116

* Table Base: U.S. RESPONDENTS

QS1Q3c:

	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)
		Gender				**Age**					**Male Age**					**Female Age**				**Region**		
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86	76	65	119	172	100	94	109	129	237	430	218	215
Government agencies (e.g., Food & Drug Administration, Centers for Disease Control and Prevention)	874	395	468	240	136	140	156	201	114	58	70	76	85	127	77	70	81	117	155	331	169	219
Brands (e.g., Nike, Target, Apple)	226	130	94	82	45	32	29	38	49	31	14	14	24	33	14	19	15	13	36	85	59	45

* Table Base: U.S. RESPONDENTS

QS1Q4: How much better or worse would your opinion of your favorite brand be if it shared information about how you could get vaccinated for COVID-19?

	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)
		Gender				**Age**					**Male Age**					**Female Age**				**Region**		
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86	76	65	119	172	100	94	109	129	237	430	218	215
Better opinion (Net)	465	218	242	129	71	70	80	115	63	35	34	33	56	66	36	36	47	59	96	173	77	119
Much better opinion	210	106	101	68	36	28	38	41	39	20	13	17	18	29	15	14	21	22	42	84	27	56
Somewhat better opinion	255	112	141	61	35	42	42	74	24	14	21	16	38	37	21	21	26	37	53	89	49	63
Neither better nor worse opinion	471	212	255	138	74	79	71	110	65	27	42	31	50	72	47	38	40	60	75	182	115	98
Worse opinion (Net)	164	95	65	56	36	24	34	15	35	28	8	25	3	21	8	16	9	11	20	62	36	47
Somewhat worse opinion	64	33	27	21	13	8	17	7	13	8	1	13	2	8	5	7	4	5	10	27	13	15
Much worse opinion	100	61	38	35	24	16	18	8	22	20	7	12	1	13	4	9	6	7	10	35	23	33

* Table Base: U.S. RESPONDENTS

QS1Q5: You may have heard that, instead of relying on fact-based content, some brands are providing free rewards or fun incentives to those who get vaccinated for COVID-19 as a way to encourage vaccinations. For example, Krispy Kreme will give a free doughnut to those who get vaccinated, and e-commerce rewards app Drop will give users $50 in points when they show vaccination selfies.Assuming you had not been vaccinated yet, how effective do you think each of the following tactics would be in encouraging you to get vaccinated?

Brands using rewards, discounts, or other fun incentives

	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)
		Gender				Age					Male Age					Female Age					Region	
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86 *	76 *	65 *	119	172	100	94 *	109	129	237	430	218	215
At least somewhat effective (Net)	766	380	375	219	130	120	124	172	115	64	62	62	86	104	66	59	62	87	142	272	165	186
Very effective	336	177	154	102	62	53	60	59	60	31	27	28	34	43	31	25	32	25	62	132	55	87
Somewhat effective	429	203	221	117	68	67	64	114	55	33	34	34	52	61	35	33	30	62	80	140	110	99
Not very effective	117	63	51	25	16	21	21	34	13	12	11	15	14	12	4	10	5	20	16	57	21	22
Not at all effective	149	62	86	49	22	20	32	26	24	11	8	11	9	25	11	12	21	17	23	55	29	41
N/A - I do not plan to be vaccinated for COVID-19.	68	19	50	29	13	11	9	6	11	3	3	1	0	18	10	8	8	6	9	32	12	15

* Table Base: U.S. RESPONDENTS

Brands using fact-based content or messaging

	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)
		Gender				Age					Male Age					Female Age					Region	
Total	1,100	524	561	322	181	173	185	239	163	89	83	89	109	159	91	89	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86 *	76 *	65 *	119	172	100	94 *	109	129	237	430	218	215
At least somewhat effective (Net)	784	393	379	207	127	130	135	185	110	64	67	67	92	97	63	63	67	93	138	290	152	203
Very effective	352	173	175	101	65	52	64	69	54	33	21	32	35	47	32	32	32	34	71	135	67	79
Somewhat effective	432	220	205	106	62	78	70	116	57	31	46	35	57	49	31	32	36	59	67	155	86	124
Not very effective	103	52	49	33	18	14	12	26	21	9	6	9	12	9	8	3	17	17	17	42	27	17
Not at all effective	145	61	83	52	23	20	29	22	22	15	8	9	8	31	8	12	19	14	26	54	33	32
N/A - I do not plan to be vaccinated for COVID-19.	67	17	50	30	12	8	10	6	10	1	3	3	0	20	12	5	7	6	10	32	15	12

* Table Base: U.S. RESPONDENTS

Branded Vaccine PSA

QS1Q1: How much do you agree or disagree with each of the following statements about brands (e.g., Nike, Target, Apple) and the COVID-19 vaccine?

Brands have an obligation to encourage people to get vaccinated for COVID-19.

	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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
			Household Income				Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=306	N=530	N=570	N=804	N=83	N=115
Agree (Net)	60%	61% C	47%	58% c	65% C	58%	58%	63%	62%	58%	58%	61%	58%	61%	59%	60%	61%	60%	57%	66%	62%
Strongly agree	26%	26%	21%	29%	27%	27%	25%	24%	26%	25%	23%	28%	24%	27%	25%	27%	26%	25%	23%	28%	32% s
Somewhat agree	34%	35%	26%	30%	38% C	30%	33%	39% f	35%	33%	35%	34%	35%	34%	34%	34%	34%	34%	38%	38%	31%
Disagree (Net)	40%	39%	53% BdE	42%	35%	42%	42%	37%	38%	42%	42%	39%	42%	39%	41%	40%	39%	40%	43%	34%	38%
Somewhat disagree	17%	20%	23% E	15%	15%	19%	18%	15%	16%	20%	19%	17%	20%	16%	18%	18%	18%	17%	19%	14%	15%
Strongly disagree	22%	19%	29% BE	27%	20%	23%	24%	22%	22%	22%	23%	22%	21%	23%	23%	22%	21%	23%	24%	20%	23%

* Table Base: U.S. RESPONDENTS

Brands have an obligation to put out messaging or content that disproves myths or misinformation about the COVID-19 vaccine.

	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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
			Household Income				Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=306	N=530	N=570	N=804	N=83	N=115
Agree (Net)	62%	64% C	50%	64% C	65% C	60%	60%	63%	62%	62%	60%	63%	62%	62%	61%	63%	63%	61%	60%	61%	67%
Strongly agree	27%	29%	22%	28%	26%	27%	24%	27%	24%	30%	24%	28%	25%	27%	26%	28%	27%	27%	25%	28%	32%
Somewhat agree	35%	35%	28%	37%	39% C	33%	36%	36%	38% j	32%	36%	35%	38%	34%	35%	35%	37%	34%	36%	33%	35%
Disagree (Net)	38%	36%	50% BDE	36%	35%	40%	40%	37%	38%	38%	40%	37%	38%	38%	39%	37%	37%	39%	40%	39%	33%
Somewhat disagree	19%	22% d	24% d	14%	17%	21%	20%	18%	18%	22%	20%	19%	20%	19%	19%	21%	18%	20%	20%	20%	18%
Strongly disagree	19%	14%	27% BE	22% b	18%	18%	20%	19%	20%	16%	20%	18%	17%	19%	20%	16%	18%	19%	20%	19%	15%

* Table Base: U.S. RESPONDENTS

Brands would be able to encourage more people to get vaccinated for COVID-19 if they provided rewards or discounts to those who got vaccinated.

	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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
			Household Income				Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=306	N=530	N=570	N=804	N=83	N=115
Agree (Net)	70%	68%	62%	69%	73% c	68%	67%	70%	70%	69%	65%	72%	69%	70%	70%	68%	71%	68%	67%	74%	71%
Strongly agree	29%	30% Cd	21%	21%	33% CD	28%	25%	25%	30%	27%	27%	29%	28%	29%	28%	30%	29%	28%	27%	27%	33%
Somewhat agree	41%	38%	41%	49% b	40%	39%	42%	45%	40%	42%	38%	43%	41%	41%	42%	39%	42%	40%	41%	47%	38%
Disagree (Net)	30%	32%	38% E	31%	27%	32%	33%	30%	30%	31%	35% l	28%	31%	30%	30%	32%	29%	32%	33%	26%	29%
Somewhat disagree	15%	18% e	16%	15%	12%	15%	16%	16%	14%	16%	17%	14%	12%	16%	14%	16%	14%	15%	16%	8%	15%
Strongly disagree	16%	14%	22% Be	16%	15%	17%	17%	14%	16%	15%	18%	14%	19%	14%	16%	16%	15%	16%	16%	18%	14%

* Table Base: U.S. RESPONDENTS

I would be more likely to buy from a brand that provides discounts, rewards, or other fun incentives to those vaccinated for COVID-19.

	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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
			Household Income				Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=306	N=530	N=570	N=804	N=83	N=115
Agree (Net)	63%	59%	57%	66%	67% bc	58%	59%	65%	64%	61%	57%	66% k	58%	64%	64%	60%	65%	61%	61%	66%	61%
Strongly agree	30%	27%	25%	30%	34% bc	27%	26%	32%	32%	27%	27%	31%	30%	30%	30%	32%	33%	27%	29%	34%	29%
Somewhat agree	33%	32%	32%	36%	33%	32%	33%	33%	32%	34%	30%	34%	29%	34%	34%	28%	32%	33%	33%	32%	32%
Disagree (Net)	37%	41% e	43% E	34%	33%	42%	41%	35%	36%	39%	43% L	34%	42%	36%	36%	40%	35%	39%	39%	34%	39%
Somewhat disagree	18%	22% ce	15%	15%	16%	18%	20%	15%	16%	20%	20%	16%	18%	17%	16%	18%	17%	18%	19%	15%	18%
Strongly disagree	20%	19%	29% BdE	19%	17%	23%	20%	20%	20%	19%	23%	18%	24% n	18%	20%	20%	18%	21%	20%	19%	20%

* Table Base: U.S. RESPONDENTS

QS1Q2: How much do you support or oppose non-healthcare brands sharing information about COVID-19 vaccines (e.g., facts, how to get it, where to get it)?

	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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
			Household Income				Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=306	N=530	N=570	N=804	N=83	N=115
Support (Net)	70%	69%	64%	67%	73% c	66%	71%	68%	70%	70%	68%	71%	66%	71%	69%	71%	71%	69%	70%	68%	73%
Strongly support	30%	29%	27%	31%	32%	25%	32%	32% f	30%	30%	30%	30%	30%	30%	32%	26%	33%	28%	29%	39% s	30%
Somewhat support	40%	40%	38%	37%	41%	41%	39%	36%	39%	40%	38%	41%	36%	42%	37%	45% o	38%	41%	41% t	29%	43% t
Oppose (Net)	30%	31%	36% e	33%	27%	34%	29%	32%	30%	30%	32%	29%	34%	29%	31%	29%	29%	31%	30%	32%	27%
Somewhat oppose	17%	20% e	18%	15%	14%	19%	16%	17%	14%	20% l	16%	17%	16%	17%	17%	18%	16%	17%	17%	18%	13%
Strongly oppose	13%	11%	18% B	17%	13%	15%	13%	15%	16% J	10%	17% l	12%	18% N	11%	14%	11%	13%	14%	13%	14%	14%

* Table Base: U.S. RESPONDENTS

QS1Q3a: Within each of the following pairs, which do you trust more for information about the COVID-19 vaccine?

	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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
			Household Income				Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=311	N=174	N=142	N=441	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=306	N=530	N=570	N=804	N=83	N=115
News media (e.g., newspapers, nightly news)	71%	70%	71%	77%	70%	72%	71%	70%	67%	76% I	66%	74% K	64%	74% M	72%	67%	68%	74% q	71%	73%	72%
Brands (e.g., Nike, Target, Apple)	29%	30%	29%	23%	30%	28%	29%	30%	33% J	24%	34% L	26%	36% N	26%	28%	33%	32% r	26%	29%	27%	28%

* Table Base: U.S. RESPONDENTS

QS1Q3b:

	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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
			Household Income				Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=306	N=530	N=570	N=804	N=83	N=115
Brands (e.g., Nike, Target, Apple)	58%	51%	58%	61% b	62% B	48%	57% f	63% f	58%	58%	49%	63% K	50%	61% M	62% P	48%	63% R	53%	61% U	54%	48%
Social media (e.g., Facebook, Twitter, TikTok) content from other users	42%	49% dE	42%	39%	38%	52% gH	43%	37%	42%	42%	51% L	37%	50% N	39%	38%	52% O	37%	47% Q	39%	46%	52% S

* Table Base: U.S. RESPONDENTS

QS1Q3c:

	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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
			Household Income				Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=336	N=530	N=570	N=804	N=83	N=115
Government agencies (e.g., Food & Drug Administration, Centers for Disease Control and Prevention)	79%	77%	72%	85% bC	82% bC	75%	83% f	82% f	75%	85% I	74%	82% K	73%	82% M	80%	78%	77%	81%	80%	84%	77%
Brands (e.g., Nike, Target, Apple)	21%	23% d	28% DE	15%	18%	25% gh	17%	18%	25% J	15%	26% L	18%	27% N	18%	20%	22%	23%	19%	20%	16%	23%

* Table Base: U.S. RESPONDENTS

QS1Q4: How much better or worse would your opinion of your favorite brand be if it shared information about how you could get vaccinated for COVID-19?

	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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
			Household Income				Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=306	N=530	N=570	N=804	N=83	N=115
Better opinion (Net)	42%	38%	35%	46% c	48% BC	41%	35%	46% G	44%	41%	39%	44%	37%	44% m	42%	42%	44%	40%	42%	38%	43%
Much better opinion	19%	19%	15%	22%	20%	19%	16%	18%	20%	18%	18%	20%	17%	20%	19%	19%	19%	19%	17%	18%	24% s
Somewhat better opinion	23%	18%	21%	25%	28% B	21%	19%	28% fG	23%	23%	22%	24%	20%	24%	23%	21%	25%	20%	25%	20%	18%
Neither better nor worse opinion	43%	50% E	48% E	41%	35%	42%	49% H	39%	39%	48% I	44%	42%	46%	42%	43%	45%	41%	45%	44%	46%	40%
Worse opinion (Net)	15%	12%	17%	13%	17% b	17%	16%	15%	17%	12%	17%	14%	17%	14%	16%	13%	15%	15%	14%	17%	17%
Somewhat worse opinion	6%	6%	8%	3%	6%	9% H	6%	3%	7%	5%	6%	6%	6%	6%	6%	6%	4%	7% q	6%	6%	5%
Much worse opinion	9%	6%	9%	9%	11% B	8%	10%	12%	11%	7%	11%	8%	11%	8%	10%	7%	11%	8%	9%	11%	12%

* Table Base: U.S. RESPONDENTS

QS1Q5: You may have heard that, instead of relying on fact-based content, some brands are providing free rewards or fun incentives to those who get vaccinated for COVID-19 as a way to encourage vaccinations. For example, Krispy Kreme will give a free doughnut to those who get vaccinated, and e-commerce rewards app Drop will give users $50 in points when they show vaccination selfies. Assuming you had not been vaccinated yet, how effective do you think each of the following tactics would be in encouraging you to get vaccinated?

Brands using rewards, discounts, or other fun incentives

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131 *	N=184
At least somewhat effective (Net)	70%	70% c	62%	70%	74% C	67%	69%	68%	72%	66%	67%	71%	68%	70%	71%	66%	72%	67%	69%	64%	75%
Very effective	31%	34% e	29%	35%	27%	29%	30%	30%	34% J	25%	31%	30%	32%	30%	30%	33%	32%	29%	29%	22%	41% ST
Somewhat effective	39%	35%	33%	35%	47% BCD	38%	39%	39%	37%	41%	36%	41%	36%	40%	41% p	34%	40%	38%	40%	42%	34%
Not very effective	11%	9%	12%	9%	10%	10%	10%	14%	9%	12%	11%	10%	9%	11%	12%	9%	12%	10%	12%	7%	6%
Not at all effective	14%	12%	16%	16%	13%	15%	14%	13%	13%	14%	15%	13%	15%	13%	14%	13%	12%	15%	13%	20%	12%
N/A - I do not plan to be vaccinated for COVID-19.	6%	10% E	10% E	5%	3%	9% h	7%	4%	6%	7%	7%	6%	8%	5%	4%	11% O	4%	8% Q	6%	8%	7%

* Table Base: U.S. RESPONDENTS

Brands using fact-based content or messaging

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=336	N=530	N=570	N=804	N=83 *	N=115
At least somewhat effective (Net)	71%	70%	63%	77% C	75% C	67%	70%	74%	73%	69%	68%	73%	69%	72%	72%	69%	74% r	68%	72%	62%	72%
Very effective	32%	31%	26%	40% C	34%	29%	29%	35%	35% j	28%	35%	30%	34%	31%	33%	29%	33%	31%	31%	24%	39% t
Somewhat effective	39%	39%	37%	37%	41%	37%	41%	39%	38%	40%	33%	43% K	34%	41% m	39%	40%	42%	37%	40%	38%	33%
Not very effective	9%	9%	12% d	5%	9%	10%	9%	9%	9%	10%	11%	9%	10%	9%	9%	9%	10%	9%	10%	11%	9%
Not at all effective	13%	9%	17% B	14%	14%	15%	14%	13%	13%	13%	14%	13%	12%	14%	14%	11%	12%	14%	12%	18%	15%
N/A - I do not plan to be vaccinated for COVID-19.	6%	11% DE	8% E	4%	3%	9% h	6%	4%	5%	8% i	7%	6%	9% n	5%	4%	11% O	4%	8% Q	6%	10%	5%

* Table Base: U.S. RESPONDENTS

Branded Vaccine PSA

QS1Q1: How much do you agree or disagree with each of the following statements about brands (e.g., Nike, Target, Apple) and the COVID-19 vaccine?

Brands have an obligation to encourage people to get vaccinated for COVID-19.

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity	
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83	115
Agree (Net)	662	188	82	83	286	203	211	158	390	273	226	436	192	471	450	185	310	352	389	86	114
Strongly agree	284	80	37	41	118	96	91	60	166	118	89	196	78	206	192	82	134	150	155	36	58
Somewhat agree	378	108	46	42	168	107	120	99	223	155	137	241	113	265	258	103	176	202	233	50	56
Disagree (Net)	438	123	92	59	154	150	152	95	241	197	163	274	136	302	308	121	201	236	290	44	70
Somewhat disagree	192	63	41	21	65	69	66	38	100	92	75	117	66	126	136	54	93	99	129	19	28
Strongly disagree	245	60	51	38	90	81	86	57	141	105	88	157	69	176	173	67	108	137	161	26	41

* Table Base: U.S RESPONDENTS

Brands have an obligation to put out messaging or content that disproves myths or misinformation about the COVID-19 vaccine.

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity	
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83	115
Agree (Net)	683	198	87	92	286	213	218	159	392	291	235	449	205	478	459	195	324	359	409	80	123
Strongly agree	293	89	38	40	115	95	88	67	152	141	93	200	80	212	195	86	135	158	168	38	58
Somewhat agree	390	110	48	52	171	118	131	91	240	150	142	249	124	266	265	109	190	201	241	43	65
Disagree (Net)	417	113	88	51	155	140	145	94	238	179	155	262	123	294	299	112	187	230	270	50	61
Somewhat disagree	213	70	41	19	76	76	71	45	111	102	78	135	67	146	145	63	93	120	136	26	34
Strongly disagree	204	43	46	31	79	64	73	49	127	77	77	127	56	148	154	49	95	109	134	24	28

* Table Base: U.S RESPONDENTS

Brands would be able to encourage more people to get vaccinated for COVID-19 if they provided rewards or discounts to those who get vaccinated.

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity	
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83	115
Agree (Net)	765	212	109	99	323	239	243	178	443	322	253	512	225	540	528	209	363	402	458	96	130
Strongly agree	315	93	37	30	147	100	92	63	189	126	105	209	91	224	211	90	150	165	180	35	60
Somewhat agree	450	119	72	69	176	139	151	115	254	196	148	303	134	316	317	118	213	237	278	62	70
Disagree (Net)	335	99	65	44	118	115	120	75	187	147	136	198	103	232	231	98	149	186	221	34	54
Somewhat disagree	163	57	27	21	53	54	58	40	86	77	65	97	40	123	109	49	72	90	111	11	28
Strongly disagree	172	42	38	23	65	61	63	36	102	70	71	101	63	109	121	48	76	96	110	23	26

* Table Base: U.S RESPONDENTS

I would be more likely to buy from a brand that provides discounts, rewards, or other fun incentives to those vaccinated for COVID-19.

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity	
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83	115
Agree (Net)	688	182	99	93	295	207	215	164	403	285	222	467	191	498	486	183	332	356	417	86	113
Strongly agree	329	83	43	42	150	94	95	82	204	125	106	223	97	232	224	97	168	161	196	44	54
Somewhat agree	359	99	55	51	145	113	120	83	200	160	116	243	93	266	262	86	164	196	221	42	59
Disagree (Net)	412	129	76	49	145	147	148	89	227	184	168	244	137	275	273	123	180	232	261	44	71
Somewhat disagree	194	68	26	22	70	65	73	39	101	93	78	116	59	135	122	62	86	108	128	20	34
Strongly disagree	218	61	50	27	76	82	74	50	127	91	89	129	78	140	151	61	94	124	133	25	37

* Table Base: U.S RESPONDENTS

QS1Q2: How much do you support or oppose non-healthcare brands sharing information about COVID-19 vaccines (e.g., facts, how to get it, where to get it)?

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity	
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83	115
Support (Net)	767	215	112	96	322	232	258	173	438	329	263	504	216	551	524	217	363	404	473	89	135
Strongly support	328	91	46	43	140	87	115	81	190	139	117	211	98	230	240	79	166	162	192	51	56
Somewhat support	438	124	66	52	183	145	143	92	248	190	146	292	118	321	284	139	196	242	281	38	79
Oppose (Net)	333	96	62	46	118	121	105	80	192	141	126	207	111	222	234	89	149	184	206	42	49
Somewhat oppose	185	62	32	22	61	68	59	42	91	94	61	123	52	133	125	55	84	101	115	23	24
Strongly oppose	148	34	31	25	57	53	46	38	102	47	65	84	60	89	109	34	65	83	91	18	25

* Table Base: U.S RESPONDENTS

QS1Q3a: Within each of the following pairs, which do you trust more for information about the COVID-19 vaccine?

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity	
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83	115
News media (e.g., newspapers, nightly news)	780	218	124	109	308	255	258	177	421	359	255	524	211	569	544	207	347	433	484	96	133
Brands (e.g., Nike, Target, Apple)	320	93	50	33	133	98	105	76	210	111	134	187	117	204	214	100	165	155	195	35	51

* Table Base: U.S RESPONDENTS

QS1Q3b:

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity	
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83	115
Brands (e.g., Nike, Target, Apple)	634	158	100	86	274	171	208	160	364	270	189	445	165	469	473	148	321	313	415	70	89
Social media (e.g., Facebook, Twitter, TikTok) content from other users	466	153	74	56	167	183	155	93	267	199	200	266	163	303	285	159	191	275	263	61	95

* Table Base: U.S RESPONDENTS

QS1Q3c:

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity	
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83	115
Government agencies (e.g., Food & Drug Administration, Centers for Disease Control and Prevention)	874	239	126	121	361	265	300	207	476	398	289	585	241	633	609	241	396	478	540	110	143
Brands (e.g., Nike, Target, Apple)	226	72	48	22	80	88	63	46	155	71	100	126	87	139	149	66	115	111	138	20	41

* Table Base: U.S RESPONDENTS

QS1Q4: How much better or worse would your opinion of your favorite brand be if it shared information about how you could get vaccinated for COVID-19?

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity	
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83	115
Better opinion (Net)	465	118	61	66	210	144	126	116	274	190	152	312	121	343	317	128	227	237	284	49	79
Much better opinion	210	61	26	31	89	69	58	44	127	83	68	142	55	155	143	58	98	112	114	23	45
Somewhat better opinion	255	56	36	35	122	75	68	72	148	107	84	171	66	188	174	71	129	125	170	26	34
Neither better nor worse opinion	471	156	84	58	154	149	179	100	248	223	171	300	150	321	322	138	208	263	296	60	74
Worse opinion (Net)	164	37	29	18	76	60	58	37	108	56	66	98	56	108	119	41	77	88	98	22	31
Somewhat worse opinion	64	18	14	5	27	30	23	8	42	22	25	39	20	45	42	22	22	43	41	7	9
Much worse opinion	100	19	15	13	49	30	35	30	66	34	41	59	36	64	77	20	55	45	58	15	22

* Table Base: U.S RESPONDENTS

QS1Q5: You may have heard that, instead of relying on fact-based content, some brands are providing free rewards or fun incentives to those who get vaccinated for COVID-19 as a way to encourage vaccinations. For example, Krispy Kreme will give a free doughnut to those who get vaccinated, and e-commerce rewards app Drop will give users $50 in points when they show vaccination selfies. Assuming you had not been vaccinated yet, how effective do you think each of the following tactics would be in encouraging you to get vaccinated?

Brands using rewards, discounts, or other fun incentives

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83 *	115
At least somewhat effective (Net)	766	216	108	99	328	236	251	173	454	312	262	503	223	543	538	204	370	396	468	84	138
Very effective	336	107	51	50	120	103	108	75	217	119	122	215	105	231	226	100	163	173	198	29	63
Somewhat effective	429	109	57	50	209	133	143	98	236	193	141	289	118	311	312	103	206	223	270	55	63
Not very effective	117	28	21	12	46	35	37	35	59	58	43	74	28	89	88	27	59	58	82	9	11
Not at all effective	149	36	29	23	56	51	51	34	82	67	58	91	48	101	103	40	63	86	89	27	23
N/A - I do not plan to be vaccinated for COVID-19.	68	30	17	8	11	31	24	11	36	32	26	43	28	41	29	35	20	48	40	10	12

* Table Base: U.S. RESPONDENTS

Brands using fact-based content or messaging

	Total (A)	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
		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)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83 *	115
At least somewhat effective (Net)	784	218	110	109	328	235	254	186	461	323	266	518	225	559	547	211	381	403	487	81	132
Very effective	352	97	45	57	149	103	105	88	218	134	136	216	112	240	252	88	167	184	213	31	71
Somewhat effective	432	121	65	53	179	132	149	98	243	189	130	302	113	319	295	123	214	218	274	50	61
Not very effective	103	29	21	7	39	34	34	23	57	46	42	61	34	69	72	29	50	53	65	14	16
Not at all effective	145	29	29	20	62	52	52	32	82	63	55	91	40	106	108	32	62	84	85	23	27
N/A - I do not plan to be vaccinated for COVID-19.	67	34	14	5	12	33	23	11	30	38	27	41	29	39	31	34	19	48	42	12	9

* Table Base: U.S. RESPONDENTS

Branded Vaccine PSA

QS1Q1: How much do you agree or disagree with each of the following statements about brands (e.g., Nike, Target, Apple) and the COVID-19 vaccine?

Brands have an obligation to encourage people to get vaccinated for 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=1100	N=127	N=323	N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324	N=268	N=320	N=60 *
Agree (Net)	60%	64%	56%	62%	62%	57%
Strongly agree	26%	30% c	21%	26%	30% C	22%
Somewhat agree	34%	34%	35%	36%	32%	35%
Disagree (Net)	40%	36%	44%	38%	38%	43%
Somewhat disagree	17%	18%	19%	13%	16%	32% AcDE
Strongly disagree	22%	18%	25% f	25% f	21%	11%

* Table Base: U.S. RESPONDENTS

Brands have an obligation to put out messaging or content that disproves myths or misinformation about the 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=1100	N=127	N=323	N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=323	N=268	N=320	N=60 *
Agree (Net)	62%	64%	62%	61%	64%	56%
Strongly agree	27%	29%	25%	22%	33% acDf	19%
Somewhat agree	35%	35%	37%	39%	31%	37%
Disagree (Net)	38%	36%	38%	39%	36%	44%
Somewhat disagree	19%	25%	17%	19%	18%	29% c
Strongly disagree	19%	11%	22% b	20% b	18%	15%

* Table Base: U.S. RESPONDENTS

Brands would be able to encourage more people to get vaccinated for COVID-19 if they provided rewards or discounts to those who get vaccinated.

	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=1100	N=127	N=323	N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324	N=268	N=320	N=60 *
Agree (Net)	70%	69%	67%	69%	73%	65%
Strongly agree	29%	28%	30%	26%	31%	26%
Somewhat agree	41%	40%	38%	44%	43%	39%
Disagree (Net)	30%	31%	33%	31%	27%	35%
Somewhat disagree	15%	22% aCD	12%	12%	16%	20%
Strongly disagree	16%	9%	20% BE	18% bE	11%	15%

* Table Base: U.S. RESPONDENTS

I would be more likely to buy from a brand that provides discounts, rewards, or other fun incentives to those vaccinated for 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=1100	N=127	N=323	N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324	N=268	N=320	N=60 *
Agree (Net)	63%	60%	61%	61%	68% f	53%
Strongly agree	30%	25%	31%	29%	33%	20%
Somewhat agree	33%	35%	30%	32%	35%	32%
Disagree (Net)	37%	40%	39%	39%	32%	47% e
Somewhat disagree	18%	24% c	13%	16%	17%	34% ACDE
Strongly disagree	20% e	16%	25% aEf	23% E	15%	13%

* Table Base: U.S. RESPONDENTS

QS1Q2: How much do you support or oppose non-healthcare brands sharing information about COVID-19 vaccines (e.g., facts, how to get it, where to get it)?

	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=1100	N=127	N=323	N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324	N=268	N=320	N=60 *
Support (Net)	70%	67%	66%	69%	75% C	73%
Strongly support	30%	27%	26%	32%	35% C	23%
Somewhat support	40%	40%	40%	37%	40%	50%
Oppose (Net)	30%	33%	34% E	31%	25%	27%
Somewhat oppose	17%	20%	17%	15%	16%	21%
Strongly oppose	13%	13% e	17% Ef	17% Ef	9%	6%

* Table Base: U.S. RESPONDENTS

QS1Q3a: Within each of the following pairs, which do you trust more for information about the 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=1100	N=127	N=323	N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324	N=268	N=320	N=60 *
News media (e.g., newspapers, nightly news)	71%	73%	66%	68%	77% aCD	73%
Brands (e.g., Nike, Target, Apple)	29% e	27%	34% E	32% E	23%	27%

* Table Base: U.S. RESPONDENTS

QS1Q3b:

	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=1100	N=127	N=323	N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324	N=268	N=320	N=60 *
Brands (e.g., Nike, Target, Apple)	58% BC	37%	44%	63% BC	73% ABCD	67% BC
Social media (e.g., Facebook, Twitter, TikTok) content from other users	42% E	63% ADEF	56% ADEF	37% E	27%	33%

* Table Base: U.S. RESPONDENTS

QS1Q3c:

	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=1100	N=127	N=323	N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324	N=268	N=320	N=60 *
Government agencies (e.g., Food & Drug Administrati	79% c	78%	73%	80%	84% C	91% abCd
Brands (e.g., Nike, Target, Apple)	21% f	22% f	27% aEF	20% f	16%	9%

* Table Base: U.S. RESPONDENTS

QS1Q4: How much better or worse would your opinion of your favorite brand be if it shared information about how you could get vaccinated for 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=1100	N=127	N=323	N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324	N=268	N=320	N=60 *
Better opinion (Net)	42%	43%	38%	39%	49% Cd	43%
Much better opinion	19%	22%	19%	18%	21%	10%
Somewhat better opinion	23%	21%	19%	22%	27% c	33% c
Neither better nor worse opinion	43%	42%	42%	43%	42%	50%
Worse opinion (Net)	15% E	15% E	20% Ef	18% E	9%	7%
Somewhat worse opinion	6%	10% e	6%	5%	4%	7%
Much worse opinion	9% ef	5%	13% aBEF	13% bEF	5%	1%

* Table Base: U.S. RESPONDENTS

QS1Q5: You may have heard that, instead of relying on fact-based content, some brands are providing free rewards or fun incentives to those who get vaccinated for COVID-19 as a way to encourage vaccinations. For example, Krispy Kreme will give a free doughnut to those who get vaccinated, and e-commerce rewards app Drop will give users $50 in points when they show vaccination selfies. Assuming you had not been vaccinated yet, how effective do you think each of the following tactics would be in encouraging you to get vaccinated?

Brands using rewards, discounts, or other fun incentives

	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=1100		N=127	N=323		N=267		N=316		N=66	*
Total (Unweighted)	N=1100		N=128	N=324		N=268		N=320		N=60	*
At least somewhat effective (Net)	70%		70%	69%		68%		71%		72%	*
Very effective	31%	F	28%	34%	F	31%	F	30%	f	16%	
Somewhat effective	39%	C	42%	35%		37%	C	41%	C	56%	ACDe
Not very effective	11%	C	13% c	6%		12%	C	13%	C	15%	C
Not at all effective	14%		8%	17%	b	12%		14%		9%	
N/A - I do not plan to be vaccinated for COVID-19.	6%		9% E	8%	E	7%	E	3%		4%	

* Table Base: U.S. RESPONDENTS

Brands using fact-based content or messaging

	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=1100		N=127	N=323		N=267		N=316		N=66	*
Total (Unweighted)	N=1100		N=128	N=324		N=268		N=320		N=60	*
At least somewhat effective (Net)	71%	c	68%	64%		74%	C	77%	C	76%	
Very effective	32%		35%	32%		31%		33%		26%	
Somewhat effective	39%	c	33%	32%		43%	C	43%	C	50%	bC
Not very effective	9%		9%	11%		8%		9%		11%	
Not at all effective	13%		14%	17%		12%		12%		9%	
N/A - I do not plan to be vaccinated for COVID-19.	6%	e	9% E	8%	E	6%		3%		4%	

* Table Base: U.S. RESPONDENTS

Branded Vaccine PSA

QS1Q1: How much do you agree or disagree with each of the following statements about brands (e.g., Nike, Target, Apple) and the COVID-19 vaccine?

Brands have an obligation to encourage people to get vaccinated for 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	1,100	127	323	267	316	66 *
Total (Unweighted)	1,100	128	324	268	320	60 *
Agree (Net)	662	81	181	164	198	38
Strongly agree	284	39	67	69	95	15
Somewhat agree	378	43	115	95	103	23
Disagree (Net)	438	46	142	102	119	29
Somewhat disagree	192	23	61	36	52	21
Strongly disagree	245	22	82	67	67	7

* Table Base: U.S. RESPONDENTS

Brands have an obligation to put out messaging or content that disproves myths or misinformation about the 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	1,100	127	323	267	316	66 *
Total (Unweighted)	1,100	128	324	268	320	60 *
Agree (Net)	683	81	199	162	204	37
Strongly agree	293	37	80	58	105	12
Somewhat agree	390	44	119	104	99	25
Disagree (Net)	417	46	124	105	113	29
Somewhat disagree	213	32	54	52	56	19
Strongly disagree	204	14	70	53	57	10

* Table Base: U.S. RESPONDENTS

Brands would be able to encourage more people to get vaccinated for COVID-19 if they provided rewards or discounts to those who get vaccinated.

	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	1,100	127	323	267	316	66 *
Total (Unweighted)	1,100	128	324	268	320	60 *
Agree (Net)	765	87	218	185	232	43
Strongly agree	315	36	96	69	97	17
Somewhat agree	450	51	122	116	135	26
Disagree (Net)	335	40	105	82	84	24
Somewhat disagree	163	28	39	33	49	14
Strongly disagree	172	11	66	49	35	10

* Table Base: U.S. RESPONDENTS

I would be more likely to buy from a brand that provides discounts, rewards, or other fun incentives to those vaccinated for 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	1,100	127	323	267	316	66 *
Total (Unweighted)	1,100	128	324	268	320	60 *
Agree (Net)	688	76	198	163	216	35
Strongly agree	329	32	101	77	105	13
Somewhat agree	359	44	97	86	111	21
Disagree (Net)	412	51	125	104	100	32
Somewhat disagree	194	30	43	44	54	23
Strongly disagree	218	21	82	60	46	9

* Table Base: U.S. RESPONDENTS

QS1Q2: How much do you support or oppose non-healthcare brands sharing information about COVID-19 vaccines (e.g., facts, how to get it, where to get it)?

	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	1,100	127	323	267	316	66 *
Total (Unweighted)	1,100	128	324	268	320	60 *
Support (Net)	767	85	213	183	237	49
Strongly support	328	34	83	85	112	15
Somewhat support	438	51	130	98	125	34
Oppose (Net)	333	42	110	84	79	18
Somewhat oppose	185	26	55	39	51	14
Strongly oppose	148	16	56	45	28	4

* Table Base: U.S. RESPONDENTS

QS1Q3a: Within each of the following pairs, which do you trust more for information about the 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	1,100	127	323	267	316	66 *
Total (Unweighted)	1,100	128	324	268	320	60 *
News media (e.g., newspapers, nightly news)	780	92	214	180	244	49
Brands (e.g., Nike, Target, Apple)	320	34	109	86	73	18

* Table Base: U.S. RESPONDENTS

QS1Q3b:

	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	1,100	127	323	267	316	66 *
Total (Unweighted)	1,100	128	324	268	320	60 *
Brands (e.g., Nike, Target, Apple)	634	47	143	167	232	44
Social media (e.g., Facebook, Twitter, TikTok) content	466	80	180	100	84	22

* Table Base: U.S. RESPONDENTS

QS1Q3c:

	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	1,100	127	323	267	316	66 *
Total (Unweighted)	1,100	128	324	268	320	60 *
Government agencies (e.g., Food & Drug Administrati	874	99	237	213	264	61
Brands (e.g., Nike, Target, Apple)	226	27	86	54	52	6

* Table Base: U.S. RESPONDENTS

QS1Q4: How much better or worse would your opinion of your favorite brand be if it shared information about how you could get vaccinated for 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	1,100	127	323	267	316	66 *
Total (Unweighted)	1,100	128	324	268	320	60 *
Better opinion (Net)	465	55	123	105	154	28
Much better opinion	210	28	60	47	67	7
Somewhat better opinion	255	26	63	58	87	22
Neither better nor worse opinion	471	53	137	115	133	33
Worse opinion (Net)	164	19	64	47	29	5
Somewhat worse opinion	64	13	20	13	14	4
Much worse opinion	100	6	43	35	15	1

* Table Base: U.S. RESPONDENTS

QS1Q5: You may have heard that, instead of relying on fact-based content, some brands are providing free rewards or fun incentives to those who get vaccinated for COVID-19 as a way to encourage vaccinations. For example, Krispy Kreme will give a free doughnut to those who get vaccinated, and e-commerce rewards app Drop will give users $50 in points when they show vaccination selfies. Assuming you had not been vaccinated yet, how effective do you think each of the following tactics would be in encouraging you to get vaccinated?

Brands using rewards, discounts, or other fun incentives

	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	1,100	127	323	267	316	66 *

	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 (Unweighted)	1,100	128	324	268	320	60	*
At least somewhat effective (Net)	766	89	223	182	224	48	
Very effective	336	36	110	84	95	10	
Somewhat effective	429	53	113	98	128	37	
Not very effective	117	16	19	32	40	10	
Not at all effective	149	11	56	33	44	6	
N/A - I do not plan to be vaccinated for COVID-19.	68	11	26	20	8	3	

* Table Base: U.S. RESPONDENTS

Brands using fact-based content or messaging

	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	1,100	127	323	267	316	66	*
Total (Unweighted)	1,100	128	324	268	320	60	*
At least somewhat effective (Net)	784	86	208	197	242	50	
Very effective	352	45	103	82	105	17	
Somewhat effective	432	42	104	115	138	33	
Not very effective	103	12	35	21	27	8	
Not at all effective	145	17	54	31	37	6	
N/A - I do not plan to be vaccinated for COVID-19.	67	11	27	17	10	3	

* Table Base: U.S. RESPONDENTS