



# **Consumer survey 2013**

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## **Objective of the Survey**

In May 2013 the Scientific Advisory Committee of the ISG wanted to understand the cause of the apparent flu vaccine shortage in Australia. It was also agreed that it would be a good opportunity to follow up on last year's survey in light of the 2013 flu events (State of Emergency in New York, European flu season, H7N9).

## **Key questions related to the objective**

Did people get vaccinated earlier this year, and was it because of all the media reports?

Did more people get vaccinated for the first time this year?

Did they experience any difficulties in arranging an appointment for a flu shot?

## **Target Group**

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

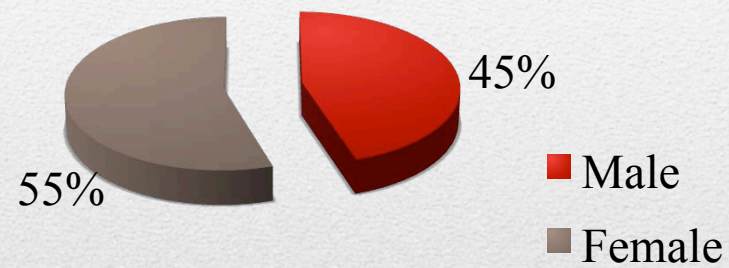
Have had a flu shot this year

Want to get a flu shot this year

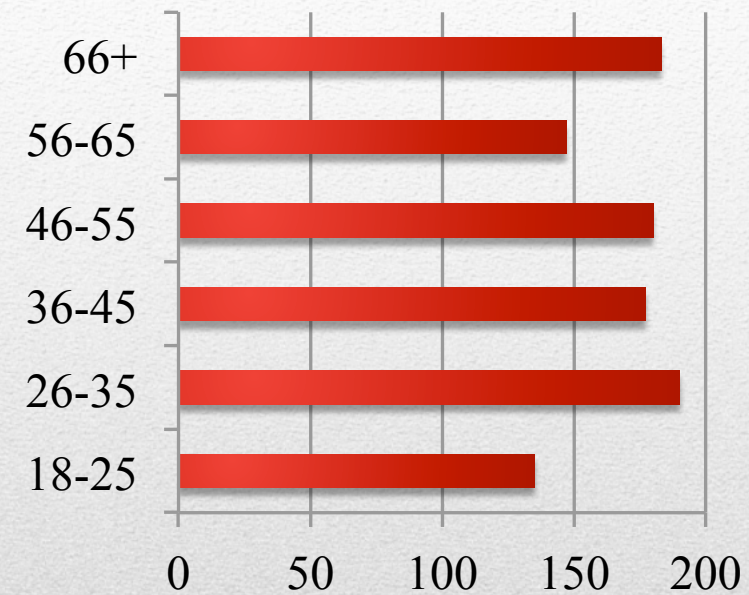
# **Background & Objectives**

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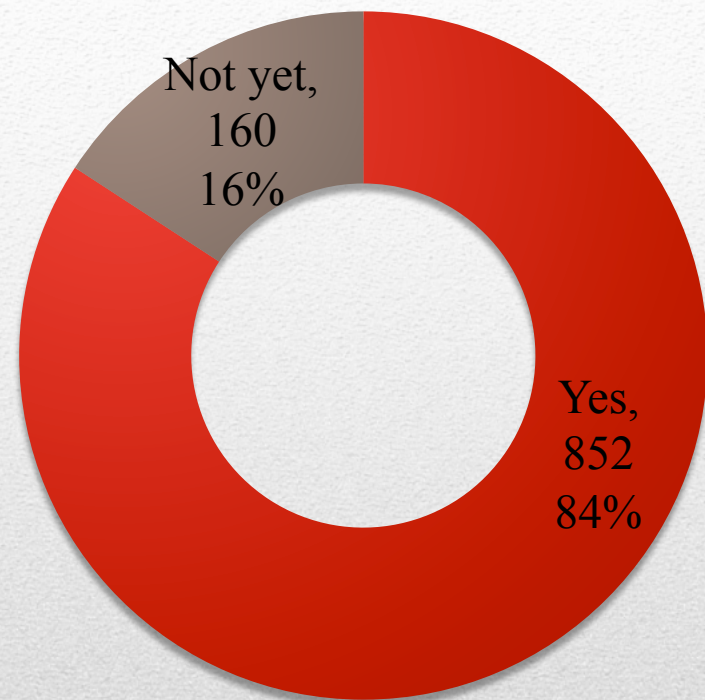
## Gender



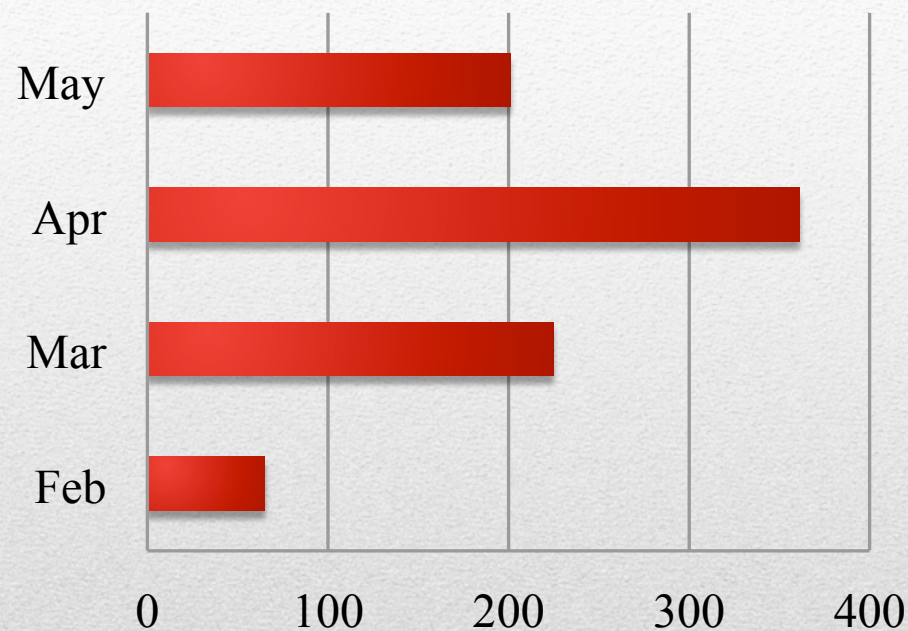
## Age



**1012 people surveyed**

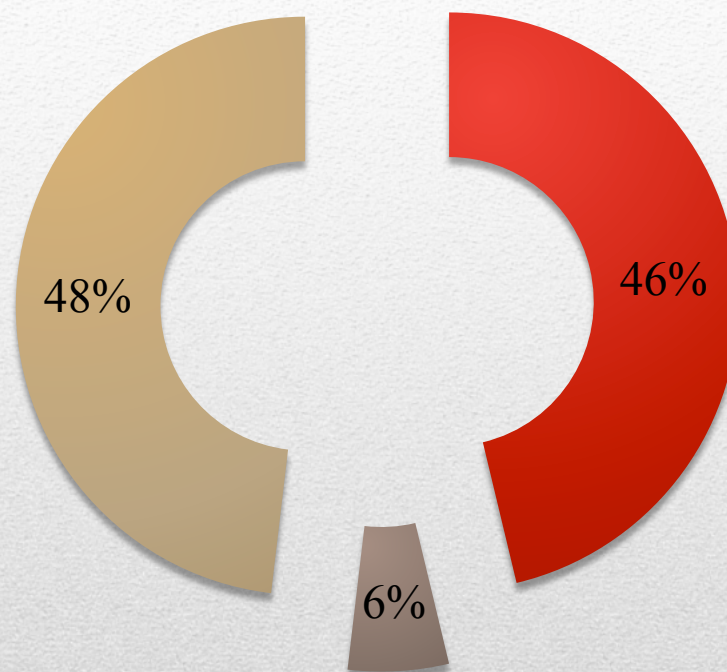


**Timing of the flu shot**



	Feb	Mar	Apr	May
■ No of flu shots	65	225	361	201

## Flu vaccination season 2013



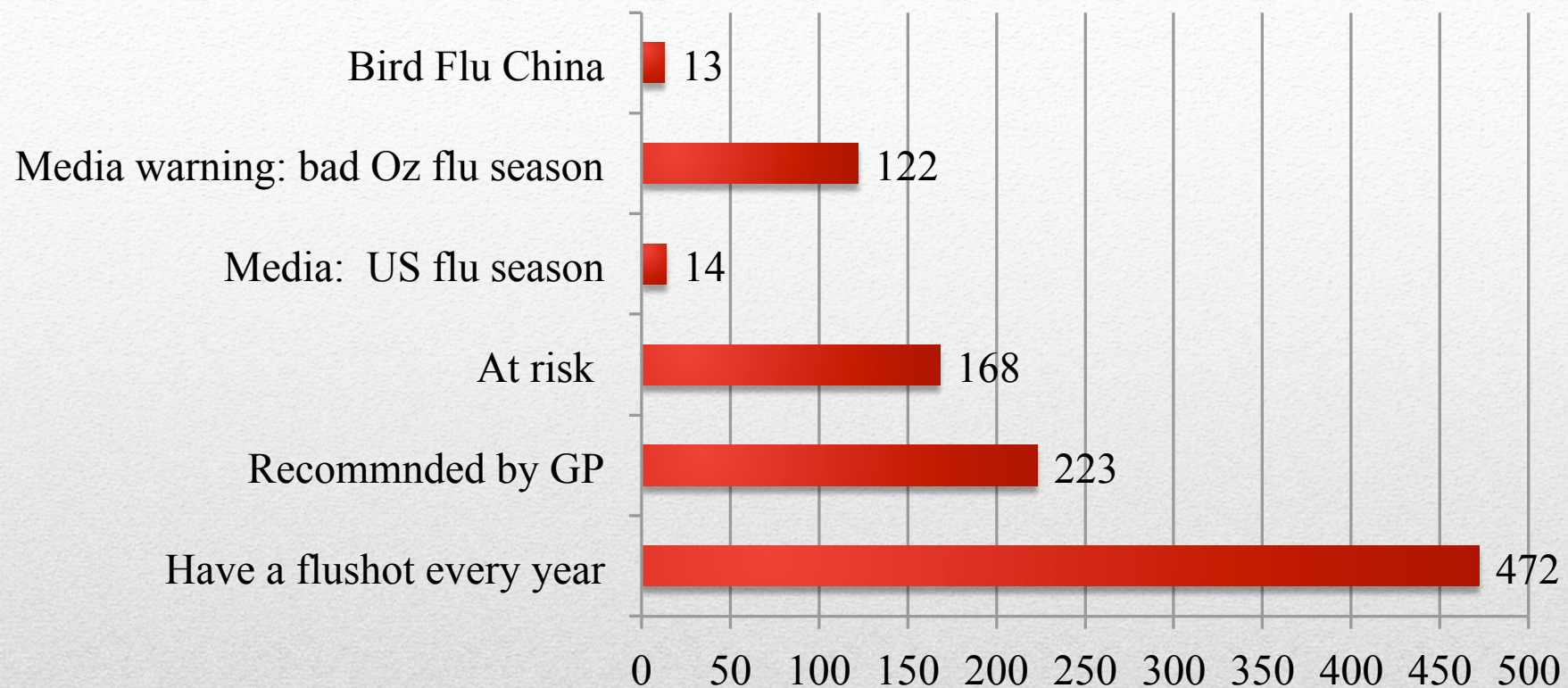
- No suitable appointment
- Could not get the vaccine
- Other

Various versions of:  
“no time”  
“sick”  
“did not get around to it yet”

**160 people intend to get a flu shot in the next 4 weeks**

## **Reasons for not having a flu shot?**

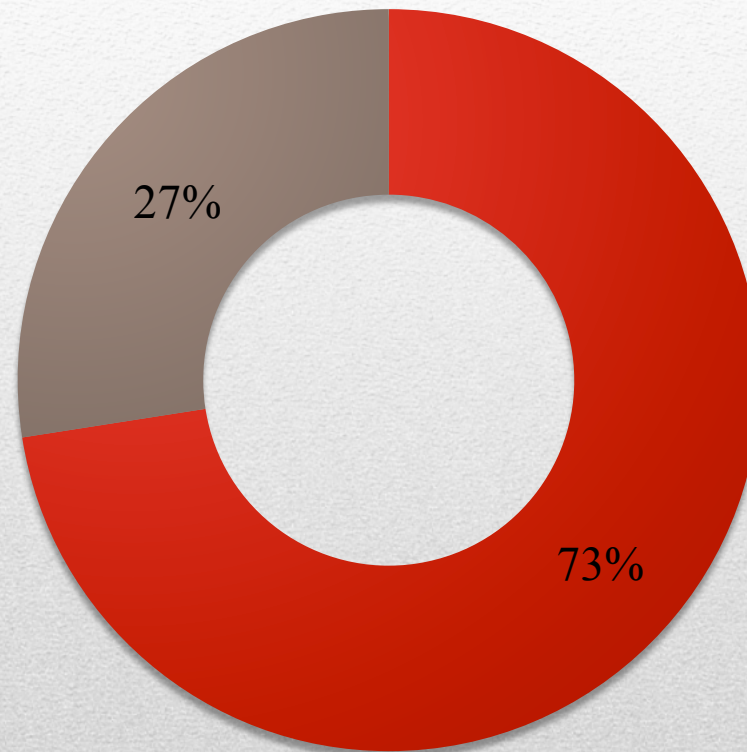
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# Reasons to get a flu shot

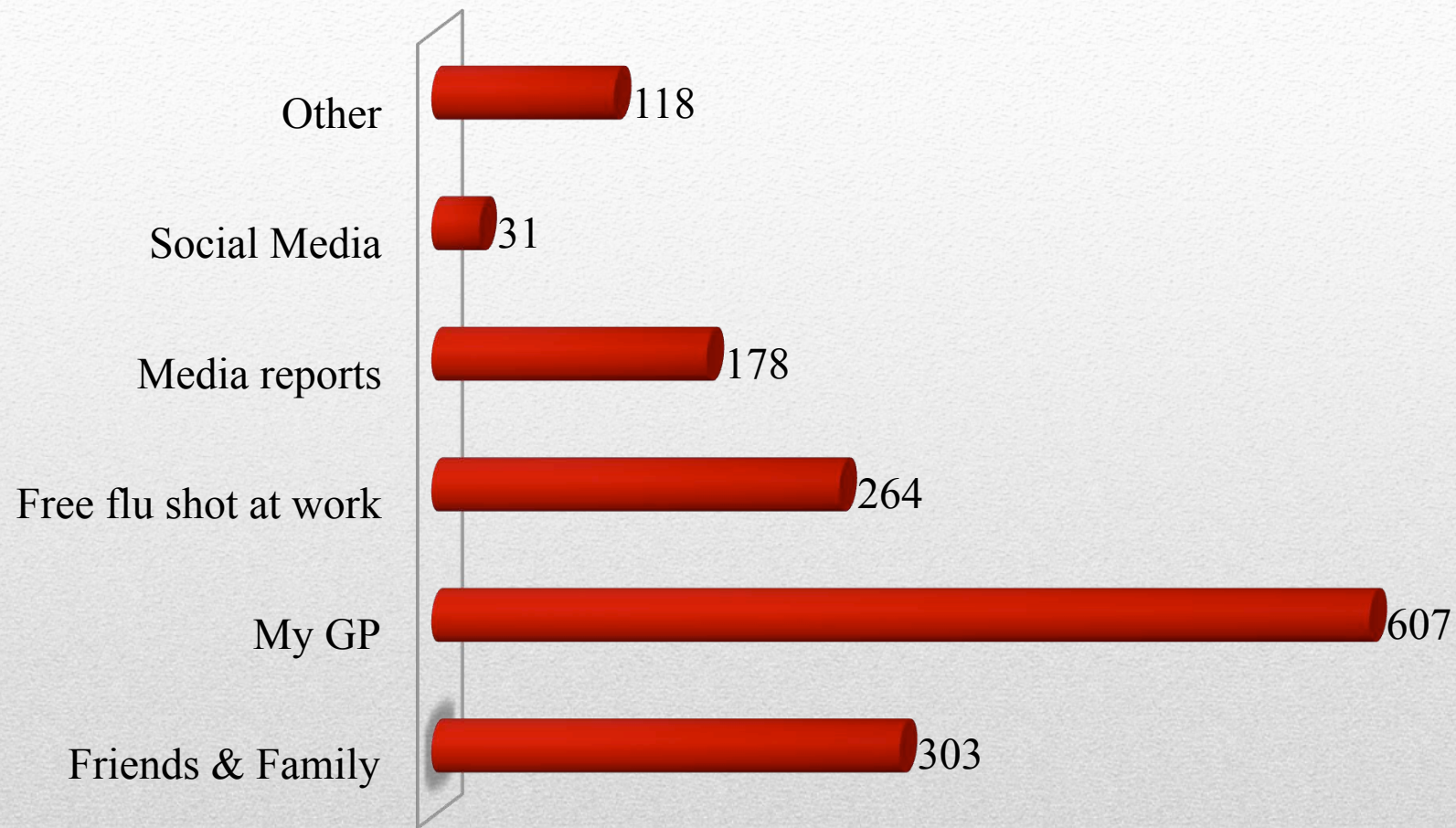
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■ Every year ■ potentially bad flu season



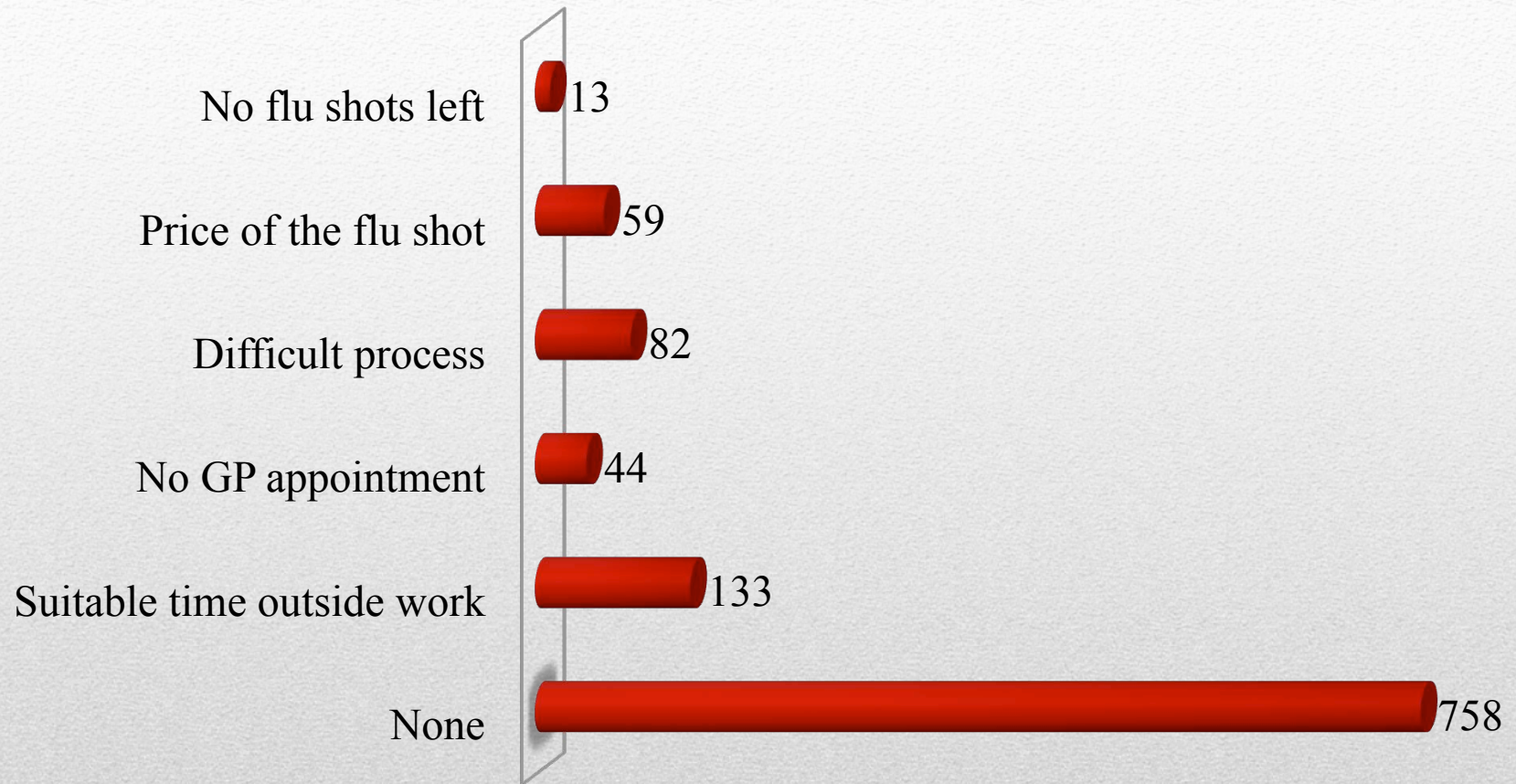
# How often do you get a flu shot?

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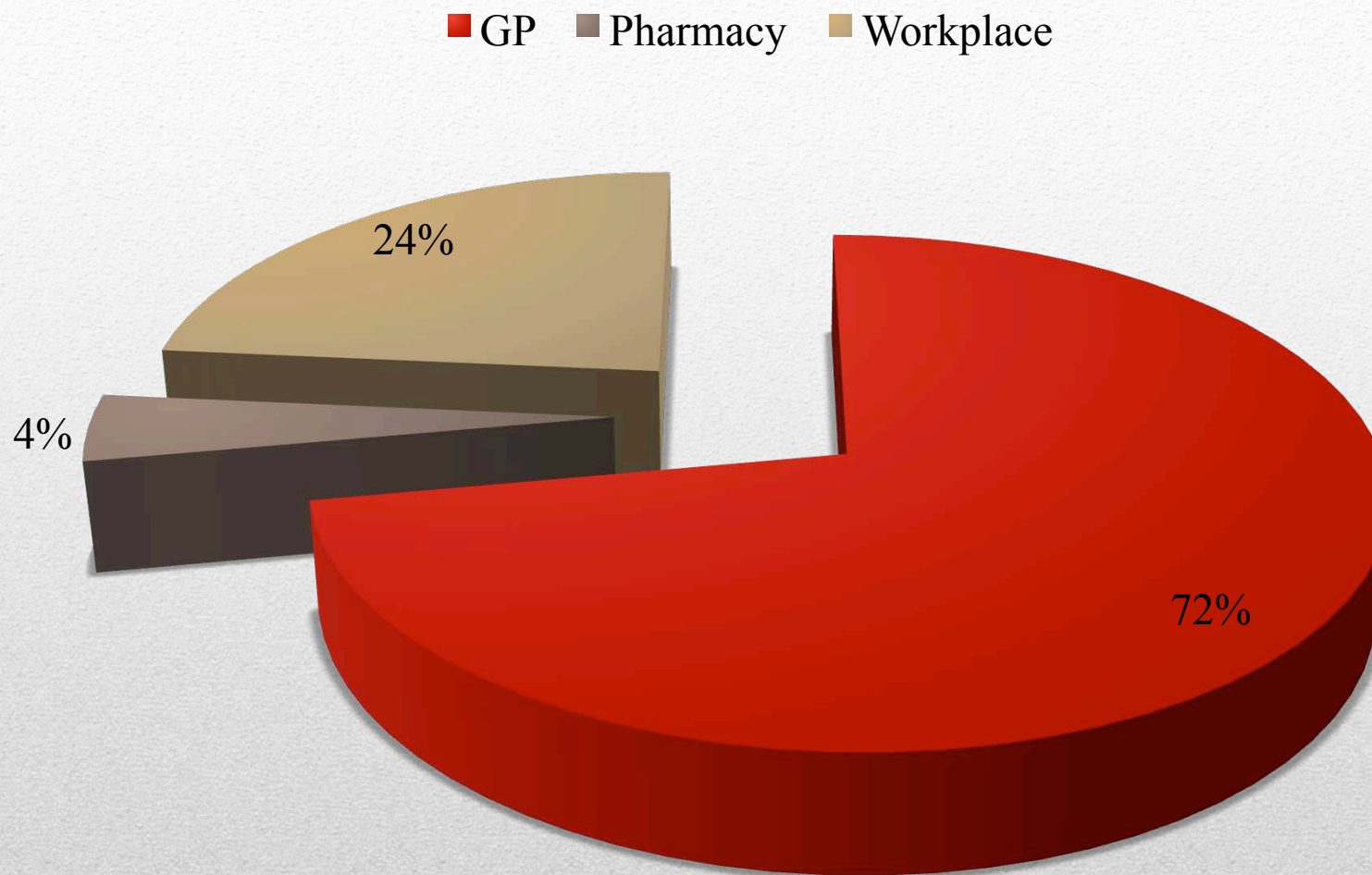
# **Who influences your decision?**

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## **What made it difficult to get a flu shot?**

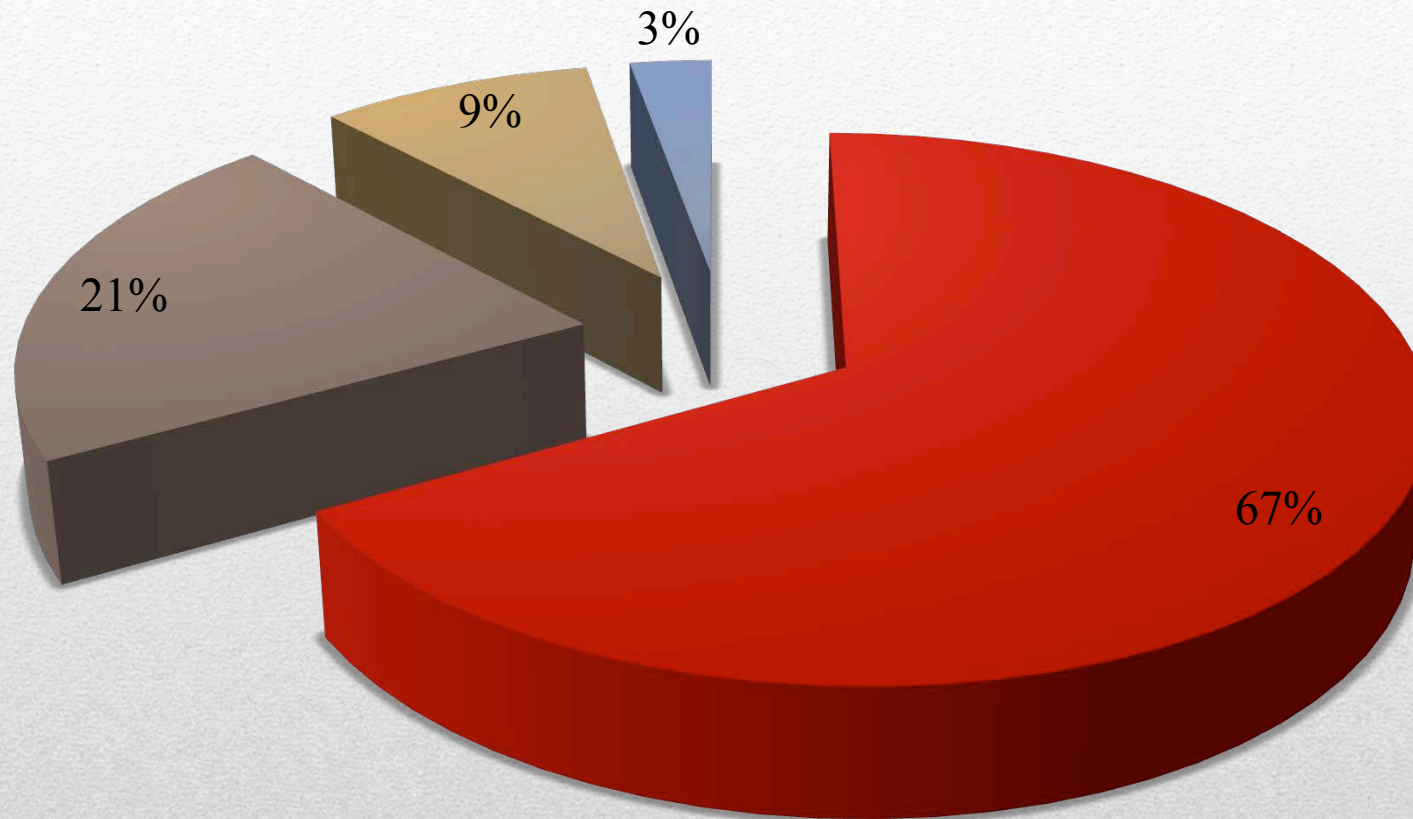
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**Where did you get the flu shot?**

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■ Free flu shot: Work/NIP   ■ > 20 \$   ■ > 50 \$   ■ 60 \$ and more



# **The price for getting a flu shot**

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