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For Immediate Release

New National Poll

U.S. Physicians Believe Flu Vaccine Shortage is Crisis Situation

-- Vast Majority Report Difficulty in Obtaining Adequate Quantities --

FLEMINGTON, NJ, October 20, 2004 -- Results of a new national survey of physicians confirm that an overwhelming majority of U.S. physicians believe that the current flu vaccine shortage is a crisis situation.

The national e-survey was conducted by Muhlenberg College Institute of Public Opinion (MCIPO) and HCD Research between October 19-20, among a nationally representative sample of 600 primary care physicians.

“We conducted the national survey to obtain physicians’ assessment of the current flu vaccine shortage and gauge the seriousness of the situation,” noted Glenn Kessler, Co-Founder and Managing Partner, HCD Research. “Our results indicate that not only do nearly all physicians view this as a crisis situation, almost half believe that it is serious or significant in nature,” explained Kessler.

Among the findings:

- Nearly all physicians (95%) consider the current flu vaccine shortage a crisis situation, with 40% describing it as “serious” or “significant.”
- Approximately 60% report that patients who normally do not ask for the flu shot are requesting the flu vaccination at this time.
- A vast majority of physicians (74%) reported that it was difficult to obtain adequate quantities of vaccine for patients who meet the recommended guidelines for administration of the vaccine.
- Thirty-seven percent (37%) feel that the current administration is not handling the situation properly, and 26% feel that it is not a political issue.

Influenza – commonly called “the flu” – is a contagious respiratory illness caused by influenza viruses. Infection with influenza viruses can result in severe illness and life-

threatening complications. According to the U.S. Centers for Disease Control (CDC), an estimated 10 to 20 percent of U.S. residents get the flu each year; an average of 114, 000 people are hospitalized for flu-related complications and 36,000 Americans die each year from complications of flu.

Founded in 2001, the Muhlenberg College Institute of Public Opinion (MCIPO) has become a respected source of public opinion data on local, statewide and national issues. Headquartered in Flemington, NJ, HCD Research is a pioneer in Internet health care marketing and advertising research.

For more information or to schedule an interview with Glenn Kessler, Co-Founder and Managing Partner, HCD Research or Chris Borick, Ph.D., Associate Political Science Professor, Muhlenberg College, please contact Vince McGourty, M&M Communications, Inc., at 908-713-1267 or vinmcg@earthlink.net.