



Influenza Vaccination Consumer Survey 2016

In May 2016 the Scientific Advisory Committee of the HSC decided to monitor consumer behaviour towards influenza vaccination on an annual basis.

Key objective for the annual consumer survey: To better understand consumer behaviour with regards to Influenza Vaccination

Key questions related to the objective

- When do people get vaccinated and what does trigger the decision to get a flu shot at a particular time?
- Can we see trends? Do more or less people get vaccinated for the first time this year?
- What are the drivers for vaccination and what role does the new vaccine play
- Where do people get the flu shot – any trends?

Target Group

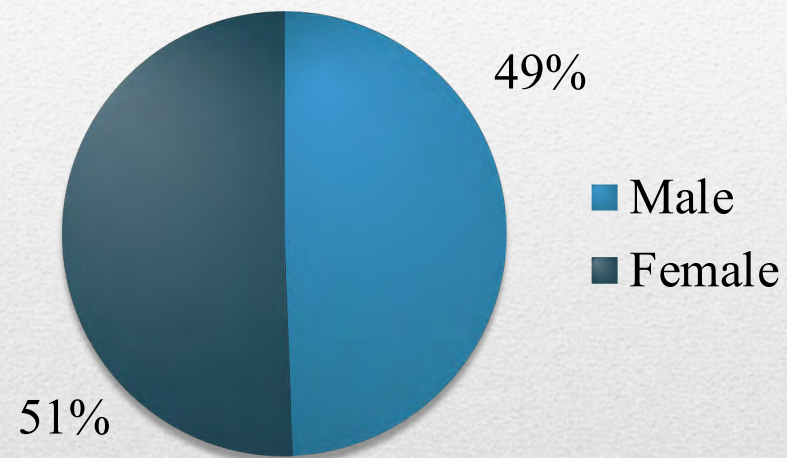
Members of the General Public, who meet the following criteria:

- Have had a flu shot this year (or care for somebody who had a flu shot this year)
- Want to get a flu shot this year (or care for somebody who ...)

Background & Objectives

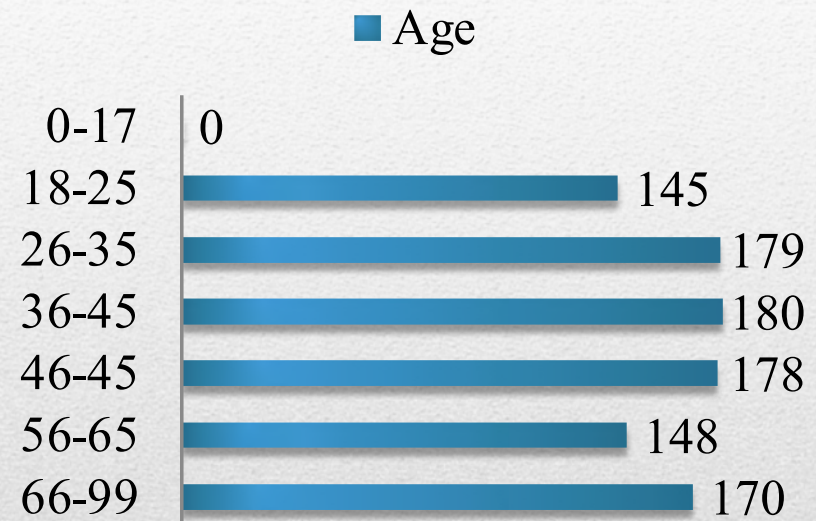
Gender

Figure 1



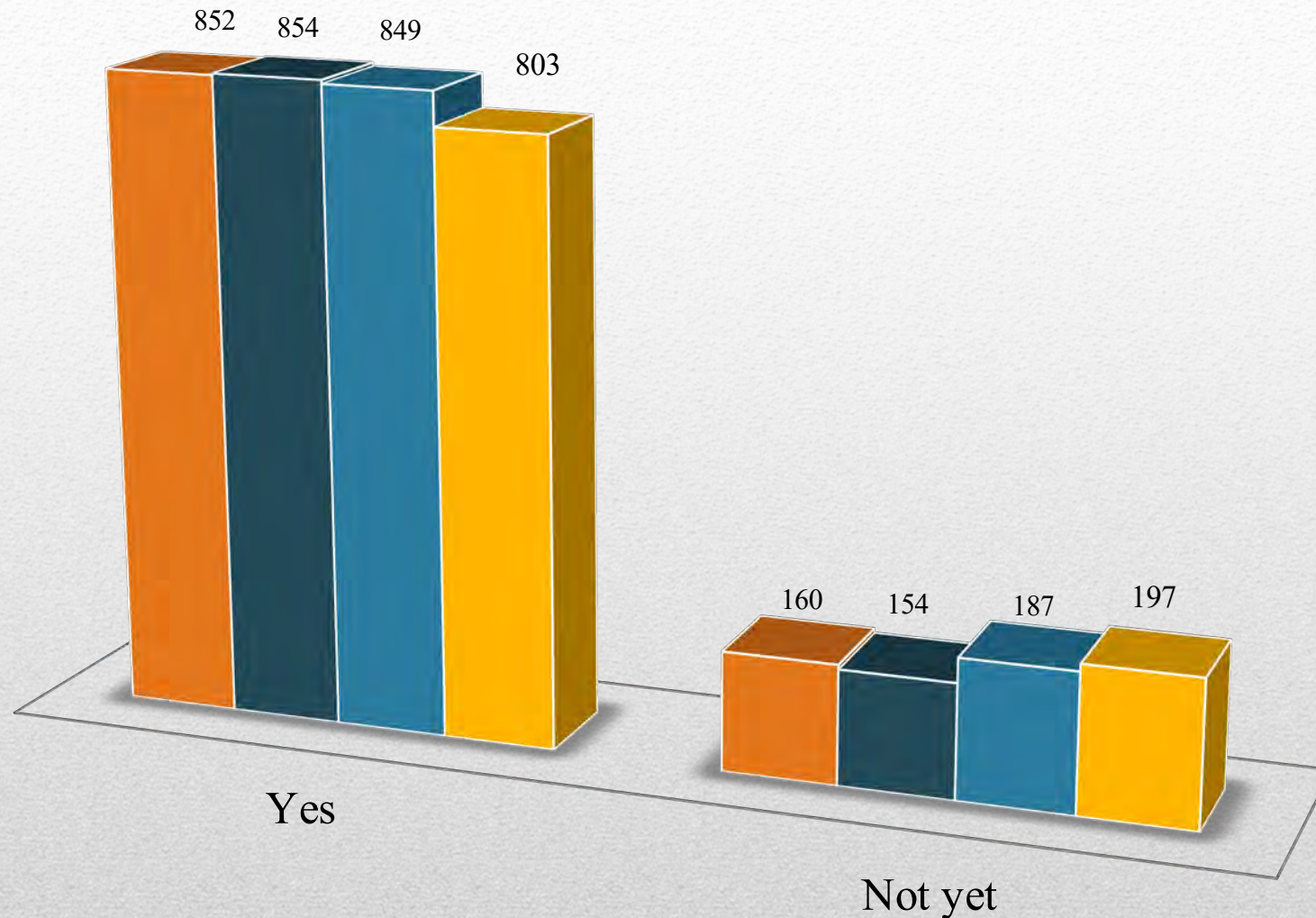
Age

Age

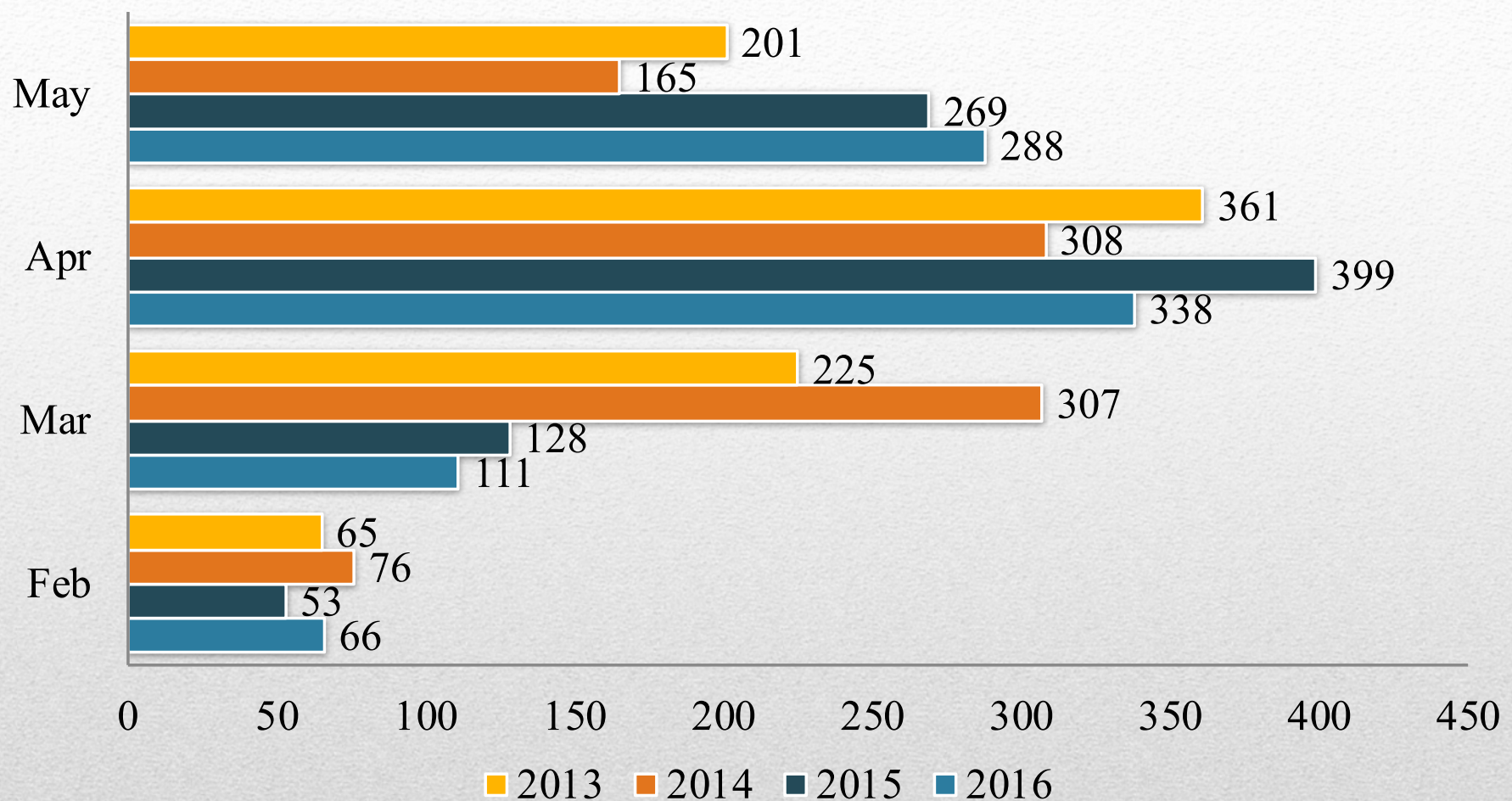


1000 people surveyed – 378 'at risk'

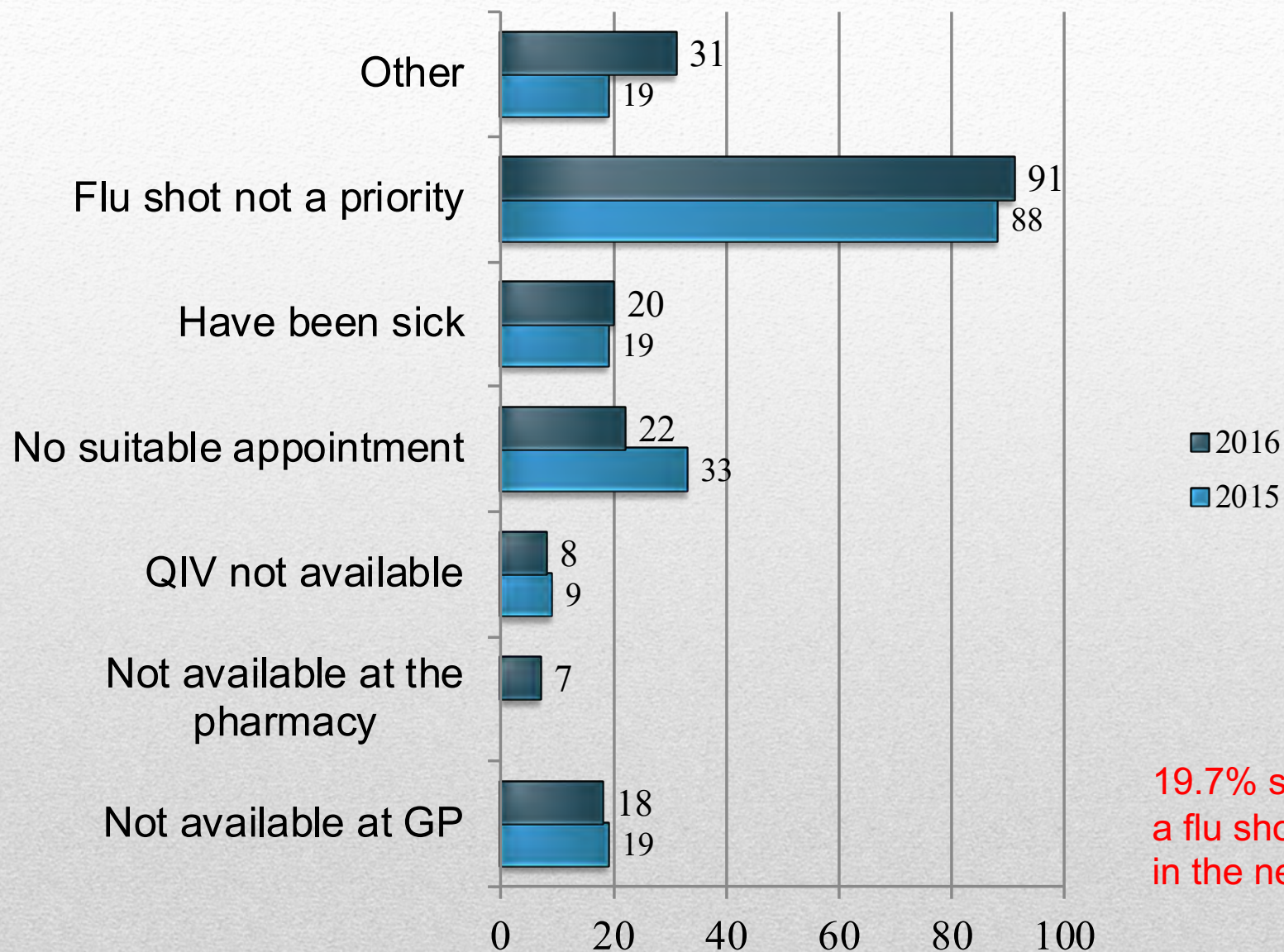
2013 2014 2015 2016



Have you had a flu shot?



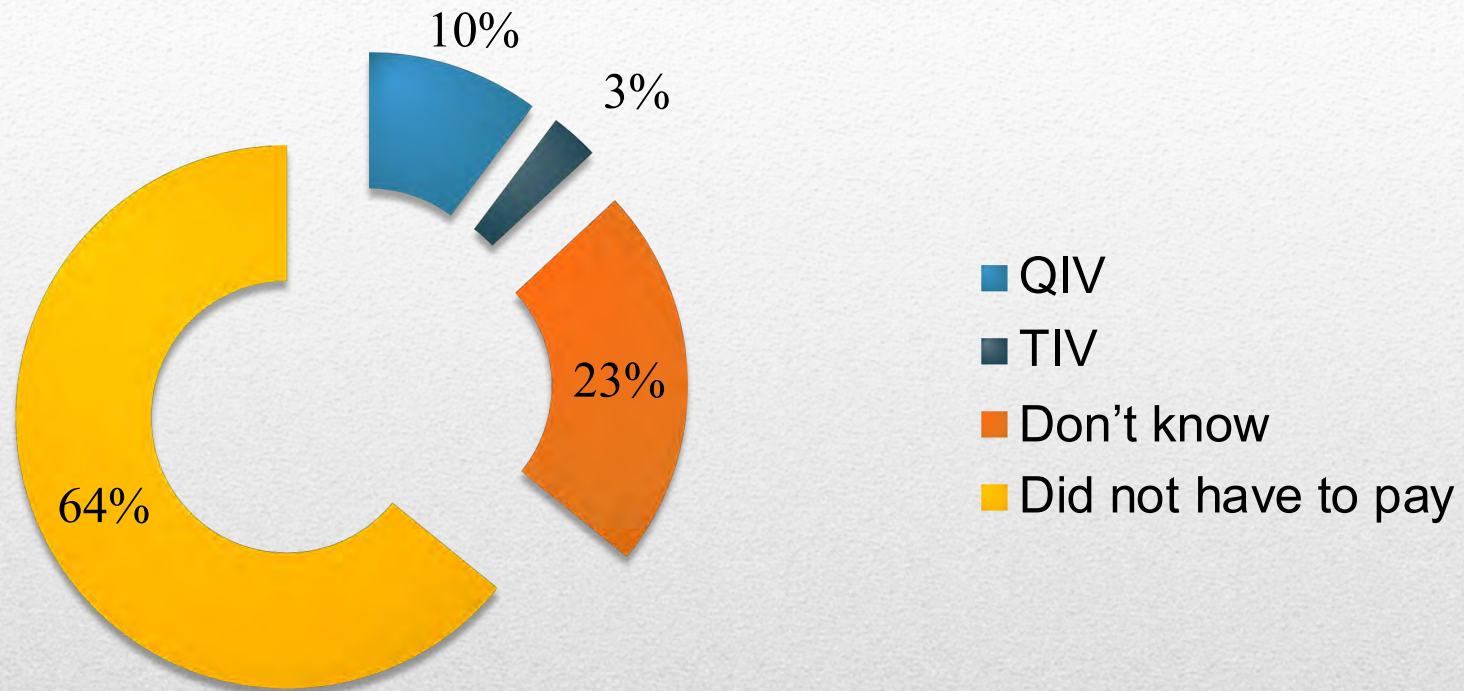
When did you get vaccinated in 2016?



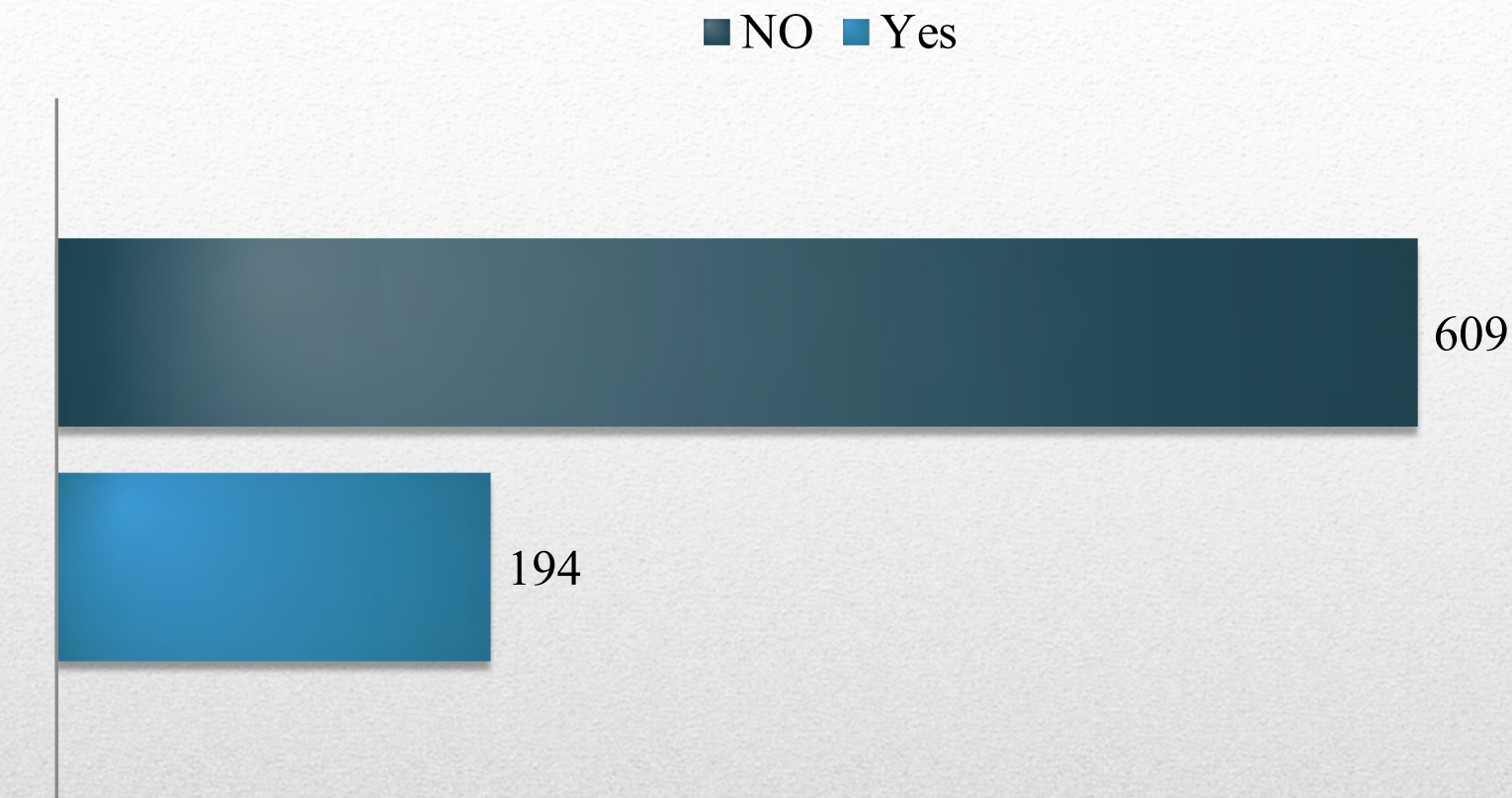
19.7% still plan to have
a flu shot
in the next few weeks

Reasons for **not having a flu shot?**

Sales



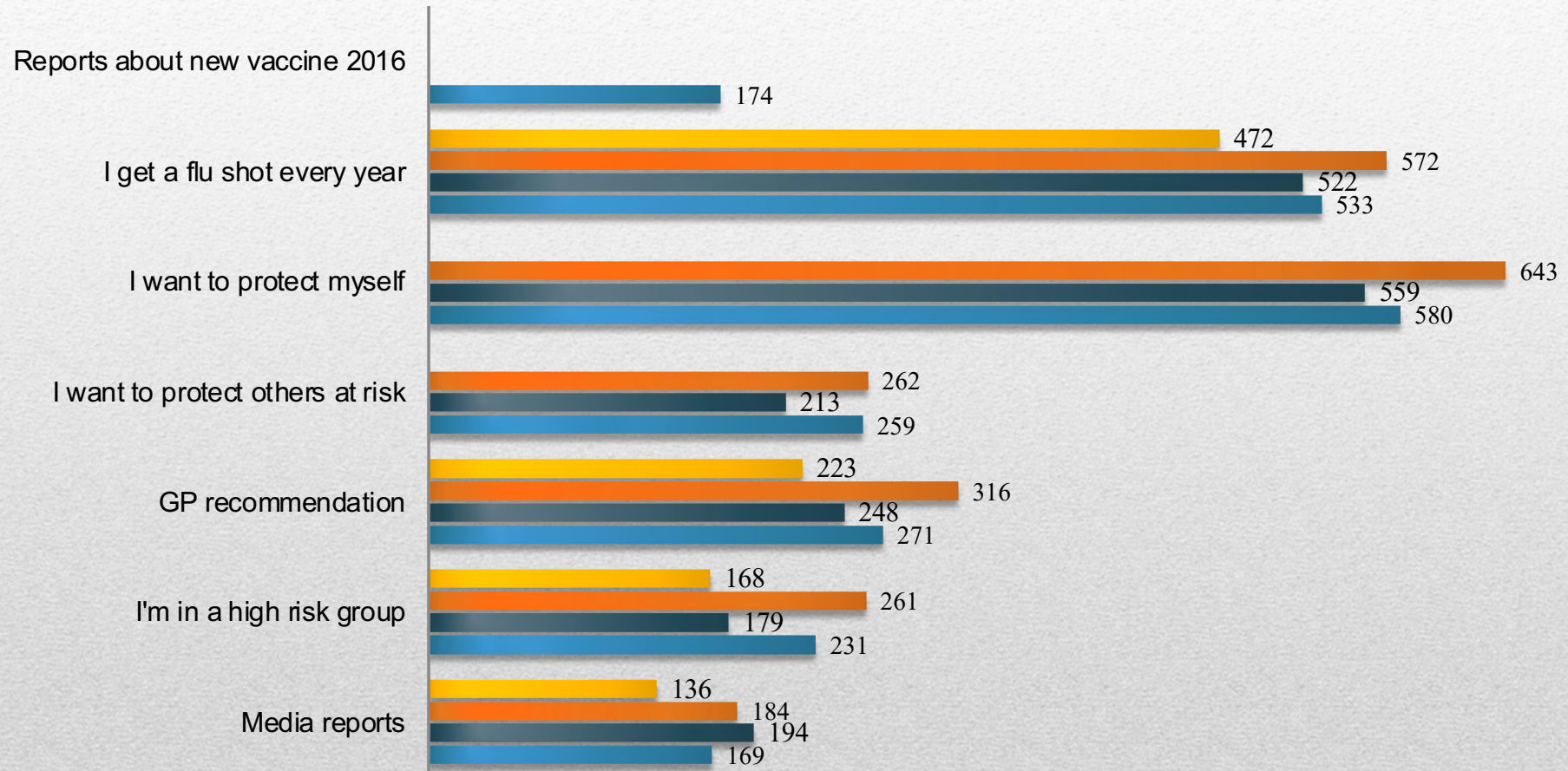
**If you paid for your flu shot –
did you get QIV or TIV?**



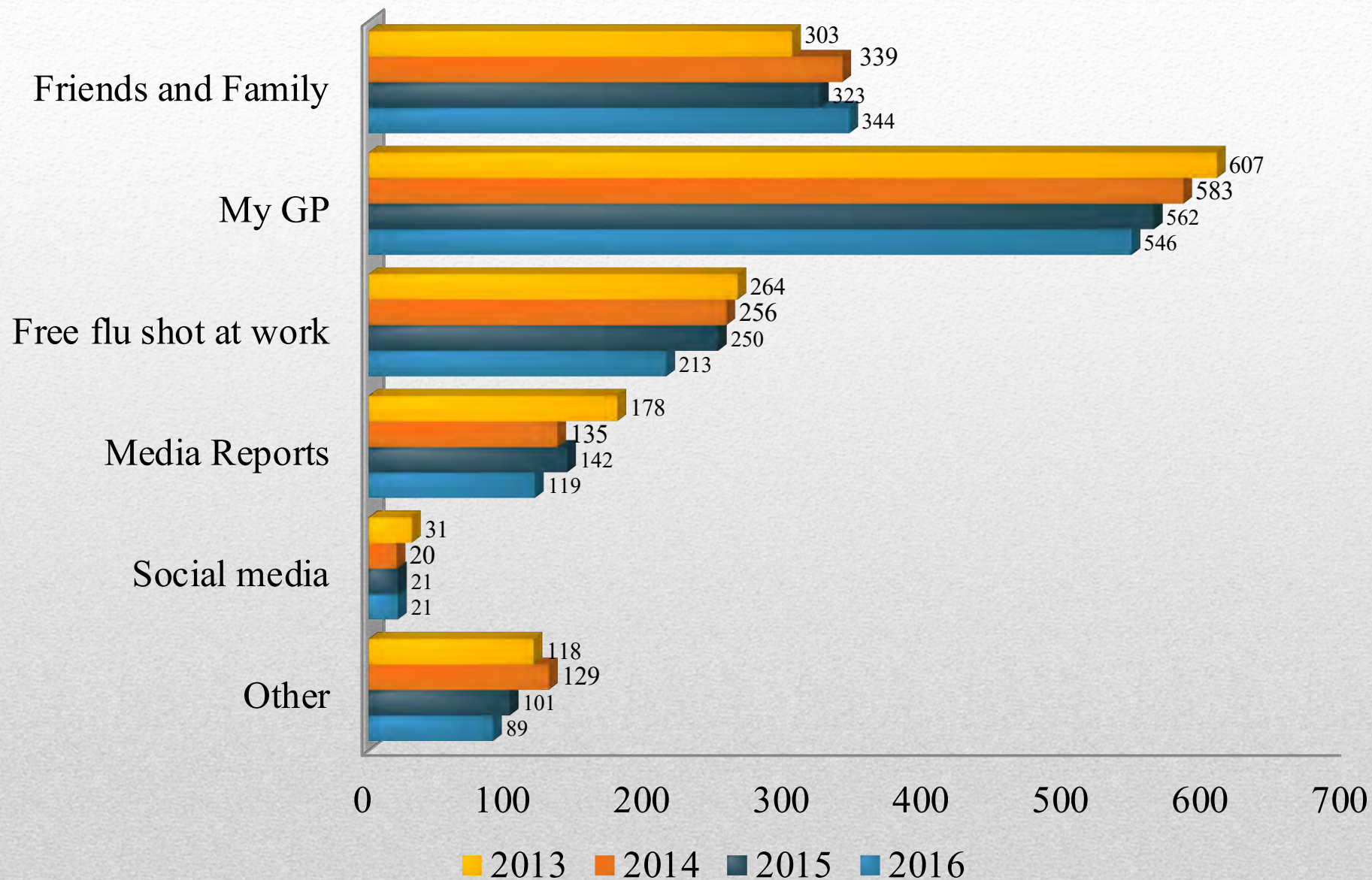
**Was the difference TIV / QIV
explained to you?**

Chart Title

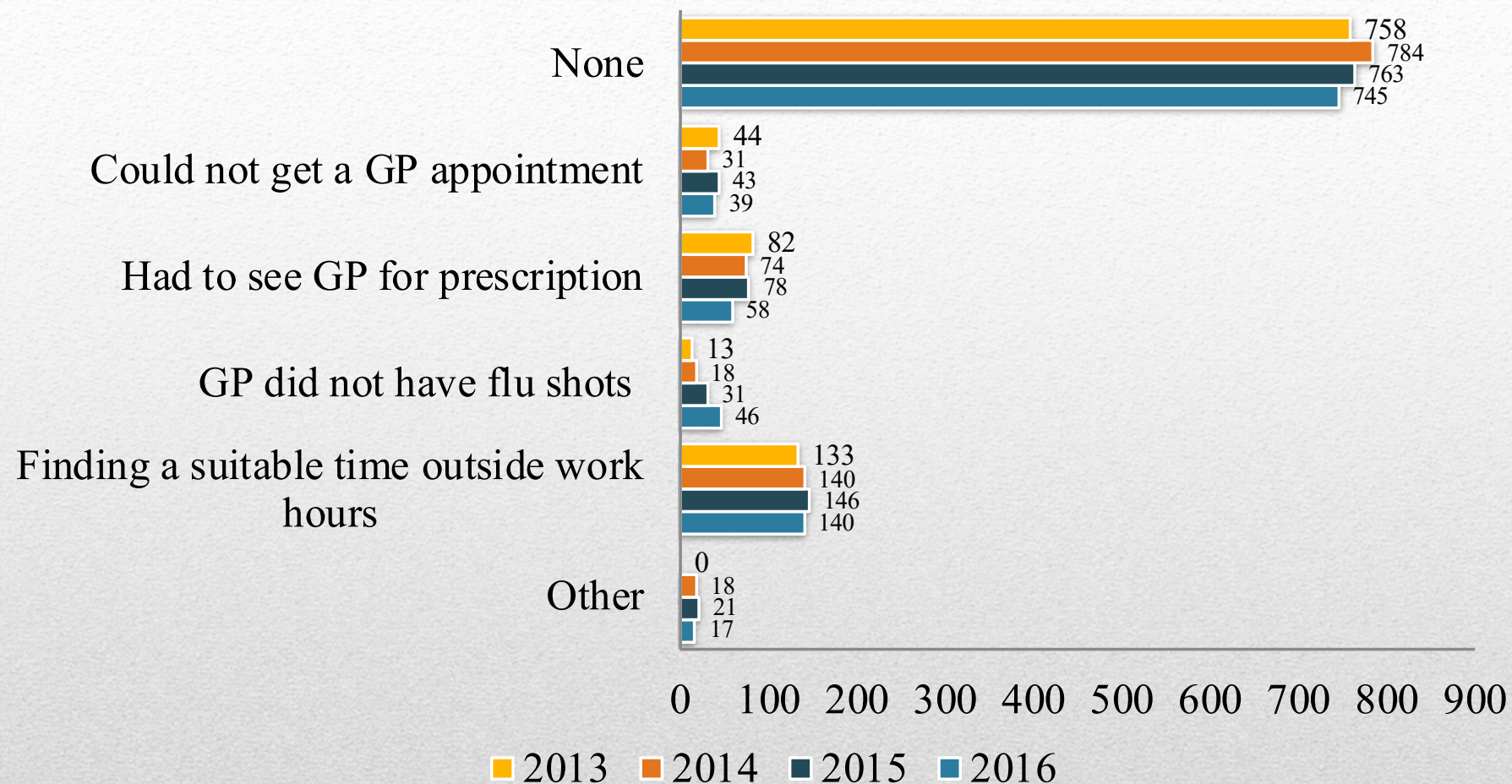
2013 2014 2015 2016



Reasons to get a flu shot



Who influences your decision ?



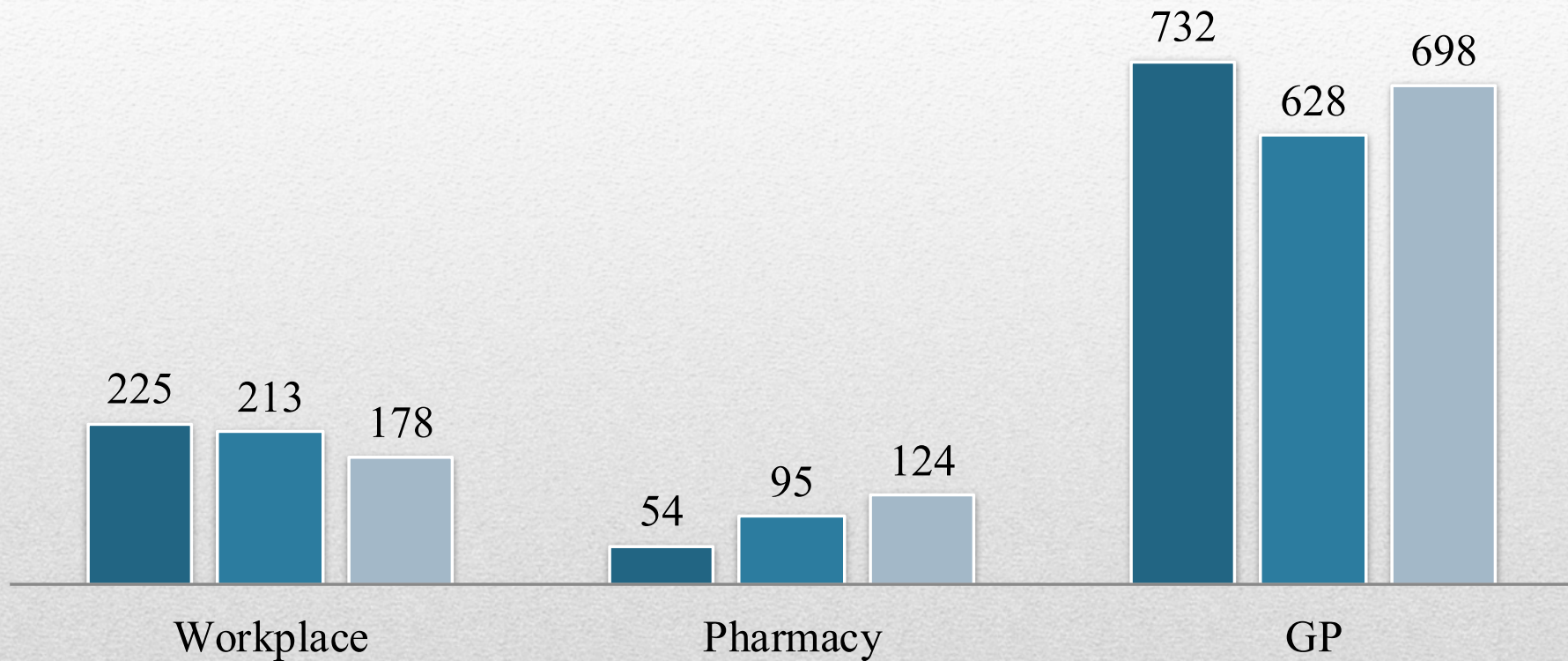
What made it difficult to get a flu shot?

- **25%** of people were not sure when the flu shot would be available
- **75%** of people were confused about the different vaccines (TIV and QIV)

Not sure & confused in 2016

Chart Title

■ 2014 ■ 2015 ■ 2016



Where did you get the flu shot?