

# Edmontonians' poll station

By Linda Banister

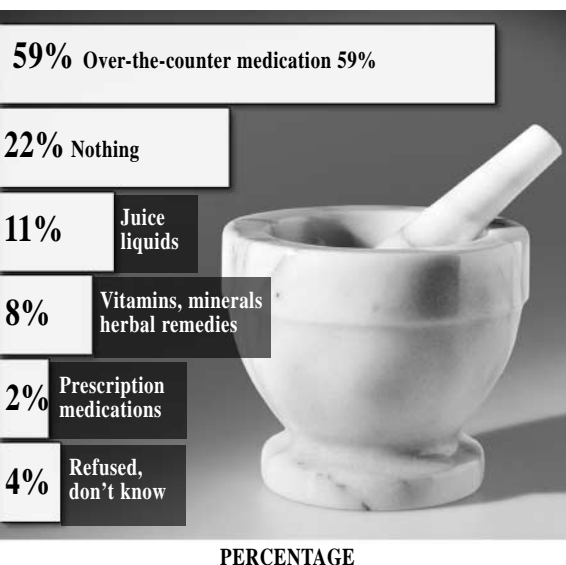
It's cold and flu season. This month's Poll Station looks at how often Edmontonians get a cold or flu and what they do to reduce their risk of getting sick.

## HAVE YOU HAD A COLD OR FLU IN THE PAST YEAR? IF YES, HOW MANY TIMES?



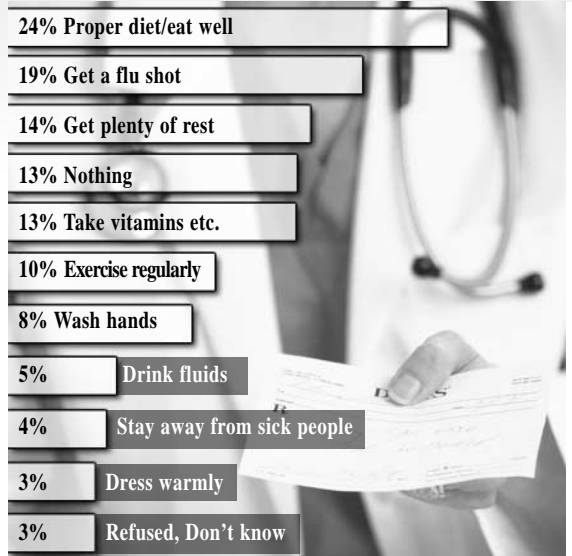
Just over half (52%) of respondents had a cold or flu in the past year, while 48 percent did not. Of those who had a cold/flu, 37 percent had one, 40 percent had two, 17 percent had three and 6 percent had more than three colds or bouts of the flu.

## WHAT DO YOU TAKE TO FEEL BETTER WHEN SICK WITH A COLD OR THE FLU?



Over a quarter (26%) of respondents take pain medication (tylenol, aspirin), 33 percent take other over-the-counter medications (eg. Neocitran, cough syrup), 11 percent drink fluids, 8 percent take vitamins, 2 percent take prescription medications and 22 percent do nothing to feel better when sick with a cold or flu.

## WHAT DO YOU DO TO REDUCE YOUR CHANCES OF GETTING SICK WITH A COLD OR FLU?



Respondents do many things to reduce their chances of getting sick with a cold or flu. Over a third (48%) of respondents take care of themselves (lots of rest, exercise, proper nutrition), 19 percent get a flu shot, 13 percent take a daily supplement of vitamins, 8 percent wash their hands frequently, 3 percent drink lots of fluids, 5 percent dress properly and 13 percent do nothing.

## HAVE YOU RECEIVED A FLU SHOT IN THE PAST YEAR?

A third (31%) of respondents have received a flu shot in the past year, while 68 percent had not. A slightly larger percentage of respondents (36%) planned to get a flu shot this year, while 59 percent do not. ✓

The *Edmontonians Poll Station* surveyed 100 city of Edmonton residents on this topic and while the results of the research are not statistically reliable, they do provide a qualitative indication of what local business is thinking.



*Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like*

*included in the Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at [research@banister.ab.ca](mailto:research@banister.ab.ca). For further information on the firm visit [www.banister.ab.ca](http://www.banister.ab.ca).*