



# EKOS/CBC News Sunday Poll

*Update on Public Reactions Over SARS*



May 4th, 2003  
[www.ekos.com](http://www.ekos.com)

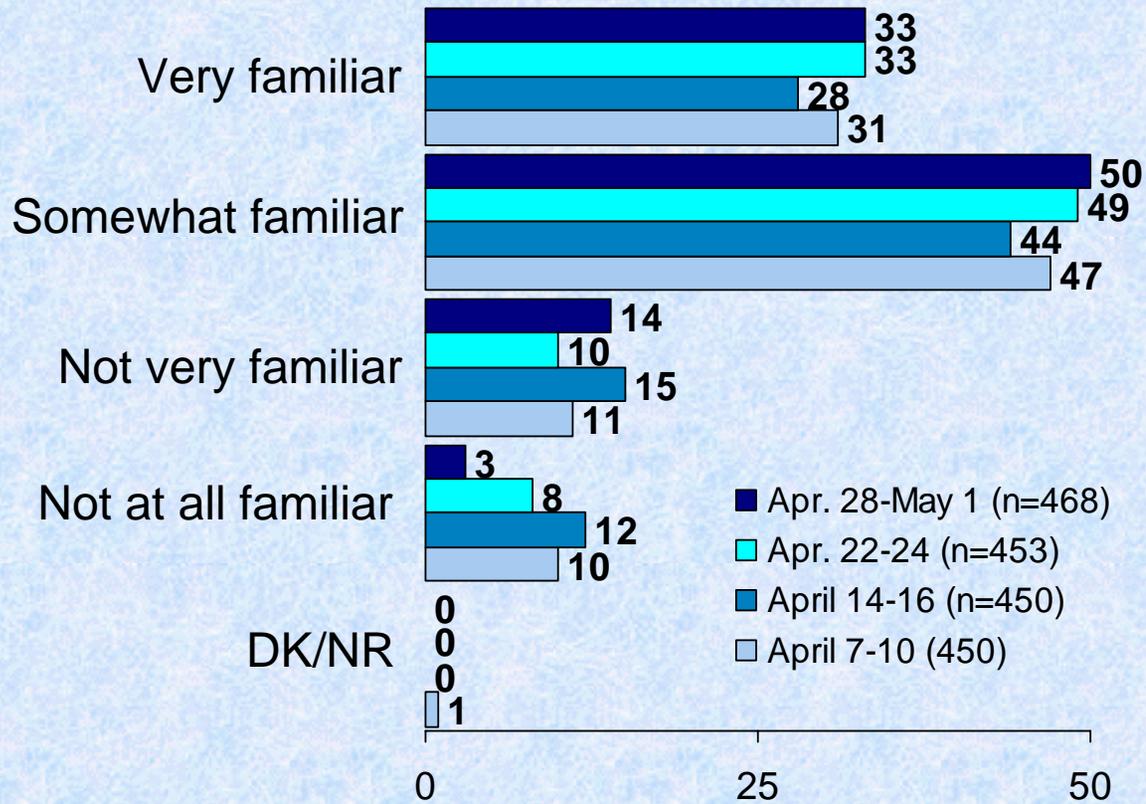
# Methodology

- 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)
  - ❖ Week 4 (Apr. 28-May 1); 468 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.



# Awareness of SARS

Q: How familiar are you with the current health issues surrounding SARS?



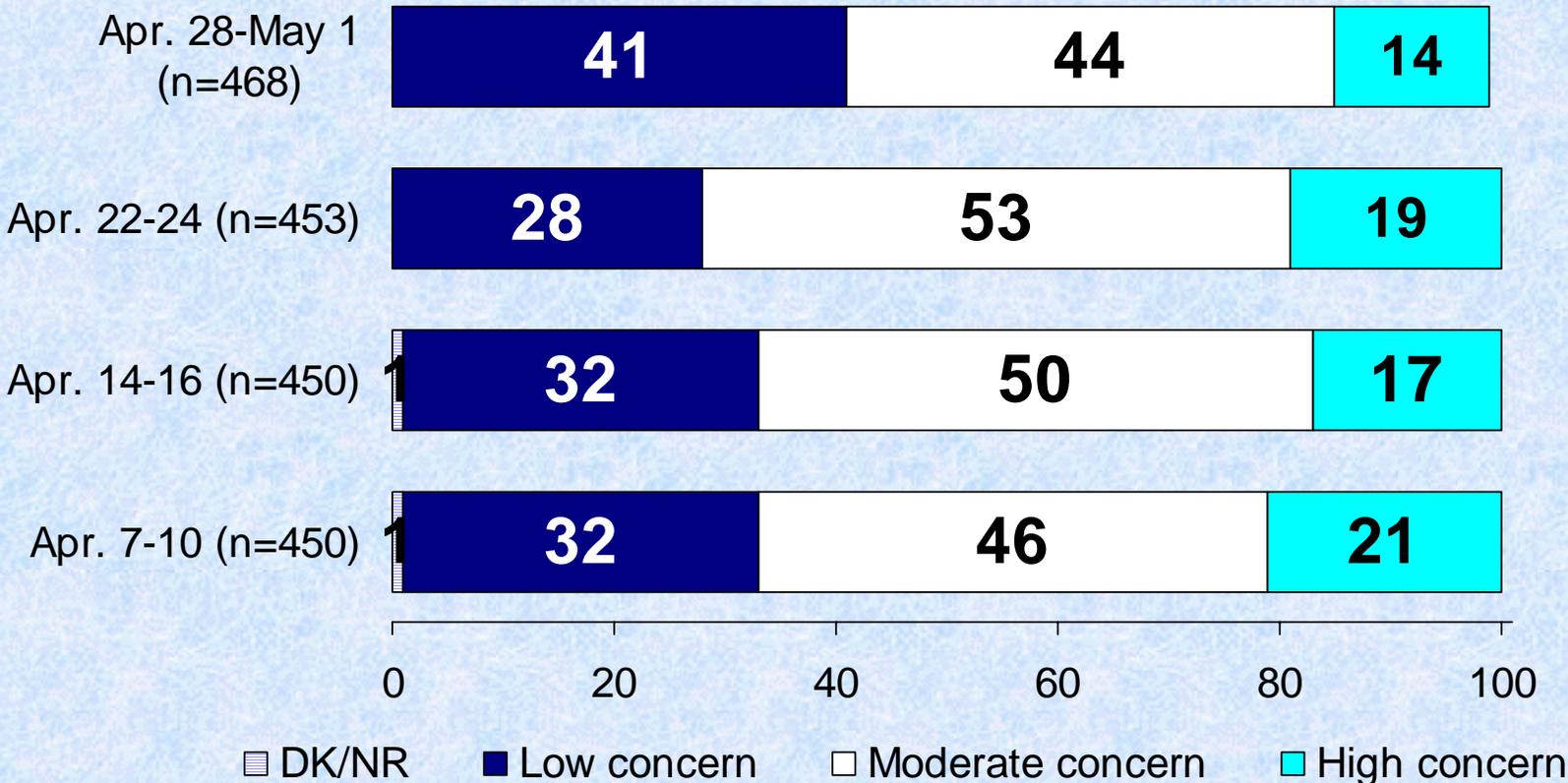
Copyright 2003

**EKOS Research Associates Inc.**

No Reproduction Without Permission

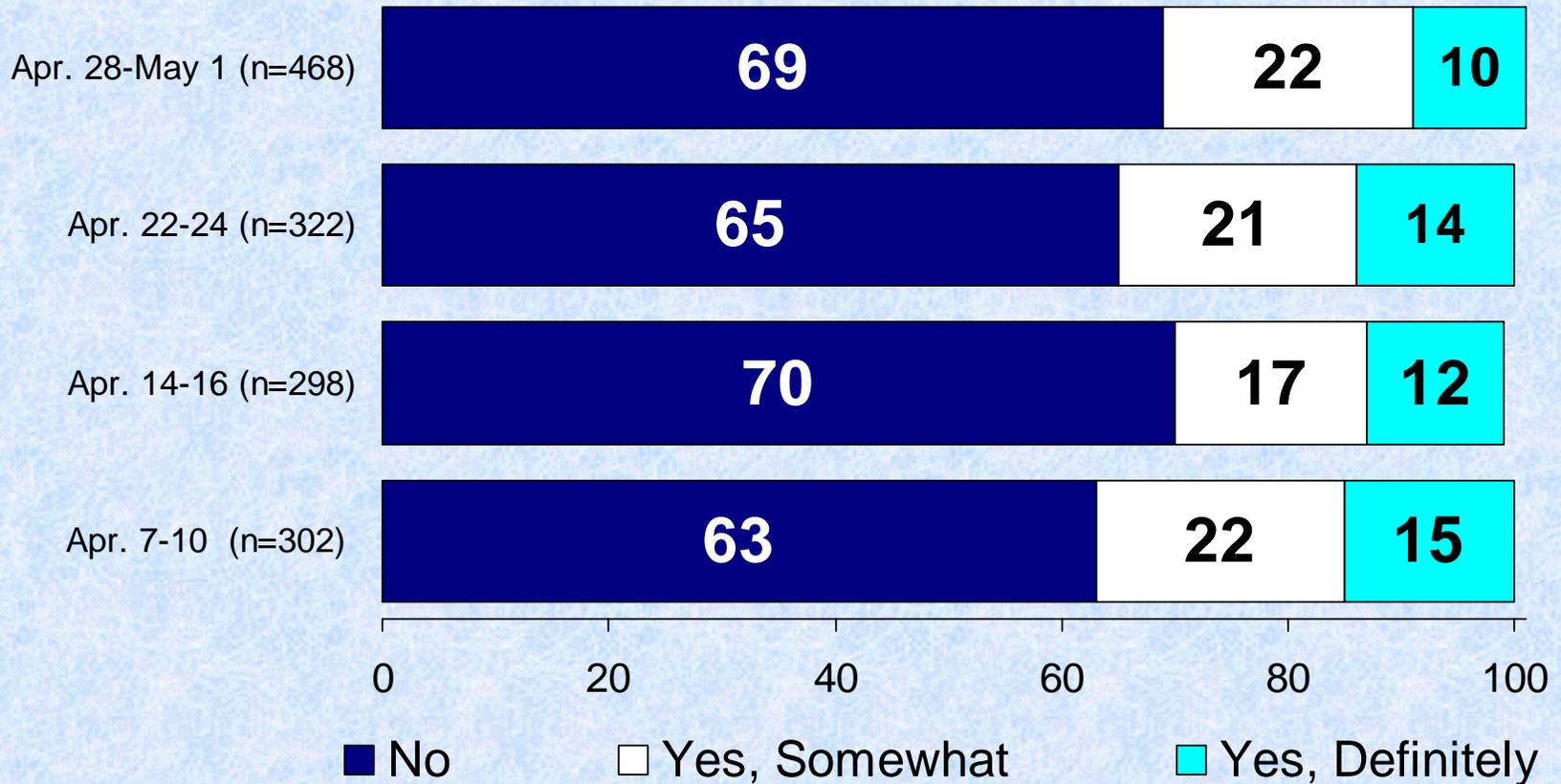
# Concern over SARS

Q: How concerned are you about the possibility of you or your family contracting SARS?



# Effect of SARS on Routine

Q: Have you altered your behaviour or plans in any way because of these concerns?



Copyright 2003

**EKOS Research Associates Inc.**

No Reproduction Without Permission



For more information:

Frank Graves, President  
[fgraves@ekos.com](mailto:fgraves@ekos.com)

Christian Boucher, Executive Director  
[cboucher@ekos.com](mailto:cboucher@ekos.com)

t: 613 235 7215



EKOS RESEARCH ASSOCIATES