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Harris Survey Finds Majority of Americans Not Worried About H1N1, Despite CDC Predictions
*Survey Indicates More than One Third of U.S. Adults Will Not Increase
Hand Washing Frequency During Flu Season*

PHILADELPHIA, PA – A new Harris poll, commissioned by SCA Tissue North America's Tork® brand, reveals that 74 percent of U.S adults say it is unlikely they will contract H1N1 this year. Conversely, The Centers for Disease Control (CDC) predicts that up to 40 percent of Americans could be infected with H1N1 through 2010.

The new study highlights widespread confusion about the cause of the H1N1 virus and the preventative methods associated with it. Fifty percent of U.S. adults reported they are confident they could protect themselves from contracting the virus. Yet, more than one-third (38 percent) say they won't be washing their hands more frequently this flu season and almost half (48 percent) are not planning to take advantage of available flu shots.

"It's surprising how much confusion surrounds the spread and prevention of the H1N1 virus," says Mike Kapalko, SCA Tissue's Environmental & Tork Services manager. "It's important to understand not only the relatively high probability of contraction, but also the ways in which the virus spreads, as well as preventative measures and habits that can help keep people healthy."

How the Virus is Spread

Nearly four in 10 U.S. adults (38 percent) think H1N1 is spread through exposure to the virus in public places. Meanwhile, nearly one in 10 (7 percent) believe that simply touching someone with the virus can lead to infection.

According to the CDC, influenza is spread person-to-person when infected people cough or sneeze. In addition, the virus can survive for up to 72 hours on common surfaces like faucets or door handles. Considering we use our hands for almost everything, good hand hygiene is essential to minimize the spread of the virus.

Tips to Prevent Contracting H1N1

The best methods to prevent the virus's spread are to avoid sick people and wash hands often. Drying hands properly and using paper towels to turn off the faucet and open the door are also key steps in protecting yourself from infection.



Dr. Allison Aiello, Tork Green Hygiene Council member and assistant professor of epidemiology at the University of Michigan-School of Public Health, recommends washing with soap and warm water for the length of time it takes to sing "Happy Birthday" twice.

"Make sure to remove watches and jewelry and wash and dry them separately prior to washing your hands," Aiello says. "Moist jewelry on the hands can become a breeding ground for germs. During the hand wash be sure to wash under the nails since millions of germs gather there. And research has shown that damp hands spread 1,000 times more germs than dry hands¹, so thorough drying is just as important as frequent washing. Using paper towels is the only option that actually reduces the number of bacteria on your hands when away from home or in public restrooms."

The Harris poll also proves consumer misperceptions surrounding the effectiveness of air driers. Although 43 percent of adults think hot or high velocity air dryers are the most hygienic method for drying hands, compared to single use paper towels, warm air dryers can actually increase the bacteria on your hands by up to 254 percent².

Overall, 93 percent of U.S. adults say they believe hand sanitizers were at least somewhat effective in preventing the spread of H1N1. When a sink and soap are unavailable, hand sanitizers can also minimize the risk of infection.

Additional survey results found that employed U.S. adults are concerned with how H1N1 could impact work performance:

- 77 percent report H1N1 for themselves or family member would impact work
- 26 percent said work performance would be impacted
- 21 percent would have to take unpaid time off
- 36 percent would use paid sick time but 16 percent would have to use paid vacation
- 6 percent reported they might lose their job while two percent reported they would definitely lose job

For complete survey results please contact Eileen Garrity at 312-616-3869 or egarrity@c-k.com.

Survey Methodology

The commissioned online survey was conducted Sept. 15 – Sept. 17, 2009, by Harris Interactive on behalf of the Tork® brand of SCA Tissue North America, and interviewed 2,123 U.S. adults 18 or older. Data were weighted using propensity score weighting to be representative of the total U.S. adult population on the basis of region, age within

¹ Patrick, D.R., Findon, G., Miller, T.E., *Epidemiology and Infection*

² Redway, Keith & Fawdar, Shameem, *University of Westminster Study*



gender, education, household income, race/ethnicity, and propensity to be online. No estimates of theoretical sampling error can be calculated.

About Tork

The Tork brand offers a complete range of products and services within hygiene and cleaning for away from home washrooms, healthcare, food service and industry. Through customer understanding and particular expertise in hygiene and sustainability, Tork has become a market leader in many segments and a committed partner to businesses in over 90 countries. Tork is a global brand in the SCA portfolio. To keep up with the latest Tork news and innovations, please visit: www.torkusa.com.

About SCA

SCA is a global hygiene and paper company that develops, produces and markets personal care products, tissue, packaging solutions and solid-wood products, with sales of around \$17 billion USD. The SCA Group employs approximately 50,000 people and has production in 60 countries. The hygiene portfolio includes global brands TENA and Tork, and regional brands Tempo, Zewa, Velvet, Libero, Libresse and Edet. SCA hygiene solutions are found in over 90 countries. SCA is recognized as a global leader in sustainable development. SCA was ranked as the world's greenest paper company in 2007 by The Independent newspaper and EIRIS research. For more information about SCA, hygiene and sustainability, please visit: www.sca.com.

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