

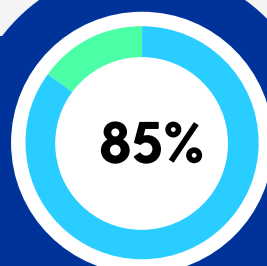
Staying Healthy – Giving it our Best (Flu) Shot?

Consumer Health in the Era of COVID-19

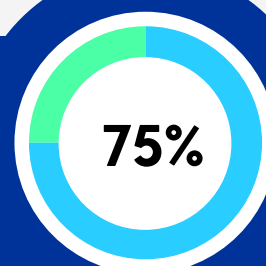
We used the Toluna Start platform to survey 1,000 members of our panel to understand their health concerns about the fall flu season and getting sick during COVID.



Consumers are concerned about getting sick

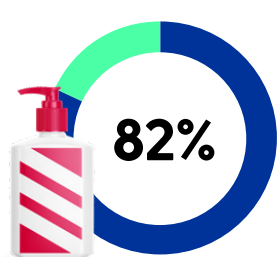


Are somewhat to extremely concerned about getting sick this year

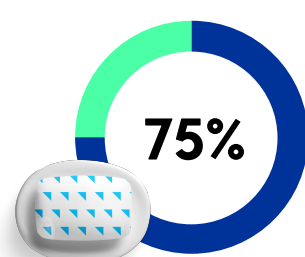


Of people are more concerned than prior years given the impact of COVID-19

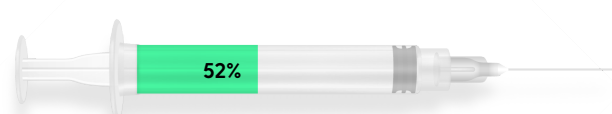
Consumers are more health conscious



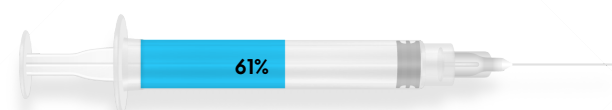
Plan to be more health conscious



Washing hands more frequently

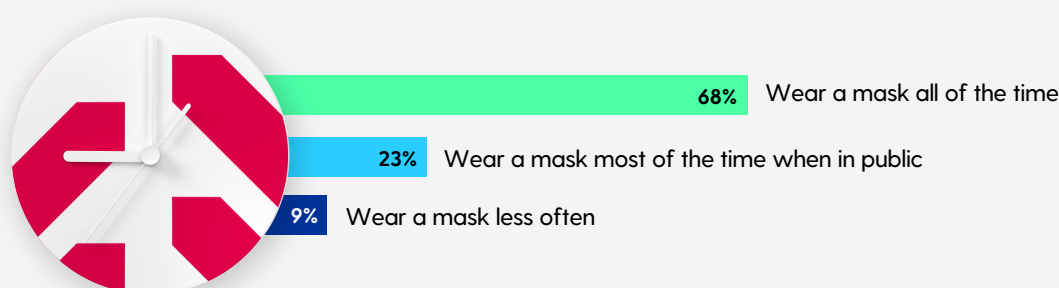


Got the flu shot in 2019

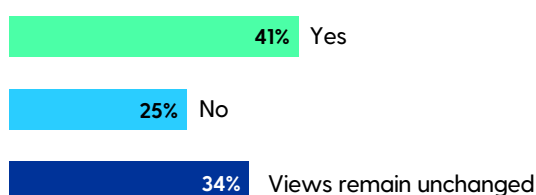


Plan/Have gotten the flu shot in 2020

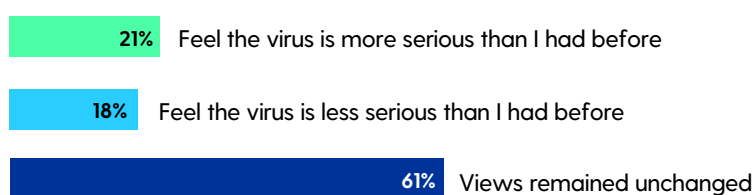
People are more likely to wear a mask now given the recent COVID spread in Washington D.C.



The president's experience with COVID has impacted concerns about the virus ability to spread.



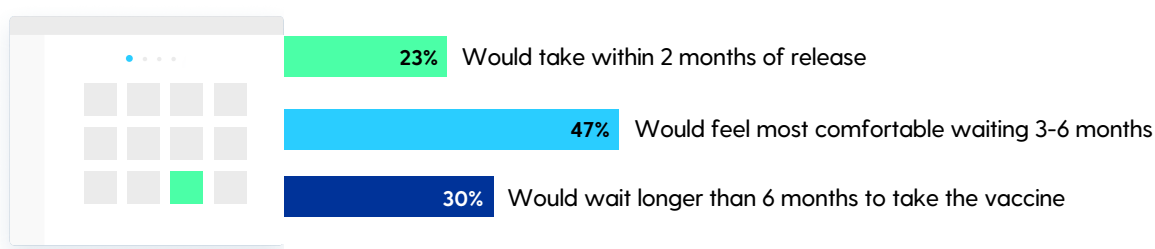
The president's experience with COVID did not impact people's concerns about the virus and prognosis and severity of symptoms.



A vaccine is just around the corner...we hope.

39% Most consumers feel that we'll see something available January - March 2021.

59% would take the vaccine when it becomes available.



41% of people who won't take the vaccine won't do so for the following reasons

