



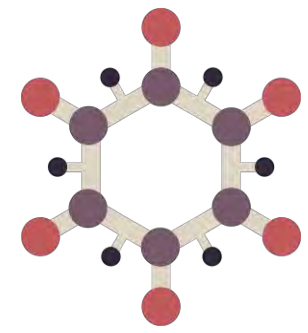
IMMUNISATION  
COALITION

## Influenza Vaccination 2021: Attitudes & Intentions

April 2021



# Contents



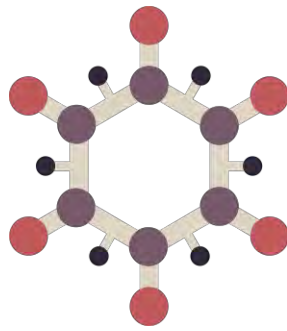
1	Questions	3
2	Methodology	5
3	Findings	8
4	Further Information	30
5	APMI Partners	32





# Questions

# Questions Asked



**Questions asked in the research**

1. Did you get an influenza vaccination in 2020?
2. What was the main reason for getting an influenza vaccination last year?
3. What was the main reason for not getting an influenza vaccination?
4. Do you intend to get an influenza vaccination this year?
5. What is your main reason for intending to get an influenza vaccination this year?
6. What is your main reason for not intending to get an influenza vaccination shot this year?
7. Did you have influenza last year?
8. What is your priority (Influenza vaccination, COVID vaccination or both)?
9. Who should have an influenza vaccination?
10. When do you want to get vaccinated?
11. Do you believe it is important to have both the influenza and COVID vaccinations?
12. Do you know how to obtain the COVID vaccine?
13. Do you know the COVID vaccine is free?
14. Do you know that there has to be a 2 week gap between the COVID vaccination and any other vaccination (including influenza)?
15. Where do you prefer to get your flu vaccination?
16. If you cannot get the flu vaccine at work this year, would you be prepared to pay for it yourself?
17. Would you pay more for an influenza vaccine that gives you 5-10% more protection?

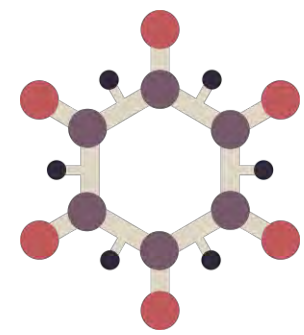


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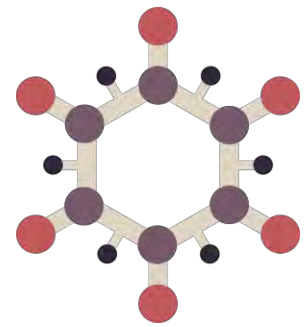
# **Methodology**



# Details of the Methodology

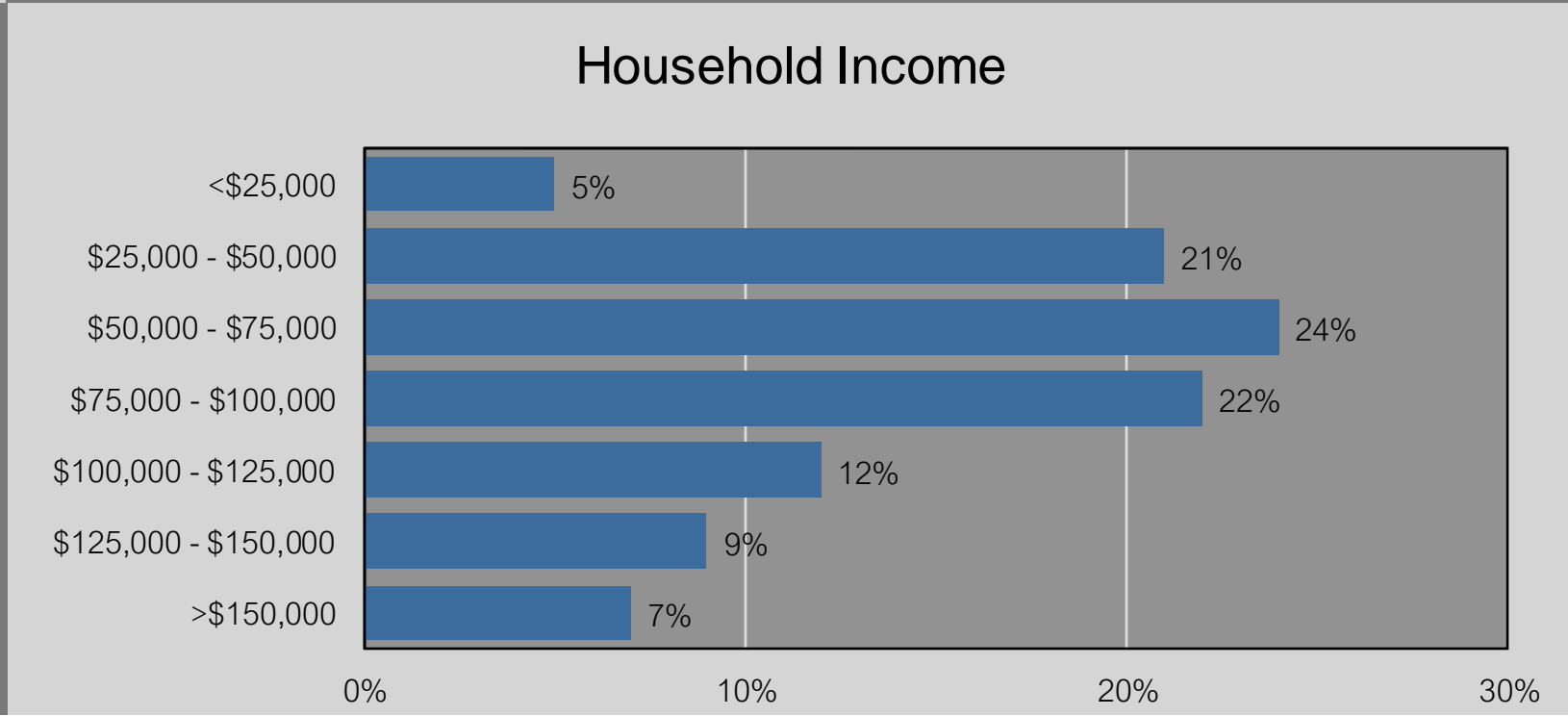
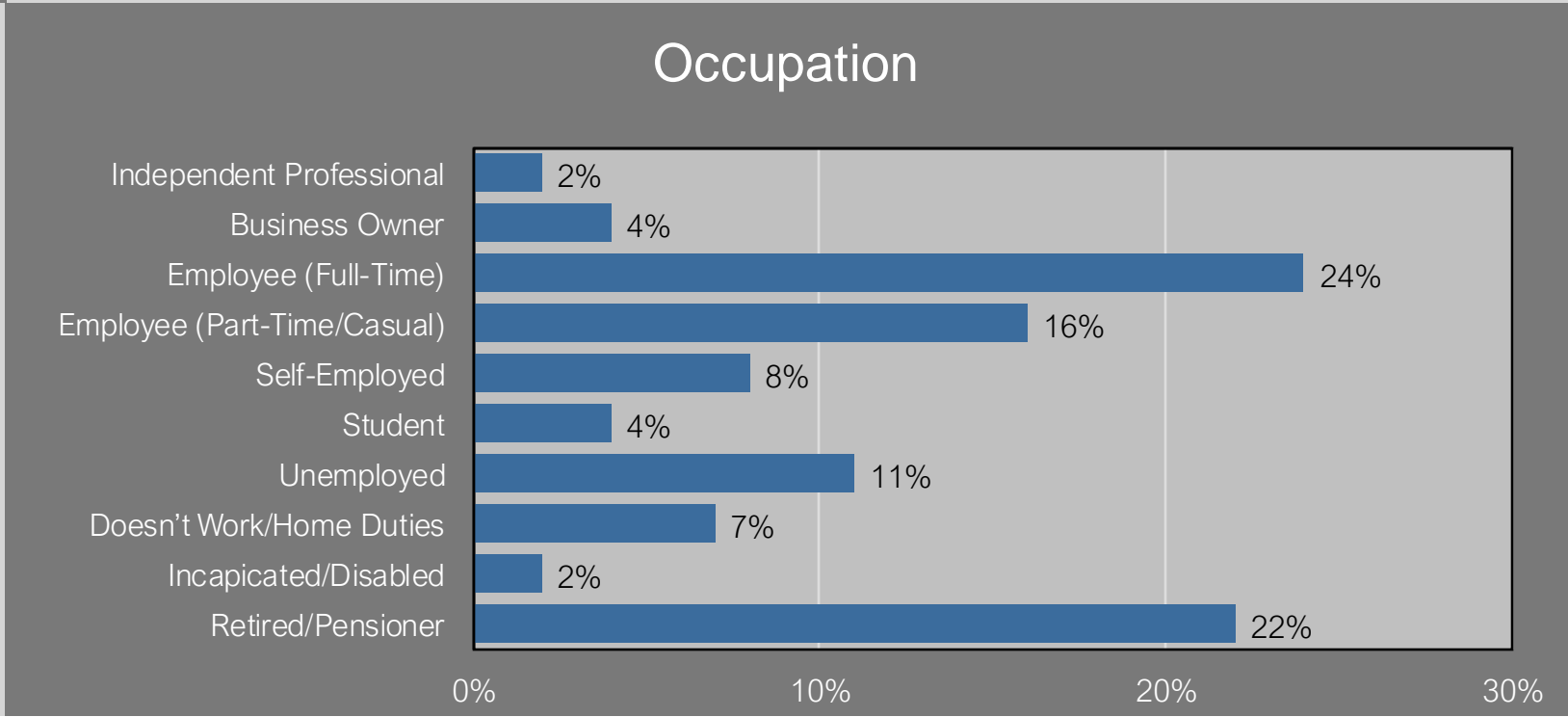
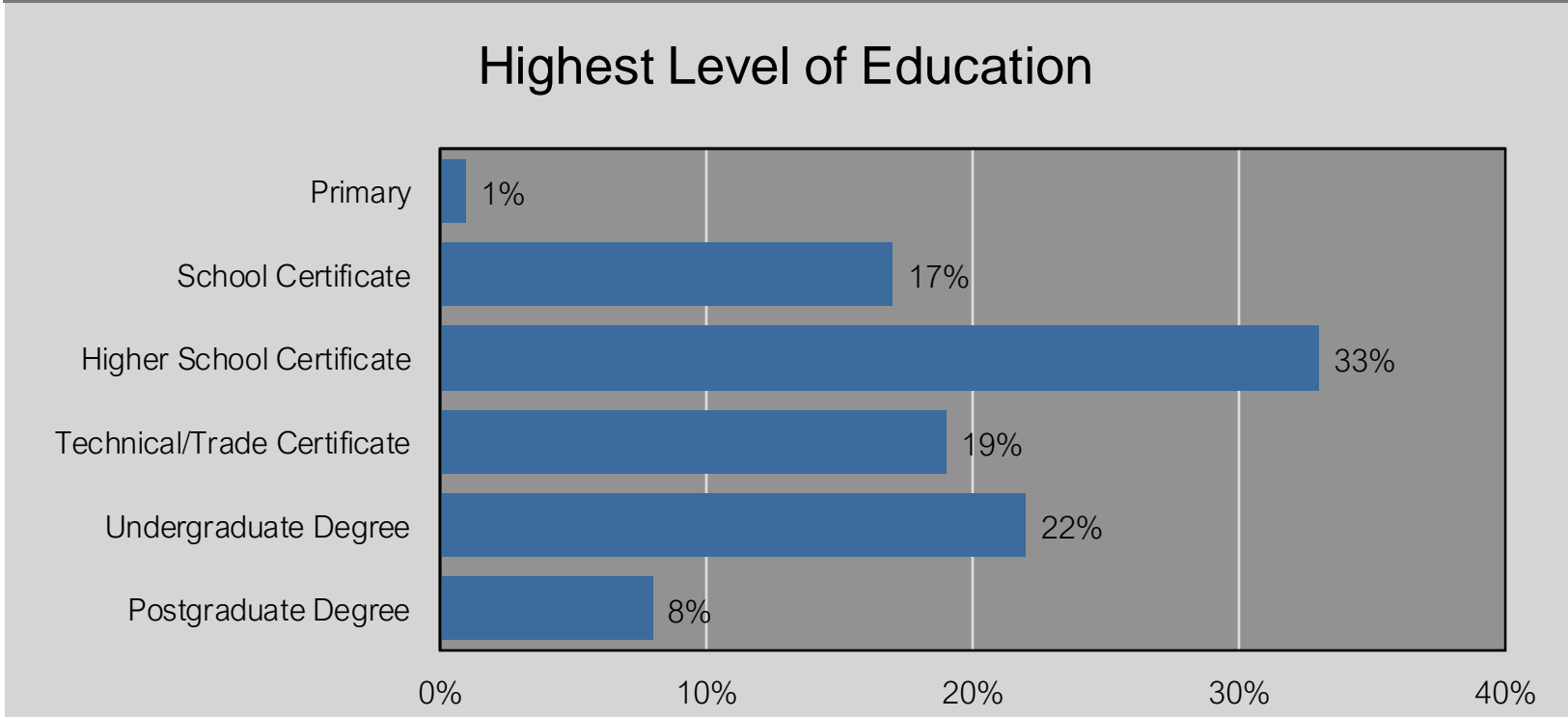
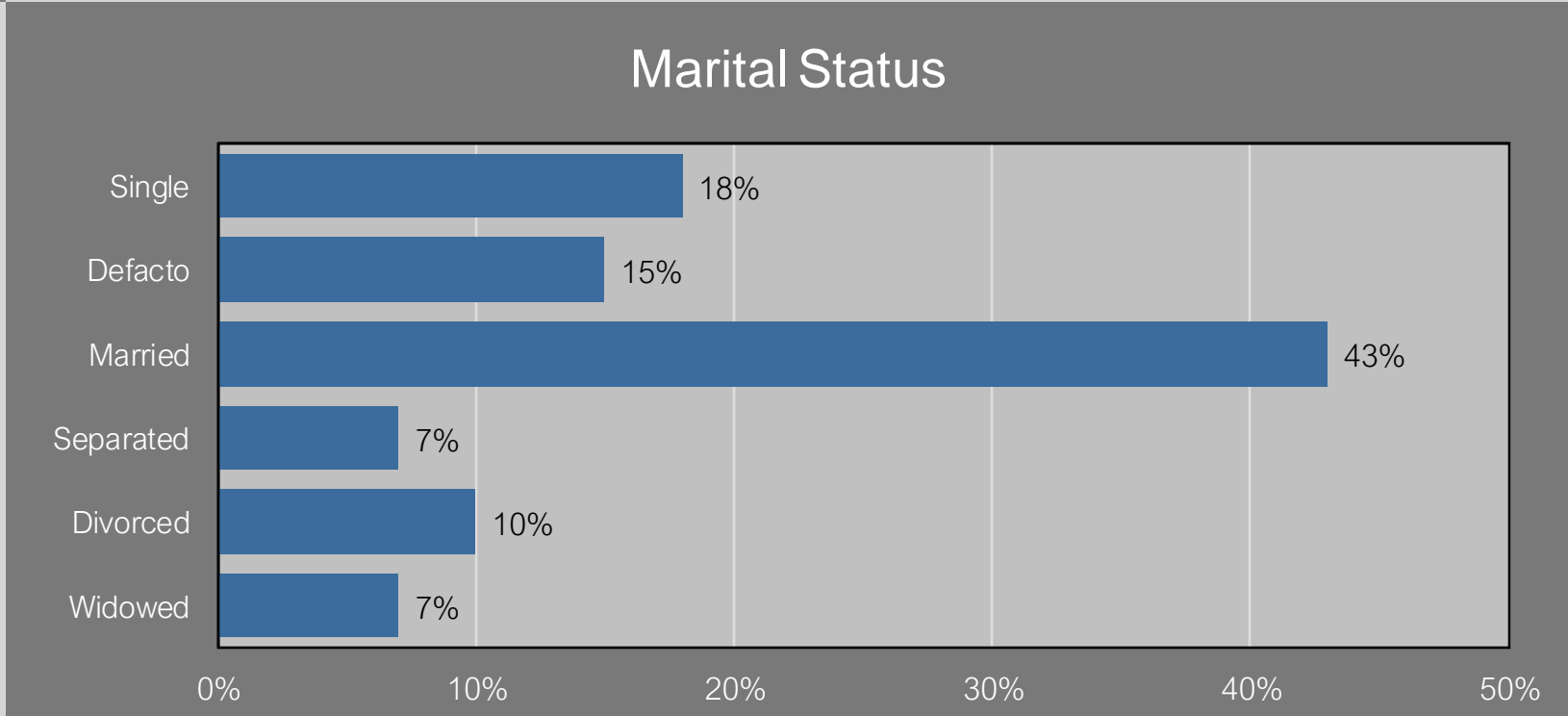
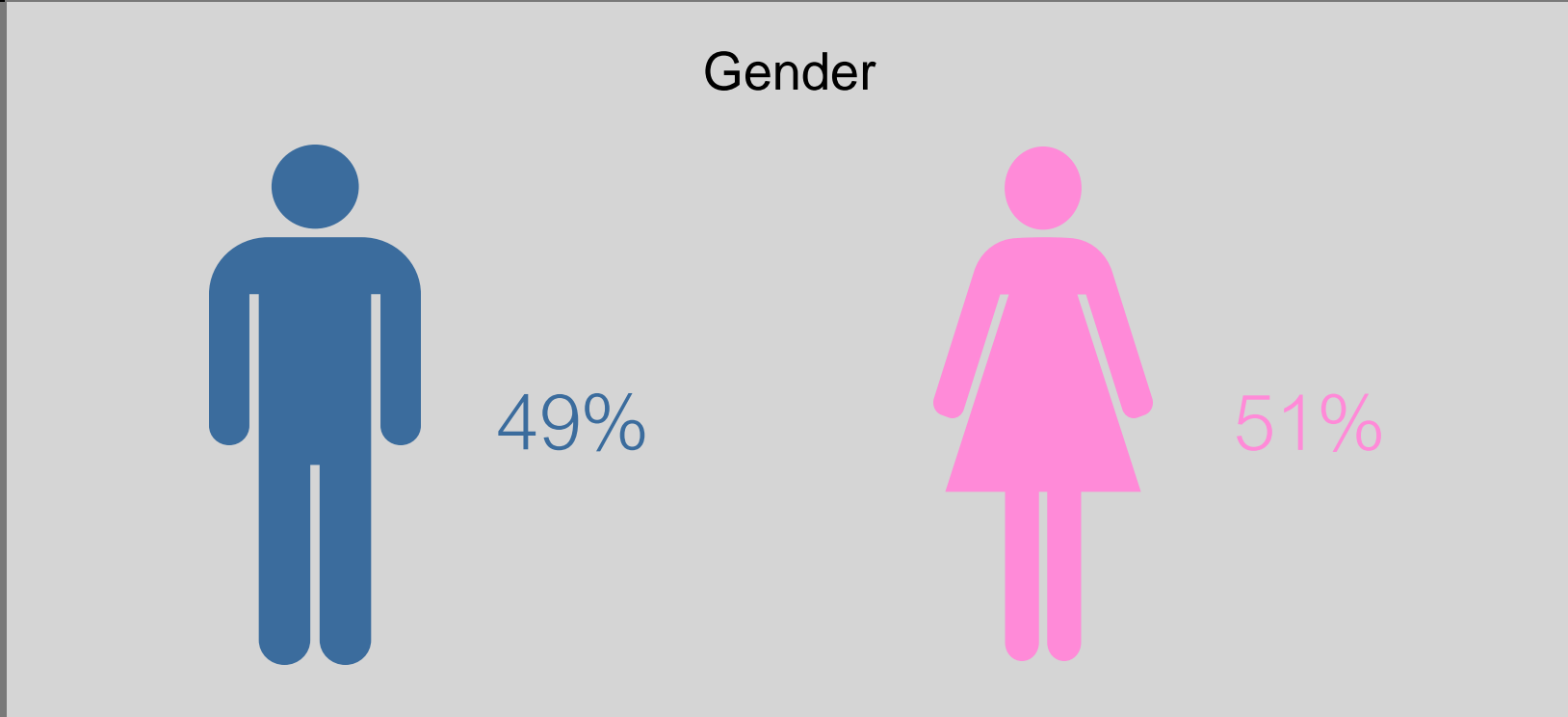
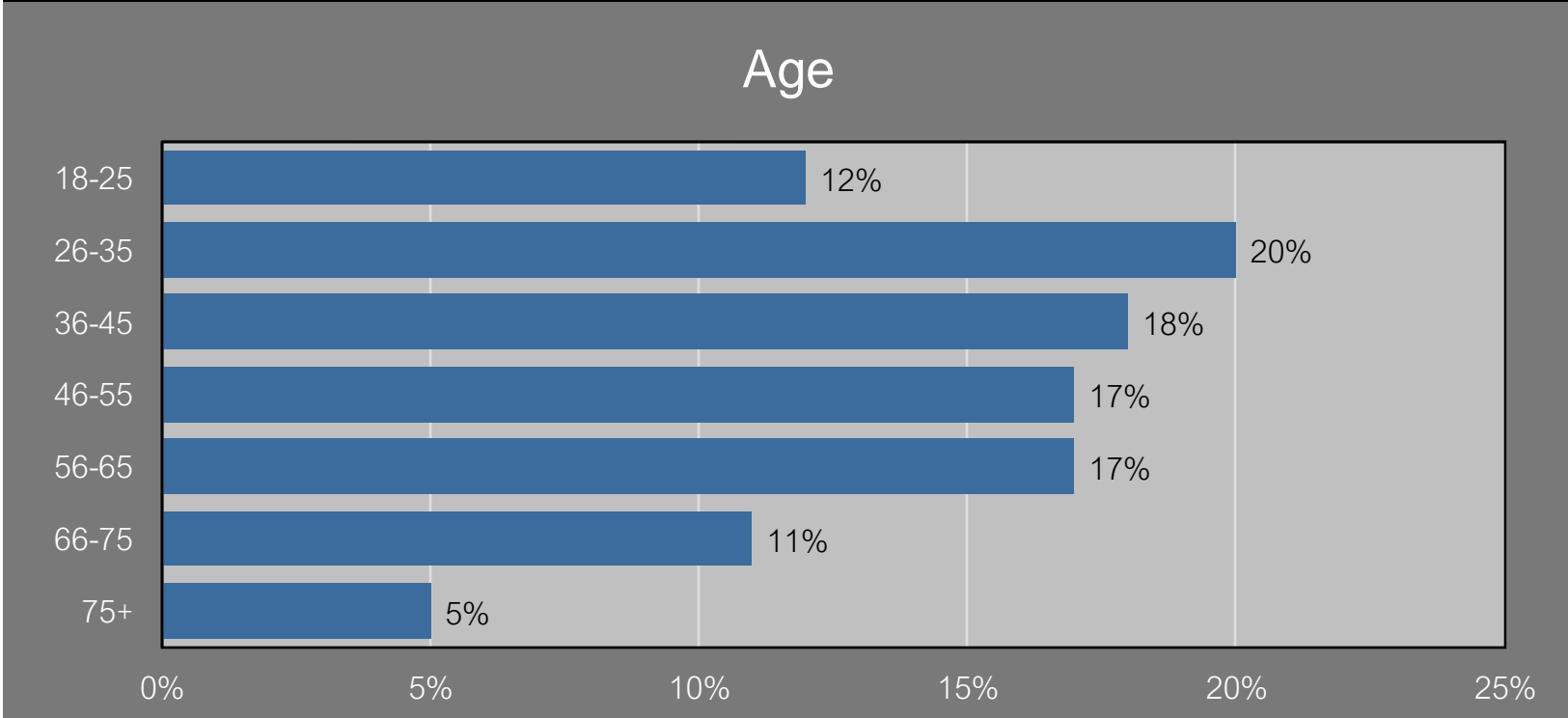
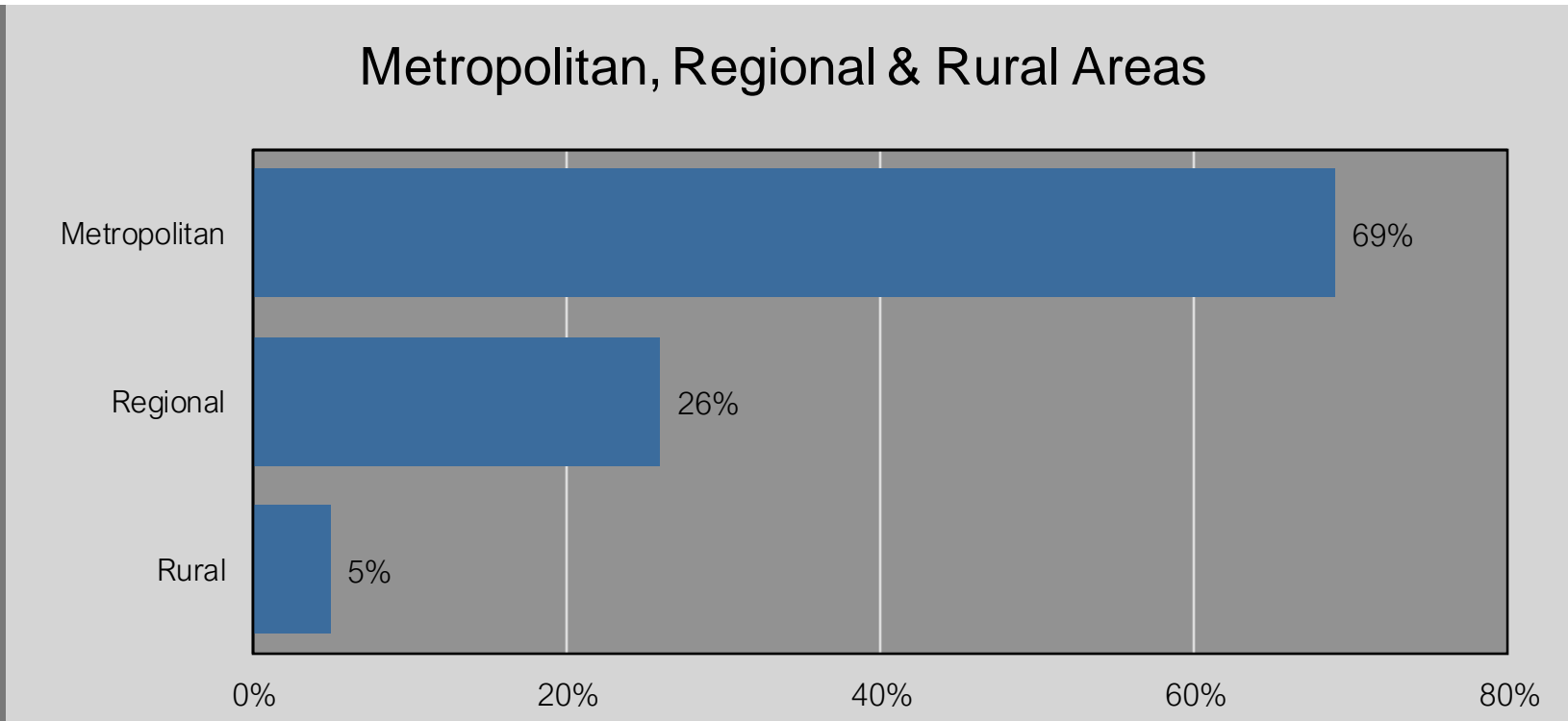
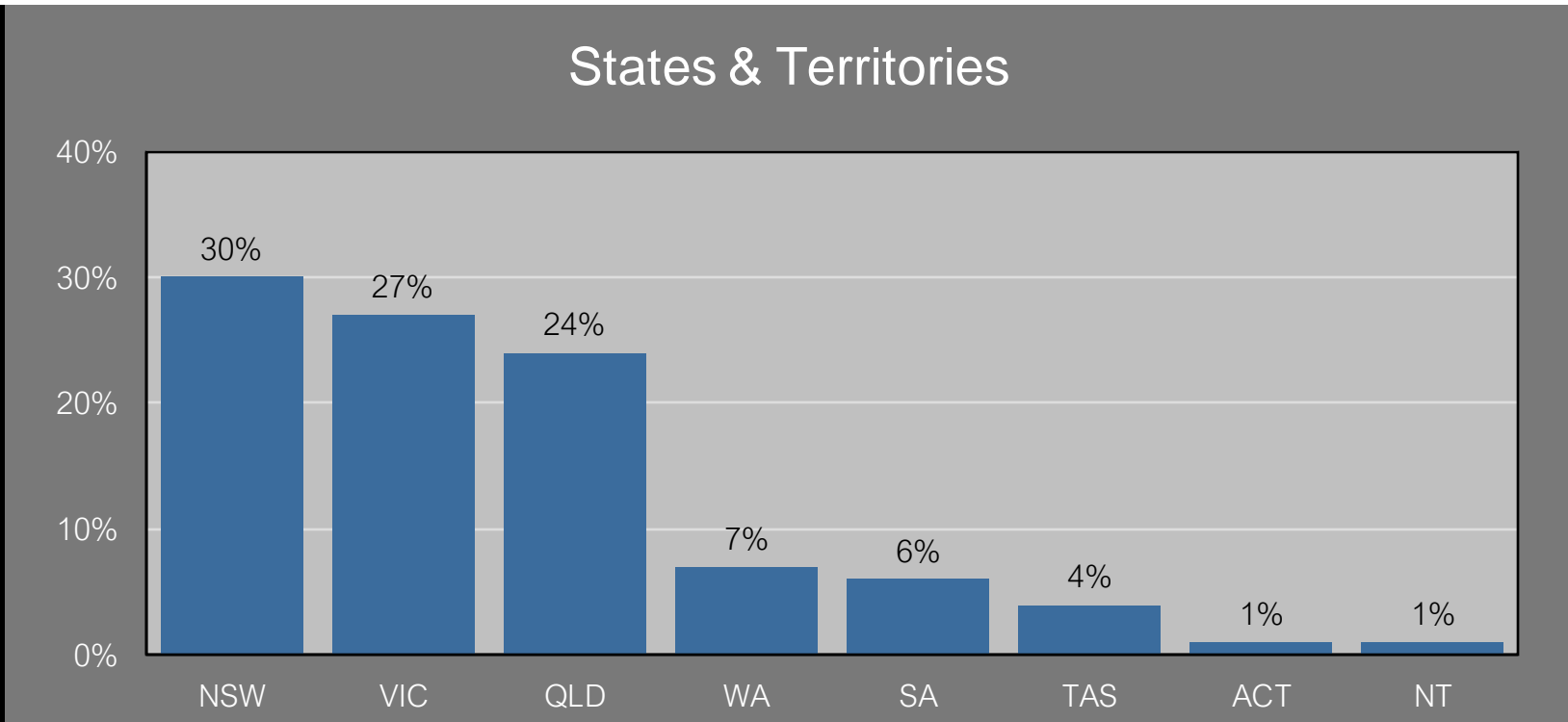


<p>The methodology utilised a very large nationwide sample size, representative of the Australian population, with 3 comprehensive stages of qualitative &amp; quantitative research.</p>			<p><b>Nationwide</b></p> <ul style="list-style-type: none"><li>• Very large nationwide sample size</li><li>• Representative of the Australian population, across all states, territories, cities, regional &amp; rural areas</li></ul>
Qualitative Research	<p>1. Focus Groups</p> <ul style="list-style-type: none"><li>• 15 focus groups were conducted, each comprising a representative sample of 12 Australians</li><li>• Detailed qualitative and specific quantitative information was obtained from this stage</li><li>• Each group took on average 94 minutes</li><li>• Groups were held in central locations in the below cities:<ul style="list-style-type: none"><li>- Sydney (2)      - Brisbane (2)      - Adelaide      - Canberra      - Newcastle      - Bendigo</li><li>- Melbourne (2)      - Hobart      - Perth      - Darwin      - Toowoomba      - Bunbury</li></ul></li></ul>		<p><b>Comprehensive</b></p> <ul style="list-style-type: none"><li>• 3-stage methodology</li><li>• Qualitative stage<ul style="list-style-type: none"><li>- 15 focus groups, conducted across 12 cities</li></ul></li><li>• Quantitative stage:<ul style="list-style-type: none"><li>- 25,042 interviews overall</li><li>- 1,503 telephone surveys</li><li>- 23,539 online surveys</li></ul></li></ul>
	<p>2. Telephone Survey</p> <ul style="list-style-type: none"><li>• 1,503 telephone interviews were conducted, predominately amongst:<ul style="list-style-type: none"><li>- Older Australians</li><li>- Those with limited vision</li><li>- Those who did not have Internet access</li></ul></li><li>• Detailed quantitative information was obtained from this stage</li><li>• Each interview took on average 22 minutes</li></ul>		<p><b>Confidence</b></p> <ul style="list-style-type: none"><li>• Very high level of statistical confidence across all findings</li><li>• Between 95-97% statistical confidence for almost all questions</li></ul>
Quantitative Research	<p>3. Online Survey</p> <ul style="list-style-type: none"><li>• 23,539 interviews were conducted amongst a representative sample of Australians</li><li>• Detailed quantitative information was obtained from this stage</li><li>• The survey utilised the latest online technology, where images, audio and video were included for some questions, making the survey interactive and engaging</li><li>• Smartphones, tablet computers and PC's were used to undertake the survey</li><li>• The survey took on average 22 minutes to complete</li></ul>		<p><b>Dates</b></p> <ul style="list-style-type: none"><li>• Data collection took place over the dates:</li><li>• Qualitative stage<ul style="list-style-type: none"><li>- Focus groups: 17th March to 27th March</li></ul></li><li>• Quantitative stage:<ul style="list-style-type: none"><li>- Telephone surveys: 29th March to 12th April</li><li>- Online surveys: 29th March to 15th April</li></ul></li></ul>



# Representative Sample of the Adult Population

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

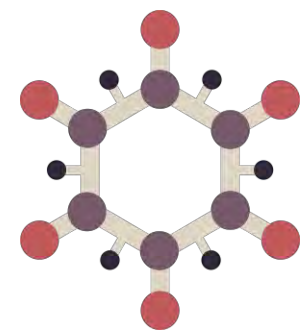




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# **Findings**





# 59% said they had the influenza vaccination in 2020

## Q1. Did you get an influenza vaccination in 2020?

### 59% said they had an influenza vaccination in 2020

- For the question, as illustrated in the opposite, top chart:
  - 59% of the population answered “Yes”
  - 41% of the population answered “No”

### More women had an influenza vaccination than men in 2020

- The percentage of females that had the influenza vaccination in 2020 was higher than men, illustrated below:
  - 61% of the female adult population answered “Yes”
  - 57% of the male adult population answered “Yes”

### Women aged 55+ had the highest incidence

- Similar to 2019, of the total adult population, the segment which had the highest incidence of receiving the influenza vaccination in 2020 were women aged 55+:
  - 73% of this group answered “Yes”

“Yes I had it last year, I have it most years but last year I made sure to have it early because of the coronavirus, I was really worried that if I got the flu, then my immune system would be weaker and if I then got the coronavirus that it could kill me.”

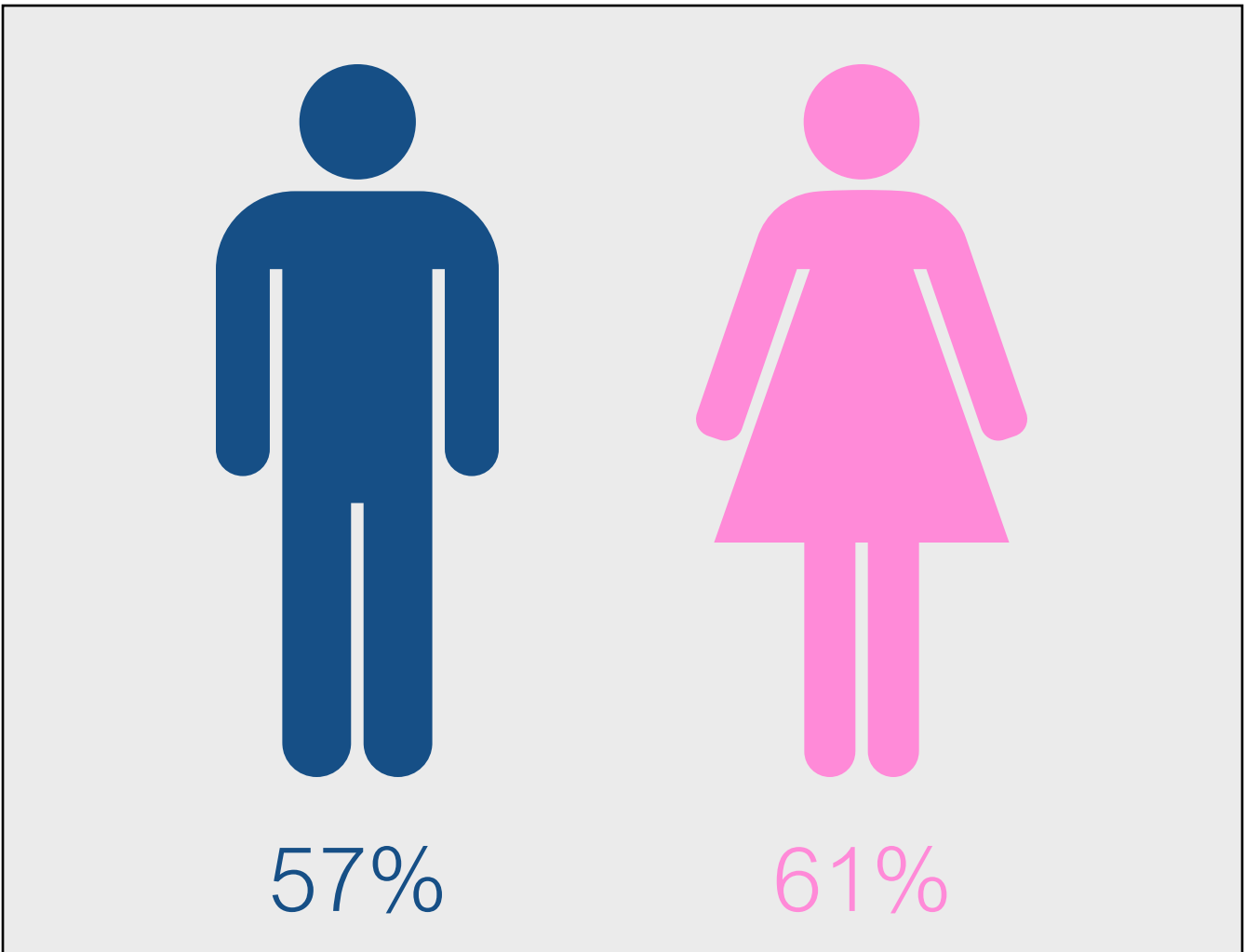
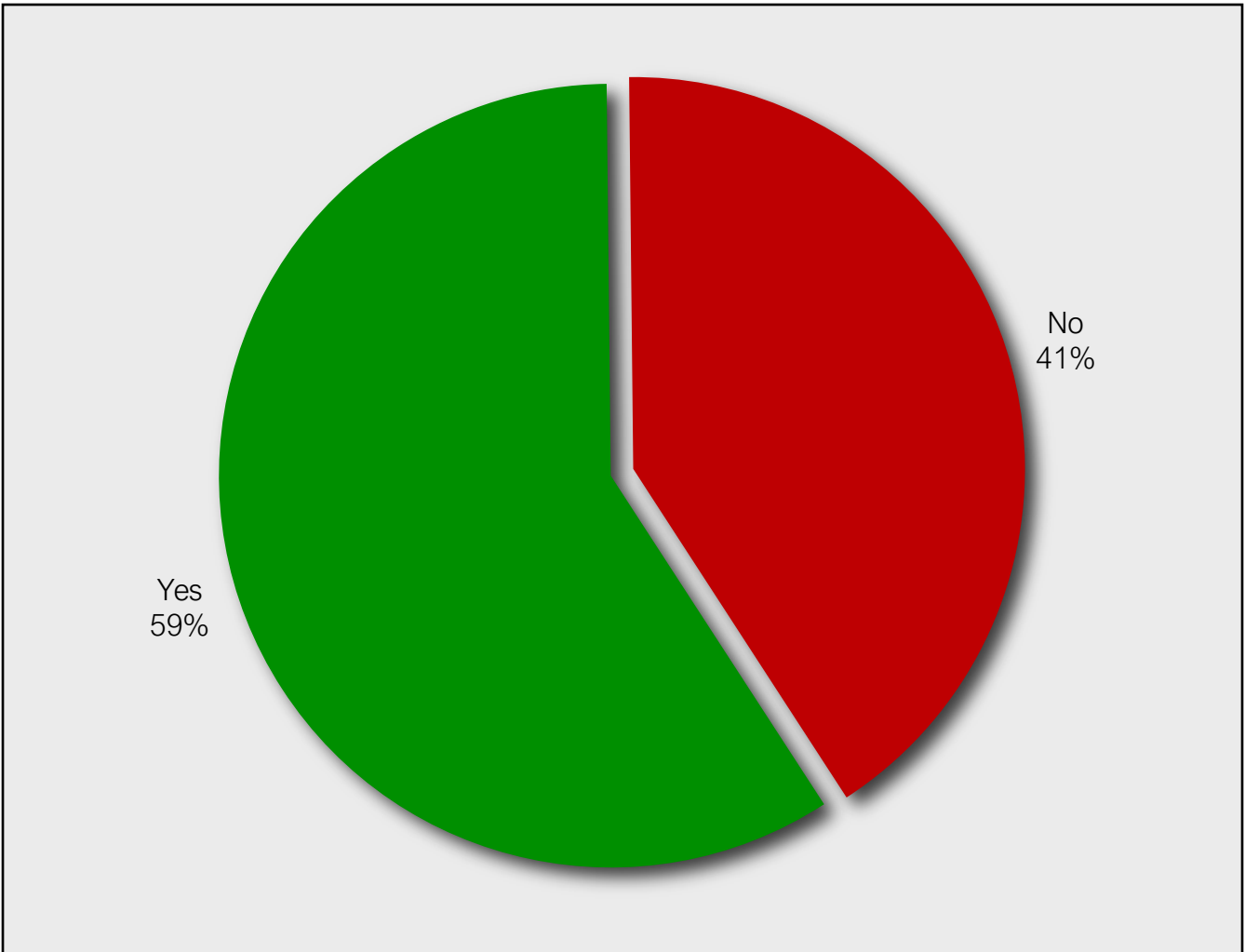
Elsie, 77, Retiree, Concord (Sydney), NSW

### Men aged 65+ second highest incidence

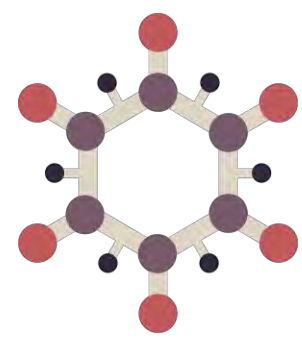
- Men aged 65+ were the segment which had the second highest incidence of receiving the influenza vaccination in 2020:
  - 69% of this group answered “Yes”

“I had the flu shot last year, I hadn’t had it for a few years before then because I got pretty sick after having it a few years ago, but with COVID-19 putting the wind up us this time last year, my wife made me have it.”

Brian, 69, Business Owner, Mount Nelson (Hobart), TAS





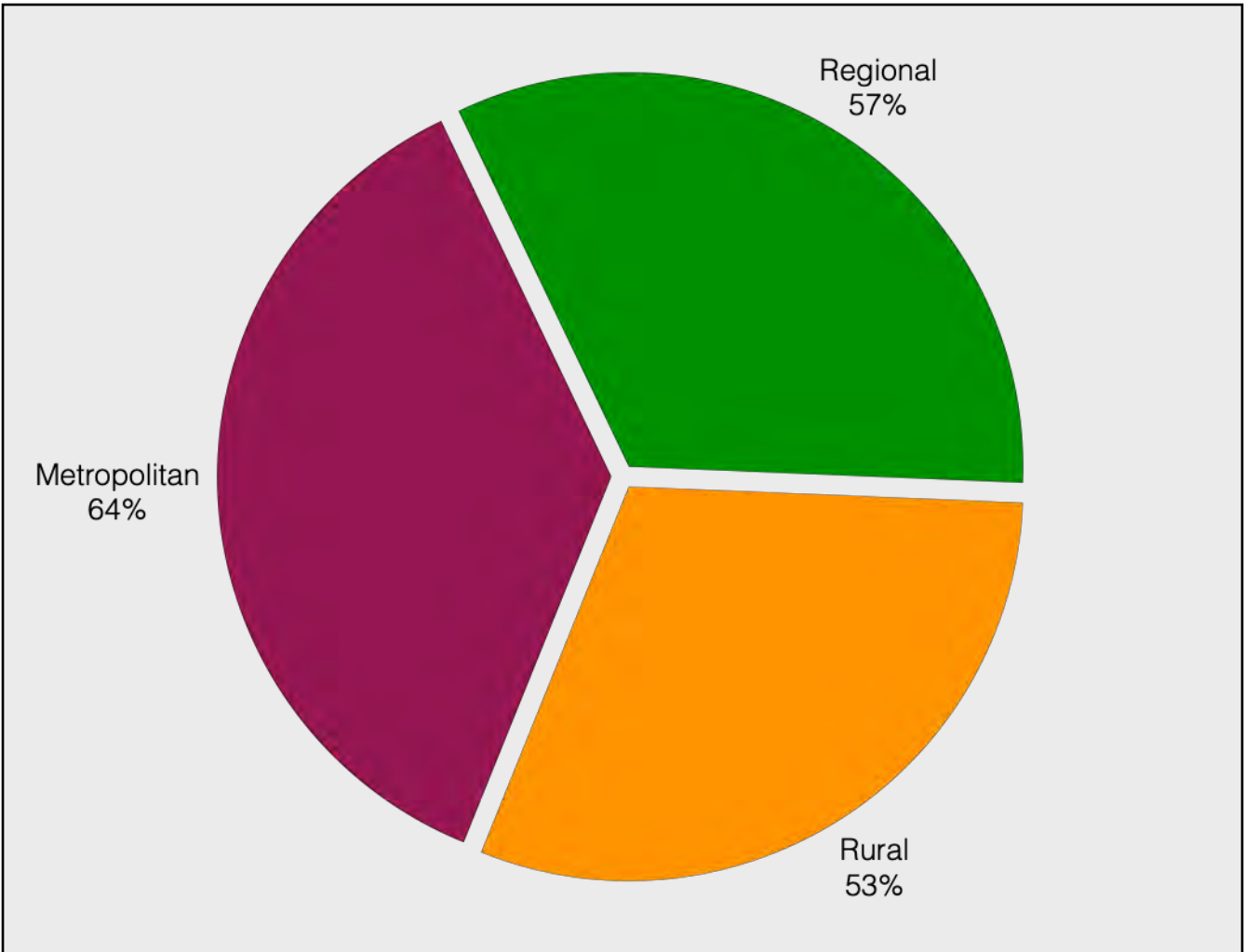


# Variation across geographic areas

## Q1. Did you get an influenza vaccination in 2020?

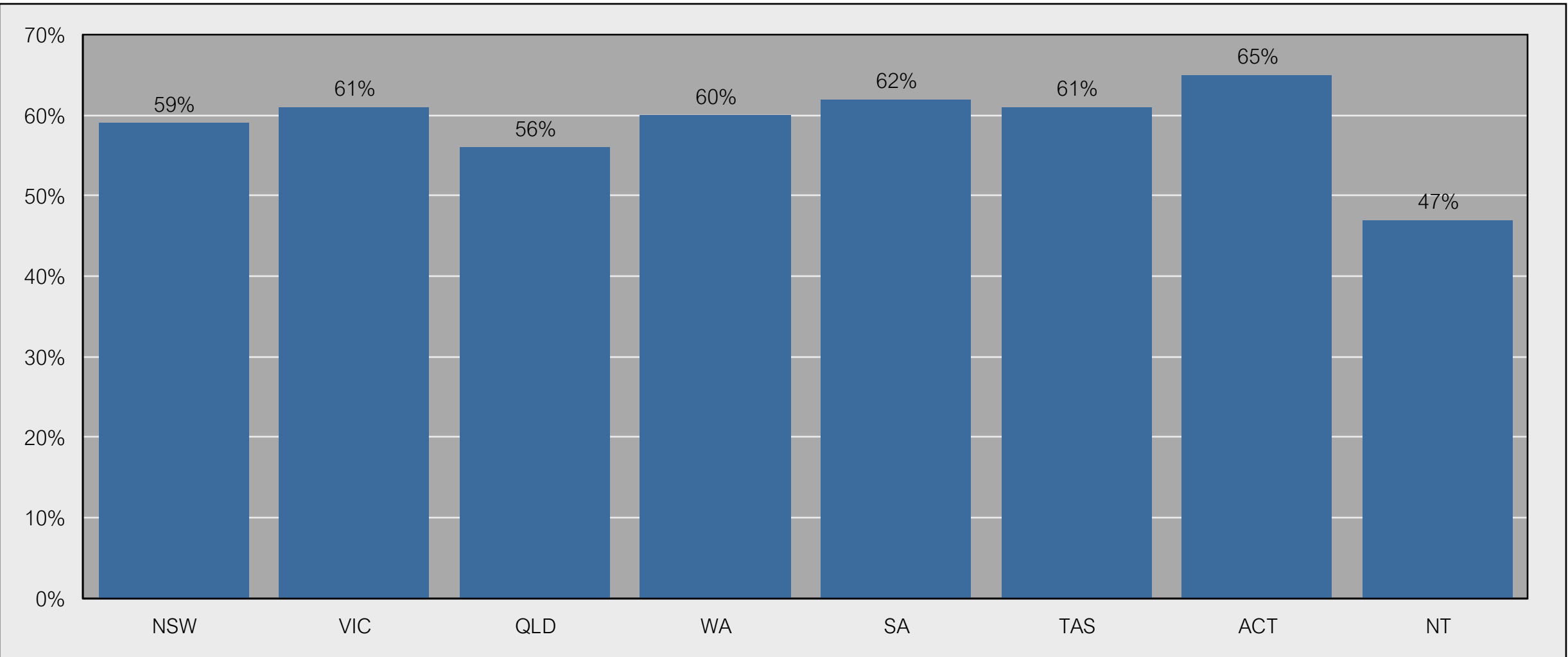
### Higher in metropolitan areas compared to regional and rural areas

- There was variation in those who answered “Yes” that they had an influenza vaccination in 2020 based on their geographic location, where comparing those from metropolitan, regional and rural areas, those who answered “Yes” as illustrated in the chart opposite were:
  - Metropolitan (64%)
  - Regional (57%)
  - Rural (53%)



### Variation across the States & Territories

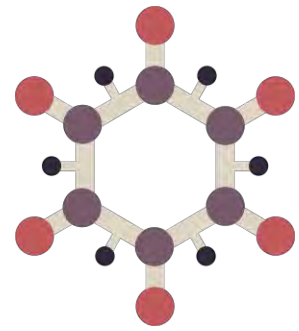
- Across the States and Territories there was also variation, as illustrated in the chart below:
  - ACT had the highest proportion who answered “Yes” (65%)
  - SA had the next highest (62%)
  - VIC & TAS (61%)
  - WA (60%)
  - NSW (59%)
  - QLD (56%)
  - NT (47%)



### Middle aged men in regional and rural areas the lowest incidence

- Men aged 35-54 in regional and rural areas had the lowest incidence of having the influenza vaccination in 2020, where the percentage of those in this age group who answered “Yes” compared to those in metropolitan areas were:
  - Metropolitan (38%)
  - Regional (29%)
  - Rural (25%)





# Having the influenza vaccination every year the main reason

## Q2. What was the main reason for getting an influenza vaccination last year?

### Having an influenza vaccination every year & wishing to protect oneself the main reasons

- For the question, as illustrated in the chart below:
  - The most common response was “I get the influenza vaccination every year” by 21% of the adult population
  - “I want to protect myself” was the second most common response by 19%

### Media reports about COVID-19 the third main reason

- The third main reason, given by 13% was “Media reports about COVID-19”.

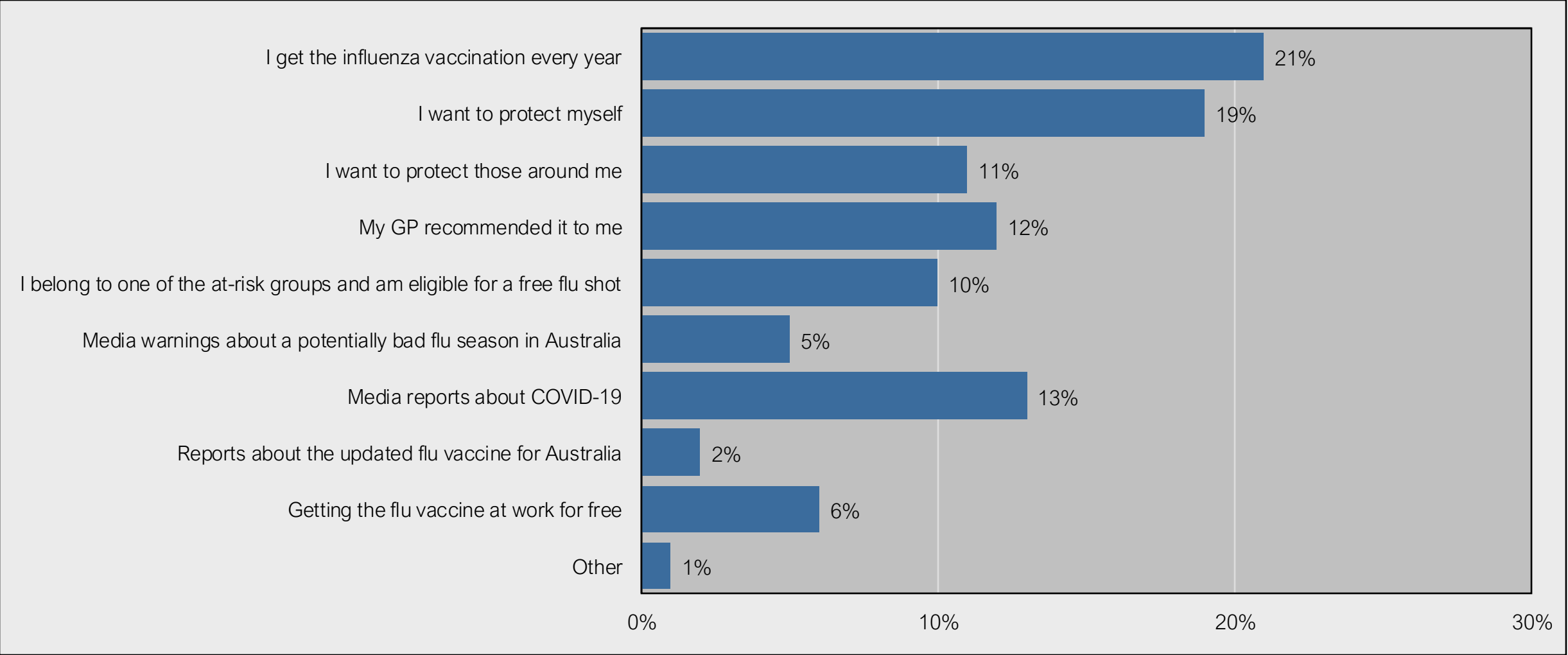
### Habit of having the influenza vaccination every year the main reason

- Similar to 2018 and 2019, the main reason was related to habit, where “I get the influenza vaccination every year” was the most common response.
- This was highest amongst:
  - Those aged 66+ accounting for 32% of responses from this age group
  - Women aged 56+ accounting for 26% of responses from this group
- In the focus groups, those who gave this response, were asked why they gave it, with the two main reasons that accounted for around 75% of all responses being:
  - It has become part of their routine to have it in Autumn, before the onset of winter and the flu season
  - A sizeable number also mentioned that their GP’s clinic contacted them to advise that the vaccination would be available and to arrange an appointment to have it

“As soon as it starts getting into Autumn I am reminded to have it plus there is usually some stories about it in the news so that also reminds me to make an appointment with my doctor to have it.”  
Alison, 67, Retiree, Chapman (Canberra), ACT

“It’s just become a habit for me, around April or May the latest flu shot is available for the winter and that’s when I make an appointment to have it because I think it’s sensible to have it as early on as possible.”  
Meg, 73, Retiree, Montrose (Hobart), TAS

“My GP’s clinic has called me around April each year to tell me when the flu shot will be available and to arrange an appointment to have it, they are very proactive about it and it reminds me so it works well.”  
Narelle, 58, Executive Assistant, Annerley (Brisbane), QLD





# Protecting oneself & media reports about COVID-19 other reasons

## Q2. What was the main reason for getting an influenza vaccination last year?

### Protecting oneself the second main reason

- The second main reason given by 19% of the adult population was “I want to protect myself”.
- There was little variation across the population who gave this response, however, it was higher amongst:
  - Those aged 46-55, where 25% of these age group gave this as their response
  - Those employed on a full-time, part-time or casual basis, where 24% gave this as their response
- In the focus groups, those who gave this response, were asked why they gave it, with the three main reasons being:
  - The flu is believed to becoming worse each year and having the flu shot is viewed as the most effective way to prevent either catching the flu or experiencing severe symptoms if they do catch the flu
  - The cost of a flu shot is viewed as being a lot cheaper than a visit to a pharmacy to buy medicines once you have the flu and for many who work part-time, casual or self-employed, it is a way to protect their ability to work
  - Those who have medical conditions wish to protect themselves against the flu which could worsen their health

*“The flu and all transmissible viruses are definitely getting worse over time, it’s like COVID-19 we can see how these viruses work now, how they mutant and get worse and worse, so I have it (influenza vaccination) every year to try and keep ahead of it and not get too sick if I do get it.”*  
Rowan, 55, Service Technician, Stockton (Newcastle), NSW

*“I’m self employed so if I get sick with a few days off because of the flu then I can’t earn and I have upset clients, that happened to me around three years ago when I couldn’t work for a week and lost a client as I couldn’t work so having the flu shot is a way to protect me and my income.”*  
Nick, 51, Website Developer, Cowan (Sydney), NSW

### Media reports about COVID-19

- The third main reason given by 13% of the adult population was “Media reports about COVID-19”.
- This was highest amongst:
  - Those aged 56+ accounting for 35% of responses from this age group
  - Those in metropolitan areas, accounting for 73% of overall responses
- In the focus groups, those who gave this response, were asked why they gave it, with the main reasons being:
  - To not have the flu, which could weaken their immune system and make fighting the coronavirus more difficult if they were to catch it
  - To not have both the flu and the coronavirus at the same time, which many people, particularly those aged >65 years, though could be a lethal combination
  - To avoid spreading the flu to others, which could weaken their immune systems and make them more susceptible to the coronavirus
  - To avoid having the flu which many people thought may scare them that they actually have the coronavirus

*“I sometimes sit on the fence about getting the flu vaccination because it seems a bit much to get it every year, but I had it last year and I will have it again this year because I don’t want to get the flu which sounds like it may be a strong one this year and then get the coronavirus, I heard that having a weak immune system such as from the flu and then getting it (COVID-19) would lessen your chances of surviving it (COVID-19).”*  
Kirsten, 63, Retiree, Hectorville (Adelaide), SA

*“I had the flu last year and thought it was COVID-19 so went and had the test twice, it was very unpleasant, so I don’t want to have to go through that again, so having the flu shot may save me from getting the flu and thinking I have COVID-19 and going through a test again.”*  
Alma, 48, Business Owner, Meadowbrook (Brisbane), QLD



# Do not believe it works, or do not consider it important the main reasons

## Q3. What was the main reason for not getting an influenza vaccination?

### Do not believe it works, or do not consider it important the main reasons

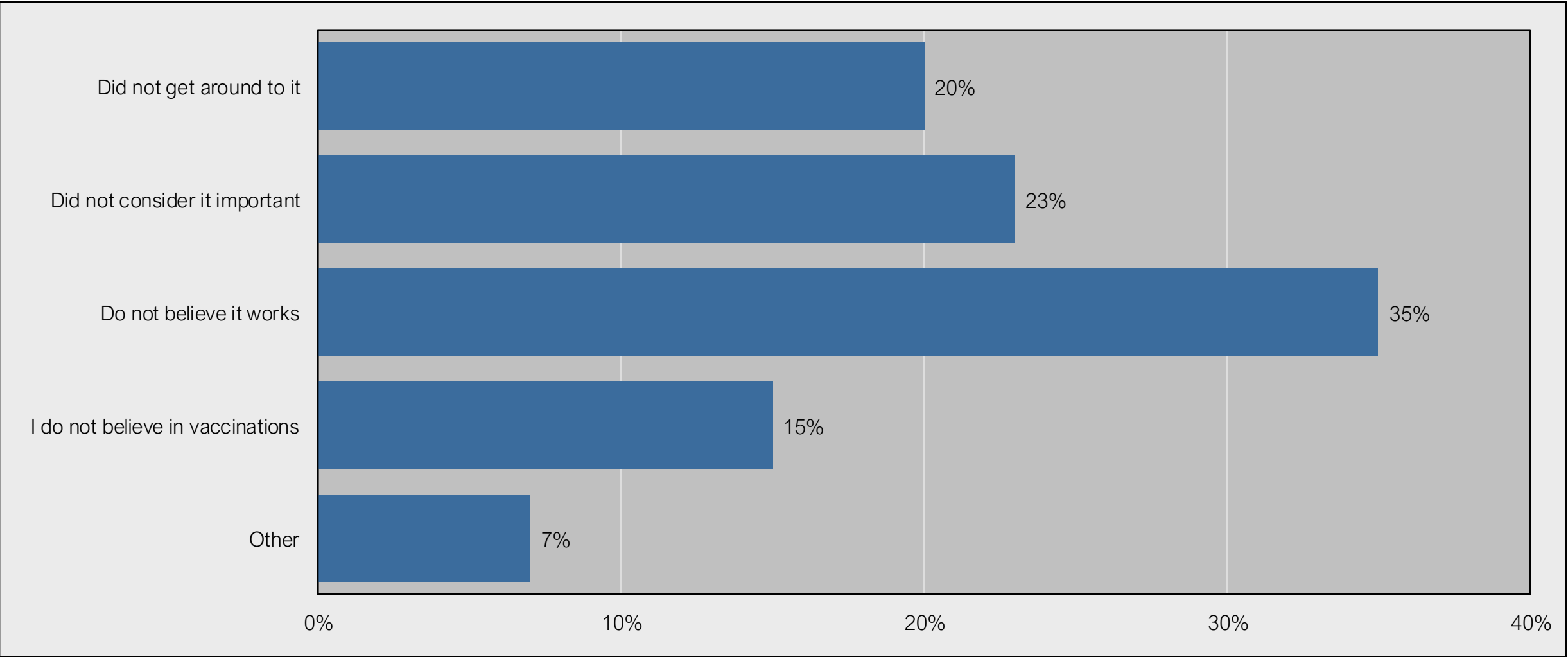
- For the question, as illustrated in the chart below:
  - The most common response, amongst 35% of the adult population was “Do not believe it works”
  - The second most common response was “Did not consider it as important” amongst 23% of the adult population
  - “Did not get around to it” was the next highest response (20%)
  - “I do no believe in vaccinations” followed (15%)
  - 7% gave an “Other” response

### Do not believe it works

- 35% gave this as their response, where it was highest amongst:
  - Men (55%) compared to women (45%)
  - Those who’s highest level of education was a higher school certificate, where 39% gave this response
- In the focus groups, those who gave this response, were asked why they gave it, with the main reasons being:
  - They do not believe that the influenza vaccination either stops contracting the flu, or reduces the severity of symptoms if you do contract the flu, with much of this based on personal experience from either experiencing this themselves or from family or friends having experienced this
  - The influenza virus mutates so quickly that it becomes ineffective after just a few months during the winter flu season

*“I believe this from my own experience, my wife for example, she usually gets the flu even when she has the vaccine that year and so does my mother and others that I know, yet I’ve never had one (influenza vaccination) and I probably only get the flu once every five years and never very badly.”*  
Roger, 46, Landscape Architect, Dural (Sydney), NSW

*“What we can see from the coronavirus is how it mutates into other strains very quickly and the influenza virus is like that, so if you have the vaccine (influenza) in autumn, by the time it is mid-winter it’s lost its effectiveness by that time.”*  
Alan, 53, Insurance Assessor, Hamilton Hill (Perth), WA





# Do not believe it works, or do not consider it important the main reasons

## Q3. What was the main reason for not getting an influenza vaccination?

### Do not consider it important

- 23% gave this as their response, where it was highest amongst:
  - Men (57%) compared to women (43%)
  - Young men in particular, where 59% of those aged 18-36 gave this response
  - Those aged <46, where 55% gave this response
- In the focus groups, those who gave this response, were asked why they gave it, with the main reasons being:
  - They rarely catch the flu and/or when they do it is mild
  - They are generally healthy and have no underlying health problems or do not belong to any at-risk groups
  - They believe getting the flu is normal and if they do get it, they want their bodies immune system to fight it

*"I don't get it (influenza) very often and when I do it's nothing that's too hard to deal with because I'm healthy so that's why I don't consider it as being important."*

*Olivia, 21, Student, Girrawheen (Perth), WA*

### Did not get around to it

- 20% gave this as their response, where it was highest amongst:
  - Younger to middle aged, where 73% of those who gave this response were <46
  - Men (54%) compared to women (46%)
- In the focus groups, those who gave this response, were asked why they gave it, with the main reason being:
  - Work, family and other commitments precluded them from remembering to arrange to have the influenza vaccination or from being able to attend an appointment to have it

*"I just didn't have the time last year, I was extremely busy with work and my mother had a stroke in May and it just didn't happen."*

*Josh, 52, Refrigeration Mechanic, Victoria Point (Brisbane), QLD*

### Do not believe in vaccinations

- 15% gave this as their response, where it was highest amongst:
  - Women (53%) compared to men (47%)
  - Younger to middle aged, where 72% of those who gave this response were <46
- In the focus groups, those who gave this response, were asked why they gave it, with the main reasons being:
  - They believe that vaccinations are unnatural and cause harm to the body
  - They believe that a healthy diet and lifestyle are more effective against many diseases, viruses and illnesses than vaccinations

*"I'm just dead against vaccinations, I think they are unnatural and can alter the DNA and cause long-term problems, living a healthy lifestyle is a far better choice."*

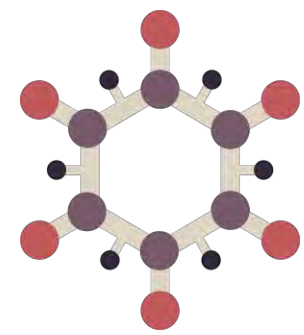
*Antigone, 31, Store Manager, Corinda (Brisbane), QLD*

### Other reasons

- 7% gave "Other" reasons as their response.
- The most common were:
  - Living in a city that was under lockdown due to COVID-19 and not being able to go and have one or not wanting to go into public for fear of possibly being exposed to COVID-19
  - The cost of the vaccine in addition to the GP/clinic fee
  - Difficult to arrange as GP/clinic appointments were limited
  - General dislike of needles/injections
- There were no differences between these main reasons given in the focus groups and telephone and online surveys.

*"Early on last year I didn't want to go to my GP's surgery because I thought that would be the best place to catch the coronavirus, then as things got worse here and the lockdowns started, it was basically impossible to go out, so by around July-August I just gave up on the idea of getting one and wasn't too worried because I hardly left home."*

*Matthew, 58, Business Development Manager, Murrumbeena (Melbourne), VIC*



# 47% intend to get an influenza vaccination in 2021

## Q4. Do you intend to get an influenza vaccination this year?

### 47% intend to get an influenza vaccination in 2021

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

### More women intend to have an influenza vaccination than men in 2021

- The percentage of females that intend to have an influenza vaccination in 2021 compared to men is:
  - 51% of the female adult population answered “Yes”
  - 43% of the male adult population answered “Yes”

### Women aged 55+ have the highest intention

- The segment of the population with the highest intention of having an influenza vaccination this year were found to be women aged 55+, where:
  - 76% of this age group intend to have the influenza vaccination this year

### Men aged 65+ have the second highest intention

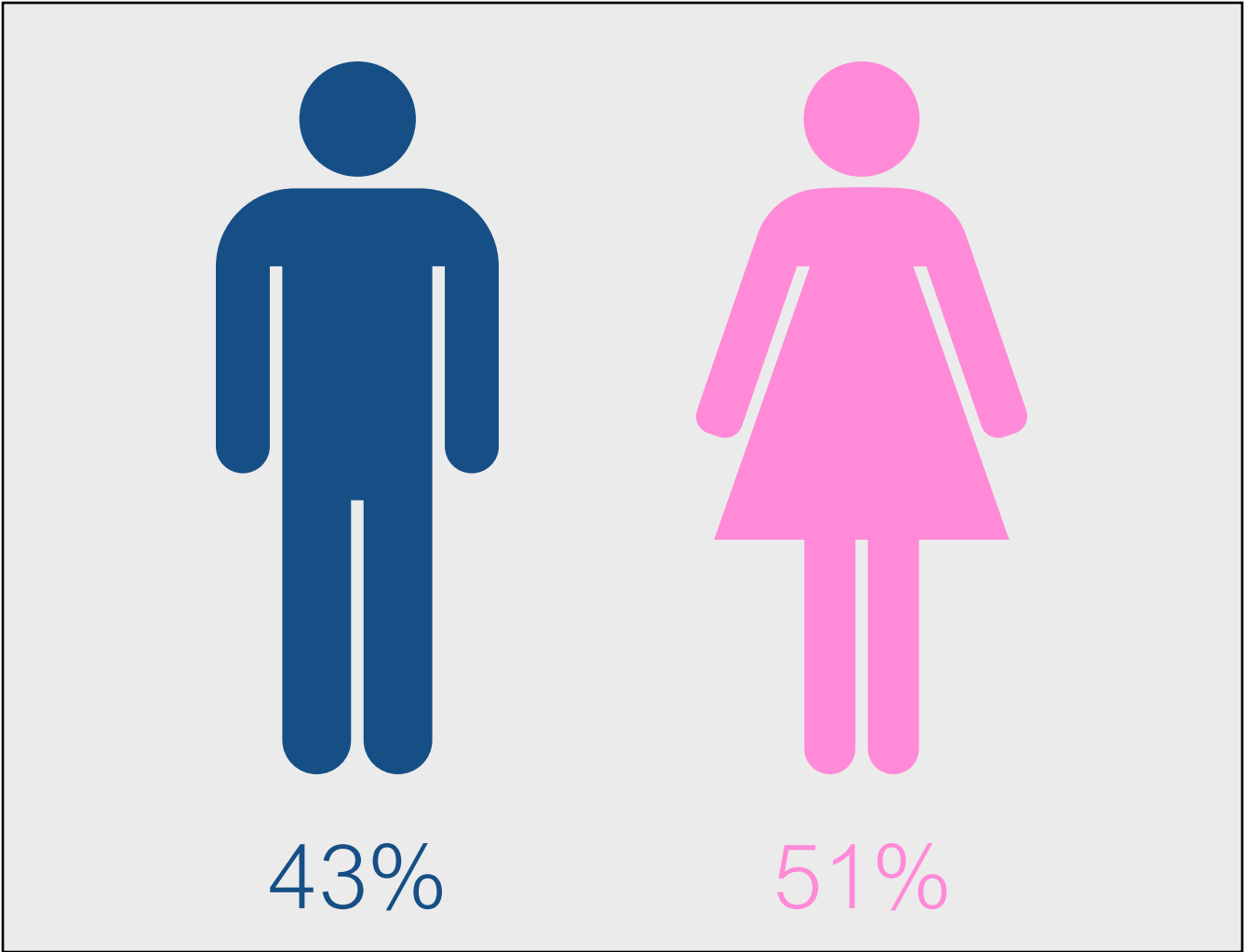
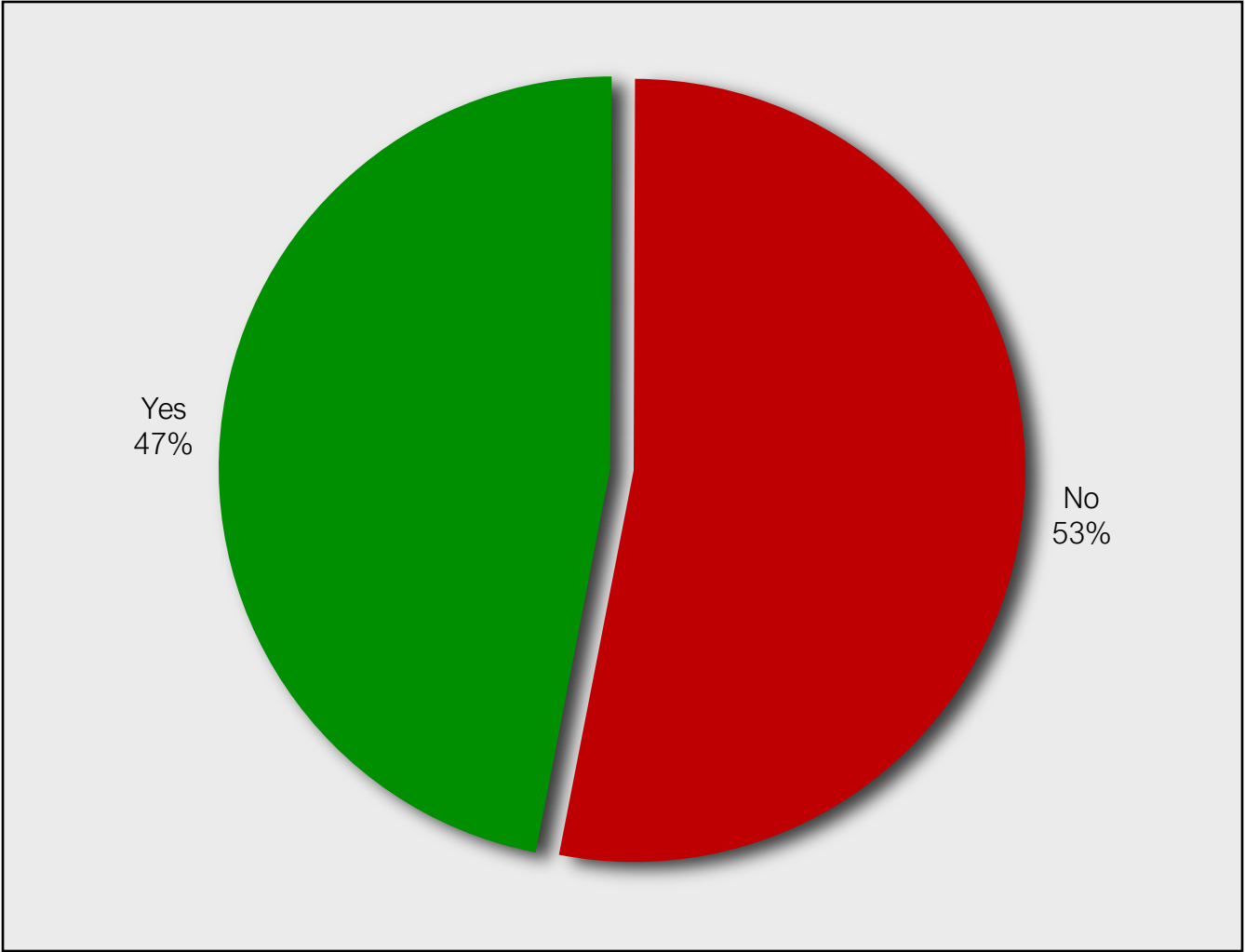
- The segment of the population with the second highest intention of having an influenza vaccination this year were found to be men aged 65+, where:
  - 66% of this age group intend to have the influenza vaccination this year

### Women in employment have the third highest intention

- The segment of the population with the third highest intention of having an influenza vaccination this year were found to be women employed (full-time, part-time or casual) aged 36-65, where:
  - 62% of this age group intend to have the influenza vaccination this year

### High number unsure found in focus groups

- This question was also asked during the focus groups, where around 20% initially said they were unsure, before being asked to provide a yes or no answer.
- When probed as to why they were unsure, the most common responses were:
  - A large number believe the flu would not be bad again this year as it was last year, due to a large number of people social distancing, taking extra precautions of their health and a large percentage of the population still working from home, travelling less and generally reducing the risk of the flu spreading
  - With the COVID-19 vaccinations commencing, a sizeable number were unsure if they could or should have the influenza vaccination this year if they had a COVID-19 vaccination/s



*“I’m the same, I also feel a bit conflicted about it, there wasn’t any problems with the flu last year and I think people will still be laying low throughout this winter as well, I know that I will be working from home mostly until probably October, so if I had to say will I have it (influenza vaccination) this year, I’d probably say no.”*  
Michael, 49, Contract & Engagement Manager, Cherrybrook (Sydney), NSW

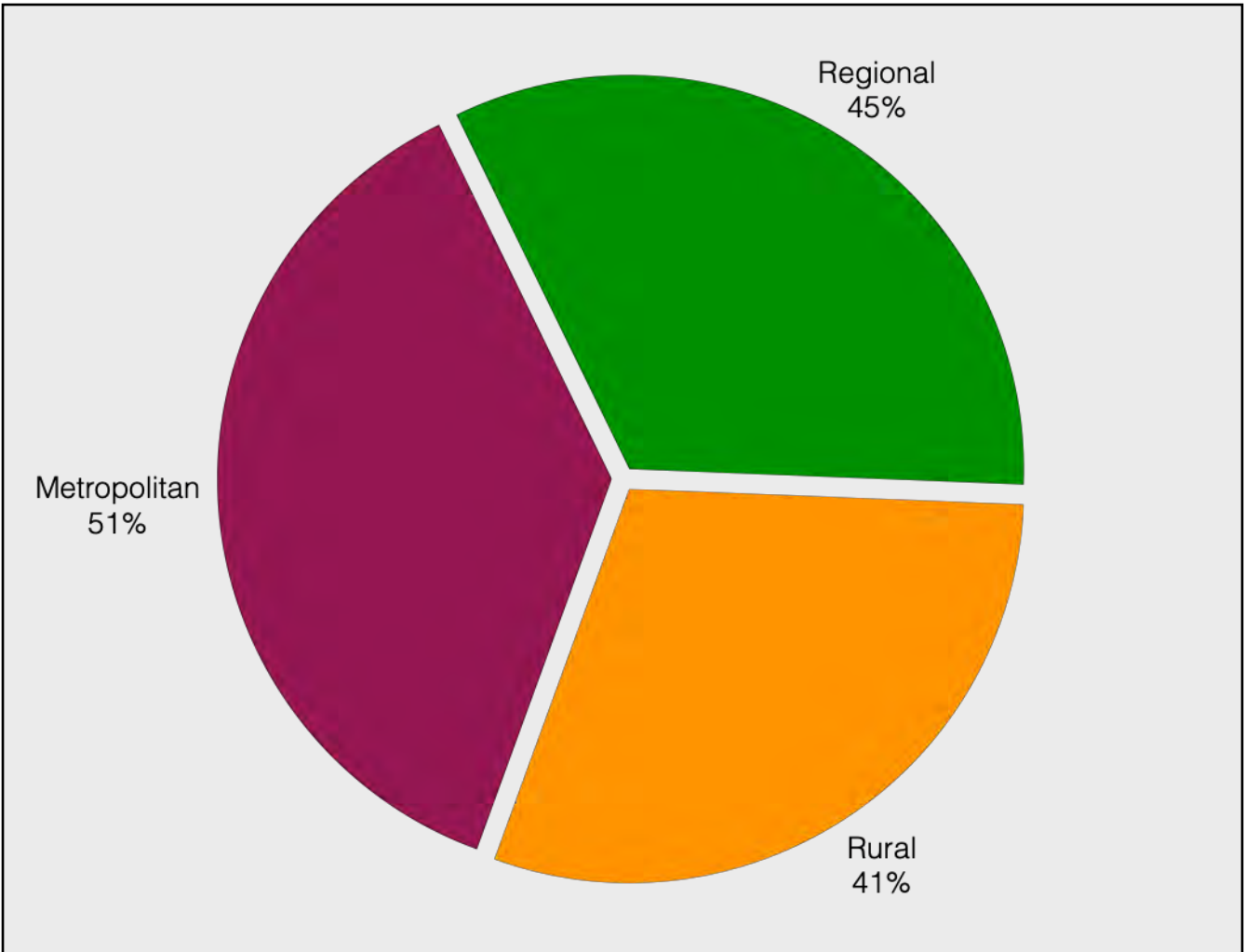


# Intention to have an influenza vaccination across geographic areas

## Q4. Do you intend to get an influenza vaccination this year?

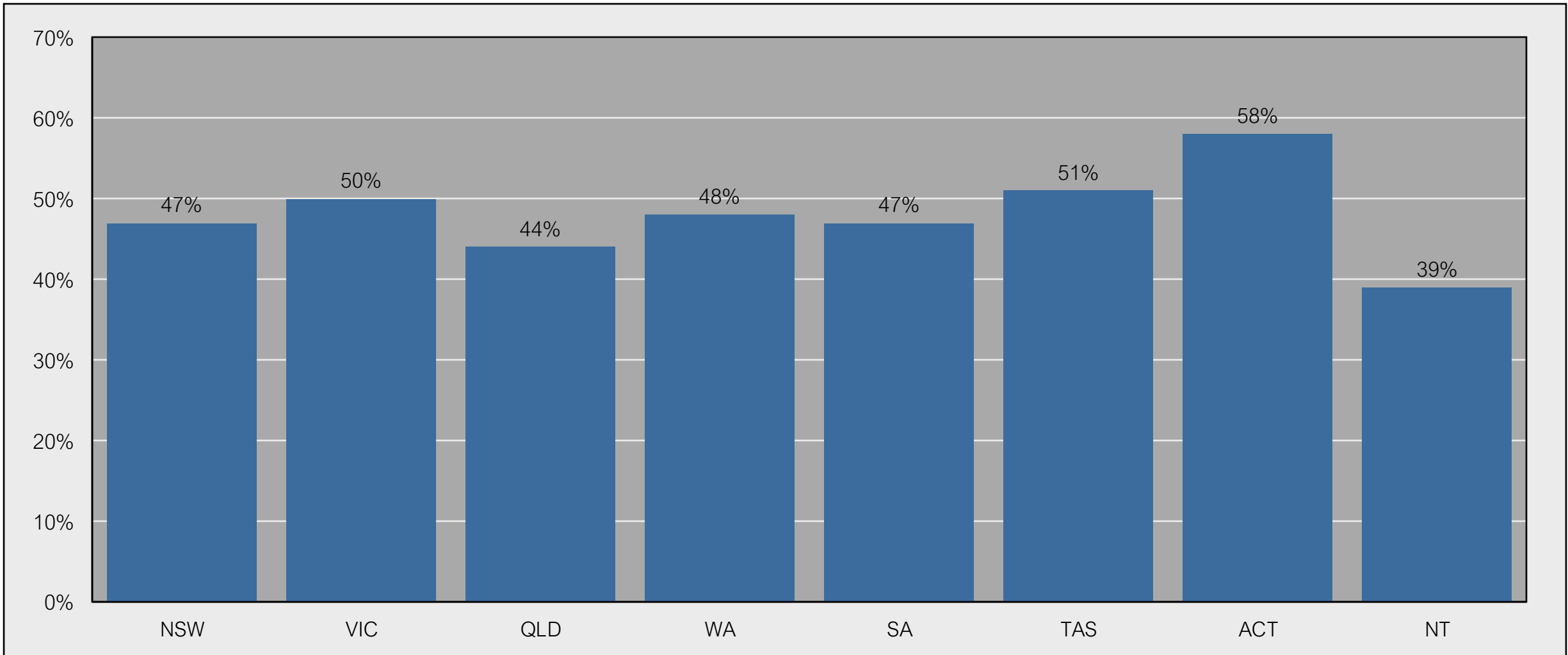
### Higher in metropolitan areas compared to regional and rural areas

- There was variation in those who answered “Yes” that they intend to have an influenza vaccination in 2021 based on their geographic location, where comparing those from metropolitan, regional and rural areas, those who answered “Yes” as illustrated in the chart opposite were:
  - Metropolitan (51%)
  - Regional (45%)
  - Rural (41%)

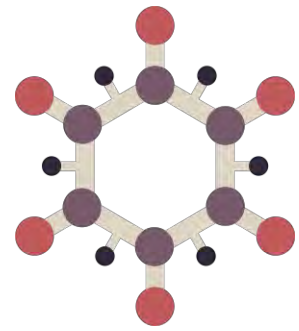


### Variation across the States & Territories

- Across the States and Territories there was also variation, as illustrated in the chart below:
  - ACT had the highest proportion who answered “Yes” (58%)
  - TAS had the next highest (51%)
  - VIC (50%)
  - WA (48%)
  - NSW & SA (47%)
  - QLD (44%)
  - NT (39%)



# Having the influenza vaccination every year the main reason



## Q5. What is your main reason for intending to get an influenza vaccination this year?

### Having an influenza vaccination every year the main reason

- For the question, as illustrated in the chart below:
  - The most common response was “I get the influenza vaccination every year” by 22% of the adult population
- This was the highest response amongst:
  - Those aged 66+ accounting for 36% of responses from this age group
  - Women aged 56+ accounting for 29% of responses from this group

### Wishing to protect oneself the second main reason

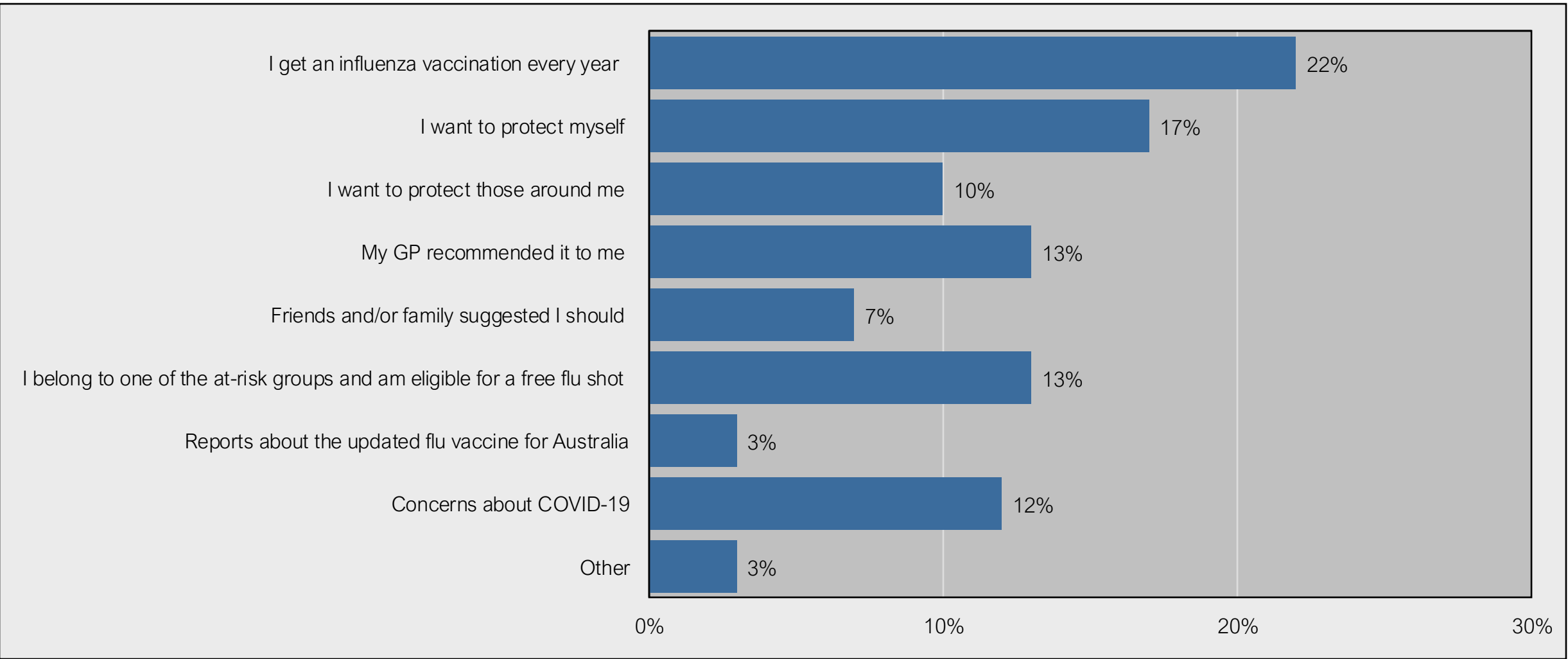
- The second main reason given by 17% of the adult population was “I want to protect myself”.
- There was little variation across the population who gave this response, however, it was higher amongst:
  - Those aged 46-55, where 27% of these age group gave this as their response
  - Those employed on a full-time, part-time or casual basis, where 21% gave this as their response

### GP recommendation & belonging to an at-risk group eligible for a free flu shot the equal third main reasons

- The equal third main reason, given by 13% was “My GP recommended it to me”.
- This was the highest response amongst:
  - Those aged 66+ accounting for 23% of responses from this age group
- The other equal third main reason, given by 13% was “I belong to one of the at-risk groups and am eligible for a free flu shot”.
- This was the highest response amongst:
  - Those aged 66+ accounting for 19% of responses from this age group

### Concerns about COVID-19

- The fourth main reason, given by 12% was “Concerns about COVID-19”.
- There was little variation across the population who gave this response, however, it was higher amongst:
  - Those aged 46-55, where 21% of this age group gave this response





3. Findings

# Do not believe it works, or do not consider it important the main reasons

***Q6. What is your main reason for not intending to get an influenza vaccination shot this year?***

**Do not believe it works the main reason**

- For the question, as illustrated in the chart below:
  - The most common response was “Do not believe it works” by 43% of the adult population
- This was the highest response amongst:
  - Men (54%) compared to women (46%)
  - Those who’s highest level of education was a higher school certificate, where 41% gave this response

**Do not consider it as important the second main reason**

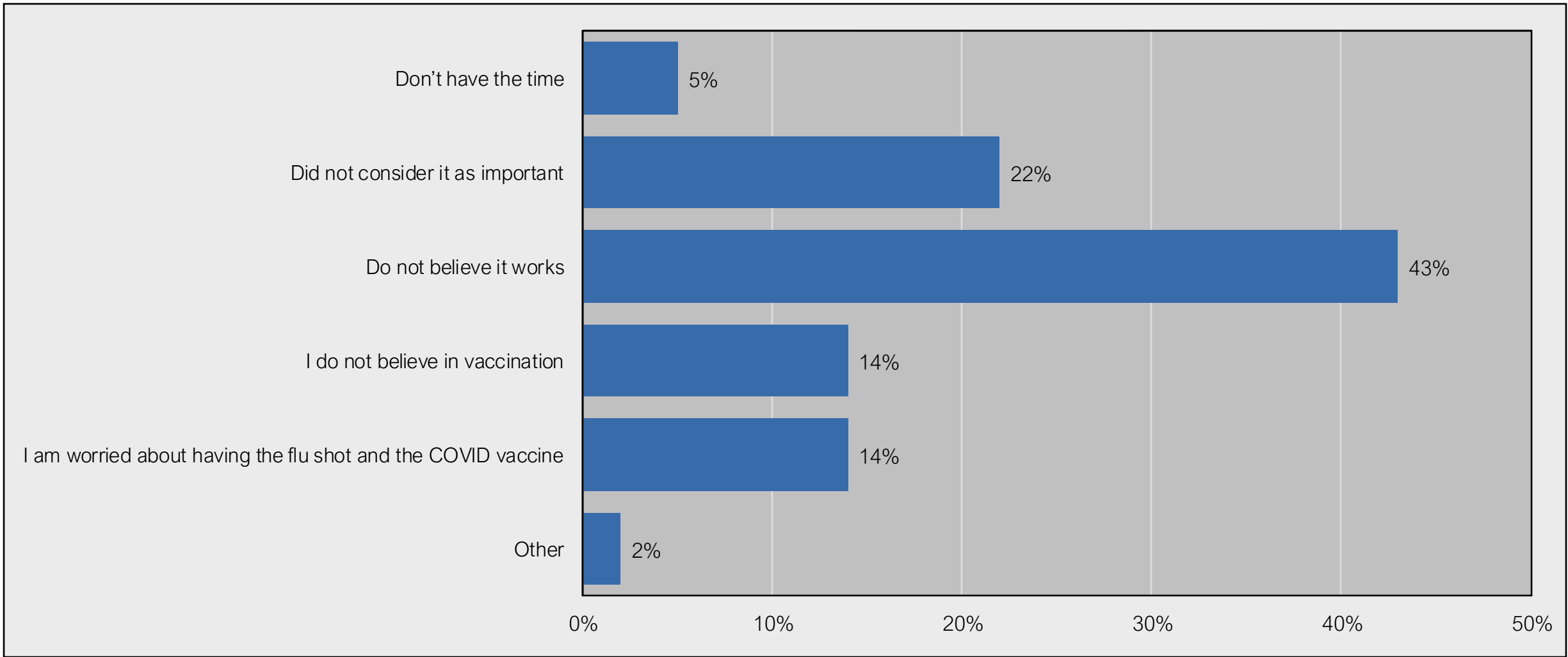
- For the question, as illustrated in the chart below:
  - The second most common response was “Did not consider it as important” by 22% of the adult population
- This was the highest response amongst:
  - Men (55%) compared to women (45%)
  - Young men in particular, where 57% of those aged 18-36 gave this response
  - Those aged <46, where 53% gave this response

**Do not believe in vaccination & I am worried about having the flu shot and the COVID vaccine the equal third main reasons**

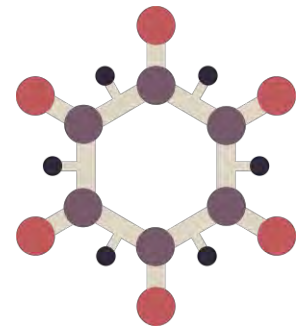
- The equal third main reason, given by 14% was “I do not believe in vaccination”.
- This was the highest response amongst:
  - Women (52%) compared to men (48%)
  - Younger to middle aged, where 69% of those who gave this response were <46
- The other equal third main reason, given by 14% was “I am worried about having the flu shot and the COVID vaccine”.
- This was the highest response amongst:
  - Those aged 56-65 accounting for 20% of responses from this age group

**Don’t have the time**

- The fifth main reason, given by 12% was “Don’t have the time”.
- This was the highest response amongst:
  - Those aged 36-45, accounting for 37% of responses
  - Those aged 18-35, accounting for 32% of responses



# 8% had influenza in 2020



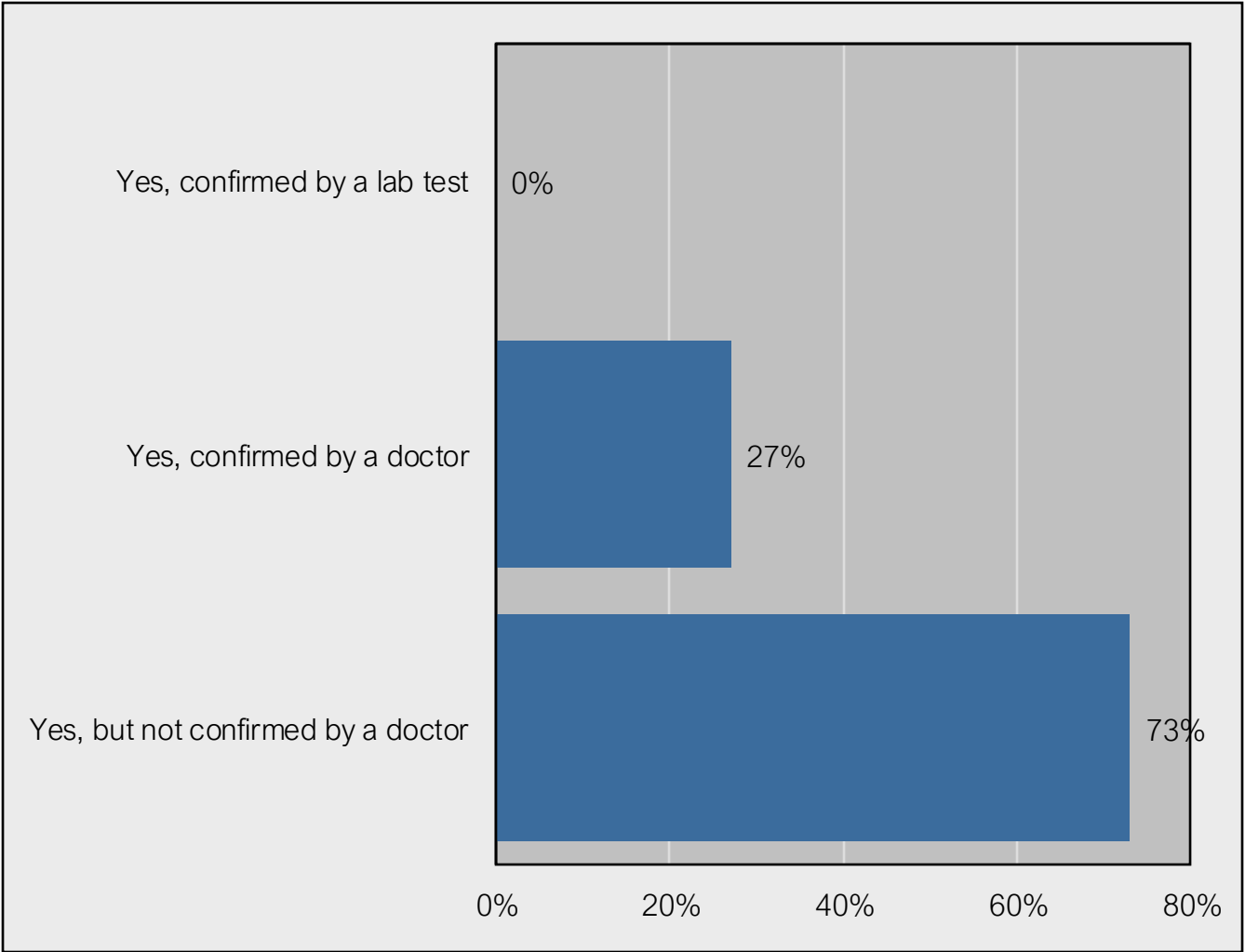
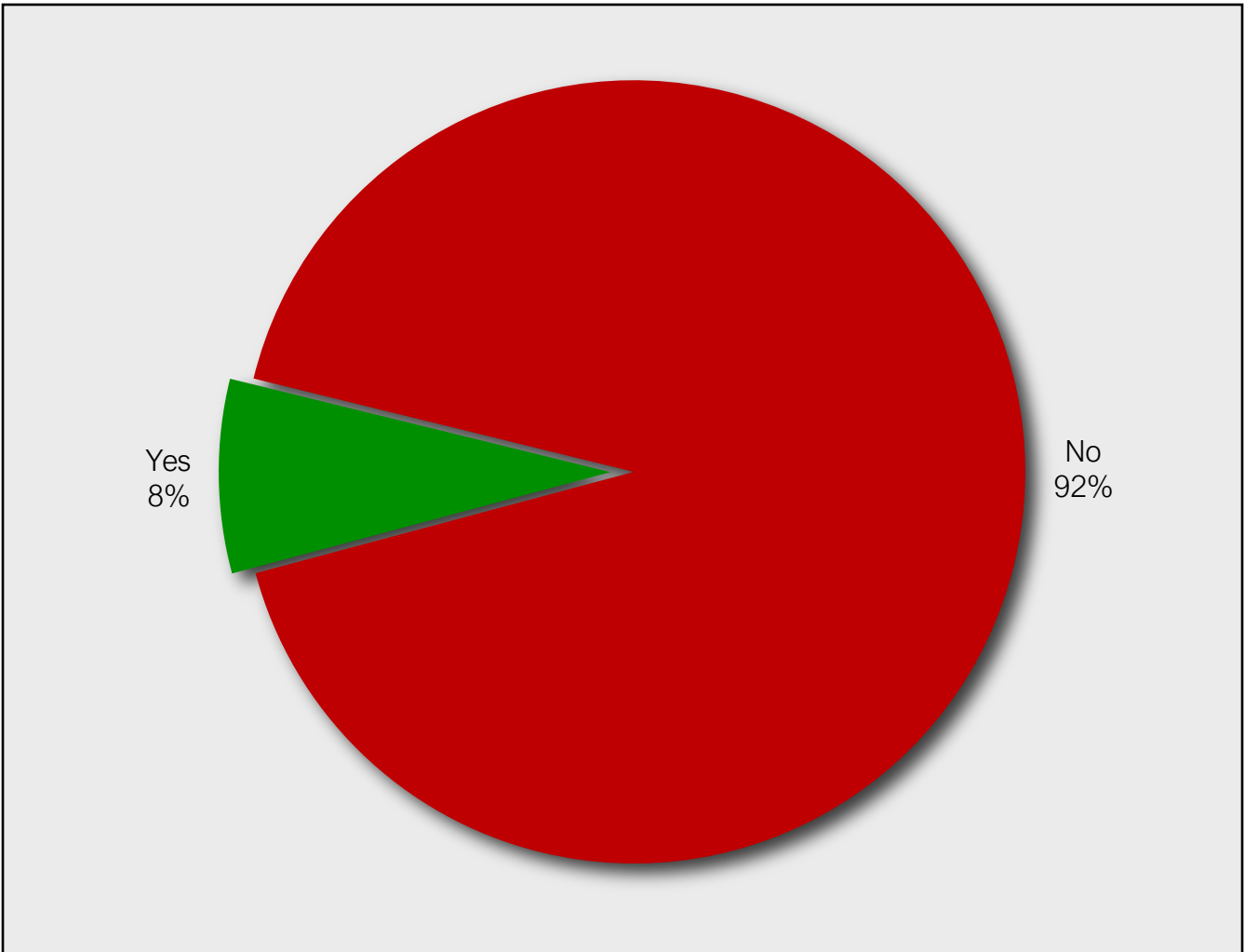
**Q7. Did you have influenza last year?**

**8% had influenza in 2020**

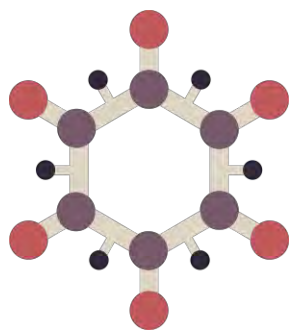
- The overall results to the question, as illustrated in the bottom left chart, were:
  - 8% of the adult population answered “Yes”
  - 92% of the population answered “No”
- This was the highest response amongst:
  - Those aged 46-55, accounting for 36% of responses
  - Those aged 36-45, accounting for 25% of responses

**73% of those who said they had influenza in 2020, did not have it confirmed by a doctor**

- Of the 8% who answered “Yes”, how they know they had influenza is illustrated in the bottom right chart, where:
  - 0% had it confirmed by a lab test
  - 27% had it confirmed by a doctor
  - 73% are sure they had influenza but it was not confirmed by a doctor







# Getting both the influenza & COVID vaccine the main priority

## Q8. What is your priority (Influenza vaccination, COVID vaccination or both)?

### 47% say their priority is getting both the influenza vaccine and the COVID vaccine

- The overall results to the question, as illustrated in the bottom left chart, were:
  - 47% of the adult population answered “Getting both”
  - 21% answered “Getting the COVID vaccine”
  - 18% answered “Getting none”
  - 14% answered “Getting the influenza vaccine”

#### Getting both

- 47% gave this as their response, where it was highest amongst:
  - Those aged 66+, accounting for 35% of responses
  - Those aged 56-55, accounting for 33% of responses

#### Getting the COVID vaccine

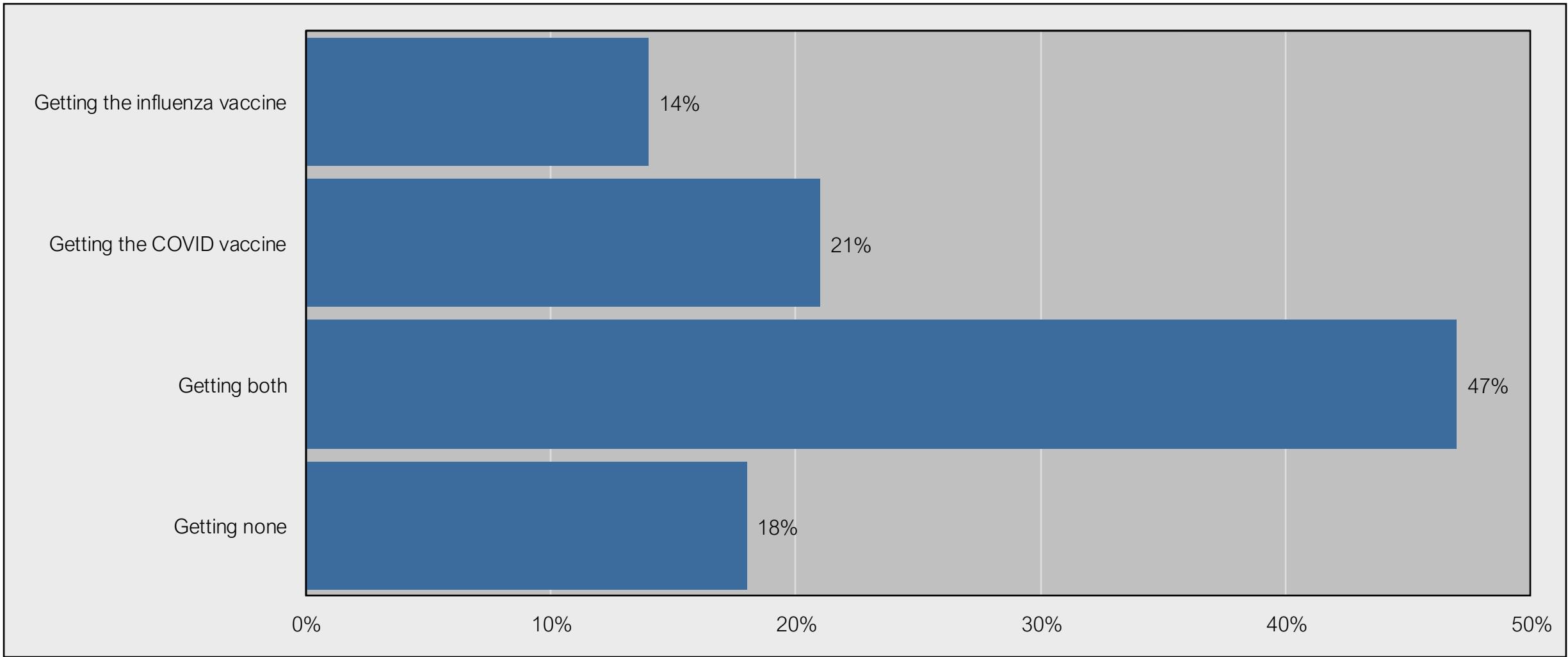
- 21% gave this as their response, where it was highest amongst:
  - Those aged 56-65, accounting for 31% of responses
  - Those aged 46-55, accounting for 27% of responses

#### Getting the influenza vaccine

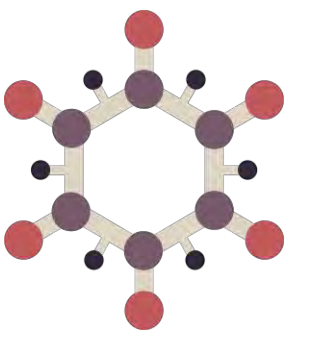
- 14% gave this as their response, where it was highest amongst:
  - Those aged 36-45, accounting for 31% of responses
  - Those aged 46-55, accounting for 26% of responses

#### Getting none

- 18% gave this as their response, where it was highest amongst:
  - Those aged 18-25, accounting for 34% of responses
  - Those aged 26-35, accounting for 25% of responses



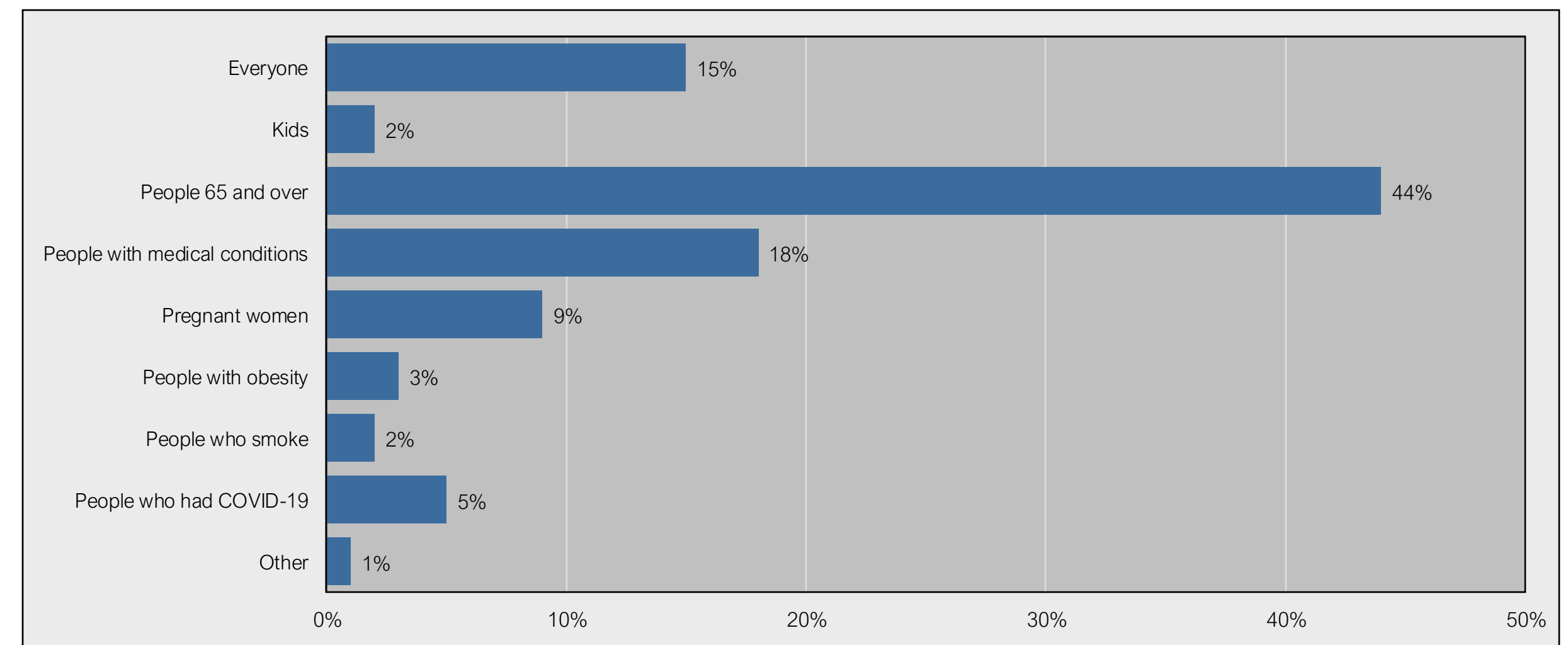
# People 65 and over the main group believed who should have an influenza vaccination



## Q9. Who should have an influenza vaccination?

### People 65 and over the main group believed who should have an influenza vaccination

- The overall results to the question, as illustrated in the chart below, were:
  - The most common response was “People 65 and over” by 44% of the adult population
  - “People with medical conditions” was the second most common response by 18%
  - The third most common response was “Everyone” by 15%
  - Pregnant women (9%)
  - People who had COVID-19 (5%)
  - People with obesity (3%)
  - People who smoke (2%)
  - Kids (2%)
  - Other (1%)





3. Findings

# Most plan to get vaccinated in May, followed by June, then April

**Q10. When do you want to get vaccinated?**

**May is when most plan to get vaccinated**

- The overall results to the question, as illustrated in the chart below, were:
  - The most common response was “May” by 28% of the adult population
  - “June” was the second most common response by 24%
  - The third most common response was “April” by 22%
  - “As soon as possible” was the fourth most common response by 17%
  - 9% of the adult population answered “Other”

**Reasons for May being the most popular**

- 28% gave May as their response, where it was highest amongst:
  - Those aged 55+, accounting for 39% of responses
- In the focus groups, those who gave this response, were asked why they gave it, the main reasons being:
  - It is usually when the latest influenza vaccination is available
  - It is when GP's have stock and typically make appointments
  - It is just before the onset of the flu season

*“May seems to be the time I usually have it (influenza vaccination) about then is when the latest version of it is available in my doctors surgery and when I make an appointment to have it.”*

*Krystal, 60, Unemployed, Bedford Park (Adelaide), SA*

**Other responses dominated by COVID-19 vaccination availability**

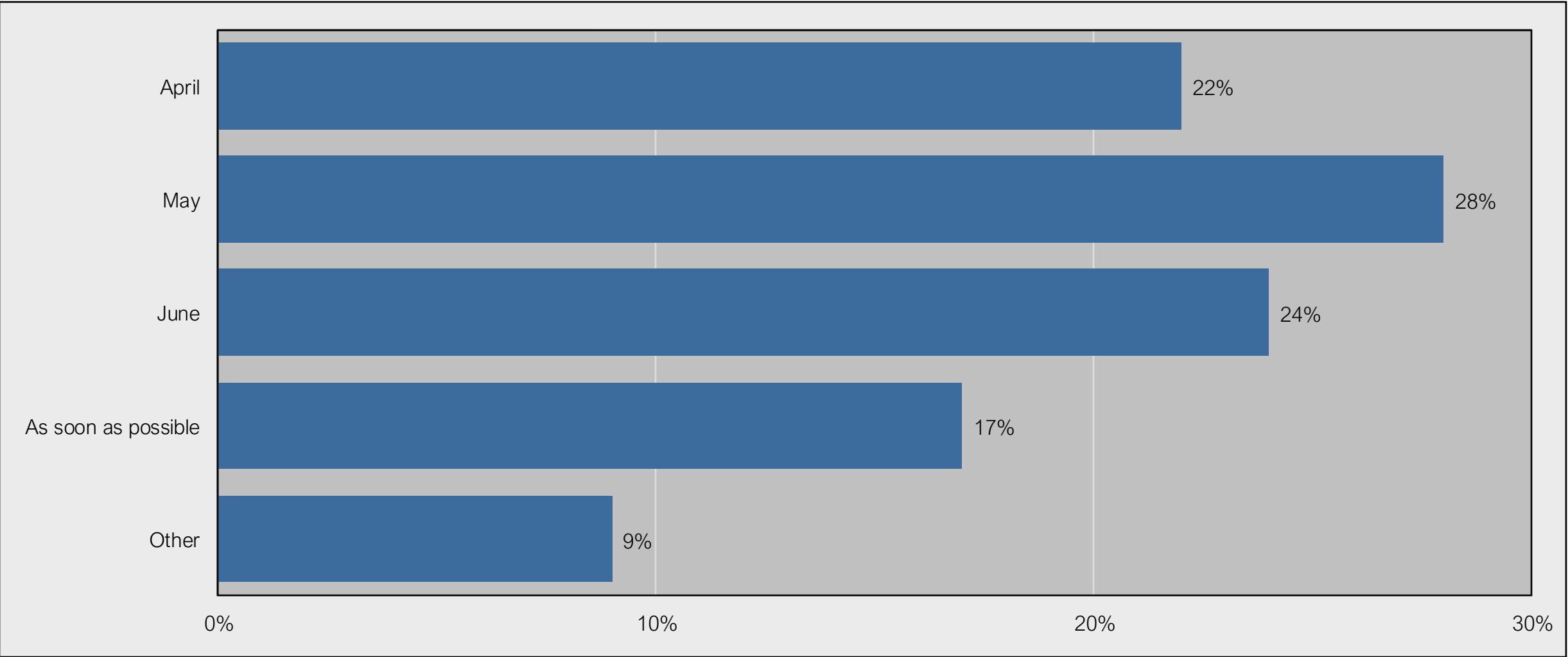
- 9% of the responses were for “Other” a significant increase from the 1% who gave this response in 2020 and 4% in 2019.
- The main main reason specified by 86% of those who answered “Other” was that they would get the influenza vaccination when they have organised when they will have the COVID-19 vaccination.

*“I will wait and see when I have the COVID-19 vaccination, then I will arrange to have the influenza vaccination, I think my doctor has to work out the timing of these vaccinations as they have to be spaced apart a few weeks.”*

*Beverley, 62, Retiree, Toowoomba, QLD*

*“This year is looking a bit unclear, I know that I probably should get one as qualify for a free one having rheumatoid arthritis and have a weak immune system because of the medicines I take for it, but I’ve been reading online about how the influenza vaccine may lessen the efficacy of the different COVID vaccines, so I’m not sure yet, the COVID one will be the priority of the two so I’ll wait until I see my specialist and ask him.”*

*Stephen, 51, Aborist, Tighes Hill (Newcastle), NSW*



# 38% believe it is important to have both the influenza and COVID vaccinations

*Q11. Do you believe it is important to have both the influenza and COVID vaccinations?*

**38% believe it is important to have both the influenza and COVID vaccinations**

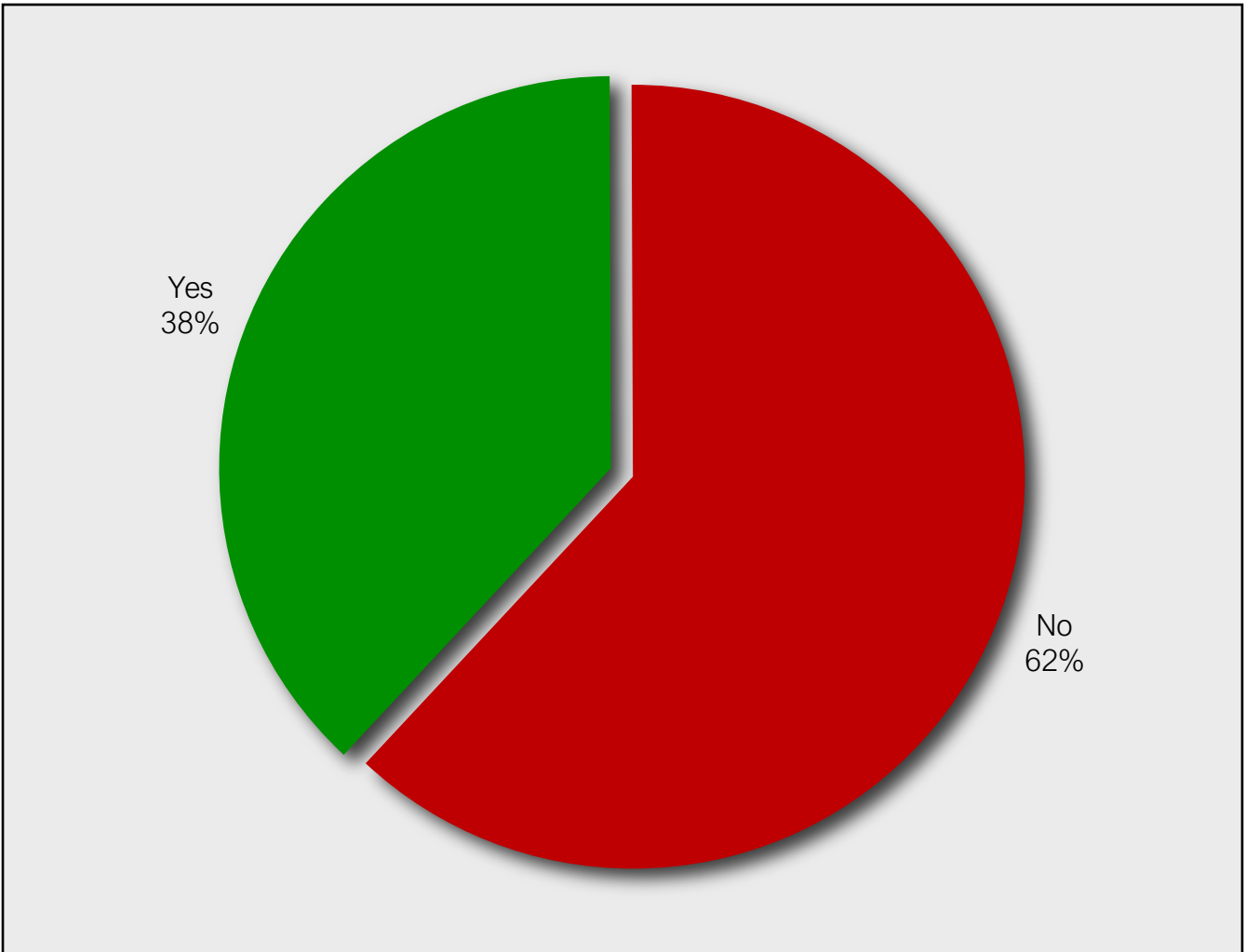
- The overall results to the question, as illustrated in the chart opposite, were:
  - 38% of the adult population answered “Yes”
  - 62% of the population answered “No”

**Highest amongst the older age groups**

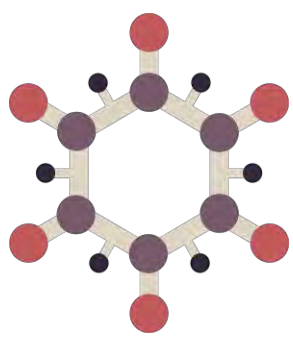
- Of the 38% who answered “Yes”, it was the older age groups who had the highest response:
  - Those aged 66+, accounting for 45% of responses
  - Those aged 56-55, accounting for 31% of responses

**Highest amongst women**

- Women had a higher response to “Yes” compared to men:
  - Women: 41% answered “Yes”
  - Men: 35% answered “Yes”







# 41% know how to obtain the COVID vaccine

## Q12. Do you know how to obtain the COVID vaccine?

### 41% know how to obtain the COVID vaccine

- The overall results to the question, as illustrated in the chart opposite, were:
  - 41% of the adult population answered “Yes”
  - 59% of the population answered “No”

### Highest amongst the older age groups

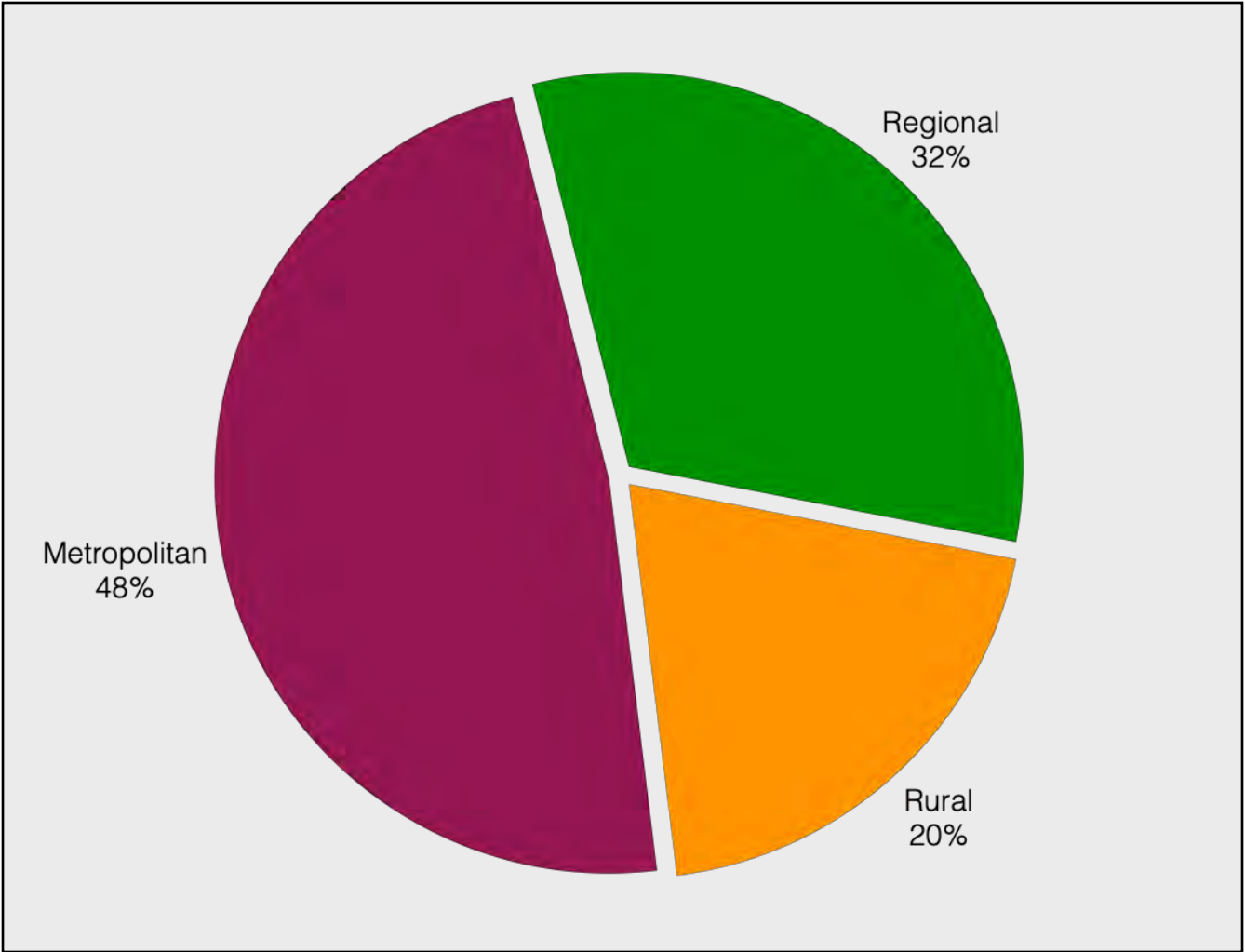
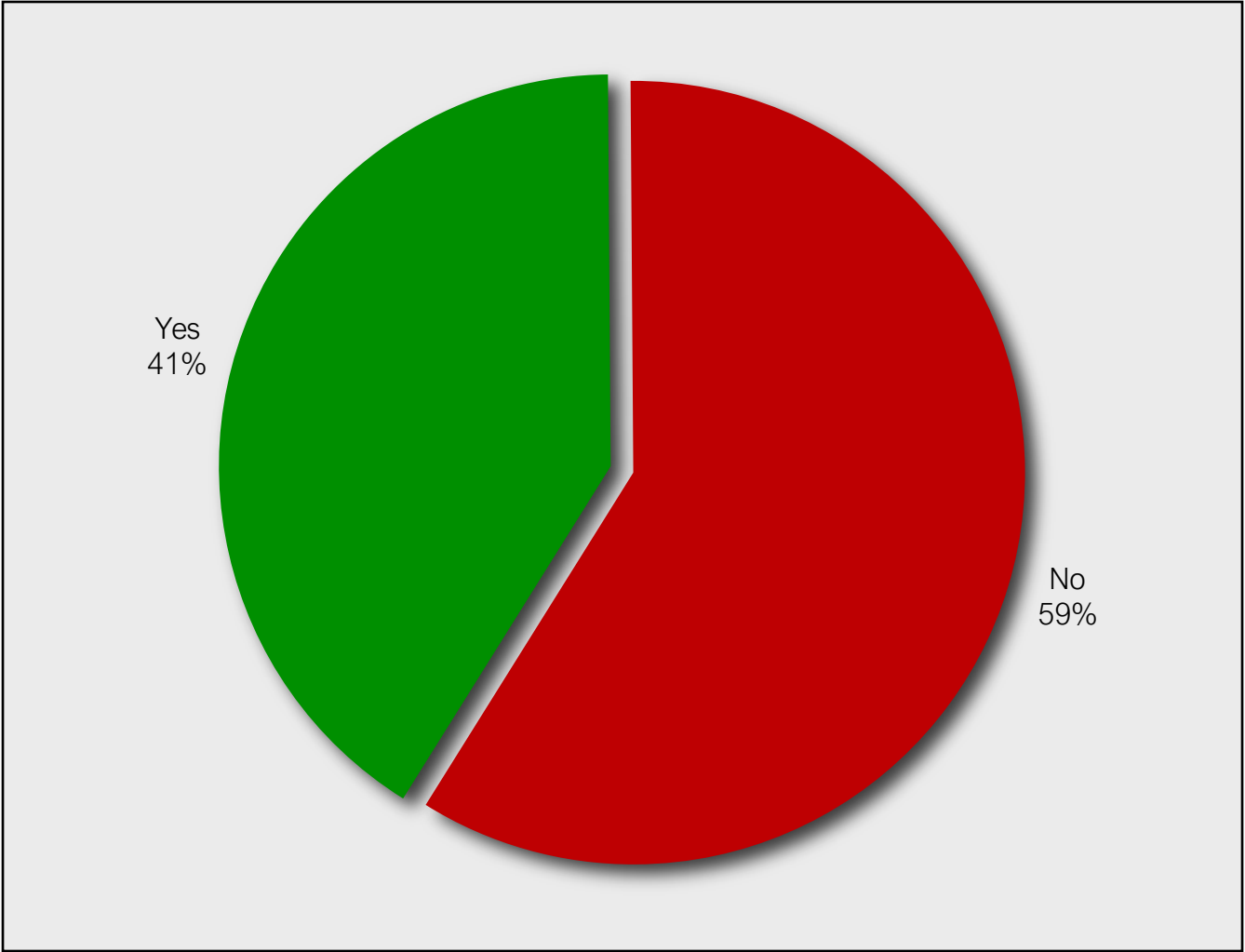
- Of the 41% who answered “Yes”, it was the older age groups who had the highest response:
  - Those aged 66+, accounting for 42% of responses
  - Those aged 56-55, accounting for 31% of responses

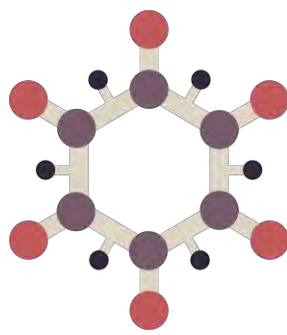
### Highest amongst women

- Women had a higher response to “Yes” compared to men:
  - Women: 43% answered “Yes”
  - Men: 38% answered “Yes”

### Significantly higher in metropolitan areas compared to regional and rural areas

- There were significantly higher responses to “Yes” from those in metropolitan areas, compared to regional and rural areas, as illustrated in the chart opposite:
  - Metropolitan (48%)
  - Regional (32%)
  - Rural (20%)



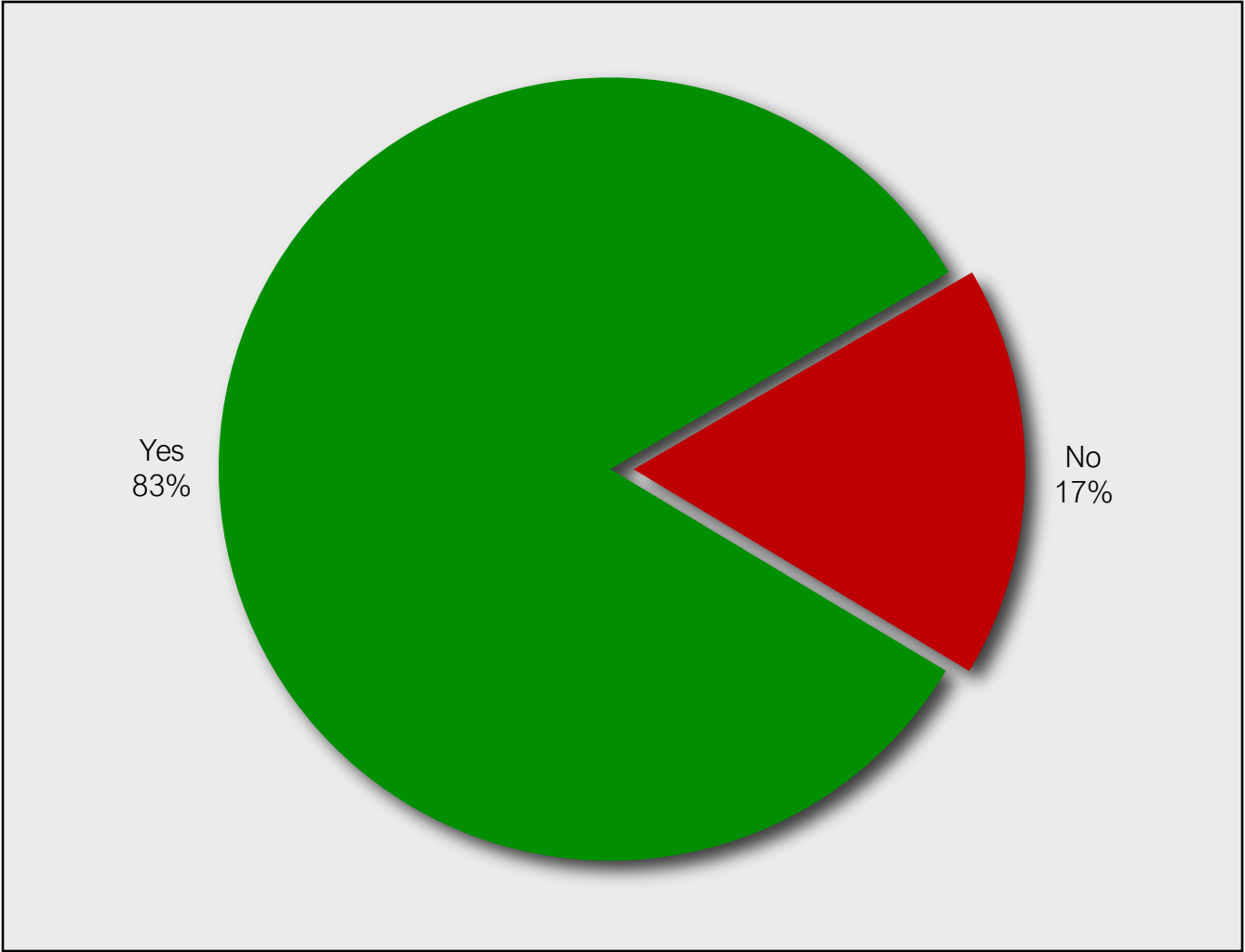


# 83% know the COVID vaccine is free

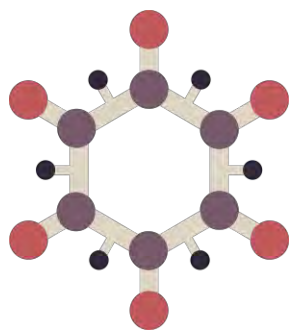
*Q13. Do you know the COVID vaccine is free?*

**83% know the COVID vaccine is free**

- The overall results to the question, as illustrated in the bottom left chart, were:
  - 83% of the adult population answered “Yes”
  - 17% of the population answered “No”
- Lowest amongst lower socio-economic households**
  - Of the 17% who answered “No”:
    - Those from households with annual income <\$50,000, accounted for 61% of responses
    - Those with higher school certificate as their highest level of education, accounted for 22% of responses







# 57% know there has to be a 2 week gap

***Q14. Do you know that there has to be a 2 week gap between the COVID vaccination and any other vaccination (including influenza)?***

**57% know there has to be a 2 week gap**

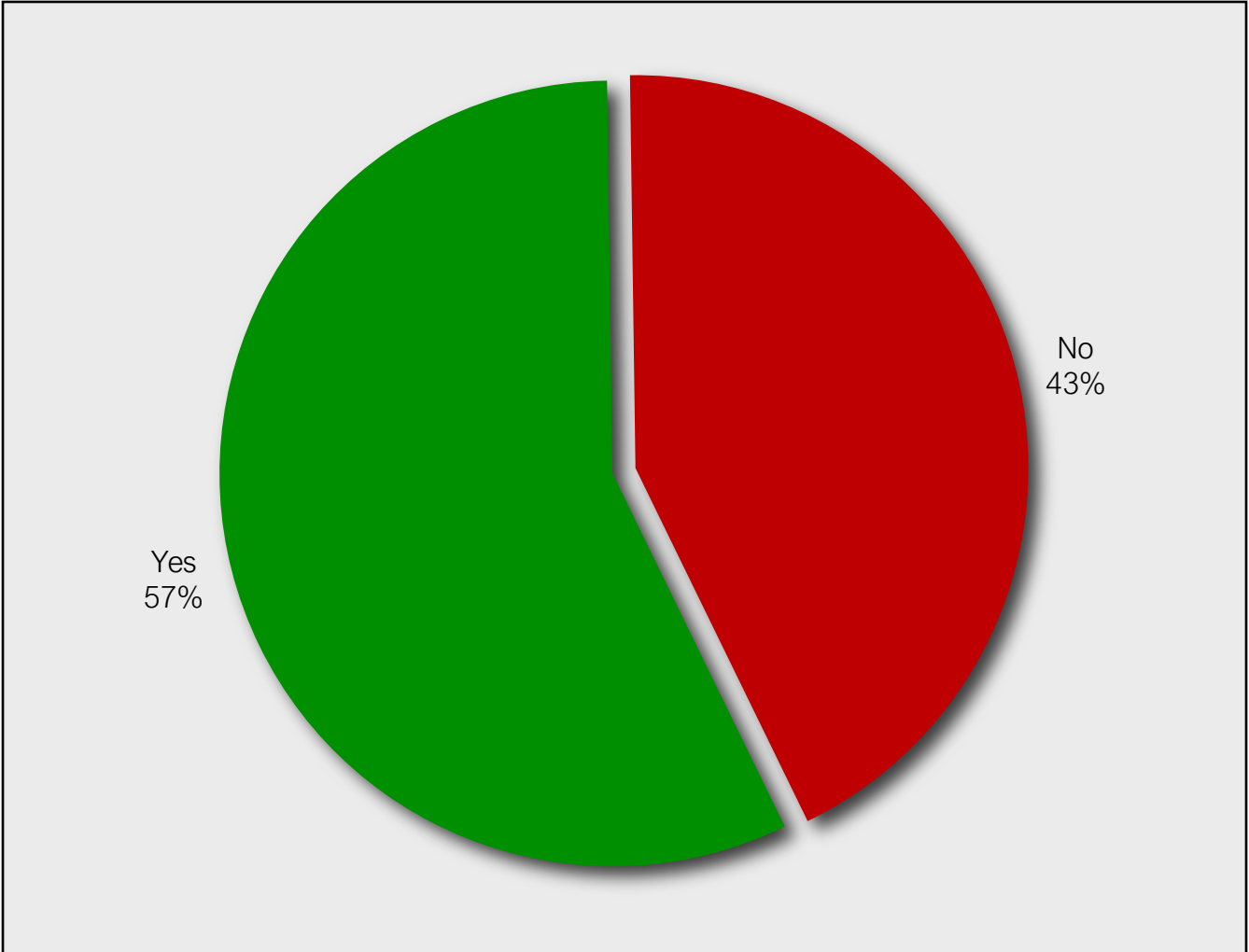
- The overall results to the question, as illustrated in the bottom left chart, were:
  - 57% of the adult population answered “Yes”
  - 43% of the population answered “No”

**Highest amongst the older age groups**

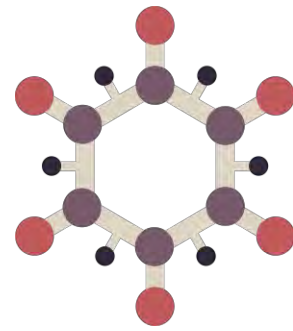
- Of the 57% who answered “Yes”, it was the older age groups who had the highest response:
  - Those aged 66+, accounting for 40% of responses
  - Those aged 56-55, accounting for 32% of responses

**Highest amongst women**

- Women had a higher response to “Yes” compared to men:
  - Women: 60% answered “Yes”
  - Men: 54% answered “Yes”



# GP is preferred to get flu vaccination



## Q15. Where do you prefer to get your flu vaccination?

### 63% prefer GP to get flu vaccination

- The overall results to the question, as illustrated in the bottom chart, were:
  - 63% of the adult population answered “GP”
  - 29% answered “Pharmacy”
  - 8% answered “Work”

### GP preferred by those aged 46+

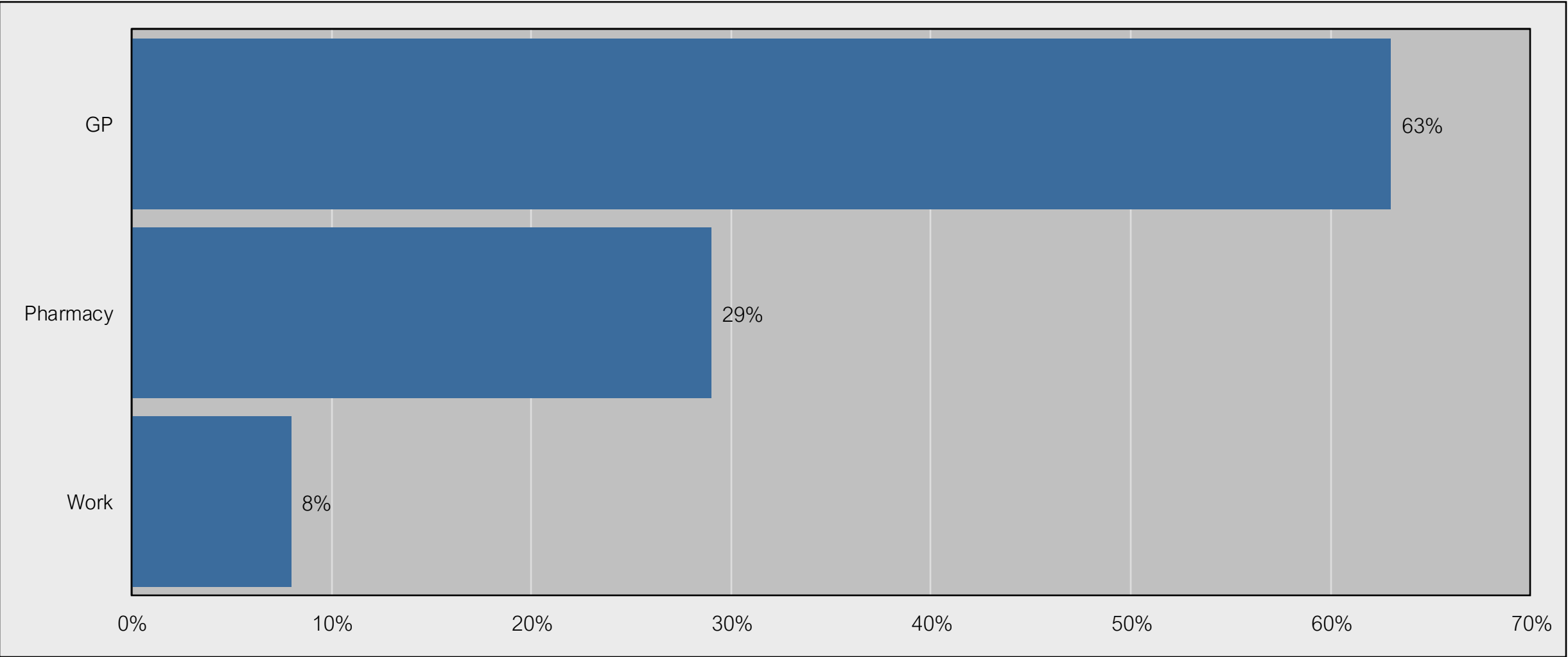
- Of the 63% who answered “GP”:
  - Those aged 66+, accounted for 39% of responses
  - Those aged 56-55, accounted for 30% of responses

### Pharmacy preferred by those aged 18-35

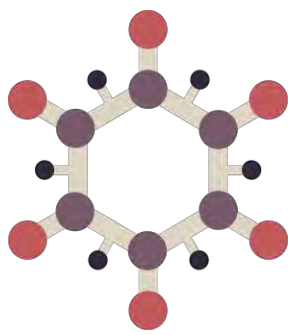
- Of the 29% who answered “Pharmacy”:
  - Those aged 26-35, accounted for 35% of responses
  - Those aged 18-25, accounted for 31% of responses

### Work preferred by those aged 26-45

- Of the 8% who answered “Work”:
  - Those aged 26-45, accounted for 62% of responses
  - 92% of those who gave this response were employed on a full-time or part-time/casual basis







# 69% of those employed would pay for flu shot themselves

*Q16. If you cannot get the flu vaccine at work this year, would you be prepared to pay for it yourself?*

**69% of employees prepared to pay for flu vaccine themselves**

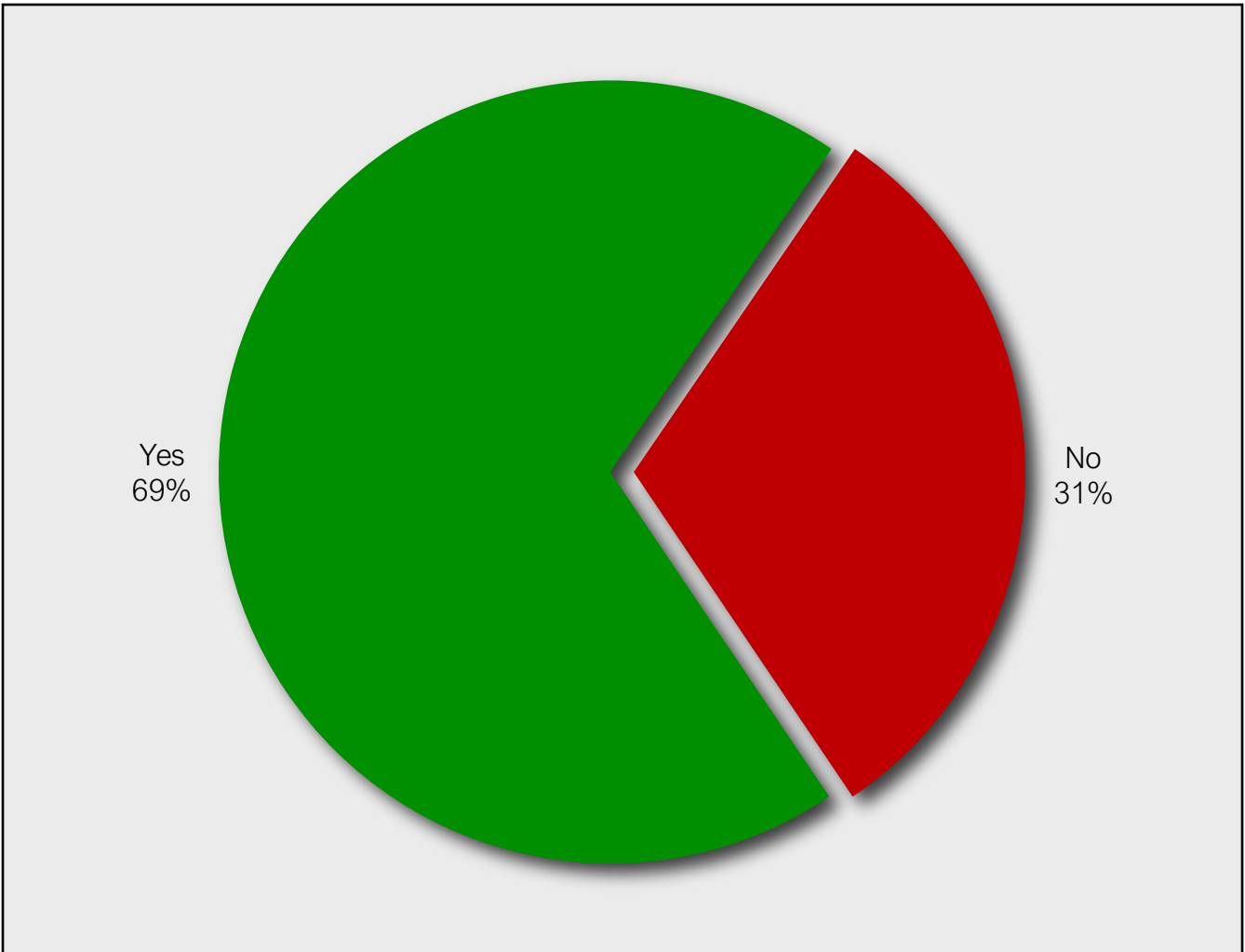
- This question was asked to those who were employed on a full-time, part-time or casual basis.
- For the question, as illustrated in the opposite, top chart:
  - 69% of the population answered “Yes”
  - 31% of the population answered “No”

**Those from higher income households most likely to pay themselves**

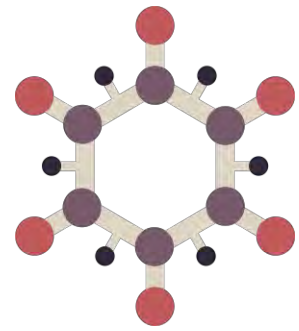
- Of the 69% who answered “Yes”:
  - 71% were from households with annual income >\$100,000

**Those employed full-time more likely to pay**

- Of the 69% who answered “Yes”:
  - 77% were employed on a full-time basis
  - 23% were employed on a part-time/casual basis



# 8% would pay more for a vaccine with 5-10% more protection



*Q17. Would you pay more for an influenza vaccine that gives you 5-10% more protection?*

**8% would pay more**

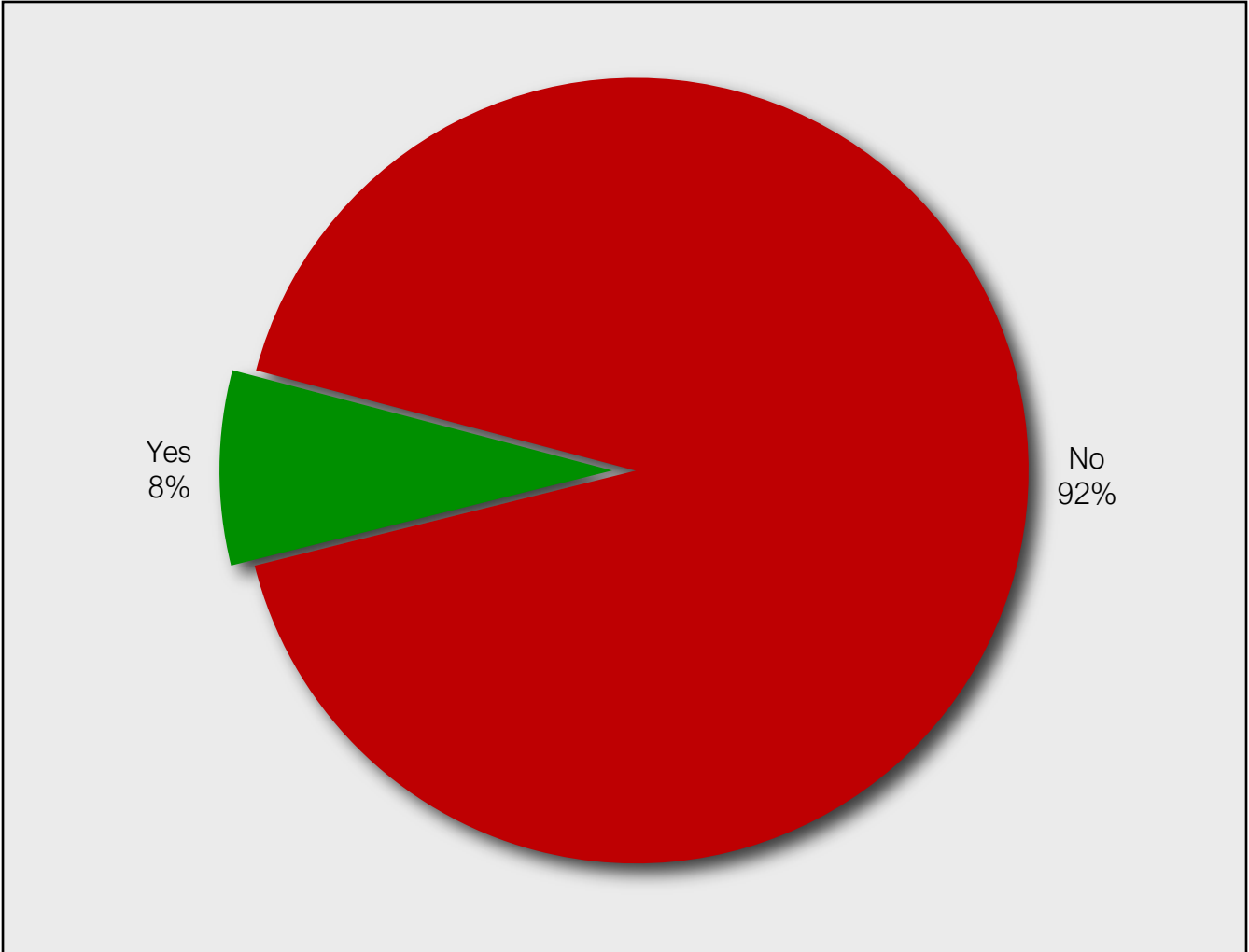
- The overall results to the question, as illustrated in the bottom left chart, were:
  - 8% of the adult population answered “Yes”
  - 92% of the population answered “No”

**Those from higher income households most likely to pay**

- Of the 8% who answered “Yes”:
  - 67% were from households with annual income >\$100,000

**Women would pay more than men**

- Of the 8% who answered “Yes”:
  - 61% were women, compared to 39% of men



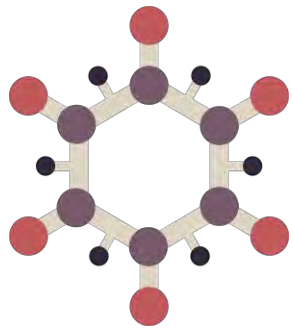




**4**

# **Further Information**

# Contact Details



**For further information relating to this survey, please contact:**

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