



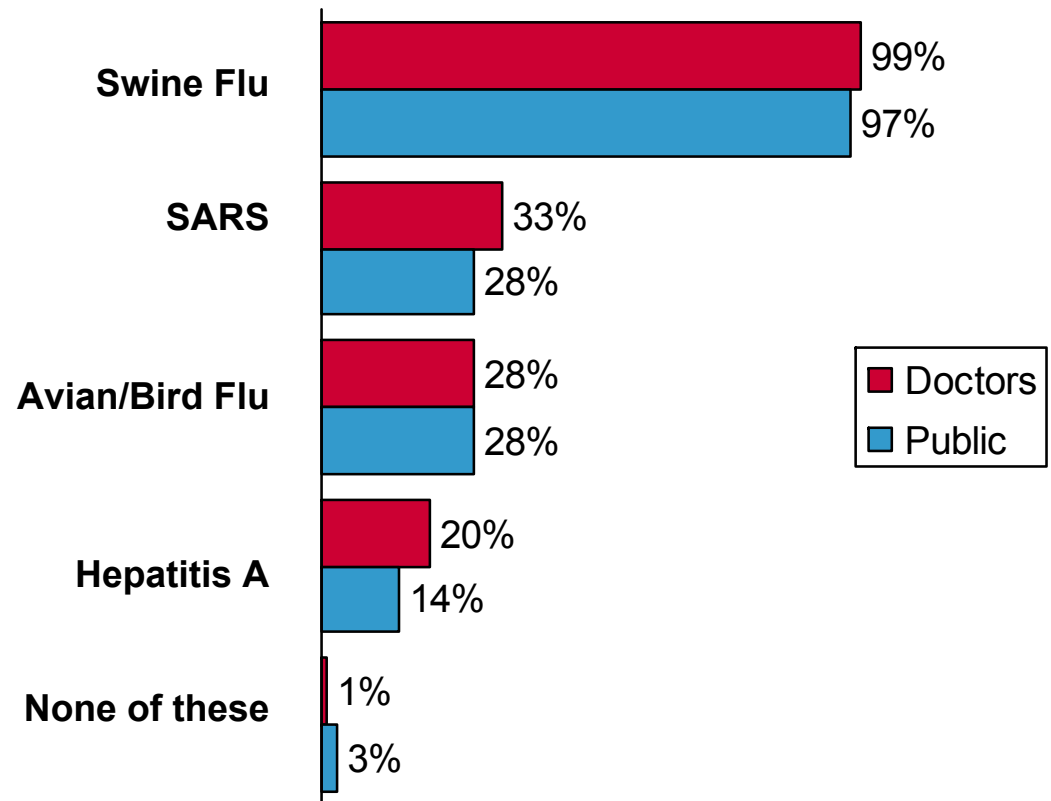
# H1N1 Flu Virus Study

May 2009

## H1N1 Flu Virus Study

- 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

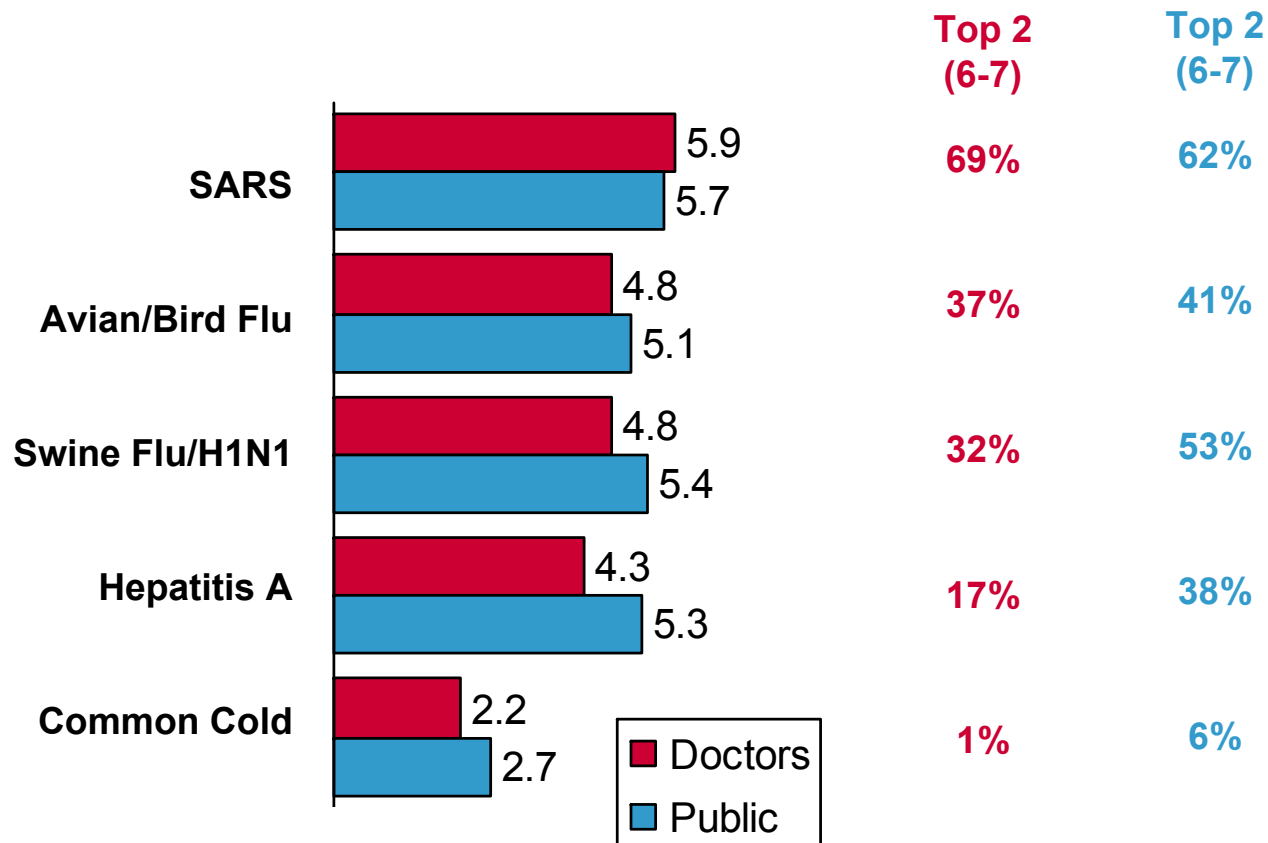


Q1: Which, if any, of the following health related topics have you heard or read about within the last week or so?

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



# Seriousness of Diseases/Ailments

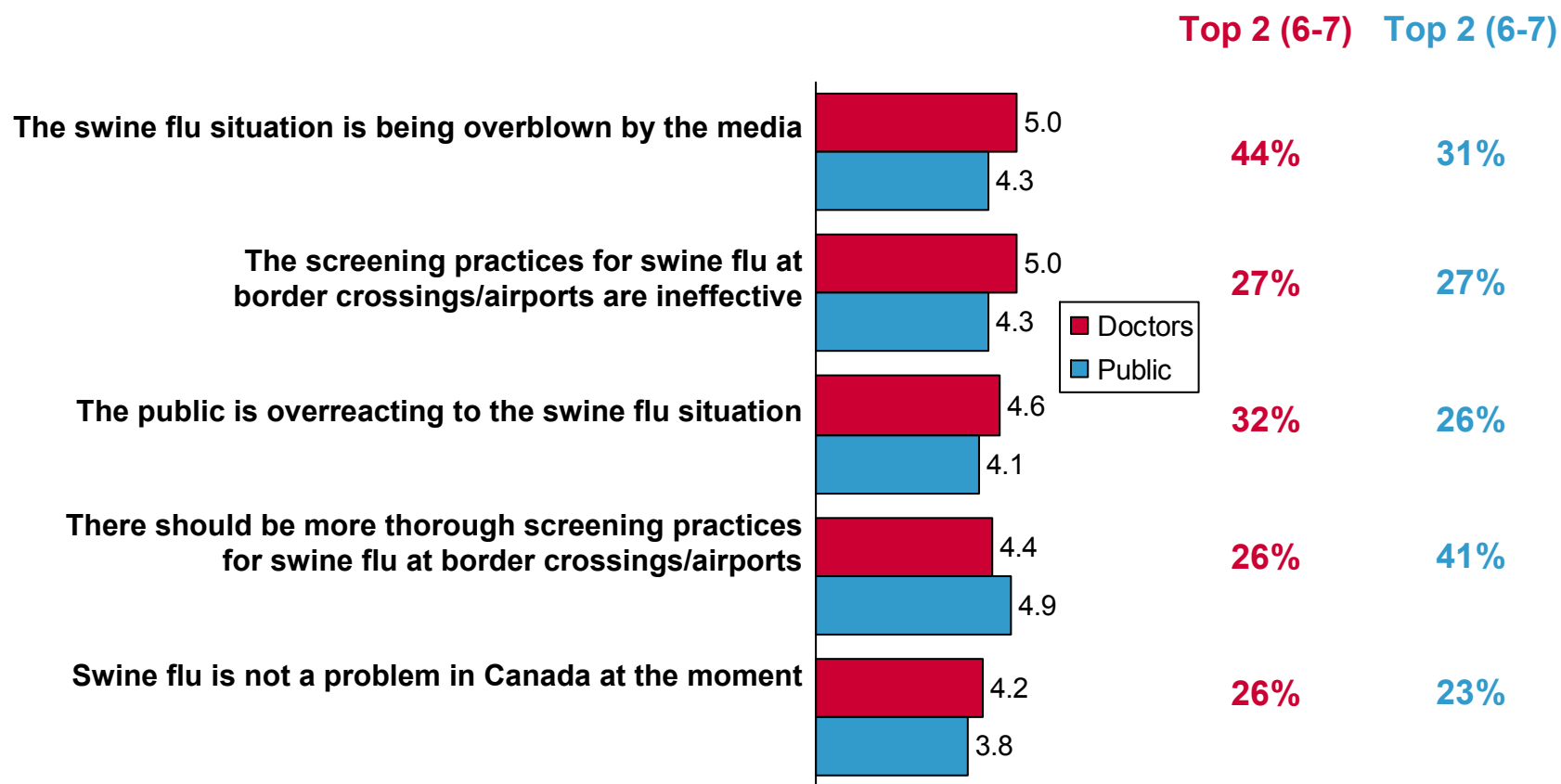


Q3: In your opinion, how serious is each of the following diseases or ailments? Please use a scale from 1-to-7, where 1 represents "Not at all serious" and 7 represents "Extremely serious". Of course, you may select any number between 1 and 7.

Base: Total general practitioners (n=213); Total Canadian adults (n=1,006)



# Level of Agreement with Statements About Swine Flu/H1N1

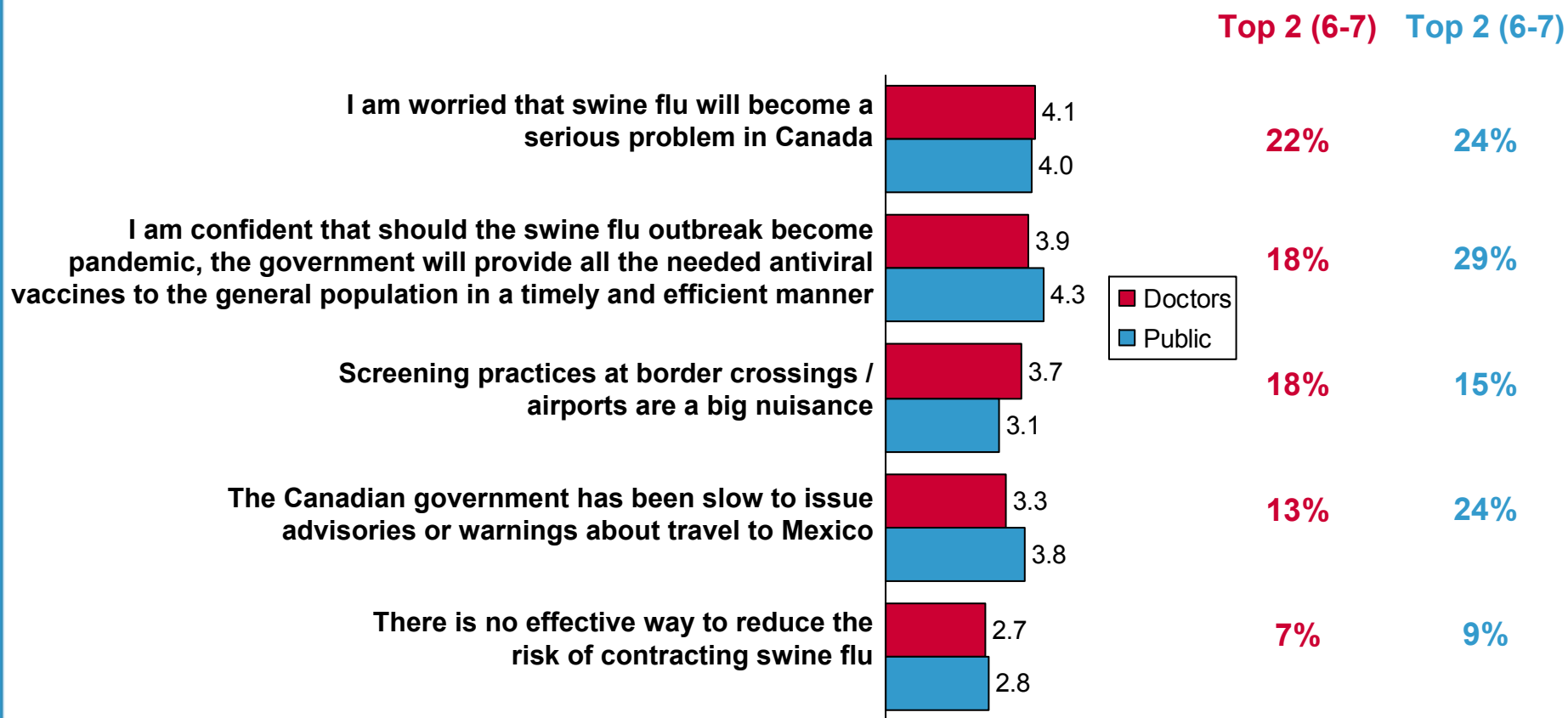


Q4: To what extent do you agree or disagree with each of the following statements about Swine Flu. Please use a scale from 1-to-7, where 1 represents "Disagree completely" and 7 represents "Agree completely". Of course, you may select any number between 1 and 7.

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



# Level of Agreement with Statements About Swine Flu/H1N1

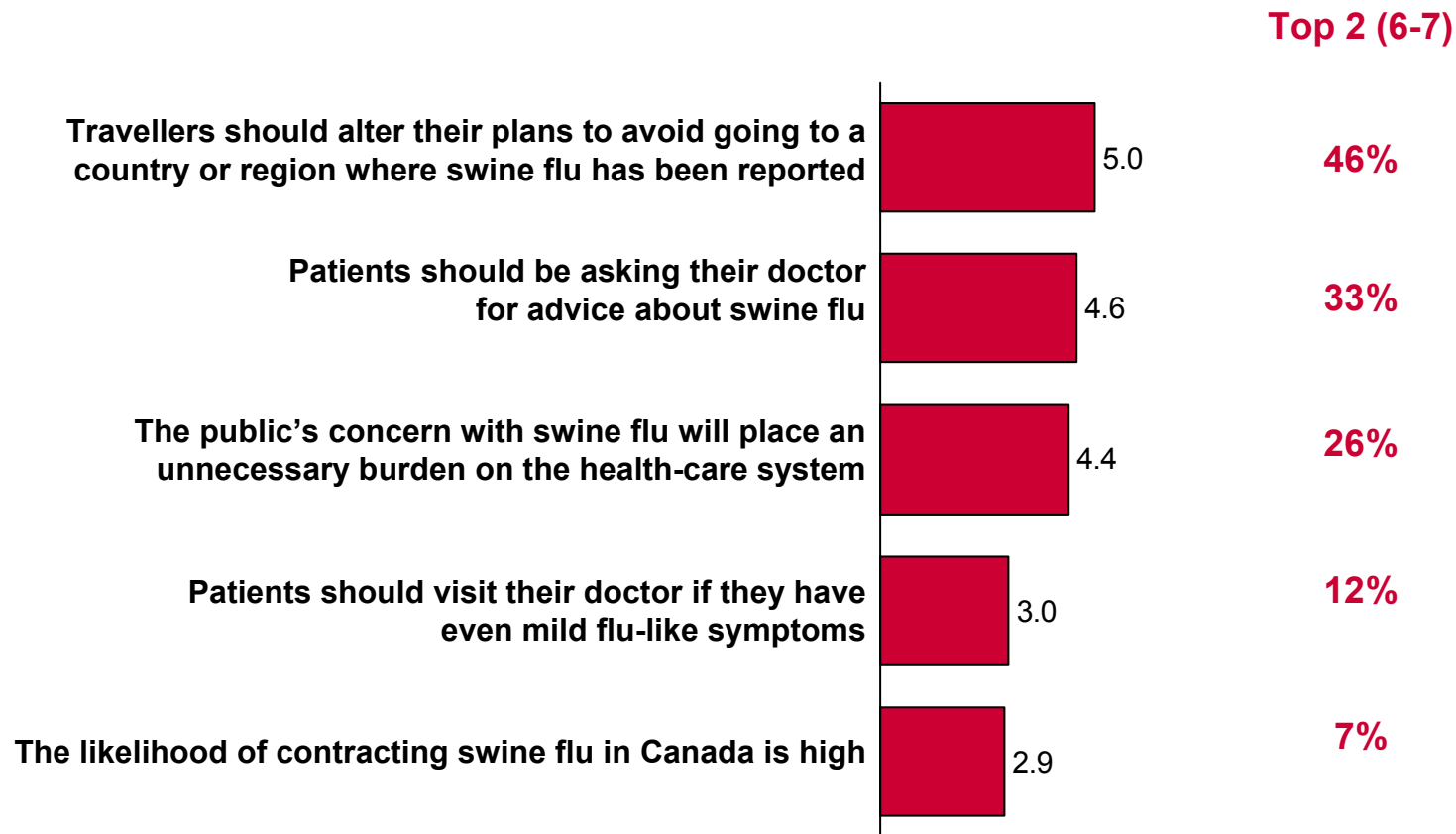


Q4: To what extent do you agree or disagree with each of the following statements about Swine Flu. Please use a scale from 1-to-7, where 1 represents "Disagree completely" and 7 represents "Agree completely". Of course, you may select any number between 1 and 7.

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



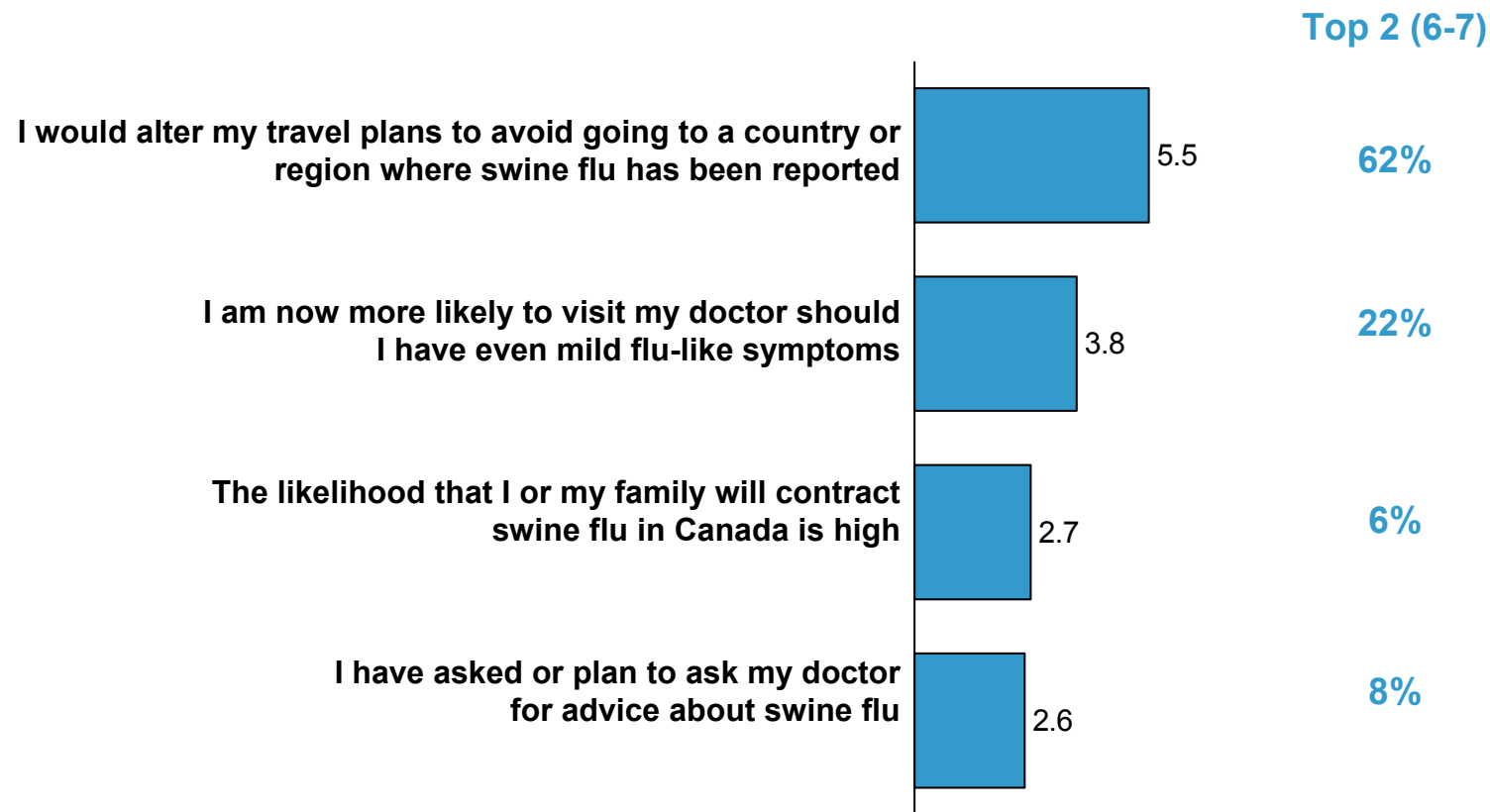
# Doctors' Level of Agreement with Statements About Swine Flu/H1N1



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)

## For More Information...

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