

Healthcare & Medical Research Study

Australian General Population

March 2020



IMMUNISATION
COALITION



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.
- 15,203 respondents participated in the survey, apportioned as:
 - Qualitative research (focus groups): 114
 - Quantitative research (telephone interviews & online survey): 15,089

Methodology

- 10 focus groups, comprising 10-12 respondents in each, undertaken in:
 - Sydney - Adelaide - Canberra
 - Melbourne - Perth - Darwin
 - Brisbane - Hobart
- 1,021 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.
- 14,068 online interviews, average of 19 minutes duration, undertaken in all capital cities, main regional cities and a large number of regional and rural towns in all states and territories.

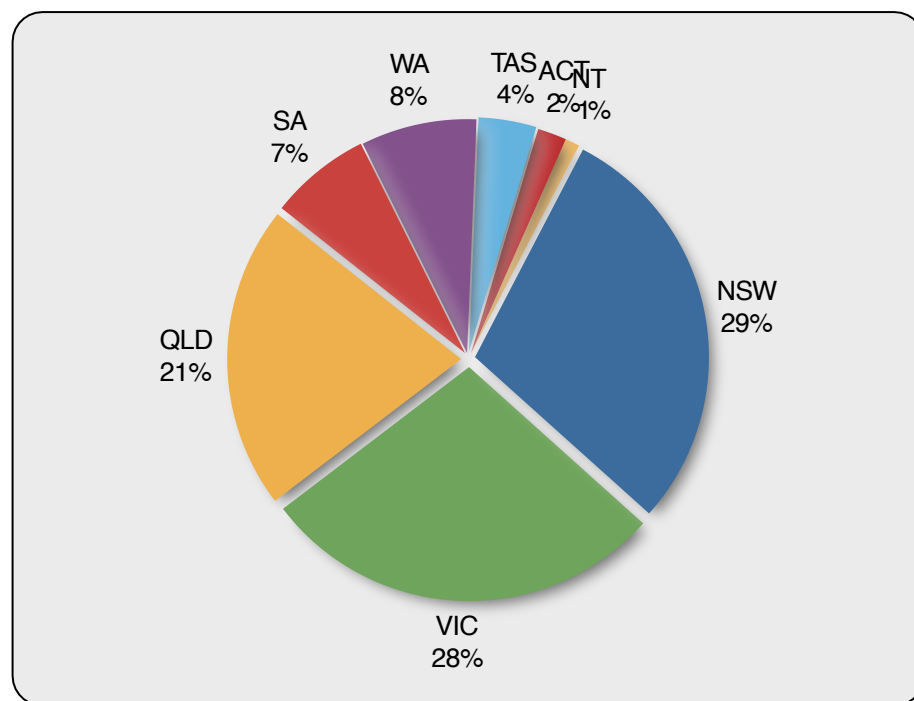
Data Collection

- Focus Groups:
 - 2nd March to 9th March
- Telephone & Online Survey:
 - 12th March to 21st March

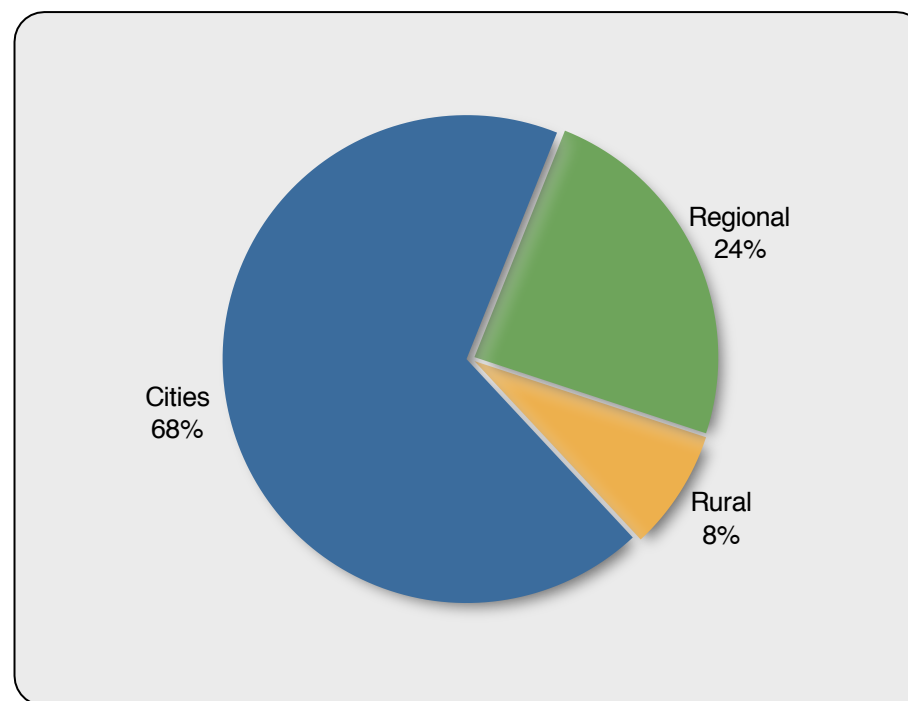
Geographic Coverage

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 areas.



Proportion of Sample: States & Territories

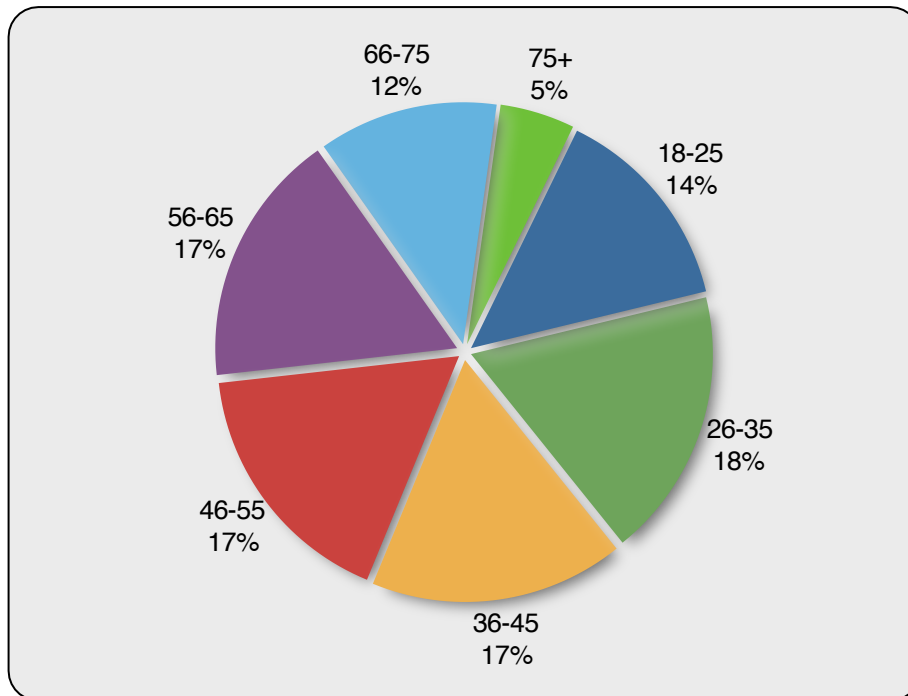


Proportion of Sample: Capital Cities, Regional & Rural Areas

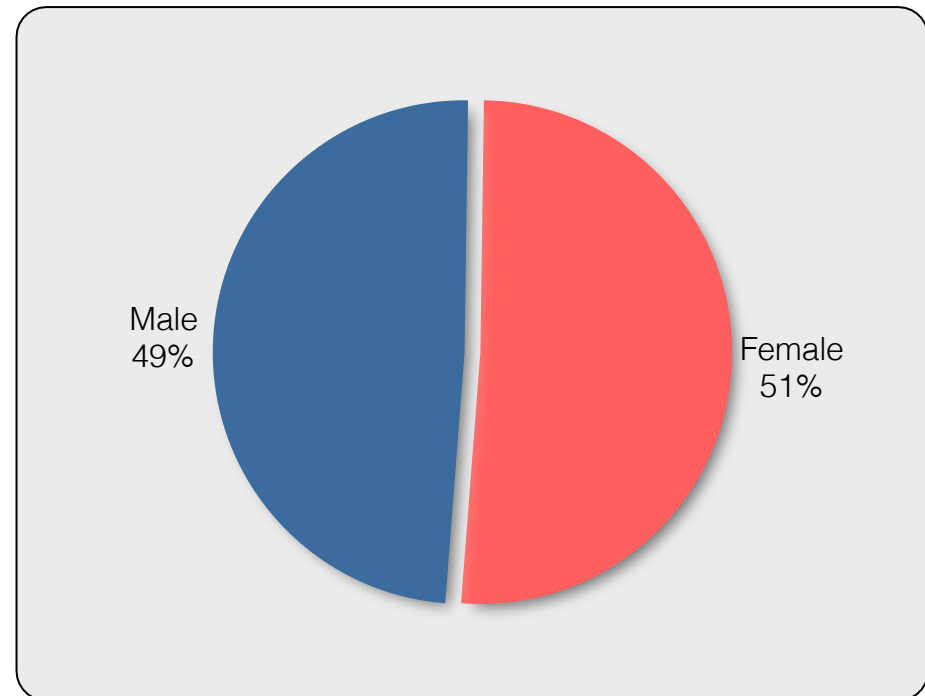
Age & Gender

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.



Proportion of Sample: Age Groups

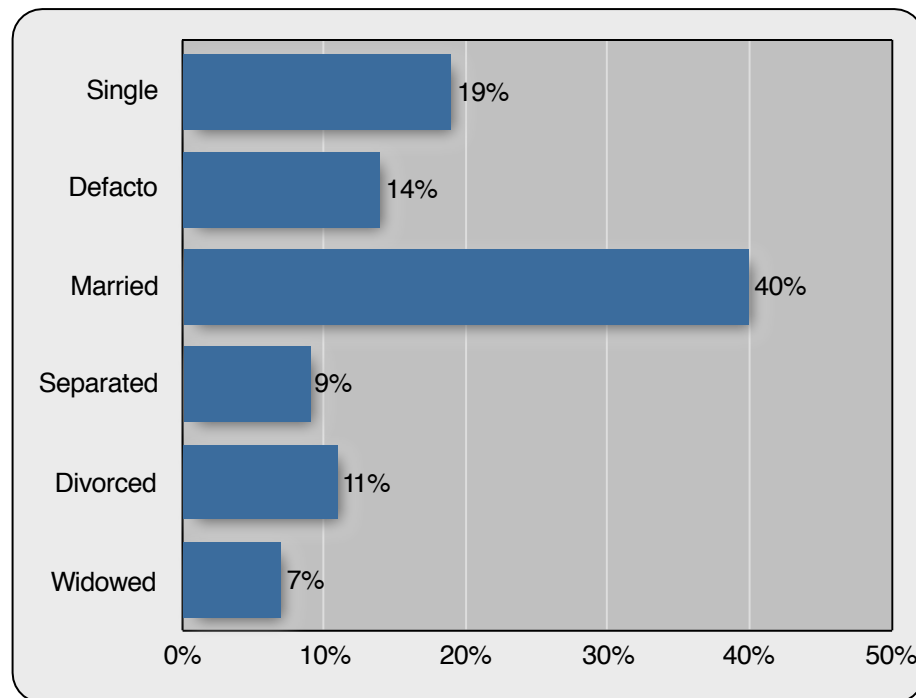


Proportion of Sample: Gender

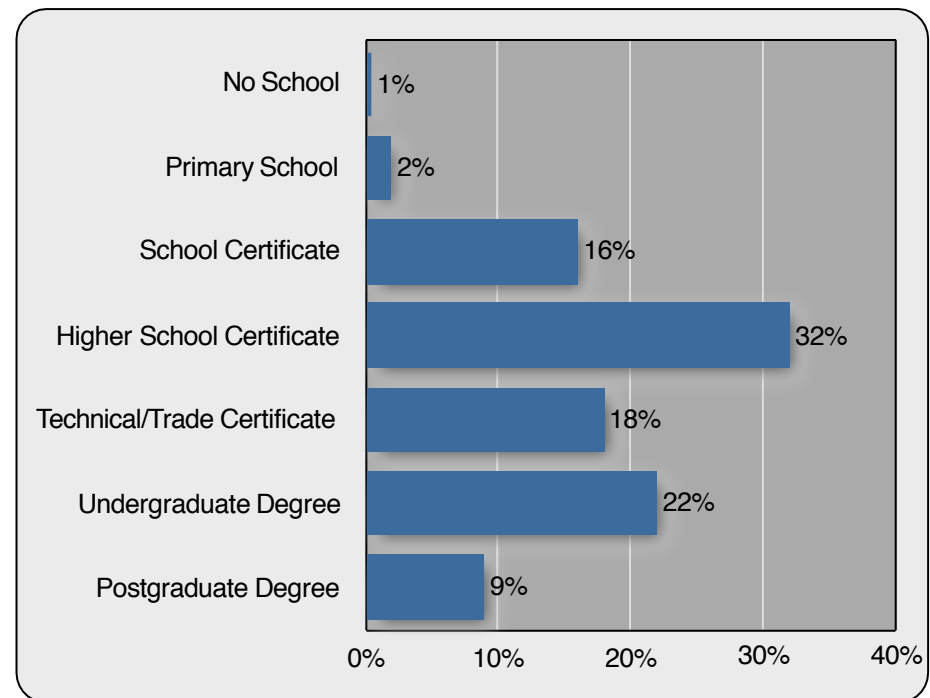
Demographic Factors

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.



Proportion of Sample: Marital Status

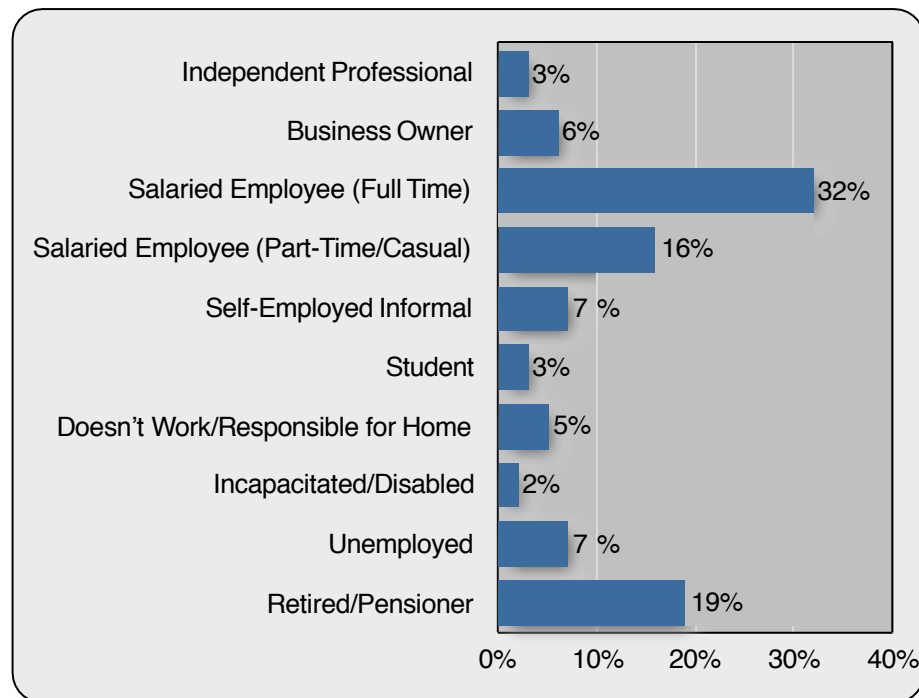


Proportion of Sample: Highest Level of Education

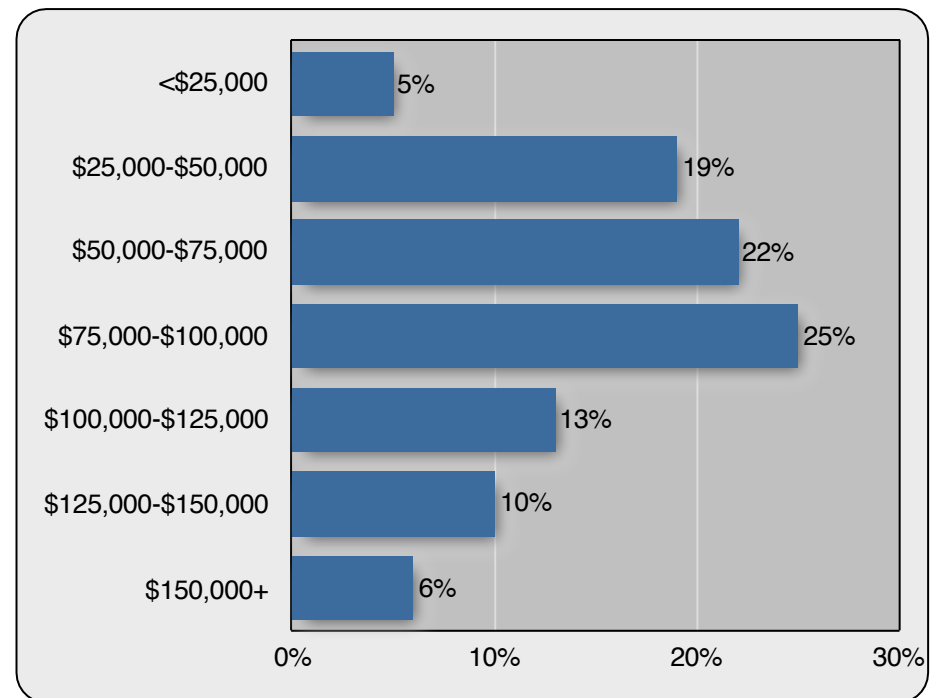
Socio-Economic Factors

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.



Proportion of Sample: Occupation

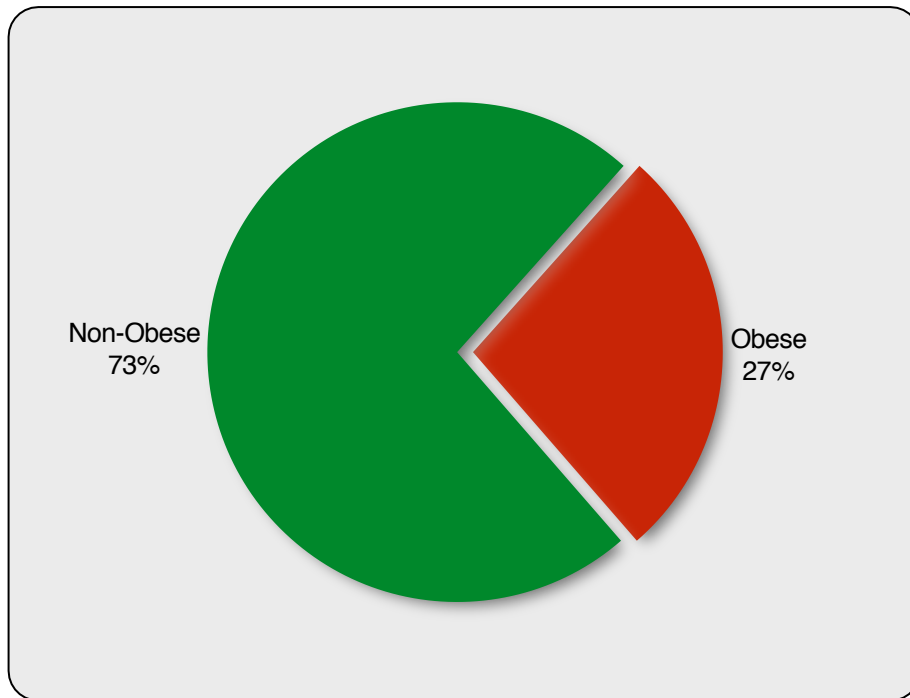


Proportion of Sample: Household Income

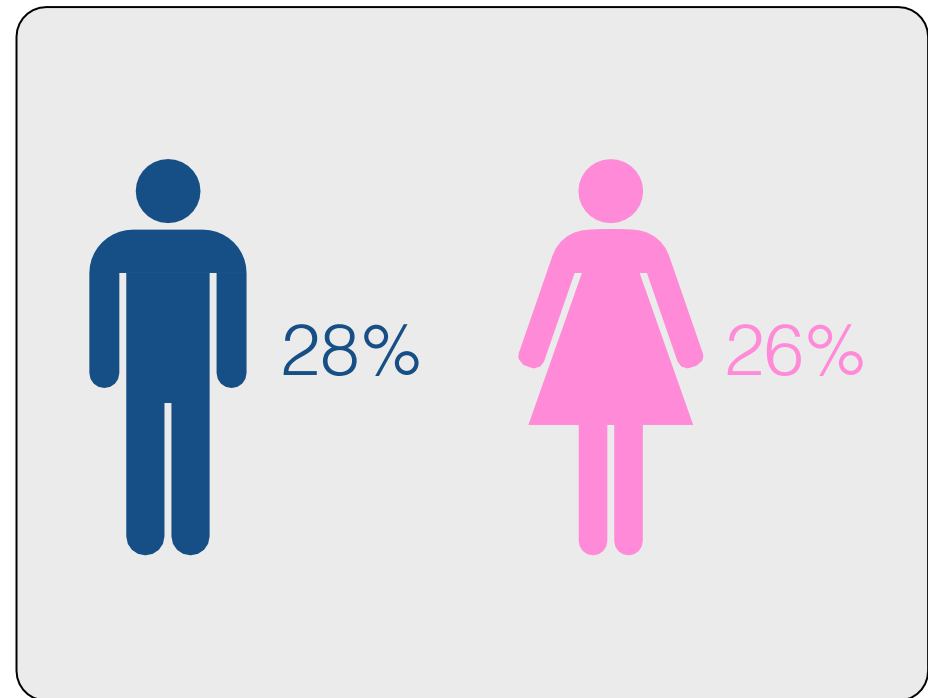
Obesity

Obesity

- Interviews were undertaken amongst a representative sample of the Australian adult population, pursuant to the demographic and socio-economic factors previously stated.
- The height and weight of participants was provided, consequently the BMI could be determined for each participant, where the incidence of obesity could be determined, where the guideline used by the Australian Institute of Health and Welfare for determining obesity was used, this being a BMI >30.
- The percentage of the sample who were obese is illustrated in the below left chart and the percentage of obese males and females in the sample is illustrated in the below right graphic.



Proportion of Sample: Obese



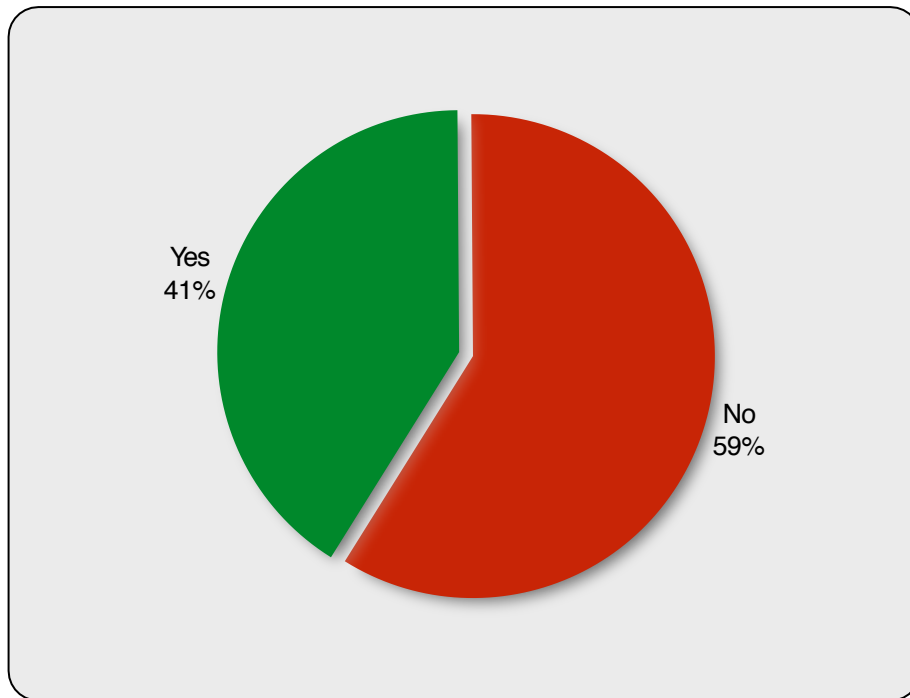
Proportion of Interviews: Obese by Gender

Incidence of the Influenza Vaccination in 2019

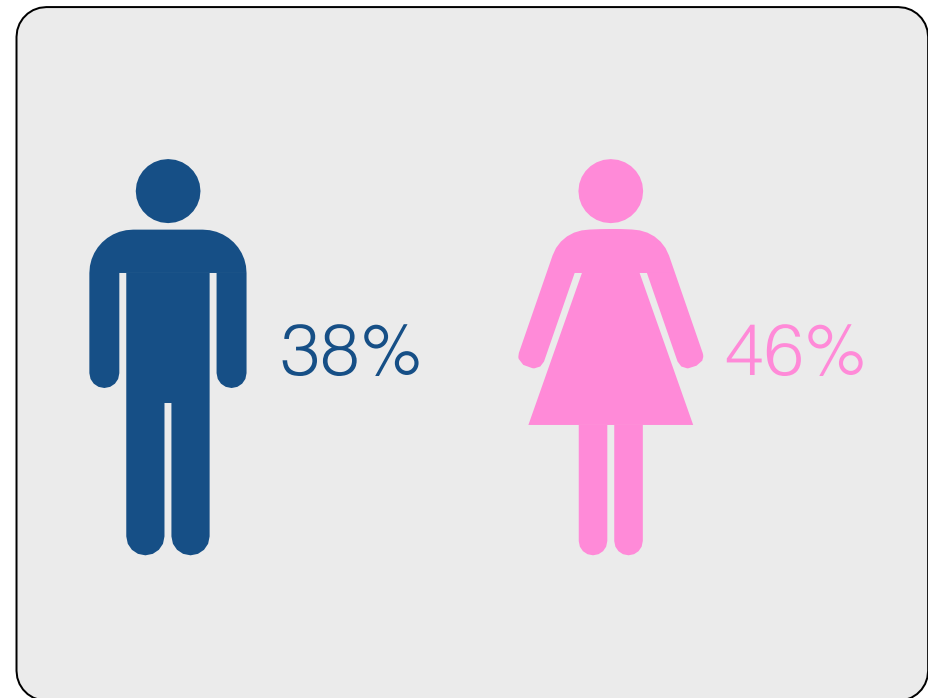
Influenza Vaccination in 2019

Q1. Did you get an influenza vaccination in 2019?

- The overall results to the question, as illustrated in the below left chart, were:
 - 41% of the adult population answered “Yes”
 - 59% of the adult population answered “No”
- The percentage of males and females of the adult population who had an influenza vaccination in 2019 is illustrated in the below right graphic, where:
 - 38% of the male adult population answered “Yes”
 - 46% of the female adult population answered “Yes”



Had an Influenza Vaccination in 2019

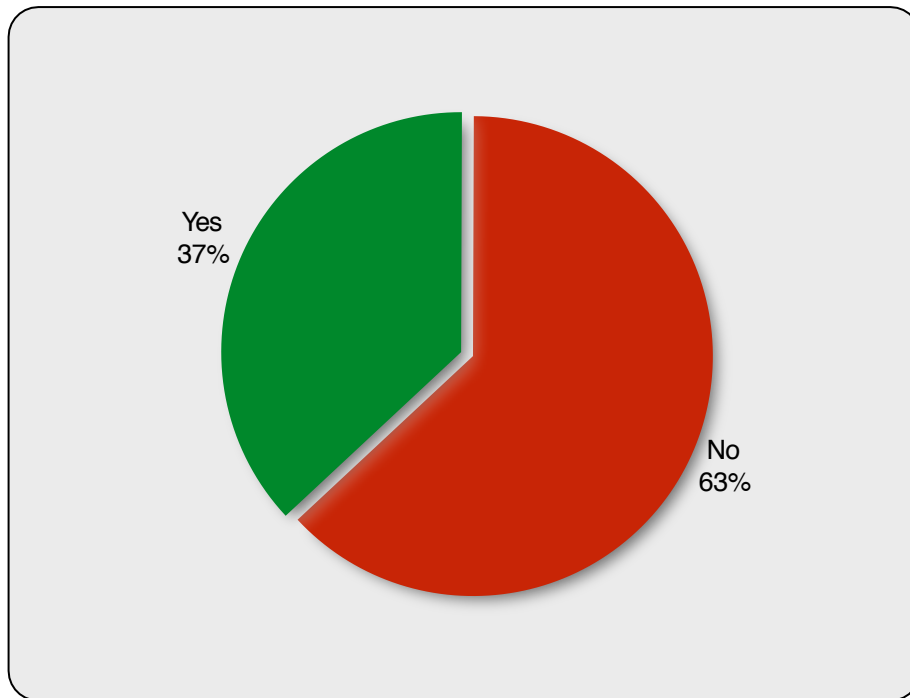


Had an Influenza Vaccination in 2019: Male vs Female

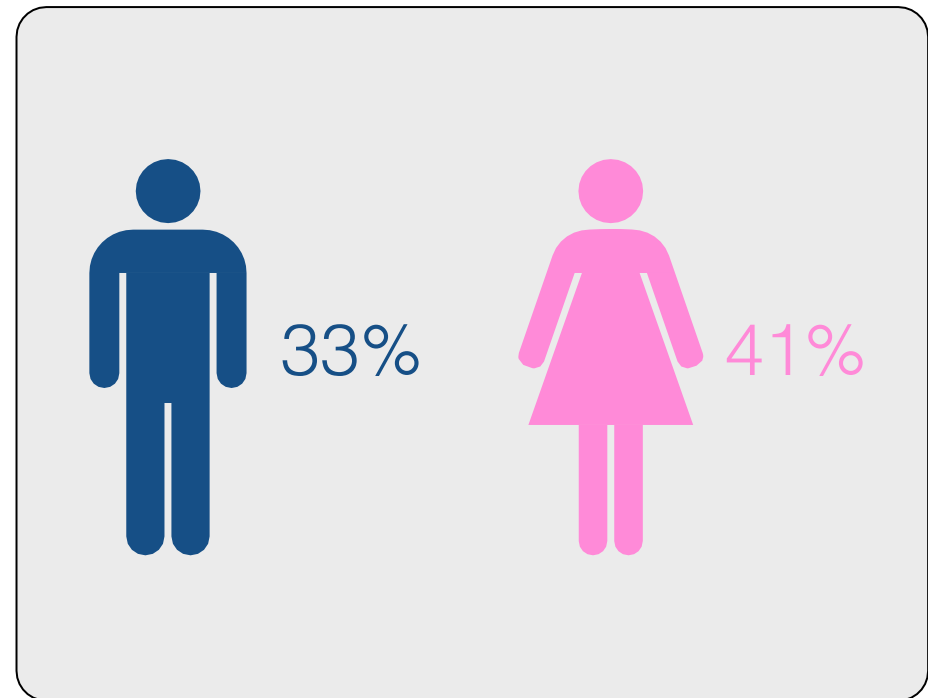
Influenza Vaccination in 2019

Obese adult population who had an influenza vaccination in 2019

- The overall results to the question, as illustrated in the below left chart, were:
 - 37% of the obese adult population answered “Yes”
 - 63% of the obese adult population answered “No”
- The percentage of obese males and females of the adult population who had an influenza vaccination in 2019 is illustrated in the below right graphic, where:
 - 33% of the male adult population answered “Yes”
 - 41% of the female adult population answered “Yes”



Obese Population Who Had an Influenza Vaccination in 2019

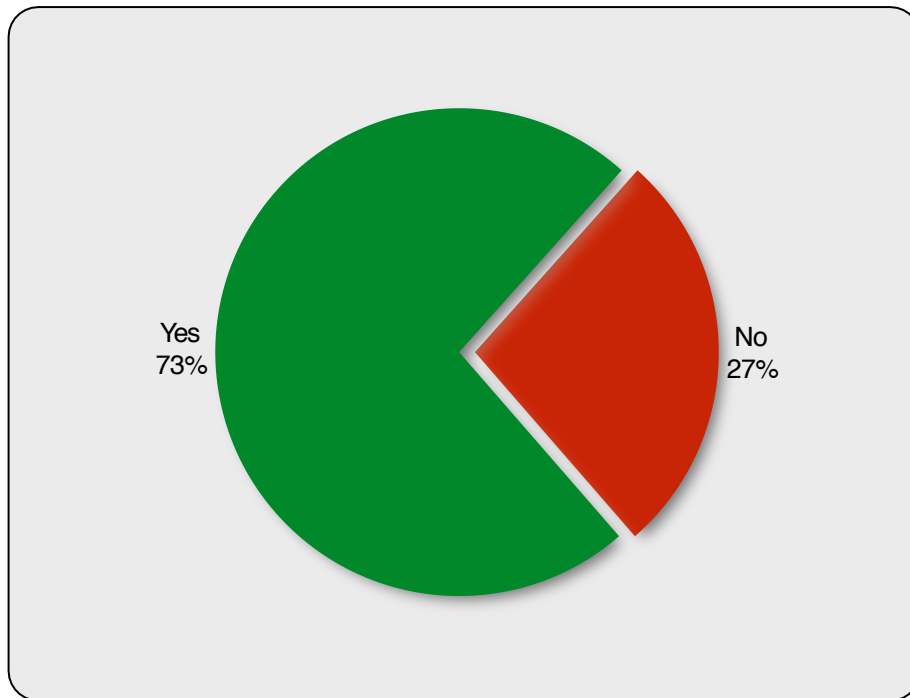


Had an Influenza Vaccination in 2019: Obese Male vs Female

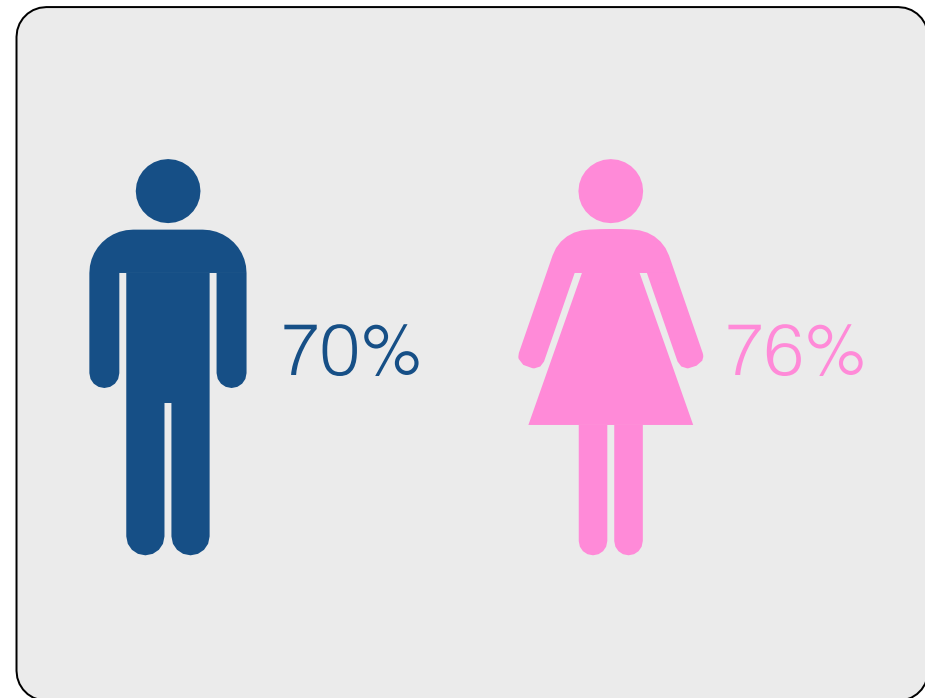
Influenza Vaccination in 2019

Population aged 65+ who had an influenza vaccination in 2019

- The overall results to the question, as illustrated in the below left chart, were:
 - 73% of the adult population aged 65+ answered "Yes"
 - 27% of the adult population aged 65+ answered "No"
- The percentage of males and females of the adult population aged 65+ who had an influenza vaccination in 2019 is illustrated in the below right graphic, where:
 - 70% of the male adult population aged 65+ answered "Yes"
 - 76% of the female adult population aged 65+ answered "Yes"



65+ Population Who Had an Influenza Vaccination in 2019

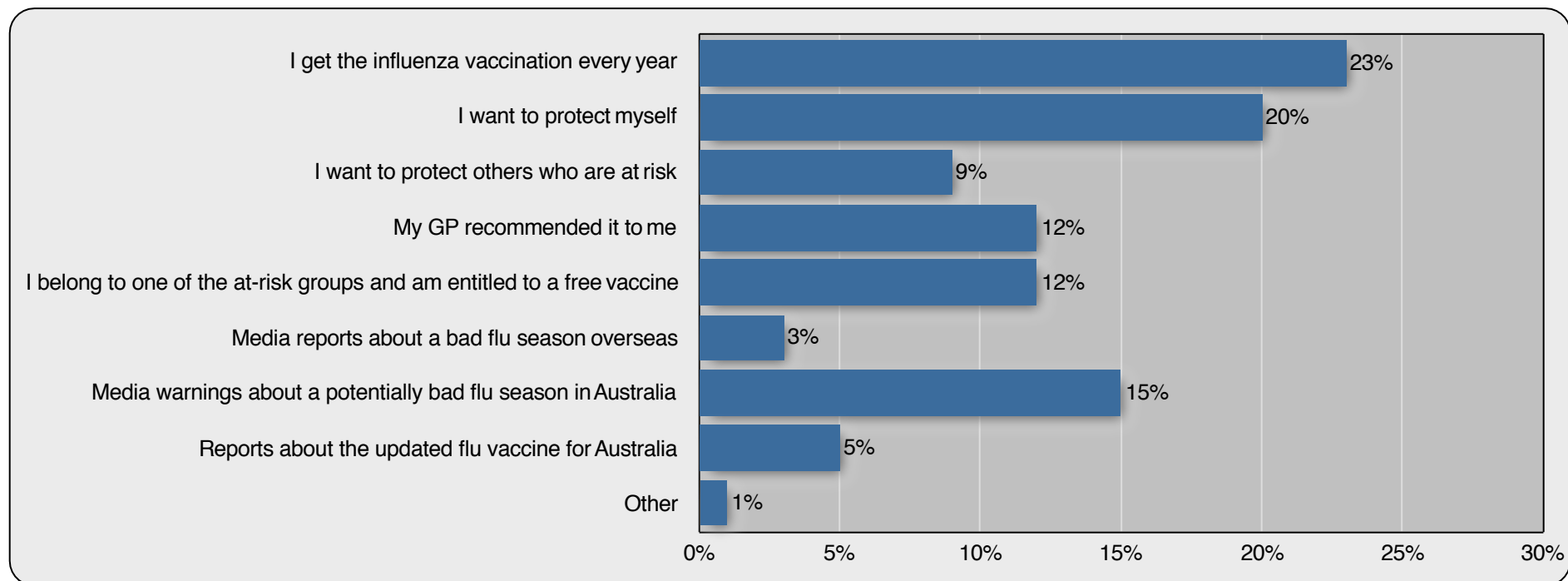


Had an Influenza Vaccination in 2019: 65+ Male vs Female

Reasons for vaccination 2019

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

- The overall results to the question, as illustrated in the chart below, were:
 - The most common response was “I get the influenza vaccination every year” by 23% of the adult population
 - “I want to protect myself” was the second most common response by 20%
 - “Media warnings about a potentially bad flu season in Australia” the third next most common amongst 15%
 - “My GP recommended it to me” was the next most common response by 12% along with “I belong to one of the at-risk groups and am entitled to a free vaccine” amongst 12%
 - “I want to protect others who are at risk” the next most common response amongst 9%

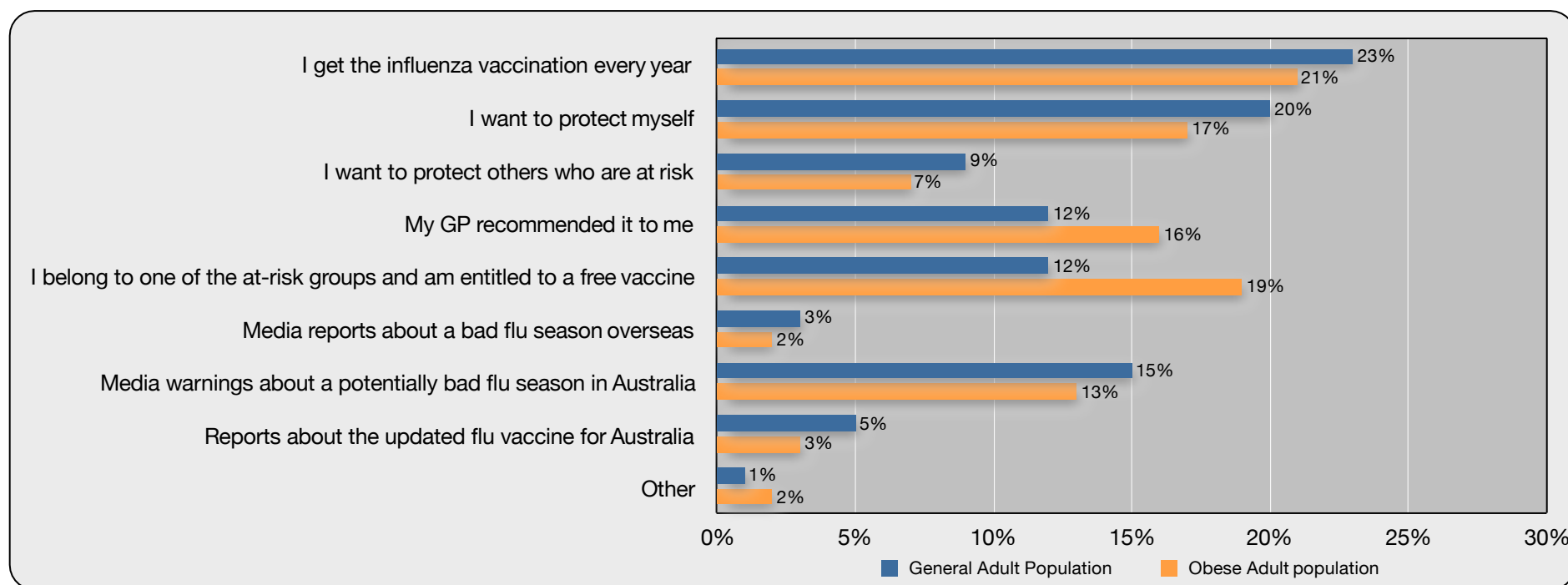


Main Reasons for Getting Influenza Vaccination in 2019

Reasons for vaccination 2019

Obese adult population main reasons for getting an influenza vaccination

- The overall results to the question from the adult population, in addition to those from the obese adult population are illustrated in the chart below, where the main differences were found to be:
 - “I belong to one of the at-risk groups and am entitled to a free vaccine” was 7% higher amongst obese adults
 - “My GP recommended it to me” was 4% higher amongst obese adults
 - “I want to protect myself” was 3% lower amongst obese adults

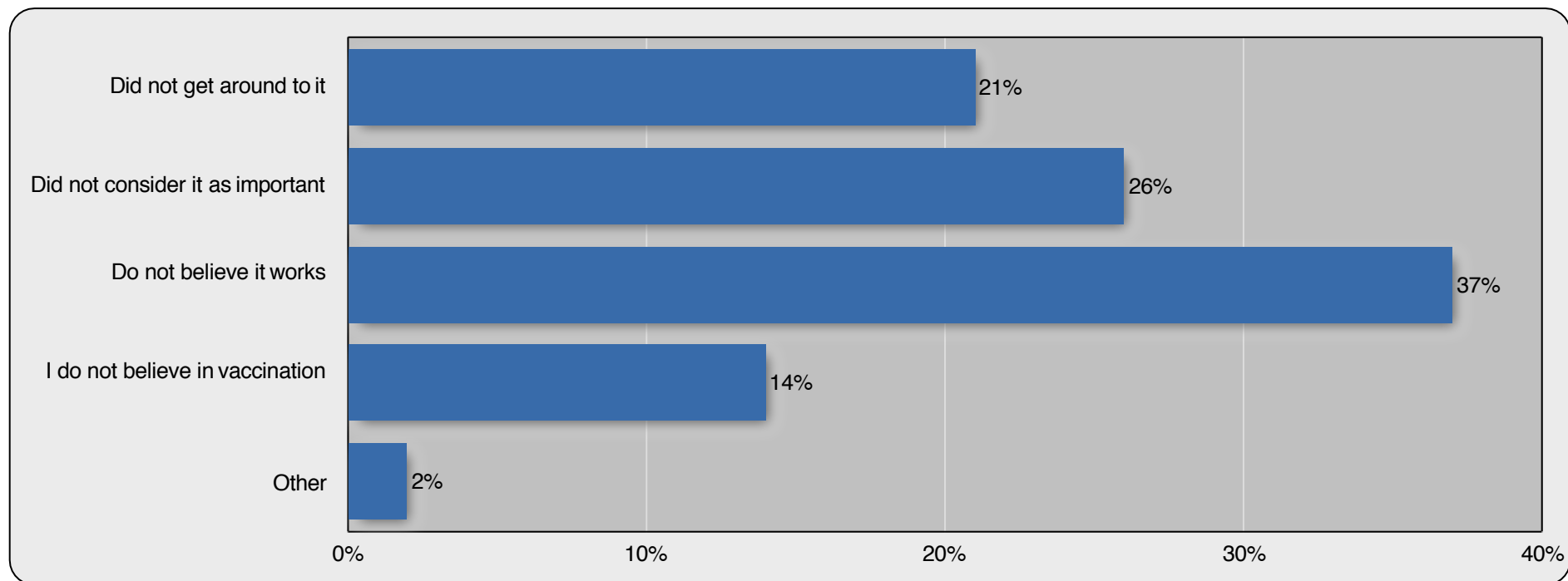


Main Reasons for Getting Influenza Vaccination in 2019: General Adult Population vs Obese Adult Population

Reasons not getting vaccination

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

- The overall results to the question, as illustrated in the chart below, were:
 - The most common response, amongst 37% of the adult population was “Do not believe it works”
 - The second most common response was “Did not consider it as important” amongst 26% of the adult population
 - “Did not get around to it” was the third most common response amongst 21% of the adult population
 - “I do not believe in vaccination” was the fourth common response amongst 14% of the adult population
 - 2% responded with “other” stating a different reason

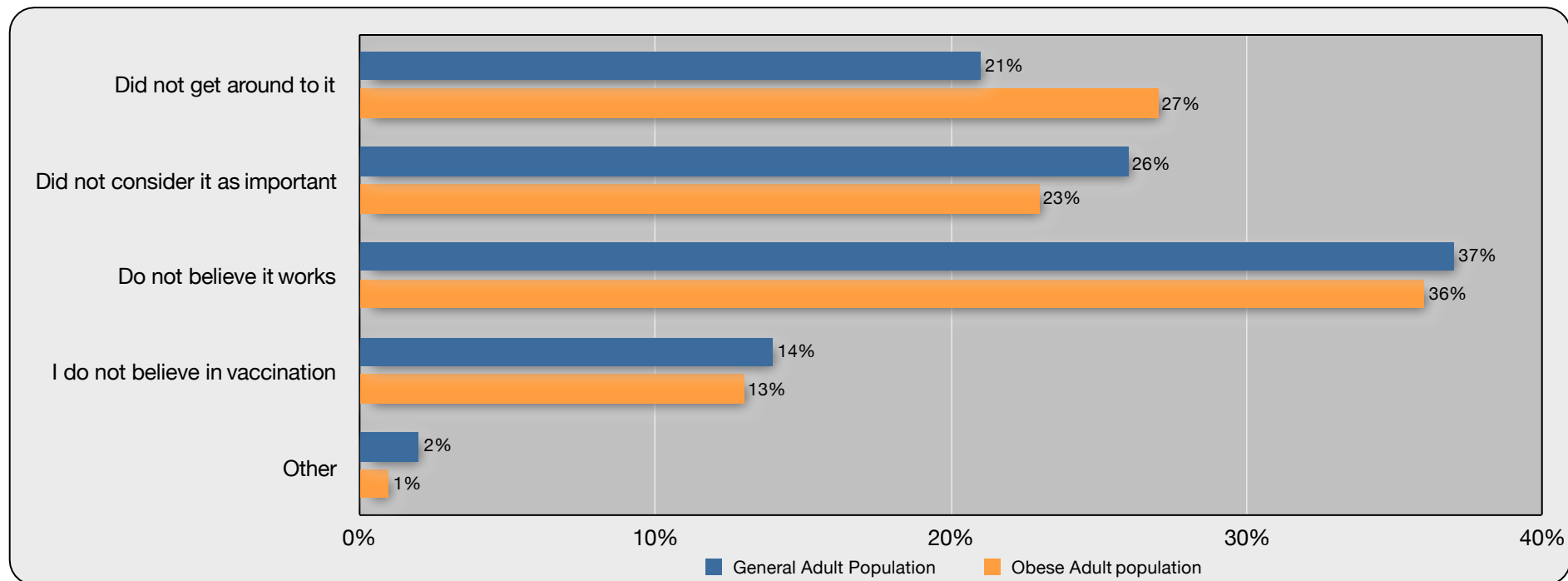


Main Reasons for Not Getting Influenza Vaccination in 2019

Reasons not getting vaccination

Obese adult population main reasons for not getting an influenza vaccination in 2019

- The overall results to the question from the adult population, in addition to those from the obese adult population are illustrated in the chart below, where the main differences were found to be:
 - “Did not get around to it” was 6% higher amongst obese adults
 - “Did not consider it as important” was 3% lower amongst obese adults



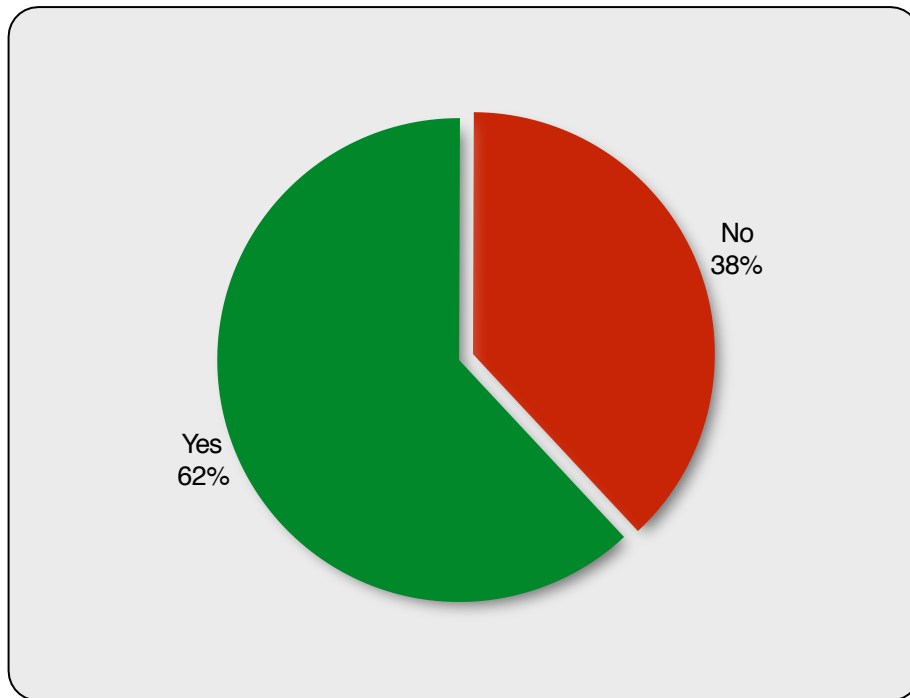
Main Reasons for Not Getting Influenza Vaccination in 2019: General Adult Population vs Obese Adult Population

Intention of Having Influenza Vaccination in 2020

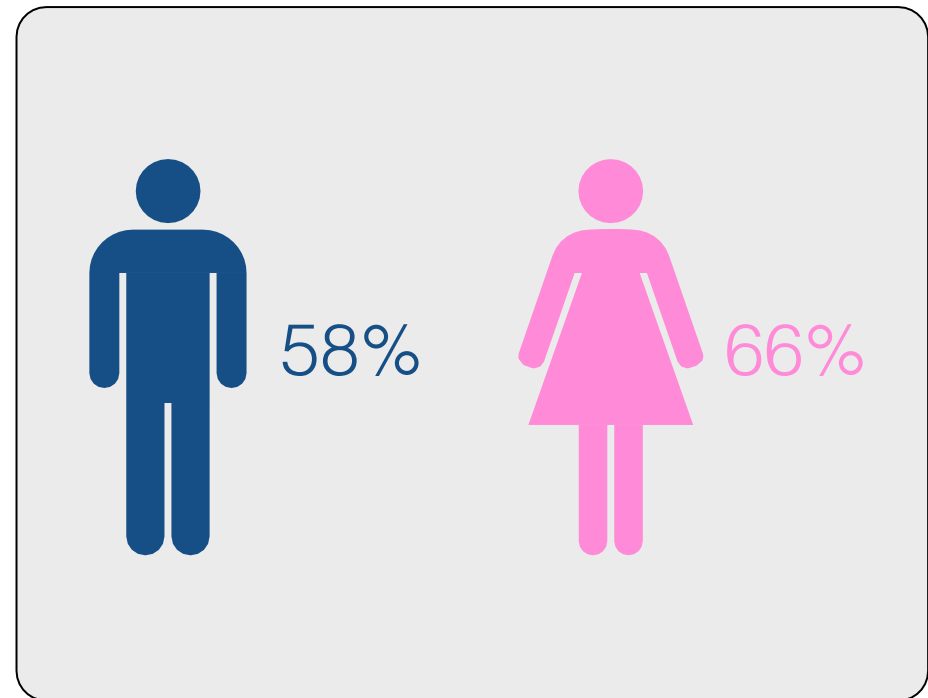
Intention to get flu shot in 2020

Q4. Do you intend to get a flu shot this year?

- The overall results to the question, as illustrated in the chart below, were:
 - 62% of the adult population answered “Yes”
 - 38% of the population answered “No”
- The percentage of males and females of the adult population who intend to get an influenza vaccination in 2020 is illustrated in the below right graphic, where:
 - 58% of the male adult population answered “Yes”
 - 66% of the female adult population answered “Yes”



Intention to Get Influenza Vaccination in 2020

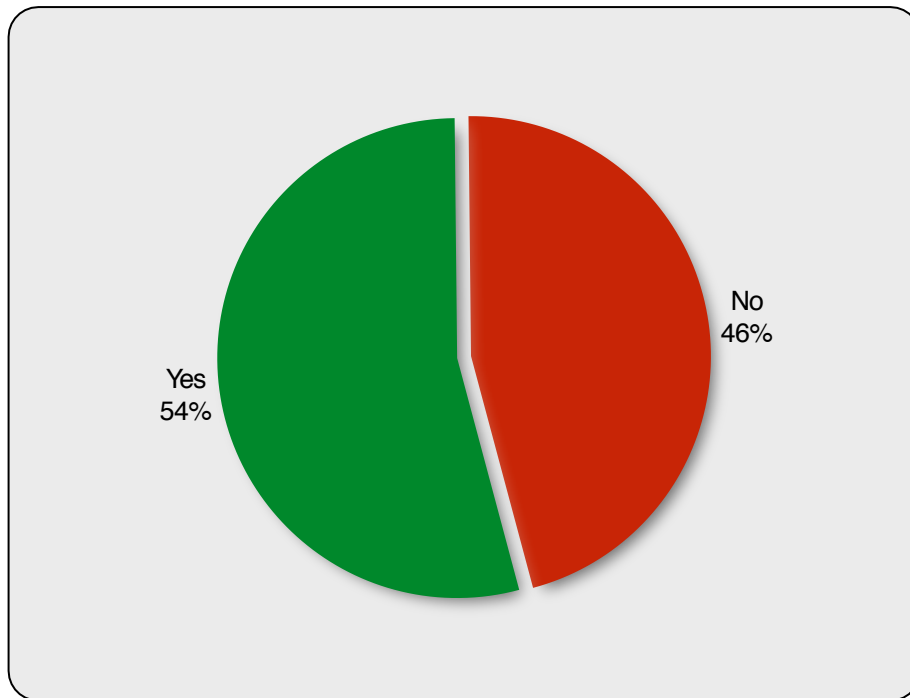


Intention to Get Influenza Vaccination in 2020: Male vs Female

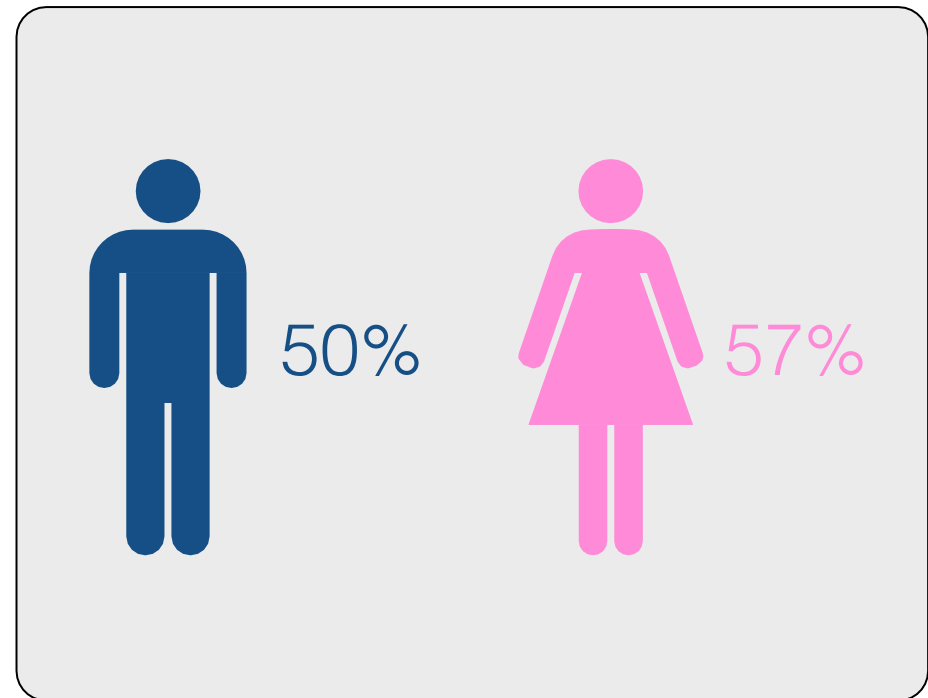
Intention to get flu shot in 2020

Obese adult population who intend to get an influenza vaccination in 2020

- The overall results to the question, as illustrated in the below left chart, were:
 - 54% of the obese adult population answered “Yes”
 - 46% of the obese adult population answered “No”
- The percentage of obese males and females of the adult population who intend to get an influenza vaccination in 2020 is illustrated in the below right graphic, where:
 - 59% of the male adult population answered “Yes”
 - 57% of the female adult population answered “Yes”



Obese Population Intention to Get Influenza Vaccination in 2020

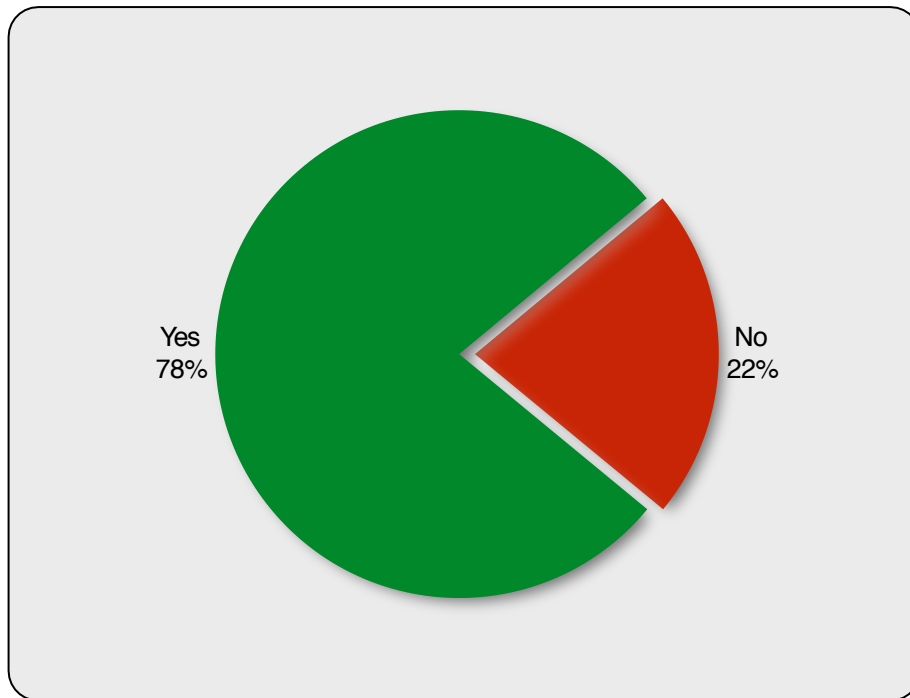


Intention to Get Influenza Vaccination in 2020: Obese Male vs Female

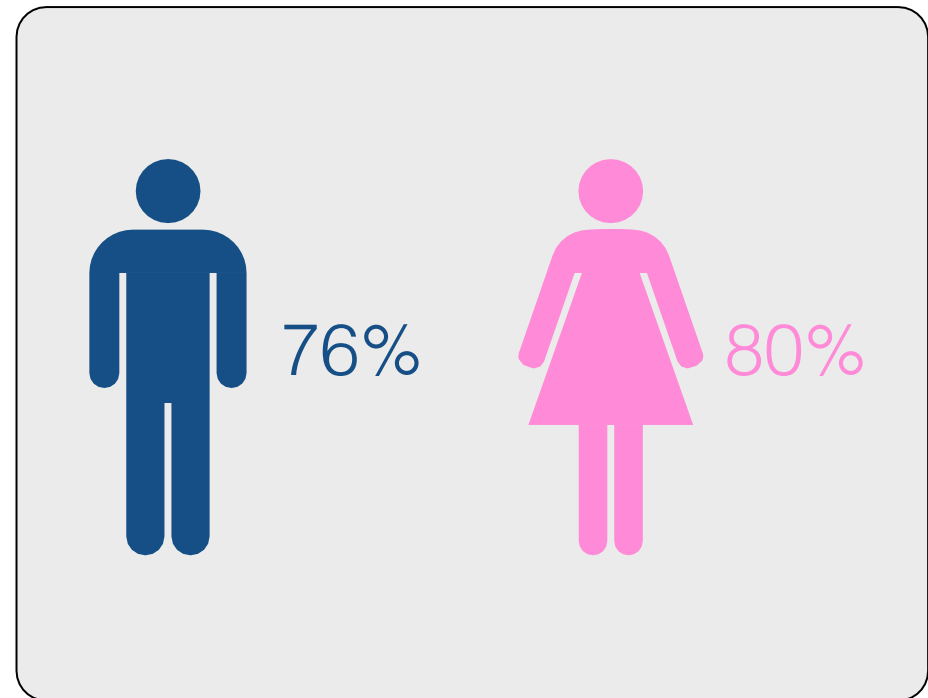
Intention to get flu shot in 2020

Population aged 65+ who intend to get an influenza vaccination in 2020

- The overall results to the question, as illustrated in the below left chart, were:
 - 78% of the adult population aged 65+ answered "Yes"
 - 22% of the adult population aged 65+ answered "No"
- The percentage of males and females of the adult population aged 65+ who intend to get an influenza vaccination in 2020 is illustrated in the below right graphic, where:
 - 76% of the male adult population aged 65+ answered "Yes"
 - 80% of the female adult population aged 65+ answered "Yes"



65+ Population Intention to Get Influenza Vaccination in 2020

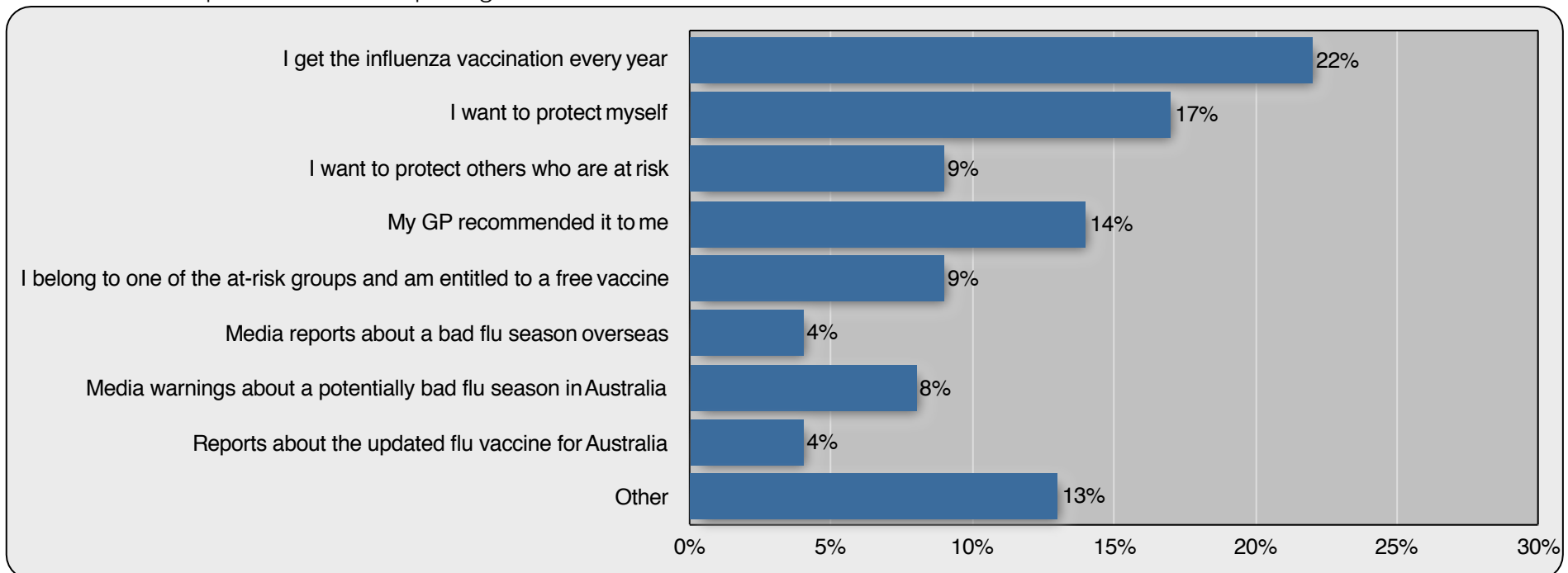


Intention to Get Influenza Vaccination in 2020: 65+ Male vs Female

Reasons for vaccination 2020

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

- The overall results to the question, as illustrated in the chart below, were:
 - The most common response was “I get a flu shot every year” by 22% of the adult population
 - “I want to protect myself” was the second most common response by 17%
 - “My GP recommended it to me” was the third most common response by 14%
 - “Other” was the fourth most common response by 13%
 - “I want to protect others who are at risk” and “I belong to an at-risk group, am entitled to a free vaccine” were the equal fifth most common responses each comprising 9%

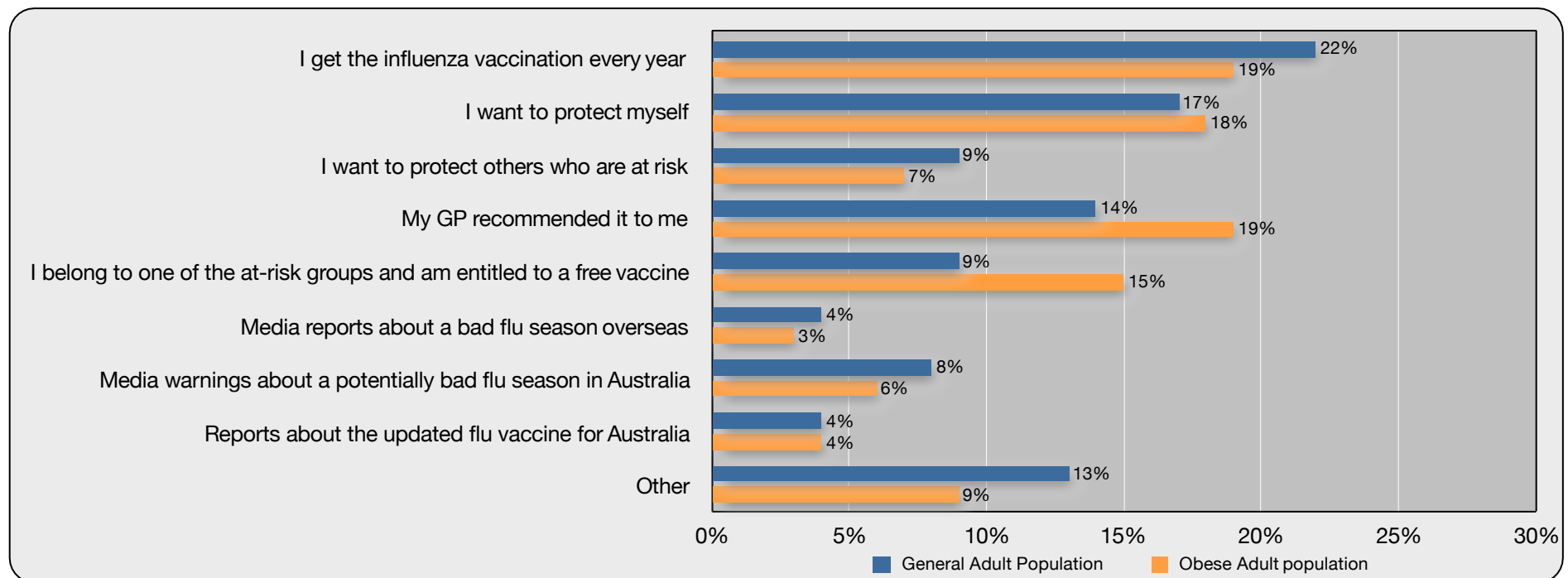


Main Reasons for Getting Influenza Vaccination in 2020

Reasons for vaccination 2020

Obese adult population main reasons for getting an influenza vaccination

- The overall results to the question from the adult population, in addition to those from the obese adult population are illustrated in the chart below, where the main differences were found to be:
 - “I belong to one of the at-risk groups and am entitled to a free vaccine” was 6% higher amongst obese adults
 - “My GP recommended it to me” was 5% higher amongst obese adults
 - “Other” reasons were 4% lower amongst obese adults
 - “I get the influenza vaccination every year” was 3% lower amongst obese adults

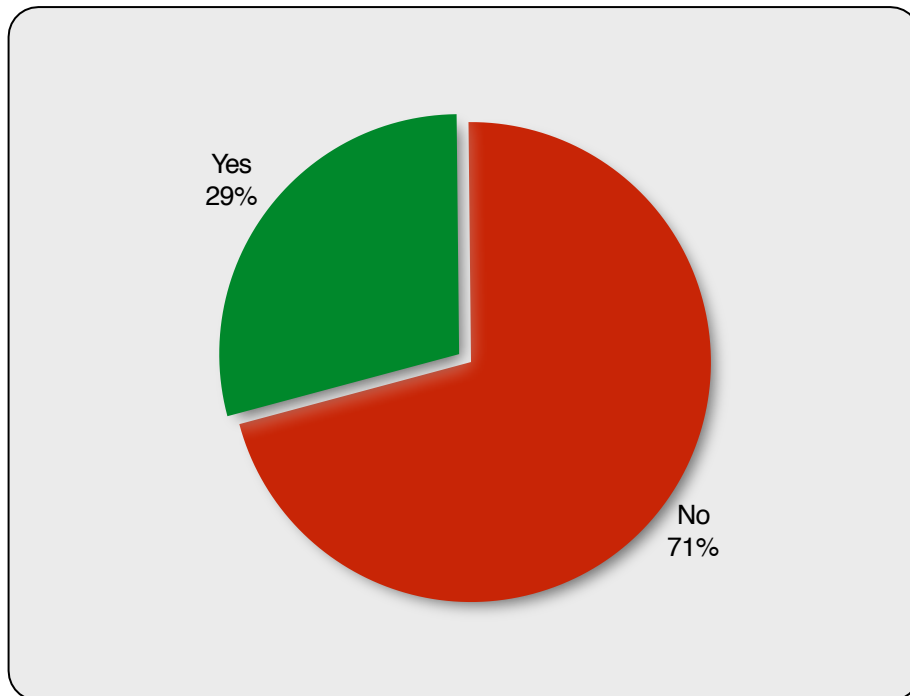


Main Reasons for Getting Influenza Vaccination in 2020: General Adult Population vs Obese Adult Population

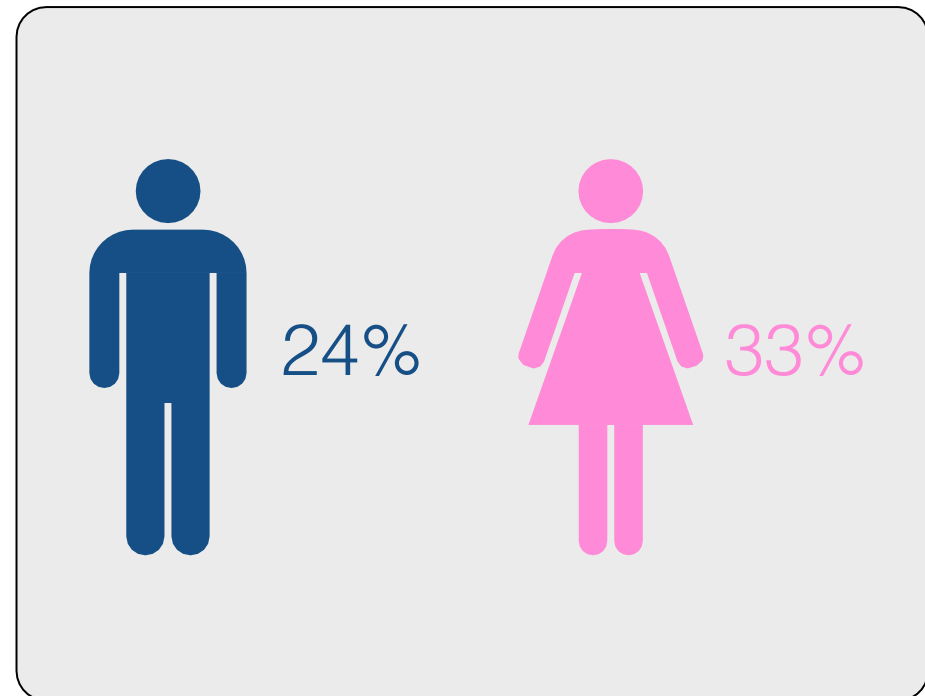
Coronavirus & vaccination in 2020

Q6. Does the coronavirus (COVID19) outbreak increase your intention to get an influenza vaccination this year?

- The overall results to the question, as illustrated in the below left chart below, were:
 - 29% of the adult population answered “Yes”
 - 71% of the population answered “No”
- The percentage of males and females of the adult population who have increased intention to get an influenza vaccination in 2020 due to Coronavirus is illustrated in the below right graphic, where:
 - 24% of the male adult population answered “Yes” and 33% of the female adult population answered “Yes”



Coronavirus & Increased Intention to Get Influenza Vaccination

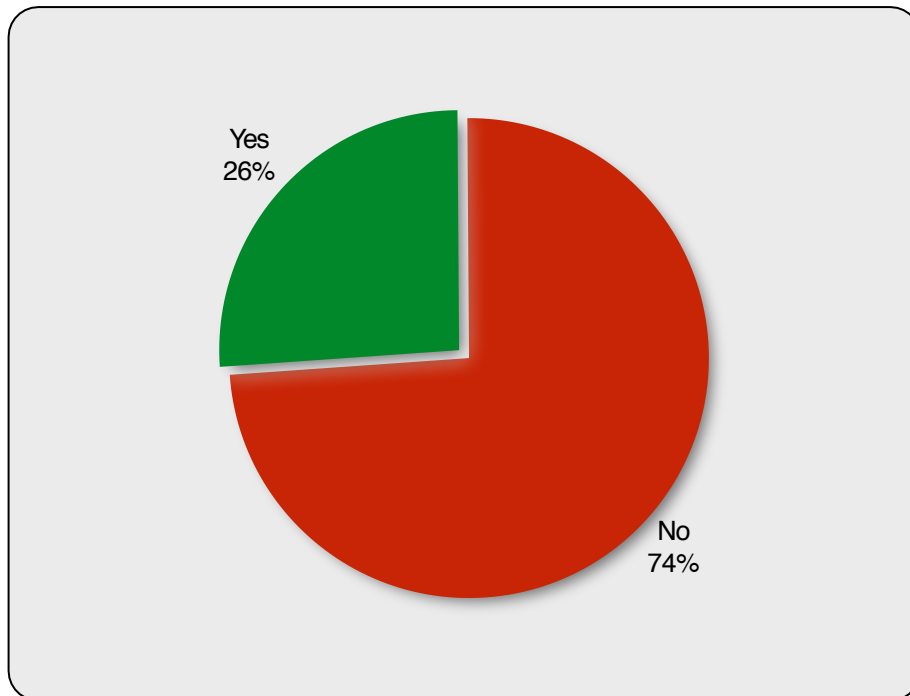


Coronavirus & Increased Intention to Get Influenza Vaccination: Male vs Female

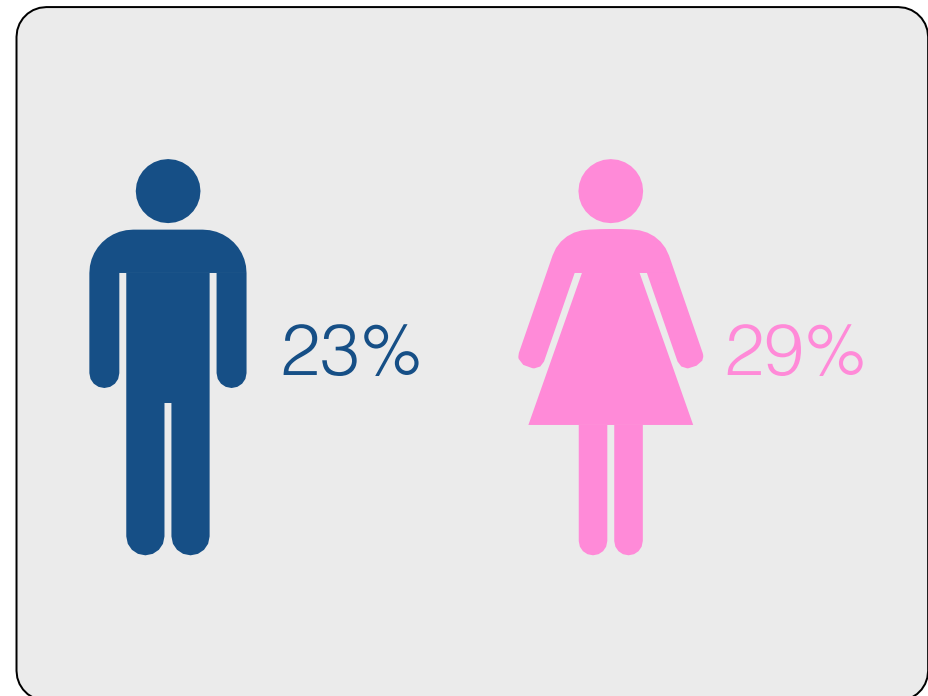
Coronavirus & vaccination in 2020

Obese adult population and increased intention to get influenza vaccination due to Coronavirus

- The overall results to the question, as illustrated in the below left chart, were:
 - 26% of the obese adult population answered “Yes”
 - 74% of the obese adult population answered “No”
- The percentage of obese males and females of the adult population who have increased intention to get an influenza vaccination due to coronavirus is illustrated in the below right graphic, where:
 - 23% of the male adult population answered “Yes”
 - 29% of the female adult population answered “Yes”



Obese Population: Coronavirus & Increased Intention to Get Influenza Vaccination

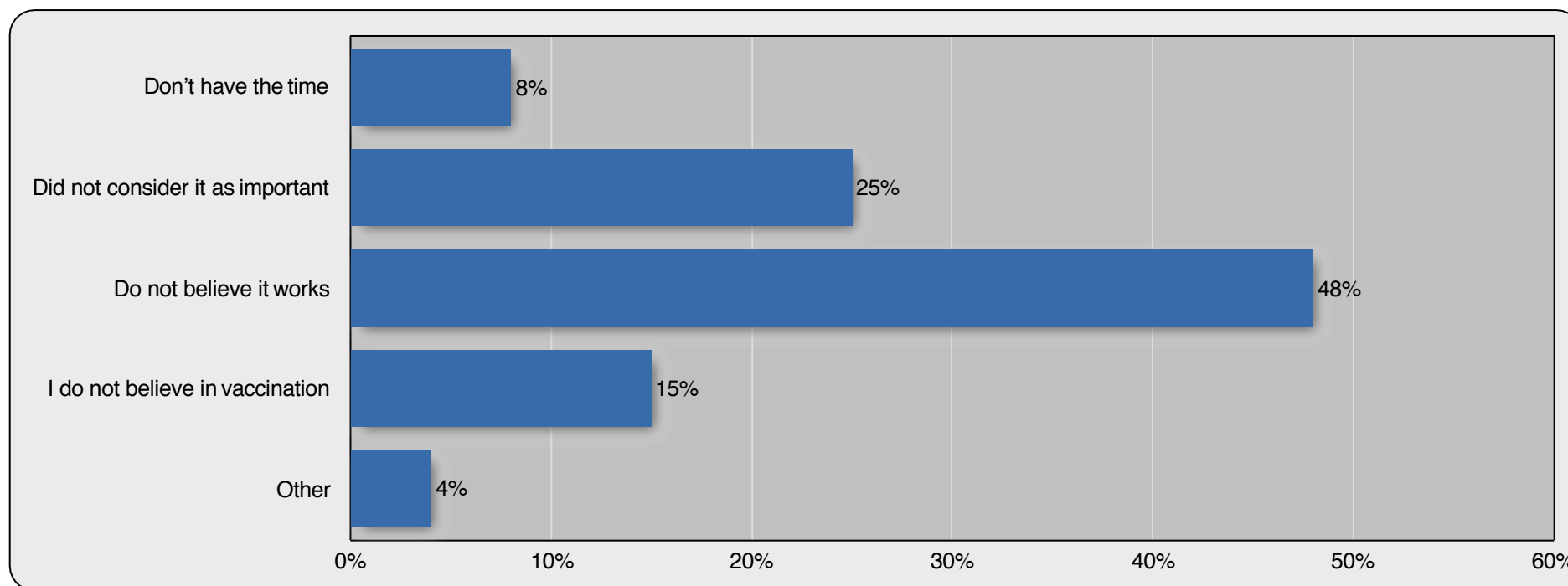


Coronavirus & Increased Intention to Get Vaccination: Obese Male vs Female

Reasons for no vaccination 2020

Q7. What is your main reason for not intending to get a flu shot this year?

- The overall results to the question, as illustrated in the chart below, were:
 - The most common response, amongst 48% of the adult population was “Do not believe it works”
 - The second most common response was “Do not consider it as important” amongst 25% of the adult population
 - “I do not believe in vaccination” was the third most common response amongst 15% of the adult population
 - “Don't have the time” was the fourth most common response amongst 8% of the adult population
 - 4% responded with “other” stating a different reason

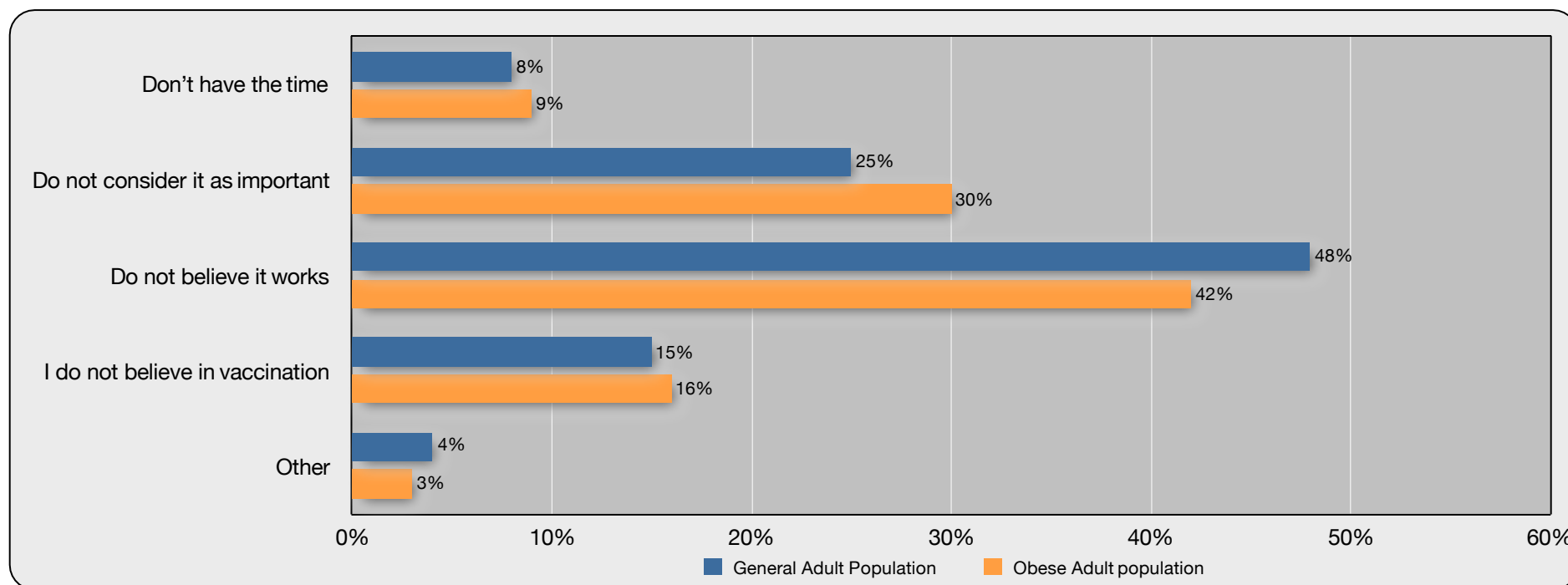


Main Reasons for Not Getting Influenza Vaccination in 2020

Reasons for no vaccination 2020

Obese adult population main reasons for not getting an influenza vaccination in 2020

- The overall results to the question from the adult population, in addition to those from the obese adult population are illustrated in the chart below, where the main differences were found to be:
 - “Do not believe it works” was 6% lower amongst obese adults
 - “Do not consider it as important” was 5% higher amongst obese adults



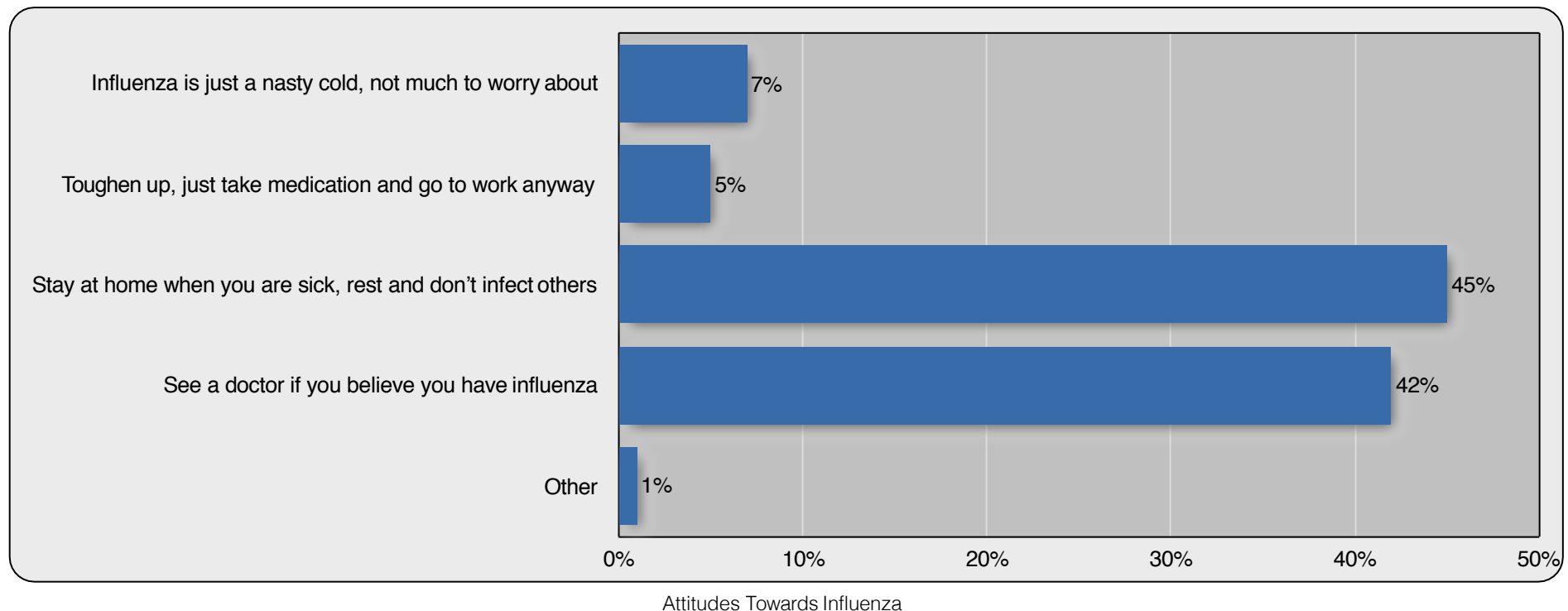
Main Reasons for Not Getting Influenza Vaccination in 2020: General Adult Population vs Obese Adult Population

Attitudes Towards Influenza

Attitudes towards influenza

Q9. What is your attitude towards influenza?

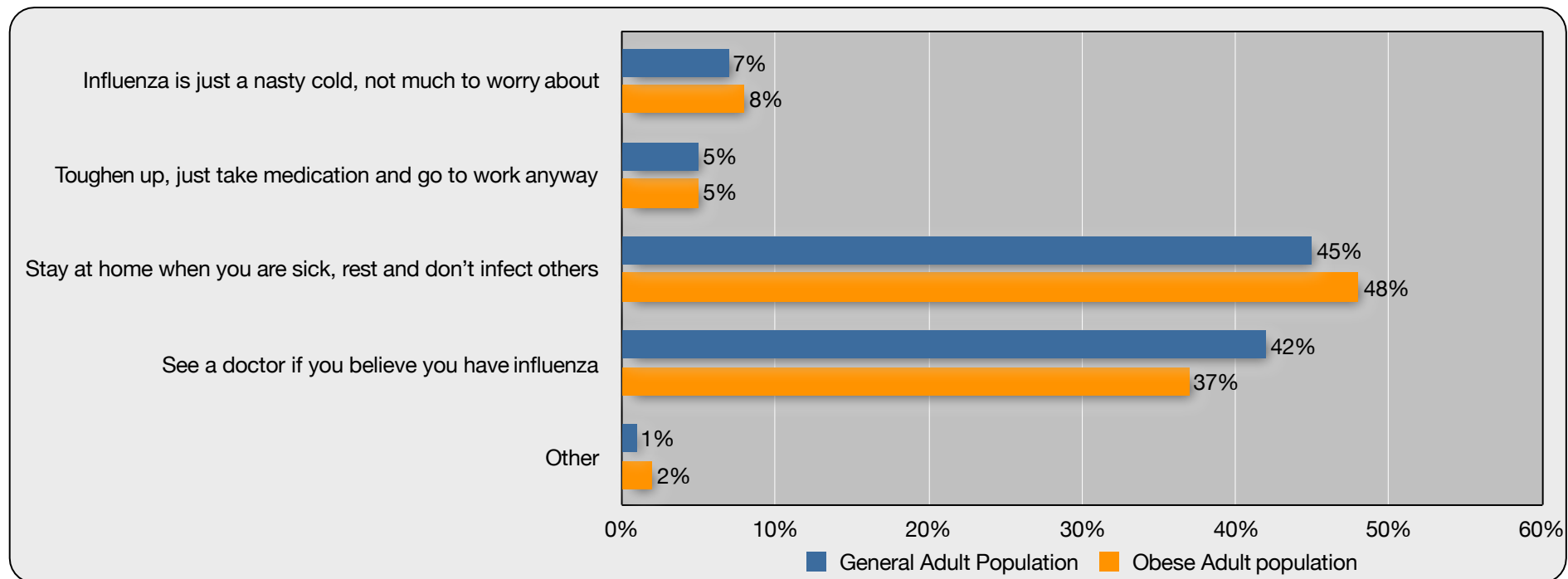
- The overall results to the question, as illustrated in the chart below, were:
 - The most common response was “Stay at home when you are sick, rest and don’t infect others” by 45% of the adult population
 - “See a doctor if you believe you have influenza” was the second most common response by 42%
 - The third most common response was “Toughen up, just take medication and go to work anyway” by 7%
 - “Influenza is just a nasty cold, not much to worry about” was the fourth most common response by 7%
 - 1% of the adult population gave an “other” response



Attitudes towards influenza

Obese adult population attitudes towards influenza

- The overall results to the question from the adult population, in addition to those from the obese adult population are illustrated in the chart below, where the main differences were found to be:
 - “See a doctor if you believe you have influenza” was 5% lower amongst obese adults
 - “Stay at home when you are sick, rest and don’t infect others” was 3% higher amongst obese adults
 - “Influenza is just a nasty cold, not much to worry about”, was 1% higher amongst obese adults



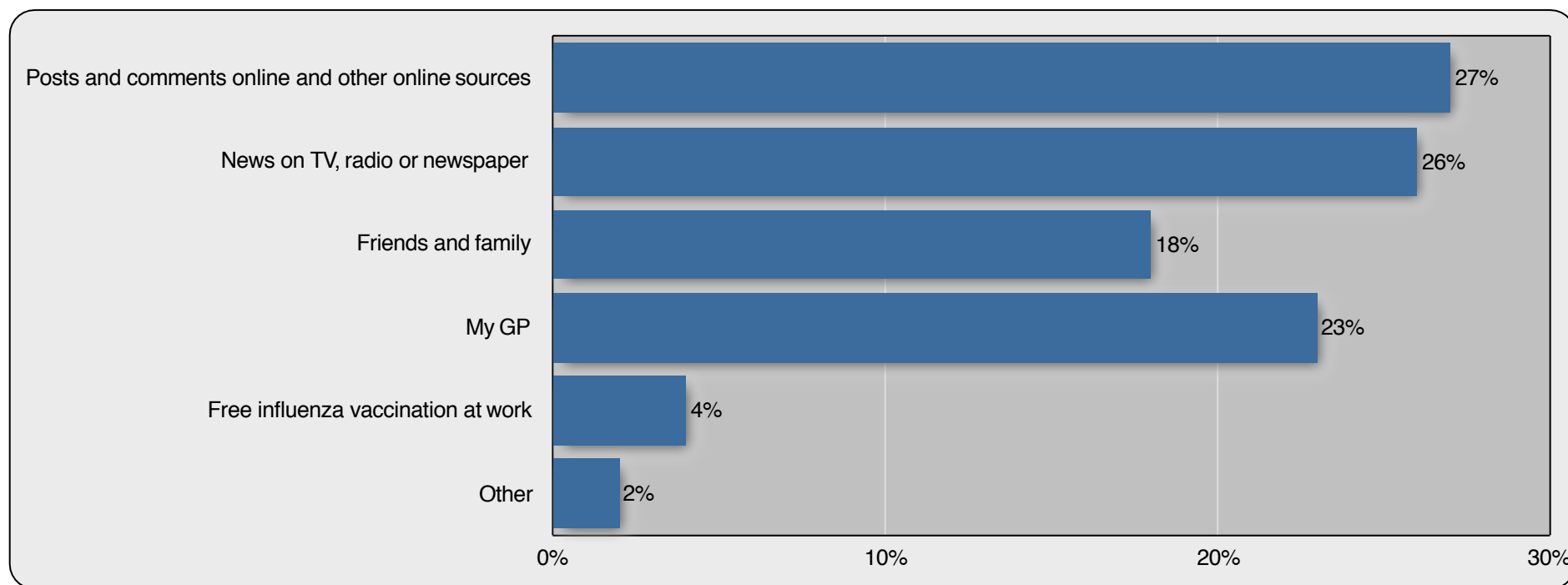
Obese Adult Population Attitudes Towards Influenza

Influences Towards Having the Influenza Vaccination

Influencers of having vaccination

Q10. Who, or what, influences your decision on having an influenza vaccination?

- The overall results to the question, as illustrated in the chart below, were:
 - The most common response, amongst 27% of the adult population was “Posts and comments online and other online sources”
 - The second most common response was “News on TV, radio or newspaper” amongst 26% of the adult population
 - “My GP” was the third most common response amongst 23% of the adult population
 - “Family and friends” was the fourth most common response amongst 18% of the adult population
 - 4% responded with “Free influenza vaccination at work”
 - 2% responded with “Other” influences

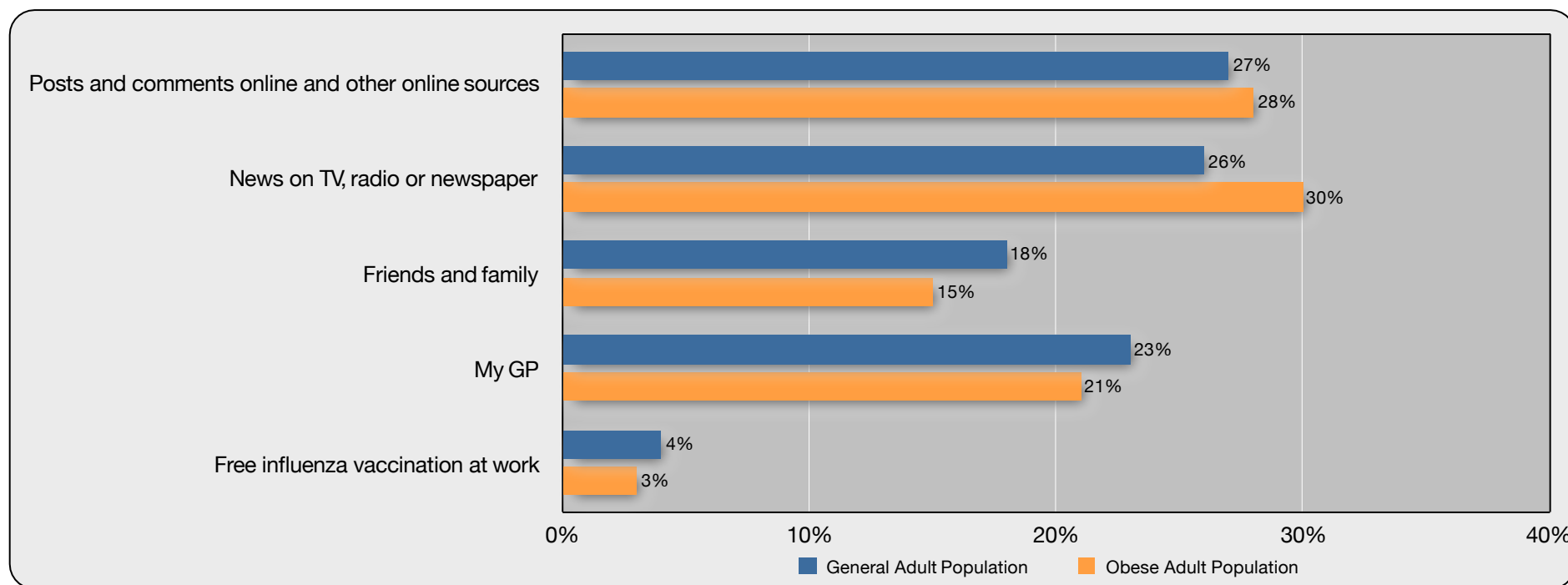


Influencers of Decision on Having Influenza Vaccination

Influencers of having vaccination

Obese adult population influencers on having influenza vaccination

- The overall results to the question from the adult population, in addition to those from the obese adult population are illustrated in the chart below, where the main differences were found to be:
 - “News on TV, radio or newspaper” was 4% higher amongst obese adults
 - “Friends and family” was 3% lower amongst obese adults
 - “My GP” was 2% lower amongst obese adults



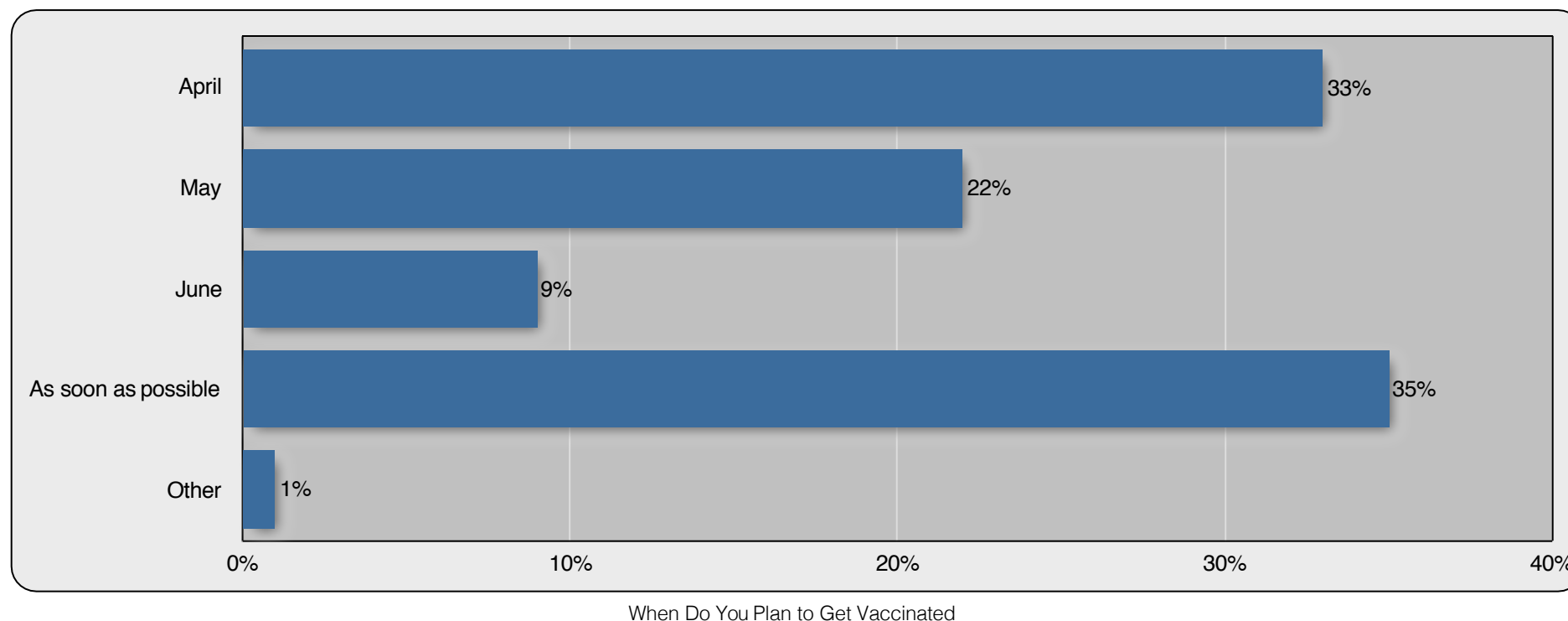
Obese Adult Population Influencers of Decision on Having Influenza Vaccination

When to Have the Influenza Vaccination

When to get vaccinated

Q12. When do you plan to get vaccinated?

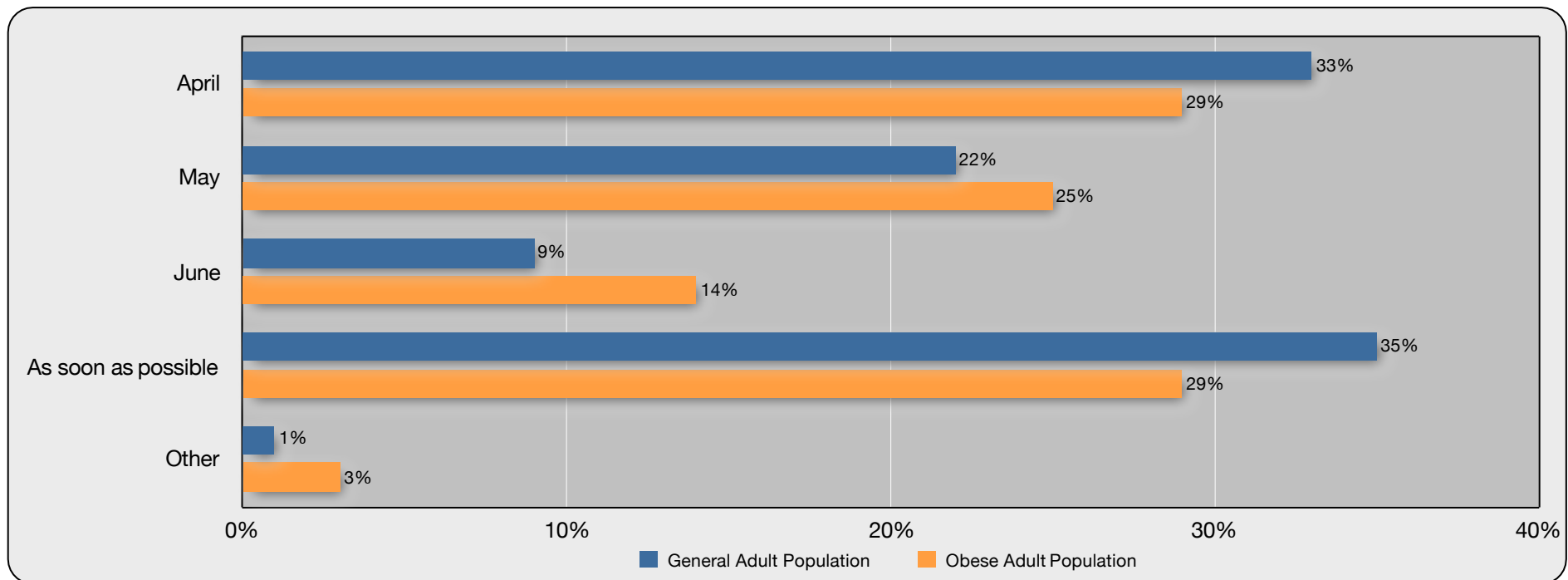
- The overall results to the question, as illustrated in the chart below, were:
 - The most common response was “As soon as possible” by 35% of the adult population
 - “April” was the second most common response by 33%
 - The third most common response was “May” by 22%
 - “June” was the fourth most common response by 9%
 - 1% of the adult population said “Other” and provided their own reason



When to get vaccinated

Obese adult population when want to get influenza vaccination

- The overall results to the question from the adult population, in addition to those from the obese adult population are illustrated in the chart below, where the main differences were found to be:
 - “As soon as possible” was 6% lower amongst obese adults
 - “June” was 5% higher amongst obese adults
 - “April” was 4% lower amongst obese adults
 - “May” was 3% higher amongst obese adults



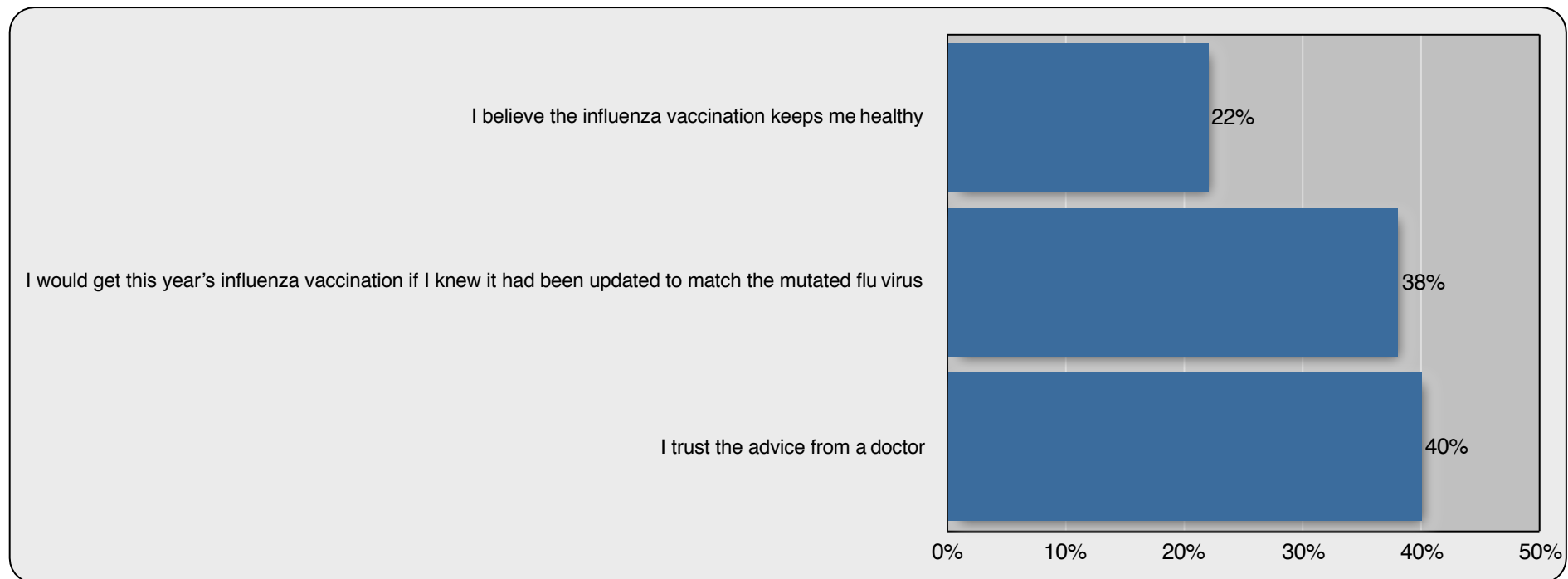
Obese Adult Population When Want to Get Vaccinated

Thoughts on the Influenza Vaccination

Thoughts on influenza vaccination

Q13. What are your thoughts on the influenza vaccination?

- The overall results to the question, as illustrated in the chart below, were:
 - The most common response was “I trust the advice from a doctor” by 40% of the adult population
 - “I would get this year’s influenza vaccination if I knew it had been updated to match the mutated flu virus” was the second most common response by 38%
 - The third most common response was “I believe the influenza vaccination keeps me healthy” by 22%

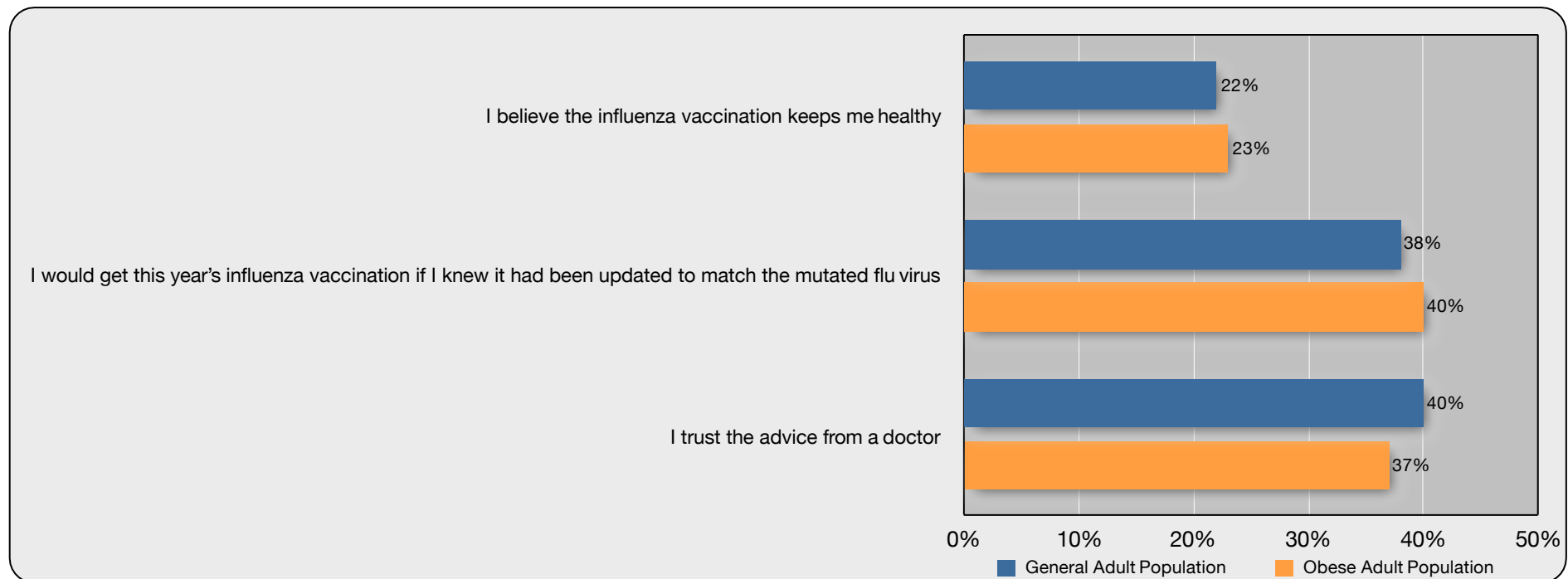


Thoughts on Influenza Vaccination

Thoughts on influenza vaccination

Obese adult population thoughts on influenza vaccination

- The overall results to the question from the adult population, in addition to those from the obese adult population are illustrated in the chart below, where the main differences were found to be:
 - “I trust the advice from a doctor” was 3% lower amongst obese adults
 - “I would get this year’s influenza vaccination if I knew it had been updated to match the mutated flu virus” was 2% higher amongst obese adults
 - “I believe the influenza vaccination keeps me healthy” was 1% higher amongst obese adults



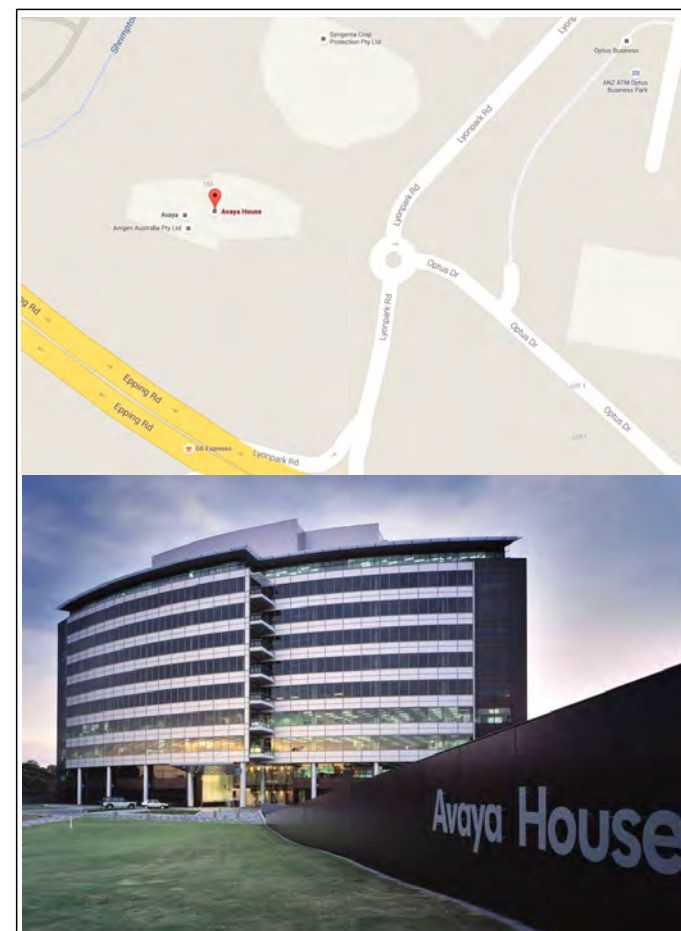
Obese Adult Thoughts on Influenza Vaccination

Acknowledgement



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Location of APMI Partners Australian Office