



## PULSE POLL – FLU SPOTLIGHT

### NATIONAL SURVEY OF U.S. ADULTS AUGUST 2021

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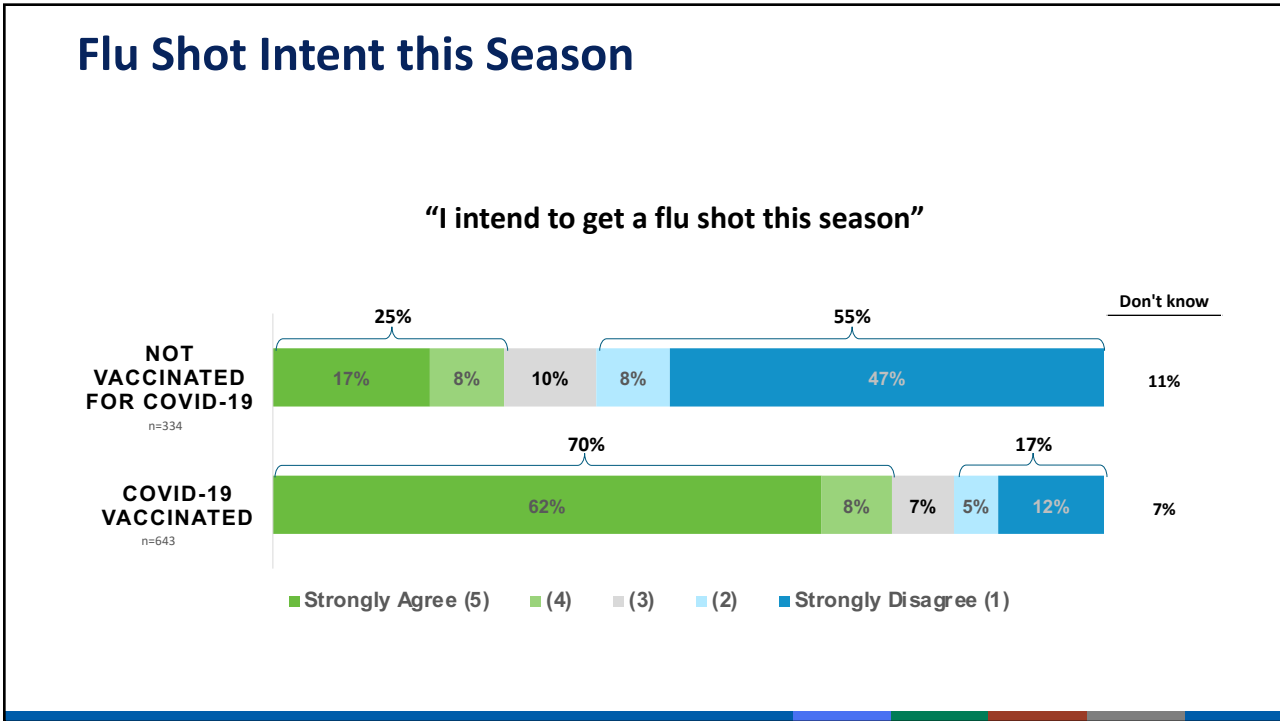
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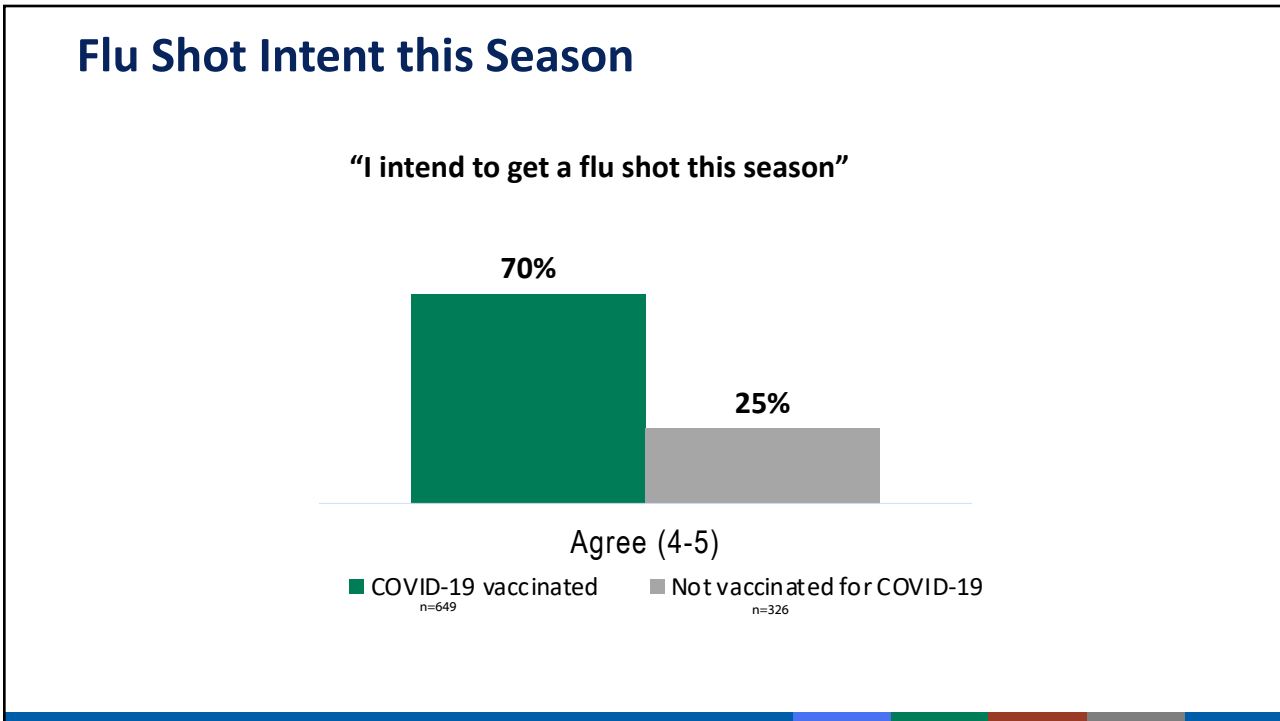
## Methods

- Goal - understand sentiment among U.S. consumers 18 and older around flu vaccinations and COVID-19 booster shots
- KRC Research conducted an online panel survey, drawn from a large national opt-in panel of U.S. adults
- Randomly drawn sample: 1,004 adults, 18 years and older
- Survey was approximately 7 minutes in length
- Conducted August 25-27, 2021
- Data weighted on key demographic variables to reflect the adult population based on U.S. Census data

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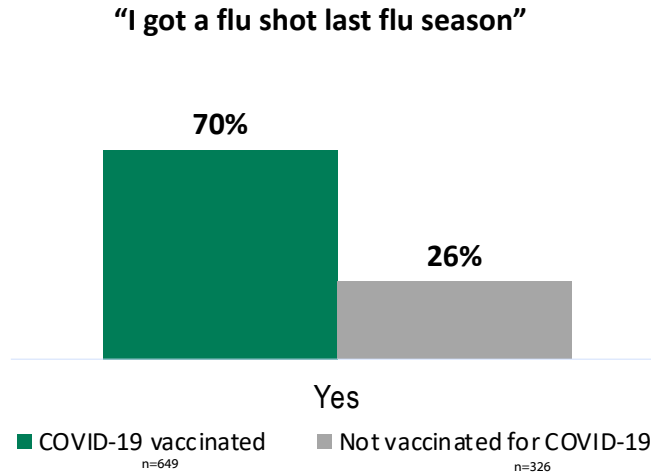


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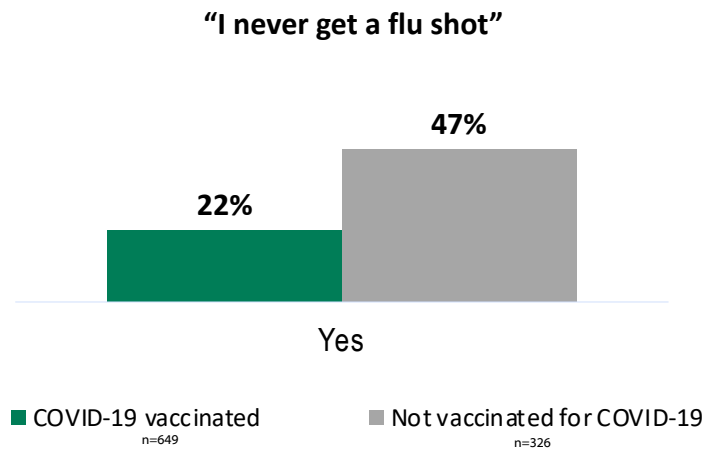
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## Flu Shot Last Season



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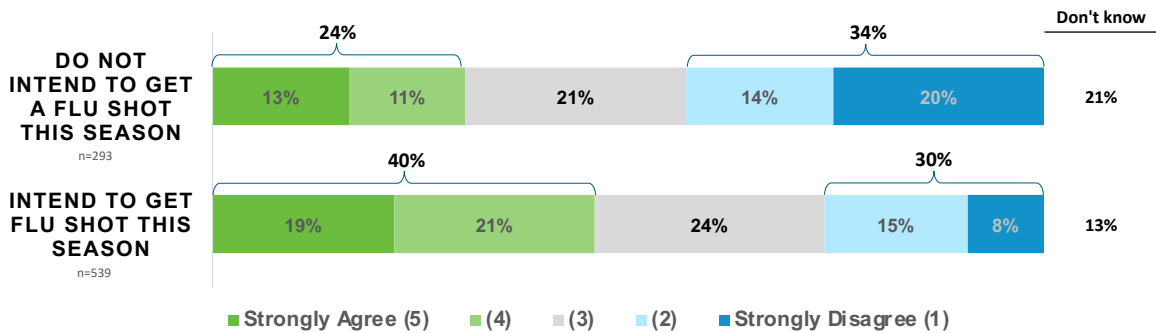
## Never Get a Flu Shot



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## Worse Flu Season This Year

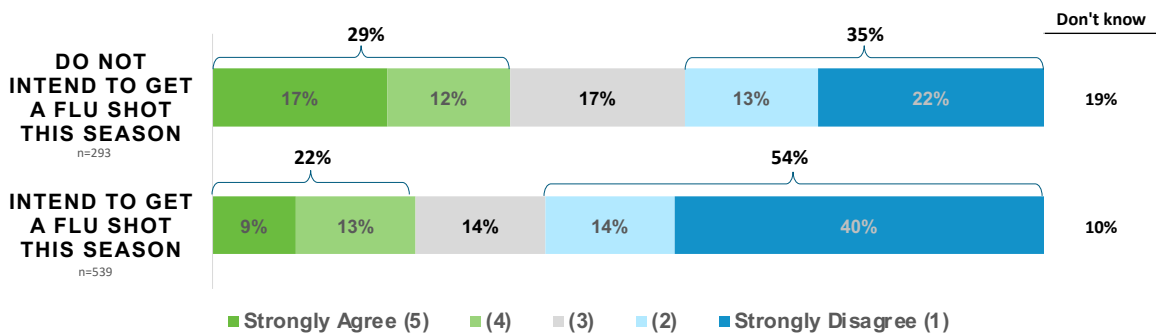
“I expect the flu season this year to be worse than usual”



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## COVID-19 is Like Getting Flu

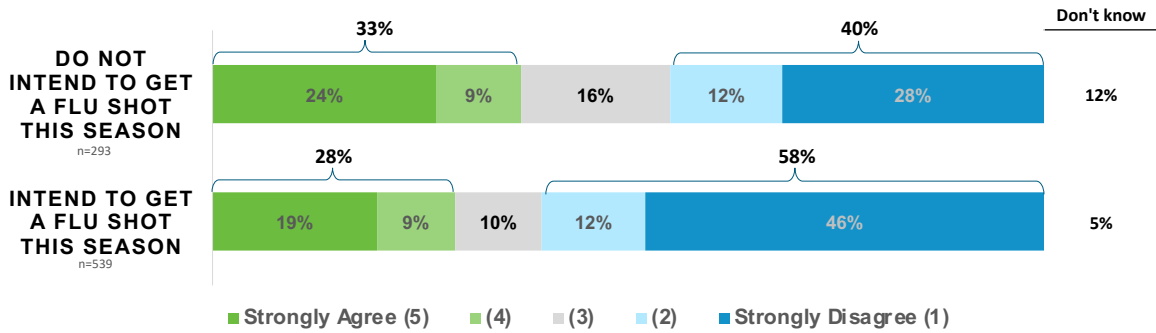
“Getting COVID-19 is like getting the flu”



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## COVID-19 vs Flu Severity

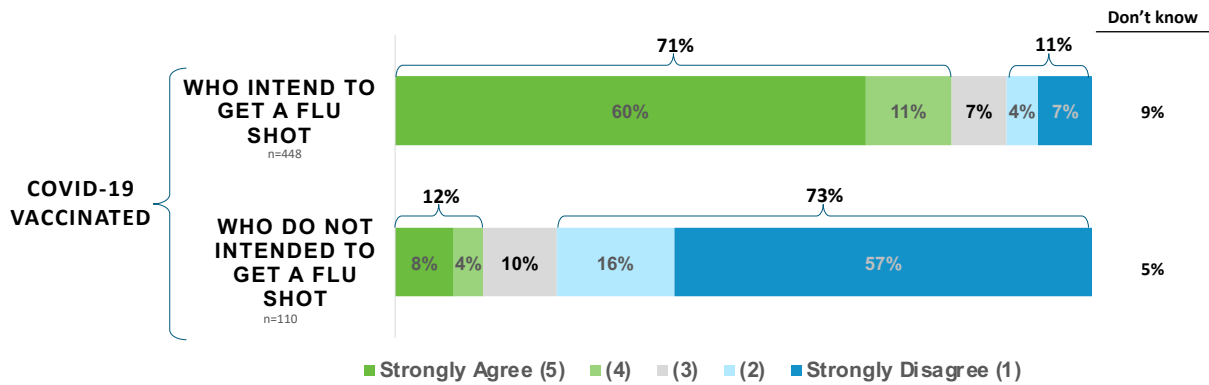
“COVID-19 is no more dangerous than flu”



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## Willingness To Get Flu Shot At Same Time As Booster

“I am willing to get a flu shot at the same time as a COVID-19 booster shot”



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## Research Limitations

- The survey is not a probability survey and is therefore not generalizable to the U.S. population
- Only a snapshot in time
  - Many of the survey topics have continued to receive national discussion and therefore opinions may be changing

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## Thank you

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

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