



Poll Results: Flu Vaccination



“While we continue to combat the COVID crisis, now is the time to get your flu shot and other vaccinations. It’s critical for you and those you love.”

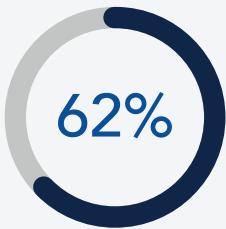
FLU VACCINATION IN AMERICA 101



Two thirds of **adults (68%)** say they **get a flu vaccination at least some years.**

MORE PEOPLE ARE LIKELY TO GET THE FLU VACCINATION THIS YEAR, YET YOUNG AND BLACK AMERICANS ARE NOT AS LIKELY AS OTHERS

One-quarter of adults (27%) say they are **much more likely to get a flu vaccination this flu season** because of the COVID-19 pandemic.



This year, **almost two-thirds of adults (62%)** say it’s likely **they’ll get a flu** vaccination. But, **younger adults ages 18-34 (51%)** and **Black adults (51%)** **do not reach that level of likelihood.**

PHARMACISTS MAY HAVE A CHANCE TO REACH THOSE WHO HAVEN’T MADE A FIRM FLU VACCINATION DECISION

Adults considered “persuadable” in the **decision to get a flu** vaccination are slightly more **likely to have visited a pharmacist** than a **primary care physician (59% vs. 54%)** or **urgent care center (59% vs. 21%)** in the **past 12 months.**

“Persuadables” are those who say they are “somewhat likely” or “somewhat unlikely” to get a flu vaccination this season, or who “don’t know” or are “unsure” – as opposed to those who say they are “very likely” or “very unlikely” to get a flu vaccination.

AMERICANS TRUST PHARMACISTS, AND SENIORS ARE PARTICULARLY COMFORTABLE GETTING THEIR VACCINATION IN A PHARMACY

Adults trust their pharmacists (79%) and doctors (82%) at similar rates to tell them more about the flu vaccination.



65%

Nearly two-thirds (65%) of adults are **comfortable getting their flu vaccination at a pharmacy – including those in grocery stores and other retailers, and**

70%

70% of those 65 years or older are comfortable doing so.

Adults say plans underway in pharmacies make them more likely to get a flu vaccination – plans including;

- temperature screening and asking questions that screen for illness (48% more likely);
- physical enhancements inside the pharmacy space to promote social distancing – like floor markings (47%);
- information and actions available to patients before they arrive at the pharmacy – like appointment scheduling, digital check-in, preparing paperwork ahead of time, and notices about facemask and physical distancing policies (46%); and
- parking lot drive-up clinics at pharmacy locations (37%).

WORK IS NEEDED FOR THE PERCEIVED IMPORTANCE OF FLU VACCINATIONS TO REACH THAT OF WEARING MASKS AND TAKING OTHER MEASURES

While **two-thirds of adults (67%)** say **getting a flu vaccination is important to protecting health** during the pandemic, **this is shy of the importance level for other measures** like



wearing a mask (86%),



distancing (89%),



washing hands (93%),



and staying home when sick (93%).

This poll was conducted by Morning Consult and commissioned by NACDS August 13-16, 2020 among a national sample of 2,200 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.