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





Canadian Pharmacists Association



# 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 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

Have already had both shots and am fully vaccinated

Have had one shot and will take the second as soon as it is available for me

Have had no shots but am ready to get a shot as soon as it is available for me

Would prefer to wait a bit before taking it

Prefer not to take it but could be persuaded to

Will not take it under any circumstances

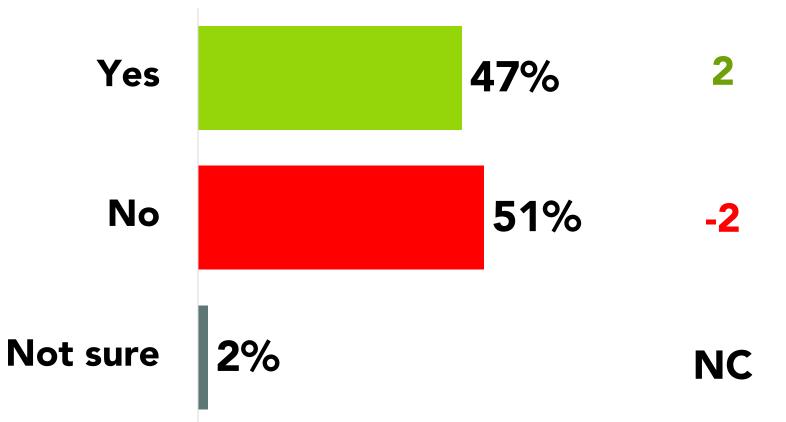
6% 3% 4% 2% 7%

ABACUS DATA

78%

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

## ALMOST HALF OF CANADIANS GOT A FLU SHOT LAST YEAR





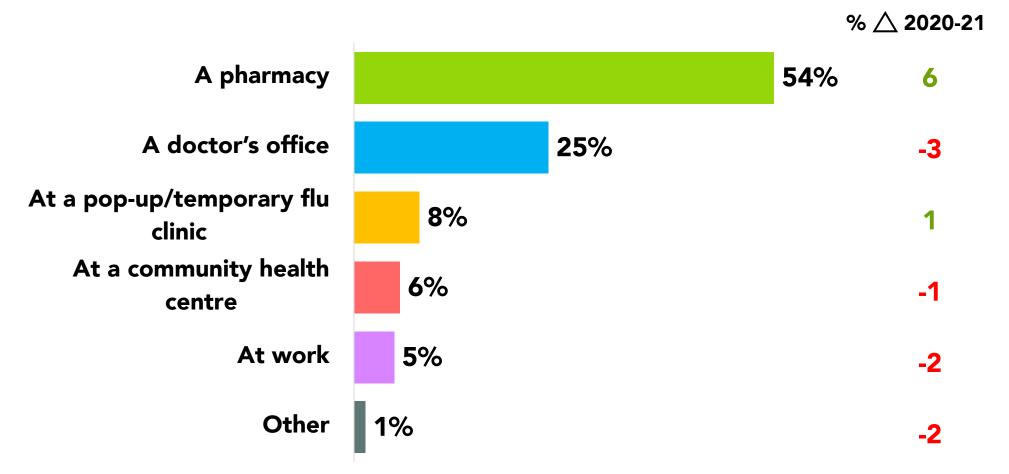
#### ALMOST HALF OF CANADIANS GOT A FLU SHOT LAST YEAR

	Canada	47%	519	% <b>2</b> %
REGION	BC	50%	47	3%
REGION	AB	50%	47	
	SK/MB	52%		48% 0'
	ON	<b>49%</b>	49	<b>% 2</b> %
	QC	37%	62%	19
	ATL	54%		46% 1 <mark></mark> 9
AGE GROUP				
	18 to 29	38%	57%	5%
	30 to 44	36%	<b>62</b> %	2%
	45 to 59	43%	57%	
	60 and over	65%		34% 1º
GENDER				
	Male	48%	509	
	Female	46%	539	% 19
VACCINATION				
STATUS	Vaccinated	54%		45% 19
	Intend to get vaccinated	34%	63%	3%
	<b>Reluctant/Resistant</b>	14%	81%	5%
	Yes	No	Not s	ure



Did you get a flu shot last year?

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



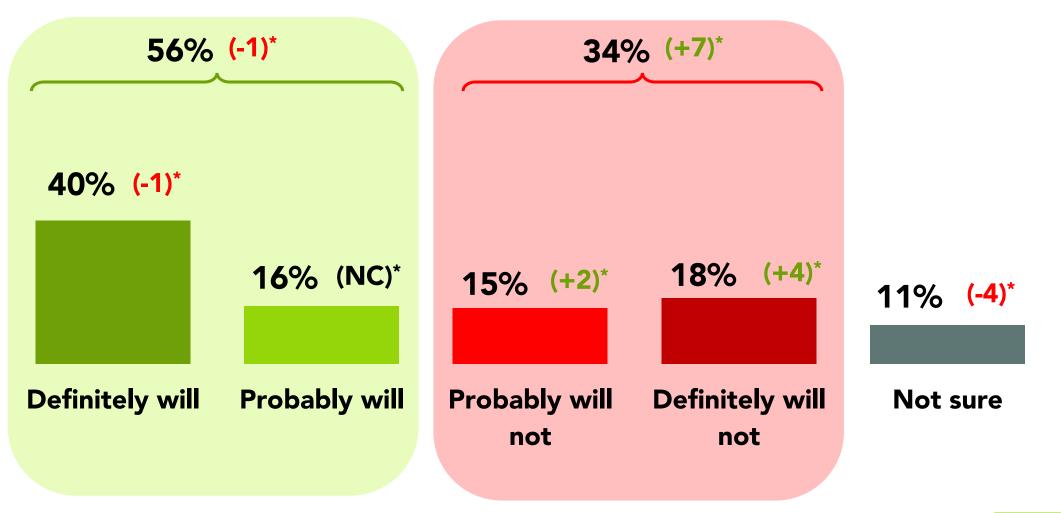


### OVER 2019-20, # OF FLU SHOTS RECEIVED AT A PHARMACY INCREASED BY 6 pts

	Canada	54%		25%	8% 6% 5% 1%
REGION	BC	63%		15%	<mark>6% 6% 10%</mark> 0
REGION	AB		<b>82</b> %		<mark>8% 1</mark> % 7% 1 <mark>%</mark> %
	SK/MB	59%		26%	<mark>5%</mark> 8% 208
	ON	51%		38%	<mark>3%</mark> 3% 5%19
	QC	<b>37</b> %	7%	33%	<mark>11% 6% 5</mark> %
	ATL	44%		41%	<mark>3% 7% 6%0</mark> °
GE GROUP					
	18 to 29	<b>49</b> %		30%	<b>6% 9% 6%</b> 0°
	30 to 44	48%		29%	<mark>6% 6% 10% 0</mark>
	45 to 59	58%		20%	<mark>7% 5% 9% 1</mark> 9
	60 and over	57%		24%	<mark>11% 5%1%</mark> %
ENDER					
	Male	53%		<b>29%</b>	5% 7% 6% 19
	Female	56%		21%	<mark>12% 5% 4%</mark> 2%
ACCINATION					
TATUS	Vaccinated	57%		23%	<b>9% 5% 5%1</b> 9
	Intend to get vaccinated	37%			<mark>3% 8% 9% 4</mark> %
	Reluctant/Resistant	26%	44%	<mark>3%</mark>	<b>17% 7% 3</b> %
020 FLU SHOT ST					
	Yes	54%		25%	8% 6% 5% 1%



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





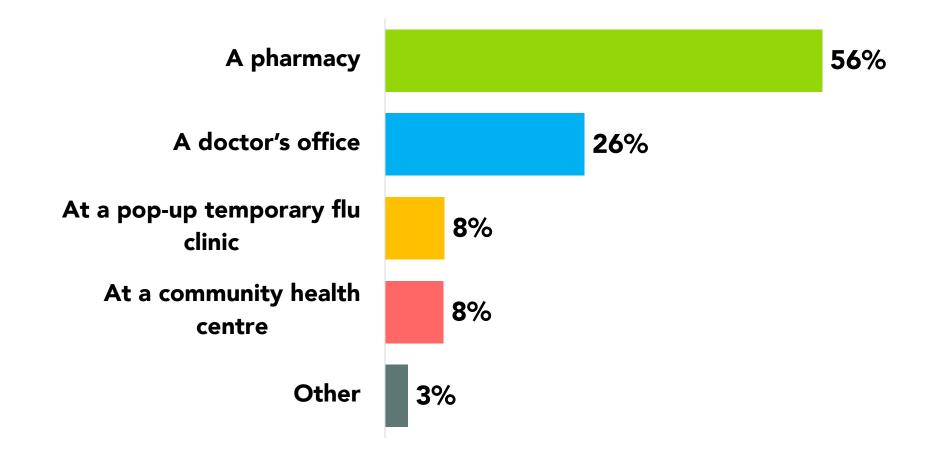
# IN 2021, 56% CANADIANS INTEND TO GET FLU SHOT IN THE UPCOMING FLU SEASON

	Canada		40%		16%	15%	18%	11%
DECION	BC		44%		17%	15%	14%	10%
REGION	AB		<b>39</b> %		18%	17%	17%	<b>9</b> %
	SK/MB		47%		12%	15%	18%	8%
	ON		40%		18%	14%	16%	11%
	QC	34	4%	11%	18%		<b>26</b> %	11%
	ATL		43%		17%	13%	15%	13%
AGE GROUP	18 to 29	25%		32%		<b>16</b> %	15%	12%
	30 to 44	28%		<b>19%</b>	20%		21%	12%
	45 to 59		<b>39</b> %	9%	17%		24%	12%
	60 and over		<b>59</b> %	)		<b>9</b> %	<b>11% 13%</b>	7%
GENDER	Male		40%		20%	14%	16%	10%
	Female		40%	1	1% 1	7%	20%	12%
VACCINATION	Vaccinated		48%		15%	14	% 12%	10%
STATUS	Intend to get vaccinated	17%		<b>39</b> %		21%	14%	9%
317103	Reluctant/Resistant	5% 6%	17%		58%			14%
2020 FLU SHOT S	TATUS Yes			77%			17%	<b>1%</b> /4%
	Νο	6% 15%		<b>29</b> %		35%		16%
	efinitely will 🗧 P	robably will	Proba	ably will not	t 🗖 De	efinitely w	/ill not	Not sure



Do you plan to get your 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]



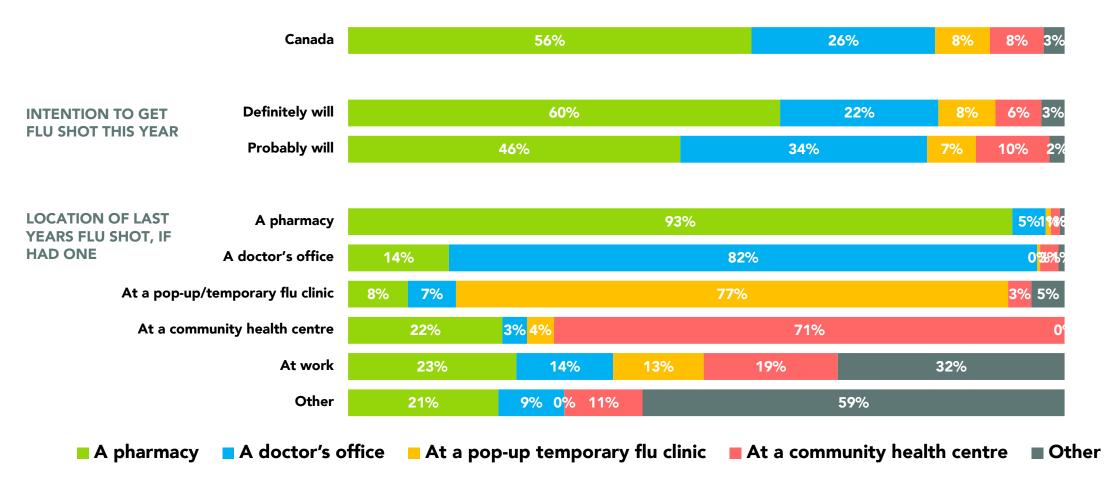
### OF THE CANADIANS WHO INTEND TO GET A FLU SHOT THIS YEAR, 56% ARE LIKELY TO GET IT AT A PHARMACY

	Canada 📕	56%		26%	8%	<mark>8%</mark> 3%
REGION	BC 📕	61%		20%	7%	8% 5%
REGION	AB 📕	78%			11% 1	% <b>9</b> % 19
	SK/MB	56%		<b>28%</b>	4%	11% 1 <mark></mark> 9
	ON 📕	53%		<b>36</b> %		<mark>3% 5% 2</mark> %
	QC 🗧	47%	11%	<b>26</b> %	10	)% 5%
	ATL 📒	52%		33%	4%	<mark>9%</mark> 2%
AGE GROUP	18 to 29	56%		<b>29</b> %	<mark>6</mark> %	7% 1%
	30 to 44	54%		28%	7%	9% 2%
	45 to 59	61%		20%	7%	8% 4%
	60 and over	55%		26%	9%	<mark>6%</mark> 4%
GENDER	Male	57%		28%	4%	8% 3%
	Female	55%		23%	12%	7% 3%
VACCINATION	Vaccinated	58%		24%	8%	7% 3%
STATUS	Intend to get vaccinated	45%		36%		2% 4%
JIAIOJ	Reluctant/Resistant	33%	49%		<mark>6</mark> %	9% 3%
2020 FLU SHOT S	TATUS Yes	58%		24%	8%	<mark>6%</mark> 3%
	No	51%		30%	7%	11% 19
A pha		51% ice At a pop-up temporary flu	clinic 🗖 At a			

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 $4^{\text{TH}}$ WAVE WILL STILL STIMULATE DEMAND FOR FLU SHOTS

33% -1 57% -1 10%

I am more likely to get a flu shot because of the 4th COVID-19 wave

COVID-19 and the 4th wave will have no affect on my decision of whether to get or not to get a flu shot

I am less likely to get the flu shot because of COVID -19 and the 4th wave

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?



% 🛆 2020-21

# COVID-19 AND 4<sup>TH</sup> WAVE WILL STILL STIMULATE DEMAND FOR FLU SHOTS

	Canada	33%		57%	10%
DECION	BC	36%		55%	8%
REGION	AB	35%		52%	12%
	SK/MB	31%		64%	<b>6%</b>
	ON	34%		56%	10%
	QC	30%		58%	12%
	ATL	33%		58%	10%
AGE GROUP	18 to 29	38%		51%	11%
	30 to 44	33%		56%	11%
	45 to 59	<b>29</b> %		<b>59</b> %	11%
	60 and over	34%		58%	8%
GENDER	Male	35%		55%	10%
	Female	32%		58%	10%
VACCINATION	Vaccinated	38%		55%	7%
STATUS	Intend to get vaccinated	31%		60%	9%
JIAIOJ	Reluctant/Resistant	8%	64%		29%
2020 FLU SHOT ST	ATUS Yes	49	9%	47%	3%
	Νο	19%		65%	16%

I am more likely to get a flu shot because of the 4th COVID-19 wave

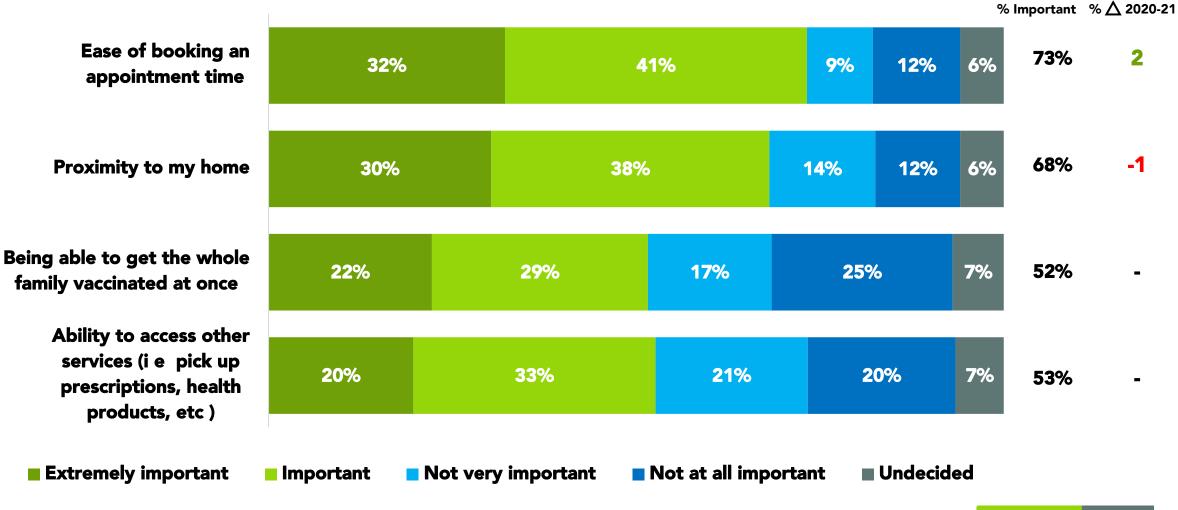
COVID-19 and the 4th wave will have no affect on my decision of whether to get or not to get a flu shot

I am less likely to get the flu shot because of COVID -19 and the 4th wave

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





#### IMPORTANT CONSIDERATIONS WHEN DECIDING TO GET FLU SHOT EASE OF BOOKING AN APPOINTMENT TIME

	Canada		32%		41%	9%	<b>12</b> 9	6%
REGION	BC		34%		42%		9% 1	0% 5%
REGION	AB	26	%	43	3%	7%	18%	7%
	SK/MB		30%		<b>42</b> %	14	%	7% 7%
	ON		31%		<b>42</b> %	10	% 1'	<b>%</b> 5%
	QC		38%		<b>36</b> %	<mark>6</mark> %	13%	8%
	ATL	2	8%		<b>47</b> %	1	1%	11% 4%
AGE GROUP	18 to 29		240/		400/	10	0/ 0/	70/
	30 to 44		31%		42%		8	
	45 to 59		31%		42%	9%	11%	8%
	60 and over		31% 35%		38% 43%	9%	15% 7%	7% 12% 3%
GENDED			33%		43%		70	1270 370
GENDER	Male		31%		42%	11	1% 1	1% 5%
	Female		33%		40%	7%	13%	7%
VACCINATION	)/a asia ata d						<b>00</b> /	<b>00</b> / <b>1</b> 0/
STATUS	Vaccinated		36%		44%		8%	8% 4%
	Intend to get vaccinated		29%	400/	44%		15%	<b>5% 7</b> %
	Reluctant/Resistant	10%	23%	13%	40%			16%
2020 FLU SHOT S	Yes		44%		46%	6		<b>7% 2%</b> %
<b>E</b> E>	ctremely important	Important		very important	Not at all in		= L	Indecided



#### IMPORTANT CONSIDERATIONS WHEN DECIDING TO GET FLU SHOT PROXIMITY TO MY HOME

	Canada	3	30%		38%	14%	12%	6%
REGION	BC	28	3%		41%	17%	10%	<mark>6 4</mark> %
REGION	AB	<b>26</b> 9	6	39%		14%	15%	7%
	SK/MB	3	31%	34	4%	19%	10%	6%
	ON		31%		37%	14%	12%	5%
	QC		32%		35%	14%	10%	<b>9</b> %
	ATL	29	9%		<b>48</b> %	<mark>9</mark> 9	<mark>6 10</mark>	<mark>%</mark> 3%
AGE GROUP								
	18 to 29	<b>26</b> %		42		17%	6%	<b>9</b> %
	30 to 44		<b>9</b> %		8%	14%	11%	7%
	45 to 59		32%	3	32%	15%	15%	6%
	60 and over		33%		<b>39</b> %	13%	13%	<mark>6 3</mark> %
GENDER								
	Male		3%	4	41%	15%	11%	5%
	Female		32%		35%	14%	12%	7%
VACCINATION STATUS	Vaccinated		33%		41%	14%	6 <b>8</b> 9	<mark>% 4</mark> %
JIAIUJ	Intend to get vaccinated		33%		<b>37</b> %	15%	8%	6%
	Reluctant/Resistant	12%	18%	16%	36%	)	189	6
2020 FLU SHOT S								
	Yes		41%		42%		13%	<mark>3%</mark> %
E>	stremely important	Important	Not v	very important	Not at all	important	🔳 Und	ecided



#### IMPORTANT CONSIDERATIONS WHEN DECIDING TO GET FLU SHOT BEING ABLE TO GET THE WHOLE FAMILY VACCINATED AT ONCE

	Canada	22%	29%	17%	25%	7%
REGION	BC	19%	29%	20%	24%	7%
	AB	17%	31%	15%	<b>29</b> %	8%
	SK/MB	18%	33%	18%	<b>26</b> %	5%
	ON	24%	28%	17%	25%	6%
	QC	25%	28%	17%	22%	8%
	ATL	21%	35%	13%	25%	6%
AGE GROUP	18 to 29	200/	240/	4 5 0/	4/0/	00/
	30 to 44	<b>29%</b>	31%	15%	16%	<b>9%</b>
	45 to 59	24%	32%	16%	20%	8%
	45 to 59 60 and over	20%	27%	19%	27%	7%
	oo and over	18%	<b>29</b> %	17%	32%	5%
GENDER	Male	23%	30%	18%	23%	5%
	Female	<u> </u>	29%	15%	25%	<b>9</b> %
	i endie	∠ 1 /0	27/0	13 /6	20 /0	7 /0
VACCINATION	Vaccinated	24%	31%	17%	22%	6%
STATUS	Intend to get vaccinated	28%	35%	6 15	16%	6%
	<b>Reluctant/Resistant</b>	5% 16%	16%	47%		16%
2020 FLU SHOT S	TATUS					
	Yes	30%	349	%	<b>6%</b> 18%	<mark>3%</mark>
E>	ctremely important	Important	Not very important	Not at all imp	ortant 🔳 Ur	ndecided

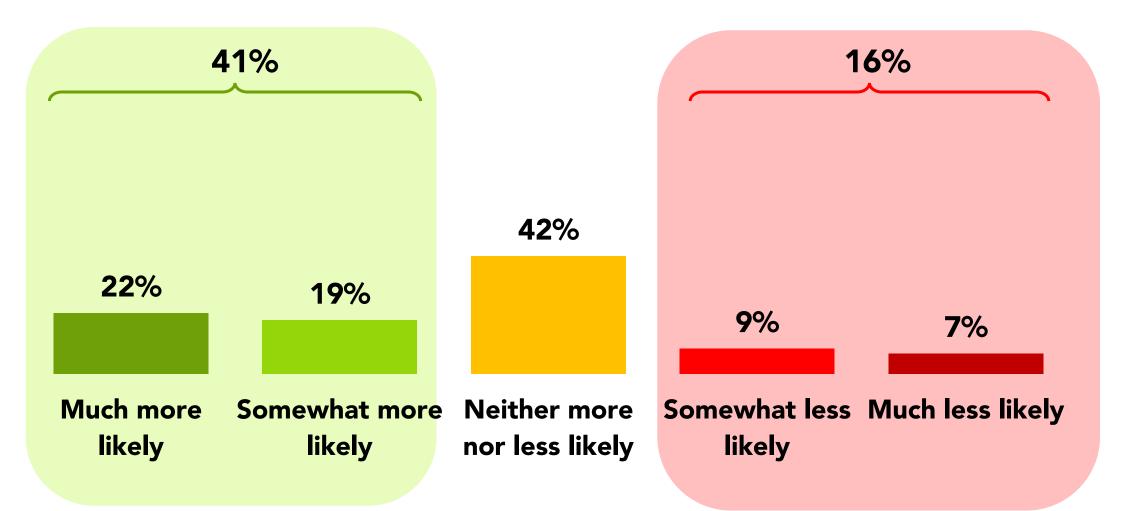


#### IMPORTANT CONSIDERATIONS WHEN DECIDING TO GET FLU SHOT ABILITY TO ACCESS OTHER SERVICES (PICK UP PRESCRIPTIONS, HEALTH PRODUCTS, ETC )

	Canada	20%	33%	21%	20%	7%
REGION	BC	20%	34%	21%	20%	5%
	AB	18%	36%	17%	23%	6%
	SK/MB	17%	26%	28%	20%	8%
	ON	21%	33%	20%	20%	6%
	QC	17%	33%	21%	20%	9%
	ATL	<b>26</b> %	32%	20%	17%	6%
AGE GROUP	18 to 29	19%	43%	17%	11%	10%
	30 to 44	23%	32%	17%	19%	8%
	45 to 59	19%	29%	22%	25%	6%
	60 and over	18%	30%	25%	23%	3%
GENDER						
	Male	<b>19%</b>	37%	21%	<b>19%</b>	5%
	Female	20%	29%	20%	21%	8%
VACCINATION	Vaccinated	21%	34%	22%	19%	5%
STATUS	Intend to get vaccinated	23%	45%			<b>6%</b>
	Reluctant/Resistant		18%	37%		18%
2020 FLU SHOT S						
	Yes	26%	35%	22%	6 1	<b>6% 2</b> %
E>	stremely important	Important	Not very important	Not at all import	tant 🔹 U	ndecided



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



ABACUS

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?

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

	Canada	22%	19%	42%		<b>9% 7%</b>
	BC	23%	20%	38%		11% 7%
ON	AB	21%	16%	43%	1	<mark>2% 8</mark> %
	SK/MB	23%	17%	47%		8% 4%
	ON	<b>19</b> %	23%	43%		<mark>8% 7</mark> %
	QC	<b>26</b> %	13%	<b>42</b> %	9	% 10%
	ATL	20%	25%	41%		<b>9</b> % 5%
GROUP	18 to 29	22%	30%	30%		13% 5%
	30 to 44	17%	24%	39%	1	<b>2% 8%</b>
	45 to 59	<b>19%</b>	15%	<b>49</b> %		<b>9% 9</b> %
	60 and over	28%	13%	48%		5% 7%
DER	Male	23%	22%	38%		<b>9% 8</b> %
	Female	21%	17%	46%		<b>9% 7</b> %
CINATION	Vaccinated	25%	19%	41%		8% 6%
US	Intend to get vaccinated	18%	35%	26%	1	6% 6%
05	-	4% 8%	61%		11%	16%
FLU SHOT STA	ATUS Yes	38	3%	21%	34%	5% 1%
	Νο					13%
	ATUS Yes No	38 7% 17%			21% 50% likely ■ Somewhat le	21% 34% 50% 13%

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?

