SANOFI CONSUMER SURVEY REGARDING INFLUENZA:

PERCEPTION TOWARDS INFLUENZA BURDEN & AWARENESS OF/ATTITUDES TOWARDS INFLUENZA VACCINES/VACCINATION AMONG 60yo+ IN FINLAND

SUMMARY REPORT

March 2023

Perception towards influenza burden & awareness of/attitudes towards influenza vaccines/vaccination among 60yo+ in Finland



Consumer survey regarding influenza – March 2023

- This report presents the results of a consumer survey carried out in FINLAND by **YouGov** and commissioned by **Sanofi**.
- The purpose of the survey was to find out the behaviour and attitudes regarding influenza vaccination among people over 60 years old in big and medium size cities.
- Target group consists of people 60 year old and older living in cities with 10.000 inhabitants or more. The gross sample was divided into two age groups 60-69yo and 70yo+. The gross sample was formed and the final sample weighted to represent the real gender and age split among 60yo+.
- The sample size is 500. The average margin of error is approximately ±4%-points (95% confidence level) in total level.
- The data was collected in YouGov's consumer panel between 23.3. and 28.3.2023.
- Sales Questor Oy represents YouGov services in Finland. Person responsible for the project in Sales Questor Oy is Ville Haikola (tel. +358 40 7722 651).

Perception towards influenza burden & awareness of/attitudes towards influenza vaccines/vaccination among 60yo+ in Finland

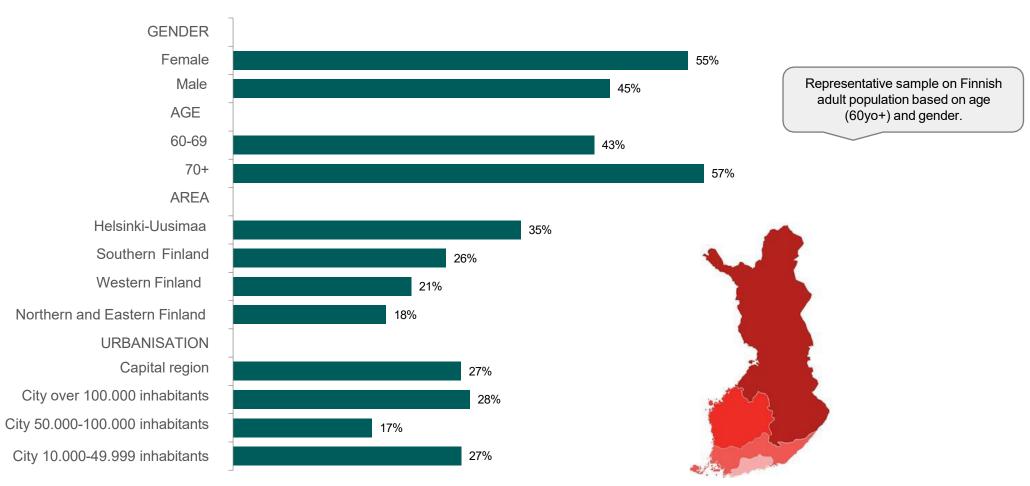


Consumer survey regarding influenza – March 2023

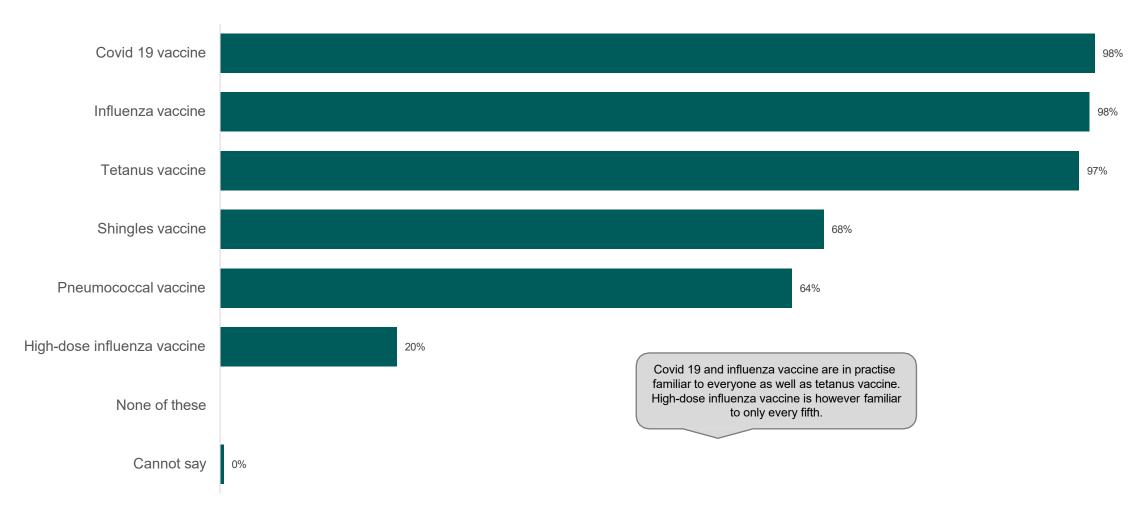
KEY FINDINGS:

- ✓ Covid 19 vaccine, influenza vaccine and tetanus vaccine are in practise familiar to everyone (97-98%). High-dose influenza vaccine is however familiar to only every fifth (20%). Women are better aware of some vaccines than men.
- ✓ Two out of three (68%) took influenza vaccination last autumn/ last influenza season. Out of those who are 65yo or older three out of four (74%) took the vaccination. Among 60-64yo however slightly less than every other (47%) took the vaccination. Majority of the latter group is still in working life.
- ✓ Nine out of ten (90%) took the vaccination from public healthcare and only a very few (4) from a private clinic.
- ✓ National media is clearly the most common channel to get information on influenza vaccination: 44% says she/he got information on influenza vaccination there. Almost everyone received information on influenza vaccination, only 7% says that she/he did not get information anywhere.
- ✓ Only every seventh (14%) vaccinated was asked which influenza vaccine she/he would prefer to have. Two out of three (63%) of those vaccinated, would however like to hear more about the different kind of influenza vaccines from the hcp.
- ✓ The reasons for not taking the vaccination last season vary a lot and there is not a single reason that could be thought as the main reason.
- ✓ Every seventh (15%) out of those who were not vaccinated last season, would be willing to get vaccinated if vaccines with improved efficacy were available. In addition, two out of five (41%) would consider getting vaccinated. Only 29% of them would certainly refuse to get vaccinated also in this case.
- ✓ However more than every other (54%) of all respondents would not be willing to pay anything for an influenza vaccine with improved efficacy. In total every third (33%) would be willing to pay something, a clear majority below 40 euros though.
- ✓ A clear majority (79-92%) agrees on the statements that the body's immune system weakens with age, the elderly have an increased risk of getting serious after-effects of influenza and that the vaccination is the best way to protect yourself from influenza. Regarding the statement that there are different kind of influenza vaccines for people over 60 years of age, two out of three is not aware of the issue.

Target group structure



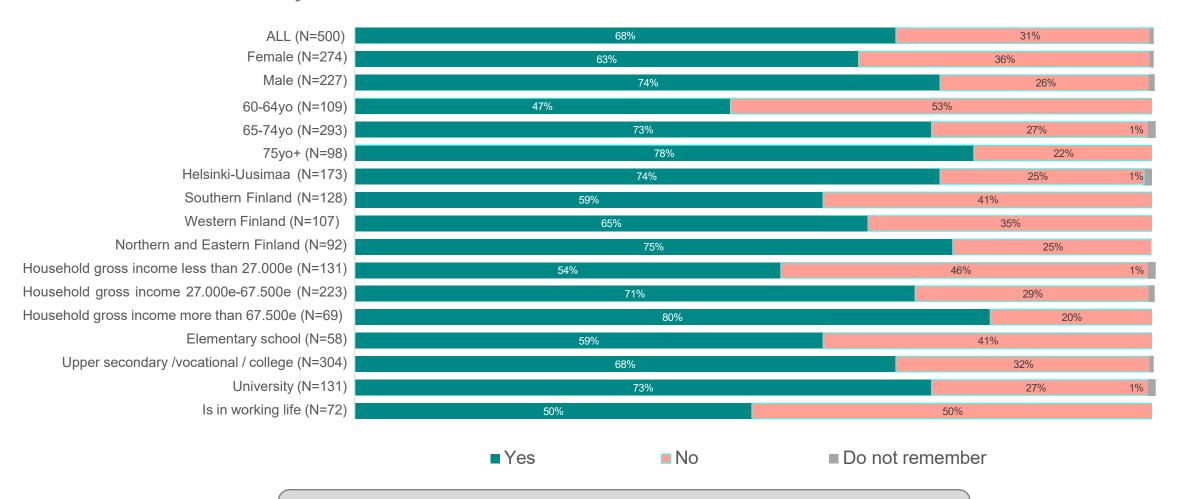
Which of the following vaccines are you aware of? Choose all you are aware of.



Which of the following vaccines are you aware of? Choose all you are aware of.

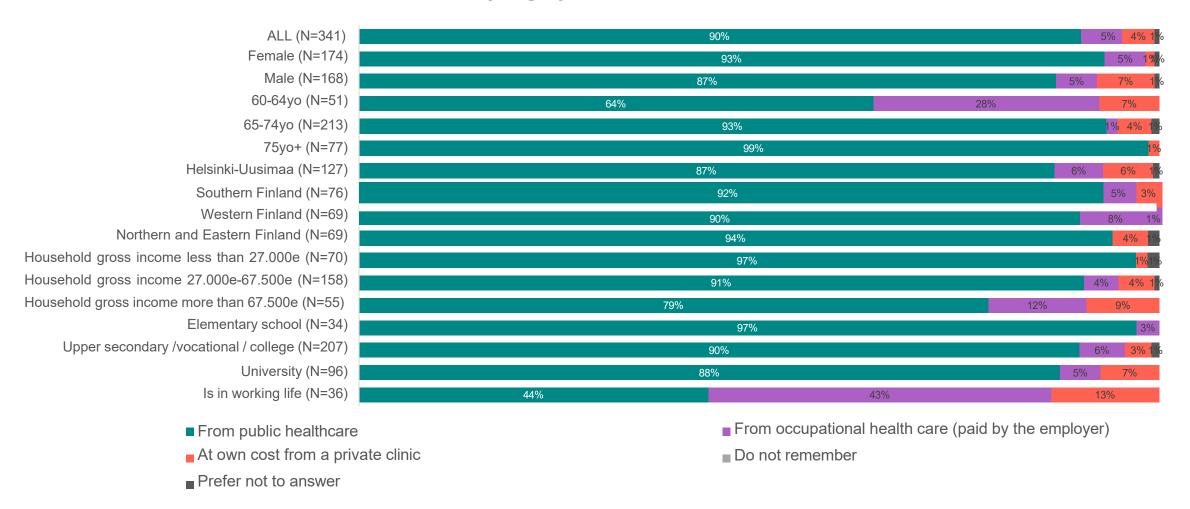
	Al (N=		Female N=274)		60-64yo (N=109)	65-74yo (N=293)	75yo+ (N=98)	Helsinki- Uusimaa (N=173)	Souther Finland (N=128	l Finland	Northern and Eastern Finland (N=92)
Covid 19 vaccine	98	%	99 %	98 %	100 %	99 %	96 %	99 %	100 %	97 %	96 %
Influenza vaccine	98	%	99 %	96 %	97 %	98 %	98 %	98 %	98 %	97 %	97 %
Tetanus vaccine	97	%	99 %	94 %	96 %	98 %	94 %	97 %	95 %	97 %	97 %
Shingles vaccine	68	%	79 %	55 %	71 %	68 %	64 %	71 %	66 %	69 %	63 %
Pneumococcal vaccine	64	%	73 %	54 %	66 %	62 %	68 %	66 %	66 %	55 %	70 %
High-dose influenza vaccine	20	%	23 %	16 %	19 %	18 %	26 %	19 %	24 %	18 %	20 %
None of these											
Do not know	0	%		1 %		0 %	1 %			1 %	1 %
		income	old gross less than (N=131)	Household gross income 27.000e- 67.500e (N=223)	Household gross income more than 67.500e (N=69)	Elementary school (N=58)	Upper seco /vocation college (N	nal / Or	niversity N=131)	Took influenza vaccination (N=341)	Did not take influenza vaccination (N=157)
Covid 19 vaccine		9	8 %	97 %	100 %	98 %	99 %		97 %	99 %	97 %
Influenza vaccine		9	6 %	97 %	100 %	95 %	99 %		97 %	99 %	96 %
Tetanus vaccine		9	5 %	96 %	99 %	93 %	98 %		95 %	98 %	94 %
Shingles vaccine		6	4 %	66 %	76 %	64 %	68 %		70 %	71 %	61 %
Pneumococcal vaccine		5	4 %	67 %	70 %	52 %	65 %		68 %	71 %	51 %
High-dose influenza vaccine		1	5 %	22 %	26 %	14 %	19 %		25 %	20 %	20 %
None of these											
Do not know				1 %					2 %	0 %	1 %

Did you take influenza vaccination last autumn / last influenza season?



Two out of three (68%) took influenza vaccination last autumn/ last influenza season. Out of 60-64yo however slightly less than every other (47%) took the vaccination. Majority of them are still in working life.

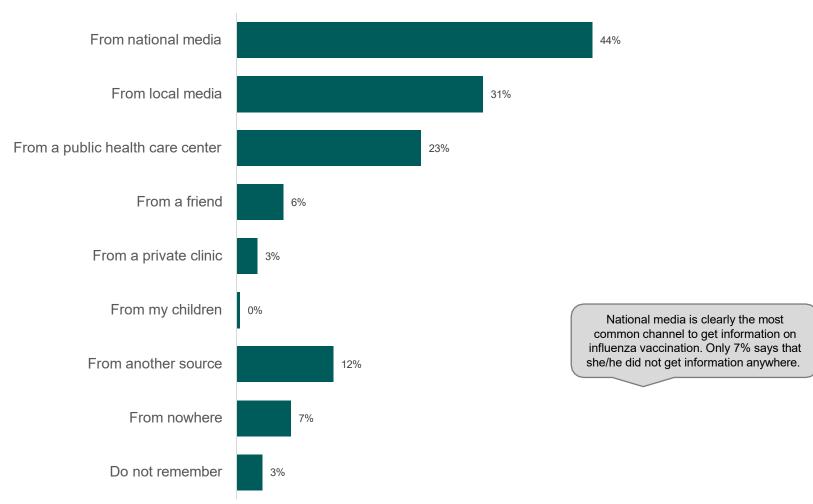
Where did you get your influenza vaccination?



Base (Took influenza vaccination)

Nine out of ten (90%) took the vaccination from public healthcare and only a very few from a private clinic. Out of those still in working life two out of five (44%) used public healthcare, but as big a proportion (43%) used occupational health care.

From where did you get information on this season's influenza vaccination?

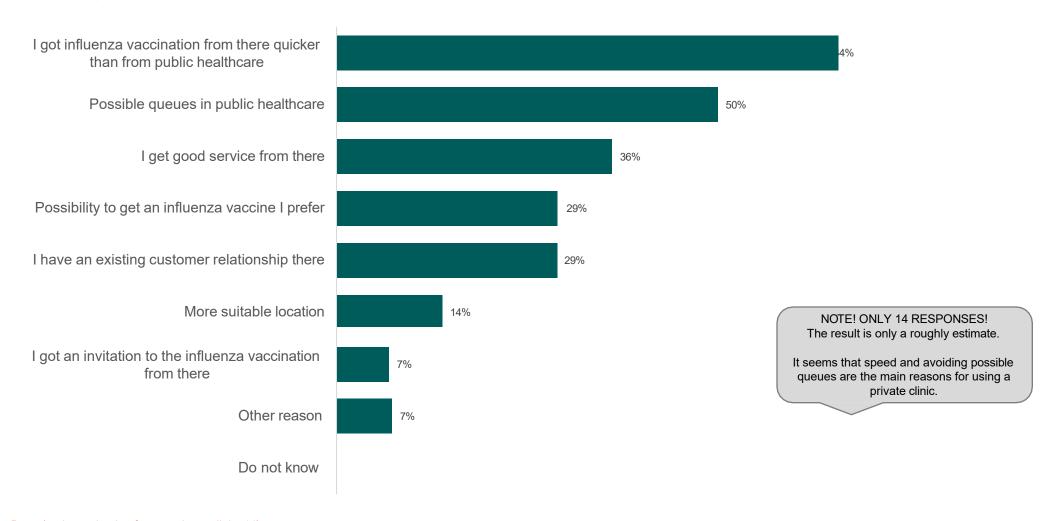


From where did you get information on this season's influenza vaccination?

	ALL (N=500)	Female N=274)	Male (N=227)	60-64yo (N=109)			Helsinki- Uusimaa (N=1		Western Finland (N=107)	Northern and Eastern Finland (N=92)
From national media	44 %	43 %	45 %	41 %	46 %	43 %	48 %	41 %	41 %	45 %
From local media	31 %	31 %	30 %	21 %	34 %	31 %	24 %	33 %	30 %	39 %
From a public health care center	23 %	23 %	23 %	21 %	22 %	27 %	20 %	26 %	24 %	22 %
From a friend	6 %	7 %	4 %	7 %	6 %	4 %	8 %	7 %	4 %	2 %
From a private clinic	3 %	2 %	3 %	6 %	1 %	2 %	4 %	2 %	3 %	1 %
From my children	0 %	1 %		1 %	0 %			1 %	1 %	
From another source	12 %	14 %	10 %	14 %	12 %	10 %	13 %	13 %	10 %	11 %
From nowhere	7 %	6 %	8 %	12 %	6 %	4 %	6 %	8 %	9 %	3 %
Do not remember	3 %	2 %	4 %	4 %	3 %	3 %	3 %	4 %	5 %	1 %
	Household greincome less tl 27.000e (N=13	han income 27.000e		ore than Elei	mentary school (N=58)	Upper secondary /vocational / college (N=304)	University (N=131)	Took influenza vaccination (N=341)	Did not take influenza vaccination (N=157)	Is in working life (N=72)
From national media	40 %	45 %	45 %	6	34 %	41 %	55 %	45 %	43 %	47 %
From local media	30 %	31 %	33 %	6	31 %	30 %	31 %	31 %	30 %	24 %
From a public health care center	24 %	25 %	12 %	6	17 %	26 %	18 %	30 %	8 %	7 %
From a friend	4 %	6 %	6 %	5	8 %	6 %	5 %	4 %	10 %	1 %
From a private clinic	1 %	3 %	7 %	5		3 %	4 %	3 %	1 %	11 %
From my children	2 %					1 %			1 %	
From another source	11 %	13 %	12 %	6	12 %	12 %	12 %	15 %	6 %	20 %
From nowhere	10 %	5 %	7 %		3 %	9 %	4 %	3 %	15 %	11 %
Do not remember	8 %	1 %	1 %	5	4 %	3 %	3 %	2 %	5 %	3 %

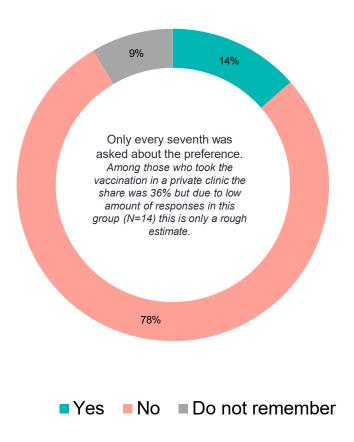
Base (ALL)

Why did you choose to take influenza vaccination from a private clinic? Choose the one(s) that had a decisive impact on your decision.

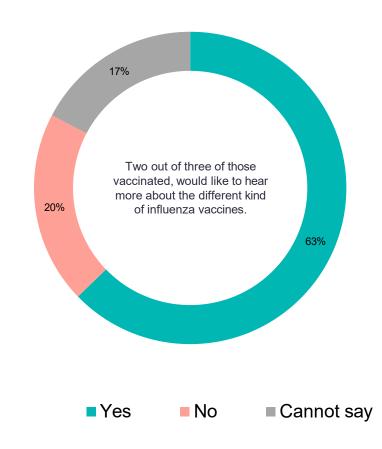


Base (took vaccination from a private clinic, 14)

Did the nurse or healthcare professional ask which influenza vaccine you would prefer to have?



Would you like the healthcare professional to inform you about different kind of influenza vaccines?



Did the nurse or healthcare professional ask which influenza vaccine you would prefer to have?

	ALL (N=341)	Female (N=174)	Male (N=168)	60-64yo (N=51)	65-74yo (N=213)	75yo+ (N=77)	Helsinki- Uusimaa (N=127)	Southern Finland (N=76)	Western Finland (N=69)	Northern and Eastern Finland (N=69)
Yes	14 %	10 %	17 %	6 %	17 %	11 %	12 %	12 %	16 %	16 %
No	78 %	84 %	72 %	87 %	74 %	84 %	76 %	80 %	80 %	77 %
Do not remember	9 %	6 %	11 %	8 %	10 %	5 %	12 %	8 %	4 %	7 %
		Household gross income less than 27.000e (N=70)	Household g income 27.0 67.500e (N=1	000e- income	hold gross e more than 0e (N=55)	Elementary school (N=34)	Upper second /vocational / co (N=207)	llege Univ	ersity I =96)	s in working life (N=36)
Yes		16 %	13 %		18 %	15 %	15 %	1	1 %	11 %
No		77 %	81 %		73 %	85 %	76 %	79	9 %	81 %
Do not remember		7 %	6 %		9 %		9 %	1	1 %	8 %

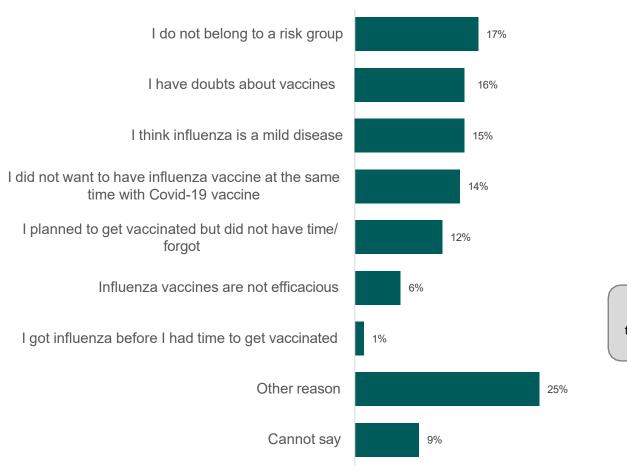
Would you like the healthcare professional to inform you about different kind of influenza vaccines?

	ALL (N=341)	Female (N=174)	Male (N=168)	60-64yo (N=51)	65-74yo (N=213)	75yo+ (N=77)	Helsinki- Uusimaa (N=127)	Southern Finland (N=76)	Western Finlar (N=69)	nd Northern and Eastern Finland (N=69)
Yes	63 %	68 %	57 %	68 %	61 %	64 %	67 %	47 %	68 %	67 %
No	20 %	14 %	26 %	9 %	23 %	17 %	20 %	28 %	14 %	17 %
Cannot say	17 %	18 %	17 %	23 %	16 %	19 %	13 %	25 %	17 %	16 %
		Household gross income less than 27.000e (N=70)	Household g income 27.0 67.500e (N=1	000e- income	hold gross e more than 0e (N=55)	Elementary school (N=34)	Upper second /vocational / co (N=207)	ollage Univ	versity =96)	Is in working life (N=36)
Yes		66 %	63 %		66 %	56 %	63 %	6	5 %	70 %
No		16 %	22 %		25 %	26 %	17 %	2	3 %	13 %
Cannot say		18 %	16 %		9 %	18 %	20 %	1	2 %	16 %

Base (Took influenza vaccination)

What were the reasons you did not take influenza vaccination last autumn / last influenza season?

Choose the one(s) that had a decisive impact on your decision.



The reasons for not taking the vaccination last season vary a lot and there is not a single reason that could be thought as the main reason.

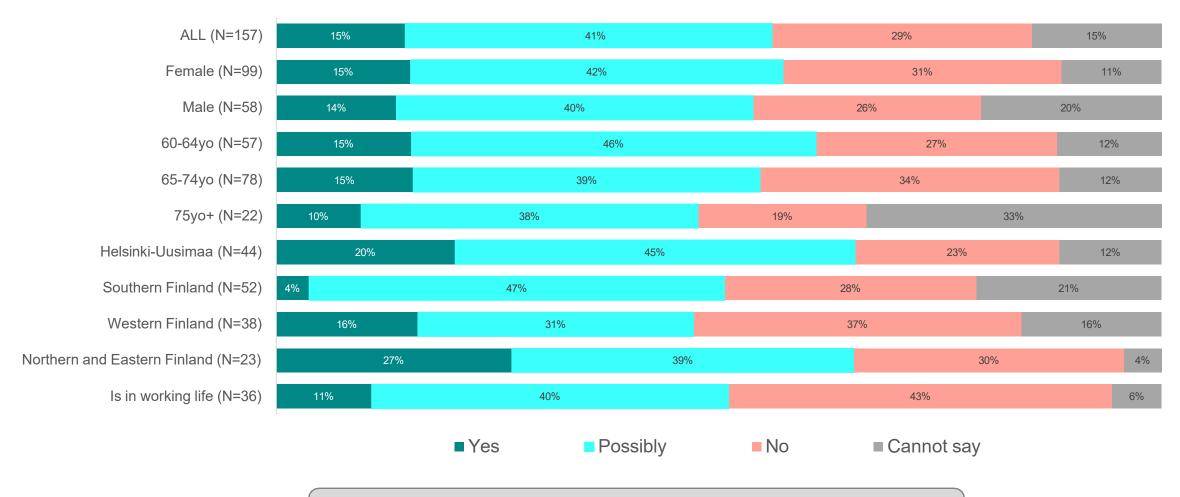
Base (Did not take influenza vaccination, 157)

What were the reasons you did not take influenza vaccination last autumn / last influenza season?

Choose the one(s) that had a decisive impact on your decision.

	ALL (N=157)	Female (N=99)	Male (N=58)	60-64yo (N=57)	65-74yo (N=78)	75yo+ (N=22)	Helsinki- Uusimaa (N=44)	Southern Finland (N=52)	Western Finland (N=38)	Northern and Eastern Finland (N=23)	Is in working life (N=36)
I do not belong to a risk group	17 %	17 %	17 %	24 %	10 %	24 %	7 %	28 %	18 %	9 %	22 %
I have doubts about vaccines	16 %	18 %	12 %	19 %	15 %	9 %	11 %	17 %	18 %	17 %	19 %
I think influenza is a mild disease	15 %	9 %	25 %	15 %	17 %	9 %	16 %	21 %	16 %		16 %
I did not want to have influenza vaccine at the same time with Covid-19 vaccine	14 %	12 %	19 %	12 %	18 %	9 %	16 %	9 %	16 %	22 %	5 %
I planned to get vaccinated but did not have time/ forgot	12 %	13 %	10 %	15 %	8 %	19 %	16 %	4 %	16 %	17 %	11 %
Influenza vaccines are not efficacious	6 %	9 %	2 %	7 %	6 %	5 %	2 %	9 %	5 %	9 %	11 %
I got influenza before I had time to get vaccinated	1 %	2 %			3 %		2 %		3 %		
Other reason	25 %	23 %	29 %	20 %	28 %	29 %	34 %	23 %	18 %	26 %	24 %
Cannot say	9 %	11 %	5 %	7 %	12 %	5 %	7 %	10 %	10 %	9 %	11 %

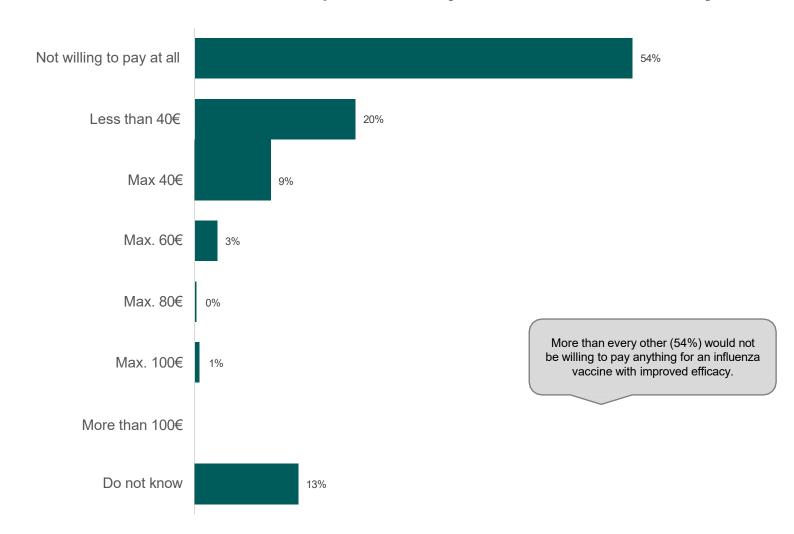
If influenza vaccines with improved efficacy were available, would you be willing to get vaccinated?



Every seventh (15%) out of those who were not vaccinated last season, would be willing to get vaccinated if vaccines with improved efficacy were available. Only 29% of them would certainly refuse to get vaccinated also in this case. I all subgroups the share of those refusing is clearly below 50%.

Base (Did not take influenza vaccination)

If there was an influenza vaccine with improved efficacy available, how much would you be willing to pay for it?



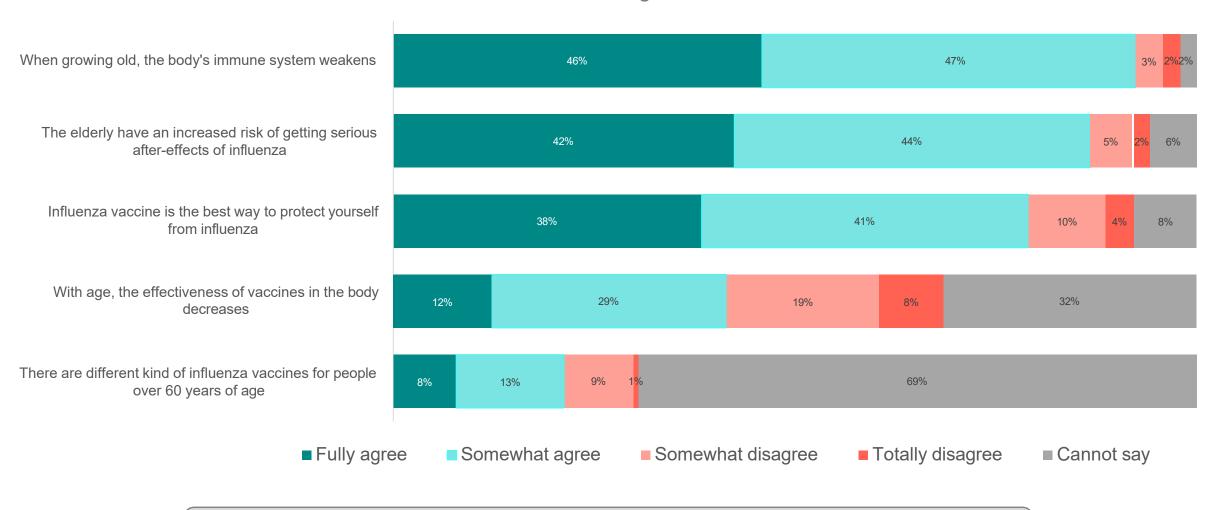
If there was an influenza vaccine with improved efficacy available, how much would you be willing to pay for it?

	ALL (N=500)		Male N=227)	60-64yo (N=109)	65-74yo (N=293)	75yo+ (N=98)	Helsinki- Uusimaa (N=1)		Western Finland (N=107)	Northern and Eastern Finland (N=92)
Not willing to pay at all	54 %	56 %	53 %	49 %	55 %	57 %	47 %	72 %	52 %	46 %
Less than 40€	20 %	20 %	20 %	26 %	21 %	11 %	22 %	8 %	20 %	34 %
Max 40€	9 %	8 %	11 %	9 %	10 %	9 %	10 %	5 %	11 %	12 %
Max. 60€	3 %	3 %	3 %	2 %	2 %	5 %	5 %		4 %	2 %
Max. 80€	0 %		0 %		0 %		1 %			
Max. 100€	1 %	1 %	0 %	1 %	0 %	1 %	1 %	1 %	1 %	
More than 100€										
Do not know	13 %	13 %	13 %	13 %	12 %	16 %	15 %	14 %	13 %	6 %
Willing to pay something	33 %	32 %	35 %	37 %	33 %	27 %	37 %	14 %	35 %	48 %
	Household gro income less th 27.000e (N=131	an income 27.000e-		than Elementary s	chool /voc	secondary cational / ge (N=304)	University (N=131)	Took influenza vaccination (N=341)	Did not take influenza vaccination (N=157)	Is in working life (N=72)
Not willing to pay at all	66 %	54 %	41 %	64 %		58 %	41 %	48 %	67 %	50 %
Less than 40€	18 %	20 %	22 %	20 %		18 %	26 %	22 %	14 %	21 %
Max 40€	4 %	11 %	19 %	3 %		7 %	18 %	10 %	8 %	11 %
Max. 60€	1 %	4 %	6 %			3 %	3 %	4 %	1 %	4 %
Max. 80€	1 %			2 %					1 %	
Max. 100€	1 %					1 %		1 %	1 %	
More than 100€										
Do not know	10 %	11 %	13 %	10 %		13 %	12 %	15 %	8 %	14 %
Willing to pay something	24 %	35 %	46 %	25 %		29 %	47 %	37 %	25 %	36 %

Base (ALL)

Out of those who did not take vaccination but said that would take it, if there was an influenza vaccine with improved efficacy available, 70% would be willing to pay something, mostly however below 40 euro.

Evaluate the following statements.



A clear majority agrees on the statements that the body's immune system weakens with age, the elderly have an increased risk of getting serious after-effects of influenza and that the vaccination is the best way to protect yourself from influenza. Regarding the statement that there are different kind of influenza vaccines for people over 60 years of age, two out of three is not aware of the issue.

Evaluate the following statements.

Share of those who fully or somewhat agree	ALL (N=500)		Male N=227)	60-64yo (N=109)	65-74y (N=29:	•	Helsinki- Uusimaa (N=17	Southern Finland 3) (N=128)	Western Finland (N=107)	Northern and Eastern Finland (N=92)
When growing old, the body's immune system weakens	92 %	92 %	93 %	86 %	95 %	93 %	95 %	89 %	90 %	96 %
The elderly have an increased risk of getting serious after-effects of influenza	87 %	88 %	85 %	89 %	87 %	84 %	88 %	84 %	86 %	89 %
Influenza vaccine is the best way to protect yourself from influenza	79 %	79 %	80 %	69 %	80 %	86 %	83 %	71 %	78 %	84 %
With age, the effectiveness of vaccines in the body decreases	41 %	39 %	44 %	40 %	43 %	39 %	41 %	44 %	41 %	40 %
There are different kind of influenza vaccines for people over 60 years of age	21 %	20 %	23 %	21 %	21 %	22 %	19 %	20 %	20 %	30 %
Share of those who fully or somewhat agree	Household gross income less that 27.000e (N=131)	•		ore than Elementar	y scnool	/vocational /	Jniversity (N=131)	Took influenza vaccination (N=341)	Did not take influenza vaccination (N=157)	Is in working life (N=72)
When growing old, the body's immune system weakens	90 %	92 %	96 %	% 95	%	92 %	92 %	96 %	85 %	85 %
The elderly have an increased risk of getting serious after-effects of influenza	87 %	85 %	91 %	% 85	%	85 %	92 %	91 %	78 %	85 %
Influenza vaccine is the best way to protect yourself from influenza	73 %	81 %	86 %	% 76	%	78 %	81 %	93 %	49 %	67 %
With age, the effectiveness of vaccines in the body decreases	38 %	36 %	61 %	% 47	%	37 %	49 %	44 %	35 %	38 %
There are different kind of influenza vaccines for people over 60 years of age	20 %	21 %	28 %	% 19	%	19 %	28 %	25 %	13 %	27 %