

# Spotlight on Health: Vaccine Benefits, Risks, and Conversations: Public Perceptions of Vaccines Today

## February 2026 AmeriSpeak® Omnibus Survey

Funded and conducted by NORC at the University of Chicago

Interviews: February 5-8, 2026

1,092 adults

Margin of sampling error:  $\pm 4.1$  percentage points at the 95% confidence level among all adults NOTE: All results show percentages among all respondents, unless otherwise labeled.

Half sample asked PH2 before PH1

**PH1. When you think about vaccines in general, how much risk do you believe they pose to your health and the health of your family?**

**[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

	NORC 2/5-8/2026
A great deal	8
Quite a bit	9
A moderate amount	16
Only a little	35
None at all	20
Not sure	11
SKIPPED ON WEB/REFUSED	1
N=	1,092

**PH2. When you think about vaccines in general, how much benefit do you believe they offer to your health and the health of your family?**

**[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

	NORC 2/5-8/2026
A great deal	41
Quite a bit	17
A moderate amount	18
Only a little	9
None at all	6
Not sure	9
SKIPPED ON WEB/REFUSED	*
N=	1,092

**PH3. In your experience, how well do health care providers communicate, that is, explain information clearly and answer any questions you might have, about each of the following?**

**[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

NORC 2/5-8/2026	Very well	Somewhat well	Somewhat poorly	Very poorly	Not sure	SKP/ RF
The benefits of vaccines	36	37	12	5	10	1
Common side effects from vaccines including a sore arm, mild fever, or tiredness	36	36	12	5	10	1
Possible health risks related to vaccination	25	31	19	13	11	1

*N = 1,092*

**PH4. How accurate do you believe the information from health care providers is related to each of the following?**

**[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

NORC 2/5-8/2026	Extremely accurate	Very accurate	Somewhat accurate	Not too accurate	Not at all accurate	Not sure	SKP/ REF
The benefits of vaccines	20	29	31	7	3	9	2
Common side effects from vaccines including a sore arm, mild fever, or tiredness	19	29	32	7	3	8	2
Possible health risks related to vaccination	15	23	33	11	6	11	2

*N = 1,092*

**PH5. Have you, or has anyone in your immediate family, experienced health problems related to vaccination?**

	NORC 2/5-8/2026
Yes	15
No	69
Not sure	16
SKIPPED ON WEB/REFUSED	1

N= 1,092

*If yes in PH5*

**PH5A. Please briefly describe the health problems related to vaccination that you or your immediate family member experienced.**

*[Open-ended responses not reported.]*

*If yes in PH5*

**PH5B. In your experience with your own or your immediate family's health problems related to vaccination, how well did health care providers do with each of the following?**

**[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

NORC 2/5-8/2026	Very well	Somewhat well	Somewhat poorly	Very poorly	Not sure	SKP/REF
Accurately identify and diagnose the health problems	29	20	21	14	16	-
Effectively treat the health problems	27	23	19	13	18	-
Take your symptoms and concerns seriously	30	26	18	11	14	*
Treat you and your experience respectfully	32	26	21	6	15	-

N = 161

**AGE**

	NORC 2/5-8/2026
18–29	20
30–44	26
45–59	23
60+	31
<i>N</i> =	1,092

**SEX**

	NORC 2/5-8/2026
Male	49
Female	51
<i>N</i> =	1,092

**RACE/ETHNICITY**

	NORC 2/5-8/2026
White, non-Hispanic	60
Black, non-Hispanic	12
Hispanic	18
Other non-Hispanic	10
<i>N</i> =	1,092

**EDUCATION**

	NORC 2/5-8/2026
Less than high school	9
High school graduate or equivalent	28
Some college/associate's degree	26
Bachelor's degree	23
Post-graduate/professional degree	14
<i>N</i> =	1,092

**HOUSEHOLD INCOME**

	NORC 2/5-8/2026
Less than \$30,000	23
\$30,000 to under \$60,000	23
\$60,000 to under \$100,000	23
\$100,000 or more	31
N=	1,092

**Study Methodology**

This survey was funded and conducted by NORC. The data were collected using the AmeriSpeak® Omnibus, a bi-monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box-only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews were conducted in English, online and by phone, between February 5 through February 8, 2026, with adults ages 18 and older. Respondents were offered a small monetary incentive for completing the survey. Panel members were randomly drawn from AmeriSpeak, and 1,092 adults completed the survey, including 1,021 online and 71 by phone. Panel members were invited by email or by phone from a NORC telephone interviewer.

Quality assurance checks were conducted to ensure data quality. In total, 100 interviews were removed for nonresponse to at least 50 percent of the questions asked of them, or for completing the survey in less than one-third the median interview time for the full sample. These interviews were excluded from the data file prior to weighting.

The margin of sampling error is  $\pm 4.1$  percentage points at the 95 percent confidence level. Sampling error is only one of many potential sources of error, and there may be other unmeasured error in this or any other survey.

Once the sample was selected and fielded, and all the study data were collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under- and oversampling resulting from the study-specific sample design.

Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2025 Current Population Survey. The weighted data reflect the U.S. population of adults ages 18 and over.

Additional information on the AmeriSpeak Panel methodology is available at: <https://amerispeak.norc.org/about-amerispeak/panel-design.html>.

For additional information, please contact [info@norc.org](mailto:info@norc.org).

## About the NORC Spotlight on Health

NORC at the University of Chicago's Spotlight on Health is a series of quick-hitting national surveys on issues vital to health and well-being, conducted using AmeriSpeak's probability-based panels.

## About NORC at the University of Chicago

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.

## NORC's Vaccine Expertise

NORC at the University of Chicago has extensive experience studying public attitudes toward vaccines, evaluating immunization communication strategies, and conducting research to inform effective vaccine programs and policies. Our work includes evaluating federal immunization initiatives, monitoring national vaccine uptake, and exploring innovative approaches to improve communication and reduce hesitancy across diverse populations. NORC's research supports policymakers, public health officials, and healthcare providers in designing evidence-based strategies that promote informed decision-making and equitable access to vaccination.