

**MORE THAN HALF OF
CANADIANS INTEND TO
GET A FLU SHOT IN THE
UPCOMING FLU SEASON**

**OF THE CANADIANS WHO
INTEND TO GET A FLU
SHOT, 56% ARE LIKELY TO
GET IT AT A PHARMACY**

**COVID-19 WILL CONTINUE
TO BE POSITIVE
INFLUENCE ON GETTING
FLU SHOTS**



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

A photograph of a person with blonde hair, glasses, and a beard wearing a black face mask. They are being vaccinated in the upper arm by a healthcare worker wearing a white coat and a light blue face mask. The background is slightly blurred, showing what appears to be a clinical or office setting.

The survey was conducted with 2,000 Canadian adults from September 9th to 12th, 2021. 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 +/- 2.19%, 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, official language, and region. Totals may not add up to 100 due to rounding.

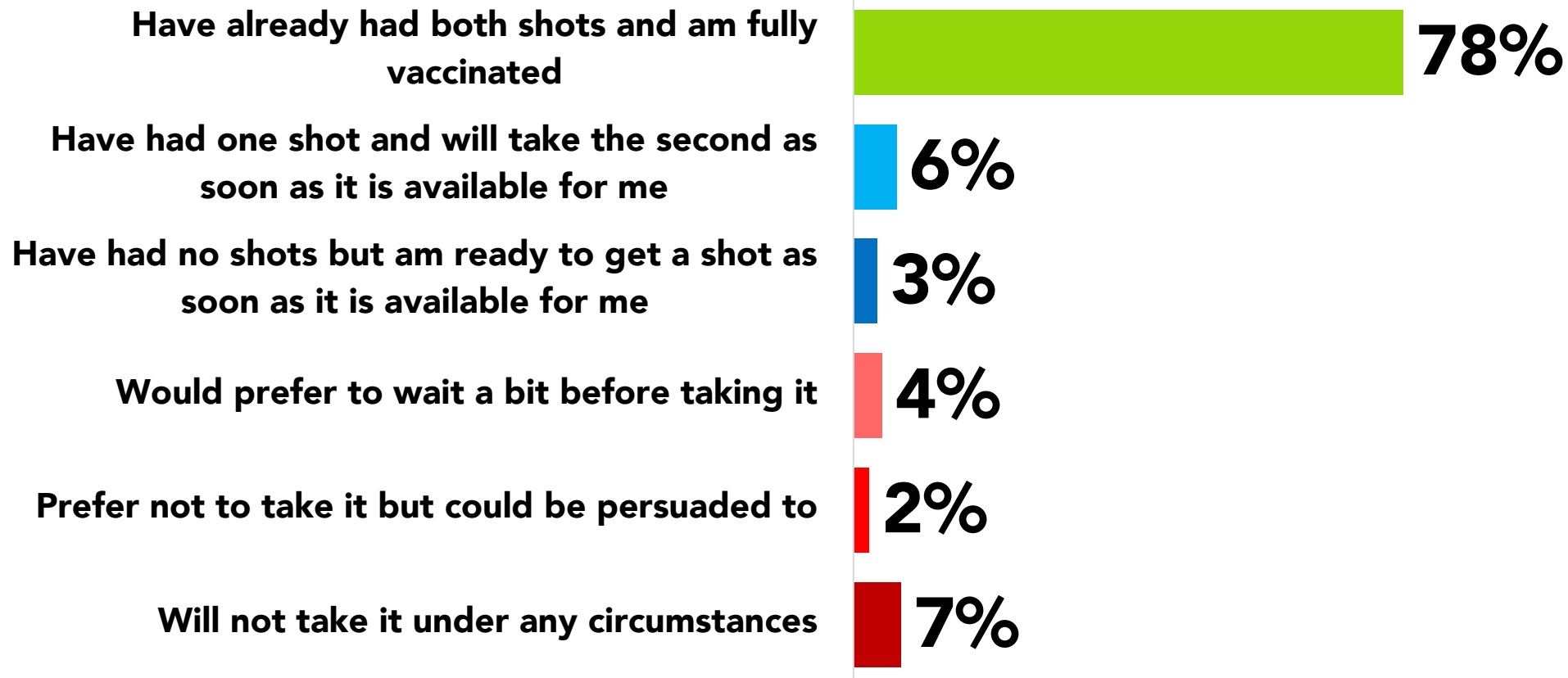
KEY FINDINGS

- 78% of Canadian adults are fully COVID-19 vaccinated and as we might expect COVID vaccination status is related to getting flu shots.
- Almost half of Canadians reported that they got the flu shot last year, which is up slightly from the previous year.
 - Quebec residents are the least likely to have gotten the flu shot. Those 60 and older are the most likely to have done so.
- 54% of those who got a flu shot last year did so at a pharmacy (up 6%).
 - Quebec and Atlantic Canada residents are less likely to have gone to a pharmacy. Notably, those who are double vaccinated for COVID-19 are even more likely to have gone to a pharmacy.
- Virtually the same proportion of Canadians intend to get a flu shot this year (56% probably or definitely). Most of these are people who got the flu shot last year but among those who did not get it last year, 21% are at least probably going to get one this year.
- A majority of those who are probably going to get a flu shot will do so at a pharmacy this year. This is particularly true for Alberta residents.
- The more likely you are to get a flu shot this year the more likely you are to intend to go to a pharmacy. Pharmacy will likely see a high number of returning patients as 93% who got the shot at a pharmacy last time intend to go back to a pharmacy this time.

KEY FINDINGS

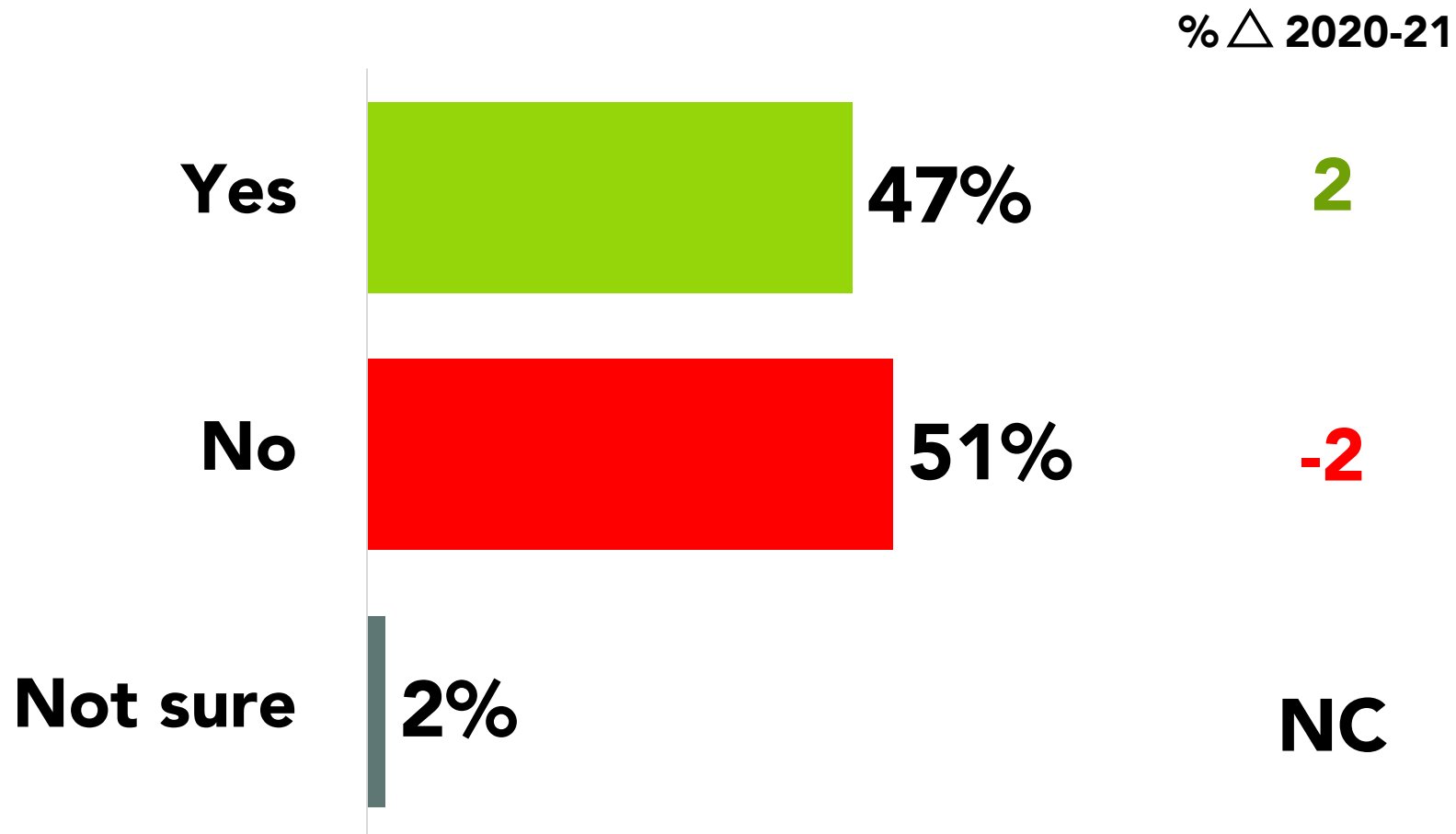
- As was the case last year, the pandemic is more likely to increase rather than reduce the likelihood of getting a flu shot. One third of Canadians are more likely to get the flu shot this year because of the pandemic.
- The two most important considerations when deciding to get flu shot this year are ease of booking and proximity to home.
- Reminding people that there was very little spread of flu cases last year due to a variety of reasons including a record number of flu shots administered and strict public health measures in place does not appear to be reducing the likelihood that people will get the shot this year; 41% are more likely to get the flu shot compared with only 16% who are less likely.

A CLEAR MAJORITY OF CANADIANS ARE FULLY VACCINATED



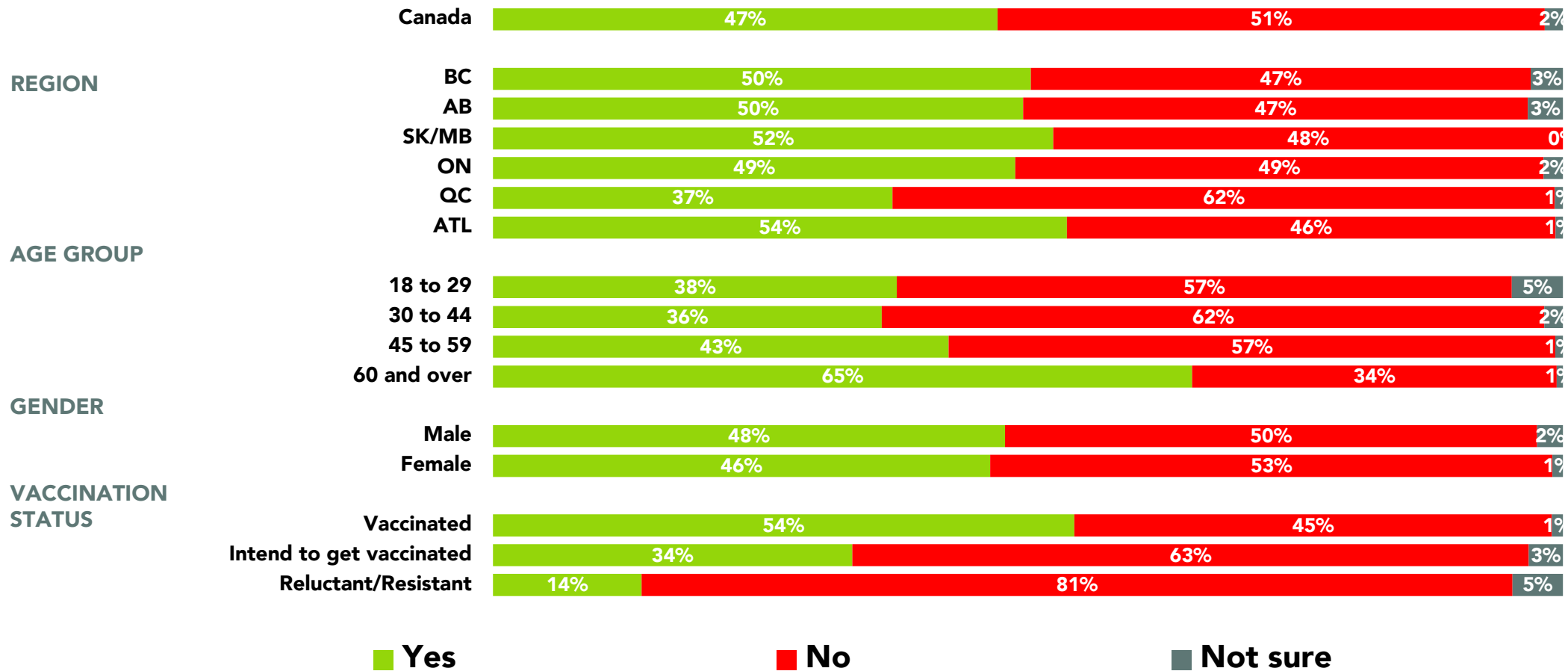
Which of the following best describes your position on taking a COVID-19 vaccine?

ALMOST HALF OF CANADIANS GOT A FLU SHOT LAST YEAR



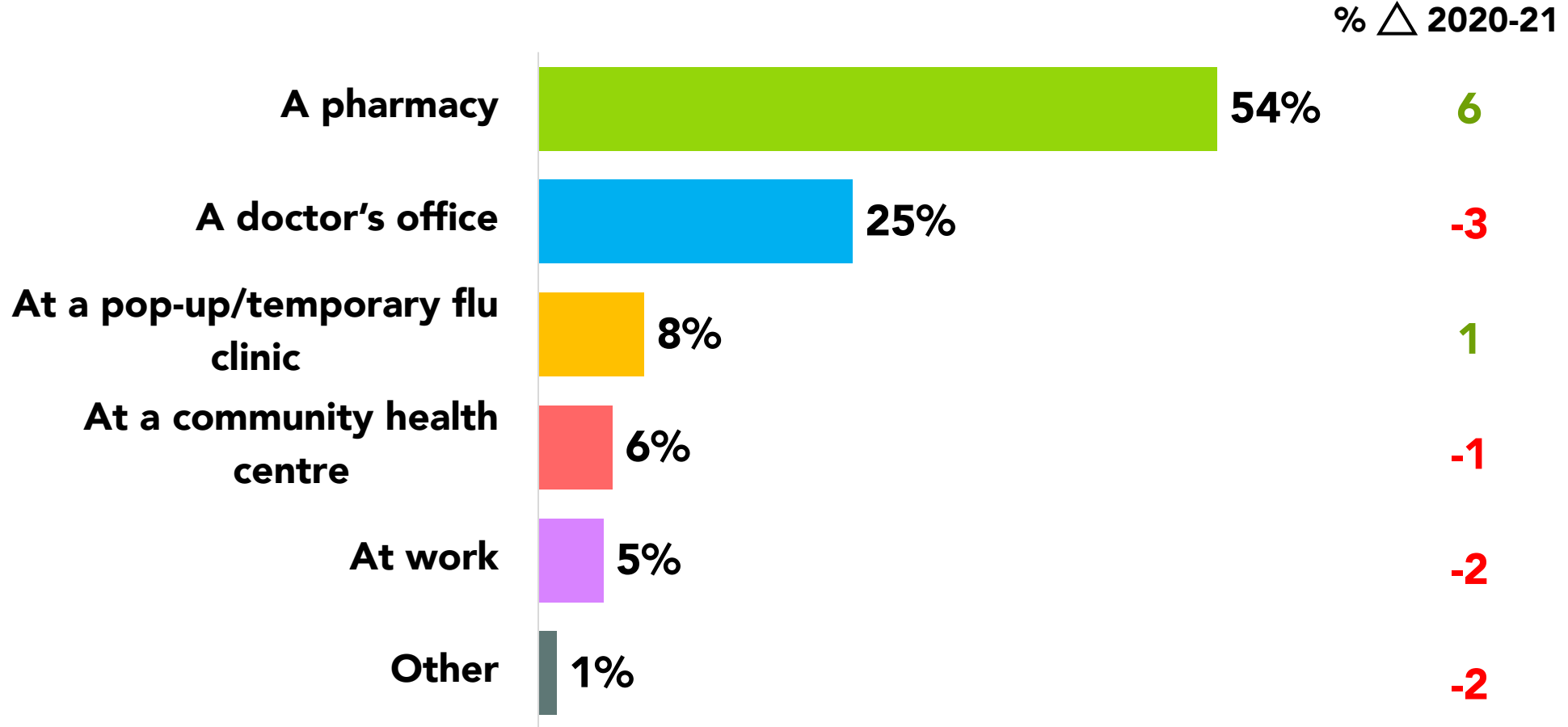
Did you get a flu shot last year?

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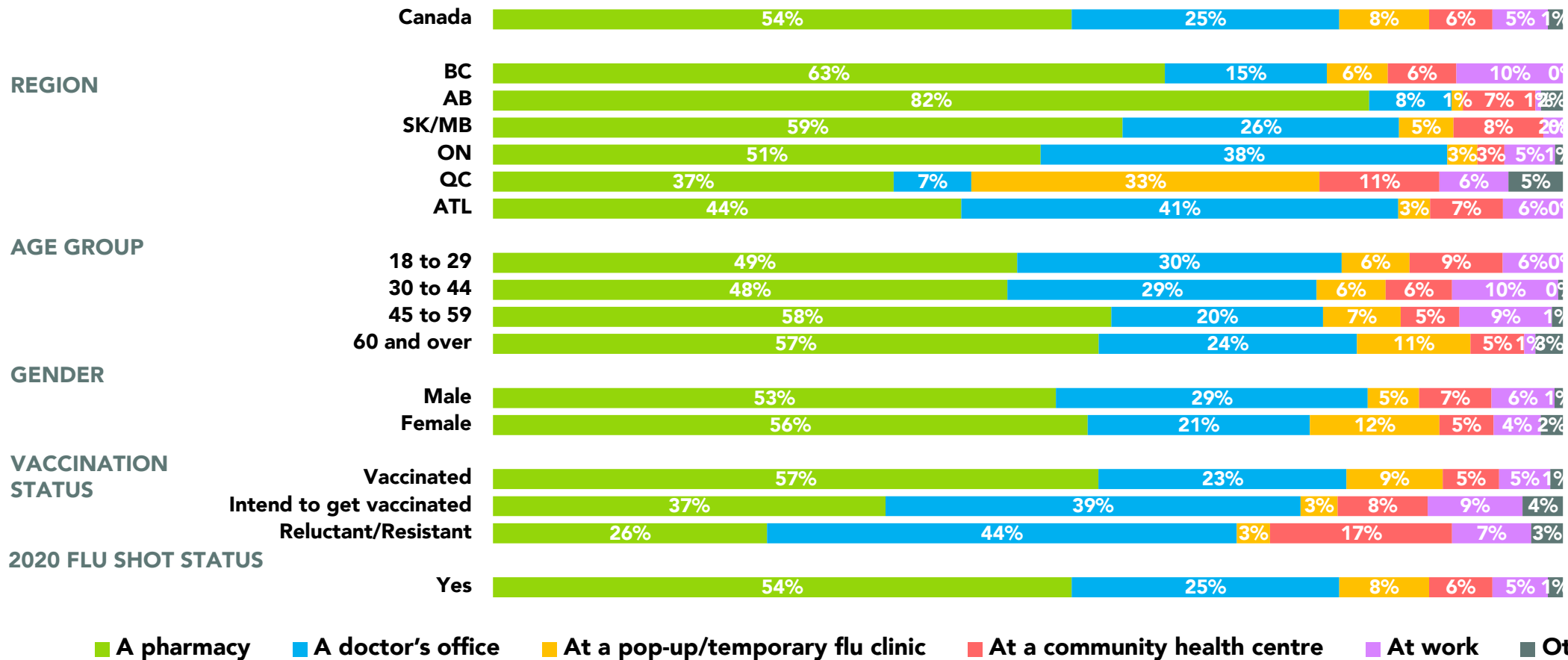
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OVER 2019-20, # OF FLU SHOTS RECEIVED AT A PHARMACY INCREASED BY 6 pts



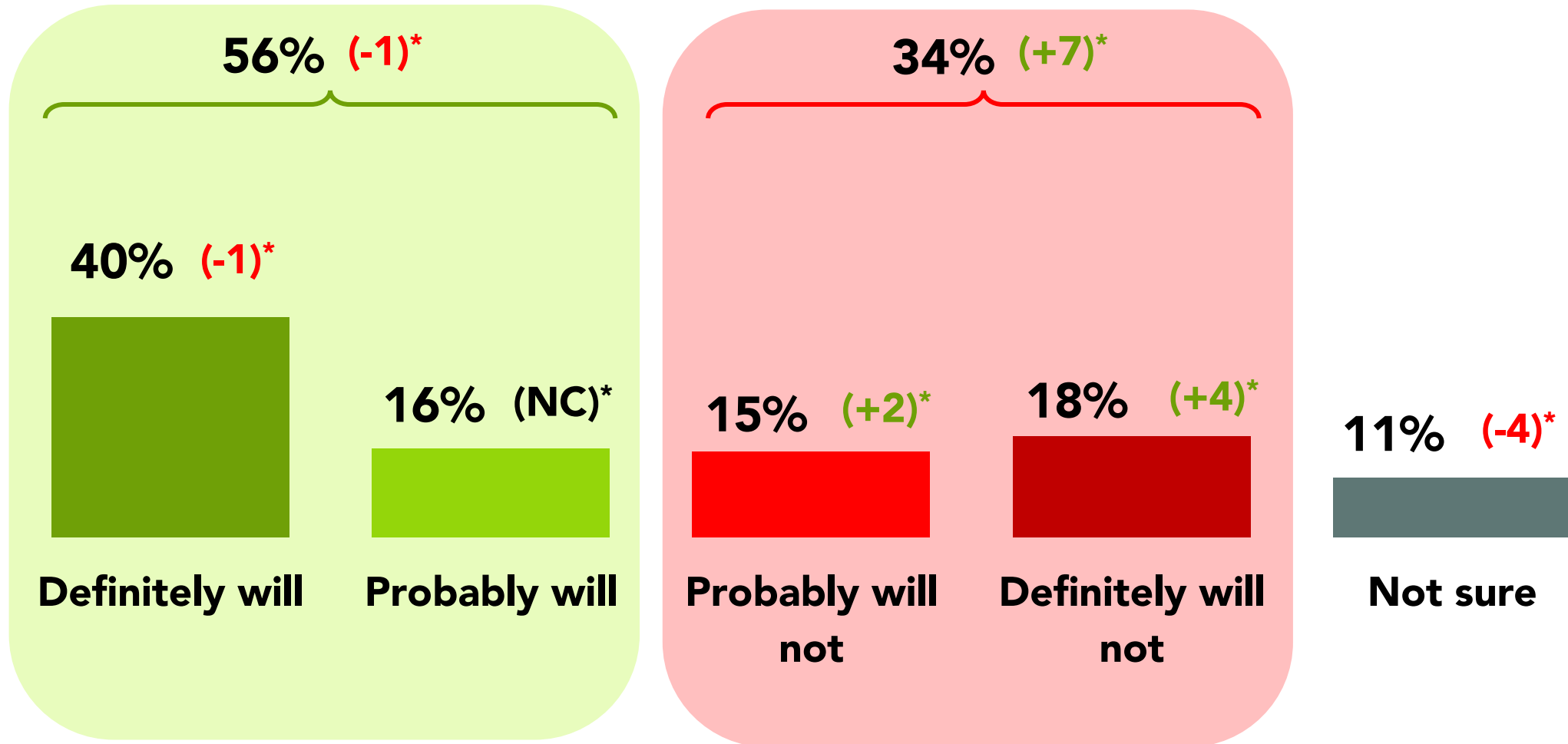
Where did you get your flu shot last year?
[ONLY ASKED TO THOSE WHO SAID THEY GOT FLU SHOT LAST YEAR, i.e., 2020]

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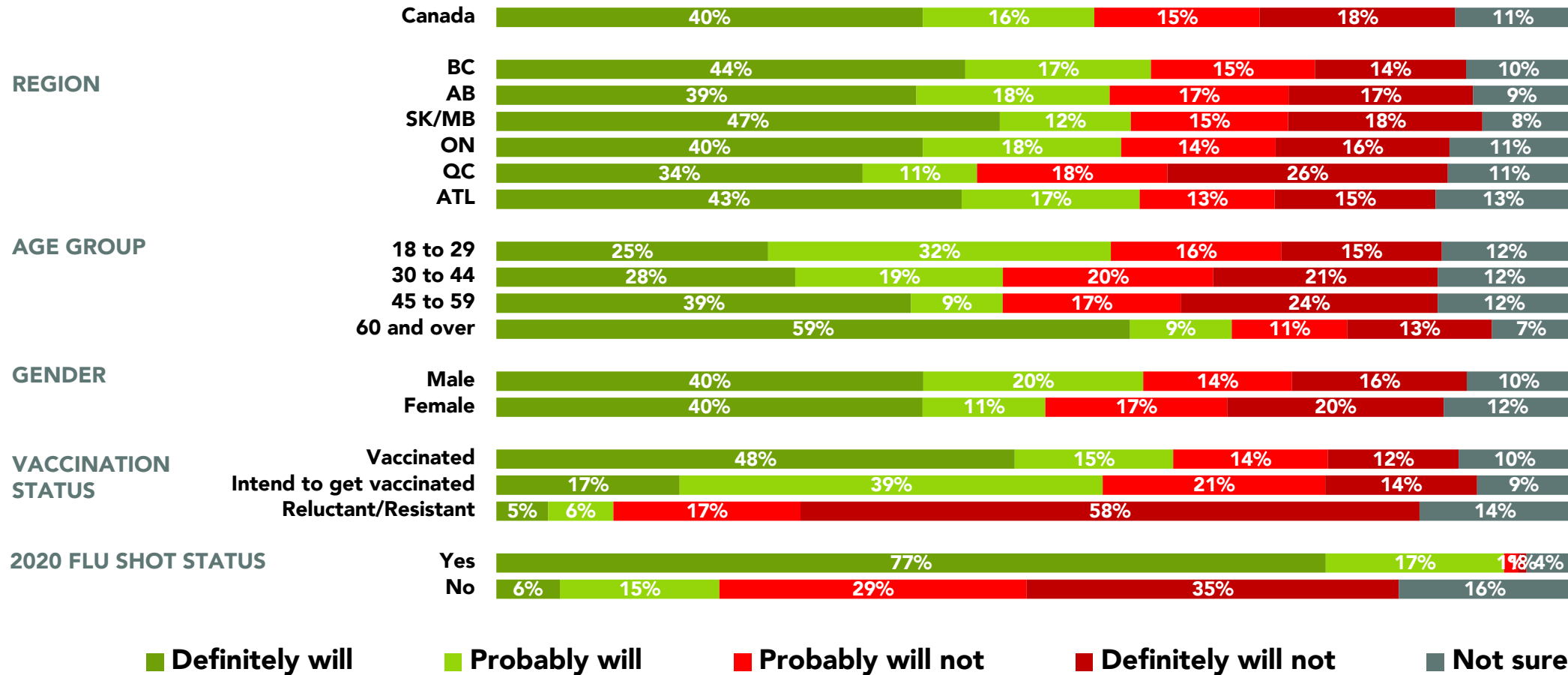
Where did you get your flu shot last year?
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IN 2021, 56% CANADIANS INTEND TO GET FLU SHOT IN THE UPCOMING FLU SEASON



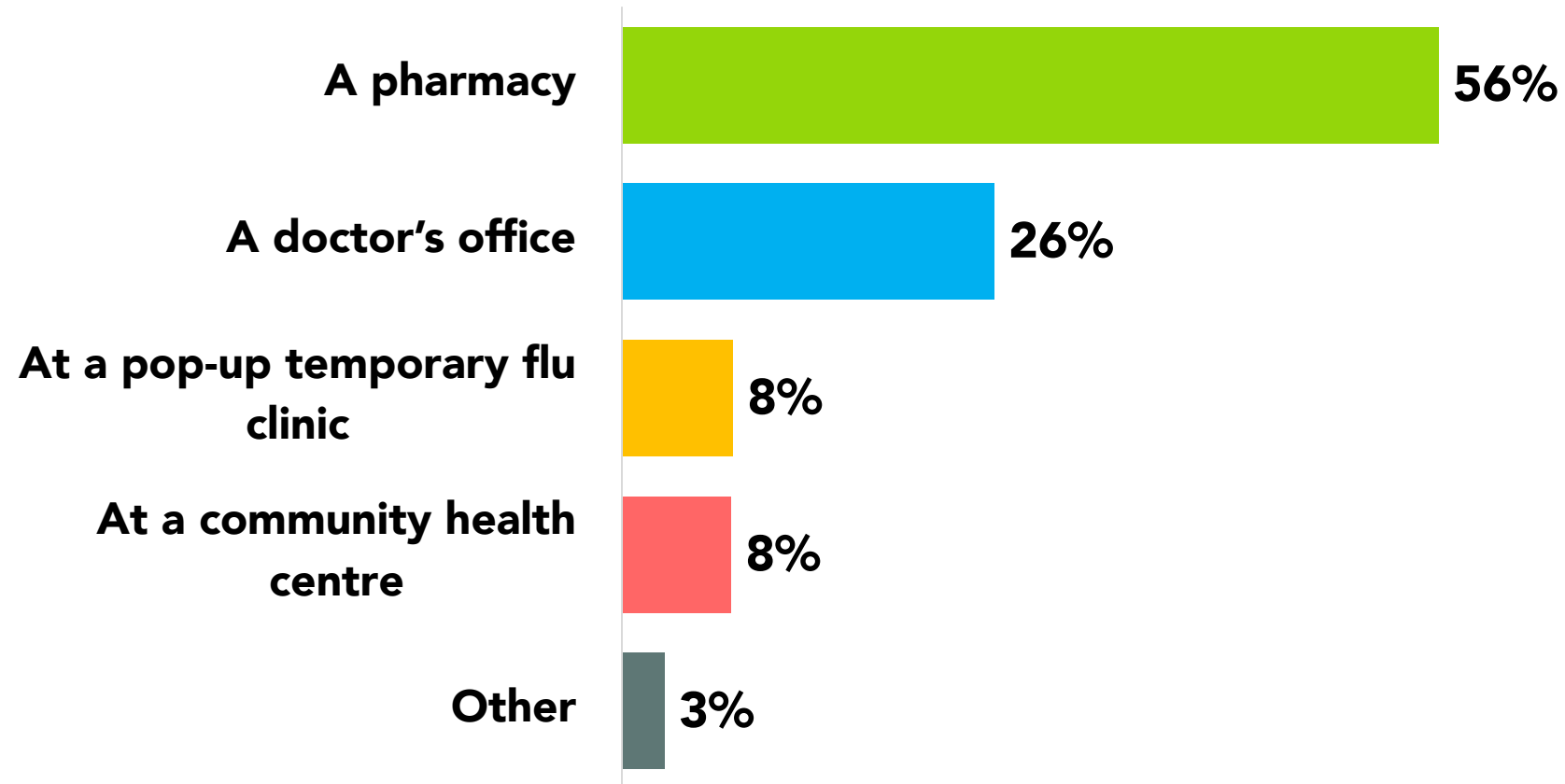
Do you plan to get your flu shot in the upcoming flu season?

IN 2021, 56% CANADIANS INTEND TO GET FLU SHOT IN THE UPCOMING FLU SEASON



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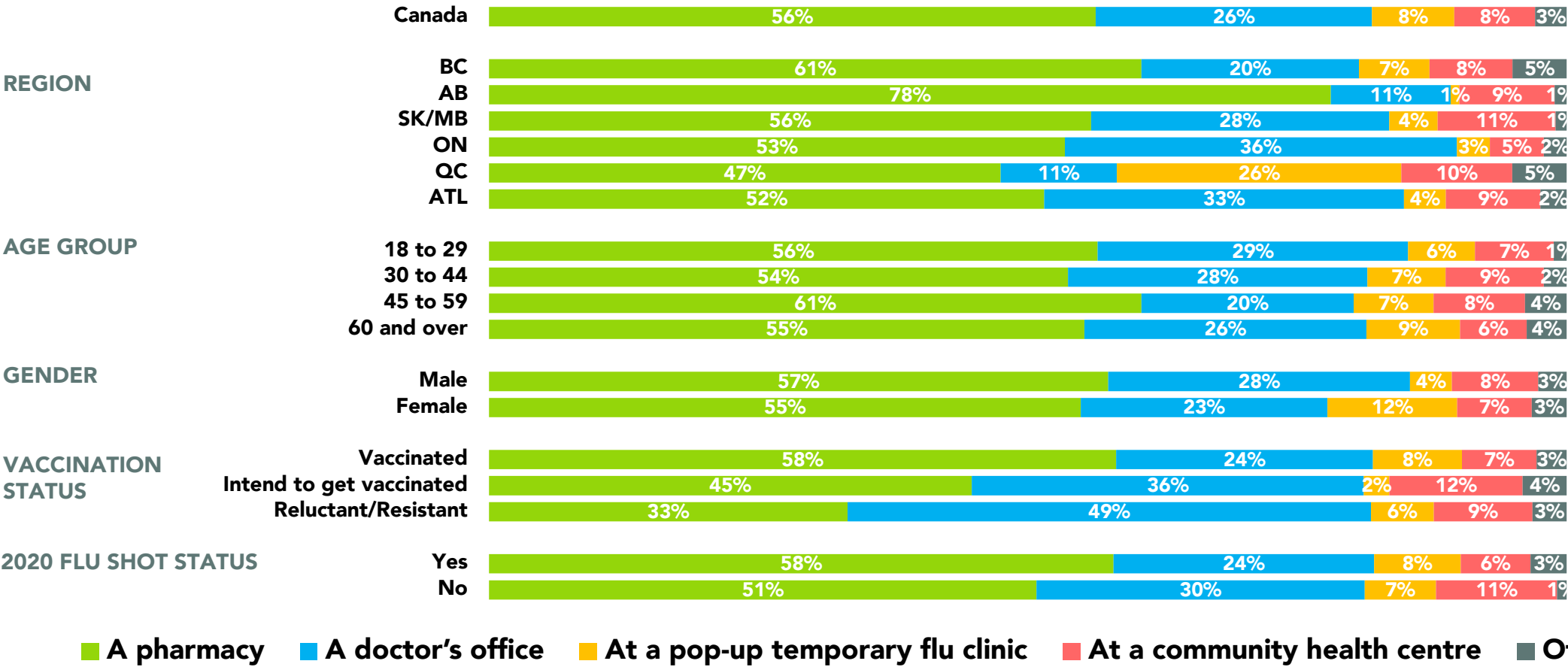
OF THE CANADIANS WHO INTEND TO GET A FLU SHOT THIS YEAR, 56% ARE LIKELY TO GET IT AT A PHARMACY



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

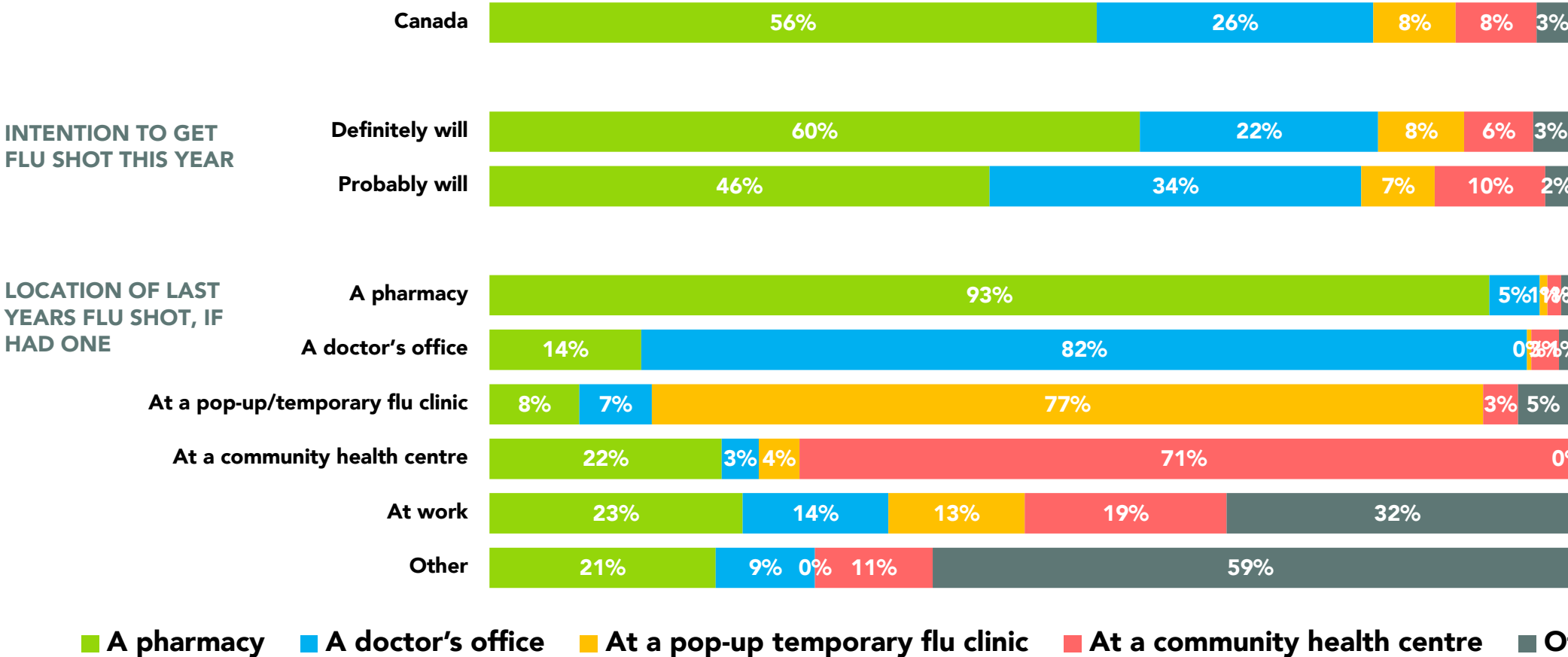
[ONLY ASKED TO THOSE WHO SAID THEY WOULD DEFINITELY OR PROBABLY GET THEIR FLU SHOT IN THE UPCOMING FLU SEASON]

OF THE CANADIANS WHO INTEND TO GET A FLU SHOT THIS YEAR, 56% ARE LIKELY TO GET IT AT A PHARMACY



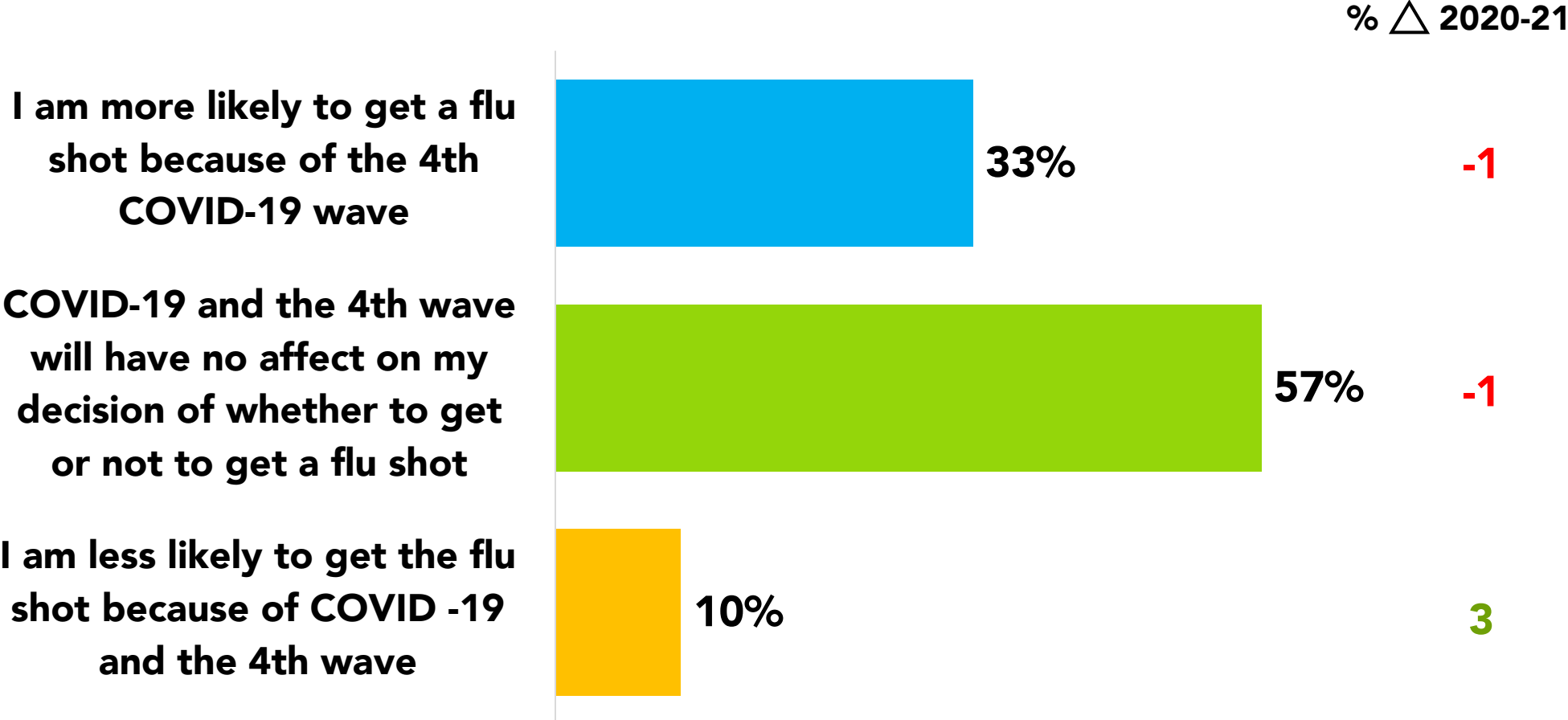
If you do get a flu shot this year, where would you like to go to get it?
 [ONLY ASKED TO THOSE WHO SAID THEY WOULD DEFINITELY OR PROBABLY GET THEIR FLU SHOT IN THE UPCOMING FLU SEASON]

OF THE CANADIANS WHO WILL DEFINITELY GET A FLU SHOT THIS YEAR, 60% ARE LIKELY GET IT AT A PHARMACY



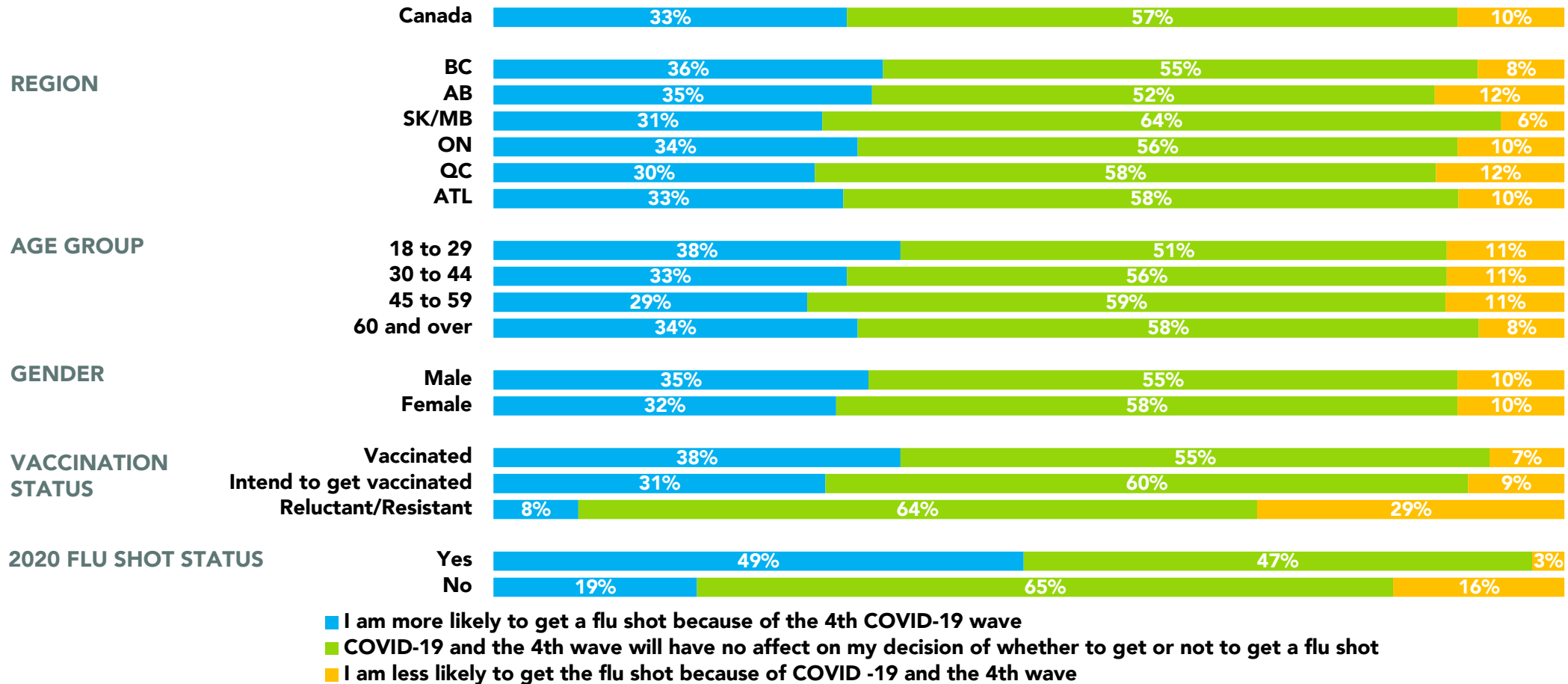
If you do get a flu shot this year, where would you like to go to get it?
 [ONLY ASKED TO THOSE WHO SAID THEY WOULD DEFINITELY OR PROBABLY GET THEIR FLU SHOT IN THE UPCOMING FLU SEASON]

COVID-19 AND 4TH WAVE WILL STILL STIMULATE DEMAND FOR FLU SHOTS



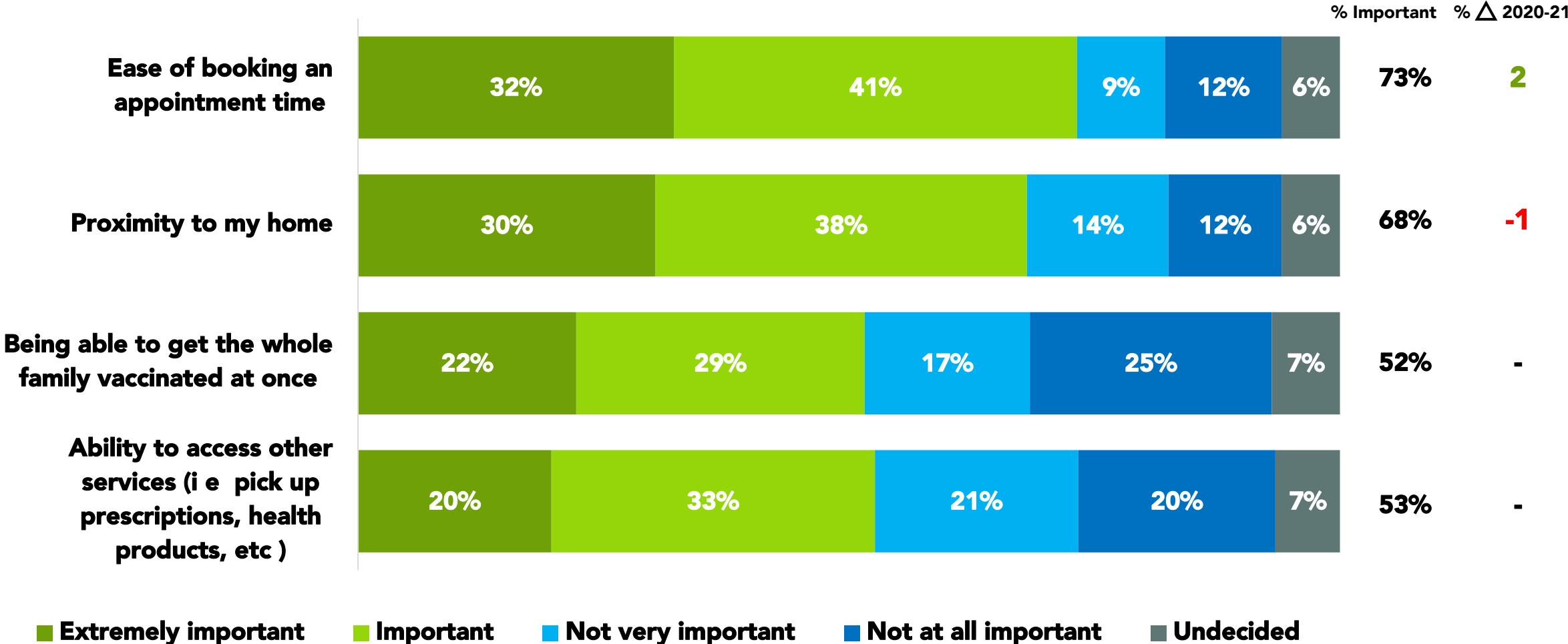
Thinking about the upcoming flu season, what impact might COVID-19 and the rising cases of the 4th wave of the pandemic have on influencing your decision to get a flu shot?

COVID-19 AND 4TH WAVE WILL STILL STIMULATE DEMAND FOR FLU SHOTS



Thinking about the upcoming flu season, what impact might COVID-19 and the rising cases of the 4th wave of the pandemic have on influencing your decision to get a flu shot?

EASE OF BOOKING AND PROXIMITY TO HOME ARE TOP 2 IMPORTANT CONSIDERATIONS WHEN DECIDING TO GET FLU SHOT THIS YEAR

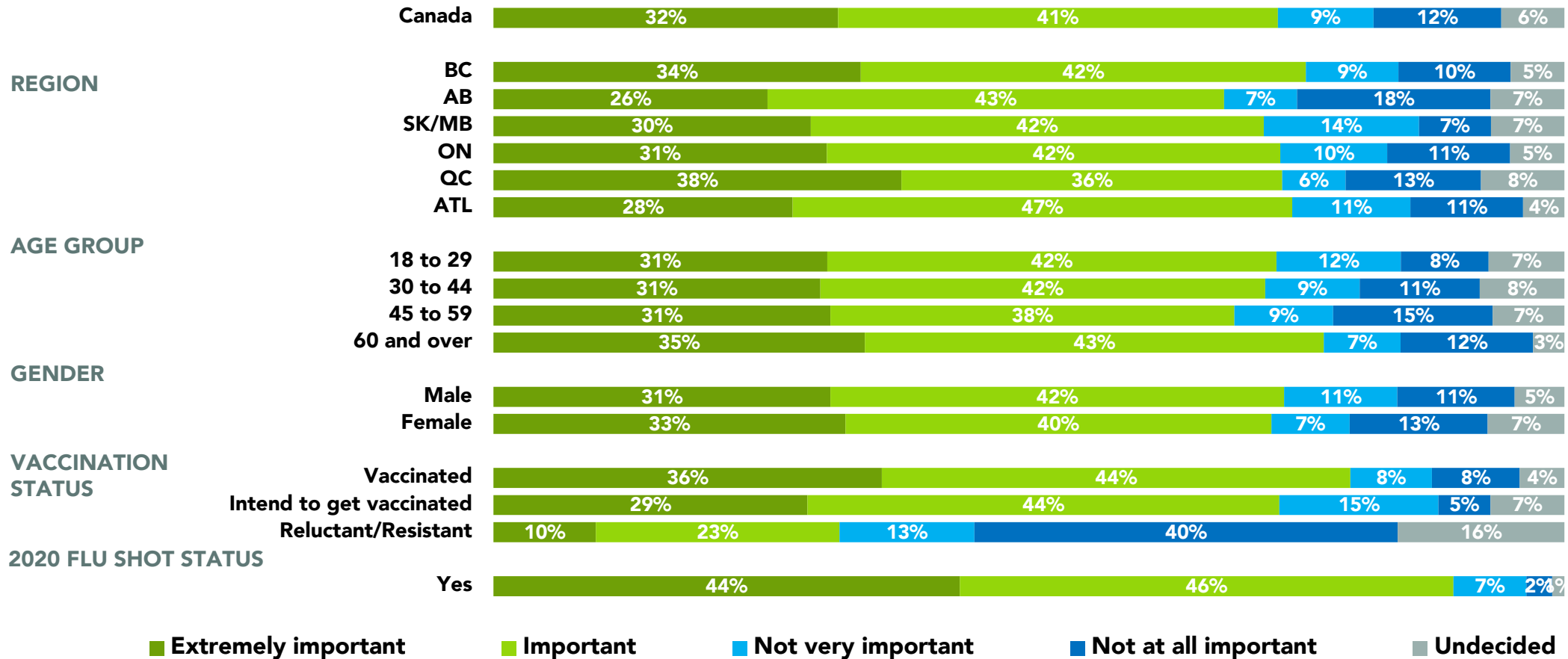


What are the most important considerations for you in deciding where to get a flu shot in the upcoming flu season?



IMPORTANT CONSIDERATIONS WHEN DECIDING TO GET FLU SHOT

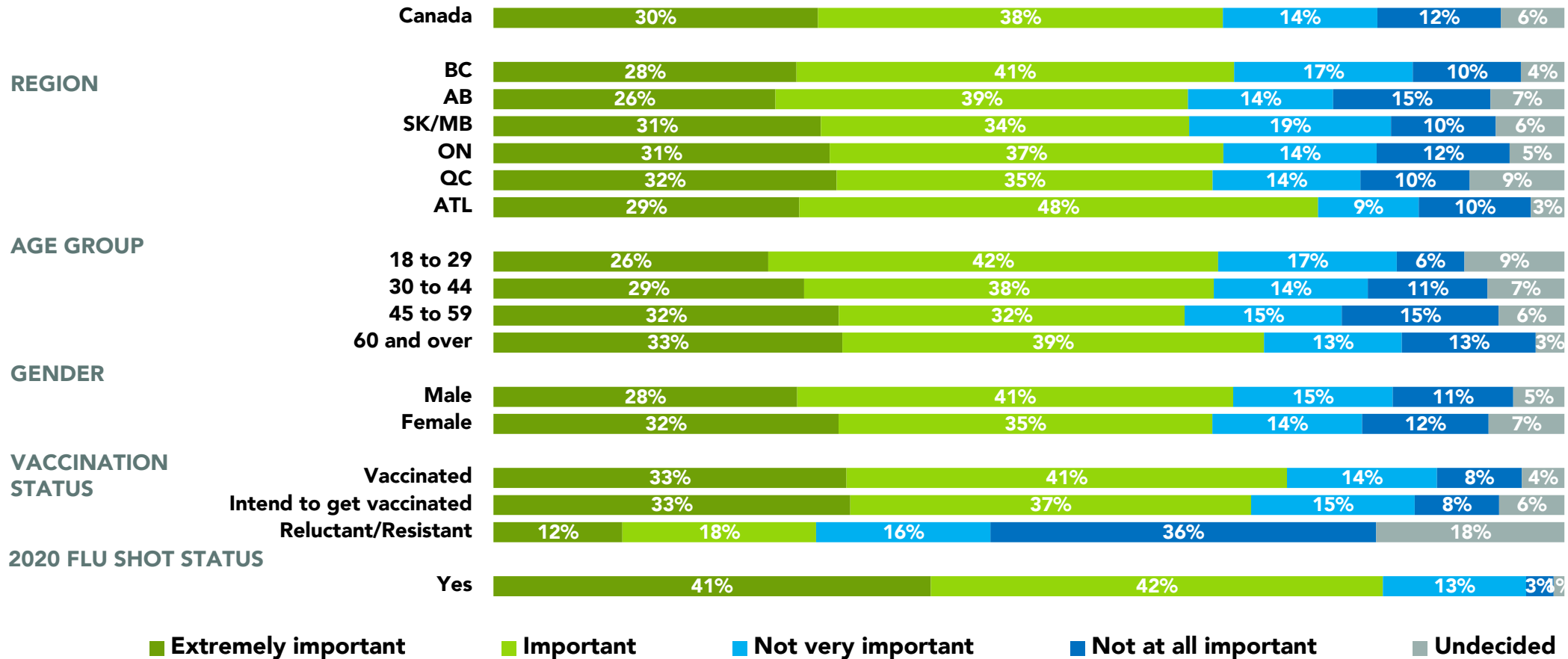
EASE OF BOOKING AN APPOINTMENT TIME



What are the most important considerations for you in deciding where to get a flu shot in the upcoming flu season?

IMPORTANT CONSIDERATIONS WHEN DECIDING TO GET FLU SHOT

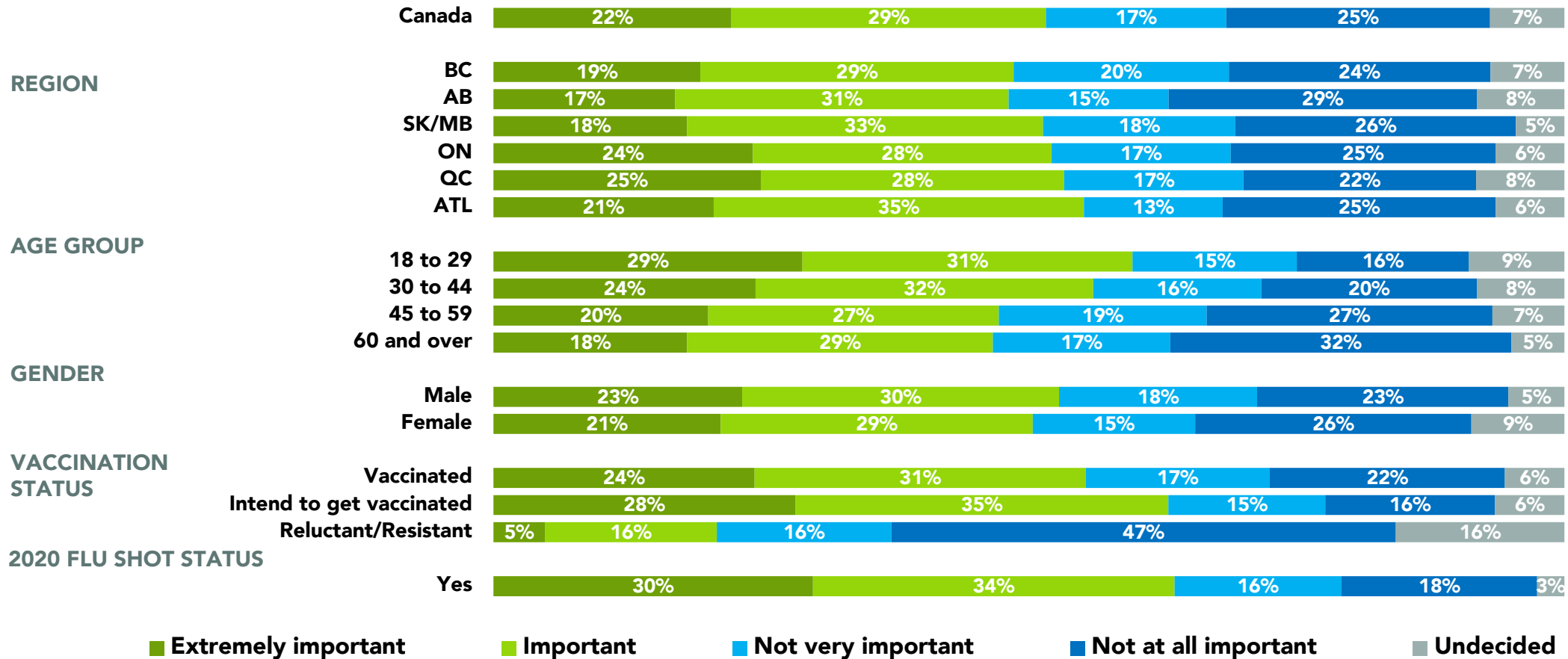
PROXIMITY TO MY HOME



What are the most important considerations for you in deciding where to get a flu shot in the upcoming flu season?

IMPORTANT CONSIDERATIONS WHEN DECIDING TO GET FLU SHOT

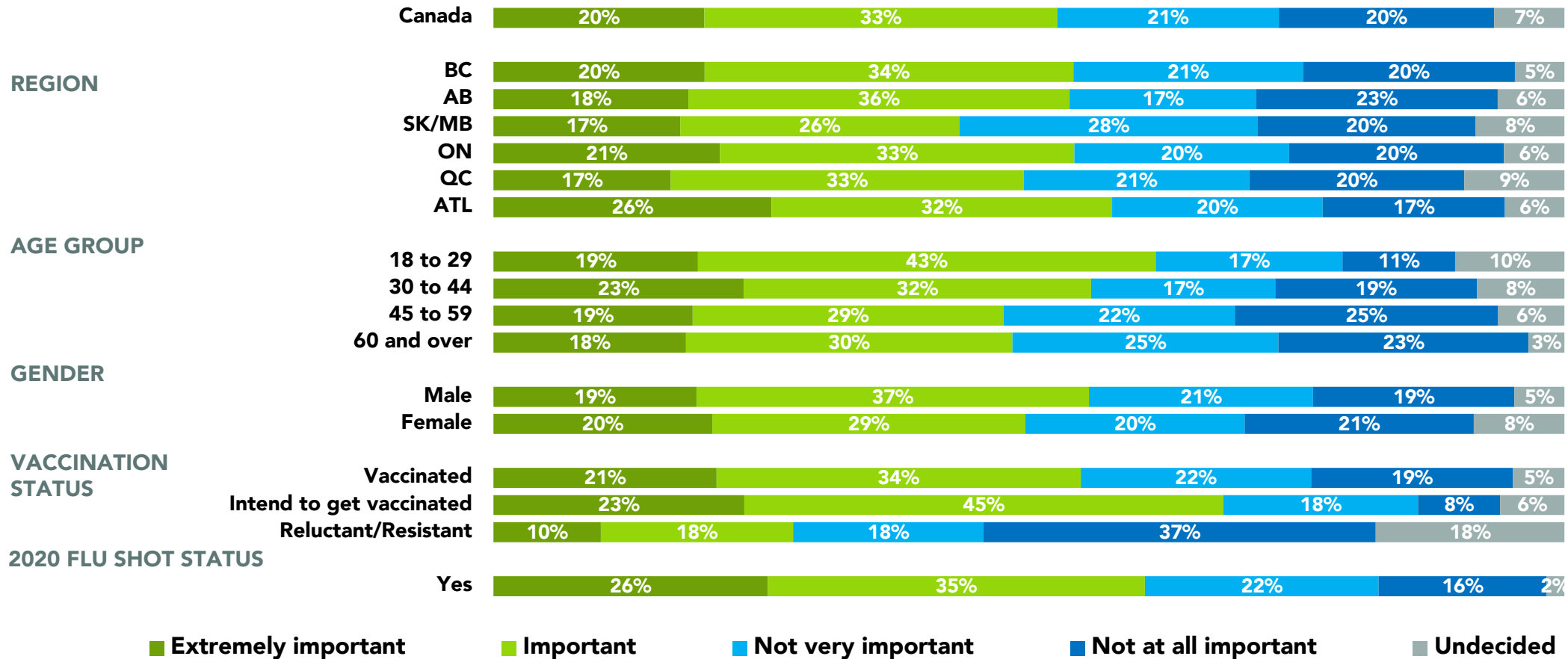
BEING ABLE TO GET THE WHOLE FAMILY VACCINATED AT ONCE



What are the most important considerations for you in deciding where to get a flu shot in the upcoming flu season?

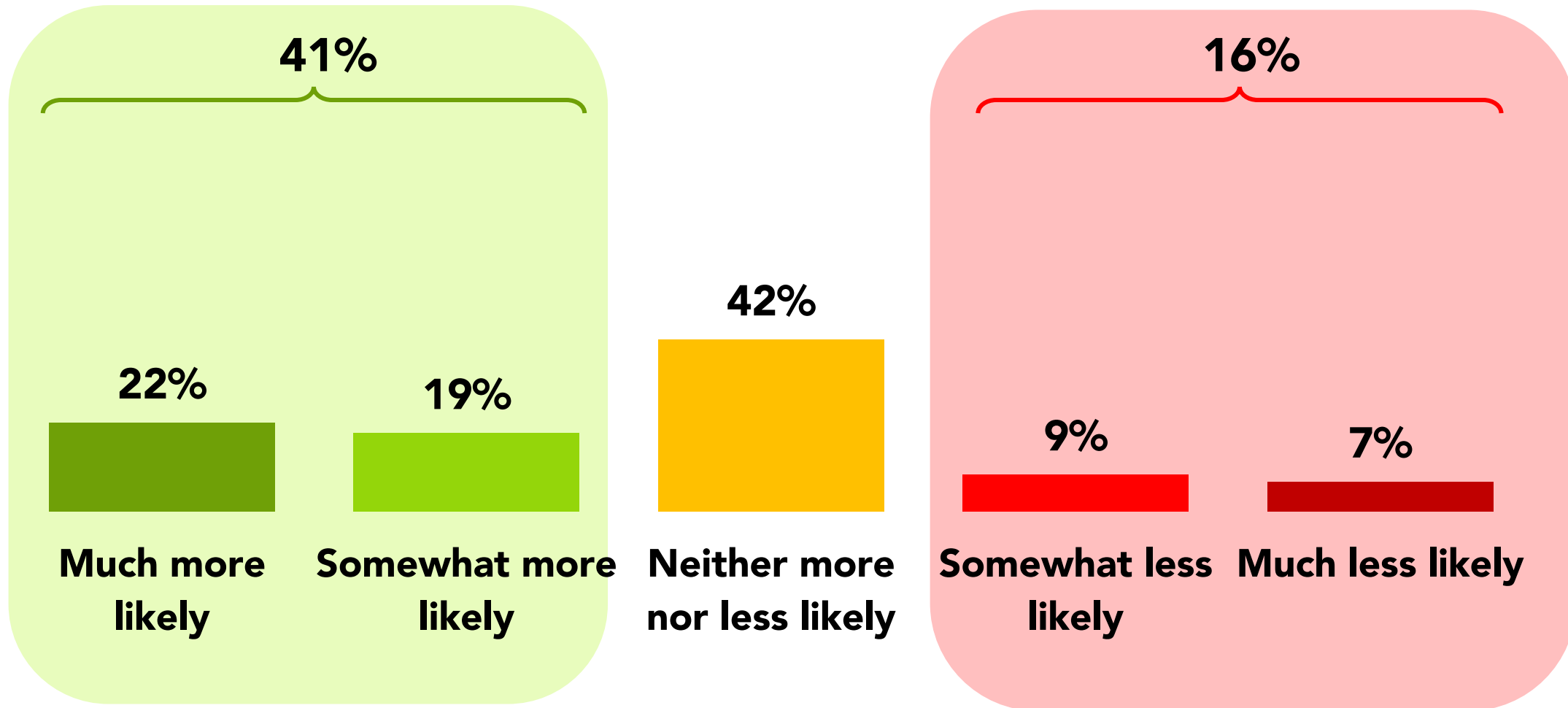
IMPORTANT CONSIDERATIONS WHEN DECIDING TO GET FLU SHOT

ABILITY TO ACCESS OTHER SERVICES (PICK UP PRESCRIPTIONS, HEALTH PRODUCTS, ETC)



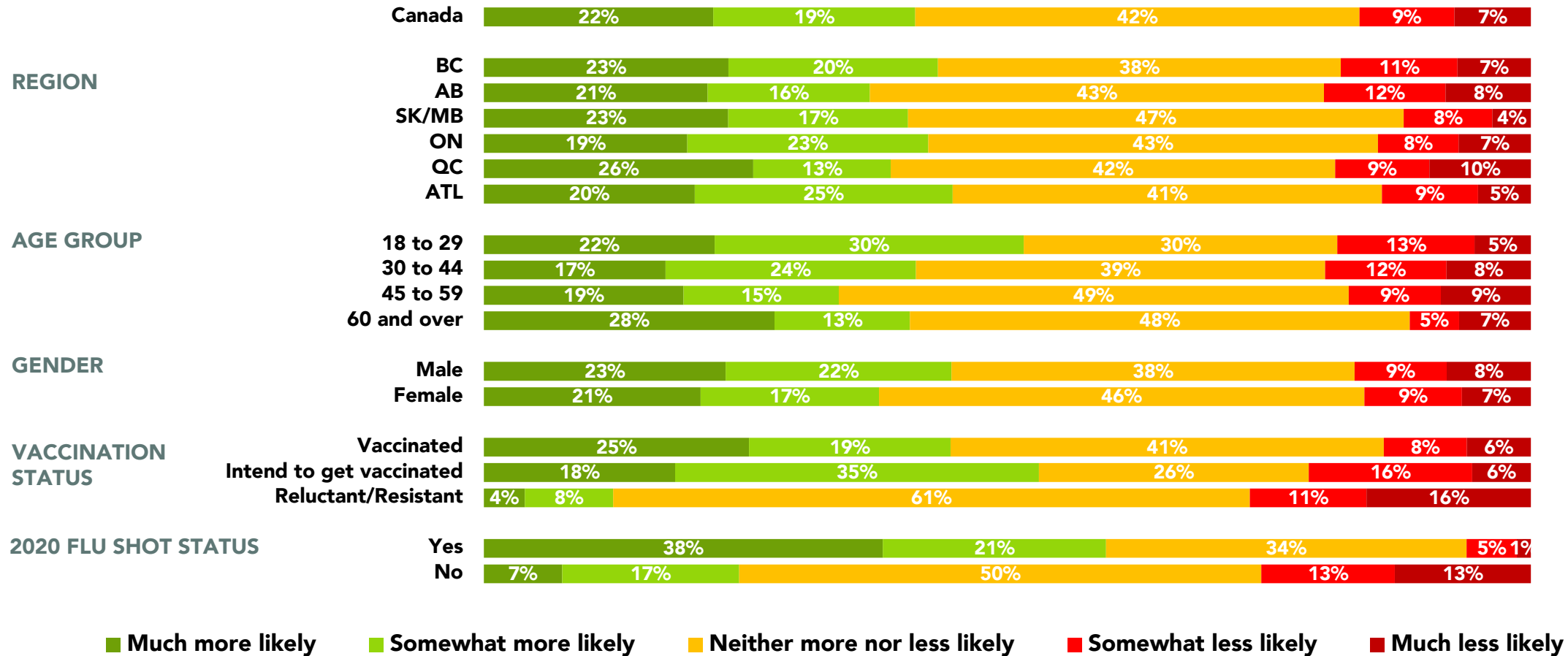
What are the most important considerations for you in deciding where to get a flu shot in the upcoming flu season?

KNOWING ABOUT THE LIMITED SPREAD OF FLU CASES IN 2020 IS LIKELY TO INFLUENCE 2 IN 5 CANADIANS TO GET FLU SHOT THIS YEAR



As you may recall, there was very little spread of flu cases last year due to a variety of reasons including a record number of flu shots administered and strict public health measures in place. Are you more or less likely to get the flu shot this upcoming season knowing that there was a lack of flu spread last season?

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