

# CANADA'S FIRST FLU REPORT

## THE RESULTS ARE IN: CANADA FAILS THE FLU TEST!

*Overall, flu vaccination rates were very low in Canada with only 36% of Canadian adults reporting that they were vaccinated. Surprise, surprise – the province with the highest vaccination rates typically reported the lowest flu incidence rates*

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**Ipsos Reid**

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**Montreal, Quebec** - Newly released research conducted by Ipsos Reid on behalf of the British Columbia and Quebec Lung Associations reveals discouraging results from Canada's first national Flu Report Card.

Survey highlights include the following:

- 36% of Canadians reported that they were vaccinated against the flu.
- BC had the highest vaccination rate at 52% and among the lowest flu incidence rate at 10%
- Quebec had the lowest vaccination rate at 27% and the highest flu incidence rate at 25%
- 20% of Canadians missed work or school because of the flu
- 14% of Canadians took time off from work or school to take care of someone in their household with the flu.
- 48% of Canadians would be more likely to get the flu shot if the process was faster and easier.
- 43% of Canadians would be more likely to get the flu shot if it came with a smaller, thinner microneedle.

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*These are some of the findings of an Ipsos Reid poll conducted in March 2012 on behalf of the BC and Quebec Lung Associations. For this survey, a national sample of 1,019 Canadian residents from Ipsos' Canadian online panel were interviewed online. Weighting was then employed on the sample to balance demographics and ensure that its composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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