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### NEWS

[July 21, 2009]

## WIN Global Poll Finds Concern Of Swine Flu Decreasing Despite Not Being Prepared For A Pandemic

(PR Web Via Acquire Media NewsEdge) WIN (Worldwide Independent Network) poll finds concern for swine flu diminishing even though public feels a lack of preparation for a pandemic. While Swine Flu is still a viable illness globally, less than one-third of respondents across 19 countries stated that it is a concern.



Philadelphia, PA (PRWEB) July 13, 2009 -- WIN global poll finds concern for swine flu diminishing even though public feels a lack of preparation for a pandemic. While Swine Flu is still a viable illness globally, less than one-third of respondents across 19 countries stated that it is a concern.

USA, Canada, United Kingdom, Russia, Australia, Japan, and Mexico are relatively not concerned with Swine Flu, despite feeling that they are not prepared for pandemic proportions of an outbreak. Countries perceiving themselves as most prepared and least worried of an outbreak are predominantly in Western Europe (Switzerland, Austria, Netherlands, Germany, Italy, as well as Iceland). France and China view themselves as prepared and remain concerned of a pandemic, while Argentina and Bolivia express being most concerned of countries polled and consider themselves least prepared.

These results come from the Worldwide Independent Network of Market Research (WIN). WIN has conducted the most recent study about the impact of Swine Flu around the globe in order to provide a country-by-country comparison on how the public views the state of concern and level of readiness to deal with it. The WIN Swine Flu study interviewed nearly 19,000 respondents using online, telephone, and in-person data collection methodologies from the end of June 2009 to the start of July 2009. Each of the nineteen countries included in the study had a representative sample of its country's population polled in terms of socio-demographic variables.

Although Swine Flu coverage has been pushed off the headlines, the spread of it continues at an alarming rate. As of early July 2009, the World Health Organization (WHO) published that 429 people have died of flu and nearly 100,000 have been infected in more than 70 countries. A global pandemic was declared by the World Health Organization on June 11, 2009 after the swine flu strain was confirmed in humans in at least two world regions. Official data on the incidence of Swine Flu, from the World Health Organization, appears to have little impact on the public's perception within their respective country. WIN data shows strong correlation in that the greater the confidence in a country's preparation the less personal concern one has with the ailment.

Steve Levine, President of The Research Intelligence Group, the US member of the WIN network said, "Although recent news headlines have been more focused on celebrities, the economy and politics, we should not lose site that swine flu is still affecting people all around the world." For more information on the WIN Swine Flu global study, please contact Steve Levine, 215-643-8608. <http://www.trigsite.com>. The Research Intelligence Group, also known as TRIG, is an innovative full-service marketing research agency based in Fort Washington, Pennsylvania and is the US member of WIN.

### Read the full story at <http://www.prweb.com/releases/2009/07/prweb2658994.htm>.

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