

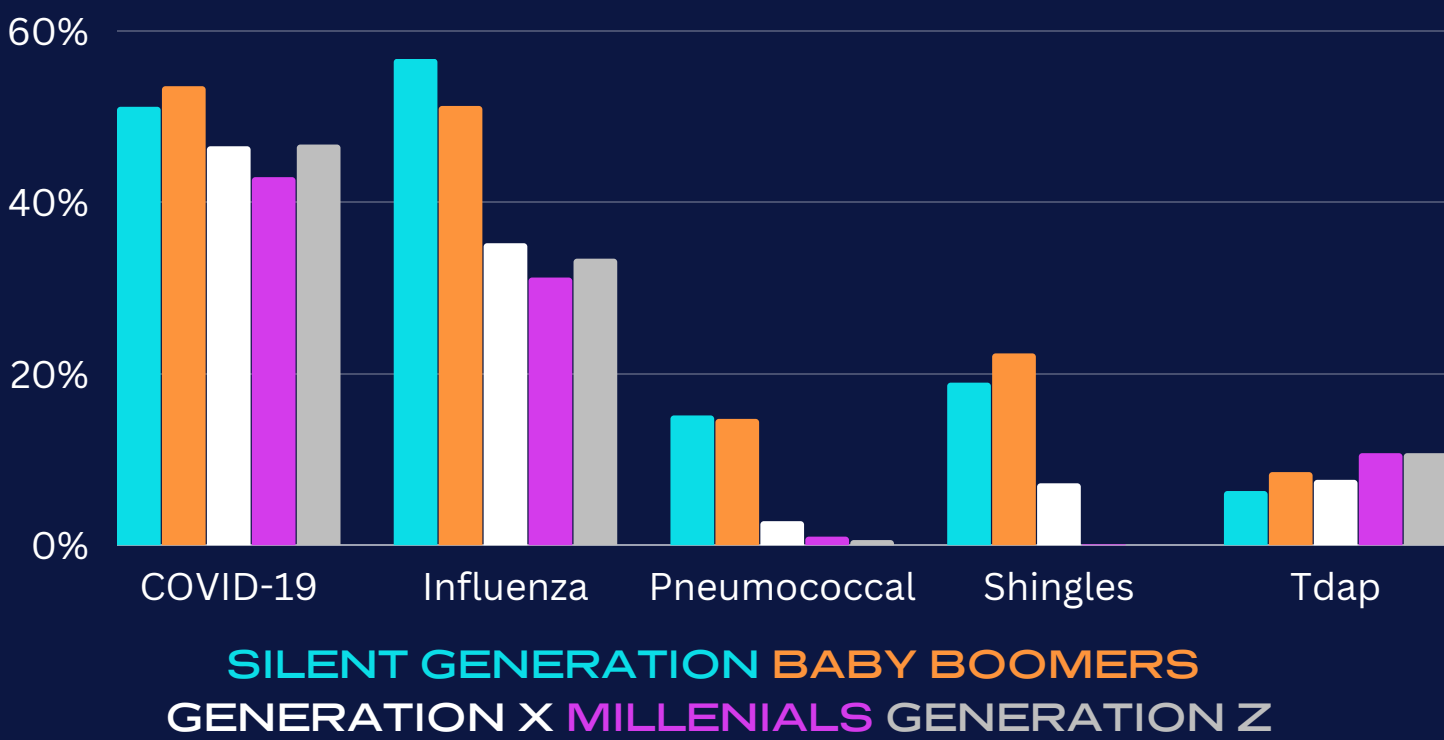
VACCINE ADOPTION

Generational and Gender Differences

In the wake of the COVID-19 pandemic, there is a bright spotlight on the vaccine landscape. As healthcare providers, vaccine manufacturers, and patients navigate the future of vaccines, we can work together to leverage our unique blend of Data, Dialogues, and Design to drive quantitative and qualitative real-world data insights no other partner can provide.

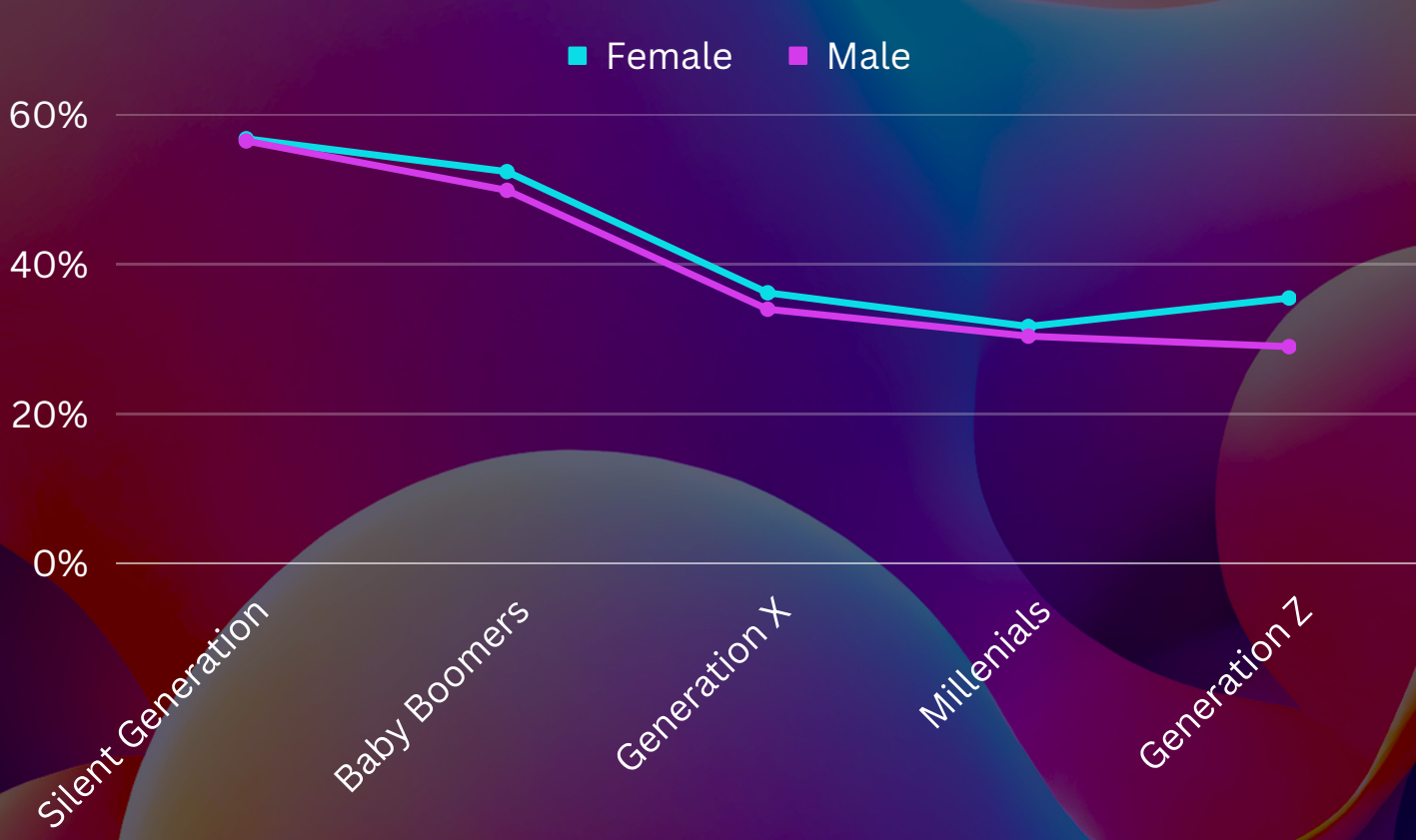
Overall Generational Breakdown*

Vaccination Adoption Percentage by Type and Generation



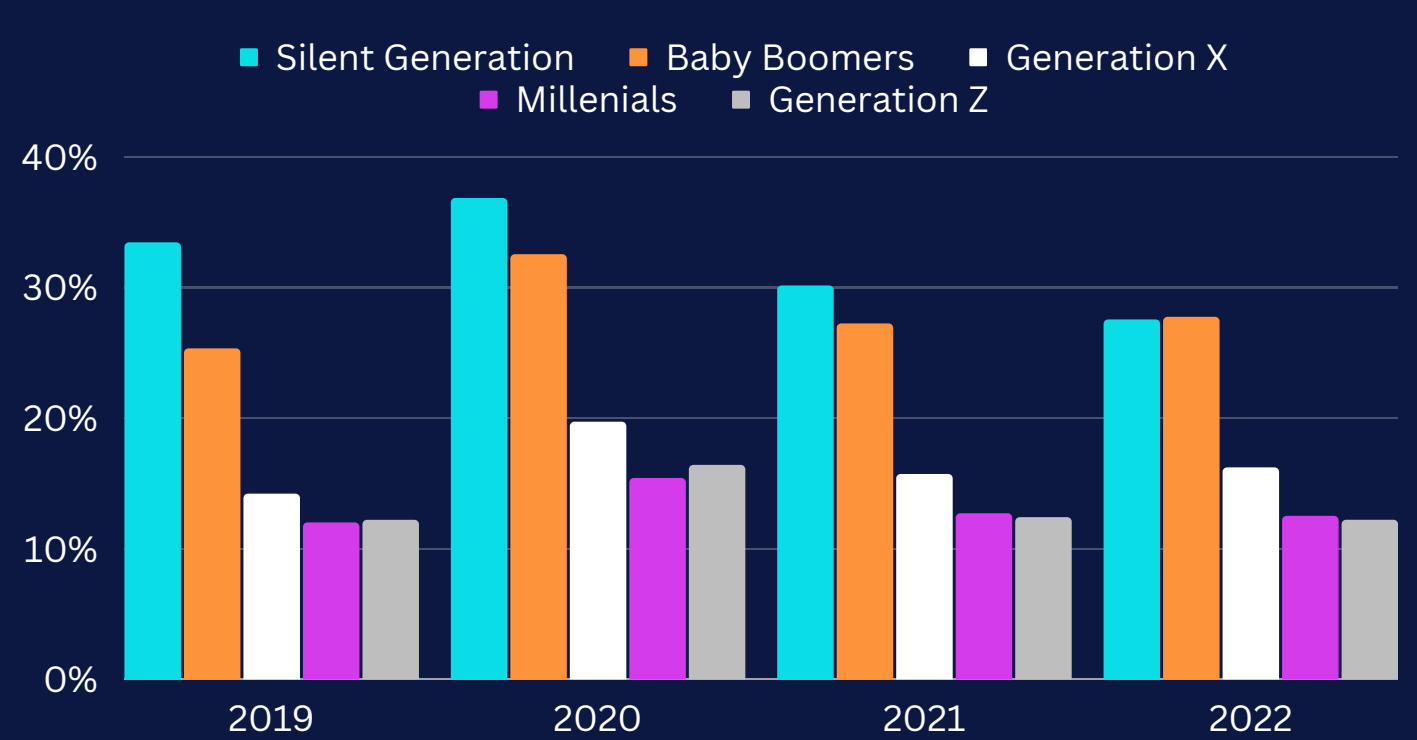
Influenza Vaccine*

Adoption Percentages by Generation and Gender



Influenza Vaccinations

Adoption Percentage by Generation and by Year



COVID-19 Vaccinations

Adoption Percentage by Generation: 2021 vs. 2022

