



Canadian Online Omni March 20 - 27, 2012

Sanofi Pasteur Banner 2

Table of Contents

1	1. Did you get the flu vaccine anytime between last September (2011) and now?
2	2. What was the main reason you chose to be vaccinated?
3	3. What was the main reason you chose not to be vaccinated?
4	4A. Do you regret not being vaccinated against the flu this year?
5	5. Did you get sick with the flu anytime between last September and now?
6	6. How would you rate the severity of your flu?
7	7. Since September 2011, how many people in your household missed school or work due to the flu or flu-like symptoms?
8	8. How many days in total of work or school were missed in your household because of the flu or flu-like symptoms?
9	9. Did you or anyone from your household take days off from work or school to take care of the person(s) with flu or flu-like symptoms?
10	10. How many days in total were missed?
11	11. Since September 2011, how many people in your household visited a hospital emergency room due to the flu or flu-like symptoms?
12	12. Are you afraid of needles?
13	13. Would you be more likely to get a flu shot if it comes with a microneedle that is at least 10 x smaller than the regular flu needle?
14	14. Would you be more likely to get the flu shot if the process was faster and easier?

1. Did you get the flu vaccine anytime between last September (2011) and now?

		REGION	
	Total	BC	Quebec
		A	E
Base: All respondents	1019	184	230
Weighted	1019	135	249
Yes	365	70	66
	36%	52%	27%
		DE	
No	654	65	182
	64%	48%	73%
			ABC

used. * small base

3. What was the main reason you chose not to be vaccinated?

	Total
Base: Did not get the flu vaccine between September 2011-Present	645
Weighted	654
My doctor didn't suggest it	53
	8%
I don't believe the flu vaccine works	207
	32%
I'm afraid I'll get the flu from the flu vaccine	27
	4%
I'm afraid of potential side effects	79
	12%
I don't like needles	36
	6%
I didn't have time	112
	17%
Don't need/ not interested	48
	7%
Don't get sick	19
	3%
Want to develop a good/ strengthen immune system	13
	2%
	53

3. What was the main reason you chose not to be vaccinated?

	Total
Other	8%
Nothing	1
	0
Don't know	6
	1%

G/H/I - J/K Overlap formulae used. * small base

5. Did you get sick with the flu anytime between last September and now?

		REGION	
	Total	BC	Quebec
		A	E
Base: All respondents	1019	184	230
Weighted	1019	135	249
Yes	150	14	62
	15%	10%	25%
			ABD
No	848	119	183
	83%	88%	73%
		E	
Don't know	21	2	4
	2%	2%	2%

used. * small base

7. Since September 2011, how many people in your household missed school or work due to the flu or flu-like symptoms?

	Total
Base: All respondents	1019
Weighted	1019
0	819
	80%
1+ (Net)	200
	20%
1	145
	14%
2	43
	4%
3	8
	1%
4 or more	4
	0

G/H/I - J/K Overlap formulae used. * small base

8. How many days in total of work or school were missed in your household because of the flu or flu-like symptoms?

	Total
Base: At least one or more people missed school/work due to the flu/flu-like symptoms	193
Weighted	200
None	12
	6%
1 to 2 days	107
	53%
3 to 4	43
	21%
5 to 6 days	21
	11%
7 or more	17
	9%

G/H/I - J/K Overlap formulae used. * small base; ** very small base

9. Did you or anyone from your household take days off from work or school to take care of the person(s) with flu or flu-like symptoms?

	Total
Base: At least one or more people missed school/work due to the flu/flu-like symptoms	193
Weighted	200
Yes	28
	14%
No	172
	86%

G/H/I - J/K Overlap formulae used. * small base; ** very small base

10. How many days in total were missed?

	Total
Base: Took time off from work/school to take care of someone with flu/flu-like symptoms	27
Weighted	28*
1 to 2 days	12
	42%
3 to 4	8
	28%
5 to 6 days	5
	18%
7 or more	3
	12%

G/H/I - J/K Overlap formulae used. * small base; ** very small base

13. Would you be more likely to get a flu shot if it comes with a microneedle that is at least 10 x smaller than the regular flu needle?

	Total
Base: All respondents	1019
Weighted	1019
Very likely	226
	22%
Somewhat likely	207
	20%
Not very likely	246
	24%
Not at all likely	340
	33%
Summary	
Top2Box (Very/Somewhat likely)	434
	43%
Low2Box (Not very/Not at all likely)	585
	57%

G/H/I - J/K Overlap formulae used. * small base

14. Would you be more likely to get the flu shot if the process was faster and easier?

	Total
Base: All respondents	1019
Weighted	1019
Very likely	260
	26%
Somewhat likely	230
	23%
Not very likely	228
	22%
Not at all likely	300
	29%
Summary	
Top2Box (Very/Somewhat likely)	491
	48%
Low2Box (Not very/Not at all likely)	528
	52%

G/H/I - J/K Overlap formulae used. * small base