

# Travelers' Responses to H1N1 and Seasonal Flu

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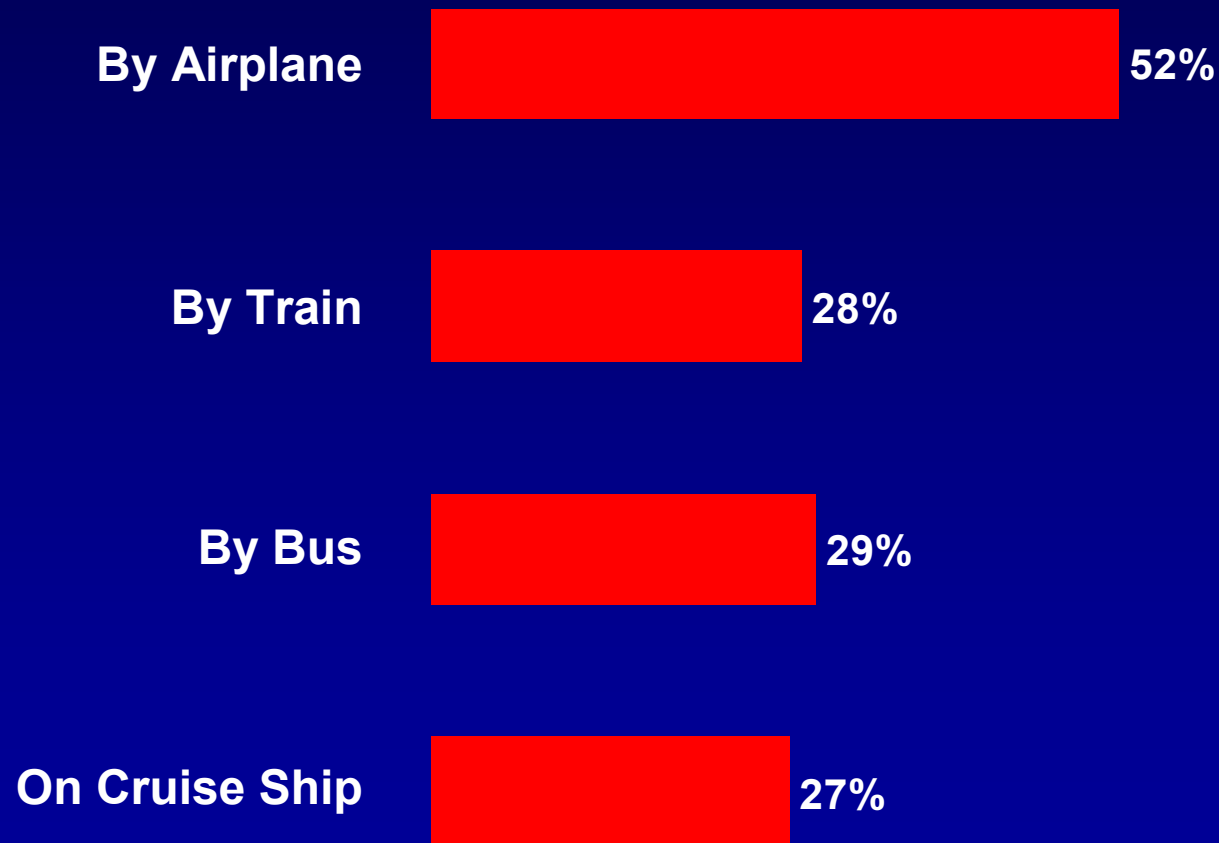
*Harvard School of Public Health*

*Harvard Kennedy School of Government*

*Funded as part of a cooperative agreement between  
HSPH, the National Public Health Information Coalition, and the CDC*

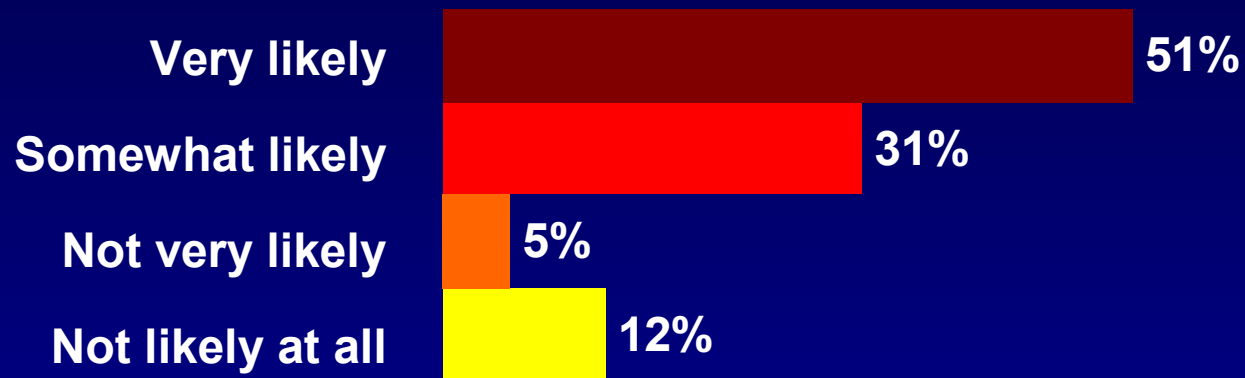
# Travelers' Concerns About H1N1 and Seasonal Flu while Traveling

% saying very or somewhat concerned they or member of family will get sick with H1N1 flu or seasonal flu while traveling in next 12 months...

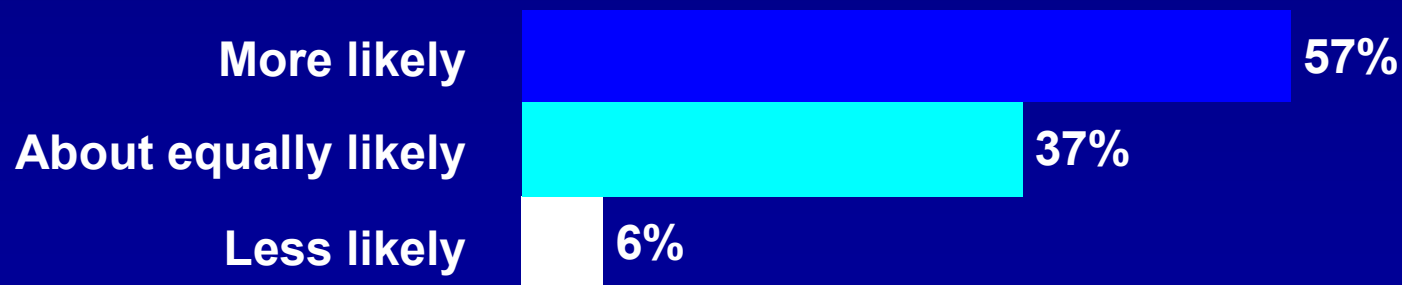


# Travelers' Intent to Take Flu Precautions for Themselves While Traveling

Likelihood of taking precautions to keep themselves healthy from H1N1 or seasonal flu while traveling this year



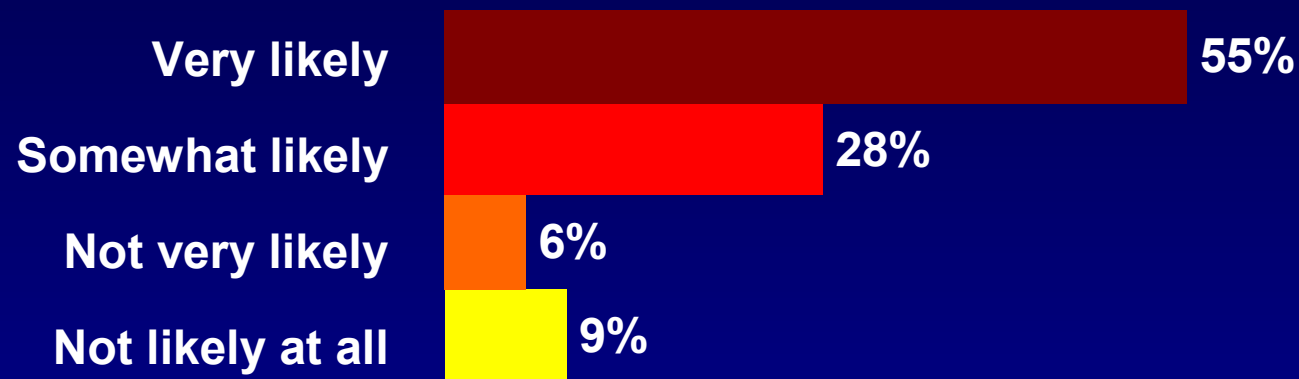
Likelihood of taking these precautions this year compared to last year\*



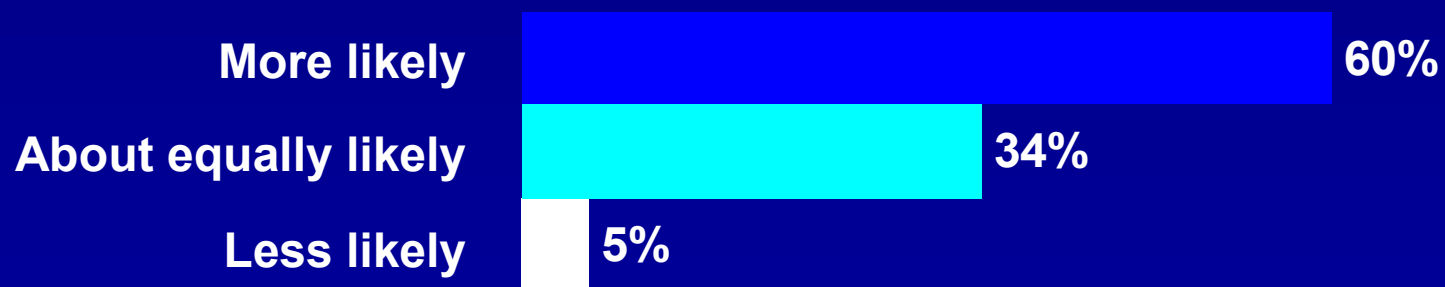
\*Asked of total very likely, somewhat likely, not very likely, and not likely at all to take flu precautions this year for themselves when traveling (n=1115)  
Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.

# Travelers' Intent to Take Flu Precautions for Others While Traveling

Likelihood of taking precautions to keep others healthy from H1N1 or seasonal flu while traveling this year



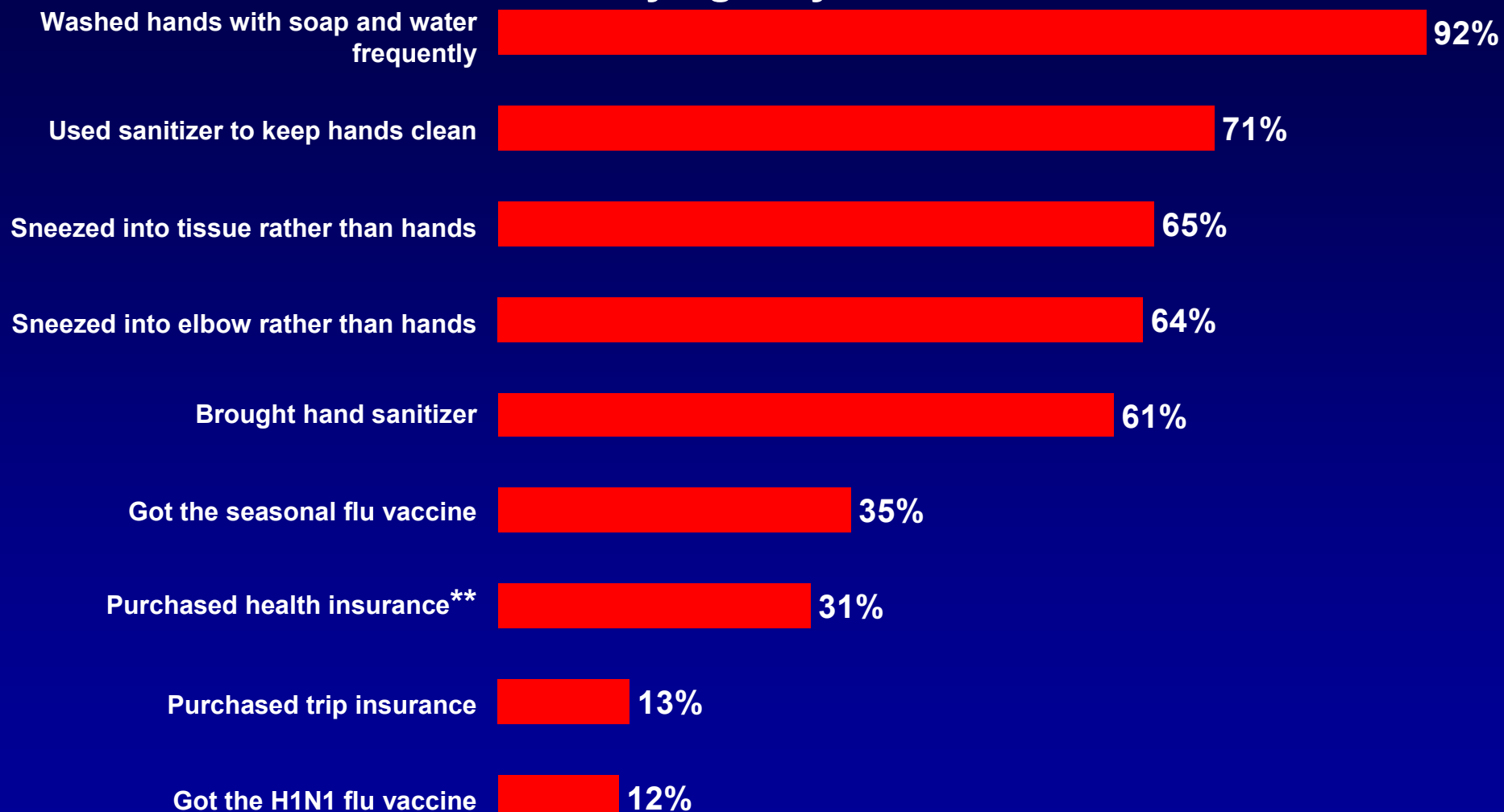
Likelihood of taking these precautions this year compared to last year\*



\*Asked of total very likely, somewhat likely, not very likely, and not likely at all to take flu precautions this year for others when traveling (n=1097)  
Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.

# Travelers' Efforts to Reduce Chances of Getting Sick from H1N1 or Seasonal Flu on their Last Trip\*

% saying they...



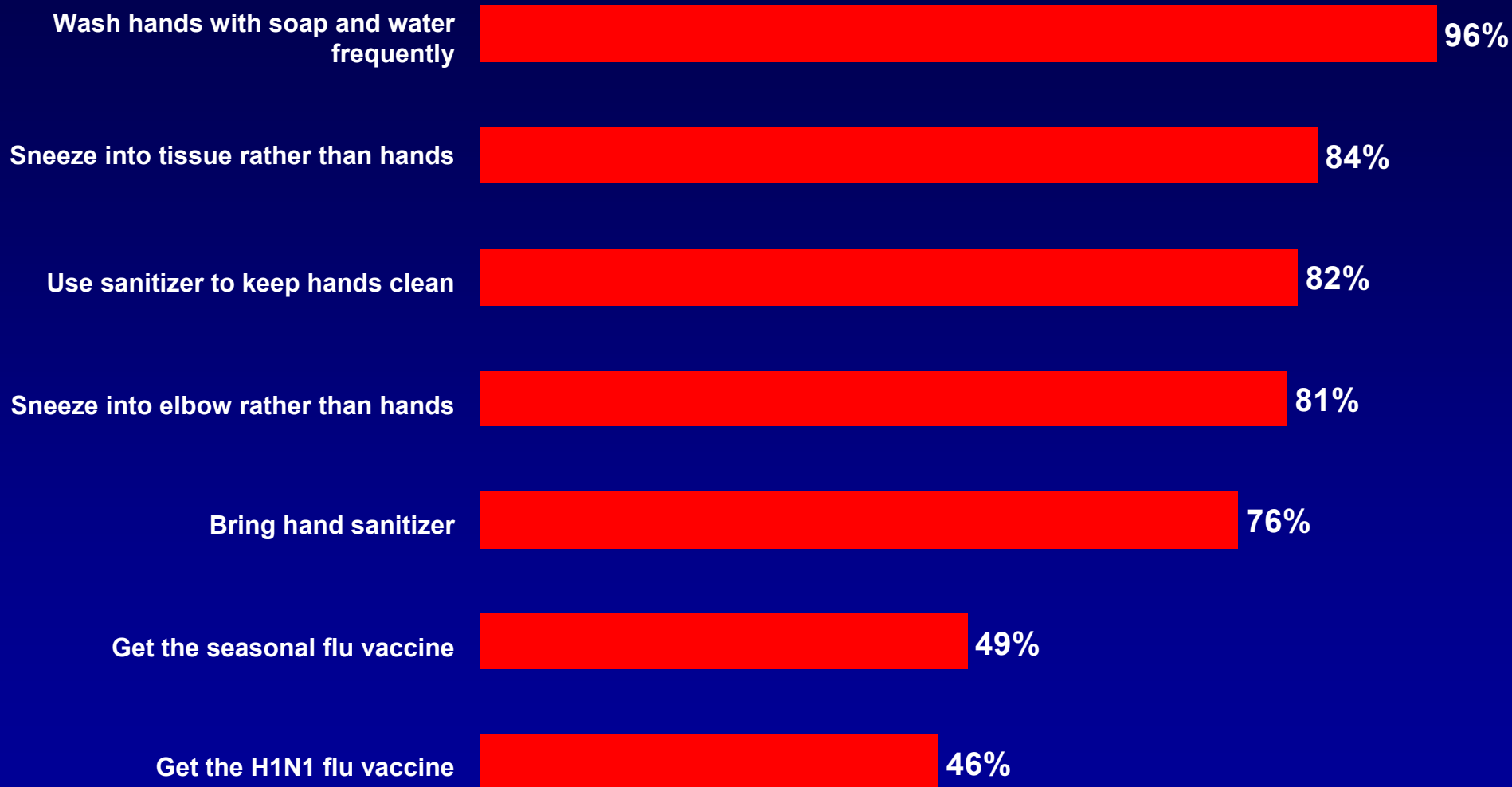
\*Respondents asked about their last trip on a randomized mode of travel: airplane, train, bus or cruise ship. Data was collected on travelers' behaviors on different modes of transportation, but the data showed no statistically significant differences between the practices of travelers on different transportation modes and is therefore not reported.

\*\*Only asked of persons whose last trip was an international flight or international cruise (n=296)

Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.

# Travelers' Efforts to Reduce Chances of Getting Sick from H1N1 Flu on their Next Trip\*

% saying they are very or somewhat likely to...



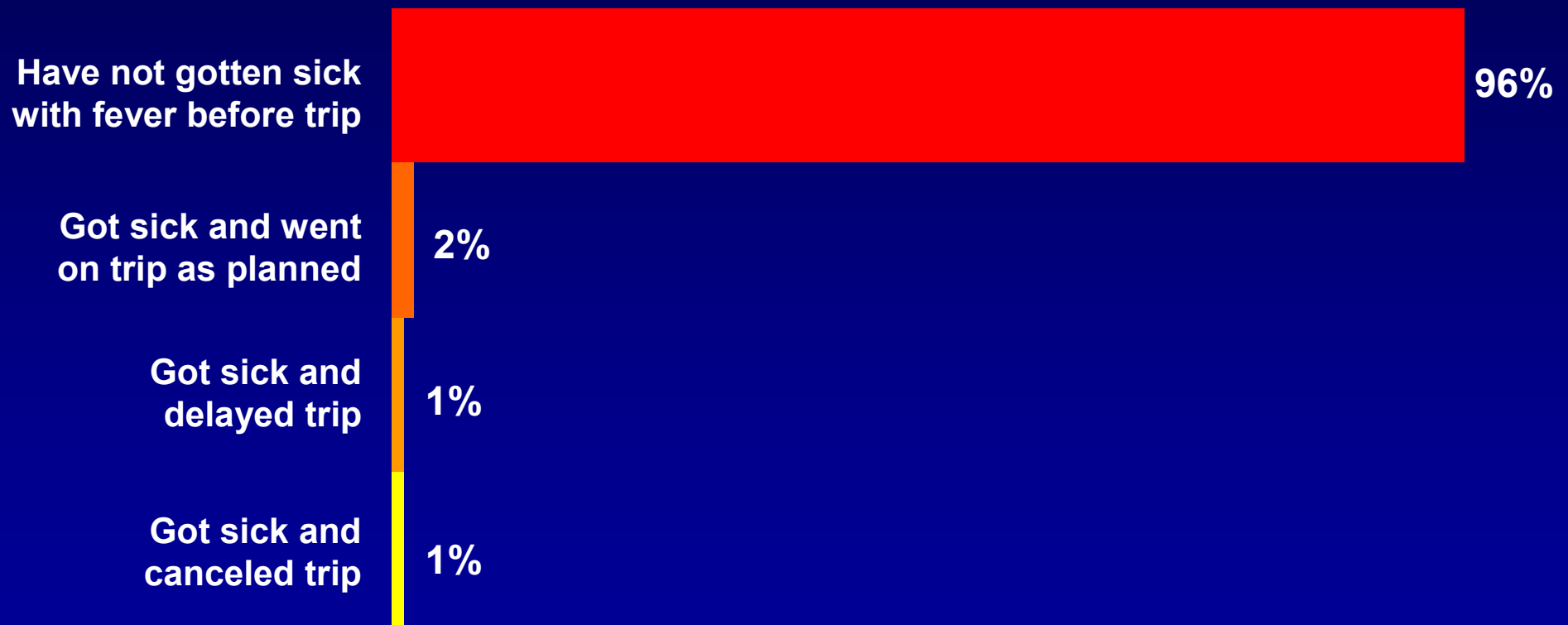
\*Respondents asked about their next trip on a randomized mode of travel: airplane, train, bus or cruise ship. Data was collected on travelers' expected behaviors on different modes of transportation, but the data showed no statistically significant differences between the expected practices of travelers on different transportation modes and is therefore not reported.

\*Among those very or somewhat likely to travel in the next 12 months (n=938)

Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.

# Travelers' Experiences Traveling\* While Sick Coughing and Sneezing with Fever in the Past Year

% saying they...



\*Traveling by airplane, train, bus or cruise ship

Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.

# Travelers' Willingness to Delay or Cancel Next Trip\* if Sick With and Without Fever

% saying if got sick, coughing and sneezing...

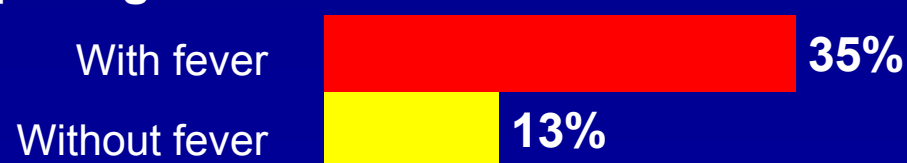
## Would go on trip as planned



## Would delay trip



## Would cancel trip altogether



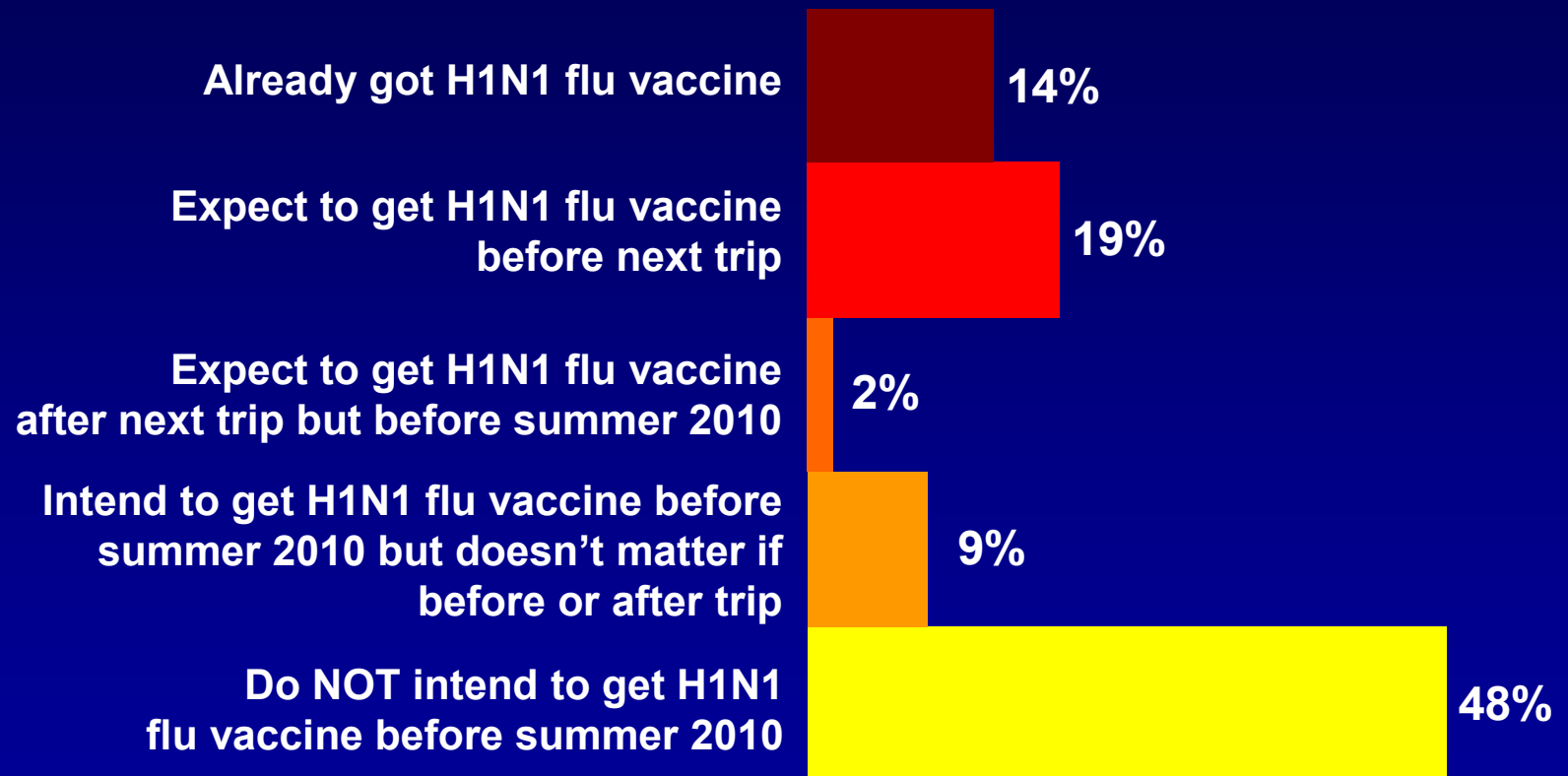
\*Among those very or somewhat likely to travel in the next 12 months (n=938); Respondents asked about their next trip on a randomized mode of travel: airplane, train, bus or cruise ship

Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.



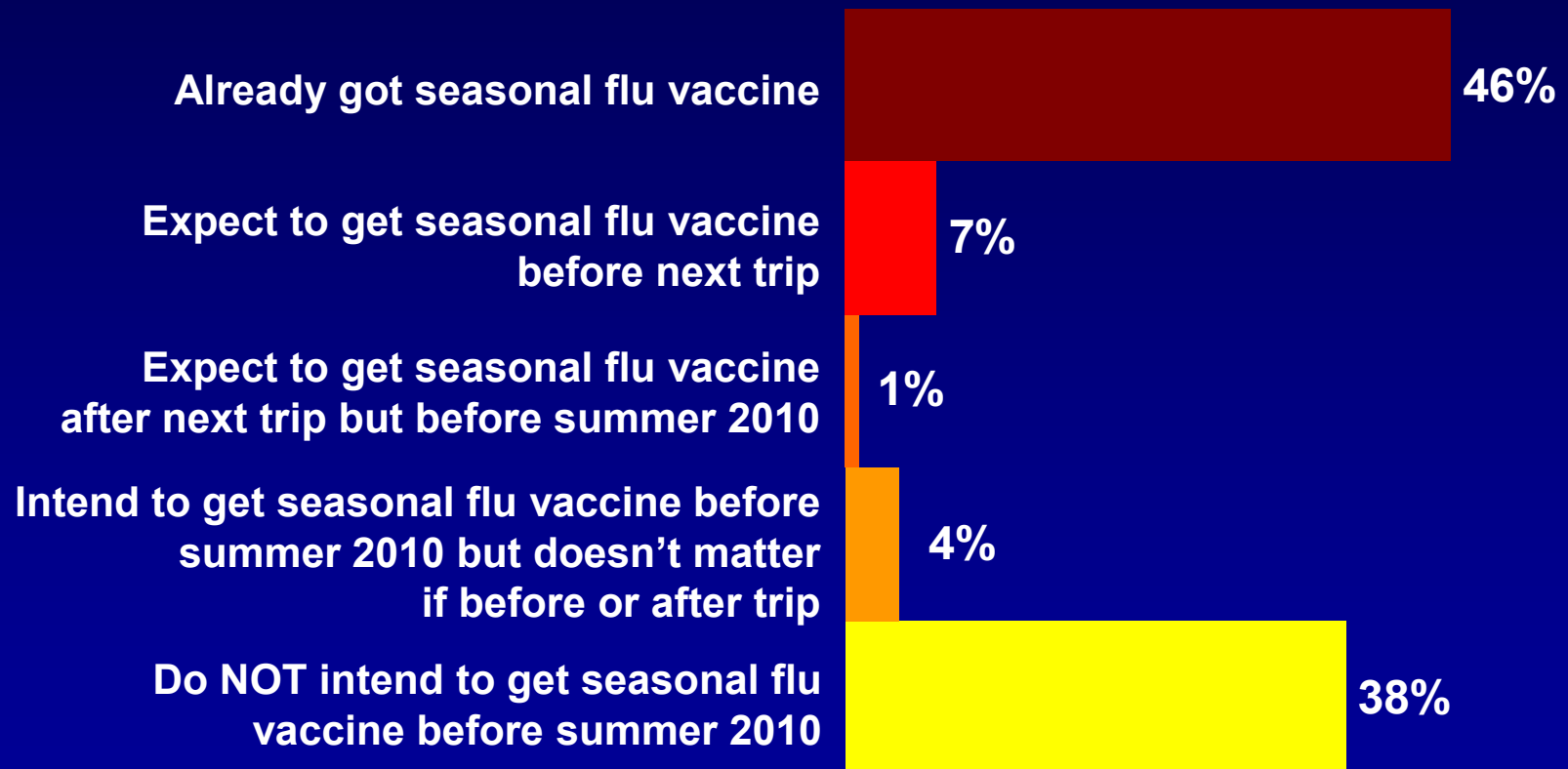
# Travelers' Intentions to Get H1N1 Flu Vaccine Before their Next Trip

% saying...



# Travelers' Intentions to Get Seasonal Flu Vaccine Before their Next Trip

% saying...

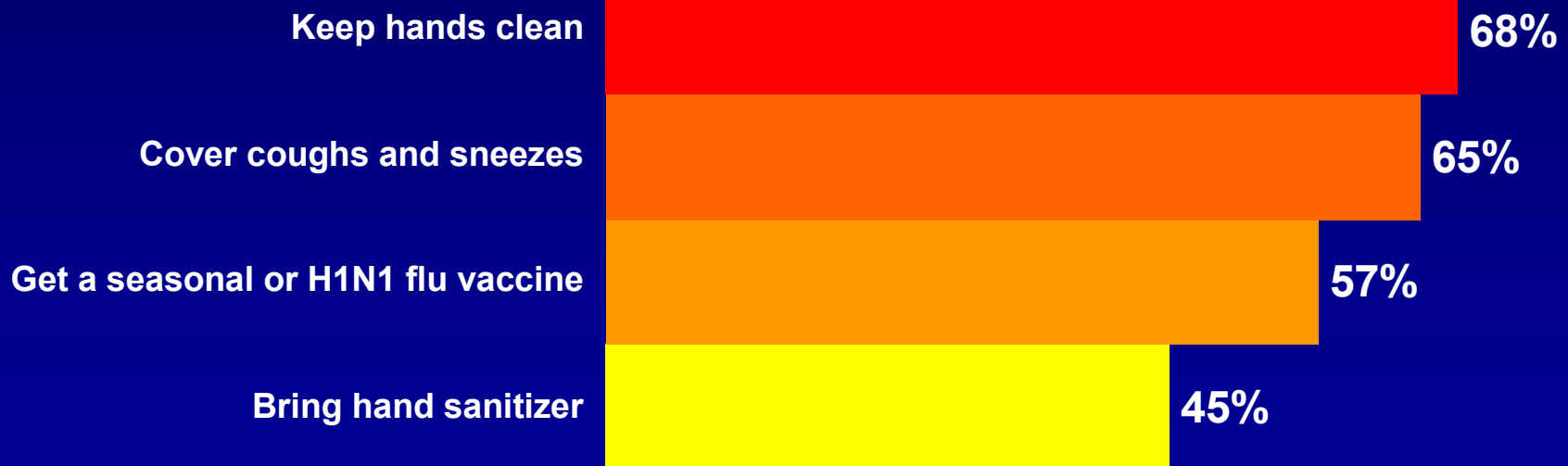


# Travelers' Exposure to Flu Public Health Advertising

**% saying...**



**% saying ads suggested they should...**

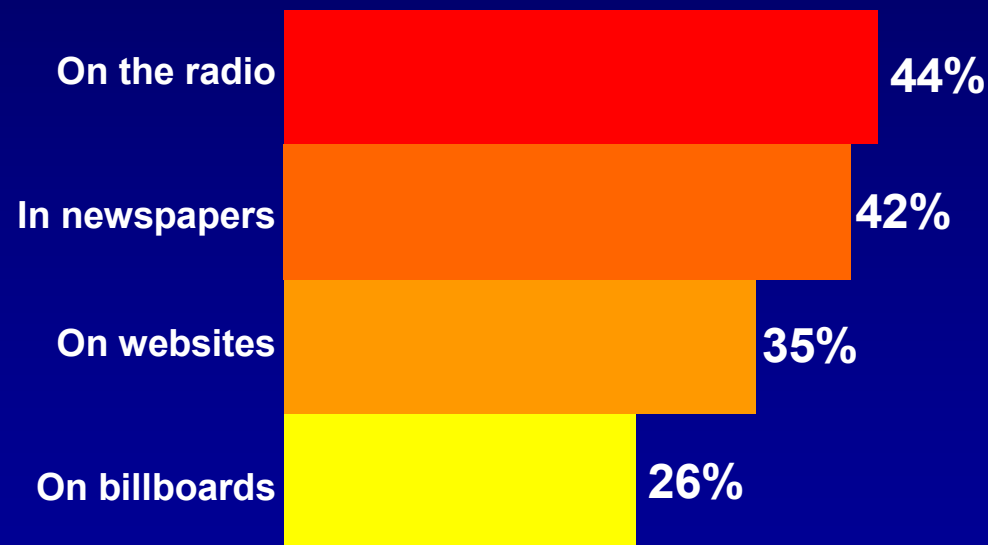


# Travelers' Exposure to Flu Public Health Advertising

% saying...

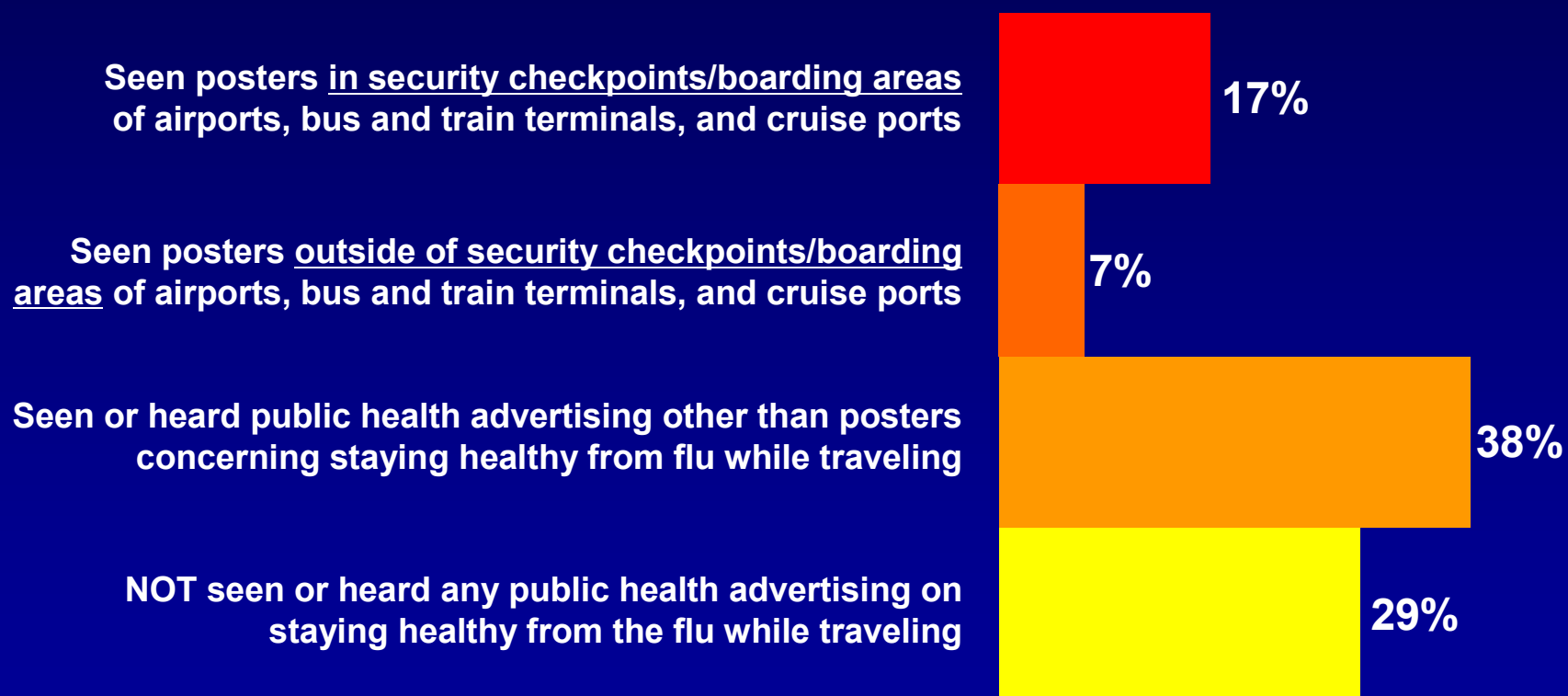


% saying they saw or heard ads...



# Travelers' Exposure to Posters About Staying Healthy from Flu while Traveling in Airports, Bus and Train Terminals and Cruise Ports\*

% saying they have, in the past 60 days...

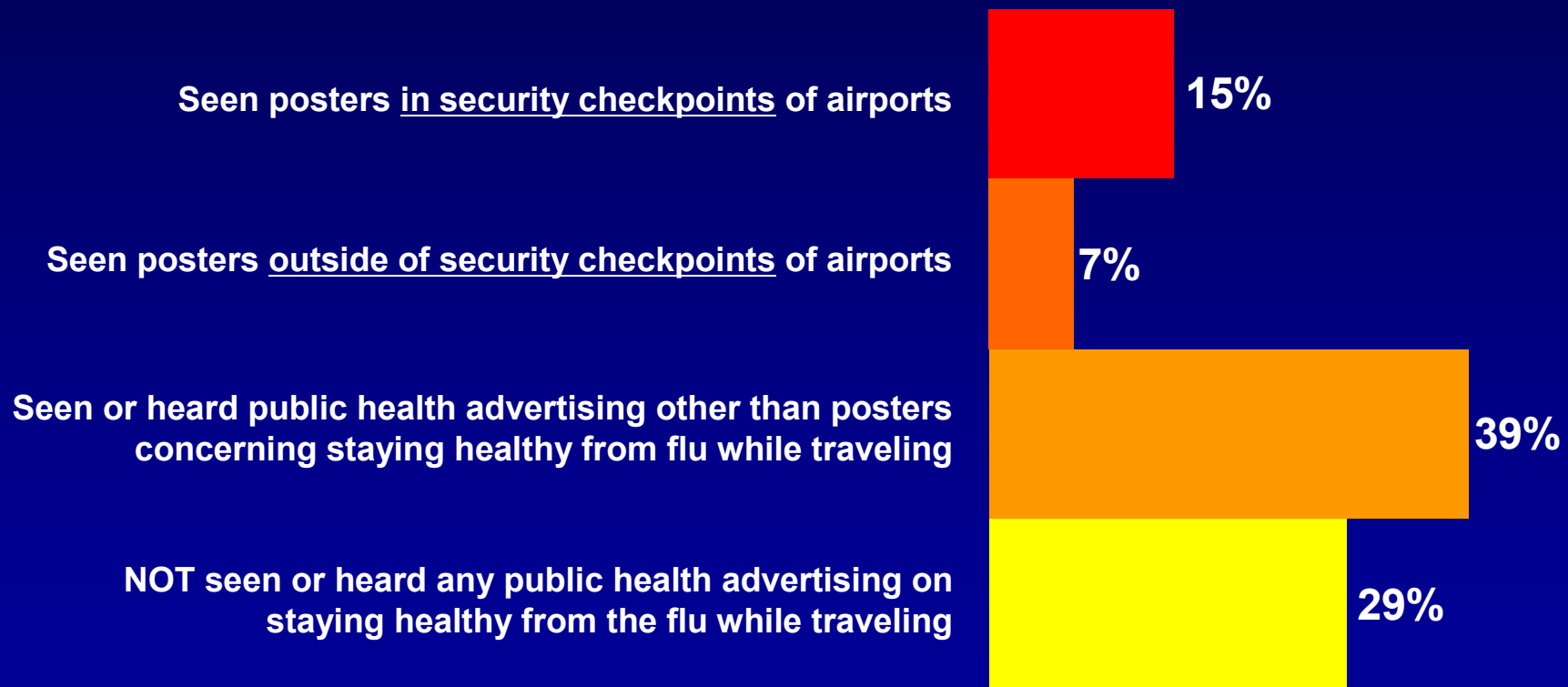


\*Among persons who have traveled by airplane, bus, train, or cruise ship in the past 12 months (n=1124)

Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.

# Travelers' Exposure to Posters About Staying Healthy from Flu while Traveling in Airports\*

% saying they have, in the past 60 days...

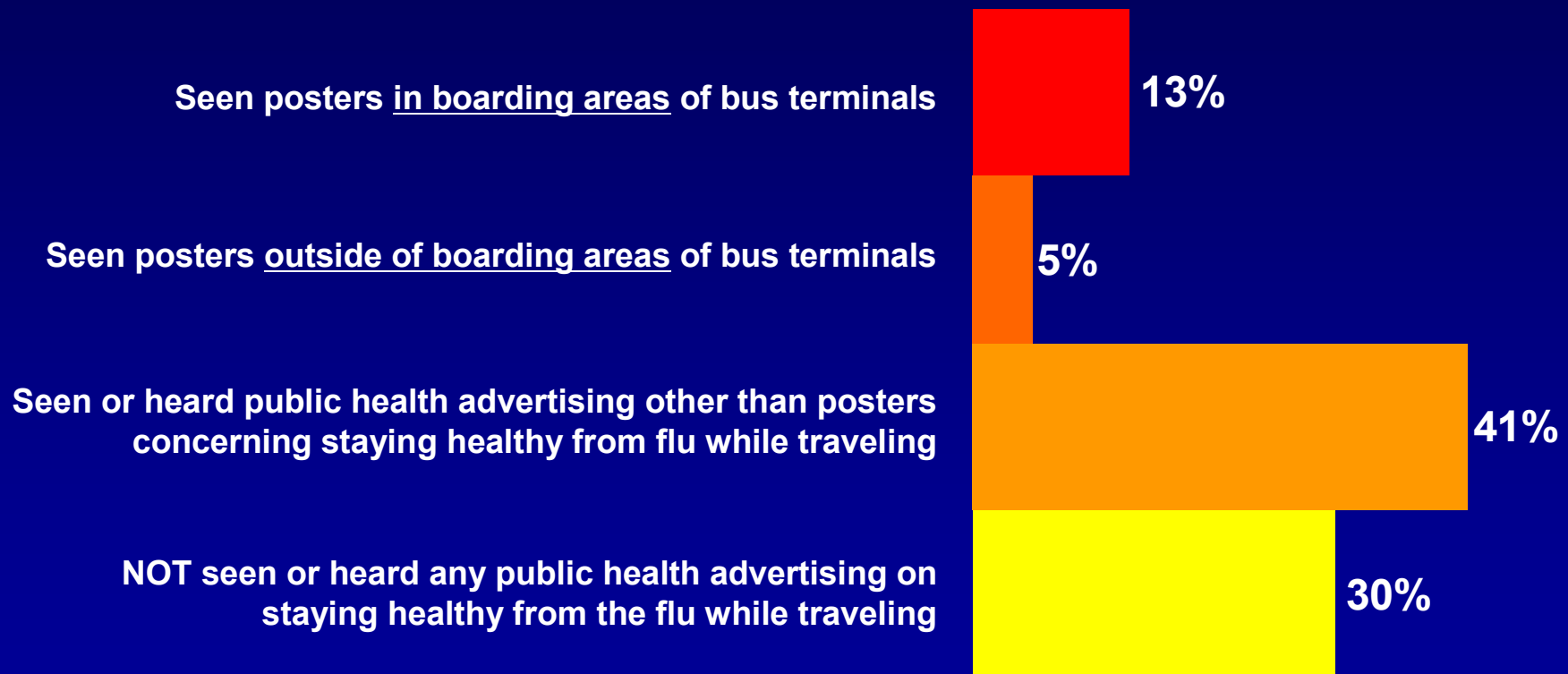


\*Among persons who have traveled by airplane in the past 12 months (n=964)

Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.

# Travelers' Exposure to Posters About Staying Healthy from Flu while Traveling in Bus Terminals\*

% saying they have, in the past 60 days...

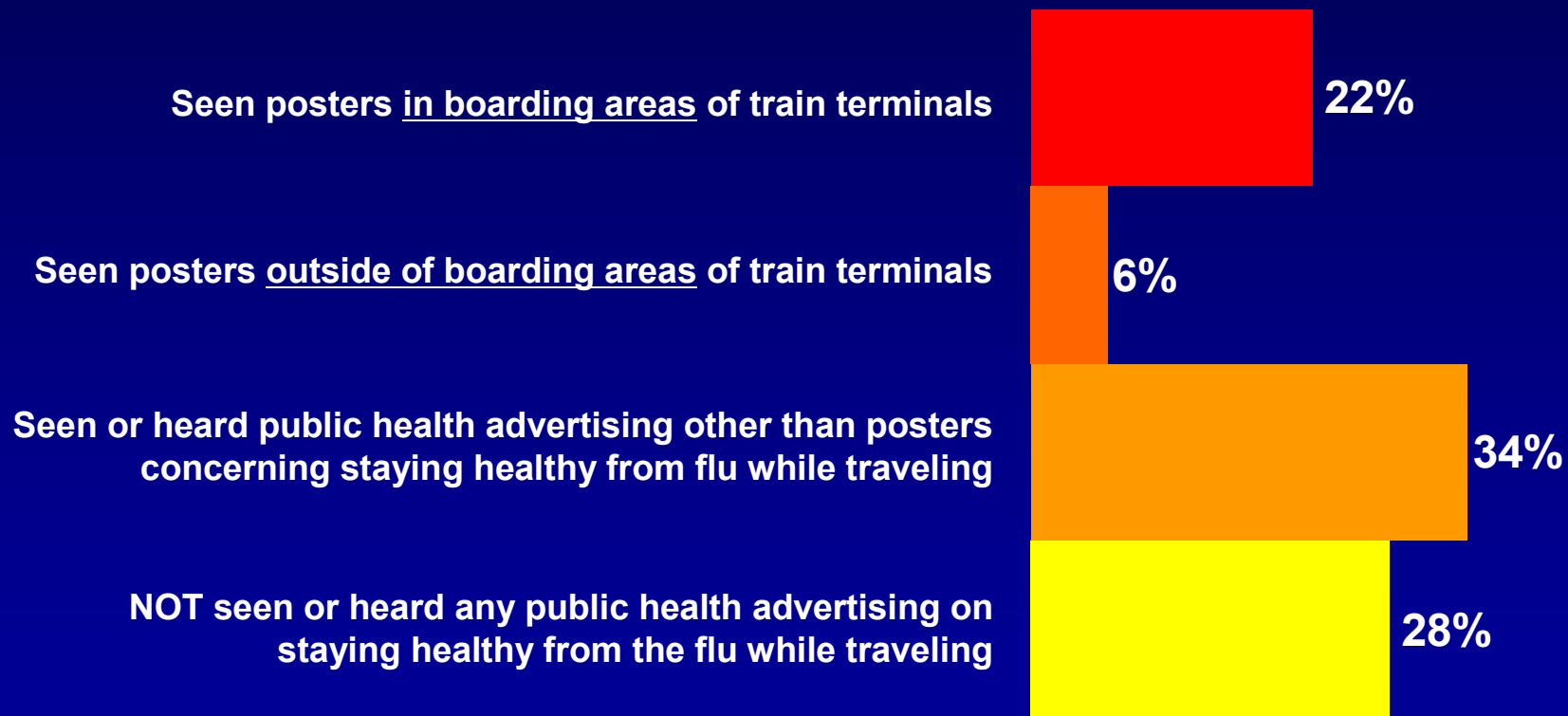


\*Among persons who have traveled by bus in the past 12 months (n=184)

Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.

# Travelers' Exposure to Posters About Staying Healthy from Flu while Traveling in Train Stations\*

% saying they have, in the past 60 days...



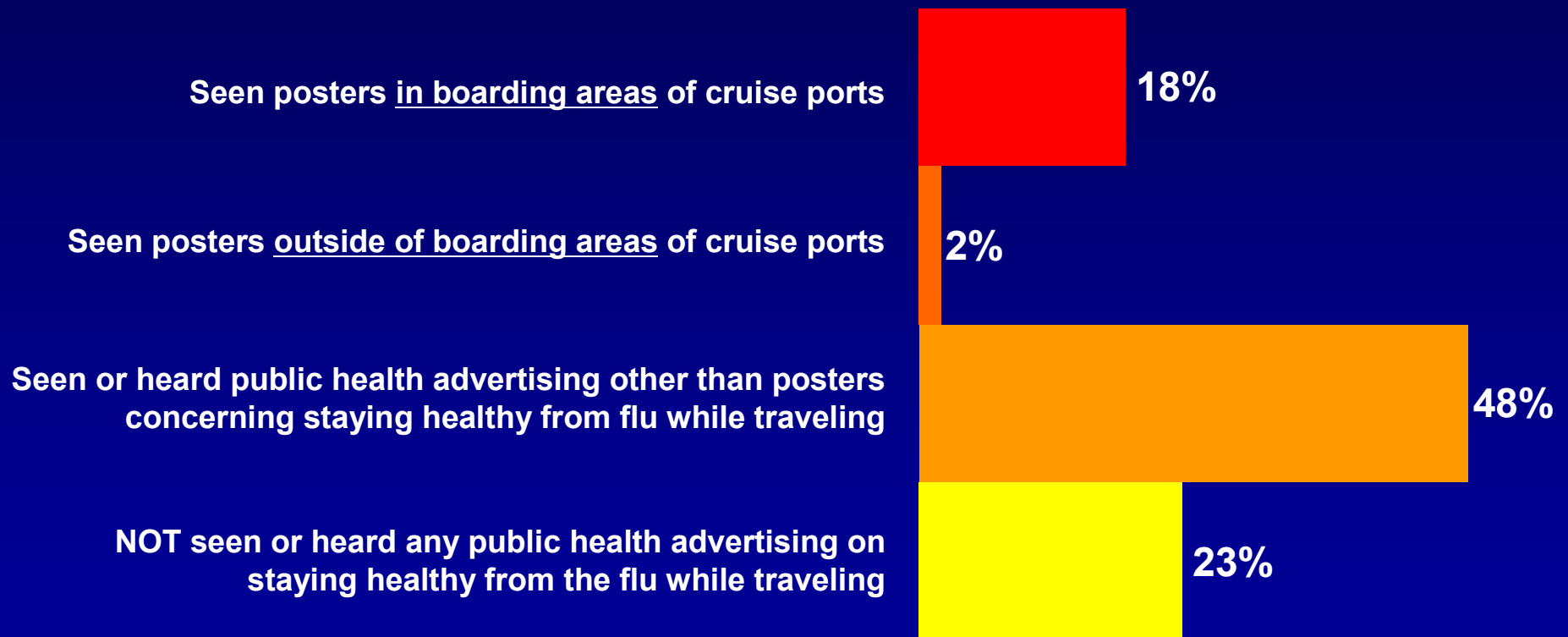
\*Among persons who have traveled by train in the past 12 months (n=166)

Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.



# Travelers' Exposure to Posters on Staying Healthy from Flu while Traveling in Cruise Ports\*

% saying they have, in the past 60 days...

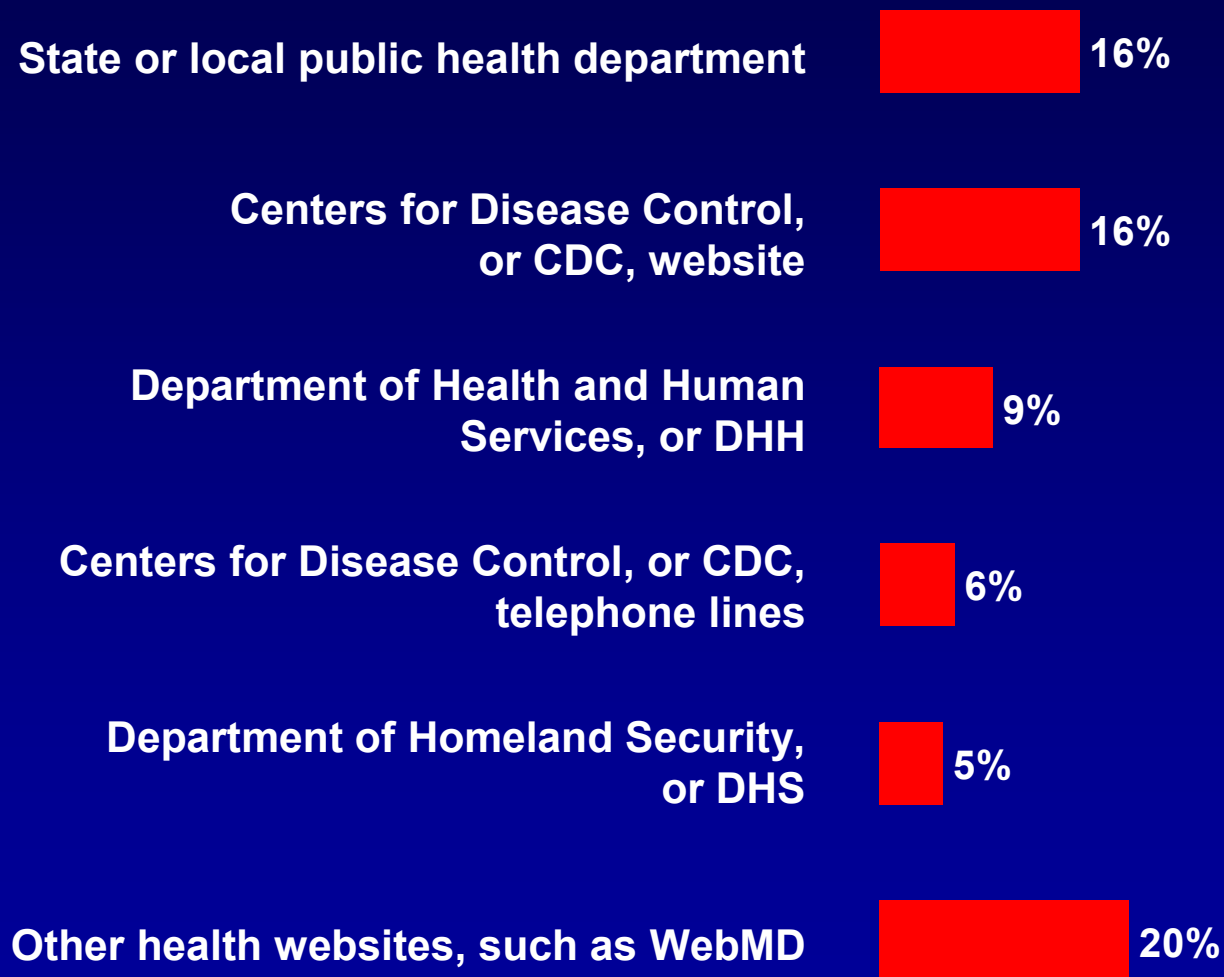


\*Among persons who have traveled on a cruise ship in the past 12 months (n=153)

Harvard Opinion Research Program, Harvard School of Public Health, November 12-18, 2009.

# Travelers' Efforts to Get Information About How to Avoid Flu while Traveling

% saying they have gone to the following sources...



# Methods Summary

- Telephone poll (including both landline and cell phone)
- Conducted November 12-18, 2009
- Nationally representative random sample of travelers, defined as adults in the United States who have traveled by airplane, bus, train, or cruise ship in the past 12 months
- 1124 respondents
- Data weighted to match U.S. Census on: gender, age, race, education, and region, accounting for traveler status