

AUSTRALIANS & FLU VACCINATIONS

NATIONAL CONSUMER SURVEY DECEMBER 2017



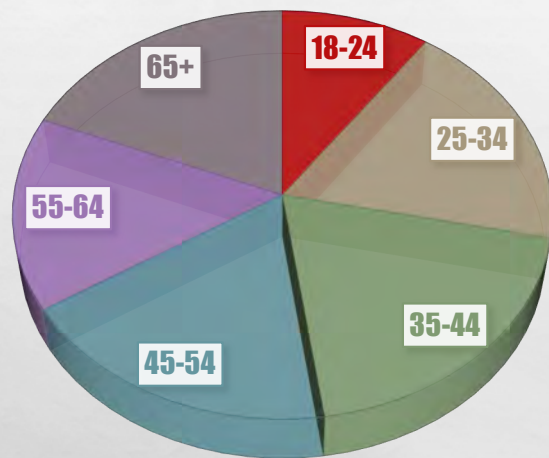
SURVEY OBJECTIVES

- **UNDERSTAND CONSUMER BELIEFS AND BEHAVIOURS REGARDING INFLUENZA VACCINATION POST 2017 FLU SEASON**
- **TO EVALUATE POTENTIAL CHANGE IN BELIEFS AND BEHAVIOURS TOWARDS INFLUENZA VACCINATION IN 2017**
- **TO USE THE RESULTS TO AID THE DEVELOPMENT OF MESSAGING FOR 2018 INFLUENZA VACCINATION SEASON**
- **KEY QUESTIONS RELATED TO THE OBJECTIVE:**
 - **WHAT ARE THE KEY DRIVERS TO GETTING VACCINATED?**
 - **WHAT ARE THE KEY BARRIERS TO GETTING VACCINATED?**
 - **IS NOT GETTING VACCINATED AN ACTIVE DECISION OR DO PEOPLE JUST NOT GET AROUND TO DOING IT?**
 - **HAVE PEOPLE CHANGED THEIR ATTITUDE COMPARED TO PREVIOUS YEARS?**
 - **WHAT WAS THE CAUSE OF THE CHANGE IN ATTITUDE?**

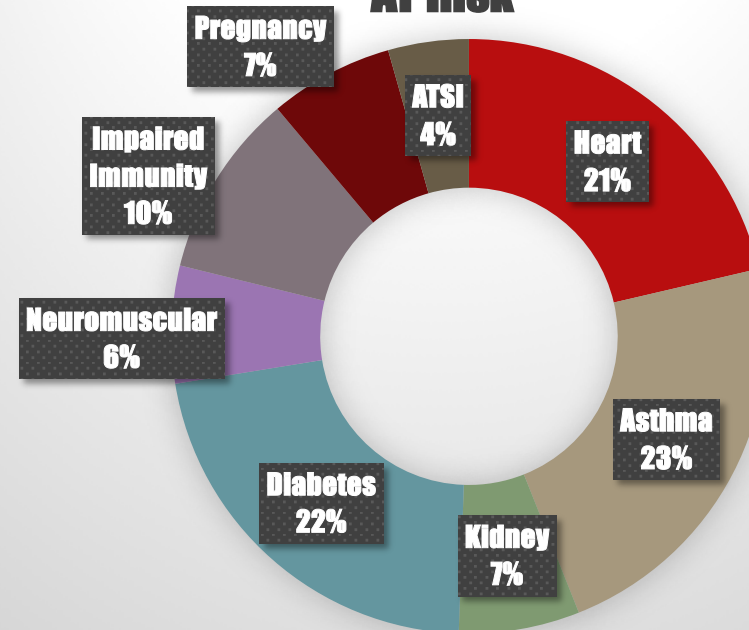
TARGET GROUP: 1000 CONSUMERS +18 – ACROSS AUSTRALIA

1058 PARTICIPANTS – 32% AT RISK

AGE GROUPS



AT Risk



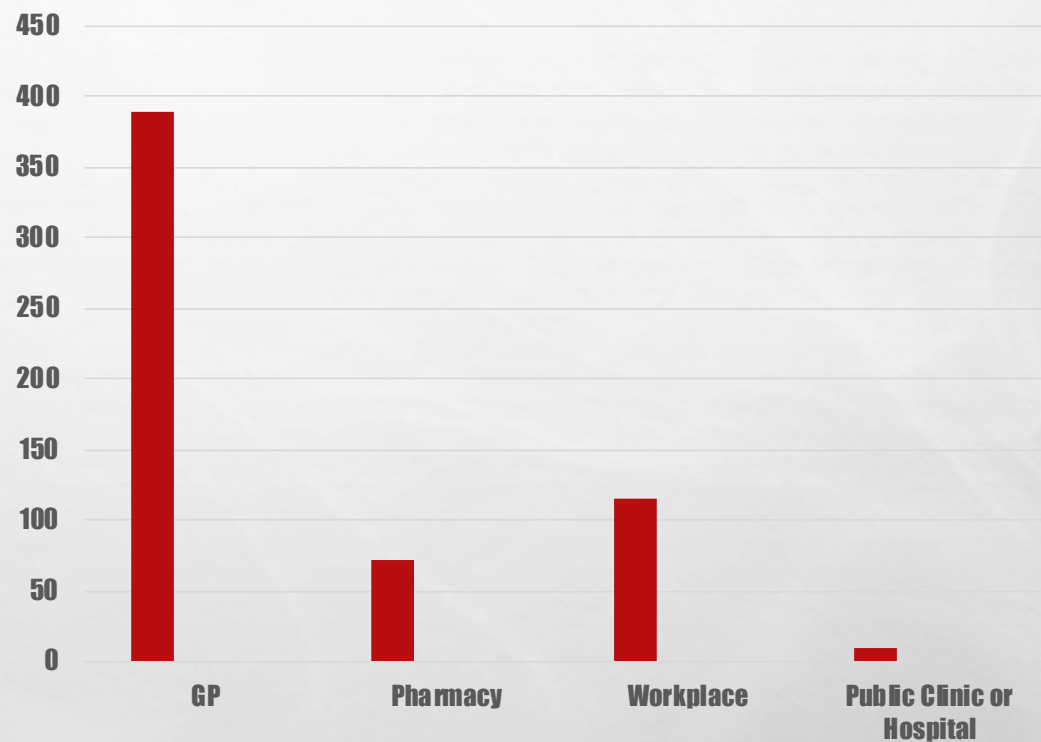
DID YOU GET A FLUSHOT IN 2017?

YES 587

NO 471

86% OF VACCINATIONS AT GP AND WORK

Where did you get vaccinated ?

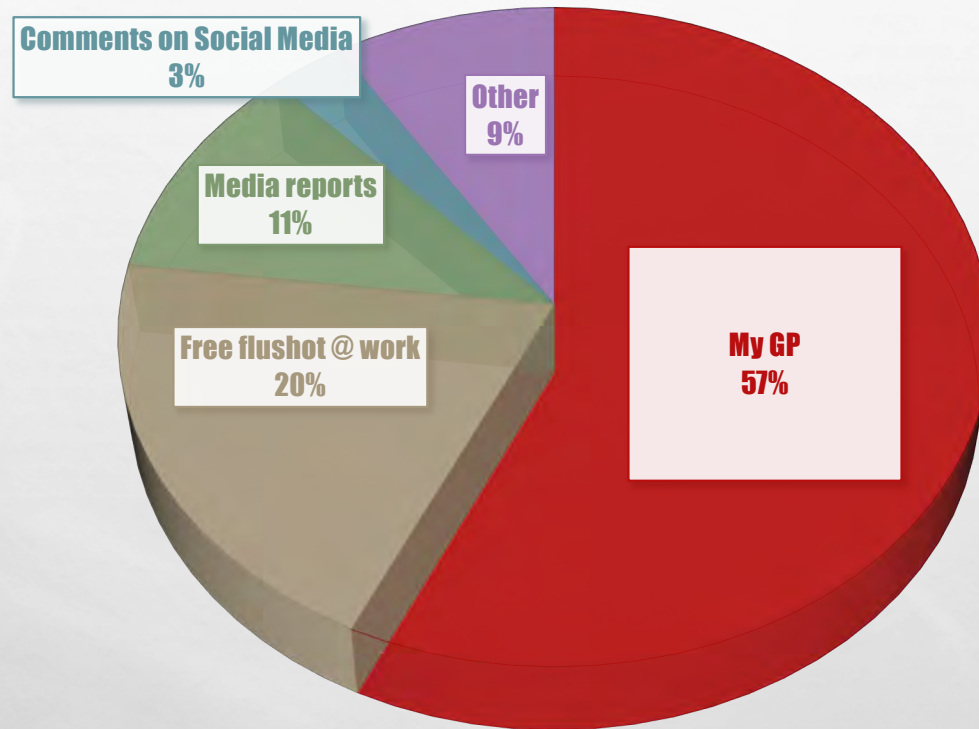


REASONS FOR HAVING A FLU SHOT

For half of people vaccinated it is a habit...



WHO OR WHAT INFLUENCES YOUR DECISION?

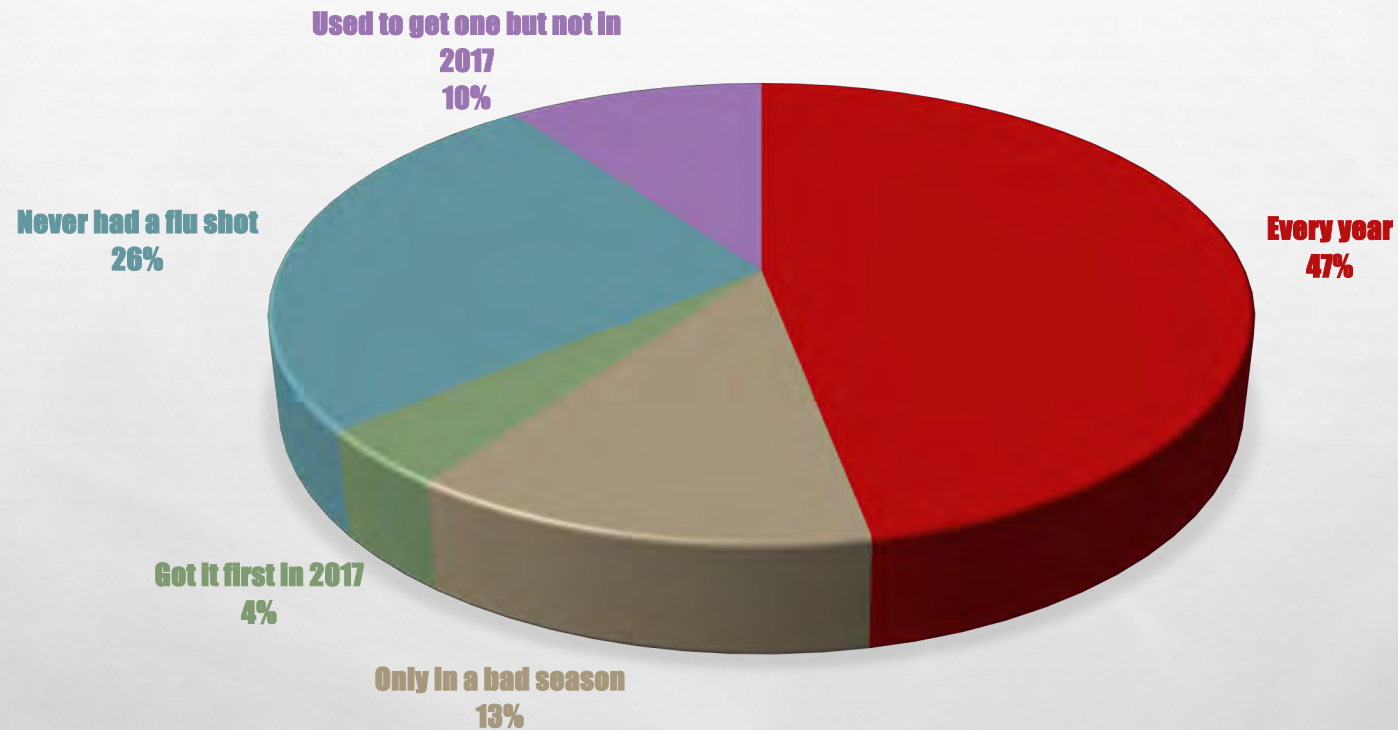


*But 4% of people did not get a flusht
Because the GP advised AGAINST it.*

REASONS FOR NOT HAVING A FLUSHOT

- **IT'S NOT A PRIORITY** **38%**
- **DO NOT BELIEVE IT OFFERS PROTECTION** **23%**
- **TOO EXPENSIVE** **7%**
- **DO NOT THINK INFLUENZA IS IMPORTANT** **5%**
- **GP ADVISED AGAINST IT** **4%**
- **NEGATIVE MEDIA REPORTS** **4%**
- **DON'T BELIEVE IN VACCINES** **3%**
- **OTHER** **16%**

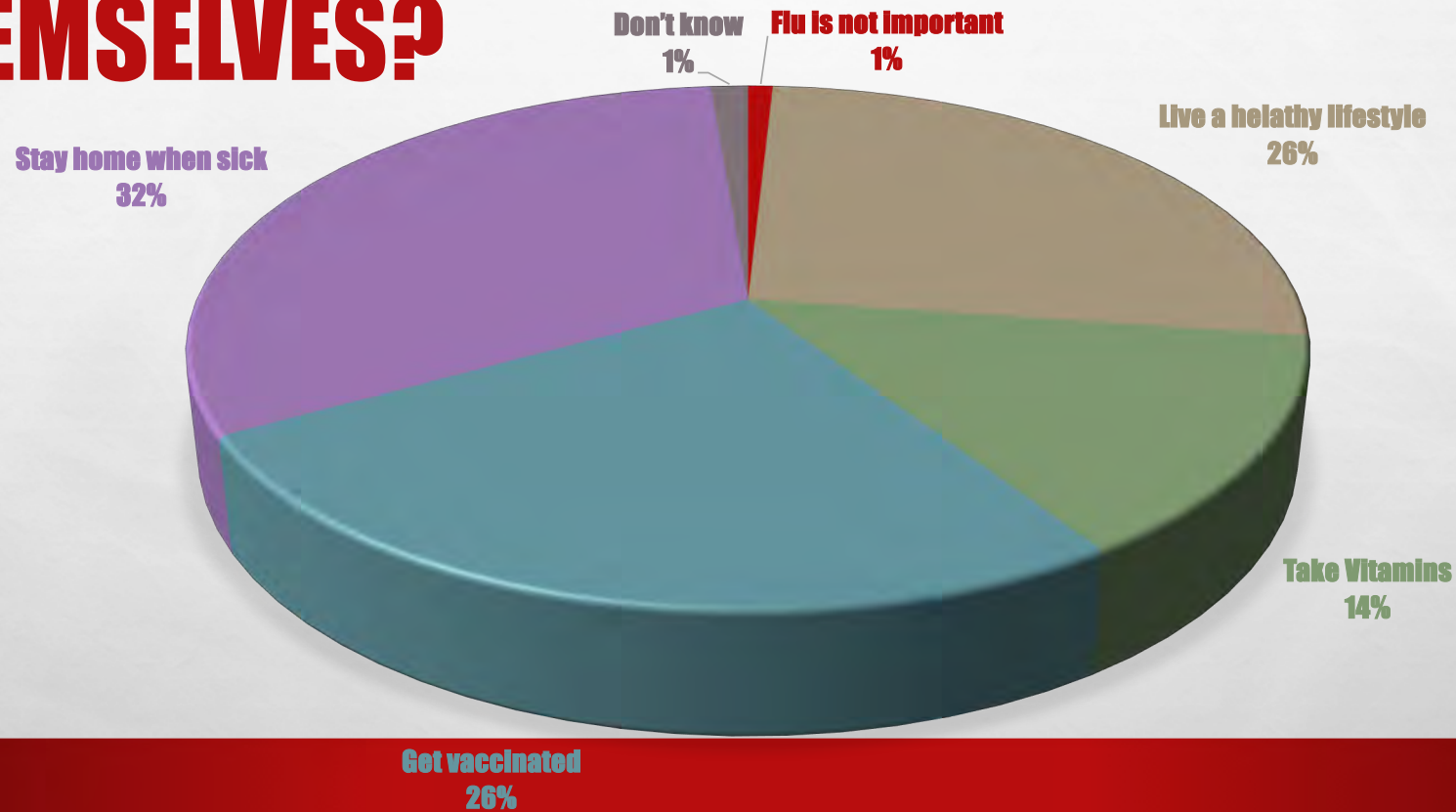
HOW OFTEN DO YOU GET A FLU SHOT?



HOW DO YOU PROTECT YOURSELF?

- **WASH MY HANDS REGULARLY** 71%
- **STAY AWAY FROM CROWDS** 33%
- **GET A FLU SHOT** 51%
- **EAT HEALTHY** 55%
- **TAKE VITAMINS** 37%
- **DO NOT NEED ONE** 9%

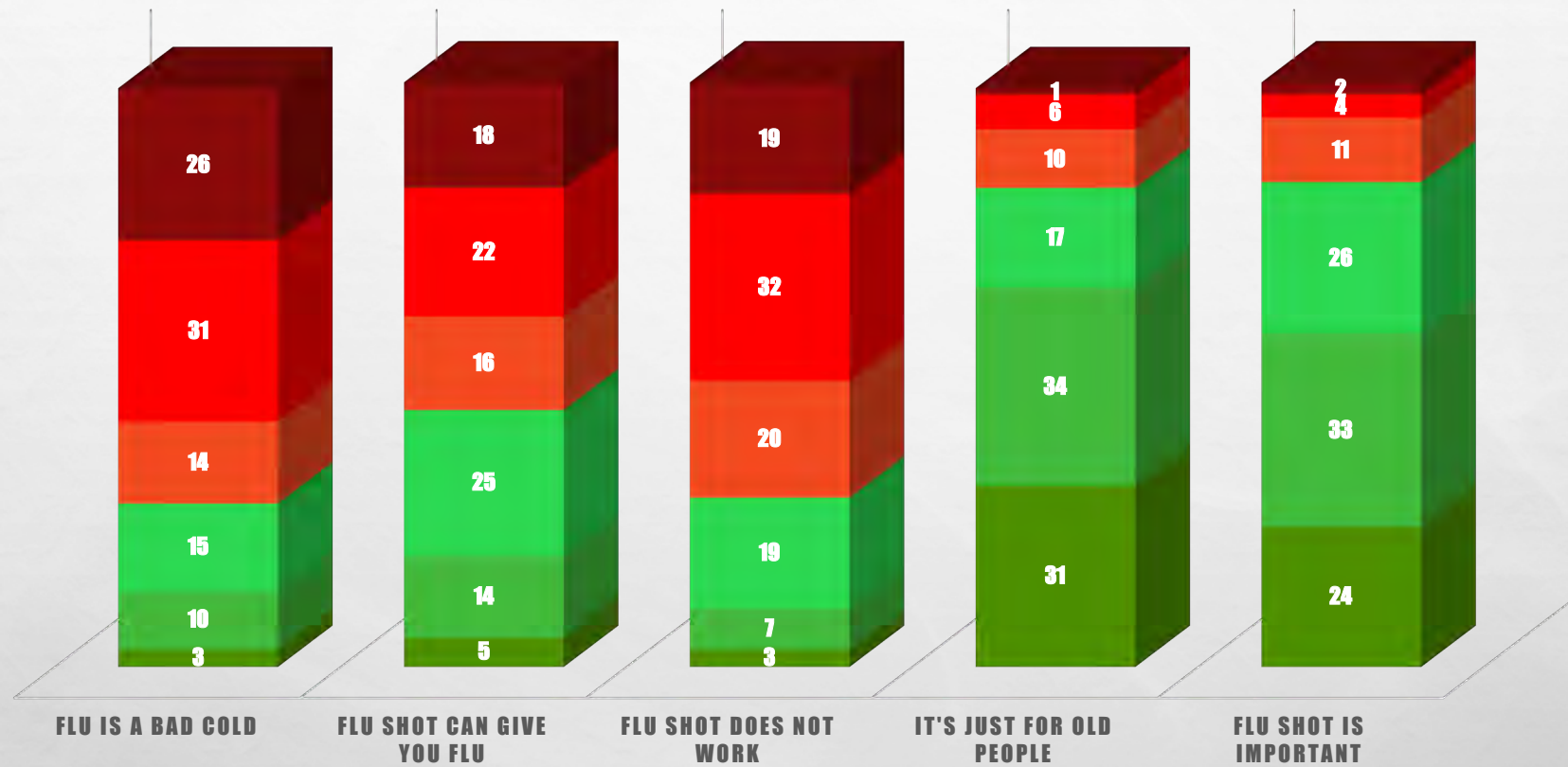
HOW SHOULD PEOPLE PROTECT THEMSELVES?



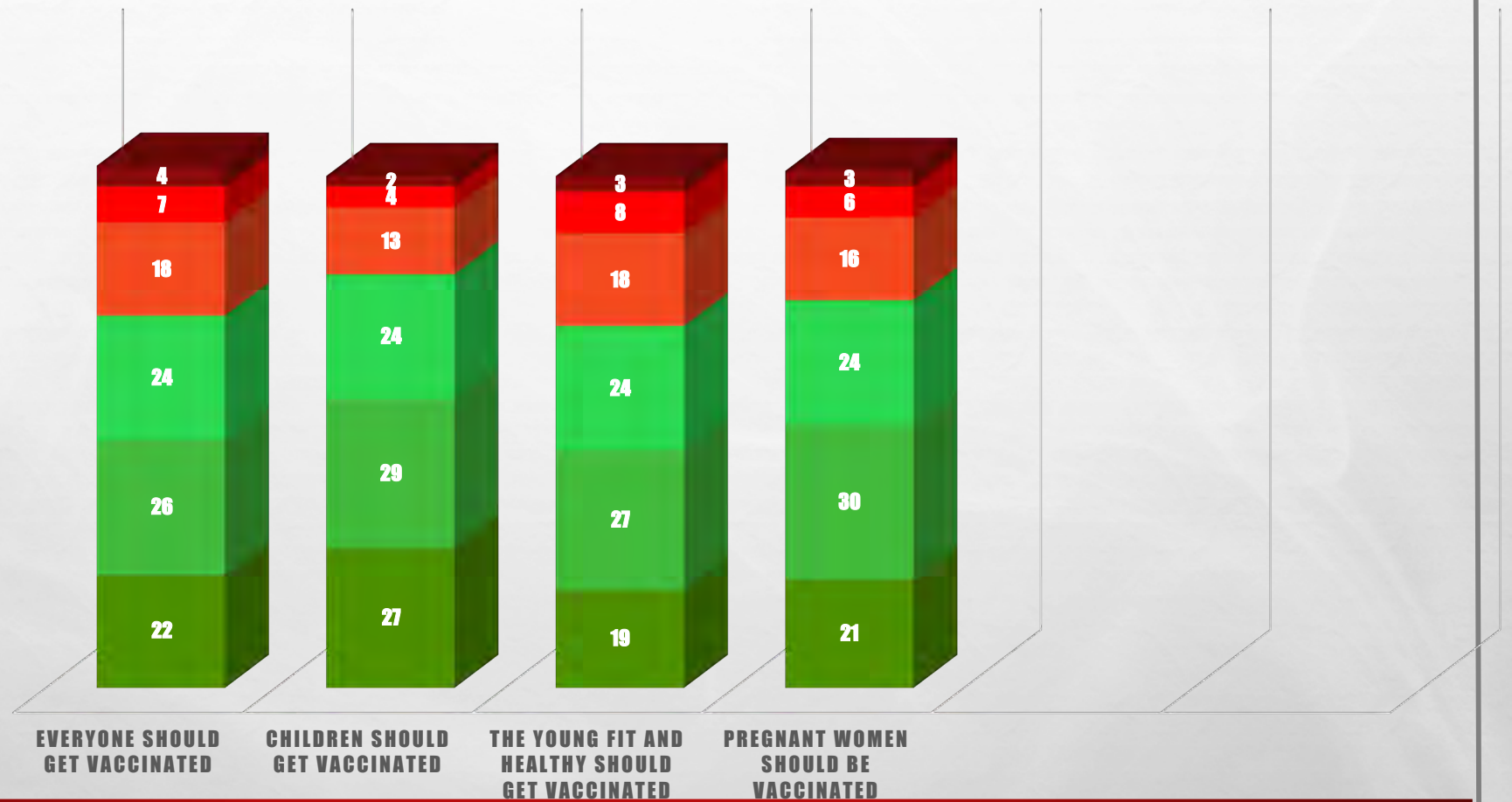
IT'S ALL ABOUT BELIEF

MYTHS & MISCONCEPTIONS

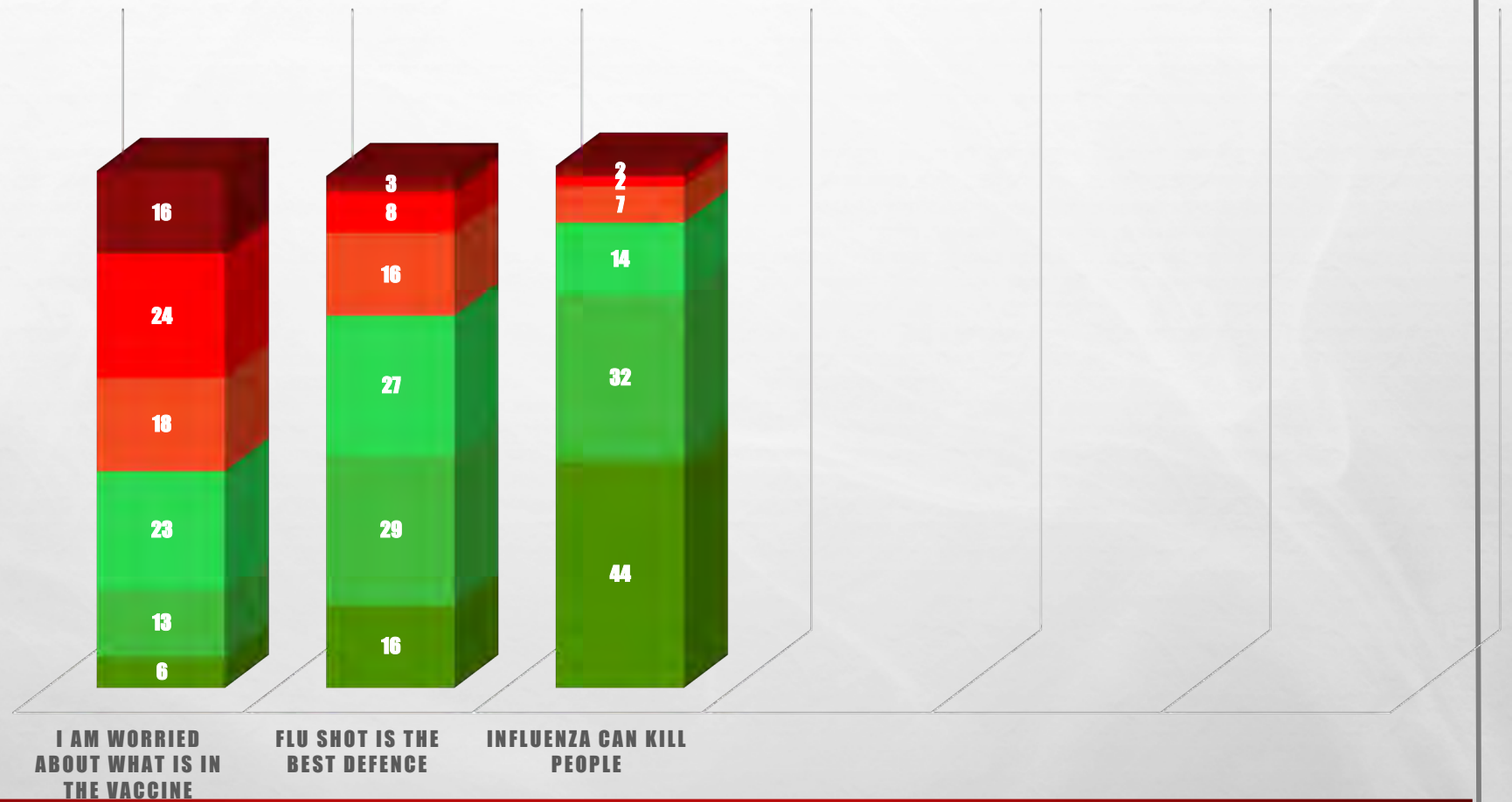
Strongly agree Agree Slightly agree Slightly disagree Disagree Strongly disagree



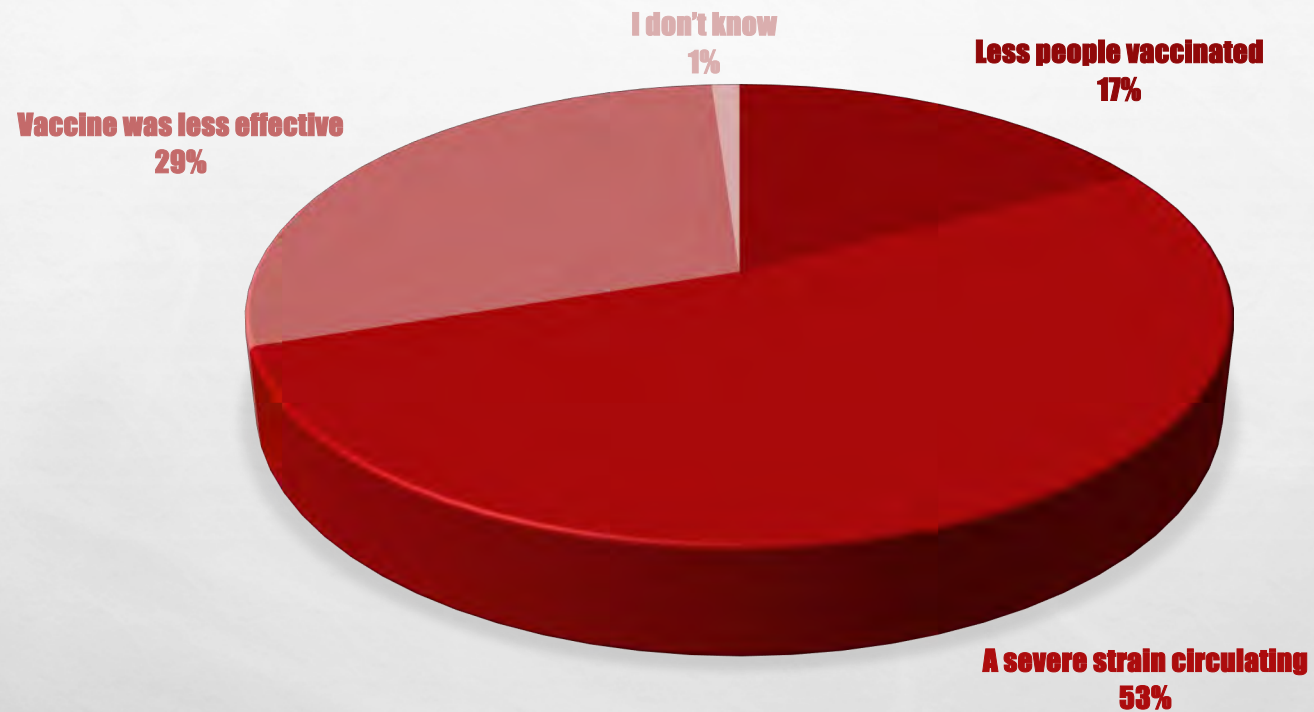
Strongly agree Agree Slightly agree Slightly disagree Disagree Strongly disagree



Strongly agree Agree Slightly agree Slightly disagree Disagree Strongly disagree



WHY DO YOU THINK 2017 WAS SUCH A BAD FLU SEASON?



HOW LIKELY ARE YOU TO GET A FLUSHOT 2018

