



IMMUNISATION
COALITION

Australians & Health: August - September 2021



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1

Background



Questions Asked

The Immunisation Coalition included 9 questions, all related to vaccination.

All questions were included in the quantitative stages of the research, with questions 2, 5, 6 & 8 also included in the qualitative stage.

Influenza

1. Have you received your flu shot this year?
2. If not, do you plan to get one?
3. Has the flu shot been recommended to you by your doctor or other healthcare professional?
4. Did you have the flu shot as a result of that recommendation?

Shingles

5. Are you aware of shingles?
6. Do you know of anyone who has had shingles?
7. Do you know how it is caused?
8. Are you aware of the zoster (shingles) vaccine?
9. Has your GP or other Health Care Provider ever recommended it to you?

2

Methodology



Details of the Methodology

The methodology utilised a very large nationwide sample size, representative of the Australian population, with 3 comprehensive stages of qualitative & quantitative research.

Stage 1: Focus Groups

- 15 focus groups were conducted, each comprising a representative sample of 10-12 Australians, each taking on average 88 minutes to complete.
- Detailed qualitative and specific quantitative information obtained from this stage.
- Groups were held in central locations (online in those under lockdown) in these cities:
 - Sydney (2) - Brisbane (2) - Adelaide - Canberra - Newcastle - Bendigo
 - Melbourne (2) - Hobart - Perth - Darwin - Toowoomba - Bunbury

Stage 2: Telephone Survey

- 1,512 telephone interviews were conducted, predominately amongst:
 - Older Australians
 - Those with limited vision
 - Those who did not have Internet access
- Detailed quantitative information was obtained from this stage.
- Each interview took on average 19 minutes to complete.

Stage 3: Online Survey

- 23,511 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 22 minutes to complete.



Sample

- Very large nationwide sample size, involving:
 - 168 focus group participants
 - 25,023 telephone and online survey participants
- Representative of the Australian adult population, across all States, Territories, metropolitan, regional & rural areas.



Comprehensive

- 3-stage methodology.
- Qualitative stage:
 - 15 focus groups, conducted across 12 cities
- Quantitative stage:
 - 1,512 telephone surveys
 - 23,511 online surveys



Confidence

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

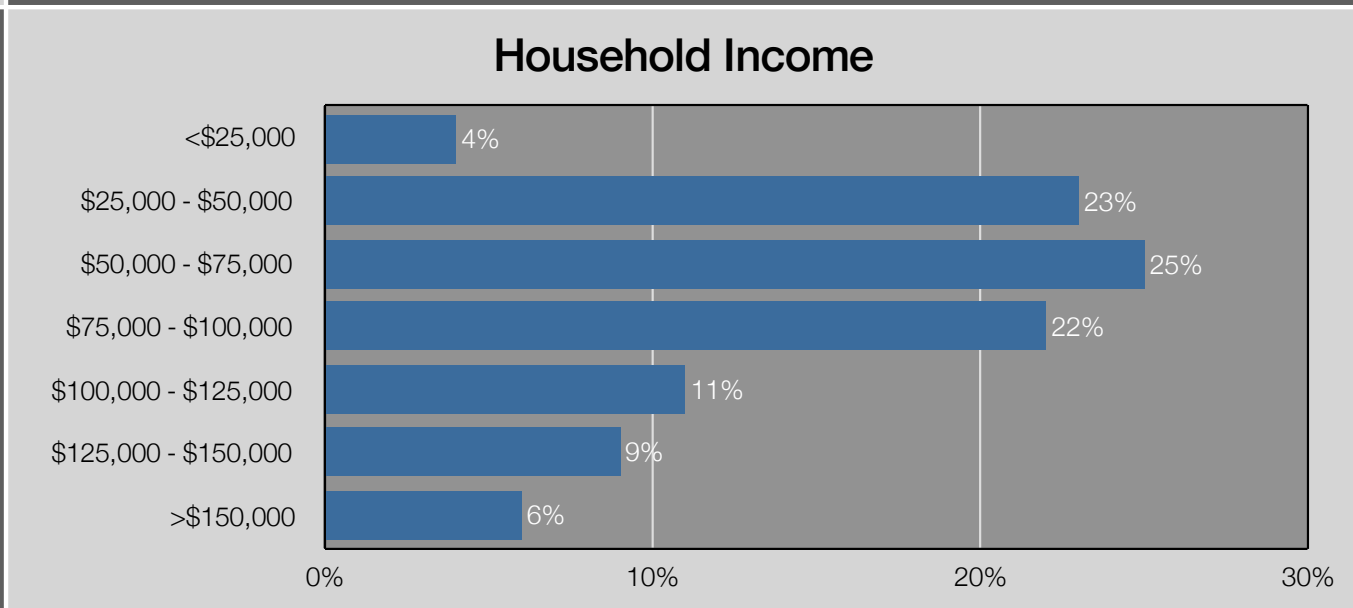
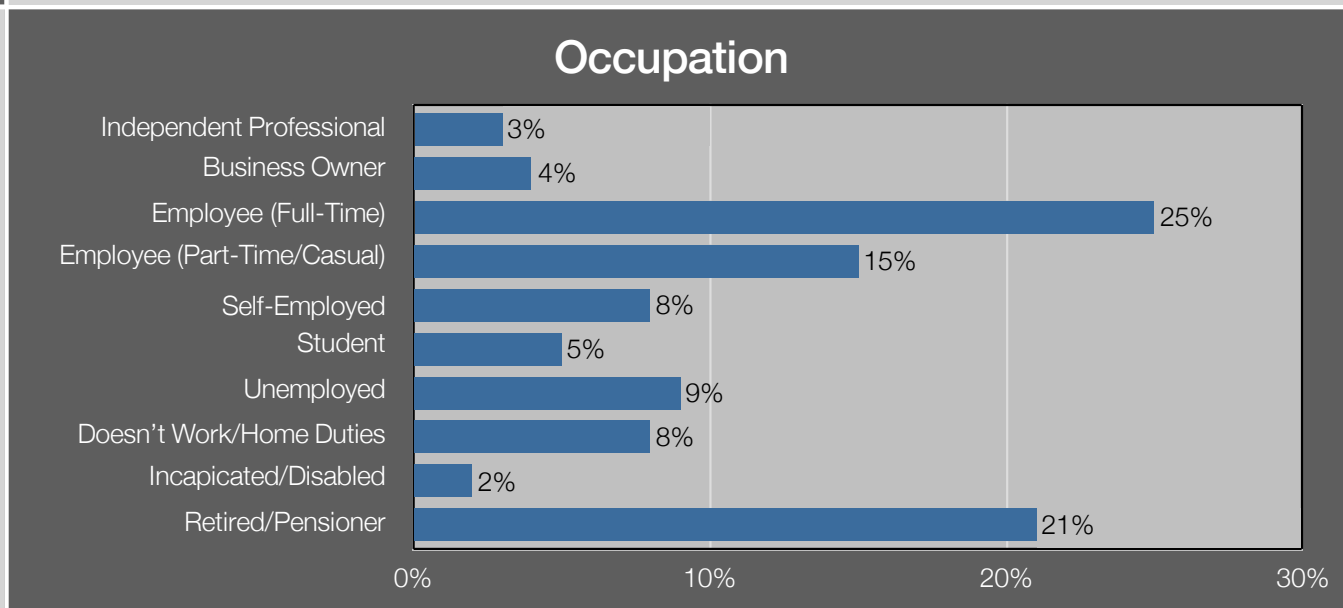
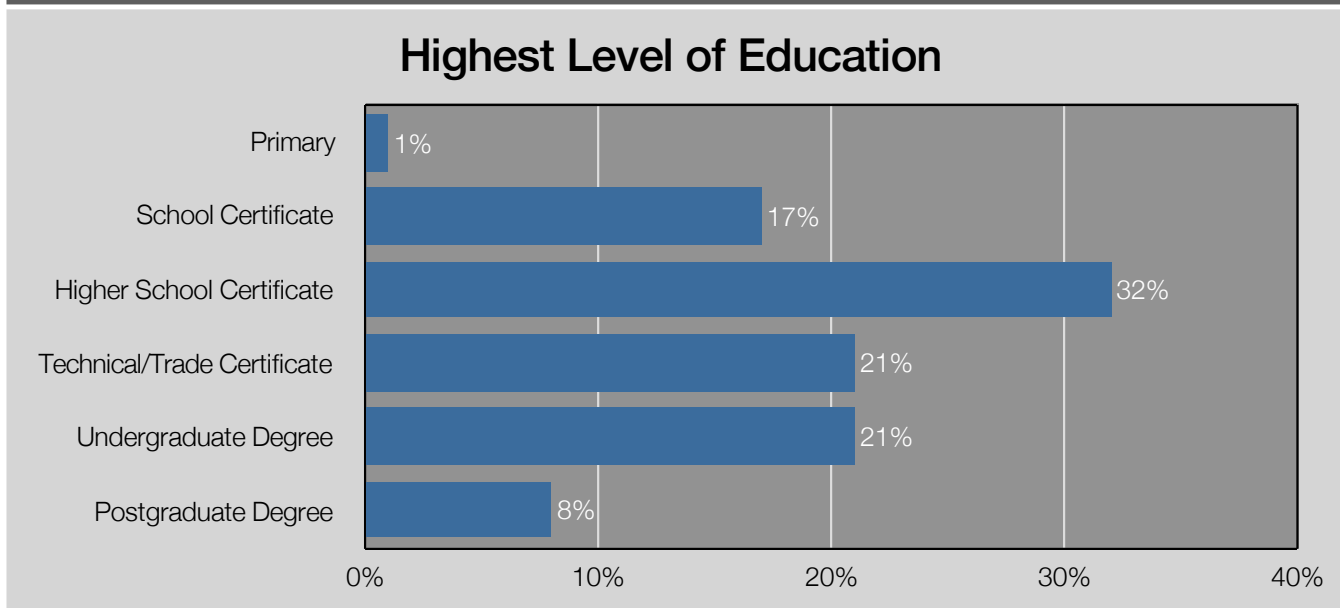
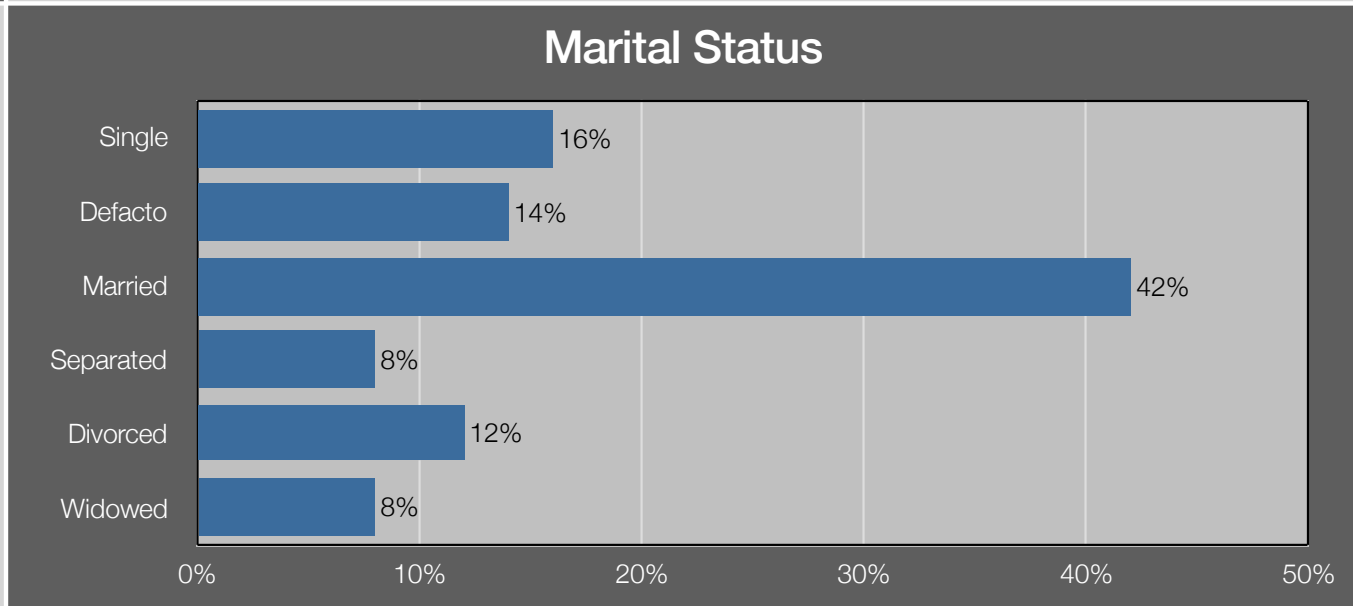
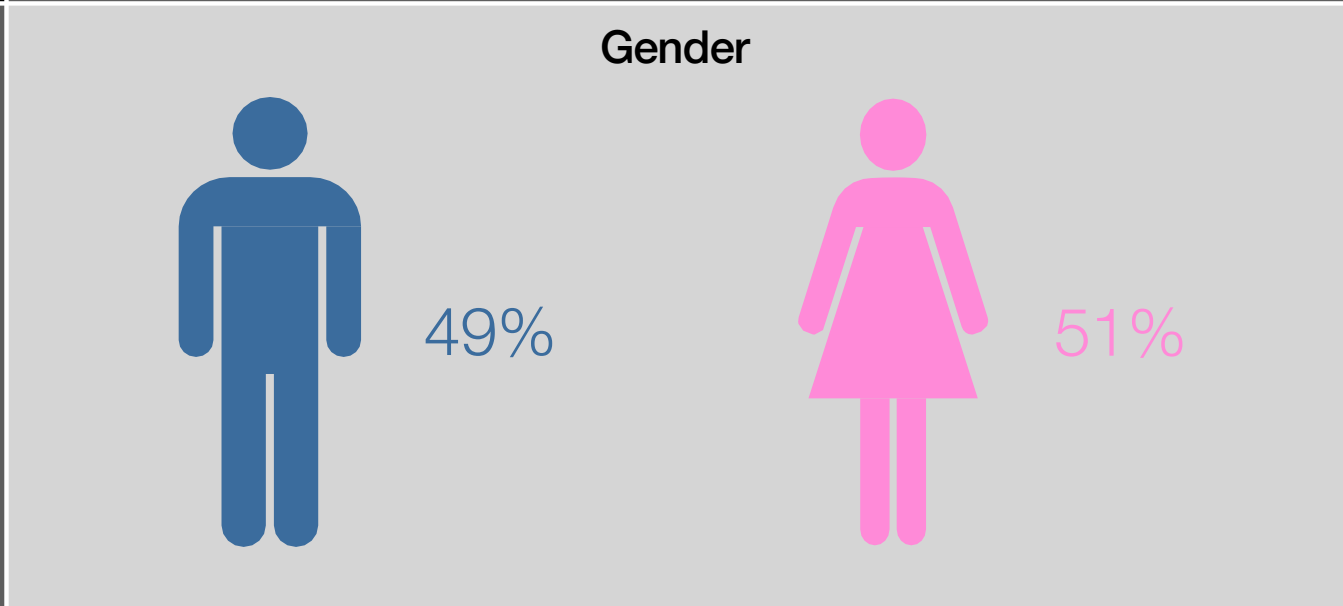
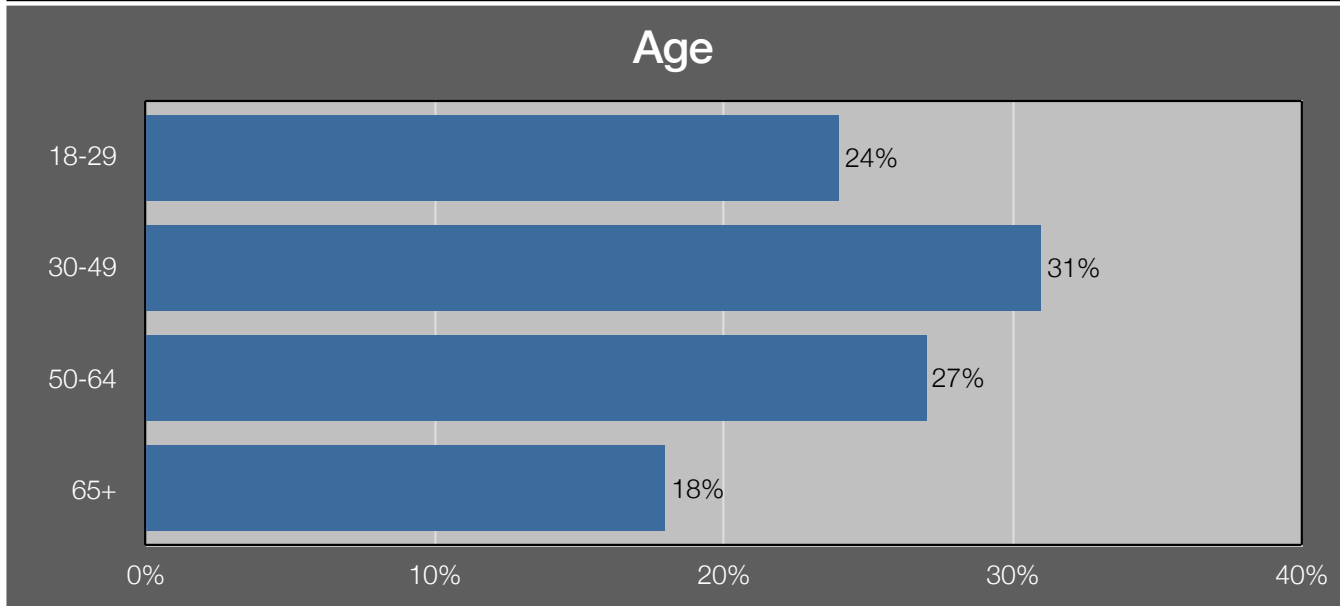
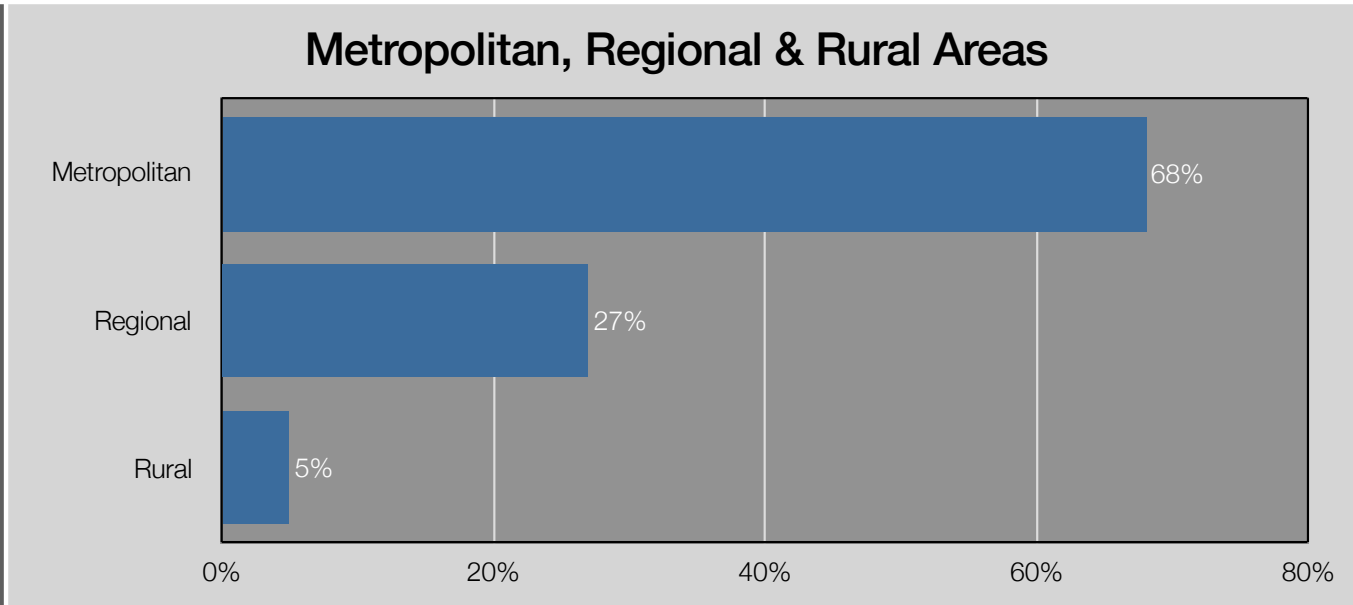
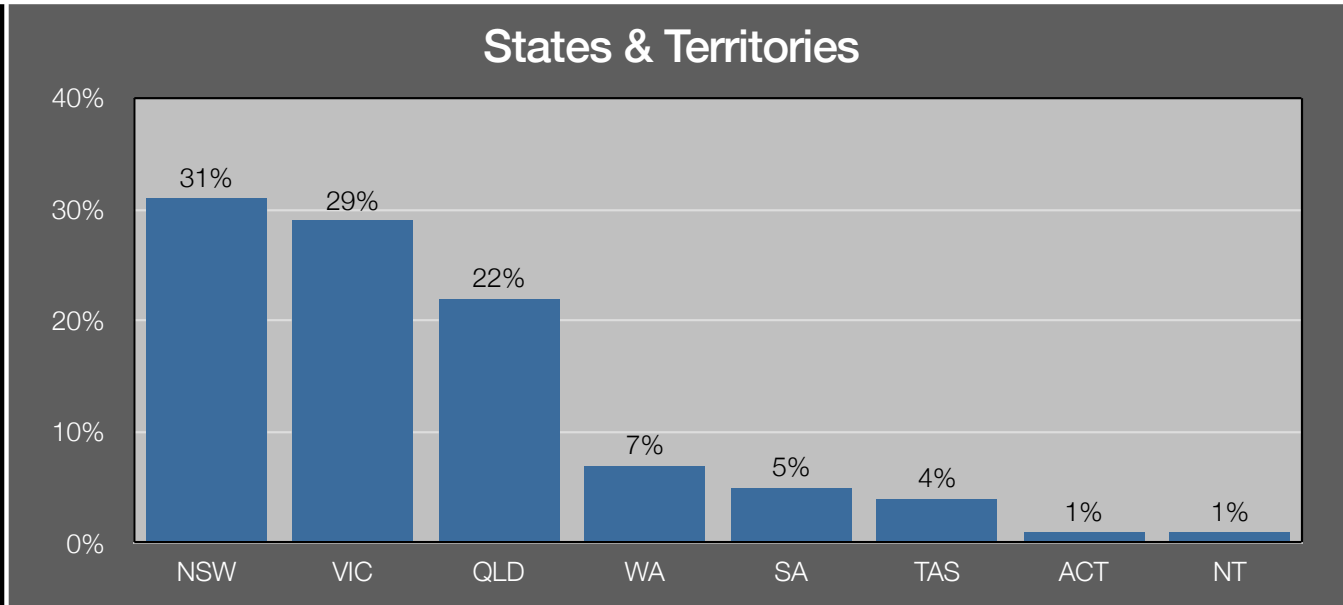


Dates

- Data collection took place over the dates:
- Qualitative stage
 - Focus groups: 4th to 11th September
- Quantitative stage:
 - Telephone survey: 13th to 22nd September
 - Online survey: 12th to 22nd September

Representative Sample of the Adult Population

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



3

Findings



39% of adult population have had a flu shot this year

1. Have you received your flu shot this year?

39% received flu shot this year

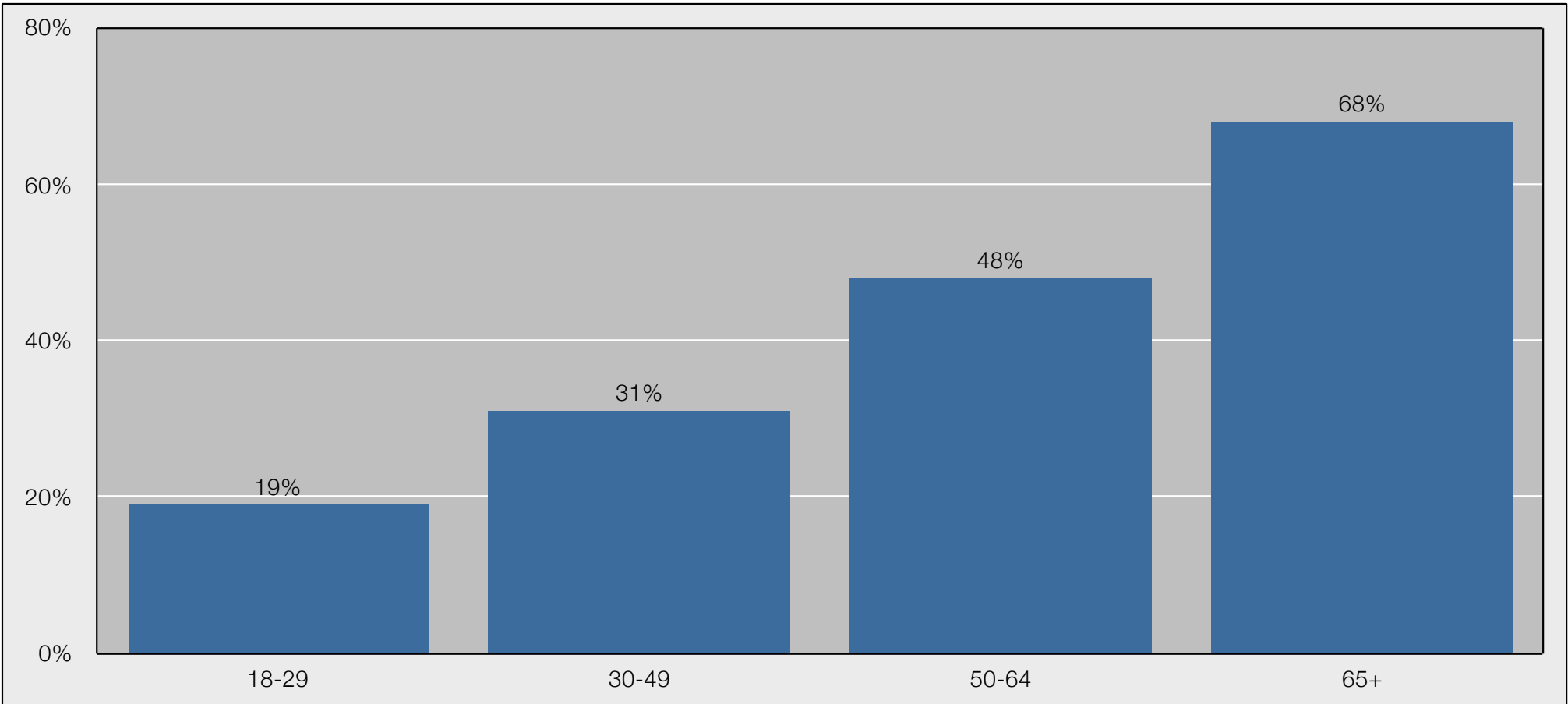
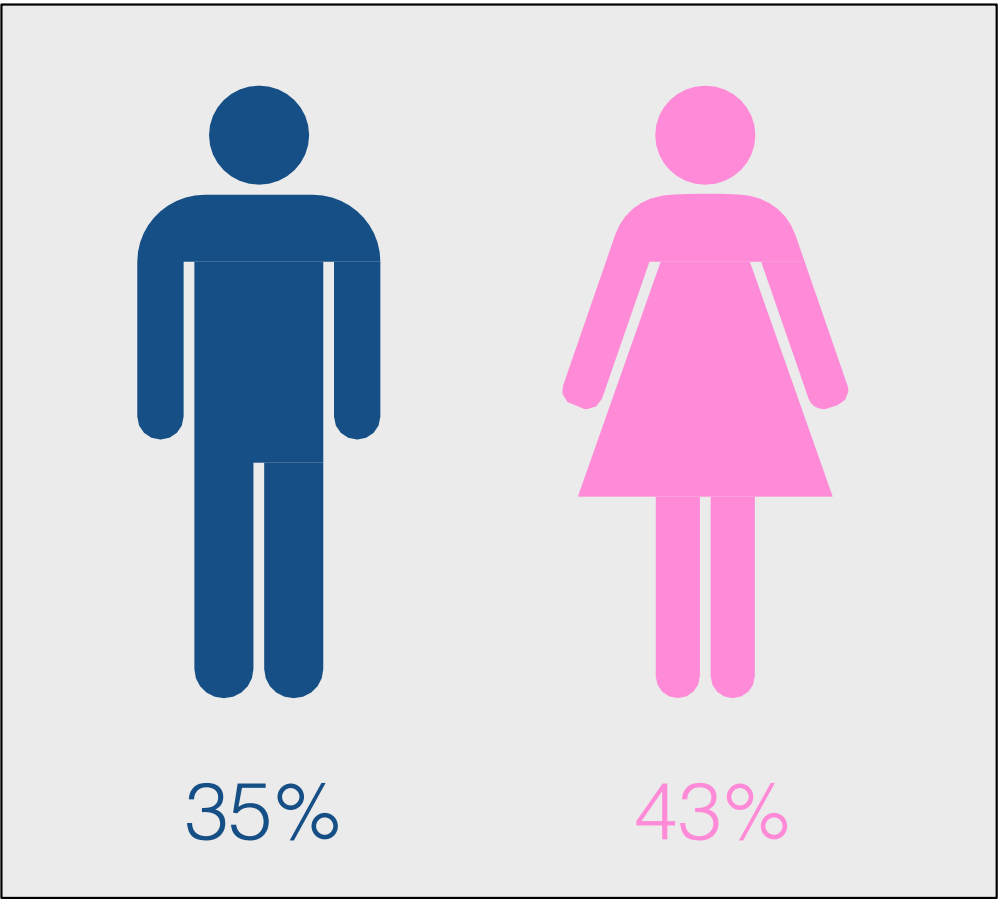
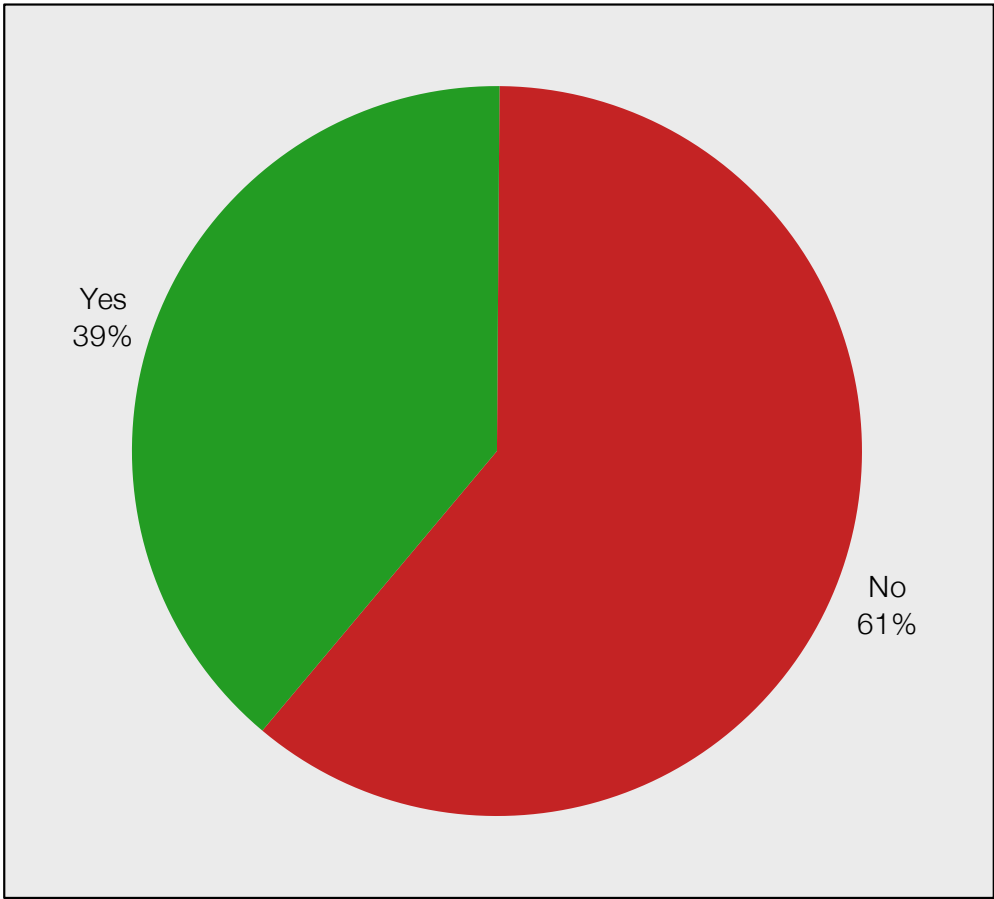
- For the question, as illustrated in the opposite, top chart:
 - 39% of the population answered “Yes”
 - 61% of the population answered “No”

Higher incidence amongst women, especially those aged 65+

- There was a higher incidence amongst women:
 - 43% the female adult population answered “Yes”; compared to 35% of the male population
 - The highest incidence across all demographic groups was amongst women aged 65+ with 76% of this segment answering “Yes”

Age the major factor of having had a flu shot

- As illustrated in the chart opposite, age was the major factor of having had a flu shot this year, increasing with age:
 - 19% of those aged 18-29 answered “Yes”, increasing to:
 - 31% of those aged 30-49
 - 48% of those aged 50-64
 - 68% of those aged 65+



13% who had not yet had a flu vaccination, said they plan to get one

2. If not, do you plan to get one?

Asked to the 61% who had not had received a flu shot this year

- This question was asked to the 61% of the population who in the previous question, answered “No” that they had not received a flu shot this year.

13% who had not yet had a flu vaccination, said they plan to get one

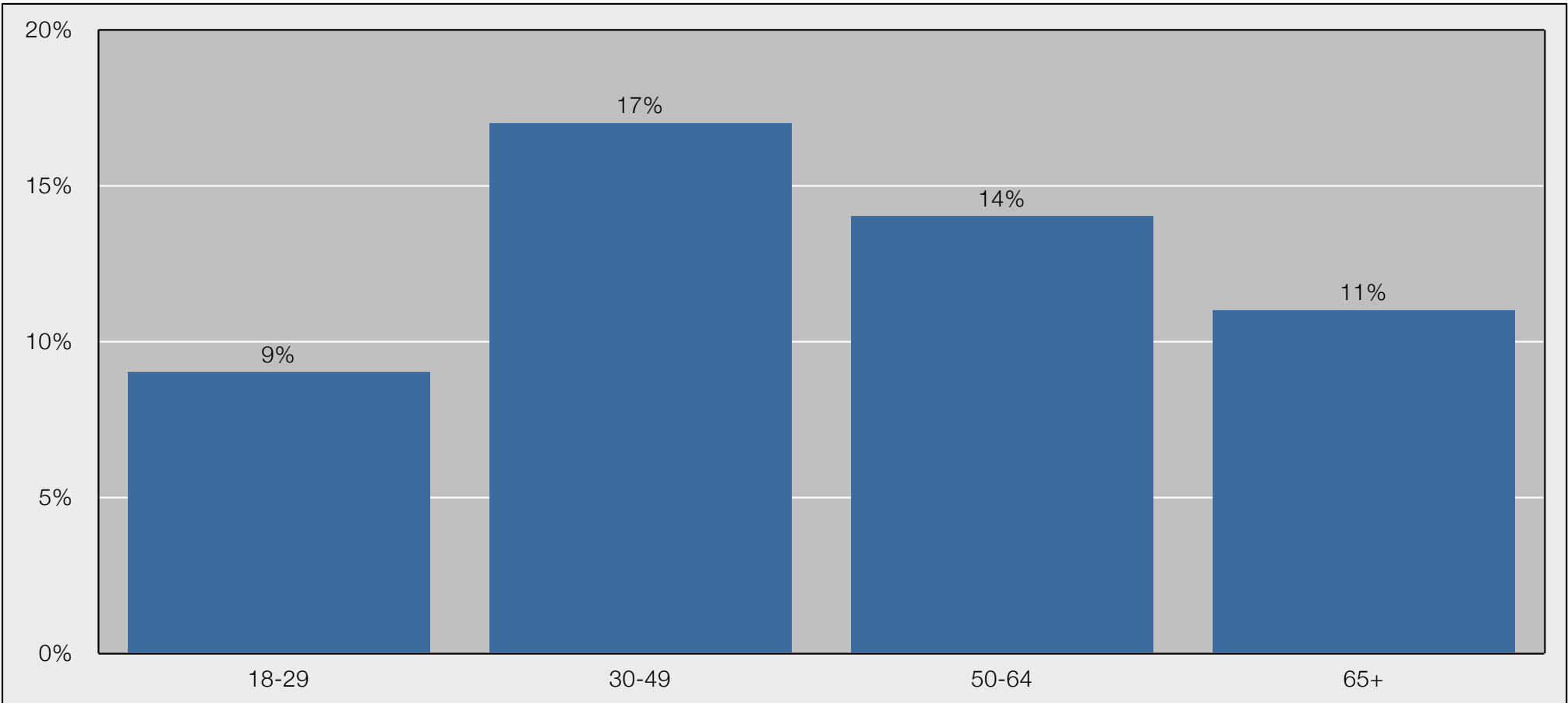
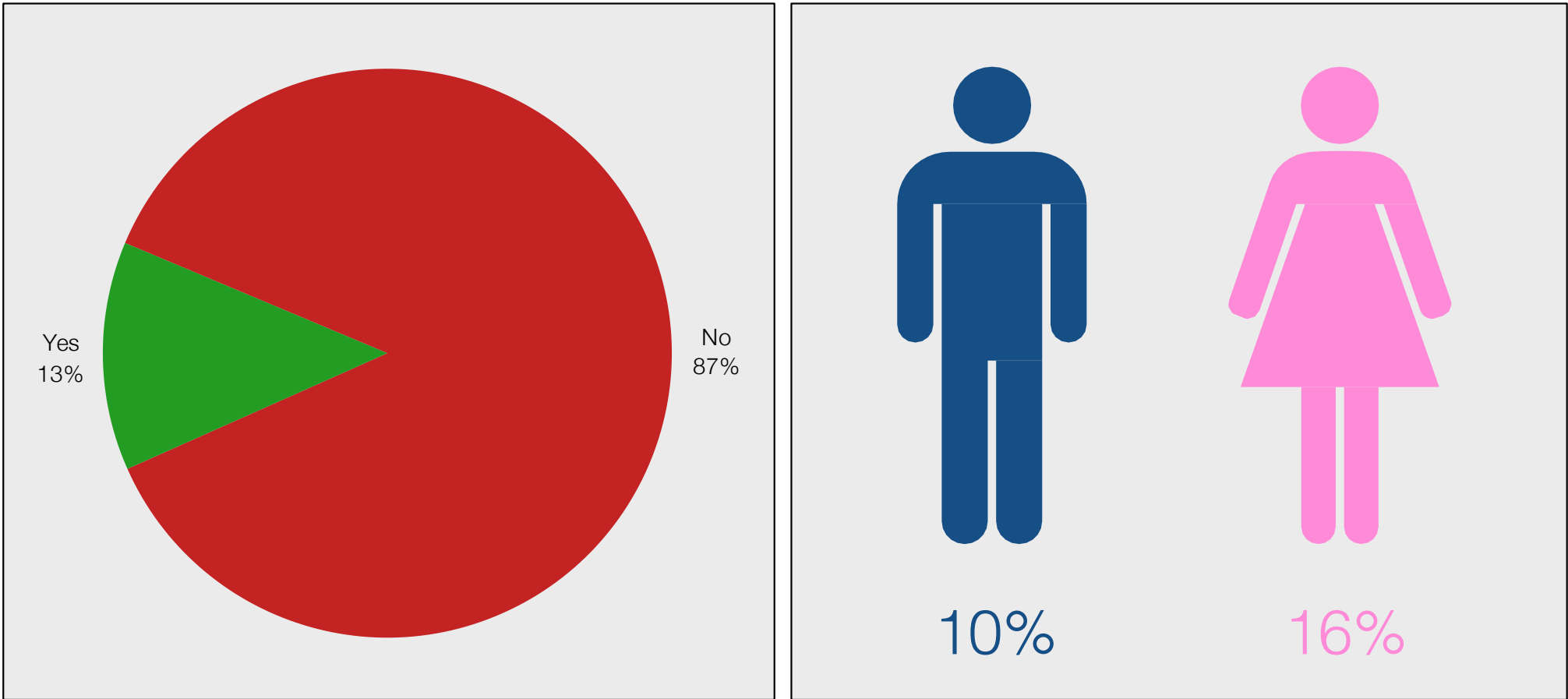
- For the question, as illustrated in the opposite, top chart:
 - 13% of the population answered “Yes”
 - 87% of the population answered “No”

Higher incidence amongst women, especially those aged 30-64

- There was a higher incidence amongst women:
 - 16% the female adult population answered who had not received a flu shot this year, answered “Yes” that they planned to get one; compared to 10% of the male population
 - The highest incidence across all demographic groups was amongst women aged 30-64

Age a factor of planning to get a flu shot

- As illustrated in the chart opposite, age was a factor amongst those planning to get a flu shot, where across the 13% who answered they were planning to get a flu shot:
 - 9% of those aged 18-29 answered “Yes” followed by:
 - 17% of those aged 30-49
 - 14% of those aged 50-64
 - 11% of those aged 65+



Reasons for and against getting a flu shot as at early September

Main reasons for intending to get flu shot

- Amongst the 13% who answered that they will get a flu shot, from the focus groups, the main qualitative insights provided as at the first and second week of September when the focus groups were conducted found:
 - Priority was placed on having a COVID-19 vaccination over the flu vaccination this year and they have recently planned to get the flu vaccination or realised they should get it as the flu season is not over
 - They have been recommended to get the flu vaccination by a doctor, medical professional or close relative
 - A small proportion feel uneasy that they did not have the flu shot earlier this year and as a consequence feel susceptible to the flu

“Yes, I will get one in the net week or two, I’m still working in the office here because there are no lockdowns like in Sydney and Melbourne and I am in contact with the public quite a lot, I just didn’t get around to it yet as I wanted to get the Pfizer (COVID-19) vaccination first before the flu one.”

Maria, 36, Receptionist, Leanyer (Darwin) NT

“I wasn’t planning to get one, but my wife insisted that I do because my GP recommended I get it, so that’s the reason I’m getting one this Wednesday.”

David, 68, Retiree, Sandgate (Brisbane) QLD

“In hindsight I should have had it at the usual time I normally get it, around May-June, but I was arranging the coronavirus vaccination for myself and my husband and we didn’t think we should have the flu vaccination as well, but I’m seeing my doctor next week and I’ve already been thinking to ask her for it (flu vaccination) as I’m a diabetic and it is always advised that I get it each year.”

Cathy, 59, Funeral Sales Manager, Windsor (Sydney) NSW

Main reasons for not intending to get flu shot

- Amongst the 87% who answered that they will not get a flu shot, from the focus groups, the main qualitative insights they provided as at the first and second week of September when the focus groups were conducted found:
 - The flu has not been bad this year, like last year, predominately due to COVID-19 lockdowns and people taking precautions such as wearing face masks and being mindful of hygiene, consequently, there is strong belief that the flu shot is not required
 - A large number of people wanted to minimise the vaccinations they had this year as they knew they would be having the two COVID-19 vaccinations
 - A smaller number of people thought it would be a good idea not to have the flu vaccination as it may reduce the effectiveness of the COVID-19 vaccination

“The flu isn’t around much this year like last year, so I don’t see the need to get it (flu shot) but I will next year if it comes back and is severe like it was about three or four years ago.”

Siew, 41, Real Estate Sales, Balcatta (Perth) WA

“I won’t get the flu shot this year because I’ve been working from home all winter and foresee that I will be for the rest of the year, I’ve heard that there isn’t much flu around and my wife and daughter are basically housebound also, so I don’t think it’s worthwhile.”

Andrew, 57, Project Director (IT), Boronia Park (Sydney) NSW

“I decided at the beginning of the year that I won’t get the flu shot this year for the same reasons as a few others just mentioned, I foresaw that there would be a lockdown so the flu wouldn’t be bad like last year, plus the main reason was that I didn’t want to have another jab on top of the two COVID-19 ones because I was wary of how they would affect me and I didn’t want to add anything else and there have been rumours that the flu vaccination may reduce the effectiveness of the COVID-19 vaccinations.”

Keiran, 45, Surveyor, Payneham South (Adelaide) SA

47% say flu shot been recommended by doctor or health professional

3. Has the flu shot been recommended to you by your doctor or other healthcare professional?

47% have had been recommended the flu shot

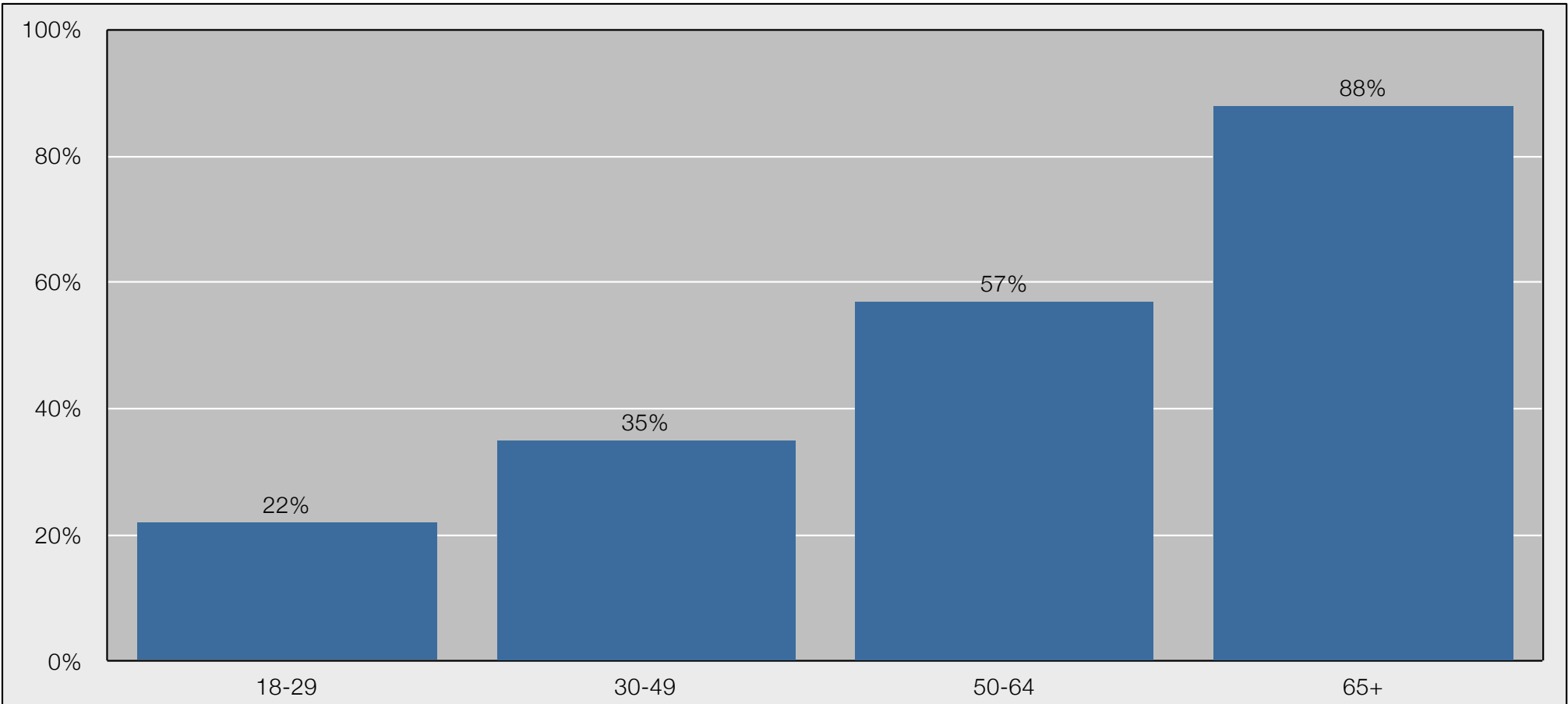
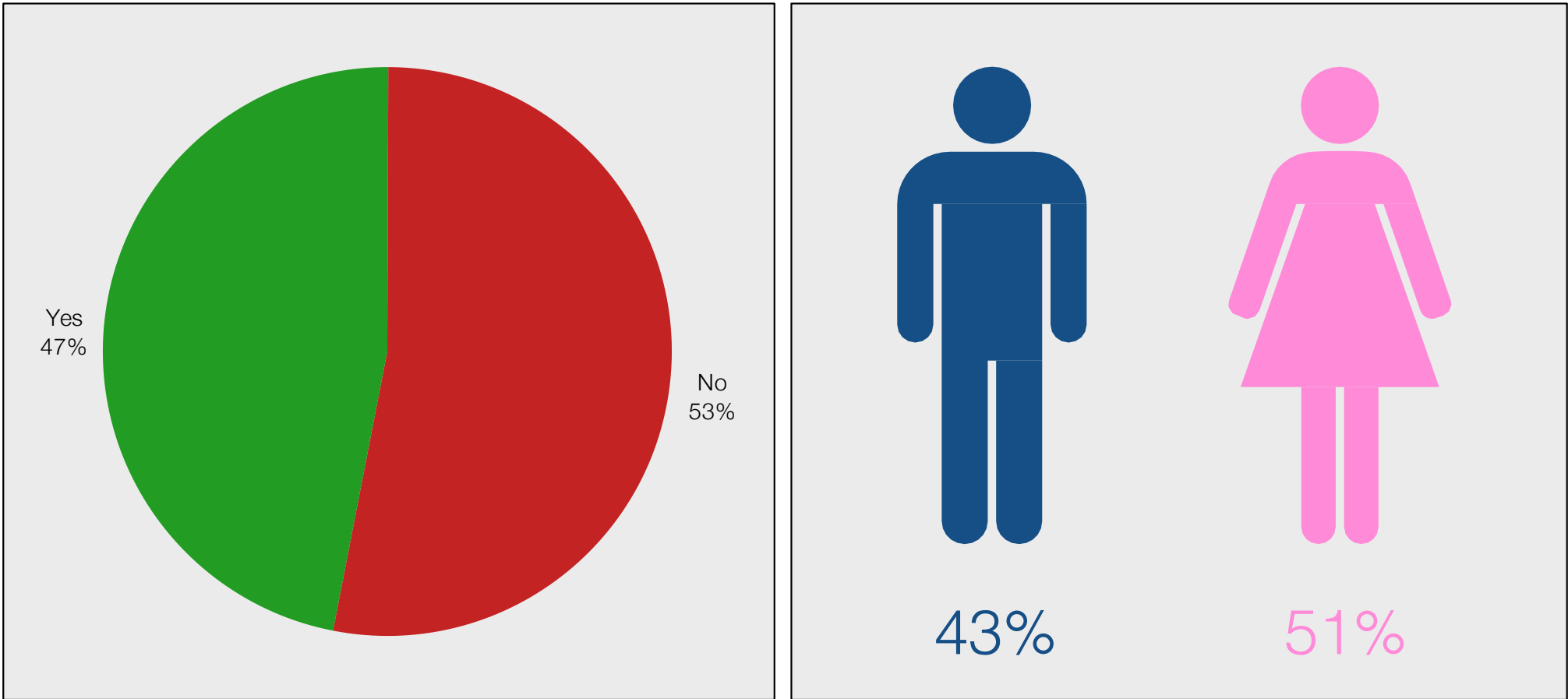
- For the question, as illustrated in the opposite, top chart:
 - 47% of the population answered “Yes”
 - 53% of the population answered “No”

Higher incidence amongst women, especially those aged 50+

- There was a higher incidence amongst women:
 - 51% the female adult population answered “Yes”; compared to 43% of the male population
 - The highest across all demographic groups was amongst women aged 50+

Age the major factor of having been recommended the flu shot

- As illustrated in the chart opposite, age was a major factor of having been recommended the flu shot by a doctor or healthcare professional:
 - 22% of those aged 18-29 answered “Yes”, increasing to:
 - 35% of those aged 30-49
 - 57% of those aged 50-64
 - 88% of those aged 65+



64% had flu shot after recommended by doctor or health professional

4. Did you have the flu shot as a result of that recommendation?

64% had flu shot as a result of it being recommended to them by doctor or health professional

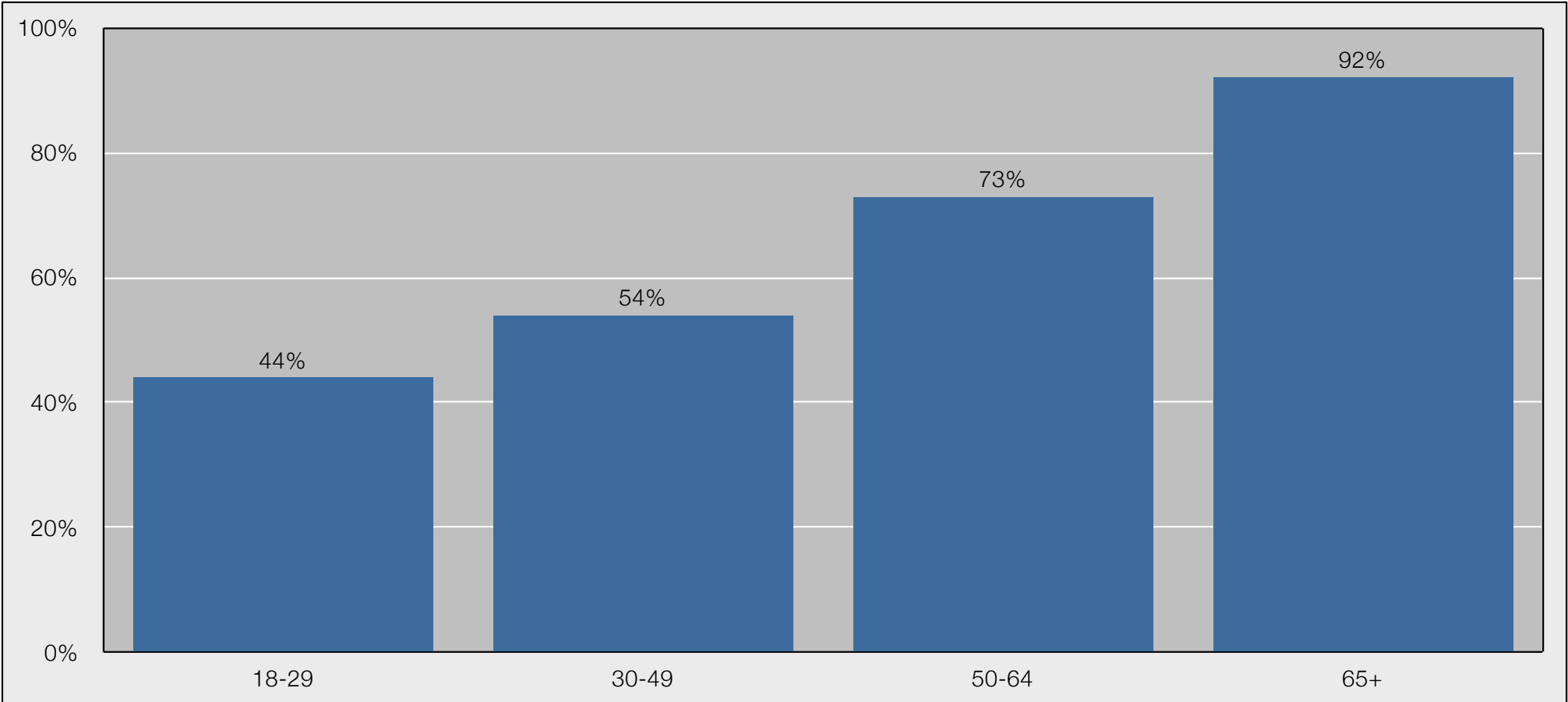
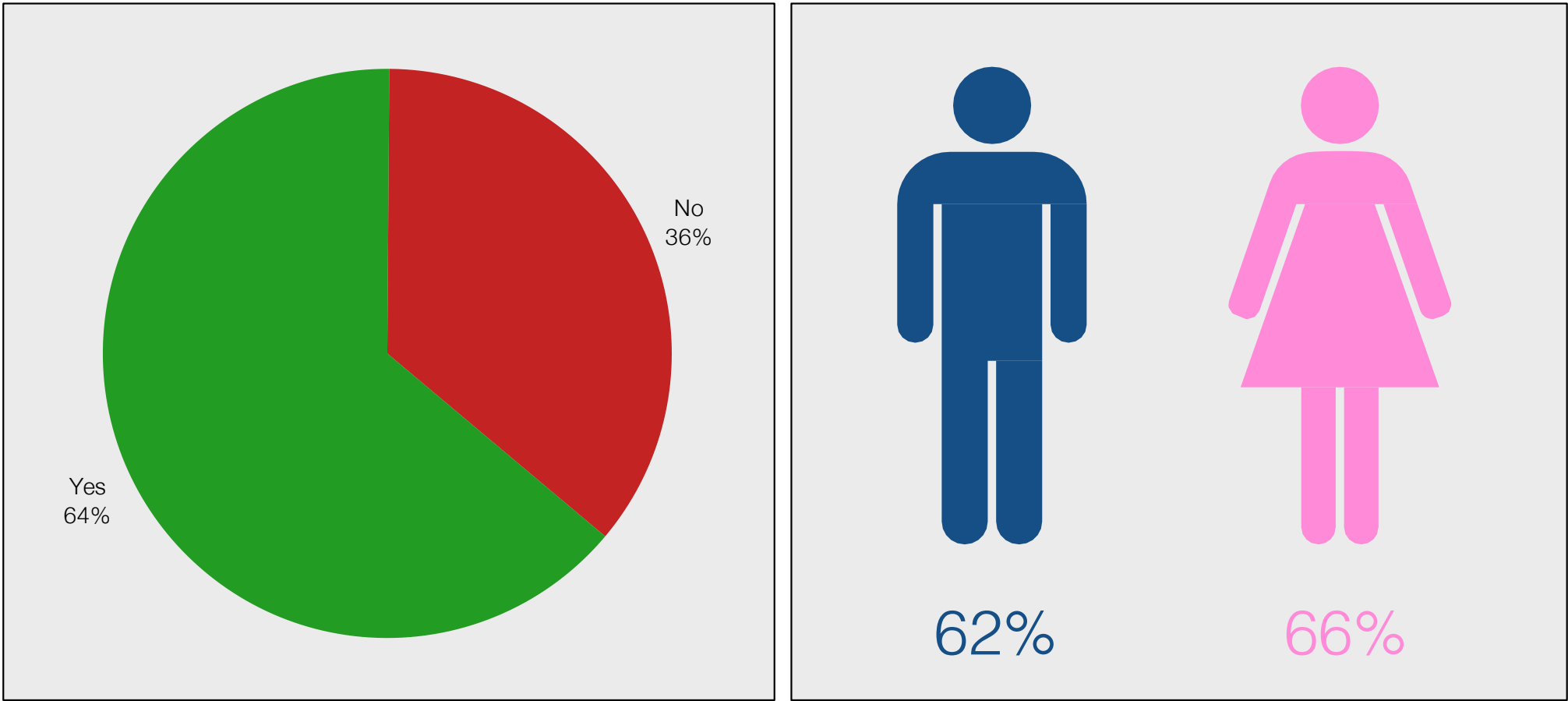
- For the question, as illustrated in the opposite, top chart:
 - 64% of the population answered “Yes”
 - 36% of the population answered “No”

Higher incidence amongst women, especially those aged 50+

- There was a higher incidence amongst women:
 - 66% the female adult population answered “Yes”; compared to 62% of the male population
 - The highest awareness across all demographic groups was amongst women aged 50+ with 85% of this segment answering “Yes”

Age a main factor in having flu shot after recommended

- As illustrated in the chart opposite, age was a factor amongst those who answered “Yes” where the incidence increased with age:
 - 44% of those aged 18-29 answered “Yes”, increasing to:
 - 54% of those aged 30-49
 - 73% of those aged 50-64
 - 92% of those aged 65+



61% of adult population are aware of shingles

5. Are you aware of shingles?

61% of adult population are aware of shingles

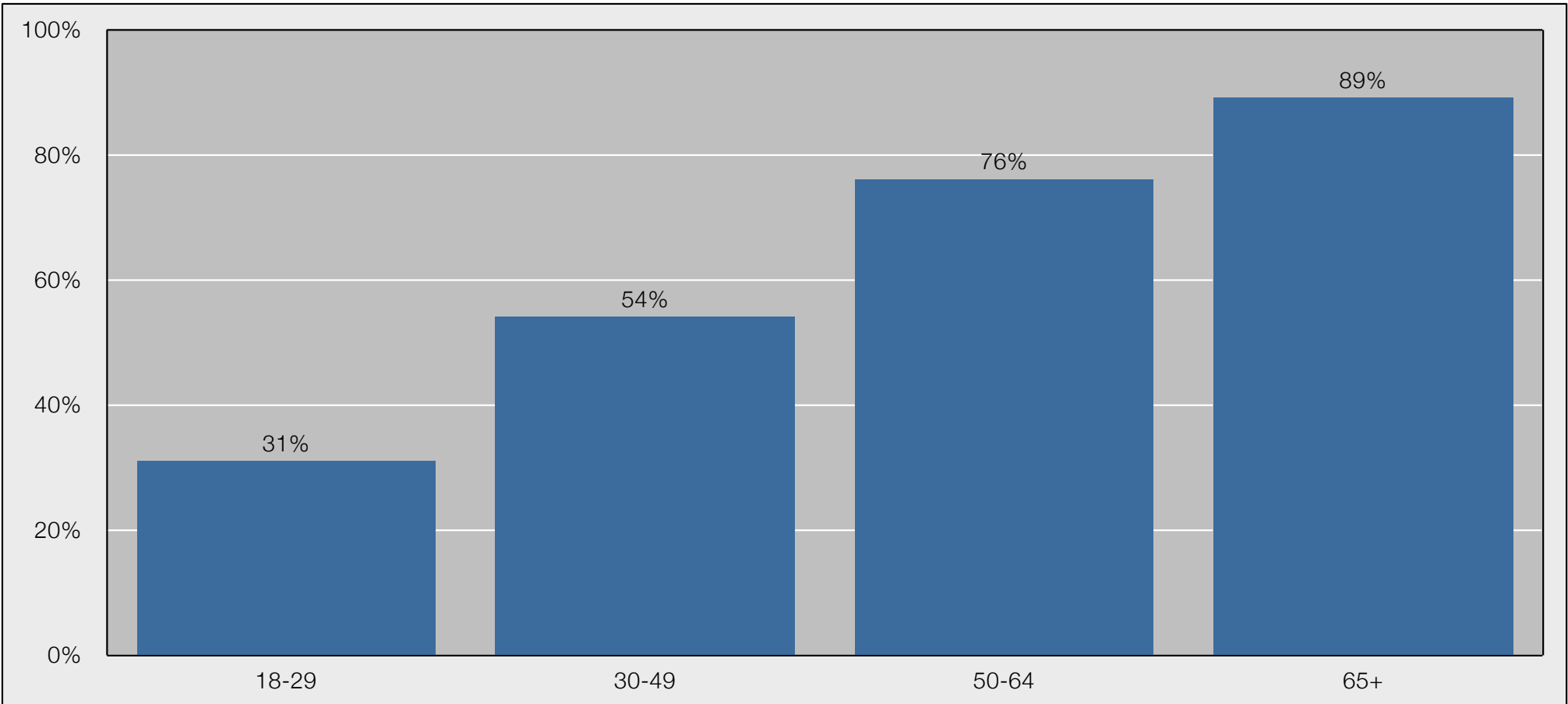
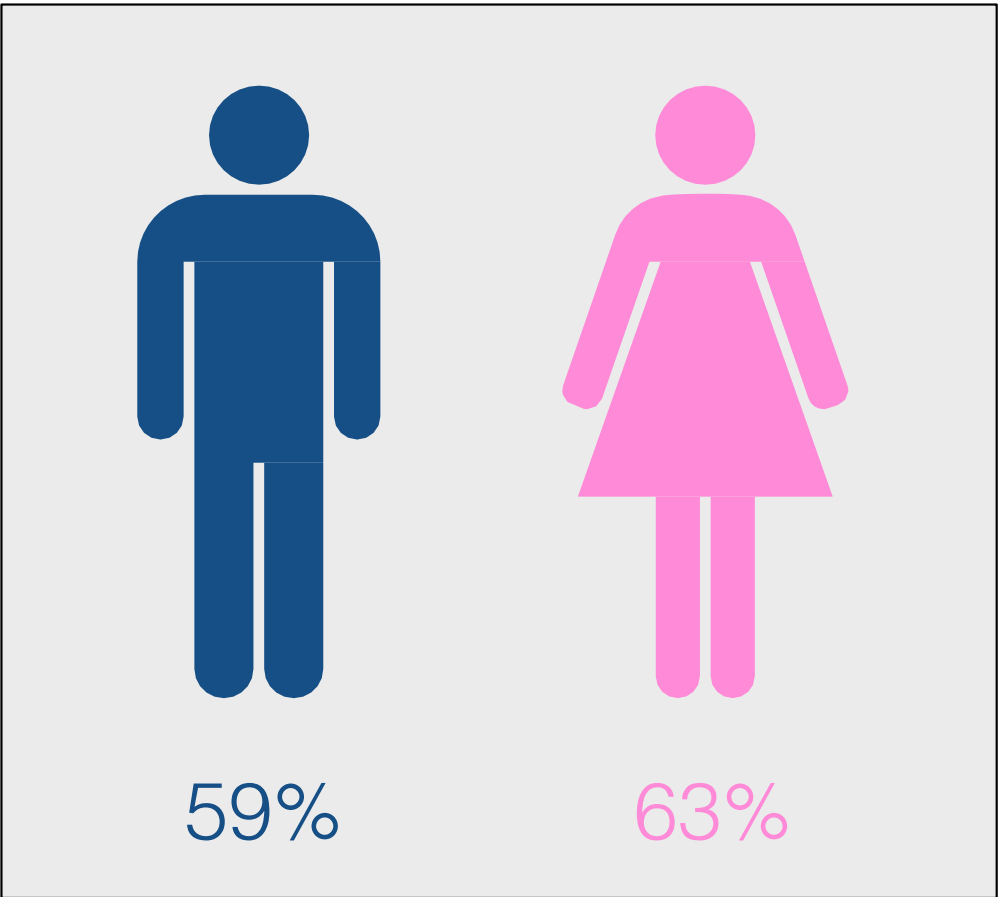
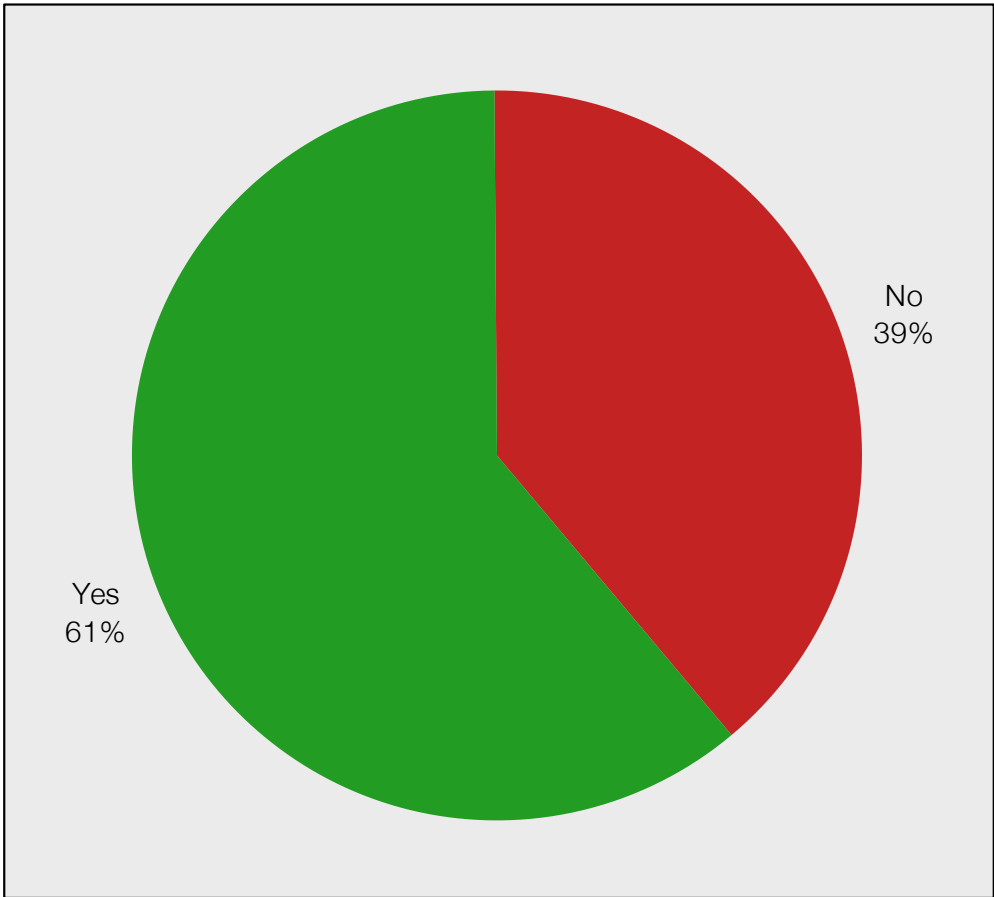
- For the question, as illustrated in the opposite, top chart:
 - 61% of the population answered “Yes”
 - 39% of the population answered “No”

Higher incidence amongst women, especially those aged 50+

- There was a higher incidence amongst women:
 - 63% the female adult population answered “Yes”; compared to 59% of the male population
 - The highest awareness across all demographic groups was amongst women aged 50+ with 84% of this segment answering “Yes”

Age the main factor of awareness

- As illustrated in the chart opposite, age was the main factor of being aware of shingles, increasing with age:
 - 31% of those aged 18-29 answered “Yes”, increasing to:
 - 54% of those aged 30-49
 - 76% of those aged 50-64
 - 89% of those aged 65+



Those aware and unaware of shingles

Awareness of shingles mixed

- Amongst the 61% who answered that they were aware of shingles, from the focus groups, the main qualitative insights showed that this level of awareness was very mixed, ranging from those who had heard of the condition and knew little about it, through to those who had higher levels of knowledge about it.

"I have heard of it, I know that it is a rash or sores that you get all over your body and it mostly occurs when you are elderly."

Angela, 29, Caterer, Oakdowns (Hobart) TAS

"Yes, it's caused by either the chickenpox, measles or herpes virus, so if you have had that specific one, then you may get it when you are older because the virus flares up in old age."

Matt, 44, Site Manager, Armadale (Perth) WA

Awareness highest amongst those with first-hand experience

- There was a clear distinction, where those who had first-hand experience with someone who had shingles, had a significantly higher level of awareness about the condition, namely people who had parents, grandparents, other relatives or friends or neighbours who had shingles.

"My grandmother had it so that's how I know about it, it's a terrible thing to get, much of her body broke out in blisters that wept and were really painful, she was in bed for about a month and my mother and I looked after her...the chickenpox virus causes it, when you get older and your immune system weakens, it lays dormant but comes back as shingles, but that was about 30 years ago, now there is a vaccine to prevent it."

Carolyn, 48, Business Owner, Alford's Point (Sydney) NSW

Those unaware of shingles

- Amongst the 39% who answered that they were not aware of shingles, from the focus groups, the main qualitative insights found that these people were:
 - Younger, predominately 18-29, with still quite a large number in the 30-49 age group
 - They lacked the first hand experience of having a parent, grandparent, other relative, neighbour or someone known to them having had shingles
 - A small proportion had heard of shingles, however, were not confident in their understanding of what exactly the condition was

"No, I can't say that I've ever heard of Shingles at all."

Kien, 32, Finance Assistant Manager, Waterloo (Sydney) NSW

"Honestly, no, I've never heard of Shingles."

Stephane, 39, Client Services Manager, Preston (Melbourne) VIC

"I have heard of it, I don't know where but I have heard of Shingles being a disease, but I don't know specifically what type of disease it is and how it is caught."

Cecelia, 28, HR Executive, Cremorne (Sydney) NSW

"I've heard about it, but I can't say exactly what it is, the name doesn't give it away, I think of roof tiles which I know is stupid, so I'll have to answer no, that I'm not aware of Shingles sufficiently to say yes."

Mitchell, 40, Solar & Electrical Contractor, Grovely (Brisbane) QLD

54% of adult population know of someone who has had shingles

6. Do you know of anyone who has had shingles?

54% of adult population know of someone who has had shingles

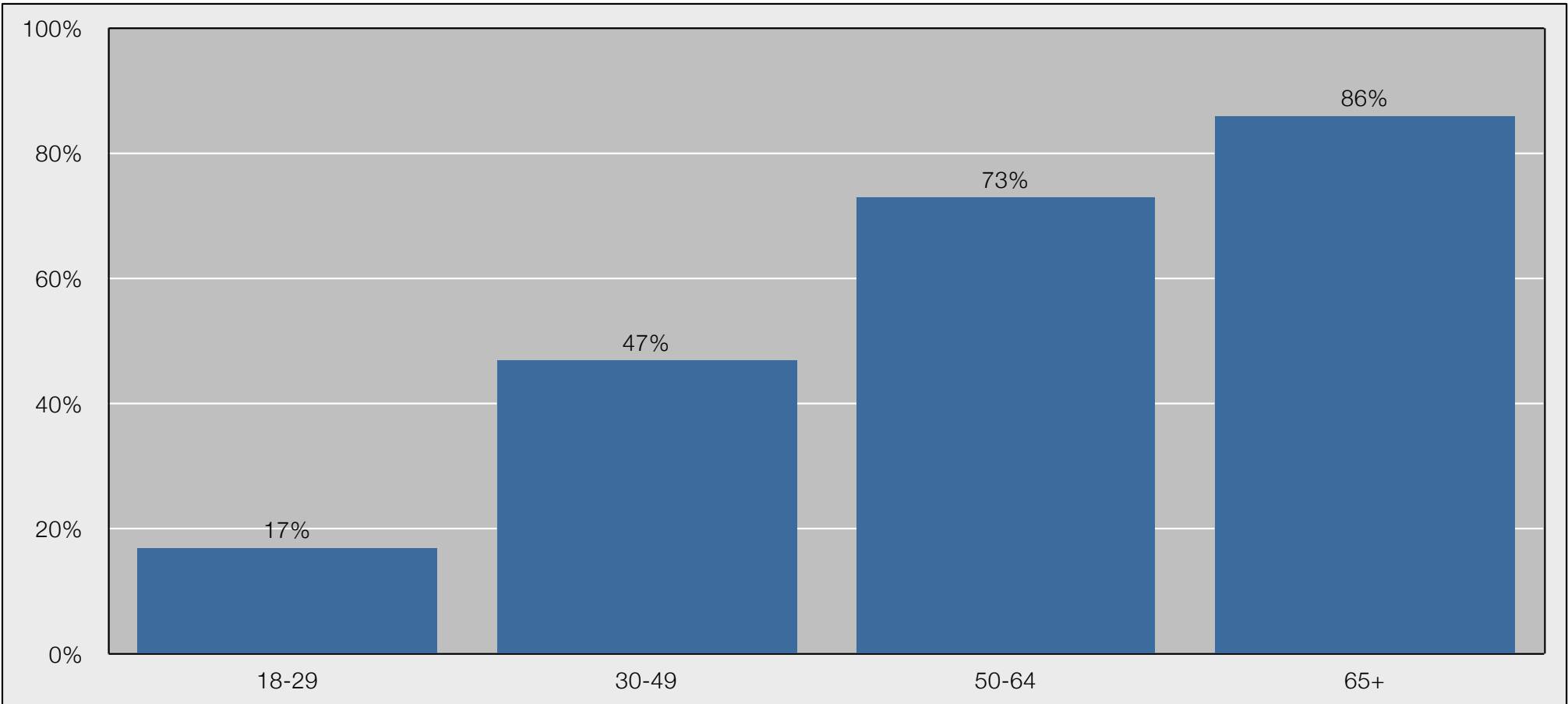
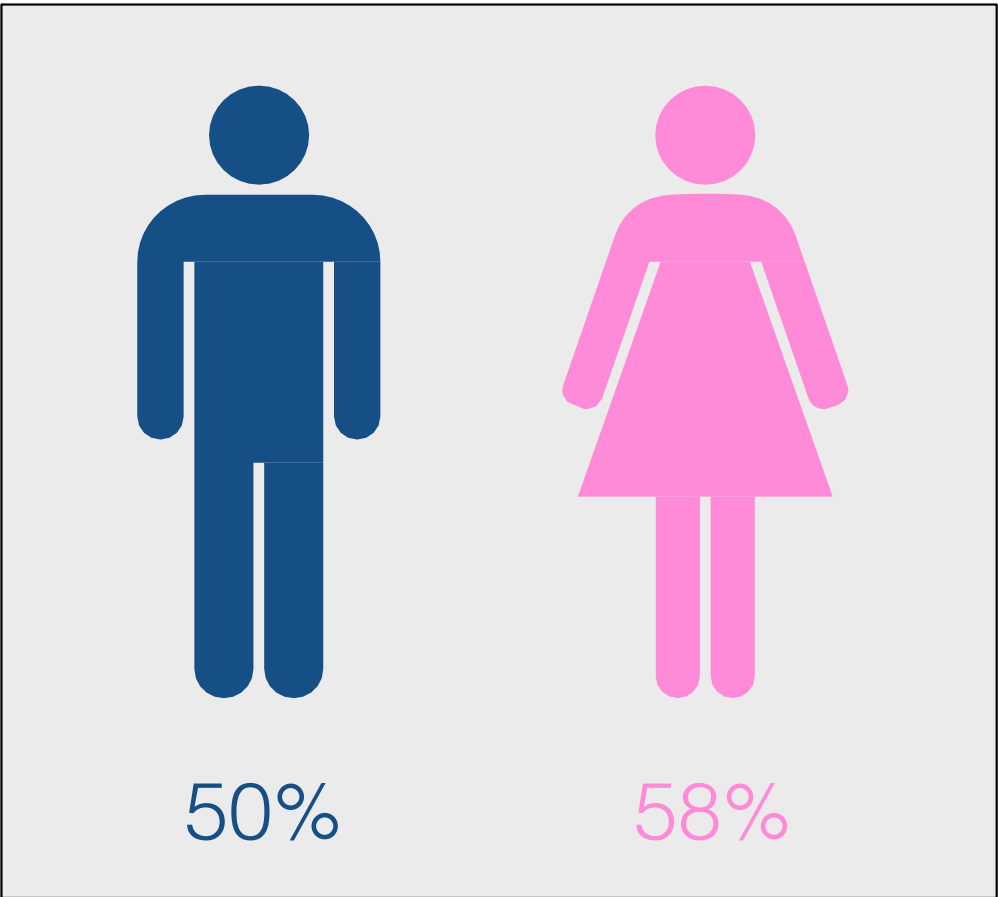
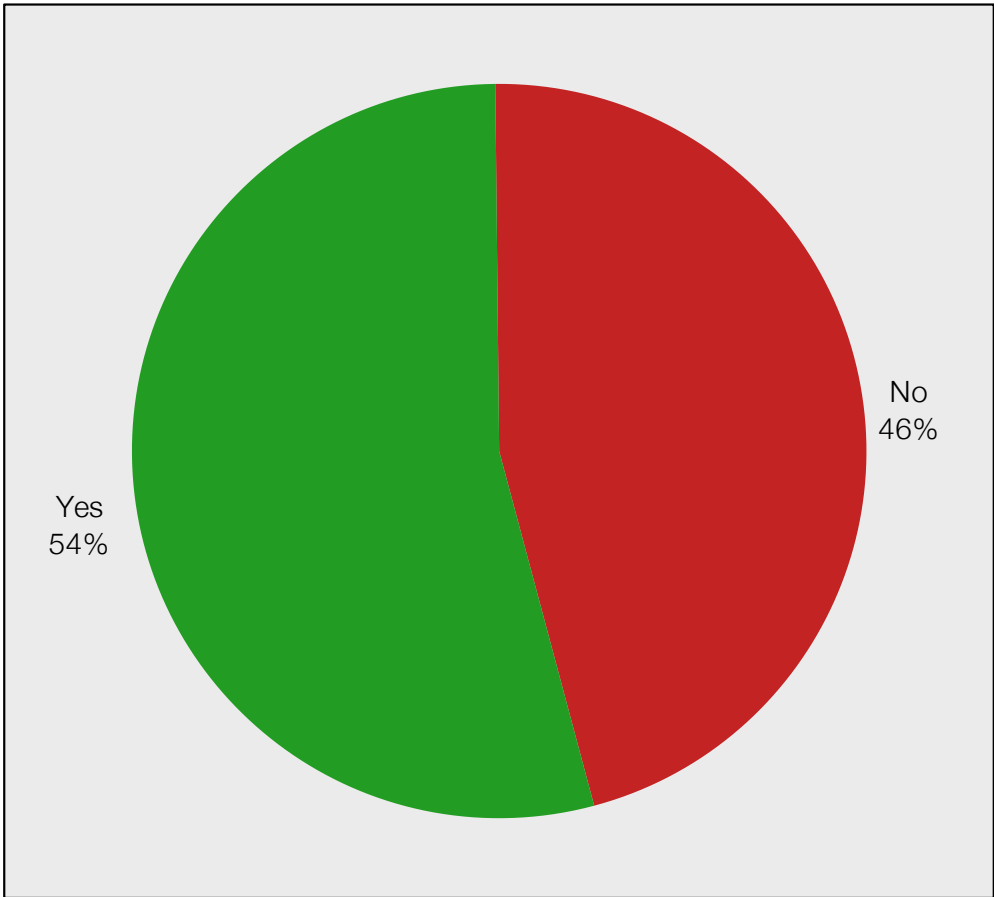
- For the question, as illustrated in the opposite, top chart:
 - 54% of the population answered “Yes”
 - 46% of the population answered “No”

8% higher incidence amongst women, especially those aged 50+

- There was an 8% higher incidence amongst women:
 - 58% the female adult population answered “Yes”; compared to 50% of the male population
 - The highest awareness across all demographic groups was amongst women aged 50+ with 83% of this segment answering “Yes”

Age the significant factor of awareness

- As illustrated in the chart opposite, age was a significant factor of awareness, increasing with age:
 - 17% of those aged 18-29 answered “Yes”, increasing to:
 - 47% of those aged 30-49
 - 73% of those aged 50-64
 - 86% of those aged 65+



Relatives the main people known to have had shingles

Relatives the main people known to have had shingles

- Close relatives, namely parents, grandparents and siblings were the main people known to have had shingles that were mentioned by participants in the focus groups.

“Both my father eight years ago and my mother-in-law four or five years ago had shingles.”

Allison, 53, Stay-at-home-parent, Warners Bay (Newcastle) NSW

“Luckily I haven’t had it myself, but my older sister had it a few years ago and I can think of four or five other people I know who have had it.”

Janice, 77, Retiree, Toowoomba, QLD

“My mother had it (shingles) around 7 years ago and it was an awful illness, so I learnt all about it then, before that I didn’t know much about it.”

Ted, 49, University Academic, West Pymble (Sydney) NSW

Friends and neighbours also known to have had shingles

- Friends and neighbours were the other main group of people that were known to have had shingles, mentioned by participants in the focus groups.

“One of my closest friends had it at the beginning of last year and because she lives alone I helped her out by getting groceries, doing housework and generally taking care of her, so through that I go to know about the shingles.”

Roseanne, 68, Retiree, Chisholm (Canberra) ACT

“There’s an old guy living next door to us and he had shingles a couple of years ago, my wife and I kept an eye on him a bit because he’s a widower and that was the first time I saw someone with it, but I’ve also known of an aunt who had it, but I didn’t see her at the time she had it.”

Beau, 56, Lending Manager, Bendigo, VIC

34% of adult population aware of how shingles is caused

7. Do you know how it is caused?

34% of adult population aware of how shingles is caused

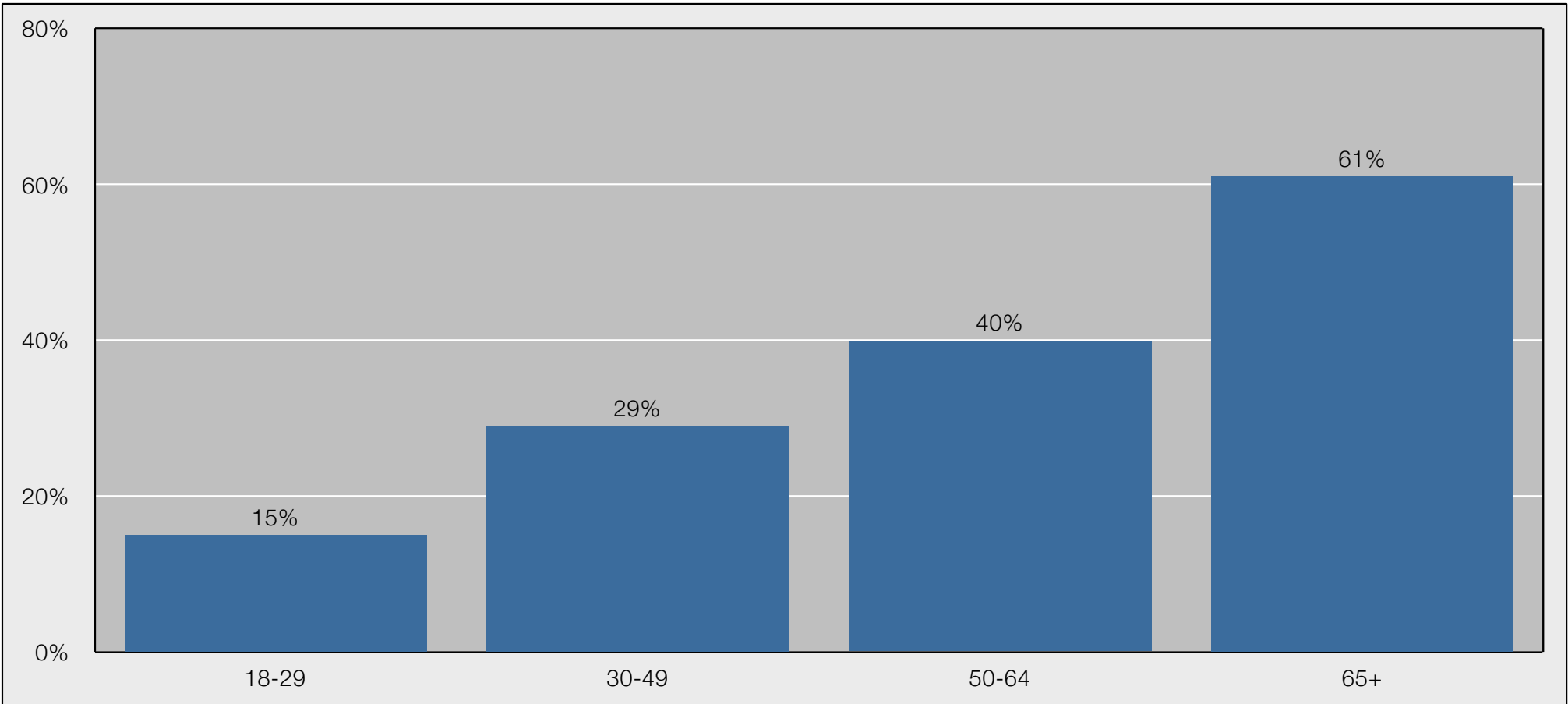
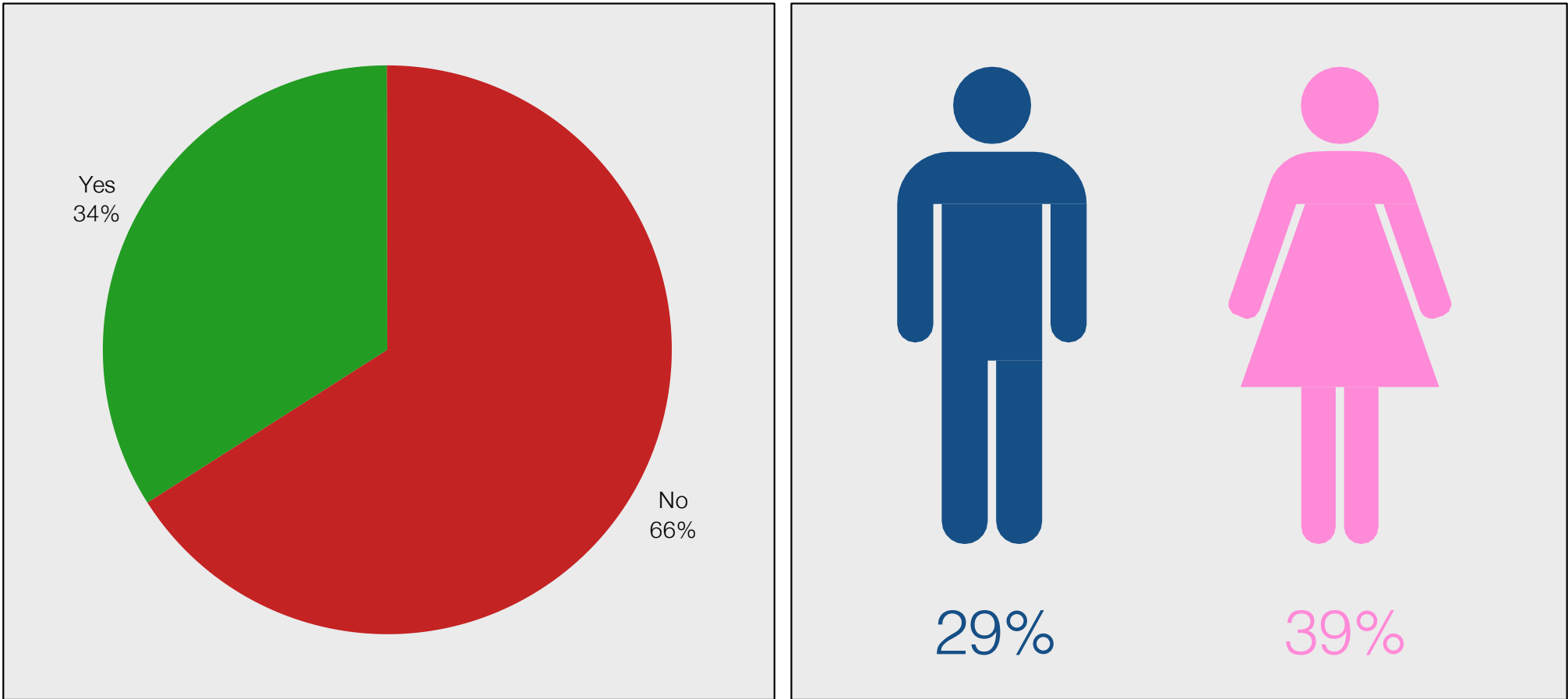
- For the question, as illustrated in the opposite, top chart:
 - 34% of the population answered “Yes”
 - 66% of the population answered “No”

Significantly higher incidence amongst women, especially aged 65+

- There was a significantly higher incidence amongst women:
 - 39% the female adult population answered “Yes”; compared to 29% of the male population
 - The highest awareness across all demographic groups was amongst women aged 65+ with 69% of this segment answering “Yes”

Age the main factor of knowing how shingles is caused

- As illustrated in the chart opposite, age was the main factor of knowing how shingles is caused, where this knowledge was found to increase with age:
 - 15% of those aged 18-29 answered “Yes”, increasing to:
 - 29% of those aged 30-49
 - 40% of those aged 50-64
 - 61% of those aged 65+



37% of adult population aware of the zoster (shingles) vaccine

8. Are you aware of the zoster (shingles) vaccine?

37% of adult population aware of the zoster (shingles) vaccine

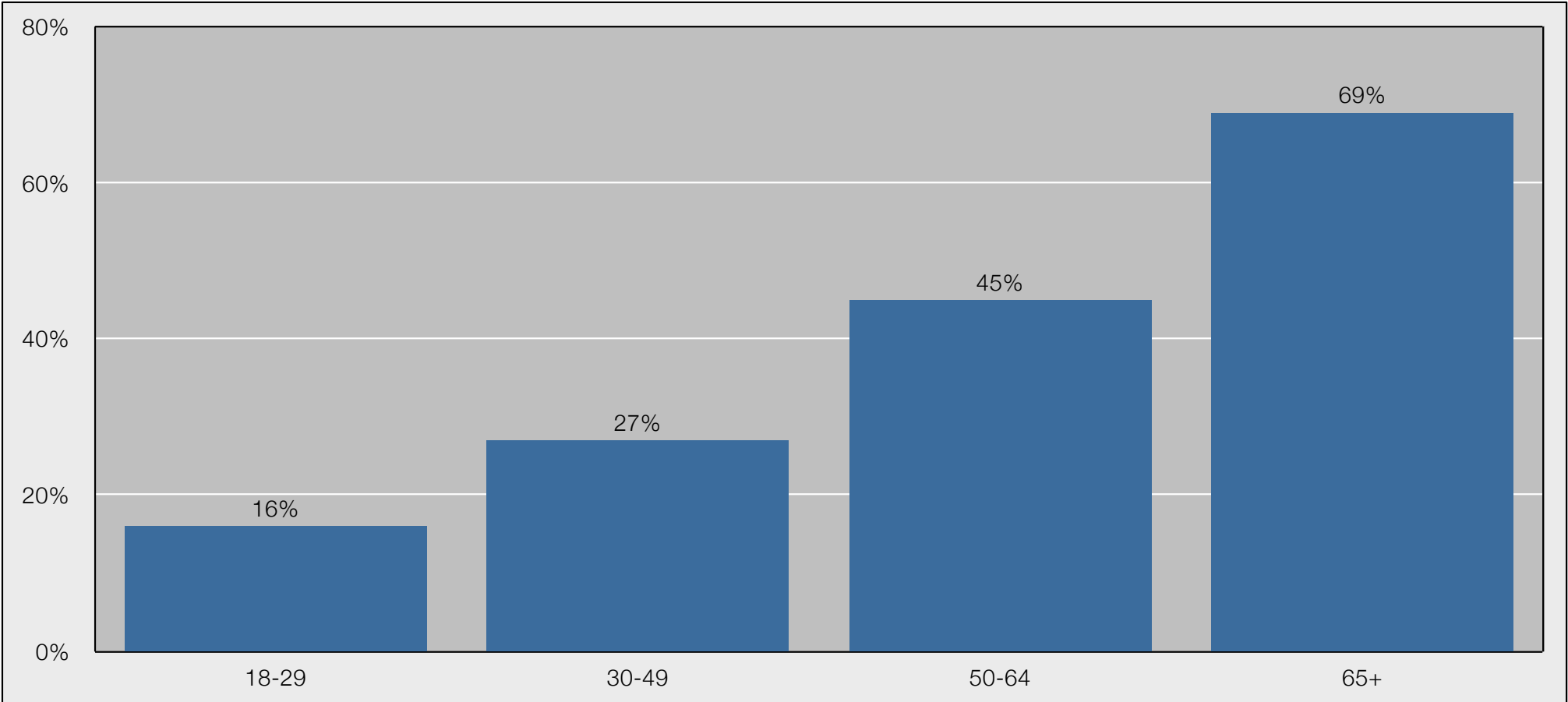
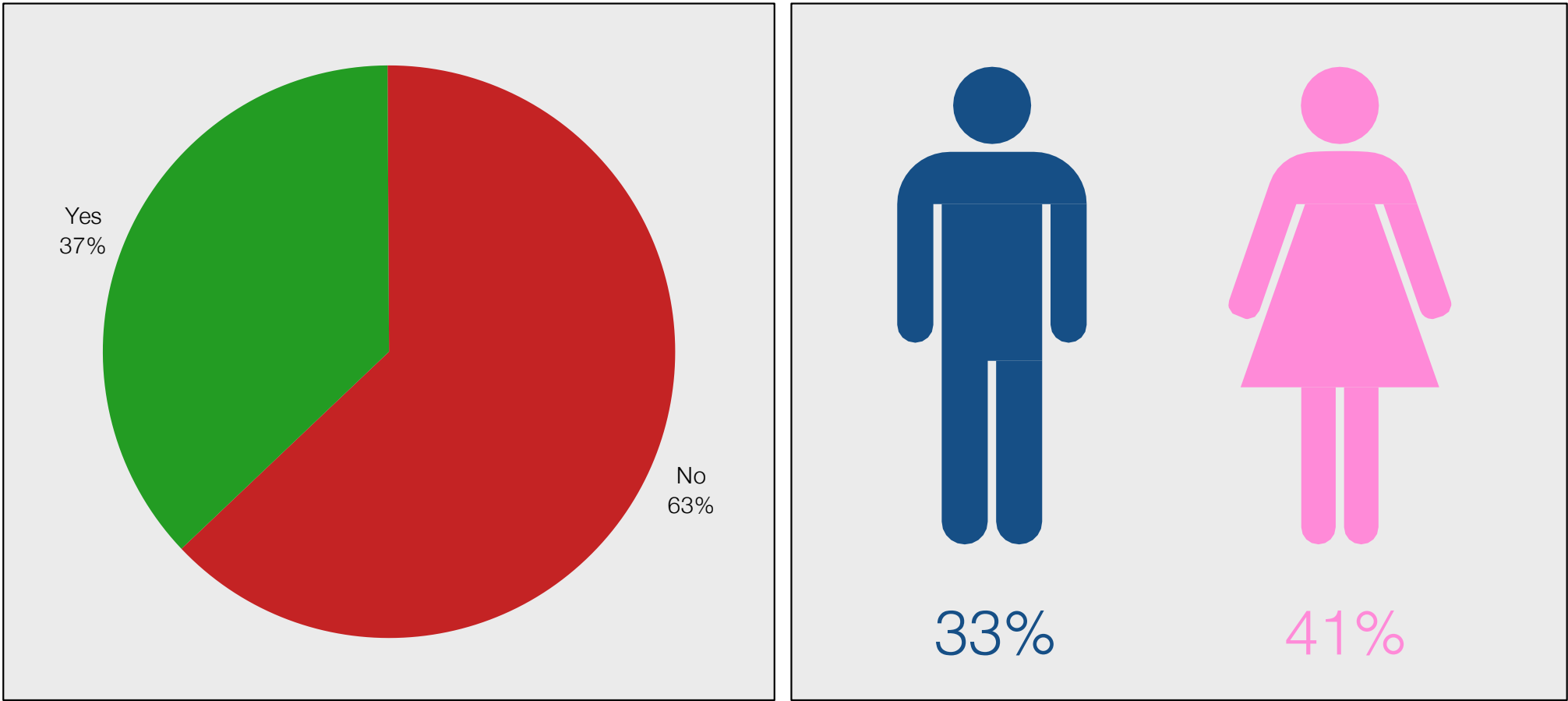
- For the question, as illustrated in the opposite, top chart:
 - 37% of the population answered “Yes”
 - 63% of the population answered “No”

Higher incidence amongst women, especially those aged 65+

- There was a higher incidence amongst women:
 - 41% the female adult population answered “Yes”; compared to 33% of the male population
 - The highest awareness across all demographic groups was amongst women aged 65+ with 73% of this segment answering “Yes”

Age the significant factor of awareness

- As illustrated in the chart opposite, age was the significant factor relating to awareness of the zoster (shingles) vaccine, with awareness increasing with age:
 - 16% of those aged 18-29 answered “Yes”, increasing to:
 - 27% of those aged 30-49
 - 45% of those aged 50-64
 - 69% of those aged 65+



Those aware and unaware of the zoster (shingles) vaccine



Those aware of the zoster vaccine

- From the focus groups, the awareness of the zoster (shingles) vaccine, was very similar to that found from the quantitative survey, where:
 - Those who had first hand experience of shingles, namely through a close relative, friend or neighbour having had shingles, had a higher awareness of the zoster vaccine
 - Awareness was highest amongst those aged 65+, followed by those aged 50-64
 - Women across all age groups also had a slightly higher level of awareness
- The focus groups provided additional insight where most of those aged 65+ and a high number of those aged 50-64, said they were aware of the zoster vaccine as it had been recommended to them, predominately by their GP.
- A small number in the focus groups also stated they had seen advertisements or communication materials from a federal or state/territory government health department promoting the zoster vaccine.

"I'm the main carer for my uncle and in June when I took him to the GP he had his vaccination for shingles (zoster) so that's how I am aware of it."

Constance, 39, Primary School Teacher Ringwood (Melbourne) VIC

"I was recommended it by my GP and had it about 3-4 years ago, I don't think I was aware of it before then...one thing I'm not aware of is if I will need a booster for it, that is something I will have to check with my GP the next time I visit her."

Peter, 73, Retiree, Sandringham (Sydney) NSW

"I saw a leaflet about it (zoster vaccine) when I was in the waiting room at my GP's surgery and I think that's how I learnt about it, this was probably 18 month ago, but my GP said I should wait a few years before I get it."

Marissa, 47, Business Owner, Capalaba (Brisbane) QLD

Those unaware of the zoster vaccine

- From the focus groups, those who were unaware of the zoster (shingles) vaccine, were also very similar to that found from the quantitative survey, where:
 - Age was the significant factor, specifically those aged 18-29 had an extremely low level of awareness and there was also quite a low level of awareness amongst those aged 30-49
 - Amongst these younger age groups, awareness only existed if a close relative, friend or neighbour had shingles and through this they became aware of the zoster vaccine

"No, I haven't heard about about this vaccine, or about shingles until we just discussed it."

Harrison, 22, Student, Marsfield (Sydney) NSW

"I don't know about that one (zoster vaccine) I've never heard of it but I had heard of shingles I think but I didn't know much about it."

Ali, 31, NBN Technician, Kangaroo Point (Brisbane) QLD

"I'm a bit embarrassed also, I didn't know about shingles or how it is caused or the jab (zoster vaccine) for it."

Grace, 43, Senior Accountant, Plympton (Adelaide) SA

21% of adult population have been recommended the zoster (shingles) vaccine

9. Has your GP or other Health Care Provider ever recommended it to you?

21% have been recommended the zoster (shingles) vaccine

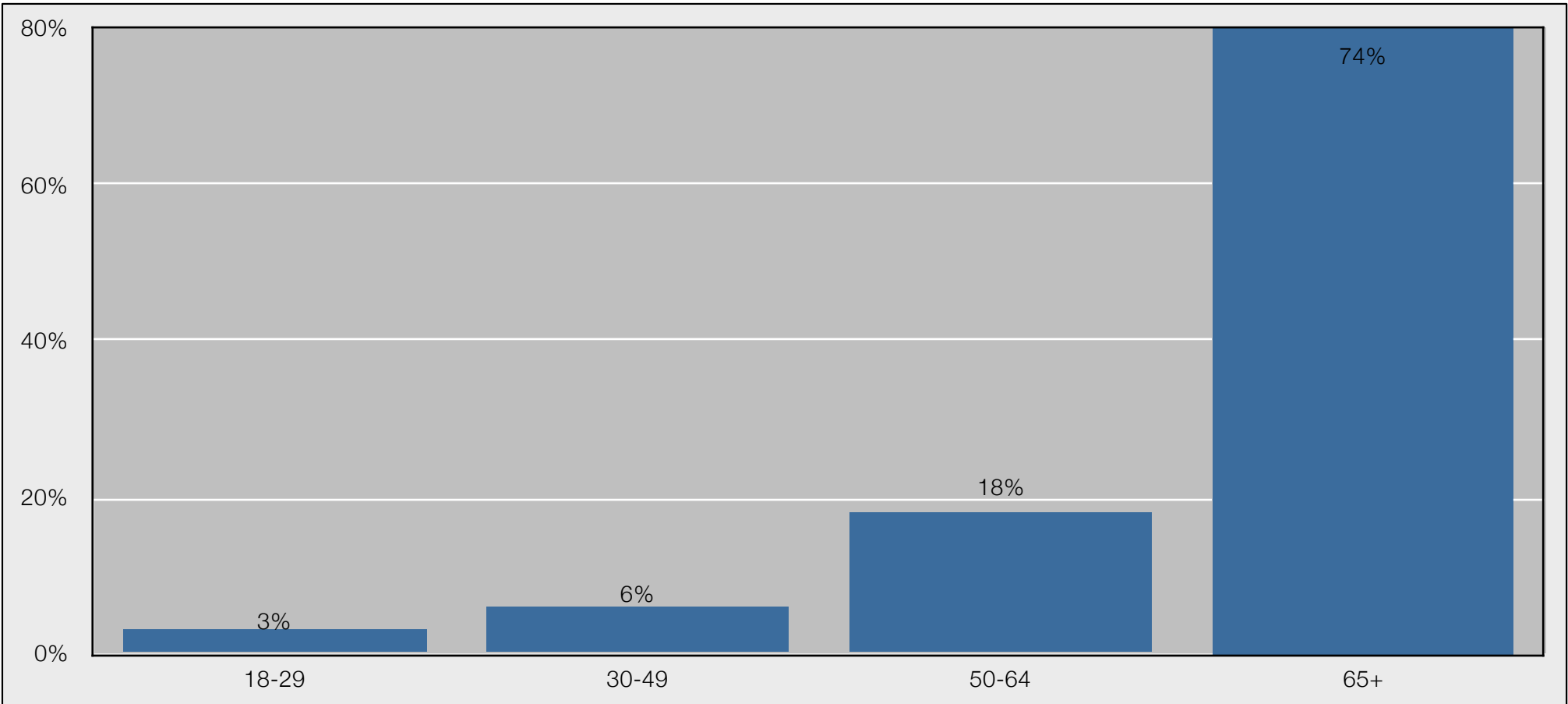
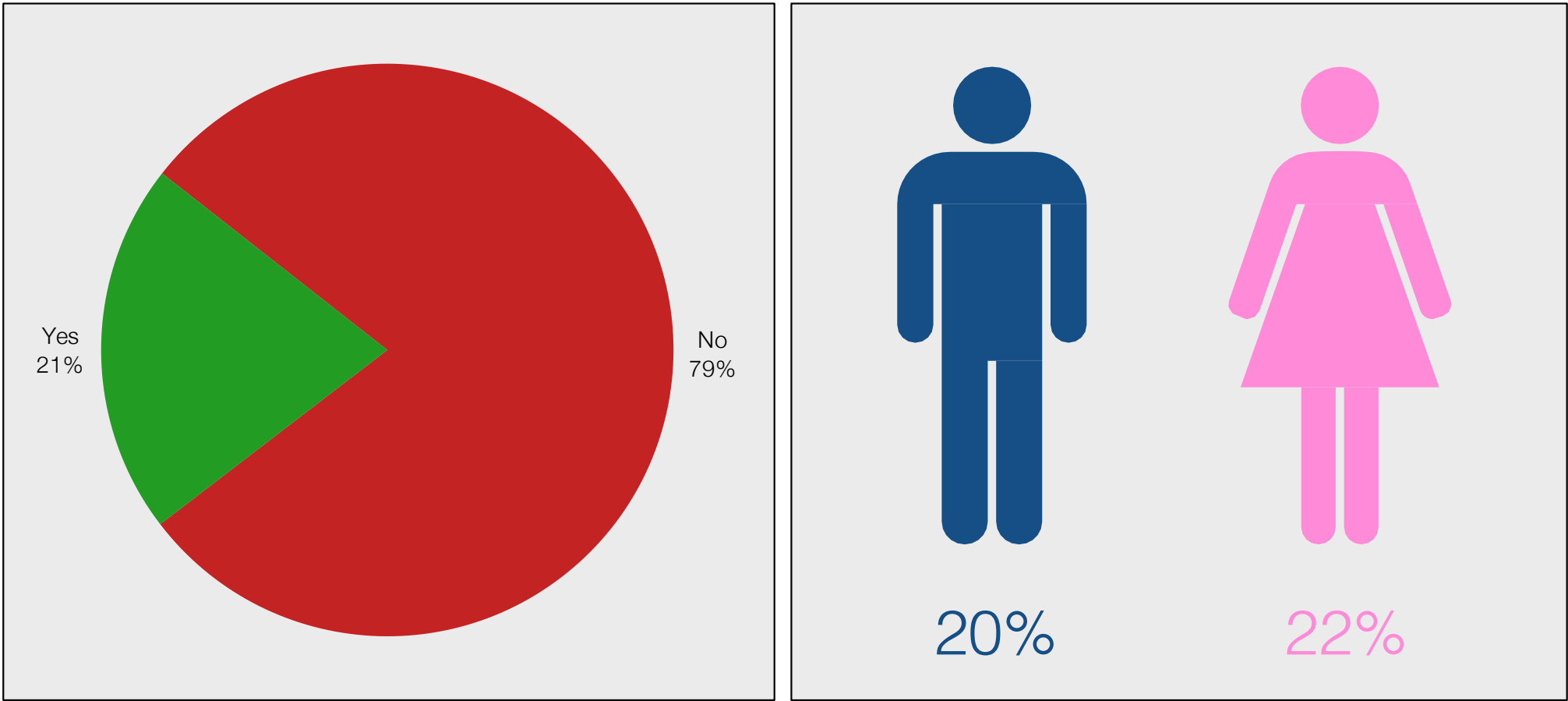
- For the question, as illustrated in the opposite, top chart:
 - 21% of the population answered “Yes”
 - 79% of the population answered “No”

Minimal difference across gender

- There was minimal difference in the responses across gender:
 - 22% the female adult population answered “Yes”; compared to 20% of the male population
 - The highest awareness across all demographic groups was amongst those aged 65+ with 74% of this segment answering “Yes”

Age the dominant factor of having been recommended zoster vaccine

- As illustrated in the chart opposite, age was the overwhelmingly dominant factor amongst those who have been recommended the zoster (shingles) vaccine, increasing with age, though specifically amongst those aged 65+:
 - 3% of those aged 18-29 answered “Yes”, increasing to:
 - 6% of those aged 30-49
 - 18% of those aged 50-64
 - 74% of those aged 65+



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Further Information



4. Further Information

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For media enquiries, please use the above telephone number.

For any other enquiries and further information, please visit our website and fill the contact form on:
www.immunisationcoalition.org.au/about-us/contact-us/



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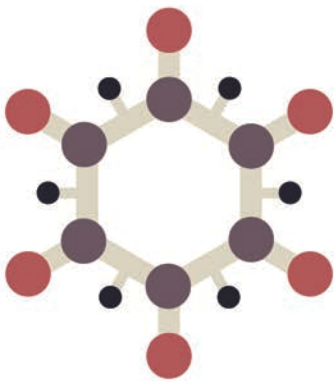
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The Immunisation Coalition with to thank APMI Partners (Australia) for producing this survey.

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