Intent and Perceptions of the Updated booster and the Annual Flu Vaccine

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Overview

1. National Immunization Survey Adult COVID Module

2. Porter Novelli View 360 Survey

3. CDC’s State of Vaccine Confidence Insights: Bivalent Vaccine Report

Source: https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html#reports
National Immunization Survey Adult COVID Module

Data Collection Period: October 9-15, 2022
N = 8,723
Sample: Nationally representative sample. Over 18 years.

Bivalent Booster Status and Intent Among Adults Who Have Completed the COVID-19 Primary Series by Demographics, National Immunization Survey-Adult COVID Module, October 9–15, 2022
(N = 8,723)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Endorsers, received bivalent booster</th>
<th>Endorsers, definitely will get booster</th>
<th>reachable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>15.3%</td>
<td>32.2%</td>
<td>33.0%</td>
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<tr>
<td>Female</td>
<td>15.0%</td>
<td>31.9%</td>
<td>32.2%</td>
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<tr>
<td>Male</td>
<td>15.5%</td>
<td>33.6%</td>
<td>26.7%</td>
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<tr>
<td>Age 75+</td>
<td>31.9%</td>
<td>43.6%</td>
<td>24.5%</td>
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<tr>
<td>65–74</td>
<td>36.3%</td>
<td>40.7%</td>
<td>34.4%</td>
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<tr>
<td>50–64</td>
<td>22.4%</td>
<td>18.6%</td>
<td>22.6%</td>
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<tr>
<td>40–49</td>
<td>19.2%</td>
<td>21.3%</td>
<td>24.0%</td>
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<tr>
<td>30–39</td>
<td>16.1%</td>
<td>18.9%</td>
<td>22.0%</td>
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<tr>
<td>18–29</td>
<td>15.8%</td>
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Bivalent Booster Status and Intent Among Adults Who Have Completed the COVID-19 Primary Series by Demographics, National Immunization Survey-Adult COVID Module, October 9–15, 2022
(N = 8,723)

- **Hispanic**: 10.5%
- **AI/AN**: 7.1%
- **Asian**: 14.5%
- **Black**: 7.8%
- **NH/OP**: 12.2%
- **White**: 10.1%
- **Multi**: 6.7%
- **Insured**: 16.4%
- **Not Insured**: 0.4%
- **Above Poverty, <$75k**: 20.2%
- **Above Poverty, ≥$75k**: 21.5%
- **Below Poverty**: 4.0%
- **Income Unk.**: 12.5%

**Weighted %**

- **Definitely Will Get Booster**: 28.3%
- **Probably Will Get Booster or Are Unsure**: 46.2%
- **Probably or Definitely Will Not Get Booster**: 22.5%

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**National Immunization Survey Adult COVID Module**: Data from adults aged ≥18 years are collected by telephone interview using a random-digit-dialed sample of cell telephone numbers stratified by state, the District of Columbia, five local jurisdictions (Bexar County TX, Chicago IL, Houston TX, New York City NY, and Philadelphia County PA), and Guam (April-July 2021 and April-June 2022 only), Puerto Rico, and the U.S. Virgin Islands (April-December 2021 only). Data are weighted to represent the non-institutionalized U.S. population and mitigate possible bias that can result from an incomplete sample frame (exclusion of households with no phone service or only landline telephones) or non-response. Survey weights were also calibrated to state-level vaccine administration data reported to CDC. All responses are self-reported. Estimates of vaccination coverage may differ from vaccine administration data reported at [https://covid.cdc.gov/covid-data-tracker/#vaccinations](https://covid.cdc.gov/covid-data-tracker/#vaccinations).

For more information about the survey, see [https://www.cdc.gov/vaccines/imz-managers/nis/about.html#current-surveys](https://www.cdc.gov/vaccines/imz-managers/nis/about.html#current-surveys).

*Due to small sample size results should be interpreted with caution. AI/AN: American Indian/Alaska Native; NH/OPI: Native Hawaiian/Other Pacific Islander.*

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**Porter Novelli View 360 Survey, N = 515**

Data Collection Period: September 13-15, 2022

**N = 515**

Sample: Nationwide sample. Over 18 years.
Of Those Who Received at Least One Dose of the COVID-19 Primary Series, 68% of Will Definitely (45%) or Probably Get (23%) A or Another COVID-19 Booster Dose (n=386, 75% of Total)

Fielded: September 13-15, 2022

Preliminary, Unpublished result

37% Of the Sample Are Unsure (14%) or Do Not Plan On Getting (23%) the Annual Flu Vaccine (N=515, 100% of Total)

Fielded: September 13-15, 2022

Preliminary, Unpublished result
78%* Reported Being Very Likely or Somewhat Likely to Get the Annual Flu Vaccine and a COVID-19 Booster Dose at the Same Time (N=190)

*Of those who received at least one dose of the COVID-19 primary series and have not received their annual flu vaccine or the Updated Booster, But Are Eligible and Willing

Fielded: September 13-15, 2022

Preliminary, Unpublished result

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Top Reasons Given* That Make It More Difficult to Get a Booster at the Same Time as the Annual Flu Vaccine (n=256)

*Of those who received at least one dose of the COVID-19 primary series and have not received their annual flu vaccine

Fielded: September 13-15, 2022

Preliminary, Unpublished result
CDC’s State of Vaccine Confidence Insights Report

Data Collection Period: August 30 – September 12, 2022

- Collects data from over 24 quantitative and qualitative data sources:
  - Digital media, social media, polls, literature, CDC-INFO, web metrics, etc.
- Themes identified using integrated and thematic analysis
- Assigned a threat level relative to the perceived threat to vaccine uptake and the degree it appears within and between the data sources
Theme 4: Some health experts and evidence suggest that combining messaging promoting uptake of the bivalent booster dose and the annual flu vaccine at the same time might not be effective for all people.

- **Perceptions, concerns, and threats to vaccine confidence**
  - One study found that adult influenza vaccine uptake decreased from 43.7% to 39.2% in states with the lowest COVID-19 vaccine uptake and only decreased after the COVID-19 vaccine was introduced.
  - The authors believe this indicates that factors associated with COVID-19 vaccine confidence may have carried over to affect influenza vaccination rates.

Perceptions, concerns, and threats to vaccine confidence

- The same study found that adult influenza vaccine uptake increased from 49.0% to 52.8% in states with the highest COVID-19 vaccine uptake.
- This study also found a strong consistent association over time since October 2021 of COVID-19 vaccine uptake and intent of flu vaccination since July 2021, in children and adults.
- The study found no meaningful difference in adult influenza vaccine uptake after the COVID-19 vaccine was introduced for children ages 6 months to less than 18 years or adults ≥65 years.


Theme 4: Some health experts and evidence suggest that combining messaging promoting uptake of the bivalent booster dose and the annual flu vaccine at the same time might not be effective for all people

- A CDC probability-based Omnibus panel survey found a meaningful percentage of people were concerned about the safety and decreased effectiveness associated with coadministration.

Unpublished result; Predecisional – Not for Distribution

If you could get a COVID-19 vaccine and a flu vaccine during the same appointment, how concerned would you be about the following?

<table>
<thead>
<tr>
<th>Concern</th>
<th>Very concerned</th>
<th>Somewhat concerned</th>
<th>Slightly concerned</th>
<th>Not concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Might be less safe</td>
<td>29.5</td>
<td>18.8</td>
<td>10.6</td>
<td>21.0</td>
</tr>
<tr>
<td>Might be less effective</td>
<td>46.4</td>
<td>18.7</td>
<td>18.9</td>
<td>24.6</td>
</tr>
<tr>
<td>Might cause more short-term side effects</td>
<td>30.9</td>
<td>22.6</td>
<td>21.9</td>
<td>21.9</td>
</tr>
</tbody>
</table>
Theme 4: Some health experts and evidence suggest that combining messaging promoting uptake of the bivalent booster dose and the annual flu vaccine at the same time might not be effective for all people

- Perceptions, concerns, and threats to vaccine confidence
  
  - Omnibus panel survey data from late last year also showed high correspondence between an intent for flu vaccination for the 2020-21 season and COVID-19 vaccination intention.
  
  - The CDC probability-based Omnibus panel survey also found that concerns about coadministration impacting the vaccines’ effectiveness and safety differed by age, gender, race, and ethnicity.
Figure 2: It might cause more short-term side effects when getting both vaccines at the same time

Theme 4: Some health experts and evidence suggest that combining messaging promoting uptake of the bivalent booster dose and the annual flu vaccine at the same time might not be effective for all people

- **Perceptions, concerns, and threats to vaccine confidence**
  - HHS Current Events Tracker Wave 74 reported that only 46% of adults said they thought someone would find a message about getting a COVID-19 booster and flu vaccine at the same time to be motivating as a reason to get a booster.
    - Adults ranked “variant-specific,” “updated,” and “new” boosters about the same regardless of vaccine or booster status.
    - 62% of adults said they thought someone would find a message mentioning the original COVID strain and Omicron to be motivating to get a booster.
    - 47% of unboosted adults found the message referencing both strains to be motivating, compared to 79% of boosted adults.
    - Almost two-thirds of boosted adults found the message about colder weather motivating, compared to 37% of unboosted adults.
For more information about the themes and findings in this presentation contact:

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For more information, contact CDC  
1-800-CDC-INFO (232-4636)  

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.