

Behavior and Beliefs About Influenza Vaccine Among Adults Aged 50-64 Years

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Objective: To examine demographics and beliefs about influenza disease and vaccine that may be associated with influenza vaccination among 50- to 64-year-olds. **Methods:** A national sample of adults aged 50-64 years surveyed by telephone. **Results:** Variables associated with receiving influenza vaccination included age, education level, recent doctor visit, and beliefs about vaccine effectiveness and vaccine

safety. Beliefs about influenza vaccination varied by race/ethnicity, age, education, and gender. **Conclusion:** The finding of demographic differences in beliefs suggests that segmented communication messages designed for specific demographic subgroups may help to increase influenza vaccination coverage.

Key words: influenza; vaccination; adults.

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