IMMUNISATION COALITION

Australians & Vaccination Survey June 2021

1 Background

Questions Asked

The Immunisation Coalition included 22 questions, grouped into the 5 categories below.

Several questions were included in the qualitative stage of the research and all were included in the quantitative stages of the research.

Vaccines in General

1. Which are the vaccines you believe adults should receive on a regular basis?

Influenza

2. Have you received your flu shot this year?
3. If not, why not?
4. Has the flu shot been recommended to you by your doctor or other healthcare professional?
5. If you have received your flu shot, who gave it to you?
6. Were you vaccinated against flu by this time last year?

Pertussis (Whooping Cough)

7. Are you aware of whooping cough?
8. Do you know how it is spread?
9. Are you aware of the pertussis (whooping cough) vaccine?
10. Do you know if you have ever had one?
11. Did you know you should have a booster every 10 years?
12. Has your GP or other Health Care Provider ever recommended it to you?

COVID-19

13. Are you confident about your knowledge of COVID-19 vaccines?
14. Do you think your knowledge about vaccines has improved since the arrival of COVID-19 vaccines?
15. Are you more confused about vaccines in general now?
16. Has your opinion about vaccines changed since the arrival of COVID-19?
17. Have you received your COVID vaccination yet?
18. When do you plan to get it?

Attitude Towards Vaccines

19. Who do you trust most concerning advice about vaccines?
20. How do you consider your attitude towards vaccines?
21. Do you fear vaccines?
22. If yes, what is your fear based on?

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 12 Australians, each taking on average 96 minutes to complete.
- Detailed qualitative and specific quantitative information obtained from this stage.
- Groups were held in central locations in these cities:
  - Sydney (2)
  - Melbourne (2)
  - Brisbane (2)
  - Hobart
  - Adelaide
  - Perth
  - Canberra
  - Darwin
  - Newcastle
  - Toowoomba
  - Bendigo
  - 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 25 minutes to complete.

Stage 3: Online Survey

- 23,542 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 23 minutes to complete.

Sample

- Very large nationwide sample size, involving:
  - 177 focus group participants
  - 25,054 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
  - 23,542 online surveys

Confidence

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

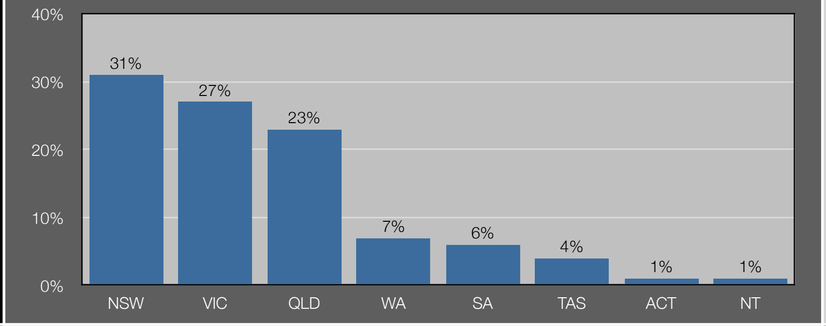
Dates

- Data collection took place over the dates:
- Qualitative stage
  - Focus groups: 7th to 15th June
- Quantitative stage:
  - Telephone survey: 10th to 19th June
  - Online survey: 10th to 21st June

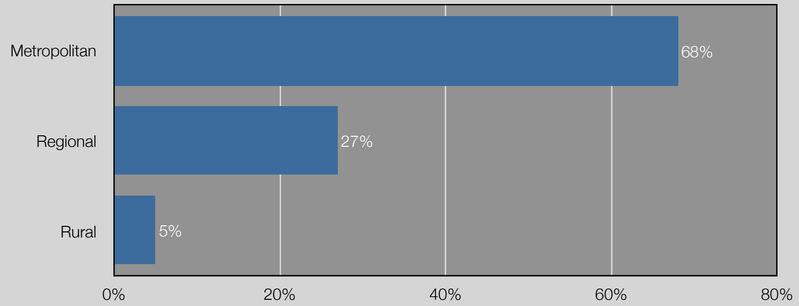
Representative Sample of the Adult Population

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

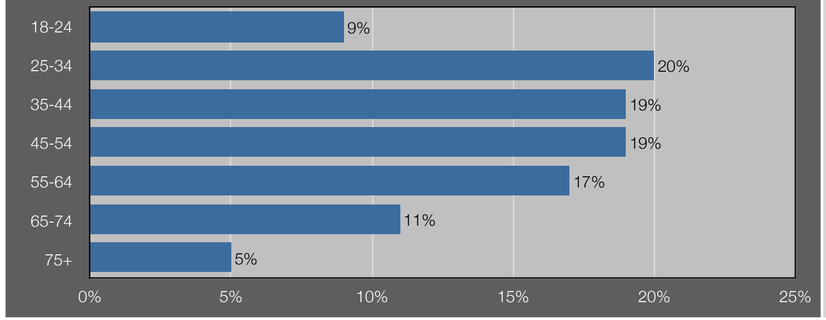
States & Territories



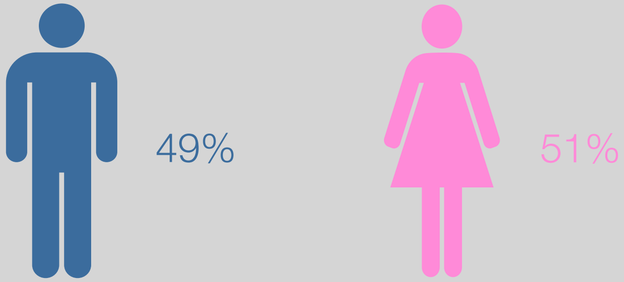
Metropolitan, Regional & Rural Areas



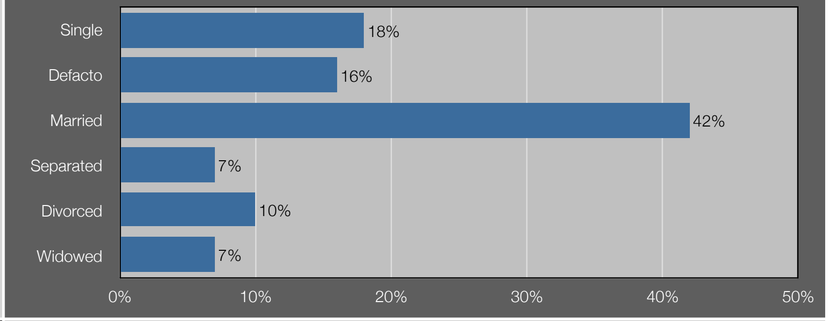
Age



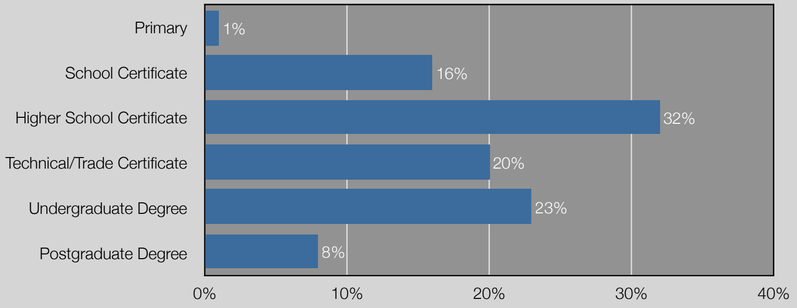
Gender



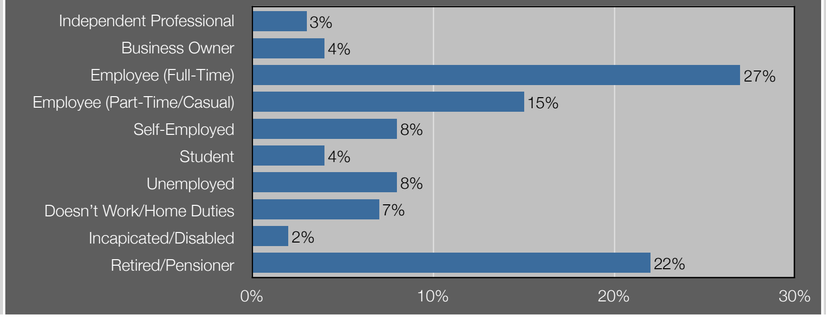
Marital Status



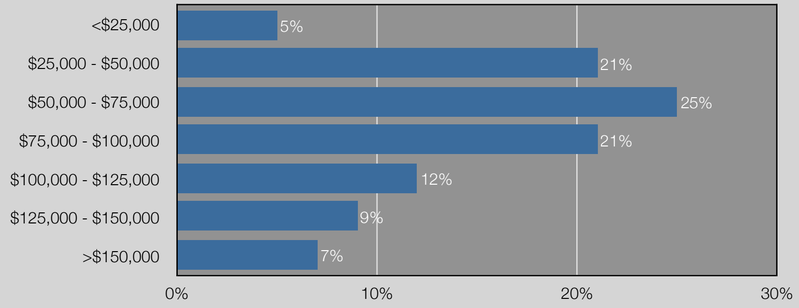
Highest Level of Education



Occupation



Household Income



3 Findings

Vaccines in General

Influenza the vaccine most adults believe should be received on a regular basis

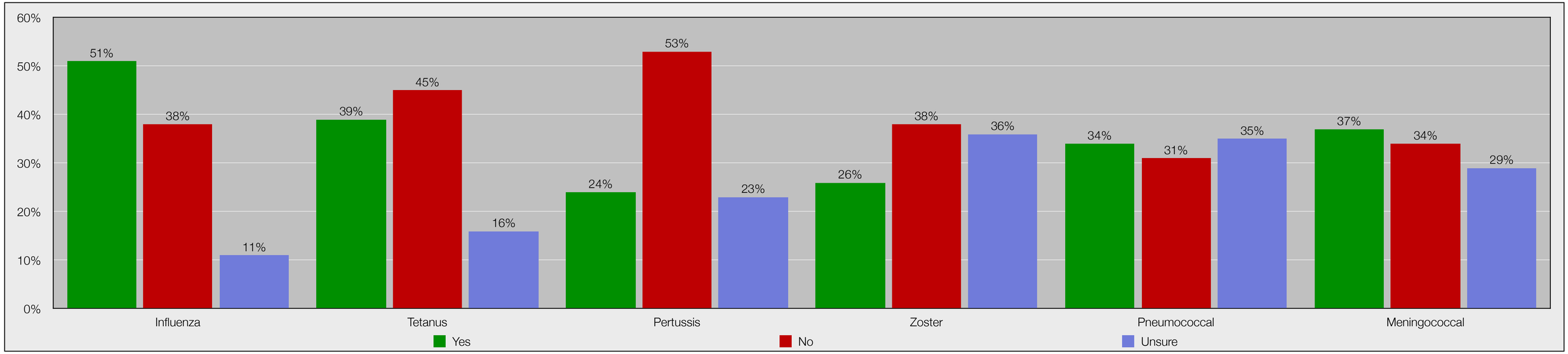
Q1. From the list below, which are the vaccines you believe adults should receive on a regular basis?

Influenza the vaccine most adults believe should be received on a regular basis

- From the list of six vaccines, shown in the chart below, influenza was the vaccine most adults believe should be received on a regular basis, receiving the highest “Yes” response of all (51%), in addition to receiving the lowest “Unsure” response of all (11%).

Tetanus & Meningococcal vaccines ranked second and third

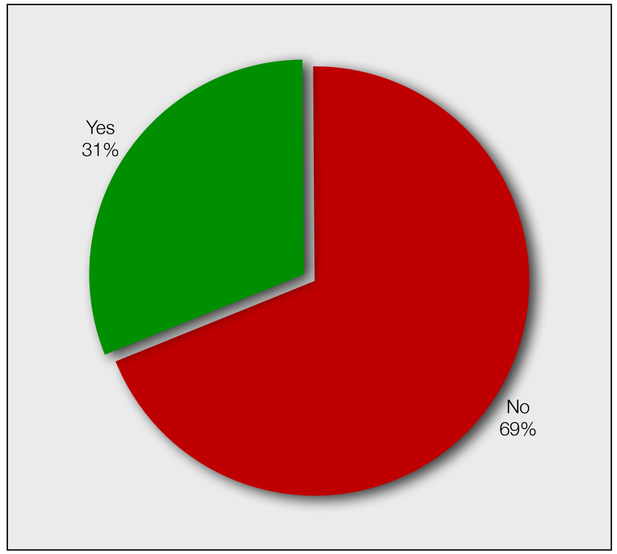
- Tetanus was ranked second, 39% answered “Yes”, in addition to receiving the second lowest “Unsure” response (16%).
- Meningococcal was ranked third, 37% answered “Yes”.
- Pneumococcal was ranked fourth, 34% answered “Yes”, however, 35% answered “Unsure” followed by Zoster where 26% answered “Yes” and 36% answered “Unsure”.
- Pertussis received the lowest ranking, 24% answered “Yes” and received the highest “No” response of all (53%).
- It is believed that the high “Unsure” and likewise “No” responses to Meningococcal, Pneumococcal, Zoster and Pertussis may be due to a large proportion of the Australian adult population not being familiar with these names and diseases.

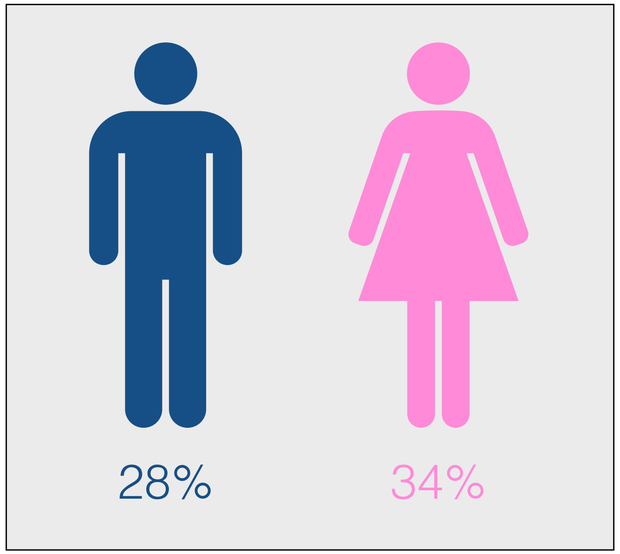


Influenza

31% have received the flu shot

Q2. Have you received your flu shot this year?





31% have received their flu shot

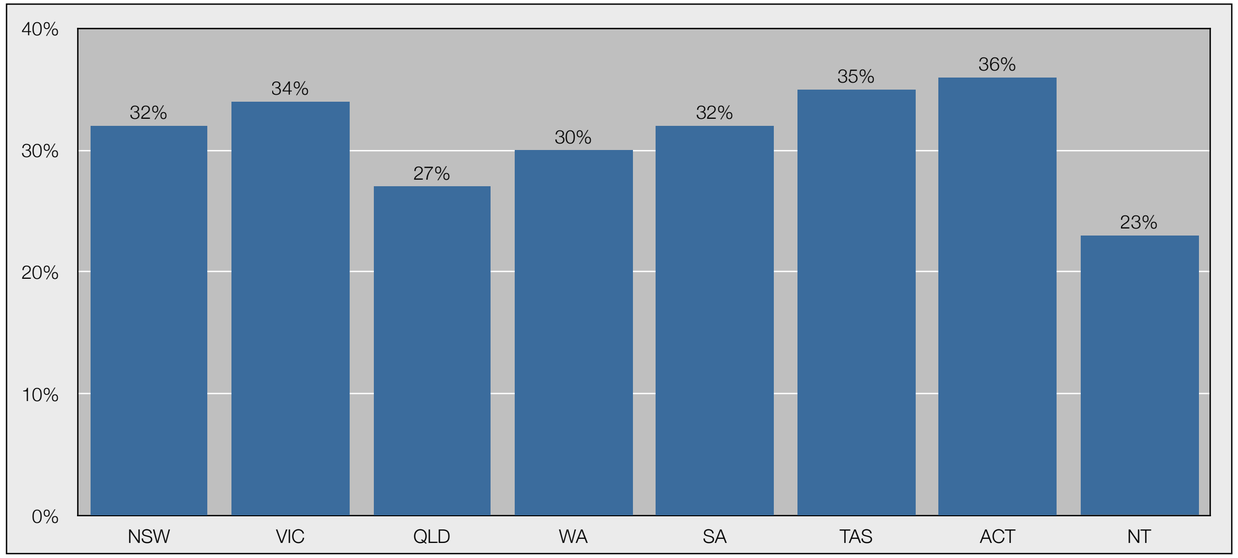
- For the question, as illustrated in the opposite, top chart:
  - 31% of the population answered “Yes”
  - 69% of the population answered “No”

Higher incidence amongst women, especially those aged 55+

- There was a higher incidence of women who have had a flu shot, compared to men:
  - 34% of the female adult population answered “Yes”
  - 28% of the male adult population answered “Yes”
- Women aged 55+ were the highest segment of the population that had a flu shot:
  - 62% of women aged 55+ answered “Yes”

Variation across the States & Territories

- Across the States and Territories there was variation, as illustrated in the chart opposite:
  - ACT had the highest proportion who answered “Yes” (36%) followed by TAS (35%)
  - Of the most populous states NSW (32%) and VIC (34%)
  - QLD (27%) and NT (23%) had the lowest responses



Variation across metropolitan, regional & rural areas

- Across metropolitan, regional and rural areas there was variation:
  - Metropolitan areas had the highest proportion who answered “Yes” (34%)
  - Regional (29%)
  - Rural (23%)

42% believe there is little flu around

Q3. If not, why not?

Asked to the 69% who had not had a flu shot this year

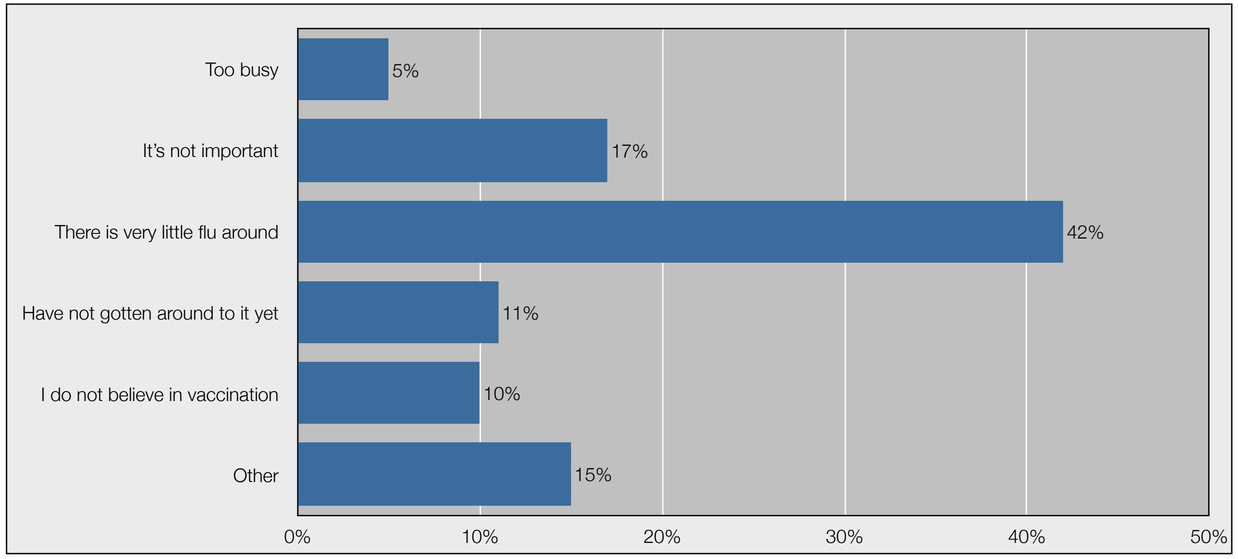
- This question was asked to the 69% who in the previous question, answered that they had not had a flu shot this year.

There is little flu around the main reason

- The overall responses to the question are illustrated in the chart below:
  - The most common response, amongst 42% of the adult population was “There is very little flu around”
  - The second most common response was “It’s not important” given by 17% of the adult population
  - 15% gave an “Other” response
- There were minimal difference in the responses across geographic locations, demographic and socio-economic factors.

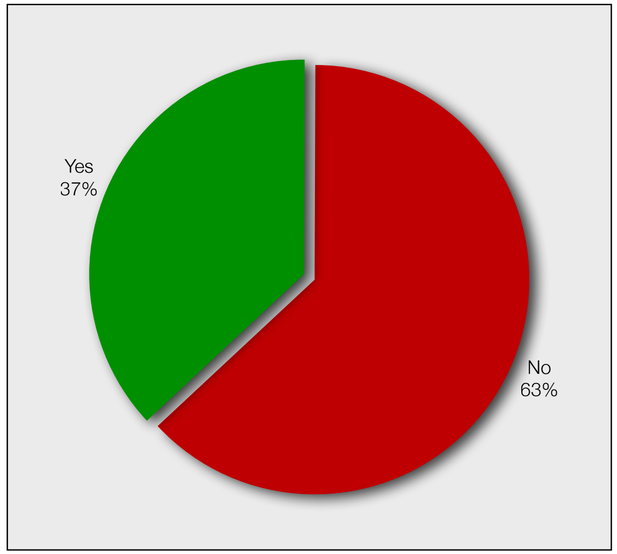
Other responses dominated by COVID-19 vaccination concerns

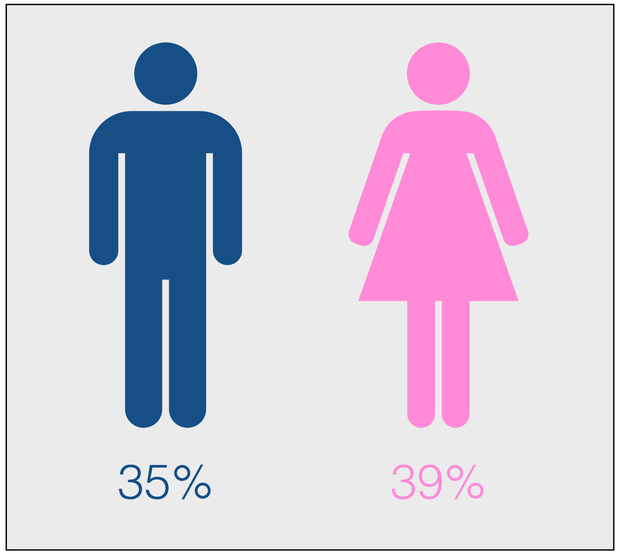
- 15% of the responses were for “Other” where these responses were asked to specify what their response was.
- The main reasons given by these “Other” responses were dominated by COVID-19 vaccination concerns, specifically:
  - Have had or planning to have a COVID-19 vaccination and do not want to have the flu shot as it may impact upon the efficacy of the COVID-19 vaccination, accounting for 59% of all “Other” responses
  - Do not want to have the flu vaccination, on top of having two COVID-19 vaccinations, accounting for 12% of “Other” responses



37% have been recommended to have the flu shot

Q4. Has the flu shot been recommended to you by your doctor or other healthcare professional?





37% have been recommended to have the flu shot

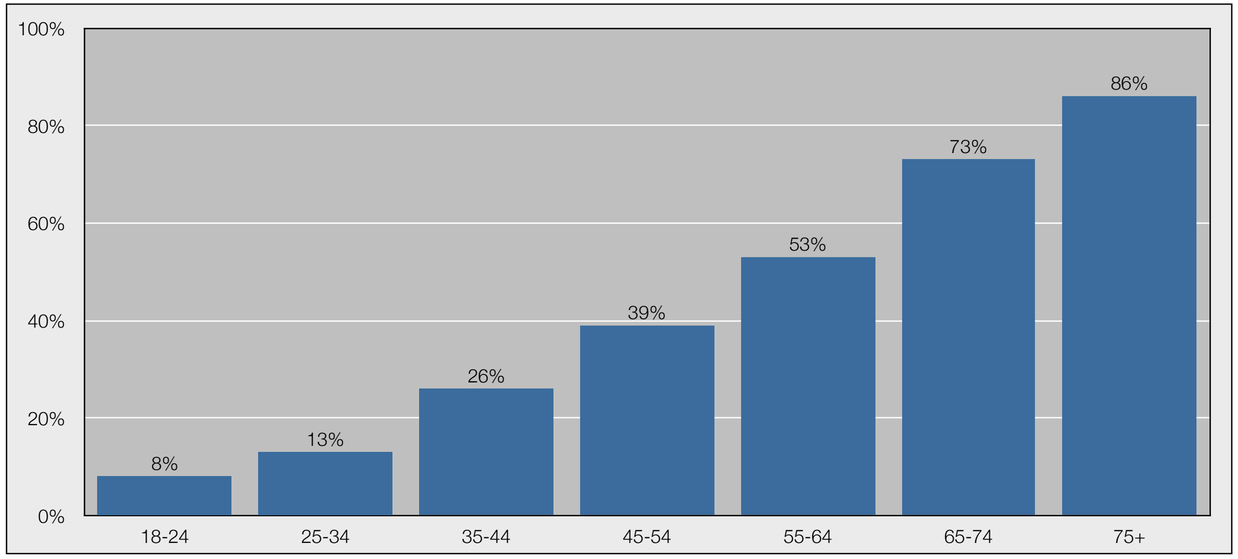
- For the question, as illustrated in the opposite, top chart:
  - 37% of the population answered “Yes”
  - 63% of the population answered “No”

Higher incidence amongst women, especially those aged 55+

- There was a higher incidence of women who have been recommended to have the flu shot, compared to men:
  - 39% of the female adult population answered “Yes”
  - 35% of the male adult population answered “Yes”
- Women aged 55+ were the highest segment of the population that have been recommended to have a flu shot, commensurate with this segment having the highest segment of the population that had a flu shot (62%) as reported previously for Q2.

Age the predictor for having been recommended

- As illustrated in the chart opposite, age was the main predictor for having been recommended the flu shot, with the incidence clearly increasing with age:
  - 8% of those aged 18-24 had been recommended, increasing to:
  - 39% of those aged 35-44
  - 86% of those aged 75+



61% of flu shots given by GP's

Q5. If you have received your flu shot, who gave it to you?

Asked to the 31% who had a flu shot this year

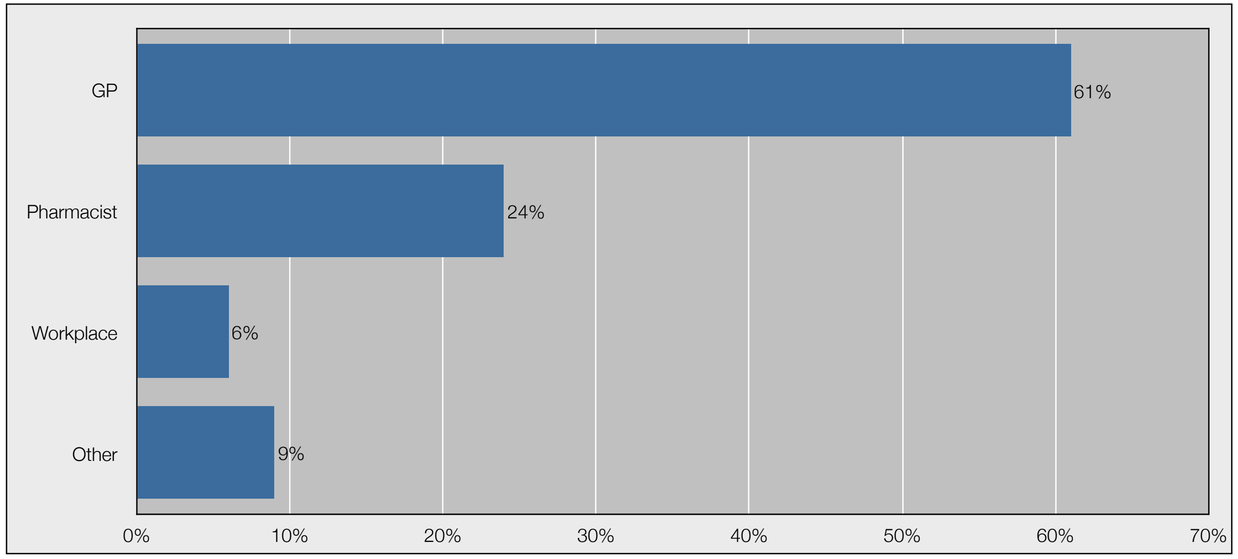
- This question was asked to the 31% who in Q2, answered that they had a flu shot this year.

GP's dominate giving the flu shot

- The overall responses to the question are illustrated in the chart below:
  - The most common response, amongst 61% of those who had received a flu shot was "GP"
  - The second most common response was "Pharmacist" given by 24%
  - 6% answered "Workplace"
  - 9% gave an "Other" response

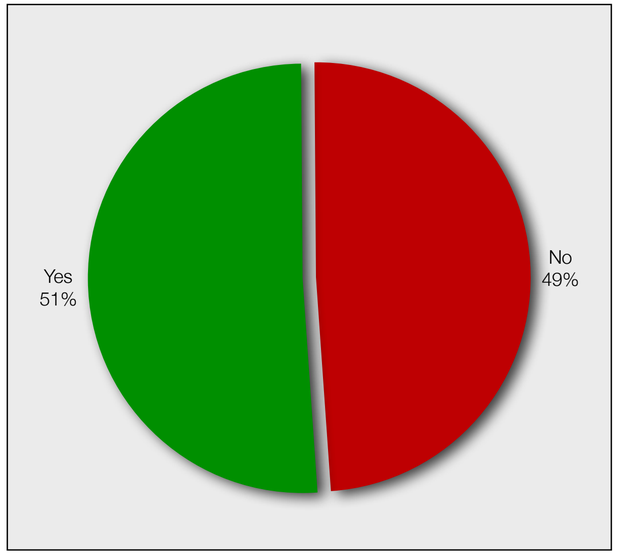
Other responses predominately nursing homes & community health

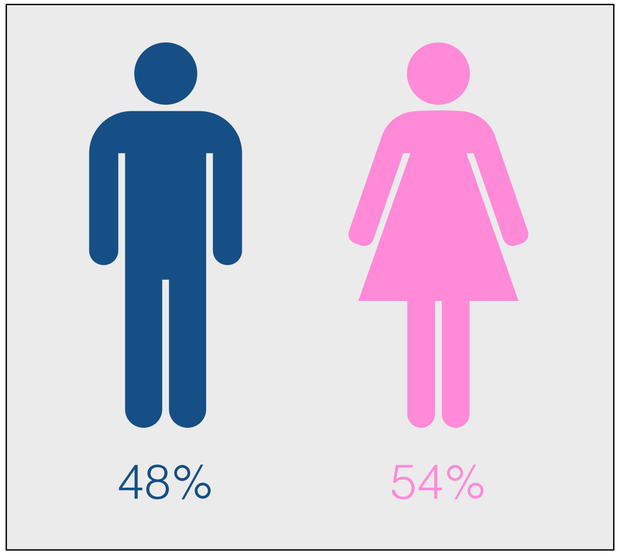
- 9% of the responses were for "Other" where these responses were asked to specify what their response was.
- The main reasons given by these "Other" responses were:
  - Given in a retirement/aged care/nursing home where the respondent resided, accounting for 39% of the "Other" responses
  - Given at a community health centre, accounting for 26% of the "Other" responses
  - Given by a community healthcare worker, namely a nurse, in the respondent's home, accounting for 11% of the "Other" responses



51% were vaccinated against the flu this time last year

Q6. Were you vaccinated against flu by this time last year?



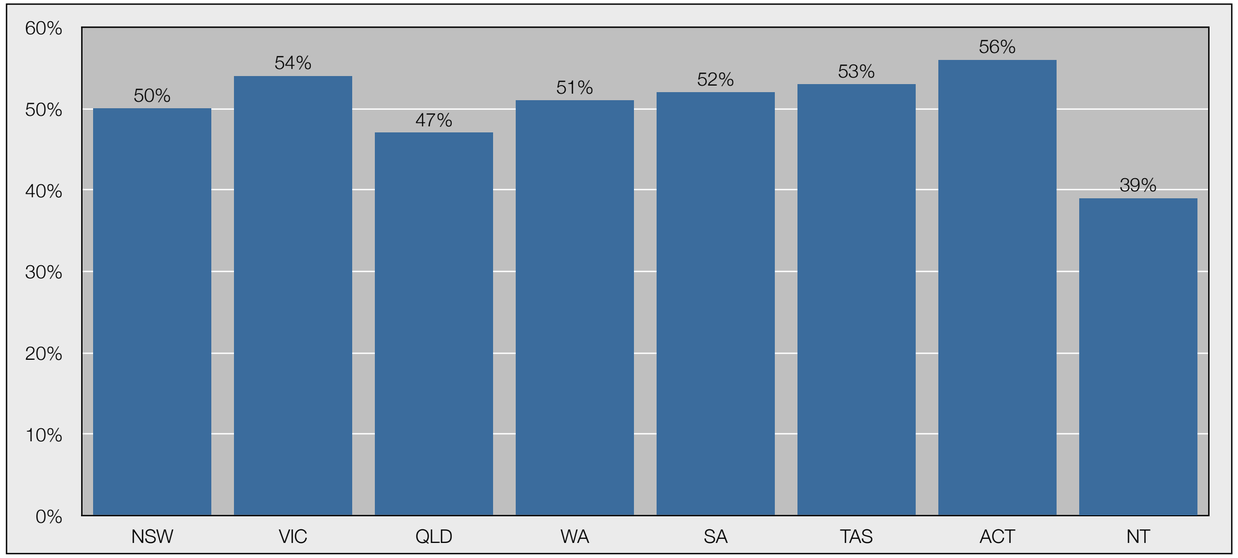


51% were vaccinated against the flu this time last year

- For the question, as illustrated in the opposite, top chart:
  - 51% of the population answered “Yes”
  - 49% of the population answered “No”

Variation across the States & Territories

- Across the States and Territories there was variation, as illustrated in the chart opposite:
  - ACT had the highest proportion who answered “Yes” (56%) followed by VIC (54%) and TAS (53%)
  - QLD (47%) and NT (39%) had the lowest responses



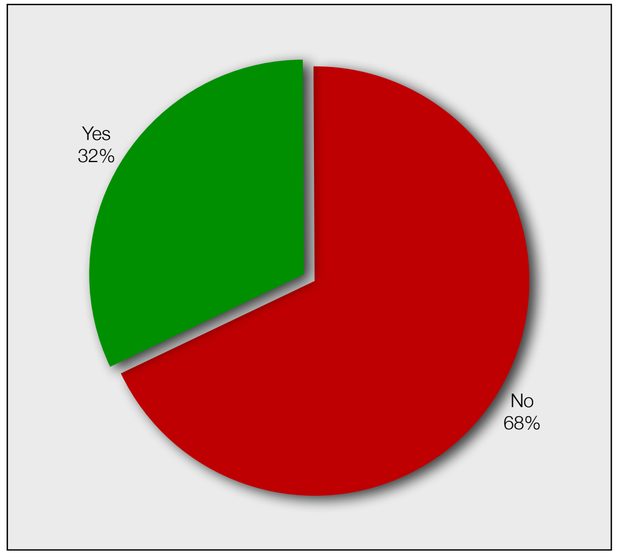
Variation across metropolitan, regional & rural areas

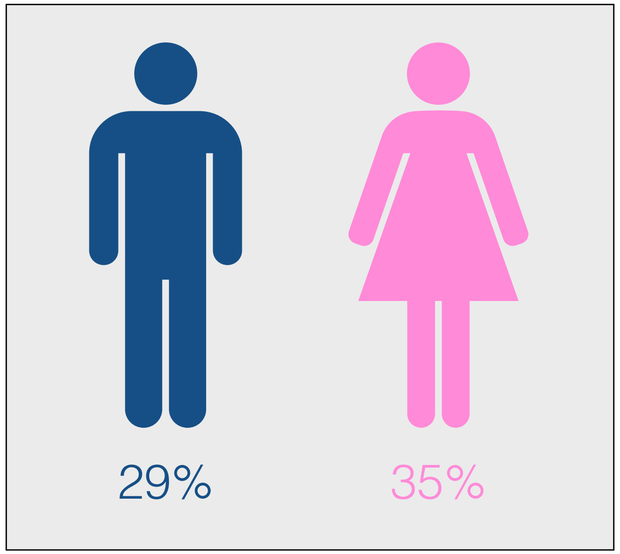
- Across metropolitan, regional and rural areas there was variation:
  - Metropolitan areas had the highest proportion who answered “Yes” (55%)
  - Regional (49%)
  - Rural (34%)

Pertussis (Whooping Cough)

32% aware of whooping cough

Q7. Are you aware of whooping cough?





32% aware of whooping cough

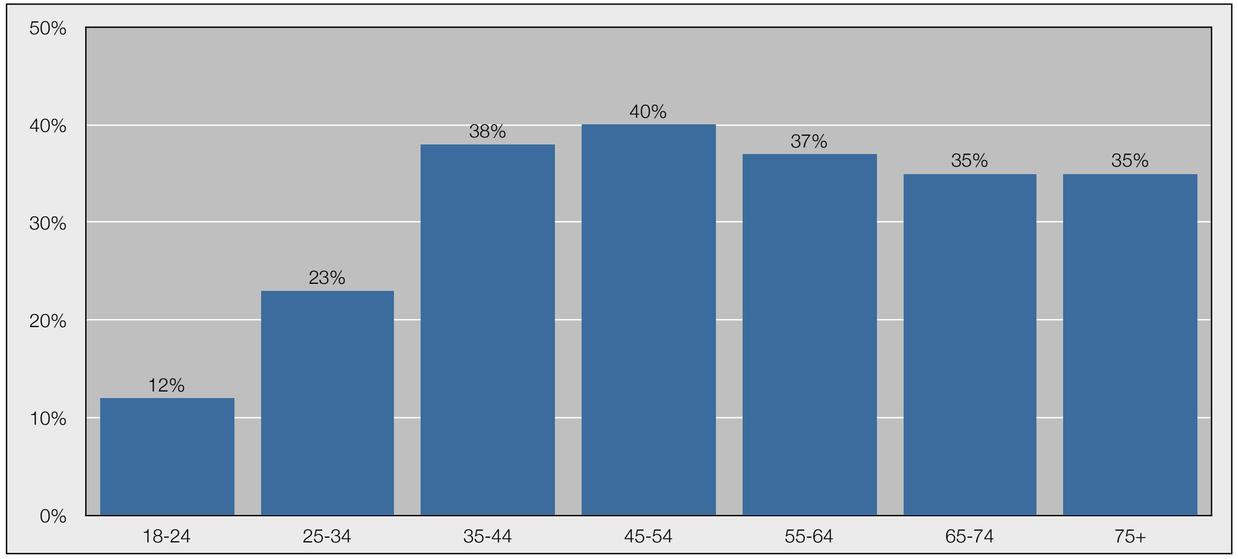
- For the question, as illustrated in the opposite, top chart:
  - 32% of the population answered “Yes”
  - 68% of the population answered “No”

Higher awareness amongst women, especially those aged 35+

- There was a higher awareness amongst women, compared to men:
  - 35% of the female adult population answered “Yes”
  - 29% of the male adult population answered “Yes”

Age the major factor of awareness

- As illustrated in the chart opposite, age was the main factor of awareness, with awareness increasing with age, seemingly commensurate with parenthood and subsequent years, maintaining into latter years:
  - 12% of those aged 18-24 were aware, increasing to:
  - 38% of those aged 35-44
  - 40% of those aged 45-54

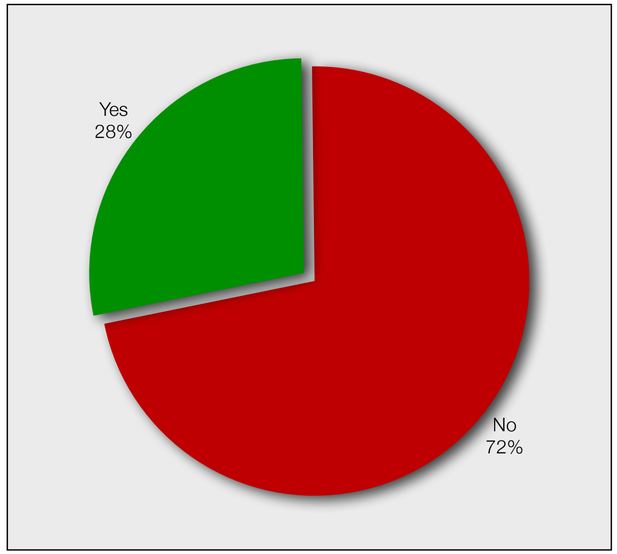


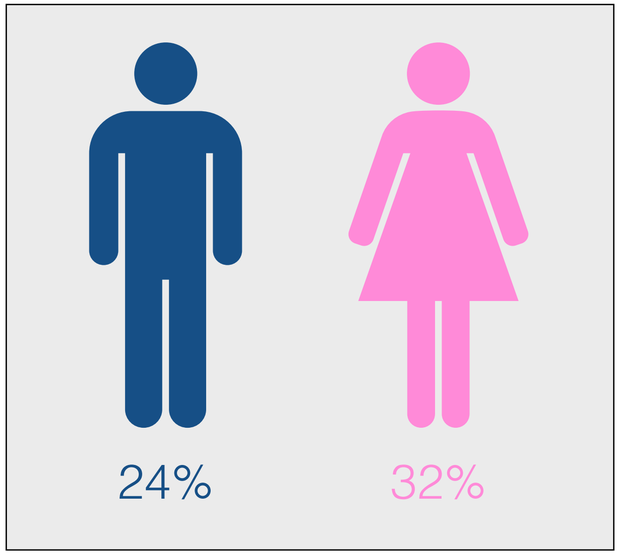
Minimal variation across metropolitan, regional & rural areas

- Across metropolitan, regional and rural areas there was minimal variation in awareness:
  - Regional areas had the highest proportion who answered “Yes” (35%)
  - Metropolitan (32%)
  - Rural (31%)

28% aware how whooping cough is spread

Q8. Do you know how it is spread?





28% aware of how it is spread

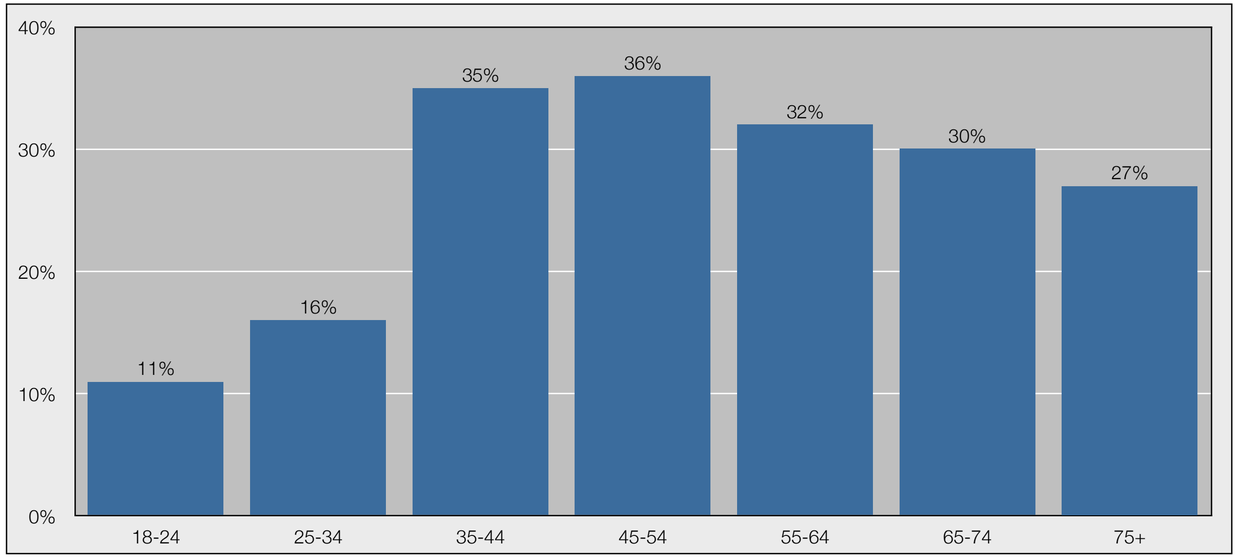
- For the question, as illustrated in the opposite, top chart:
  - 28% of the population answered “Yes”
  - 72% of the population answered “No”

Higher knowledge amongst women, especially those aged 35+

- There was a higher awareness amongst women, compared to men, regarding knowledge as to how whooping cough is spread:
  - 32% of the female adult population answered “Yes”
  - 24% of the male adult population answered “Yes”

Age the major factor of knowing how it is spread

- As illustrated in the chart opposite, age was the main factor regarding knowledge as to how whooping cough is spread, increasing with age and seemingly commensurate with parenthood and subsequent years, maintaining into latter years, as found in the preceding question:
  - 11% of those aged 18-24 answered “Yes”, increasing to:
  - 35% of those aged 35-44
  - 46% of those aged 45-54

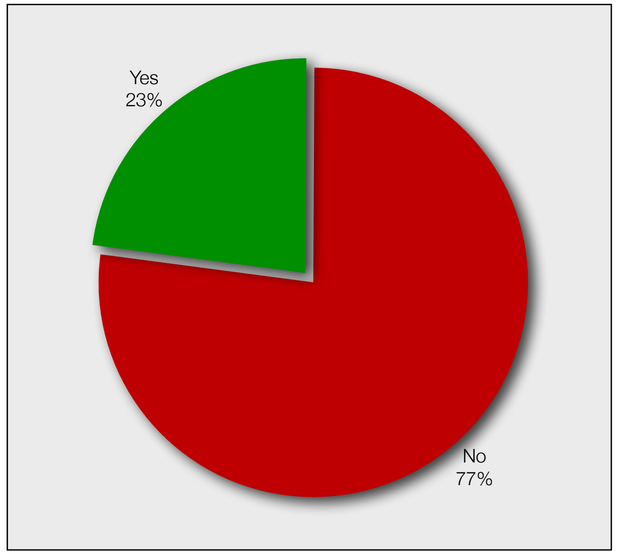


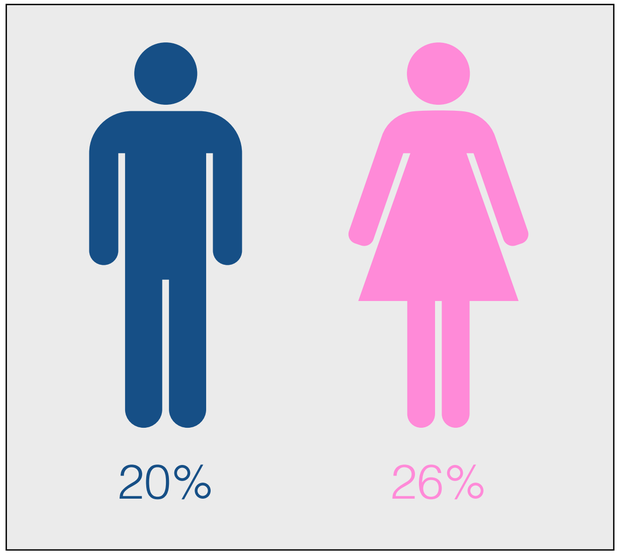
Minimal variation across metropolitan, regional & rural areas

- Across metropolitan, regional and rural areas there was minimal variation in awareness:
  - Regional areas had the highest proportion who answered “Yes” (32%)
  - Rural (31%)
  - Metropolitan (28%)

23% aware of the pertussis (whooping cough) vaccine

Q9. Are you aware of the pertussis (whooping cough) vaccine?





23% aware of the pertussis (whooping cough) vaccine

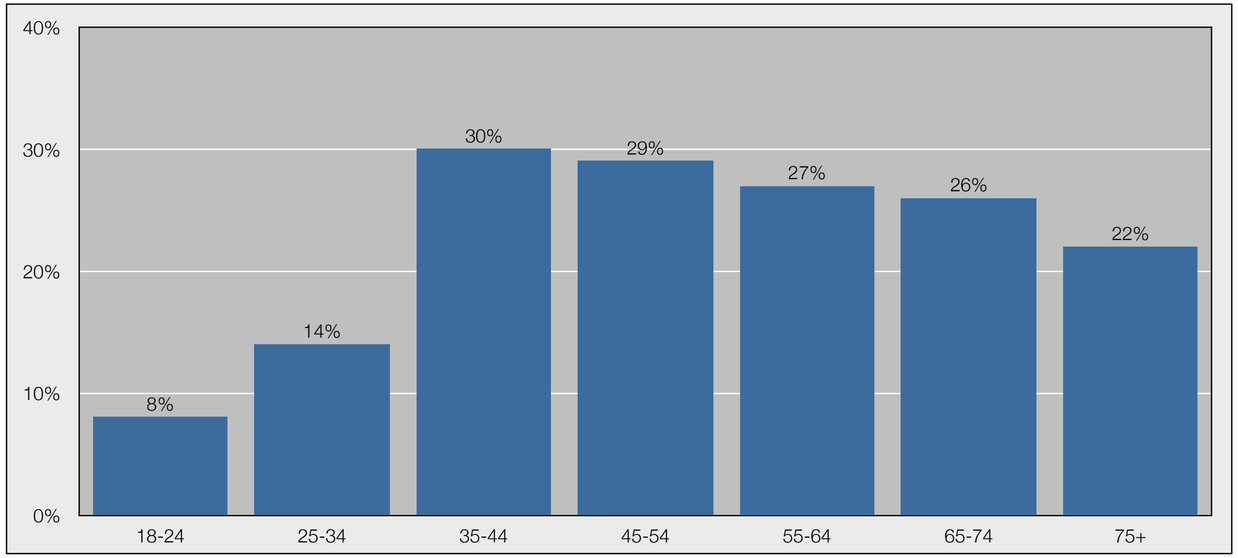
- For the question, as illustrated in the opposite, top chart:
  - 23% of the population answered “Yes”
  - 77% of the population answered “No”

Higher awareness amongst women, especially those aged 35+

- There was a higher awareness amongst women, compared to men:
  - 26% of the female adult population answered “Yes”
  - 20% of the male adult population answered “Yes”

Age the major factor of awareness

- As illustrated in the chart opposite, age was the main factor of awareness, with awareness increasing with age, seemingly commensurate with parenthood and subsequent years, maintaining into latter years, as found in the preceding questions:
  - 8% of those aged 18-24 were aware, increasing to:
  - 30% of those aged 35-44
  - 29% of those aged 45-54

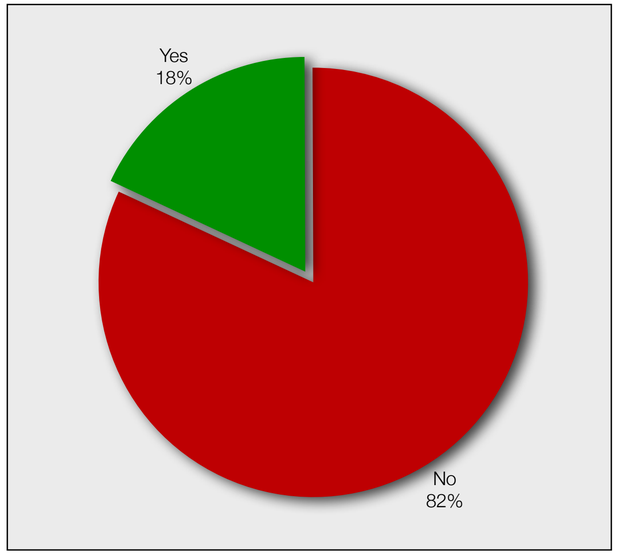


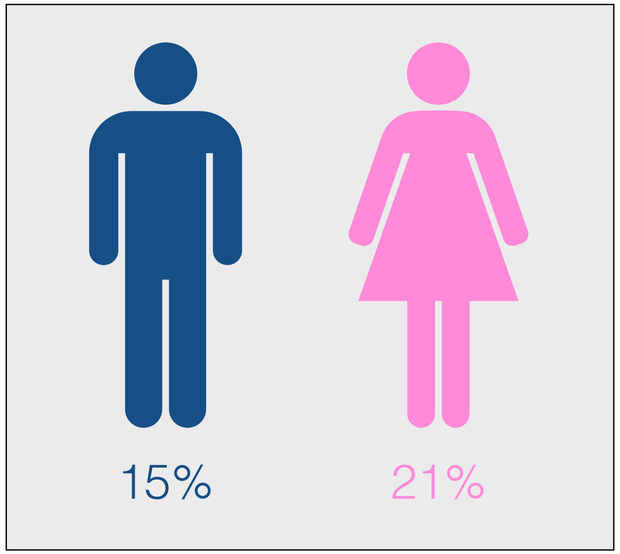
Some variation across geographic locations

- Across the states and territories, metropolitan, regional and rural areas there was some variation in awareness:
  - ACT (27%), NSW (24%) & SA (24%) had the highest, NT (19%), QLD (22%) & TAS (22%) had the lowest
  - Regional areas had a slightly higher level of awareness (25%), followed by metropolitan (23%) and rural (21%)

18% aware of having pertussis (whooping cough) vaccine

Q10. Do you know if you have ever had one?





18% aware of having pertussis (whooping cough) vaccine

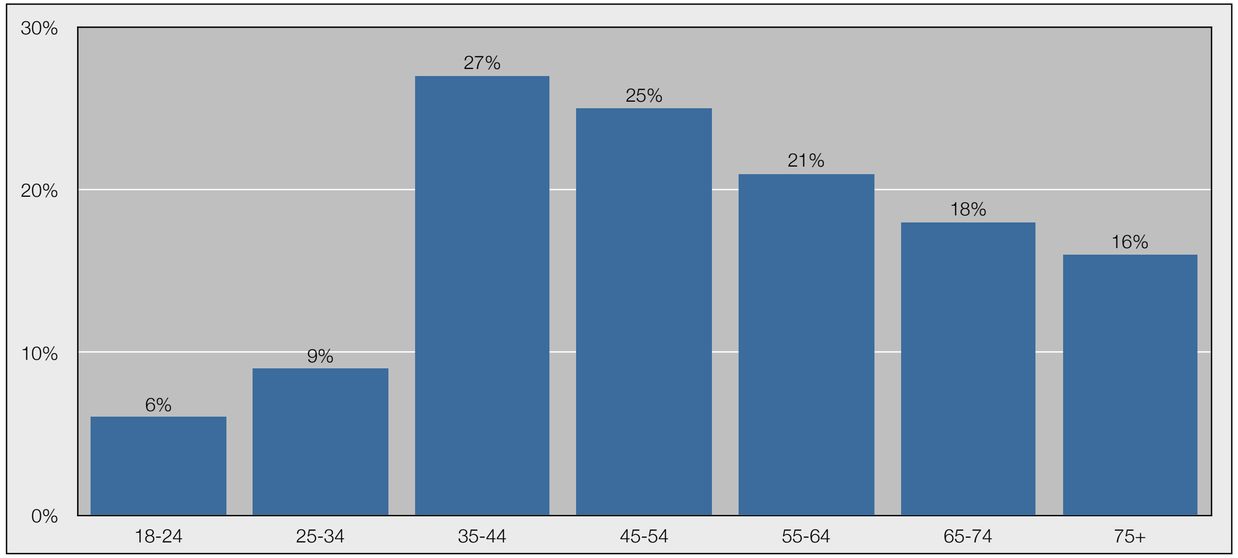
- For the question, as illustrated in the opposite, top chart:
  - 18% of the population answered “Yes”
  - 82% of the population answered “No”

Higher awareness amongst women, especially those aged 35+

- There was a higher awareness amongst women, compared to men:
  - 21% of the female adult population answered “Yes”
  - 15% of the male adult population answered “Yes”

Age the major factor of awareness

- As illustrated in the chart opposite, age was the main factor of awareness, with awareness increasing with age, seemingly commensurate with parenthood and subsequent years, maintaining into latter years, as found in the preceding questions:
  - 6% of those aged 18-24 were aware, increasing to:
  - 27% of those aged 35-44
  - 25% of those aged 45-54

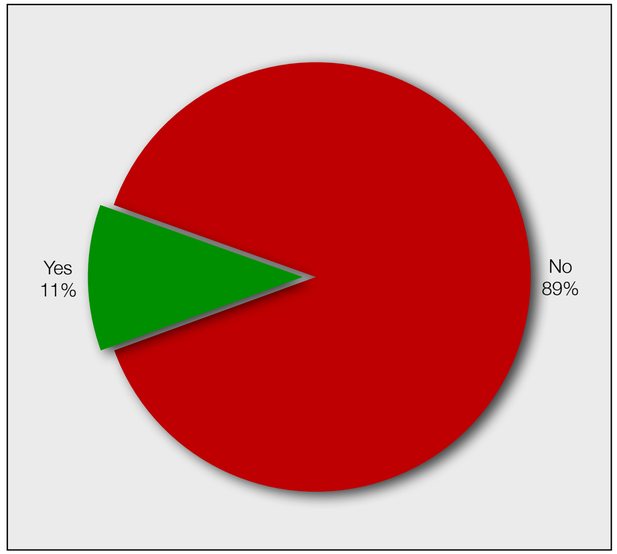


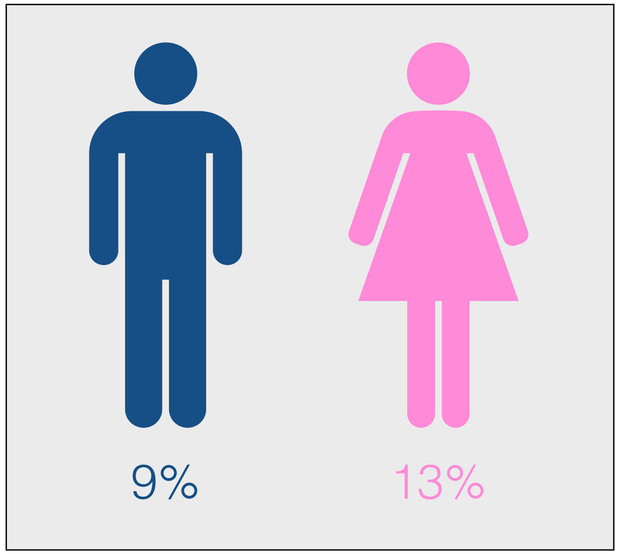
Some variation across geographic locations

- Across the states and territories, metropolitan, regional and rural areas there was some variation in awareness:
  - ACT (23%), TAS (22%), VIC (20%), SA (20%), NSW (19%), WA (15%), QLD (14%) and NT (12%)
  - Rural (21%), Regional (20%) and metropolitan (18%)

11% aware of the requirement for a booster every 10 years

Q11. Did you know you should have a booster every 10 years?





11% aware of the requirement for a booster every 10 years

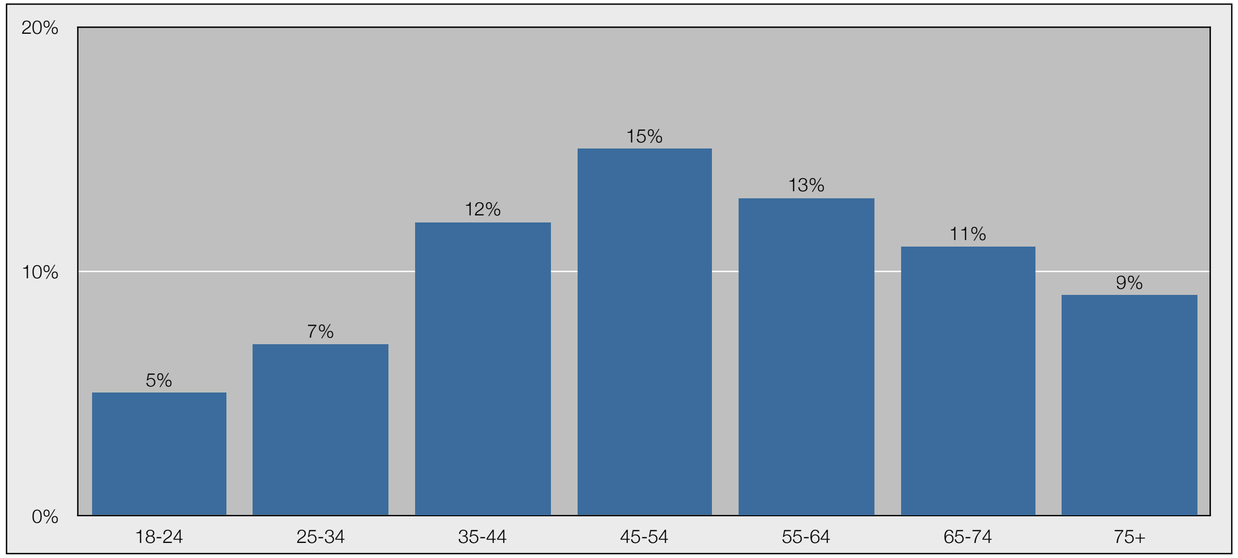
- For the question, as illustrated in the opposite, top chart:
  - 11% of the population answered “Yes”
  - 89% of the population answered “No”

Higher awareness amongst women, especially those aged 35+

- There was a higher awareness amongst women, compared to men:
  - 13% of the female adult population answered “Yes”
  - 9% of the male adult population answered “Yes”

Age the major factor of awareness

- As illustrated in the chart opposite, age was the main factor of awareness, with awareness increasing with age, seemingly commensurate with parenthood and subsequent years, maintaining into latter years, as found in the preceding questions:
  - 5% of those aged 18-24 were aware, increasing to:
  - 12% of those aged 35-44
  - 15% of those aged 45-54

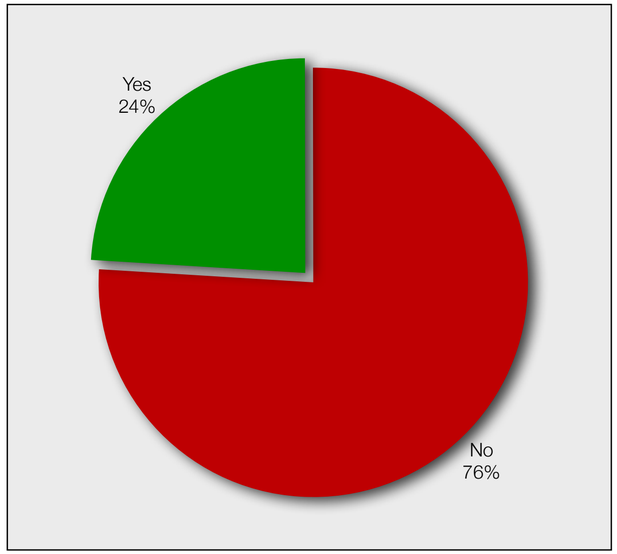


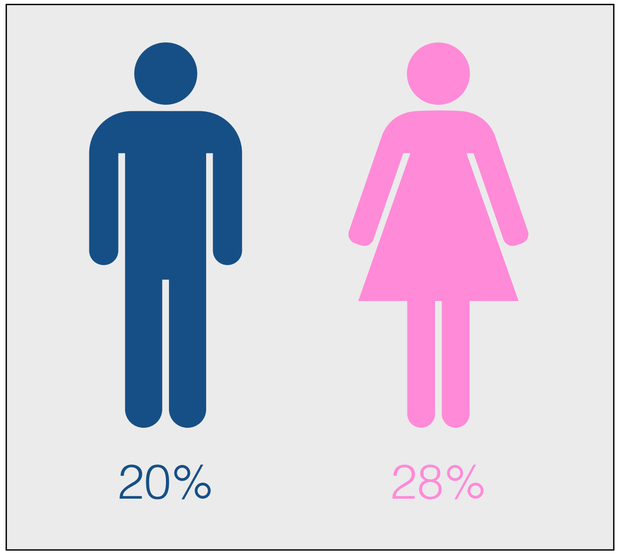
Minimal variation across geographic locations

- Across the states and territories, metropolitan, regional and rural areas there was minimal variation in awareness:
  - ACT (14%), NSW (12%), SA, (12%), TAS (12%), VIC (11%), WA (10%), QLD (9%) and NT (9%)
  - Regional (12%), metropolitan (11%) and rural (9%)

24% have been recommended pertussis (whooping cough) vaccine

Q12. Has your GP or other Health Care Provider ever recommended it to you?





24% have been recommended the pertussis (whooping cough) vaccine

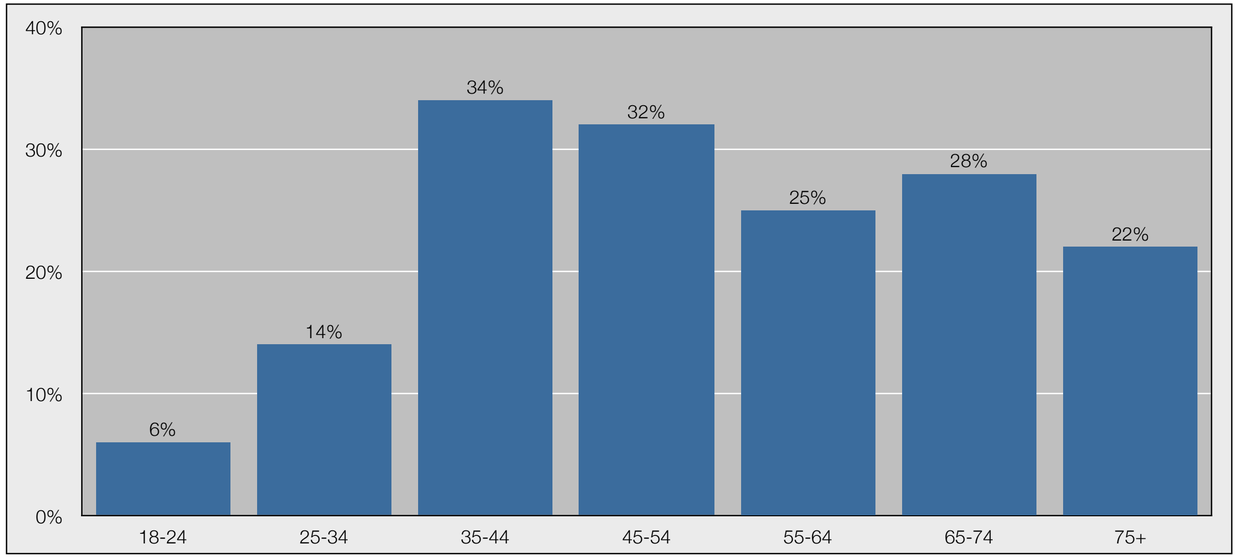
- For the question, as illustrated in the opposite, top chart:
  - 24% of the population answered “Yes”
  - 76% of the population answered “No”

Higher incidence amongst women, especially those aged 35+

- There was a higher recommendation amongst women, compared to men:
  - 28% of the female adult population answered “Yes”
  - 20% of the male adult population answered “Yes”

Age the major factor of awareness

- As illustrated in the chart opposite, age was the main factor of being recommended, increasing with age, seemingly commensurate with parenthood and subsequent years, maintaining into latter years, as found in the preceding questions:
  - 6% of those aged 18-24 had been recommended, increasing to:
  - 34% of those aged 35-44
  - 32% of those aged 45-54



Slight variation across geographic locations

- Across the states and territories, metropolitan, regional and rural areas there was slight variation in having been recommended:
  - ACT (26%), TAS (26%), VIC (25%), NSW (24%), SA (24%), QLD (21%) and NT (20%)
  - Metropolitan (25%), regional (24%) and rural (21%)

COVID-19

29% confident about their knowledge of COVID-19 vaccines

Q13. Are you confident about your knowledge of COVID-19 vaccines

29% are confident about their knowledge of COVID-19 vaccines

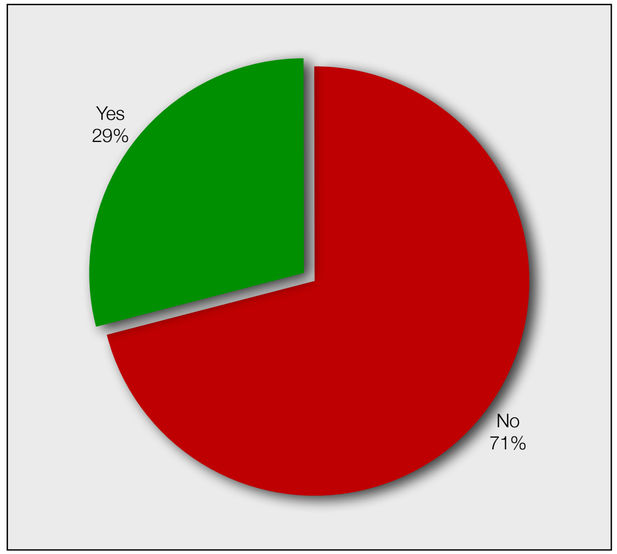
- For the question, as illustrated in the opposite, top chart:
  - 29% of the population answered “Yes”
  - 71% of the population answered “No”

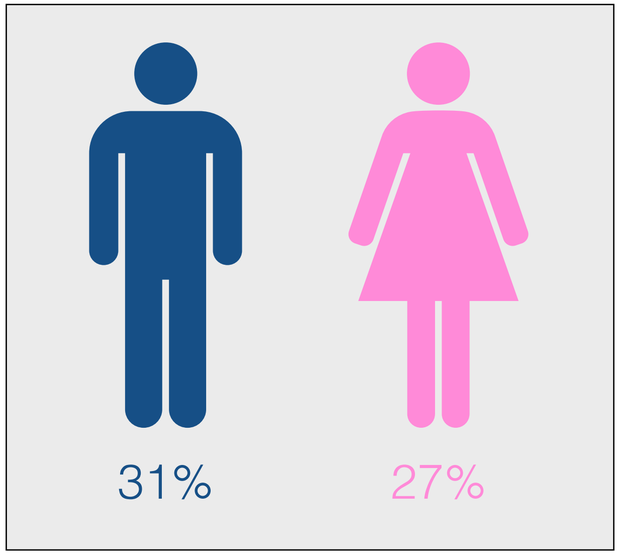
Higher confidence amongst men

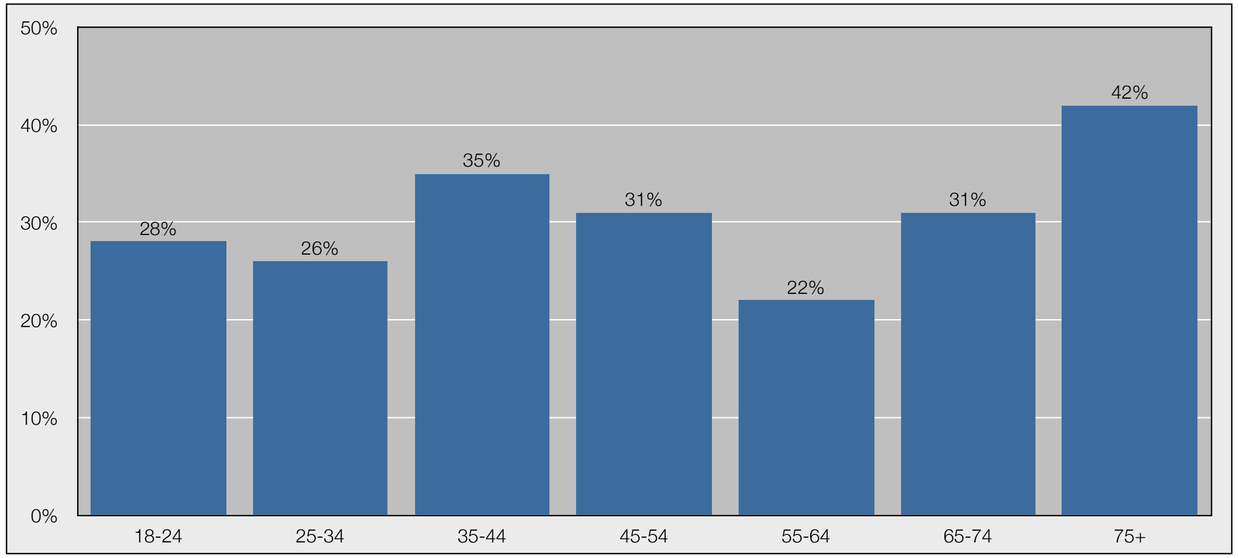
- There was a higher awareness amongst men, compared to women:
  - 31% of the male adult population answered “Yes”
  - 27% of the female adult population answered “Yes”

Age the major factor of confidence

- As illustrated in the chart opposite, age was the main factor relating to the confidence about knowledge of COVID-19 vaccines, with awareness being mixed across the age groups:
  - 42% of those aged 75+ answered “Yes” having the highest confidence of all the age groups
  - The age group with the second highest confidence was those aged 34-44 with 25% answering “Yes”
  - 45-54 and 65-74 age groups (31%)
  - 18-24 age group (28%)
  - 25-34 age group (26%)
  - 55-64 age group had the lowest confidence with only 22% answering “Yes"





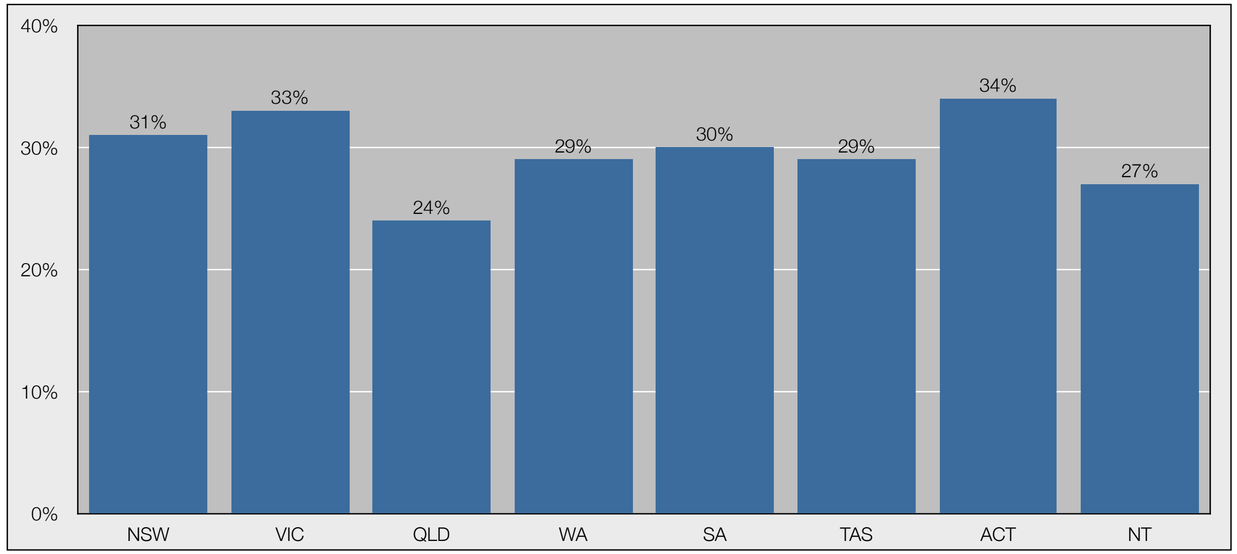


Knowledge of COVID-19 vaccines differs based on location

Q13. Are you confident about your knowledge of COVID-19 vaccines

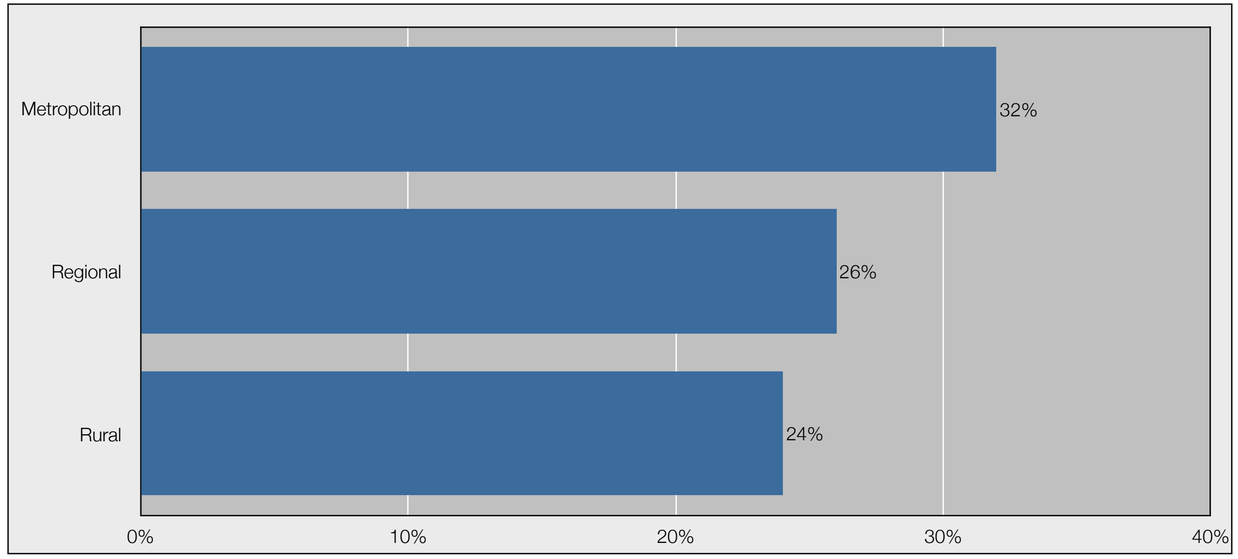
Variation across the states and territories

- Across the states and territories, there was variation in the confidence about knowledge of COVID-19 vaccines, as shown in the chart opposite:
  - ACT (34%) followed by VIC (33%) and NSW (31%) had the highest confidence about their knowledge of COVID-19 vaccines
  - NT (27%) and QLD (24%) had the lowest confidence about their knowledge of COVID-19 vaccines



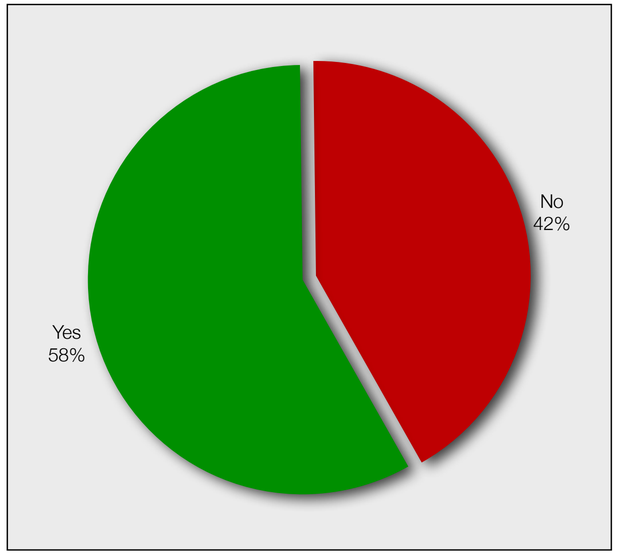
Variation across metropolitan, regional & rural areas

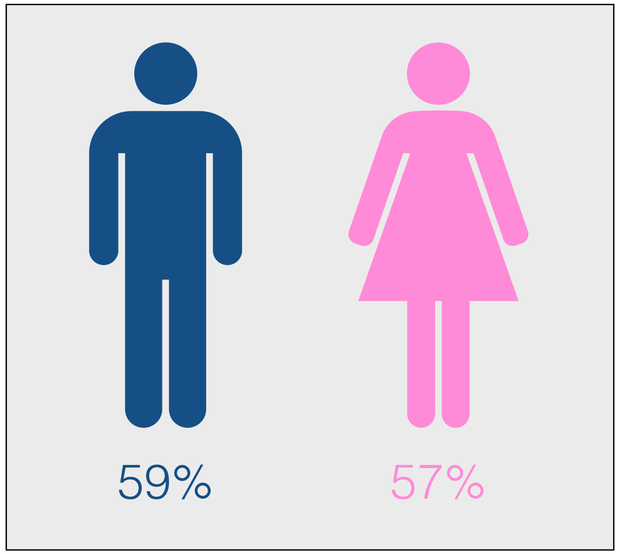
- Across metropolitan, regional and rural areas, there was variation in the confidence about knowledge of COVID-19 vaccines, as shown in the chart below:
  - Metropolitan areas had the highest confidence about their knowledge of COVID-19 vaccines with 32% answering “Yes”
  - Regional (26%)
  - Rural (24%)



58% think their knowledge about vaccines has improved

Q14. Do you think your knowledge about vaccines has improved since the arrival of COVID-19 vaccines?





58% think their knowledge about vaccines has improved

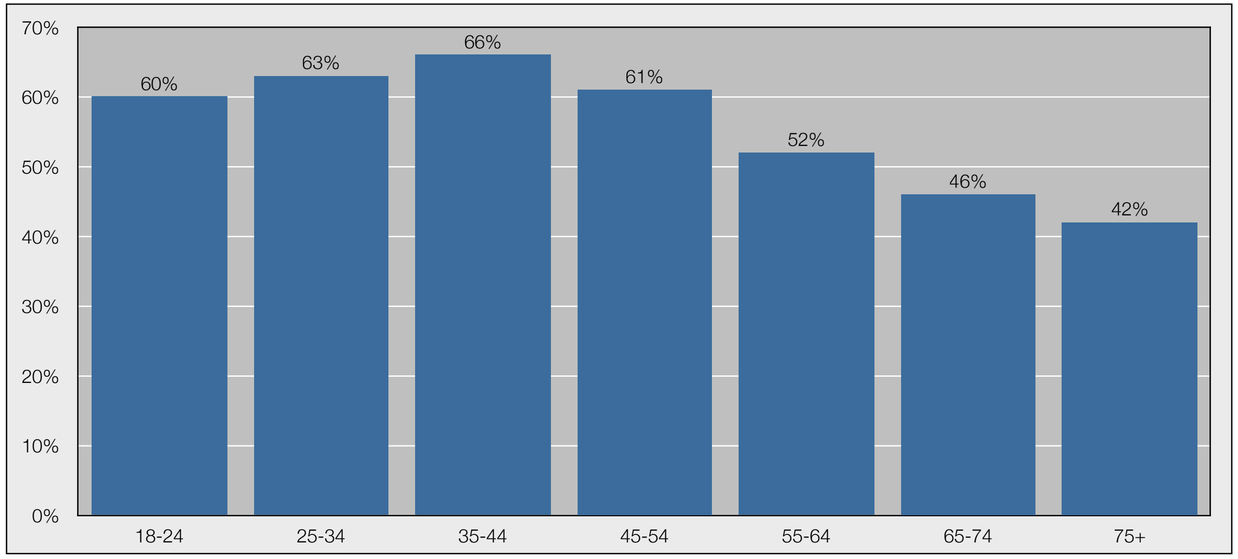
- For the question, as illustrated in the opposite, top chart:
  - 58% of the population answered “Yes”
  - 42% of the population answered “No”

Slightly higher amongst men

- There was a slightly higher response amongst men, compared to women:
  - 59% of the male adult population answered “Yes”
  - 57% of the female adult population answered “Yes”

Age the major factor of confidence

- As illustrated in the chart opposite, age was the main factor relating to how the population think their knowledge about vaccines has improved since the arrival of COVID-19 vaccines, being somewhat mixed across the age groups:
  - 66% of those aged 35-44 answered “Yes” the highest of all the age groups
  - The age group with the second highest response to “Yes” was those aged 25-34 (63%)
  - 45-54 age group (61%)
  - 18-24 age group (60%)
  - 55-64 age group (52%)
  - 65-74 age group (46%)
  - 75+ age group the lowest with only 42%A answering “Yes”



Some variation across geographic locations

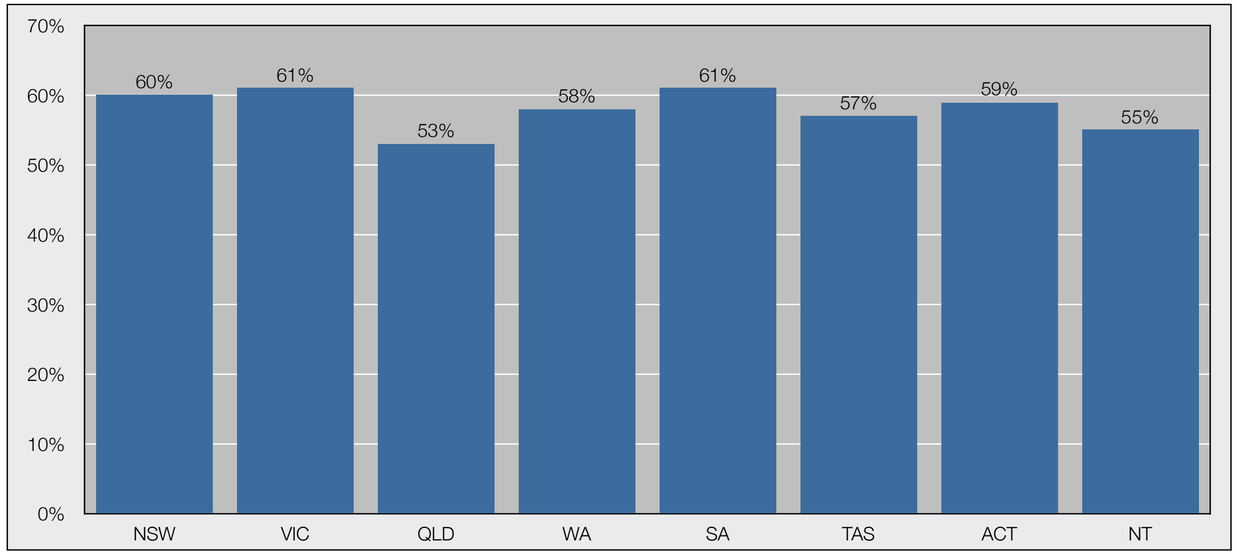
Q14. Do you think your knowledge about vaccines has improved since the arrival of COVID-19 vaccines?

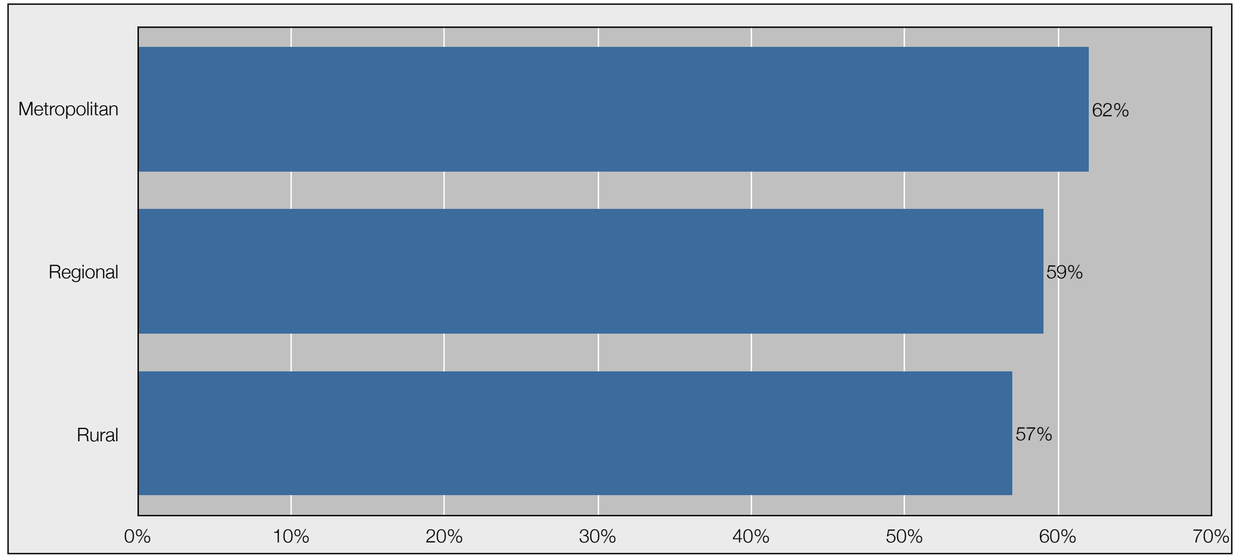
Some variation across the states and territories

- Across the states and territories, there was some variation relating to how the population think their knowledge about vaccines has improved since the arrival of COVID-19 vaccines, as shown in the chart opposite:
  - VIC (61%) and SA (61%) had the highest responses to “Yes”
  - NSW (60%) had the next highest, followed by ACT (59%), WA (58%) and TAS (57%)
  - NT (55%) and QLD (53%) had the lowest “Yes” responses

Slight variation across metropolitan, regional & rural areas

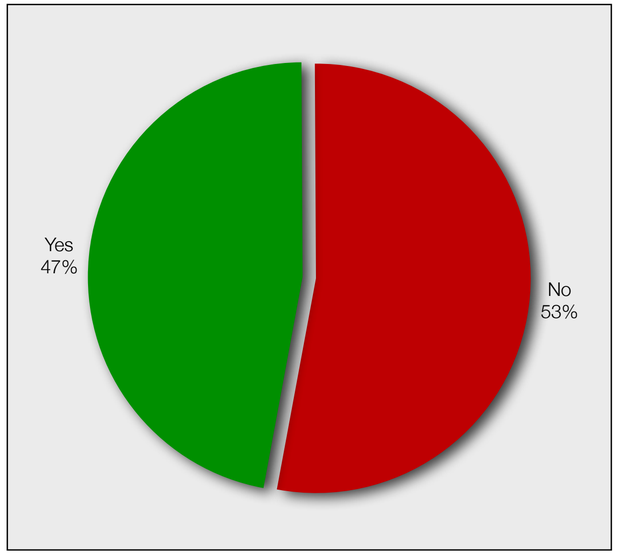
- Across metropolitan, regional and rural areas, there was slight variation relating to how the population think their knowledge about vaccines has improved since the arrival of COVID-19 vaccines, as shown in the chart opposite:
  - Metropolitan areas had the highest responses to “Yes” (62%)
  - Regional (59%)
  - Rural (57%)

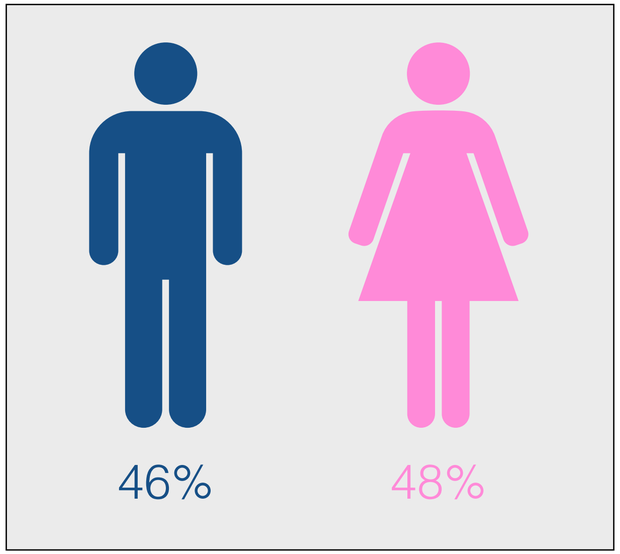




47% are more confused about vaccines in general now

Q15. Are you more confused about vaccines in general now?





47% are more confused about vaccines in general now

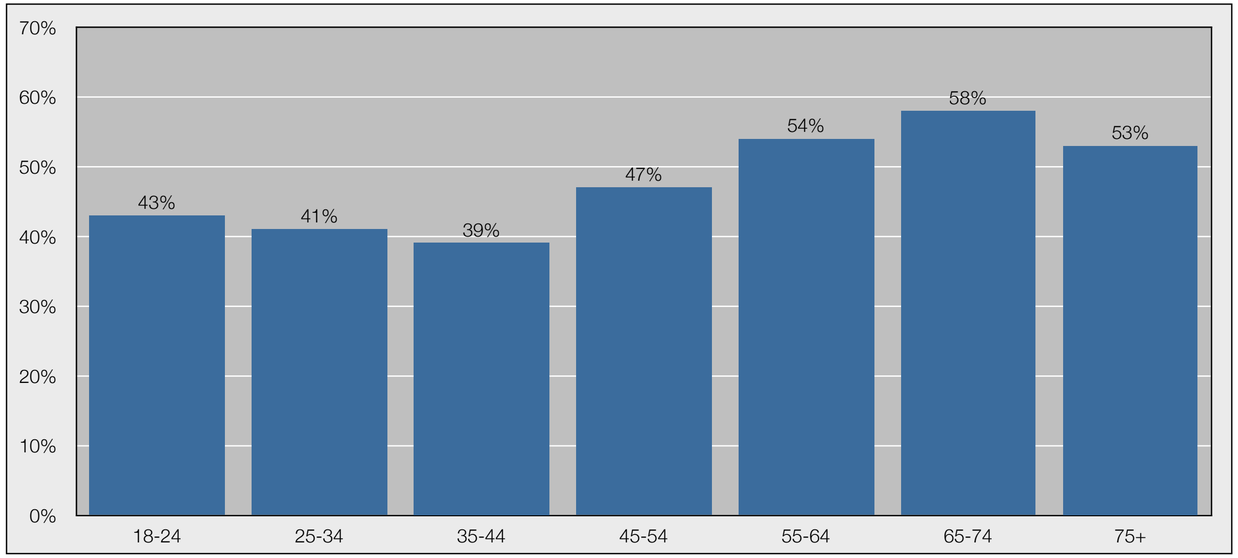
- For the question, as illustrated in the opposite, top chart:
  - 47% of the population answered “Yes”
  - 53% of the population answered “No”

Slightly higher confusion amongst women

- There was a slightly higher level of confusion amongst women, compared to men:
  - 48% of the female adult population answered “Yes”
  - 46% of the male adult population answered “Yes”

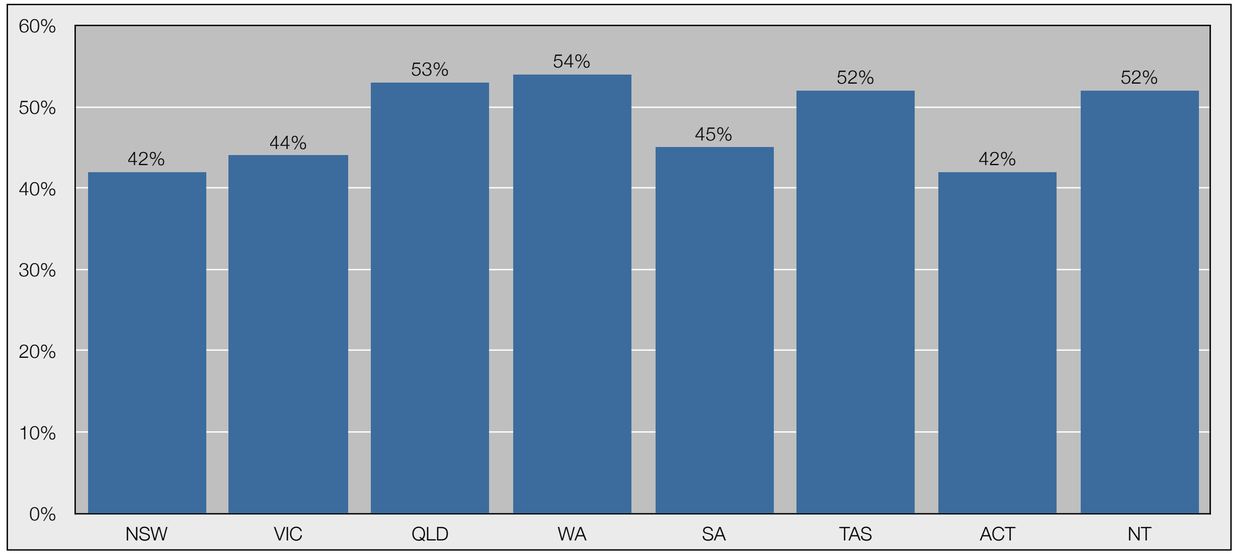
Age the major factor of confusion

- As illustrated in the chart opposite, age was the main factor of confusion, with the incidence of those who answered “Yes” fluctuating across age groups:
  - 39% of those aged 35-44 had the lowest response to “Yes” indicating they were they least confused
  - 58% of those aged 65-74 had the highest response to “Yes” indicating they were the most confused



Variation across the states & territories in level of confusion

Q15. Are you more confused about vaccines in general now?

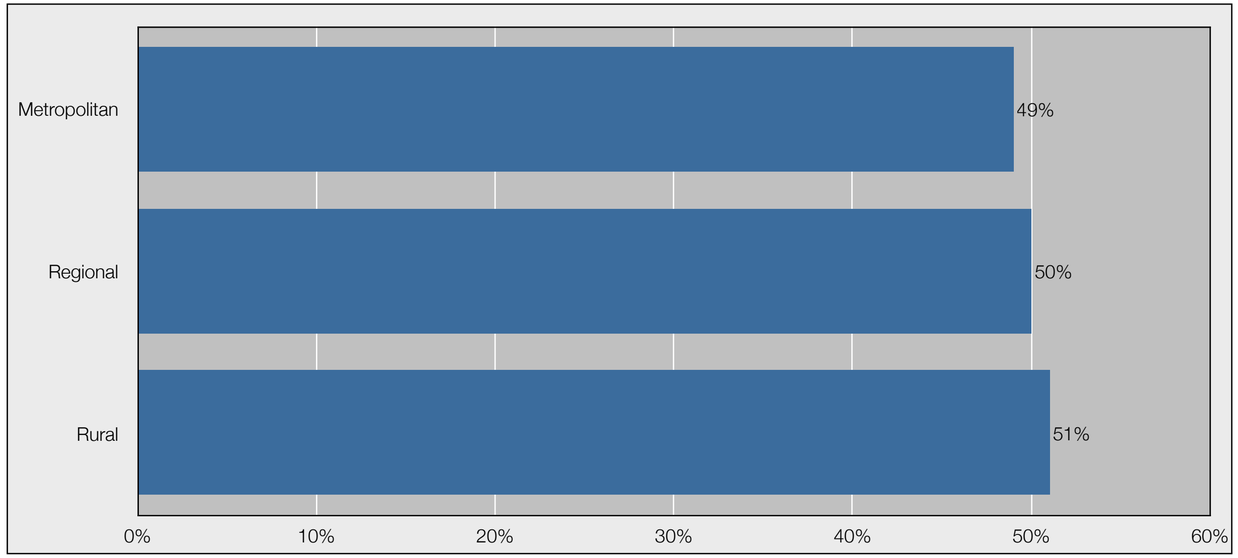


Variation across the states and territories

- Across the states and territories, there was variation in the level of confusion about vaccines in general now, as shown in the chart opposite:
  - WA (54%) followed by QLD (53%) had the highest highest response to “Yes” indicating they were the most confused
  - ACT (42%), NSW (42%) and VIC (44%) had the lowest response to “Yes” indicating they were the least confused

Minimal variation across metropolitan, regional & rural areas

- Across metropolitan, regional and rural areas, there was minimal variation in the level of confusion about vaccines in general now, as shown in the chart opposite:
  - Rural areas (51%) had the highest highest highest response to “Yes” indicating they were the most confused
  - Regional (50%)
  - Metropolitan (49%)



63% stated their opinion about vaccines has changed

Q16. Has your opinion about vaccines changed since the arrival of COVID-19?

63% stated their opinion about vaccines has changed

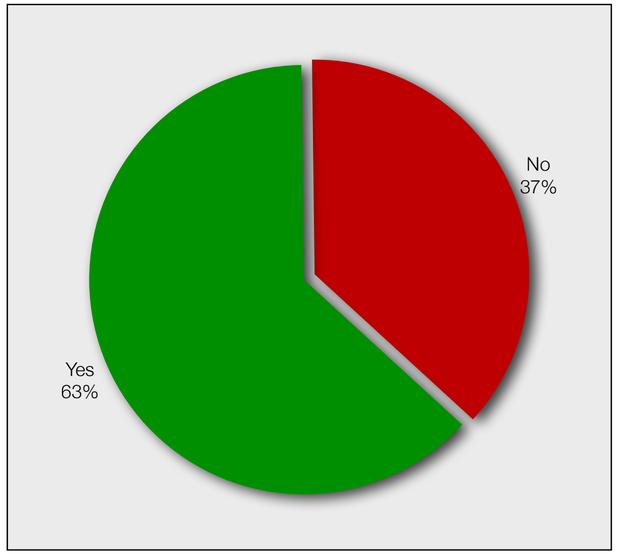
- For the question, as illustrated in the opposite, top chart:
  - 63% of the population answered “Yes”
  - 37% of the population answered “No”

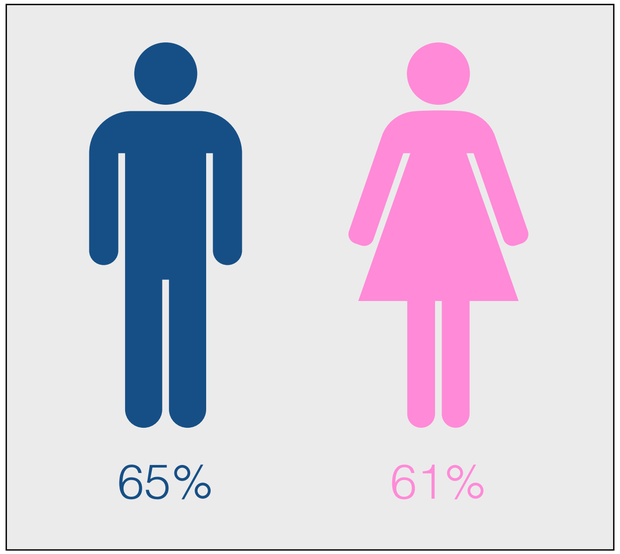
Higher change amongst men

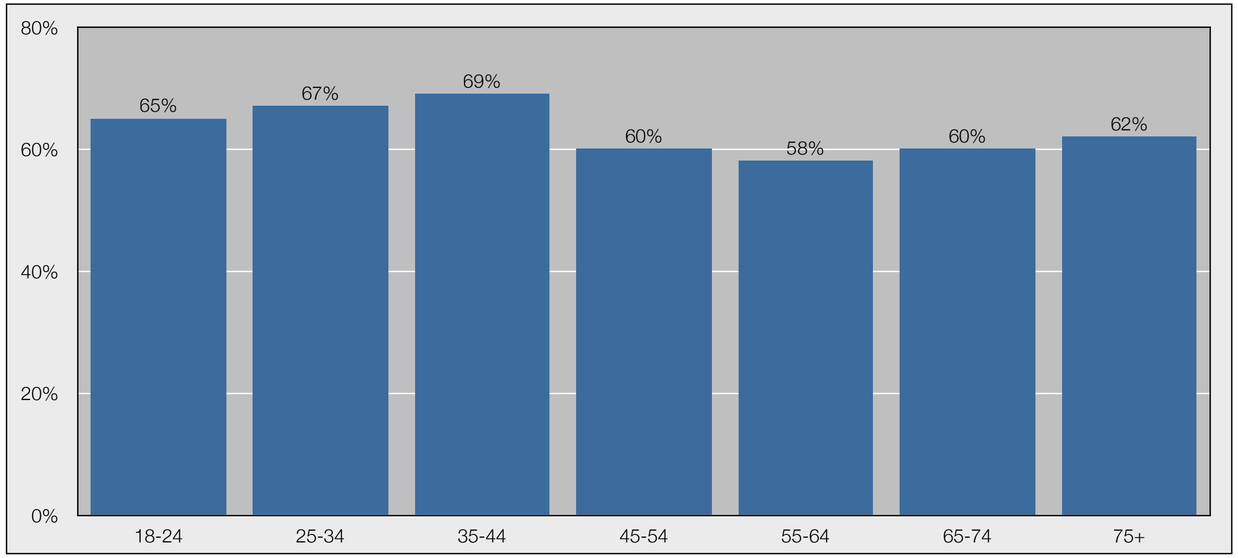
- There was a higher change amongst men, compared to women:
  - 65% of the male adult population answered “Yes”
  - 61% of the female adult population answered “Yes”

Age a factor of change

- As illustrated in the chart opposite, age was a factor in the change in opinion about vaccines since the arrival of COVID-19, with the younger age groups reporting a higher level of change compared to the older age groups:
  - 65% of those aged 18-24, 67% of those aged 25-34 and 69% of those aged 35-44 answered “Yes” that their opinion about vaccines had changed since the arrival of COVID-19
  - The older age groups reported lower levels of change, ranging from 58% (55-64) to 62% (75+)







Change in opinion across geographic locations

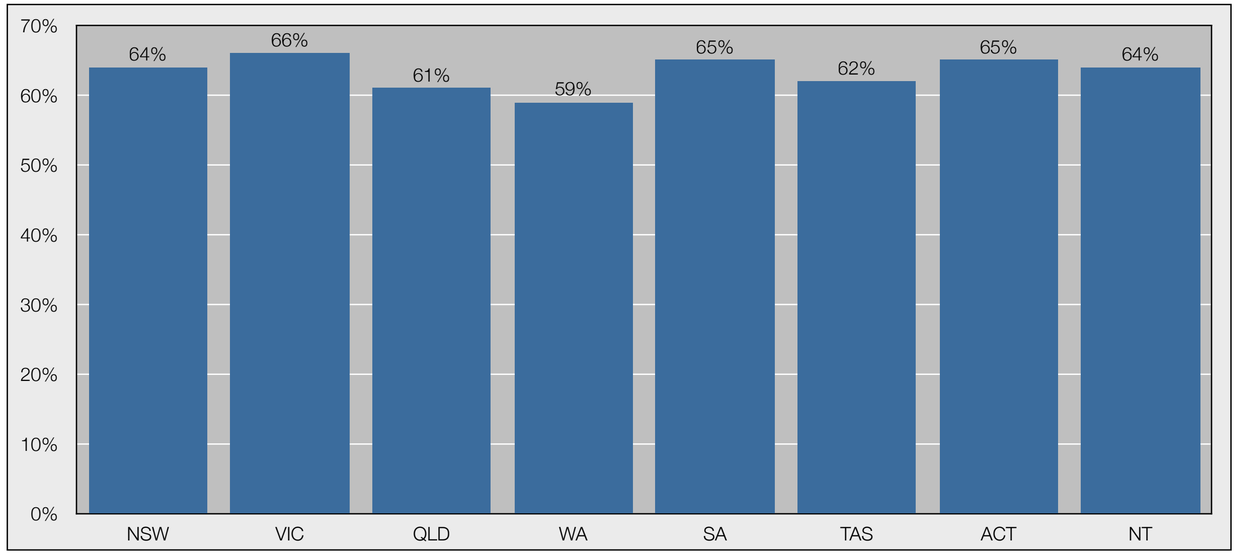
Q16. Has your opinion about vaccines changed since the arrival of COVID-19?

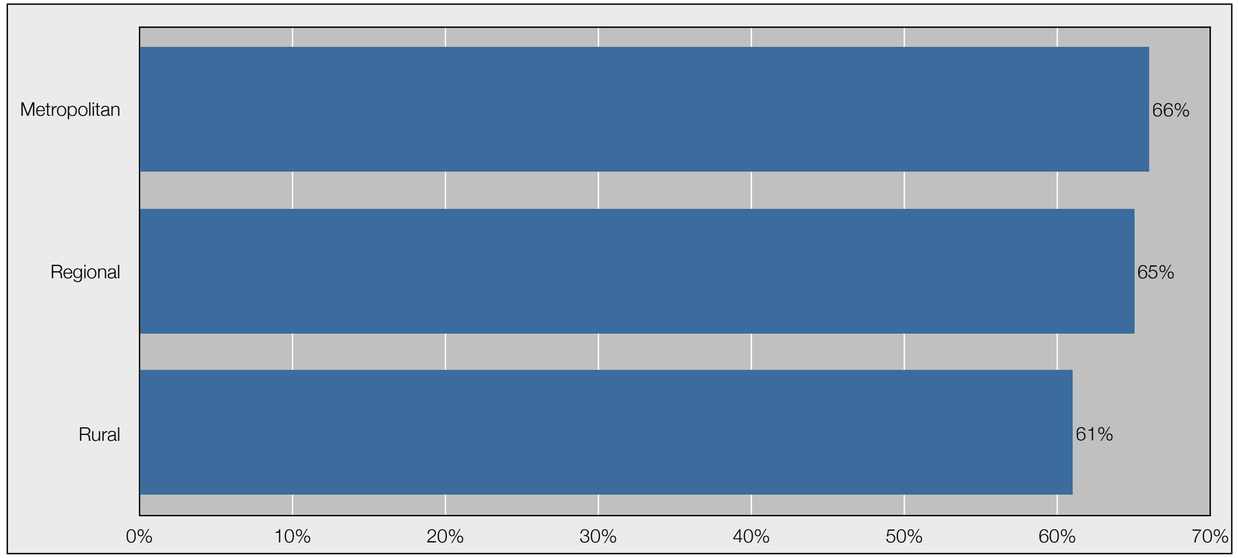
Variation across the states and territories

- Across the states and territories, there was variation in the change in opinion about vaccines since the arrival of COVID-19, as shown in the chart opposite:
  - VIC (66%), followed by SA (65%) and ACT (65%) had the highest changes in opinion
  - WA (59%) and QLD (61%) had the lowest changes in opinion

Variation across metropolitan, regional & rural areas

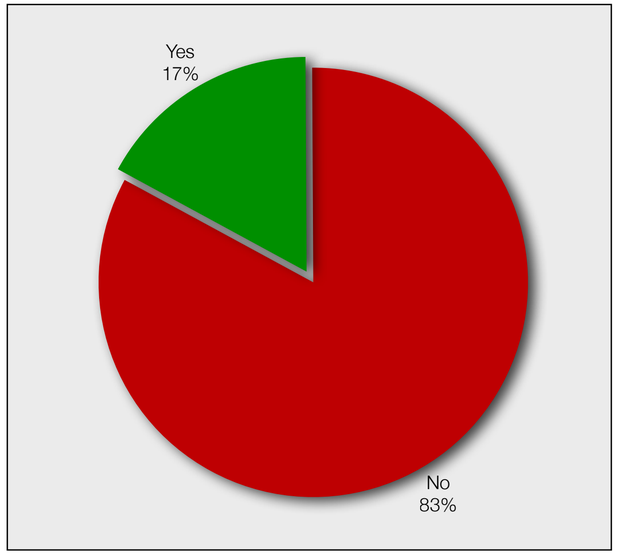
- Across metropolitan, regional and rural areas, there was variation in the change in opinion about vaccines since the arrival of COVID-19, as shown in the chart opposite:
  - Metropolitan areas had the highest changes in opinion with 66% answering “Yes”
  - Regional (65%)
  - Rural (61%)

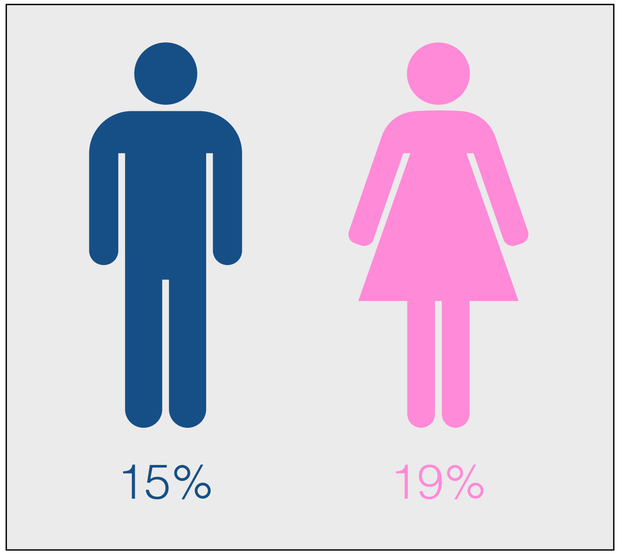




17% have had a COVID-19 vaccination

Q17. Have you received your COVID-19 vaccination yet?





17% have had a COVID-19 vaccination

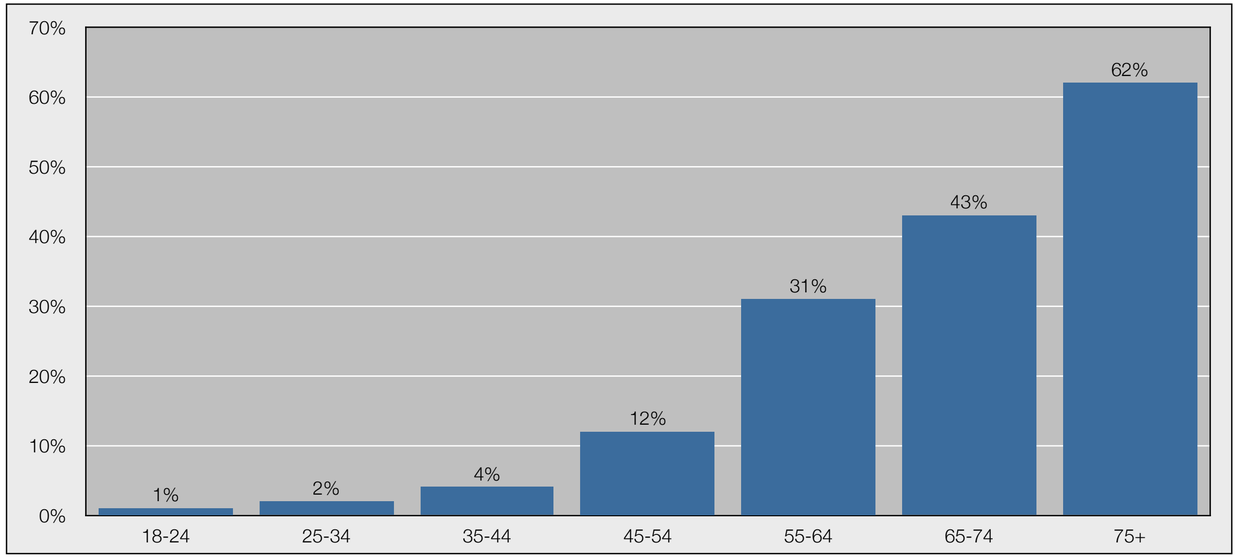
- For the question, as illustrated in the opposite, top chart:
  - 17% of the population answered “Yes” which includes just the first vaccination
  - 83% of the population answered “No”

Higher incidence amongst women

- There was a higher incidence amongst women, compared to men:
  - 19% of the female adult population answered “Yes”
  - 15% of the male adult population answered “Yes”

Age the main determinant

- Unsurprisingly, age was the main determinant of those who have had a COVID-19 vaccination:
  - 1% of those aged 18-24, increasing to:
  - 2% of those aged 25-34
  - 4% of those aged 35-44
  - 12% of those aged 45-54
  - 31% of those aged 55-64
  - 43% of those aged 65-75
  - 62% of those aged 75+



ACT & VIC the highest rates of having a COVID-19 vaccination

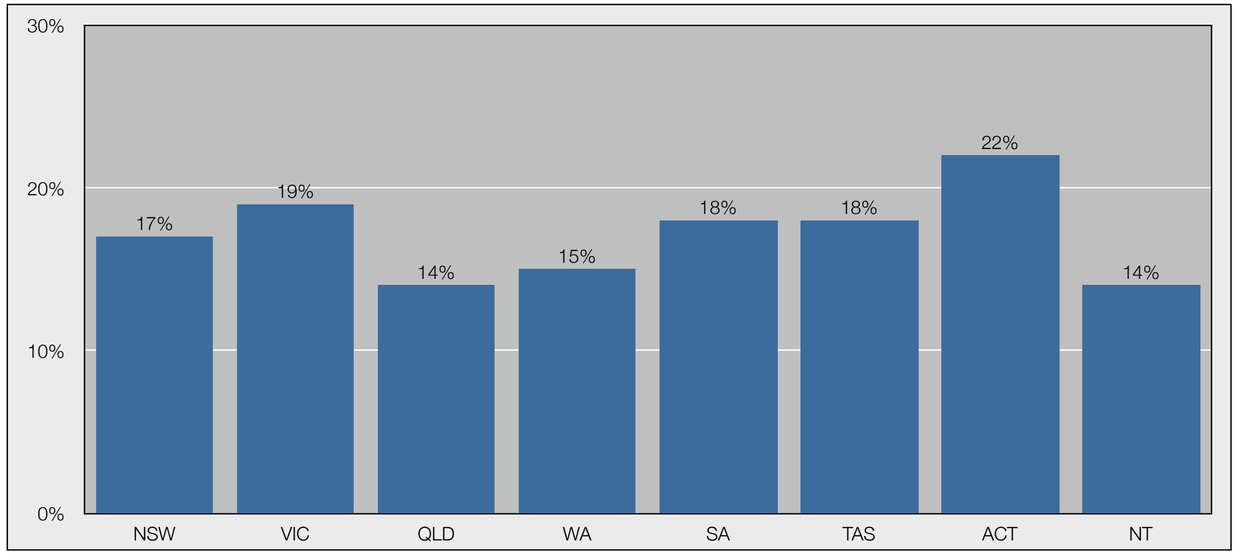
Q17. Have you received your COVID vaccination yet?

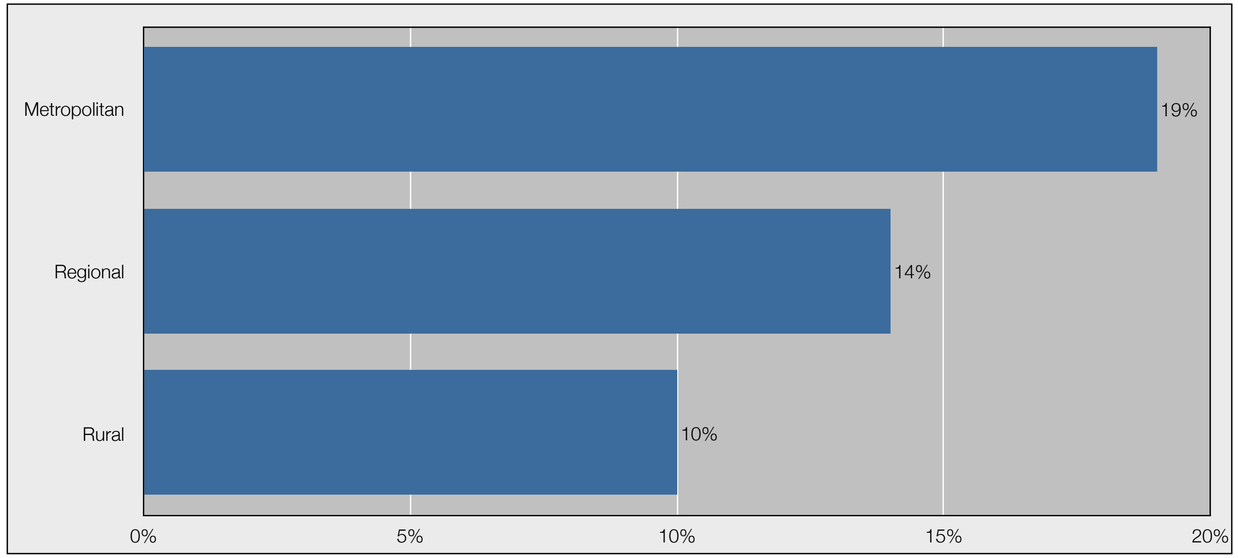
Variation across the states and territories

- Across the states and territories, there was variation in the percentage who had received a COVID-19 vaccination, as shown in the chart opposite:
  - ACT (22%) followed by VIC (19%) were the highest
  - SA (18%), TAS (18%), NSW (17%) and WA (15%)
  - QLD (14%) and NT (14%) were the lowest

Variation across metropolitan, regional & rural areas

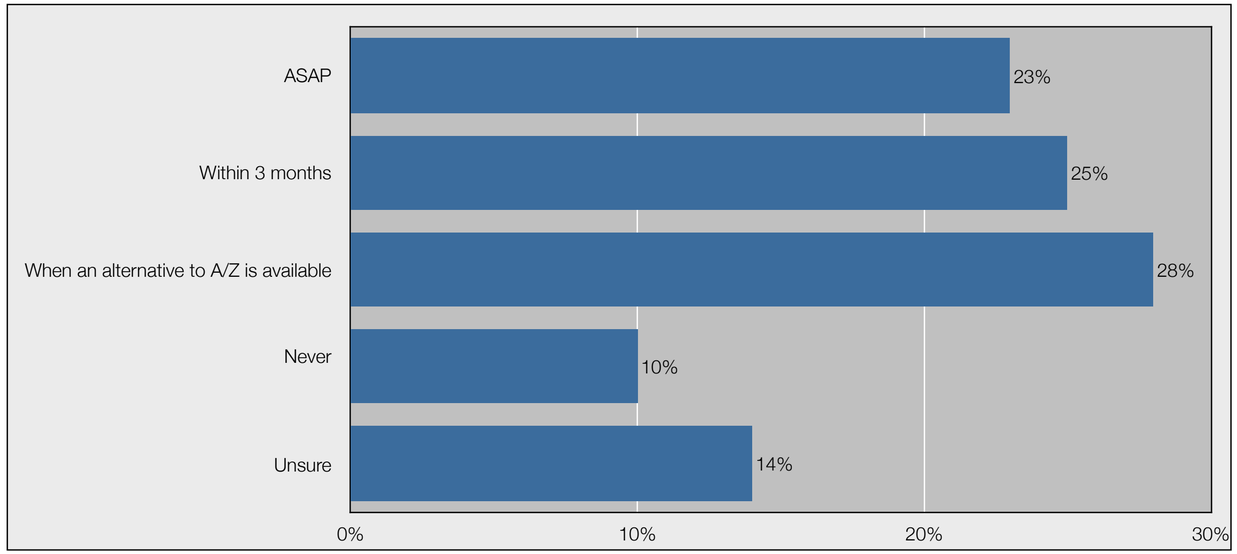
- Across metropolitan, regional and rural areas, there was variation in the percentage who had received a COVID-19 vaccination, as shown in the chart opposite:
  - Metropolitan (19%) has the highest
  - Regional (14%)
  - Rural (10%)





When an alternative to Astra Zeneca (A/Z) is available dominates

Q18. When do you plan to get it?

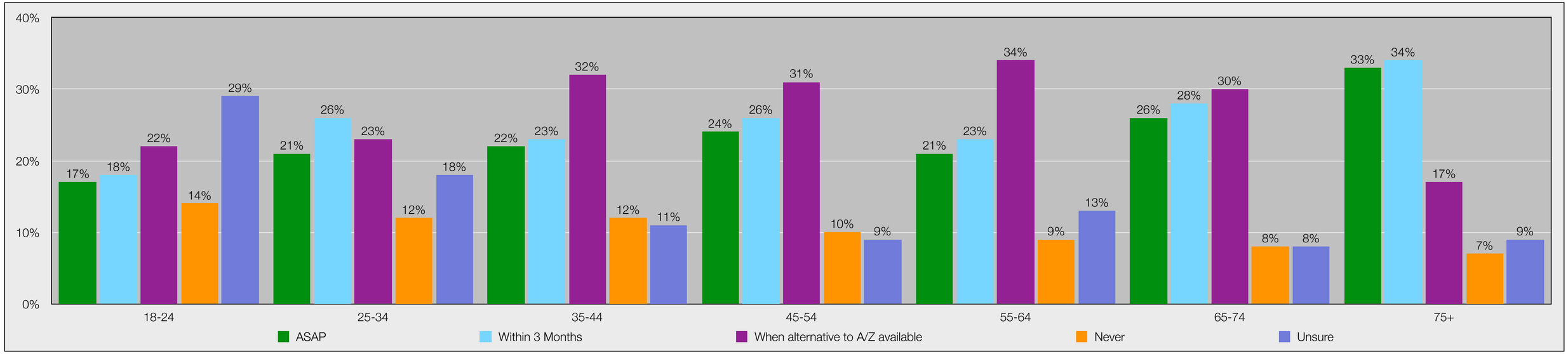


Asked to the 83% who had not had COVID-19 vaccination

- This question was asked to the 83% who in the previous question, answered that they had not had a COVID-19 vaccination.

When an alternative to Astra Zeneca (A/Z) is available dominates

- Overall, the highest response, accounting for 28% of responses overall was “When an alternative to A/Z is available”, as illustrated in the chart opposite.
- The responses across the age groups are illustrated in the chart below, where the response “When an alternative to A/Z is available” dominated the 35-44, 45-54, 55-64 and 65-74 age groups.



The “Aldi” vaccine

Q18. When do you plan to get it?

Asked to the focus groups

- This question was asked to all focus groups to obtain qualitative insights into when people planned to get a COVID-19 vaccination.

When an alternative to Astra Zeneca (A/Z) is available

- Previous to the quantitative survey, the findings from the qualitative research (focus groups) were clear that the majority of people who had not had a COVID-19 vaccination planned to get one when an alternative to A/Z was available to them.
- To this end, the focus groups were undertaken from 7th to 15th June when the A/Z vaccine continued to receive unfavourable coverage in the media pertaining to blood clot cases and its lower efficacy against new strains, namely the Delta strain compared to Pfizer.

The “Aldi” vaccine

- The A/Z vaccine was mentioned as having the nickname of the “Aldi” vaccine in separate focus groups, reflecting its view as being the poorest quality and cheapest of the vaccines.
- In every focus group, there was discussion, dominated by negative sentiment towards it, this was predominantly driven by those aged 40+ who stated their reluctance or unwillingness to have it.

“I definitely don’t want the Aldi vaccine (Astra Zeneca) it clearly has something wrong with it because quite young and healthy people who have it are getting those blood clots and dying, there has been two in their 40s or 50s in the last week or two that happened to, I think both in NSW.”

Monica, 42, Business Analyst, Gordon Park, (Brisbane), QLD

“Astra Zeneca has the nickname of the Aldi version of the vaccines because it's considered cheap and nasty nowadays, I need a vaccination because I deal with the public 6 days a week, but I’m like a lot of people, I’m waiting until I can get the Pfizer.”

Sonja, 57, Business Owner, Erskinville (Sydney), NSW

“My daughter calls it the Aldi vaccine so it’s probably viewed by many as not having a very good reputation and that’s the main reason why I don’t want to get it, even though I could tomorrow if I wanted to, as long as there is no need as there currently is, I will wait until there is a better option available to me.”

Colin, 73, Retiree, Doubleview (Perth), WA

ASAP or within 3 months

Q18. When do you plan to get it?

Asked to the focus groups

- This question was asked to all focus groups to obtain qualitative insights into when people planned to get a COVID-19 vaccination.

ASAP

- At the time of the focus groups, the Delta strain was topical, with cases of it in Australia and Melbourne was in a lockdown, these factors weighed on the minds of many in the focus groups, believing that the more infectious Delta strain would pose a larger problem in Australia than what was experienced to date in the pandemic.
- Consequently, "ASAP" was the second highest response after "When an alternative to the A/Z is available" and was driven by the feeling for personal safety, as the Delta strain posed a new threat, in addition to the other strong belief by many that to end the prospect of lockdowns and to open up to the rest of the world, people should be vaccinated ASAP.

Within 3 months

- The third highest response in the focus groups, similar to the results of the quantitate survey was "Within 3 months".
- This was given predominately by those aged 55+ who said they would have the A/Z as it become available to them or Pfizer if it also became available to them.
- This response was also given as to the knowledge of those who gave this response, they would be able to have a vaccine "within 3 months".

Unsure

- Similar to the results from the quantitative survey, it was the younger age groups who tended to give this answer as they did not know when they would be able to have a vaccination.
- Additionally, some of those from the older age groups who were opposed to having the A/Z vaccine gave this response.

"I have no idea, my age group will be last so I don't think the state or federal governments have any idea when that will be, they say before the end of the year but who knows, I'll just keep monitoring things and if an opportunity pops up where I could get Pfizer then I'd do that."
Lucas, 23, Student, Bulleen (Melbourne), VIC

"I don't know when, I also don't want to get the Astra Zeneca vaccine so when the Pfizer is available in Newcastle would be when I imagine I would get it."
Tilly, 54, Stay-at-home-parent, Cardiff Heights (Newcastle), NSW

Those who never want to get a COVID-19 vaccination

Q18. When do you plan to get it?

Asked to the focus groups

- This question was asked to all focus groups to obtain qualitative insights into when people planned to get a COVID-19 vaccination.

Never

- Across all focus groups, there was a number of participants in almost every one who stated that they never plan to get a COVID-19 vaccination.
- This view was represented across all age groups, however, was higher amongst the younger age groups, similar to the findings from the quantitative survey.

Unsafe the main reason given

- The main reason given by those who answered "Never" was that all of the COVID-19 vaccines were unsafe, reasons given for this being:
  - They were made too quickly and not properly tested
  - Too many instances of people who receive them having adverse side effects that are viewed as being not normal or excessive for a general population vaccine
  - No knowledge of what the vaccines will do over the longer term
  - Life insurance companies do not approve (pay out) on deaths resulting from these vaccines

Personal experience

- A small number of those who answered "Never" had some personal experience of someone who had received a COVID-19 vaccination having adverse side effects or some other health trouble that they related to the vaccine.

> *"I've heard of a few people who had the Astra Zeneca, they were elderly of course and a few who also had the Pfizer, about half had side effects and about half of them seemed to have very bad side effects such as a pounding headache that lasted for a few days, so the more I hear of this, the more sceptical I become and don't want to have one."*
>
> *John, 57, Chef, Toowoomba (QLD)*

> *"My friends mother had the Astra Zeneca very soon after it became available, she's 89 and apart from a bad hip, in perfect health, or was, a few weeks ago she started to have difficulty breathing and it got worse and eventually she was admitted to Hornsby hospital where she has been for over two weeks with a rare problem with her lungs where the fibres in the lungs deteriorate and its basically terminal, so my friend and a lot of other people, myself included have started to think, maybe the vaccine caused this."*
>
> *Anne, 48, Procurement Manager, Thornleigh (Sydney), NSW*

Attitudes Towards Vaccines

GP is the most trusted concerning advice about vaccines

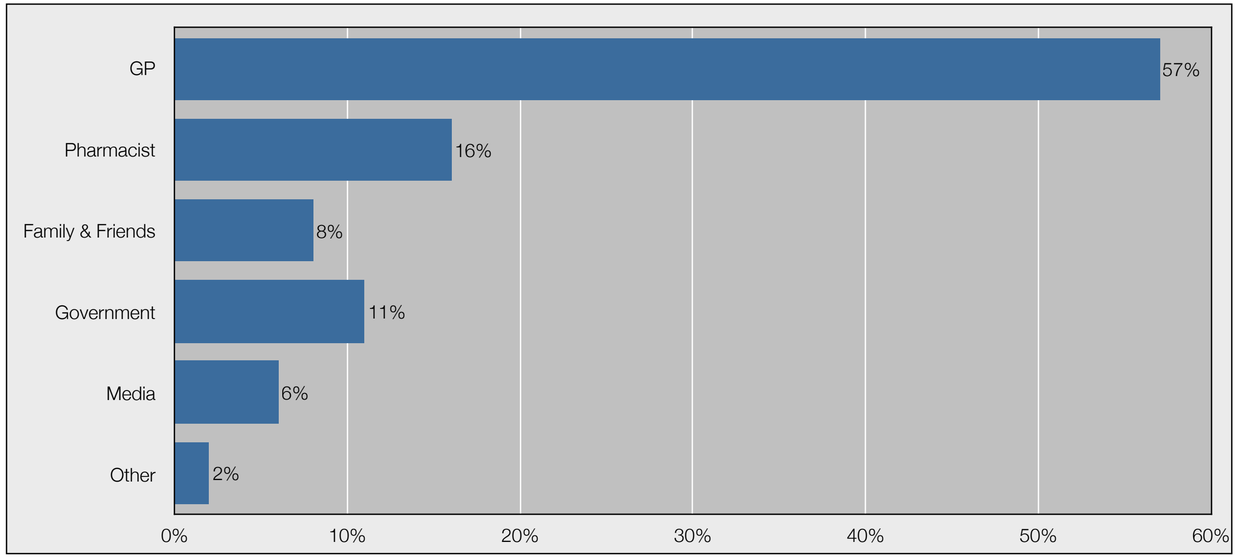
Q19. Who do you trust most concerning advice about vaccines?

GP is the most trusted concerning advice about vaccines

- The overall responses to the question are illustrated in the chart below:
  - GP received the highest response (57%) by a substantial margin, showing that it is by far the most trusted source concerning advice about vaccines
  - Pharmacist received the second highest response (16%)
  - Government received the third highest response (11%)
  - Family & friends (8%)
  - Media (6%)
  - 2% gave an “Other” response
- There were minimal difference in the responses across geographic locations, demographic and socio-economic factors.

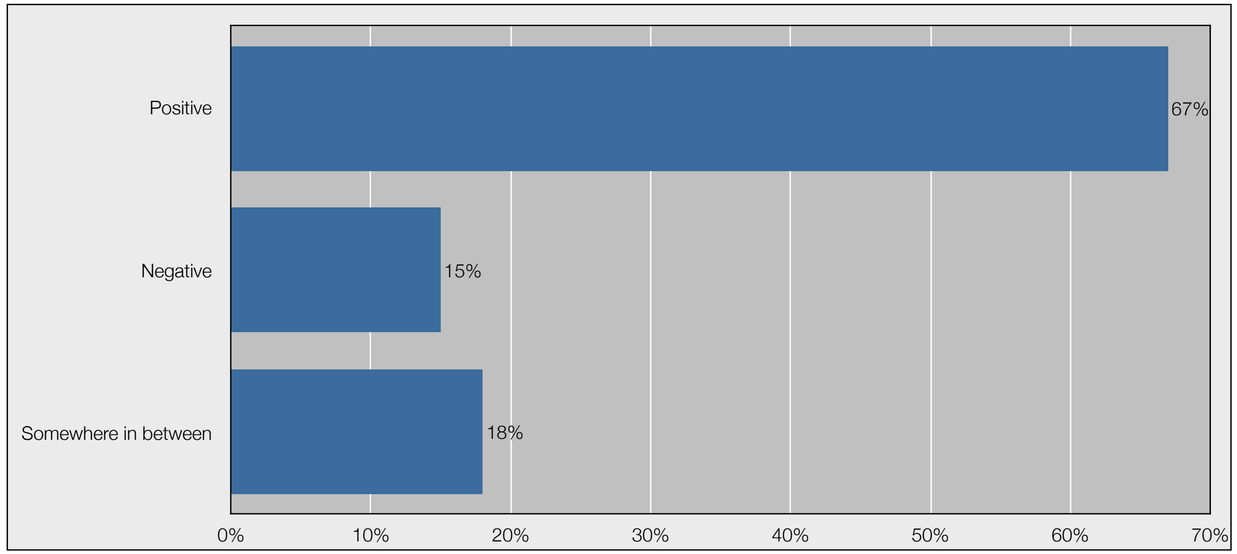
Other responses predominately nursing homes & community health

- 2% of the responses were for “Other” where these responses were asked to specify what their response was.
- The main reasons given by these “Other” responses were:
  - Around 70% were for oneself, specifically undertaking their own research, predominately using online sources
  - Other healthcare providers were mentioned by around 20%, predominately specialists, followed by a small but notable number stating naturopaths



67% have a positive attitude towards vaccines

Q20. How do you consider your attitude towards vaccines?

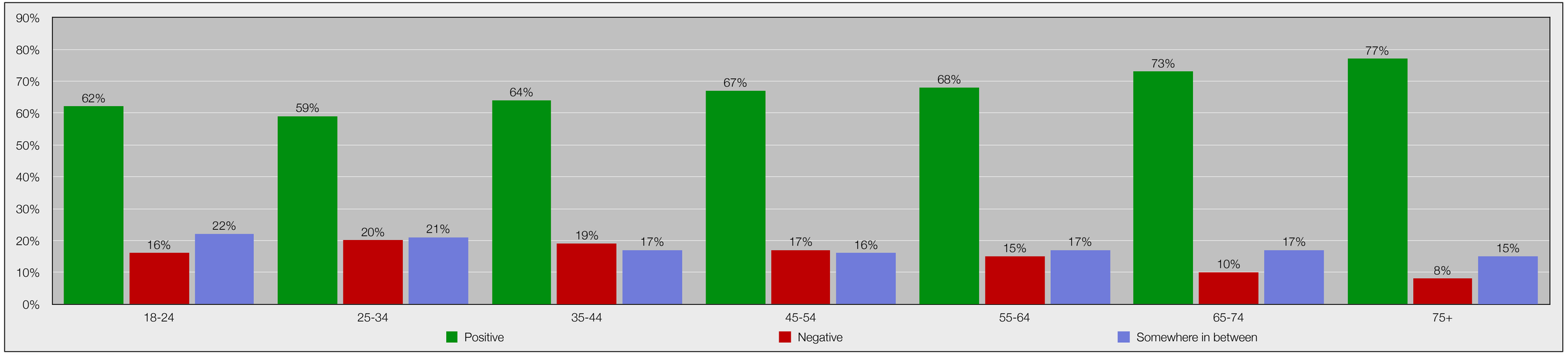


67% have a positive attitude towards vaccines

- For the question, as illustrated in the opposite, top chart:
  - 67% of the population answered “Positive”
  - 15% answered “Negative” and 18% answered “Somewhere in between”

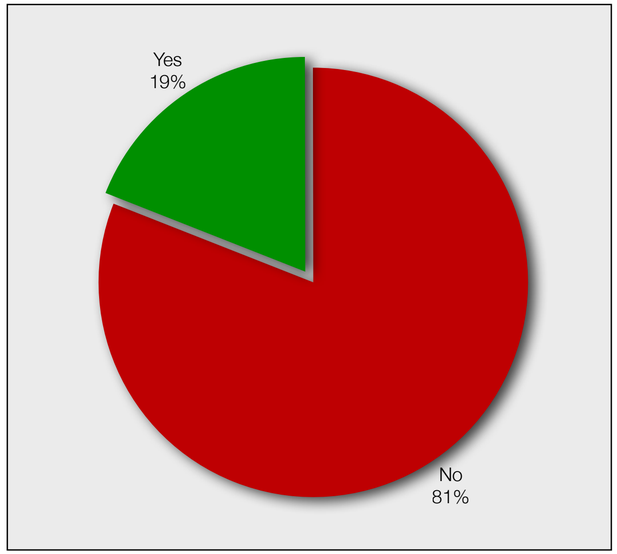
Age the main factor in determining attitude towards vaccines

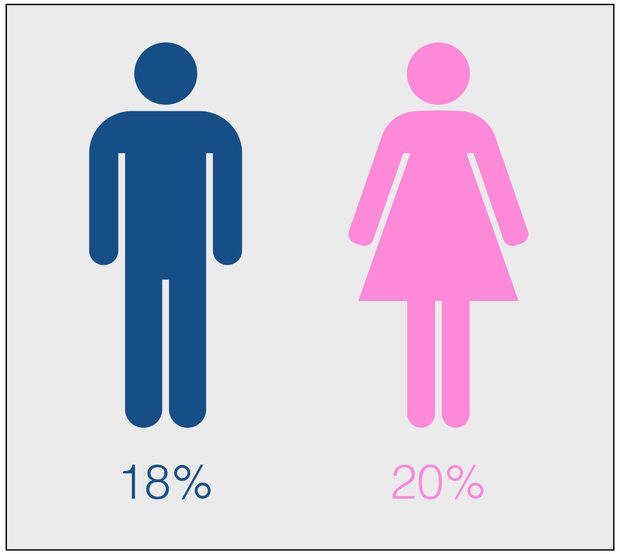
- Age was found to be the main factor in determining attitude towards vaccines, with considerable variation across the age groups as illustrated in the chart below:
  - 77% of those aged 75+ answered “Positive” followed by 73% of those aged 65-74, these two oldest age groups having the most positive attitude towards vaccines
  - 59% of those aged 25-34 answered “Positive” having the least positive attitude towards vaccines



19% fear vaccines

Q21. Do you fear vaccines?





19% fear vaccines

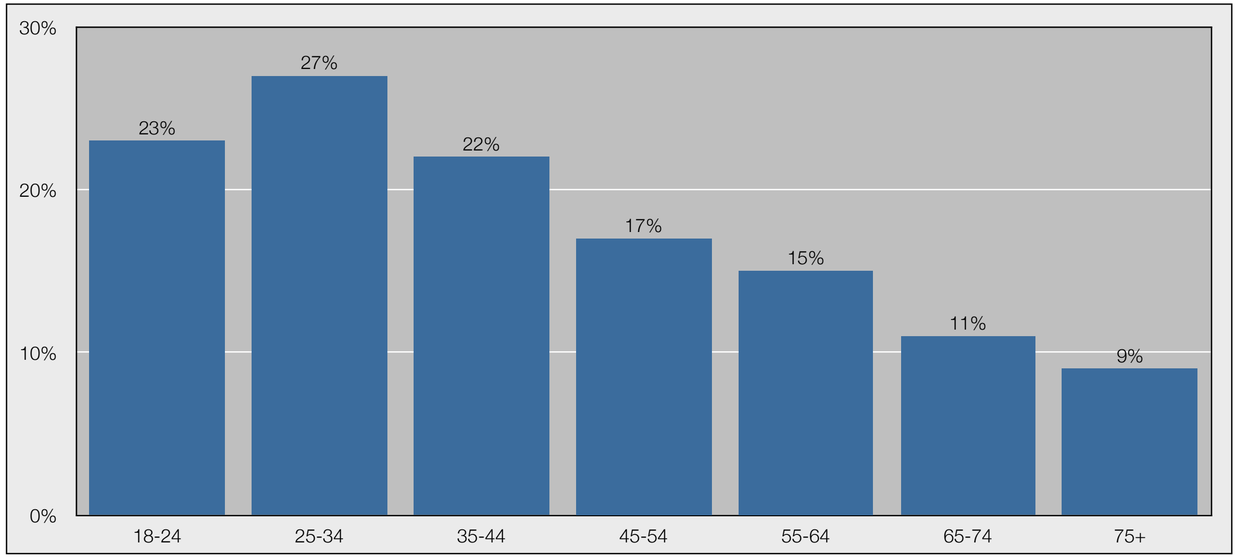
- For the question, as illustrated in the opposite, top chart:
  - 19% of the population answered “Yes”
  - 81% of the population answered “No”

Slightly higher incidence amongst women, especially aged 25-44

- There was a higher incidence amongst women, compared to men:
  - 20% of the female adult population answered “Yes”
  - 18% of the male adult population answered “Yes”

Age the main determinant of fear towards vaccines

- As illustrated in the chart opposite, age was the main determinant of fear towards vaccines, with fear decreasing with age past from the 35-44 age group:
  - Fear was highest amongst the 25-34 age group (27%)
  - Fear decreased to 22% amongst the 35-44 age group and continued to decrease with age
  - Only 11% of the 65-74 and 9% of the 75+ age groups stated that they feared vaccines



Fear mostly based on reports in the general media & social media

Q22. If yes, what is your fear based on?

Asked to the 19% who said that they fear vaccines

- This question was asked to the 19% who in the previous question, answered that they feared vaccines.

Reports in the general media and in social media

- The overall responses to the question are illustrated in the chart below:
  - "Reports in the general media" was the most common response (26%)
  - The second most common response was "Reports in social media" given by 22%
  - 19% responded "Advice from family & friends"
  - 12% responded "Government"
  - 10% responded "Information on alternative medicine websites"
  - 9% responded "Advice from healthcare professional"
  - 2% responded "Other"

Other responses predominately colleagues

- 2% of the responses were for "Other" predominately stated colleagues.
- A small number also stated other healthcare providers, predominately non-professional namely naturopaths and nutritionists.

Minimal differences across geographic, demographic & socio-economic

- There was minimal difference in the responses across geographic locations, demographic and socio-economic factors.