VaccinePlus
Release Notes

What is it?

VaccinePlus is a health data product that provides insights into how Canadians perceive and engage with vaccinations as part of their overall health. It captures attitudes, confidence levels, and behavioural patterns related to vaccines, enabling public health professionals to design more effective communication strategies and interventions.

The data is sourced from a national survey conducted by Caddle Inc., a loyalty-based insights collection platform, with responses from nearly 20,000 Canadian panelists in June 2025.

What's New?

The 2025 release of VaccinePlus introduces several important updates to enhance the depth and usability of the dataset. The product now exclusively uses the **Household Population aged 19 and older** as its base, simplifying data interpretation and ensuring consistency across all variables.

This year's enhancements include new variables that capture detailed health condition indicators, treatment satisfaction, and attitudes toward generic medications. Additionally, the dataset now includes information on insurance coverage and how financial considerations influence vaccine decisions. These updates enable more targeted analysis of vaccine-related behaviors, health system trust, and public health outreach strategies.

How is it used?

Optimize vaccine delivery strategies by understanding preferred vaccination locations (e.g., pharmacies, walk-in clinics, public health units) and openness to receiving multiple vaccines in one appointment.

Target vaccine education campaigns by identifying populations who are unaware of vaccines for conditions like HPV, RSV, Shingles, Pneumonia, or who express hesitancy due to concerns about side effects or lack of information.

Explore how specific medical profiles influence vaccine uptake, trust in healthcare, and openness to new treatments. This supports more personalized public health messaging and intervention strategies.

Data Vintage
2025

Base Level Geography
Postal code

Base Populations
Population 19+

Sample Size
19,792

Collection Period
June 2025

Coverage
National

Variables
213

Sample questions it can answer

- Where do people source their information regarding vaccinations? What information is needed before getting vaccinated?
- How have attitudes towards vaccinations changed, or not changed, because of the COVID-19 pandemic?
- Where do people prefer to be vaccinated?
- What is the vaccine awareness beyond seasonal flu and COVID-19?
- What is the estimated demand for vaccinations by geography?
- Who are the populations that do not plan to get vaccinated? How can I change their mind?
- What are the correlations between chronic health conditions and vaccine uptake?