



IMMUNISATION
COALITION



Australians & Vaccination- Influenza

Immunisation Coalition | June 2022

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**IMMUNISATION
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1 Background



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Questions Asked

1. Have you had, or do you intend to get an influenza vaccination (flu shot) this year?
2. What is the main reason why you do not intend to get a flu shot this year?
3. Would you change your mind if your GP recommended it to you?
4. Do you expect the flu to be worse this year, compared to the last two years?

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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.

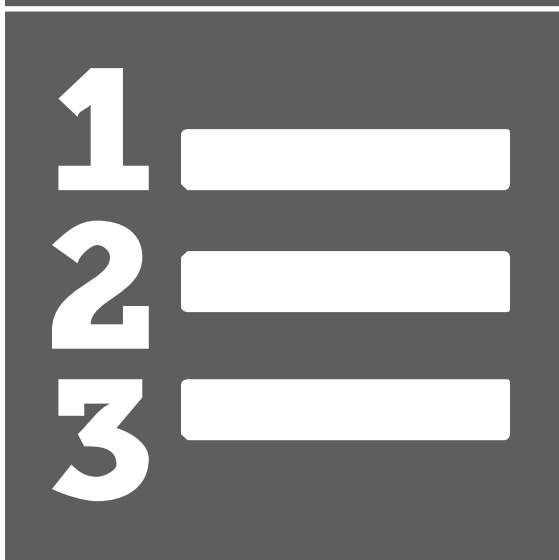
Stage 3: Online Survey

- 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.

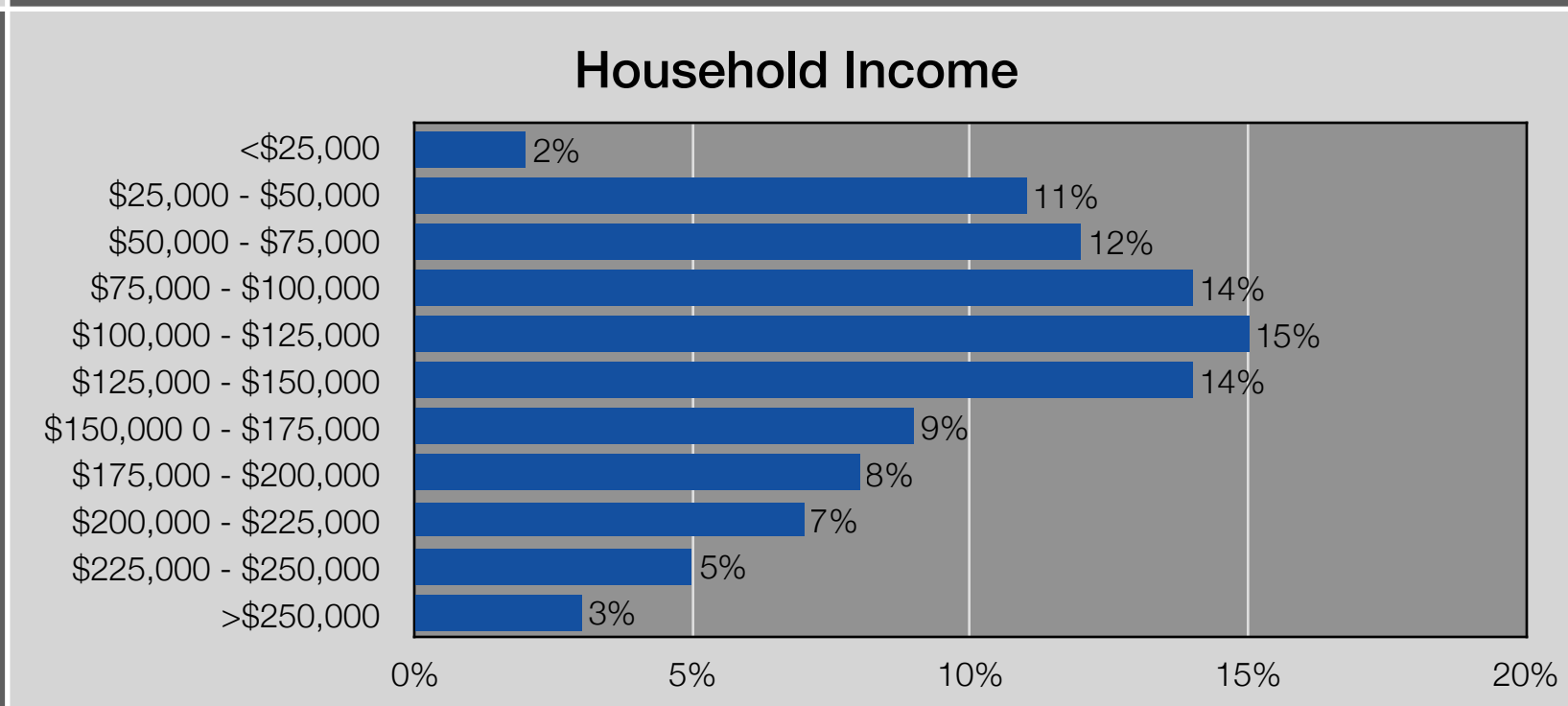
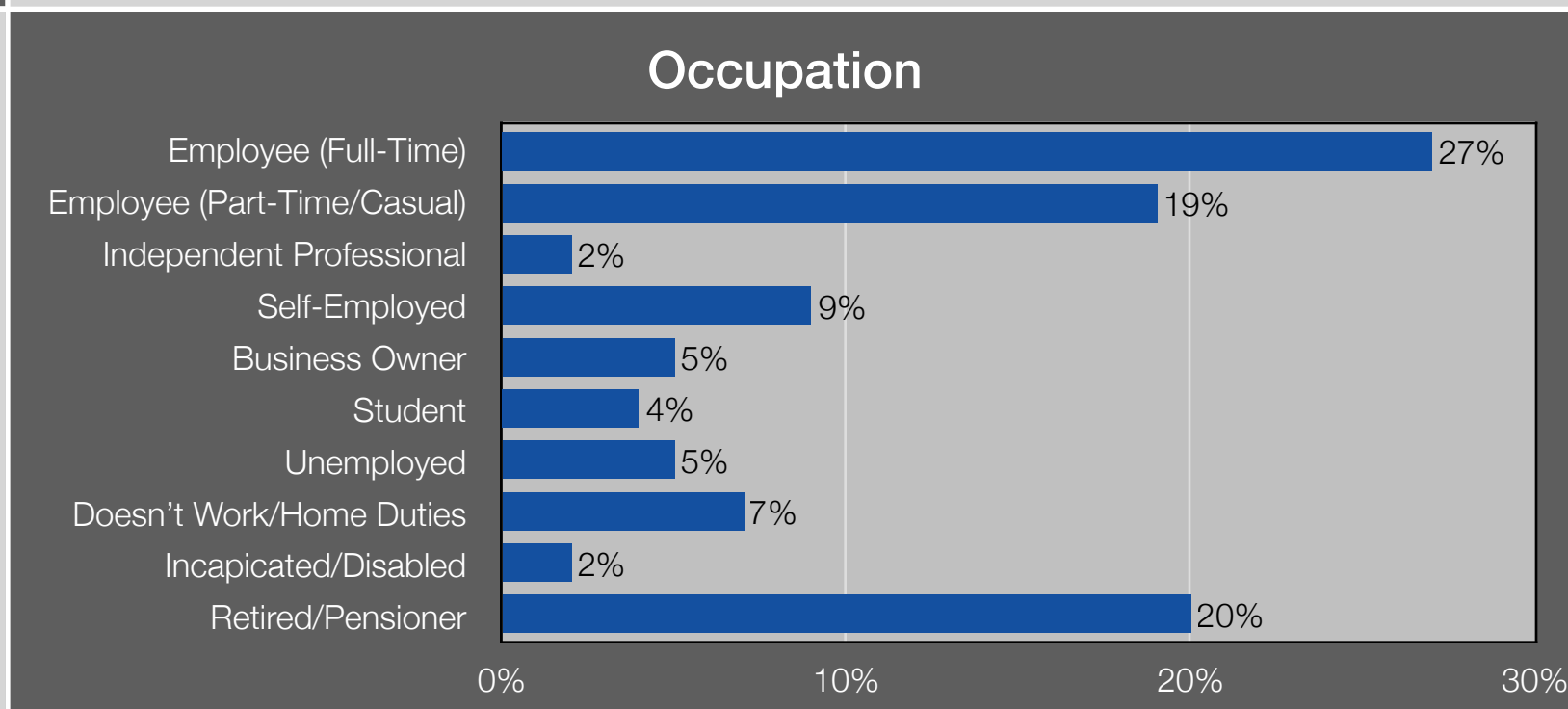
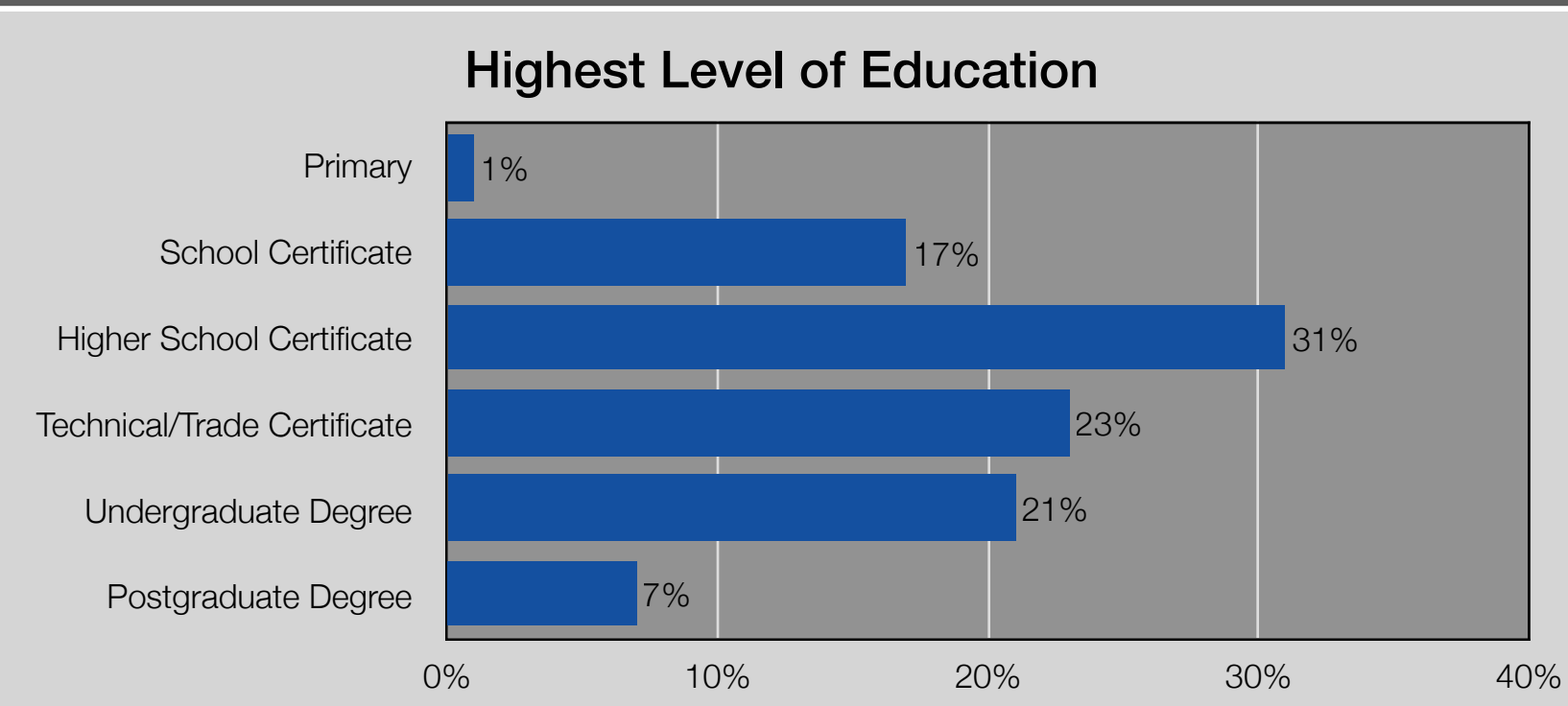
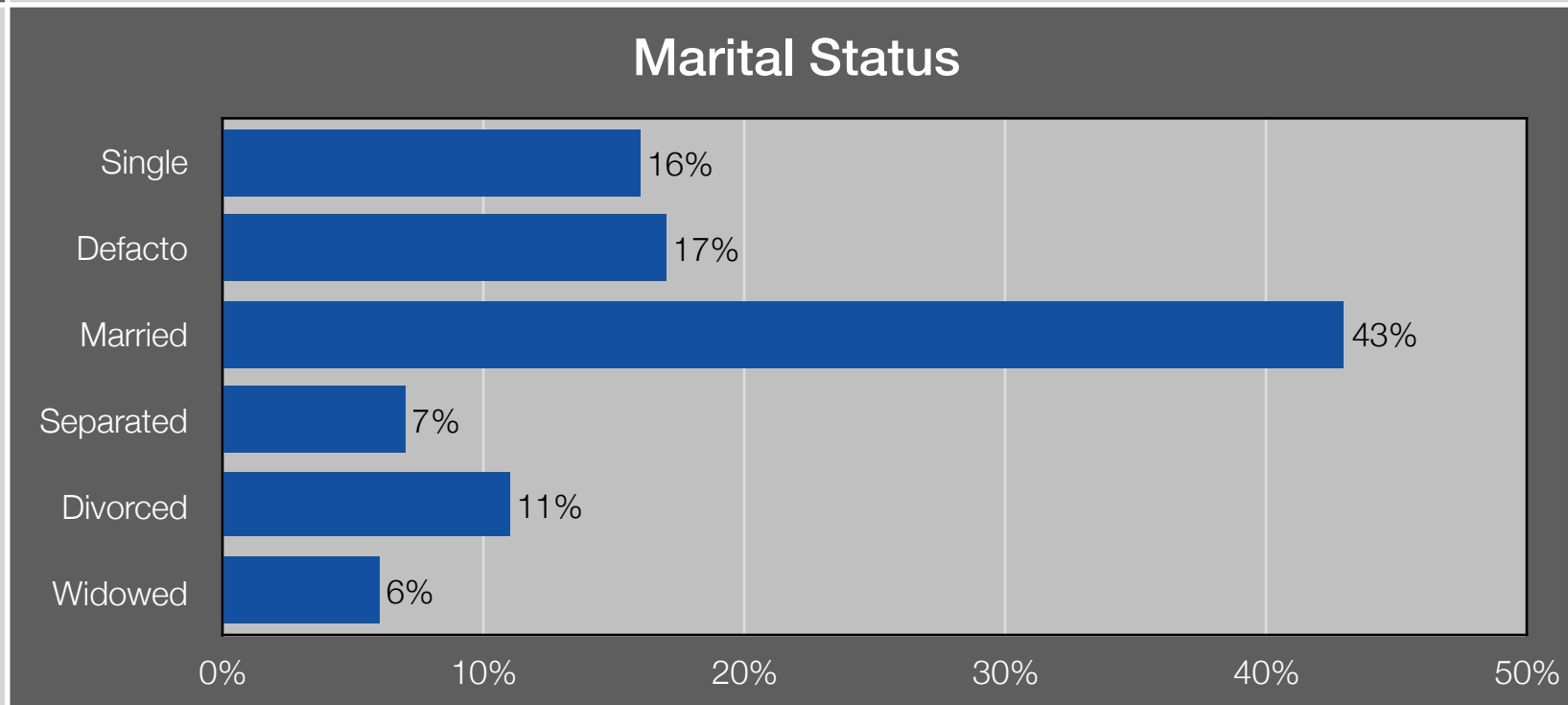
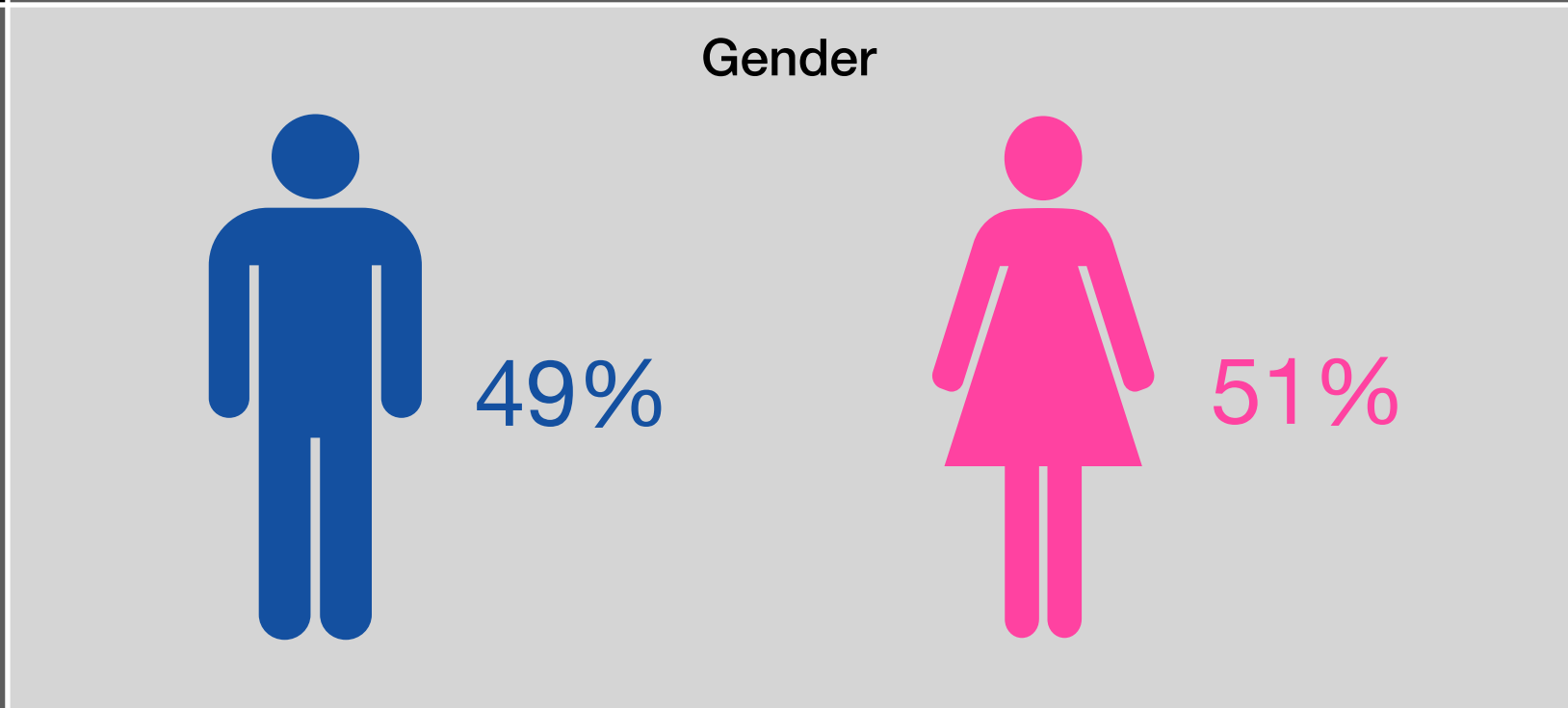
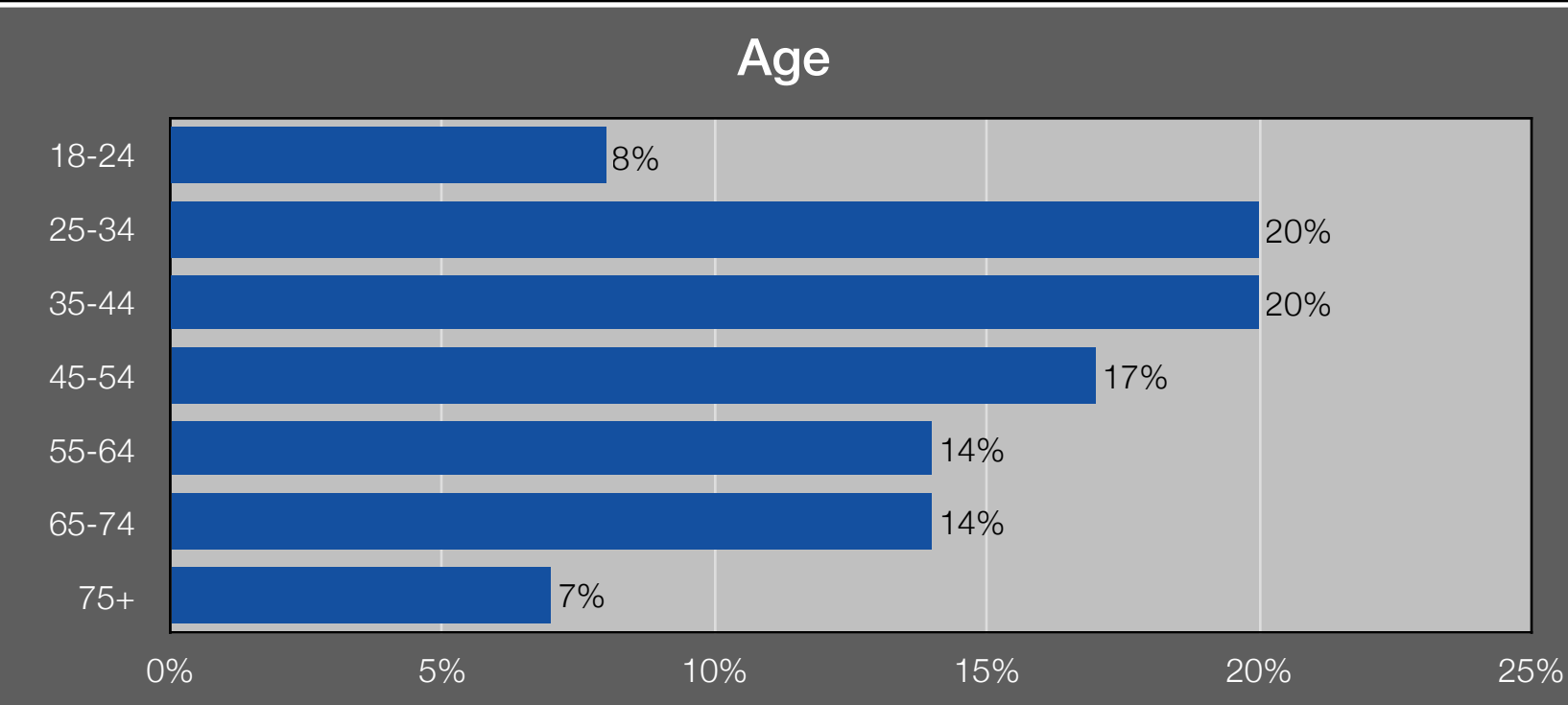
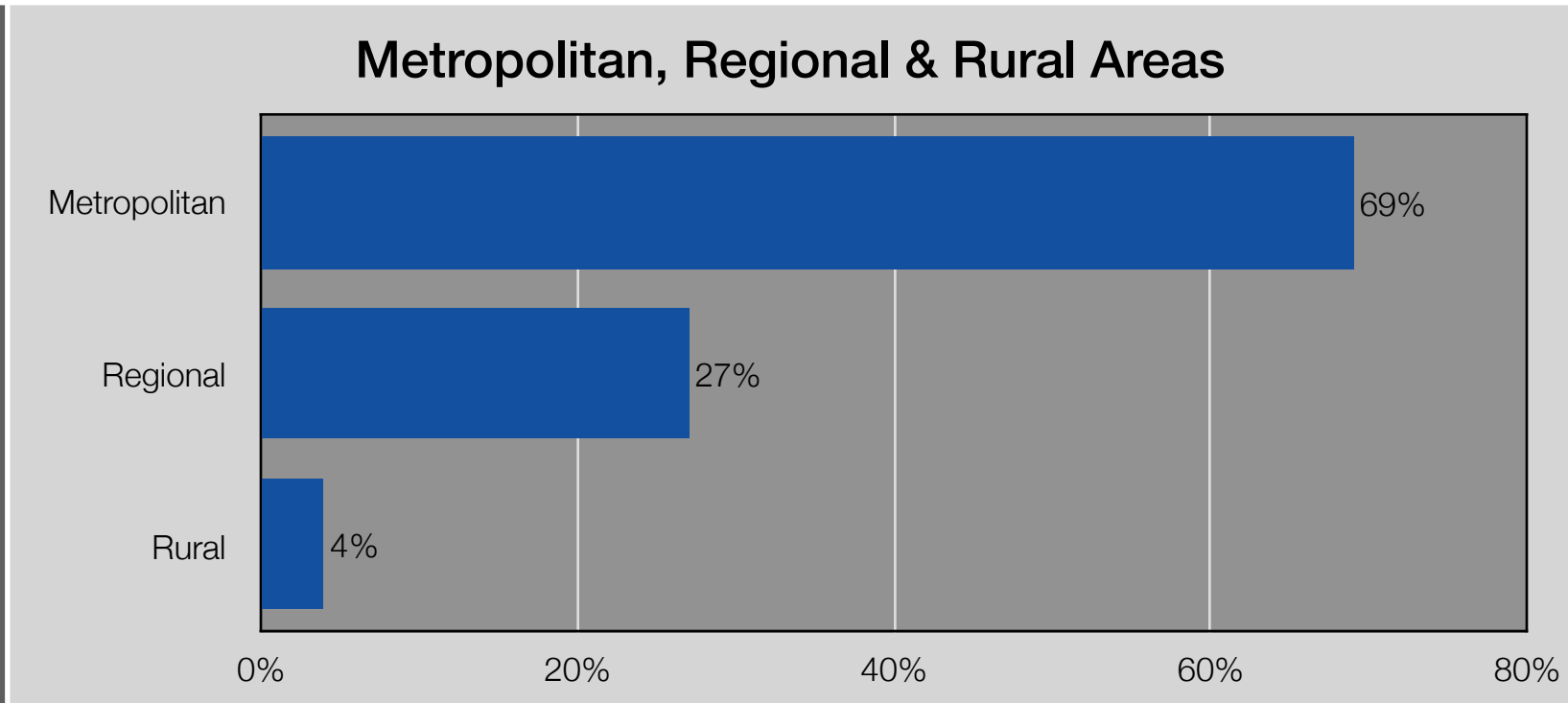
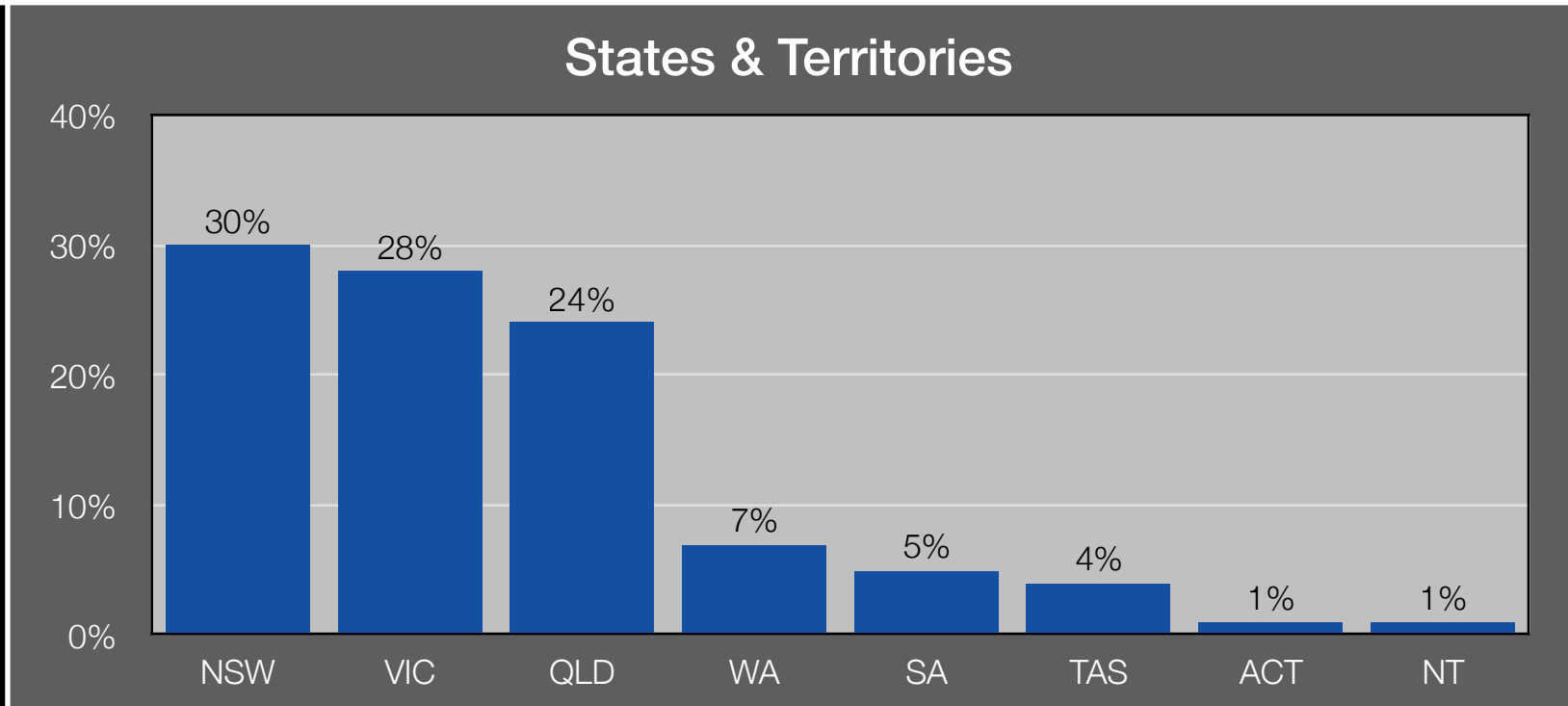


Dates

- 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



56% have had, or will have a flu shot this year

1. Have you had, or do you intend to get an influenza vaccination (flu shot) this year?

56% say they have had, or will have a flu shot this year

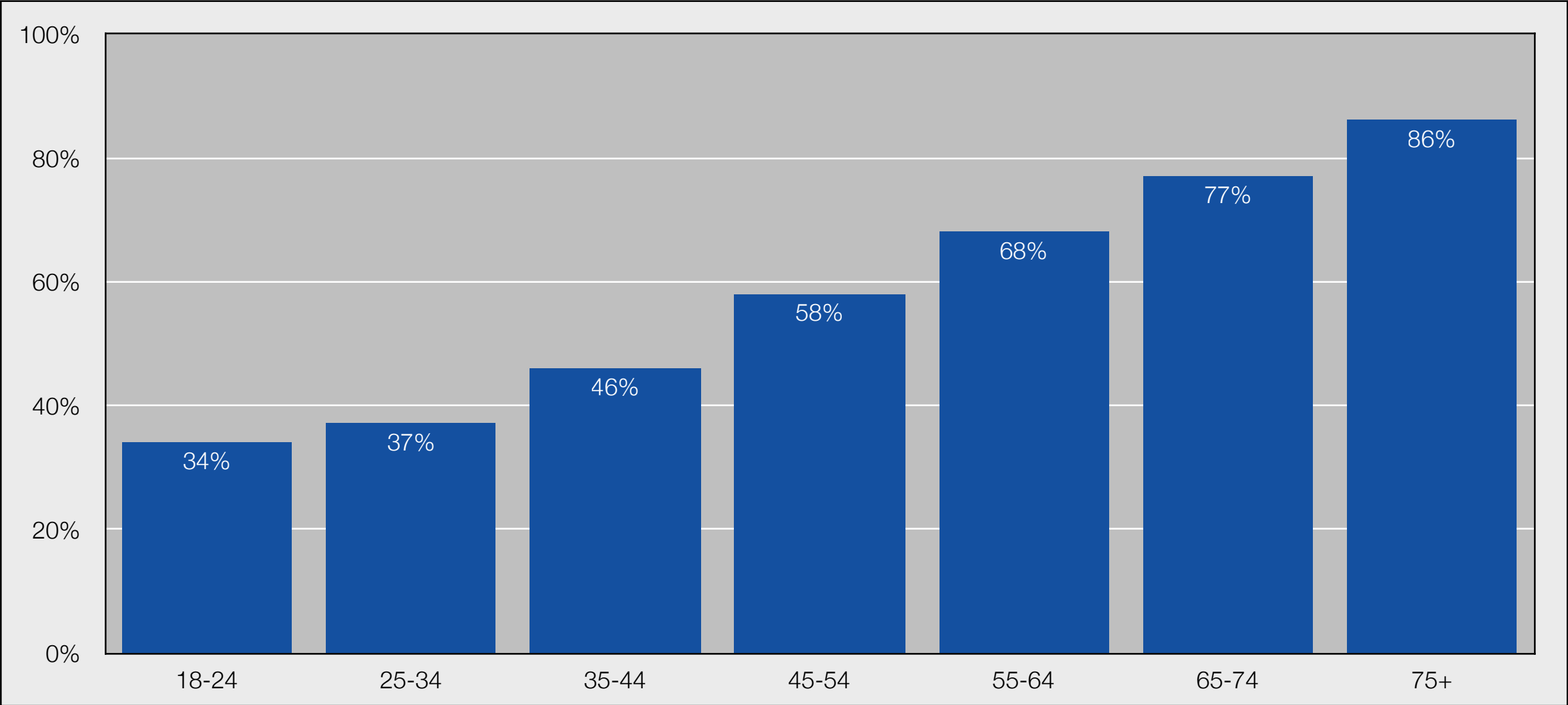
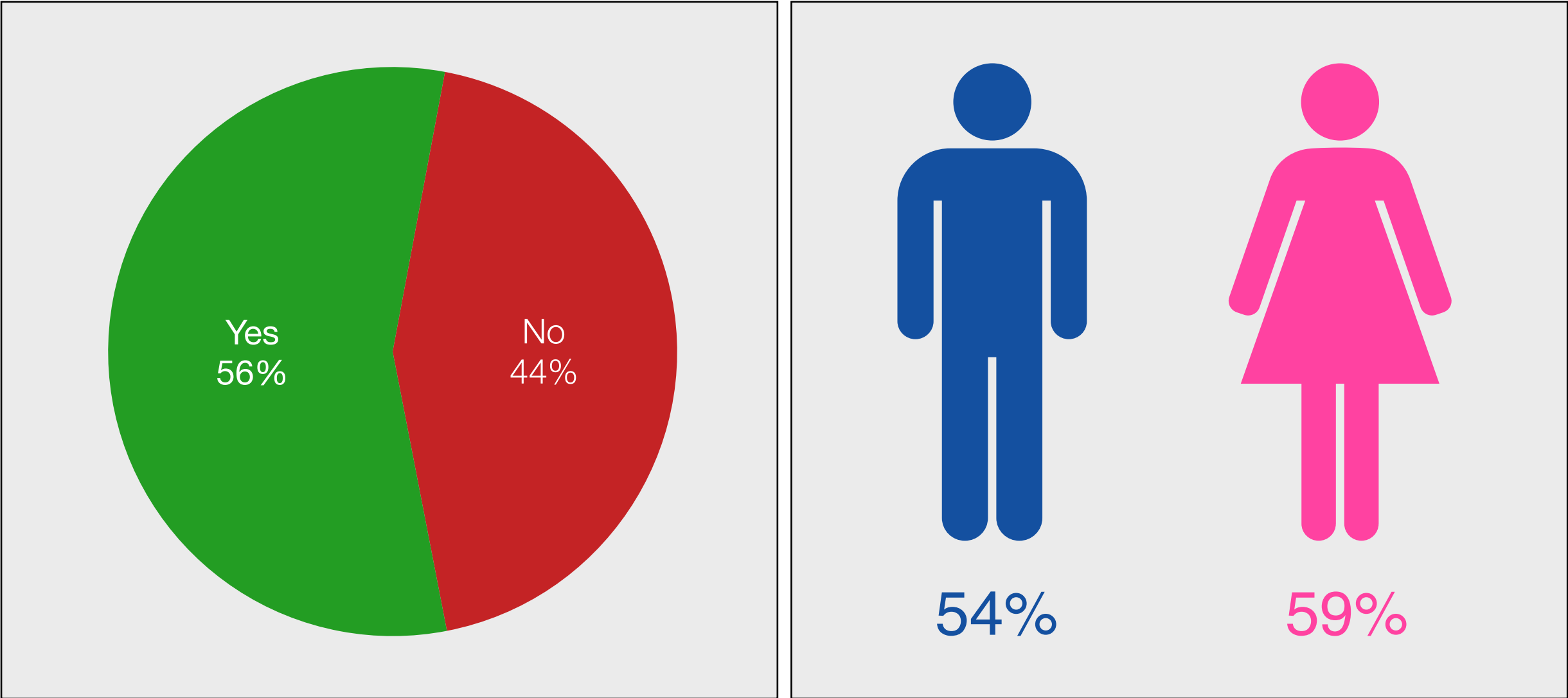
- For the question, illustrated in the opposite, top chart:
 - 56% answered “Yes”
 - 44% answered “No”

Highest incidence amongst women

- There was a higher incidence amongst women to have had, or intending to have a flu shot this year:
 - 59% of women answered “Yes”; compared to 54% of men

Age a major factor, increasing with age

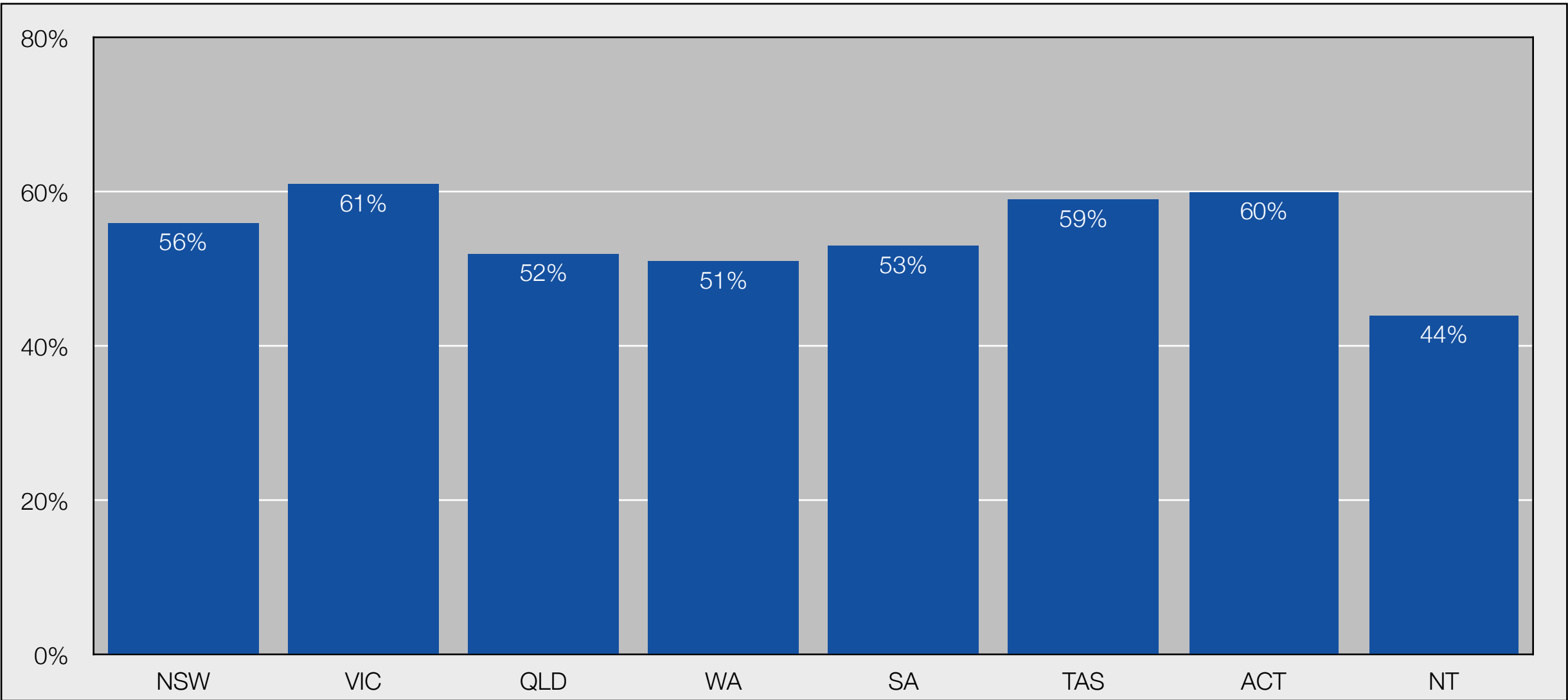
- As illustrated in the chart opposite, age was the major factor amongst those who answered “Yes” that they have had, or intend to have a flu shot this year, with the incidence increasing with age:
 - 34% of those aged 18-24 years & 37% (25-34) answered “Yes”, increasing to:
 - 46% (35-44)
 - 58% (45-54)
 - 68% (55-64)
 - 77% (65-74)
 - 86% (75+)



Variation across geographic areas & household income

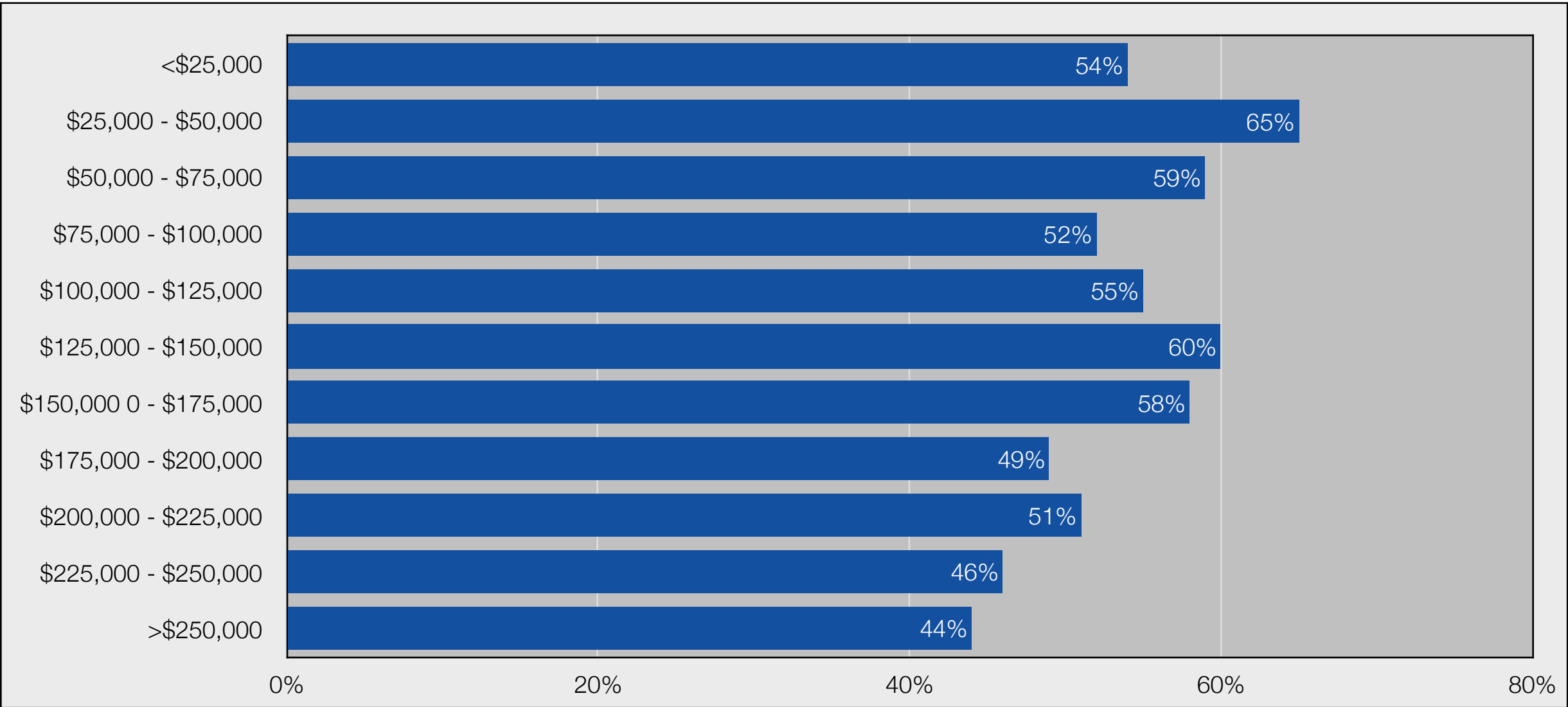
Variation across the States & Territories

- Across the States and Territories there was variation in those who answered “Yes” that they have had, or they intend to have a flu shot this year, illustrated in the chart opposite:
 - VIC had the highest proportion who answered “Yes” (61%), followed by ACT (60%)
 - TAS (59%)
 - NSW (56%)
 - SA (53%)
 - QLD (52%)
 - WA (51%) & NT (44%)
- Across metropolitan, regional and rural areas there was also some variation:
 - Metropolitan areas had the highest proportion who answered “Yes” (57%)
 - Regional (53%)
 - Rural (49%)



Variation across household income

- There was a high level of variation amongst those who answered “Yes” that they have had, or they intend to have a flu shot this year, based on household income, illustrated in the chart opposite:
 - The household income group of \$25,000 - \$50,000 had the highest incidence of those who answered “Yes” (65%), followed by \$125,000 - \$150,000 where 60% answered “Yes”
 - Conversely, the household income groups that had the lowest “Yes” responses were >\$250,000 (44%), followed by \$225,000 - \$250,000 (46%)



Variation across other demographic & socio-economic criteria

Variation based on marital status

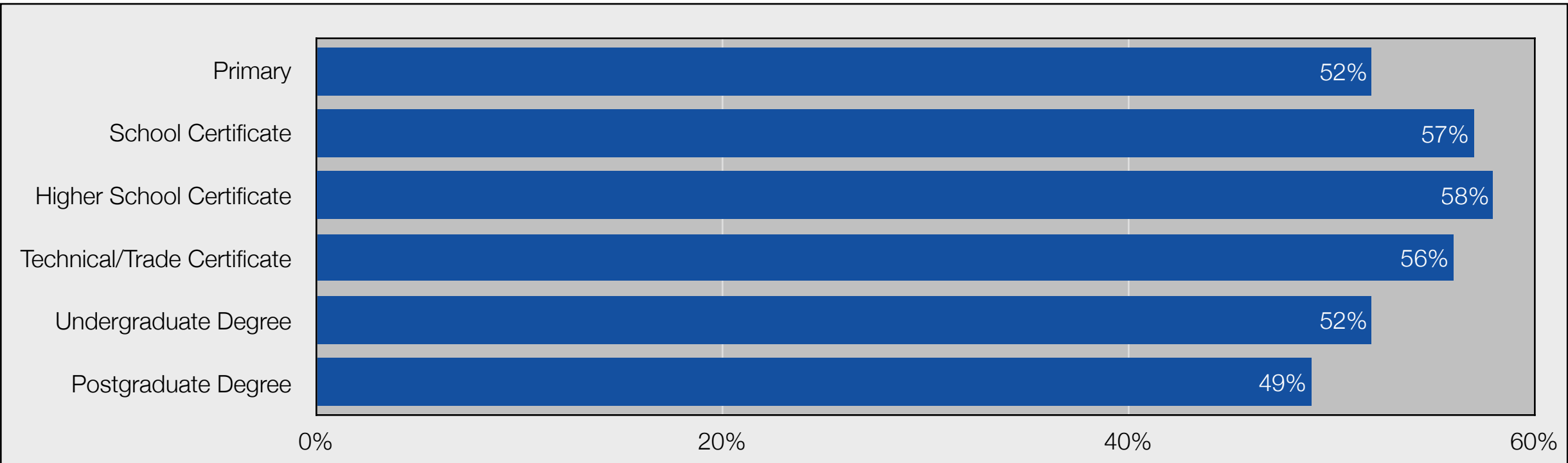
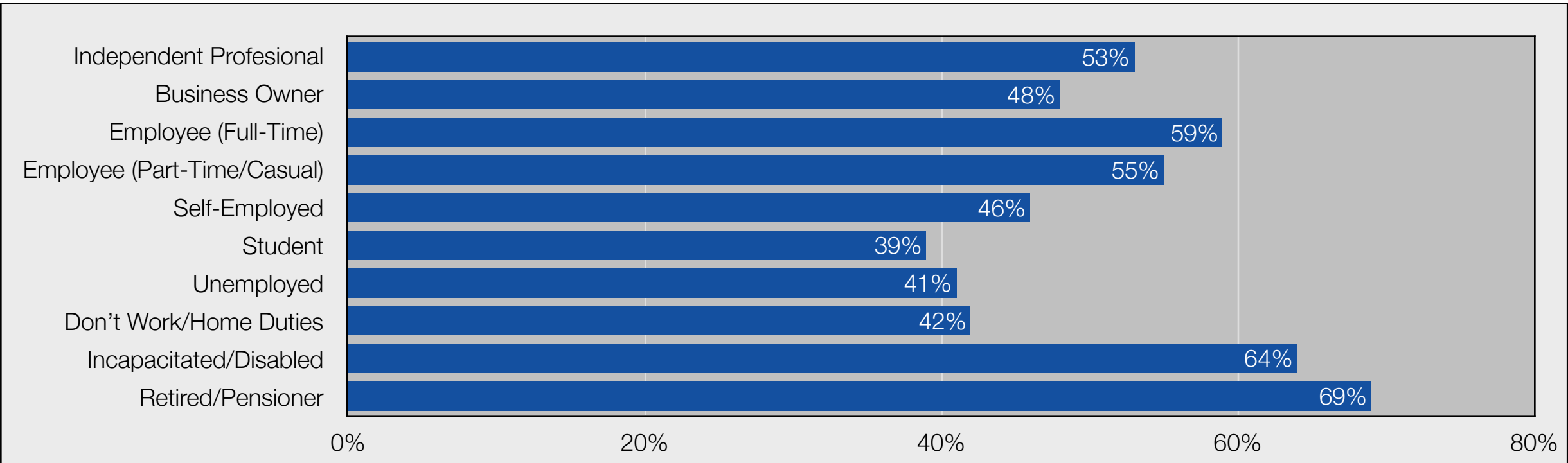
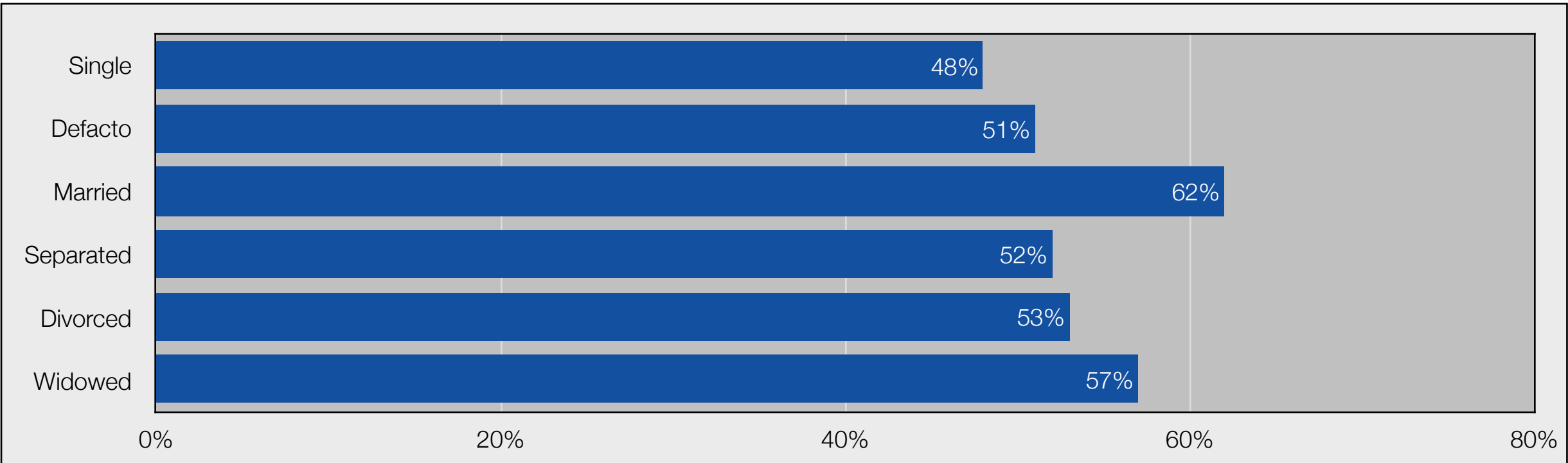
- There was noticeable variation amongst those who answered “Yes” that they intend to have a flu shot this year, based on their marital status, as shown in the opposite top chart, where:
 - Those who were Married (62%) or Widowed (57%) had the highest response to “Yes”
 - Conversely, those who were Single (48%) or Defacto (51%) had the lowest responses to “Yes”

Variation across occupation

- There was significant variation across occupations amongst those who answered “Yes” as shown in the opposite middle chart:
 - Retired/Pensioner had the highest response to “Yes” (69%), followed by Incapacitated/Disabled (64%) & Employee (Full-Time) (59%)
 - Student (39%) & Unemployed (41%) had the lowest responses to “Yes”

Variation across education

- There was variation amongst those who answered “Yes” based on their highest level of education, as shown in the opposite bottom chart, where:
 - Those with Higher School Certificate (58%) & School Certificate (57%) had the highest responses to “Yes”
 - Conversely, those with Postgraduate Degree (49%), Primary (52%) & Undergraduate Degree (52%) had the lowest responses to “Yes”



14% increase in flu shot intentions over 12 weeks

Comparison with Mid-March to early-April 2022 findings

- In mid-March to early April 2022, around 12 weeks earlier, a similar question was asked “Do you intend to get vaccinated (flu shot) in 2022?” where as shown in the chart opposite:
 - 42% answered “Yes” in the survey 12 weeks earlier
 - In comparison, 12 weeks later in this current survey, 56% answered “Yes”

Variation across demographic criteria

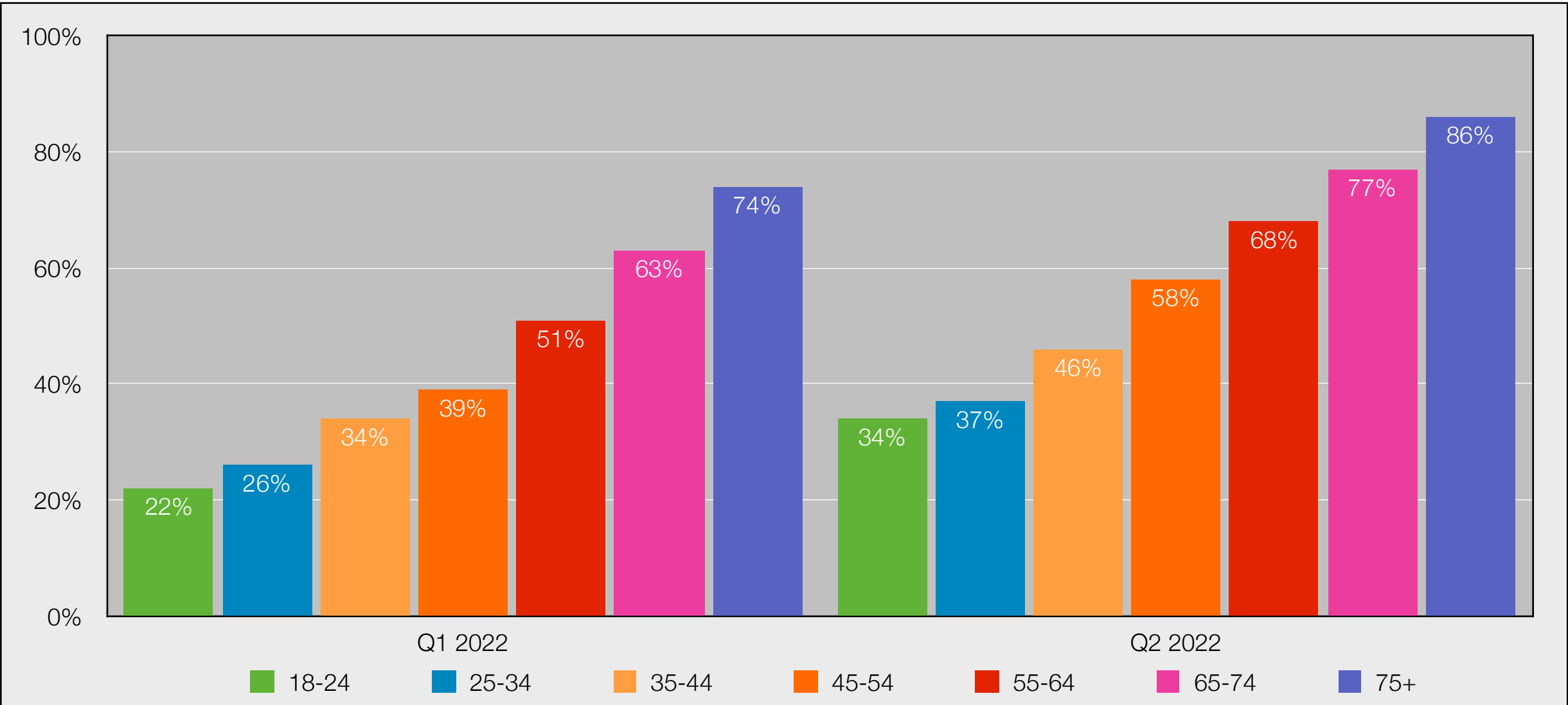
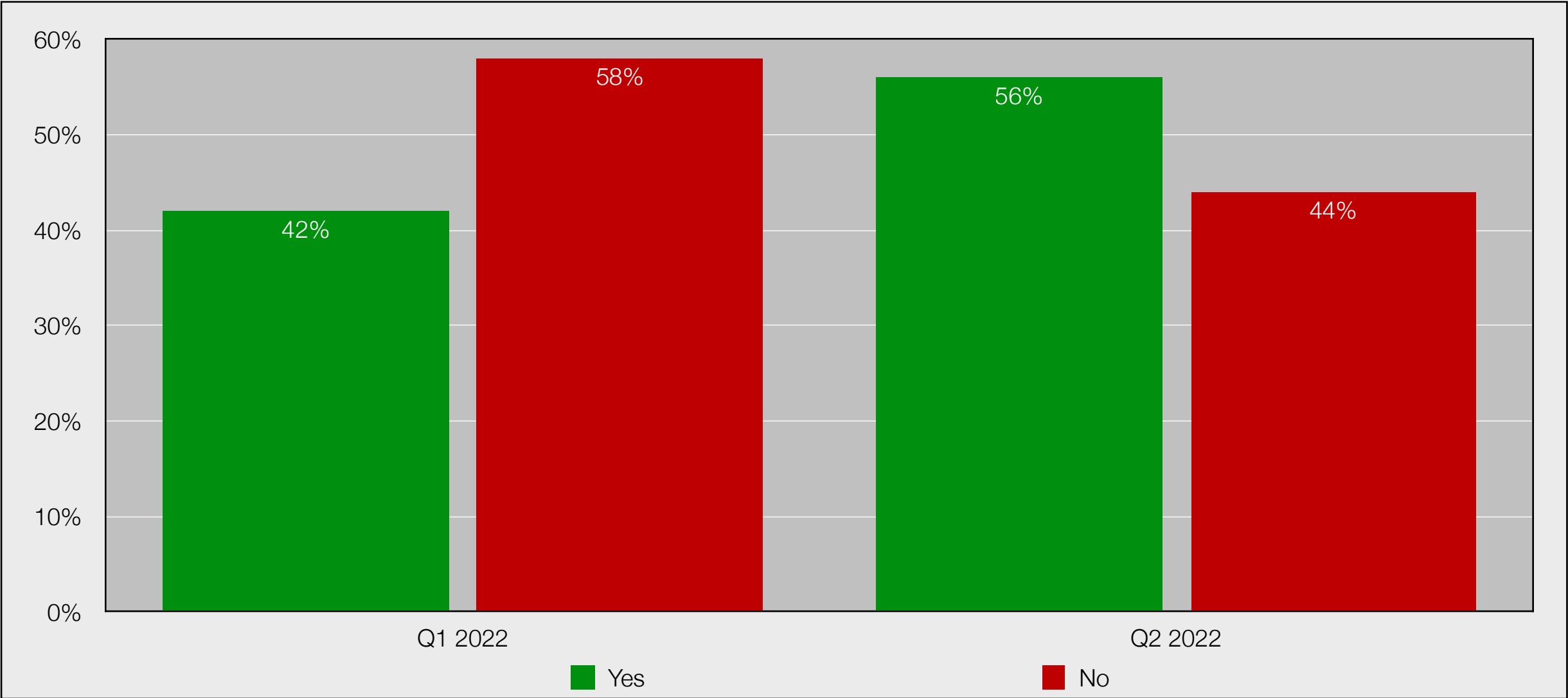
- Across the demographic criteria there was minimal variation over the two periods.
- This appears due to the 14% increase in responses to “Yes” being largely commensurate across gender and age, as illustrated in the chart below showing the responses to “Yes” over the two periods, across the age groups.

Variation across geographic criteria

- Similar to the demographic criteria, there was minimal variation across the geographic criteria, with the 14% increase in “Yes” responses quite evenly spread across the States and Territories, where:
 - The largest increases were in NSW, followed by WA
- Across the metropolitan, regional and rural areas:
 - The largest increases were in regional areas

Variation across socio-economic criteria

- Also similar to the demographic and geographic criteria, the 14% increase in “Yes” responses were quite evenly spread across the socio-economic, the only notable point being:
 - The largest increase was amongst those from middle-income households (\$100,000 - \$125,000 & \$125,000 - \$150,000)



The flu shot is not believed necessary by most who are unvaccinated

2. What is the main reason why you do not intend to get a flu shot this year?

Asked to 44% who have not and do not intend to get a flu shot this year

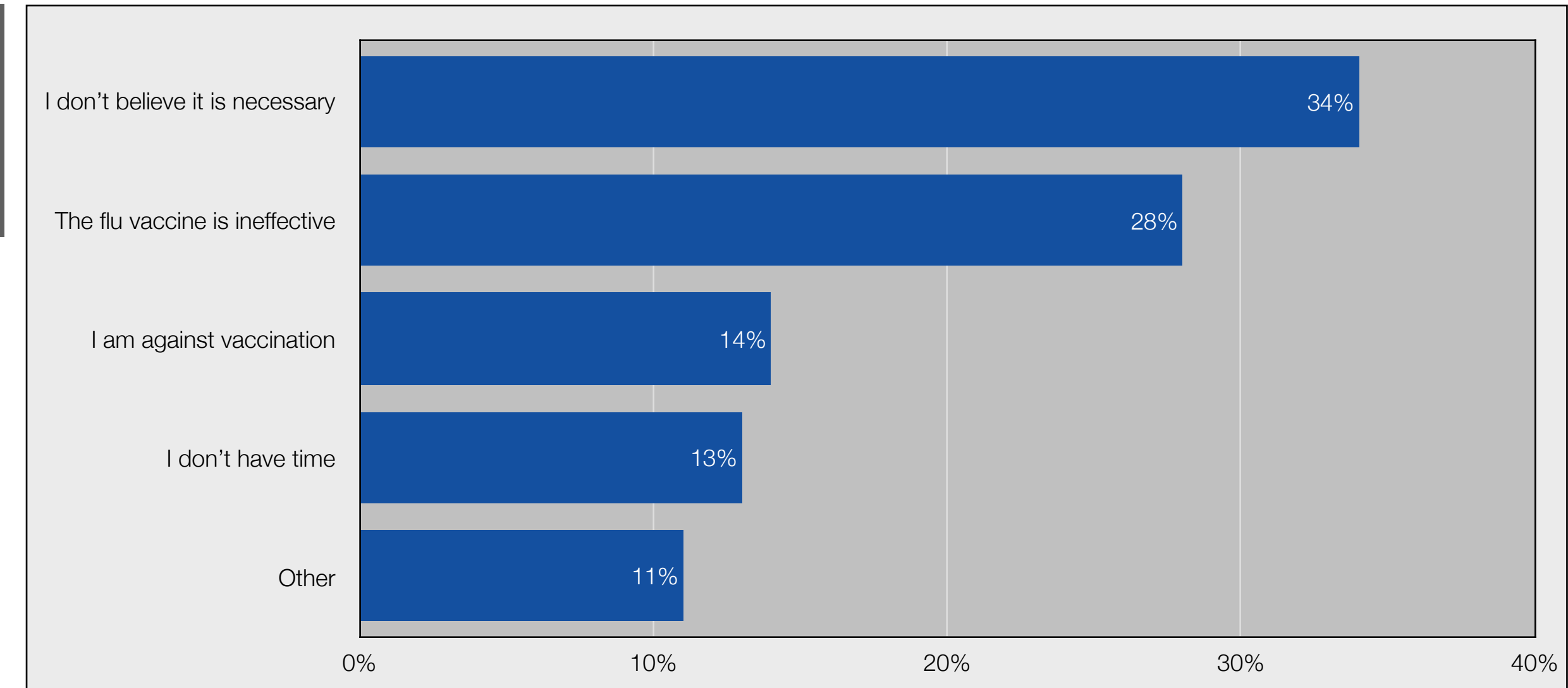
- This question was asked only to the 44% who answered “No” in Question 1, that they have not and do not intend to get a flu shot this year.

Don't believe it is necessary the main reason

- For the question, illustrated in the opposite, top chart:
 - The most common response, amongst 34% of the adult population was “I don't believe it is necessary”
 - The second most common response was “The flu vaccine is ineffective” (28%)
 - “I am against vaccination” (14%)
 - “I don't have time” (13%)
 - 11% gave an “Other” response

Main demographic, geographic & socio-economic differences

- Across the demographic, geographic and socio-economic criteria, the main differences found were:
 - A higher incidence of men answering “I don't believe it is necessary” (37%) compared to women (31%)
 - A higher incidence of younger adults (18-34) and middle-aged men (45-64) answering “The flu vaccine is ineffective”
 - A higher incidence of younger women (18-34) answering “I am against vaccination”



“Other” responses

- 11% gave an “Other” response, the most common being:
 - Recently had a COVID-19 booster or will have one soon and believe that also having the flu shot is excessive vaccination in a short period of time (29%)
 - Have not been able to arrange as GP/clinic appointments unavailable or were waiting for an appointment (12%)
 - Prefer to have a healthy lifestyle to build natural immunity (8%)
 - Belief that it is natural to contract the flu and less harmful to the body than the flu shot (7%)
 - The cost of the vaccine in addition to the GP/clinic fee (6%)

29% say they would change their mind if GP recommended it to them

3. Would you change your mind if your GP recommended it to you?

Asked to 44% who have not and do not intend to get a flu shot this year

- This question was asked only to the 44% who answered “No” in Question 1, that they have not and do not intend to get a flu shot this year.

29% say they would change their mind if GP recommended it to them

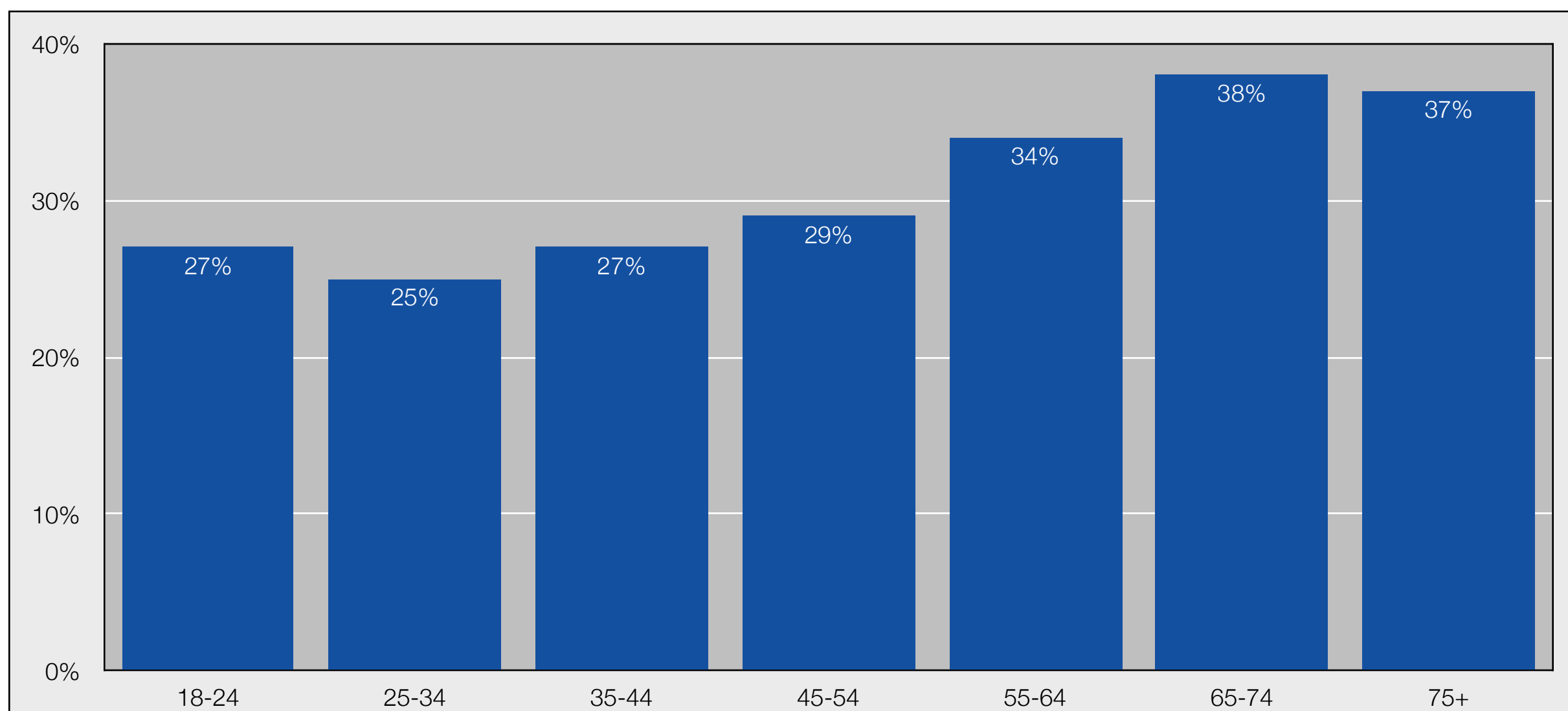
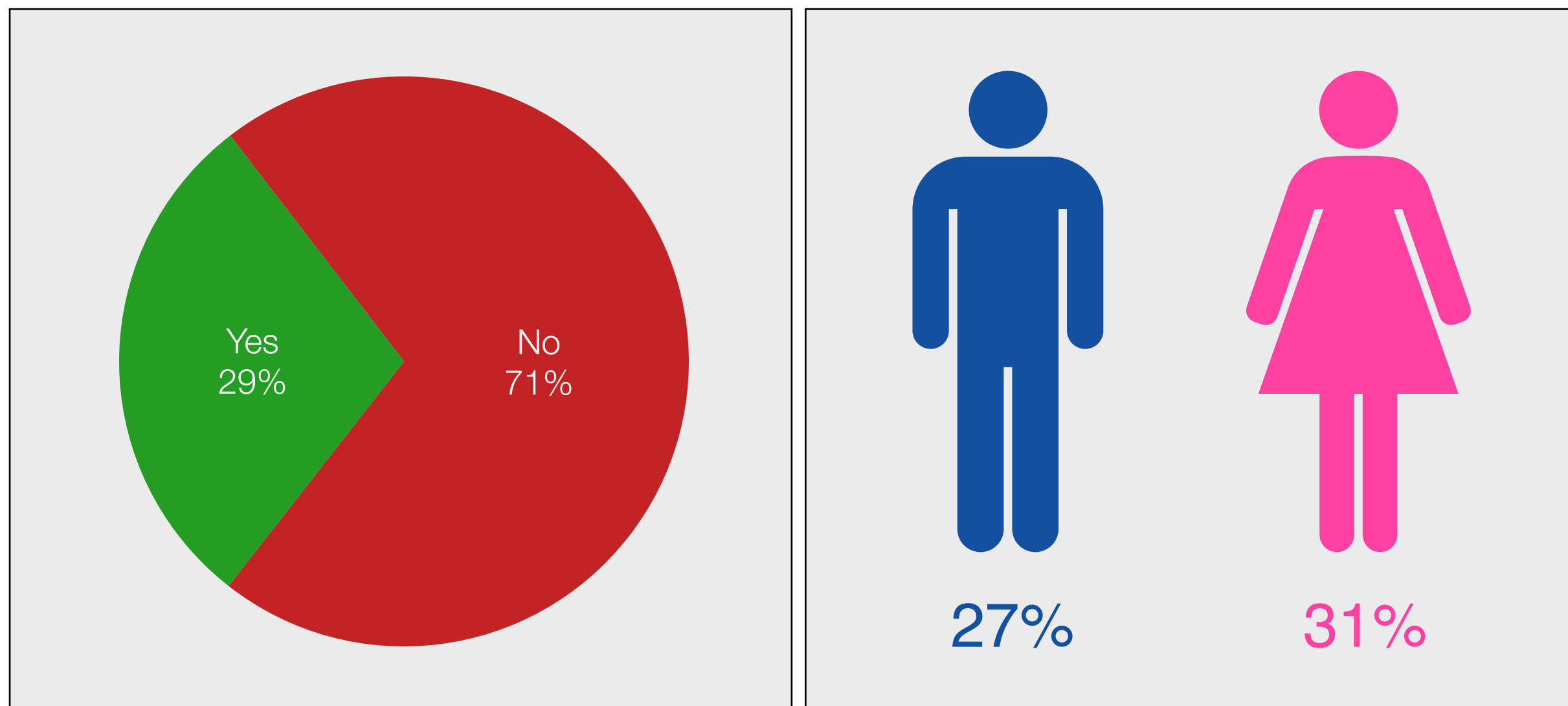
- For the question, illustrated in the opposite, top chart:
 - 29% answered “Yes”
 - 71% answered “No”

Higher incidence amongst women

- There was a higher incidence amongst women answering “Yes”:
 - 31% of women answered “Yes”; compared to 27% of men

Higher incidence amongst older age groups

- As illustrated in the chart opposite, there was a skew towards older age groups answering “Yes”:
 - 27% of those aged 18-24 years & 25% (25-34) answered “Yes”, increasing to:
 - 27% (35-44)
 - 29% (45-54)
 - 34% (55-64)
 - 38% (65-74)
 - 37% (75+)



86% expect the flu to be worse this year than the previous 2 years

4. Do you expect the flu to be worse this year, compared to the last two years?

86% expect the flu to be worse this year than the previous 2 years

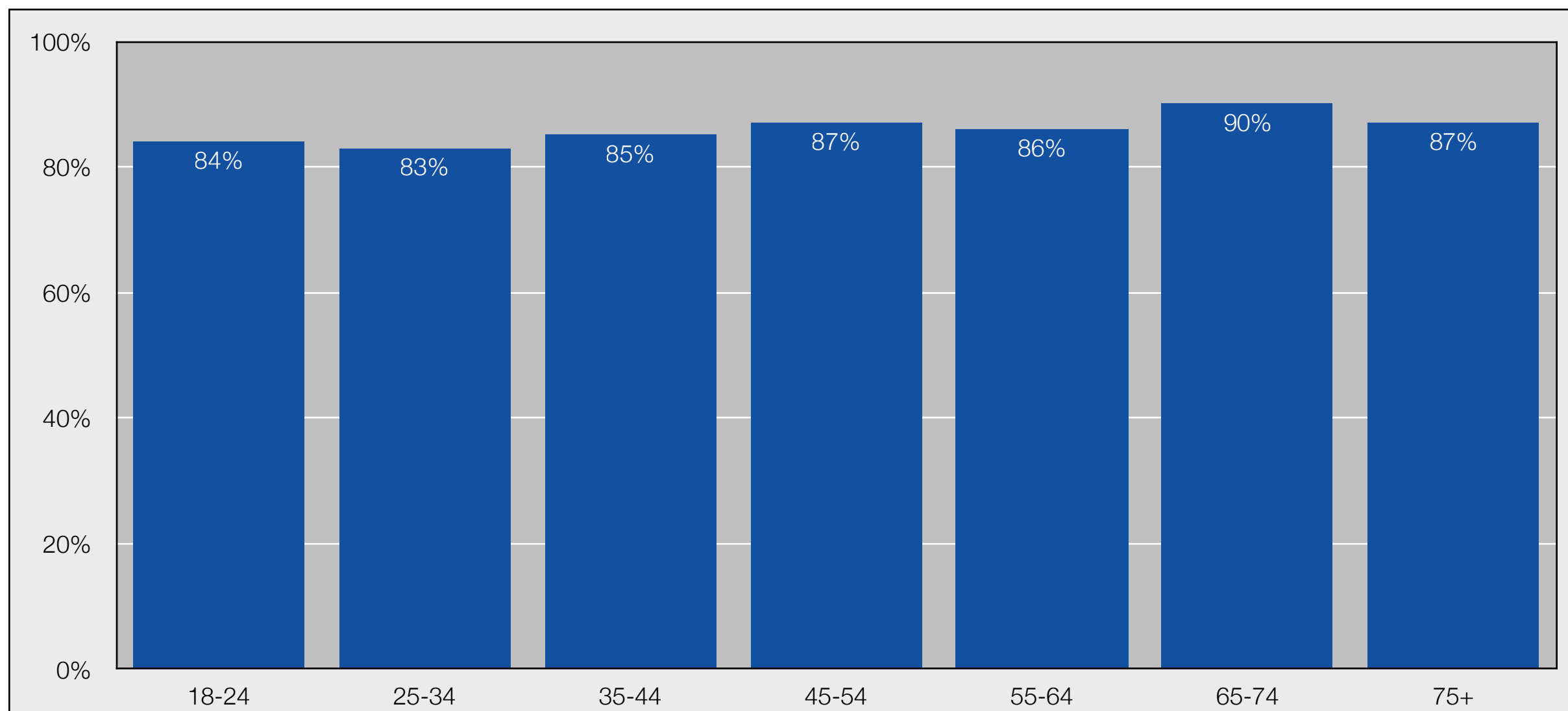
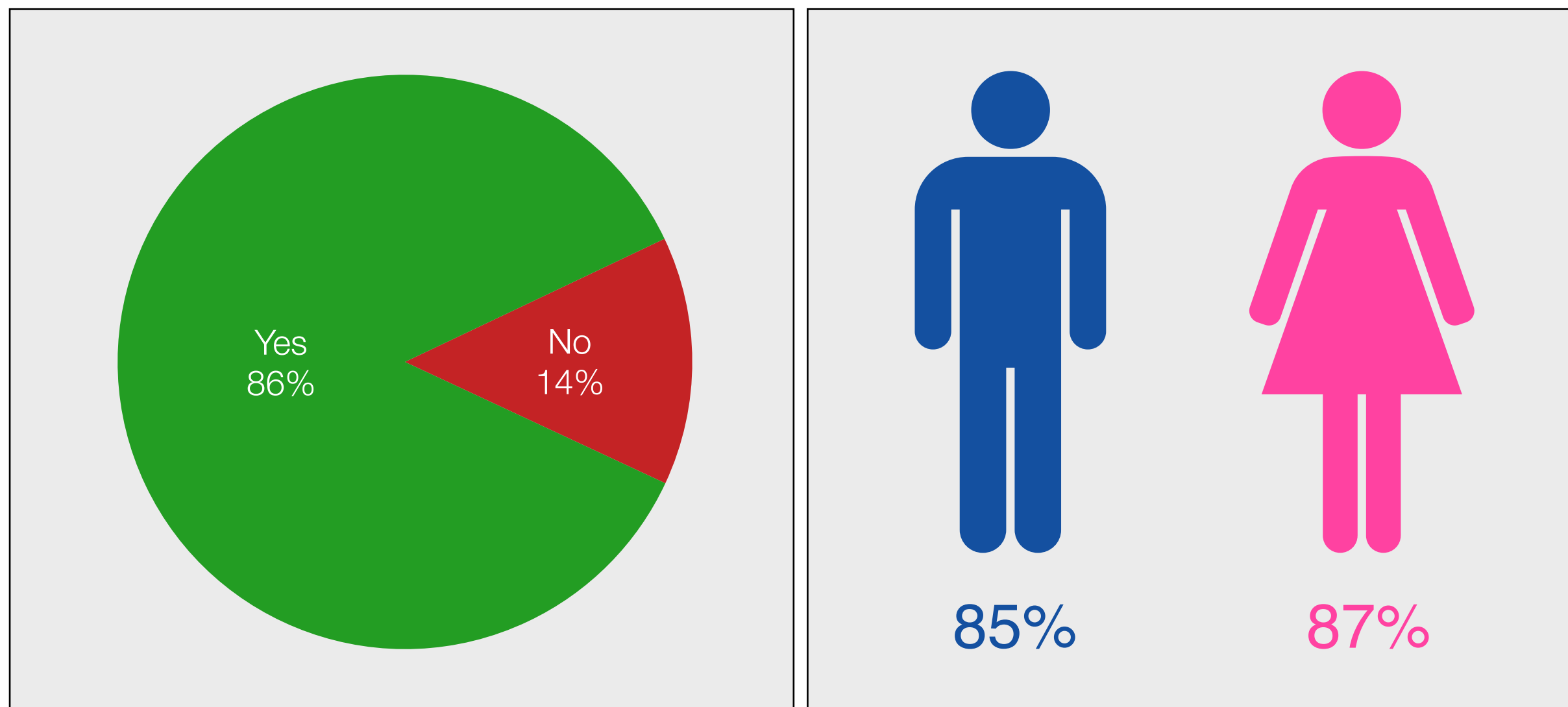
- For the question, illustrated in the opposite, top chart:
 - 86% answered “Yes”
 - 14% answered “No”

Slightly higher amongst women

- There was a slightly higher incidence amongst women expecting the flu to be worse this year, compared to the last two years:
 - 87% of women answered “Yes”; compared to 85% of men

Slight variation across age groups

- As illustrated in the chart opposite, there was slight variation across age groups in those who expect the flu to be worse this year, compared to the last two years, where:
 - 84% of those aged 18-24 years & 83% (25-34) answered “Yes”, increasing to:
 - 85% (35-44)
 - 87% (45-54)
 - 86% (55-64)
 - 90% (65-74)
 - 87% (75+)



13% increase in those expecting flu to be worse this year over 12 weeks

Comparison with Mid-March to early-April 2022 findings

- In mid-March to early April 2022, around 12 weeks earlier, this same question was asked, where as shown in the chart opposite:
 - 73% answered “Yes” in the survey 12 weeks earlier
 - In comparison, 12 weeks later in this current survey, 86% answered “Yes”

Variation across demographic criteria

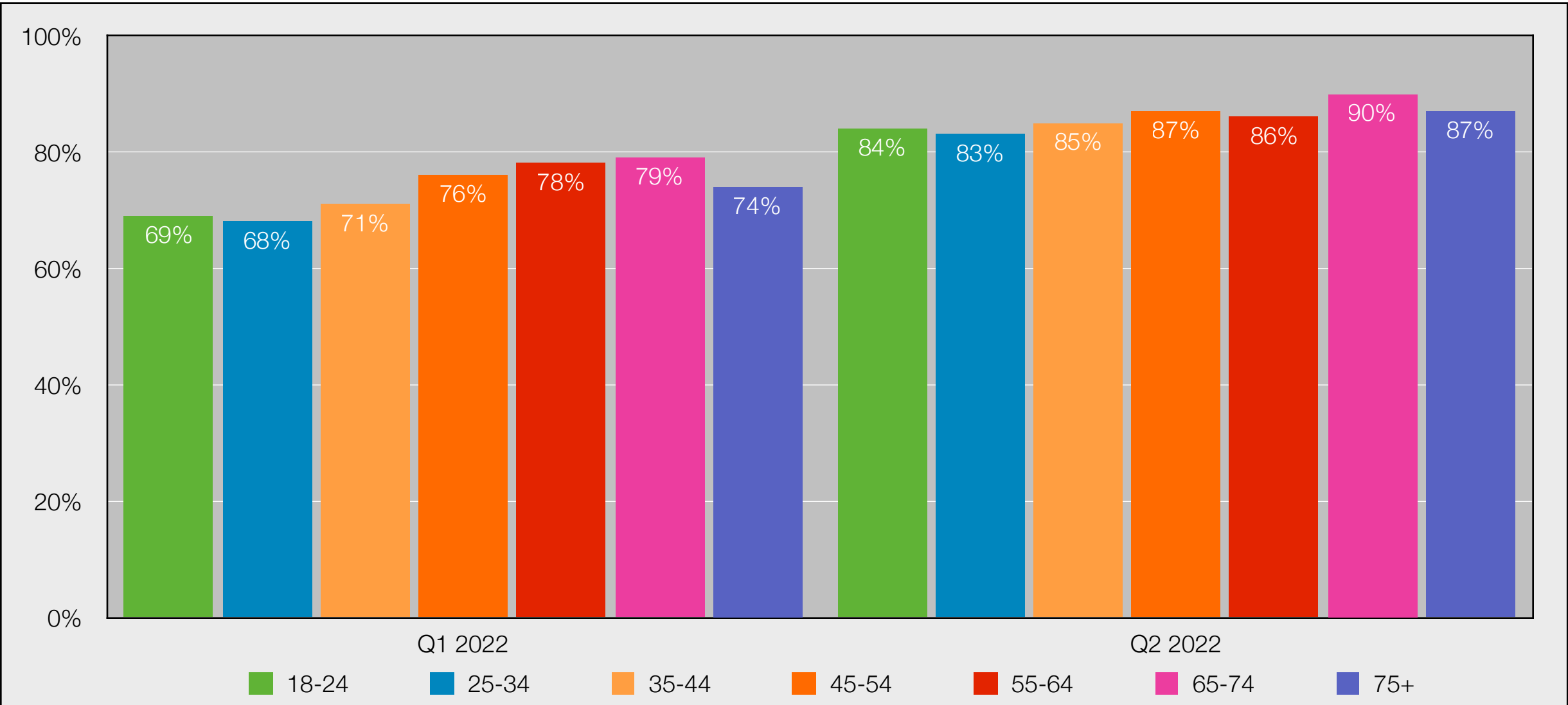
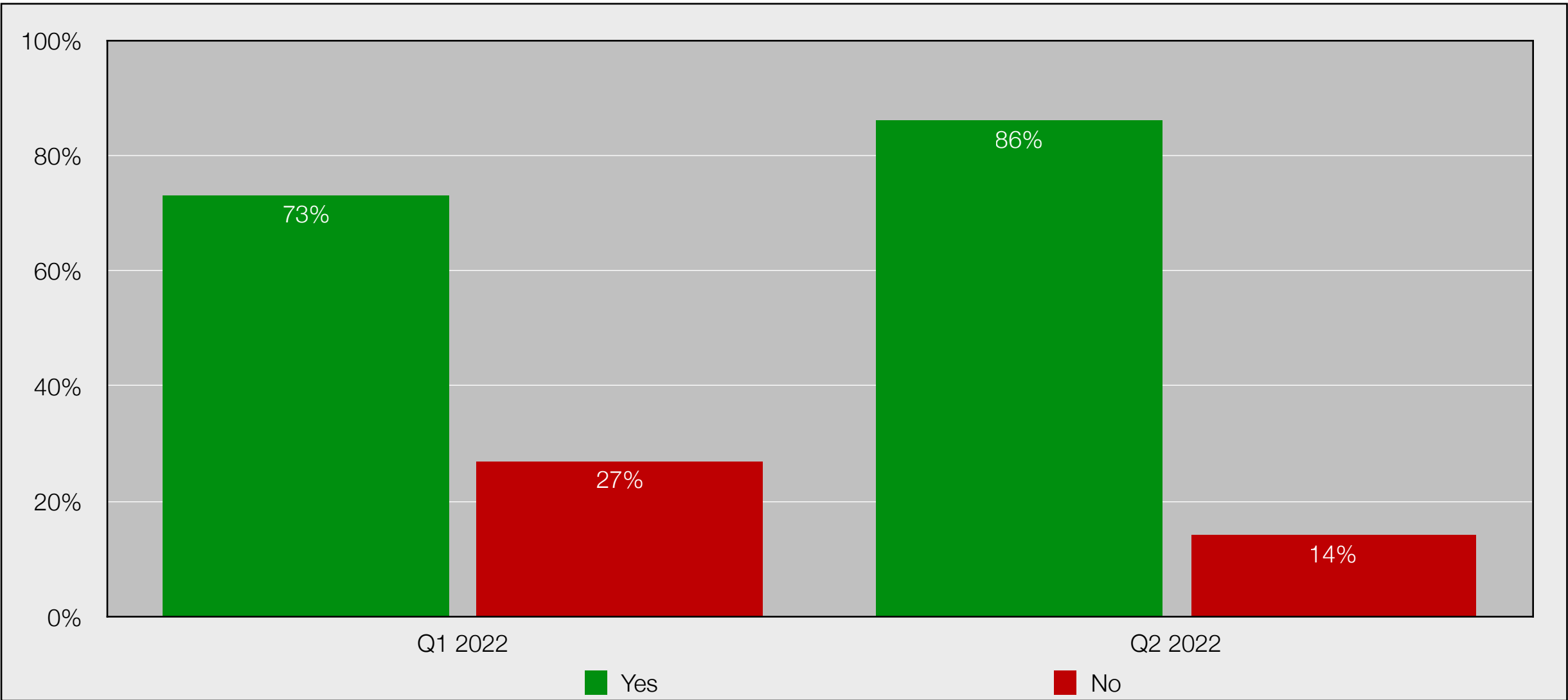
- Across the demographic criteria there was minimal variation over the two periods.
- This appears due to the 13% increase in responses to “Yes” being largely commensurate across gender and age, as illustrated in the chart below showing the responses to “Yes” over the two periods, across the age groups.

Variation across geographic criteria

- Similar to the demographic criteria, there was minimal variation across the geographic criteria, with the 13% increase in “Yes” responses quite evenly spread across the States and Territories, where:
 - The largest increases were in WA, followed by QLD
- Across the metropolitan, regional and rural areas:
 - The largest increases were in regional areas

Variation across socio-economic criteria

- Also similar to the demographic and geographic criteria, the 13% increase in “Yes” responses were quite evenly spread across the socio-economic criteria, the only notable points being:
 - Household income, the largest increases were amongst those from middle-income households (\$100,000 - \$125,000 & \$125,000 - \$150,000)
 - Occupation, the largest increases were amongst those employed full-time, followed by employed part-time/casual and business owners



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Further Information

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Contact Details

Suite 1222, 1 Queens Road
MELBOURNE VIC 3004

(03) 9863 8650

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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www.apmipartners

(02) 8005 1940

Level 9, Avaya House
123 Epping Road
NORTH RYDE NSW 2113