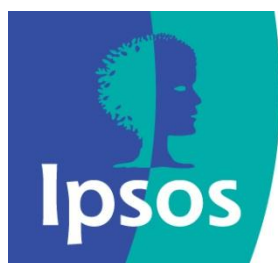


Six in Ten (60%) Canadians Believe More Attention Should Be Paid to Adult Vaccinations

Majority (54%) Don't Discuss Vaccinations with Their Physicians; Four in Ten (41%) Fail Vaccination Quiz

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Toronto, ON – A new study conducted by Ipsos Reid on behalf of Pfizer Canada Inc. reveals that Canadian adults believe more attention needs to be paid to adult vaccinations, even though most aren't even talking to their physicians about them.

Six in ten (60%) Canadians believe more attention should be paid to adult vaccinations, nearly twice as many as those who are satisfied with the status quo (31%). Despite this over half (54%) say they never (25%) or rarely (29%) discuss the need for adult vaccinations with their personal physicians.

As it stands, there are no mandatory vaccines for adults, however, the results of the survey reveal that one in five (22%) Canadians believe they should be mandatory in order to increase vaccination rates among adults.

Canadians recognize their own part to play in being more informed as eight in ten (82%) believe they need to take responsibility for their own vaccination needs. Other ways Canadians indicate that these rates could improve include:

- Physicians supporting them by being more up-front about the need for vaccination (60%)
- Physicians providing information to ease skeptics (57%)
- More visible media campaigns alerting adults about the need for these vaccinations (49%)

Nearly Half of Canadians Fail Vaccine Quiz...

One major result of the data reveals that a sizeable portion of Canadians fail when it comes to being tested on information related to a vaccinations, with a main reason for this failure likely stemming from a lack of communication with their doctors relating to these treatments needed at the adult stage in life.

Given seven 'true or false' questions related to general myths associated with vaccinations, ranging from vaccines causing serious side effects to them being completely unnecessary since diseases have disappeared, Canadians were almost as likely to have failed (41%) the test as passed (49%). Another alarming finding reveals that one in ten (11%) didn't know the answers to any of these questions.

- Those from Quebec (48%) and Atlantic Canada (48%) are most likely to have failed the quiz, followed by those from the Prairies (41%), Ontario (38%), British Columbia (36%), and Alberta (35%)

These are some of the findings of an Ipsos Reid poll conducted between March 28th to April 4th, 2014 on behalf of Pfizer Canada. For this survey, a sample of 2,001 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.5 percentage points had all Canadians adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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