



## TOPLINE & METHODOLOGY

### Ipsos Bird Flu Poll

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
Interview dates: January 24-26, 2025  
Number of interviews: 1,034

Margin of error: +/- 3.3 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents, N/A = not applicable

#### Annotated Questionnaire:

1. H5N1, also known as bird flu, is widespread in wild birds worldwide and is causing outbreaks in poultry and dairy cows with several recent human cases in U.S. dairy and poultry workers. Before this survey, how much did you know about the current bird flu outbreak?

	Total
Had not heard of it	10%
Heard of it but did not know anything about it	25%
Knew a little about it	54%
Knew a lot about it	11%

2. How concerned are you, if at all, about getting bird flu?

	Total
Very concerned	5%
Moderately concerned	14%
A little concerned	34%
Not at all concerned	46%
Not sure	*

3. How concerned are you, if at all, about a future widespread outbreak of bird flu affecting humans in the United States?

	Total
Very concerned	10%
Moderately concerned	18%
A little concerned	43%
Not at all concerned	28%
Not sure	*



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4. If there were a widespread bird flu outbreak this week, which of the following would you do to prevent getting sick?

	Total
Avoid direct contact with sick or dead wild birds, poultry or other animals	70%
Avoid contact with all people, including people you live with	9%
Avoid contact with people at high risk of severe illness	43%
Avoid large indoor gatherings	43%
Wear personal protective equipment, such as a mask or gloves, when around wild or domestic birds or other animals	41%
Wear a mask when around large groups of people	41%
Avoid surfaces or materials contaminated with bodily fluids from wild or domestic birds or other animals with a confirmed or suspected bird flu infection	61%
Wash my hands more frequently	71%
Clean and disinfect things I have touched	45%
Get a seasonal flu vaccine	27%
Avoid touching or consuming raw milk, raw milk products, and undercooked meat products	49%
Other	2%
I would not do any of these	8%

- a. Avoid direct contact with sick or dead wild birds, poultry or other animals

	Total
Yes	70%
No	29%
Skipped	1%

- b. Avoid contact with all people, including people you live with

	Total
Yes	9%
No	90%
Skipped	1%

- c. Avoid contact with people at high risk of severe illness

	Total
Yes	43%
No	56%
Skipped	1%

- d. Avoid large indoor gatherings

	Total
Yes	43%
No	56%
Skipped	1%

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4. If there were a widespread bird flu outbreak this week, which of the following would you do to prevent getting sick? *(Continued)*

- e. Wear personal protective equipment, such as a mask or gloves, when around wild or domestic birds or other animals

	Total
Yes	41%
No	58%
Skipped	1%

- f. Wear a mask when around large groups of people

	Total
Yes	41%
No	58%
Skipped	1%

- g. Avoid surfaces or materials contaminated with bodily fluids from wild or domestic birds or other animals with a confirmed or suspected bird flu infection

	Total
Yes	61%
No	38%
Skipped	1%

- h. Wash my hands more frequently

	Total
Yes	71%
No	28%
Skipped	1%

- i. Clean and disinfect things I have touched

	Total
Yes	45%
No	54%
Skipped	1%

- j. Get a seasonal flu vaccine

	Total
Yes	27%
No	72%
Skipped	1%

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4. If there were a widespread bird flu outbreak this week, which of the following would you do to prevent getting sick? *(Continued)*

- k. Avoid touching or consuming raw milk, raw milk products, and undercooked meat products

	Total
Yes	49%
No	50%
Skipped	1%

- l. Other

	Total
Yes	2%
No	97%
Skipped	1%

- m. I would not do any of these

	Total
Yes	8%
No	91%
Skipped	1%

5. If a vaccine for bird flu became available, how likely would you be to get vaccinated?

	Total
Definitely would not get	24%
Probably would not get	17%
Not sure if I would get	23%
Probably would get	22%
Definitely would get	14%

6. If a vaccine for bird flu became available, do you think most people in your community would get vaccinated?

	Total
Yes, definitely	4%
Yes, probably	32%
No, probably not	53%
No, definitely not	10%
Not sure	1%



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### About the Study

This Ipsos poll was conducted from January 24-26, 2025, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,034 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.14.

The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

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