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Prepared for:

Public Health Agency of Canada (PHAC)

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Ce rapport est aussi disponible en français sur demande.

April 20, 2017

**EXECUTIVE SUMMARY**

**KNOWLEDGE AND PERCEPTIONS OF THE CANADIAN SCIENCE CENTRE FOR**

**HUMAN AND ANIMAL HEALTH – 2017**

# EXECUTIVE SUMMARY

The Public Health Agency of Canada (PHAC) and the Canadian Science Centre for Human and Animal Health (CSCHAH) wished to understand Winnipeggers’ awareness and perceptions of the CSCHAH and compare these to results obtained in 2008. The 2017 survey was conducted in the same months of the year (January, February, and March) as the 2008 survey was. The information collected will better position the CSCHAH to provide information to and instill peace of mind in the public about its operations.

To assess Winnipeggers’ perceptions, PHAC and CSCHAH engaged PRA Inc. to conduct a random-digit telephone survey of Winnipeggers using PRA’s monthly Winnipeg Omnibus over a three-month period. PHAC included the same questions on this survey at three points in time: January 12 to February 11, 2017; February 13 to March 4, 2017, and March 8 to 27, 2017. Over this three-month period, PRA interviewed a random sample of 1,448 Winnipeg residents, 18 years of age and over, by telephone on a range of issues. Such a sample provides a theoretical error rate of ± 2.6%, 19 times out of 20.

**Findings**

Most respondents appear to be aware of the CSCHAH. Although they generally know the type of work done there, they have difficulty providing specifics.

* The majority of respondents (71%) are aware of the CSCHAH facility, although this proportion is down from 2008 (77%).
* Among those who are aware of the facility, most (87%) can provide an idea of the type of work done there. Most commonly, respondents say the facility does medical research, including research on viruses, bacteria, or diseases (41%).
* When it was explained that the facility conducts diagnostic testing and research for infectious diseases such as influenza, Foot and Mouth Disease, and the Ebola virus, almost all Winnipeggers (97%) say the work being done at the facility is important, including 82 percent who say it is very important. This is on par with results from the 2008 survey (84%).
* When it was explained that the laboratory is the only one of its kind in Canada, 89 percent of Winnipeggers say they are proud that the facility is in the city, similar to 2008 results (90%).
* When asked to recall specific activities or accomplishments of the CSCHAH, nearly one-third of Winnipeggers (31%) mention the lab’s work on the Ebola vaccine, which has made international news over the last five years. In addition, while 56 percent of respondents cannot recall a specific activity or accomplishment, this is an improvement over the 2008 survey (68%).
* Over half of respondents (55%) feel they are not receiving sufficient information about the facility. Most (53%) would prefer to receive information through the media, such as the newspaper, TV, or radio, although some would prefer to be kept informed through social media, such as Facebook or Twitter (17%), or contacted directly with a newsletter sent either by mail or email (13%).
* Over six in ten Winnipeggers (63%) say they are not concerned with having a Level 4 facility in Winnipeg. The remaining four in ten say they are somewhat(27%)or very (10%) concerned. These results are similar to those of the 2008survey. Those who are concerned indicate that their greatest concerns with the facility are about safety, especially in terms of accidents, spills, and contamination.
* Over three-quarters of respondents (77%) believe there is little or no risk to themselves or their families in having the CSCHAH located in Winnipeg. One-fifth (20%) say there is at least some risk, including three percent who believe there is a great risk.
* Among all questions asked, there were no significant differences, either positive or negative, resulting from a respondent’s proximity to the lab. That is, those living closer to the lab did not show any heightened negative perceptions of the lab when compared to those living in other areas of Winnipeg.

The total contract value of this POR project was $22,050.