



**A SURVEY OF ADULTS  
IN  
NEW YORK CITY AND LONG ISLAND**

**December 12-14, 2016**

## METHODS

The following topline and crosstabs contain data from a poll of 600 adults in New York City and Long Island. The poll was conducted from December 12-14, 2016 via landline and cell phone. Findings applying to the 600 sample are subject to sampling error of plus or minus 3.9%. Subgroups of the sample are subject to error of up to plus or minus 10%.

The following definitions describe subgroups used in the crosstabs. Percentages in parentheses refer to each subgroup's proportion of the total sample. Question numbers from which the subgroups are derived are also included.

### CROSSTAB KEY

- **REGION** *New York City* (75%) includes respondents who live in one of the five boroughs of Bronx, Brooklyn, Manhattan, Queens, or Staten Island. *Long Island* (25%) includes respondents who live in Nassau County or Suffolk County (Q.2).
- **FLU SHOT** *Yes* (57%) includes respondents who have had a flu shot this year. *No* (42%) includes respondents who have not had a flu shot this year (Q.9).
- **RACE/ETHNICITY** *White, non Hispanic* (40%) includes respondents who are white and are not of Latino, Hispanic, or Spanish origin. *Black, non Hispanic* (15%) includes respondents who are Black and are not of Latino, Hispanic, or Spanish origin. *Hispanic* (25%) includes respondents who are of Latino, Hispanic, or Spanish origin or who volunteered Latino, Hispanic, or Spanish as their race. *Other* (15%) includes respondents who are American Indian, Asian, or some other race and are not of Latino, Hispanic, or Spanish origin (Q.11, Q.12).
- **GENDER** *Men* (48%) includes male respondents. *Women* (52%) includes female respondents (Q.13).
- **AGE** *18-34* (26%) includes respondents age 18-34. *35-49* (29%) includes respondents age 35-49. *50-64* (22%) includes respondents age 50-64. *65+* (17%) includes respondents age 65 and over (Q.10).
- **GENDER/AGE** *Men under 50* (27%) includes male respondents age 18-49. *Men 50+* (19%) includes male respondents age 50 and over. *Women under 50* (29%) includes female respondents age 18-49. *Women 50+* (20%) includes female respondents age 50 or over (Q.10, Q.13).

**SOUTH NASSAU TRUTH IN MEDICINE POLL  
December 2016**

		TOTAL	REGION		FLU SHOT		RACE/ETHNICITY			
			New York City	Long Island	Yes	No	White, non Hispanic	Black, non Hispanic	Hispanic	Other
PHONE	Cell	61%	60%	63%	56%	66%	52%	69%	62%	75%
	Landline	39%	40%	37%	44%	34%	48%	31%	38%	25%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89
Q.2 REGION	Bronx/Bronx County	12%	16%	0%	11%	14%	6%	14%	25%	7%
	Brooklyn/Kings County	22%	30%	0%	21%	23%	19%	35%	19%	22%
	Manhattan/New York County	16%	21%	0%	15%	17%	17%	11%	16%	16%
	Nassau County	12%	0%	48%	14%	10%	15%	10%	8%	12%
	Queens/Queens County	21%	28%	0%	21%	20%	16%	20%	25%	28%
	Staten Island/Richmond County	4%	6%	0%	4%	4%	5%	4%	5%	1%
	Suffolk County	13%	0%	52%	14%	12%	24%	7%	2%	14%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89
Q.3 SHOULD PEOPLE GET A FLU SHOT EVERY YEAR?	Yes	66%	65%	67%	84%	42%	68%	60%	67%	68%
	No	16%	16%	16%	4%	31%	13%	24%	15%	18%
	Depends (vol.)	14%	15%	11%	10%	20%	15%	12%	15%	10%
	Not sure/Refused	4%	3%	6%	2%	7%	4%	4%	4%	4%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89

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**SOUTH NASSAU TRUTH IN MEDICINE POLL**  
**December 2016**

		TOTAL	GENDER		AGE				GENDER/AGE			
			Men	Women	18-34	35-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
PHONE	Cell	61%	61%	61%	71%	71%	65%	27%	70%	48%	71%	49%
	Landline	39%	39%	39%	29%	29%	35%	73%	30%	52%	29%	51%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121
Q.2 REGION	Bronx/Bronx County	12%	12%	12%	13%	10%	15%	10%	9%	16%	14%	10%
	Brooklyn/Kings County	22%	22%	23%	18%	27%	19%	24%	23%	21%	22%	22%
	Manhattan/New York County	16%	15%	16%	20%	13%	16%	14%	17%	14%	15%	16%
	Nassau County	12%	12%	12%	11%	11%	15%	15%	11%	15%	11%	15%
	Queens/Queens County	21%	21%	21%	23%	23%	15%	18%	25%	14%	21%	18%
	Staten Island/Richmond County	4%	4%	4%	3%	3%	5%	5%	3%	5%	4%	4%
	Suffolk County	13%	14%	13%	12%	13%	15%	15%	13%	15%	12%	15%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121
Q.3 SHOULD PEOPLE GET A FLU SHOT EVERY YEAR?	Yes	66%	64%	67%	61%	60%	76%	73%	60%	71%	61%	78%
	No	16%	18%	14%	17%	22%	12%	9%	20%	14%	19%	8%
	Depends (vol.)	14%	12%	16%	17%	16%	8%	13%	16%	7%	16%	12%
	Not sure/Refused	4%	5%	3%	6%	3%	4%	5%	4%	7%	4%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121

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**SOUTH NASSAU TRUTH IN MEDICINE POLL**  
**December 2016**

		TOTAL	REGION		FLU SHOT		RACE/ETHNICITY			
			New York City	Long Island	Yes	No	White, non Hispanic	Black, non Hispanic	Hispanic	Other
Q.4 CAN YOU GET THE FLU FROM THE FLU SHOT?	Yes	42%	42%	44%	40%	45%	44%	43%	45%	39%
	No	42%	42%	42%	44%	40%	42%	43%	39%	43%
	Not sure/Refused	15%	16%	14%	16%	14%	14%	14%	16%	18%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89
Q.5 CAN SOMEONE GET THE FLU MORE THAN ONCE/YEAR?	Yes	58%	56%	65%	59%	56%	61%	53%	53%	65%
	No	26%	26%	26%	24%	29%	22%	33%	34%	21%
	Not sure/Refused	16%	18%	9%	17%	14%	16%	14%	14%	14%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89
Q.6 CAN PEOPLE DIE FROM THE FLU?	Yes	66%	64%	71%	70%	61%	72%	69%	63%	55%
	No	15%	17%	10%	13%	19%	11%	17%	24%	11%
	Not sure/Refused	19%	19%	19%	17%	20%	17%	15%	14%	34%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89

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**SOUTH NASSAU TRUTH IN MEDICINE POLL**  
**December 2016**

		TOTAL	GENDER		AGE				GENDER/AGE			
			Men	Women	18-34	35-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Q.4 CAN YOU GET THE FLU FROM THE FLU SHOT?	Yes	42%	47%	38%	41%	48%	49%	31%	49%	46%	41%	37%
	No	42%	38%	46%	41%	39%	36%	53%	36%	40%	44%	47%
	Not sure/Refused	15%	15%	15%	18%	13%	15%	16%	15%	14%	15%	16%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121
Q.5 CAN SOMEONE GET THE FLU MORE THAN ONCE/YEAR?	Yes	58%	65%	53%	61%	61%	62%	48%	67%	63%	56%	50%
	No	26%	23%	29%	31%	27%	18%	28%	23%	21%	34%	23%
	Not sure/Refused	16%	13%	18%	8%	11%	20%	24%	9%	16%	10%	27%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121
Q.6 CAN PEOPLE DIE FROM THE FLU?	Yes	66%	66%	66%	64%	70%	69%	67%	69%	64%	65%	72%
	No	15%	16%	15%	14%	14%	11%	16%	17%	12%	12%	15%
	Not sure/Refused	19%	18%	19%	22%	16%	20%	16%	14%	24%	23%	13%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121

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		TOTAL	REGION		FLU SHOT		RACE/ETHNICITY			
			New York City	Long Island	Yes	No	White, non Hispanic	Black, non Hispanic	Hispanic	Other
Q.7 HAVE YOU EVER GONE TO WORK WITH THE FLU?	Yes	33%	33%	35%	33%	32%	33%	25%	34%	41%
	No	60%	60%	61%	62%	59%	59%	70%	60%	52%
	Not sure/Refused	7%	8%	4%	4%	9%	8%	5%	5%	7%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89
Q.8 AWARENESS THAT FLU IS SPREAD PERSON TO PERSON	Yes	93%	94%	92%	95%	91%	96%	91%	90%	95%
	No	4%	4%	5%	2%	8%	2%	5%	8%	4%
	Not sure/Refused	2%	2%	3%	3%	2%	2%	4%	2%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89
Q.9 HAD A FLU SHOT THIS YEAR	Yes	57%	55%	62%	100%	0%	65%	53%	51%	52%
	No	42%	44%	37%	0%	100%	34%	47%	49%	44%
	Not sure/Refused	1%	2%	1%	0%	0%	1%	1%	1%	4%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89

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		TOTAL	GENDER		AGE				GENDER/AGE			
			Men	Women	18-34	35-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Q.7 HAVE YOU EVER GONE TO WORK WITH THE FLU?	Yes	33%	35%	31%	33%	35%	39%	25%	34%	37%	35%	28%
	No	60%	58%	62%	60%	59%	57%	64%	60%	56%	59%	64%
	Not sure/Refused	7%	6%	7%	7%	5%	5%	11%	6%	7%	6%	8%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121
Q.8 AWARENESS THAT FLU IS SPREAD PERSON TO PERSON	Yes	93%	91%	95%	91%	98%	92%	91%	94%	89%	96%	94%
	No	4%	5%	3%	7%	2%	3%	4%	6%	5%	4%	2%
	Not sure/Refused	2%	3%	2%	1%	0%	5%	4%	1%	6%	0%	4%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121
Q.9 HAD A FLU SHOT THIS YEAR	Yes	57%	53%	60%	43%	54%	65%	73%	44%	66%	54%	70%
	No	42%	46%	39%	55%	43%	35%	26%	54%	33%	44%	30%
	Not sure/Refused	1%	1%	1%	1%	3%	0%	1%	2%	1%	2%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121

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		TOTAL	REGION		FLU SHOT		RACE/ETHNICITY			
			New York City	Long Island	Yes	No	White, non Hispanic	Black, non Hispanic	Hispanic	Other
Q.10 AGE	18-34	26%	27%	25%	20%	35%	25%	25%	30%	30%
	35-49	29%	30%	28%	28%	30%	24%	39%	27%	40%
	50-64	22%	20%	26%	25%	18%	25%	15%	23%	21%
	65+	17%	16%	20%	22%	10%	23%	19%	11%	7%
	Refused	6%	7%	2%	5%	7%	3%	2%	9%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89
Q.11 HISPANIC	Yes	25%	30%	10%	22%	29%	0%	0%	98%	0%
	No	73%	68%	88%	76%	68%	100%	100%	1%	100%
	Not sure	3%	3%	3%	2%	4%	0%	0%	0%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89
Q.12 RACE	White	42%	35%	64%	48%	34%	100%	0%	5%	0%
	Black/African American	17%	19%	10%	15%	19%	0%	100%	2%	0%
	American Indian	1%	1%	0%	1%	1%	0%	0%	1%	5%
	Asian	3%	3%	4%	2%	4%	0%	0%	1%	20%
	Other	14%	14%	14%	14%	14%	0%	0%	12%	75%
	Latino/Hispanic/Spanish (vol.)	20%	25%	4%	17%	24%	0%	0%	79%	0%
	Not sure/Refused	3%	3%	3%	3%	3%	0%	0%	0%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89
Q.13 GENDER	Men	48%	47%	49%	44%	52%	45%	41%	54%	49%
	Women	52%	53%	51%	56%	48%	55%	59%	46%	51%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	449	151	339	253	241	92	151	89

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		TOTAL	GENDER		AGE				GENDER/AGE			
			Men	Women	18-34	35-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Q.10 AGE	18-34	26%	27%	26%	100%	0%	0%	0%	47%	0%	47%	0%
	35-49	29%	29%	29%	0%	100%	0%	0%	53%	0%	53%	0%
	50-64	22%	20%	23%	0%	0%	100%	0%	0%	53%	0%	60%
	65+	17%	18%	15%	0%	0%	0%	100%	0%	47%	0%	40%
	Refused	6%	5%	6%	0%	0%	0%	0%	0%	0%	0%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121
Q.11 HISPANIC	Yes	25%	28%	21%	29%	23%	25%	16%	28%	25%	24%	18%
	No	73%	69%	76%	70%	74%	72%	82%	69%	73%	75%	80%
	Not sure	3%	3%	3%	1%	3%	3%	2%	2%	3%	1%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121
Q.12 RACE	White	42%	41%	43%	39%	34%	50%	56%	39%	44%	34%	60%
	Black/African American	17%	14%	19%	16%	21%	11%	17%	15%	15%	23%	13%
	American Indian	1%	1%	1%	1%	2%	0%	1%	1%	1%	2%	0%
	Asian	3%	3%	3%	2%	5%	3%	3%	4%	3%	3%	3%
	Other	14%	16%	13%	18%	16%	15%	7%	18%	13%	16%	10%
	Latino/Hispanic/Spanish (vol.)	20%	22%	18%	23%	20%	20%	12%	21%	20%	21%	14%
	Not sure/Refused	3%	3%	3%	1%	2%	1%	4%	1%	4%	2%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121
Q.13 GENDER	Men	48%	100%	0%	48%	48%	45%	52%	100%	100%	0%	0%
	Women	52%	0%	100%	52%	52%	55%	48%	0%	0%	100%	100%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		600	286	314	158	176	131	101	160	111	175	121

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