



Parent Survey Results

A survey of parents of children age 6 months to 5 years old was recently conducted to learn how families protect themselves against the flu virus and to understand parents' awareness of the Centers for Disease Control and Prevention's (CDC) new recommendations for child flu vaccination. The CDC now recommends that all children 6 months to 5 years old get vaccinated against the flu.

Key Findings Include:

Only 16 percent of parents were aware that the CDC currently recommends children age 6 months to 5 years receive an annual flu vaccination.

- Most parents – 84 percent – misunderstood the CDC's new recommendations.

Among parents who said their child had not had a flu shot within the past year, the most often cited reason was that they did not think it was necessary.

- Forty-two percent said they did not think it was necessary.
- Fifteen percent believed their child was too young.
- Thirteen percent said their doctor did not recommend it.
- Six percent said they were unable to get the flu vaccination because of a shortage.

When asked to provide steps people should take to help prevent the spread of the flu virus to their family, only:

- Twenty-five percent suggested get a flu vaccination.
- Ten percent suggested they cover their mouth and nose with a tissue when coughing or sneezing.
- Eleven percent suggested people should avoid close contact with those who are sick.
- Fifteen percent suggested people should disinfect surfaces with wipes or sprays.

When asked to select from a list the steps they currently take to help prevent the spread of the flu virus to their family, 90 percent of parents indicated they wash their hands, but only 45 percent said they get a flu vaccination each fall or winter.

Methodology: Clorox commissioned Ipsos Public Affairs to conduct the web-based survey. Reflected in this research is the participation of 335 parents of children between age 6 months and 5 years old. Interviews were completed from August 24 through August 28, 2006. The margin of error for the study is +/- 5.4%.