

Public Perceptions of the Flu

December 1, 2015



Research Methods

The following survey was conducted using ORC International's Telephone CARAVAN® survey conducted between November 5-8, 2015.

The study was conducted using two probability samples: randomly selected landline telephone numbers and randomly selected mobile (cell) telephone numbers.

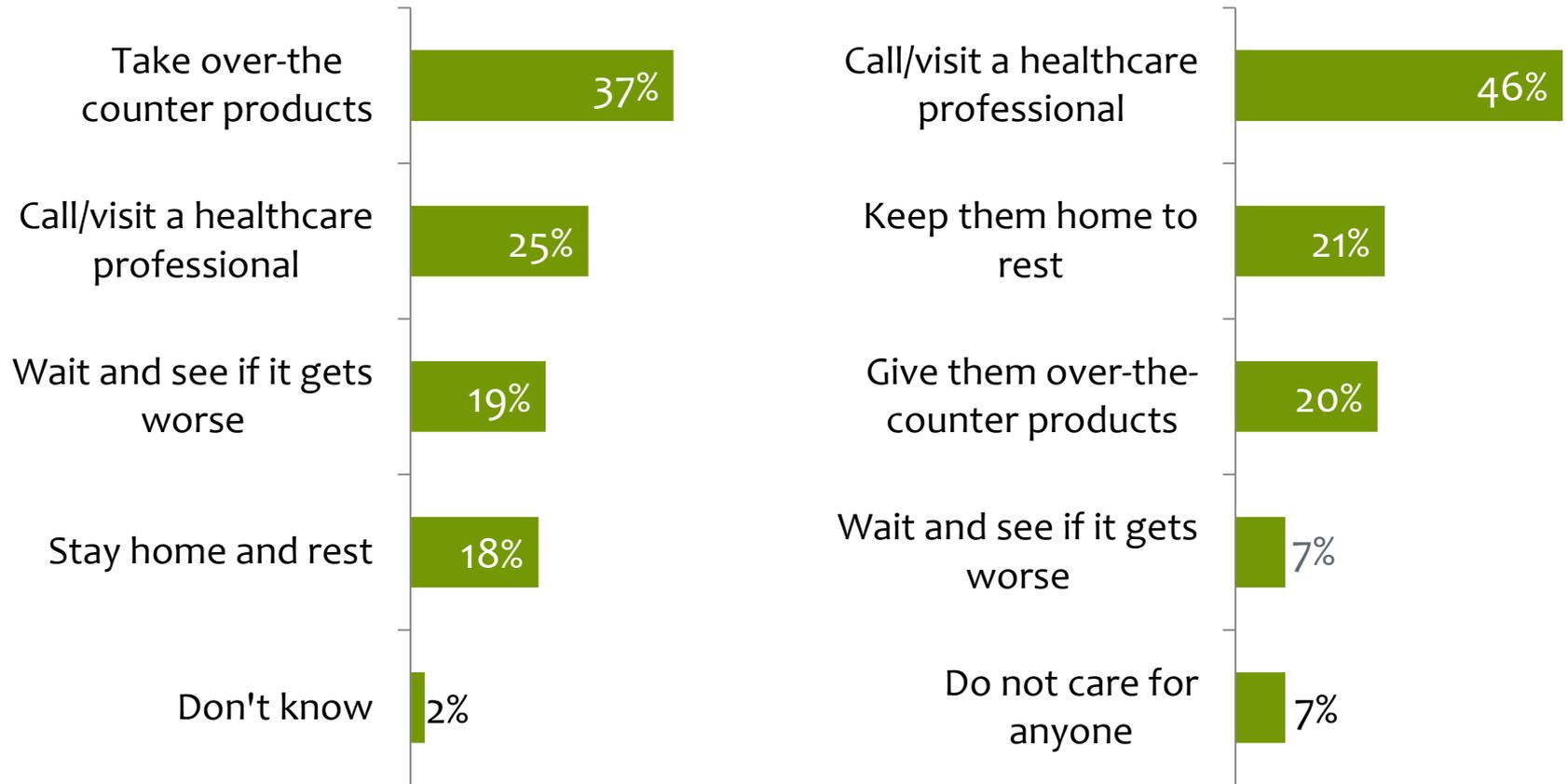
The combined sample consists of 1,005 adults (18 years old and older) living in the continental United States.

Of the 1,005 interviews, 505 were from the landline sample and 500 from the cell phone sample.

The margin of error for the sample of 1,005 is +/- 3.09% at the 95% confidence level.



How consumers handle the flu: Consumers are almost twice as likely to call a healthcare professional if someone they care for may be getting the flu compared to if they themselves are getting the flu (46% compared to 25%, respectively). For themselves, they typically take OTC products and wait to see if it gets worse.



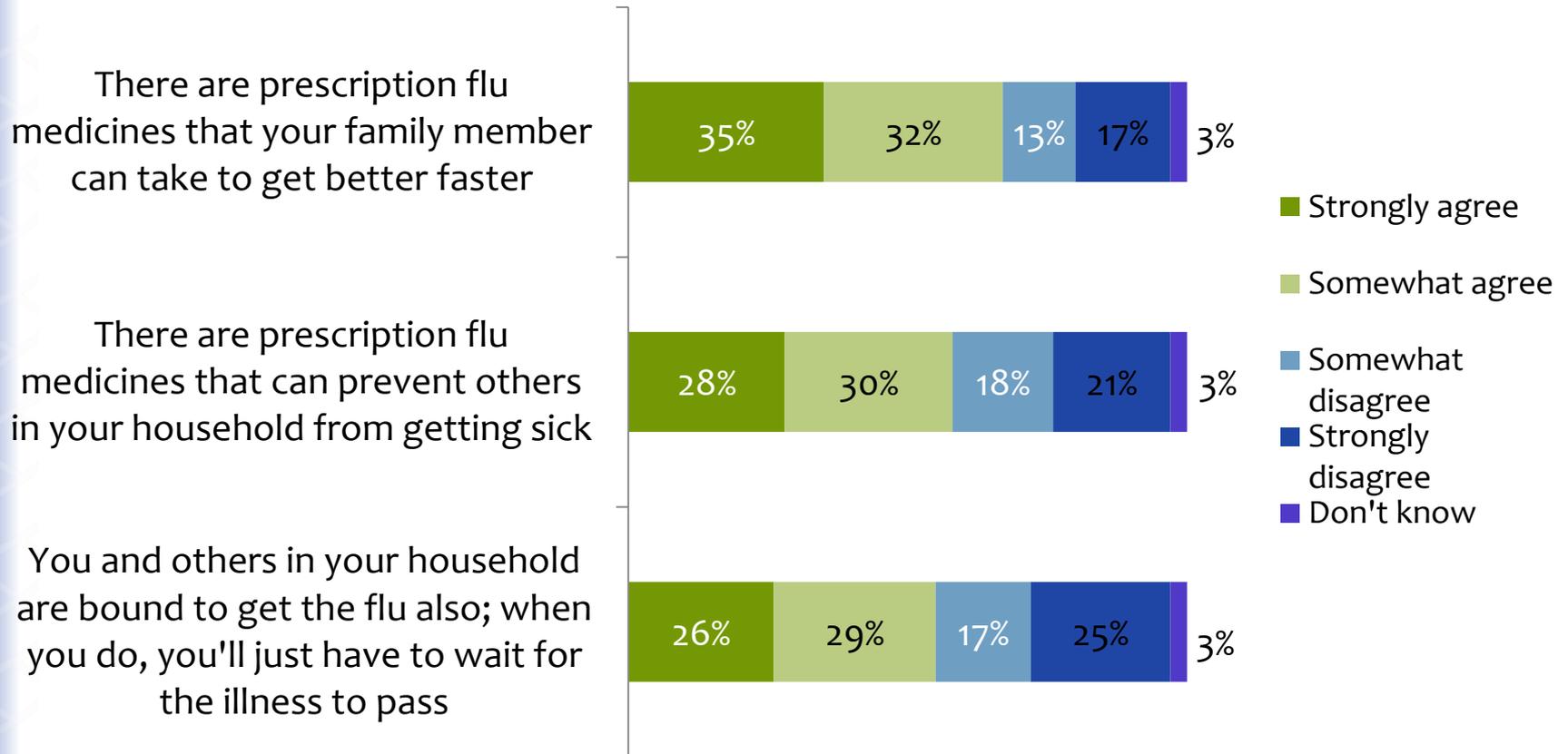
If you think you may be getting the flu, which one of the following are you most likely to do? (n=1,005)

If you think a child or someone else you care for might be getting the flu, which of the following are you most likely to do? (n=1,005)



This survey was funded by Genentech

Perceptions of prescription flu medicines: Two-thirds (67%) of consumers agree that prescription flu medicines exist which can make a family member with the flu get better faster. More than half (58%) also agree that these medications can help prevent others from getting sick. Even so, more than half (55%) agree that others in the household are bound to get the flu and just have to wait for it to pass.



Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements if someone in your household has the flu. (n=1,005)

