

# The Swine Flu Pandemic

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How scared are you?

July 2009 - UMR Research

# Methodology

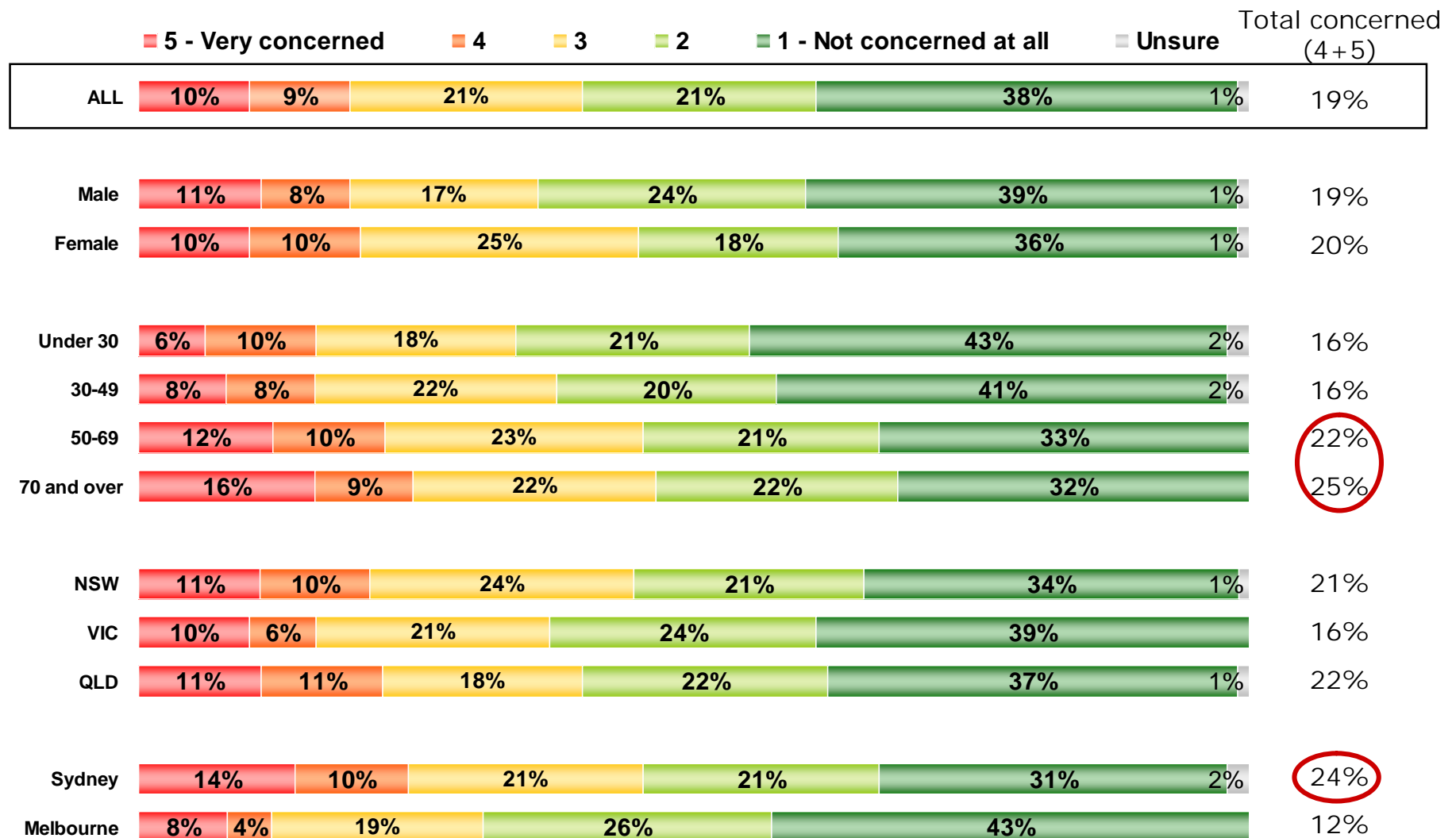
- 1,000 online interviews
- Nationally representative survey of Australians aged 18 years or over
- Fieldwork: 10-14 July 2009
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Maximum margin of error for  $n=1,000$  at 95% confidence level:  $\pm 3.1\%$

## Key findings

- Only around 1 in 5 Australians are concerned about catching the H1N1 virus, also known as Swine Flu
  - Using a scale of 1 to 5, where 1 means 'not concerned at all' and 5 means 'very concerned' 19% gave a rating of 4 or 5
  - Sydneysiders (Concerned: 24%) and Australians over 70 years (25%) are most concerned about catching the virus
- Expectations about catching the flu are even lower
  - Using a scale of 1 to 5, where 1 means not likely at all and 5 means highly likely, only 13% of Australians believe they are likely to get the virus (4 or 5 on the scale)
  - Interestingly, younger Australians under 30 years are most pessimistic with 18% thinking they are likely to contract the virus whilst only 9% of Australians over 70 think they are likely to get the flu
  - Despite the recent news coverage, only 15% of Sydneysiders think they are likely to get the flu

# Concerns About Catching Swine Flu

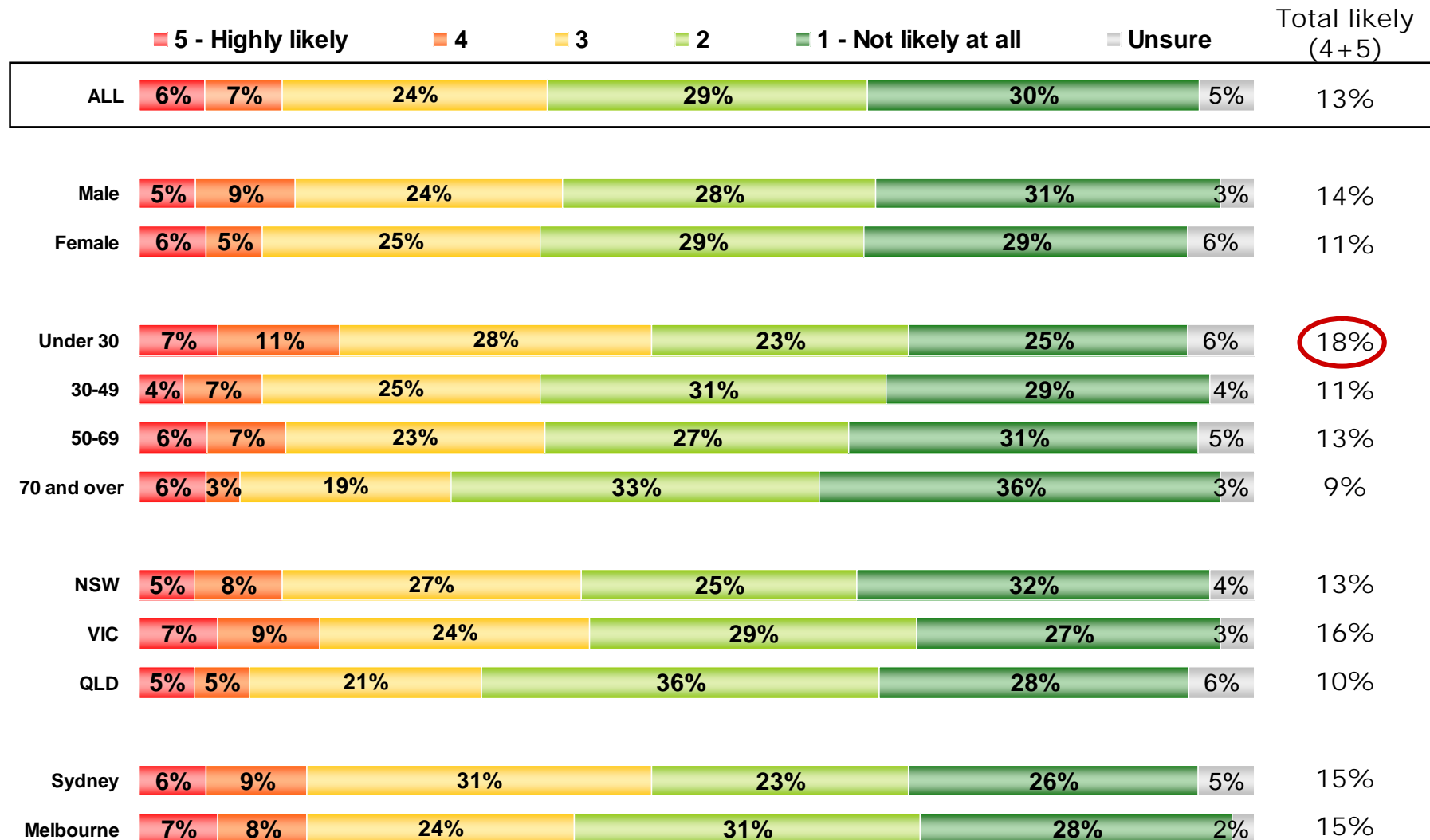
Using a scale of 1 to 5, where 1 means not concerned at all and 5 means very concerned, how concerned are you about catching the H1N1 virus, also known as Swine Flu?



Base: All

# Likelihood Of Catching Swine Flu

Using a scale of 1 to 5, where 1 means not likely at all and 5 means highly likely, how likely do you think it is that you will contract the Swine Flu virus?



Base: All

# About UMR

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UMR is the company of choice for leaders and decision-makers, because we turn high quality research into useful hard-headed strategic advice. UMR Research has provided significant insights, advice and campaign management to decision-makers who have brought about major change in Australia and New Zealand for Governments and business.

UMR is a full-service opinion research, issues management and campaign company, based in Australia and Zealand, working across the Asia Pacific region. We specialise in political research and campaigns, corporate reputation, issues management and social marketing.

We have over 20 years experience developing a deep understanding of the views and opinions of Australians and New Zealanders. Our team of expert researchers are seasoned professionals who combine extensive experience with a deep understanding of the public mindset.

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