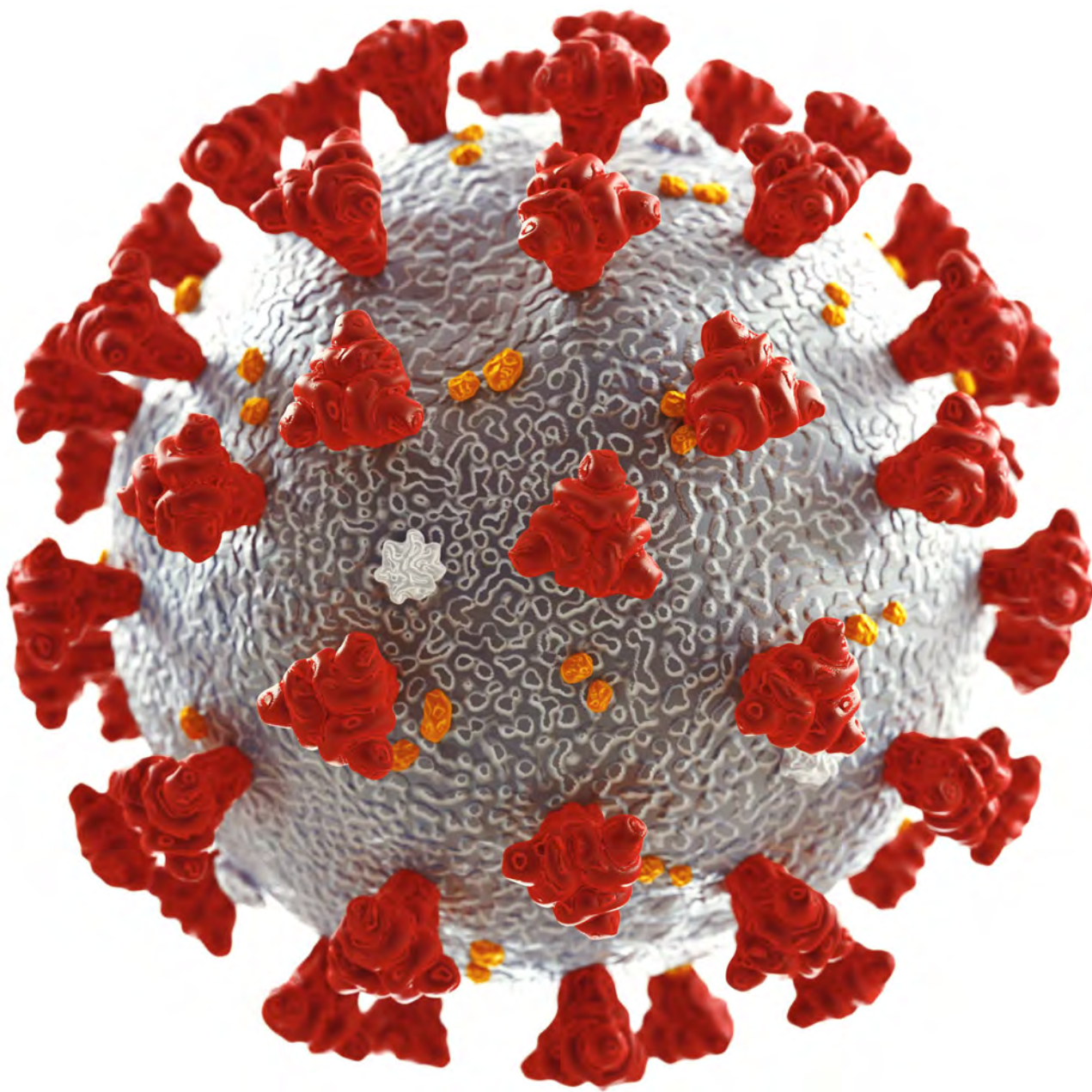




IMMUNISATION
COALITION



Healthcare & Medical Research of the
Australian General Population
August - September 2020

Prepared for
Immunisation Coalition

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Questions

Questions

The questions asked by the Immunisation Coalition in this survey were centred around people's experience with COVID-19 and thoughts about a vaccine.

Questions Included in the Research

1. How concerned are you about COVID-19 in terms of the health and safety of yourself and your family?
2. Have you been tested for COVID-19?
3. If you tested positive, did you self-isolate for 14 days?
4. If you didn't self-isolate for 14 days, how long did you self-isolate for?
5. If there was a vaccine to protect you from COVID-19, what would you do?
6. What would stop you from getting a potential COVID-19 vaccine?
7. What level of side effects would you tolerate from a COVID-19 vaccine?
8. If you were to measure pain and discomfort from side effects of a COVID-19 vaccine, on a scale of 1 (no pain or discomfort) to 10 (severe pain and discomfort), what would be your maximum level of tolerance?
9. What would be your main reason to vaccinate against COVID-19?
10. Since the outbreak of the pandemic, have you or any member of your family, had a consultation with a GP? Was it in-person or using telehealth?
11. Since the outbreak of the pandemic, have you had any of these listed or any other vaccinations?
12. How would you describe your current health status?



Methodology

Methodology

The methodology utilised a very large nationwide sample size, representative of the Australian population, with comprehensive stages of qualitative & quantitative research.

Comprehensive 3-Stage Methodology

1. Focus Groups

- 15 focus groups were conducted (face-to-face, but online in areas under lockdown)
- Each comprised a representative sample of 12 Australians
- Detailed qualitative and specific quantitative information was obtained from this stage
- Each group took on average 92 minutes
- Groups were held in central locations in the below cities (online in those that were under lockdown):
 - Sydney (2) - Brisbane (2) - Adelaide - Canberra - Newcastle - Bendigo
 - Melbourne (2) - Hobart - Perth - Darwin - Toowoomba - Bunbury

2. Telephone Survey

- 1,512 telephone interviews were conducted, predominately amongst older Australians, those with limited vision and those who did not have Internet access
- Detailed quantitative information was obtained from this stage
- Each interview took on average 23 minutes

3. Online Survey

- 23,527 interviews were conducted amongst a representative sample of Australians
- Detailed quantitative information was obtained from this stage
- The survey utilised the latest online technology, where images, audio and video were included for some questions, making the survey interactive and engaging
- Smartphones, tablet computers and PC's were used to undertake the survey
- The survey took on average 21 minutes to complete

Nationwide

- Very large nationwide sample size
- Representative of the Australian population, across all states, territories, cities, regional & rural areas

Comprehensive

- 3-stage methodology
- Qualitative stage:
 - 15 focus groups
 - 12 cities
- Quantitative stage:
 - 25,039 interviews overall
 - 1,512 telephone surveys
 - 23,527 online surveys

Dates

- Data collection took place over the dates:
 - Focus groups 12th to 22nd August
 - Survey 24th August to 4th September

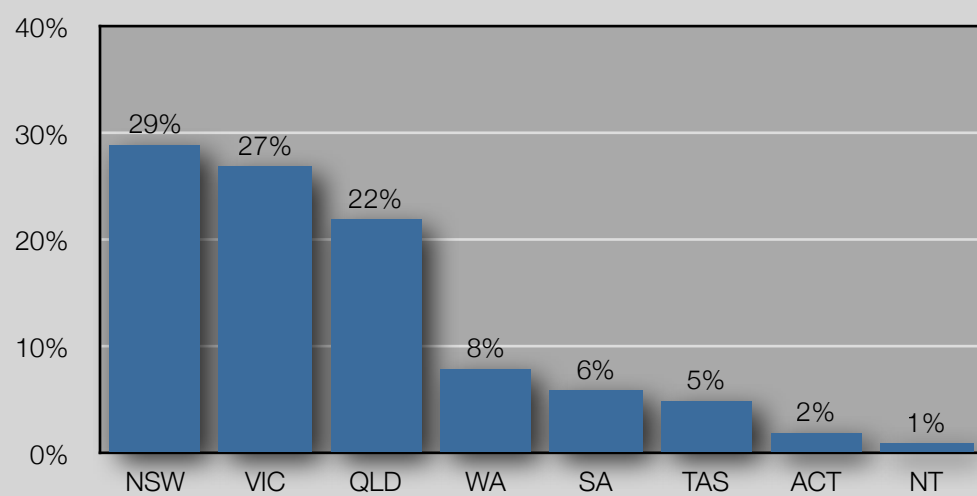
Confidence

- Very high level of statistical confidence across all findings:
 - Between 95-97% for almost all questions

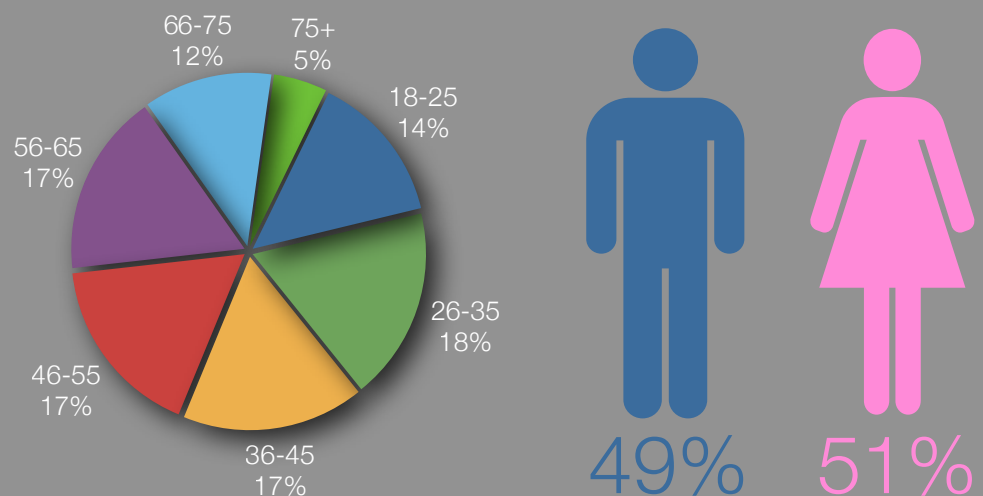
Sample

The sample was representative of the of the Australian population, across major demographic, geographic and socio-economic factors.

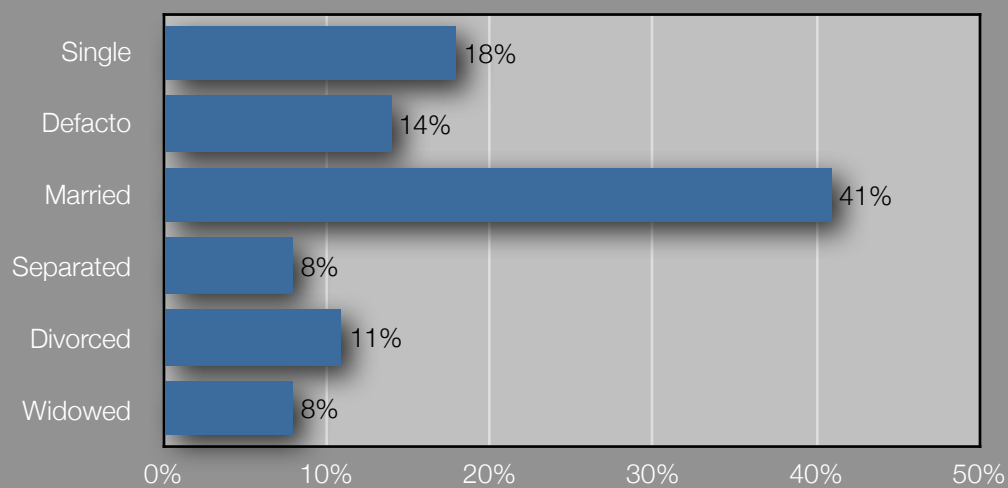
Geographic Coverage



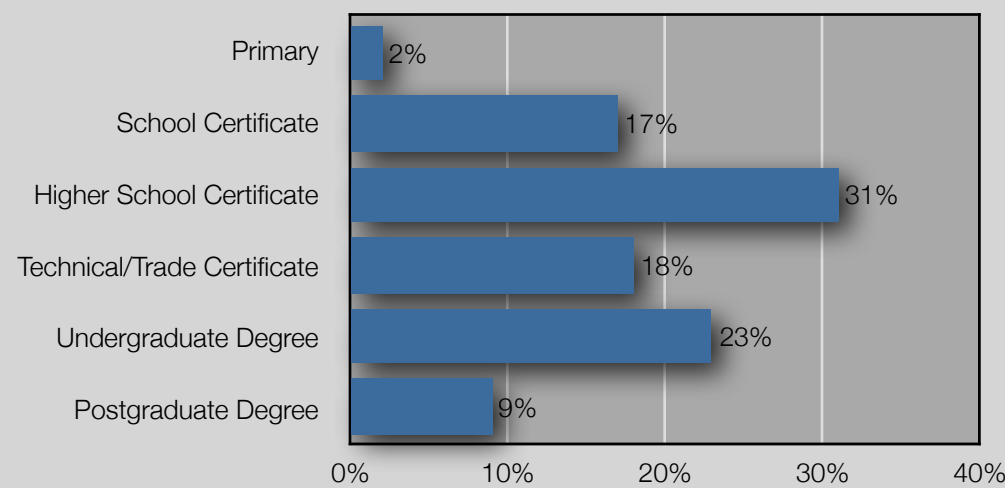
Age & Gender



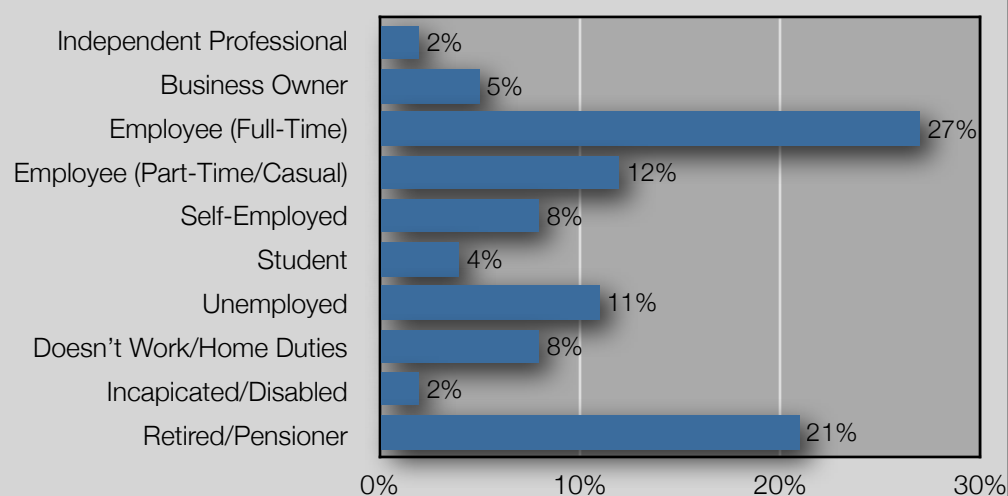
Marital Status



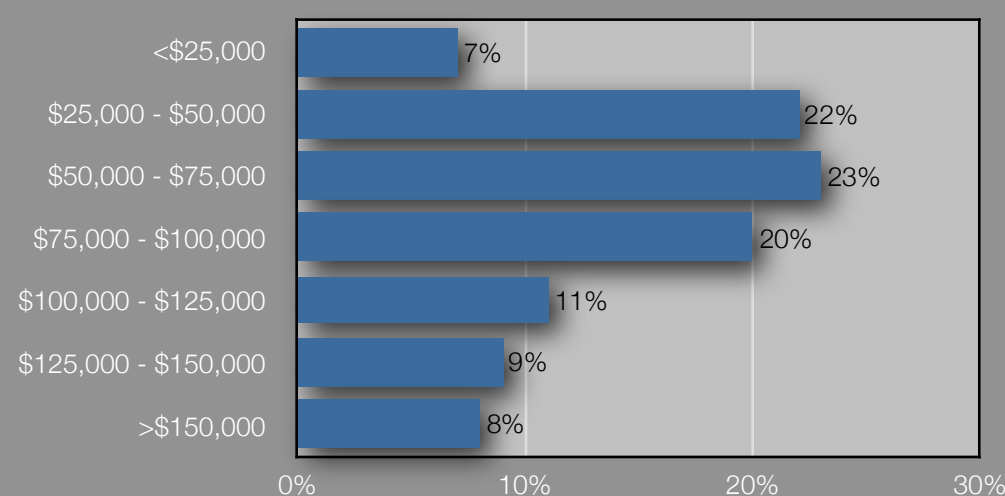
Highest Level of Education



Occupation



Household Income





Findings

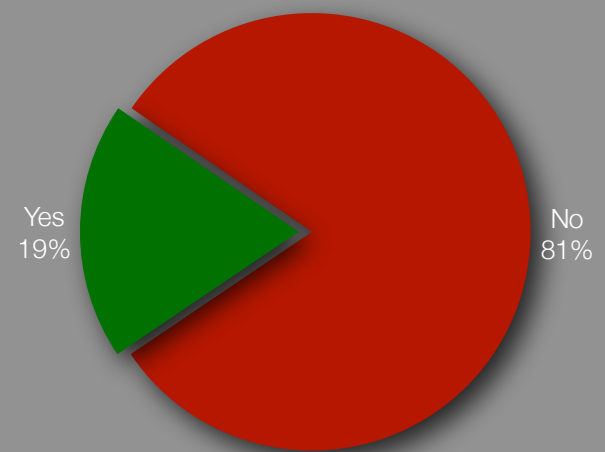
Findings

A summary of the key findings from the questions asked by the Immunisation Coalition are provided below.

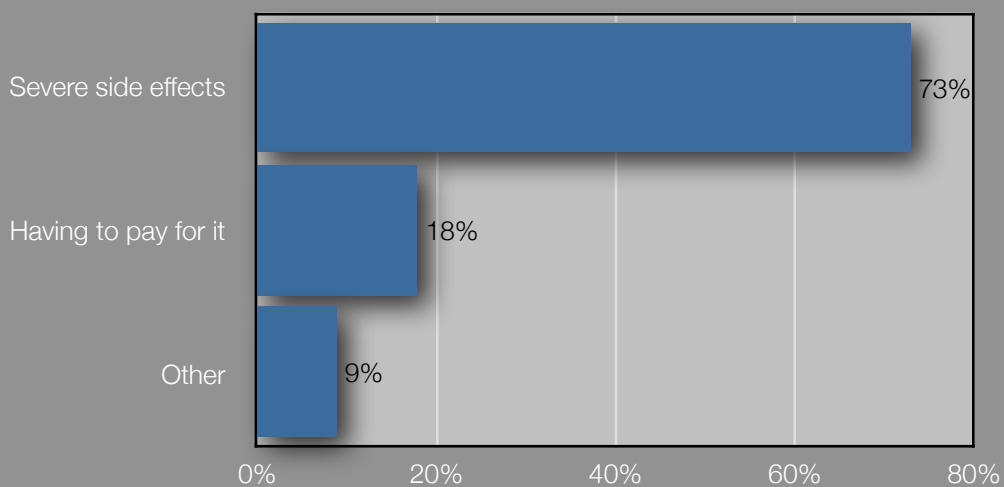
High Level of Concern About COVID-19



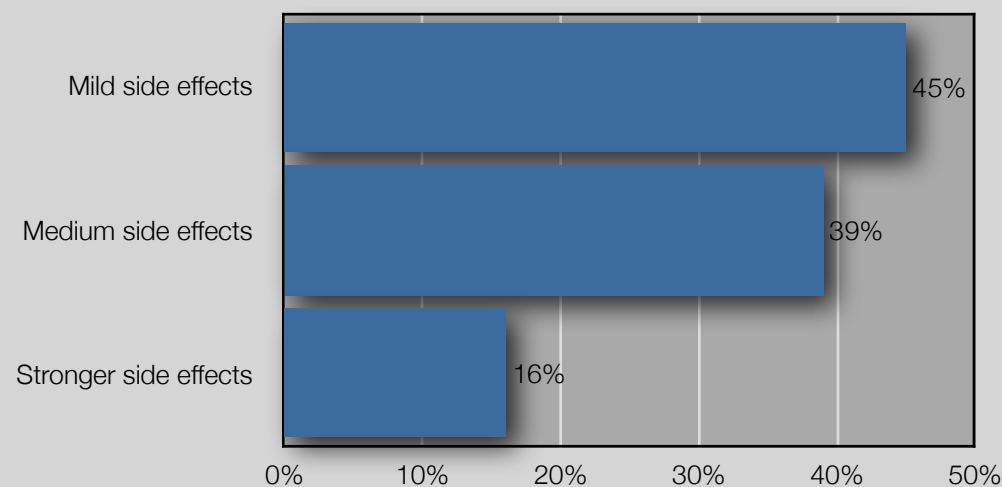
Percentage of Population Tested



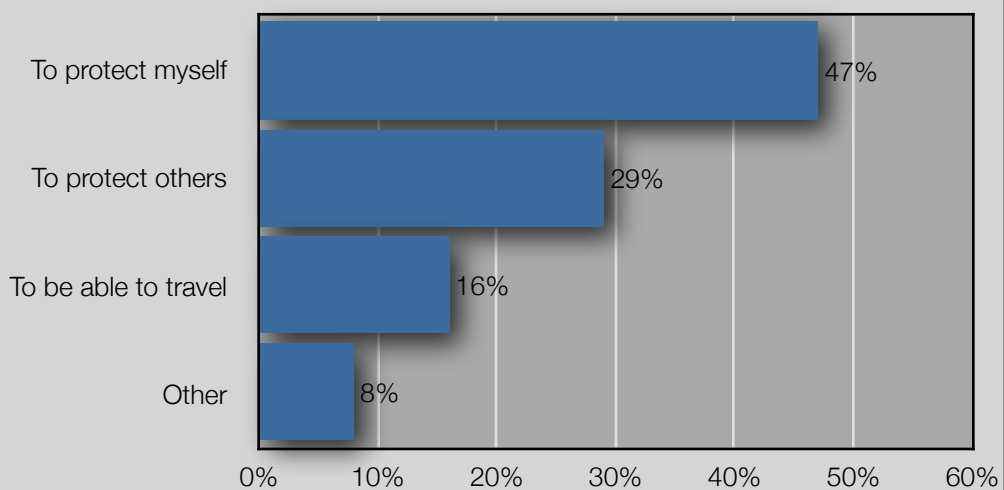
Severe Side Effects Main Concern



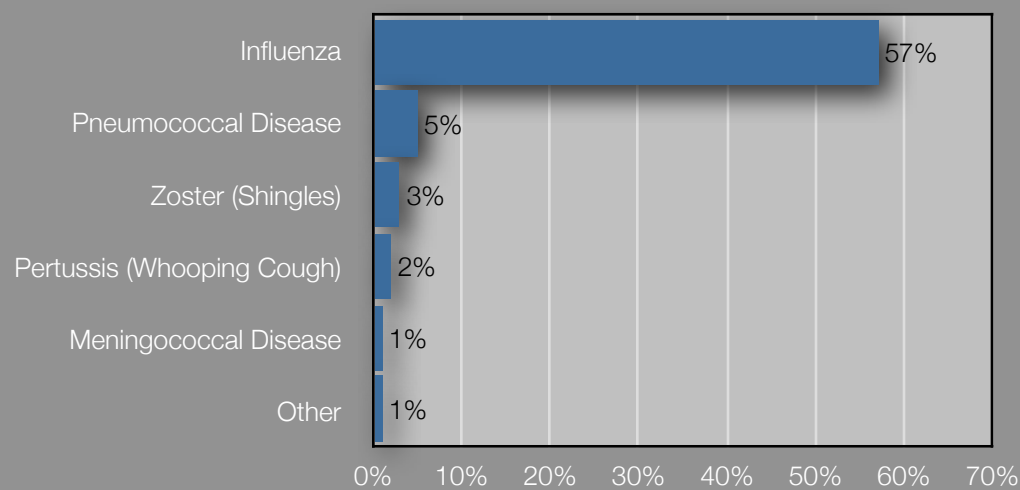
Mild to Medium Side Effects Tolerated



Protect Oneself & Others Main Reason



High Influenza Vaccination Since Outbreak

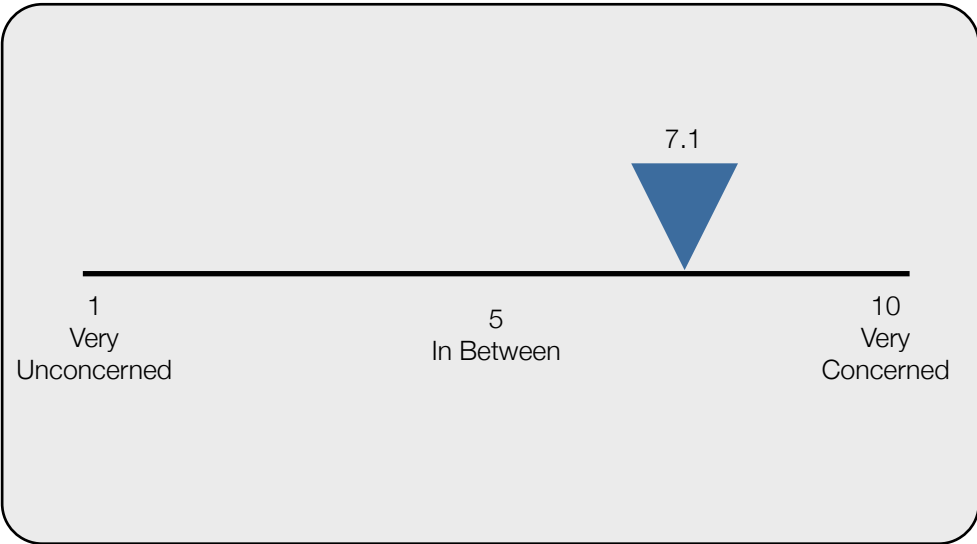


High Level of Concern About COVID-19

How concerned are you about COVID-19 in terms of the health and safety of yourself and your family?

Mild to medium level of side effects tolerated

- The population were asked how concerned they are about COVID-19 in terms of the health and safety of themselves and their family, using a scale of 1 (very unconcerned) to 10 (very concerned), where across the population 7.1 was the average response, indicating a high level of concern, as illustrated in the chart below.
- Across demographic, geographic and socio-economic factors, noticeable differences were found, namely:
 - Younger Australians (18-35) had a lower level of concern (6.1) compared to those aged >36 (7.9)
 - Women overall had a higher level of concern (7.4) compared to men (6.8)
 - Those in rural areas had the lowest level of concern (5.9) followed by regional areas (6.8) and those in cities had the highest level of concern (7.4)
 - Those from lower socio-economic backgrounds with household income <\$50,000pa had a higher level of concern (7.4) compared to those with household income >\$50,000pa (6.8)



Level of concern in terms of health & safety of yourself & family

Commensurate with qualitative research findings

- The findings from the telephone and online surveys (quantitative research) were commensurate with those from the preceding focus groups (qualitative research) where the reasoning for the level of concern across the population was explored.

"I would say 6 on the scale because I'm relatively young and healthy so the virus wouldn't affect me too badly if I caught it plus my family are in Singapore and they are quite safe from it."
Avril, 31, Accountant, Red Hill (Brisbane) QLD

"To be honest I'm not too worried so I'll say 5, here in Western Australia the virus is all under control and Bunbury would have to be one of the safest places in Australia to be and all my family is here."
Rodney, 43, Depot Manager, Bunbury, WA

"Personally, I think it's all blown out of proportion and I'm not very worried at all so I say 4."
Michael, 36, IT Consultant, Macquarie Park (Sydney) NSW

"8 because more is being discovered about what the coronavirus can do to the body in the longer-term and it's really frightening."
Pamela, 77, Retiree, Toowoomba, QLD

"9 is my answer, as you know I'm in Melbourne and we are in a severe lockdown, my husbands and sons work has disappeared and it's affecting our mental health very badly, plus being an asthmatic, I'm very worried that if I got COVID-19 I may not survive."
Helen, 59, Home Duties, Sunshine West (Melbourne) VIC

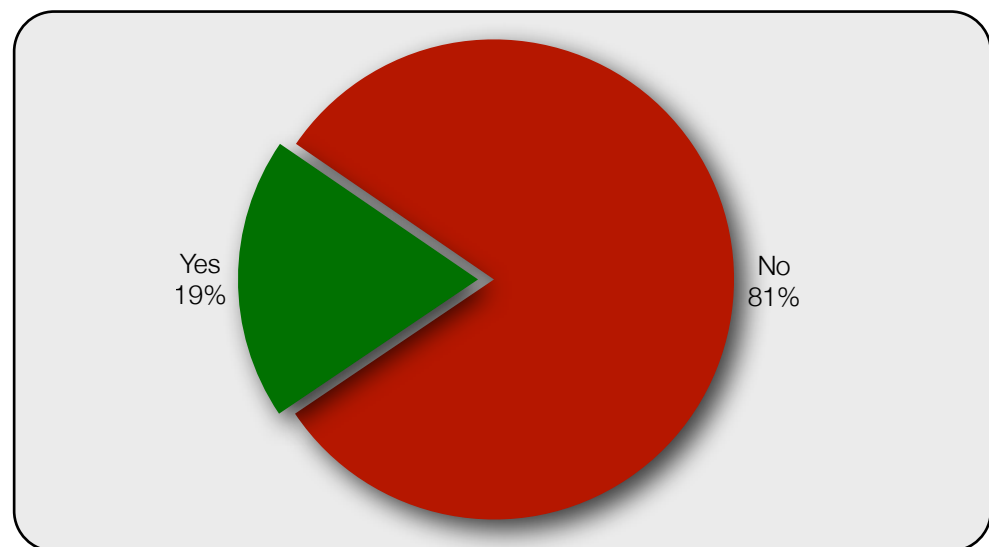
"I choose 8 because I have been working in the cruise industry and if it wasn't for job keeper I would be unemployed, which still may happen in the next few months, so with work stress and having parents in their 70s it is extremely concerning to me."
Nicole, 38, Partnerships Manager, Strathfield (Sydney) NSW

19% Tested, Highest in VIC & NSW

Have you been tested for COVID-19?

Those tested predominately in the major states and cities

- The percentage of the overall population who responded that they have been tested for COVID-19 was 19%, where:
 - Those who stated they have a chronic illness in a subsequent question, had the highest response of any segment, where 25% answered “Yes” to having had a COVID-19 test
 - In terms of age, those aged 36-45 had the highest level of testing (23%), followed by 26-35 (21%), those aged 66-75 had the lowest (15%)
 - Those in cities were higher (21% average) than those in regional and rural areas (14% average)
 - Women were higher than men, 20% compared to 17%



Have you been tested for COVID-19?

“Yes, I had one about two months ago when there was known to be cases in my area and I felt a bit flu-like, luckily I didn’t have it.”
Gianluca, 44, Electrician, South Melbourne (Melbourne) VIC

“I have asthma and rheumatoid arthritis where I take medications that lower my immunity, so I’m at a high risk if I get the virus, so I got tested quickly when I felt unwell.”
Christine, 57, Bursary Manager, Rosetta (Hobart) TAS

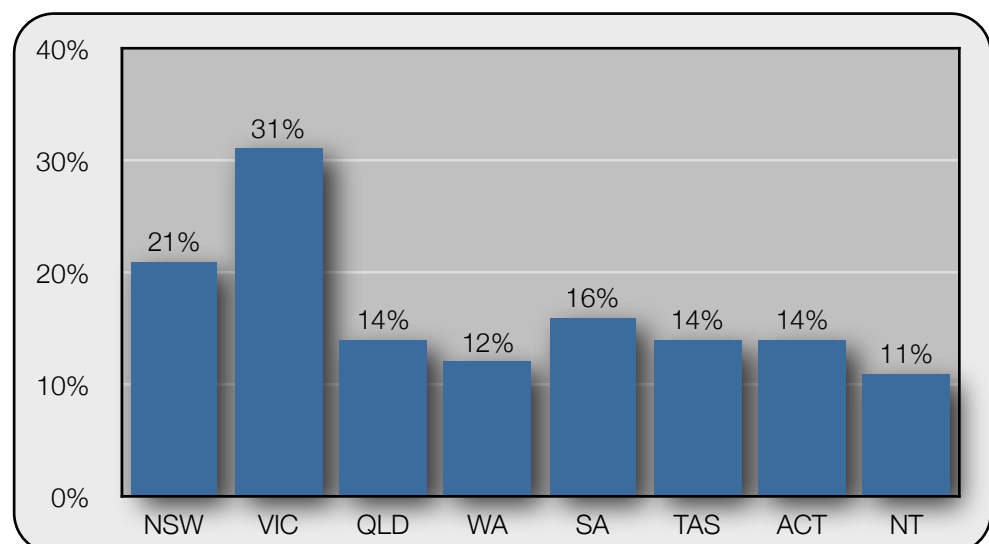
“I was going to get one because I woke up with a sore throat a few weeks ago, but then I thought I should wait a day to see if it got better or worse, it got better and I didn’t feel too bad so I didn’t get the test and just put it down to small cold or something.”
Theresa, 21, Student, Winthrop (Perth) WA

VIC & NSW highest rates of testing

- In terms of the population who have been tested across the states and territories:
 - VIC had the highest rate, where 31% said they had been tested, followed by NSW with 21%
 - NT had the lowest rate, where 11% said they had been tested, followed by WA with 12%

“It’s scary here plus we are all encouraged to get tested, so my wife and I did it more for peace of mind.”
Thomas, 52, Geologist, Fawkner (Melbourne) VIC

“I haven’t felt concerned about it at all, the area I live in hasn’t had any cases and I don’t mix with many people outside of my family or close friends and I haven’t felt unwell, so I haven’t had a test, but if I felt like I had the flu or other symptoms that the coronavirus has, then I would get tested very quickly.”
Hedieh, 39, Technician, Tasmore (Adelaide) SA



Those tested for COVID-19 by State & Territory

Majority Sick With COVID-19 at Home

If you tested positive, did you self-isolate for 14 days?

0.34% of Population Tested Positive

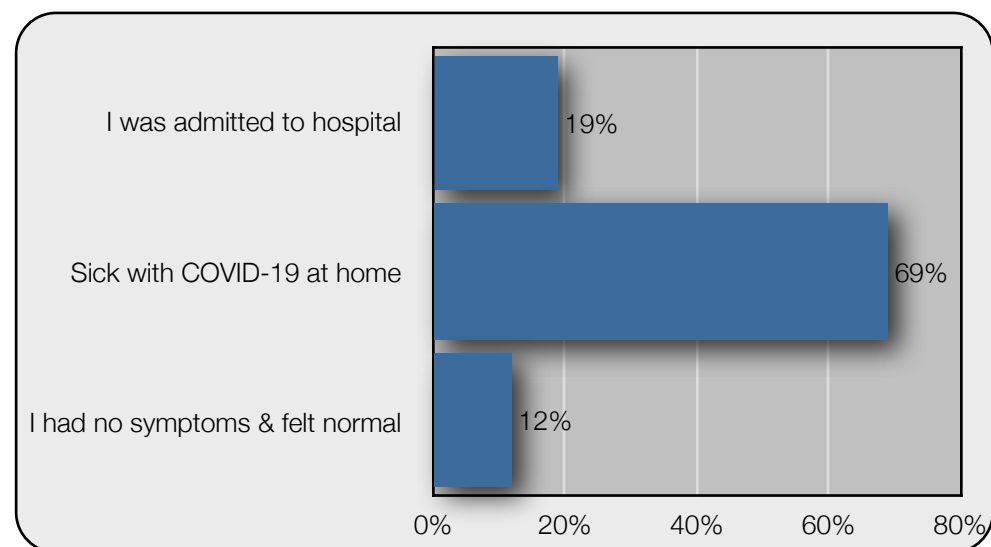
- Of the population, 0.34% (86 participants) said they had tested positive to COVID-19, where:
 - Age was the main demographic factor, with 27% aged 26-35 and 24% aged 18-25
 - The main geographic factor was the state or territory, with the highest from VIC (74%) followed by NSW (15%)
 - Household income was the main socio-economic factor, where 64% of those who tested positive coming from a household with annual income <\$75,000

Majority sick with COVID-19 at home

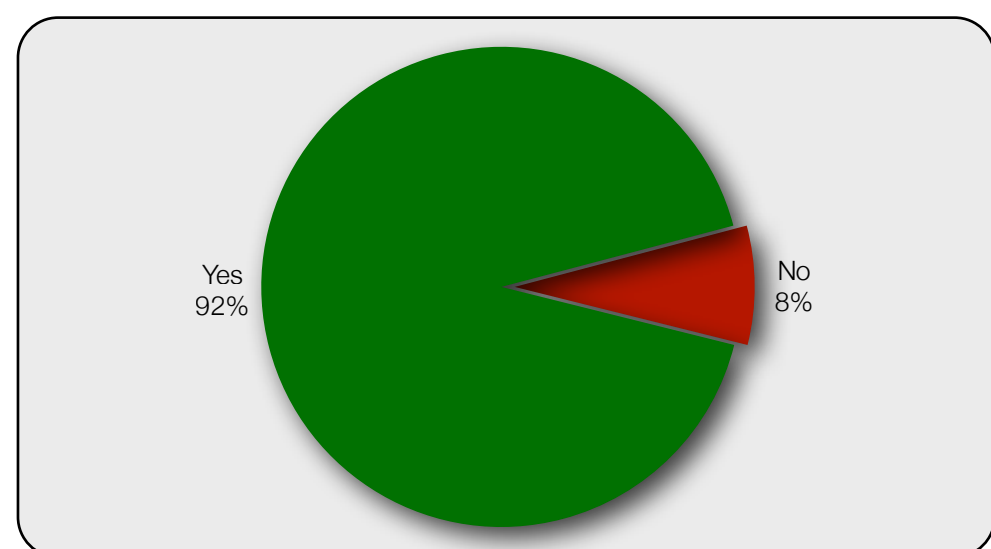
- In a sub-question, those who tested positive for COVID-19 were asked what happened after they tested positive, where:
 - 69% answered "Sick with COVID-19 at home"
 - 19% answered "I was admitted to hospital"
 - 12% answered "I had no symptoms and felt normal"

Majority self-isolated for 14 days or more

- In another sub-question, those who tested positive for COVID-19 were asked if they self-isolated for 14 days, where 92% answered "Yes"
- Those who answered that they did not self-isolate for 14 days were asked how long they self-isolated for, where the majority answered that they self-isolated for 18-21 days.



If you tested positive, what happened?



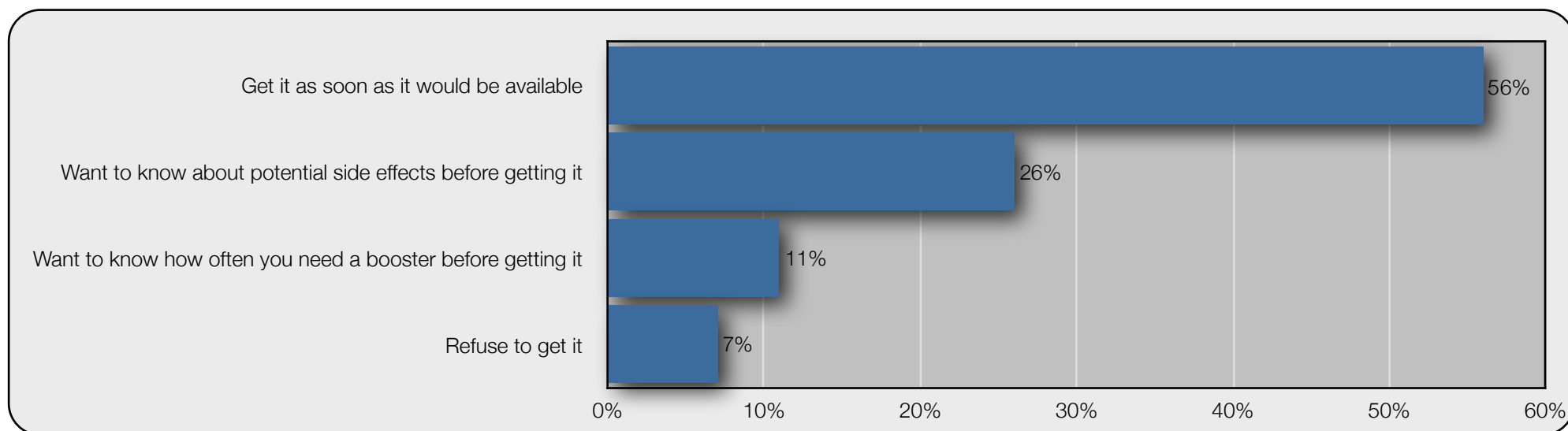
If you tested positive, did you self-isolate for 14 days?

Get it as Soon as it Would be Available

If there was a vaccine to protect you from COVID-19, what would you do?

Majority would get a COVID-19 vaccine as soon as it would be available

- The population were asked from 4 options, if there was a vaccine to protect you from COVID-19, what would you do? where:
 - The majority, 56% responded “get it as soon as it would be available”
 - The next highest response was “want to know about potential side effects before getting it”, accounting for 26% of responses
 - 11% of responses were for “want to know how often you need a booster before getting it”
 - The lowest level of responses were for “refuse to get it” as stated by 7% of the population



If there was a vaccine to protect you from COVID-19, what would you do?

Middle aged and elderly highest proportion to get it as soon as available

- Commensurate with the qualitative research findings, middle aged and elderly segments of the population had the highest incidence of responding “get it as soon as it would be available”:
 - 59% of those aged 36-55; 63% of those aged 56-65 and 66% of those aged >66 gave this response

Younger to middle aged and women want to know about potential side effects

- Also commensurate with the findings from the qualitative research, the highest responses to “want to know about potential side effects before getting it”, were those aged 26-45 (32%) and women 46-55 (31%).

Incidence of needing a booster & refusing to get a vaccine

- The segment with the highest response (14%) of wanting to know how often a booster would be needed before getting a vaccine, were women aged 36-55.
- Young men aged 18-35 had the highest incidence of responding that they would refuse to get a vaccine, with 10% of this segment giving this response.

Severe Side Effects Main Concern

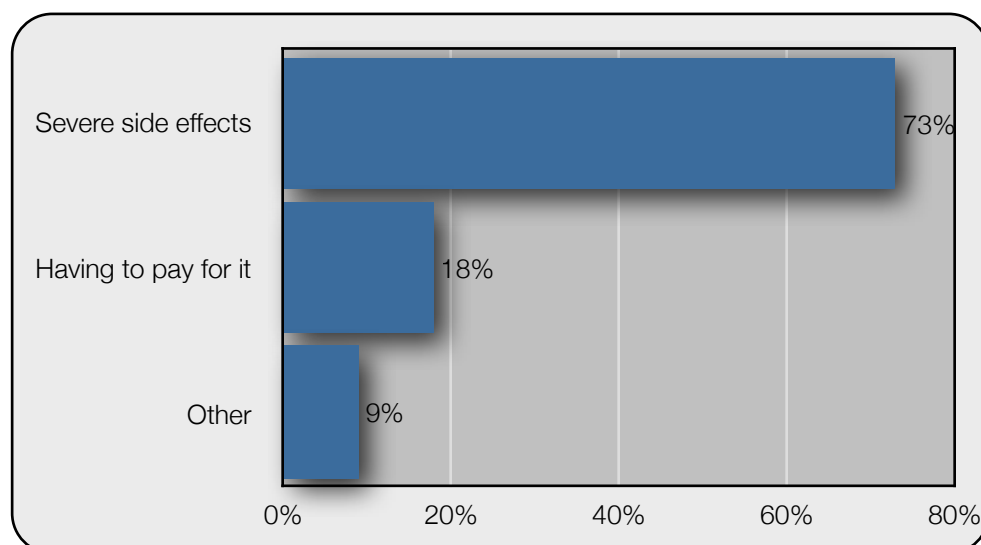
What would stop you from getting a potential COVID-19 vaccine?

Severe side effects clearly the main concern

- The main factor that would stop Australians from getting a potential COVID-19 vaccine is “severe side effects” stated by 73% of the population, as illustrated in the chart below, where:
 - Overall women were more concerned about side effects than men, particularly those aged 26-45 where 86% of this group gave this as their response

“Mild side effects like the flu vaccine, where you feel like you get the flu a day or two after having it would be acceptable, but anything more than that would be a concern and may stop me.”
Julie, 42, Physiotherapist, Marrickville (Sydney) NSW

“Yes, severe side effects would stop me from getting it, I am dubious about how a completely new vaccine can be developed so quickly for a completely new virus safely, so any mention of severe side effects would put me off it.”
Angela, 37, Sales Manager, Nudgee Beach (Brisbane) QLD



What would stop you from getting a potential COVID-19 vaccine?

Having to pay for it a concern for men from lower socio-economic backgrounds

- Having to pay for the vaccine was given as a response by 18% of the population.
- The main group who gave this response were:
 - Men, predominately from lower socio-economic backgrounds with household income <\$50,000pa, having lower levels of education and typically aged 55+, where 24% of this group gave this response

“I’d be concerned about having to pay for it the most, it is sure to cost a fair amount and I’m struggling as it is.”
Gerry, 61, Unemployed, Adamstown (Newcastle) NSW

“I don’t see how the governments can afford to pay for everyone to get this vaccine if it’s made, I think we will all end up having to pay and at my age that’s more of a concern than any side effects.”
Paul, 77, Retired, Oaklands Park (Adelaide) SA

Where vaccine is developed & manufactured

- 9% of the populations responses were for “other” concerns that would stop them from getting a potential COVID-19 vaccine, of these the most common were:
 - Which country the vaccine was developed or manufactured in, accounted for 47% of the “other” responses, with many stating that if it was developed or manufactured in China that would stop them
 - 23% of “other” responses were that they would wait a period of time, with 6-12 months the most common period stated, from the release of a vaccine until they got it, to ensure it was effective and safe
 - 11% of “other” responses concerned the advice from their GP or specialist, where if they were advised it was not suitable for them, that would stop them from getting it

Mild to Medium Side Effects Tolerated

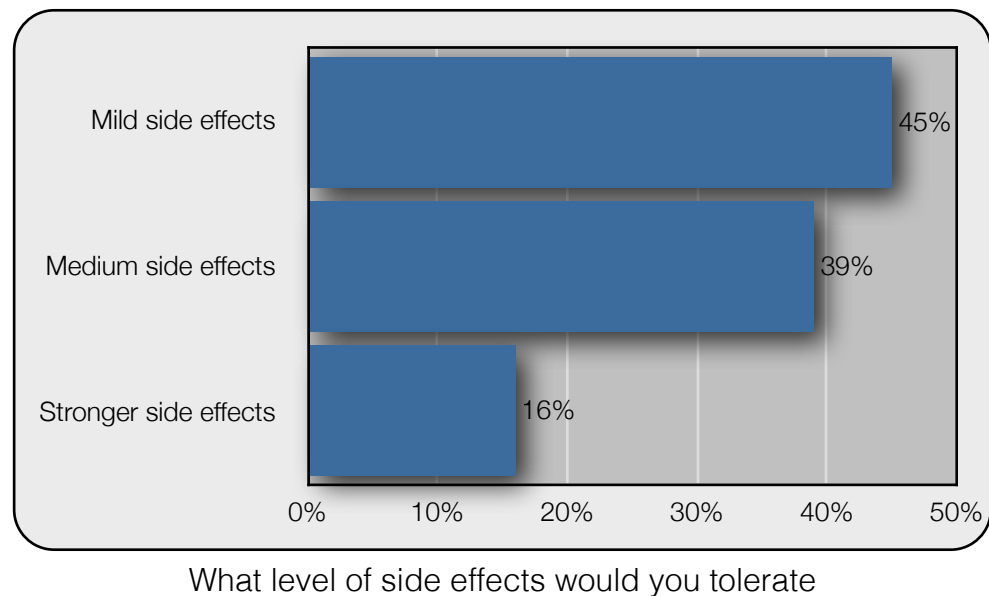
What level of side effects would you tolerate from a COVID-19 vaccine?

Mild to medium level of side effects tolerated

- The population was asked what level of side effects they would tolerate from a COVID-19 vaccine, from 3 options, being:
 - Mild side effects (little redness on the arm and/or mild pain on the injection site for half a day or so)
 - Stronger side effects (like a headache for a mild fever)
 - Stronger side effects (fever and/or headache for a couple of days)
- The overall results are illustrated in the chart below, showing that “mild side effects” received the largest response by 45% of the population, followed by “medium side effects” 39% and “stronger side effects” 16%.
- Interestingly, across the population there were minimal differences across demographic, geographic and socio-economic factors to the responses given.

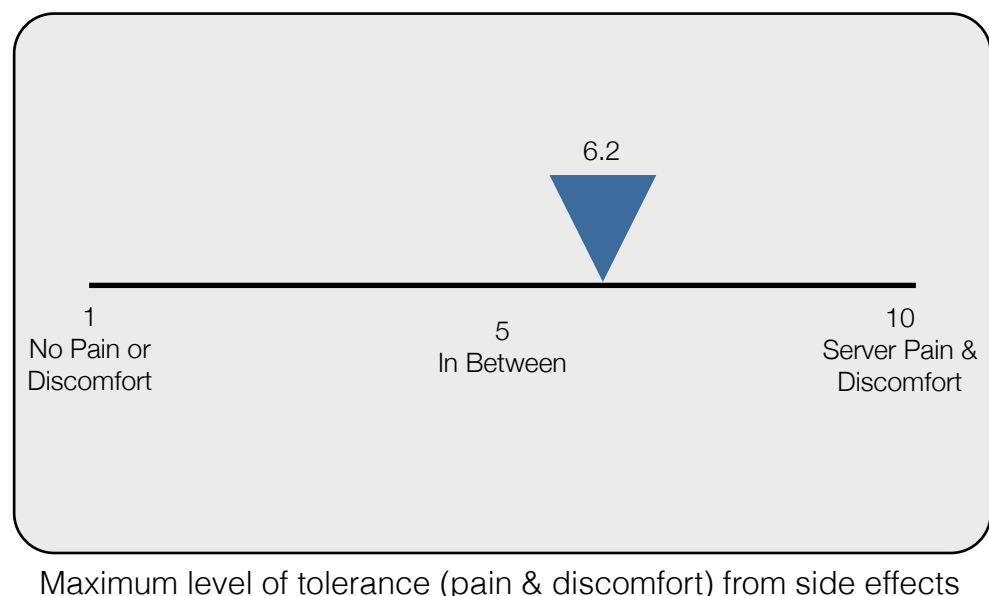
“Mild to medium is what I think, I would be prepared to put up with stronger side effects, but if that’s what the vaccine gave, then I’d be a bit more sceptical about it.”
Jacob, 25, Student, Ferryden Park (Adelaide) SA

“Medium is my preferred thought, if they were mild then that would be even better, but if they were strong like you say a fever or headache for a couple of days, then that would make me concerned about how safe this vaccine really is and what it could do to my body in the longer term.”
Rose, 53, Editor, Ashwood (Melbourne) VIC



Slight pain and discomfort would be tolerated

- In a sub-question, the population were asked if they were to measure pain and discomfort from side effects of a COVID-19 vaccine, on a scale of 1 (no pain or discomfort) to 10 (severe pain and discomfort), what would be their maximum level of tolerance, where as illustrated in the chart opposite:
 - 6.2 was the average across the population
 - Gender was a slight differentiator, with men having a slightly higher average (6.3) compared to 6.1 for women



Protect Oneself & Others

What would be your main reason to vaccinate against COVID-19?

To protect oneself and others are the main reasons

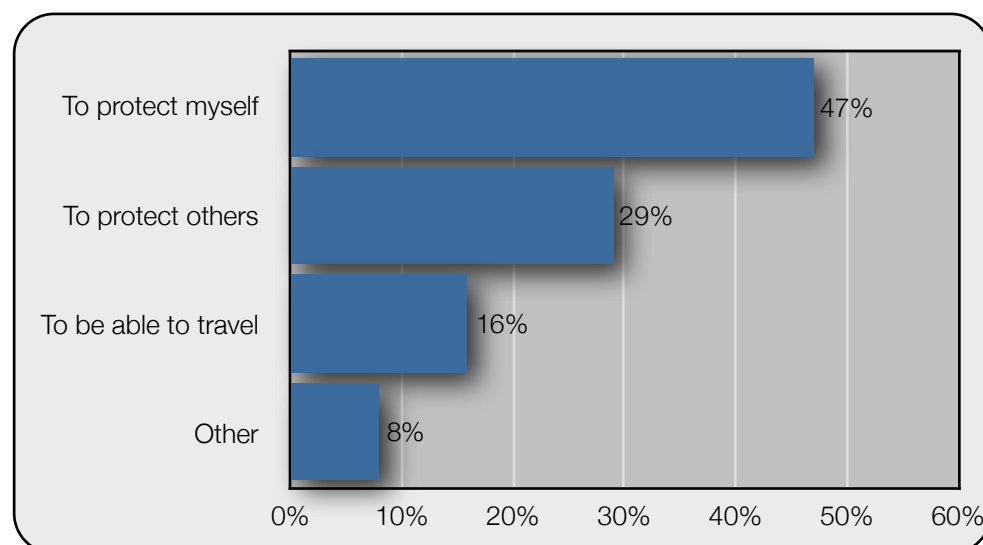
- The main reason for Australians to vaccinate against COVID-19 was found to be “to protect myself” stated by 47% of the population, followed by “to protect others” 29%; “to be able to travel” 16% and 8% of responses were for “other” reasons, as illustrated in the chart below.
- Gender was found to be the main differentiator between responses where:
 - Men had a higher response to “to protect myself” with 49% giving this as their response
 - Women had a higher response to “to protect others” with 33% giving this as their response

“To protect myself would be my main reason, I wasn’t too concerned about it but as we learn more about it, I wouldn’t want to get it as the long-term side effects that are being discovered are worrying.”

Ben, 48, Surveyor, Mount Colah (Sydney) NSW

“I would say more to protect others like my parents and grandmother because they are all elderly and COVID-19 could kill them but because I’m young and healthy I may not even know if I had it.”

Alice, 19, Student, Warrane (Hobart) TAS



What would be your main reason to vaccinate against COVID-19?

To be able to travel

- The third main reason given was “to be able to travel” by 16% of the population.
- There was minimal difference across demographic, geographic and socio-economic factors apart from age, where:
 - The youngest age segment (18-25) gave the highest response (21%)
 - The next age segment (26-35) gave the next highest response (19%)

Getting life back to normal, helping the economy and employment

- 8% of the population responded with “other” reasons, where the most common given were:
 - To get life back to normal (33%)
 - To facilitate economic activity (24%)
 - To maintain or gain employment (19%)

“I think we all want this nightmare to go away and have our normal lives again, so that would be my main reason to get it”

Brigitte, 39, Receptionist, Langford (Perth) WA

“The worst problem is the damage to the economy and to jobs, I’m one of the statistics who lost my job, so that would be my reason why people should get a vaccine if one becomes available.”

Christopher, 53, Unemployed, Normanhurst (Sydney) NSW

Consultations With GP's

Since the outbreak of the pandemic, have you or any member of your family, had a consultation with a GP?

Majority have themselves or a family member had a consultation with a GP

- Overall 61% of the population answered “Yes” that they or a family member had a consultation with a GP since the outbreak of the pandemic.
- Those who had the highest incidence of answering “Yes” were:
 - Aged >56: 71% of this age group answered “Yes”
 - Women: 65% of women answered “Yes”
 - Regional & rural areas: 64% of those from regional & rural areas answered “Yes”

“Yes, I have had 2 consultations with my GP since it (pandemic) started and I have another one next week.”

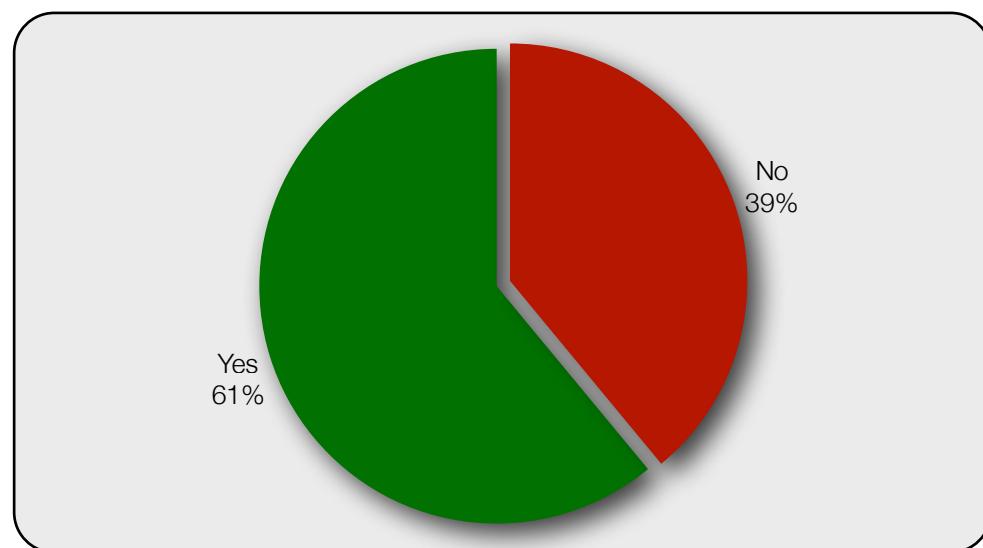
Amanda, 38, Payroll Manager, Rydalmere (Sydney) NSW

“Yes, I have gone once, usually over this length of time I probably would have gone 2-3 times, but I’ve been a bit cautious about going.”

Varsha, 63, Business Owner, Forest Hill (Melbourne) VIC

“I haven’t had one, ordinarily I would have but I put it off because going to the surgery seems one of the most likely places to pick up the virus.”

Sebastian, 47, Harrison (Canberra) ACT



Had a consultation with a GP?

9% of consultations using telehealth

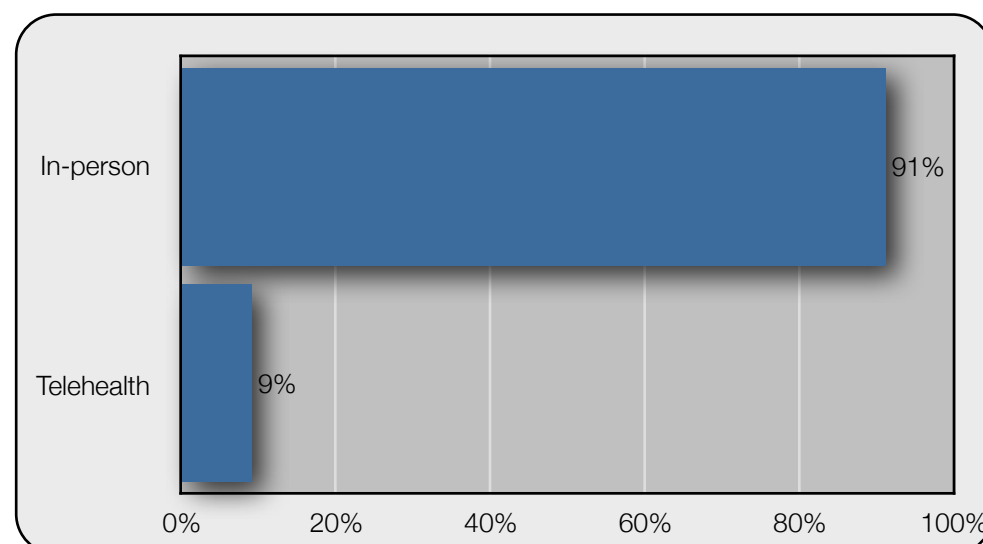
- In a sub-question, asked if the consultation with a GP was in-person or using telehealth, the vast majority (91%) were in-person and 9% were using telehealth, where:
 - Telehealth was highest amongst those aged 36-55 where 13% gave this response
 - Telehealth was higher amongst those from VIC (12%) and NSW (11%)
 - Telehealth was also higher amongst those living in cities (10%) compared to regional & rural areas (8%)

“I don’t think my GP does them (telehealth consultations) because they haven’t been offered to me .”

Janice, 81, Retiree, Killara (Sydney) NSW

“Yes, I’ve had one with my GP and also one with my neurologist, both were just over the telephone not using FaceTime or Zoom.”

Angus, 49, Engineer, Toowoomba, QLD



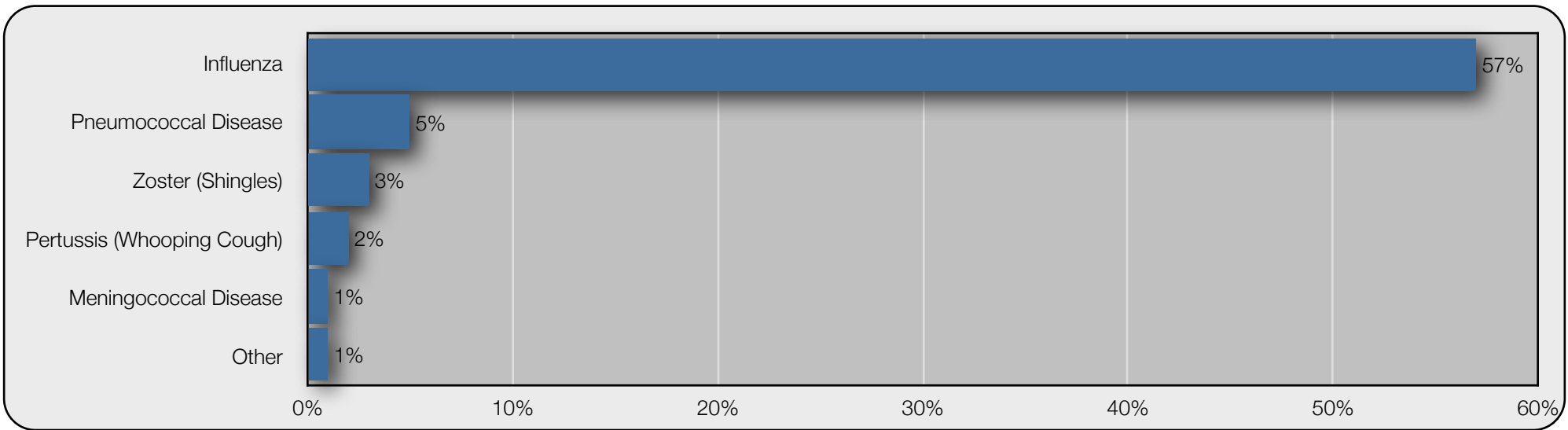
Was your consultation in-person or using telehealth?

Influenza Vaccinations Dominate

Since the outbreak of the pandemic, have you had any of these listed or any other vaccinations?

Influenza vaccinations dominate

- The population were asked, since the outbreak of the pandemic, have they had any of the listed or any other vaccinations, where:
 - Influenza had the highest response, with 57% of the population giving this response
 - Pneumococcal had the second highest response, with 5% of the population giving this response
 - Zoster (shingles) had the third highest response, with 3% of the population giving this response
 - Pertussis (whooping cough) had the fourth highest response, with 2% of the population stating this
 - Meningococcal had the lowest response, with just under 1% of the population stating this
 - 1% of the population answered “other”



Since the outbreak of the pandemic, have you had any of these listed or any other vaccinations?

Commensurate with qualitative research findings

- The findings from the telephone and online surveys (quantitative research) above, were commensurate with those from the preceding focus groups (qualitative research) where the vaccinations that participants stated they have had since the outbreak of the pandemic, were very similar to the findings from the quantitative research.

"I only had the influenza vaccine that was around April or June."
Fahad, 51, Driver, Karalee (Brisbane) QLD

"Myself and all my family had the influenza vaccination this year because we were worried about getting the flu with the coronavirus around and aso I deal with the general public in a pharmacy so I needed the extra protection."
Angela, 56, Pharmacy Assistant, Bella Vista (Sydney) NSW

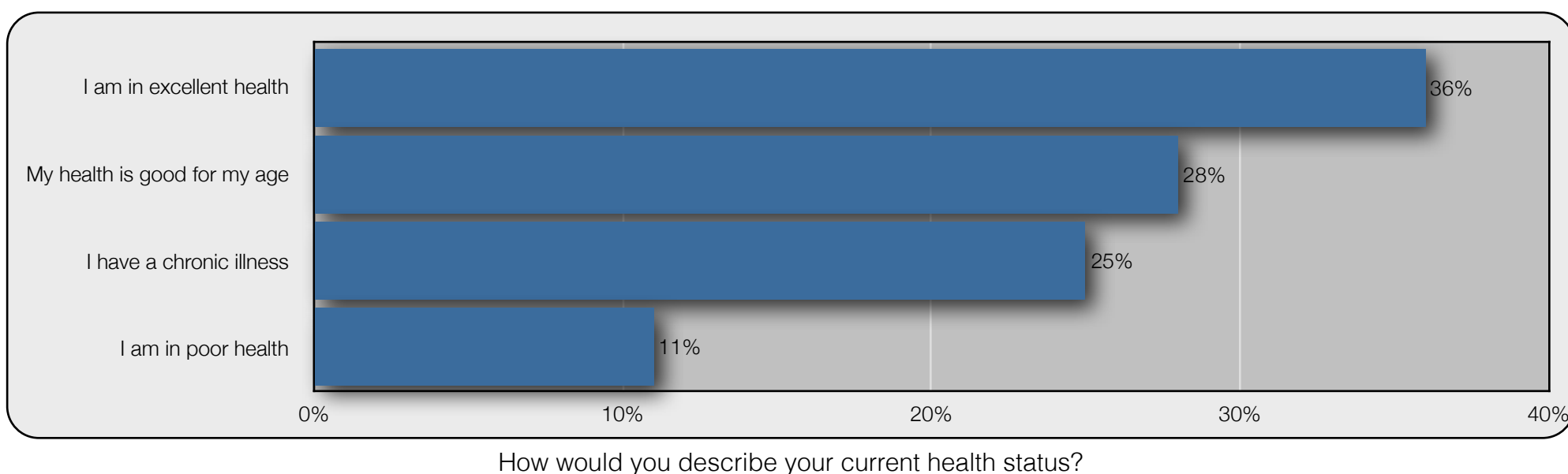
"I had the influenza vaccination like I do every year and my GP told me to get the shingles one also."
Bernard, 72, Retired, Glengowrie (Adelaide) SA

Most in Good Health

How would you describe your current health status?

Most describe themselves as being in excellent health

- When asked how would you describe your current health status, the largest response was “I am in excellent health” by 36% of the population, where age was found to be the main factor amongst those who gave this response, with 46% of those in the younger age groups of 18-35 giving this response.



Health being good for age

- The second largest response by 28% of the population was “my health is good for my age”:
 - The largest segment who gave this response were those aged 46-55, where 33% of this age group gave this response
 - Men aged 56-65, from higher socio-economic backgrounds with household income >\$100,000pa had the next highest incidence, with 30% from this group giving this response

Chronic illness most prevalent in those aged >56

- Age was the main differentiator for those who responded that they had a chronic illness, with 33% of those aged >56 giving this as their response.

Age and socio-economic factors the main determinants for those in poor health

- Amongst the 11% of the population who responded that they were in poor health, age was the largest factor, with 21% of those aged >75 giving this as their response.
- Socio-economic factors, in particular household income was the second largest factor where 18% of those with household income <\$50,000pa giving this as their response.