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Seasonal Influenza Vaccination Coverage Survey, 2019–2020

Executive Summary

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Prepared By: Leger

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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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