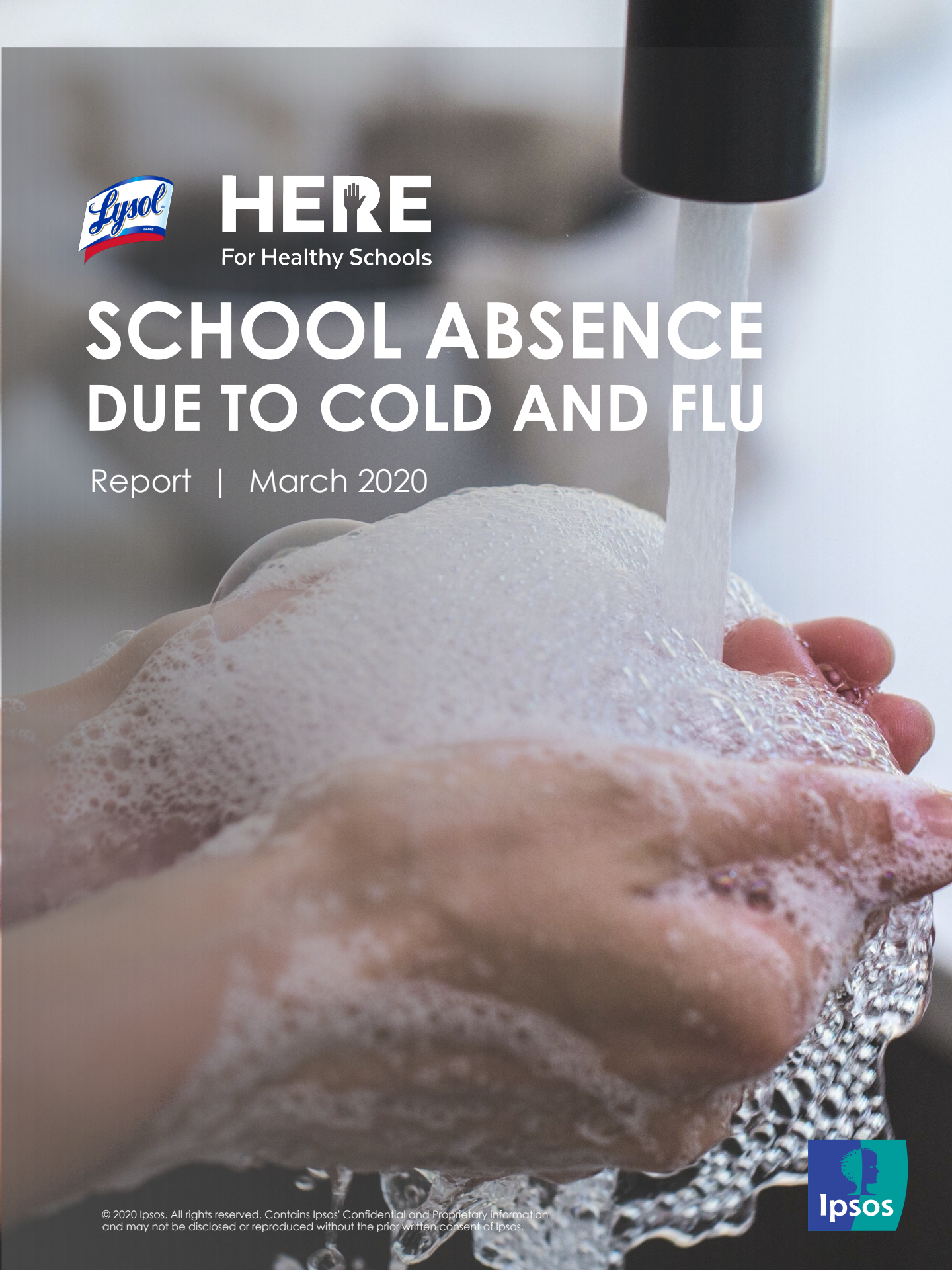


HERE
For Healthy Schools

SCHOOL ABSENCE DUE TO COLD AND FLU

Report | March 2020

SURVEY METHODOLOGY

These are the findings of a quantitative survey conducted by Ipsos on behalf of Lysol.

The survey was conducted online with a representative sample of n=1,547 parents of children aged 5-17 in Canada via the Ipsos I-Say panel between March 17th to March 25th, 2020.

Statistical weighting was employed to ensure that the sample is representative of the Canadian population according to the latest (2016) census results.

The precision of online surveys is measured using a credibility interval. In this case the results are considered accurate to within +/- 2.9 percentage points, 19 times out of 20, of what the results would have been had all Canadian parents of children aged 5-17 been surveyed. The credibility interval will be wider for subsets of the population.

Green and red arrows (below) have been used to indicate statistically significant differences between subgroups. Otherwise noted changes are directional in nature.

▲ Significantly Higher

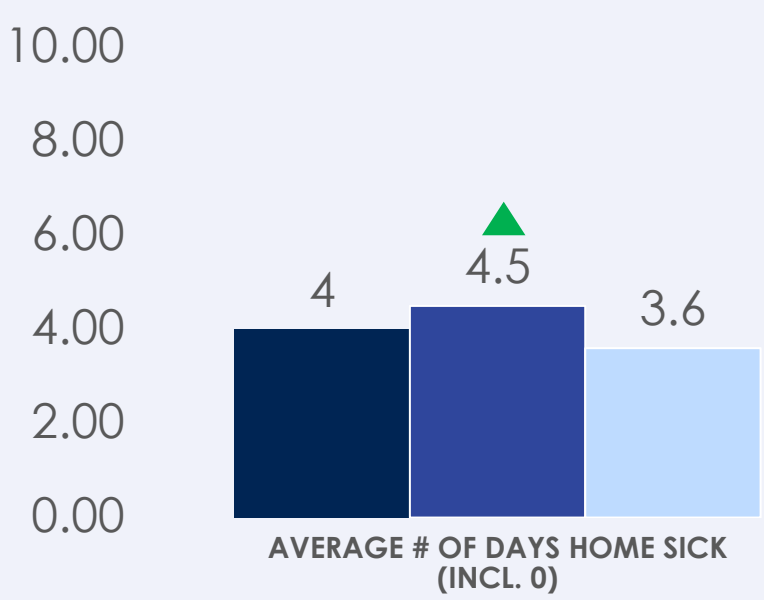
▼ Significantly Lower

SCHOOL DAYS MISSED

Q1. How many days in the past year has your child aged [insert age of one of their children] stayed home sick from school because of a preventable illness caused by germ-spread (e.g. common cold and the flu)? Your best guess is fine. Base= Parents of children aged 5-17 (n=1500).

Average Number of Days Missed Due to Preventable Illness

Children School Days



31% miss 5 or more days

Total school days lost:
20.6 million

Total (Children Aged 5-17)
Children Aged 5-10
Children Aged 11-17

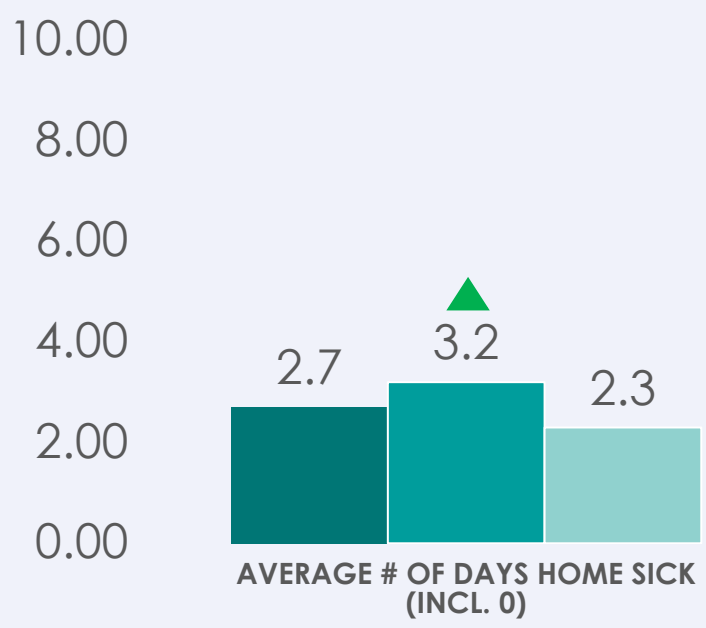
- The average number of days school-aged children in Canada miss per year due to cold or flu is 4 days on average, rising to 4.5 among children aged 5-10, and dipping slightly to 3.6 among kids aged 11-17.
- Extrapolated to the overall population, this represents roughly **20.6 million school days lost each year** due to cold or flu.
- As many as 31% of school-aged children miss 5 or more days each year.

WORK/COMMITMENT DAYS MISSED

Q2. How many days in the past year have you missed work or other commitments to care for your child while they are home sick from school because of a preventable illness caused by germ-spread (e.g. common cold and the flu)? Your best guess is fine. Base= Parents of children aged 5-17 (n=1500).

Average Number of Days Missed Due to Preventable Illness

Parents Work/Commitments



20% miss 5 or more days

Total commitment days lost:

14.6 million

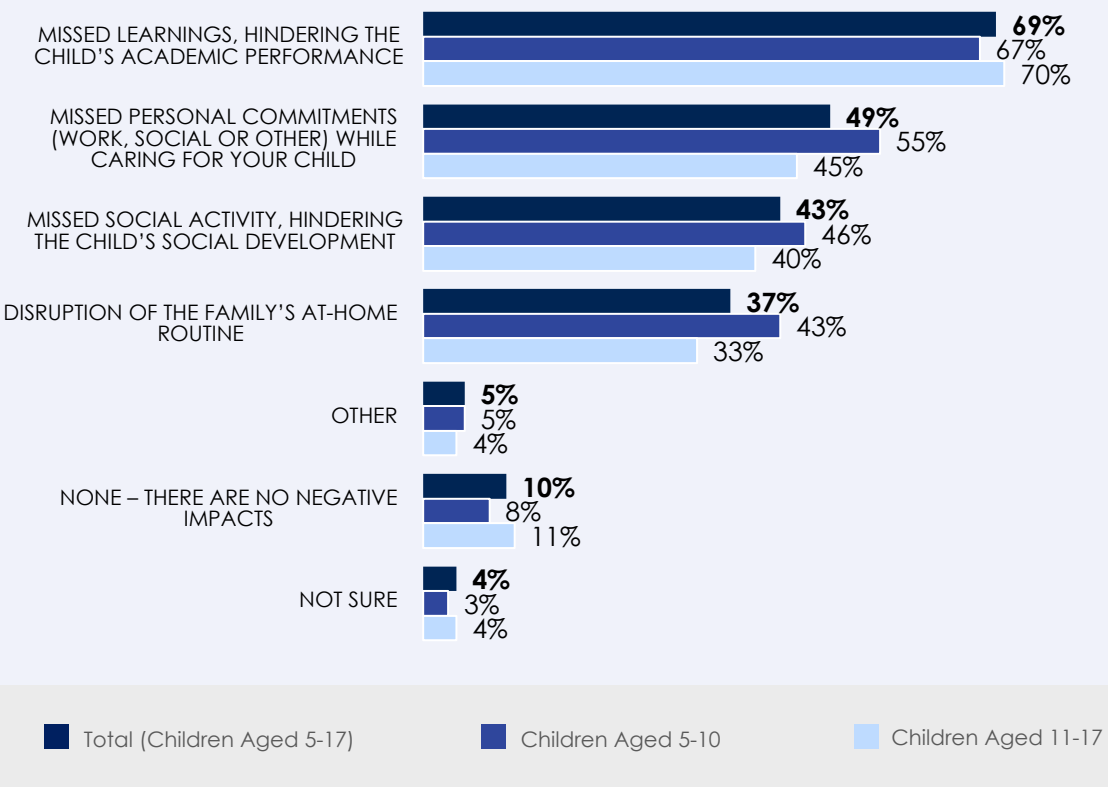
- Total (Parents of Children Aged 5-17)
- Parents of Children Aged 5- 10
- Parents of Children Aged 11-17

- For parents, they miss 2.7 days of work of other commitments each year, on average, due to caring for a sick child at home – representing **14.6 million days lost**.

IMPACT OF ABSENTEEISM

Q3. In your opinion, what are the negative impacts of school absenteeism due to preventable illness caused by germ-spread (e.g. common cold and the flu)? Base= Parents of children aged 5-17 (n=1500).

Parent Perceptions of Impact of Absenteeism

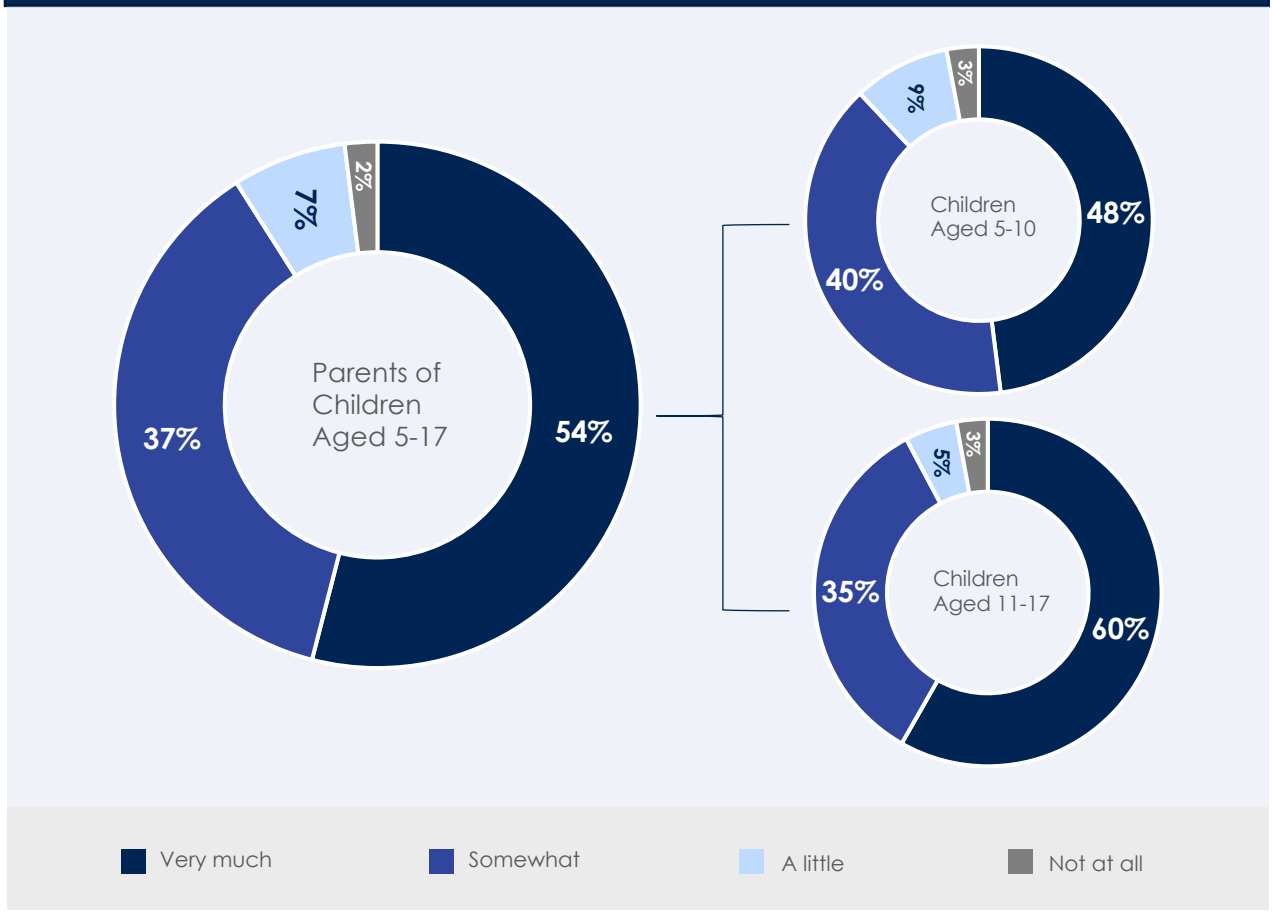


- Most parents say there are negative implications for their child having missed school. Chief among them are missed learnings leading to hindered academic performance, and missed social activity, hindering social development.
- The negative implications also extend to the parents, and include missing personal commitments while caring for their child, or a disruption of the family's at-home routine, both of which are greater felt among parents of 5-10 year olds.

HEALTHY HABIT AWARENESS

Q4. To what extent do you think your child is aware of healthy habits that help prevent the spread of germs? Base= Parents of children aged 5-17 (n=1500).

Child awareness of healthy habits to prevent germ spread

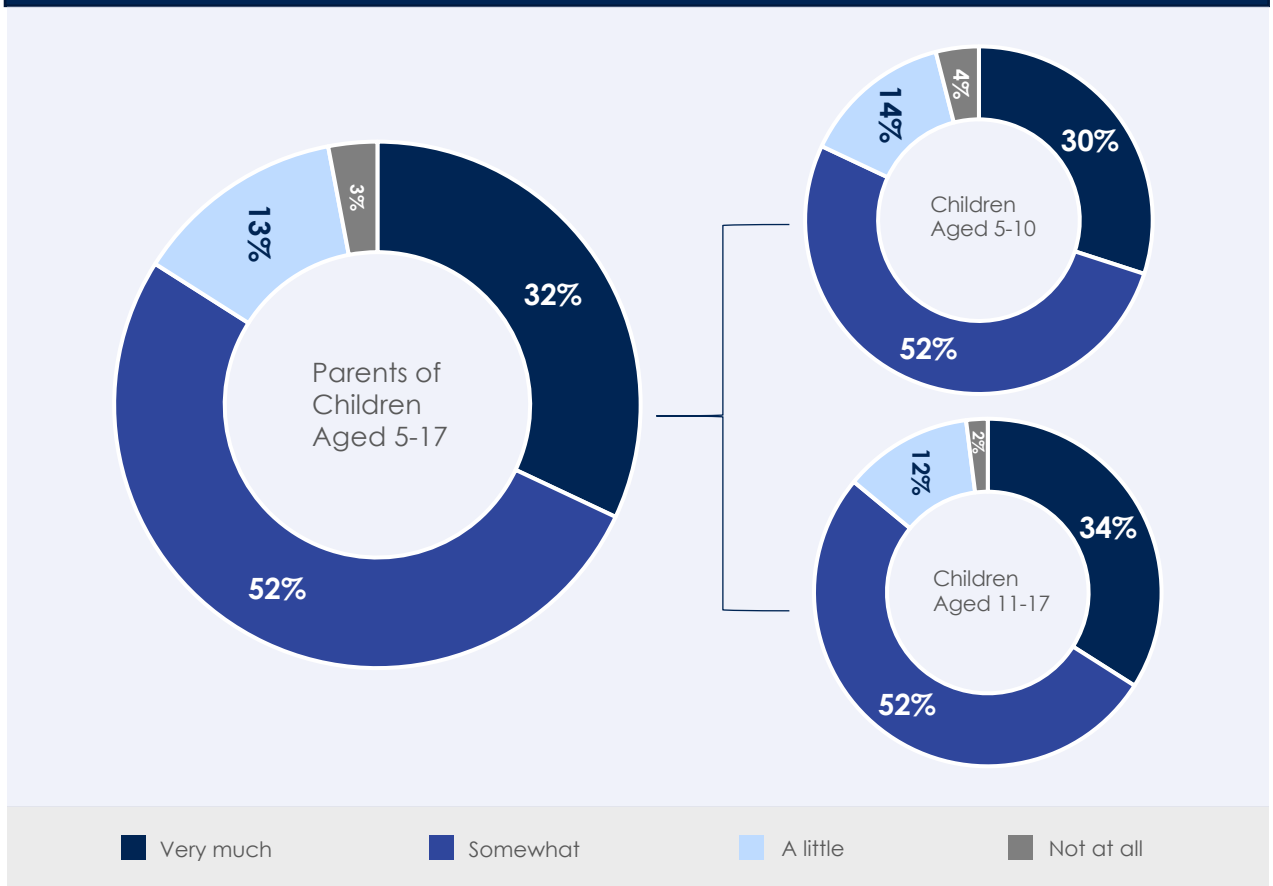


- Only 48% of parents of children aged 5-10 say that their child is very much aware of healthy habits that help prevent the spread of germs, meaning that for a majority (52%) of young children there is room for improvement.
- Six in ten (60%) parents of children aged 11-17 say that their child is very much aware of these healthy habits, meaning that for four in ten (40%) they are not fully aware.

HEALTHY HABIT USE

Q5. To what extent do you think your child uses healthy habits at school ? Base = Parents of children aged 5-17 (n=1500).

Child use of healthy habits to prevent germ spread



- While many children may be aware of these healthy habits, the extent to which they're practicing them while at school is a different story.
- Just three in ten (30%) say that their child aged 5-10 very much uses these healthy habits at school, while 52% say they only somewhat do. Two in ten say their young child only practices these healthy habits a little (14%) or not at all (4%).
- Results are similar among parents of 11-17 year olds, with only 34% saying they very much use these habits (despite higher levels of awareness of them). Fourteen percent (14%) admit their child doesn't really practice these healthy habits while at school.

