

**Flu Fear Fizz: Less than Half (47%) of Canadians  
Concerned with Catching New Flu,  
Only 15% Very Much So**  
*Officials at All Levels Get Two Thumbs Up in  
Confidence from Public*

Public Release Date: Saturday, May 2, 2009, 6:00 AM EDT



**Ipsos Reid**

*Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.ca](http://www.ipsos.ca)*

***For copies of other news releases, please visit  
<http://www.ipsos-na.com/news/>***

---

© Ipsos Reid

***Washington • New York • Chicago • Minneapolis • Seattle • San Francisco  
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal***



# **Flu Fear Fizz: Less than Half (47%) of Canadians Concerned with Catching New Flu, Only 15% Very Much So**

## ***Officials at All Levels Get Two Thumbs Up in Confidence from Public***

**Toronto, ON** – As countries across the world take precautions to stop the spread of what was coined as swine flu at the outset but is now officially known as H1N1 (as individuals cannot contract the flu from eating swine or hog products), a new poll conducted by Ipsos Reid on behalf of Canwest News Service and Global National has revealed that just one in seven (15%) are ‘very concerned’ with catching the flu – notable considering the alleged pandemic hype. In total, fewer than one half (47%) of Canadians are ‘concerned’ (15% very much/33% somewhat) that ‘they or someone else in their family might contract this flu over the next number of weeks or months’.

Only in Atlantic Canada is a majority (55%) ‘concerned’ that they or someone in their family might contract this new strain of flu, while those in Quebec (48%), Ontario (47%), Alberta (46%), British Columbia (45%), and Saskatchewan/Manitoba (43%) are less likely to be concerned.

While the H1N1 flu has spread from its origins in Mexico to a number of countries across the world, including various provinces across Canada, most Canadians have given their thumbs

up in confidence in response to the steps taken by Canadian health organizations at all levels to deal with the situation:

- Most (84%) are 'confident' (35% very/49% somewhat) in the steps taken by **local medical and health authorities**, while just 14% are 'not confident' (5% not at all/9% not really).
- Similarly, most (82%) are 'confident' (38% very/44% somewhat) in the steps taken by their **local hospital and health facilities**, and just 17% are 'not confident' (7% not at all/10% not really).
- Eight in ten (81%) are 'confident' (28% very/53% somewhat) in the steps taken by the **Federal Minister of Health**, while only 16% are 'not confident' (7% not at all/10% not really) in this regard.
- Similar (77%) levels of confidence (27% very/51% somewhat) have been expressed towards the actions taken by their respective **Provincial Ministers of Health**, with the highest levels of confidence being reported in Atlantic Canada (87%), followed by Ontario (81%), Saskatchewan and Manitoba (79%), Alberta (74%), Quebec (72%) and British Columbia (72%). Two in ten (19%) are 'not confident' (6% not at all/13% not really) in this manner.
- Three quarters (72%) are 'confident' (28% strongly/44% somewhat) in the steps taken by their **local schools**, while two in ten (20%) are 'not confident' (7% not at all/13% not really).
- Two in three (68%) are 'confident' (22% very/46% somewhat) in the measures taken by **border agencies at airports and other entry points**. Conversely, three in ten (29%)

are 'not confident' (10% not at all/19% not really) in the actions taken by these organizations.

*These are the findings of an Ipsos Reid poll conducted from April 29 to 30, 2009 for Canwest News Service and Global Television. For the survey, a representative randomly selected sample of 1,001 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canada been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.*

*For more information on this news release, please contact:*

**John Wright**  
**Senior Vice President**  
**Ipsos Reid**  
**Public Affairs**  
**(416) 324-2002**

*For full tabular results, please visit our website at [www.ipsos.ca](http://www.ipsos.ca). News Releases are available at: <http://www.ipsos-na.com/news/>*