

Quantum Market Research

Sentiment Towards COVID-19 Vaccine Research Department of Health

Report | April 2021 (Wave 7 Part 2)

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THE FREEDOM OF INFORMATION ACT 1982 (CTH)
BY THE DEPARTMENT OF HEALTH



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 1: 2nd – 6th October 2020
- Wave 2: 5th – 9th November 2020
- Wave 3: 3rd – 7th December 2020
- 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
- Wave 7 (Part 2): 15th – 17th April 2021

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

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Key take outs

1. **Overall intentions to take up the COVID-19 vaccine have increased, breaking two consecutive periods of decline.** As it stands, 72% of Australians intend to be, or already have been, vaccinated. Vaccination intentions have increased among females and those aged under 50 years. This follows the Federal government announcement on 8th April that Australians under 50 will no longer receive AstraZeneca vaccine.
2. **The nature of concerns about the COVID-19 vaccines have remained consistent, focussing on potential side-effects.** The proportion of Australians that have any concerns about the vaccine has remained largely on par with last week at 81%. The most common concern continues to be the potential long-term side effects (39%) followed by the potential short-term side effects (27%).
3. **Confidence that the COVID-19 vaccines will be effective has been upheld, with 72% of Australians somewhat/very confident.** This represents a slight increase since last week and is only slightly below results from earlier in the year. Confidence in the effectiveness of the COVID-19 vaccines has increased among those aged under 50 years, in line with overall intention to be vaccinated.



Findings: Sentiment Towards a COVID-19 Vaccine

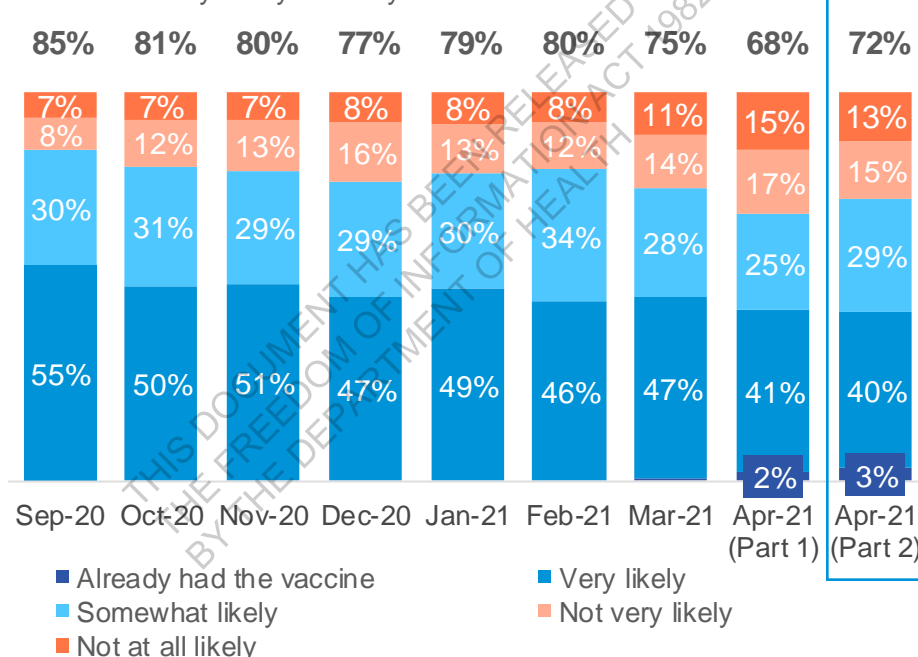
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Intention to take up the COVID-19 vaccine has increased, with 72% of Australians likely to get (or already have been) vaccinated

- This represents a rebound in overall vaccination intentions following two consecutive periods of decline. However, intentions are still below levels seen earlier in the year (79% in January).
- Vaccination intentions have increased among females, Victorians, those in metropolitan areas and those aged under 50 years since last week.
- The proportion of Australians that indicate they are unlikely to get vaccinated has dropped to 28%.

Likelihood to take up coronavirus vaccine (By month)

Somewhat/very likely / already vaccinated:



April 2021 (Part 2):

72% somewhat/very likely / already vaccinated

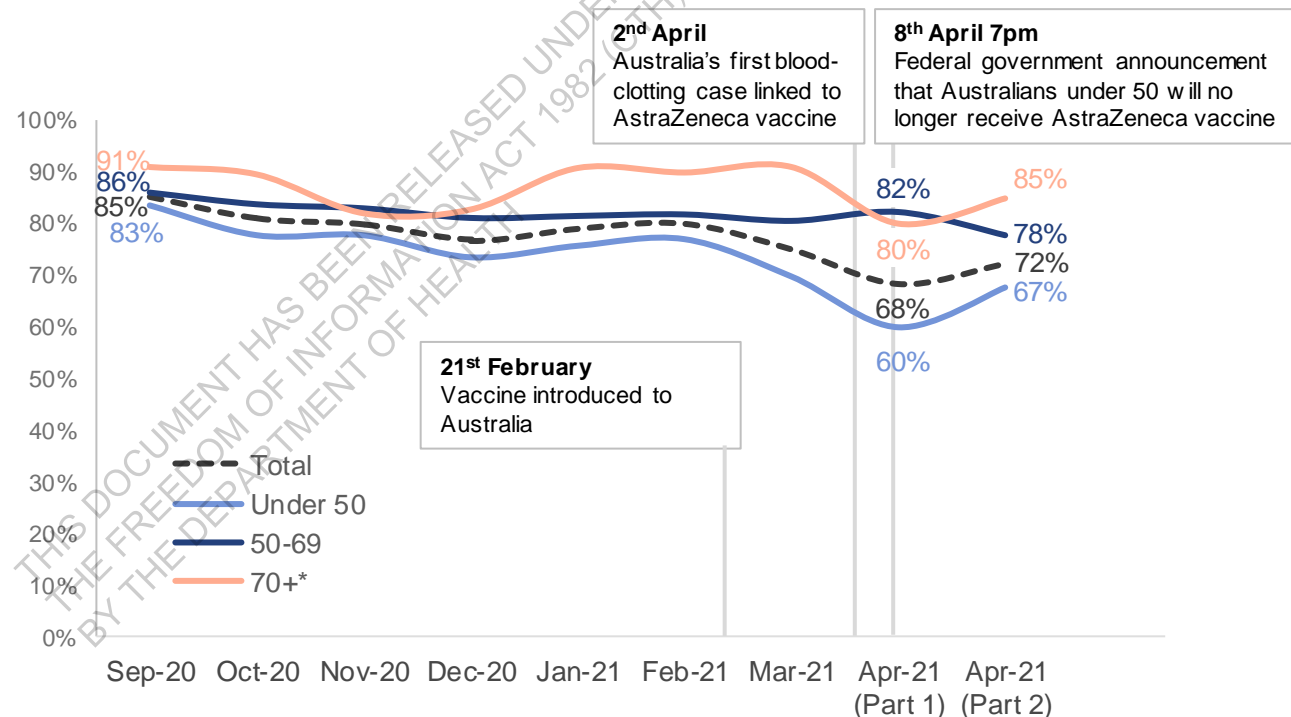
STATE	Weekly change (percentage points)
NSW (72%)	+2
VIC (73%)	+9
QLD (72%)	+5
SA (70%)	+1
WA (69%)	-8
REGION	
Metropolitan (74%)	+5
Regional (69%)	+1
GENDER	
Male (74%)	0
Female (71%)	+8
AGE	
18-29 (65%)	+10
30-39 (69%)	+2
40-49 (69%)	+10
50-69 (78%)	-4
70+* (85%)	+5
Under 50s (67%)	+7

Base: All Australians, n=1,003 (April 2021 Part 2 – AustraliaNOW). Note: New statement added March 2021 to capture those who have already had the vaccine. *Note: Small sample size (see below)
 State: NSW n=320; VIC n=251; QLD n=210; SA n=81; WA n=96. Region: Metropolitan n=664; Regional n=339. Gender: Male n=501; Female n=498. Age: 18-29 n=230; 30-39 n=176; 40-49 n=186; 50-69 n=310; 70+ n=101.
 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?

Intention to be vaccinated among those aged under 50 has increased following changes to vaccine arrangements

- After declining in recent months, vaccination intentions among those aged under 50 years have recovered, to 67%.
- This follows the Federal government announcement on 8th April that Australians under 50 will no longer receive AstraZeneca vaccine.
- Vaccination intentions have also recovered among those aged 70+ years, following a fall last week.
- Among those aged 50-69, vaccination intentions have softened slightly.

Likelihood to take up coronavirus vaccine
(Somewhat/very likely / already vaccinated)



Base: All Australians, n=1,003 (April 2021 Part 2 – AustraliaNOW). *Note: Small sample size (see below)

Under 50, n=564-595 per wave; 50-69 years, n=299-333 per wave; 70+ years, n=83-129 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?

The nature of concerns about the COVID-19 vaccines have remained consistent, centring around potential side-effects

- The proportion of Australians that have any concerns about the vaccine has remained largely on par with last week at 81%.
- The most common concern continues to be the potential long-term side effects (39%) followed by the potential short-term side effects (27%).
- There has been a reduction in the proportion opting to wait until others have had the vaccine first, of 10 percentage points since February.

Barriers to (or concerns about) COVID-19 vaccination

Total sample

		Weekly change (percentage points)	2-monthly change (percentage points)
Unsure of long-term side effects	39%	-3	-1
Unsure of short-term side effects	27%	0	+2
Process feels rushed	26%	-1	-4
I feel there is inadequate testing/research	26%	-3	0
Don't know enough about it yet	24%	-1	-7
I believe the vaccine could be unsafe	22%	-2	+3
I would want to wait until others have had it first	19%	-4	-10
I feel the risk/threat from COVID-19 is low	11%	-2	0
I believe a vaccine won't be effective for this virus	10%	0	-2
I don't feel the need to get the vaccine	8%	-2	0
I am allergic/have had reactions from vaccines	7%	-1	0
Don't believe in vaccinations/anti-vaccination	5%	0	+1
Other (please specify)	3%	0	+1
None	19%	+2	+1

Any barriers/ concerns:

81% (-2 p.p. last week)

Base: Australians that have not had the COVID-19 vaccine, n=972 (April 2021 Part 2 – AustraliaNOW). Note: 'Weekly change' compares 15th April to 8th April. '2-monthly change' compares 15th April to 4th February. 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?

Those aged under 50 years are the most likely to express concerns about the COVID-19 vaccines

- Those aged under 50 are comparatively more concerned about the speed of the process, a lack of familiarity (not knowing enough about it yet) and wanting to wait for others to go first.
- Those aged 50-69 are comparatively more concerned about potential long-term and short-term side effects.
- Those aged 70+ hold the least amount of concerns.
- Safety is a worry that is equally common across all age groups.

Barriers to (or concerns about) COVID-19 vaccination By age	Under 50 (n=583)	50-69 (n=301)	70+ (n=88)
Any barriers/concerns	88%	74%	61%
Unsure of long-term side effects	38%	43%	37%
Unsure of short-term side effects in the days just following vaccination	26%	30%	23%
Process feels rushed	27%	26%	18%
I feel there is inadequate testing/research	24%	29%	27%
Don't know enough about it yet	26%	22%	17%
I believe the vaccine could be unsafe	22%	23%	22%
I would want to wait until others have had it first	21%	18%	13%
I feel the risk/threat from COVID-19 is low	12%	7%	14%
I believe a vaccine won't be effective for this virus	12%	8%	4%
I don't feel the need to get the vaccine	9%	7%	2%
I am allergic/have had reactions from vaccines	8%	7%	4%
Don't believe in vaccinations/anti-vaccination	7%	2%	5%
Other	3%	3%	3%
None	12%	26%	39%

Blue text indicates significantly higher than other subgroups

Base: Australians that have not had the COVID-19 vaccine, n=972 (April 2021 Part 2 – 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)

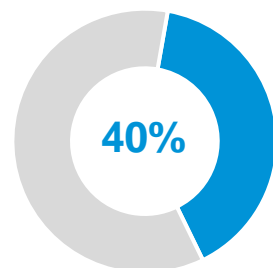
- Females are significantly more likely than males to indicate they are concerned or discouraged by the potential long-term and short-term side effects of the COVID-19 vaccine(s).
- Females are also more likely to indicate that they don't know enough about the vaccine (27% compared to 21% of males)

Barriers to (or concerns about) COVID-19 vaccination	Males (n=482)	Females (n=486)
By age		
Any barriers/concerns	79%	84%
Unsure of long-term side effects	36%	42%
Unsure of short-term side effects in the days just following vaccination	23%	31%
Process feels rushed	24%	27%
I feel there is inadequate testing/research	23%	29%
Don't know enough about it yet	21%	27%
I believe the vaccine could be unsafe	20%	24%
I would want to wait until others have had it first	19%	20%
I feel the risk/threat from COVID-19 is low	13%	9%
I believe a vaccine won't be effective for this virus	11%	10%
I don't feel the need to get the vaccine	7%	8%
I am allergic/have had reactions from vaccines	10%	5%
Don't believe in vaccinations/anti-vaccination	7%	4%
Other	1%	4%
None	21%	16%

Blue text indicates significantly higher than other subgroups

Base: Australians that have not had the COVID-19 vaccine, n=972 (April 2021 Part 2 – AustraliaNOW). Note: Sample for 'Gender fluid/diverse/non-binary' too small to show (n=4)
 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?

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



Very likely to get vaccinated against COVID-19

(Apr-21 Part 2)

- Among those 'very likely' to be vaccinated' (40% 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.



Concerns about being vaccinated

Those very likely to get vaccinated

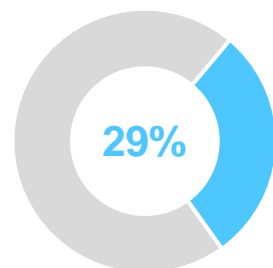
Any concerns:

64% (-4 p.p. last week)

		Weekly change (percentage points)	2-monthly change (percentage points)
Unsure of long-term side effects	32%	-1	+1
Unsure of short-term side effects [^]	24%	+5	+5
Process feels rushed	17%	+3	-2
I feel there is inadequate testing/research	17%	-1	+2
Don't know enough about it yet	14%	-4	-6
I would want to wait until others have had it first	11%	-5	-8
I believe the vaccine could be unsafe	10%	+1	0
I feel the risk/threat from COVID-19 is low	8%	-1	-1
I am allergic/have had reactions from vaccines	6%	+1	-1
I believe a vaccine won't be effective for this virus	4%	-2	-3
Don't believe in vaccinations/anti-vaccination	2%	0	0
I don't feel the need to get the vaccine	2%	-2	-3
Other	3%	+1	+2
None	36%	+4	+3

Base: Very likely to get vaccinated against COVID-19, n=408 (April 2021 Part 2 – 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? Note: 'Weekly change' compares 15th April to 8th April. '2-monthly change' compares 15th April to 4th February.

Concerns among those *somewhat likely* to be vaccinated have softened, particularly in relation to side-effects



Somewhat likely to get vaccinated against COVID-19

(Apr-21 Part 2)

- Within the cohort that are 'somewhat likely' to get vaccinated against COVID-19, concerns and hesitations appear to have eased slightly since last week, particularly in relation to potential side-effects and the testing process behind the vaccine.



Barriers to vaccination consideration

Those somewhat likely to get vaccinated

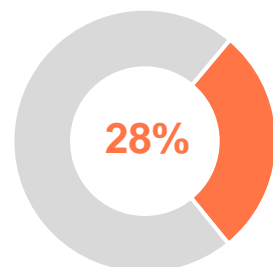
Any barriers:

91% (-2 p.p. last week)

		Weekly change (percentage points)	3-monthly change (percentage points)
Unsure of long-term side effects	38%	-8	-4
I would want to wait until others have had it first	28%	-2	-6
Unsure of short-term side effects	27%	-6	N/A
Don't know enough about it yet	27%	-4	-14
Process feels rushed	23%	-6	-9
I feel there is inadequate testing/research	21%	-8	-10
I believe the vaccine could be unsafe	20%	-4	+2
I feel the risk/threat from COVID-19 is low	9%	-4	-3
I believe a vaccine won't be effective for this virus	8%	-2	-3
I am allergic/have had reactions from vaccines	8%	-1	+1
I don't feel the need to get the vaccine	5%	-1	-2
Don't believe in vaccinations/anti-vaccination	4%	+1	0
Other	2%	-1	-1
None	9%	+2	-2

Base: Somewhat likely to get vaccinated against COVID-19, n=286 (April 2021 Part 2 – 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? Note: 'Weekly change' compares 15th April to 8th April. '3-monthly change' compares 15th April to 14th January.

The nature of concerns among those *unlikely* to be vaccinated have remained on par with last week



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

(Apr-21 Part 2)

- Among those unlikely to be vaccinated (28% of Australians), there is a higher level of safety concerns compared with other cohorts, however there has been no major movements on these since last week.



Barriers to vaccination consideration

Those not very/not at all likely to get vaccinated

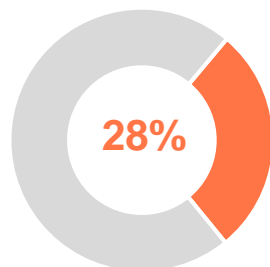
Any barriers:

96% (0 p.p. last weekly)

		Weekly change (percentage points)	3-monthly change (percentage points)
Unsure of long-term side effects	51%	+1	-4
I believe the vaccine could be unsafe	44%	0	+8
I feel there is inadequate testing/research	44%	0	-1
Process feels rushed	42%	+1	-5
Don't know enough about it yet	36%	+6	-15
Unsure of short-term side effects^	33%	+1	N/A
I would want to wait until others have had it first	21%	-4	-13
I believe a vaccine won't be effective for this virus	21%	+5	+4
I don't feel the need to get the vaccine	21%	-2	0
I feel the risk/threat from COVID-19 is low	17%	-1	-5
Don't believe in vaccinations/anti-vaccination	11%	+1	0
I am allergic/have had reactions from vaccines	8%	-3	0
Other	3%	-1	-2
None	4%	0	+1

Base: Not very/not at all likely to get vaccinated against COVID-19, n=278 (April 2021 Part 2 – 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? Note: 'Weekly change' compares 15th April to 8th April. '3-monthly change' compares 15th April to 14th January.

Confidence in the safety of the vaccine remains the most important factor for driving consideration



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

(Apr-21 Part 2)

- There were no major changes in levers for consideration week-on-week, with 31% 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.

What would encourage you to consider being vaccinated?

Those not very/not at all likely to get vaccinated

	Apr-21 (Part 2)	Weekly change (percentage points)
If I felt confident that it was safe for me to get the vaccine	31%	+2
If large numbers of people around the world had been safely vaccinated against COVID-19	19%	0
If COVID-19 vaccines were shown to be reducing the number of people getting severe symptoms or dying	17%	-1
If large numbers of Australians had been safely vaccinated against COVID-19	17%	-2
If a COVID-19 vaccine was required for overseas travel	13%	-4
If there were changes to my health that made me more at risk from COVID-19	12%	-2
If vaccination helped us to get back to normal life more quickly	10%	+2
If it meant I didn't have to quarantine on arrival or return when travelling interstate or overseas	10%	+2
If many of my family and/or social circle had been vaccinated for COVID-19	10%	+2
If I was required to interact more in person with the public and/or vulnerable/immuno-compromised people	8%	+1
If vaccination helped Australia's economy recover	7%	-1
If it meant I didn't have to self-isolate if there was a local outbreak of COVID-19	7%	-1
If it gave me more freedom to travel within Australia	7%	-2
If my workplace/ employer gave me time off to get vaccinated (and recover if I had side effects)	7%	0
If there was community transmission of COVID-19 in my local area	6%	-4
Other	2%	-1
None	28%	+1

Base: Not very/not at all likely to get vaccinated against COVID-19, n=278 (April 2021 Part 2 – AustraliaNOW).

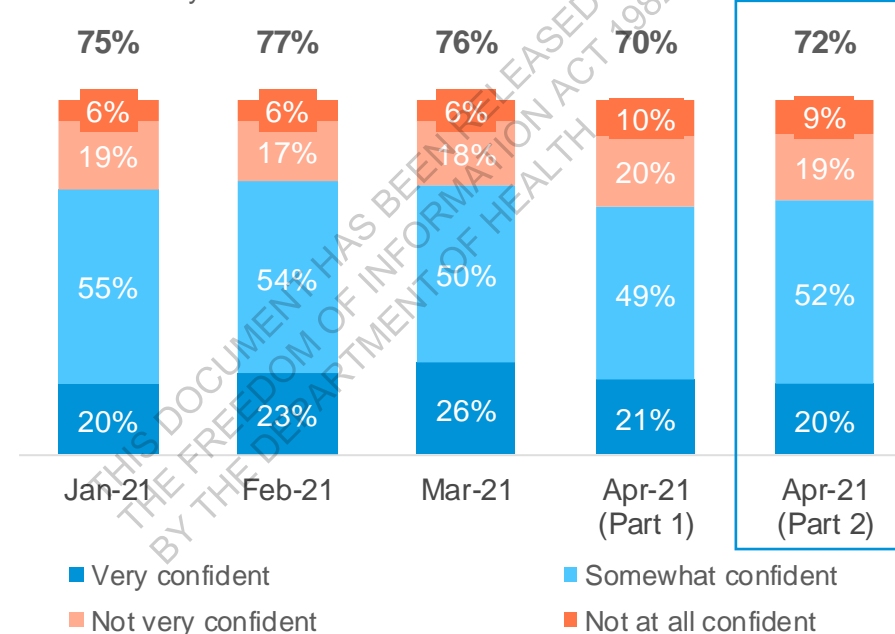
Q10n. Which of the following (if any) would encourage you to consider being vaccinated against COVID-19?

Confidence that the COVID-19 vaccines will be effective has remained steady, with 72% somewhat/very confident

- Just over seven in ten Australians (72%) feel confident that the COVID-19 vaccines that have been developed will be effective. This represents an increase of two percentage points since last week, and is only slightly below results from earlier in the year (75% in January).
- Confidence in the effectiveness of the COVID-19 vaccines has increased among those aged under 50 years, in line with results for intentions to be vaccinated.

Confidence that the COVID-19 vaccines will be effective (By month)

Somewhat/very confident:



April 2021 (Part 2):

72% somewhat/very confident

STATE	Weekly change (percentage points)
NSW (72%)	+2
VIC (75%)	+6
QLD (72%)	+4
SA (67%)	-7
WA (65%)	-5
REGION	
Metropolitan (74%)	+4
Regional (66%)	-3
GENDER	
Male (75%)	-1
Female (69%)	+5
AGE	
18-29 (69%)	+9
30-39 (67%)	0
40-49 (71%)	-10
50-69 (72%)	-9
70+* (87%)	+9
Under 50s (69%)	+6

Base: Australians, n=1,003 (April 2021 Part 2 – AustraliaNOW).

State: NSW n=320; VIC n=251; QLD n=210; SA n=81; WA n=96. Region: Metropolitan n=664; Regional n=339. Gender: Male n=501; Female n=498. Age: 18-29 n=230; 30-39 n=176; 40-49 n=186; 50-69 n=310; 70+ n=101. Q10m. How confident are you that the coronavirus/COVID-19 vaccines developed will be effective?

About the research

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Respondent profile

Nationally representative sample by age, gender and location.

N=1,000 per wave

Wave sample size	N=	Wave sample size	N=
April 2021 – Part 2	1,003	January 2021	1,002
April 2021 – Part 1	1,002	December 2020	1,001
March 2021	1,003	November 2020	1,000
February 2021	1,001	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 +/-3.1% (at the 95% confidence interval). This means that for 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%	1,003
Gender		
Male	49%	501
Female	51%	498
Gender fluid/diverse/non-binary	0%	4
Age		
18 – 29 years	23%	230
30 – 39 years	18%	176
40 – 49 years	19%	186
50 – 69 years	31%	310
70+ years	10%	101
Location		
NSW	32%	320
VIC	26%	251
QLD	20%	210
SA	7%	81
WA	10%	96
Other	5%	45

Appendix I: Survey questions

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Survey questions

Survey questions added to AustraliaNOW from 15th – 17th April 2021.

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.....	3
Not at all likely.....	4
I've already had the vaccine.....	5

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
I 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 15th – 17th 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]

If there was community transmission of COVID-19 in my local area	1
If vaccination helped us to get back to normal life more quickly	2
If vaccination helped Australia's economy recover.	3
If I felt confident that it was safe for me to get the vaccine	4
If large numbers of people around the world had been safely vaccinated against COVID-19.....	5
If large numbers of Australians had been safely vaccinated against COVID-19.....	6
If COVID-19 vaccines were shown to be reducing the number of people getting severe symptoms or dying.....	7
If many of my family and/or social circle had been vaccinated for COVID-19.....	8
If my workplace/ employer gave me time off to get vaccinated (and recover if I had side effects)	9
If it gave me more freedom to travel within Australia.....	10
If a COVID-19 vaccine was required for overseas travel	11
If it meant I didn't have to quarantine on arrival or return when travelling interstate or overseas	12
If I was required to interact more in person with the public and/or vulnerable/ immuno-compromised people.....	13
If it meant I didn't have to self-isolate if there was a local outbreak of COVID-19.....	14
If there were changes to my health that made me more at risk from COVID-19	15
Other (please specify)	16
None.....	17

Survey questions

Survey questions added to
AustraliaNOW from 15th – 17th April
2021.

ASK ALL

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

[SINGLE RESPONSE]

Very confident..... 1
Somewhat confident..... 2
Not that confident..... 3
Not at all confident 4

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Quantum Market Research

Level 3, 650 Chapel Street,
South Yarra, VIC 3141, Australia

research@qmr.com.au

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