METHODOLOGY

The survey was conducted online with 4,023 Canadians aged 18 and over from February 23rd to March 4th, 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
Please tell us if you have a very positive, mostly positive, mostly negative, or very negative impression of each:
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.

<table>
<thead>
<tr>
<th>Role</th>
<th>Essential</th>
<th>Important</th>
<th>Supporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors</td>
<td>86%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Paramedics</td>
<td>78%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Registered nurses</td>
<td>73%</td>
<td>24%</td>
<td>4%</td>
</tr>
<tr>
<td>Licensed practical nurses</td>
<td>64%</td>
<td>31%</td>
<td>6%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>61%</td>
<td>32%</td>
<td>7%</td>
</tr>
<tr>
<td>Medical technologists</td>
<td>48%</td>
<td>43%</td>
<td>9%</td>
</tr>
<tr>
<td>Physiotherapists</td>
<td>41%</td>
<td>45%</td>
<td>14%</td>
</tr>
<tr>
<td>Personal Care Aides</td>
<td>41%</td>
<td>41%</td>
<td>18%</td>
</tr>
<tr>
<td>Lab assistant</td>
<td>35%</td>
<td>46%</td>
<td>19%</td>
</tr>
<tr>
<td>Pharmacy technicians</td>
<td>33%</td>
<td>48%</td>
<td>19%</td>
</tr>
<tr>
<td>Occupational therapists</td>
<td>33%</td>
<td>48%</td>
<td>19%</td>
</tr>
<tr>
<td>Food service workers</td>
<td>32%</td>
<td>37%</td>
<td>31%</td>
</tr>
<tr>
<td>Cleaners</td>
<td>28%</td>
<td>38%</td>
<td>34%</td>
</tr>
</tbody>
</table>
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.
Please tell us to what extent you trust the advice a pharmacist might give you on the following:

- **Advice on medicines**
  - Completely trust: 36%
  - Trust a great deal: 40%
  - Trust somewhat: 20%
  - Trust only a little: 3%
  - Do not trust at all: 4%

- **Management of common ailments**
  - Completely trust: 24%
  - Trust a great deal: 42%
  - Trust somewhat: 27%
  - Trust only a little: 5%
  - Do not trust at all: 1%

- **Healthy lifestyle changes**
  - Completely trust: 20%
  - Trust a great deal: 40%
  - Trust somewhat: 30%
  - Trust only a little: 8%
  - Do not trust at all: 2%

- **Vaccinations**
  - Completely trust: 24%
  - Trust a great deal: 37%
  - Trust somewhat: 26%
  - Trust only a little: 9%
  - Do not trust at all: 5%

- **Management of chronic health conditions**
  - Completely trust: 16%
  - Trust a great deal: 39%
  - Trust somewhat: 35%
  - Trust only a little: 9%
  - Do not trust at all: 2%
PHARMACY SERVICES

ABACUS DATA
AWARENESS OF SERVICES

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

- Administer a flu shot: 87% Aware, 13% Unaware
- Provide emergency prescription refills: 71% Aware, 29% Unaware
- Renew and extend your prescriptions: 69% Aware, 31% Unaware
- Administer other vaccines: 65% Aware, 35% Unaware
- Prescribing prescription medications for some minor health conditions: 65% Aware, 35% Unaware
- Meet or sit down with you for a 20 minute review of your medications: 63% Aware, 37% Unaware
- Counselling programs for smoking cessation: 52% Aware, 48% Unaware
- Therapeutic substitution: 52% Aware, 48% Unaware
- Adapt a prescription: 48% Aware, 52% Unaware
If you required the following services, how likely are you to go to a pharmacist to get them?

<table>
<thead>
<tr>
<th>Service</th>
<th>2017</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advice on medicines you are taking</td>
<td>49%</td>
<td>88% -2</td>
</tr>
<tr>
<td>Management of common ailments like the flu or cold</td>
<td>34%</td>
<td>80% -2</td>
</tr>
<tr>
<td>A flu shot</td>
<td>38%</td>
<td>69% +3</td>
</tr>
<tr>
<td>A vaccination</td>
<td>30%</td>
<td>63% +5</td>
</tr>
<tr>
<td>Advice on healthy lifestyle changes like smoking cessation and weight loss</td>
<td>21%</td>
<td>56% +6</td>
</tr>
<tr>
<td>Management of chronic health conditions</td>
<td>16%</td>
<td>48% +8</td>
</tr>
</tbody>
</table>

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

Allowing pharmacists to do more for patients will reduce costs in the health care system.
- Strongly agree: 40%
- Mostly agree: 45%
- Mostly disagree: 6%
- Strongly disagree: 2%
- Unsure: 7%

Allowing pharmacists to do more for patients will improve health outcomes for patients.
- Strongly agree: 36%
- Mostly agree: 48%
- Mostly disagree: 7%
- Strongly disagree: 1%
- Unsure: 7%

2017

Comparison: +3
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.