



THE KAISER FAMILY FOUNDATION

National Survey of Public Knowledge of HPV, the Human Papillomavirus



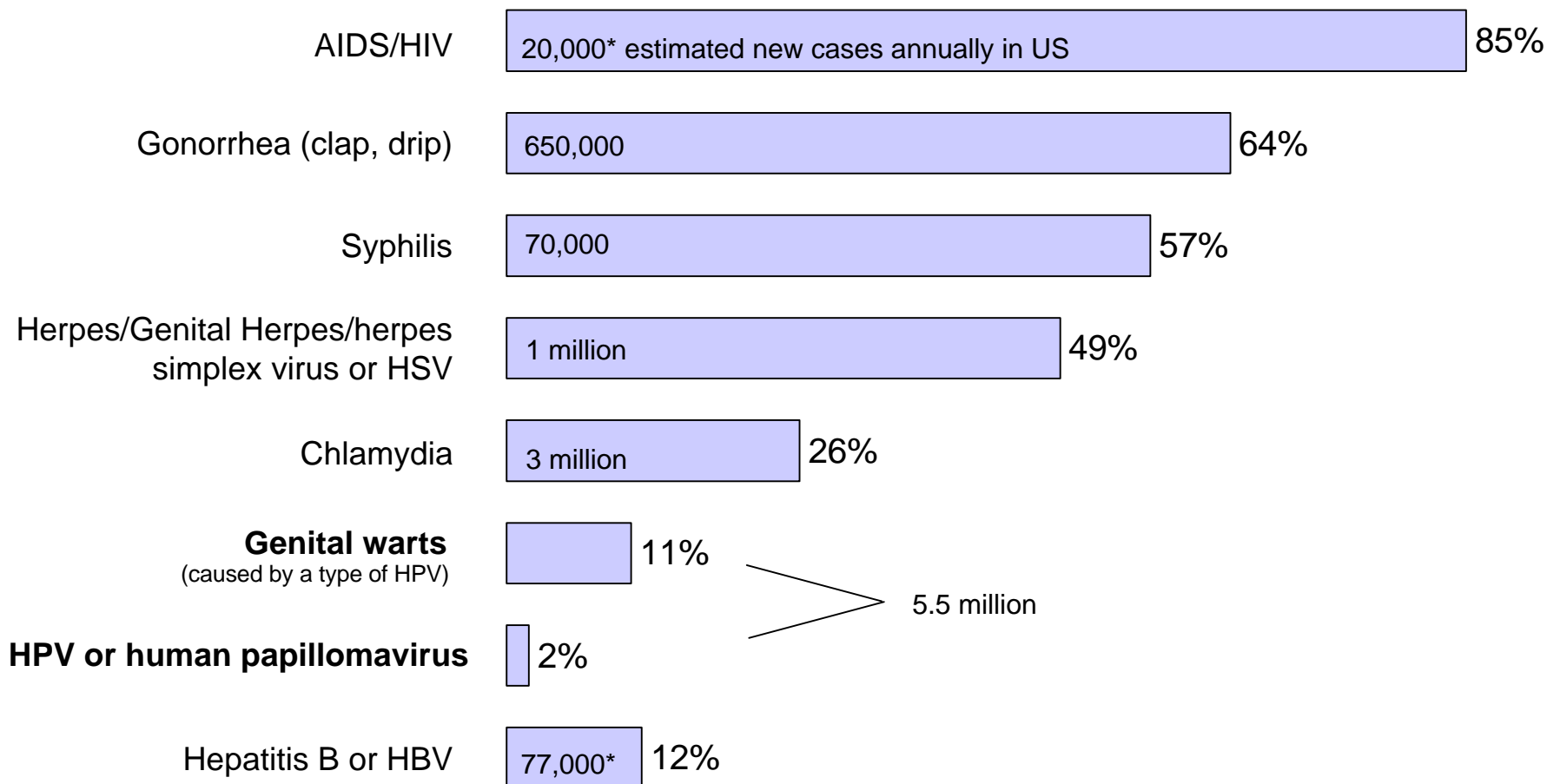
METHODOLOGY

The data from this chart pack was taken from the Kaiser/Harvard Public School of Health, Health News Index. The Health News Index is based on a national random sample survey of 1,006 Americans conducted February 4-8, 2000 to measure Americans' interest in and knowledge of health stories covered in the news media during the previous month. The survey was designed and analyzed jointly by the staff of the Kaiser Family Foundation and staff at the Harvard University School of Public Health under the direction of Professor Robert J. Blendon, Sc.D., and in consultation with the Pew Center for The People and The Press. The survey was conducted by Princeton Survey Research Associates. The margin of error is +/- 3%. For additional copies of the complete Health News Index (# 3004), please call the Kaiser Family Foundation's Publications Request Line at 1-800-656-4533.

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PUBLIC NOT AWARE OF HPV

Percent of Americans (18 and older) who named each when asked what STDs they could name...



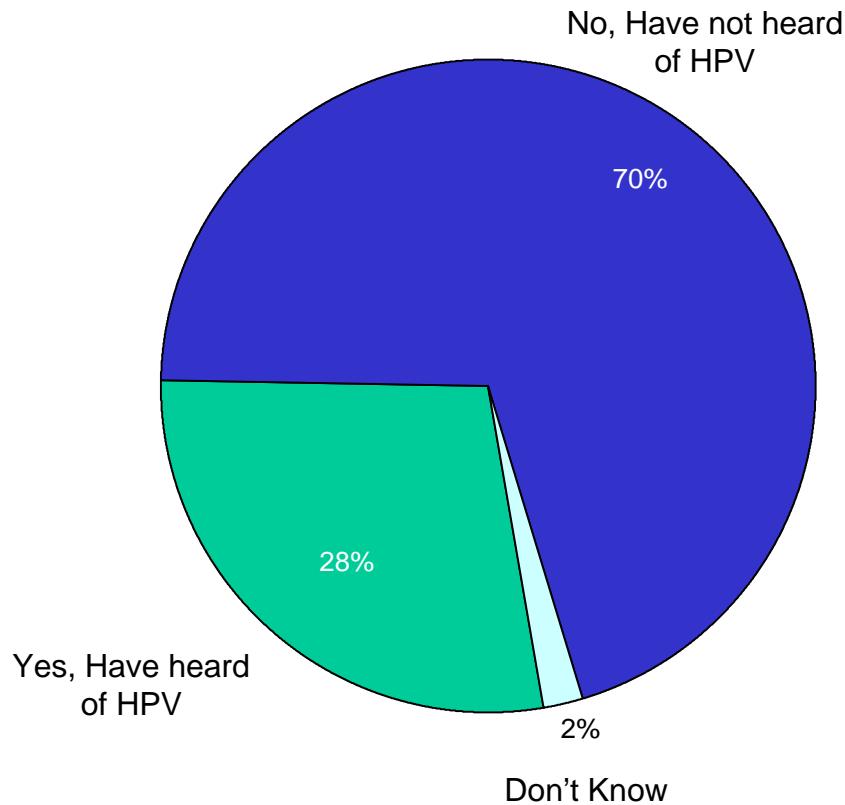
*Note: Estimates for HIV and Hepatitis B reflect only sexual modes of transmission; estimates are higher when non-sexual transmission is included.

Source: Kaiser Family Foundation/Harvard School of Public Health, Health News Interest Index, February 2000, Kaiser Family Foundation and American Social Health Association, *Sexually Transmitted Disease in America: How many Cases and at What Cost?*, December 1998.

MOST AMERICANS HAVE NOT HEARD OF HPV AND DON'T KNOW THE RISKS

Percent of Americans (18 and older)
who have heard of HPV...

Among those who had heard of HPV, who knew...



Sometimes associated
with genital warts

42%

Sometimes associated
with cervical cancer

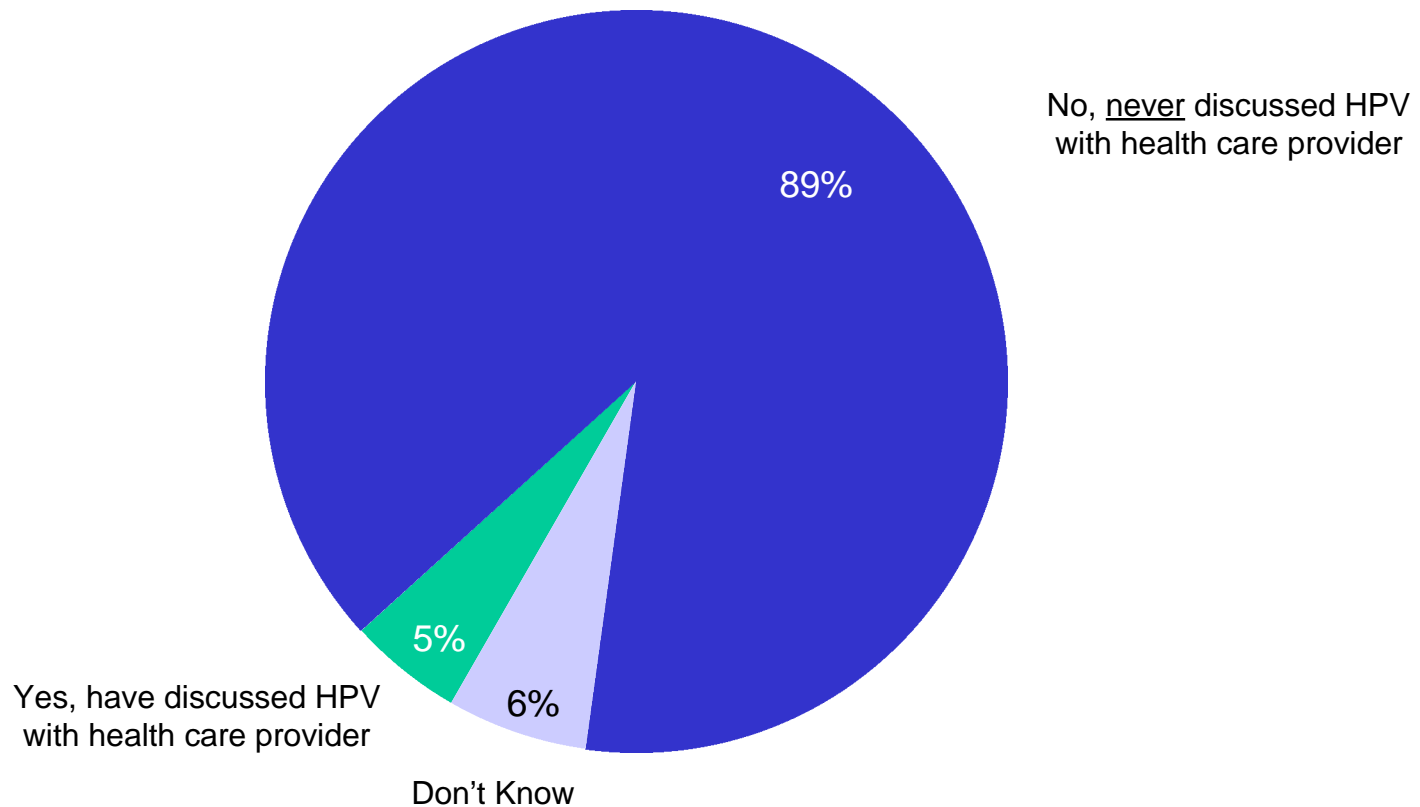
41%

Not curable

51%

AND THEY'RE NOT TALKING ABOUT HPV WITH THEIR HEALTH CARE PROVIDERS

Percent of Americans (18 and older) who have ever discussed HPV with a health care provider...



Source: Kaiser Family Foundation/Harvard School of Public Health, Health News Interest Index, February 2000.



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