

BESPOKE INTEL

Healthcare Consumer Panel Covid Vaccines and Flu Shot

Survey of 1,500 US Consumers Balanced to Census

December 2022 Data

Key Takeaways

Covid and Flu Vaccines

- The % of consumers who received more than two Covid shots increased m/m.
- Expectations to get Covid shots in the future improved m/m.
- Consumers have a slightly stronger belief in the safety and efficacy of the flu shots compared to Covid shots, though the extent to which consumers feel both are necessary is similar.
- A higher percentage of consumers prefer the pharmacy for Covid shots compared to the percentage of consumers who prefer the pharmacy for flu shots.
- Most consumers who always get the flu shot have gotten the Covid vaccine. And nearly 50% of those who never get the flu shot have gotten at least one Covid shot.
- Though consumer concern with Covid is near series lows, concerns increased sequentially from November to December.

Cross Tab Analysis

- Older cohorts and respondents who identify politically as Democrat or Liberal are more likely than other cohorts to have gotten Covid shots. The same trend is true for the flu shot as well.

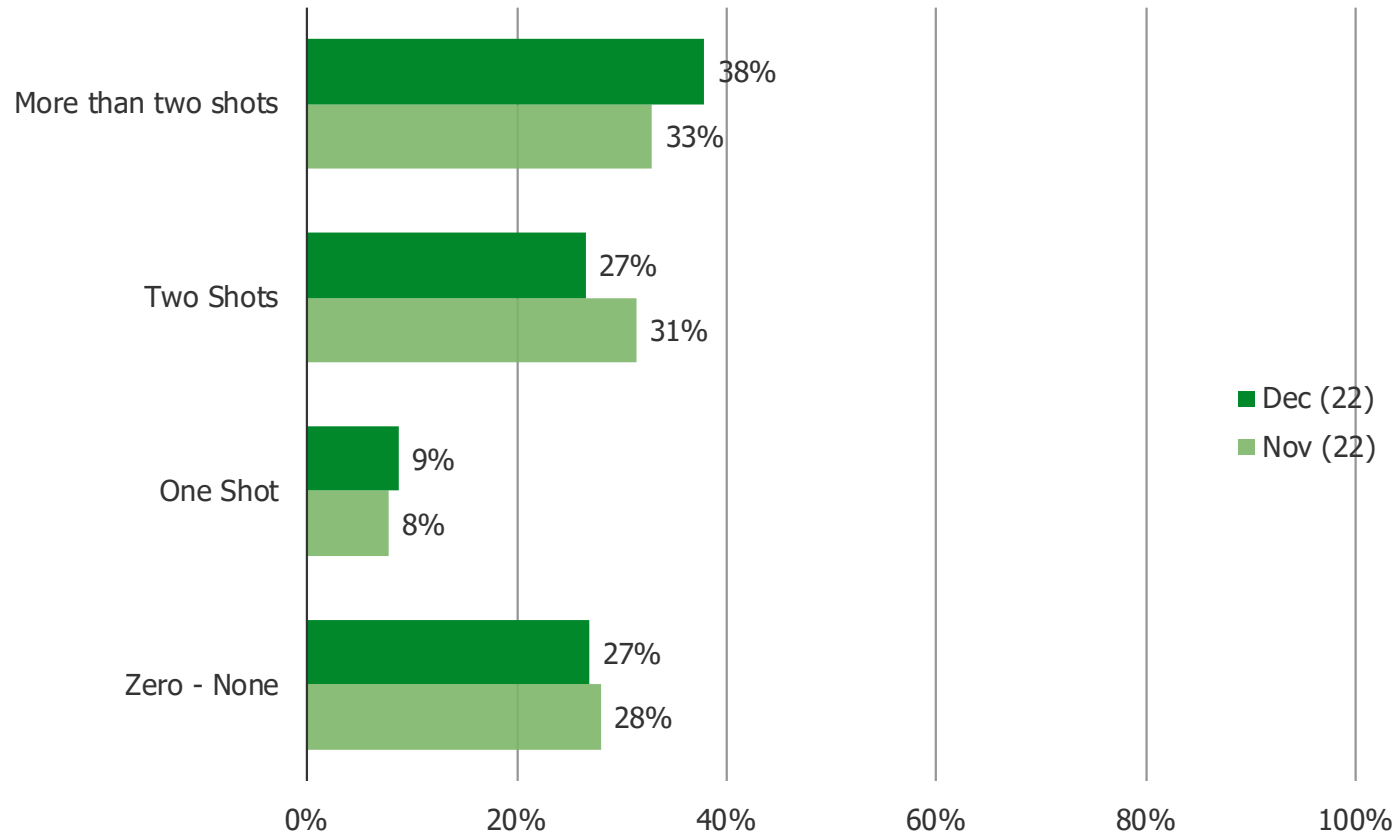
Cold and Flu Symptoms

- The % of consumers reporting cold and flu symptoms increased significantly to series highs in recent months.

Have you gotten any shots of the Covid vaccine?

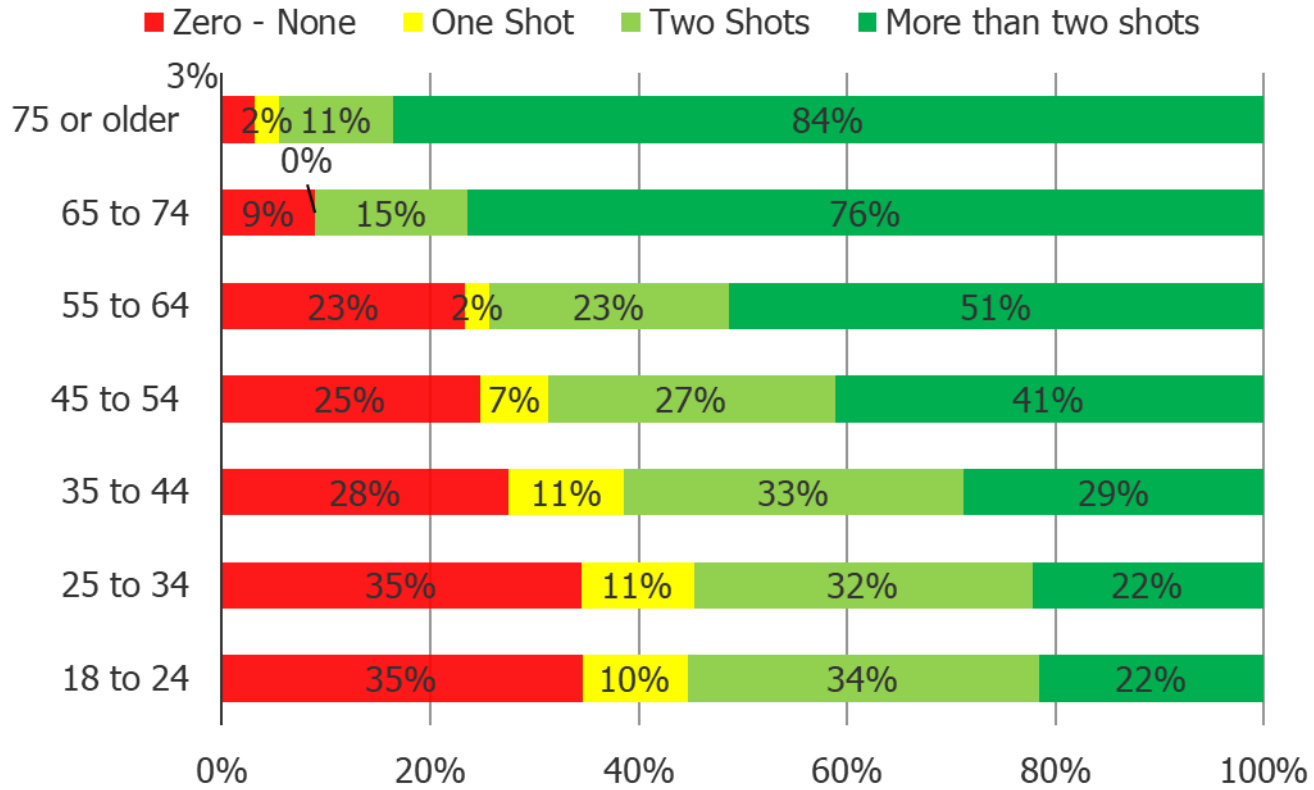
Have you gotten any shots of the Covid vaccine?

Posed to all respondents (N = 1,500)



Have you gotten any shots of the Covid vaccine?

Data Cross-Tabbed By Age

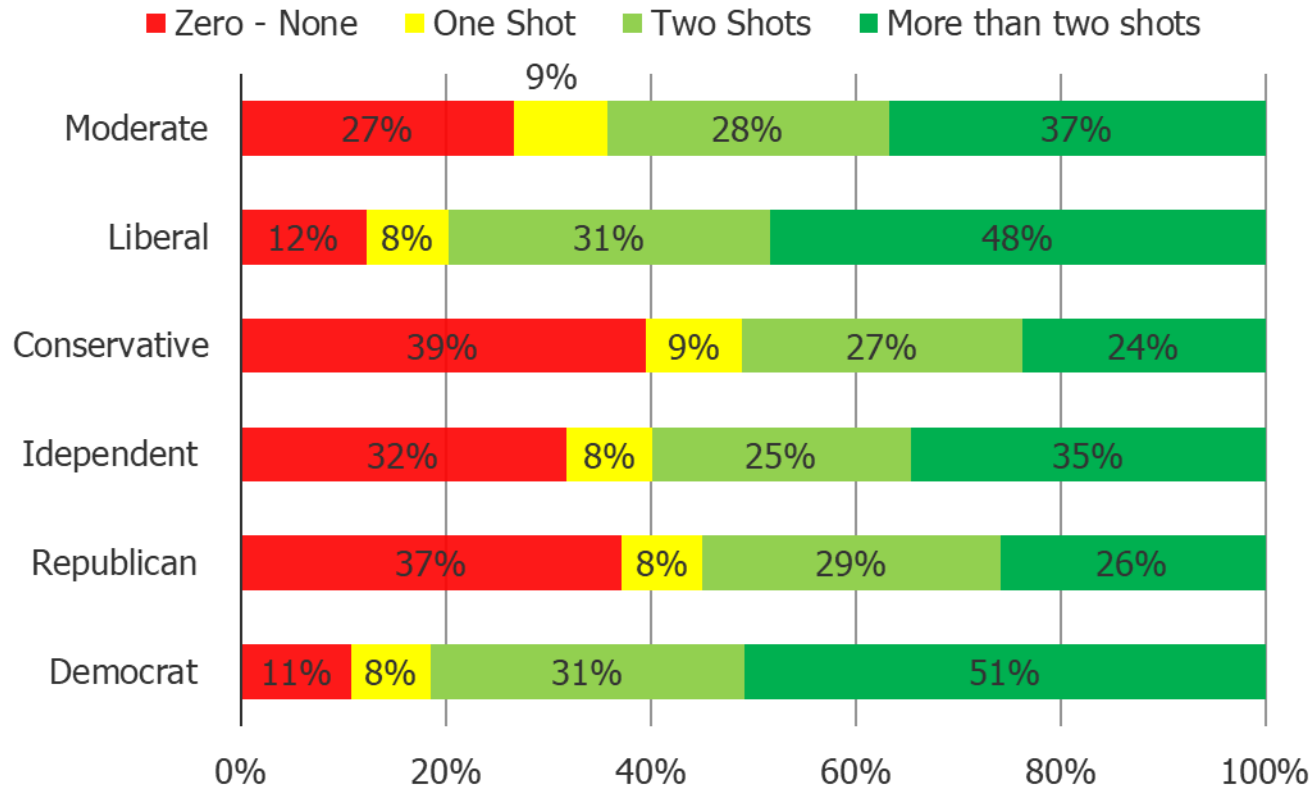


| 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 to 74 | 75 or older |
|----------|----------|----------|----------|----------|----------|-------------|
| N=523 | N=701 | N=632 | N=561 | N=300 | N=157 | N=128 |

Combining data from November and December to reach larger N sizes.

Have you gotten any shots of the Covid vaccine?

Data Cross-Tabbed By Political Affiliation

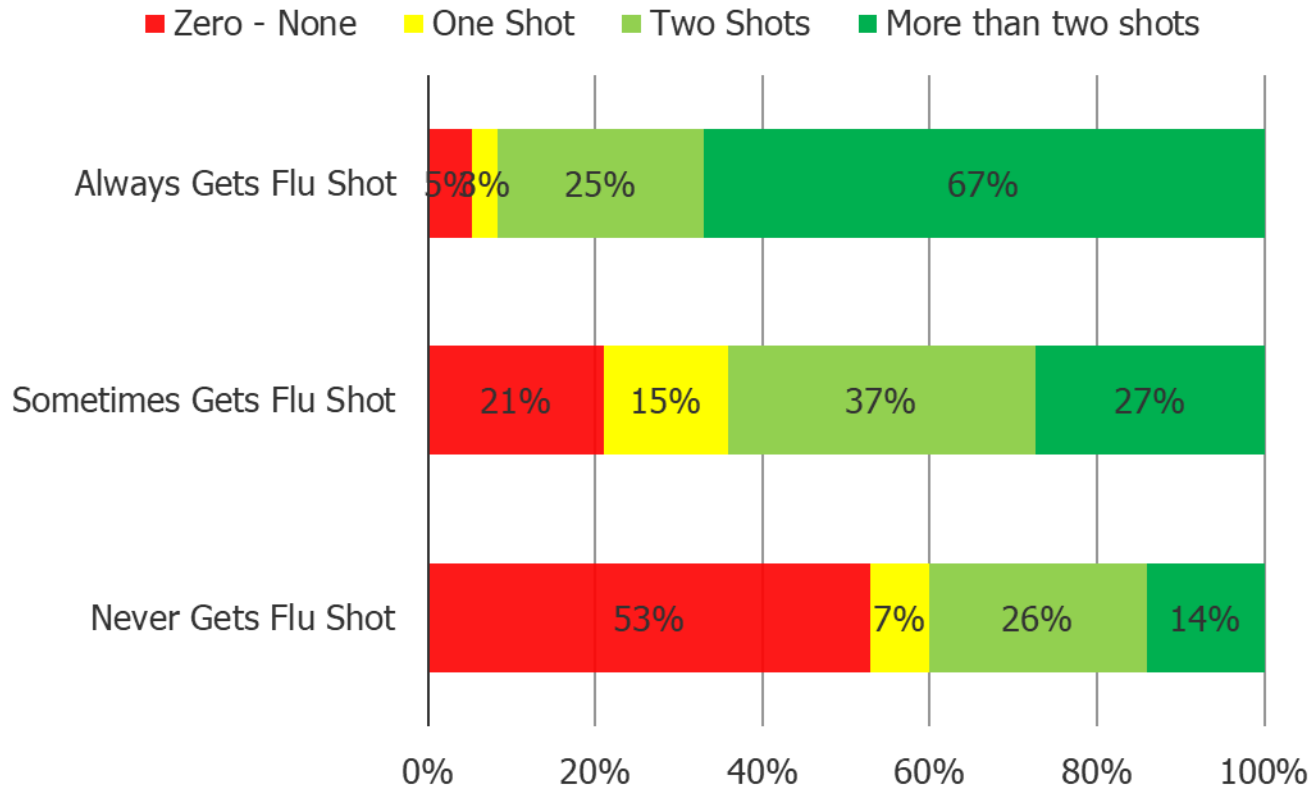


| Democrat | Republican | Independent | Conservative | Liberal | Moderate |
|----------|------------|-------------|--------------|---------|----------|
| N=861 | N=680 | N=611 | N=266 | N=277 | N=319 |

Combining data from November and December to reach larger N sizes.

Have you gotten any shots of the Covid vaccine?

Data Cross-Tabbed By How Often They Get Flu Shot



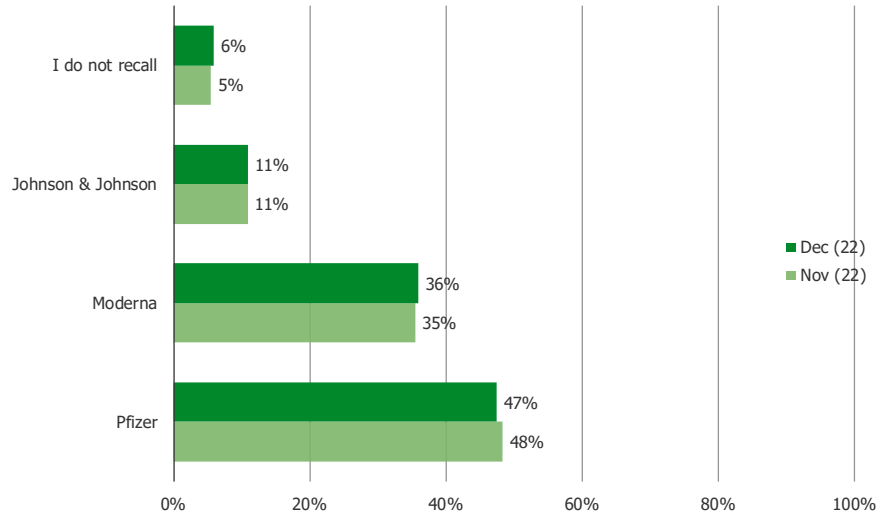
| Never Gets Flu Shot | Sometimes Gets Flu Shot | Always Gets Flu Shot |
|---------------------|-------------------------|----------------------|
| N=1089 | N=937 | N=976 |

Combining data from November and December to reach larger N sizes.

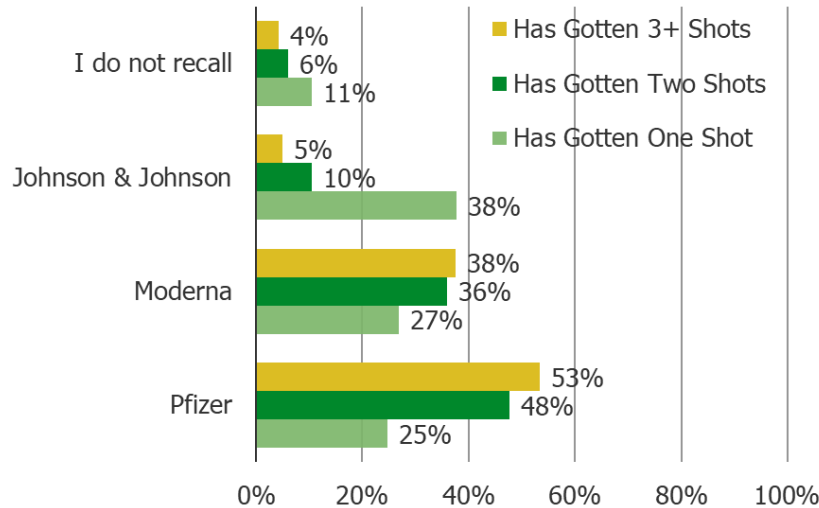
Which Vaccine did you get?

Which Vaccine did you get?

Posed to respondents who got one or more Covid vaccine shots (N = 1081)



Cross-Tabs: Respondents Who Got 1, 2, or 3+ shots...



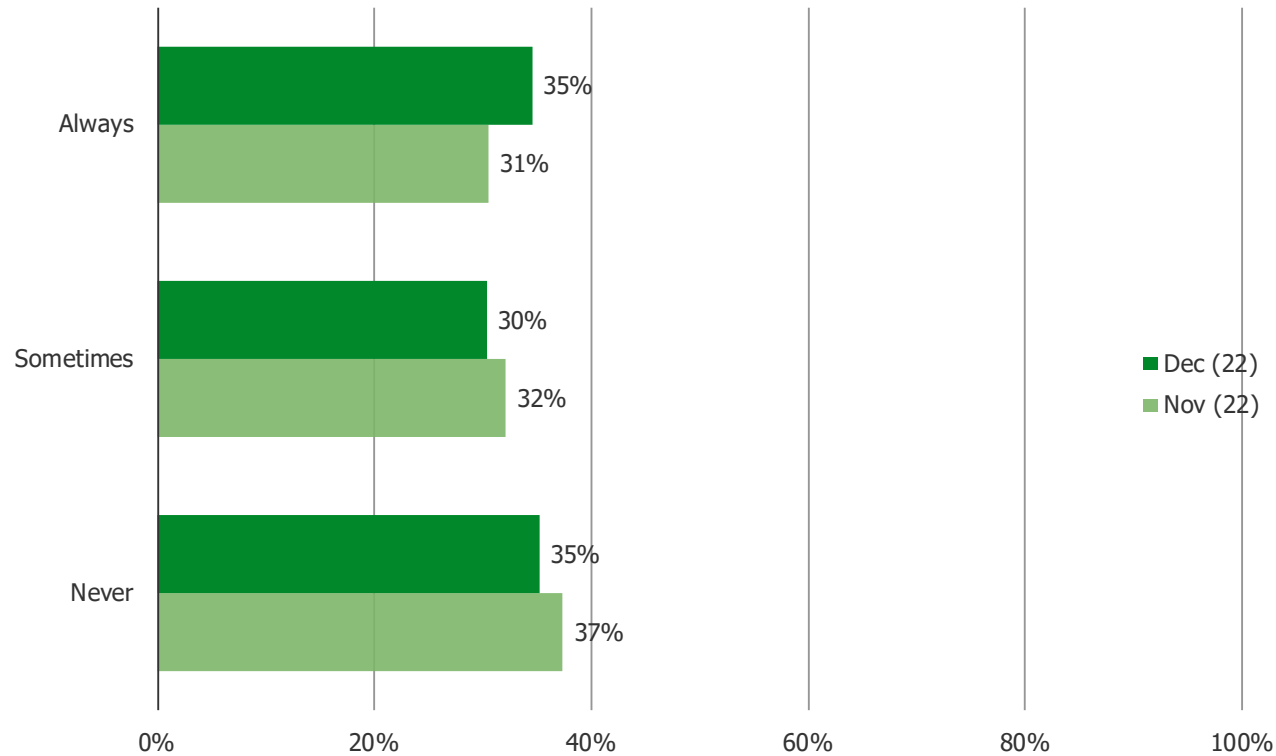
Combining data from November and December to reach larger N sizes.

| Has Gotten One Shot | Has Gotten Two Shots | Has Gotten 3+ Shots |
|---------------------|----------------------|---------------------|
| N=246 | N=869 | N=1063 |

Do you typically get the flu shot every year?

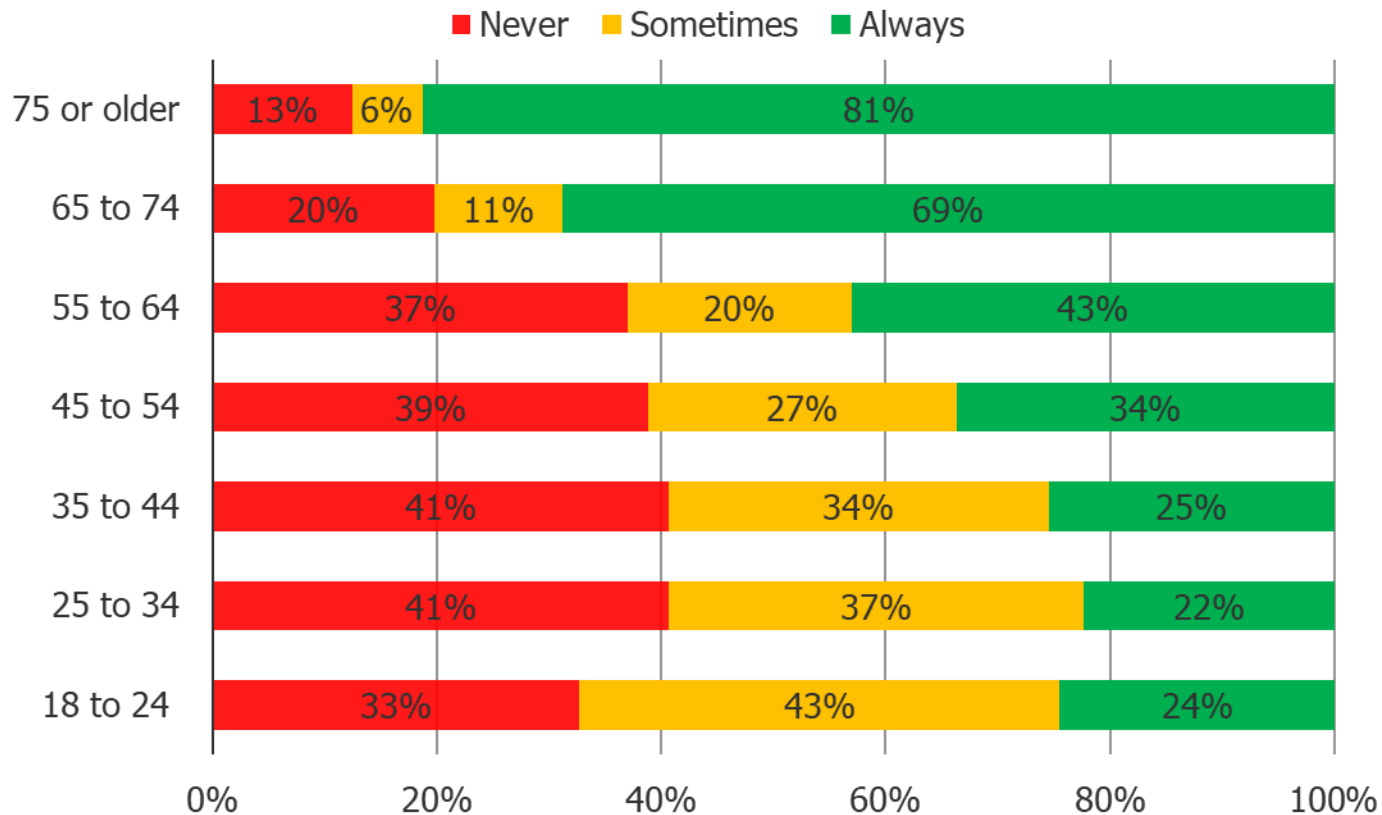
Do you typically get the flu shot every year?

Posed to all respondents (N = 1,500)



Do you typically get the flu shot every year?

Cross-Tabbing the data by age...

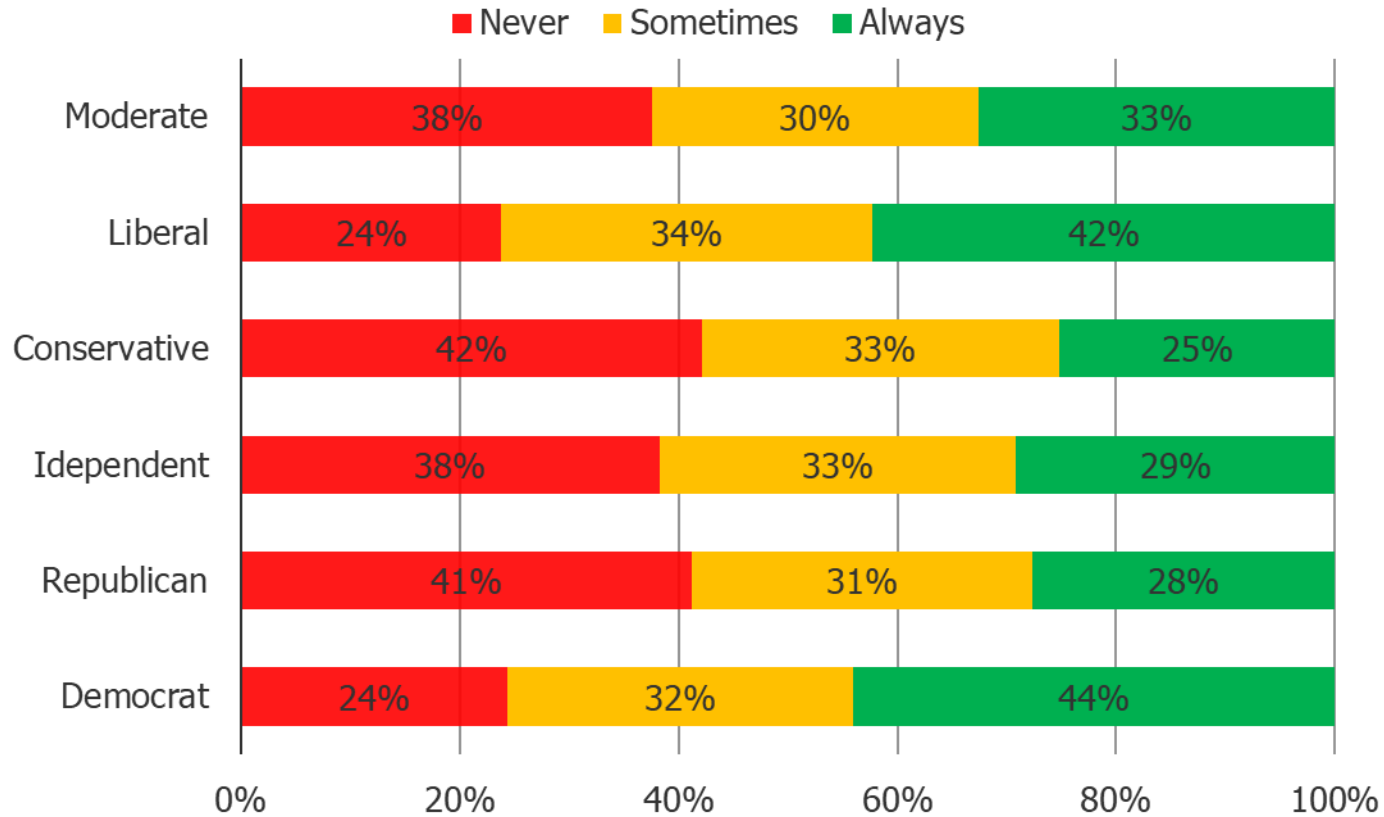


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|----------|----------|----------|----------|----------|----------|-------------|
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Combining data from November and December to reach larger N sizes.

Do you typically get the flu shot every year?

Cross-Tabbing the data by political affiliation...

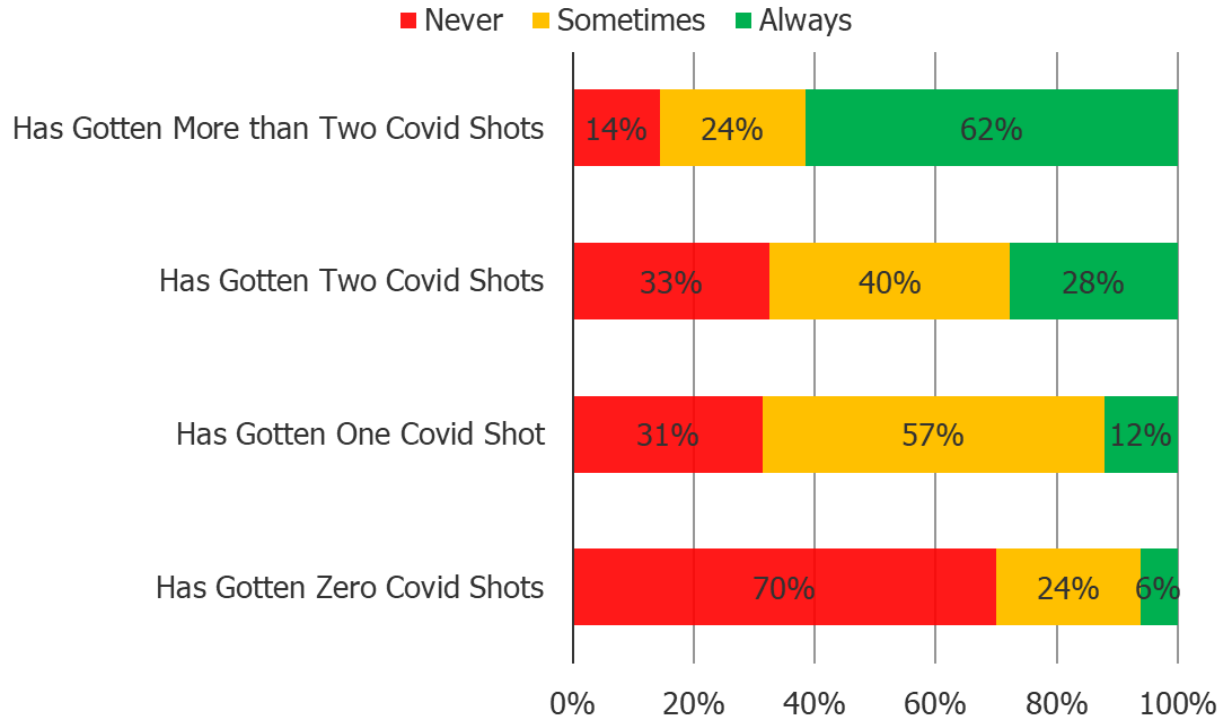


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|----------|------------|-------------|--------------|---------|----------|
| N=861 | N=680 | N=611 | N=266 | N=277 | N=319 |

Combining data from November and December to reach larger N sizes.

Do you typically get the flu shot every year?

Cross-Tabbing the data by how many Covid vaccine shots they have gotten...



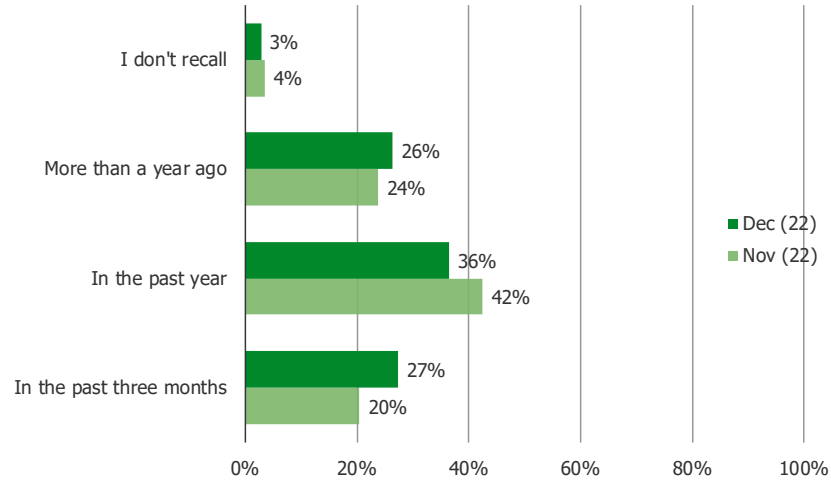
| Has Gotten Zero Covid Shots | Has Gotten One Covid Shot | Has Gotten Two Covid Shots | Has Gotten More than Two Covid Shots |
|-----------------------------|---------------------------|----------------------------|--------------------------------------|
| N=824 | N=246 | N=869 | N=1063 |

Combining data from November and December to reach larger N sizes.

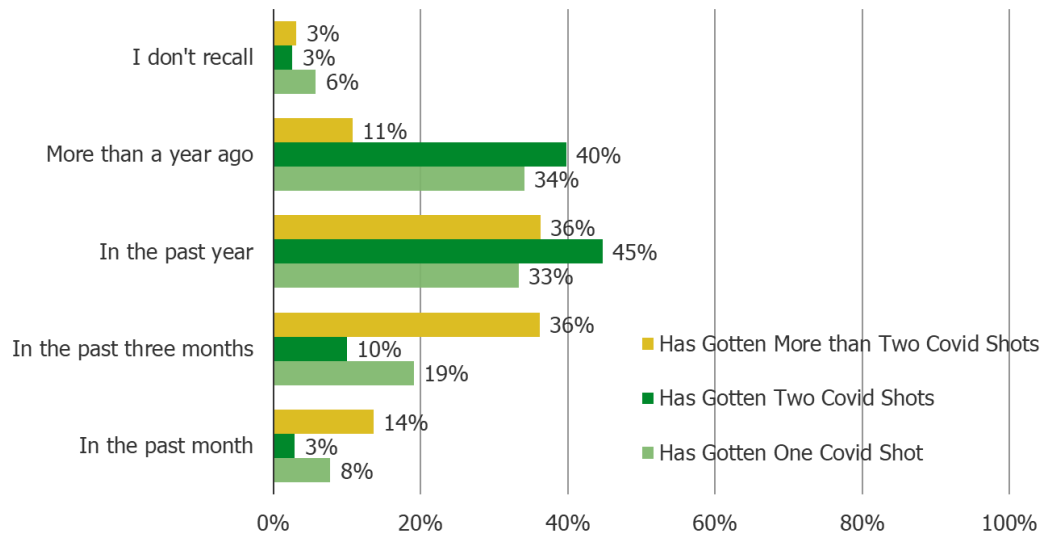
When did you most recently get a Covid vaccine shot?

When did you most recently get a Covid vaccine shot?

Posed to respondents who have gotten one or more Covid shots (N = 1,081)



Cross-tabbed by how many Covid vaccine shots they have gotten...



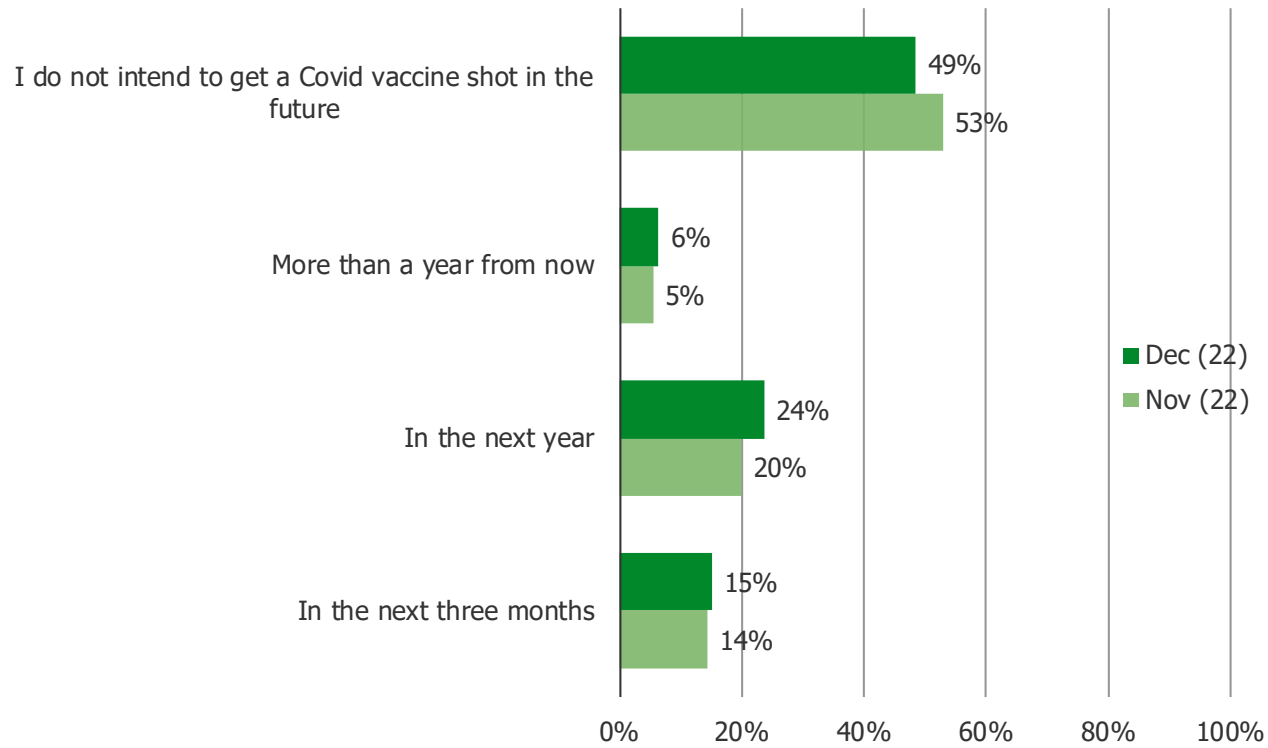
Combining data from November and December to reach larger N sizes.

| Has Gotten One Covid Shot | Has Gotten Two Covid Shots | Has Gotten More than Two Covid Shots |
|---------------------------|----------------------------|--------------------------------------|
| N=246 | N=869 | N=1063 |

When do you expect to get a Covid vaccine shot next?

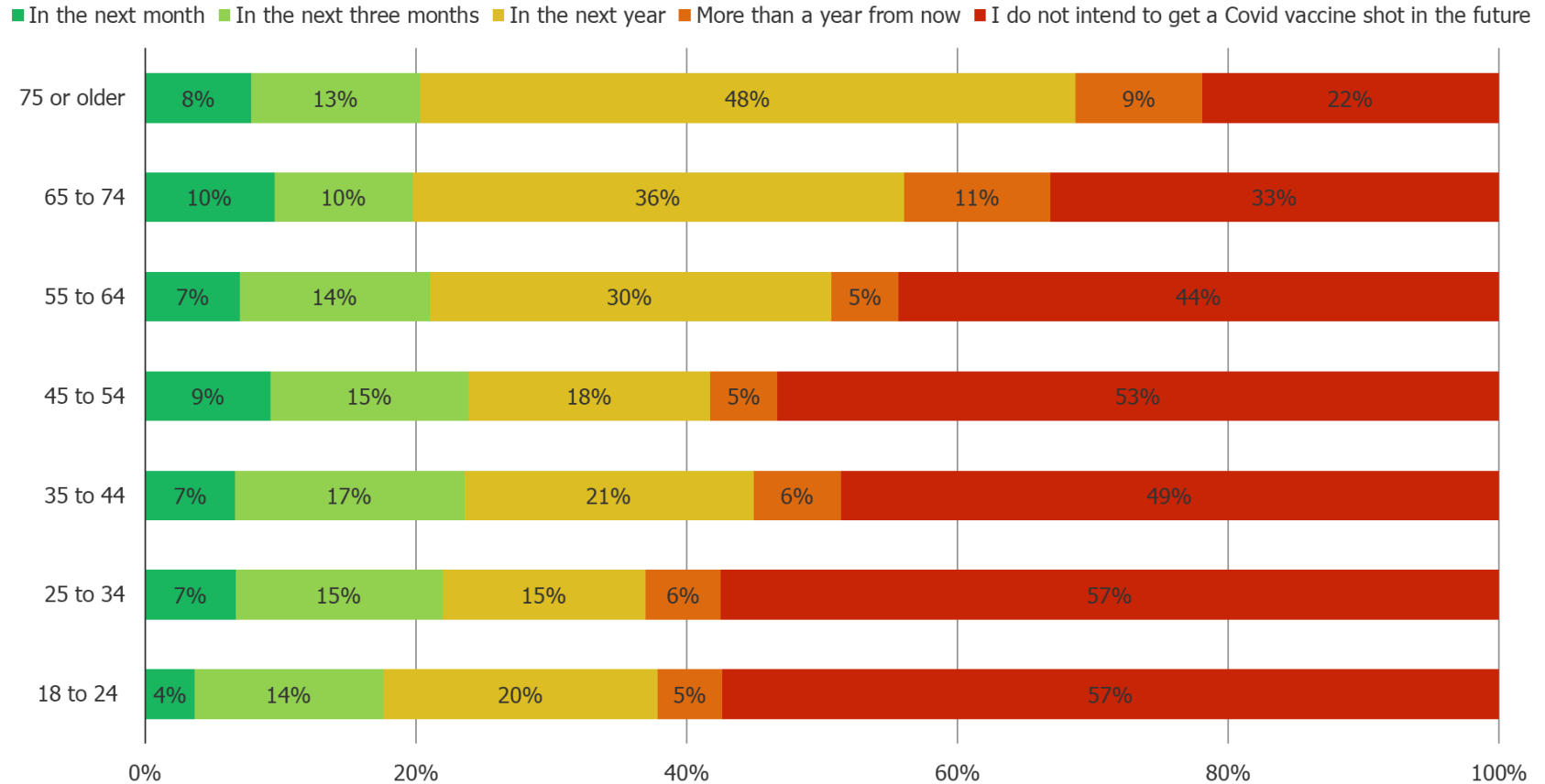
When do you expect to get a Covid vaccine shot next?

Posed to all respondents (N = 1,500)



When do you expect to get a Covid vaccine shot next?

Cross-tabbed by age

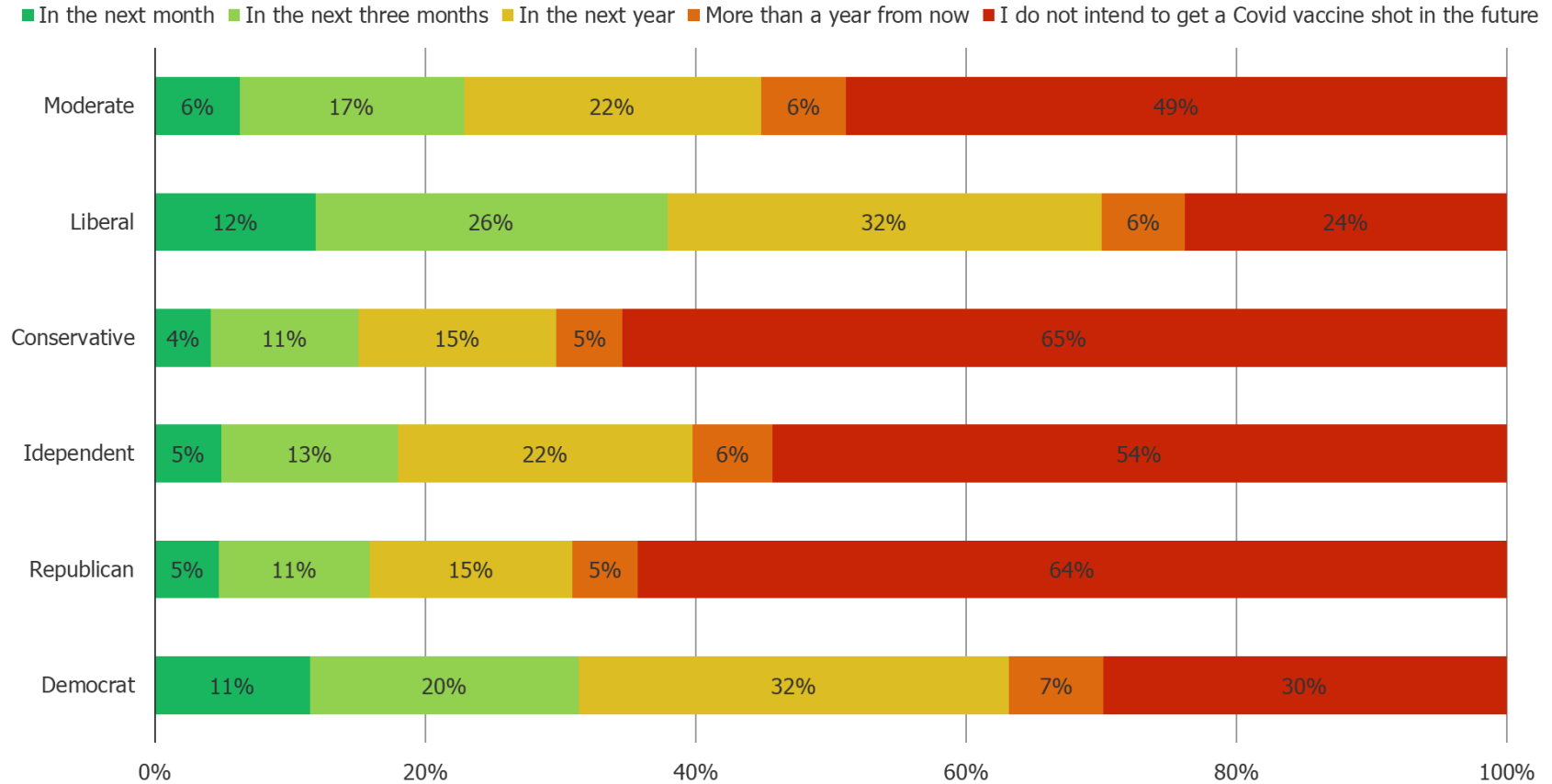


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When do you expect to get a Covid vaccine shot next?

Cross-tabbed by political affiliation

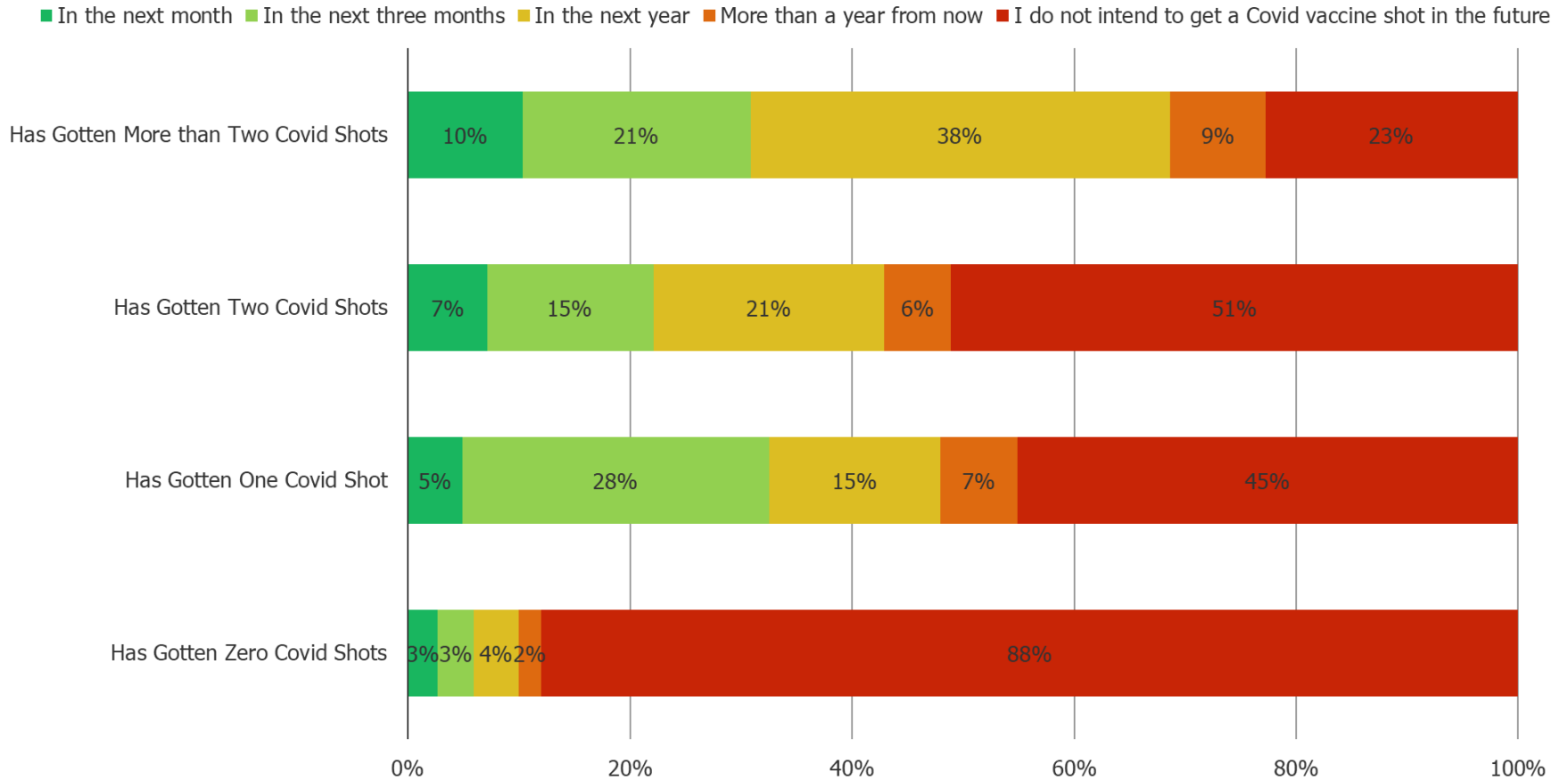


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Combining data from November and December to reach larger N sizes.

When do you expect to get a Covid vaccine shot next?

Cross-tabbed by how many Covid Vaccine shots they have gotten

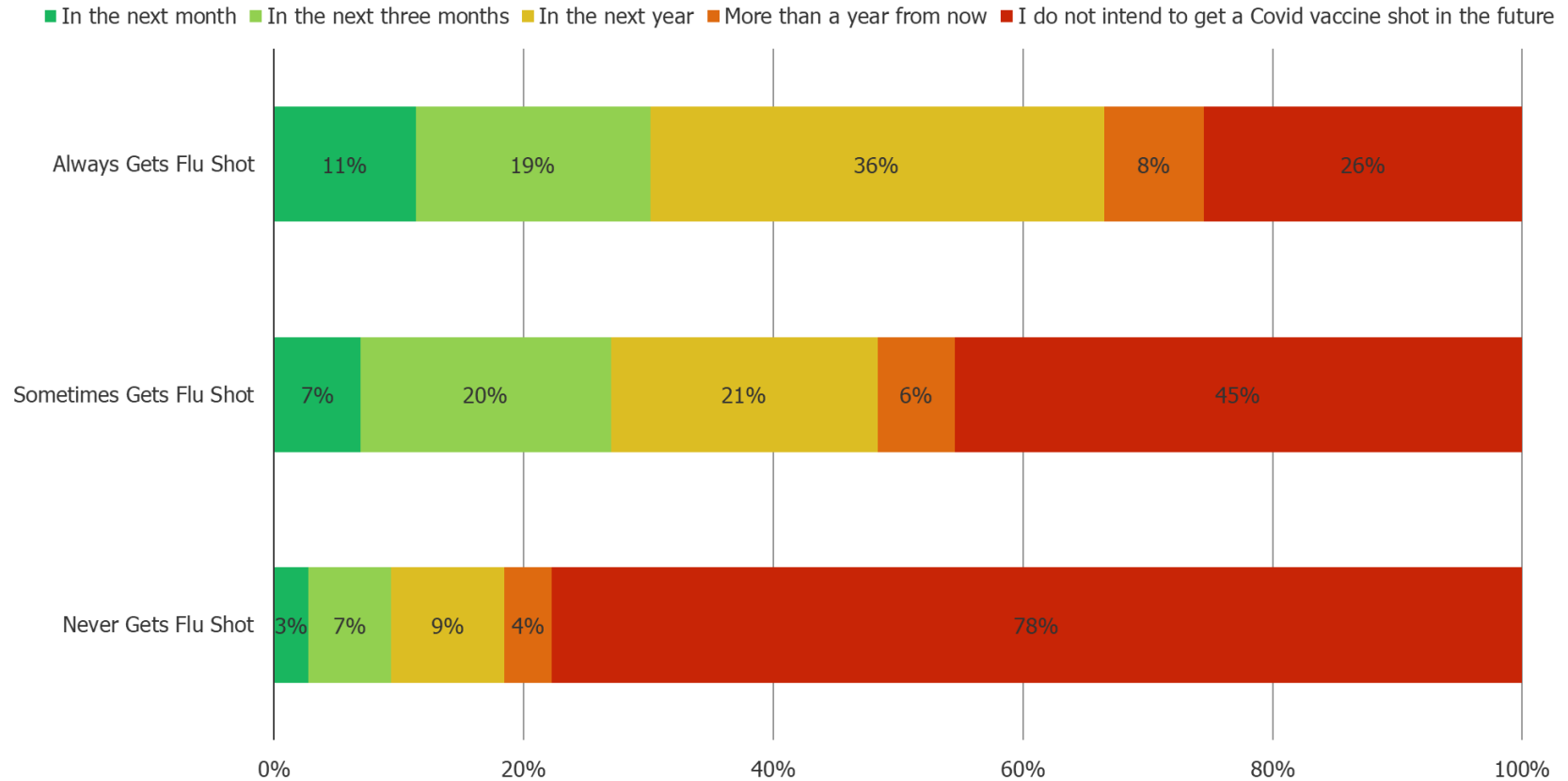


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|-----------------------------|---------------------------|----------------------------|--------------------------------------|
| N=824 | N=246 | N=869 | N=1063 |

Combining data from November and December to reach larger N sizes.

When do you expect to get a Covid vaccine shot next?

Cross-tabbed by how often they typically get Flu shot (annually)

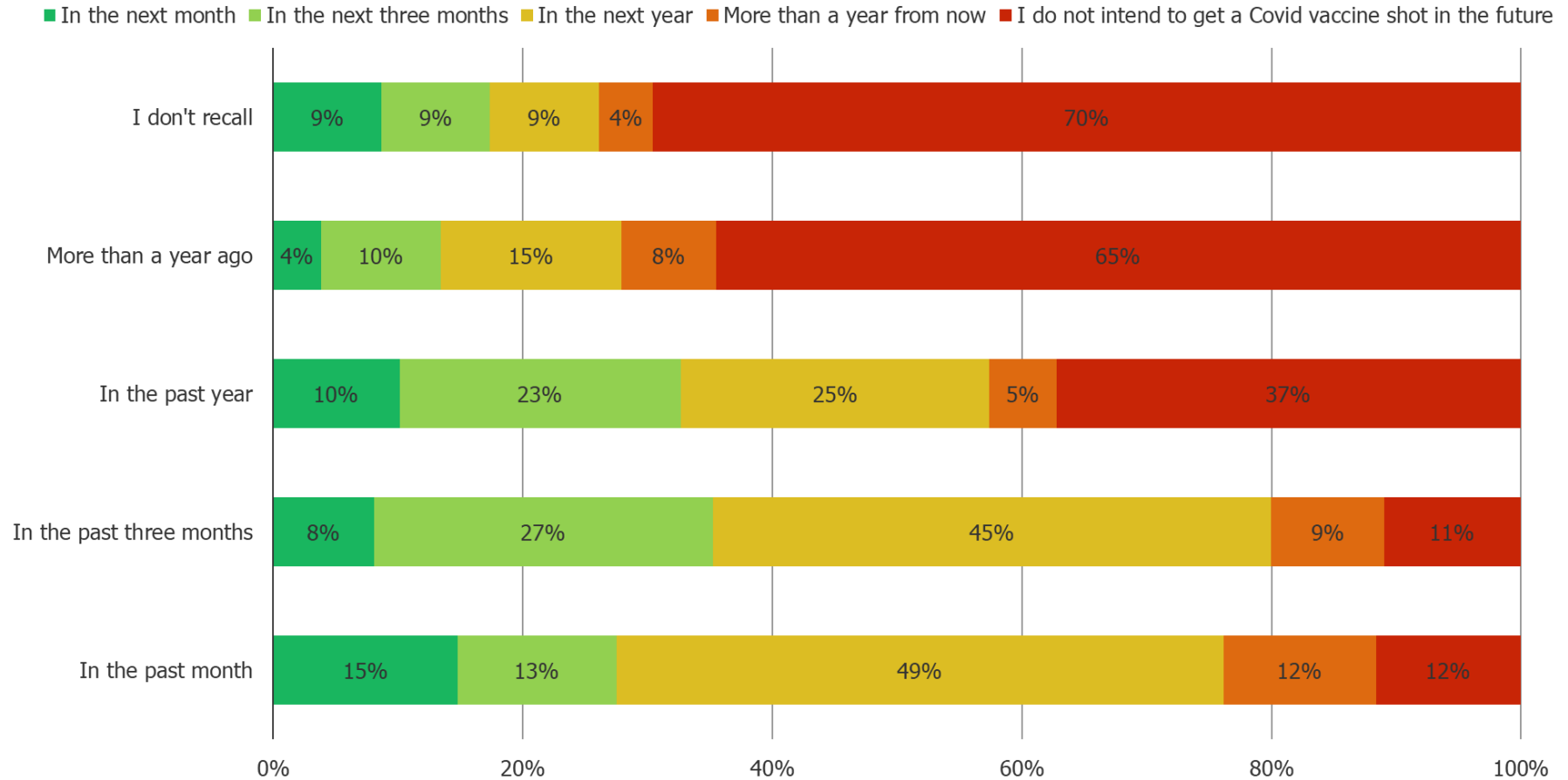


| Never Gets Flu Shot | Sometimes Gets Flu Shot | Always Gets Flu Shot |
|---------------------|-------------------------|----------------------|
| N=1089 | N=937 | N=976 |

Combining data from November and December to reach larger N sizes.

When do you expect to get a Covid vaccine shot next?

Cross-tabbed by Covid vaccine recipients, when they most recently got a shot



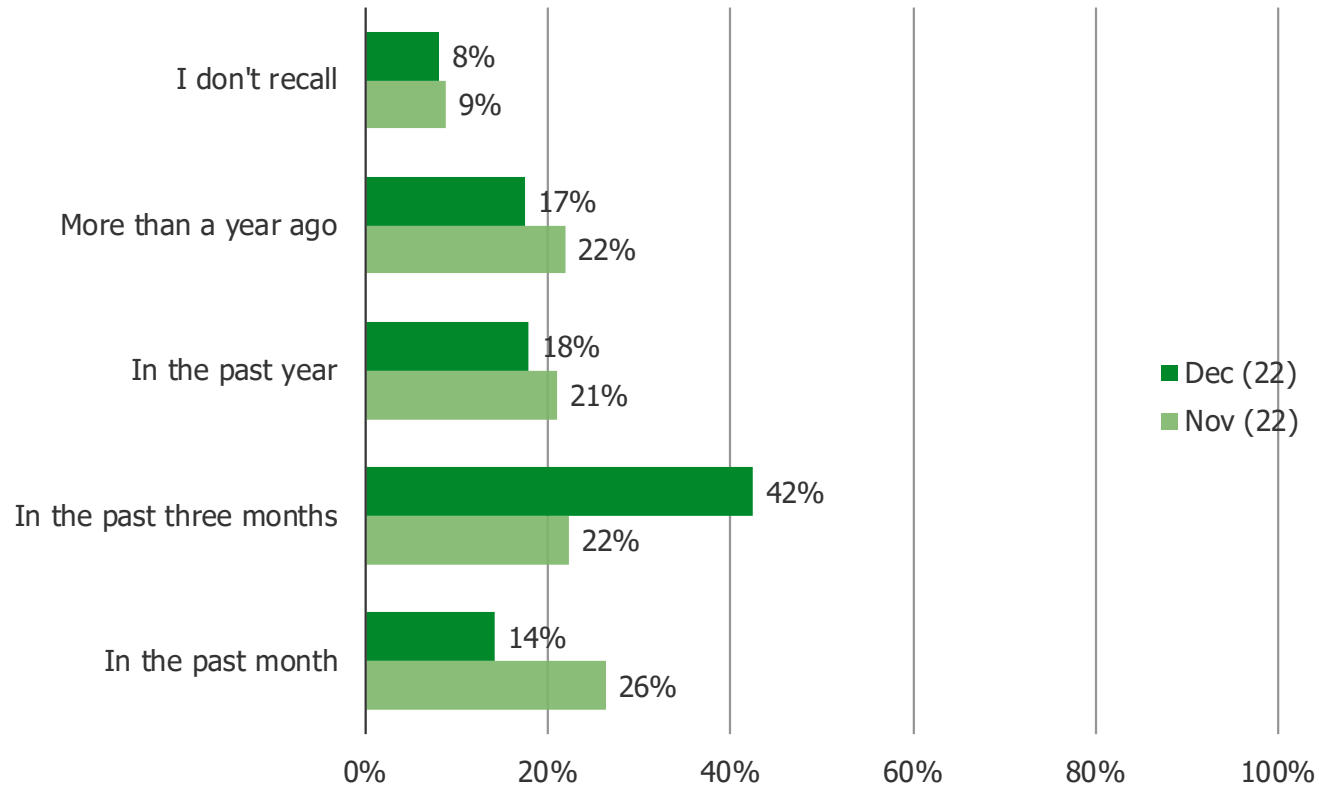
| In the past month | In the past three months | In the past year | More than a year ago | I don't recall |
|-------------------|--------------------------|------------------|----------------------|----------------|
| N=189 | N=519 | N=857 | N=544 | N=69 |

Combining data from November and December to reach larger N sizes.

When did you most recently get a flu shot?

When did you most recently get a flu shot?

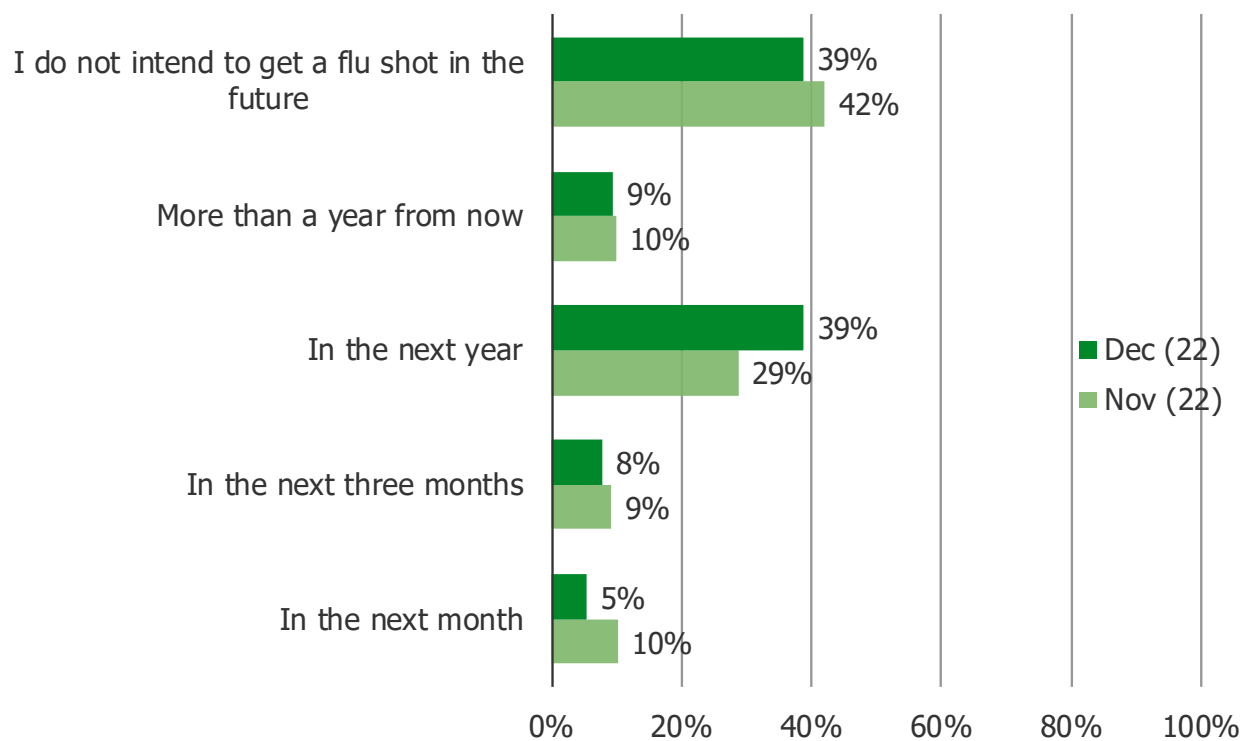
Posed to respondents who have gotten a flu shot (N = 940)



When do you expect to get a Flu shot next?

When do you expect to get a Flu shot next?

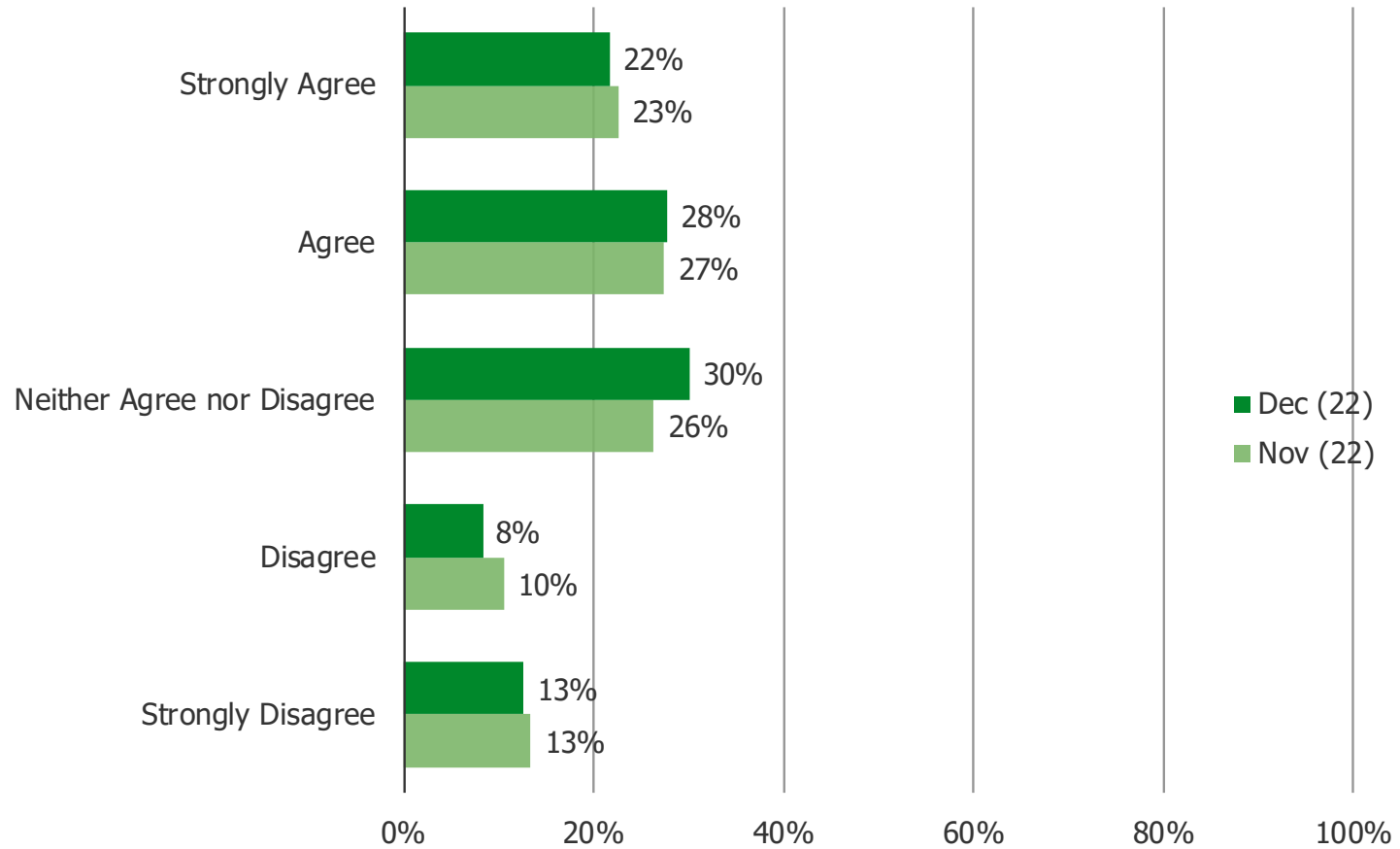
Posed to all respondents (N = 1,500)



To what extent do you agree with the following?

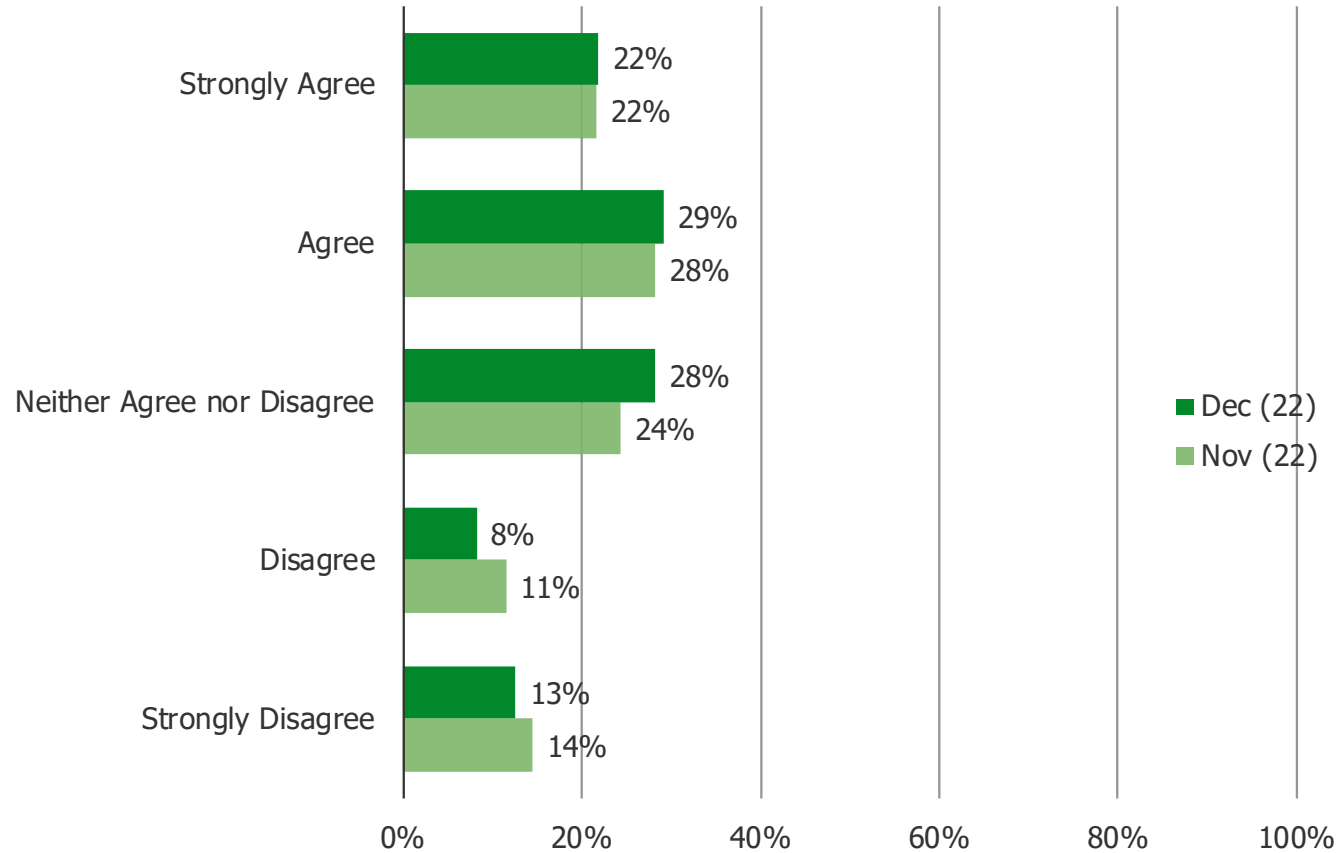
To what extent do you agree with the following? The Covid Vaccines are safe.

Posed to all respondents (N = 1,500)



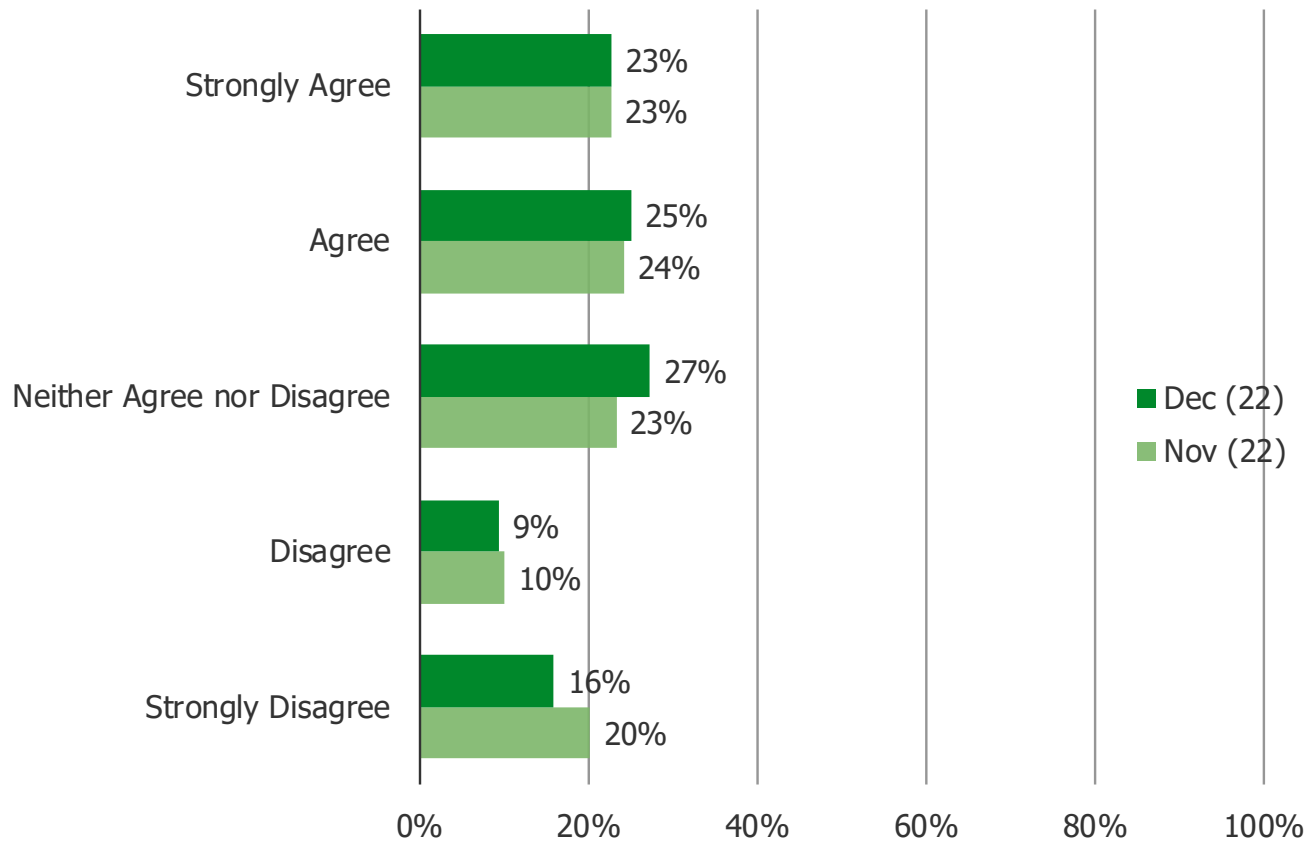
To what extent do you agree with the following? The Covid Vaccines are effective

Posed to all respondents (N = 1,500)



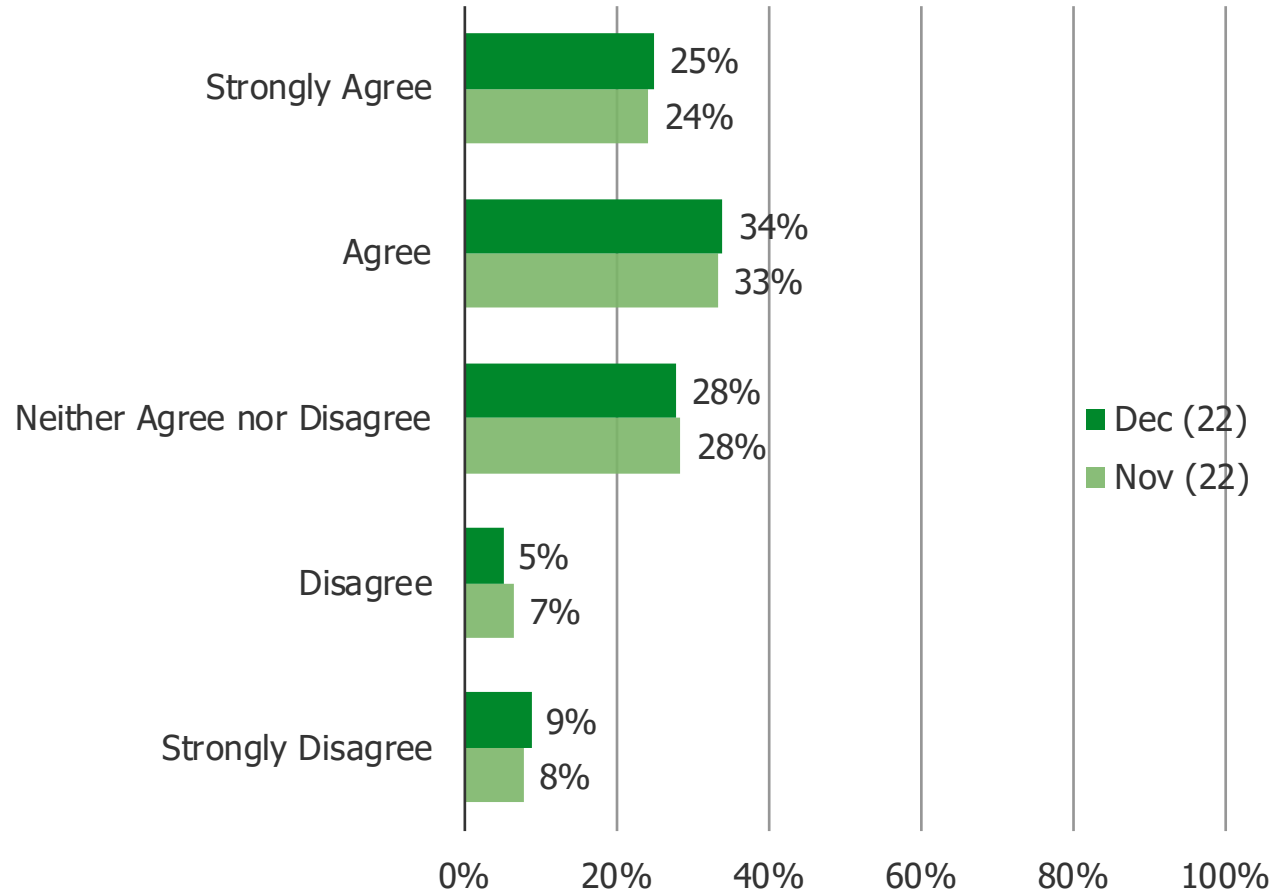
To what extent do you agree with the following? The Covid Vaccines are necessary for me to get

Posed to all respondents (N = 1,500)



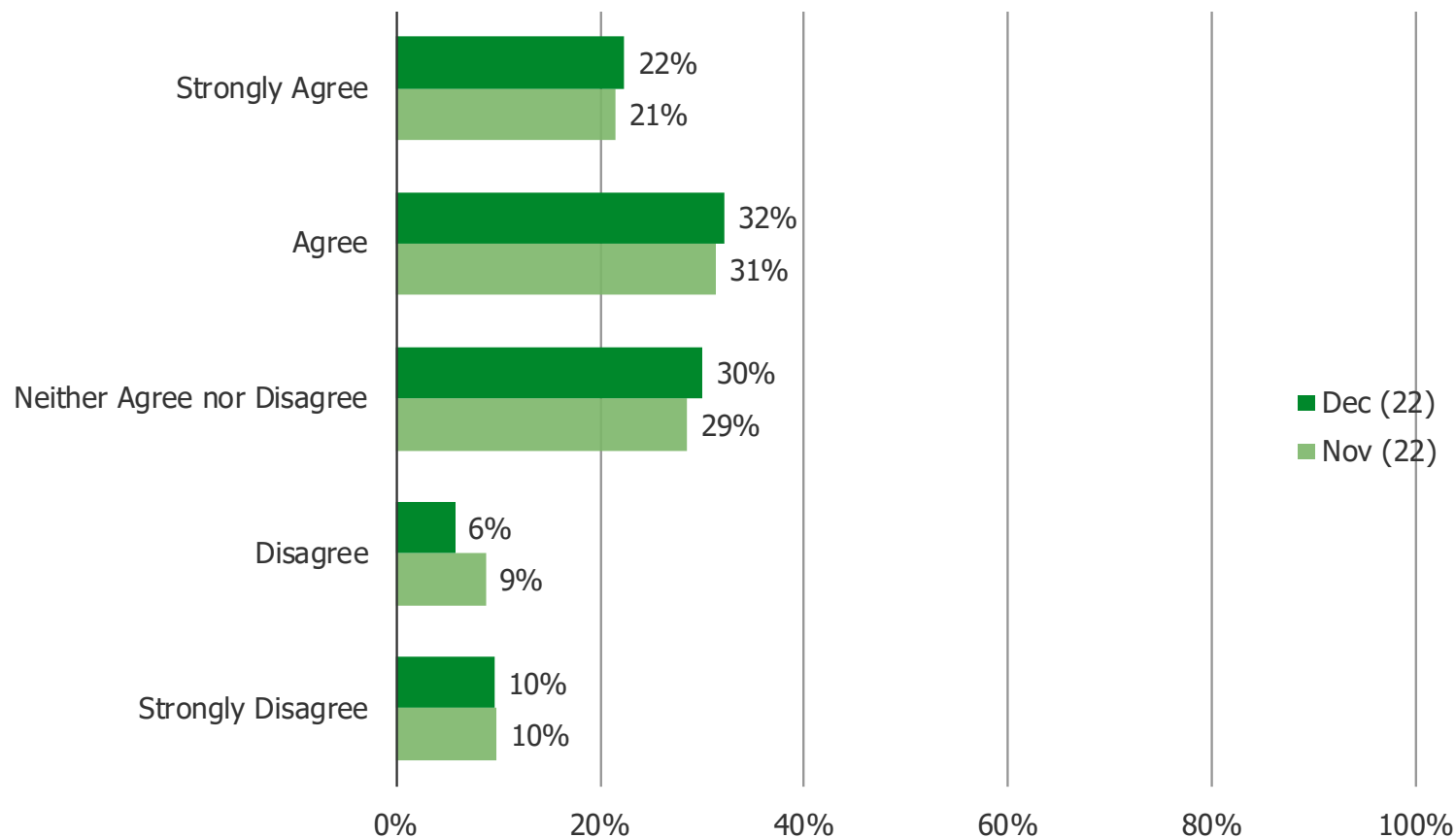
To what extent do you agree with the following? The Flu Vaccine is safe

Posed to all respondents (N = 1,500)



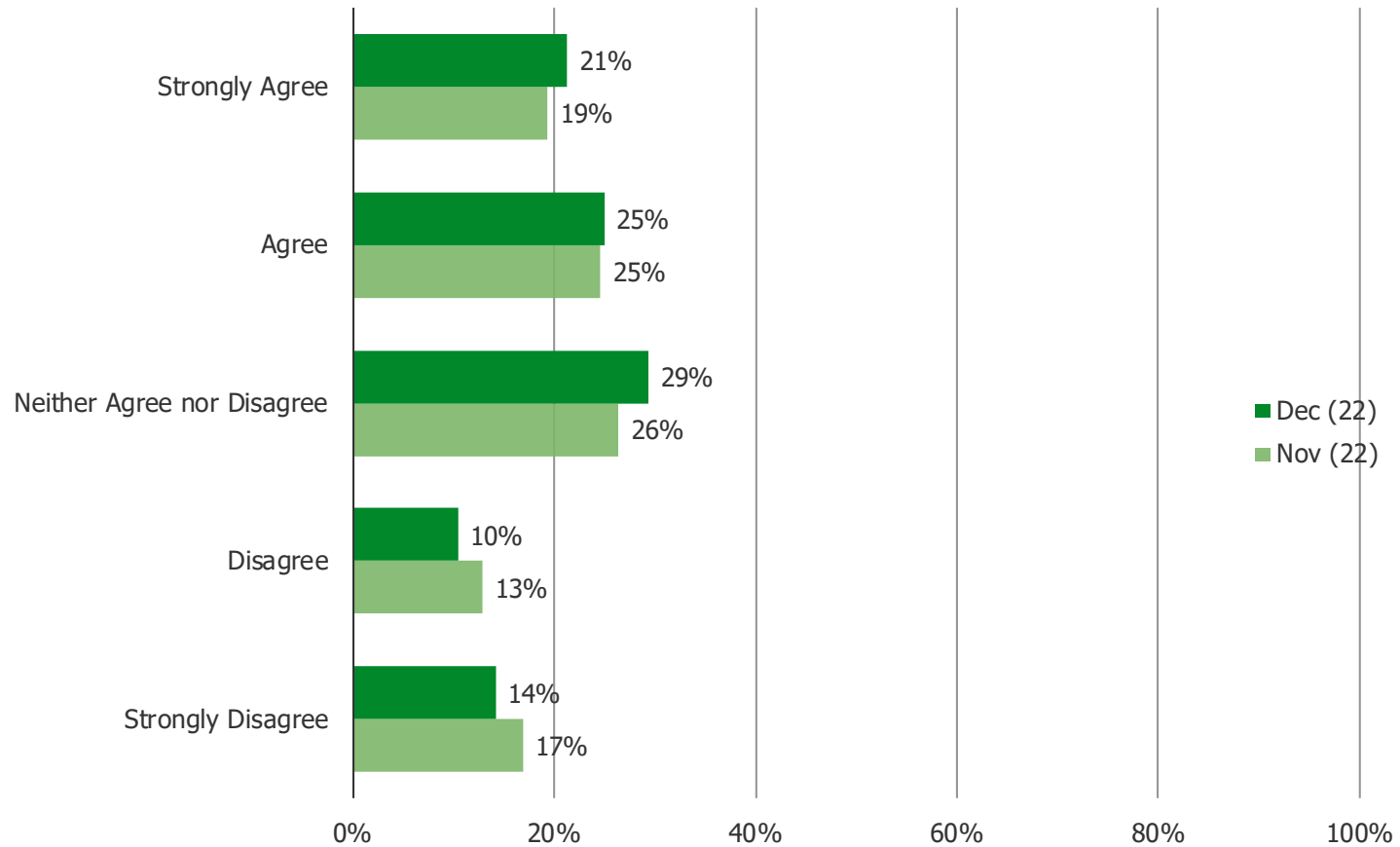
To what extent do you agree with the following? The Flu Vaccine is effective

Posed to all respondents (N = 1,500)



To what extent do you agree with the following? The Flu Vaccine is necessary for me to get

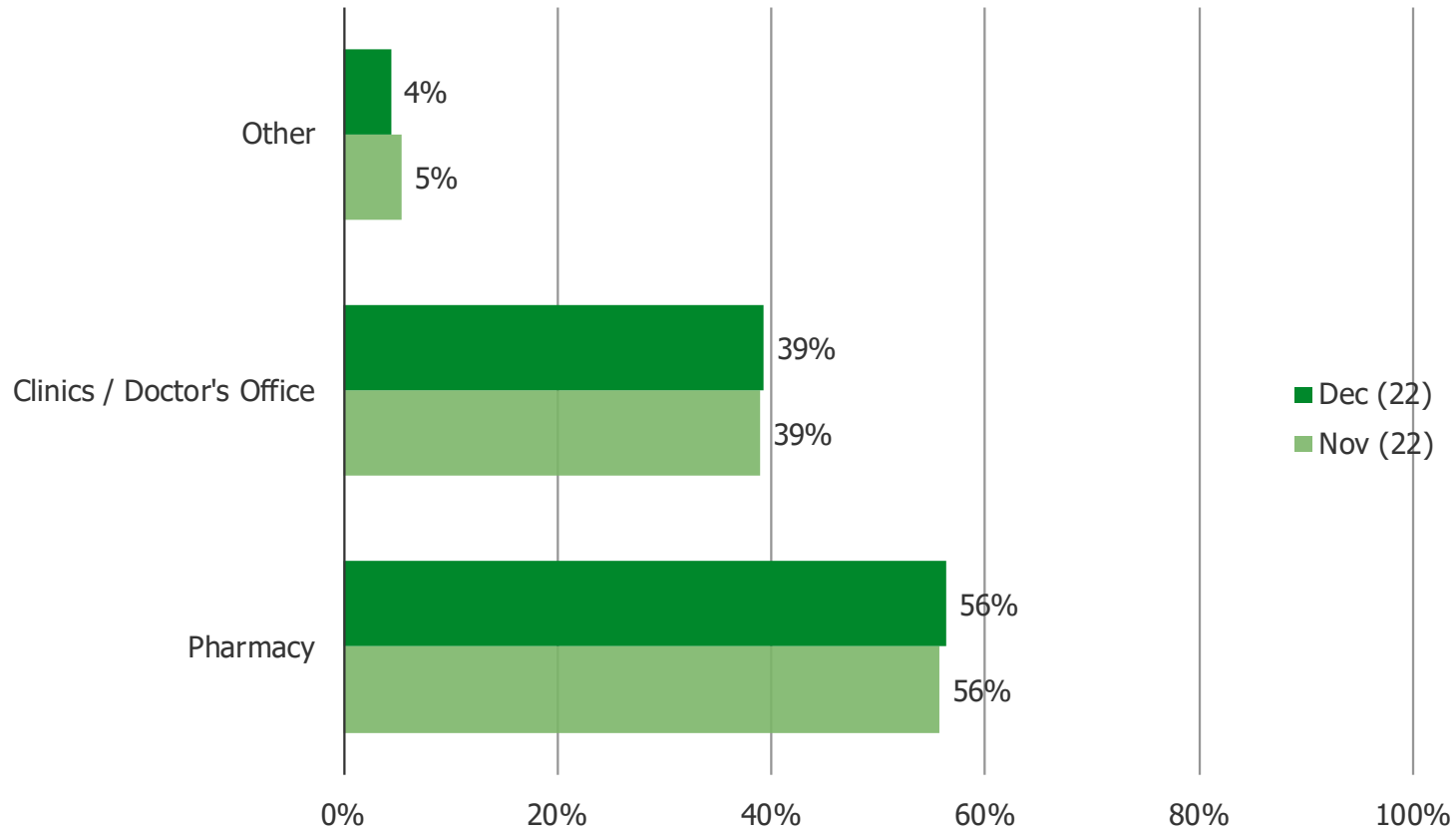
Posed to all respondents (N = 1,500)



Where do you prefer to get Covid vaccine shots?

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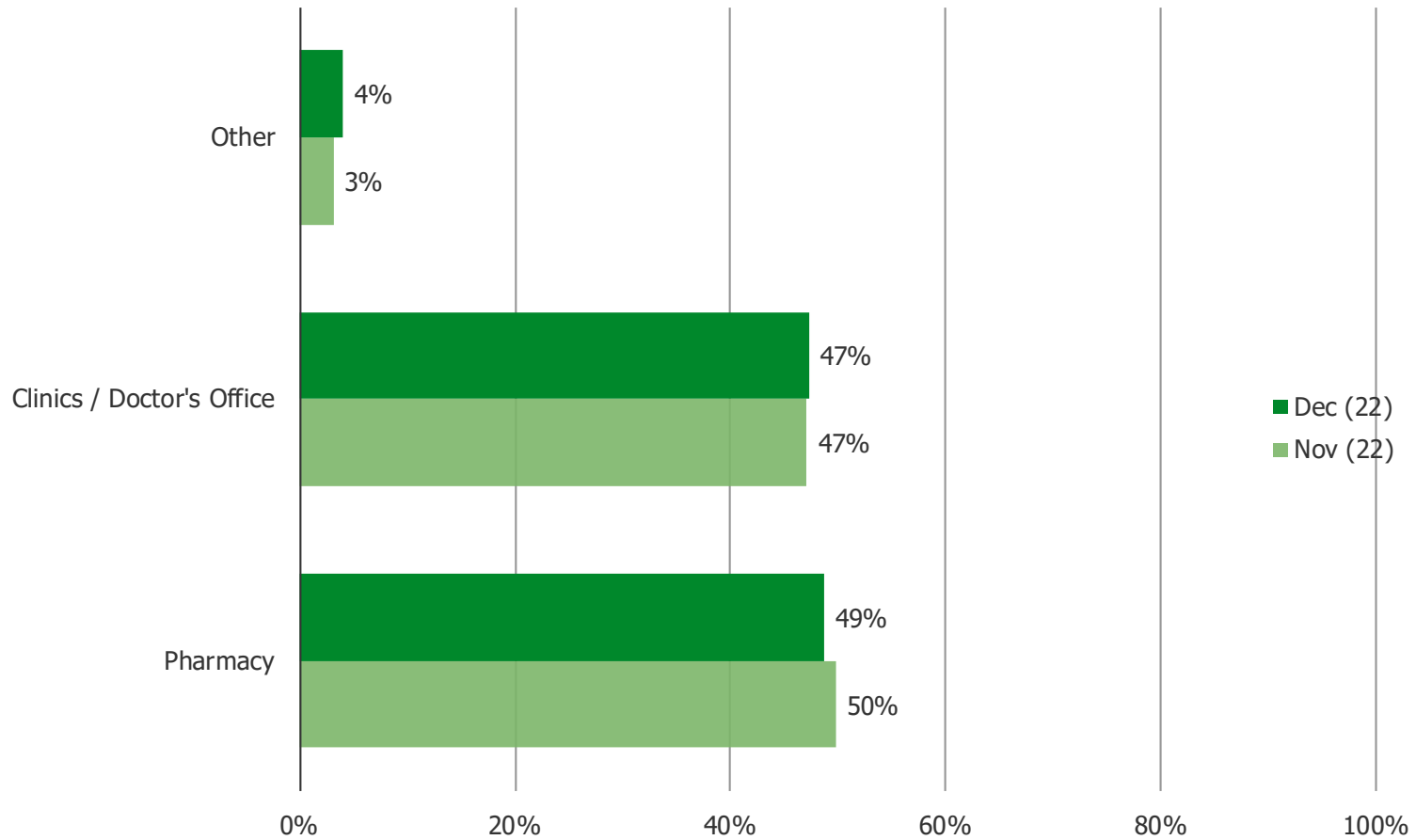
Posed to respondents who have gotten one or more Covid vaccine shots (N = 1081)



Where do you prefer to get flu shots?

Where do you prefer to get flu shots?

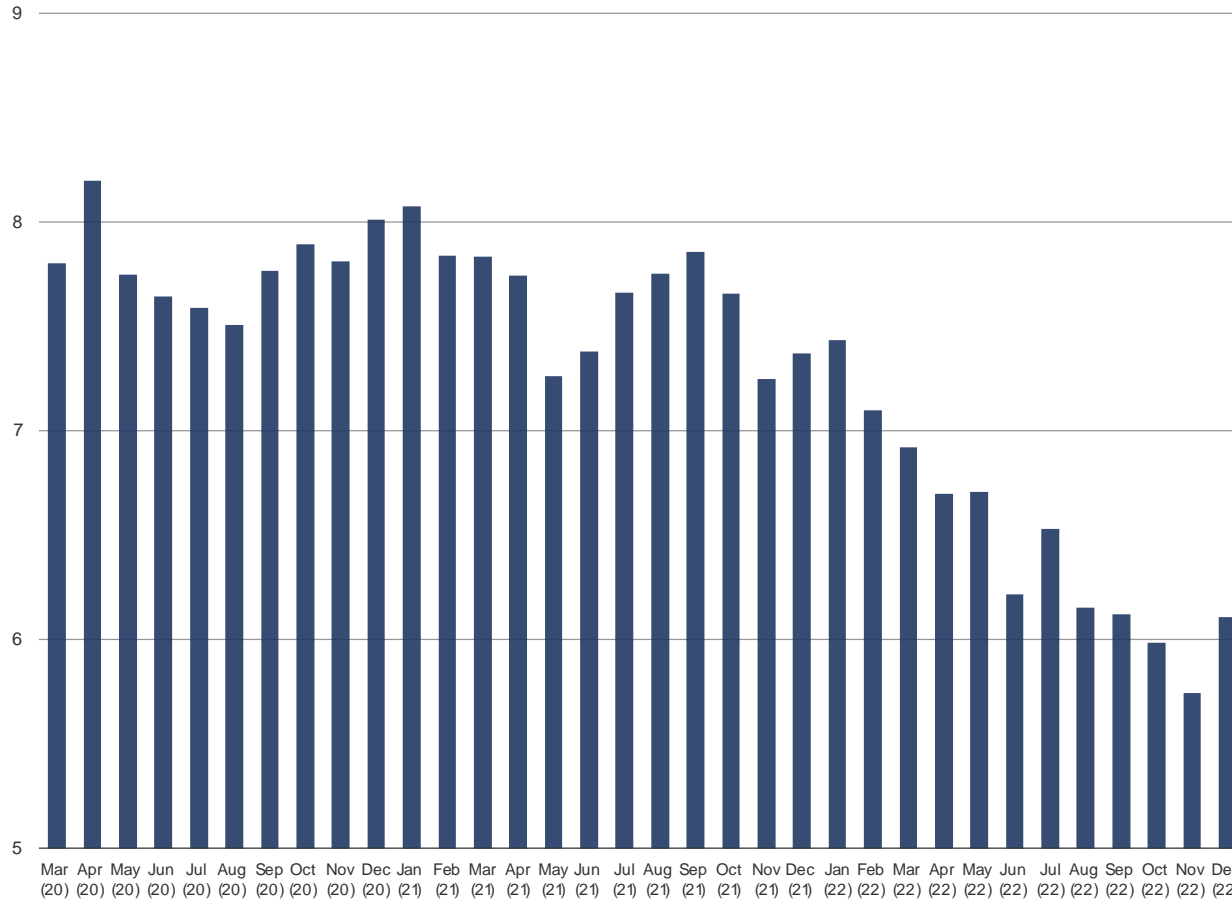
Posed to respondents who have gotten one or more Covid vaccine shots (N = 940)



Other Healthcare Related Monthly Tracker Q's

Please rate your level of concern with the Coronavirus (also being referred to as Covid-19 or the Novel Coronavirus).

POSED TO ALL RESPONDENTS



Answer Key For Weighted Avg.

- 1 = Not at all Concerned
- 2
- 3
- 4
- 5
- 6 = Somewhat Concerned
- 7
- 8
- 9
- 10
- 11 = Extremely Concerned

Have you experienced any of the following in the past three months?

POSED TO ALL RESPONDENTS

