

Survey Results

Influencing the flu: How to prevent H1N1 by changing kids' hand-washing behavior

METHODOLOGY:

The survey was conducted via online poll in September 2009 by the authors of the bestseller, *Influencer: The Power to Change Anything*

Survey respondents: 774

Margin of error is approximately 3%

Source: *VitalSmarts* online poll

SURVEY:

Do you have children under the age of 18 living with you?

Answer	Count	Percent
No	526	64.15%
Yes	294	35.85%
Total	774	100%

1) After using the toilet, what percentage of the time do you wash your hands after?

Answer	Count	Percent
Between 0 and 25% of the time	7	0.90%
Between 26% and 50%	13	1.68%
Between 51% and 75%	30	3.88%
Between 76% and 95%	102	13.19%
Between 95% and 100% of the time	621	80.33%
Total	773	100%

2) After using the toilet, what percentage of the time do you think your children wash their hands after?

Answer	Count	Percent
Between 0 and 25% of the time	17	6.18%
Between 26% and 50%	41	14.91%
Between 51% and 75%	61	22.18%
Between 76% and 95%	90	32.72%
Between 95% and 100% of the time	66	24.00%
Total	275	100%

3) After coughing, sneezing or wiping your nose with a handkerchief, tissue or your hand, what percentage of the time do you wash your hands after?

Answer	Count	Percent
Between 0 and 25% of the time	190	24.97%
Between 26% and 50%	125	16.42%

Between 51% and 75%	158	20.76%
Between 76% and 95%	179	23.52%
Between 95% and 100% of the time	109	14.32%
Total	761	100%

4) After coughing, sneezing or wiping your nose with a handkerchief, tissue or your hand, what percentage of the time do you think your children wash their hands before and after?

Answer	Count	Percent
Between 0 and 25% of the time	134	49.81%
Between 26% and 50%	64	23.79%
Between 51% and 75%	49	18.22%
Between 76% and 95%	16	5.95%
Between 95% and 100% of the time	6	2.23%
Total	269	100%

5) Before and after touching a scrape or scab, taking medicine or inserting contact lenses, what percentage of the time do you wash your hands after?

Answer	Count	Percent
Between 0 and 25% of the time	162	21.72%
Between 26% and 50%	118	15.82%
Between 51% and 75%	128	17.16%
Between 76% and 95%	142	19.03%
Between 95% and 100% of the time	196	26.27%
Total	746	100%

6) Before and after touching a scrape or scab, taking medicine or inserting contact lenses, what percentage of the time do you think your children wash their hands before and after?

Answer	Count	Percent
Between 0 and 25% of the time	130	50.00%
Between 26% and 50%	60	23.08%
Between 51% and 75%	37	14.23%
Between 76% and 95%	22	8.46%
Between 95% and 100% of the time	11	4.23%
Total	260	100%

7) Whenever your hands look dirty, what percentage of the time do you wash your hands after?

Answer	Count	Percent
Between 0 and 25% of the time	1	0.13%
Between 26% and 50%	7	0.94%
Between 51% and 75%	30	4.03%
Between 76% and 95%	95	12.78%
Between 95% and 100% of the time	610	82.10%

Total	743	100%
-------	-----	------

8) Whenever your hands look dirty, what percentage of the time do you think your children wash their hands after?

Answer	Count	Percent
Between 0 and 25% of the time	14	5.38%
Between 26% and 50%	47	18.08%
Between 51% and 75%	65	25.00%
Between 76% and 95%	78	30.00%
Between 95% and 100% of the time	56	21.54%
Total	260	100%

9) After touching something that could be dirty (garbage can, dirty rags, etc.), what percentage of the time do you wash your hands after?

Answer	Count	Percent
Between 0 and 25% of the time	17	2.31%
Between 26% and 50%	40	5.44%
Between 51% and 75%	71	9.66%
Between 76% and 95%	175	23.81%
Between 95% and 100% of the time	432	58.78%
Total	735	100%

10) After touching something that could be dirty (garbage can, dirty rags, etc.), what percentage of the time do you think your children wash their hands before and after?

Answer	Count	Percent
Between 0 and 25% of the time	38	14.84%
Between 26% and 50%	65	25.39%
Between 51% and 75%	65	25.39%
Between 76% and 95%	57	22.27%
Between 95% and 100% of the time	31	12.11%
Total	256	100%

11) Before and after eating a snack or a meal, what percentage of the time do you wash your hands after?

Answer	Count	Percent
Between 0 and 25% of the time	68	9.31%
Between 26% and 50%	104	14.25%
Between 51% and 75%	154	21.09%
Between 76% and 95%	222	30.41%
Between 95% and 100% of the time	182	24.93%
Total	730	100%

12) Before and after eating a snack or a meal, what percentage of the time do you think your children wash their hands before and after?

Answer	Count	Percent
Between 0 and 25% of the time	41	16.40%
Between 26% and 50%	63	25.20%
Between 51% and 75%	67	26.80%
Between 76% and 95%	57	22.80%
Between 95% and 100% of the time	22	8.80%
Total	250	100%

13) Before, during and after preparing food, what percentage of the time do you wash your hands before, during, and after?

Answer	Count	Percent
Between 0 and 25% of the time	9	1.24%
Between 26% and 50%	15	2.08%
Between 51% and 75%	48	6.65%
Between 76% and 95%	131	18.14%
Between 95% and 100% of the time	519	71.88%
Total	722	100%

14) Before, during and after preparing food, what percentage of the time do you think your children wash their hands before, during, and after?

Answer	Count	Percent
Between 0 and 25% of the time	24	9.80%
Between 26% and 50%	35	14.29%
Between 51% and 75%	48	19.59%
Between 76% and 95%	72	29.39%
Between 95% and 100% of the time	66	26.94%
Total	245	100%

15) Before and after being around someone who is sick, what percentage of the time do you wash your hands before and after?

Answer	Count	Percent
Between 0 and 25% of the time	21	2.91%
Between 26% and 50%	44	6.10%
Between 51% and 75%	86	11.93%
Between 76% and 95%	182	25.24%
Between 95% and 100% of the time	388	53.81%
Total	721	100%

16) Before and after being around someone who is sick, what percentage of the time do you think your children wash their hands before and after?

Answer	Count	Percent
Between 0 and 25% of the time	47	19.42%
Between 26% and 50%	60	24.79%
Between 51% and 75%	63	26.03%
Between 76% and 95%	43	17.77%
Between 95% and 100% of the time	29	11.98%
Total	242	100%

17) After touching animals, their toys, or leashes, what percentage of the time do you wash your hands after?

Answer	Count	Percent
Between 0 and 25% of the time	115	16.08%
Between 26% and 50%	125	17.48%
Between 51% and 75%	129	18.04%
Between 76% and 95%	127	17.76%
Between 95% and 100% of the time	219	30.63%
Total	715	100%

18) After touching animals, their toys, or leashes, what percentage of the time do you think your children wash their hands after?

Answer	Count	Percent
Between 0 and 25% of the time	110	45.64%
Between 26% and 50%	56	23.24%
Between 51% and 75%	33	13.69%
Between 76% and 95%	25	10.37%
Between 95% and 100% of the time	17	7.05%
Total	241	100%

19) After working or playing outside, what percentage of the time do you wash your hands after?

Answer	Count	Percent
Between 0 and 25% of the time	32	4.49%
Between 26% and 50%	54	7.57%
Between 51% and 75%	87	12.20%
Between 76% and 95%	183	25.67%
Between 95% and 100% of the time	357	50.07%
Total	713	100%

20) After working or playing outside, what percentage of the time do you think your children wash their hands after?

Answer	Count	Percent
Between 0 and 25% of the time	56	23.33%
Between 26% and 50%	58	24.17%

Between 51% and 75%	56	23.33%
Between 76% and 95%	45	18.75%
Between 95% and 100% of the time	25	10.42%
Total	240	100%

21) How often do you catch your children “cheating” when asked to wash their hands?

Answer	Count	Percent
Never	34	14.41%
Rarely	77	32.63%
Sometimes	89	37.71%
Often	35	14.83%
Very Often	1	0.42%
Total	236	100%

22) How difficult is it to get your children to always wash their hands?

Answer	Count	Percent
Not at all difficult	68	28.57%
A little difficult	86	36.13%
Fairly difficult	61	25.63%
Very difficult	15	6.30%
Extremely difficult	8	3.36%
Total	238	100%

23) When your children have the “sniffles” but no fever, do you send them to school?

Answer	Count	Percent
Never	4	1.72%
Rarely	7	3.00%
Sometimes	38	16.31%
Often	91	39.06%
Very Often	93	39.91%
Total	233	100%

24) Given the possibility of an H1N1 (Swine Flu) outbreak this fall, are you interested in learning an effective approach you can use to make sure your children always wash their hands when they should?

Answer	Count	Percent
No, not at all interested	7	2.95%
Small interest	9	3.80%
Moderate interest	39	16.46%
Great interest	77	32.49%
Yes, very great interest	105	44.30%
Total	237	100%

