

CANADIAN PRESS / LEGER MARKETING

How Canadians Feel About The Flu and Vaccinations

Report



1.0 Study Highlights

- A great majority of Canadians are in favour of vaccination.

Question : *Generally-speaking, are you in FAVOUR or AGAINST vaccinations?*

n=1502	In favour	Against	Don't know
Canada	87%	9%	4%

- Over half of Canadians have never had the flu vaccine.

Question : *Have you already had or do you plan on getting the flu vaccine this year?*

n=1502		
YES, has already had it		21%
YES, plans to get it		21%
NO, hasn't had it and doesn't plan on getting it		56%
Canada		2%

- Canadians are very aware of the West Nile virus.

Question : *Have you heard of the West Nile virus?*

n=1502	YES	NO
Canada	85%	15%

- Nearly half of Canadians have taken preventative measures against the West Nile virus

Question : *Have you taken certain preventative measures such as avoiding areas with mosquitoes or wearing mosquito repellent or have you made sure that members of your household took them?*

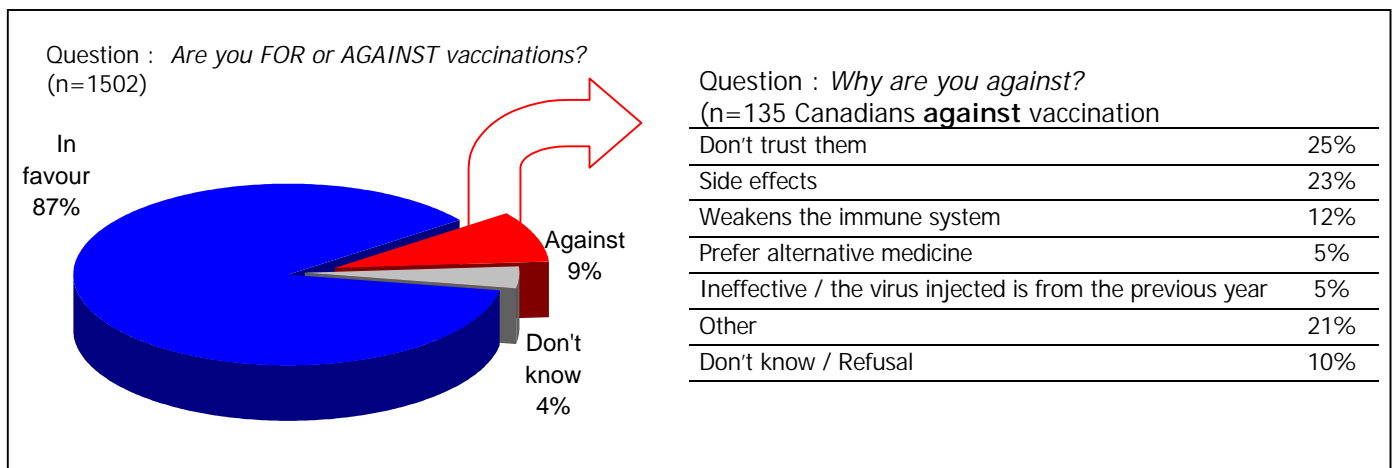
n=1502	YES	NO	Don't know / Refusal
Canada	48%	51%	1%

2. Results

2.1 A great majority of Canadians are in favour of vaccination

87% of Canadians are in favour of vaccination, whereas 9% are against.

Distrust (25%), fear of side effects (23%) and the fact that the vaccine weakens the immune system (12%) were the reasons most often cited for being against vaccination.



2.2 Over half of Canadians have never had the flu vaccine

56% of Canadians have never been vaccinated against the flu, while 21% have. In addition, 21% of Canadians plan on being vaccinated this year.

88% of 18-34 year olds, 85% of Quebecers, and 85% of manual workers have never been vaccinated against the flu.

38% of those over 55 years of age, 41% of retirees, and 30% of those outside the labour force are among those who have previously been vaccinated. In addition, 25% of Ontarians claim to have been vaccinated compared to only 15% of Quebecers.

26% of Ontarians and 30% of Maritimers will be vaccinated for the first time this year compared to 20% of Quebecers and 15% of Canadians living west of Ontario.

Question : *Have you already had or do you plan on getting the flu vaccine this year?*

n=1502	YES, has already had it	YES, plans to get it this year	NO, hasn't had it and doesn't plan on getting it.	Don't know / Refusal
Atlantic Provinces	17%	30%	52%	1%
Quebec	15%	20%	65%	0%
Ontario	25%	26%	47%	2%
Prairies	26%	15%	57%	2%
Alberta	25%	16%	58%	1%
British Columbia	19%	15%	63%	3%
Canada	21%	21%	56%	2%

2.3 Canadians are very aware of the West Nile virus

85% of Canadians are aware of the existence of the West Nile virus, while 15% have never heard of it.

25% of 18-24 year olds and 27% of allophones are among those who have never heard of the West Nile virus.

Question : *Have you heard of the West Nile virus?*

n=1502	YES	NO
Mother Tongue :		
French	91%	9%
English	85%	14%
Other	72%	27%
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Atlantic Provinces	79%	21%
Quebec	89%	11%
Ontario	86%	13%
Prairies	86%	14%
Alberta	79%	21%
British Columbia	79%	20%
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Canada	85%	15%

It should be noted that 75% of those who have heard about the virus feel it will be even more dangerous next Spring, whereas 16% do not share this fear.

Question : *Do you think Canadians will still be in danger from the West Nile virus next Spring?*

n=1273 Canadians who have heard about the West Nile virus	YES	NO	Don't know
Atlantic Provinces	76%	14%	10%
Quebec	74%	17%	9%
Ontario	77%	14%	9%
Prairies	85%	10%	5%
Alberta	80%	13%	7%
British Columbia	61%	24%	14%
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Canada	75%	16%	9%

2.4 Nearly half of Canadians have taken preventative measures against the West Nile virus

Nearly half of Canadians (48%) have taken or have made family members take such preventative measures against the virus as avoiding areas with mosquitoes, wearing insect repellent, etc. However, 51% have taken no such precautions.

61% of those who are against vaccination have not taken any preventative measures against the West Nile virus, whereas 56% of those who have been vaccinated have taken precautions.

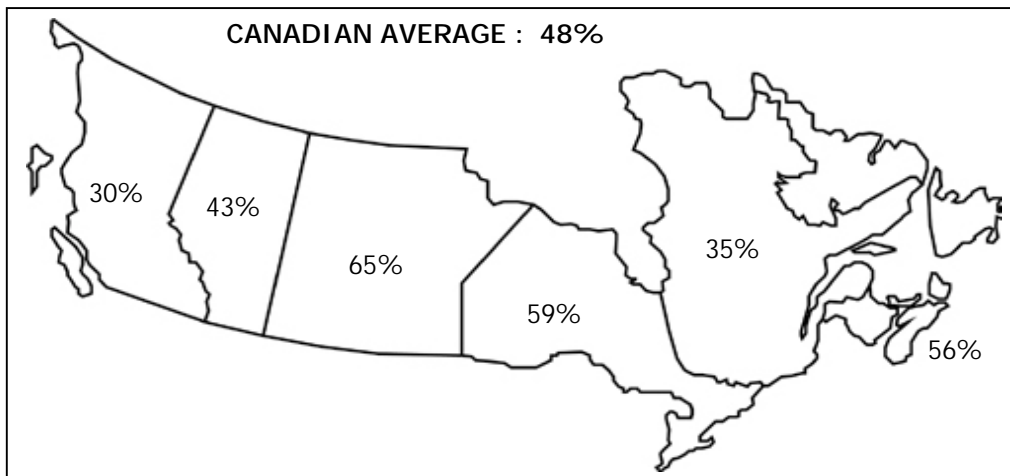
The virus is taken more seriously by 56% of women, 55% of 35-44 year olds, 59% of homemakers, 59% of Ontarians, and 65% of Prairie residents.

Men (60%), Quebeckers (65%), and British Columbians (69%) were among those who did not take any preventative measures.

Question : *Have you taken certain preventative measures such as avoiding areas with mosquitoes or wearing mosquito repellent or have you made sure that members of your household took them?*

n=1273 Canadians who have heard about the West Nile virus	YES	NO	Don't know / Refusal
Mother Tongue :			
French	35%	65%	0%
English	51%	48%	1%
Other	58%	41%	1%
Atlantic Provinces	56%	43%	1%
Quebec	35%	65%	0%
Ontario	59%	40%	1%
Prairies	65%	34%	1%
Alberta	43%	57%	0%
British Columbia	30%	69%	1%
Canada	48%	51%	1%

Proportion of Canadians who have taken preventative measures against the West Nile virus



3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1502 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between November 6 and November 10, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1502 respondents is of ± 2.5 , 19 times out of 20.