

Syndicated Vaccine Impact 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 Europe, Americas, Asia Pacific & Japan (additional markets available on request).

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

- 15-minute HCP/pharmacist and 10-minute consumer survey that are run regularly, based on client demand, with the option to add one 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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