



**Ipsos/McClatchy Poll
PROJECT #81-4621-23**

NOTE: all results shown are percentages unless otherwise labeled.

These are some of the findings of an Ipsos poll conducted April 30-May 3, 2009. For the survey, a nationally representative, randomly selected sample of exactly 1,004 adults aged 18 and older across the United States was interviewed by Ipsos. With a sample of this size, the results are considered accurate within 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual U.S. population according to U.S. Census figures. Respondents had the option to be interviewed in English or Spanish.

SWINE FLU STUDY

1. How much have you read, heard or seen about Swine flu recently?

A lot.....	73
Some.....	14
A little.....	9
Nothing at all.....	4
DK/NS.....	0
Top2Box (A lot/Some).....	87
Low2Box (A little/Nothing)...	13

2. How concerned are you that you, someone in your household, or someone in your close circle of friends will get sick from Swine flu?

Very concerned.....	20
Somewhat concerned.....	31
Not very concerned.....	26
Not at all concerned.....	22
Total Concerned.....	51
Total Not Concerned.....	49

[ASKED OF HALF OF RESPONDENTS]

3. And how will the current outbreak of Swine flu affect your consumption of pork and pork products such as bacon, ham and sausage? Will you cut back until you learn more, cut back permanently, stop eating until you learn more, stop eating permanently, or will it not affect your consumption of pork and pork products?

Cut back until learn more.....	9
Cut back permanently.....	3
Stop eating until learn more.....	6
Stop eating permanently.....	4
Will not affect consumption.....	77

[ASKED OF HALF OF RESPONDENTS]

4. How has the recent Swine flu outbreak affect your travel or vacation plans, if at all? Have you had to...

	Yes	No
Cancel an already purchased trip.....	3	97
Make changes to the destination of a planned trip.....	6	94
Delay taking a trip or vacation.....	8	92

[EACH ITEM ASKED OF HALF OF RESPONDENTS]

5. How confident are you that the following groups are taking appropriate steps to deal with the current outbreak of Swine flu – very confident, somewhat confident, not very confident, or not at all confident? How about...

	<u>Very confident</u>	<u>Somewhat confident</u>	<u>Not very confident</u>	<u>Not at all confident</u>	<u>DK/NS</u>	<u>Top2Box (Confident)</u>	<u>Low2Box (Not Confident)</u>
Your local hospitals and health facilities.....	42	45	8	2	2	87	10
U.S. Centers for Disease Control and Prevention (CDC).....	46	37	7	6	4	83	13
State and Local Health authorities.....	34	49	11	4	2	83	15
U.S. Department of Agriculture (USDA).....	35	45	11	5	3	81	16
U.S. Department of Health and Human Services (HHS).....	37	44	9	8	2	81	17
Your local schools.....	39	41	10	4	6	80	14
World Health Organization (WHO).....	31	44	10	10	5	75	20
U.S. customs officials at airports and border crossings.....	27	43	15	13	3	69	27

[ASKED OF HALF OF RESPONDENTS]

6. From what you have read, seen, or heard, what are the main symptoms of swine flu? [OPEN END, PRECODED RESPONSE LIST]

Fever	63
Same as symptoms of regular seasonal influenza (flu)	37
Coughing	33
Vomiting	17
Sore throat	14
Diarrhea	14
Nausea	14
Runny nose	8
Lethargy	3
Lack of appetite	3
Other (SPECIFY)	23
None of these	3
DK/NS	8

[ASKED OF HALF OF RESPONDENTS]

7. From what you have read, seen, or heard, what are the main things you can do to prevent swine flu? [OPEN END, PRECODED RESPONSE LIST]

Wash your hands often with soap and water	70
Try to avoid close contact with sick people	32
Cover nose and mouth when coughing or sneezing	26
Avoid touching your eyes, nose, or mouth	8
Use alcohol-based hand cleansers/sanitizers	7
Throw away used tissues	5
Other (SPECIFY)	32
None of these	5
DK/NS	3