

## Vaccine Reluctance Is Diminishing but Still High in a Few Industries

Americans are becoming more receptive to getting COVID-19 vaccines, but pockets of reluctance remain, including in industries in which personal contact is essential to doing business.

Gauging vaccine sentiment is part of the ongoing *COVID-19 Survey of Consumers* conducted by the Philadelphia Fed’s Consumer Finance Institute. The eighth survey was in the field on April 5–23, 2021, with about 3,500 respondents.

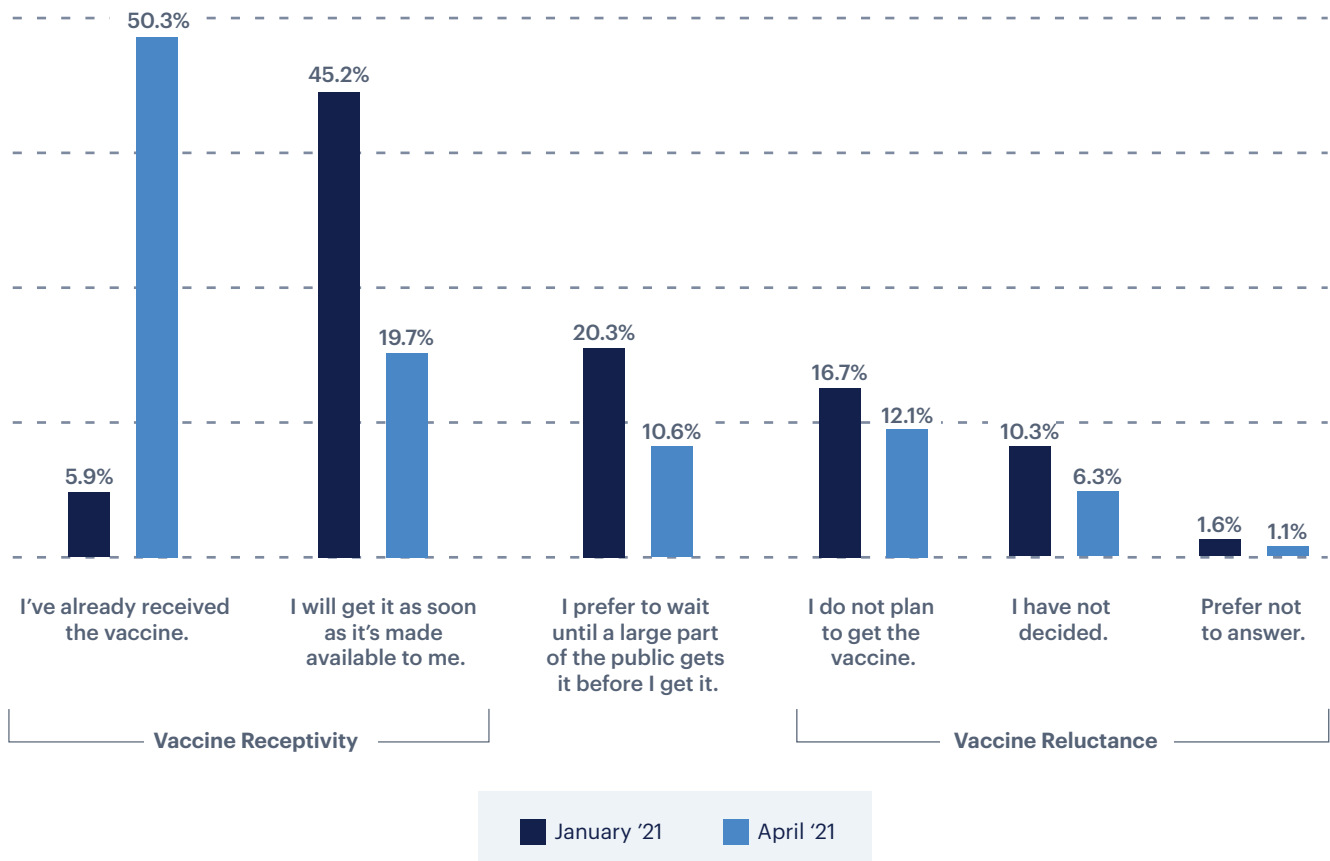
In the latest survey, slightly over half (50.3 percent) of respondents said they had already received the vaccine with another 19.7 percent indicating they would get it as soon as it was available to them (**Figure 1**). Those combined results of 70 percent are up from the seventh survey, done on January 4–15, 2021, which showed that 51.1 percent of consumers had already been or intended to get vaccinated.

Our survey also showed the share of those preferring to wait dropped by half (from 20.3 percent in January to 10.6 percent in April), and those who expressed reluctance or refusal (or did not answer) dropped from a combined 28.6 percent in January to 19.5 percent in April.<sup>1</sup>

Despite the progress, however, pockets of reluctance or indecision remain. Although vaccine acceptance improved across all demographic groups, our survey found high rates of negative responses among lower-earning respondents (32.9 percent of those earning less than \$40,000 gave negative responses in the most recent survey) and Black respondents (29.2 percent).

<sup>1</sup> The results of our survey are consistent with data reported from other surveys: Pew Research Center, “Growing Share of Americans Say They Plan to Get a COVID-19 Vaccine — or Already Have,” March 5, 2021, <https://www.pewresearch.org/science/2021/03/05/growing-share-of-americans-say-they-plan-to-get-a-covid-19-vaccine-or-already-have/>.

**Figure 1 – What Are Your Plans for Receiving the COVID-19 Vaccine?**



Our COVID-19 survey also looked at sentiment across various industries based on the employment information that the respondents provided. The results show that the highest receptivity to vaccines (those already vaccinated or intend to get vaccinated) was among workers in the military, law enforcement, and fire departments; finance and insurance; and government (**Figure 2**).

The highest negative replies came from workers in retail sales (33.1 percent) and in the leisure, hospitality, arts, and entertainment sector (26.8 percent). The higher reluctance among these workers is concerning because these industries were hardest hit by government shutdowns in 2020, and they are industries that — for the most part — depend on

face-to-face contact to conduct business. It may be helpful to investigate the reasons behind this reluctance to design policies that protect employees and customers and that will be readily adopted by them.

The Federal Reserve is closely monitoring vaccination activity. As noted in the Federal Open Market Committee statement of April 28, 2021: “The path of the economy will depend significantly on the course of the virus, including progress on vaccinations.” The improving results on vaccine acceptance as shown in our latest survey indicates real progress toward getting more Americans vaccinated and, as a result, helping to reopen our communities and local economies.

**Figure 2 – Vaccine Plans for Those Currently Working**

Vaccine Plans for Those Currently Working	Vaccine Receptivity	Vaccine Reluctance
Retail Sales	53.3%	33.1%
Leisure, Hospitality, Arts, Entertainment	62.0%	26.8%
Real Estate	56.3%	22.4%
Construction	67.6%	19.1%
Government	76.1%	16.7%
Trade, Transportation, Utilities, Labor	69.0%	16.2%
Health Services	73.4%	15.9%
Military, Law Enforcement, Fire Dept	84.8%	15.2%
Manufacturing	72.2%	14.8%
Education	75.0%	13.7%
Professional, Business Services, Information Technology	74.8%	11.7%
Finance, Insurance	78.3%	11.6%