

Swine Flu Study

April 28, 2009

In general, thinking about your life over the last three months, please indicate the likelihood that you participated in the following activities. Use a 7-point scale, where 1 represents “Not At All Likely” and 7 represents “Extremely Likely.”

Domestic Air Travel

	Total (n=1,039)
1 - Not at all likely	20%
2 - Not likely	7%
Bottom 2	26%
3 - Somewhat not likely	3%
4 - Neither likely or unlikely	4%
5 - Somewhat likely	9%
Top 2	58%
6 – Likely	12%
7 - Extremely likely	45%

Given the current development in the swine flu outbreak, please indicate the likelihood you’d participate in the following activities. Use a 7-point scale, where 1 represents “Not At All Likely” and 7 represents “Extremely Likely.”

Domestic Air Travel

	Total (n=1,039)
1 - Not at all likely	12%
2 - Not likely	8%
Bottom 2	20%
3 - Somewhat not likely	5%
4 - Neither likely or unlikely	8%
5 - Somewhat likely	12%
Top 2	54%
6 – Likely	21%
7 - Extremely likely	33%

Percentages may not equal 100 due to rounding

In general, thinking about your life over the last three months, please indicate the likelihood that you participated in the following activities. Use a 7-point scale, where 1 represents “Not At All Likely” and 7 represents “Extremely Likely.”

International Air Travel

	Total (n=1,039)
1 - Not at all likely	51%
2 - Not likely	11%
Bottom 2	62%
3 - Somewhat not likely	5%
4 - Neither likely or unlikely	6%
5 - Somewhat likely	5%
Top 2	22%
6 – Likely	6%
7 - Extremely likely	16%

Given the current development in the swine flu outbreak, please indicate the likelihood you’d participate in the following activities. Use a 7-point scale, where 1 represents “Not At All Likely” and 7 represents “Extremely Likely.”

International Air Travel

	Total (n=1,039)
1 - Not at all likely	36%
2 - Not likely	16%
Bottom 2	52%
3 - Somewhat not likely	7%
4 - Neither likely or unlikely	9%
5 - Somewhat likely	8%
Top 2	24%
6 – Likely	9%
7 - Extremely likely	15%

Percentages may not equal 100 due to rounding

In general, thinking about your life over the last three months, please indicate the likelihood that you participated in the following activities. Use a 7-point scale, where 1 represents “Not At All Likely” and 7 represents “Extremely Likely.”

Dining Out

	Total (n=1,039)
1 - Not at all likely	1%
2 - Not likely	1%
Bottom 2	2%
3 - Somewhat not likely	2%
4 - Neither likely or unlikely	3%
5 - Somewhat likely	6%
Top 2	88%
6 – Likely	13%
7 - Extremely likely	75%

Given the current development in the swine flu outbreak, please indicate the likelihood you’d participate in the following activities. Use a 7-point scale, where 1 represents “Not At All Likely” and 7 represents “Extremely Likely.”

Dining Out

	Total (n=1,039)
1 - Not at all likely	2%
2 - Not likely	2%
Bottom 2	4%
3 - Somewhat not likely	3%
4 - Neither likely or unlikely	6%
5 - Somewhat likely	10%
Top 2	77%
6 – Likely	20%
7 - Extremely likely	56%

Percentages may not equal 100 due to rounding

In general, thinking about your life over the last three months, please indicate the likelihood that you participated in the following activities. Use a 7-point scale, where 1 represents “Not At All Likely” and 7 represents “Extremely Likely.”

Going to Crowded Events

	Total (n=1,039)
1 - Not at all likely	5%
2 - Not likely	5%
Bottom 2	11%
3 - Somewhat not likely	6%
4 - Neither likely or unlikely	8%
5 - Somewhat likely	14%
Top 2	61%
6 – Likely	18%
7 - Extremely likely	43%

Given the current development in the swine flu outbreak, please indicate the likelihood you’d participate in the following activities. Use a 7-point scale, where 1 represents “Not At All Likely” and 7 represents “Extremely Likely.”

Going to Crowded Events

	Total (n=1,039)
1 - Not at all likely	8%
2 - Not likely	8%
Bottom 2	15%
3 - Somewhat not likely	9%
4 - Neither likely or unlikely	10%
5 - Somewhat likely	15%
Top 2	51%
6 – Likely	21%
7 - Extremely likely	29%

Percentages may not equal 100 due to rounding

On a scale of 1 to 7, where 1 indicates that your belief that the current situation has a **no risk** of resulting in a catastrophic pandemic (a large number of deaths worldwide) and 7 indicates an **extremely high risk**, please rate how risky you believe a swine flu epidemic to be. Indicate your prediction regarding the outcome of potential situation.

	Total (n=1,039)
1 - No Risk	1%
2 - Low Risk	13%
Bottom 2	14%
3 - Somewhat Low Risk	14%
4 - Neither At Risk or Not At Risk	9%
5 - Somewhat At Risk	49%
Top 2	14%
6 - High Risk	12%
7 - Extremely High Risk	2%

Percentages may not equal 100 due to rounding

Using a similar scale, where 1 indicates that the government is unprepared for a pandemic and 7 indicates that the government is extremely prepared, please rate our government's ability to prepare for a possible pandemic.

	Total (n=1,039)
1 - Not At All Prepared	5%
2 - Not Prepared	16%
Bottom 2	21%
3 - Somewhat Not Prepared	16%
4 - Neutral	12%
5 - Somewhat Prepared	36%
Top 2	15%
6 - Prepared	14%
7 - Completely Prepared	1%

Percentages may not equal 100 due to rounding

Based on what you **may or may not** already know about the swine flu cases originating from Mexico, please indicate your level of concern regarding whether this virus will have an impact on you and your family using a scale from 1 to 7. 1 indicates you have no concern and 7 indicates you are extremely concerned.

	Total (n=1,039)
1 - Not At All Concerned	3%
2 - Not Concerned	12%
Bottom 2	15%
3 - Somewhat Not Concerned	11%
4 - Neutral	12%
5 - Somewhat Concerned	41%
Top 2	21%
6 - Concerned	18%
7 - Extremely Concerned	4%

Percentages may not equal 100 due to rounding