



Role of Pharmacies in Public Health and Primary Care Services

PUBLIC PERCEPTIONS AND BEHAVIOURS

NOVEMBER 2025



Neighbourhood
Pharmacy
Association of Canada

Association canadienne
des pharmacies
de quartier

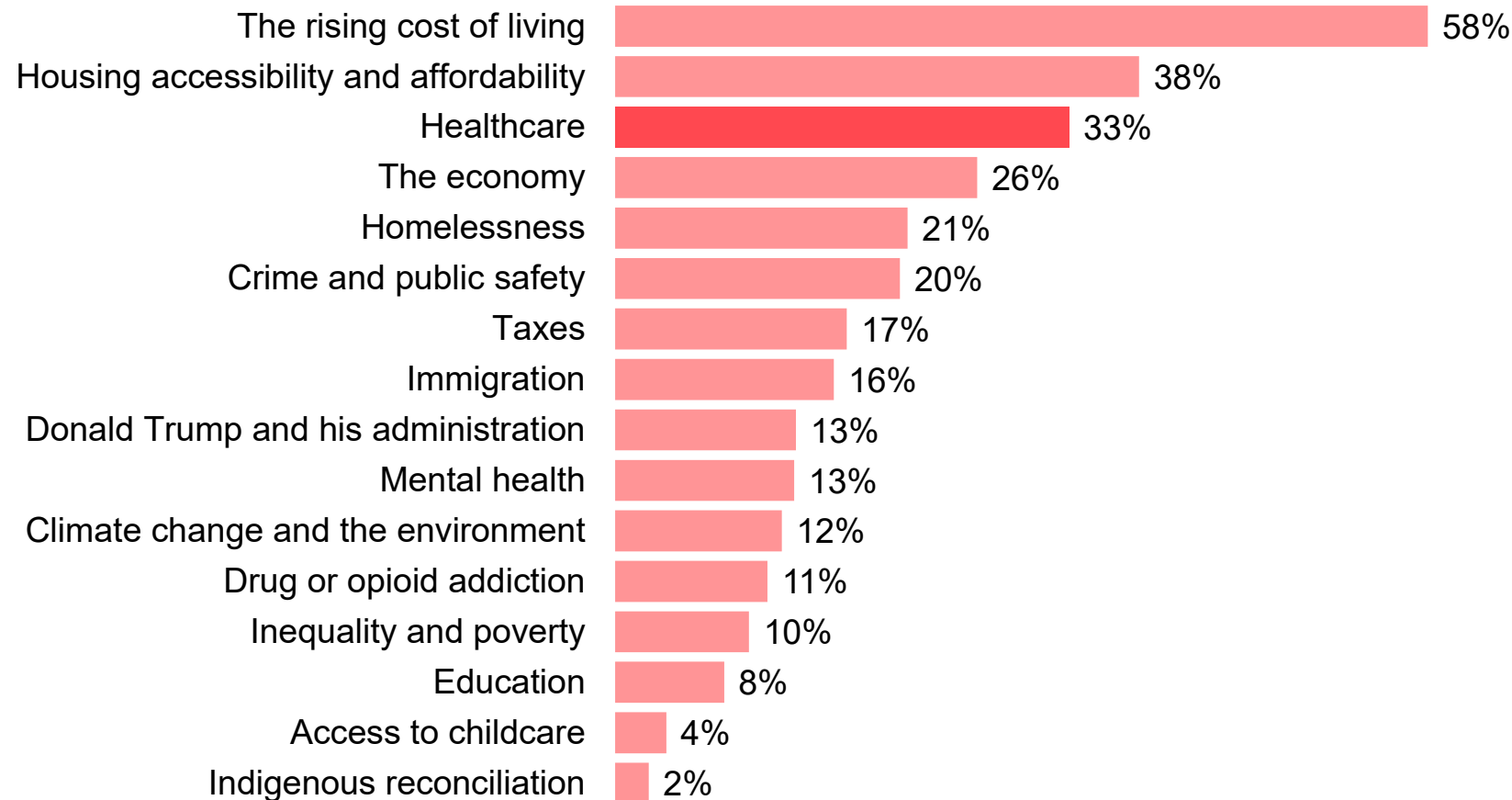


Methodology

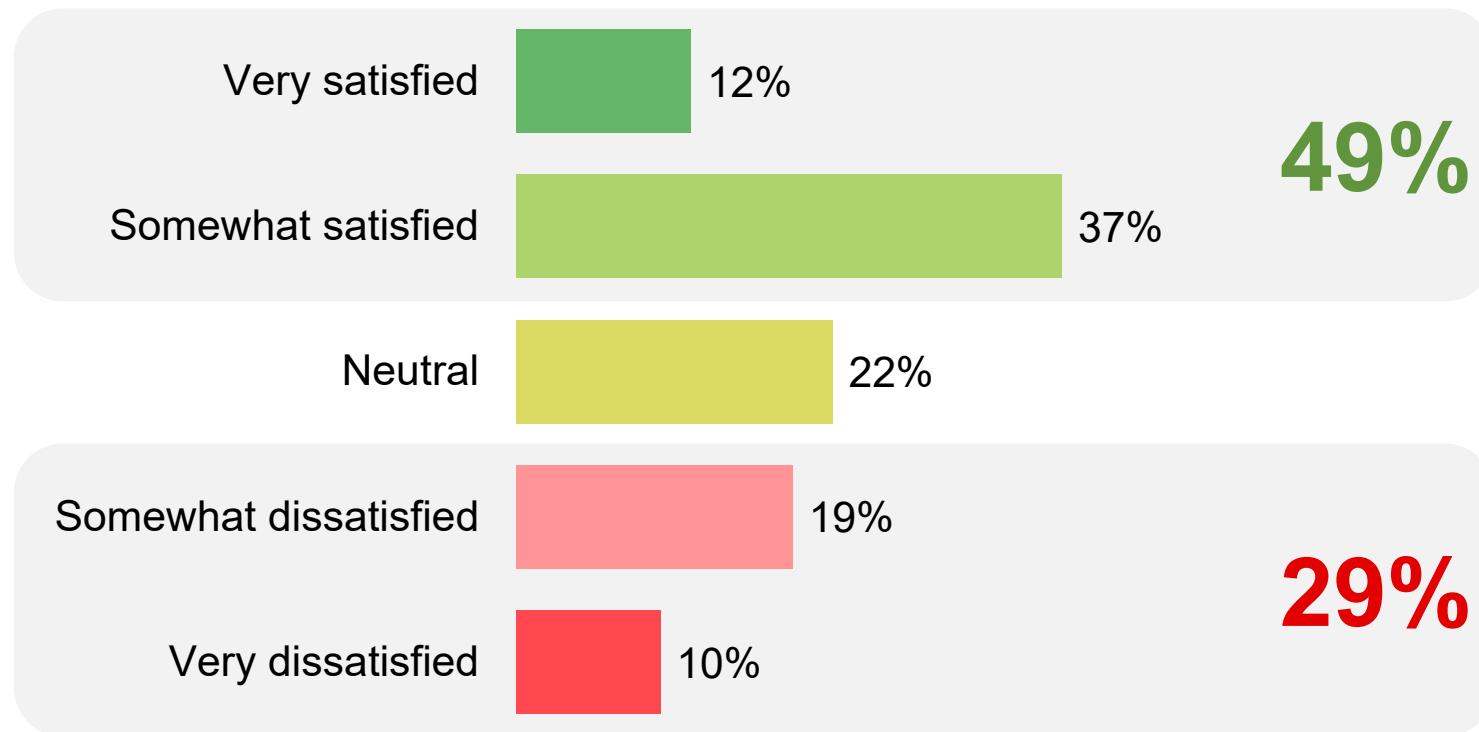
- Sample size: 4,500 Canadians ages 18 and older
- Survey field dates: September 24 to October 2, 2025
- Margin of error for a comparable probability-based random sample of the same size: +/- 1.46%, 19 times out of 20.
- The data was weighted by age, gender, education, and region.

Current Sentiment & Issues In Canada

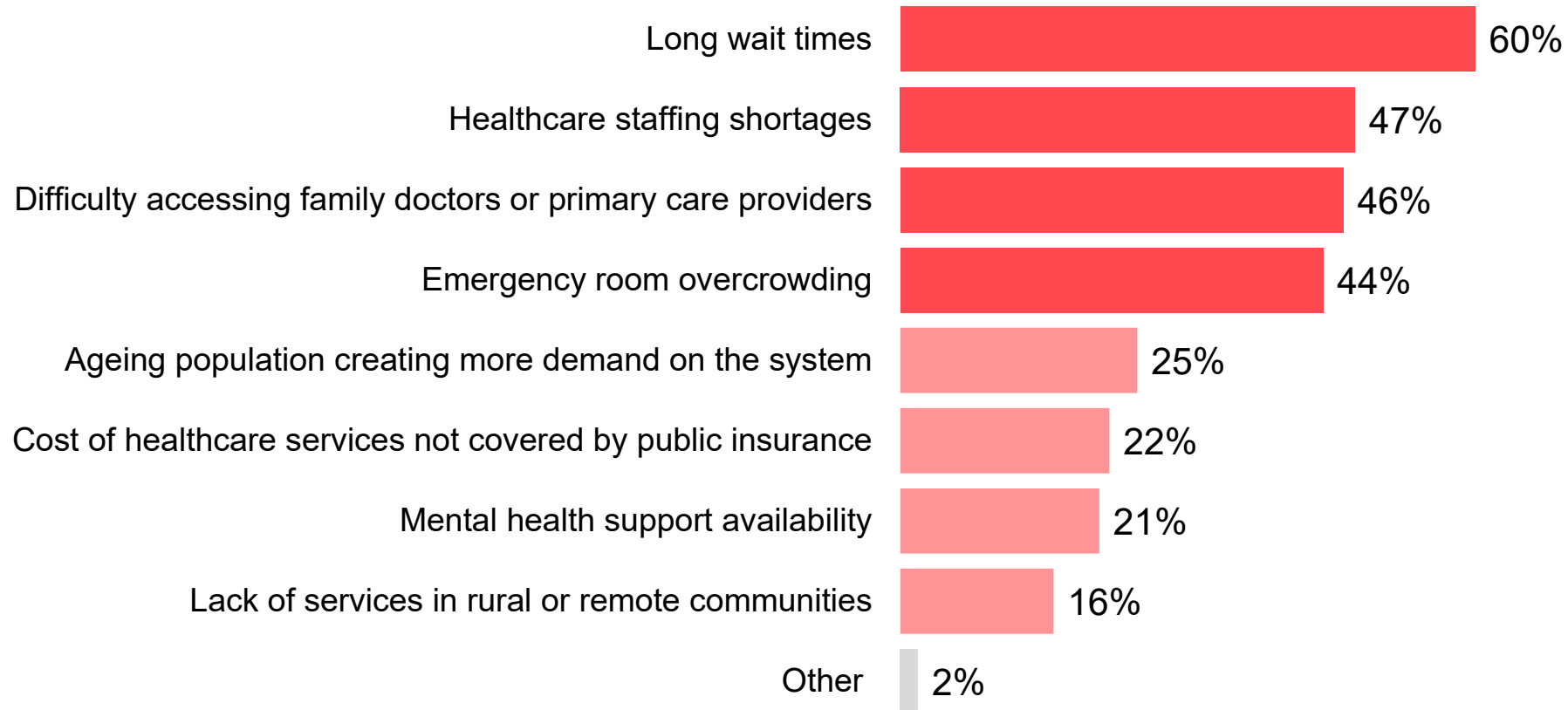
The rising cost of living (58%), housing (38%), and healthcare (33%) are considered the top 3 most important issues facing municipalities today.



Only 5 in 10 are satisfied with their access to healthcare in Canada today.



Wait times (60%), staffing shortages (47%), and difficulty acquiring care (46%) are considered the biggest challenges faced by Canadians accessing the healthcare system, closely followed by emergency room overcrowding (44%).



Over 3 in 4 Canadians currently have a primary healthcare provider, 1 in 4 do not.



■ No, I do not have a primary healthcare provider

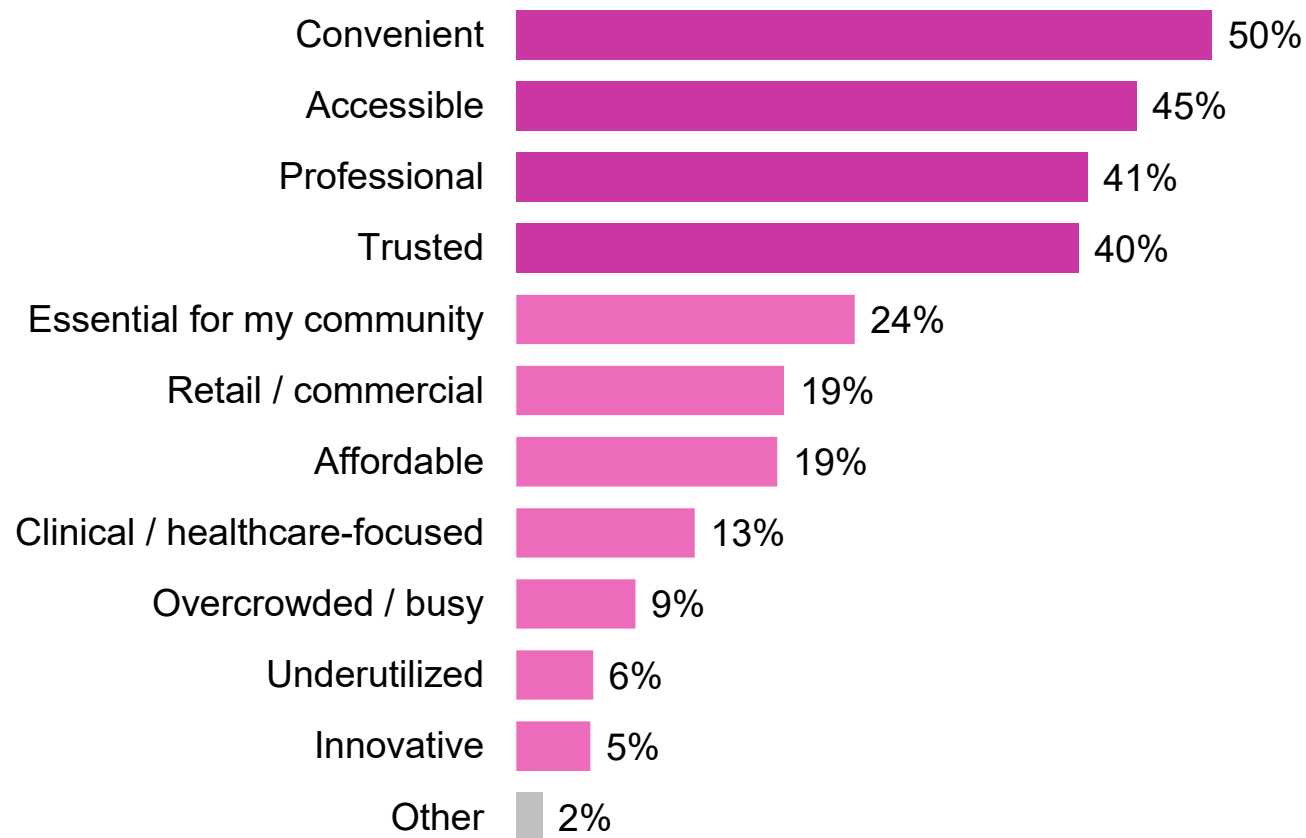
■ Yes, I currently have a primary healthcare provider

	TOT.	AGE				GENDER		REGION						ACCESS TO HEALTHCARE			COMMITTED VOTE			
		18-29	30-44	45-59	60+	Male	Female	BC	AB	SK/MB	ON	QC	ATL	Satisfied	Neutral	Dissatisfied	CP	LP	NDP	Other
No, I do not have a primary healthcare provider	23%	29%	26%	24%	16%	24%	22%	23%	21%	20%	17%	35%	25%	15%	26%	35%	22%	18%	25%	30%
Yes, I currently have a primary healthcare provider	77%	71%	74%	76%	84%	76%	78%	77%	79%	80%	83%	65%	75%	85%	74%	65%	78%	82%	75%	70%

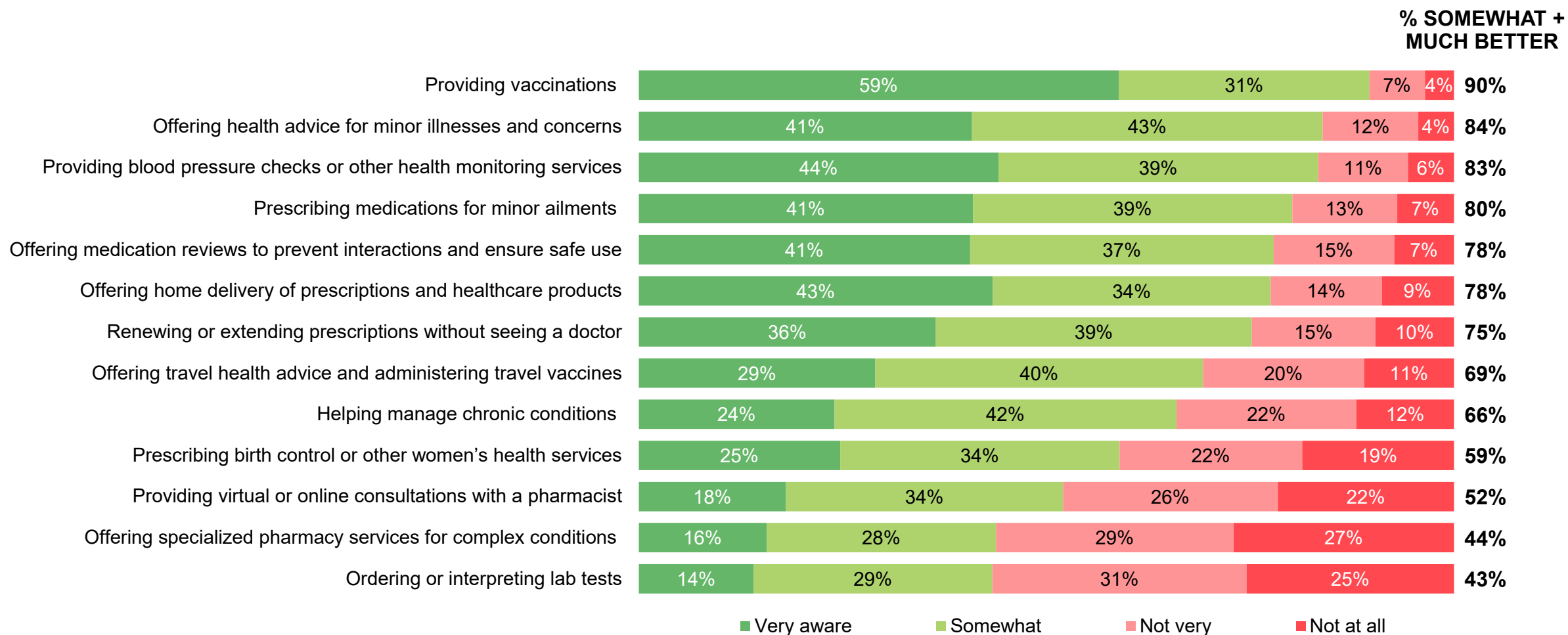
Perceptions of Pharmacies Today



Pharmacies are described as convenient (50%), accessible (45%), professional (41%), and trusted (40%).

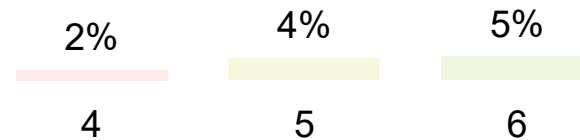
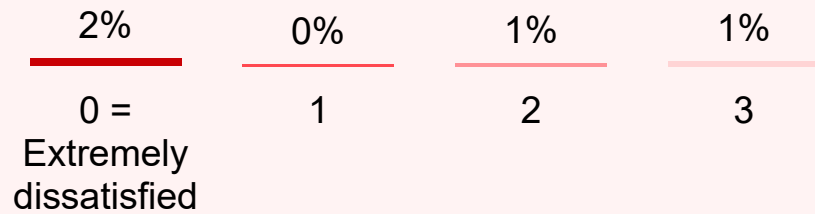


Canadians see pharmacists as trusted providers of everyday care, though fewer recognize their expanding role in specialized and virtual services.

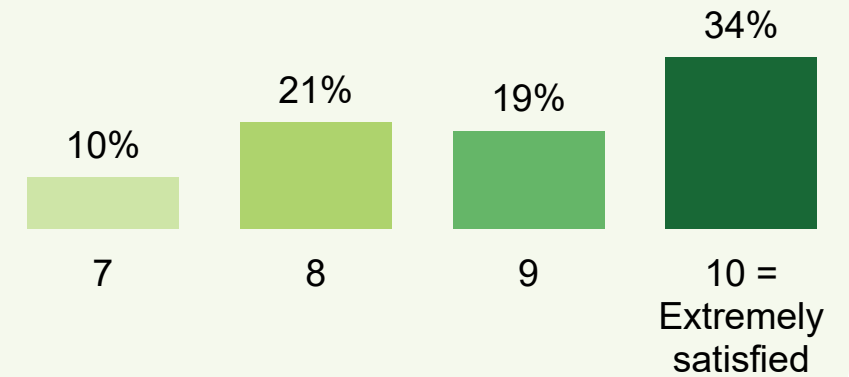


Among those who accessed care at a pharmacy, 84% are satisfied with the care they received.

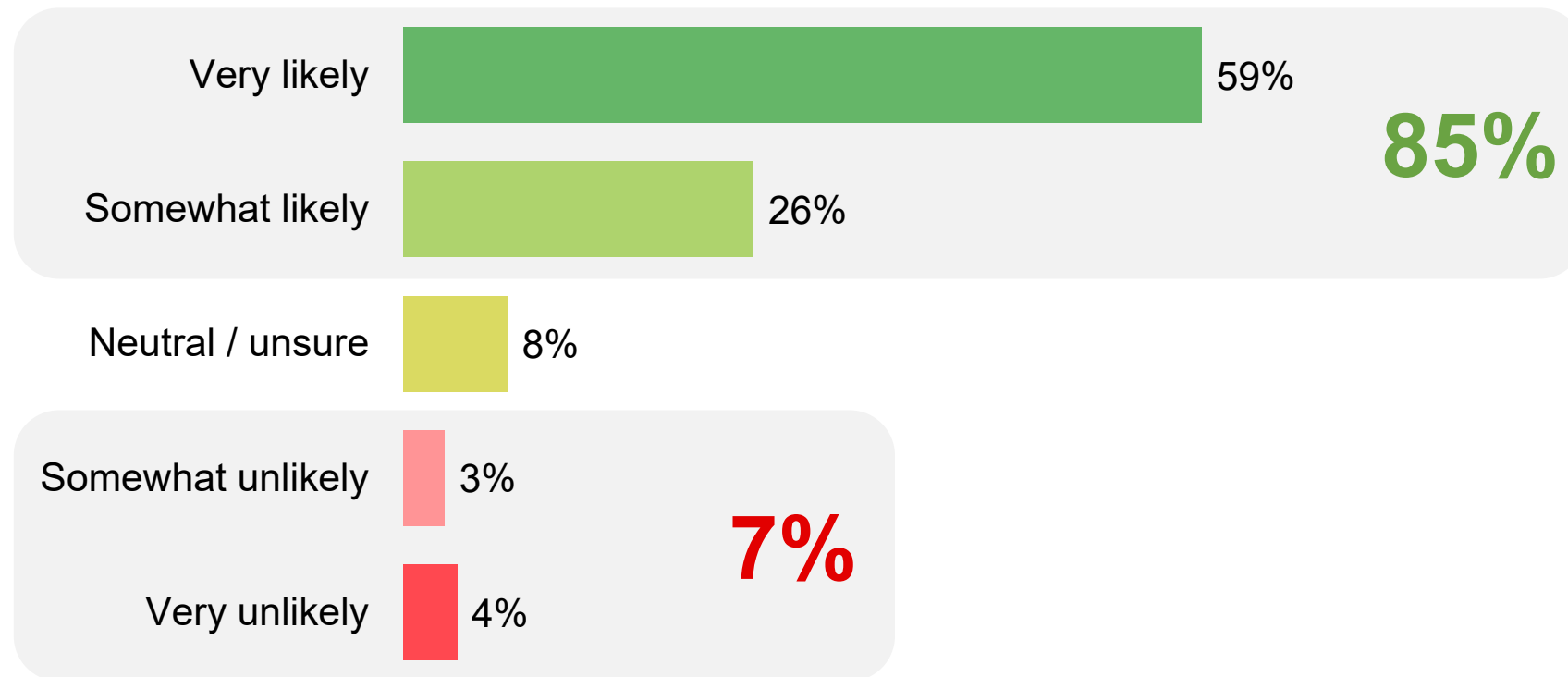
4%
Dissatisfied



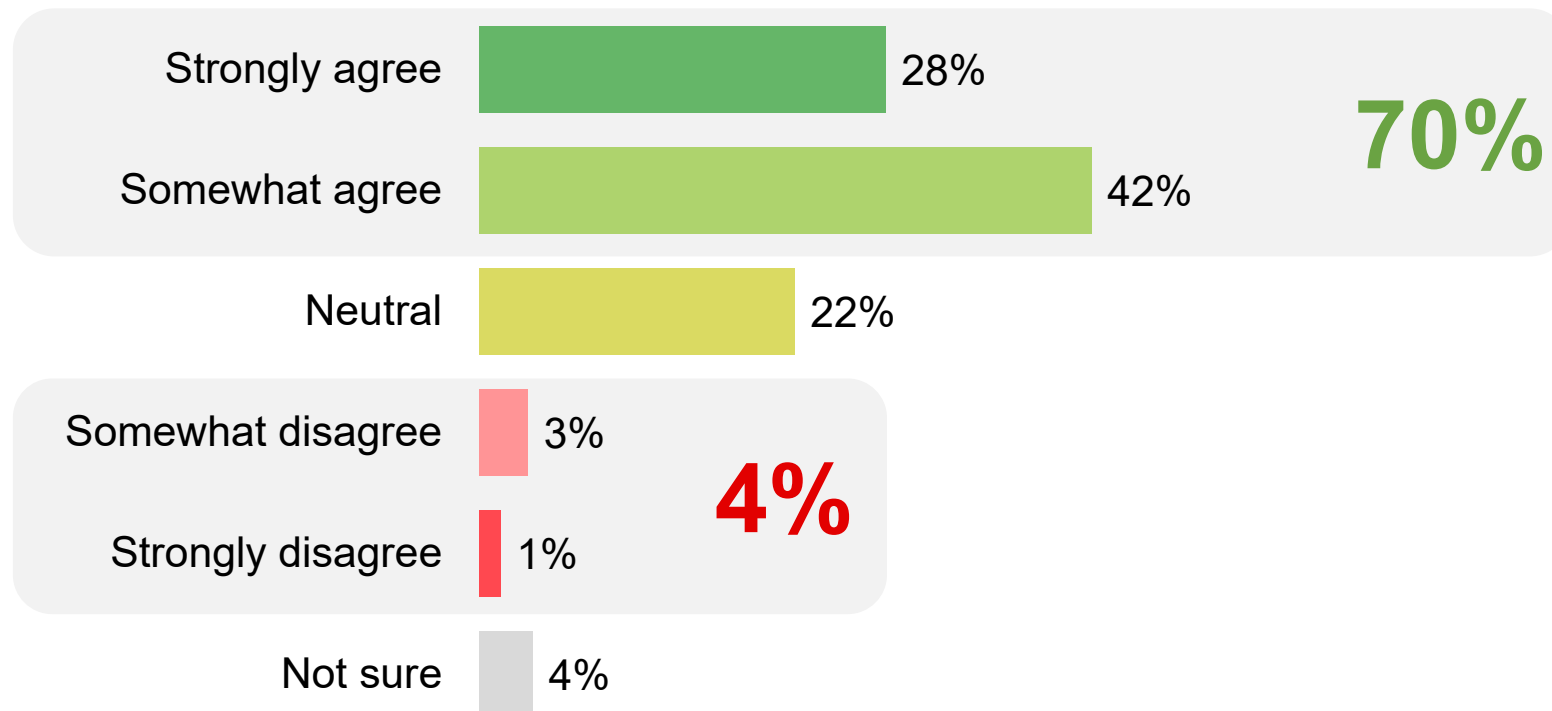
84%
Satisfied



85% are likely to choose a pharmacy again for similar healthcare needs in the future.



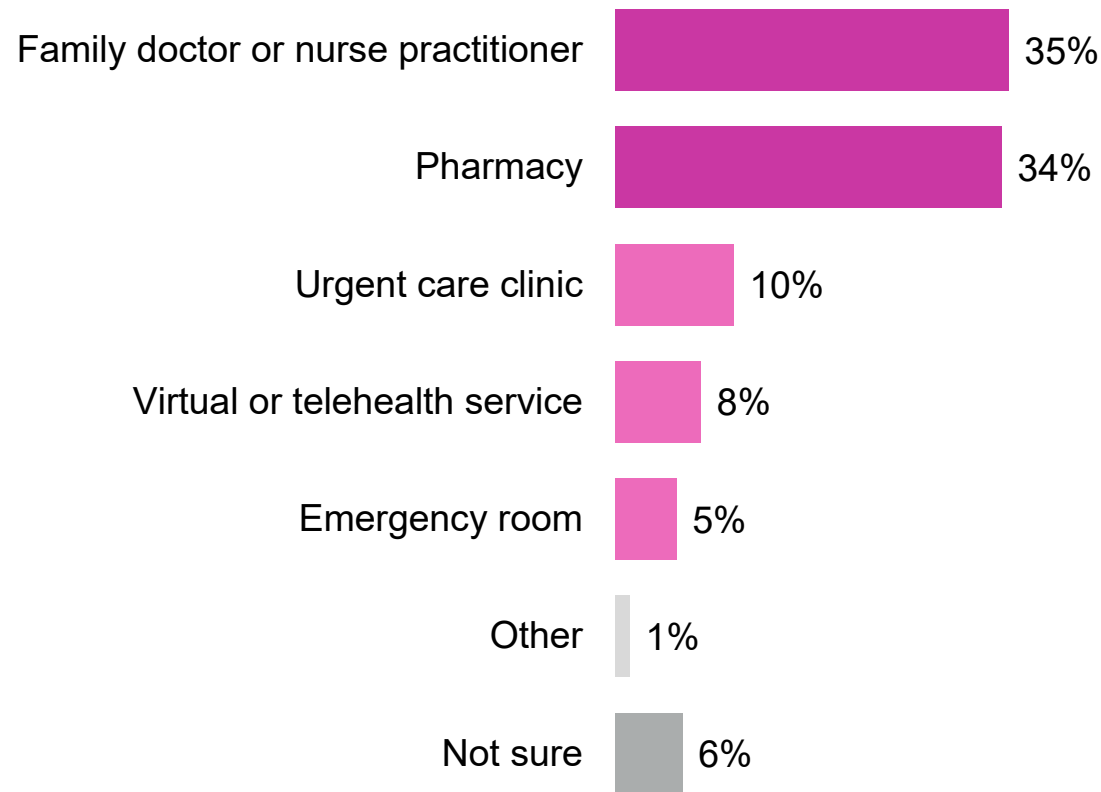
70% of Canadians agree that pharmacy care is one of the few parts of Canada's healthcare system where they feel confident people will be seen quickly and treated well.



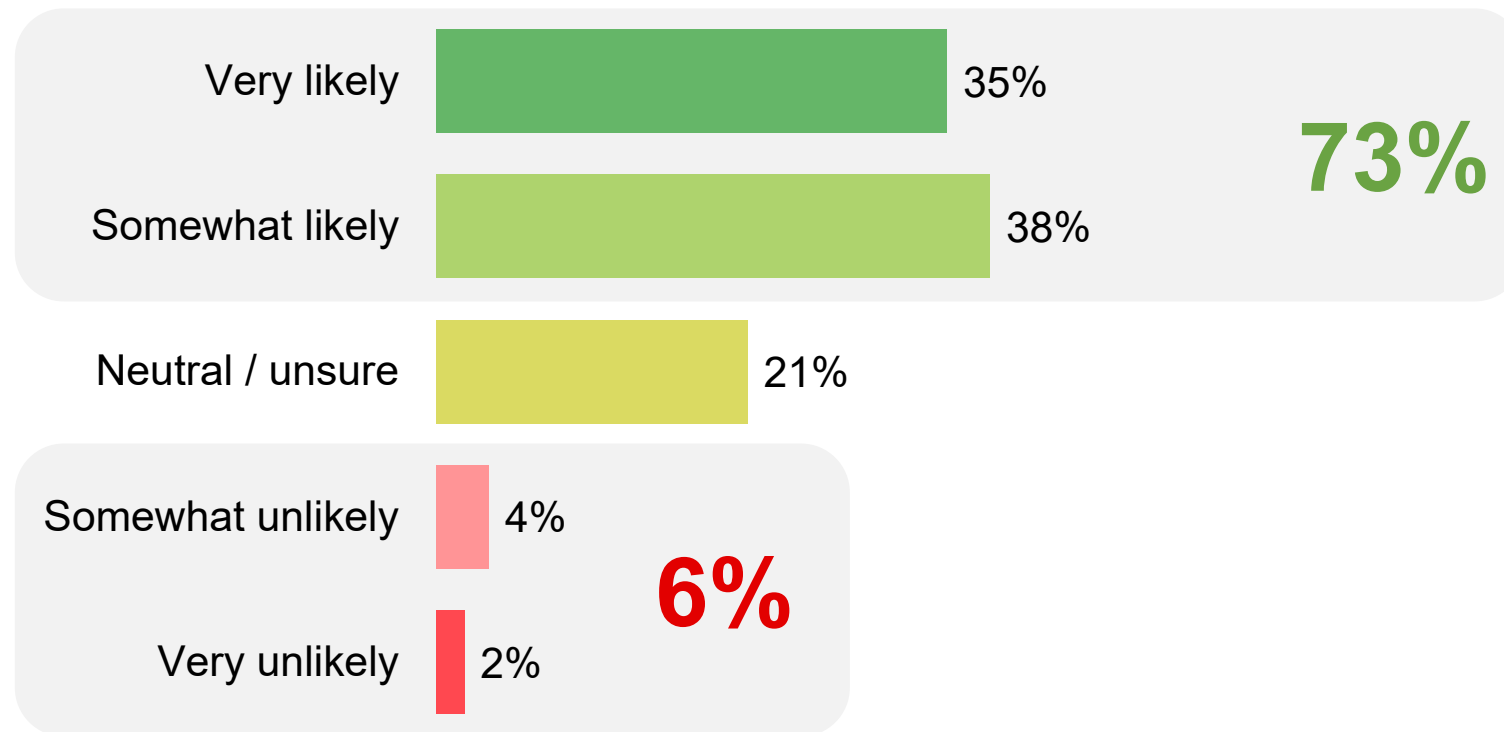
Benefits & Future Role of Pharmacies



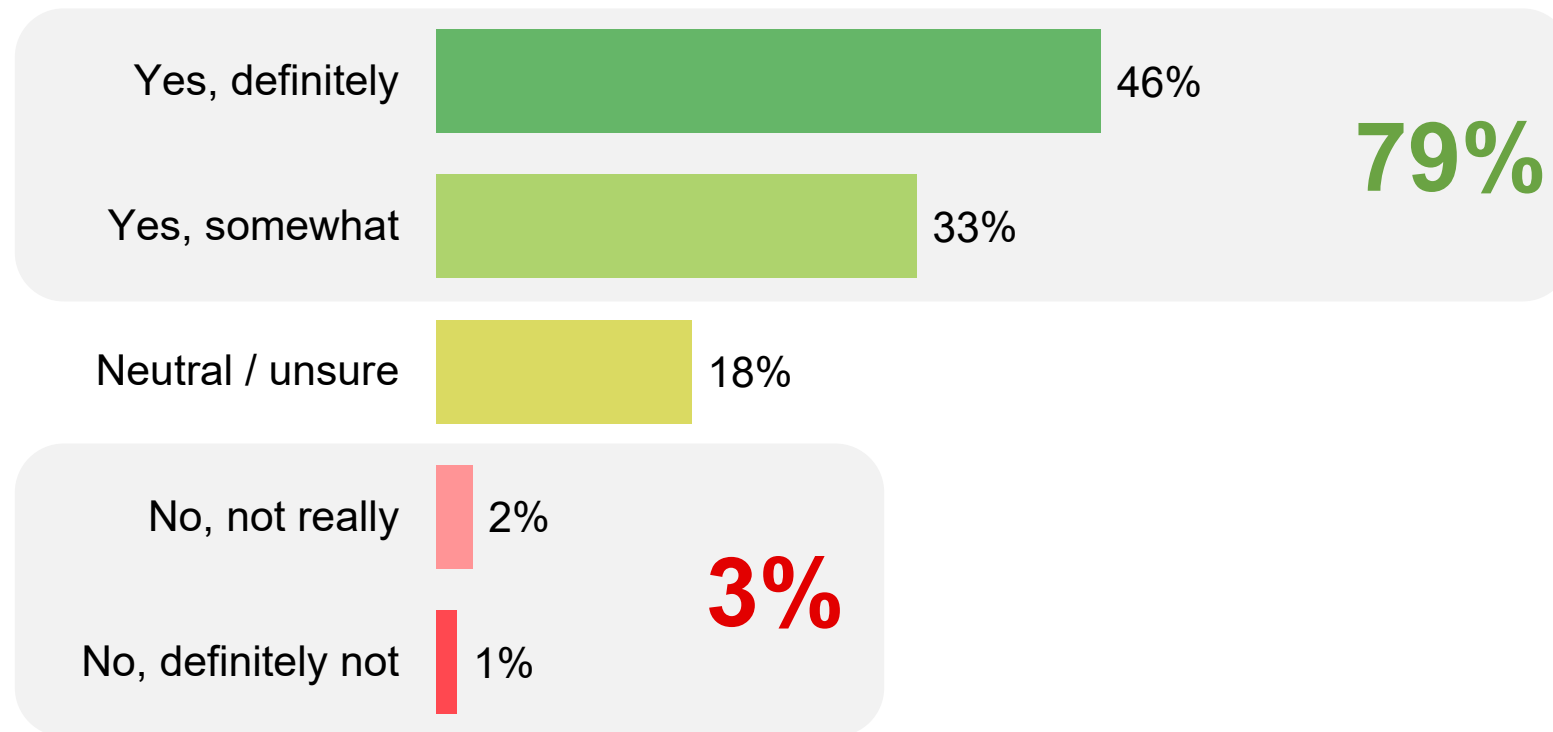
If non-emergency care was needed today, 35% would visit their family doctor or nurse practitioner, while 34% would visit their local pharmacy.



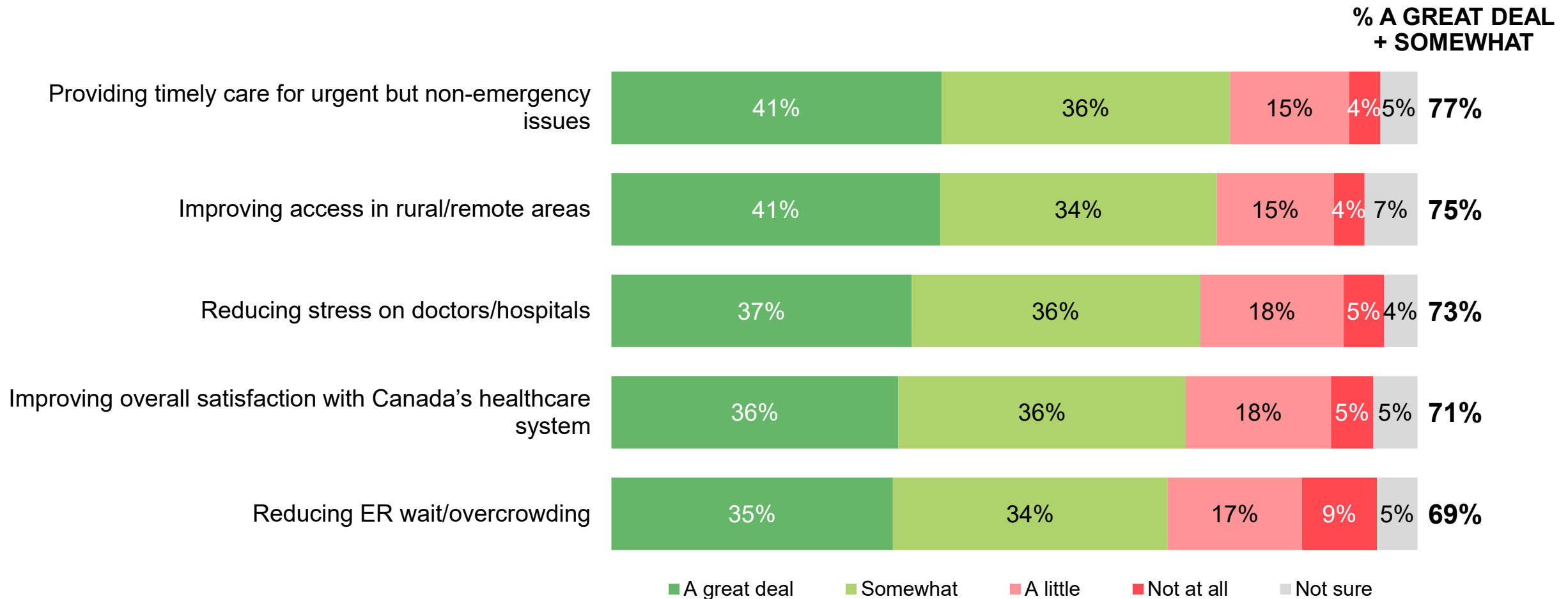
7 in 10 Canadians would be likely to chose a pharmacy as their first stop for non-emergency health concerns, should pharmacies offer more services.



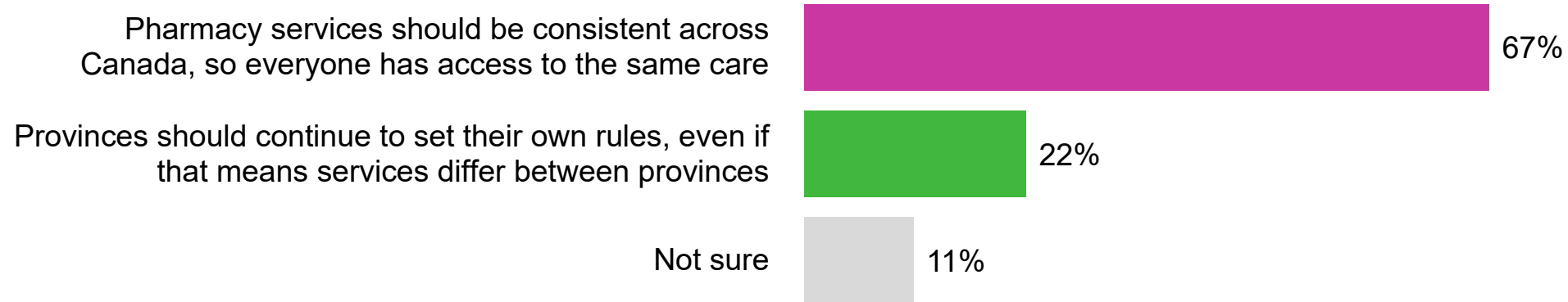
79% of Canadians would like to see pharmacies offer more healthcare services in the future.



Canadians believe expanded pharmacy services can ease pressure on the healthcare system by improving access, reducing wait times, and delivering more timely care.

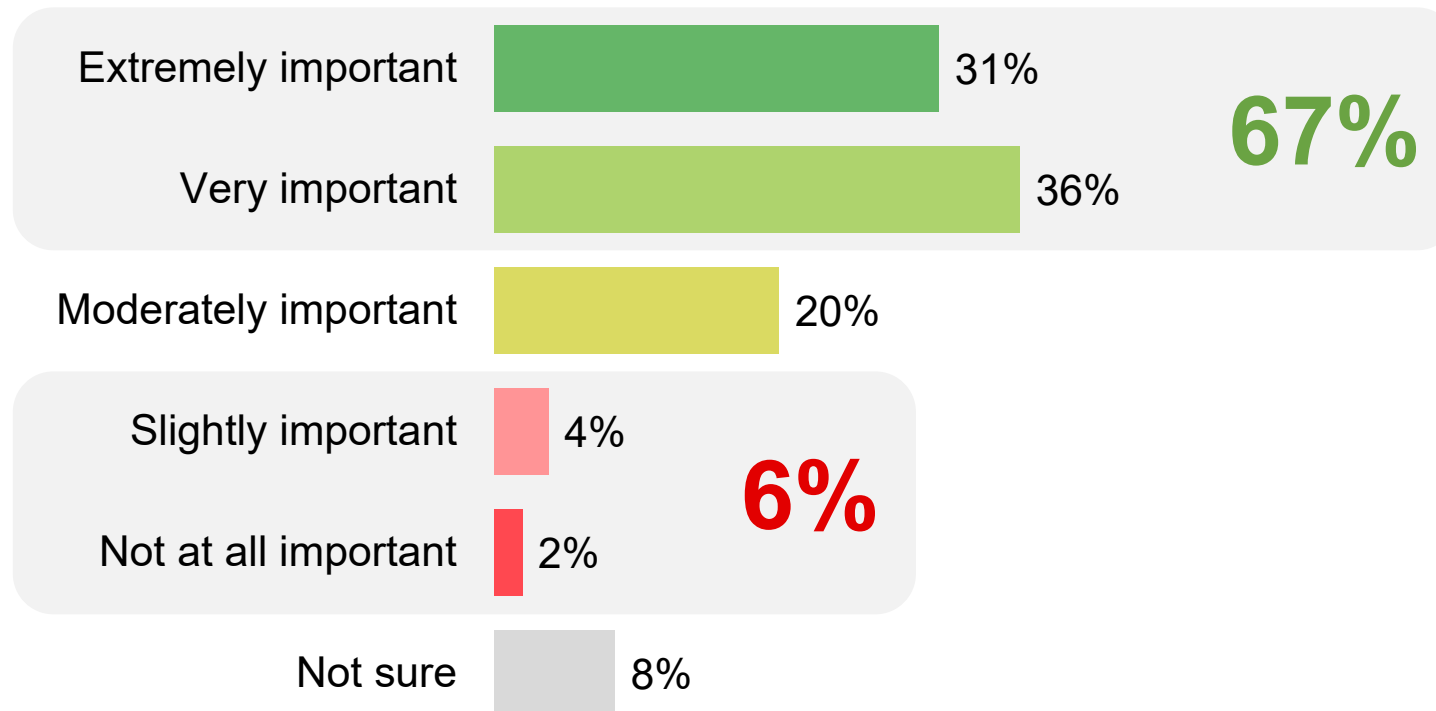


7 in 10 Canadians believe that pharmacy services should be consistent across the country, so every Canadian has equal access to the same care.



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Pharmacy services should be consistent across Canada, so everyone has access to the same care	67%	60%	63%	70%	74%	64%	71%	71%	62%	71%	70%	60%	73%	68%	60%	71%	64%	72%	73%	61%
Provinces should continue to set their own rules, even if that means services differ between provinces	22%	27%	24%	20%	18%	26%	18%	18%	24%	19%	21%	27%	17%	25%	21%	17%	26%	21%	19%	28%
Not sure	11%	13%	13%	10%	8%	10%	11%	11%	13%	10%	9%	12%	10%	7%	18%	11%	9%	7%	8%	11%

Nearly 7 in 10 Canadians feel that it is important for pharmacy-delivered healthcare services to be publicly funded and covered in the same way as services provided by doctors or nurse practitioners.



DEMOGRAPHICS

GENDER	
Male	50%
Female	50%
AGE	
18 to 29	19%
30 to 44	25%
45 to 59	25%
60 and older	31%
REGION	
BC	14%
AB	11%
SK/MB	7%
ON	39%
QC	22%
ATL	7%
AREA	
Urban	46%
Suburban	38%
Rural	16%

MARITAL STATUS	
Married / Domestic partner	52%
Widowed / Divorced / Separated	16%
Single / Never married	32%
EDUCATION	
High School or less	31%
College	37%
University	32%
EMPLOYMENT	
Permanent full-time	40%
Self-employed	7%
Full-time contract that is renewed	2%
Provide services on freelance basis	<1%
Employed part-time	9%
Student	3%
Retired	25%
Unemployed	8%
Stay at home	4%
Other	2%

INCOME	
Less than \$50K	34%
\$50K to \$100K	36%
\$100K to \$150K	16%
Over \$150K	9%
Rather not say	5%
HOUSEHOLD	
1 – Just me	24%
2 people	34%
3 people	18%
4 people	15%
5 or more people	9%
CHILDREN	
None	49%
Under 4 years old	7%
5 to 11 years old	13%
12 to 17 years old	13%
18 and older	30%

TIME IN CANADA	
Born in Canada	78%
Living in Canada less than 5 years	5%
Living in Canada 6-20 years	7%
Living in Canada 20+ years	9%
Prefer not to answer	1%
MINORITY GROUPS (% YES)	
Asian	14%
Black / African-Canadian	8%
LGBTQ	7%
First Nations / Métis / Inuit	5%
Muslim	4%
COMMITTED VOTE	
Conservative Party	27%
Liberal Party	34%
New Democratic Party	9%
Another party	12%
Undecided	17%

About Neighbourhood Pharmacies

Neighbourhood Pharmacies represents Canada's leading pharmacy organizations, including chain, banner, long-term care, specialty pharmacies, grocery chains, and mass merchandisers with pharmacies. We advocate for pharmacies' role in caring for Canadians, both behind and in front of the counter. We aim to advance sustainable healthcare for all stakeholders by leveraging over 12,000 pharmacies conveniently located in virtually every community throughout the country. Pharmacies are integral points of patient care.

1205-3230 Yonge Street
Toronto, Ontario M4N 3P6
416 226 9100
info@neighbourhoodpharmacies.ca



neighbourhoodpharmacies.ca



Neighbourhood Pharmacy
Association of Canada



@pharmacy_CAN



Neighbourhood
Pharmacy
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Association canadienne
des pharmacies
de quartier

