

MARCH 2018

# PHARMACISTS IN CANADA

A NATIONAL SURVEY OF CANADIANS ON THEIR PERCEPTIONS AND ATTITUDES TOWARDS PHARMACISTS

**ABACUS DATA**

CONDUCTED FOR:



CANADIAN  
PHARMACISTS  
ASSOCIATION


ASSOCIATION DES  
PHARMACIENS  
DU CANADA

# METHODOLOGY

The survey was conducted online with 4,023 Canadians aged 18 and over from February 23<sup>rd</sup> to March 4<sup>th</sup>, 2018. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys. The margin of error for a comparable probability-based random sample of the same size is +/- 2.6%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

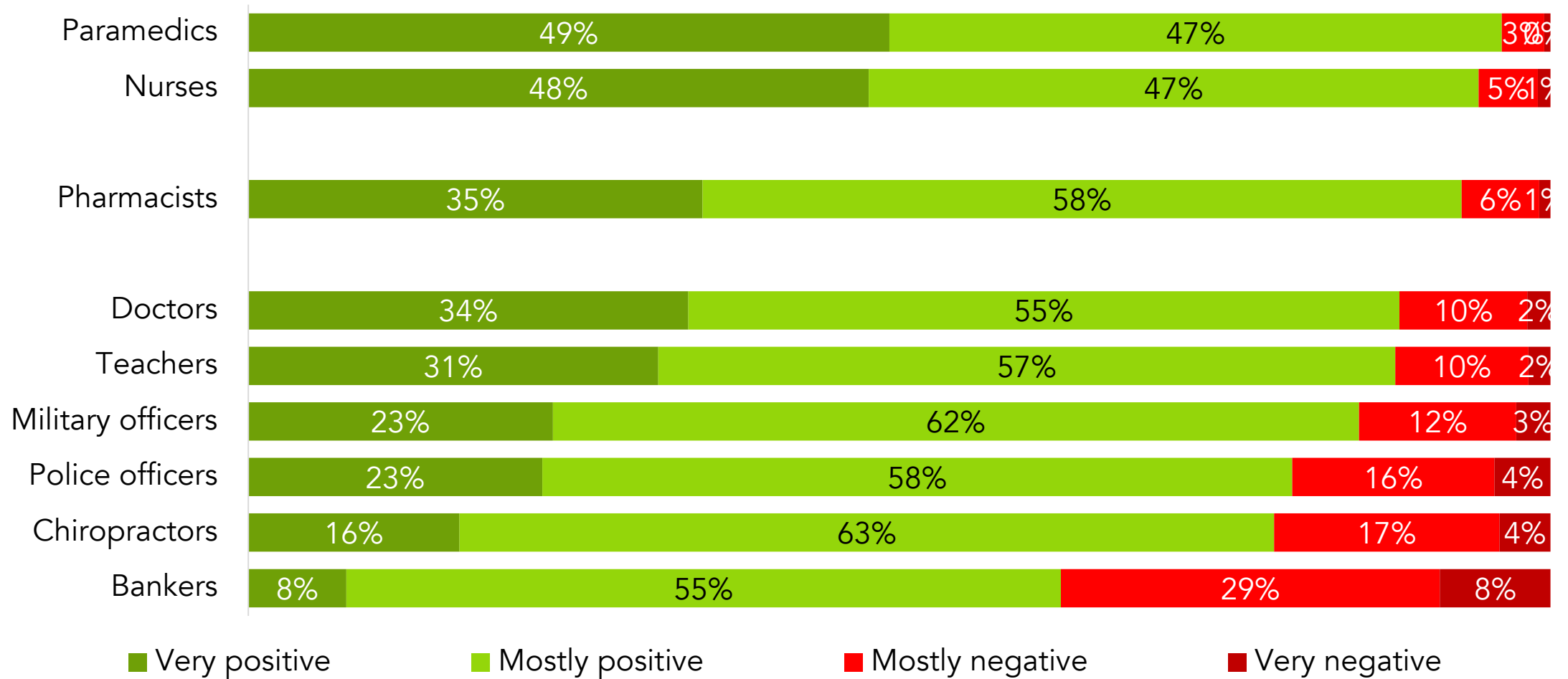


# IMPRESSION OF PROFESSIONS

**ABACUS DATA**

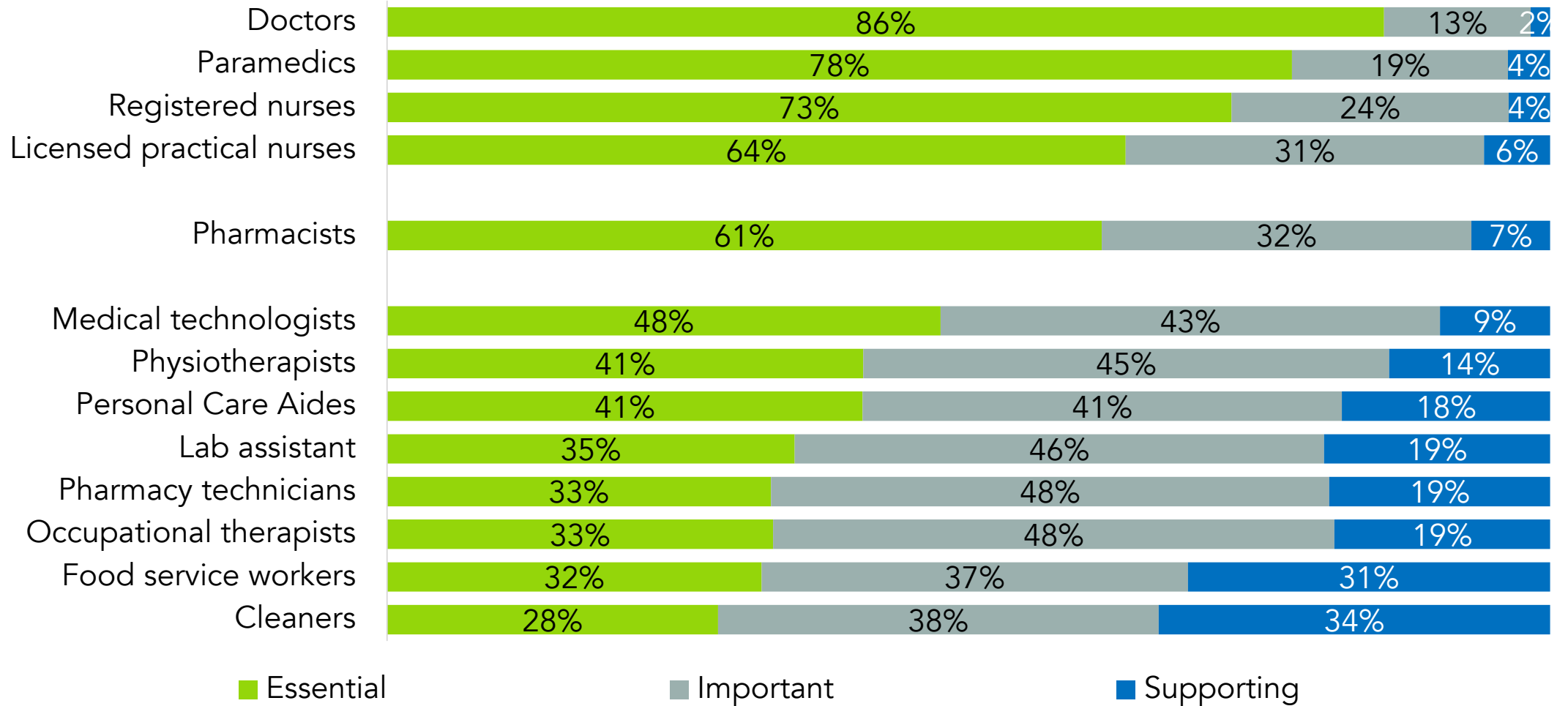
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# IMPRESSION OF PROFESSIONS



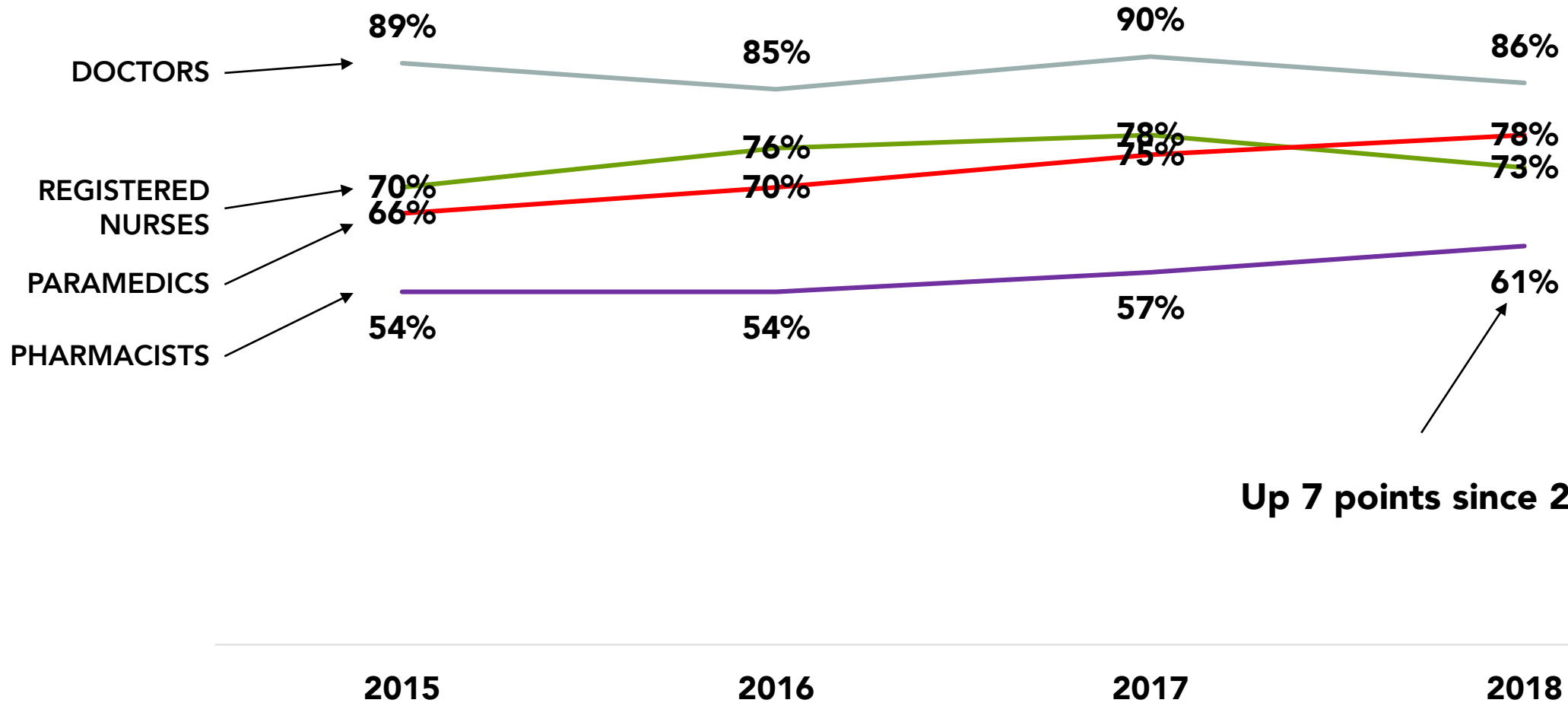
Please tell us if you have a very positive, mostly positive, mostly negative, or very negative impression of each:

# ROLES IN HEALTHCARE



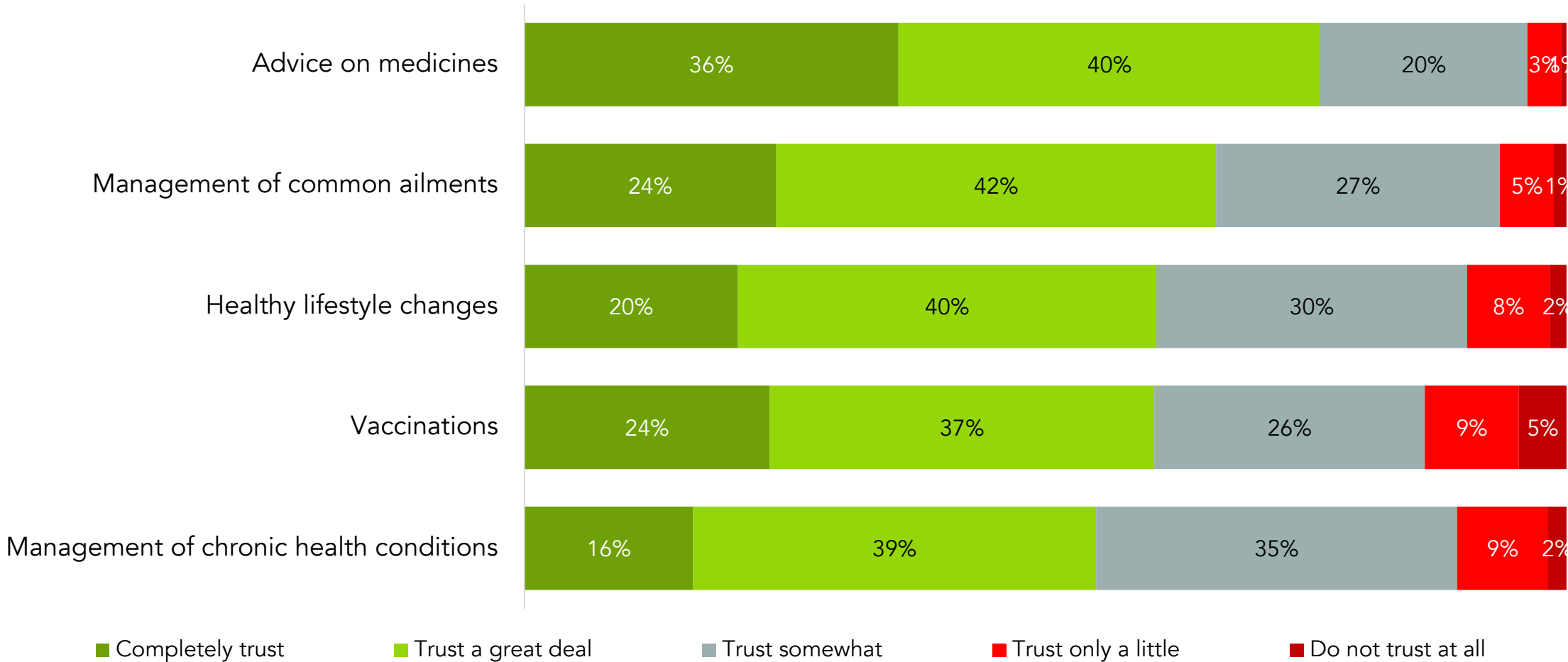
Think about the health care system overall and the role and importance of different people within the system. We are going to show you a number of different professions within the health care system and ask you to classify their role into one of three groups.

# ESSENTIAL ROLE IN HEALTHCARE



Think about the health care system overall and the role and importance of different people within the system. We are going to show you a number of different professions within the health care system and ask you to classify their role into one of three groups.

# TRUSTED ADVICE FROM A PHARMACIST

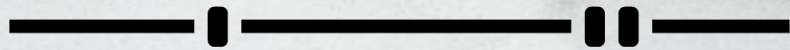


Please tell us to what extent you trust the advice a **pharmacist** might give you on the following:



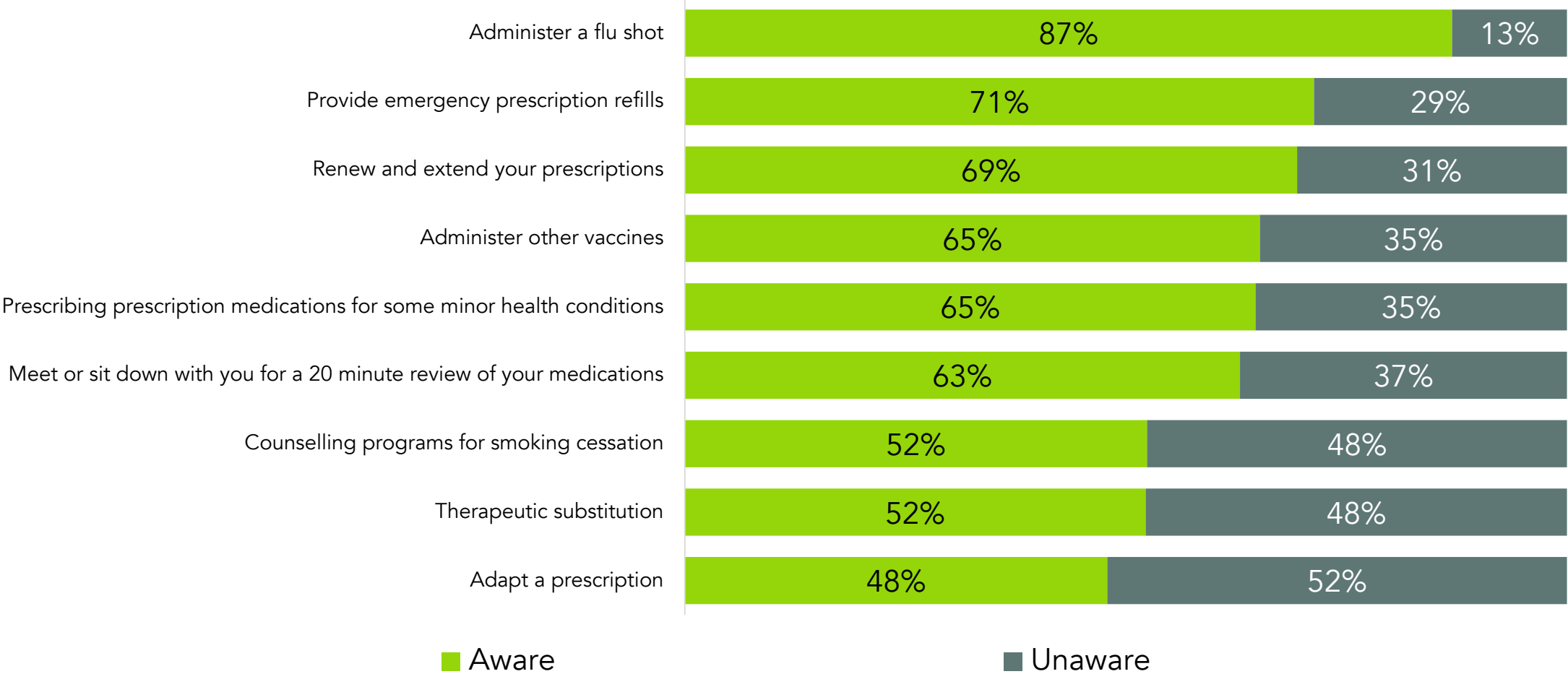
# PHARMACY SERVICES

**ABACUS DATA**



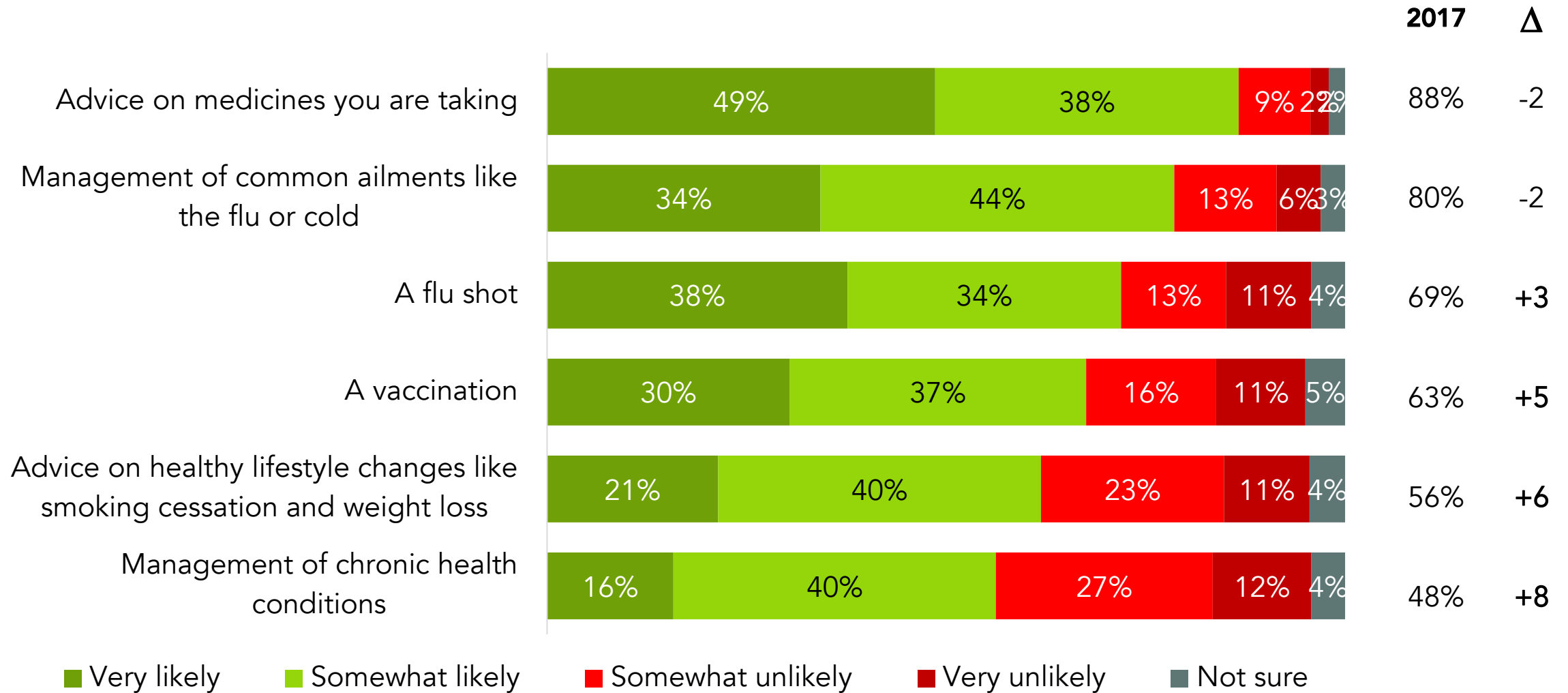


# AWARENESS OF SERVICES



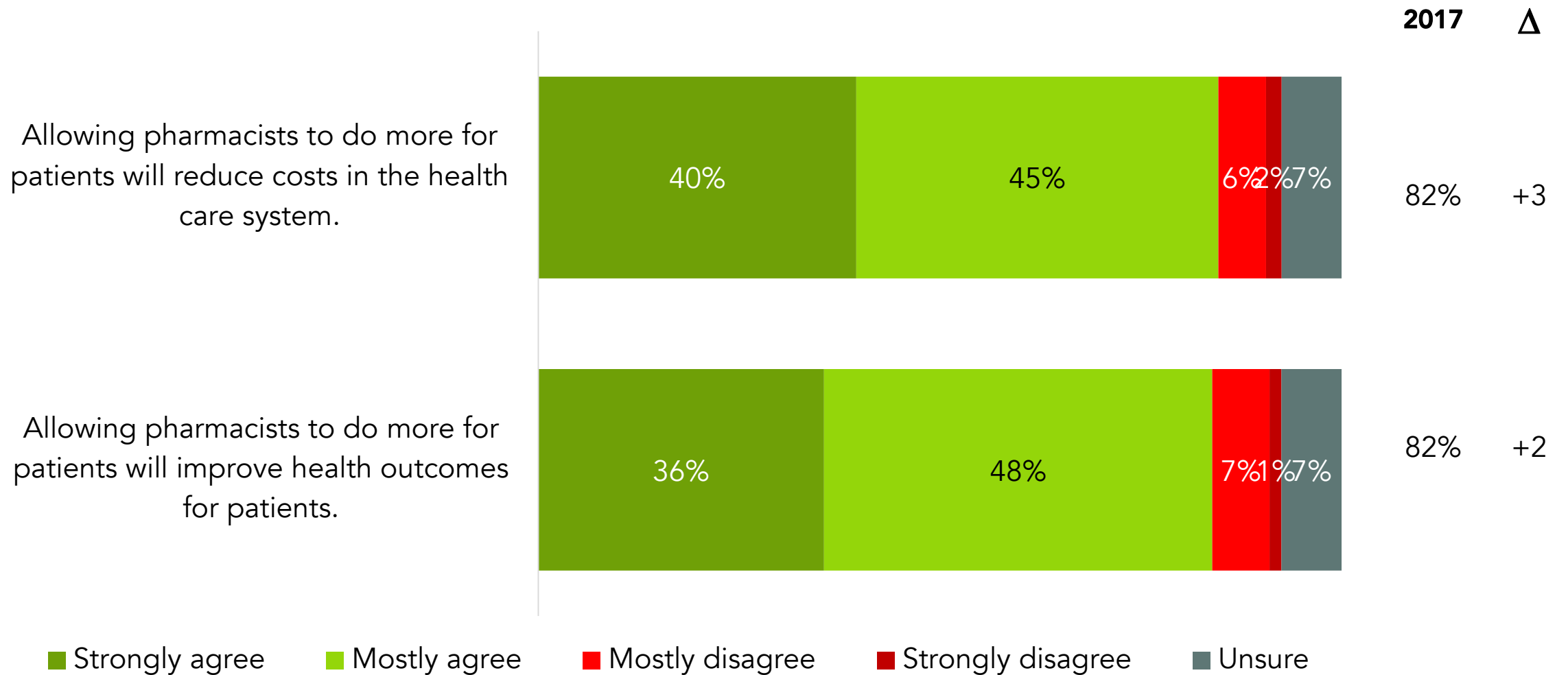
Before today, were you aware or unaware that pharmacists provide the following services?

# LIKELIHOOD TO VISIT A PHARMACIST FOR...



If you required the following services, how likely are you to go to a pharmacist to get them?

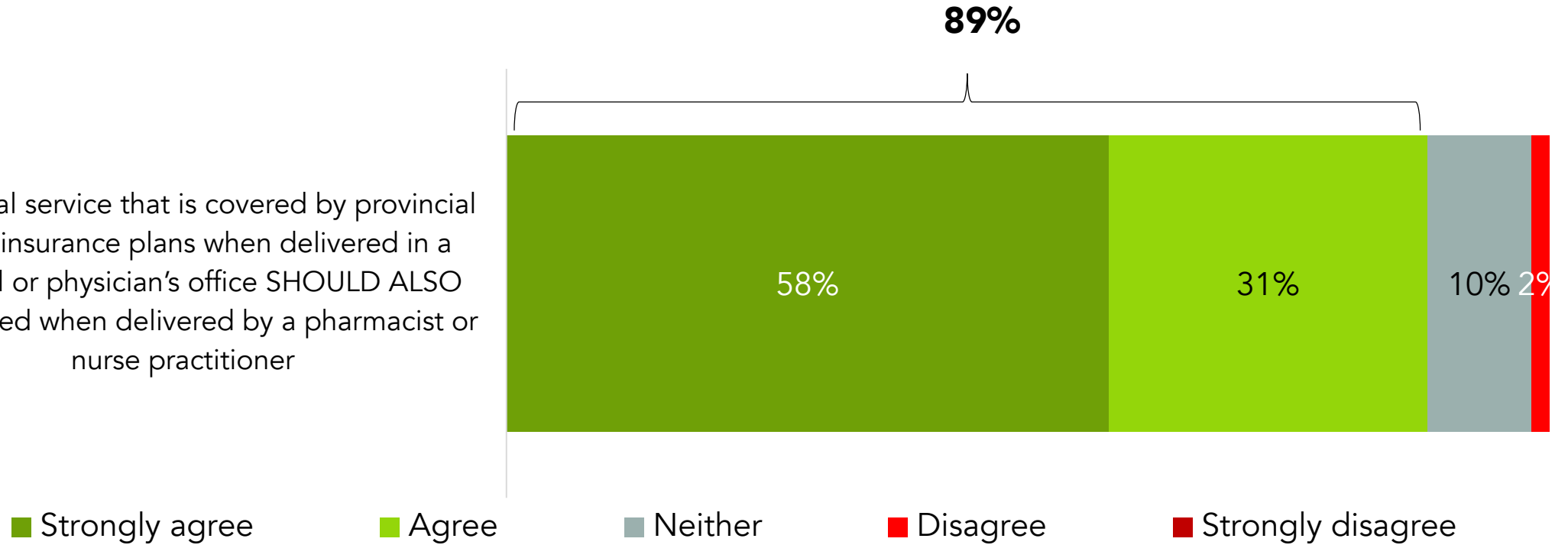
# IMPACT OF EXPANDED SCOPE FOR PHARMACISTS



Below are a number of statements that could be used to describe pharmacists in your community. Please tell us whether you agree or disagree with each statement:

# COVERAGE FOR MEDICAL SERVICES

A medical service that is covered by provincial health insurance plans when delivered in a hospital or physician's office SHOULD ALSO be covered when delivered by a pharmacist or nurse practitioner



Do you agree or disagree with this statement?