



# National Immunization Awareness Week Survey

## Topline Results

Montréal

Québec

Edmonton

Toronto

Calgary

Philadelphie

New York

## Method

- ▶ This study was conducted with 1,600 adult Canadians.
- ▶ With a sample of 1,600, results can be considered accurate to within 2.5% 19 times out of 20.
- ▶ Surveys were conducted between April 2 and April 8<sup>th</sup>, 2008.

# Summary of Finding

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## **Most Assume they are Protected when Perhaps they are Not**

- ▶ **Most Canadians are aware of the seriousness of vaccine-preventable diseases.**
- ▶ **Only one-in-ten Canadians know that their immunizations are not up-to-date, while one-fifth are not sure. Two-thirds feel they are completely protected.**
- ▶ **However, most feel that their immunizations are checked annually at their physical. Those who know their immunizations are not up-to-date say the reason is that the doctor has not mentioned it, or they are not sure what they need. It is possible that if a doctor does not mention immunizations, people will assume that they are protected when perhaps they are not.**
- ▶ **Likewise, most people expect to get their immunizations at the doctors office.**

# Results in Detail

Montréal

Québec

Edmonton

Toronto

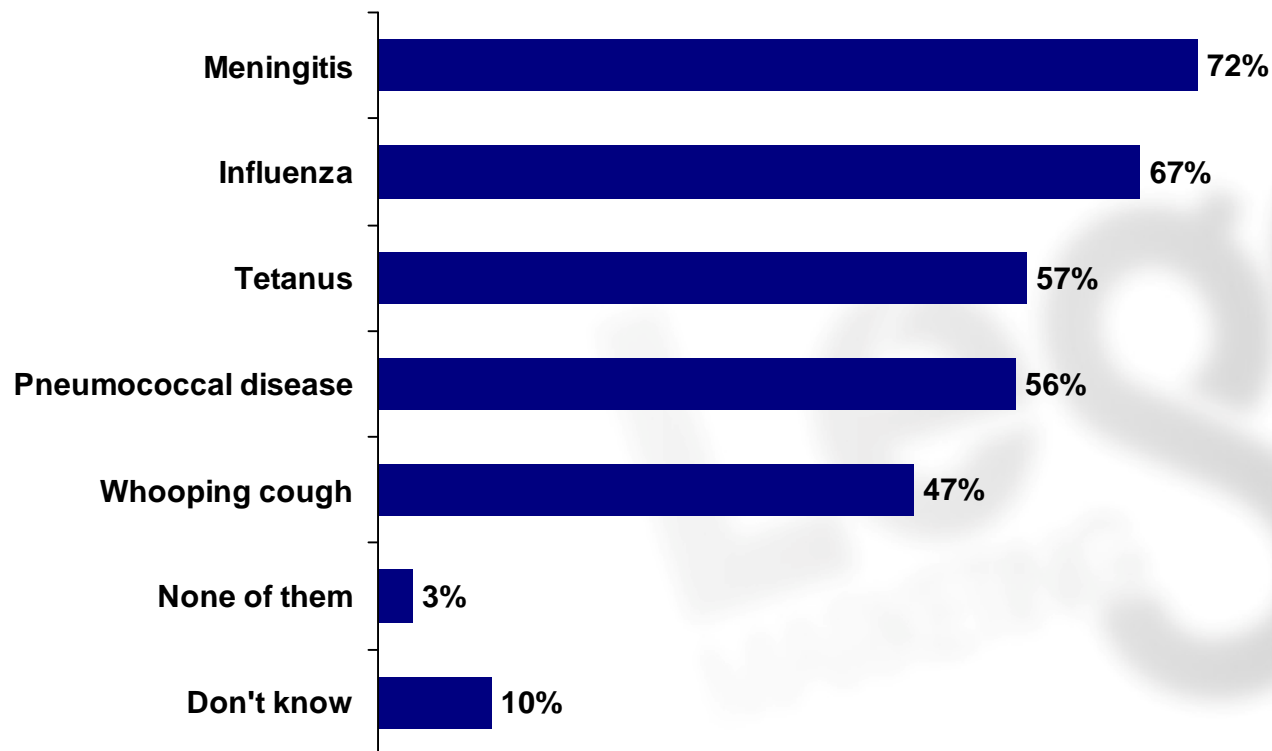
Calgary

Philadelphie

New York

# Canadians are Aware of the Seriousness of Diseases

- ▶ Meningitis and Influenza have the highest awareness of a vaccine-preventable disease that can cause serious illness or death in adults. More than half are also aware that Tetanus and Pneumococcal disease can do the same, while 47% feel Whooping cough is this serious.
- ▶ Women are more likely to cite the seriousness of Meningitis, Pneumococcal disease and Whooping cough than are men.



Q1. Which, if any, of the following vaccine-preventable diseases can cause severe illness or death in adults?  
Base: Total Respondents n= 1600

## Across Regions Canadians are aware of the Seriousness of Diseases

- ▶ While people in Quebec are more likely to assume that Whooping Cough (56%) can cause severe illness or death in adults, are at the same time less likely to assume that Influenza (48%) can cause severe illness or death, when compared to other regions across Canada.

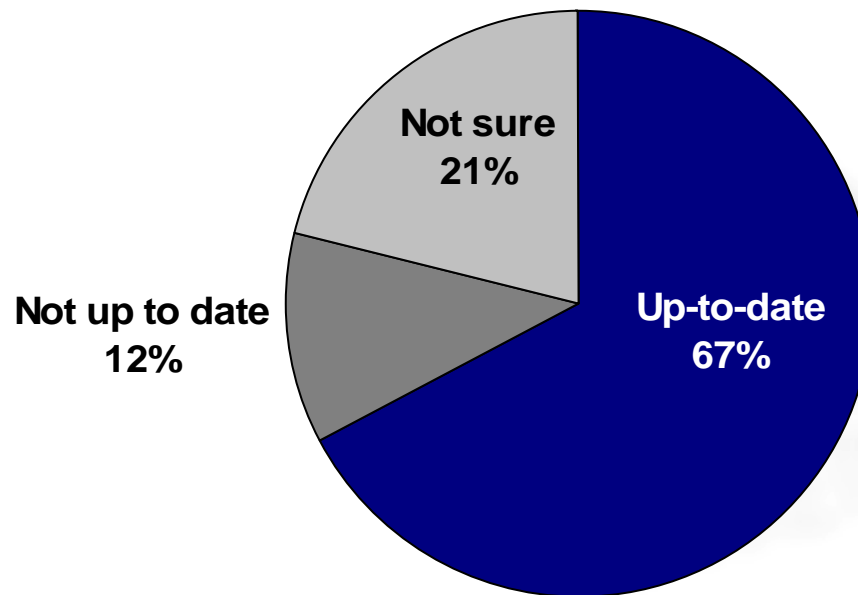
	Atlantic	Quebec	Ontario	Prairies	Alberta	British Columbia
Meningitis	71%	75%	72%	69%	72%	70%
Influenza	69%	48%	74%	68%	72%	75%
Tetanus	47%	54%	60%	59%	60%	60%
Pneumococcal disease	56%	52%	57%	57%	60%	63%
Whooping Cough	45%	56%	42%	40%	48%	49%
None of them	5%	3%	3%	2%	1%	3%
Don't Know/ Refused	9%	7%	12%	12%	14%	9%

Q1. Which, if any, of the following vaccine-preventable diseases can cause severe illness or death in adults? Base: Total Respondents n=1600

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## Immunizations are Not Up-To-Date for One-Third

- ▶ While two-thirds do say their immunizations are up-to-date, one third either say they are not, or that they are not sure.
- ▶ Canadians in the 25 to 34 year old age category are at most risk, with 41% not having up-to-date immunizations. Also, those with a lower income (household of less than \$60,000 per year) are more at risk (40%).



Q2. Are your personal immunizations up-to-date? Base: Total Respondents n=1600

Montréal

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Edmonton

Toronto

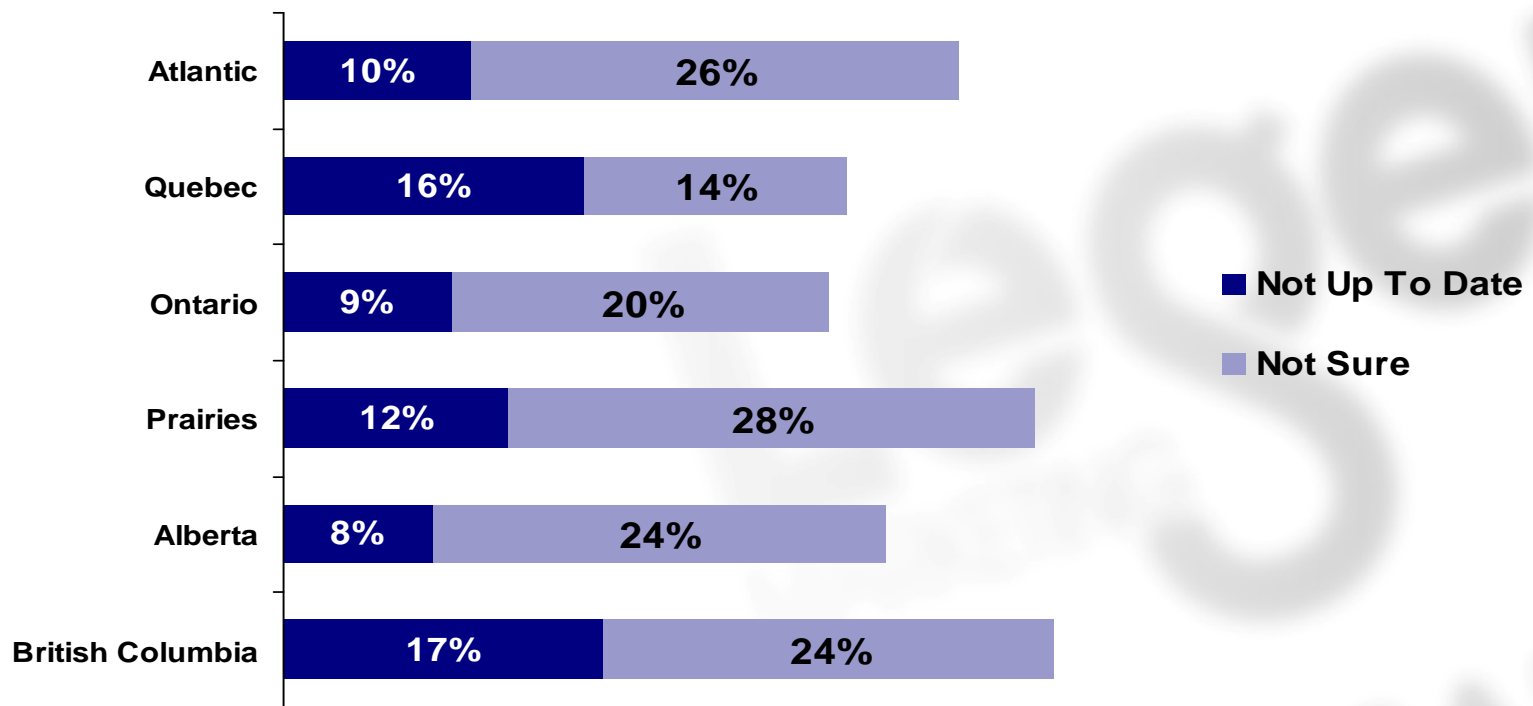
Calgary

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## Those in B.C and Quebec are Not Up-To- Date while those in the Prairies are Not Sure

- ▶ People from B.C (17%) and Quebec (16%) are more likely to admit that their personal immunizations are not up- to- date.
- ▶ People in the Prairies are more likely to admit that they are unsure if they are up- to- date with their personal immunizations (28%).



Q2. Are your personal immunizations up-to-date? Base: Total Respondents n=1600

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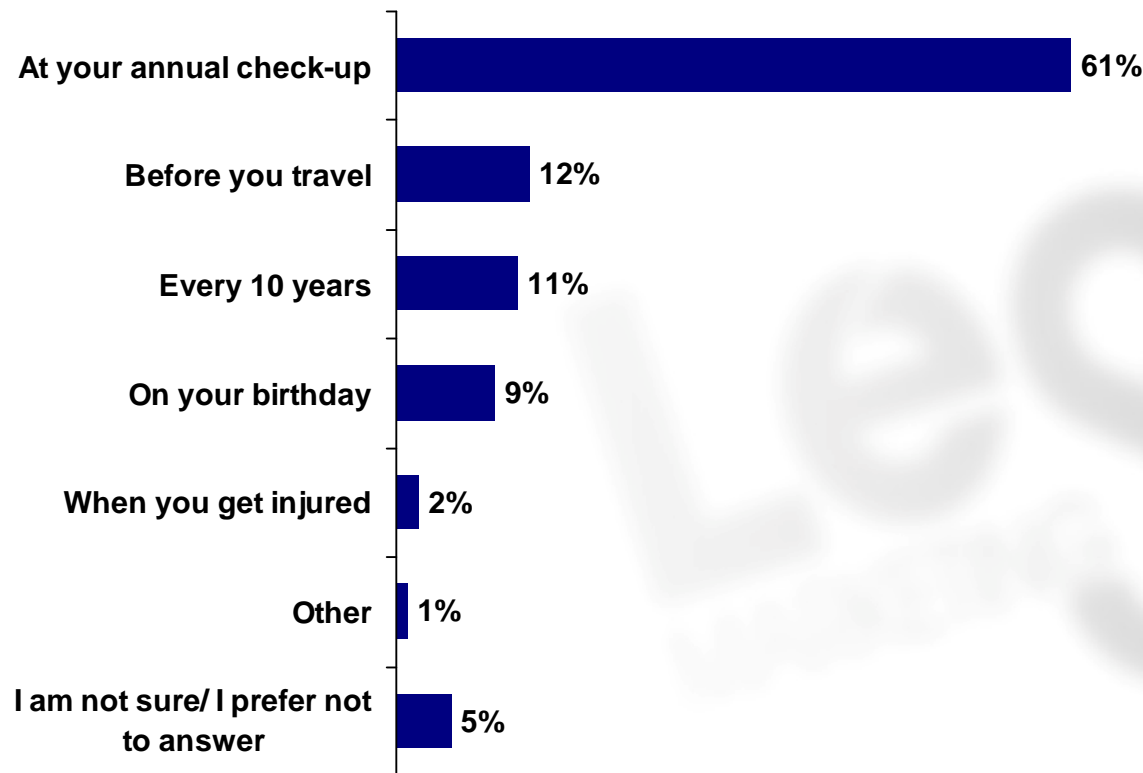
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## Most Feel Immunizations are Reviewed Annually

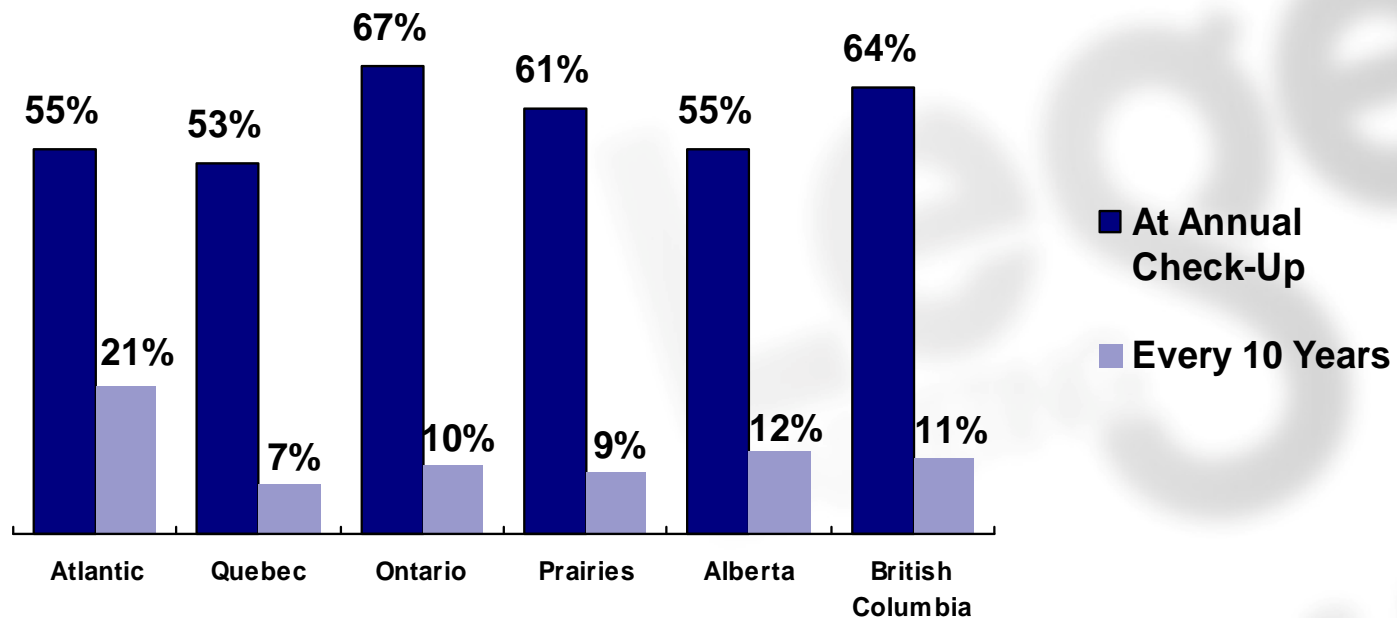
- ▶ While people feel they are properly immunized, only one-in-ten were aware that their immunization record needed to be reviewed every ten years. Most felt this would happen at their annual check up.
- ▶ Those 18 to 24 years of age are least aware of it (4%).



Q5. When do you think is the best time to review your immunization record? Would it be... Base: Total Respondents n=1600

## Those in Ontario Feel Immunizations should be Reviewed Annually

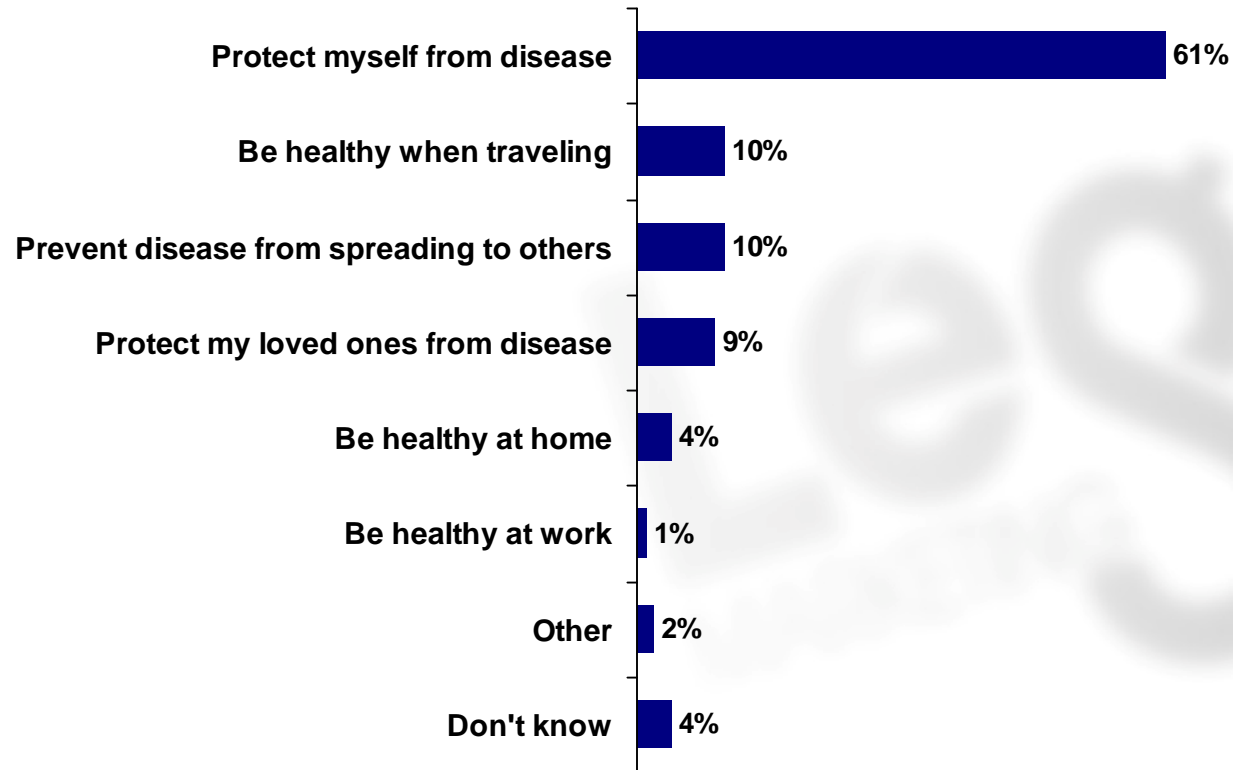
- ▶ Most people in Ontario feel that at their annual check-up is the best time to review their immunization records (67%), when compared to other regions.
- ▶ People in the Maritimes are more aware of the 10 year check up (21%) than people in other regions.



Q5. When do you think is the best time to review your immunization record? Would it be... Base: Total Respondents n=1600

## Protecting Themselves the Primary Motivation

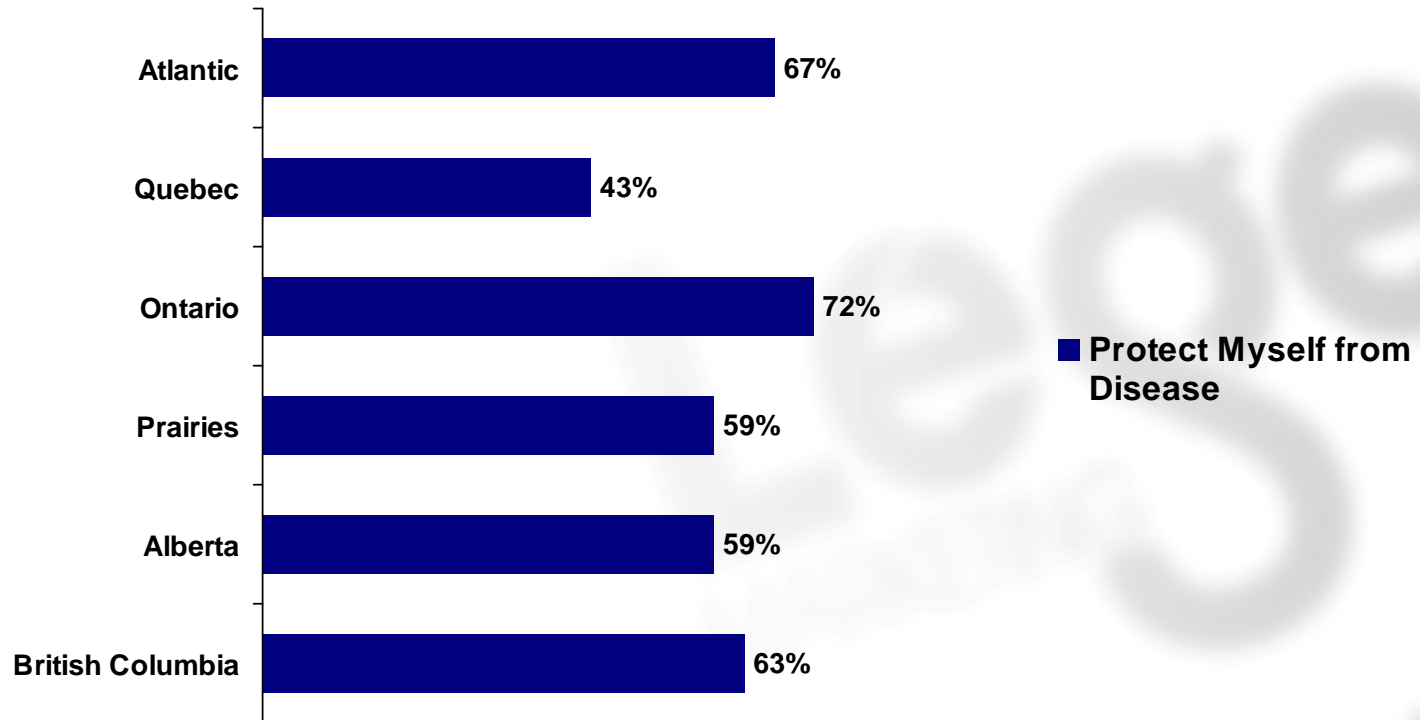
- ▶ When asked for the *main* motivation for being immunized, protecting themselves from disease is the paramount reason. Even those with children are much more likely to say protecting themselves as the primary reason, and interestingly not to protect their loved ones (14%).



Q4A. What do you think would be the main motivation for keeping your immunizations up-to-date? Base: Total Respondents n=1600

# Quebecers less likely to say Protecting Themselves is Primary Motivation

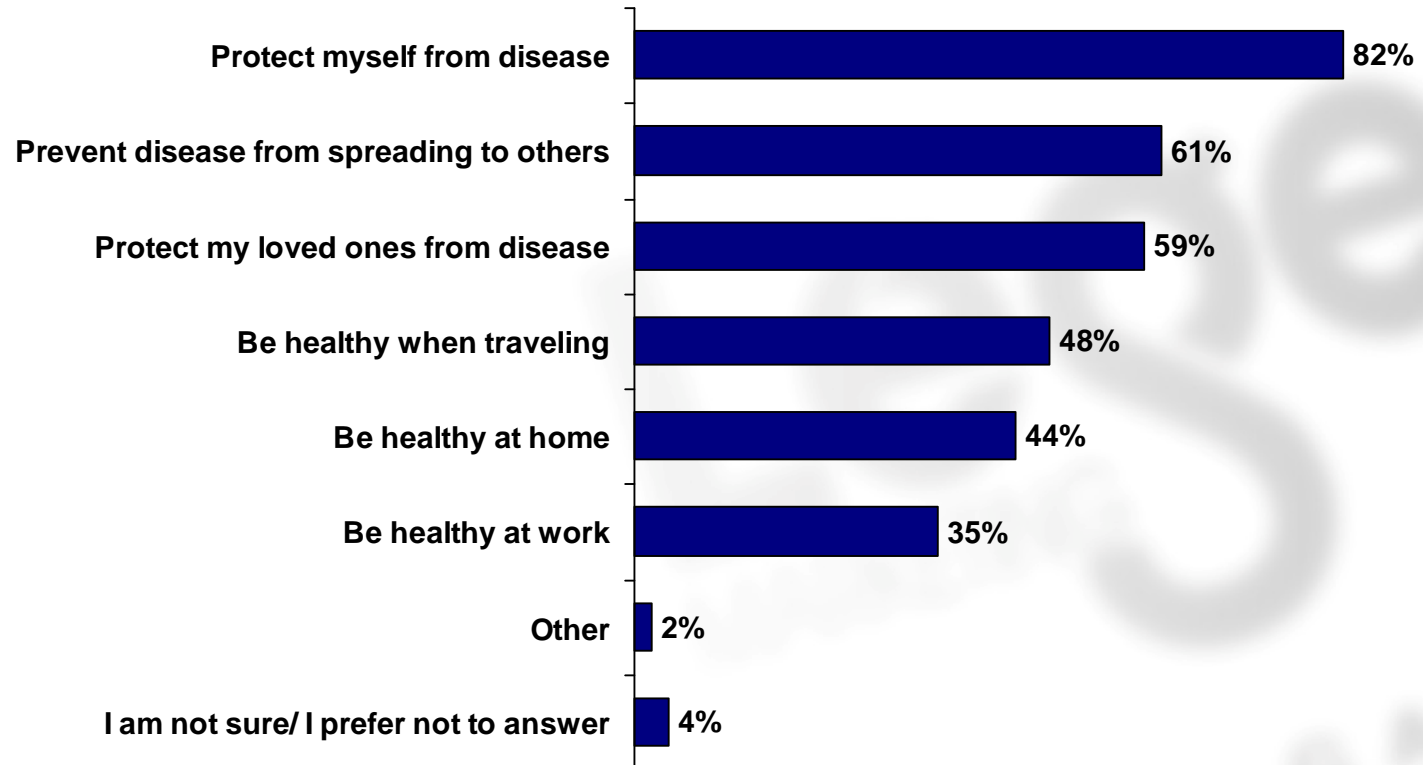
- ▶ Quebecers are less likely to say they would get immunized to protect themselves, but are more likely to say it is to be healthy when travelling.



Q4A. What do you think would be the main motivation for keeping your immunizations up-to-date? Base: Total Respondents n=1600

## Protecting Others is a Secondary Motivation

- ▶ When asked to choose all factors that would motivate them to get their immunizations, protecting themselves remained paramount, with more people offering the protection of others as a secondary motivation.
- ▶ While protecting loved ones is more of a motivation to those with kids (69%), one-third of parents still did not choose this option as a motivating factor.



Q4B. Are there any other motivations? Base: Total Respondents n=1600

## Protecting Others is a Secondary Motivation for those in the Maritimes, Ontario and British Columbia

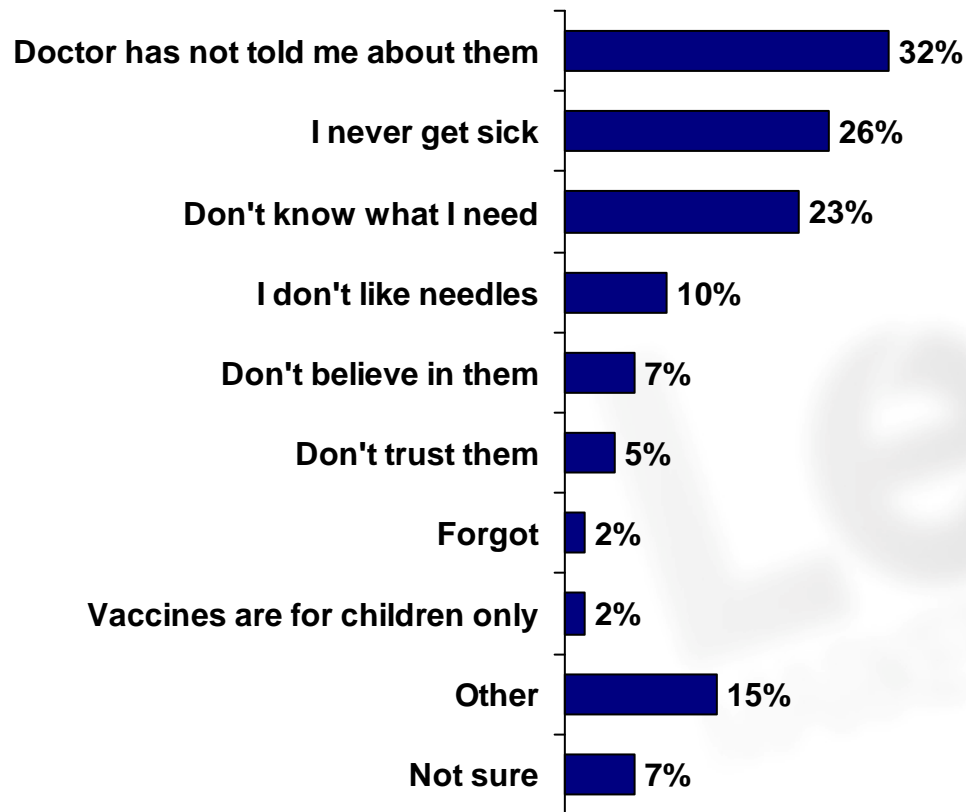
- ▶ People especially in the Maritimes (66%), Ontario (65%) and British Columbia (67%) feel that Protecting Others is a secondary motivation for getting immunized.

	Atlantic	Quebec	Ontario	Prairies	Alberta	British Columbia
Protect myself from disease	90%	67%	88%	81%	85%	86%
Prevent disease spreading to others	66%	50%	65%	58%	59%	67%
Protect my loved ones from disease	63%	51%	63%	61%	54%	65%
Be healthy when traveling	36%	39%	50%	47%	53%	61%
Be healthy at home	39%	33%	46%	46%	53%	58%
Be healthy at work	29%	25%	37%	36%	41%	47%
Other	2%	2%	2%	1%	2%	1%
Don't Know/ Refused	2%	5%	4%	8%	4%	3%

Q4B. Are there any other motivations? Base: Total Respondents n=1600

## Some Unsure What Immunizations they Need

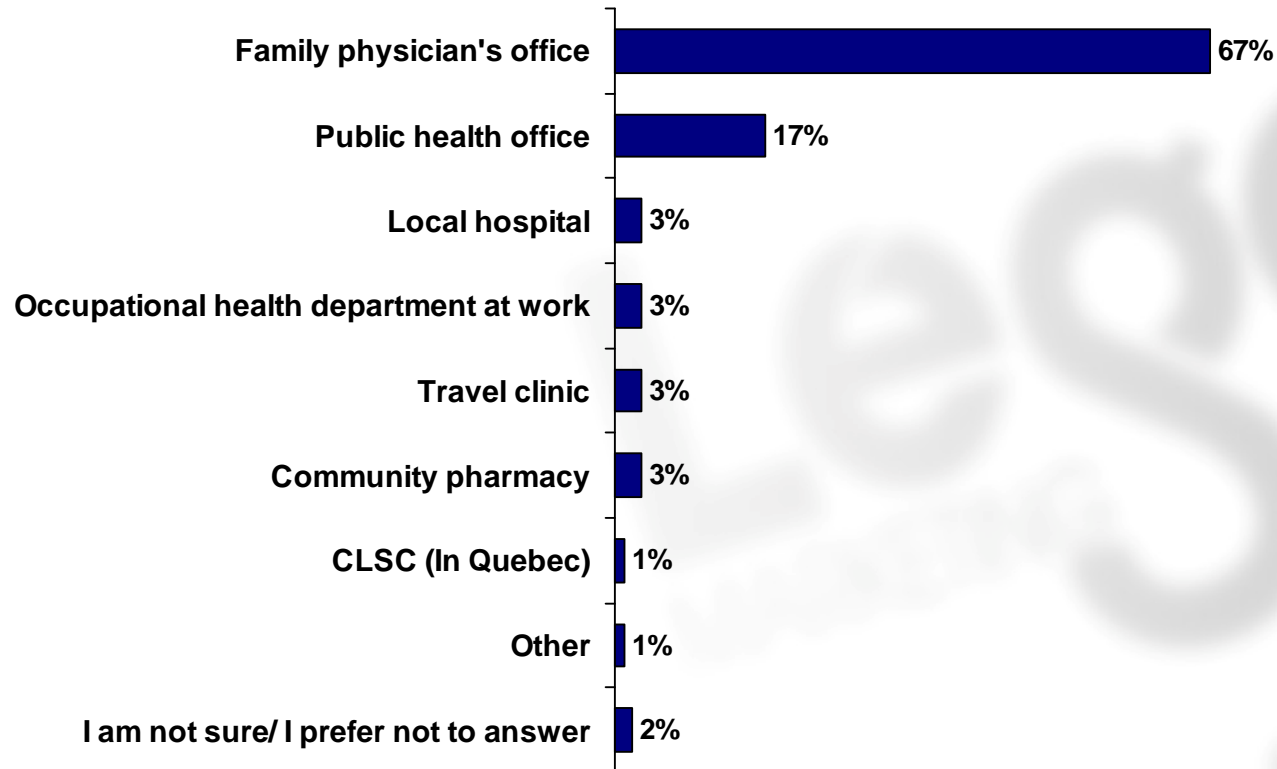
- ▶ Those who's immunizations are not up-to-date are likely to feel uninformed, saying the doctor has not told them, or they don't know what they need.



Q3. For which of the following reasons are your immunizations not currently up-to-date? Base: Those who's immunizations are not up-to-date n= 190

# Doctor's Office Most Popular for Immunizations

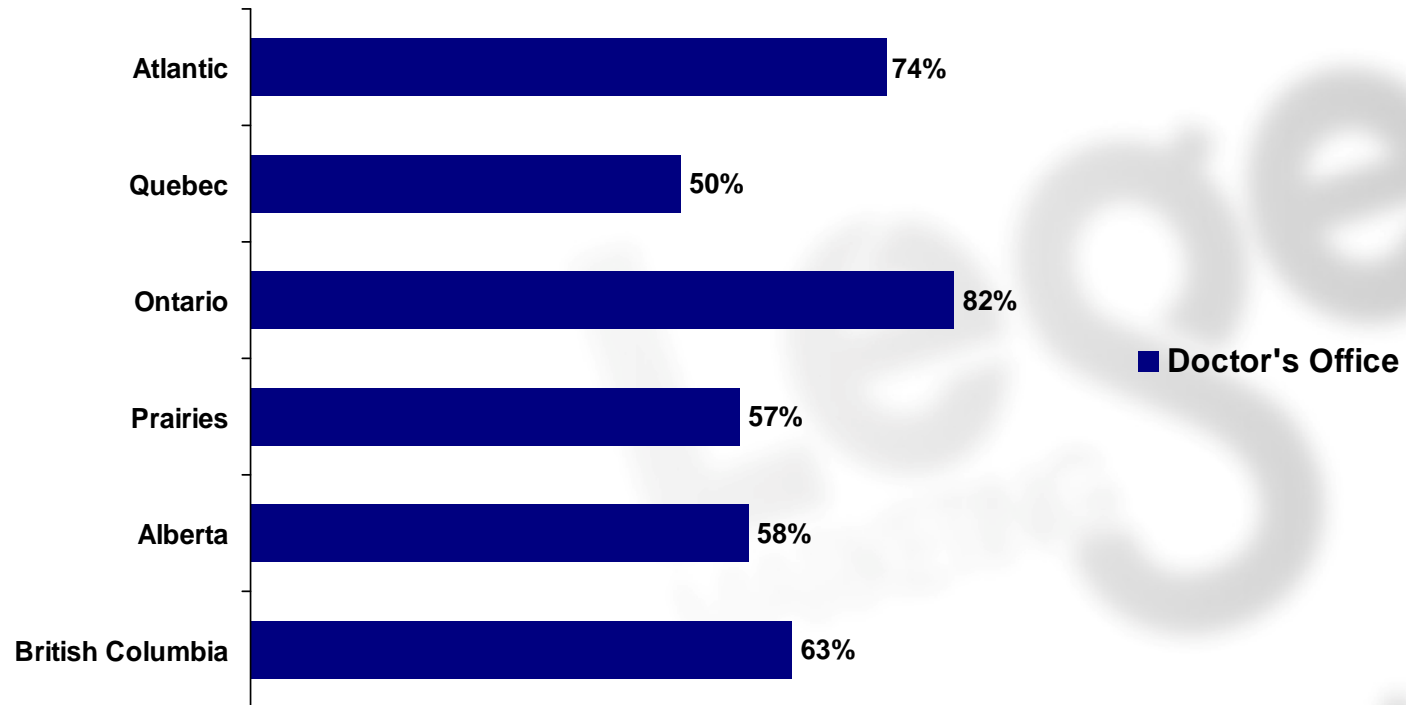
- ▶ When asked to choose one location, most people wanted to receive immunizations at their doctor's office, although one-fifth mentioned a public health office.
- ▶ Those in the 25 to 34 age category (58%) and male (63%) are less likely to say a doctors office.



Q6A. At which healthcare location/site would you most prefer to receive immunizations? Base: Total Respondents n=1600

## Across Regions Doctor's Office Most Popular for Immunizations, except for Quebec

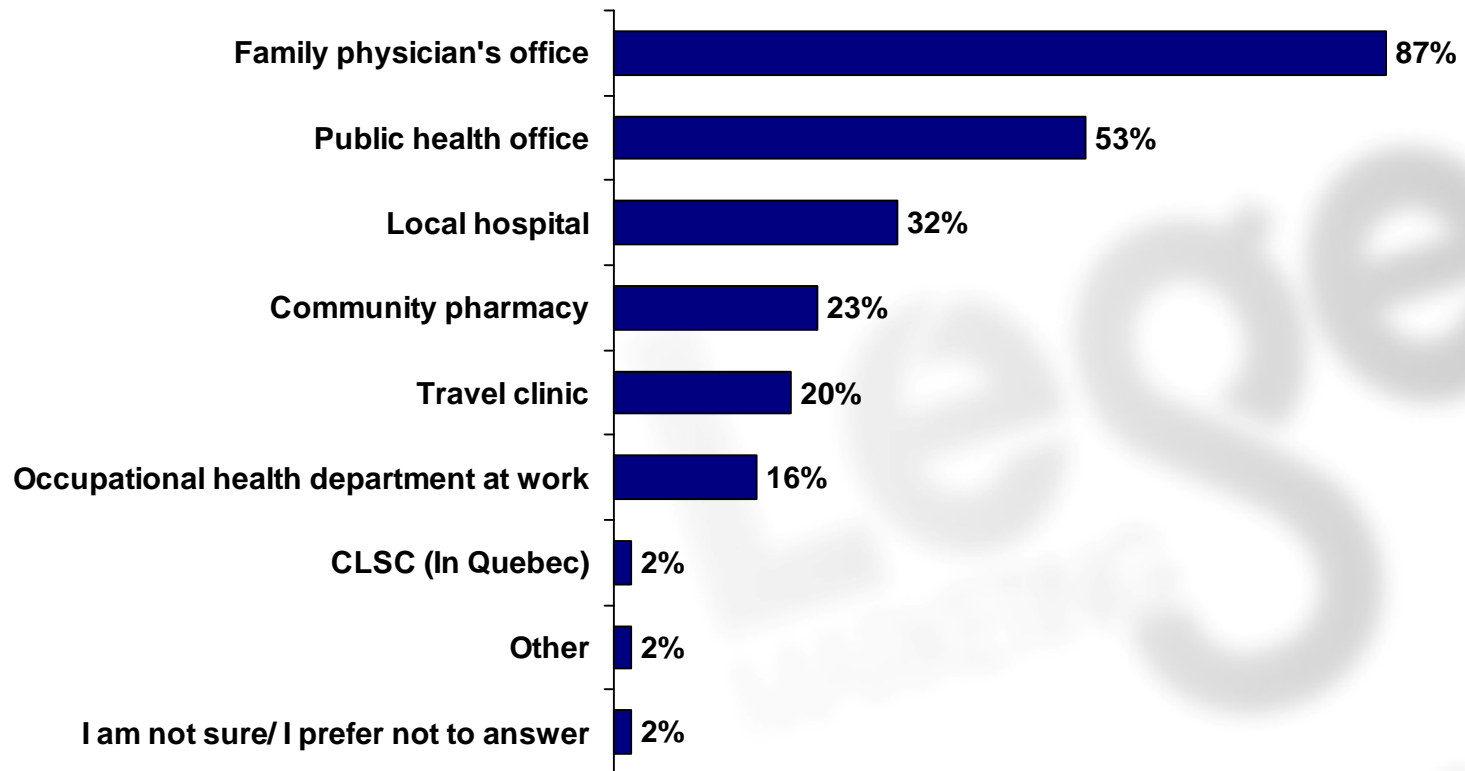
- ▶ While people in Ontario (82%), the Maritimes (74%) and British Columbia (63%) indicated family physician's office as the most popular choice for immunizations, people in Quebec (50%) were less likely to agree, and more likely to choose local hospitals (8%) or travel clinics (6%).



Q6A. At which healthcare location/site would you most prefer to receive immunizations? Base: Total Respondents n=1600

## Secondary Locations: Public Health and Hospitals

- ▶ When asked for all locations they might want to receive immunizations, a doctor's office remains top-of-mind, followed by a public health office or local hospital.



Q6B. Are there any other locations you would want to receive immunizations? (Total Mentions) Base: Total respondent n=1600

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