



Immunization Awareness Study

Final Results

Montréal

Québec

Edmonton

Toronto

Calgary

Philadelphie

New York

Method

- ▶ Research was conducted to explore Canadians awareness and behaviours towards immunizations in general and the Tetanus and whooping cough immunizations in particular.
- ▶ An online survey was conducted with 1,501 adult Canadians.
- ▶ With a sample of 1,501, results can be considered accurate to within 2.3% 19 times out of 20.
- ▶ Surveys were conducted between April 11th and April 17th, 2008.

Summary of Finding

Canadians Aware of Immunization Need – But Do Not Take Action

- ▶ **The majority of Canadians know that their immunization to diseases wanes as they age, and understand the need for boosters, particularly in the case of Tetanus and Influenza.**
- ▶ **However, most have not talked to their doctor about immunizations in the past five years.**
- ▶ **Those who have been immunized say they have to be proactive with this issue, doctors rarely start a conversation about immunizations.**

Aware of Tetanus But Not Of Its Prevalence

- ▶ **The majority of Canadians are aware of the Tetanus immunization, and say they have received this immunization at some point in their lives, usually after an injury.**
- ▶ **Despite this, less than half think they are currently protected.**
- ▶ **While the vast majority take part in activities that put them at risk of contracting Tetanus, most feel the bacteria is found only in rusty nails. Fewer are aware it can be found in soil, animal feces or dust.**

Pertussis and its Vaccine Unknown

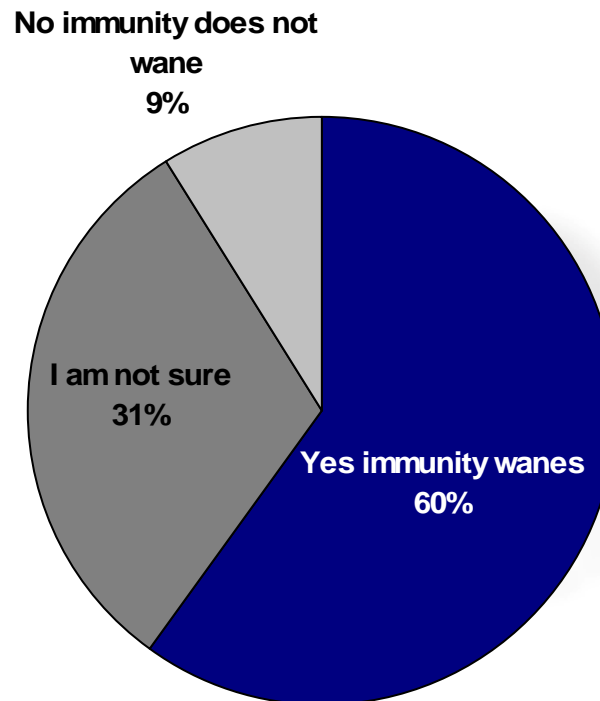
- ▶ **While the majority know that adults can catch whooping cough, few know its true name is pertussis.**
- ▶ **Canadians are less likely to believe that adults need to be vaccinated against whooping cough or Diphtheria than against Tetanus or Influenza.**
- ▶ **The vaccine which protects adults against whooping cough, Diphtheria and Tetanus is unknown.**

Results in Detail

General Immunization Behaviours

Canadians Know They Need Boosters

- ▶ While 60% believes that as they age, their immunity against certain diseases wanes and boosters may be required, two-fifths either do not think this is true, or are not sure.
- ▶ Not surprisingly, those who have talked to their doctor about immunizations are more likely to think this is true.

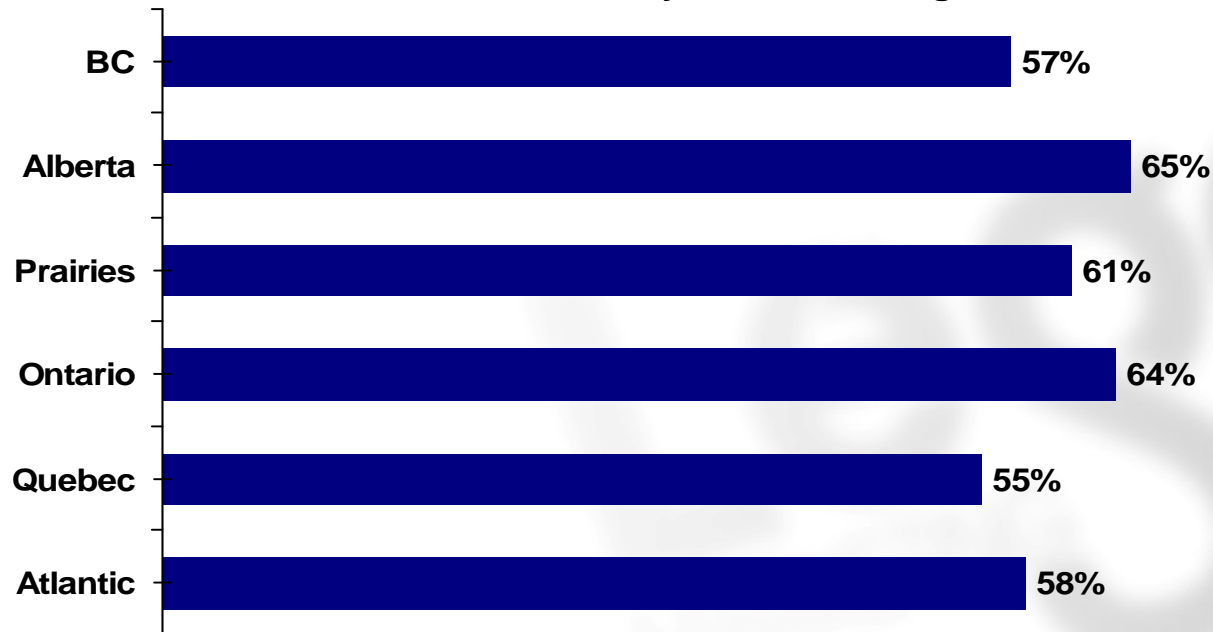


3. Please answer True or False to the following statement: As we age, our immunity against certain diseases wanes and a booster may be required. Base: Total Respondents n= 1501

Awareness of Boosters Similar Across Canada

- ▶ More than half of adults across Canada believe that their immunity to diseases wanes as they age, and booster may be required.
- ▶ Those in Ontario are significantly more likely than those in Quebec to think this is true.

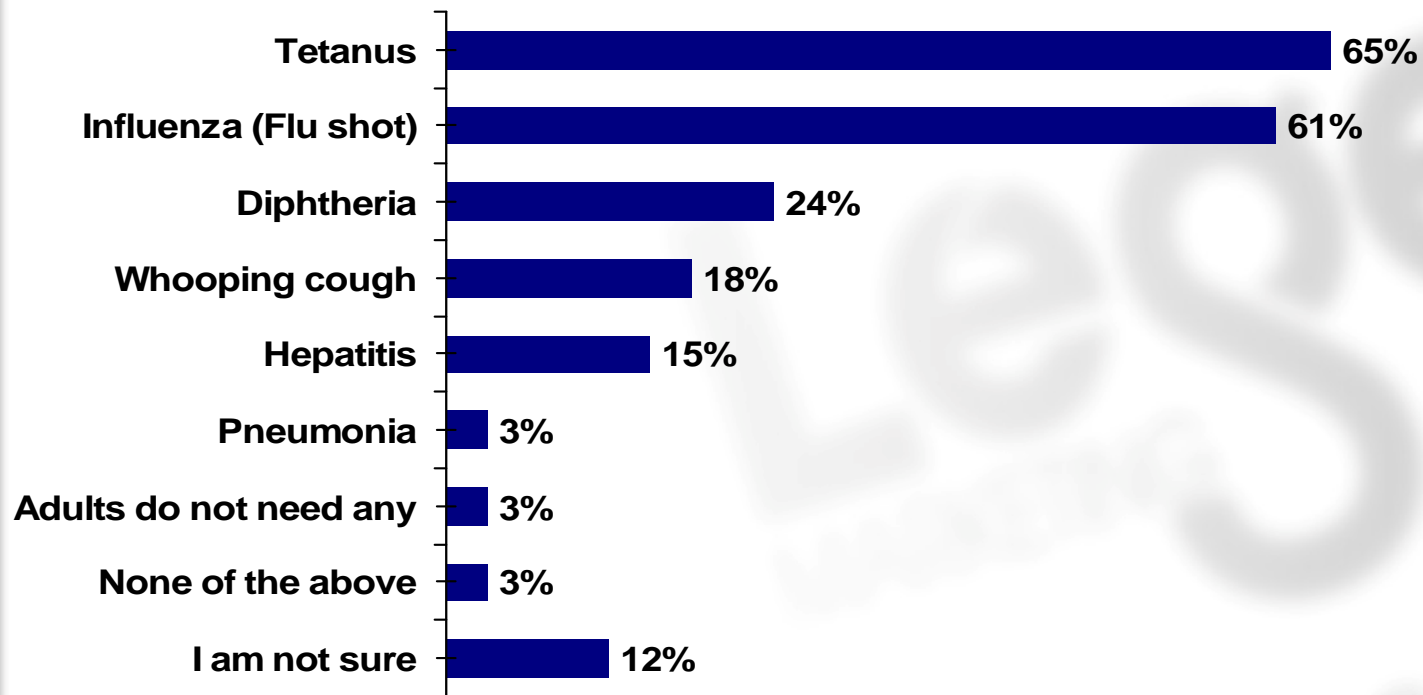
% Aware their Immunity Wanes with Age



3. Please answer True or False to the following statement: As we age, our immunity against certain diseases wanes and a booster may be required. Base: BC n=199, AB n=153, Prairies n=98, Ontario n=575, Quebec n=365, Atlantic n=111

Most Aware Some Vaccines Important to Adults

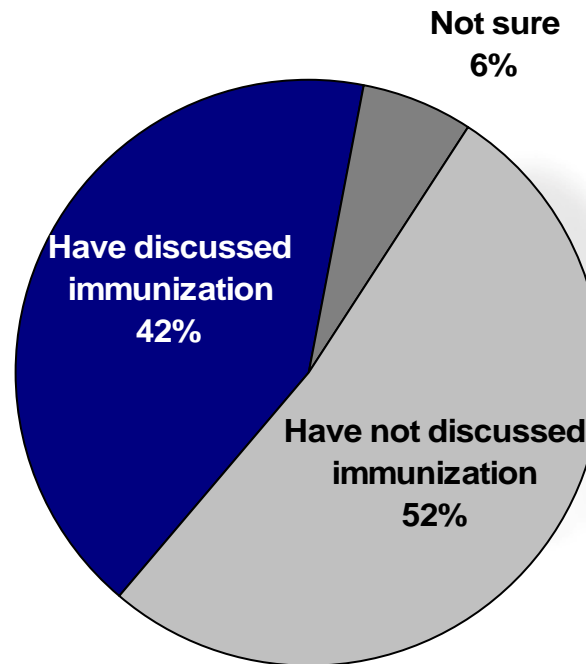
- ▶ Most Canadians are aware that it is important for adults to receive some vaccines, with Tetanus and Influenza being most prevalent. Less than one-quarter are aware that adults need immunizations for Diphtheria or Whooping cough.
- ▶ Women (69%), and those over 55 years of age (71%) are most aware of Tetanus.
- ▶ The Influenza shot is most prevalent in Alberta and Ontario.
- ▶ People in B.C. are least aware of the Whooping cough vaccine (6%).



4. Which, if any, of the following vaccines do you think are important for adults over 25 to receive? Base: Total Respondents n= 1501 .

Majority of Canadians Have Not Discussed Immunization

- ▶ While there is a strong awareness that vaccines are necessary to adults, more than half of Canadians say they have not talked to or they do not remember talking to their health care professional about immunizations in the past 5 years.
- ▶ Those who are under 34 or over 55 are more likely to have talked to their doctor than those who are between the ages of 35 and 54.

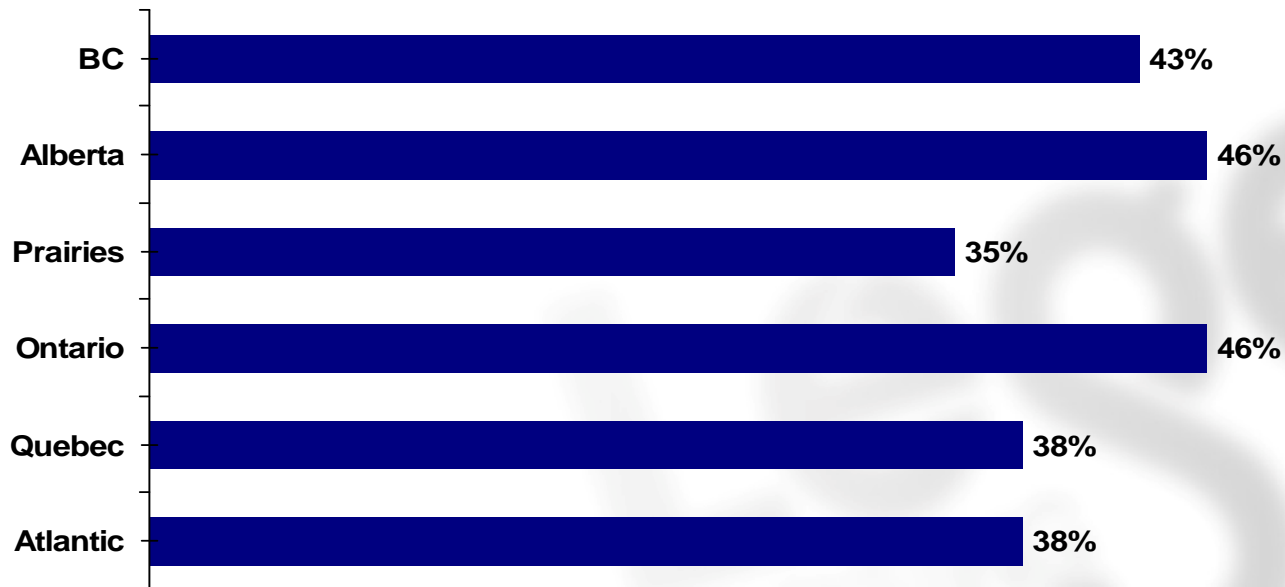


1. Have you, in the past five years, had a conversation with your doctor or other healthcare provider about your personal immunizations/vaccinations? Base: Total Respondents n= 1501

Ontarian and Albertans Most Likely to Talk to Doctor

- ▶ People in Ontario are significantly more likely than those in the Prairies or Quebec to have talked to their healthcare provider about immunizations.

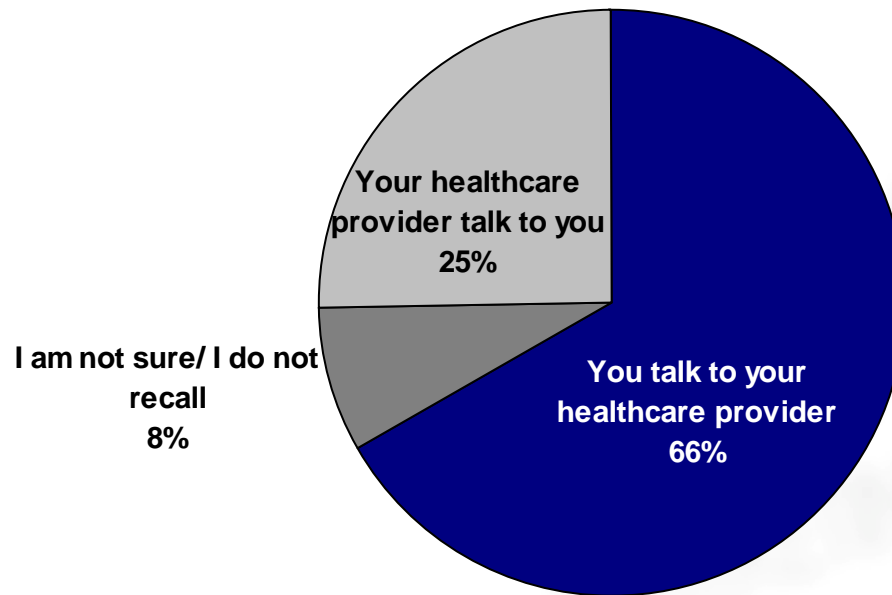
% Talked to Healthcare Provider about Immunizations in Past 5 years



1. Have you, in the past five years, had a conversation with your doctor or other healthcare provider about your personal immunizations/vaccinations? Base: BC n=199, AB n=153, Prairies n=98, Ontario n=575, Quebec n=365, Atlantic n=111

Most Started the Conversation with their Doctor

- ▶ Of the 42% who said they have discussed immunizations, two-thirds say they started the conversation, while only one-quarter said their healthcare provider talked to them.

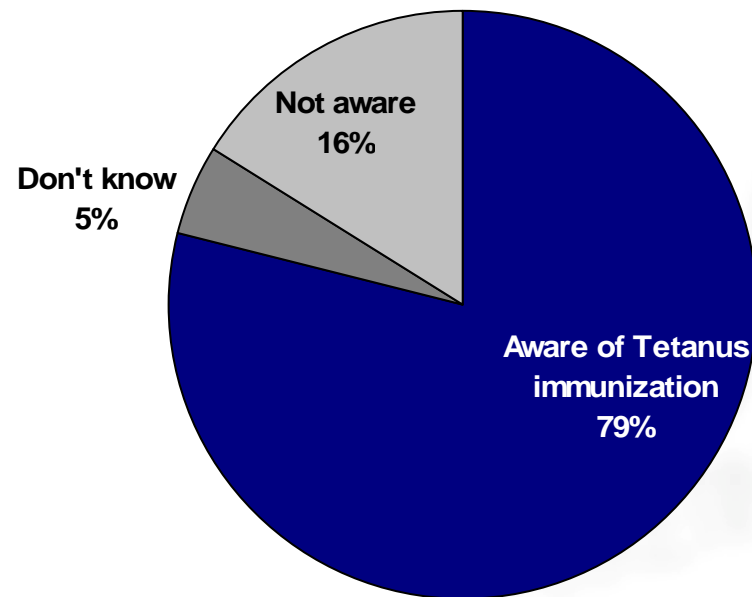


2. Who started this conversation? Did... Base: Those who have talked to a doctor n= 634

Tetanus Immunization

Canadians Aware of Tetanus Immunization

- ▶ A strong majority of Canadians are aware of the Tetanus immunization.
- ▶ Females (83%), and households making over \$100,000 a year (86%) are more likely to aware of the Tetanus immunization.

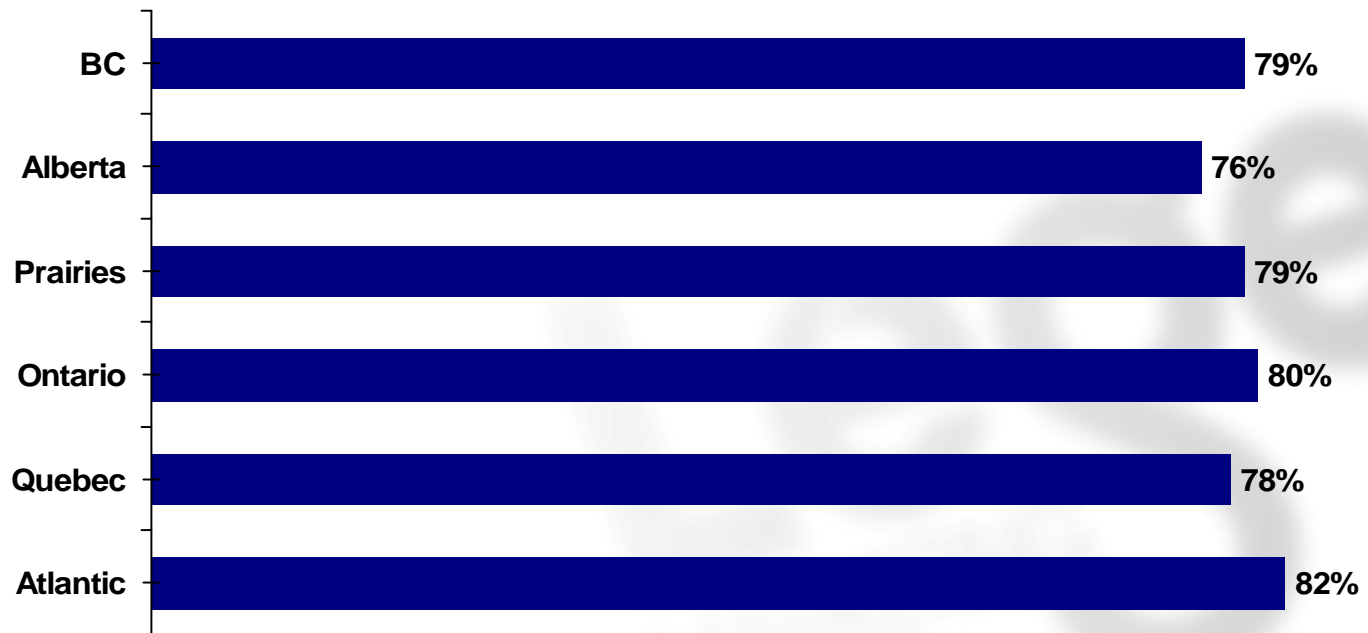


6. Are you aware of the tetanus immunization/ vaccination? Base: Total Respondents n= 1501

High Awareness of Tetanus Across Canada

- ▶ The awareness of the Tetanus immunization is equally high across Canada.

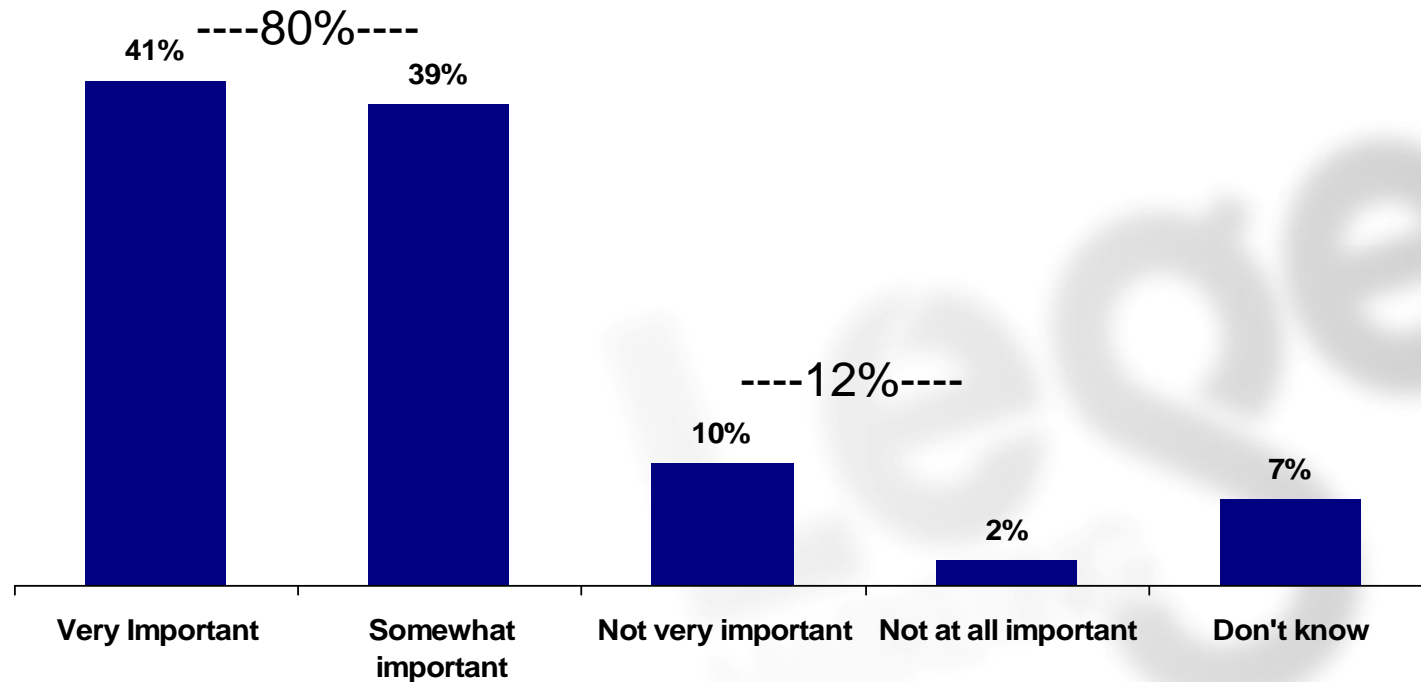
% Aware of Tetanus Immunization



6. Are you aware of the tetanus immunization/ vaccination? Base: BC n=199, AB n=153, Prairies n=98, Ontario n=575, Quebec n=365, Atlantic n=111

Canadians Feels it is Important to be Protected

- ▶ The majority feel that it is either very or somewhat important to be protected against Tetanus.
- ▶ Women and those over 55 are more likely to recognize this as very important.

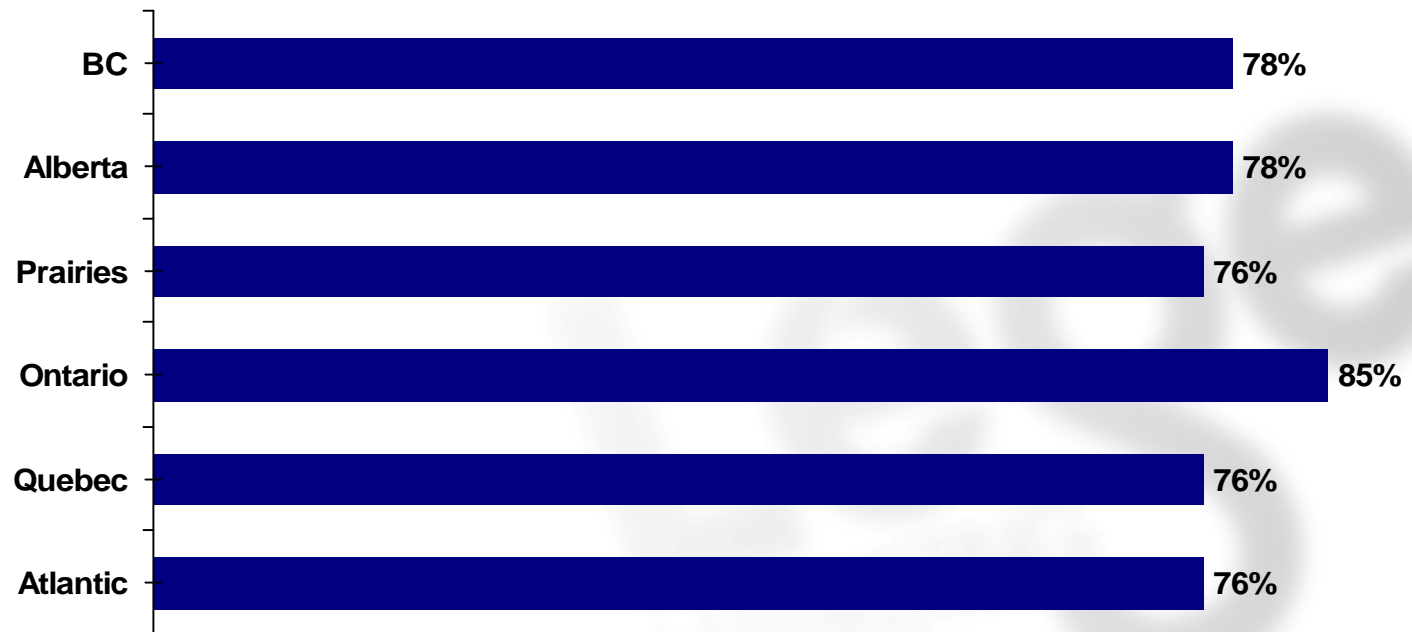


11. How important do you feel it is that you be protected against contracting tetanus? Base: Total Respondents n= 1501

Tetanus Protection Important to All Canadians

- ▶ Overall, Canadians from across the country believe it is important to be protected against Tetanus, with those in Ontario slightly more likely to think so.

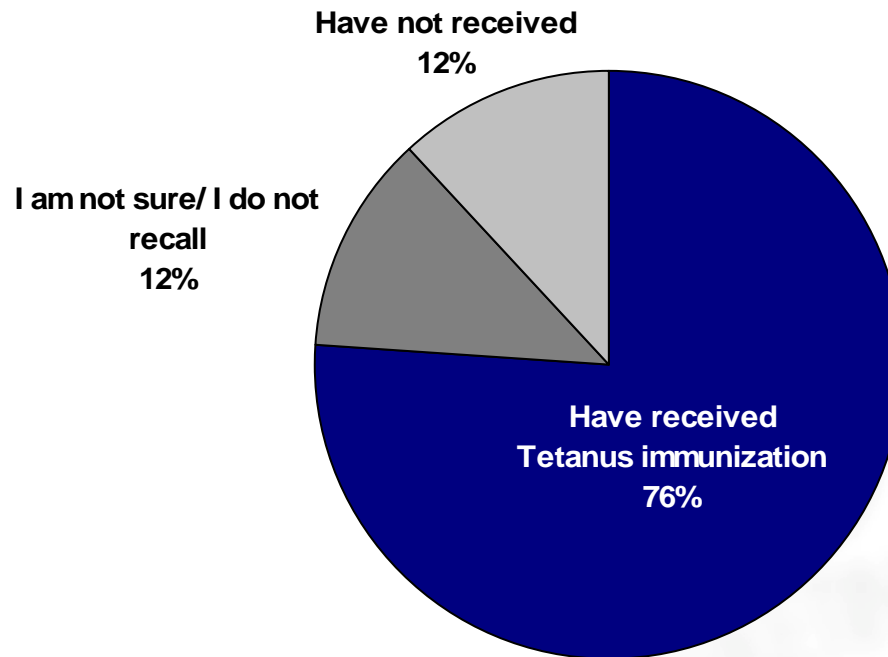
% Believing its Important to be Protected Against Tetanus



11. How important do you feel it is that you be protected against contracting tetanus? Base: BC n=199, AB n=153, Prairies n=98, Ontario n=575, Quebec n=365, Atlantic n=111

Majority Has Been Immunized Against Tetanus

- ▶ Three-quarters of Canadians have received their Tetanus immunization.
- ▶ Those over the age of 55 are more likely than younger Canadians to say that they have never received their Tetanus immunization (17%).

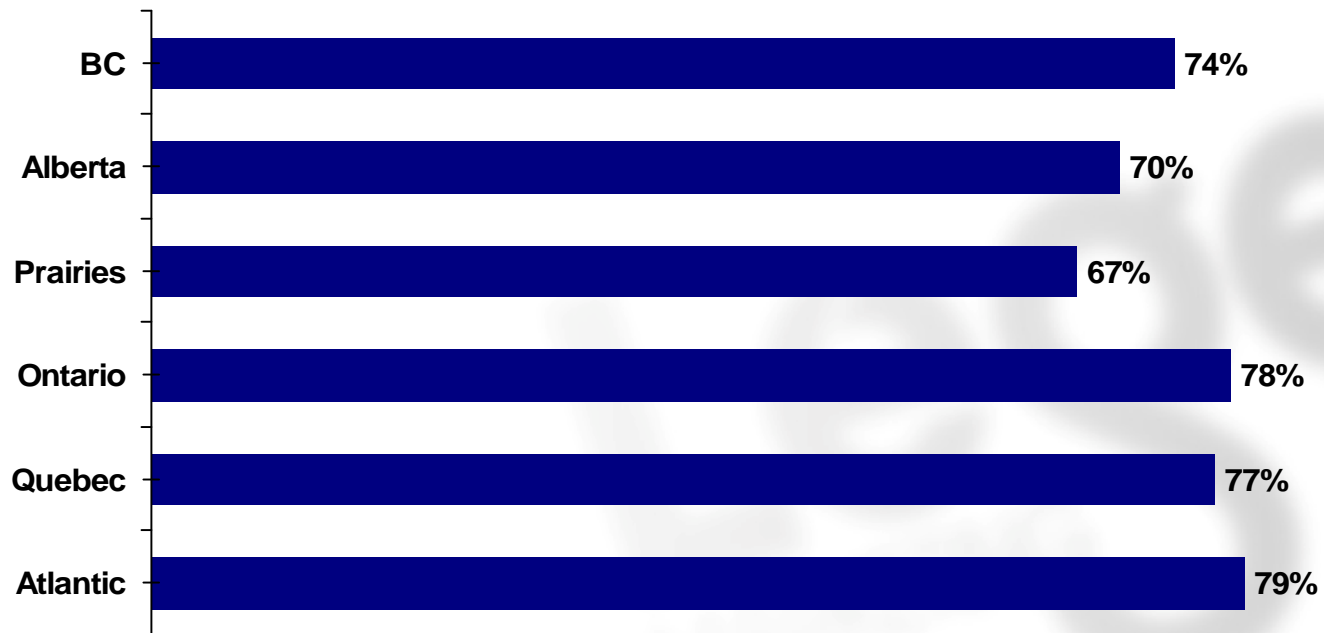


7. Have you ever received your tetanus immunization/vaccination? Base: Total Respondents n= 1501

Prairies Least Likely to Have Received Tetanus Shot

- ▶ People in Ontario and Quebec are significantly more likely to have received their Tetanus vaccine than those in the Prairies

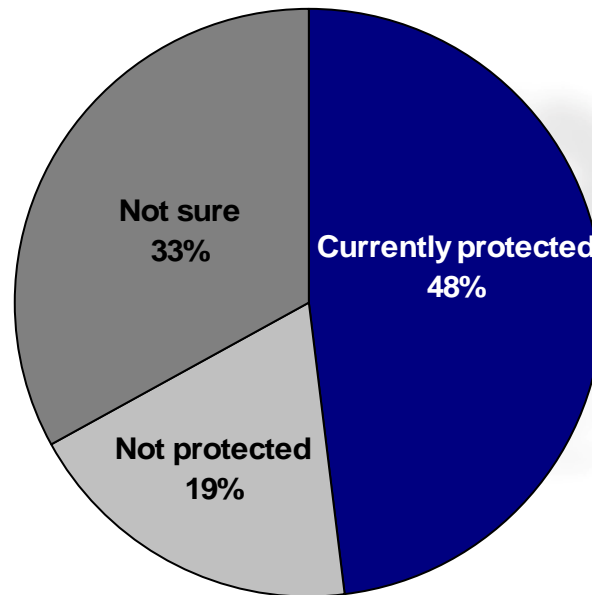
% Have Received Tetanus Immunization



10. Do you believe you are currently protected against contracting tetanus? Base: BC n=199, AB n=153, Prairies n=98, Ontario n=575, Quebec n=365, Atlantic n=111

Less than Half Feel They Are Protected

- ▶ Despite three-quarters having received their Tetanus vaccine, less than half of Canadians believe that they are currently protected against contracting tetanus.
- ▶ Quebecers are more likely than any other province to say they are not protected (29%).
- ▶ While those who have discussed immunization with a health care professional are more certain of their safety, one-third (37%) still are not certain they are protected.

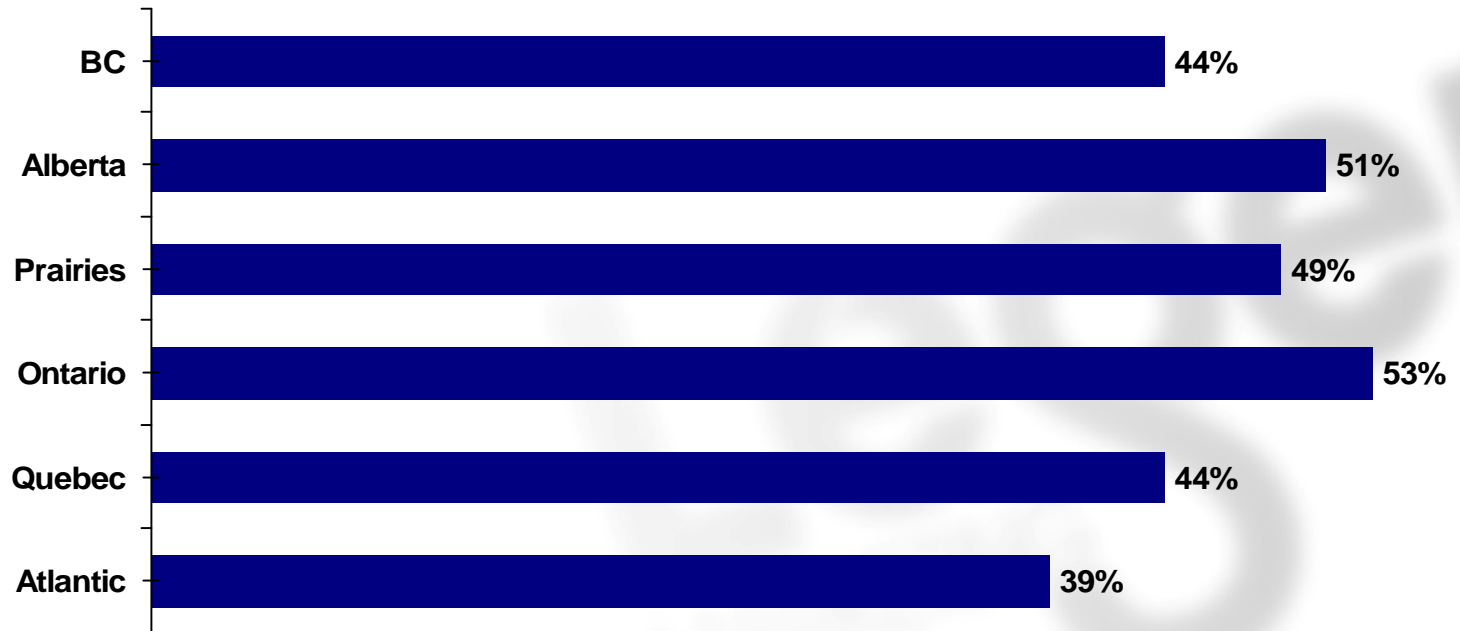


10. Do you believe you are currently protected against contracting tetanus? Base: Total Respondents n= 1501

Ontarians are Most Likely to Feel Protected

- ▶ People in Ontario are significantly more likely than those in Quebec or the Maritimes to feel they are protected against Tetanus.

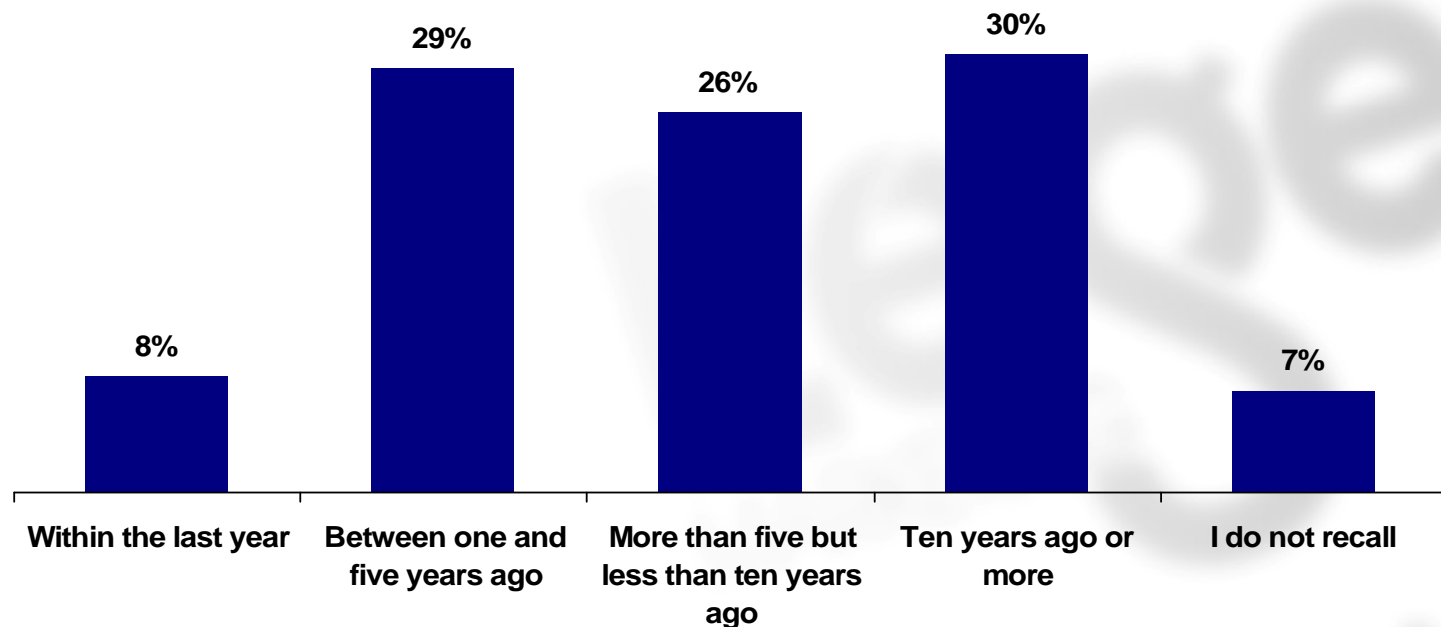
% Saying They Are Currently Protected Against Tetanus



8. When was the last time you received your tetanus immunization? Base: Those who have received Tetanus Vaccine BC n=147 AB n=108, Prairies n=65, Ontario n=450, Quebec n=282, Atlantic n=881

Three-in-Ten Received Immunization More than 10 Years Ago

- ▶ Of those who have received their Tetanus immunization, three-in-ten say their shot was more than 10 years ago.
- ▶ Canadians over the age of 55 are more likely than their younger counterparts to say their last Tetanus immunization was more than ten years ago.

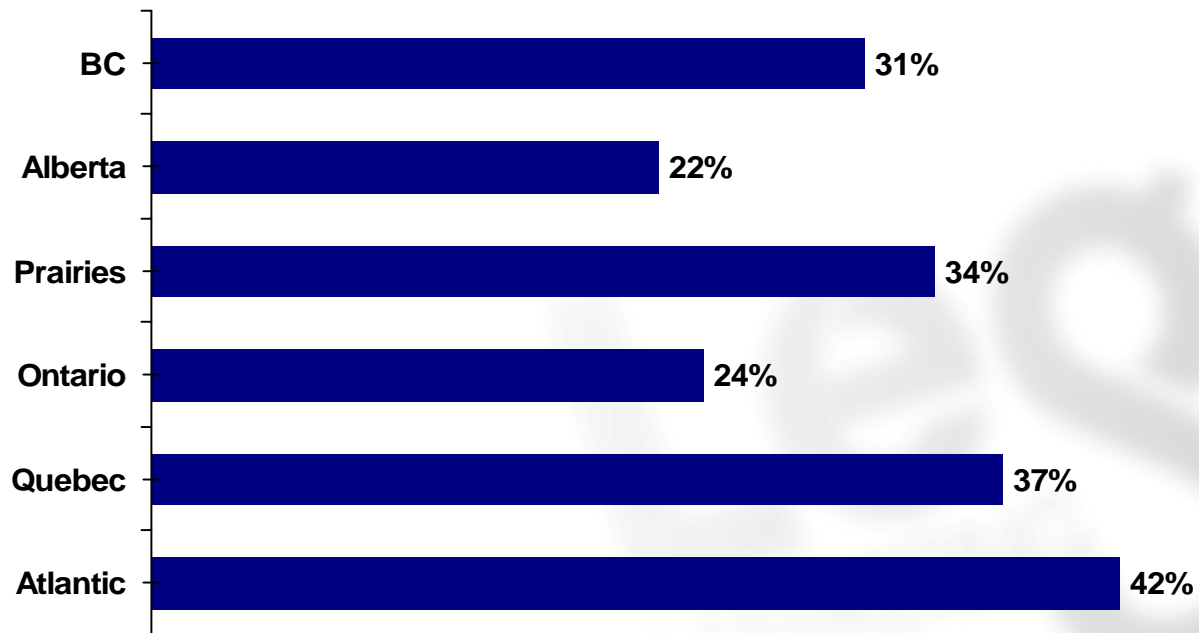


8. When was the last time you received your tetanus immunization? Base: Those who have received Tetanus Vaccine n= 1140

Alberta and Ontario Most Up-to-Date with Tetanus

- ▶ People in Quebec and the Maritimes are most likely to have received their Tetanus vaccine more than 10 years ago.

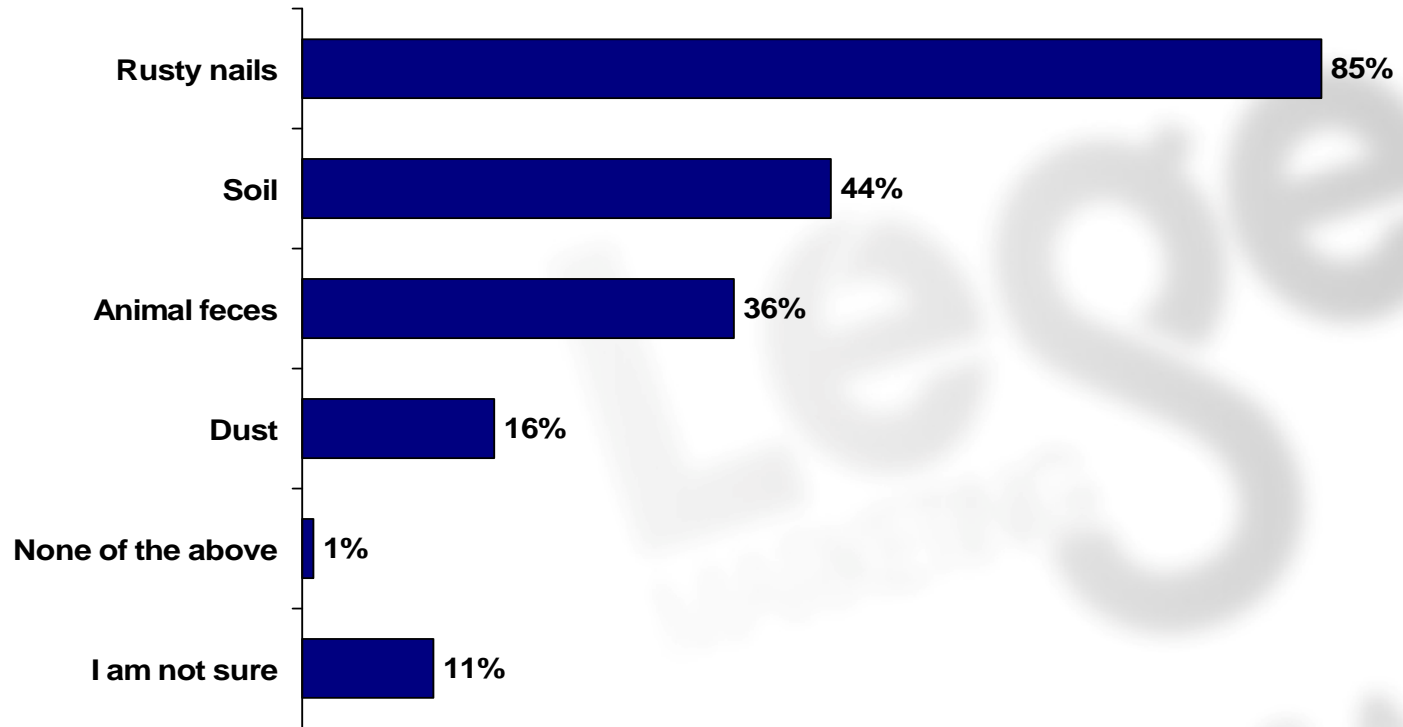
% Having Received Tetanus Vaccine More than 10 Years ago



8. When was the last time you received your tetanus immunization? Base: Those who have received Tetanus Vaccine BC n=147 AB n=108, Prairies n=65, Ontario n=450, Quebec n=282, Atlantic n=881

Most Feel Tetanus Comes from Rusty Nails

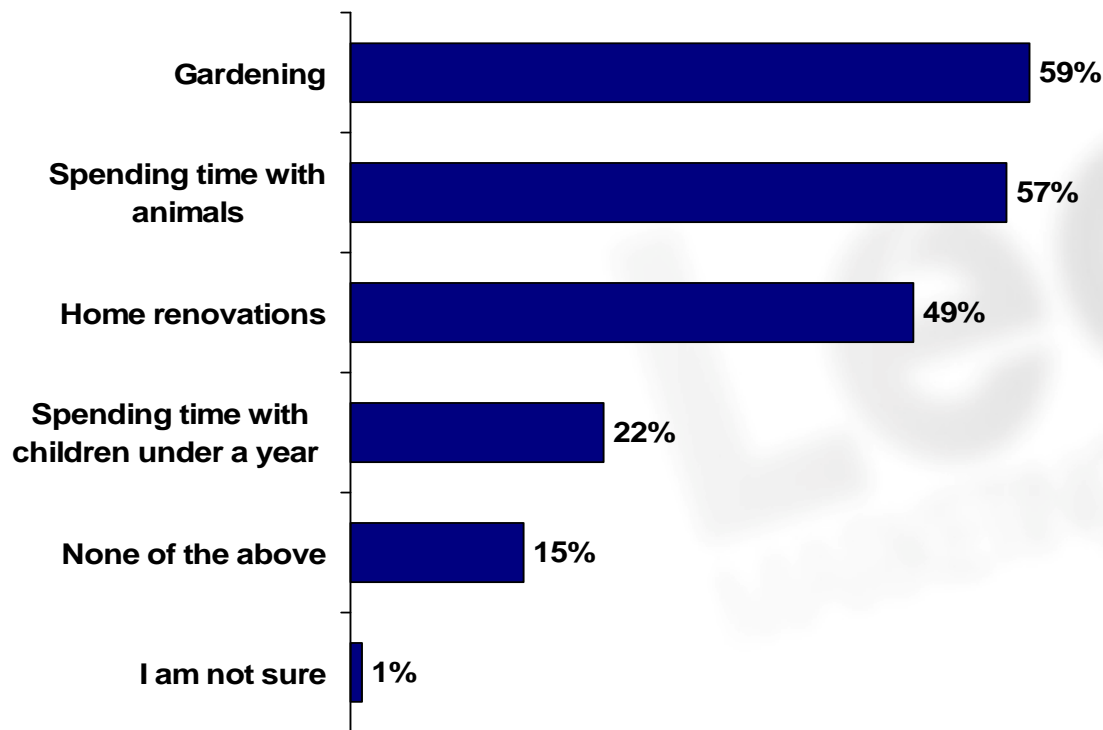
- ▶ While eighty- five percent believe that tetanus bacteria can be found in rusty nails, less than half believe tetanus bacterial can be found in soil and animal feces or dust.
- ▶ People in Quebec are less likely to know that the bacteria can be found in soil or animal feces.



13. Where do you think tetanus bacteria are found? Base: Total Respondents n= 1501

Most Participate in Activities that can Result in Contracting Tetanus

- ▶ Over half said they participate in gardening and/or spend time with animals, while almost half said that they participate in home renovations. Only 15% say they participate in none of these.
- ▶ Interestingly, those who are married are more likely to participate in the above activities, while those who are single are less likely to do so.

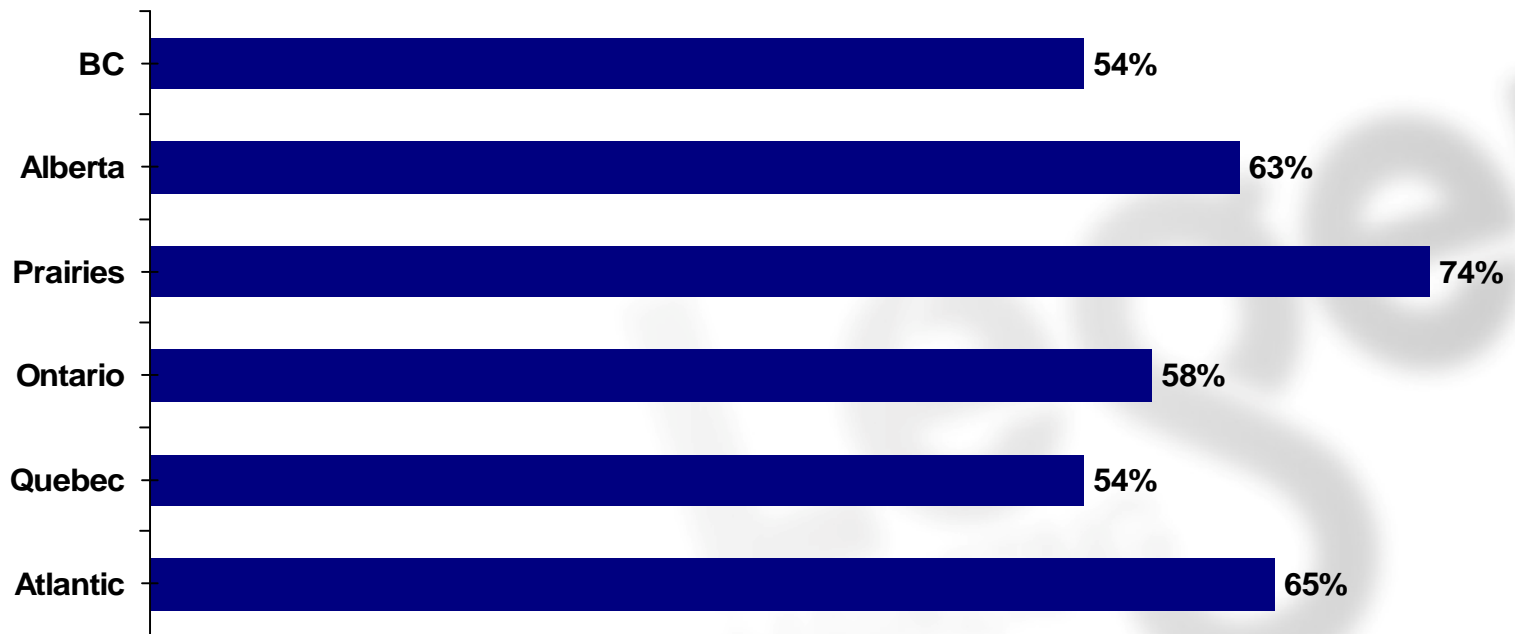


12. Do you participate in any of the following activities: Base: Total Respondents n= 1501

Gardening Most Popular in the Prairies

- ▶ While the majority of Canadians across the country participate in gardening, this activity is most popular in the Prairies.

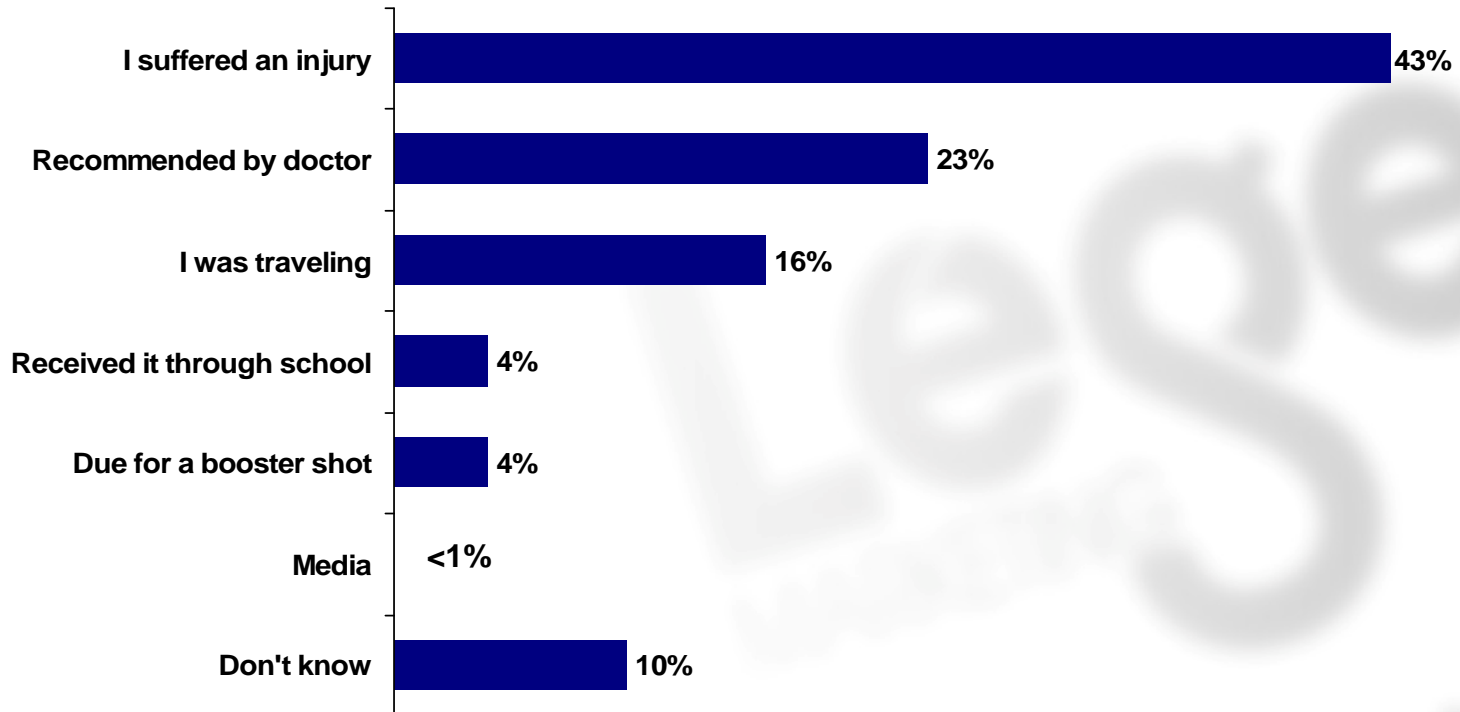
% Participate in Gardening



12. Do you participate in any of the following activities: Gardening Base: Those who have received Tetanus Vaccine BC n=147 AB n=108, Prairies n=65, Ontario n=450, Quebec n=282, Atlantic n=881

Injury is Main Motivation for Tetanus Shot

- ▶ More than two-fifths say they got their Tetanus immunization because they suffered an injury, while almost one quarter said their healthcare provider recommended it, and 16% were motivated because they were traveling.
- ▶ Ontarians are significantly more likely to say the shot was recommended by a healthcare provider than those in any other province.



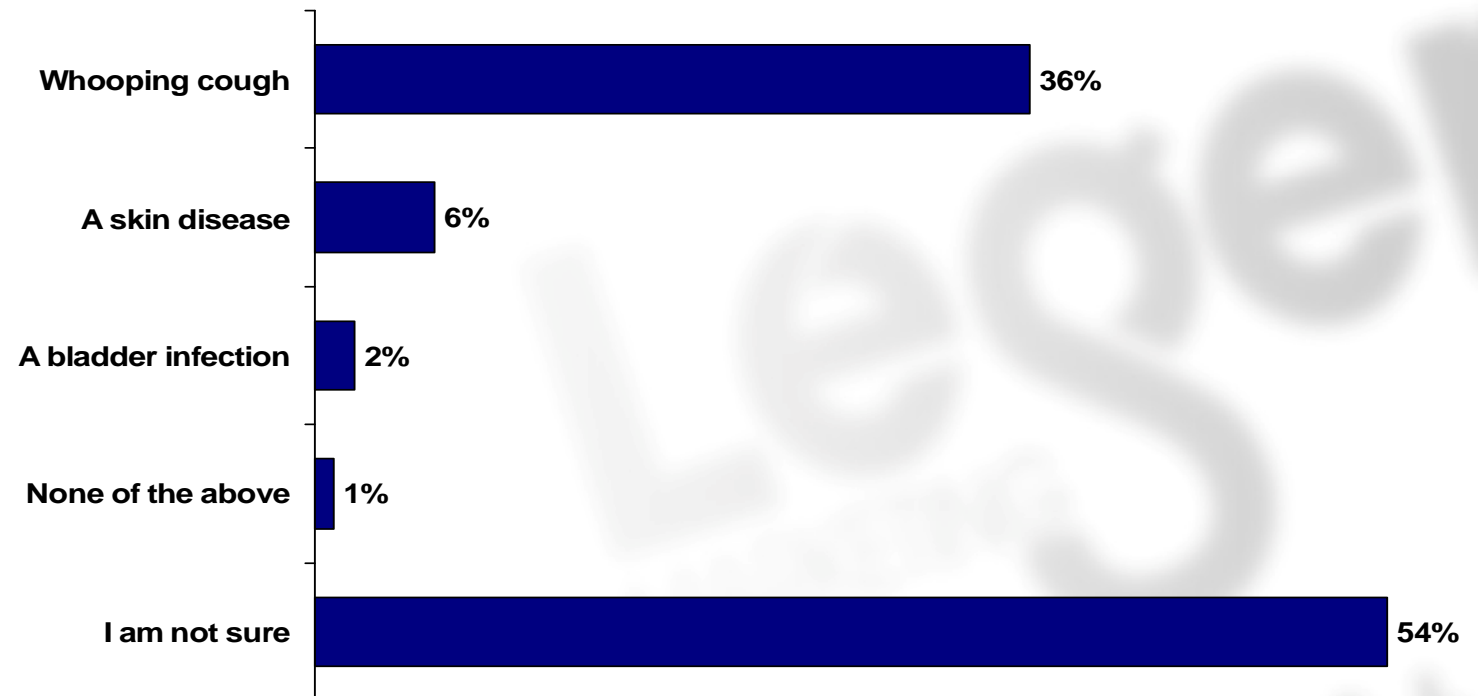
9. What was your main motivation for getting your tetanus vaccination? Base: Those who have received Tetanus Vaccine n= 1140

Montréal Québec Edmonton Toronto Calgary Philadelphie New York

Pertussis Immunization

Pertussis is Unknown to Most

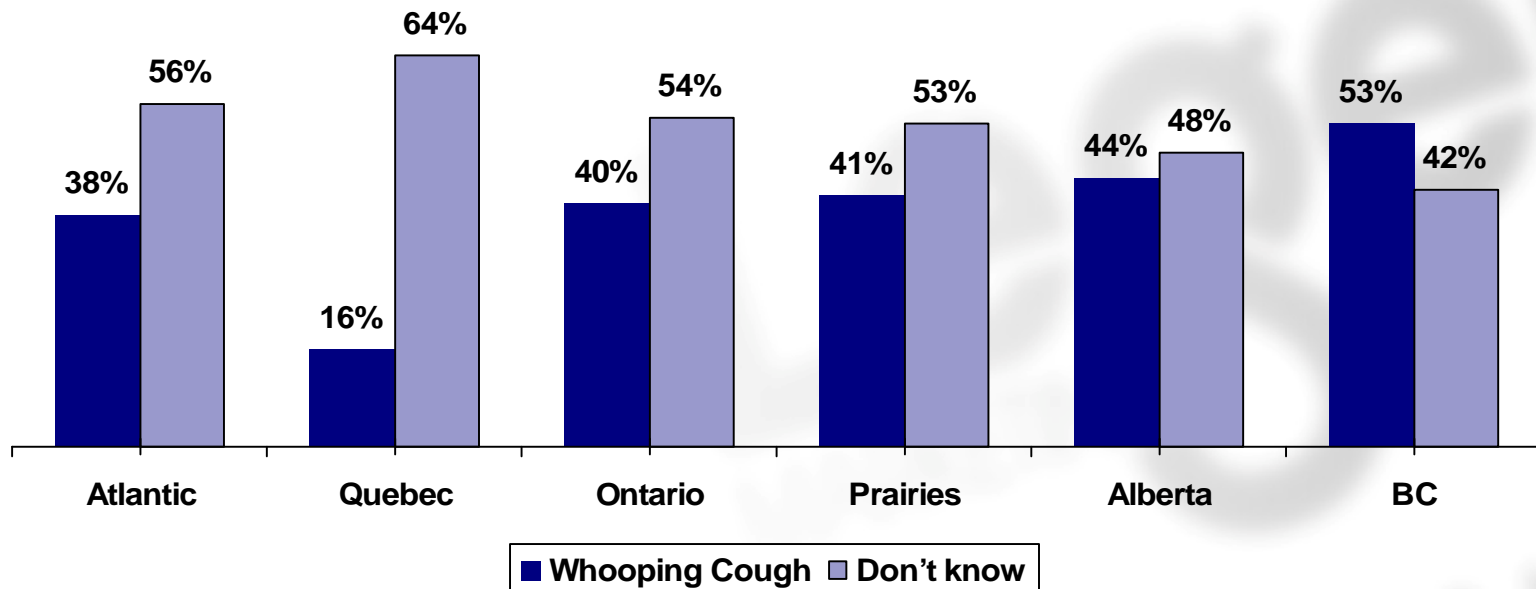
- ▶ While over half are unsure of what pertussis is, over one-third know that it is whooping cough.
- ▶ Women and those 35 and older have the highest awareness of pertussis.
- ▶ Quebecers have the lowest awareness, with only 16% knowing it was whooping cough.



14. To the best of your knowledge, what is pertussis? Base: Total Respondents n= 1501

Quebecers are Least Aware of Pertussis

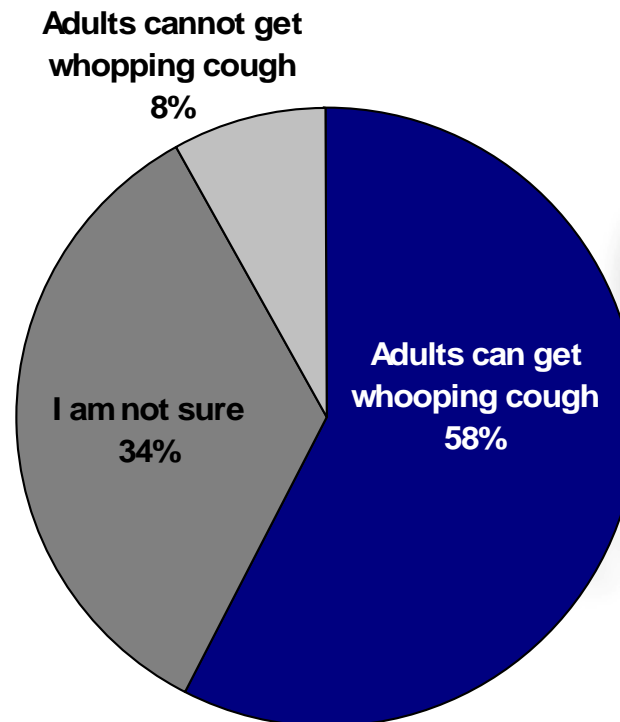
- ▶ While those in Quebec have the lowest awareness of pertussis being whooping cough, this awareness is highest in Western Canada.



14. To the best of your knowledge, what is pertussis? Base: Those who have received Tetanus Vaccine BC n=147 AB n=108, Prairies n=65, Ontario n=450, Quebec n=282, Atlantic n=881

Over Half said Adults Can get Whooping Cough

- ▶ Over half said that adults can get whooping cough, while one-third were unsure.
- ▶ Females (63%) were more likely to say that adults can get whooping cough, while males were more likely to say that they could not (11%).
- ▶ Those in Quebec were also more likely to say no when compared to other regions.

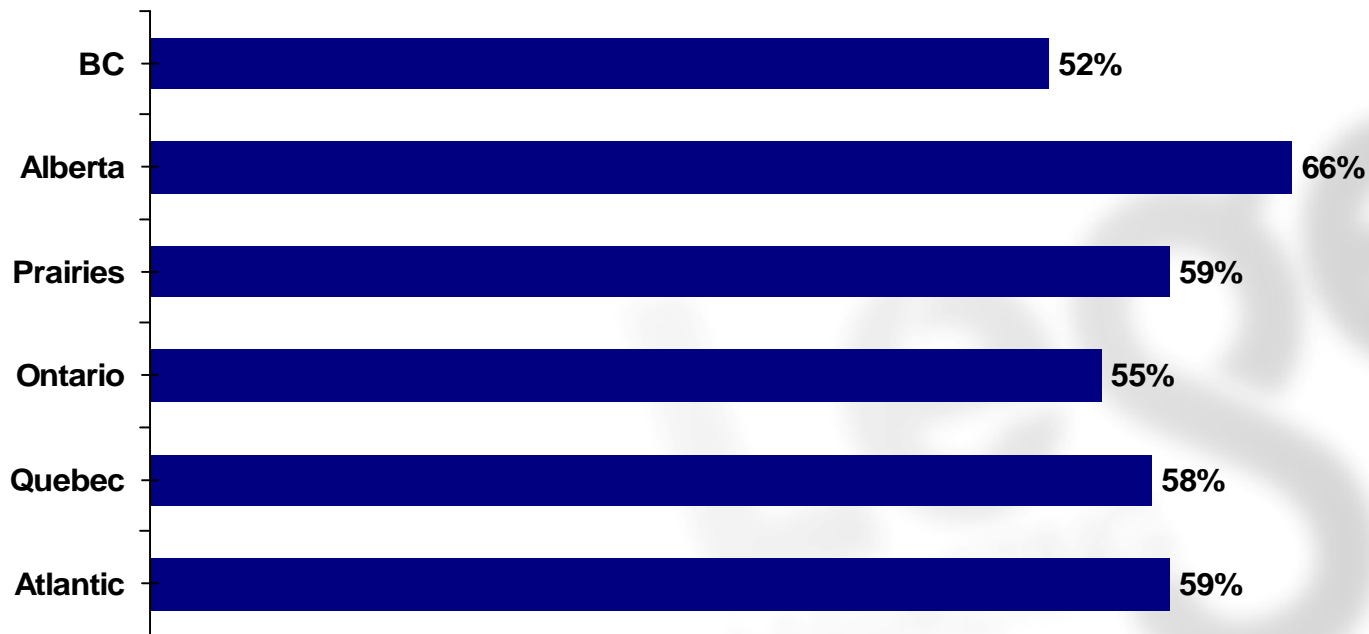


15. To the best of your knowledge, can adults get whooping cough? Base: Total Respondents n= 1501

Albertans Most Aware of Whooping Cough in Adults

- ▶ While the majority of Canadians across the country believe that adults can contract whooping cough, this belief is most prevalent in Alberta – significantly more so than in BC or Ontario.

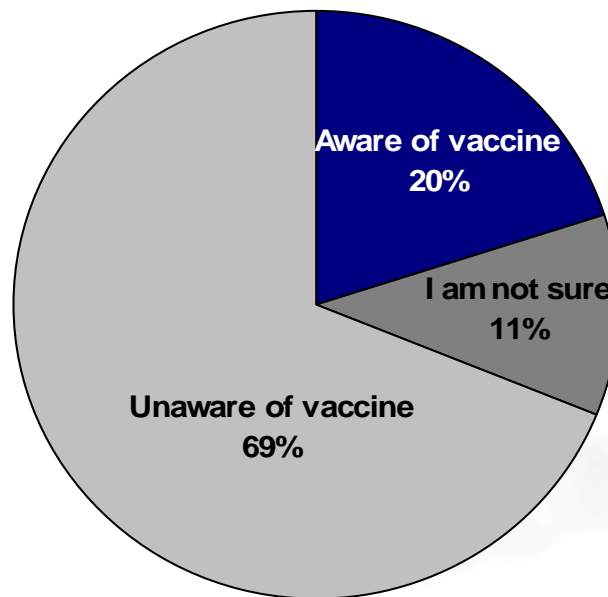
% Believing Adults can Contract Whooping Cough



15. To the best of your knowledge, can adults get whooping cough? Base: Those who have received Tetanus Vaccine BC n=147 AB n=108, Prairies n=65, Ontario n=450, Quebec n=282, Atlantic n=881

Over- Half are Not Aware of the Combination Vaccine

- ▶ Over- half said they were not aware that there is a combination vaccine to prevent tetanus, diphtheria and whooping cough in adults.
- ▶ Interestingly, while those in Quebec have the lowest awareness of whooping cough, particularly in adults, they have the highest awareness of the combination vaccine (29%).

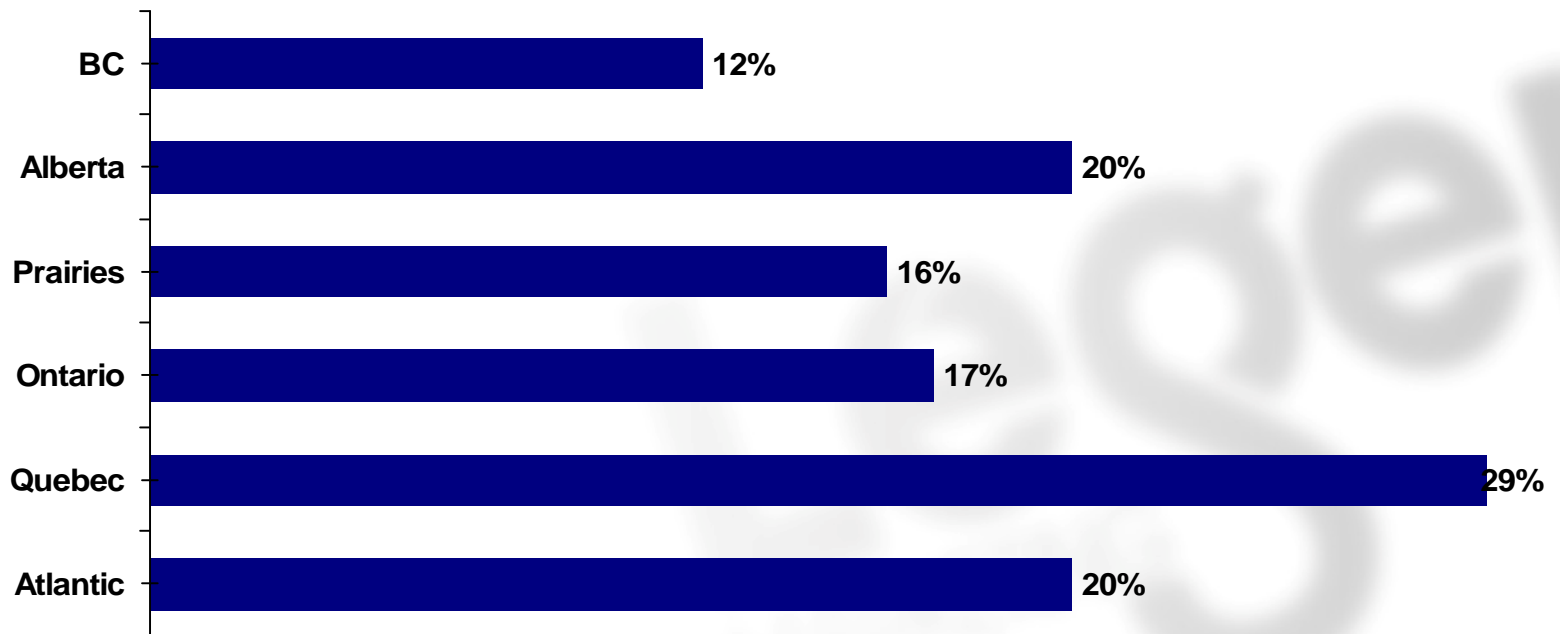


16. Are you aware that there is a combination vaccine to prevent tetanus, diphtheria and whooping cough in adults? Base: Total Respondents n= 1501

Quebecers are Most Aware of Combination Vaccine

- ▶ While awareness of the vaccine to protect adults against Tetanus, diphtheria and whooping cough is low across the country, it is significantly higher in Quebec than in any other region.

% Aware of Combination Vaccine



16. Are you aware that there is a combination vaccine to prevent tetanus, diphtheria and whooping cough in adults? Base: Those who have received Tetanus Vaccine BC n=147 AB n=108, Prairies n=65, Ontario n=450, Quebec n=282, Atlantic n=881