

Sample 1000 Adult Interviews  
 Conducted October 31 - November 2, 2015  
 Margin of Error ±4.2%

1. How effective do you think the flu shot is at preventing the flu?

Very effective .....	18%
Somewhat effective .....	46%
Not very effective .....	16%
Not effective at all .....	9%
Not sure .....	11%

2. Has a doctor ever diagnosed you with influenza?

Yes .....	30%
No .....	69%
Prefer not to say .....	1%

3. Have you ever had a flu shot?

Yes .....	71%
No .....	25%
Don't remember .....	3%
Prefer not to say .....	0%

4. Has a doctor ever diagnosed you with influenza after you had been given a flu shot for that season?

*Asked of those who have been diagnosed with influenza and have ever had a flu shot*

Yes .....	28%
No .....	59%
Don't remember .....	13%
Prefer not to say .....	-

5. Have you already had a seasonal flu shot for this season?

Yes .....	31%
No .....	68%
Prefer not to say .....	1%

6. Do you think you will get a flu shot this season?

*Asked of those who have not already had a seasonal flu shot*

Yes .....	21%
No .....	66%
Not sure .....	13%

7. Have you already had or think you will get a flu shot this season?

Already had a flu shot .....	31%
Plan to get a flu shot .....	14%
Not going to get a flu shot .....	45%
Not sure .....	9%
Prefer not to say .....	1%

8. Did you get a flu shot for the last season?

Yes .....	63%
No .....	35%
Not sure .....	2%

<b>Interviewing Dates</b>	October 31 - November 2, 2015
<b>Target population</b>	U.S. adults, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
<b>Weighting</b>	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.148 to 4.157, with a mean of one and a standard deviation of 0.888.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	20 questions not reported.