

## H1N1 INFLUENZA

# Canadians Lambast Provincial, Federal Government Response to H1N1

*Satisfaction with the way both the federal and provincial governments have managed the pandemic has plummeted by over 20 points in two weeks.*

[TORONTO – Nov. 10, 2009] – Canadians are clearly more concerned about Swine Flu and have started to criticize the way their governments are dealing with the pandemic, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,003 Canadian adults, only 36 per cent express satisfaction with their provincial government's level of preparedness for Swine Flu, a 20-point drop since a survey conducted in the last week of October.

Ontarians (30%) and Albertans (20%) appear particularly dismayed with the situation.

The federal administration was also chided by respondents, with only a third (32%) saying they are satisfied with their level of preparedness to deal with Swine Flu, down 23 points in two weeks.

Conversely, Canadians are convinced that their family (74%) and the company they work for (53%) have done things properly.

The satisfaction rating was lower for family doctors (46%), the World Health Organization (WHO) (44%), and schools (37%).

### KEY FINDINGS

- **57% are dissatisfied with the response of their provincial government to the H1N1 pandemic**
- **Ontarians, Albertans clearly unhappy with their provincial governments**
- **60% are dissatisfied with the response of the federal government to the H1N1 pandemic**
- **39% are planning to get the vaccine**

Full topline results are at the end of this release.

*From November 4 to November 5, 2009, Angus Reid Public Opinion conducted an online survey among 1,003 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

### CONTACT:

Jodi Shanoff, Vice President, Public Affairs, 416-712-5498, [jodi.shanoff@angus-reid.com](mailto:jodi.shanoff@angus-reid.com)

---

## **Immunization**

Throughout the country, 12 per cent of respondents claim to have already received immunization against the Swine Flu, and 39 per cent are planning to get the vaccine. However, the views of those who do not want to get immunized have shifted.

While in late October only five per cent in this group said it is a hassle to get the vaccination, the proportion now reaches 18 per cent. More than half of those who do not want to get inoculated (55%) continue to express no confidence in the vaccine, and one third (32%) are not concerned about becoming sick.

## **Swine Flu Cases**

The most notable change in this question is that the proportion of respondents who say Swine Flu is around them has clearly risen.

Now, a quarter of Canadians say someone they work with has been infected, compared to only six per cent in late October. Also, one-fifth (21%) now know of an acquaintance with this particular flu (compared to 6% in October), and 16 per cent have a family member or a close friend with the virus (compared to 10% in October).

## **Level of Concern**

Results of this poll suggest that Canadians are growing much more concerned about H1N1. Now, 56 per cent of respondents say that they worry about Swine Flu at least once a week and up to several times a day, an 18-point jump since late October. Also, the proportion of respondents claiming that they never worry about this flu has decreased from 42 per cent to 34 per cent.

---

### **CONTACT:**

Jodi Shanoff, Vice President, Public Affairs, 416-712-5498, [jodi.shanoff@angus-reid.com](mailto:jodi.shanoff@angus-reid.com)

H1N1 Influenza							
Have you received immunization against the Swine Flu (H1N1)?							
	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Yes	12%	8%	19%	8%	9%	15%	15%
No	88%	92%	81%	92%	91%	85%	84%
Not sure	0%	0%	0%	0%	0%	1%	1%

H1N1 Influenza		
Are you planning on being immunized against the Swine Flu (H1N1)?		
	Oct. 26	Nov. 5
Yes	36%	39%
No	39%	40%
Not sure	24%	20%

**CONTACT:**

Jodi Shanoff, Vice President, Public Affairs, 416-712-5498, [jodi.shanoff@angus-reid.com](mailto:jodi.shanoff@angus-reid.com)

<b>H1N1 Influenza</b>		
<i>To respondents who are NOT planning on being immunized: Why aren't you planning on being immunized against the Swine Flu (H1N1)?</i>		
	<b>Oct. 26</b>	<b>Nov. 5</b>
<b>It is a hassle to get the vaccination</b>	<b>5%</b>	<b>18%</b>
<b>I do not have confidence in the vaccine</b>	<b>55%</b>	<b>55%</b>
<b>I am not worried about getting the Swine Flu</b>	<b>32%</b>	<b>32%</b>
<b>Other</b>	<b>22%</b>	<b>24%</b>

<b>H1N1 Influenza</b>		
<i>Would you recommend getting immunized against the Swine Flu (H1N1) to your friends and family?</i>		
	<b>Oct. 26</b>	<b>Nov. 5</b>
<b>Yes</b>	<b>41%</b>	<b>50%</b>
<b>No</b>	<b>33%</b>	<b>27%</b>
<b>Not sure</b>	<b>27%</b>	<b>23%</b>

**CONTACT:**

Jodi Shanoff, Vice President, Public Affairs, 416-712-5498, [jodi.shanoff@angus-reid.com](mailto:jodi.shanoff@angus-reid.com)

**H1N1 Influenza**

Are you satisfied or dissatisfied with the level of preparedness for Swine Flu (H1N1) for each of the following? – “Very Satisfied” and “Moderately Satisfied” responses

	<b>Oct. 26</b>	<b>Nov. 5</b>
<b>Your family</b>	<b>68%</b>	<b>74%</b>
<b>Your provincial government</b>	<b>56%</b>	<b>36%</b>
<b>The federal government</b>	<b>55%</b>	<b>32%</b>
<b>Your company or employer</b>	<b>56%</b>	<b>53%</b>
<b>Your child’s school</b>	<b>51%</b>	<b>37%</b>
<b>The World Health Organization (WHO)</b>	<b>54%</b>	<b>44%</b>
<b>Your family doctor / general practitioner</b>	<b>53%</b>	<b>46%</b>

**CONTACT:**

Jodi Shanoff, Vice President, Public Affairs, 416-712-5498, [jodi.shanoff@angus-reid.com](mailto:jodi.shanoff@angus-reid.com)

<b>H1N1 Influenza</b>							
Are you satisfied or dissatisfied with the level of preparedness for Swine Flu (H1N1) for each of the following? – The Federal Government							
	<b>Region</b>						
	<b>Total</b>	<b>BC</b>	<b>AB</b>	<b>MB/SK</b>	<b>ON</b>	<b>PQ</b>	<b>ATL</b>
<b>Satisfied</b>	<b>32%</b>	<b>41%</b>	<b>27%</b>	<b>49%</b>	<b>30%</b>	<b>34%</b>	<b>21%</b>
<b>Dissatisfied</b>	<b>60%</b>	<b>52%</b>	<b>65%</b>	<b>49%</b>	<b>61%</b>	<b>56%</b>	<b>68%</b>
<b>Not sure</b>	<b>8%</b>	<b>7%</b>	<b>8%</b>	<b>2%</b>	<b>9%</b>	<b>10%</b>	<b>11%</b>

<b>H1N1 Influenza</b>							
Are you satisfied or dissatisfied with the level of preparedness for Swine Flu (H1N1) for each of the following? – Your Provincial Government							
	<b>Region</b>						
	<b>Total</b>	<b>BC</b>	<b>AB</b>	<b>MB/SK</b>	<b>ON</b>	<b>PQ</b>	<b>ATL</b>
<b>Satisfied</b>	<b>36%</b>	<b>50%</b>	<b>20%</b>	<b>58%</b>	<b>30%</b>	<b>38%</b>	<b>33%</b>
<b>Dissatisfied</b>	<b>57%</b>	<b>44%</b>	<b>74%</b>	<b>40%</b>	<b>63%</b>	<b>52%</b>	<b>50%</b>
<b>Not sure</b>	<b>7%</b>	<b>6%</b>	<b>6%</b>	<b>2%</b>	<b>7%</b>	<b>10%</b>	<b>7%</b>

**CONTACT:**

Jodi Shanoff, Vice President, Public Affairs, 416-712-5498, [jodi.shanoff@angus-reid.com](mailto:jodi.shanoff@angus-reid.com)

<b>H1N1 Influenza</b>		
Thinking of the people you come into contact with, have any of the following had Swine Flu (H1N1)? – “Yes” responses		
	<b>Oct. 26</b>	<b>Nov. 5</b>
<b>Yourself</b>	<b>6%</b>	<b>4%</b>
<b>A family member or close friend</b>	<b>10%</b>	<b>16%</b>
<b>Someone you work with</b>	<b>6%</b>	<b>24%</b>
<b>Someone that works with someone in your household (i.e., spouse’s co-worker, child’s teacher, etc.)</b>	<b>10%</b>	<b>13%</b>
<b>Another acquaintance</b>	<b>6%</b>	<b>21%</b>

<b>H1N1 Influenza</b>		
How often do you worry about Swine Flu (H1N1) affecting you or your family?		
	<b>Oct. 26</b>	<b>Nov. 5</b>
<b>Several times a day</b>	<b>4%</b>	<b>11%</b>
<b>Once a day or so</b>	<b>9%</b>	<b>16%</b>
<b>Several times a week</b>	<b>10%</b>	<b>13%</b>
<b>Once a week or so</b>	<b>15%</b>	<b>16%</b>
<b>Several times a month</b>	<b>5%</b>	<b>3%</b>
<b>Once a month or so</b>	<b>11%</b>	<b>5%</b>
<b>Once every couple of months</b>	<b>5%</b>	<b>2%</b>
<b>Never</b>	<b>42%</b>	<b>34%</b>

**CONTACT:**

Jodi Shanoff, Vice President, Public Affairs, 416-712-5498, [jodi.shanoff@angus-reid.com](mailto:jodi.shanoff@angus-reid.com)

*Angus Reid Public Opinion is the public affairs practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995*

*Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.*

*Angus Reid Public Opinion polls are conducted using the Angus Reid Forum ([www.angusreidforum.com](http://www.angusreidforum.com)), Springboard America ([www.springboardamerica.com](http://www.springboardamerica.com)) and Springboard UK ([www.springboarduk.com](http://www.springboarduk.com)) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.*

*Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.*

<http://bit.ly/4zxf1S>

*Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.*

*More information on the way Angus Reid conducts public opinion research can be found at*

<http://bit.ly/3z0u1l>

- 30 -

**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:**

**<http://www.visioncritical.com/category/global-opinions-and-trends>**

---

**CONTACT:**

Jodi Shanoff, Vice President, Public Affairs, 416-712-5498, [jodi.shanoff@angus-reid.com](mailto:jodi.shanoff@angus-reid.com)