

HEALTH POLL:

# Flu Vaccine

November 2015

## SURVEY OVERVIEW

Each month, the Truven Health Analytics™-NPR Health Poll surveys approximately 3,000 Americans to gauge attitudes and opinions on a wide range of healthcare issues. Poll results are reported by NPR on the health blog Shots (<http://www.npr.org/blogs/health/>) and on air.

The Truven Health Analytics-NPR Health Poll is powered by the Truven Health Analytics PULSE® Healthcare Survey, an independently funded multi-modal (land line, cell phone, internet) survey that collects information from more than 82,000 U.S. households annually.

The results depicted here represent responses from 3,008 survey participants interviewed from October 1-15, 2015. The margin of error is +/-1.8 percent.

NPR's reports on the findings are archived here:  
<http://www.npr.org/templates/search/index.php?searchinput=truven>

# Executive Summary

This survey asked respondents about flu shots this year: Whether they would get one, where, what form, and the cost. Sixty-two percent of respondents either had already received a flu shot or planned to get one; this is higher than the 56 percent who said they had received one last year. Seventy-eight percent of those who have received a flu vaccination said it had cost them nothing out of pocket. The top reasons for not getting a flu vaccine were lack of need (48 percent) and concern about side effects (16 percent).

- Among the 31 percent already vaccinated this year, the highest rate (40 percent) is for the Silent Generation and is statistically significant
- Forty-five percent of those who have not yet received a vaccination this year still intend to, a rate that tends to increase with both increasing age and level of income, and includes 70 percent of the Silent Generation
- 56 percent of all respondents indicated that they had received the flu vaccine last year
- The top 4 reasons for not getting a flu vaccine are: don't need it (48 percent), concern about side effects (16 percent) or getting the flu because of the vaccination (14 percent), and ineffective (8 percent)
- 73 percent of respondents who had received the flu vaccine either this year or last prefer the shot version, a rate that tends to increase with age and decrease with increasing income
- Top locations for the vaccine are doctor's office (35 percent), pharmacy (27 percent), and work (16 percent)
- 78 percent of respondents who had received the flu vaccine indicated it cost them nothing, including 93 percent of the Silent Generation and 59 percent of Millennials

# Survey Data

Note: Responses in **BOLD** are statistically significant.

## Question 1

Have you received a flu shot or nasal spray vaccine this year?

	Yes	No
Age		
<35	32.5%	67.5%
35 - 64	27.3%	72.7%
65+	<b>37.6%</b>	<b>62.4%</b>
<b>Total</b>	31.0%	69.0%

	Yes	No
Education		
HS or Less	31.7%	68.3%
Some College/Assoc	28.5%	71.5%
College+	32.3%	67.7%
<b>Total</b>	31.0%	69.0%

	Yes	No
Generation		
Silent Generation	<b>40.4%</b>	<b>59.6%</b>
Baby Boomers	31.3%	68.7%
Generation X	25.5%	74.5%
Millennials	33.7%	66.3%
<b>Total</b>	31.0%	69.0%

	Yes	No
Income		
<\$25k	27.7%	72.3%
\$25k - \$49.9k	31.5%	68.5%
\$50k - \$99.9k	30.9%	69.1%
\$100k+	33.1%	66.9%
<b>Total</b>	31.0%	69.0%

## Question 2

Do you plan on getting a flu vaccine this year?

	Yes	No
<b>Age</b>		
<35	37.2%	62.8%
35 - 64	40.8%	59.2%
65+	<b>65.0%</b>	<b>35.0%</b>
<b>Total</b>	44.9%	55.1%

<b>Education</b>		
HS or Less	45.7%	54.3%
Some College/Assoc	38.6%	61.4%
College+	49.2%	50.8%
<b>Total</b>	44.9%	55.1%

<b>Generation</b>		
Silent Generation	<b>69.7%</b>	<b>30.3%</b>
Baby Boomers	53.8%	46.2%
Generation X	35.9%	64.1%
Millennials	36.7%	63.3%
<b>Total</b>	44.9%	55.1%

<b>Income</b>		
<\$25k	39.1%	60.9%
\$25k - \$49.9k	41.6%	58.4%
\$50k - \$99.9k	44.7%	55.3%
\$100k+	56.6%	43.4%
<b>Total</b>	44.9%	55.1%

### Question 3

Why are you not planning on getting a flu vaccine this year?

	Cost	Side Effects or Risks	Don't Need	Shot Gives You The Flu	Inconvenient	No Insurance	Other	Ineffective	Allergic
<b>Age</b>									
<35	4.2%	15.7%	50.3%	13.6%	9.0%	1.7%	<b>0.9%</b>	4.5%	0.0%
35 - 64	1.6%	14.3%	49.5%	13.3%	2.2%	4.8%	3.7%	9.3%	1.5%
65+	1.1%	27.2%	37.3%	17.3%	0.0%	0.3%	7.1%	7.2%	2.4%
<b>Total</b>	2.3%	16.4%	48.1%	13.9%	3.8%	3.3%	3.3%	7.7%	1.2%
<b>Education</b>									
HS or Less	2.0%	19.2%	37.8%	24.7%	<b>0.2%</b>	7.7%	3.8%	3.0%	1.5%
Some College/ Assoc	2.9%	14.2%	52.8%	12.0%	8.6%	1.5%	1.7%	5.3%	1.1%
College+	1.8%	16.6%	50.8%	8.3%	1.8%	2.0%	4.6%	13.1%	1.0%
<b>Total</b>	2.3%	16.4%	48.1%	13.9%	3.8%	3.3%	3.3%	7.7%	1.2%
<b>Generation</b>									
Silent Generation	0.0%	26.4%	40.9%	17.5%	0.0%	0.0%	6.8%	4.5%	3.8%
Baby Boomers	2.2%	23.1%	43.7%	13.3%	0.1%	1.8%	5.6%	8.1%	2.1%
Generation X	2.5%	10.9%	49.9%	14.1%	3.0%	5.7%	3.1%	9.8%	1.0%
Millennials	2.4%	16.3%	51.1%	13.5%	9.6%	1.8%	<b>0.8%</b>	4.4%	0.0%
<b>Total</b>	2.3%	16.4%	48.1%	13.9%	3.8%	3.3%	3.3%	7.7%	1.2%
<b>Income</b>									
<\$25k	2.2%	21.0%	39.6%	19.0%	4.5%	5.0%	3.3%	4.6%	0.8%
\$25k - \$49.9k	1.9%	21.6%	46.1%	12.5%	3.0%	6.0%	3.0%	4.8%	1.2%
\$50k - \$99.9k	3.6%	8.9%	56.7%	12.0%	5.9%	1.1%	1.9%	8.6%	1.3%
\$100k+	0.7%	13.8%	57.8%	9.8%	0.5%	0.0%	5.9%	10.3%	1.3%
<b>Total</b>	2.3%	16.4%	48.1%	13.9%	3.8%	3.3%	3.3%	7.7%	1.2%

#### Question 4

Did you receive a flu vaccine last year?

	Yes	No
<b>Age</b>		
<35	<b>44.8%</b>	<b>55.2%</b>
35 - 64	52.9%	47.1%
65+	<b>75.1%</b>	<b>24.9%</b>
<b>Total</b>	55.6%	44.4%
<b>Education</b>		
HS or Less	55.8%	44.2%
Some College/Assoc	51.4%	48.6%
College+	58.5%	41.5%
<b>Total</b>	55.6%	44.4%
<b>Generation</b>		
Silent Generation	<b>79.7%</b>	<b>20.3%</b>
Baby Boomers	<b>63.9%</b>	<b>36.1%</b>
Generation X	47.7%	52.3%
Millennials	45.8%	54.2%
<b>Total</b>	55.6%	44.4%
<b>Income</b>		
<\$25k	49.3%	50.7%
\$25k - \$49.9k	57.5%	42.5%
\$50k - \$99.9k	52.7%	47.3%
\$100k+	63.3%	36.7%
<b>Total</b>	55.6%	44.4%

## Question 5

Where did you go to receive your last flu vaccine?

	Doctor's Office	Pharmacy	Grocery Store	Employer Site	Health Fair	Community Center	Other	Hospital/Clinic/Health Dept
<b>Age</b>								
<35	28.6%	34.2%	1.5%	22.7%	3.6%	3.7%	1.8%	3.9%
35 - 64	33.7%	22.7%	4.2%	21.2%	2.6%	1.0%	5.1%	9.5%
65+	<b>43.6%</b>	29.1%	4.9%	<b>2.4%</b>	1.3%	3.8%	2.7%	12.3%
<b>Total</b>	35.3%	27.2%	3.8%	16.2%	2.5%	2.4%	3.6%	9.0%
<b>Education</b>								
HS or Less	37.3%	24.5%	4.8%	<b>6.4%</b>	4.6%	3.5%	6.4%	12.5%
Some College/Assoc	40.1%	25.7%	4.1%	16.1%	1.3%	2.3%	2.0%	8.4%
College+	31.0%	29.9%	3.0%	22.2%	1.9%	1.9%	2.9%	7.3%
<b>Total</b>	35.3%	27.2%	3.8%	16.2%	2.5%	2.4%	3.6%	9.0%
<b>Generation</b>								
Silent Generation	<b>45.4%</b>	32.0%	5.8%	<b>0.8%</b>	0.9%	1.6%	2.8%	10.7%
Baby Boomers	40.5%	23.6%	4.7%	11.9%	1.0%	3.2%	3.0%	12.1%
Generation X	29.5%	23.2%	3.6%	24.1%	4.2%	0.8%	6.3%	8.4%
Millennials	28.1%	34.6%	1.5%	22.7%	3.5%	3.8%	1.8%	4.0%
<b>Total</b>	35.3%	27.2%	3.8%	16.2%	2.5%	2.4%	3.6%	9.0%
<b>Income</b>								
<\$25k	33.3%	29.6%	2.0%	<b>1.7%</b>	3.4%	7.3%	8.6%	14.1%
\$25k - \$49.9k	38.9%	26.6%	3.9%	15.1%	3.0%	1.1%	<b>0.7%</b>	10.6%
\$50k - \$99.9k	38.1%	25.5%	6.3%	17.6%	1.9%	1.0%	3.4%	6.2%
\$100k+	<b>24.8%</b>	28.0%	2.0%	<b>37.7%</b>	1.8%	0.9%	2.0%	<b>2.8%</b>
<b>Total</b>	35.3%	27.2%	3.8%	16.2%	2.5%	2.4%	3.6%	9.0%

## Question 6

Do you prefer receiving a shot or nasal spray for the flu vaccine?

	Shot	Spray	No Preference	Unaware of Spray
<b>Age</b>				
<35	61.2%	15.4%	15.0%	8.4%
35 - 64	73.0%	8.8%	12.9%	5.3%
65+	<b>81.4%</b>	<b>2.1%</b>	10.7%	5.7%
<b>Total</b>	72.6%	8.5%	12.8%	6.2%
<b>Education</b>				
HS or Less	81.0%	7.1%	<b>3.9%</b>	8.0%
Some College/Assoc	65.6%	8.3%	19.6%	6.5%
College+	71.9%	9.5%	13.7%	4.8%
<b>Total</b>	72.6%	8.5%	12.8%	6.2%
<b>Generation</b>				
Silent Generation	<b>84.2%</b>	<b>2.5%</b>	9.8%	3.5%
Baby Boomers	78.1%	<b>4.0%</b>	10.7%	7.3%
Generation X	68.8%	11.5%	15.4%	4.3%
Millennials	61.6%	15.4%	14.6%	8.5%
<b>Total</b>	72.6%	8.5%	12.8%	6.2%
<b>Income</b>				
<\$25k	77.4%	4.7%	9.4%	8.5%
\$25k - \$49.9k	74.7%	11.3%	8.9%	5.1%
\$50k - \$99.9k	67.1%	10.1%	15.0%	7.8%
\$100k+	65.9%	9.6%	21.4%	3.1%
<b>Total</b>	72.6%	8.5%	12.8%	6.2%



## Question 7

How much did your last flu vaccine cost you out-of-pocket? Did it cost...

	Nothing	\$10 or Less	\$11 to \$20	\$20 or More
<b>Age</b>				
<35	<b>59.7%</b>	12.9%	19.3%	8.1%
35 - 64	80.4%	4.4%	8.0%	7.2%
65+	<b>90.2%</b>	<b>2.0%</b>	<b>3.3%</b>	4.5%
<b>Total</b>	78.2%	5.8%	9.4%	6.7%
<b>Education</b>				
HS or Less	80.2%	4.9%	4.3%	10.6%
Some College/Assoc	83.2%	5.5%	7.7%	3.5%
College+	73.7%	6.4%	13.5%	6.3%
<b>Total</b>	78.2%	5.8%	9.4%	6.7%
<b>Generation</b>				
Silent Generation	<b>93.4%</b>	<b>1.3%</b>	4.0%	<b>1.3%</b>
Baby Boomers	83.2%	4.4%	<b>4.2%</b>	8.1%
Generation X	80.0%	3.7%	9.9%	6.4%
Millennials	<b>59.2%</b>	12.9%	19.7%	8.2%
<b>Total</b>	78.2%	5.8%	9.4%	6.7%
<b>Income</b>				
<\$25k	76.8%	6.8%	8.3%	8.1%
\$25k - \$49.9k	83.9%	4.6%	7.1%	4.4%
\$50k - \$99.9k	70.4%	6.8%	13.0%	9.7%
\$100k+	77.7%	5.3%	11.1%	6.0%
<b>Total</b>	78.2%	5.8%	9.4%	6.7%