



Media Release

Almost 9 of 10 Canadians Feel Medicines are Safe

Ottawa – May 9, 2005 – A national SES survey of Canadians completed in March found that a large majority of Canadians felt that medicines in Canada were safe and considered the side effects of the medicines they took.

“Research indicates that Canadian patients have great confidence in the medicines that are available to them,” said SES President, Nik Nanos.

The survey found that almost nine in ten Canadians (88%) felt that medicines in Canada were either safe (62%) or somewhat safe (26%), while only one in ten (10%) believed that medicines were unsafe.

“Our research found that not only were medicines considered safe but also the vast majority of Canadians consider the side effects of the medicines they take,” explains Nanos.”

Research indicated that more than eight in ten Canadians (81%) said they considered the side effects, while only 16% of Canadians did not consider the side effects of medication they took.

The survey was based on a random telephone sample of 2,000 Canadians, 18 years of age and older and was conducted between March 17th and 22nd, 2005. The margin of accuracy for the aggregate survey results is 2.2 percentage points, plus or minus, 19 times out of 20. Validation of the demographic profile of respondents indicates that the poll is a fair representation of the Canadian populace. The survey was conducted on behalf of Rx&D (Canada) and was registered with the Marketing Research and Intelligence Association of which SES Research is a member.

Established in 1987, SES Canada Research Inc. is a full service marketing and public opinion research firm.

For a detailed review of the questions and the methodology, please visit the SES Research website at <http://www.sesresearch.com> in the on-line polling library or the attached SES Stat Sheet.

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you can trust

May 9, 2005

Canadians Believe Medicines are Safe

SES National Survey

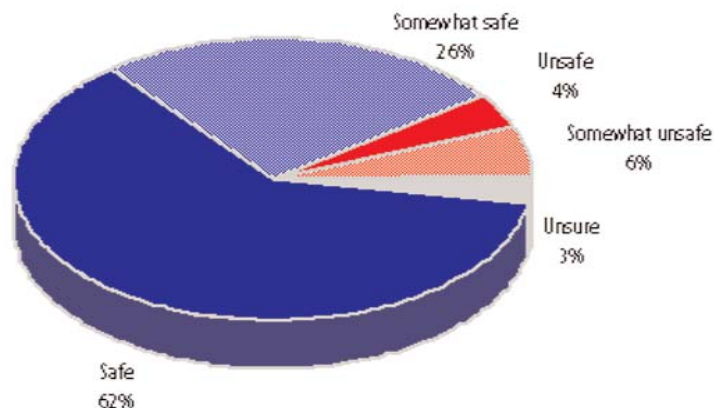
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About SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website www.sesresearch.com or contact: Mr. Nikita Nanos at (613) 234-4666 ext.237 or nnanos@sesresearch.com

Do you feel that medicines in Canada are safe, somewhat safe, unsafe, or somewhat unsafe?



When you take a medicine, do you consider or not consider that there could be possible side effects?

