

VACCINEPLUS RELEASE NOTES

PRODUCT VINTAGE

2024

BASE LEVEL GEOGRAPHY

Postal Code

BASE POPULATION

Population 16+

SAMPLE SIZE

10,169

COLLECTION PERIOD

May 2024

COVERAGE

National

VARIABLES

154

WHAT IT IS

VaccinePlus sheds light on how Canadians view vaccinations as part of their complete health. Including confidence levels and attitudes towards vaccines in general, VaccinePlus allows public health communicators to better understand how different populations view and interact with vaccinations, beyond COVID-19, to plan, target and execute effective campaigns.

The data are compiled from a Caddle Inc., a loyalty-based insights collection platform, survey of over 10,000 online panellists across Canada. The survey was fielded in May 2024.

WHAT'S NEW

For 2024, VaccinePlus has introduced a new set of in-depth questions that will provide a clearer picture of the public's awareness and current vaccination status against Respiratory Syncytial Virus (RSV). This update is an enhancement over the previous RSV variables from 2023.

Additionally, the product now includes variables that allow for the administration of multiple vaccines in one appointment, and variables for substituting brand-name medications with generic equivalents.

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?