Merck Canada Pulse Report

Vaccine Confidence, Access and Decision-Making in Canada

A recent survey revealed that Canadians generally trust vaccines, yet many still face questions about eligibility and timing. Clear information and trusted guidance from healthcare professionals can play an important role in helping Canadians navigate vaccination decisions.

Trust in vaccine research, safety and efficacy remains strong

More than three-quarters (76%) of respondents reported a high level of trust in vaccine research, safety and efficacy, yet only 36% of adults said they followed the recommended adult immunization schedule precisely and stayed completely up to date.



However, Canadians are divided on whether vaccination is primarily a personal health choice or a shared responsibility

53% of respondents viewed vaccination primarily as a personal health decision.

47% of respondents viewed vaccination as a shared responsibility that helps protect public health.



Vaccination rates vary across age groups

The following groups reported being fully up to date on recommended vaccination schedules:

84% of children*

33% of adults aged 18–64

51% of adults aged 65–75

*As reported by parent or legal guardian respondents.

Canadians are seeking trusted guidance to navigate vaccine decisions, often looking to healthcare providers for support

40% of respondents wanted clearer explanations of why vaccines are recommended at specific ages or life stages.

62% are extremely or somewhat likely to proactively discuss immunization schedules with a healthcare professional in the next 12 months.

91% of respondents indicated they would take some form of action if a healthcare professional were to recommend a vaccine.

Speak with your healthcare provider to learn which vaccines may be right for you. As with any vaccine, side effects may occur and vaccines may not be suitable for everyone.

Survey information
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This online survey was conducted by Ipsos on behalf of Merck Canada to assess Canadians' attitudes toward vaccination, including vaccine confidence, access, coverage, affordability, and decision-making. The survey was fielded from August 20 to August 25, 2026, through the Ipsos iSay panel and was conducted in English and French. A total of n=1,000 Canadians aged 18 years and older participated in the survey. Data were weighted to reflect the overall Canadian population in terms of gender, age and region. This survey has a credibility interval of ±3.8 percentage points, 19 times out of 20, of what the results would have been had all Canadians aged 18+ been surveyed. The credibility interval will be wider among subsets of the population.