



Consumer survey 2014

Objective of the Survey

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? (Media reports about the bad flu season overseas, availability of the vaccine, prediction for a bad flu season in Australia etc.)
- Can we see trends? Do more or less people get vaccinated for the first time this year?
- Where do people get the flu shot – any trends?

Target Group

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

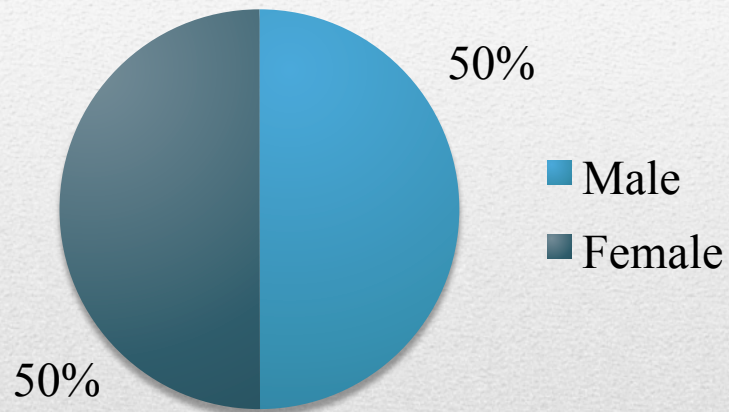
Have had a flu shot this year

Want to get a flu shot this year

Background & Objectives

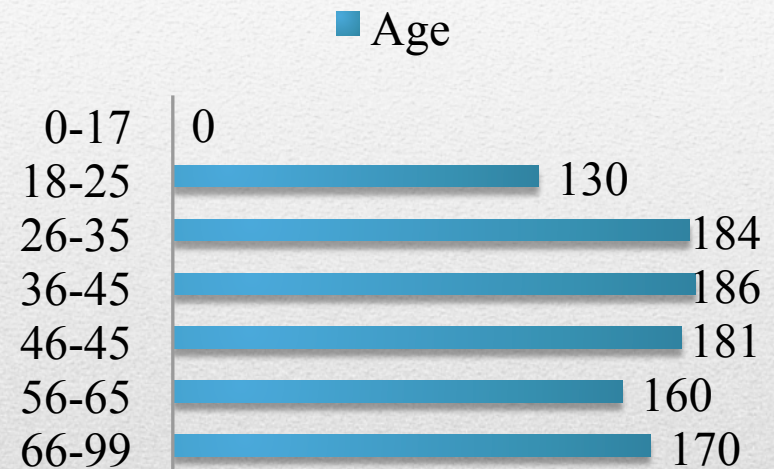
Gender

Figure 1

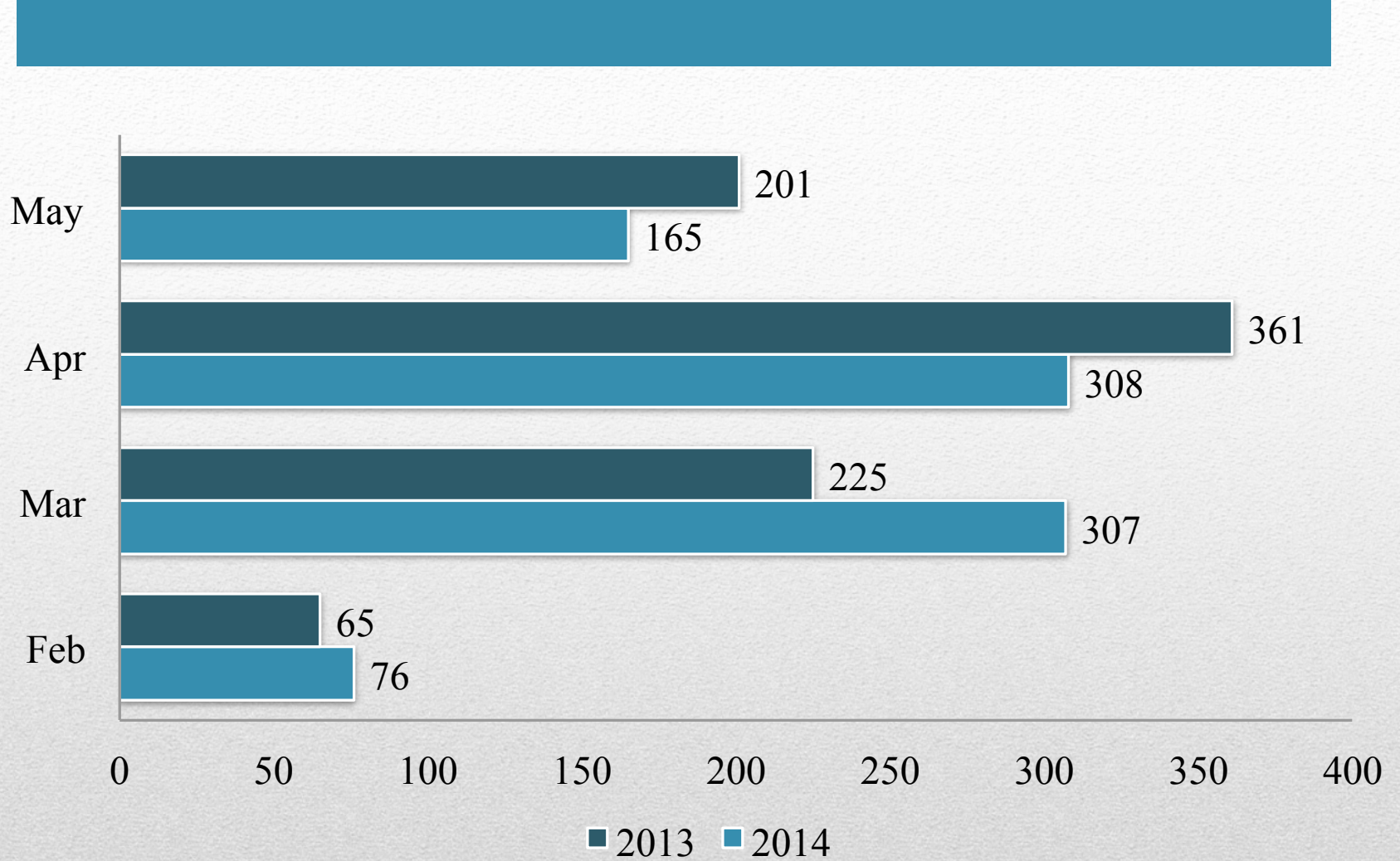


Age

Age

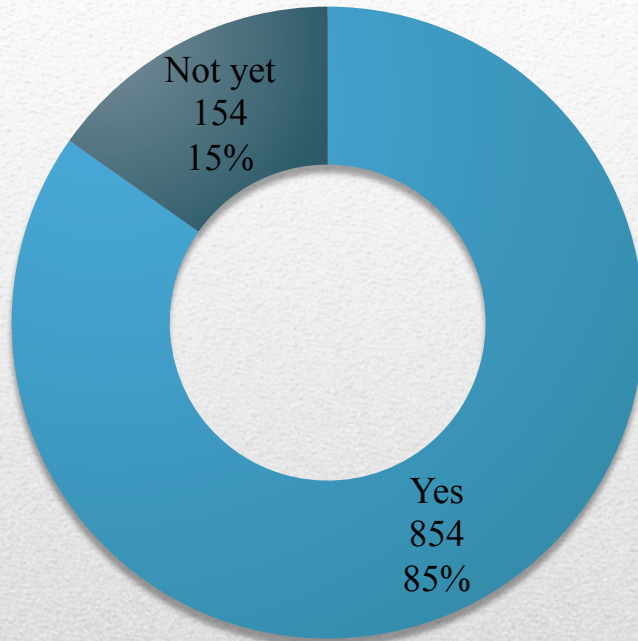


1011 people surveyed

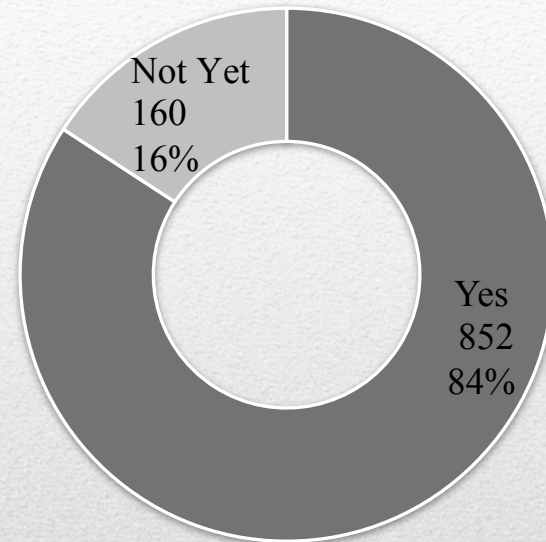


Flu vaccination season 2014

Flu Shot 2014

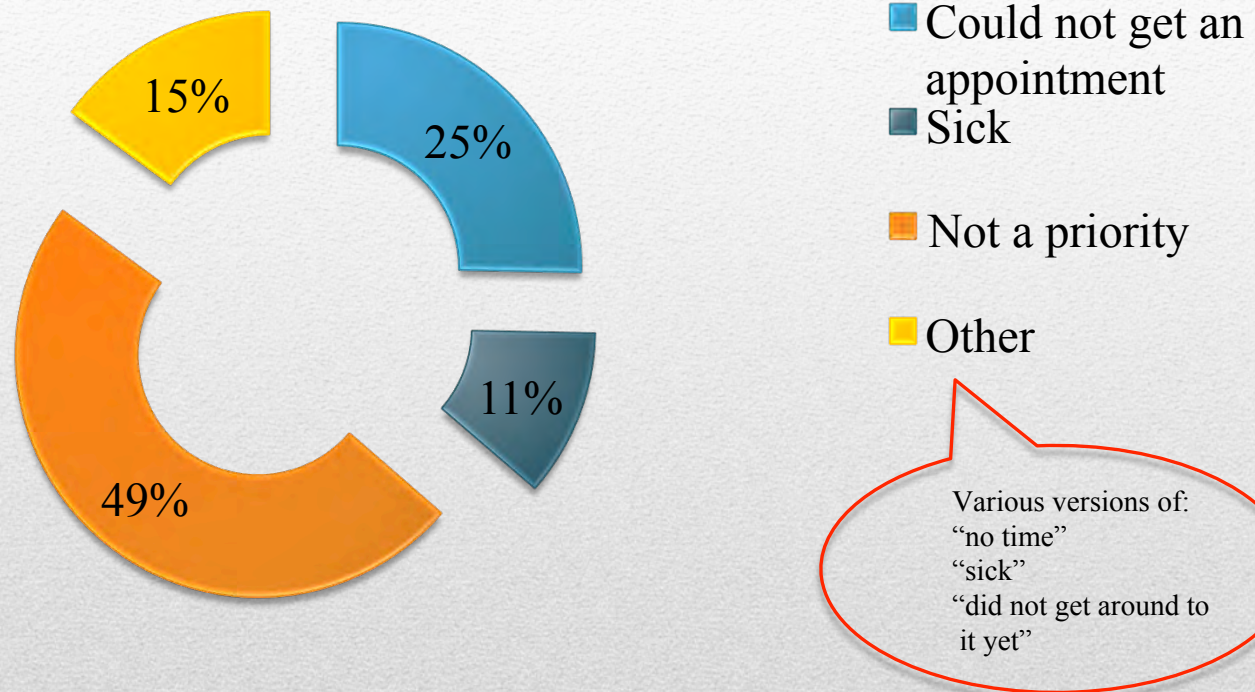


Flu Shot 2013



Have you had a flu shot?

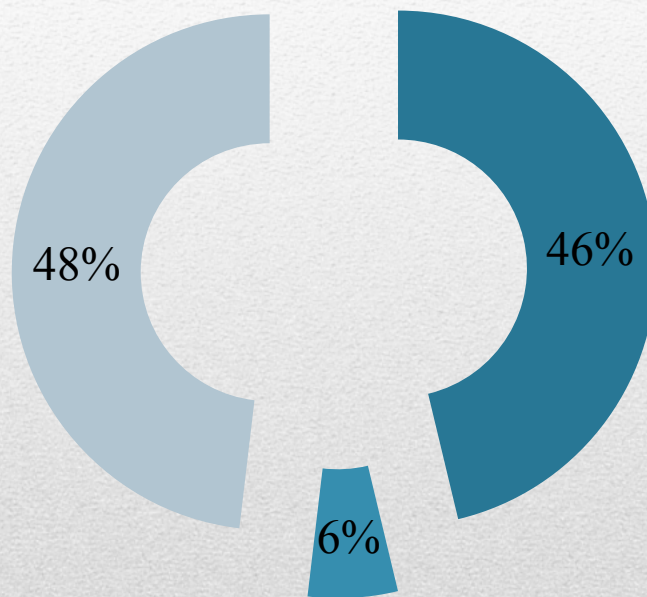
Main reason for not getting a Flu Shot in 2014



154 people intend to get a flu shot in the next 4 weeks

Reasons for not having a flu shot?

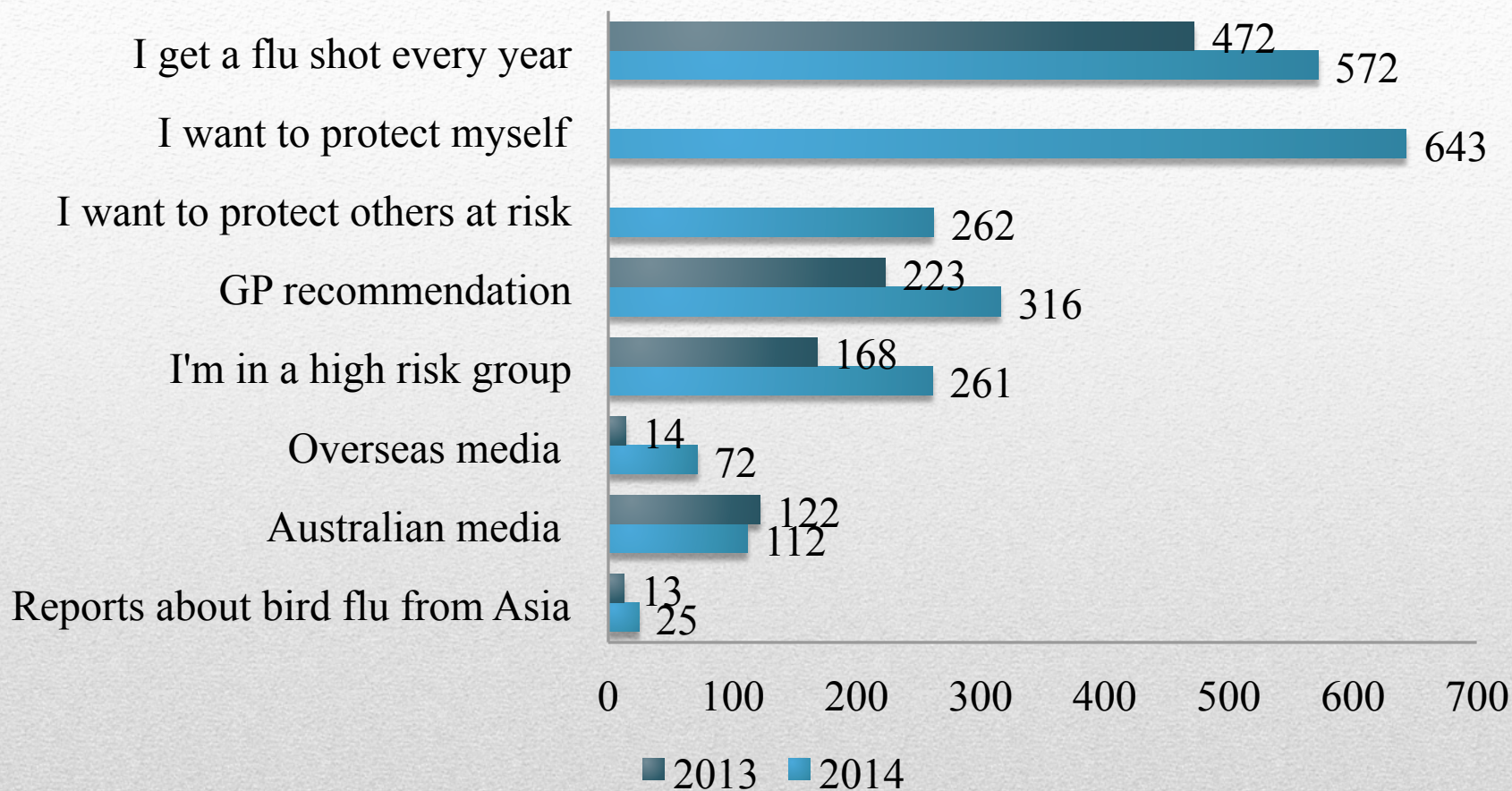
Main Reason for not getting a flu shot in 2013



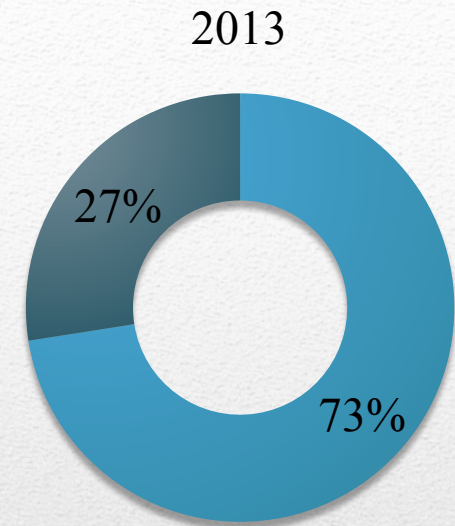
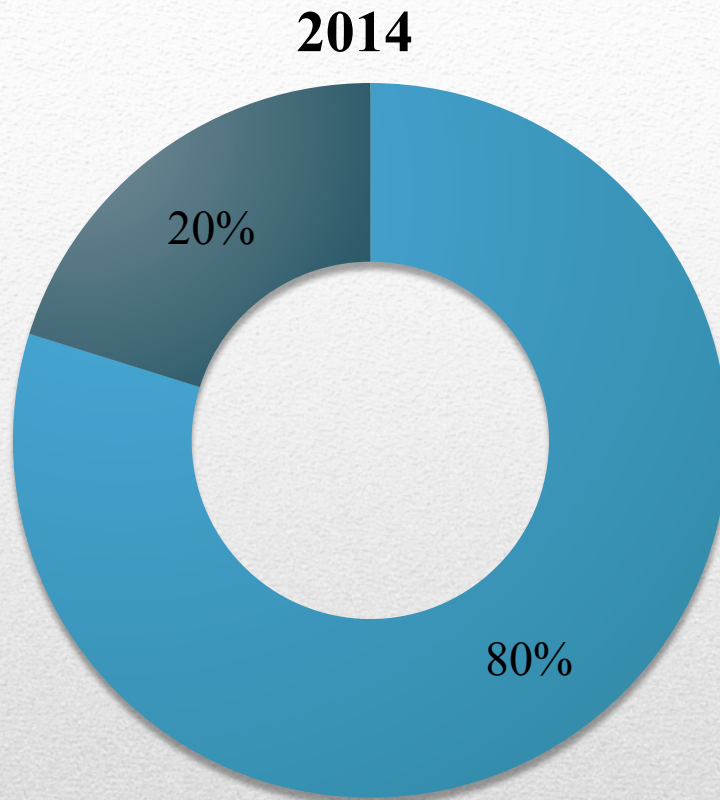
- No suitable appointment
- Could not get the vaccine
- Other

Various versions of:
“no time”
“sick”
“did not get around to it yet”

Reasons for not having a flu shot?

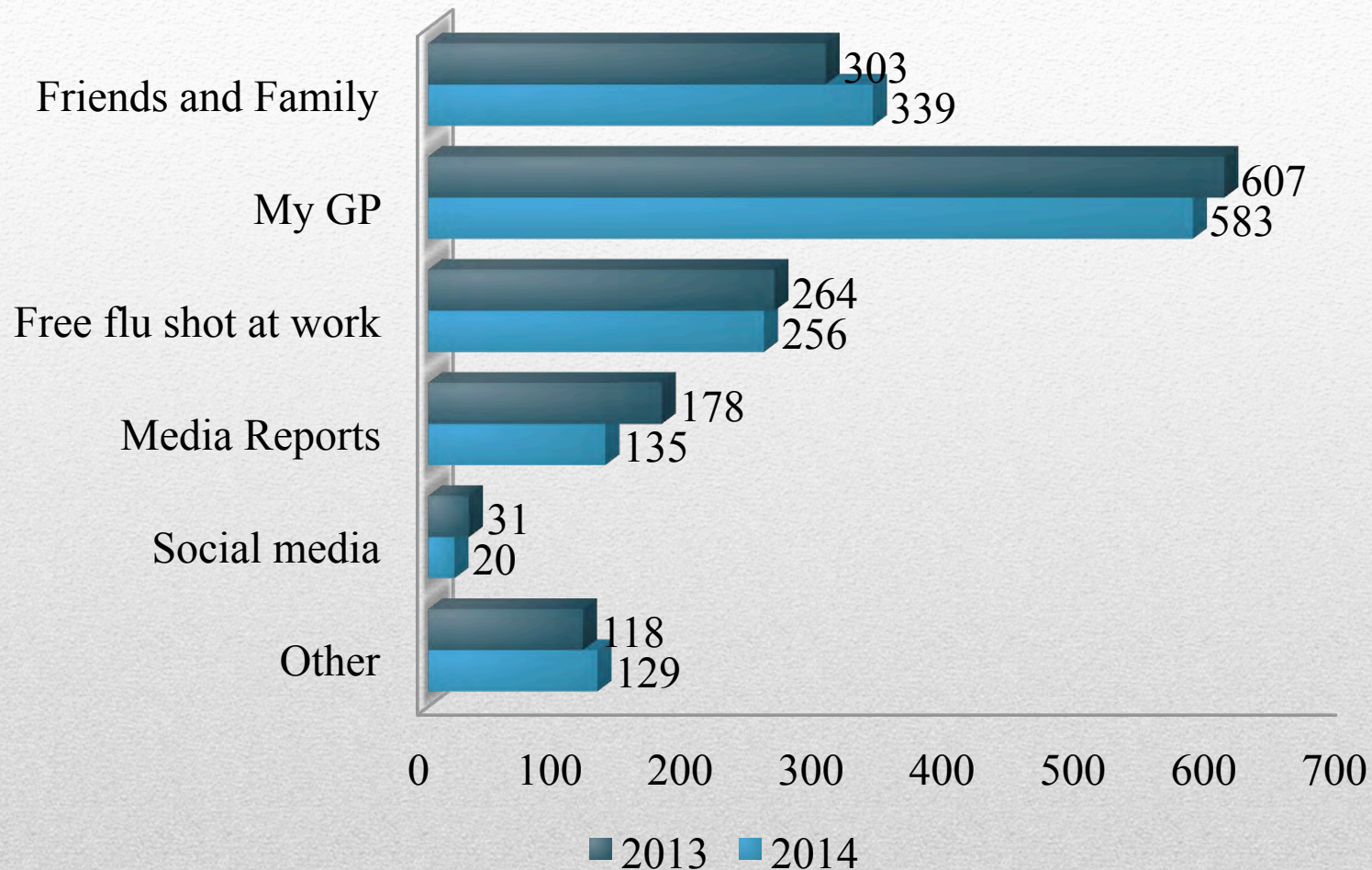


Reasons to get a flu shot

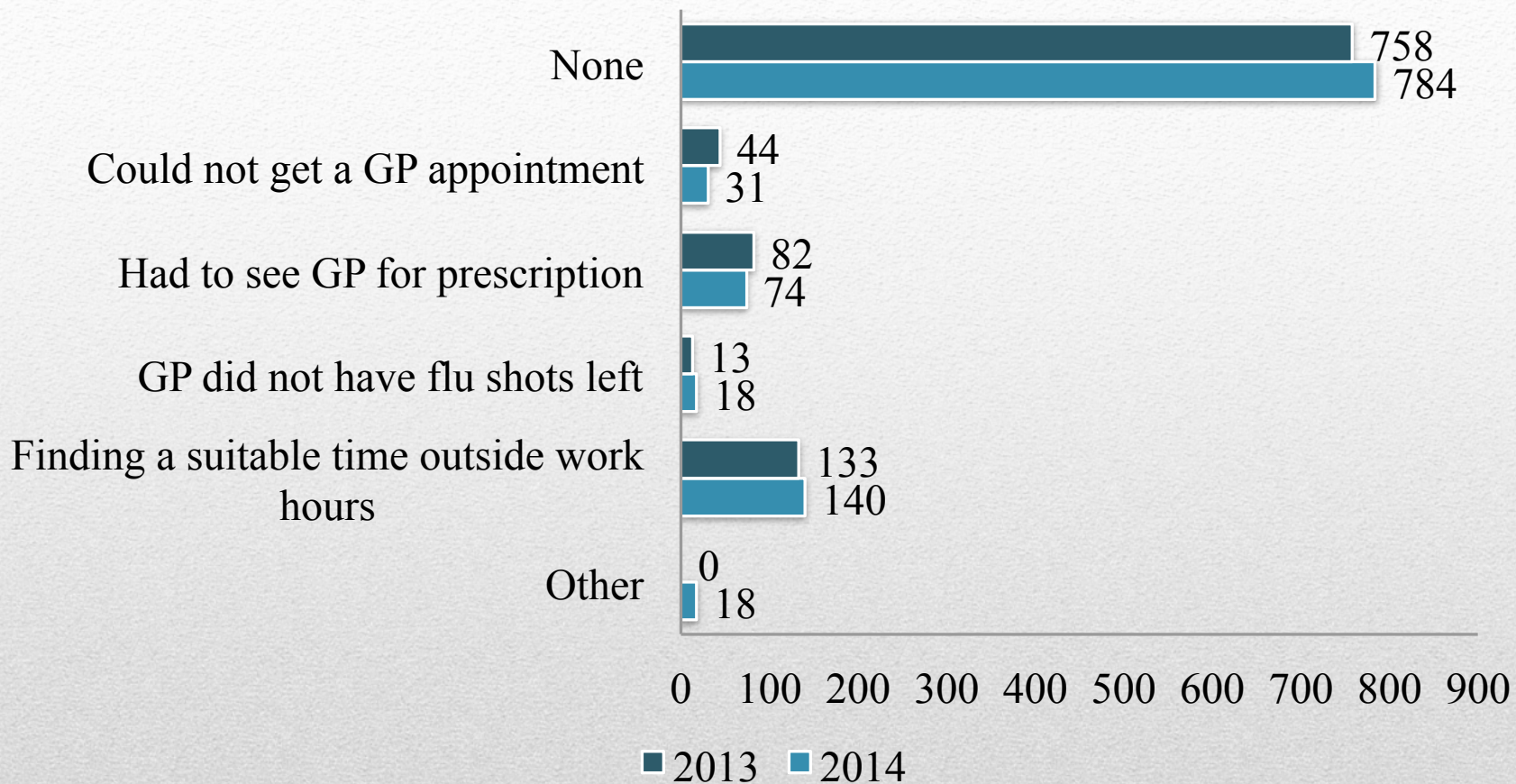


- Every year
- potentially bad flu season

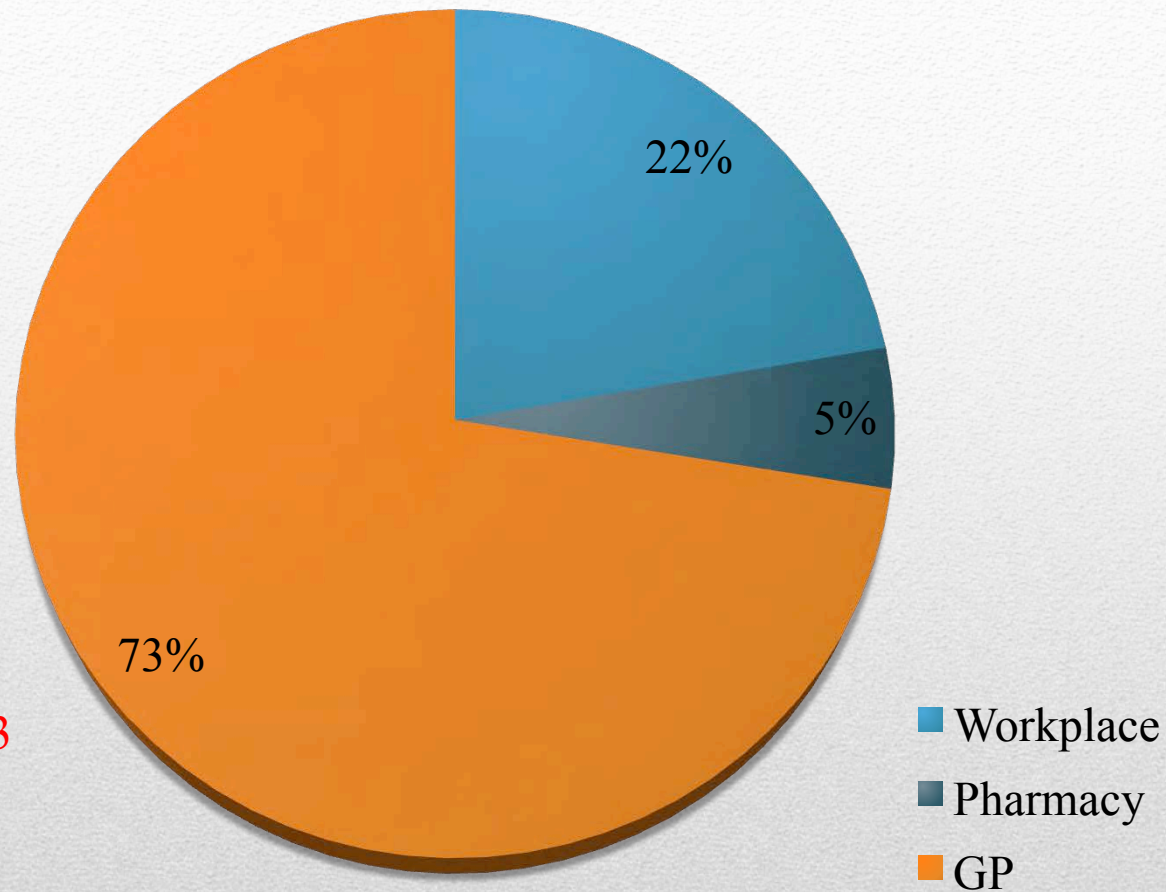
How often do you get a flu shot?



Who influences your decision ?



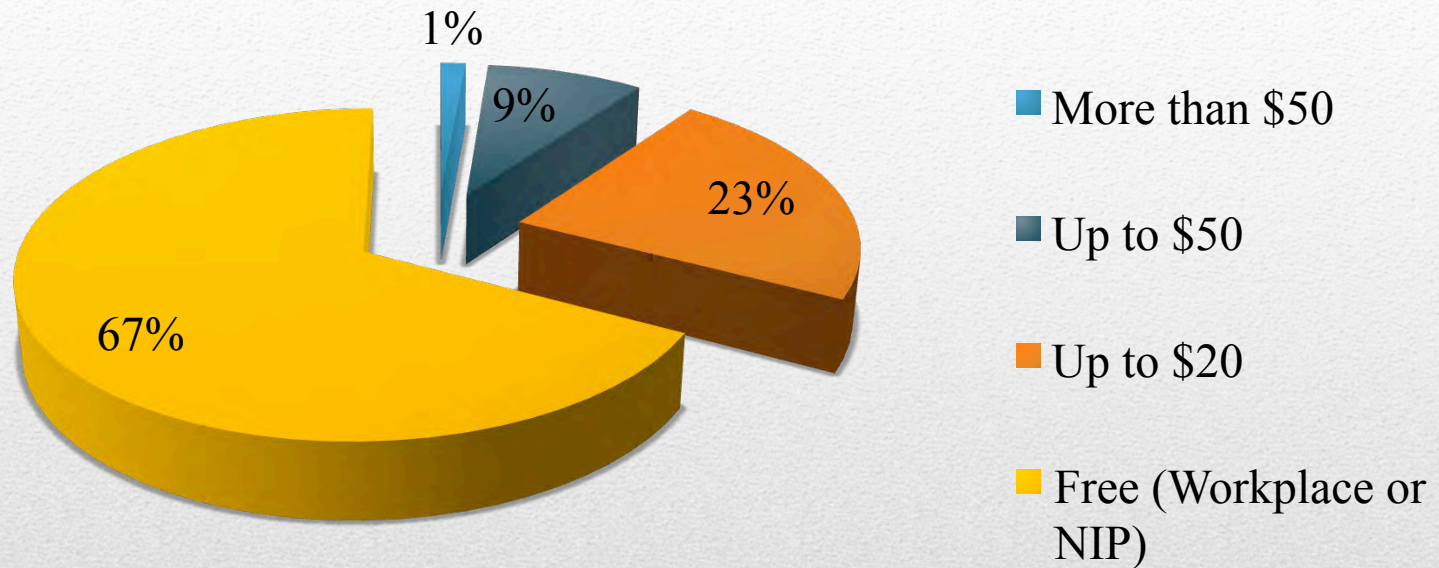
What made it difficult to get a flu shot?



*Same as 2013

Where did you get the flu shot?

Sales



*Same as 2013

The price of getting a flu shot
