

**BESPOKE MARKET INTELLIGENCE**

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# **Covid and Flu Shot Survey**

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**1500 US Consumers Balanced To Census, Tracked Monthly**

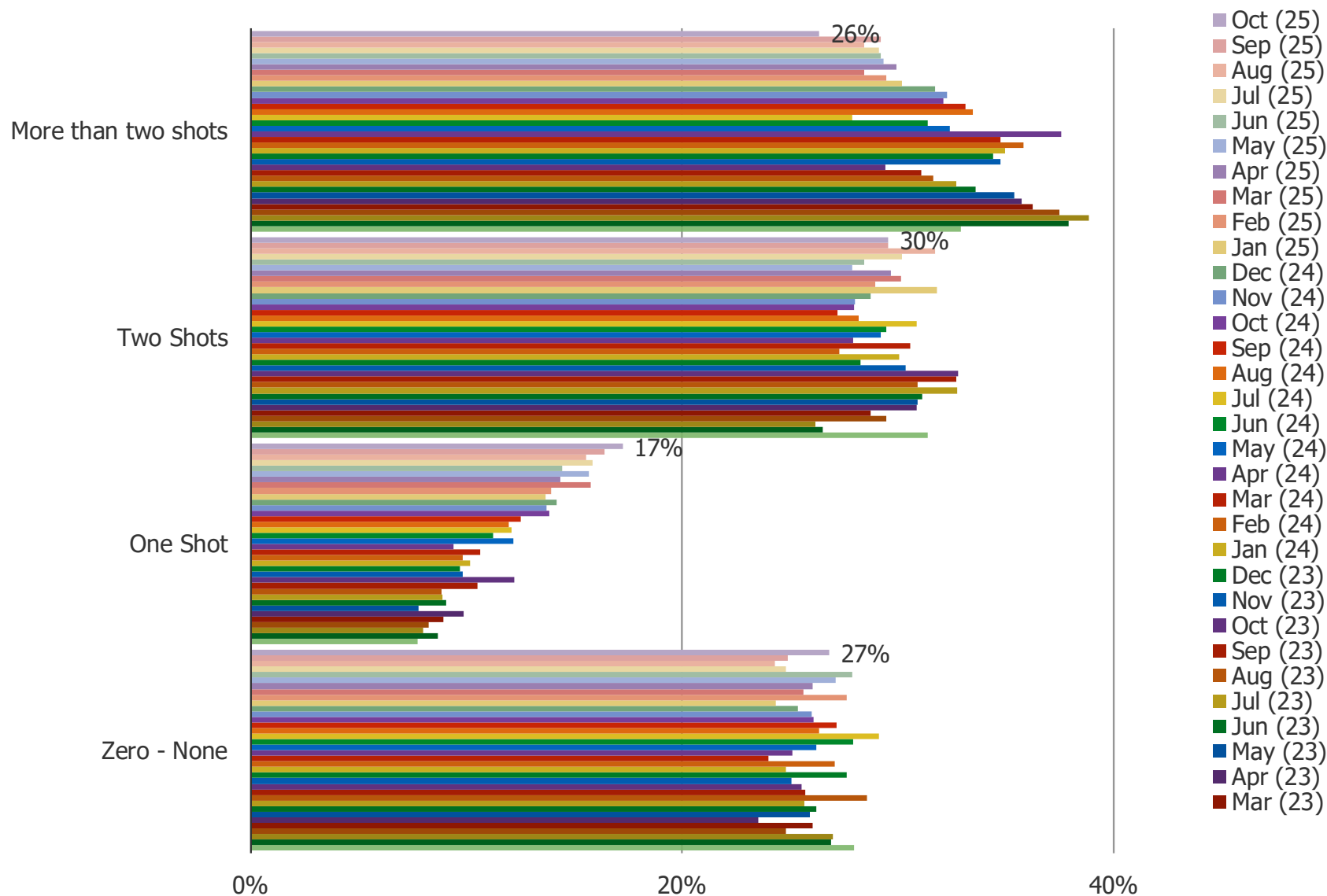
**October 2025**

## Vaccines

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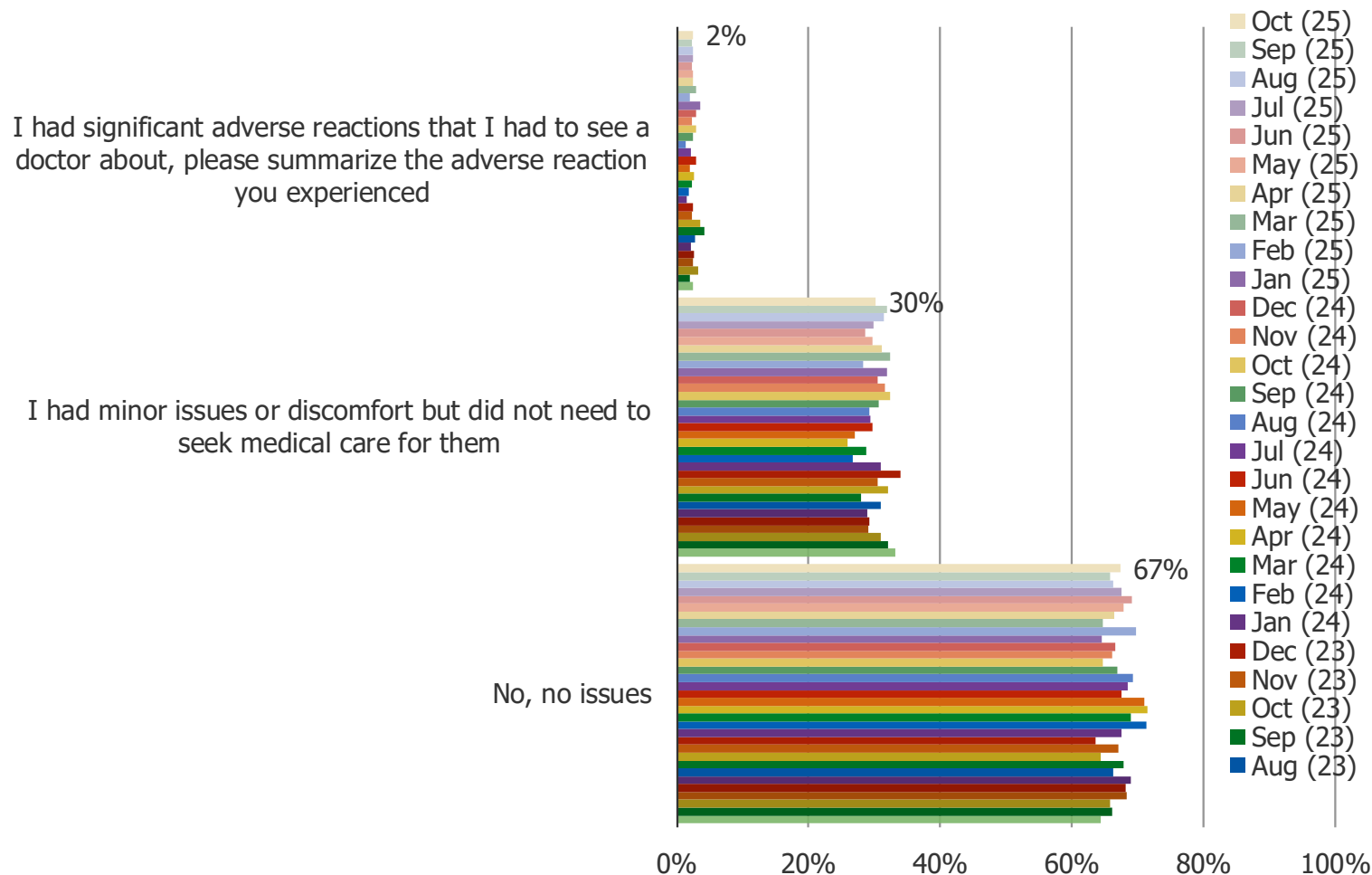
## Have you gotten any shots of the Covid vaccine?

Posed to all respondents (n = 1502).



## Have you ever had any adverse reactions to the Covid vaccine?

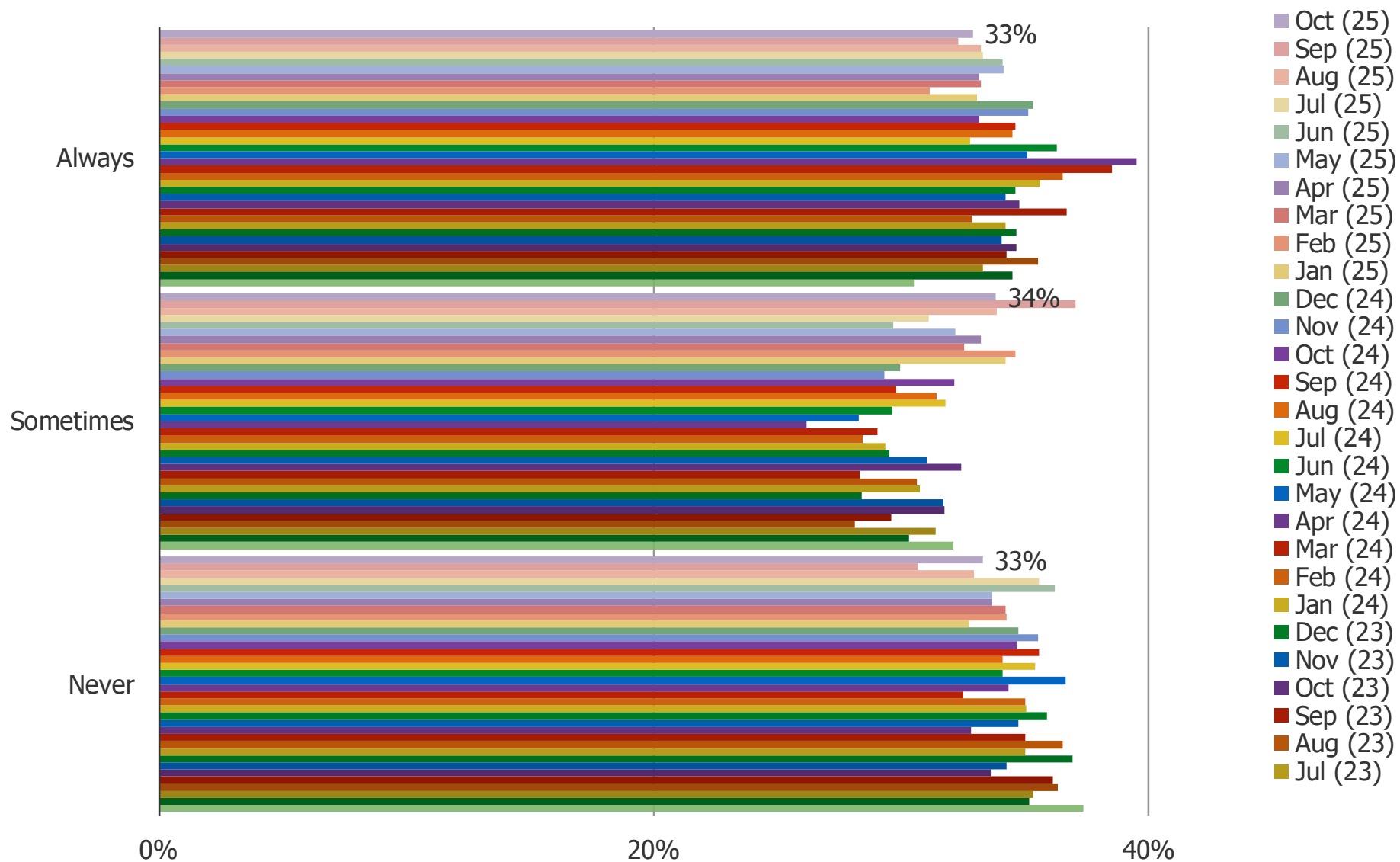
Posed to all respondents who have gotten one or more Covid shots (N = 1099)



*Respondents who had issues they needed to see a doctor for said those issues were: arm pain, cardiac events, clots in both lungs, fever, seizure, blood clots, premature ventricular contractions, auto immune disorder, rash, recurring anaphylaxis, severe pms, sever rash, shortness of breath, super sick, swelling under arms, tinnitus.*

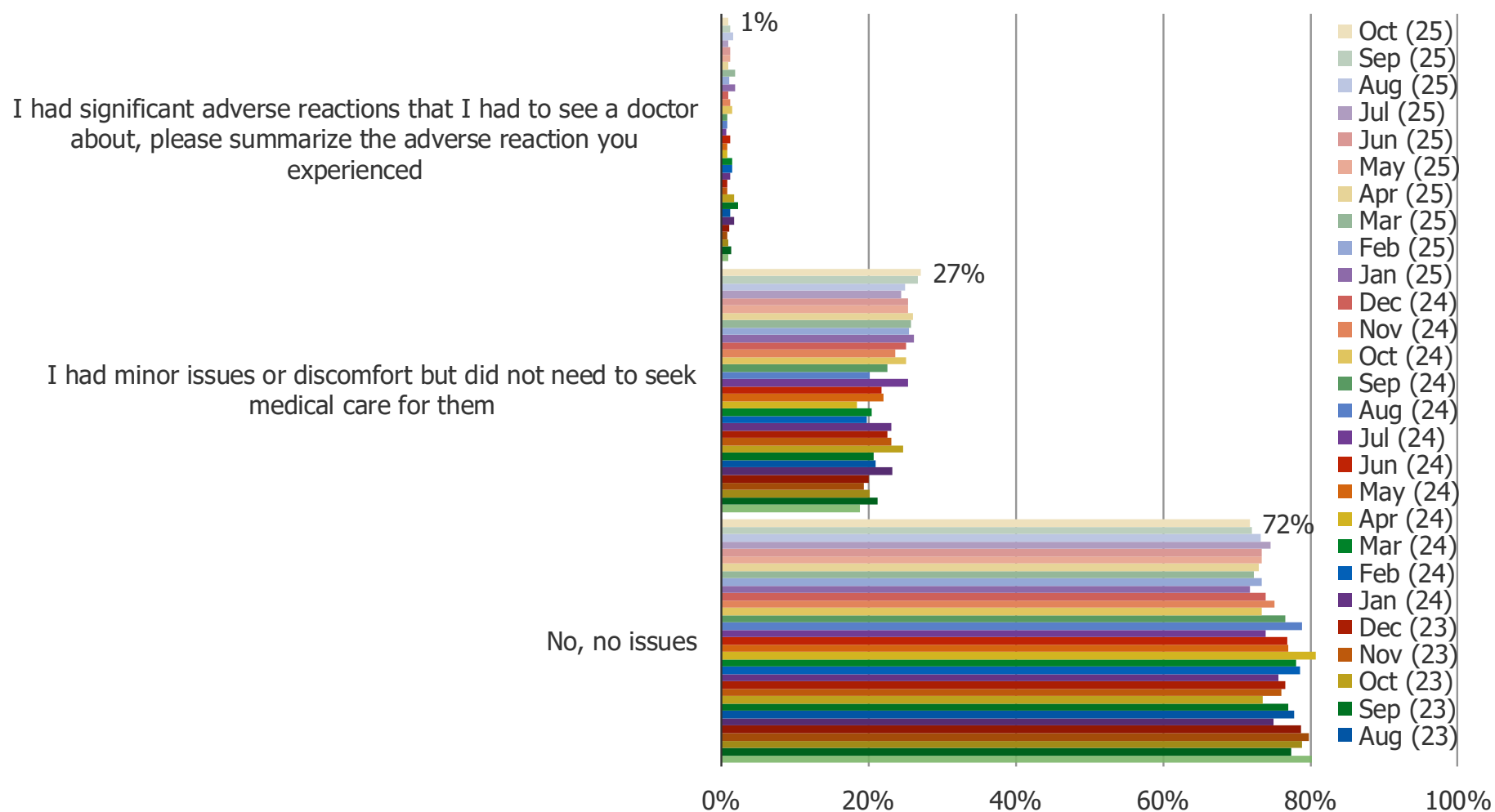
## Do you typically get the flu shot every year?

Posed to all respondents (n = 1502).



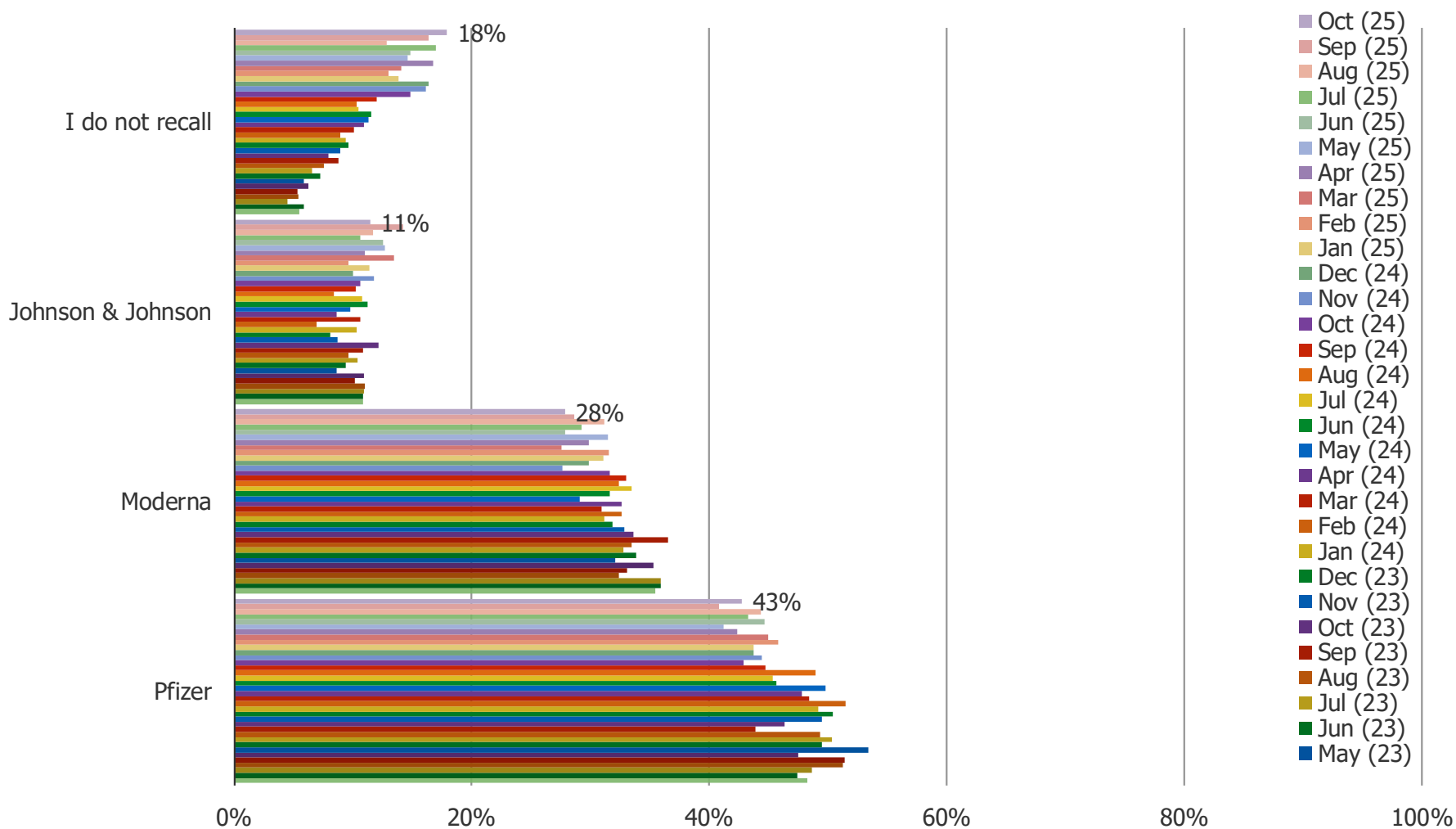
## Have you ever had any adverse reactions to the Flu shot?

Posed to respondents who have had one or more Flu shot (N=1002)



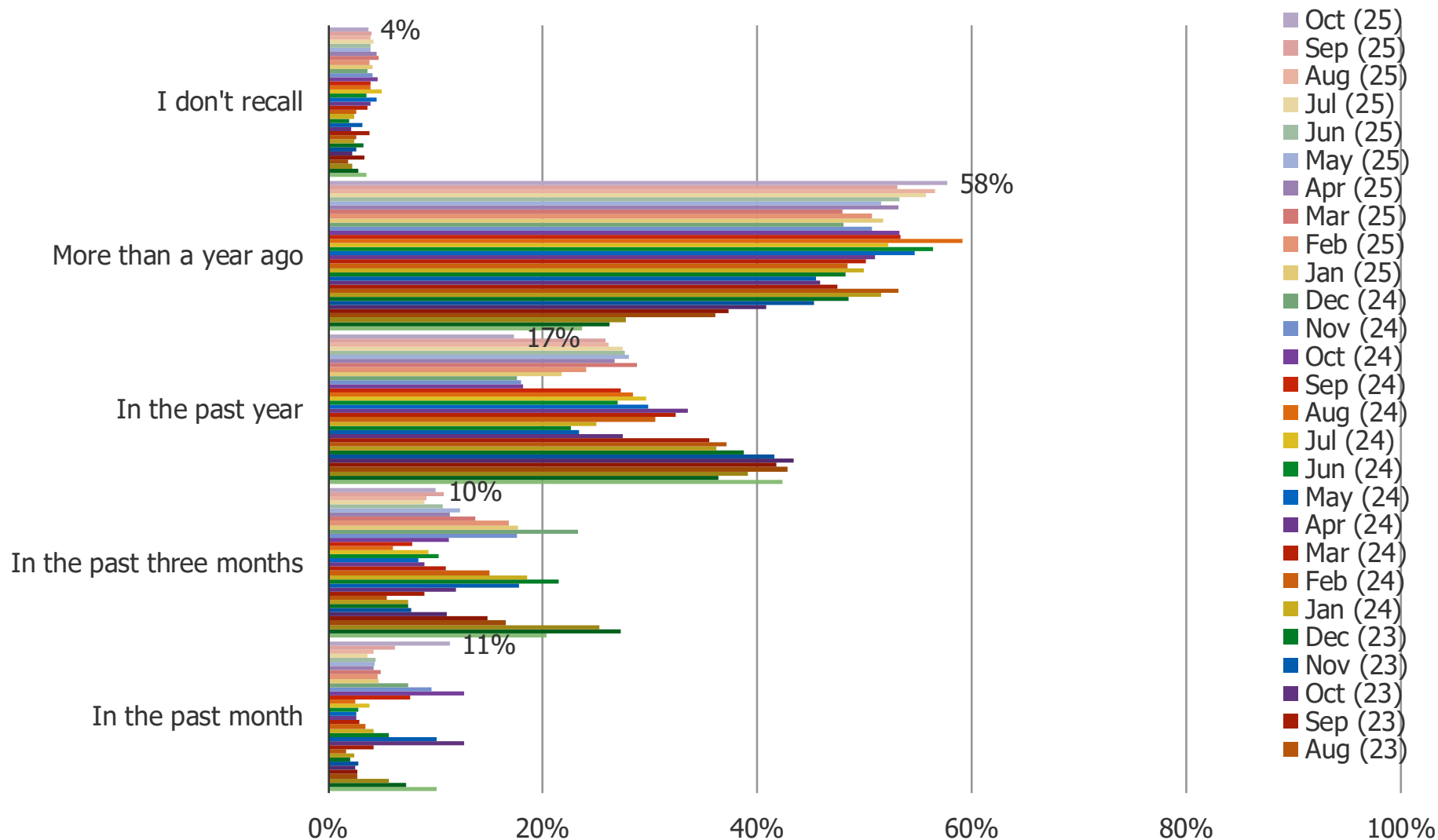
## Which vaccine did you get?

Posed to respondents who received at least one Covid vaccine shot.



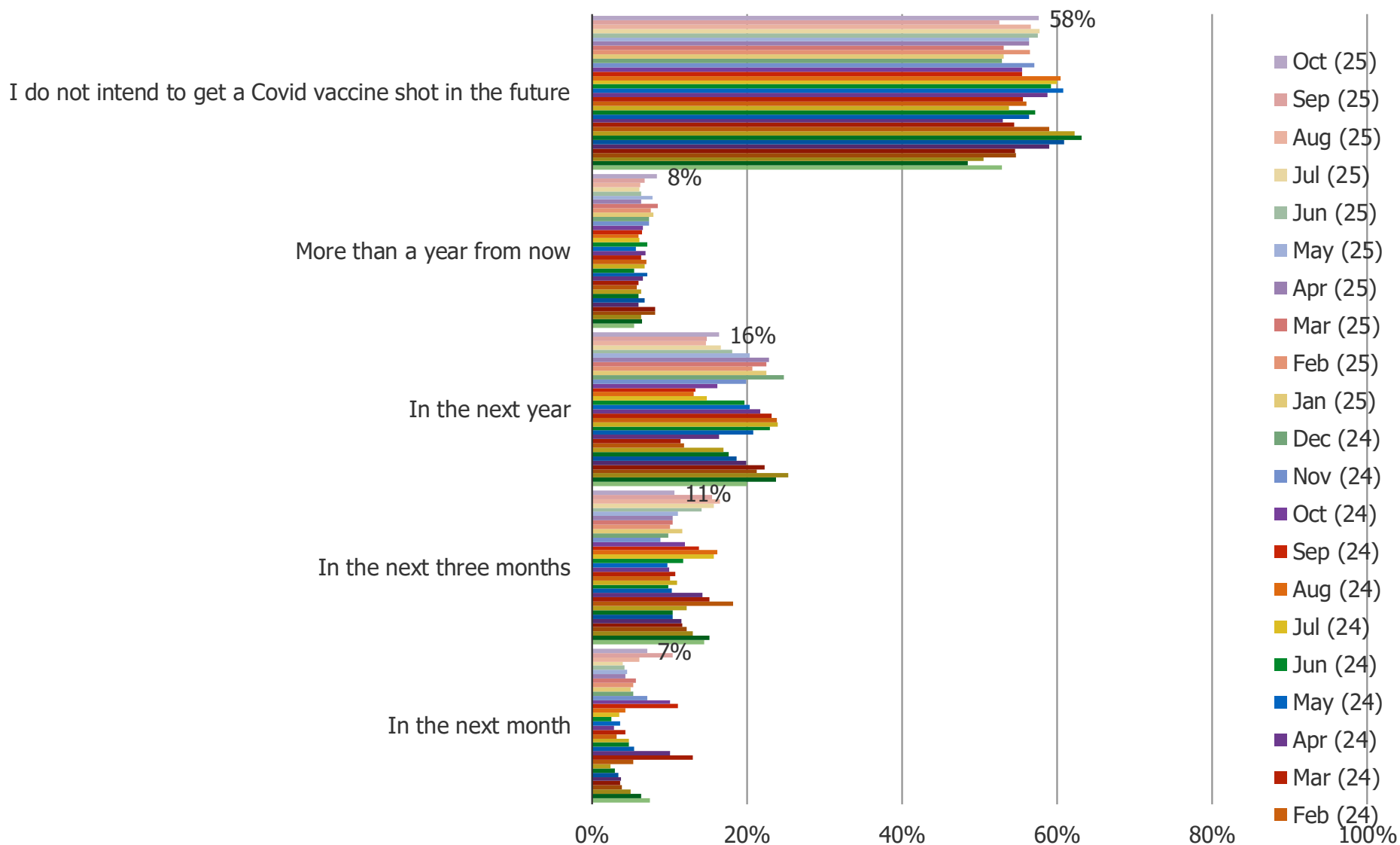
## When did you most recently get a Covid vaccine shot?

Posed to respondents who received at least one Covid vaccine shot.



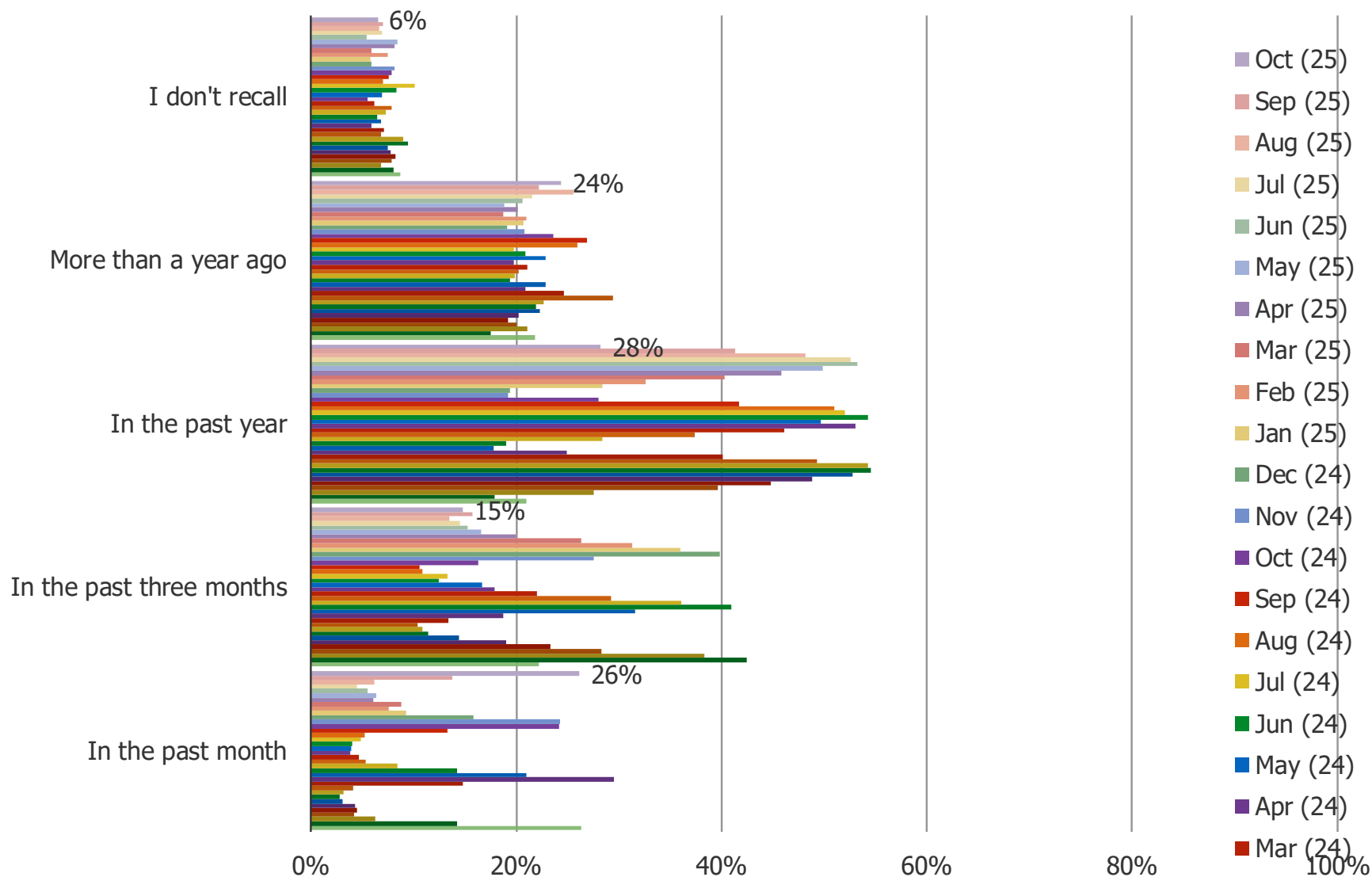
## When do you expect to get a Covid vaccine shot next?

Posed to all respondents (n = 1502).



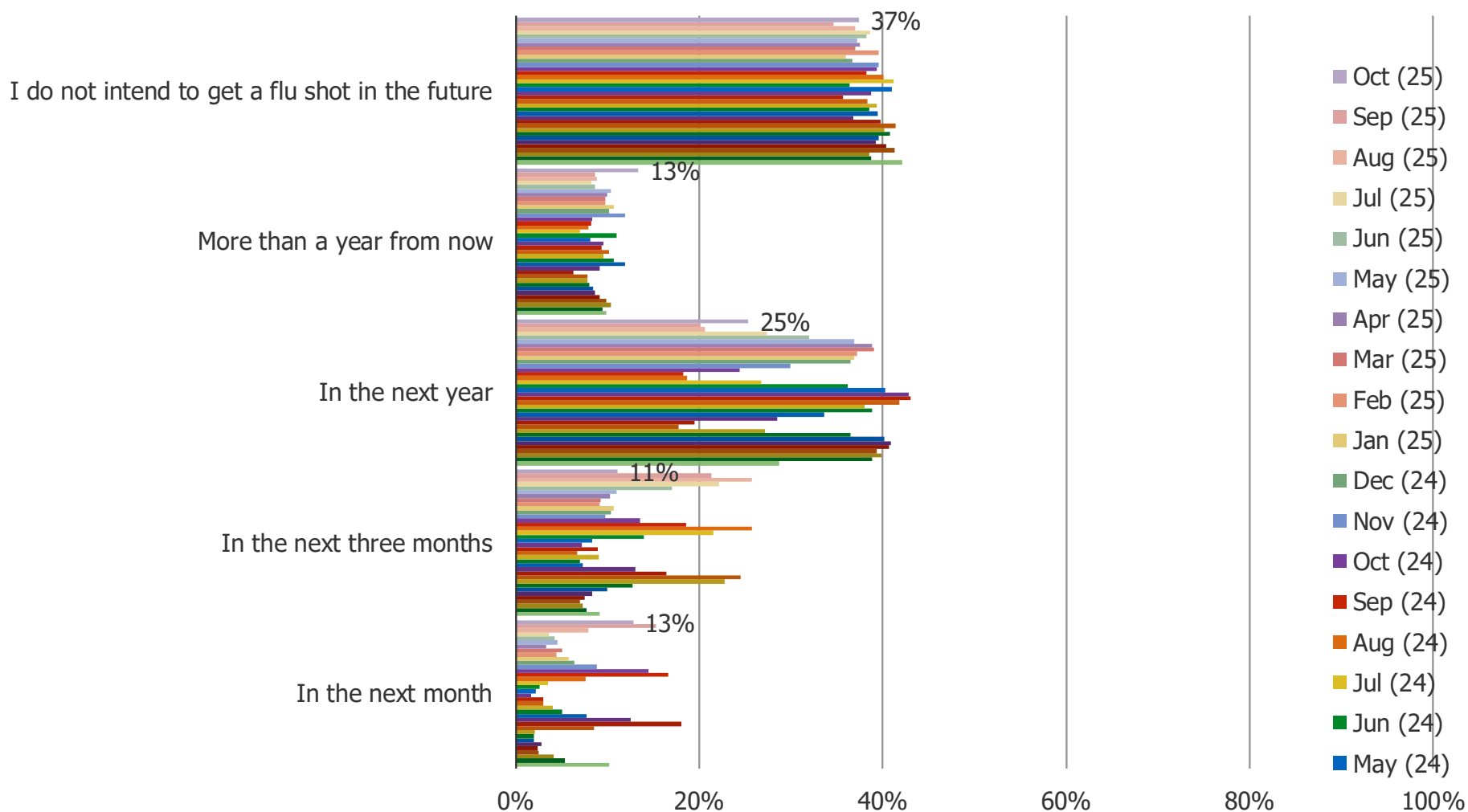
## When did you most recently get a Flu shot?

Posed to all respondents who have gotten the flu shot.



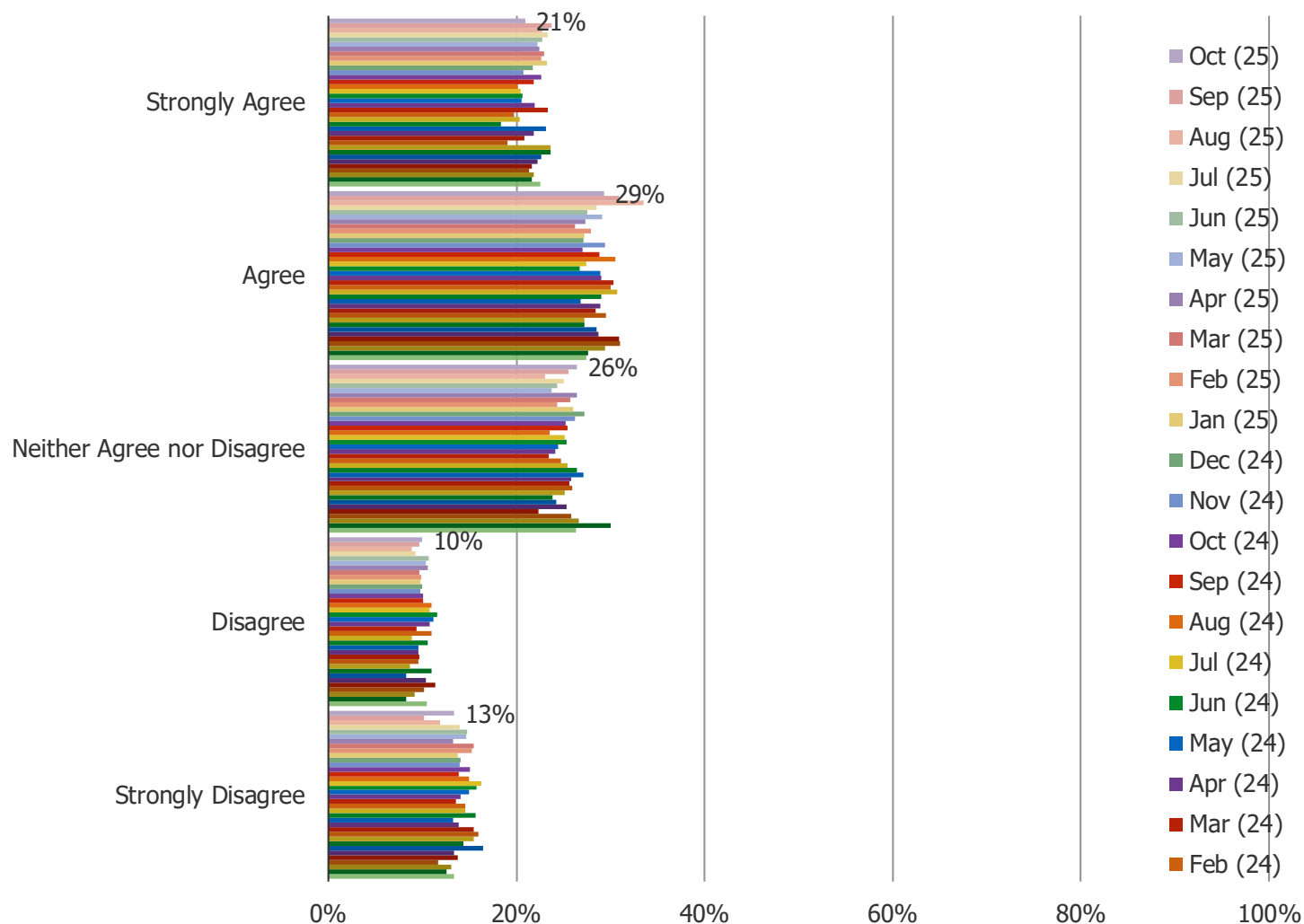
## When do you expect to get a Flu shot next?

Posed to all respondents (n = 1502).



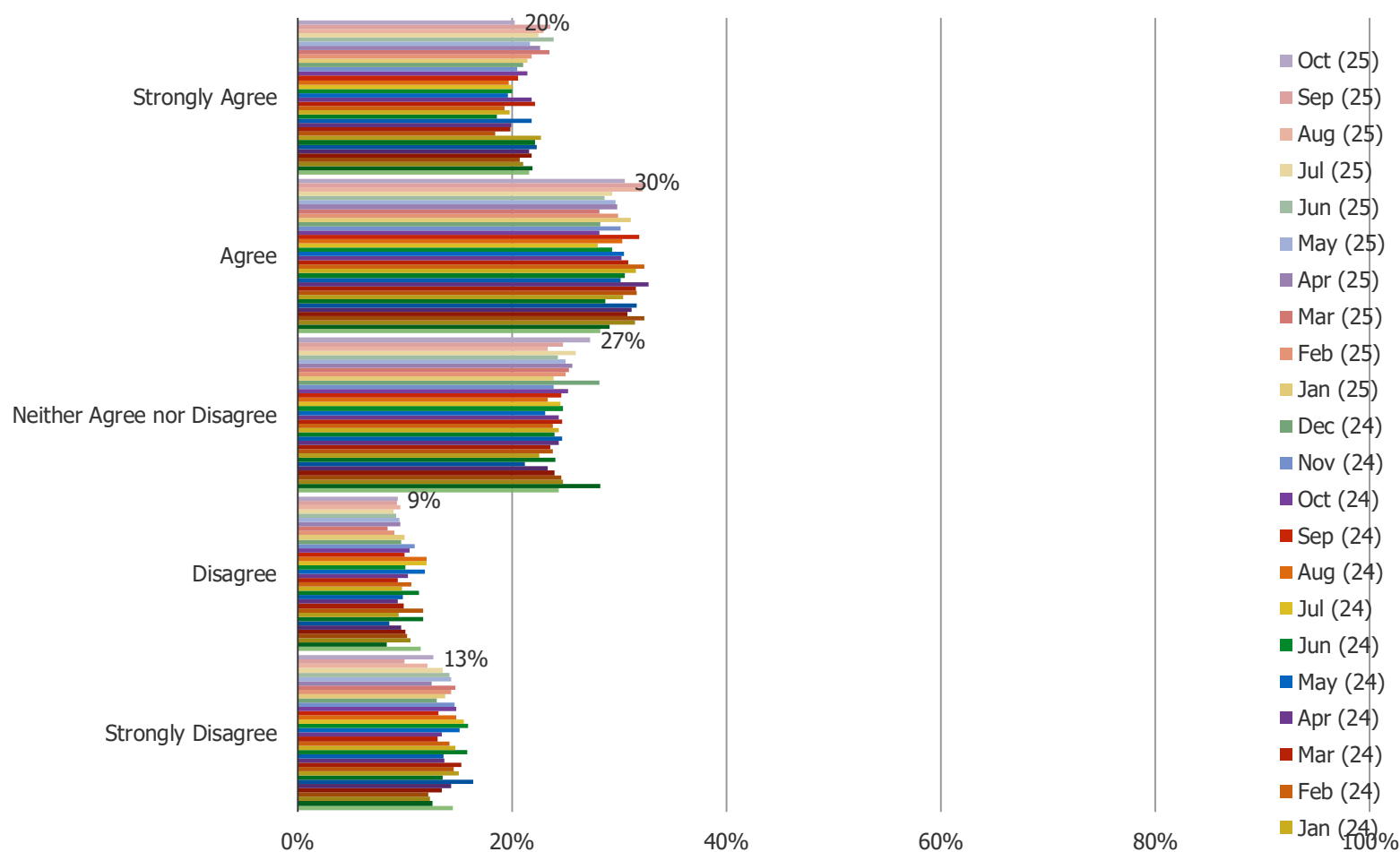
## To what extent do you agree with the following: The Covid Vaccines are safe

Posed to all respondents (n = 1502).



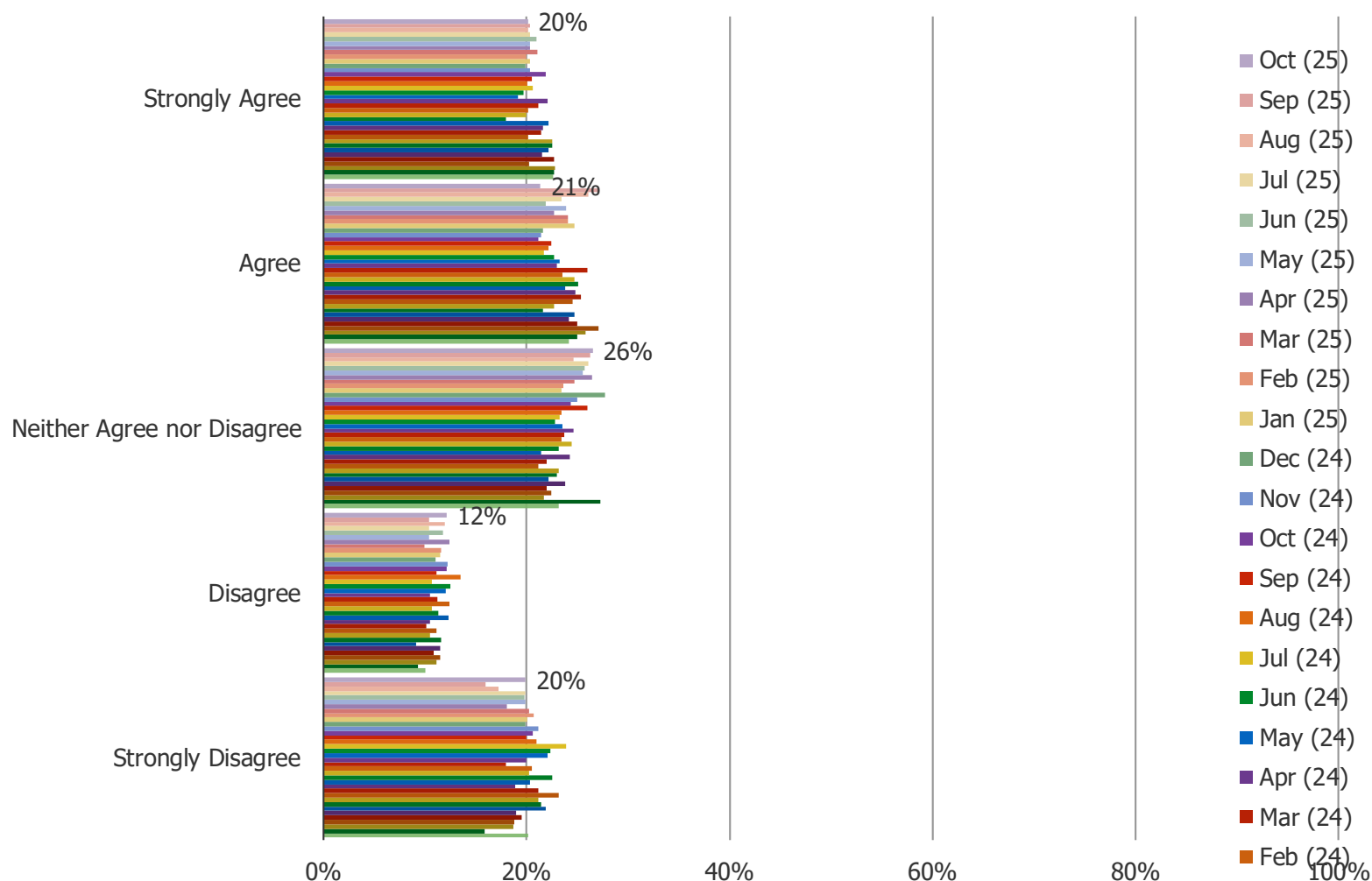
## To what extent do you agree with the following: The Covid Vaccines are effective

Posed to all respondents (n = 1502).



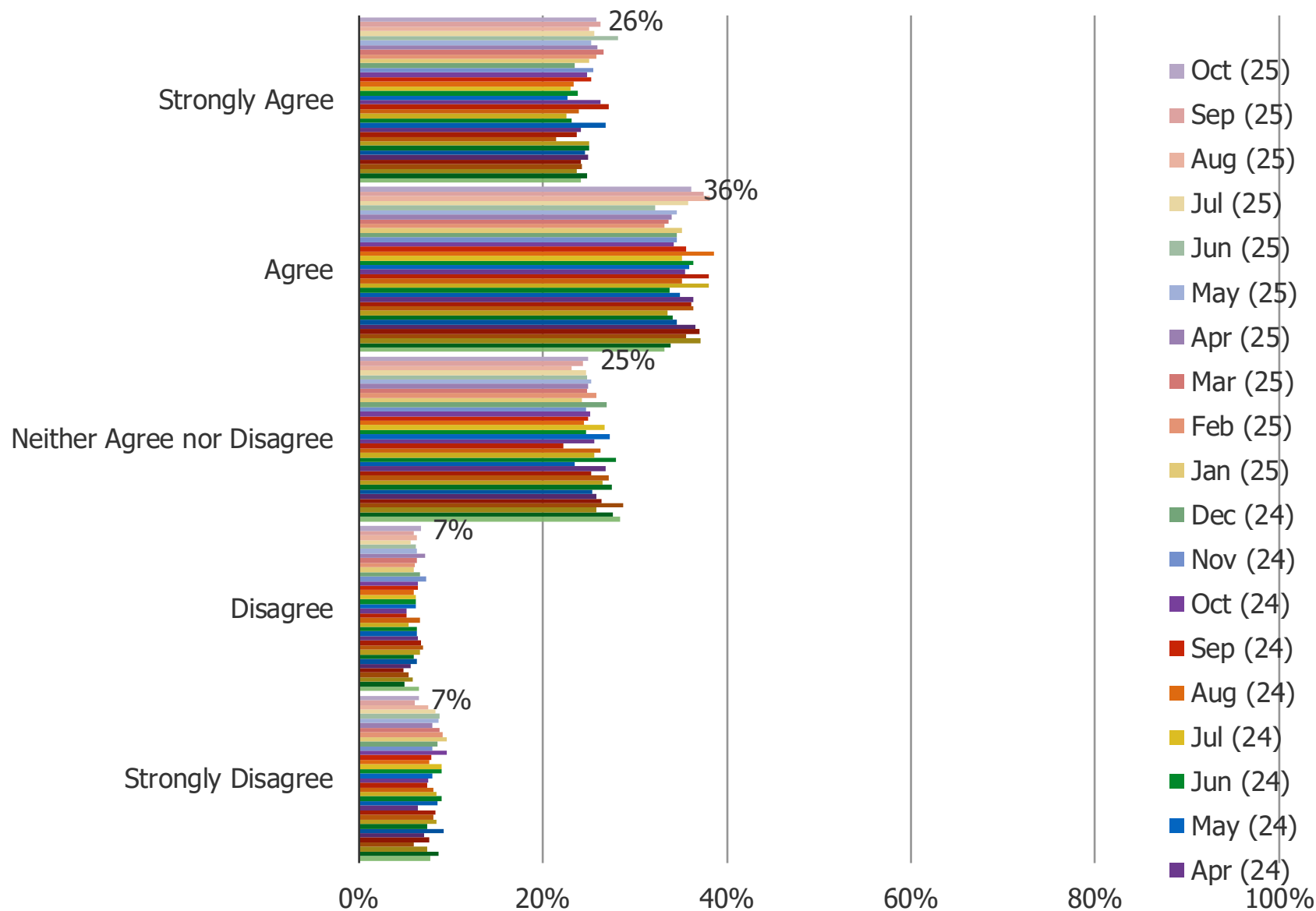
## To what extent do you agree with the following: The Covid Vaccines are necessary for me to get

Posed to all respondents (n = 1502).



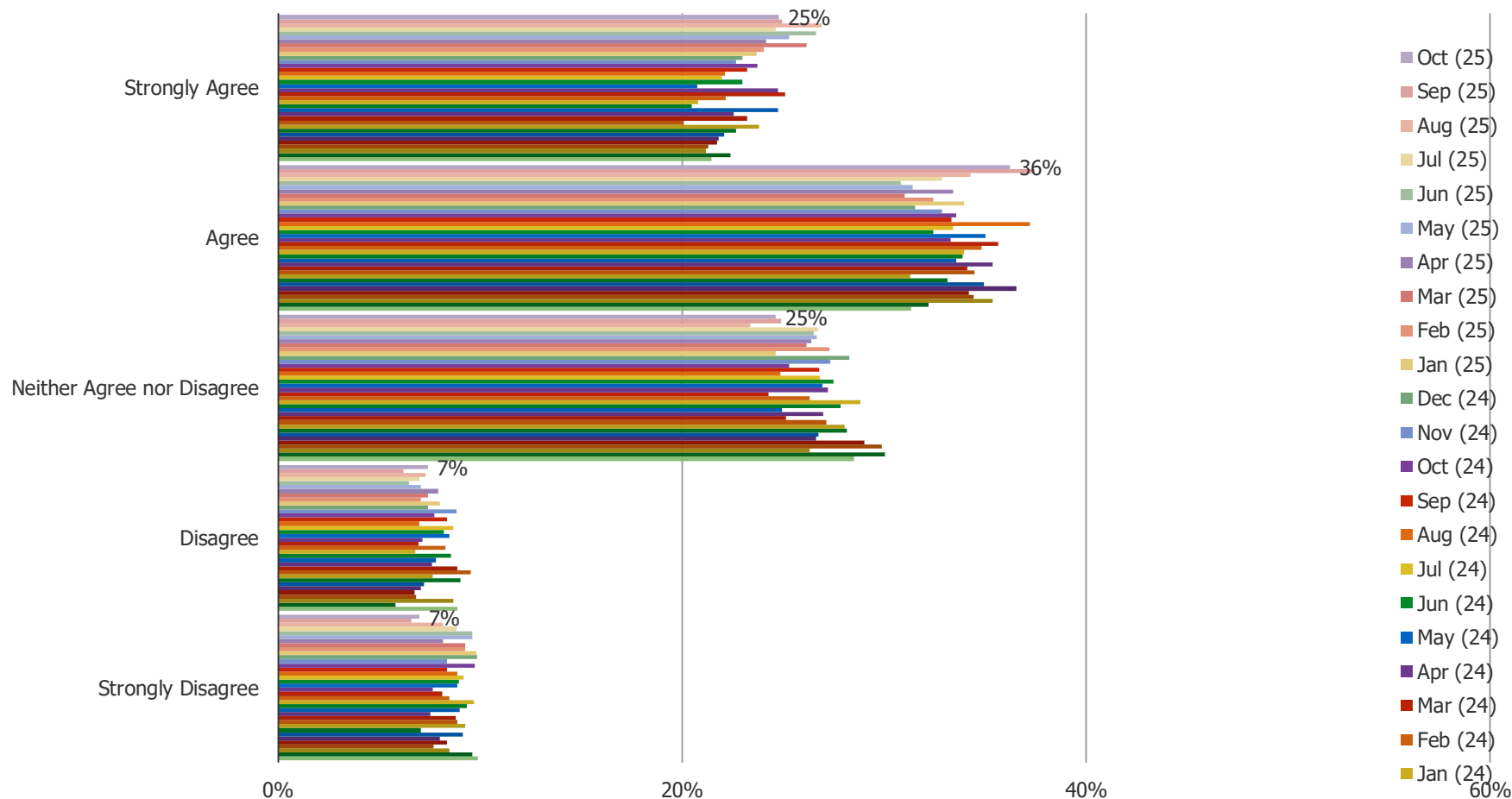
## To what extent do you agree with the following: The Flu Vaccine is safe

Posed to all respondents (n = 1502).

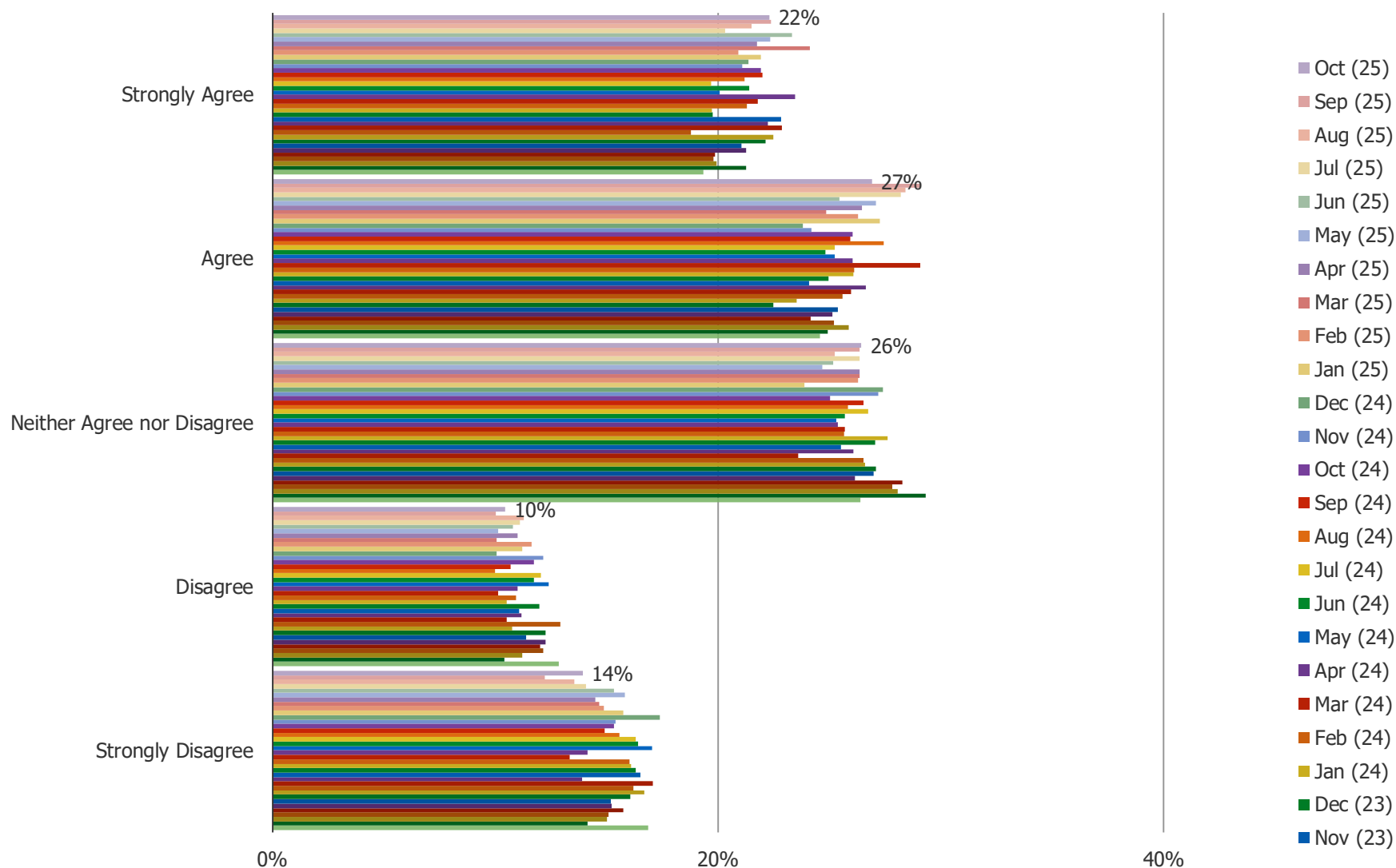


## To what extent do you agree with the following: The Flu Vaccine is effective

Posed to all respondents (n = 1502).

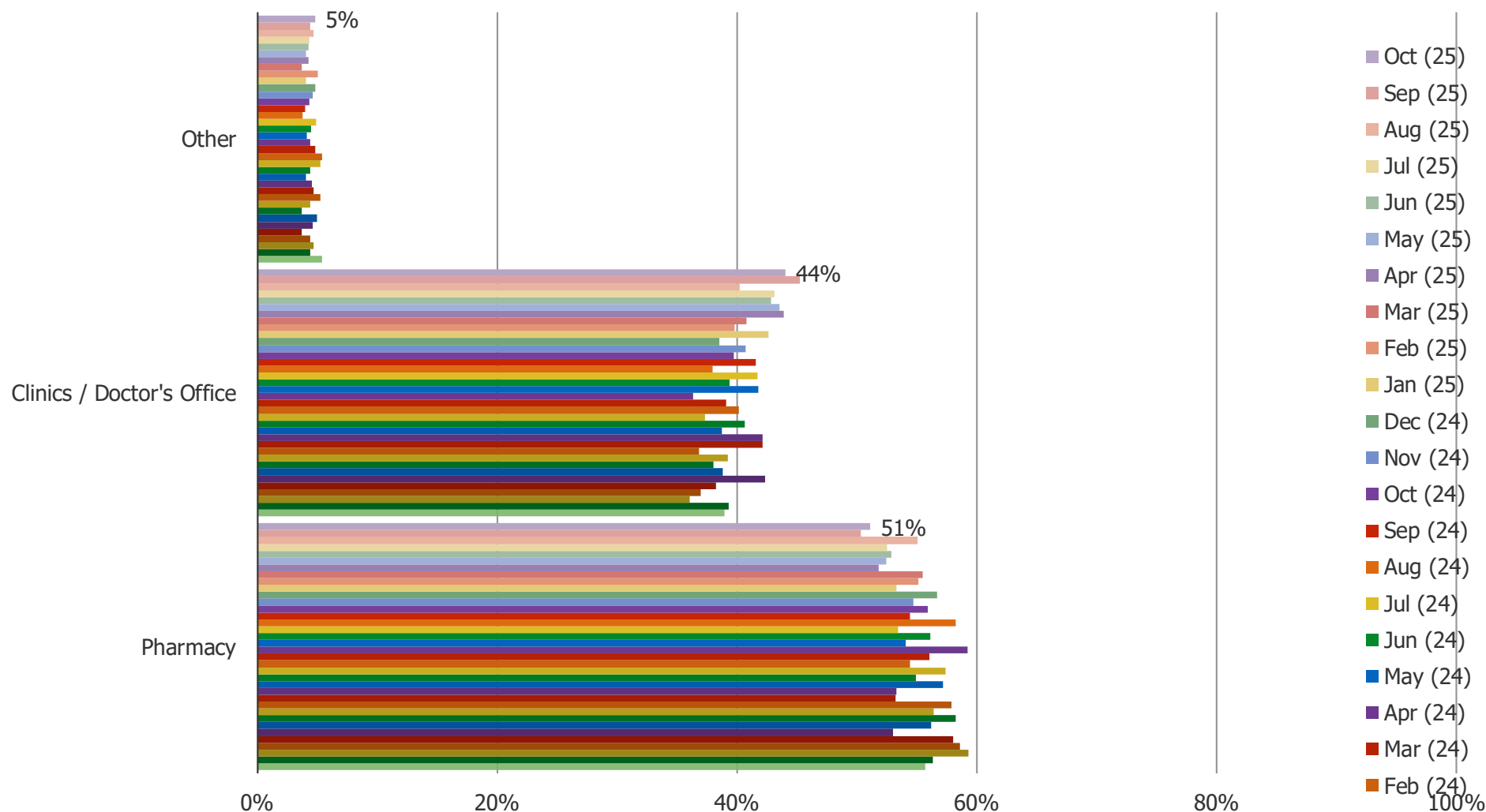


**To what extent do you agree with the following: The Flu Vaccine is necessary for me to get**  
Posed to all respondents (n = 1502).



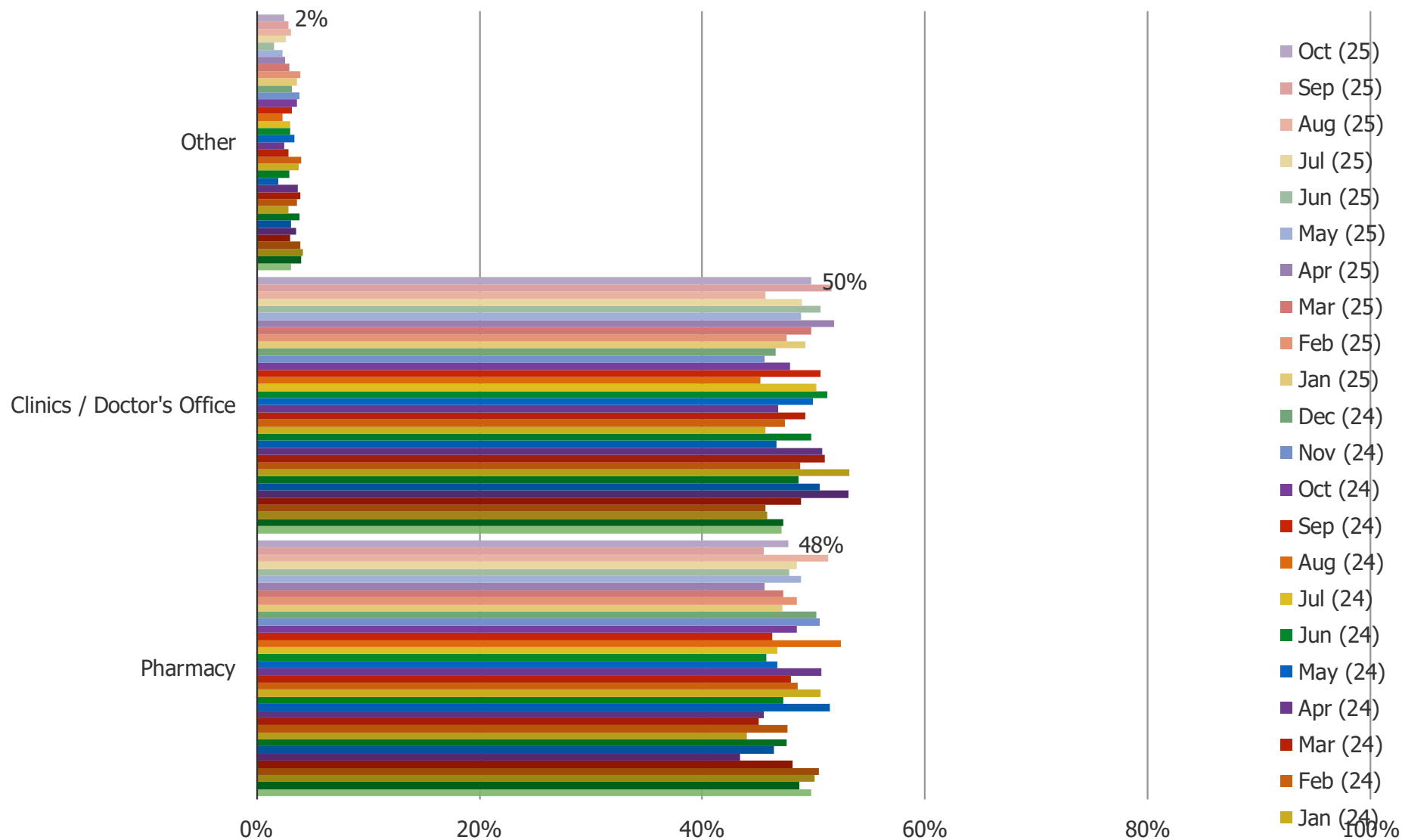
## Where do you prefer to get Covid vaccine shots?

Posed to respondents who received at least one Covid vaccine shot.



## Where do you prefer to get flu shots?

Posed to respondents who received the Flu shot.

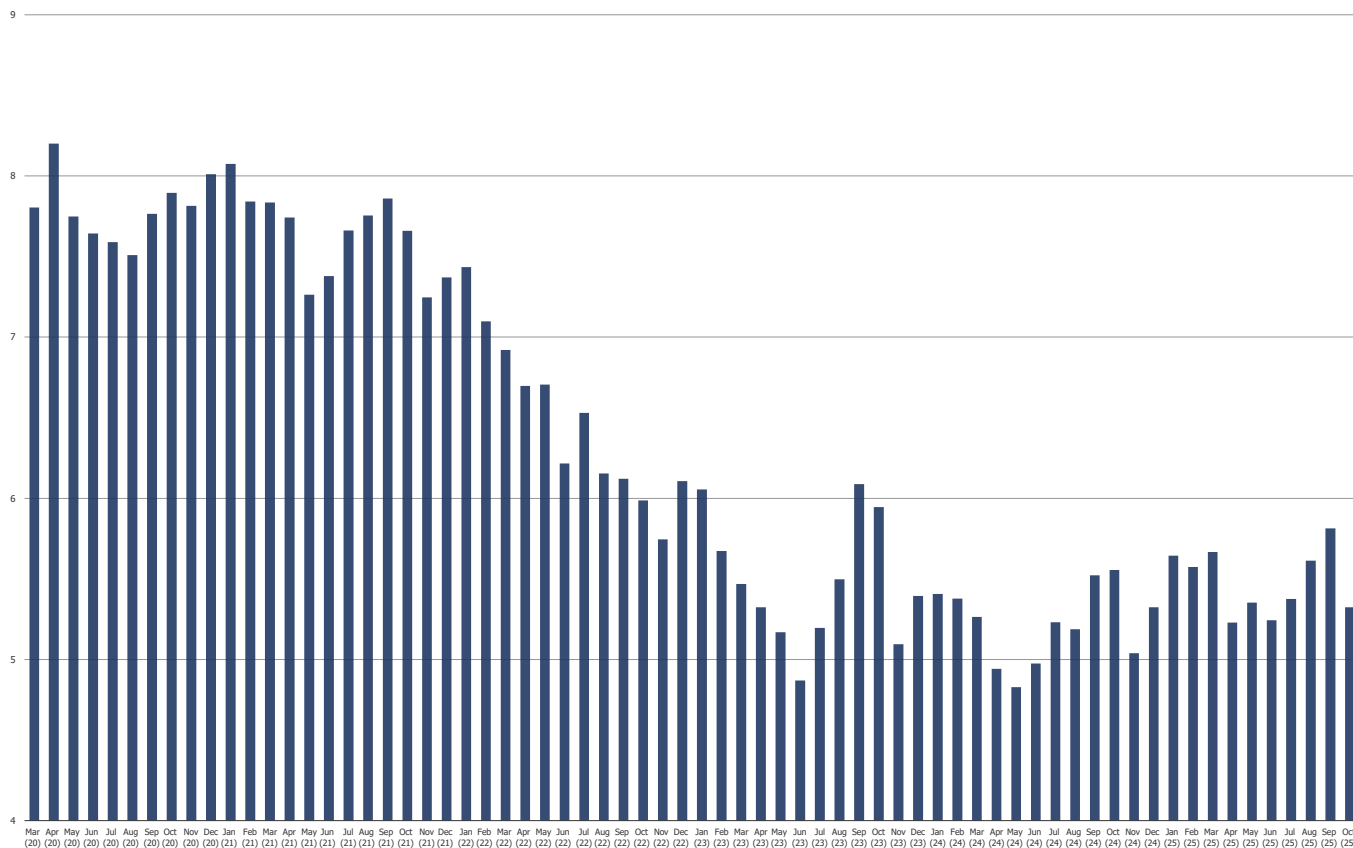


## Covid Concern and Flu/Cold Symptoms Tracking

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# 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