

Swine Flu Research

Survey carried out by Ipsos MORI for King's College London and the Health Protection Agency
Topline Results

- Results are based on 1,000 responses collected by telephone
- Data are weighted to age, gender, working status, region and social grade
- Fieldwork took place between 8th to 12th May 2009
- Where results do not sum to 100, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated
- Results are based on all respondents unless otherwise stated
- An asterisk (*) represents a value of less than one half or one percent, but not zero

QUALITY OF LIFE

S1. **For each of the following questions, I am going to read out a statement and I'd like you to say whether you strongly agree, tend to agree, neither agree nor disagree, tend to disagree or strongly disagree.**

To what extent do you agree or disagree with each of the following statements

Base: All respondents (1,000)

	Strongly agree %	Tend to agree %	Neither %	Tend to disagree %	Strongly disagree %	No opinion/ Don't know %
1. The more viewpoints I can get on Swine Flu, the better	33	34	11	14	6	2
2. I have made a strong effort to examine the scientific information on Swine Flu	15	23	7	30	24	1
3. I am trying to learn more about Swine Flu	16	26	12	28	16	2
4. I think that people with Swine Flu need to seek medical advice	76	20	2	2	*	*
5. When it comes to deciding what to do about Swine Flu, I follow my gut instincts	34	37	6	15	8	*
6. I can rely on my own previous experience to decide what to make of Swine Flu	27	35	8	16	10	4
7. I think that even if I catch Swine Flu, I am unlikely to be seriously ill	20	36	10	19	11	5
8. There are a lot of uncertainties about Swine Flu	33	42	6	13	3	3
9. I do not understand what is happening with this Swine Flu outbreak	10	18	7	35	28	2
10. This Swine flu outbreak doesn't make any sense to me	11	12	9	33	32	3

		Strongly agree %	Tend to agree %	Neither %	Tend to disagree %	Strongly disagree %	No opinion %
11.	I think that no-one is to blame for this outbreak reaching the UK	43	33	4	8	9	3
12.	When it comes to deciding what to do about Swine Flu, I am guided by what my friends and family do	10	19	7	37	25	2
13.	In my opinion, any risk of catching Swine Flu in the UK will be over soon	12	31	14	25	10	8
14.	In my opinion, this Swine Flu outbreak is going to continue for a long time	10	26	12	31	12	10
15.	I have got most of my information about Swine Flu from the media	55	31	2	7	5	*
16.	Overall, the information I have heard about Swine Flu has been helpful	28	47	7	11	5	2
17.	I think that this outbreak should have been prevented from reaching the UK	17	13	12	29	26	3
18.	I think that people who are worried about catching Swine Flu in the UK are over-reacting	29	37	8	17	8	1
19.	Overall, the information I have heard about Swine Flu has been consistent	26	43	5	15	8	2
20.	In my opinion, it is hard to tell where is safe during this Swine Flu outbreak	23	35	10	17	11	5
21.	I believe that reducing the number of people you meet over a day reduces your risk of catching Swine Flu	16	31	7	26	17	2
22.	Overall, the information I have heard about this Swine Flu outbreak hasn't really applied to me	24	33	9	21	11	2
23.	In my opinion, it is easy to spot people who might give you Swine Flu	2	5	5	30	55	2
24.	I think that whether I get Swine Flu or not is out of my control	31	38	6	19	6	1
25.	I believe that avoiding public transport reduces your risk of catching Swine Flu	15	34	9	23	15	2
26.	I think that if I am careful, I can reduce my risk of catching Swine Flu	37	43	5	8	4	2
27.	I believe that cleaning or disinfecting things you might touch reduces your risk of catching Swine Flu	46	34	6	9	3	2
28.	I think that Swine Flu is a serious condition	28	33	9	21	5	3
29.	I think that if I catch Swine Flu, it will have serious financial consequences for me	11	11	4	36	35	2

		Strongly agree %	Tend to agree %	Neither %	Tend to disagree %	Strongly disagree %	No opinion %
30.	Overall, the information I have heard about Swine Flu has been clear	29	41	7	13	9	2
31.	I think that at the moment, Swine Flu is not a risk where I live	34	36	7	14	7	1
32.	I feel I am at risk of catching Swine Flu in the next 6 months	4	14	13	36	28	5
33.	I think that the media have over-exaggerated the risks of catching Swine Flu	40	28	8	14	9	1
34.	In my opinion, people are still going to be catching Swine Flu six months from now	19	39	13	15	6	8
35.	I think that effective treatments are available for Swine Flu	35	41	6	8	3	6
36.	When I hear new information on Swine Flu, I am likely to stop and think carefully about it	29	39	9	16	7	*
37.	I think that there is nothing that can be done to treat people with Swine Flu	3	5	3	32	52	4
38.	I think that there is little doctors can do to help someone with Swine Flu	7	12	6	33	39	4
39.	I believe that washing your hands regularly with soap and water reduces your risk of catching Swine Flu	57	30	3	7	3	*
40.	I think that there are steps I can take to reduce my risk of catching Swine Flu	37	43	5	9	5	2
41.	I think that it is easy to tell if you have Swine Flu	5	17	10	40	21	6
42.	I believe that wearing a face mask when out in public reduces your risk of catching Swine Flu	7	17	6	31	36	3
43.	I have a clear understanding of what the main symptoms of Swine Flu are	36	36	4	14	8	2
44.	If someone catches Swine Flu, they might develop health problems many years down the line	5	11	17	29	16	21
45.	I believe that avoiding hospitals or GP practices reduces your risk of catching Swine Flu	16	27	8	27	20	3
46.	I think that if I catch Swine Flu it will have major consequences for my life	14	15	10	33	23	4

S2. **The next questions ask about how “the authorities” are dealing with the outbreak. By “authorities” we mean the Government, the NHS, and other agencies such as the Health Protection Agency. Again, I’d like you to choose one of the same possible replies – that is “strongly disagree, tend to disagree, neither agree nor disagree, tend to agree or strongly agree.”**

Base: All respondents (1,000)

	Strongly agree %	Tend to agree %	Neither %	Tend to disagree %	Strongly disagree %	No opinion %
47. In general, I think the authorities are doing a good job of dealing with the Swine Flu outbreak	27	52	6	8	4	3
48. In general, I think the authorities have enough resources to cope with the Swine Flu outbreak	23	46	7	13	5	6
49. In general, I think the authorities have the necessary knowledge to deal with this Swine Flu outbreak	27	49	6	11	5	2
50. In general, I think the authorities are acting in the public’s best interest in dealing with the Swine Flu outbreak	34	52	3	6	4	2
51. In general, I think the authorities are being open and honest with the public about the Swine Flu outbreak	24	48	9	9	8	3

S3. **The next few questions are all about how risky, if at all, you think it is to do certain things. Again, I’d like you to choose one of the same possible replies – that is “strongly disagree, tend to disagree, neither agree nor disagree, tend to agree or strongly agree.” If you don’t normally do that thing, please just say “doesn’t apply” and I will move on.**

Base: All respondents (1,000)

	Strongly agree %	Tend to agree %	Neither %	Tend to disagree %	Strongly disagree %	Not applicable %
52. I believe there is currently a high risk of catching Swine Flu on the public transport that I use, such as buses, trains or the underground	11	21	6	23	16	23
53. I believe there is currently a high risk of catching Swine Flu where I work	5	8	4	19	28	36
54. I believe there is currently a high risk of catching Swine Flu in the shops I go to	5	17	8	38	28	3
55. I believe there is currently a high risk of catching Swine Flu from someone in the street	4	15	7	38	35	2

S4. **The next questions all ask about things you may have done recently as a result of Swine Flu. Please answer 'yes' or 'no'. As before, please indicate if the question does not apply to you.**

Base: All respondents (1,000)

	Yes %	No %	Not applicable %
56. Over the past four days, I have deliberately cancelled or postponed a social event, such as meeting friends, eating out or going to a sports event because of Swine Flu	1	93	5
57. Over the past four days, I have reduced the amount I use public transport because of Swine Flu	3	70	28
58. Over the past four days, I have increased the amount I clean or disinfect things that I might touch (such as door knobs or hard surfaces) because of Swine Flu	17	81	2
59. Over the past four days, I have taken time off work because of Swine Flu	1	66	33
60. Over the past four days, I have reduced the amount I go into shops because of Swine Flu	2	94	4
61. Over the past four days I have kept one or more of my children out of school or nursery because of Swine Flu	*	48	52
62. Over the past four days, I have kept away from crowded places generally because of Swine Flu	4	92	5
63. Because of Swine Flu, I have discussed with a friend or family member what we would do if one of us catches Swine Flu.	15	83	2
64. Over the past four days, I have washed my hands with soap and water more often than usual because of Swine Flu	28	71	1

S5. **And in the past 24 hours, how many times have you washed your hands with soap and water? That does not include having a shower, a bath or doing the washing up.**

Base: All respondents (1,000)

	%
65. 0	*
1	*
2	3
3	4
4	9
5	8
6-7	19
8-9	9
10-11	11
12+	29
Don't know	7

S6. **Have you done anything else over the past 24 hours that I haven't mentioned, because of Swine Flu? If yes, what?**

Base: All respondents (1,000)

	%
66. Used alcohol gel to clean hands	2
Reduced amount touching mouth, nose or face	*
Cancelled/postponed holiday	*
Carried tissues/extra tissues	*
Used tissues to cover mouth and nose when sneezing or coughing	*
Disposed of tissues carefully	*
Stayed informed (e.g. checked websites, kept up to date on news etc)	1
Stocked up on food or other supplies	*
Bought/obtained or used a face mask	*
Kept away from others	*
Stay at home	*
Took extra care/cleaned/sterilised	*
Encourage children to wash hands	*
Using/ordered antibacterial spray/sanitiser	*
Other	1
No, nothing	93
Don't know	*

S7. **The Government recently sent out a leaflet to some households on Swine Flu. Have you received a leaflet through the post about Swine Flu, or not?**

Base: All respondents (1,000)

	%
67a Yes	41
No	58
Not applicable	0
Don't know	1

Have you read it, or not?

Base: All who have received a leaflet (408)

	%
67b Yes	68
No	32
Not applicable	*

S8. **Have you or any member of your household been advised by a medical doctor to take anti-viral drugs such as Tamiflu, because of possible exposure to Swine Flu?**

Base: All respondents (1,000)

	%
Yes	*
No	100
Don't know	*

S9. I would now like to ask some questions about how you have been feeling over the past four days in relation to Swine Flu. For each of the following phrases, please tell me whether you have been feeling that way when thinking about Swine Flu – “not at all, somewhat, moderately or very much”

Base: All respondents (1,000)

		Very Much	Moderately	Somewhat	Not at all	Don't know
		%	%	%	%	%
68.	A. Calm	48	34	10	8	1
	B. Tense	1	5	4	90	*
	C. Upset	1	4	3	91	0
	D. Relaxed	45	37	9	8	1
	E. Content	32	35	11	20	2
	F. Worried	2	12	11	74	*
	G. Angry	2	5	3	90	*

S10. Moving away from Swine Flu now, I would also like to ask how you normally feel, that is, before this Swine Flu outbreak began. On a scale of 0 to 6 where '0' is never and '6' is always, to what extent do you generally feel...

Base: All respondents (1,000)

		Never					Always		Don't know
		0	1	2	3	4	5	6	%
		%	%	%	%	%	%	%	%
69.	A. Upset	36	24	21	10	6	2	2	1
	B. Hostile	55	20	13	6	4	1	1	1
	C. Ashamed	66	18	9	3	2	1	1	1
	D. Nervous	38	25	18	10	5	3	2	1
	E. Afraid	47	25	14	7	3	2	1	1