



IMMUNISATION
COALITION



Australians & Vaccination - Fear Of Missing Out

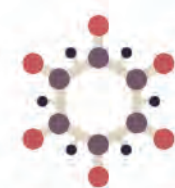
Immunisation Coalition | June 2022

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Background

3



Questions Asked

1. Does the fear of missing out on important life events such as traveling overseas for a holiday or attending a major sporting event such as a AFL grand final, unless you are vaccinated against illnesses like influenza or COVID-19, impact on your decision to get vaccinated?
2. What is one important life event or situation that would encourage you to be up-to-date with your vaccination?
3. For each of the questions below, use the slider on the scale to indicate how likely the situation would encourage you to be vaccinated or to be up-to-date with your vaccination against illnesses such as influenza and COVID-19, in order for you to attend.
 - a. Being able to travel overseas for a holiday?
 - b. Being able to attend a wedding of a family member or friend?
 - c. Being able to visit a family member or friend who is in hospital?
 - d. Being able to attend a sporting event that you want to such as an AFL grand final?

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Methodology & Sample



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Details of the Methodology

The methodology utilised a very large nationwide sample size, representative of the Australian adult population, with 3 comprehensive stages of qualitative & quantitative research.

Stage 1: Focus Groups

- 15 focus groups were conducted, each comprising a representative sample of 10-12 Australians, each taking on average 96 minutes to complete.
- Detailed qualitative and specific quantitative information obtained from this stage.
- Groups were held in central locations (online in those under lockdown) in these cities:
 - Sydney (2) - Brisbane (2) - Adelaide - Canberra - Newcastle - Bendigo
 - Melbourne (2) - Hobart - Perth - Darwin - Rockhampton - Bunbury

Stage 2: Telephone Survey

- 1,503 telephone interviews were conducted, predominately amongst:
 - Older Australians
 - Those with limited vision
 - Those who did not have Internet access
- Detailed quantitative information was obtained from this stage.
- Each interview took on average 28 minutes to complete.

Stage 3: Online Survey

- 23,519 interviews were conducted amongst a representative sample of Australians.
- Detailed quantitative information was obtained from this stage.
- The survey utilised the latest online technology, where images, audio and video were included for some questions, making the survey interactive and engaging.
- Smartphones, tablet computers and PC's were used to undertake the survey.
- The survey took on average 26 minutes to complete.



Sample

- Very large nationwide sample size, involving:
 - 171 focus group participants
 - 25,022 telephone and online survey participants
- Representative of the Australian adult population, across all States, Territories, metropolitan, regional & rural areas.



Comprehensive

- 3-stage methodology.
- Qualitative stage:
 - 15 focus groups, conducted across 12 cities
- Quantitative stage:
 - 1,503 telephone surveys
 - 23,519 online surveys



Confidence

- Very high level of statistical confidence across all findings.
- Between 95-97% statistical confidence for almost all questions.

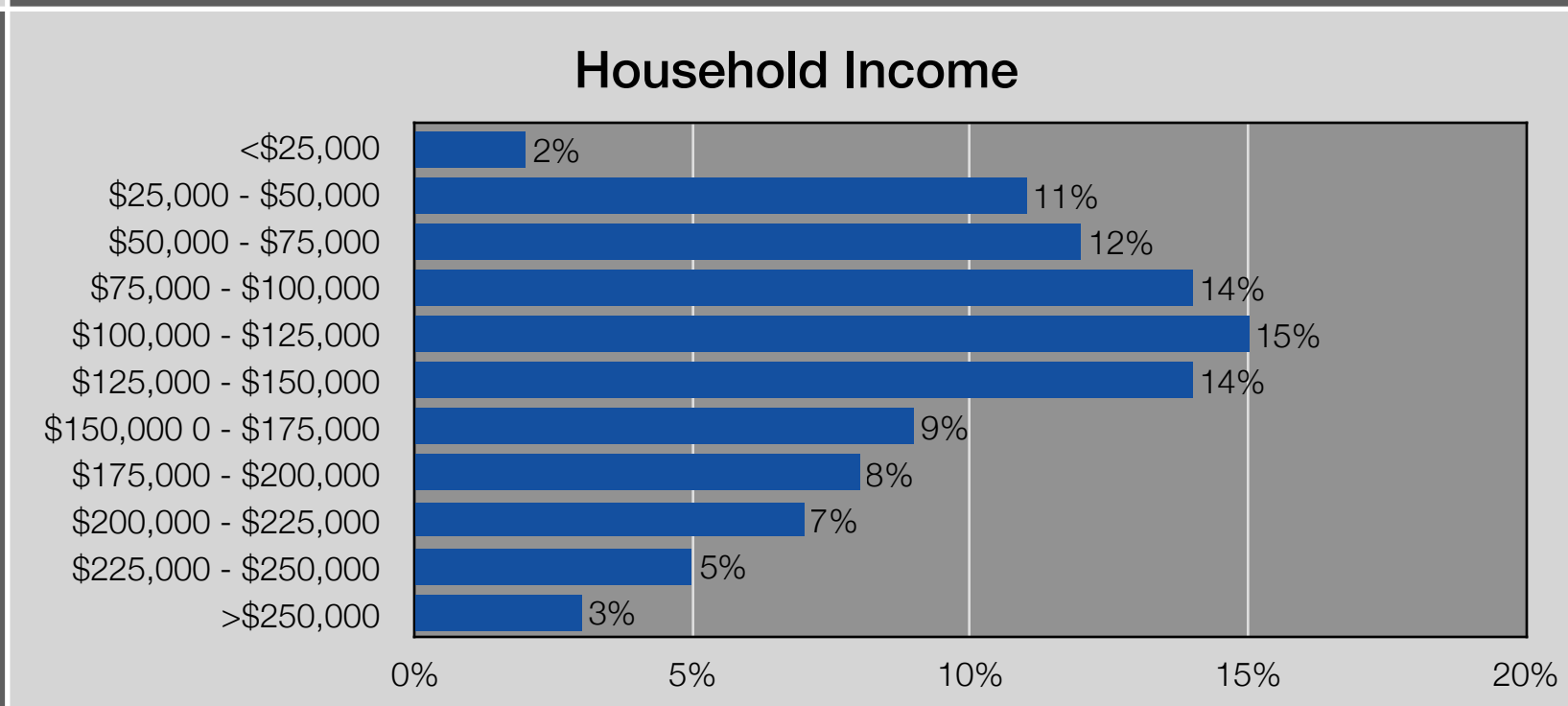
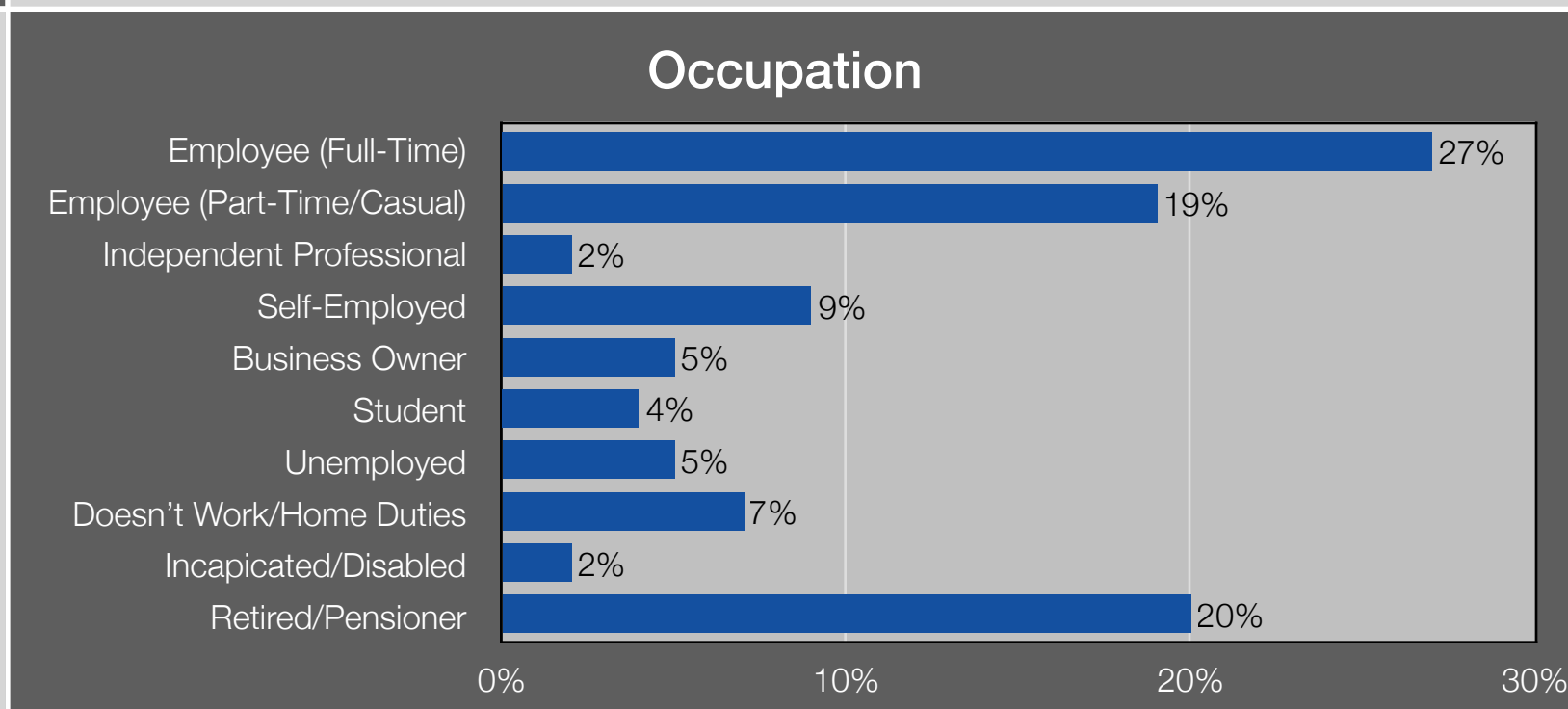
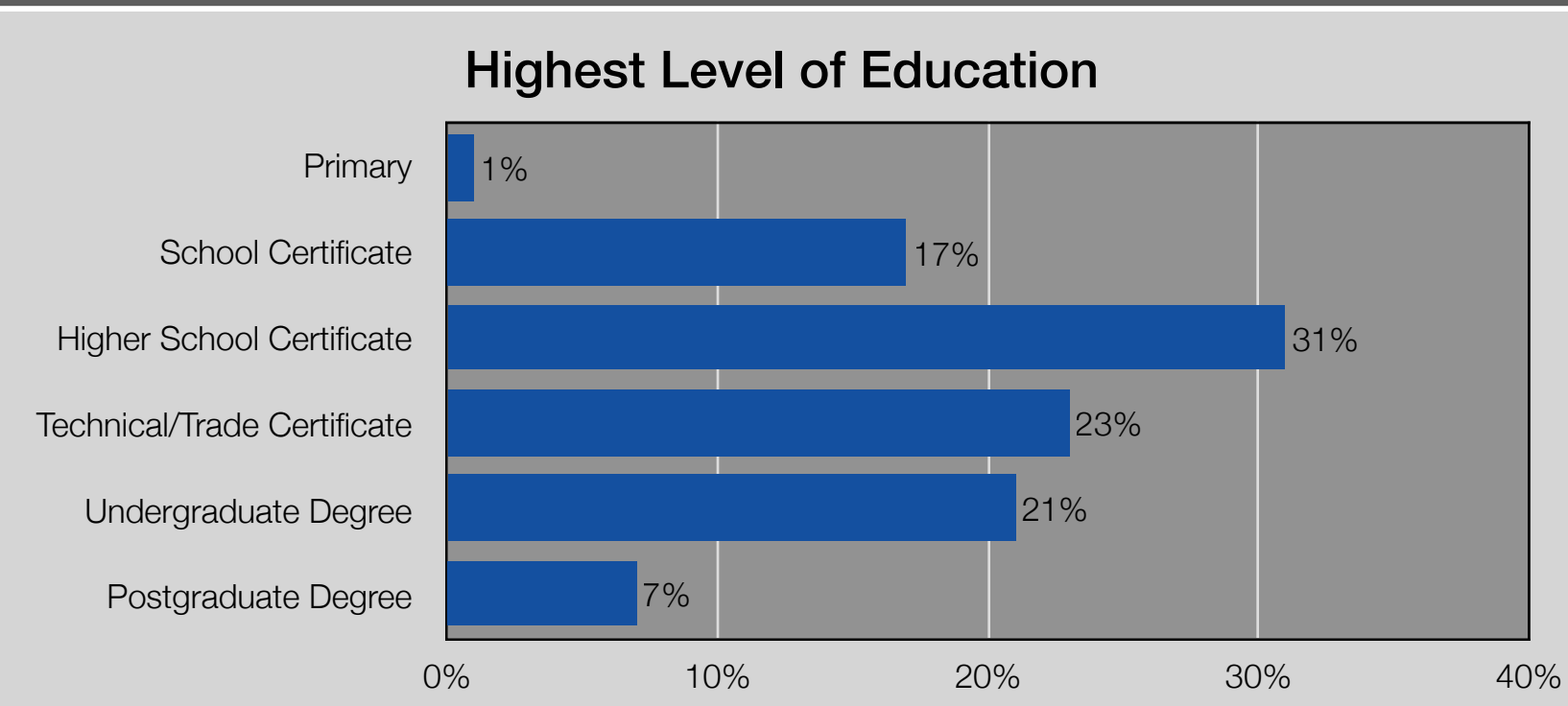
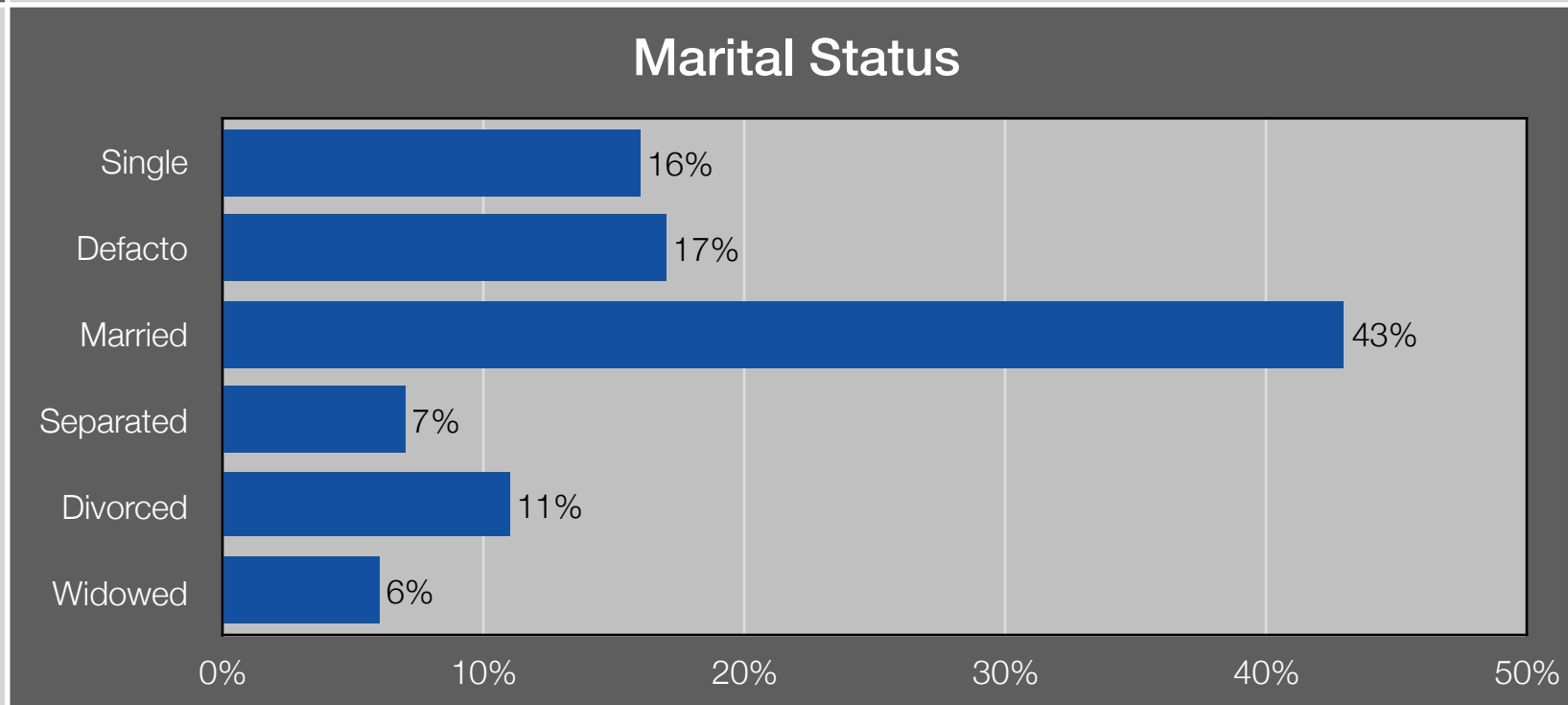
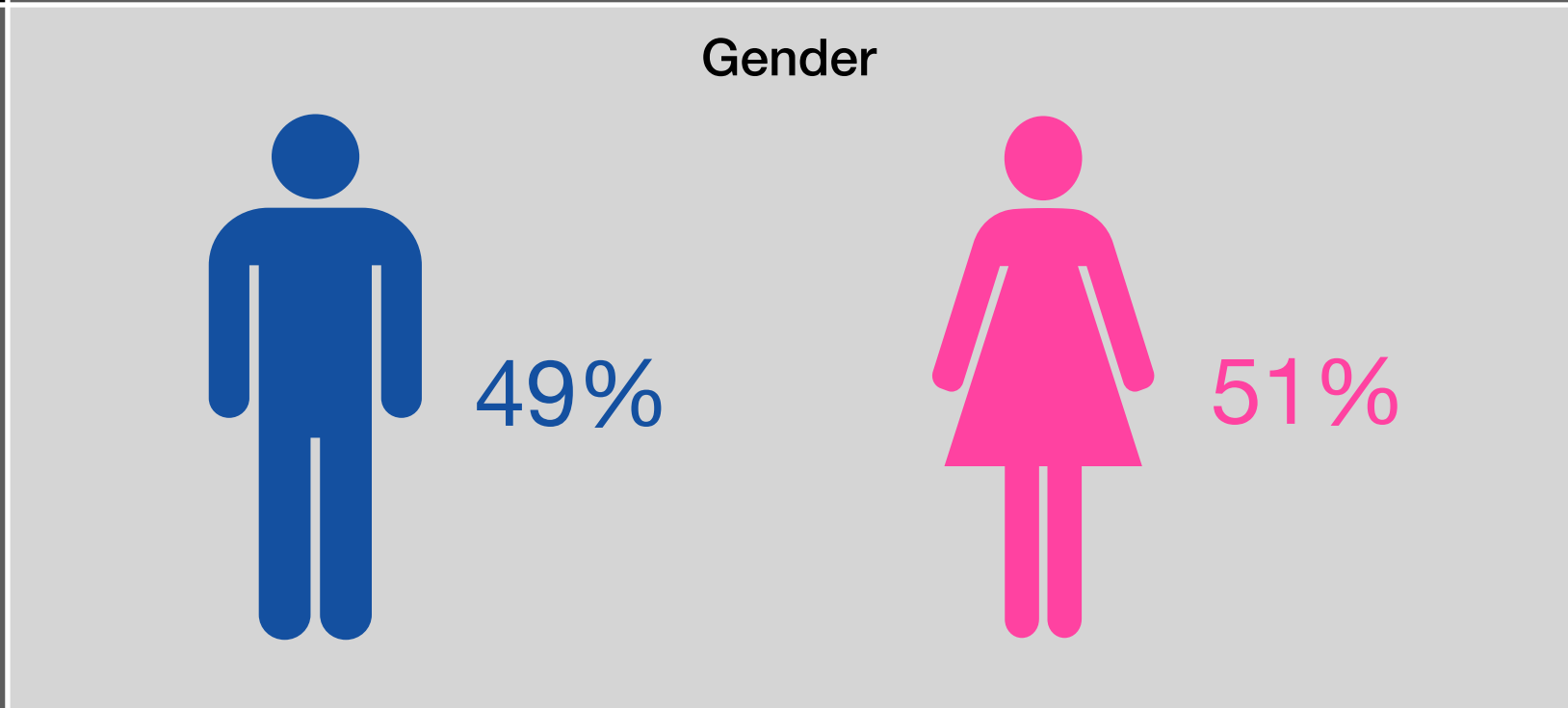
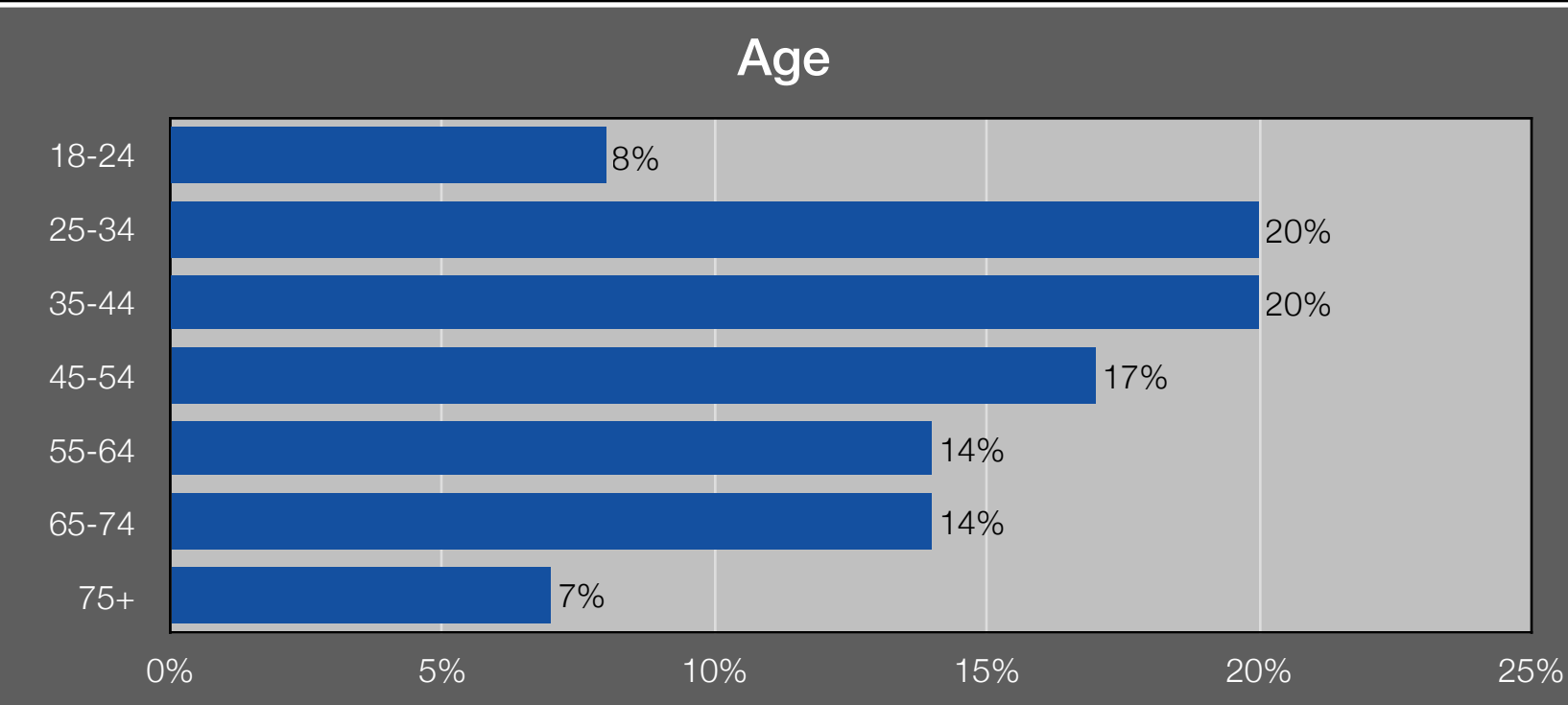
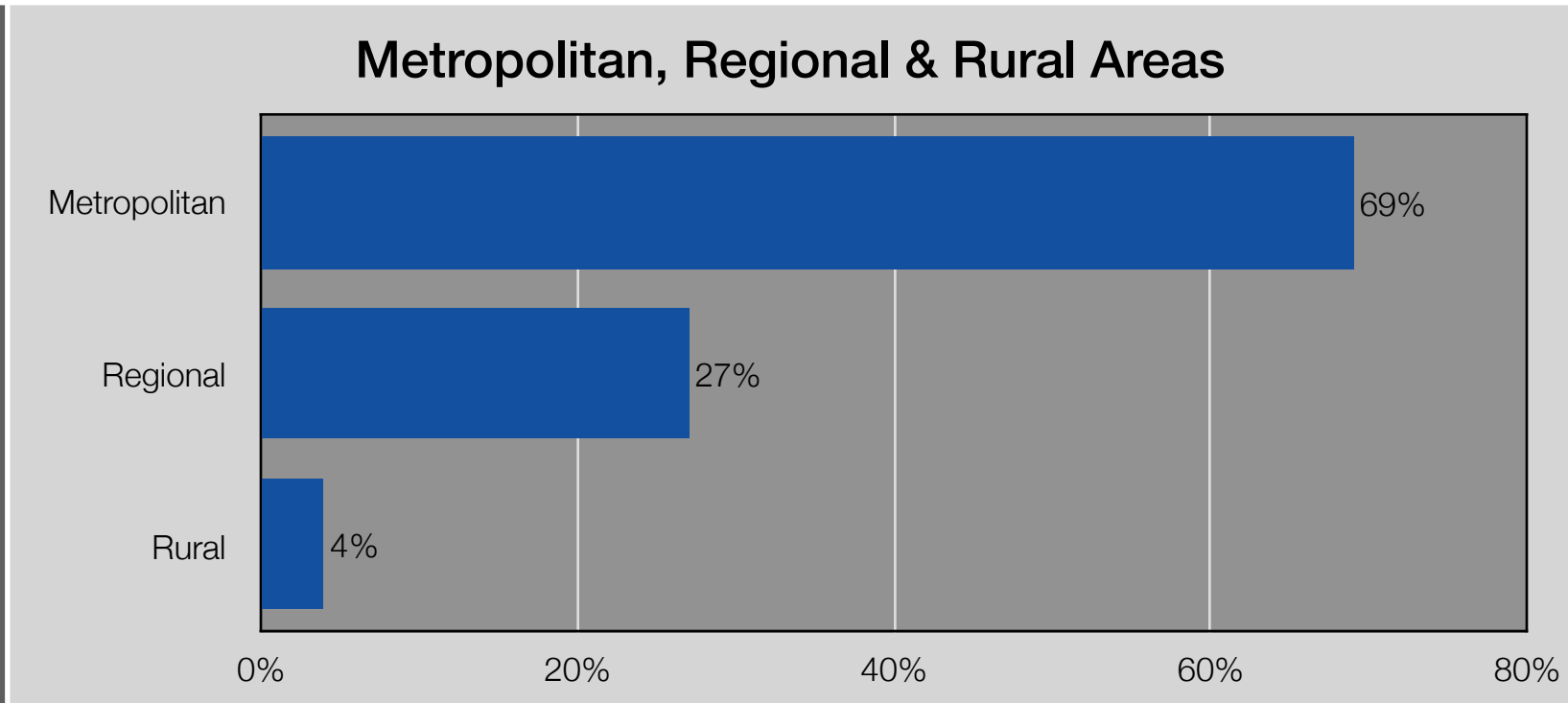
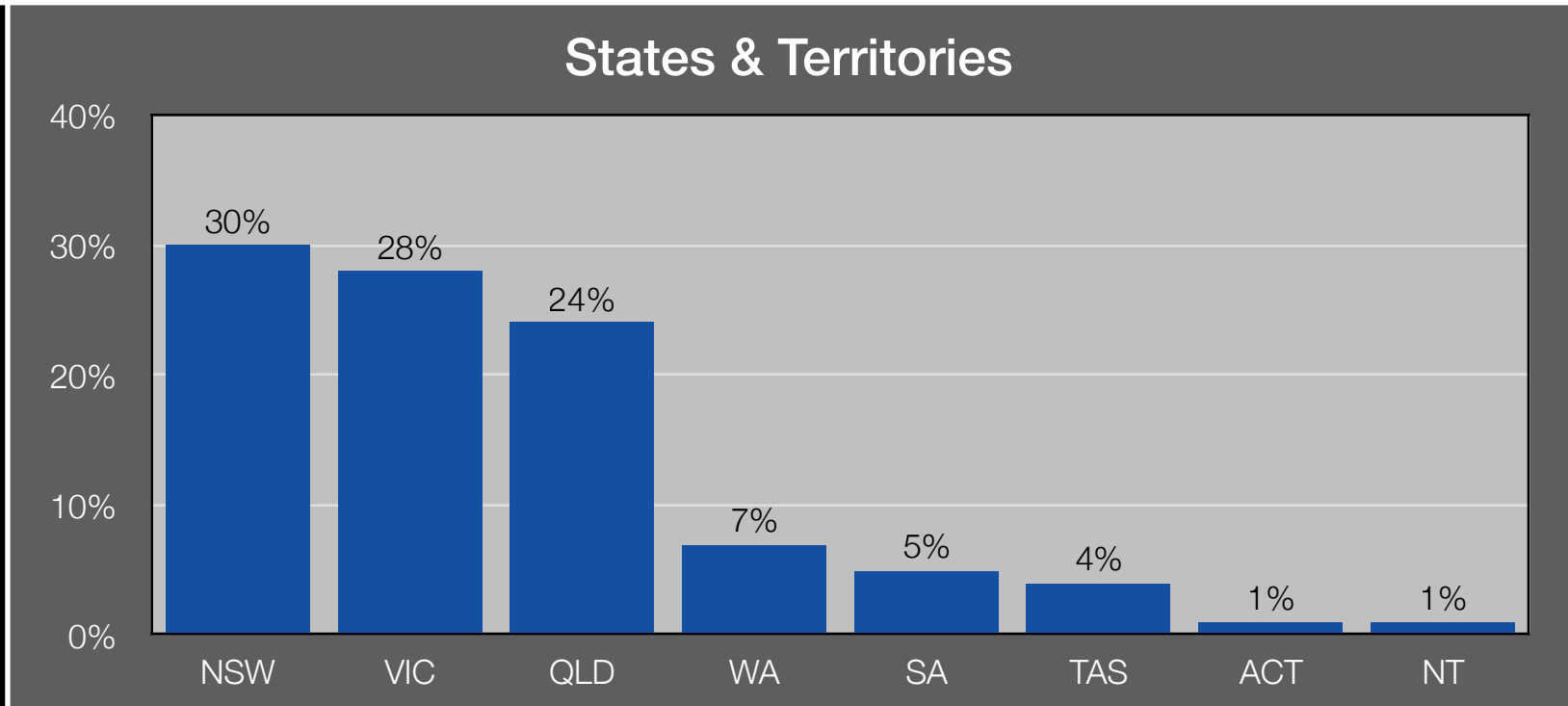


Dates

- Qualitative stage:
 - Focus groups: 23rd May to 2nd June
- Quantitative stage:
 - Telephone survey: 6th June to 18th June
 - Online survey: 3rd June to 22nd June

Details of the Sample

The sample was representative of the Australian adult population, across all major demographic, geographic & socio-economic factors.



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Findings



78% say the fear of missing out impacts their decision to get vaccinated

1. Does the fear of missing out on important life events such as traveling overseas for a holiday or attending a major sporting event such as a AFL grand final, unless you are vaccinated against illnesses like influenza or COVID-19, impact on your decision to get vaccinated?

78% say the fear of missing out impacts their decision to get vaccinated

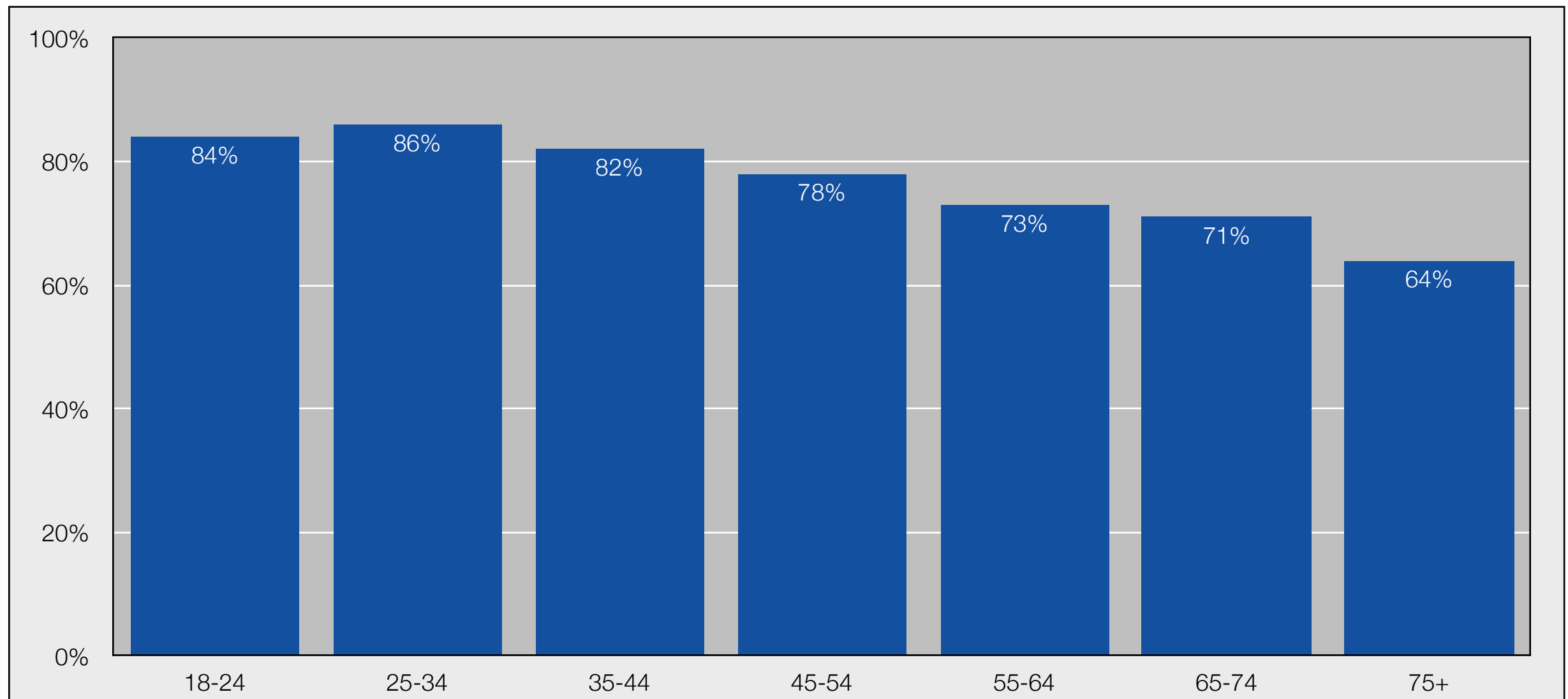
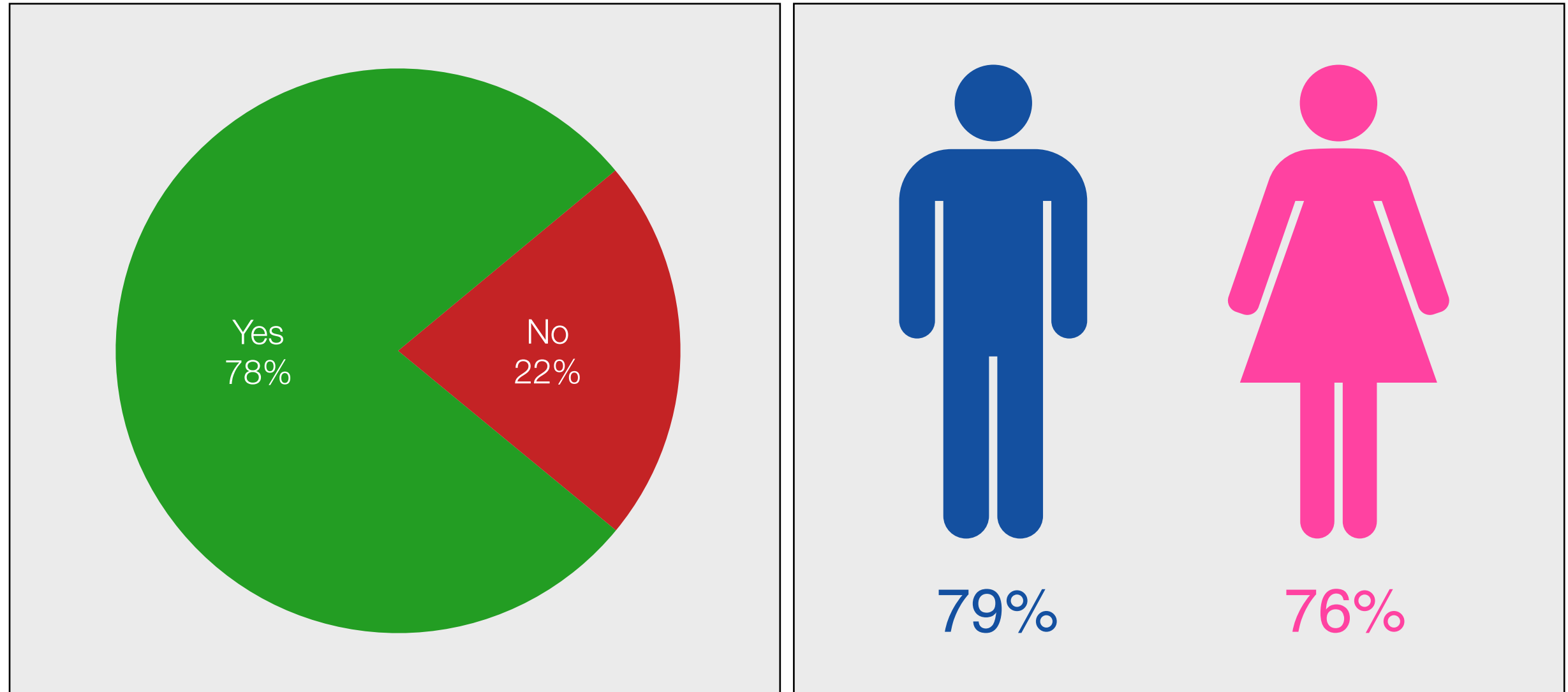
- For the question, illustrated in the opposite, top chart:
 - 78% answered “Yes”
 - 22% answered “No”

Higher incidence amongst men

- There was a higher incidence amongst men answering “Yes”:
 - 79% of men answered “Yes”; compared to 76% of women

Variation across age groups

- As illustrated in the chart opposite, there was variation across age groups in those who answered “Yes”, where:
 - 84% of those aged 18-24 years & 86% (25-34) answered “Yes”, decreasing to:
 - 82% (35-44)
 - 78% (45-54)
 - 73% (55-64)
 - 71% (65-74)
 - 64% (75+)



Travel & events with family/friends encourage up-to-date vaccination

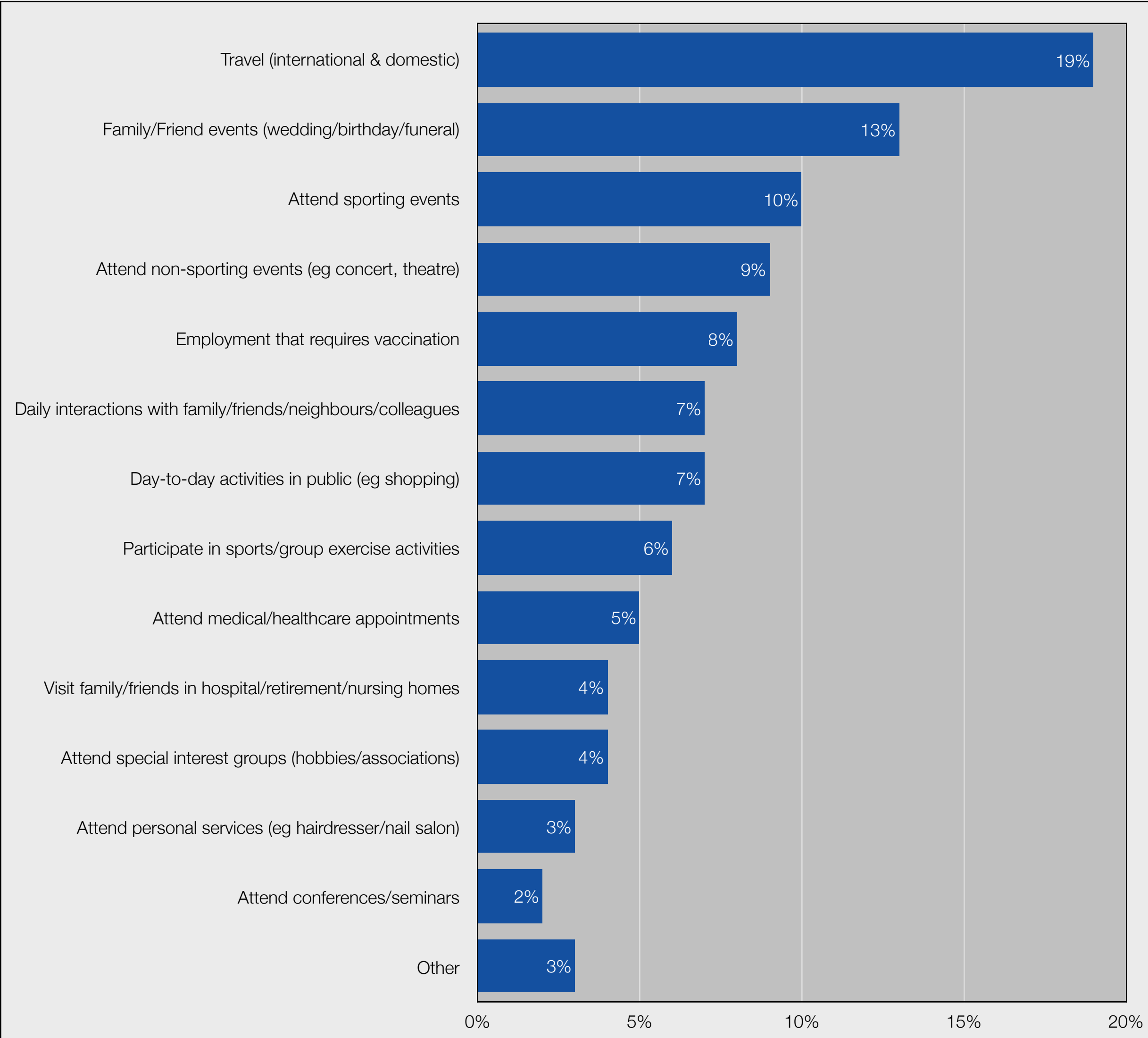
2. What is one important life event or situation that would encourage you to be up-to-date with your vaccination?

Travel & events with family/friends encourage up-to-date vaccination

- This question was open-ended and only one response was required.
- For the question, illustrated in the opposite chart:
 - The most common response, accounting for 19% over overall responses was “Travel (international & domestic)”
 - The second most common response was “Family/Friend events (eg wedding/birthday/funeral)” (13%)
 - “Attend sporting events” (10%) & “Attend non-sporting events” (9%)
 - “Employment that requires vaccination” (8%)
 - “Daily interactions with family/friends/neighbours/colleagues” (7%)
 - 3% gave an “Other” responses

Main life events similar to those in previous questions

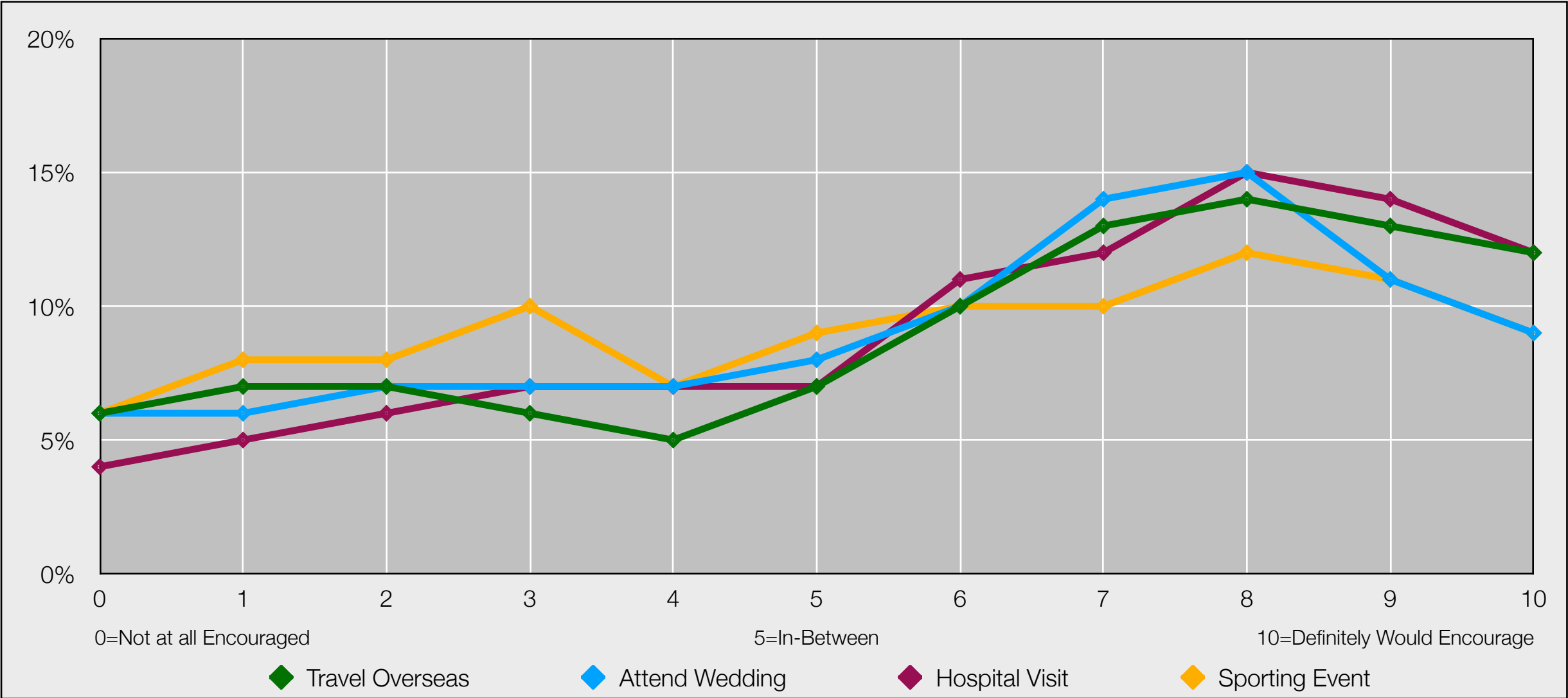
- This question was asked before the following question (19) so the 4 life events/situations provided would not influence the responses to this question.
- The main life events given in response to this question were very similar to those asked in the following question, specifically:
 - Travel (international & domestic) was the main response
 - Family/Friend events such as a wedding was the second highest response
 - Attending sporting events was the third highest response
 - Visiting a family member or friend in hospital was also mentioned, though to a much lesser extent than the three stated above



Main life events & situations that encourage up-to-date vaccination

3. For each of the questions below, use the slider on the scale to indicate how likely the situation would encourage you to be vaccinated or to be up-to-date with your vaccination against illnesses such as influenza and COVID-19, in order for you to attend.

- a. Being able to travel overseas for a holiday?
- b. Being able to attend a wedding of a family member or friend?
- c. Being able to visit a family member or friend who is in hospital?
- d. Being able to attend a sporting event that you want to such as an AFL grand final?



Being able to visit a family member or friend in hospital has the highest encouragement towards up-to-date vaccination

- For the question, illustrated in the opposite top chart, across the 4 sub-questions, there was variation in responses, where:
 - “Being able to visit a family member or friend in hospital” had the most encouragement, where 64% of responses were for the higher encouraged response options (6-10)
 - “Being able to travel overseas for a holiday” followed, where 62% of responses were for the higher encouraged response options (6-10)
 - “Being able to attend a wedding of a family member or friend” was next where 59% of responses were for the higher encouraged response options (6-10)
 - “Being able to attend a sporting event that you want to such as an AFL grand final” was last, where 52% of responses were for the higher encouraged response options (6-10)

Implications for “Fear of Missing Out” Campaign

- Greater insights into each of the options are provided on the following slides, providing details across the demographic, geographic and socio-economic factors behind the findings.
- What is evident is that all of the 4 options resonate with encouraging people to be up-to-date with their vaccination.
- It was also found in Question 18, that all of these 4 life events/situations were mentioned and were the most common responses, with the exception of “Being able to visit a family member or friend who is in hospital”
- Question 18 also found that other important life events/situations encourage people being up-to-date with vaccination and should be considered in developing the “Fear of Missing Out” campaign, namely attending non-sporting events, employment, daily interactions with people considered close (family/friends/neighbours/colleagues) and day-to-day activities such as shopping.

Being able to travel overseas strongly encourages up-to-date vaccination

3. For each of the questions below, use the slider on the scale to indicate how likely the situation would encourage you to be vaccinated or to be up-to-date with your vaccination against illnesses such as influenza and COVID-19, in order for you to attend.

a. Being able to travel overseas for a holiday?

Being able to travel overseas for a holiday highly encourages vaccination

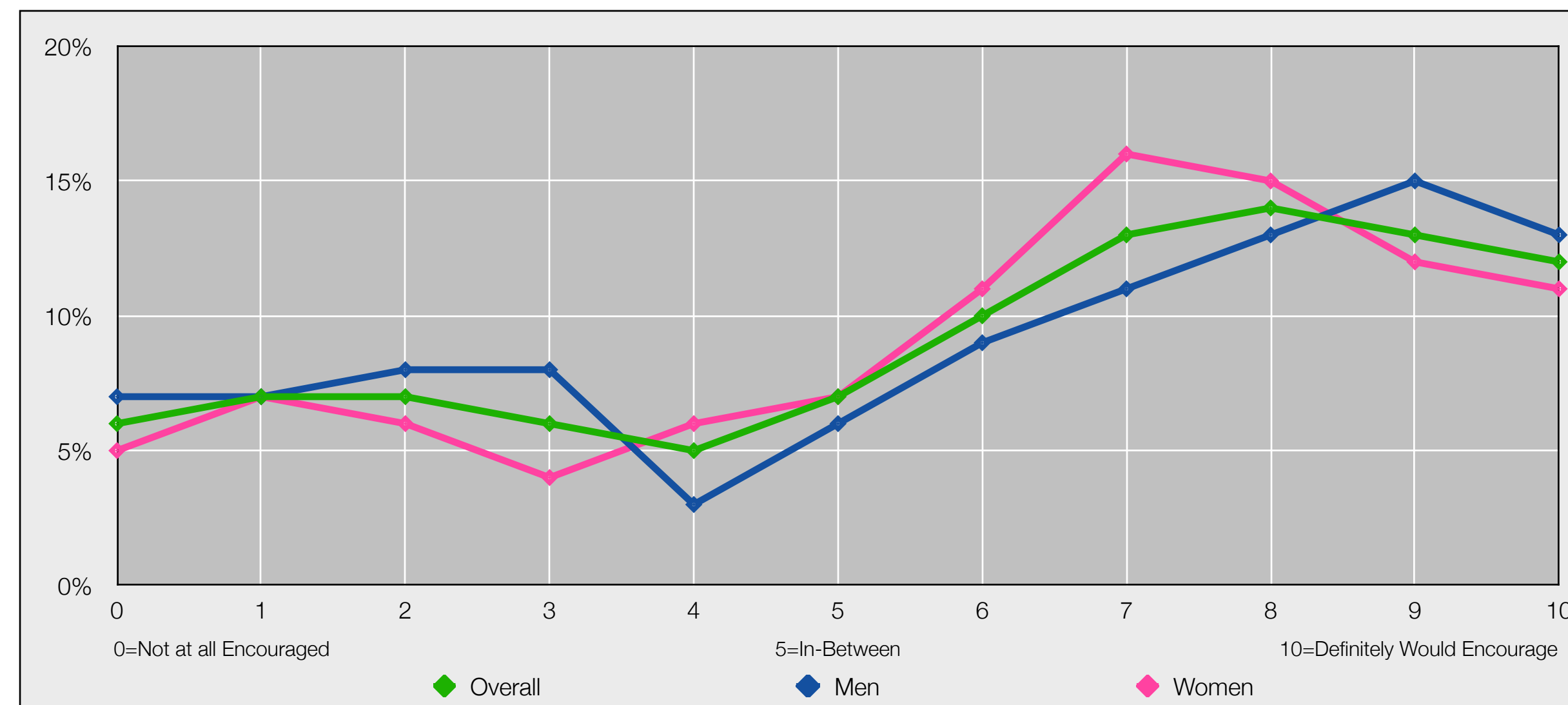
- For the question, illustrated in the opposite top chart, there was a higher skew towards the more highly encouraged response options (6-10), clearly indicating that being able to travel overseas for a holiday encourages vaccination against illnesses such as influenza and COVID-19, where:
 - 31% of responses were for the lower encouraged response options (0-4)
 - 7% of response options were for the “In-Between” response option (5)
 - 62% of responses were for the higher encouraged response options (6-10)

Women more highly encouraged

- Comparing gender, women were more highly encouraged than men, as illustrated in the opposite top chart, where:
 - 65% of women answered across the higher response options (6-10), compared to 61% of men

Age a factor, younger age groups more highly encouraged

- Across age groups, it was evident that the younger age groups had a stronger skew towards being more highly encouraged than middle-aged and older age groups, where:
 - 67% of those aged 18-34 answered across the more highly encouraged response options (6-10)
 - Conversely, of those aged 65+, 31% answered across the more highly encouraged response options (6-10)



Minimal variation across geographic areas

- There was minimal variation in responses across geographic regions, the only notable differences being:
 - Those from NSW, VIC & ACT were the most highly encouraged
 - Those from metropolitan areas were more highly encouraged than those from regional & rural areas

Household income the main socio-economic determinant

- Across the socio-economic factors, household income was the main determinant towards encouragement, where those from households with higher annual income were the more highly encouraged:
 - 66% of those from a household with annual income >\$150,000 answered across the higher encouragement response options (6-10)

Being able to attend a wedding of a family member encourages vaccination

3. For each of the questions below, use the slider on the scale to indicate how likely the situation would encourage you to be vaccinated or to be up-to-date with your vaccination against illnesses such as influenza and COVID-19, in order for you to attend.

b. Being able to attend a wedding of a family member or friend?

Being able to attend a wedding of a family member encourages vaccination

- For the question, illustrated in the opposite top chart, there was a higher skew towards the more highly encouraged response options (6-10), indicating that being able to attend a wedding of a family member or friend encourages vaccination against illnesses such as influenza and COVID-19, where:
 - 33% of responses were for the lower encouraged response options (0-4)
 - 8% of response options were for the “In-Between” response option (5)
 - 59% of responses were for the higher encouraged response options (6-10)

Women much more highly encouraged

- Comparing gender, women were much more highly encouraged than men, as illustrated in the opposite top chart, where:
 - 67% of women answered across the higher response options (6-10), compared to 51% of men

Minimal variation across age groups

- There was minimal variation in responses across age groups, the only notable differences being:
 - Slightly higher encouragement amongst middle-aged groups, where 42% of those aged 45-64 answered across the more highly encouraged response options (6-10)



Minimal variation across geographic areas

- There was minimal variation in responses across geographic regions, the only notable differences being:
 - Those from QLD & WA were slightly more encouraged
 - Those from regional & rural areas areas were slightly more highly encouraged than those from metropolitan areas

Minimal variation across socio-economic factors

- Across the socio-economic factors, there was minimal variation in responses, the only notable differences being:
 - A slight skew towards the higher encouragement response options (6-10) amongst those from households with lower-middle (\$75,000 - \$125,000)

Being able to visit a family member or friend in hospital encourages vaccination

3. For each of the questions below, use the slider on the scale to indicate how likely the situation would encourage you to be vaccinated or to be up-to-date with your vaccination against illnesses such as influenza and COVID-19, in order for you to attend.

c. Being able to visit a family member or friend who is in hospital?

Being able to visit a family member or friend in hospital encourages vaccination

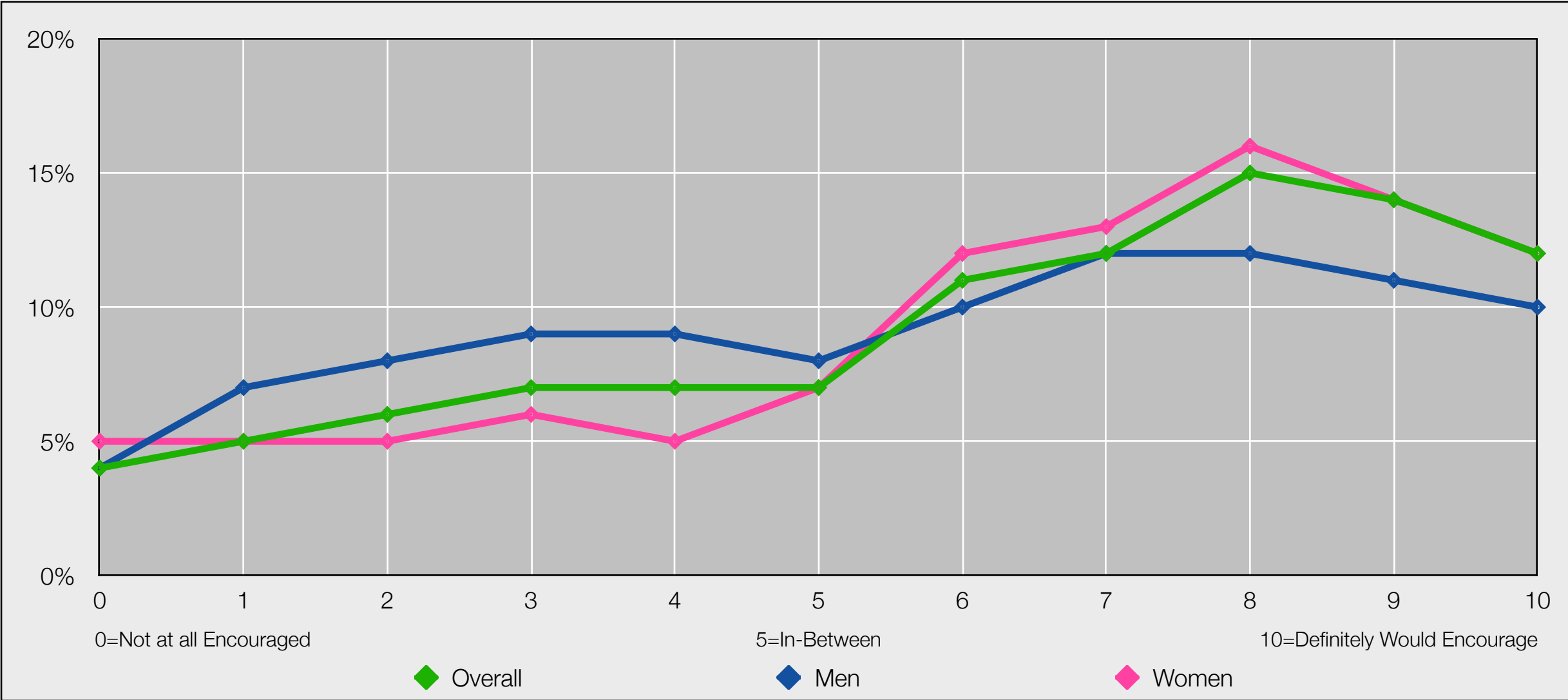
- For the question, illustrated in the opposite top chart, there was a higher skew towards the more highly encouraged response options (6-10), indicating that being able to visit a family member or friend who is in hospital encourages vaccination against illnesses such as influenza and COVID-19, where:
 - 29% of responses were for the lower encouraged response options (0-4)
 - 7% of response options were for the “In-Between” response option (5)
 - 64% of responses were for the higher encouraged response options (6-10)

Women much more highly encouraged

- Comparing gender, women were much more highly encouraged than men, as illustrated in the opposite top chart, where:
 - 67% of women answered across the higher response options (6-10), compared to 55% of men

Slight skew towards middle-older age groups being more encouraged

- There was minimal variation in responses across age groups, the only notable differences:
 - Slightly higher encouragement amongst middle-aged and older groups, where 44% of those aged 45-64 and 48% (65+) answered across the more highly encouraged response options (6-10)



Minimal variation across geographic areas

- There was minimal variation in responses across geographic regions, the only notable differences being:
 - Those from NSW, SA & WA were slightly more encouraged
 - Those from regional & rural areas areas were slightly more highly encouraged than those from metropolitan areas

Minimal variation across socio-economic factors

- Across the socio-economic factors, there was minimal variation in responses, the only notable differences being:
 - A slight skew towards the higher encouragement response options (6-10) amongst those from households with lower-middle (\$75,000 - \$125,000)

Being able to attend a sporting event encourages up-to-date vaccination

3. For each of the questions below, use the slider on the scale to indicate how likely the situation would encourage you to be vaccinated or to be up-to-date with your vaccination against illnesses such as influenza and COVID-19, in order for you to attend.

d. Being able to attend a sporting event that you want to such as an AFL grand final?

Being able to attend a sporting event encourages up-to-date vaccination

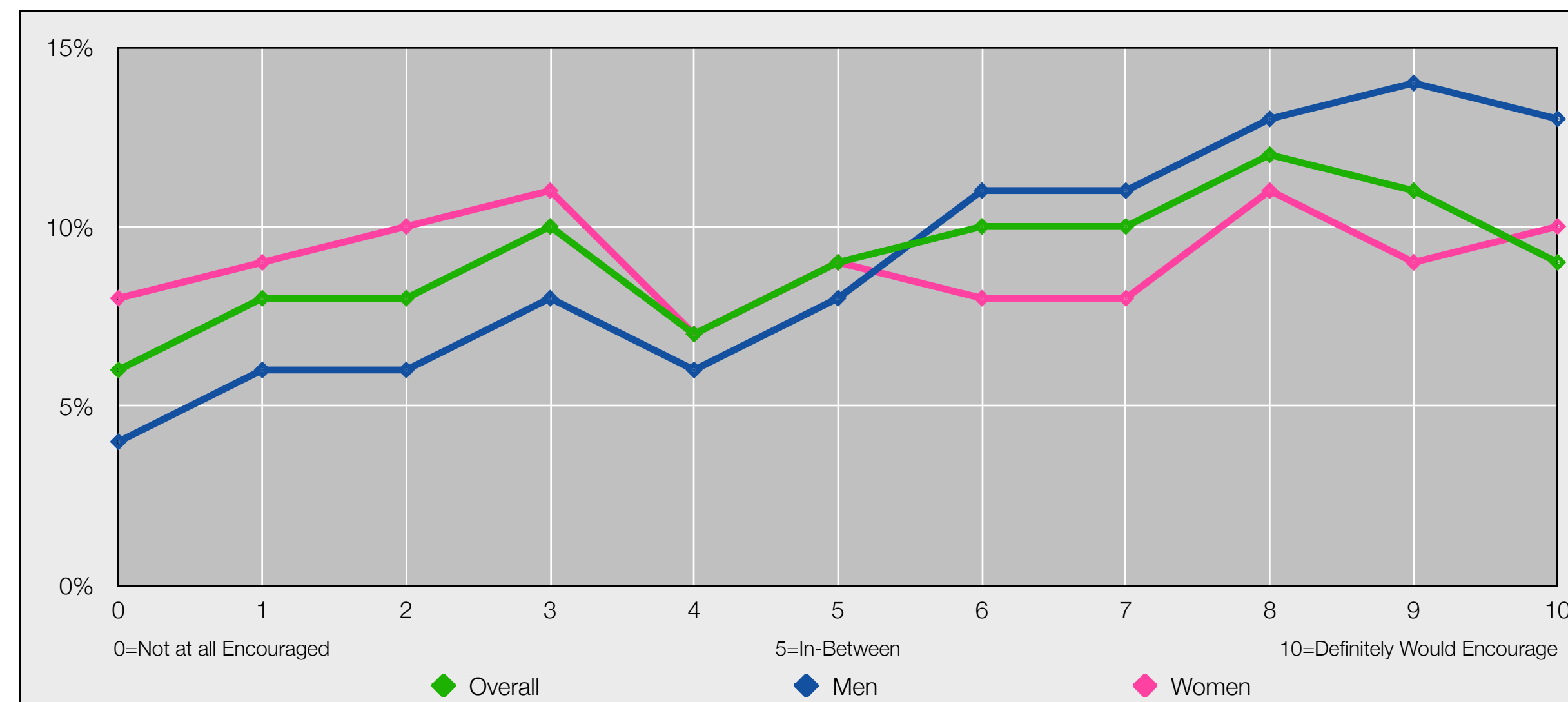
- For the question, illustrated in the opposite top chart, there was a higher skew towards the more highly encouraged response options (6-10), clearly indicating that being able to attend a sporting event encourages vaccination against illnesses such as influenza and COVID-19, where:
 - 39% of responses were for the lower encouraged response options (0-4)
 - 9% of response options were for the “In-Between” response option (5)
 - 52% of responses were for the higher encouraged response options (6-10)

Men more highly encouraged

- Comparing gender, men were more highly encouraged than women, as illustrated in the opposite top chart, where:
 - 62% of men answered across the higher response options (6-10), compared to 46% of women

Age a factor, younger and middle-aged groups more highly encouraged

- Across age groups, the younger and middle-aged groups had a stronger skew towards being more highly encouraged than older age groups, where:
 - 63% of those aged 18-34 and 59% of those aged 35-54 answered across the more highly encouraged response options (6-10)



Minimal variation across geographic areas

- There was minimal variation in responses across geographic regions, the only notable differences being:
 - Those from VIC, QLD & WA were the most highly encouraged

Household income the main socio-economic determinant

- Across the socio-economic factors, household income was the main determinant towards encouragement, where those from households with lower-middle annual income were the more highly encouraged:
 - 66% of those from a household with annual income \$75,000 - \$125,000 answered across the higher encouragement response options (6-10)

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Further Information



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