



CBS NEWS POLL
For release: September 5, 2009
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MORE AMERICANS SAY THE H1N1 VIRUS IS SERIOUS

August 27-31, 2009

The number of Americans who view the H1N1 outbreak as a serious problem has increased since the spring, and most parents say they plan to vaccinate their children against the virus.

72% of Americans now think the H1N1 virus is at least somewhat serious, up from 49% in May. The percentage that describes that flu as very serious has more than doubled in just a few months.

HOW SERIOUS A PROBLEM IS H1N1?

Table with 3 columns: Response level (Very, Somewhat, Not too, Not at all), Now, and 5/2009. Data: Very (28%, 12%), Somewhat (44, 37), Not too (21, 35), Not at all (6, 14)

Despite some evidence that younger people may be more susceptible to the H1N1 virus, older Americans are more likely to think the outbreak is serious, including 82% of those ages 65 and over. 75% of women believe the H1N1 flu is serious, compared to 69% of men.

As the school year gets underway, this poll finds that two-thirds of parents with children under age 18 may have their kids vaccinated against H1N1 this year, including 45% who are very likely to do so.

LIKELY TO HAVE YOUR CHILDREN VACCINATED AGAINST H1N1?

(among parents with kids under 18)

Table with 2 columns: Response level (Very, Somewhat, Not very, Not at all) and Percentage (45%, 22, 14, 17)

Majorities of parents across all demographic groups say they are likely to get their children vaccinated against the H1N1 virus. Those parents who say the H1N1 outbreak is very serious are especially likely to say they will.

This poll was conducted among a random sample of 1097 adults nationwide, interviewed by telephone August 27-31, 2009. Phone numbers were dialed from random digit dial samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups is higher.

This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

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q74 How serious a problem would you say the H1N1 or swine flu is? Would you say it is a very serious problem, a somewhat serious problem, not too serious of a problem, or not a serious problem at all?

	TOTAL RESPONDENTS	MAY09A
	%	%
Very serious	28	12
Somewhat serious	44	37
Not too serious	21	35
Not at all serious	6	14
DK/NA	1	2

q76 How likely is it that you will have your children vaccinated this year against the H1N1 or swine flu -- very likely, somewhat likely, not very likely, or not at all likely?

	AMONG PARENTS
	%
Very likely	45
Somewhat likely	22
Not very likely	14
Not at all likely	17
DK/NA	2

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	UNWEIGHTED	MARGIN OF ERROR
Total Respondents	1097	3 pts.
Total Parents	295	6 pts.