

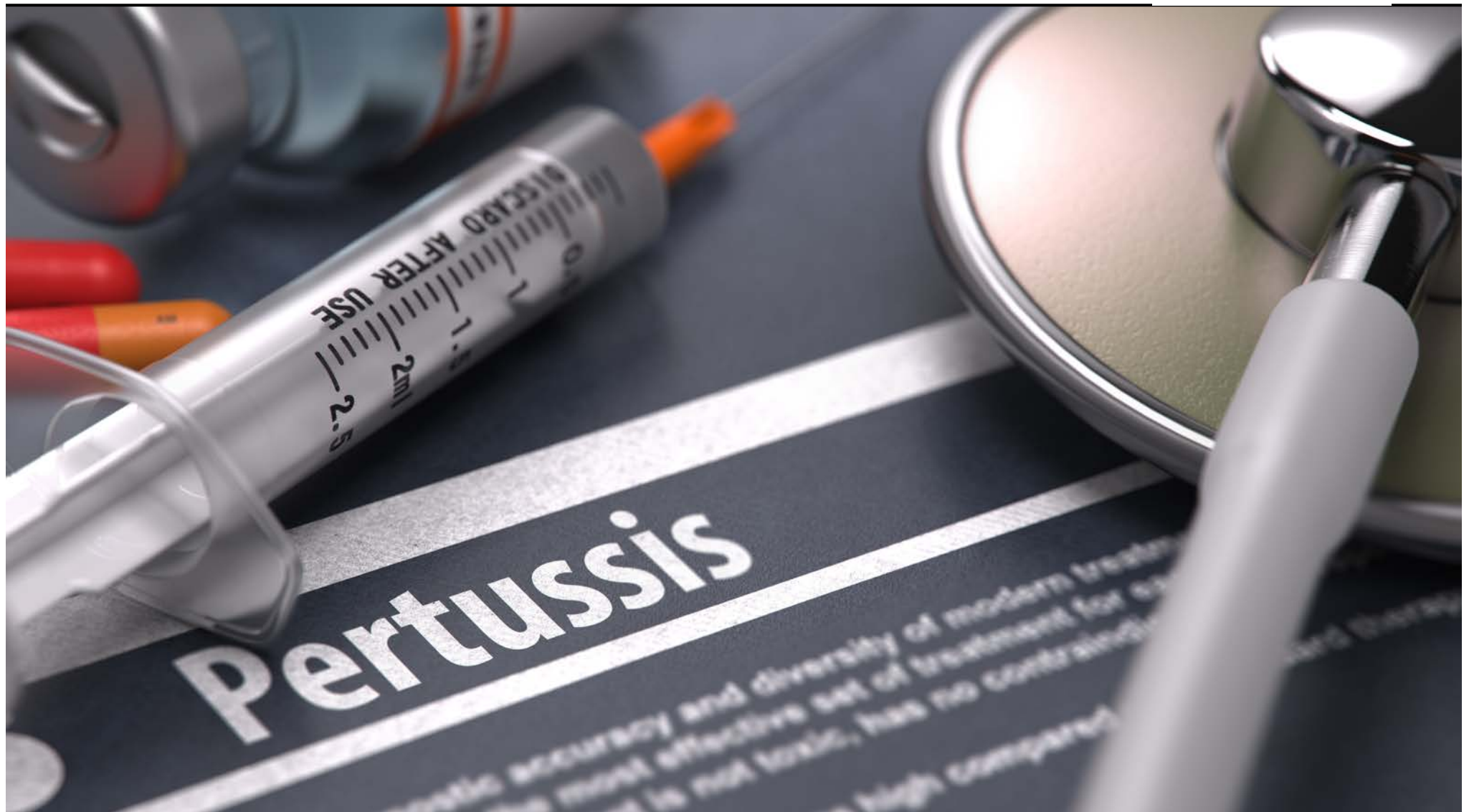
Healthcare & Medical Research Study

Australian General Population

August 2018



IMMUNISATION
COALITION



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Questions

Commissioned Questions

Questions Included in the Research (Qualitative & Quantitative)

1. To the best of your knowledge, have you been vaccinated against whooping cough as an adult (>18yo) in the last 10 years?
1. If your doctor or pharmacist recommends a whooping cough vaccination for you, would you get vaccinated?
2. Which of the 4 statements makes you more likely to consider being vaccinated against whooping cough?

Methodology

Overview

Sample

- National, representative sample with interviews undertaken in all capital cities, main regional cities and a large number of regional and rural towns in all states and territories.
- 15,188 respondents participated in the survey, apportioned as:
 - Qualitative research (focus groups): 98
 - Quantitative research (telephone interviews & online survey): 15,083

Methodology

- 9 focus groups, comprising 10-12 respondents in each, undertaken in:
 - Sydney - Adelaide - Newcastle
 - Melbourne - Perth - Toowoomba
 - Brisbane - Canberra - Ballarat
- 1,017 telephone interviews, average of 16 minutes duration, undertaken in all capital cities, main regional cities and a large number of regional and rural towns in all states and territories.
- 14,073 online interviews, average of 21 minutes duration, undertaken in all capital cities, main regional cities and a large number of regional and rural towns in all states and territories.

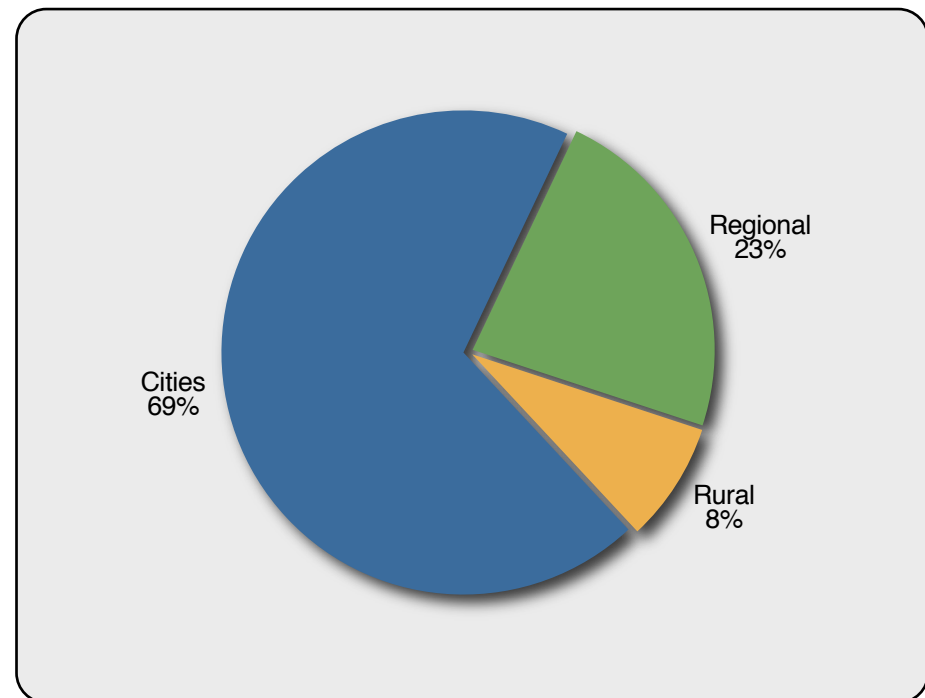
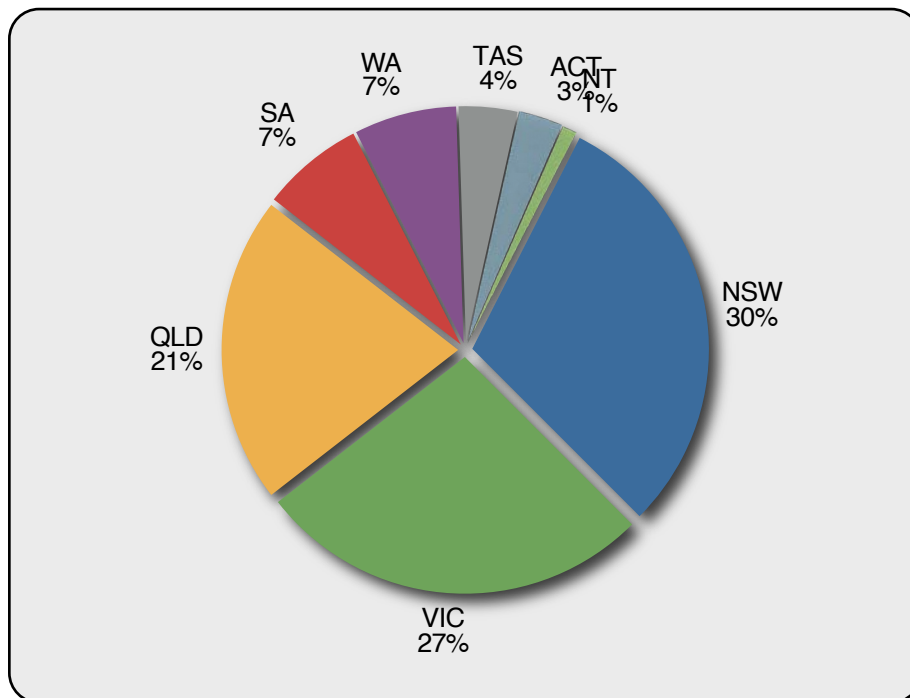
Data Collection

- Focus Groups:
 - 21st July to 30th July
- Telephone & Online Survey:
 - 1st August to 16th August

Geographic Coverage

National Representative Sample

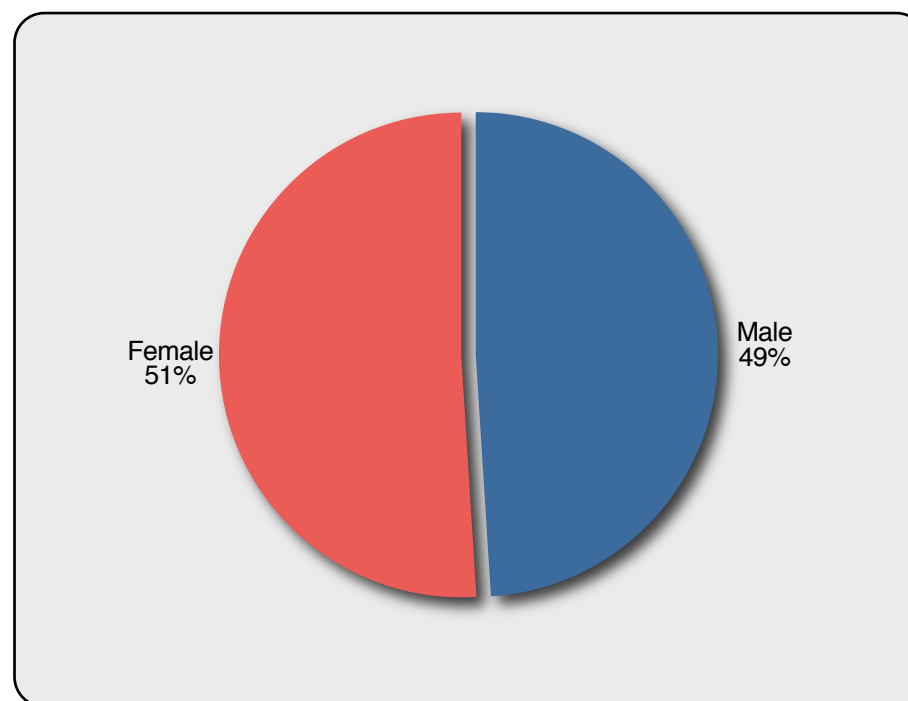
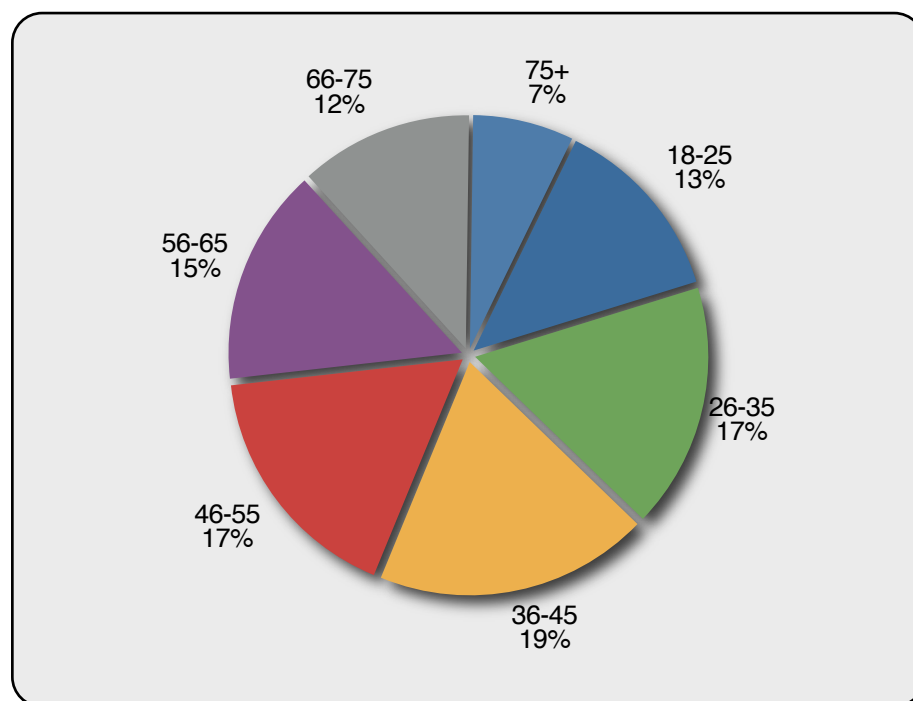
- Interviews were undertaken in all capital cities, main regional cities and a large number of regional and rural towns in all states and territories.
- The apportionment of interviews undertaken are illustrated in the charts below, presented amongst all states and territories and amongst capital cities, regional and rural towns.



Age & Gender

National Representative Sample

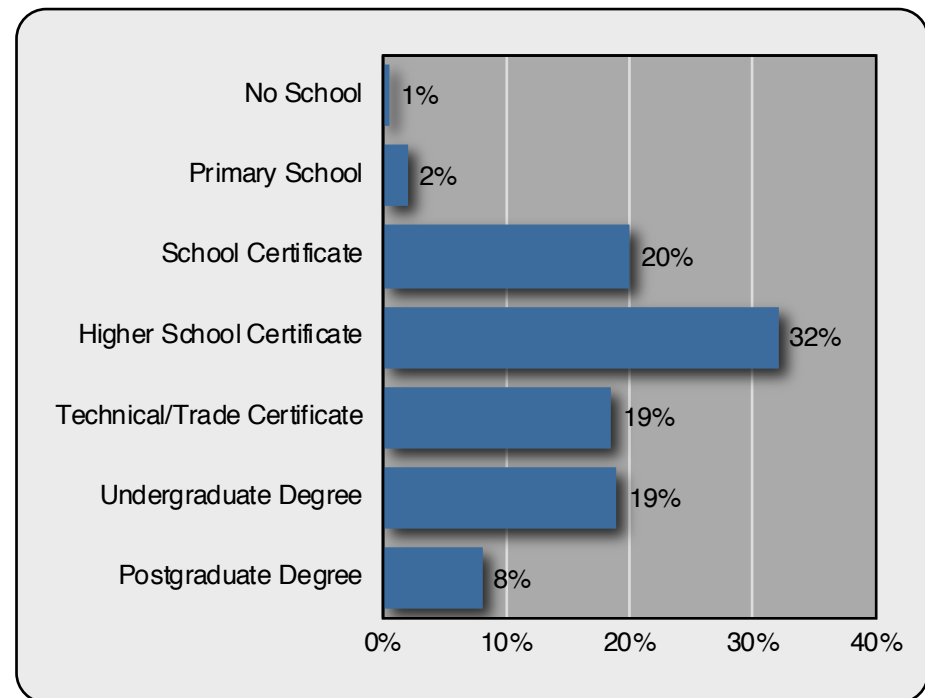
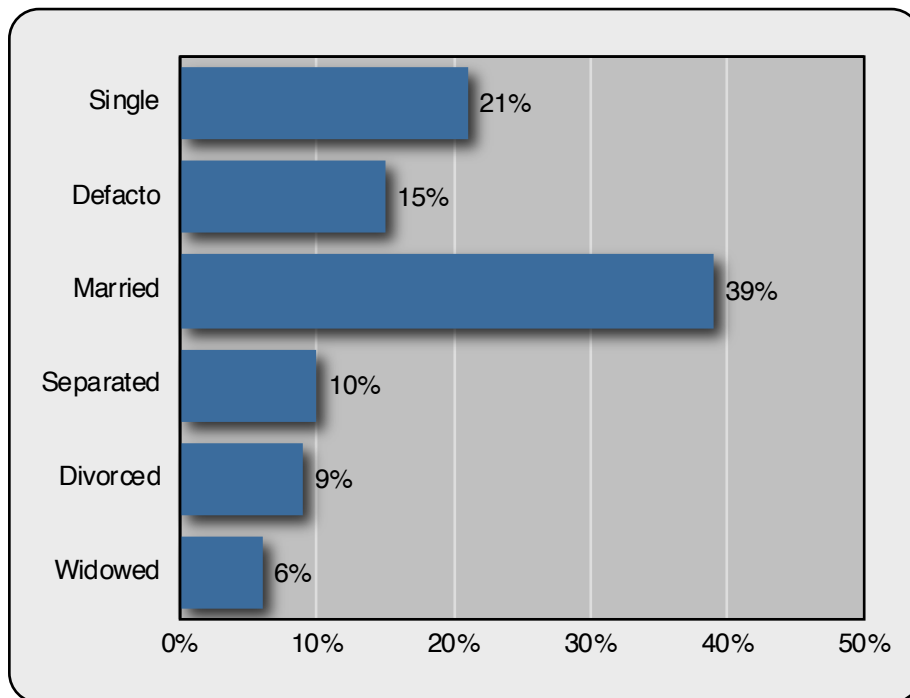
- Interviews undertaken were amongst a representative sample of the Australian population aged 18+ years of age.
- The apportionment of interviews undertaken amongst the age groups used throughout the study and gender are illustrated in the charts below.



Demographic Factors

Marital Status & Education

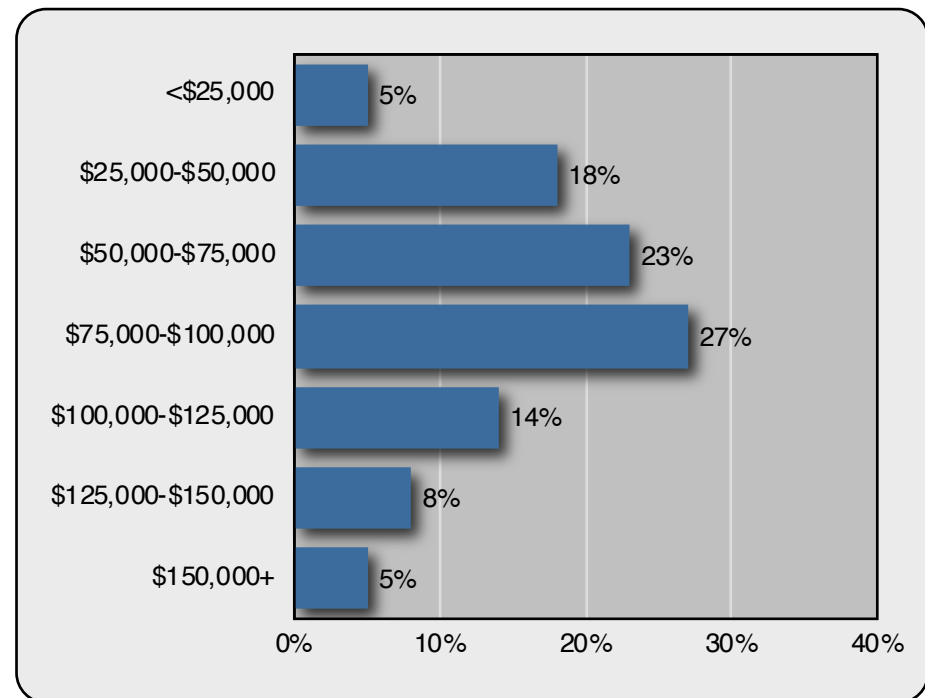
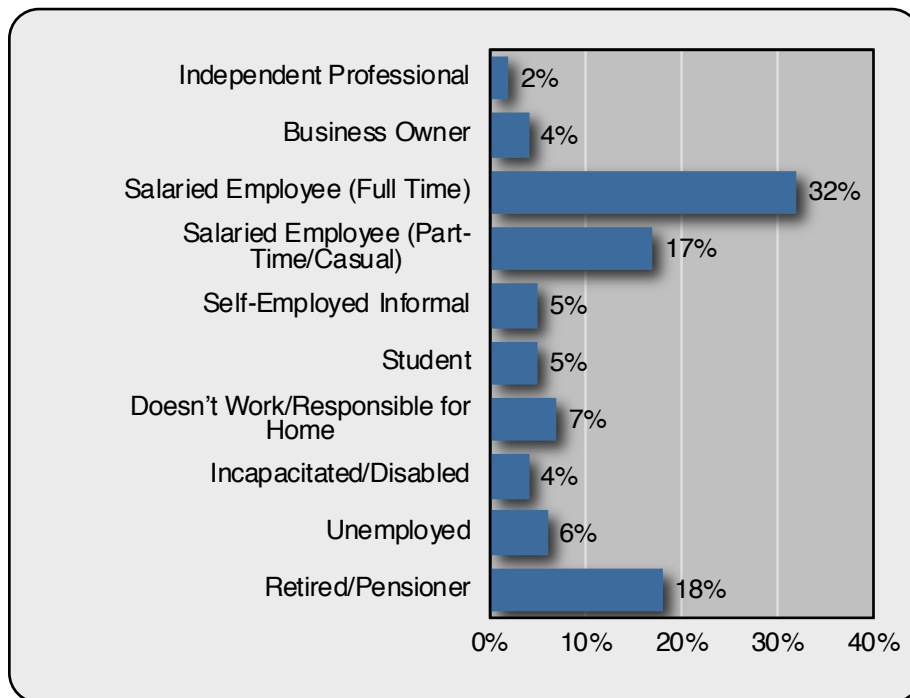
- Interviews were undertaken amongst a representative sample of the Australian adult population, based on key demographic factors, these being:
 - Marital status
 - Highest level of education
- The apportionment of interviews undertaken amongst these two key demographic factors are illustrated in the charts below.



Socio-Economic Factors

Occupation & Household Income

- Interviews were undertaken amongst a representative sample of the Australian adult population, based on the key socio-economic factor, these being:
 - Occupation
 - Household income
- The apportionment of interviews undertaken based on occupation & household income are illustrated in the charts below.



Awareness Being Vaccinated Against Whooping Cough

Majority believe they haven't

Q1. To the best of your knowledge, have you been vaccinated against whooping cough as an adult (>18yo) in the last 10 years?

- The overall results to the question, as illustrated in the chart below, were:
 - 19% of the adult population answered "Yes"
 - 81% of the population answered "No"

Never knowing that they need it or never being told they need it

- Of the 81% who answered "No", from the focus groups, the main reasons given were:
 - Never knowing that they required it
 - Never being told that they should have it by a GP
 - Never being told they need it by a friend or relative
 - Not liking to have vaccinations

"No, I'm quite sure that I have never had that vaccination, maybe when I was a child but definitely not in the last 10 years."

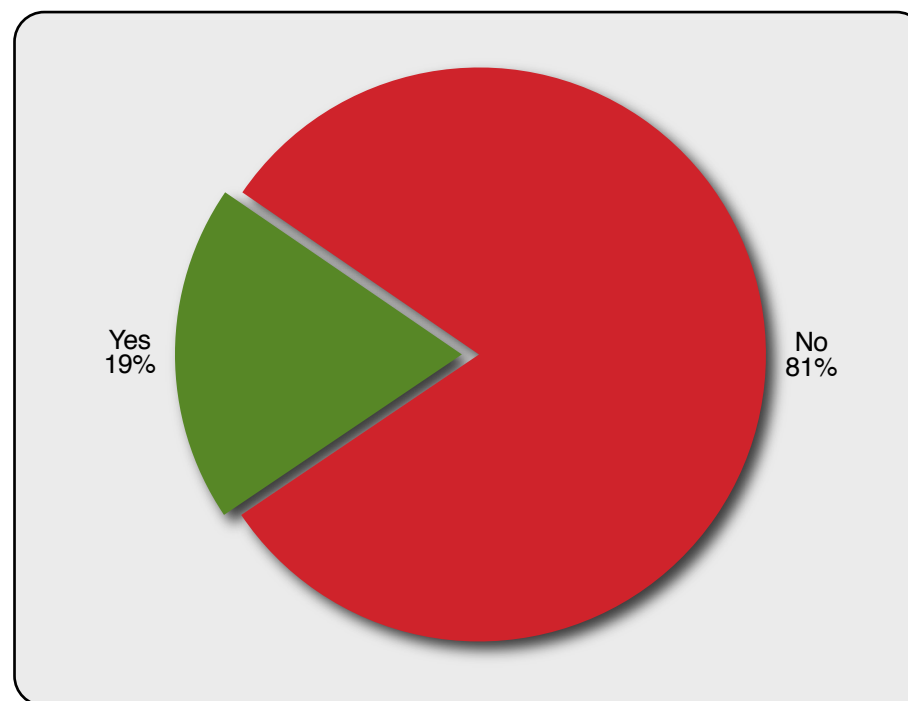
Marco, 57, Chef, Bondi Junction, (Sydney), NSW

"I really don't think I've had any vaccinations since I left school and if I did, I'd probably remember, plus a GP has never told me I needed any, so I will say no."

Kate, 32, Finance Officer, Mitchell, (Canberra), ACT

"I haven't had any vaccinations as an adult that I can remember, the only one I was told I should have by a GP is a flu vaccination, that's all I think I have had."

Rick, 45, IT Manager, Doncaster East, (Melbourne), VIC



Large number are unsure

Large number are unsure

- Of the 81% who answered “No”, a large number of these were actually unsure.
- In all of the focus groups, around 10-15% of participants who answered “No” did so because they were unsure.
- The main reasons for being unsure were:
 - Could not accurately remember all of the vaccinations they had in the last 10 years
 - Could not remember having had any vaccinations in the last 10 years
 - Would need to check their personal records or medical records held with their GP to know if they had been vaccinated against whooping cough

“I don’t think I’ve had any vaccinations since I was in high school, none that I can remember anyhow, so I’ll have to say no.”

Regina, 35, Property Manager, Randwick (Sydney), NSW

“I’m quite certain that I haven’t had one for whooping cough in the last 10 years, I don’t go to a doctor often, probably haven’t been to one in the last 3-4 years, so I very much doubt that I’ve had that one, I’d have to get the doctors surgery that I go to check my records to know exactly.”

Stephen, 39, Engineer, Carindale (Brisbane), QLD

“It’s really hard for me to know if I have or have not because around 5 years ago I went to Papua New Guinea to work for two months and I had vaccinations for things like hepatitis and thyphoid, but I can’t remember if one of those vaccinations was also for whooping cough.”

Michael, 53, Surveyor, Toowoomba, QLD

Women are the most aware

Younger-middle aged women the highest

- Of the 19% who answered “Yes”, the largest number of these were younger-middle aged women, aged 18-45, where 42% answered “Yes”.
- From the focus groups, the main reasons given by younger-middle aged women respondents for having been vaccinated were:
 - Having or planning to have children themselves
 - Friends or relatives having had children and asking them to be vaccinated
 - GP recommending that they have the vaccination

“Before I was planning to get pregnant I made sure that all my vaccinations were up to date and I remember I was given one for whooping cough.”

Joycelyn, 41, Customer Service Manager, Speers Point, (Newcastle), NSW

“When my sister was pregnant she told me I had to make sure I had a whooping cough vaccination, so that’s when I had mine.”

Miri, 29, Accountant, Kangaroo Point, (Brisbane), QLD

“I started seeing a new GP when I moved to here and she was the one who asked for my vaccination history and who then gave me one for whooping cough about six months ago.”

Priscilla, 34, Legal Secretary, Ballarat, VIC

Older aged men and women also highly aware

- Of the 19% who answered “Yes”, the second highest number of these were older aged men and women, aged 60+, where 39% answered “Yes”.
- From the focus groups, the main reasons given by those aged 60+ for having been vaccinated were:
 - GP recommending that they have the vaccination
 - Their children who had or were planning to have children, asking them to be vaccinated
 - Friends advising them to be vaccinated
 - Those in aged care facilities being vaccinated

“I had it 2 years ago, my GP was the one who told me that I should have it.”

Darryl, 62, Postal Store Franchisee, Westleigh (Sydney), NSW

“My husband and I both had it at the insistence of our daughter in law who was pregnant and wanted the baby to be protected.”

Caroline, 71, Retiree, Amaroo (Canberra), ACT

“My close friend told me that I should have it as her sister became very ill from whooping cough.”

Nancy, 64, Retiree, Essendon (Melbourne), VIC

“I live in a retirement village and the nurse takes care of all our vaccinations and I can remember that whooping cough was one given to me two or three years ago.”

Jessie, 65, Retiree, St Ives (Sydney), NSW

Intention to be Vaccinated Against Whooping Cough

Majority would get vaccinated

Q2. If your doctor or pharmacist recommends a whooping cough vaccination for you, would you get vaccinated?

- The overall results to the question, as illustrated in the chart below, were:
 - 68% of the adult population answered “Yes”
 - 32% of the population answered “No”

Majority would take a doctor’s advice, less would take a pharmacist’s advice

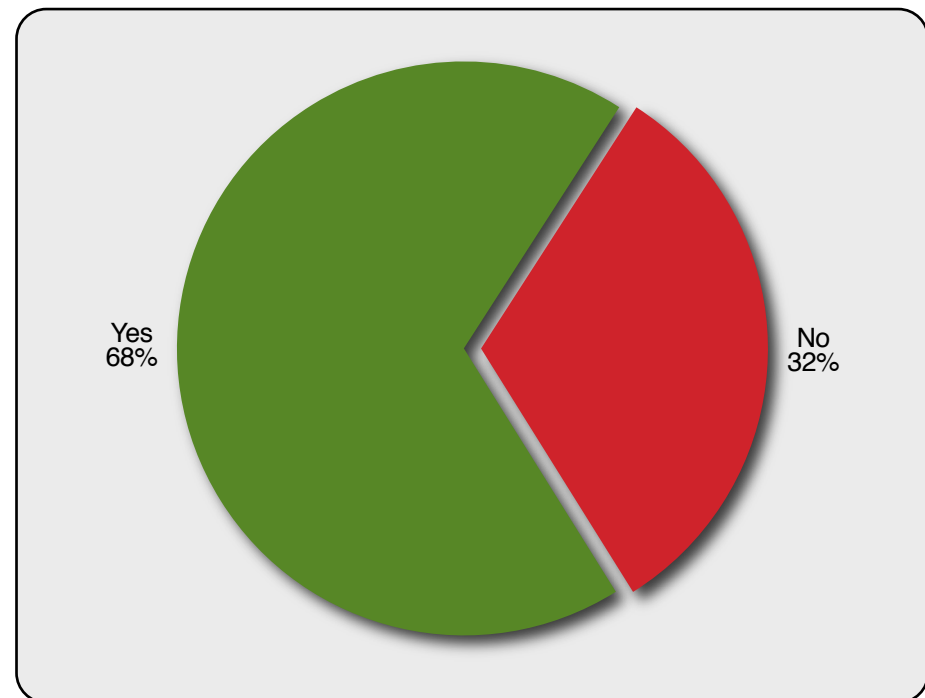
- From the focus groups, the main finding was that the majority (73%) would take advice from a doctor, however, only 52% would take advice from a pharmacist.

“I would follow a doctor’s recommendations far more than those of a pharmacist, so if a doctor advised me to get this vaccination, then I would, but if a pharmacist advised me I wouldn’t...I trust the opinion of a doctor far more, to me pharmacists are basically shop owners selling products.”

Benedict, 49, Product Specialist (IT), Annandale (Sydney), NSW

“I am a little wary of having vaccinations, I try to avoid taking unnecessary medications, but if my GP recommends me to have something then I will because I trust him completely. For a pharmacist, I’m less trusting because they don’t have the same level of medical training, plus they don’t know my medical history, so I wouldn’t follow their recommendations, I would go and ask my GP about it and get his opinion if it is something I have never heard of.”

Heather, 62, Part-time Receptionist, Toowoomba, QLD



Older aged & women highest intentions

Older aged more inclined to get vaccinated

- Of the 68% who answered “Yes”, the largest number of these were older, where 62% of all those who answered “Yes” were aged 50+.
- From the focus groups, the main reasons given by older aged people to follow a doctors or pharmacists recommendation to get vaccinated were:
 - Acknowledgement that at their older ages they are more susceptible to diseases, illnesses and disorders
 - Have a high level of trust in doctors, though less in pharmacists, consequently are open to taking advice

“I would follow a doctors recommendations because at my age a lot of regular checks are becoming needed and vaccinations for things like this (whooping cough), the flu and shingles are necessary.”

Howard, 78, Retired, Cheltenham (Sydney), NSW

“I wouldn’t take the advice of a pharmacist because they don’t know about the problems I have with rheumatoid arthritis and breast cancer a few years ago, but my doctor I would trust her recommendations because she knows all about me and whether having a vaccination like this is not dangerous for me.”

Anne, 67, Retiree & Part-Time Volunteer, Winner Manly (Brisbane), QLD

Women more inclined to get vaccinated

- Of the 68% who answered “Yes”, 61% of were women compared to 39% being men.
- From the focus groups, the main reasons given by women to follow a doctors or pharmacists recommendation to get vaccinated were:
 - More accepting of vaccinations in general
 - Have a high level of trust in doctors, though less in pharmacists, consequently are very open to taking advice
 - More aware of whooping cough than men
 - Wanting to be vaccinated for their own protection, plus not wishing to infect others

“I think it’s nonsense that there are people in this day and age that are anti-vaccinations, I’m old enough to remember polio and my friends brother had it, so I’m all in favour of everyone being vaccinated for all preventable diseases.”

Rowena, 80, Retiree, Toowoomba, QLD

“I have heard of whooping cough, actually I thought it had almost gone away in Australia...I would definitely have a vaccination for it if my doctor told me it was important to have, I wouldn’t want to get it or pass it on to anyone.”

Juanita, 54, Business Owner, Clayton (Melbourne), VIC

Younger aged & men lowest intentions

Younger ages less inclined to get vaccinated

- Of the 32% who answered “No”, the largest number were aged 18-35, where 47% answered “No”.
- From the focus groups, the main reasons given by this younger age group for not following a doctors or pharmacists recommendation to get vaccinated were:
 - A general scepticism towards vaccinations, particularly those that are not for life threatening diseases
 - Around 15% are very much anti-vaccinations generally
 - Preference to do their own research than relying on what a doctor recommends
 - Very low level of trust in vaccination advice given by pharmacists, except for the flu vaccination or vaccinations to tropical or third world countries

“I really don’t like vaccinations because I try to live a healthy life which I think is a better way to protect myself, plus I am concerned about any long-term side-effects.”

Wen, 27, Administration Officer, Ermington (Sydney), NSW

“I don’t know what whooping cough is really, I thought it was one of the diseases of the past that was not in Australia anymore...I probably would do some of my own research and think about it first before I took advice from a doctor to have it, because if it isn’t necessary, then I’d prefer not to have it.”

Lucas, 31, Travel Consultant, East Rockingham (Perth), WA

Men less inclined to get vaccinated

- Of the 32% who answered “No”, 61% of were men compared to 39% being women.
- From the focus groups, the main reasons given by men for not following a doctors or pharmacists recommendation to get vaccinated were:
 - Only wish to take vaccinations for illnesses that are serious and likely of being contracted/developed
 - A general scepticism towards vaccinations, particularly those that are not for life threatening diseases
 - Don’t like seeing doctors often, only for serious conditions

“I don’t think that (whooping cough) is much of a problem in Perth, I’ve never heard of anyone having it.”

Chris, 36, Sales Manager, Campbell (Canberra), ACT

“Vaccinations like this I don’t think are needed by me, I’m healthy and whooping cough is something I never hear of so I wouldn’t have the vaccination for something so low-risk.”

Brett, 44, Service Technician, Brunswick (Melbourne), VIC

“All these vaccinations I think can mess up the immune system, so I’m concerned about them, I would only have vaccinations for things that could kill me.”

Hadi, 49, Insurance Assessor, Gumdale (Brisbane), QLD

Preferred Statement

Statement 3 clearly most preferred

Q3. Which of the 4 statements makes you more likely to consider being vaccinated against whooping cough?

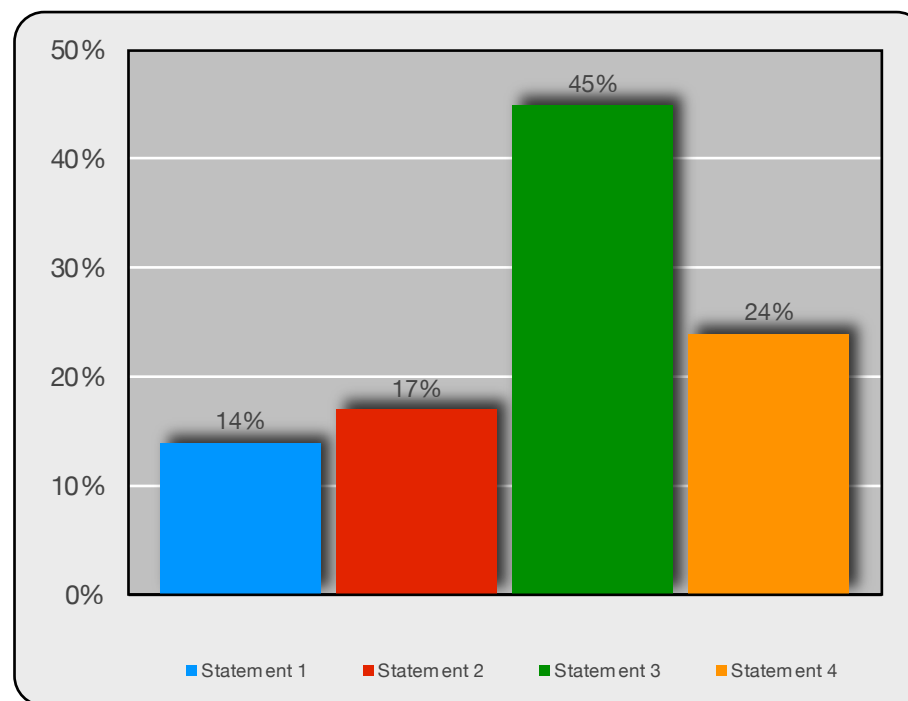
- The overall results to the question, as illustrated in the chart below, were:
 - The most preferred statement was Statement 3, where the overwhelming majority, 45% of the adult population, said this was more likely to consider being vaccinated against whooping cough
 - The second most preferred was Statement 4, preferred by 24%
 - The third most preferred was Statement 2, preferred by 17%
 - The least preferred was Statement 1, preferred by only 14%

1. Whooping Cough remains highly prevalent in Australia with outbreaks occurring every 3-4 years.

2. The recommendations state that a whooping cough vaccine should be offered to adults aged over 65 years of age if they did not receive one in the previous 10 years, due to an increase morbidity associated with the elderly.

3. Whooping cough is highly infectious. A whooping cough sufferer is infectious for up to three weeks. They can infect an estimated 90% of unprotected or unvaccinated household contacts.

4. A NSW study has shown that over 65s are more likely to be hospitalised for whooping cough compared with adults 45-64 years (11.2% versus 2.4%). Their median hospital stay was also higher when compared with infants less than 6 months of age (7 days versus 4 days).



Why Statement 3 the most preferred

Universally preferred

- Of the 45% who answered that Statement 3 makes them more likely to be vaccinated against whooping cough, it was the universally preferred across all demographic, geographic and socio-economic factors.

Whooping cough is highly infectious. A whooping cough sufferer is infectious for up to three weeks. They can infect an estimated 90% of unprotected or unvaccinated household contacts.

Clearly explains the danger

- The main reasons why Statement 3 was preferred was due to the following factors:
 - It is written clearly, it is simple to read and straight to the point with its messaging
 - It explains the symptoms and danger of whooping cough the most clearly and understandable of all statements
 - It is viewed as being more relatable as it does not include a quote from a study or source as statements 2 and 4 do

"It is only statement 3 that I like because it tells me a bit about whooping cough in words that I can understand and I can understand the dangers of it, of all the statements this is the one that would make me ask my GP if I should I be vaccinated."

Rosemary, 31, Hotel Supervisor, Vermont (Melbourne) VIC

Ideal statement for the general population

- Although being the most widely liked of the 4 statements, the focus group participants did have suggestions for improving it, where:
 - It should detail the symptoms of whooping cough
 - It should state it affects the general population, but particularly infants and the elderly
 - It should include some statistics from the other statements
 - The devised ideal statement is provided opposite

Whooping cough is a highly infectious respiratory disease. While infectious, a sufferer can infect an estimated 90% of unprotected or unvaccinated people they are in close contact with. Infants and the elderly are the highest risk groups, though anyone unvaccinated can catch it and spread it. For example, it is recommended that those aged 65 plus be vaccinated if they did not receive one in the previous 10 years as over 65's are more likely to be hospitalised for whooping cough compared with adults 45-64 years (11.2% versus 2.4%), plus there being an increase in morbidity.

Why other statements not liked

Statement 1

Whooping Cough remains highly prevalent in Australia with outbreaks occurring every 3-4 years.

"This one really doesn't tell me anything, so it's the least preferred for me."

Thein, 39, Production Manager, Warrendyte (Melbourne), VIC

- The most unliked of all statements, with only 14% overall preferring it.
- Believed to be too simplistic.
- Unliked because it is too simplistic and should have a little more information about the dangers.

Statement 2

The recommendations state that a whooping cough vaccine should be offered to adults aged over 65 years of age if they did not receive one in the previous 10 years, due to an increase morbidity associated with the elderly.

"It sounds too clinical to me, not something that is intended to be communicated to the general public of people aged over 65."

Eunice, 70, Retiree, Logan, (Brisbane), QLD

- The second most unliked of all statements, with only 17% overall preferring it.
- Not believed relevant to those under 65 years.
- Unliked as it sounds clinical, unfriendly and does not provide statistics to validate its claim.

Statement 4

A NSW study has shown that over 65s are more likely to be hospitalised for whooping cough compared with adults 45-64 years (11.2% versus 2.4%). Their median hospital stay was also higher when compared with infants less than 6 months of age (7 days versus 4 days).

"It does not read as well as the others, because it's a bit convoluted and doesn't clearly get to the facts, plus it seems relevant only to those aged 65+."

Brian, 46, Business Owner, Hghes (Canberra), ACT

- The third most unliked of all statements, with only 24% overall preferring it.
- Not believed relevant to those under 65 years.
- Unliked as it is appeals only to those over 65 and is clinical and intended for health workers.

Elderly: 65+ prefer statement 4

Elderly prefer statement 4

- 35% of the elderly, (aged 65+), prefer statement 4.
- 29% of the elderly prefer statement 2.
- 27% of the elderly prefer statement 3.
- 9% of the elderly prefer statement 1.

Statement 4 clearly explains the higher risks

- The main reasons why Statement 4 was preferred by those aged 65+ being:
 - It shows the statistics clearly that over 65s are a high risk group
 - The percentage given for hospitalisation, 11.2% is perceived as being high and shows it is a serious illness
 - The figure of 7 days hospitalisation is also perceived as being high and again, shows it is a serious illness
 - It is considered reliable as it was a study conducted in NSW

Ideal statement for the elderly

- In focus groups, the elderly participants were asked what changes or combinations of the statements would make an ideal statement targetted at them, where:
 - It should have details of whooping cough as in Statement 3, include the reference to morbidity in statement 2 and some of the content from statement 4 about lengthy hospitalization
 - The devised ideal statement is provided opposite

A NSW study has shown that over 65s are more likely to be hospitalised for whooping cough compared with adults 45-64 years (11.2% versus 2.4%). Their median hospital stay was also higher when compared with infants less than 6 months of age (7 days versus 4 days).

"Statement 4 is the one that best communicates the seriousness of whooping cough to me because I'm in the over 65s category and the statistics given seem quite high which makes me think its serious and worth having a vaccination for."

Kevin, 68, Retiree, Oaklands Park (Adelaide) SA

"I like Statement 4 the most because it gives some figures about how serious whooping cough can be to those aged 65 and over, but I think it would be better if it also included a bit of information from some of the other statements, such as Statement 1 about how infectious it is and Statement 2 about how over 65s should be vaccinated."

Joan, 72, Retiree, Sandgate (Brisbane) QLD

Whooping cough is highly infectious. While infectious, a sufferer can infect an estimated 90% of unprotected or unvaccinated household contacts. It is recommended that a whooping cough vaccination be offered to adults aged over 65 years of age if they did not receive one in the previous 10 years, due to this being a high risk group. Additionally, those aged over 65 years are more likely to be hospitalised for whooping cough compared with adults 45-64 years (11.2% versus 2.4%), plus there being an increase in morbidity.



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Further Information

Kim Sampson, CEO

kim@immunisationcoalition.org.au

+61 3 98638650

Susanne Sperber, Head of Communications

Susanne@immunisationcoalition.org.au

+61 3 98638651
