



The Zika virus is, appropriately, garnering much attention from the Centers for disease Control and Prevention (CDC) and others concerned about the nation’s health. Although the illness is usually mild with “symptoms lasting for several days to a week,” Zika virus infection during pregnancy can cause serious side effects.

Despite promising declines in unplanned pregnancy rates in recent years, 45% of pregnancies in the United states are described by women themselves as unplanned. With the CEC watching closely for cases of Zika in the U.S., it’s more important than ever to provide comprehensive access to the full range of birth control methods.

Around 6 in 10 American adults say they know little or nothing about the Zika virus and of those who know something about the virus, less than half know that Zika can be transmitted through sexual contact, according to the results of a new nationally representative survey of 1,009 adults age 18-45.

Data presented here are drawn from a national telephone survey conducted for The National Campaign by SSRS, an independent research company. Telephone interviews were conducted from May 25 through June 7, 2015 among a nationally representative sample of 1,009 respondent age 18-45. The margin of error for total respondents is +/- 3.35% at the 95% confidence level.

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### **Question: How much do you know about the Zika virus?**

#### **A lot/a moderate amount = 36% overall**

- Female=43%
- Male=29%
- White, non-Hispanic=36%
- Black, non-Hispanic=31%
- Hispanic=40%
- North East residents=35%
- North Central residents=37%
- South residents=35%
- West resident=38%

#### **Little/nothing=64% overall**

- Female=57%
- Male=70%

White, non-Hispanic=64%  
Black, non-Hispanic=68%  
Hispanic=60%  
North East residents=65%  
North Central residents=62%  
South residents=65%  
West resident=62%

**Question: As far as you know, can the Zika virus be transmitted through sexual intercourse or not?**

**(Asked of those who know at least a little about Zika)**

**Yes = 49% overall**

Female=49%  
Male=48%  
White, non-Hispanic=51%  
Black, non-Hispanic=44%  
Hispanic=47%  
North East residents=51%  
North Central residents=48%  
South residents=49%  
West resident=46%

**No = 37% overall**

Female=39%  
Male=35%  
White, non-Hispanic=35%  
Black, non-Hispanic=43%  
Hispanic=39%  
North East residents=31%  
North Central residents=41%  
South residents=38%  
West resident=39%

**Question: How much, if anything, do you know about the sexual transmission of the Zika virus?**

**A lot/a moderate amount=34% overall**

Female=39%  
Male=28%  
White, non-Hispanic=31%  
Black, non-Hispanic=43%  
Hispanic=35%  
North East residents=32%  
North Central residents=24%  
South residents=35%

West resident=41%

**Little/nothing=66% overall**

Female=61%

Male=72%

White, non-Hispanic=69%

Black, non-Hispanic=57%

Hispanic=65%

North East residents=68%

North Central residents=76%

South residents=65%

West resident=59%

**Question: Have concerns about becoming infected with the Zika virus  
cause you to change your sexual behavior in any way?**

(Asked of those who are aware Zika can be transmitted through sexual intercourse)

**Yes = 12% overall**

Female=11%

Male=14%

White, non-Hispanic=6%

Black, non-Hispanic=18%

Hispanic=24%

North East residents=13%

North Central residents=8%

South residents=13%

West resident=15%

**No = 86% overall**

Female=87%

Male=86%

White, non-Hispanic=93%

Black, non-Hispanic=82%

Hispanic=74%

North East residents=83%

North Central residents=89%

South residents=87%

West resident=85%

**Question: Have you or do you plan to change your current birth control  
use because of concerns about the Zika virus?**

(Asked of those who are aware Zika can be passed from mother to baby during  
pregnancy)

**Yes = 7% overall**

Female=8%

Male=6%  
White, non-Hispanic=4%  
Black, non-Hispanic=6%  
Hispanic=14%  
North East residents=5%  
North Central residents=5%  
South residents=8%  
West resident=8%

**No =88% overall**

Female=88%  
Male=88%  
White, non-Hispanic=92%  
Black, non-Hispanic=87%  
Hispanic=81%  
North East residents=88%  
North Central residents=90%  
South residents=86%  
West resident=89%

**Question: As far as you know, can the Zika Virus be passed from a pregnant woman to her baby during pregnancy?**  
(Asked of those who know at least a little about Zika)

**Yes = 84% overall**

Female=87%  
Male=80%  
White, non-Hispanic=85%  
Black, non-Hispanic=82%  
Hispanic=85%  
North East residents=84%  
North Central residents=82%  
South residents=83%  
West resident=86%

**No = 7% overall**

Female=6%  
Male=8%  
White, non-Hispanic=5%  
Black, non-Hispanic=7%  
Hispanic=10%  
North East residents=5%  
North Central residents=9%  
South residents=8%  
West resident=6%

**Question: Have concerns about becoming infected with the Zika virus caused you to be more careful about avoiding an unplanned pregnancy or postponing a planned pregnancy?**

**Yes = 25% overall**

Female=29%

Male=21%

White, non-Hispanic=17%

Black, non-Hispanic=26%

Hispanic=46%

North East residents=26%

North Central residents=23%

South residents=28%

West resident=23%

**No = 67% overall**

Female=65%

Male=70%

White, non-Hispanic=78%

Black, non-Hispanic=63%

Hispanic=44%

North East residents=66%

North Central residents=71%

South residents=63%

West resident=73%