

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE

One quarter have had flu shot, one third to get it

Significant minority think vaccines cause illness

TORONTO November 8th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1256 Canadian adults, one quarter had already received a flu shot (25%) and one third were planning to get one (33%) for a total of more than half who will be inoculated this flu season (57%). Four-in-ten will not get a vaccine (40%) and very few are unsure whether they will or not (3%). Having already been vaccinated is characteristic of the oldest (38%), prairie dwellers (42%) and among Anglophones (27%) more than Francophones (13%).

Most who will not get shot say they don't get ill

The largest group of those who don't plan to be vaccinated against the flu say it is because they rarely get the flu (39%), while about half this proportion say either that the vaccine is ineffective (17%) or that it causes disease (15%). Small groups are too busy (5%) or have a fear of needles (4%). As many as one fifth have some other reason (19%). Belief that vaccines cause disease is common to the oldest (24%), lower (\$20K to \$40K - 20%) and higher income groups (\$80K to \$100K - 20%), Conservatives (20%) and the least educated (21%).

"A claimed vaccination penetration rate of more than 50% has to be quite a positive indicator, in that rarely do more than about a third of Canadian adults get inoculated against the flu. In our results, we see three quarters of seniors either inoculated or intending to be, and this matches the clinical data well. Unfortunately, it is the oldest who are also most likely to believe vaccines cause rather than prevent disease," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

TORONTO

November 8th, 2015

HIGHLIGHTS:

- One quarter had already received a flu shot (25%) and one third were planning to get one (33%).
- The largest group of those who don't plan to be vaccinated against the flu say it is because they rarely get the flu (39%), while about half this proportion say either that the vaccine is ineffective (17%) or that it causes disease (15%).
- "A claimed vaccination penetration rate of more than 50% has to be positive, in that rarely do more than about a third of Canadian adults get inoculated against the flu. In our results, we see three quarters of seniors either inoculated or intending to be, and this matches the clinical data well. Unfortunately, it is the oldest who are also most likely to believe vaccines cause rather than prevent disease," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1256 randomly selected voters in Toronto, Ontario. The poll was conducted between November 4th and November 7th, 2015.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Each party's success at the ballot box will depend on their success at getting out the vote. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

November 8th, 2015

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
November 8th, 2015

Flu Shot

'Have you gotten a flu shot, or are you planning to get a flu shot this season?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1256	261	197	199	284	315	655	601
Have gotten a flu shot	24	15	18	27	24	38	23	24
Are planning to get a flu shot	33	33	32	30	37	35	33	33
Aren't planning to get a flu shot	40	48	47	40	36	26	40	41
Don't know	3	4	3	3	3	1	4	2

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1256	102	305	442	97	144	166	975	281
Have gotten a flu shot	24	30	13	26	42	26	21	27	13
Are planning to get a flu shot	33	30	43	30	16	27	40	31	42
Aren't planning to get a flu shot	40	38	42	42	40	43	33	40	42
Don't know	3	2	3	3	1	4	6	3	3

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1256	334	593	159	70	49	36
Have gotten a flu shot	24	24	25	25	21	9	15
Are planning to get a flu shot	33	30	35	36	23	47	21
Aren't planning to get a flu shot	40	43	37	38	52	41	58
Don't know	3	2	3	1	4	3	6

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

November 8th, 2015

Flu Shot Reasoning

'Why will you not get a flu shot?'

[Not planning on getting flu shot]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	482	128	92	79	100	83	245	237
Don't usually get the flu	39	30	32	51	49	43	37	40
Flu shot is ineffective	17	16	16	18	19	15	15	18
Flu vaccines can cause illness	15	12	17	9	21	24	15	15
Don't have the time or opportunity	5	8	5	5	0	3	6	4
Afraid of needles	4	8	2	1	0	3	3	4
Some other reason	19	23	28	15	10	7	22	16
Don't know	2	2	0	1	2	5	2	1

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	482	36	117	174	38	61	56	373	109
Don't usually get the flu	39	46	43	32	37	42	47	37	42
Flu shot is ineffective	17	15	11	21	22	19	7	18	12
Flu vaccines can cause illness	15	9	13	17	16	16	15	16	13
Don't have the time or opportunity	5	13	9	3	4	0	7	4	9
Afraid of needles	4	3	1	6	0	5	4	5	1
Some other reason	19	8	20	21	17	18	19	19	19
Don't know	2	5	3	1	5	0	1	1	3

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	482	140	207	55	36	17	21
Don't usually get the flu	39	33	42	36	42	46	34
Flu shot is ineffective	17	21	16	23	7	10	3
Flu vaccines can cause illness	15	20	14	11	19	14	12
Don't have the time or opportunity	5	2	6	6	4	13	4
Afraid of needles	4	4	4	4	3	0	5
Some other reason	19	20	16	20	26	17	38
Don't know	2	0	3	1	0	0	2

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

November 8th, 2015

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com