

IMMUNISATION
COALITION

Australian's & Influenza 2024

General Population Survey Q1 2024

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1 Background



Questions Included

The Immunisation Coalition included 14 questions, predominately related to Influenza.

Several questions were included in the qualitative stage of the research and all were included in the quantitative stages of the research.

1. Do you feel that Influenza is a serious disease?
2. Do you think Influenza is more/less serious than COVID-19?
3. Did you get an Influenza vaccination in 2023?
4. Do you intend to get vaccinated against Influenza this year?
5. What are your main reasons for getting vaccinated against Influenza this year?
6. What are your main reasons for not getting vaccinated against Influenza this year?
7. When do you think that you will get vaccinated against Influenza this year?
8. Where are you most likely to get vaccinated against Influenza this year?
9. Who or what influences your decision to get vaccinated against Influenza?
10. Who would you consider benefitting most from being vaccinated against Influenza?
11. Do you feel that the COVID-19 pandemic has reduced your likelihood of getting vaccinated against Influenza?
12. Would you ask your General Practitioner or Health Care Provider for advice on getting a COVID-19 booster at the same time as your Influenza vaccination?
13. Are you aware of RSV (Respiratory Syncytial Virus)?
14. Which respiratory virus are you most concerned about this winter and will prioritise being vaccinated against?

2

Methodology & Sample



5

Details of the Methodology

The methodology utilised a very large nationwide sample size, closely representative of the Australian adult population, comprising 3 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 90 minutes.
- 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

- 1,507 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 37 minutes to complete.

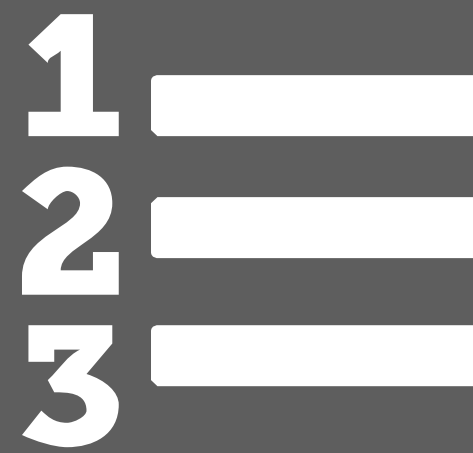
Stage 3: Online Survey

- 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 32 minutes to complete.



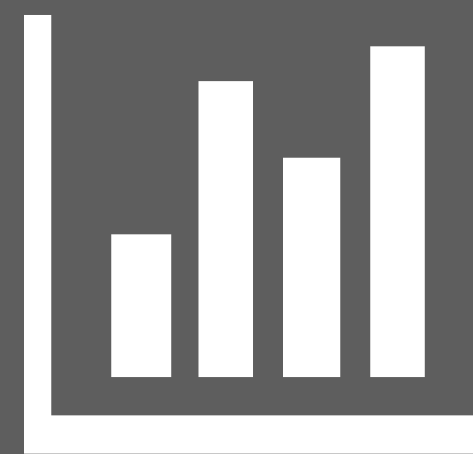
Sample

- Very large nationwide sample size, involving:
 - 168 focus group participants
 - 25,026 telephone and online survey participants
- Representative of the Australian adult population, across all States, Territories, metropolitan, regional, rural & remote areas.



Comprehensive

- 3-stage methodology.
- Qualitative stage:
 - 15 focus groups, conducted across 12 cities
- Quantitative stage:
 - 1,507 telephone surveys
 - 23,519 online surveys



Confidence

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



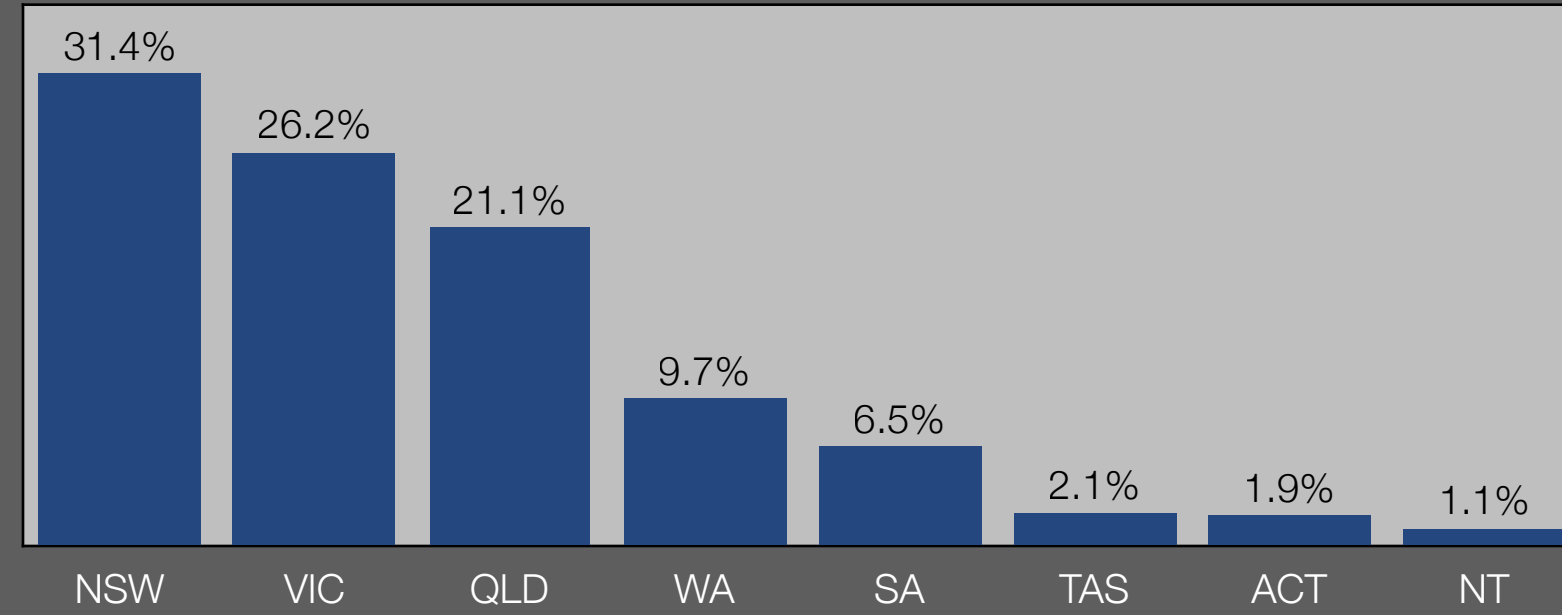
Dates

- Data collection took place over the dates:
- Qualitative stage
 - Focus groups: 4th to 14th March
- Quantitative stage:
 - Telephone survey: 12th to 25th March
 - Online survey: 12th to 28th March

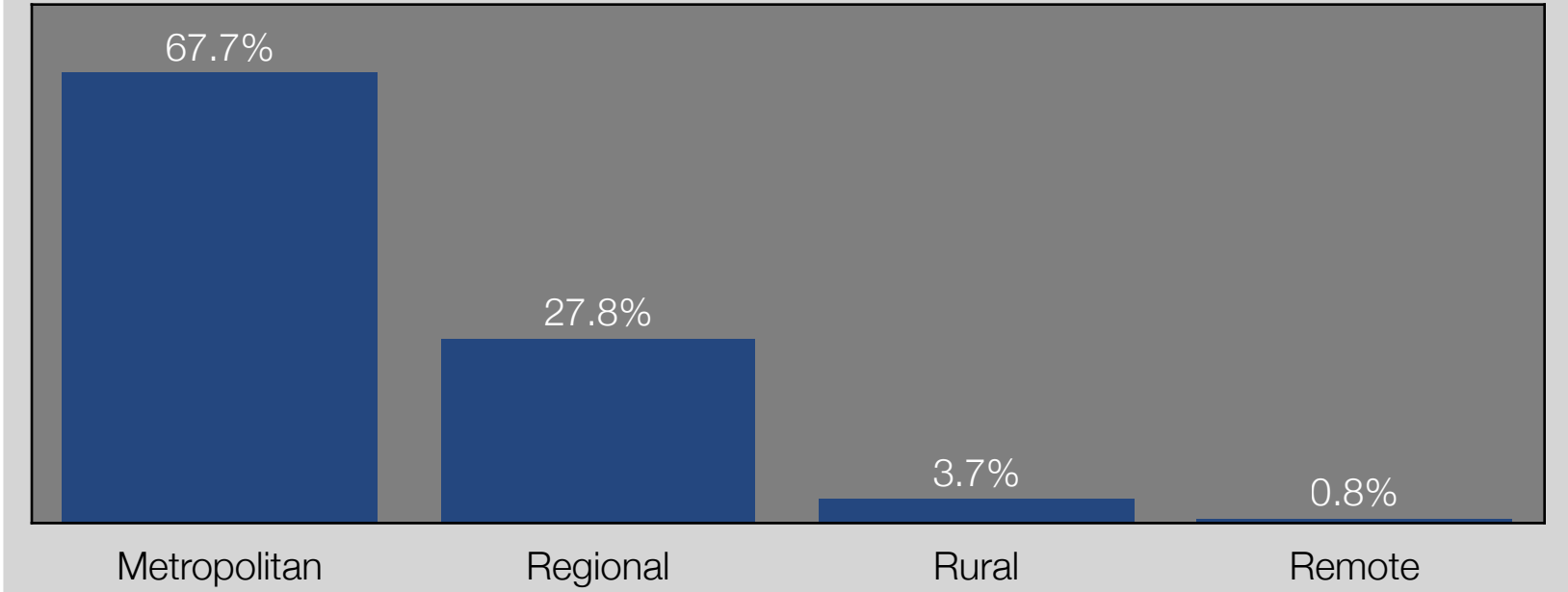
Details of the Sample

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

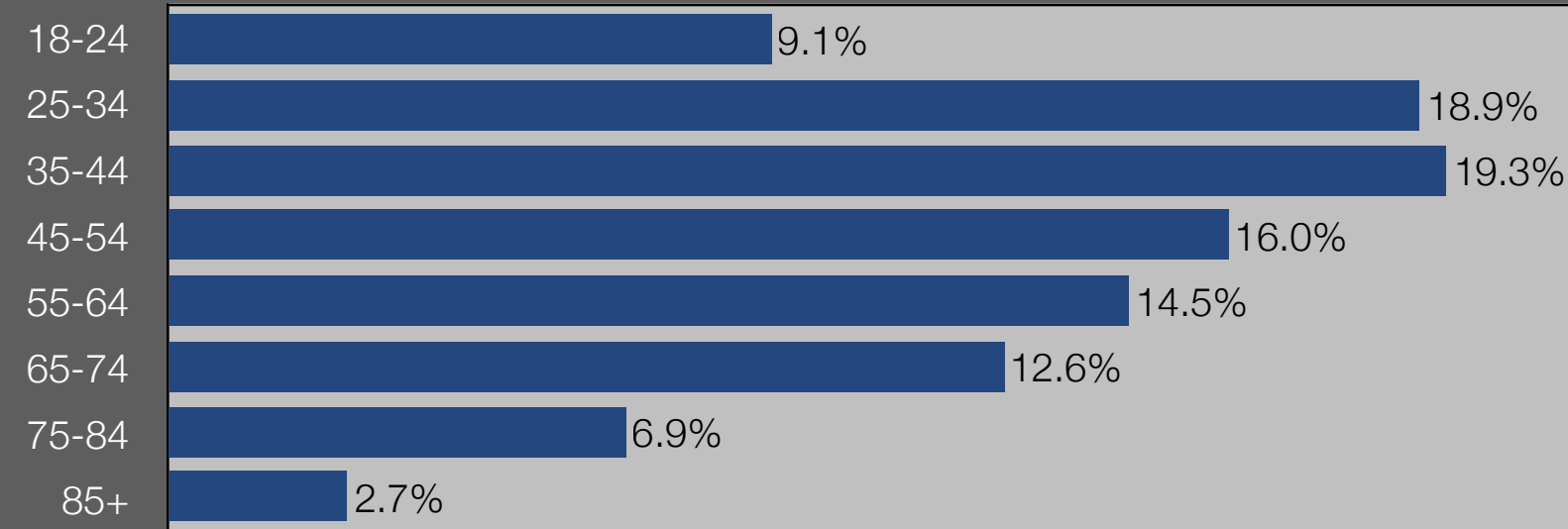
States & Territories



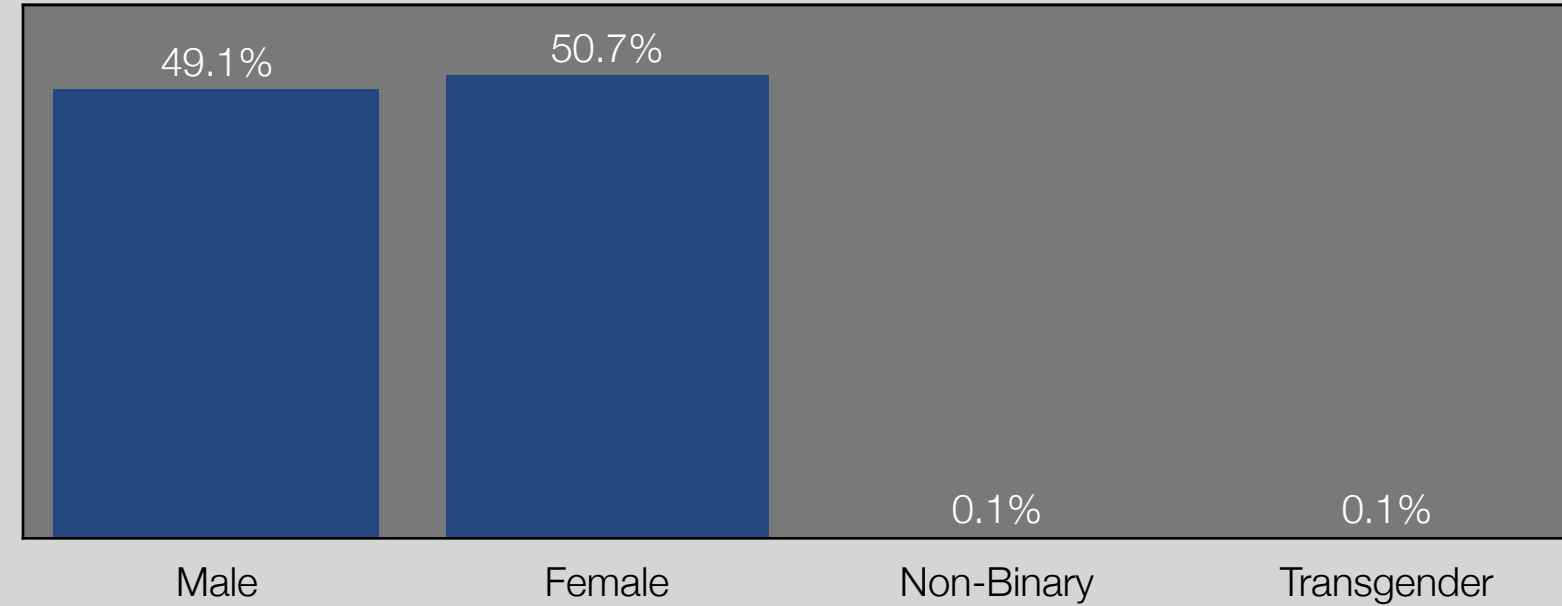
Geographic Area



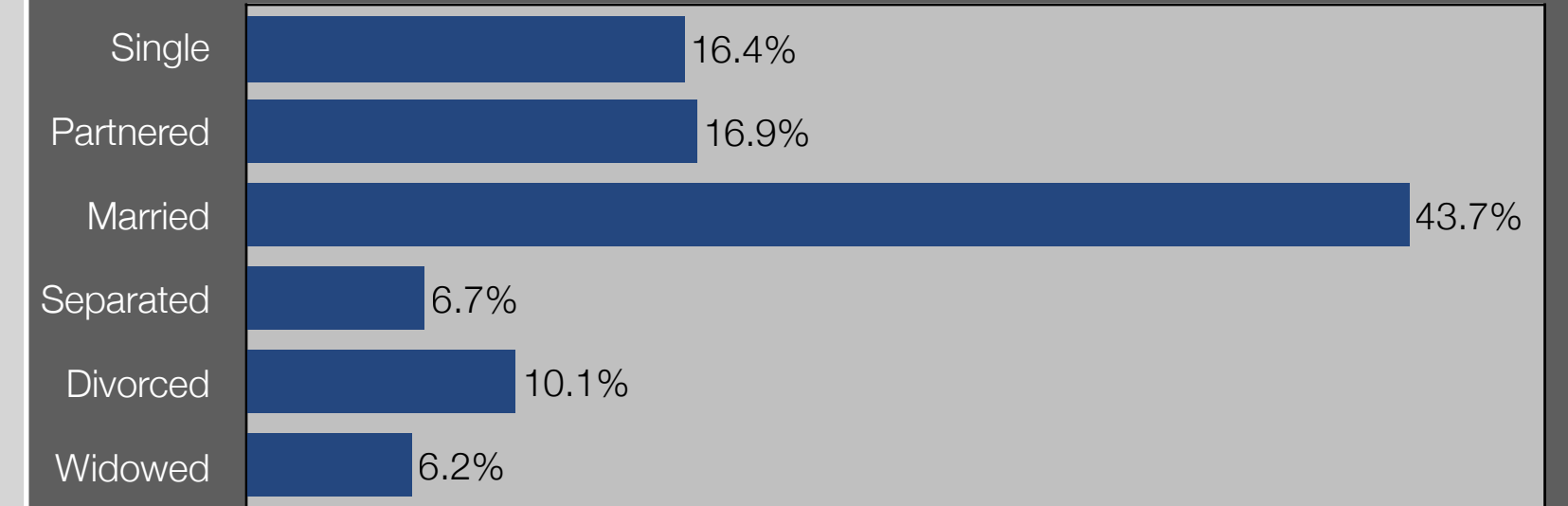
Age



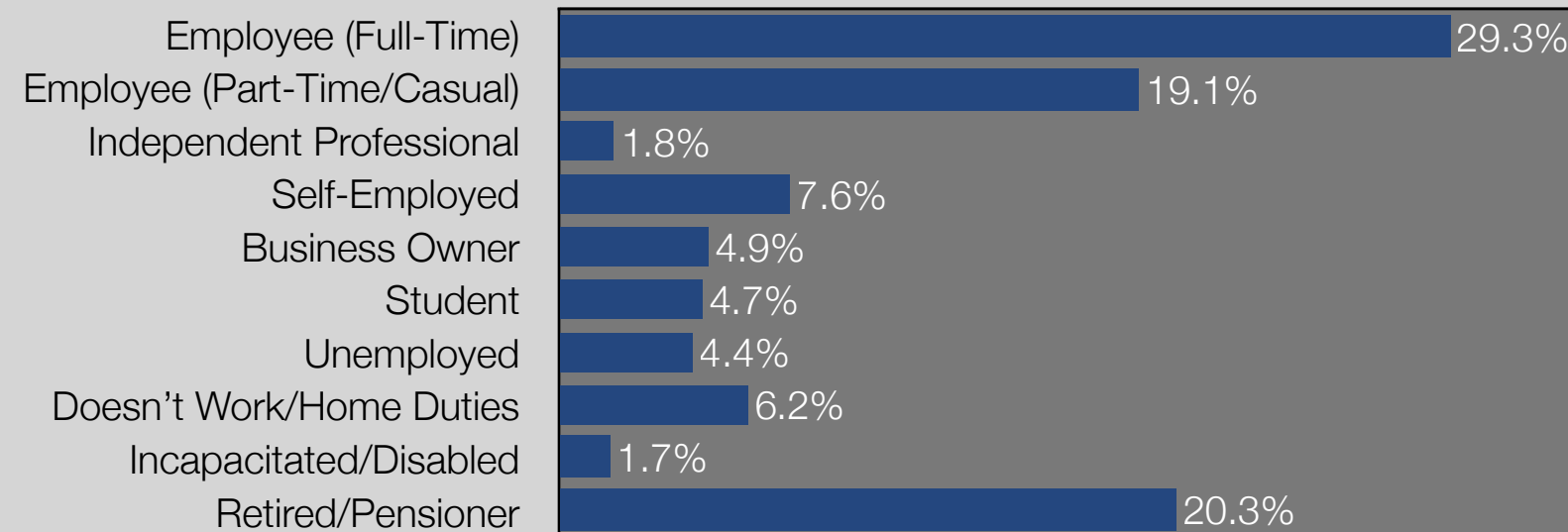
Gender



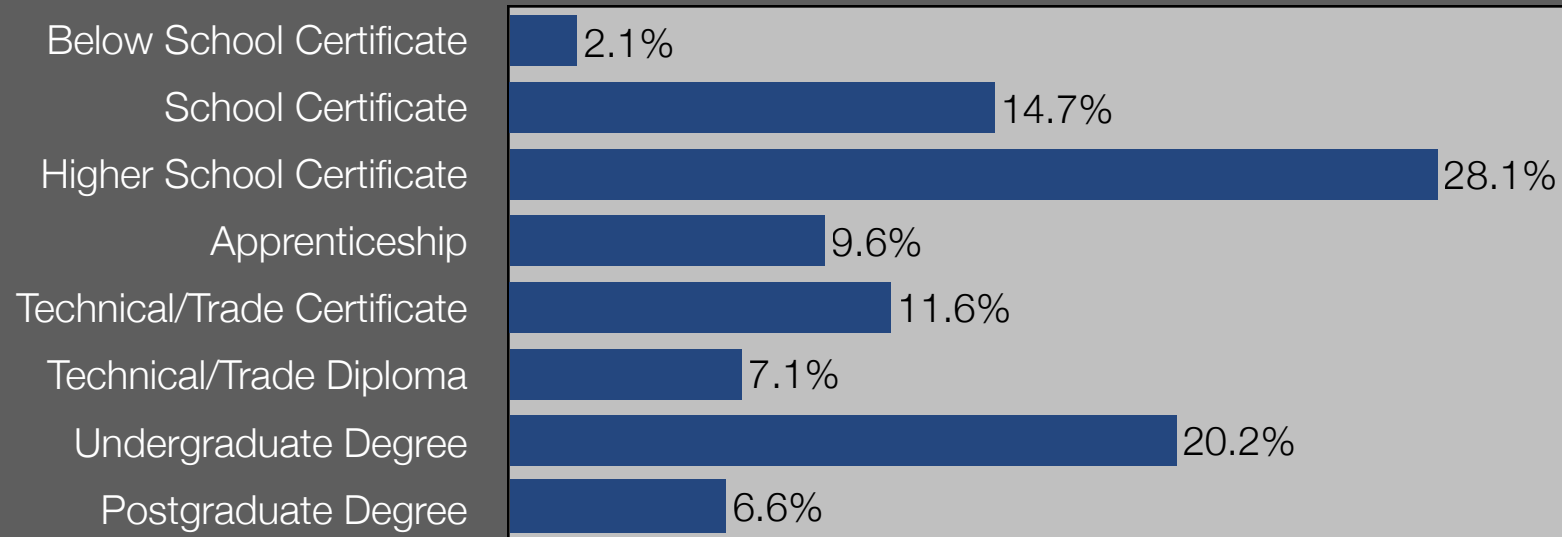
Relationship Status



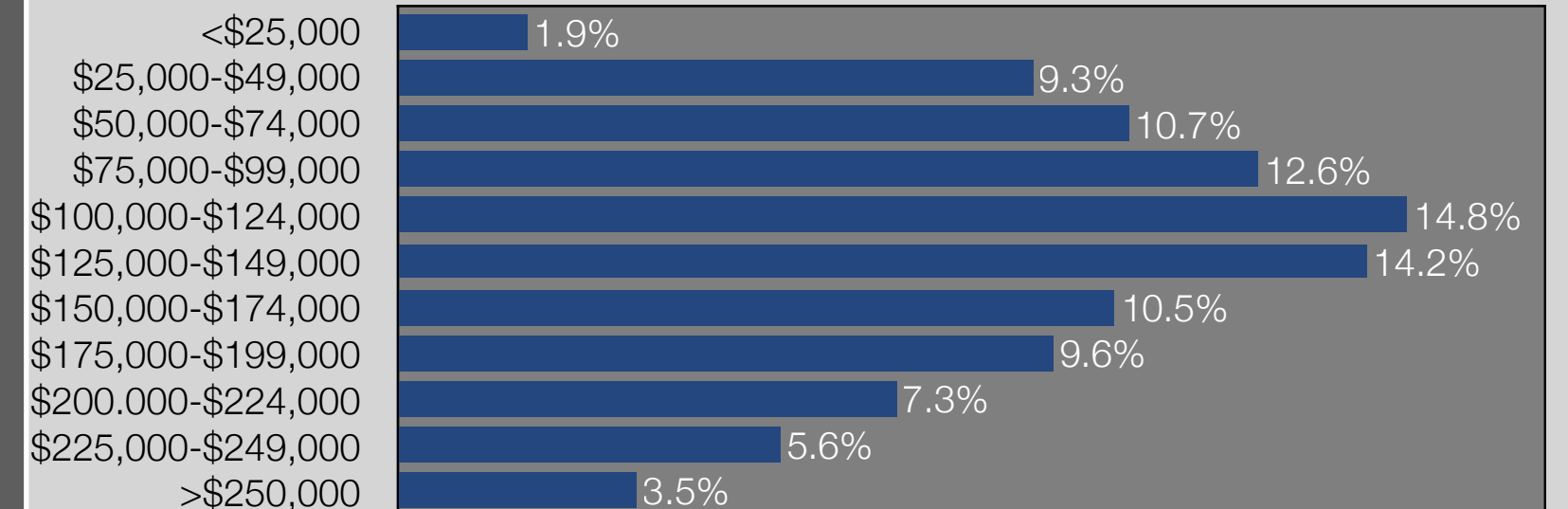
Occupation



Highest Level of Education



Household Income



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Findings



53% feel Influenza is a serious disease

1. Do you feel that Influenza is a serious disease?

53% feel influenza is a serious disease

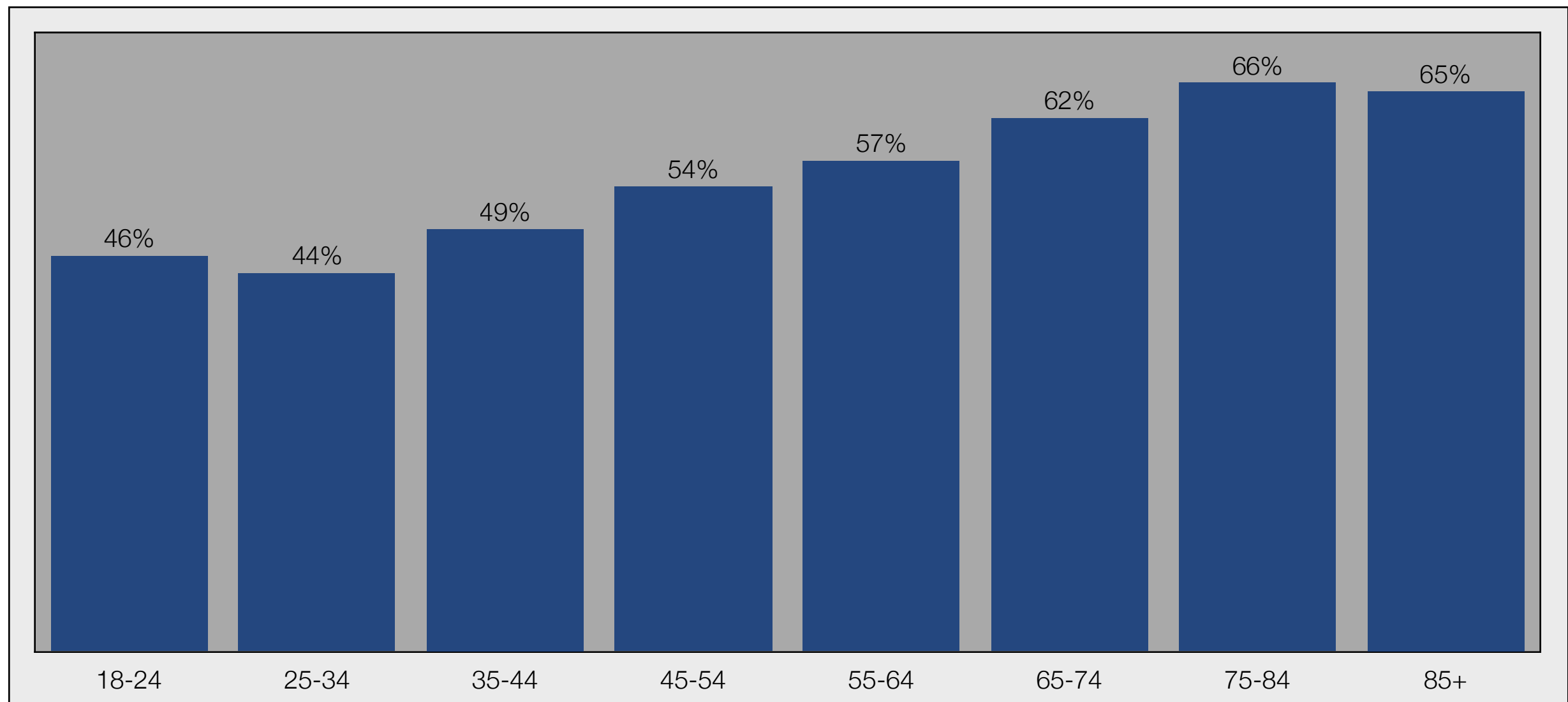
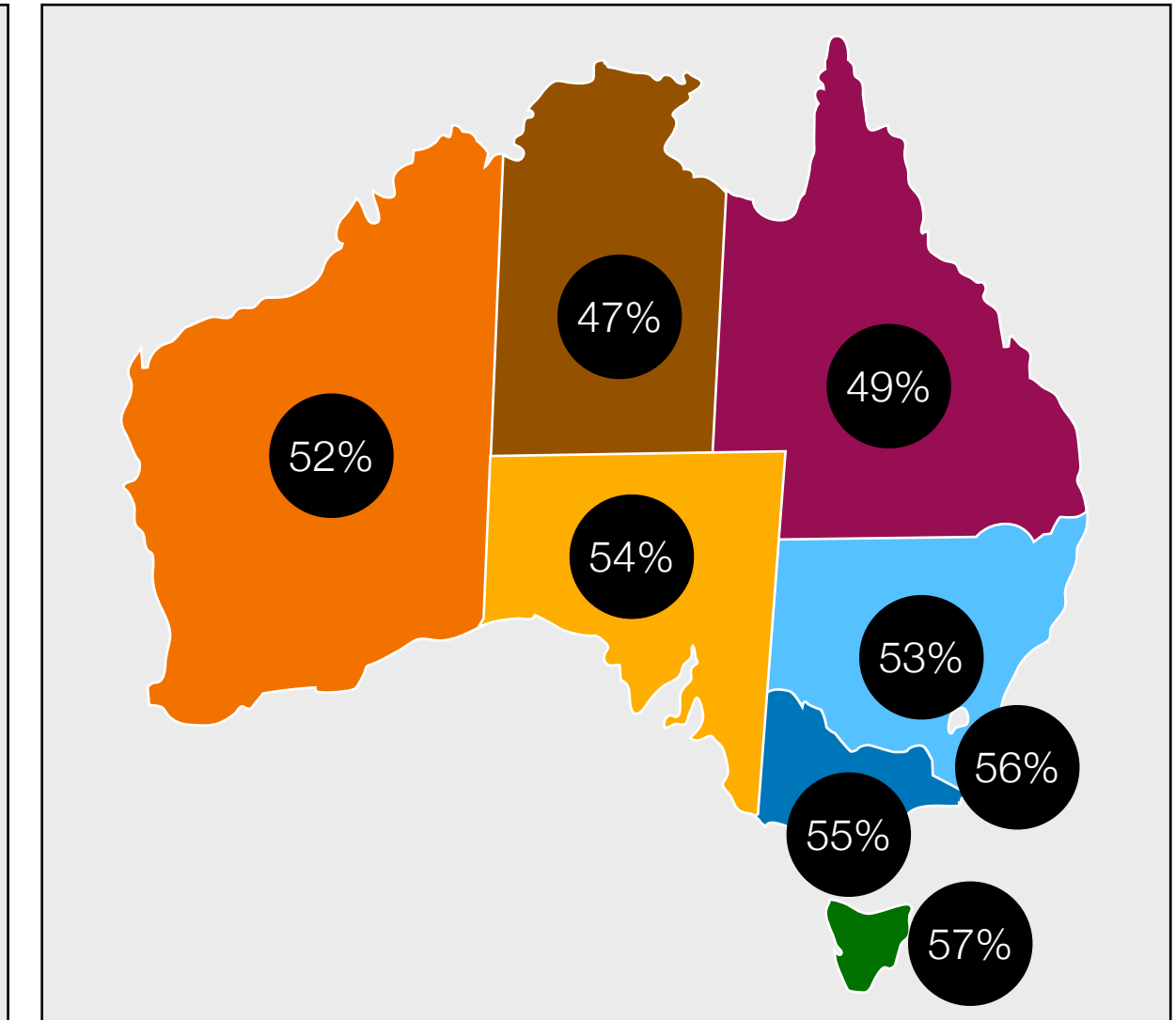
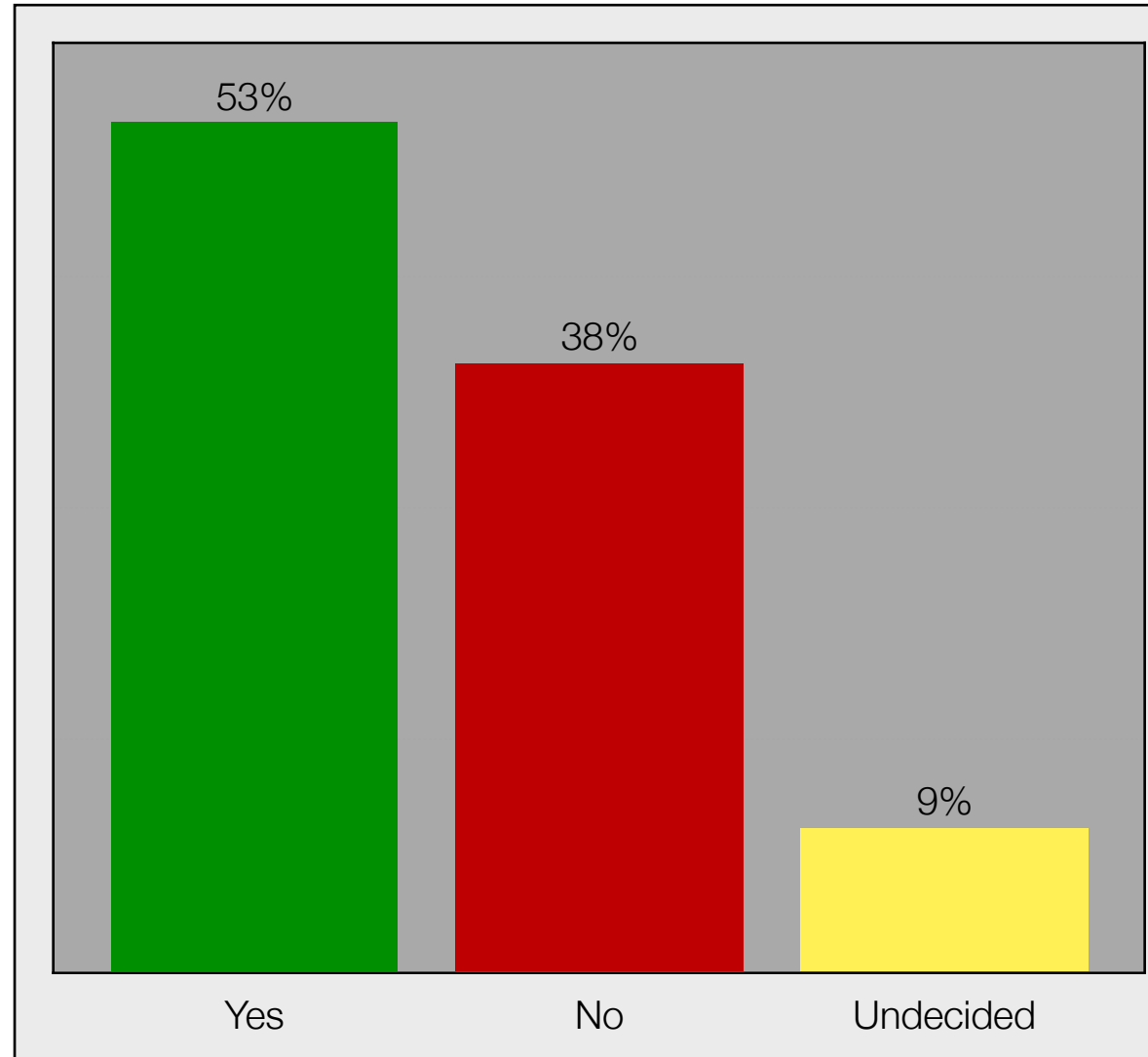
- Overall, 53% answered 'Yes' that they feel Influenza is a serious disease.
- 38% answered 'No' and 9% 'Undecided'.

Age & geographic location the main determinants in answering 'Yes'

- The main determinants in answering 'Yes' were:
 - Age, with incidence generally increasing commensurate with age
 - Geographic location, higher amongst those from the southern States & Territory
- Other determinants in answering 'Yes' were:
 - Gender, with women having a higher incidence (57%), compared to men (50%)
 - Education, higher amongst those with higher levels of education, such as Postgraduates (56%), compared to Higher School Certificate (49%)

Having experience with serious Influenza a determinant

- The findings from the qualitative research were similar to the findings from the quantitative research, though provided additional insights into the reasons why Influenza was and was not considered a serious disease, specifically:
 - Older age groups, especially those 60+ answered 'Yes' commonly as a result of themselves or someone close to them having had a serious experience with Influenza in recent years
 - Younger age groups (<45) had none or fewer experiences with themselves or someone close to them having had a serious experience with Influenza, therefore tended to answer 'No'
 - Many who answered 'No' and 'Undecided' stated that although some people were susceptible to Influenza being serious, there were more serious diseases than Influenza



64% think Influenza is less serious than COVID-19

2. Do you think Influenza is more/less serious than COVID-19?

64% think Influenza is less serious than COVID-19

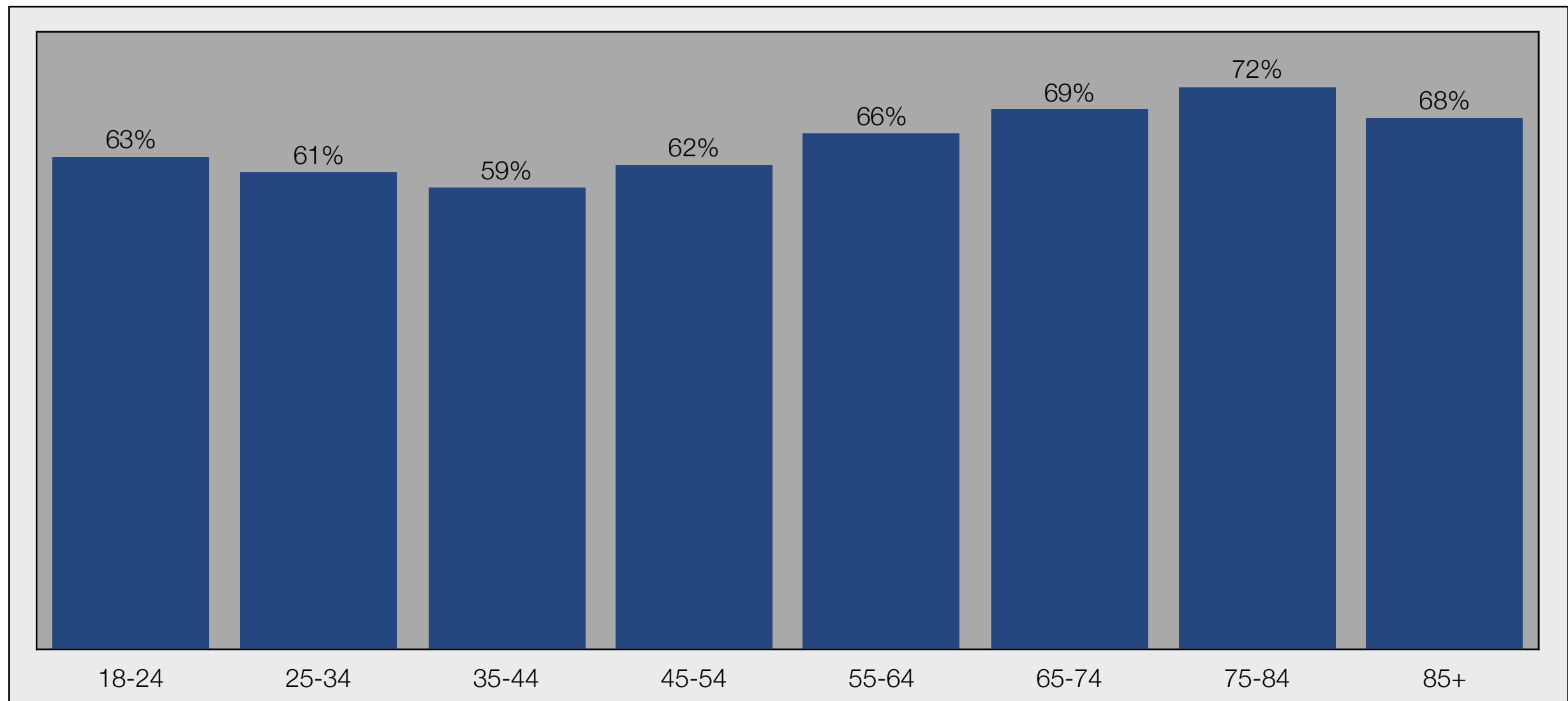
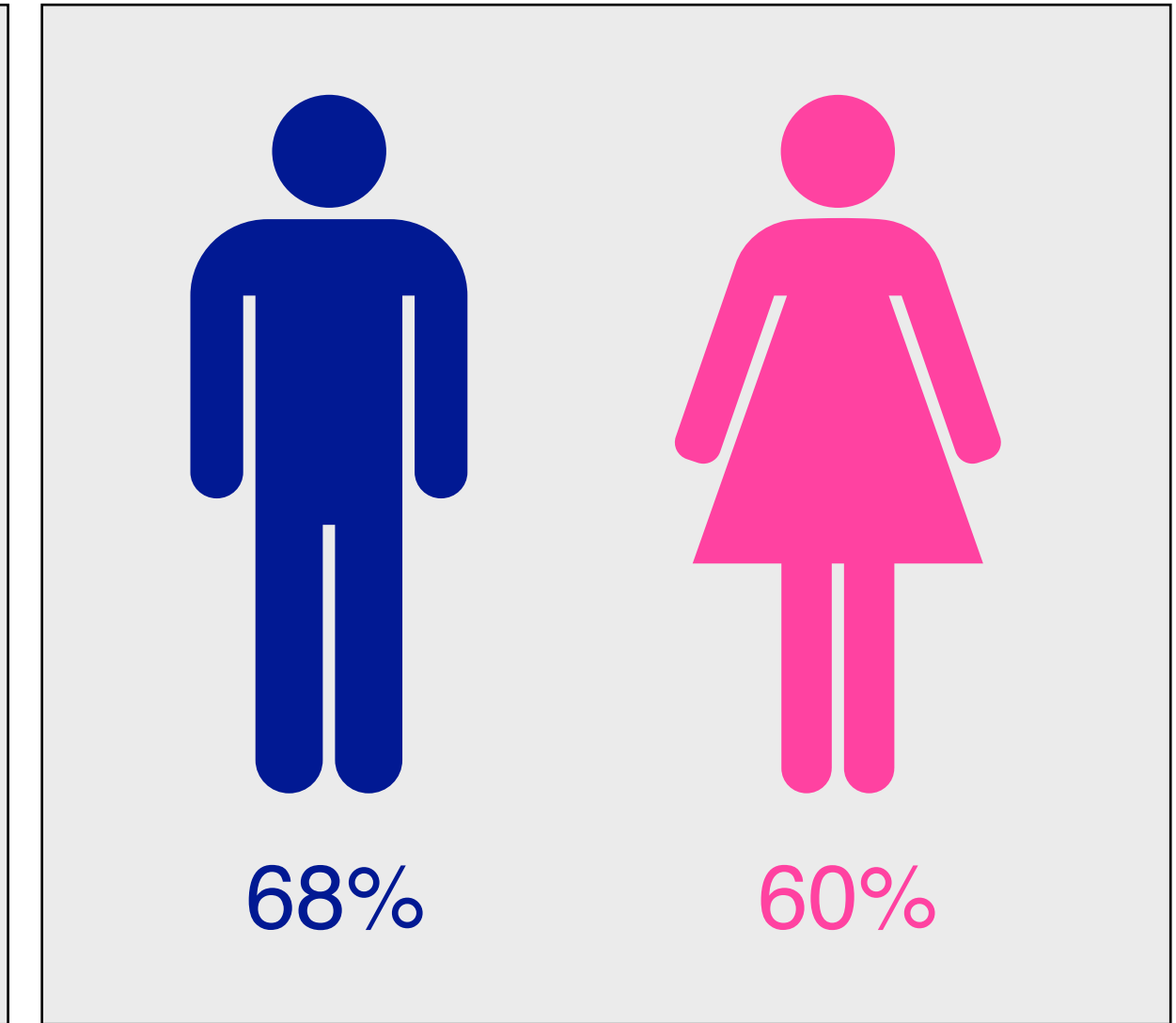
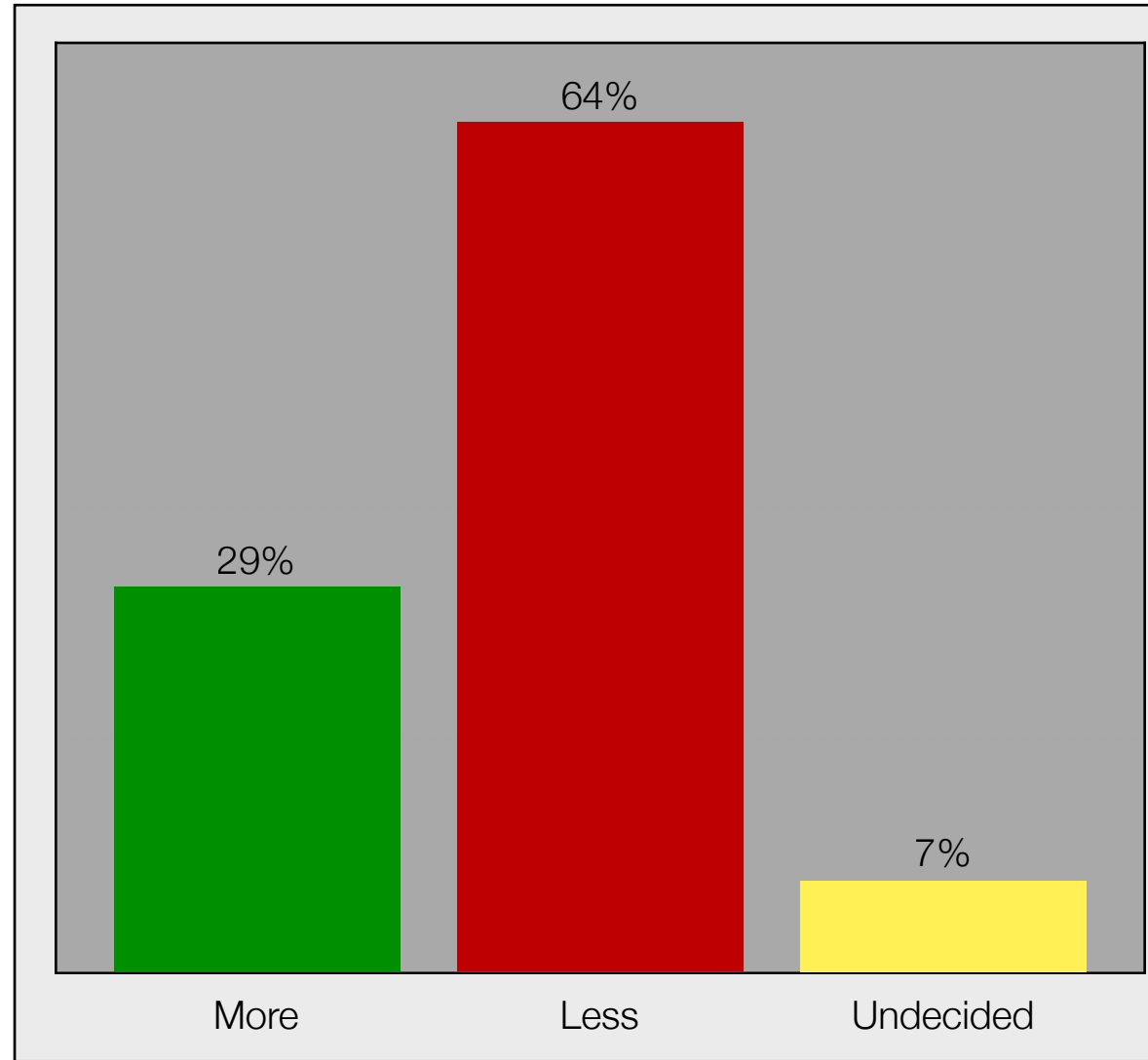
- Overall, 64% answered 'Less' that they think Influenza is less serious than COVID-19.
- 29% answered 'More' and 7% 'Undecided'.

Age & gender the main determinants in answering 'Less'

- The main determinants in answering 'Less' were:
 - Age, with a higher skew towards the older age groups, such as those aged 75-84 (72%)
 - Gender, with men answering 'Less' (68%), compared to women (60%)
- Other determinants in answering 'Less' were:
 - Household income, higher amongst those from lower income households, such as <\$75k pa (67%), compared to >\$150k pa (60%)
 - Education, higher amongst those with lower levels of education, such as Higher School Certificate (66%), compared to Postgraduate (61%)

COVID-19 remains fresh in peoples minds and is considered more serious

- The findings from the qualitative research provided additional insights into the reasons why Influenza was considered more or less serious than COVID-19, specifically:
 - The majority said they had COVID-19 in the last 3 years and stated that it was more serious for them compared to when they had Influenza, with this also the case for others they knew
 - The events of COVID-19, namely the high death rates and serious illness experienced by those unvaccinated in the early stage of the pandemic and strains such as Delta, are still fresh in peoples minds
 - Many are aware that significant numbers of Australians are currently being hospitalised and still dying from COVID-19, far more than from Influenza



33% said they had an Influenza vaccination in 2023

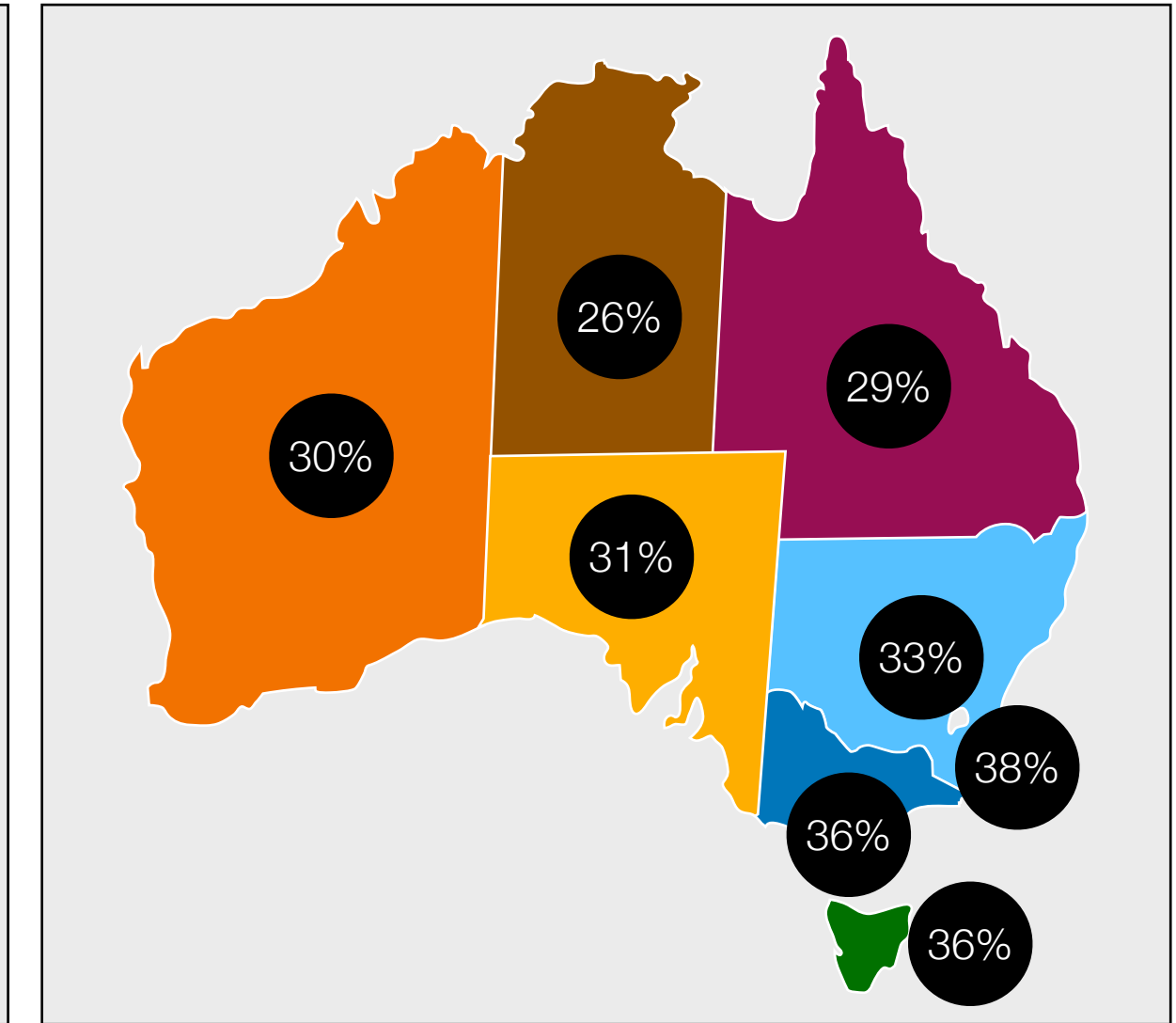
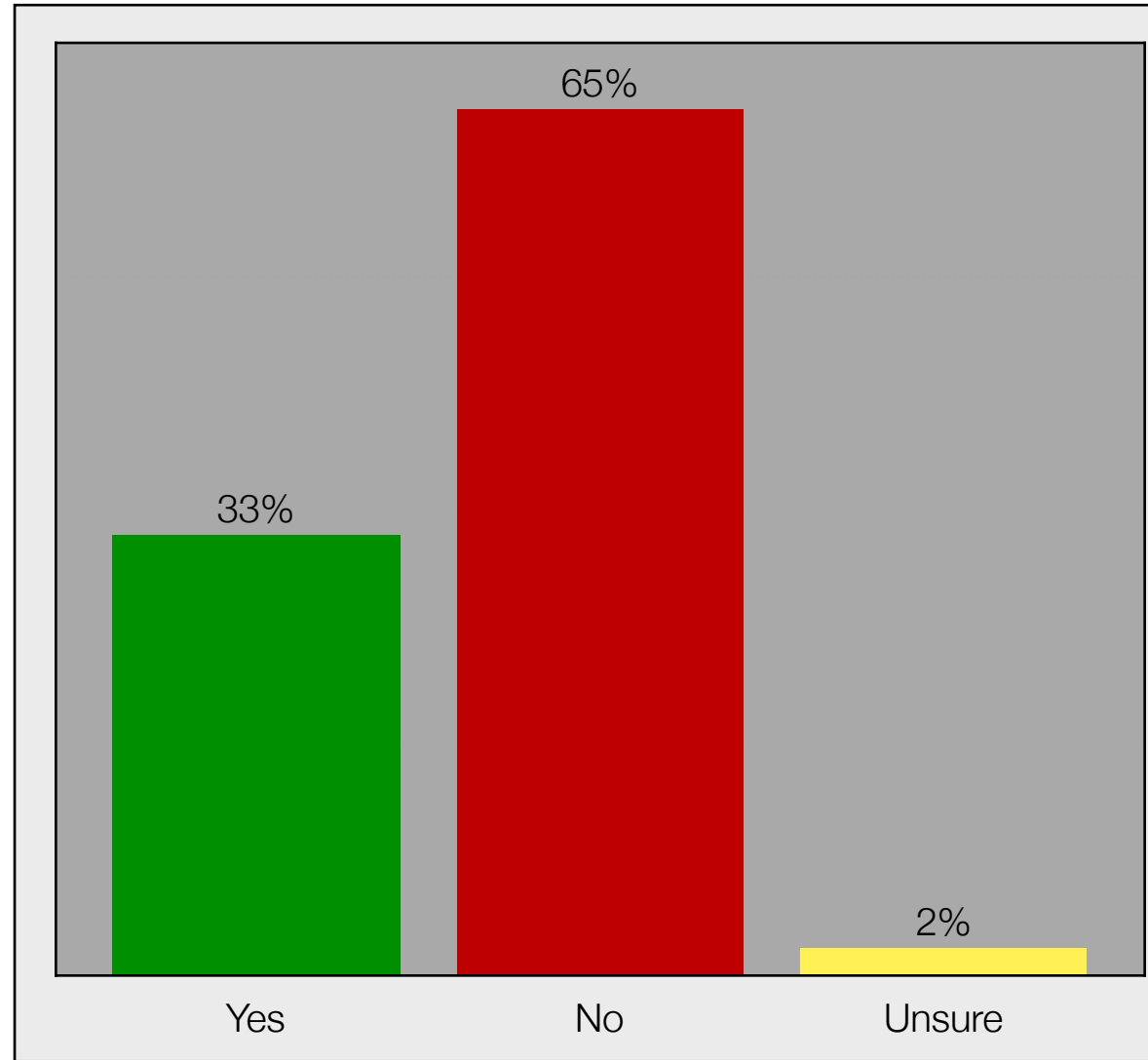
3. Did you get an Influenza vaccination in 2023?

33% said they had a Influenza vaccination in 2023

- Overall, 33% answered 'Yes' that they had an Influenza vaccination in 2023.
- 65% answered 'No' & 2% 'Unsure'.

Age & geographic location the main determinants in answering 'Yes'

- The main determinants for answering 'Yes', illustrated in the charts opposite, were age, with a strong skew towards the oldest age groups, and geographic location, higher amongst those from the southern States & Territory.



Determinants amongst those who answered 'Yes'

Age

- Highest amongst those aged 65+ and a general increase commensurate with age:
 - 72% of those aged 85+
 - 64% (75-84)
 - 61% (65-74)
 - 40% (55-64)

Gender

- Higher amongst women:
 - Women 35%
 - Men 31%

Relationship Status

- Highest amongst:
 - Married (36%)
 - Widowed (35%)
 - Divorced (33%)

Occupation

- Highest amongst those retired and employed:
 - Retired/Pensioner (61%)
 - Employee (Full-Time) (36%)
 - Independent Professional (34%)
 - Business Owner (33%)

Education

- Variation across education levels:
 - Higher School Certificate (36%)
 - Technical/Trade Diploma (35%)
 - Undergraduate Degree (34%)

Household Income

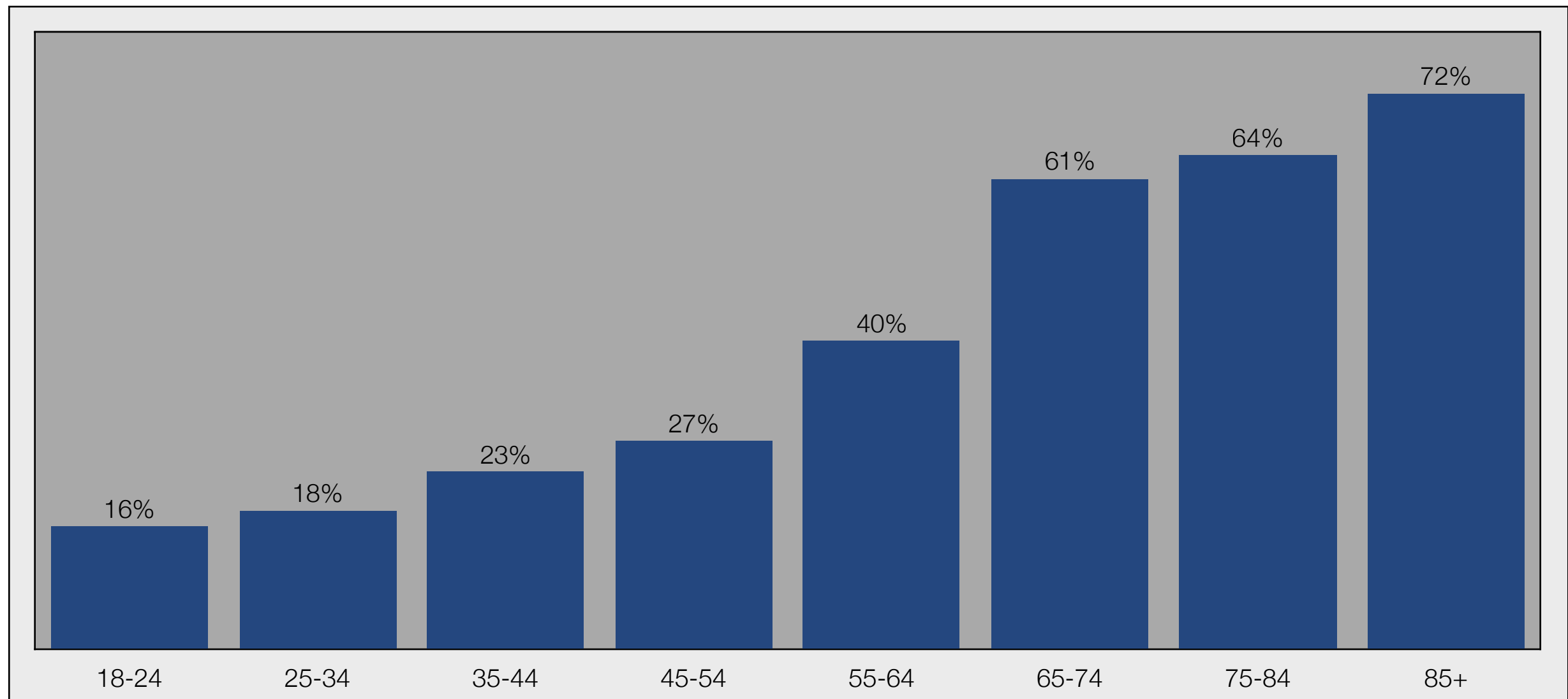
- Higher amongst those from middle-lower income households:
 - \$50-75k+ (40%)
 - \$25-49k (38%)
 - \$150-174k (36%)

State/Territory

- Highest amongst:
 - ACT (38%)
 - VIC & TAS (36%)
 - NSW (33%)

Geographic Area

- Highest in metropolitan areas:
 - Metropolitan (34%)
 - Regional (31%)
 - Rural (26%)
 - Remote (21%)



29% intend to get vaccinated against Influenza this year

4. Do you intend to get vaccinated against Influenza this year?

29% intend to get vaccinated against Influenza this year

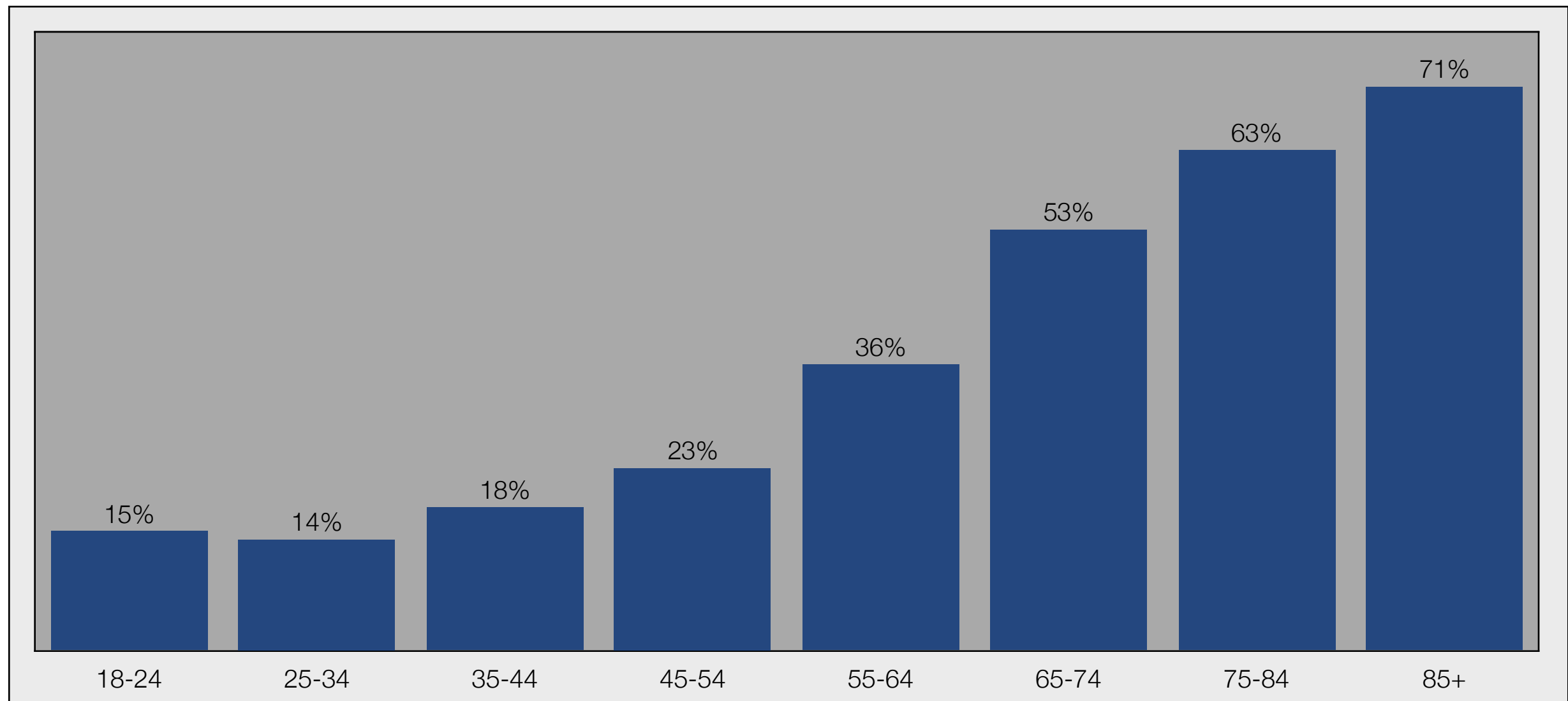
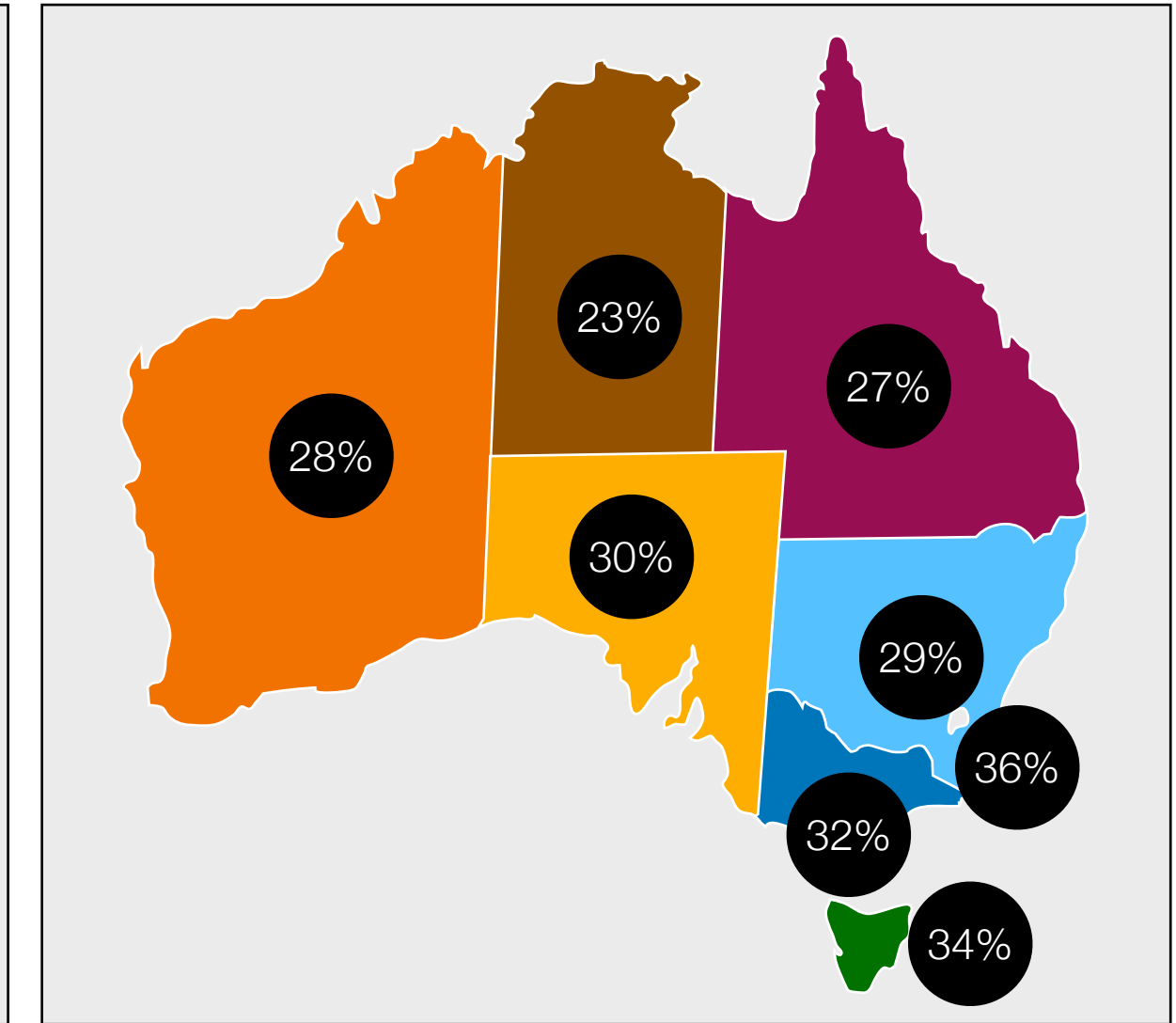
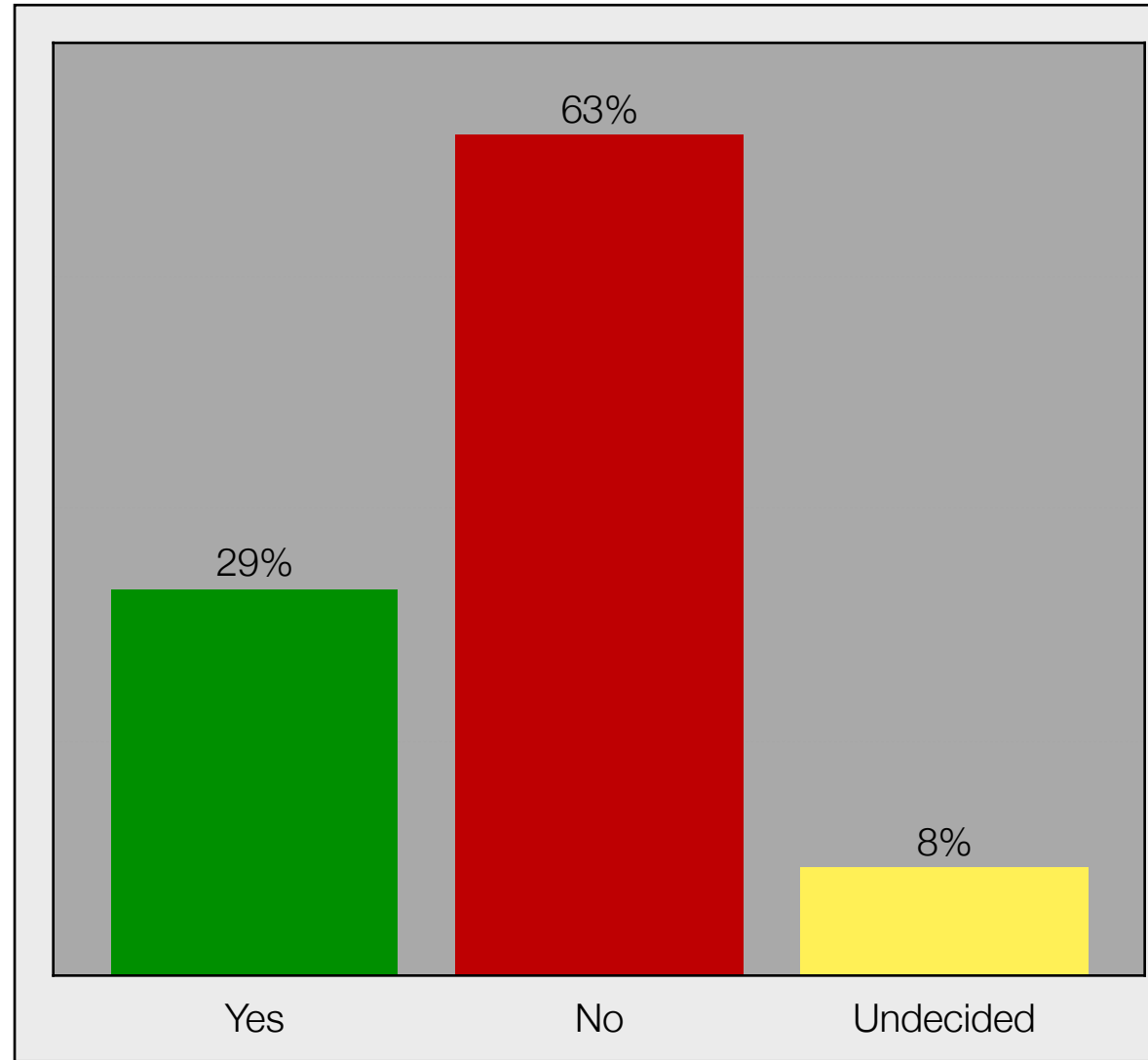
- Overall, 29% answered 'Yes' that they intend to get vaccinated against Influenza this year, 63% answered 'No' & 'Undecided' (8%).

Age & geographic location the main determinants in answering 'Yes'

- Similar to the previous question, the main determinants for answering 'Yes', illustrated in the charts opposite, were age, with a strong skew towards the oldest age groups, and geographic location, higher amongst those from the southern States & Territory.
- 86% of those who answered 'Yes' in the previous question (had an Influenza vaccination in 2023) answered 'Yes' to this question.

Most undecided are waiting to see how severe this year's flu will be

- The qualitative research confirmed the main finding, that a very high proportion of people who were vaccinated against Influenza last year, intend to get vaccinated against Influenza again this year, particularly for those aged 65+ and in 'at risk groups'.
- Similar to previous years, it was also found there are segments who are not interested, or are strongly opposed, to being vaccinated against Influenza, with the common beliefs that it is unnecessary, ineffective, or concerned that they are having too many vaccinations and give priority to those they consider to be more important, namely COVID-19 boosters and Shingles.
- Around 10% of participants in the focus groups were undecided, when probed about this, the majority said they would wait to see how severe this year's Influenza is, and if it is severe, then they would consider it more and probably get vaccinated.



Self-protection and being recommended main reasons for vaccination

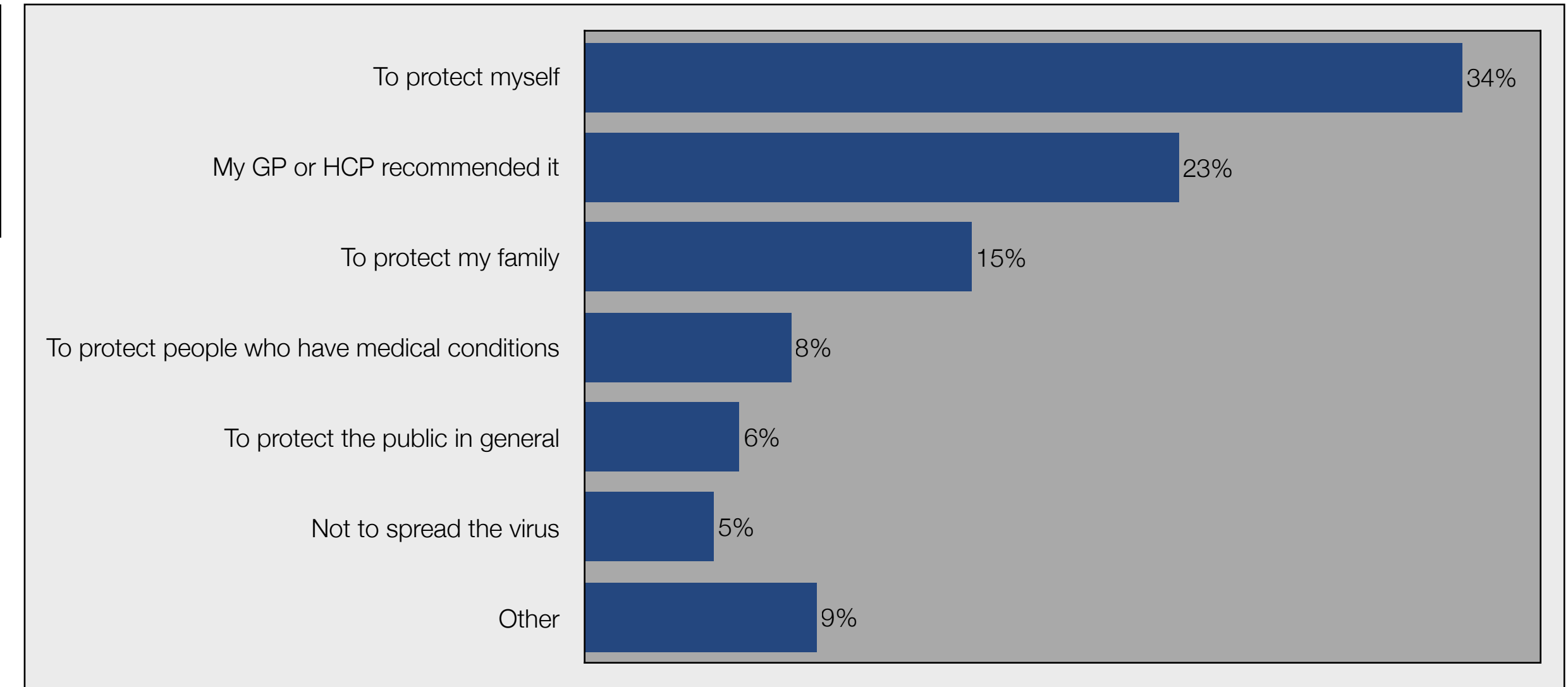
5. What are your main reasons for getting vaccinated against Influenza this year?

Self-protection and being recommended by a healthcare professional

- This question was asked to the 29% who answered 'Yes' in the previous question, that they intend to get vaccinated against Influenza this year.
- Illustrated in the chart opposite, the main reasons were:
 - 34% answered 'To protect myself'
 - 23% 'My General Practitioner or Health Care Provider recommended it'
 - 15% 'To protect my family'
 - 8% 'To protect people who have medical conditions'
 - 6% 'To protect the public in general'
 - 5% 'Not to spread the virus'
 - 9% answered 'Other' and specified their main reasons

Other reasons given

- 9% answered 'Other' and specified their reasons, the main ones being:
 - It is something that is done each year and for many is a routine or habit (22%)
 - Entitled to free Influenza vaccination (17%)
 - Warning this year's Influenza will be serious/prevalent (14%)
 - Have poor health/medical condition and feel it is necessary (11%)
 - Family, friends or colleagues recommended it (10%)
 - Provided by my employer (9%)



Not providing benefit & not important main reasons against vaccination

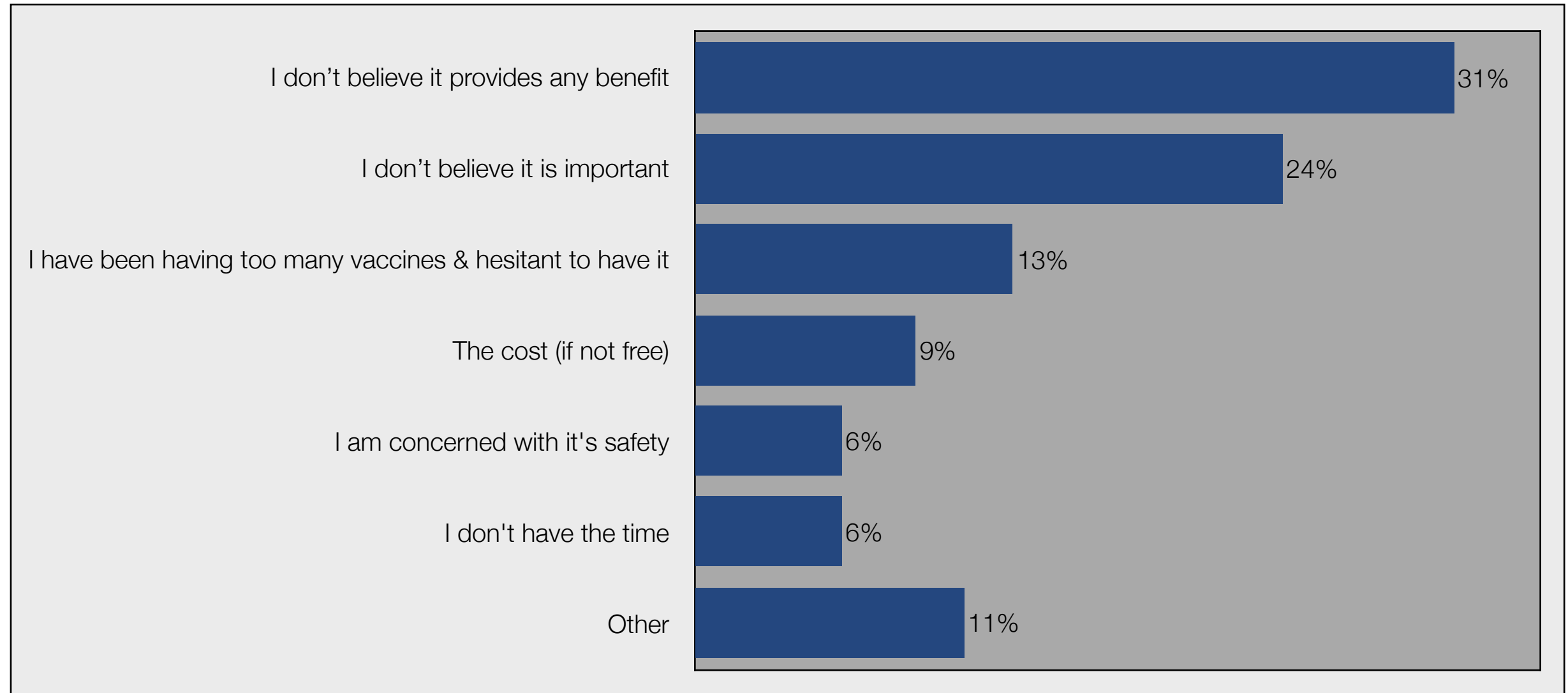
6. What are your main reasons for not getting vaccinated against Influenza this year?

Self-protection and being recommended by a healthcare professional

- This question was asked to the 63% who answered 'No' and 8% who answered 'Undecided' in question 4, that they do not intend or are undecided to get vaccinated against Influenza this year.
- Illustrated in the chart opposite, the main reasons were:
 - 31% answered 'I don't believe it provides any benefit'
 - 24% 'I don't believe it is important'
 - 13% 'I have been having too many vaccines & hesitant to have it'
 - 9% 'The cost (if not free)'
 - 6% 'I am concerned with it's safety'
 - 6% 'I don't have the time'
 - 11% answered 'Other' and specified their main reasons

Other reasons given

- 11% answered 'Other' and specified their reasons, the main ones being:
 - Recently had a COVID-19 booster or will have one soon and believe that also having the Influenza vaccine is excessive vaccination in a short period of time (23%)
 - Am against vaccination (19%)
 - Prefer to have a healthy lifestyle to build natural immunity (18%)
 - Belief that it is natural to contract Influenza and less harmful to the body than the Influenza vaccine (12%)

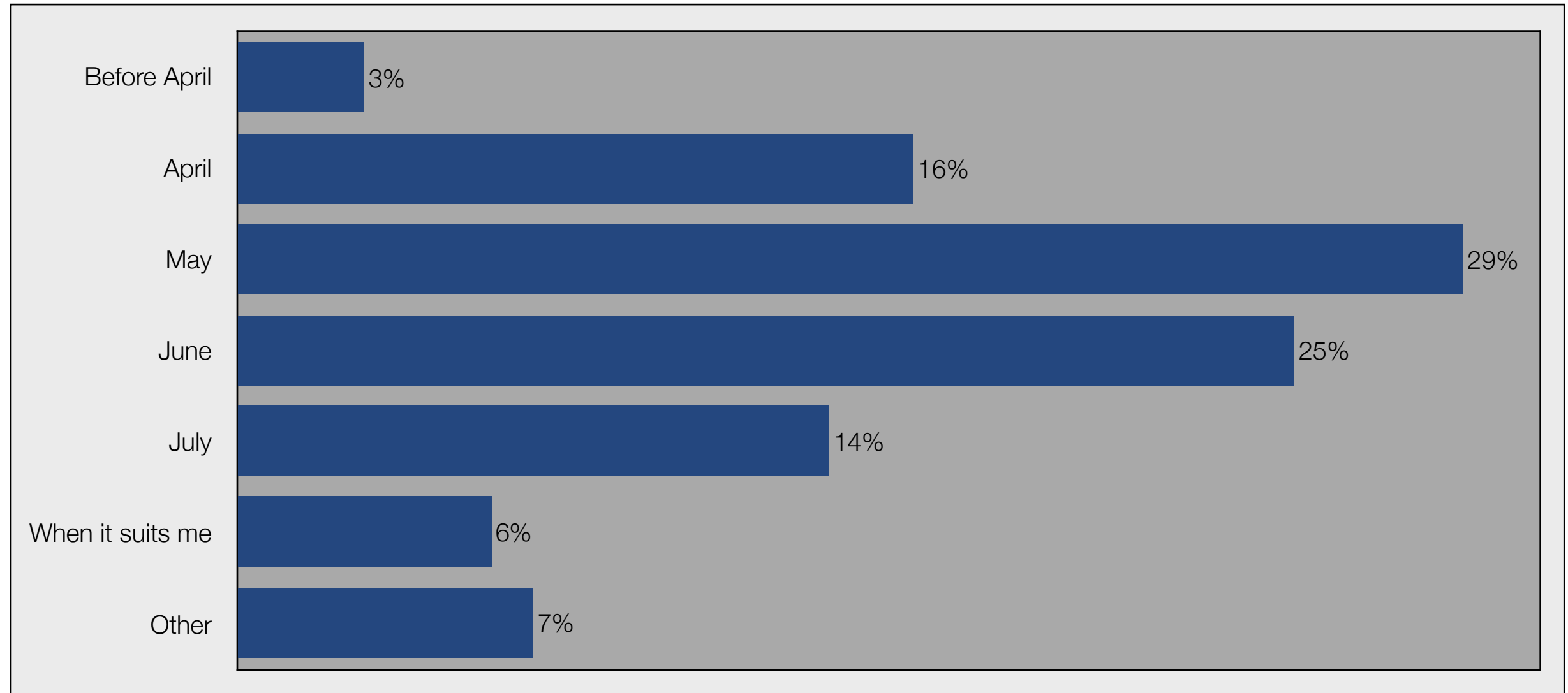


May & June the months when most plan to get vaccinated against Influenza

7. When do you think that you will get vaccinated against Influenza this year?

May & June the months when most plan to get vaccinated against Influenza

- This question was asked to the 29% who answered 'Yes' in question 4, that they intend to get vaccinated against Influenza this year.
- The timeframes when people plan to get vaccinated against Influenza this year are illustrated in the chart opposite:
 - 29% answered 'May'
 - 25% 'June'
 - 16% 'April'
 - 14% 'July'
 - 6% 'When it suits me'
 - 3% 'Before April'
 - 7% answered 'Other' and specified the time they thought they would get vaccinated



Other reasons given

- 7% of overall responses were 'Other' where there was consistency amongst the main ones specified:
 - When my GP contacts me to schedule an appointment to have it, or when I see my GP and it is recommended or made available to me (26%)
 - At the time or shortly after this year's Influenza vaccines are made available (17%)
 - When the flu season starts/when Influenza starts to spread (16%)
 - When my employer/workplace makes it available (9%)
 - When it is available in a pharmacy where I now usually get it (8%)

GP's & Pharmacists the main places to receive Influenza vaccination

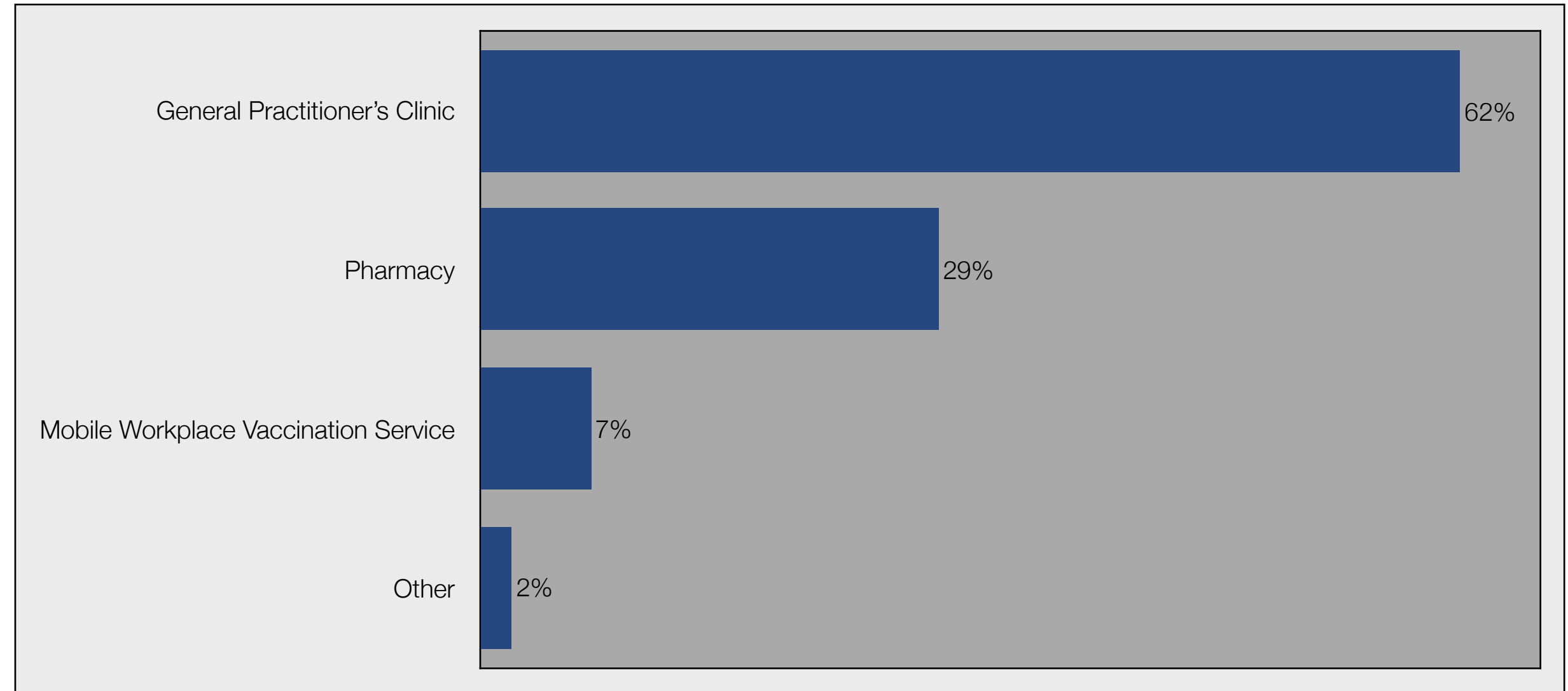
8. Where are you most likely to get vaccinated against Influenza this year?

62% are most likely to receive Influenza vaccination at GP's clinic

- This question was asked to the 29% who answered 'Yes' in question 4, that they intend to get vaccinated against Influenza this year.
- The places where people are most likely to receive their Influenza vaccination are illustrated in the chart opposite, where:
 - 62% answered 'General Practitioner's Clinic'
 - 29% 'Pharmacy'
 - 7% 'Mobile Workplace Vaccination Service'
 - 2% answered 'Other' and specified a place

Other places stated

- The main 'Other' places stated were:
 - Residential aged care facility (38%)
 - Community (Government) healthcare clinic (20%)
 - Specialist healthcare clinic/provider (10%)



Recommendation by GP the main influence to get vaccinated

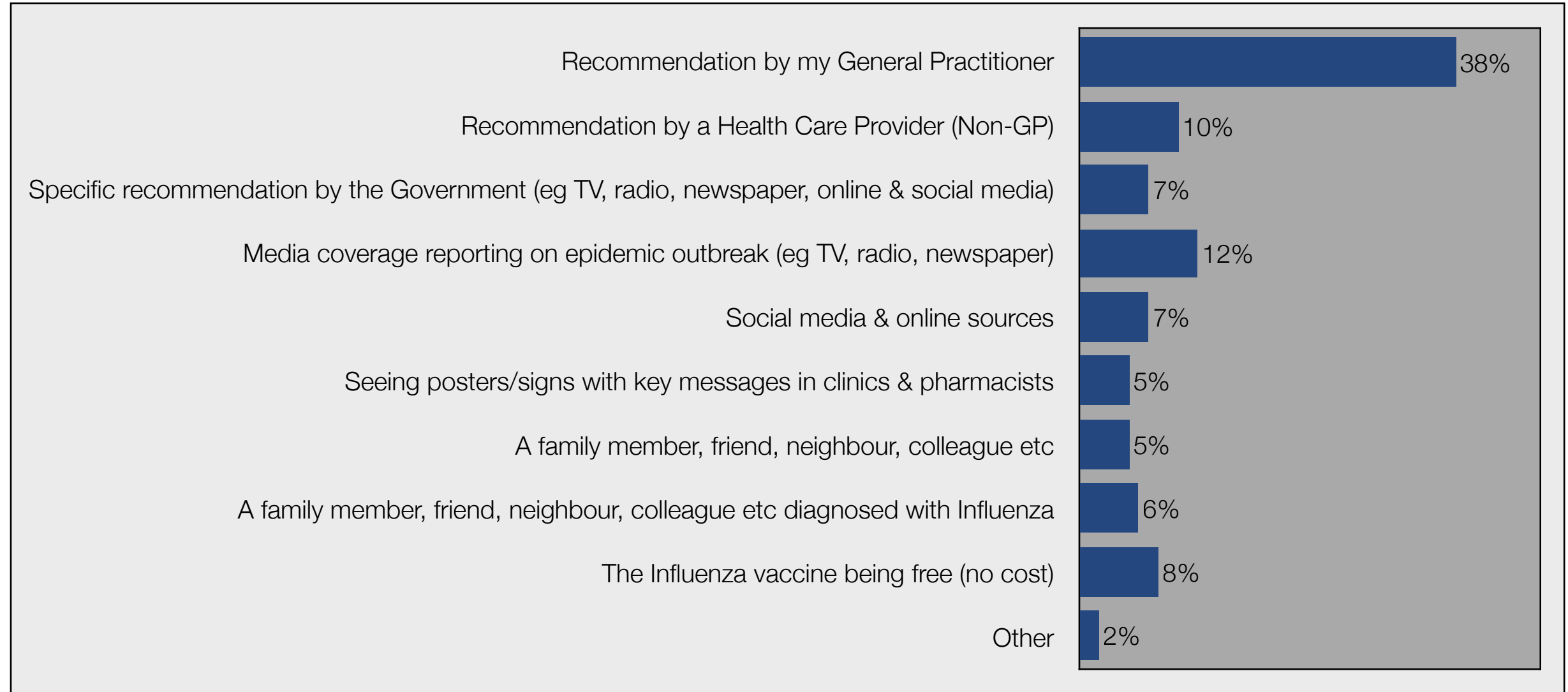
9. Who or what influences your decision to get vaccinated against Influenza?

Recommendation by GP the main influence to get vaccinated

- Illustrated in the chart opposite, the influences on the decision to get vaccinated against Influenza:
 - 38% answered 'Recommendation by my General Practitioner'
 - 10% 'Recommendation by a Health Care Provider (Non-GP)'
 - 7% 'Specific recommendation by the Government (eg TV, radio, newspaper, online & social media)'
 - 12% 'Media coverage reporting on epidemic outbreak (eg TV, radio, newspaper)'
 - 7% 'Social media & online sources'
 - 5% 'Seeing posters/signs with key messages in clinics & pharmacists'
 - 5% 'A family member, friend, neighbour, colleague etc'
 - 6% 'A family member, friend, neighbour, colleague etc diagnosed with Influenza'
 - 8% 'The Influenza vaccine being free (no cost)'
 - 2% gave 'Other' reasons

Other reasons given

- The main 'Other' reasons given were:
 - No external influence, I decide myself, evaluating information from various sources
 - The Influenza vaccination is had each year out of a need, namely being in an 'at risk group'
 - The Influenza vaccination is had each year out of routine or habit

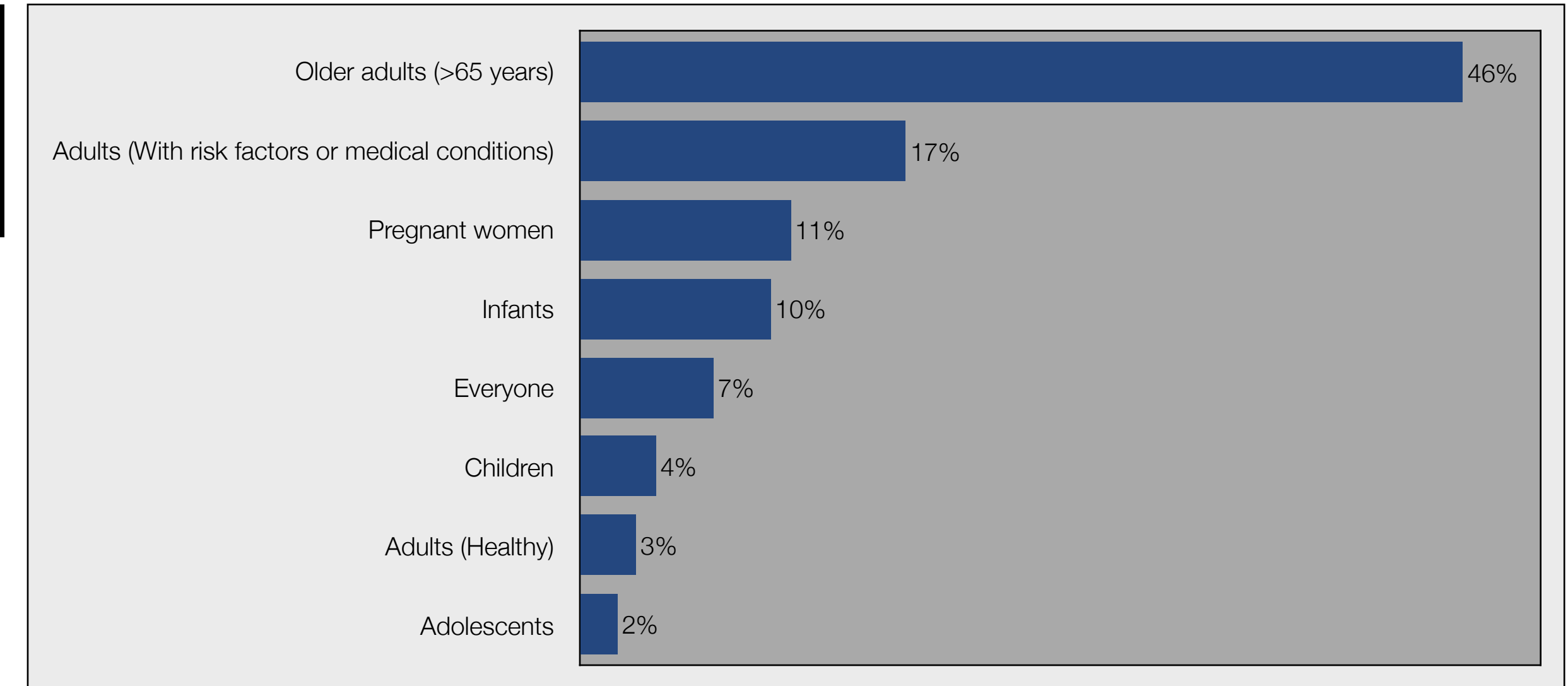


Older adults (>65 years) the group viewed as benefitting the most

10. Who would you consider benefitting most from being vaccinated against Influenza?

Older adults (>65 years) the group viewed as benefitting the most

- Illustrated in the chart opposite, are the various groups that are considered to benefit the most from being vaccinated against Influenza, where:
 - 46% of the overall responses were for 'Older adults (>65 years)
 - 17% 'Adults (With risk factors or medical conditions)'
 - 11% 'Pregnant women'
 - 10% 'Infants'
 - 7% 'Everyone'
 - 4% 'Children'
 - 3% 'Adults (Healthy)'
 - 2% 'Adolescents'

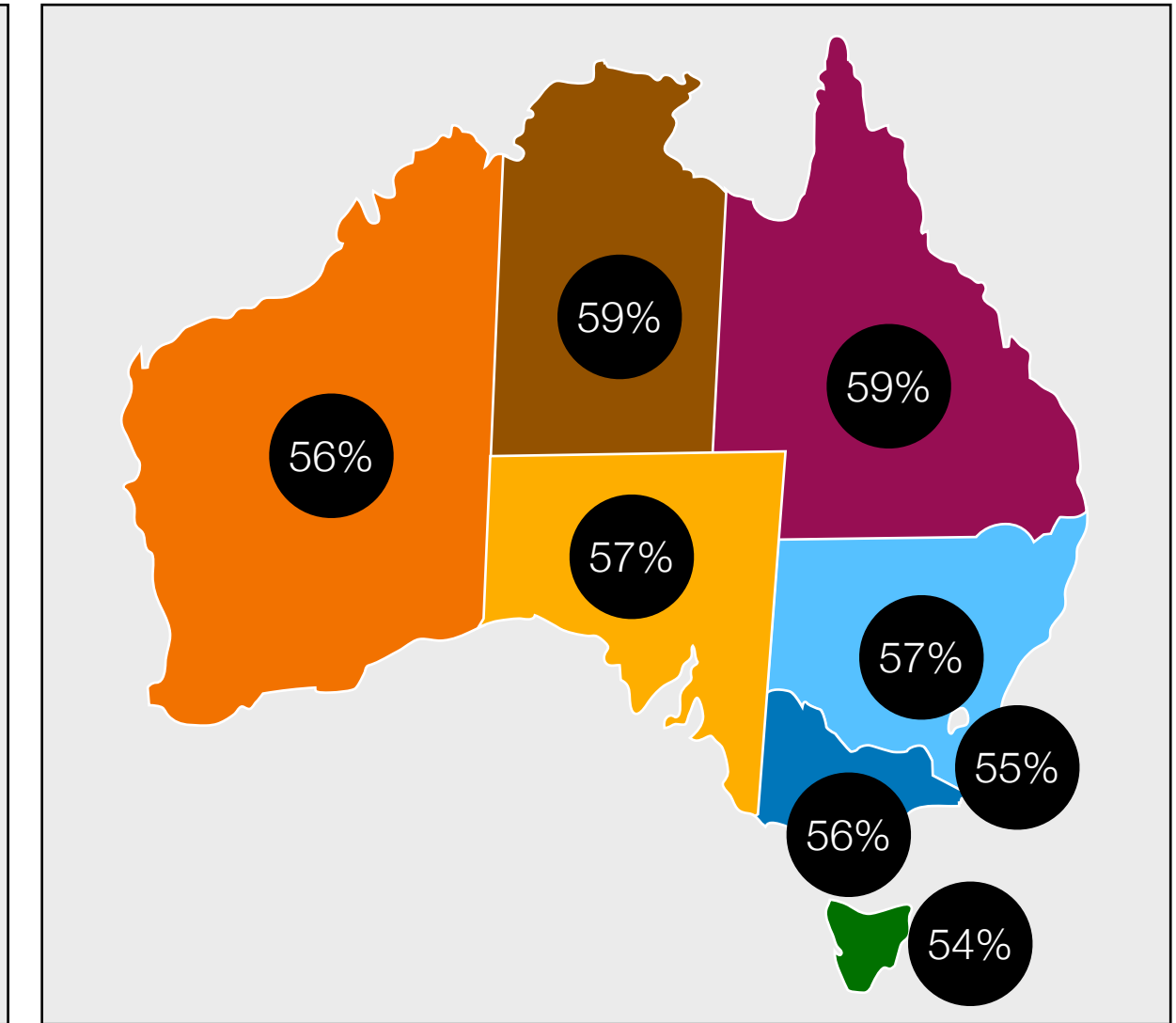
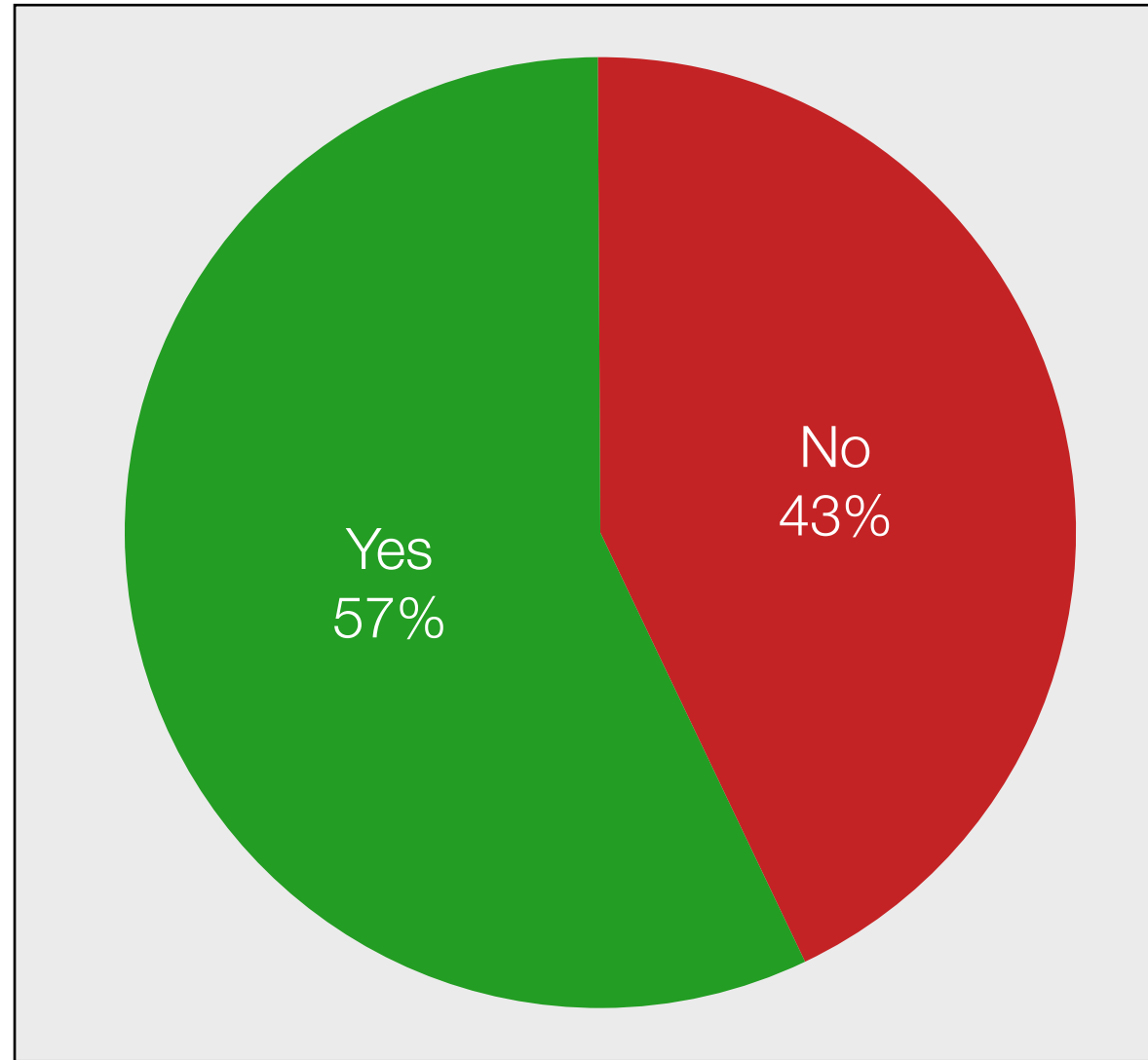


COVID-19 pandemic has reduced likelihood of Influenza vaccination

11. Do you feel that the COVID-19 pandemic has reduced your likelihood of getting vaccinated against Influenza? Specify why?

COVID-19 pandemic has reduced likelihood of Influenza vaccination

- Overall, 57% answered 'Yes' that they feel that the COVID-19 pandemic has reduced their likelihood of getting vaccinated against Influenza, with 43% answering 'No'.
- Summarised in the table below, age was the main determinant for answering 'Yes' highest amongst the younger age groups, and lowest amongst those aged 55+.
- Men had a higher response to 'Yes' (60%) compared to women (54%).
- There was minor variation across geographic areas and other socio-economic criteria.



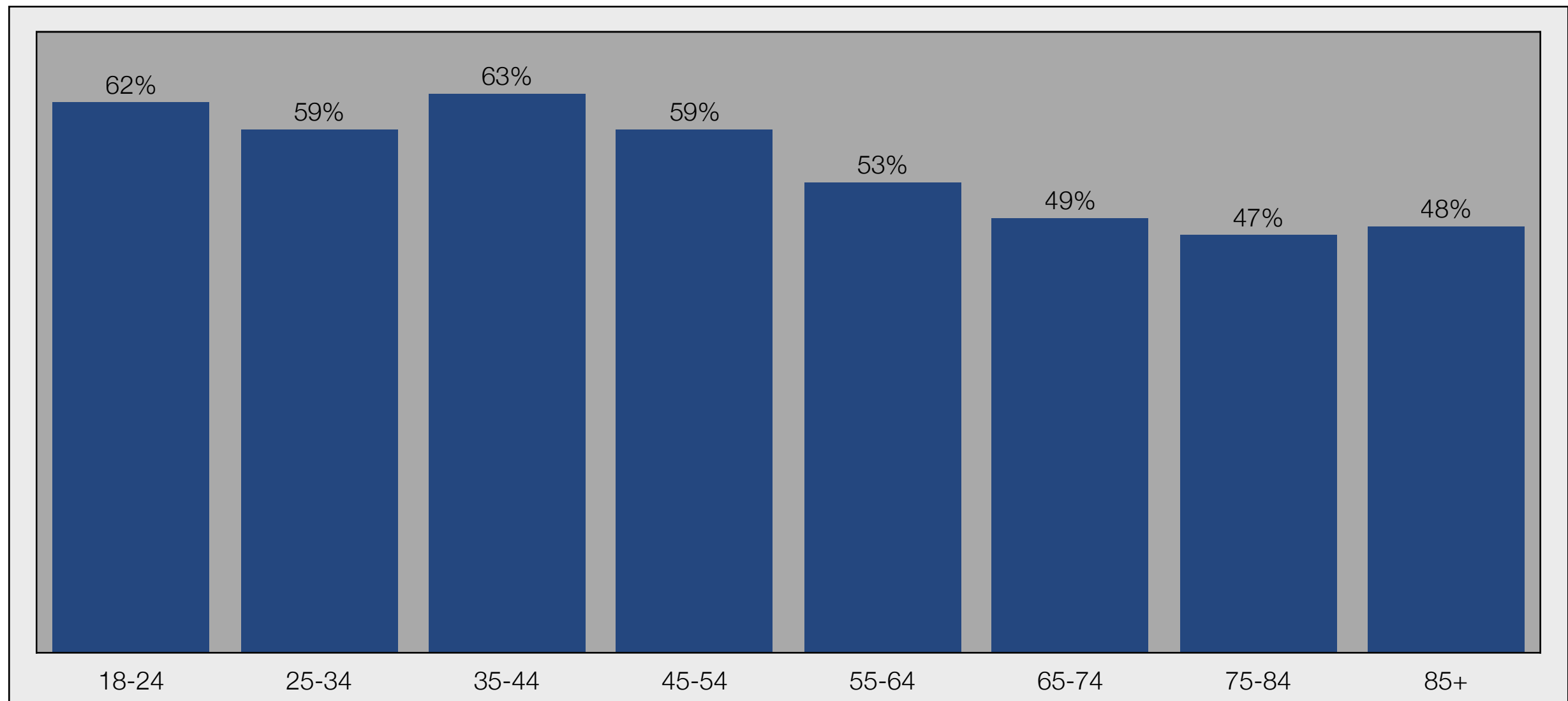
Main Reasons Specified for 'Yes' & 'No'

'Yes'

- 32% feel they are now having too many vaccinations and have developed vaccine hesitancy and avoidance, specifically from:
 - 1-2 COVID-19 boosters per year being recommended
 - Some aged 50+ are being recommended Shingles and Pertussis vaccinations
- 26% wish to reduce the number of vaccinations they have, where:
 - Many are prioritising COVID-19 boosters over Influenza as the former is viewed as being a more serious virus
- 21% are concerned about the effects of having the COVID-19 vaccinations and booster vaccinations, where many experienced side effects for the first time from a vaccination and they believe these and other vaccinations, including Influenza, are doing harm to their health.

'No'

- 34% hold the view that Influenza has not gone away since the COVID-19 pandemic, that it can be just as severe as COVID-19 and they will still get vaccinated against it.
- 22% get vaccinated against Influenza every year, it is a routine or habit to protect their health and COVID-19 has not changed that.
- 16% have family or friends who are elderly, or have medical conditions which put them in the 'at risk' category concerning Influenza and COVID-19 has had no impact on this and they feel compelled to have the Influenza vaccination.
- 13% are concerned about getting COVID-19 and Influenza at the same time, or in a short timespan apart, and the impact this would have on their health.



81% would ask their GP or HCP for advice about COVID-19 booster

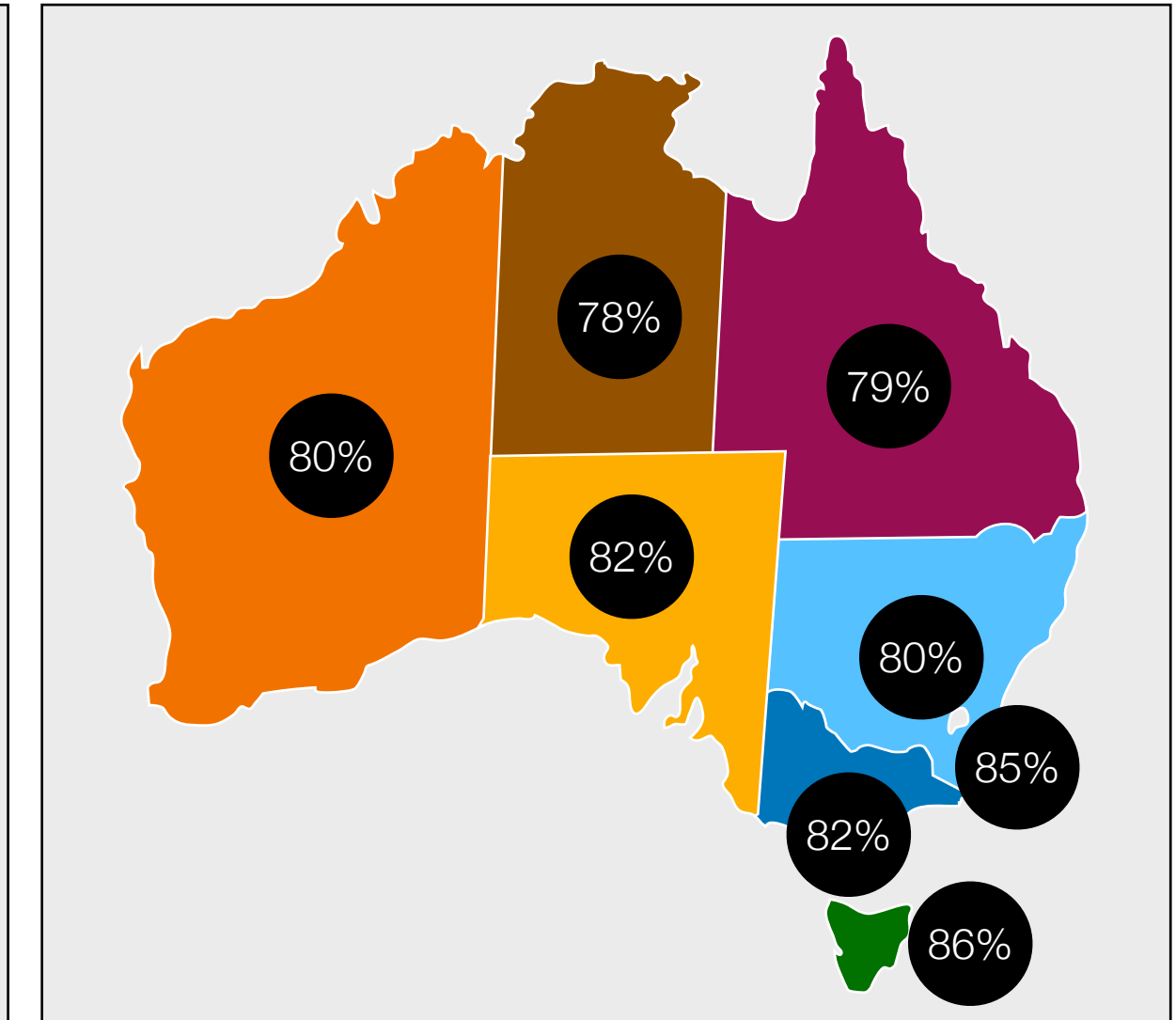
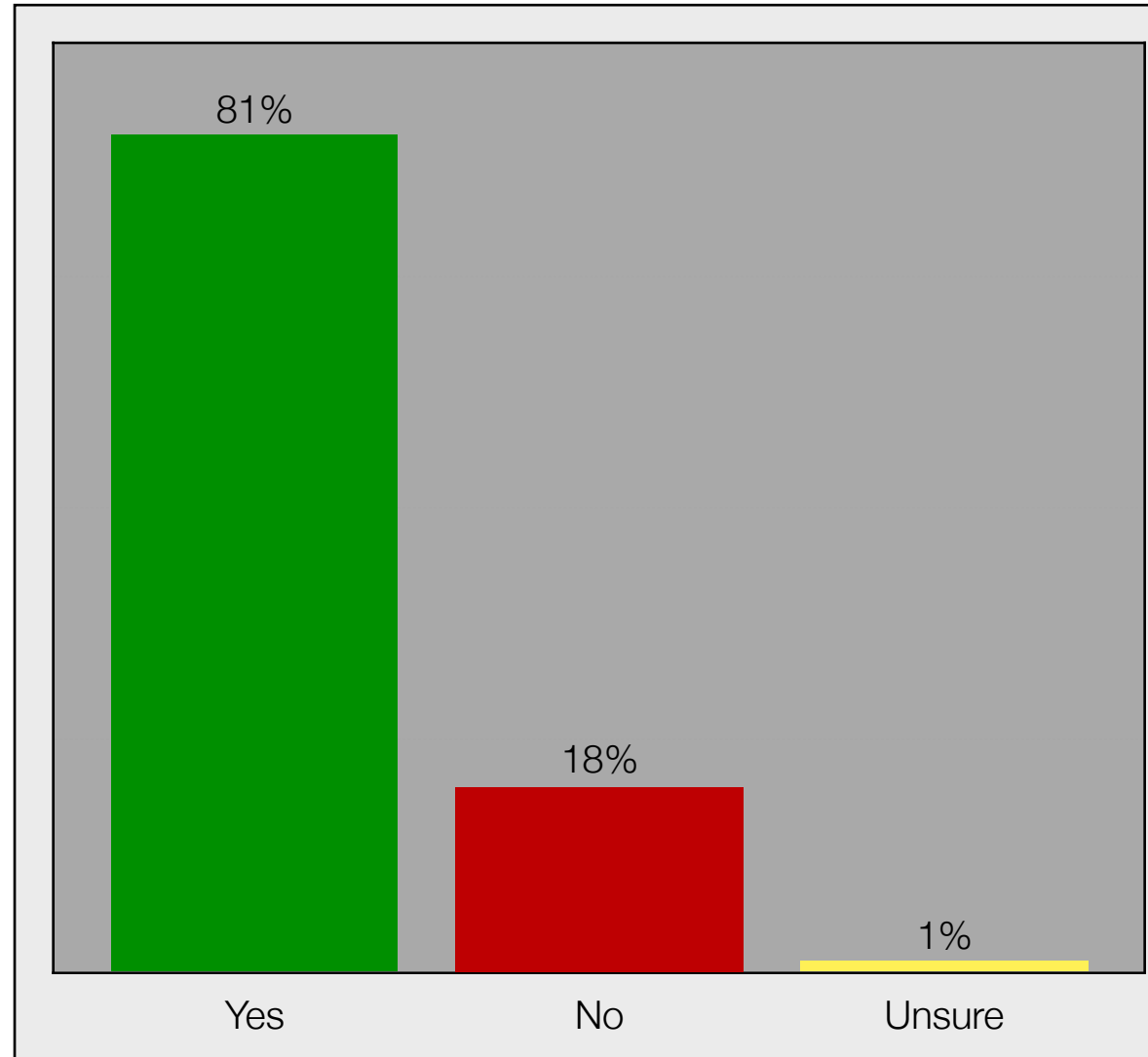
12. Would you ask your General Practitioner or Health Care Provider for advice on getting a COVID-19 booster at the same time as your Influenza vaccination?

81% would ask their GP or HCP for advice about COVID-19 booster

- Overall, 81% answered 'Yes' that they would ask their GP or HCP for advice about getting a COVID-19 booster at the same time as their Influenza vaccination.
- 18% answered 'No' & 1% 'Unsure'.

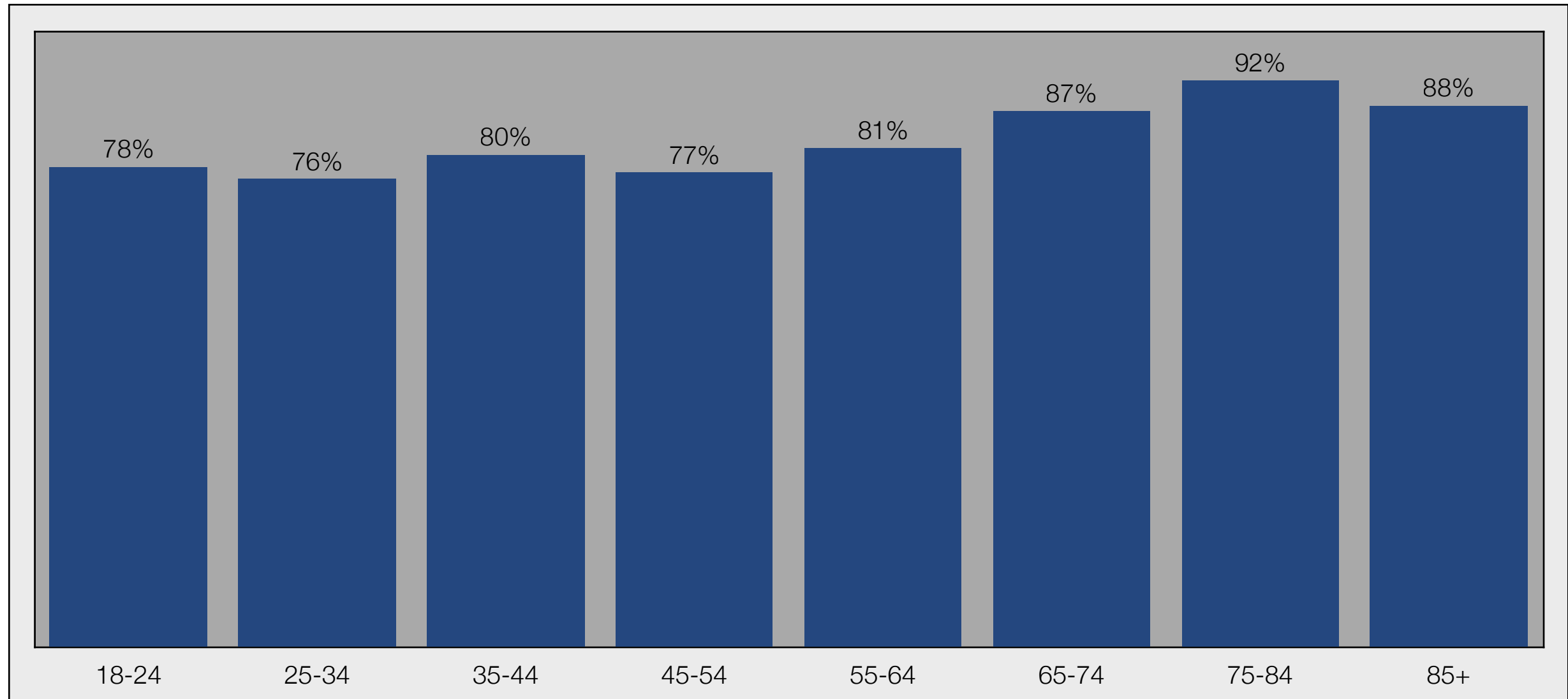
Age the main determinant for answering 'Yes'

- The main determinant for answering 'Yes', shown in the chart below, was age, highest amongst the older age groups, with geographic location & gender also determinants.



Determinants amongst those who answered 'Yes'

Age	Gender	Relationship Status	Occupation
<ul style="list-style-type: none"> • Higher amongst older age groups: <ul style="list-style-type: none"> - 92% of those aged 75-84 - 88% (85+) - 87% (65-74) 	<ul style="list-style-type: none"> • Higher amongst women: <ul style="list-style-type: none"> - Women 85% - Men 79% 	<ul style="list-style-type: none"> • Highest amongst: <ul style="list-style-type: none"> - Married (84%) - Partnered (83%) - Widowed (83%) 	<ul style="list-style-type: none"> • Highest amongst those retired and employed: <ul style="list-style-type: none"> - Retired/Pensioner (86%) - Independent Professional (85%) - Employee (Full-Time) (83%)
Education	Household Income	State/Territory	Geographic Area
<ul style="list-style-type: none"> • Variation across education levels: <ul style="list-style-type: none"> - Undergraduate Degree (84%) - Higher School Certificate (83%) - Technical/Trade Diploma (83%) 	<ul style="list-style-type: none"> • Higher amongst those from middle-lower income households: <ul style="list-style-type: none"> - \$50-75k+ (85%) - \$150-174k (84%) - \$25-49k (83%) 	<ul style="list-style-type: none"> • Highest amongst: <ul style="list-style-type: none"> - TAS (86%) - ACT (85%) - VIC & SA (82%) 	<ul style="list-style-type: none"> • Higher in metropolitan areas: <ul style="list-style-type: none"> - Metropolitan (82%) - Regional (79%) - Rural (77%) - Remote (78%)



27% aware of RSV, 14% unsure & 59% unaware

13. Are you aware of RSV (Respiratory Syncytial Virus)?

27% aware of RSV, 14% unsure & 59% unaware

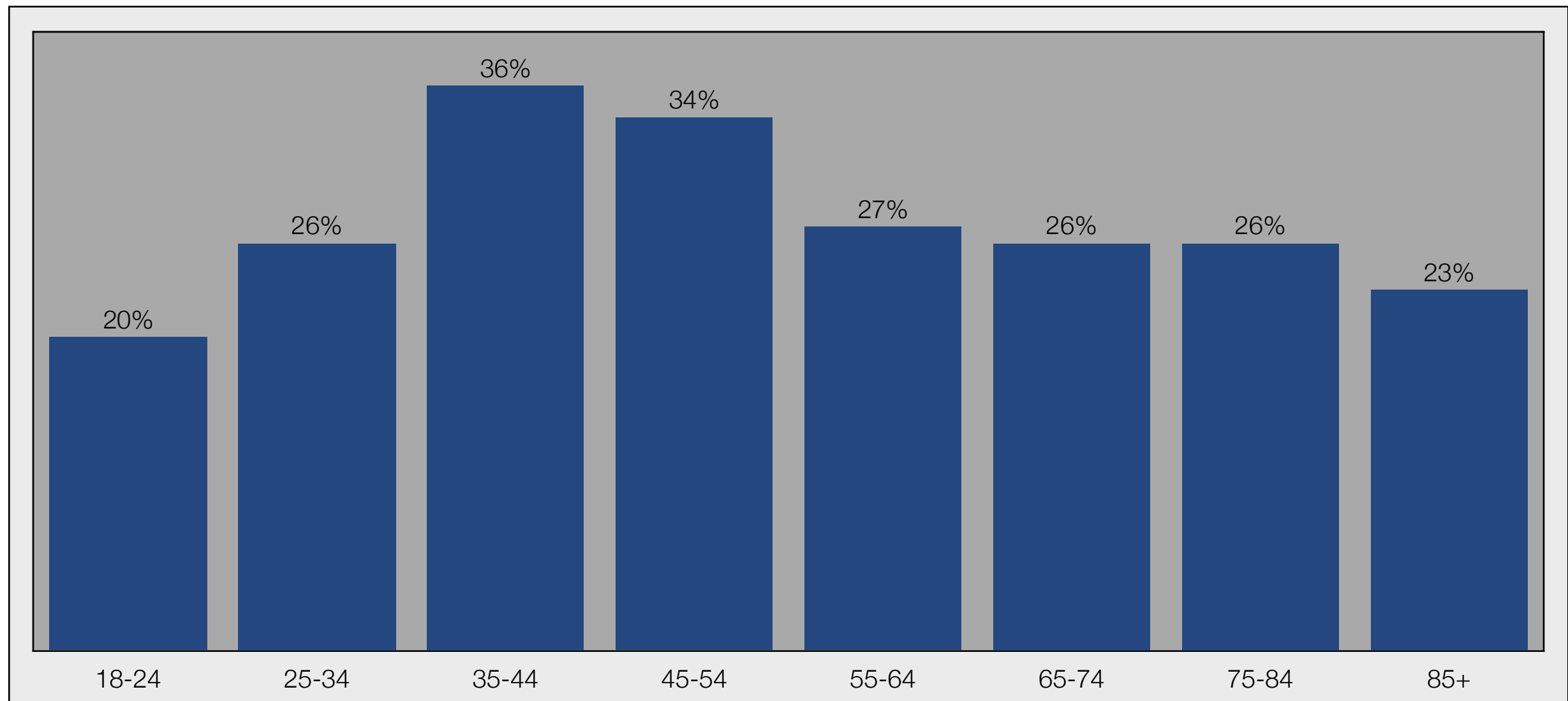
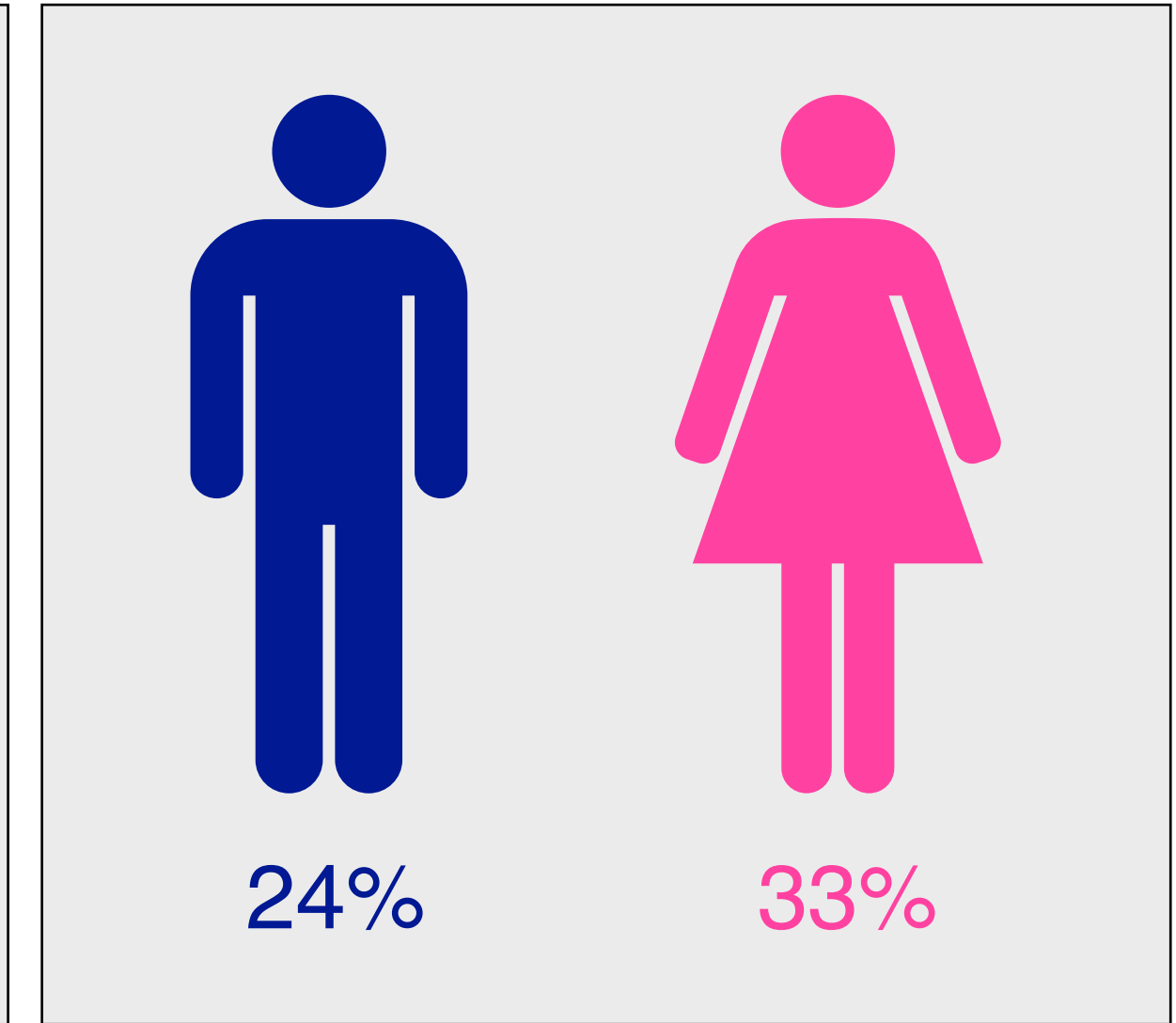
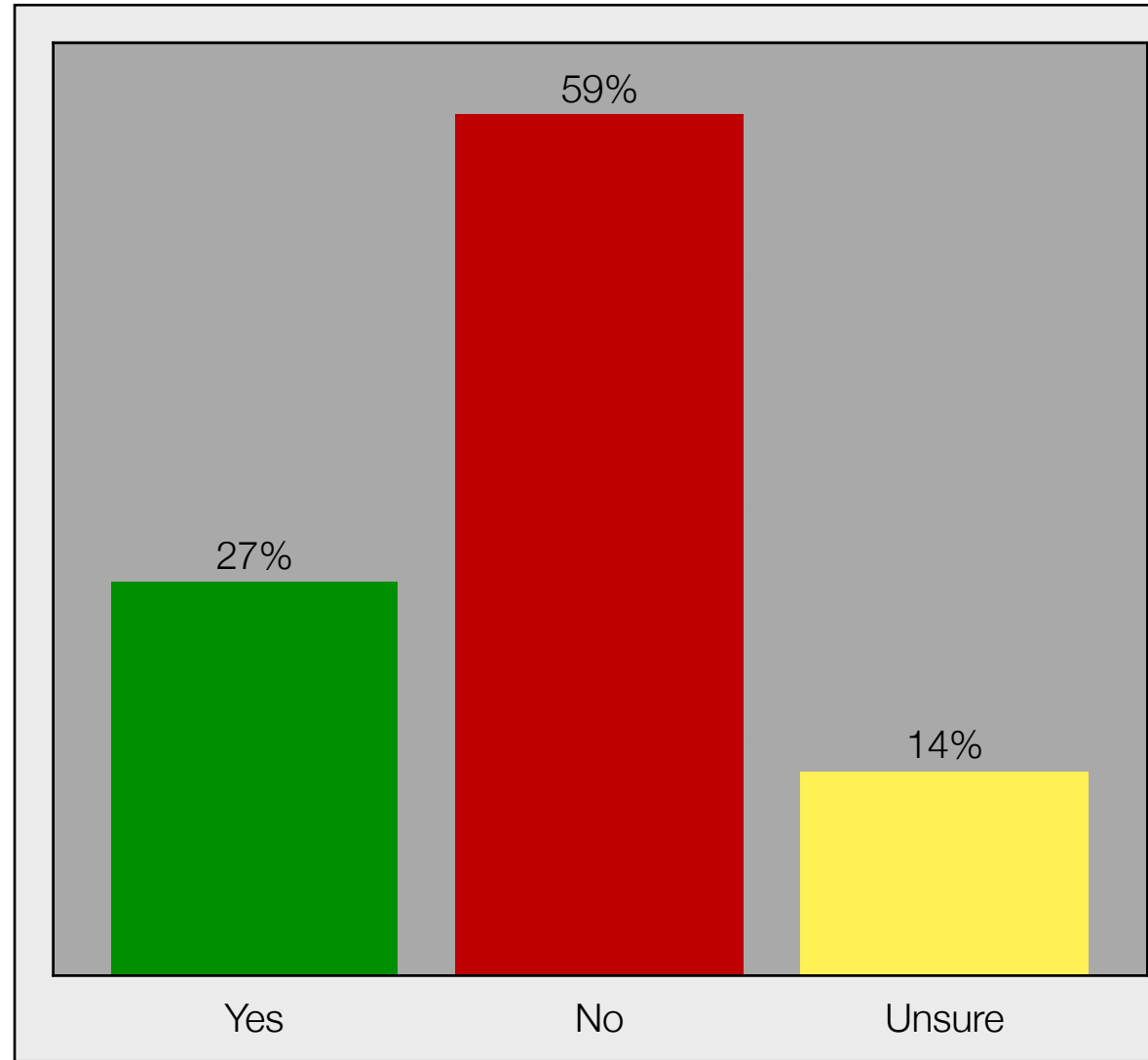
- Overall, 27% answered 'Yes' that they are aware of RSV.
- 14% answered 'Unsure' & 59% 'No' that they were not aware of RSV.

Highest amongst middle-aged and women

- The main determinants for answering 'Yes' shown in the charts opposite and below, were gender and age, where:
 - There was a 9% difference between women (33%) compared to men (24%)
 - There was a higher skew towards those aged 35-44 (36%) & 45-54 (34%)

Some believe RSV is a new virus or one which circulates every few years

- The qualitative research had similar findings, with around 30% being aware of RSV and those with the highest awareness being in the 35-54 age group, particularly women, with this found to be the result of recently having children and also having parents aged 65+ who may be at risk of RSV.
- There was also higher awareness amongst those aged 65+, with a notable proportion stating that they had recently become aware of, or reminded of, RSV through their GP, HCP, or in the media.
- Also in the focus groups, around 20% were unsure of RSV and 50% answered 'No' that they were not aware of it at all, when these participants were probed about what they thought it was, two views were quite common across many of the groups:
 - It was a new virus, similar to, but not as harmful, as COVID-19 and Influenza
 - It was an uncommon and not overly harmful virus, which circulates every few years



Concern & priority towards vaccination for COVID-19 & Influenza

14. Which respiratory virus are you most concerned about this winter and will prioritise being vaccinated against?

Concern & priority towards vaccination for COVID-19 & Influenza

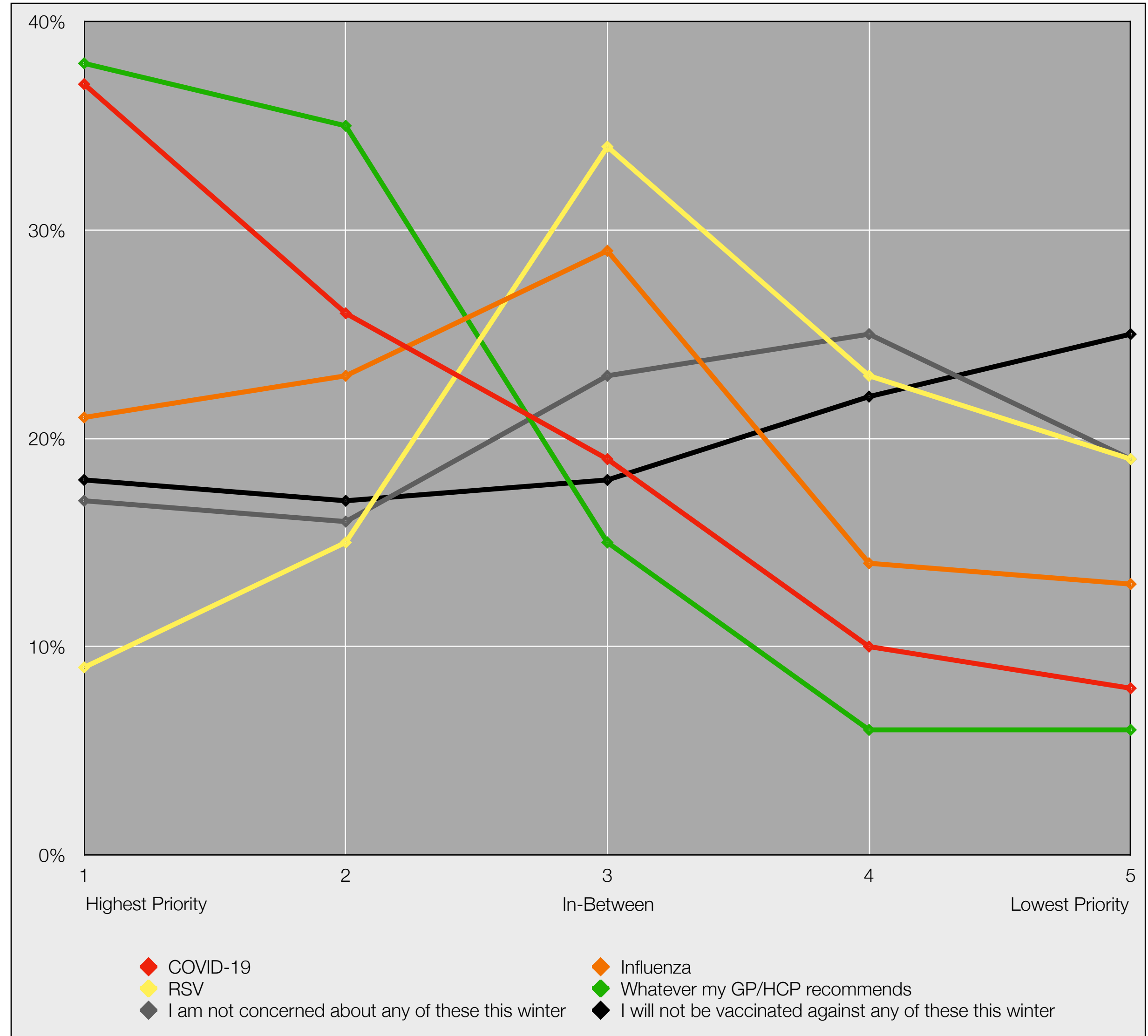
- Illustrated in the chart opposite, the highest level of concern amongst the three respiratory virus's was:
 - COVID-19 where 37% gave it the highest priority (1) and 26% gave it the second highest priority (2)
 - Influenza followed, where 21% gave it the highest priority (1) and 23% gave it the second highest priority (2)
 - RSV received the lowest priority, where 9% gave it the highest priority (1) and 15% gave it the second highest priority (2)

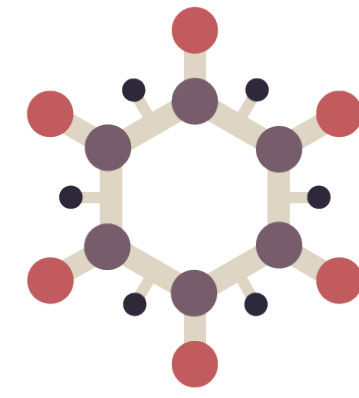
Strong support for what GP's & HCP's recommend

- There was very strong support for 'Whatever my General Practitioner or Health Care Provider recommends', illustrated in the chart, where:
 - 38% gave it the highest priority (1) and 35% gave it the second highest priority (2)

Proportion who are not concerned & not intending to be vaccinated

- There was a notable proportion not concerned and not intending to be vaccinated against any of the respiratory virus's this winter, illustrated in the chart:
 - 'I am not concerned about any of these this winter' 17% gave it the highest priority (1) and 16% gave it the second highest priority (2)
 - 'I will not be vaccinated against any of these this winter' 18% gave it the highest priority (1) and 17% gave it the second highest priority (2)





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