



STRATCOM

B.C. Syndicated Omnibus Polling

B.C. Pharmacy Association

May 13, 2024

**Bob Penner
Trevor McKenzie-Smith
Armand Cousineau
Grace Zhang**

Vancouver | Saskatoon | Winnipeg | Toronto | Ottawa | London | Brighton

Methodology & Reporting

- This online omnibus survey was conducted with 1,209 BC adult residents April 22nd – 25th, 2024, using a representative opt-in panel.
- The sample of 1209 BC residents (18+) statistically weighted to match the gender, age, region and proportion of Chinese mother tongue in BC as per the 2021 Census.
- Online polls don't report margin of error, however a similar sized probability sample would have a margin of error of +/- 2.8%, 19 times out of 20.
- Some charts and tables might not total 100% due to rounding.
- All figures are percent (%) unless indicated otherwise.
- All research conducted by Stratcom.



Summary Analysis

BC Pharmacy Association

SUMMARY

- The majority (57%) get their prescriptions renewed at their family doctor. Approximately one-in-five (21%) go to their community pharmacy, 13% at a walk-in clinic, 8% through Telehealth, 5% at clinics operated by the government such as Urgent and Primary Care Clinics, and 2% at the emergency department.
 - The less time living in BC, the more likely to have prescriptions renewed at walk-in clinics.
 - Those under 35 years of age are less likely to renew prescriptions at a family doctor (40%), but much more likely to do so at a walk-in clinic (23%), through Telehealth (14%), at Urgent and Primary Care Clinics (9%) and emergency departments (5%).
- From a list of seven select healthcare professionals, satisfaction is highest with family doctors (61% reporting a '4' or '5' on the 5-point scale, mean response of 3.9), followed by community pharmacists (55% reporting a '4' or '5' on the 5-point scale, mean response of 3.8).
 - Regionally, satisfaction with community pharmacists are highest in 'rest of BC' (mean=4.0) and on Vancouver Island (mean=4.0).
 - Satisfaction with community pharmacists is highest among those aged 55 and older (mean=4.1).

BC Pharmacy Association

SUMMARY

- Awareness is extremely high about pharmacists being now authorized to assess and write prescriptions for minor ailments such as urinary tract infections and cold sores and also for contraceptives, with 40% very aware and 41% somewhat aware. Less than one-in-five (17%) are not aware.
 - Awareness is much lower in Vancouver (27% not aware), and among those under 35 years old (25% not aware). Men are more likely to be unaware (21%) than women (13%).
- Over one-in-five (22%) have seen a pharmacist for a minor ailment (or someone in their family has). Almost one-in-ten (9%) have seen a pharmacist about contraceptives (or someone in their family has).
 - Those under 35 are more likely to see a pharmacist about a minor ailment (27%) and over twice as likely to see one about contraceptives (20%).
 - Newer British Columbians (living in B.C. <6 yrs) are much more likely to see a pharmacist about minor ailments (35%) and contraceptives (17%).

BC Pharmacy Association

SUMMARY

- The top reasons for visiting a pharmacist for a minor ailment are 'it was more convenient for me to visit a pharmacy' (63%), 'I trust my pharmacist to provide this service' (43%), 'it is difficult to get an appointment with my family doctor/NP' (37%), 'it is difficult to get an appointment at a walk-in clinic' (37%), and 'I didn't want to go to an emergency department/hospital' (29%).
- There is very high confidence in pharmacists diagnosing minor ailments, with three-quarters (75%) reporting a '4' or '5' on the 5-point scale (mean response of 4.10).
 - Confidence is highest among women (mean=4.2), those over 55 (mean=4.3), on Vancouver Island (mean=4.3), and in the rest of BC (mean=4.3).
- Top reasons for visiting a pharmacist for contraceptives are 'it was more convenient for me to visit a pharmacy' (50%), 'I trust my pharmacist to provide this service' (37%), 'it is difficult to get an appointment with my family doctor/NP' (30%), 'it is difficult to get an appointment at a walk-in clinic' (27%), and 'I don't have a family doctor/NP' (27%).

BC Pharmacy Association

SUMMARY

- There is even higher confidence in pharmacists consulting on contraceptives, with 85% reporting a '4' or '5' on the 5-point scale (mean response of 4.4).
 - Regionally, confidence is highest on Vancouver Island (mean=4.5) and lowest in Vancouver (4.1).
- The vast majority (88%) support pharmacists in B.C. being able to offer more patient care services in their pharmacy.
 - This strong support extends across demographics and regions.
- There is very strong confidence in pharmacists being able to ...
 - Provide counselling and prescribing for patients with diabetes (67% reporting '4' or '5' on the 5-point scale, mean response=4.2)
 - Order laboratory tests to provide information about a medical condition you have (73% reporting '4' or '5' on the 5-point scale, mean response=4.1)
 - Pharmacists being able to independently prescribe for ongoing chronic diseases that have already been diagnosed by a doctor, like hypertension or asthma (74% reporting '4' or '5' on the 5-point scale, mean response=4.1)

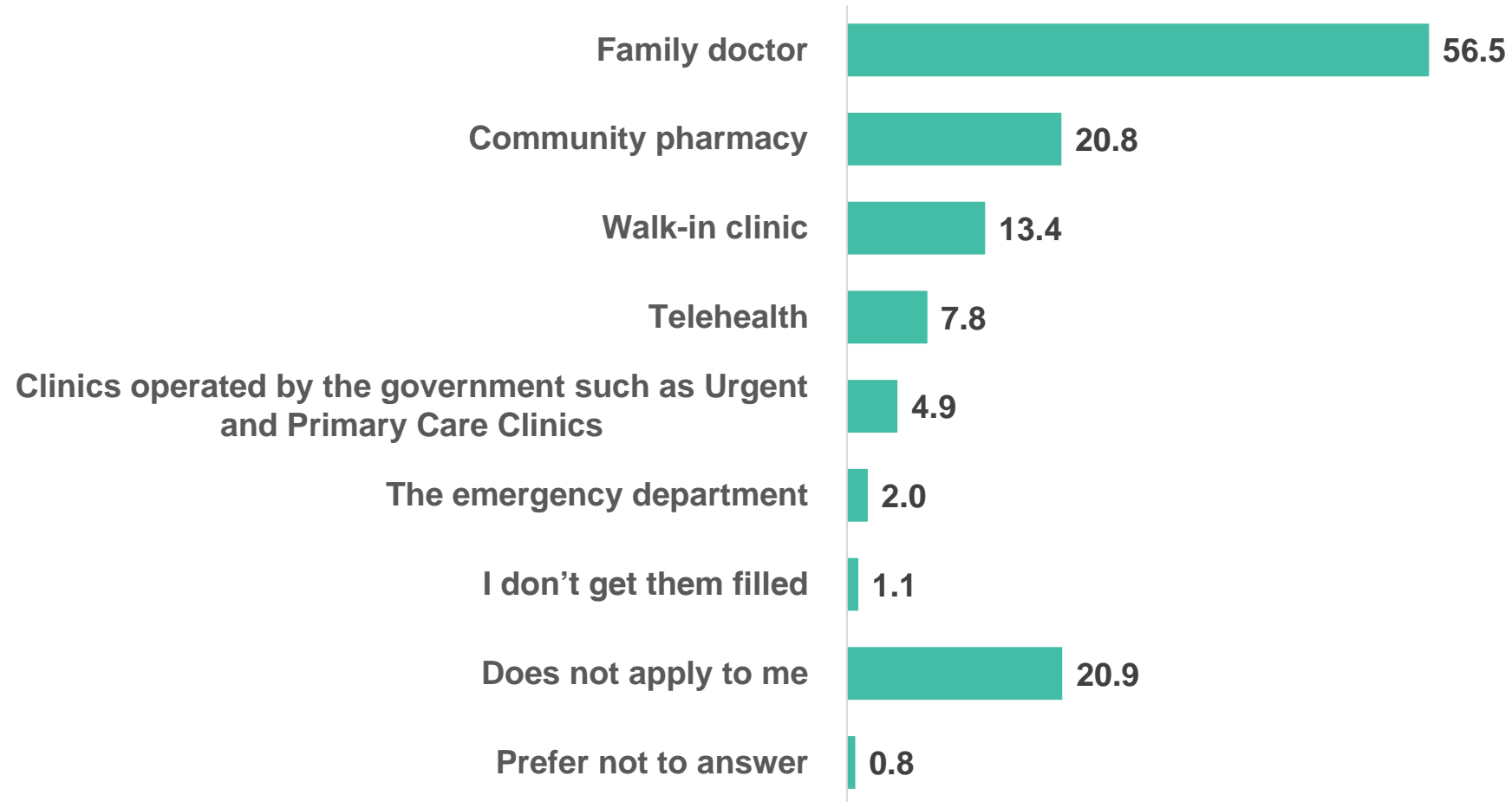
BC Pharmacy Association

SUMMARY

- Having point-of-care testing in the pharmacy for things like strep throat (79% reporting '4' or '5' on the 5-point scale, mean response=4.0)
- The vast majority (90%) think using pharmacists more can help alleviate some of the pressure on our health care system.
 - This very strong agreement extends across demographics and regions.
- Of the very small proportion (6%) that thinks using pharmacists will not alleviate some of the pressure on our health care system, top reasons for this belief are 'don't have training equal to a doctor' (61%), 'out of their range of experience' (54%), 'would not be confident in pharmacist's diagnosis' (52%), 'concerned pharmacist would be more interested in prescribing drugs they sell' (35%), 'uncomfortable discussing my personal health issues with a pharmacist' (35%), and 'privacy concerns about a pharmacy' (33%).

Charts and Tables

Prescriptions renewal



Prescriptions renewal

(by gender, age and region)

	Total Sample	Men	Women	18 - 34	35 - 54	55+	Vancouver	Rest of Metro Vancouver	Vancouver Island	Rest of BC
Sample size	1209	581	623	318	402	489	179	467	207	356
Family doctor	56.5	55.0	57.8	39.8	57.9	66.2	51.8	59.8	50.4	58.2
Community pharmacy	20.8	20.5	21.0	21.0	19.1	22.0	18.1	22.1	18.1	22.0
Walk-in clinic	13.4	14.7	12.3	22.9	12.5	8.0	16.5	13.4	14.6	11.2
Telehealth	7.8	7.5	7.9	14.1	8.4	3.2	9.9	9.4	6.0	5.7
Clinics operated by the government such as Urgent and Primary Care Clinics	4.9	5.7	4.1	8.6	4.8	2.5	3.8	4.5	5.6	5.4
The emergency department	2.0	2.8	1.2	5.1	0.8	0.8	2.2	1.3	1.0	3.2
I don't get them filled	1.1	1.4	0.8	1.2	1.8	0.4	2.3	1.0	1.6	0.3
Does not apply to me	20.9	22.5	19.7	29.7	20.1	16.0	20.8	18.4	26.4	21.2
Prefer not to answer	0.8	0.6	1.0	1.6	0.8	0.3	2.3	0.7	0.0	0.7

Prescriptions renewal

(time in BC and households with children)

	Total Sample	Less than 6 years in BC	6 to 10 years	11 to 20 years	Lived in BC all my life	Hshld children <5 yrs	Hshld children 6-10 yrs	Hshld children 11-18 yrs
Sample size	1209	108	99	359	628	124	127	133
Family doctor	56.5	38.9	50.1	65.6	55.3	50.1	58.6	62.7
Community pharmacy	20.8	18.1	19.2	21.1	21.3	21.2	27.2	22.5
Walk-in clinic	13.4	28.2	22.3	11.6	10.4	13.6	18.3	18.4
Telehealth	7.8	18.1	8.6	8.3	5.8	9.6	8.5	7.4
Clinics operated by the government such as Urgent and Primary Care Clinics	4.9	6.0	12.2	4.2	4.0	8.0	12.7	8.3
The emergency department	2.0	6.3	5.0	1.7	0.9	4.3	1.8	2.6
I don't get them filled	1.1	0.5	3.4	0.5	1.0	0.5	1.4	0.0
Does not apply to me	20.9	20.5	19.8	18.5	22.6	25.1	19.8	20.8
Prefer not to answer	0.8	1.6	0.9	0.4	0.9	0.7	1.0	0.7

Level of satisfaction with select healthcare professionals

	%	Family doctor	Community pharmacist	Nurse practitioner	Tele-health doctor	Hospital emergency room	Naturopathic doctor	Walk-in clinic doctors
1 - Poor		5.0	2.3	2.2	4.4	12.2	7.1	9.9
2		4.8	5.8	5.1	8.3	14.9	5.1	14.6
3		15.1	19.8	15.2	17.6	23.1	12.3	24.3
4		28.8	32.1	18.0	13.4	17.7	7.0	17.8
5 - Excellent		31.7	22.6	14.6	4.9	11.0	5.3	6.2
Not applicable		14.5	17.4	44.8	51.3	21.1	63.1	27.2
MEAN		3.90	3.81	3.68	3.12	3.00	2.96	2.94

Level of satisfaction with select healthcare professionals

(by gender, age and region)

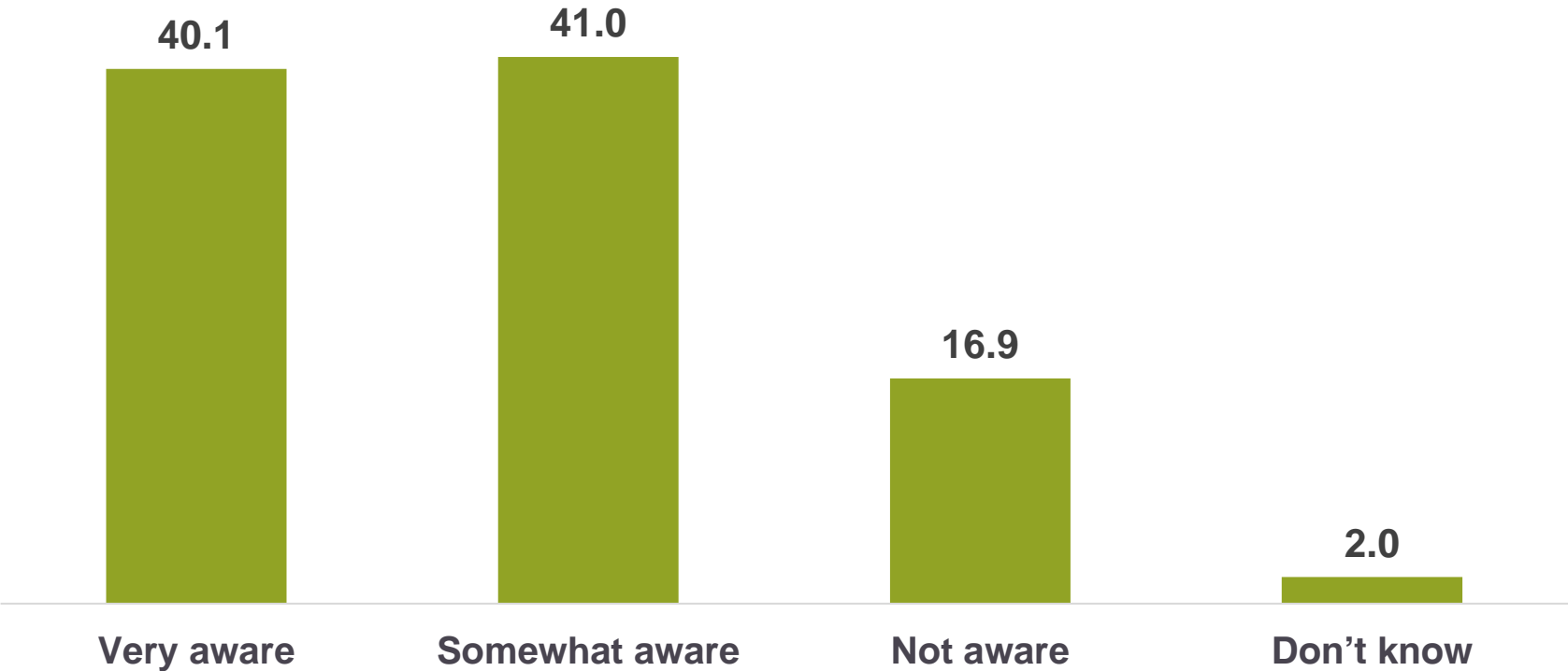
		Mean responses on a 5-point scale (0=poor, 5=excellent)									
		Total Sample	Men	Women	18 - 3435 - 5455+			Vancouver	Rest of Metro Vancouver	Vancouver Island	Rest of BC
Sample size		1209	581	623	318	402	489	179	467	207	356
Family doctor		3.90	3.91	3.90	3.56	3.76	4.21	3.76	3.82	4.06	4.00
Community pharmacist		3.81	3.75	3.86	3.55	3.70	4.06	3.58	3.67	3.95	4.01
Nurse practitioner		3.68	3.72	3.64	3.57	3.58	3.89	3.63	3.50	3.93	3.81
Tele-health doctor		3.12	3.14	3.10	3.05	3.12	3.22	3.16	3.06	3.14	3.19
Hospital emergency room		3.00	3.18	2.83	2.89	2.86	3.21	3.20	2.90	2.97	3.07
Naturopathic doctor		2.96	2.84	3.09	3.19	2.82	2.84	2.79	2.90	3.01	3.10
Walk-in clinic doctors		2.94	3.03	2.86	2.83	2.81	3.19	3.05	2.85	3.00	2.99

Level of satisfaction with select healthcare professionals

(by time in BC and households with children)

	Mean responses on a 5-point scale (0=poor, 5=excellent)							
	Total Sample	Less than 6 years in BC	6 to 10 years	11 to 20 years	Lived in BC all my life	Hshld children <5 yrs	Hshld children 6-10 yrs	Hshld children 11-18 yrs
Sample size	1209	108	99	359	628	124	127	133
Family doctor	3.90	3.58	3.60	4.04	3.90	3.72	3.82	3.78
Community pharmacist	3.81	3.79	3.64	3.82	3.83	3.64	3.81	3.77
Nurse practitioner	3.68	3.61	3.65	3.74	3.66	3.60	3.76	3.63
Tele-health doctor	3.12	3.28	3.05	3.19	3.04	2.91	3.32	3.09
Hospital emergency room	3.00	3.04	2.91	3.03	2.99	2.96	3.15	2.98
Naturopathic doctor	2.96	2.93	3.25	2.87	2.96	3.13	3.26	3.15
Walk-in clinic doctors	2.94	3.06	3.16	3.02	2.83	2.93	3.06	2.92

Awareness of community pharmacists being recently authorized to assess and write prescriptions for minor ailments



Awareness of community pharmacists being recently authorized to assess and write prescriptions for minor ailments

(by gender, age and region)

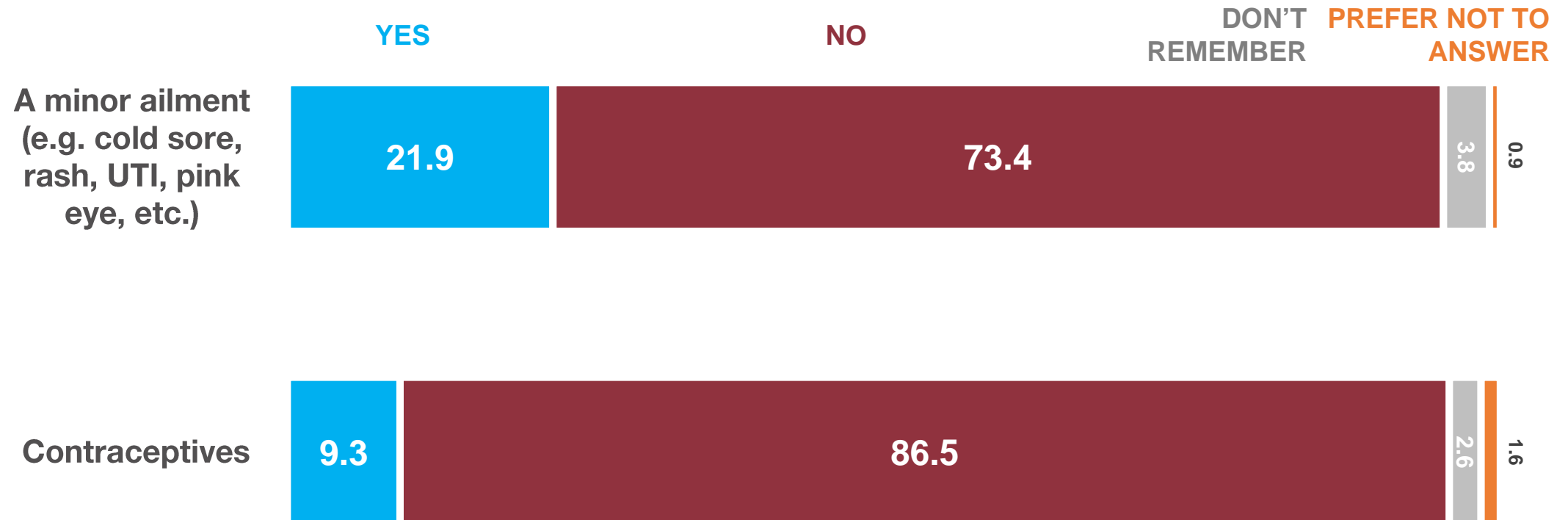
	Total Sample	Men	Women	18 - 34	35 - 54	55+	Vancouver	Rest of Metro Vancouver	Vancouver Island	Rest of BC
Sample size	1209	581	623	318	402	489	179	467	207	356
Very aware	40.1	33.3	46.2	32.3	33.7	50.4	34.0	36.3	49.8	42.5
Somewhat aware	41.0	44.3	38.1	39.7	43.6	39.7	36.3	44.6	36.1	41.5
Not aware	16.9	20.9	13.2	25.3	19.8	9.1	26.5	16.7	13.0	14.7
Don't know	2.0	1.5	2.5	2.6	2.9	0.8	3.3	2.5	1.0	1.3

Awareness of community pharmacists being recently authorized to assess and write prescriptions for minor ailments

(by time in BC and households with children)

	Total Sample	Less than 6 years in BC	6 to 10 years	11 to 20 years	Lived in BC all my life	Hshld children <5 yrs	Hshld children 6-10 yrs	Hshld children 11-18 yrs
Sample size	1209	108	99	359	628	124	127	133
Very aware	40.1	29.4	33.6	40.3	42.2	38.1	33.6	32.0
Somewhat aware	41.0	34.3	39.5	43.3	41.7	37.7	46.0	39.6
Not aware	16.9	32.3	24.3	14.7	14.3	23.4	18.8	21.8
Don't know	2.0	4.0	2.5	1.7	1.8	0.9	1.5	6.7

Have you or someone in your family seen a pharmacist for each of the following?



Have you or someone in your family seen a pharmacist for each of the following?

(by gender, age and region)

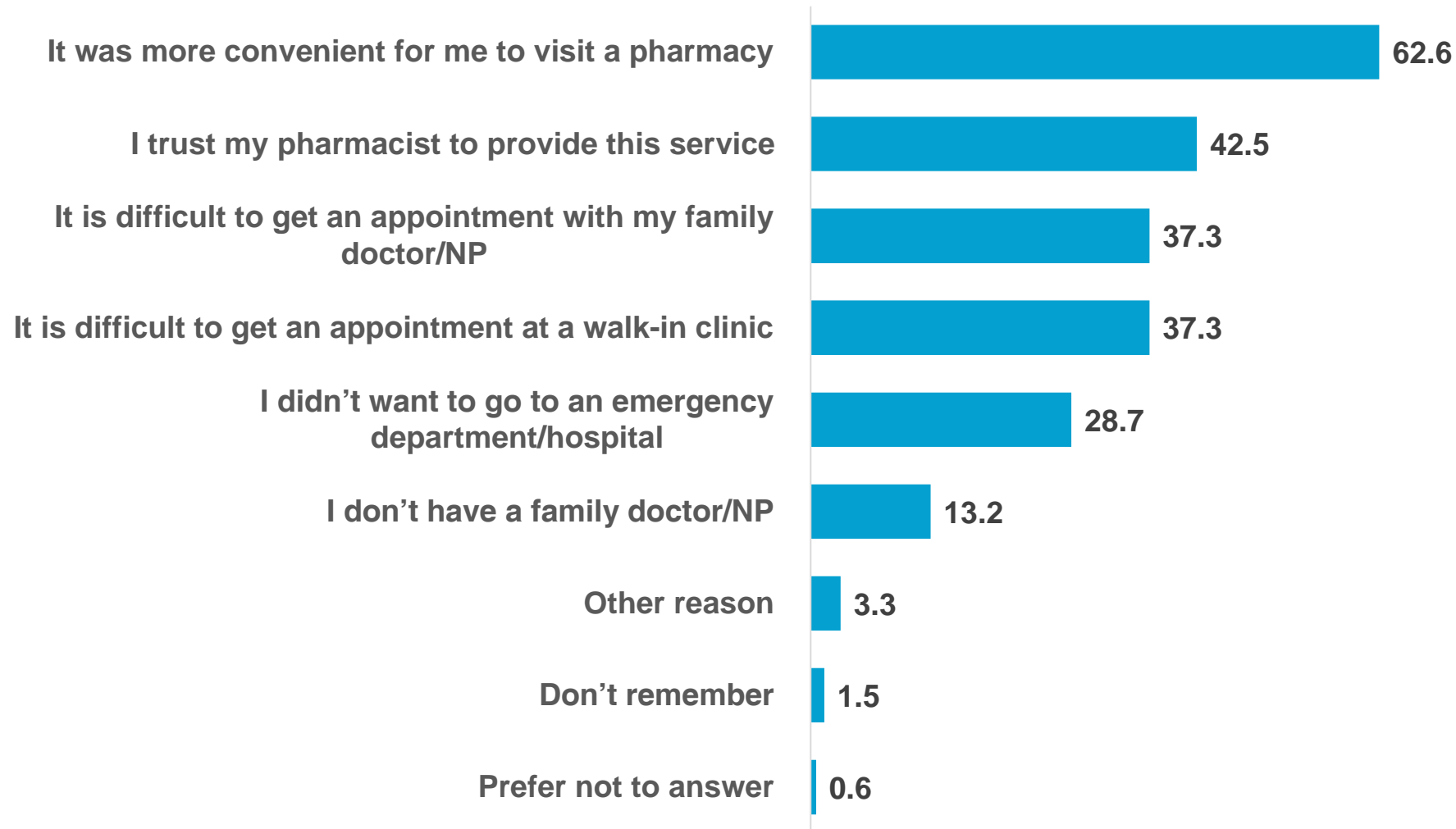
	Total Sample	Men	Women	18 - 34	35 - 54	55+	Vancouver	Rest of Metro Vancouver	Vancouver Island	Rest of BC
Sample size	1209	581	623	318	402	489	179	467	207	356
A minor ailment (e.g. cold sore, rash, UTI, pink eye, etc.)	21.9	20.1	23.4	26.8	23.8	17.1	19.4	23.9	19.1	22.2
Contraceptives	9.3	7.1	11.4	20.0	8.4	3.0	11.1	7.7	10.1	10.0

Have you or someone in your family seen a pharmacist for each of the following?

(by time in BC and households with children)

	Total Sample	Less than 6 years in BC	6 to 10 years	11 to 20 years	Lived in BC all my life	Hshld children <5 yrs	Hshld children 6-10 yrs	Hshld children 11-18 yrs
Sample size	1209	108	99	359	628	124	127	133
A minor ailment (e.g. cold sore, rash, UTI, pink eye, etc.)	21.9	35.3	25.4	19.6	20.8	30.6	38.8	32.6
Contraceptives	9.3	16.5	9.6	4.8	10.8	14.3	11.2	13.7

Reasons for visiting a pharmacist for a minor ailment



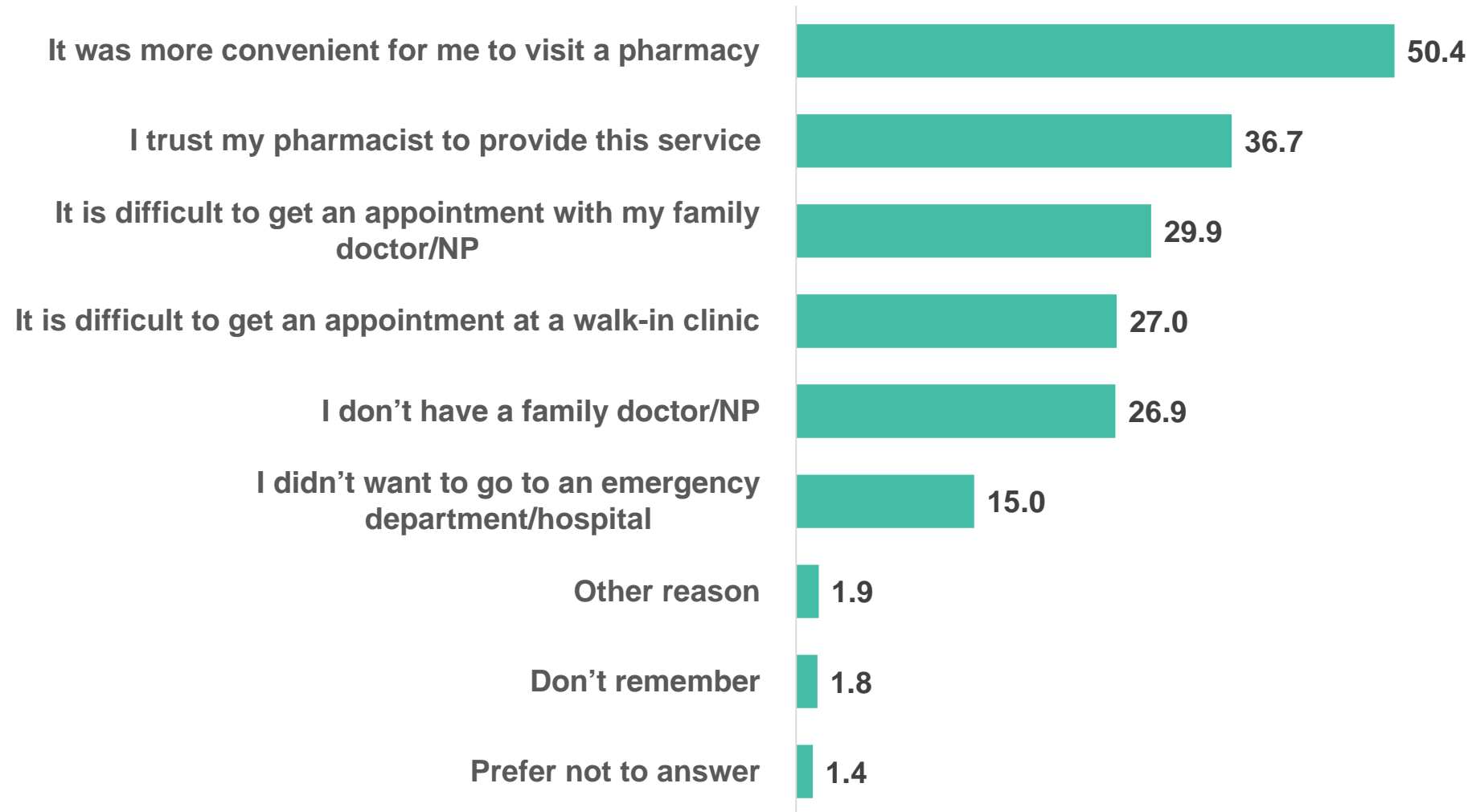
Confidence in pharmacist diagnosing a minor ailment

	%
Poor - 1	1.2
2	3.1
3	17.5
4	37.4
Excellent - 5	37.3
Don't remember	2.8
Prefer not to answer	0.6

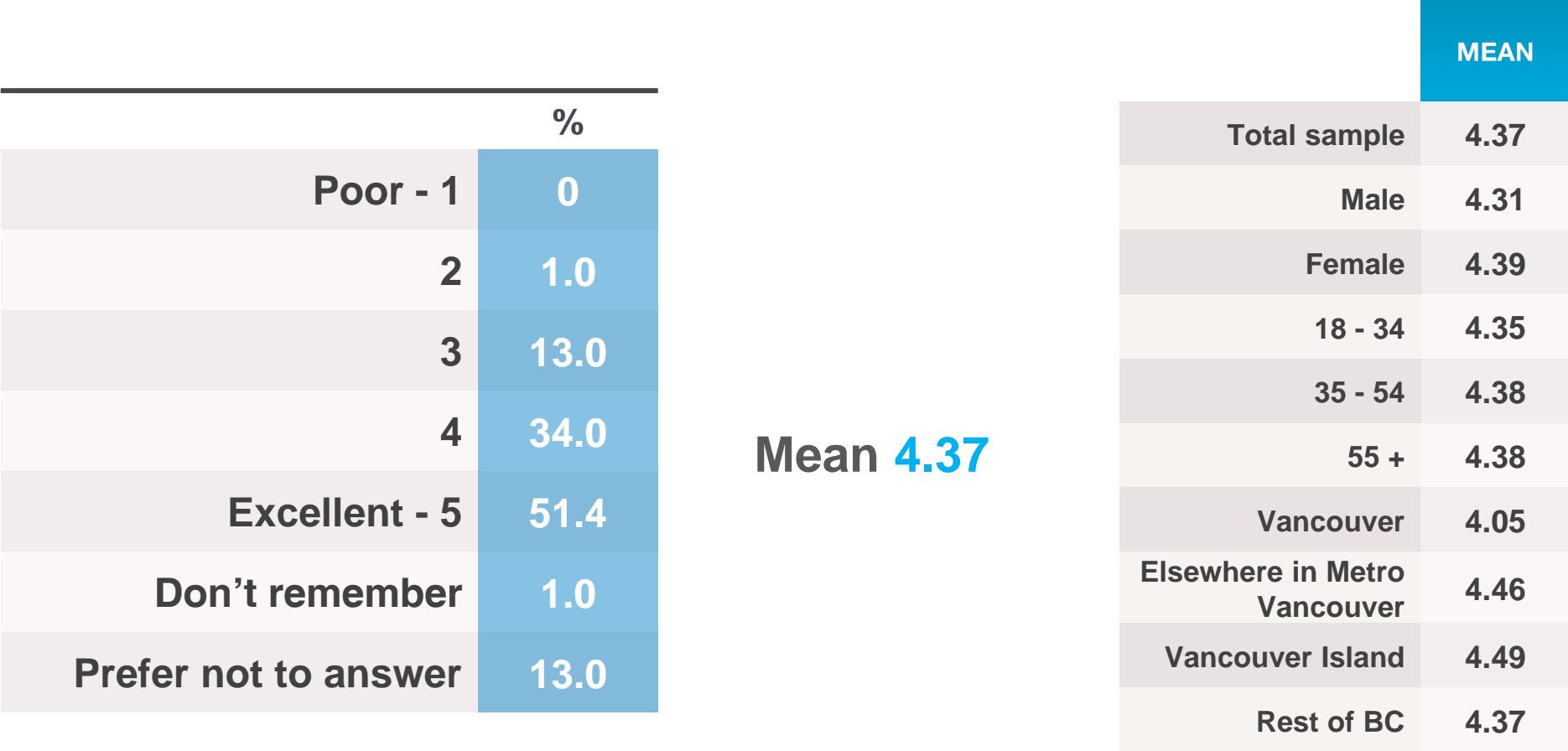
Mean **4.10**

	MEAN
Total sample	4.10
Male	3.93
Female	4.23
18 - 34	3.83
35 - 54	4.14
55 +	4.32
Vancouver	4.19
Elsewhere in Metro Vancouver	3.90
Vancouver Island	4.25
Rest of BC	4.26

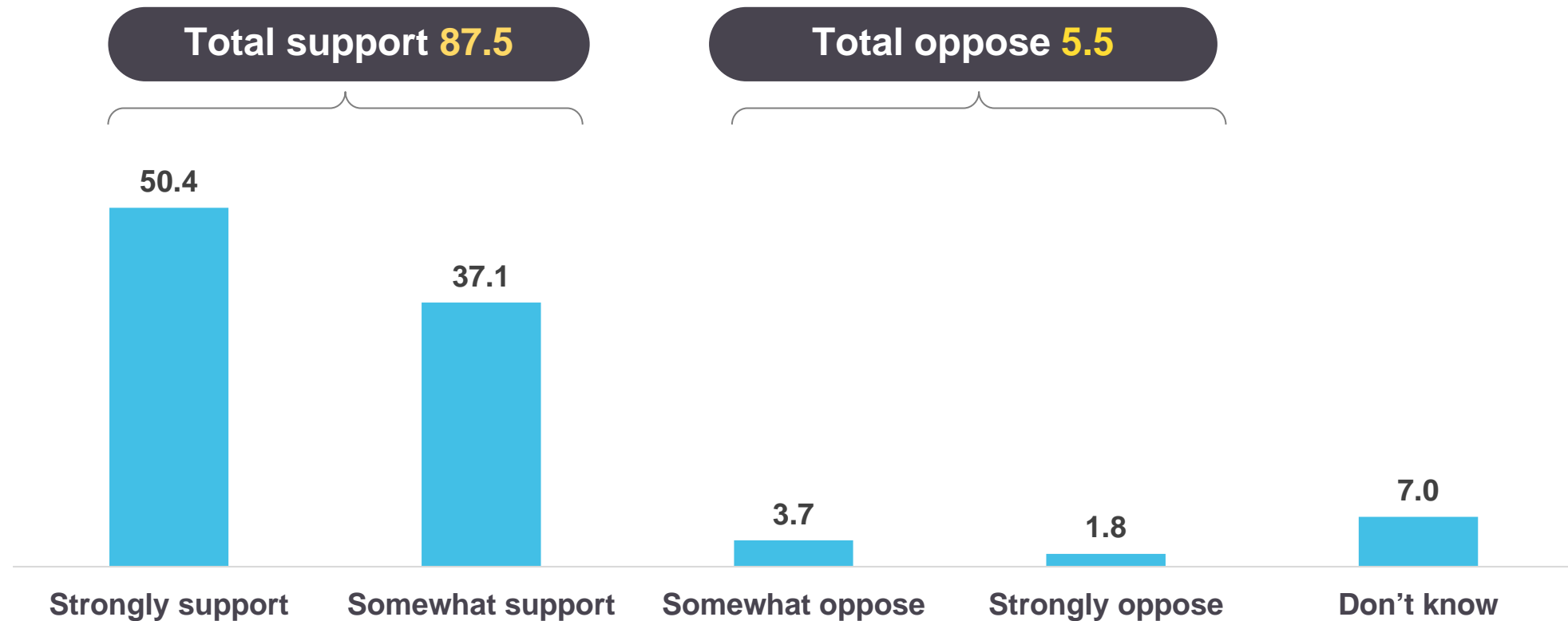
Reasons for visiting a pharmacist for contraceptives



Confidence in pharmacist consulting on contraceptives



Vast majority support pharmacists in BC being able to offer more patient care services in their pharmacy



Vast majority support pharmacists in BC being able to offer more patient care services in their pharmacy

(by gender, age, and region)

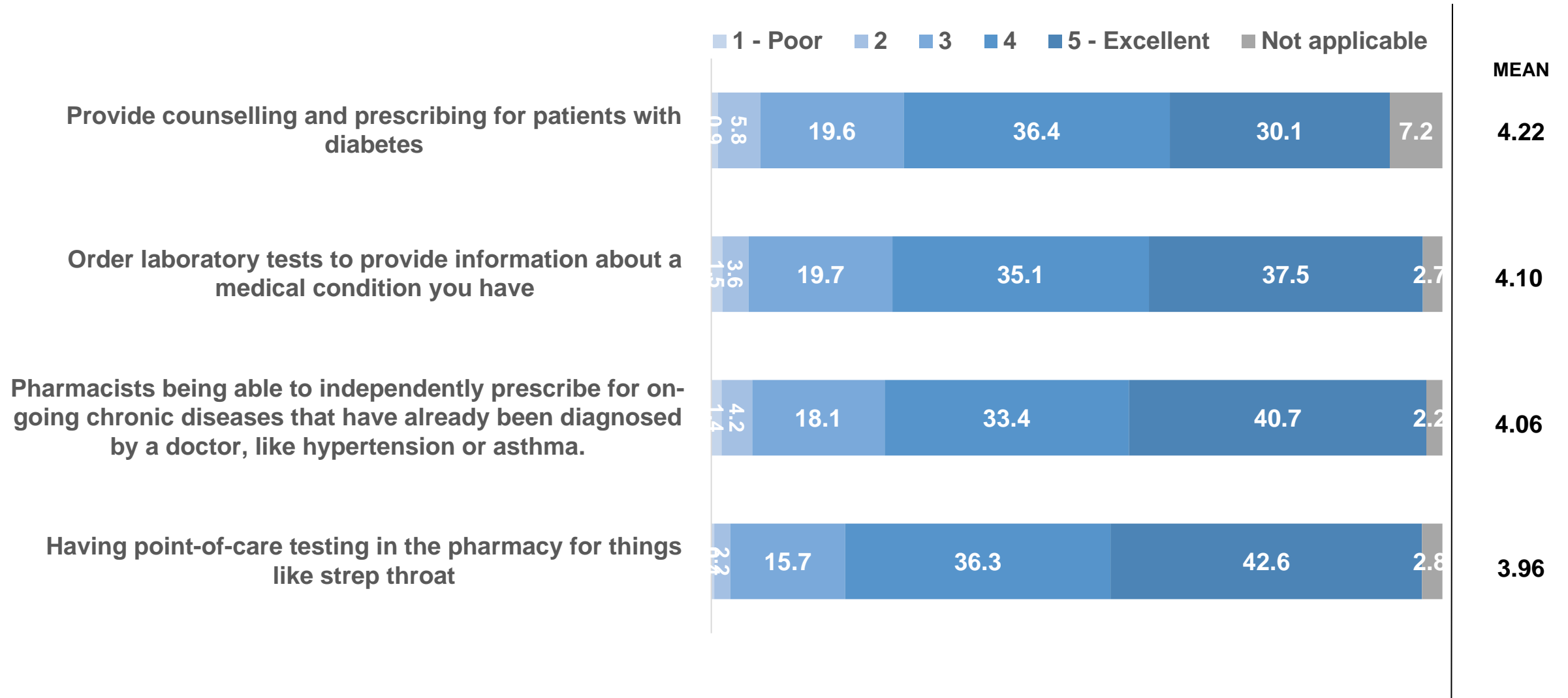
	Total Sample	Men	Women	18 - 34	35 - 54	55+	Vancouver	Rest of Metro Vancouver	Vancouver Island	Rest of BC
Sample size	1209	581	623	318	402	489	179	467	207	356
Strongly support	50.4	46.8	53.6	46.8	50.5	52.7	40.2	49.6	55.2	53.8
Somewhat support	37.1	40.9	33.6	38.6	38.0	35.4	45.9	37.3	33.8	34.2
Somewhat oppose	3.7	2.7	4.6	3.4	3.3	4.2	3.9	3.0	2.6	5.1
Strongly oppose	1.8	2.3	1.4	2.1	1.7	1.8	0.8	2.1	3.3	1.3
Don't know	7.0	7.4	6.7	9.1	6.6	5.9	9.3	8.0	5.1	5.6
Total agree	87.5	87.7	87.2	85.4	88.5	88.1	86.1	86.9	89.0	88.0
Total disagree	5.5	5.0	6.0	5.5	5.0	6.0	4.7	5.1	5.9	6.4

Vast majority support pharmacists in BC being able to offer more patient care services in their pharmacy

(by time in BC and households with children)

	Total Sample	Less than 6 years in BC	6 to 10 years	11 to 20 years	Lived in BC all my life	Hshld children <5 yrs	Hshld children 6-10 yrs	Hshld children 11-18 yrs
Sample size	1209	108	99	359	628	124	127	133
Strongly support	50.4	40.2	58.7	49.5	51.8	49.1	46.4	47.7
Somewhat support	37.1	48.7	31.1	38.7	34.9	39.6	44.2	39.0
Somewhat oppose	3.7	4.1	2.5	2.9	4.3	5.1	2.7	4.4
Strongly oppose	1.8	1.7	2.2	1.9	1.8	1.1	0.8	0.6
Don't know	7.0	5.2	5.5	7.0	7.2	5.1	6.0	8.3
Total agree	87.5	88.9	89.8	88.2	86.7	88.7	90.6	86.7
Total disagree	5.5	5.8	4.7	4.8	6.1	6.2	3.5	5.0

Level of confidence in B.C. pharmacists being able to ...



Level of confidence in B.C. pharmacists being able to ...

(by gender, age and region)

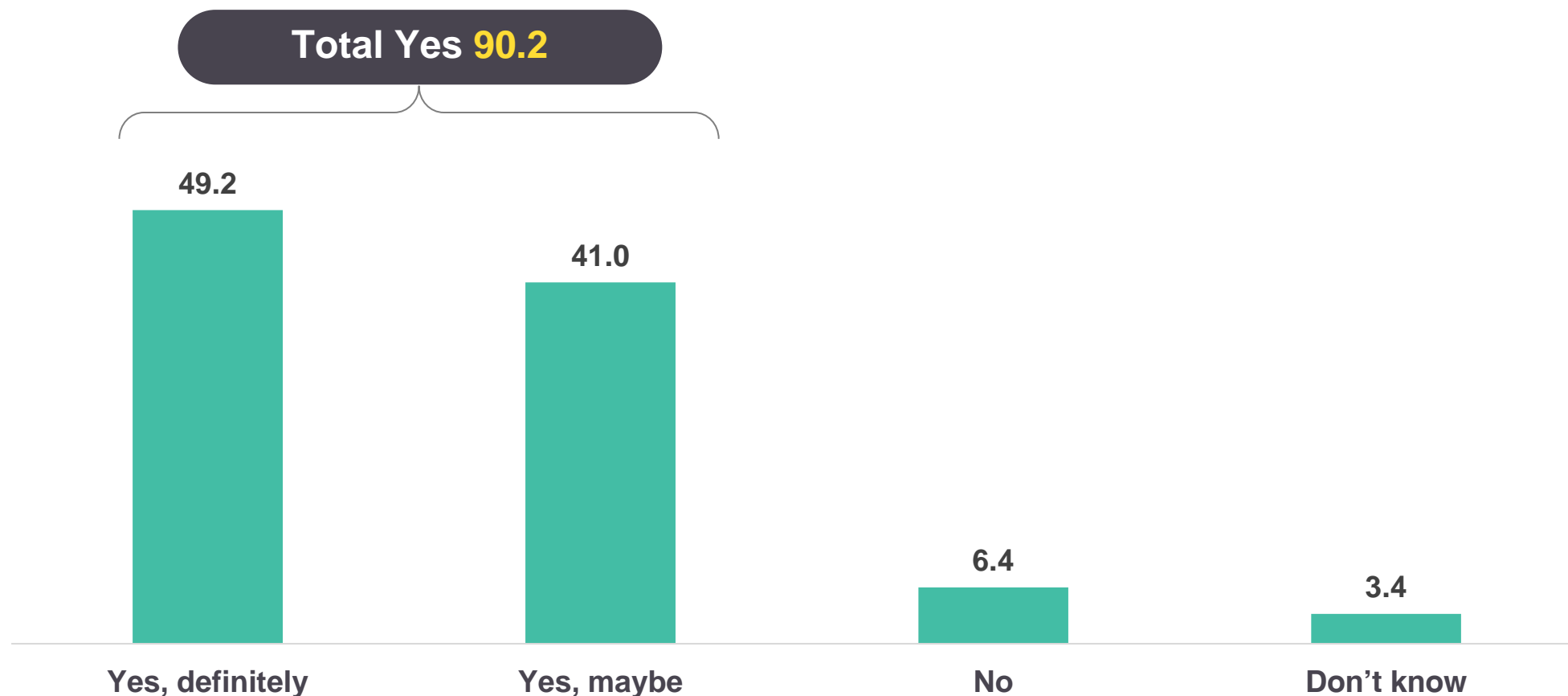
	Total Sample	Men	Women	18 - 34	35 - 54	55+	Vancouver	Rest of Metro Vancouver	Vancouver Island	Rest of BC
Sample size	1058	509	543	271	356	430	154	406	184	313
Having point-of-care testing in the pharmacy for things like strep throat	4.22	4.11	4.32	4.09	4.24	4.29	4.08	4.17	4.37	4.26
Pharmacists being able to independently prescribe for on-going chronic diseases that have already been diagnosed by a doctor, like hypertension or asthma.	4.10	4.02	4.18	3.89	4.07	4.27	3.80	4.00	4.28	4.27
Order laboratory tests to provide information about a medical condition you have	4.06	4.00	4.11	3.89	4.13	4.12	3.90	4.03	4.18	4.12
Provide counselling and prescribing for patients with diabetes	3.96	3.93	3.99	3.74	3.96	4.11	3.78	3.94	3.99	4.06

Level of confidence in B.C. pharmacists being able to ...

(by time in BC and households with children)

	Total Sample	Less than 6 years in BC	6 to 10 years	11 to 20 years	Lived in BC all my life	Hshld children <5 yrs	Hshld children 6-10 yrs	Hshld children 11-18 yrs
Sample size	1058	108	89	317	544	110	115	115
Having point-of-care testing in the pharmacy for things like strep throat	4.22	4.05	4.14	4.24	4.26	4.19	4.10	4.17
Pharmacists being able to independently prescribe for on-going chronic diseases that have already been diagnosed by a doctor, like hypertension or asthma.	4.10	3.96	3.98	4.11	4.14	4.05	4.02	4.12
Order laboratory tests to provide information about a medical condition you have	4.06	4.01	3.98	4.10	4.08	4.03	4.09	4.14
Provide counselling and prescribing for patients with diabetes	3.96	3.92	4.03	4.00	3.93	3.86	3.93	3.92

Vast majority think using pharmacists more can help alleviate some of the pressure on our health care system



Vast majority think using pharmacists more can help alleviate some of the pressure on our health care system

(by gender, age, and region)

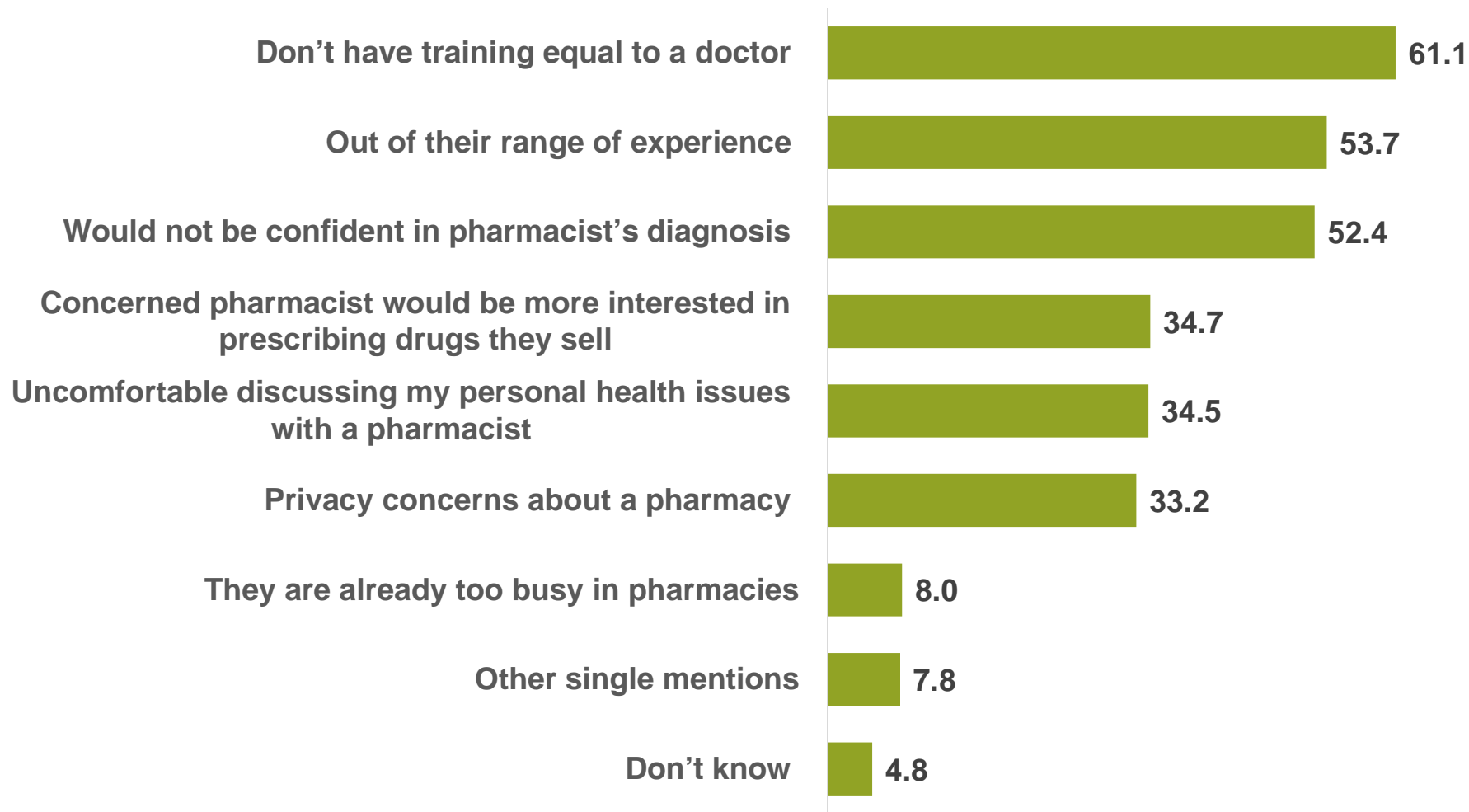
	Total Sample	Men	Women	18 - 34	35 - 54	55+	Vancouver	Rest of Metro Vancouver	Vancouver Island	Rest of BC
Sample size	1209	581	623	318	402	489	179	467	207	1209
Yes, definitely	49.2	46.5	52.1	43.6	48.2	53.7	44.5	48.9	51.2	49.2
Yes, maybe	41.0	44.4	37.4	47.1	40.3	37.5	43.4	40.7	40.5	41.0
No	6.4	6.0	6.7	5.1	8.9	5.1	8.2	7.0	4.3	6.4
Don't know	3.4	3.1	3.8	4.2	2.5	3.7	3.9	3.4	4.0	3.4
Total yes	90.2	90.9	89.5	90.7	88.5	91.2	87.9	89.6	91.7	90.2

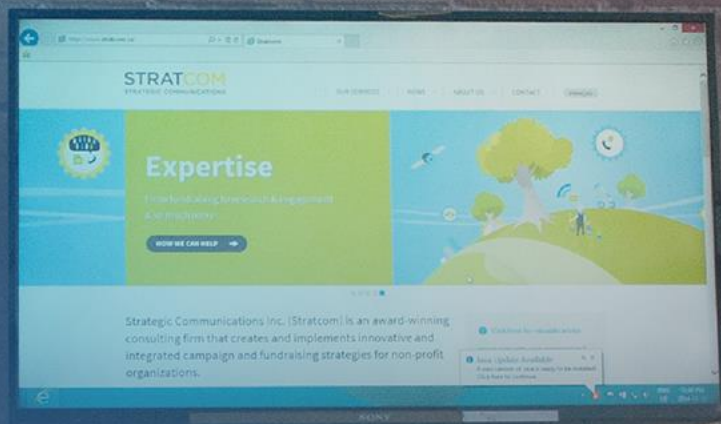
Vast majority think using pharmacists more can help alleviate some of the pressure on our health care system

(by time in BC and households with children)

	Total Sample	Less than 6 years in BC	6 to 10 years	11 to 20 years	Lived in BC all my life	Hshld children <5 yrs	Hshld children 6-10 yrs	Hshld children 11-18 yrs
Sample size	1209	108	99	359	26	124	127	133
Yes, definitely	49.2	49.1	53.0	48.7	48.0	52.9	48.6	47.2
Yes, maybe	41.0	41.2	40.7	42.2	38.1	34.9	45.9	43.1
No	6.4	6.8	3.7	6.0	9.1	11.4	3.9	5.1
Don't know	3.4	2.9	2.6	3.0	4.8	0.9	1.6	4.6
Total yes	90.2	90.3	93.7	90.9	86.1	87.8	94.5	90.3

Reasons why using pharmacists will not alleviate some of the pressure on our health care system





Bob Penner
CEO

E: bob.penner@stratcom.ca

C: 604-897-8978

Trevor McKenzie-Smith
Vice President, Research & Engagement

E: t.mckenzie.smith@stratcom.ca

Armand Cousineau
Director of Research

E: armand.cousineau@stratcom.ca

Grace Zhang
Research and Data Analyst

E: grace.zhang@stratcom.ca