

H1N1 FEARS “EXAGGERATED” SAY MANY CANADIANS

LIBS TEN PERCENTAGE POINTS BEHIND TORIES

[Ottawa – November 12, 2009] – More than half of Canadians say that the high level of public concern over H1N1 is “exaggerated”. Just one in ten thinks the level of public concern is “understated”.

Fourteen per cent of Canadians reported having already received the H1N1 inoculation in this survey. “This is actually a very large number – about 5 million when you extrapolate the findings to the broader population,” said EKOS President Frank Graves.

Unlike many other things we look at in these surveys, the distribution of those who have received the shot is pretty even across the regions of Canada. “Despite stories of queue jumping, the only demographic correlate of note is age, where seniors are less likely to have received the shot, which is actually consistent with risk targeting. Otherwise, one’s language, residence, ethnicity, and social class do not seem to be significantly correlated with whether or not one has received the shot. Universality seems to have survived in this instance,” noted Graves.

About a third of those who hadn’t received the shot said they were “absolutely certain” to get it, while another 17% said they were “quite certain”. Only about a quarter of those who have not had the shot said they were certain not to get it. Somewhat troubling is that there appears to be a reverse connection with risk: younger Canadians – who are in a higher risk category – are significantly less likely to get the shot

whereas seniors – who are less at risk of complications from H1N1 – are almost all going to get it. There are also some curious connections to political orientation, with Green Party supporters and B.C. residents more averse to the shot, while Quebeckers and Bloc supporters are highly committed.

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ 36.6% CPC
 - ☒ 26.6% LPC
 - ☒ 16.8% NDP
 - ☒ 11.2% Green
 - ☒ 8.8% BQ
- **H1N1 inoculation rate:**
 - ☒ 14% have received vaccine
 - ☒ 86% have not received vaccine
- **Plans to receive H1N1 vaccine:**
 - ☒ 33% absolutely certain
 - ☒ 17% quite certain
 - ☒ 24% not sure
 - ☒ 26% will not
- **Government of Canada’s handling of H1N1 virus:**
 - ☒ 39% disapprove
 - ☒ 39% approve
 - ☒ 22% do not know/no response
- **Provincial/Local services’ handling of H1N1 virus:**
 - ☒ 35% disapprove
 - ☒ 42% approve
 - ☒ 23% do not know/no response
- **Level of concern regarding H1N1:**
 - ☒ 10% understated
 - ☒ 37% consistent with risk
 - ☒ 53% exaggerated

Please note that the methodology is provided at the end of this document.

“Canadians are somewhat anxious, but not panicked, for the most part,” said Graves. “While support for the federal government’s handling of the pandemic has slipped somewhat since July, before the current flu season, Canadians are now almost equally divided on the government’s handling of the disease. From our past experience tracking public response to other health crises such as SARS, avian flu, and West Nile virus, it appears that the public are not unusually alarmed. More importantly from the government’s perspective is that, unless things seriously unravel from here, the current levels of approval will probably evolve into quite favourable approval in the long term.”

There were significant regional variations in the level of support for the federal government’s work on the issue: Quebeckers were much more positive than other Canadians.

Canadians were somewhat more positive generally about the role played by provincial and municipal governments in handling the crisis.

Although the Liberals might like to think that the H1N1 pandemic will turn into Stephen Harper’s “hurricane Katrina,” as a recent email from the party’s president put it, there is no sign that this is happening, and even less sign that the issue is benefitting the Liberals.

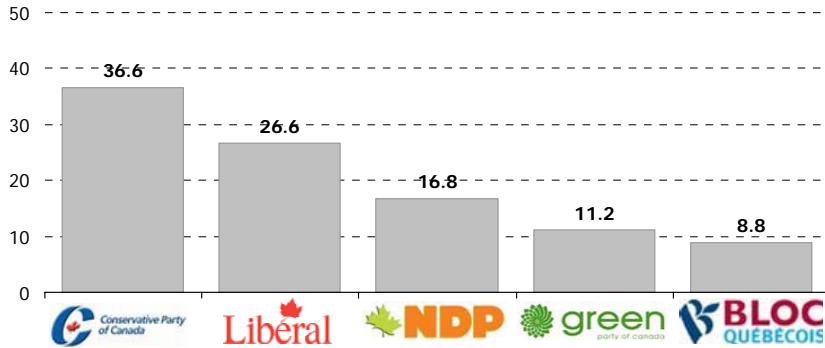
The Conservatives have edged down somewhat from their October peak, in the aftermath of Liberal election threats, but they are still about where they were in the 2008 election. The Liberals, meanwhile, after having enjoyed a relatively stronger spring and summer, are back down where they were in the 2008 election – their worst-ever in history.

“The parties now appear to be fairly ‘locked in’ to support levels consistent with the last election. There does not appear to be anything in the handling of the H1N1 crisis which is like to disrupt that pattern. What must be most worrisome for the Liberals is that while the Conservatives have slipped somewhat in the last month, none of that shift has accrued to them,” said Graves. “If anyone has been the beneficiary, it may be the NDP, which has recovered somewhat from the political crisis of the early fall, and is now back near the top of its normal range.”

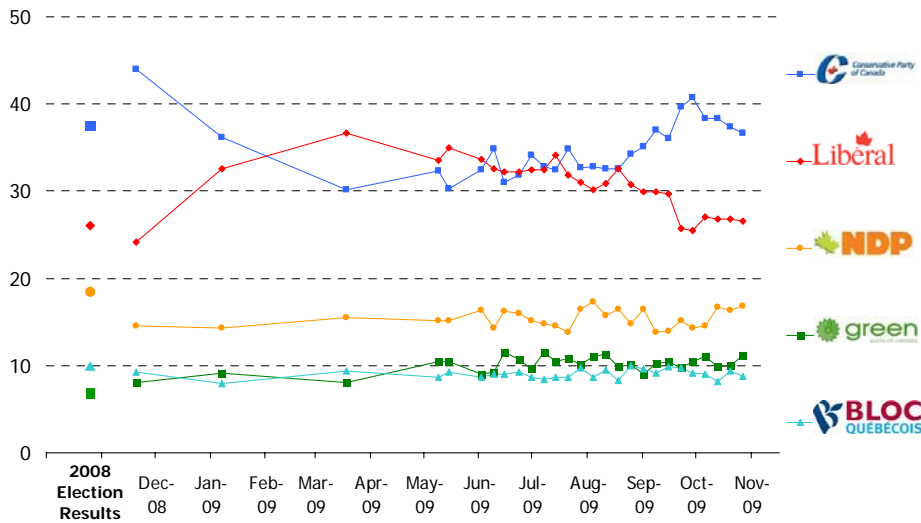
Top Line Results:

Federal vote intention

Q. If a federal election were held tomorrow, which party would you vote for?



Weekly tracking of federal vote intention



Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 16.6% of Canadians are undecided/ineligible to vote.

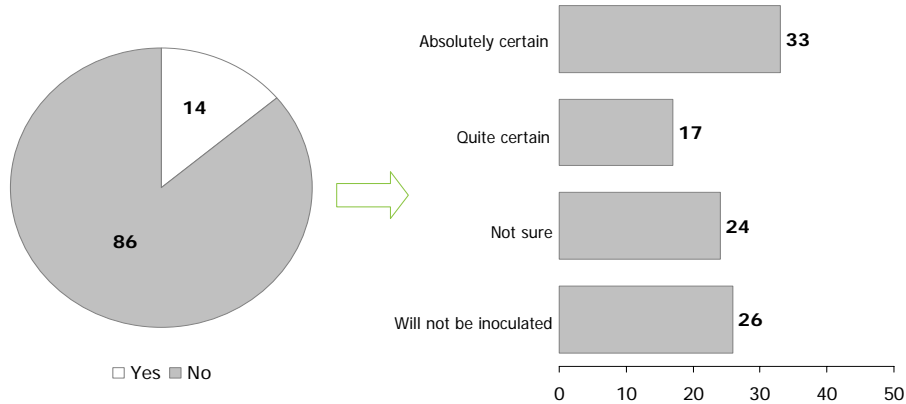
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BASE: Decided voters; most recent data point Nov. 4-10 (n=2885)

H1N1 inoculation rate & future plans

Q. Have you been inoculated against the H1N1 virus?

Q. [If not yet inoculated] Do you plan on being inoculated against the H1N1 virus?

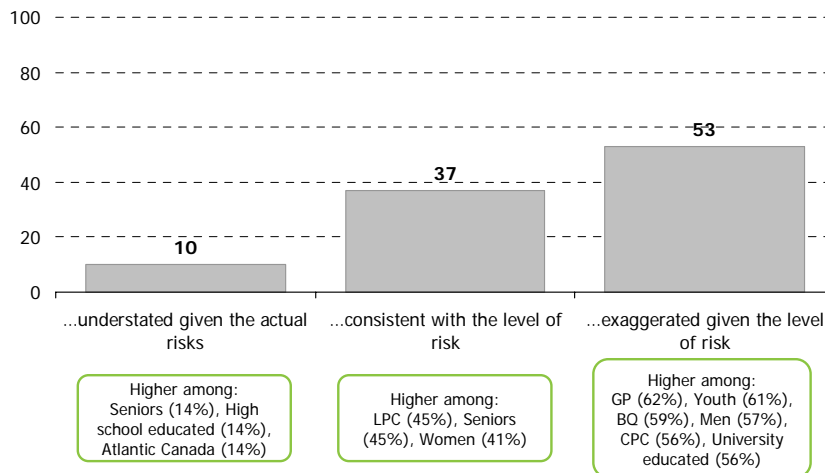


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BASE: Canadians; Nov. 4-10 (n=3502) / Those not inoculated; Nov. 4-10 (n=3013)

Assessing the risks associated with the H1N1 virus

Q. Considering the high levels of concern within many members of the general public, which of the following points of view is closest to your own. The level of concern is... 1) ...understated, given the actual risks; 2) ...consistent with the level of risk; or 3) ...exaggerated, given the actual risks?



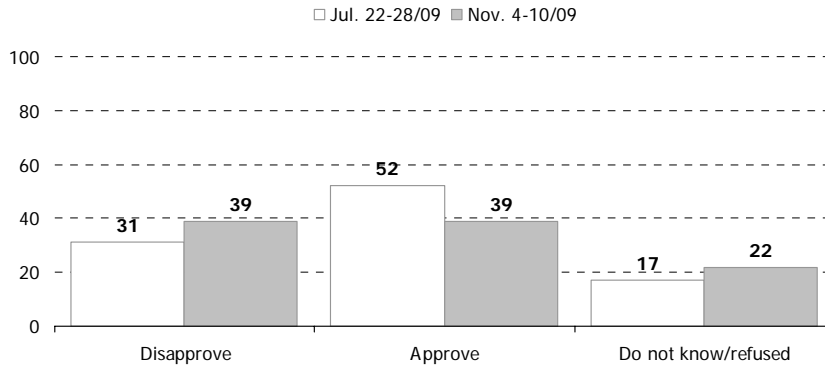
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BASE: Canadians; Nov. 4-10 (n=3502)

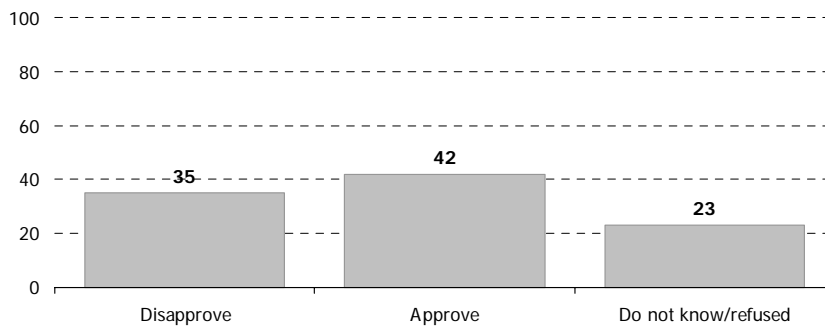
Handling of the H1N1 virus

Q. There has been a lot of talk lately about the H1N1 virus, also known as swine-flu. How would you rate ... handling of this issue? Would you say you...






...the Government of Canada's...



...your provincial or local services'...







Detailed Tables:

<u>National Federal Vote Intention</u>							
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>							
						Sample Size	Margin of Error (+/-)
NATIONALLY	36.6%	26.6%	16.8%	11.2%	8.8%	2885	1.8
REGION							
British Columbia	36.8%	24.1%	25.3%	13.8%	0.0%	314	5.5
Alberta	58.2%	17.9%	11.6%	12.3%	0.0%	307	5.6
Saskatchewan/Manitoba	44.2%	16.3%	28.8%	10.7%	0.0%	189	7.1
Ontario	39.2%	33.8%	15.5%	11.6%	0.0%	1067	3.0
Quebec	21.7%	21.3%	10.7%	10.6%	35.6%	808	3.5
Atlantic Canada	36.5%	32.8%	25.3%	5.5%	0.0%	200	6.9
GENDER							
Male	40.0%	26.2%	15.7%	9.8%	8.3%	1398	2.6
Female	33.3%	27.0%	17.9%	12.6%	9.3%	1487	2.5
AGE							
<25	22.7%	23.8%	23.9%	20.5%	9.1%	248	6.2
25-44	33.9%	24.4%	17.1%	14.1%	10.5%	955	3.2
45-64	38.2%	28.3%	15.5%	8.9%	9.1%	1146	2.9
65+	47.5%	29.3%	14.0%	4.3%	4.8%	536	4.2
EDUCATION							
High school or less	36.9%	22.4%	18.6%	10.3%	11.7%	846	3.4
College or CEGEP	39.6%	25.1%	15.5%	11.3%	8.4%	932	3.2
University or higher	33.9%	30.9%	16.4%	11.8%	7.0%	1107	3.0
METROPOLITAN CANADA							
Vancouver	34.1%	33.8%	25.1%	7.0%	0.0%	105	9.6
Calgary	60.8%	8.6%	14.1%	16.6%	0.0%	85	10.6
Toronto	34.0%	44.3%	12.3%	9.4%	0.0%	292	5.7
Ottawa	46.1%	30.5%	13.9%	9.4%	0.0%	126	8.7
Montreal	16.3%	23.4%	12.1%	6.5%	41.8%	320	5.5





Federal Vote Intention – British Columbia

Q. If a federal election were held tomorrow, which party would you vote for?

					Sample Size	Margin of Error (+/-)
OVERALL	36.8%	24.1%	25.3%	13.8%	314	5.5
GENDER						
Male	38.3%	21.6%	26.8%	13.4%	159	7.8
Female	33.6%	26.9%	23.7%	15.8%	155	7.9
AGE						
<25	17.6%	31.0%	25.5%	25.9%	19	22.5
25-44	37.3%	18.9%	25.4%	18.5%	96	10.0
45-64	39.4%	23.1%	25.9%	11.7%	134	8.5
65+	38.1%	33.1%	23.1%	5.6%	65	12.2
EDUCATION						
High school or less	40.4%	18.9%	28.7%	12.0%	78	11.1
College or CEGEP	34.1%	27.3%	25.1%	13.5%	105	9.6
University or higher	34.5%	25.2%	23.2%	17.1%	131	8.6





Federal Vote Intention – Alberta

Q. If a federal election were held tomorrow, which party would you vote for?

					Sample Size	Margin of Error (+/-)
OVERALL	58.2%	17.9%	11.6%	12.3%	307	5.6
GENDER						
Male	59.6%	20.4%	8.6%	11.4%	144	8.2
Female	56.9%	15.9%	14.3%	13.0%	163	7.7
AGE						
<25	34.5%	37.4%	9.1%	18.9%	22	20.9
25-44	51.5%	16.6%	14.6%	17.4%	108	9.4
45-64	64.2%	16.3%	11.2%	8.2%	121	8.9
65+	75.5%	12.2%	7.1%	5.2%	56	13.1
EDUCATION						
High school or less	59.8%	18.1%	12.4%	9.8%	85	10.6
College or CEGEP	59.3%	13.8%	13.7%	13.2%	101	9.8
University or higher	56.2%	21.8%	8.8%	13.2%	121	8.9





Federal Vote Intention – Saskatchewan/Manitoba

Q. If a federal election were held tomorrow, which party would you vote for?

					Sample Size	Margin of Error (+/-)
OVERALL	44.2%	16.3%	28.8%	10.7%	189	7.1
GENDER						
Male	51.6%	18.5%	21.9%	7.9%	84	10.7
Female	38.0%	13.3%	34.7%	14.0%	105	9.6
AGE						
<25	29.1%	5.8%	41.4%	23.8%	17	23.8
25-44	48.6%	10.4%	27.3%	13.8%	49	14.0
45-64	39.8%	25.4%	25.7%	9.1%	85	10.6
65+	55.8%	13.1%	28.6%	2.5%	38	15.9
EDUCATION						
High school or less	49.4%	9.9%	28.8%	12.0%	72	11.6
College or CEGEP	47.7%	15.6%	30.0%	6.6%	59	12.8
University or higher	35.3%	23.4%	26.7%	14.6%	58	12.9






Federal Vote Intention – Ontario

Q. If a federal election were held tomorrow, which party would you vote for?

					Sample Size	Margin of Error (+/-)
OVERALL	39.2%	33.8%	15.5%	11.6%	1067	3.0
GENDER						
Male	43.4%	33.5%	12.8%	10.3%	521	4.3
Female	34.6%	34.0%	18.2%	13.3%	546	4.2
AGE						
<25	27.1%	31.0%	21.7%	20.2%	88	10.5
25-44	37.3%	31.0%	16.6%	15.2%	346	5.3
45-64	39.6%	37.9%	13.2%	9.4%	417	4.8
65+	47.8%	33.1%	14.4%	4.7%	216	6.7
EDUCATION						
High school or less	37.3%	29.0%	20.7%	13.1%	264	6.0
College or CEGEP	43.6%	30.7%	13.6%	12.0%	333	5.4
University or higher	36.6%	38.5%	14.0%	10.9%	470	4.5





Federal Vote Intention – Quebec

Q. If a federal election were held tomorrow, which party would you vote for?

						Sample Size	Margin of Error (+/-)
OVERALL	21.7%	21.3%	10.7%	10.6%	35.6%	808	3.5
GENDER							
Male	27.5%	20.3%	9.7%	9.2%	33.2%	382	5.0
Female	17.2%	23.3%	10.7%	11.0%	37.9%	426	4.8
AGE							
<25	20.3%	14.1%	18.0%	20.6%	27.0%	89	10.4
25-44	19.3%	21.9%	10.7%	11.3%	36.9%	294	5.7
45-64	21.4%	20.0%	9.6%	8.0%	41.0%	302	5.6
65+	33.5%	30.8%	4.9%	4.0%	26.8%	123	8.8
EDUCATION							
High school or less	23.6%	20.5%	9.0%	8.0%	38.8%	283	5.8
College or CEGEP	26.5%	22.3%	8.0%	12.0%	31.3%	274	5.9
University or higher	16.6%	22.6%	14.1%	10.3%	36.4%	251	6.2

Federal Vote Intention – Atlantic Canada

Q. If a federal election were held tomorrow, which party would you vote for?

					Sample Size	Margin of Error (+/-)
OVERALL	36.5%	32.8%	25.3%	5.5%	200	6.9
GENDER						
Male	35.5%	31.4%	29.2%	4.0%	108	9.4
Female	38.0%	34.5%	20.0%	7.5%	92	10.2
AGE						
<25	0.0%	22.5%	61.8%	15.7%	13	27.2
25-44	35.2%	33.3%	24.4%	7.1%	62	12.5
45-64	41.0%	35.2%	19.6%	4.2%	87	10.5
65+	51.4%	33.2%	15.4%	0.0%	38	15.9
EDUCATION						
High school or less	34.6%	33.6%	25.5%	6.3%	64	12.3
College or CEGEP	44.1%	25.2%	26.0%	4.7%	60	12.7
University or higher	32.9%	38.0%	23.2%	5.9%	76	11.2

H1N1 Inoculation Rate				
<i>Q. Have you been inoculated against the H1N1 virus?</i>				
	Yes	No	Sample Size	Margin of Error (+/-)
NATIONALLY	14%	86%	3502	1.7
REGION				
British Columbia	15%	85%	370	5.1
Alberta	16%	84%	361	5.2
Saskatchewan/Manitoba	11%	89%	236	6.4
Ontario	13%	87%	1297	2.7
Quebec	13%	87%	992	3.1
Atlantic Canada	16%	84%	246	6.3
GENDER				
Male	11%	89%	1634	2.4
Female	16%	84%	1868	2.3
AGE				
<25	12%	88%	320	5.5
25-44	16%	84%	1148	2.9
45-64	15%	85%	1401	2.6
65+	8%	92%	633	3.9
EDUCATION				
High school or less	12%	88%	1104	3.0
College or CEGEP	14%	86%	1143	2.9
University or higher	14%	86%	1255	2.8
CURRENT VOTE INTENTION				
Conservative Party of Canada	13%	87%	1064	3.0
Liberal Party of Canada	15%	85%	752	3.6
NDP	16%	84%	460	4.6
Green Party	15%	85%	307	5.6
Bloc Quebecois	13%	87%	302	5.6
Undecided	12%	88%	505	4.4

H1N1 Inoculation Plans

Q. [If not yet inoculated] Do you plan on being inoculated against the H1N1 virus?

	Absolutely certain	Quite certain	Not sure	Will not	Sample Size	Margin of Error (+/-)
NATIONALLY	33%	17%	24%	26%	3013	1.8
REGION						
British Columbia	24%	17%	23%	36%	314	5.5
Alberta	25%	23%	21%	30%	306	5.6
Saskatchewan/Manitoba	29%	18%	29%	24%	212	6.7
Ontario	29%	17%	26%	29%	1121	2.9
Quebec	43%	16%	23%	18%	852	3.4
Atlantic Canada	53%	14%	19%	15%	208	6.8
GENDER						
Male	33%	19%	24%	25%	1444	2.6
Female	33%	16%	24%	26%	1569	2.5
AGE						
<25	22%	15%	25%	37%	282	5.8
25-44	28%	17%	27%	28%	952	3.2
45-64	36%	18%	23%	23%	1195	2.8
65+	44%	18%	19%	19%	584	4.1
EDUCATION						
High school or less	35%	16%	26%	24%	963	3.2
College or CEGEP	33%	15%	23%	29%	976	3.1
University or higher	32%	21%	23%	24%	1074	3.0
CURRENT VOTE INTENTION						
Conservative Party of Canada	34%	17%	23%	27%	923	3.2
Liberal Party of Canada	36%	20%	23%	21%	640	3.9
NDP	31%	16%	22%	30%	388	5.0
Green Party	26%	13%	23%	37%	262	6.1
Bloc Quebecois	44%	15%	25%	16%	261	6.1
Undecided	29%	17%	29%	24%	443	4.7

Handling of the H1N1 Virus – Government of Canada

Q. There has been a lot of talk lately about the H1N1 virus, also known as swine-flu. How would you rate the Government of Canada's handling of this issue?

	Disapprove	Approve	Skip	Sample Size	Margin of Error (+/-)
NATIONALLY	39%	39%	22%	1757	2.3
REGION					
British Columbia	41%	37%	23%	184	7.2
Alberta	40%	36%	24%	181	7.3
Saskatchewan/Manitoba	33%	45%	22%	116	9.1
Ontario	42%	36%	22%	643	3.9
Quebec	33%	44%	23%	511	4.3
Atlantic Canada	42%	43%	15%	122	8.9
GENDER					
Male	40%	42%	18%	831	3.4
Female	38%	36%	26%	926	3.2
AGE					
<25	36%	42%	22%	163	7.7
25-44	39%	39%	22%	589	4.0
45-64	41%	39%	20%	678	3.8
65+	37%	36%	27%	327	5.4
EDUCATION					
High school or less	38%	38%	23%	552	4.2
College or CEGEP	37%	41%	22%	559	4.1
University or higher	40%	38%	21%	646	3.9
CURRENT VOTE INTENTION					
Conservative Party of Canada	25%	54%	21%	543	4.2
Liberal Party of Canada	48%	34%	17%	379	5.0
NDP	48%	34%	19%	230	6.5
Green Party	45%	33%	22%	150	8.0
Bloc Quebecois	42%	37%	21%	163	7.7
Undecided	39%	26%	34%	242	6.3

Handling of the H1N1 Virus – Provincial or Local Services

Q. There has been a lot of talk lately about the H1N1 virus, also known as swine-flu. How would you rate your provincial or local services' handling of this issue?

	Disapprove	Approve	Skip	Sample Size	Margin of Error (+/-)
NATIONALLY	35%	42%	23%	1745	2.4
REGION					
British Columbia	28%	42%	30%	186	7.2
Alberta	58%	26%	16%	180	7.3
Saskatchewan/Manitoba	25%	55%	21%	120	9.0
Ontario	35%	40%	25%	654	3.8
Quebec	32%	46%	22%	481	4.5
Atlantic Canada	37%	50%	12%	124	8.8
GENDER					
Male	36%	41%	23%	803	3.5
Female	34%	43%	23%	942	3.2
AGE					
<25	39%	37%	24%	157	7.8
25-44	34%	45%	21%	559	4.1
45-64	37%	41%	22%	723	3.6
65+	32%	40%	28%	306	5.6
EDUCATION					
High school or less	34%	41%	25%	552	4.2
College or CEGEP	36%	41%	23%	584	4.1
University or higher	36%	43%	21%	609	4.0
CURRENT VOTE INTENTION					
Conservative Party of Canada	31%	45%	24%	521	4.3
Liberal Party of Canada	40%	43%	17%	373	5.1
NDP	38%	40%	22%	230	6.5
Green Party	39%	39%	22%	157	7.8
Bloc Quebecois	32%	45%	23%	139	8.3
Undecided	35%	35%	29%	263	6.0

Assessing the Risks Associated with the H1N1 virus

Q. There the high levels of concern within many members of the general public, which of the following points of view is closest to your own. The level of concern is 1) understated, given the actual risks; 2) consistent with the level of risk; or 3) exaggerated, given the actual risks?

	Understated	Consistent	Exaggerated	Sample Size	Margin of Error (+/-)
NATIONALLY	10%	37%	53%	3502	1.7
REGION					
British Columbia	9%	37%	55%	370	5.1
Alberta	10%	37%	53%	361	5.2
Saskatchewan/Manitoba	12%	42%	46%	236	6.4
Ontario	10%	37%	53%	1297	2.7
Quebec	10%	35%	55%	992	3.1
Atlantic Canada	14%	39%	46%	246	6.3
GENDER					
Male	10%	33%	57%	1634	2.4
Female	11%	41%	49%	1868	2.3
AGE					
<25	13%	26%	61%	320	5.5
25-44	8%	36%	56%	1148	2.9
45-64	10%	38%	53%	1401	2.6
65+	14%	45%	42%	633	3.9
EDUCATION					
High school or less	14%	37%	49%	1104	3.0
College or CEGEP	11%	36%	53%	1143	2.9
University or higher	7%	38%	56%	1255	2.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	9%	35%	56%	1064	3.0
Liberal Party of Canada	10%	45%	45%	752	3.6
NDP	11%	36%	53%	460	4.6
Green Party	7%	31%	62%	307	5.6
Bloc Quebecois	9%	32%	59%	302	5.6
Undecided	14%	35%	51%	505	4.4

Methodology:

EKOS' weekly tracking polls are conducted using Interactive Voice Recognition (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual land-line/cell phone RDD sampling frame for this research. As a result, we are able to reach those with both a landline and cell phone, as well as cell phone only households and landline only households. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional landline RDD sample or interviewer-administered surveys.

The field dates for this survey are November 4 – November 10, 2009.¹ In total, a random sample of 3,502 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,885 decided voters). The margin of error associated with the total sample is +/-1.7 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.

¹ Please note that these dates are not inclusive of the weekends, as we do not survey on Saturday or Sunday.