

**CANADIANS  
COMFORTABLE WITH  
COVID-19 TESTING AT  
PHARMACIES**

**IMPACT OF SAFER & MORE  
CONVENIENT TESTS**

**WHAT IS THE  
STORY?**

**ABACUS DATA**

**DETAILED RESULTS**

# **PUBLIC OPINION ON COVID-19 TESTING AT PHARMACIES**

**CONDUCTED FOR THE CANADIAN  
PHARMACISTS ASSOCIATION**

**RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC  
AFFAIRS AND MARKET RESEARCH EXPERTS**

# METHODOLOGY

The survey was conducted online with 2,410 Canadian residents aged 18 and over from Aug 28th to Sep 3rd, 2020. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.0%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

A close-up photograph of a person's hands using a white hand sanitizer dispenser. The person's right hand is positioned above the dispenser, and their left hand is positioned below it, ready to receive the sanitizer. The background is a plain, light-colored surface. The overall image has a soft, slightly blurred quality, emphasizing the action of hand hygiene.

# EXECUTIVE SUMMARY

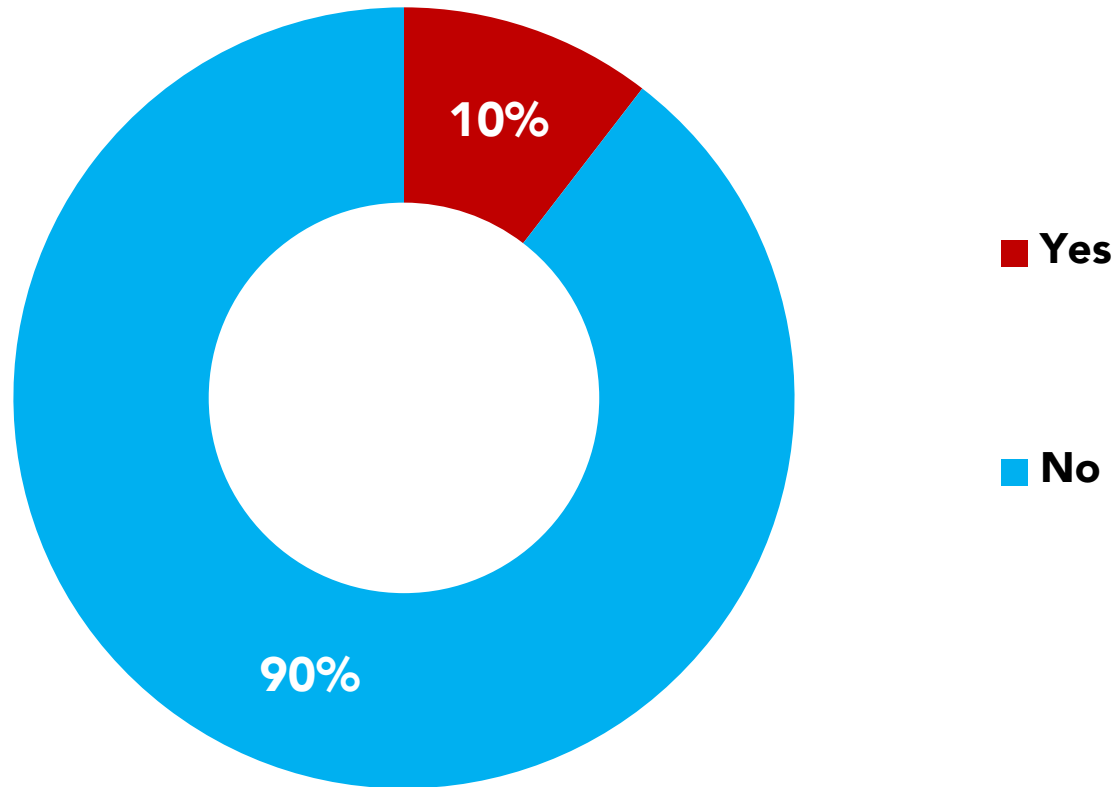
# FINDINGS OVERVIEW

1. Most (90%) Canadians have not been tested for COVID-19 – testing incidence highest in Alberta and Quebec.
2. Most Canadians do not intend to get tested but 1 in 4 believe they will likely or definitely need a COVID-19 test in the next 6 months (est. 7.2 million people). Four in ten feel they are unlikely to or definitely will not need/want to get a COVID-19 test in the next 6 month – 32% are unsure at the point.
3. 75% of Canadians say they would be comfortable having a pharmacist administer a COVID-19 test on them. 68% would be comfortable receiving a test in a community pharmacy.
4. A significant proportion of Canadians (41%) report that they would be more likely to get a test if pharmacists had the ability to administer tests in each province.
5. COVID-19 test accessibility would really move the needle on Canadians returning to their regular lifestyles. 38% would feel more comfortable going back to their workplace if COVID-19 testing was available at more safe and convenient locations. Likewise a third would feel more comfortable sending their kids back to school, and going to a restaurant.

# I. COVID-19 TESTING



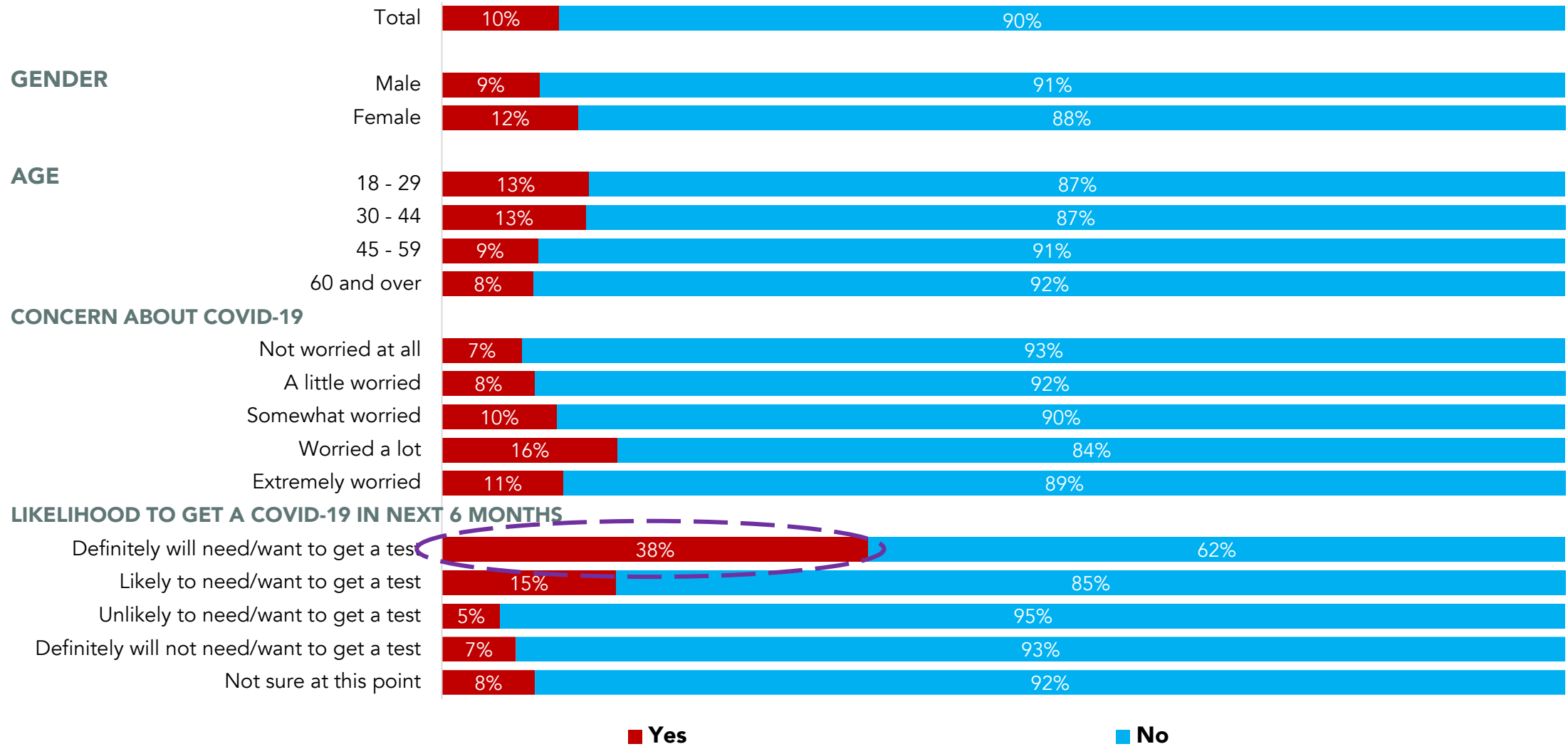
# HAVE YOU BEEN TESTING FOR COVID-19?



**90% of Canadians have not been testing for COVID-19.**

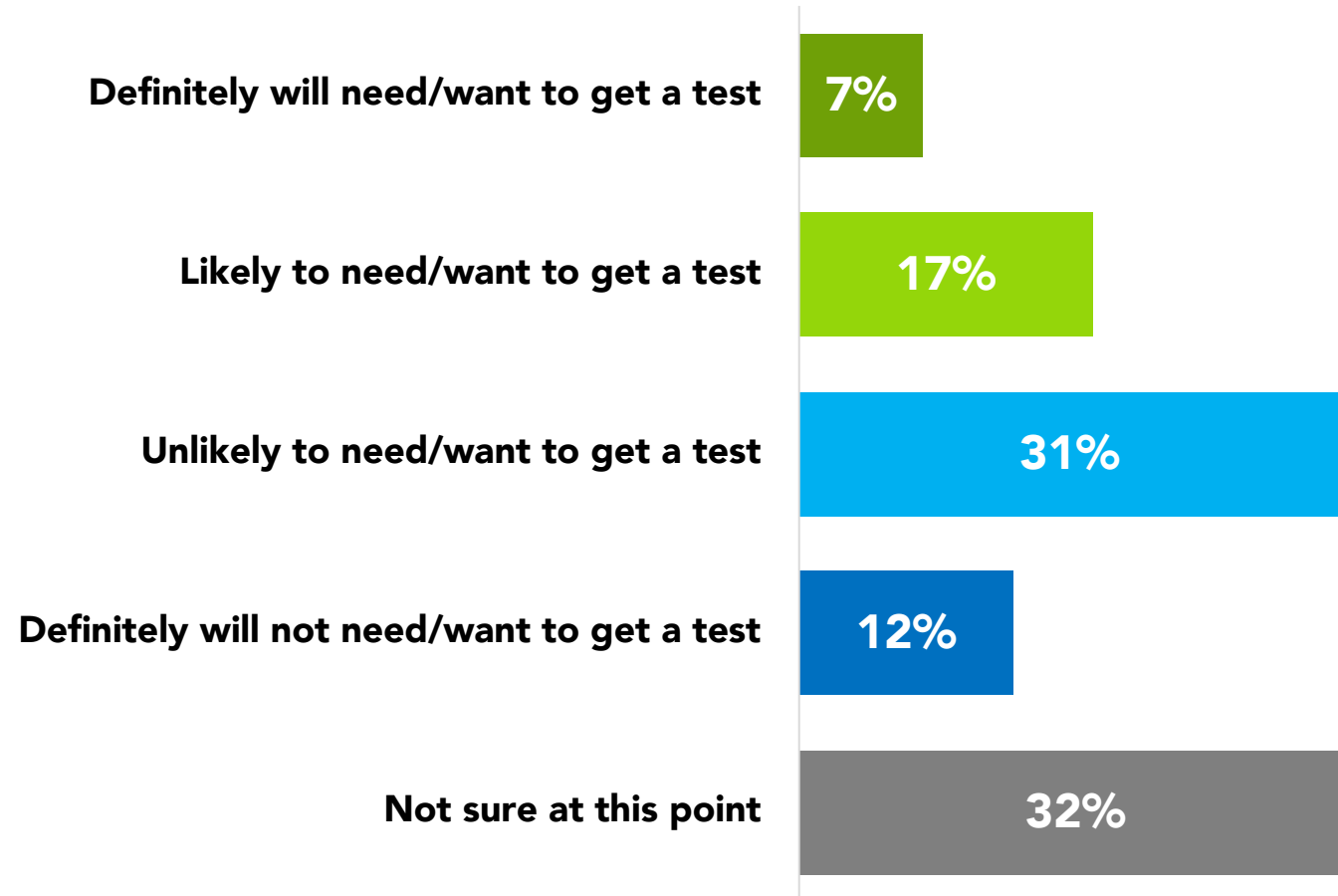
Have you been tested for COVID-19?

# HAVE YOU BEEN TESTING FOR COVID-19?



Have you been tested for COVID-19?

# LIKELIHOOD TO GET A COVID-19 TEST IN THE NEXT 6 MONTHS

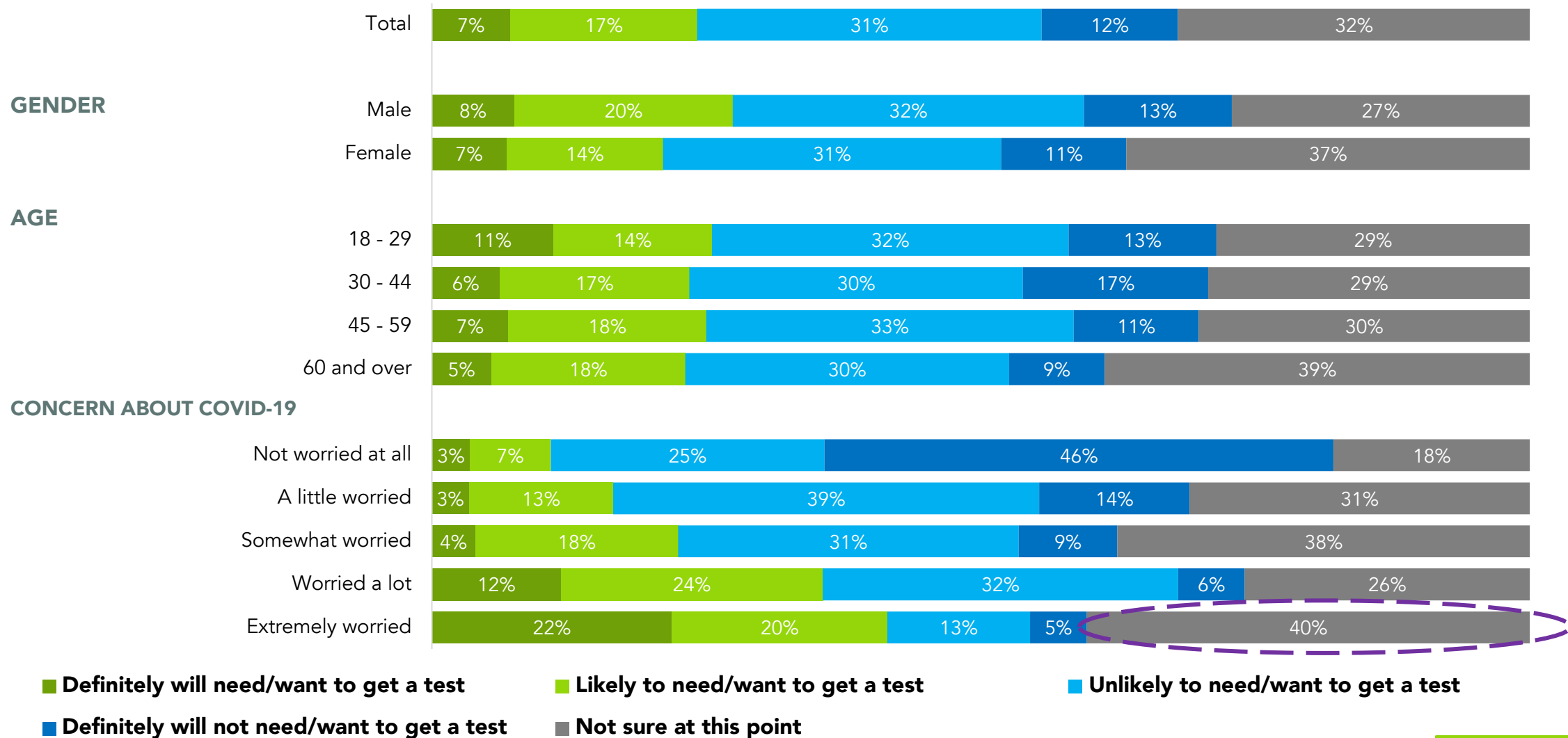


**43% believe they are unlikely to or definitely will not need/want to get a COVID-19 test in the next 6 months – and 32% are *unsure* at this point**

In the next 6 months, how likely is it that you will need or want to get a COVID-19 test?



# LIKELIHOOD TO GET A COVID-19 TEST IN THE NEXT 6 MONTHS

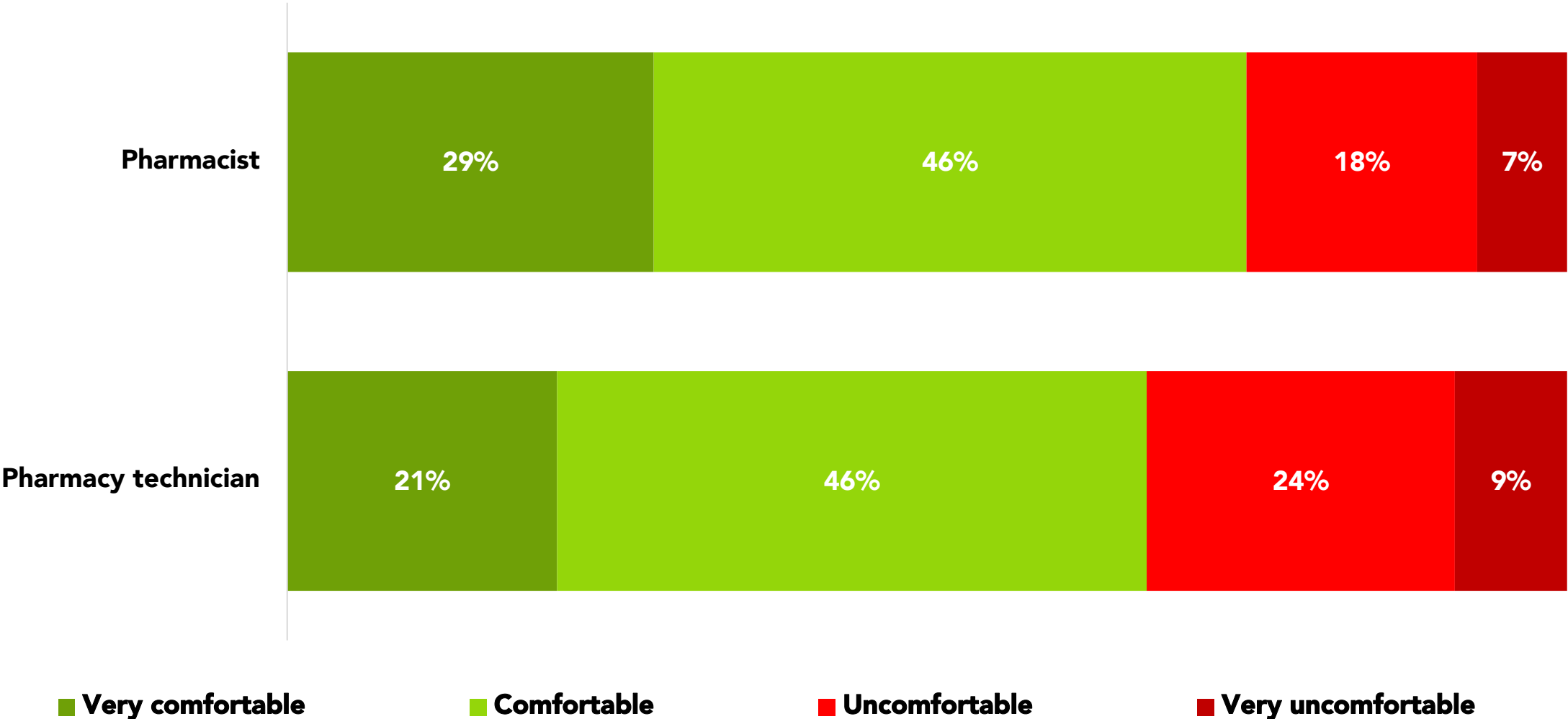


In the next 6 months, how likely is it that you will need or want to get a COVID-19 test?

# II. TESTING LOCATIONS

A close-up photograph of a person's hands using a white hand sanitizer dispenser. The person's right hand is positioned above the dispenser, and their left hand is positioned below it, ready to receive the sanitizer. The background is a plain, light-colored surface. The overall image has a slightly desaturated, muted color palette.

# LEVEL OF COMFORT WITH PHARMACISTS AND PHARMACY TECHNICIANS ADMINISTERING A COVID-19 TEST WITHOUT HAVING SYMPTOMS



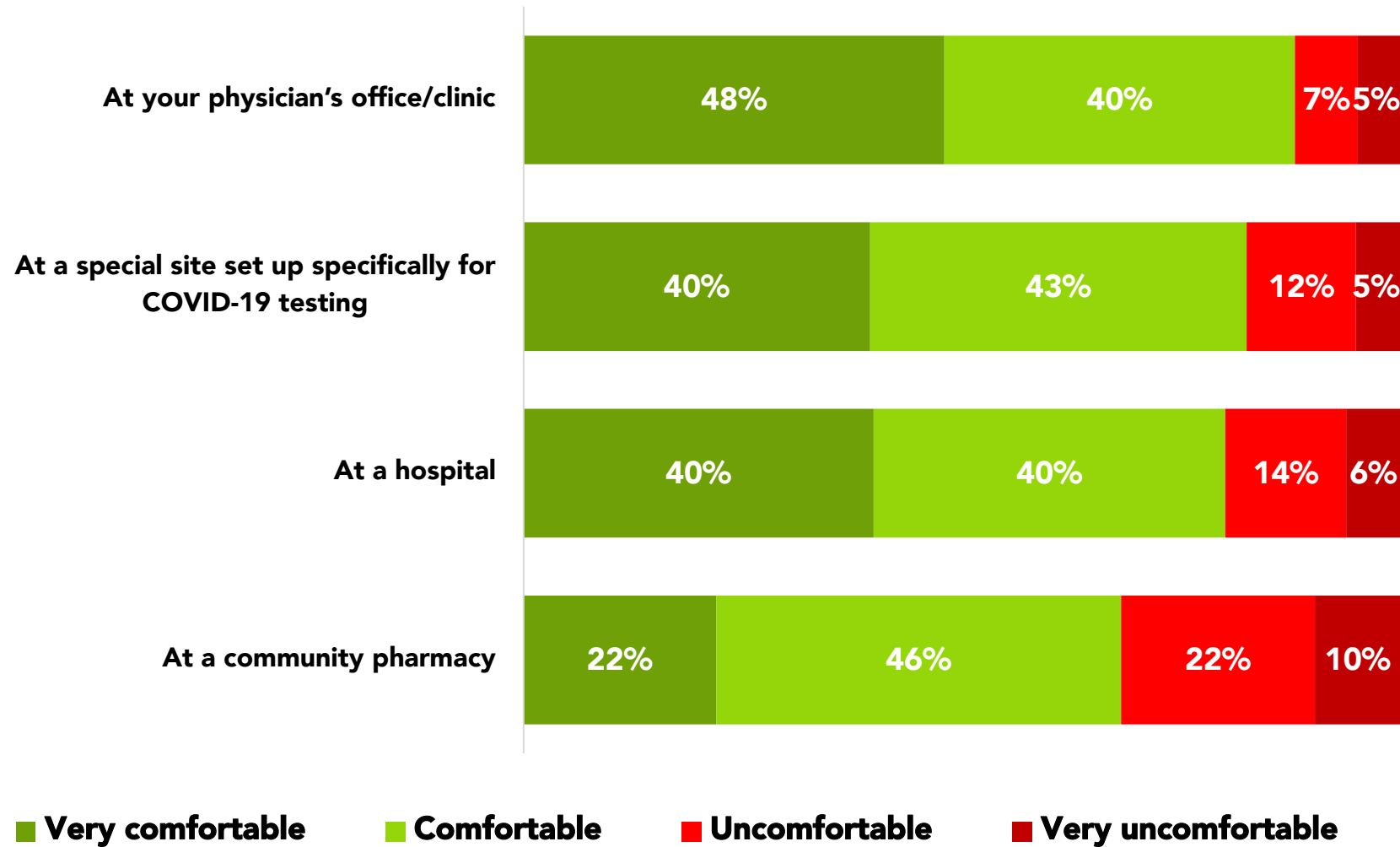
Imagine you needed to get a COVID-19 test and you do not have any symptoms of the illness. How comfortable, if at all, would you be if the following health professionals administered a COVID-19 test assuming you do not have any symptoms of the illness?

# LEVEL OF COMFORT WITH A PHARMACIST ADMINISTERING COVID-19 TEST



Imagine you needed to get a COVID-19 test and you do not have any symptoms of the illness. How comfortable, if at all, would you be if the following health professionals administered a COVID-19 test assuming you do not have any symptoms of the illness?

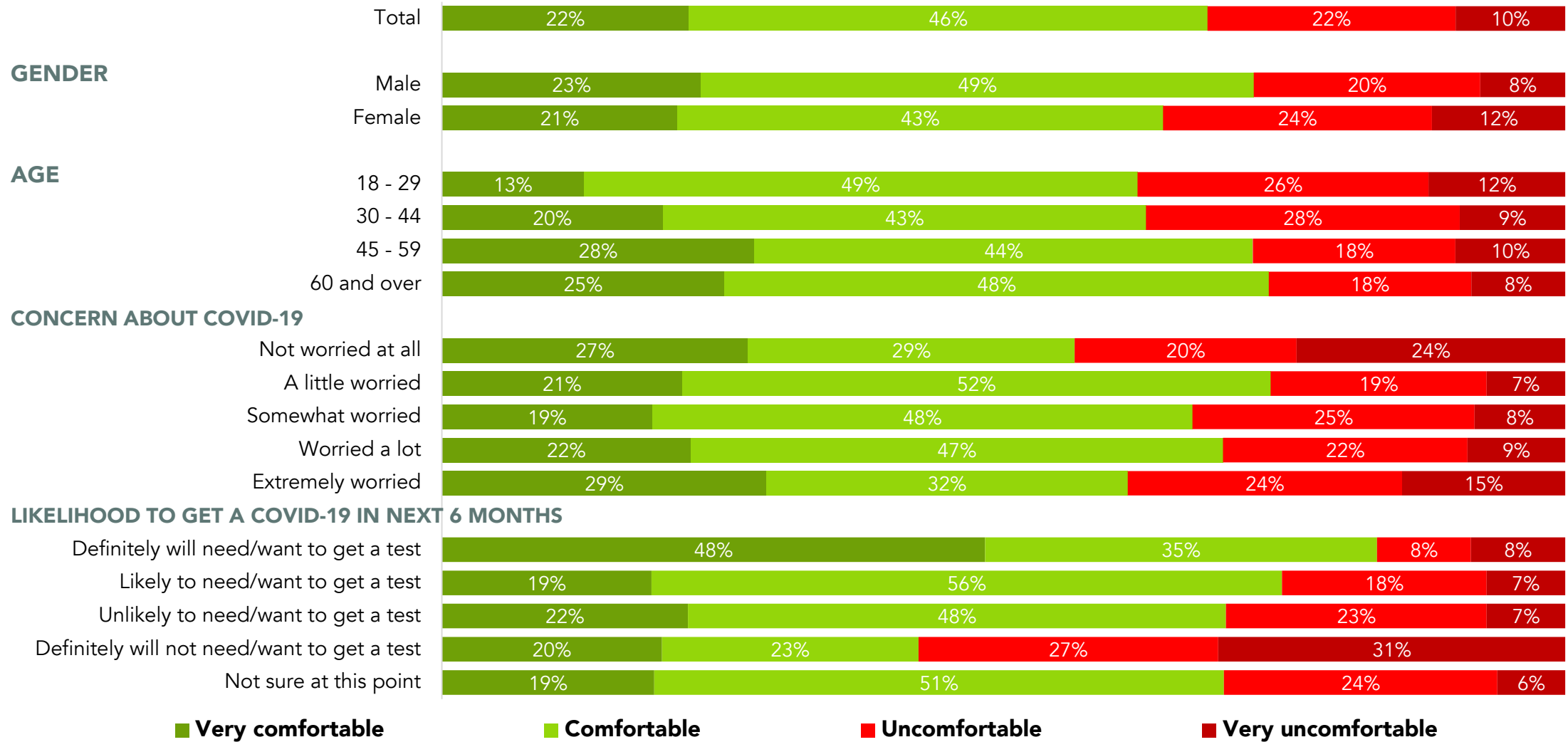
# LEVEL OF COMFORT GETTING A COVID-19 TEST IN THE FOLLOWING PLACES



Canadians are most comfortable getting a COVID-19 test at their physician's office/clinic, followed by at a special site specifically for COVID-19 testing, and at a hospital.

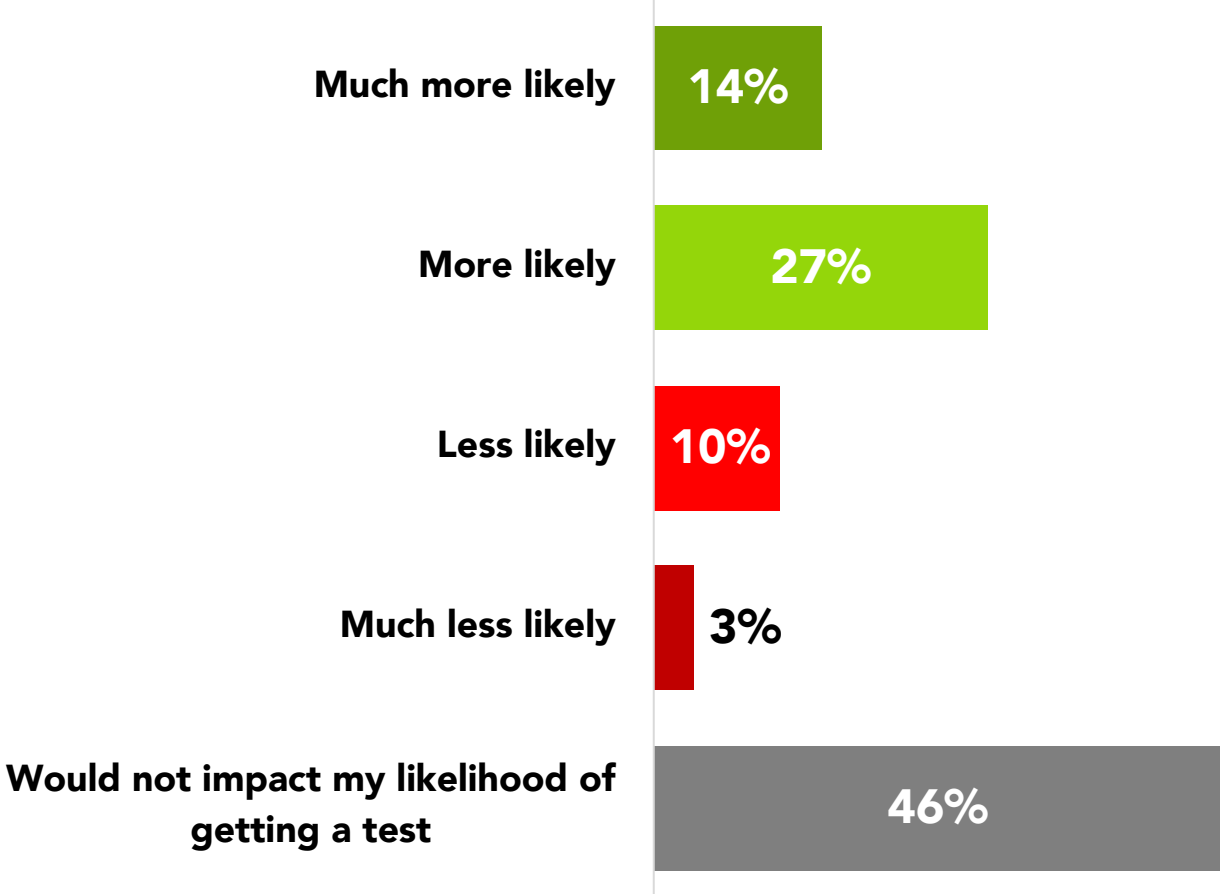
How comfortable, if at all, would you be getting a COVID-19 test in the following places?

# LEVEL OF COMFORT GETTING A COVID-19 TEST... AT A COMMUNITY PHARMACY



How comfortable, if at all, would you be getting a COVID-19 test in the following places?

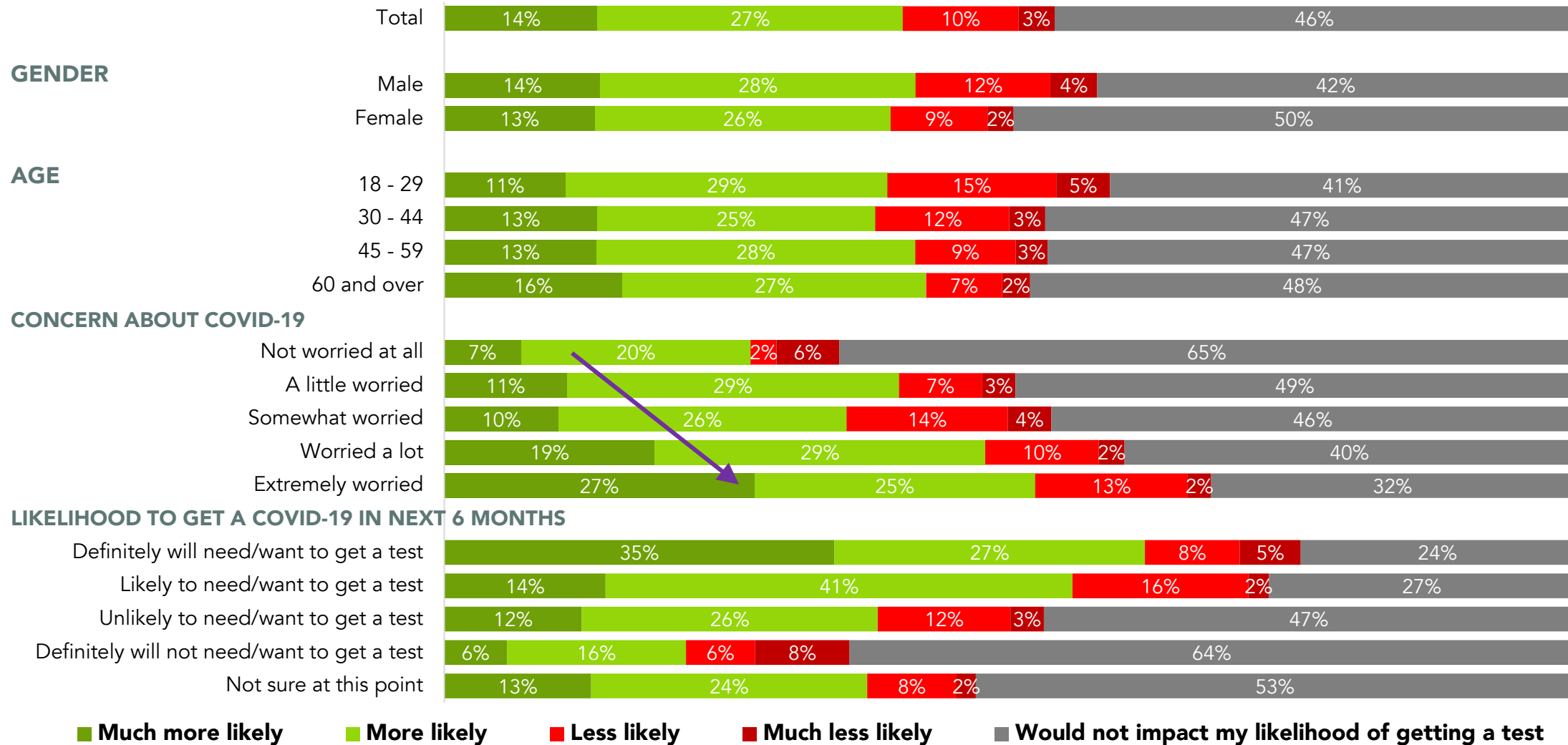
# 4 IN 10 ARE MORE LIKELY TO GET A COVID-19 TEST IF ADMINISTERED BY A PHARMACIST IN THEIR PROVINCE



**41% would be more likely to get a COVID-19 test if pharmacists were able to administer them in their province – 46% say their likelihood would not be impacted.**

If pharmacists were able to administer COVID-19 tests in your province, would you be more or less likely to get a COVID-19 test than if they were not able to administer them?

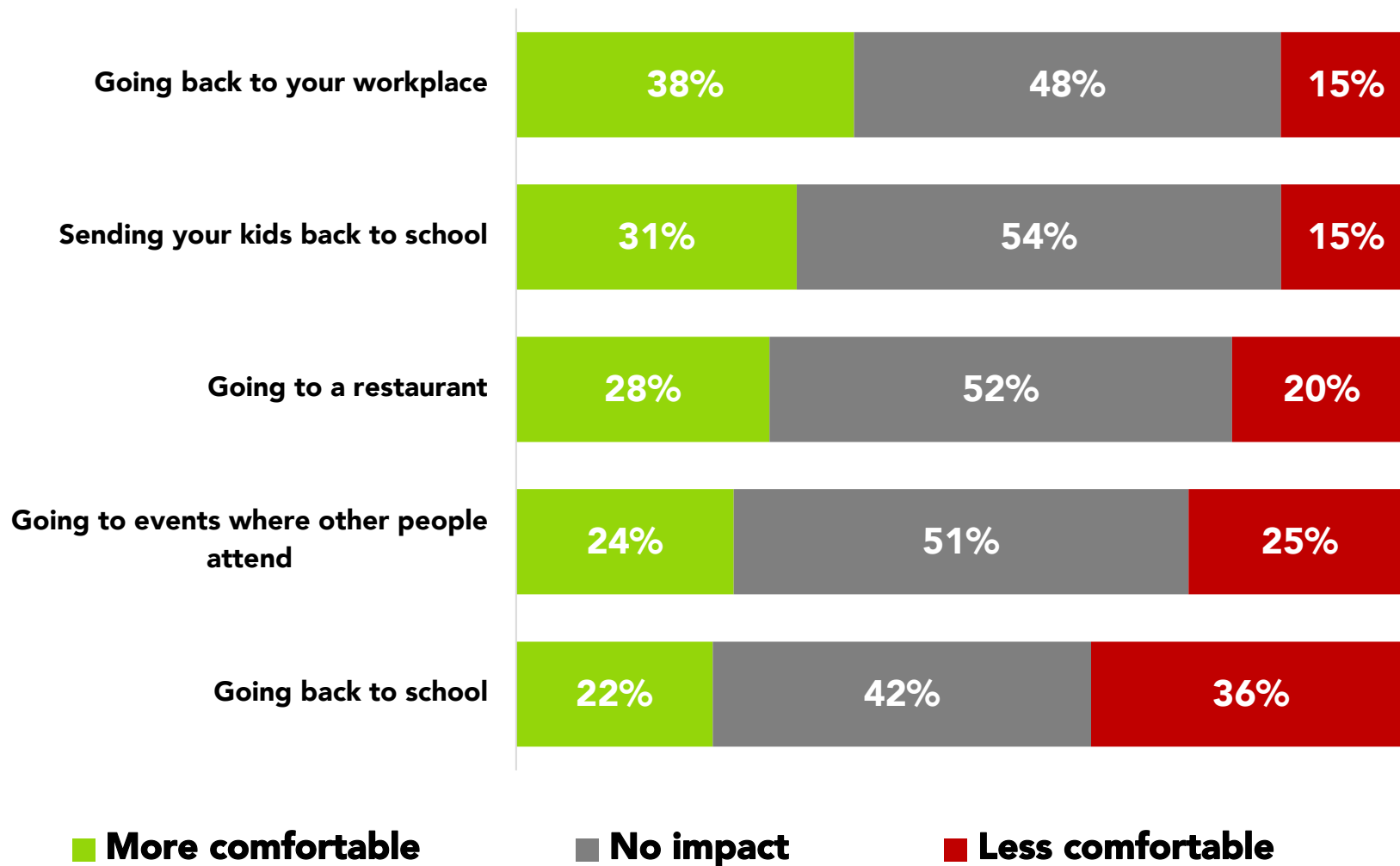
# LIKELIHOOD TO GET A COVID-19 TEST IF ADMINISTERED BY A PHARMACIST



If pharmacists were able to administer COVID-19 tests in your province, would you be more or less likely to get a COVID-19 test than if they were not able to administer them?



# LEVEL OF COMFORT WITH THE FOLLOWING IF THERE WERE MORE CONVENIENT & SAFE COVID-19 TESTING LOCATIONS



**About half report that it would have no impact on their comfort level for getting a COVID-19 tests at any of the listed locations.**

If you and others in your life (co-workers, friends, family, neighbours) were able to get a COVID-19 test conveniently and safely at more locations, would you be more or less comfortable, or would it have no impact on your comfort level when it comes to...

# CONCLUSIONS

1. Few Canadians have been tested for COVID-19. Most of those looking to get a test in the next few months are those who have already been tested and understand the dangers. Even many of those who are extremely worried about COVID-19 do not intend to get tested in next 6 months.
2. 1 in 4 intend to get a test – about 7.1 million adults.
3. Most are comfortable getting tested at community pharmacies (though hospital/clinic the preference). Privacy/public nature of pharmacy is the hesitation some have for getting tested there.
4. Bottom line is that more locations = a higher comfort with getting tested. Most say if they were able to get COVID-19 test conveniently and safely, they'd be more comfortable doing so. And once they have safe and convenient access to testing, significant proportions are keen to go back to school, work, and out to events & restaurants.