What’s New With the Flu?

61% of Americans get a flu vaccine every year or plan to get one this year
76% of women aged 65 or older get the flu vaccine every year and/or plan on getting it this year

Who Gets Vaccinated?

52% of those who did not get a flu vaccine last year believe they can still catch the flu even if they get the vaccine

How Americans Get Vaccinated

Among those who have ever received a flu vaccine, the leading two locations to get vaccinated are their primary care provider (PCP) and their local pharmacy or drugstore

Women are 12% more likely than men to get their flu vaccine from their (PCP) or other health care professional’s office

Convenience Factors

Among those who have ever received a flu vaccine, the top considerations on where to get the flu vaccine include:

- Convenience (37%)
- Doctor recommendations (36%)
- Insurance acceptance (35%)

Nearly two in three (65%) employed Americans say they would still go to work if they were feeling flu-like symptoms

When Do Americans Get Vaccinated?

Fall months are the most popular time to get the flu vaccine, with October being the most popular month, followed by September and November

How People Prevent the Flu

About half of Americans (52%) protect themselves from the flu by getting the flu vaccine, other popular methods include:

- Washing hands regularly (70%)
- Drinking more water (55%)
- Using hand sanitizer regularly (54%)
- Taking vitamins (44%)
- Eating more nutritious food (43%)
- Getting more sleep (43%)
- Being physically active (43%)

Survey Methodology

This survey was conducted online within the United States between July 12-14, 2017 among 2,074 adults aged 18+ by Harris Poll on behalf of CVS Pharmacy.

This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodologies, including weighting variables, please contact Amy Lanctot at alanctot@cvs.com or Matt Mendolera-Schamann at mendo@matternow.com.

Please visit CVS.com/flu for more information and additional resources.

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