

**50% INTEND TO GET FLU
SHOT IN THE UPCOMING
FLU SEASON**

**62% OF THOSE WHO
INTEND TO GET A FLU
SHOT THIS YEAR SAY THEY
WILL GET IT AT A
PHARMACY**



Canadian
Pharmacists
Association

ABACUS DATA

DETAILED RESULTS

FLU SHOT SEASON & PHARMACIES

CONDUCTED FOR THE CANADIAN PHARMACISTS
ASSOCIATION (CPhA)

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS
AND MARKET RESEARCH EXPERTS

METHODOLOGY



The survey was conducted with 1,500 Canadian residents aged 18 and over from August 16th to 20th, 2022. 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 margin of error for a comparable probability-based random sample of the same size is +/- 2.53%, 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.

KEY FINDINGS

- 65% of Canadian adults have at least two doses of COVID-19 vaccine.

Flu Shots

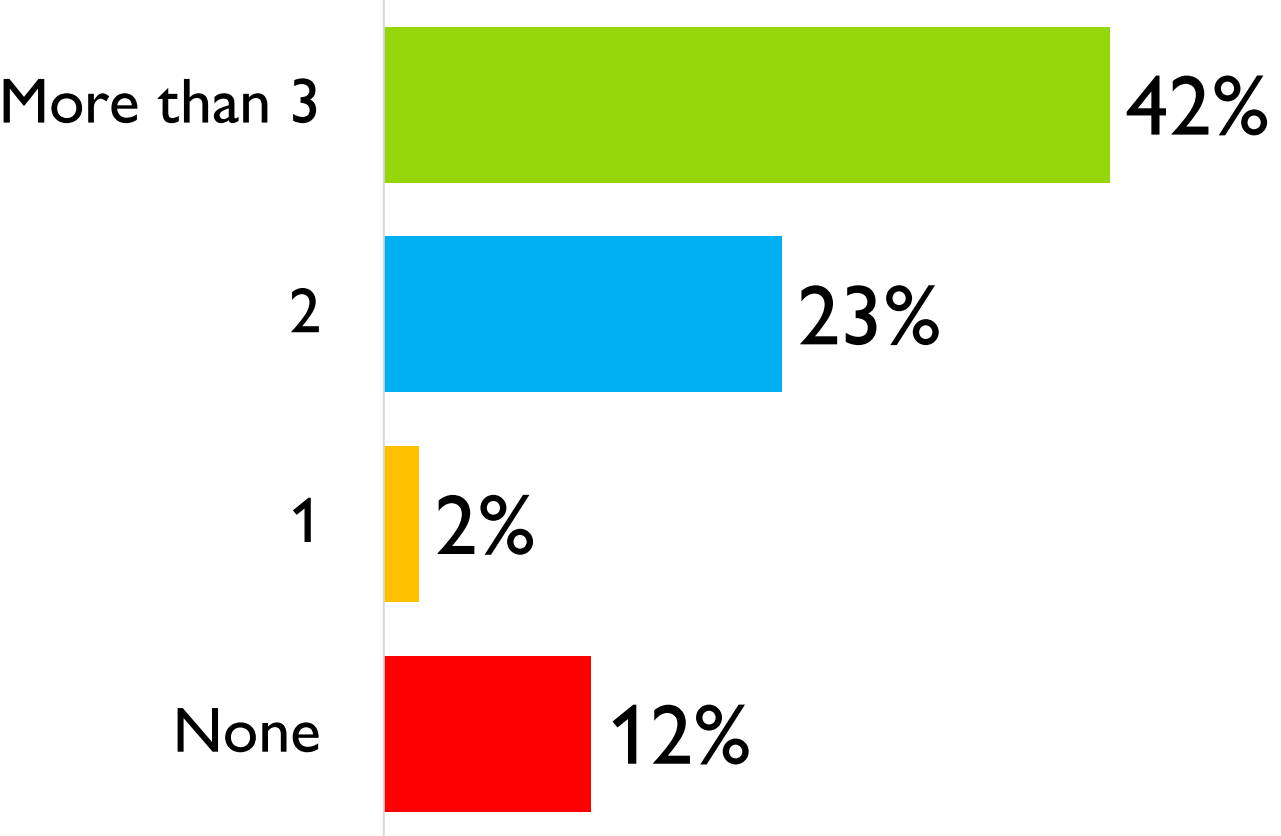
- Four in ten (42%) Canadians reported that they got the flu shot last year, which is down from the previous year.
 - Those 60 and older are the most likely to have done so. Getting a flu shot is also higher among those who also have more doses of the COVID-19 vaccine.
- 58% of those who got a flu shot last year did so at a pharmacy (up 4% from last year and 10% from two years ago).
- Half of Canadians intend to get a flu shot this year (50% probably or definitely) down slightly from the previous two years. Almost all (95%) of those who got the flu shot last year intend to get it this fall.
- A majority (62%) of those who are probably going to get a flu shot will do so at a pharmacy this year. This is up significantly from last year (+6%).
- The more likely you are to get a flu shot this year the more likely you are to intend to go to a pharmacy. In fact, 93% of flu shot intenders who got the shot at a pharmacy last time intend to go back to a pharmacy this time.
- Over half of Canadians would schedule a COVID-19 booster with their flu shot if it was possible to schedule them together. This is particularly popular among those who are older, got a flu shot last year, and are vaccinated against COVID-19.

KEY FINDINGS

Routine Vaccinations at Pharmacies

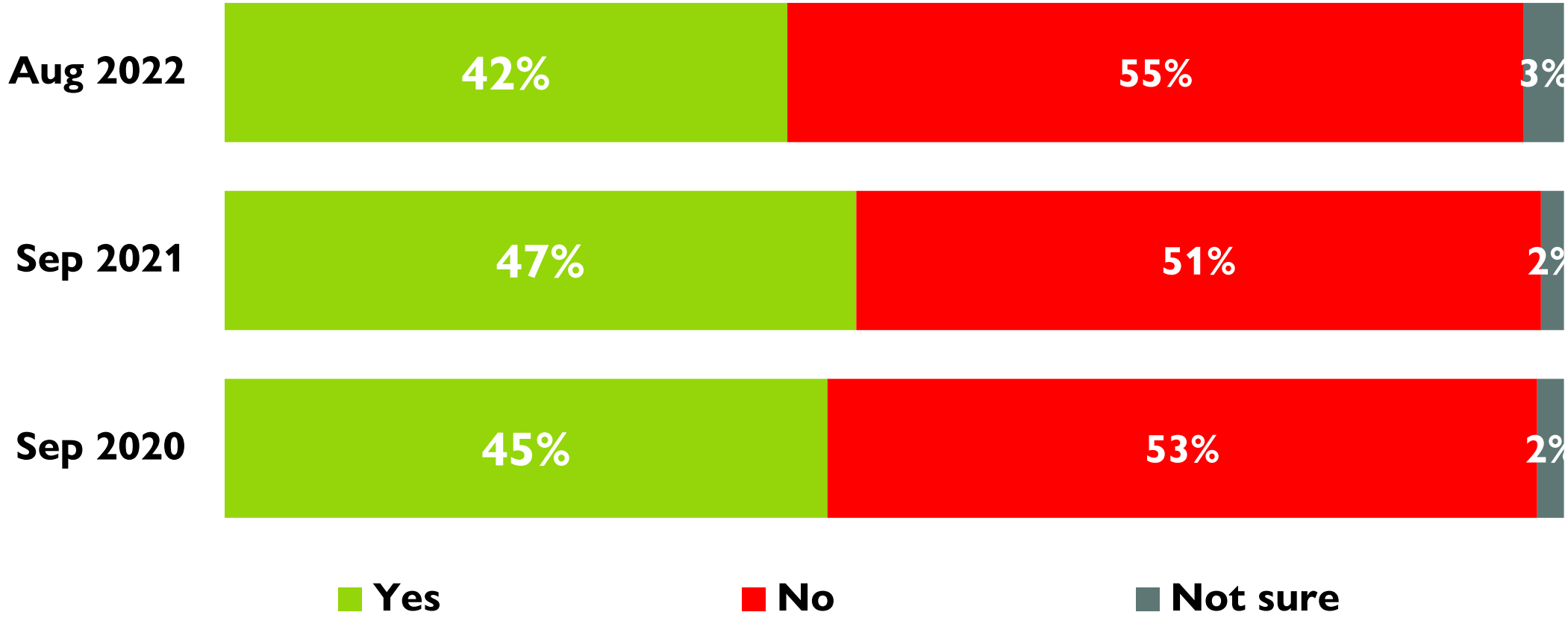
- A large majority (86%) of Canadians support having fully-funded routine vaccines (like HPV, measles, hepatitis, shingles, etc) made available through pharmacies.
 - Support for routine vaccinations at pharmacies is higher among those who are older, women and those that got a flu shot last year, and are vaccinated against COVID-19.
- Six in ten Canadians would be more likely to get routine vaccines at pharmacies if available to them and 56% of parents would be more likely to vaccinate their children at pharmacies.

A CLEAR MAJORITY OF CANADIANS ARE FULLY VACCINATED



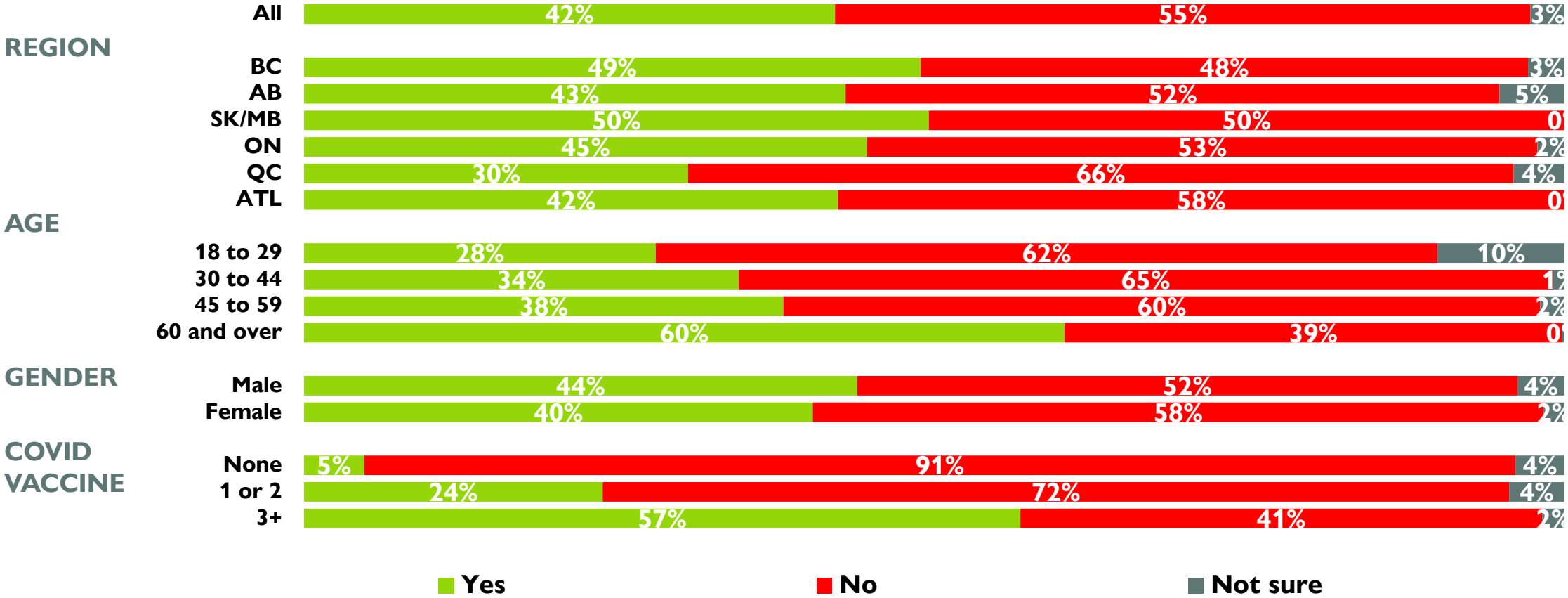
How many doses of COVID-19 vaccine have you received?

FEWER CANADIANS GOT THE FLU SHOT LAST SEASON COMPARED TO PAST TWO YEARS



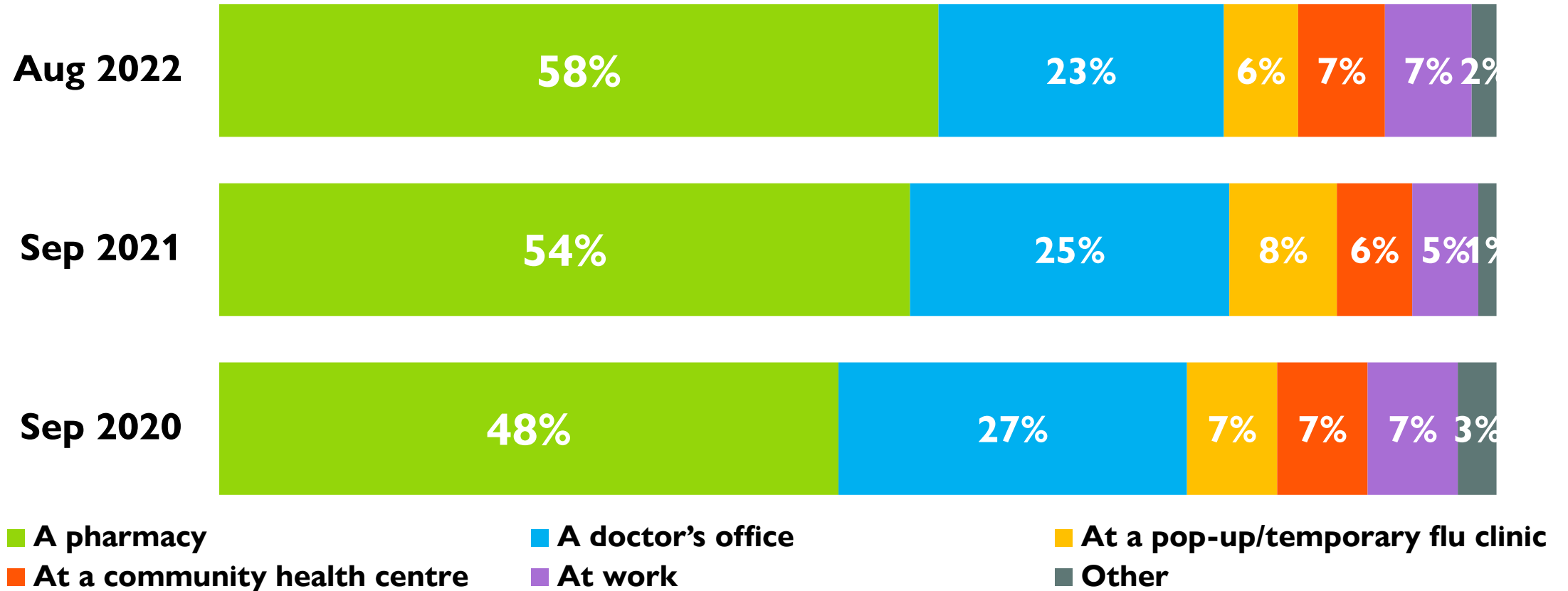
Did you get a flu shot last year?

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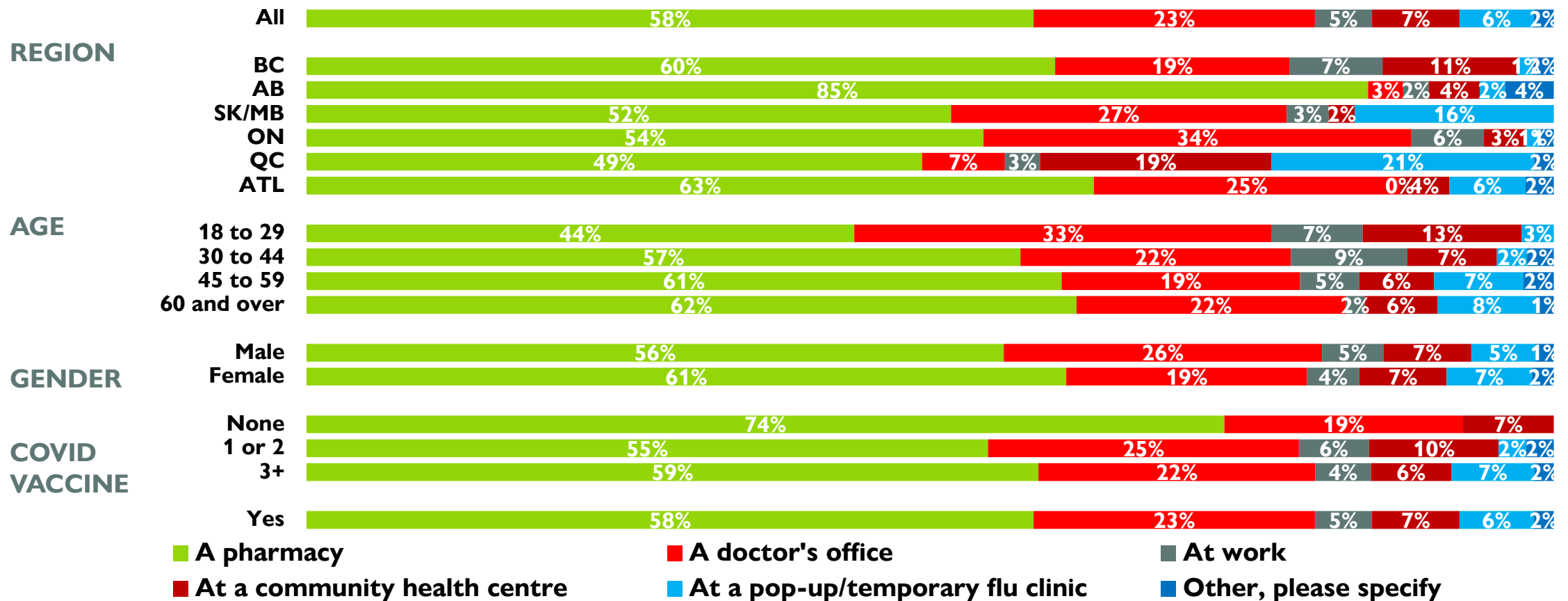
FLU SHOTS RECEIVED AT A PHARMACY INCREASED BY 4 PTS FROM PERVIOUS FLU SEASON



Where did you get your flu shot last year?

[ONLY ASKED TO THOSE WHO SAID THEY GOT FLU SHOT LAST YEAR]

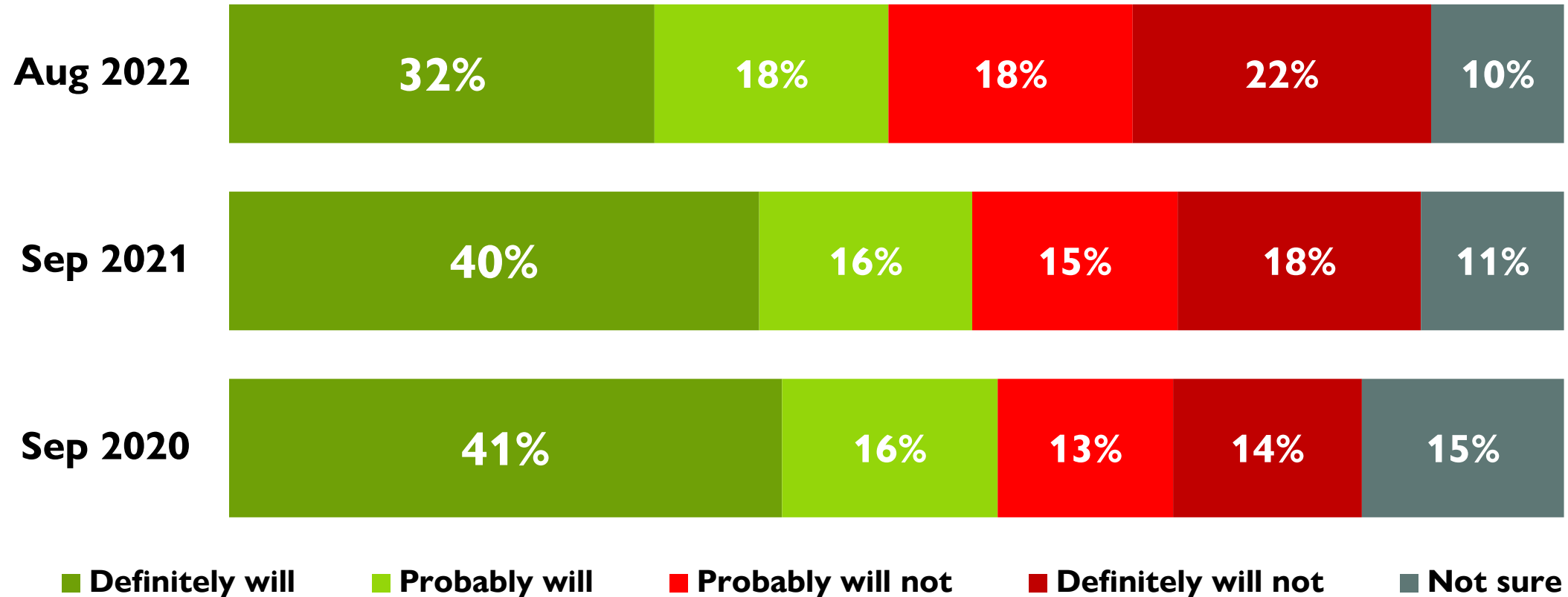
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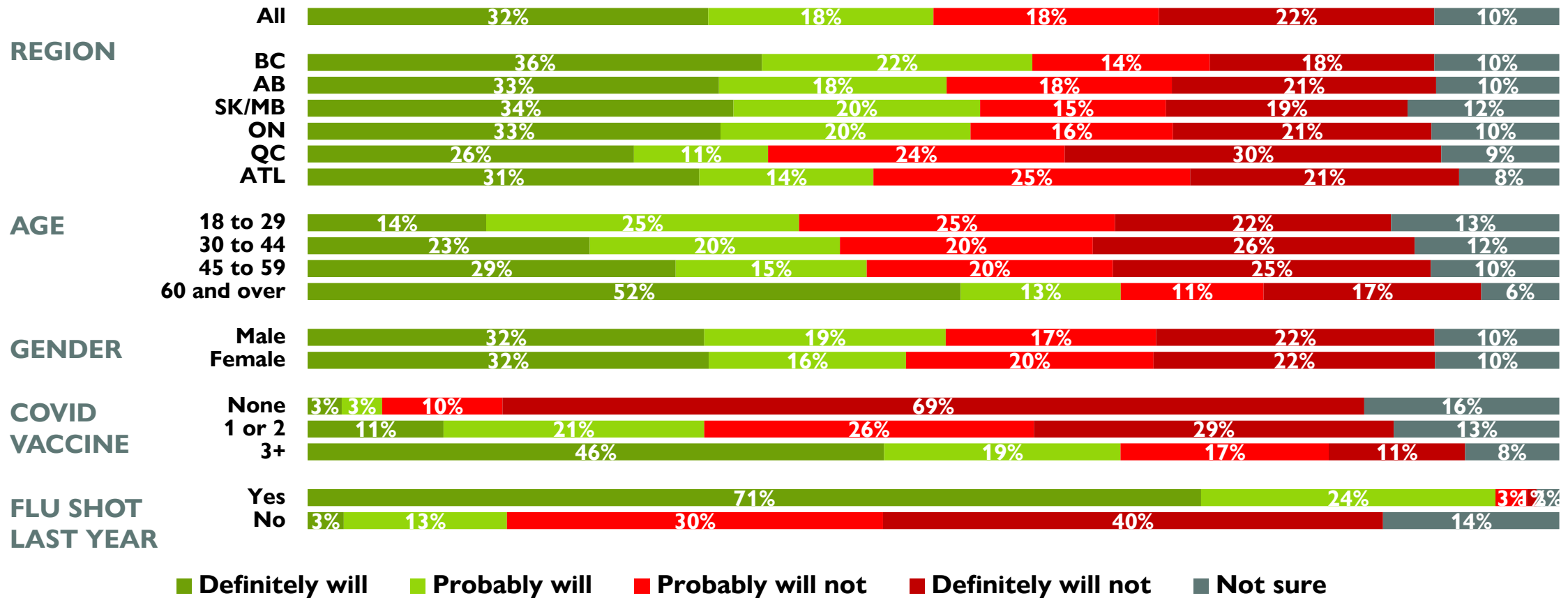
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ONLY 50% OF CANADIANS INTEND TO GET FLU SHOT IN THE UPCOMING FLU SEASON, DOWN 6PTS COMPARED TO LAST YEAR



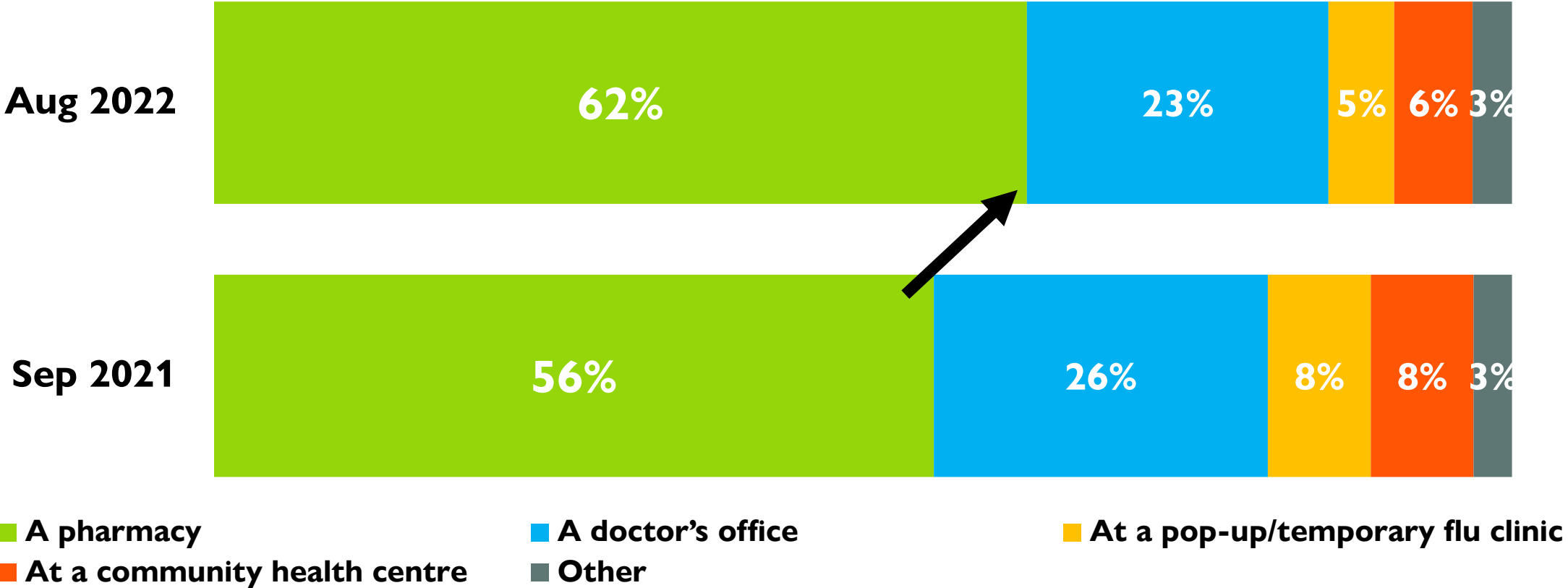
Do you plan to get your flu shot in the upcoming flu season?

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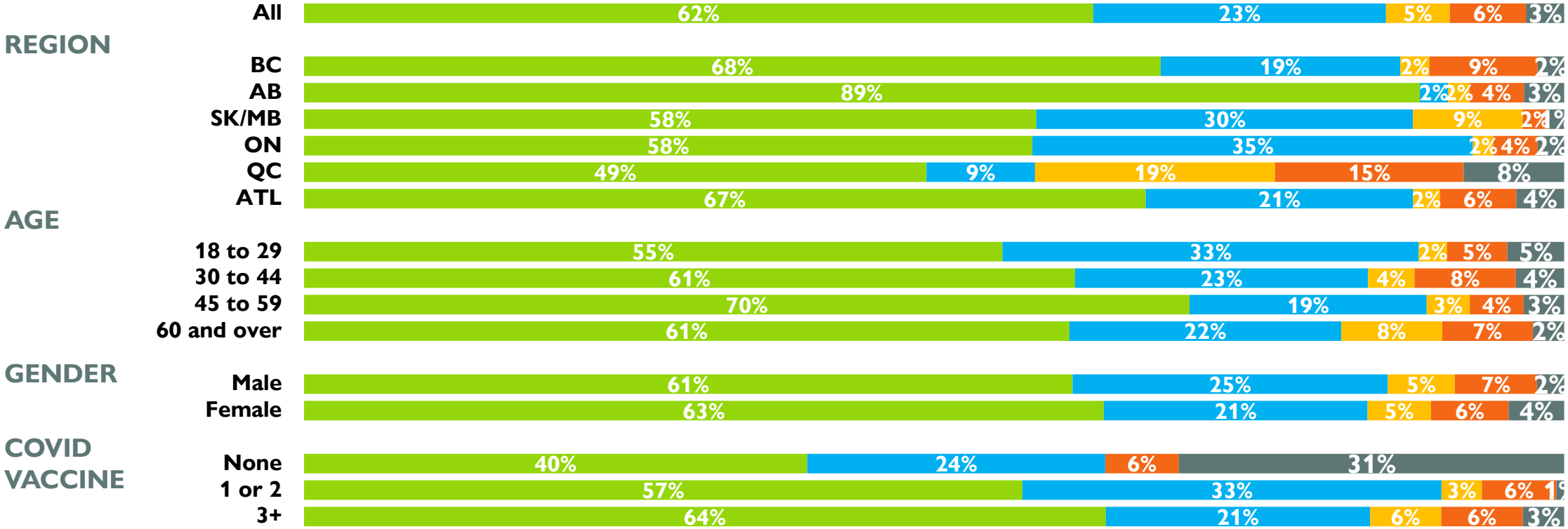
OF THE CANADIANS WHO INTEND TO GET A FLU SHOT THIS YEAR, 62% ARE LIKELY TO GET IT AT A PHARMACY



If you do get a flu shot this year, where would you like to go to get it?

[ONLY ASKED TO THOSE WHO SAID THEY WOULD DEFINITELY OR PROBABLY FLU SHOT]

OF THE CANADIANS WHO INTEND TO GET A FLU SHOT THIS YEAR, 62% ARE LIKELY TO GET IT AT A PHARMACY



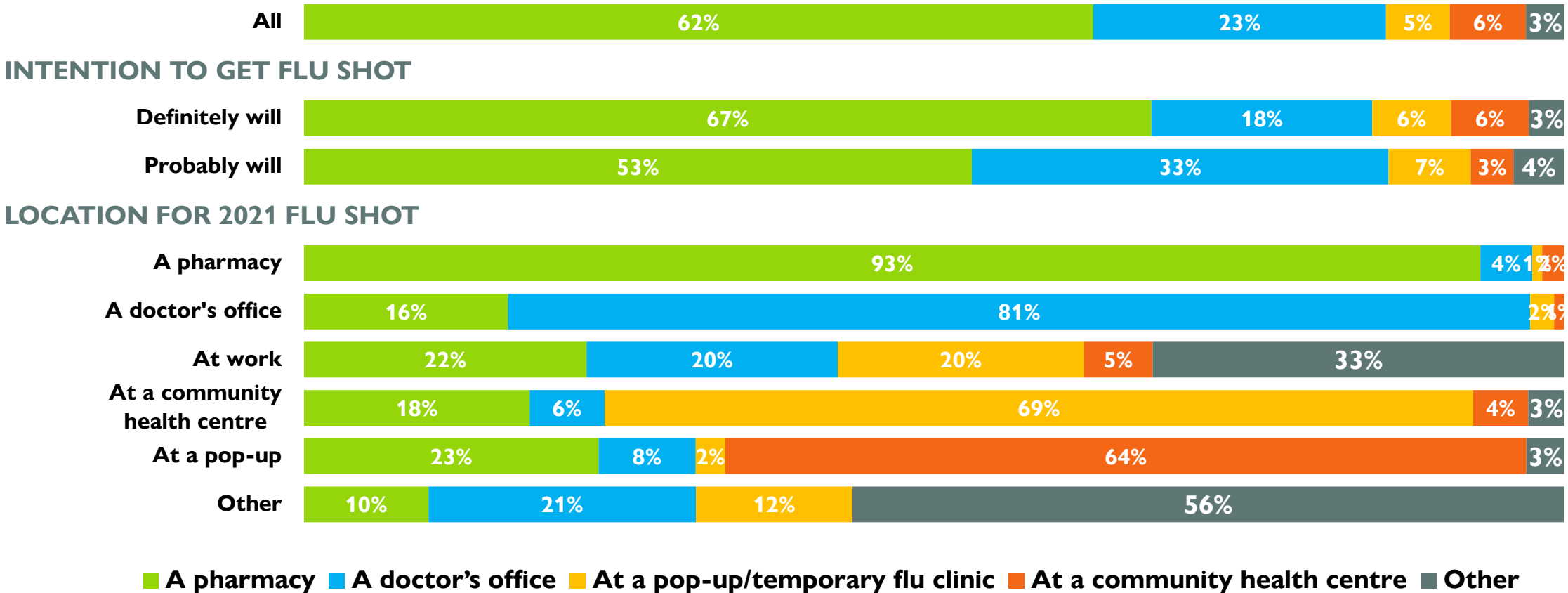
■ A pharmacy
 ■ A doctor's office
 ■ At a pop-up/temporary flu clinic
 ■ At a community health centre
 ■ Other

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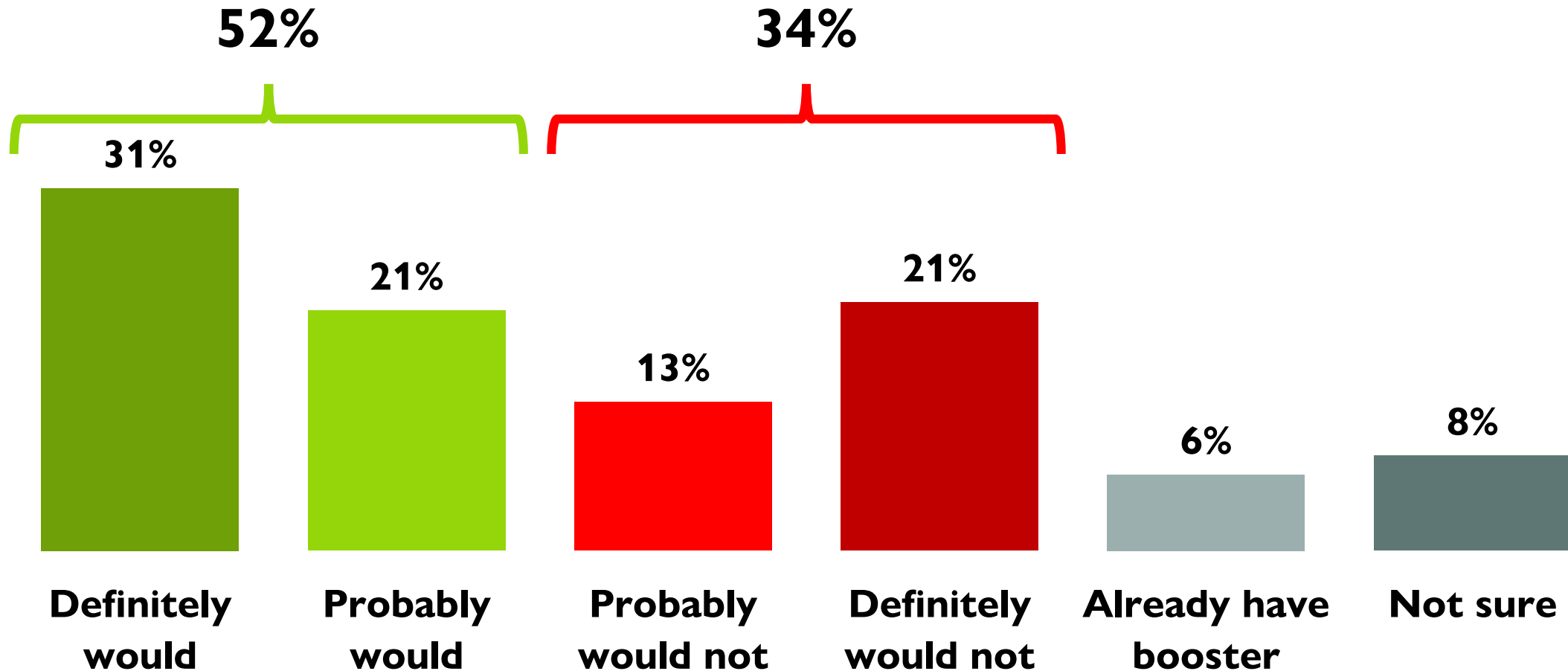
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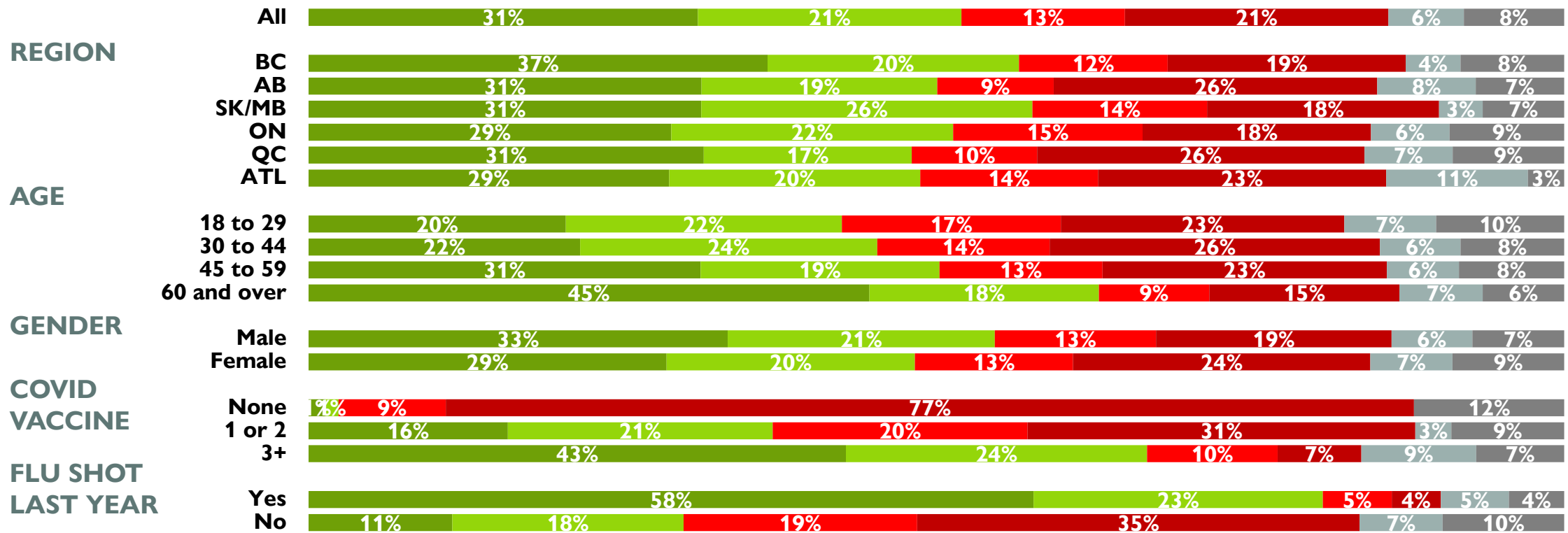
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OVER HALF OF CANADIANS WOULD SCHEDULE A COVID-19 BOOSTER WITH THEIR FLU SHOT



If you could schedule a flu shot and a COVID-19 booster to be administered at the same appointment this fall, how likely are you to take advantage of this?

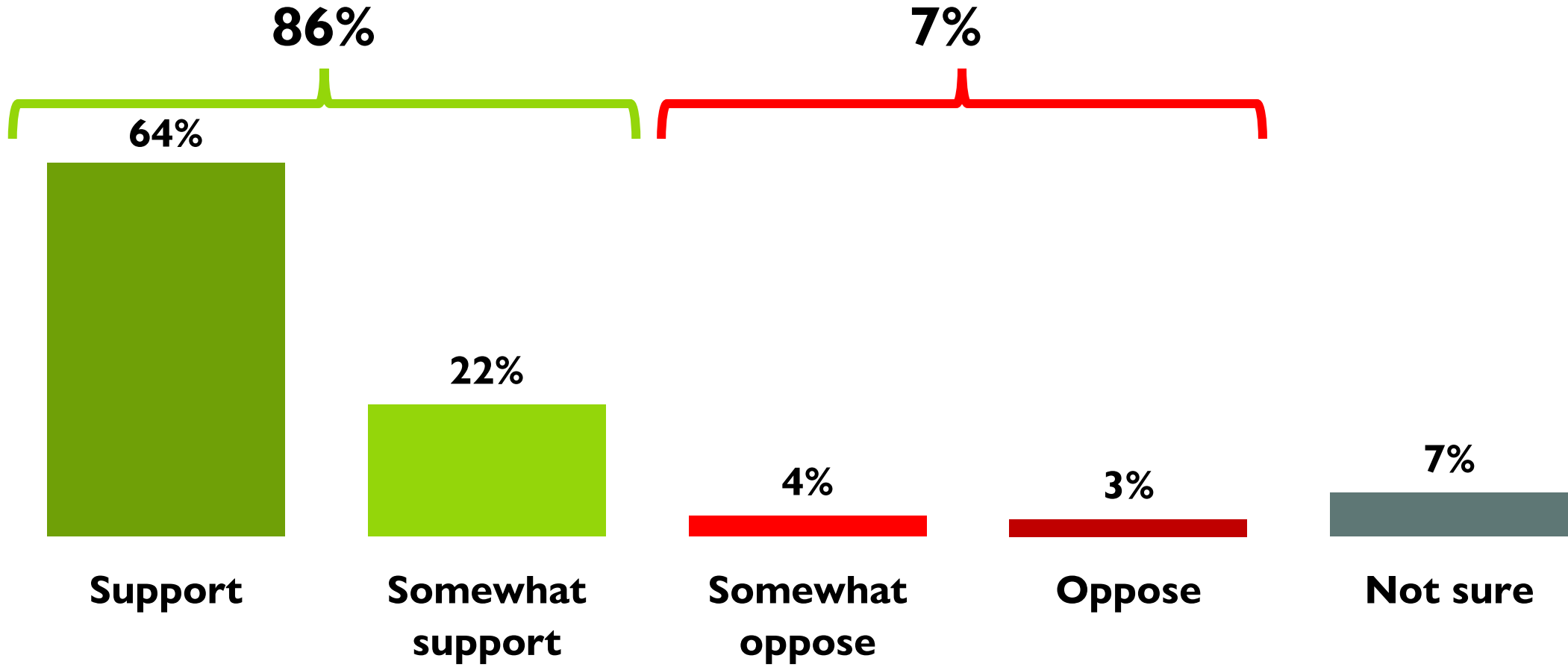
OVER HALF OF CANADIANS WOULD SCHEDULE A COVID-19 BOOSTER WITH THEIR FLU SHOT



■ Definitely would
 ■ Probably would
 ■ Probably would not
 ■ Definitely would not
 ■ Already have booster
 ■ Not sure

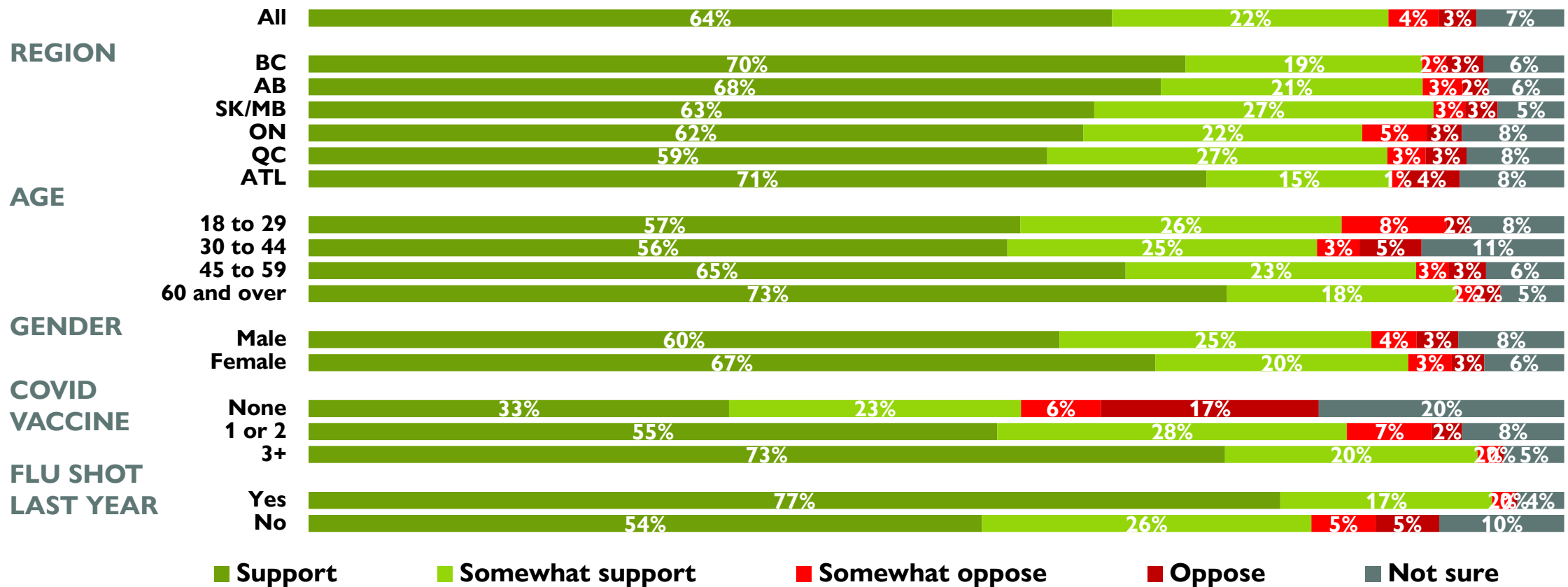
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THE MAJORITY OF CANADIANS SUPPORT ROUTINE VACCINES BEING AVAILABLE THROUGH PHARMACIES



Do you support having routine vaccines (like HPV, measles, hepatitis, shingles, etc) made available and fully-funded by governments (i.e., free to patients) through pharmacies?

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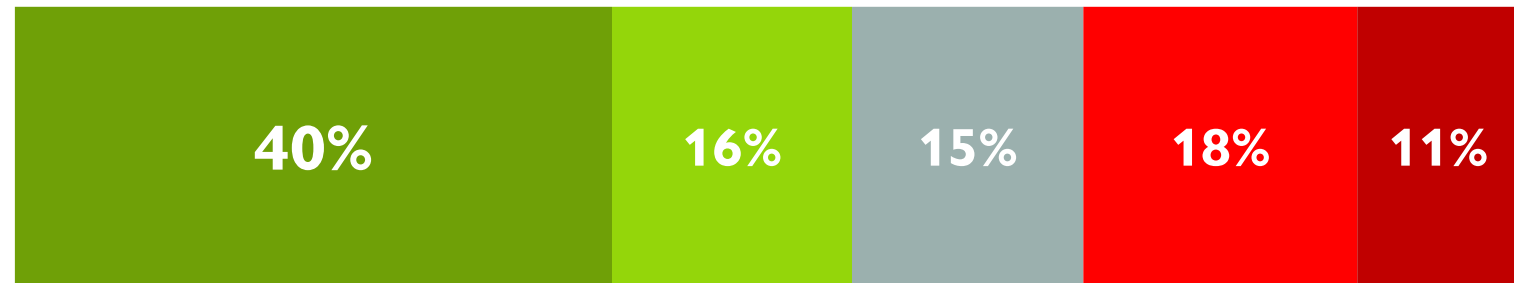
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LIKELIHOOD OF GETTING ROUTINE VACCINATIONS AT A PHARMACY

Get vaccinated at the pharmacy



[PARENTS] Get your children vaccinated at the pharmacy



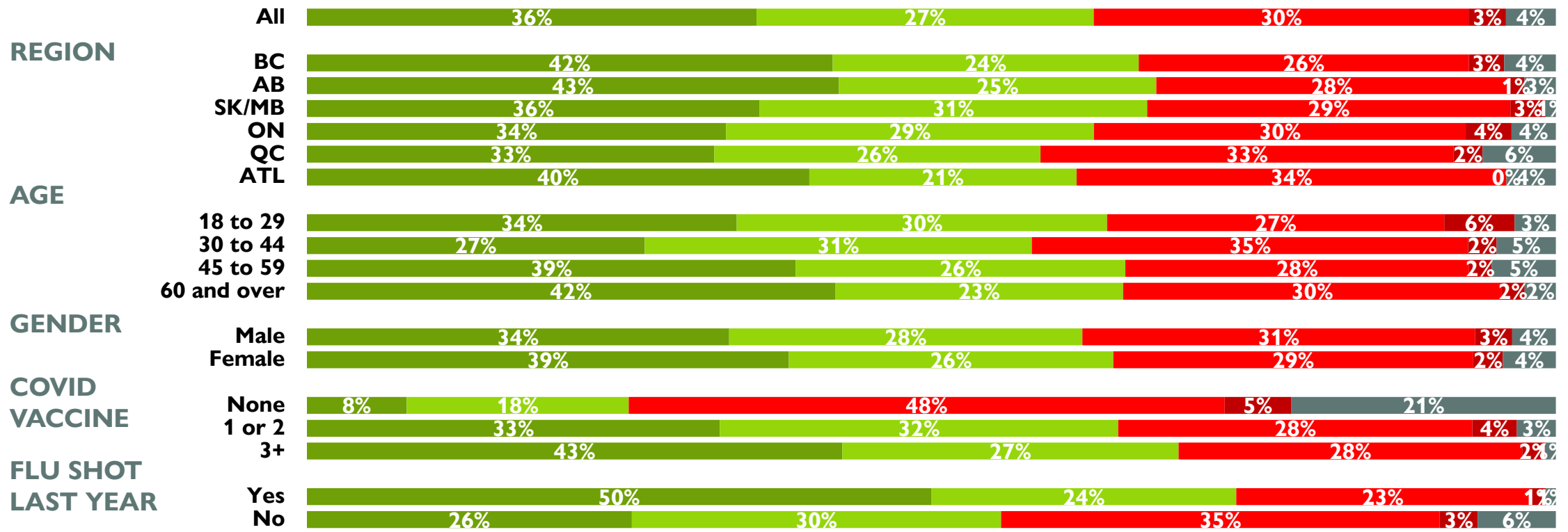
■ Much more likely
■ Somewhat less likely

■ Somewhat more likely
■ Much less likely

■ Neither more nor less likely

Beyond the flu shot and COVID-19 vaccines, if other routine vaccinations (like HPV, measles, hepatitis, shingles, etc) were readily available at your local pharmacy, would you be more or less likely to:

LIKELIHOOD OF GETTING ROUTINE VACCINATIONS AT A PHARMACY



■ Much more likely
 ■ Somewhat more likely
 ■ Neither more nor less likely
 ■ Somewhat less likely
 ■ Much less likely

Beyond the flu shot and COVID-19 vaccines, if other routine vaccinations (like HPV, measles, hepatitis, shingles, etc) were readily available at your local pharmacy, would you be more or less likely to: [Get vaccinated at the pharmacy](#)