



# NEWS RELEASE

## For Immediate Release

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**Concern over contracting H1N1 increases in the province; a majority believe that provincial authorities have done a fair or poor job in managing the distribution of the vaccine.**

November 24<sup>th</sup>, 2009 (Saskatoon, SK). A new independent online poll conducted by Insightrix Research shows that 66.4% of the public are either very concerned (19.7%) or somewhat concerned (46.7%) about their or someone else in their household contracting the H1N1 virus. This is up from 55.9% who were very or somewhat concerned about contracting the virus just one month ago. The poll was conducted between November 6<sup>th</sup> and 10<sup>th</sup>, in the midst of initial public vaccinations throughout the province.

Concern has risen among both men and women, although women continue to have greater concern than men over their or someone else in their household contracting the virus. Specifically, 72.6% of women are currently concerned, up from 64.8% in early October, while 59.6% of men are concerned, up from 46.3% in early October.

Among adults, those aged 18-34 years continue to be the least concerned about catching the illness, despite initial statistics suggesting younger people are more susceptible to contracting the virus. In particular, 54.3% of those within this age range are currently concerned about contracting the virus (up modestly from 47.2% in early October), while concern is currently at 71.0% among those aged 35 years or more.

In early October, only 36.0% of Saskatchewan residents indicated that they planned on getting the H1N1 vaccine. However, by early November, this increased to 53.5% (46.4% plan on getting the shot and 7.1% report they already received it, as of November 10<sup>th</sup>). Consistent with lower concern levels among those between the ages of 18 and 34 years, people within this age range are also less likely to have gotten or plan to get the vaccine (44.8%), when compared to those aged 35 years or more (56.6%).

Overall, 54.8% of Saskatchewan residents believe that the provincial authorities have done a fair (37.2%) or poor (17.6%) job in managing the distribution of the H1N1 vaccine. Another three in ten (29.6%) believe that they have done a good job, while only 9.4% indicate provincial authorities have done an excellent job. A total of 6.2% are unsure. Those living in Regina (9.3%) are least likely to believe the provincial authorities have done a poor job when compared to those living in other regions of the province (ranging from 19% to 24%).

In a preventative mindset, several Saskatchewan residents report that they have recently changed their behaviours to reduce their chances of catching either the flu or the H1N1 virus. The most common behaviours include:

- Washing hands more frequently (85.2%);
- Refraining from touching their eyes, nose and mouth, or washing their hands immediately after doing so (48.8%); and,
- Limiting person physical contact with others (43.9%).

The complete list of behaviours was asked of respondents in early October and again in early November. Behaviours that have changed notably between the two time periods include:

- Refraining from touching one's eyes, nose and mouth, or washing their hands immediately after doing so (currently 48.8%, up from 41.2% in early October);
- Limiting physical contact with others (currently 43.9%, up from 30.8% in early October); and,
- Drinking hot liquids and / or gargling with salt water or antiseptic more frequently (currently 29.0%, up from 17.5% in early October).

### **Research Details**

A total of 800 randomly selected panel members participated in the online research study between November 6<sup>th</sup> and 10<sup>th</sup>, 2009. The data are weighted by age and gender to match the general population of the province. Quotas were set by region to match the general population. As the research was conducted online, it is considered a non-probability proportion sample and therefore margins of error are not applicable.

### **About SaskWatch Research™**

Insightrix developed the Insightrix SaskWatch Research™ online market research panel in October 2007. The panel was (and is continuing to be) developed using high-quality techniques including telephone recruitment and referrals from existing panel members. Presently there are over 6,500 panel members representing all regions of the province, and distributions of the general population. The panel membership closely matches the 2006 census based on age, gender, household composition, household income and education. For more information, please refer to: <http://saskwatch.insightrix.com>

### **About Insightrix**

Founded in 2001, Insightrix Research Inc. is a full service market research firm that helps clients develop, administer and manage data collection and information strategies. From its office in Saskatoon, Insightrix offers a comprehensive range of research services.