

# Newspoll Omnibus Survey

June 2014

## Summary Report

# Flu Vaccinations

Department of Health

23 June 2014

Newspoll Ref: 140604

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# Newspoll Omnibus

The Newspoll Omnibus is a weekly multi-client telephone survey of 1,200 Australian adults.

Quotas are used to structure the raw sample, with statistical weighting by age, gender, area and education to ABS population estimates then used to provide the most accurate representation of the population. The survey is conducted by landline telephone using random selection of households, and using the 'youngest adult' method to randomise the selection of respondents within the household.

Surveying for the 140604 round was conducted from 13-15 June 2014.

Additional detail about the survey methodology and results can be obtained from the Newspoll and Health contacts identified on the cover.

## Note: Margins of Error

All surveys have a range of different types of error associated with them.

Newspoll's omnibus methodology has been designed to minimise error associated with measurement, coverage, non-response and process. Through the benefit of being able to review our survey results to election outcomes on average twice per year for the last 29 years, we know that this methodology largely works.

Sampling error refers to how confident we can be that the survey result reflects the 'real' result. In a probability sample as used in the Omnibus, we can estimate the sample error associated with the full sample size and with various subgroups. The table below shows the estimated maximum sample errors at the 95% confidence level (that is, we would expect the real result to be within  $\pm X\%$  of the survey result 95% of the time).

Size		Estimated maximum margin of error
1,200	Full sample .....	$\pm 3\%$
600	eg: Males / Females .....	$\pm 4\%$
400	.....	$\pm 5\%$
300	.....	$\pm 6\%$
200	.....	$\pm 7\%$
150	.....	$\pm 8\%$
100	.....	$\pm 10\%$

Samples or sub-samples smaller than 150 should be treated with some caution, and Newspoll recommends reporting results from such samples as being indicative only.

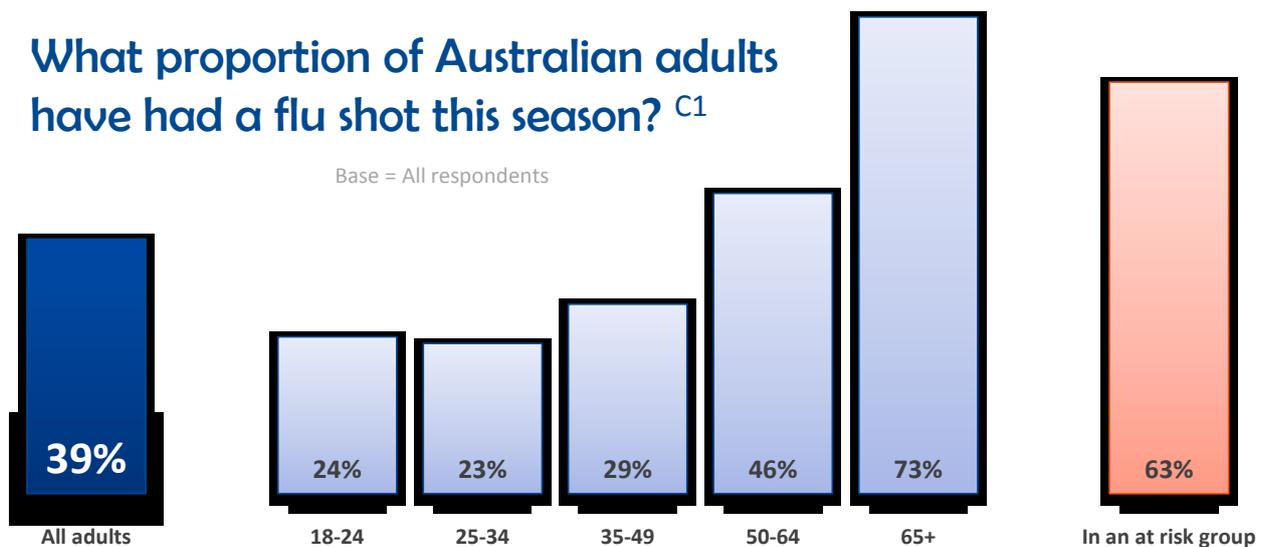
Samples of less than 30 are generally considered insufficient for even indicative consideration.

# Survey Results

Nearly 2-in-5 Australian adults had had a flu shot this season as at mid-June (39%) <sup>C1</sup>.

Nearly three quarters of those aged 65+ had had a flu shot, and 63% of those who are in at least one of the higher risk groups (over 65, have a chronic health or medical condition, pregnant or a member of Australia's Indigenous population).

## What proportion of Australian adults have had a flu shot this season? <sup>C1</sup>



29% of all people who had received a flu shot this season said that they *always get a flu shot*, and that this was largely why they had got one this year. The next most common response was something that fell into a general category of *prevention / not wanting to get the flu / that it is a sensible precaution*, with 18% of all people who had had a shot giving one of these types of response <sup>C5</sup>.

Older Australians were most likely to say that they always get a flu shot, while younger Australians are most likely to give one of the 'preventative' responses.

10% said that they were prompted to get the flu shot for work-related reasons, 10% said it was recommended by their doctor, and 9% that they have some sort of chronic health or medical condition.

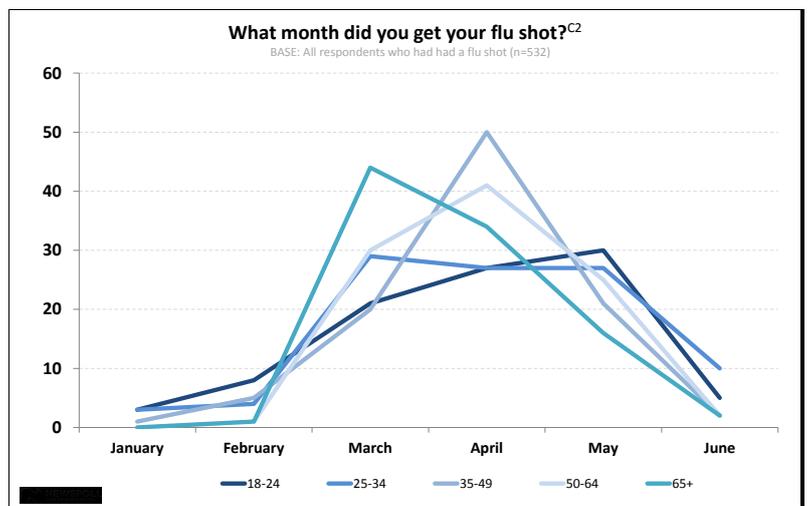
However, of those who have not had a shot, there is little expectation that they will now get a shot this season. Just 15% of those not yet vaccinated thought that it was even *somewhat likely* that they would still get a shot <sup>C7</sup>.

There were two common reasons why people didn't have a flu shot this season. 38% of those who hadn't said something along the lines of *I'm healthy / I don't think I need it / I'm not around people with the flu*. Another 22% said that they *never got around to it / it wasn't convenient / they forgot*, with this being most common for 18-34 year olds <sup>C6</sup>.

Looking specifically at the over 50s who didn't have a flu shot, between 5%-7% said each of: *Don't like / believe in vaccinations; don't believe they work; the flu shot gives you flu; and not liking needles*.

4% of those who have had a flu shot reported getting it in January or February, and another 32% in March. With a further 38% of those getting a shot having had it by April, nearly three quarters of those who have had a shot were vaccinated by the end of April.

The chart to the right here shows that older Australians (65+) were the most likely to get their shot early in the season (in March).



The great majority of the Australians who have had a flu vaccination got them through their doctor or at a GP Clinic (69%). 21% reported getting their shot through work, 7% at a community clinic or hospital, and 3% in some other way <sup>C3</sup>.

83% of the people who were in one of the higher risk groups and who had had a flu shot got their shot at a GP or GP Clinic.

People of “working age” were much more likely to have had their flu shot at work. However, only for the 35-49 cohort was the at-work channel more common than the GP channel.

Where did you get your flu shot? <sup>C3</sup>	Total	In an at risk group	18-34	35-49	50-64	65+
GP / GP Clinic	69%	83%	54%	42%	73%	89%
At work	21%	9%	25%	48%	21%	3%
Somewhere else	10%	8%	21%	10%	6%	8%

Sample size: Total 532, In an at risk group 315, 18-34 72, 35-49 97, 50-64 120, 65+ 243

**Two thirds of the people who had had a flu shot felt that they had got it for free (65%)<sup>c4</sup>.**

Of the others, 13% felt that they had paid for the flu shot only, 8% that they had only paid a consultation fee, and 8% that they had paid for both the consultation and the shot. Another 5% made some sort of payment, but were unable to say exactly what it was for.

81% of those aged over 65 reported that their flu shot was free, as did 77% of those people who were in any of the high risk groups. In both cases, more than half of those who did have to make *some* sort of payment felt that it was just a consultation fee, and that the shot itself was free.

99% of flu shots received at work were free, compared to 56% of those from a GP or GP Clinic.

4% of people who did not have a flu shot said that cost was a factor in not having got a shot<sup>c6</sup>.

# Questionnaire (Section C)

## **SECTION C** - PROG NOTE: ASK ALL RESPONDENTS

C1 Now a question about health. Each year the flu season in Australia starts in mid-March and runs through to the end of Winter. Have you had a flu shot or vaccination in Australia this year? **DO NOT READ**

**PROG NOTE:**  
- **SINGLE RESPONSE**

1	Yes
2	No
99	Don't know

**PROG NOTE: ASK IF HAD FLU SHOT IE CODE 1 IN C1. CODE 2-99 GO TO C6**

C2 What month did you get your flu shot? **DO NOT READ**

**IF RESPONDENT CANNOT RECALL EXACT MONTH, ASK FOR THEIR BEST GUESS**

**PROG NOTE:**  
- **SINGLE RESPONSE**

1	January
2	February
3	March
4	April
5	May
6	June
7	Last year \ 2013
99	Don't know

C3 Where did you get the flu shot done? **DO NOT READ**

**PROG NOTE:**  
- **SINGLE RESPONSE**

1	GP clinic \ General Practitioner \ Doctor
2	At a community clinic or local clinic
3	At work
4	At university \ school
5	Pharmacy
96	Other ( <b>SPECIFY</b> )
99	Don't know

C4 When getting a flu shot, some people have to pay for the shot itself, and some may also have to pay a consultation fee to whoever gave them the flu shot. When you got your flu shot did you...? **READ OUT**

**PROG NOTE:**  
- **SINGLE RESPONSE**

1	Pay <b>only</b> for the flu shot
2	Pay <b>only</b> a consultation fee
3	Pay for <b>both</b> the flu shot <b>and</b> a consultation
4	Pay a fee but it wasn't clear whether you were paying for the flu shot or the consultation
5	Or, did you <b>not</b> have to pay at <b>all</b> to get the flu shot
98	<b>DO NOT READ</b> Definitely paid for something, but don't know what
99	<b>DO NOT READ</b> Don't know

C5 What reason or reasons prompted you to get a flu shot this year? **DO NOT READ**

**PROG NOTE:**

- **MULTI RESPONSE**
- **IF 1-96 SELECTED THEN CANNOT SELECT 99**

1	Was available free \ cheaply
2	Flu season seems bad this year
3	Always get a flu shot
4	Change of family circumstances
5	Happened to be at clinic \ GP for some other reason
6	Was available through work
7	Was travelling
8	Was recommended by my doctor \ GP
9	Was recommended by a friend or family member
10	Recommendation through media \ advertising
96	Other ( <b>SPECIFY</b> )
99	None \ don't know

**PROG NOTE: ASK IF NOT HAD FLU SHOT IE CODE 2 IN C1. OTHERS GO TO C8**

C6 For what reason or reasons have you **not** had a flu shot this year? **DO NOT READ**

**PROG NOTE:**

- **MULTI RESPONSE**
- **IF 1-96 SELECTED THEN CANNOT SELECT 99**

1	Don't think I need it
2	Cost
3	New co-payment \ cost to visit a GP since the budget
4	This flu season doesn't seem as bad
5	Don't like \ believe in vaccinations
6	Don't like needles
7	Was never convenient to get one \ didn't get around to it
8	The flu shot gives you the flu
96	Other ( <b>SPECIFY</b> )
99	None \ don't know

C7 Is it likely or not likely that you will still get a flu shot this year? **UNFOLD**

- IF LIKELY**                      Is that very likely or somewhat likely?  
**IF NOT LIKELY**                Is that not at all likely or not very likely?

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Very likely
2	Somewhat likely
3	Not very likely
4	Not at all likely
99	Neither \ don't know

**PROG NOTE: ASK ALL RESPONDENTS**C8 Which, if any, of the following applies to you? Firstly... **READ OUT****PROG NOTE:**

- **MULTI RESPONSE**
- **IF AGED 65+ IE CODE 11 IN Q1 AUTOFILL CODE 4**
- **IF 1-4 SELECTED THEN CANNOT SELECT 99**

1	You have a chronic health or medical condition such as severe asthma, heart or lung disease, low immunity or diabetes
2	<b>PROG NOTE: SHOW TO FEMALES AGED 18-44</b> You are pregnant or have been pregnant since March 15
3	You are of Aboriginal or Torres Strait Islander descent
4	<b>PROG NOTE: DO NOT DISPLAY</b> Over 65
99	<b>DO NOT READ</b> None \ don't know

**DEMOGRAPHICS**

1 To make sure we're speaking to a cross-section of people, please tell me if you are aged...?

1	18-19
2	20-24
3	25-29
4	30-34
5	35-39
6	40-44
7	45-49
8	50-54
9	55-59
10	60-64
11	65+
12	Refused

2 **RECORD SEX**

1	Male
2	Female

3 Are you the person who is **most** responsible for doing the household grocery shopping?  
**IF UNSURE \ SHARED EQUALLY WITH SOMEONE ELSE CODE AS "YES"**

1	Yes
2	No

4(a) How many people aged 18 years or over live in your household, including yourself?

1	One
2	Two
3	Three
4	Four
5	Five
6	Six or more
8	Don't know \ refused

4(b) And how many children aged 17 years or younger live in your household?

1	One
2	Two
3	Three
4	Four
5	Five
6	Six or more
7	None
8	Don't know \ refused

5 Are you in paid employment full time, part time or not at all?  
**IF UNSURE \ CASUAL \ SELF EMPLOYED** Is that closer to full time or part time hours?

1	Full time
2	Part time
3	Not at all
4	Don't know \ refused

Z1 For classification, could you tell me the highest level of primary or secondary school you personally have completed? Was it ...?

1	Year 9 or below
2	Year 10
3	Or, year 11 or 12
4	Don't know \ refused
5	Other ( <b>SPECIFY</b> )

Z2 And **apart** from primary and secondary school, what is the highest level of education you personally have **completed**? Was it...?

1	A diploma or certificate from a college or TAFE, including an apprenticeship
2	A degree or diploma from a university
3	Or, none of these
4	Refused \ don't know

Z3 Which **one** of these best describes your present marital status?

1	Never married
2	Defacto or live together
3	Married
4	Separated but not divorced
5	Divorced
6	Widowed
7	Refused

Z4 What is the occupation of the main income earner of your household?  
**IF NECESSARY** Could I also have the position or job title of your household's main income earner.

\_\_\_\_\_

Z5(a) Is your household's combined annual income from all sources, before tax...

	<b>Under 50 thousand dollars</b>
1	Under 30 thousand
2	30 to 39
4	Or, 40 to 49 thousand dollars
95	Refused \ don't know
	<b>50 to 89</b>
5	50 to 59 thousand
6	60 to 69
7	70 to 79
9	Or, 80 to 89 thousand dollars
96	Refused \ don't know
	<b>Or, 90 thousand dollars or more</b>
10	90 to 99 thousand
11	100 to 109
12	110 to 119
13	Or, 120 thousand dollars or more
97	Refused \ don't know