

**47% OF THOSE 16 AND OLDER
HAVE RECEIVED THE FLU
SHOT THIS YEAR**

**23% OF THOSE WHO HAVE NOT
YET GOTTEN THE SHOT SAY
THEY WILL DO SO**

**PERCEIVED LACK OF
EFFECTIVENESS AND VACCINE
FATIGUE ARE KEY DRIVERS OF
FLU SHOT AVOIDANCE**

ABACUS DATA

DETAILED RESULTS

FLU SHOT SURVEY

CONDUCTED FOR THE CANADIAN PHARMACISTS ASSOCIATION

DECEMBER 2022

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

METHODOLOGY

The survey was conducted with 1,656 Canadians aged 16 and over, from December 9 to 14, 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 +/- 2.41%, 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.

EXECUTIVE SUMMARY

ABACUS DATA



EXECUTIVE SUMMARY

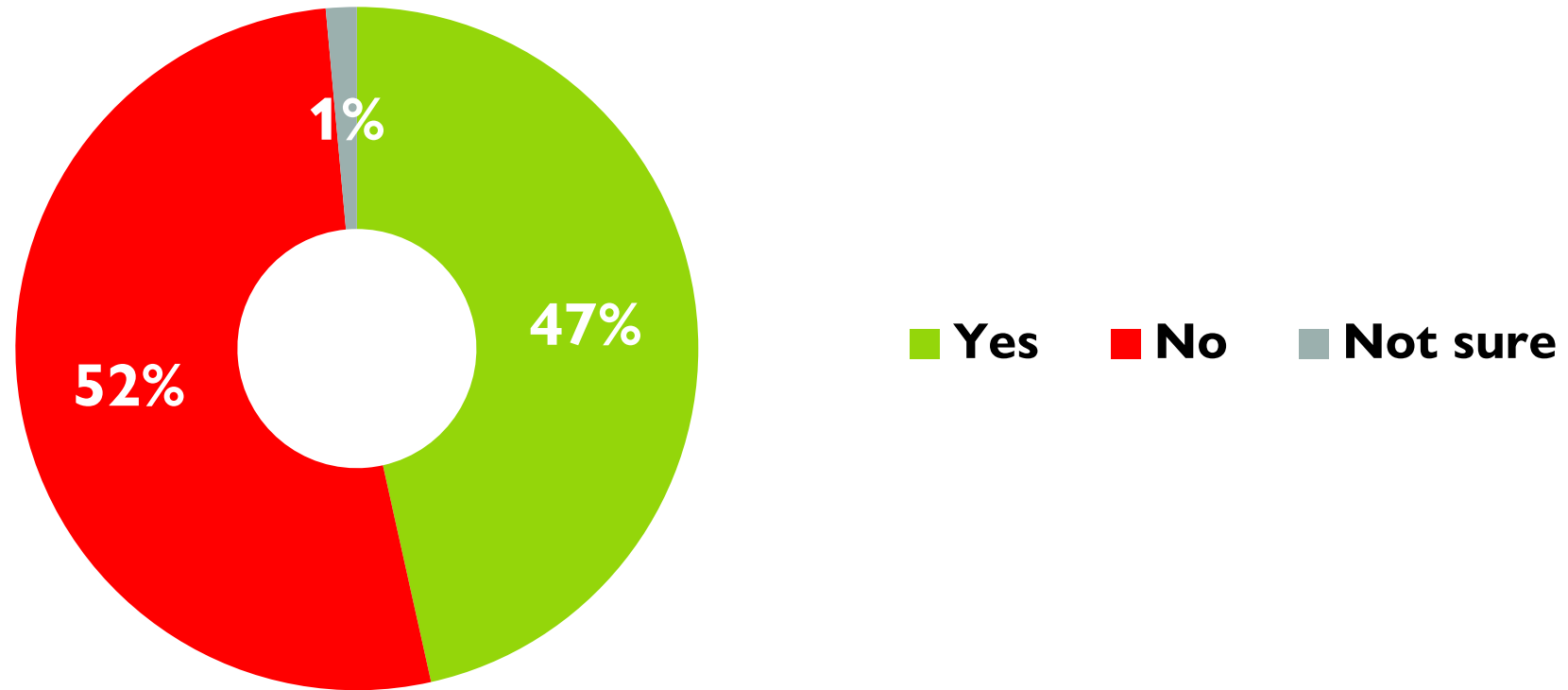
- Almost half (47%) of Canadians say they received the flu shot this year, which aligns with the expectations in an [August survey](#) when half of Canadians said they intended to get the shot.
 - Those over 60 years of age (66%) and university educated Canadians are more likely to have had a flu shot.
- Only 5% of those who have not gotten the flu shot already still intend to get one this year, while 18% indicated they “probably will”.
- Among the 4 in 10 Canadians who have not gotten the flu shot and do not intend to get it, the top reasons given are a lack of belief in the flu shot’s effectiveness (32%), vaccine fatigue (30%), a lack of perceived need (24%), and the belief that the flu is not serious (21%).

RESULTS

ABACUS DATA

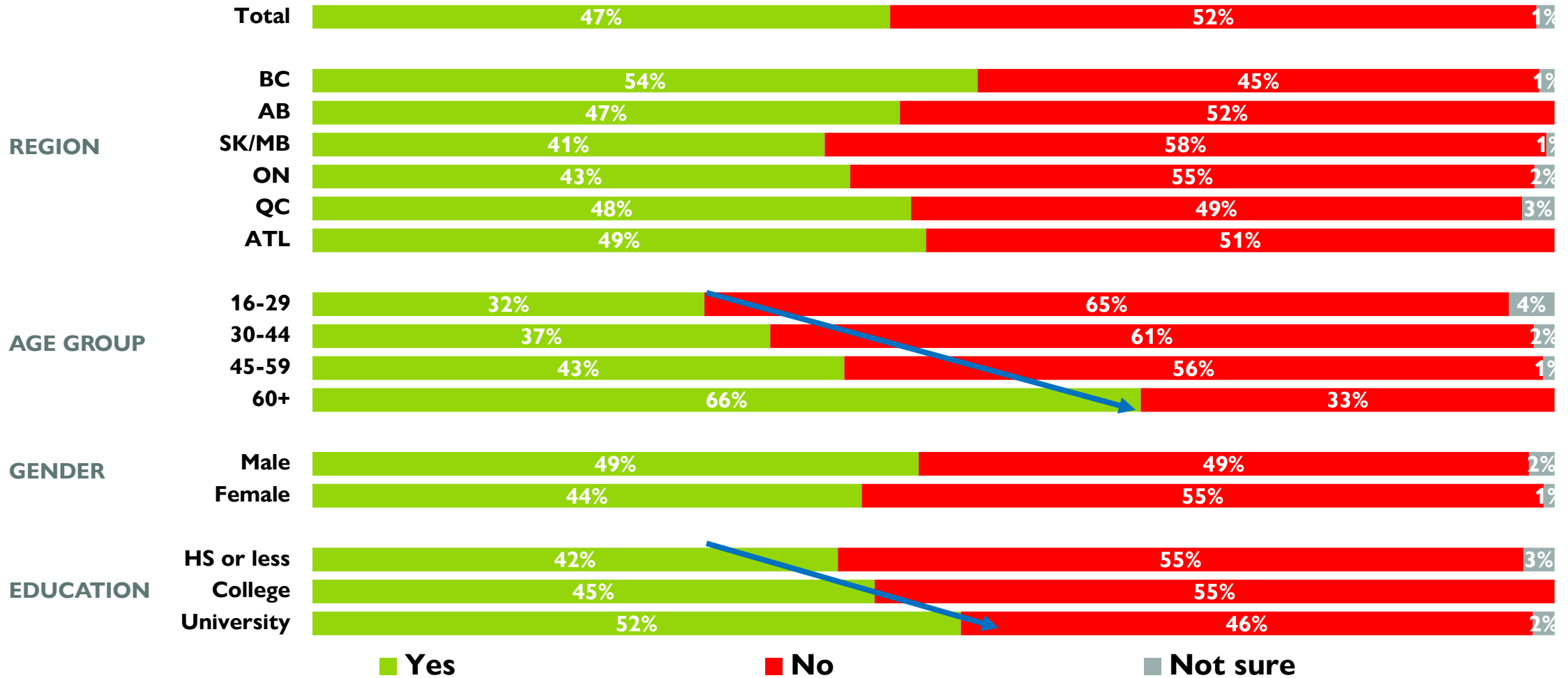


UPTAKE OF FLU SHOT THIS YEAR



Have you gotten a flu shot this year?

UPTAKE OF FLU SHOT THIS YEAR



Have you gotten a flu shot this year?

LIKELIHOOD OF GETTING THE FLU SHOT THIS SEASON

Definitely will 5%



Probably will 18%



23%
Will

Probably will not 29%



Definitely will not 42%



71%
Will not

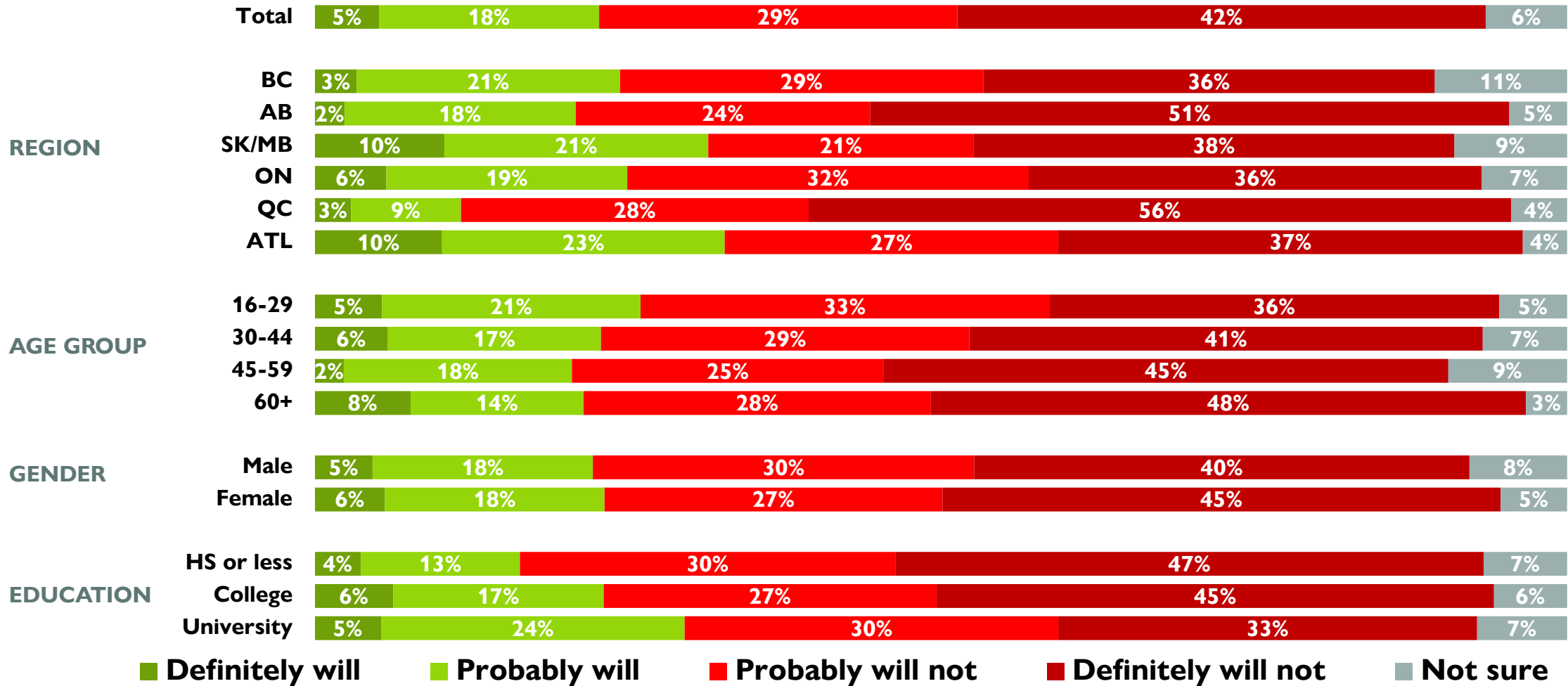
Not sure 6%



59%
of Canadians will
get the flu shot
this season if
everyone follows
through

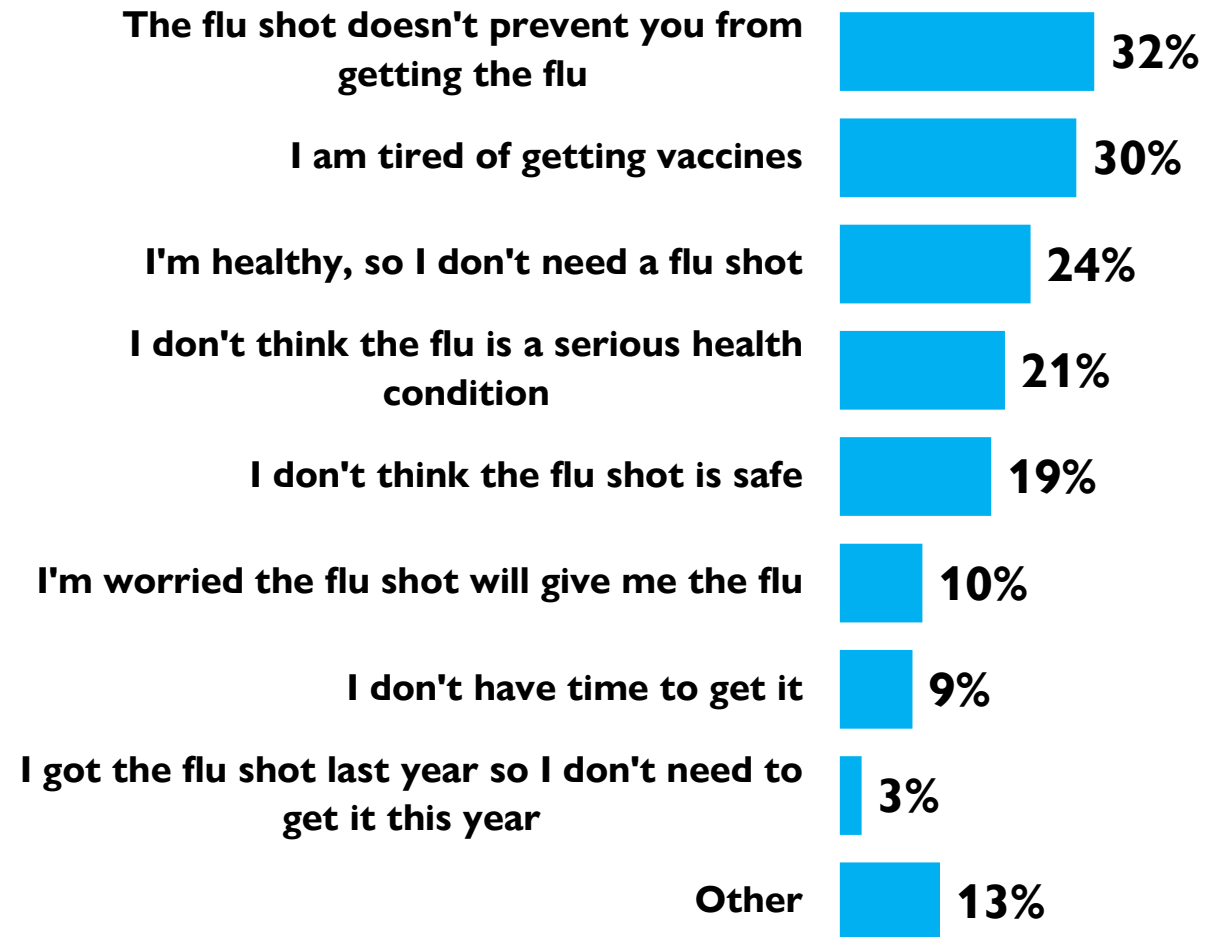
[IF NO] How likely are you to get a flu shot this flu season?

LIKELIHOOD OF GETTING THE FLU SHOT THIS SEASON



[IF NO] How likely are you to get a flu shot this flu season?

REASONS FOR NOT GETTING THE FLU SHOT



[IF PROBABLY/ DEFINITELY WILL NOT] Why have you decided not to get a flu shot this year? Please select all that apply