

# The COVID-19 Vaccine is Changing our Behavior

Feeling Safe is our primary concern.

Those who are getting vaccinated feel the vaccine makes them feel safe.

Those who are not interested in getting vaccinated at this time feel the vaccine itself isn't safe. No matter what their stance the vaccine is dramatically affecting attitudes and behaviors.

## GOODBYE SOCIAL ANXIETY!

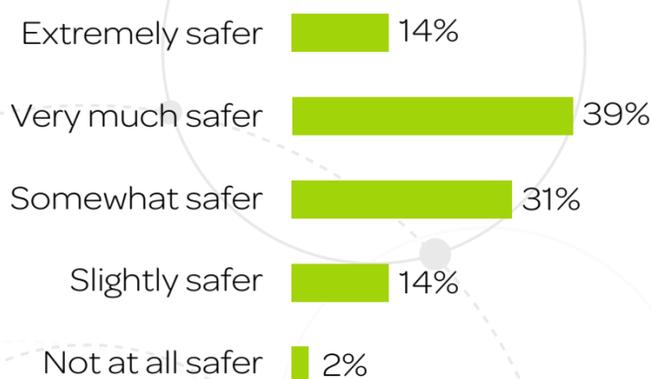
Moving from anxiety to relief: getting vaccinated has a tremendous psychological impact.

*"I felt tremendous relief. I can now make necessary forays into public areas without having a high level of anxiety."*

*"Felt more secure and safe because I teach young children."*

*"It makes me feel a lot more optimistic and safer, not just physically but mentally too."*

How much safer do you feel after getting vaccinated?



## ACTIVITY INCREASE POST-VACCINE



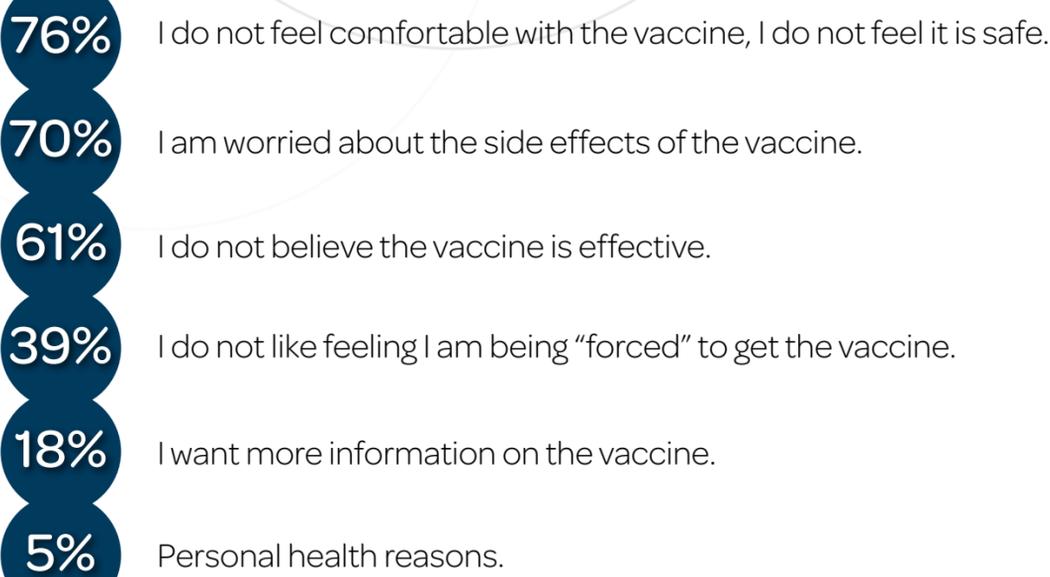
*"I do not feel as anxious as I did considering a lot of my friends and family are vaccinated. I am able to have small gatherings which I didn't feel comfortable doing before."*

Non-vaccinators rely on habits established at the beginning of the pandemic:

*"Social distancing, sanitizing surfaces and hands, and avoiding crowded places."*



## NON-VACCINATORS



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Data from a survey of 322 people in the United States addressing why they've decided to receive the vaccine or not and how their behaviors are affected by this. This study was conducted with InsightsNow's research communities of Primary Category Shopper Advisors and Clean Label Enthusiasts® to provide behavioral insights to motivators for receiving or not receiving the COVID-19 vaccine.