

**NATIONAL HISPANIC OPINION POLL ON 2009 FLU SEASON**  
**EXECUTIVE SUMMARY**  
**September 23, 2009**

**Research Findings**

According to a national opinion poll by Garcia Research, more than half (56%) of Hispanic adults polled said they were “not concerned” about the flu. The study also reports that fewer than four in ten indicated that they were “very likely” to get vaccinated for the seasonal flu.

- 46% were “not concerned at all” over catching the flu
- 43% believe a flu shot is effective. This belief is strongest with the Spanish-dominant and bilingual segments.
- 25% are “very unlikely” to get vaccinated against the flu against the flu in the next three to six months.
- 40% who don’t get vaccinated feel that that they don’t need one. 37% have never gotten one before.
- 31% of those who don’t get vaccinated feel the flu shot doesn’t work, and 29% believe the vaccine can give you the flu.
- 59% believe that a person is most contagious when they are sick, and 28% say it is before they have symptoms

**Methodology**

A total of 389 telephone interviews were conducted during August 2009, utilizing a computer assisted telephone interviewing system (CATI). Interviews were conducted in Spanish and English. The study focused on five U.S. regions and 70 DMA’s. The sample was stratified geographically according to the U.S. Census. The sample was a combination of random digit dialing in high Hispanic density areas and a targeted list of Hispanic surnames in low density areas. The proportion of RDD vs. surname was based on the Hispanic density in each DMA.

In order to qualify for participation in this omnibus study, respondents had to meet the following qualifications:

- Male or female of Hispanic/Latino origin or descent (½ male; ½ female)
- 18 – 65 years of age (½ 18-34; ½ 35-65)
- Do not work in advertising or marketing research

GRA conducts a nationwide omnibus study among Hispanic adults on a quarterly basis. The study includes both Spanish-dominant and English-dominant Hispanics across the U.S.

**About Garcia Research Associates, Inc.**

Garcia Research Associates (GRA) was founded 19 years ago with the express mission to provide high quality marketing research services in the Hispanic market in a highly collaborative environment and with an emphasis on respect for the consumer. The company has extensive experience in multiple methodologies including quantitative (tracking, segmentation, AA&U studies, copy tests, home use tests) and qualitative (focus groups, one on one interviews). GRA has dealt with a variety of topics ranging from advertising effectiveness and communications issues to food purchase preferences to public policy positions. We are a fully vertically integrated firm, which in the quantitative arena, translates to in-house design, data collection, coding, data processing and analysis.