

National OMNI

CPhA

October 2025



Methodology

The survey was conducted with 3,000 Canadians from October 9 to 15, 2025. 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 +/- 1.8%, 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, and region. Totals may not add up to 100 due to rounding.



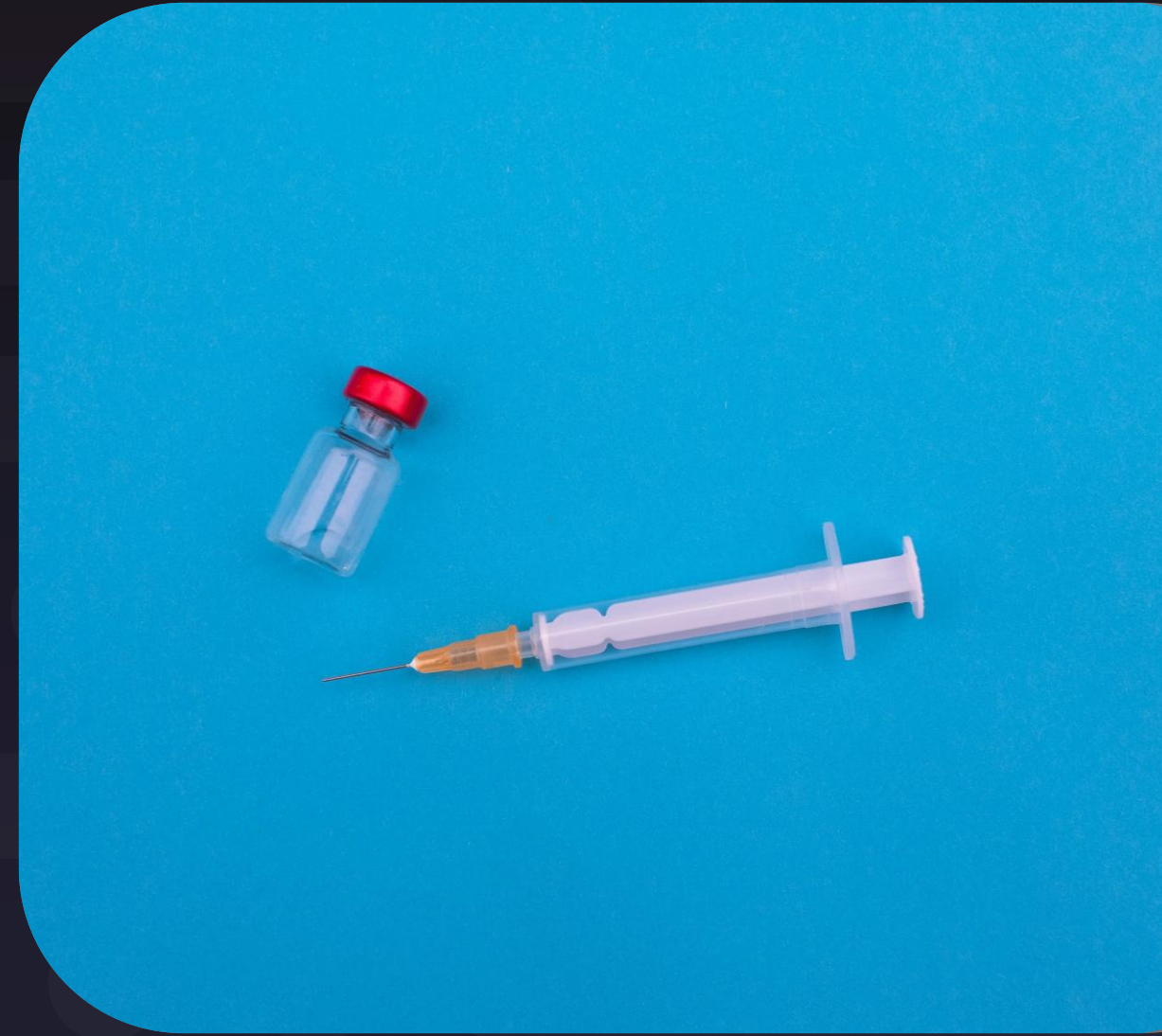
Key Insights



KEY INSIGHTS

- **Divided intentions toward seasonal vaccination:** Canadians remain split on seasonal vaccination. While 43% plan to get the flu shot and 29% the COVID-19 vaccine, 39% intend to get neither. Older Canadians are more likely to intend to receive both the seasonal flu shot and the COVID vaccine. Those who are 30-59, by contrast, are more inclined to forgo both vaccines, reflecting a generational divide in vaccine uptake.
- **Cost as a major barrier to vaccination:** Affordability remains a key determinant of vaccine uptake. Over three-quarters (77%) of Canadians say they would be unlikely to receive a COVID-19 vaccine if it cost about \$100, a sentiment strongest among those aged 30–59. This underscores the importance of maintaining cost-free access to vaccines to ensure broad participation.

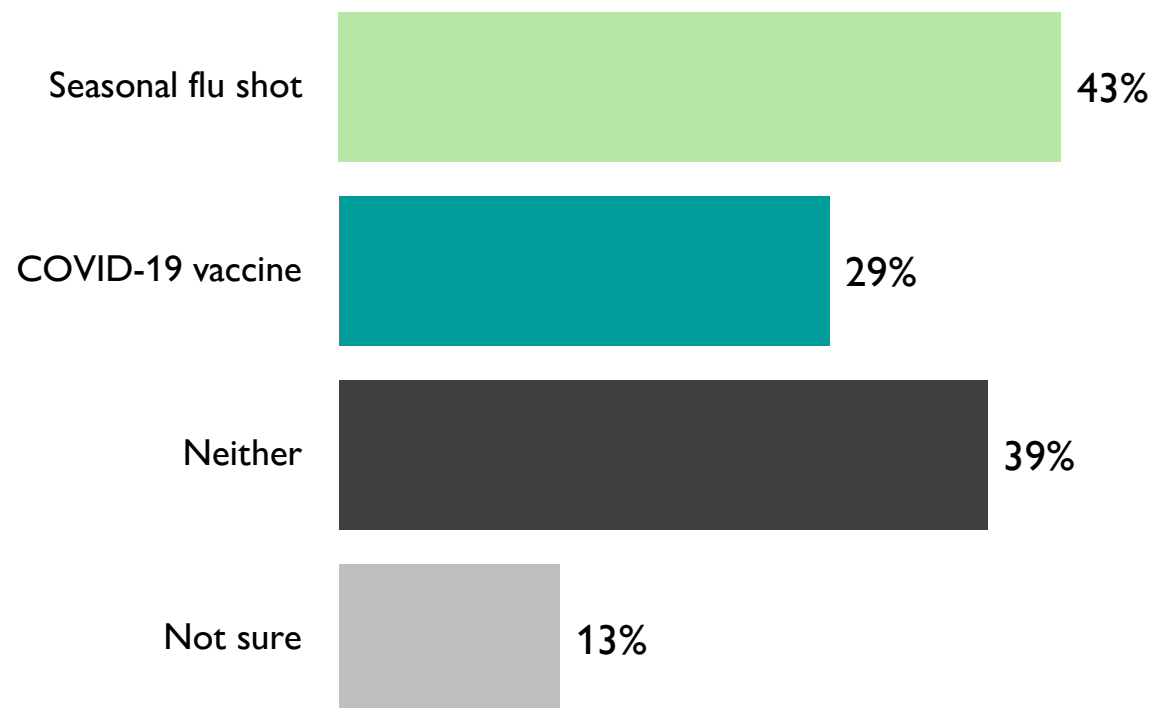
Vaccination Intentions





Do you plan to get any of the following vaccines this fall or winter? *Select all that apply.*

This fall, 43% of Canadians plan to get their seasonal flu shot, and 29% intend to receive their COVID-19 vaccine. However, 39% say they do not plan to get either vaccine.



[BASE] n= 3,000



Do you plan to get any of the following vaccines this fall or winter? *Select all that apply.*

INTENDED SEASONAL VACCINATIONS

	TOT.	GENDER		AGE				REGION						COMMITTED VOTE			
		Male	Female	18-29	30-44	45-59	60+	BC	AB	SK/MB	ON	QC	ATL	CPC	LPC	NDP	Other
Seasonal flu shot	43%	44%	43%	35%	33%	39%	60%	49%	37%	46%	46%	35%	53%	32%	57%	53%	37%
COVID-19 vaccine	29%	30%	29%	20%	17%	26%	48%	38%	26%	33%	29%	24%	34%	16%	44%	42%	25%
Neither	39%	39%	39%	39%	52%	44%	24%	32%	42%	33%	37%	50%	31%	53%	23%	27%	47%
Not sure	13%	13%	13%	17%	12%	12%	13%	15%	15%	13%	13%	13%	12%	12%	13%	14%	12%

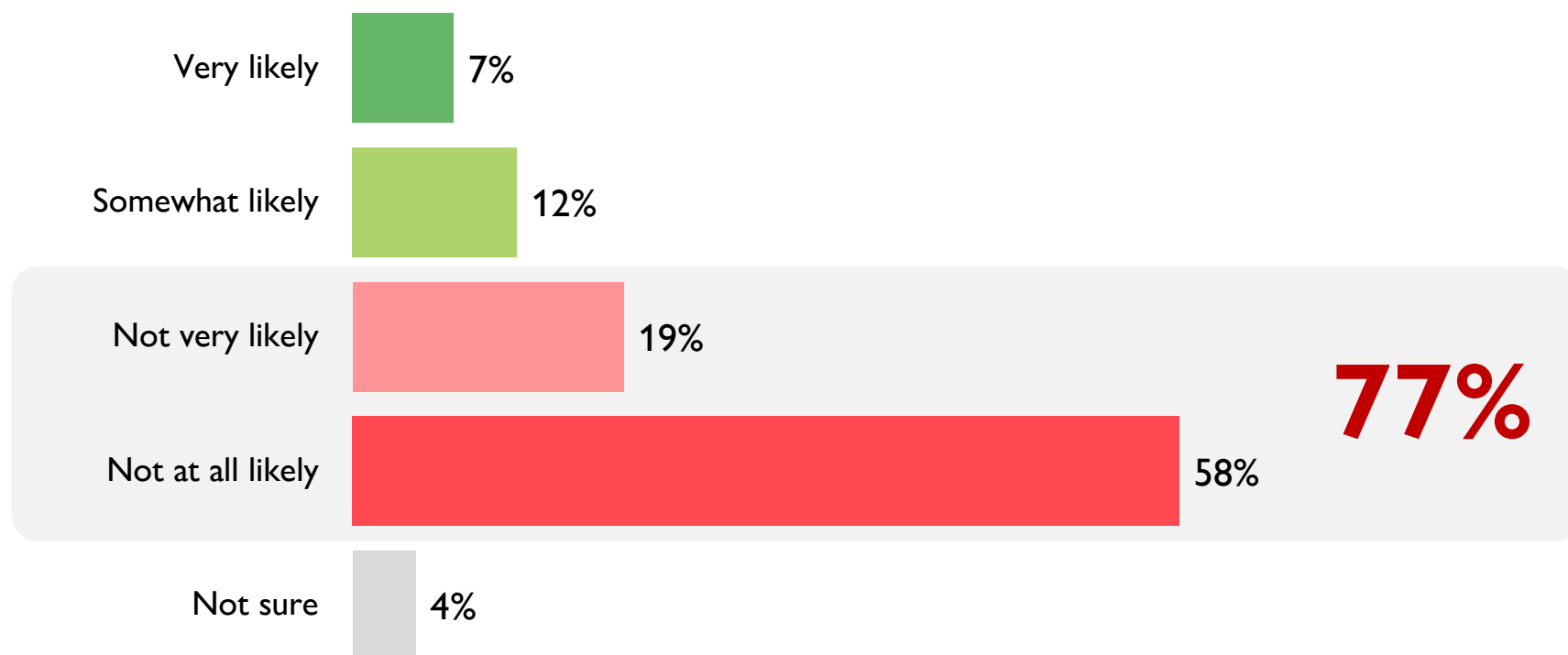
[BASE] n= 3,000





If you had to pay about \$100 to receive a COVID-19 vaccine this year, how likely would you be to get it?

More than three-quarters of Canadians indicate they would be unlikely to receive the COVID-19 vaccine if required to pay approximately \$100 for it.



[BASE] n= 3,000



If you had to pay about \$100 to receive a COVID-19 vaccine this year, how likely would you be to get it?

IMPACT OF COST ON COVID-19 VACCINATION INTENT

	TOT.	GENDER		AGE				REGION						COMMITTED VOTE			
		Male	Female	18-29	30-44	45-59	60+	BC	AB	SK/MB	ON	QC	ATL	CPC	LPC	NDP	Other
[NET] LIKELY <i>Very + Somewhat likely</i>	19%	20%	17%	25%	15%	12%	23%	23%	20%	19%	18%	13%	28%	11%	29%	20%	18%
Very likely	7%	8%	7%	7%	5%	5%	10%	8%	8%	11%	7%	4%	9%	4%	11%	11%	8%
Somewhat likely	12%	13%	10%	18%	10%	7%	12%	14%	12%	9%	11%	8%	19%	7%	19%	9%	10%
Not very likely	19%	20%	18%	19%	16%	17%	23%	20%	17%	22%	20%	19%	15%	13%	26%	19%	16%
Not at all likely	58%	56%	60%	52%	66%	67%	48%	53%	59%	56%	57%	65%	53%	74%	38%	58%	64%
[NET] NOT LIKELY <i>Not at all + Not very likely</i>	77%	76%	78%	71%	82%	84%	70%	72%	77%	78%	76%	84%	68%	87%	64%	76%	80%
Not sure	4%	4%	5%	4%	3%	3%	7%	5%	3%	3%	6%	3%	4%	2%	7%	3%	2%

[BASE] n= 3,000



**Good decisions
require good data.**

Good data drives success.

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