

# Syndicated Vaccines Assessment Study

Ipsos' new study uncovers evolving attitudes and perceptions around flu and COVID-19 vaccines, from the multiple perspectives of consumers, physicians and pharmacists. The study is running in US, EU5, Japan and Mexico, with other markets on request (pharmacists in US only).

## INSIGHTS: The Physician & Pharmacist Perspective



### 1. Recommendation of a flu vaccine for the current flu season:

- Differences versus previous years
- Comorbidities / at-risk populations
- Other factors influencing recommendation.



### 2. Likelihood to prescribe/recommend a COVID-19 vaccine when available:

- Healthy adults versus elderly/at-risk populations
- Other factors influencing recommendation (e.g. local health authority guidelines & restrictions, supply chain)
- Awareness of vaccines in development & pharma companies responsible
- Perceptions of pharma companies behind vaccines in development
- Perceptions on how their center, clinic or pharmacy will manage the administration of the vaccine (e.g. preparations already taking place, patient types to prioritize and numbers).

# INSIGHTS: The Consumer Perspective



## 1. Flu vaccination uptake for the current flu season:

- Any differences in behavior versus previous years
- Analysis by age, gender, ethnic origin, employment, co-morbidities, at-risk populations, etc.
- PCV vaccination alongside flu.



## 2. Likelihood to get a COVID-19 vaccine once approved:

- Urgency and/or proactivity in doing so
- Analysis by demographics and health status
- Drivers and barriers to vaccination uptake
- Awareness of vaccines in development and pharma companies responsible.



## 3. Consumer experience with COVID-19:

- Have they had the virus? Have they been tested for it? Do they know people who've been diagnosed with COVID-19?

## ABOUT THE STUDY

### SAMPLE SIZES

	EU5 (Total)	USA	JAPAN	MEXICO
HCPs	250	150	100	50
Pharmacists	-	100	-	-
Consumers	1,500	2,000	1,000	1,000

- 15-minute HCP/pharmacist and 10-minute consumer survey that can be run every 2 months (depending on market events) with the option to add 1 client confidential question
- Data can be used in forecasting models to understand uptake of the COVID-19 vaccine, and the speed to uptake in comparison to the flu vaccine.

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