Quantum Market Research

Sentiment Towards COVID-19 Vaccine Research Department of Health

Report | April 2021 (Wave 7 Part 1)

Research methodology



Online survey conducted via an online research panel



 Questions relating to the COVID-19 vaccine were included in Quantum's AustraliaNOW survey – a weekly survey of 1,000 Australians tracking attitudes and behaviours during the COVID-19 pandemic.



- Nationally representative sample by age, gender and location (State)
- Total sample size of n=1,000 per wave

Fieldwork dates:







- Wave 4: 14th 16th January 2021
- Wave 5: 4th 8th February 2021
- Wave 6: 4th 9th March 2021
- Wave 7 (Part 1): 8th 12th April 2021

The project was carried out in line with the Market Research International Standard, AS ISO 20252.



Key take outs

- Overall intention to take up the COVID-19 vaccine has declined for the second consecutive month, with just over two-thirds of Australians (68%) now likely to get vaccinated. The decrease in vaccination intentions is largely being driven by those aged under 50 years and follows news of Australia's first blood-clotting case linked to the AstraZeneca vaccine.
- 2. The prevalence of concerns about the safety of the COVID-19 vaccines has increased in April. The proportion of Australians that have any concerns about the vaccine increased from 75% in March to 83% in April. Concern is most prominent in relation to potential long-term side effects, however, concerns about the testing process, short-term side effects and the vaccine potentially being unsafe have all increased since March.
- 3. Confidence in the safety of the vaccine is the main form of reassurance required for driving consideration. Almost three in ten (29%) of those that would be unlikely to be vaccinated against COVID-19 indicate that having confidence in the safety of the vaccine would be the main factor that would encourage them to consider being vaccinated against COVID-19.



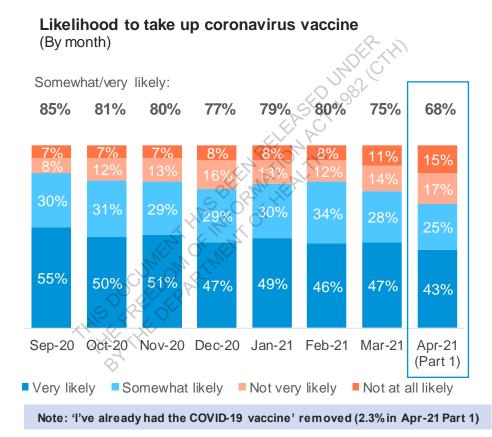
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Findings: Sentiment Towards a COVID-19 Vaccine

Intention to take up the COVID-19 vaccine has declined, with just over two-thirds of Australians (68%) now likely to get vaccinated

- The proportion of Australians that indicate that they are <u>unlikely</u> to get vaccinated has grown to 32%.
- This second consecutive month of declining vaccination intentions has coincided with news of Australia's first bloodclotting case linked to the AstraZeneca vaccine (prior to the latest wave of fieldwork) and the Federal government announcement that Australians under 50 will no longer receive AstraZeneca vaccine (during latest wave of fieldwork).

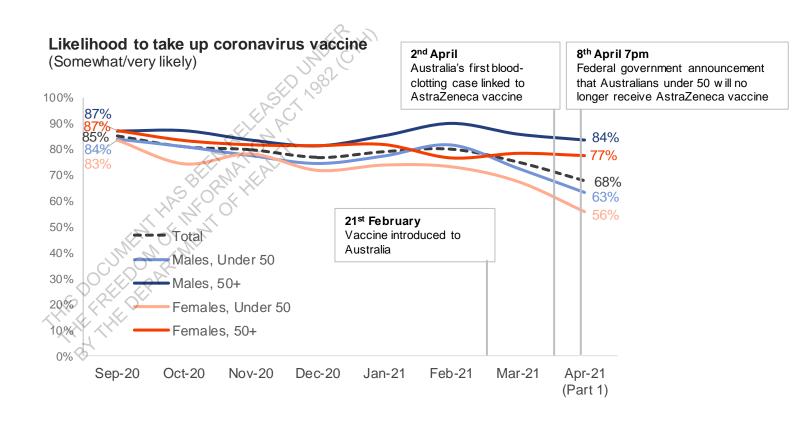


April 2021 (Part 1): 68% somewhat/very likely Monthly change BY STATE (percentage points) NSW (69%) VIC (63%) -11 QLD (66%) -7 SA (69%) +5 WA (76%) +2 BY REGION Metropolitan (68%) -6 Regional (67%) -10 BY GENDER Male (73%) -6 **Female (63%)** -8 BY AGE 18-29 (55%) -13 30-39 (66%) -6 40-49 (58%) -11 50-69 (82%) +2 70+* (78%) -13 Under 50s (59%) -11

Base: Australians that have not had the COVID-19 vaccine, n=980 (April 2021 Part 1 – AustraliaNOW). Note: New statement added March 2021 to capture those who have already had the vaccine. *Note: Small base size below State: NSW n=329; VIC n=250; QLD n=209; SA n=79; WA n=73. Region: Metropolitan n=662; Regional n=318. Gender: Male n=493; Female n=481. Age: 18-29 n=226; 30-39 n=179; 40-49 n=179; 50-69 n=319; 70+ n=77. Q10g. If a government-approved vaccine to prevent or minimise the severity of coronavirus/COVID-19 was available to you right now at no cost, how likely would you be personally to get vaccinated?

The decline in vaccination intentions is driven largely by those aged under 50 years

- Whilst vaccination intentions among those aged 50 years or over have been upheld, intentions among Australians aged under 50 years have dropped over two consecutive months.
- Vaccination intentions are lower amongst females compared to males, across both age categories.



Base: Australians that have not had the COVID-19 vaccine, n=980 (April 2021 Part 1 – AustraliaNOW). Note: New statement added March 2021 to capture those who have already had the vaccine Males under 50, n=252-306 per wave; Males 50+, n=188-249 per wave; Females under 50, n=258-336 per wave; Females 50+, n=153-247 per wave.

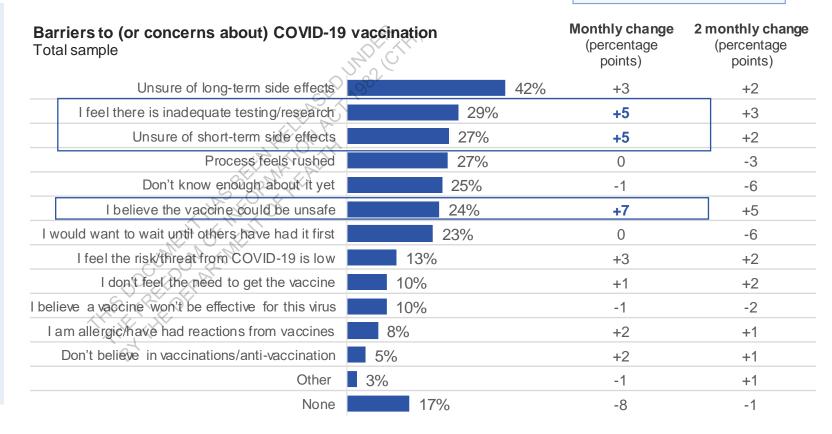
Q10g. If a government-approved vaccine to prevent or minimise the severity of coronavirus/COVID-19 was available to you right now at no cost, how likely would you be personally to get vaccinated?

Concerns about the safety of the COVID-19 vaccines have increased in April

Any barriers/ concerns:

83% (+8 p.p. last month)

- The proportion of Australians that have <u>any</u> concerns about the vaccine has increased from 75% in March to 83% in April.
- The most common concern continues to be the potential longterm side effects.
- However, concerns about the testing process, short-term side effects and the vaccine potentially being unsafe have all increased since March.
- There was a higher proportion of those in Queensland (33%) indicating that they don't know enough about the vaccine yet.



Base: Australians that have not had the COVID-19 vaccine, n=980 (April 2021 Part 1 - AustraliaNOW).

Q101. What concerns, if any, do you have about being vaccinated against COVID-19? / Which of the following (if any) are preventing you from considering being vaccinated against COVID-19?

Concerns are most heightened among those aged under 50 years, decreasing with age

- Whilst the most prominent concerns for under 50s relate to the potential long-term side effects, they are comparatively more concerned than other age groups about potential shortterm side effects, the speed of the process, their own knowledge of the vaccine and safety of the vaccine(s).
- Younger Australians are more likely to want to wait until others have had the vaccine first and feel that threat of COVID-19 is low (as is the need for vaccination).

Barriers to (or concerns about) COVID-19 vaccination By age	Under 50 (n=584)	50-69 (n=319)	70+ (n=77)
Any barriers/concerns	90%	77%	58%
Unsure of long-term side effects	42%	42%	39%
I feel there is inadequate testing/research	29%	32%	22%
Unsure of short-term side effects in the days just following vaccination	29%	22%	26%
Process feels rushed	29%	23%	24%
Don't know enough about it yet	28%	23%	14%
I believe the vaccine could be unsafe	27%	22%	18%
I would want to wait until others have had it first	27%	16%	14%
I feel the risk/threat from COVID-19 is low	16%	9%	8%
I don't feel the need to get the vaccine	14%	5%	7%
I believe a vaccine won't be effective for this virus	14%	5%	4%
I am allergic/have had reactions from vaccines	9%	8%	4%
Don't believe in vaccinations/anti-vaccination	6%	3%	2%
Other	2%	3%	4%
None	10%	23%	42%

Blue text indicates significantly higher than other subgroups

Base: Australians that have not had the COVID-19 vaccine, n=980 (April 2021 Part 1 – AustraliaNOW).

Q10I. What concerns, if any, do you have about being vaccinated against COVID-19? / Which of the following (if any) are preventing you from considering being vaccinated against COVID-19?

Females express greater concerns than males about the safety and potential side-effects of the COVID-19 vaccine(s)

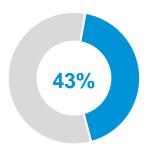
- Females are significantly more likely than males to indicate they are concerned or discouraged by the potential long-term and short-term side effects of the COVID-19 vaccine(s).
- They are also more likely to indicate that they would want others to go first (25% compared to 20% of males).

Barriers to (or concerns about) COVID-19 vaccination By age	Males (n=493)	Females (n=481)
Any barriers/concerns	80%	87%
Unsure of long-term side effects	35%	49%
I feel there is inadequate testing/research	26%	32%
Unsure of short-term side effects in the days just following vaccination	21%	33%
Process feels rushed	25%	29%
Don't know enough about it yet	23%	27%
I believe the vaccine could be unsafe	21%	28%
I would want to wait until others have had it first	20%	25%
I feel the risk/threat from COVID-19 is low	14%	13%
I don't feel the need to get the vaccine	10%	11%
I believe a vaccine won't be effective for this virus	11%	10%
I am allergic/have had reactions from vaccines	9%	8%
Don't believe in vaccinations/anti-vaccination	6%	4%
Other	2%	3%
None	20%	13%

Blue text indicates significantly higher than other subgroups

Base: Australians that have not had the COVID-19 vaccine, n=980 (April 2021 Part 1 – AustraliaNOW). Note: Sample for 'Gender fluid/diverse/non-binary' too small to show (n=6) Q10l. What concerns, if any, do you have about being vaccinated against COVID-19? / Which of the following (if any) are preventing you from considering being vaccinated against COVID-19?

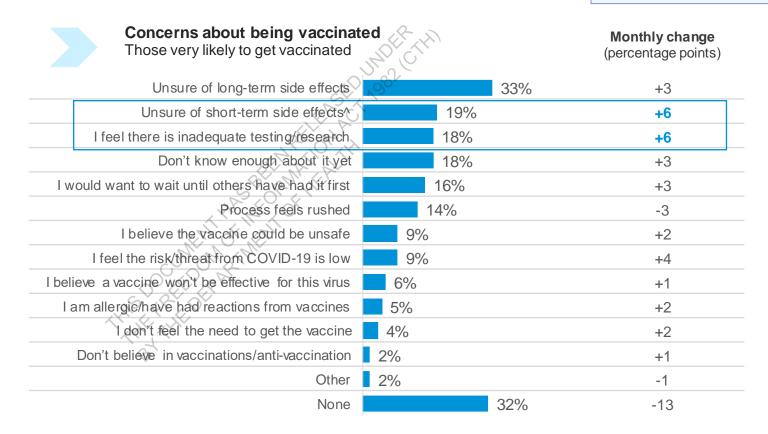
Concerns among those that are *very likely* to get vaccinated against COVID-19 have increased



Very likely to get vaccinated against COVID-19

(Apr-21 Part 1)

- Among those 'very likely' to be vaccinated' (43% of Australians), the biggest concern continues to be the potential long-term side effects.
- Concerns have increased among this cohort in relation to the potential short-term side effects and the testing process.



Base: Very likely to get vaccinated against COVID-19, n=417 (April 2021 Part 1 – AustraliaNOW). Note: New statement added February 2021 relating to side effects in the days following vaccination. Q10I. What concerns, if any, do you have about being vaccinated against COVID-19?

Any concerns:

68% (+13 p.p. last month)

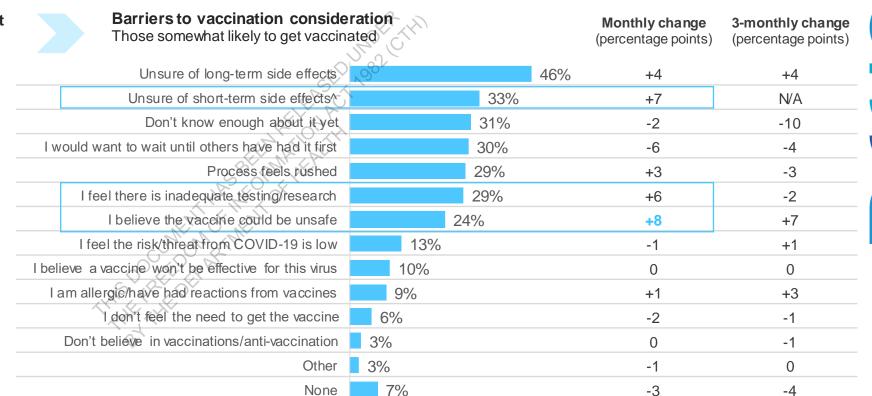
Hesitation among those *somewhat likely* to be vaccinated has shifted towards potential short-term side effects



Somewhat likely to get vaccinated against COVID-19

(Apr-21 Part 1)

 Within the cohort that are 'somewhat likely' to get vaccinated against COVID-19, there are increasing hesitations relating to shortterm side effects, the testing process and in particular, the safety of the vaccine(s).



Any barriers:

93% (+3 p.p. last month)

Base: Somewhat likely to get vaccinated against COVID-19, n=246 (April 2021 Part 1 – AustraliaNOW). Note: New statement added February 2021 relating to side effects in the days following vaccination. Q10I. Which of the following (if any) are preventing you from considering being vaccinated against COVID-19?

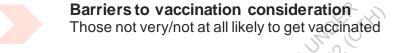
An increasing proportion of those unlikely to be vaccinated believe the vaccine could be unsafe

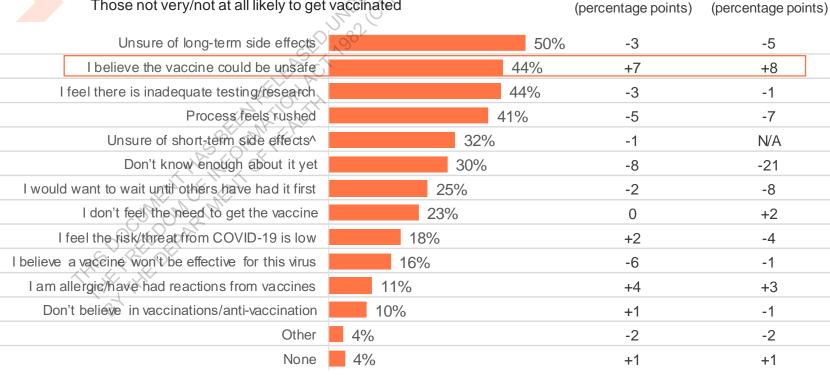


Not very/not at all likely to get vaccinated against COVID-19

(Apr-21 Part 1)

- Among those unlikely to be vaccinated, an increasing proportion believe the vaccine could be unsafe (up 7 percentage points since March).
- Positively, the proportion that indicate they don't know enough about the vaccines has decreased significantly over the past 3 months (since Jan-21).





Any barriers:

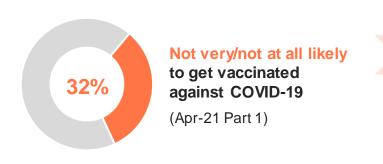
96% (-1 p.p. last month)

3-monthly change

Monthly change

Base: Not very/not at all likely to get vaccinated against COVID-19, n=317 (April 2021 Part 1 – AustraliaNOW). Note: New statement added February 2021 relating to side effects in the days following vaccination. Q10I. Which of the following (if any) are preventing you from considering being vaccinated against COVID-19?

Confidence in the safety of the vaccine is the main form of reassurance required for driving consideration



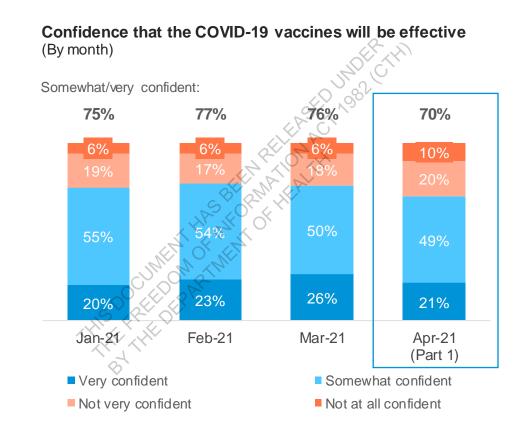
- There were no major changes between March and April, with 29% indicating that having confidence in the safety of the vaccine would be the main factor that would encourage them to consider being vaccinated against COVID-19.
- The idea of large numbers of Australians being safety vaccinated has dropped off slightly as a motivator.

What would encourage you to consider being vaccinated? Those not very/not at all likely to get vaccinated		Monthly change (percentage
	Mar-21	" points)
If I felt confident that it was safe for me to get the vaccine	29%	0
If large numbers of Australians had been safely vaccinated against COVID-19	19%	-6
If large numbers of people around the world had been safely vaccinated against COVID-19	19%	-2
If COVID-19 vaccines were shown to be reducing the number of people getting severe symptoms or dying	18%	-1
If a COVID-19 vaccine was required for overseas travel	17%	0
If there were changes to my health that made me more at risk from COVID-19	14%	+5
If there was community transmission of COVID-19 in my local area	10%	+3
If it gave me more freedom to travel within Australia	9%	-3
If it meant I didn't have to quarantine on arrival or return when travelling interstate or overseas	8%	-5
If vaccination helped us to get back to normal life more quickly	8%	-5
If it meant I didn't have to self-isolate if there was a local outbreak of COVID-19	8%	-1
If many of my family and/or social circle had been vaccinated for COVID-19	8%	+4
If vaccination helped Australia's economy recover	8%	-2
If I was required to interact more in person with the public and/or vulnerable/immuno-compromised people	7%	-2
If my workplace/ employer gave me time off to get vaccinated (and recover if I had side effects)	7%	-1
Other	3%	-1
None	27%	-1

Base: Not very/not at all likely to get vaccinated against COVID-19, n=317 (April 2021 Part 1 – AustraliaNOW). Q10n. Which of the following (if any) would encourage you to consider being vaccinated against COVID-19?

Confidence that the COVID-19 vaccines will be effective has softened, with 70% somewhat/very confident

- In April, seven in ten Australians (70%) feel confident that the COVID-19 vaccines that have been developed will be effective. This represents a drop of 6 percentage points since March, and is largely driven by those aged under 50 years.
- Although not a main barrier to vaccine uptake, perceived effectiveness continues to be linked with vaccination intentions, with 85% of those very confident in the effectiveness of the vaccines also very likely to be vaccinated.



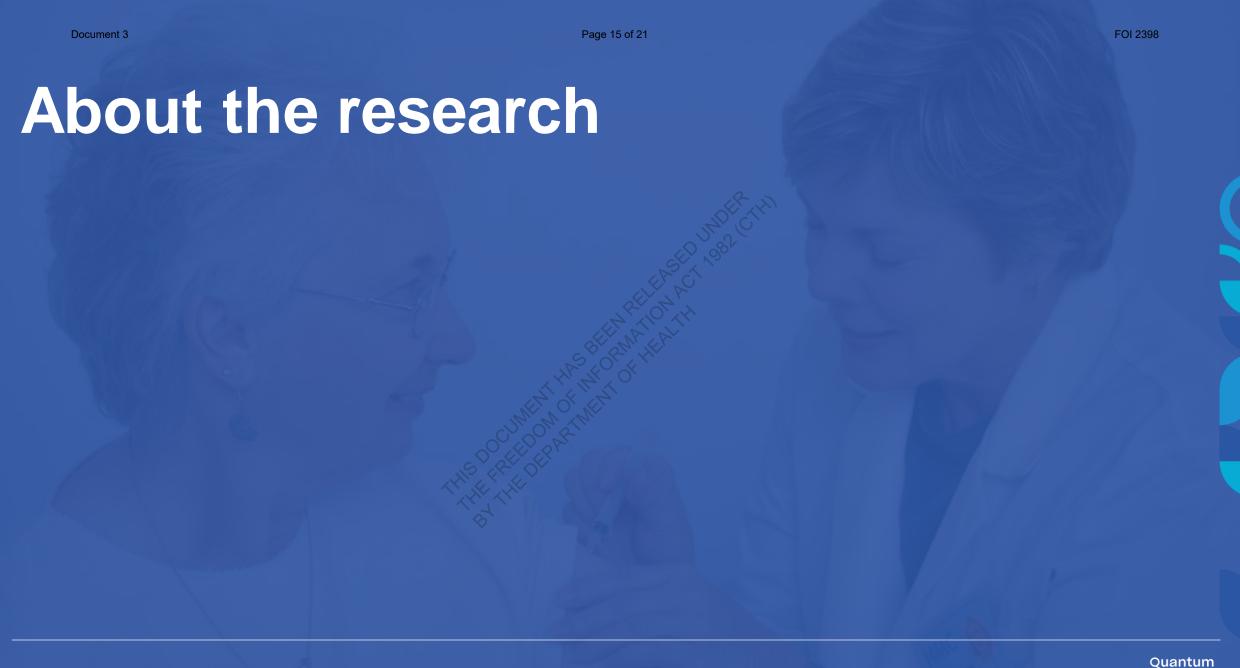
April 2021 (Part 1):

70% somewhat/very confident

BY STATE	Monthly change (percentage points)
NSW (70%)	-11
VIC (69%)	-6
QLD (68%)	-4
SA (74%)	+8
WA (70%)	-2
BY REGION	
Metropolitan (70%)	-7
Regional (69%)	-6
BY GENDER	
Male (76%)	-5
Female (64%)	-7
BY AGE	
18-29 (60%)	-8
30-39 (67%)	-11
40-49 (61%)	-10
50-59 (81%)	+6
60+ (80%)	-6

Base: Australians, n=1,002 (April 2021 Part 1 - AustraliaNOW).

State: NSW n=333; VIC n=255; QLD n=214; SA n=80; WA n=77. Region: Metropolitan n=675; Regional n=327. Gender: Male n=503; Female n=493. Age: 18-29 n=230; 30-39 n=184; 40-49 n=181; 50-59 n=161; 60+ n=246. Q10m. How confident are you that the coronavirus/COVID-19 vaccines developed will be effective?



Respondent profile

Nationally representative sample by age, gender and location.

N=1,000 per wave

Wave same size	N=
April 2021 – Part 1	1,002
March 2021	1,003
February 2021	1,001
January 2021	1,002
December 2020	1,001
November 2020	1,000
October 2020	1,006

Quotas and weighting

Quotas were applied to ensure a representative spread of responses by gender, age and State. Data has also been weighted by State and gender to achieve a representative profile.

Sample accuracy

The results are based off a total sample size of n=1,002, yielding a maximum margin of error of ± 1.002 , which is maximum to a result of 50%, we can be 95% confident that the result in the actual population will range between 46.9% and 53.1%.

November 2020	Proportion of sample (weighted %)	Number of respondents (n=)
Total	100%	1,002
Gender		
Male	48%	503
Female	51%	493
Gender fluid/diverse/non-binary	1%	6
C C		
18 – 29 years	24%	230
30 – 39 years	18%	184
40 – 49 years	18%	181
50 – 59 years	16%	161
60+ years	24%	246
NSW	32%	333
VIC	26%	255
QLD	20%	214
SA	7%	80
WA	10%	77
Other	5%	43

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Survey questions

Document 3

Survey questions

Survey questions added to AustraliaNOW from 8th – 12th April 2021.

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If a government-approved vaccine to prevent or minimise the severity of coronavirus/COVID-19 was available to you right now at no cost, how likely would you be personally to get vaccinated?

[SINGLE RESPONSE]

Very likely	1
Somewhat likely	2
Not very likely	
Not at all likely	1
I've already had the vaccine	
i ve alleauy flau tile vaccille	ɔ

ASK IF Q2=1-4

[IF Q2=2-4] Which of the following (if any) are preventing you from considering being vaccinated against COVID-19?

[IF Q2=1] What concerns, if any, do you have about being vaccinated against COVID-19?

[MULTIPLE RESPONSE]

I believe the vaccine could be unsafe	1
feel there is inadequate testing/research	2
Unsure of short-term side effects in the days just following vaccination	14
Unsure of long-term side effects	3
Process feels rushed	4
Don't believe in vaccinations/anti-vaccination	5
Don't know enough about it yet	6
I am allergic/have had reactions from vaccines	7
I feel the risk/threat from COVID-19 is low	8
I don't feel the need to get the vaccine	9
I would want to wait until others have had it first	10
I believe a vaccine won't be effective for this virus	11
Other (please specify)	12
None	13

Survey questions

Survey questions added to AustraliaNOW from 8th – 12th April 2021.

ASK IF Q2=3-4 (NOT AT ALL LIKELY/ NOT VERY LIKELY)

Which of the following (if any) would encourage you to consider being vaccinated against COVID-19?

[MULTIPLE RESPONSE, RANDOMISE]

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Survey questions

Survey questions added to AustraliaNOW from 8th – 12th April 2021.

ASK ALL

How confident are you that the coronavirus/COVID-19 vaccines developed will be effective?

[SINGLE RESPONSE]

Very confident	
Somewhat confident	
	3

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