



# Vaccine intentions among Canadians

Canadian Pharmacists Association

August 2023 – OMNI Survey Results

# Methodology

- Sample size: 1,650 adult Canadians.
- Survey field dates: August 3 - 7, 2023.
- The data was weighted by age, gender, education and region.
- Totals may not add up to 100 due to rounding.



# Executive summary

- **Flu shot:** Canadians are more likely to get their flu shot this year as compared to last year. They are also more certain about their decision on whether to get the flu vaccination or not (only 7% are not sure). Canadians identified their pharmacy as their preferred place to get their flu shot.
  - Canadians aged 60+ and those with low vaccine fatigue are more likely to get their flu shot.
  - Those who don't intend to get a flu shot think it is unnecessary for them or express vaccine hesitancy.
- **COVID-19 booster shot:** Just under half of Canadians plan to get a COVID-19 booster shot in the fall, with higher intention among those aged 60+ and those experiencing lower vaccine fatigue. The main deterrents for not getting the COVID-19 booster shot include belief that the booster is unnecessary for them and vaccine fatigue.
- **Respiratory syncytial virus (RSV):** Awareness of respiratory syncytial virus (RSV) is limited among Canadians, with the greatest awareness observed among women and individuals aged 30 to 44.
  - More than half of Canadians aged 60+ express willingness to receive the RSV vaccine if accessible. Individuals not interested in the RSV vaccine attribute their rationale to it being unnecessary or a lack of awareness of the illness they are being vaccinated for.
- **Shingles vaccine:** 27% of adults aged 50+ intend to get vaccinated this year. In addition, approximately 3 in 10 adults aged 50+ have already been vaccinated against shingles. Canadians prefer to get their shingles vaccine from their pharmacy.
- **Pneumococcal vaccine:** Among adults aged 60 and above, 71% either plan to or have already received the pneumococcal vaccine, marking the highest intention rate among all surveyed vaccines. Canadians show a preference for obtaining their pneumococcal vaccine through pharmacies.
- **Vaccine fatigue:** More than 50% of Canadians are experiencing moderate to very high levels of vaccine fatigue – this is particularly true among younger age categories. This fatigue significantly influences their willingness to get vaccinated for various illnesses.

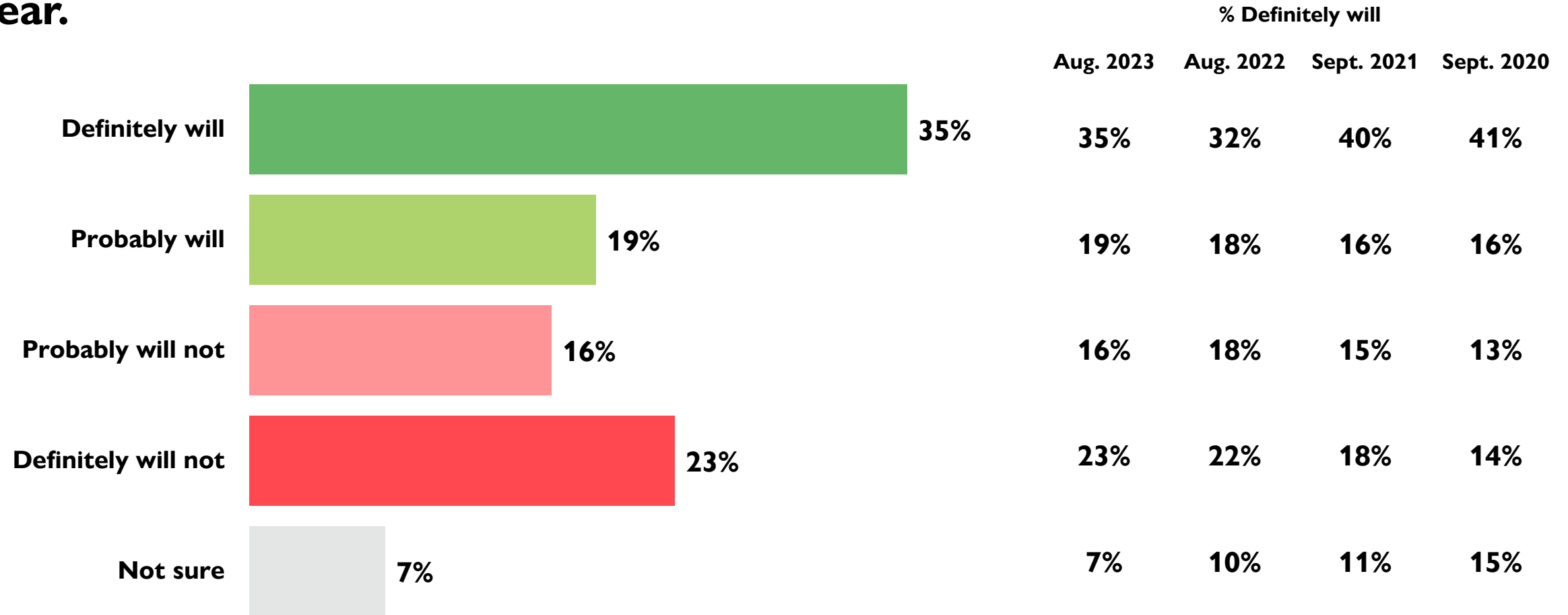
# Results





Do you plan to get your flu shot in the upcoming flu season?

# Canadians are more likely to get their flu shot this year as compared to last year.

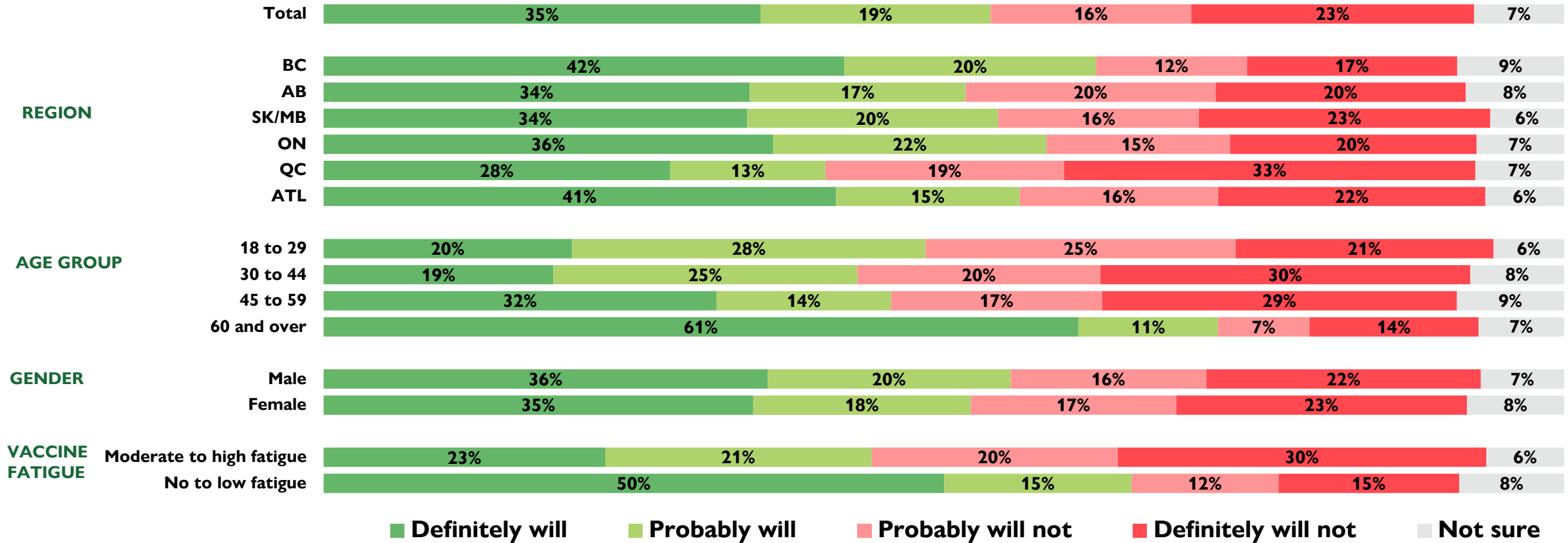


Base [all] = 1650



Do you plan to get your flu shot in the upcoming flu season?

## Those aged 60+ and those with low vaccine fatigue are more likely to get their flu shot.

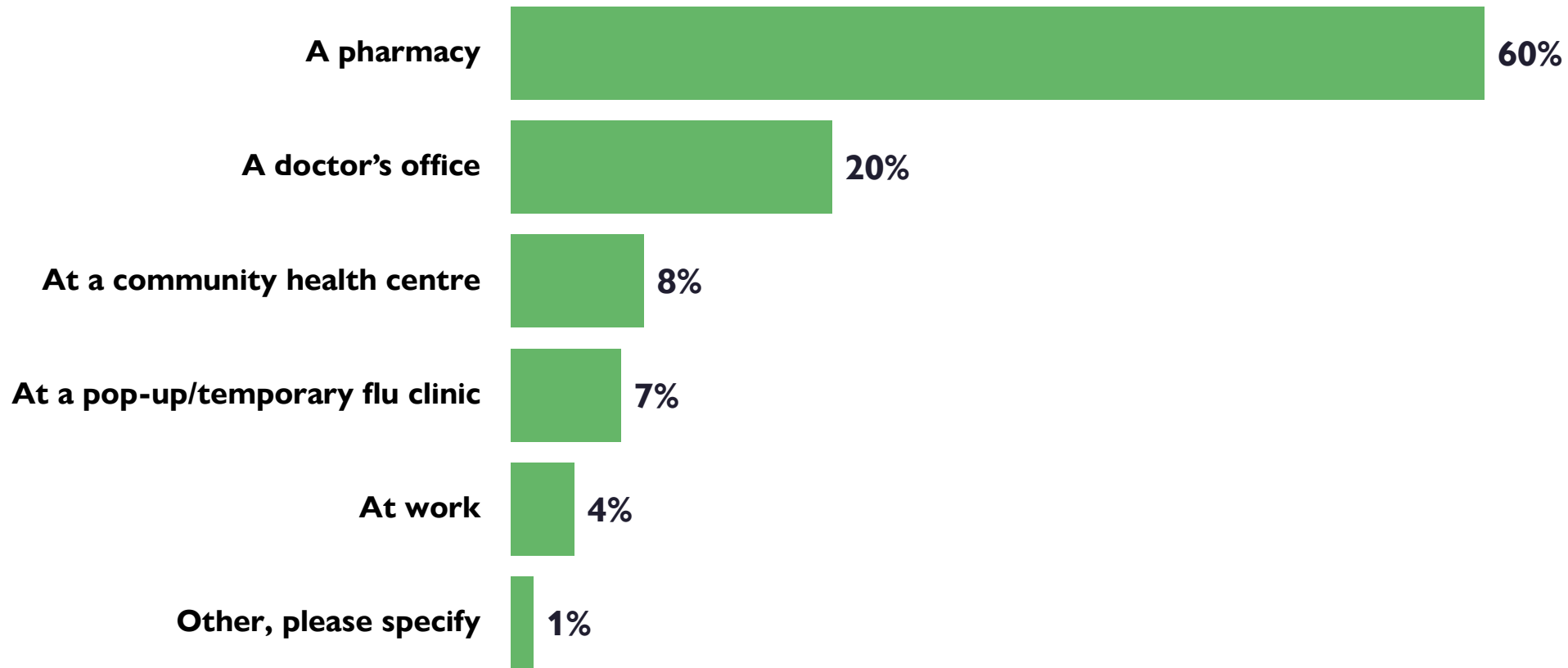


Base [all] = 1650



Where would you like to get [your flu shot]?

## Canadians prefer to get their flu shot from their pharmacy.

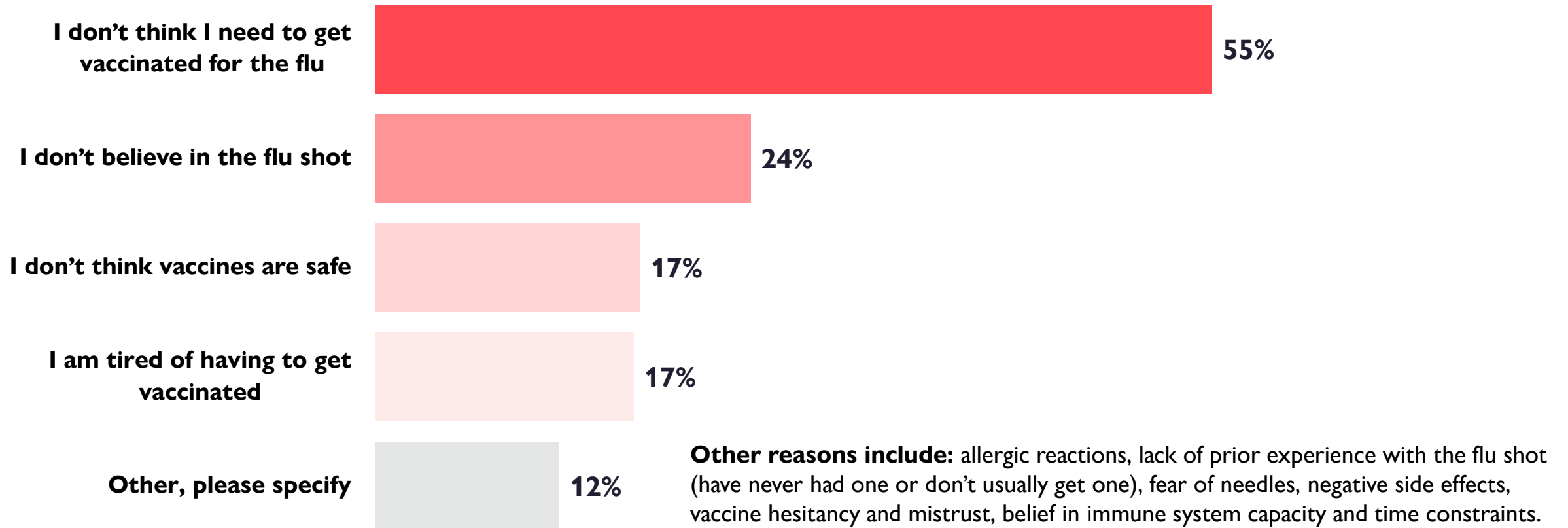


Base [those who either definitely or probably will get their flu shot] = 902



[For those who either probably or definitely will not get their flu shot] why not? Please select all that apply.

## Belief that a flu shot is unnecessary for them and vaccine hesitancy are the top reasons people choose not to get a flu shot.



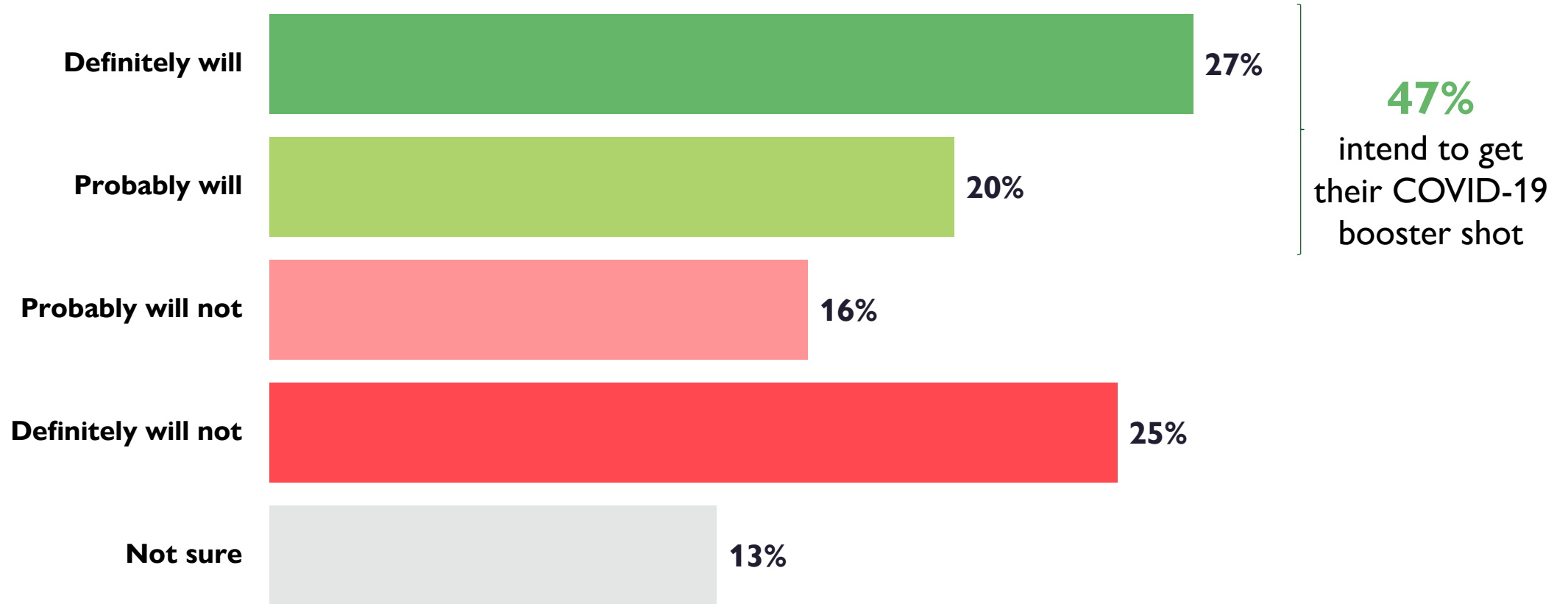
Base [those who either probably or definitely will not get their flu shot] = 624





Do you plan to get a COVID-19 booster shot this fall?

## Just under half of Canadians intend to get their COVID-19 booster shot this fall.

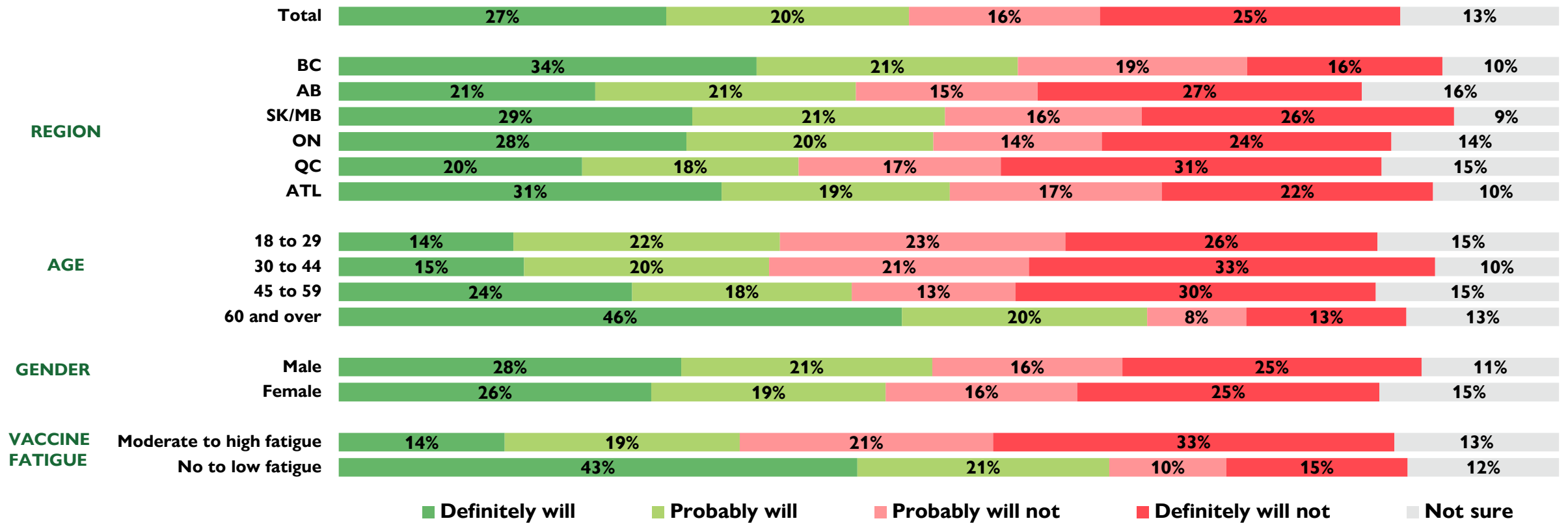


Base [all] = 1650



Do you plan to get a COVID-19 booster shot this fall?

# Those aged 60+ and those with low vaccine fatigue are more likely to get their COVID-19 booster shot.

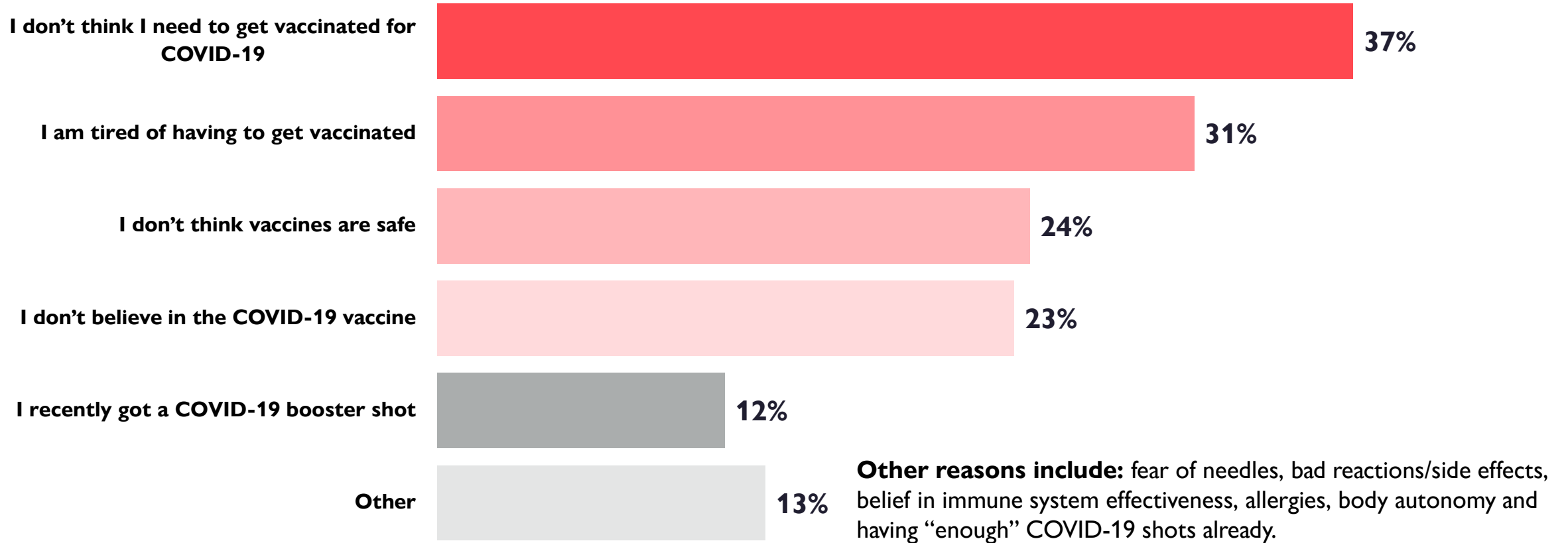


Base [all] = 1650



[For those who either probably or definitely will not get their COVID-19 booster shot] why not? Please select all that apply.

## Belief that a COVID-19 booster is unnecessary for them and vaccine fatigue are the top reasons for not getting a COVID-19 booster shot.

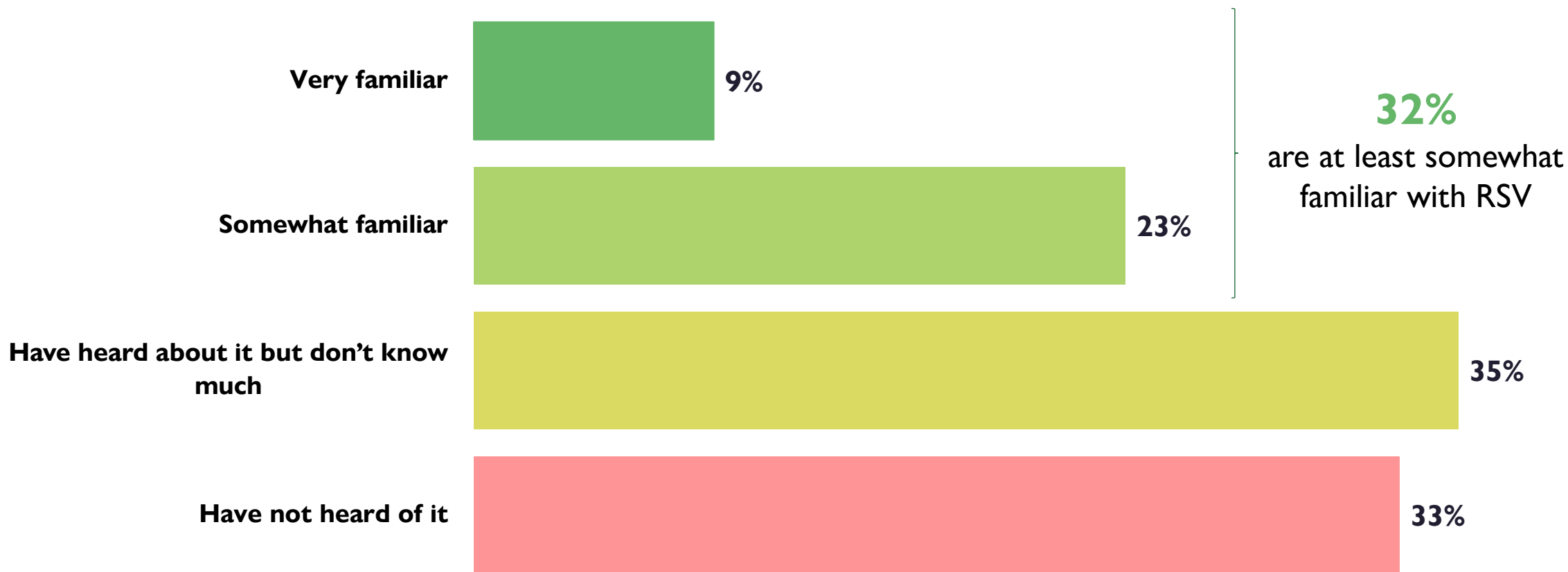


Base [those who either probably or definitely will not get their COVID-19 booster] = 655



How familiar are you with RSV (respiratory syncytial virus)?

## Awareness of respiratory syncytial virus (RSV) is limited among Canadians.

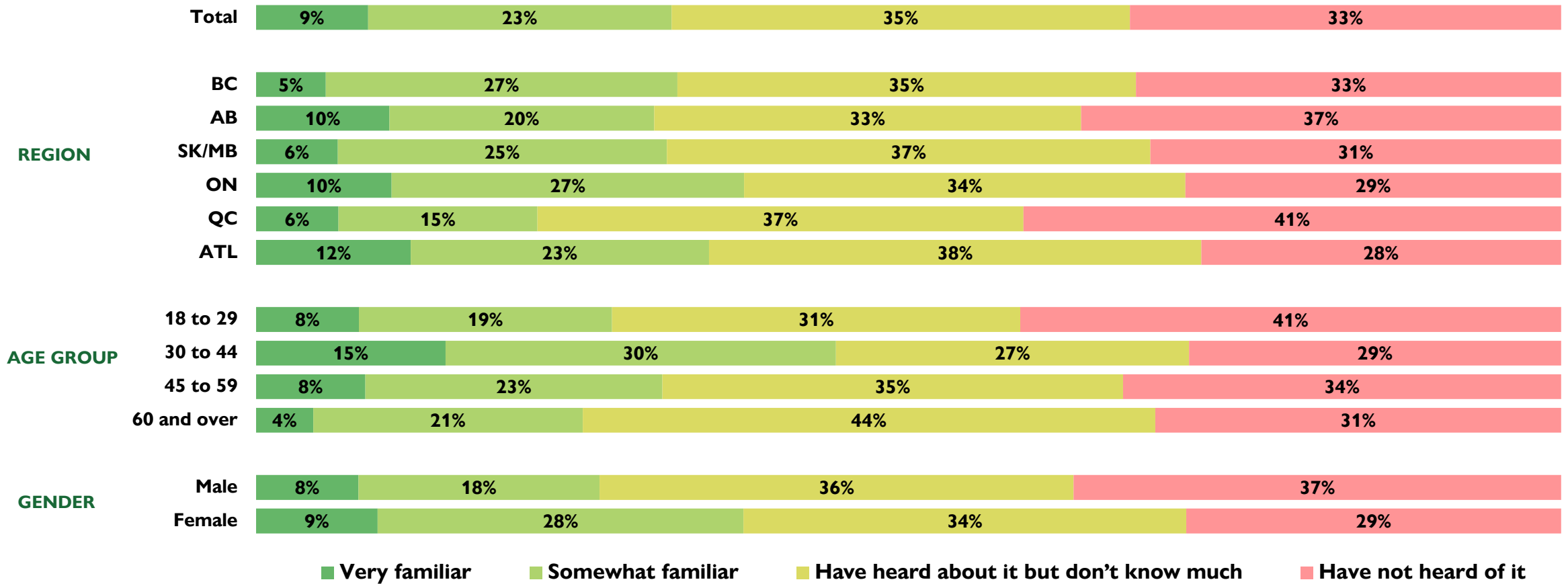


Base [all] = 1650



How familiar are you with RSV (respiratory syncytial virus)?

## Women and Canadians aged 30 to 44 are most familiar with RSV.

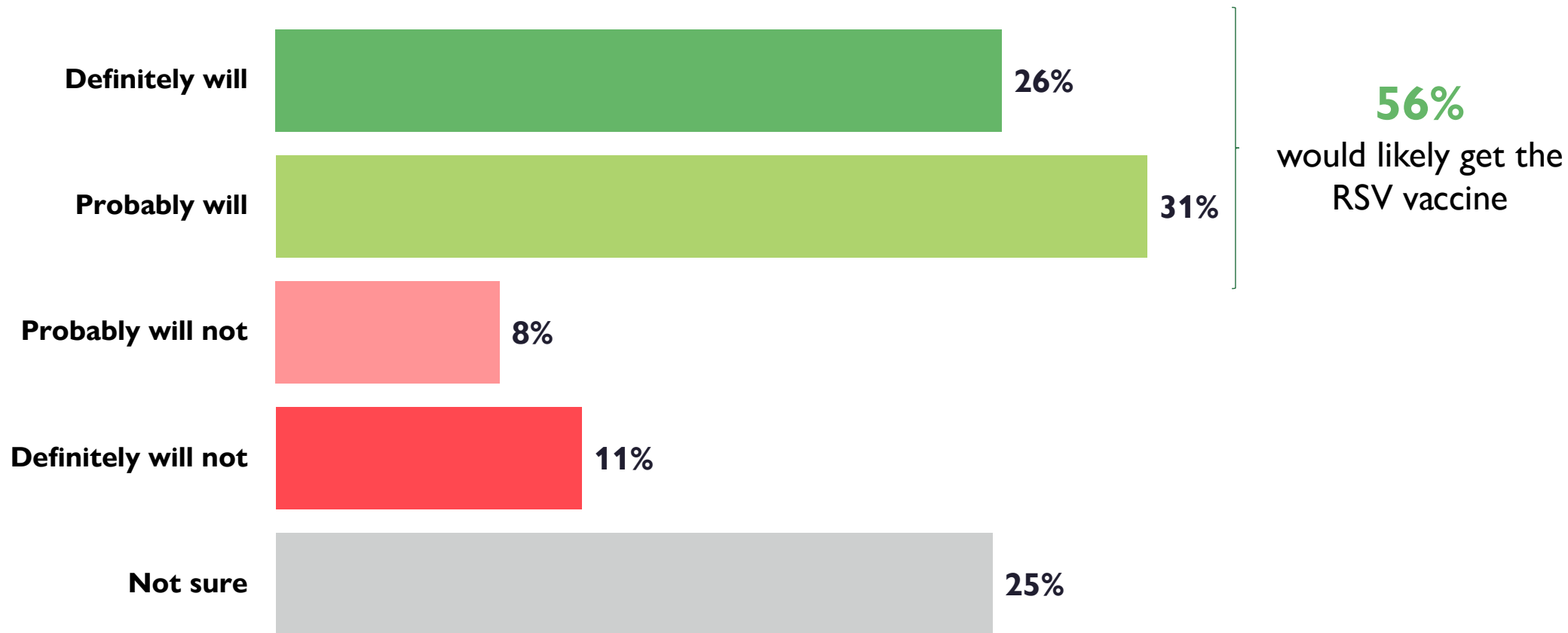


Base [all] = 1650



This may be the first year that a RSV vaccine is available to Canadians who are 60 years old and above. How likely are you to get it this fall if its available to you?

## More than half of Canadians aged 60+ would likely get the RSV vaccine if it was made available to them.

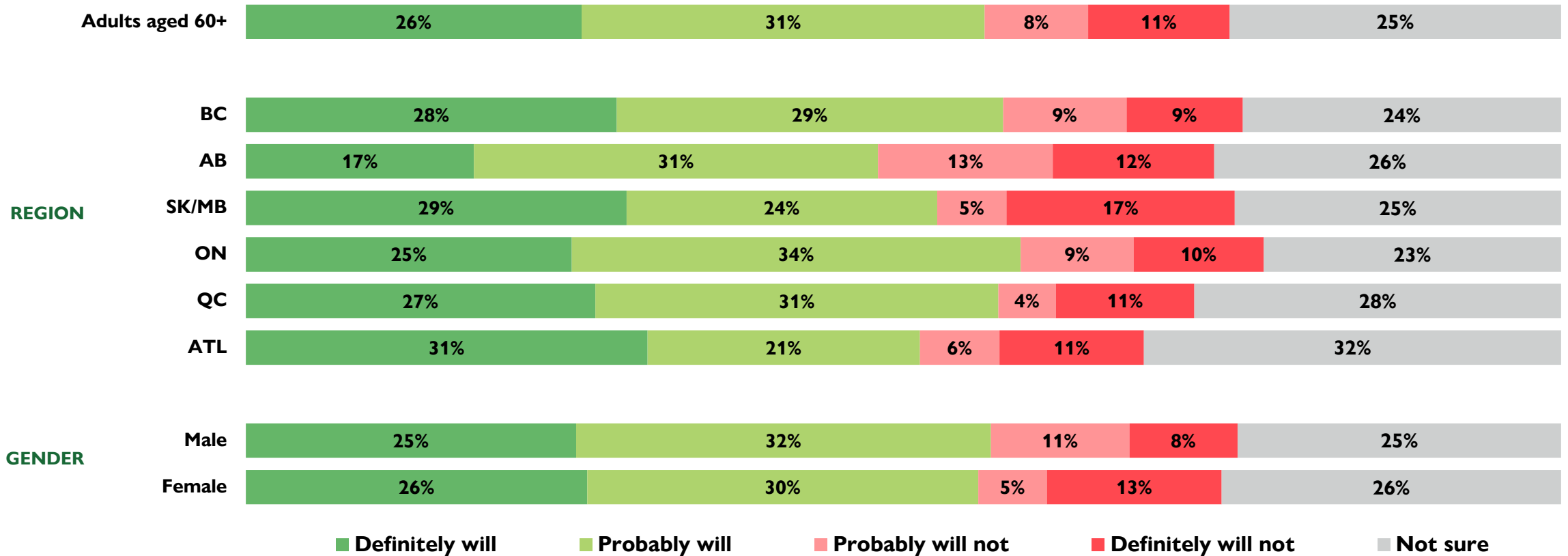


Base [adults aged 60+] = 512



This may be the first year that a RSV vaccine is available to Canadians who are 60 years old and above. How likely are you to get it this fall if its available to you?

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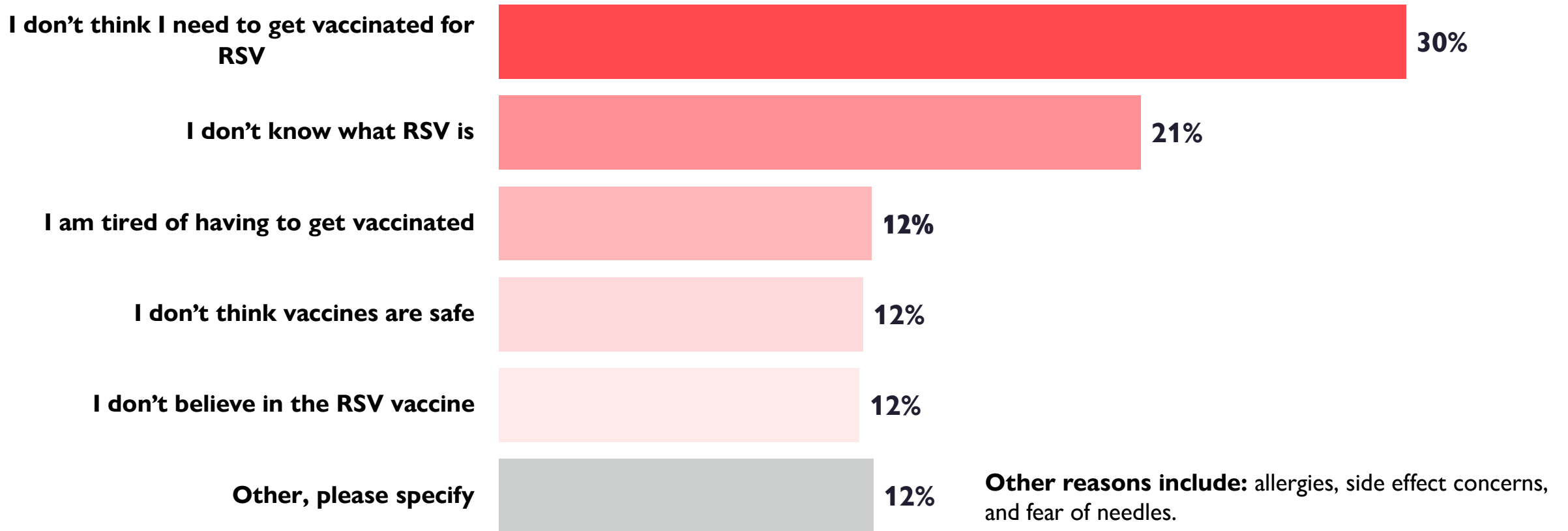


Base [adults aged 60+] = 512



[For those who either probably or definitely will not get their RSV vaccine] why not? Please select all that apply.

## Belief that the RSV vaccine is unnecessary and general unawareness of RSV itself are the top reasons to not get the RSV vaccine.

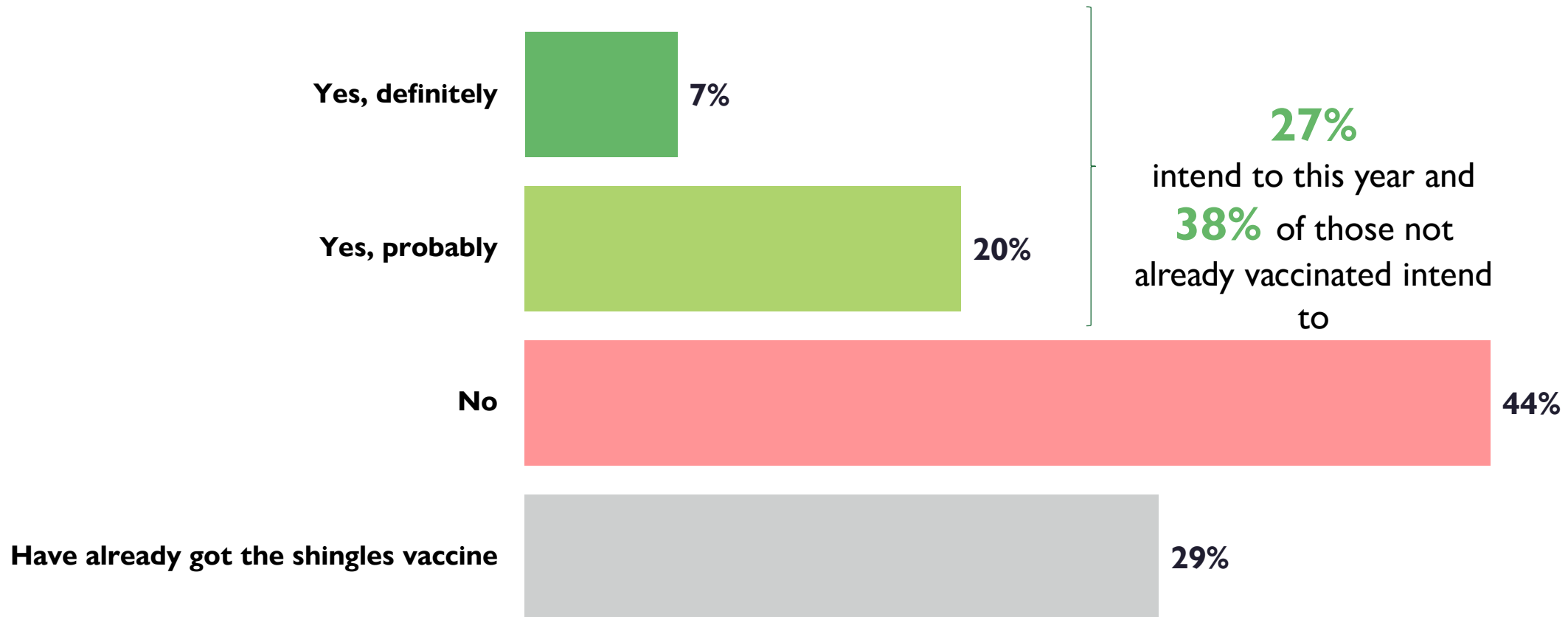


Base [those aged 60+ who either probably or definitely will not get their flu shot] = 96



As you may know, the shingles vaccine is recommended for adults 50 years and older. Do you plan on getting a shingles vaccine this year?

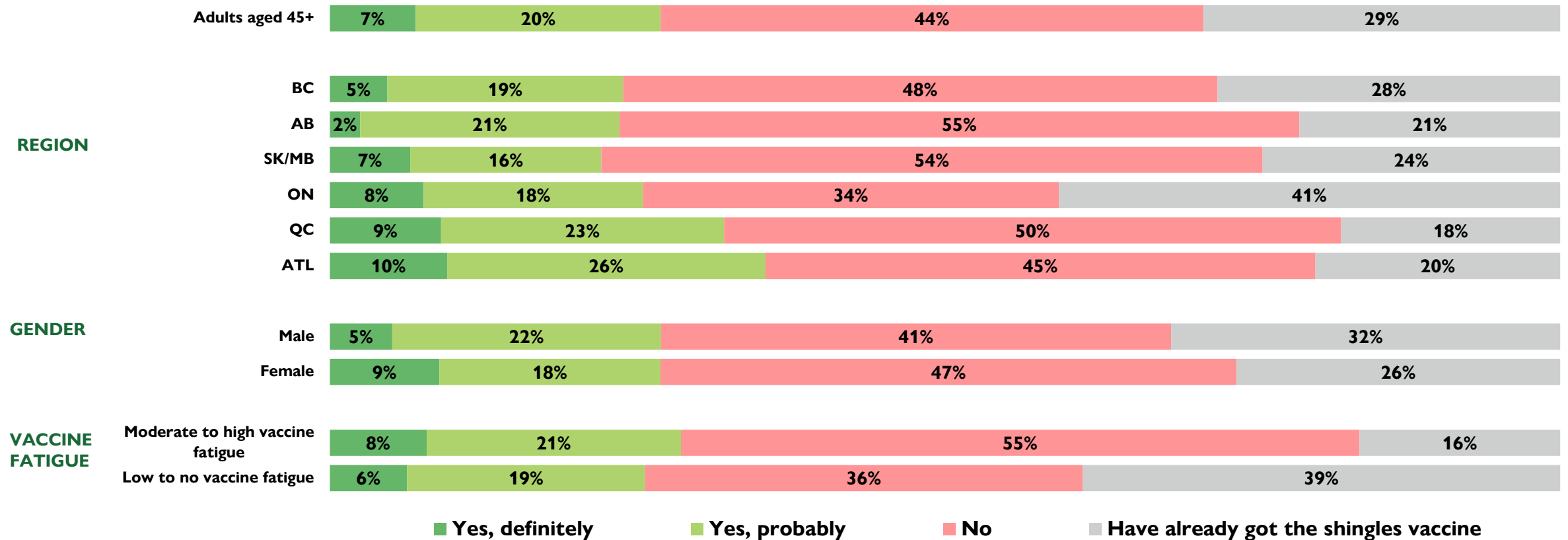
## 27% of adults aged 50+ intend to get the shingles vaccine this year and 29% are already vaccinated.



Base [adults aged 50+] = 817

As you may know, the shingles vaccine is recommended for adults 50 years and older. Do you plan on getting a shingles vaccine this year?

# 56% of adults aged 50+ intend to get or have already gotten their shingles vaccine this year.

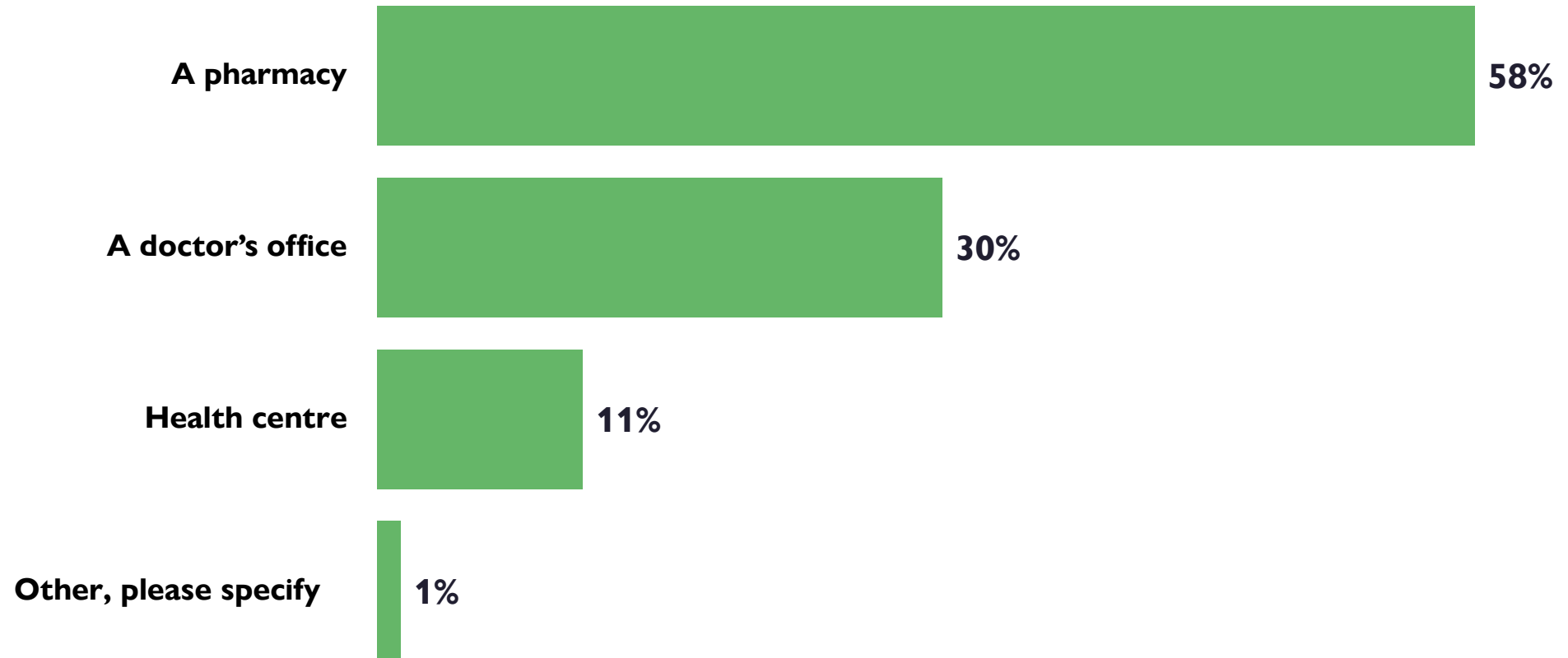


Base [adults aged 50+] = 512



Where would you prefer to receive [your shingles vaccine]?

## Most Canadians prefer to get their shingles vaccine from their pharmacy.

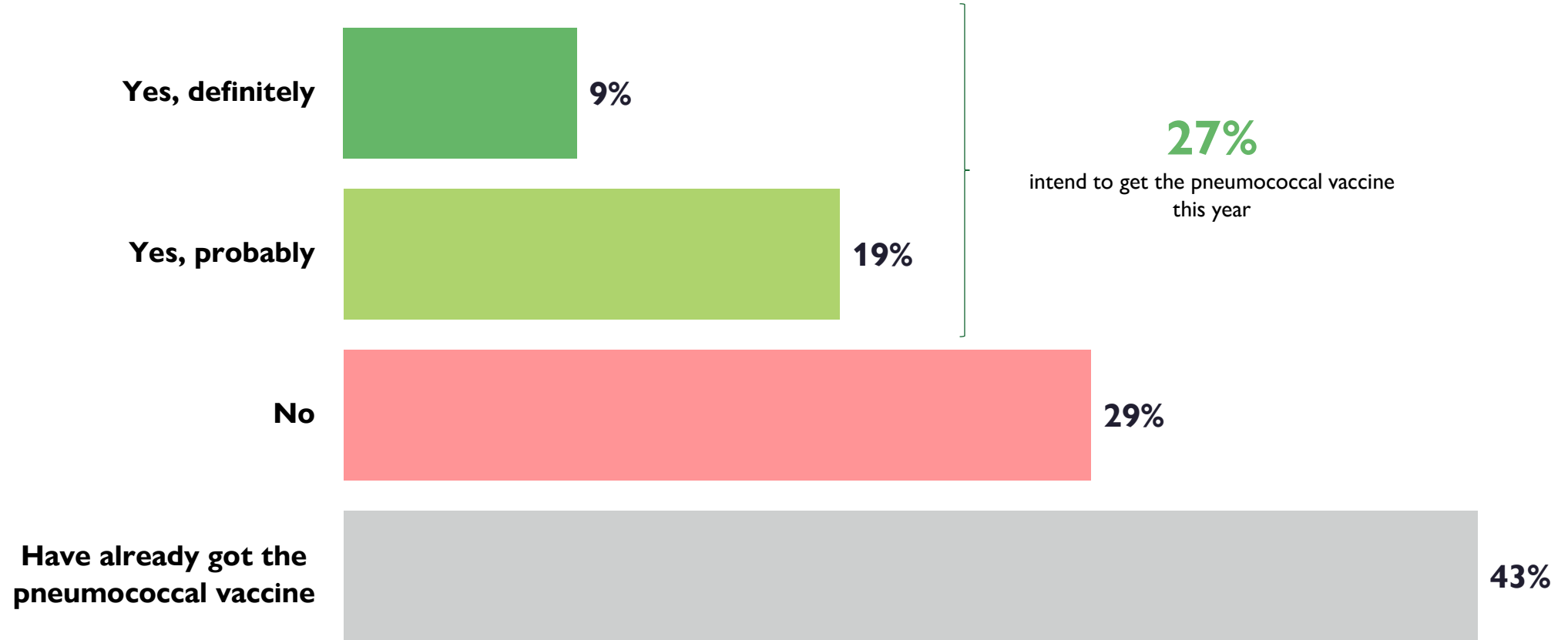


Base [adults aged 50+ who either definitely plan or probably plan to get their shingles vaccine] = 227



A pneumococcal vaccine is recommended for adults 65 years and older Do you plan on getting pneumococcal vaccine this year?

## 71% of adults aged 60+ either intend to get or have already gotten their pneumococcal vaccine this year.

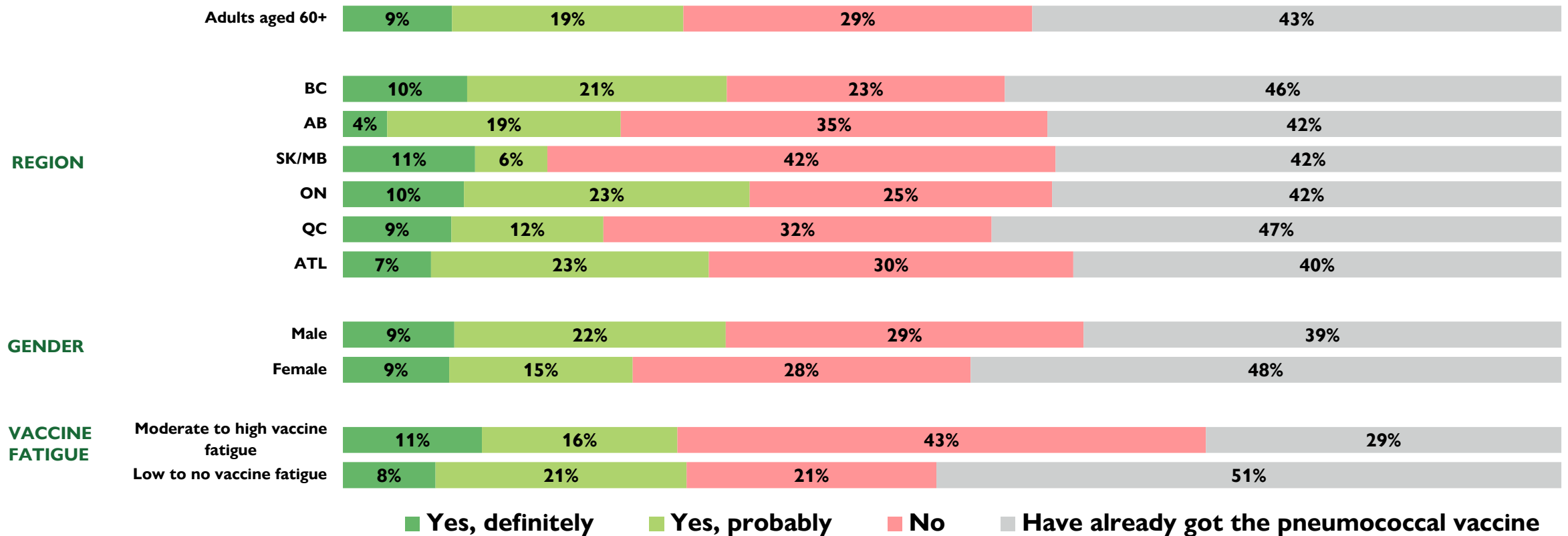


Base [adults aged 60+] = 386



A pneumococcal vaccine is recommended for adults 65 years and older Do you plan on getting pneumococcal vaccine this year?

# 71% of adults aged 60+ either intend to get or have already gotten their pneumococcal vaccine this year.

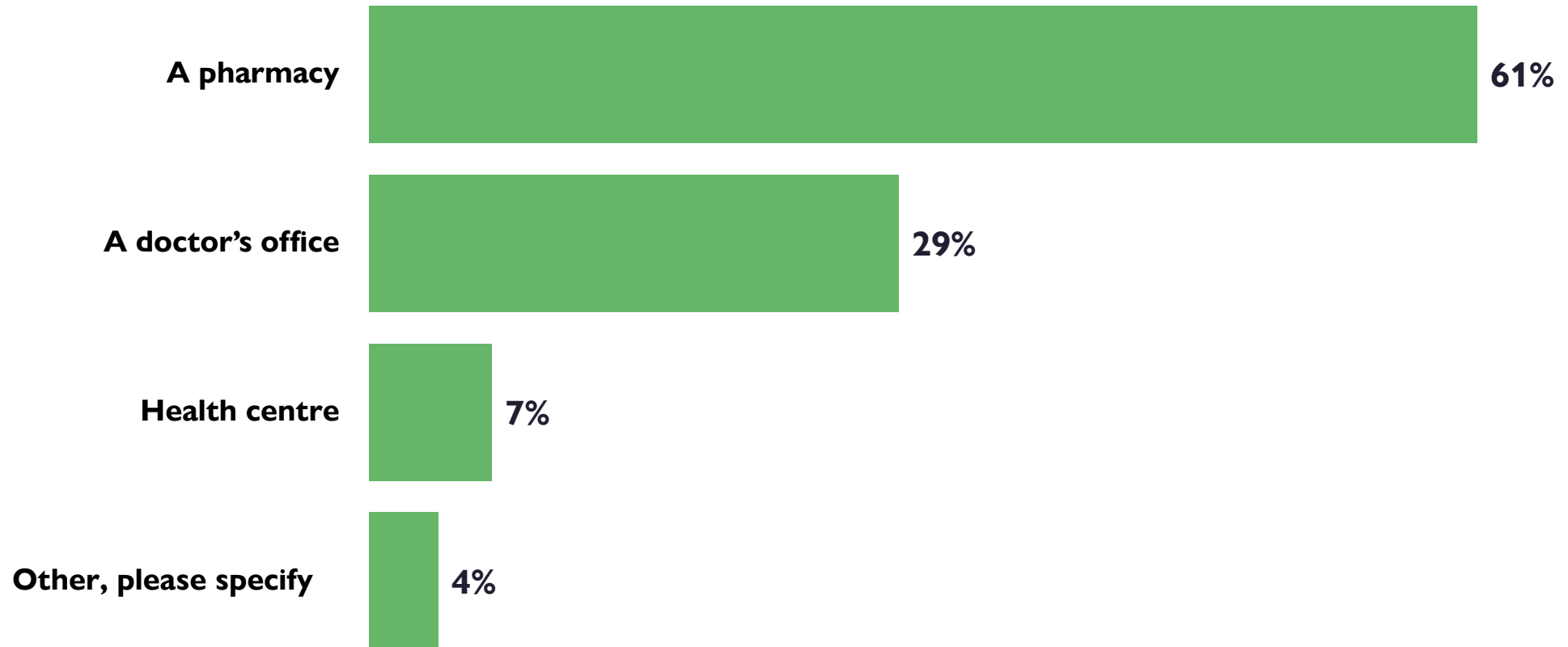


Base [adults aged 60+] = 386



Where would you prefer to receive [your pneumococcal vaccine]?

## Most Canadians prefer to get their pneumococcal vaccine from their pharmacy.

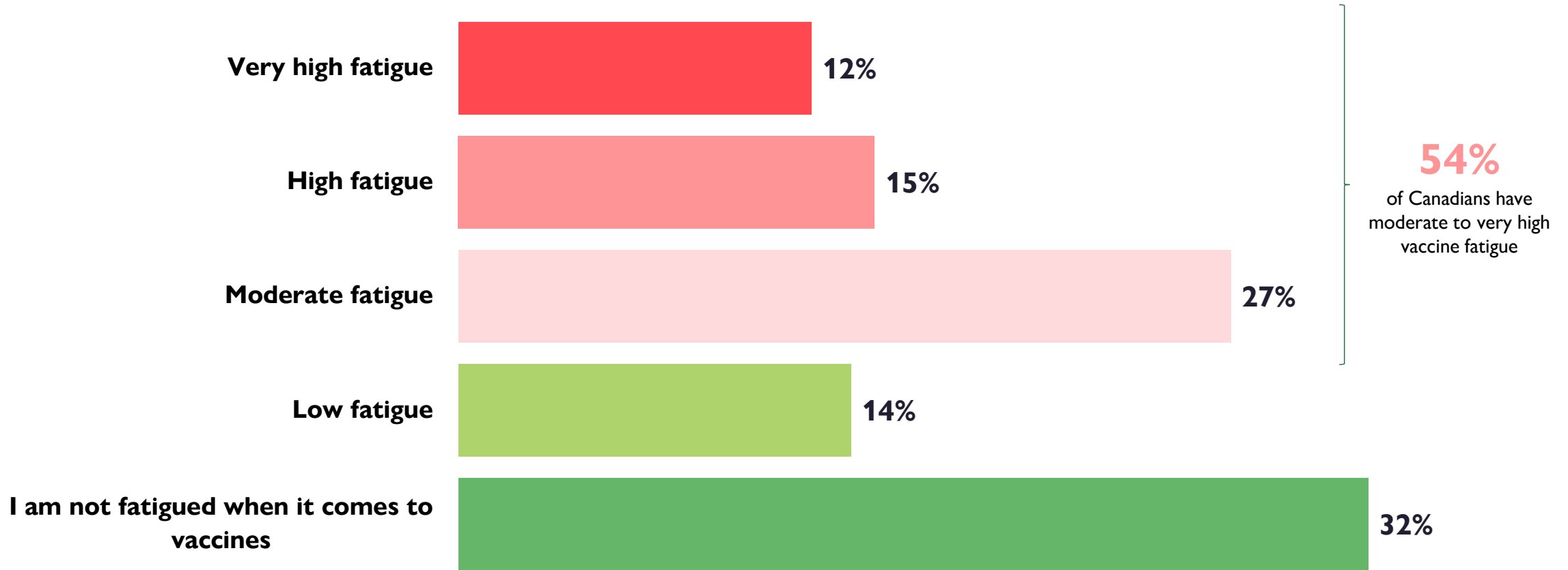


Base [adults aged 60+ who either definitely plan or probably plan to get their pneumococcal vaccine] = 110



How would you rate your level of vaccine fatigue? That is the feeling of being tired of the process of getting vaccinated.

## Just over half of Canadians have moderate to very high vaccine fatigue.

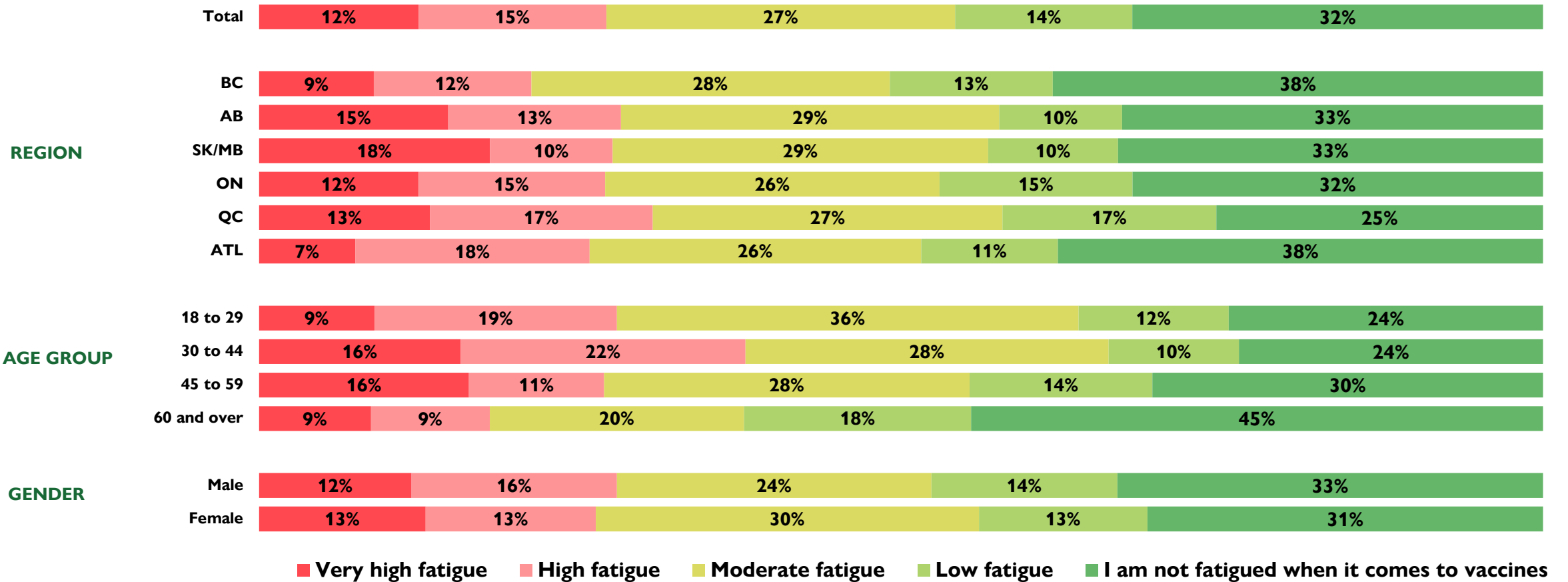


Base [All] = 1650



How would you rate your level of vaccine fatigue? That is the feeling of being tired of the process of getting vaccinated.

## Vaccine fatigue is highest among younger age groups.



Base [All] = 1650



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**Thank You**