



COVID-19 and the Coming Flu Shot Season

pollara
strategic insights

May 2020

Methodology

- **Methodology:** Online survey
- **Sample:** N=1,912 adult Canadians
- **Field window:** May 21– May 25, 2020
- **Reliability:** Online samples cannot officially be assigned a margin of error. As a guideline*, a probability sample of this size carries a margin of error of $\pm 2.2\%$, 19 times out of 20. The margin of error is larger for sub-segments. Although flexible demographic and regional quotas were employed to ensure reliable and comparable sub-segment analysis, the data was weighted by current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.

Region	Number of interviews	Margin of error*
British Columbia	199	$\pm 6.9\%$
Alberta	99	$\pm 9.8\%$
Saskatchewan	95	$\pm 10.1\%$
Manitoba	100	$\pm 9.8\%$
Ontario	599	$\pm 4.0\%$
Quebec	450	$\pm 4.6\%$
Atlantic	370	$\pm 5.1\%$
Canada	1,912	$\pm 2.2\%$

Executive Summary

- COVID-19 is likely to increase flu vaccination rates in Canada
 - 45% of Canadians claim they received the flu shot last year compared to 57% who say they will definitely/probably get vaccinated this year.
 - 26% of those who were not vaccinated last season, say they will definitely or probably get the flu shot this year, and that they are more likely to be vaccinated because of COVID-19.
- Pharmacy continues to be the most likely place for vaccination (41% stated intention vs 48% recall from last year) in the upcoming flu season.
 - Older Canadians and those living in B.C, Alberta and Saskatchewan are most likely to get vaccinated at a pharmacy.
- Physical distancing, PPE usage and limits on number of people allowed on the premises at a time are the most important considerations when deciding where to get the flu shot in the upcoming season.
- Almost half of adult Canadians are yet to be convinced of the efficacy of the flu shot. Moving this number should be a priority for health policy leaders.

Just over half of Canadians agree the flu shot does an effective job preventing the flu.

- Those who are 55+ year olds (63%), in the higher income bracket of \$100K+ (60%) and university educated (60%) are more likely to believe in the flu shot's efficacy.
- Those in BC (58%), Alberta (58%) and Atlantic Canada (59%) are more likely to feel the flu shot does an effective job in preventing the flu.

Views on Efficacy of Flu Shot		B.C.	Alb	Sask	Man	Ont	Que	Atl
The flu shot does an effective job in preventing the flu	54%	58%	58%	49%	48%	55%	49%	59%
The flu shot does not prevent you from getting the flu	27%	28%	28%	26%	38%	28%	24%	24%
The flu shot does more harm than good to patient health	6%	4%	8%	6%	9%	5%	9%	4%
Don't know/Unsure	13%	10%	7%	19%	4%	12%	18%	13%

Discrepancies in total % are due to rounding

Slightly fewer than half of Canadians claim they received the flu shot last year.

- Quebecers are far less likely to have received the flu shot last year (29%), while Alberta (58%), British Columbia (52%) and Atlantic Canadians (50%) were more likely to.
- Older (57%) and highly educated (52%) Canadians were more likely to have taken a flu shot last season.

Got a Flu Shot Last Season		B.C.	Alb	Sask	Man	Ont	Que	Atl
Yes	45%	52%	58%	41%	47%	48%	29%	50%
No	53%	46%	42%	54%	53%	50%	69%	50%
Not Sure	2%	2%	-	5%	-	2%	2%	0%

Discrepancies in total % are due to rounding

Of those who got a flu shot last season, roughly half received it at a pharmacy.




- Older Canadians (53%) and those living in BC (61%), Alberta (65%) and Saskatchewan (67%) were most likely to get vaccinated at a pharmacy.

Where did they get a Flu Shot Last Season		B.C.	Alb	Sask	Man	Ont	Que	Atl
A pharmacy	48%	61%	65%	67%	42%	47%	24%	41%
A doctor's office	28%	20%	14%	7%	34%	40%	17%	32%
At work	7%	8%	8%	5%	7%	5%	12%	8%
At a community health centre	7%	7%	6%	13%	-	3%	21%	6%
At a temporary flu clinic	7%	2%	7%	3%	16%	2%	23%	11%
At the hospital	2%	1%	-	5%	2%	2%	4%	1%
Other	1%	-	-	-	-	1%	1%	1%

Discrepancies in total % are due to rounding

One-third say they are more likely to get the flu shot because of COVID-19.

- 27% of those who did NOT get the flu shot last year say they are more likely to get it this year because of COVID-19.

COVID-19 Influence on Decision to get Flu Shot		B.C.	Alb	Sask	Man	Ont	Que	Atl
I am more likely to get a flu shot because of COVID-19	 34%	37%	32%	27%	35%	37%	31%	32%
COVID-19 will have no affect on my decision of whether to get or not to get a flu shot	 58%	56%	62%	65%	58%	56%	61%	60%
I am less likely to get the flu shot because of COVID-19	 7%	7%	7%	9%	7%	7%	8%	8%

Discrepancies in total % are due to rounding

More than half say they will get the flu shot this year, of which four-in-ten definitely will.

- 26% of those who did NOT get the flu shot last year say they will definitely or probably get it this year.
- Quebecers (41%) and Saskatchewan residents (49%) are less likely to get the flu shot this year, while older Canadians (66%), and those university educated (63%) are more likely to get it.

Plan to get a Flu Shot This Year		B.C.	Alb	Sask	Man	Ont	Que	Atl
WILL GET A FLU SHOT (Top2Box)	57%	64%	63%	49%	57%	63%	41%	61%
Definitely will	41%	52%	46%	39%	37%	45%	26%	45%
Probably will	16%	12%	17%	10%	20%	18%	14%	16%
WILL NOT GET A FLU SHOT (Bottom2Box)	28%	23%	24%	28%	32%	23%	40%	22%
Probably will not	13%	12%	10%	9%	10%	11%	21%	11%
Definitely will not	14%	12%	14%	20%	22%	12%	20%	11%
Not sure	15%	13%	13%	23%	11%	15%	19%	17%

Discrepancies in total % are due to rounding

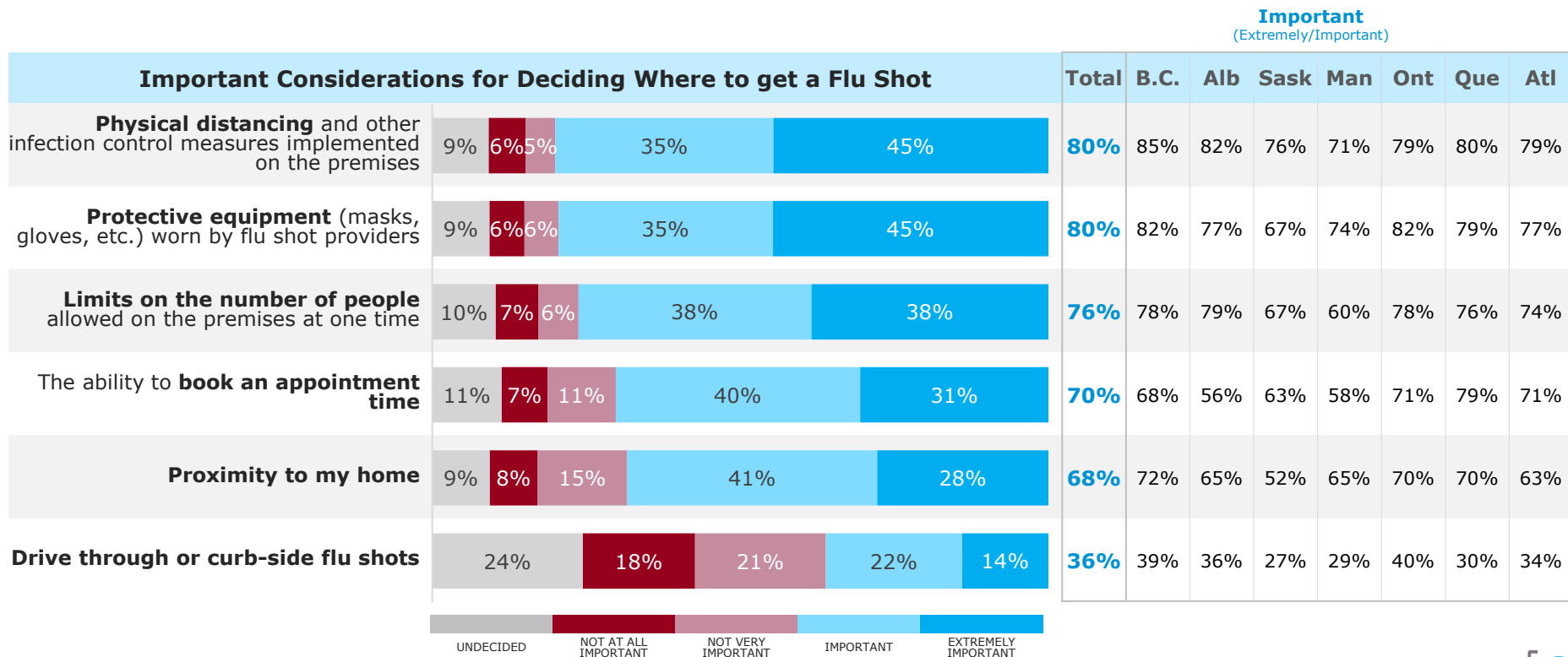
Of those who are likely to get a flu shot this year, are likely to receive it at a pharmacy.

- Similar to where they got the flu shot last season - Older Canadians (47%) and those living in B.C (55%), Alberta (59%) and Saskatchewan (53%) are most likely to get vaccinated at a pharmacy, while those in Ontario (50%) and Manitoba (44%) will likely go to a doctor's office.

Where are they likely to get a Flu Shot This Year		B.C.	Alb	Sask	Man	Ont	Que	Atl
A pharmacy	41%	55%	59%	53%	36%	39%	28%	40%
A doctor's office	34%	29%	20%	23%	44%	50%	17%	35%
At work	7%	7%	8%	7%	6%	3%	13%	7%
At a community health centre	7%	6%	3%	6%	4%	4%	18%	6%
At a temporary flu clinic	8%	3%	9%	7%	9%	2%	20%	8%
At the hospital	2%		2%		1%	1%	3%	2%
Others	1%	1%	-	3%	-	-	1%	1%

Discrepancies in total % are due to rounding

Physical distancing, PPE usage and limits on number of people are the most highly rated considerations in deciding where to get the flu shot.



F7. In light of COVID-19, how important are the following considerations for you in deciding where to get a flu shot in the upcoming flu season? (N=1912)



Don Guy
dguy@pollara.com

pollara
strategic insights
www.pollara.com