

의약품, 백신 관련 인식

WIN Worldviews Survey

의약품 유형별 느낌: 유전적 특성 맞춤형, DNA 상호작용형, 세포 구성 요소 상호작용형 |
백신 유형별 접종 의향: mRNA 백신, 전통적 백신

세계 조사 개요

2024년 12월~2025년 2월 38개국 성인 33,913명 전화/온라인/면접조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2025년 1월 16~24일
- 표본추출: [사회연구패널*](#)에서 성·연령·지역별 층화 추출
(한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널)
- 응답방식: 모바일조사(조사대상자에게 문자메시지 발송, 자기기입식 웹조사)
- 조사대상: 전국 만 19~79세 1,085명
- 표본오차: $\pm 3.0\%$ 포인트(95% 신뢰수준)
- 문자 발송 대비 응답 완료율: 36.5%(총 2,973명 중 1,085명)
- 의뢰처: 한국갤럽-WIN 자체 조사

갤럽리포트 → [G20250428](#)

응답자 특성표

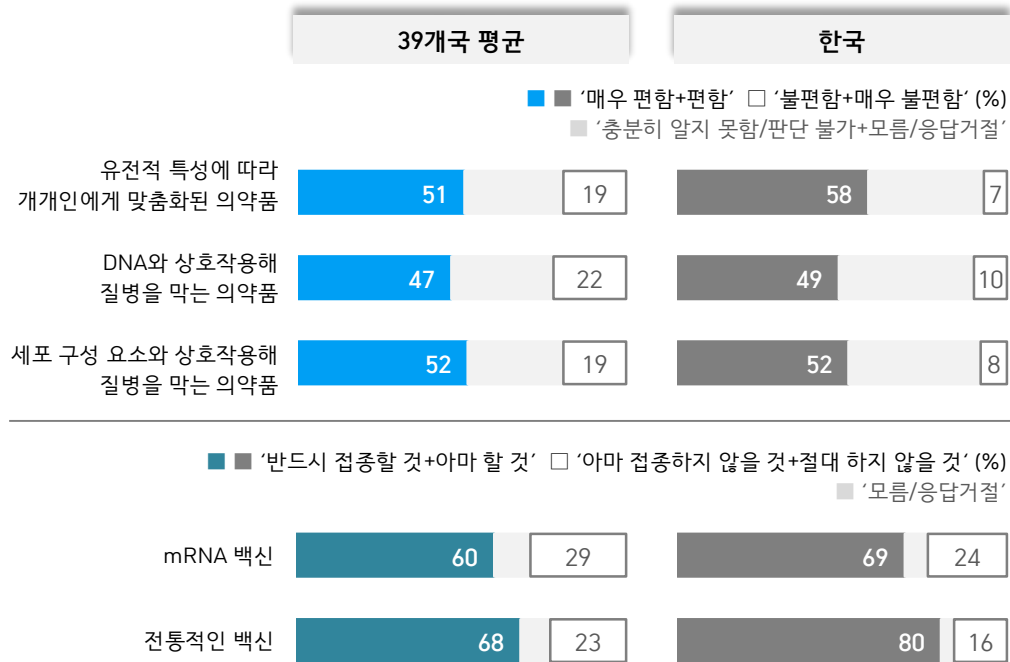
한국 응답자 특성표 2025년 1월 16~24일 사회연구패널 조사	조사완료		가중값 적용		가중값 배율 (B/A)	표본오차 95% 신뢰수준
	사례수 (명)(A)	비율	사례수 (명)(B)	비율		
전체	1,085	100%	1,085	100%	1.00	±3.0%P
성별 남성	587	54%	547	50%	0.93	±4.0%P
여성	498	46%	538	50%	1.08	±4.4%P
연령별 19~29세	96	9%	177	16%	1.84	±10.0%P
30대	193	18%	172	16%	0.89	±7.1%P
40대	222	20%	200	18%	0.90	±6.6%P
50대	213	20%	225	21%	1.06	±6.7%P
60~79세	361	33%	311	29%	0.86	±5.2%P
지역별 서울	265	24%	204	19%	0.77	±6.0%P
인천/경기	328	30%	354	33%	1.08	±5.4%P
대전/세종/충청	123	11%	116	11%	0.94	±8.8%P
광주/전라	78	7%	102	9%	1.31	±11.1%P
대구/경북	102	9%	103	9%	1.01	±9.7%P
부산/울산/경남	150	14%	161	15%	1.07	±8.0%P
강원/제주	39	4%	46	4%	1.17	±15.7%P

- 사회연구패널: 한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널
- 패널 참여 성향 가중 x 인구 비례 가중 적용(2024년 12월 행정안전부 주민등록인구 기준)
- 표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

한국 응답자 특성표 2025년 1월 16~24일 사회연구패널 조사	조사완료 사례수 (명)	주민등록인구 기준 가중값 적용 결과					
		가중적용 사례수	연령 분포				
			19~29세	30대	40대	50대	60~79세
전체	1,085	1,085	16%	16%	18%	21%	29%
성별 남성	587	547	17%	16%	19%	21%	27%
여성	498	538	16%	15%	18%	21%	30%
지역별 서울	265	204	19%	18%	18%	19%	27%
인천/경기	328	354	17%	17%	20%	21%	26%
대전/세종/충청	123	116	16%	15%	19%	21%	29%
광주/전라	78	102	16%	13%	17%	22%	32%
대구/경북	102	103	15%	14%	17%	22%	33%
부산/울산/경남	150	161	15%	14%	18%	21%	32%
강원/제주	39	46	-	-	-	-	-
직업별 농/임/어업	27	26	-	-	-	-	-
자영업	101	94	2%	11%	23%	28%	36%
기능노무/서비스	167	173	13%	18%	17%	26%	27%
사무/관리	416	399	13%	24%	28%	23%	11%
전업주부	159	166	10%	10%	18%	22%	50%
학생	58	97	87%	12%	-	-	1%
무직/은퇴/기타	157	131	12%	6%	5%	11%	66%
주관적 상/중상	205	204	20%	14%	19%	24%	24%
생활 중	507	516	16%	18%	20%	19%	28%
수준별 중하	307	298	15%	15%	17%	22%	31%
하	60	61	12%	8%	11%	24%	44%
교육 고졸 이하	255	248	7%	6%	12%	22%	54%
수준별 대재 이상	826	832	19%	19%	20%	21%	21%
성향별 보수	352	332	12%	13%	17%	17%	41%
중도	281	284	19%	19%	17%	21%	23%
진보	424	434	16%	16%	20%	24%	24%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

● 의약품 유형별 느낌 & 백신 유형별 접종 의향 요약



- 2024년 12월~2025년 2월 38개국 성인 33,913명 WIN Worldviews Survey

- 한국은 2025년 1월 16~24일 전국 만 19~79세 1,085명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

의약품 유형별 느낌

● 의약품 유형별 느낌: 국가별

WIN Worldviews Survey 2025	의약품 유형별 느낌								
	유전적 특성에 따른 개개인 맞춤형 의약품			DNA와 상호작용해 질병을 막는 의약품			세포구성요소와 상호 작용해 질병막는 의약품		
	긍정	부정	Net.S	긍정	부정	Net.S	긍정	부정	Net.S
38개국 평균	51%	19%	32	47%	22%	25	52%	19%	33
Argentina	44%	20%	24	49%	19%	30	51%	16%	35
Australia	60%	17%	43	54%	22%	32	59%	17%	42
Canada	52%	15%	37	42%	21%	21	51%	16%	35
Chile	53%	22%	31	48%	25%	23	53%	23%	30
China	76%	18%	58	73%	17%	56	76%	16%	60
Croatia	55%	12%	43	44%	18%	26	42%	18%	24
Ecuador	38%	35%	3	41%	34%	7	43%	32%	11
Finland	60%	6%	54	48%	7%	41	52%	5%	47
France	43%	15%	28	36%	22%	14	39%	16%	23
Germany	54%	21%	33	41%	29%		45%	25%	20
Greece	47%	29%	18	31%	43%	-12	41%	34%	7
Hong Kong	58%	24%	34	50%	31%	19	52%	31%	21
India	68%	17%	51	64%	20%	44	74%	14%	60
Indonesia	44%	16%	28	44%	16%	28	41%	16%	25
Ireland	55%	12%	43	46%	19%	27	55%	12%	43
Italy	44%	26%	18	35%	33%	2	38%	31%	7
Japan	37%	33%	4	32%	37%	-5	35%	33%	2
Malaysia	49%	23%	26	47%	26%	21	53%	23%	30
Mexico	68%	15%	53	63%	21%	42	74%	13%	61
Morocco	40%	40%	0	37%	43%	-6	46%	36%	10
Netherlands	42%	15%	27	45%	17%	28	37%	19%	18
Norway	40%	15%	25	28%	20%	8	34%	15%	19
Pakistan	52%	17%	35	55%	14%	41	55%	15%	40
Paraguay	40%	6%	34	39%	8%	31	53%	6%	47
Peru	63%	20%	43	63%	21%	42	65%	20%	45
Philippines	47%	36%	11	59%	27%	32	60%	26%	34
Poland	26%	26%	0	21%	31%	-10	26%	27%	-1
Serbia	59%	14%	45	50%	19%	31	52%	17%	35
Slovakia	51%	17%	34	39%	22%	17	51%	16%	35
Slovenia	46%	24%	22	37%	26%	11	44%	22%	22
**South Korea	58%	7%	51	49%	10%	39	52%	8%	44
Spain	63%	15%	48	55%	20%	35	60%	17%	43
Sweden	56%	10%	46	50%	16%	34	53%	11%	42
Thailand	46%	12%	34	50%	10%	40	49%	11%	38
Türkiye	31%	26%	5	22%	33%	-11	24%	29%	-5
United Kingdom	59%	14%	45	56%	18%	38	62%	14%	48
United States	58%	14%	44	47%	21%	26	56%	15%	41
Vietnam	55%	16%	39	68%	11%	57	75%	8%	67

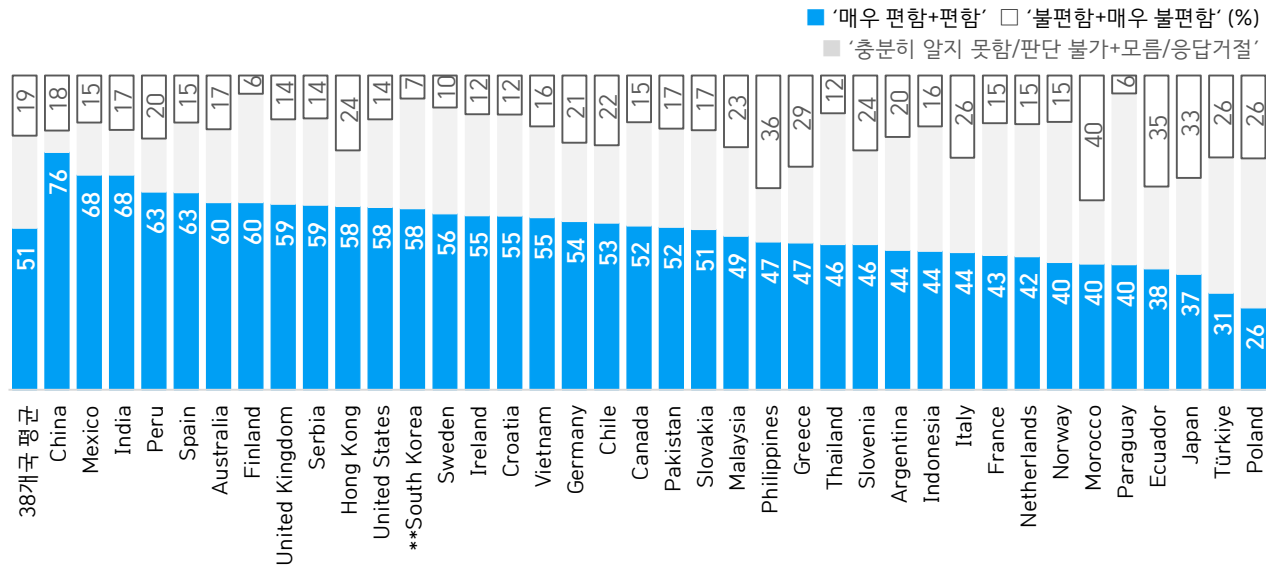
[척도] '매우 편함', '편함'(이상 긍정), '불편함', '매우 불편함'(이상 부정), '충분히 알지 못함/판단 불가'
 - 2024년 12월~2025년 2월 조사 참여 국가명 순. Net.S(Net Score): 긍정-부정 응답 차이
 - 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 백신 유형별 접종 의향: 국가별

WIN Worldviews Survey 2025	백신 유형별 접종 의향							
	mRNA 백신				전통적인 백신			
	있다	없다	유보	Net.S	있다	없다	유보	Net.S
38개국 평균	60%	29%	11%	31	68%	23%	9%	45
Argentina	62%	22%	16%	40	73%	16%	11%	57
Australia	66%	20%	14%	46	71%	15%	15%	56
Canada	64%	23%	12%	41	71%	18%	11%	53
Chile	51%	35%	13%	16	58%	30%	11%	28
China	86%	10%	4%	76	77%	20%	4%	57
Croatia	43%	41%	16%	2	60%	27%	13%	33
Ecuador	60%	35%	4%	25	73%	23%	4%	50
Finland	73%	17%	9%	56	83%	10%	7%	73
France	48%	30%	22%	18	55%	22%	23%	33
Germany	61%	29%	10%	32	68%	23%	9%	45
Greece	69%	23%	9%	46	81%	10%	8%	71
Hong Kong	66%	27%	7%	39	70%	26%	4%	44
India	71%	21%	8%	50	59%	31%	11%	28
Indonesia	50%	50%		0	54%	46%		8
Ireland	67%	24%	9%	43	73%	21%	6%	52
Italy	56%	32%	11%	24	58%	32%	10%	26
Japan	30%	39%	31%	-9	41%	33%	25%	8
Malaysia	62%	27%	11%	35	70%	21%	9%	49
Mexico	83%	15%	2%	68	85%	12%	3%	73
Morocco	47%	41%	11%	6	59%	34%	7%	25
Netherlands	54%	23%	23%	31	68%	18%	14%	50
Norway	72%	16%	12%	56	81%	11%	8%	70
Pakistan	51%	32%	17%	19	56%	29%	14%	27
Paraguay	62%	36%	2%	26	82%	17%	1%	65
Peru	65%	30%	5%	35	69%	27%	4%	42
Philippines	63%	35%	2%	28	76%	23%	1%	53
Poland	36%	36%	28%	0	45%	31%	23%	14
Serbia	48%	42%	10%	6	63%	27%	9%	36
Slovakia	47%	42%	11%	5	55%	34%	11%	21
Slovenia	47%	40%	13%	7	60%	30%	10%	30
**South Korea	69%	24%	7%	45	80%	16%	4%	64
Spain	67%	22%	11%	45	76%	15%	9%	61
Sweden	72%	18%	10%	54	80%	11%	9%	69
Thailand	65%	27%	8%	38	74%	19%	7%	55
Türkiye	24%	74%	2%	-50	37%	61%	2%	-24
United Kingdom	64%	22%	14%	42	71%	18%	11%	53
United States	57%	29%	14%	28	65%	23%	12%	42
Vietnam	85%	13%	2%	72	92%	7%	1%	85

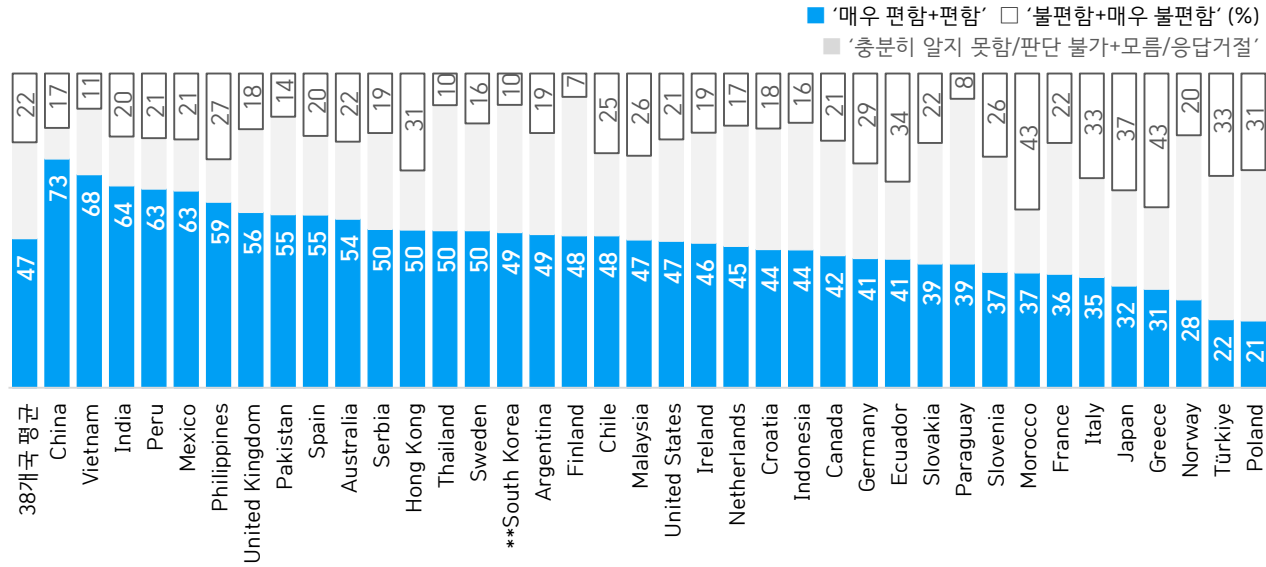
[척도] '반드시 접종할 것', '아마 할 것 같다', '아마 하지 않을 것 같다', '절대 접종하지 않을 것'
 - 2024년 12월~2025년 2월 조사 참여 국가명 순. Net.S(Net Score): 의향 있다-없다 차이
 - 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽

● [1/3] 유전적 특성에 따른 개인 맞춤형 의약품에 대한 느낌 : 국가별



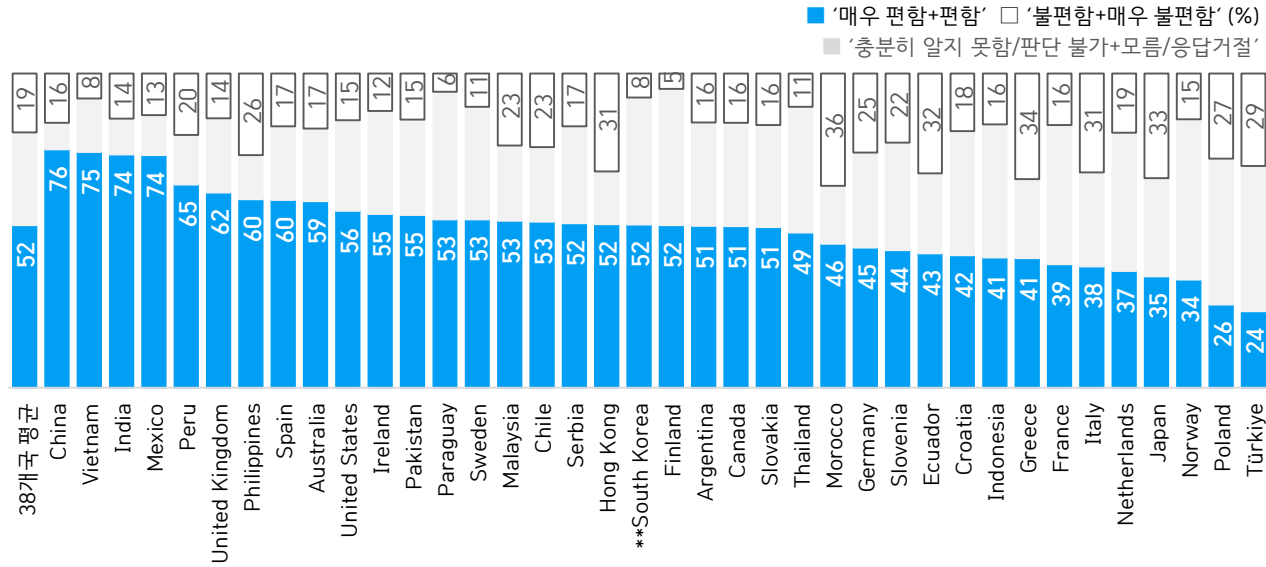
- '매우 편함+편함' 응답 내림차순. 2024년 12월~2025년 2월 38개국 WIN Worldviews Survey
 - 한국인은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● [2/3] DNA와 상한작양해 실험을 막는 의약품에 대한 느낌 : 국가별



- '매우 편함+편함' 응답 내림차순. 2024년 12월~2025년 2월 38개국 WIN Worldviews Survey
 - 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● [3/3] 세포 구성 요소와 상호작용해 진영에 따라 의약품에 대한 느낌 : 국가별



- '매우 편함+편함' 응답 내림차순, 2024년 12월~2025년 2월 38개국 WIN Worldviews Survey
 - 한국은 2025년 1월 16~24일 전구 만 19~79세 사회연구패널 모바일조사, 한국갤럽 www.gallup.co.kr

질문) 귀하는 다음 각 의약품에 대해 어떻게 느끼십니까?

유전적 특성에 따라 개개인에게 맞춤형 의약품 / DNA와 상호작용해 질병을 막는 의약품

/ 세포 구성 요소와 상호작용해 질병을 막는 의약품 (문항 로테이션)

2025년 1월 16~24일 한국 만 19~79세 조사		사례수 (명)	의약품 유형별 느낌 [1/3] 유전적 특성에 따라 개개인에게 맞춤형 의약품						긍정 (A)	부정 (B)	Net Score (A-B)
			매우 편함	편함	불편함	매우 불편함	충분히 알지못함	모름/ 응답거절			
전체		1,085	15%	43%	6%	2%	29%	6%	58%	7%	51
성별	남성	547	16%	44%	7%	2%	25%	6%	60%	8%	52
	여성	538	14%	41%	4%	2%	34%	5%	55%	6%	49
연령별	19~29세	177	16%	49%	4%	2%	23%	7%	65%	5%	60
	30대	172	16%	34%	4%	2%	38%	6%	50%	6%	44
	40대	200	11%	38%	10%	2%	30%	9%	50%	12%	38
	50대	225	14%	44%	4%	4%	31%	4%	57%	8%	49
	60~79세	311	17%	46%	5%	0%	27%	4%	63%	6%	57
성/ 연령별	남성 19~29세	92	18%	51%	5%	2%	17%	7%	69%	7%	62
	남성 30대	90	20%	33%	6%	3%	30%	8%	53%	9%	44
	남성 40대	102	17%	41%	11%	2%	23%	7%	58%	13%	45
	남성 50대	114	13%	45%	7%	1%	27%	7%	58%	8%	50
	남성 60~79세	150	15%	49%	5%	1%	27%	3%	64%	6%	58
	여성 19~29세	85	14%	48%	2%	1%	29%	6%	62%	3%	59
	여성 30대	82	12%	35%	2%	1%	46%	4%	47%	4%	43
	여성 40대	98	5%	36%	8%	2%	37%	11%	41%	10%	31
	여성 50대	112	14%	43%	2%	6%	35%	1%	57%	8%	49
	여성 60~79세	161	19%	43%	6%	-	27%	5%	62%	6%	56
직업별	농/임/어업	26	-	-	-	-	-	-	-	-	-
	자영업	94	21%	37%	4%	1%	33%	4%	58%	5%	53
	기능노무/서비스	173	12%	48%	4%	2%	26%	7%	60%	7%	53
	사무/관리	399	13%	43%	8%	3%	29%	4%	56%	11%	45
	전업주부	166	14%	40%	5%	0%	35%	6%	54%	5%	49
	학생	97	13%	45%	6%	-	27%	10%	58%	6%	52
	무직/은퇴/기타	131	20%	41%	3%	2%	29%	6%	60%	5%	55
성향별	보수	332	19%	41%	7%	2%	27%	4%	60%	9%	51
	중도	284	13%	44%	5%	1%	30%	6%	57%	6%	51
	진보	434	13%	45%	4%	2%	31%	5%	58%	6%	52
지역별	서울	204	12%	46%	4%	2%	31%	4%	59%	6%	53
	인천/경기	354	17%	39%	7%	2%	29%	6%	57%	9%	48
	대전/세종/충청	116	13%	31%	6%	3%	42%	6%	44%	8%	36
	광주/전라	102	14%	48%	6%	-	24%	8%	62%	6%	56
	대구/경북	103	9%	43%	6%	1%	34%	7%	52%	6%	46
	부산/울산/경남	161	19%	46%	5%	3%	23%	5%	65%	7%	58
	강원/제주	46	-	-	-	-	-	-	-	-	-

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2025년 1월 16~24일 한국 만 19~79세 조사		사례수 (명)	의약품 유형별 느낌 [2/3] DNA와 상호작용해 질병을 막는 의약품						긍정 (A)	부정 (B)	Net Score (A-B)
			매우 편함	편함	불편함	매우 불편함	충분히 알지못함	모름/ 응답거절			
전체		1,085	12%	38%	7%	2%	35%	6%	49%	10%	39
성별	남성	547	14%	40%	8%	2%	28%	7%	54%	11%	43
	여성	538	9%	35%	6%	3%	42%	5%	44%	9%	35
연령별	19~29세	177	13%	33%	7%	2%	39%	6%	46%	9%	37
	30대	172	13%	31%	6%	2%	43%	5%	44%	8%	36
	40대	200	9%	37%	8%	3%	34%	9%	46%	11%	35
	50대	225	11%	39%	7%	6%	33%	5%	50%	13%	37
	60~79세	311	13%	43%	8%	1%	30%	5%	56%	8%	48
성/ 연령별	남성 19~29세	92	19%	31%	11%	3%	28%	7%	50%	15%	35
	남성 30대	90	17%	36%	6%	2%	32%	7%	53%	8%	45
	남성 40대	102	13%	40%	9%	4%	26%	8%	53%	13%	40
	남성 50대	114	10%	42%	10%	2%	28%	8%	53%	11%	42
	남성 60~79세	150	13%	47%	7%	1%	28%	4%	60%	8%	52
	여성 19~29세	85	7%	34%	3%		51%	4%	42%	3%	39
	여성 30대	82	8%	26%	7%	2%	54%	4%	34%	8%	26
	여성 40대	98	5%	33%	7%	3%	41%	11%	38%	10%	28
	여성 50대	112	11%	36%	4%	9%	38%	1%	47%	14%	33
	여성 60~79세	161	13%	40%	9%		33%	5%	53%	9%	44
직업별	농/임/어업	26	-	-	-	-	-	-	-	-	-
	자영업	94	15%	43%	4%	1%	31%	6%	58%	5%	53
	기능노무/서비스	173	13%	41%	8%	1%	30%	8%	54%	9%	45
	사무/관리	399	10%	34%	10%	5%	36%	4%	44%	15%	29
	전업주부	166	9%	36%	7%	2%	39%	7%	46%	9%	37
	학생	97	7%	34%	4%		46%	8%	41%	4%	37
	무직/은퇴/기타	131	15%	44%	5%	2%	29%	5%	59%	7%	52
성향별	보수	332	14%	40%	8%	3%	31%	4%	53%	11%	42
	중도	284	9%	37%	7%	2%	39%	7%	45%	9%	36
	진보	434	12%	39%	7%	2%	36%	5%	51%	9%	42
지역별	서울	204	11%	38%	9%	2%	35%	4%	49%	11%	38
	인천/경기	354	13%	34%	8%	2%	37%	6%	47%	10%	37
	대전/세종/충청	116	10%	33%	1%	7%	42%	7%	43%	9%	34
	광주/전라	102	10%	48%	6%		28%	8%	58%	6%	52
	대구/경북	103	12%	36%	10%	2%	34%	6%	47%	13%	34
	부산/울산/경남	161	13%	45%	6%	3%	29%	5%	57%	9%	48
	강원/제주	46	-	-	-	-	-	-	-	-	-

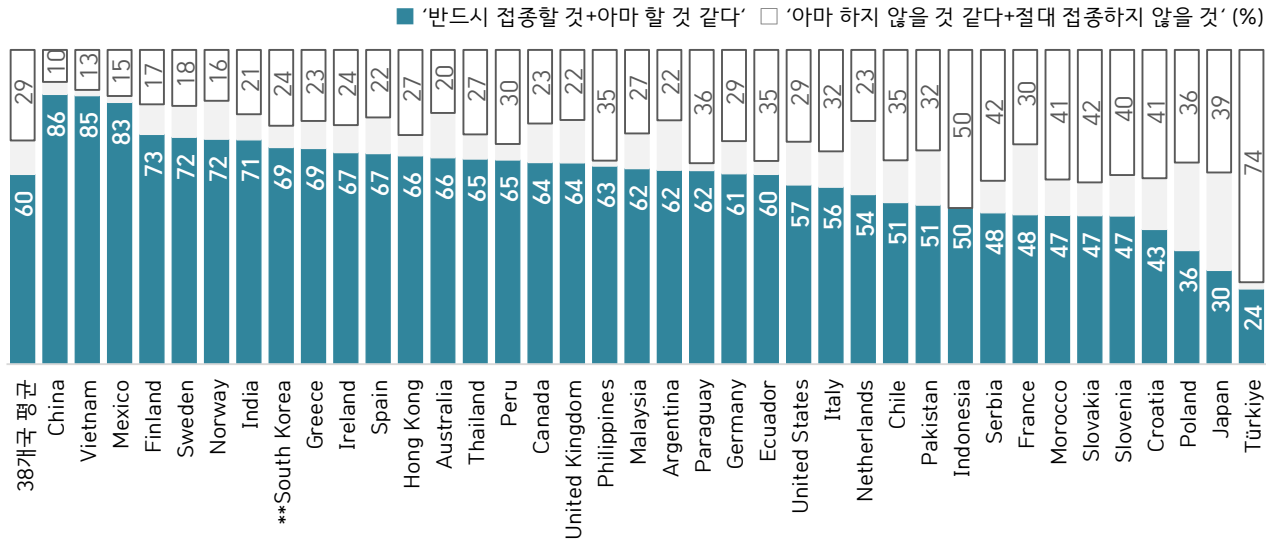
- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

2025년 1월 16~24일 한국 만 19~79세 조사		사례수 (명)	의약품 유형별 느낌 [3/3] 세포 구성 요소와 상호작용해 질병을 막는 의약품						공정 (A)	부정 (B)	Net Score (A-B)
			매우 편함		불편함		모름/ 알지못함/응답거절				
			매우 편함	편함	불편함	매우 불편함	충분히 알지못함	모름/ 응답거절			
전체		1,085	12%	40%	6%	2%	35%	6%	52%	8%	44
성별	남성	547	15%	43%	6%	1%	28%	7%	58%	8%	50
	여성	538	9%	37%	5%	3%	41%	5%	46%	8%	38
연령별	19~29세	177	17%	41%	1%	1%	34%	6%	59%	2%	57
	30대	172	13%	31%	3%	2%	46%	5%	43%	5%	38
	40대	200	8%	40%	7%	2%	34%	8%	48%	10%	38
	50대	225	11%	40%	9%	4%	31%	4%	51%	14%	37
	60~79세	311	12%	44%	6%	1%	32%	6%	56%	6%	50
성/ 연령별	남성 19~29세	92	20%	47%		2%	24%	7%	67%	2%	65
	남성 30대	90	18%	33%	4%	2%	36%	7%	51%	6%	45
	남성 40대	102	13%	45%	6%	2%	27%	7%	58%	8%	50
	남성 50대	114	11%	40%	13%	2%	27%	8%	50%	15%	35
	남성 60~79세	150	14%	47%	6%		29%	5%	61%	6%	55
	여성 19~29세	85	15%	35%	2%		45%	4%	50%	2%	48
	여성 30대	82	7%	28%	2%	2%	58%	3%	34%	5%	29
	여성 40대	98	4%	34%	8%	3%	41%	10%	38%	11%	27
	여성 50대	112	10%	41%	5%	7%	36%		51%	12%	39
	여성 60~79세	161	11%	41%	6%	1%	35%	6%	52%	7%	45
직업별	농/임/어업	26	-	-	-	-	-	-	-	-	-
	자영업	94	18%	38%	3%	1%	34%	6%	56%	4%	52
	기능노무/서비스	173	10%	43%	6%	2%	31%	8%	53%	8%	45
	사무/관리	399	12%	39%	7%	3%	36%	4%	51%	10%	41
	전업주부	166	7%	39%	6%	3%	39%	6%	46%	9%	37
	학생	97	9%	42%	3%	2%	37%	8%	50%	4%	46
	무직/은퇴/기타	131	14%	41%	5%	0%	33%	6%	55%	6%	49
	성향별	보수	332	12%	45%	6%	3%	30%	4%	57%	9%
중도	284	9%	37%	6%	2%	39%	7%	46%	9%	37	
진보	434	15%	39%	5%	1%	36%	5%	53%	6%	47	
지역별	서울	204	12%	39%	4%	3%	38%	5%	51%	7%	44
	인천/경기	354	12%	36%	6%	2%	38%	6%	48%	8%	40
	대전/세종/충청	116	9%	40%	3%	2%	39%	7%	49%	5%	44
	광주/전라	102	15%	42%	5%		29%	9%	57%	5%	52
	대구/경북	103	11%	36%	6%	2%	37%	7%	47%	8%	39
	부산/울산/경남	161	14%	47%	6%	3%	26%	3%	61%	9%	52
	강원/제주	46	-	-	-	-	-	-	-	-	-

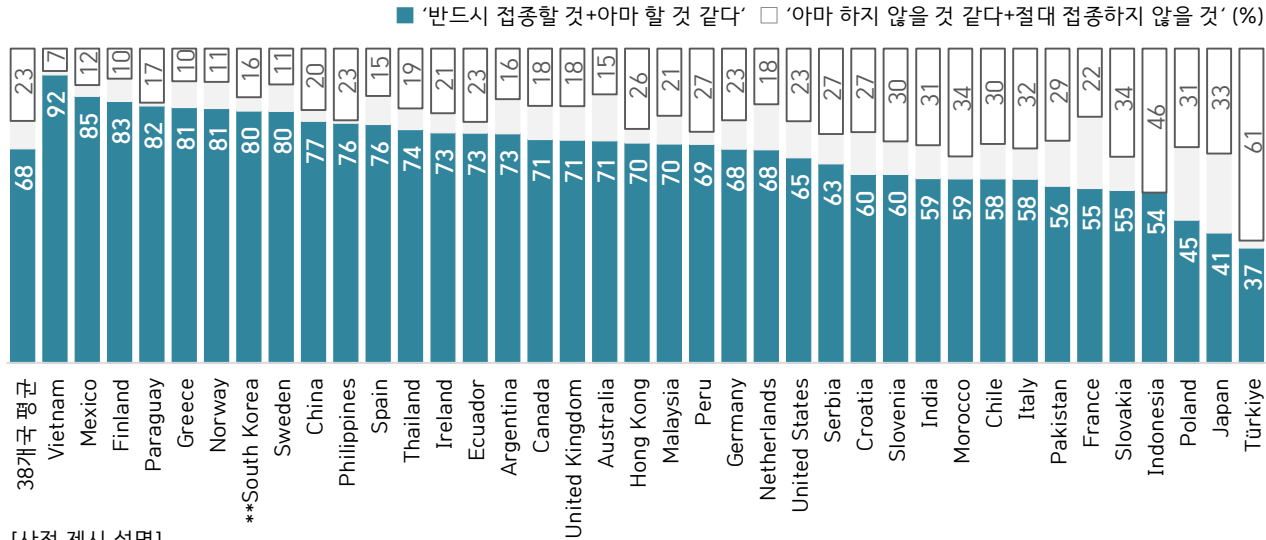
- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

백신 유형별 접종 의향

● [1/2] mRNA 백신 접종 의향: 국가별



● [2/2] 전통적인 백신 접종 의향: 국가별



[사진 제시 설명]

mRNA는 모든 사람에게 있는 유전 정보의 일종입니다. 의약품이나 백신에 사용되는 mRNA는 우리 몸으로 하여금 향후 바이러스 침투 시 그것을 인식하고 퇴치할 수 있는 특정 단백질 생성 지침을 유전자(DNA)에 전달하는 역할을 합니다.

전통적인 백신은 비활성화 또는 약화된 바이러스를 사용해 면역력을 형성합니다.

- '접종 의향 있다' 응답 내림차순. 2024년 12월~2025년 2월 38개국 WIN Worldviews Survey

- 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

질문) [mRNA 백신, 전통적인 백신 설명 제시]

만약 mRNA 또는 전통적인 백신이 새로이 승인된다면, 귀하는 질병 예방을 위해 접종하시겠습니까?

- 반드시 접종할 것이다 / 확실하진 않지만 할 것 같다

/ 확실하진 않지만 하지 않을 것 같다 / 절대 접종하지 않을 것이다 (4점 척도)

2025년 1월 16~24일 한국 만 19~79세 조사	사례수 (명)	접종 의향 [1/2] mRNA 백신					접종 의향 있다 (A)	접종 의향 없다 (B)	Net Score (A-B)
		반드시 접종할 것이다	아마 할 것 같다	아마 하지않을 것 같다	절대 접종하지 않을 것	모름 응답 거절			
전체	1,085	15%	54%	21%	3%	7%	69%	24%	45
성별									
남성	547	19%	58%	15%	3%	6%	77%	17%	60
여성	538	12%	49%	27%	4%	8%	61%	31%	30
연령별									
19~29세	177	12%	51%	24%	2%	12%	63%	25%	38
30대	172	9%	62%	22%	1%	6%	71%	23%	48
40대	200	9%	49%	28%	5%	9%	58%	34%	24
50대	225	14%	54%	20%	5%	6%	68%	25%	43
60~79세	311	26%	53%	14%	3%	4%	79%	17%	62
성/ 연령별									
남성 19~29세	92	20%	52%	23%	3%	3%	72%	26%	46
남성 30대	90	15%	62%	13%	2%	8%	76%	16%	60
남성 40대	102	13%	59%	15%	5%	9%	72%	20%	52
남성 50대	114	19%	57%	15%	2%	8%	76%	16%	60
남성 60~79세	150	24%	59%	10%	2%	4%	84%	12%	72
여성 19~29세	85	3%	49%	25%		23%	53%	25%	28
여성 30대	82	4%	61%	31%		4%	65%	31%	34
여성 40대	98	4%	39%	42%	6%	9%	43%	48%	-5
여성 50대	112	9%	52%	26%	9%	5%	61%	35%	26
여성 60~79세	161	27%	48%	18%	3%	3%	75%	22%	53
직업별									
농/임/어업	26	-	-	-	-	-	-	-	-
자영업	94	18%	57%	14%	3%	9%	75%	16%	59
기능노무/서비스	173	20%	52%	18%	2%	8%	72%	20%	52
사무/관리	399	11%	54%	25%	3%	7%	65%	28%	37
전업주부	166	20%	45%	23%	7%	5%	65%	30%	35
학생	97	9%	54%	24%	2%	11%	63%	26%	37
무직/은퇴/기타	131	15%	62%	15%	4%	4%	77%	19%	58
성향별									
보수	332	19%	49%	24%	4%	4%	68%	28%	40
중도	284	13%	54%	20%	4%	10%	67%	24%	43
진보	434	14%	59%	19%	2%	6%	73%	21%	52
지역별									
서울	204	17%	54%	18%	4%	7%	71%	22%	49
인천/경기	354	13%	50%	25%	3%	8%	63%	29%	34
대전/세종/충청	116	11%	62%	16%	7%	5%	73%	22%	51
광주/전라	102	29%	48%	14%	1%	8%	77%	16%	61
대구/경북	103	15%	56%	18%	2%	7%	72%	21%	51
부산/울산/경남	161	15%	55%	23%	2%	5%	69%	25%	44
강원/제주	46	-	-	-	-	-	-	-	-

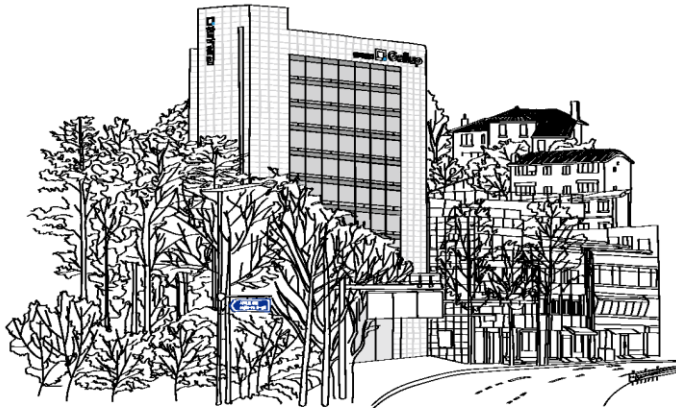
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2025년 1월 16~24일 한국 만 19~79세 조사		사례수 (명)	접종 의향 [2/2] 전통적인 백신					접종 의향 있다 (A)	접종 의향 없다 (B)	Net Score (A-B)
			반드시 접종할 것이다	아마 할 것 같다	아마 하지않을 것 같다	절대 접종하지 않을 것	모름 응답 거절			
전체		1,085	24%	57%	14%	2%	4%	80%	16%	64
성별	남성	547	28%	56%	10%	2%	3%	85%	12%	73
	여성	538	19%	57%	18%	1%	5%	76%	19%	57
연령별	19~29세	177	25%	49%	16%	3%	6%	74%	20%	54
	30대	172	18%	67%	10%		4%	86%	10%	76
	40대	200	20%	55%	17%	3%	6%	74%	20%	54
	50대	225	20%	58%	17%	1%	4%	78%	19%	59
	60~79세	311	31%	55%	10%	1%	3%	86%	11%	75
성/ 연령별	남성 19~29세	92	31%	54%	11%	5%		85%	15%	70
	남성 30대	90	27%	57%	10%		6%	84%	10%	74
	남성 40대	102	21%	59%	9%	4%	7%	81%	13%	68
	남성 50대	114	28%	56%	12%		4%	84%	12%	72
	남성 60~79세	150	32%	55%	9%	2%	1%	88%	11%	77
	여성 19~29세	85	19%	44%	22%	2%	13%	63%	24%	39
	여성 30대	82	9%	79%	10%		2%	88%	10%	78
	여성 40대	98	18%	50%	24%	3%	5%	68%	27%	41
	여성 50대	112	11%	60%	23%	3%	3%	71%	26%	45
	여성 60~79세	161	30%	55%	11%		4%	85%	11%	74
직업별	농/임/어업	26	-	-	-	-	-	-	-	-
	자영업	94	20%	62%	8%	1%	8%	82%	9%	73
	기능노무/서비스	173	23%	57%	13%	3%	4%	80%	15%	65
	사무/관리	399	23%	58%	15%	2%	3%	80%	16%	64
	전업주부	166	23%	54%	17%	2%	4%	77%	19%	58
	학생	97	20%	57%	14%	2%	7%	77%	16%	61
	무직/은퇴/기타	131	30%	52%	13%	2%	4%	82%	14%	68
성향별	보수	332	26%	55%	12%	2%	4%	81%	15%	66
	중도	284	20%	60%	14%	2%	5%	79%	16%	63
	진보	434	24%	57%	15%	0%	4%	81%	15%	66
지역별	서울	204	29%	53%	10%	2%	5%	83%	12%	71
	인천/경기	354	20%	58%	16%	1%	5%	78%	17%	61
	대전/세종/충청	116	27%	49%	20%	1%	2%	76%	22%	54
	광주/전라	102	31%	59%	7%	2%	2%	89%	9%	80
	대구/경북	103	27%	60%	7%	1%	5%	87%	8%	79
	부산/울산/경남	161	18%	57%	18%	3%	5%	75%	20%	55
	강원/제주	46	-	-	-	-	-	-	-	-

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

“조사는 결코 화려하거나 스스로 빛나는
업(業)이 아니다. 사회의 명암, 좌우 대립,
빈부 문제, 정보 격차, 과거와 미래 등을
두루 살펴 매 순간 어느 한쪽으로 치우치지
않도록 스스로 경계하며 꾸준히 공부하고
탐구하는 일이다. 때로는 관행과 시류에
맞서야 하고, 때로는 비난과 질시를 묵묵히
견뎌야 한다. 어렵지만 누군가는 반드시
해야 할 일, 힘들지만 그만큼 보람된 일이다.”

조사인의 길, 박무익



한국갤럽조사연구소는 1974년 6월 박무익 회장이 설립한
한국 최초의 법인 형태 조사 전문 회사입니다.

1970년대부터 사회 주요 현안 자체 조사 결과를 발표해 왔으며,
우리 국민의 71%가 한국갤럽을 알고 있습니다.

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인용하실 때는 반드시 출처를 밝혀 주십시오.
가능하면 조사 기간, 방법, 표본크기 등 개요까지 함께 표시하실 것을 권장합니다.

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인용하실 때도 그에 따라 주실 것을 당부합니다.

—
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- 문의: 전화 02-3702-2100(대표)/2571/2621/2622 또는 [홈페이지 Q&A](#)
- 주소: (본관) 03167 서울시 종로구 사직로 70, (신관) 03042 서울시 종로구 자하문로 70

—
이 문서에는 네이버 나눔글꼴과 한글과컴퓨터 함초롬체를 썼습니다.

Global discomfort with biomedical innovation signals urgent challenge

24th April 2025

The **Worldwide Independent Network of MR (WIN)**, the leading global association of independent market research and polling firms, has released new findings from its Worldviews Survey. This year's survey captures the perspective and beliefs of 33,913 individuals across 38 countries. The latest findings shed light on **global hesitation towards new biomedical innovations, like mRNA, while some uncertainty even with traditional vaccines persists**. Tracking trends over six years, WIN has assessed and provided valuable insights into global progress.

The summary of the findings is as follows:

1. mRNA vaccine acceptance still lags behind traditional vaccines

mRNA is a type of genetic information that everyone has. When used in medicine or vaccines, mRNA delivers instructions to our genes (DNA) to make specific proteins that enable our body to recognise and fight off viruses if it encounters them in the future. On the other side, traditional vaccines use an inactive or weakened virus to build immunity.

Globally, 68% of people are willing to accept new developments of traditional vaccines. However, while still substantial, acceptance for mRNA vaccines drops to 60%, revealing a clear global preference for traditional approaches. While traditional vaccine acceptance remains fairly consistent across age groups, women over 35 show noticeably lower acceptance for both types.

As expected, demographic and regional factors influence attitudes towards mRNA vaccines. Younger people, those over 65, and those with higher education tend to be more open to mRNA innovation. For example, 70% of master's or PhD graduates would 'definitely' take a newly approved mRNA vaccine, whereas only 51% of those with little to no basic education would.

Acceptance also varies significantly by country. The preference for traditional vaccines over mRNA ones is most pronounced in Paraguay at a 20% gap, followed by Croatia (17%), and the Serbia (15%). However, China and India challenge this pattern: mRNA vaccines are preferred – with China leading globally at 86% acceptance.

Professor Heidi J. Larson, PhD.; Founder and Director of the Vaccine Confidence Project, and Professor of Anthropology, Risk and Decision Science at London School of Hygiene & Tropical Medicine, says:

"In general, publics tend to hesitate when new vaccines are introduced, especially those made in new ways (i.e. the Covid-19 vaccine was the first vaccine ever to use an mRNA approach). The perceptions of mRNA and future RNA related vaccines and medicines should be monitored over time as people become more familiar with this new approach to making vaccines and medicines, but at the same time, risk seeing more misinformation."

2. Discomfort remains for biomedical innovations, but varies country by country

When asked about their comfort with new biomedical innovations, global responses were moderate: **51%** with personalized medicine, **52%** felt comfortable with cell-interacting medicines and 47% with DNA-interacting medicines. However, 30% of the global population responded 'I don't know' for each – highlighting a significant gap in public understanding and a clear opportunity for better public education and communication.

More than just public education, the numbers suggest that the language used to describe these innovations impacts comfort levels. This underscores the importance of using clear, accessible, and carefully considered terminology when explaining how new health technologies work.

Regionally, the APAC region leads in comfort levels, followed by the Americas, then Europe and the MENA region expressing most discomfort. Notably, China ranks highest in comfort levels for personalized medicine (76%), DNA-interacting (73%), and cell-interacting (76%) medicines. In contrast, Japan appears amongst the least comfortable countries, with just 37%, 32%, 35% comfort levels for each type, respectively.

Younger people (18-24) are more open to biomedical innovations, while those over 65 show the highest uncertainty, reaching 4 out of 10 individuals. As with mRNA vaccine acceptance, those with higher education correlates with greater comfort, reinforcing the influence of both regional and socioeconomic factors in shaping public trust in biotechnology.

3. Traditional vaccination acceptance cannot be assumed

Despite decades of public health success, a notable minority still reject traditional vaccines (23%). Turkey leads with a 61% unwilling to take them, followed by Indonesia (46%), Slovakia (34%), Japan (33%), and Poland (31%). With nearly one-third of people globally either reject or are unsure about traditional vaccines – this is not a marginal group.

The research highlights key patterns: rejection is more likely amongst those with lower education 43%, compared to just 24% of master’s or PhD graduates. Women also show greater hesitancy, with 33% saying they would not or are uncertain. These findings underscore that trust in traditional vaccination cannot be taken for granted – continuous, targeted communication is essential to build and sustain public confidence.

4. Moving forwards in a world with cautious optimism

The Worldviews Survey paints a picture of cautious optimism toward biomedical technology. While many are open to innovations like mRNA vaccines, hesitancy – especially around traditional vaccines – remains a pressing concern. These insights offer a clear call to action: rebuild trust in traditional vaccines where it's eroding, communicate clearly to address uncertainty, and prioritise engagement with women, older adults, and those with less education. Crucially, efforts must also be tailored to the cultural context of each region.

Only by addressing the root causes of vaccine and medicine doubt can we fully realise the global potential of immunisation.

Richard Colwell, President of WIN International Association, said:

“This year’s findings highlight a world cautiously stepping into a new era of medicine. While innovation is gaining ground, WIN hopes that the findings from Worldviews Survey reminds us that trust cannot be taken for granted. Rebuilding confidence in traditional vaccines and fostering understanding of new technologies must be global health priorities.”

-ENDS-

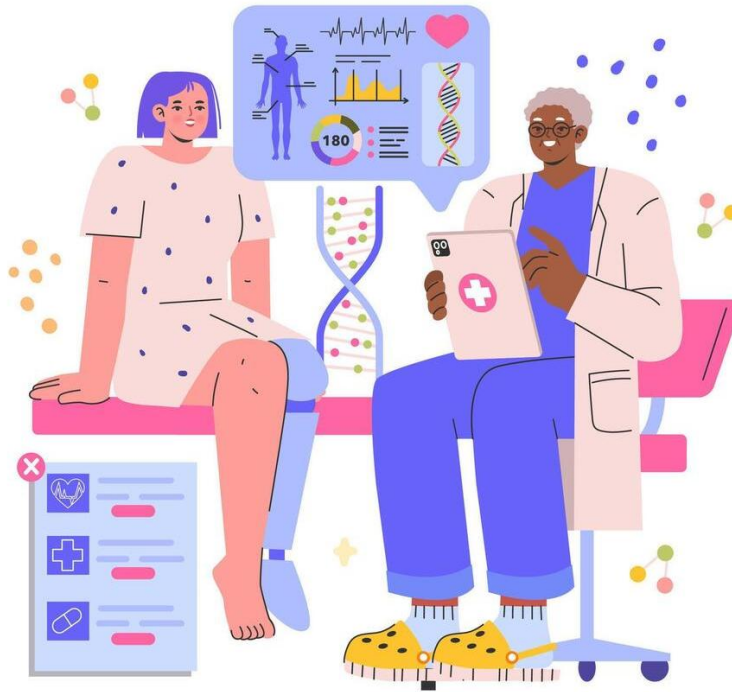
Media enquiries:

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+39 335.62.07.347
E-mail: coordinator@winmr.com



World Immunization Week

Worldviews Survey 2025

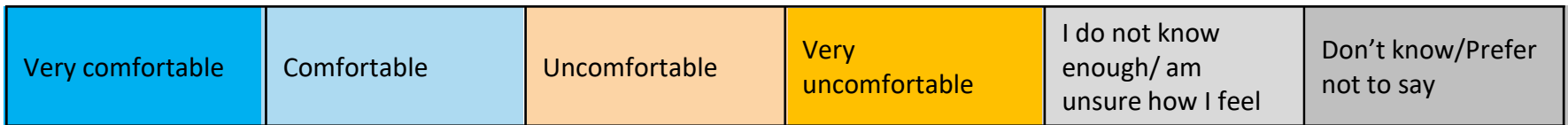
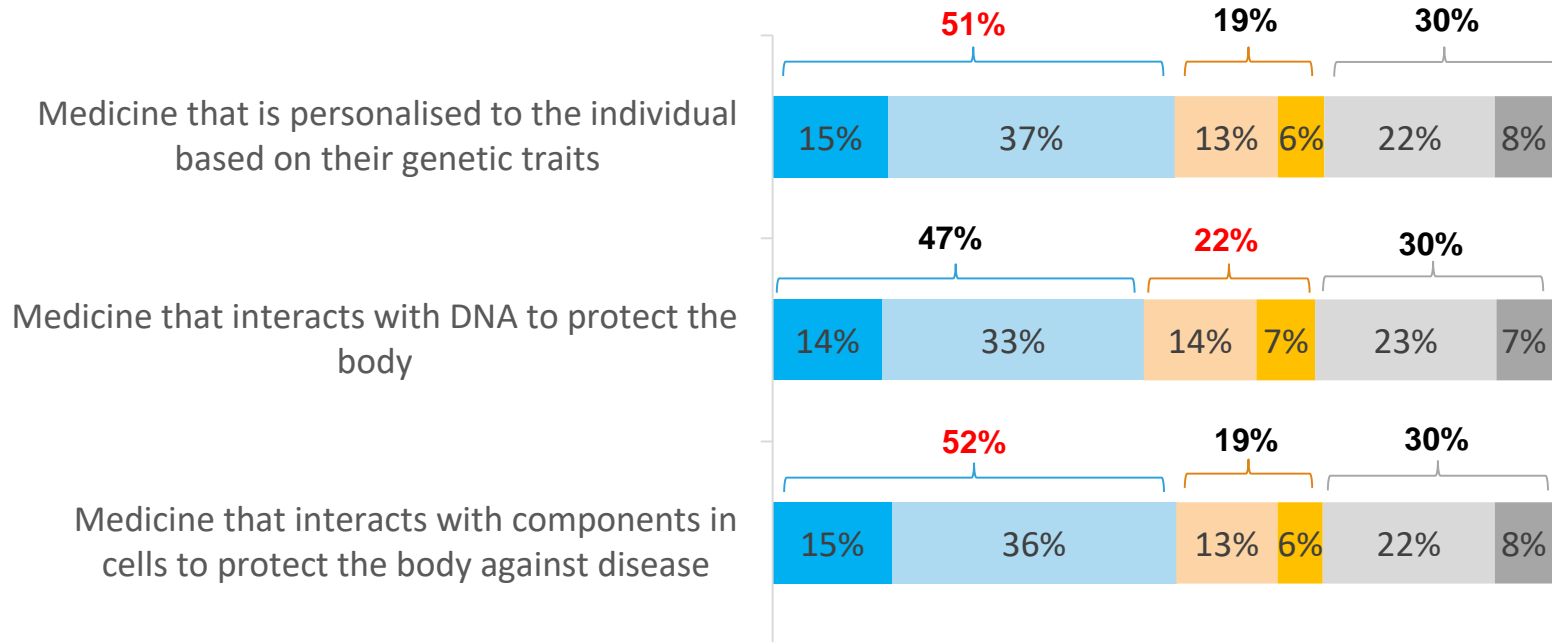


“DIFFERENT TYPES OF INNOVATIVE MEDICINE: PERSONALIZED BASED ON GENETIC TRAITS, INTERACTING WITH DNA, OR WITH CELLULAR COMPONENTS TO PROTECT THE BODY”

Different types of innovative medicine

% within total population

Total



Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Medicine that is personalised to the individual based on their genetic traits

% within total population

By education level

No education/only basic education



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



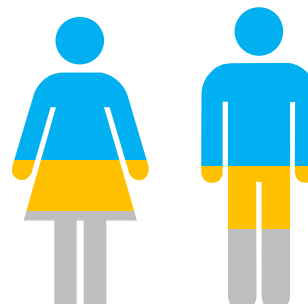
By gender

Women

50%

18%

33%



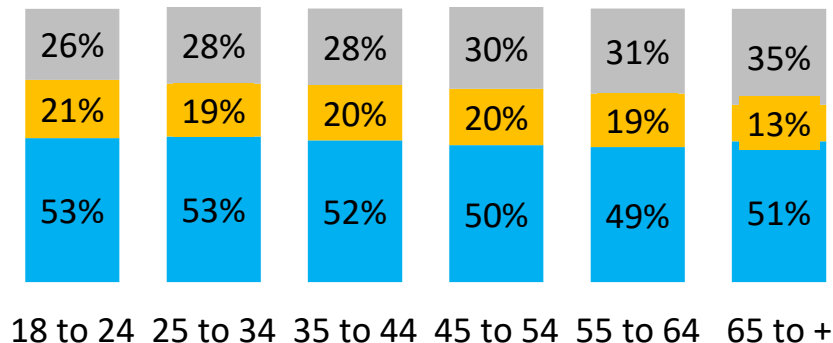
Men

53%

21%

26%

By age group



Very comfortable + Comfortable

Uncomfortable + very uncomfortable

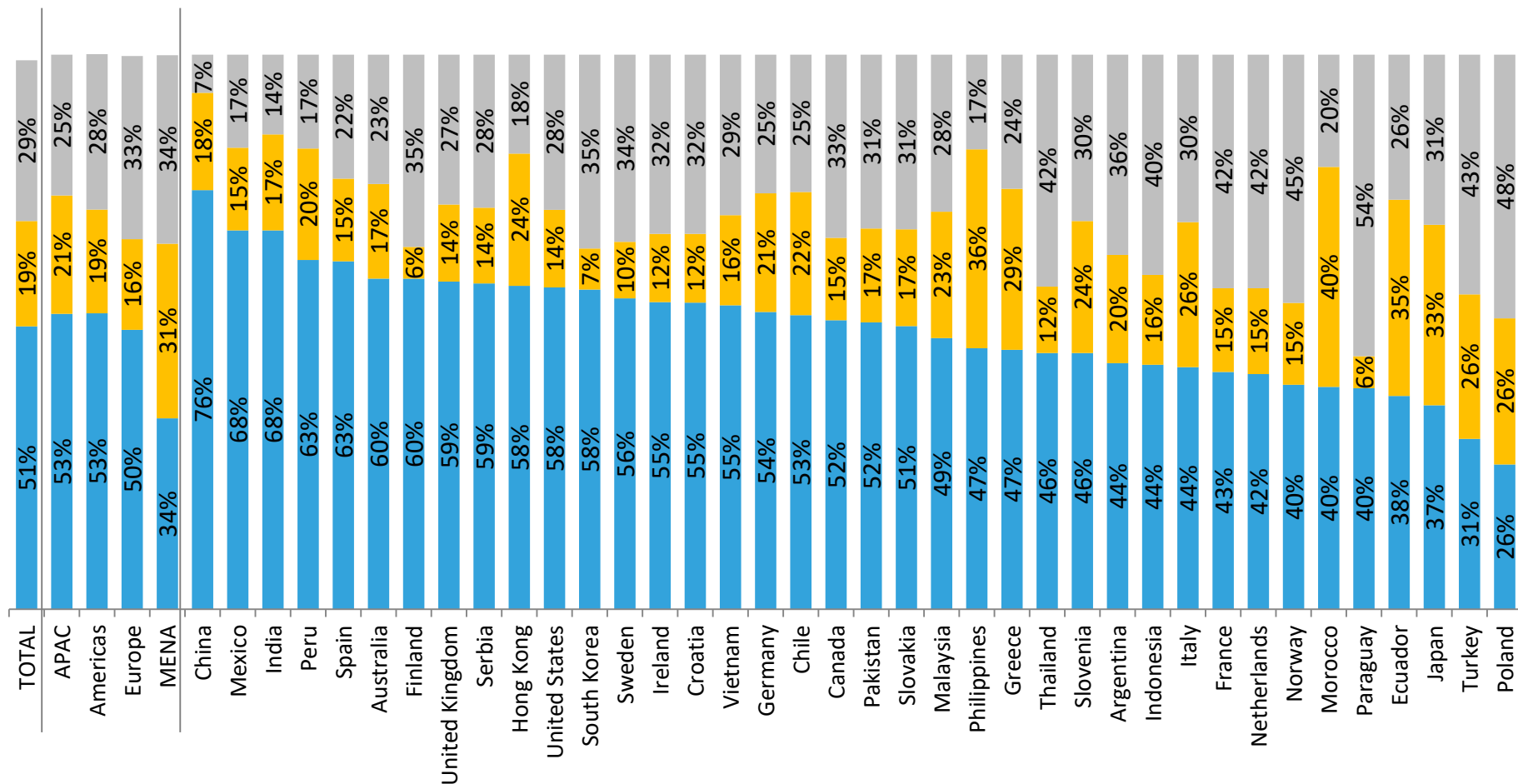
I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Q18_01 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that is personalised to the individual based on their genetic traits

Medicine that is personalised to the individual based on their genetic traits

% within total population



Very comfortable + Comfortable

Uncomfortable + very uncomfortable

I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

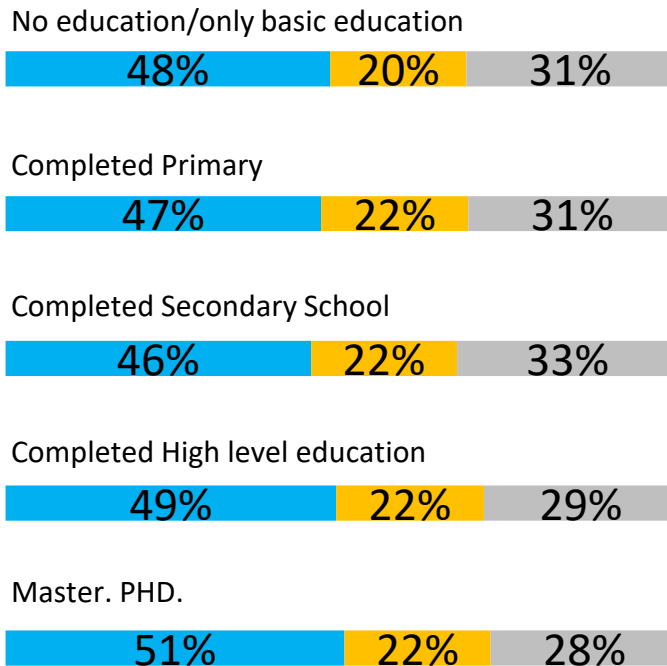
Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Q18_01 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that is personalised to the individual based on their genetic traits

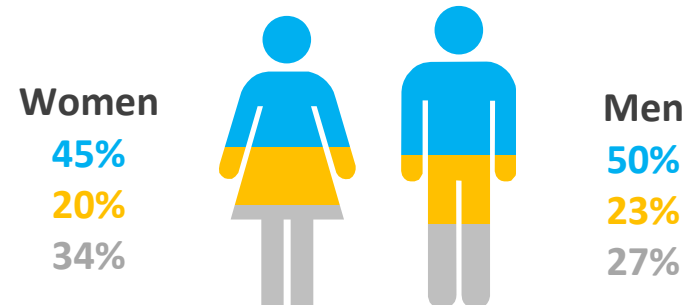
Medicine that interacts with DNA to protect the body

% within total population

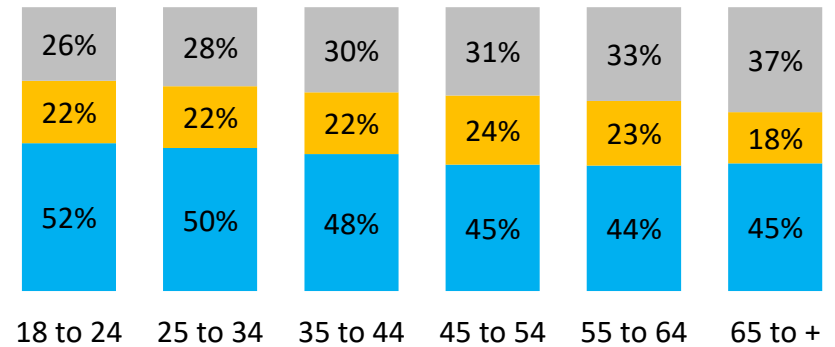
By education level



By gender



By age group



Very comfortable + Comfortable

Uncomfortable + very uncomfortable

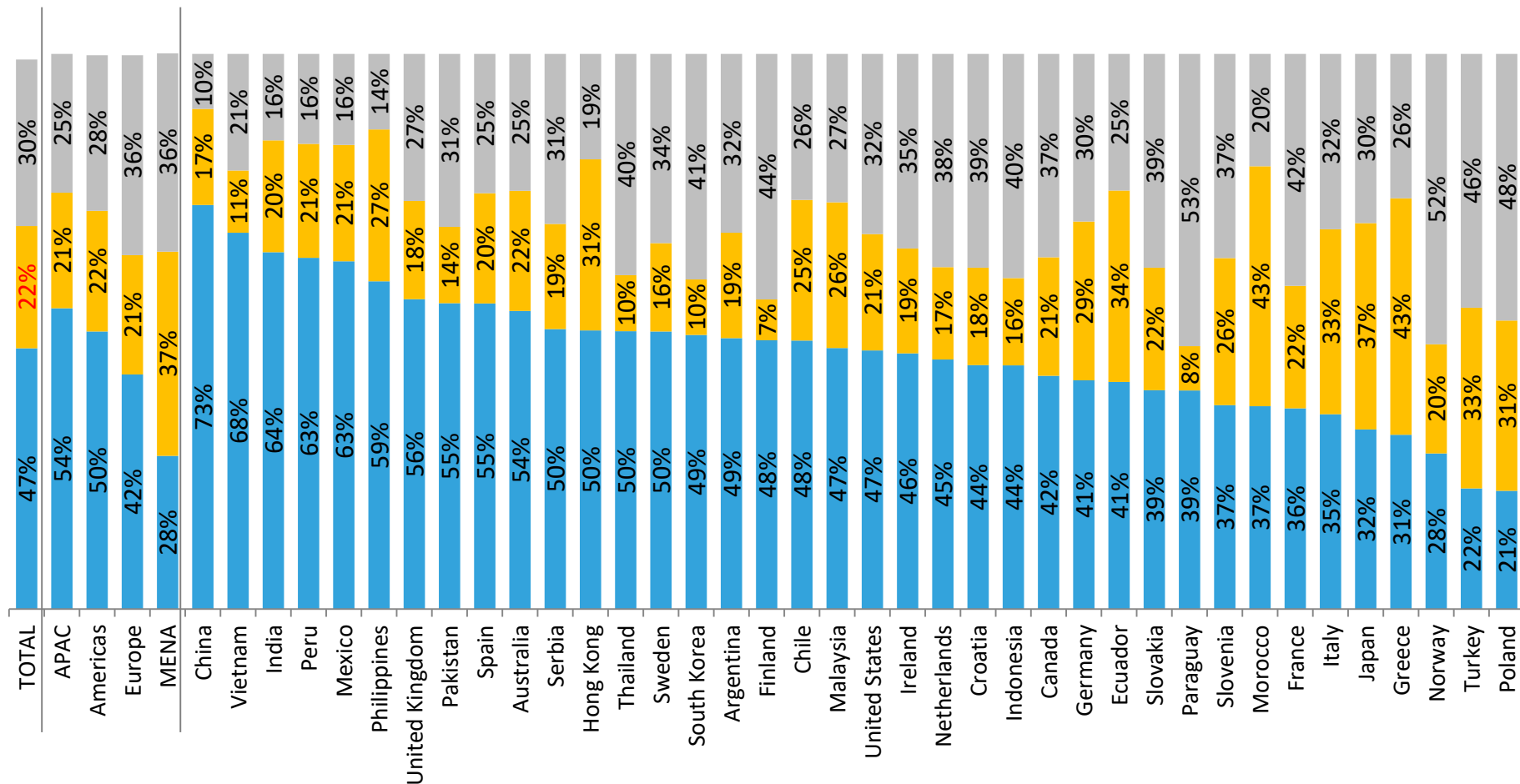
I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Q18_02 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that interacts with DNA to protect the body

Medicine that interacts with DNA to protect the body

% within total population



Very comfortable + Comfortable

Uncomfortable + very uncomfortable

I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Q18_02 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that interacts with DNA to protect the body

Medicine that interacts with components in cells to protect the body against disease

% within total population

By education level

No education/only basic education



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



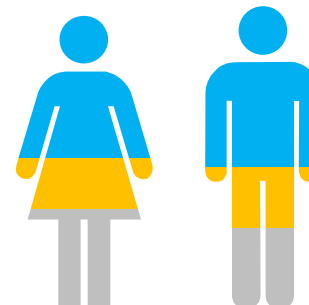
By gender

Women

49%

18%

33%



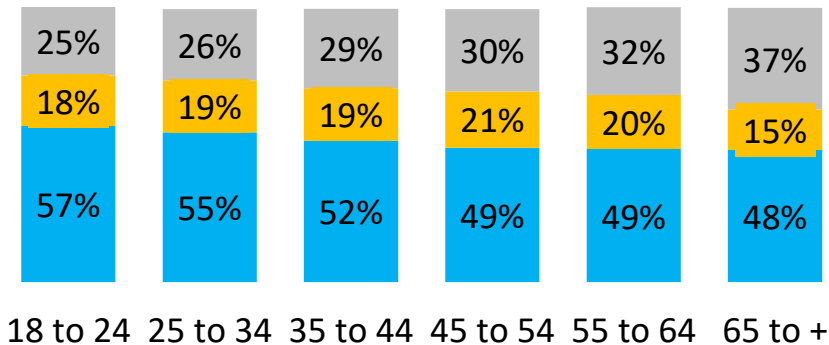
Men

54%

20%

26%

By age group



Very comfortable + Comfortable

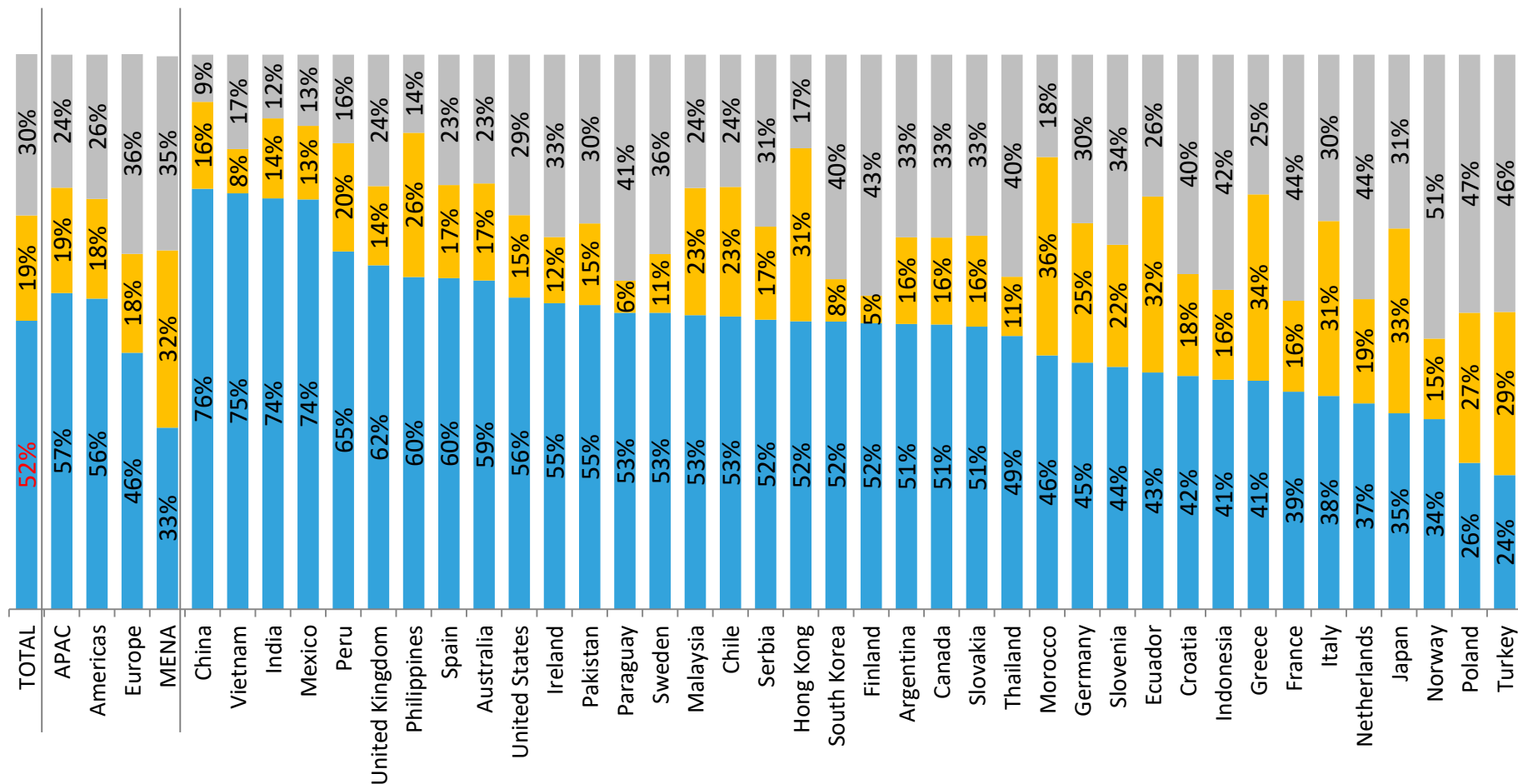
Uncomfortable + very uncomfortable

I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

Source: WIN 2025. Base: 33913.

Medicine that interacts with components in cells to protect the body against disease

% within total population



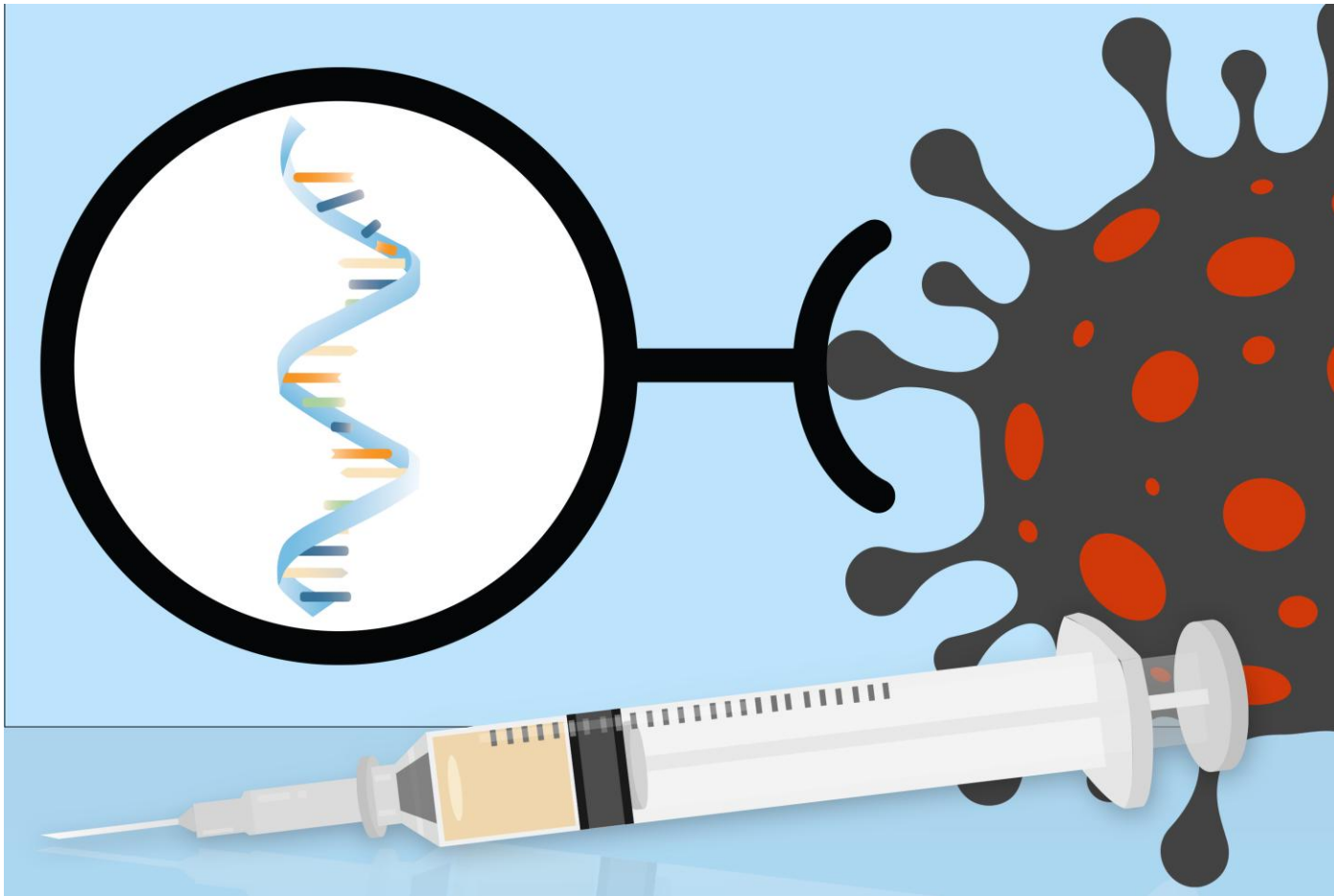
Very comfortable + Comfortable

Uncomfortable + very uncomfortable

I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

Source: WIN 2025. Base: 33913.

Q18_03 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that interacts with components in cells to protect the body against disease



mRNA vaccine

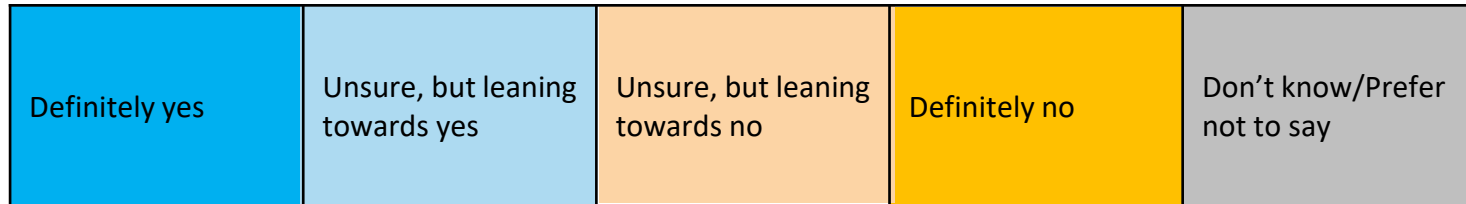
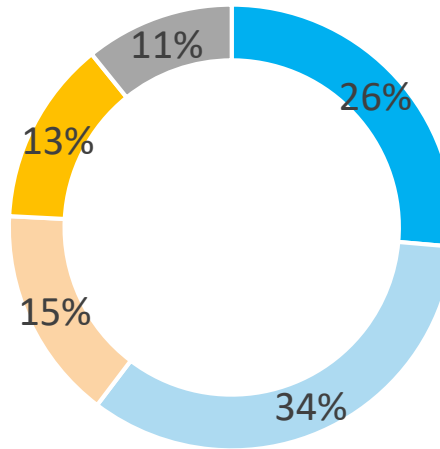
mRNA vaccine

% within total population

DEFINITION

mRNA is a type of genetic information that everyone has. When used in medicine or vaccines, mRNA delivers instructions to our genes (DNA) to make specific proteins that enable our body to recognise and fight off viruses if it encounters them in the future.

Total

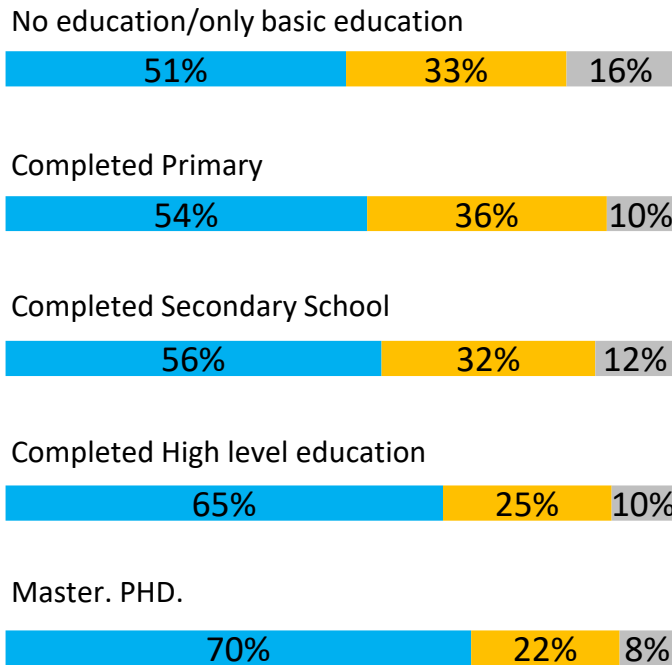


Source: WIN 2025. Base: 33913.

mRNA vaccine

% within total population

By education level



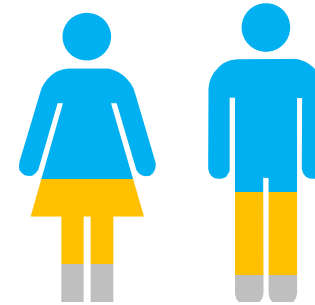
By gender

Women

58%

30%

13%



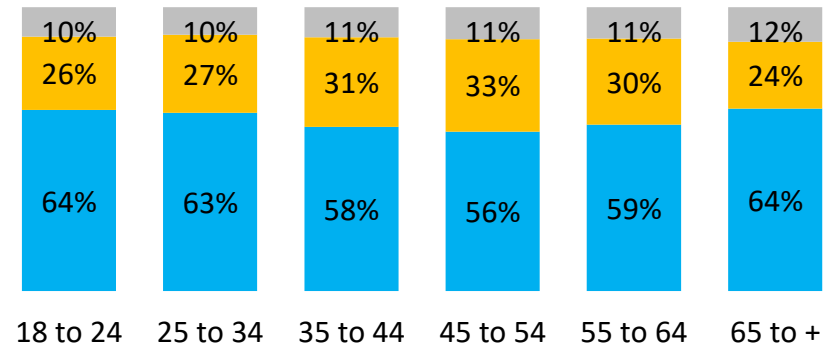
Men

63%

28%

9%

By age group



Definitely yes + unsure, but leaning towards yes

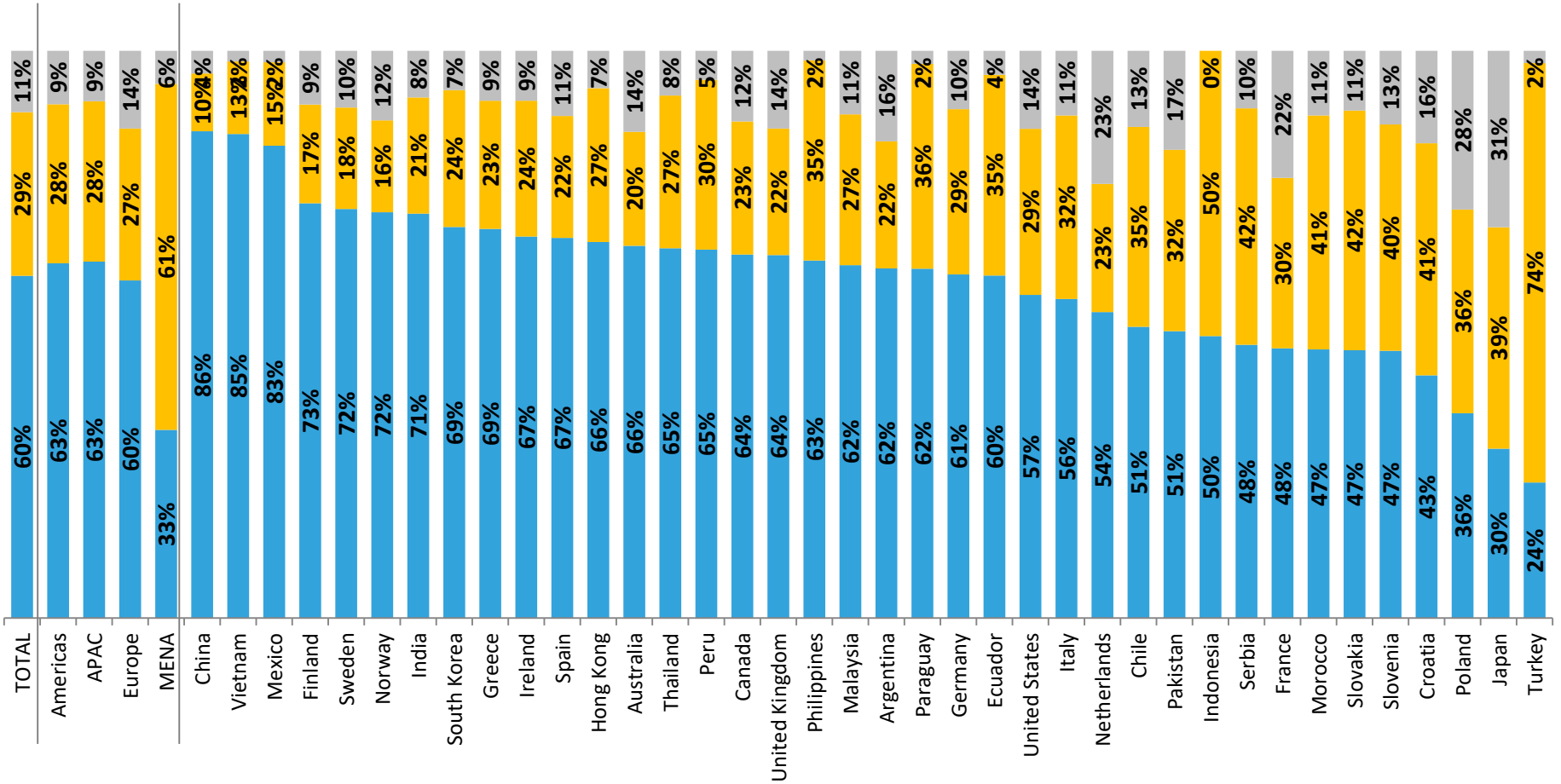
Unsure, but leaning towards no + Definitely no

Don't know/Prefer not to say

Source: WIN 2025. Base: 33913.

mRNA vaccine

% within total population



Definitely yes + unsure, but leaning towards yes

Unsure, but leaning towards no + Definitely no

Don't know/Prefer not to say

Source: WIN 2025. Base: 33913.



Traditional vaccine

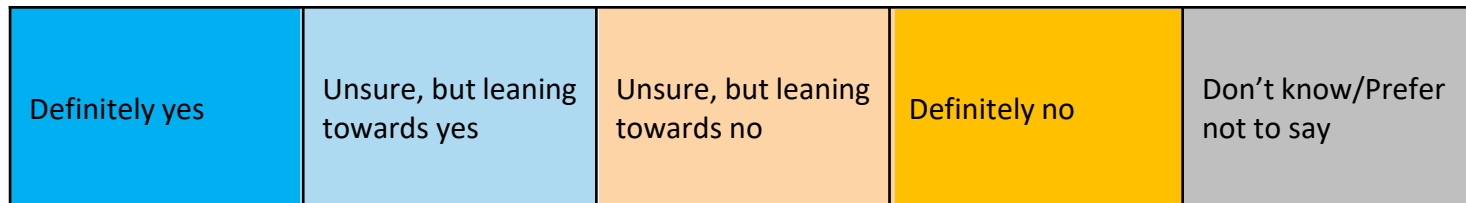
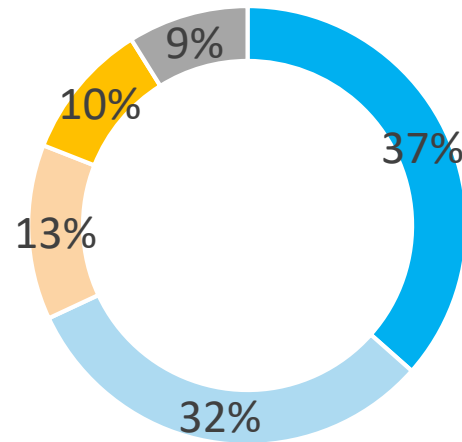
Traditional vaccine

% within total population

DEFINITION

Traditional vaccines use an inactive or weakened virus to build immunity.

Total

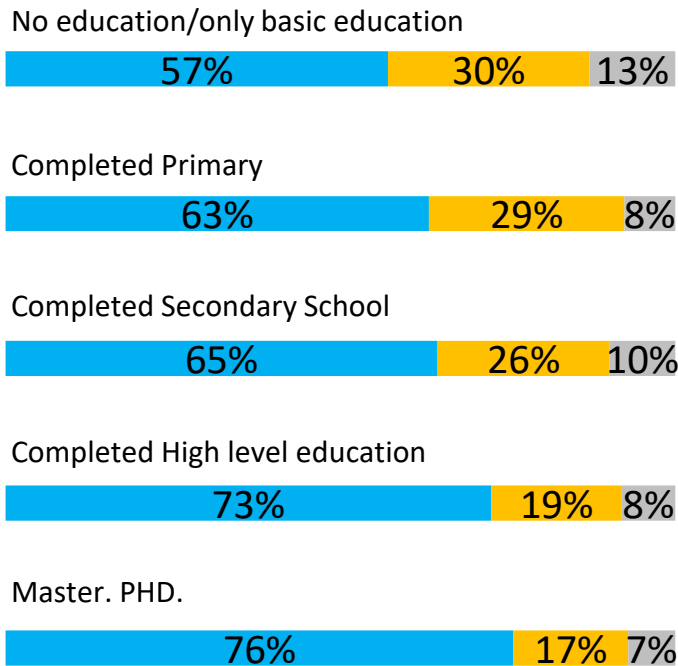


Source: WIN 2025. Base: 33913.

Traditional vaccine

% within total population

By education level



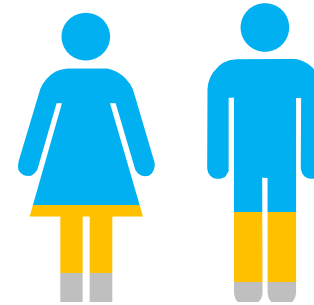
By gender

Women

66%

23%

10%



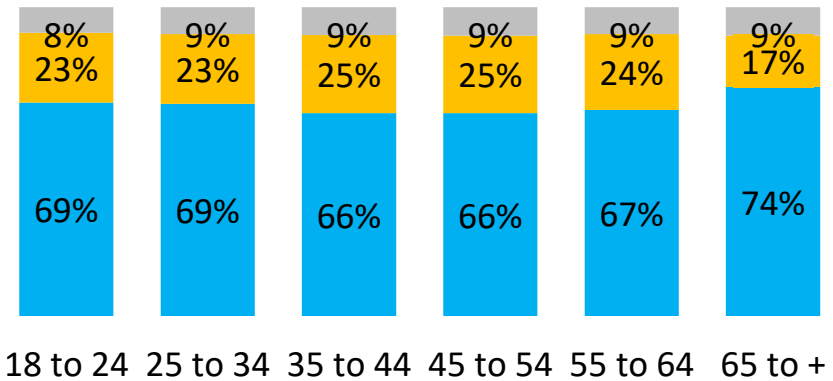
Men

70%

23%

7%

By age group



Definitely yes + unsure, but leaning towards yes

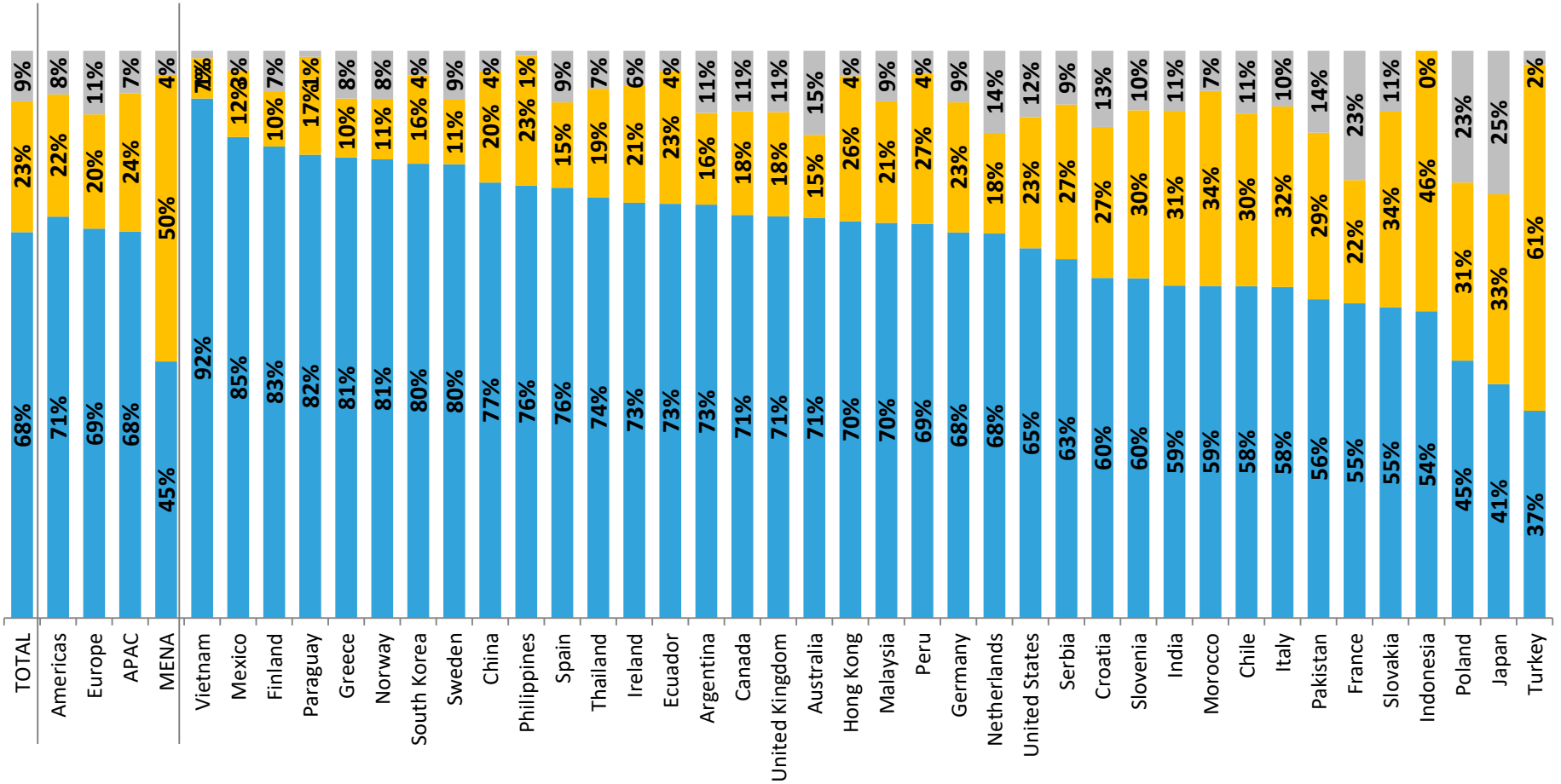
Unsure, but leaning towards no + Definitely no

Don't know/Prefer not to say

Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Traditional vaccine

% within total population



Definitely yes + unsure, but leaning towards yes

Unsure, but leaning towards no + Definitely no

Don't know/Prefer not to say

Source: WIN 2025. Base: 33913.

METHODOLOGY

Total of 33.913 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 2024 – 9 Jan 2025
2	Australia	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Canada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
6	China	WisdomAsia	CAWI	1000	URBAN	Week 1-2 January 2025
7	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
8	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
9	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2023
10	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
11	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
12	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
13	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
14	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
15	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	13-16 December 2024
18	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
19	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
20	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
22	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
23	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
24	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
25	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
26	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
27	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
28	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
29	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
30	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
31	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
32	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
33	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
34	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
35	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
38	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025