

H1N1 (Swine Flu) Preparedness

May 2009 Poll

Telephone survey of 1,004 U.S. Adults 18 years and older on May 1-4, 2009 conducted by CARAVAN® Opinion Research Corporation. Margin of error is +/- 3.1 percent at the 95% confidence level.

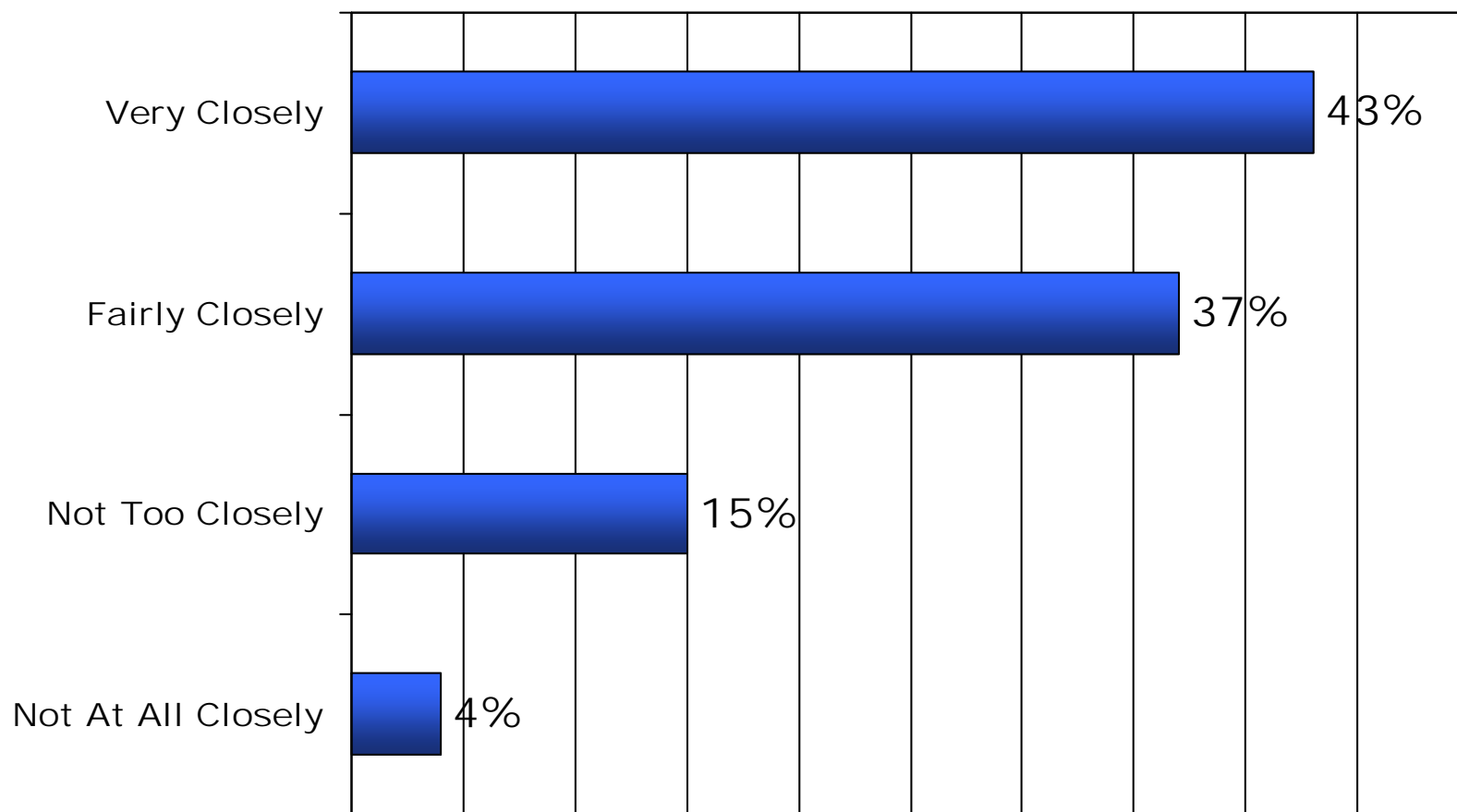
Report Date: May 5, 2009

Communication and Marketing Department
Research & Public Inquiry

Key Poll Findings

- The American public is following H1N1 or “swine flu” stories closely; one in three are concerned about personal exposure.
 - 80 percent are following stories very or fairly closely.
 - 36 percent are very or somewhat worried.
- More than half of Americans are reinforcing good hygiene habits to protect themselves from the virus.
 - Extra attention to washing hands (55 percent), covering coughs (48 percent), and disinfecting surfaces (41 percent) are primary prevention methods.

The American public is following the H1N1 news story closely

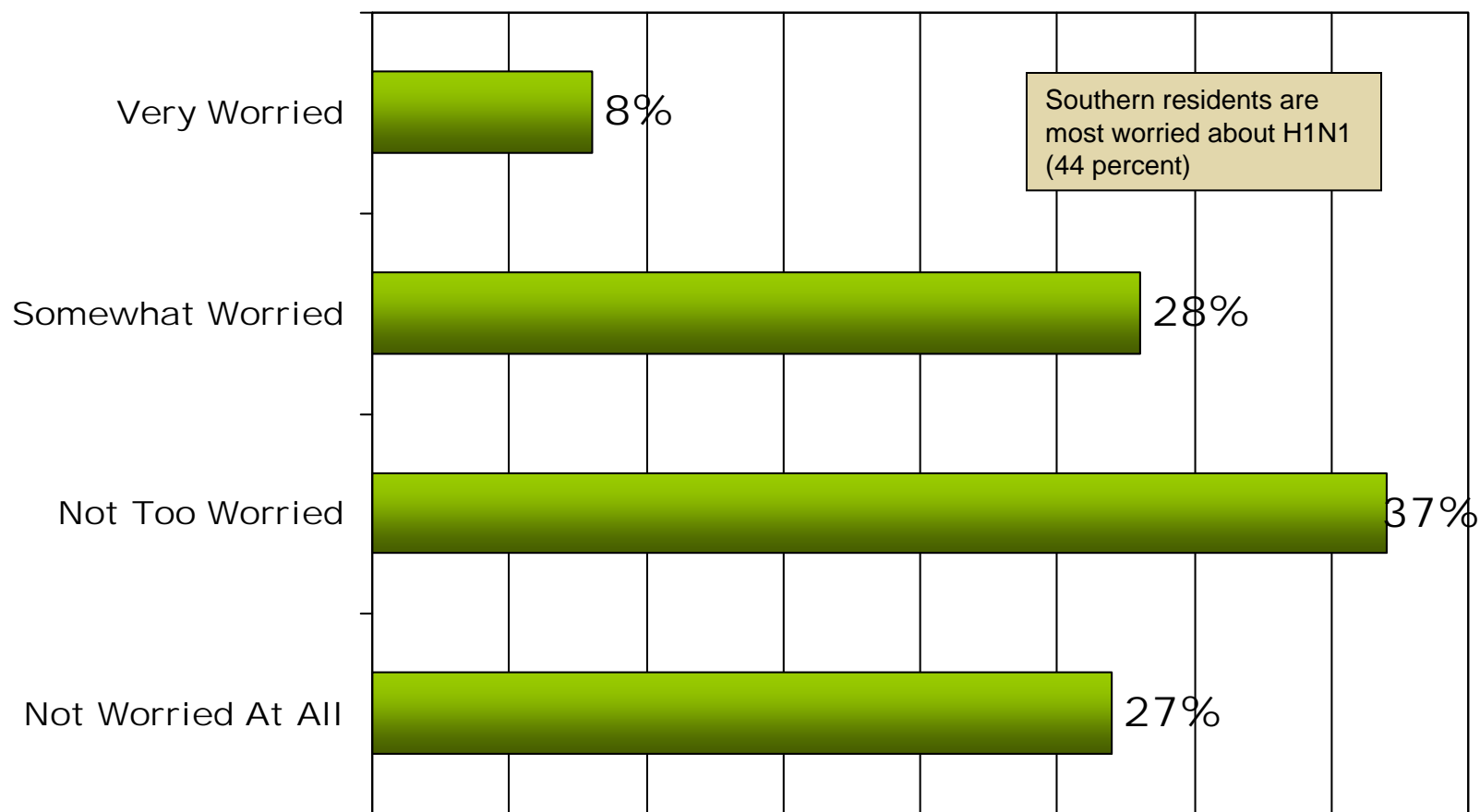


As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely.

FINAL



Just over a third of Americans are concerned about exposure to this virus

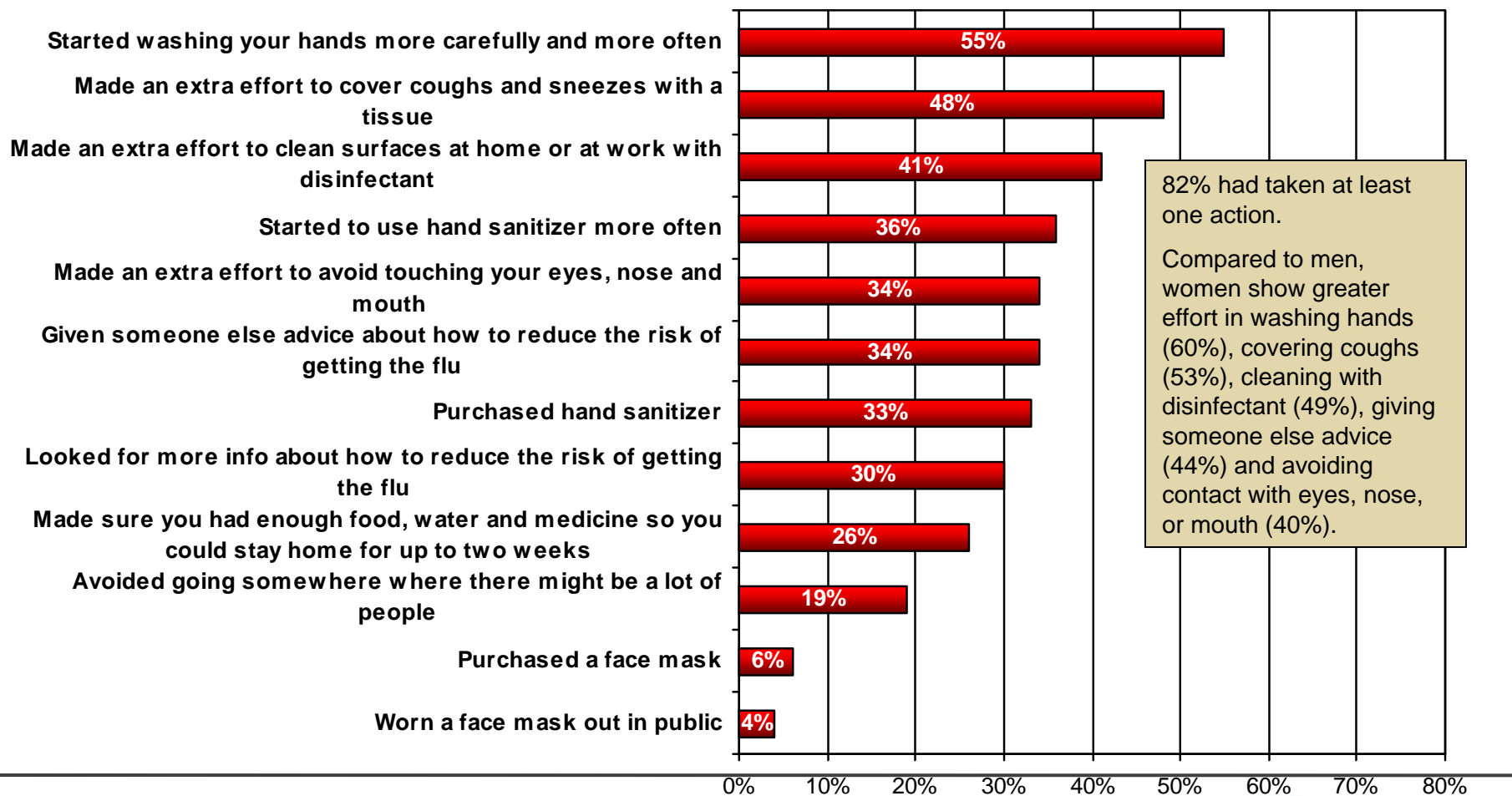


How worried are you that you or someone in your family will be exposed to this flu – very worried, somewhat worried, not too worried, or not worried at all?

FINAL



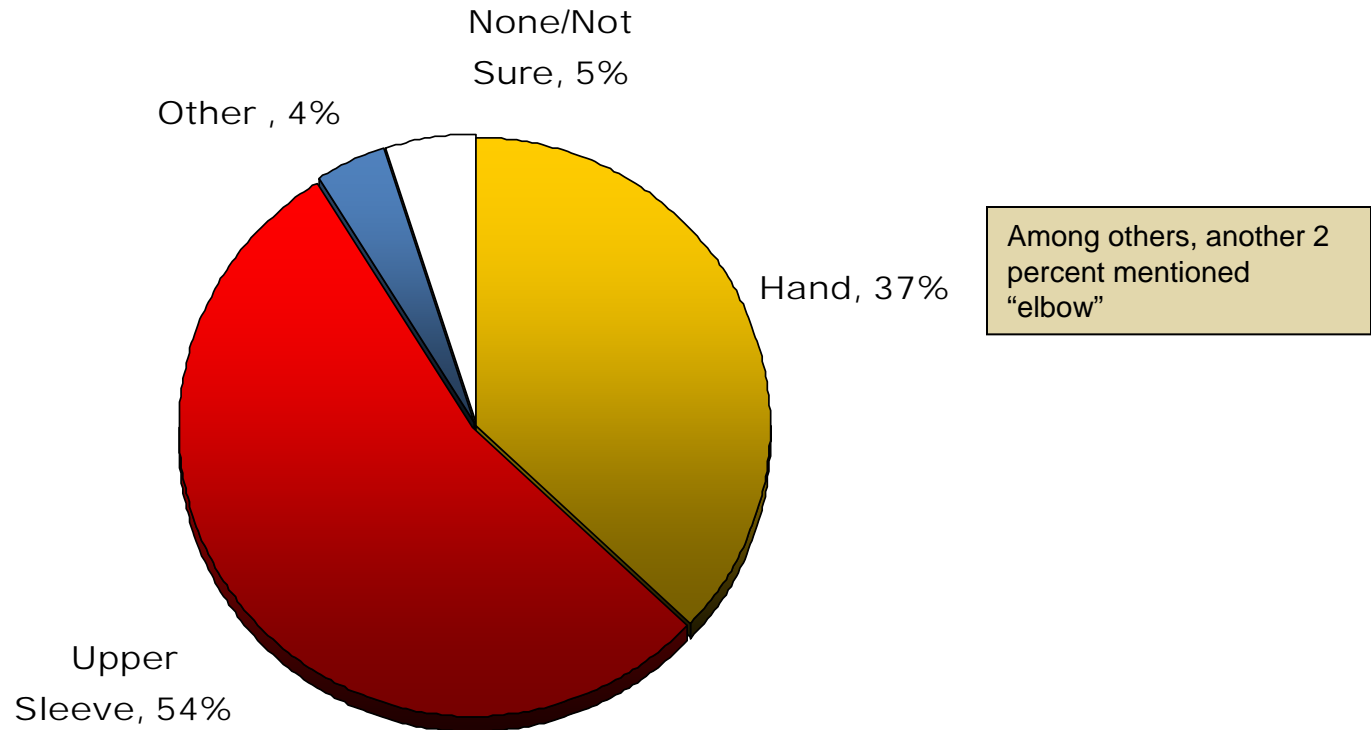
Washing hands, covering coughs, and disinfecting surfaces are primary prevention methods



Have you taken any of the following actions to protect yourself and others from this new flu? Have you . . .



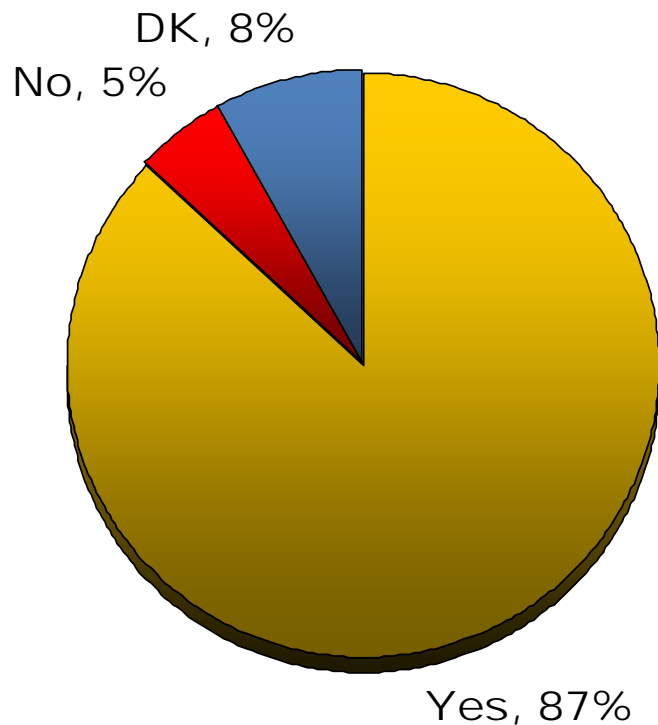
In the absence of a tissue, most Americans (54 percent) use their upper sleeve to cover coughs or sneezes



If you don't have a tissue handy, do you cover your coughs and sneezes with your hand or your upper sleeve?



Nine in ten Americans are aware that the virus is transmissible even without the presence of symptoms

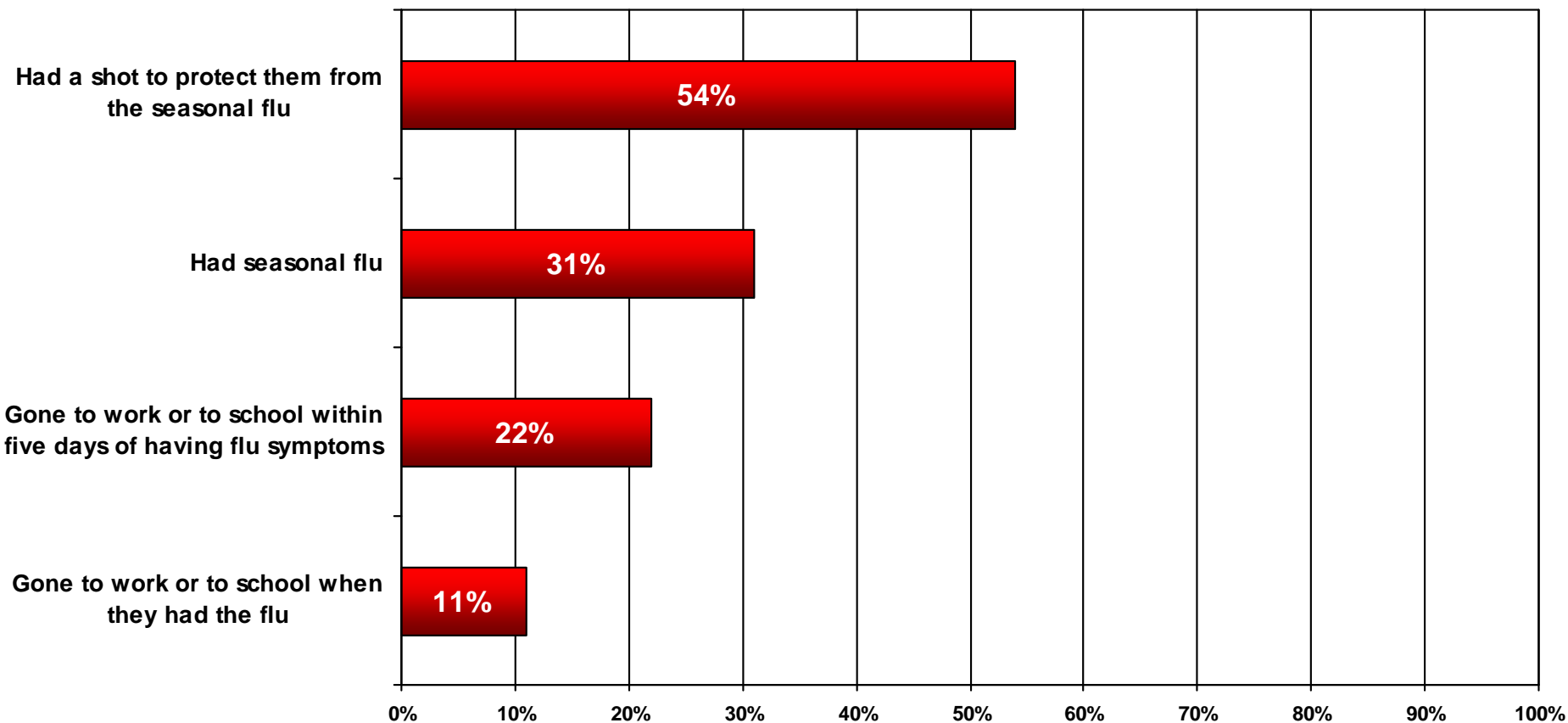


Women are more aware (90 % versus 83% for men).

When a person has the flu, but has not shown any symptoms, could they be contagious?



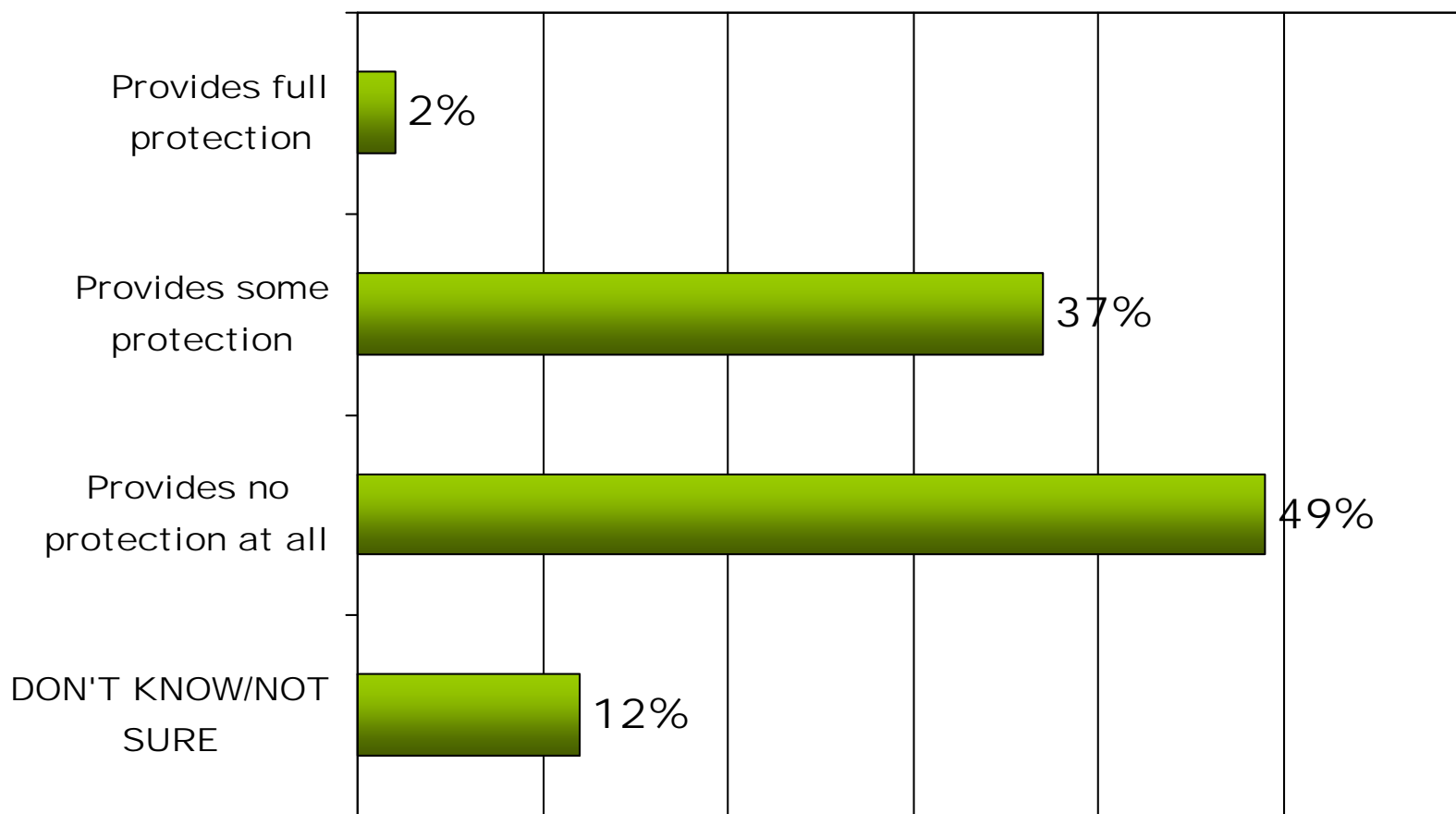
In the past twelve months, more than half of Americans had a seasonal flu shot.



In the PAST TWELVE MONTHS has anyone in your household . . .



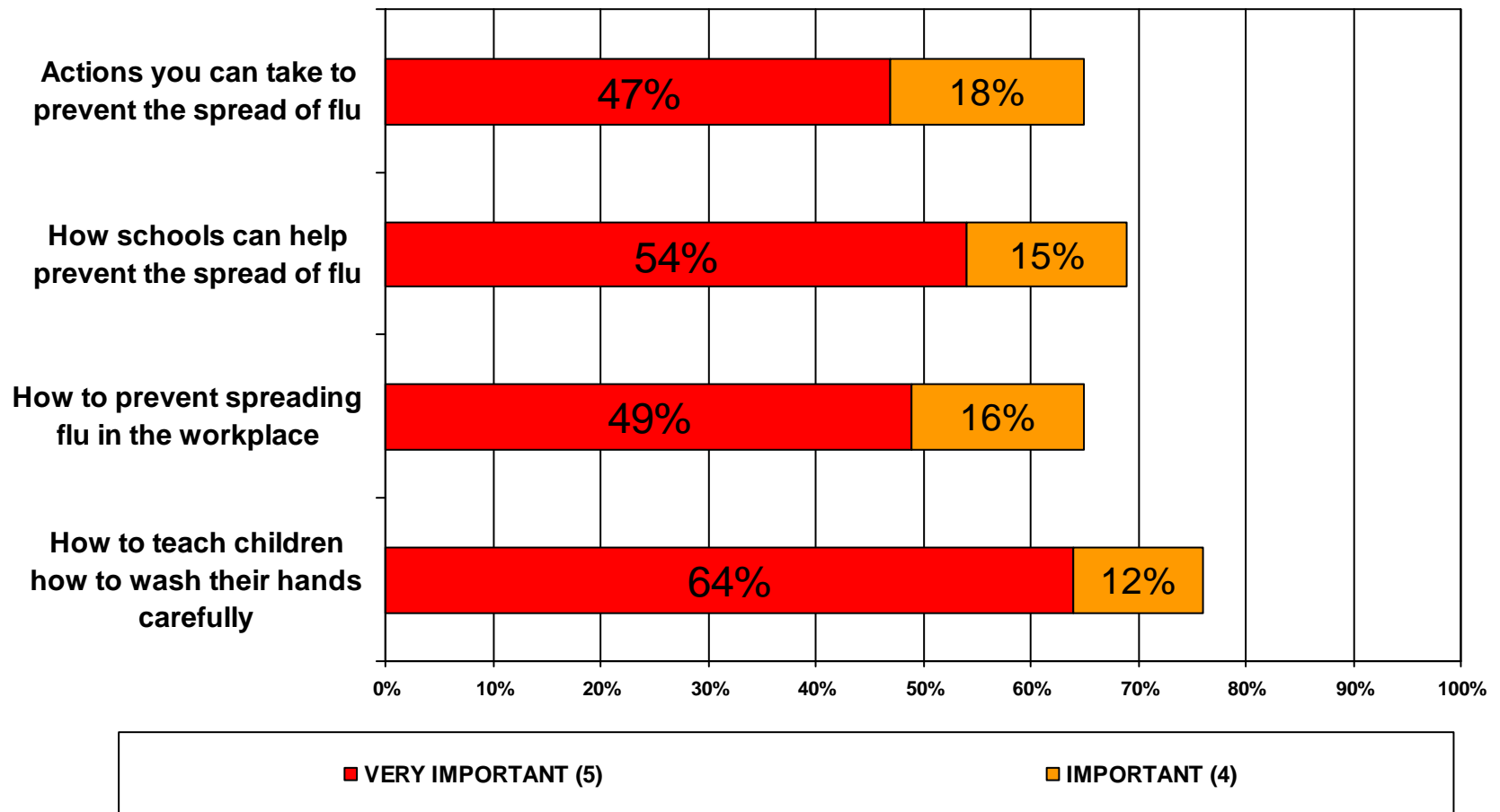
Two in five believe that a seasonal flu shot provides at least some protection against H1N1 flu



To what extent do you believe that a seasonal flu shot provides protection from this new H1N1 flu?



Teaching children how to wash hands carefully is most important information need



On a scale of 1 to 5, where 1 is "not important at all" and 5 is "very important," how important is it to you to have more information about the following subjects?

