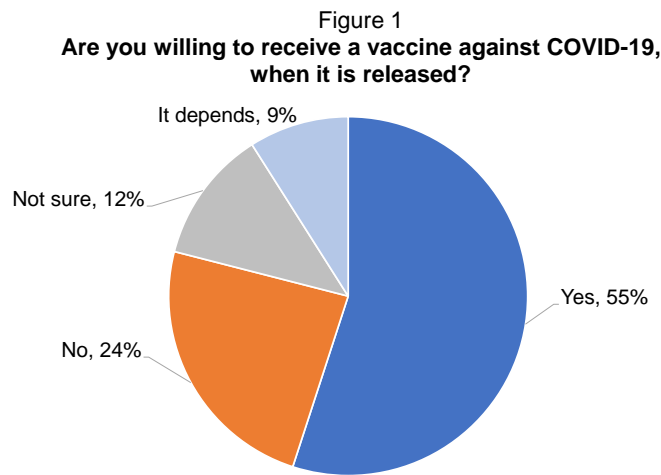


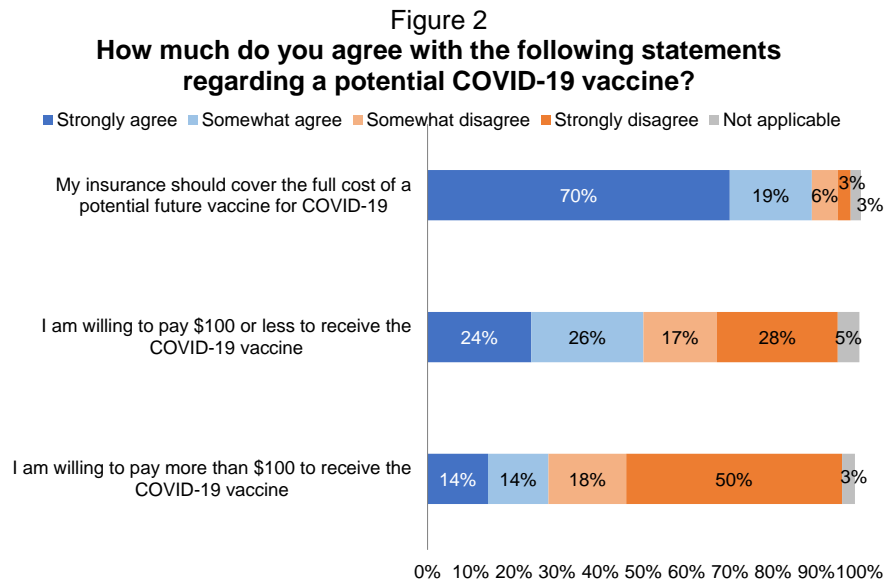
## Only 55 Percent of Adult Population Willing to Receive COVID-19 Vaccine

The Employee Benefit Research Institute (EBRI) and Greenwald Research [Consumer Engagement in Health Care Survey](#) found that only 55 percent of adults with private health insurance reported being willing to receive a vaccine against COVID-19 when it is released (Figure 1). One-quarter said they are not willing to receive the vaccine, 9 percent reported that “It depends,” and 12 percent were not sure.



Source: EBRI/Greenwald Research Consumer Engagement in Health Care Survey, 2020.

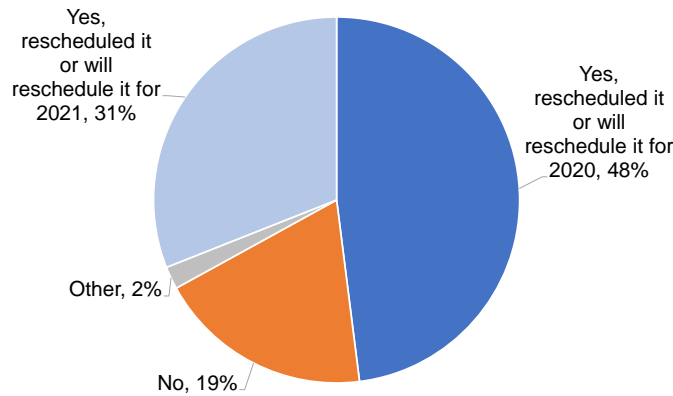
Most (89 percent) respondents thought that their insurance should cover the full cost of the vaccine (Figure 2). However, one-half were willing to pay \$100 or less to receive the vaccine, and 28 percent were willing to pay more than \$100.



Source: EBRI/Greenwald Research Consumer Engagement in Health Care Survey, 2020.

The survey also found that use of health care services dropped considerably because of the pandemic, with 1 in 5 reporting that they or a family member delayed medical care as a result of COVID-19. Many individuals did expect delayed health care to be rescheduled in 2020 or 2021. Nearly one-half (48 percent) reported that care has been or will be rescheduled for 2020, and 31 percent reported that care has been or will be rescheduled for 2021 (Figure 3). However, 19 percent reported that they will not reschedule the procedure, raising questions about whether that care was necessary or whether such lack of care might be harmful to individuals.

Figure 3  
**Will you/have you rescheduled the medical procedure?**  
*Among those who delayed a medical procedure because of COVID-19*



Source: EBRI/Greenwald Research Consumer Engagement in Health Care Survey, 2020.

These findings may be due to the timing of the survey. In late July to early September 2020, COVID cases had just peaked and were in decline. With the surge in COVID cases in recent weeks combined with the announcement from Pfizer that its vaccine was 90 percent effective, public opinion toward a vaccine may have changed since the summer.

More information about the EBRI/Greenwald Research *Consumer Engagement in Health Care Survey* can be found [online](#).

The 2020 Consumer Engagement in Health Care Survey is an online survey of 2,411 Americans ages 21–64 with private health insurance coverage. It was fielded in August and September of 2020. The survey is made possible with funding support from the following organizations: Blue Cross Blue Shield Association, Conduent HR, HealthEquity, National Rural Electric Cooperative Association, Prudential Financial, Segal, TIAA, UMB Financial, and Voya Financial.

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