

Healthcare & Medical Research Study

Pneumococcal Disease

Australians Aged 65+



IMMUNISATION
COALITION



July 2019

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1 Questions

Questions Asked



Questions Included in the Research (Qualitative)

- Have you heard about Pneumococcal Disease?
- Did you ever get a Pneumococcal Disease vaccination?
- What was the main reason for getting vaccinated against Pneumococcal Disease?
- What was the main reason for not getting vaccinated against Pneumococcal Disease?
- Have you been diagnosed with Pneumococcal Disease or any of these illnesses?
- Who or what influences your decision to be vaccinated against Influenza and/or Pneumococcal Disease?

Questions Included in the Research (Quantitative)

- Can you recall ever being vaccinated against Pneumococcal Disease?
- What was the main reason for having Pneumococcal Disease vaccination?
- Have you experienced one of the following?
- Do you belong to an “at risk” group?
- Are you aware that the Pneumococcal Disease vaccine is recommended and free for you if you suffer from one of the “at risk” groups?
- Did you make a conscious decision to not get vaccinated against Pneumococcal Disease?
- Do you know that the Pneumococcal Disease vaccine can be given at the same time as the flu vaccine?
- Do you intend to get an influenza vaccination this year? / Have you had a flushot this year?
- Would you get vaccinated against Pneumococcal Disease if your Doctor recommended it?
- Who or what influences your decision on having an influenza and/or Pneumococcal Disease vaccination?

2 Methodology

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.
- 2,986 respondents participated in the survey, apportioned as:
 - Qualitative research (focus groups): 45
 - Quantitative research (telephone interviews & online survey): 2,941

Methodology

- 4 focus groups, comprising 11-12 respondents in each, undertaken in:
 - Sydney
 - Melbourne
 - Brisbane
 - Perth
- 744 telephone interviews, average of 17 minutes duration, undertaken in all capital cities, main regional cities and a large number of regional and rural towns in all states and territories.
- 2,197 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.

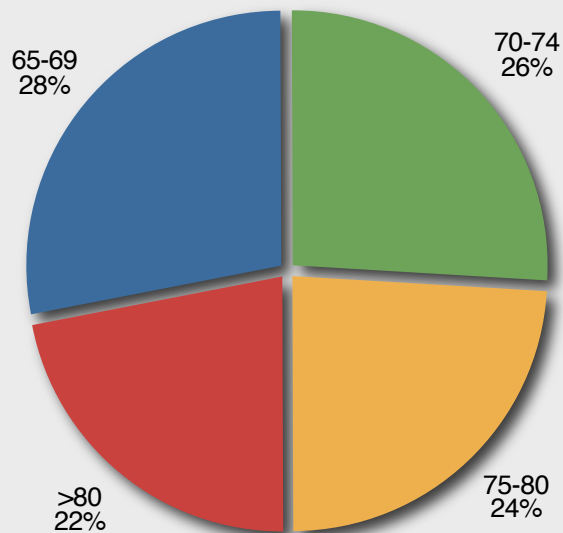
Data Collection

- Focus Groups:
 - 15th July to 19th July
- Telephone & Online Survey:
 - 23rd July to 30th July

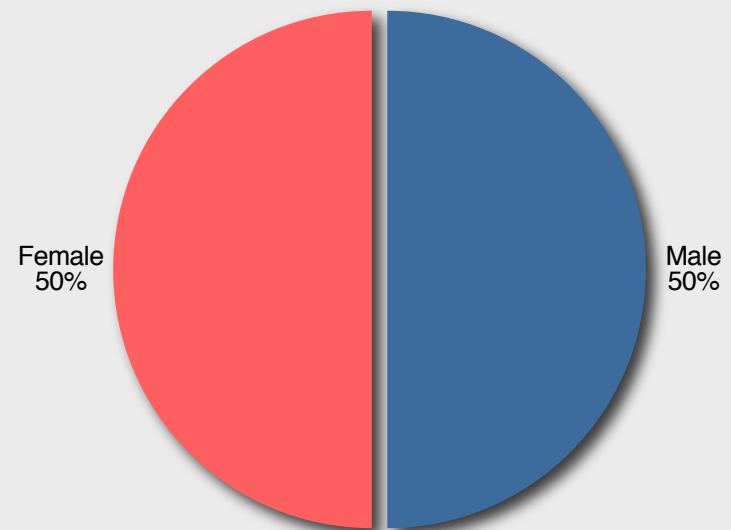
Age & Gender

National Representative Sample

- Interviews undertaken were amongst as close of a representative sample of the Australian population aged 65+ years of age as possible.
- The apportionment of interviews undertaken amongst the age groups used throughout the study are illustrated in the bottom left chart.
- A 50/50 gender apportionment was obtained, though it is not representative of the Australian population, due to the higher incidence of females, as illustrated in the bottom right chart.



Age Range of Sample

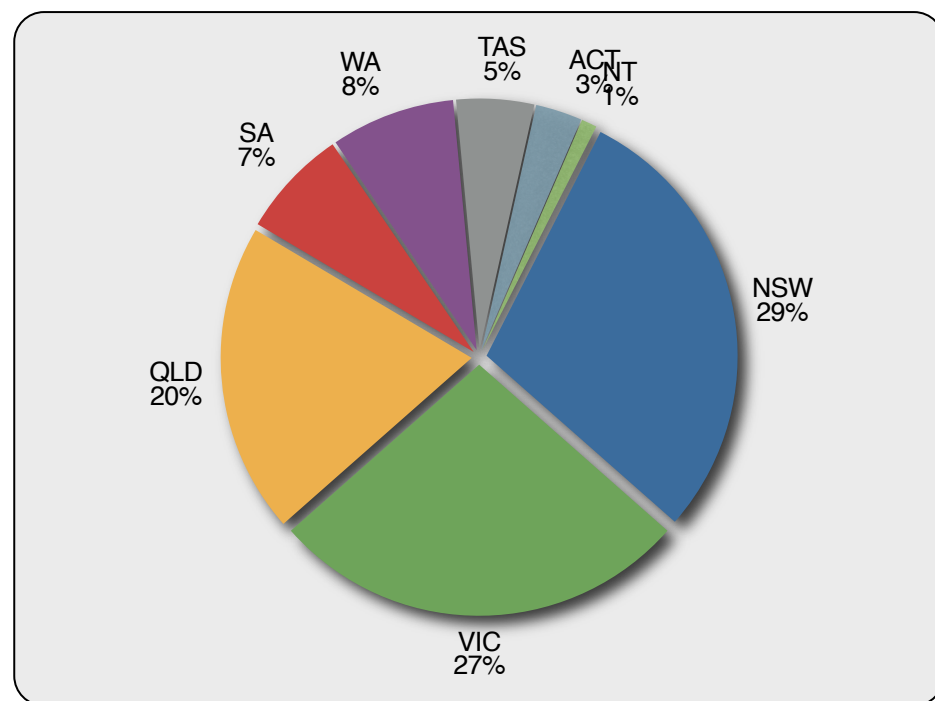


Gender Apportionment of Sample

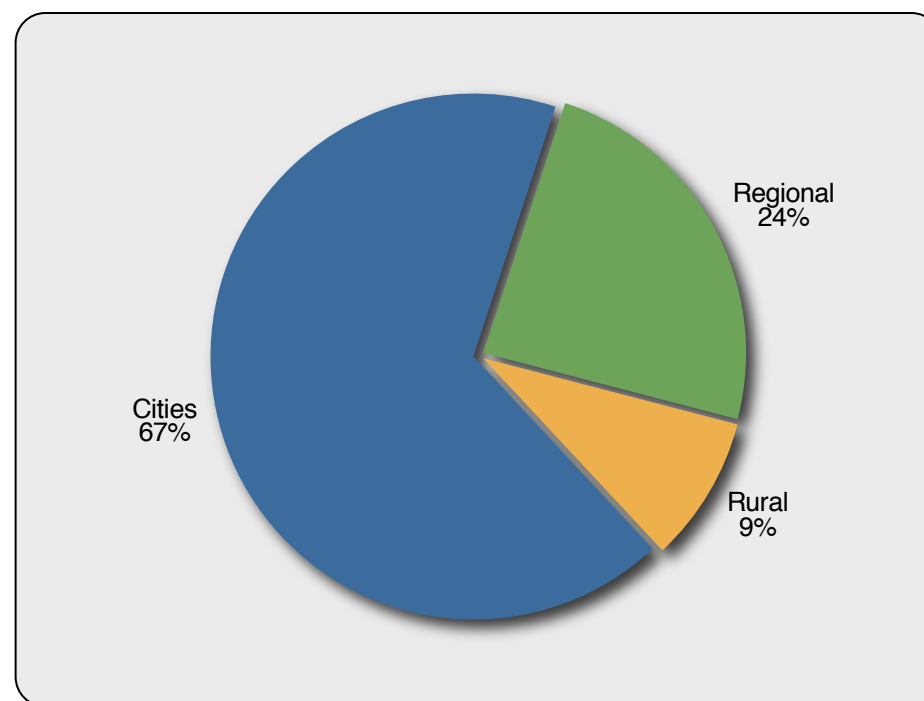
Geographic Coverage

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 amongst all states and territories are illustrated in the bottom left chart.
- The apportionment of interviews undertaken amongst capital cities, regional cities and rural towns and areas are illustrated in the bottom right chart.



State & Territory Apportionment of Sample



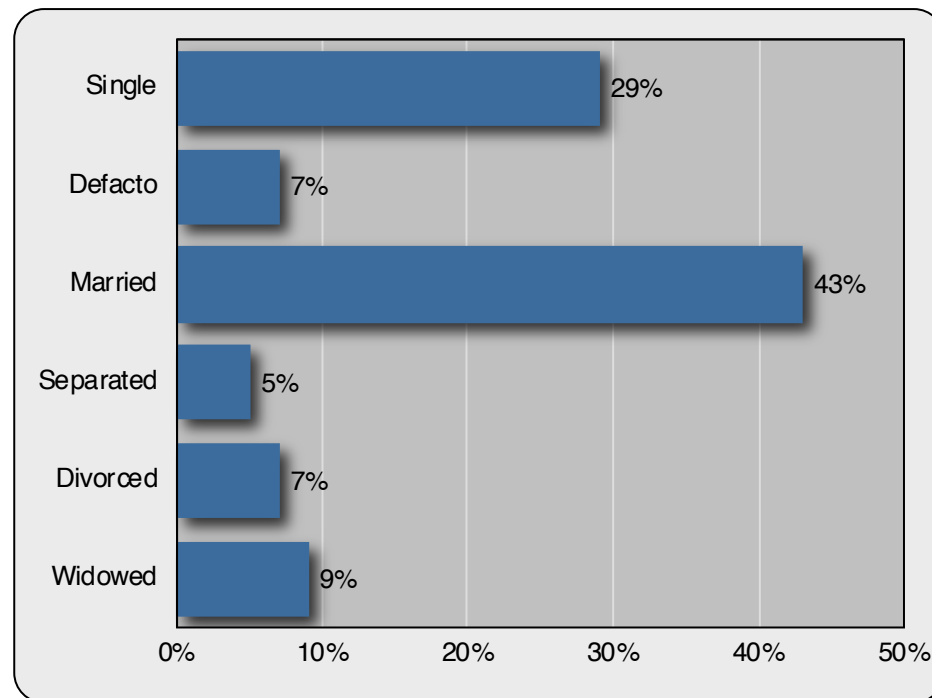
City, Regional & Rural Apportionment of Sample



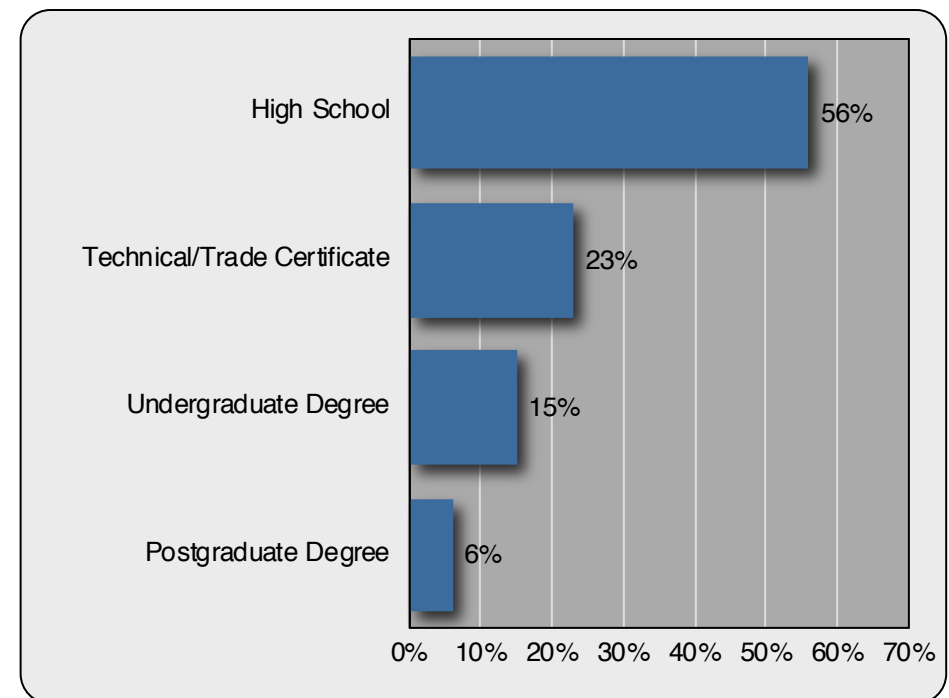
Demographic Factors

Marital Status & Education

- Interviews were undertaken amongst a representative sample of the Australian adult population, aged 65+, where two key demographic factors obtained were marital status and the highest level of education.
- The marital status of the sample is illustrated in the bottom left chart.
- The highest level of education obtained by the sample is illustrated in the bottom right chart.



Marital Status of Sample

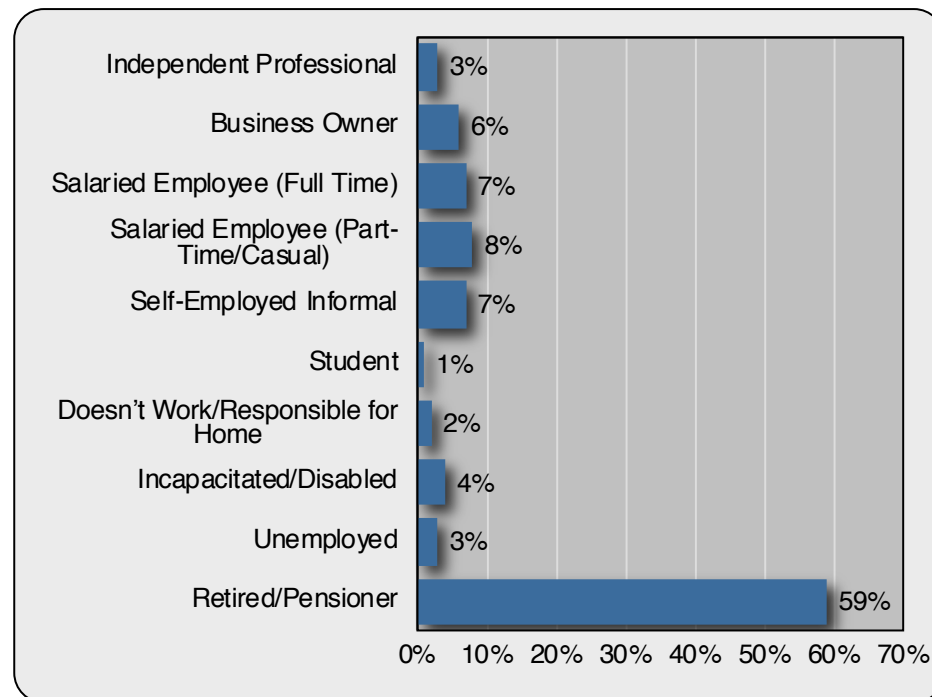


Highest Level of Education Obtained of Sample

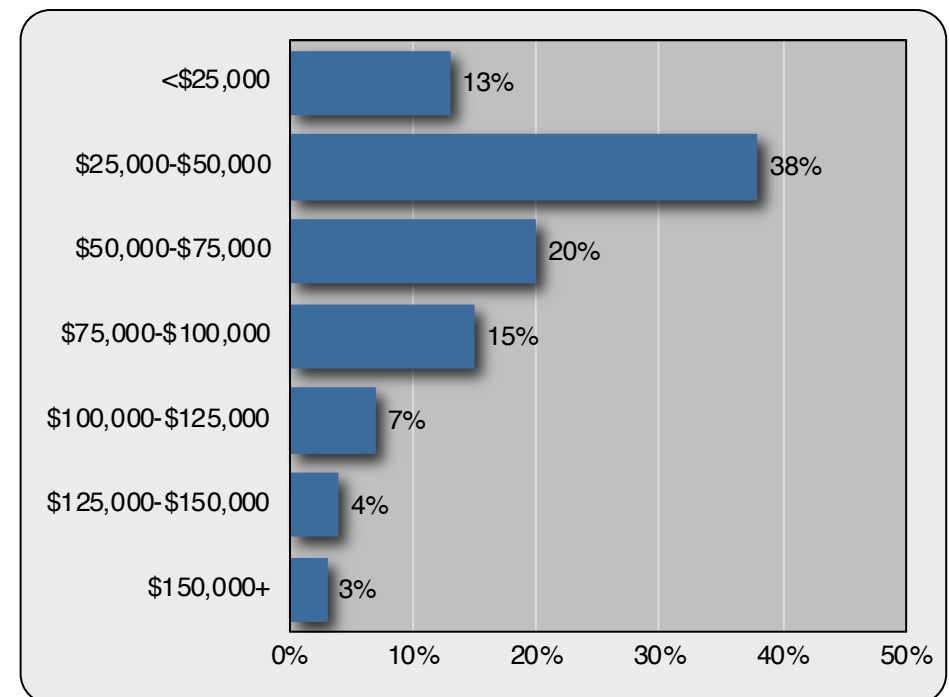
Socio-Economic Factors

Occupation & Household Income

- Interviews were undertaken amongst a representative sample of the Australian adult population, aged 65+, where two key socio-economic factors obtained were occupational status and the annual household income.
- The occupational status of the sample is illustrated in the bottom left chart.
- The annual household income status of the sample is illustrated in the bottom right chart.



Occupational Status of Sample



Annual Household Income Status of Sample

3 Qualitative Research

Quite Low Level of Awareness



Q1. Have you heard about Pneumococcal Disease?

Around One Third Aware

- Across all focus groups, around one-third of respondents had heard of Pneumococcal Disease.
- With some probing, this increased slightly.

Confusion and Mixed Opinion About it

- In all focus groups, there was quite a bit of confusion and mixed opinion about what precisely Pneumococcal Disease is, its symptoms and how it is contracted.

"I have heard that name (Pneumococcal) before but I didn't know what it was until you explained it."

Kevin, 73, Retired, Castle Hill (Sydney), NSW

Women Have Highest Awareness

- Overall, female respondents had the highest level of awareness, where around two-thirds of those who had awareness were women.

Awareness Often Due to Experience

- Many of those who were aware of Pneumococcal Disease, stated that their awareness was brought about because someone they knew had previously had it, such as family, friends or a neighbour.

"Yes, I've heard about it because my sister-in-law had it around 3 years ago."

Trinica, 76, Retired, Vermont (Melbourne), VIC

Around Two-Thirds Vaccinated



Q2. Did you ever get a Pneumococcal Disease vaccination?

Around Two-Thirds Believe They Have Been Vaccinated

- Across all focus groups, around two-thirds of respondents believed that they had been vaccinated for Pneumococcal Disease, with this having increased after discussion.
- Even after group discussion, there remained confusion amongst many as to whether they had been vaccinated or not for Pneumococcal Disease, often confusing it with the influenza vaccination or believing that it was contained within the influenza vaccination.

"I'm not sure, I had this years influenza vaccination and I think I had it at the same time, I will have to check."

Helen, 78, Retired, Lawnton (Brisbane), QLD

Women Have Highest Awareness

- Female respondents again had the highest level of awareness, where around two-thirds of those who knew that they had the Pneumococcal Disease vaccination, were women.

"Yes, I had it last year and I think I have had it in previous years."

Jess, 66, Business Owner, Doubleview (Perth), WA

GP's Recommendation

Q3. What was the main reason for getting vaccinated against Pneumococcal Disease?

GP's Recommendation the Main Reason

- Overwhelmingly, the majority of respondents in each focus group who knew they had the Pneumococcal Disease vaccination, stated that their main reason for getting it was based on their GP's recommendation.

"I remember my GP said he was going to give it to me because of my age and having diabetes, so I had it."

Max, 69, Business Owner, Meadowbank (Sydney), NSW

Limited Awareness of Pneumococcal Disease

- When probed for other reasons why they had the Pneumococcal Disease vaccination, respondents struggled to provide clear reasons, most thought it was a disease that caused pneumonia in older people and that was the driver to be vaccinated.

"I think it's to stop us from getting bad viral infections and illnesses like pneumonia."

Diane, 71, Retired, Gordon Park (Brisbane), QLD

"I'm like the majority of us here, I can't exactly say what the disease is that it protects us from, my best guess is pneumonia because of the name and because it's for us elderly folk."

George, 79, Retired, Scarborough (Perth), WA

Not Wanting Many Vaccinations

Q4. What was the main reason for not getting vaccinated against Pneumococcal Disease?

Not Wanting Too Many Vaccinations

- The main reason cited amongst three of the four focus groups by those who have not had the Pneumococcal Disease vaccination, was because they didn't want to have too many vaccinations.
- When probed as to why they didn't want to have too many vaccinations, the common view was that they believed vaccinations generally were not good for the body.
- A small number of respondents also mentioned having bad reactions to the influenza vaccination and as a consequence, they were wary of having further vaccinations.

"I just don't want to have too many vaccinations, I'm not sure how good they really are for us, so I avoid them, even the flu vaccination I only have every three to four years, not every year."

Fiona, 76, Retired, Piara Waters (Perth), WA

"I had a bad reaction to the flu shot three years ago, I was sick for months after it, so I am very wary of having any vaccinations now."

Janice, 67, Retired, Oakleigh (Melbourne), VIC

Don't Believe it Works

- The second main reason cited amongst the focus groups by those who have not had the Pneumococcal Disease vaccination, was because they didn't believe it worked.
- When probed why they thought this, a common reference was made to the influenza vaccination, where most said they, or others they knew who had it, still got the flu, so they do not believe such vaccinations work.

Around 80% Have Illnesses



Q5. Have you been diagnosed with Pneumococcal Disease or any of these illnesses?

Majority Diagnosed With Illnesses

- From the list of illnesses, the majority (around 80%) of respondents across all focus groups answered positively, they they had been diagnosed with one of more illnesses from the list.
- The most common illnesses cited they had been diagnosed, which comprised around 80-90% of all responses, were:
 - Lung, heart or kidney disease
 - Diabetes
 - Asthma
 - Cancer (various types)

GP Main Influencer

Q6. Who or what influences your decision to be vaccinated against Influenza and/or Pneumococcal Disease?

GP's Recommendation the Main Influencer

- Overwhelmingly, the majority of respondents in each focus group (around 80%) said their GP was the main influencer for their decision to be vaccinated against Influenza and/or Pneumococcal Disease, or any other vaccination.

"I'd take the advice from my GP to have it above anything else."

Max, 69, Business Owner, Meadowbank (Sydney), NSW

"My GP is extremely good and on top of these things, so she is who influences me the most."

Kathleen, 82, Retired, Belrose (Sydney), NSW

Friends, Family, Neighbours & Traditional Media

- Following their GP, the next most common influencer across the focus groups was their friends, family and neighbours.

"I'd hear about this and be influenced the most by my friends or my wife's friends, they are all about our age and people are always having some type of health problem as we get older, so that's how I hear about things like this."

Bernie, 70, Retired, West Ryde (Sydney), NSW

- Traditional media, in particular radio and TV, were mentioned as the third main influencer.

"For me it is a combination of sources, my GP would be the strongest, but also from friends and what I may hear in the media."

Margaret, 79, Retired, Glen Huntley (Melbourne), VIC

4 Quantitative Research

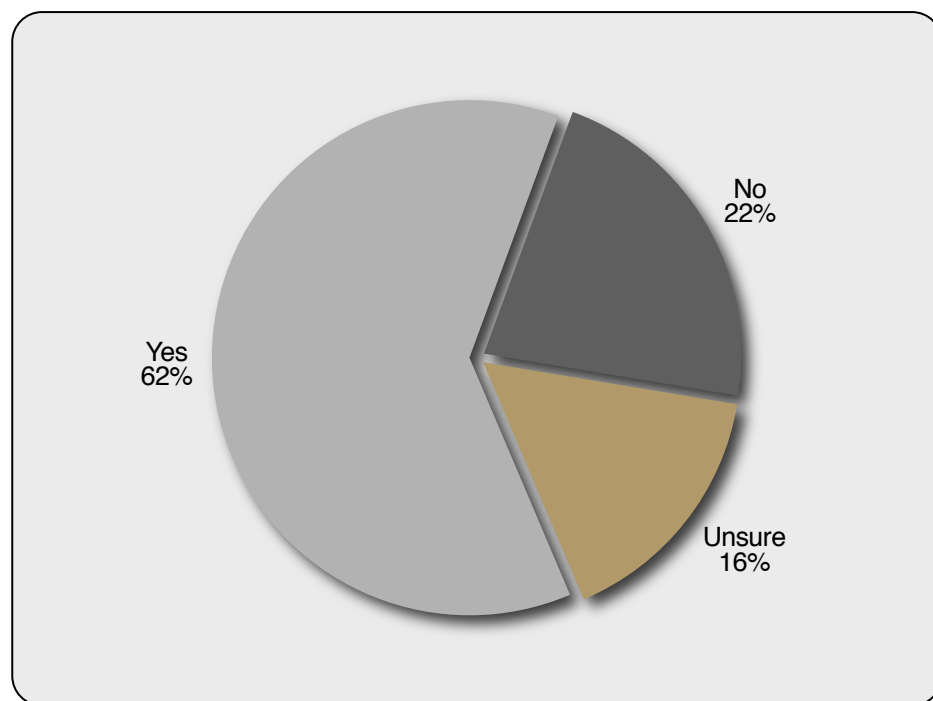
62% Recall Being Vaccinated

Q1. Can you recall ever being vaccinated against Pneumococcal Disease?

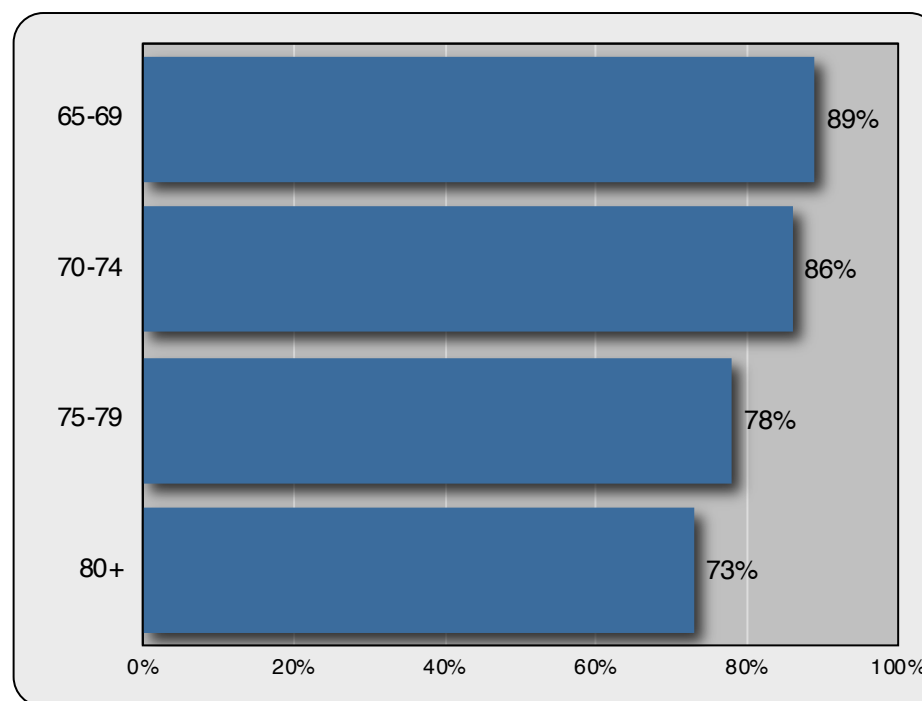
- The overall results to the question, as illustrated in the bottom left chart, show:
 - 62% of the sample answered “Yes”, that they could recall being vaccinated, 22% answered “No” and 16% answered that they were “Unsure”

Younger Age Groups Have Higher Recall

- As illustrated in the bottom right chart, younger age groups had a higher recall of being vaccinated against pneumococcal disease.



Overall Recall of Ever Being Vaccinated Against Pneumococcal Disease



Overall Recall of Those Who Answered “Yes” by Age Group

GP's Recommendation

Q2. What was the main reason for having Pneumococcal Disease vaccination?

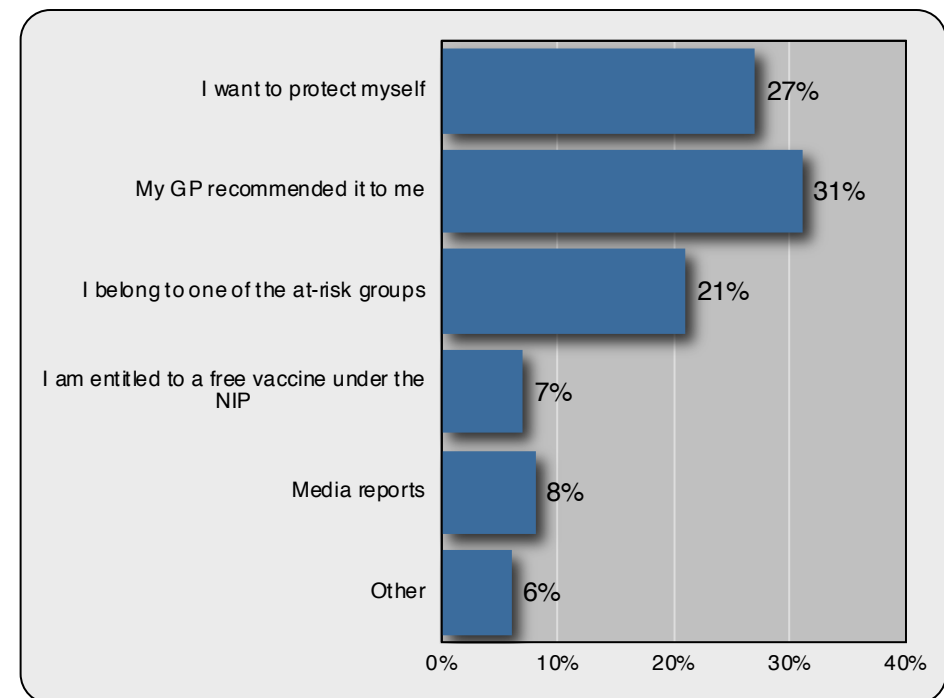
- The overall results to the question, as illustrated in the bottom right chart show:
 - The largest reason given was “My GP recommended it to me”, accounting for 31% of overall responses
 - The second largest reason given was “I want to protect myself”, accounting for 27% of overall responses
 - The third largest reason given was “I belong to one of the at-risk groups”, accounting for 21% of overall responses

Other Reasons Given

- 6% of responses were for “Other” reasons, the main ones given being:
 - The pneumococcal disease vaccination is given by the aged care facility where I am a resident
 - My GP/Medical Clinic reminds/contacts me to have the pneumococcal disease vaccination
 - My family/friends reminds/contacts me to have the pneumococcal disease vaccination

Minimal Difference Across Demographic & Socio-Economic Factors

- There was found to be minimal difference across demographic and socio-economic factors concerning the main reasons given for having the pneumococcal disease vaccination.



Main Reasons for Being Vaccinated Against Pneumococcal Disease

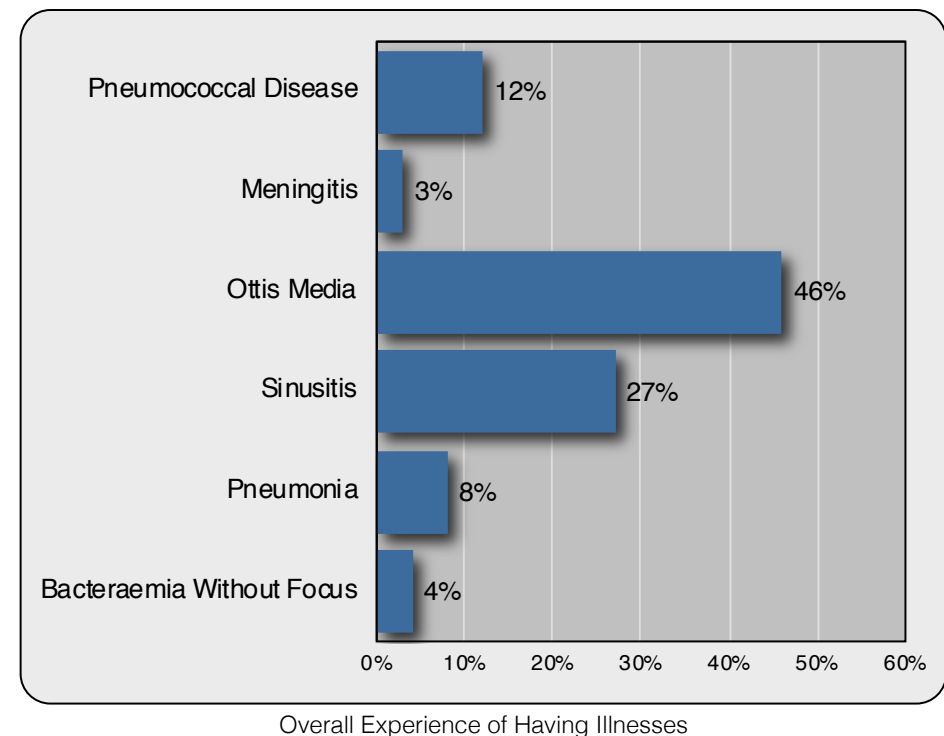
Ottis Media the Most Experienced

Q3. Have you experienced one of the following?

- The overall results to the question, as illustrated in the bottom right chart show:
 - The most common illness experienced was “Ottis Media”, accounting for 46% of overall responses
 - The second most common was “Sinusitis”, accounting for 27% of overall responses
 - The third most common was “Pneumococcal Disease”, accounting for 12% of overall responses

Minimal Difference Across Demographic & Socio-Economic Factors

- There was found to be minimal difference across demographic and socio-economic factors concerning the illnesses experienced.



Chronic Conditions Suffered

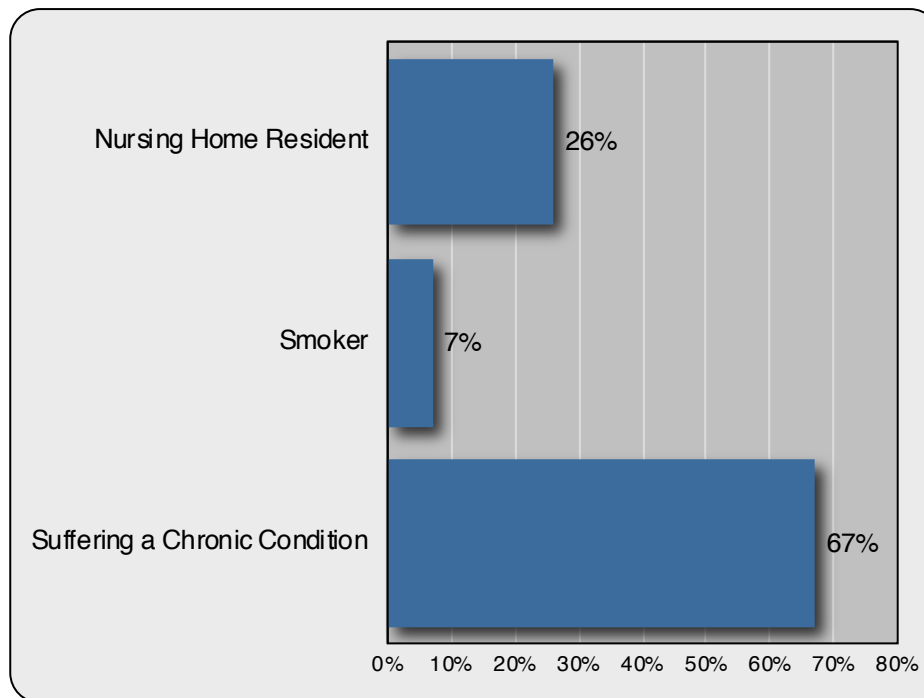


Q4. Do you belong to one of those “at risk” groups?

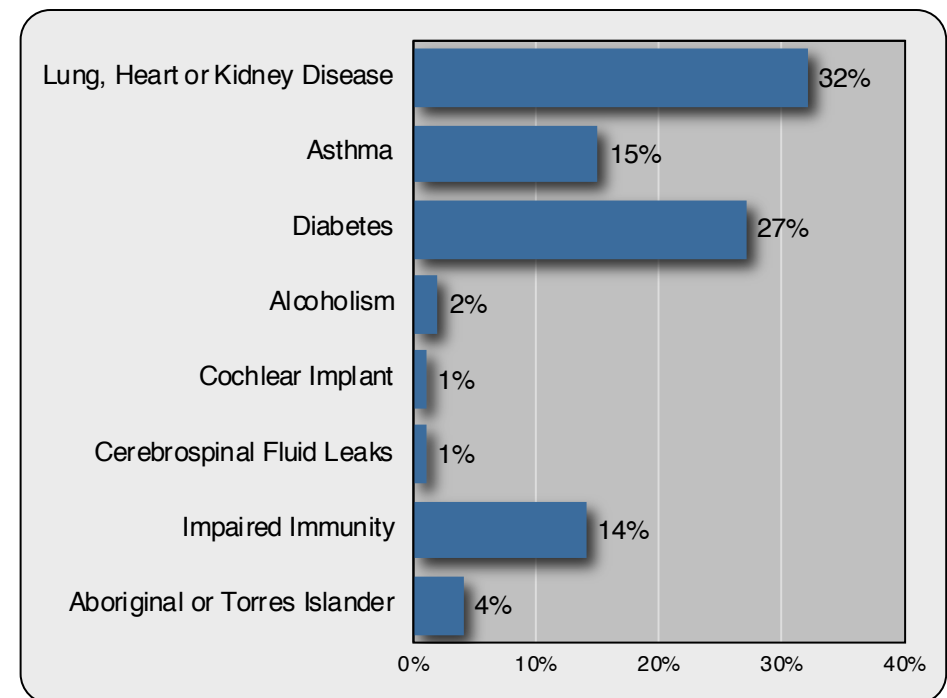
- The overall results to the question, as illustrated in the bottom left chart, show:
 - 67% of the sample answered “Yes”, that they “Suffered a Chronic Condition”, followed by 26% being “Nursing Home Resident” and 7% being a “Smoker” (as all of the sample were over 65 years of age, so this was excluded as an “at-risk” group)

Chronic Conditions Suffered

- As illustrated in the bottom right chart, the main chronic conditions suffered overall were:
 - 32% of overall responses were “Lung, Heart or Kidney Disease”, followed by 27% for “Diabetes” and 15% “Asthma”



Overall At-Risk Groups



Overall Chronic Conditions Suffered

64% Aware of Free Vaccination

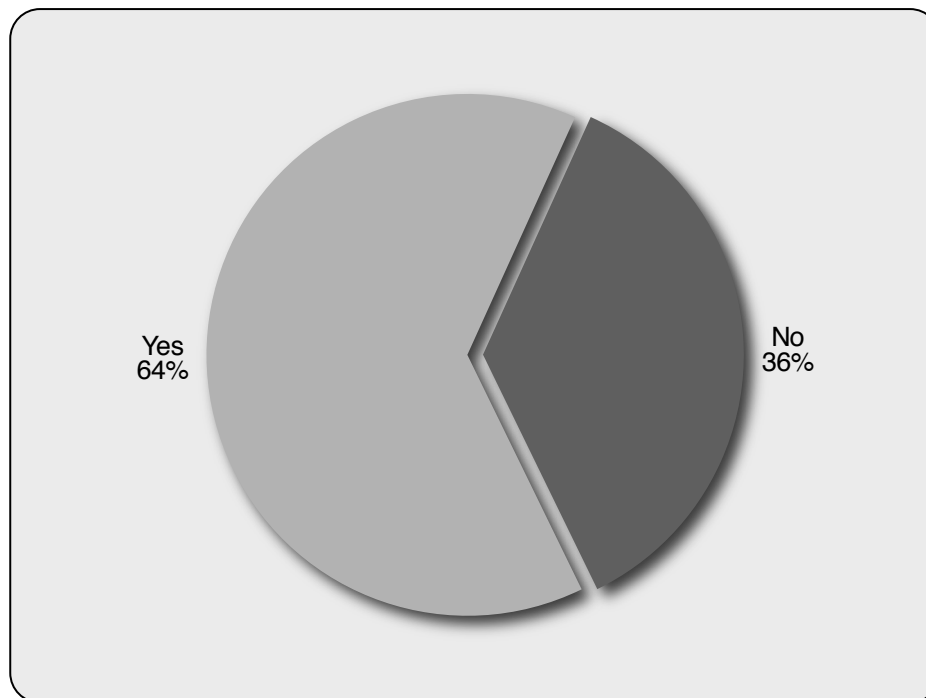


Q5. Are you aware that the Pneumococcal Disease vaccine is recommended and free for you if you suffer from one of the conditions listed above?

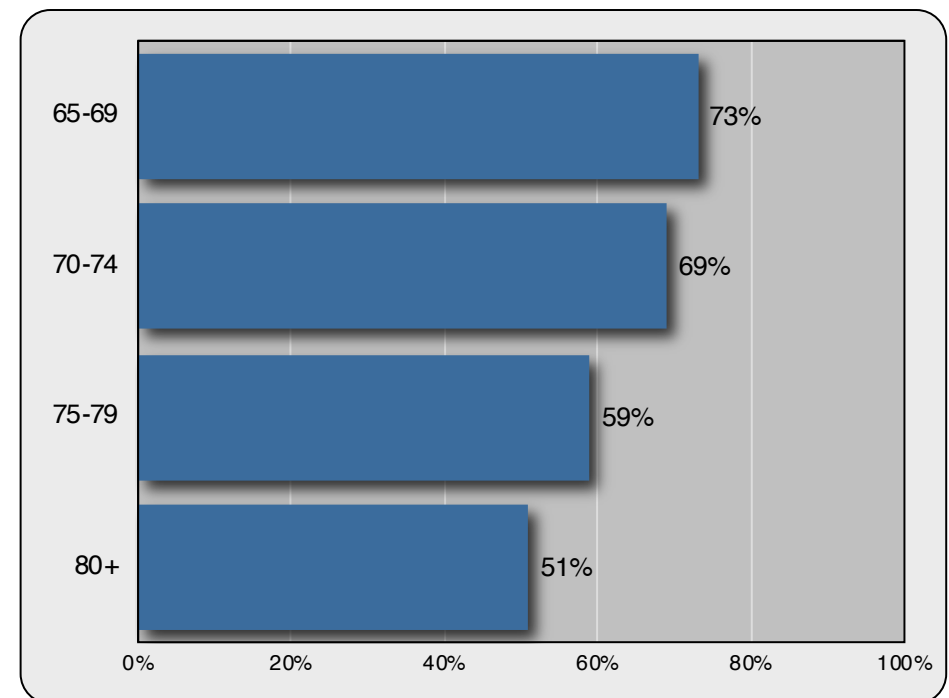
- The overall results to the question, as illustrated in the bottom left chart show:
 - 64% of the sample answered “Yes”, that they were aware and 36% answered “No”.

Younger Age Groups Have Higher Recall

- As illustrated in the bottom right chart, younger age groups had a higher level of awareness, with this decreasing amongst higher age groups.



Overall Recall of Pneumococcal Disease Vaccine Being Free if Suffering a Condition



Overall Recall of Those Who Answered “Yes” by Age Group

17% Not Wanting Vaccination

Q6. Did you make a conscious decision to not get vaccinated against Pneumococcal Disease?

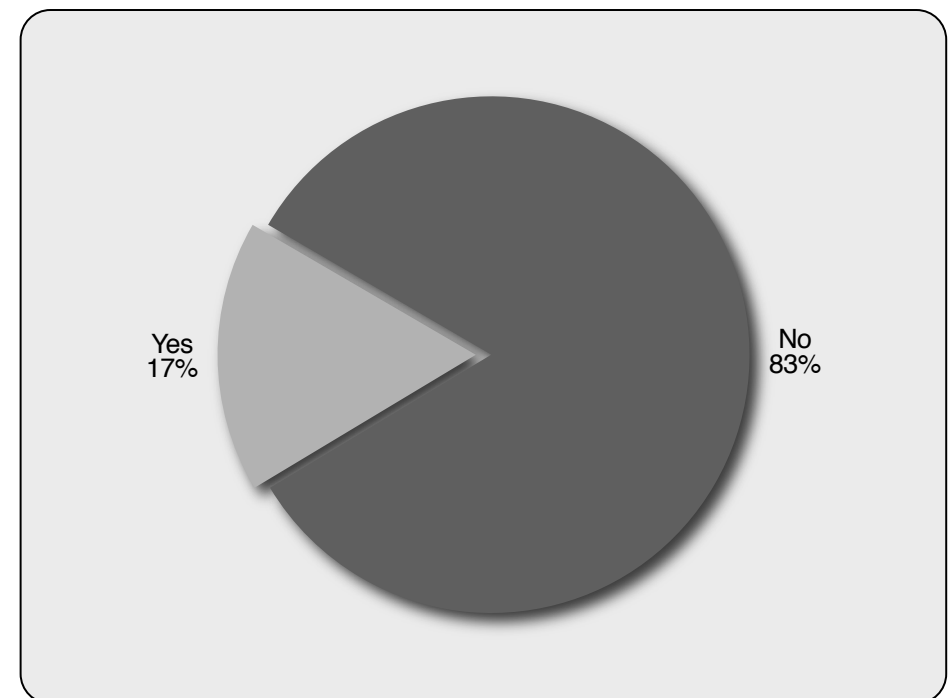
- The overall results to the question, as illustrated in the bottom right chart, show:
 - 17% of the sample answered “Yes”, that they did make a conscious decision not to get vaccinated against Pneumococcal Disease and 83% answered “No”

Minimal Difference Across Demographic & Socio-Economic Factors

- The only main differences found across demographic and socio-economic factors, amongst those who made a conscious decision not to get vaccinated, were:
 - 63% were male
 - 68% were from the lower annual household income groups (<\$50,000 pa)

Main Reasons for Not Getting Vaccinated

- Amongst the 17% who made a conscious decision not to get vaccinated against Pneumococcal Disease, their main reasons given were:
 - Don't want to have too many vaccinations
 - Don't believe it works
 - Prefer to have minimal medical treatments
 - Don't believe in vaccination
 - Not interested
 - Difficult to have due to travel & arranging appointment



Percentage of Sample Who Made Conscious Decision Not to Get Vaccinated

Vaccinations at the Same Time

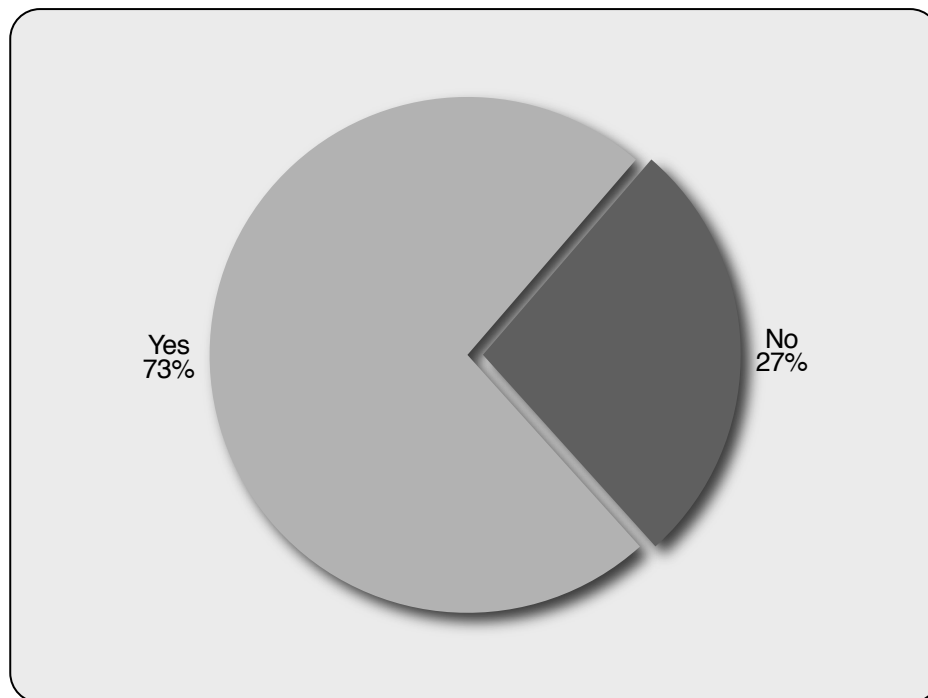


Q7. Do you know that the Pneumococcal Disease vaccine can be given at the same time as the flu vaccine?

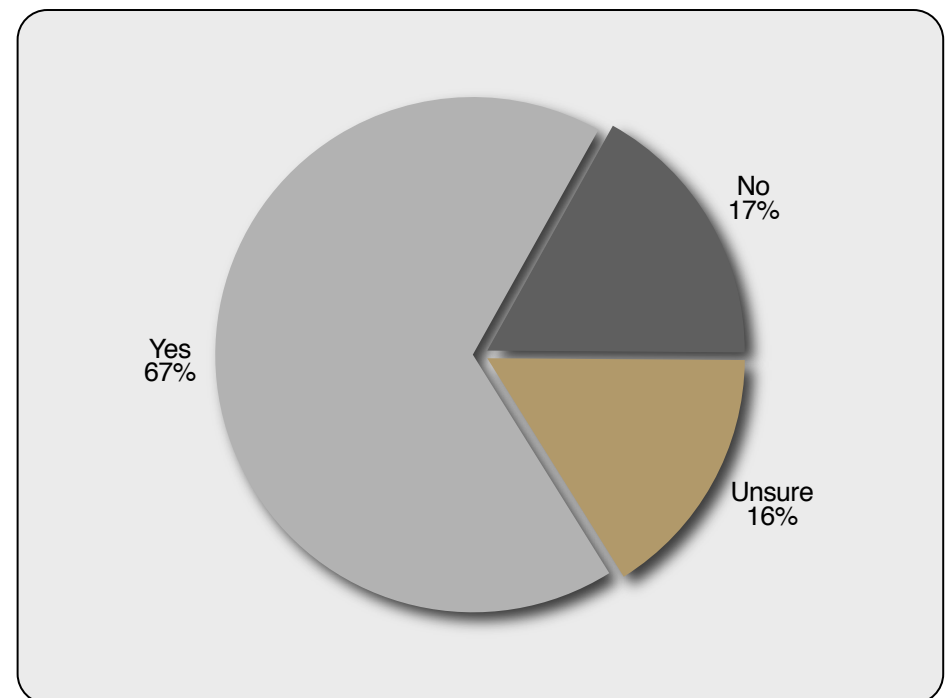
- The overall results to the question, as illustrated in the bottom left chart show:
 - 73% of the sample answered "Yes", that they were aware and 27% answered "No".

Those Who Had Both Vaccinations This Year

- As illustrated in the bottom right chart, those who had both vaccinations this year were:
 - 67% answered "Yes" that they did have both vaccinations this year, 17% answered "No" and 16% answered "Unsure"



Overall Knowledge Vaccine Can Be Given at Same Time as the Flu Vaccine



Overall Number Who Had Both Vaccinations This Year

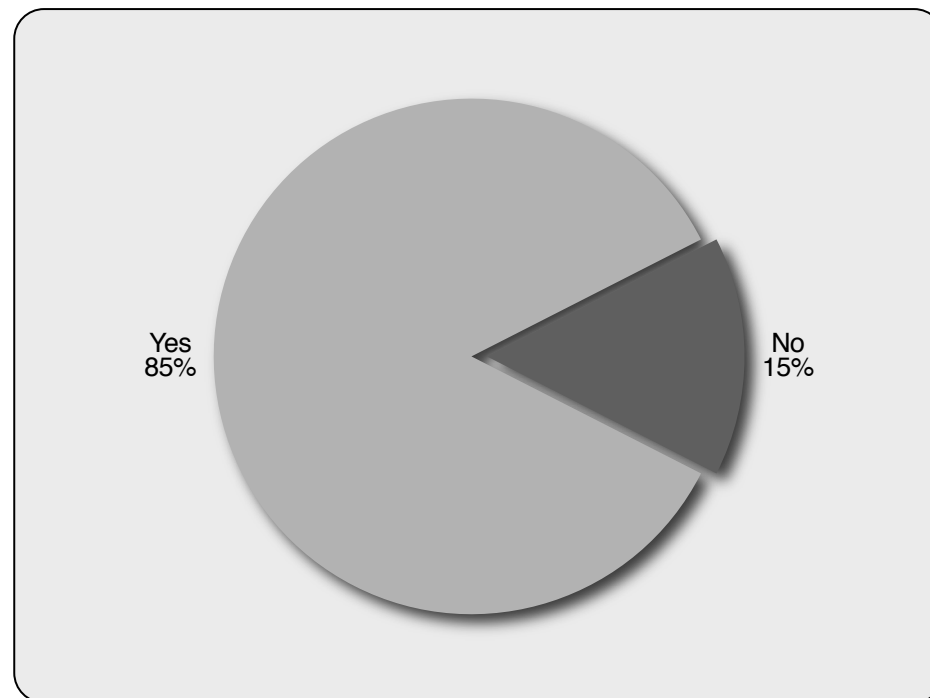
High Influenza Vaccinations

Q8. Do you intend to get an influenza vaccination this year? / Have you had a flu shot this year?

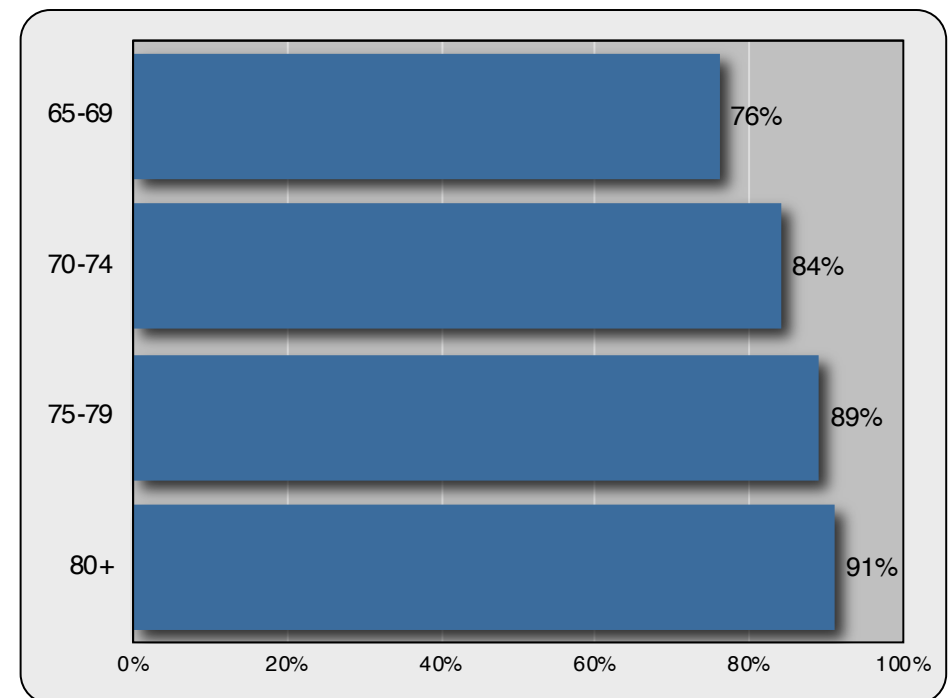
- The overall results to the question, as illustrated in the bottom left chart show:
 - 85% of the sample answered “Yes”, that they either intended to or have had a flu shot this year, and 15% answered “No”

Older Age Groups Have Higher Incidence of Vaccination

- As illustrated in the bottom right chart, older age groups had a higher incidence of having the intention, or having had the influenza vaccination this year.



Overall Influenza Vaccination This Year



Overall Recall of Those Who Answered “Yes” by Age Group

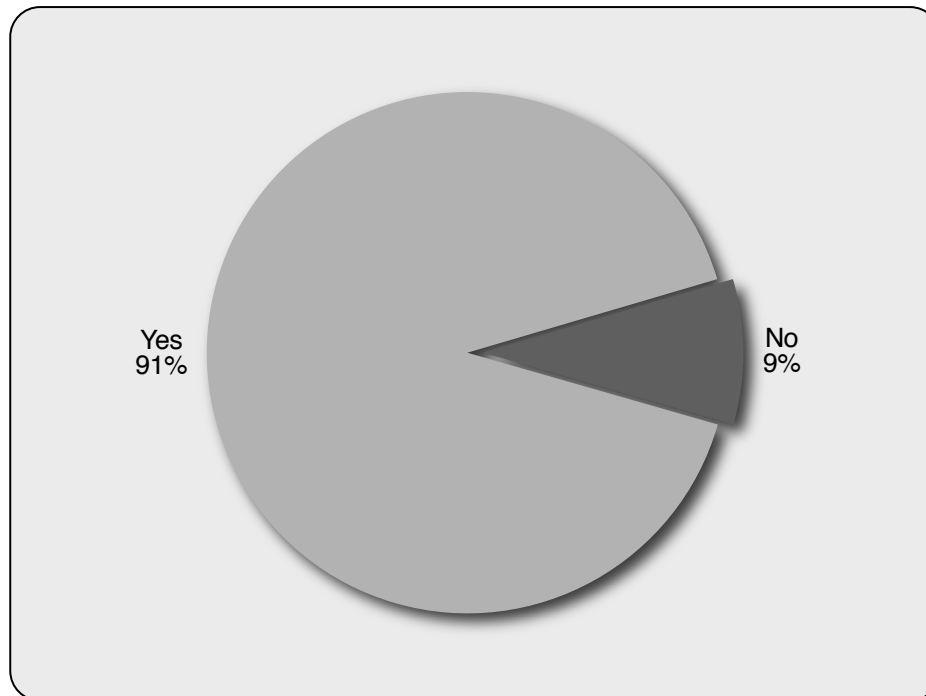
High Levels of Intention

Q9. Would you get vaccinated against Pneumococcal Disease if your Doctor recommended it?

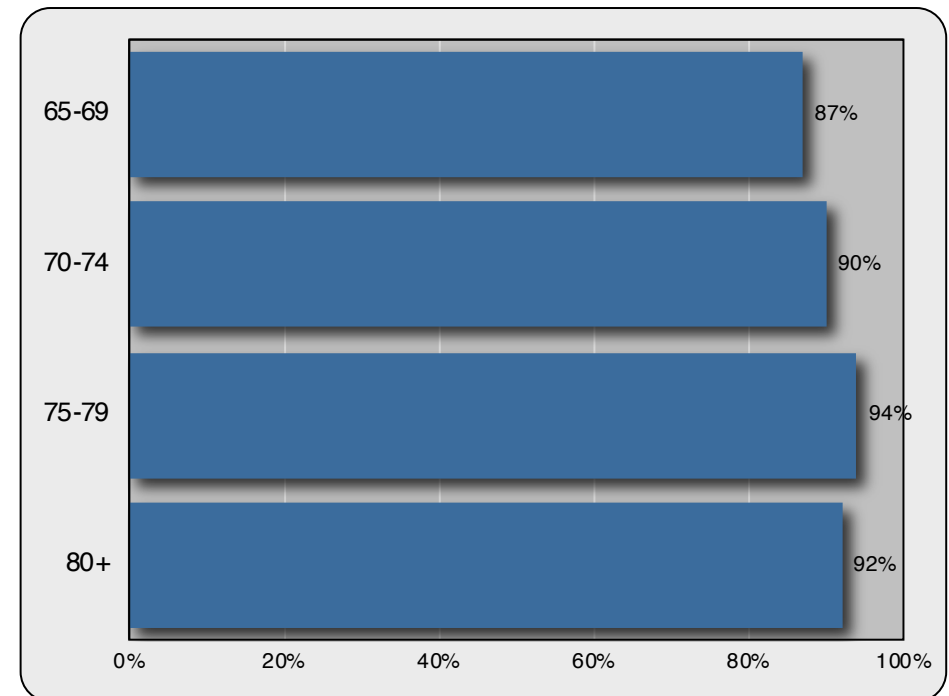
- The overall results to the question, as illustrated in the bottom left chart show:
 - 91% of the sample answered “Yes” and 9% answered “No”

High Intention Across Age Groups

- As illustrated in the bottom right chart, there is a high level of intention to have the Pneumococcal Disease vaccination, if recommended by a doctor, across all age groups.



Overall Intention to Have Pneumococcal Disease Vaccination if Recommended



Overall Intention by Age Group

GP Main Influencer

Q10. Who or what influences your decision on having an influenza and/or Pneumococcal Disease vaccination?

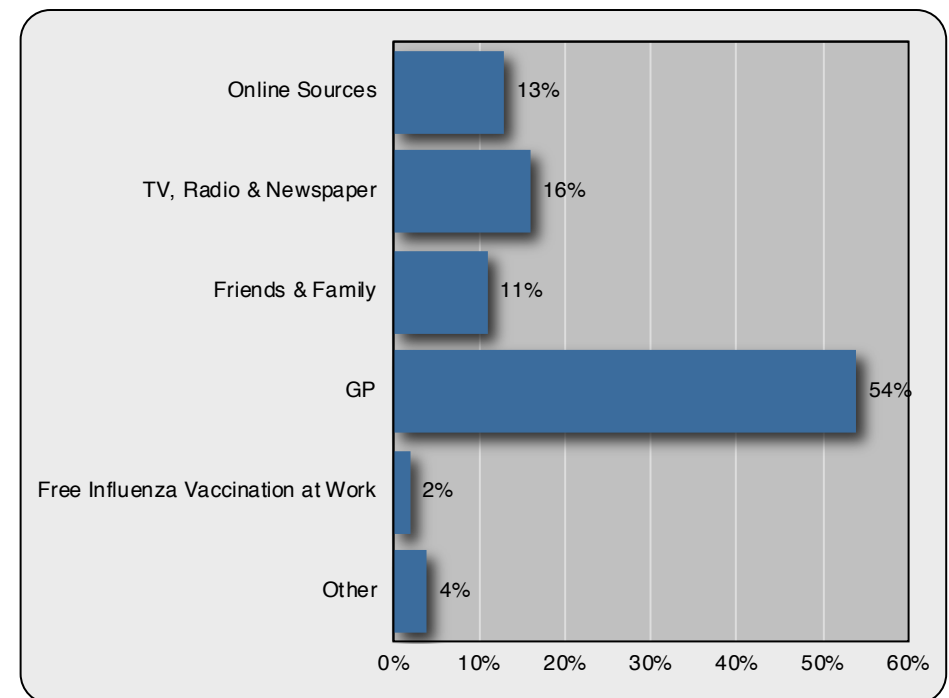
- The overall results to the question, as illustrated in the bottom right chart show:
 - The largest reason given was “GP”, accounting for 54% of overall responses
 - The second largest reason given was “TV, Radio & Newspapers”, accounting for 16% of overall responses
 - The third largest reason given was “Online Sources”, accounting for 13% of overall responses

Women More Influenced by GP

- The main difference across the types of influencers, was that women were found to be more strongly influenced by a GP, with 62% of responses for GP coming from women.

Minimal Difference Across Demographic & Socio-Economic Factors

- Apart from women being more influenced by a GP, there was found to be minimal difference across demographic and socio-economic factors concerning the main influencers for being vaccinated against Pneumococcal Disease.



Main Influencers for Being Vaccinated Against Pneumococcal Disease