

Flu Vaccine Survey 2023

Report

Prepared for



Date: 27th June 2023

Background

- Sanofi Pasteur Hong Kong is planning to launch an Enhanced version of Quadrivalent Flu Vaccine. Before launching, there is a need to gain an update of the market sentiment of flu vaccination, and the acceptance of Enhanced Quadrivalent Flu Vaccine Concept.
- To facilitate this, a quantitative survey was conducted in May-June 2023.

Research Objectives

□ The objectives of the quantitative survey were to:-

1. To assess of **concern towards flu and COVID**
2. To find out the **incidence of flu vaccination**
3. To identify the **reasons for vaccinated and not vaccinated**
4. To evaluate the **appeal of Enhanced Quadrivalent Flu Vaccine Concept, and perceived pricing**
5. To find out the **influential communication channels** for getting health information

Research Methodology

- **N=500** phone interviews survey was conducted between 15th May and 12th June 2023.
- Sample size - **n=400 aged 50-64 and n=100 aged 65+**

AGE	No. of Respondents	%
Total	500	100%
Aged 50-64	400	80%
Aged 50-54	136	27%
Aged 55-59	137	28%
Aged 60-64	127	25%
Aged 65+	100	20%
Aged 65+	100	20%

GENDER	No. of Respondents	Male		Female	
Total	500	232	46%	268	54%
Aged 50-54	136	64	47%	72	53%
Aged 55-59	137	64	47%	73	53%
Aged 60-64	127	59	46%	68	54%
Aged 65+	100	45	45%	55	55%

Key Findings & Implications

Key Findings & Implications (1)

1. Concern of Infection:

- About half have reduced their concern of COVID compared to 1 year ago while another half have kept same level of concern.
- Less than one-third have lowered their concern of flu whilst the other two-third have not relieved their concern or even increased their concern compared to 1 year ago.
- ➔ **Concern of COVID may have been declining compared to peak season**
- ➔ **Concern of flu still has prevailed especially among specific target segments**
 - (a) Flu vaccinated ones (b) Chronic illness patients (c) Aged 65+

2. Incidence of Flu Vaccination:

- Vaccination rate has increased compared to 21/22.
 - Aged 65+ (increased from 35% to 48%)
 - Aged 50-64 (increased from 10% to 18%)
- ➔ **Aged 65+ (48%) and Chronic Illness Patients (33%) have higher vaccination rate compared to others. Hence, these 2 segments would be the primary target for promoting flu vaccination.**
- ➔ **Significantly more people (80%+) took flu jab between Jan and Apr. More effort to entice early vaccination for better protection should be considered so more can get vaccinated before the peak flu season.**

3. Key Reasons for Vaccination:

- 流感高峰期較危險 (top 3 mentions - 89%)
- 唔想病 (top 3 mentions - 75%)
- 唔想傳畀屋企人 (top 3 mentions - 46%)
- 政府資助接種流感疫苗 (top 3 mentions - 36%) becomes a more top-of-mind driver vs. 2022
- ➔ **Similar to 2022, 唔想病 and 唔想傳畀屋企人 are particularly strong to Aged 50-64 whilst 醫生或護士叫你接種流感疫苗 and 家人朋友叫你接種流感疫苗 are more on-target for Aged 65+.**

Key Findings & Implications (2)

4. Reasons for NOT Vaccinated:

- COVID-related barriers (已接種了新冠病毒疫苗, 唔想又接種太多疫苗 & 新冠病毒疫苗已足夠預防流感) contributed 45% of Rank 1st mentions.
 - Vaccine-related barriers (擔心流感疫苗唔安全, 唔知有咩副作用& 覺得流感疫苗無效) contributed 27% of Rank 1st mentions.
- ➔ **Misperception of COVID vaccine and flu vaccine work against effective flu vaccination promotion**

5. Ways to Prevent Flu:

- Most popular mentions are:
 - 戴口罩 (top 3 mentions - 63%)
 - 避免去人多聚集的地方 (top 3 mentions - 59%)
 - 接種流感疫苗 (top 3 mentions - 48%)
 - **9 in 10** still claimed they **wear mask often**, and would **wear mask during flu seasons**.
- ➔ **There is not much changes on the perceived effective ways to prevent flu compared to 2022.**

6. Perceived Importance of Flu Vaccination:

- Some segments consider Flu Vaccination is of high importance for self and family
 - (a) Flu vaccinated ones (b) Chronic illness patients (c) Aged 65+
- ➔ **These are the primary target for flu vaccination promotion.**

Key Findings & Implications (3)

7. Reactions to Enhanced Quadrivalent Flu Vaccine Concept:

- **Two-third** showed interest in the Enhanced Vaccine Concept (vs. 52% in Flublok concept 2022)
 - Particularly high among
 - (a) The Vaccinated (92%)
 - (b) Chronic Illness Patients (72%)
 - Compared to Flublok concept in 2022 (50%), Enhanced Vaccine Concept also have higher appeal among Aged 50-64 (68%).
 - **加強版流感疫苗(80%)** is the primary driver to boost up their interest.
 - Comparison with conventional flu vaccine demonstrate strong superiority to increase their interest
 - (a) 保護力較傳統流感疫苗高3成 (67%)
 - (b) 抗體水平較傳統流感疫苗高 (39%)
 - (c) 含3倍抗原(35%)
- ➔ **Clear message of superiority over conventional flu vaccine is critical to entice take up**

8. Price Acceptance of Enhanced Quadrivalent Flu Vaccine:

- **55% of those who are interested are willing to pay HK\$100-199**
 - Also, more are willing to pay HK\$100-199 among
 - (a) Vaccinated ones (63%) vs. Non-vaccinated ones (44%)
 - (b) Private Specialist Clinic Patients (55%) vs. Non-Private Specialist Clinic Patients (45%)
 - Yet, still **one-quarter not ready to pay** for the vaccine, esp. Non-Vaccinated ones & Aged 65+ (30%)
 - With prompted price points, **among those who are interested**
 - (a) 45% accept HK\$200
 - (b) BUT still 40% don't want to pay HK\$200
- ➔ **HK\$100-199 is more ready to be accepted whilst HK\$200 would be a maximum standard price but with an expectation of lower acceptance (10%) vs. HK\$1XX.**

Key Findings & Implications (4)

8. Media Choice for Health Info:

- 網上健康新聞,專欄,講座 tops the list (64%), particularly among Aged 50-64 (71%).
 - 電視健康節目(85%), 報紙新聞(69%) and 報紙健康專欄(45%) are more popular among Aged 65+.
- ➔ **Implies that online platform is more on-target for Aged 50-64 whilst traditional platforms are more for Aged 65+**

Detailed Findings

1. Concern of Flu and COVID
2. Reasons for having/NOT having Flu Vaccination
3. Ways to Prevent Flu
4. Acceptance of Enhanced Quadrivalent Flu Vaccine Concept
5. Media for Health Info

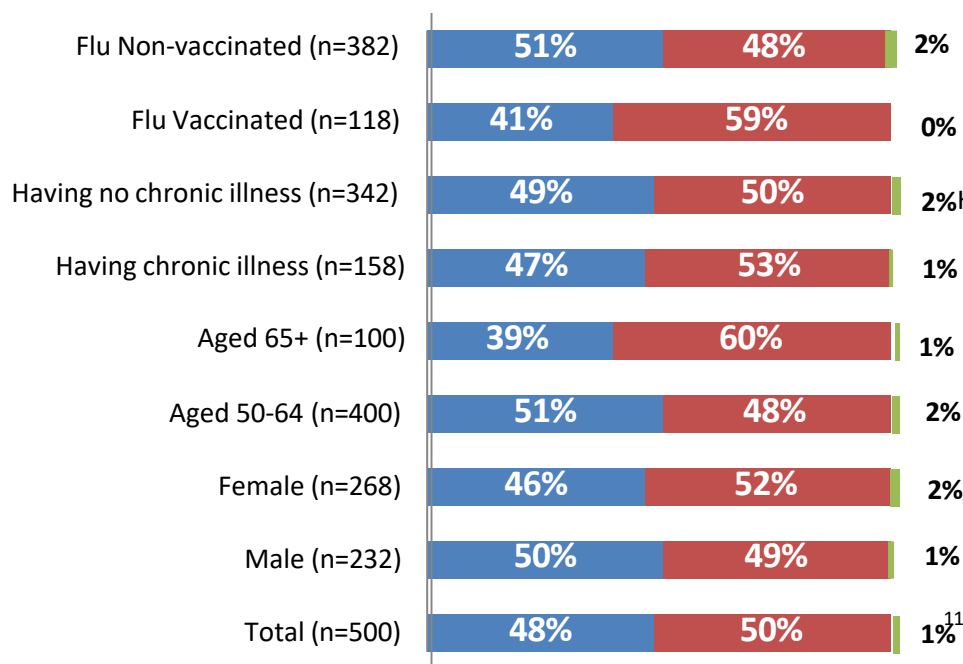
Change in COVID & Flu Concern vs. 1 year ago

Q10: 比較1年前, 你有幾擔心會感染新型冠狀病毒?

- **Almost 50:50** split between having same level of concern and less concern, and **not much increasing COVID concern** compared to 1 year ago.
- Relatively, **more still have same level of concern as 1 year ago** among
 1. Aged 65+ (60%)
 2. Flu vaccinated ones (59%)

Change in COVID Concern vs. 1 year ago

■ Less concern ■ Same level of concern ■ More concern

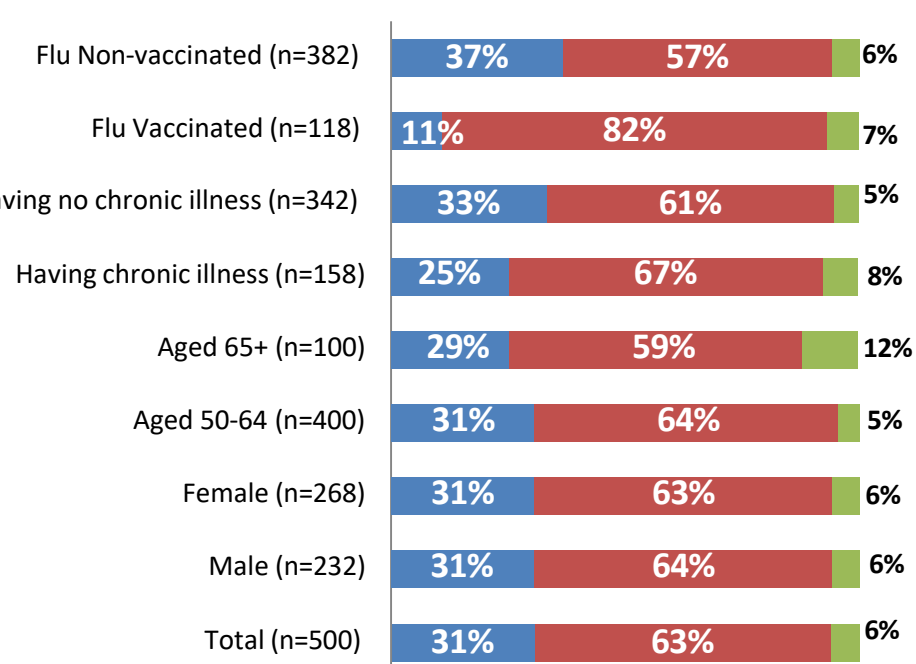


Q11: 比較1年前, 你有幾擔心會感染流感?

- Relatively, more people have **lowered their concern of COVID (~50%)** while **only ~30% indicated lower flu concern**, and the other 70% has either same level of concern or increasing flu concern
- Relatively, **more still have same level of concern or higher concern as 1 year ago** among
 1. Flu vaccinated ones (89%)
 2. Having chronic illness (75%)
 3. Aged 65+ (71% with 12% increasing concern)

Change in Flu Concern vs. 1 year ago

■ Less concern ■ Same level of concern ■ More concern



Detailed Findings

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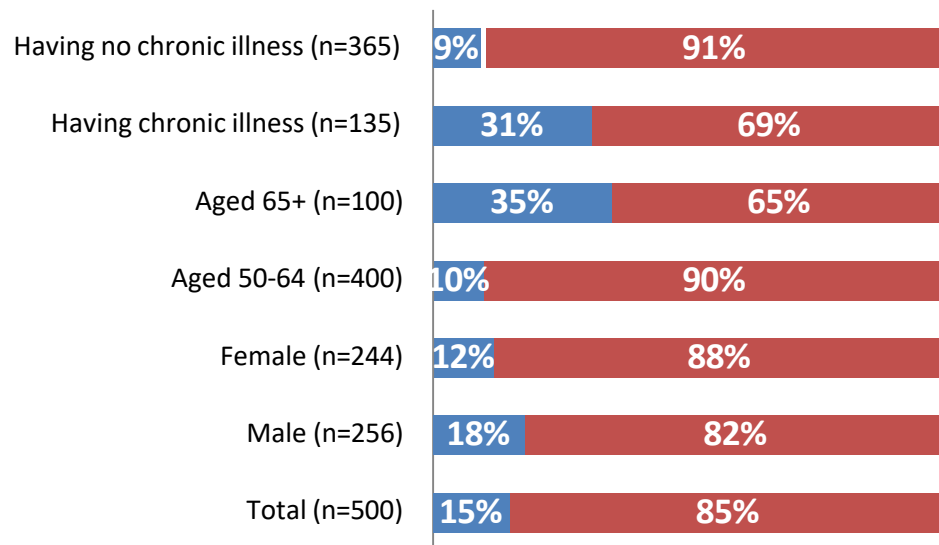
Incidence of Flu Vaccination

Q12: 2022年8月至今日, 你有無接種流感疫苗?

- Compared to 21/22, the incidence of flu vaccination **has increased**.
- Higher vaccination rate among Aged 65+ and Chronic Illness Patients.

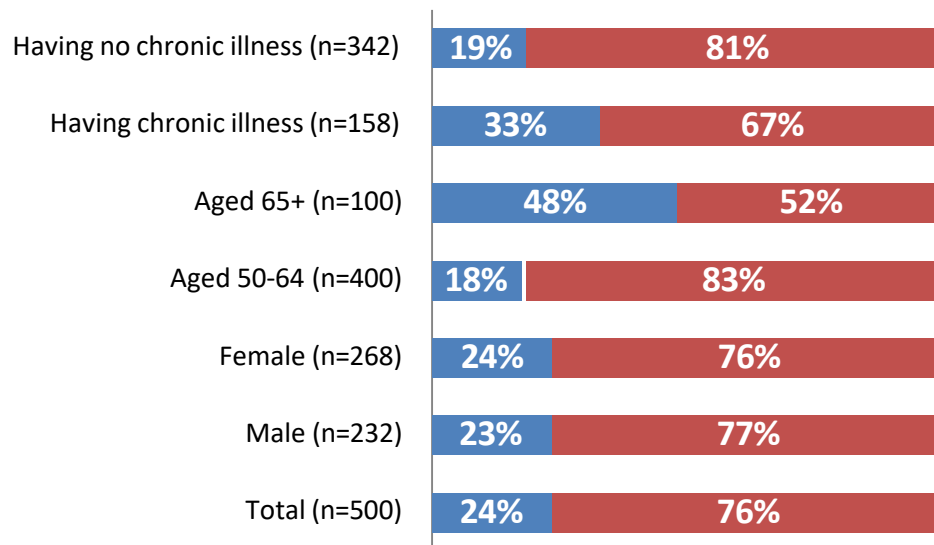
Incidence of Flu Vaccination 21/22

■ Vaccinated ■ Non-Vaccinated



Incidence of Flu Vaccination 22/23

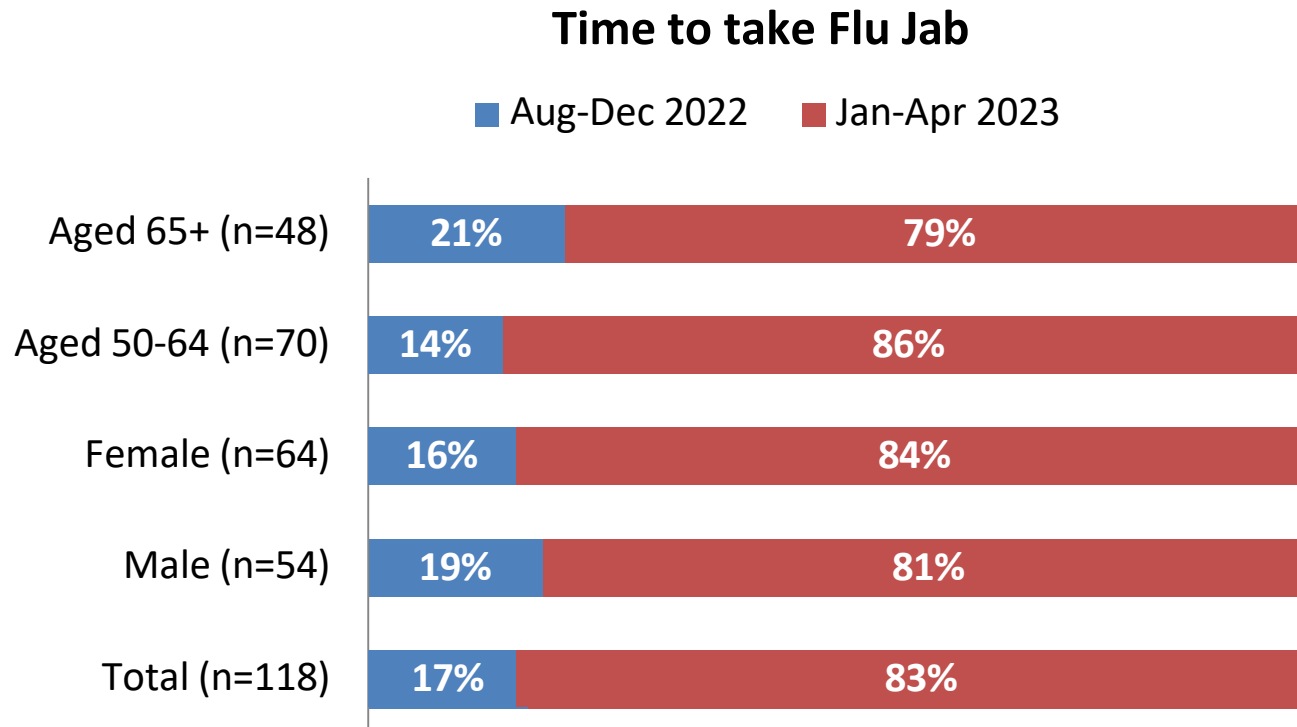
■ Vaccinated ■ Non-Vaccinated



Time to take Flu Jab (Vaccinated)

Q13. 今季你邊個月接種過流感疫苗?

- Over 80% have taken their flu jab between Jan-Apr 2023



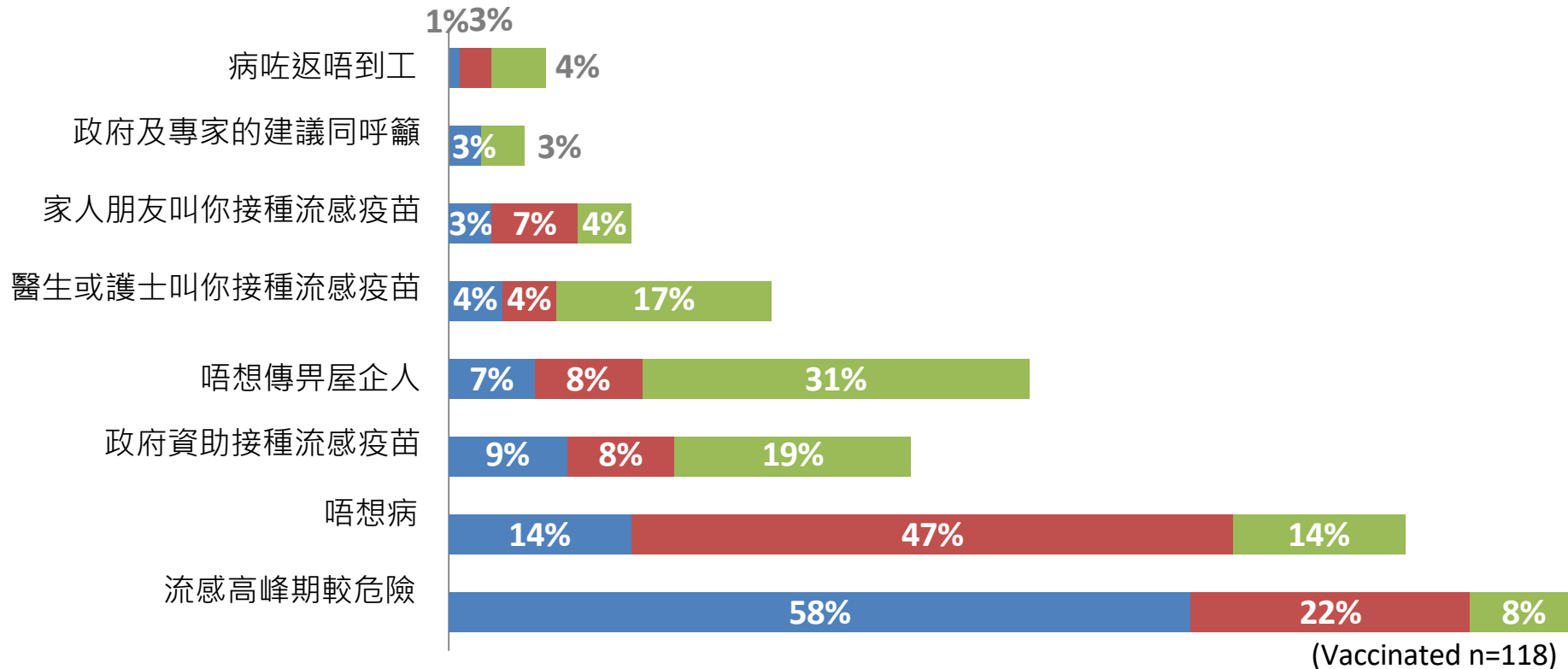
Reasons to take Flu Jab (Vaccinated)

Q14. 接種流感疫苗的原因?

- **Key & 1st Priority reasons for all**
 1. 流感高峰期較危險 (89% & 58%)
 2. 唔想病 (75% & 14%)
 3. 唔想傳畀屋企人 (46% & 7%)
 4. 政府資助接種流感疫苗 (36% & 9%)
- 政府資助接種流感疫苗 becomes a more top-of-mind driver compared to 2022 (17% top-3 mentions)

Top 3 Reasons to take Flu Jab

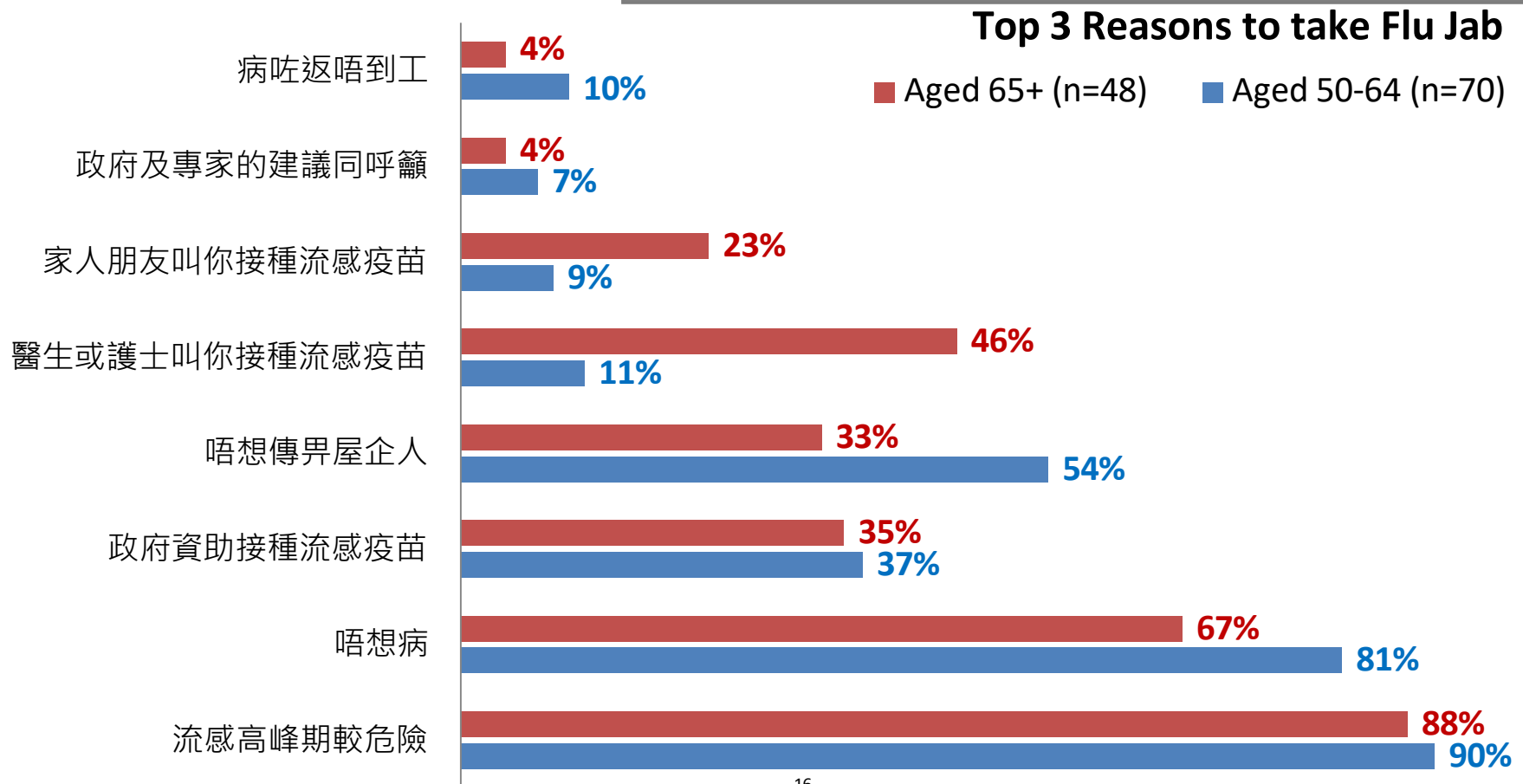
■ 1st Priority ■ 2nd Priority ■ 3rd Priority



Reasons to take Flu Jab (Age Groups)

Q14. 接種流感疫苗的原因?

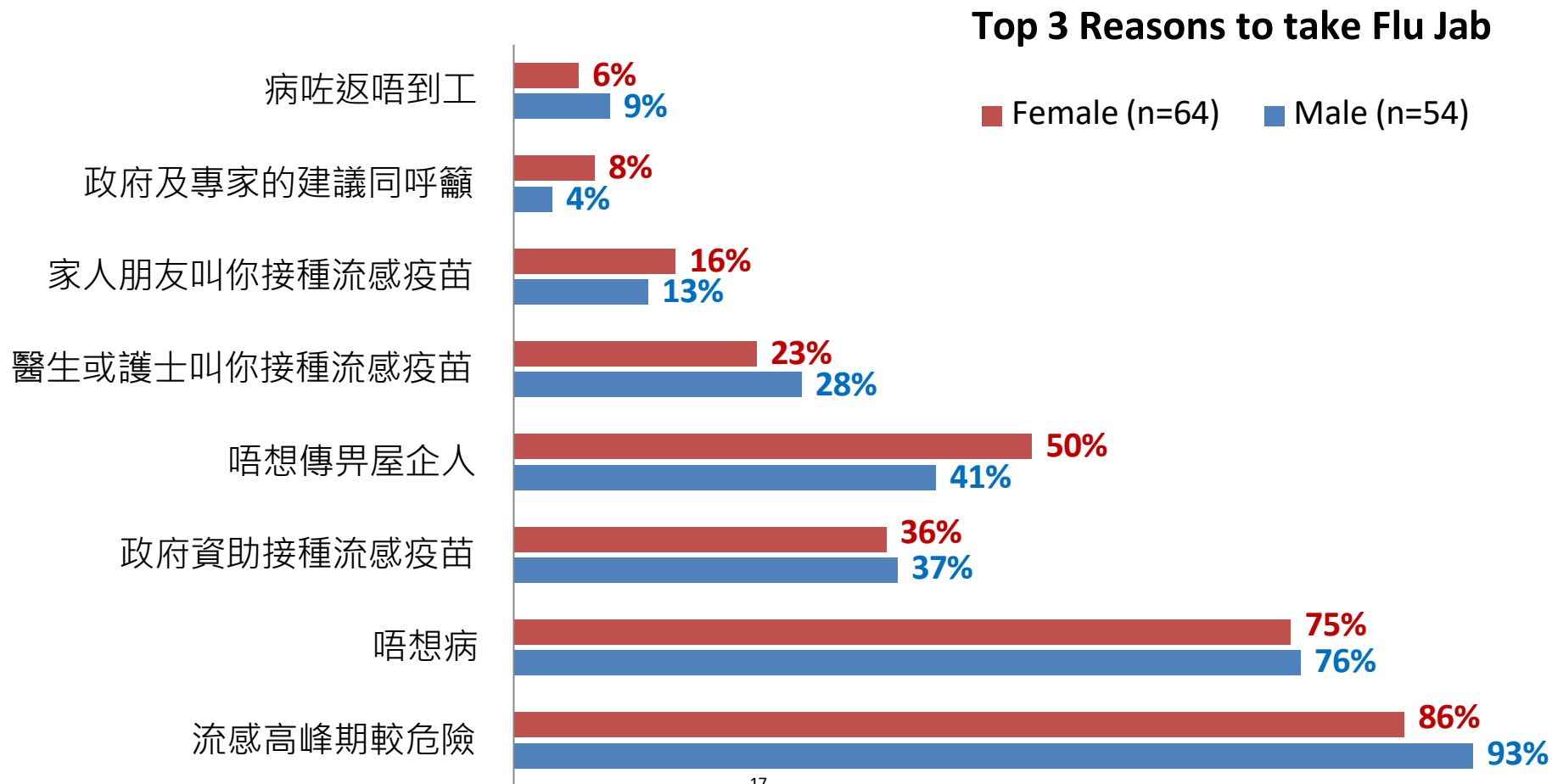
- Top-4 **REASONS** are same across Age Groups.
- Similar to 2022,
 - 唔想病 and 唔想傳畀屋企人 are more important to **Aged 50-64**
 - 醫生或護士叫你接種流感疫苗 and 家人朋友叫你接種流感疫苗 are more important for **Aged 65+**



Reasons to take Flu Jab (Gender)

Q14. 接種流感疫苗的原因?

- Top-4 **REASONS** are same across gender.
- Similar to 2022,
 - 唔想傳畀屋企人 is a stronger concern for Females



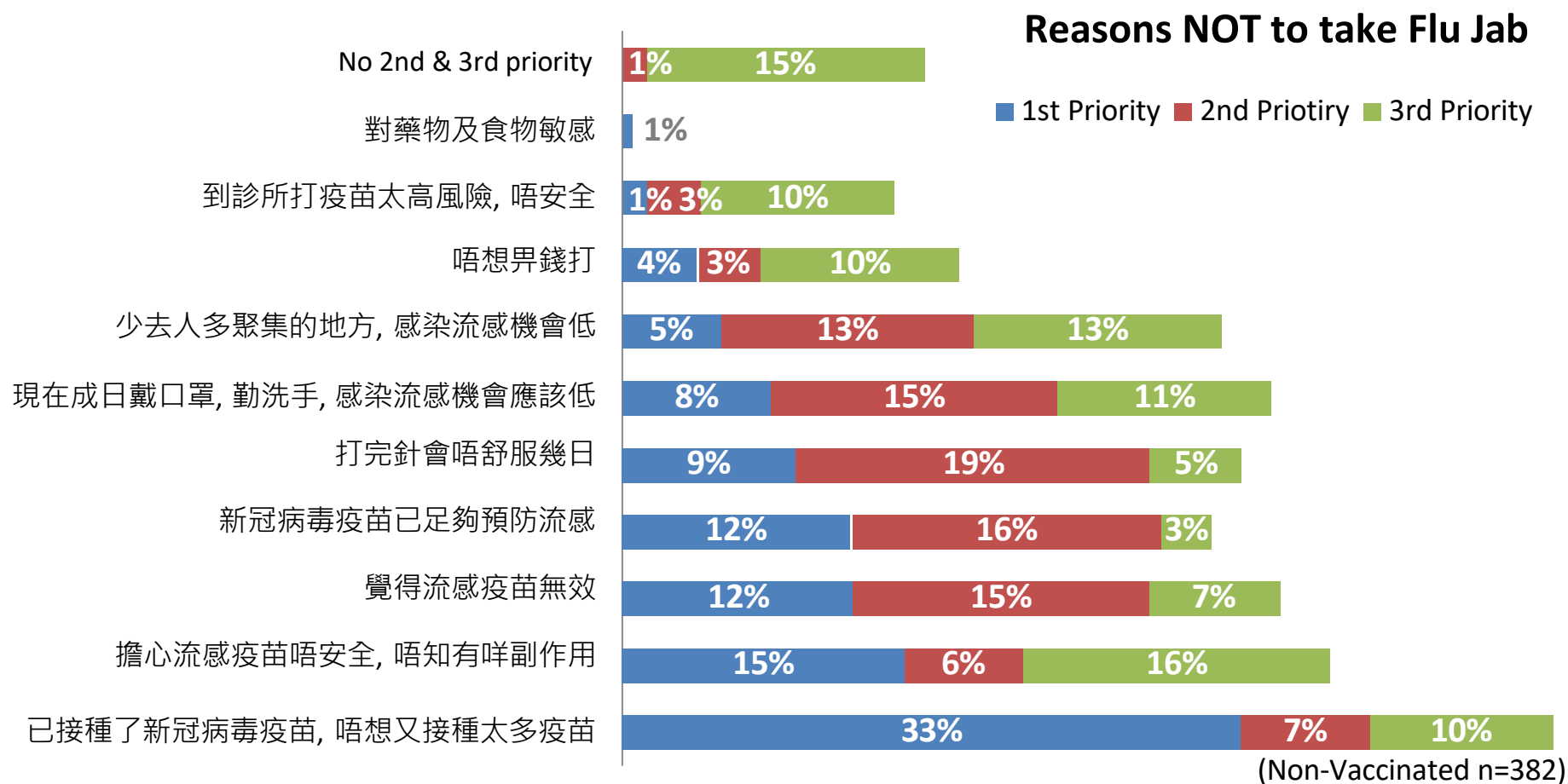
Reasons NOT to take Flu Jab (Non-Vaccinated)

Q15: 你不接種流感疫苗的原因?

- **Key & 1st Priority reasons for all**

1. 已接種了新冠病毒疫苗, 唔想又接種太多疫苗 (50% & 33%)
2. 擔心流感疫苗唔安全, 唔知有咩副作用 (37% & 15%)
3. 覺得流感疫苗無效 (34% & 12%)
4. 新冠病毒疫苗已足夠預防流感 (31% & 12%)

- **COVID-related** reasons contributed **45%** of the top reasons for not taking flu jab



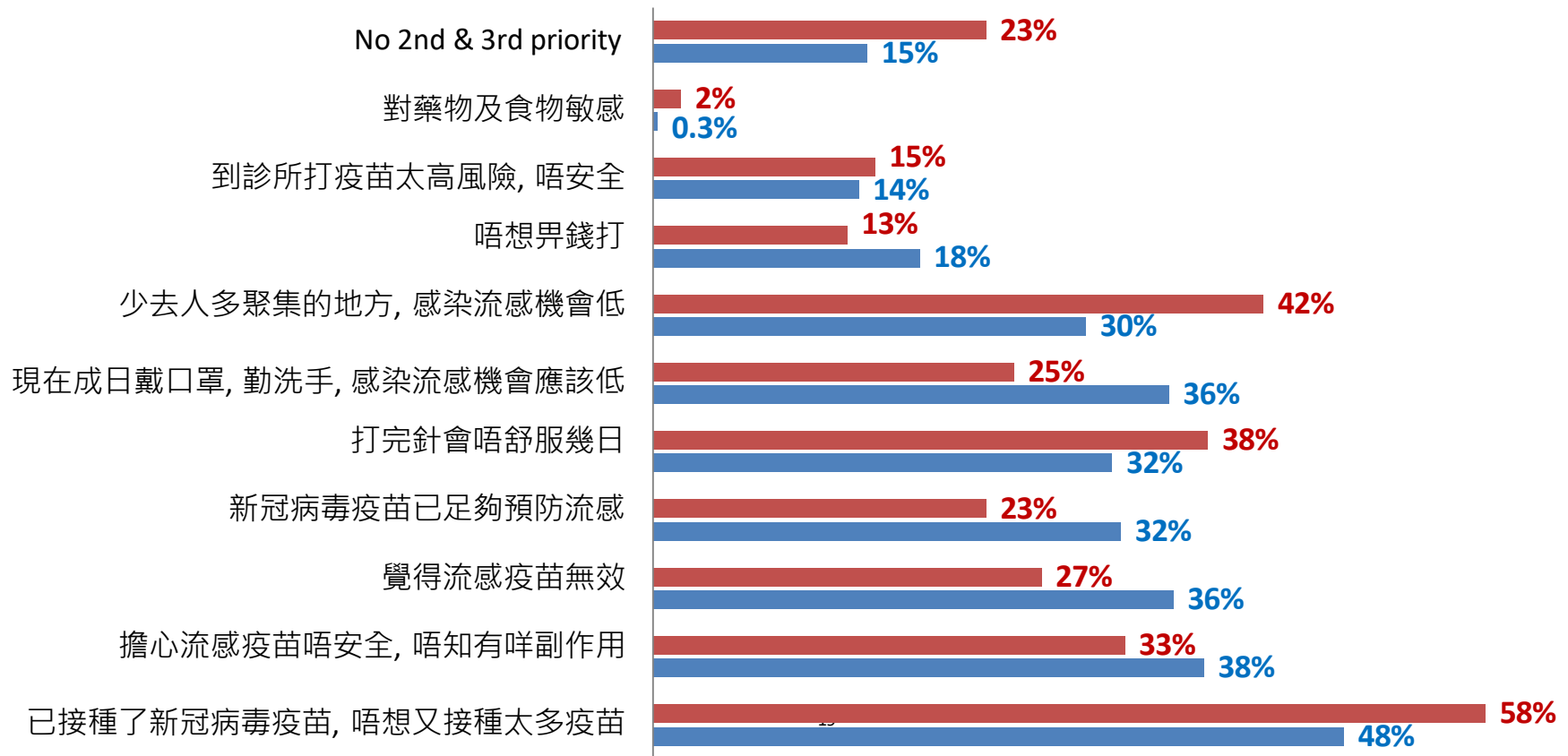
Reasons NOT to take Flu Jab (Age Groups)

- Top BARRIER is the same for both Age Groups
 - 已接種了新冠病毒疫苗, 唔想又接種太多疫苗
- More Aged 65+ mentioned
 - 打完針會唔舒服幾日 (38%)
 - 少去人多聚集的地方, 感染流感機會低 (42%)

Q15: 你不接種流感疫苗的原因?

Reasons NOT to take Flu Jab

■ Aged 65+ (n=52) ■ Aged 50-64 (n=330)



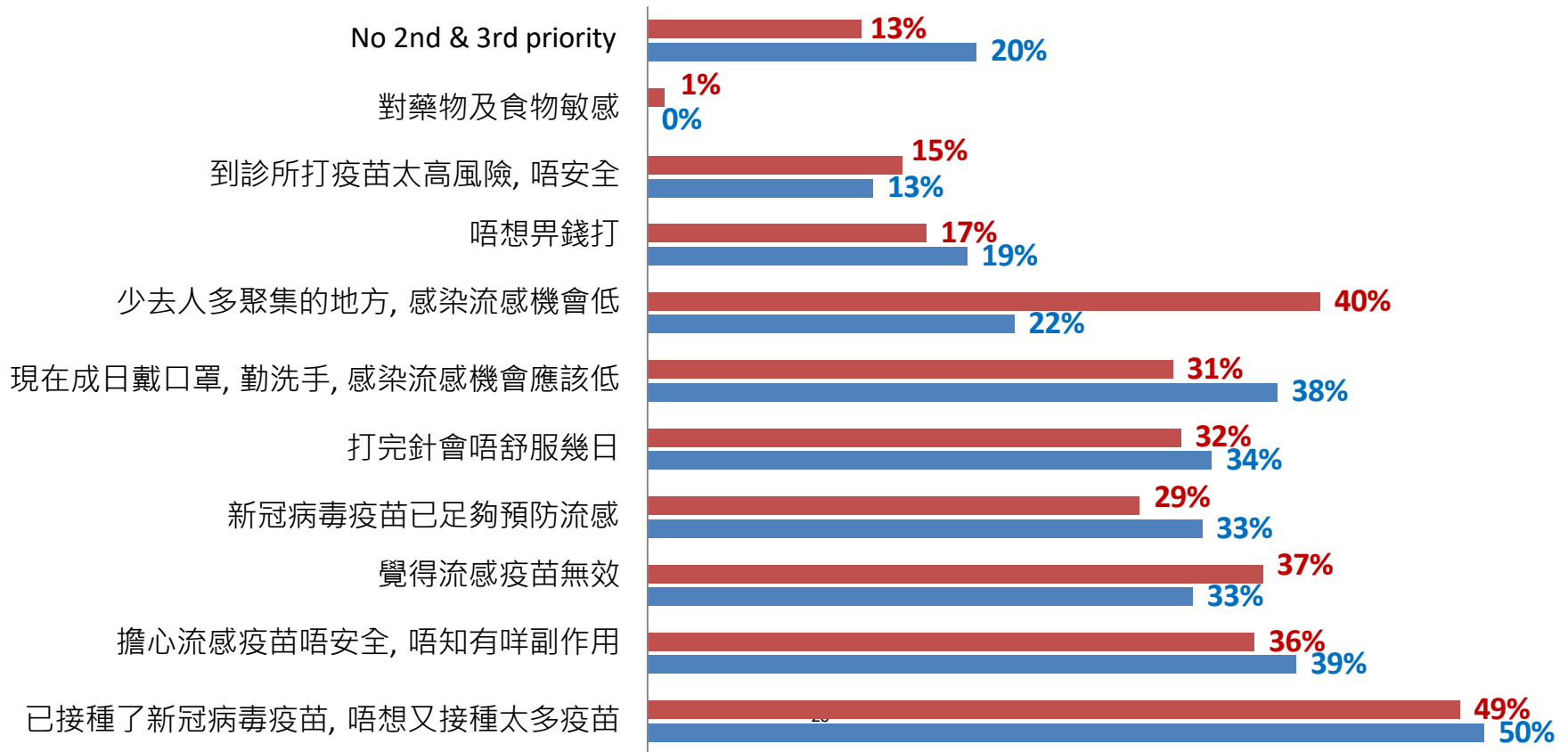
Reasons NOT to take Flu Jab (Gender)

Q15: 你不接種流感疫苗的原因?

- Key **BARRIERS** are the same across gender
- **More females mentioned**
 - 少去人多聚集的地方, 感染流感機會低 (40%)

Reasons NOT to take Flu Jab

■ Female (n=204) ■ Male (n=178)



Detailed Findings

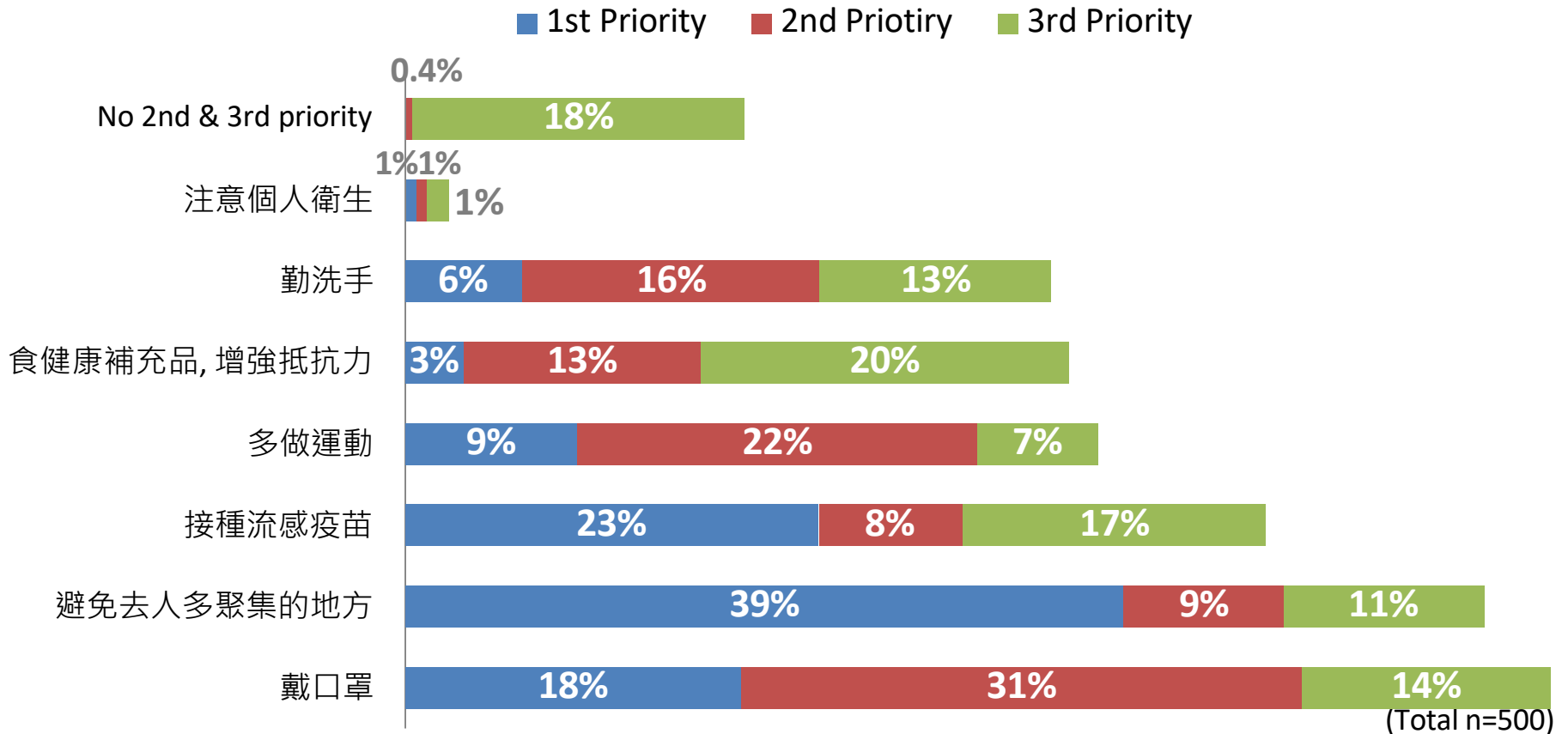
1. Concern of Flu and COVID
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Effective Ways to Prevent Flu (Total)

Q16: 你覺得以下邊種方法預防流感最有效?

- **Key & 1st Priority** preventive ways for all
 1. 戴口罩 (63% & 18%)
 2. 避免去人多聚集的地方 (59% & 39%)
 3. 接種流感疫苗 (48% & 23%)
- Compared to 2022, there is no much differences.

Effective Ways to Prevent Flu

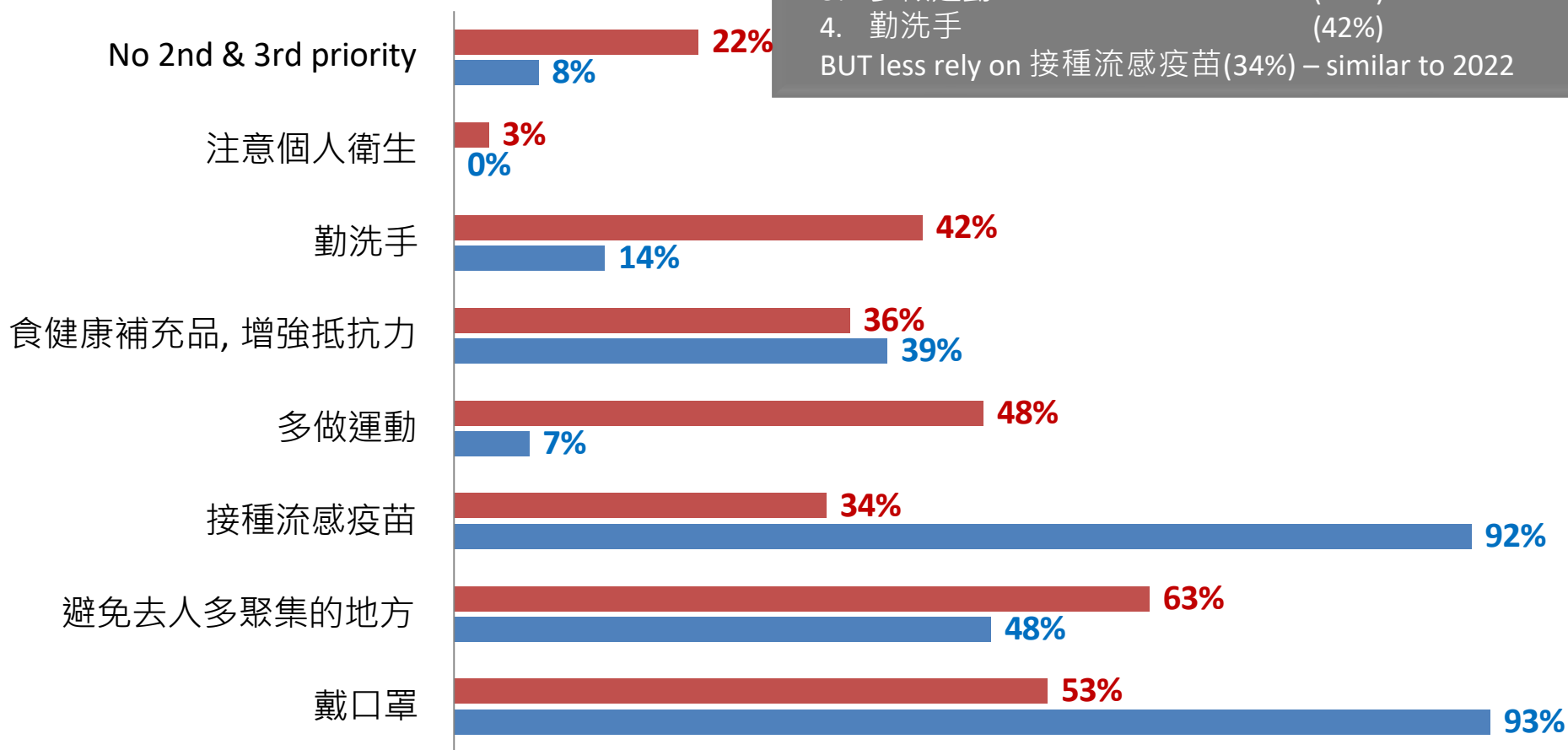


Effective Ways to Prevent Flu (Vaccinated vs. Non-Vaccinated)

Q16: 你覺得以下邊種方法預防流感最有效?

Effective Ways to Prevent Flu

■ Flu Non-vaccinated (n=382) ■ Flu Vaccinated (n=118)



- **Vaccinated** ones put high priority in
 1. 戴口罩 (93%)
 2. 接種流感疫苗 (92%)– Both mentions are higher than in 2022 (57% and 82%)
- **Non-Vaccinated** ones put more emphasis on
 1. 避免去人多聚集的地方 (63%)
 2. 戴口罩 (53%)
 3. 多做運動 (48%)
 4. 勤洗手 (42%)BUT less rely on 接種流感疫苗(34%) – similar to 2022

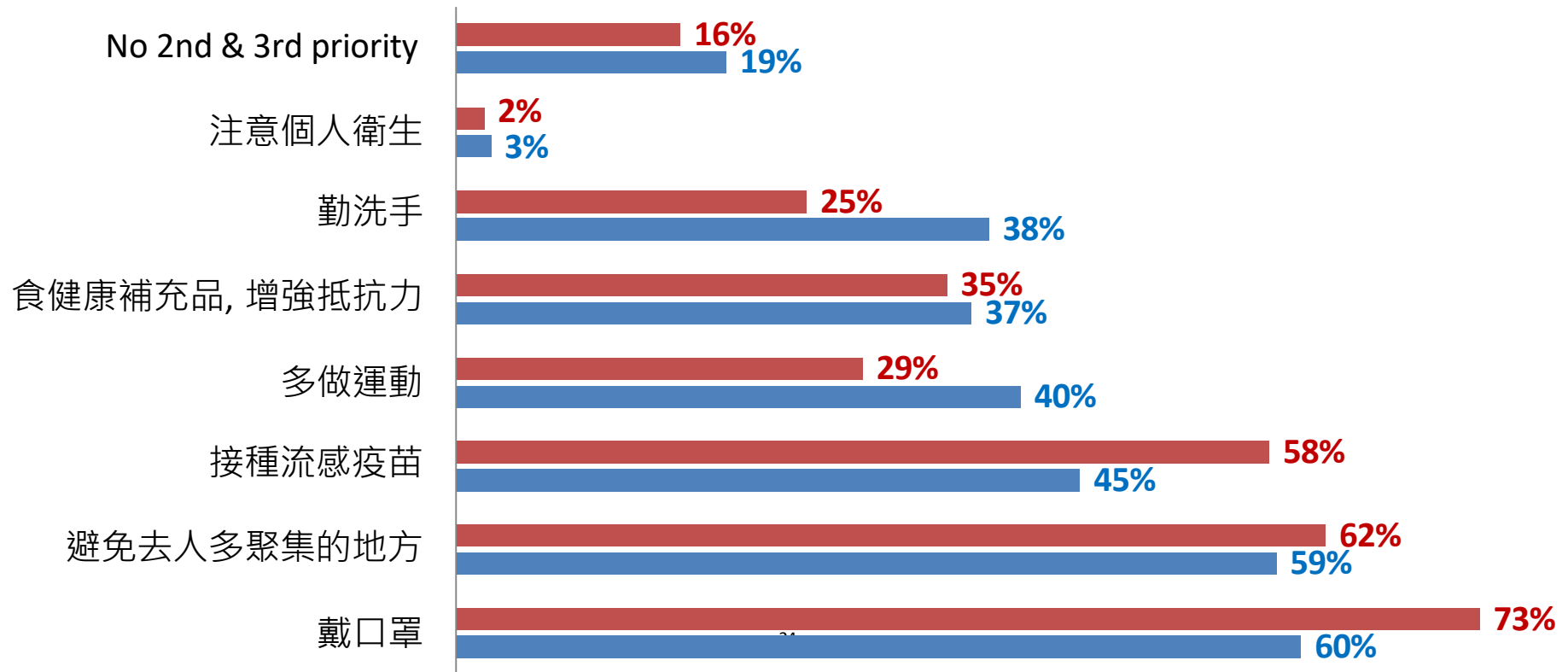
Effective Ways to Prevent Flu (Age Groups)

Q16: 你覺得以下邊種方法預防流感最有效?

- Key **PREVENTIVE WAYS** are same across Age Groups though with higher % among Aged 65+.
- 1. 避免去人多聚集的地方
- 2. 戴口罩
- 3. 接種流感疫苗

Effective Ways to Prevent Flu

■ Aged 65+ (n=100) ■ Aged 50-64 (n=400)



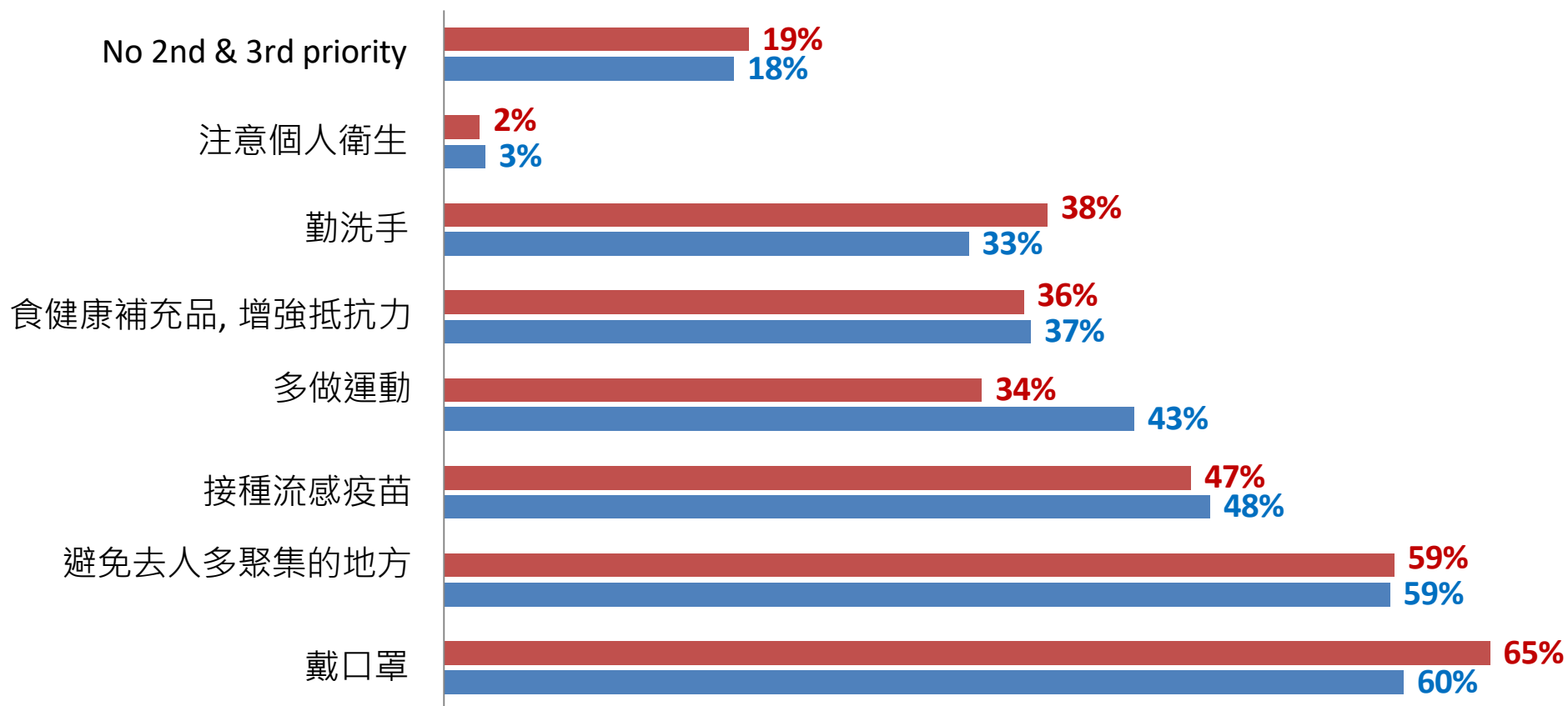
Effective Ways to Prevent Flu (Gender)

Q16: 你覺得以下邊種方法預防流感最有效?

- Key **PREVENTIVE WAYS** are same across genders
 1. 避免去人多聚集的地方
 2. 戴口罩
 3. 接種流感疫苗

Effective Ways to Prevent Flu

■ Female (n=268) ■ Male (n=232)

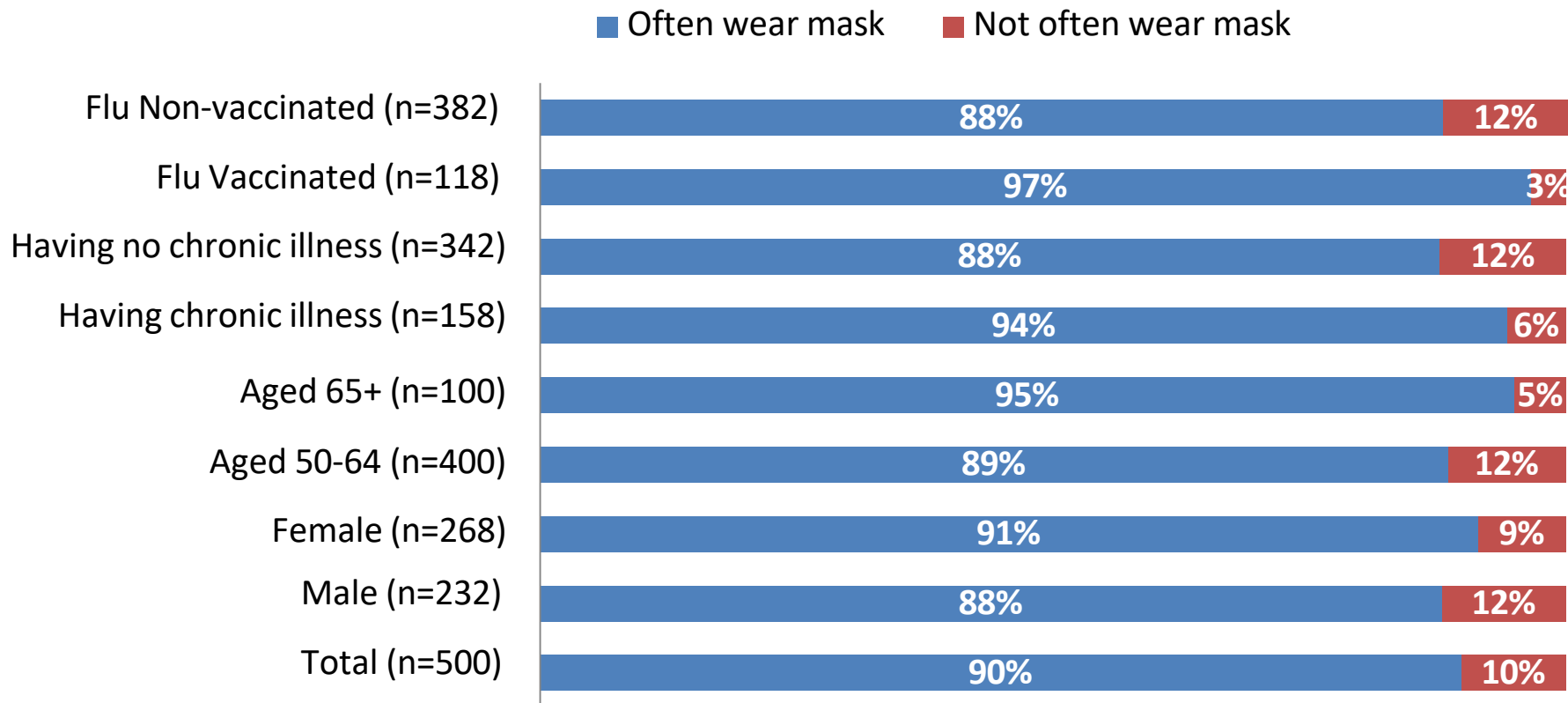


Wearing Mask Behaviour

Q17: 你現時會唔會經常戴口罩?

- Majority claimed they often wear mask across all segments

Wearing Mask Behaviour



Wearing Mask during Flu Seasons

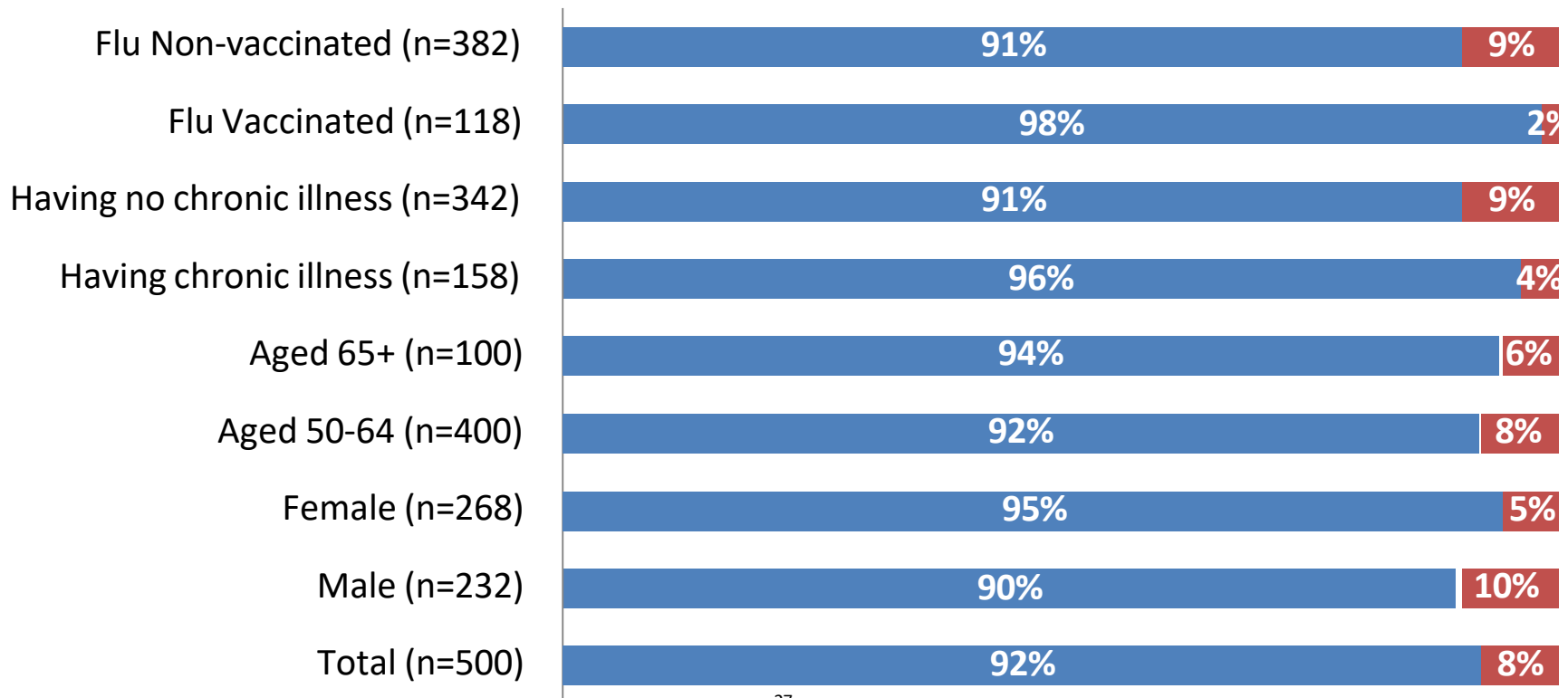
Q18: 流感高峰期時, 你會唔會經常戴口罩?

- Even more people (over 90%) claimed they would often wear mask during flu seasons.

Wearing mask during Flu Seasons

■ Often wear mask during flu seasons

■ Not often wear mask during flu seasons

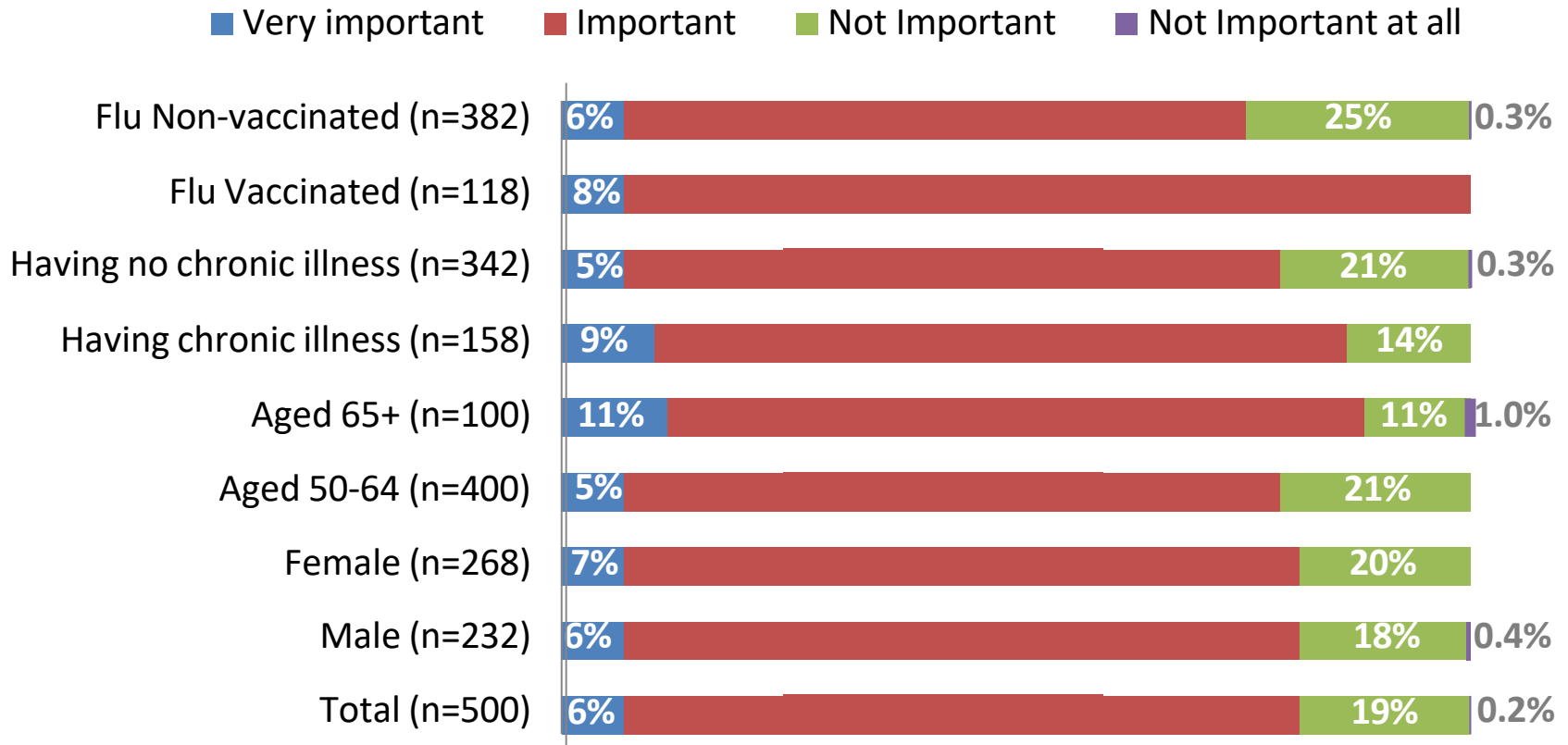


Importance of Flu Vaccination (for self)

Q19: 你認為自己接種流感疫苗,
對你預防流感有幾重要?

- In general, still **around 20%** perceive flu vaccination **NOT important** for self prevention, and even higher among Non-Vaccinated ones (25%)
- Those who put **high importance in flu vaccination** are
 1. Vaccinated ones (100%)
 2. Aged 65+ (99%)
 3. Chronic illness patients (86%)

Importance of Flu Vaccination (For self)



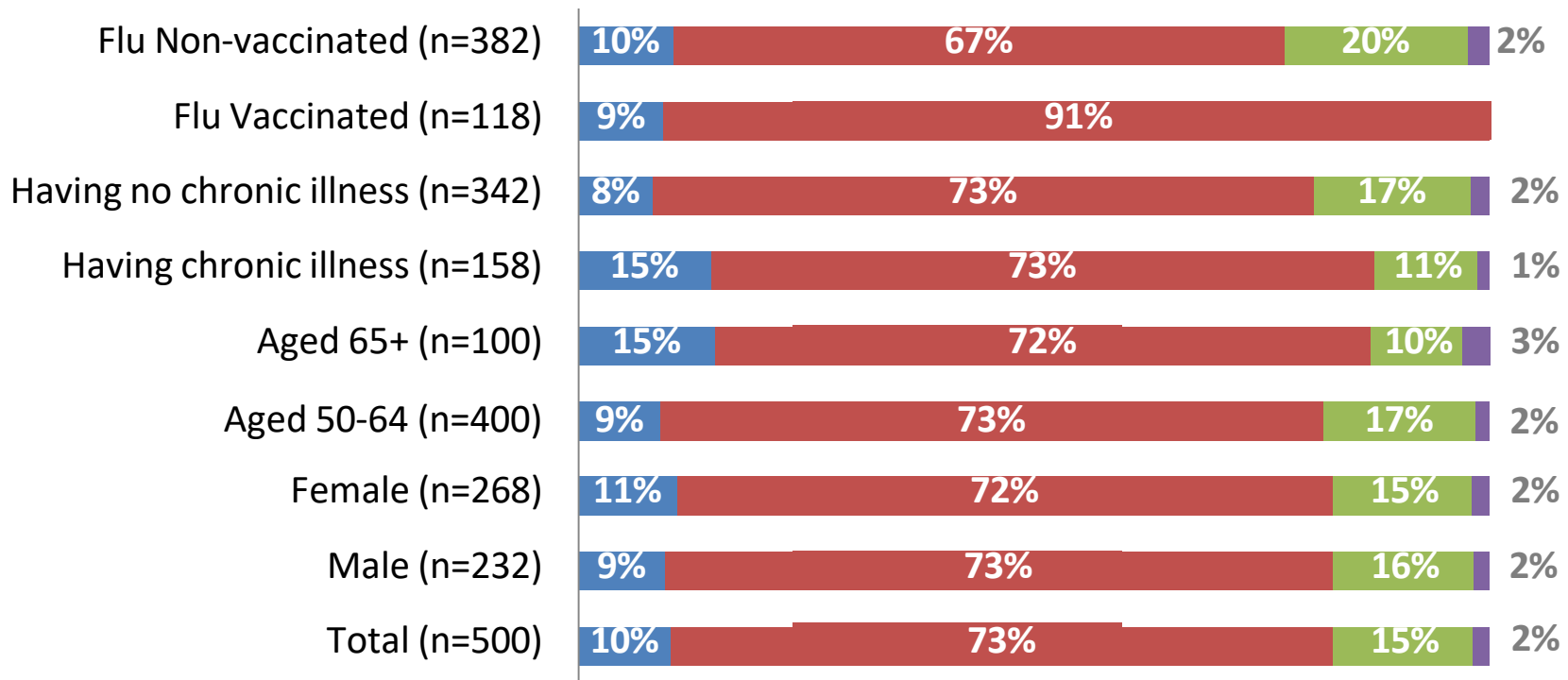
Importance of Flu Vaccination (for family)

Q20: 你認為自己接種流感疫苗, 對你嘅家人預防流感有幾重要?

- In general, still **around 15%** perceive flu vaccination **NOT important** for family prevention, and even higher among Non-Vaccinated ones (20%)
- Those who put **high importance in flu vaccination** are
 1. Vaccinated ones (100%)
 2. Aged 65+ (97%)
 3. Chronic illness patients (99%)

Importance of Flu Vaccination (for family)

■ Very important ■ Important ■ Not Important ■ Not Important at all



Detailed Findings

1. Concern of Flu and COVID
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5. Media for Health Info

Enhanced Quadrivalent Flu Vaccine Concept

加強版四價重組流感疫苗:

1. 加強3倍抗原, 採用嶄新重組疫苗技術, 不含雞蛋。
2. 50歲或以上人士接種, 保護力較傳統雞蛋培植的流感疫苗高3成。
3. 接種重組流感疫苗1個月後的抗體水平較傳統流感疫苗高, 特別對H3N2及 H1N1, 分別高200%及50%
4. 美國生產, 2017 年獲美國FDA核准使用, 已超過900萬人次使用 (已在香港使用了兩年)
5. 英國^及美國#建議為指定人士的首選疫苗
6. 香港衛生防護中心指出, 年長人士接種流感疫苗的效用不太顯注, 研究顯示, 年長人士接種重組流感疫苗(RIV) 或比傳統流感疫苗更有效

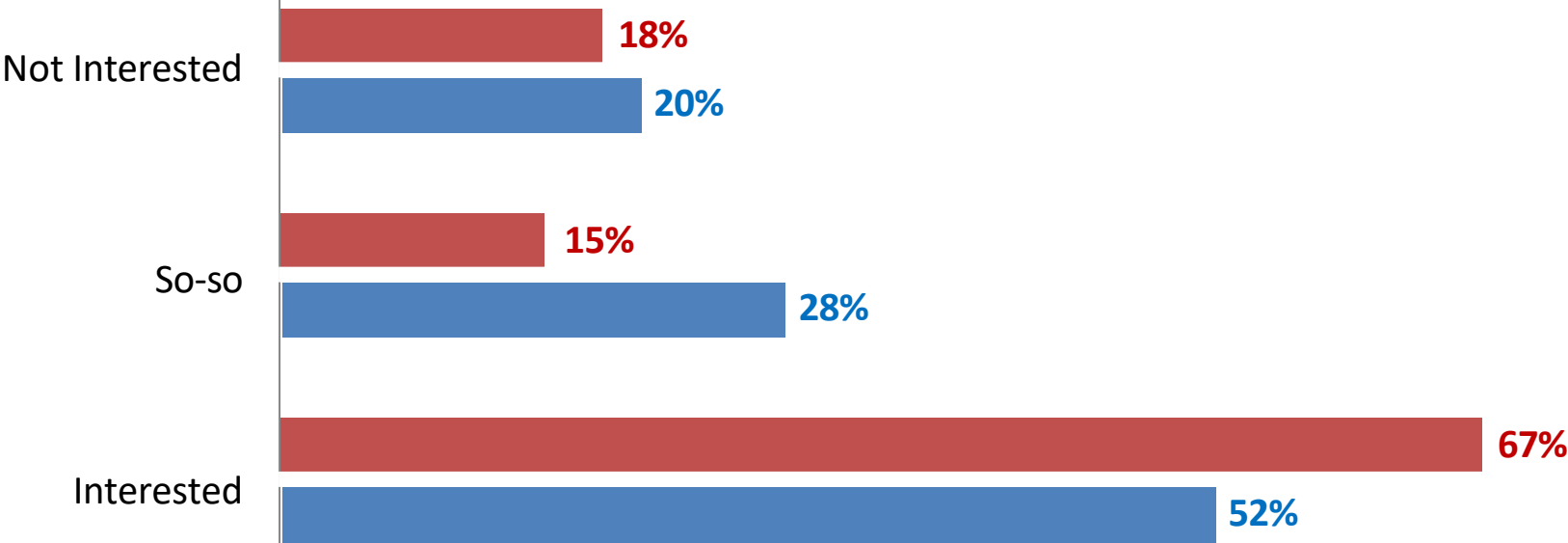
Likelihood to choose Enhanced Quadrivalent Flu Vaccine Concept (Total)

Q21: 你喺嚟緊嘅流感高峰期(即今年9月開始),會唔會都想接種呢隻加強版四價重組流感疫苗?

- **Two-third** showed interest in taking Enhanced Quadrivalent Flu Vaccine (with majority indicated “幾想”)
- Compared to Flublok Concept in 2022, there are significantly more people showing considerable interest (52% in 2022 vs. 67% in 2023)

Comparison of Results in 2022 (Flublok) vs. 2023

■ Enhanced Quadrivalent Flu Vaccine Concept 2023 ■ Flublok Concept 2022



	Interested	絕對想	非常想	幾想	So-so 一般	Not Interested	唔係好想	非常唔想	完全唔想
Total (n=500) 2023	67%	1%	7%	59%	15%	18%	10%	3%	5%
Total (n=500) 2022	52%	0%	9%	43%	28%	20%	8%	5%	7%

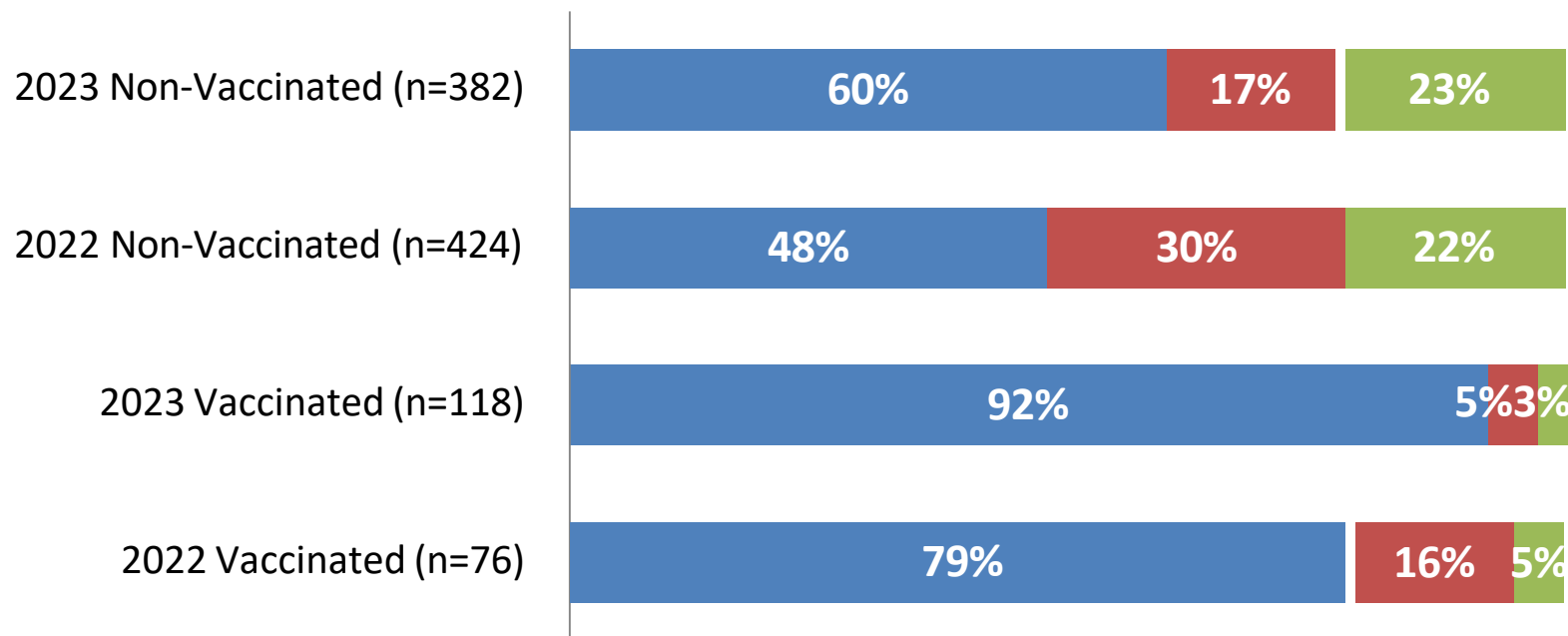
Likelihood to choose Enhanced Quadrivalent Flu Vaccine Concept (Vaccinated vs. Non-Vaccinated)

Q21: 你喺緊嘅流感高峰期(即今年9月開始),會唔會都想接種呢隻加強版四價重組流感疫苗?

- Vaccinated ones in 2023 have very high interest in the new enhanced flu vaccine.
- Even among **Non-Vaccinated ones**, more are interested compare to 2022 (**48% in 2022 vs. 60% in 2023**)

Comparison of Results in 2022 (Flublok) vs. 2023 (Vaccinated vs. Non-Vaccinated)

■ Interested ■ So-so ■ Not Interested

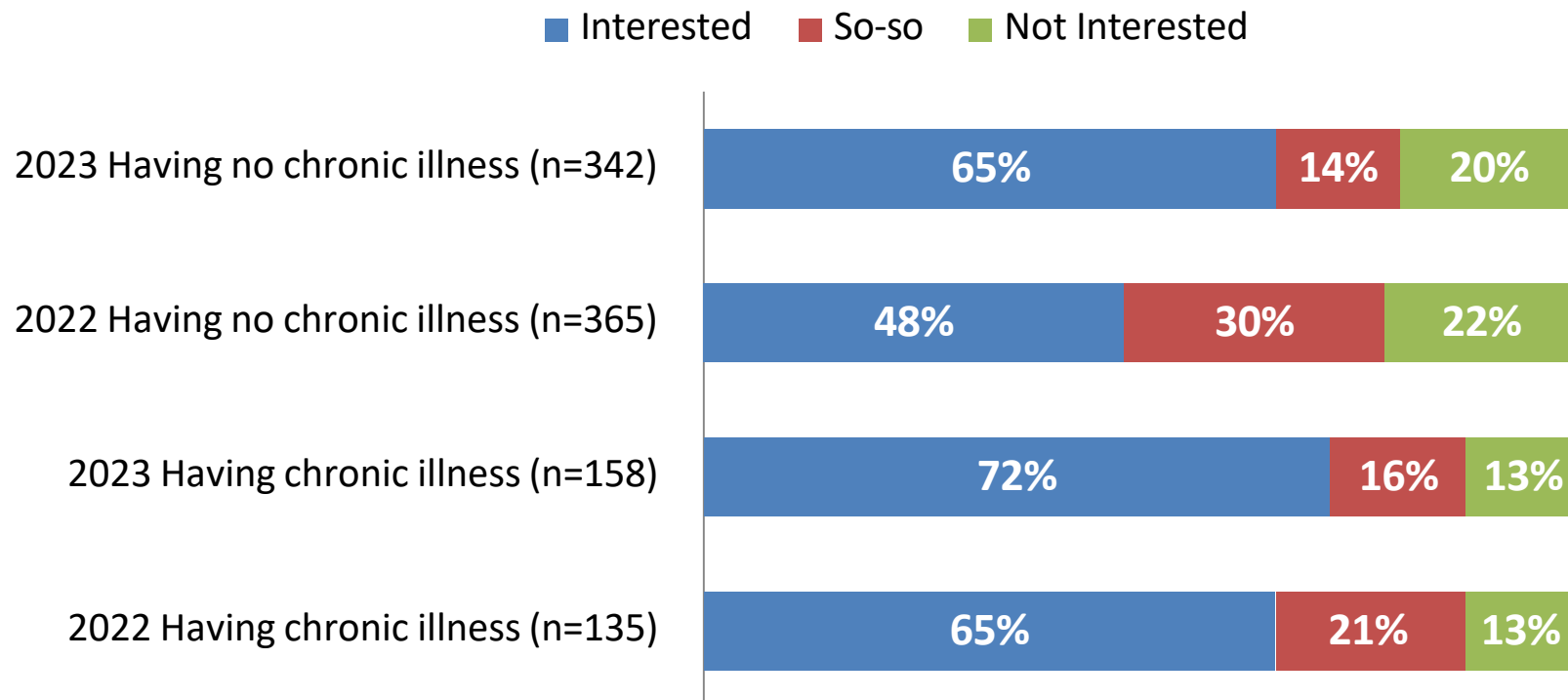


Likelihood to choose Enhanced Quadrivalent Flu Vaccine Concept (Chronic Illness Patients vs. Non-Chronic Illness Patients)

Q21: 你喺緊嘅流感高峰期(即今年9月開始),會唔會都想接種呢隻加強版四價重組流感疫苗?

- **Chronic Illness Patients** generally have **higher interest** compared to Non-Chronic Illness Patients in both 2022 and 2023.

Comparison of Results in 2022 (Flublok) vs. 2023 (Chronic Illness Patients vs. Non-Chronic Illness Patients)

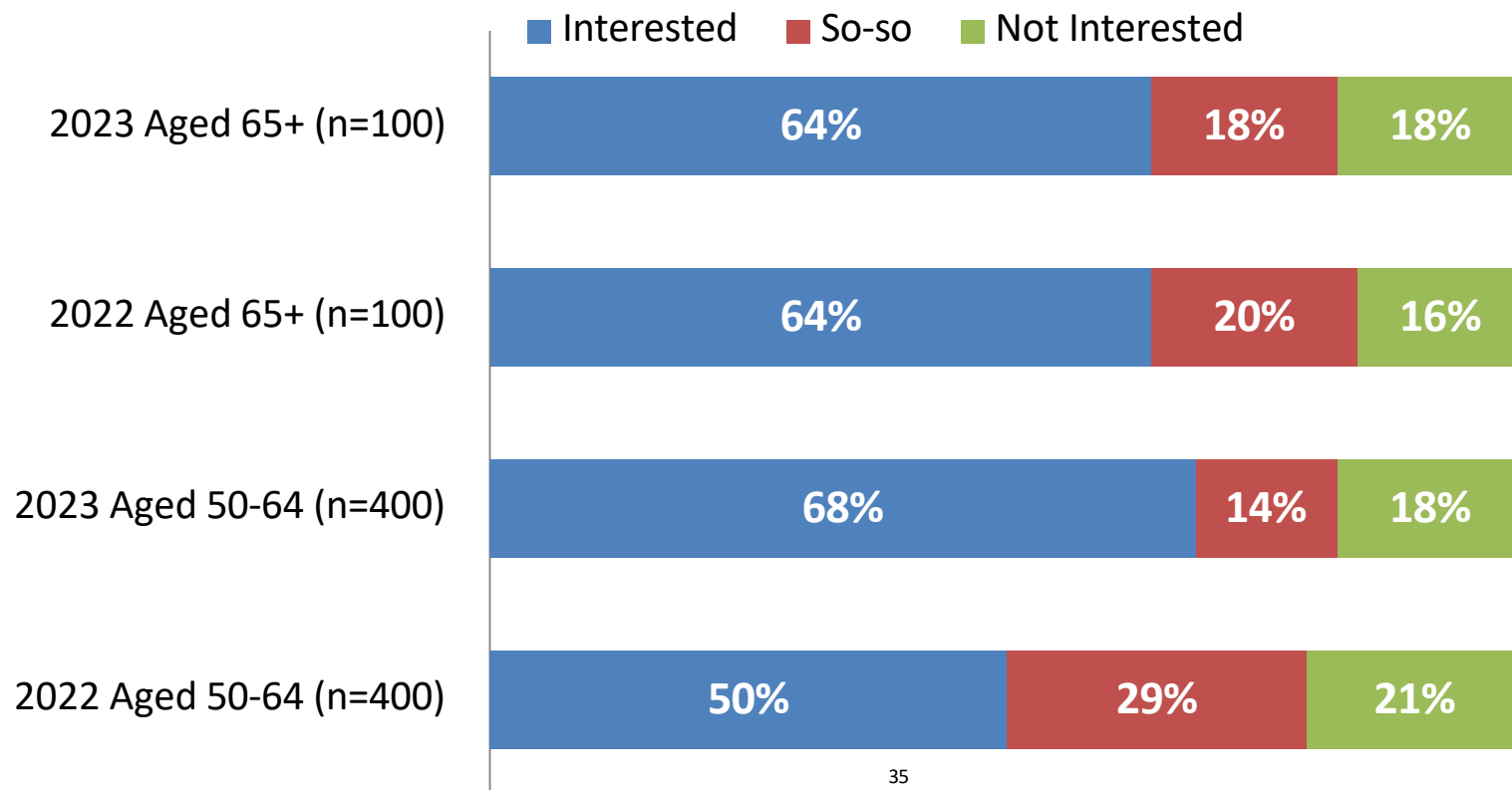


Likelihood to choose Enhanced Quadrivalent Flu Vaccine Concept (Age Groups)

Q21: 你喺緊嘅流感高峰期(即今年9月開始),會唔會都想接種呢隻加強版四價重組流感疫苗?

- In 2023, **two-third of Aged 50-64** showed interest in the Enhanced Flu Vaccine compared to half in 2022 sample.
- Responses from **Aged 65+ remain similar vs. 2022.**

Comparison of Results in 2022 (Flublok) vs. 2023 (Age Groups)

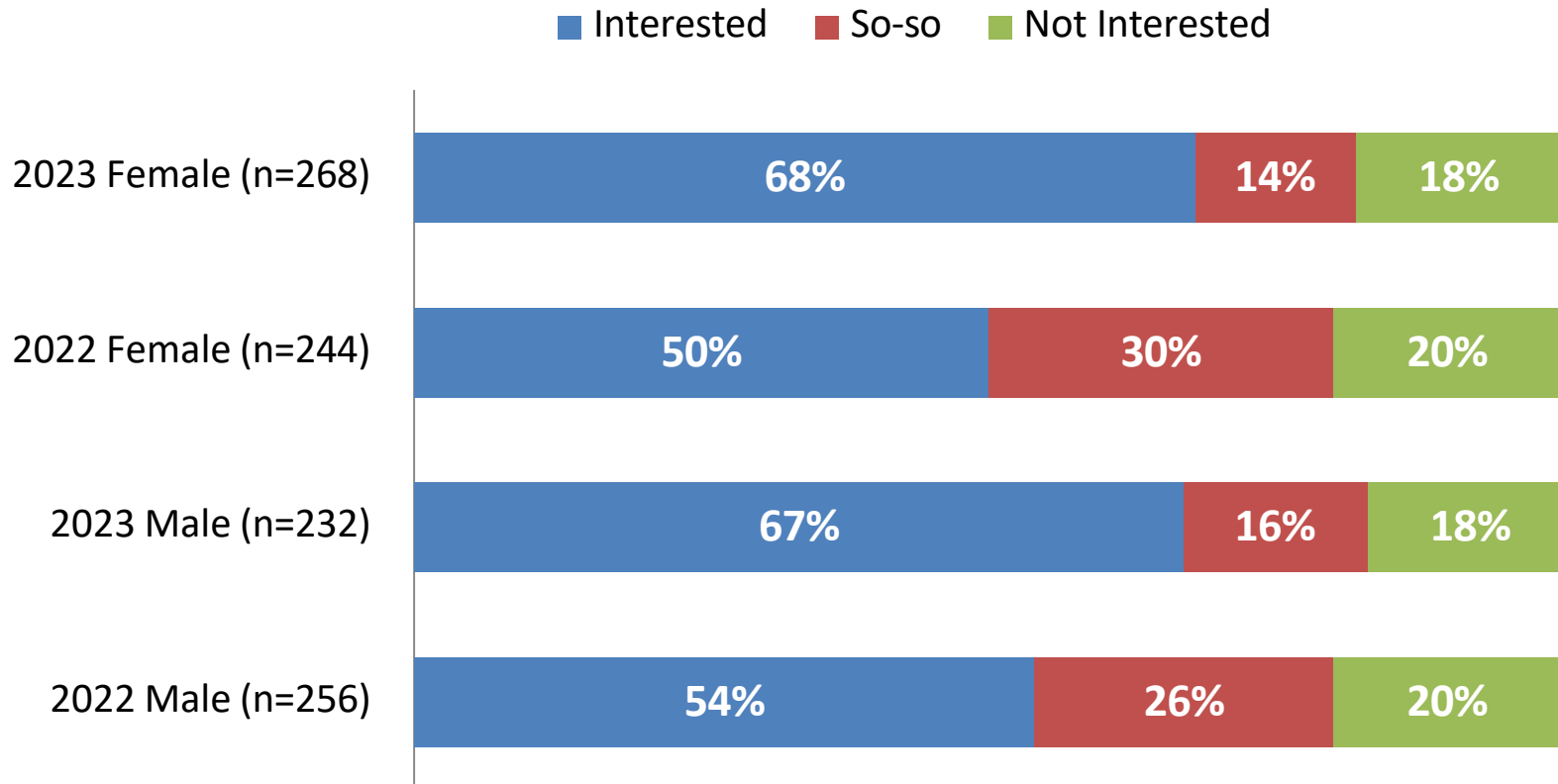


Likelihood to choose Enhanced Quadrivalent Flu Vaccine Concept (Gender)

Q21: 你喺緊嘅流感高峰期(即今年9月開始),會唔會都想接種呢隻加強版四價重組流感疫苗?

- No differences in gender's responses.

Comparison of Results in 2022 (Flublok) vs. 2023 (Gender)

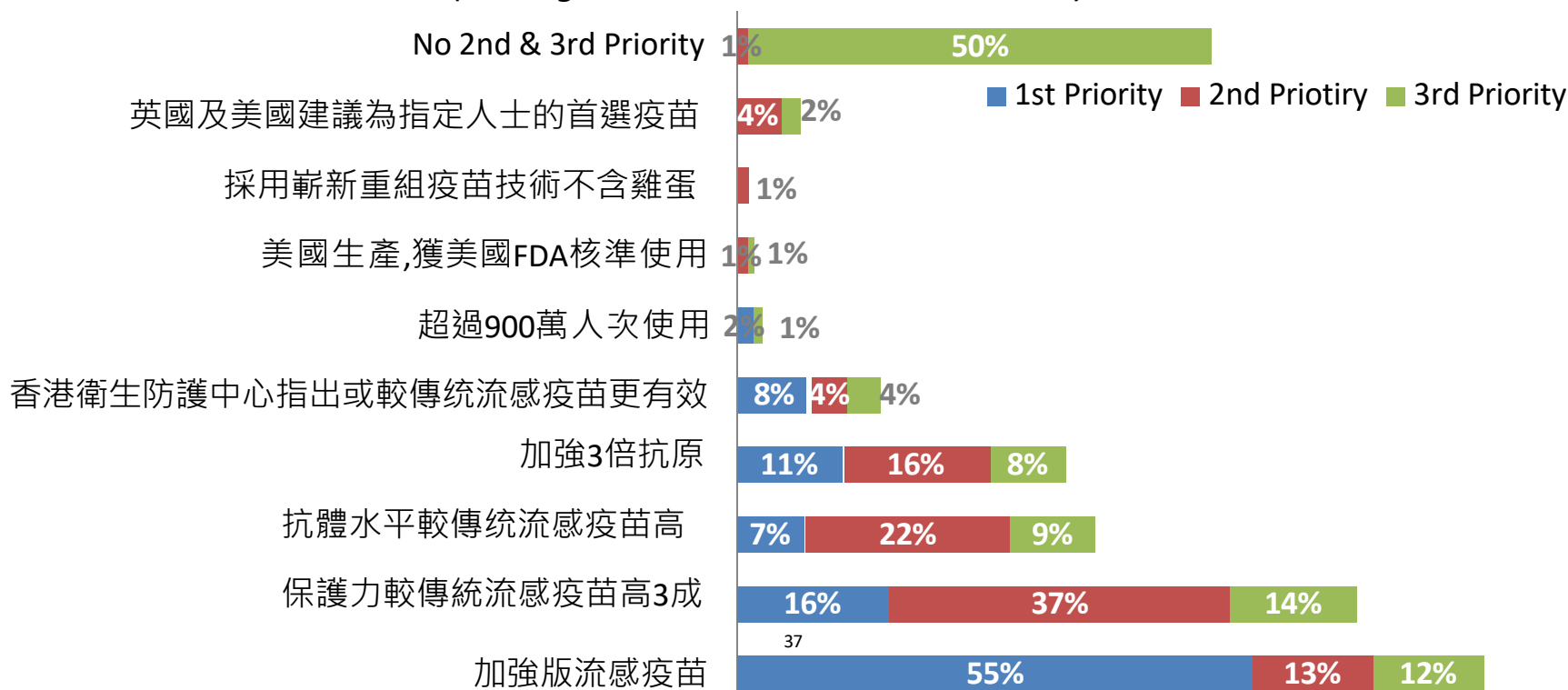


Attractions of Enhanced Quadrivalent Flu Vaccine Concept (Among those who are interested)

Q22: 想接種的原因?

- 加強版流感疫苗(80%) is the primary driver to boost up their interest.
- **Superiority over conventional flu vaccine** demonstrate strong supports to increase their interest level
 - 保護力較傳統流感疫苗高3成 (67%) *(Similar to 2022, this is also considered critical to drive interest)*
 - 抗體水平較傳統流感疫苗高 (39%)
 - 含3倍抗原(35%)
- Relatively, 美國生產, 獲美國FDA核準使用 becomes not significant compared to Rank 3 reason in 2022 (57%)
 - 香港衛生防護中心指出或較傳統流感疫苗更有效 even has more supports.

Drivers (Among those who are interested n=337)



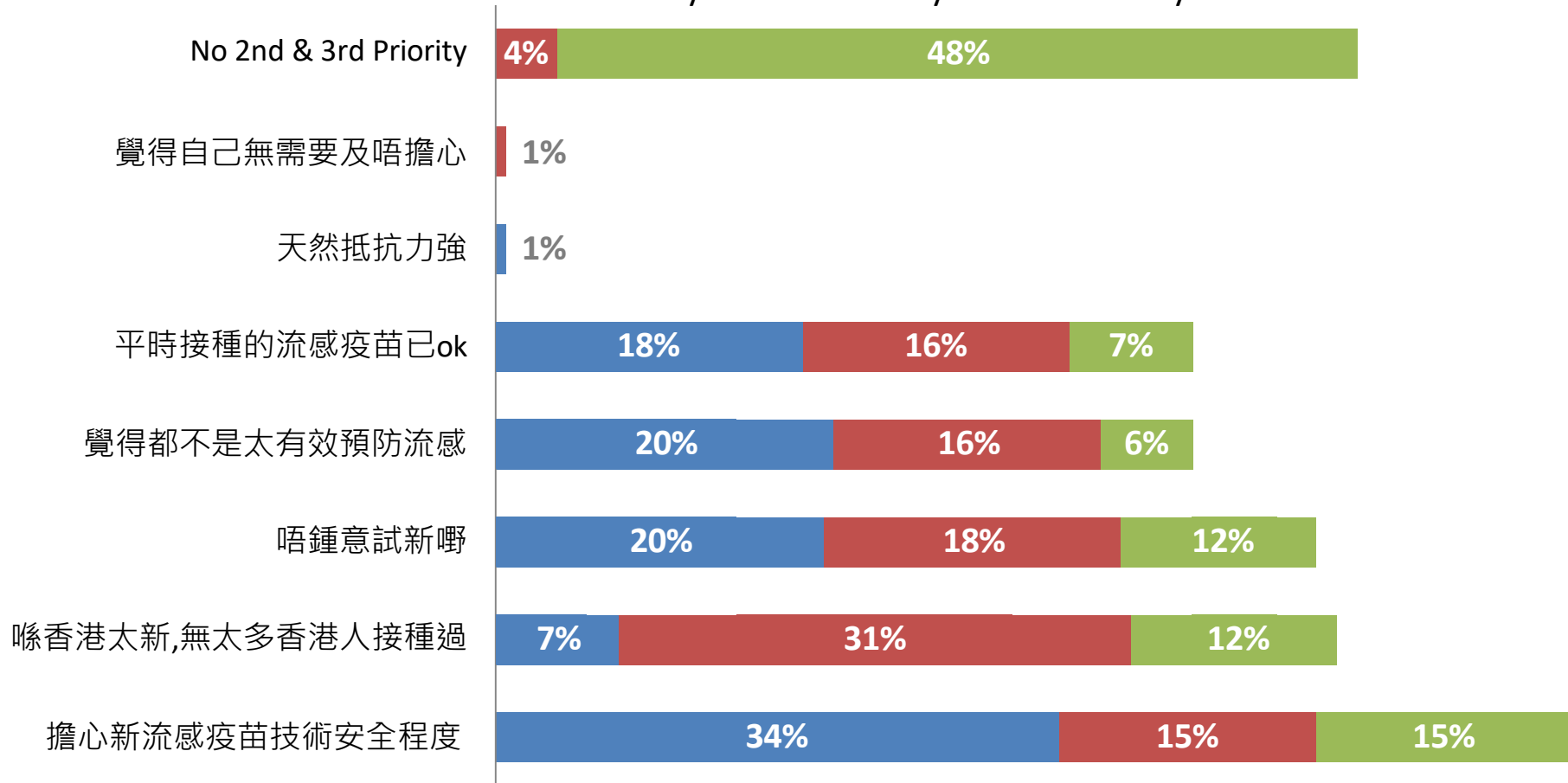
Barriers of Enhanced Quadrivalent Flu Vaccine Concept (Among those who are so-so or NOT interested)

Q23: 不想接種的原因?

- Similar to 2022, 擔心新流感疫苗技術安全程度 is the **primary barrier** (68% in 2022 vs. 64% in 2023)
- Being too new is another strong hurdle.
 1. 喺香港太新,無太多香港人接種過 (50.3%)
 2. 唔鍾意試新嘢 (49.1%)

Barriers (Among those who are so-so or NOT interested n=163)

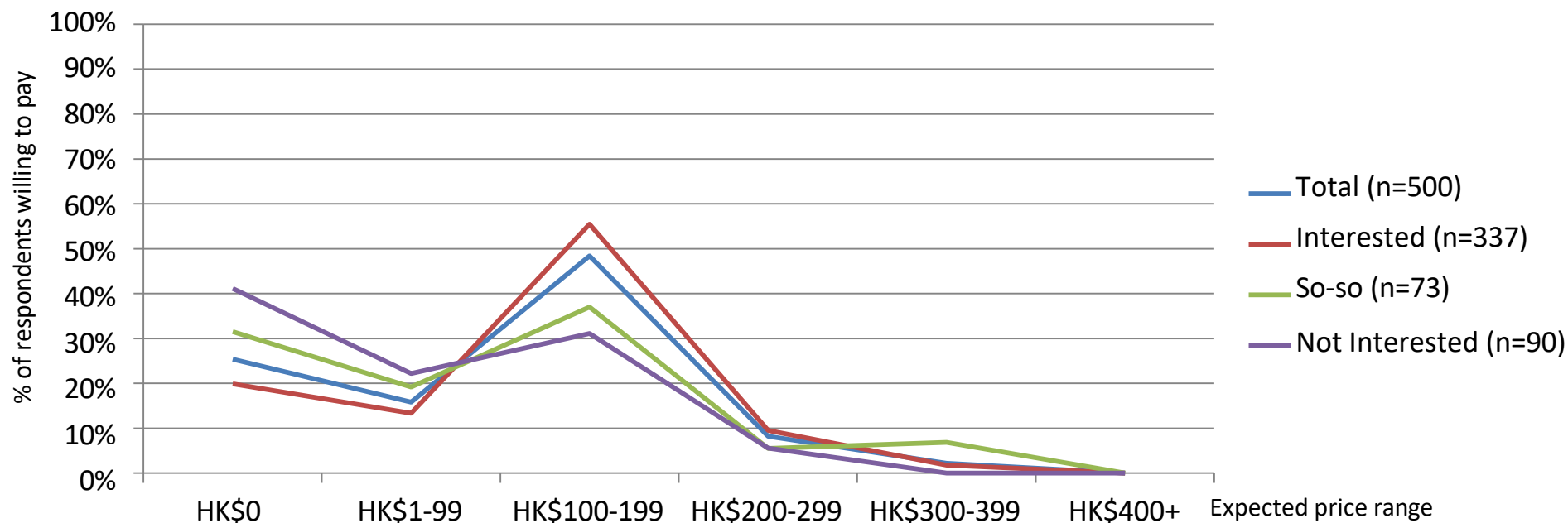
■ 1st Priority ■ 2nd Priority ■ 3rd Priority



Expected Price Range (Interest Levels)

Q24: 50歲或以上人士, 在私家診所(或醫院)接種流感疫苗, 每劑可獲政府資助HKD260, 已包括傳統的流感疫苗及呢隻加強版四價重組流感疫苗在內. 但接種呢隻加強版四價重組流感疫苗或需額外再付錢, 你願意最多俾幾錢接種這隻加強版四價重組流感疫苗?

- One-quarter not ready to pay for the Enhanced vaccine.
 - More not willing to pay in Flublok Concept in 2022 (37% not willing to pay in 2022)
- At most, they are only willing to pay for less than HK\$200.
 - HK\$1-99 (16%)
 - HK\$100-199 (48%)

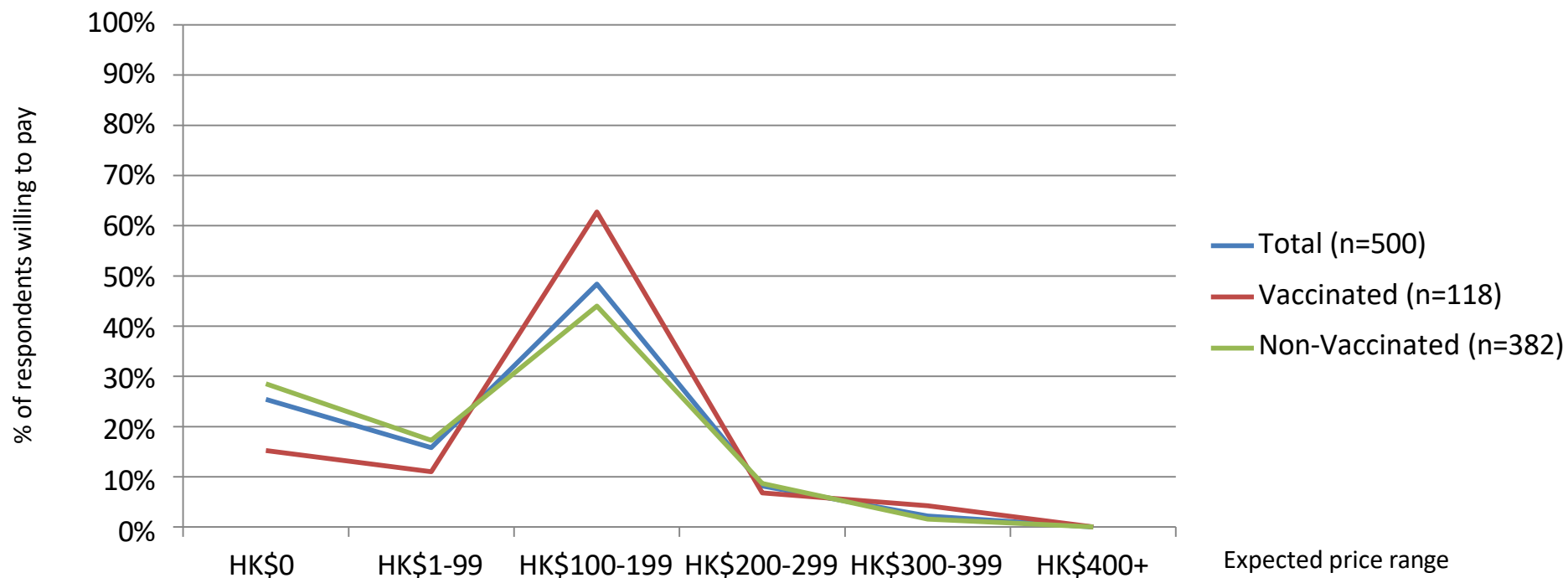


	HK\$0	HK\$1-99	HK\$100-199	HK\$200-299	HK\$300-399	HK\$400+
Total (n=500)	25%	16%	48%	8%	2%	0%
Interested (n=337)	20%	13%	55%	9%	2%	0%
So-so (n=73)	32%	19%	37%	5%	7%	0%
Not Interested (n=90)	41%	22%	31%	6%	0%	0%

Expected Price Range (Vaccinated vs. Non-Vaccinated)

Q24: 50歲或以上人士, 在私家診所(或醫院)接種流感疫苗, 每劑可獲政府資助HKD260, 已包括傳統的流感疫苗及呢隻加強版四價重組流感疫苗在內. 但接種呢隻加強版四價重組流感疫苗或需額外再付錢,, 你願意最多俾幾錢接種這隻加強版四價重組流感疫苗?

- Spontaneously, more Vaccinated ones are ready to pay for the Enhanced Vaccine (only 15% don't want to pay vs. 29% for Non-Vaccinated)
- More Vaccinated ones are willing to pay
 1. HK\$1-99 (11%)
 2. HK\$100-199 (63%)

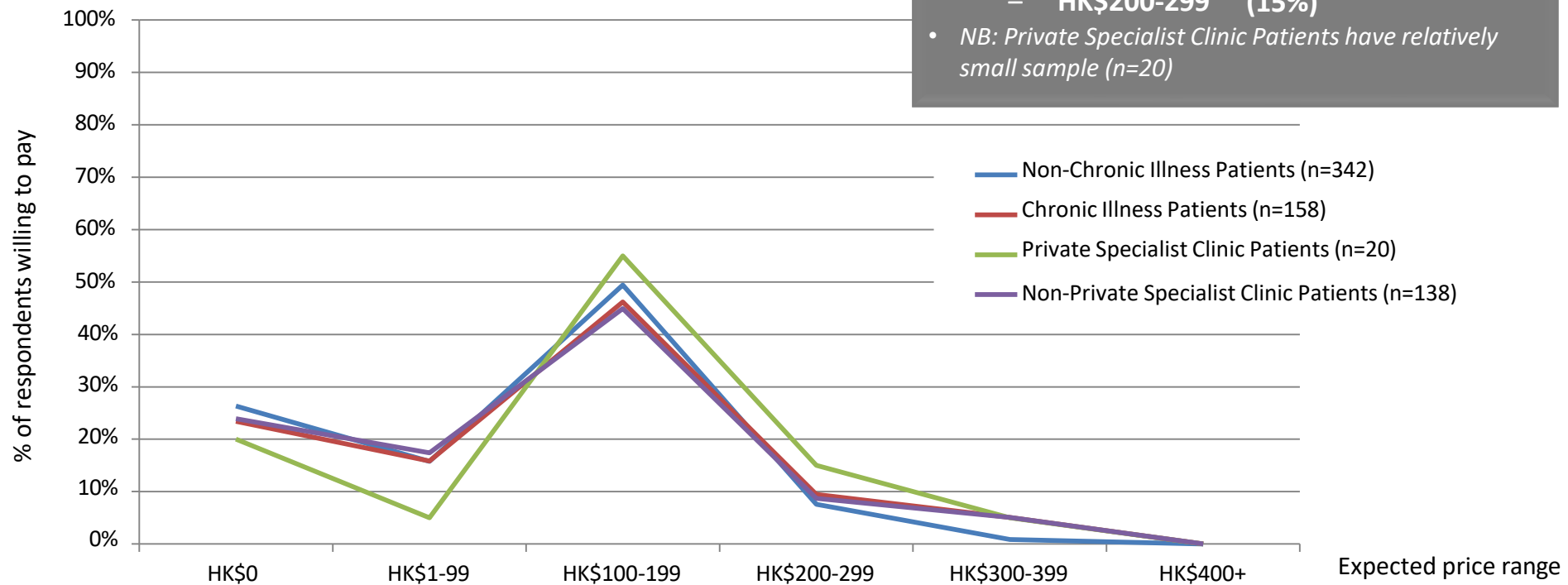


	HK\$0	HK\$1-99	HK\$100-199	HK\$200-299	HK\$300-399	HK\$400+
Total (n=500)	25%	16%	48%	8%	2%	0%
Vaccinated (n=118)	15%	11%	63%	7%	4%	0%
Non-Vaccinated (n=382)	29%	17%	44%	9%	2%	0%

Expected Price Range (Chronic Illness Patients)

Q24: 50歲或以上人士, 在私家診所(或醫院)接種流感疫苗, 每劑可獲政府資助HKD260, 已包括傳統的流感疫苗及呢隻加強版四價重組流感疫苗在內. 但接種呢隻加強版四價重組流感疫苗或需額外再付錢,,你願意最多俾幾錢接種這隻加強版四價重組流感疫苗?

- **Private Specialist Clinic Patients** are relatively more ready to pay for the Enhanced vaccine vs. Non-Private Specialist Clinic Patients
 - HK\$1-99 (5%)
 - **HK\$100-199 (55%)**
 - **HK\$200-299 (15%)**
- NB: Private Specialist Clinic Patients have relatively small sample (n=20)

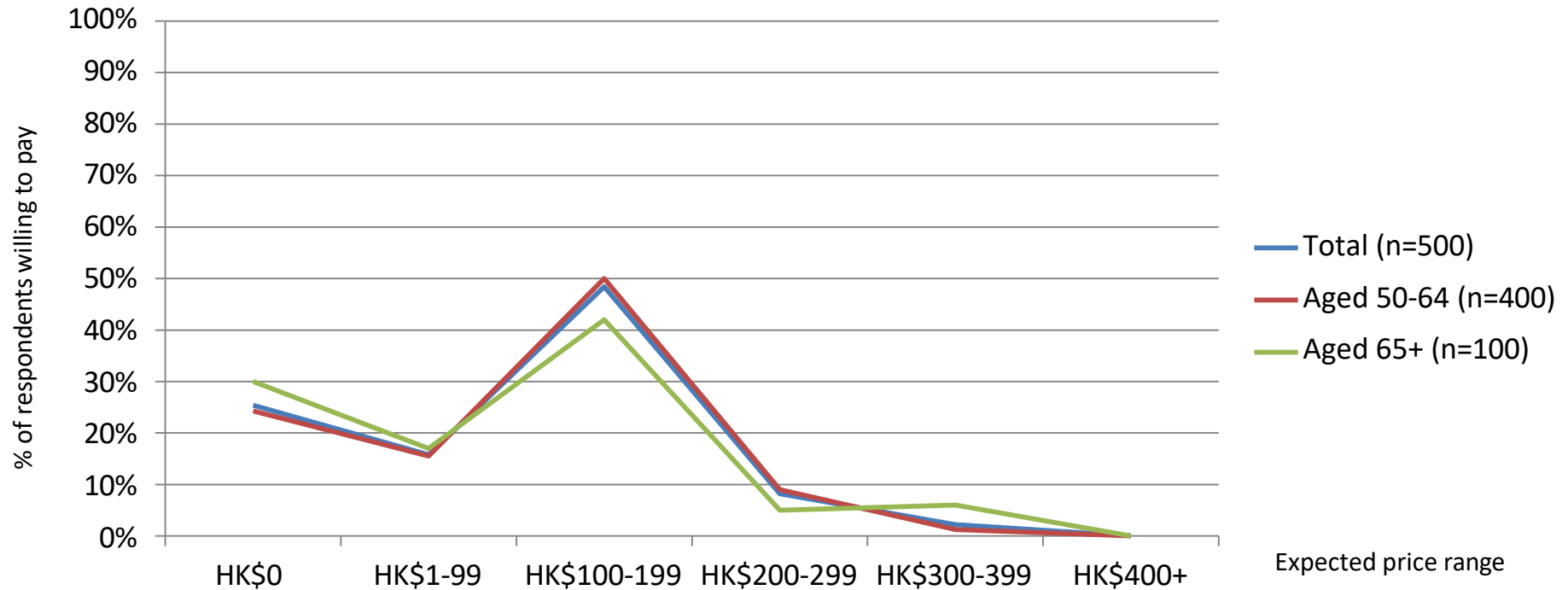


	HK\$0	HK\$1-99	HK\$100-199	HK\$200-299	HK\$300-399	HK\$400+
Non-Chronic Illness Patients (n=342)	26%	16%	49%	8%	1%	0%
Chronic Illness Patients (n=158)	23%	16%	46%	9%	5%	0%
Private Specialist Clinic Patients (n=20)	20%	5%	55%	15%	5%	0%
Non-Private Specialist Clinic Patients (n=138)	24%	17%	45%	9%	5%	0%

Expected Price Range (Age Groups)

Q24: 50歲或以上人士, 在私家診所(或醫院)接種流感疫苗, 每劑可獲政府資助HKD260, 已包括傳統的流感疫苗及呢隻加強版四價重組流感疫苗在內. 但接種呢隻加強版四價重組流感疫苗或需額外再付錢,,你願意最多俾幾錢接種這隻加強版四價重組流感疫苗?

- More Aged 65+ expect not to pay (30%).

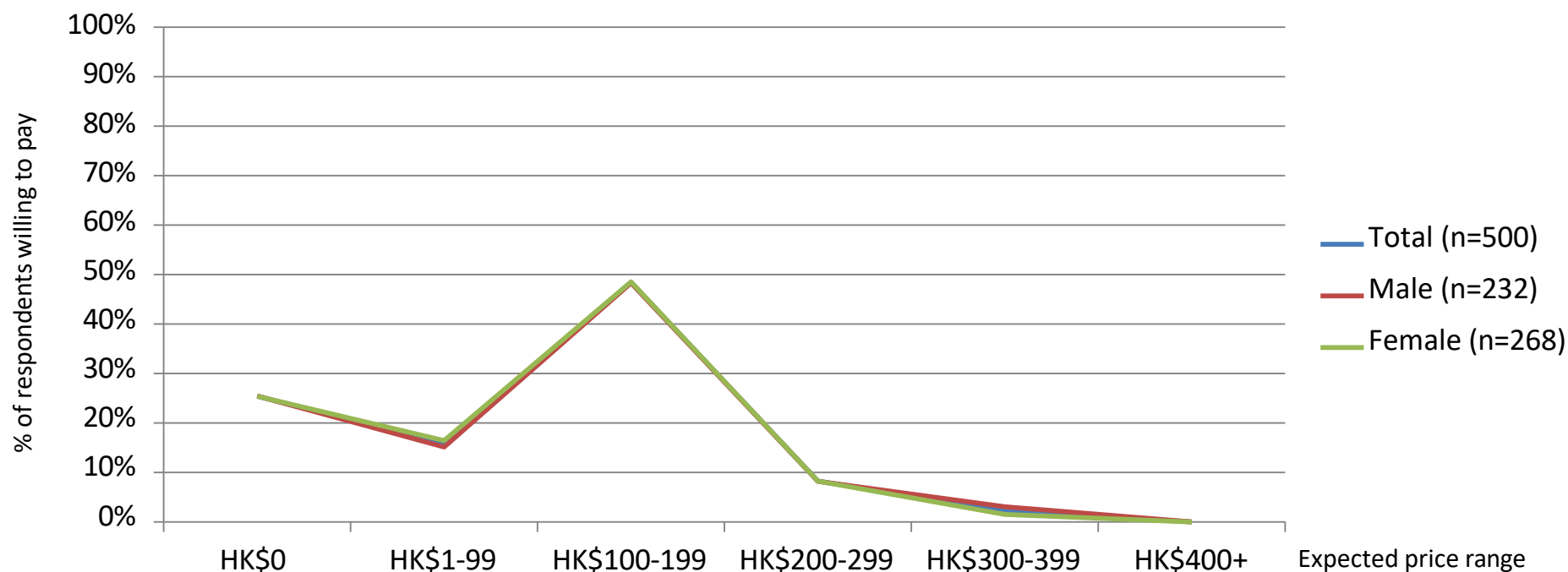


	HK\$0	HK\$1-99	HK\$100-199	HK\$200-299	HK\$300-399	HK\$400+
Total (n=500)	25%	16%	48%	8%	2%	0%
Aged 50-64 (n=400)	24%	16%	50%	9%	1%	0%
Aged 65+ (n=100)	30%	17%	42%	5%	6%	0%

Expected Price Range (Gender)

Q24: 50歲或以上人士, 在私家診所(或醫院)接種流感疫苗, 每劑可獲政府資助HKD260, 已包括傳統的流感疫苗及呢隻加強版四價重組流感疫苗在內. 但接種呢隻加強版四價重組流感疫苗或需額外再付錢,,你願意最多俾幾錢接種這隻加強版四價重組流感疫苗?

- Not much difference between gender

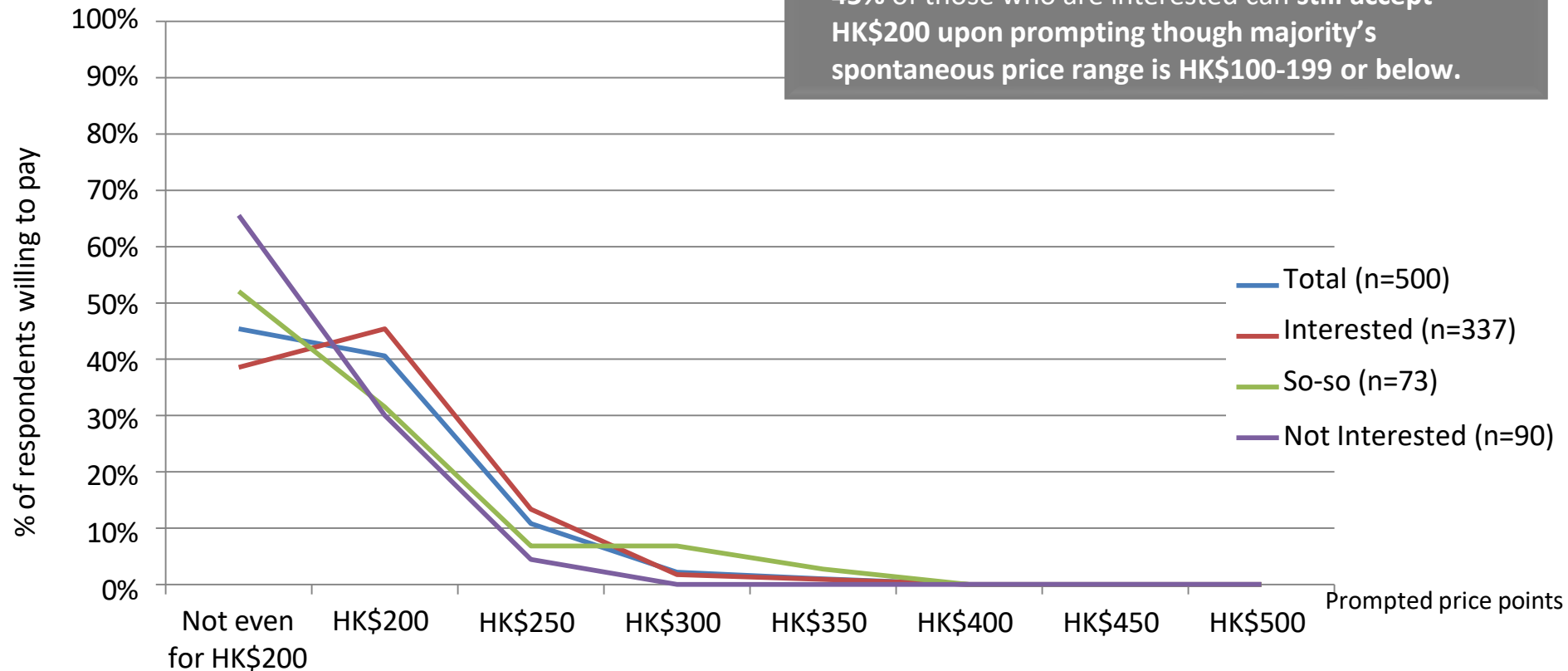


	HK\$0	HK\$1-99	HK\$100-199	HK\$200-299	HK\$300-399	HK\$400+
Total (n=500)	25%	16%	48%	8%	2%	0%
Male (n=232)	25%	15%	48%	8%	3%	0%
Female (n=268)	25%	16%	49%	8%	1%	0%

Prompted Price Acceptance (Interest Levels)

Q25: 假如這隻加強版四價重組流感疫苗你需要俾 HK\$XXX, 你會唔會接種?

- Even for those who showed interest, still 4 in 10 not accept HK\$200
- 45% of those who are interested can still accept HK\$200 upon prompting though majority's spontaneous price range is HK\$100-199 or below.



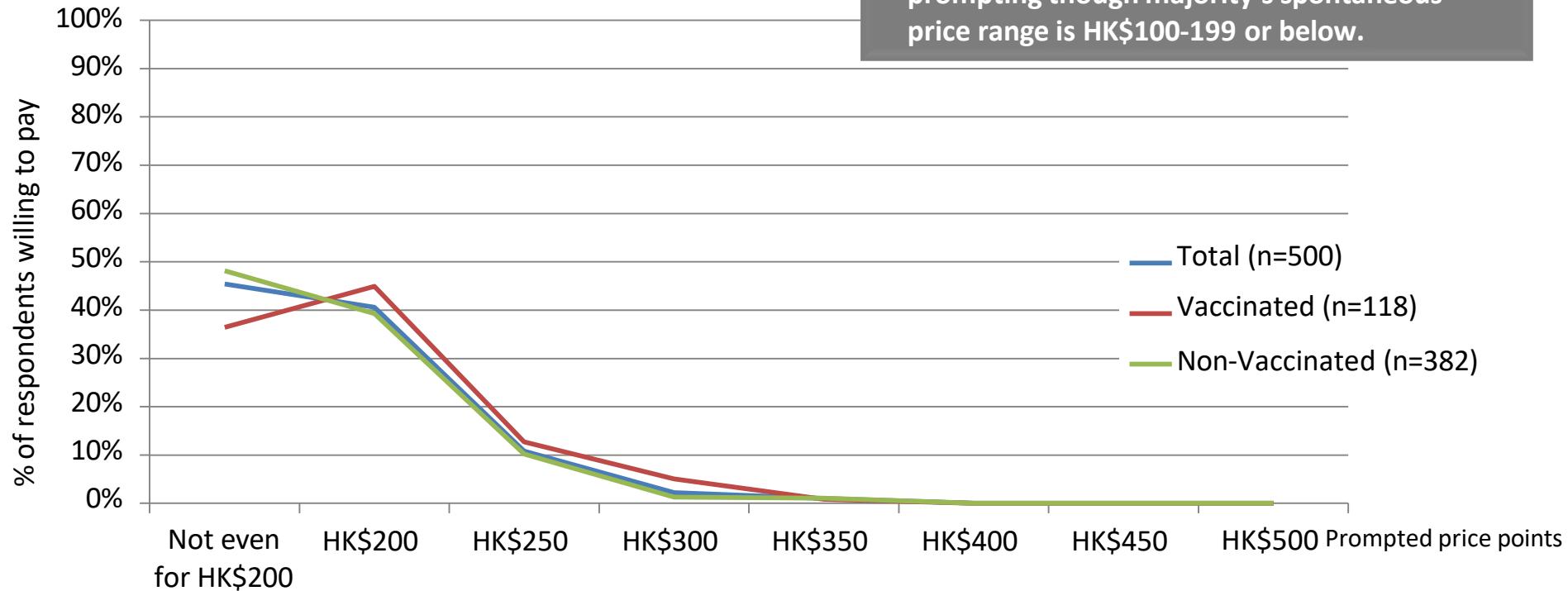
	Not even for HK\$200	HK\$200	HK\$250	HK\$300	HK\$350	HK\$400	HK\$450	HK\$500
Total (n=500)	45%	41%	11%	2%	1%	0%	0%	0%
Interested (n=263)	39%	45%	13%	2%	1%	0%	0%	0%
So-so (n=138)	52%	32%	7%	7%	3%	0%	0%	0%
Not Interested (n=99)	66%	30%	4%	0%	0%	0%	0%	0%

Prompted Price Acceptance

(Vaccinated vs. Non-Vaccinated)

Q25: 假如這隻加強版四價重組流感疫苗你需要俾HK\$xxx, 你會唔會接種?

- Even among Vaccinated ones, slightly more than one-third **not** accept HK\$200
- About 4.5 in 10 still accept HK\$200 upon prompting though majority's spontaneous price range is HK\$100-199 or below.

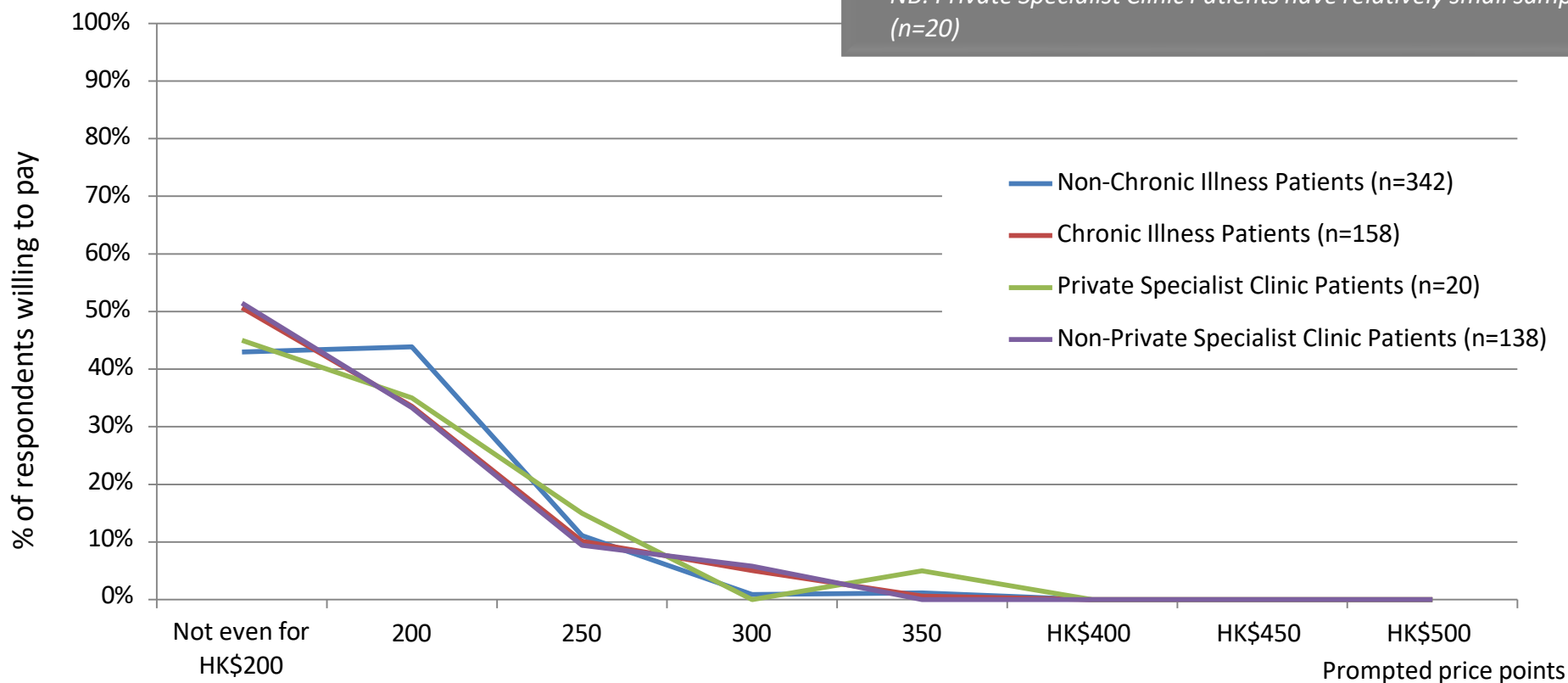


	Not even for HK\$200	HK\$200	HK\$250	HK\$300	HK\$350	HK\$400	HK\$450	HK\$500
Total (n=500)	45%	41%	11%	2%	1%	0%	0%	0%
Vaccinated (n=118)	36%	45%	13%	5%	1%	0%	0%	0%
Non-Vaccinated (n=382)	48%	39%	10%	1%	1%	0%	0%	0%

Prompted Price Acceptance (Chronic Illness Patients)

Q25: 假如這隻加強版四價重組流感疫苗你需要俾HK\$XXX, 你會唔會接種?

- More Chronic Illness **Non-Private Specialist Clinic Patients** not accept even HK\$200 compared to Private Specialist Clinic Patients
- NB: Private Specialist Clinic Patients have relatively small sample (n=20)

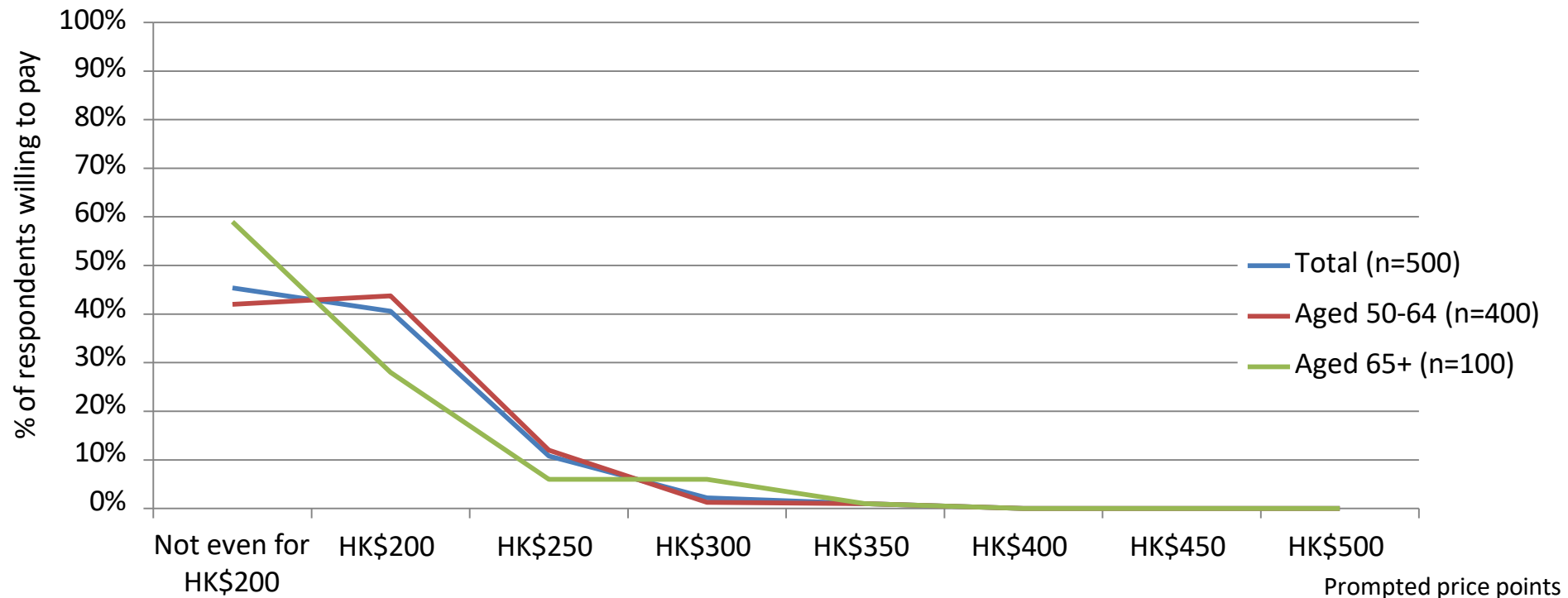


	Not even for HK\$200	HK\$200	HK\$250	HK\$300	HK\$350	HK\$400	HK\$450	HK\$500
Non-Chronic Illness Patients (n=342)	43%	44%	11%	1%	1%	0%	0%	0%
Chronic Illness Patients (n=158)	51%	34%	10%	5%	1%	0%	0%	0%
Private Specialist Clinic Patients (n=20)	45%	35%	15%	0%	5%	0%	0%	0%
Non-Private Specialist Clinic Patients (n=138)	51%	33%	9%	6%	0%	0%	0%	0%

Prompted Price Acceptance (Age Groups)

Q25: 假如這隻加強版四價重組流感疫苗你需要俾 HK\$XXX, 你會唔會接種?

- Almost 60% of Aged 65+ not accept HK\$200.
- About 4 in 10 of Aged 50-64 not accept HK\$200 and about similar portion would still consider at HK\$200 upon prompting though majority's spontaneous price range is HK\$100-199 or below.

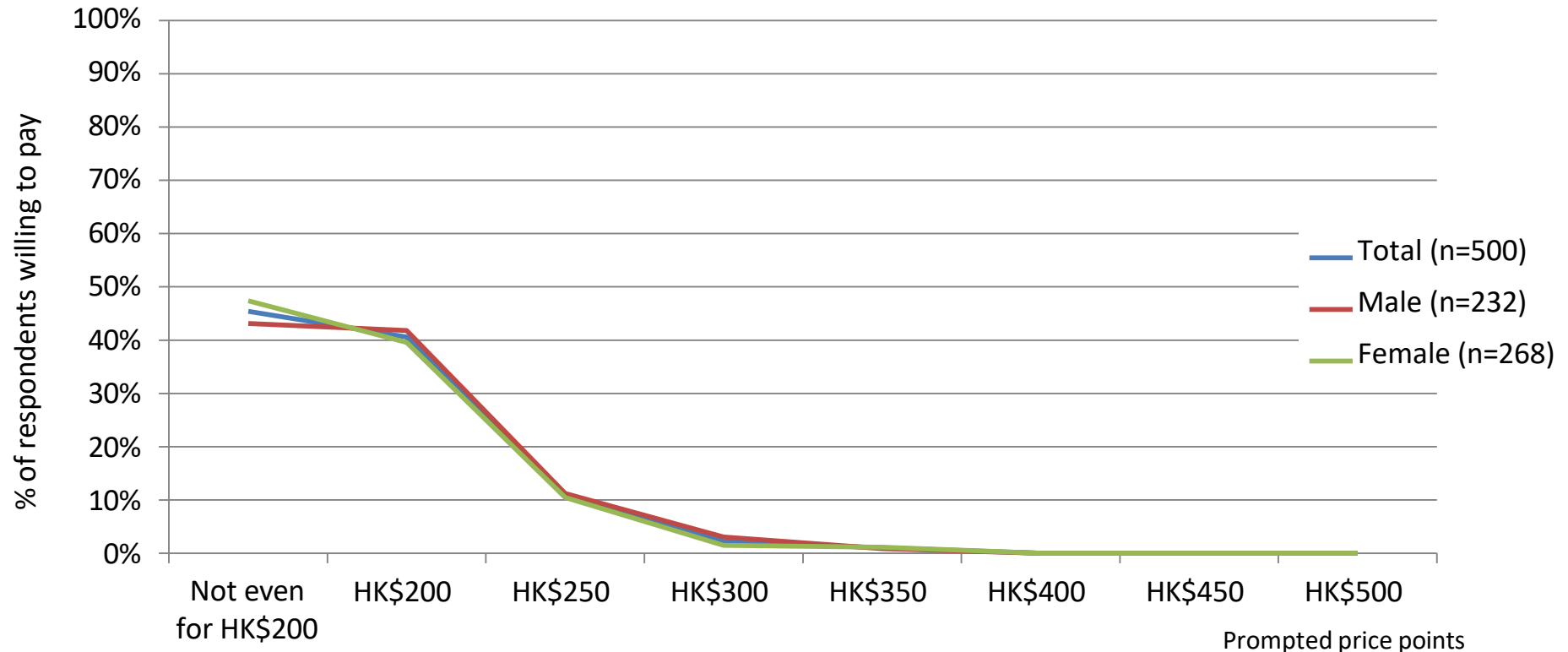


	Not even for HK\$200	HK\$200	HK\$250	HK\$300	HK\$350	HK\$400	HK\$450	HK\$500
Total (n=500)	45%	41%	11%	2%	1%	0%	0%	0%
Aged 50-64 (n=400)	42%	44%	12%	1%	1%	0%	0%	0%
Aged 65+ (n=100)	59%	28%	6%	6%	1%	0%	0%	0%

Prompted Price Acceptance (Gender)

Q25: 假如這隻加強版四價重組流感疫苗你需要俾HK\$XXX, 你會唔會接種?

- Not much differences between gender.



	Not even for HK\$200	HK\$200	HK\$250	HK\$300	HK\$350	HK\$400	HK\$450	HK\$500
Total (n=500)	45%	41%	11%	2%	1%	0%	0%	0%
Male (n=232)	43%	42%	11%	3%	1%	0%	0%	0%
Female (n=268)	47%	40%	10%	1%	1%	0%	0%	0%

Detailed Findings

1. Concern of Flu and COVID
2. Reasons for having/NOT having Flu Vaccination
3. Ways to Prevent Flu
4. Acceptance of Enhanced Quadrivalent Flu Vaccine Concept
5. Media for Health Info

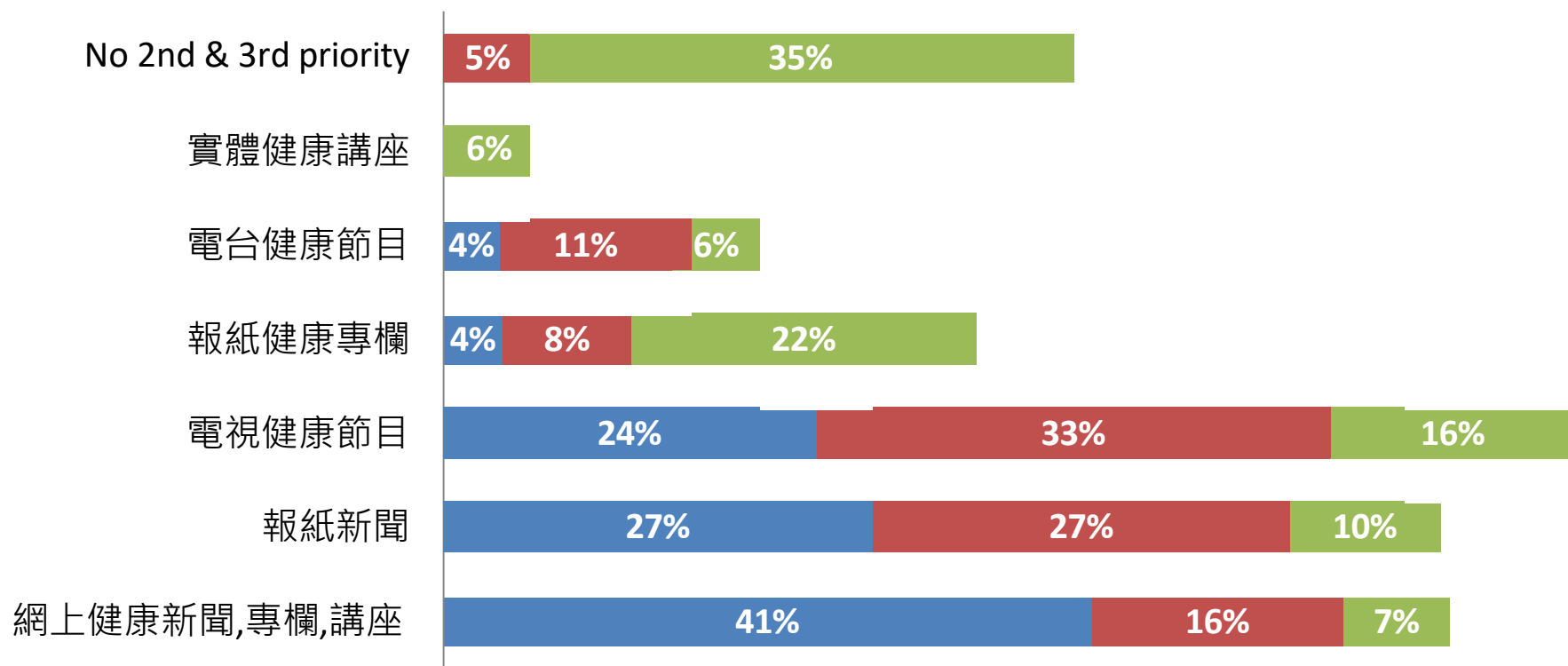
Top 3 Media Choice for Health Info (Total)

Q26. 你經邊個媒體知道健康的資訊?

- **Key & 1st Priority media for all**
 1. 網上健康新聞,專欄,講座 (64% & 41%)
 2. 報紙新聞 (64% & 27%)
 3. 電視健康節目 (72% & 24%)
- Media choice is similar to 2022

Media Choice for Health Info

■ 1st Priority ■ 2nd Priority ■ 3rd Priority



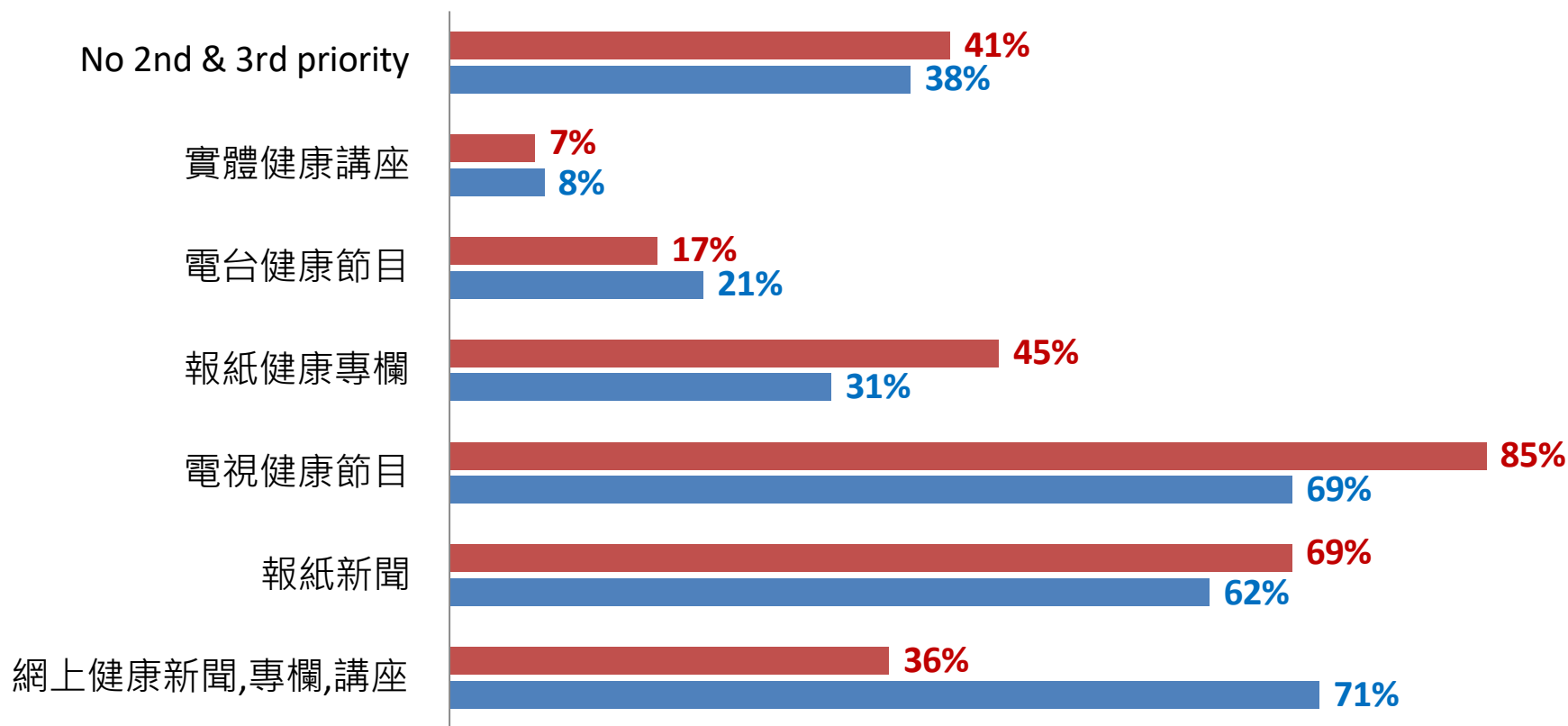
Top 3 Media Choice for Health Info (Age Groups)

Q26. 你經邊個媒體知道健康的資訊?

- 網上健康新聞,專欄,講座 is more popular among Aged 50-64 (71%)
- Aged 65+ well-like
 - 電視健康節目 (85%)
 - 報紙新聞(69%)
 - 報紙健康專欄(45%)

Media Choice for Health Info

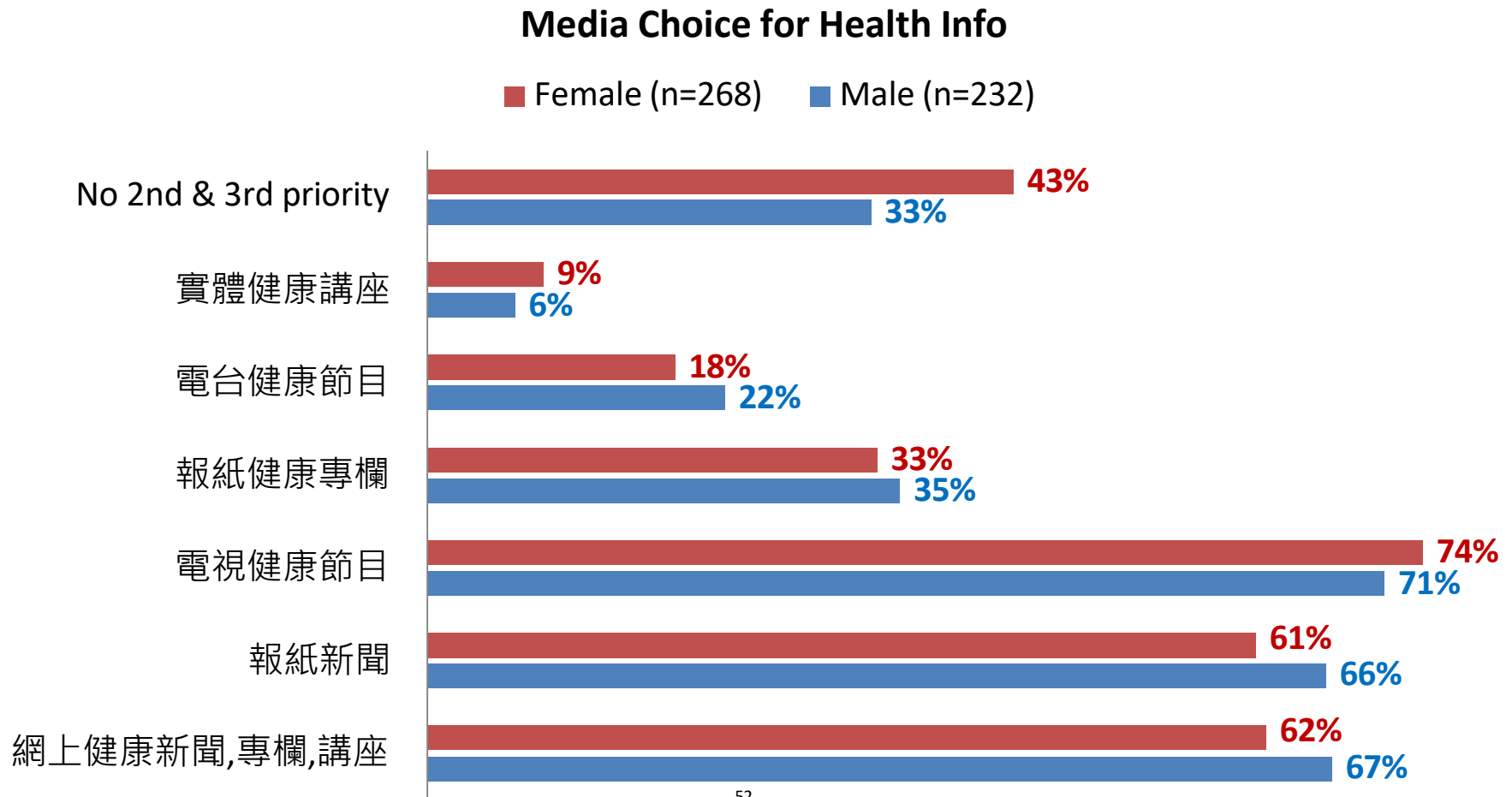
■ Aged 65+ (n=100) ■ Aged 50-64 (n=400)



Top 3 Media Choice for Health Info (Gender)

Q26. 你經邊個媒體知道健康的資訊?

- Generally, not much differences between gender.



Top 3 Media Choice for Health Info

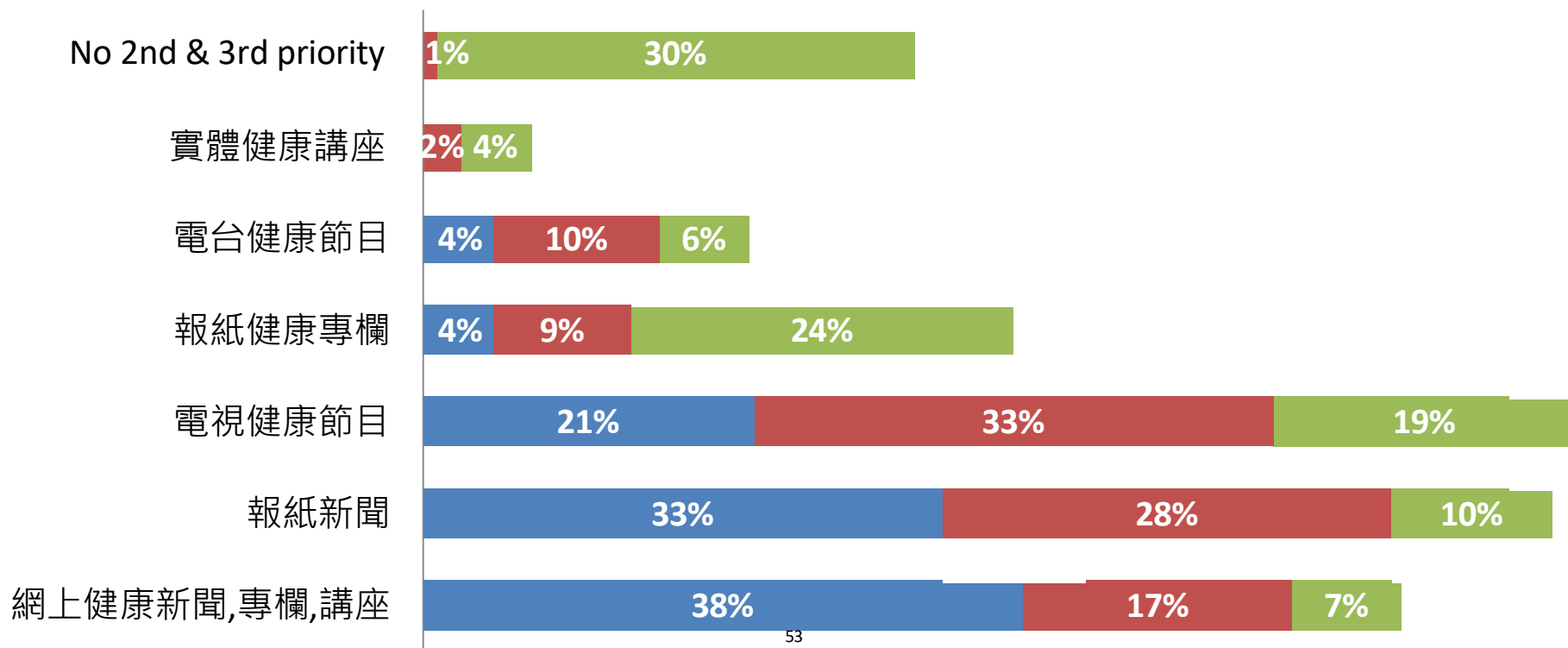
(Interest Level of Enhanced Quadrivalent Flu Vaccine)

Q26. 你經邊個媒體知道健康的資訊?

• Not much differences from total sample.

Media Choice for Health Info (Among those who are interested in Enhanced Flu Vaccine)

■ 1st Priority ■ 2nd Priority ■ 3rd Priority



Appendix

Demographic Profile

Questionnaire

PV Reconciliation

Demographics Profile (1)

AGE	No. of Respondents	%
Total	500	100%
Aged 50-64	400	80%
Aged 50-54	136	27%
Aged 55-59	137	28%
Aged 60-64	127	25%
Aged 65+	100	20%
Aged 65+	100	20%

GENDER	No. of Respondents	Male		Female	
Total	500	232	46%	268	54%
Aged 50-54	136	64	47%	72	53%
Aged 55-59	137	64	47%	73	53%
Aged 60-64	127	59	46%	68	54%
Aged 65+	100	45	45%	55	55%

EDUCATION	No. of Respondents	Primary		Secondary		College/University or above	
Total	500	80	16%	366	73%	54	11%
Aged 50-54	136	11	8%	106	78%	19	14%
Aged 55-59	137	14	10%	107	78%	16	12%
Aged 60-64	127	20	16%	95	75%	12	9%
Aged 65+	100	35	35%	58	58%	7	7%

Demographics Profile (2)

OCCUPATION	No. of Respondents	Working		Non-working	
Total	500	340	68%	160	32%
Aged 50-54	136	118	87%	18	13%
Aged 55-59	137	114	83%	23	17%
Aged 60-64	127	102	80%	25	20%
Aged 65+	100	6	6%	94	94%

MARTIAL STATUS	No. of Respondents	Single		Married with no child		Married with child		Divorced	
Total	500	46	9%	62	12%	389	78%	3	1%
Aged 50-54	136	17	13%	18	13%	100	74%	1	1%
Aged 55-59	137	16	12%	18	13%	101	74%	2	1%
Aged 60-64	127	9	7%	20	16%	98	77%	0	0%
Aged 65+	100	4	4%	6	6%	90	90%	0	0%

LIVING WITH CHILDREN OR NOT	No. of Respondents	Living with Children		Not living with Children	
Total	500	315	63%	185	37%
Aged 50-54	136	84	62%	53	38%
Aged 55-59	137	90	66%	47	34%
Aged 60-64	127	79	62%	48	38%
Aged 65+	100	62	62%	38	38%

Demographics Profile (3)

CHRONIC DISEASES	No. of Respondents	Having Chronic Disease		Not having Chronic Diseases	
Total	500	158	32%	342	68%
Aged 50-54	136	27	20%	109	80%
Aged 55-59	137	34	25%	103	75%
Aged 60-64	127	40	31%	87	69%
Aged 65+	100	57	57%	43	43%

TYPES OF CHRONIC DISEASES	No. of Respondents	HBP		Chronic respiratory disease		Heart		Diabetes		Stroke	
Total	158	141	89%	51	32%	37	23%	11	7%	2	1%
Aged 50-54	27	24	89%	8	30%	7	26%	2	7%	0	0%
Aged 55-59	34	29	85%	8	24%	9	26%	3	9%	1	3%
Aged 60-64	40	35	88%	13	33%	9	23%	4	10%	0	0%
Aged 65+	57	53	93%	22	39%	12	21%	2	4%	1	2%

PRIVATE SPECIALISTS CLINIC PATIENTS	No. of Respondents	Visited		Not Visited	
Total	158	20	13%	138	87%
Aged 50-54	27	3	11%	24	89%
Aged 55-59	34	7	21%	27	79%
Aged 60-64	40	6	15%	34	85%
Aged 65+	57	4	7%	53	93%

Q1: 你的性別:

- ☐ 男 1
- ☐ 女 2

Q2: 你的年齡:

- ☐ 50 歲以下 1 **(終止)**
- ☐ 50-54 歲 2
- ☐ 55-59 歲 3
- ☐ 60-64 歲 4
- ☐ 65-69 歲 5
- ☐ 70-74 歲 6
- ☐ 75-79 歲 7
- ☐ 80-84 歲 8
- ☐ 85 歲或以上 9

Q3: 你現時的職業:

- ☐ 全職工作 1
- ☐ 兼職工作 2
- ☐ 家庭主婦 3
- ☐ 退休 4
- ☐ 冇就業 5

Q4: 你現時的教育程度:

- ☐ 未完成小學 1
- ☐ 小學 2
- ☐ 中五 3
- ☐ 中六或中七 4
- ☐ 文憑 5
- ☐ 大學 6
- ☐ 碩士或以上 7

Q5: 你的婚姻狀況:

- ☐ 未婚 1
- ☐ 已婚無子女 2
- ☐ 已婚有子女 3
- ☐ 其他 4

Q6: 你現時有無同子女同住?

- ☐ 有 1
- ☐ 無 2

Q7: 你現時有無長期病患, 例如: 高血壓、心臟病、中風、癌症、慢性呼吸道疾病和糖尿病和等?

- ☐ 有 1 **-> 追問 Q8 & 9**
- ☐ 無 2

Q8: **(只問 Q7 答“有長期病患”的人)** 係邊樣長期病患? (可選多項)

- ☐ 高血壓 1
- ☐ 心臟病 2
- ☐ 中風 3
- ☐ 癌症 4
- ☐ 慢性呼吸道疾病 5
- ☐ 糖尿病 6
- ☐ 其他方面, 請說明 7

Q9: **(只問 Q7 答“有長期病患”的人)** 過去 1 年內, 有無去私家專科醫生診所覆診?

- ☐ 有 1
- ☐ 無 2

Q10: 比較 1 年前, 你有幾擔心會感染新型冠狀病毒? (讀出選項)

- ☐ 比較 1 年前, 我現時會擔心少啲 1
- ☐ 比較 1 年前, 我現時一樣擔心 2
- ☐ 比較 1 年前, 我現時會擔心多啲 3

Q11: 比較 1 年前, 你有幾擔心會感染流感? (讀出選項)

- ☐ 比較 1 年前, 我現時會擔心少些 1
- ☐ 比較 1 年前, 我現時一樣咁擔心 2
- ☐ 比較 1 年前, 我現時會擔心多些 3

Q12: 2022 年 8 月至今日, 你有無接種流感疫苗? (提示被訪者: 不是新冠病毒疫苗)

- ☐ 有 1 -> 追問 Q13 & 14
- ☐ 無 2 -> 追問 Q15

Q13: [只問 Q12 答“有接種”的人] 今季你邊個月接種過流感疫苗?

- ☐ 2022 年 8 月 1
- ☐ 2022 年 9 月 2
- ☐ 2022 年 10 月 3
- ☐ 2022 年 11 月 4
- ☐ 2022 年 12 月 5
- ☐ 2023 年 1 月 6
- ☐ 2023 年 2 月 7
- ☐ 2023 年 3 月 8
- ☐ 2023 年 4 月 9
- ☐ 2023 年 5 月 10

Q14: [只問 Q12 答“有接種”的人] 接種流感疫苗的原因? 請依最重要排序讀 3 位 (ROTATE 輪流讀出選項)

- ☐ 唔想病 1
- ☐ 唔想傳界屋企人 2
- ☐ 流感高峰期較危險 3
- ☐ 病咗返唔倒工 4
- ☐ 醫生或護士叫你接種流感疫苗 5
- ☐ 家人朋友叫你接種流感疫苗 6
- ☐ 政府及專家的建議同呼籲 7
- ☐ 政府資助接種流感疫苗 8
- ☐ 其他原因, 請說明 9
- 第 1 位_____ 第 2 位_____ 第 3 位_____

Q15: [只問 Q12 答“無接種”的人]

你不接種流感疫苗的原因? 請依最重要排序讀 3 位 (ROTATE 輪流讀出選項)

- ☐ 覺得流感疫苗無效 1
- ☐ 打完針會唔舒服幾日 2
- ☐ 擔心流感疫苗唔安全, 唔知有咩副作用 3
- ☐ 對雞蛋敏感 1 4
- ☐ 現在成日帶口罩, 勤洗手, 感染流感機會應該低 5
- ☐ 少去人多聚集的地方, 感染流感機會低 6
- ☐ 新冠病毒疫苗已足夠預防流感 7
- ☐ 到診所打疫苗太高风险, 唔安全 8
- ☐ 已接種了新冠病毒疫苗, 唔想又接種太多疫苗 9
- ☐ 唔想畀錢打 10
- ☐ 其他原因, 請說明 11

第 1 位_____ 第 2 位_____ 第 3 位_____

[Q16 至 Q 26 問所有人]

Q16: 你覺得以下邊種方法預防流感最有效? 請依最有效排序讀 3 位 (ROTATE 輪流讀出選項)

- ☐ 勤洗手 1
- ☐ 戴口罩 2
- ☐ 接種流感疫苗 3
- ☐ 避免去人多聚集的地方 4
- ☐ 食健康補充品, 增強抵抗力 6
- ☐ 多做運動 7
- ☐ 其他方法, 請說明 8

第 1 位_____ 第 2 位_____ 第 3 位_____

Q17: 你現時會唔會經常戴口罩?

- ☐ 會 1
☐ 唔會 2

Q18: 流感高峰時期, 你會唔會經常戴口罩?

- ☐ 會 1
☐ 唔會 2

Q19: 你認為自己接種流感疫苗, 對你預防流感有幾重要? (讀出選項)

- ☐ 非常重要 1
☐ 重要 2
☐ 唔重要 3
☐ 非常唔重要 4

Q20: 你認為自己接種流感疫苗, 對你處家人預防流感有幾重要? (讀出選項)

- ☐ 非常重要 1
☐ 重要 2
☐ 唔重要 3
☐ 非常唔重要 4

(讀出加強版四價三組流感疫苗概念)

加強版四價三組流感疫苗:

1. 加強 3 倍抗原, 採用最新三組疫苗技術, 不含雞蛋。
2. 50 歲或以上人士接種, 保護力較傳統雞蛋培植的流感疫苗高 3 成。
3. 接種三組流感疫苗 1 個月後的抗體水平較傳統流感疫苗高, 特別對 H3N2 及 H1N1, 分別高 200% 及 50%。
4. 美國生產, 2017 年獲美國 FDA 核准使用, 已超過 900 萬人次使用 (已在香港使用了兩年)。
5. 美國及英國建議為指定人士的首選疫苗。
6. 香港衛生防護中心指出, 年長人士接種流感疫苗的效用不太關注, 研究顯示, 年長人士接種三組流感疫苗 (RIV) 或比傳統流感疫苗更有效。

Q21: 你唔曉得流感高峰時期(即今年 9 月開始), 會唔會都想接種呢隻加強版四價三組流感疫苗? (讀出選項)

- ☐ 絕對想 1
☐ 非常想 2
☐ 唔想 3
☐ 一般 4
☐ 唔係好想 5
☐ 非常唔想 6
☐ 完全唔想 7
- > 如答 Code 1, 2, 3, 追問 Q22.
 -> 如答 Code 4, 5, 6, 7, 追問 Q23.

Q22: 想接種的原因? 請依最重要排序頭 3 位 (ROTATE 讀出讀出選項)

- ☐ 加強版流感疫苗 1
☐ 採用最新三組疫苗技術 不含雞蛋 2
☐ 加強 3 倍抗原 3
☐ 保護力較傳統流感疫苗高 3 成 4
☐ 抗體水平較傳統流感疫苗高 5
☐ 美國生產, 獲美國 FDA 核准使用 6
☐ 超過 900 萬人次使用 7
☐ 美國及英國建議為指定人士的首選疫苗 8
☐ 香港衛生防護中心指出或較傳統流感疫苗更有效 9
☐ 其他原因, 請說明 10

第 1 位 _____ 第 2 位 _____ 第 3 位 _____

Q23: 不想接種的原因? 請依最重要排序頭 3 位 (ROTATE 輪流讀出選項)

- | | |
|--|---------|
| <input type="checkbox"/> 擔心新流感疫苗技術安全程度 | 1 |
| <input type="checkbox"/> 覺得都不是太有效預防流感 | 2 |
| <input type="checkbox"/> 唔鍾意試新野 | 3 |
| <input type="checkbox"/> 喺香港太新,無太多香港人接種過 | 4 |
| <input type="checkbox"/> 平時接種的流感疫苗已 ok | 5 |
| <input type="checkbox"/> 其他原因, 請說明 | 6 |

第 1 位_____ 第 2 位_____ 第 3 位_____

Q24: 50 歲或以上人士, 在私家診所(或醫院)接種流感疫苗, 每劑可獲政府資助 HKD260, 已包括傳統的流感疫苗及呢隻加強版四價重組流感疫苗在內。但接種呢隻加強版四價重組流感疫苗或需額外再付錢, 你願意最多俾幾錢接種這隻加強版四價重組流感疫苗? (讀出選項)

- | | |
|--|---------|
| <input type="checkbox"/> HK\$400 或以上 | 1 |
| <input type="checkbox"/> HK\$300 至 399 | 2 |
| <input type="checkbox"/> HK\$200 至 299 | 3 |
| <input type="checkbox"/> HK\$100 至 199 | 4 |
| <input type="checkbox"/> HK\$1 至 99 | 5 |
| <input type="checkbox"/> HK\$0 | 6 |

Q25: 假如這隻加強版四價重組流感疫苗你需要俾 HK\$XXX, 你會唔會接種?

- (a) HK\$350
- | | | |
|-----------------------------|---------|--------------------------------|
| <input type="checkbox"/> 會 | 1 | -> 如答 Code 1 追問 HK\$400 (Q25b) |
| <input type="checkbox"/> 唔會 | 2 | -> 如答 Code 2 追問 HK\$300 (Q25e) |

[如答 HK\$350 會接種, 追問...]

- (b) HK\$400
- | | | |
|-----------------------------|---------|--------------------------------|
| <input type="checkbox"/> 會 | 1 | -> 如答 Code 1 追問 HK\$450 (Q25c) |
| <input type="checkbox"/> 唔會 | 2 | |

- (c) HK\$450
- | | | |
|-----------------------------|---------|--------------------------------|
| <input type="checkbox"/> 會 | 1 | -> 如答 Code 1 追問 HK\$500 (Q25d) |
| <input type="checkbox"/> 唔會 | 2 | |

- (d) HK\$500
- | | |
|-----------------------------|---------|
| <input type="checkbox"/> 會 | 1 |
| <input type="checkbox"/> 唔會 | 2 |

[如答 HK\$350 唔會接種, 追問...]

- (e) HK\$300
- | | |
|-----------------------------|---------|
| <input type="checkbox"/> 會 | 1 |
| <input type="checkbox"/> 唔會 | 2 |
- > 如答 Code 2 追問 HK\$250 (Q25f)

- (f) HK\$250
- | | |
|-----------------------------|---------|
| <input type="checkbox"/> 會 | 1 |
| <input type="checkbox"/> 唔會 | 2 |
- > 如答 Code 2 追問 HK\$200 (Q25g)

- (g) HK\$200
- | | |
|-----------------------------|---------|
| <input type="checkbox"/> 會 | 1 |
| <input type="checkbox"/> 唔會 | 2 |

Q26: 你經過個媒體知道健康的資訊? 請依最重要排序頭 3 位 (ROTATE 輪流讀出選項)

- | | |
|--|---------|
| <input type="checkbox"/> 報紙新聞 | 1 |
| <input type="checkbox"/> 報紙健康專欄 | 2 |
| <input type="checkbox"/> 實體健康講座 | 3 |
| <input type="checkbox"/> 電視健康節目 | 4 |
| <input type="checkbox"/> 電台健康節目 | 5 |
| <input type="checkbox"/> 網上健康 新聞, 專欄, 講座 | 6 |
| <input type="checkbox"/> 其他媒體, 請說明 | 7 |

第 1 位_____ 第 2 位_____ 第 3 位_____

PV Reconciliation

- No adverse events were discovered for Sanofi's products in this research study.