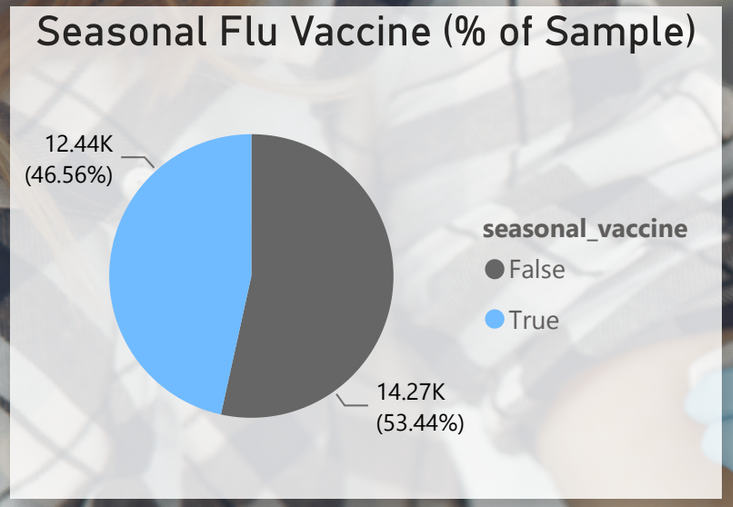
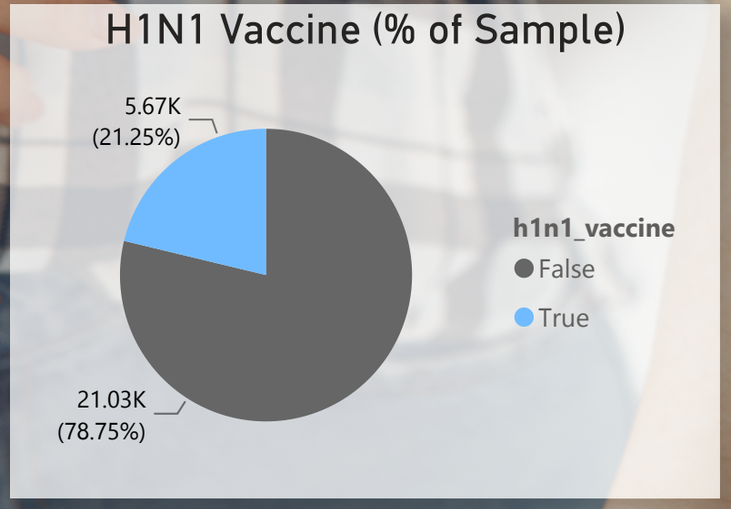
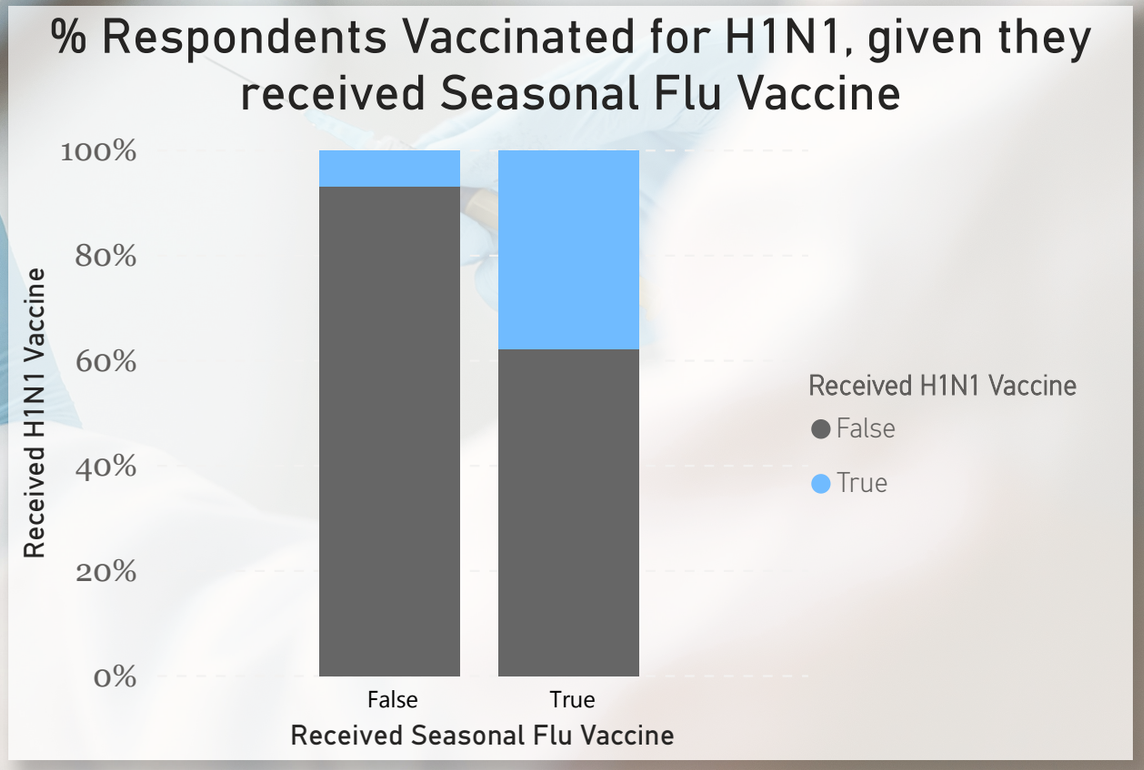
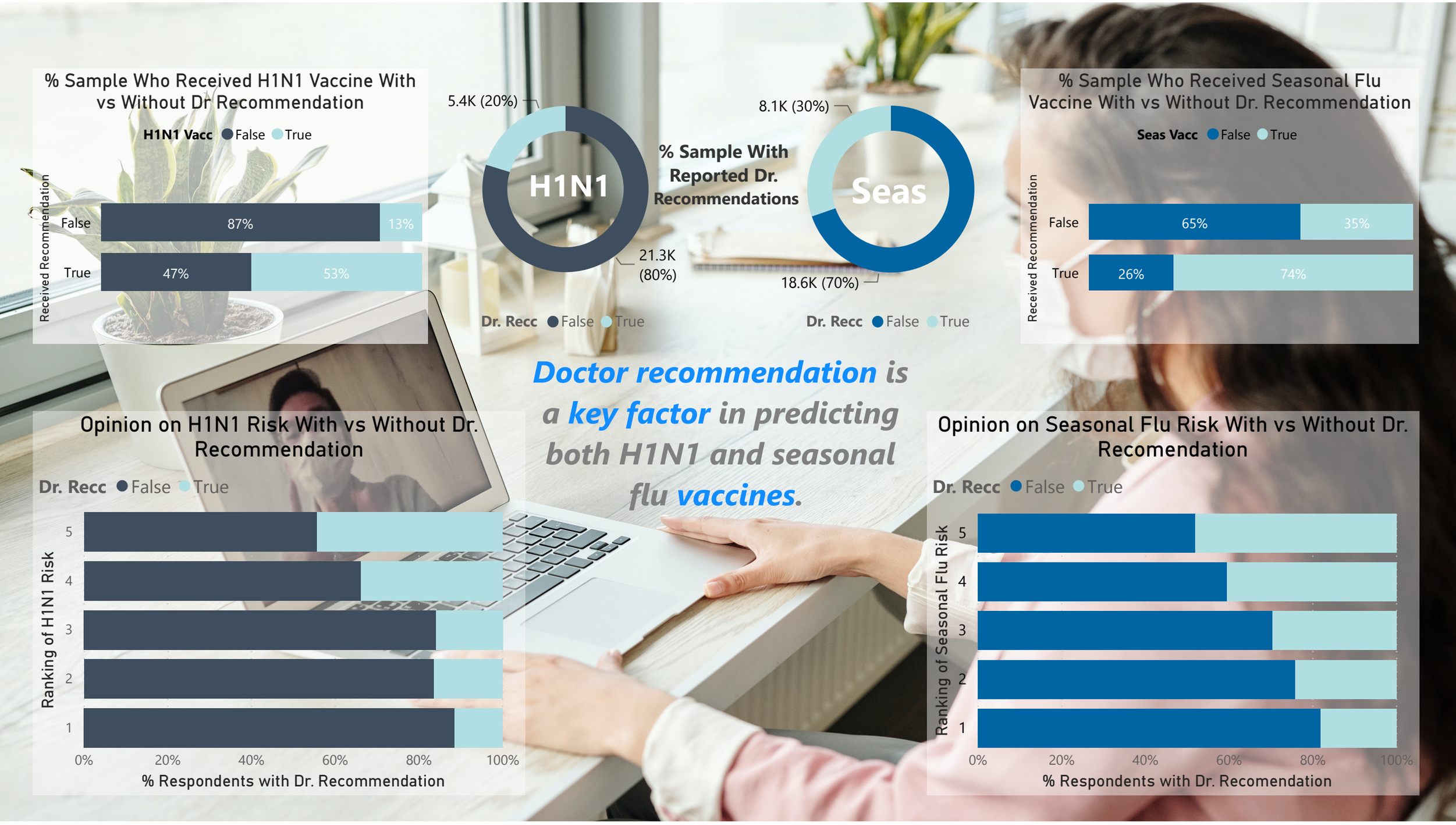
Predicting Vaccinations Using H1N1 and Seasonal Flu Data







The goal of this analysis is to determine which factors play the biggest role in predicting whether someone will choose to get a vaccine. The hope is these factors will provide insight into future efforts to deploy a Covid-19 vaccine.


% Sample Who Received H1N1 Vaccine With vs Without Dr Recommendation
H1N1 Vacc False True
Received Recommendation
False 87% 13%
True 47% 53%
5.4K (20%)
H1N1
21.3K (80%)
Dr. Recc False True
% Sample With Reported Dr. Recommendations
8.1K (30%)
Seas
18.6K (70%)
Dr. Recc False True
% Sample Who Received Seasonal Flu Vaccine With vs Without Dr. Recommendation
Seas Vacc False True
Received Recommendation
False 65% 35%
True 26% 74%
Doctor recommendation is a key factor in predicting both H1N1 and seasonal flu vaccines.
Opinion on H1N1 Risk With vs Without Dr. Recommendation
Dr. Recc False True
Ranking of H1N1 Risk
5
4
3
2
1
0% 20% 40% 60% 80% 100%
% Respondents with Dr. Recommendation
Opinion on Seasonal Flu Risk With vs Without Dr. Recomendation
Dr. Recc False True
Ranking of Seasonal Flu Risk
5
4
3
2
1
0% 20% 40% 60% 80% 100%
% Respondents with Dr. Recomendation

H1N1 Vaccine Factor Influence

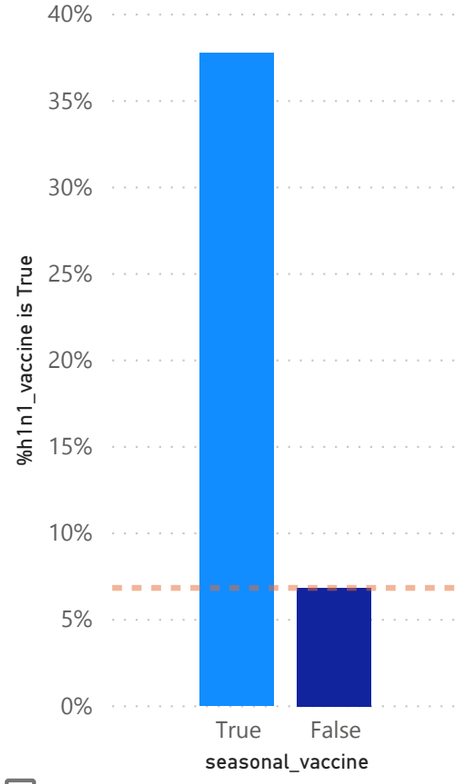
Key influencers | Top segments

What influences h1n1_vaccine to be True ?

When... ....the likelihood of h1n1_vaccine being True increases by

- **seasonal_vaccine is True** → 5.46x
- doctor_recc_h1n1 is True → 4.14x
- doctor_recc_seasonal is True → 2.26x
- opinion_seas_vacc_effective is more than 4 → 2.01x
- opinion_h1n1_vacc_effective goes up 0.99 → 1.92x
- opinion_h1n1_risk goes up 1.27 → 1.70x
- h1n1_concern is more than 2 → 1.54x

← h1n1_vaccine is more likely to be True when seasonal_vaccine is True than otherwise (on average).



☐ Only show values that are influencers

Seasonal Flu Vacc Factor Influence

Key influencers | Top segments

What influences seasonal_vaccine to be True ?

When... ....the likelihood of seasonal_vaccine being True increases by

- **opinion_seas_risk goes up 1.38** → 2.19x
- doctor_recc_seasonal is True → 2.10x
- opinion_seas_vacc_effective goes up 1.08 → 1.90x
- age_group is more than 4 → 1.75x
- doctor_recc_h1n1 is True → 1.57x
- opinion_seas_sick_from_va... is 1 or less → 1.19x
- education is more than 3 → 1.12x

← On average when opinion_seas_risk increases, the likelihood of seasonal_vaccine being True increases.