

NOW AVAILABLE FOR IMMEDIATE PURCHASE . . .

2011 International Study of *PEDIATRIC VACCINES*

The **2011 International Study of Pediatric Vaccines** examines mothers' knowledge, use of and attitudes toward common childhood vaccines. The research builds on a similar study conducted in the United States and reports results of selected key measures from the U.S. survey to provide cross-country comparisons.

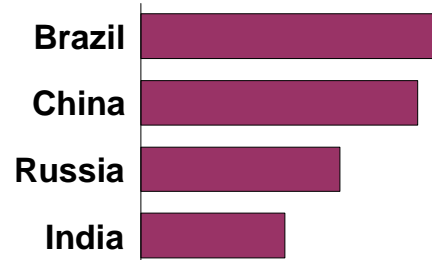
Countries included in this report are **BRAZIL, RUSSIA, INDIA** and **CHINA**. Findings are organized and reported as described below . . .

- Awareness & Understanding of Childhood Vaccines
- Children's Vaccine Experiences & Behaviors
- Role of Healthcare Providers in Recommending Vaccines
- Attitudes & Opinions About Children's Vaccines
- Pediatric Vaccine Psychographics
- Safety, Side-Effects and Concerns About Pediatric Vaccines

REPORT EXCERPT:

"In general, Brazil has reportedly higher awareness and vaccination levels for childhood illnesses. By contrast, pediatric vaccinations for many diseases are lower in India with fewer than half of Indian children receiving vaccinations for measles, rubella, pertussis, mumps or tuberculosis."

Comparative Prevalence of Childhood Vaccinations



COST

All four countries - \$36,000.

Country purchased separately - \$10,000. each

(Subject to New Jersey or New York sales tax where applicable.)

METHODOLOGY

Online survey of mothers of children ages 12 and younger conducted in December 2011 and January 2012 ($n=2,031$; *approximately 500 interviews in each country*). In India, online methodology was supplemented by central location interviews comprising roughly 60% of the final sample.

ELECTRONIC DELIVERABLES

Summary (*narrative analysis of research data and implications*) and **Top-Line Tables**

Volumes detailing individual and comparative results for each country
PowerPoint format

Detailed Tabular Analysis Volume (*data tables for each country cross-tabulated by key demographic, behavioral and attitudinal variables*) in PDF format

Optional bound, hard-copy volumes are available for \$50 per Summary Volume or \$75 for each full set of report volumes (*Summary, Top-Line Tables, Tabular Analysis*)

FOR MORE INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:

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