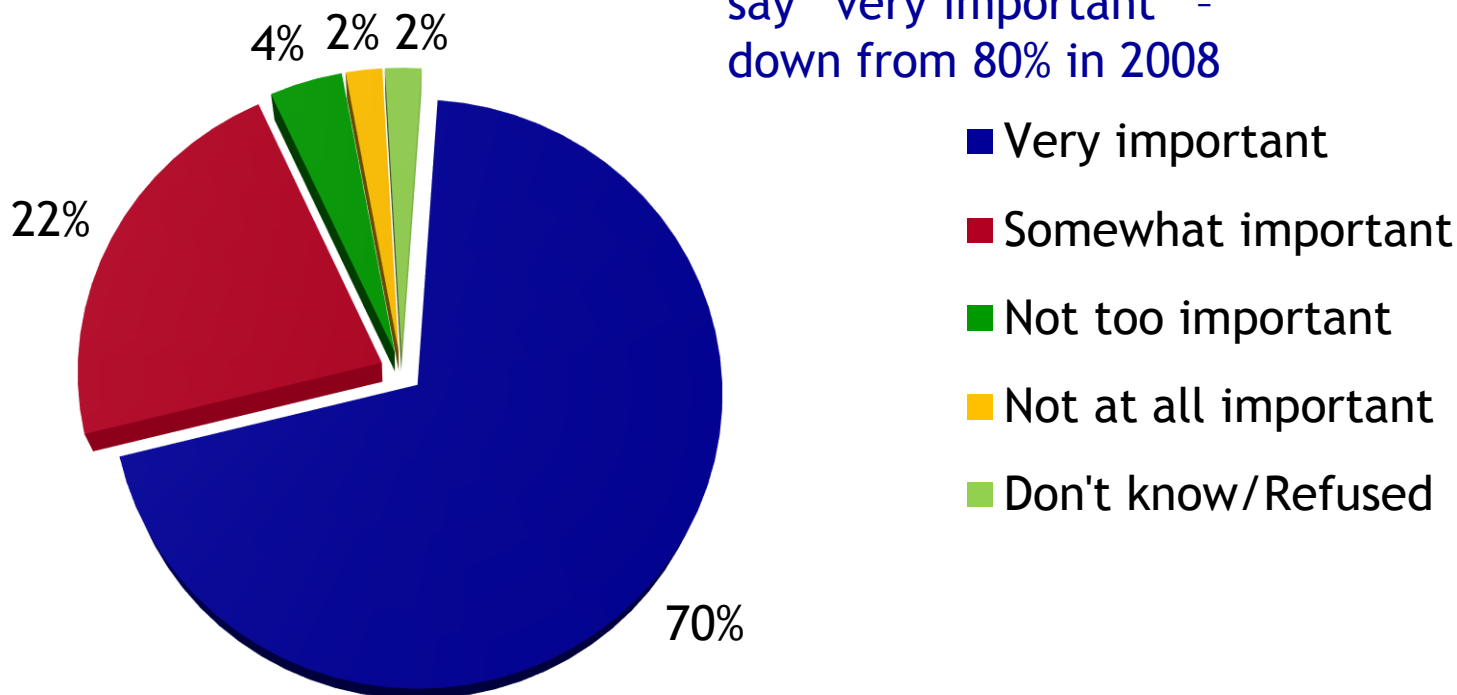


Strength of Belief in Importance of Vaccines Declining

Thinking about the common vaccines available today such as polio, tetanus, measles, and flu, how important do you believe vaccines are to the health of our society today?

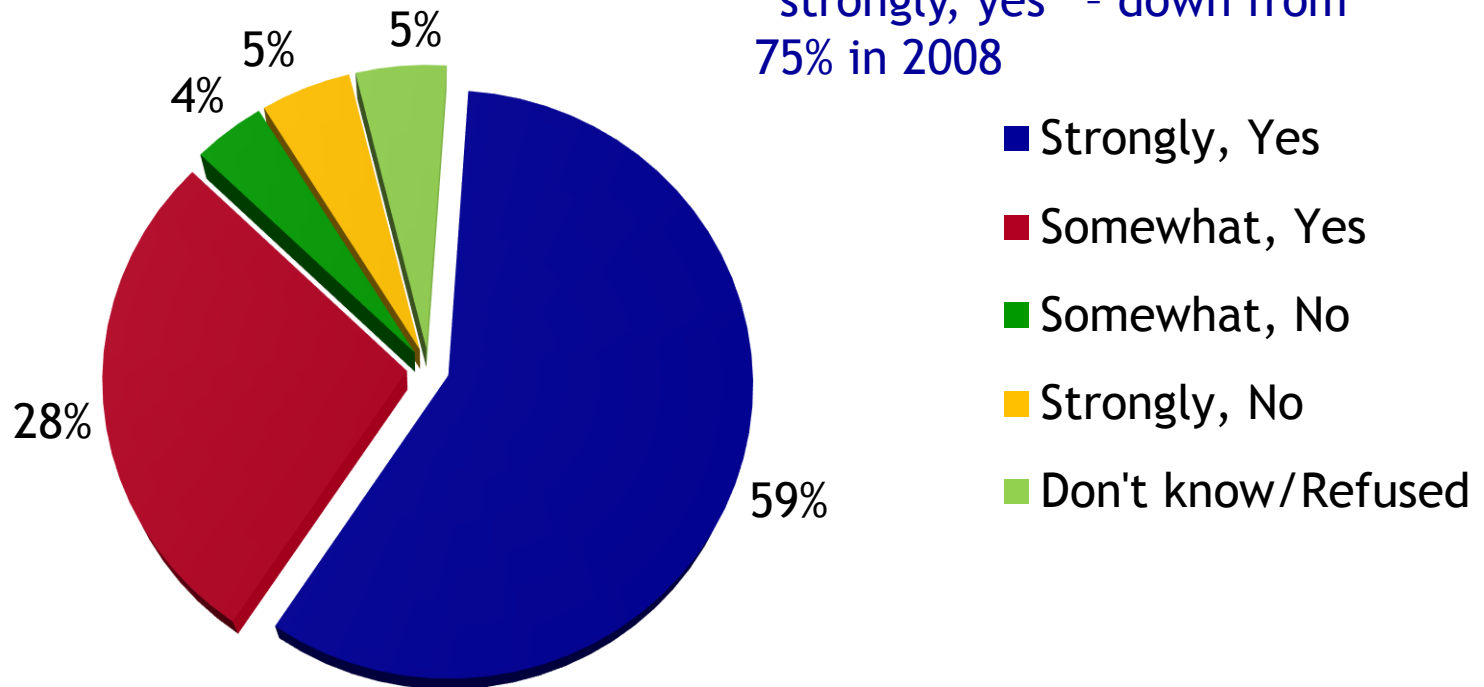
Decrease in those who say “very important” - down from 80% in 2008



Strength of Belief in Benefits of Vaccines Declining

Do you believe that you have personally benefited from the development of vaccines over the last 50 years?

Decrease in those who say “strongly, yes” - down from 75% in 2008



Decline in Belief of Importance of Child Vaccination

How important do you believe it is for parents to have their children vaccinated?

Decrease in those saying “very important” - was 82% in 2008

