



MANITOBANS PREPARED FOR THE FLU

Majority of Citizens (72%) Say Province is Ready for H1N1 Outbreak

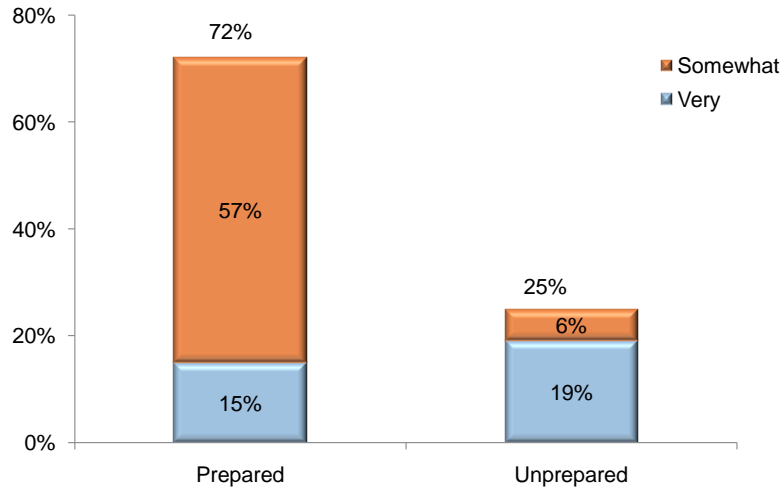
FOR IMMEDIATE RELEASE

Winnipeg – With the H1N1 virus expected to strike hard later this fall, a majority of Manitobans feel they and their fellow citizens are adequately prepared to face this outbreak, a new Jory Capital-Probe Research Inc. survey of 1,000 Manitoba adults conducted for the *Winnipeg Free Press* finds.

Fully seven-in-ten adult Manitobans (72%) believe the provincial population is equipped to deal with this flu strain. Although only 15 percent report Manitobans are “very well prepared”, most agree that Manitobans are at least “somewhat well prepared” (57%). Conversely, a significant one in four adults (25%) do not sense that their fellow citizens are adequately prepared to prevent the transmission of H1N1, with 19 percent of citizens saying Manitobans are “not very well prepared” and six percent stating the province is “not at all prepared.” Four percent of those surveyed were undecided or did not offer an estimate of the provinces’ flu readiness.

Perceived H1N1 Preparedness

Recently, there has been a lot of discussion about the H1N1 virus, also known as the “Swine Flu”. Some people expect that many more Manitobans will come into contact with the H1N1 virus in the fall, when the flu season starts again. Based on what you have seen, read or heard, how well prepared would you say that Manitobans are to prevent the virus from spreading to one another during the next flu season? (n=1,000)



Base: All respondents

Women are noticeably more confident than men that Manitobans are ready to prevent the spread of H1N1, as 76 percent of female Manitobans feel that the province is prepared to face down this flu, compared to 67 percent of men who report this level of overall confidence. Though people of all ages tend to hold a generally high level of faith in the province's H1N1 preparedness, middle-aged and older citizens tend to be more likely than younger Manitobans to feel that the province is “very well prepared” to face an H1N1 outbreak (17% of those aged 35-54 years and 16% of those aged 55 years and over, versus 9% of those aged 18-34 years respectively).

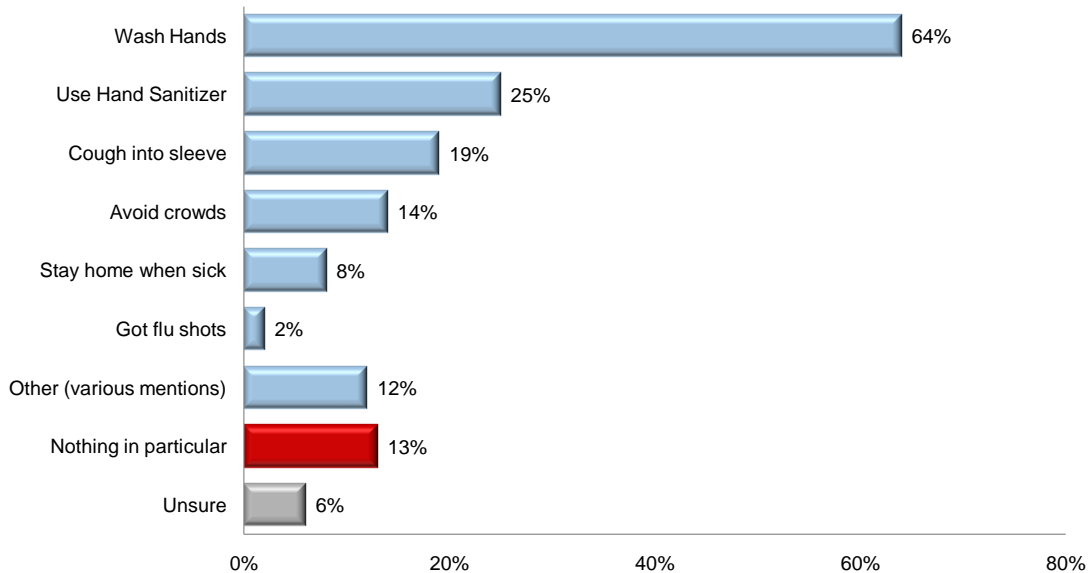
Hygiene Efforts Ramped Up

Citizens report that they have already taken a number of steps to protect themselves and others from contracting H1N1 since the virus first appeared on the scene last spring. Two-thirds of citizens (64%) report they are washing their hands more frequently, while one in four adults (25%) report using hand sanitizer to stop the spread of germs. Smaller proportions of citizens report that they now cough or sneeze into their sleeve rather than their hand (19%), avoid public places and large gatherings of people (14%) and stay home from work when sick (8%). Interestingly, just two percent of adult Manitobans report that they have received a flu shot specifically to prevent the flu. Very small proportions of Manitobans have opted to take more extreme measures to protect themselves from the virus, such as refraining from shaking hands with people (1%) or wearing surgical masks and gloves (1%). Thirteen percent of respondents say they have done nothing in particular to protect themselves from H1N1.



Actions Taken to Avoid H1N1

Thinking about the time that has passed since the outbreak of the H1N1 virus, can you give me any examples of things you've done to avoid catching or possibly spreading the virus? Any other examples? (n=1,000)



Base: All respondents

Women have been more likely than men to practice better hygienic behaviour such as washing their hands (70% versus 58% among males) or using hand sanitizer (31% versus 19%). As well, more frequent hand washing and increased use of hand sanitizer is directly correlated to income levels, as two-thirds of those earning more than \$60,000 per year (67%) or between \$30,000 and \$60,000 (66%) say they are washing their hands more often versus 56 percent of those earning less than \$30,000. Three in ten upper-income Manitobans (29%), meanwhile, report using hand sanitizer to prevent the spread of H1N1 versus 17 percent of those earning less than \$30,000 per year who say they are using these antibiotic gels.

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between September 14th and September 28th, 2009 among a random and representative sampling of 1,000 Manitoba adults. With a sample of 1,000 one can say with 95 percent certainty that the results are within +/- 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin-of-error is higher within each of the survey's population sub-groups. Modified random-digit dialing was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance correspond with the province as a whole.

For more information on this survey, please contact:

Patrick Cooney
CEO
Jory Capital
204-942-7711

Scott MacKay
President
Probe Research Inc.
204-926-6565

Visit our website at www.probe-research.com

- 30 -