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A Report To
**The Globe and Mail
and CTV**

**Canadian Attitudes toward
H1N1 Swine Flu -- Wave 2**

October 25, 2009

Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a national online survey of 1,000 Canadians. This survey was conducted using the Research Now Web Perspectives online panel. All respondents were 18 years of age or older.
- ◆ Respondents completed web-based questionnaires between Thursday October 22nd and Saturday October 24th, 2009.
- ◆ The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the online panel provide results that are intended to estimate the true state of public opinion on the topics covered in this poll on the dates the questionnaire was administered.
- ◆ The results of any sample survey or poll, irrespective of methodology, may not exactly equal the true population due to multiple sources of imprecision including: coverage error, sampling error, response bias, inaccuracies resulting from non-response, and influences from question order, question wording and response options. Using statistical theory, the sampling error at a given probability level can be calculated for pure random samples with 100% response rates. This sampling error is commonly reported as the “margin of error” and is a best estimate only, as no survey or poll comes close to this ideal.
- ◆ As respondents for this poll were selected from among those who have agreed to be invited to participate in online surveys, no estimates of theoretical sampling error can be calculated.
- ◆ *Note: Proportions may not sum to 100% due to rounding.*

Is Canada on the Right Track or the Wrong Track?

	Canada												Quebec												Rest of Canada*															
	Aug 9-12 2007	Feb 14-17 2008	Jun 6-9 2008	Aug 25-31 2008	Sep 28-29 2008	Dec 3 2008	Jan 12-14 2009	Jan 28-29 2009	Mar. 13-16 2009	May 26-28 2009	July 17-21 2009	Oct 22 - Oct 24 2009	Aug 9-12 2007	Feb 14-17 2008	Jun 6-9 2008	Aug 25-31 2008	Sep 28-29 2008	Dec 3 2008	Jan 12-14 2009	Jan 28-29 2009	Mar. 13-16 2009	May 26-28 2009	July 17-21 2009	Oct 22 - Oct 24 2009	Aug 9-12 2007	Feb 14-17 2008	Jun 6-9 2008	Aug 25-31 2008	Sep 28-29 2008	Dec 3 2008	Jan 12-14 2009	Jan 28-29 2009	Mar. 13-16 2009	May 26-28 2009	July 17-21 2009	Oct 22 - Oct 24 2009				
n=	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	247	243	243	243	243	243	243	243	243	243	243	243	753	757	757	757	757	757	757	757	757	757	757	757	757	757	757	1000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
On the right track	64	68	55	57	61	37	67	59	53	55	62	60	64	64	56	58	54	29	64	53	37	47	62	48	64	68	56	57	63	39	68	61	59	58	62	65				
On the wrong track	35	32	43	40	37	62	31	41	47	45	38	40	36	36	44	40	44	70	35	47	63	53	38	52	34	30	42	39	34	59	29	39	41	42	38	36				

	Ontario												West											
	Aug 9-12 2007	Feb 14-17 2008	Jun 6-9 2008	Aug 25-31 2008	Sep 28-29 2008	Dec 3 2008	Jan 12-14 2009	Jan 28-29 2009	Mar. 13-16 2009	May 26-28 2009	July 17-21 2009	Oct 22 - Oct 24 2009	Aug 9-12 2007	Feb 14-17 2008	Jun 6-9 2008	Aug 25-31 2008	Sep 28-29 2008	Dec 3 2008	Jan 12-14 2009	Jan 28-29 2009	Mar. 13-16 2009	May 26-28 2009	July 17-21 2009	Oct 22 - Oct 24 2009
n=	379	383	383	383	383	383	383	383	383	383	383	1000	297	300	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
On the right track	62	69	52	54	65	36	64	63	58	57	61	63	69	68	58	61	64	47	74	62	63	61	64	67
On the wrong track	37	29	46	41	33	63	35	37	42	43	39	37	29	31	37	36	34	50	25	38	37	40	36	33

*Note: Rest of Canada includes all provinces except Quebec

Q 1. Right now, do you think that overall the Country is on the right track or the wrong track?
 Base: All respondents
 NOTE: After January 12-14 methodology switched from telephone sampling to online sampling.

What proportion of Canadians had the flu in the last year?

	Total Sample July 17 – 21 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Yes	23	32	21	21	22
No	77	68	79	79	78

	Total Sample October 22-24 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Yes	23	28	22	18	25
No	77	72	79	82	75

Q 3. Have you had the flu in the last year?

Base: All respondents

How recently did Canadians have the flu?

	Total Sample July 17 – 21 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	233	77	156	80	65
	%	%	%	%	%
Within the last 6 to 12 months	47	43	50	51	50
Within the last 4 to 6 months	24	23	24	25	21
Within the last 2 to 4 months	18	21	17	13	23
Within the last month	11	14	9	11	7

	Total Sample October 22-24 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	230	67	163	69	75
	%	%	%	%	%
Within the last 6 to 12 months	53	49	55	51	59
Within the last 4 to 6 months	8	10	8	8	7
Within the last 2 to 4 months	11	18	8	9	7
Within the last month	28	23	29	33	27

Q 4. Have you had the flu with within the last 6 to 12 months More than 6 months ago, within the last 4 to 6 months, within the last 2 to 4 months, within the last month
 Base: Those who had the flu in the last year

How many Canadians had family members who had the flu in the past year?

	Total Sample July 17 – 21 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Yes	32	37	30	28	34
No	68	63	70	72	66

	Total Sample October 22-24 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Yes	33	39	31	29	35
No	67	61	69	72	65

Q 5. Has anyone in your family had the flu in the last year?

Base: All respondents

How recently did these family members have the flu?

	Total Sample July 17 – 21 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	317	91	226	108	101
	%	%	%	%	%
Within the last 6 to 12 months	49	41	52	53	52
Within the last 4 to 6 months	27	23	29	29	26
Within the last 2 to 4 months	16	26	12	10	13
Within the last month	8	10	8	7	9

	Total Sample October 22-24 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	332	96	237	383	106
	%	%	%	%	%
Within the last 6 to 12 months	45	43	46	51	42
Within the last 4 to 6 months	15	15	15	14	14
Within the last 2 to 4 months	12	14	11	10	12
Within the last month	28	28	28	26	34

Q 6. Have they had the flu with within the last 6 to 12 months More than 6 months ago, within the last 4 to 6 months, within the last 2 to 4 months, within the last month
 Base: Those who had an incidence of flu in the family in the last year

Are Canadians aware of H1 N1 / Swine Flu?

	Total Sample July 17 – 21 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Yes	98	95	99	98	99
No	2	5	1	2	1

	Total Sample October 22-24 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Yes	98	98	98	96	100
No	2	2	2	4	<1

Q 7. Have you read or heard anything about the H1 N1 Flu, also known as the Swine Flu?
 Base: All respondents

How many Canadians have had H1 N1 / Swine Flu or have known someone who has had it?

	Total Sample July 17 – 21 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
I have had the H1 N1/Swine Flu	1	<1	1	1	<1
I personally know someone who has had the H1 N1/Swine flu	7	8	6	7	5
I have had the H1 N1/ Swine Flu and I personally know someone who has had the H1 N1/Swine Flu	1	-	1	1	2
I have not had the H1 N1/Swine Flu flu and don't know anyone who had had the H1 N1/Swine Flu	92	91	92	91	93

	Total Sample October 22-24 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
I have had the H1 N1/Swine Flu	1	<1	1	1	1
I personally know someone who has had the H1 N1/Swine flu	13	9	14	11	17
I have had the H1 N1/ Swine Flu and I personally know someone who has had the H1 N1/Swine Flu	1	-	2	2	2
I have not had the H1 N1/Swine Flu flu and don't know anyone who had had the H1 N1/Swine Flu	85	90	83	87	80

Q 8. Have you had the H1 N1/Swine Flu or do you know anyone personally who had the H1 N1/Swine Flu?

Base: All respondents

How many Canadians have taken precautions against H1 N1 / Swine Flu?

	Total Sample July 17 – 21 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Yes	46	43	47	47	47
No	54	57	53	53	53

	Total Sample October 22-24 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Yes	63	50	67	65	69
No	37	50	33	35	31

Q 9. Have you been taking any precautions to prevent catching the H1 N1/Swine Flu?

Base: All respondents

Which precautionary measures have they taken?

	Total Sample July 17 – 21 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	459	106	353	180	142
	%	%	%	%	%
Washing hands more often	98	97	99	98	99
Getting flu shot	33	35	32	39	26
Avoiding crowded places	27	26	28	26	27
Not shaking hands	17	18	17	16	18
Avoiding public transit	16	13	16	15	18
Visiting retail stores less often	14	10	15	14	16
Avoiding airplane flights	9	6	10	8	12
Cancelled trip to Mexico	5	8	4	4	6
Other	12	9	12	8	19

Q 10. What precautions have you taken?

Base: Those taking precautions to prevent swine flu @ Q9

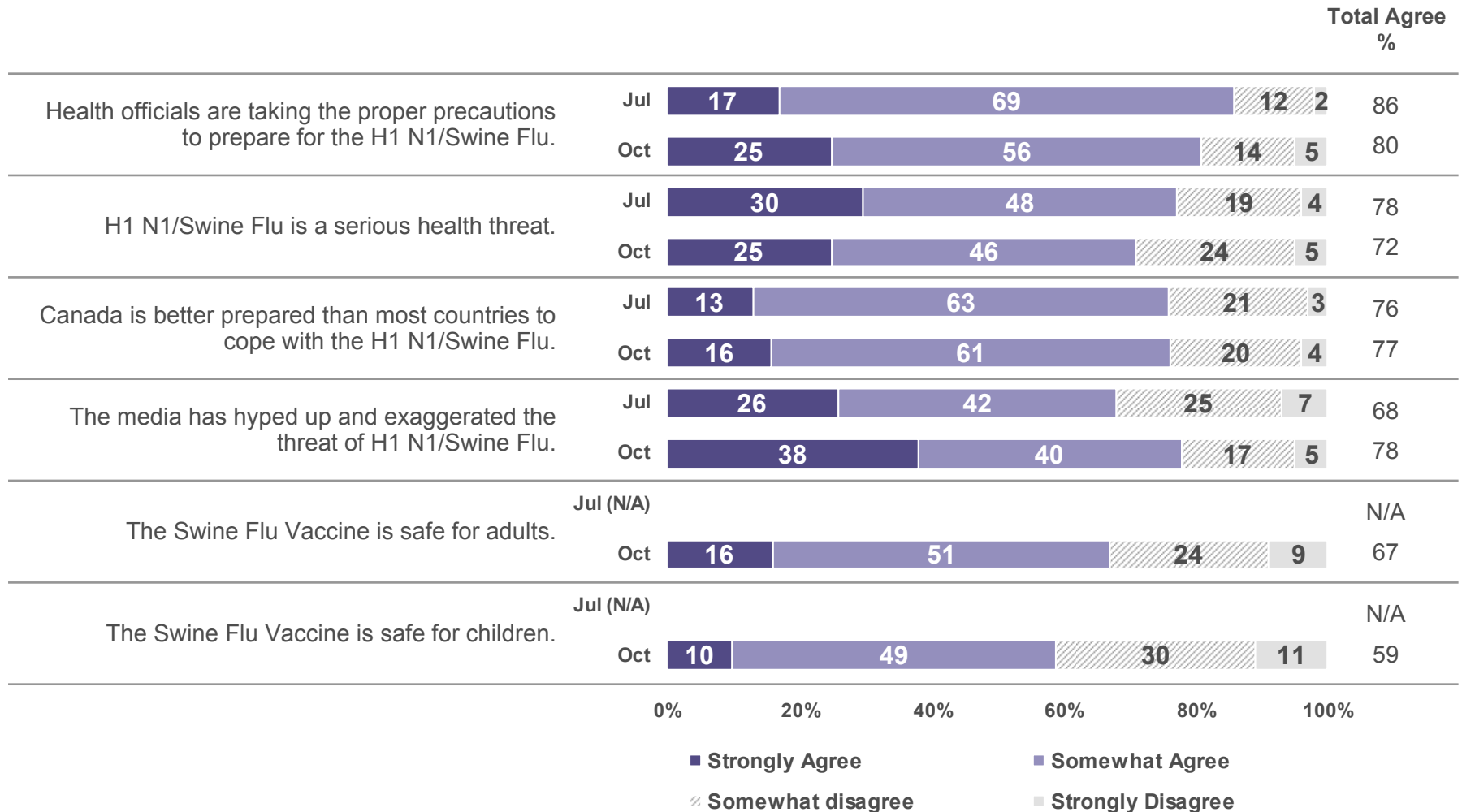
Which precautionary measures have they taken?

	Total Sample October 22-24 2009	Region			
		Quebec	Rest of Canada	Ontario	West
n=	627	123	505	249	207
	%	%	%	%	%
Washing hands more often	97	98	97	98	97
Getting flu shot	34	32	34	36	30
Avoiding crowded places	32	26	33	33	35
Not shaking hands	35	41	34	37	31
Avoiding public transit	19	15	20	18	21
Visiting retail stores less often	19	8	22	22	23
Avoiding airplane flights	11	6	12	11	13
Cancelled trip to Mexico	3	2	4	4	2
Other	14	9	15	14	17

Q 10. What precautions have you taken?

Base: Those taking precautions to prevent swine flu @ Q9

What are Canadians' attitudes towards H1N1 / Swine Flu?



Q 11-16. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with these statements?

Base: All respondents

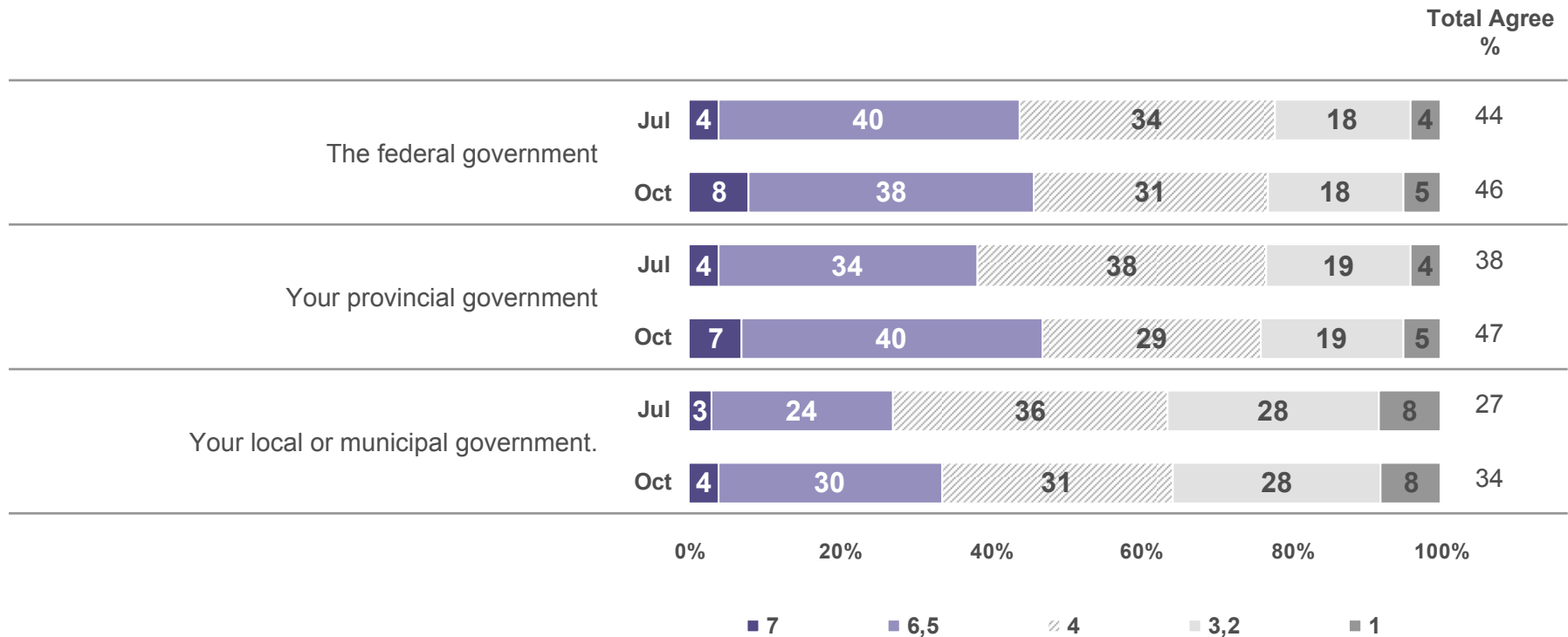
What are Canadians' attitudes towards H1N1 / Swine Flu?

% Agree	Total Sample July 17-21 2009	Total Sample October 22-24 2009	Region							
			Quebec		Rest of Canada		Ontario		West	
			Jul	Oct	Jul	Oct	Jul	Oct	Jul	Oct
n=	1000	1000	243	243	757	757	383	383	300	300
	%	%	%	%	%	%	%	%	%	%
Health officials are taking the proper precautions to prepare for the H1 N1/Swine Flu.	86	80	80	74	88	82	90	83	85	82
H1 N1/Swine Flu is a serious health threat.	78	72	78	65	78	74	79	72	76	73
Canada is better prepared than most countries to cope with the H1 N1/Swine Flu.	76	77	66	69	80	79	78	81	81	76
The media has hyped up and exaggerated the threat of H1 N1/Swine Flu.	68	78	67	83	68	76	69	78	69	77
The Swine Flu Vaccine is Safe for Adults.	N/A	67	N/A	53	N/A	71	N/A	71	N/A	72
The Swine Flu Vaccine is Safe for Children.	N/A	59	N/A	46	N/A	63	N/A	63	N/A	62

Q 11-16. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with these statements?

Base: All respondents

How do Canadians rate the Governments' efforts to prevent and prepare for H1 N1 / Swine Flu?



Q17-19 Based on a scale of 1 to 7 - 7 being best and 1 being worst – how would you rate the performance – to date – of each level of government in preventing and preparing to deal with the H1 N1/Swine Flu?

Base: All respondents

How do Canadians rate the Governments' efforts to prevent and prepare for H1 N1 / Swine Flu?

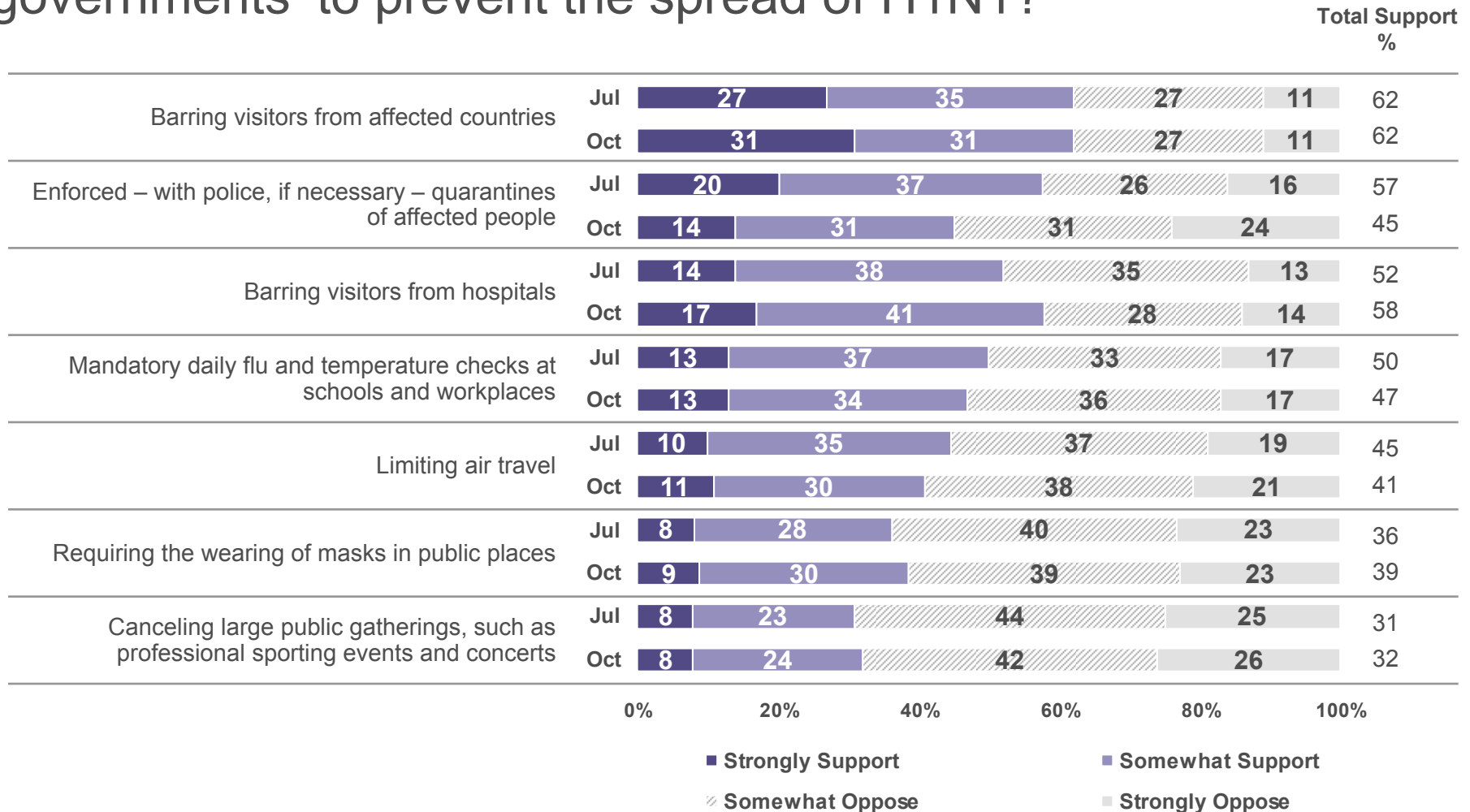
% Good Job (7,6,5)

	Total Sample July 17-21 2009	Total Sample October 22-24 2009	Region							
			Quebec		Rest of Canada		Ontario		West	
			Jul	Oct	Jul	Oct	Jul	Oct	Jul	Oct
n=	1000	1000	243	243	757	757	383	383	300	300
	%	%	%	%	%	%	%	%	%	%
The federal government	44	46	44	37	44	49	41	50	48	46
Your provincial government	38	47	48	50	36	46	35	45	38	44
Your local or municipal government.	27	34	25	22	28	38	27	39	30	38

Q17-19 Based on a scale of 1 to 7 - 7 being best and 1 being worst – how would you rate the performance – to date – of each level of government in preventing and preparing to deal with the H1 N1/Swine Flu?

Base: All respondents

To what extent do Canadians support steps taken by their governments' to prevent the spread of H1N1?



Q 20-26. Would you strongly support, somewhat support, somewhat oppose or strongly oppose the following steps by the government to prevent the spread of H1 N1/Swine Flu in Canada?
 Base: All respondents

To what extent do Canadians support steps taken by their governments' to prevent the spread of H1N1?

<i>% Support</i>	Total Sample July 17-21 2009	Total Sample October 22-24 2009	Region							
			Quebec		Rest of Canada		Ontario		West	
			Jul	Oct	Jul	Oct	Jul	Oct	Jul	Oct
n=	1000	1000	243	243	757	757	383	383	300	300
	%	%	%	%	%	%	%	%	%	%
Barring visitors from affected countries	62	62	68	66	61	61	63	64	59	56
Enforced – with police, if necessary – quarantines of affected people	57	45	71	46	53	44	56	46	51	41
Barring visitors from hospitals	52	58	53	61	52	57	51	61	48	50
Mandatory daily flu and temperature checks at schools and workplaces	50	47	59	50	48	46	47	45	46	44
Limiting air travel	45	41	46	43	45	40	45	41	43	39
Requiring the wearing of masks in public places	36	39	41	45	35	36	33	37	36	35
Canceling large public gatherings, such as professional sporting events and concerts	31	32	25	33	32	31	29	31	35	29

Q 20-26. Would you strongly support, somewhat support, somewhat oppose or strongly oppose the following steps by the government to prevent the spread of H1 N1/Swine Flu in Canada?
Base: All respondents

What are the top two priority groups for receiving H1 N1 vaccination?

Top Two Priority Groups	Total Sample July 17-21 2009	Total Sample October 22-24 2009	Region							
			Quebec		Rest of Canada		Ontario		West	
			Jul	Oct	Jul	Oct	Jul	Oct	Jul	Oct
n=	1000	1000	243	243	757	757	383	383	300	300
	%	%	%	%	%	%	%	%	%	%
Children	50	50	43	41	52	53	53	52	55	51
Middle aged adults	42	39	33	29	46	43	43	40	47	47
Infants	40	35	47	54	38	28	38	31	37	25
Pregnant women	37	48	41	43	36	50	34	49	38	51
The elderly	31	28	37	33	29	27	32	28	23	26

Q 27A/B. As you may know, experts say that the H1 N1/Swine Flu is most dangerous to healthy, middle aged adults. If there is not enough H1 N1/Swine Flu vaccine to go around for all the general population, which groups do you think should be vaccinated first? Who should be vaccinated second?

Base: All respondents

Should those who are willing to pay get priority for vaccination?

	Total Sample July 17-21 2009	Total Sample October 22-24 2009	Region							
			Quebec		Rest of Canada		Ontario		West	
			Jul	Oct	Jul	Oct	Jul	Oct	Jul	Oct
n=	1000	1000	243	243	757	757	383	383	300	300
	%	%	%	%	%	%	%	%	%	%
Yes	49	44	62	56	45	40	45	38	45	43
No	51	56	38	43	56	60	55	63	55	57

Q 28. If there is not enough H1 N1/Swine Flu vaccine to go around for free to all the general population, should people who are willing to pay extra be vaccinated?

Base: All respondents

How severe is H1 N1 in comparison to the common cold?

	Total Sample July 17-21 2009	Total Sample October 22-24 2009	Region							
			Quebec		Rest of Canada		Ontario		West	
			Jul	Oct	Jul	Oct	Jul	Oct	Jul	Oct
n=	1000	1000	243	243	757	757	383	383	300	300
	%	%	%	%	%	%	%	%	%	%
7 – No worse than the common cold	7	11	9	18	6	9	4	9	8	10
6,5	28	26	27	33	28	24	26	25	30	23
4	22	22	24	21	22	22	24	23	18	22
3,2	36	34	33	24	37	37	38	34	37	38
1 – Life threatening	8	7	7	5	8	8	9	9	8	6

Q 29. Based on what you have read or heard, on a scale of 1 to 7 - where "1" means life threatening and "7" means no worse than a common cold or flu - where would you place the H1 N1/Swine Flu?

Base: All respondents

How worried are Canadians about catching H1 N1 / Swine Flu?

	Total Sample July 17-21 2009	Total Sample October 22-24 2009	Region							
			Quebec		Rest of Canada		Ontario		West	
			Jul	Oct	Jul	Oct	Jul	Oct	Jul	Oct
n=	1000	1000	243	243	757	757	383	383	300	300
	%	%	%	%	%	%	%	%	%	%
NET Worried	27	33	23	23	28	36	27	33	29	38
Very worried	5	9	4	4	5	10	4	11	6	9
Somewhat worried	22	24	19	18	23	26	23	22	23	29
A little worried	41	42	49	48	39	40	40	43	38	38
Not worried at all	32	25	28	30	33	24	33	24	33	24
NET Not worried	73	67	77	77	72	64	73	67	71	62

Q 30. Are you very worried, somewhat worried, a little worried, or not worried at all about you or a member of your family catching the H1 N1/Swine Flu ?

Base: All respondents

Do Canadians want a vaccination shot for H1 N1 / Swine Flu?

	Total Sample July 17-21 2009	Total Sample October 22-24 2009	Region							
			Quebec		Rest of Canada		Ontario		West	
			Jul	Oct	Jul	Oct	Jul	Oct	Jul	Oct
n=	1000	1000	243	243	757	757	383	383	300	300
	%	%	%	%	%	%	%	%	%	%
Yes	62	49	65	41	61	51	60	47	61	53
No	38	51	35	59	39	49	40	53	39	47

Q 31. Would you want a vaccination shot for the H1 N1/Swine Flu?

Base: All respondents