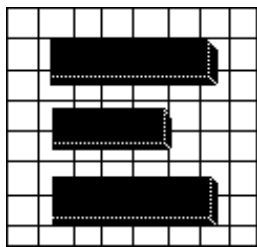


EPIC-MRA PRESS RELEASE

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**7 in 10 Michigan residents DO NOT plan to get H1N1 swine flu shot or are unsure.
6 in 10 respondents with children offer same response.**

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As part of the October EPIC-MRA statewide Michigan survey, respondents were asked about their plans to get a regular seasonal flu shot, and the H1N1 flu shot. Those with children were also asked about their plans to have their children immunized.

Notwithstanding heavy media coverage of the growing number of people, especially children, who have been infected with H1N1 swine flu, or expected to be, 70 percent of Michigan voters say they have no plans to get the H1N1 swine flu shot, or are unsure. Among those with children, 61 percent said they have no plans to have their children immunized for H1N1, or are unsure. This is in contrast to the 57 percent of respondents who say they already got or plan to get a regular seasonal flu shot. Clearly, the message about the importance of getting an H1N1 swine flu shot does not seem to be getting through. The questions and results were as follows:

Thinking about the flu season, have you already gotten a regular yearly flu shot, do you plan to get one, or, do you NOT plan to get a regular seasonal flu shot this year?

28%	Already got a flu shot	
29%	Plans to get a flu shot	57% GOT/PLAN TO GET FLU SHOT
39%	Does NOT plan to get a flu shot	
4%	Undecided/Don't know	43% NO PLANS TO GET FLU SHOT/DK

How about an H1N1 swine flu shot? Have you already gotten a swine flu shot, do you plan to get one, or, do you NOT plan to get a swine flu shot?

1%	Already got a flu shot	
29%	Plans to get a flu shot	30% GOT/PLAN TO GET H1N1 SHOT
54%	Does NOT plan to get flu shot	
16%	Undecided/Don't know	70% NO PLANS TO GET H1N1 SHOT/DK

Do you plan to have your children get an H1N1 swine flu shot, have you already gotten one for your children, or, do you NOT plan to get a swine flu shot for your children?

- Educational
- Political
- Industrial
- Consumer

- Market
- Research
- Analysis

2%	Already got a flu shot	
37%	Plans to get a flu shot	39% GOT/PLANS TO GET H1N1 SHOT
52%	Does NOT plan to get flu shot	
9%	Undecided/Don't know	61% NO PLANS TO GET H1N1 SHOT/DK

The demographic groups that indicated by the highest percentages (above the statewide average of 70 percent) that they DO NOT plan to get an H1N1 flu shot, or were unsure, included:

Independent women (85%); Age 30 to 35, African Americans (81% each); Outer Wayne County, Independent voters, women under age 50 (78% each); post high school technical education, no religious preference, Republican women (77% each); age 18 to 29, all of Wayne County (76%); age 36 to 40 (75%); Detroit voters, Republicans, Detroit media market (74% each); non-union members, age 41 to 49, all women, Independent men (73% each); and high school education or less (72%).

The sub-sample size among many of the demographic groups of survey respondents with children were too small to cite, but among those with sufficient sample size to cite, groups that were above the statewide average of 61 percent included:

High school education or less (76%); men under age 50 (73%); Republican voters (71%); post high school technical education (69%); under age 50 (67%); western Michigan, pro-life voters (66%); Independent voters (64%); Wayne/Oakland and Macomb Counties, non-union households, and all men (63% each).

The survey of 600 active Michigan voters was conducted between October 11-15. The margin of error for the survey is +/- 4 percent.