[](http://www.google.ca/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiz7uqivMzJAhUIqoMKHTsgAcYQjRwIBw&url=http://www.cacmid.ca/links/&psig=AFQjCNGv5I57AJdixhwwkraR-dA1Qg35rw&ust=1449671216609365)

**Assessment of Seasonal Influenza Immunization Coverage in the Canadian Population, 2016-17**



Survey Report

**Submitted to**

**Public Health Agency of Canada**

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**Ce rapport est aussi disponible en français.**

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**Table of Contents**

[1. Executive Summary 1](#_Toc478740763)

[**1.1** **Background and Objectives** 1](#_Toc478740764)

[**1.2** **Methodology - Quantitative Research** 2](#_Toc478740765)

[**1.3**  **Overview of Quantitative Findings** 3](#_Toc478740766)

[**1.4**  **Notes on Interpretation of Research Findings** 5](#_Toc478740767)

[**1.5**  **Political Neutrality Statement and Contact Information** 5](#_Toc478740768)

[2. Detailed Quantitative Findings 6](#_Toc478740769)

[**2.1**  **Seasonal Influenza Immunization Coverage Before and Since September 1, 2016 Inclusively** 6](#_Toc478740770)

[**2.2** **Reasons for Getting or Not Getting the Flu Vaccine This Year** 8](#_Toc478740771)

[**2.3**  **Form of Flu Vaccine Received** 10](#_Toc478740772)

[**2.4**  **Date and Place of Vaccination** 10](#_Toc478740773)

[**2.5**  **Seasonal Influenza Immunization Coverage among Children** 12](#_Toc478740774)

[**2.6** **Flu Incidence among Population (Respondent and Friend or Family Member)** 15](#_Toc478740775)

[**2.7**  **Health Care and Alternative Care Providers Seen in the Last Year** 18](#_Toc478740776)

[**2.8**  **Sources of Information and Most Trusted Resource about the Flu Vaccine** 20](#_Toc478740777)

[**2.9** **Flu Vaccine Promoters** 22](#_Toc478740778)

[**2.10** **Flu Vaccine Detractors** 23](#_Toc478740779)

[**2.11**  **Exposure to Messages Promoting the Flu Vaccine** 26](#_Toc478740780)

[Appendix A – Detailed Research Methodology 28](#_Toc478740781)

[**A.1** **Quantitative Methodology** 28](#_Toc478740782)

[Appendix B – Survey Questionnaire 36](#_Toc478740783)

1. **Executive Summary**

Leger is pleased to present the Public Health Agency of Canada with this report on findings from a quantitative survey aimed to evaluate seasonal influenza immunization coverage within the Canadian population.

This report was prepared by Leger who was contracted by the Public Health Agency of Canada (contract number 6D034-164442/001/CY awarded January 30, 2017).

**1.1 Background and Objectives**

The main objective of the study is to evaluate seasonal influenza immunization coverage within the Canadian population. The following topics are covered among Canadian households participating in the survey.

* Seasonal flu vaccination before September 1, 2016 and since September 1, 2016 inclusively (for the adult respondent and each minor children, if applicable)
* Reasons for taking or not taking the vaccine this year (for the adult respondent and each minor children, if applicable)
* Form of flu vaccine received (shot or nasal spray)
* Date (month) and place of vaccination
* Number, gender and age of minor children in the household
* Number of doses received by children between 6 months and 9 years of age, receiving the vaccine for the first time
* Reasons for not receiving two doses, if applicable
* Health care and alternative care providers seen in the last year
* Flu incidence among population (respondent and friend or family member)
* Sources of information and most trusted resource for the flu shot
* Promoters and detractors of the flu vaccine
* Exposure to messages promoting the flu vaccine
* Demographic profile of adult respondents and identification of any chronic health condition considered as high risk for influenza-related complications

**1.2 Methodology - Quantitative Research**

The quantitative research was conducted by telephone, using Computer Assisted Telephone Interviewing (CATI) technology. This approach is the most appropriate to assess seasonal influenza immunization coverage among different subgroups of the Canadian population, while ensuring a high level of representativeness. To achieve data reliability in all subgroups, a sample of 2,024 adult Canadians were surveyed. Only one adult respondent was surveyed within each household.

Fieldwork for the survey was conducted from February 14 to March 5, 2017. The national response rate for the survey was 20.3%. Complete call dispositions are presented in Appendix A. A pre-test of 30 interviews, 15 in each official language, was completed on February 14, 2017 (in English) and on February 16, 2017 (in French). Survey interviews lasted 7 minutes on average.

Telephone interviewing was conducted using Leger’s Computer-Assisted Telephone Interviewing (CATI) technology. Leger’s CATI system handles sampling electronically, randomly selecting and dialing the phone number to call. To ensure perfect coverage of a population, the sample consisted of residential phone numbers located in all Canadian provinces and territories, as well as cell phone numbers of Canadians who do not have a residential landline phone number (i.e. pre-validated cell-only numbers). Based on the Communications Monitoring Report 2016 published by the CRTC in 2016, which revealed that 23.7% of Canadian households were using a cell phone exclusively, Leger made sure that 23.7% of the final sample was derived from cell-only numbers.

Landline phone numbers were generated and cell-only numbers were purchased according to a stratified regional sampling approach. Regional quotas were applied to ensure that a sufficient number of interviews within each region of Canada and within each type of phone number (residential (1,527) and cell phone (497)). In addition to these regional quotas, fieldwork was conducted to ensure a good distribution of respondents in terms of gender (men and women) and language (English and French-speaking Canadians), using soft quotas.

A total of 2,024 adult Canadians were interviewed in all regions of the country. The national margin of error for the survey is +/- 2.18%, 19 times out of 20.

Based on data from Statistics Canada’s 2011 national census, Leger weighted the results of this survey by age, gender, region and language (mother tongue). Results were also weighted based on the presence of minor children in the household (yes or no), since this question was asked and is important for this study. Moreover, the weight of respondents reached via the cell-only sample was also controlled to match the expected 23.7% after weighting.

As a Certified Gold-Seal MRIA Member, Leger adheres to the most stringent guidelines for quantitative research. The survey has been registered with the MRIA in accordance with Government of Canada requirements for quantitative research, including the MRIA Code of Conduct and Standards of the Conduct of Government of Canada Public Opinion Research – Series D – Quantitative Research.

Respondents were assured of the voluntary and confidentiality aspect of the approach and of the anonymity of their responses. As with all research conducted by Léger, all information that could allow for the identification of participants was removed from the data, in accordance with the Privacy Act of Canada.

The details of the methodology procedure and more information on Leger’s quality control mechanisms are presented in Appendix A.

The French and English questionnaires (the same questionnaire was used for both languages of the study) are available in Appendix B.

Details regarding the weighting procedures can be found in Appendix A and detailed statistical tables of results can be found in Appendix C.

**1.3 Overview of Quantitative Findings**

* Since September 1st, 2016, more than a third of the Canadian population (36%) received the seasonal influenza vaccine. Those 65 years of age or older (69%), respondents from the Maritimes (50%), women (39%) and those between the ages of 18 and 64 with a chronic condition (37%), are proportionally more inclined to have been vaccinated against the flu in the past year. Nearly six out of ten respondents (59%) said that they had received the seasonal flu vaccine in the past (before September 1st, 2016).
* Prevention / not wanting to get sick (44%) is the most important motivation for getting the flu vaccine. On the other hand, the main reasons provided by respondents for not getting the flu vaccine are not needing it / not being a person at risk / not recommended for them (47%), skepticism in its effectiveness (19%) and lack of time (15%). For parents, the main reasons for not getting their children vaccinated is also the belief that they don’t need it (36%) or skepticism in its effectiveness (24%).
* Almost all Canadians (99%) were vaccinated with a flu shot and few (1%) were vaccinated by nasal spray. Most Canadians received the flu vaccine in October (38%) or in November 2016 (37%). A third of Canadians received the flu vaccine at the doctor's office or a health clinic (33%) and more than one-quarter at the pharmacy (28%).
* Almost one-quarter of Canadian children (23%) received the flu vaccine this year and more than a third of them (36%) received it for the first time. Nearly six out of ten children between 6 months and 9 years of age (58%) received one dose, while 28 percent received the two recommended doses. Eighteen percent (18%) of parents did not have enough information about the second dose and 16 percent did not know there was a second dose.
* Two out of ten respondents (22%) say they had the flu within the past 12 months, mostly with mild symptoms (19%), and more than half of respondents (56%) have seen their friends or family members suffer from severe (13%) or mild (47%) flu symptoms.
* The vast majority of respondents (93%) have seen a health care provider in the last year. Family doctors (76%), dentists (64%) and pharmacists (58%) were the most visited professionals. Nearly one-quarter of respondents have seen an alternative care provider (23%) or another care provider (22%).
* Nearly half of respondents (47%) state that when they want to know more about the flu shot, they would look for information in a public health setting, health clinic or pharmacy. To a lesser extent, the Internet is also a legitimate source of information about the flu shot; 18 percent said that they do an online search and 13 percent will refer to a government website.
* The most trusted resource about the flu shot is the family doctor with two-thirds of respondents (64%) saying that they trust him/her the most on this topic.
* Four out of ten respondents (40%) say that someone advised them to get the flu vaccine within the last 12 months, while 14 percent of respondents say that someone told them the opposite. Nearly four out of ten of those who were advised to get the flu vaccine were advised to do so by their family doctor (38%). Family members also play a role in getting the flu vaccine for two out of ten respondents (21%). Conversely, friends (50%) and family members (30%) also played a major role in advising respondents not to get the flu vaccine.
* More than three-quarters of respondents (78%) state that they have seen, read or heard messages promoting the flu vaccine in the last 12 months. More than six out of ten of those who have seen, read or heard messages promoting the flu vaccine have seen or heard them on radio, or seen TV ads or advertisements (62%), and more than one-quarter have also seen messages about the flu vaccine when visiting the pharmacy, doctor’s office or hospital (27%).

**1.4 Notes on Interpretation of Research Findings**

The views and observations expressed in this document do not reflect those of the Public Health Agency of Canada. This report was compiled by Leger based on the research conducted specifically for this project. This research is probabilistic; the results can be inferred to the general population of Canada. The design of the research was built with this objective in mind.

**1.5 Political Neutrality Statement and Contact Information**

Leger certifies that the final deliverables fully comply with the Government of Canada’s political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

**Additional information**

Supplier name: Leger

PWGSC Contract Number: 6D034-164442/001/CY

Contract Award Date: January 30th, 2017

The expenditure for this project is $74,664.75 (including HST).

To obtain more information on this study, please email POR-ROP@hc-sc.gc.ca

1. **Detailed Quantitative Findings**

This chapter presents the detailed findings from the quantitative survey for the Public Health Agency of Canada regarding seasonal influenza immunization coverage within the Canadian population. The research was fielded between February 14 and March 5, 2017. A full set of detailed tables is also available in the appendix (under a separate cover).

**Methodological note to read the tables in the report**

In this report, it should be noted that the numbers presented have been rounded. On the other hand, numbers before rounding have been used to calculate the sums presented. For this reason, those sums may not match the manual summation of the numbers presented.

*Differences in proportion*

According to the normal distribution, a two-tailed test is always done between two proportions and based on the unweighted total columns. The test is performed by comparing the percentage of a vertical cell with the vertical percentage formed by the complement of the cells for the relevant category (e.g. the complement of men is women and the complement of the 18-24 age group is those 25 and over). The test results (if they are significant at a confidence level of 95%) are indicated with a symbol in the table.

In the tables, results presented with a **“↓”** characters represent statistically lower differences when compared to the complement, while results with **“↑”** characters indicate statistically higher differences when compared to the complement.

**2.1 Seasonal Influenza Immunization Coverage Before and Since September 1, 2016 Inclusively**

Nearly six out of ten Canadians (59%) said that they had received the seasonal flu vaccine before September 1, 2016. When looking at subgroups within the general population, we observe that people 65+ years old (79%), people from the Maritimes (72%), the 18-64 group with a chronic condition (68%), those with a university degree (66%), Ontarians (64%) and females (64%) are more likely to have received the seasonal flu vaccine in the past.

**Table 1. Seasonal Influenza Immunization Coverage before September 1, 2016 (Q1)**

**Before September 1st, 2016**, had you ever received the seasonal flu vaccine?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Region** | | | | | |
|  | **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 |
| **Yes** | **59%** | 72%↑ | 48%↓ | 64%↑ | 59% | 59% | 58% |
| **No** | **41%** | 28%↓ | 52%↑ | 36%↓ | 41% | 41% | 42% |

Since September 1, 2016, more than a third of the Canadian population (36%) received the seasonal influenza vaccine. We can observe that those 65 years of age or older (69%) and those between the ages of 18 and 64 with a chronic condition (37%) are more likely to have received the flu vaccine this year. We also note that respondents from the Maritimes (50%) and women (39%) are more likely to have received the flu vaccine since September. The opposite trend is observed in Quebec, where one-quarter of respondents (25%) received the flu vaccine this year.

**Table 2a. Seasonal Influenza Immunization Coverage since September 1, 2016 inclusively (Q2)**

**Since September 1st, 2016 inclusively**, have you received the seasonal flu vaccine?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Subgroups** | | | | | | | |
|  | **18-64** | **18-64 with chronic health condition** | **18-64 without chronic health condition** | **65 +** | **Children 13-17 years of age** | **Children 6-12 years of age** | **Children 6 months to 5 years of age** | **Children younger than 6 months** |
| **Weighted n=** | 2,024 | 1,647 | 412 | 1,235 | 377 | 213 | 309 | 254 | 20 |
| **Unweighted n=** | 2,024 | 1,446 | 407 | 1,039 | 578 | 185 | 255 | 199 | 18\* |
| **Yes** | **36%** | 28%↓ | 37%↑ | 25%↓ | 69%↑ | 27% | 21%↓ | 22%↓ | 20% |
| **No** | **64%** | 72%↑ | 63%↓ | 75% ↑ | 31%↓ | 73% | 79%↑ | 78%↑ | 80% |

\* Because of the small sample size (n<30), results are presented for illustrative purposes only.

**Table 2b. Seasonal Influenza Immunization Coverage since September 1, 2016 inclusively (Q2)**

**Since September 1st, 2016 inclusively**, have you received the seasonal flu vaccine?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Region** | | | | | | **Gender** | |
|  | **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** | **Male** | **Female** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 | 980 | 1,044 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 | 801 | 1,223 |
| **Yes** | **36%** | 50%↑ | 26%↓ | 37% | 38% | 38% | 39% | 32%↓ | 39%↑ |
| **No** | **64%** | 50%↓ | 74%↑ | 63% | 62% | 62% | 61% | 68%↑ | 61%↓ |

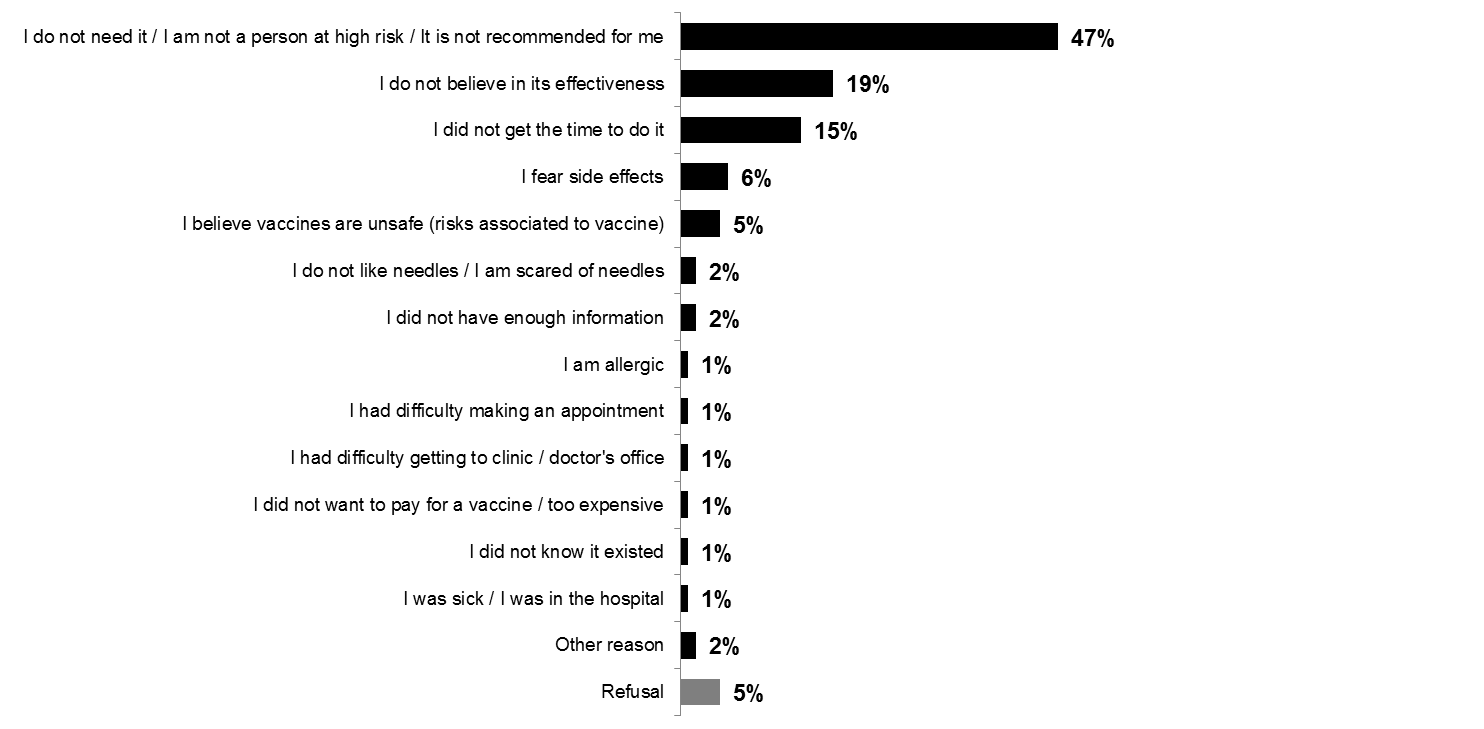
**2.2 Reasons for Getting or Not Getting the Flu Vaccine This Year**

Nearly half of Canadians who indicated that they did not receive the flu vaccine this year (47%) say that they did not get the flu vaccine because they did not need it / they are not a person at risk / it is not recommended for them. Two Canadians out of ten (19%) say that they do not believe in the effectiveness of the vaccine and 15 percent say they did not have time to do it.

**Image 1. Reasons for Not Taking the Flu Vaccine in 2016-17 (Q3)**

What are the reasons why you did not receive the flu vaccine this year?

Base: Among those who did not receive the flu vaccine this year (n=1,171)



Because respondents were able to give multiple answers, total mentions may exceed 100%.

Conversely, Table 3 shows that 44 percent of those who received the flu vaccine this year did so because they want to prevent infection / do not want to get sick. This reason is especially prevalent among the 65+ group (51%). To a lesser extent, 16 percent of those who received the vaccine did so because it is required in their workplace and 13 percent did so because they are at risk because of their health condition or because they receive it every year.

The 18-64 group without a chronic condition is more likely to have received the flu vaccine because it is required in their workplace (25%) while those in the 18-64 group with a chronic condition are more likely to say that they got the flu vaccine because of their risky health condition (31%). Finally, respondents in the 65+ group are showing a higher proportion of getting the flu vaccine because they receive it every year (22%) or because it was recommended by a health care professional (12%).

**Table 3. Reasons for Taking the Flu Vaccine in 2016-17 (Q6)**

What are the reasons you decided to receive the flu vaccine this year?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Total** | **Subgroups** | | | |
| Base: Among those who received the flu vaccine this year (n=853) | **18-64** | **18-64 with chronic health condition** | **18-64 without chronic health condition** | **65 +** |
| **Weighted n=** | 724 | 462 | 152 | 310 | 262 |
| **Unweighted n=** | 853 | 450 | 166 | 284 | 403 |
| **I want to prevent infection / I do not want to get sick** | **44%** | 41% | 35% | 44% | 51%↑ |
| **It is required in my workplace** | **16%** | 23% | 18% | 25%↑ | 4%↓ |
| **I am at risk because of my health condition** | **13%** | 13% | 31%↑ | 5%↓ | 12% |
| **I receive it every year** (no specific reason) | **13%** | 8%↓ | 11% | 7%↓ | 22%↑ |
| **I was recommended by a health care professional** | **9%** | 7% | 9% | 6% | 12%↑ |
| **If not vaccinated, I can transmit the disease to at-risk people** (children, elderly or sick people/patients) | **7%** | 8% | 7% | 9% | 4%↓ |
| **I am at risk because of my age** | **6%** | 2% | 4% | 2%↓ | 11%↑ |
| **If not vaccinated, I can transmit the disease to family members, colleagues or friends** (without mention of at-risk people) | **5%** | 7% | 5% | 9% | 1%↓ |
| **I was encouraged by family members, colleagues or friends** | **3%** | 4% | 2% | 4% | 1%↓ |
| **It was offered / free** (by employer or other) | **2%** | 2% | 1% | 2% | 2% |
| **I would be required to wear a mask at work if not vaccinated** | **0%** | 0% | 0% | 0% | 0% |
| **Other reason** | **0%** | 0% | 0% | 0% | 0% |
| **Refusal** | **1%** | 1% | 0% | 1% | 0% |

Because respondents were able to give multiple answers, total mentions may exceed 100%.

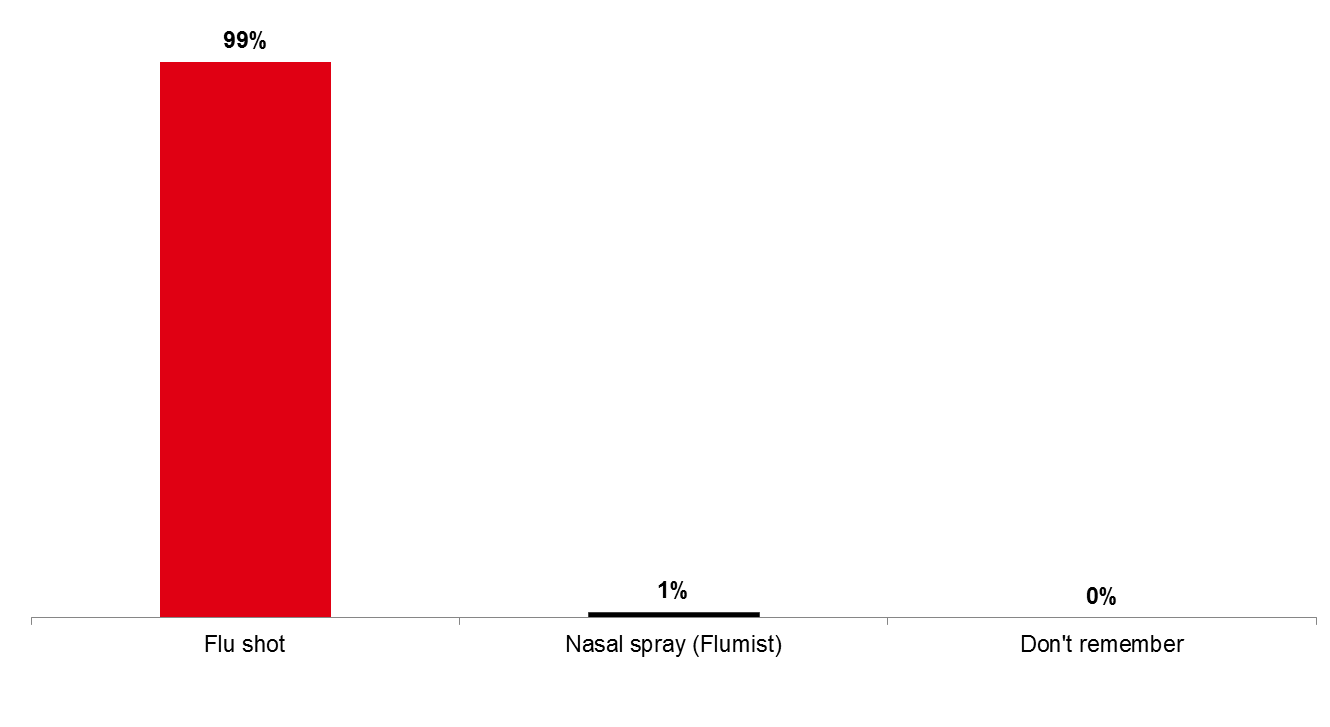
**2.3 Form of Flu Vaccine Received**

Nearly all Canadians who received the flu vaccine this year (99%) were vaccinated with a flu shot (with a needle), whereas one percent received it by nasal spray (Flumist).

**Image 2. Form of Flu Vaccine Received (Q4)**

Was the flu vaccine you received this year given by a shot (with a needle) or a spray in the nose?

Base: Among those who received the flu vaccine this year (n=853)



**2.4 Date and Place of Vaccination**

Most Canadians who received the flu vaccine this year received it in October 2016 (38%) or in November 2016 (37%). Table 4 shows that two-thirds of Quebecers (67%) received the vaccine in November and half of residents of Manitoba, Saskatchewan or Alberta (51%) received it in October. The analysis of the results shows that there are no significant differences between the subgroups studied by Public Health Agency of Canada (PHAC).

**Table 4. Date (month) of Vaccination (Q5)**

In which month did you receive the flu vaccine this year?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Base: Among those who received the flu vaccine this year (n=853) | **Total** | **Region** | | | | | |
| **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 724 | 71 | 127 | 290 | 134 | 101 | 2 |
| **Unweighted n=** | 853 | 86 | 166 | 288 | 176 | 125 | 12\* |
| **September 2016** | **4%** | 5% | 3% | 5% | 5% | 2% | 7% |
| **October 2016** | **38%** | 40% | 15%↓ | 40% | 51%↑ | 39% | 8% |
| **November 2016** | **37%** | 28% | 67%↑ | 32%↓ | 26%↓ | 35% | 46% |
| **December 2016** | **9%** | 9% | 10% | 9% | 5%↓ | 10% | 18% |
| **January 2017** | **4%** | 5% | 3% | 4% | 5% | 4% | 0% |
| **February 2017** | **1%** | 0% | 0% | 1% | 2% | 1% | 0% |
| **Don’t remember** | **8%** | 13%↑ | 3%↓ | 8% | 6% | 9% | 21% |

\* Because of the small sample size (n<30), results are presented for illustrative purposes only.

One-third of Canadians who got the flu vaccine (33%) received it at a doctor's office or health clinic. This proportion is higher among respondents from the Maritimes (43%) and Ontario (45%).

More than one-quarter of respondents (28%) received the flu vaccine at their pharmacy. This was especially prominent in British Columbia (36%).

Finally, Quebec has the highest proportion of respondents who received the flu vaccine at a temporary vaccine clinic (22%) or at a CLSC or community health centre (26%).

**Table 5. Place of Vaccination (Q7)**

Where did you receive the flu vaccine this year?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Region** | | | | | |
| Base: Among those who received the flu vaccine this year (n=853) | **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 724 | 71 | 127 | 290 | 134 | 101 | 2 |
| **Unweighted n=** | 853 | 86 | 166 | 288 | 176 | 125 | 12\* |
| **Doctor's office or health clinic** | **33%** | 43%↑ | 14%↓ | 45%↑ | 21%↓ | 29% | 27% |
| **Pharmacy** | **28%** | 28% | 9%↓ | 31% | 34% | 36%↑ | 0% |
| **Temporary vaccine clinic** (i.e. at the mall) | **11%** | 10% | 22%↑ | 7%↓ | 17%↑ | 4%↓ | 7% |
| **CLSC or Community health centre** | **10%** | 3%↓ | 26%↑ | 5%↓ | 13% | 6% | 51% |
| **Workplace** | **9%** | 11% | 12% | 4%↓ | 8% | 19%↑ | 16% |
| **Hospital** | **7%** | 3% | 9% | 8% | 5% | 4% | 0% |
| **Retirement residence or eldercare centre** | **1%** | 0% | 3%↑ | 0% | 1% | 2% | 0% |
| **Other** | **1%** | 0% | 5%↑ | 0% | 0% | 1% | 0% |
| **Don't remember** | **0%** | 0% | 1%↑ | 0% | 0% | 0% | 0% |

\* Because of the small sample size (n<30), results are presented for illustrative purposes only.

**2.5 Seasonal Influenza Immunization Coverage among Children**

Of the households with children, nearly one-quarter of Canadian children (23%) received the flu vaccine this year. Interestingly, influenza immunization coverage seems to decrease when there are more children in the household.

**Table 6. Seasonal Influenza Immunization Coverage among Children (Q11)**

**Since** September 1st, 2016 inclusively, have your \*\*\*<Q9A1> <Q9A2>\*\*\*-old child received the seasonal flu vaccine?

Base: Among all children (n=894)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Total** | **Number of children** | | | |
|  | **1 child** | **2 children** | **3 children** | **4+ children** |
| **Weighted n=** | 1.081 | 233 | 468 | 225 | 154 |
| **Unweighted n=** | 894 | 204 | 380 | 174 | 136 |
| **Yes** | **23%** | 31% | 23% | 19% | 16% |
| **No** | **77%** | 69% | 77% | 81% | 84% |

For more than a third of the children (36%), it was the first time they received the flu vaccine.

**Image 3. First Time Receiving the Flu Vaccine (Q12)**

Was it the first time your \*\*\*<Q9A1> <Q9A2>\*\*\*-old child received the flu vaccine?

Base: Among all children who received the flu vaccine (n=124)

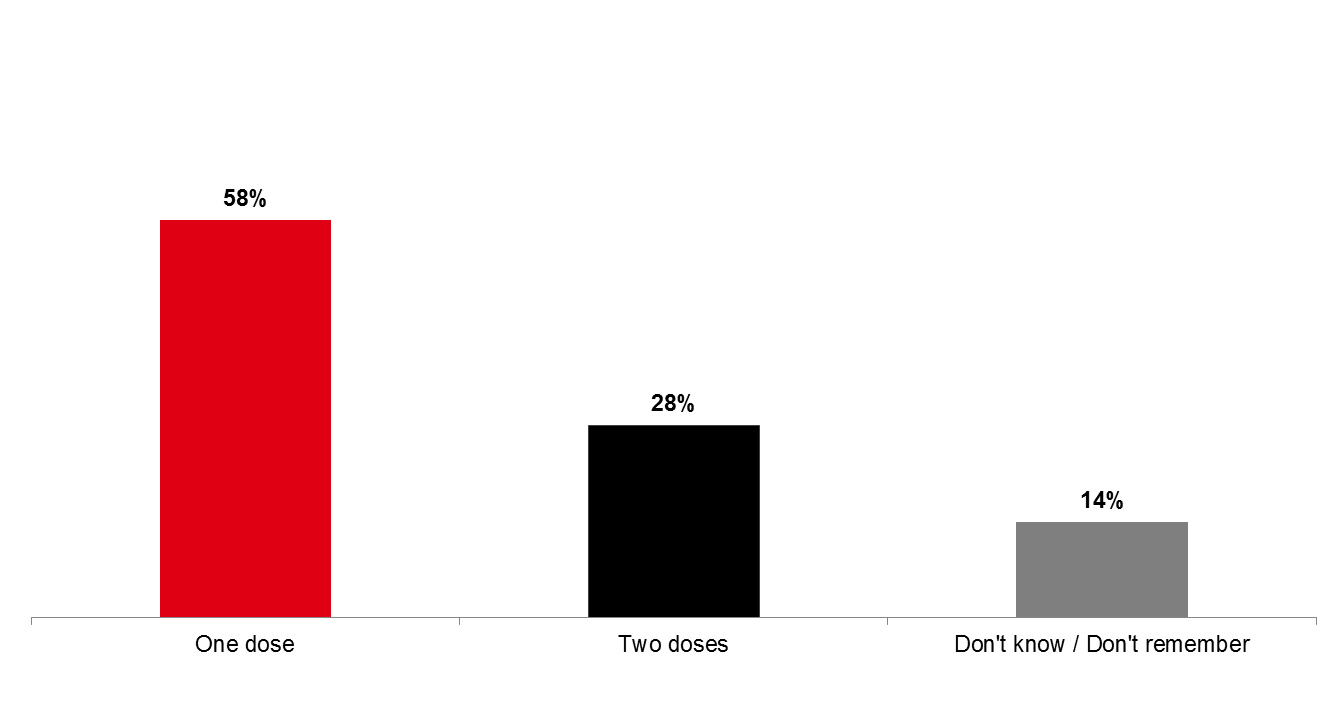


Nearly six out of ten of all children between 6 months and 9 years of age who received the flu vaccine (58%) received only one dose, while 28 percent received the two recommended doses.

**Image 4. Number of doses received by children between 6 months and 9 years of age, receiving the vaccine for the first time (Q13)**

**Since** September 1st, 2016 inclusively, has your \*\*\*<Q9A1> <Q9A2>\*\*\*-old child received one or two doses of the flu vaccine?

Base: Among all children between 6 months and 9 years of age who received the flu vaccine for the first time (n=40)

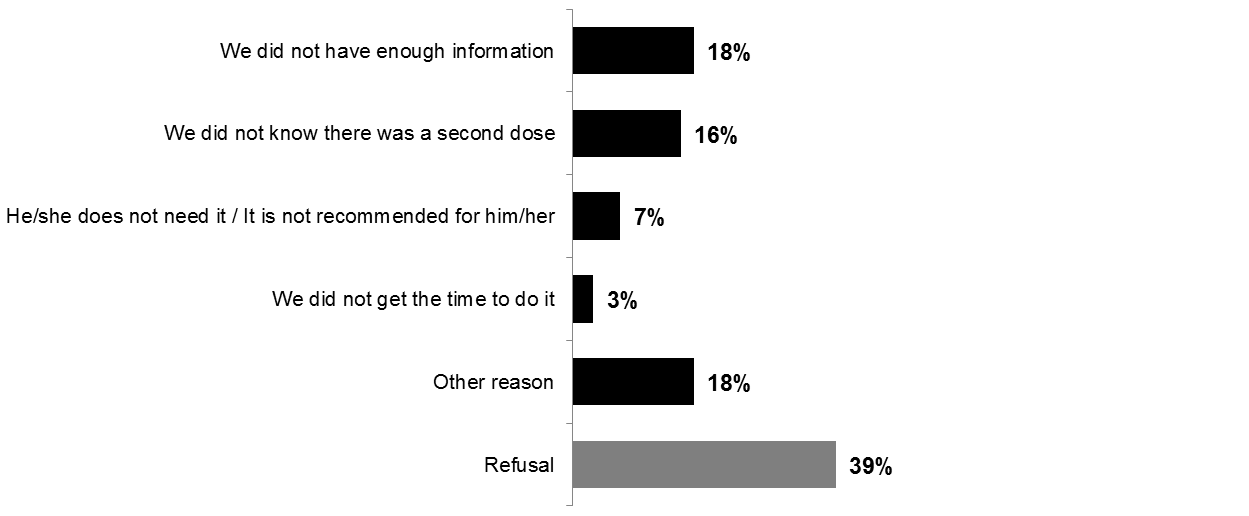


Nearly two in ten parents indicated that their child(ren) did not receive a second dose of the flu vaccine because they did not have this information (18%) and they did not know there was a second dose (16%).

**Image 5. Reasons for Children Not Receiving a Second Dose (Q14)**

Children between the ages of 6 months and 9 years who are receiving the flu vaccine for the first time are sometimes given two doses. What are the reasons why your \*\*\*<Q9A1> <Q9A2>\*\*\*-old child did not receive a second vaccine?

Base: Among children between 6 months and 9 years of age who did not receive a second dose (n=26\*)



\*Because of the small sample size (n<30), results are presented for illustrative purposes only.

Note: Only answers with at least 1% of total mentions are presented.

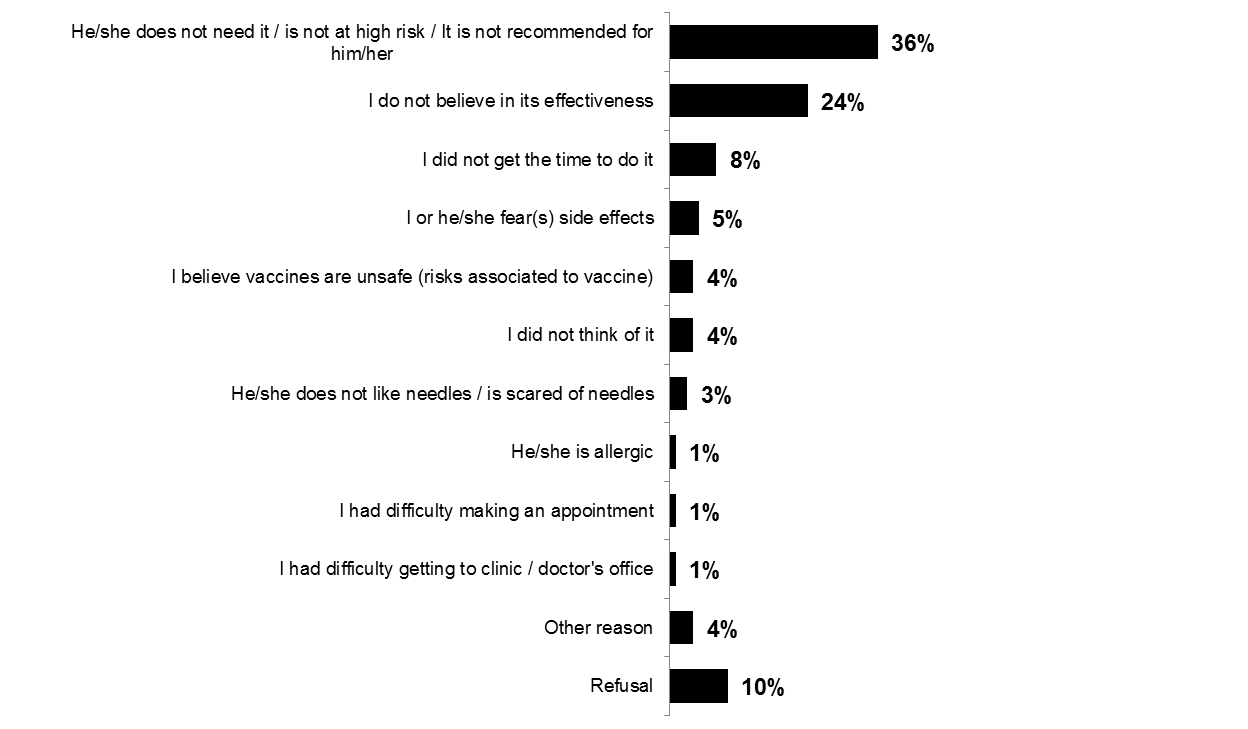
Because respondents were able to give multiple answers, total mentions may exceed 100%.

Of those who have children under 18 years of age, the main reasons provided for not getting their children vaccinated are the belief that they don’t need it (36%) or not believing in its effectiveness (24%).

**Image 6. Reasons for Children Not Receiving the Vaccine This Year (Q15)**

What is(are) the reason(s) your \*\*\*<Q9A1> <Q9A2>\*\*\*-old child did not receive the flu vaccine this year?

Base: Among all children who did not receive the flu vaccine (n=739)



Note to reader: Only answers with at least 1% of total mentions are presented.

Because respondents were able to give multiple answers, total mentions may exceed 100%.

**2.6 Flu Incidence among Population (Respondent and Friend or Family Member)**

Two out of ten respondents (22%) say that they had the flu within the past 12 months, mostly with mild symptoms (19%). It seems that respondents from Manitoba, Saskatchewan and Alberta (17%) are slightly less likely to suffer from flu symptoms.

**Table 7a. Flu Incidence among Respondents within the Past 12 Months (Q19C)**

Within the past 12 months, have you had the flu?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **PERSONALLY, WITHIN THE PAST 12 MONTHS** | **Total** | **Region** | | | | | |
| **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 |
| **NET YES** | **22%** | 28% | 25% | 21% | 17%↓ | 25% | 46%↑ |
| **Yes, with severe symptoms** (e.g. hospitalization, pneumonia) | **3%** | 4% | 2%↓ | 3% | 4% | 5% | 5% |
| **Yes, with mild symptoms** (e.g. sudden onset of high fever, chills, sore throat, cough, muscle pain) | **19%** | 24% | 23%↑ | 18% | 14%↓ | 20% | 41%↑ |
| **No, did not have the flu** | **77%** | 72% | 74% | 78% | 82%↑ | 73% | 54%↓ |
| **Don’t know / Don’t remember** | **1%** | 0% | 1% | 1% | 1% | 2% | 0% |

Conversely, as shown in Table 7b, the 18-64 group with a chronic health condition and children 6 months to 5 years of age are more likely to have shown flu symptoms in the past year (29% and 32%, respectively). Regardless of whether they were vaccinated or not, the same proportion of Canadians was affected by flu symptoms within the last months.

**Table 7b. Flu Incidence among Respondents within the Past 12 Months (Q19C)**

Within the past 12 months, have you had the flu?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Subgroups** | | | | | | | | **Flu vaccine 2016-2017** | |
| **PERSONALLY, WITHIN THE PAST 12 MONTHS** | **18-64** | **18-64 with chronic health condition** | **18-64 without chronic health condition** | **65 +** | **Children 13-17 years of age** | **Children 6-12 years of age** | **Children 6 months to 5 years of age** | **Children younger than 6 months** | **Yes** | **No** |
| **Weighted n=** | 2,024 | 1,647 | 412 | 1,235 | 377 | 213 | 309 | 254 | 20 | 724 | 1,300 |
| **Unweighted n=** | 2,024 | 1,446 | 407 | 1,039 | 578 | 185 | 255 | 199 | 18\* | 853 | 1,171 |
| **NET YES** | **22%** | 24% | 29%↑ | 22% | 16%↓ | 22% | 22% | 32%↑ | 19% | 22% | 23% |
| **Yes, with severe symptoms** (e.g. hospitalization, pneumonia) | **3%** | 3% | 7%↑ | 2%↓ | 3% | 3% | 1% | 5% | 6% | 4% | 3% |
| **Yes, with mild symptoms** (e.g. sudden onset of high fever, chills, sore throat, cough, muscle pain) | **19%** | 20% | 22% | 20% | 13%↓ | 19% | 21% | 27%↑ | 13% | 18% | 20% |
| **No, did not have the flu** | **77%** | 75% | 71%↓ | 77% | 83%↑ | 76% | 77% | 65%↓ | 81% | 77% | 76% |
| **Don’t know / Don’t remember** | **1%** | 1% | 1% | 1% | 1% | 2% | 1% | 3%↑ | 0% | 1% | 1% |

\* Because of the small sample size (n<30), results are presented for illustrative purposes only.

It seems that respondents have seen more than half (56%) of their friends or family members suffer from severe (13%) and/or mild (47%) flu symptoms. Friends or family members from the Maritimes (20%) and British Columbia (18%) are more likely to have more severe flu symptoms.

**Table 8. Flu Incidence among Respondents’ Friends and Family Members within the Past 12 Months (Q19E)**

Within the past 12 months, do you know a friend or family member who had the flu?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **FRIEND OR FAMILY MEMBER, WITHIN THE PAST 12 MONTHS** | **Total** | **Region** | | | | | |
| **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 |
| **NET YES** | **56%** | 59% | 54% | 56% | 56% | 61% | 53% |
| **Yes, with severe symptoms** (e.g. hospitalization, pneumonia) | **13%** | 20%↑ | 9%↓ | 13% | 14% | 18%↑ | 8% |
| **Yes, with mild symptoms** (e.g. sudden onset of high fever, chills, sore throat, cough, muscle pain) | **47%** | 49% | 46% | 47% | 46% | 49% | 50% |
| **No, did not have the flu** | **40%** | 36% | 42% | 41% | 41% | 37% | 38% |
| **Don’t know / Don’t remember** | **3%** | 5% | 4% | 3% | 3% | 2% | 9% |

Because respondents were able to give multiple answers, total mentions may exceed 100%.

More than half of respondents (55%) mentioned having severe (7%) or mild (48%) flu symptoms in the past. Respondents from the Maritimes (14%) and British Columbia (11%) are slightly more likely to have experienced severe flu symptoms in the past.

**Table 9a. Flu Incidence among Respondents before the Past 12 Months (Q19D)**

Before the last 12 months, have you ever had the flu?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **PERSONALLY, BEFORE  THE PAST 12 MONTHS** | **Total** | **Region** | | | | | |
| **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 |
| **NET YES** | **55%** | 62% | 53% | 55% | 57% | 57% | 45% |
| **Yes, with severe symptoms** (e.g. hospitalization, pneumonia) | **7%** | 14%↑ | 3%↓ | 6% | 9% | 11%↑ | 13% |
| **Yes, with mild symptoms** (e.g. sudden onset of high fever, chills, sore throat, cough, muscle pain) | **48%** | 49% | 49% | 48% | 48% | 45% | 33% |
| **No, did not have the flu** | **41%** | 35% | 45%↑ | 42% | 41% | 37% | 47% |
| **Don’t know / Don’t remember** | **3%** | 3% | 2% | 3% | 2% | 6%↑ | 7% |

Because respondents were able to give multiple answers, total mentions may exceed 100%.

Table 9b shows that children between 13-17 years of age (12%) and those who received the vaccine this year (11%) are slightly more likely to have experienced severe flu symptoms in the past.

**Table 9b. Flu Incidence among Respondents before the Past 12 Months (Q19D)**

Before the last 12 months, have you ever had the flu?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Subgroups** | | | | | | | | **Flu vaccine 2016-2017** | |
| **PERSONALLY, BEFORE  THE PAST 12 MONTHS** | **18-64** | **18-64 with chronic health condition** | **18-64 without chronic health condition** | **65 +** | **Children 13-17 years of age** | **Children 6-12 years of age** | **Children 6 months to 5 years of age** | **Children younger than 6 months** | **Yes** | **No** |
| **Weighted n=** | 2,024 | 1,647 | 412 | 1,235 | 377 | 213 | 309 | 254 | 20 | 724 | 1,300 |
| **Unweighted n=** | 2,024 | 1,446 | 407 | 1,039 | 578 | 185 | 255 | 199 | 18\* | 853 | 1,171 |
| **NET YES** | **55%** | 57% | 60% | 56% | 49%↓ | 58% | 60% | 67%↑ | 52% | 56% | 55% |
| **Yes, with severe symptoms** (e.g. hospitalization, pneumonia) | **7%** | 7% | 9% | 6%↓ | 8% | 12%↑ | 8% | 10% | 5% | 11%↑ | 5% ↓ |
| **Yes, with mild symptoms** (e.g. sudden onset of high fever, chills, sore throat, cough, muscle pain) | **48%** | 50% | 51% | 50% | 41%↓ | 46% | 52% | 56%↑ | 47% | 45%↓ | 50%↑ |
| **No, did not have the flu** | **41%** | 40% | 36% | 41% | 48%↑ | 41% | 37% | 29%↓ | 48% | 42% | 41% |
| **Don’t know / Don’t remember** | **3%** | 3% | 3% | 3% | 3% | 1% | 3% | 4% | 0% | 3% | 4% |

\* Because of the small sample size (n<30), results are presented for illustrative purposes only.

More than six out of ten respondents (63%) are aware of friends or family members who have suffered from severe (16%) and/or mild (55%) flu symptoms in the past. Respondents’ friends or family members in the Maritimes (73%) are more likely to have suffered flu symptoms.

**Table 10. Flu Incidence among Respondents’ Friends and Family Members before the Past 12 Months (Q19F)**

Before the last 12 months do you know a friend or family member who has ever had the flu?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **FRIEND OR FAMILY MEMBER, BEFORE THE PAST 12 MONTHS** | **Total** | **Region** | | | | | |
| **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 |
| **NET YES** | **63%** | 73%↑ | 55%↓ | 66% | 64% | 66% | 65% |
| **Yes, with severe symptoms** (e.g. hospitalization, pneumonia) | **16%** | 24%↑ | 8%↓ | 17% | 15% | 22%↑ | 25% |
| **Yes, with mild symptoms** (e.g. sudden onset of high fever, chills, sore throat, cough, muscle pain) | **55%** | 63%↑ | 47%↓ | 56% | 57% | 57% | 59% |
| **No, did not have the flu** | **30%** | 22%↓ | 39%↑ | 27% | 29% | 28% | 26% |
| **Don’t know / Don’t remember** | **6%** | 5% | 6% | 7% | 7% | 6% | 10% |

Because respondents were able to give multiple answers, total mentions may exceed 100%.

**2.7 Health Care and Alternative Care Providers Seen in the Last Year**

The vast majority of respondents (93%) have seen a health care provider in the last year. Three-quarters of Canadians (76%) have seen their family doctor. This proportion is slightly higher among respondents from Manitoba, Saskatchewan and Alberta (81%).

Nearly two-thirds of respondents (64%) visited their dentist (orthodontist) in the last 12 months. This is especially prominent in Ontario (69%).

Close to six out of ten Canadians (58%) have seen their pharmacist in the last year, a proportion that is higher in the Maritimes (66%). Finally, more than a third of respondents (37%) visited a medical specialist within the last 12 months and 22 percent have seen a nurse.

**Table 11. Health Care Providers Seen in the Last 12 Months (Q19A)**

Within the last 12 months, have you seen any of the following health care providers?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Region** | | | | | |
|  | **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 |
| **NET seen a health care provider** | **93%** | 95% | 92% | 93% | 92% | 94% | 82%↓ |
| **Family doctor** | **76%** | 81% | 68%↓ | 77% | 81% ↑ | 78% | 63% |
| **Dentist / orthodontist** | **64%** | 71% | 56%↓ | 69%↑ | 60% | 62% | 52% |
| **Pharmacist** | **58%** | 66%↑ | 54% | 59% | 56% | 57% | 47% |
| **Medical specialist** (e.g. gynecologist, cardiologist, ophthalmologist, allergist, orthopedist, psychiatrist) | **37%** | 33% | 37% | 41%↑ | 34% | 30%↓ | 33% |
| **Nurse practitioner** | **22%** | 21% | 28%↑ | 23% | 15%↓ | 15%↓ | 38%↑ |
| **Midwife** | **1%** | 1% | 1% | 1% | 1% | 1% | 3% |
| **Did not see a health care provider** | **7%** | 5% | 8% | 7% | 8% | 6% | 18%↑ |
| Refusal | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

Because respondents were able to give multiple answers, total mentions may exceed 100%.

In the last year, nearly one-quarter of respondents (23%) have seen an alternative care provider from the list provided, chiropractors (17%) being the most popular.

Table 12 shows that Quebecers (84%) are more likely not to have seen any alternative care providers in the last 12 months.

**Table 12. Alternative Care Providers Seen in the Last 12 Months (Q19B)**

Within the last 12 months, have you seen any of the following alternative care providers?

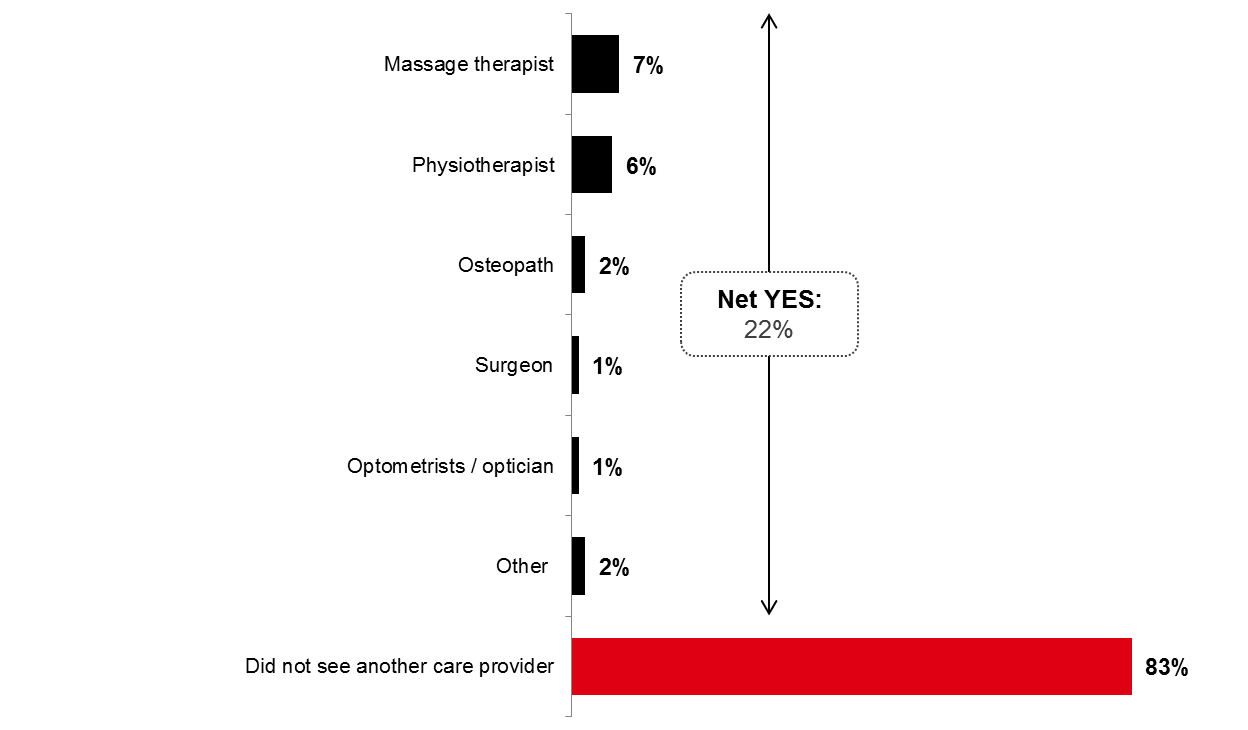
|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Region** | | | | | |
|  | **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 |
| **NET seen an alternative care provider** | **23%** | 18% | 16%↓ | 27%↑ | 23% | 27% | 12% |
| **Chiropractor** | **17%** | 11%↓ | 12%↓ | 19% | 18% | 19% | 6% |
| **Acupuncturist** | **5%** | 2% | 2%↓ | 7%↑ | 6% | 6% | 3% |
| **Homeopath or naturopath** | **4%** | 5% | 4% | 5%↑ | 3% | 3% | 0% |
| **Spiritual or religious healer** | **2%** | 1% | 0%↓ | 3%↑ | 1% | 2% | 3% |
| **Herbalist** | **1%** | 0% | 1% | 1% | 1% | 1% | 6%↑ |
| **Reflexologist** | **1%** | 1% | 1% | 2% | 0% | 2% | 0% |
| **Did not see an alternative care provider** | **76%** | 82% | 84%↑ | 72%↓ | 77% | 73% | 88% |
| **Refusal** | **0%** | 0% | 0% | 1%↑ | 0% | 1% | 0% |

Because respondents were able to give several answers, total mentions may exceed 100%.

Lastly, two out of ten respondents (22%) have seen other care providers in the last 12 months; including massage therapists (7%) and physiotherapists (6%).

**Image 7. Other Care Providers Seen in the Last 12 Months (Q19OP)**

Have you seen another health care provider in the past 12 months?



Because respondents were able to give multiple answers, total mentions may exceed 100%.

**2.8 Sources of Information and Most Trusted Resource about the Flu Vaccine**

Nearly half of respondents (47%) state that when they want to know more about the flu shot, they look for information in a public health setting, health clinic or pharmacy. This proportion is higher among respondents from the Maritimes (60%) and among those 55 years of age or older (53%).

The Internet is also a source of information about the flu shot; 18 percent would do an online search and 13 percent would consult a government website. Quebecers (28%) are more likely to refer a government website to get information about the flu shot.

Those 18 to 34 years old are slightly more likely to seek information on a government website (18%) or by trusting word of mouth (11%) when looking for information about the flu shot.

**Table 13. Sources of Information about the Flu Shot (Q21)**

Where do you get information, when you want to know more about the flu shot?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Region** | | | | | | **Age** | | |
|  | **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** | **18-34** | **35-54** | **55+** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 | 564 | 748 | 711 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 | 355 | 655 | 1,014 |
| **A public health setting, health clinic or pharmacy** | **47%** | 60%↑ | 41%↓ | 48% | 47% | 44% | 62% | 40%↓ | 45% | 53%↑ |
| **Online search** | **18%** | 12%↓ | 15%↓ | 21%↑ | 17% | 22% | 22% | 20% | 20% | 14%↓ |
| **A government website** (e.g. Public Health Agency of Canada) | **13%** | 4%↓ | 28%↑ | 10% | 8%↓ | 10%↓ | 14% | 18%↑ | 15% | 8%↓ |
| **The media** (e.g. newspaper, radio) | **11%** | 9% | 7%↓ | 15%↑ | 11% | 11% | 6% | 6%↓ | 11% | 16%↑ |
| **Word of mouth** | **8%** | 8% | 4%↓ | 11%↑ | 5%↓ | 11% | 0% | 11%↑ | 9% | 5%↓ |
| **Social media** (e.g. Twitter, Facebook) | **6%** | 4% | 2%↓ | 8% | 8% | 9% ↑ | 0% | 8% | 8% | 4%↓ |
| **Printed materials** (e.g. pamphlets, books, medical journals) | **1%** | 1% | 0%↓ | 2%↑ | 1% | 2% | 0% | 1% | 1% | 2% |
| **An app** (e.g. ImmunizeCA) | **0%** | 1% | 0% | 0% | 0% | 0% | 0% | 1%↑ | 0% | 0%↓ |
| **Other** | **2%** | 1% | 2% | 2% | 5%↑ | 1% | 3% | 3% | 2% | 2% |
| **None of the above** | **4%** | 0%↓ | 5% | 5% | 3% | 2%↓ | 7% | 3% | 3% | 5%↑ |
| **Does not apply to me** | **11%** | 14% | 11% | 9%↓ | 13% | 12% | 5% | 10% | 11% | 10% |
| **Refusal** | **0%** | 0% | 0% | 0% | 1%↑ | 0% | 0% | 0% | 1% | 0% |

Because respondents were able to give multiple answers, total mentions may exceed 100%.

The most trusted resource about the flu shot out of the options provided is the family doctor. Nearly two-thirds of respondents (64%) say that they trust their family doctor the most for information about the flu shot. This proportion is higher in the Maritimes (72%) and Ontario (70%).

**Table 14. Most Trusted Resource about the Flu Shot (Q22)**

For information about the flu shot, who do you trust the most?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Region** | | | | | | **Age** | | |
|  | **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** | **18-34** | **35-54** | **55+** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 | 564 | 748 | 711 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 | 355 | 655 | 1,014 |
| **Family doctor** | **64%** | 72%↑ | 57%↓ | 70%↑ | 58%↓ | 68% | 44%↓ | 58%↓ | 66% | 69%↑ |
| **Pharmacist** | **22%** | 30%↑ | 24% | 21% | 20% | 21% | 8% | 19% | 22% | 24%↑ |
| **Nurse practitioner** | **14%** | 16% | 18%↑ | 12% | 12% | 11% | 36%↑ | 15% | 13% | 13% |
| **Medical specialist** (e.g. gynecologist, cardiologist, ophthalmologist, allergist, orthopedist, psychiatrist) | **8%** | 8% | 6%↓ | 10%↑ | 7% | 10% | 8% | 7% | 9% | 9% |
| **Family** | **6%** | 3% | 5% | 9%↑ | 4%↓ | 6% | 0% | 11%↑ | 4%↓ | 5% |
| **Friends** | **4%** | 4% | 3% | 5% | 4% | 1%↓ | 0% | 4% | 4% | 3%↓ |
| **The government / Health Canada** | **4%** | 7% | 2%↓ | 4% | 7%↑ | 4% | 2% | 4% | 6%↑ | 3%↓ |
| **Other health care provider** (e.g. nurse, pharmacist, medical specialist) | **2%** | 1% | 2% | 2% | 3% | 3% | 24%↑ | 3% | 2% | 2% |
| **An alternative care provider** (e.g. naturopath, homeopath) | **2%** | 4% | 2% | 3% | 2% | 0% | 6% | 2% | 2% | 2% |
| **I trust my own judgement** | **2%** | 3% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 3% |
| **Government website** | **1%** | 0% | 0% | 1% | 2%↑ | 0% | 0% | 2%↑ | 1% | 0%↓ |
| **Scientists** | **1%** | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 0% |
| **Online research** | **1%** | 0% | 1% | 1% | 2%↑ | 1% | 0% | 2%↑ | 1% | 1% |
| **The media** (e.g. television, radio, newspapers) | **1%** | 1% | 1% | 2% | 1% | 1% | 3% | 1% | 1% | 2% |
| **Other** | **3%** | 0% | 2% | 2% | 4% | 5%↑ | 6% | 3% | 3% | 2% |
| **Does not apply to me** | **5%** | 4% | 6% | 3%↓ | 6% | 5% | 0% | 4% | 5% | 5% |
| **None of the above** | **6%** | 5% | 6% | 6% | 6% | 4% | 15%↑ | 5% | 5% | 6% |
| **Refusal** | **1%** | 0% | 0%↓ | 0%↓ | 2%↑ | 1% | 0% | 1% | 0% | 1% |

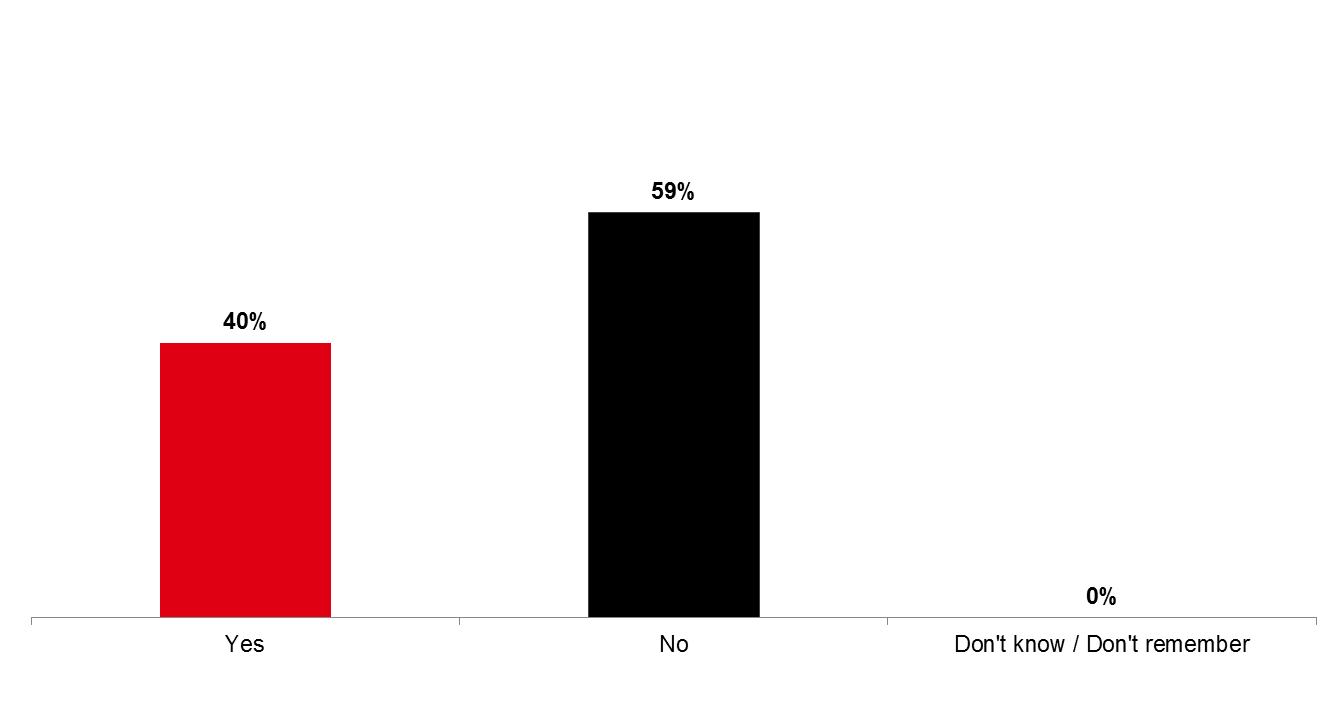
Because respondents were able to give multiple answers, total mentions may exceed 100%.

**2.9 Flu Vaccine Promoters**

Four out of ten respondents (40%) say that someone advised them to get the flu vaccine within the last 12 months (Image 8).

**Image 8. Flu Vaccine Promoters (Q23A)**

Within the last 12 months, did anyone advise you to get the flu vaccine?

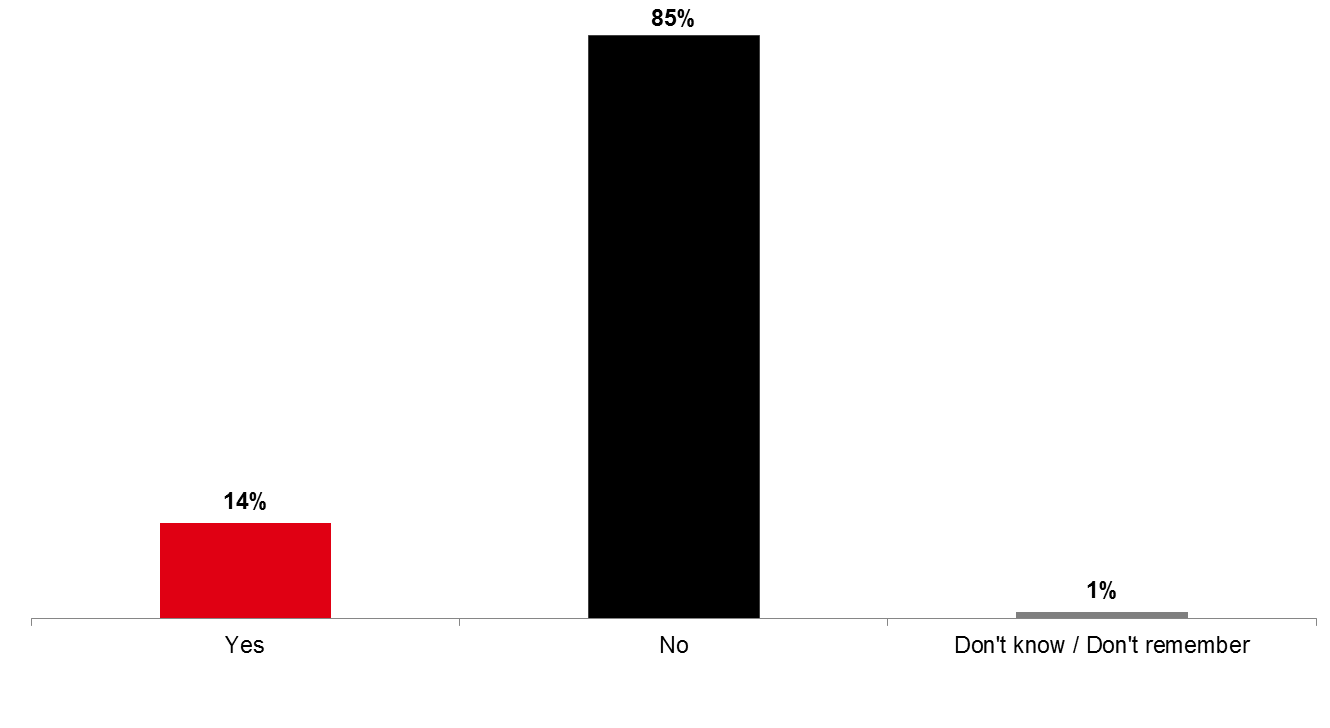


**2.10 Flu Vaccine Detractors**

Fourteen percent of respondents (14%) say that someone advised them NOT to get the flu vaccine within the last 12 months (Image 9).

**Image 9. Flu Vaccine Detractors (Q24A)**

Within the last 12 months, did anyone advise you **NOT** to get the flu vaccine?



Nearly four out of ten of those who were advised to get the flu vaccine within the past year (38%) were advised by their family doctor. This proportion is higher in Ontario (44%).

Family members also play a role in advising two out of ten respondents (21%) to get the flu vaccine. To a slightly lesser extent, respondents also received this advice from their coworkers (17%) and friends (11%).

**Table 15a. Promoters of the Flu Vaccine (Q23)**

Who advised you to get the flu vaccine?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Region** | | | | | |
| Base: Among those who were advised to get the flu vaccine (n=787) | **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 814 | 65 | 158 | 321 | 152 | 114 | 3 |
| **Unweighted n=** | 787 | 76 | 173 | 251 | 155 | 117 | 15\* |
| **Family doctor** | **38%** | 45% | 31% | 44%↑ | 36% | 27%↓ | 32% |
| **Family** | **21%** | 18% | 19% | 21% | 23% | 21% | 26% |
| **Coworkers / employer** | **17%** | 16% | 21% | 15% | 10%↓ | 28%↑ | 12% |
| **Friends** | **11%** | 3%↓ | 12% | 12% | 10% | 11% | 21% |
| **Nurse practitioner** | **6%** | 11% | 9% | 3%↓ | 10%↑ | 6% | 18% |
| **Pharmacist** | **5%** | 7% | 4% | 4% | 9%↑ | 3% | 10% |
| **Medical specialist** (e.g. gynecologist, cardiologist, ophthalmologist, allergist, orthopedist, psychiatrist) | **5%** | 5% | 5% | 6% | 4% | 3% | 6% |
| **Advertisement** (e.g. media, billboards) | **4%** | 2% | 3% | 4% | 5% | 2% | 8% |
| **At school** | **3%** | 0% | 3% | 4% | 5% | 0%↓ | 0% |
| **Other** | **3%** | 2% | 2% | 2% | 5% | 9%↑ | 14% |
| **None of the above** | **1%** | 1% | 0% | 1% | 0% | 0% | 0% |
| **Refusal** | **0%** | 1% | 0% | 0% | 1% | 1% | 0% |

\* Because of the small sample size (n<30), results are presented for illustrative purposes only.

Note: Only answers with at least 1% of total mentions are presented.

Because respondents were able to give multiple answers, total mentions may exceed 100%.

The family doctor (48%) played an important role in advising those who received the flu vaccine this year. This is consistent with the results among vulnerable groups of those ages 65+ (66%), children 6 months to 5 years (46%) and those ages 18-64 with a chronic health condition (43%).

**Table 15b. Promoters of the Flu Vaccine (Q23)**

Who advised you to get the flu vaccine?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Subgroups** | | | | | | | | **Flu vaccine 2016-2017** | |
|  | **18-64** | **18-64 with chronic health condition** | **18-64 without chronic health condition** | **65 +** | **Children 13-17 years of age** | **Children 6-12 years of age** | **Children 6 months to 5 years of age** | **Children younger than 6 months** | **Yes** | **No** |
| **Weighted n=** | 814 | 678 | 195 | 482 | 136 | 89 | 128 | 107 | 9 | 352 | 462 |
| **Unweighted n=** | 787 | 581 | 182 | 399 | 206 | 79 | 106 | 83 | 9\* | 379 | 408 |
| **Family doctor** | **38%** | 32%↓ | 43%↑ | 28%↓ | 66%↑ | 29% | 31% | 46%↑ | 44% | 48%↑ | 30%↓ |
| **Family** | **21%** | 22% | 13%↓ | 25%↑ | 17% | 19% | 21% | 22% | 47% | 13%↓ | 27%↑ |
| **Coworkers / employer** | **17%** | 20% | 18% | 21% | 1%↓ | 26% | 25% | 14% | 0% | 22%↑ | 13%↓ |
| **Friends** | **11%** | 11% | 13% | 10% | 10% | 8% | 6% | 4% | 0% | 4%↓ | 16%↑ |
| **Nurse practitioner** | **6%** | 7% | 8% | 6% | 5% | 5% | 7% | 13%↑ | 0% | 7% | 6% |
| **Pharmacist** | **5%** | 6% | 8% | 5% | 3% | 3% | 8% | 4% | 0% | 4% | 6% |
| **Medical specialist** (e.g. gynecologist, cardiologist, ophthalmologist, allergist, orthopedist, psychiatrist) | **5%** | 5% | 10%↑ | 3% | 4% | 3% | 4% | 5% | 7% | 7%↑ | 3%↓ |
| **Advertisement** (e.g. media, billboards) | **4%** | 4% | 3% | 5% | 1%↓ | 10%↑ | 8% | 4% | 3% | 1%↓ | 5%↑ |
| **At school** | **3%** | 3% | 0%↓ | 5%↑ | 0%↓ | 0% | 2% | 0% | 0% | 2% | 3% |
| **Other** | **3%** | 3% | 3% | 4% | 3% | 5% | 1% | 1% | 0% | 3% | 4% |
| **None of the above** | **1%** | 0% | 0% | 1% | 1% | 2% | 2% | 1% | 0% | 1% | 1% |
| **Refusal** | **0%** | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 1% |

\* Because of the small sample size (n<30), results are presented for illustrative purposes only.

Note: Only answers with at least 1% of total mentions are presented.

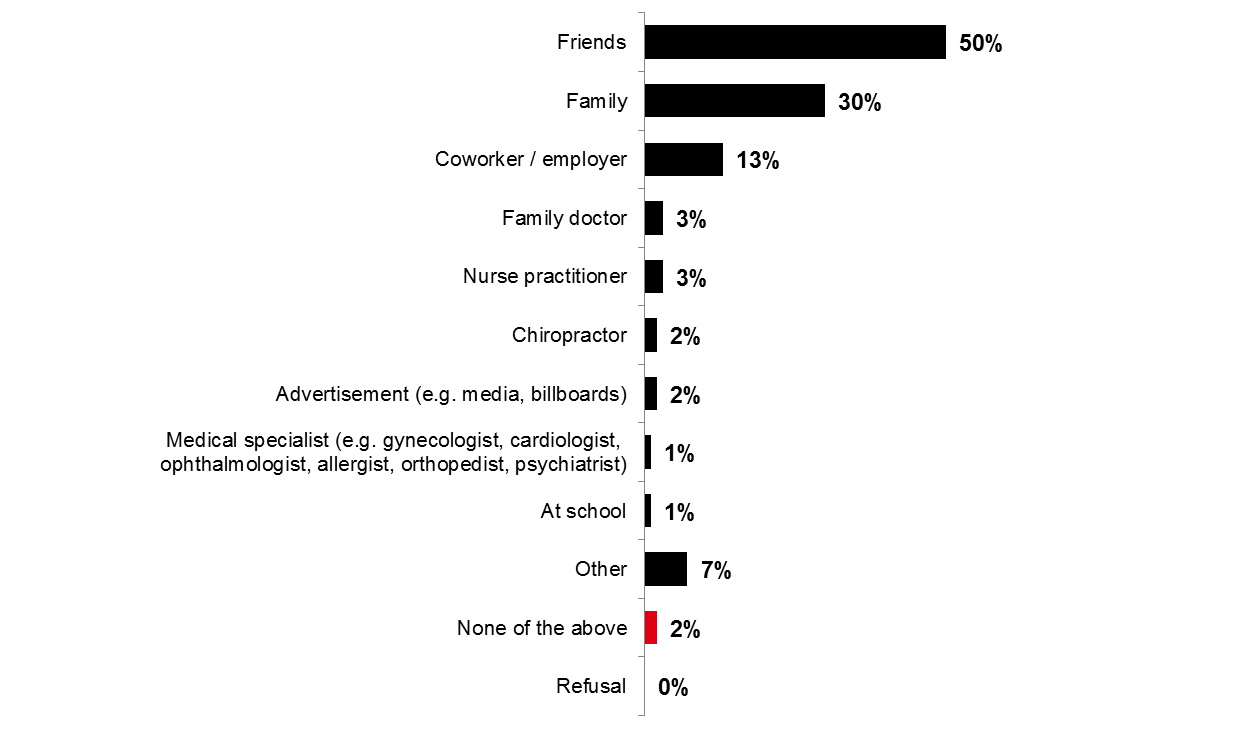
Because respondents were able to give multiple answers, total mentions may exceed 100%.

Conversely, friends (50%) and family members (30%) played a major role in advising respondents not to get the flu vaccine.

**Image 10. Flu Vaccine Detractors (Q24)**

Who advised you **NOT** to get the flu vaccine?

Base: Among those who were advised NOT to get the flu vaccine (n=266)



Note: Only answers with at least 1% of total mentions are presented.

Because respondents were able to give multiple answers, total mentions may exceed 100%.

**2.11 Exposure to Messages Promoting the Flu Vaccine**

More than three-quarters of respondents (78%) say that they have seen, read or heard messages promoting the flu vaccine in the last 12 months. Respondents from Manitoba, Saskatchewan and Alberta (84%) and Ontario (80%) are proportionally more likely to have seen, read or heard messages about the flu vaccine. The analysis of the results shows that there are no significant differences between the subgroups studied by Public Health Agency of Canada (PHAC).

**Table 16. Exposure to Messages Promoting the Flu Vaccine (Q25A)**

Within the last 12 months, have you seen, read or heard any messages promoting the flu vaccine?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Region** | | | | | |
|  | **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** |
| **Weighted n=** | 2,024 | 141 | 479 | 777 | 355 | 266 | 6 |
| **Unweighted n=** | 2,024 | 160 | 526 | 640 | 388 | 280 | 30 |
| **Yes** | **78%** | 80% | 70%↓ | 80%↑ | 84%↑ | 74% | 74% |
| **No** | **21%** | 18% | 29%↑ | 18%↓ | 16%↓ | 23% | 26% |
| **Don’t know / Don’t remember** | **2%** | 3% | 1% | 1% | 1% | 3%↑ | 0% |

More than six out of ten of those who have seen, read or heard messages promoting the flu vaccine (62%) have heard them on the radio, or seen TV ads. More than one-quarter of respondents have seen messages about the flu vaccine when visiting the pharmacy, doctor’s office or hospital (27%) and 16 percent have seen them on printed posters. Finally, 15 percent of respondents have seen advertisements in newspapers and 13 percent on the Internet.

The older generation has the highest proportion of those who heard messages about the flu shot on the radio or TV ads (73% of those ages 55+) and in newspapers (25%). Those 18 to 34 years of age are more likely to have seen, read or heard messages on printed posters (22%), the Internet (19%), in public transportation (6%), on Twitter or other social media (6%) and through word of mouth (5%).

Respondents from the Maritimes (37%), British Columbia (34%) and Ontario (32%) are slightly more likely to have seen, read or heard messages about the flu vaccine when visiting the pharmacy, doctor’s office or hospital. On the other hand, respondents from Manitoba, Saskatchewan and Alberta (22%) are proportionally more likely to have seen messages about the flu shot on printed posters.

**Table 17. Locations of Exposure to Messages Promoting the Flu Vaccine (Q25)**

Where did you see, read or heard those messages promoting the flu vaccine?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Region** | | | | | | **Age** | | |
| Base: Among those who have seen, read or heard messages promoting the flu vaccine (n=1,569) | **Maritimes** | **Quebec** | **Ontario** | **MB/SK/AB** | **BC** | **Territories** | **18-34** | **35-54** | **55+** |
| **Weighted n=** | 1,57 | 112 | 337 | 624 | 297 | 196 | 4 | 416 | 608 | 546 |
| **Unweighted n=** | 1,569 | 125 | 375 | 514 | 320 | 212 | 23\* | 255 | 532 | 782 |
| **Radio / TV ads / advertisements** | **62%** | 58% | 63% | 65%**↑** | 64% | **50%↓** | 56% | **43%↓** | 66%**↑** | **73%↑** |
| **When visiting the pharmacy, doctor’s office, hospital** | **27%** | 37%**↑** | **12%↓** | **32%↑** | 28% | 34%**↑** | 17% | 31% | 29% | **23%↓** |
| **On printed posters** | **16%** | 16% | **5%↓** | 18% | **22%↑** | 18% | 31% | **22%↑** | 16% | **10%↓** |
| **In newspapers** (articles, public health announcements or advertisements) | **15%** | 13% | 17% | 13%**↓** | 19%**↑** | 14% | 31% | **4%↓** | 14% | **25%↑** |
| **On the Internet** (e.g. Facebook, PHAC website) | **13%** | 13% | 14% | 13% | 14% | 12% | 15% | **19%↑** | 14% | **8%↓** |
| **At workplace** | **5%** | 6% | 6% | **3%↓** | 5% | **9%↑** | 4% | 6% | **7%↑** | **2%↓** |
| **Advertisements in public transport** | **4%** | 0%**↓** | **0%↓** | 5%**↑** | 4% | 5% | 9% | **6%↑** | 4% | **1%↓** |
| **In brochures** | **3%** | 4% | 3% | 3% | 5% | 3% | 16% | 3% | 3% | 4% |
| **Twitter or other social media** | **3%** | 4% | 1%**↓** | 2% | 4% | 5%**↑** | 4% | **6%↑** | 2% | **1%↓** |
| **In magazines** | **2%** | 4% | 2% | 3% | 3% | 1% | 5% | 1% | 2% | **4%↑** |
| **Word of mouth** | **2%** | 2% | 4%**↑** | 2% | 3% | 1% | 6% | **5%↑** | 2% | **0%↓** |
| **Other** | **1%** | 3%**↑** | 1% | 1% | 1% | 1% | 4% | **3%↑** | 1% | 1%**↓** |
| **I did not see, read or heard any messaging about the flu vaccine** | **1%** | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% |
| **Refusal** | **0%** | 1% | 0% | 0%**↓** | 1% | **2%↑** | 0% | 0% | 1% | 0% |

Because respondents were able to give multiple answers, total mentions may exceed 100%.

**Appendix A – Detailed Research Methodology**

**A.1 Quantitative Methodology**

The quantitative research was conducted by telephone, using Computer Assisted Telephone Interviewing (CATI) technology. This approach is the most appropriate to assess seasonal influenza immunization coverage among different subgroups of the Canadian population, while ensuring a high level of representativeness. To achieve data reliability in all subgroups, a sample of 2,024 adult Canadians were surveyed. Only one adult respondent was surveyed within each household.

Fieldwork for the survey was conducted from February 14 to March 5, 2017. The national response rate for the survey was 20.3%. Complete call dispositions are presented in Appendix A. A pre-test of 30 interviews, 15 in each official language, was completed on February 14, 2017 (in English) and on February 16, 2017 (in French). Survey interviews lasted 7 minutes on average.

Telephone interviewing was conducted using Leger’s Computer-Assisted Telephone Interviewing (CATI) technology. Leger’s CATI system handles sampling electronically, randomly selecting and dialing the phone number to call. To ensure perfect coverage of a population, the sample consisted of residential phone numbers located in all Canadian provinces and territories, as well as cell phone numbers of Canadians who do not have a residential landline phone number (i.e. pre-validated cell-only numbers). Based on the Communications Monitoring Report 2016 published by the CRTC in 2016, which revealed that 23.7% of Canadian households were using a cell phone exclusively, Leger made sure that 23.7% of the final sample was derived from cell-only numbers.

Landline phone numbers were generated and cell-only numbers were purchased according to a stratified regional sampling approach. Regional quotas were applied to ensure that a sufficient number of interviews within each region of Canada and within each type of phone number (residential (1,527) and cell phone (497)). In addition to these regional quotas, fieldwork was conducted to ensure a good distribution of respondents in terms of gender (men and women) and language (English and French-speaking Canadians), using soft quotas.

A total of 2,024 adult Canadians were interviewed in all regions of the country. The national margin of error for the survey is +/- 2.18%, 19 times out of 20.

Based on data from Statistics Canada’s 2011 national census, Leger weighted the results of this survey by age, gender, region and language (mother tongue). Results were also weighted based on the presence of minor children in the household (yes or no), since this question was asked and is important for this study. Moreover, the weight of respondents reached via the cell-only sample was also controlled to match the expected 23.7% after weighting.

**Computer Aided Telephone Interviewing (CATI)**

Telephone interviewing was conducted using Leger’s CATI technology. Highly trained data analysts program each survey in CATI then perform thorough testing to ensure accuracy in set-up and data collection.

Leger’s CATI system handles sampling and questionnaire completion electronically, removing the possibility of misdials and imposing control over skip patterns, branching, and valid ranges. The system can be used to automate many calculations that would slow unaided interviewers.

CATI also removes the need for separate coding and data entry cycles, further reducing the opportunity for error. CATI also ensures correct timing of call-backs. To keep complaints to a minimum, no number is called twice in a two-hour period and each number is called on different days of the week and at different times of the day (i.e. late afternoon, evening, daytime). This system ensures all scheduled appointments are kept, maximizing the response rate and sample representativeness.

**Field and Quality-Control**

Leger’s call centre is located in Montreal and has a total of 100 stations. All interviews for this research were conducted out of our Montreal call centre. This call centre is divided into three distinct divisions: One consisting of English only interviewers, one of French only interviewers and one of bilingual interviewers. This ensures that all telephone surveys can easily be conducted in either official language. If at any time, a potential respondent wished to conduct the survey in French (or vice-versa), they were quickly transferred to a French or bilingual interviewer, no matter when or where the call was made.

Leger integrates all projects to a Virtual Call Centre™ (VCC) platform. The Virtual Call Centre™ is a system enabling interviewers in our call centre to conduct telephone surveys supported by questionnaire and sample management provided over the Internet. The efficiency of the VCC greatly benefits the success of any project.

The VCC allows both the bilingual and English (or French) interviewers to have access to the same survey as well as the same sample data base. This is particularly important for a telephone survey that demands tight fielding timeline. We utilized all languages seamlessly to ensure that data collection was finished in the prescribed timeline. Additionally, having the VCC system allowed us to manage provincial and other quotas simultaneously.

Once the questionnaire was installed, a close validation of the programmed questionnaire was carried out to avoid any potential data error. This validation ensured that the data entry process conformed to the survey's basic logic.

The VCC system allowed for questionnaire changes to be completed quickly and accurately. By allowing the Research Manager access from anywhere in the world, Leger’s research staff can receive changes and update the survey program within a very short time. This procedure allowed for the nimble management process required for the project.

**Interview Monitoring**

Leger’s call centre enables data collection supervisors to monitor interviews as they are being conducted. Monitoring is essential to ensure the proper administration of a questionnaire. Through ongoing monitoring, supervisors ensured the questionnaire was administered properly and provided timely feedback to interviewers regarding potential issues with coding or wording.

Leger’s monitoring and recording system allows project managers and clients to monitor interviews as they happen. Upon request, interview recordings could be available through a secure FTP site so that clients could listen to the quality of our interviews.

Senior supervisors monitored interviews throughout field to ensure flow, clarity, consistency and comprehension of the survey. The Project Authority would have been notified immediately of any issue. If a serious issue had been found, fielding would have ceased until the problem was rectified.

With *Centralus*, our proprietary software, project managers could check on frequencies, the number of completes, quotas (if any), and the response rate at any time during field. This “real-time” management tool allowed for any issues to be quickly flagged and corrected.

**Field Supervision and Quality Control**

All interviewers used by Leger during this project received customized training with respect to interview techniques, and in-depth training on our call centre CATI software. Once they have completed their probationary period, Leger’s interviewers are evaluated every six months based on the following:

* reading integrity (never suggesting or interpreting respondent answers);
* appropriate follow-up to open-ended questions; and
* quality control (good pronunciation, zero tolerance for bias).

For each project, our field staff members go through a practice session before fielding. During these practice sessions, interviewers will work with one other to role-play a simulated interviewer/respondent survey. The field supervisor will allow interviewing to commence only when satisfied that each interviewer is able to conduct a proper, professional interview. Intensive monitoring, editing, and verification are conducted throughout the fielding process.

Phone interviews were monitored throughout the data collection period, with a minimum of 10% of each interviewer’s phone calls being monitored. By insisting on ongoing monitoring, we are able to ensure the quality of the data collected.

**Data Cleaning**

Upon completion of data collection, Leger’s data analysts and data processing department cleaned the data thoroughly, ensuring that:

* all closed-ended questions were within the allowable or logical range (allowable ranges would be confirmed with the client in any circumstance where it is not obvious from the questionnaire);
* outliers were verified and, if necessary, excluded from the data;
* all skip patterns had been followed correctly;
* the data was complete (except where it is intentional and within client expectations); and
* information was consistent and logical across questions, with no contradictions in the data.

The data was checked and cleaned after the first night of field and at project completion. During analysis, all numbers were double-checked and any outliers are double-checked to ensure the data has been entered accurately in the first place. If necessary, the original phone call could be reviewed to check the answer.

**Maximizing the response rate**

Low response rate threatens a survey’s reliability and validity. Through Leger’s experience surveying various populations, we have established the following methods to maximize response rates:

* including a toll free number for call backs if necessary;
* patience and rapport development in speaking with respondents, which helps to keep participants engaged in the survey and limits mid survey drop offs;
* prepared arguments to be used by interviewers to inform respondents of the importance of their participation: usefulness of the study for them and their family, etc.
* use of experienced field personnel in contacting households and identify the appropriate respondent;
* making a minimum of 8 call-backs to each number and setting appointments for call-backs (even for the initial contact); and
* included contact information for a senior researcher so respondents can verify the validity of the research.
* calls are made to cell phone only (CPO) users in order to maximise the representativeness of the sampling frame and ensure that a sufficient number of younger, and often highly mobile, individuals are included in the final sample.

**Call Dispositions**

The overall response rate for this study is 20.3%.

The response rate is calculated using the following formula: (Completed interviews + Out of Sample) / (Total sample - Invalid sample). This is the Market Research and Intelligence Association’s standard calculation method for the response rate of a telephone survey. The table below presents the calculation details.

**Table 18. Call Disposition and Response Rate**

|  |  |
| --- | --- |
| **TOTAL SAMPLE** | **18,545** |
| **Invalid sample** | **3,545** |
| No service | 3,361 |
| Non-residential | 65 |
| Fax / Modem / Pager | 119 |
| **Numbers outside of sample** | **1,023** |
| Language Barrier | 233 |
| Unqualified (deaf-mute, etc.) | 228 |
| Quota attained | 562 |
| **EFFECTIVE SAMPLE** | **13,977** |
| **Non-completed interviews** | **11,953** |
| Refusal | 4,236 |
| No answer | 2,726 |
| Answering machine | 4,159 |
| Line busy | 108 |
| Incomplete | 120 |
| Appointment | 604 |
| **COMPLETED INTERVIEWS** | **2,024** |
| **Response rate:** | **20.3%** |

**Non Response Bias and Additional Socio-Demographic Analysis**

An effective response rate of 20.3% is average for a national telephone survey of 2,024 respondents conducted in about three weeks, matching typical rates for similar studies. This response rate minimizes the risks of an important non-response bias in the survey as it decreases the likelihood of an unrepresentative sample.

Nevertheless, a basic comparison of the unweighted and weighted sample sizes was conducted to identify potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see table below). As is typically the case for a telephone survey mainly targeting homes with a fixed telephone line, younger individuals are more difficult to reach. To compensate for this fact, Leger conducted over 497 interviews who are wireless only households (reached on their cellular phone). Using this procedure, we see that our unweighted sample closely matches the weighted numbers, devised using Statistics Canada updated data.

**Weighted and Unweighted Samples**

The table below presents the geographic distribution of respondents, before and after weighting. There were almost no imbalances in geographical distribution in the unweighted sample. The weighting process has mainly adjusted the weight of Ontario which had been slightly under-represented in the sample in order to allow more respondents in small provinces and territories.

**Table 19. Unweighted and Weighted Sample Distribution by Province**

|  |  |  |
| --- | --- | --- |
|  | **Unweighted** | **Weighted** |
| Newfoundland and Labrador | 1% | 1% |
| Prince-Edward-Island | 1% | 0% |
| Nova Scotia | 4% | 3% |
| New Brunswick | 3% | 2% |
| Quebec | 26% | 24% |
| Ontario | 32% | 38% |
| Manitoba | 4% | 4% |
| Saskatchewan | 4% | 3% |
| Alberta | 11% | 11% |
| British Columbia | 14% | 13% |
| Nunavut | 0% | 0% |
| Northwest Territories | 0% | 0% |
| Yukon | 0% | 0% |

The following tables present the demographic distribution of respondents, according to gender, age, language (mother tongue), education and household income.

First, regarding gender, we can see that weighting has adjusted the proportion of female respondents vs. male respondents, women always being slightly overrepresented in telephone surveys.

**Table 20. Unweighted and Weighted Sample Distribution by Gender**

|  |  |  |
| --- | --- | --- |
| **GENDER** | **Unweighted** | **Weighted** |
| Male | 40% | 48% |
| Female | 60% | 52% |

Regarding age distribution, the unweighted sample greatly exceeded the expectations of the Public Health Agency of Canada, requiring at least 50% of the sample to be 18 to 64 years of age. In fact, 72% of our unweighted sample was under 65 years of age, and 50% of the unweighted sample was under 55 years of age.

**Table 21. Unweighted and Weighted Sample Distribution by Age Group**

|  |  |  |
| --- | --- | --- |
| **AGE** | **Unweighted** | **Weighted** |
| Between 18 and 24 | 4% | 9% |
| Between 25 and 34 | 13% | 18% |
| Between 35 and 44 | 15% | 17% |
| Between 45 and 54 | 18% | 20% |
| Between 55 and 64 | 22% | 17% |
| Between 65 and 74 | 18% | 12% |
| 75 or older | 11% | 7% |

Minor imbalances on language distribution were corrected with weighting, as presented below.

**Table 22. Unweighted and Weighted Sample Distribution by First Language**

|  |  |  |
| --- | --- | --- |
| **LANGUAGE (MOTHER TONGUE)** | **Unweighted** | **Weighted** |
| French | 25% | 21% |
| English | 59% | 57% |
| Other | 13% | 18% |
| French and English | 1% | 1% |
| French and other | 0% | 0% |
| English and other | 0% | 1% |
| Other and other | 1% | 2% |

The last tables present distribution based on education and household income, although those variables were not included in the weighting procedures.

**Table 23. Unweighted and Weighted Sample Distribution by Education Level**

|  |  |  |
| --- | --- | --- |
| **EDUCATION** | **Unweighted** | **Weighted** |
| Grade 8 or less | 2% | 2% |
| Some high school | 8% | 6% |
| High School diploma or equivalent | 22% | 21% |
| Registered Apprenticeship or other trades certificate or diploma | 6% | 6% |
| College, CEGEP or other non-university certificate or diploma | 26% | 27% |
| University certificate or diploma below bachelor’s level | 6% | 5% |
| Bachelor’s degree | 17% | 19% |
| Post graduate degree above bachelor’s level | 12% | 13% |
| Refusal | 1% | 1% |
|  |  |  |
| **Table 24. Unweighted and Weighted Sample Distribution by Household Income** |  |  |
| **HOUSEHOLD INCOME** | **Unweighted** | **Weighted** |
| $19,999 or less | 7% | 6% |
| between $20,000 and $39,999 | 13% | 12% |
| between $40,000 and $59,999 | 16% | 15% |
| between $60,000 and $79,999 | 12% | 13% |
| between $80,000 and $99,999 | 10% | 11% |
| between $100,000 to $149,999 | 12% | 14% |
| $150,000 and above | 10% | 12% |
| Refusal | 20% | 19% |

However, there is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this study. The relatively small sizes of weights and of the differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

As with all research conducted by Leger, contact information was kept entirely confidential and all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act* of Canada.

**Appendix B – Survey Questionnaire**

**English Questionnaire**

**Section info**

## Page info

[ASK ALL]

### QINF#

Good morning (afternoon, evening), my name is XX and I'm calling from LEGER research.

We are currently conducting a study on flu vaccine. This survey is led by the Public Health Agency of Canada. Your answers will help improve services that impact Canadians like you. We would therefore greatly appreciate your cooperation.

Your participation is voluntary and completely confidential. Your answers will remain anonymous and cannot affect in any way your dealings with the government of Canada.

Can I ask you a few questions? It will take no more than 10 minutes.

**IF ASKED**: Your opinion counts. Leger research is a renowned company throughout Canada. Today's study is about various current events and trends in society. There are no wrong answers. When may I contact you again? When would be a good time to contact you? Whom should I ask to speak with when I call back? Is there another person in your household with whom we could talk?

**NOTE**: If a respondent requests to speak with a study leader at Health Canada, please take his / her name and phone number and mention that a supervisor will call back to establish the link with Health Canada.

Contact:

Shelley Shackleton

Health Canada / Government of Canada

Phone number: 613-866-4093

**Note to the interviewer**: If a respondent asks you about the legitimacy of this project or if the respondent wants to make a complaint or a comment about this project, you must invite him/her to visit the MRIA Website: [www.surveyverification.ca](http://www.surveyverification.ca) (English) or [www.verificationsondage.ca](http://www.verificationsondage.ca) (French), and you must give him the MRIA Project Registration Number: 20170208-382F

**Section info**

[ASK ALL]

## QSCTDEMO1

To begin, I have a few questions about you.

## Simple mention question

[ASK IF ECHA=CELL]

[SIMPLE MENTION]

QFLT1

Do you currently have a residential land-line telephone service at home?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes | 1 |  | RECODE LANDLINE |
| No | 2 |  |  |
| *(DO NOT READ)* Refusal | 9 |  | TERMINATE |

## Question NUMERIC

[ASK ALL]

[NUMERIC: Min=18, Max=150]

[DECIMAL: 0]

[PROGRAMMER NOTES: Under 18 = terminate]

[VALIDATION: AGE]

AGE

How old were you as of September 1, 2016?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(ENTER THE NUMBER.)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Enter number | XXX |  |  |
| *(DO NOT READ)* Refusal | 999 |  |  |

## CALUCALUTION AGEX

[PROGRAMMER NOTES: CALCULATION FROM AGE]

[VALIDATION:]

### AGEX

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Under 18 | 0 |  | TERMINATION |
| ...Between 18 and 24 | 1 |  |  |
| ...Between 25 and 34 | 2 |  |  |
| ...Between 35 and 44 | 3 |  |  |
| ...Between 45 and 54 | 4 |  |  |
| ...Between 55 and 64 | 5 |  |  |
| ...Between 65 and 74 | 6 |  |  |
| ...75 or older | 7 |  |  |
| Refusal | 999 |  | TERMINATION |

## Simple mention question

[ASK ALL]

[SIMPLE MENTION]

### LANGU

What is the language you first learned at home in your childhood and that you still understand?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| French | 1 |  |  |
| English | 2 |  |  |
| Other | 3 |  |  |
| French and English | 7 |  |  |
| French and other | 4 |  |  |
| English and other | 5 |  |  |
| Other and other | 6 |  |  |
| *(DO NOT READ)* Dnk/Refusal | 9 | F |  |

## Simple mention question

[ASK ALL]

[SIMPLE MENTION]

### SEXE

Enter respondent's gender – DO NOT READ.

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Male | 1 |  |  |
| Female | 2 |  |  |

## Simple mention question

[ASK ALL]

[SIMPLE MENTION]

### Q1

**Before September 1st, 2016**, had you ever received the seasonal flu vaccine?

Note: The flu vaccine can be received by a shot (needle) or nasal spray.

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes | 1 |  |  |
| No | 2 |  |  |

## Simple mention question

[ASK ALL]

[SIMPLE MENTION]

### Q2

**Since September 1st, 2016 inclusively**, have you received the seasonal flu vaccine?

Note: The flu vaccine can be received by a shot (needle) or nasal spray.

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes | 1 |  |  |
| No | 2 |  |  |

## Multiple question - open

[ASK IF Q2=2]

[MENTIONS MULTIPLES: Max=13]

[PROGRAMMER NOTES: Make sure to create a column by choice of code answers 0,1]

### Q3

What are the reasons why you did not receive the flu vaccine this year?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *DO NOT READ - MULTIPLE ANSWERS ALLOWED*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| I am allergic | 01 |  |  |
| I do not like needles / I am scared of needles | 02 |  |  |
| I do not need it / I am not a person at high risk / It is not recommended for me | 03 |  |  |
| I did not have enough information | 04 |  |  |
| I did not get the time to do it | 05 |  |  |
| I had difficulty making an appointment | 06 |  |  |
| I had difficulty getting to clinic / doctor's office | 07 |  |  |
| I did not want to pay for a vaccine / too expensive | 08 |  |  |
| I did not know it existed | 09 |  |  |
| I do not believe in its effectiveness | 10 |  |  |
| I believe vaccines are unsafe (risks associated to vaccine) | 11 |  |  |
| I fear side effects | 12 |  |  |
| Other reason, please specify: | 96 | FO |  |
| (DO NOT READ) Refusal | 99 | XF |  |
| \*\*\* I was sick / I was in the hospital | 13 | N |  |

## Simple mention question

[ASK IF Q2=1]

[SIMPLE MENTION]

### Q4

Was the flu vaccine you received this year given by a shot (with a needle) or a spray in the nose?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *READ. ONLY ONE MENTION* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Flu shot | 1 |  |  |
| Nasal spray (Flumist) | 2 |  |  |
| (DO NOT READ) Does not remember | 8 |  |  |

## Simple mention question

[ASK IF Q2=1]

[SIMPLE MENTION]

[ORDER OF THE LIST: In order]

### Q5

In which month did you receive the flu vaccine this year?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *READ. ONLY ONE MENTION* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| September 2016 | 0 |  |  |
| October 2016 | 1 |  |  |
| November 2016 | 2 |  |  |
| December 2016 | 3 |  |  |
| January 2017 | 4 |  |  |
| February 2017 | 5 |  |  |
| (DO NOT READ) Does not remember | 8 |  |  |

## Multiple mentions question

[ASK if Q2=1]

[MENTIONS MULTIPLES: Max=10]

[PROGRAMMER NOTES: Make sure to create a column by choice of code answers 0,1]

### Q6

What are the reasons you decided to receive the flu vaccine this year?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *DO NOT READ - MULTIPLE ANSWERS ALLOWED*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| I want to prevent infection / I do not want to get sick | 01 |  |  |
| I am at risk because of my **health condition** | 02 |  |  |
| I am at risk because of my **age** | 03 |  |  |
| I was recommended by a health care professional | 04 |  |  |
| I was encouraged by family members, colleagues or friends | 05 |  |  |
| It is required in my workplace | 06 |  |  |
| I would be required to wear a mask at work if not vaccinated | 07 |  |  |
| It was offered / free (by employer or other) | 08 |  |  |
| If not vaccinated, I can transmit the disease to **at-risk people** (children, elderly or sick people/patients) | 09 |  |  |
| If not vaccinated, I can transmit the disease to **family members, colleagues or friends** (without mention of at-risk people) | 10 |  |  |
| Other reason, please specify: | 96 | FO |  |
| (DO NOT READ) Refusal | 99 | XF |  |
| \*\*\* I receive it every year (no specific reason) | 11 | N |  |

## Question à simple open

[ASK IF Q2=1]

### Q7

Where did you receive the flu vaccine this year?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(READ IF NEEDED - ONE ANSWER ALLOWED)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Temporary vaccine clinic (i.e. at the mall) | 01 |  |  |
| Doctor's office / health clinic | 02 |  |  |
| CLSC / Community health centre | 03 |  |  |
| Hospital | 04 |  |  |
| Pharmacy | 05 |  |  |
| Workplace | 06 |  |  |
| Other, please specify: | 96 | FO |  |
| (DO NOT READ) Does not remember | 98 | XF |  |
| \*\*\* Retirement residence / eldercare centre | 07 | N |  |

## Question NUMERIC

[ASK ALL]

[NUMERIC: Min=0, Max=15]

[DECIMAL: 0]

[PROGRAMMER NOTES: ALLOW UP TO 15 CHILDREN]

### Q8

How many children under 18 years of age, of whom you are the parent or guardian, were living in your household on September 1, 2016?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: We do not want the respondent to provide information about children of which he or she is not the parent or guardian, such as younger siblings. If a respondent asks if they can answer for their spouse's children, the answer would be "yes, if you are aware of the vaccines they received and their state of health" | *(Record number of children:*  *VALIDATE THAT THEY ARE LESS THAN 18 YEARS.*  *IF MORE THAN 15 CHILDREN - PROVIDE A REMINDER WITH THE RESPONDENTS)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| None | 000 |  |  |
| *(DO NOT READ)* Prefer not to answer | 999 |  |  |

## Numerical question

[ASK IF Q8 BIGGER THAN 0]

[NUMERIC Min=1, Max=17]

[DECIMAL: 0]

[NOTE FOR PROGRAMMING: PROGRAM FOR THE NUMBER OF CHILDREN UNDER 18 IN Q8]

[ENABLE SEIZURE IN MONTH OR YEARS]

[CAN NOT BE MORE THAN 17 YEARS]

Q9

How old were your children as of September 1, 2016?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(ENTER THE AGE OF CHILDREN)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Enter child age # 1 | Q9\_1 |  |  |
| Enter child age # 2 | Q9\_2 |  |  |
| Enter child age # 3 | Q9\_3 |  |  |
| Enter child age # 4 | Q9\_4 |  |  |
| Enter child age # 5 | Q9\_5 |  |  |
| Enter child age # 6 | Q9\_6 |  |  |
| Enter child age # 7 | Q9\_7 |  |  |
| Enter child age # 8 | Q9\_8 |  |  |
| Enter child age # 9 | Q9\_9 |  |  |
| Enter child age # 10 | Q9\_10 |  |  |
| Enter child age # 11 | Q9\_11 |  |  |
| Enter child age # 12 | Q9\_12 |  |  |
| Enter child age # 13 | Q9\_13 |  |  |
| Enter child age # 14 | Q9\_14 |  |  |
| Enter child age # 15 | Q9\_15 |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Month(s) | 1 |  |  |
| Year(s) | 2 |  |  |
| (DO NOT READ) Refusal | 9 |  |  |

**Section info**

[SI Q8 = AT LEAST ONE CHILDREN]

[TO BE INCLUDED AT THE BEGINNING OF THE SECTION FOR EACH CHILD:]

[NOTES TO THE PROGRAMMER: CREATE A LOOP FOR THE NEXT SECTION FOR THE NUMBER OF CHILDREN UNDER 18 IN Q8]

LOOP ON Q10 TO Q15 \* NUMBER OF CHILDREN UNDER 18 YEARS.

## INFO SECTION

Let's start with your first child.

… Q10A to Q15A

Let's talk about your second child / third / child. [...]

## Simple mention question

[SI Q8 = GREATER THAN 0]

[SIMPLE MENTION]

### Q10A

What is the gender of your (Q9\_1) month(s)/year(s)-old child?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *READ. ONLY ONE MENTION* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| A boy | 1 |  |  |
| A girl | 2 |  |  |
| (DO NOT READ) Refusal | 9 |  |  |

## Simple mention question

[ASK IF Q8 = GREATER THAN 0]

[SIMPLE MENTION]

### Q11A

**Since** September 1st, 2016 inclusively, have your \*\*\*<Q9A1> <Q9A2>\*\*\*-old child received the seasonal flu vaccine?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes | 1 |  |  |
| No | 2 |  |  |

## Simple mention question

[ASK IF Q9>5 MONTHS ET <10 YEARS ET Q11=1]

[SIMPLE MENTION]

### Q12A

Was it the first time your \*\*\*<Q9A1> <Q9A2>\*\*\*-old child received the flu vaccine?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes | 1 |  |  |
| No | 2 |  |  |
| (DO NOT READ) Does not know / Does not remember | 8 |  |  |

## Simple mention question

[ASK IF Q9>5 MONTHS AND <10 YEARS ET Q11=1 AND Q12=1]

[SIMPLE MENTION]

### Q13A

**Since** September 1st, 2016 inclusively, has your \*\*\*<Q9A1> <Q9A2>\*\*\*-old child received one or two doses of the flu vaccine?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| One dose | 1 |  |  |
| Two doses | 2 |  |  |
| (DO NOT READ) Does not know / Does not remember | 8 |  |  |

## Multiple mentions question

[ASK IF Q13=1]

[MENTIONS MULTIPLES: Max=12]

[PROGRAMMER NOTES: Make sure to create a column by choice of code answers 0,1]

### Q14A

Children between the ages of 6 months and 9 years who are receiving the flu vaccine for the first time are sometimes given two doses. What are the reasons why your \*\*\*<Q9A1> <Q9A2>\*\*\*-old child did not receive a second vaccine?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *DO NOT READ - MULTIPLE ANSWERS ALLOWED*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| He/she had an allergic reaction to the first dose | 01 |  |  |
| He/she does not like needles / is scared of needles | 02 |  |  |
| He/she does not need it / It is not recommended for him/her | 03 |  |  |
| We did not have enough information | 04 |  |  |
| We did not get the time to do it | 05 |  |  |
| We had difficulty making an appointment | 06 |  |  |
| We had difficulty getting to clinic / doctor's office | 07 |  |  |
| We I did not want to pay for a second dose / too expensive | 08 |  |  |
| We did not know there was a second dose | 09 |  |  |
| I do not believe in the second dose's effectiveness | 10 |  |  |
| He/she had side effects after the first dose | 12 |  |  |
| Other reason, please specify: | 96 | FO |  |
| (DO NOT READ) Refusal | 99 | XF |  |

## Multiple mentions question

[ASK IF Q11=2]

[MENTIONS MULTIPLES: Max=13]

[PROGRAMMER NOTES: Make sure to create a column by choice of code answers 0,1]

### Q15A

What is(are) the reason(s) your \*\*\*<Q9A1> <Q9A2>\*\*\*-old child did not receive the flu vaccine this year?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *DO NOT READ - MULTIPLE ANSWERS ALLOWED*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| He/she is allergic | 01 |  |  |
| He/she does not like needles / is scared of needles | 02 |  |  |
| He/she does not need it / is not at high risk / It is not recommended for him/her | 03 |  |  |
| I did not have enough information | 04 |  |  |
| I did not get the time to do it | 05 |  |  |
| I had difficulty making an appointment | 06 |  |  |
| I had difficulty getting to clinic / doctor's office | 07 |  |  |
| I did not want to pay for a vaccine / too expensive | 08 |  |  |
| I did not know it existed | 09 |  |  |
| I do not believe in its effectiveness | 10 |  |  |
| I believe vaccines are unsafe (risks associated to vaccine) | 11 |  |  |
| I or he/she fear(s) side effects | 12 |  |  |
| Other reason, please specify: | 96 | FO |  |
| (DO NOT READ) Refusal | 99 | XF |  |

**FIN DE LA LOOP – ALLER À SECTION info**

Now, regarding your second child / third / child.

Q10B – Q15B…

Q10C – Q15C…

FOR THE 15 CHILDREN ...

**Section info**

## HEALTH STATUS

## Multiple mentions question

[ASK ALL]

[MENTIONS MULTIPLES: Max=12]

[ORDER OF THE LIST: In order]

### Q19

Have you been diagnosed with the following conditions?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(READ LIST - MULTIPLE ANSWERS ALLOWED)*  *Please select all that apply.*  *Check the problem only if the respondent is currently suffering or is still being treated.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Asthma | 01 |  |  |
| Another chronic lung disease such as emphysema, chronic bronchitis or cystic fibrosis | 02 |  |  |
| A heart condition such as angina, high blood pressure, heart failure, heart attack | 03 |  |  |
| Cancer | 04 |  |  |
| Diabetes or other metabolic diseases | 05 |  |  |
| Chronic liver disease | 06 |  |  |
| Chronic kidney disease | 07 |  |  |
| Immune disorder or immune suppression such as chemotherapy, radiation, steroid use or an organ transplant | 08 |  |  |
| Spleen problems or removal | 09 |  |  |
| Anemia / thalassemia/ hemoglobinpathy | 10 |  |  |
| Morbid obesity (BMI > 40) | 11 |  |  |
| Conditions that compromises management of respiratory secretions, with increased risk of aspiration | 12 |  |  |
| (DO NOT READ) None of the above | 97 | X |  |
| (DO NOT READ) Refusal | 99 | X |  |

## Multiple mentions question

[ASK ALL]

[MENTIONS MULTIPLES: Max=7]

[Order of the List: Random 1 TO 6]

### Q19A

Within the last 12 months, have you seen any of the following health care providers?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(READ LIST - MULTIPLE ANSWERS ALLOWED)*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Family doctor | 01 |  |  |
| Nurse practitioner | 02 |  |  |
| Pharmacist | 03 |  |  |
| Dentist / orthodontist | 04 |  |  |
| Medical specialist (e.g. gynecologist, cardiologist, ophthalmologist, allergist, orthopedist, psychiatrist) | 05 |  |  |
| Midwife | 06 |  |  |
| Did not see a health care provider | 97 | X |  |
| (DO NOT READ) Refusal | 99 | X |  |

## Multiple mentions question

[ASK ALL]

[MENTIONS MULTIPLES: Max=7]

[ORDER OF THE LIST: Random 1 to 6]

### Q19B

Within the last 12 months, have you seen any of the following alternative care providers?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(READ LIST. MULTIPLE ANSWERS ALLOWED)*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Chiropractor | 01 |  |  |
| Acupuncturist | 02 |  |  |
| Homeopath or naturopath | 03 |  |  |
| Herbalist | 04 |  |  |
| Reflexologist | 05 |  |  |
| Spiritual or religious healer | 06 |  |  |
| Did not see an alternative care provider | 97 | X |  |
| (DO NOT READ) Refusal | 99 | X |  |

## Simple mention question

[ASK ALL]

### Q19OP

Have you seen another health care provider in the past 12 months?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *DO NOT READ - MULTIPLE ANSWERS ALLOWED*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes, please specify: | 96 | O |  |
| No or doesn’t remember | 02 |  |  |

[ASK ALL]

[SIMPLE MENTION]

### Q19C

Within the past 12 months, have you had the flu?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *READ. MULTIPLE ANSWERS ALLOWED* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes, with severe symptoms (e.g. hospitalization, pneumonia) | 1 |  |  |
| Yes, with mild symptoms (e.g. sudden onset of high fever, chills, sore throat, cough, muscle pain) | 2 |  |  |
| No, did not have the flu | 3 |  |  |
| (DO NOT READ) Does not know / Does not remember | 8 |  |  |

[ASK ALL]

[SIMPLE MENTION]

### Q19D

Before the last 12 months, have you ever had the flu?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *READ. MULTIPLE ANSWERS ALLOWED* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes, with severe symptoms (e.g. hospitalization, pneumonia) | 1 |  |  |
| Yes, with mild symptoms (e.g. sudden onset of high fever, chills, sore throat, cough, muscle pain) | 2 |  |  |
| No, did not have the flu | 3 |  |  |
| (DO NOT READ) Does not know / Does not remember | 8 |  |  |

## Multiple mention question

[ASK ALL]

[MENTIONS MULTIPLES]

### Q19E

Within the past 12 months, do you know a friend or family member who had the flu?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *READ. MULTIPLE ANSWERS ALLOWED* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes, with severe symptoms (e.g. hospitalization, pneumonia) | 1 |  |  |
| Yes, with mild symptoms (e.g. sudden onset of high fever, chills, sore throat, cough, muscle pain) | 2 |  |  |
| No, don’t know anyone who had the flu | 3 |  |  |
| (DO NOT READ) Does not know / Does not remember | 8 |  |  |

## Multiple mention question

[ASK ALL]

[MENTIONS MULTIPLES]

### Q19F

Before the last 12 months do you know a friend or family member who has ever had the flu?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *READ. MULTIPLE ANSWERS ALLOWED* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes, with severe symptoms (e.g. hospitalization, pneumonia) | 1 |  |  |
| Yes, with mild symptoms (e.g. sudden onset of high fever, chills, sore throat, cough, muscle pain) | 2 |  |  |
| No, don’t know anyone who had the flu | 3 |  |  |
| (DO NOT READ) Does not know / Does not remember | 8 |  |  |

**Section info**

## HEALTH PROMOTION AND MESSAGING

## Multiple mentions question

[ASK ALL]

[MENTIONS MULTIPLES: Max=6]

[ORDER OF THE LIST: Random 1 to 5]

### Q21

Where do you get information, when you want to know more about the flu shot?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. MULTIPLE ANSWERS ALLOWED)*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| A public health setting, health clinic or pharmacy | 01 |  |  |
| A government website (e.g. Public Health Agency of Canada) | 02 |  |  |
| The media (e.g. newspaper, radio) | 03 |  |  |
| Social media (e.g. Twitter, Facebook) | 04 |  |  |
| An app (e.g. ImmunizeCA) | 05 |  |  |
| Other; specify | 06 | O |  |
| Does not apply to me | 07 | X |  |
| (DO NOT READ) None of the above | 97 | X |  |
| (DO NOT READ) Refusal | 99 | X |  |

## Multiple mentions question

[ASK ALL]

[MENTIONS MULTIPLES: Max=6]

[ORDER OF THE LIST: Random 1 to 5]

### Q22

For information about the flu shot, who do you trust the most?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(READ LIST. MULTIPLE ANSWERS ALLOWED)*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Family doctor | 01 |  |  |
| Other health care provider (e.g. nurse, pharmacist, medical specialist) | 02 | N |  |
| Nurse practitioner | 06 |  |  |
| Pharmacist | 08 |  |  |
| Medical specialist (e.g. gynecologist, cardiologist, ophthalmologist, allergist, orthopedist, psychiatrist) | 09 |  |  |
| An alternative care provider (e.g. naturopath, homeopath) | 03 |  |  |
| Friends | 04 |  |  |
| Family | 05 |  |  |
| Other, specify | 96 | O |  |
| Does not apply to me | 07 | X |  |
| (DO NOT READ) None of the above | 97 | X |  |
| (DO NOT READ) Refusal | 99 | X |  |

## Simple mention question

[ASK ALL]

[SIMPLE MENTION]

### Q23A

Within the last 12 months, did anyone advise you to get the flu vaccine?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes | 1 |  |  |
| No | 2 |  |  |
| (DO NOT READ) Does not know / Does not remember | 8 |  |  |

## Multiple mentions question

[ASK IF Q23A=1]

[MENTIONS MULTIPLES: Max=12]

[ORDER OF THE LIST: Random 1 to 5]

### Q23

Who advised you to get the flu vaccine?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. MULTIPLE ANSWERS ALLOWED)*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Family doctor | 01 |  |  |
| Nurse practitioner | 02 |  |  |
| Pharmacist | 03 |  |  |
| Medical specialist (e.g. gynecologist, cardiologist, ophthalmologist, allergist, orthopedist, psychiatrist) | 04 |  |  |
| Midwife | 05 |  |  |
| Chiropractor | 06 |  |  |
| Acupuncturist | 07 |  |  |
| Homeopath or naturopath | 08 |  |  |
| Herbalist | 09 |  |  |
| Reflexologist | 10 |  |  |
| Spiritual or religious healer | 11 |  |  |
| Friends | 12 |  |  |
| Family | 13 |  |  |
| Other (please specify) | 96 | O |  |
| (DO NOT READ OUT) None of the above | 97 | X |  |
| (DO NOT READ OUT) Refusal | 99 | X |  |

## Simple mention question

[ASK ALL]

[SIMPLE MENTION]

### Q24A

Within the last 12 months, did anyone advise you **NOT** to get the flu vaccine?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes | 1 |  |  |
| No | 2 |  |  |
| (DO NOT READ) Does not know / Does not remember | 8 |  |  |

## Multiple mentions question

[ASK IF Q24A=1]

[MENTIONS MULTIPLES: Max=14]

[ORDER OF THE LIST: Random 1 to 5]

### Q24

Who advised you **NOT** to get the flu vaccine?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST.)*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Family doctor | 01 |  |  |
| Nurse practitioner | 02 |  |  |
| Pharmacist | 03 |  |  |
| Medical specialist (e.g. gynecologist, cardiologist, ophthalmologist, allergist, orthopedist, psychiatrist) | 04 |  |  |
| Midwife | 05 |  |  |
| Chiropractor | 06 |  |  |
| Acupuncturist | 07 |  |  |
| Homeopath or naturopath | 08 |  |  |
| Herbalist | 09 |  |  |
| Reflexologist | 10 |  |  |
| Spiritual or religious healer | 11 |  |  |
| Friends | 12 |  |  |
| Family | 13 |  |  |
| Other (please specify) | 96 | O |  |
| (DO NOT READ OUT) None of the above | 97 | X |  |
| (DO NOT READ OUT) Refusal | 99 | X |  |

## Simple mention question

[ASK ALL]

[SIMPLE MENTION]

### Q25A

Within the last 12 months, have you seen, read or heard any messages promoting the flu vaccine?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes | 1 |  |  |
| No | 2 |  |  |
| (DO NOT READ) Does not know / Does not remember | 8 |  |  |

## Multiple mentions question

[ASK IF Q25A=1]

[MENTIONS MULTIPLES: Max=12]

[ORDER OF THE LIST: Random 1 to 5]

### Q25

Where did you see, read or heard those messages promoting the flu vaccine?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. MULTIPLE ANSWERS ALLOWED)*  *Please select all that apply.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| On printed posters | 01 |  |  |
| In brochures | 02 |  |  |
| In radio / TV ads / advertisements | 03 |  |  |
| In newspapers (articles, public health announcements or advertisements) | 04 |  |  |
| In magazines | 05 |  |  |
| Advertisements in public transport | 06 |  |  |
| On the Internet (eg Facebook, PHAC website) | 07 |  |  |
| Twitter or other social media | 08 |  |  |
| When visiting the pharmacy, doctor’s office, hospital | 09 |  |  |
| Other (Please specify) | 96 | O |  |
| (DO NOT READ OUT) I did not see, read or heard any messaging about the flu vaccine | 97 | X |  |
| (DO NOT READ OUT) Refusal | 99 | X |  |

**Section info**

## QSCTDEMO

The next questions are for statistical purposes only. It will allow us to group your answers with those of other similar respondents.

## Scola

[ASK ALL]

[SIMPLE MENTION]

[ORDER OF THE LIST: In order]

First, what is the highest level of formal education that you have completed?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(READ LIST. ONLY ONE ANSWER)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Grade 8 or less | 1 |  |  |
| Some high school | 2 |  |  |
| High School diploma or equivalent | 3 |  |  |
| Registered Apprenticeship or other trades certificate or diploma | 4 |  |  |
| College, CEGEP or other non-university certificate or diploma | 5 |  |  |
| University certificate or diploma below bachelor’s level | 6 |  |  |
| Bachelor’s degree | 7 |  |  |
| Post graduate degree above bachelor’s level | 8 |  |  |
| (DO NOT READ) Prefer not to answer | 9 |  |  |

## Reven

[ASK ALL]

[SIMPLE MENTION]

[ORDER OF THE LIST: In order]

Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes.

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(READ LIST. ONE MENTION POSSIBLE.)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| ...Under $20,000 | 1 |  |  |
| ... $20,000 to $39,999 | 2 |  |  |
| ... $40,000 to $59,999 | 3 |  |  |
| ... $60,000 to $79,999 | 4 |  |  |
| ... $80,000 to $99,999 | 5 |  |  |
| ... $100,000 to $149,999 | 6 |  |  |
| …$150,000 and above | 7 |  |  |
| (DO NOT READ) Refusal | 9 |  |  |

## Simple mention question

[ASK ALL]

[SIMPLE MENTION]

### Q16

Were you born in Canada?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes | 1 |  |  |
| No | 2 |  |  |
| (DO NOT READ) Refusal | 9 |  |  |

## Simple mention -open

[ASK IF Q16=2]

### Q17

In which country were you born?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| China | 01 |  |  |
| France | 02 |  |  |
| Germany | 03 |  |  |
| Greece | 04 |  |  |
| Guyana | 05 |  |  |
| Hong Kong | 06 |  |  |
| India | 07 |  |  |
| Iran | 08 |  |  |
| Italy | 09 |  |  |
| Jamaica | 10 |  |  |
| Lebanon | 11 |  |  |
| Netherlands / Holland | 12 |  |  |
| Pakistan | 13 |  |  |
| Philippines | 14 |  |  |
| Poland | 15 |  |  |
| Portugal | 16 |  |  |
| Romania | 17 |  |  |
| South Korea | 18 |  |  |
| Sri Lanka | 19 |  |  |
| Taiwan | 20 |  |  |
| Trinidad and Tobago | 21 |  |  |
| United Kingdom | 22 |  |  |
| United States | 23 |  |  |
| Vietnam | 24 |  |  |
| Other country, please specify: | 96 | O |  |
| (DO NOT READ) Refusal | 99 |  |  |
| \*\*\* Algeria | 25 | N |  |
| \*\*\* Belgium | 26 | N |  |
| \*\*\* Colombia | 27 | N |  |
| \*\*\* Afghanistan | 28 | N |  |
| \*\*\* Bangladesh | 29 | N |  |
| \*\*\* Turkey | 30 | N |  |
| \*\*\* Ukraine | 31 | N |  |
| \*\*\* Africa | 32 | N |  |

## Numerical question

[ASK IF Q16=2]

[NUMERIC: BORNES Min=1, Max=100]

[DECIMAL: 0]

[VALIDATION:]

### Q18

How many years have you been living in Canada?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(RECORD NUMBER OF YEARS.)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Record number of years: | 000 |  |  |
| *(DO NOT READ)* Refusal | 999 |  |  |

## Simple mention question

[ASK ALL]

[SIMPLE MENTION]

### Q20

Do you currently smoke? If so, do you smoke everyday or occasionally? If not, have you smoked in the past?

|  |  |
| --- | --- |
| INTERVIEWER INSTRUCTION: | *(DO NOT READ LIST. ONLY ONE MENTION)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Value** | **Attribute** | **Termination** |
| Yes, everyday | 1 |  |  |
| Yes, occasionally | 2 |  |  |
| No, never | 3 |  |  |
| No, past smoker | 4 |  |  |
| (DO NOT READ) Refusal | 9 |  |  |

**Thank you for your participation.**