



## NEWS RELEASE

# Canadian Research Company to Post Public Concern Index on National Issues

**Vancouver, B.C.** (May 27, 2009) – NRG Research Group, a leading Canadian marketing and public affairs research company, is posting a free ongoing interactive survey on its new website that launched today, prioritizing the issues that are most important to Canadians. Branded the *Concern Index*, the web based survey tool has been kicked off with the results of a 1,000-person national survey.

Visitors to the NRG website are invited to click on the *Concern Index* and register their responses to one question relating to the survey every day. Their input is immediately added to the results of the original survey. The average score tally is instantaneous, allowing the public and journalists to see right away what Canadians care about most and the level of concern surrounding these issues.

The initial survey brought forward some surprising results. The number one area of concern among Canadians surveyed was health, with an average concern ranking of 82 on a scale from 1 to 100. But concern about a swine flu pandemic was the second lowest concern, registering only 42 on a scale from 1 to 100.

“Health as the number one concern among Canadians is consistent with past surveys we have done,” says Dr. Brian Owen, president of NRG Research Group. “But those surveys were conducted before the meltdown of the global economy. So it’s surprising that the economy is of secondary concern after health. And even though Canadians’ health is the highest concern, there’s a low concern over the possibility of a global pandemic.”

The economy registered an average concern score of 74 with the next greatest concern shown for child poverty, personal finances, food safety and personal relationships. Concern over salmon farming was the lowest at 37.

The telephone survey to a sample of 1,000 people was completed between May 13 and 17. The margin of error is +/- 3.16% 19 times out of 20.

**NRG Research Group** is a leading Canadian public affairs and market research company, with offices in Vancouver, Calgary and Winnipeg and associated offices in Regina, Toronto, Ottawa, Montreal and Halifax. NRG provides leading-edge market

research and public affairs research services, strategic consulting, and analytical services to clients in Canada, the US and worldwide.

**Website:** [www.nrgresearchgroup.com](http://www.nrgresearchgroup.com)

**For more information contact:**

Adam Di Paula, NRG Vancouver  
(604) 681-0381

Bruce Cameron, NRG Calgary  
(403) 209-4110

Andrew Enns, NRG Winnipeg  
(204) 989-8999

Alyn Edwards, Peak Communicators  
(604) 689-5559