FOREFRONT MARKET RESEARCH

Sample size 1961, ages 18-34, representative of age for gender and region

Fieldwork date - 21st Feb - 25th Feb 2021

For more information contact - michael.hantman@forefrontmr.com

Question One

If you were offered a Covid-19 vaccine, would you take it?

Base: All respondents

		Gender			Age		Home ownership						SEG						Region											
	Total	Male	Female	Another way	18-22	23-34	Private rented	Council or HA rented	Owned mortgage	Owned outright	Owned through scheme	Other	AB	C1	C2	DE	ABC1	C2DE	East midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Significance Level: 95%		a	b	*c	a	b	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k	l
Base	1961	932	1020	9	688	1273	554	374	678	250	42	63	414	504	367	612	918	979	164	133	277	112	220	60	160	280	160	92	175	128
Yes	1476	710	760	6	499	977	398	249	553	204	27	45	337	415	271	409	752	680	126	105	193	84	165	39	123	225	127	66	130	93
	75%	76%	75%	67%	73%	77%	72%	67%	82%	82%	64%	71%	81%	82%	74%	67%	82%	69%	77%	79%	70%	75%	75%	65%	77%	80%	79%	72%	74%	73%
						a			abe	abe			cdf	cdf	d		cdf			cf						cf	cf			
No	485	222	260	3	189	296	156	125	125	46	15	18	77	89	96	203	166	299	38	28	84	28	55	21	37	55	33	26	45	35
	25%	24%	25%	33%	27%	23%	28%	33%	18%	18%	36%	29%	19%	18%	26%	33%	18%	31%	23%	21%	30%	25%	25%	35%	23%	20%	21%	28%	26%	27%
					b		cd	cd			cd				abe	abce		abe			bhi			bhi						

Question Two

If a vaccination were required to attend large music events and festivals, would you be:

Base: All respondents

		Gender			Age		Home ownership						SEG						Region											
	Total	Male	Female	Another way	18-22	23-34	Private rented	Council or HA rented	Owned mortgage	Owned outright	Owned through scheme	Other	AB	C1	C2	DE	ABC1	C2DE	East midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Significance Level: 95%		a	b	*c	a	b	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k	l
Base	1961	932	1020	9	688	1273	554	374	678	250	42	63	414	504	367	612	918	979	164	133	277	112	220	60	160	280	160	92	175	128
More likely to take the vaccine	1526	722	796	8	535	991	411	268	574	204	24	45	328	414	291	450	742	741	134	108	203	88	161	40	134	225	124	70	141	98
	78%	77%	78%	89%	78%	78%	74%	72%	85%	82%	57%	71%	79%	82%	79%	74%	81%	76%	82%	81%	73%	79%	73%	67%	84%	80%	78%	76%	81%	77%
							e		abef	abe			d	df	d		df		cf	f					cef	cf			f	
Less likely to take the vaccine	435	210	224	1	153	282	143	106	104	46	18	18	86	90	76	162	176	238	30	25	74	24	59	20	26	55	36	22	34	30
	22%	23%	22%	11%	22%	22%	26%	28%	15%	18%	43%	29%	21%	18%	21%	26%	19%	24%	18%	19%	27%	21%	27%	33%	16%	20%	23%	24%	19%	23%
							cd	cd			acd	c				abce		be			agh		g	abghk						

Question Two

If a vaccination were required to attend large music events and festivals, would you be:

Base: All answering No at Q1

		Gender			Age		Home ownership						SEG						Region											
	Total	Male	Female	Another way	18-22	23-34	Private rented	Council or HA rented	Owned mortgage	Owned outright	Owned through scheme	Other	AB	C1	C2	DE	ABC1	C2DE	East midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Significance Level: 95%		a	b	*c	a	b	a	b	c	d	*e	*f	a	b	c	d	e	f	a	*b	c	*d	e	*f	g	h	i	*j	k	l
Base	485	222	260	3	189	296	156	125	125	46	15	18	77	89	96	203	166	299	38	28	84	28	55	21	37	55	33	26	45	35
More likely to take the vaccine	183	77	104	2	83	100	55	43	58	17	4	6	27	34	39	77	61	116	13	9	31	8	21	8	17	24	9	9	22	12
	38%	35%	40%	67%	44%	34%	35%	34%	46%	37%	27%	33%	35%	38%	41%	38%	37%	39%	34%	32%	37%	29%	38%	38%	46%	44%	27%	35%	49%	34%
					b																									
Less likely to take the vaccine	302	145	156	1	106	196	101	82	67	29	11	12	50	55	57	126	105	183	25	19	53	20	34	13	20	31	24	17	23	23
	62%	65%	60%	33%	56%	66%	65%	66%	54%	63%	73%	67%	65%	62%	59%	62%	63%	61%	66%	68%	63%	71%	62%	62%	54%	56%	73%	65%	51%	66%
						a																								

Question Three

Would you still want to attend a large music event or festival if it required you to be vaccinated first?

Base: All respondents

		Gender			Age		Home ownership						SEG						Region											
	Total	Male	Female	Another way	18-22	23-34	Private rented	Council or HA rented	Owned mortgage	Owned outright	Owned through scheme	Other	AB	C1	C2	DE	ABC1	C2DE	East midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Significance Level: 95%		a	b	*c	a	b	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k	l
Base	1961	932	1020	9	688	1273	554	374	678	250	42	63	414	504	367	612	918	979	164	133	277	112	220	60	160	280	160	92	175	128
Yes	1459	705	747	7	523	936	394	263	522	210	28	42	321	396	269	431	717	700	130	104	194	82	152	46	120	211	120	72	131	97
	74%	76%	73%	78%	76%	74%	71%	70%	77%	84%	67%	67%	78%	79%	73%	70%	78%	72%	79%	78%	70%	73%	69%	77%	75%	75%	75%	78%	75%	76%
									ab	abcef			df	df			df		ce											
No	502	227	273	2	165	337	160	111	156	40	14	21	93	108	98	181	201	279	34	29	83	30	68	14	40	69	40	20	44	31
	26%	24%	27%	22%	24%	26%	29%	30%	23%	16%	33%	33%	22%	21%	27%	30%	22%	28%	21%	22%	30%	27%	31%	23%	25%	25%	25%	22%	25%	24%