



IMMUNISATION
COALITION



Australians & Vaccination - General Attitudes & Knowledge

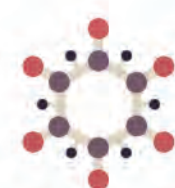
Immunisation Coalition | June 2022

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IMMUNISATION
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1 Background



3

Questions Asked

1. Thinking about the pandemic, how has it affected your attitude towards vaccination?
2. Do you trust the science behind mRNA vaccines? (eg Pfizer and Moderna)?
3. Do you trust the science behind vaccines in general?
4. As we age our immune system becomes weaker – just like our eyesight and hearing. It also takes longer to recover from illness. It is therefore important to ensure our vaccinations are up to date.
 - a. Do you know if your vaccinations are all up to date?
 - b. Does your GP ever remind you about staying up to date with your vaccinations?
 - c. Some vaccines are recommended by the Government and are free under the National Immunisation Program (NIP). However, some vaccines are recommended but not covered by the NIP. If these vaccines would help you maintain good health, would you be willing to pay for them yourself?
5. If you are over 50, has your GP ever recommended vaccination against:
 - a. Pertussis (Whooping cough)?
 - b. Shingles?
 - c. Pneumococcal disease?

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Methodology & Sample



5

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.

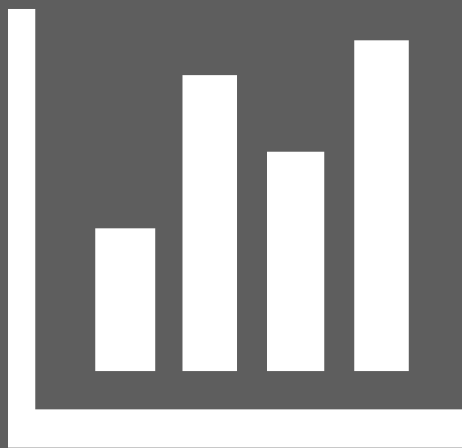
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Comprehensive

- 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.

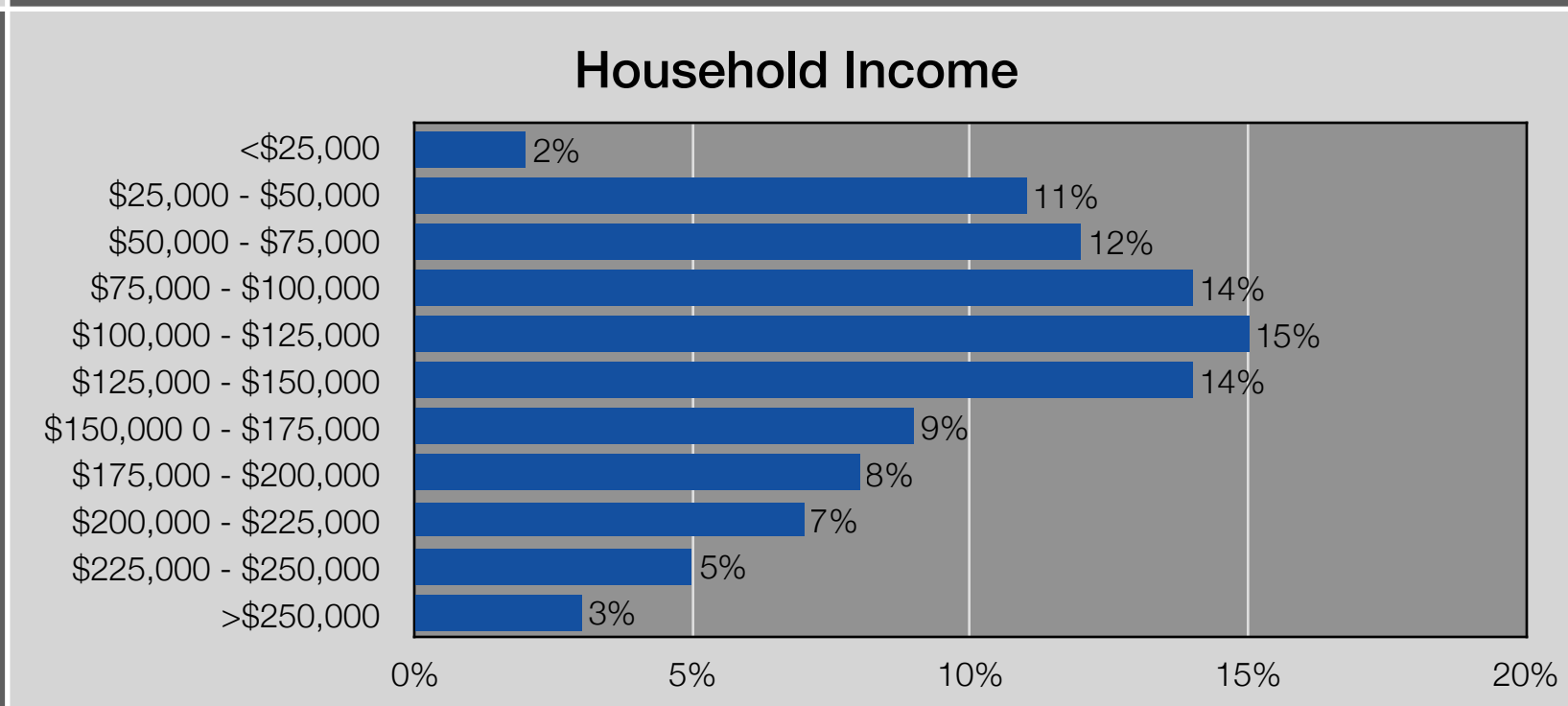
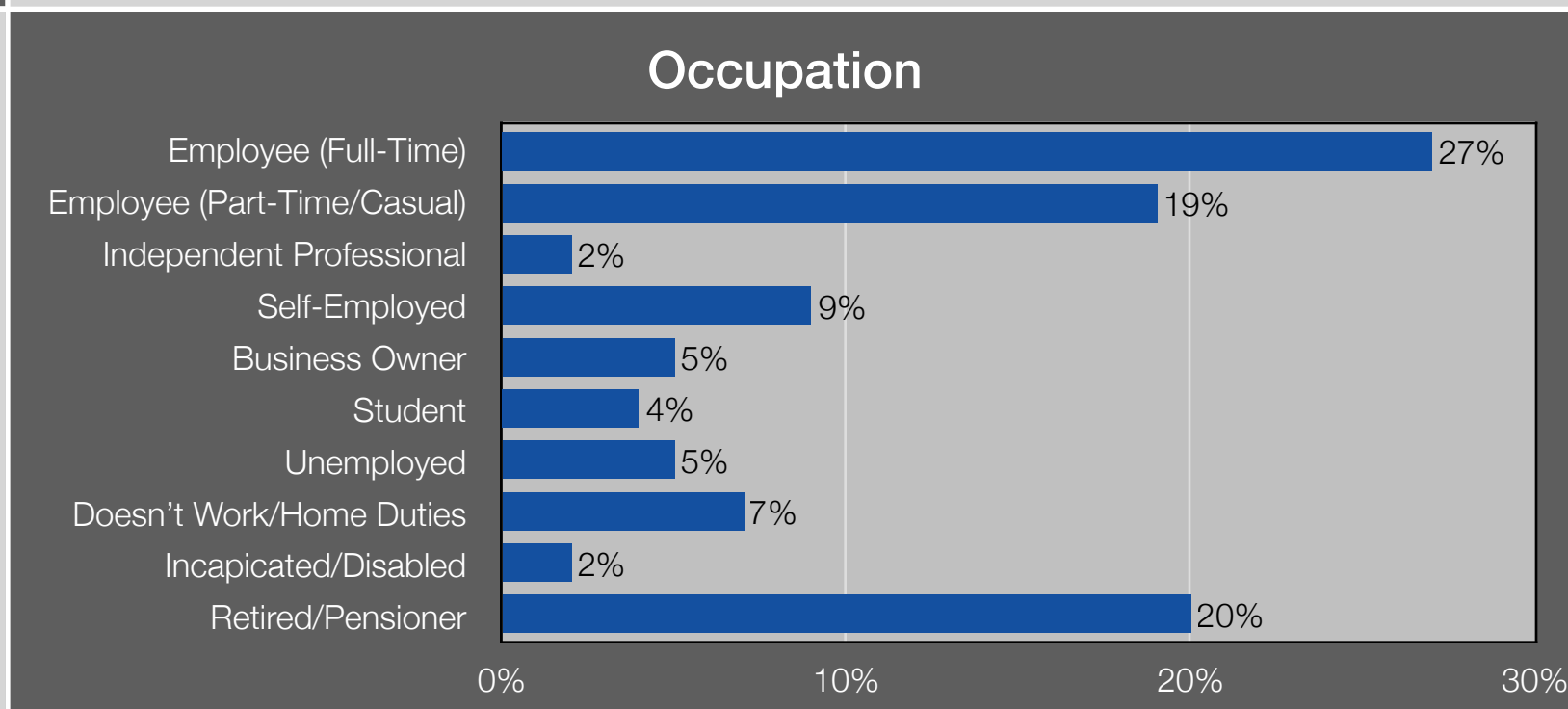
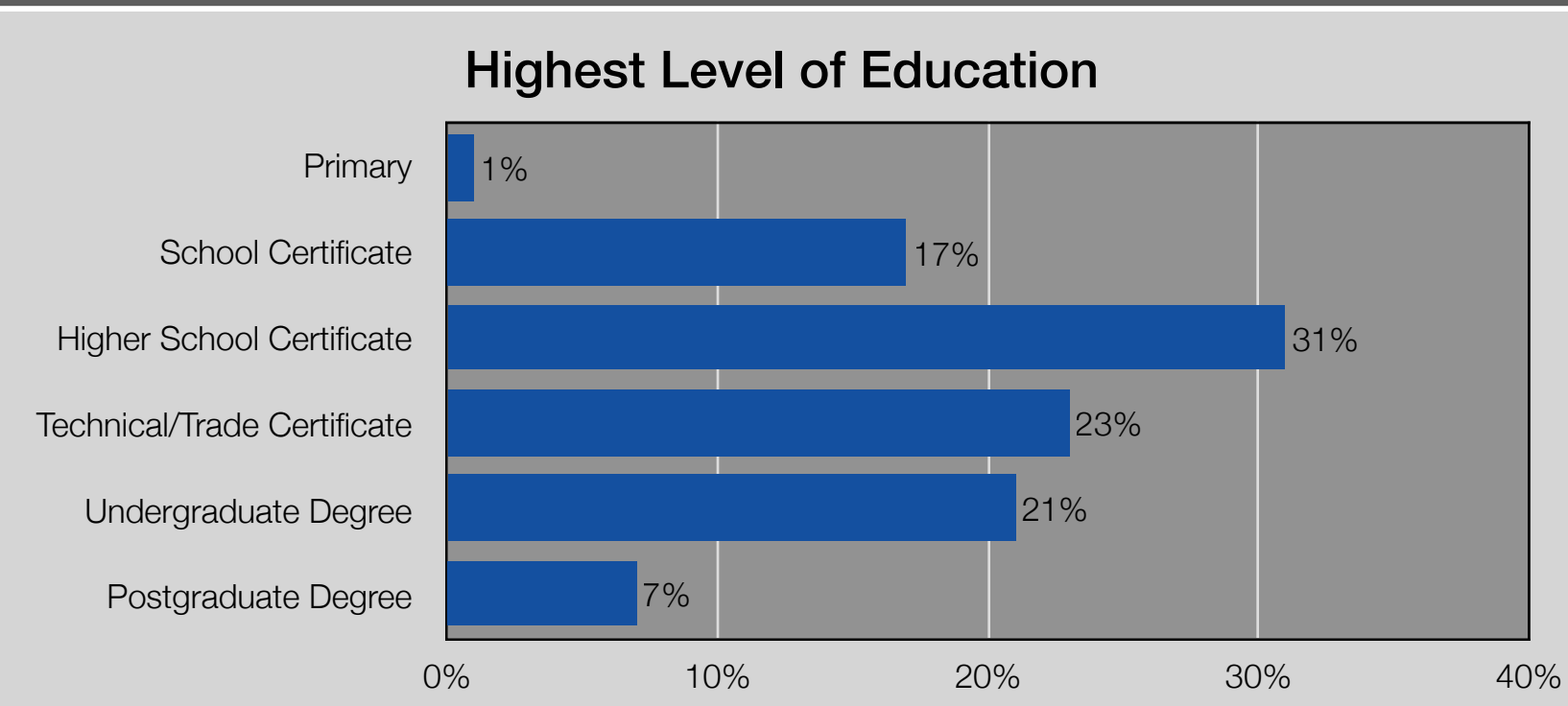
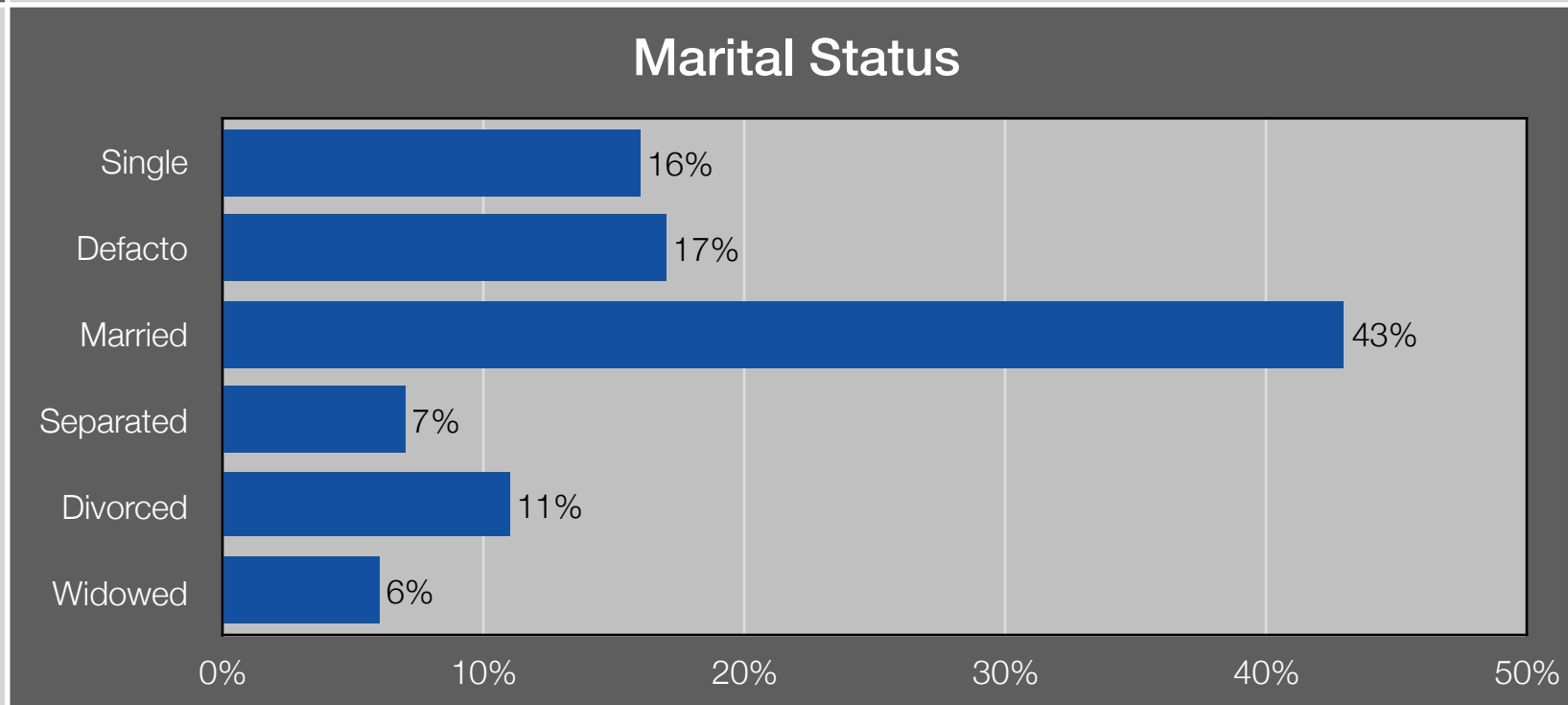
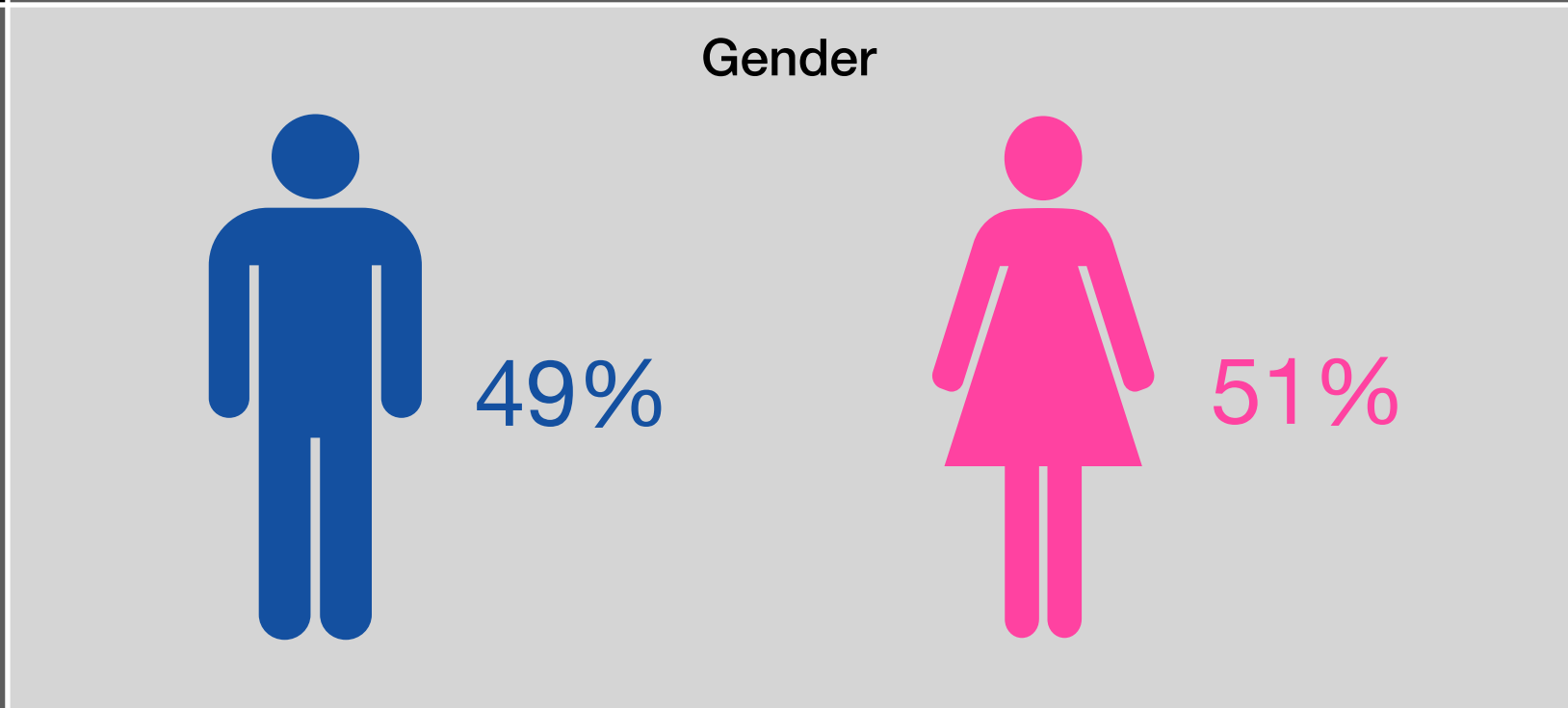
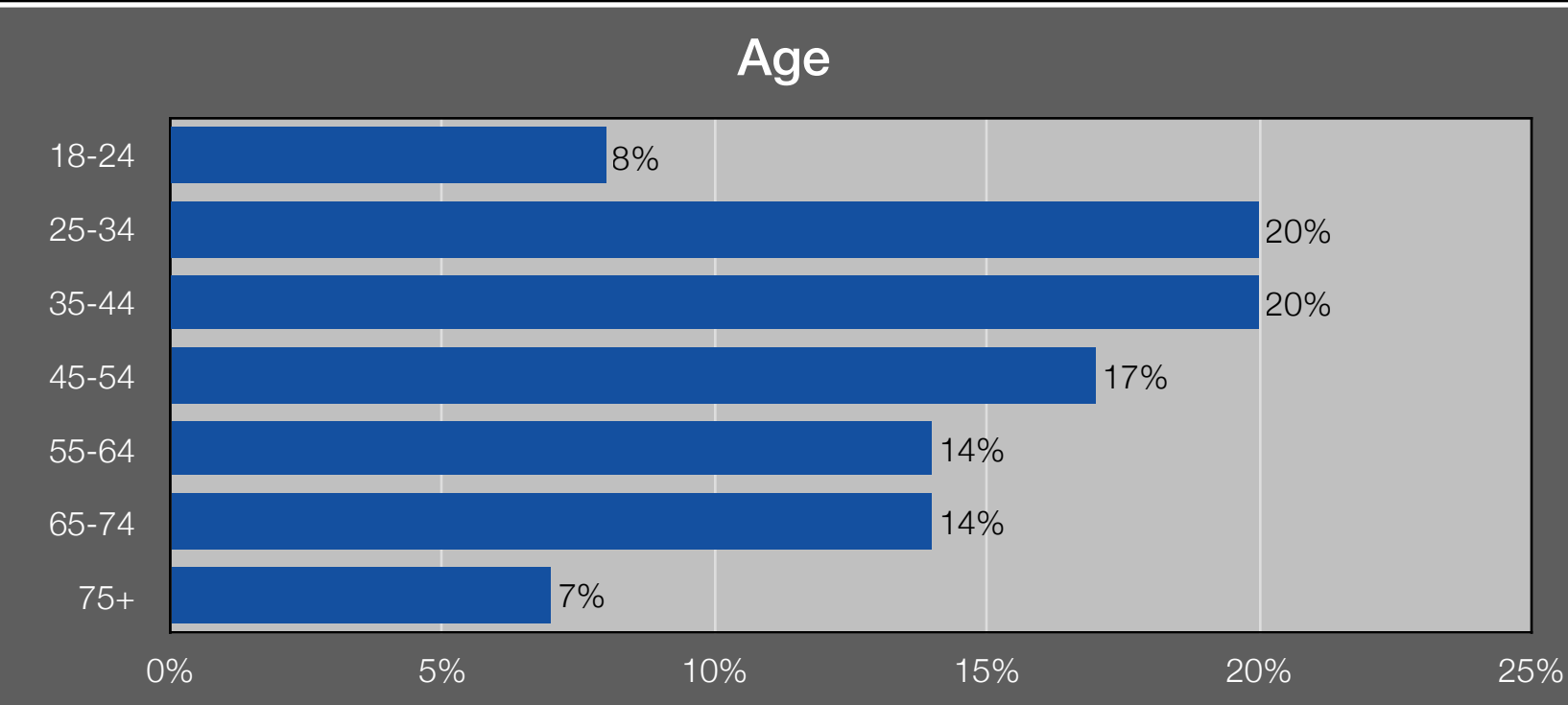
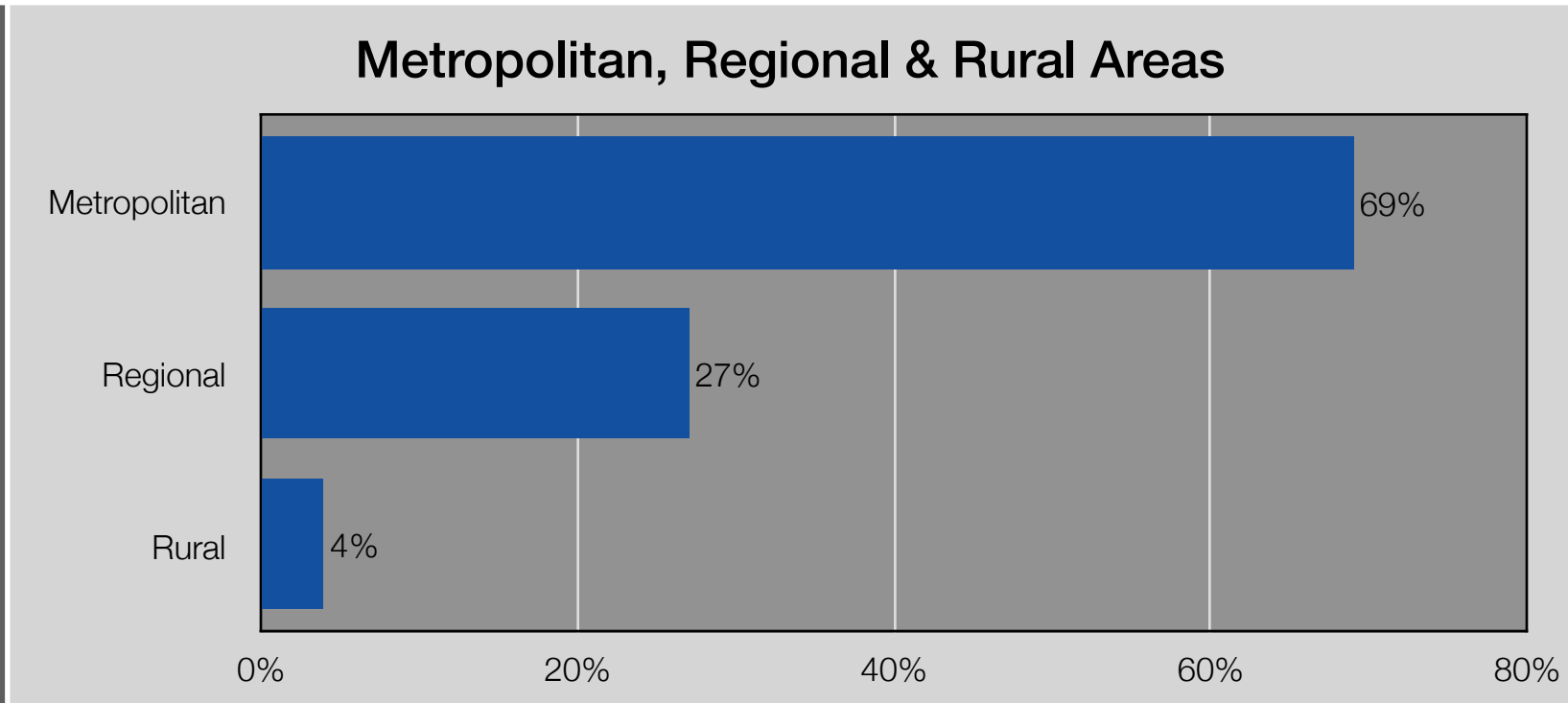
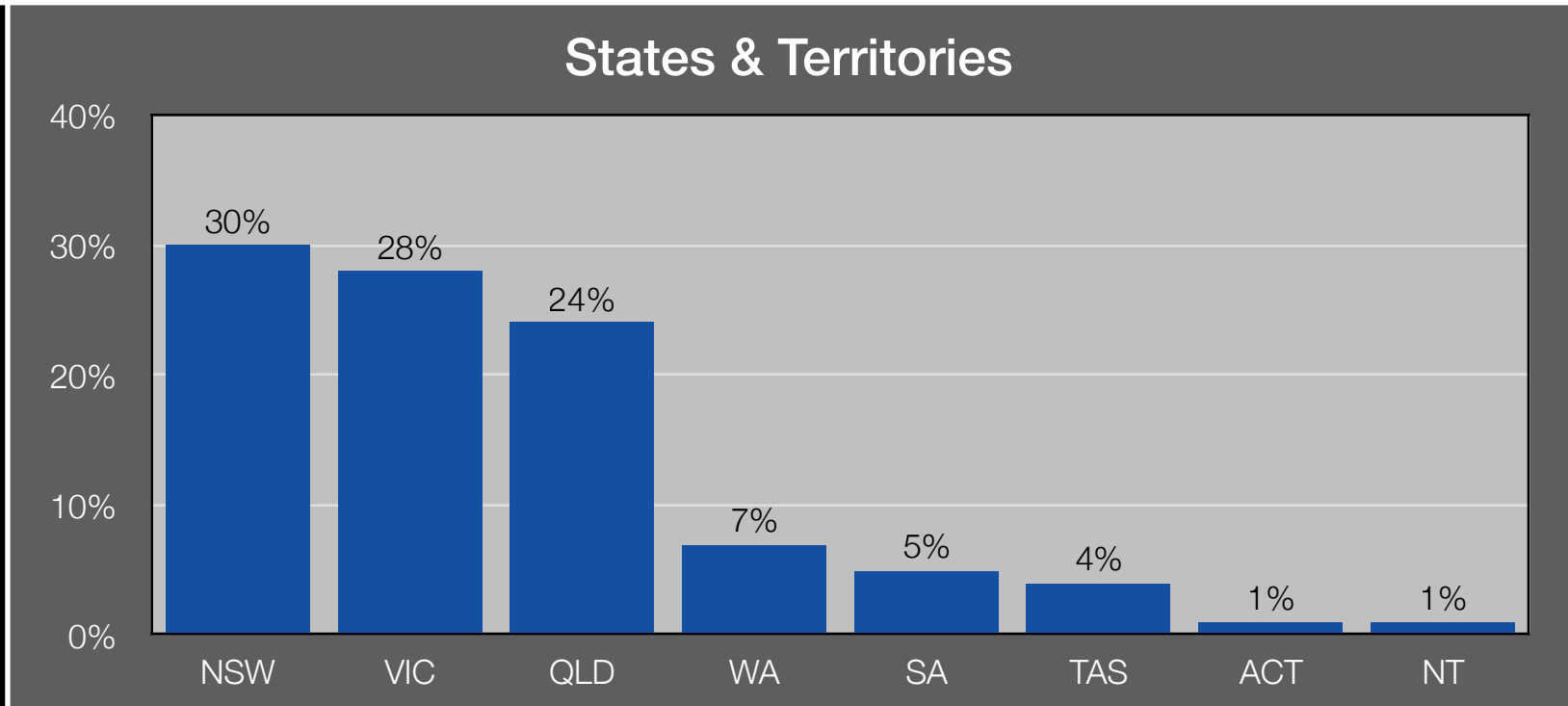


Dates

- 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



52% say pandemic has made them more receptive towards vaccination

1. Thinking about the pandemic, how has it affected your attitude towards vaccination?

52% say pandemic has made them more receptive towards vaccination

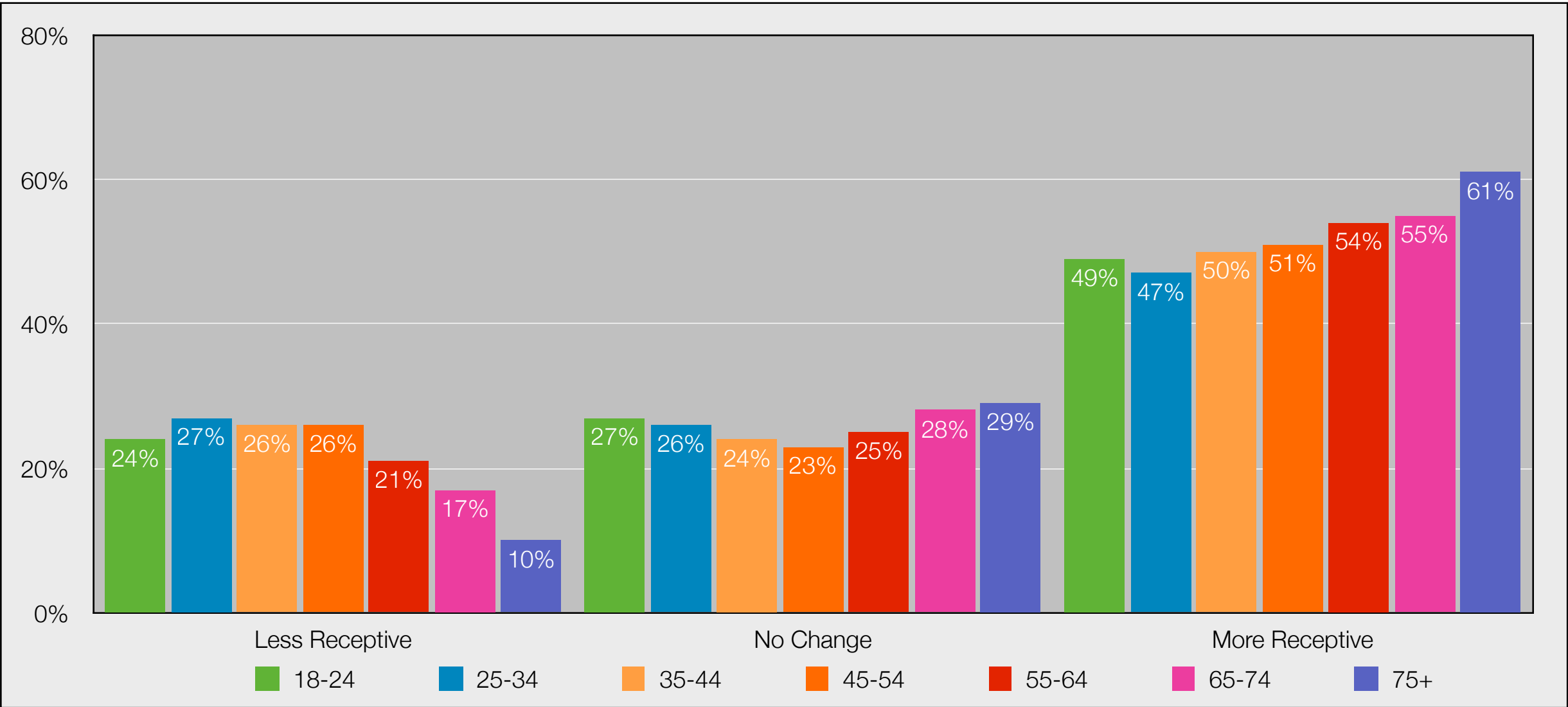
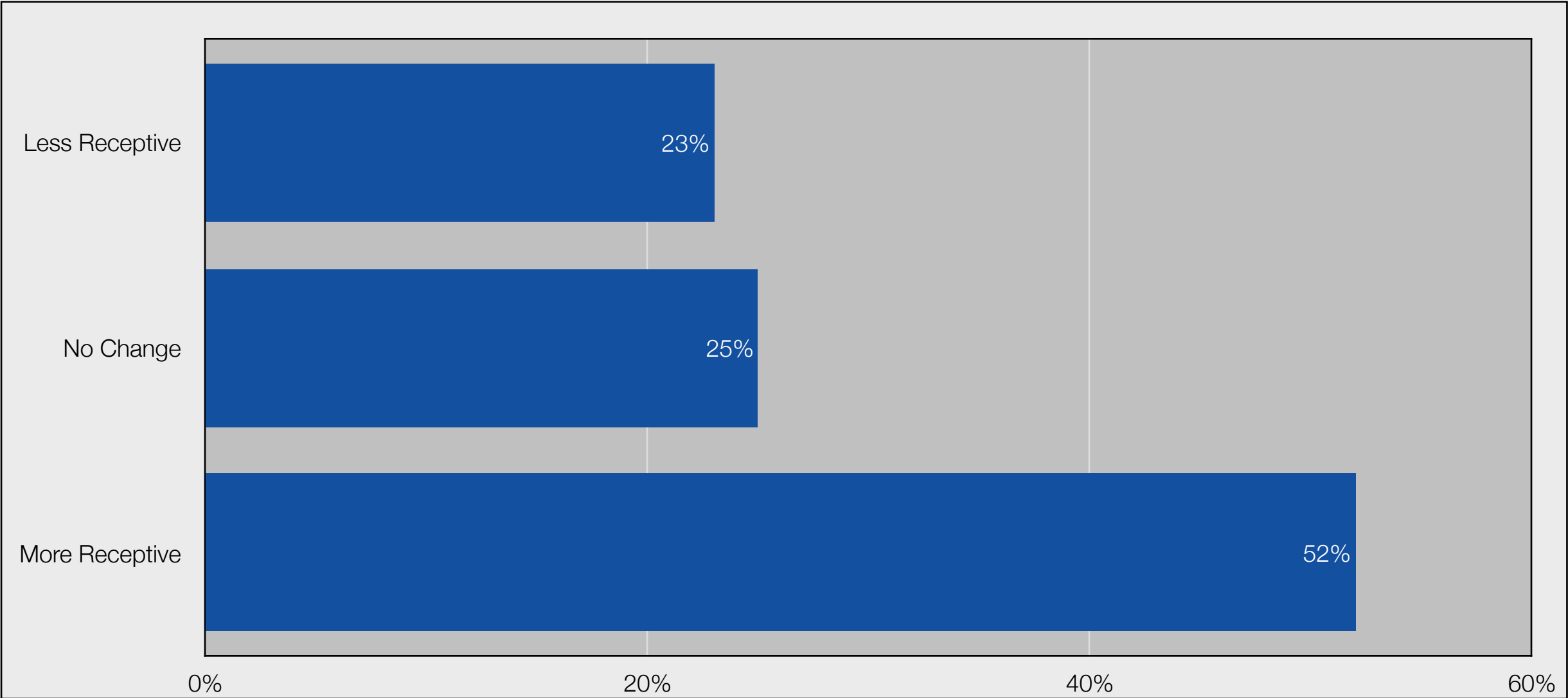
- For the question, illustrated in the opposite, top chart:
 - 23% answered “Less Receptive”
 - 25% answered “No Change”
 - 52% answered “More Receptive”

Women slightly more receptive towards vaccination

- There was a slightly higher response to “More Receptive” amongst women:
 - 53% of women answered “Yes”; compared to 50% of men

Variation across age groups

- As illustrated in the chart opposite, there was variation across age groups for the three response options, where:
 - Older age groups (55+) had the highest responses to “No Change” & “More Receptive” in addition to the lowest responses to “Less Receptive”
 - Middle age groups (35-54) had the lowest responses to “No Change” & high responses to “Less Receptive”
 - Younger age groups (18-34) had the lowest responses to “More Receptive” and high responses to “Less Receptive”



67% trust the science behind mRNA vaccines

2. Do you trust the science behind mRNA vaccines? (eg Pfizer and Moderna)?

67% trust the science behind mRNA vaccines

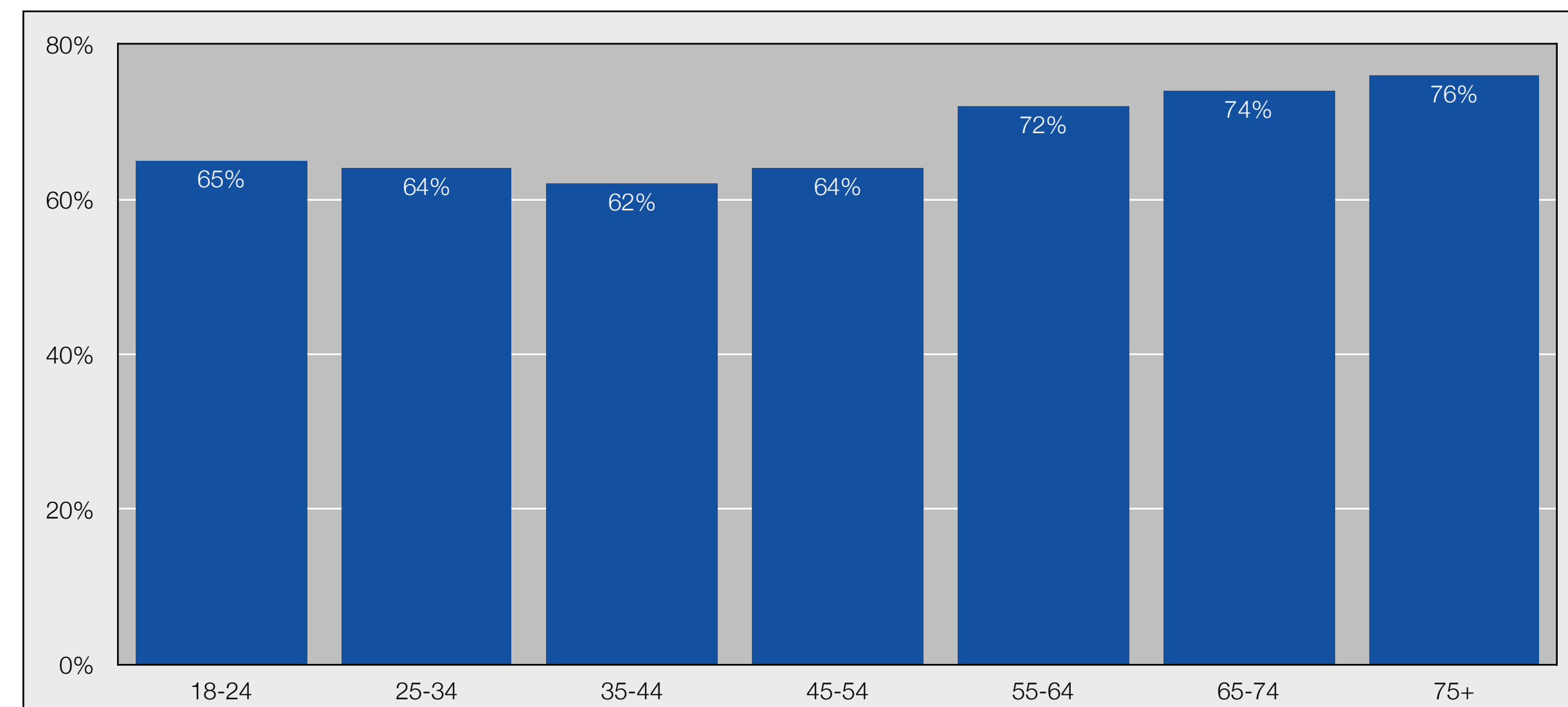
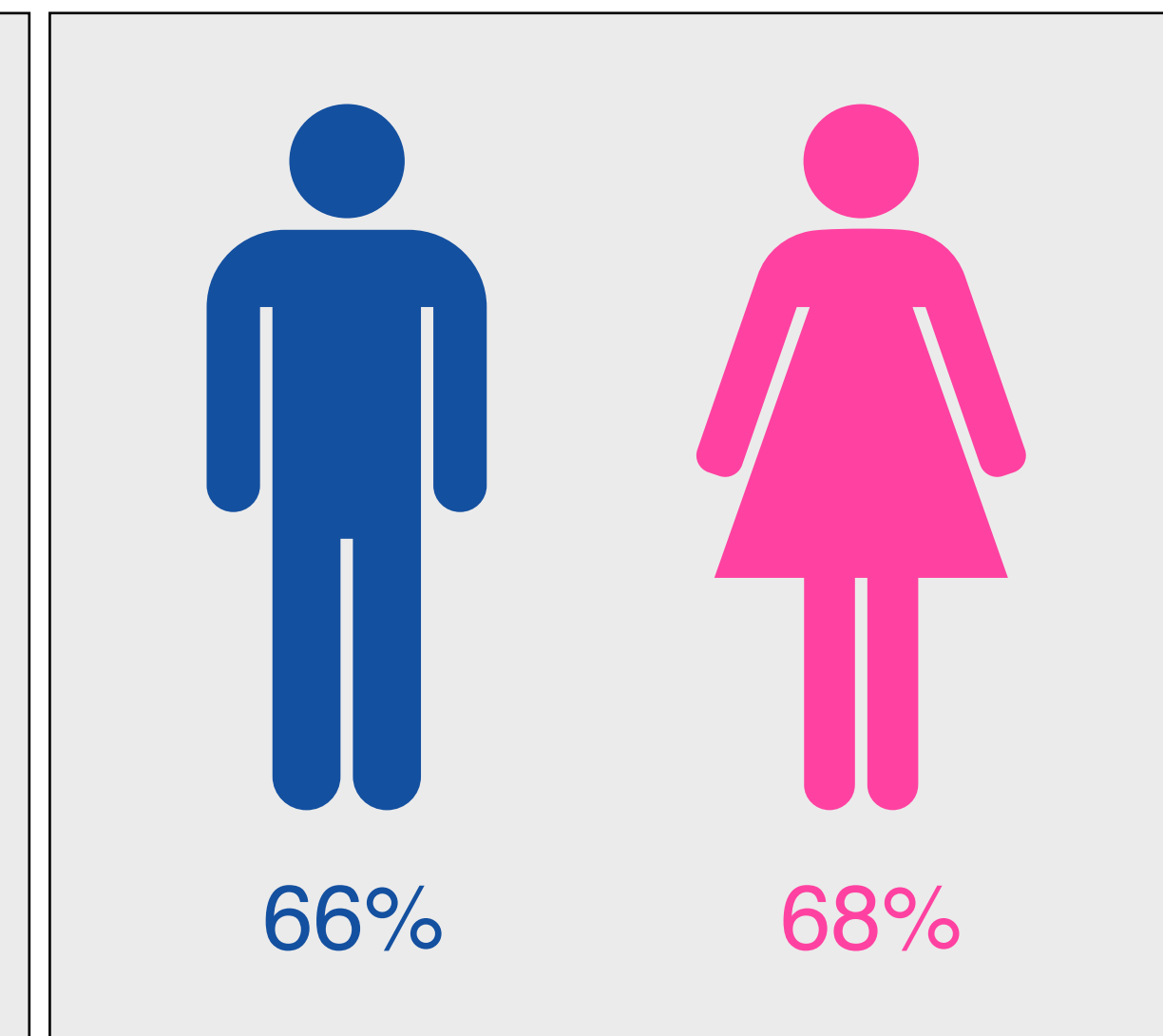
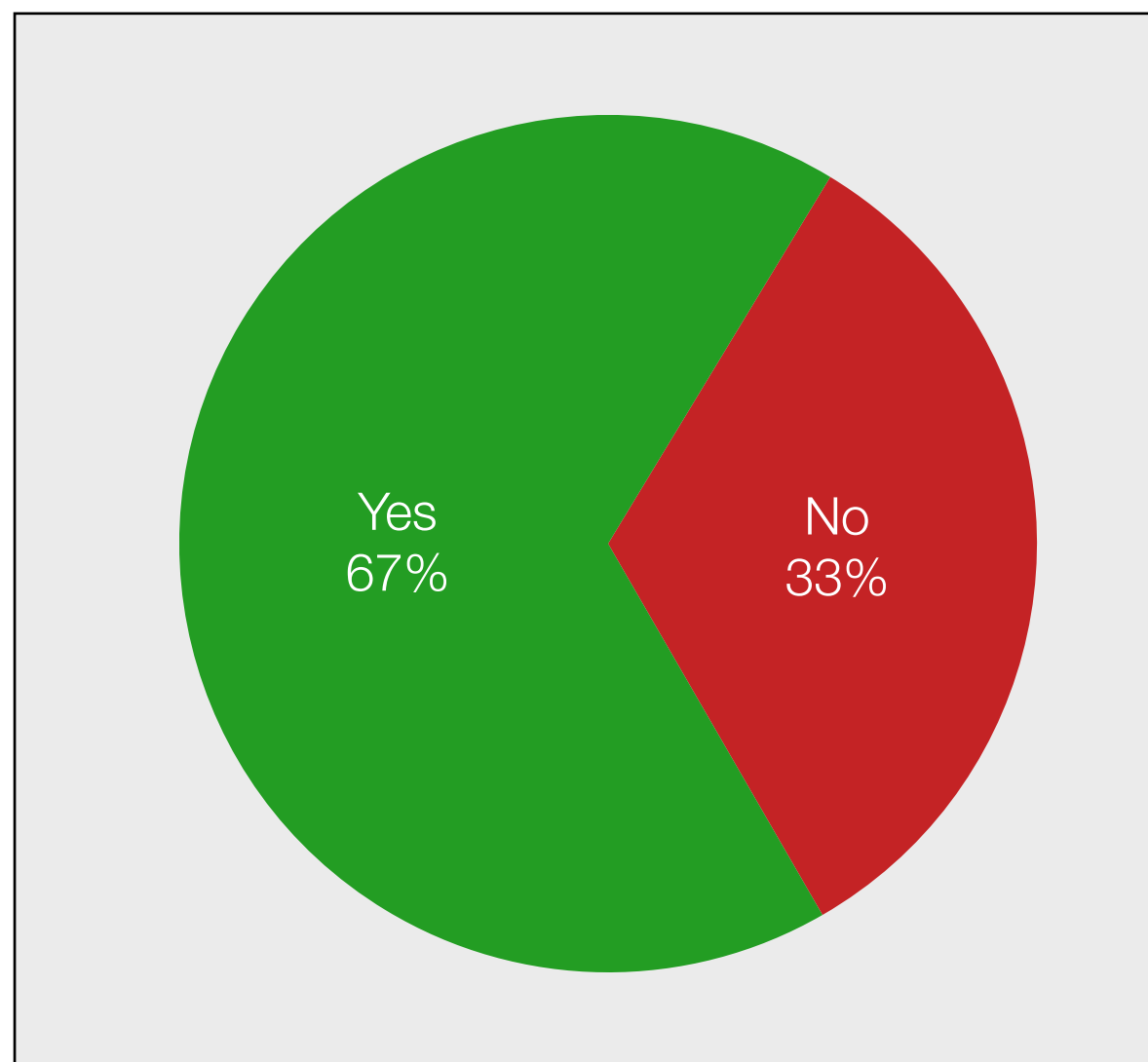
- For the question, illustrated in the opposite, top chart:
 - 67% answered “Yes”
 - 33% answered “No”

Higher incidence amongst women

- There was a higher incidence amongst women answering “Yes”:
 - 68% of women answered “Yes”; compared to 66% of men

Variation across age groups

- Illustrated in the chart opposite, there was variation across age groups in those who answered “Yes” where:
 - 65% of those aged 18-24 years & 64% (25-34) answered “Yes”, decreasing to:
 - 62% (35-44), then increasing to:
 - 64% (45-54)
 - 72% (55-64)
 - 74% (65-74)
 - 76% (75+)



83% say they trust the science behind vaccines in general

3. Do you trust the science behind vaccines in general?

83% say they trust the science behind vaccines in general

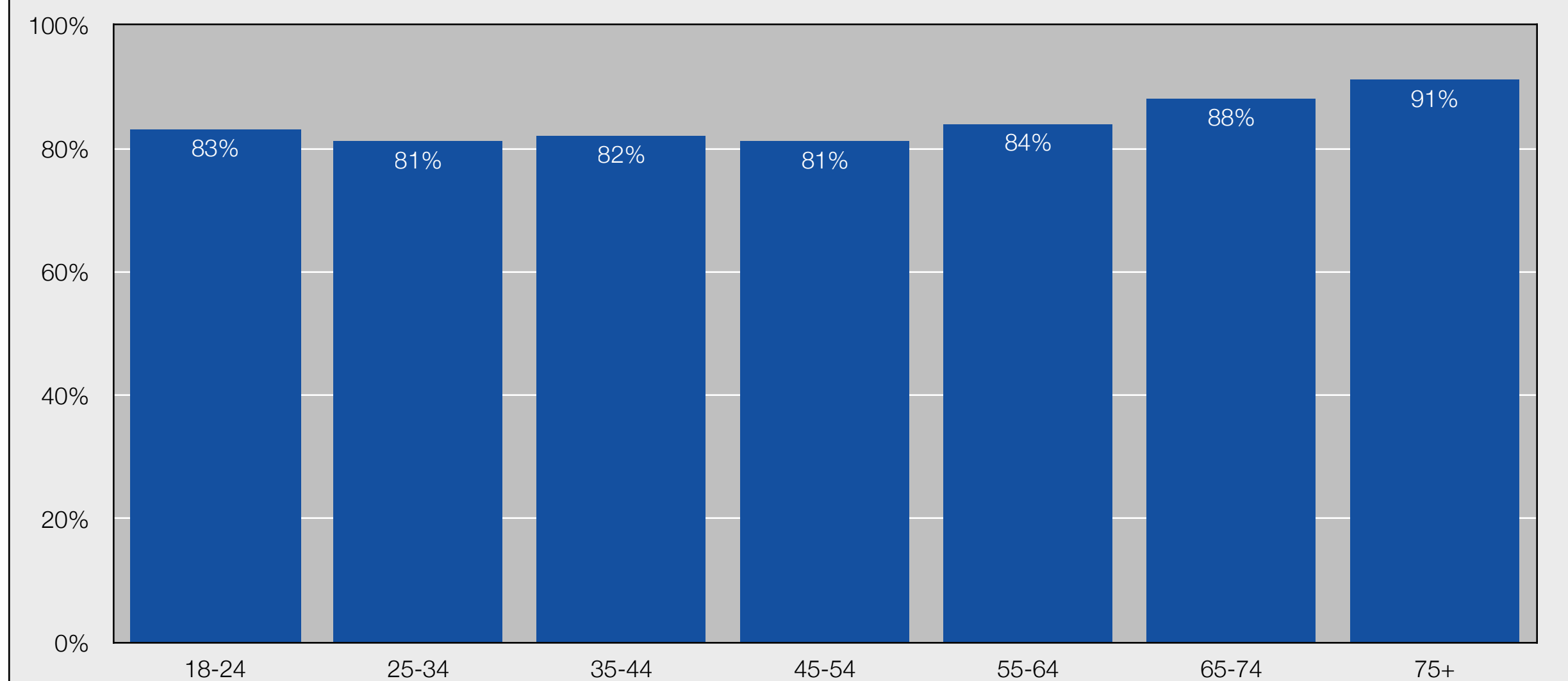
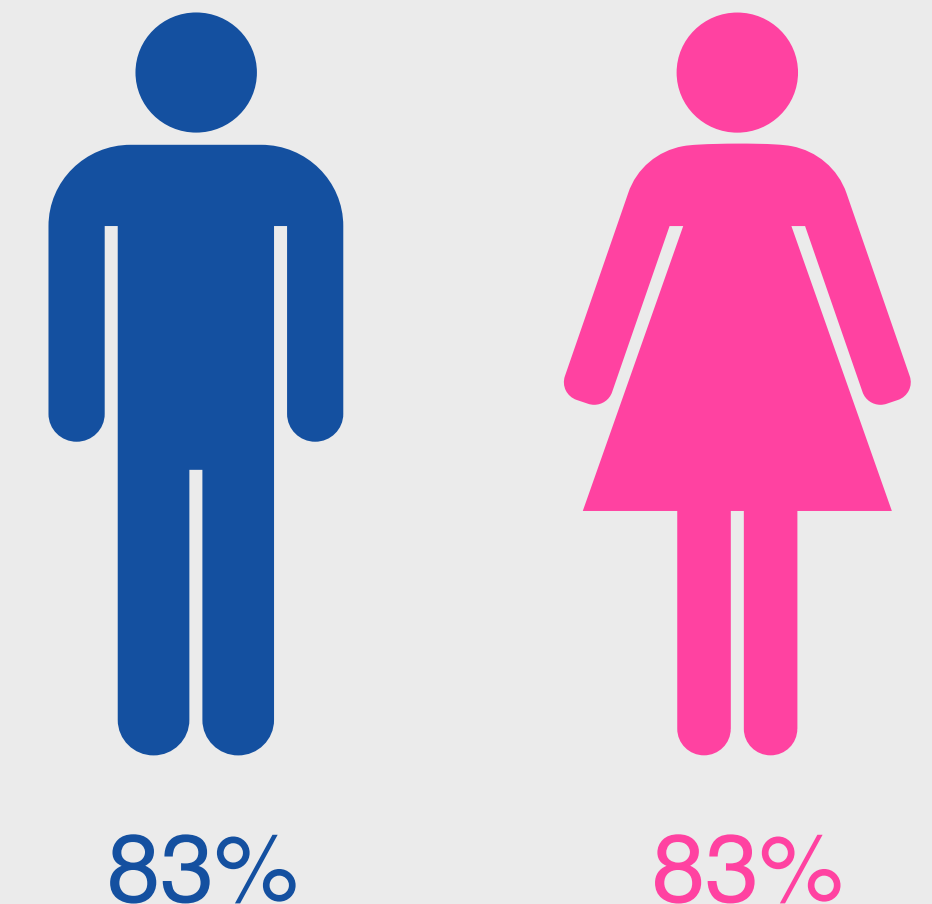
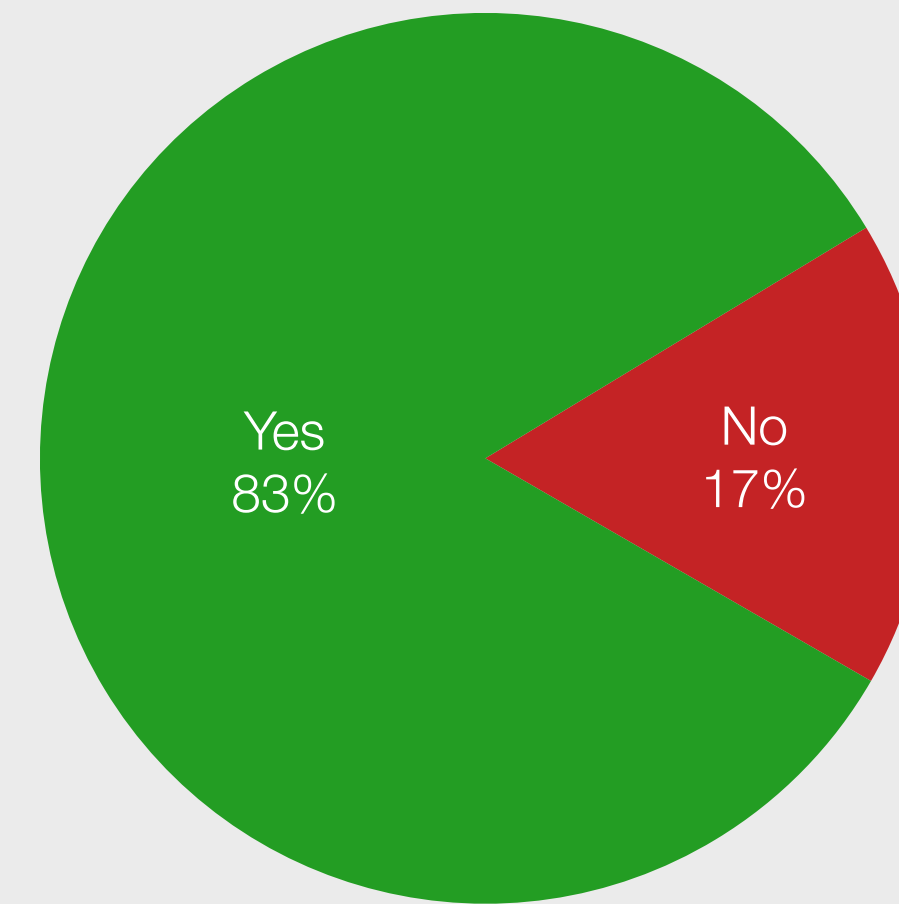
- For the question, illustrated in the opposite, top chart:
 - 83% answered “Yes”
 - 17% answered “No”

Same response amongst men and women

- There was the same response across gender:
 - 83% of both men and women answered “Yes”

Slight variation across age groups

- As illustrated in the chart opposite, there was slight variation across age groups in those who answered “Yes”, where:
 - 83% of those aged 18-24 years & 81% (25-34) answered “Yes”, increasing to:
 - 82% (35-44)
 - 81% (45-54)
 - 84% (55-64)
 - 88% (65-74)
 - 91% (75+)



67% believe they are up to date with their vaccinations

4. As we age our immune system becomes weaker – just like our eyesight and hearing. It also takes longer to recover from illness. It is therefore important to ensure our vaccinations are up to date.

a. Do you know if your vaccinations are all up to date?

67% believe they are up to date with their vaccinations

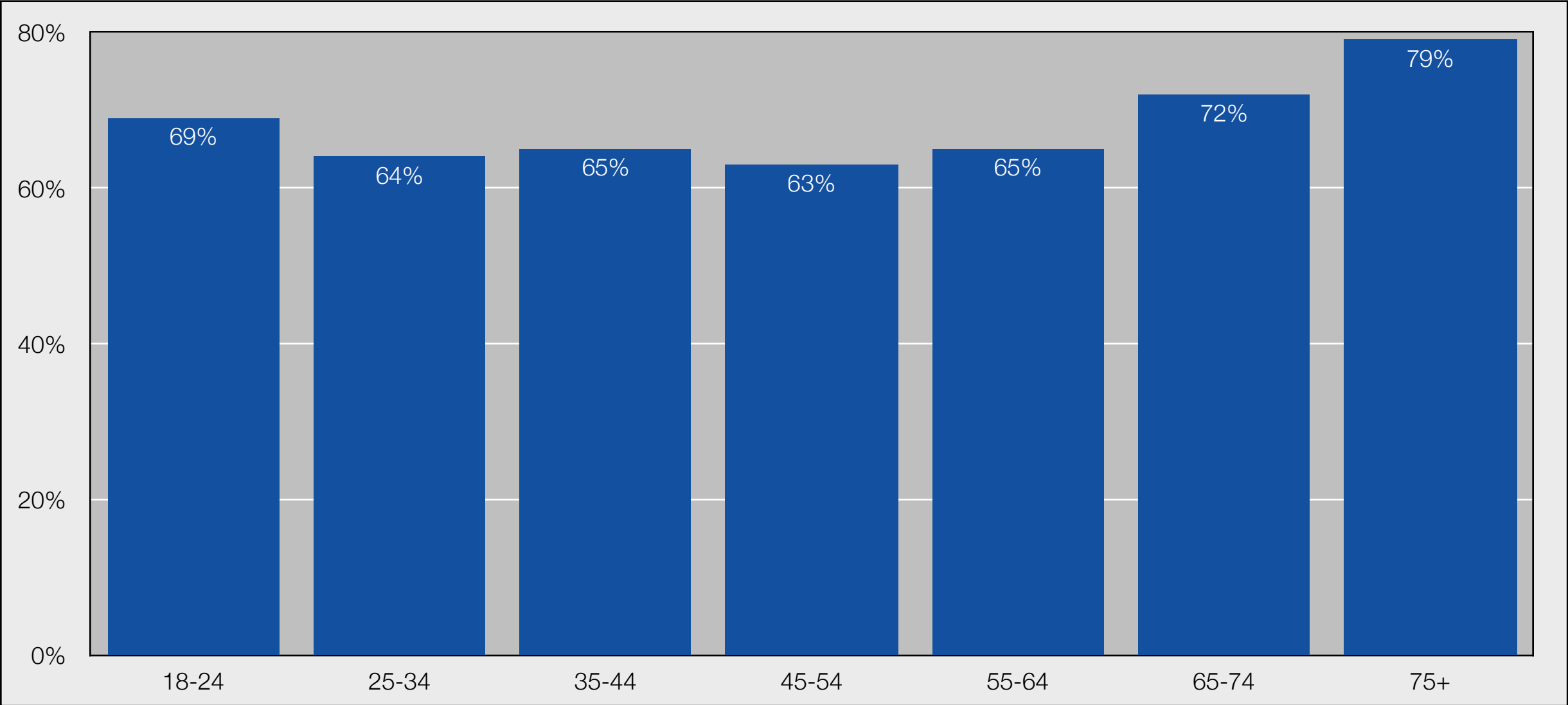
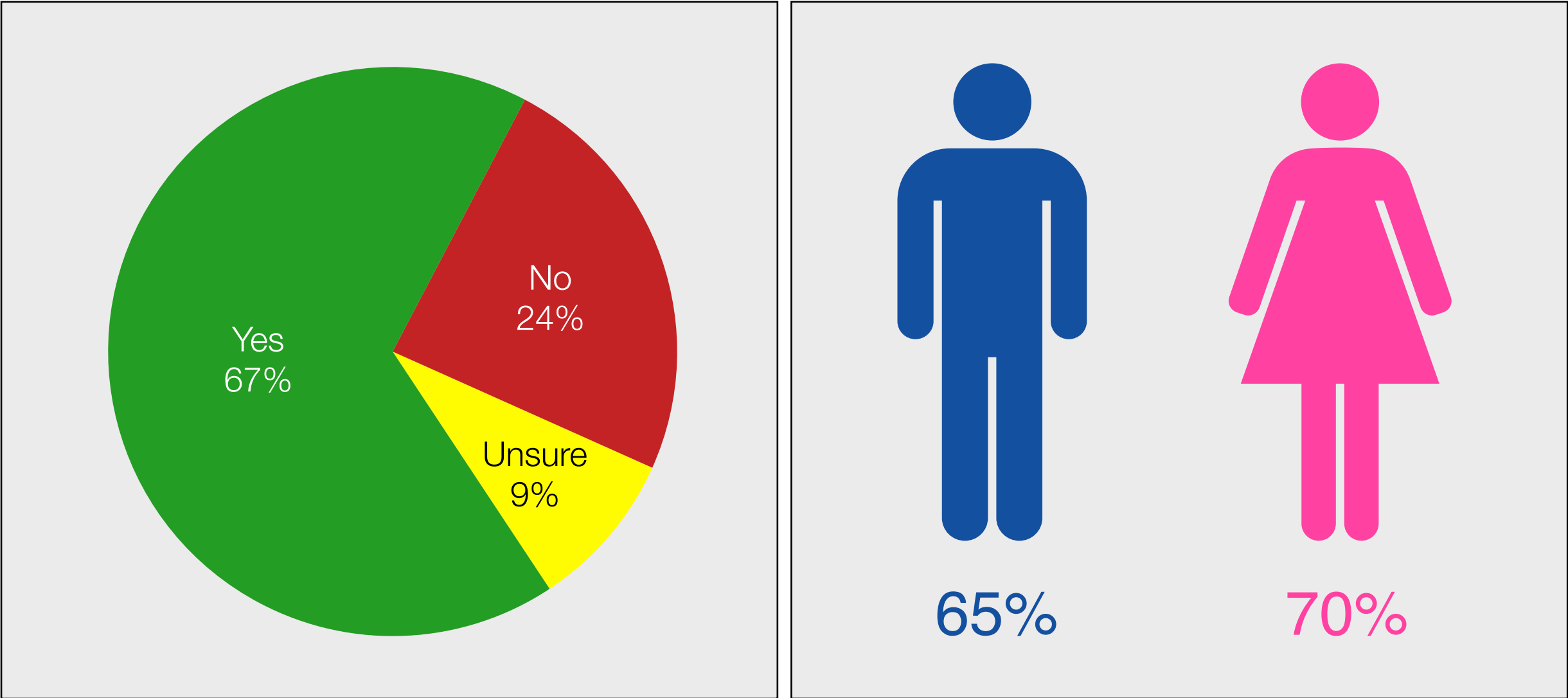
- For the question, illustrated in the opposite, top chart:
 - 67% answered “Yes”
 - 24% answered “No”
 - 9% answered “Unsure”

Higher incidence amongst women

- There was a higher incidence amongst women answering “Yes”:
 - 70% of women answered “Yes”; compared to 65% of men

Variation across age groups

- Illustrated in the chart opposite, there was slight variation across age groups in those who answered “Yes”, where:
 - 69% of those aged 18-24 years & 64% (25-34) answered “Yes”, followed by:
 - 65% (35-44)
 - 63% (45-54)
 - 65% (55-64)
 - 72% (65-74)
 - 79% (75+)



63% say their GP reminds them about staying up to date with vaccinations

4. As we age our immune system becomes weaker – just like our eyesight and hearing. It also takes longer to recover from illness. It is therefore important to ensure our vaccinations are up to date.

b. Does your GP ever remind you about staying up to date with your vaccinations?

63% say their GP reminds them about staying up to date with vaccinations

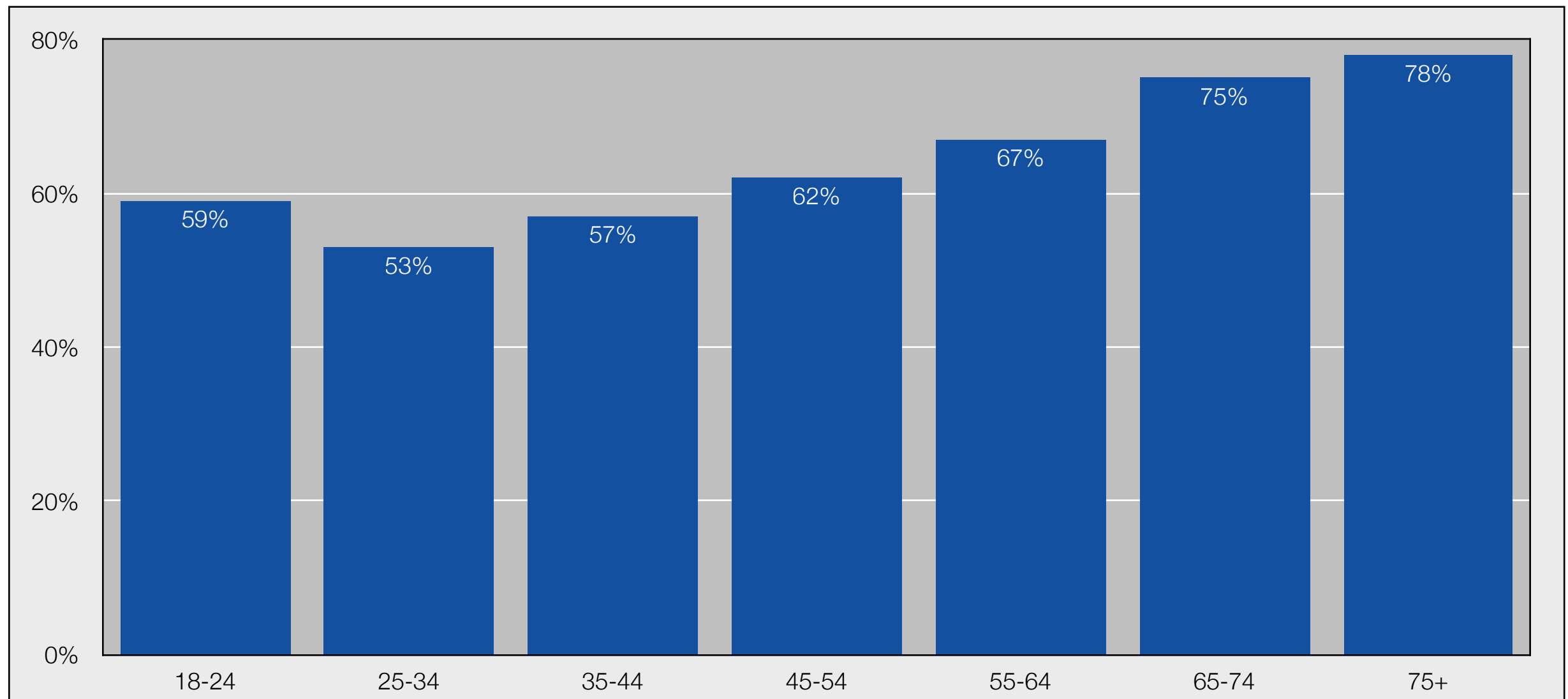
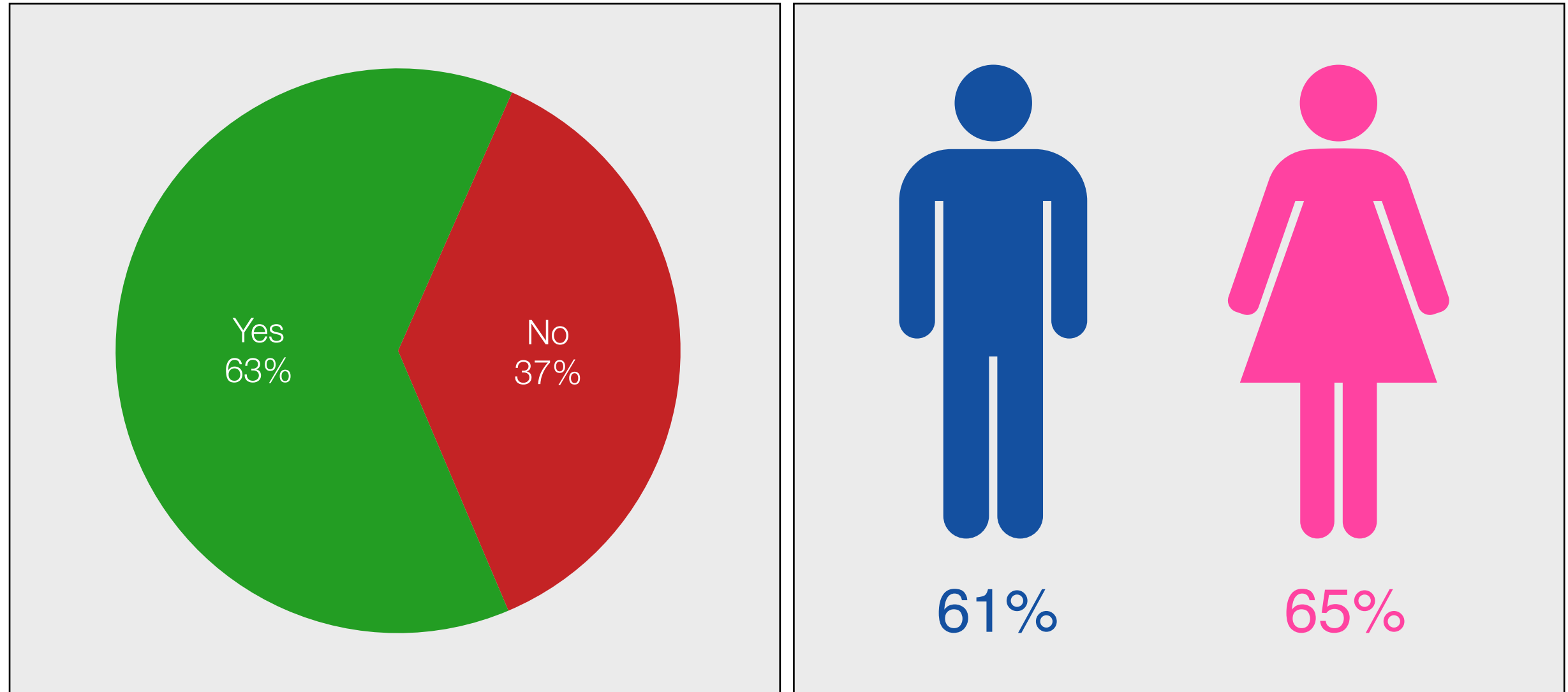
- For the question, illustrated in the opposite, top chart:
 - 63% answered “Yes”
 - 37% answered “No”

Higher incidence amongst women

- There was a higher incidence amongst women answering “Yes”:
 - 65% of women answered “Yes”; compared to 61% of men

Variation across age groups

- There was variation across age groups in those who answered “Yes”, illustrated in the chart opposite, where:
 - 59% of those aged 18-24 years & 53% (25-34) answered “Yes”, followed by:
 - 57% (35-44)
 - 62% (45-54)
 - 67% (55-64)
 - 75% (65-74)
 - 78% (75+)



54% would pay themselves for vaccines that maintained good health

4. As we age our immune system becomes weaker – just like our eyesight and hearing. It also takes longer to recover from illness. It is therefore important to ensure our vaccinations are up to date.

c. Some vaccines are recommended by the Government and are free under the National Immunisation Program (NIP). However, some vaccines are recommended but not covered by the NIP. If these vaccines would help you maintain good health, would you be willing to pay for them yourself?

54% would pay themselves for vaccines that maintained good health

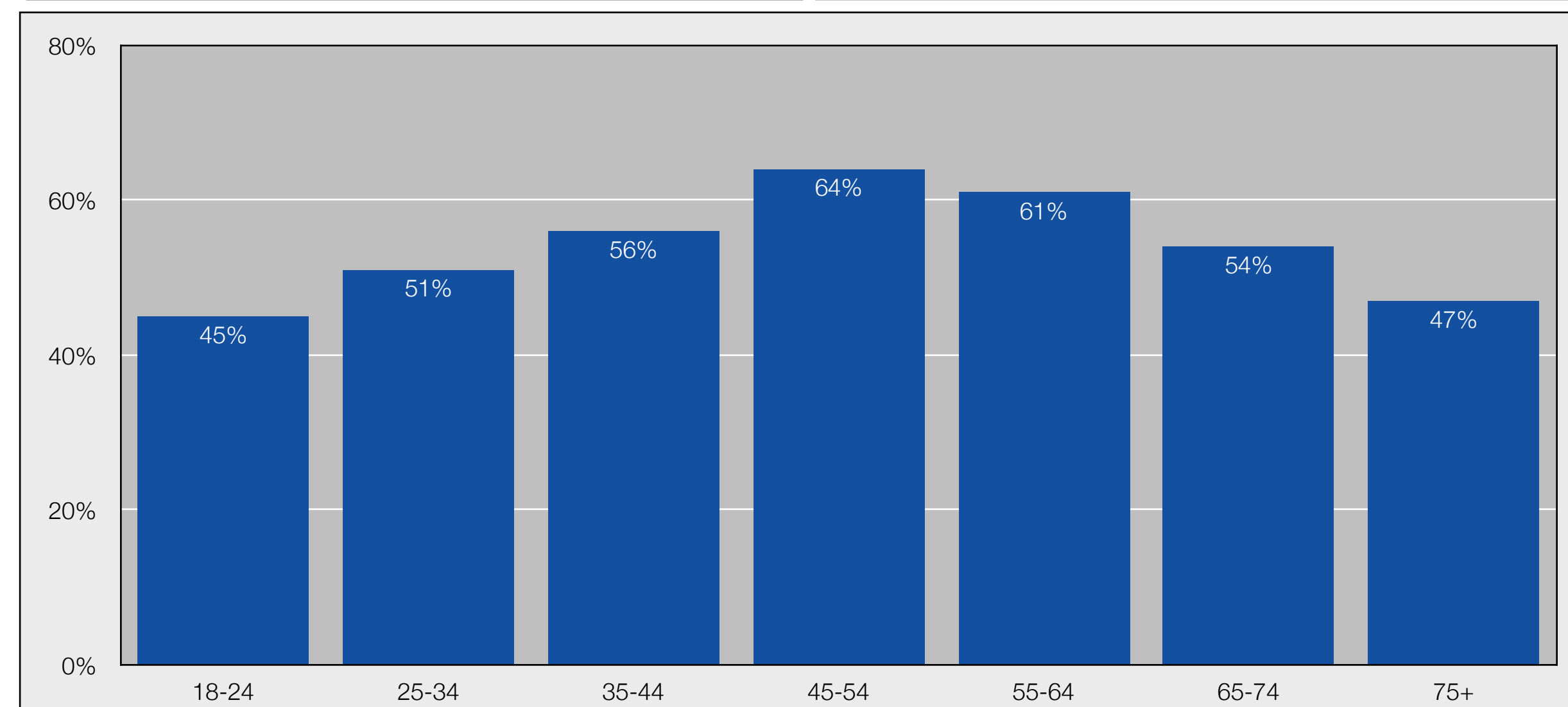
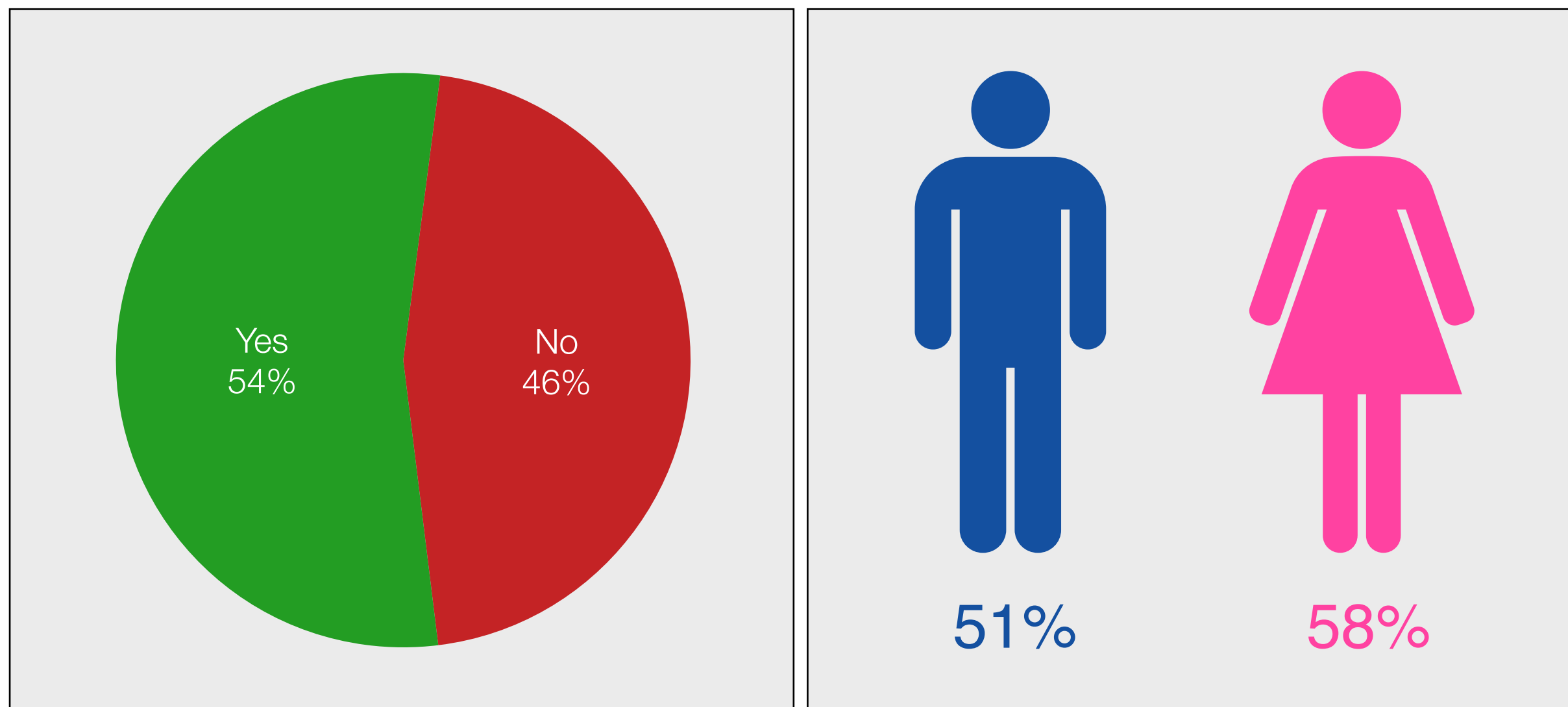
- For the question, illustrated in the opposite, top chart:
 - 54% answered “Yes”
 - 46% answered “No”

Higher incidence amongst women

- There was a higher incidence amongst women answering “Yes”:
 - 58% of women answered “Yes”; compared to 51% of men

Considerable variation across age groups

- Illustrated in the chart opposite, there was considerable variation across age groups in those who answered “Yes”, where:
 - Middle-aged groups had the highest responses to “Yes” highest amongst 45-54 (64%)
 - The youngest and oldest age groups both had the lowest responses to “Yes”



Questions to the 37% of sample aged over 50

Are you aged 50 years or over?

37% of sample aged 50 years or older

- For the question, illustrated in the opposite, top chart:
 - 37% answered “Yes”
 - 63% answered “No”

Purpose to ask following 3 questions

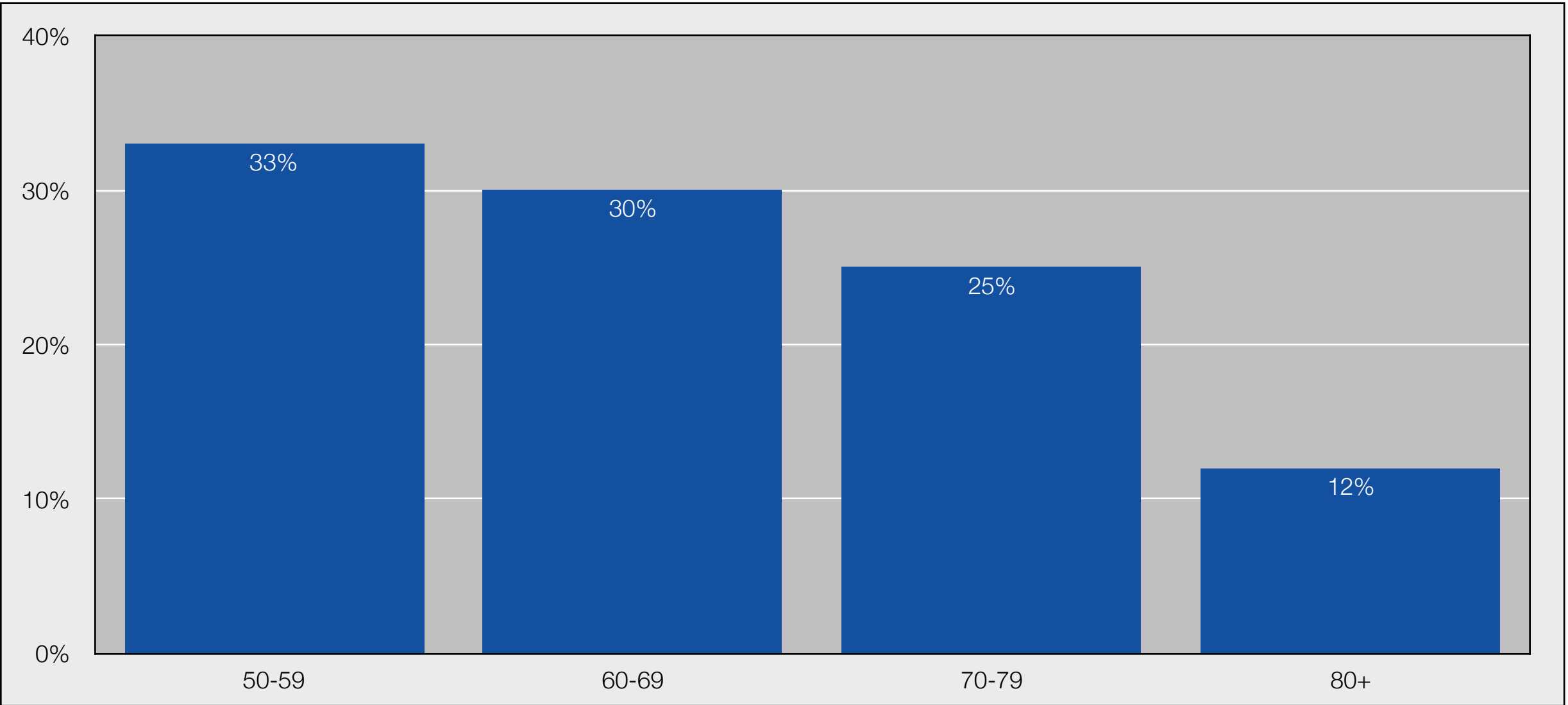
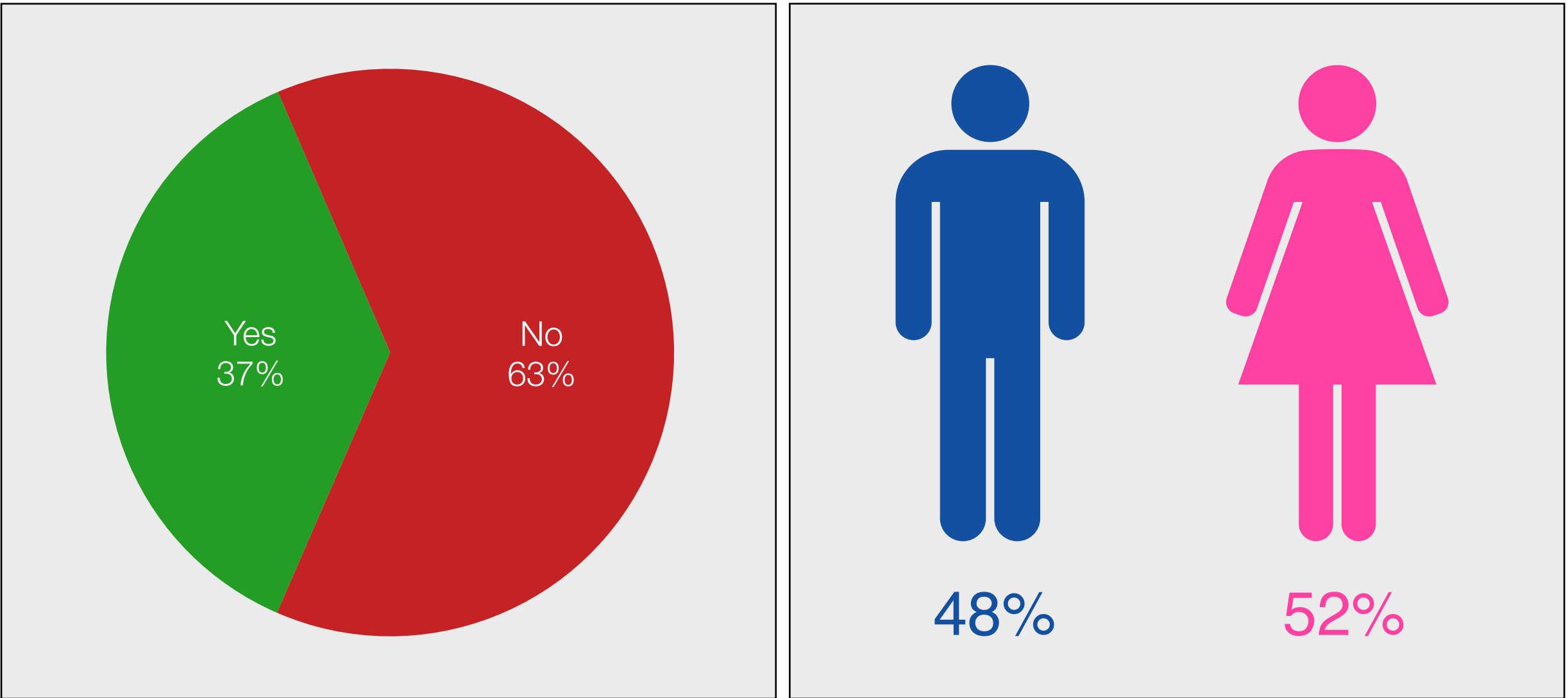
- The purpose of this question was to ask the following 3 questions solely to those over 50 years.

Gender apportionment of those aged 50 years or older

- There was a higher apportionment of women to men:
 - 52% of those aged 50 years or older were women and 48% were men

Age apportionment of those aged 50 years or older

- As illustrated in the chart opposite, the apportionment across those aged 50 years or older was split across the age groups:
 - 50-59 years (33%)
 - 60-69 years (30%)
 - 70-79 years (25%)
 - 80+ years (12%)



37% of over 50's have been recommended Pertussis vaccination

5. If you are over 50, has your GP ever recommended vaccination against?

a. Pertussis (Whooping cough)?

37% of over 50's have been recommended Pertussis vaccination

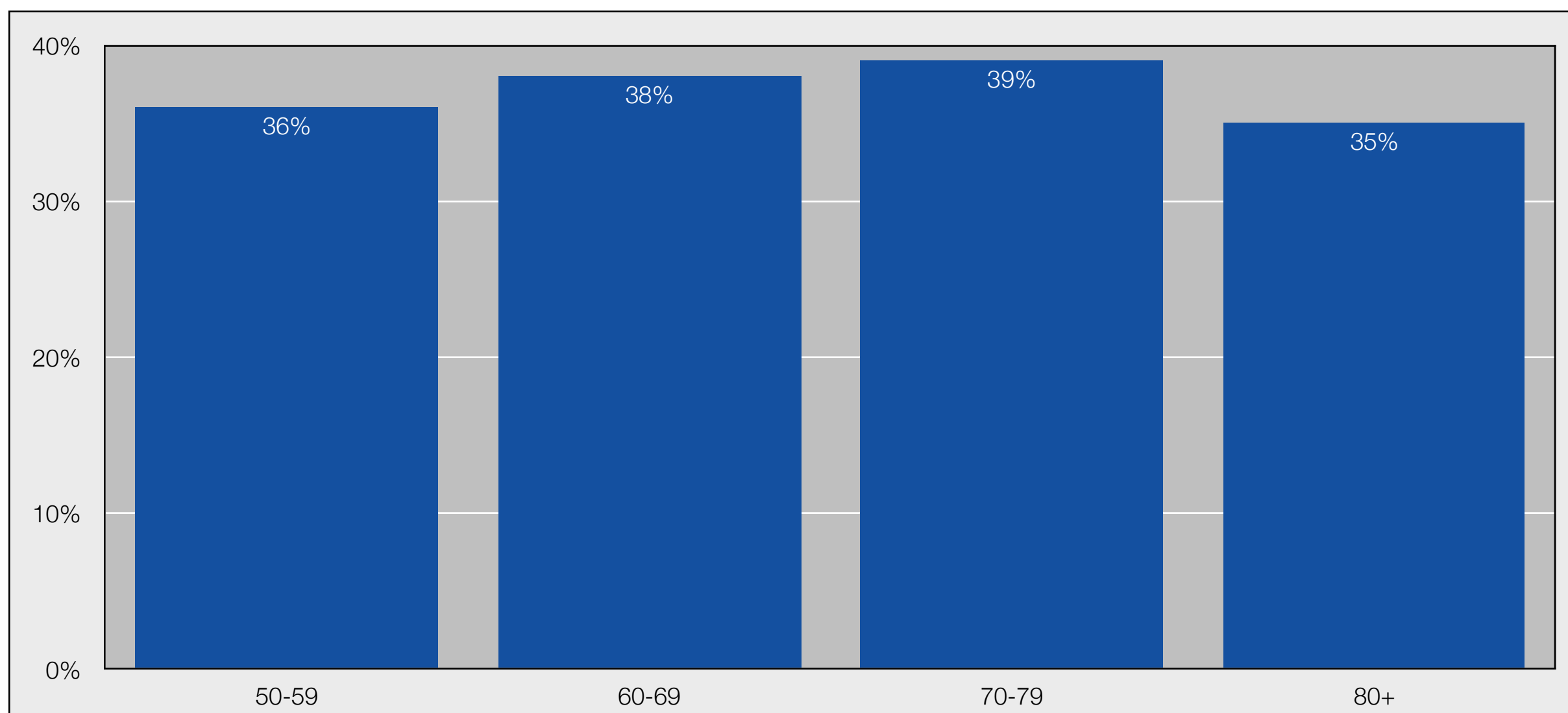
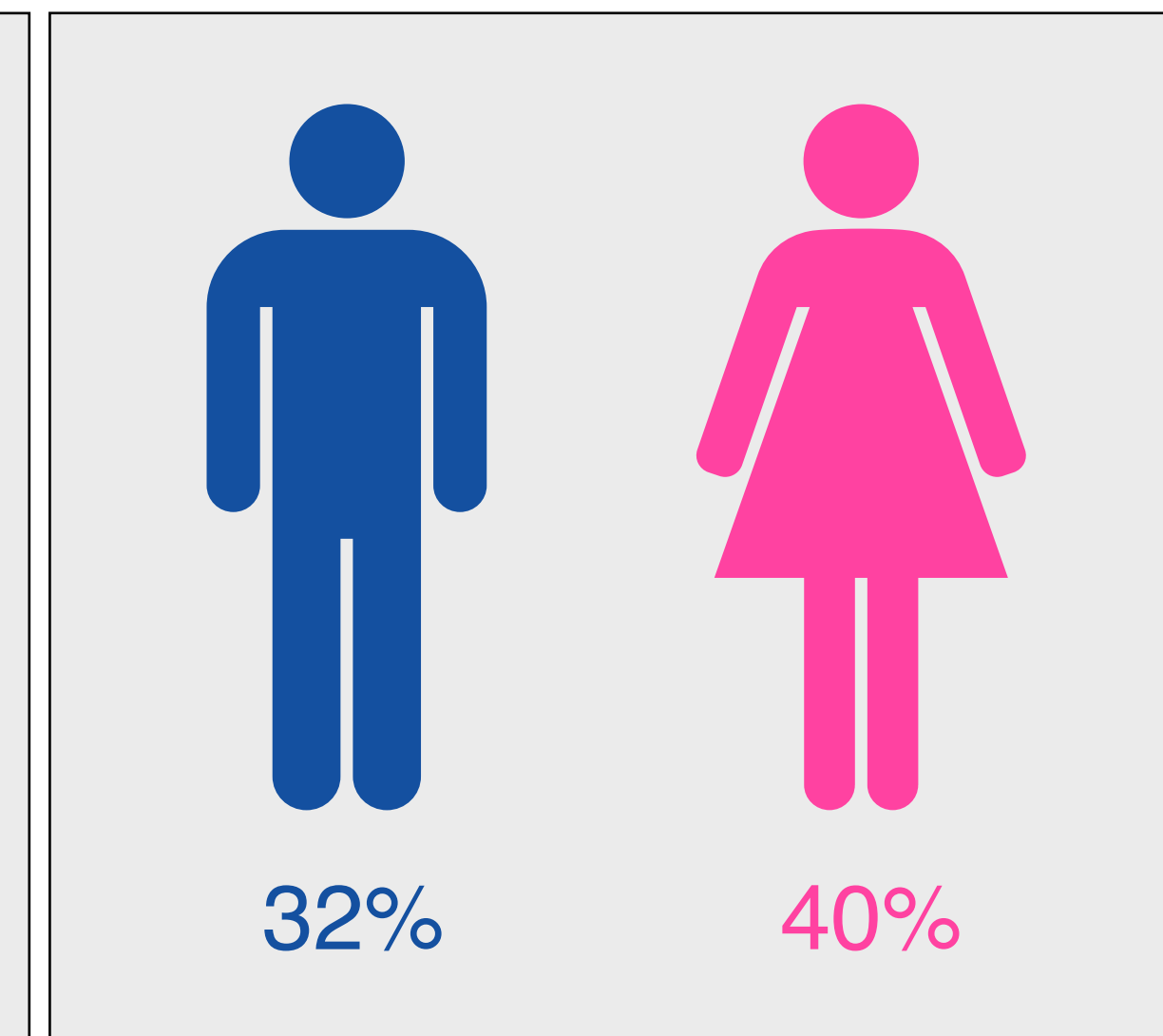
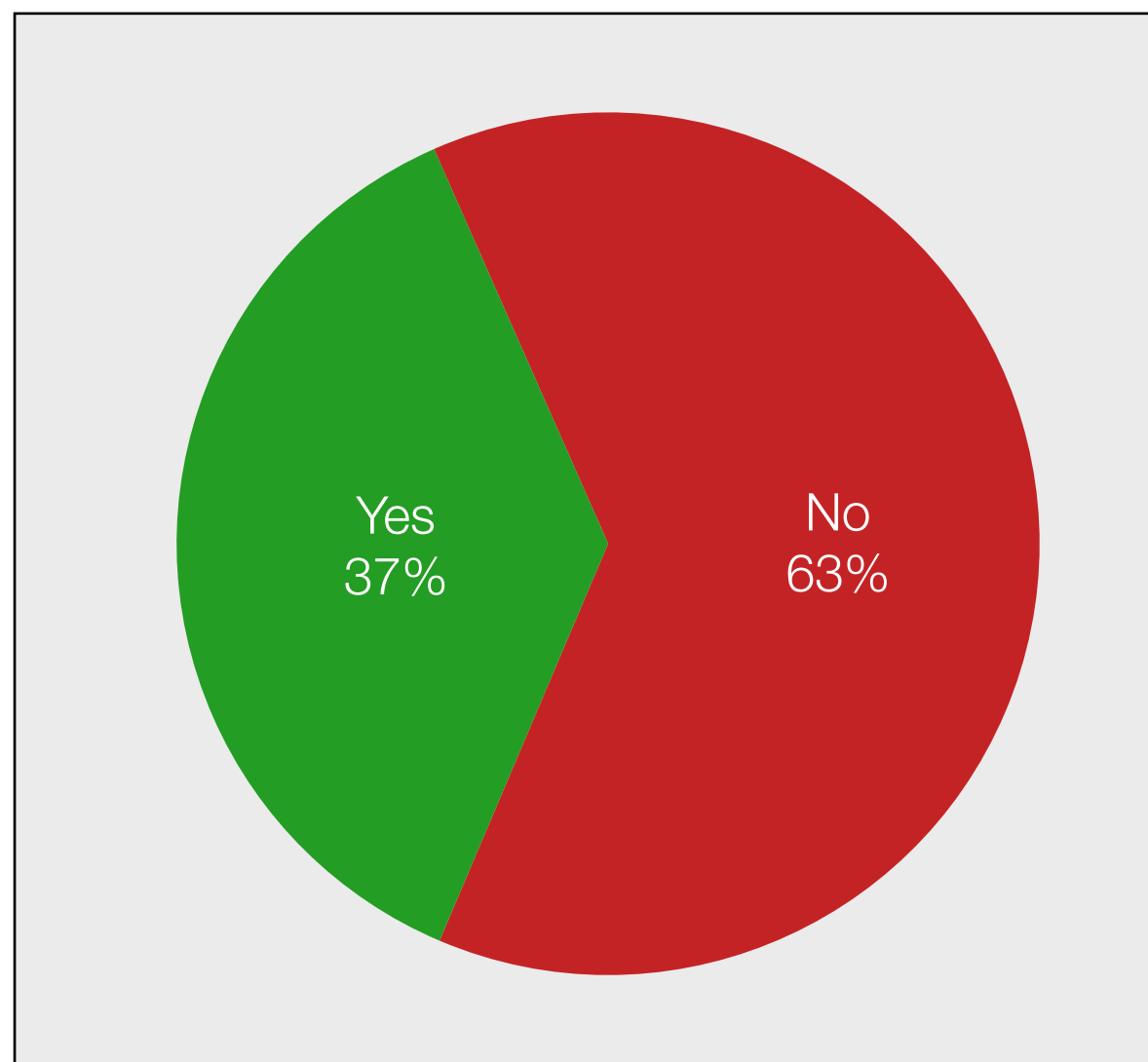
- For the question, illustrated in the opposite, top chart:
 - 37% answered "Yes"
 - 63% answered "No"

Higher incidence amongst women

- There was a higher incidence amongst women answering "Yes":
 - 40% of women answered "Yes"; compared to 32% of men

Slight variation across age groups

- As illustrated in the chart opposite, there was slight variation across age groups in those who answered "Yes", where:
 - 36% of those aged 50-59 years answered "Yes", increasing to:
 - 38% (60-69)
 - 39% (70-79) then decreasing to:
 - 35% (80+)



67% of over 50's have been recommended Shingles vaccination

5. If you are over 50, has your GP ever recommended vaccination against?

b. Shingles

67% of over 50's have been recommended Shingles vaccination

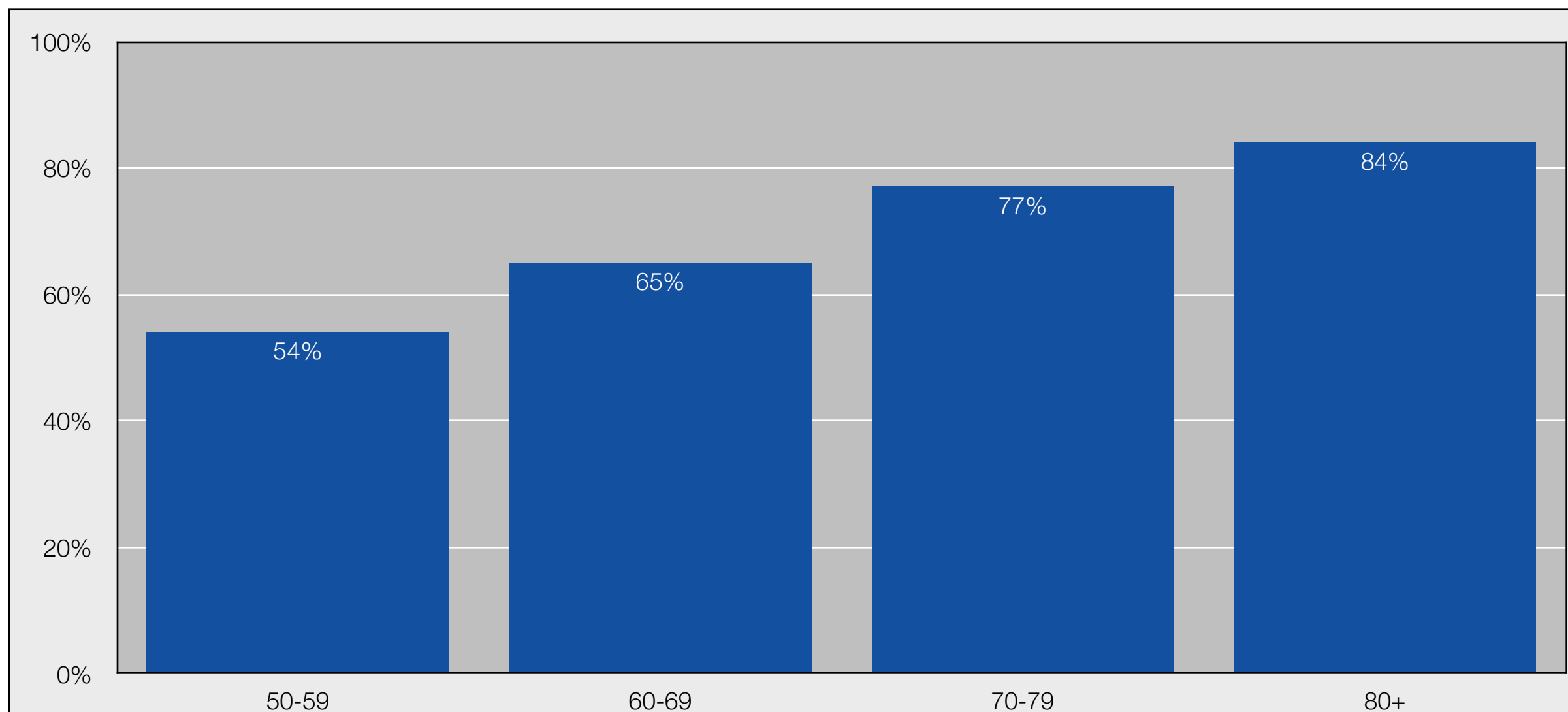
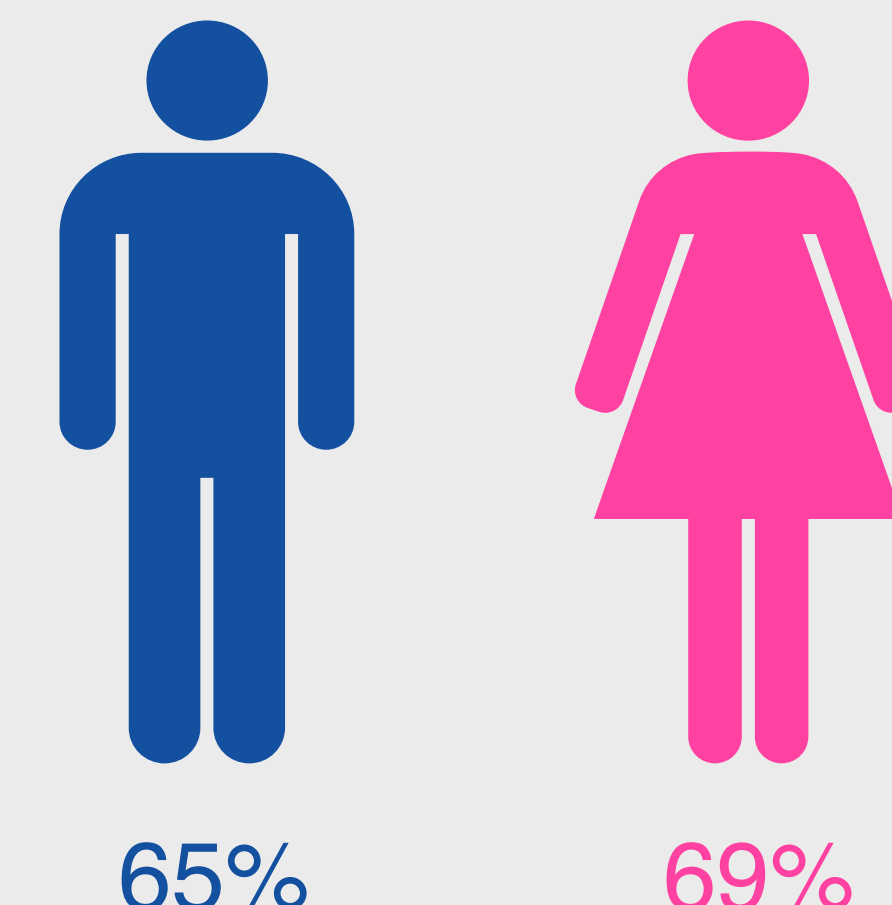
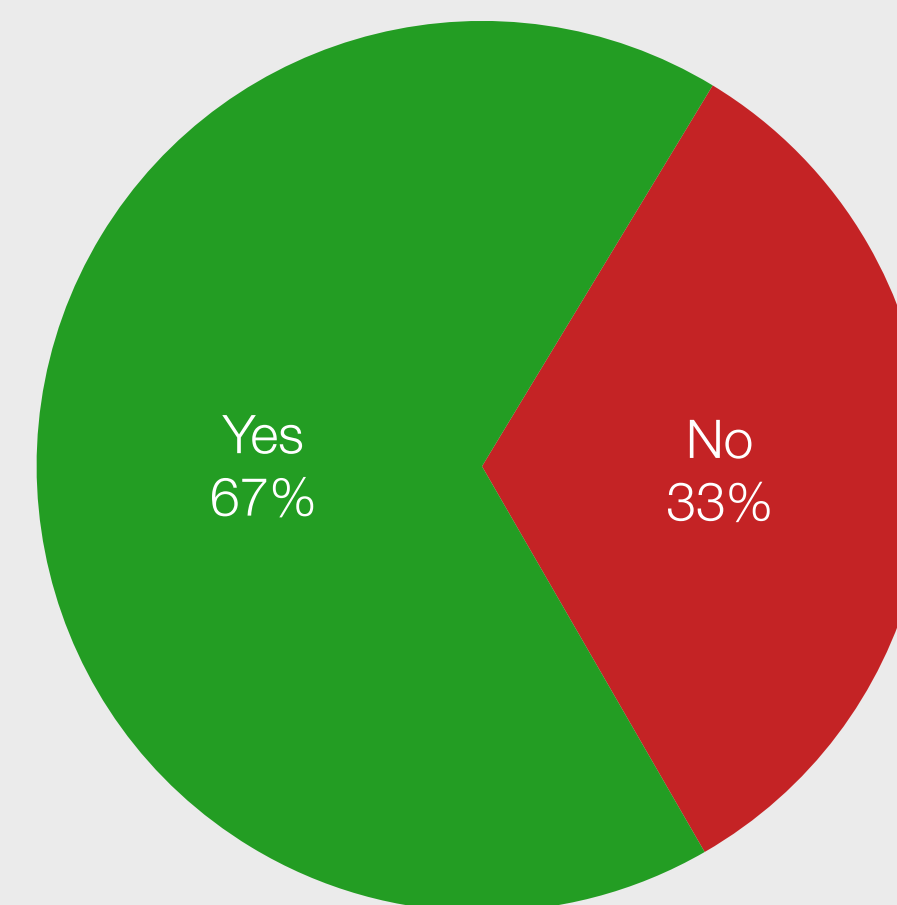
- For the question, illustrated in the opposite, top chart:
 - 67% answered "Yes"
 - 33% answered "No"

Higher incidence amongst women

- There was a higher incidence amongst women answering "Yes":
 - 69% of women answered "Yes"; compared to 65% of men

Variation across age groups

- As illustrated in the chart opposite, there was variation across age groups in those who answered "Yes", where:
 - 54% of those aged 50-59 years answered "Yes", increasing to:
 - 65% (60-69)
 - 77% (70-79)
 - 84% (80+)



61% of over 50's have been recommended Pneumococcal vaccination

5. If you are over 50, has your GP ever recommended vaccination against?

c. Pneumococcal disease

61% of over 50's have been recommended Pneumococcal vaccination

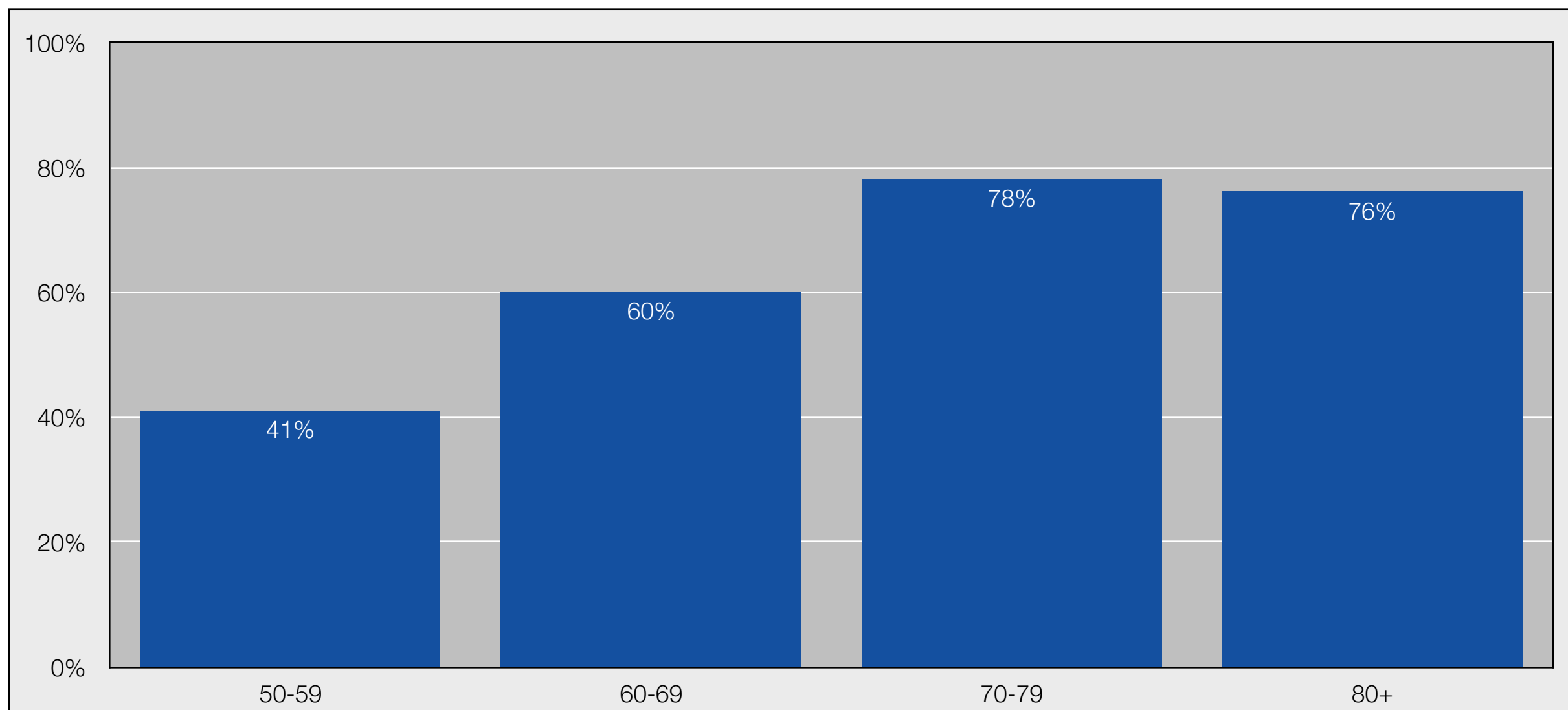
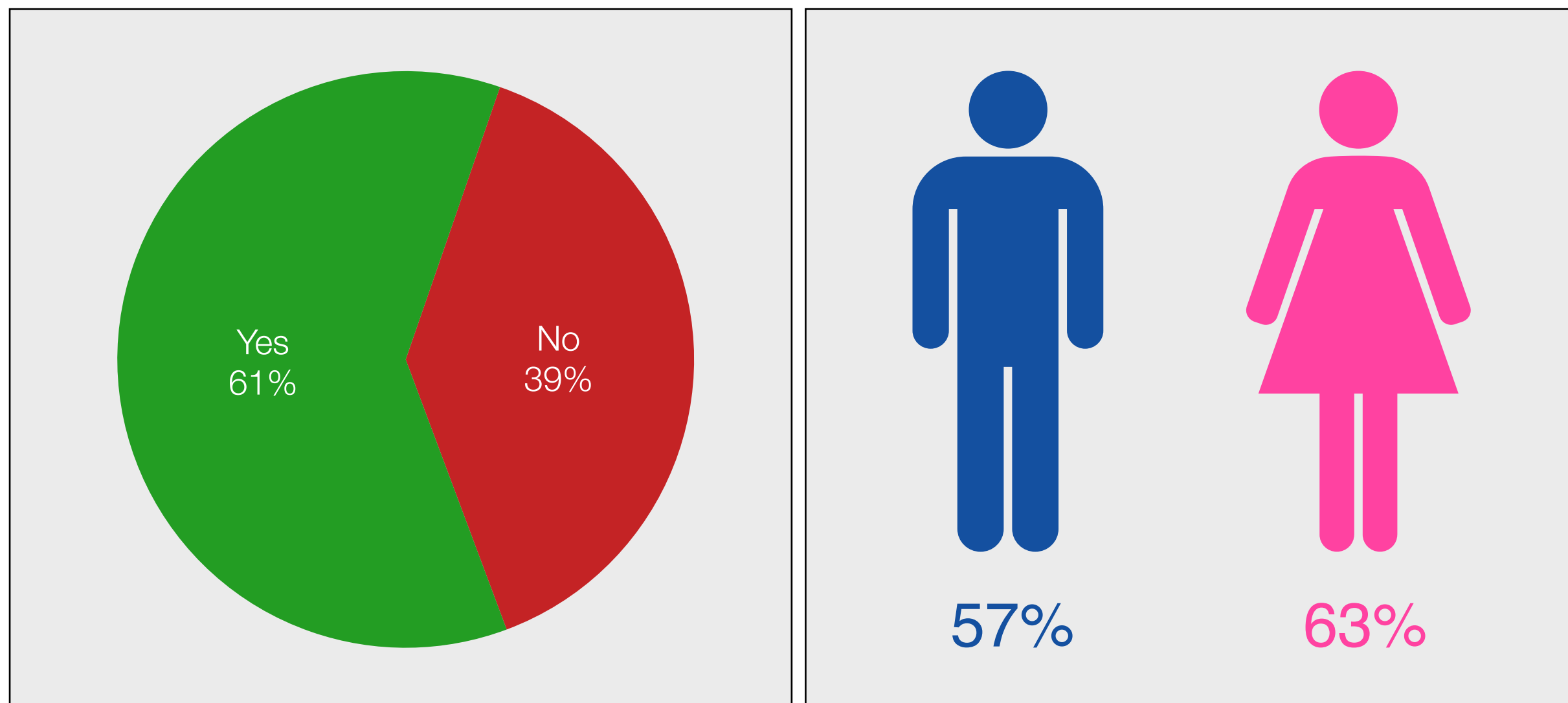
- For the question, illustrated in the opposite, top chart:
 - 61% answered "Yes"
 - 39% answered "No"

Higher incidence amongst women

- There was a higher incidence amongst women answering "Yes":
 - 63% of women answered "Yes"; compared to 57% of men

Variation across age groups

- There was variation across the age groups in those who answered "Yes" as illustrated in the chart opposite, where:
 - 41% of those aged 50-59 years answered "Yes", increasing to:
 - 60% (60-69)
 - 78% (70-79), then decreasing slightly to:
 - 76% (80+)



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Further Information



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For media enquiries, please use the above telephone number.

For any other enquiries and further information, please visit our website and fill the contact form on:
www.immunisationcoalition.org.au/about-us/contact-us/



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The Immunisation Coalition wishes to thank APMI Partners (Australia) for producing this survey.

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