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Agency of Canada

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# Seasonal Influenza Vaccination Coverage Survey, 2019–2020

## Final Report

Submitted to Public Health Agency of Canada  
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Prepared By: Leger

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# Seasonal Influenza Vaccination Coverage Survey, 2019-2020

## Final Report

### Prepared for the Public Health Agency of Canada

Supplier Name: Leger  
March 2020

This public opinion research report presents the results of a telephone survey conducted by Leger Marketing Inc. on behalf of the Public Health Agency of Canada. The research was conducted with 3,026 Canadians between January 10 and February 18, 2020.

Cette publication est aussi disponible en français sous le titre : Sondage concernant la couverture de la vaccination contre la grippe saisonnière, 2019-2020.

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# 1. Summary

Leger is pleased to submit this methodological report to the Public Health Agency of Canada (PHAC) of a quantitative survey assessing seasonal influenza vaccination coverage among the Canadian population.

This report was prepared by Leger following the awarding of a contract to PHAC (contract number 6D034-193001/001/CY, awarded August 7, 2019).

## 1.1 Background and Objectives

For several years now, PHAC has been conducting a study at the beginning of the year on the uptake of seasonal influenza vaccination in the Canadian population. This study has multiple research objectives. The survey covers a variety of elements and topics. This year, some secondary objectives were added to the study while other items covered in previous years were removed from the study.

The primary objective of the research was to provide national influenza immunization coverage estimates, and in particular, estimates of seasonal vaccine uptake in three community-dwelling (non-institutionalized) groups: adults 18-64 years of age; adults 65 years of age and older; and adults with a chronic medical condition.

Secondary research objectives include:

- Measure Canadians' awareness, knowledge, attitudes, and beliefs towards vaccines,
- Determine reasons for non-vaccination,
- Determine where people get vaccinated, and
- Identify factors associated with vaccine uptake

## 1.2 Application of Results

The survey results allow PHAC to monitor and evaluate vaccination programs during the flu seasons. They also identify factors that influence influenza vaccine uptake and sub-populations with low immunization coverage. This information is important for the development of targeted programs or strategies to improve immunization coverage of unvaccinated and under-vaccinated populations.

### 1.3 Methodology—Quantitative Research

The quantitative research consisted of telephone interviews, which were conducted using a computer-assisted telephone interviewing system (CATI technology).

Data collection for this survey took place between January 10 and February 18, 2020. The national response rate for the survey was 17.2%. The comprehensive distribution of calls is presented in Appendix A. A pre-test of 32 interviews, in both official languages, was conducted between January 9 and 10, 2020. More specifically, 15 interviews were conducted in French and 17 in English. The interviews lasted an average of twelve minutes. The interviews were recorded to assess the level of understanding of each issue in the population.

To obtain reliable data for each of the subgroups, we surveyed a total sample of 3,026 Canadian adults in all regions of the country. Only one adult respondent was interviewed per household. The national margin of error for this survey is +/- 1.78%, 19 times out of 20.

The main target population in this study was Canadian adults aged 18 and older. As was the case in previous years, the final analysis of the study focuses on 3 different target groups:

- adults aged 18 to 64 years with a chronic medical condition
- adults aged 18 to 64 years without a chronic medical condition
- adults aged 65 and over

A proportion of the interviews were conducted with a sample of cell-phone numbers (cell-phone-only household members), in order to provide an adequate and reliable sample of the youth cohort (18 to 34). While the cell-phone sample will not exclusively target the youth cohort, this age group will be over-indexed in that target sample. The other interviews were conducted with landline users. According to 2016 national census data from Statistics Canada, Leger weighted the results of this survey by age, gender, region, language (mother tongue) and education level.

Leger meets the strictest quantitative research guidelines. The questionnaire was prepared in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research—Series B—Fieldwork and Data Tabulation for Telephone Surveys.

Details on the methodology, Leger's quality control mechanisms, the questionnaire, and the weighting procedures are provided in the appendix.

#### 1.4 Notes on the Interpretation of the Findings

The opinions 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 research conducted specifically for this project. This research is probabilistic; the results can be applied to the general population of Canada. The research was designed with this objective in mind.

#### 1.5 Declaration of Political Neutrality and Contact Information

I hereby certify, as chief agent of Leger, that the deliverables are in full compliance with the neutrality requirements of the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications—Appendix C](#) (Appendix C: Mandatory Procedures for Public Opinion Research).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, party positions, or the assessment of the performance of a political party or its leaders.

Signed by:

A handwritten signature in blue ink, appearing to read "Christian Bourque".

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## Seasonal Influenza Vaccination Coverage Survey, 2019-2020

# Appendix A—Detailed Research Methodology

## A.1 Quantitative Methodology

### A.1.1 Methods

For tracking and comparability purposes, the methodology used for this survey was the same as that of previous waves of surveys. Leger used the same methods as those used in the 2018–2019 survey with respect to sampling methodology, data collection methods and some elements of the questionnaire.

The quantitative research consisted of telephone interviews, which were conducted using a computer-assisted telephone interviewing system (CATI technology). This approach is the most suitable for assessing seasonal influenza vaccination coverage among different subgroups of the Canadian population, while ensuring a high level of representativeness.

Leger meets the strictest quantitative research guidelines. The survey questionnaire was prepared in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research—Series B—Fieldwork and Data Tabulation for Telephone Surveys.

Respondents were assured of the voluntary and confidential nature of the approach, and the anonymity of their responses. As with all research conducted by Leger, any information that could identify respondents was removed from the data, in accordance with Canada’s Privacy Act.

Research interviews were conducted from the Montréal call centre, which has three separate divisions: one made up exclusively of English-speaking interviewers, another exclusively of French-speaking interviewers, and the last of bilingual interviewers. These divisions ensure that all telephone surveys can easily be conducted in either official language. Interviews in English were also conducted from the Winnipeg call centre.

### A.1.2 Data Collection

Data collection for this survey was conducted between January 10 and February 18, 2020. The national response rate for the survey was 17.2%. The comprehensive

distribution of calls is presented below. A pre-test of 32 interviews, in both official languages, was conducted between January 9 and 10, 2020. More specifically, 15 interviews were conducted in French and 17 in English. The interviews lasted an average of twelve minutes. This pre-test allowed some adjustments to be made to the questionnaire. Another test was conducted prior to the full launch of data collection in January to confirm that all changes were properly implemented.

Results from the pre-test were not included in the coverage calculations.

To obtain reliable data for each of the subgroups, we surveyed a total sample of 3,026 Canadian adults in all regions of the country. Only one adult respondent was interviewed per household. The national margin of error for this survey is +/- 1.78%, 19 times out of 20.

*Representative sample of approximately 3,000 Canadians*

A sample of Canadian adults was selected using a stratified regional sampling approach. Flexible regional quotas were applied to ensure that a sufficient number of interviews were conducted in each region of Canada.

The following table details the regional quotas for the 3,000 Canadian adults and the effective distribution of the 3,026 respondents:

**Table 1. Flexible regional quotas**

Region	Quotas	Number of completed interviews
Atlantic	Between 220 and 260	243
Quebec	Between 720 and 780	749
Ontario	Between 890 and 1,090	984
Manitoba and Saskatchewan	Between 220 and 260	246
Alberta	Between 340 and 380	370
British Columbia	Between 400 and 440	434
Nunavut	15	15
Northwest Territories	15	15
Yukon Territories	15	12
Total	3,000	3,026



### A.1.3 Sampling Procedures

Landline telephone numbers were generated, and only cell phone numbers were purchased<sup>1</sup> using a stratified regional sampling approach. Telephone interviews were conducted using Leger's computer-assisted telephone interviewing system (CATI technology). This system manages the sampling electronically, by selecting and randomly dialing the phone number to call. To ensure perfect coverage of a population, the sample included residential telephone numbers located in all of Canada's provinces and territories, as well as the cell phone numbers of Canadians who do not have a residential landline (i.e., pre-validated cell numbers only). Flexible quotas were established to ensure a sufficient number of interviews in each region of Canada. In addition to these regional quotas, data was collected to ensure proper distribution of respondents by gender (men and women) and language (English and French), using flexible quotas.

#### *Canada-wide sampling: Households with a landline*

We defined a Canada-wide sample of telephone numbers. All numbers were randomly selected to generate this basic sample. Each telephone number in this sampling frame was associated with a Canadian province. Subsequently, we used this Canada-wide sample to randomly select numbers by province or region, in proportion with the provincial or regional quotas established for the project.

#### *Canada-wide sampling: households with a cell phone number only*

For the portion of the sample composed of " cell phone only households ," candidates were randomly selected for each province or region taking into account provincial or regional quotas. Based on the Canadian Radio-television and Telecommunications Commission (CRTC)'s 2017 communications monitoring report, which revealed that 36% of Canadian households used a cell phone exclusively, Leger ensured that the final sample coming from cell phone numbers only closely matched this proportion.

Among the 3,026 interviews conducted as part of this project, 929 were conducted with respondents from households using only a cell phone. This represents 30.7% of the final sample, which is slightly lower than CRTC's estimate of 36% of Canadian households without landlines. Statistical weighting corrects the small difference between the sample and the actual proportion in the population.

---

<sup>1</sup> Leger has been purchasing its samples from ASDE Survey Sampler, a reputable and reliable supplier, for over 15 years.

#### **A.1.4 Maximizing Response Rate**

A low response rate compromises the reliability and validity of a survey. Based on their experience in surveying various populations, Leger has established the following methods to maximize response rates:

- Include a toll-free number that respondents can call if necessary;
- Be patient in discussions with respondents to help maintain interest in the survey and limit withdrawals during the call;
- Prepare points that interviewers can refer to in order to let respondents know that their participation is important: value of the study for them and their families, etc.
- Assign experienced interviewers to communicate with households and target the appropriate respondent;
- Make a minimum of eight call-backs at each number and schedule appointments for call-backs (even for initial contact);
- Include contact information for an experienced researcher so that respondents can confirm the validity of the research;
- Make calls to users of cell phones only to maximize sample representativeness and ensure that a sufficient number of young people, often on the move, are included in the final sample.

### A.1.5 Call Distribution

The overall response rate for this study is 17.2%. The response rate is calculated using the following formula: (Completed interviews + Out of sample) / (Total sample - Invalid sample). This is the former Marketing Research and Intelligence Association's standard calculation method for the response rate of a telephone survey. The table below provides details of the calculation.

**Table 2. Call determination and response rate**

<b>Base Sample</b>	<b>37,622</b>
<b>Invalid sample</b>	4,691
No service	4,421
Non-residential	121
Fax / modem / pager	145
Double	4
<b>Numbers outside of sample</b>	2,641
Language Barrier	526
Unqualified	2,114
Quota attained	1
<b>EFFECTIVE SAMPLE*</b>	<b>30,290</b>
<b>Non-completed interviews</b>	27,264
Refusal	4,727
No answer	10,646
Answering machine	8,576
Line busy	324
Incomplete	305
Appointment	2,686
<b>COMPLETED INTERVIEWS</b>	<b>3,026</b>
<b>Response rate</b>	<b>17.2%</b>

\*Note that the effective sample is calculated using the following formula: Non-completed interviews + Completed interviews

### A.1.6 Non-response Biases and Additional Socio-Demographic Analysis

An effective response rate of 17.2% is the average for a national telephone survey of 3,026 respondents conducted over a period of approximately five weeks. This rate is consistent with similar surveys. The latest data on participation rates for telephone surveys is from 2004 and shows an average response rate of 17%. Considering the decline of this survey technique in favour of the Web, a response rate of 17.2% in 2020 is a good rate. The response rate here is within the telephone industry's standard for a survey of the general population.

## Weighting

According to Statistics Canada’s 2016 national census data, Leger weighted the results of this survey by age, gender, region, language (mother tongue) and education level. In addition, the weighting of respondents in the cell phone-only sample was also controlled to match the 32.5% of Canadian households without landlines.

A baseline comparison of weighted and unweighted samples was also conducted to identify potential non-response biases that could be introduced by lower response rates in some demographic subgroups (see tables in the next section). As is usually the case for a telephone survey targeting mainly households with a landline, it was more difficult to reach young respondents and parents of young children. To compensate for this, Leger conducted 929 interviews with individuals whose homes do not have landlines (called on their cell phones). Through this procedure, we found that the size of our unweighted sample was very close to that of the weighted sample, calculated using the most recent data from Statistics Canada.

### A.1.7 Weighted and Unweighted Samples

The table below shows the geographical distribution of respondents, before and after weighting. There is almost no geographical distribution imbalance in the unweighted sample. The weighting process mainly adjusted the weighting of Ontario—which were slightly underrepresented in the sample— as well as the weighting of Saskatchewan, Nunavut, Yukon and the North-West Territories which were overrepresented.

**Table 3. Unweighted and weighted sample distribution by province**

Province or territory	Unweighted	Weighted
Newfoundland and Labrador	56	46
Prince Edward Island	18	12
Nova Scotia	106	82
New Brunswick	63	66
Quebec	749	710
Ontario	984	1,158
Manitoba	88	106
Saskatchewan	146	91
Alberta	355	338
British Columbia	419	409
Nunavut	15	3
Northwest Territories	15	3
Yukon	12	2

The tables below illustrate the demographic distribution of respondents by gender, age, language (mother tongue), education and household income.

First, with respect to gender, we can see that the weighting adjusted the proportion of female respondents to male respondents, with women still slightly over-represented in telephone surveys.

**Table 4. Unweighted and gender-weighted sample distribution**

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	1,320	1,458
Female	1,694	1,556
Other	8	8
Refusal	4	4

With respect to age distribution, the unweighted sample far exceeds the Public Health Agency of Canada's expectations, which requires that at least 50% of the sample comprise people aged 18 to 64 years. The final weighting of the results has corrected some minor imbalances regarding age groups.

**Table 5. Unweighted and age-weighted sample distribution**

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
From 18 to 24 years old	181	273
From 25 to 34 years old	455	552
From 35 to 44 years old	466	489
From 45 to 54 years old	512	543
From 55 to 64 years old	622	529
From 65 to 74 years old	501	384
75 years old and older	289	256

Minor imbalances in language distribution have been corrected through weighting, as shown below.

**Table 6. Unweighted and weighted sample distribution by mother tongue**

<b>LANGUAGE (MOTHER TONGUE)</b>	<b>Unweighted</b>	<b>Weighted</b>
French	718	629
English	1,890	1,970
Other	411	421
Refusal	7	6

The relatively small size of the weighting factors and differences in the responses of the various subgroups suggest that the quality of the data was not affected by the process.

The weighting applied corrected the original imbalance for data analysis purposes; no further manipulation was required.

As with all research conducted by Leger, contact information was kept completely confidential, and any information that could identify respondents was removed from the data, in accordance with Canada’s Privacy Act.

### A.1.9 Weighting Factors

Certain subgroups tend to be underrepresented or overrepresented in a sample compared to the general population. The weighting of a sample makes it possible to correct for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall study population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

The following tables illustrate the proportion allocated to each target in the sample.

**Table 8. Weighting by gender and age**

<b>GENDER*AGE</b>	<b>Weighting</b>
Male AND aged 18 to 34 years	0.1371
Male AND aged 35 to 44 years	0.0791
Male AND aged 45 to 54 years	0.0881
Male AND aged 55 to 64 years	0.0854
Male AND aged 65 and older	0.0959
Female AND aged 18 to 34 years	0.1358
Female AND aged 35 to 44 years	0.0826
Female AND aged 45 to 54 years	0.0912
Female AND aged 55 to 64 years	0.0894
Female AND aged 65 and older	0.1154
Total	1

**Table 9. Weighting by gender and region**

<b>GENDER*REGION</b>	<b>Weighting</b>
Newfoundland AND Male	0.0074
Newfoundland AND Female	0.0079
Prince Edward Island AND Male	0.0020
Prince Edward Island AND Female	0.0021
Nova Scotia AND Male	0.0129
Nova Scotia AND Female	0.0141

New Brunswick AND Male	0.0105
New Brunswick AND Female	0.0112
Quebec AND Male	0.1140
Quebec AND Female	0.1200
Ontario AND Male	0.1843
Ontario AND Female	0.1985
Manitoba AND Male	0.0171
Manitoba AND Female	0.0179
Saskatchewan AND Male	0.0147
Saskatchewan AND Female	0.0152
Alberta AND Male	0.0557
Alberta AND Female	0.0561
British Columbia AND Male	0.0656
British Columbia AND Female	0.0697
Yukon AND Male	0.0005
Yukon AND Female	0.0005
Northwest Territories AND Male	0.0006
Northwest Territories AND Female	0.0005
Nunavut AND Male	0.0004
Nunavut AND Female	0.0004
Total	1

**Table 10. Weighting by region and language**

<b>REGION*LANGUAGE</b>	<b>Weighting</b>
QC AND French	0.1809
QC AND English	0.0537
Rest of Canada AND French	0.0271
Rest of Canada AND English	0.7382
Total	1

**Table 11. Households with a cell phone number only**

<b>HOUSEHOLDS WITH A CELL PHONE NUMBER ONLY</b>	<b>Weighting</b>
Yes	0.3250
No	0.6750
Total	1

## Appendix B— Questionnaire

### English Survey Questionnaire

Seasonal Influenza Vaccination Coverage Survey, 2019-2020

#### LEGEND FOR ATTRIBUTE COLUMN

X= Exclusive choice

F= Fixed Choice (not part of the rotation or permutation)

O= Open-ended

#### 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 a topic related to public health in Canada. 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 provide the following contact email address.

Contact: [phac.coverage-couvertures.aspc@canada.ca](mailto:phac.coverage-couvertures.aspc@canada.ca).

**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: 20171229-641F



## Section info

[ASK ALL]

### QSCTDEMO1

INTERVIEWER SCRIPT:

To begin, I have a few questions about you.

## Simple mention question

[ASK IF ECHA=CELL]

### ADTADM\_010

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

INTERVIEWER INSTRUCTIONS: (DO NOT READ LIST. ONLY ONE MENTION)

Yes	1	<b>RECODE LANDLINE</b>
No	0	
(DO NOT READ) Valid skip / Not applicable	7	
(DO NOT READ) Don't know	8	
(DO NOT READ) Refusal	9	<b>TERMINATE</b>

## Numeric question

[ASK ALL]

[NUMERIC : Min=18, Max=150]

[NOTES: Under 18 = terminate]

[VALIDATION: AGE]

### ADTDEM\_010

How old were you as of September 1, 2019?

INTERVIEWER INSTRUCTIONS: (RECORD THE NUMBER.)

Enter number	XXX	
(DO NOT READ) Refusal	999	<b>TERMINATE</b>

## Calculated variable

[NOTES: CALCULATION FROM ADTDEM\_010]

### ADTDEM\_011

Under 18	0	<b>TERMINATE</b>
...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	

**Simple mention question**

[ASK ALL]

**ADTDEM\_020**

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

INTERVIEWER INSTRUCTIONS: (DO NOT READ LIST. ONLY ONE MENTION)

French	1
English	2
Other; specify	6
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

**Simple mention question**

[ASK ALL]

**ADTDEM\_030**

What is your gender?

INTERVIEWER INSTRUCTIONS:

Clarification, if asked: Gender is the way a person internally feels and/or publicly expresses in their daily life. A person's gender may differ from the sex they were assigned at birth (male or female). (DO NOT READ LIST. ONLY ONE MENTION)

Male	1
Female	2
Other; specify	6
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

**Simple mention question**

[ASK ALL]

**ADTKAB\_010**

As far as you know, are you up to date on your vaccines?

INTERVIEWER INSTRUCTIONS:

Clarification, if asked: Getting your flu vaccine this season is included in being up to date on your vaccines. If you missed it in a previous season, but got it this time, then you can still be considered up to date. READ. ONLY ONE MENTION

Yes	1
No	0
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

**INTERVIEWER SCRIPT:**

*The next few questions I will ask you how much do you agree or disagree with a series of statements. The options are: strongly disagree, somewhat disagree, somewhat agree, or strongly agree.*

**Simple mention question**

[ASK ALL]

**ADTKAB\_020**

“In general, I consider vaccines to be important for my health.” :

INTERVIEWER INSTRUCTIONS:

Clarification, if asked: “The options are: strongly disagree, somewhat disagree, somewhat agree, or strongly agree”.

DO NOT READ, UNLESS ASKED BY RESPONDENT.

ONLY ONE MENTION.

Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

**Simple mention question**

[ASK ALL]

**ADTKAB\_030**

“I know enough about vaccines to make an informed decision about getting vaccinated.” :

INTERVIEWER INSTRUCTIONS:

Clarification, if asked: “The options are: strongly disagree, somewhat disagree, somewhat agree, or strongly agree”.

DO NOT READ, UNLESS ASKED BY RESPONDENT.

ONLY ONE MENTION.

Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4

(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

### ADULT – Flu vaccination

*INTERVIEWER SCRIPT: Now, I will ask you some questions about the flu vaccine, and your vaccination status.*

#### Simple mention question

[ASK ALL]

#### ADTFLU\_010

**Before September 1st, 2019**, have you ever received the seasonal flu vaccine (also known as the flu shot)?

INTERVIEWER INSTRUCTIONS:

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

(DO NOT READ LIST. ONLY ONE MENTION)

Yes	1
No	0
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

#### Simple mention question

[ASK ALL]

#### ADTFLU\_020

**From September 1<sup>st</sup> 2019 to now**, have you received the seasonal flu vaccine (also known as the flu shot)?

INTERVIEWER INSTRUCTIONS:

(DO NOT READ LIST. ONLY ONE MENTION)

Yes	1
No	0
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

#### Simple mention question

[ASK IF ADTFLU\_020=0]

#### ADTFLU\_030

How likely is it that you will get the seasonal flu vaccine between now and June? Would you say you:

INTERVIEWER INSTRUCTIONS: (READ LIST. ONLY ONE MENTION)

Will definitely get one	1
Will probably get one	2
Will probably not get one	3
Will definitely not get one	4
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

### Simple mention question

[ASK IF ADTFLU\_020=0]

#### ADTFLU\_040

What was the *most important* reason why you did not receive the flu vaccine this time? Would you say it is because...?

INTERVIEWER INSTRUCTIONS:

If the respondents say, 'all of the above', prompt them to pick, among those, the most important reason

If the respondent says, "Other specify" (96) – capture verbatim response. Do not back-code. (READ LIST. ONLY ONE MENTION)

You don't need the flu vaccine	01
The flu vaccine does not work	02
You are healthy, and/ or never get the flu	03
Getting the flu doesn't make you that sick	04
You did not get around to it	05
You have concerns about the flu vaccine, and/or its side effects	06
No specific reason, you just didn't get it	07
Something else (other; specify)	96
(DO NOT READ) Valid skip/ Not applicable	97
(DO NOT READ) Don't know	98
(DO NOT READ) Refusal	99

### Simple mention question

[ASK IF ADTFLU\_020=1]

#### ADTFLU\_060

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

INTERVIEWER INSTRUCTIONS: READ. ONLY ONE MENTION

September 2019	0
October 2019	1

November 2019	2
December 2019	3
January 2020	4
February 2020	5
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

### Simple mention question

[ASK IF ADTFLU\_020=1]

#### ADTFLU\_070

Where did you receive the flu vaccine this time?

INTERVIEWER INSTRUCTIONS: (READ IF NEEDED - ONE ANSWER ALLOWED)

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	
Retirement residence / eldercare centre	07	
Other, specify:	96	FO
(DO NOT READ) Valid skip/ Not applicable	97	F
(DO NOT READ) Don't know	98	F
(DO NOT READ) Refusal	99	F

### Multiple mentions question

[ASK if ADTFLU\_020=1]

[MENTIONS MULTIPLES : Max=12]

#### ADTFLU\_080

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

INTERVIEWER INSTRUCTIONS:

If the respondent says "Other specify" (96) – capture verbatim response. Do not back-code. DO

NOT READ - MULTIPLE ANSWERS ALLOWED

Please select all that apply.

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	
I receive it every year (no specific reason)	11	
Other specify:	96	O
(DO NOT READ) Valid skip/ Not applicable	97	X
(DO NOT READ) Don't know	98	X
(DO NOT READ) Refusal	99	X

*INTERVIEWER SCRIPT: The next few questions I will ask you how much do you agree or disagree with a series of statements. The options are: strongly disagree, somewhat disagree, somewhat agree, or strongly agree.*

### Simple mention question

[ASK ALL]

#### ADTKAB\_070

“The flu vaccine does not protect you against getting the flu.”:

INTERVIEWER INSTRUCTIONS:

Clarification, if asked: “The options are: strongly disagree, somewhat disagree, somewhat agree, or strongly agree”.

DO NOT READ, UNLESS ASKED BY RESPONDENT.

ONLY ONE MENTION.

Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

### Simple mention question

[ASK ALL]

#### ADTKAB\_080

“Sometimes, you can get the flu from the flu vaccine.”:

INTERVIEWER INSTRUCTIONS:

Clarification, if asked: «The options are: strongly disagree, somewhat disagree, somewhat agree, or strongly agree”.

DO NOT READ, UNLESS ASKED BY RESPONDENT.

ONLY ONE MENTION.

Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

### Simple mention question

[ASK ALL]

#### ADTKAB\_090

"The opinion of my family doctor, general practitioner or nurse practitioner is an important part of my decision when it comes to getting the flu vaccine.":

INTERVIEWER INSTRUCTIONS:

Clarification, if asked: "The options are: strongly disagree, somewhat disagree, somewhat agree, or strongly agree".

DO NOT READ, UNLESS ASKED BY RESPONDENT.

ONLY ONE MENTION.

Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

### Simple mention question

[ASK ALL]

#### ADTKAB\_100

"The flu vaccine is safe.":

INTERVIEWER INSTRUCTIONS:

Clarification, if asked: "The options are: strongly disagree, somewhat disagree, somewhat agree, or strongly agree".

DO NOT READ, UNLESS ASKED BY RESPONDENT.

ONLY ONE MENTION.

Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4



(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

### Simple mention question

[ASK ALL]

#### ADTKAB\_110

"I understand why the flu vaccine is recommended annually." :

INTERVIEWER INSTRUCTIONS:

Clarification, if asked: "The options are: strongly disagree, somewhat disagree, somewhat agree, or strongly agree".

DO NOT READ, UNLESS ASKED BY RESPONDENT.

ONLY ONE MENTION.

Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

### Section info

#### HEALTH STATUS

INTERVIEWER SCRIPT:

*In this next section, I will ask you a few general questions about your health.*

### Simple mention question

[ASK ALL]

#### ADTHLT\_010

On a scale of one to five, with one being poor and five being excellent, how would you rate your health?

INTERVIEWER INSTRUCTIONS: READ. ONLY ONE MENTION

One (poor)	1
Two (fair)	2
Three (good)	3
Four (very good)	4
Five (excellent)	5
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8

(DO NOT READ) Refusal

9

### Multiple mentions question

[ASK ALL]

[MENTIONS MULTIPLES: Max=12]

[LIST ORDER : IN ORDER]

#### ADTCMC\_010

Are you currently suffering from or being treated for any of the following conditions? Indicate only conditions that have been diagnosed.

INTERVIEWER INSTRUCTIONS: (READ LIST - MULTIPLE ANSWERS ALLOWED)

Please select all that apply.

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, HIV or an organ transplant	08	
Spleen problems or removal	09	
Anemia / thalassemia/ hemoglobinopathy	10	
Morbid obesity (BMI > 40)	11	
Conditions that compromises management of respiratory secretions, with increased risk of aspiration	12	
Chronic cerebrospinal fluid (CSF) leak	13	
Cochlear implant	14	
(DO NOT READ) Valid skip/ Not applicable	97	X
(DO NOT READ) Don't know	98	X
(DO NOT READ) Refusal	99	X

### Single mention question

[ASK ALL]

#### ADTHLT\_020

Do you have a regular family doctor, general practitioner or nurse practitioner?

INTERVIEWER INSTRUCTIONS: READ LIST. ONLY ONE MENTION

Yes	1	
No	0	
(DO NOT READ) Valid skip/ Not applicable	7	X
(DO NOT READ) Don't know	8	X
(DO NOT READ) Refusal	9	X

**Single mention question**

[ASK IF ADTHLT\_020=1]

**ADTHLT\_030**

Since September 1, 2019, have you seen your family doctor, general practitioner or nurse practitioner?

INTERVIEWER INSTRUCTIONS: READ LIST. ONLY ONE MENTION

Yes	1	
No	0	
(DO NOT READ) Valid skip/ Not applicable	7	X
(DO NOT READ) Don't know	8	X
(DO NOT READ) Refusal	9	X

**Simple mention question**

[ASK IF ADTHLT\_030=1]

**ADTHLT\_040**

Did your family doctor, general practitioner or nurse practitioner recommend that you get the flu vaccine?

INTERVIEWER INSTRUCTIONS:  
READ. ONLY ONE MENTION

Yes	1
No	0
(DO NOT READ) Valid skip/ Not applicable	7
(DO NOT READ) Don't know	8
(DO NOT READ) Refusal	9

**Single mention question**

[ASK ALL]

**ADTHLT\_050**

This flu season, have you had the flu?

INTERVIEWER INSTRUCTIONS:

If asked: "This flu season" means September 1, 2019 to now

If asked: flu refers to influenza, which is different from a stomach flu (i.e. gastrointestinal illness)

READ LIST. ONLY ONE MENTION

Yes, I had the flu	1	
I had something, but I'm not sure if it was the flu, or something else	2	
No, I did not have the flu	3	X
(DO NOT READ) Valid skip/ Not applicable	7	X
(DO NOT READ) Don't know	8	X
(DO NOT READ) Refusal	9	X

**Single mention question**

[ASK IF ADTHLT\_050=1]

**ADTHLT\_051**

Would you say that you had a severe, moderate or mild case of the flu?

INTERVIEWER INSTRUCTIONS:

Clarifications, if asked: A severe case might include hospitalization or pneumonia. A mild case might include sudden onset of high fever, chills, sore throat, cough or muscle pain.

DO NOT READ LIST. ONLY ONE MENTION

Severe case	1	
Moderate case	2	
Mild case	3	
Other, specify	6	X
(DO NOT READ) Valid skip/ Not applicable	7	X
(DO NOT READ) Don't know	8	X
(DO NOT READ) Refusal	9	X

**Single mention question**

[ASK ALL]

**ADTHLT\_060**

Not including this flu season, have you **ever** had the flu?

INTERVIEWER INSTRUCTIONS:

If asked: "This flu season" means September 1, 2019 to now

If asked: flu refers to influenza, which is different from a stomach flu (i.e. gastrointestinal illness).

READ LIST. ONLY ONE MENTION

Yes, I have had the flu	1	
I had something, but I'm not sure if it was the flu, or something else	2	
No, I have never had the flu	3	X
(DO NOT READ) Valid skip/ Not applicable	7	X
(DO NOT READ) Don't know	8	X
(DO NOT READ) Refusal	9	X

**Single mention question**

[ASK IF ADTHLT\_060=1]

**ADTHLT\_061**

Thinking about the worst flu you ever had, not including this flu season, would you say you had a severe, moderate or mild case of the flu?

INTERVIEWER INSTRUCTIONS:

Clarifications, if asked: A severe case might include hospitalization or pneumonia. A mild case might include sudden onset of high fever, chills, sore throat, cough or muscle pain.  
DO NOT READ LIST. ONLY ONE MENTION

Severe case	1	
Moderate case	2	
Mild case	3	
Other, specify	6	X
(DO NOT READ) Valid skip/ Not applicable	7	X
(DO NOT READ) Don't know	8	X
(DO NOT READ) Refusal	9	X

### Multiple mentions question

[ASK ALL]

### ADTINF\_010

If you wanted to keep up to date on all things about the flu vaccine, what or who would be the sources of information you would consult?

Note to the interviewers: **Do not Read**

Visiting your own family physician	1	
Consult a health professional (doctor, nurse, pharmacist, etc.)	2	
An alternative health practitioner (chiropractor, naturopath, osteopath, homeopath, etc.)	3	
A CLSC/Community Health Centre	4	
Directly at the hospital - at the emergency	5	
Through Info-Santé or Telehealth telephone lines, 811	6	
On the Internet -Google, websites or blogs about health	7	
On social media (Facebook, Twitter or other)	8	
Consulting brochures or pamphlets offered by Health Canada, Public Health Agency of Canada or the provincial/territorial ministry of health on the subject	9	
By consulting your family, friends or colleagues	10	
A local pharmacy	11	
Another source (please specify)	96	
DO NOT READ) Valid skip/ Not applicable	97	X
(DO NOT READ) Don't know	98	X
(DO NOT READ) Refusal	99	X

### Single mention question

[ASK ALL]

#### ADTINF\_020

Do you trust each of the following sources to provide you with adequate information about the flu vaccine?

Your own family physician	1
Health professionals (nurses, doctors, pharmacists)	2
Alternative health practitioners such as: chiropractors, naturopath and homeopath)	3
Info-Santé telephone lines, Telehealth, 811	4
Internet (Google, websites or blogs about health)	5
Personal testimonies read on the web or social media	6
Health Canada or Public Health Agency of Canada	7
Your family, friends or colleagues	8

[COLUMNS]

Yes	1
No	2
(DO NOT READ) Valid skip/ Not applicable	97
(DO NOT READ) Don't know	98
(DO NOT READ) Refusal	99

### Single mention question

[ASK ALL]

#### ADTINF\_030

Have you seen or read anything about the flu vaccine on the Internet or social media lately?

Yes	1	
No	2	
(DO NOT READ) Valid skip/ Not applicable	97	X
(DO NOT READ) Don't know	98	
(DO NOT READ) Refusal	99	

### Multiple mentions question

[ASK IF ADTINF\_030=1]

#### ADTINF\_031

What have you seen or read about the flu vaccine on the Internet or social media lately?

Note to the interviewers: **Do not read** – Multiple answers

The benefits of getting vaccinated	1	
Reasons to get vaccinated	2	
Reasons for not getting vaccinated	3	
Risks associated with vaccination	4	
Advertising campaigns on vaccination	5	
Places to get vaccinated	6	
Other (please specify)	96	
(DO NOT READ) Valid skip/ Not applicable	97	X
(DO NOT READ) Don't know	98	
(DO NOT READ) Refusal	99	

### Simple mentions question

[ASK IF ADTINF\_030=1]

#### ADTINF\_032

How has the information you saw or read on the Internet or social media influenced your view about the flu vaccine?

You trust the flu vaccine much more than before	1	
You trust the flu vaccine somewhat more than before	2	
Your opinion of the flu vaccine has not changed	3	
You are more concerned about the flu vaccine than before	4	
You are much more concerned about the flu vaccine than before	5	
(DO NOT READ) Valid skip/ Not applicable	97	X
(DO NOT READ) Don't know	98	
(DO NOT READ) Refusal	99	

### Section info

#### QSQCTDEMO

INTERVIEWER SCRIPT:

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

### Single mention question

#### Scola

[ASK ALL]

[ORDRE DE LA LISTE : En ordre]

#### ADTDEM\_040

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

INTERVIEWER INSTRUCTIONS: (DO NOT READ LIST. ONLY ONE ANSWER)

Grade 8 or less	01
Some high school	02
High School diploma or equivalent	03
Registered Apprenticeship or other trades certificate or diploma	04
College, CEGEP or other non-university certificate or diploma	05
University certificate or diploma below bachelor's level	06
Bachelor's degree	07
Post graduate degree above bachelor's level	08
(DO NOT READ) Valid skip / Not applicable	97
(DO NOT READ) Don't know	98
(DO NOT READ) Refusal	99

### Single mention question

#### Reven

[ASK ALL]

[LIST ORDER : IN ORDER]

#### ADTDEM\_050

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 INSTRUCTIONS: (READ LIST UP TO CATEGORY THAT RESPONDENT SELECTS. ONE MENTION POSSIBLE.)

...Under \$20,000	01
... \$20,000 to \$39,999	02
... \$40,000 to \$59,999	03
... \$60,000 to \$79,999	04
... \$80,000 to \$99,999	05
... \$100,000 to \$149,999	06
...\$150,000 and above	07
(DO NOT READ) Valid skip / Not applicable	97
(DO NOT READ) Don't know	98
(DO NOT READ) Refusal	99

### Simple mention question

[ASK ALL]

#### ADTDEM\_060

Were you born in Canada?

INTERVIEWER INSTRUCTIONS: (DO NOT READ LIST. ONLY ONE MENTION)

Yes	1
No	0
(DO NOT READ) Valid skip / Not applicable	7
(DO NOT READ) Don't know	8



(DO NOT READ) Refusal

9

**Simple mention -open**

[ASK IF ADTDEM\_060=0]

**ADTDEM\_070**

In which country were you born?

INTERVIEWER INSTRUCTIONS: (DO NOT READ LIST. ONLY ONE MENTION)

China	156
France	250
Germany	276
Greece	300
Guyana	328
Hong Kong	344
India	356
Iran	364
Italy	380
Jamaica	388
Lebanon	422
Netherlands	528
Pakistan	586
Philippines	608
Poland	616
Portugal	620
Romania	642
Korea, Republic of (South Korea)	410
Sri Lanka	144
Taiwan	158
Trinidad and Tobago	780
United Kingdom	826
United States	840
Vietnam	704
Algeria	012
Belgium	056
Colombia	170
Afghanistan	004
Bangladesh	050
Turkey	792
Ukraine	804
Other; specify	996
(DO NOT READ) Valid skip/ Not applicable	997
(DO NOT READ) Don't know	998
(DO NOT READ) Refusal	999

**Numerical question**

[ASK IF ADTDEM\_060=0]

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

**ADTDEM\_080**

How many years have you been living in Canada?

INTERVIEWER INSTRUCTIONS: (RECORD NUMBER OF YEARS.)

Record number of years:	XXX
(DO NOT READ) Valid skip/ Not applicable	997
(DO NOT READ) Don't know	998
(DO NOT READ) Refusal	999

**Thank you for your participation.**