



Ipsos Reid



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Assessing the H1N1 Flu Virus: A Social Marketing Campaign

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Final Report

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Project Background

The Citizen Readiness Campaign was a series of targeted activities to raise awareness, knowledge and consequently change behaviours in order to increase personal protection and preparedness levels among Canadians before and during a pandemic. The Citizen Readiness Campaign was appropriately altered to respond to the H1N1 flu virus (human swine flu) outbreak.

The target audience for this campaign is the Canadian public as a whole, with specific attention given to families. As a secondary audience, the Public Health Agency of Canada was also looking to reach health care professionals.

Planning for the Citizen Readiness Campaign has been done over the last few years, allowing for the focus testing of preliminary marketing materials in December 2007. The development of the strategy and specific ads are research-based from key findings of the focus tests. The Agency's social marketing campaign planning was based on pandemic phases 4 to 6, as defined by the World Health Organization (WHO). The campaign was based on an escalating strategy, where marketing tactics and activities will intensify based on Canadians levels of concern and risk assessments and evaluations by the Agency. The campaign includes a comprehensive, integrated strategy to leverage many forms of media to reach the target audience.

The first wave of messaging in response to the H1N1 flu virus outbreak focused on key infection prevention measures Canadians can take to protect themselves and their families against the H1N1 flu virus.

Forward planning includes a focus on family pandemic preparedness and emergency pandemic preparedness. The objectives of the forward planning are to provide information about the H1N1 flu virus, adequate planning and precautionary measures; supply information tools for self-care and family care; keep citizens informed on the evolution of the situation and inform the population in regards to the vaccination strategy and antiviral strategy as deemed appropriate.

Media Placement Information

The campaign comprised the following elements:

Wave 1 Messages: Infection Prevention Behaviours

Campaign Tactics included:

- Health Alert Notices: Travellers to and from Mexico (Launched April 27 – Stopped May 18)
- CATSA on screen messaging at pre-board area (Launched April 30)
- Google Adword Campaign (Launched April 30, ongoing)
- Print Ad – Dailies and weeklies (1st insertion May 2-4)
- Print Ad – Dailies and weeklies (2nd insertion May 9-13 for dailies, May 18 for weeklies)
- Web Banners (Launched May 9 for 4 weeks)
- Posters (at airports, on Web site)

- Transit Ad – Advertising in buses and subways (started week of May 18 for 4 weeks)

Objectives

- Increase knowledge of the flu pandemic, H1N1 flu virus and seasonal flu.
- Increased propensity to protect oneself and prevent spread of infectious diseases.
- Increased number of visits to the www.fightflu.ca web site to access up-to-date and relevant information.
- Keeping citizens informed on the evolution of the situation through appropriate risk communications messages.

Research Objectives

The proposed research was performed to satisfy the Government of Canada's requirement that all major ad campaigns be assessed using the Advertising Campaign Evaluation Tool. Specific objectives included:

- Determining unaided/aided recall of the H1N1 ad campaign.
- Determining recall of key messages of the campaign.
- Determining any contact with the government through the 1-800 toll free number or www.fightflu.ca website.
- Determining awareness of who was responsible for creating the ads and whether the ads were considered acceptable activity by the Government of Canada.
- Examining changes in behaviour or intentions to change behaviour as a result of the ad campaign.

In addition to the above mentioned objectives, the Public Health Agency of Canada also examined the knowledge and attitudes toward H1N1 including level of concern, the symptoms, ways to prevent the spread, intentions to get a vaccine, as well as current hygiene practices.

Methodology

Ipsos Reid conducted a telephone survey among a national, representative sample of 1,000 Canadian adults. The survey was pretested in English and French. The length of the survey at the pretest was just over 12 minutes. After the first night in field, two questions were added. The ACET portion of the survey is estimated at 7.5 minutes. The pre-test was conducted on June 10th, followed by a full launch on June 11th. The fieldwork was completed on June 18th.

The table below outlines the regional distribution of the sample with the associated margins of error.

	Sample Size	Margin of Error
Canada	1,000	3.1
British Columbia	132	8.6
Alberta	102	9.6
Sask./Man.	65	12.2
Ontario	383	5.0
Quebec	244	6.3
Atlantic Canada	74	11.5

The sample was stratified by census division and households were selected from a central telephone sampling program using random-digit dialing. The survey data was weighted to ensure the sample's age and gender and regional composition reflects that of the actual adult Canadian population according to Statistics Canada census data.

A Note on Open-Ended Questions

Responses which are mentioned by fewer than 30 respondents are not reported on in this document.

Summary

Advertising Recall

Seven in ten Canadians (71%) have, over the past few weeks or so, seen, heard, or read advertising about the flu. When asked what they remember about the advertising, that is, what words, sounds, or images come to mind, about three in ten mention either the 'human swine flu' (15%) or H1N1 more specifically (15%).

Just over one in five Canadians (22%) recall, seeing a newspaper ad over the past few weeks or so about the H1N1 flu virus, that is, the human swine flu virus. About one in ten (9%) recall seeing a similar poster in a city bus, train, or subway car over the past few weeks or so, while just over one in ten (12%) recall seeing a similar ad on the Internet. When those who recall at least one of the ads were asked what they thought the main point of the advertising was, more than two in five (44%) said 'to avoid spreading germs'.

One quarter (24%) of those who recall at least one of the ads said they did something as a result. Most often, they started washing their hands with soap more often (52%).

When asked who they believe produced the ads, three in ten (30%) say the Government of Canada/federal government, while eleven percent say Health Canada.

Focus on H1N1 (Swine Flu)

About one in five (19%) Canadians are concerned (8, 9, or 10 on the scale) that they, or someone else in their family may contract H1N1/swine flu in the next number of weeks or months. This represents a slight increase from May 2009 (15%).

As was the case in May, concern about the spread of H1N1/swine flu in Canada is fairly low – about one in five (18% vs. 17% in May 2009) express concern. We do, however, see a slight increase in the proportion who say they are *not* concerned (1, 2, or 3), from 34 percent in May, to 39 percent in June. That said, in May, respondents were told leading up to the question that an outbreak of the swine flu had occurred in Mexico, and had since spread to other countries around the world, including Canada.

When asked what they think are the symptoms of H1N1, 'fever' is mentioned most often (59%).

When asked what people can do to prevent or reduce the chances of getting or spreading H1N1, three in four (74%) say 'washing hands frequently'. 'Vaccination' is mentioned by fewer than one in ten (4%). Despite the low salience of getting a vaccination as a preventative measure, two in five (43%) will get one when it becomes available; those who won't, say it is unnecessary (14%), or that they are not concerned enough to do so (13%).

For the one third (33%) who are taking steps to reduce the risk of contracting H1N1, hand washing is the main preventative measure taken (66%). Among the two-thirds (67%) who have not taken steps to protect themselves/their families from H1N1, the reasons provided include not being concerned (54%), having already prepared (23%), and the notion that it won't affect them personally (23%).

When asked about the effectiveness of specific ways to prevent the spread of the H1N1 flu, eight in ten (82%) say *covering your mouth when you cough or sneeze* is effective (5 or higher on the scale) in reducing the spread of H1N1, while slightly fewer say *washing common areas such as door knobs and telephones* is effective (75%). Nine in ten (90%) say *hand washing* is effective in reducing the chances of catching H1N1, while three in five (57%) say *keeping distance from others* is effective.

Seven in ten Canadians (69%) typically wash their hands for 21 seconds or longer, yet only three in ten (31%) wash their hands 'all of the time' after coughing and sneezing. About nine in ten (93%) wash their hands all of the time after using a public washroom; three in four (73%) always wash their hands before handling food.

Although the most common reaction when both coughing (46%) or sneezing (29%) is to cover one's mouth/nose with one's **sleeve or arm**, similar proportions say they cover their mouth/nose with their **hand** (43% for coughing; 27% for sneezing).

Performance of the Government of Canada

Respondents were asked to rate the performance of the government in three areas including overall performance, providing information to the public, and informing Canadians about the symptoms and preventative measures to limit the spread of the H1N1 virus, using a scale of 1 to 7 where 1 means terrible, and 7 means excellent.

Receiving highest ratings is the government's performance when it comes to *informing Canadians about the symptoms and preventative measures to limit the spread of the H1N1 virus* (56% rate this as 'good' – 5, 6, or 7 on the scale). More than half (54%) say the government is doing a good job in *providing information to the public in general*, and half of Canadians (50%) say the government is doing a good job *overall*.

Conclusions – Advertising Campaign

The campaign's message is effective. Nearly half of Canadians aware of the ads received the key message that there are ways to avoid the spread of germs.

Sponsorship of the ads is fairly clear despite a crowded public environment. About half of those aware of the ads mention the federal government (30%), Health Canada (11%) or the Public Health Agency of Canada (6%).

Certain aspects of the media buy were more effective than others. The newspaper advertisements had a farther reach than the Internet and poster ads.

One in four took action as a result of seeing the advertisements. Those who took action were most likely to start washing their hands with soap for a longer period of time.

The advertising has a positive impact on impressions of the performance of the Government of Canada. Canadians who remember at least one of the ads are more likely than those who do not to rate the overall performance of the Government of Canada as excellent.

Conclusions – H1N1

Awareness and knowledge of H1N1 is fairly high, concern about contracting H1N1 and its spread is fairly low. Two in three have not taken steps to protect themselves/their families mainly because they are not concerned.

Hand washing is recognized as the best prevention. The vast majority of Canadians say that washing your hands, covering your mouth when you cough or sneeze, and washing common areas are effective in terms of reducing the spread of H1N1 flu. Despite the low salience of getting a vaccination as a preventative measure, nearly half intend to get one when they become available. Those who won't, say it is unnecessary or that they are not concerned.

But more work remains to be done. While covering your mouth/nose with your sleeve or arm is the most common behaviour when coughing or sneezing, this is followed closely by covering your mouth/ nose with your hand. Only three in ten say they wash their hands 'all of the time' after they cough/sneeze.

Detailed Findings

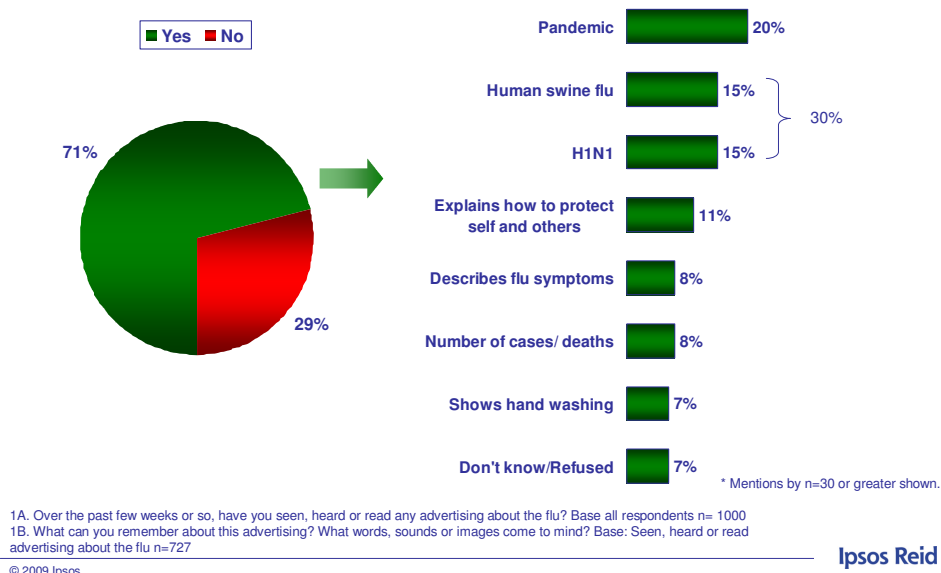
Seven in Ten Recall Advertising About the Flu – Human Swine Flu/H1N1 is Mentioned Most Often

Seven in ten Canadians (71%) have, over the past few weeks or so, seen, heard, or read advertising about the flu.

When asked what they remember about the advertising, that is, what words, sounds, or images come to mind, three in ten mention either the human swine flu (15%) or H1N1 more specifically (15%); one in five (20%) say pandemic¹, and one in ten (11%) say the ad explains how to protect oneself and others.

Eight percent say it describes flu symptoms, or the number of cases/deaths, while seven percent say it shows hand washing.

Seven in Ten Recall Ads About the Flu - Human Swine Flu/H1N1 is Mentioned Most Often



Those most likely to recall an ad about the flu include:

- Older Canadians (peaking at 79% among those 55 years of age or older);

¹ On June 11th, the first day in field, the World Health Organization announced that the H1N1 was now a pandemic.

- Women (75% compared to 66% among men);
- Those with higher household incomes (peaking at 74% among those who earn more than \$80,000 annually); and,

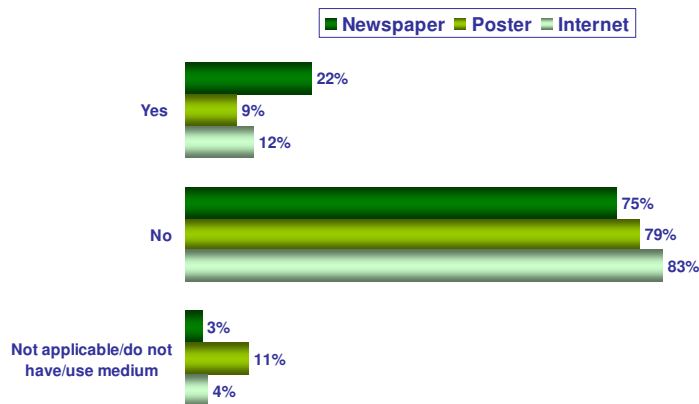
Those with higher levels of educational attainment are more likely to say H1N1 (peaking at 20% among those with an undergraduate or graduate degree).

Older Canadians (peaking at 26% among those 55 years of age and older), are more likely to say pandemic.

One in Five Recall a Newspaper Ad; About One in Ten Recall a Transit Poster or the Internet Ads

Respondents were asked whether they remember seeing a newspaper ad over the past few weeks or so about the H1N1 flu virus, that is, the human swine flu virus that showed a picture of a man sneezing into his sleeve and featured the words 'knowledge is your best defense'. Just over one in five (22%) recall seeing such an ad (75% do not). Respondents were also asked whether they recall seeing a similar poster in a city bus, train, or subway car over the past few weeks or so. About one in ten (9%) recall such an ad (79% do not). Finally, respondents were asked if they recall seeing a similar ad on the Internet over the past few weeks or so. Just over one in ten (12%) recall such an ad (83% do not).

One in Five Recall the Newspaper Ad; About One in Ten Recall the Transit Poster or the Internet Ads



2.1) Do you remember seeing a newspaper ad over the past few weeks or so about the H1N1 flu virus, that is to say the human swine flu virus? The ad showed a picture of a man sneezing into his sleeve and featured the words knowledge is your best defense. ?
 Base all respondents n=1000
 2.2) Do you remember seeing a similar poster in a city bus, train or subway car over the past few weeks or so?
 Base: All respondents n=1000
 2.3) Do you remember seeing a similar ad on the Internet over the past few weeks or so? Base: All respondents n=1000
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Those most likely to say they recall the newspaper ad include:

- Those who also recall seeing the transit ad (45%), or the Internet ad (44%);
- Residents of British Columbia (28%) and Ontario (26%) compared to those in Quebec (14%); and,
- Older Canadians (peaking at 27% among those 55 years of age or older).

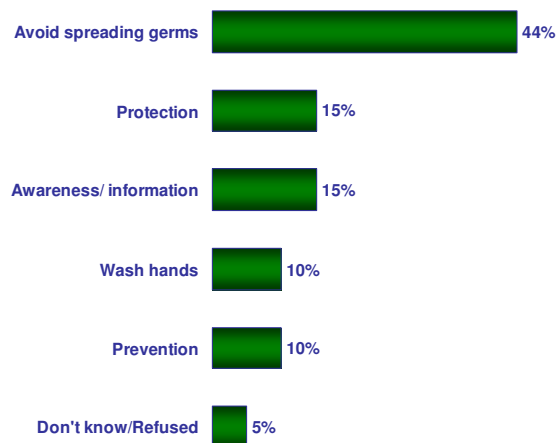
Those who regularly use public transportation (24%) are more likely to say they recall the transit ad compared to those who do not (6%).

Younger Canadians (peaking at 19% among those 18 to 34 years of age) are more likely to say they recall the Internet ad.

‘Avoid Spreading Germs’ Mentioned Most Often as Main Point of Ads

When those who recall at least one of the ads were asked what they thought the main point of the advertising was, more than two in five (44%) said to avoid the spread of germs. Fifteen percent mentioned protection (15%) or awareness (15%), while about one in ten said washing hands (10%), or prevention (10%).

‘Avoid Spreading Germs’ Mentioned Most Often as Main Point of Ads



* Mentions by n=30 or greater shown.

3. Thinking about the advertising that you saw, what do you think was the main point this advertising was trying to get across?
Base: Recall at least 1 of the ads n=342

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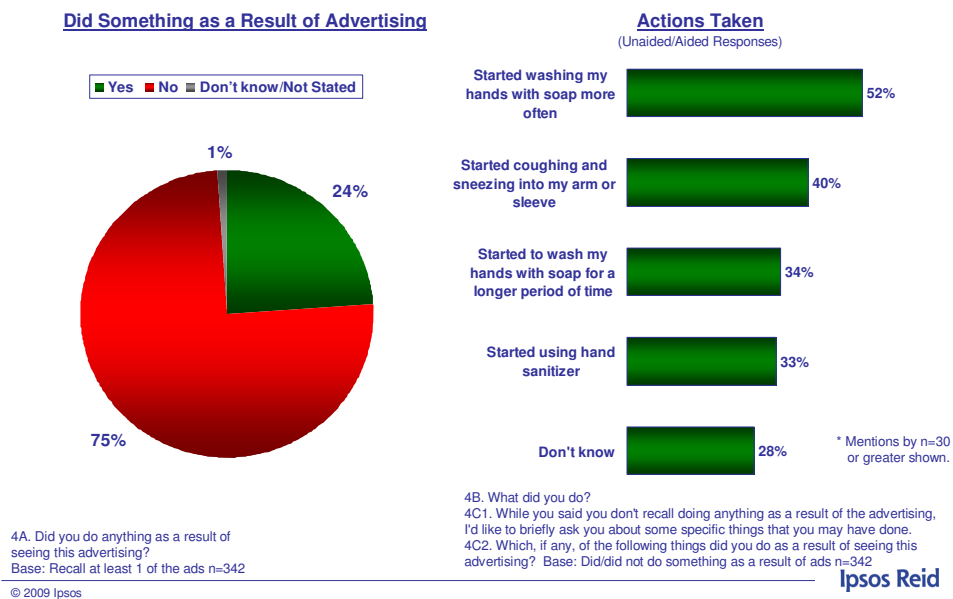
Those most likely to say that the main point of the ad is ‘to avoid spreading germs’ include:

- Those who recall the transit ad (55%) compared to those who do not (40%); and
- Women (50% vs. 38% among men).

One in Four Took Action as a Result of the Ads

One quarter (24%) of those who recall at least one of the ads say they did something as a result of seeing the ads. In terms of actions taken (when considering unaided and aided responses²), more frequent hand washing with soap is mentioned most often (52%), followed by starting to cough/sneeze in one's arm or sleeve (40%), hand washing with soap for a longer period of time (34%), and starting to use hand sanitizer (33%).

One in Four Took Action as a Result of the Ads



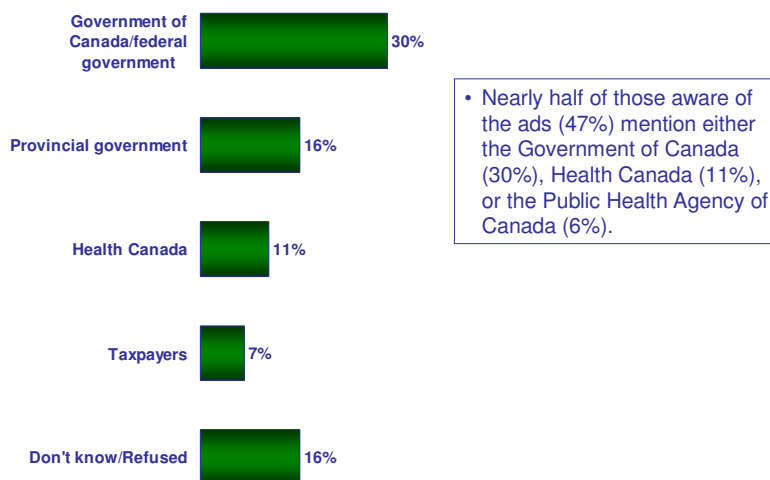
There are no statistically significant differences across demographic sub-groups.

² This includes unaided and aided responses among those who say they took action as a result of the ads, as well as aided responses among those who initially say they did nothing as a result of the ads.

Three in Ten Mention the Government of Canada/Federal Government as the Sponsor of the Ads

When asked who they believe produced the advertising, three in ten (30%) say the Government of Canada/federal government. Sixteen percent say the provincial government, and eleven percent say Health Canada.

Three in Ten Mention the Government of Canada/Federal Government as the Sponsor of the Ads



* Mentions by n=30 or greater shown.

5A/B. Thinking about the advertising you saw, who do you think produced it? That is, who paid for it? (If government) Which level of government? Base: Recall at least 1 of the ads n=342

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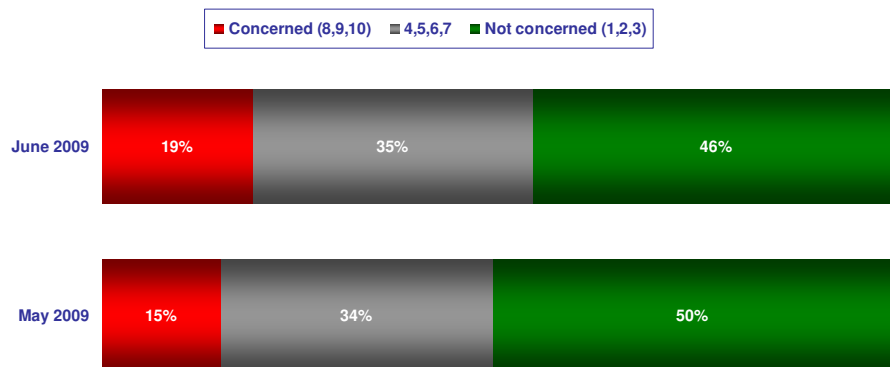
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There are no statistically significant differences across demographic sub-groups.

Concern About Contracting Swine Flu is Low

About one in five (19%) Canadians are concerned (8, 9, or 10 on the scale) that they, or someone else in their family may contract H1N1/swine flu in the next number of weeks or months. This is a slight increase from May, when 15 percent expressed concern. In this most recent survey, we also see a slight decrease in the number who are not concerned (46%, down from 50% in May saying 1, 2, or 3 on the scale).

Concern About Contracting H1N1 is Low



Q8b. How concerned are you that you or someone else in your family may contract this flu over the next number of weeks or months? Please use the same scale. Base: All respondents completed June 11th onward n=907

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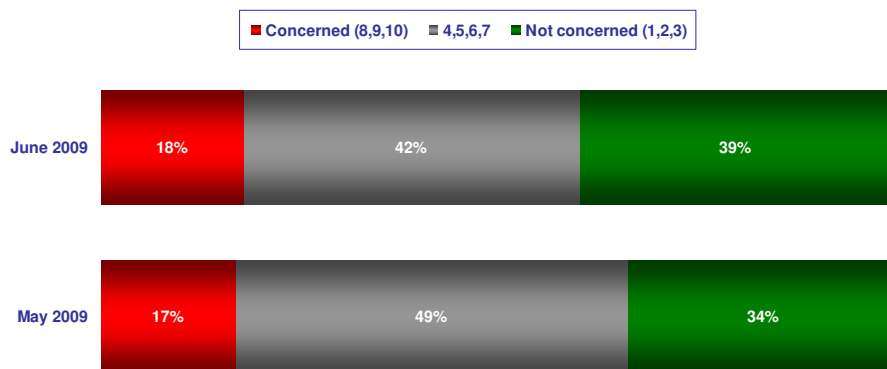
Those most likely to express concern (8, 9, or 10 on the scale), include:

- Those with lower household incomes (peaking at 24% among those who earn \$40,000 or less annually); and,
- Those with lower levels of educational attainment (peaking at 23% among those with secondary school or less).

Concern About Spread of Swine Flu is Low

As was the case in May, concern about the spread of H1N1/Swine Flu in Canada is fairly low – about one in five (18% vs. 17% in May) express concern (8, 9, or 10 on the scale). We do, however, see a slight increase in the proportion who say they are *not* concerned (1, 2, or 3), from 34 percent in May, to 39 percent in June. It is, however, important to note that in May respondents were told, previous to this question, that an outbreak of the swine flu occurred in Mexico and had since spread to other countries around the world, including Canada.

Concern About Spread of H1N1 is Low



Q8a. How concerned are you about the spread of the H1N1 virus or "swine flu" in Canada? Please answer on a scale from 1 to 10 where 1 means not at all concerned and 10 means extremely concerned. Base: All respondents interviewed June 11th onward n=907

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Those most likely to express concern (8, 9, or 10 on the scale) include:

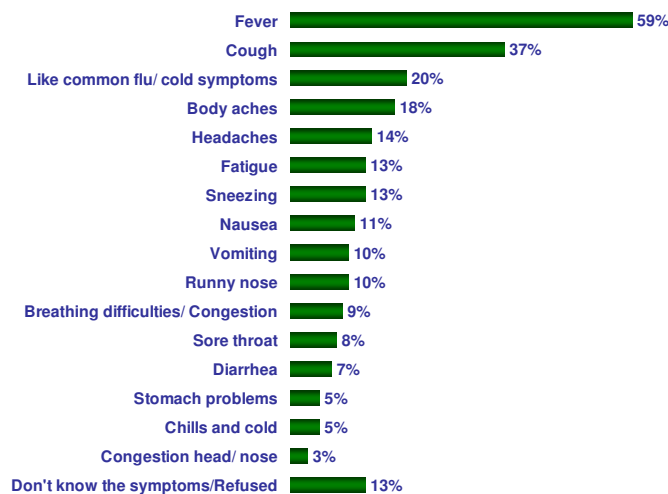
- Women (22% vs. 15% among men);
- Those with lower household incomes (peaking at 22% among those who earn \$40, 000 or less annually); and,
- Those with lower levels of educational attainment (peaking at 21% among those with secondary school or less).

Fever is the Most Frequently Mentioned Symptom of H1N1

When asked about what they think are the symptoms of H1N1, fever is mentioned most often (59%). This is followed by cough (37%), while about one in five say symptoms like the common flu/cold (20%), or body aches (18%). Just over one in ten say headaches (14%), fatigue (13%), or sneezing (13%), while slightly fewer mention nausea (11%), vomiting (10%), runny nose (10%), or breathing difficulties/congestion (9%).

Eight percent say sore throat, while seven percent say diarrhea. Five percent say stomach problems, or chills and cold, while three percent say congestion in the head/nose.

Fever is the Most Frequently Mentioned Symptom of H1N1 (Unaided)



* Mentions of n=30 or greater are shown.

9A/B/C/D/E. (TOTAL MENTIONS) To the best of your knowledge, what are the symptoms of H1N1, also known as the 'swine flu'?
Base: All respondents n=1000

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Those most likely to mention fever include:

- Those with higher levels of educational attainment (peaking at 70% among those with university or graduate degrees);
- Residents of Quebec (68%) compared to those in all other provinces;
- Those with higher household incomes (peaking at 65% among those who earn more than \$80,000 annually); and,
- Women (65% vs. 52% among men).

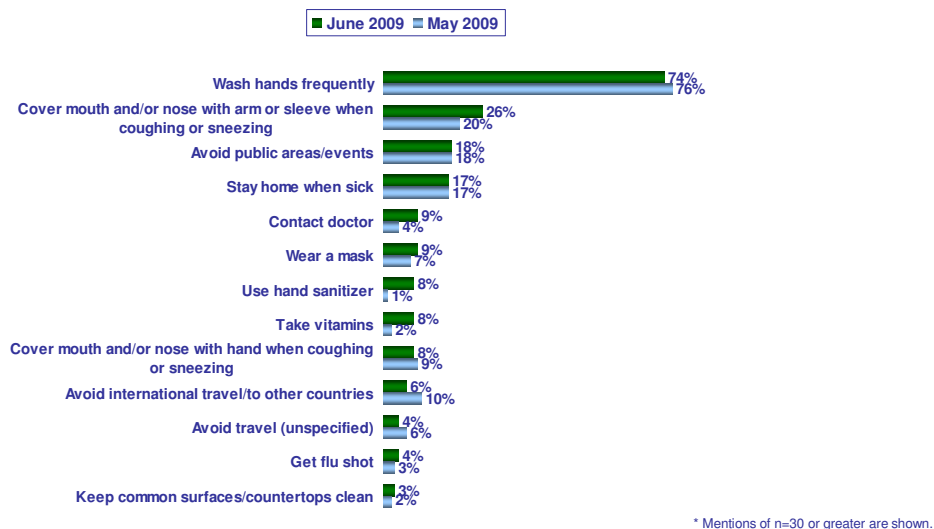
When Asked About Prevention, Hand Washing Gets Top Mention – Vaccination is Mentioned Infrequently

When asked what people can do to prevent or reduce the chances of getting or spreading H1N1, three in four (74%) say washing hands frequently. One in four (26%) say covering your mouth and/or nose with your arm or sleeve while coughing or sneezing, and one in five say avoiding public areas/events (18%), or staying home while sick (17%). About one in ten say contacting a doctor, or wearing a mask (both at 9%).

Just fewer than one in ten mention using hand sanitizer (8%), taking vitamins (8%), covering your mouth and/or nose with your hand when coughing or sneezing (8%), or avoiding international travel/to other countries (6%). Four percent say avoiding travel more generally, or getting the flu shot, while three percent say keeping common surfaces/countertops clean.

Responses are similar to those seen in May, however, respondents are more likely to say contact a doctor (9%, up from 4%), use hand sanitizer (8%, up from 1%), and take vitamins (8%, up from 2%) compared to the previous survey.

When Asked About Prevention, Hand Washing Gets Top Mention; Vaccination Mentioned Infrequently



10A/B/C/D/E. (TOTAL MENTIONS) To the best of your knowledge, what things can people do to prevent or reduce the chances of getting or spreading H1N1, also known as the 'swine flu'? Base: All respondents n=1000

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Those most likely to say wash hands frequently include:

- Residents of British Columbia (86%) compared to those in Saskatchewan/Manitoba (69%), Quebec (69%), the Atlantic provinces (73%), and Ontario (74%);
- Those with higher household incomes (peaking at 83% among those who earn more than \$80,000 annually);

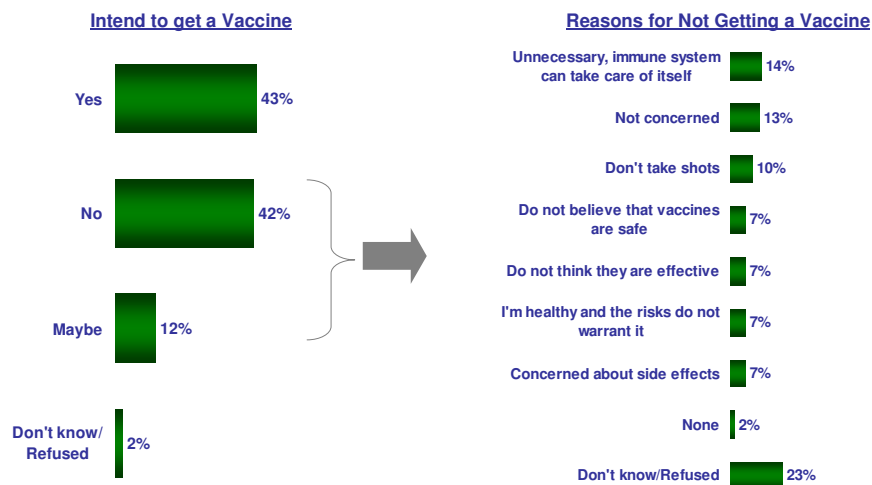
- Those with higher levels of educational attainment (peaking at 82% among those with university or graduate degrees); and,
- Women (79% vs. 69% among men).

Despite the Low Salience of Vaccination as Prevention, Two in Five Will Get One; Those who Won't, say it is Unnecessary or That They are Not Concerned

Two in five (43%) Canadians intend to get a vaccine for the H1N1 flu virus when one is available. A similar proportion (42%) will not, while about one in ten (12%) are unsure.

Those who will not get the vaccine say it is unnecessary/that the immune system can take care of itself (14%), that they are not concerned (13%), or that they don't take shots (10%) most often. Seven percent do not believe vaccines are safe, do not think they are effective, think that the risks do not warrant it, or are concerned about the side effects.

Despite Low Salience of Vaccination as Prevention, Two in Five Will Get One; Those Who Won't Say it is Unnecessary/They are not Concerned



16. Do you intend to get a vaccine for the H1N1 flu virus, also known as human swine flu, when one is available?
 Base: All respondents n=1000
 16B.1/2/3/4/5 (TOTAL MENTIONS) What are the main reasons you would choose NOT to get the flu vaccine for H1N1? Base: Said No/Maybe intend to get a vaccine for the H1N1 flu virus n=544

* Mentions by n=30 or greater shown.

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Those most likely to say they will get the vaccine include:

- Those who are concerned about contracting H1N1 (peaking at 67% among those who rate their concern as 8 or higher);
- Those who are concerned about the spread of H1N1 (peaking at 65% among those who rate their concern as 8 or higher);
- Those with lower household incomes (peaking at 50% among those who earn \$40,000 or less); and,
- Women (47% vs. 40% among men).

For the One in Three who are Taking Steps to Reduce Risks, Hand Washing is the Top Step Taken

One in three (33%) Canadians have taken steps to protect themselves and/or their family from the H1N1 flu virus. When asked what steps they have taken, washing hands/general hygiene is mentioned most often (66%); hand sanitizer (22%), avoiding people (13%), and taking precautions/being careful (10%), were the other main mentions.

For One in Three who are Taking Steps to Protect Themselves, Hand Washing is Top Step Taken



11. Have you personally taken steps to protect yourself and/or your family from the H1N1 flu virus also known as the 'swine flu'? Base: All respondents n=1000

11A. 1/2/3/4/5 (TOTAL MENTIONS) What steps have you taken? Base: Taken steps to protect your self and/or your family n=329

* Mentions by n=30 or greater shown.

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Those most likely to say they have taken steps to protect themselves and/or their families include:

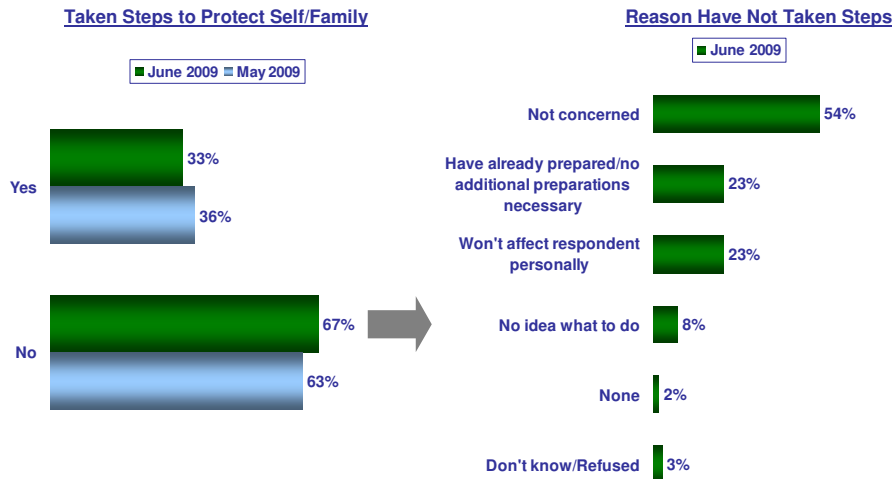
- Those who are concerned about the spread of H1N1 (peaking at 51% among those who rate their concern as 8 or higher);
- Those who are concerned about contracting H1N1 (peaking at 48% among those who rate their concern as 8 or higher);
- Residents of Ontario (40%) compared to those in Quebec (28%); and,
- Women (37% vs. 29% among men).

Women (72%) are more likely than men (58%) to say they started washing their hands.

For Those not Taking Steps, Lack of Concern is Top Reason

Two-thirds (67%) have not taken steps to protect themselves/their families from H1N1. Reasons given are, not being concerned (54%), already having prepared (23%), and the belief that it won't affect the respondents personally (23%). Eight percent do not know what to do.

For Those not Taking Steps, Lack of Concern is Top Reason



11. Have you personally taken steps to protect yourself and/or your family from the H1N1 flu virus also known as the 'swine flu'? Base: All respondents n=1000

11B. 1/2/3/4/5 (TOTAL MENTIONS) Why have you not taken any steps? Base: Have not taken steps to protect yourself and/or your family n=668

* Mentions by n=30 or greater shown.

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Those most likely to say they have not taken steps include:

- Those who are not concerned about the spread of H1N1 (peaking at 78% among those who rate their concern as 3 or lower);
- Those who are not concerned about contracting H1N1 (peaking at 77% among those who rate their concern as 3 or lower);
- Residents of the Atlantic provinces (77%) and Quebec (72%) compared to those in Ontario (60%); and,
- Men (71% vs. 63% among women).

Those most likely to say they have not taken any steps because they are not concerned include:

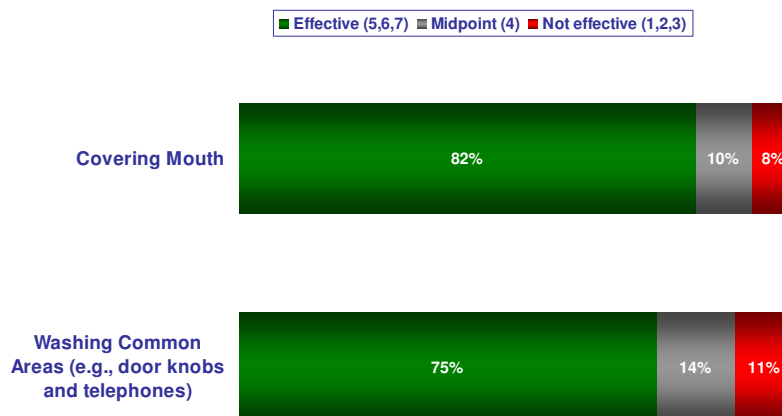
- Younger Canadians (peaking at 66% among those 18 to 34 years of age); and,
- Men (63% vs. 45% among women).

Four in Five say Covering Your Mouth to Reduce Spread of H1N1 is Effective; Slightly Fewer say Washing Common Areas Such as Door Knobs and Telephones is Effective

When asked, using a scale of 1 to 7, where 1 is not at all effective, and 7 is very effective, how effective covering ones mouth is at reducing the spread of the H1N1 flu, four in five (82%) say it is effective (5, 6, or 7). Fewer than one in ten (8%) do not believe it is effective (1, 2, or 3).

Three in four (75%) say that washing common areas, such as door knobs and telephones is effective in reducing the spread of H1N1. One in ten (11%) do not believe this is effective.

Four in Five Say Covering Mouth to Reduce Spread of H1N1 is Effective



15A. How effective do you think washing surfaces in common areas such as door knobs and telephones is in reducing the spread of the H1N1 flu? Base: All respondents n=1000 15B. How effective do you think covering your mouth when you cough or sneeze is in reducing the spread of the H1N1 flu? Base: All respondents n=1000
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Those most likely to say that covering your mouth when you cough or sneeze is effective include:

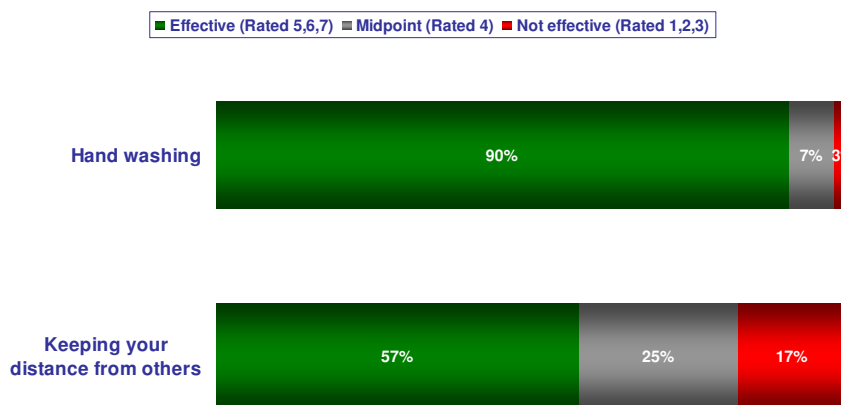
- Residents of Alberta (86%) and Quebec (85%) compared to those in British Columbia (75%); and,
- Women (85% vs. 78% among men).

Women (81%) are also more likely than men (69%) to say that washing common surfaces is effective in reducing the spread of H1N1.

Nine in Ten say Hand Washing to Reduce the Chances of Catching H1N1 is Effective; Three in Five say Keeping Your Distance from Others is Effective

Using the same seven-point scale, respondents were asked about the effectiveness of hand washing and keeping your distance from others in reducing the chances of catching the H1N1 flu. Nine in ten (90%) say hand washing is effective, with only three percent who do not (3 or lower on the scale). About six in ten (57%) say keeping your distance from others is effective, while 17 percent say it is not.

Nine in Ten say Hand Washing to Reduce Chances of Catching H1N1 is Effective; Three in Five say Keeping Your Distance from Others is Effective



15. How effective do you think that each of the following measures are in reducing your chances of catching the H1N1 flu, assuming that you perform them correctly and consistently, (on a scale where 1 is not at all effective, 7 is extremely effective and the midpoint 4 is moderately effective): Base: All respondents n=1000

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Those most likely to say hand washing is effective include:

- Women (94% vs. 86% among men); and,
- Older Canadians (peaking at 92% among those 55 years of age or older).

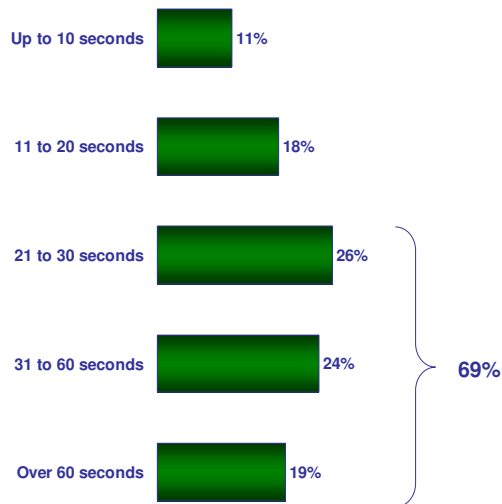
Older Canadians are also more likely to say keeping your distance from others is effective (peaking at 65% among those 55 years of age or older).

Moreover, those with higher levels of concern about the spread and contraction of the H1N1 flu virus are more likely than those who are not concerned to consider keeping their distance from others to be effective.

Seven in Ten Typically Wash Hands 21 Seconds or Longer

When asked for how long they typically wash their hands, a majority (69%) do so for 21 seconds or more. This includes one in four (26%) who say they wash their hands for 21 to 30 seconds, one in four (24%) who wash their hands for 31 to 60 seconds, and one in five (19%) who wash their hands for more than 60 seconds. One in ten (11%) wash their hands for 10 seconds or less, while about one in five (18%) spend 11 to 20 seconds washing their hands.

Seven in Ten Typically Wash Hands 21 Seconds or Longer



13. How long do you typically wash your hands for? Base: All respondents n=1000
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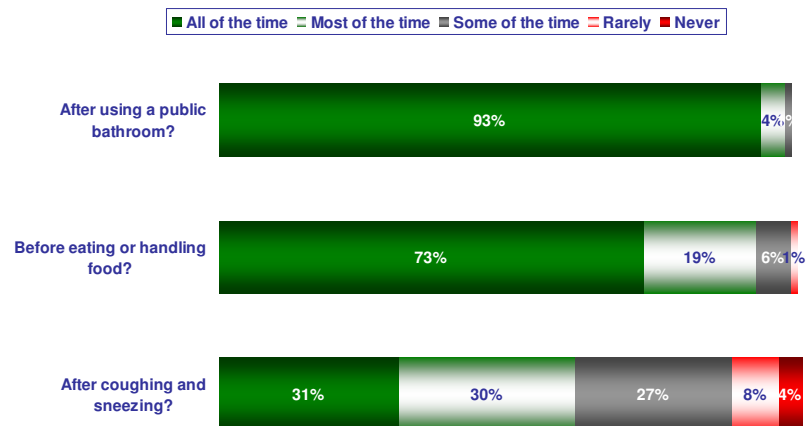
Those with higher levels of concern about the spread of the H1N1 flu virus (26% among those saying 8 or higher on the scale) are more likely than those who are not concerned (16% among those saying 3 or lower) to wash their hands for over 60 seconds.

Only Three in Ten Wash Hands ‘All of the Time’ After Coughing and Sneezing

Although a majority of Canadians wash their hands for the acceptable length of time (at least 20 seconds), there is variation in terms of *when* they wash their hands. While more than nine in ten (93%) wash their hands all of the time after using a public washroom, fewer (73%) always wash their hands before handling food. One in five (19%) say they wash their hands before eating or handling food, ‘most of the time’.

Three in ten (31%) Canadians always wash their hands after coughing and sneezing, followed by three in ten (30%) who do so most of the time, and slightly fewer (27%) who do so some of the time. Eight percent rarely wash their hands after coughing or sneezing, and four percent say they never do.

Only Three in Ten Wash Hands ‘All of the Time’ After Coughing and Sneezing



12. We all wash our hands on some occasions and don't on others. Very few of us wash them all of the time for all occasions. On average, how often would you say you wash your hands each day in the following situations:
Base: All respondents n=1000

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Those most likely to say they wash their hands all of the time after using a public bathroom include:

- Those with higher household incomes (peaking at 96% among those who earn more than \$80,000 annually); and,
- Women (95% vs. 90% among men).

Those most likely to say they wash their hands all of the time before eating or handling food include:

- Residents of the Atlantic provinces (84%) compared to those in Alberta (65%) or Saskatchewan/Manitoba (67%);
- Rural residents (81%) compared to those in urban areas (71%);

- Women (76% vs. 70% among men); and,
- Those with lower levels of educational attainment (peaking at 76% among those with secondary school or less).

Those most likely to say they wash their hands all of the time after coughing and sneezing include:

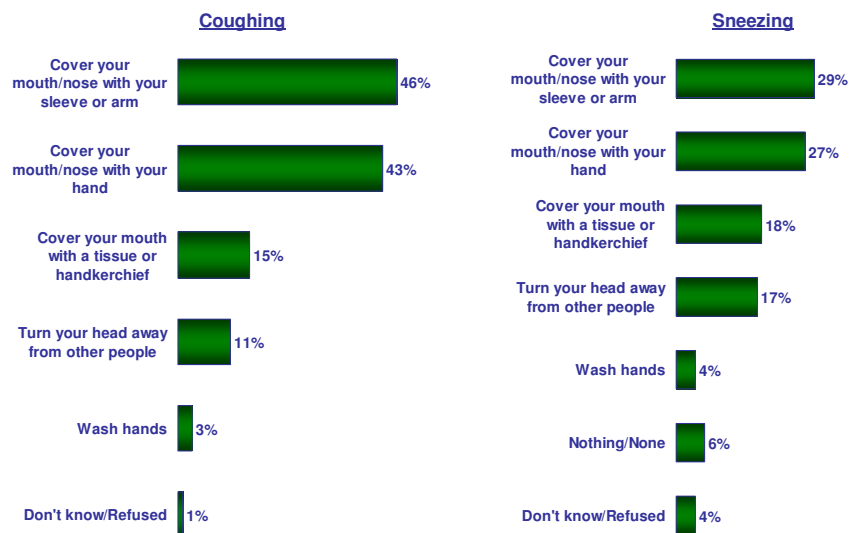
- Women (39% vs. 23% among men); and,
- Older Canadians (peaking at 37% among those 55 years of age or older).

Moreover, those with higher levels of concern about the spread and contraction of the H1N1 flu virus tend to be more likely than those who are not concerned to often (all of the time or most of the time) wash their hands before eating or handling food, or after coughing or sneezing.

Nearly Half Cover Mouth/Nose With Sleeve/Arm When Coughing; Three in Ten do the Same When Sneezing

Although the most common reaction when both coughing (46%) or sneezing (29%) is to cover one's mouth/nose with one's sleeve or arm, similar proportions say they cover their mouth/nose with their hand (43% for coughing; 27% for sneezing). Other ways people react when they cough or sneeze is to cover their mouth with a handkerchief (coughing 15%; sneezing 18%), to turn their heads away from other people (11% coughing, 17% sneezing), or to wash their hands (3% coughing, 4% sneezing).

Nearly Half Cover Mouth/Nose With Sleeve/Arm When Coughing; Three in Ten do the Same When Sneezing



14A. What do you do most often when you cough? Base: All respondents n=1000

14B. And, how would you describe your most common reaction when you sneeze? Base: All respondents n=1000

* Mentions by 3% or greater shown.

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Those most likely to say they cover their mouth/nose with their sleeve/arm when they cough include:

- Women (51% vs. 40% among men);
- Younger Canadians (peaking at 55% among those between the ages of 18 and 34);
- Those with higher household incomes (peaking at 52% among those who earn more than \$80,000 annually).

Men (48%) are more likely than women (38%) to say they cover their mouth/nose with their hand when they cough.

Those most likely to say they cover their mouth/nose with their sleeve/arm when they sneeze include:

- Those with higher levels of academic attainment (peaking at 39% among those with undergraduate or graduate degrees);
- Younger Canadians (peaking at 37% among those between the ages of 18 and 34);
- Those with higher household incomes (peaking at 35% among those who earn more than \$80,000 annually);
- Women (33% vs. 25% among men); and,
- Residents of Ontario (32%) compared to those in Quebec (23%).

Men (32%) are more likely than women (23%) to say they cover their mouth/nose with their hand when they sneeze.

Rating Government's Performance

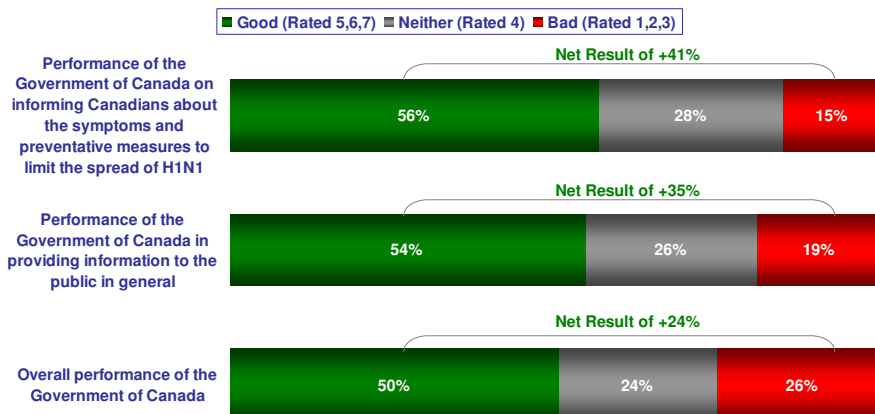
Respondents were asked to rate the performance of the government in three areas including overall performance, providing information to the public, and informing Canadians about the symptoms and preventative measures to limit the spread of the H1N1 virus, using a scale of 1 to 7 where 1 means terrible, and 7 means excellent.

Receiving highest ratings is the government's performance when it comes to informing Canadians about the symptoms and preventative measures to limit the spread of the H1N1 virus. More than half (56%) rate this as good (5, 6, or 7 on the scale), while fewer than one in five (15%) rate it as bad (1, 2, or 3 on the scale). Three in ten are neutral (28% saying 4 on the scale).

A similar proportion (54%) says the government is doing a good job in providing information to the public, while one in five (19%) say a bad job. About one in four (26%) say they are neutral.

Half of Canadians (50%) say the government is doing a good job overall. About one in four (26%) say it is doing a bad job, while one in four (24%) are neutral.

Government Performance Overall and in Informing Canadians About Symptoms and Ways to Limit Spread of H1N1



6. How would you rate the performance of the Government of Canada on informing Canadians about the symptoms and preventative measures to limit the spread of the H1N1 virus, also known as swine flu? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad. Base: All respondents n=1000; 7. And, using the same scale, how would you rate the performance of the Government of Canada in providing information to the public in general? Base: All respondents n=1000; 8. Generally speaking, how would you rate the overall performance of the Government of Canada? Once again, please use the same scale. Base: All respondents n=1000

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Those most likely to give the government a 'good' rating (5, 6, or 7 on the scale) when it comes to *informing Canadians about the symptoms and preventative measures to limit the spread of the H1N1 virus*, include:

- Those who say the government is doing a good job providing information to the public in general (82%);

- Those who say the government is doing a good job overall (76%);
- Those who recall the transit ad (76%) compared to those who do not (54%);
- Those who recall the Internet ad (76%) compared to those who do not (53%);
- Those who recall the newspaper ad (75%) compared to those who do not (51%);
- Residents of Alberta (62%), Ontario (61%), and British Columbia (61%), compared to those in Saskatchewan/Manitoba (43%) and Quebec (47%);
- Those with higher household incomes (peaking at 63% among those who earn more than \$80,000 annually); and,
- Women (61% vs. 51% among men).

Those most likely to say the government is doing a good job *in providing information to the public in general* include:

- Those who say the government is doing a good job overall (80%);
- Those who say the government is doing a good job informing Canadians about the symptoms and preventative measures to limit the spread of the H1N1 virus (78%);
- Those who recall the newspaper ad (62%) compared to those who do not (52%);
- Those who recall the Internet ad (65%) compared to those who do not (52%); and,
- Those with higher levels of educational attainment (peaking at 60% among those with university or graduate degrees).

Those most likely to say the government is going *a good job overall* include:

- Those who recall the Internet ad (60%) compared to those who do not (48%);
- Those who say the government is doing a good job providing information to the public in general (74%); and,
- Those who say the government is doing a good job informing Canadians about the symptoms and preventative measures to limit the spread of the H1N1 virus (67%).

Appendix I: Response Rate Calculation

This table calculates the response rate among the respondents in this research based on the empirical calculation standard of the Market Research and Intelligence Association. More information on this method may be located here: <http://www.mria-arim.ca/STANDARDS/Response.asp>

Empirical Calculation for Data Collection	
Total Numbers Attempted	18027
Invalid (NIS, fax/modem, business/non-res.)	7370
Unresolved (U) (Busy, no answer, answering machine)	5005
In-scope - non-responding (IS)	4584
Language problem	200
Illness, incapable, deaf	63
Household refusal	3433
Respondent refusal	720
Qualified respondent break-off	168
In-scope - Responding units (R)	1068
No one 18 years of age or older	16
Other disqualify	11
Completed interviews	1041
Response Rate = $R/(U+IS+R)$	10%

Appendix II: Ads



**KNOW WHAT TO DO
TO FIGHT THE H1N1 FLU VIRUS**

 Public Health
Agency of Canada Agence de la santé
publique du Canada

Canada



 Public Health
Agency of Canada Agence de la santé
publique du Canada

Canada



**Tip: USE YOUR ARM TO
COVER COUGHS AND SNEEZES**

 Public Health
Agency of Canada Agence de la santé
publique du Canada

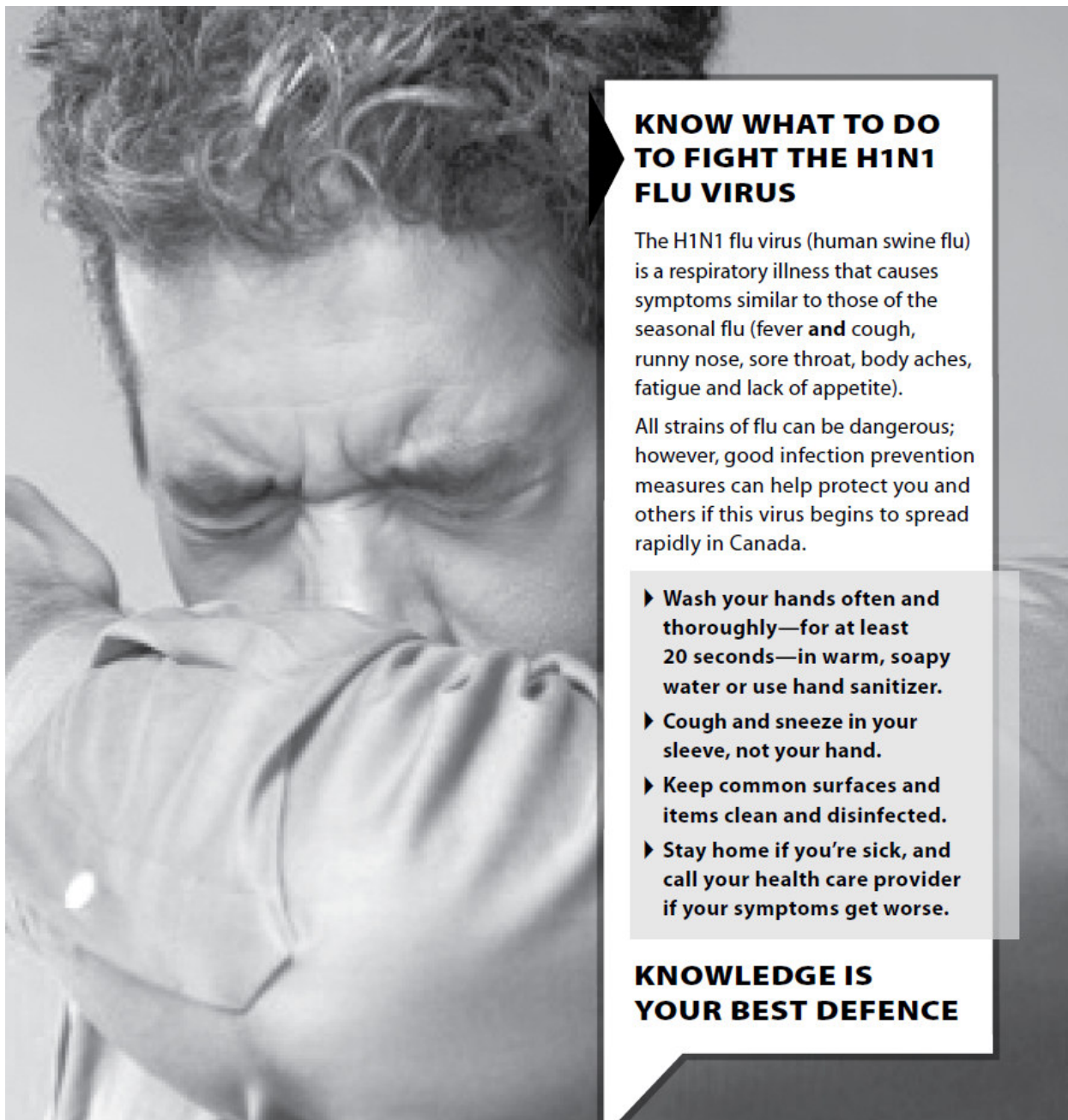
Canada



**KNOWLEDGE IS
YOUR BEST DEFENCE** [LEARN MORE >](#)

 Public Health
Agency of Canada Agence de la santé
publique du Canada

Canada



KNOW WHAT TO DO TO FIGHT THE H1N1 FLU VIRUS

The H1N1 flu virus (human swine flu) is a respiratory illness that causes symptoms similar to those of the seasonal flu (fever **and** cough, runny nose, sore throat, body aches, fatigue and lack of appetite).

All strains of flu can be dangerous; however, good infection prevention measures can help protect you and others if this virus begins to spread rapidly in Canada.

- ▶ Wash your hands often and thoroughly—for at least 20 seconds—in warm, soapy water or use hand sanitizer.
- ▶ Cough and sneeze in your sleeve, not your hand.
- ▶ Keep common surfaces and items clean and disinfected.
- ▶ Stay home if you're sick, and call your health care provider if your symptoms get worse.

**KNOWLEDGE IS
YOUR BEST DEFENCE**

For more information on flu prevention, visit

www.fightflu.ca or call 1-800-454-8302

TTY 1-800-465-7735



Public Health
Agency of Canada

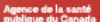
Agence de la santé
publique du Canada

Canada



Ipsos Reid Public Affairs



 Public Health
Agency of Canada  Agence de la santé
publique du Canada

KNOW WHAT TO DO TO FIGHT THE FLU

- ▶ Wash your hands often—for at least 20 seconds—in warm, soapy water or use hand sanitizer.
- ▶ Use your sleeve to cover coughs and sneezes.
- ▶ Keep common surfaces and items clean.
- ▶ Stay home if you're sick, and call your health care provider if your symptoms get worse.

FLU SYMPTOMS ARE: cough *and* fever, runny nose, sore throat, body aches, fatigue and lack of appetite.

KNOWLEDGE IS YOUR BEST DEFENCE

www.fightflu.ca 1-800-454-8302
TTY 1-800-465-7735



Appendix III: Questionnaire

INTRODUCTION

INTRODUCTION

Hello, my name is _____. I'm calling on behalf of Ipsos Reid. I'd like to ask you some questions about current issues of interest to Canadians. Your responses will be kept entirely confidential and this survey is registered with the national survey registration system.

Bonjour, ici _____ d'Ipsos-Reid. J'aimerais vous poser quelques questions sur certains enjeux d'actualité qui intéressent les Canadiens. Vos réponses seront tenues strictement confidentielles et le présent sondage est enregistré auprès du système national d'enregistrement des sondages.

May I please speak to a member of the household who is 18 years of age or older? Would that be you? [IF NOT, ASK TO SPEAK TO THAT PERSON AND START AGAIN]

Puis-je parler à un membre de votre foyer âgé de 18 ans ou plus? Sevez-vous cette personne? [SI NON, DEMANDER DE PARLER À UNE PERSONNE DONT C'EST LE CAS ET REPRENDRE]

Yes	[CONTINUE]
Oui	[CONTINUER]
No	[ASK TO SPEAK TO 'ELIGIBLE' PERSON]
Non	[DEMANDER DE PARLER À UNE PERSONNE « ADMISSIBLE »]
REFUSED	[THANK/DISCONTINUE]
REFUS	[REMERCIER/CONCLURE]

CORE QUESTIONS

QUESTIONNAIRE PRINCIPAL

Q1A. Over the past few weeks or so, have you seen, heard or read any advertising about the flu?

Q1A. Au cours des dernières semaines, avez-vous vu, lu ou entendu des publicités sur la grippe ?

Yes
Oui
No
Non
DON'T KNOW
NE SAIT PAS

REFUSED
REFUS

[IF YES AT 1 A CONTINUE, OTHERWISE SKIP TO Q2.]

1B. What can you remember about this advertising? What words, sounds or images come to mind? [OPEN END, ACCEPT MULTIPLE MENTIONS.]

1B. De quoi vous souvenez-vous au sujet de la publicité? Quels mots, sons ou images vous viennent à l'esprit? [QUESTION OUVERTE, ACCEPTER PLUSIEURS RÉPONSES.]

H1N1 (human swine flu)
man sneezing into his elbow/sleeve
shows hand washing
describes flu symptoms
explains how to protect self and others
"know what to do to fight the flu"/ "know what to do to fight the flu H1N1 flu virus"
"knowledge is your best defence"
contact information/website
in a newspaper
on a bus/train
on the Internet
OTHER (specify)
AUTRE (préciser)
DON'T KNOW
NE SAIT PAS
REFUSED
REFUS

Q2A. Do you remember seeing a newspaper ad over the past few weeks or so about the H1N1 flu virus, that is to say the human swine flu virus? The ad showed a picture of a man sneezing into his sleeve and featured the words "knowledge is your best defence."

Q2B. Do you remember seeing a similar poster in a city bus, train or subway car over the past few weeks or so?

Q2C. Do you remember seeing a similar ad on the Internet over the past few weeks or so?

Yes
Oui
No
Non
DON'T KNOW
NE SAIT PAS
REFUSED
REFUS

Not applicable/do not have/use medium. (Do not read)
Sans objet/n'utilise pas ce moyen de communication. (Ne pas lire)

[IF YES TO ANY AT Q2, CONTINUE; OTHERWISE SKIP TO Q6.]

Q3. Thinking about the advertising that you saw/heard, what do you think was the main point this advertising was trying to get across? [OPEN-ENDED, ACCEPT ONE RESPONSE]

Q3. Pour ce qui concerne l'annonce que vous avez vue/entendue, à votre avis, quel serait le message principal que l'annonce tente de communiquer? [QUESTION OUVERTE, ACCEPTER UNE RÉPONSE.]

NOTHING

RIEN

DON'T KNOW

NE SAIT PAS

REFUSED

REFUS

Q4A. Did you do anything as a result of seeing/hearing this advertising?

Q4A. Avez-vous fait quelque chose en réponse à cette (ces) annonce(s)?

Yes

Oui

No

Non

DON'T KNOW

NE SAIT PAS

REFUSED

REFUS

[IF YES AT Q 4A CONTINUE, OTHERWISE SKIP TO Q4C]

Q4B. What did you do? Anything else?

Q4B. Qu'avez-vous fait? Y a-t-il autre chose?

[DO NOT READ LIST. CODE ALL THAT APPLY]

[NE PAS LIRE LA LISTE. CODER TOUT CE QUI S'APPLIQUE.]

Called 1-800 number

Visited www.fightflu.ca

Started washing my hands more often

Started to wash my hands for a longer period of time

Started using hand sanitizer

Started coughing and sneezing in my arm instead of my hand

Started coughing and sneezing in my arm instead of not covering my mouth at all

Contacted a health professional

OTHER (specify) _____

AUTRE (préciser) _____

DON'T KNOW

NE SAIT PAS

REFUSED
REFUS

Q4C. [IF RESPONDENT SAID 'NO' AT Q4A, USE THIS INTRO: While you said you don't recall doing anything as a result of the advertising, I'd like to briefly ask you about some specific things that you may have done. Did you...?] [READ LIST, ACCEPT ALL THAT APPLY]

Q4C. [SI « NON » À LA Q4A, UTILISER CETTE INTRO : Même si vous dites que vous n'avez rien fait après avoir vu ou entendu la publicité, je vais maintenant vous poser quelques questions sur des choses bien précises que vous avez peut-être faites. Avez-vous...?] [LIRE LA LISTE, ACCEPTER TOUT CE QUI S'APPLIQUE.]

Call 1-800 number
Visit www.fightflu.ca
Start washing your hands more often
Start to wash your hands for a longer period of time
Start using hand sanitizer
Start coughing and sneezing in your arm instead of your hand
Start coughing and sneezing in your arm instead of not covering your mouth at all
Contact a health professional
NONE OF THE ABOVE
AUCUNE DE CES RÉPONSES
DON'T KNOW
NE SAIT PAS
REFUSED
REFUS



[IF YES AT Q 4A] Which, if any, of the following things did you do as a result of seeing/hearing this advertising? [INSERT ALL ITEMS NOT MENTIONED AT Q 4B READ LIST, ACCEPT ALL THAT APPLY]

[SI OUI À LA Q 4A] S'il y a lieu, lesquelles des choses suivantes avez-vous faites après avoir vu/entendu cette publicité? [INSÉRER TOUS LES ÉLÉMENTS NON MENTIONNÉS À LA Q 4B, LIRE LA LISTE, ACCEPTER TOUT CE QUI S'APPLIQUE.]

Call 1-800 number
Visit www.fightflu.ca
Start washing your hands more often
Start to wash your hands for a longer period of time
Start using hand sanitizer
Start coughing and sneezing in your arm instead of your hand
Start coughing and sneezing in your arm instead of not covering your mouth at all
Contact a health professional
NONE OF THE ABOVE
AUCUNE DE CES RÉPONSES
DON'T KNOW
NE SAIT PAS
REFUSED
REFUS

Q5A. Thinking about the advertising you saw/heard, who do you think produced it? That is, who paid for it? [DO NOT READ, ACCEPT ONE RESPONSE]

Q5A. Pour ce qui concerne la publicité que vous avez vue/entendue, à votre avis, qui en était l'auteur? Autrement dit, qui l'a financée? [NE PAS LIRE, ACCEPTER UNE RÉPONSE.]

GOVERNMENT OF CANADA/FEDERAL GOVERNMENT
GOUVERNEMENT DU CANADA/GOUVERNEMENT FÉDÉRAL
PROVINCIAL GOVERNMENT
GOUVERNEMENT PROVINCIAL
MUNICIPAL GOVERNMENT
ADMINISTRATION MUNICIPALE
GOVERNMENT (GENERAL)
GOUVERNEMENT (EN GÉNÉRAL)
TAXPAYERS
CONTRIBUABLES
OTHER (specify)
AUTRE (préciser)
DON'T KNOW
NE SAIT PAS
REFUSED
REFUS

[IF RESPONDENT SAYS 'GOVERNMENT (GENERAL)' IN Q 5A ASK Q 5B, OTHERWISE SKIP TO Q6]

Q5B. Which level of government? [READ LIST, ACCEPT ONE RESPONSE]

Q5B. Quel ordre de gouvernement? [LIRE LA LISTE, ACCEPTER UNE RÉPONSE.]

Federal government
Gouvernement fédéral
Provincial government
Gouvernement provincial
Municipal government
Administration municipale
OTHER- Specify
AUTRE – Préciser
DON'T KNOW
NE SAIT PAS
REFUSED
REFUS

[IF RESPONDENT RECALLED ANY OF THE ADS IN Q2]: This advertising was produced by the Government of Canada.

[SI SE SOUVIENT D'UNE PUBLICITÉ À LA Q2] : Cette publicité a été produite par le gouvernement du Canada.

[EVERYONE:] The next three questions have to do with the performance of the government in general.

[TOUS :] Les trois prochaines questions portent sur le rendement du gouvernement en général.

[FOR THE NEXT THREE QUESTIONS, RECORD SEPARATELY DON'T KNOW AND REFUSED.]

Q6. How would you rate the performance of the Government of Canada on informing Canadians about the symptoms and preventative measures regarding the H1N1 influenza virus, also known as swine flu? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

Q6. Veuillez répondre sur une échelle de sept points, où « 1 » signifie affreux, « 7 », excellent et le point milieu, « 4 », ni bon, ni mauvais.

[1 to 7 scale]

[Don't know, refused coded separately]

Q7. And, using the same scale [REPEAT IF NECESSARY], how would you rate the performance of the Government of Canada in providing information to the public in general?

Q7. Et selon sur la même échelle [RÉPÉTER AU BESOIN], quelle serait votre évaluation du rendement du gouvernement du Canada pour ce qui est de communiquer de l'information à la population en général?

[1 to 7 scale]

[Don't know, refused coded separately]

Q8. Generally speaking, how would you rate the overall performance of the Government of Canada? Once again, please use the same scale [REPEAT IF NECESSARY].

Q8. De façon générale, quelle serait votre évaluation du rendement globale du gouvernement du Canada? Encore une fois, veuillez répondre sur la même échelle [RÉPÉTER AU BESOIN].

[1 to 7 scale]

[Don't know, refused coded separately]

Q9. To the best of your knowledge, what are the symptoms of H1N1, also known as the "swine flu"? [DO NOT READ LIST – CODE MENTIONS IN ORDER MENTIONED]

Q9. À votre connaissance, quels sont les symptômes du virus H1N1, aussi connu sous le nom de virus de la « grippe porcine »? [NE LISEZ PAS LA LISTE – CODEZ LES RÉPONSES DANS L'ORDRE OÙ LE RÉPONDANT LES MENTIONNE]

Cough

Toux

Fever

Fièvre

Runny nose

Nez qui coule
Sore throat
Maux de gorge
Body aches
Douleurs musculaires
Fatigue
Fatigue
Lack of appetite
Manque d'appétit

Q10. To the best of your knowledge, what things can people do to prevent or reduce the chances of getting or spreading H1N1, also known as the "swine flu"? [DO NOT READ LIST – CODE MENTIONS IN ORDER MENTIONED]

Q10. À votre connaissance, qu'est-ce que les gens peuvent faire pour éviter ou réduire les risques d'attraper ou de propager le virus H1N1, aussi connu sous le nom de virus de la « grippe porcine »? [NE LISEZ PAS LA LISTE – CODEZ LES RÉPONSES DANS L'ORDRE OÙ LE RÉPONDANT LES MENTIONNE]

Wash hands frequently
Se laver les mains fréquemment
Use hand sanitizer
Utiliser du désinfectant pour les mains
Cover mouth and nose with arm or sleeve when coughing or sneezing
Se couvrir la bouche et le nez avec le bras ou la manche en cas de toux ou d'éternuement
Cover mouth and nose with hand when coughing or sneezing
Se couvrir la bouche et le nez avec la main en cas de toux ou d'éternuement
Stay home when sick
Rester à la maison en cas de maladie
Keep common surfaces/countertops clean
Garder les surfaces communes/les comptoirs propres
Contact doctor
Communiquer avec un médecin
Get flu shot
Se faire vacciner contre la grippe
Avoid public areas/events
Éviter les aires publiques et les événements publics
Avoid public transportation
Éviter les transports en commun
Exercise regularly
Faire régulièrement de l'exercice
Take vitamins
Prendre des vitamines
Wear a mask
Porter un masque
Avoid travel (unspecified)
Éviter les voyages (non précisé)
Avoid international travel/to other countries
Éviter les voyages à l'étranger/dans d'autres pays
Avoid domestic travel/travel in Canada

Éviter les voyages intérieurs/les voyages au Canada

Other (SPECIFY _____)

Autre (Veuillez préciser)

None/nothing can be done

Rien/On ne peut rien faire

DK/NA

NE LISEZ PAS : Ne sait pas/Refuse

Q11. Have you personally taken steps to protect yourself and/or your family from the H1N1 flu virus also known as the “swine flu”?

Q11. Avez-vous personnellement pris des mesures pour vous protéger, et protéger votre famille, contre le virus de la grippe H1N1, aussi connu sous le nom de virus de la « grippe porcine »?

Yes

Oui

No

Non

DK/NA

NE LISEZ PLUS : Ne sait pas/Refuse

[IF YES AT Q11, ASK Q11A, IF NO SKIP TO 11B, OTHERWISE SKIP TO Q12]

Q11A. What steps have you taken? [DO NOT READ LIST – CODE MENTIONS IN ORDER MENTIONED]

Q11B. Quelles mesures avez-vous prises? [*NE LISEZ PAS LA LISTE – CODEZ TOUTES LES RÉPONSES PERTINENTES*]

Wash hands / general hygiene

Se laver les mains/hygiène générale

Use hand sanitizer

Utiliser du désinfectant pour les mains

Cough / sneeze in arm

Se couvrir la bouche et/ou le nez avec le bras ou la manche en cas de toux ou d'éternuement

Stay home if sick

Rester à la maison en cas de maladie

Keep surfaces / items clean / disinfected

Garder les surfaces communes/les comptoirs propres

Contact doctor

Communiquer avec un médecin

Get vaccinated

S'est fait vacciner

Get children vaccinated

A fait vacciner les enfants

Stay inside

Rester à l'intérieur

Leave town

Quitter la ville
 Stop going to public events/places
 Cesser d'aller aux événements/endroits publics
 Wear a mask
 Porter un masque
 Contact local health authorities
 Communiquer avec les autorités de santé locales
 Avoid people
 Éviter les gens
 Check news sources
 Consulter les médias
 Do own research / internet research
 Effectuer votre propre recherche/recherche sur Internet
 Eat healthy / vitamins / rest
 Manger sainement/des vitamines/Se reposer
 Panic
 Paniquer
 Pray
 Prier
 Take precautions/ be careful (unspecified)
 Prendre des précautions/Faire attention (non précisé)
 Avoid travel (unspecified)
 Éviter les voyages (non précisé)
 Avoid international travel/to other countries
 Éviter les voyages à l'étranger/dans d'autres pays
 Avoid domestic travel/travel in Canada
 Éviter les voyages intérieurs/les voyages au Canada
 Purchase products (emergency medical kit, anti-diarrhea, anti-nausea)
 Acheter des produits (trousse de premiers soins, antidiarrhéiques, antinausée)
 Nothing
 Rien
 Other (SPECIFY _____)
 Autre (Veuillez préciser)
 DK/NA
 NE LISEZ PAS : Ne sait pas/Refuse

11B. Why have you not taken any steps? [OPEN]
 11B. Pourquoi n'avez-vous pas pris de mesures?

Not concerned
 Pas inquiet(ète)
 Have already prepared/no additional preparations necessary
 Est déjà préparé(e)/aucune préparation additionnelle requise
 Won't affect respondent personally
 N'aura pas d'impact sur le répondant personnellement
 Cost (too expensive)
 Coût (trop cher)
 Not enough time
 Pas assez de temps
 No idea what to do

N'a aucune idée quoi faire

OTHER – SPECIFY

Autre (Veuillez préciser)

DK/NA

NE LISEZ PAS : Ne sait pas/Refuse

12. We all wash our hands on some occasions and don't on others. Very few of us wash them all of the time for all occasions. On average, how often would you say you wash your hands each day in the following situations? Would you say never, rarely, some of the time, most of the time or all of the time:

12. Nous nous lavons tous les mains à certaines occasions mais pas à d'autres. En moyenne, à quelle fréquence vous lavez-vous les mains chaque jour dans les situations suivantes? Diriez-vous que c'est jamais, rarement, parfois, la plupart du temps ou toujours?

Before eating or handling food

Avant de manger ou de manipuler de la nourriture

After using a public bathroom

Après être allé dans une toilette publique

After coughing and sneezing

Après avoir toussé ou éternué

13. How long do you typically wash your hands for?

13. Combien de temps dure normalement votre lavage de mains?

Enter time (in seconds)

OR

Enter time (in minutes)

[INTERVIEWER NOTE: FOR THOSE WHO RESPOND 'THE LENGTH OF TIME IT TAKES FOR THEM TO SING HAPPY BIRTHDAY OR TWINKLE TWINKLE LITTLE STAR' CODE AS 21 SECONDS.

[PROGRAMMER NOTE: ALL RESPONSES IN MINUTES WILL NEED TO BE CONVERTED INTO SECONDS. PLEASE CREATE A VARIABLE TO HOLD THE CONVERSION]

Don't know/Not sure

We don't always have a lot of time to react when we cough or sneeze.

On n'a pas toujours le temps de réagir quand on tousse ou qu'on éternue.

14a. What do you do most often when you cough?

DO NOT READ LIST; PROMPT IF NECESSARY; ACCEPT UP TO 3 RESPONSES NOTE TO INTERVIEWER: if respondent unsure of what is meant "Do you do anything in terms of prevention for others?" IF respondent says "cover mouth" -> what do you usually cover it with?

14a. Que faites-vous le plus souvent lorsque vous toussiez?

NE PAS LIRE LA LISTE; SUGGÉRER, AU BESOIN; ACCEPTER JUSQU'À 3 RÉPONSES
ENQUÊTEUR: si le répondant ne comprend pas au juste, lui demander: «Faites-vous quoi que ce soit comme mesure de prévention pour les autres?» Si le répondant dit «se couvrir la bouche» -> avec quoi se couvre-t-il la bouche d'habitude?

Turn your head away from other people
Détourner la tête pour ne pas contaminer les gens
Cover your mouth with your hand
Vous couvrir la bouche avec la main
Cover your mouth with your sleeve or arm
Vous couvrir la bouche avec la manche ou le bras
Cover your mouth with a tissue or handkerchief
Vous couvrir la bouche avec un mouchoir ou un papier-mouchoir
Other (specify)->
Autre réponse (préciser)->
Nothing/None
Rien
Don't know/Not sure
Je ne sais pas/Incertain

14b. And, how would you describe your most common reaction when you sneeze?

DO NOT READ LIST; PROMPT IF NECESSARY; ACCEPT UP TO 3 RESPONSES NOTE TO INTERVIEWER: if respondent unsure of what is meant "Do you do anything in terms of prevention for others?" IF respondent says "cover mouth" -> what do you usually cover it with?

14b. Et comment décririez-vous votre réaction la plus habituelle lorsque vous éternuez?

NE PAS LIRE LA LISTE; SUGGÉRER, AU BESOIN; ACCEPTER JUSQU'À 3 RÉPONSES
ENQUÊTEUR: si le répondant ne comprend pas au juste, lui demander: «Faites-vous quoi que ce soit comme mesure de prévention pour les autres?» Si le répondant dit «se couvrir la bouche» -> avec quoi se couvre-t-il la bouche d'habitude?

Turn your head away from other people
Détourner la tête pour ne pas contaminer les gens
Cover your mouth with your hand
Vous couvrir la bouche/le nez avec la main
Cover your mouth with your sleeve or arm
Vous couvrir la bouche/le nez avec la manche ou le bras
Cover your mouth with a tissue or handkerchief
Vous couvrir la bouche/le nez avec un mouchoir ou un papier-mouchoir
Other (specify)->
Autre réponse (préciser)->
Nothing/None
Rien
Don't know/Not sure
Je ne sais pas/Incertain

15. How effective do you think that each of the following measures are in reducing your chances of catching the H1N1 flu, assuming that you perform them correctly and consistently, (on a scale where 1 is not at all effective, 7 is extremely effective and the midpoint is a moderately effective)

15. Quelle est, selon vous, l'efficacité de chacune des mesures suivantes afin de réduire vos chances d'attraper la grippe, à condition de les faire comme il faut et de façon constante? (selon une échelle où 1 signifie pas du tout efficace, 7, extrêmement efficace et le point milieu, moyennement efficace)

Hand washing

Le lavage de mains

Washing surfaces in common areas such as door knobs and telephones

Nettoyer les endroits où chacun met la main, comme les poignées de porte et les téléphones

Covering your mouth when you cough or sneeze

Se couvrir la bouche quand on tousse ou qu'on éternue

Keeping your distance from others

Le fait de se tenir à distance des autres

16. Do you intend to get a vaccine for the H1N1 flu virus, also known as human swine flu, when one is available?

16. Avez-vous l'intention de vous faire vacciner contre le virus H1N1, aussi connu sous le nom de virus de la « grippe porcine », quand un vaccin sera disponible?

Yes

Oui

No

Non

Don't know/refused

NE LISEZ PLUS : Ne sait pas/Refuse

16b. [IF NO] What are the main reasons you would choose NOT to get the flu vaccine for H1N1? [DO NOT READ LIST – CODE MENTIONS IN ORDER MENTIONED]

16b. SI NON : Quels sont les raisons principales que vous choisiriez pour ne PAS vous faire vacciner contre la grippe du virus H1N1?

[NE LISEZ PAS LA LISTE – CODEZ LES RÉPONSES DANS L'ORDRE OÙ LE RÉPONDANT LES MENTIONNE]

CORE DEMOGRAPHIC QUESTIONS

DONNÉES DÉMOGRAPHIQUES

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

Pour terminer, j'aimerais vous poser quelques questions qui serviront à des fins statistiques. Je tiens à vous rappeler que toutes vos réponses seront tenues strictement confidentielles.

D1. What is your current employment status? Are you...? [READ LIST IF HELPFUL, ACCEPT ONE ANSWER ONLY]

D1. Quelle est votre situation d'emploi actuelle? Êtes-vous... ? [LIRE LA LISTE SI UTILE, ACCEPTER UNE SEULE RÉPONSE.]

Working full-time (35 or more hours per week)
Employé à temps plein (au moins 35 heures par semaine)
Working part-time (less than 35 hours per week)
Employé à temps partiel (moins de 35 heures par semaine)
Self-employed
Travailleur/travailleuse autonome
Student (not working)
Étudiant(e) (sans emploi)
Unemployed, but looking for work
Sans emploi, mais à la recherche d'un emploi
Not in the workforce (for example, unemployed, but not looking for work, a full-time homemaker or parent)
Pas sur le marché du travail (p. ex., sans emploi, mais pas à la recherche d'un emploi; personne au foyer ou parent à temps plein)
Retired
À la retraite
OTHER
AUTRE
REFUSED
REFUS

D2. What is the highest level of formal education that you have completed to date? [READ LIST IF HELPFUL, ACCEPT ONE ANSWER ONLY]

D2. Quel est le plus haut niveau de scolarité que vous avez atteint? [LIRE LA LISTE SI UTILE, ACCEPTER UNE SEULE RÉPONSE.]

Elementary school or less
École primaire ou moins
Secondary school
Études secondaires
Some post-secondary
Études postsecondaires en partie
College, vocational or trade school
Diplôme d'un collège, d'une école technique ou d'une école de métiers
Undergraduate university program
Diplôme d'études universitaires de premier cycle
Graduate or professional university program
Diplôme d'études universitaires de deuxième ou de troisième cycles ou d'un programme universitaire de formation professionnelle

REFUSED
REFUS

D3. In what year were you born?

D3. En quelle année êtes-vous né(e)?

[RECORD YEAR]

[INSCRIRE L'ANNÉE]

REFUSED

REFUS

D4. To which ethnic or cultural group or groups do you belong? [DO NOT READ LIST, RECORD UP TO FIRST FOUR GROUPS MENTIONED]

D4. À quel(s) groupe(s) ethnique(s) ou culturel(s) appartenez-vous? [NE PAS LIRE LA LISTE, INSCRIRE JUSQU'À QUATRE GROUPE(S) INDIQUÉS]

CANADIAN (e.g. Québécois/Québécoise)

CANADIEN (p.ex. Québécois/Québécoise)

NORTH OR CENTRAL AMERICAN – OUTSIDE CANADA (e.g. American, Cuban, Haitian, Mexican, Guatemalan, Panamanian)

AMÉRICAIN DU NORD OU CENTRAL – HORS CANADA (p. ex. Américain, Cubain, Haïtien, Mexicain, Guatémalien, Panaméen)

ABORIGINAL (e.g. Métis, North American Indian, Inuit)

AUTOCHTONE (p. ex. Métis, Indien d'Amérique du Nord, Inuit)

ARAB

ARABE

AFRICAN (e.g. Algerian, Ethiopian, Egyptian, Moroccan, Somali,)

AFRICAIN (p. ex. Algérien, Éthiopien, Égyptien, Marocain, Somalien)

AUSTRALASIAN (e.g. Australia, New Zealand)

AUSTRALASIEN (p. ex. Australien, Néo Zélandais)

ASIAN (e.g. Lebanese, Iranian, Indian, Chinese)

ASIATIQUE (p. ex. Libanais, Iranien, Indien de l'Inde, Chinois)

BLACK

NOIR

EUROPEAN (e.g. English, French, German, Italian, Russian, Turkish)

EUROPÉEN (p. ex. Anglais, Français, Allemand, Italien, Russe, Turc)

JEWISH

JUIF

SOUTH AMERICAN (e.g. Columbian, Brazilian, Chilean)

SUD-AMÉRICAIN (p. ex. Colombien, Brésilien, Chilien)

OTHER (specify)

AUTRE (préciser)

REFUSED

REFUS

D5. Are there any children under the age of 18 currently living in your household?

D5. Y a-t-il des enfants de moins de 18 ans qui habitent présentement dans votre foyer?

Yes

Oui

No

Non

REFUSED

REFUS

D6. Which of the following income ranges best describes the combined annual income of all persons in your household, before taxes? [READ LIST]

D6. Laquelle des catégories de revenu suivantes décrit le mieux le revenu annuel combiné de tous les membres de votre foyer, avant impôts? [LIRE LA LISTE]

Under \$20,000

Moins de 20 000 \$

\$20,000 to just under \$40,000

20 000 \$ à un peu moins de 40 000 \$

\$40,000 to just under \$60,000

40 000 \$ à un peu moins de 60 000 \$

\$60,000 to just under \$80,000

60 000 \$ à un peu moins de 80 000 \$

\$80,000 to just under \$100,000

80 000 \$ à un peu moins de 100 000 \$

Over \$100,000

Plus de 100 000 \$

REFUSED

REFUS

That concludes the survey. This survey was conducted on behalf of Health Canada. In the coming months the report will be available from Library and Archives Canada. Thank you very much for taking part. It is appreciated.

Voilà qui met fin au questionnaire. Ce sondage a été mené pour le compte de Santé Canada. Le rapport sera accessible d'ici quelques mois à Bibliothèque et Archives Canada. Merci beaucoup de votre participation. Nous vous en sommes reconnaissants.

INTERVIEWER RECORDS:

INTERVIEWER, INSCRIRE :

GENDER

SEXE

LANGUAGE OF INTERVIEW

LANGUE DE L'ENTREVUE

PROVINCE/TERRITORY

PROVINCE/TERRITOIRE

