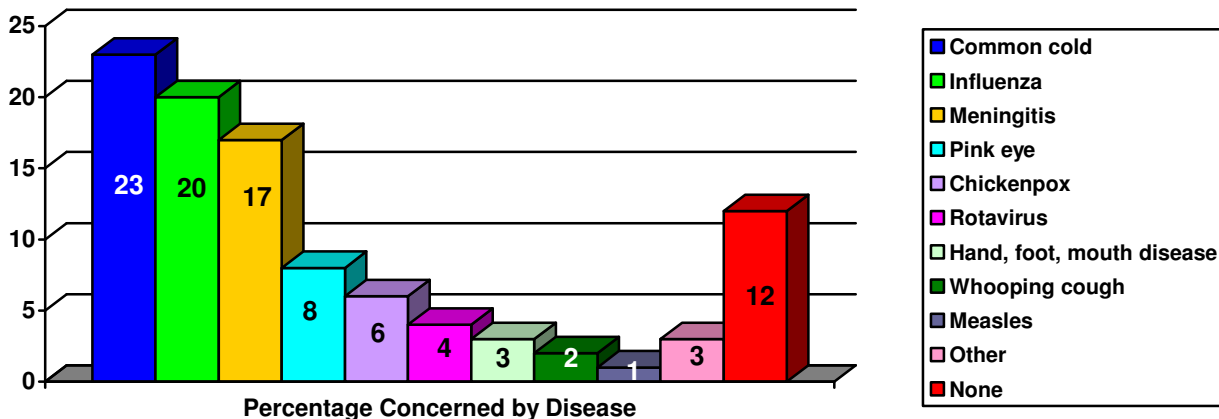


## Families Fighting Flu 2008 Survey Results

**Target Population:** Mothers of children eight and younger who spend at least one hour per week in child care.

**What common infectious disease are you most concerned your child or children may pick up in child care? Please select the single best response.**

Nearly a quarter (23%) of mothers with children age eight and under in child care said they are most concerned their child or children will pick up the common cold in the child care setting, and 20 percent said they are most concerned about their child or children catching influenza. The common cold is the top concern for mothers, but influenza is far more serious.

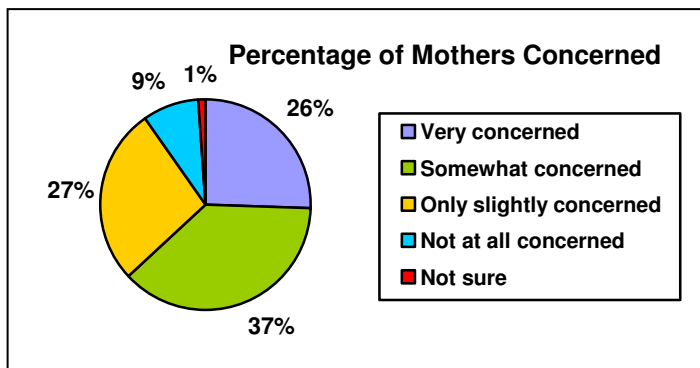


- 23% said the common cold
- 20% said influenza (“flu”)
- 17% said meningitis
- 8% said pink eye
- 6% said chickenpox
- 4% said rotavirus
- 3% hand, foot and mouth disease
- 2% said whooping cough
- 1% said measles
- 3% cited an “other” infectious disease, including strep throat, lice and ring worm
- 12% said none

**How concerned are you that your child or children may catch influenza (“flu”) while in child care?**

Sixty-three percent of mothers with children age eight and under in child care said they are somewhat or very concerned their child or children will catch influenza in the child care setting. More than a third (36%) said they are only slightly or not at all concerned.

- 26% said very concerned
- 37% said somewhat concerned
- 27% said only slightly concerned
- 9% said not at all concerned
- 1% are not sure

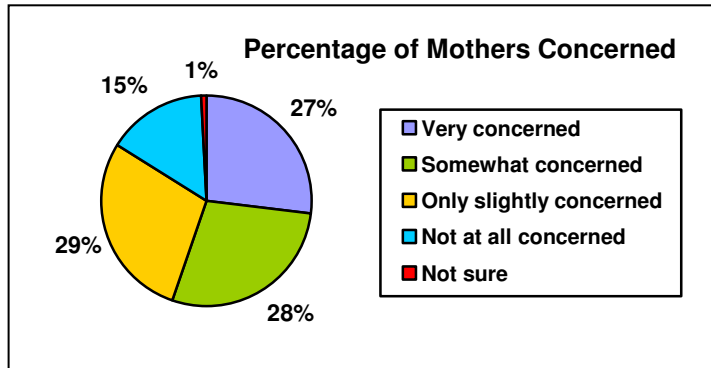


Younger mothers (ages 18-34) are more likely than older mothers (ages 35+) to say they are very concerned their child or children will catch influenza in child care (29% of younger mothers, compared to 18% of older mothers). Conversely, older mothers (ages 35+) are more likely than younger mothers (ages 18-34) to say they are only slightly or not at all concerned (41% of older mothers, compared to 33% of younger mothers).

**How concerned are you that your child or children may develop serious complications from influenza (“flu”)?**

Fifty-five percent of mothers with children age eight and under in child care said they are somewhat or very concerned their child or children will develop serious complications from influenza. Nearly half (44%) said they are only slightly or not at all concerned.

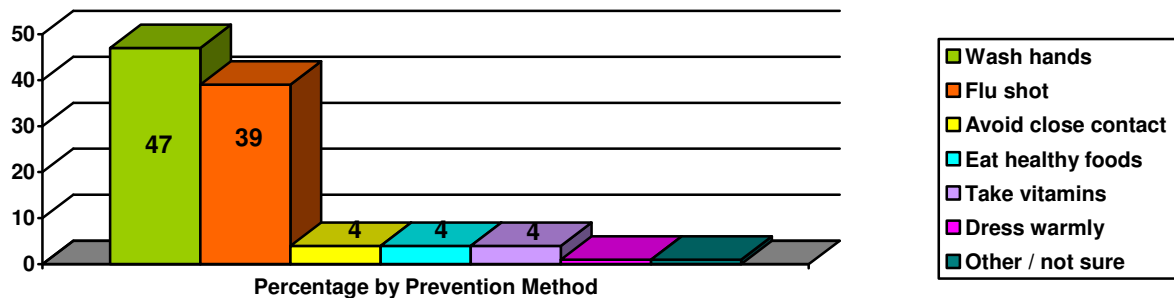
- 27% said very concerned
- 28% said somewhat concerned
- 29% said only slightly concerned
- 15% said not at all concerned
- 1% are not sure



Younger mothers (ages 18-34) are more likely than older mothers (ages 35+) to say they are very concerned their child or children will develop serious complications from influenza (31% of younger mothers, compared to 18% of older mothers). Conversely, older mothers (ages 35+) are more likely than younger mothers (ages 18-34) to say they are only slightly or not at all concerned (56% of older mothers, compared to 38% of younger mothers).

**In your opinion, what is the most effective way to help prevent your family from catching influenza (“flu”)? Please select the single best response.**

Nearly half (47%) of mothers with children age eight and under in child care believe washing hands frequently is the most effective way to help prevent their families from catching influenza. Thirty-nine percent believe a flu vaccination is the most effective preventive measure. While hand washing is important, the CDC maintains the flu vaccination is the most effective way to prevent influenza.

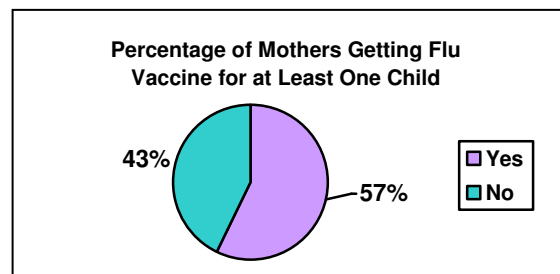


- 47% said wash hands frequently
- 39% said get an influenza vaccination (“flu” vaccination or “flu shot”)
- 4% said avoid close contact with others
- 4% said eat healthy foods
- 4% said take vitamins
- 1% said dress warmly
- 1% said other / not sure

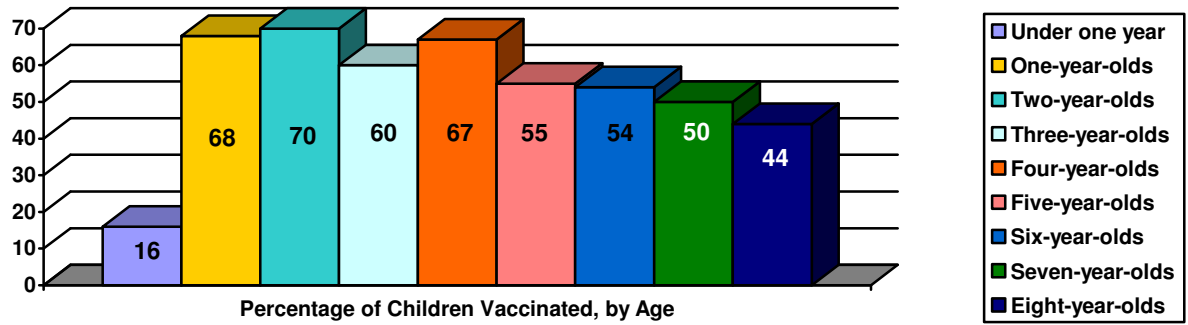
**Within the past two years, have you taken your child who is xx years of age to get an influenza vaccination (“flu” vaccination or “flu shot”)?**

Overall, 57 percent of mothers said they have taken at least one child to get an influenza vaccination within the past two years, and 43 percent said they have not taken any children to get the flu vaccine.

According to the mothers surveyed, 54 percent of children ages eight and under who are in child care have received



the flu vaccination within the past two years. Vaccination rates vary by age of child:



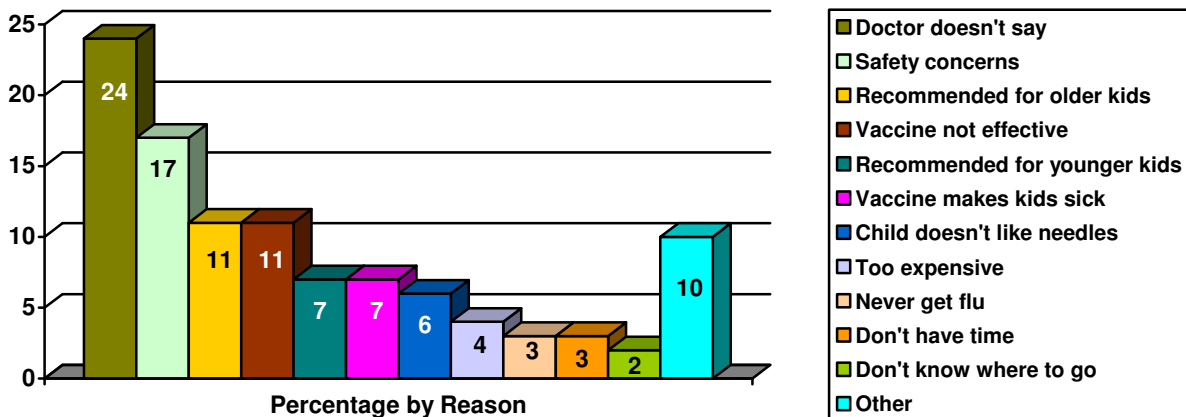
According to the mothers surveyed,

- 16% of children under one have received the flu vaccination
- 68% of one-year-olds have received the flu vaccination
- 70% of two-year-olds have received the flu vaccination
- 60% of three-year-olds have received the flu vaccination
- 67% of four-year-olds have received the flu vaccination
- 55% of five-year-olds have received the flu vaccination
- 54% of six-year-olds have received the flu vaccination
- 50% of seven-year-olds have received the flu vaccination
- 44% of eight-year-olds have received the flu vaccination

Vaccination rates decline as the age of the child increases, likely because the previous recommendations included younger children only. The low rate of vaccination among children under one year is consistent with the recommendation that children under six months are too young to receive the flu vaccine.

**Why not? Please select the single best response.**

Among mothers who have not taken their child or children for a flu vaccination within the past two years, the most often cited reason is that their doctor did not tell them they need to do it. A concern about safety is the second most often cited reason.



- 24% said their doctor doesn't tell them that their child(ren) need(s) to get vaccinated
- 17% said they have safety concerns about the vaccine
- 11% said it's recommended for children who are older than theirs
- 11% said they don't think the vaccine is effective
- 7% said it's recommended for children who are younger than theirs
- 7% said the vaccine will make their child(ren) sick
- 6% said their child doesn't like needles
- 4% said it's too expensive
- 3% said they never get the flu so they don't need to be vaccinated

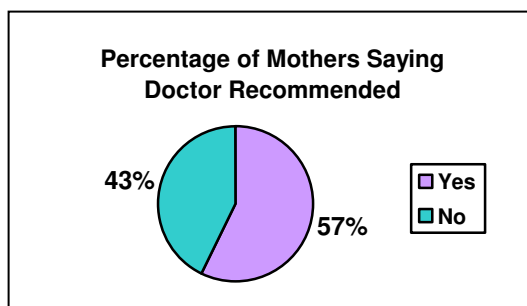
- 3% said they don't have time
- 2% said they don't know where to get the vaccine
- 10% cited an "other" reason, such as they "just don't think it's necessary" and they don't consider their child to be at risk

The top reasons vary by age of child:

- **For children under one year**, the top reason cited is "It's recommended for children who are older than mine" (36%)
- **For one-year-olds**, the top reason cited is "It's recommended for children who are older than mine" (32%)
- **For two-year-olds**, the top reason cited is "I have safety concerns about the vaccine" (29%)
- **For three-year-olds**, the top reason cited is "I have safety concerns about the vaccine" (28%)
- **For four-year-olds**, the top reason cited is "I have safety concerns about the vaccine" (35%)
- **For five-year-olds**, the top reason cited is "My doctor doesn't tell me that my children need to get vaccinated" (31%)
- **For six-year-olds**, the top reason cited is "I don't think the vaccine is effective" (24%)
- **For seven-year-olds**, the top reason cited is "My doctor doesn't tell me that my children need to get vaccinated" (24%)
- **For eight-year-olds**, the top reason cited is "My doctor doesn't tell me that my children need to get vaccinated" (24%)

**Within the past two years, has your family doctor or pediatrician suggested or recommended that your child or children receive the "flu" vaccination or "flu shot"?**

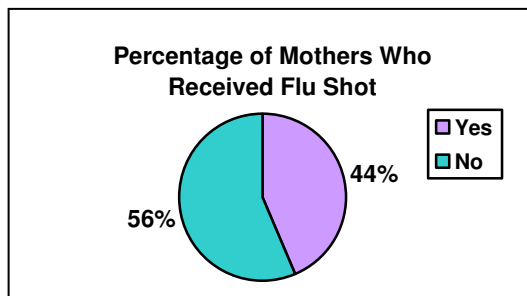
A majority of mothers (57%) said their family doctor or pediatrician had recommended within the past two years that their children receive a flu vaccination, but a substantial proportion of mothers (43%) said their doctor had not suggested or recommended it.



**Within the past two years, have you received an influenza vaccination ("flu" vaccination or "flu shot")?**

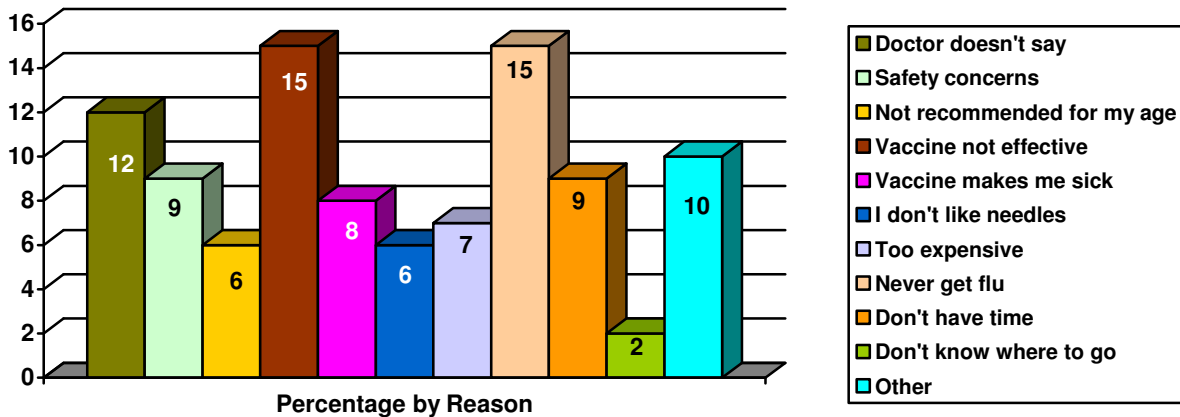
Overall, 44 percent of mothers said they have received an influenza vaccination for themselves within the past two years, and 56 percent said they have not.

Older mothers (ages 35+) are more likely than younger mothers (ages 18-34) to have received a flu vaccination within the past two years (51% of older mothers, compared to 40% of younger mothers). In addition, college-educated mothers are more likely than mothers without college degrees to have received a flu vaccination within the past two years (52% of mothers with college degrees, compared to 39% of mothers without degrees).



**Why not? Please select the single best response.**

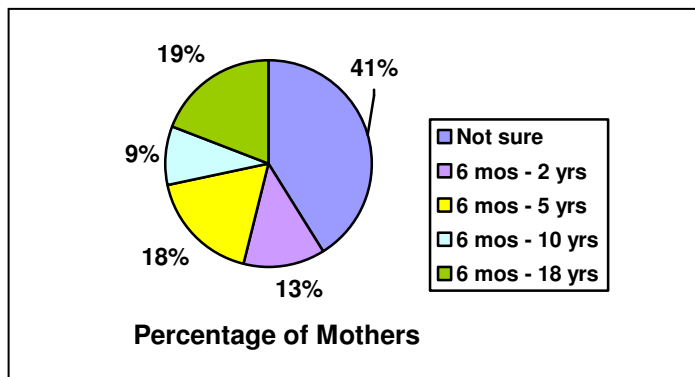
The reasons mothers cite for not getting the flu vaccination for themselves are more varied than the reasons they cite for not getting the flu vaccination for their children. The two most prevalent reasons are that they never get the flu and therefore don't need to be vaccinated (15%), and they don't think the vaccine is effective (15%). Safety concerns are not as much a factor in their decisions for themselves as they are in their decisions for their children.



- 12% said their doctor doesn't tell them they need to get vaccinated
- 9% said they have safety concerns about the vaccine
- 6% said it's not recommended for their age group
- 15% said they don't think the vaccine is effective
- 8% said the vaccine will make them sick
- 6% said they don't like needles
- 7% said it's too expensive
- 15% said they never get the flu so they don't need to be vaccinated
- 9% said they don't have time
- 2% said they don't know where to get the vaccine
- 10% cited an "other" reason, such as they "just don't think it's necessary" and they don't think of it until they get sick

**The Centers for Disease Control and Prevention (CDC) recommends the influenza vaccination ("flu" vaccination or "flu shot") for which age group of children? Please select the single best response.**

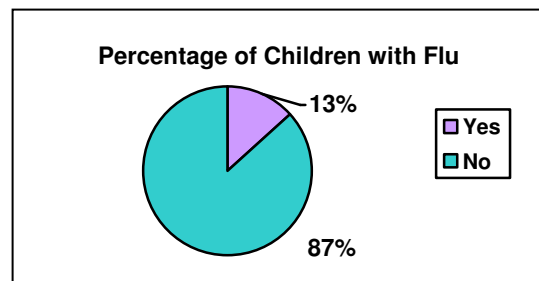
The survey reveals widespread confusion among mothers regarding the recommended ages for children to receive the influenza vaccination. Only 19 percent of mothers knew that the CDC recommends the flu vaccination for children age six months through 18 years. Forty-one percent said they are not sure of the age group, and the remaining 40 percent indicated an incorrect age group.



- 41% are not sure of the recommended age group
- 19% said children age six months through 18 years
- 18% said children age six months through five years
- 13% said children age six months through two years
- 9% said children age six months through 10 years

**Has your child or children been diagnosed with influenza ("flu") in the last two years?**

Thirteen percent of mothers said their child or children had been diagnosed with influenza within the past two years, while 87 percent said they had not.



## **Methodology**

These results are based on 755 online interviews with mothers from across the U.S. who have at least one child eight years of age or younger who spends at least one hour per week in child care. Ipsos, a leading global research firm, conducted the interviews between August 13<sup>th</sup> and August 22<sup>nd</sup> 2008.

With a sample of 755, one can say with 95% certainty that the overall results are within  $\pm 3.6$  percentage points of what they would have been had the entire population of U.S. mothers with young children in child care been surveyed. The margin of error will be larger for sub-groupings of the survey sample.