

H1N1 INFLUENZA

Many Canadians, Americans and Britons Are Not Planning to Get H1N1 Vaccine

Lack of confidence in the Swine Flu vaccine is widespread in the two North American countries, while half of those in the United Kingdom are not worried about contracting the virus.

[SAN FRANCISCO – Oct. 26, 2009] – With immunization programs against the H1N1 influenza virus now under way in Canada, the United States and the United Kingdom, a new poll by Angus Reid Strategies has found that many people in the three countries do not plan to get the vaccine at all.

In the online survey of representative national samples in each one of the three countries, 36 per cent of Canadians, 26 per cent of Americans, and 20 per cent of Britons say that they are planning on being immunized against the virus, also known as Swine Flu.

Conversely, 39 per cent of Canadians, 51 per cent of Americans, and 50 per cent of Britons are not planning on getting the vaccine at all. At least one-in-four respondents in the three countries have not made up their minds yet.

A lack of confidence in the product is the main reason to avoid the vaccine for Canadians (55%), followed by not being worried about contracting the virus (32%).

In the U.S., the main reason for people deciding against taking the immunization is also lack of trust in the vaccine (46%), followed by not being concerned about getting Swine Flu (37%).

KEY FINDINGS

- **Plan to get the vaccine: 36% of Canadians, 26% of Americans, 20% of Britons**
- **Do not plan to get the vaccine: 39% of Canadians, 51% of Americans, 50% of Britons**

Full topline results are at the end of this release.

From October 22 to October 26, 2009, Angus Reid Strategies conducted an online survey among 1,002 randomly selected Canadian adults who are Angus Reid Forum panelists, 1,006 American adults who are Springboard America panelists, and 2,000 British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 3.1% for Canada, +/- 3.1% for the United States, and 2.2 per cent for the United Kingdom. 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, the US and the UK. Discrepancies in or between totals are due to rounding.

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In the UK, however, respondents are more likely to say they are not worried about getting the H1N1 flu (50%), while the second reason is lack of confidence in the vaccine (28%). Remarkably, British respondents are also more likely than others to say that they know someone who has contracted the H1N1.

While many people may not be thinking of getting immunized against the H1N1 virus, a significant number is planning on recommending others to take the vaccine. Two-in-five Canadians (41%) would advise friends and family to take the vaccine, and similar proportions of Americans (40%) and Britons (37%) would do the same.

Friends, family and co-workers infected

A fifth of British respondents (20%) claim to have a family member or close friend who has contracted Swine Flu, 28 per cent say that someone they work with got it, and 24 per cent know of an acquaintance who got sick. Fewer Britons (13%) have heard of a person who works with someone in their own household getting this flu, while six per cent say they personally got the flu.

The proportion of Britons who claim to know people who have been infected with H1N1 is much larger than the proportion of Americans and Canadians who say the same. In Canada, 10 per cent of respondents say a co-worker was infected, and the same number cite an acquaintance. Less than 10 per cent speak of co-workers of someone living in their household, or a family member or close friend having this flu. Two per cent say they have had Swine Flu.

In the U.S., 12 per cent of respondents say the virus has hit a relative or a close friend, the same number speaks of a co-worker being infected, and less than ten per cent can think of anyone in the other categories. Four per cent say they have been through the flu themselves.

Worried about Swine Flu

A significant proportion of Canadians (38%) say that they worry about the H1N1 virus affecting them or their family at least once a day. Slightly more Americans (40%) feel the same way, while a decidedly lower proportion of Britons (21%) worry about this once a week or more.

Preparedness

Overall, respondents in the three countries give good marks to themselves, governments and organizations for their handling of the H1N1 outbreak.

In Canada, 68 per cent of respondents are satisfied with their family's preparedness for Swine Flu. A majority of respondents—between 51 per cent and 56 per cent—also express satisfaction with the actions of the World Health Organization (WHO), their family doctor, the federal government, and their provincial government. Those employed in an office outside their own home are also content with the preparedness

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of their employer, and those who have children attending school are satisfied with the way the educational institution has handled the issue.

In the U.S., 70 per cent of respondents praise their family's preparedness for the Swine Flu outbreak. A majority is also satisfied with the work done by their children's school (60%), their family doctor (59%), and their employer (52%). But less than half of Americans are satisfied with the preparedness of the WHO (41%), their state's government (39%), and the federal government (36%).




Respondents in the UK express a high level of satisfaction for their family's preparedness to combat the virus (72%), and also give high marks to their family doctor (62%), and the WHO (62%). A majority of Britons—between 52 and 56 per cent—are also satisfied with the work done by their child's school, their employer, and the government.




Analysis

At the time this survey was being conducted, the Canadian government was urging the public to get the vaccine, and the U.S. government declared the Swine Flu outbreak as a state of emergency. The low proportion of respondents in these two countries who plan to be immunized against the virus shows that the population is not entirely confident in the vaccine's effectiveness.

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| H1N1 Influenza | | | |
|---|--|--|--|
| Are you planning on being immunized against the Swine Flu (H1N1)? | | | |
| | CANADA  | UNITED STATES  | UNITED KINGDOM  |
| Yes | 36% | 26% | 20% |
| No | 39% | 51% | 50% |
| Not sure | 24% | 23% | 30% |

| H1N1 Influenza | | | |
|---|--|--|--|
| <i>To respondents who are NOT planning on being immunized: Why aren't you planning on being immunized against the Swine Flu (H1N1)?</i> | | | |
| | CANADA  | UNITED STATES  | UNITED KINGDOM  |
| It is a hassle to get the vaccination | 5% | 10% | 10% |
| I do not have confidence in the vaccine | 55% | 46% | 28% |
| I am not worried about getting the Swine Flu | 32% | 37% | 50% |
| Other | 22% | 24% | 20% |

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| H1N1 Influenza | | | |
|--|--|--|--|
| Would you recommend getting immunized against the Swine Flu (H1N1) to your friends and family? | | | |
| | CANADA  | UNITED STATES  | UNITED KINGDOM  |
| Yes | 41% | 40% | 37% |
| No | 33% | 30% | 27% |
| Not sure | 27% | 30% | 36% |


| 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 | |
| | CANADA  |
| Your family | 68% |
| Your provincial government | 56% |
| The federal government | 55% |
| Your company or employer | 56% |
| Your child’s school | 51% |
| The World Health Organization (WHO) | 54% |
| Your family doctor / general practitioner | 53% |

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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

| | UNITED STATES  |
|--|---|
| Your family | 70% |
| The federal government | 36% |
| Your state government | 39% |
| Your company or employer | 52% |
| Your child’s school | 60% |
| The World Health Organization (WHO) | 41% |
| Your family doctor / general practitioner | 59% |




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

| | UNITED KINGDOM  |
|--|--|
| Your family | 72% |
| The government | 56% |
| Your company or employer | 54% |
| Your child’s school | 52% |
| The World Health Organization (WHO) | 62% |
| Your family doctor / general practitioner | 62% |

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|---|--|--|--|
| Thinking of the people you come into contact with, have any of the following had Swine Flu (H1N1)? – “Yes” responses | | | |
| | CANADA  | UNITED STATES  | UNITED KINGDOM  |
| Yourself | 6% | 4% | 6% |
| A family member or close friend | 10% | 12% | 20% |
| Someone you work with | 6% | 12% | 28% |
| Someone that works with someone in your household (i.e., spouse’s co-worker, child’s teacher, etc.) | 10% | 7% | 13% |
| Another acquaintance | 6% | 9% | 24% |

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|---|--|--|--|
| How often do you worry about Swine Flu (H1N1) affecting you or your family? | | | |
| | CANADA  | UNITED STATES  | UNITED KINGDOM  |
| Several times a day | 4% | 7% | 2% |
| Once a day or so | 9% | 10% | 3% |
| Several times a week | 10% | 8% | 5% |
| Once a week or so | 15% | 15% | 11% |
| Several times a month | 5% | 5% | 6% |
| Once a month or so | 11% | 10% | 11% |
| Once every couple of months | 5% | 7% | 8% |
| Never | 42% | 36% | 53% |

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Angus Reid Strategies is the public opinion 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 the largest Canadian-owned market research enterprise. 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 Strategies polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (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 Strategies, 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://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15_Election.pdf

Since 2006, Angus Reid Strategies 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.

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http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.09_QuebecElection.pdf

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More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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

**Copies of this poll are available on our website:
www.angusreidstrategies.com**

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