H1N1 Flu Virus Study

May 2009
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- Study of Canadian adults conducted using TNS Canadian Facts’ Express Online shared cost omnibus survey
- Respondents were randomly selected from the firm’s Internet research consumer panel
- Questionnaires completed between April 30 and May 5, 2009 by 1,021 Canadians aged 18 and older
- Survey data were weighted to reflect the demographic composition of the general adult population

- Study of doctors also conducted online
- Respondents were randomly selected from TNS Healthcare Canada’s Physician Panel
- Questionnaires completed between May 1 and 11, 2009 by 213 general practitioners
- Survey data were weighted to reflect the regional distribution of GPs in Canada
Health-Related Topics Heard or Read About in Past Week

Q1: Which, if any, of the following health related topics have you heard or read about within the last week or so?

Base: Total general practitioners (n=213); Total Canadian adults (n=1,021)

- Swine Flu: 99% (Doctors), 97% (Public)
- SARS: 33% (Doctors), 28% (Public)
- Avian/Bird Flu: 28% (Doctors), 28% (Public)
- Hepatitis A: 20% (Doctors), 14% (Public)
- None of these: 1% (Doctors), 3% (Public)
Q3: In your opinion, how serious is each of the following diseases or ailments? Please use a scale from 1-to-7, where 1 represents "Not at all serious" and 7 represents "Extremely serious". Of course, you may select any number between 1 and 7.

Base: Total general practitioners (n=213); Total Canadian adults (n=1,006)
Q4: To what extent do you agree or disagree with each of the following statements about Swine Flu. Please use a scale from 1-to-7, where 1 represents "Disagree completely" and 7 represents "Agree completely". Of course, you may select any number between 1 and 7.

Base: Total GPs (n=212) and Canadian adults (n=1,006) who have heard or read about Swine Flu/H1N1 in the past week
Level of Agreement with Statements About Swine Flu/H1N1

Q4: To what extent do you agree or disagree with each of the following statements about Swine Flu. Please use a scale from 1-to-7, where 1 represents "Disagree completely" and 7 represents "Agree completely". Of course, you may select any number between 1 and 7.

Base: Total GPs (n=212) and Canadian adults (n=1,006) who have heard or read about Swine Flu/H1N1 in the past week.
Doctors’ Level of Agreement with Statements About Swine Flu/H1N1

Q4: To what extent do you agree or disagree with each of the following statements about Swine Flu. Please use a scale from 1-to-7, where 1 represents "Disagree completely" and 7 represents "Agree completely". Of course, you may select any number between 1 and 7.

Base: Total GPs who have heard or read about Swine Flu/H1N1 in the past week (n=212)
Canadian Public’s Level of Agreement with Statements About Swine Flu/H1N1

Q4: To what extent do you agree or disagree with each of the following statements about Swine Flu. Please use a scale from 1-to-7, where 1 represents "Disagree completely" and 7 represents "Agree completely". Of course, you may select any number between 1 and 7.

Base: Total Canadian adults who have heard or read about Swine Flu/H1N1 in the past week (n=1,006)
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