



# EKOS/CBC News Sunday Poll

*Public Reactions Over SARS:  
Highest level of Concerns in Ontario,  
Lowest in Quebec*



April 27, 2003  
[www.ekos.com](http://www.ekos.com)

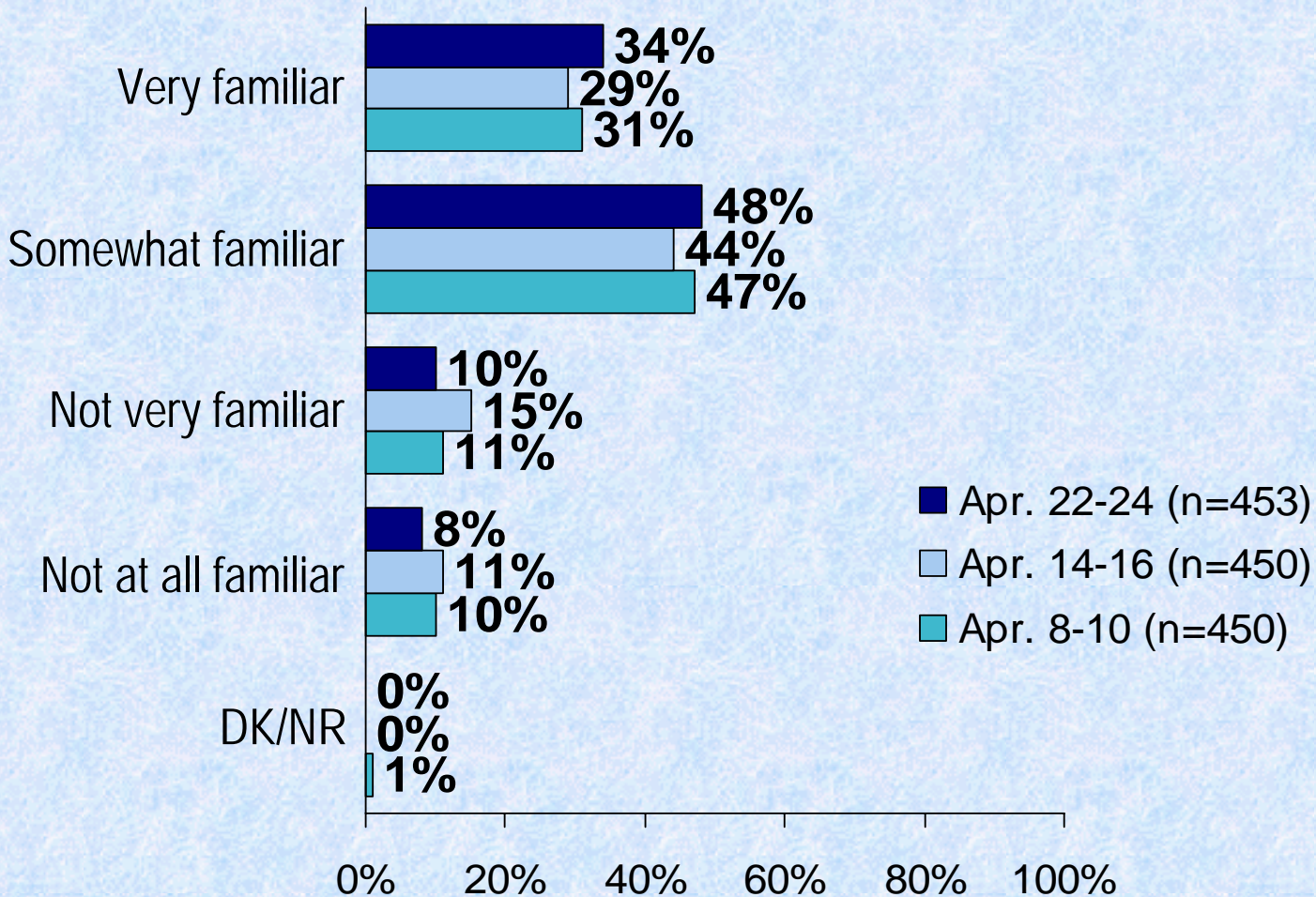
# Methodology

- Telephone surveys of the general public – data collection during SARS crisis includes:
  - ❖ Week 1 (Apr. 8-10); 450 cases (M.E.:  $\pm 4.6\%$ , 19 times out of 20)
  - ❖ Week 2 (Apr. 14-16); 450 cases (M.E.:  $\pm 4.6\%$ , 19 times out of 20)
  - ❖ Week 3 (Apr. 22-24); 453 cases (M.E.:  $\pm 4.6\%$ , 19 times out of 20)
- The margins of error increase when the results are sub-divided. It should also be noted that the refusal rate and other measurement errors could also increase the margin of error
- All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data.



# SARS Awareness Up Slightly

“How familiar are you with the current health issues surrounding SARS?”



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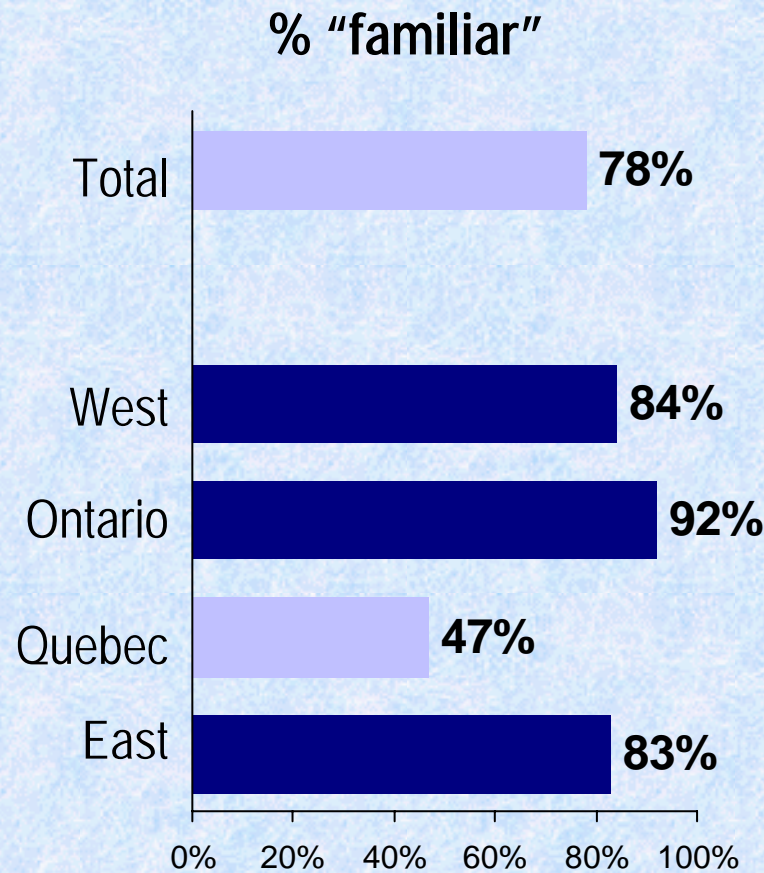
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# SARS Awareness Highest in Ontario, Lowest in Quebec

“How familiar are you with the current health issues surrounding SARS?”



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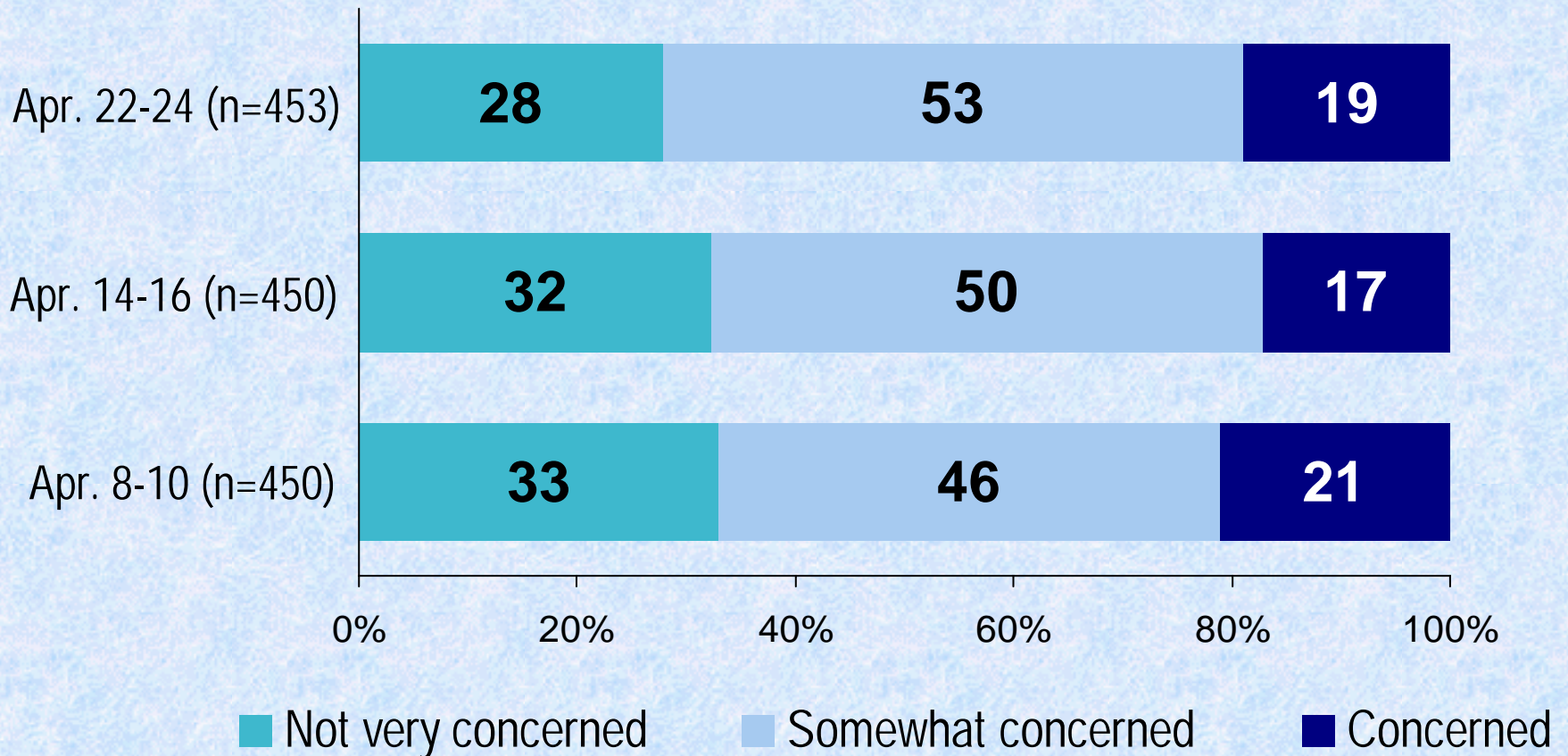
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# Concerns Over SARS Moderate, but Rising

“How concerned are you about the possibility of you or your family contracting SARS?”



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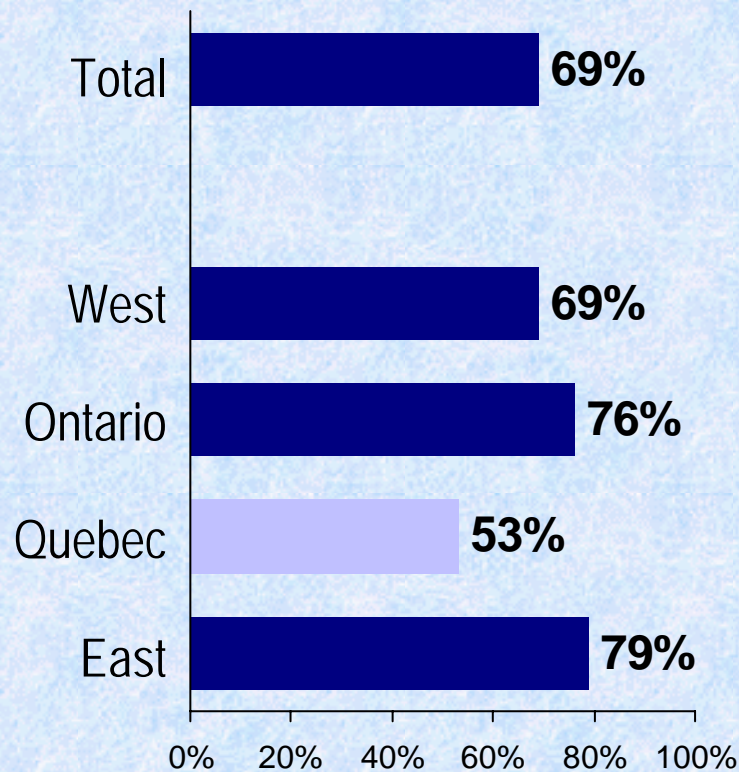
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# Concerns Over SARS Lower in Quebec

“How concerned are you about the possibility of you or your family contracting SARS?”

% “somewhat concerned” to “concerned”

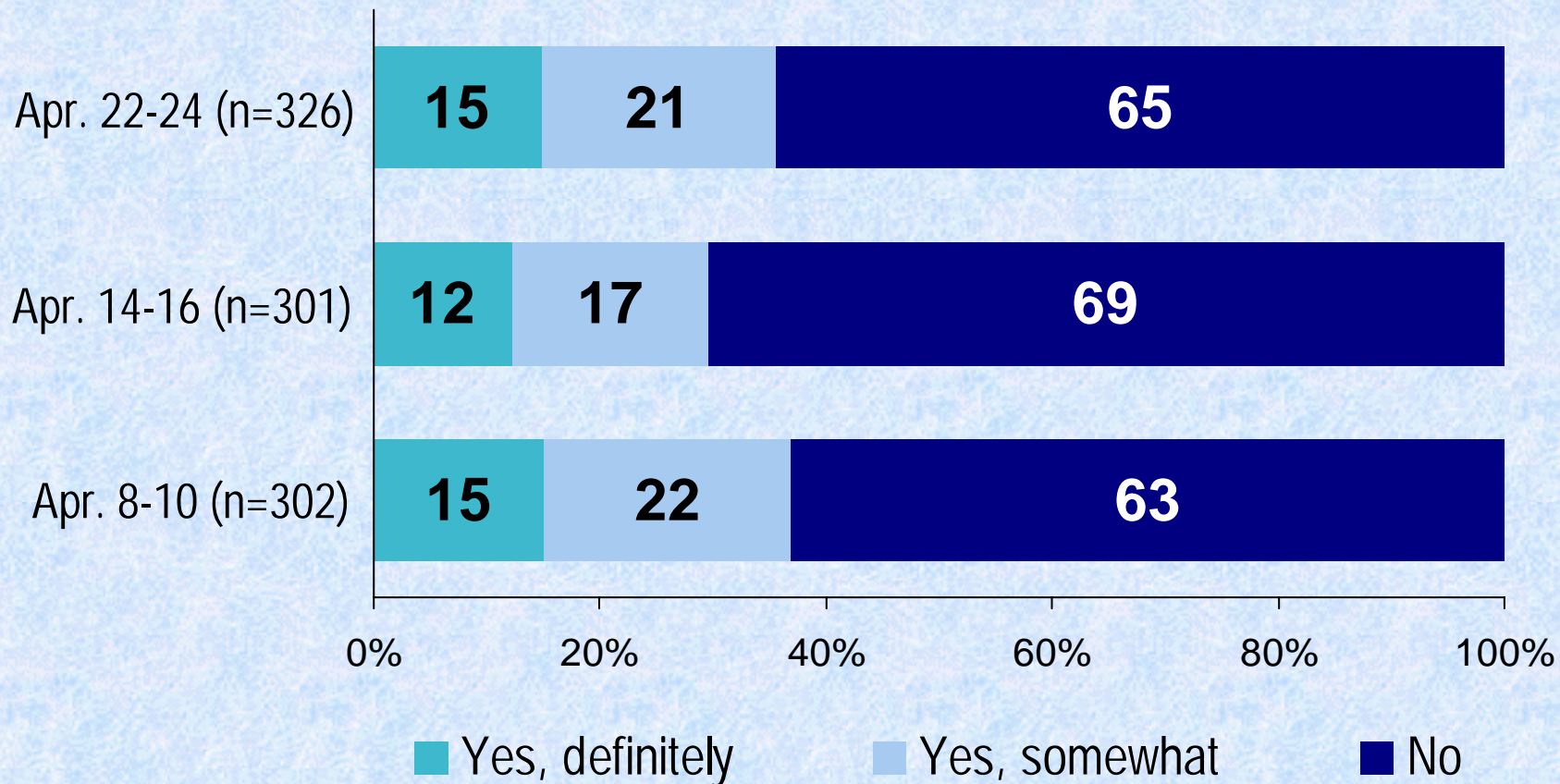


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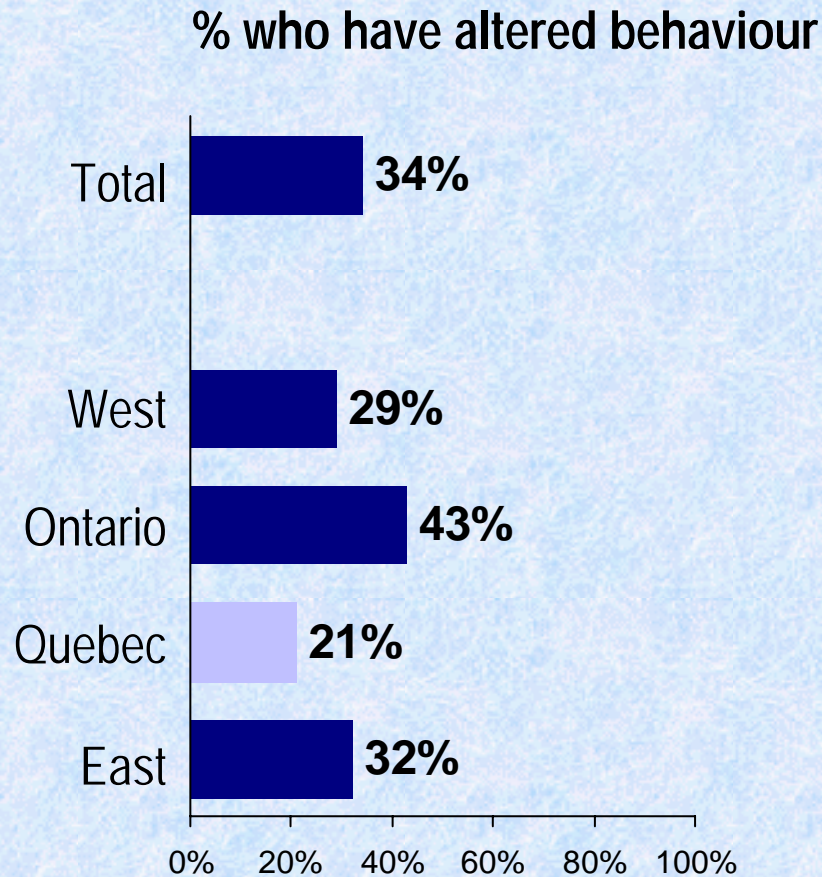
# Smaller but Sizeable Faction Have Altered Behaviour

“Have you altered your behaviour or plans in any way because of these concerns?” [Filter: those “concerned” about contracting SARS]



# Behavioural Change Lower in Quebec

“Have you altered your behaviour or plans in any way because of these concerns?” [Filter: those “concerned” about contracting SARS]



n=929



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April 2003





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