



Influenza Vaccination Consumer survey 2015

In May 2013 the Scientific Advisory Committee of the ISG decided to monitor consumer behaviour towards influenza vaccination on an annual basis. The objective for 2015 remains the same: we want to better understand consumer behaviour.

Key questions related to the objective

- When do people get vaccinated and what does trigger the decision to get a flu shot at a particular time? (Media reports about the bad flu season overseas, availability of the vaccine, prediction for a bad flu season in Australia etc.)
- Can we see trends? Do more or less people get vaccinated for the first time this year?
- What are the drivers for vaccination and what role does the new vaccine play (containing 4 flu strains instead of 3 – dubbed ‘super vaccine’ by the media)
- Where do people get the flu shot – any trends?

Target Group

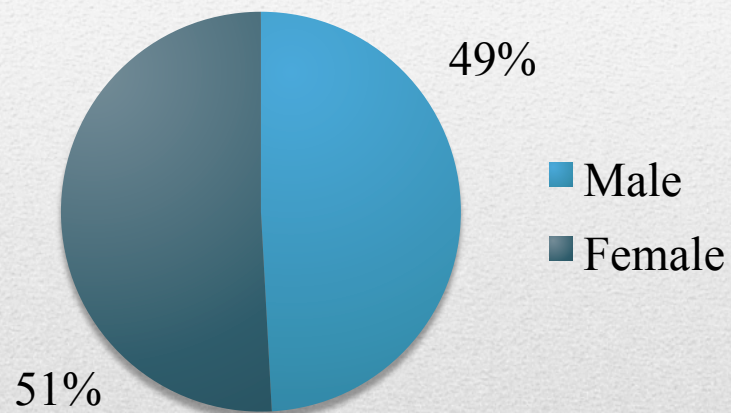
Members of the General Public, who meet the following criteria:

- Have had a flu shot this year (or care for somebody who had a flu shot this year)
- Want to get a flu shot this year (or care for somebody who ...)

Background & Objectives

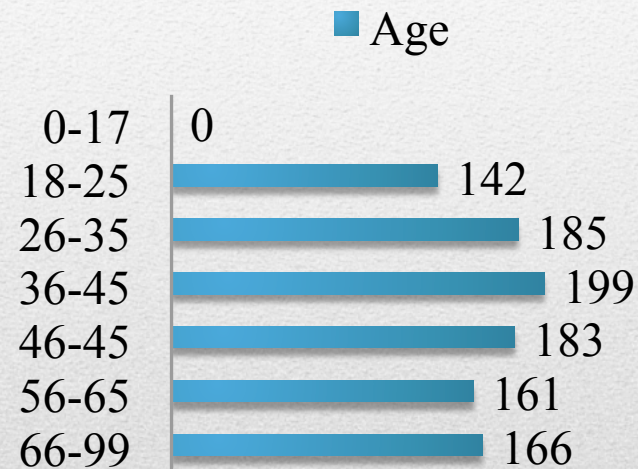
Gender

Figure 1

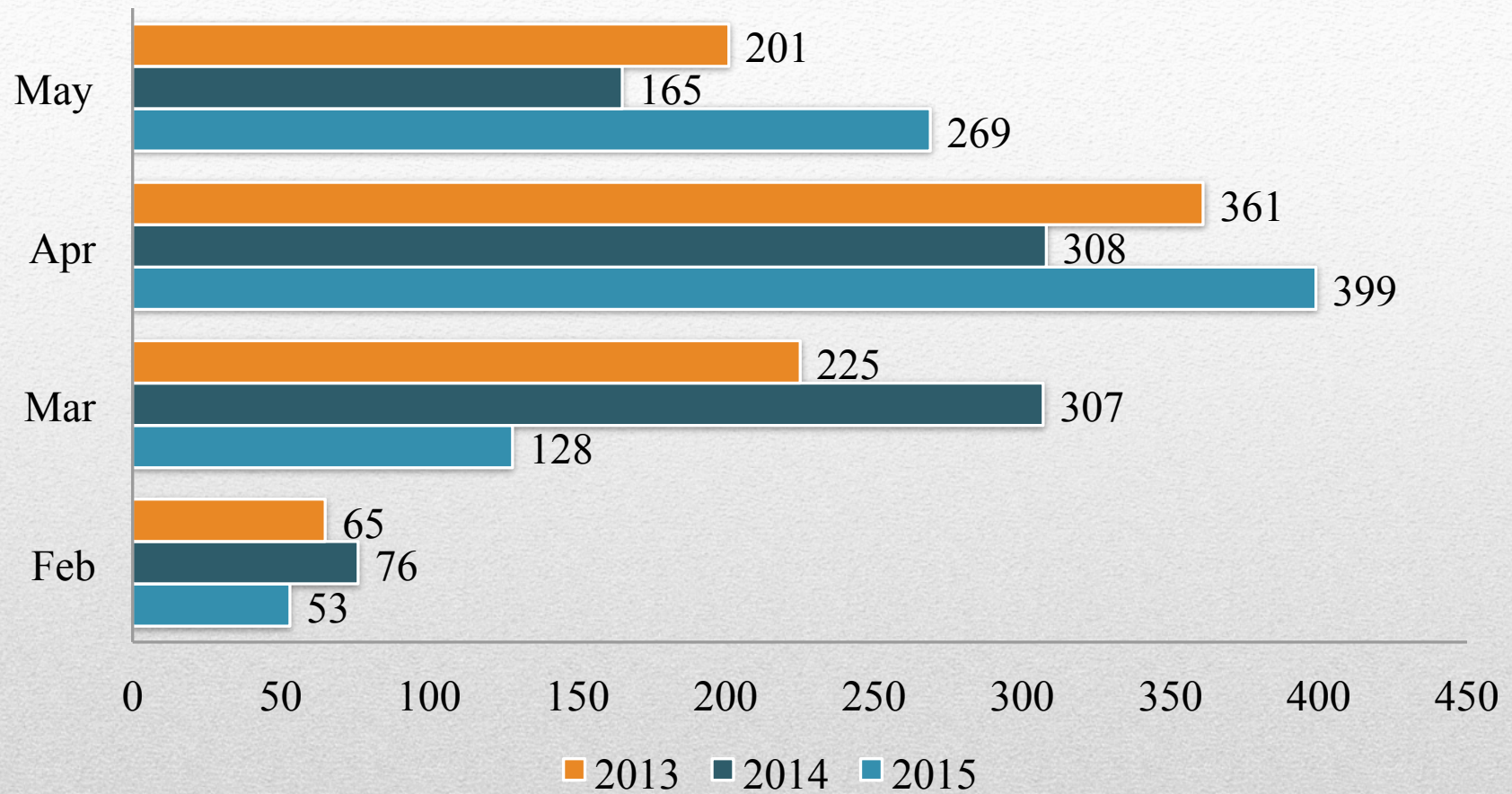


Age

Age

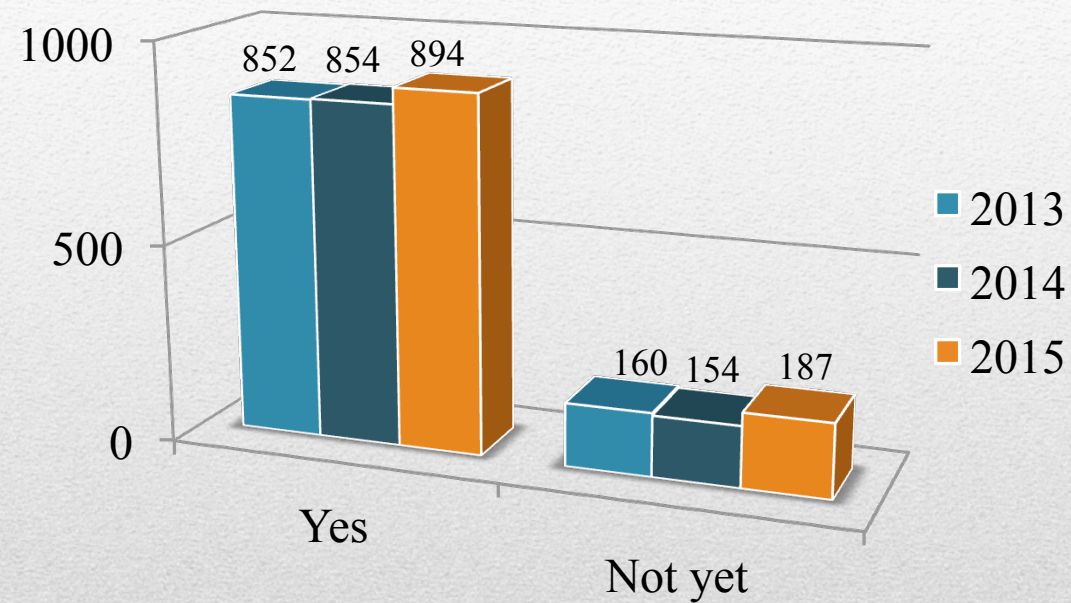


1036 people surveyed – 234 'at risk'



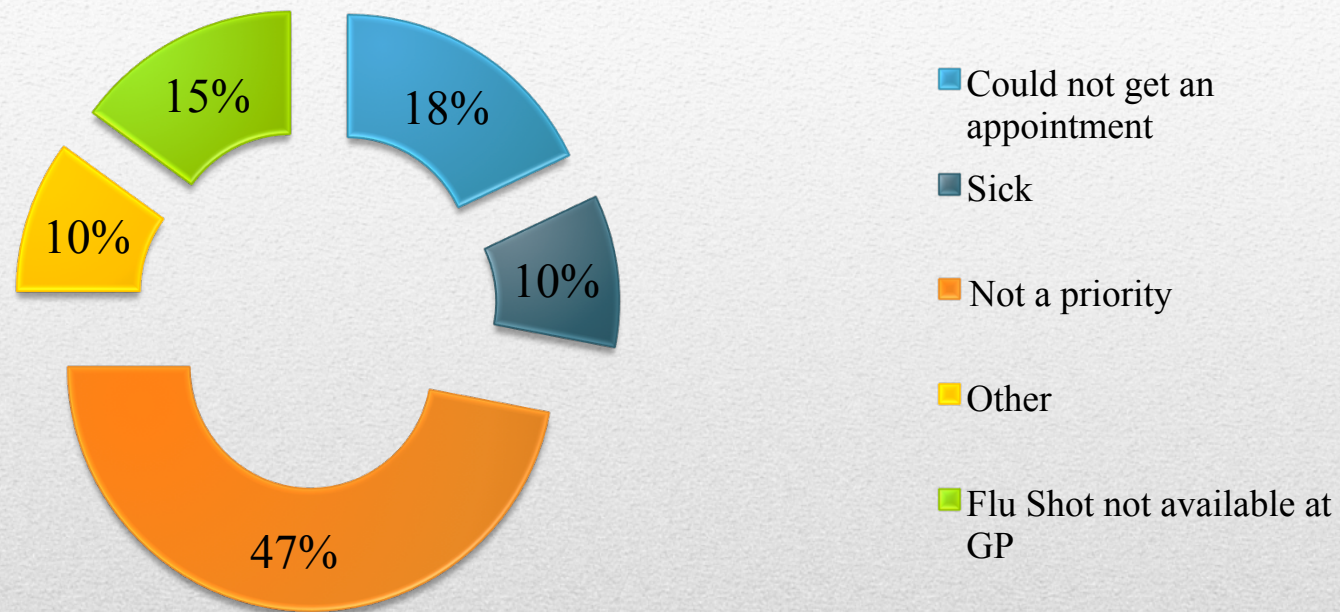
Flu vaccination season 2014

2013-2015



Have you had a flu shot?

Main reason for not getting a Flu Shot in 2015

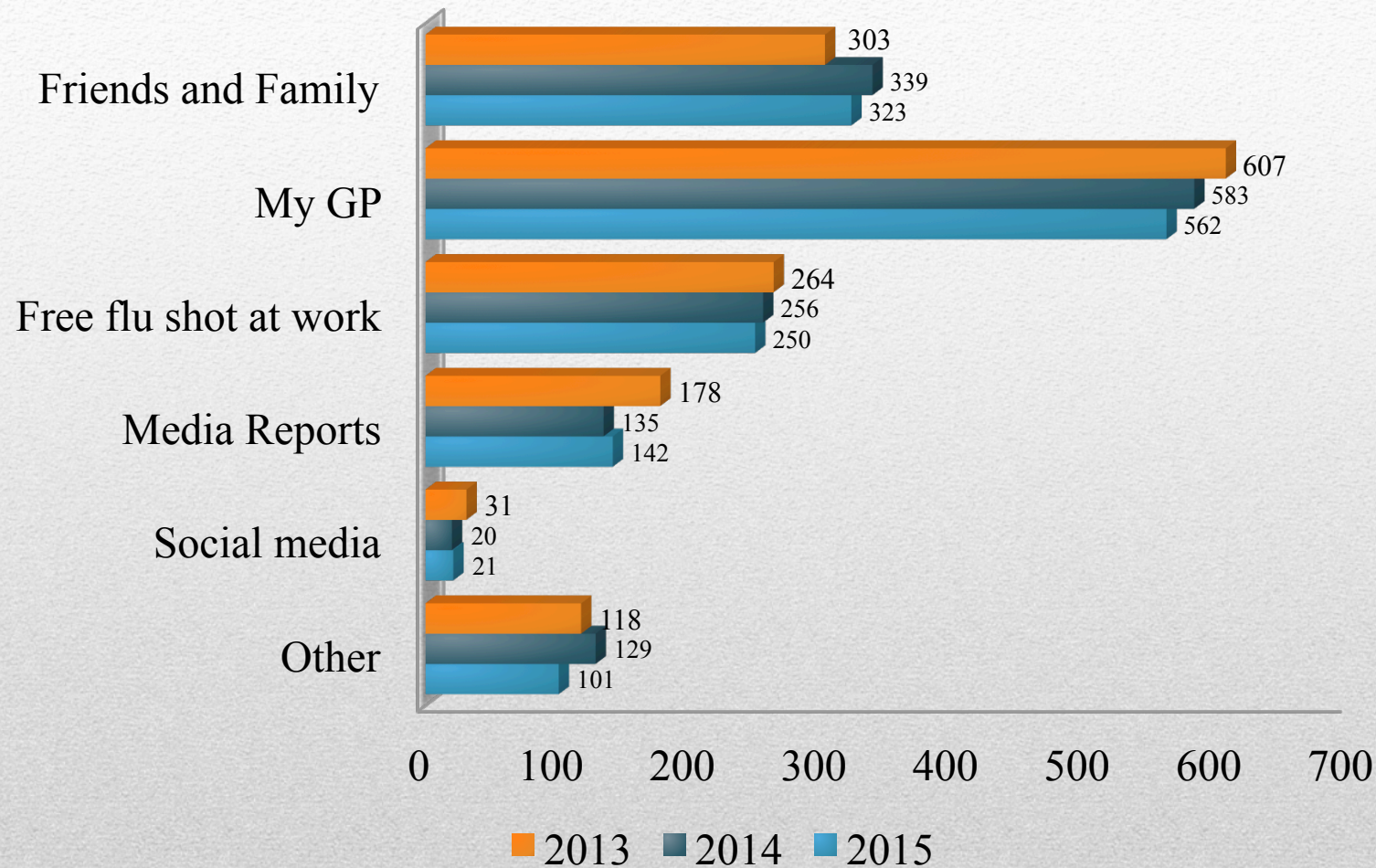


187 of 1036 = 18% of Australians surveyed still plan to have a flu shot in the next few weeks

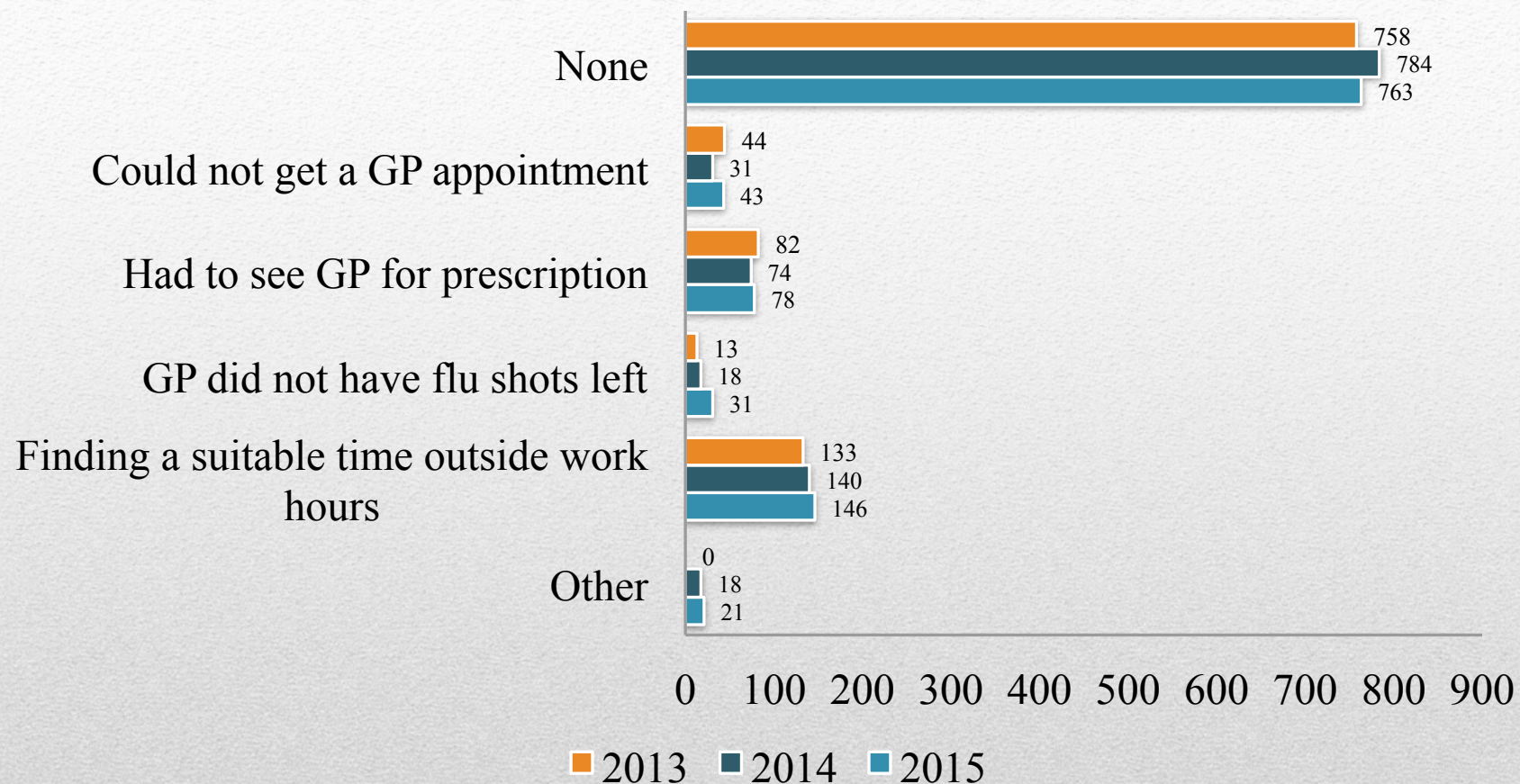
Reasons for not having a flu shot?



Reasons to get a flu shot



Who influences your decision ?



What made it difficult to get a flu shot?

35% of people confused about flu shot 2015





Where did you get the flu shot?