

IMMUNISATION
COALITION

Children & Influenza Vaccination Survey

Immunisation Coalition

Contents

1	Background	3
2	Methodology & Sample	5
3	Findings	8
	- Sample of Parents with Children Under 15 Years	9
	- Children Aged 6 Months to Under 5 Years	10
	- Children Aged 5 to Under 15 Years	16
4	Further Information	21

1

Background

3



Questions Included

- 1. Do you have a child/children aged under 15 years?
- 2. How old is your child/children?

Questions 3-7 asked to those with a child/children aged 6 months to under 5 years

- 3. Are you aware that the influenza vaccine is free for children under 5 years?
- 4. Has your child/children been vaccinated against influenza this year?
- 5. What is the main reason why your child/children has not been vaccinated against influenza this year?
 - a) I don't believe influenza is serious enough for vaccination to be necessary
 - b) I didn't get around to it
 - c) I am concerned the vaccine will present a risk to my child's health
 - d) I am against vaccines
 - e) Don't know
 - f) Other (Specify)
- 6. If your child/children has been vaccinated against influenza this year, was the vaccine provided by:
 - a) GP
 - b) Nurse
 - c) Pharmacist
 - d) Other (Specify)
- 7. Was it difficult arranging an appointment for the vaccination?

Questions 8-11 asked to those with a child/children aged 5 to under 15 years

- 8. Has your child/children aged 5 to under 15 years been vaccinated against influenza this year?
- 9. What is the main reason why your child/children has not been vaccinated against influenza this year?
 - a) I don't believe influenza is serious enough for vaccination to be necessary
 - b) I didn't get around to it
 - c) I am concerned the vaccine will present a risk to my child's health
 - d) I am against vaccines
 - e) Don't know
 - f) Other (Specify)
- 10. If your child/children has been vaccinated against influenza this year, was the vaccine provided by:
 - a) GP
 - b) Nurse
 - c) Pharmacist
 - d) Other (Specify)
- 11. Was it difficult arranging an appointment for the vaccination?

2

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 82 minutes to complete.
- Detailed qualitative and specific quantitative information obtained from this stage.
- Groups were held in central locations) in the following cities:
 - Sydney (2) - Brisbane (2) - Adelaide - Canberra - Newcastle - Bendigo
 - Melbourne (2) - Hobart - Perth - Darwin - Toowoomba - Bunbury

Stage 2: Telephone Survey

- 1,502 telephone interviews were conducted, predominately amongst:
 - Those aged 65+
 - Those with limited vision
 - Those who do not have Internet access or who do not use the Internet
- Detailed quantitative information was obtained from this stage.
- Each interview took on average 26 minutes to complete.

Stage 3: Online Survey

- 23,535 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 23 minutes to complete.



Sample

- Very large nationwide sample size, involving:
 - 166 focus group participants
 - 25,037 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:
 - 1,502 telephone surveys
 - 23,535 online surveys



Confidence

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



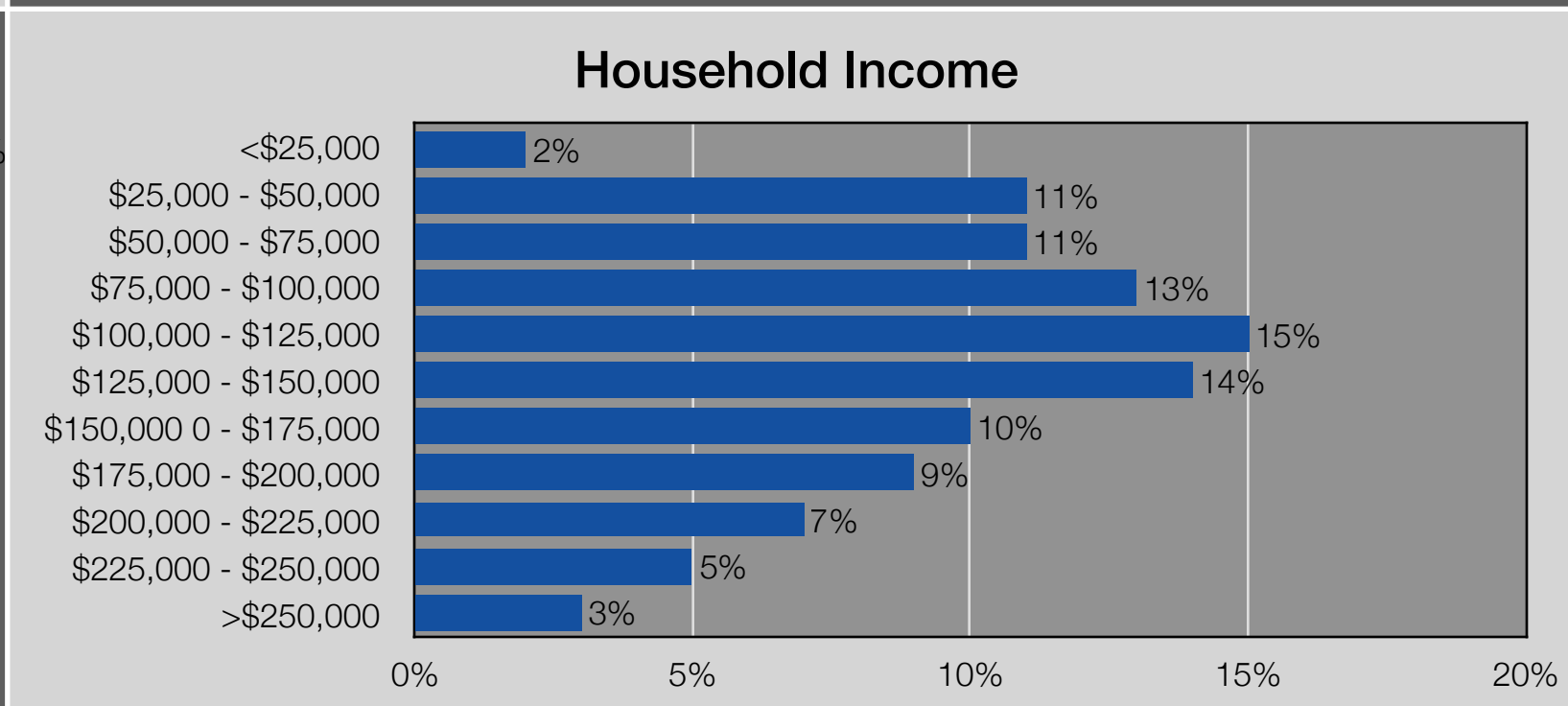
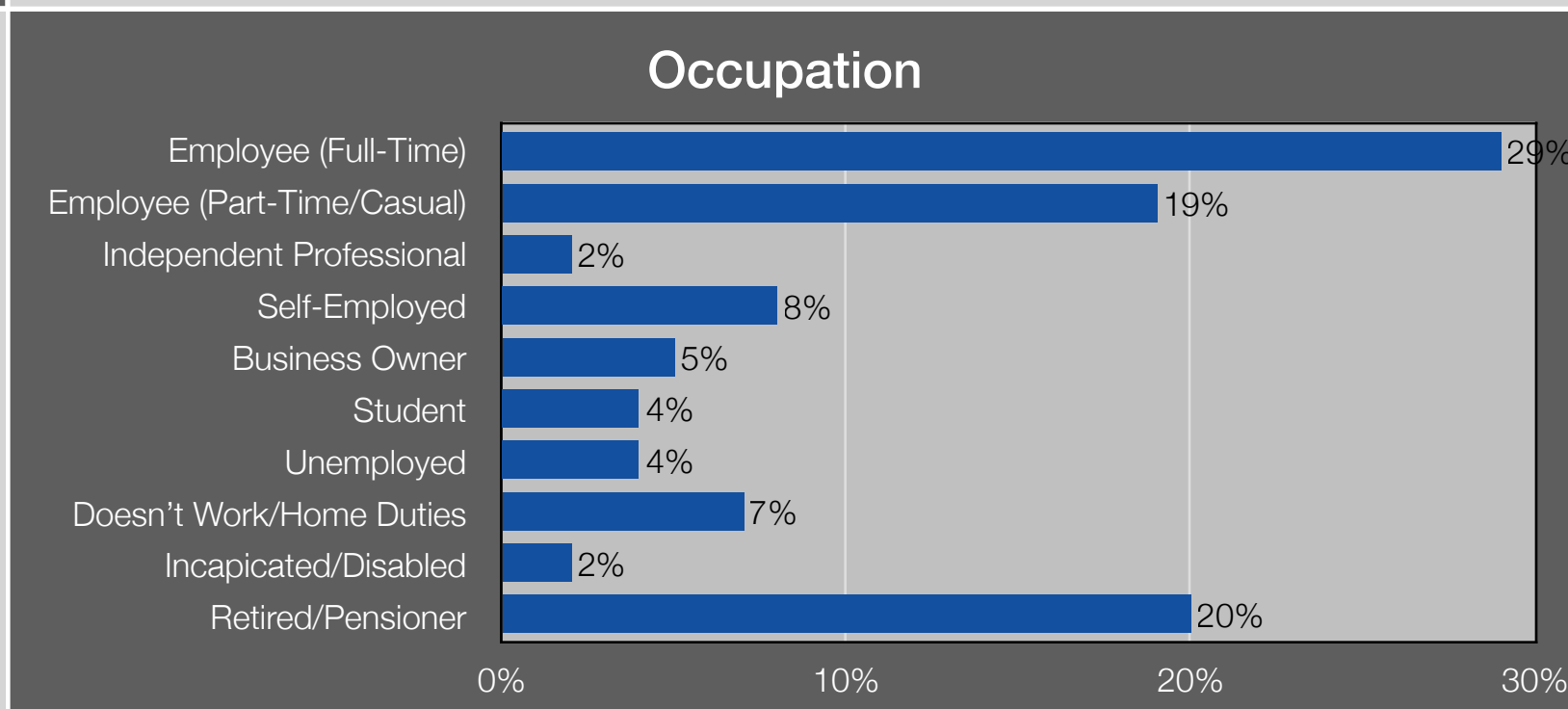
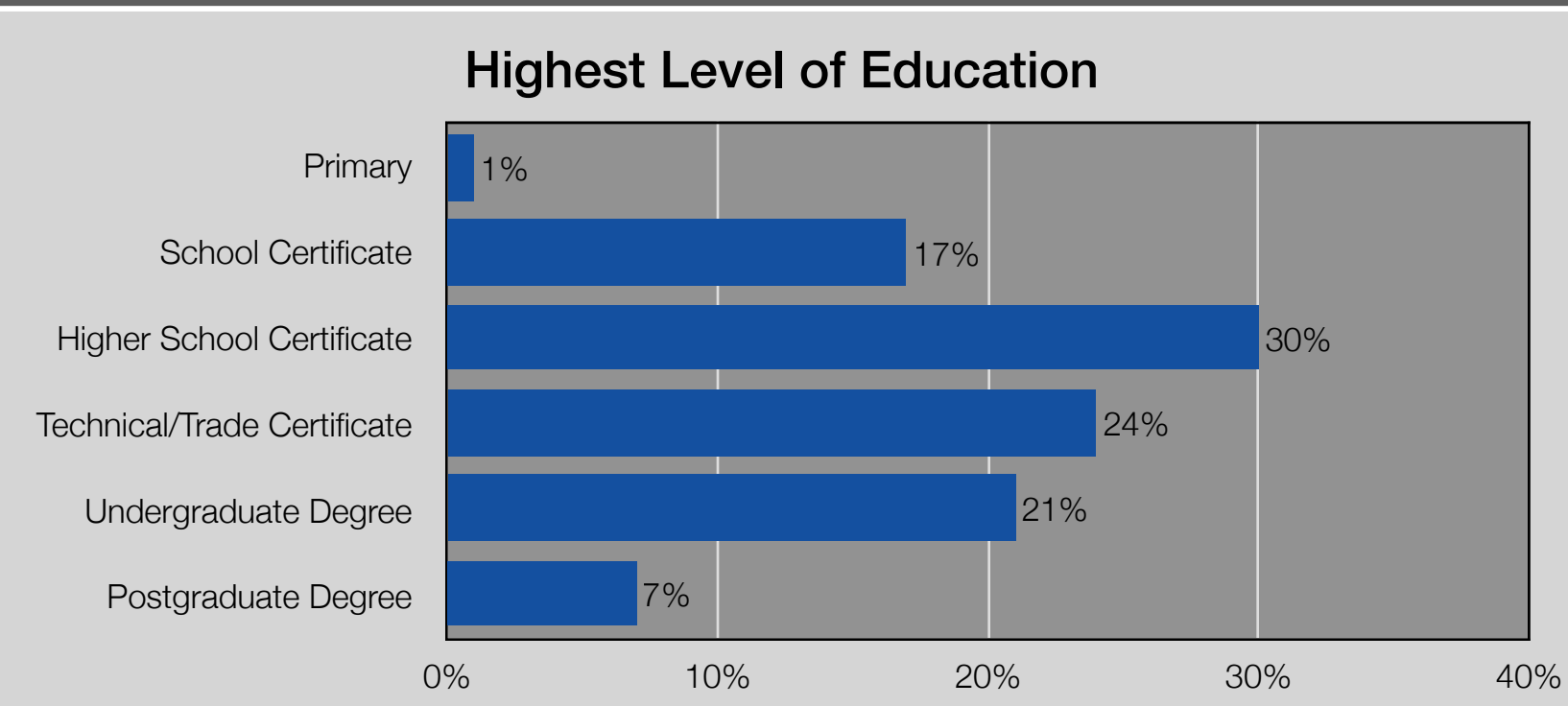
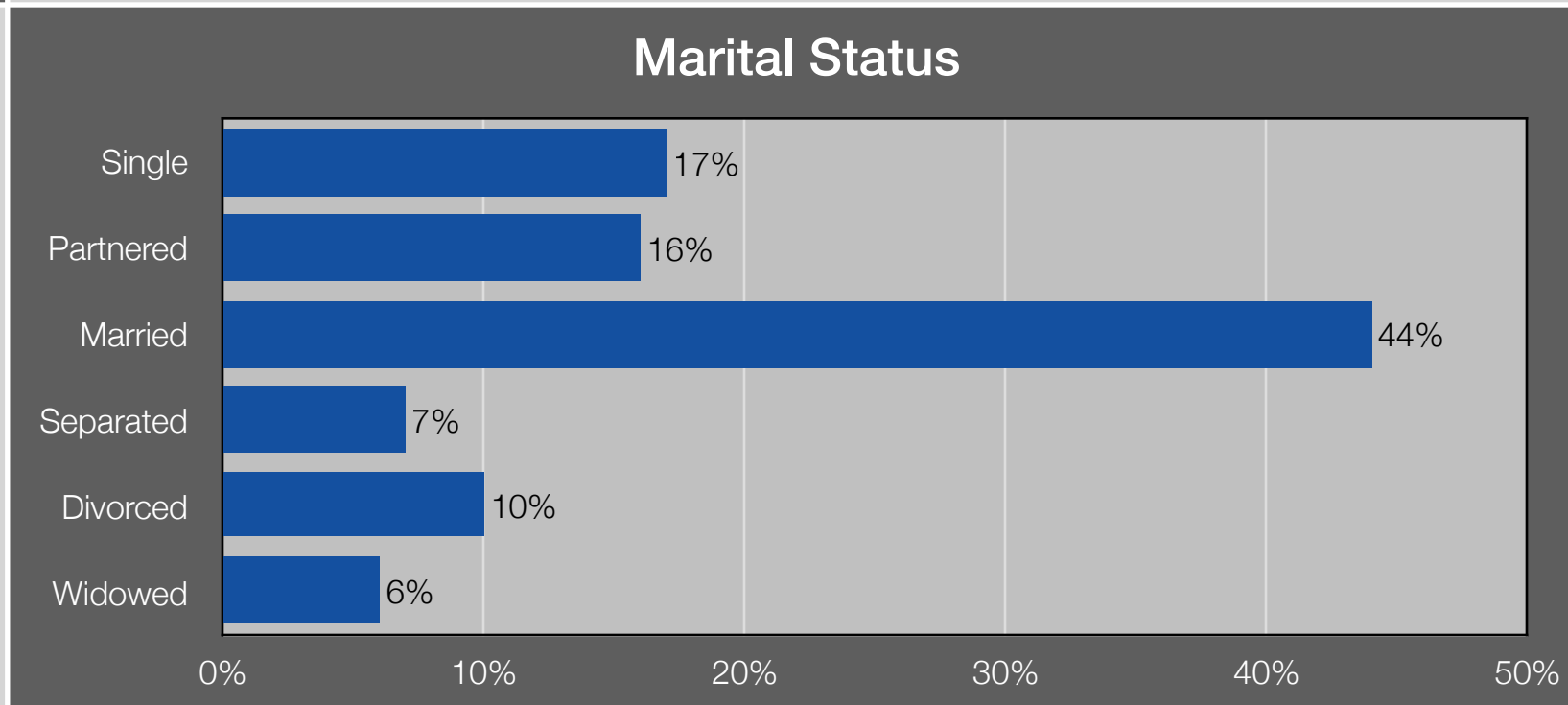
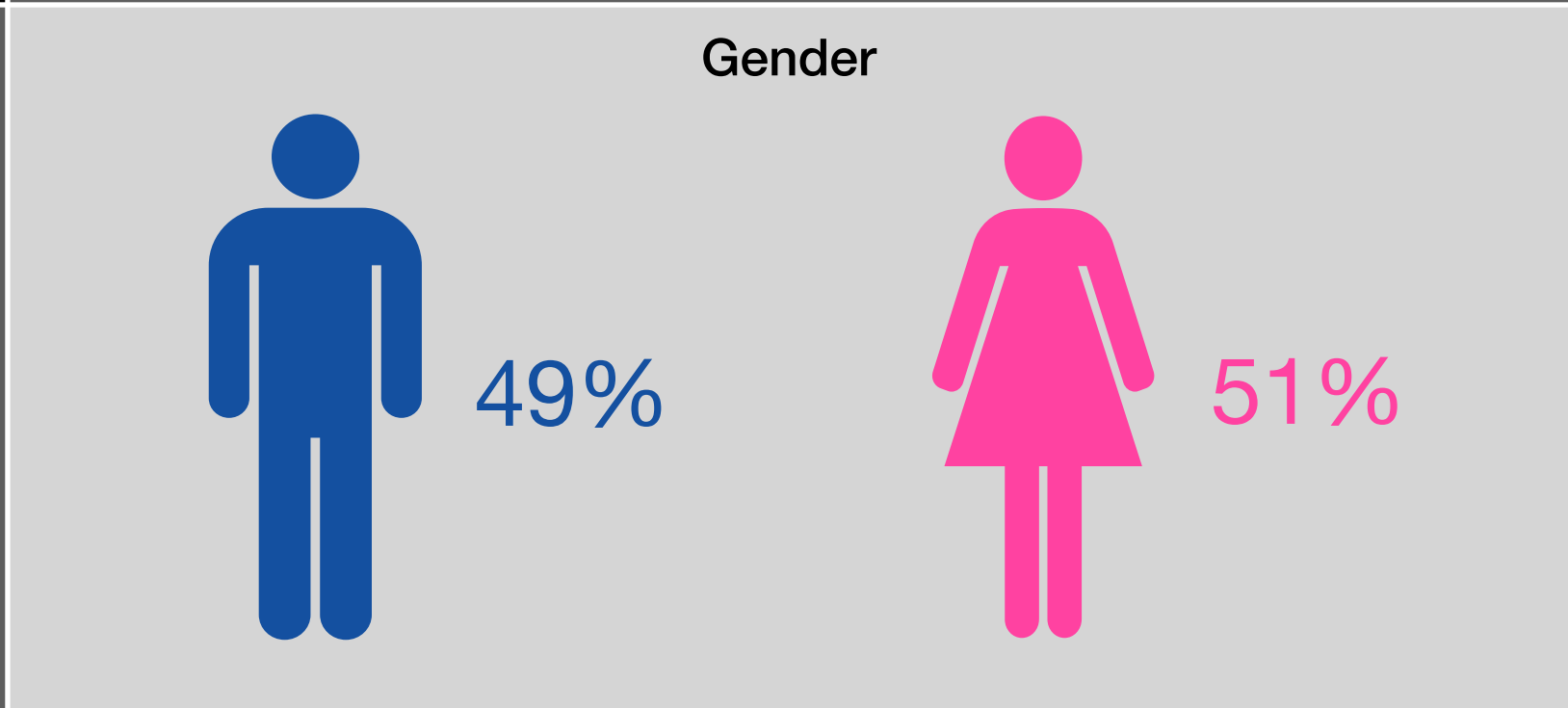
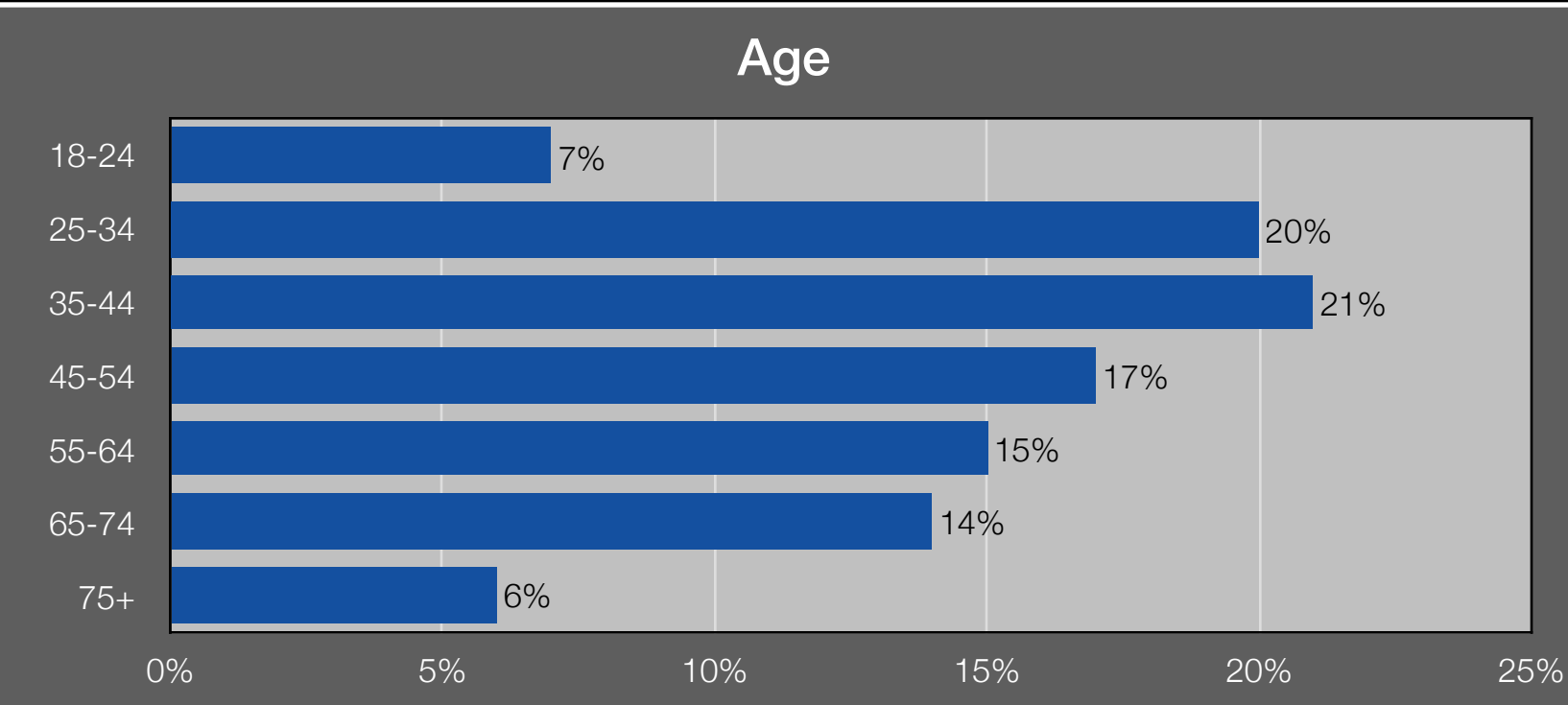
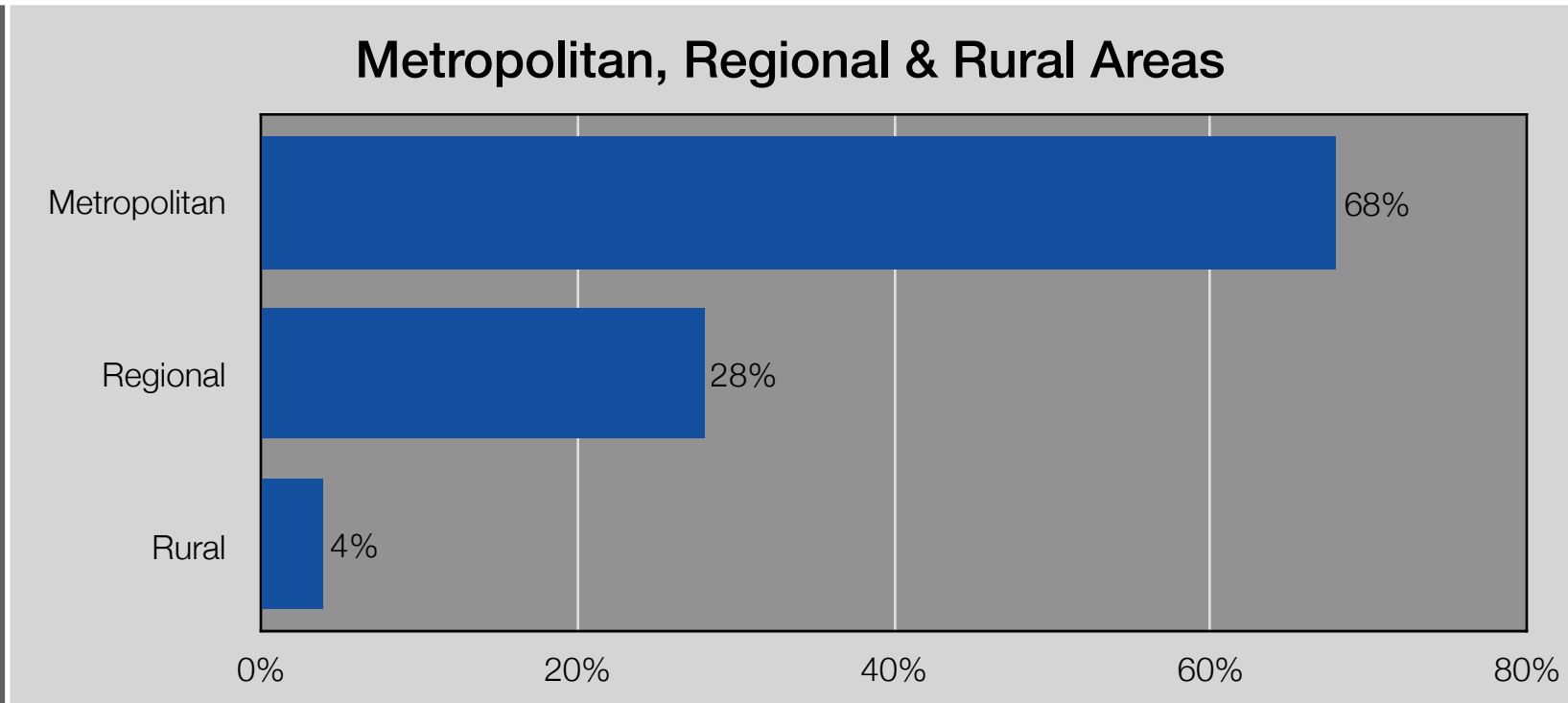
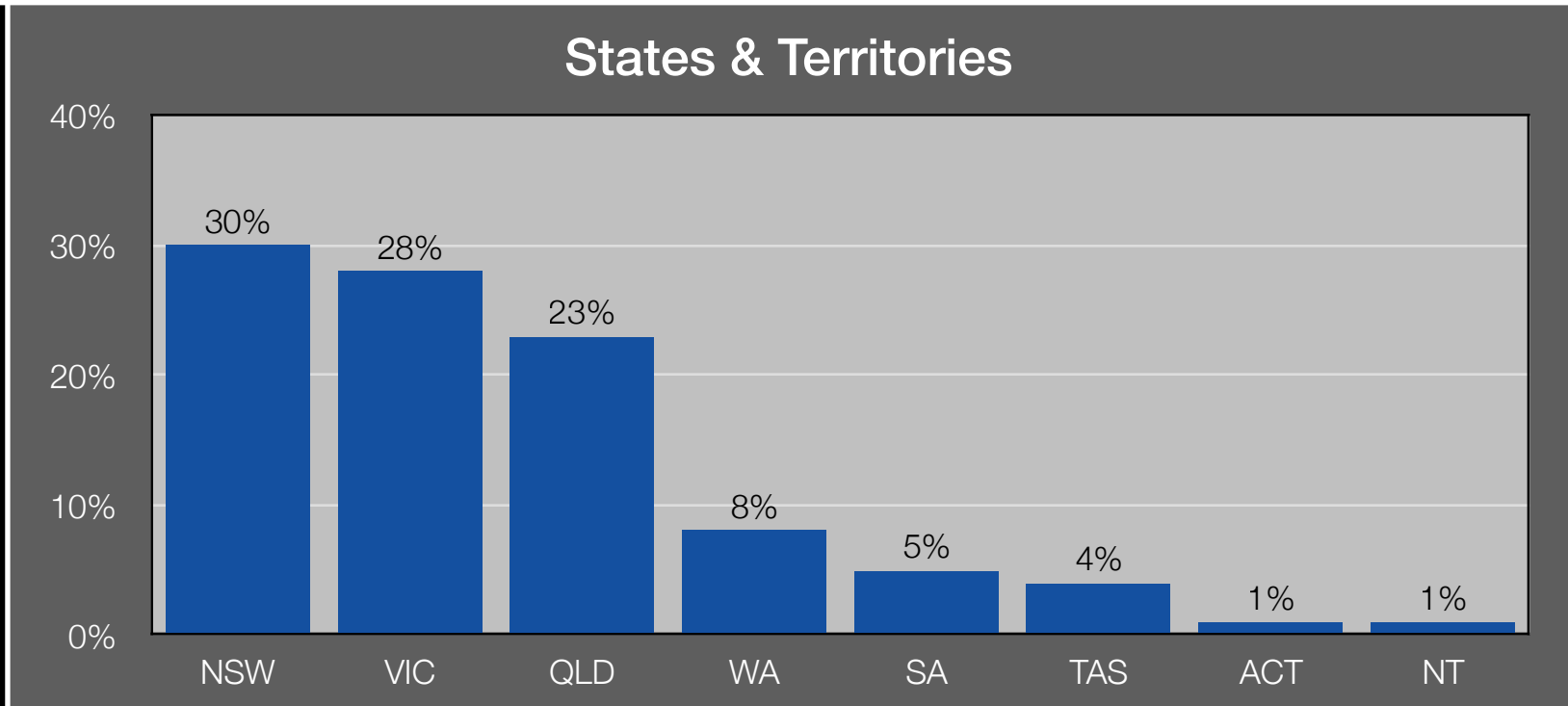
Dates

- Data collection took place over the dates:
- Qualitative stage
 - Focus groups: 17th to 31st August
- Quantitative stage:
 - Telephone survey: 11th to 19th September
 - Online survey: 11th to 23rd September

Details of the Sample

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

From this sample, questions were asked to respondents who had a child aged 6 months to under 5 years and aged 5 years to under 15 years.



3

Findings

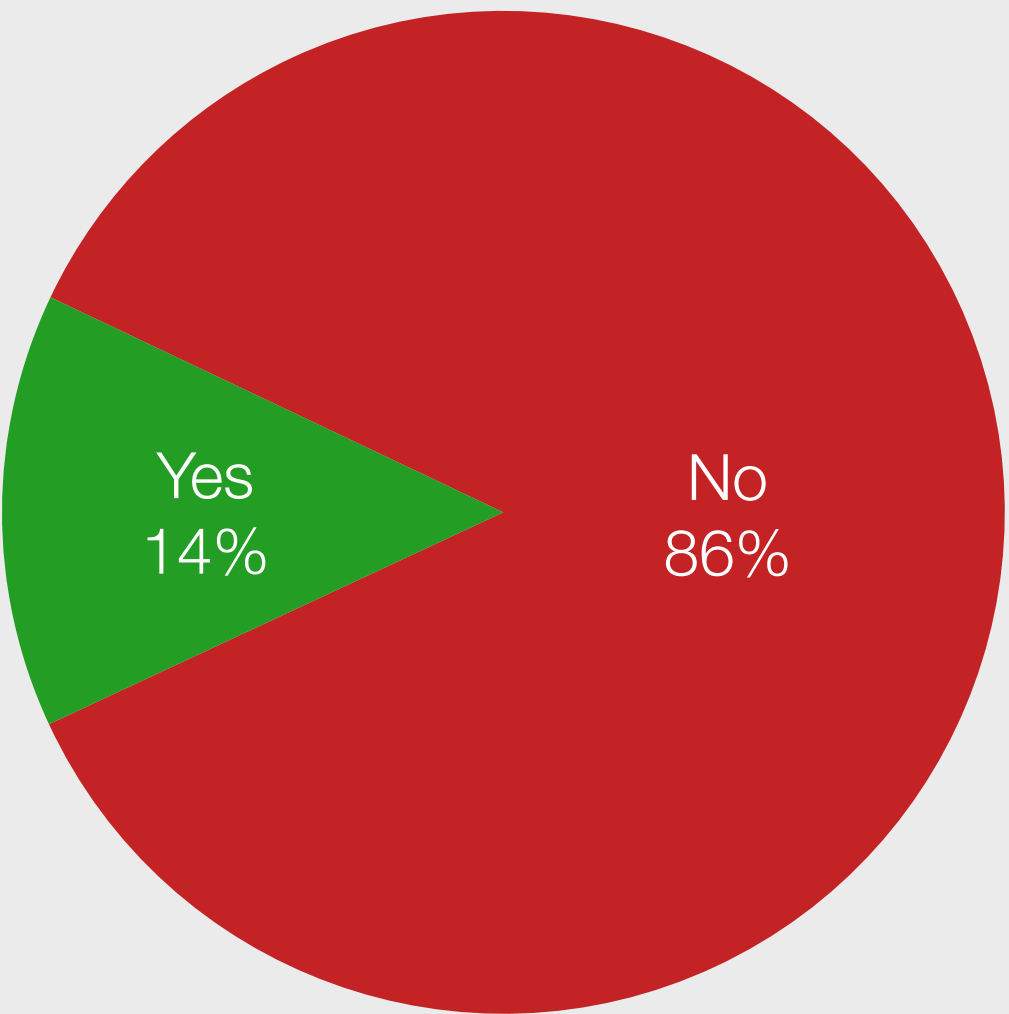


14% of sample who have a child aged under 15 years

1. Do you have a child/children aged under 15 years?

14% have a child aged under 15 years

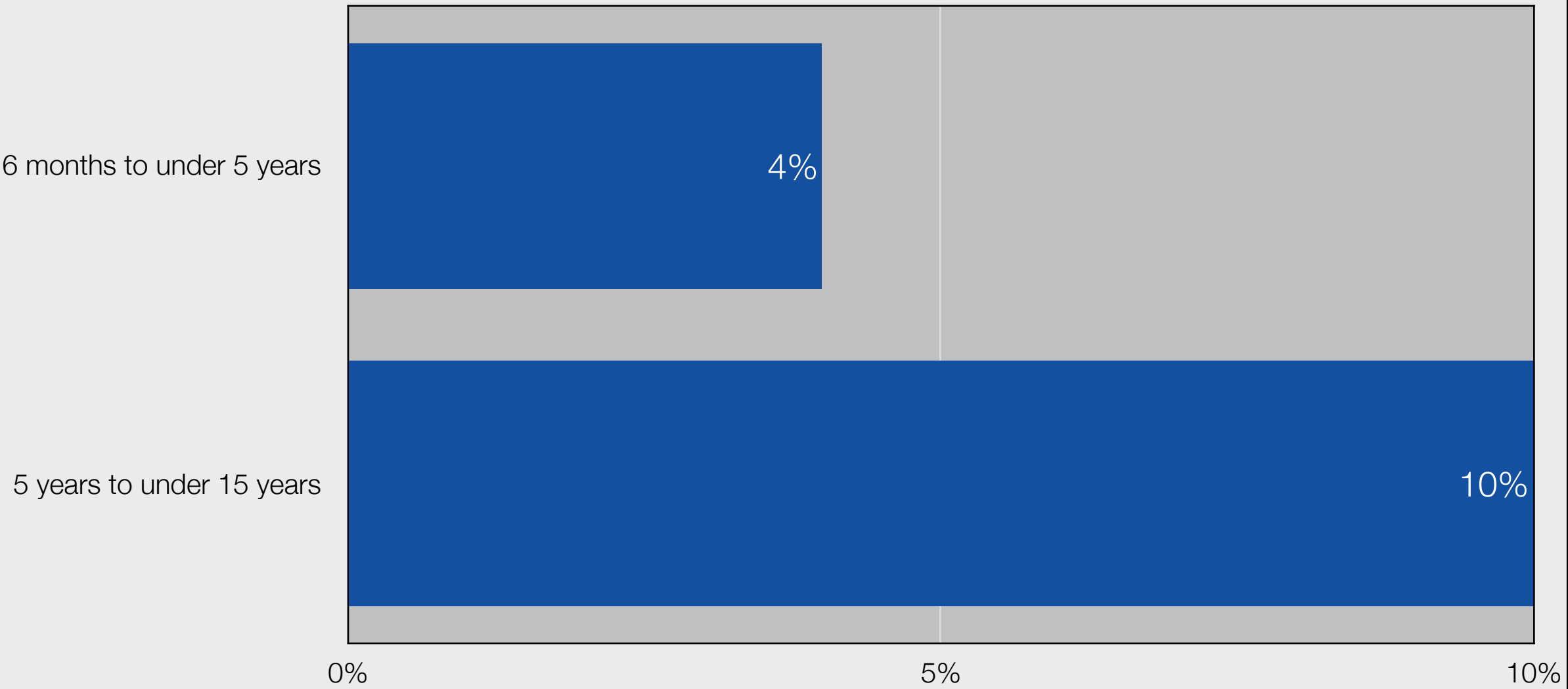
- For the question, illustrated in the chart opposite:
 - 14% answered 'Yes'
 - 86% answered 'No'
- The purpose of this question was to ask the following questions solely to those who had a child/children aged under 15 years.



2. How old is your child/children?

4% aged 6 months to under 5 years & 10% aged 5 years to under 15 years

- For the question, illustrated in the chart opposite:
 - 4% answered '6 months to under 5 years'
 - 10% answered '5 years to under 15 years'
- The purpose of this question was to ask the following questions to parents based on the age of their child/children.





Children Aged 6 Months to Under 5 Years 10

39% aware influenza vaccine free for children under 5 years

3. Are you aware that the influenza vaccine is free for children under 5 years?

39% aware influenza vaccine free for children under 5 years

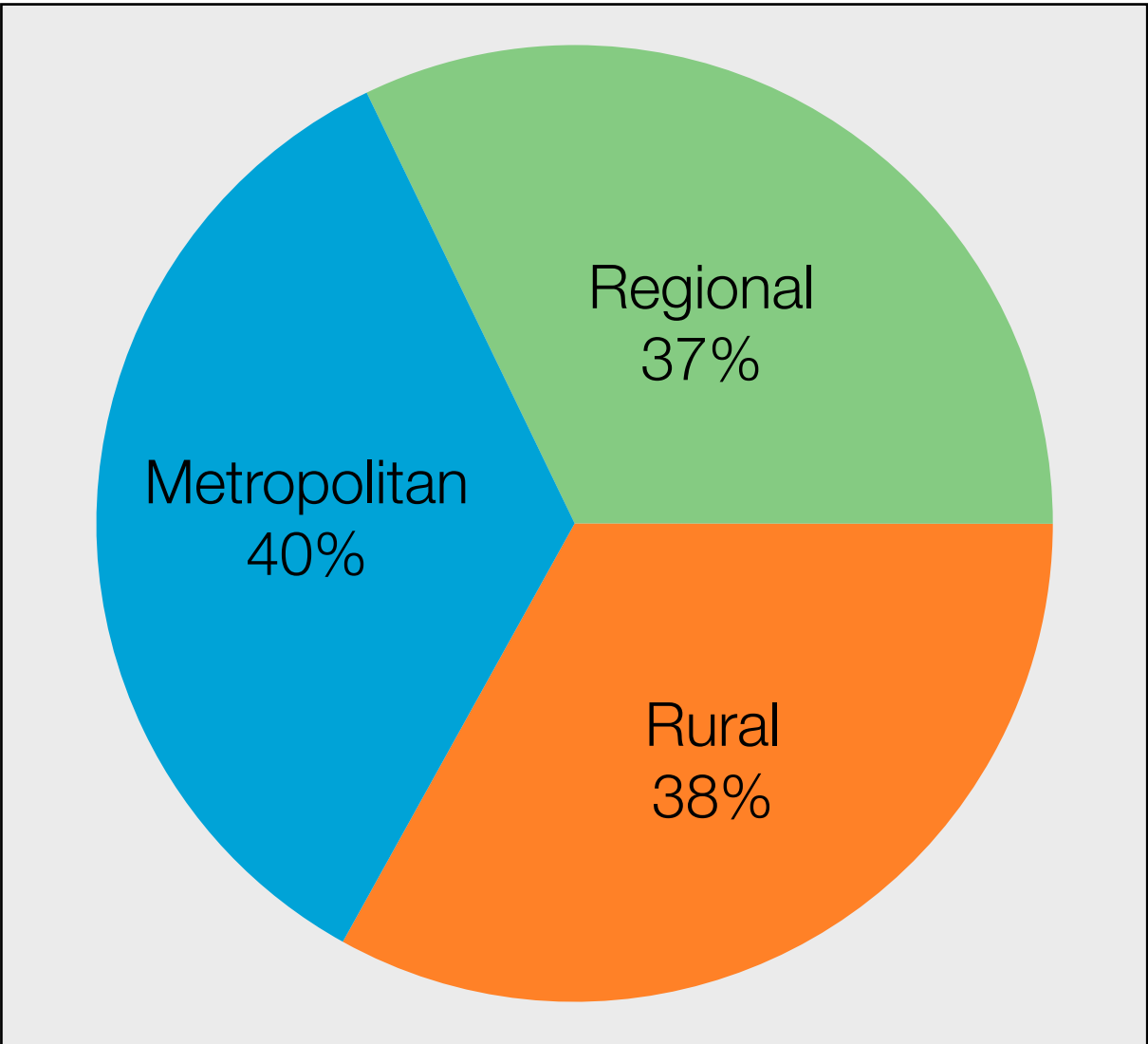
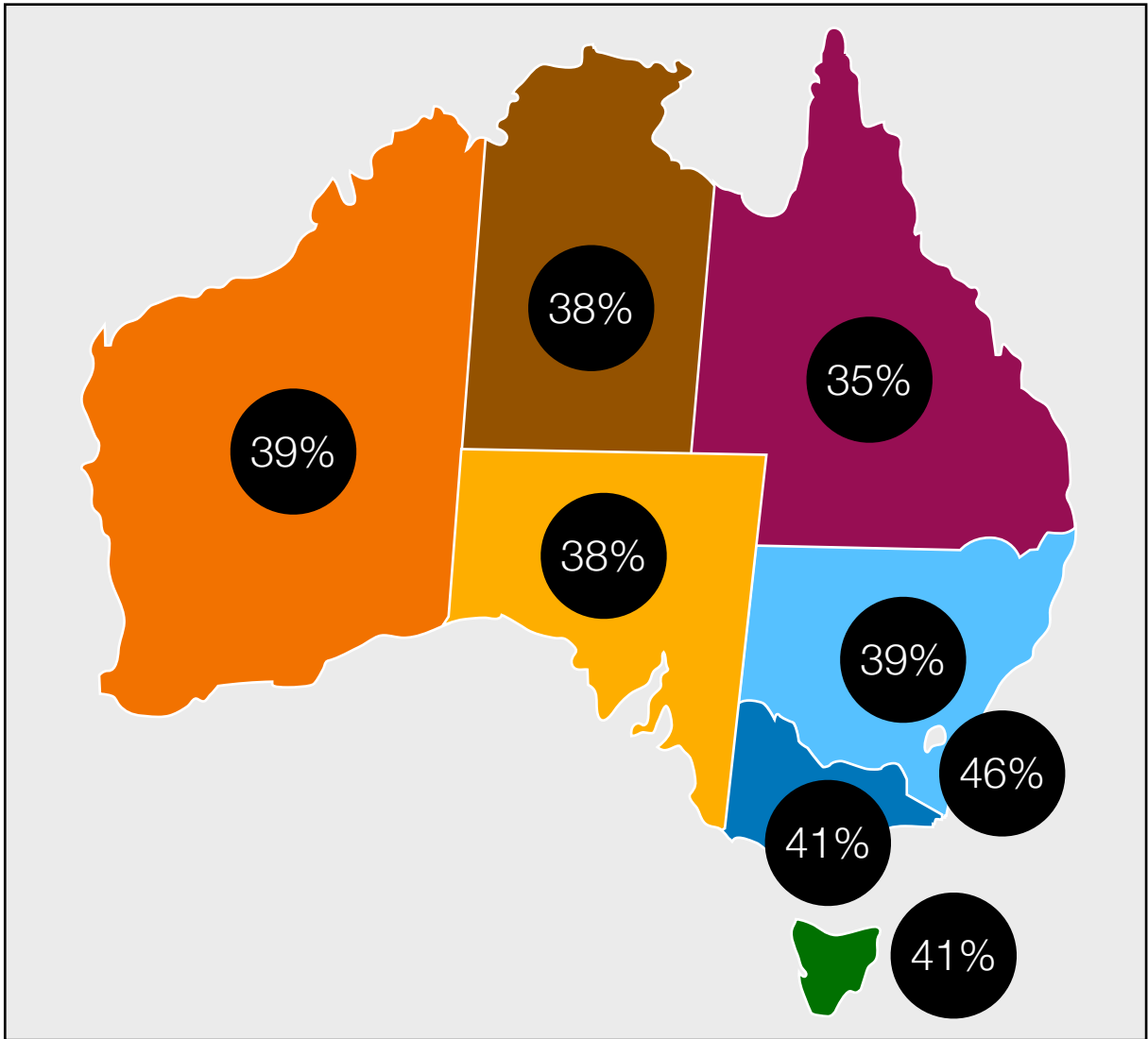
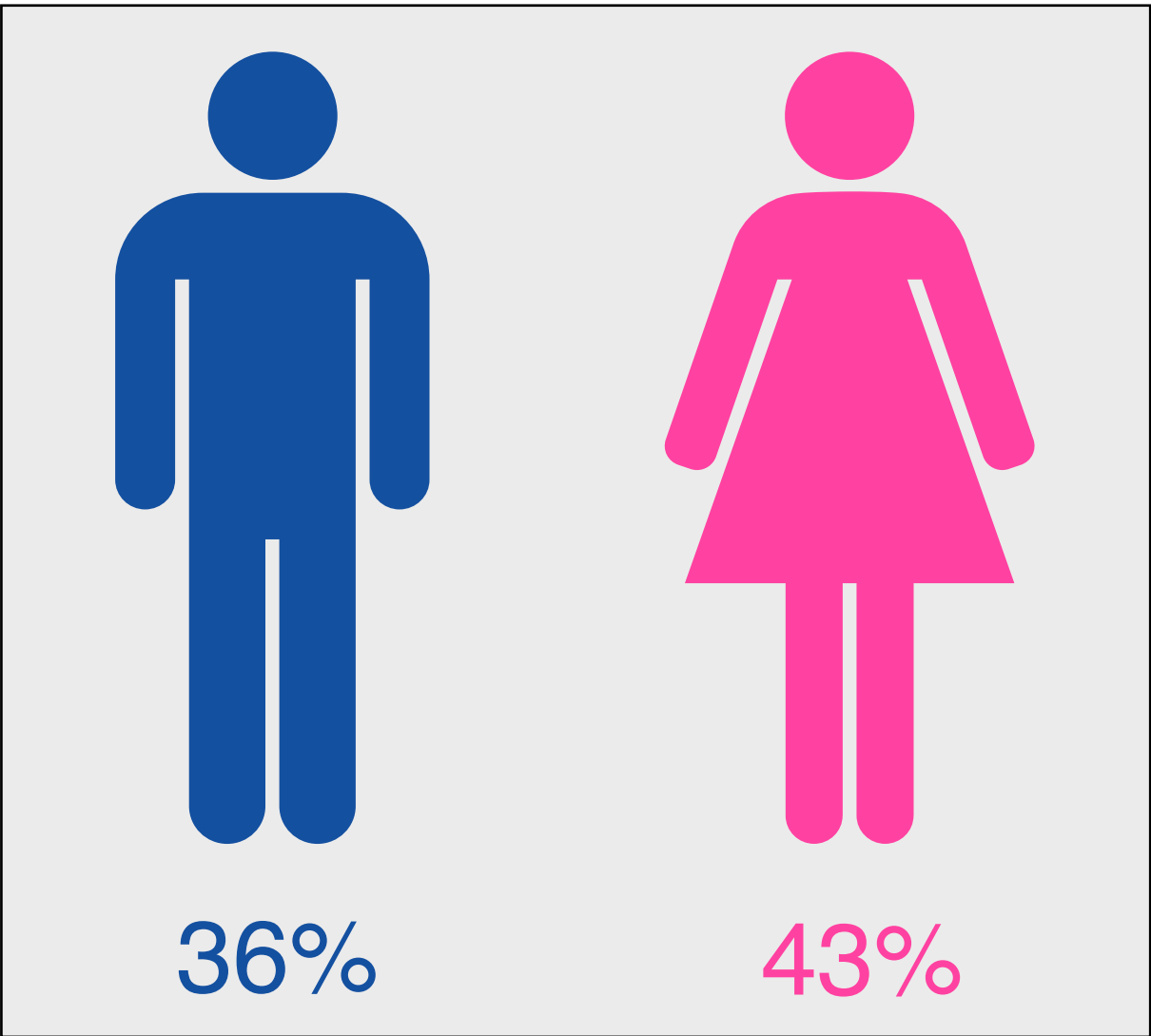
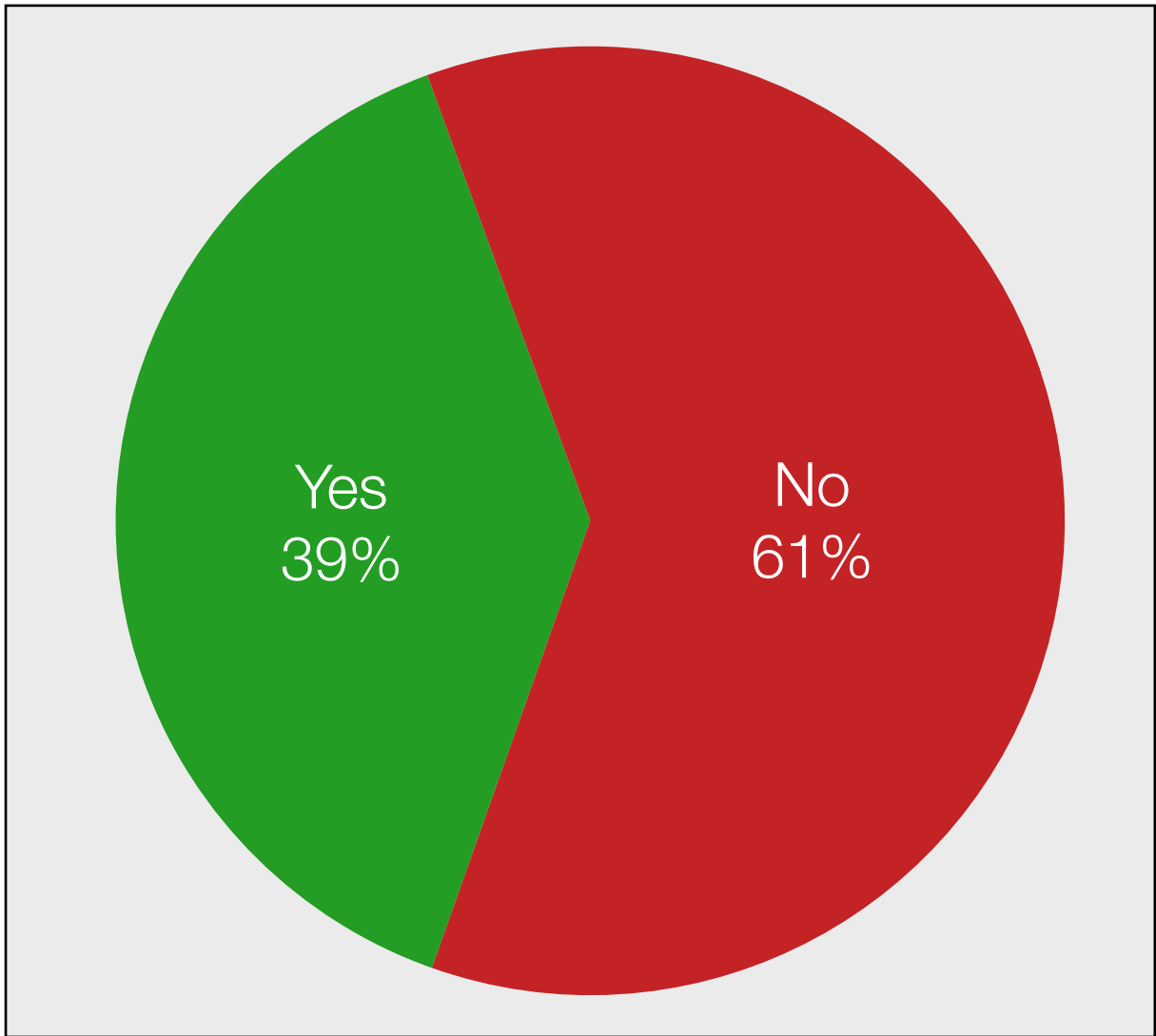
- For the question, illustrated in the opposite, top chart:
 - 39% answered 'Yes'
 - 61% answered 'No'

Awareness higher amongst females

- There was a higher percentage of women who answered 'Yes' where:
 - 43% of women answered 'Yes' compared to 36% of men

Variation across geographic areas

- Across the States and Territories there was variation in those who answered 'Yes' illustrated opposite where:
 - ACT had the highest proportion who answered 'Yes' (46%), followed by VIC & TAS (41%) then NSW & WA (39%)
 - QLD had the lowest proportion who answered 'Yes' (35%), followed by SA & NT (38%)
- Across metropolitan, regional and rural areas there was also variation:
 - Metropolitan areas had the highest proportion who answered 'Yes' (40%)
 - Rural (38%)
 - Regional (37%)



31% of children aged 6 months to under 5 years received influenza vaccine

4. Has your child/children been vaccinated against influenza this year?

31% of children aged 6 months to under 5 years received influenza vaccine

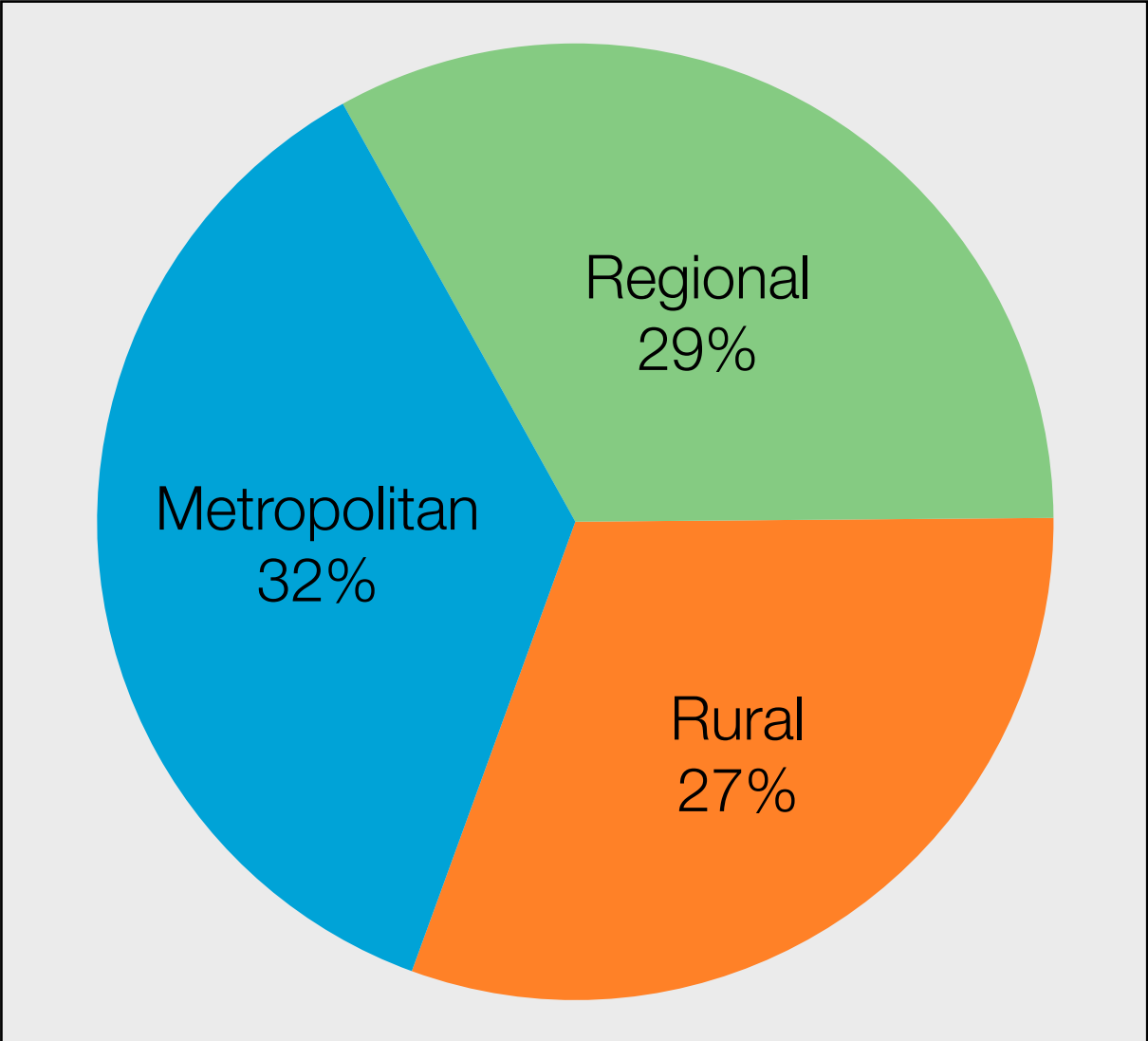
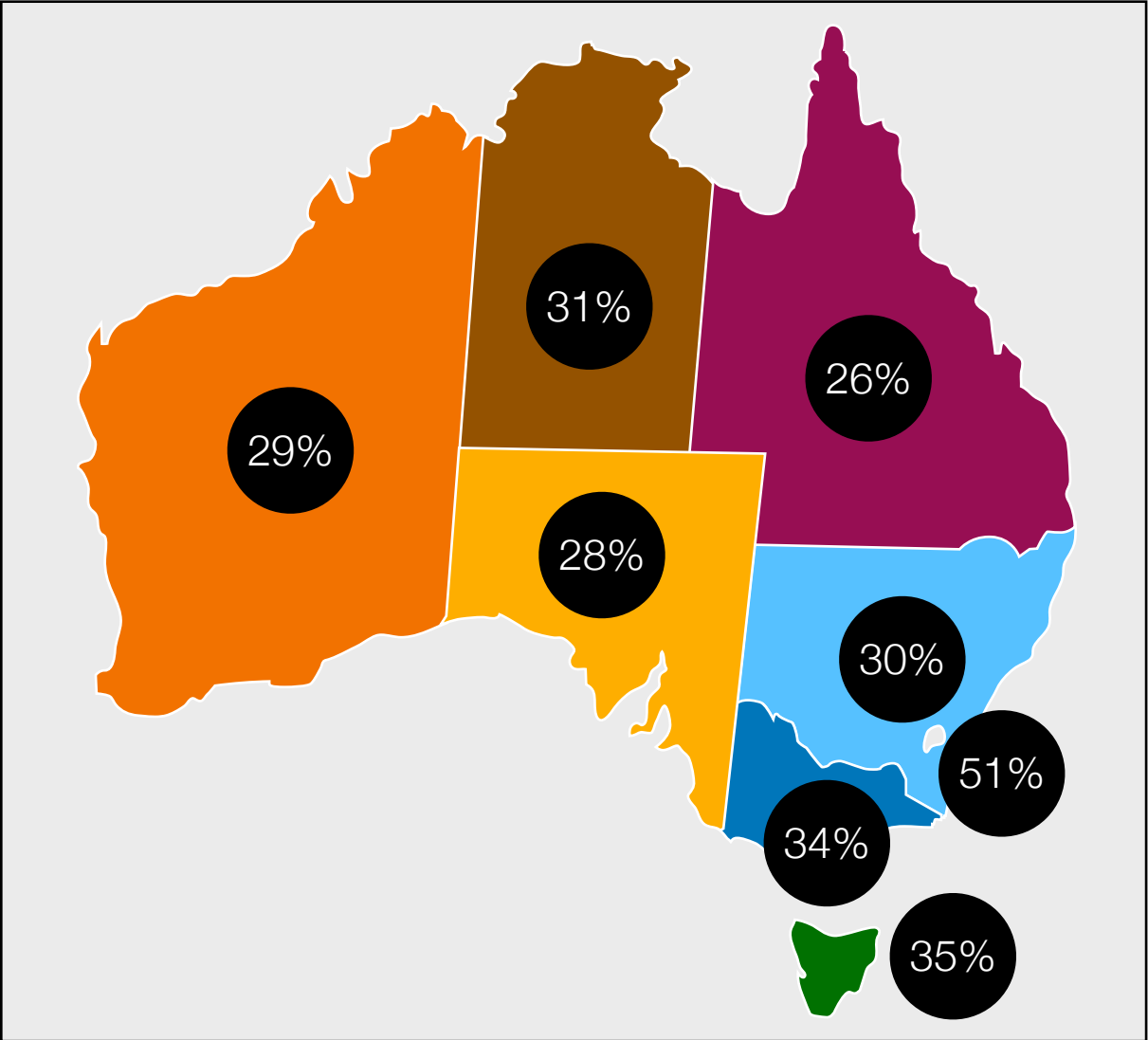
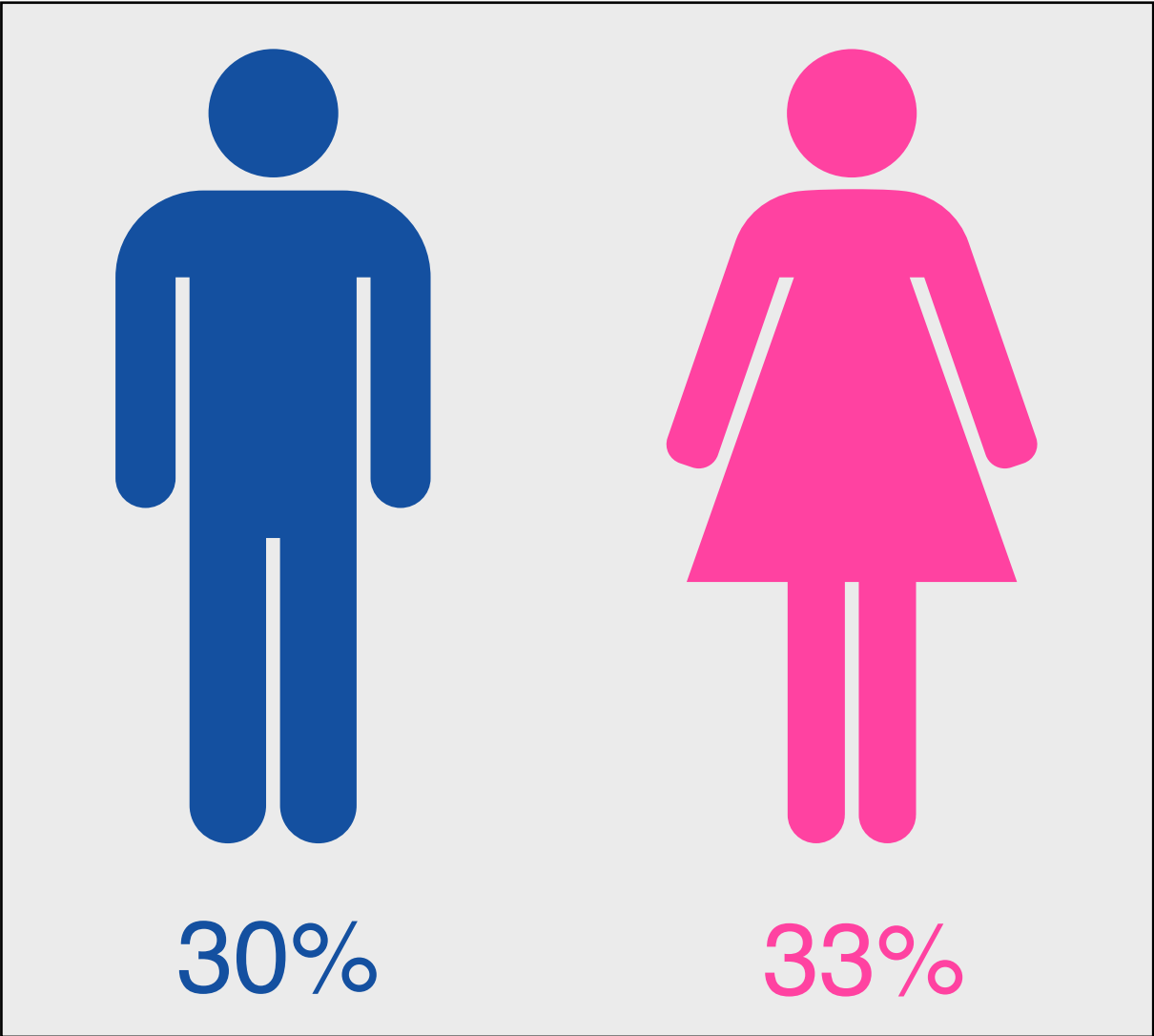
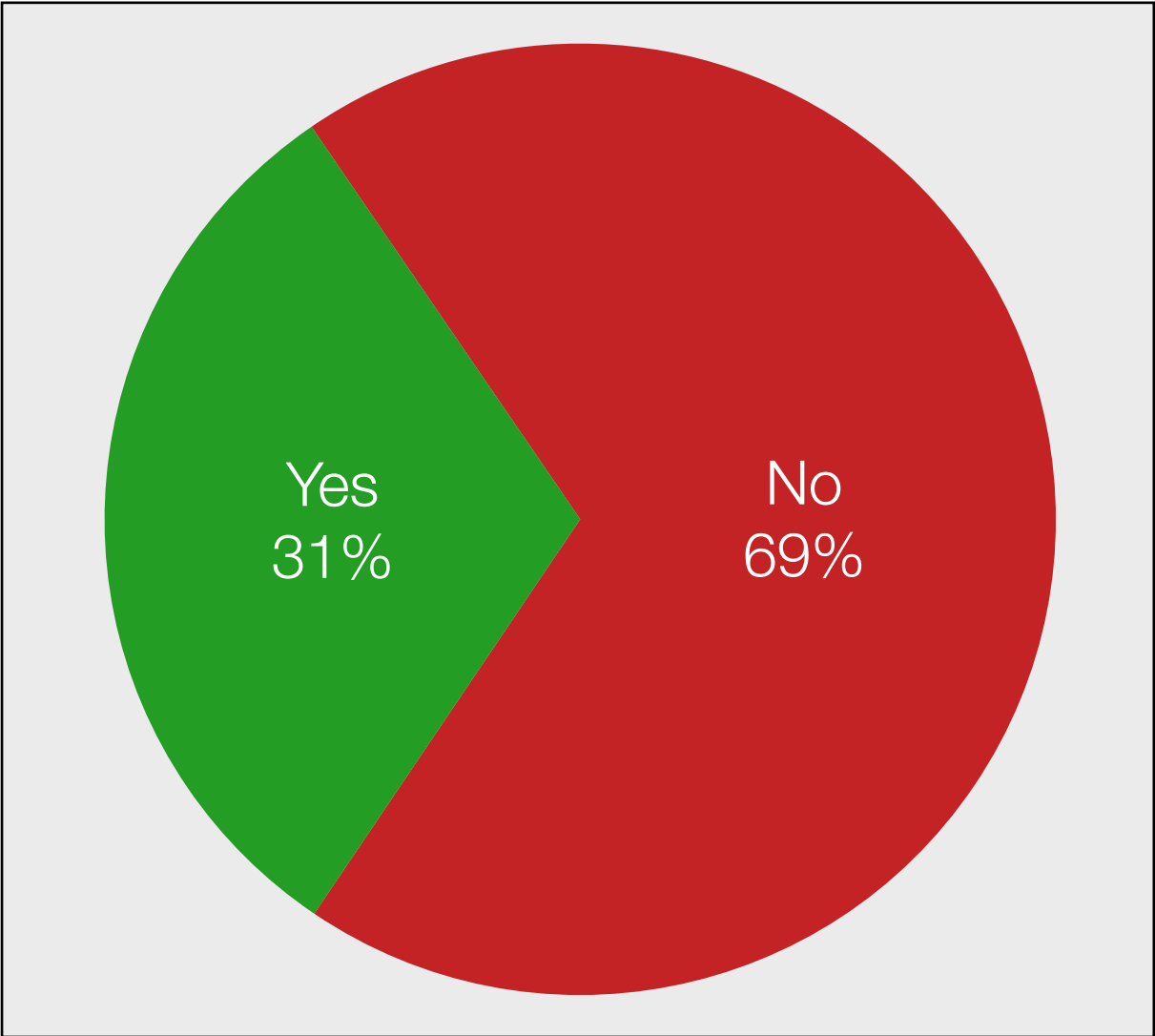
- For the question, illustrated in the opposite, top chart:
 - 31% answered 'Yes'
 - 69% answered 'No'

Awareness higher amongst females

- There was a slightly higher percentage of women who answered 'Yes' where:
 - 33% of women answered 'Yes' compared to 30% of men

Variation across geographic areas

- Across the States and Territories there was variation in those who answered 'Yes' illustrated opposite where:
 - ACT had the highest proportion who answered 'Yes' (51%), followed by TAS (35%); VIC (34%) and NT (31%)
 - QLD had the lowest proportion who answered 'Yes' (26%), followed by SA (28%) and NSW (30%)
- Across metropolitan, regional and rural areas there was also variation:
 - Metropolitan areas had the highest proportion who answered 'Yes' (32%)
 - Regional (29%)
 - Rural (27%)



Main reasons why children aged 6 months to 5 years not vaccinated

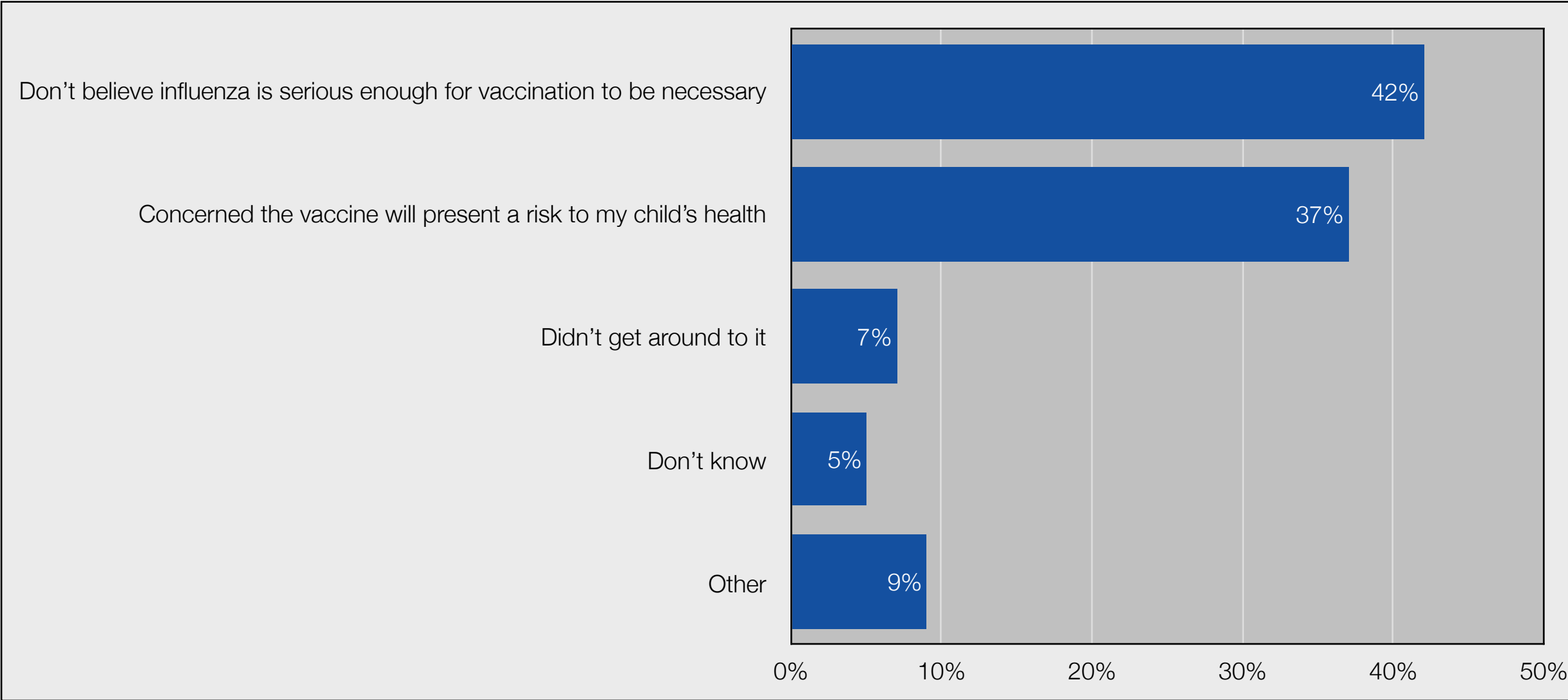
5. What is the main reason why your child/children has not been vaccinated against influenza this year?

Don't believe influenza is serious enough for vaccination to be necessary

- For the question, illustrated in the chart opposite:
 - The main response, accounting for 42% of overall responses was 'Don't believe influenza is serious enough for vaccination to be necessary'
 - The second most common response was 'Concerned the vaccine will present a risk to my child's health' (37%)
 - 'Didn't get around to it' (7%)
 - 'Don't know' (5%)
 - 9% answered 'Other' and specified their reason

Demographic, geographic & socio-economic differences

- Across the demographic, geographic and socio-economic criteria, there were some minor differences, the main being:
 - There was a higher incidence in parents from lower income households (<\$75,000) in responding 'Don't believe influenza is serious enough for vaccination to be necessary' where 53% gave this response, compared to 42% overall
 - Parents aged 25-34 had the highest responses to 'Concerned the vaccine will present a risk to my child's health' where 43% gave this response, compared to 37% overall
 - Parents in metropolitan areas had a slightly higher response to 'Didn't get around to it' where 8% gave this response, compared to 7% overall



'Other' responses

- 9% answered 'Other' and specified their reason, most common being:
 - Belief that having the influenza vaccination in addition to recent COVID-19 vaccinations (including boosters) and a possible future COVID-19 booster is excessive, in addition to possibly being harmful (21%)
 - Concern that the influenza vaccine is not effective or has limited effectiveness (19%)
 - Belief that it is natural for children to contract influenza and that it helps to build a child's immunity (9%)
 - Prefer children to have a healthy lifestyle to build natural health immunity (8%)
 - Contracting influenza is less harmful to a child than the influenza vaccine (6%)
 - Belief that the influenza vaccine is especially harmful to babies and toddlers (6%)
 - Belief that child can get influenza from having the vaccine (5%)
 - Unable to afford (5%)
 - Have not been able to arrange as GP/clinic appointments unavailable or were waiting for an appointment (4%)

GP's main provider for children aged 6 months to under 5 years

6. If your child/children has been vaccinated against influenza this year, was the vaccine provided by?

GP's main provider for children aged 6 months to under 5 years

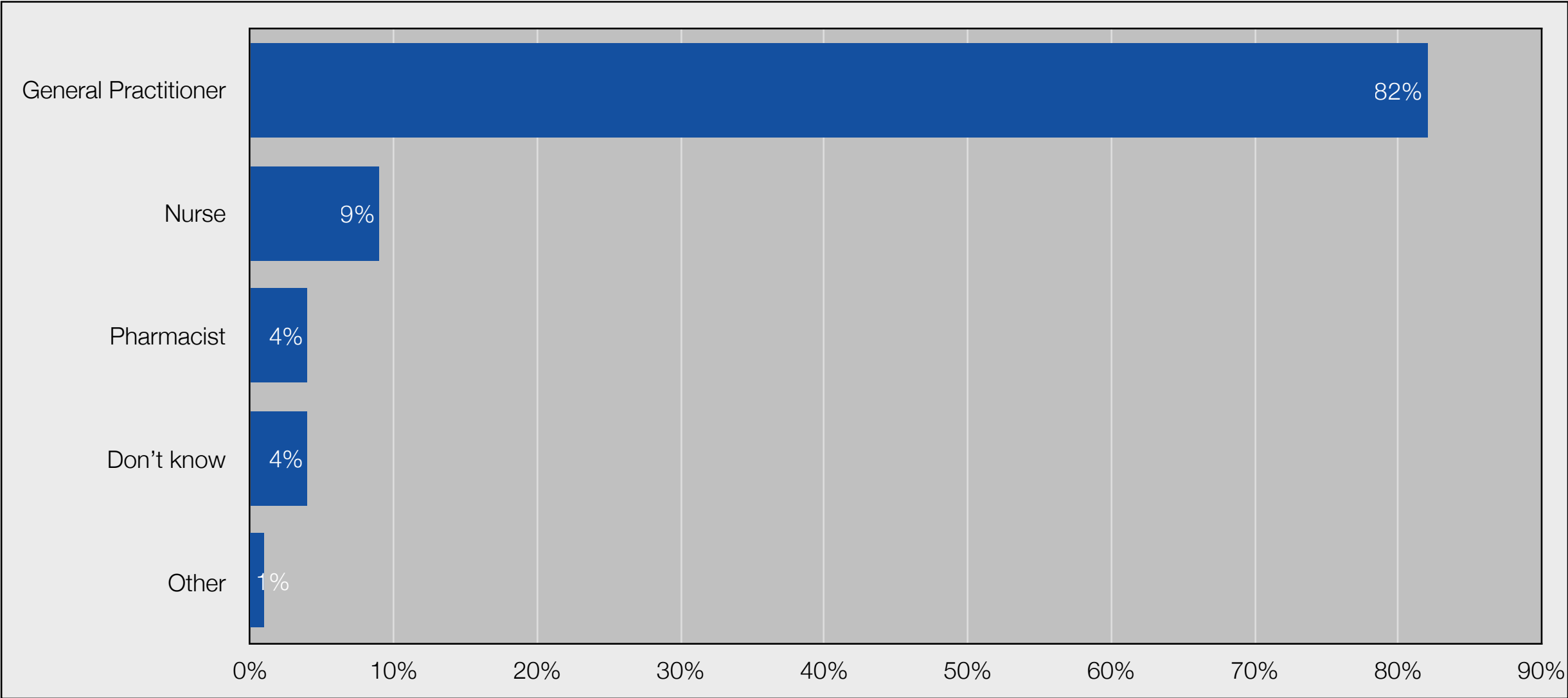
- For the question, illustrated in the chart opposite:
 - The main response, accounting for 82% of overall responses was 'General Practitioner'
 - 'Nurse' (9%)
 - 'Pharmacist' (4%)
 - 'Don't know' (4%)
 - 1% answered 'Other' and specified their reason

Demographic, geographic & socio-economic differences

- Across the demographic, geographic and socio-economic criteria, there were no notable variations.

'Other' responses

- 1% answered 'Other' and specified their reason, of the limited number of responses, the main ones were:
 - A doctor or nurse in a clinic (maternal and early childhood)
 - A doctor or nurse in a hospital (public and private)



Difficult arranging an appointment for vaccination for 17%

7. Was it difficult arranging an appointment for the vaccination?

17% said it was difficult arranging an appointment for vaccination

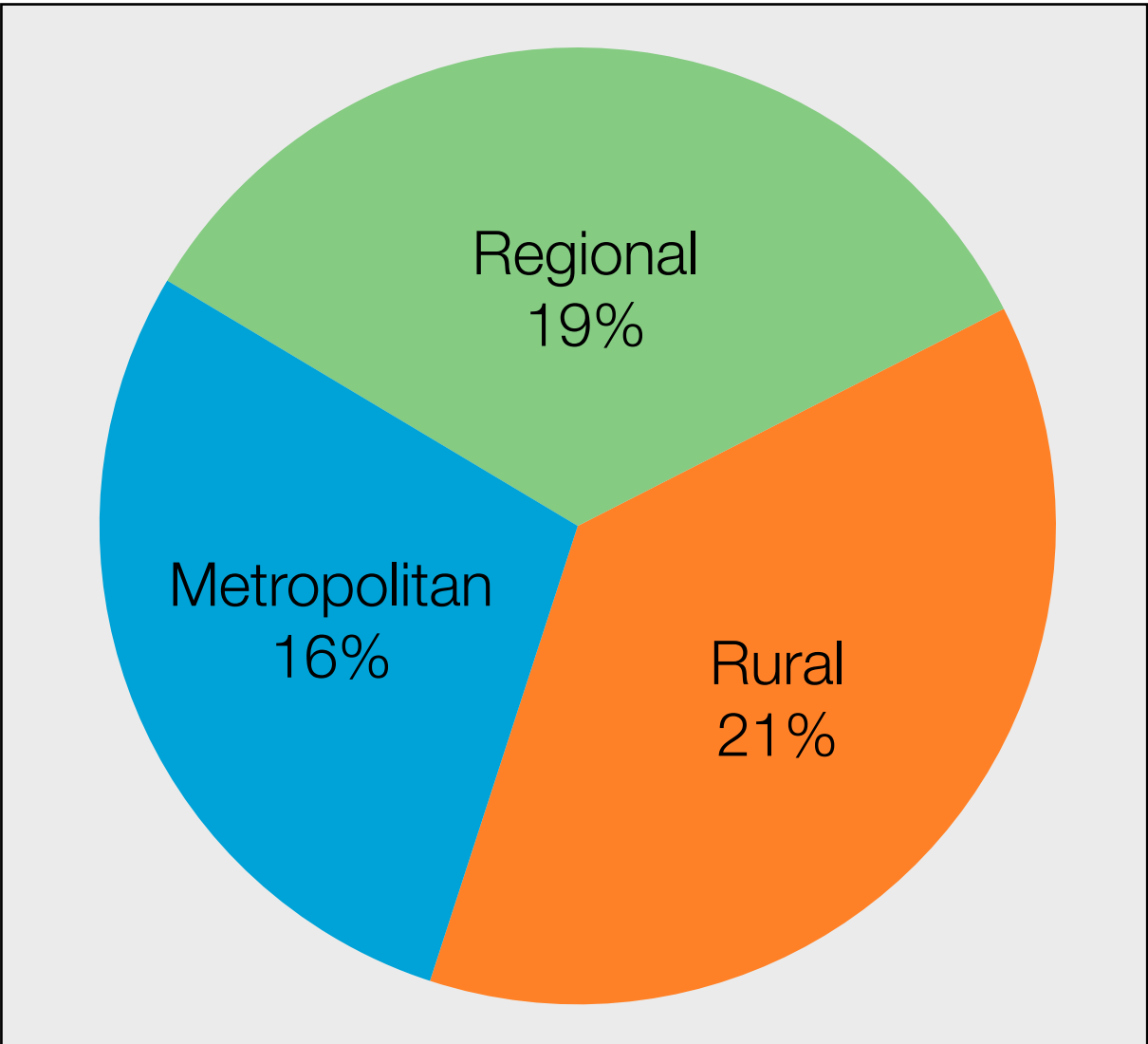
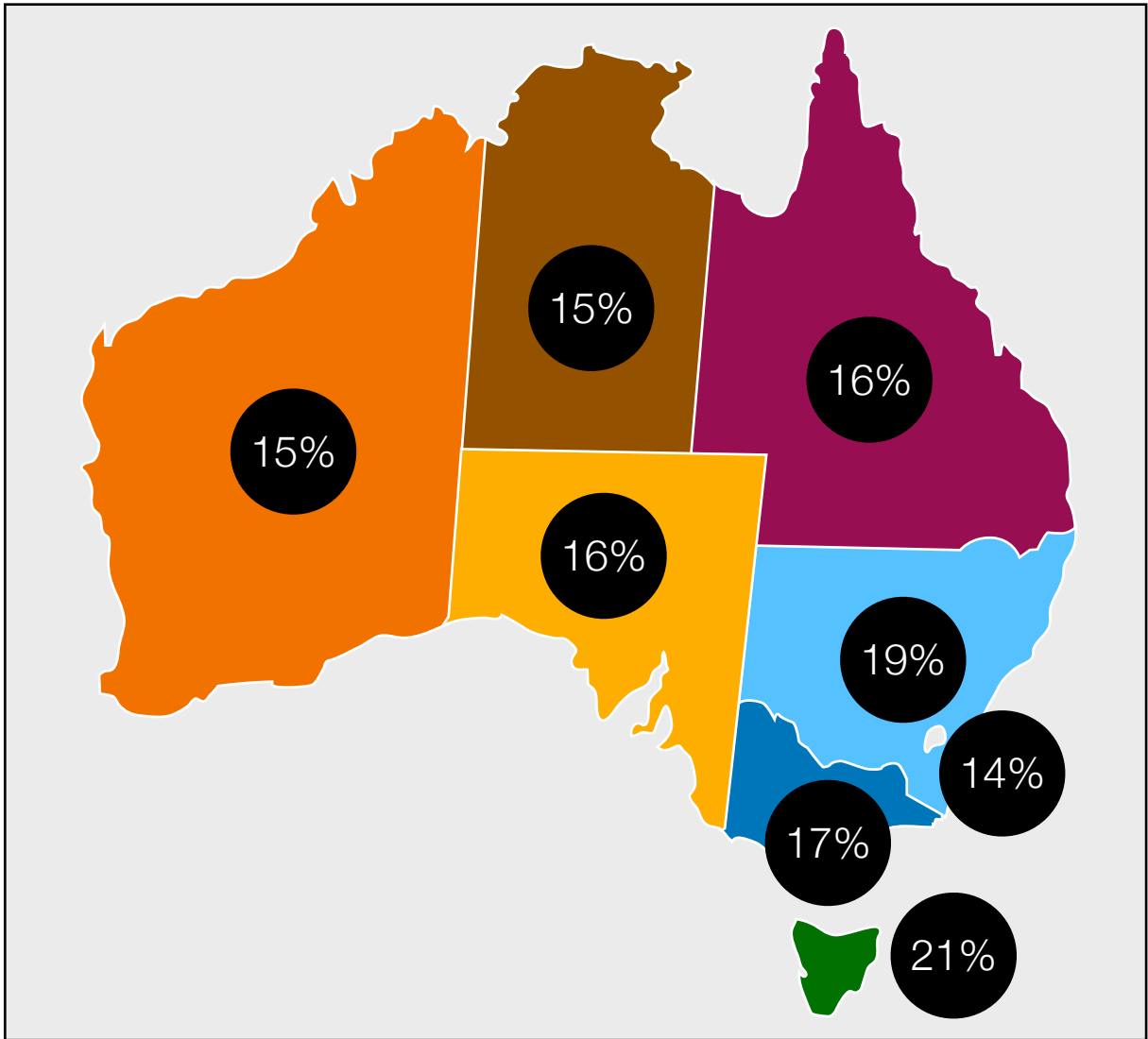
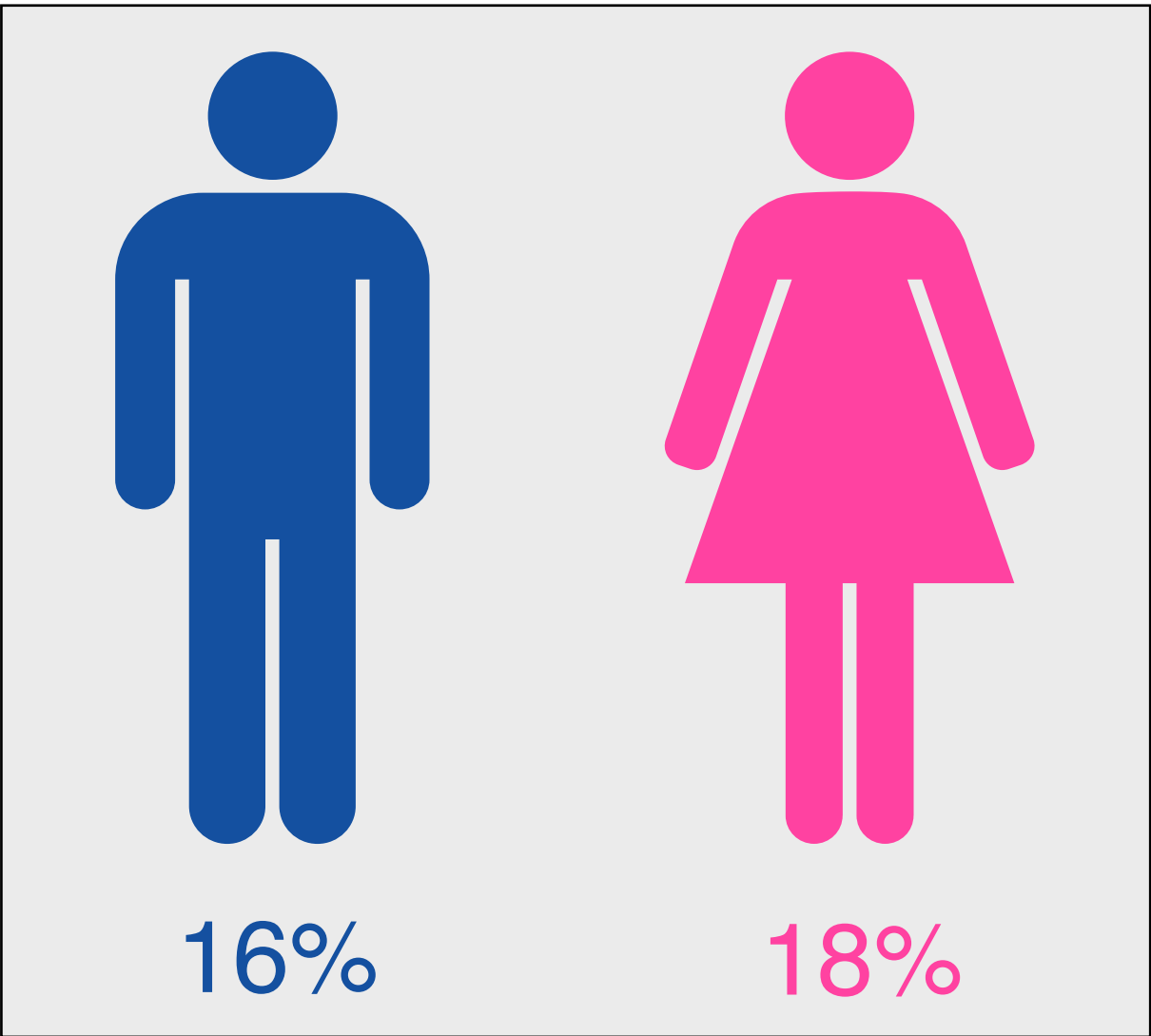
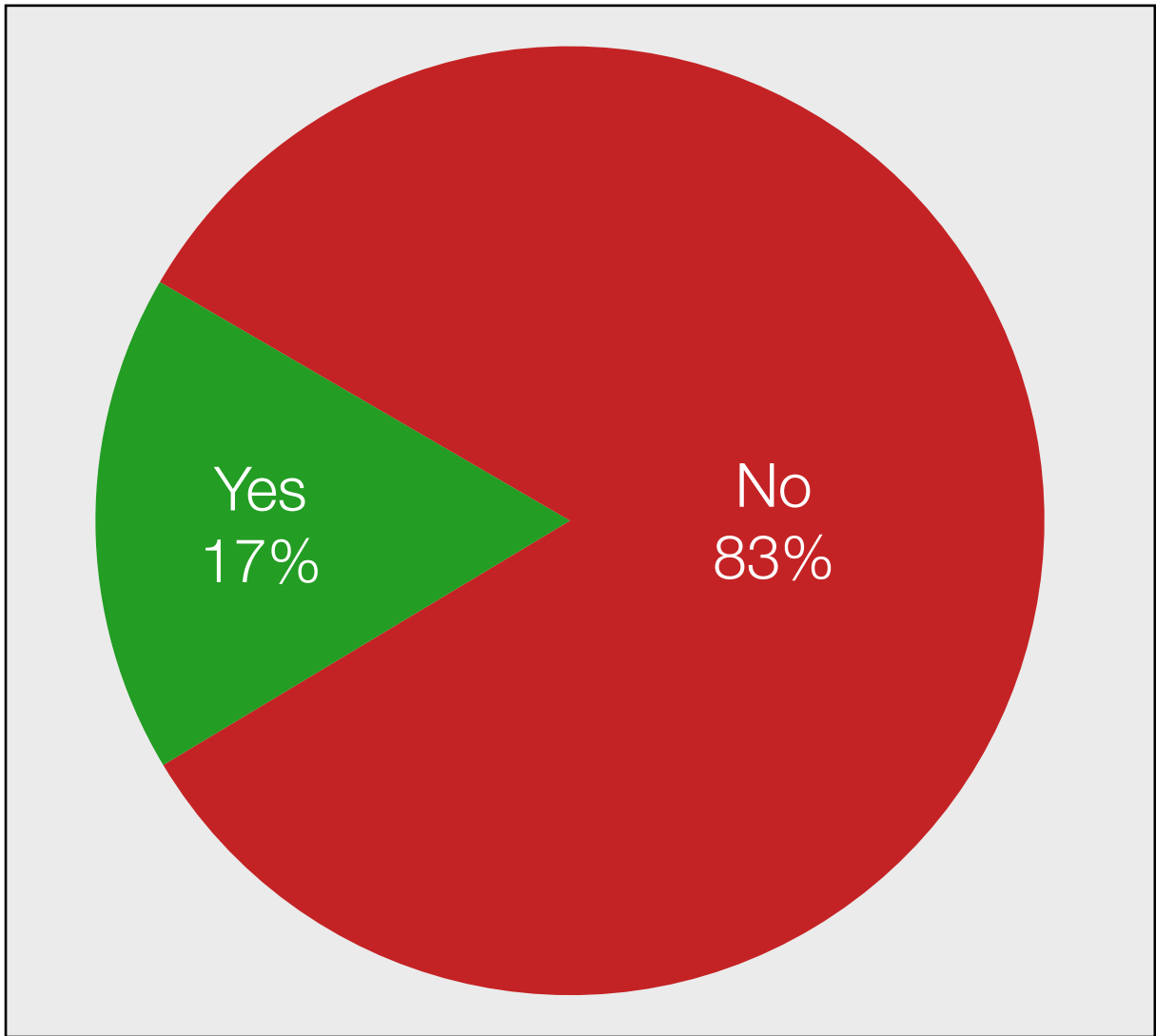
- For the question, illustrated in the opposite, top chart:
 - 17% answered 'Yes'
 - 83% answered 'No'

Awareness higher amongst females

- There was a slightly higher percentage of women who answered 'Yes' where:
 - 18% of women answered 'Yes' compared to 16% of men

Variation across geographic areas

- Across the States and Territories there was variation in those who answered 'Yes' illustrated opposite where:
 - TAS had the highest proportion who answered 'Yes' (21%), followed by NSW (19%) and VIC (17%)
 - ACT had the lowest proportion who answered 'Yes' (14%), followed by WA & NT (15%); QLD & SA (16%)
- Across metropolitan, regional and rural areas there was also variation:
 - Rural areas had the highest proportion who answered 'Yes' (21%)
 - Regional (19%)
 - Metropolitan (16%)





Children Aged 5 to Under 15 Years

19% of children aged 5 to under 15 years received influenza vaccine

8. Has your child/children aged 5 to under 15 years been vaccinated against influenza this year?

19% of children aged 5 to under 15 years received influenza vaccine

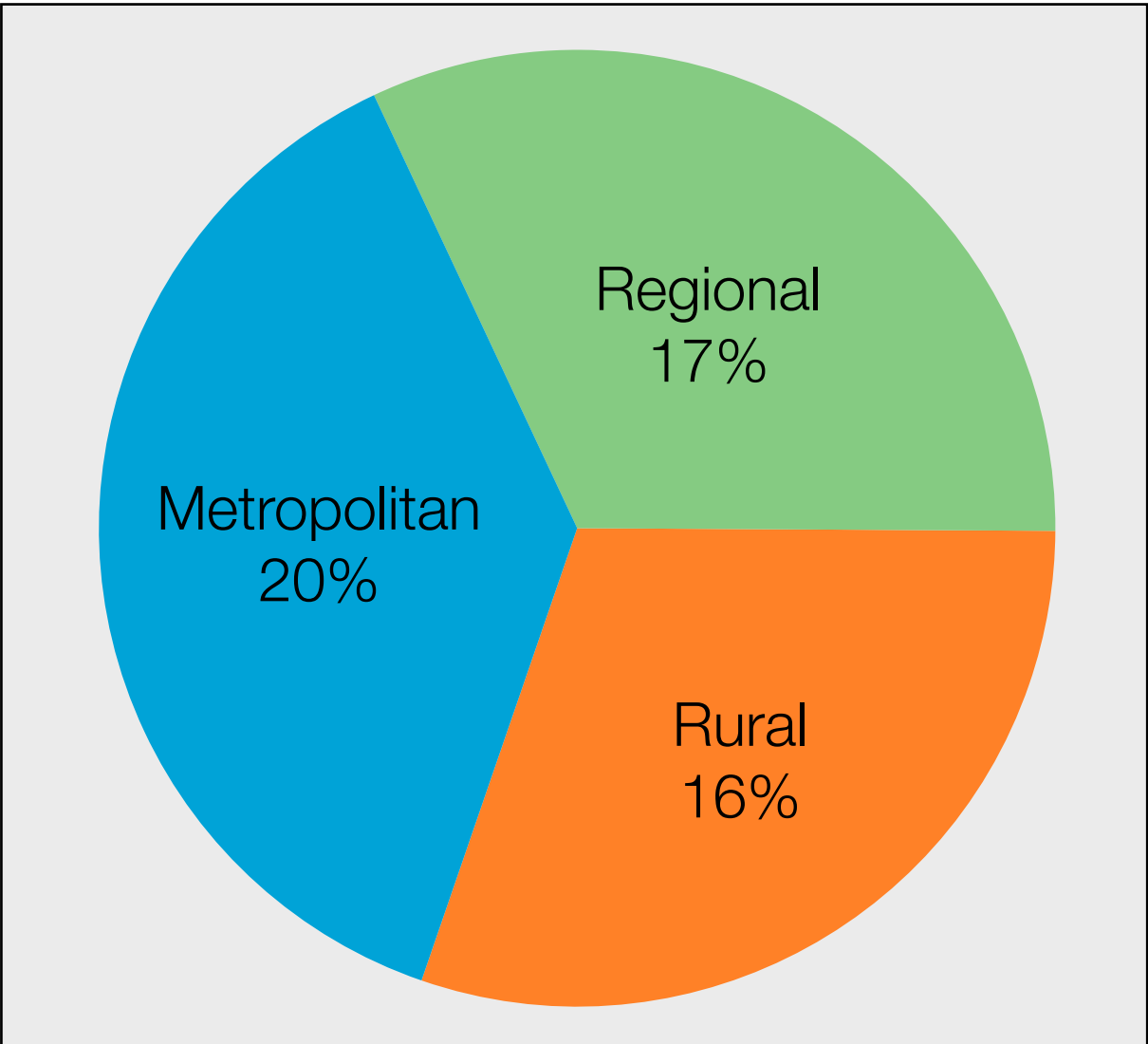
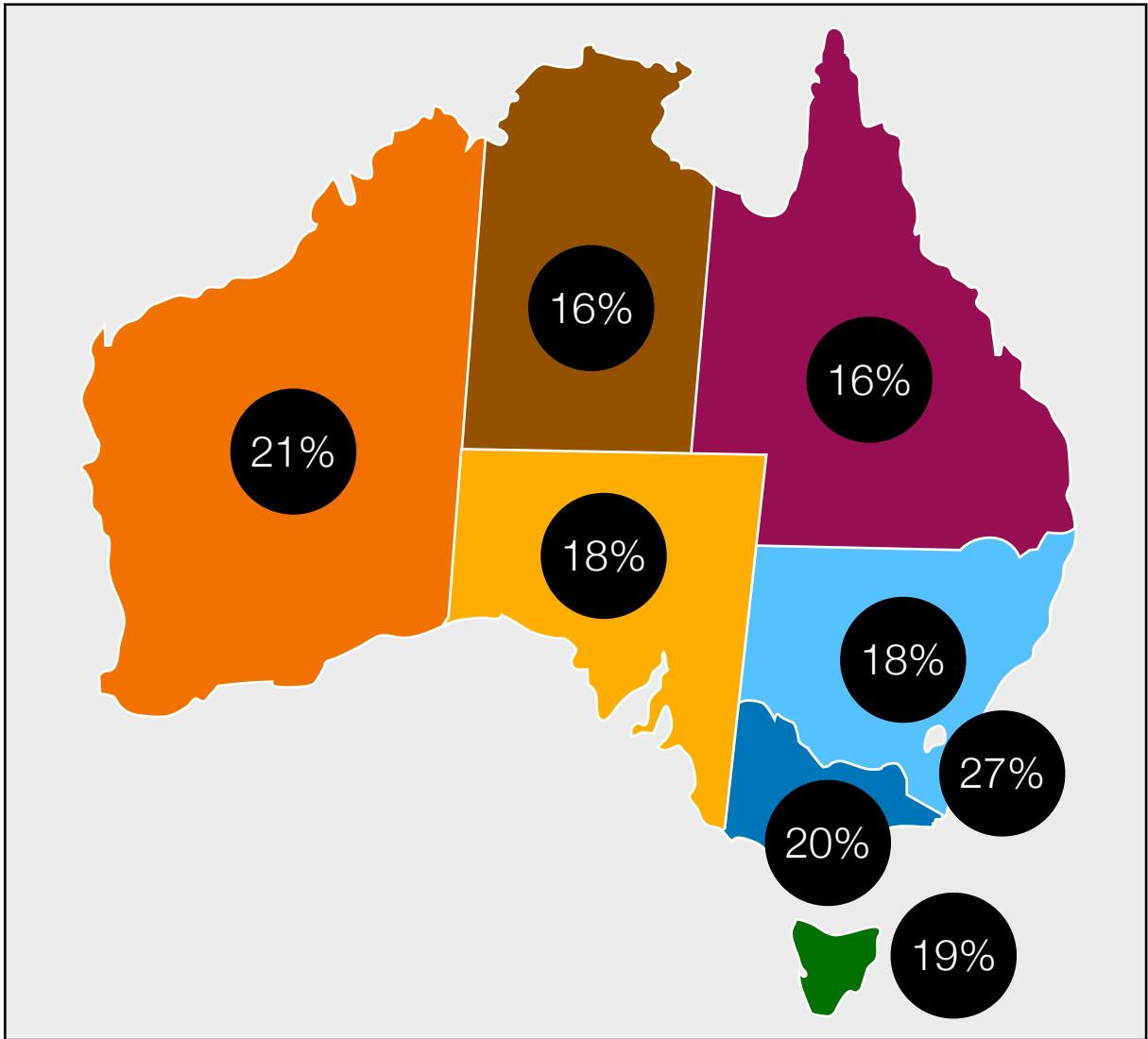
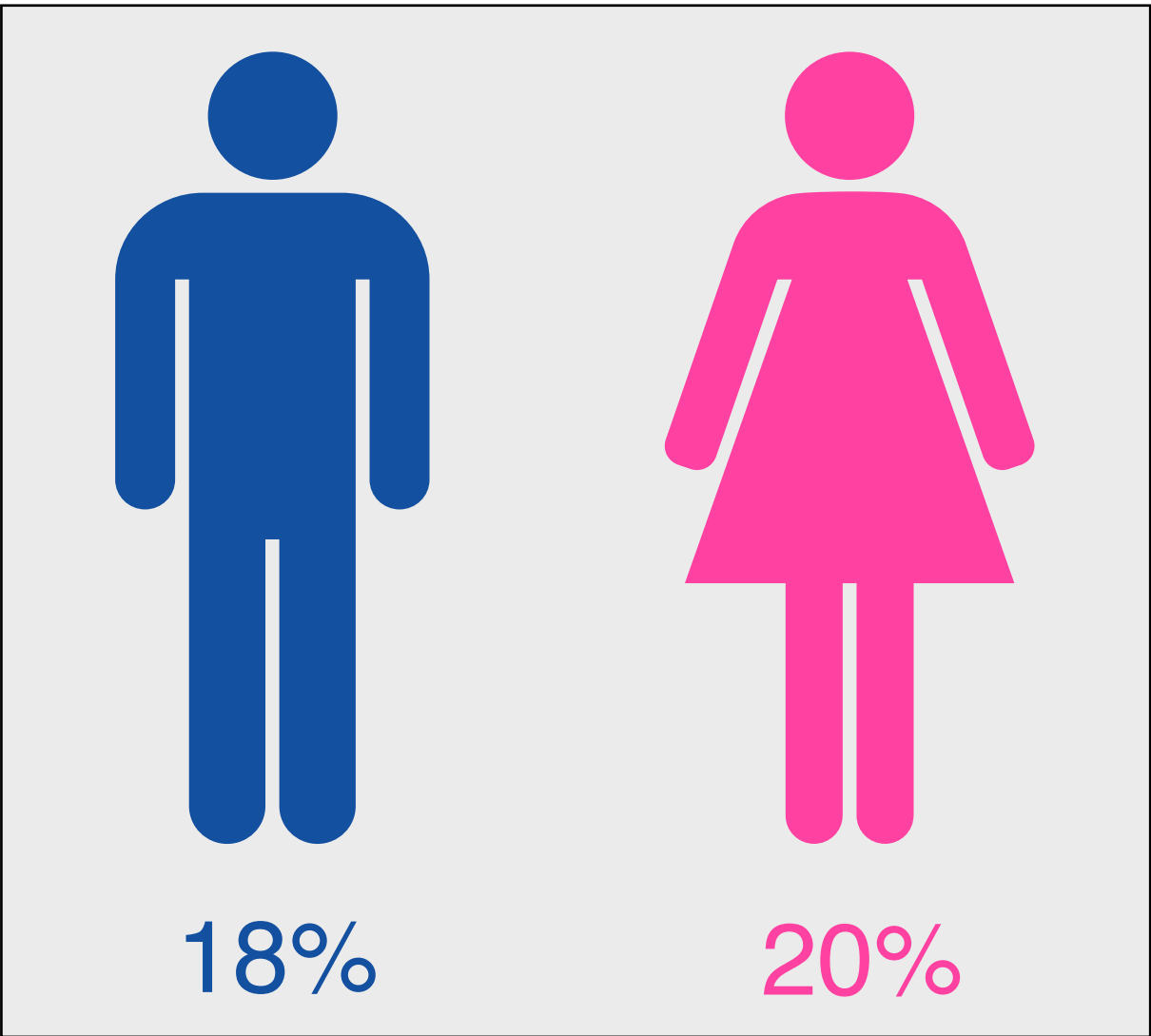
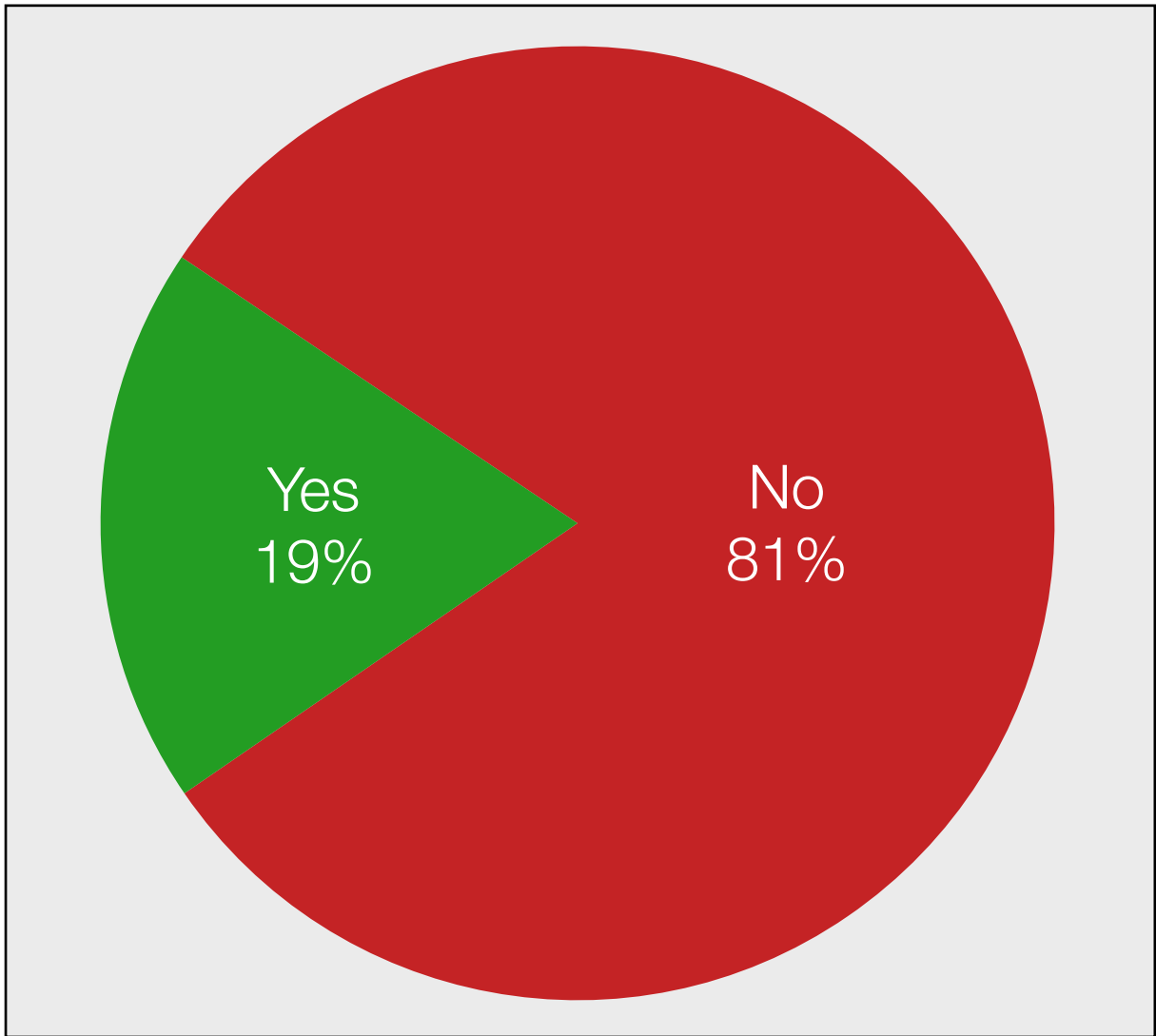
- For the question, illustrated in the opposite, top chart:
 - 19% answered 'Yes'
 - 81% answered 'No'

Awareness higher amongst females

- There was a slightly higher percentage of women who answered 'Yes' where:
 - 20% of women answered 'Yes' compared to 18% of men

Variation across geographic areas

- Across the States and Territories there was variation in those who answered 'Yes' illustrated opposite where:
 - ACT had the highest proportion who answered 'Yes' (27%), followed by WA (21%); VIC (20%) and TAS (19%)
 - QLD & NT had the lowest proportion who answered 'Yes' (16%), followed by NSW & SA (18%)
- Across metropolitan, regional and rural areas there was also variation:
 - Metropolitan areas had the highest proportion who answered 'Yes' (20%)
 - Regional (17%)
 - Rural (16%)



Main reasons why children 5 to under 15 years not vaccinated

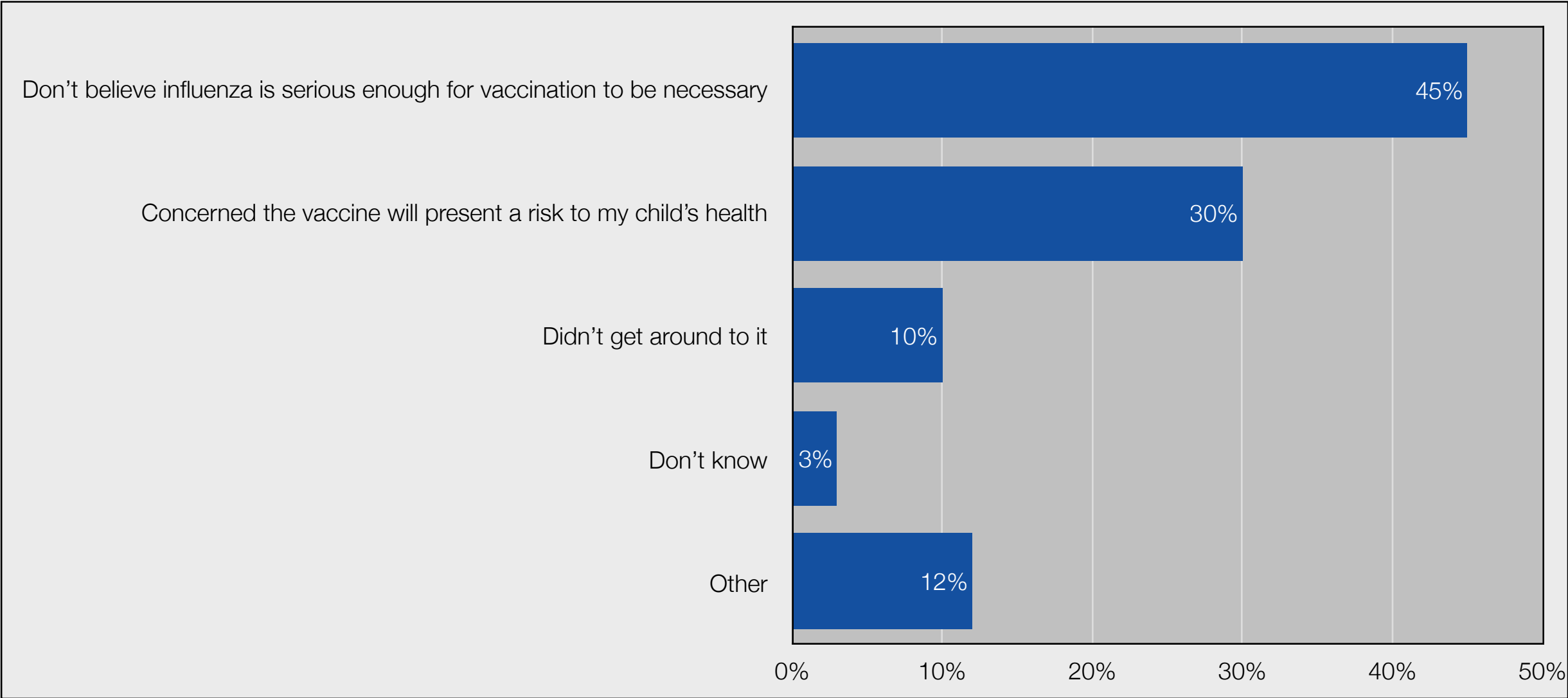
9. What is the main reason why your child/children has not been vaccinated against influenza this year?

Don't believe influenza is serious enough for vaccination to be necessary

- For the question, illustrated in the chart opposite:
 - The main response, accounting for 45% of overall responses was 'Don't believe influenza is serious enough for vaccination to be necessary'
 - The second most common response was 'Concerned the vaccine will present a risk to my child's health' (30%)
 - 'Didn't get around to it' (10%)
 - 'Don't know' (3%)
 - 12% answered 'Other' and specified their reason

Demographic, geographic & socio-economic differences

- Across the demographic, geographic and socio-economic criteria, there were some minor differences, the main being:
 - There was a higher incidence in parents from lower income households (<\$75,000) in responding 'Don't believe influenza is serious enough for vaccination to be necessary' where 56% gave this response, compared to 45% overall
 - Parents aged 35-44 had the highest responses to 'Concerned the vaccine will present a risk to my child's health' where 35% gave this response, compared to 30% overall
 - Parents in metropolitan areas had a slightly higher response to 'Didn't get around to it' where 12% gave this response, compared to 10% overall



'Other' responses

- 12% answered 'Other' and specified their reason, most common being:
 - Belief that having the influenza vaccination in addition to recent COVID-19 vaccinations (including boosters) and a possible future COVID-19 booster is excessive, in addition to possibly being harmful (23%)
 - Concern that the influenza vaccine is not effective or has limited effectiveness (15%)
 - Prefer children to have a healthy lifestyle to build natural health immunity (12%)
 - Belief that it is natural for children to contract influenza and that it helps to build a child's immunity (11%)
 - Unable to afford (9%)
 - Contracting influenza is less harmful to a child than the influenza vaccine (7%)
 - Belief that child can get influenza from having the vaccine (4%)
 - Have not been able to arrange as GP/clinic appointments unavailable or were waiting for an appointment (3%)

GP's main provider for children aged 5 to under 15 years

10. If your child/children has been vaccinated against influenza this year, was the vaccine provided by?

GP's main provider for children aged 6 months to under 5 years

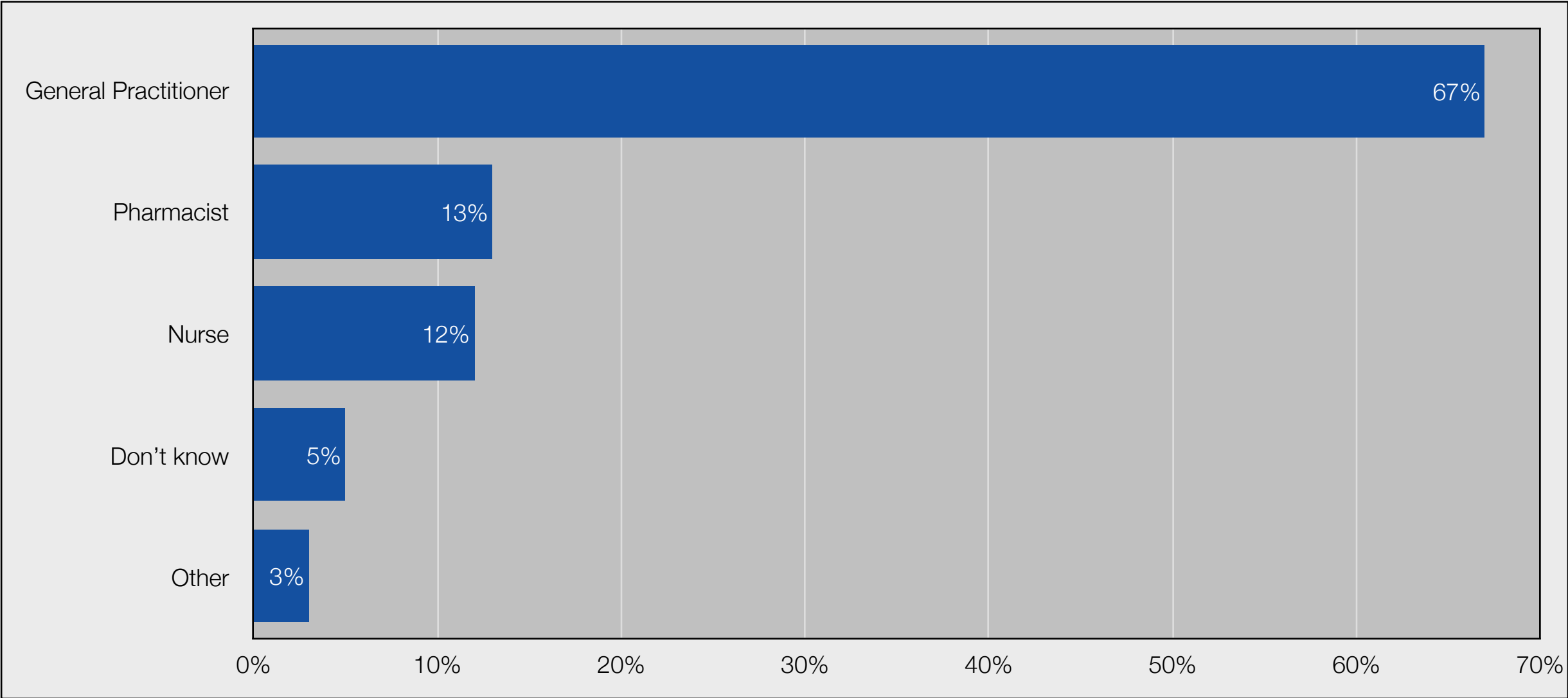
- For the question, illustrated in the chart opposite:
 - The main response, accounting for 67% of overall responses was 'General Practitioner'
 - 'Pharmacist' (13%)
 - 'Nurse' (12%)
 - 'Don't know' (5%)
 - 3% answered 'Other' and specified their reason

Demographic, geographic & socio-economic differences

- Across the demographic, geographic and socio-economic criteria, there were no notable variations.

'Other' responses

- 3% answered 'Other' and specified their reason, of the limited number of responses, the main ones were:
 - At school
 - A doctor or nurse in a clinic (maternal and early childhood)
 - A doctor or nurse in a hospital (public and private)



Difficult arranging an appointment for vaccination for 12%

11. Was it difficult arranging an appointment for the vaccination?

12% said it was difficult arranging an appointment for vaccination

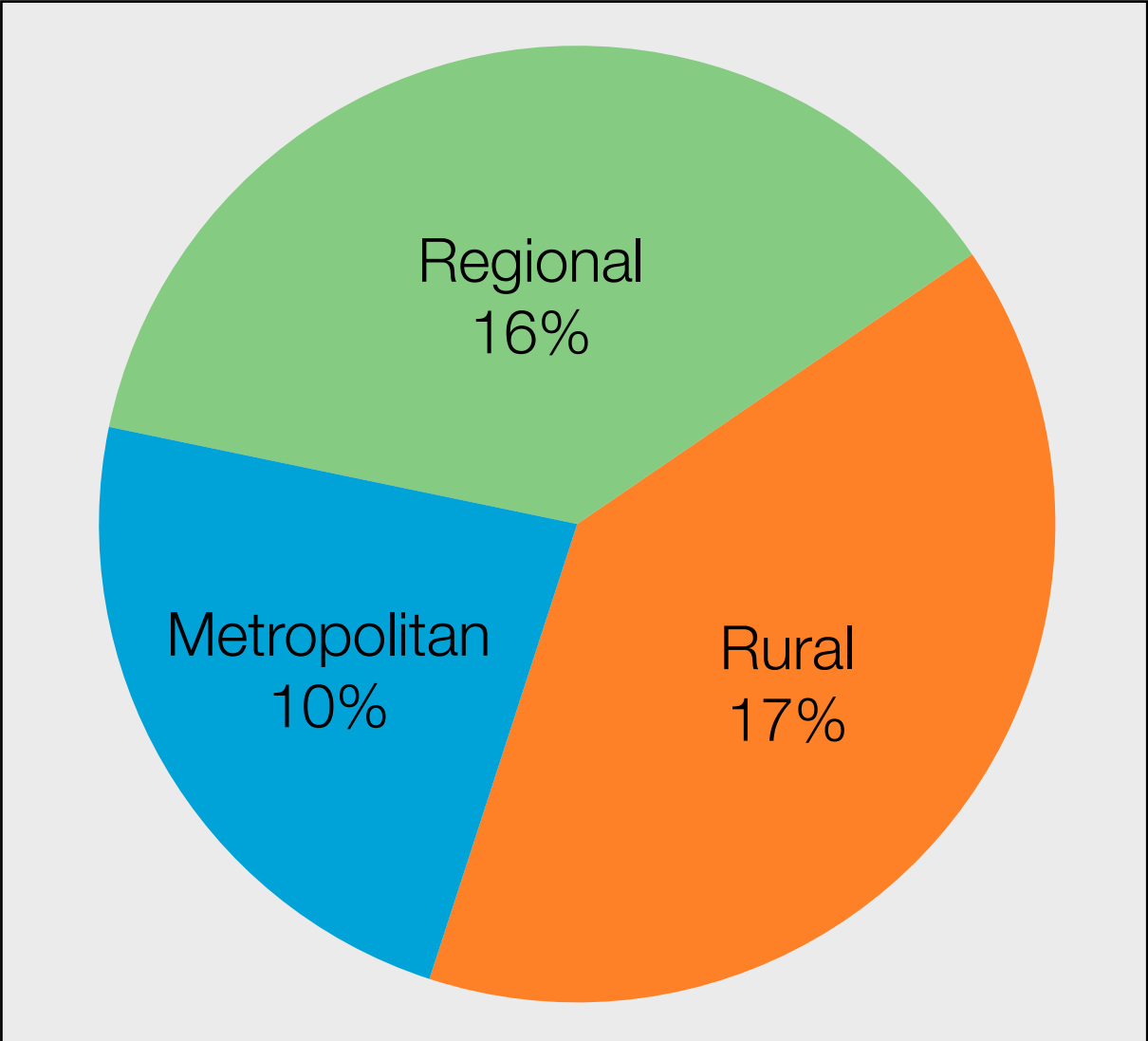
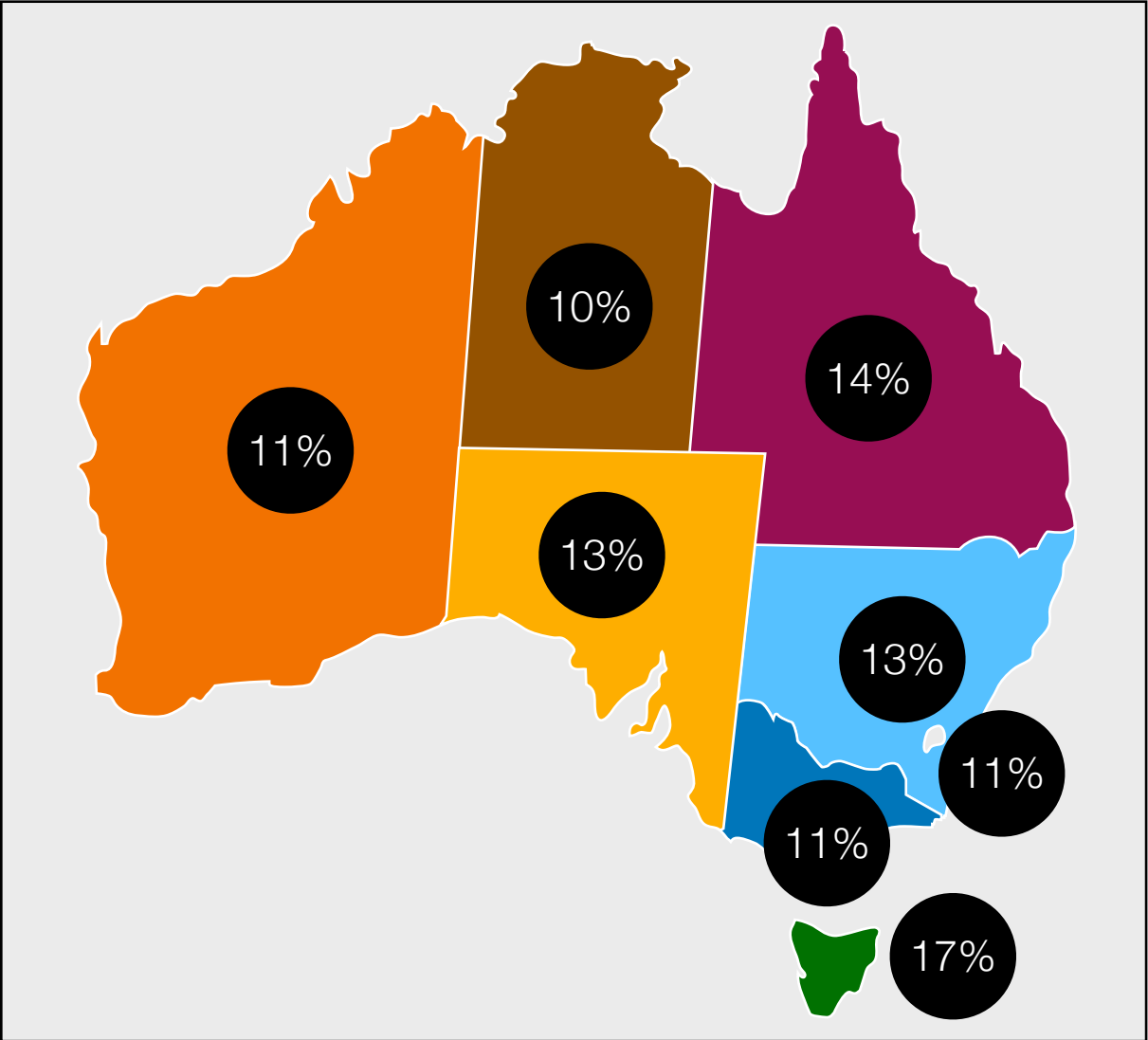
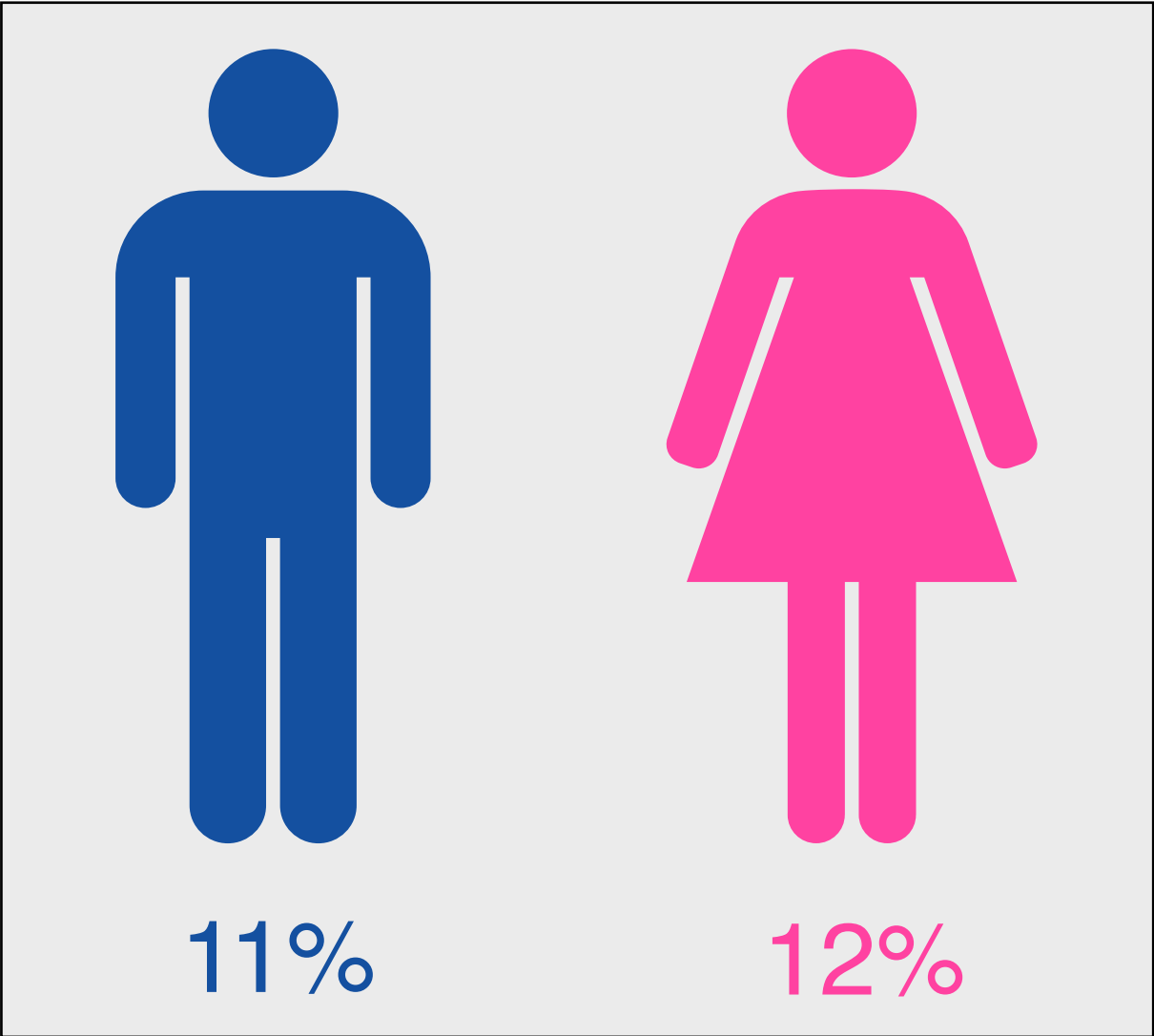
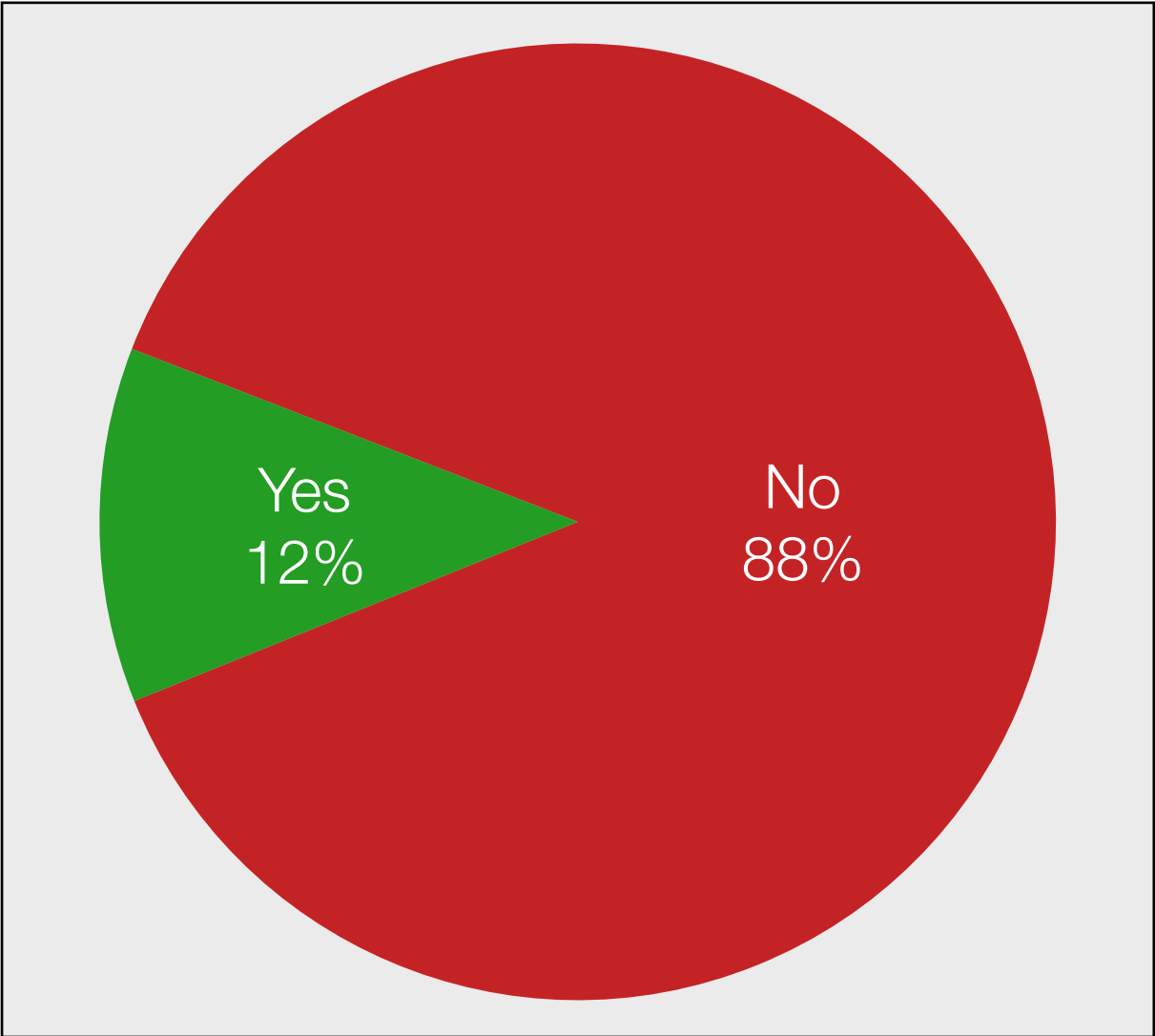
- For the question, illustrated in the opposite, top chart:
 - 12% answered 'Yes'
 - 88% answered 'No'

Awareness higher amongst females

- There was a slightly higher percentage of women who answered 'Yes' where:
 - 12% of women answered 'Yes' compared to 11% of men

Variation across geographic areas

- Across the States and Territories there was variation in those who answered 'Yes' illustrated opposite where:
 - TAS had the highest proportion who answered 'Yes' (17%), followed by QLD (14%) and NSW & SA (13%)
 - NT had the lowest proportion who answered 'Yes' (10%), followed by WA, VIC & ACT (11%)
- Across metropolitan, regional and rural areas there was also variation:
 - Rural areas had the highest proportion who answered 'Yes' (17%)
 - Regional (16%)
 - Metropolitan (10%)



4

Further Information



3. Further Information

Contact Details

P.O. Box 13249
LAW COURTS 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/



immunisationcoalition



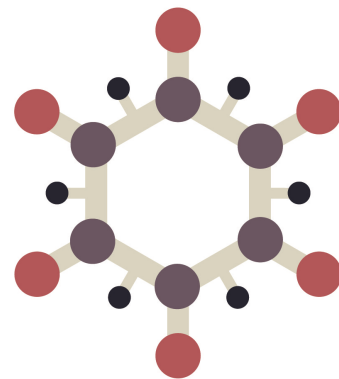
immunisationgap



Immunisationcoalition



Immunisationcoalition



IMMUNISATION
COALITION

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

www.apmipartners

(02) 8005 1940

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