Foresight 50+
BY AARP & NORC

RSV Awareness Among Older Adults:
A Foresight 50+ Poll

NOTE: All results show percentages among all respondents, unless otherwise labeled.

RSV1. How much have you heard or read about respiratory syncytial virus, also known as RSV?

		A lot	Some	Only a little	Nothing at all	DK	SKP/REF
Ages 50-59 years	07/20-24/2023 (N=320)	9%	29%	30%	31%	-	-
	09/15-18/2023 (N=316)	8%	38%	38%	16%	-	-
Ages 60+ years	07/20-24/2023 (N=692)	8%	33%	31%	28%	-	-
	09/15-18/2023 (N=703)	8%	42%	33%	16%	-	-
Total	07/20-24/2023 (N=1,012)	8%	31%	31%	29%	-	-
	09/15-18/2023 (N=1,019)	8%	41%	35%	16%	-	-

RSV2. How much have you heard or read about respiratory syncytial virus, also known as RSV, causing severe illness in not only young children, but also adults ages 60 years and older?

		A lot	Some	Only a little	Nothing at all	DK	SKP/REF
Ages 50-59 years	07/20-24/2023 (N=320)	5%	25%	31%	39%	-	-
	09/15-18/2023 (N=316)	6%	38%	35%	20%	-	1%
Ages 60+ years	07/20-24/2023 (N=692)	8%	32%	29%	30%	-	-
	09/15-18/2023 (N=703)	13%	38%	29%	21%	-	-
Total	07/20-24/2023 (N=1,012)	7%	30%	30%	33%	-	-
	09/15-18/2023 (N=1,019)	10%	38%	31%	21%	-	<1%

RSV3. Are you aware that a new RSV vaccine will be available in the Fall of 2023 for adults ages 60 years and older?

		Yes	No	DK	SKP/REF
Ages 50-59	07/20-24/2023 (N=320)	19%	81%	-	-
	09/15-18/2023 (N=316)	46%	54%	-	-
Ages 60+	07/20-24/2023 (N=692)	36%	64%	-	-
	09/15-18/2023 (N=703)	57%	43%	-	<1%
Total	07/20-24/2023 (N=1,012)	30%	70%	-	-
	09/15-18/2023 (N=1,019)	53%	47%	-	<1%

RSV4. IF AGES 60 AND OLDER: When a vaccine against RSV becomes available/IF AGES 50-59: When you become eligible for the vaccine against RSV at age 60, what do you plan to do?

		I will get the RSV Vaccine	I will not get the RSV Vaccine	I am not sure if I'll get the RSV Vaccine	DK	SKP/REF
Ages 50-59	07/20-24/2023 (N=320)	22%	26%	52%	-	-
	09/15-18/2023 (N=316)	29%	25%	46%	-	
Ages 60+	07/20-24/2023 (N=692)	30%	16%	54%	-	-
	09/15-18/2023 (N=703)	31%	21%	48%	-	<1%
Total	07/20-24/2023 (N=1,012)	27%	20%	53%	-	-
	09/15-18/2023 (N=1,019)	30%	22%	48%		<1%

If "I will not get the RSV vaccine" OR "I am not sure if I'll get the RSV Vaccine" to RSV4
RSV5. Which of the following are reasons you would not get an RSV vaccine?

		Ages 50-59	Ages 60+	Total
I would be concerned about side effects from the vaccine	07/20-24/2023 (N=1,012)	41%	44%	43%
	09/15-18/2023 (N=1,019)	48%	43%	45%
I'm concerned about how these vaccines were developed and approved	07/20-24/2023 (N=1,012)	30%	43%	38%
	09/15-18/2023 (N=1,019)	38%	38%	38%
I'm not concerned about getting seriously ill from RSV	07/20-24/2023 (N=1,012)	35%	27%	30%
	09/15-18/2023 (N=1,019)	35%	26%	29%
I would be concerned about getting infected with RSV from the vaccine	07/20-24/2023 (N=1,012)	11%	11%	11%
	09/15-18/2023 (N=1,019)	15%	11%	12%
I don't think vaccines work very well	07/20-24/2023 (N=1,012)	12%	8%	10%
	09/15-18/2023 (N=1,019)	11%	15%	14%
I don't like needles	07/20-24/2023 (N=1,012)	7%	7%	7%
	09/15-18/2023 (N=1,019)	13%	6%	8%
I am allergic to vaccine ingredients	07/20-24/2023 (N=1,012)	5%	5%	5%
	09/15-18/2023 (N=1,019)	4%	3%	3%
I do not know where to go to get the vaccine	07/20-24/2023 (N=1,012)	5%	5%	5%
	09/15-18/2023 (N=1,019)	4%	7%	6%
	07/20-24/2023 (N=1,012)	2%	6%	4%

		Ages 50-59	Ages 60+	Total
I can't afford the vaccine or my insurance won't cover the cost of the vaccine	09/15-18/2023 (N=1,019)	3%	3%	3%
I am not able to access the vaccine due to transportation challenges	07/20-24/2023 (N=1,012)	1%	2%	1%
	09/15-18/2023 (N=1,019)	-	-	-
I won't have time to get vaccinated	07/20-24/2023 (N=1,012)	-	1%	1%
	09/15-18/2023 (N=1,019)	<1%	1%	<1%

RSV6. How much do you trust each of the following sources of information about the RSV vaccine? (only fielded 09/15-18/2023)

	Age Group	A lot	Somewhat	A little	Not at all	DK	SKP/REF
Healthcare Providers	Ages 50-59 (N=316)	45%	31%	16%	6%	-	2%
	Ages 60+ (N=703)	51%	31%	11%	7%	-	1%
	Total (N=1,019)	49%	31%	13%	7%	-	1%
Pharmacist	Ages 50-59 (N=316)	30%	35%	24%	8%	-	2%
	Ages 60+ (N=703)	36%	38%	19%	7%	-	<1%
	Total (N=1,019)	34%	37%	20%	7%	-	1%
State/Local Health Department	Ages 50-59 (N=316)	25%	39%	23%	13%	-	1%
	Ages 60+ (N=703)	28%	41%	20%	11%	-	<1%
	Total (N=1,019)	27%	40%	21%	11%	-	1%
Centers for Disease Control and Prevention (CDC)	Ages 50-59 (N=316)	38%	26%	23%	12%	-	<1%
	Ages 60+ (N=703)	38%	26%	19%	16%	-	1%
	Total (N=1,019)	38%	26%	20%	15%	-	1%

	Age Group	A lot	Somewhat	A little	Not at all	DK	SKP/REF
Web search	Ages 50-59 (N=316)	4%	43%	35%	16%	-	2%
	Ages 60+ (N=703)	3%	36%	37%	23%	-	1%
	Total (N=1,019)	3%	38%	37%	20%	-	2%
Friends/family	Ages 50-59 (N=316)	10%	39%	35%	16%	-	<1%
	Ages 60+ (N=703)	6%	36%	40%	16%	-	2%
	Total (N=1,019)	7%	37%	39%	16%	-	1%
News media	Ages 50-59 (N=316)	2%	31%	31%	35%	-	<1%
	Ages 60+ (N=703)	4%	30%	34%	31%	-	1%
	Total (N=1,019)	3%	30%	33%	33%	-	1%
Social Media	Ages 50-59 (N=316)	1%	15%	25%	57%	-	3%
	Ages 60+ (N=703)	1%	16%	30%	52%	-	2%
	Total (N=1,019)	1%	15%	28%	54%	-	2%

Demographics

Gender

	Ages 50-59 (N=316)	Ages 60+ (N=703)	Total (N=1,019)
Male	48%	47%	47%
Female	52%	53%	53%

Age

	Total
50-59	34%
60-69	33%
70-79	22%
80+	11%

Race/Ethnicity

	Ages 50-59 (N=316)	Ages 60+ (N=703)	Total (N=1,019)
White, non-Hispanic	64%	73%	70%
Black, non-Hispanic	10%	11%	10%
Other, non-Hispanic		1%	1%
Hispanic	13%	12%	12%
2+, non-Hispanic	2%	1%	1%
Asian-Pacific Islander, non-Hispanic	11%	2%	5%

Education

	Ages 50-59 (N=316)	Ages 60+ (N=703)	Total (N=1,019)
Less than HS	10%	9%	9%
HS graduate or equivalent	29%	31%	30%
Some college/associates degree	21%	28%	26%
BA+	40%	32%	35%
Bachelor's degree	22%	15%	17%
Post grad study/professional degree	18%	18%	18%

Marital Status

	Ages 50-59 (N=316)	Ages 60+ (N=703)	Total (N=1,019)
Married	59%	59%	59%
Not Married	41%	41%	41%
Widowed	5%	9%	8%
Divorced	18%	11%	14%
Separated	3%	8%	6%
Never married	15%	12%	13%

Income

	Ages 50-59 (N=316)	Ages 60+ (N=703)	Total (N=1,019)
< $5,000	2%	1%	1%
$5,000 to $9,999	3%	2%	2%
$10,000 to $14,999	2%	6%	5%
$ 15,000 to $19,999	3%	4%	4%
$20,000 to $24,999	4%	6%	5%
$25,000 to $29,999	4%	6%	5%
$30,000 to $34,999	3%	6%	5%
$35,000 to $39,999	4%	4%	4%

	Ages 50-59 (N=316)	Ages 60+ (N=703)	Total (N=1,019)
$40,000 to $49,999	8%	8%	8%
$50,000 to $59,999	8%	10%	9%
$60,000 to $74,999	8%	14%	12%
$75,000 to $84,999	4%	6%	5%
$85,000 to $99,999	10%	7%	8%
$100,000 to $124,999	11%	6%	8%
$125,000 to $149,999	7%	5%	6%
$150,000 to $174,999	4%	3%	3%
$175,000 to $199,999	3%	1%	2%
$200,000 or more	12%	5%	8%

Study Methodology

This survey was conducted and funded by NORC at the University of Chicago.

Data were collected using the Foresight 50+ Consumer Omnibus, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population of adults age 50 and older. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame or a secondary national address frame, both with over 97% coverage of all U.S. addresses, and then contacted by U.S. mail, email, telephone, or field interviewers (face to face). Households were screened for having at least one adult age 50 and older. The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings population.

Interviews for this survey were conducted between September 15-18, 2023 with adults age 50 and older representing the 50 states and the District of Columbia. Panel members were randomly drawn from the Foresight 50+ Panel, and 1,019 completed the survey—959 via the web and 60 via telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in English and Spanish. Respondents were offered a small monetary incentive ($4) for completing the survey. The overall margin of sampling error is +/- 4.2 percentage points at the 95% confidence level including the design effect. The margin of sampling error may be higher for subgroups. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 3 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any coverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, education, political party identification, and AARP Membership. Weighting variables were obtained from the 2023 Current Population Survey and AARP. The sample is weighted to match the average of self-identified party identification in the previous two waves of the Foresight 50+ omnibus survey and this current survey. The weighted data reflect the U.S. population of adults age 50 and over.

Additional information on the Foresight 50+ Panel methodology is available at: https://www.norc.org/Research/Capabilities/Pages/Foresight50.aspx.

For more information, email info@norc.org.

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