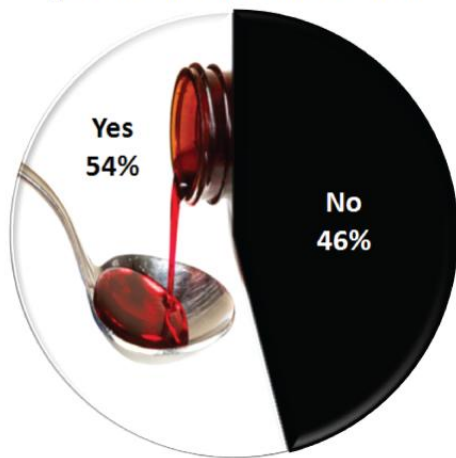


A majority of American adults plan to get a flu shot this season

With the flu season upon us, more than one-half of U.S. adults plan to get a flu shot this season, according to the October Morpace Omnibus, a monthly national poll.

How many adults 18 and older plan to get a flu shot this "flu season"?



Of the 1,011 respondents surveyed, 54 percent of adults age 18 and older say they will be getting a flu shot this season. Those 55 and older are more likely to receive the flu shot (67 percent), compared to those age 35-54 (50 percent) and those age 18-34 (46 percent).

The most significant and notable difference is based on household income. Sixty-one of respondents earning \$100,000 or more per year plan to get a flu shot. Alternatively only 46 percent of respondents earning less than \$50,000 plan to receive one.

Married respondents are also more likely to get a flu shot (58 percent) compared to singles (49 percent).

Why do some choose not to receive a flu shot? Could it be cost or lack of health insurance, a belief that it is not needed, a fear of side effects, no direction from a personal physician or confusion as to where a flu shot is available? The next Morpace Omnibus will provide answers to these questions and more.



For further insights on what to expect this Winter, please contact the **Morpace Healthcare team** at 248.737.5300 or information@morpace.com