

The profile of the different segments is largely consistent – it's not demographic based targeting that's needed (1/2)

Demographic profiles (%)

		Total	Advocates	Attainers	Followers	Fluctuating	Denial
Gender	Male	43	37	38	54	50	34
	Female	55	61	58	46	49	66
Age	16 - 29 years	27	29	30	22	29	23
	30 - 49 years	38	37	32	57 ▲	36	39
	50+ years	35	34	38	22	36	39
Household	Unrelated adults sharing a home	8	3	8	14	10	9
	Single parent with children at home	7	0	4	14	6	16
	Living with partner - no children at home	23	27	26	16	26	9
	Living with partner - children at home	28	27	34	24	29	25
	Single - living alone	19	24	15	16	14	30
	Living with parents	12	14	11	14	13	9

Demographic profiles (2/2)

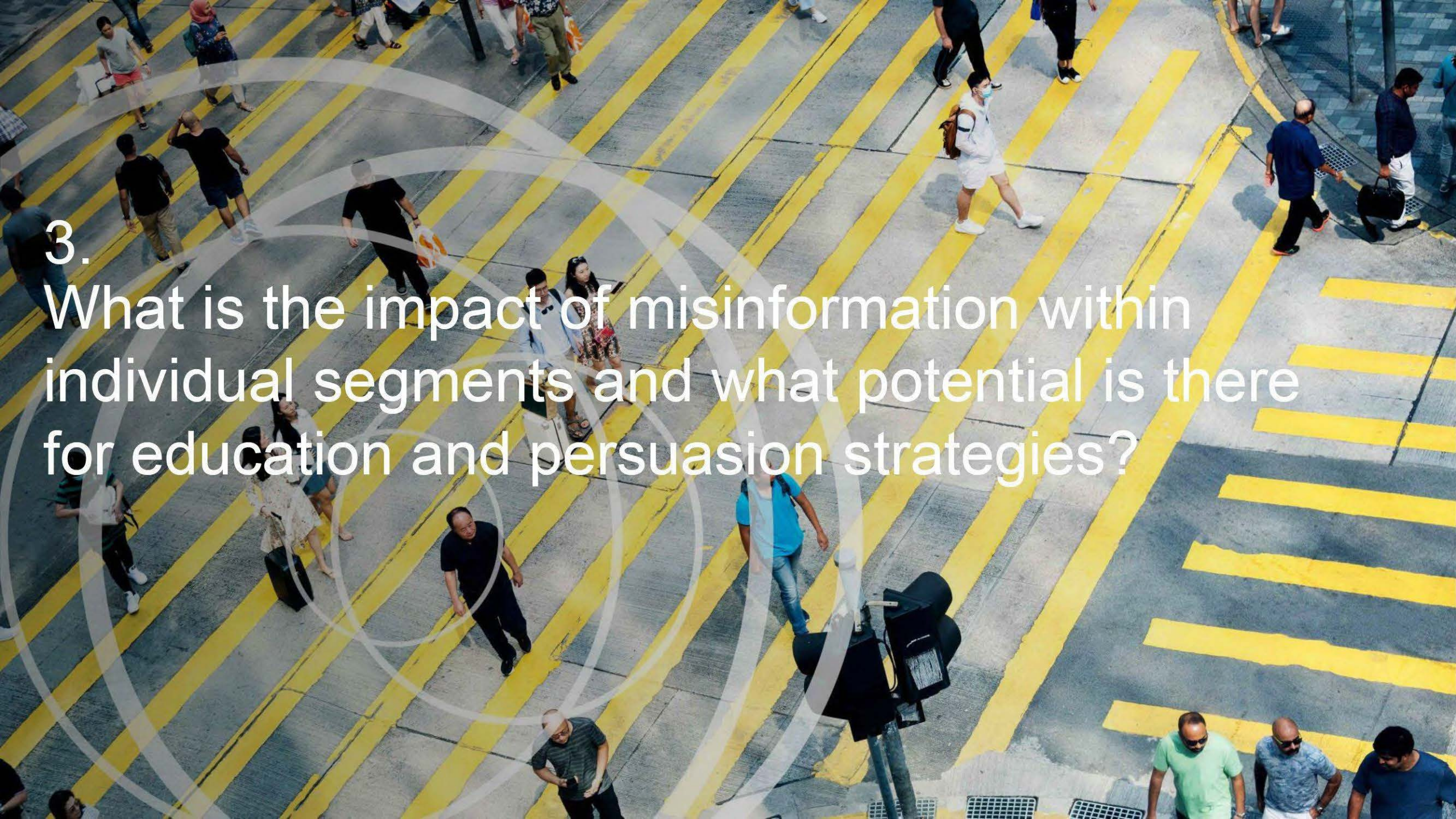
Demographic profiles (%)

		Total	Advocates	Attainers	Followers	Fluctuating	Denial
Employment	Full time paid work	51	59	45	49	50	52
	Part time paid work	14	10	21	16	17	5
	Self-employed	4	3	2	8	4	2
	Home duties	2	0	6	5	1	2
	Studying	8	7	11	11	8	7
	Looking for work	3	3	4	0	2	7
	Retired	13	17	8	5	17	11
	Permanently ill/unable to work	2	0	0	5	1	5
Household Income	Under \$30,000	9	10	8	14	7	14
	\$30,000 to under \$60,000	9	5	6	19	11	9
	\$60,000 to under \$90,000	12	12	9	16	11	14
	\$90,000 to under \$120,000	14	12	9	14	19	11
	\$120,000 to under \$150,000	15	15	15	8	16	18
	\$150,000 or more	29	36	36	27	28	18
	Prefer not to say	11	10	17	3	9	16
CALD	Culturally and linguistically diverse	22	19	19	19	22	30
ATSI	Aboriginal and/or Torres Strait Islander	5	3	2	3	9	5

CALD and non-CALD audiences are similar overall, although CALD audiences are more ambivalent towards getting the vaccine

Differences between CALD and non-CALD sample (%)

<i>Amongst non-fully vaccinated sample</i>		CALD	Non-CALD
<i>Base size</i>		<i>N=62</i>	<i>N=224</i>
Vaccination behaviour	Strongly behaviourally positive	74%	80%
	Weakly behaviourally positive	5%	6%
	Behaviourally negative	21%	14%
Intention	Likelihood to be fully vaccinated as soon as possible (Top box)	55%	68%
	Likelihood to be fully vaccinated as soon as possible (Top 3 box)	71%	82%
Cognitive Dissonance	If you were to get fully vaccinated against COVID-19, how would this make you feel? (Top Box – Fantastic)	32%	33%
	If you were to get fully vaccinated against COVID-19, how would this make you feel? (Top 3 Box – Fantastic)	58%	67%
External Influence	Strongly agree that getting vaccinated would be difficult for you to do (Top Box)	6%	8%
	Strongly agree that getting vaccinated would be difficult for you to do (Top 3 Box)	21%	14%
Ambivalence	I definitely would want to be fully vaccinated (Top Box)	45% ▼	62%
	I definitely would want to be fully vaccinated (Top 3 Box)	58% ▼	75%
Involvement	Getting vaccinated is something that's really important to me (Top Box)	23%	33%
	Getting vaccinated is something that's really important to me (Top 3 Box)	55%	63%



3.

What is the impact of misinformation within individual segments and what potential is there for education and persuasion strategies?

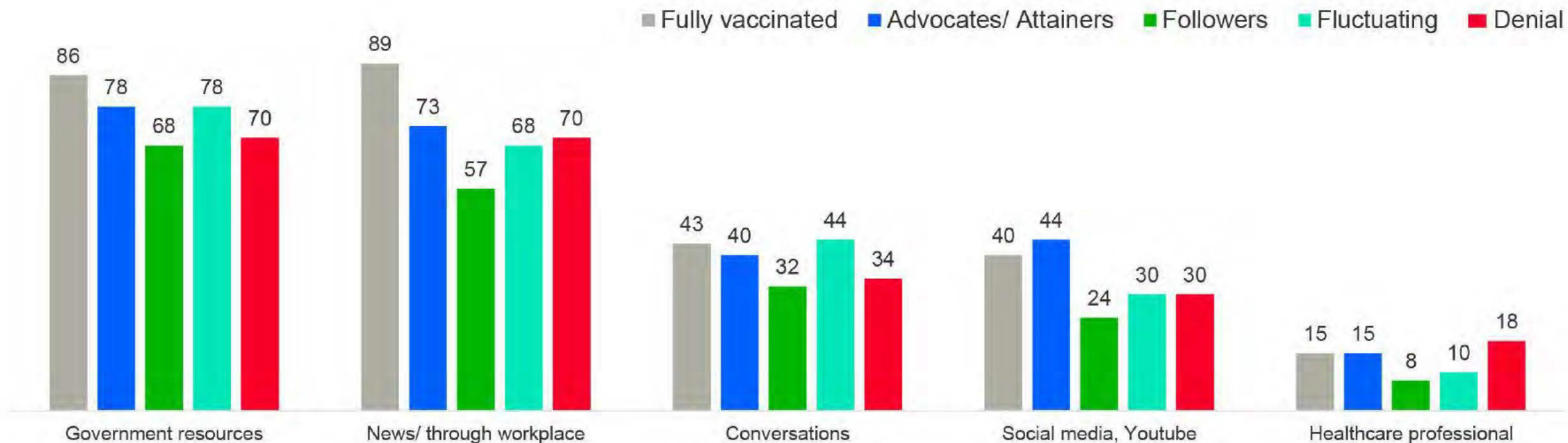
The purpose of this section is to:

- Understand **what types of information sources** the different segments are exposed to
- Understand **what types of misinformation** each of the segments are exposed to and how this impact them
- Identify if there is **potential for education and persuasion strategies** to positively influence behaviour

- In line with caring less about the issue of vaccination, **Followers** are also less exposed to information about the vaccines. Some have actively switched off from this due to the negativity and stress it elicits. What they are exposed to has mixed sentiment, with a lean towards anti-Covid-19 vaccination messages. This is reflected in greater awareness of certain pieces of misinformation surrounding infertility and messaging around not wanting to be the government's guinea pig/ lab rat, as well as less awareness of the benefits of vaccination.
- The most effective route to reach **Followers** is through ACT Gov/Health social media, the ACT Gov website and traditional offline news, which they are most exposed to. Although, to change the status quo and re-engage this audience, they need a different approach – we need to change the voice they are hearing, which may be best achieved through peer-to-peer or community advocacy, as well as the tone of the conversation.
- While **Deniers** aren't limiting information exposure necessarily, they are much less exposed to positive information. Topics that are particularly salient for this segment are government coercion, negative side effects, and hostility towards unvaccinated people. Deniers will be best reached through offline news channels, suggesting partnerships may be necessary, and through the daily ACT press conference.
- Top of mind for **Fluctuators** is uncertainty about the future, discussion about the differences between the vaccines, and the debate over vaccine passports. To reach this segment, focus on updates from the Chief Minister, partnerships, and your social media channels.

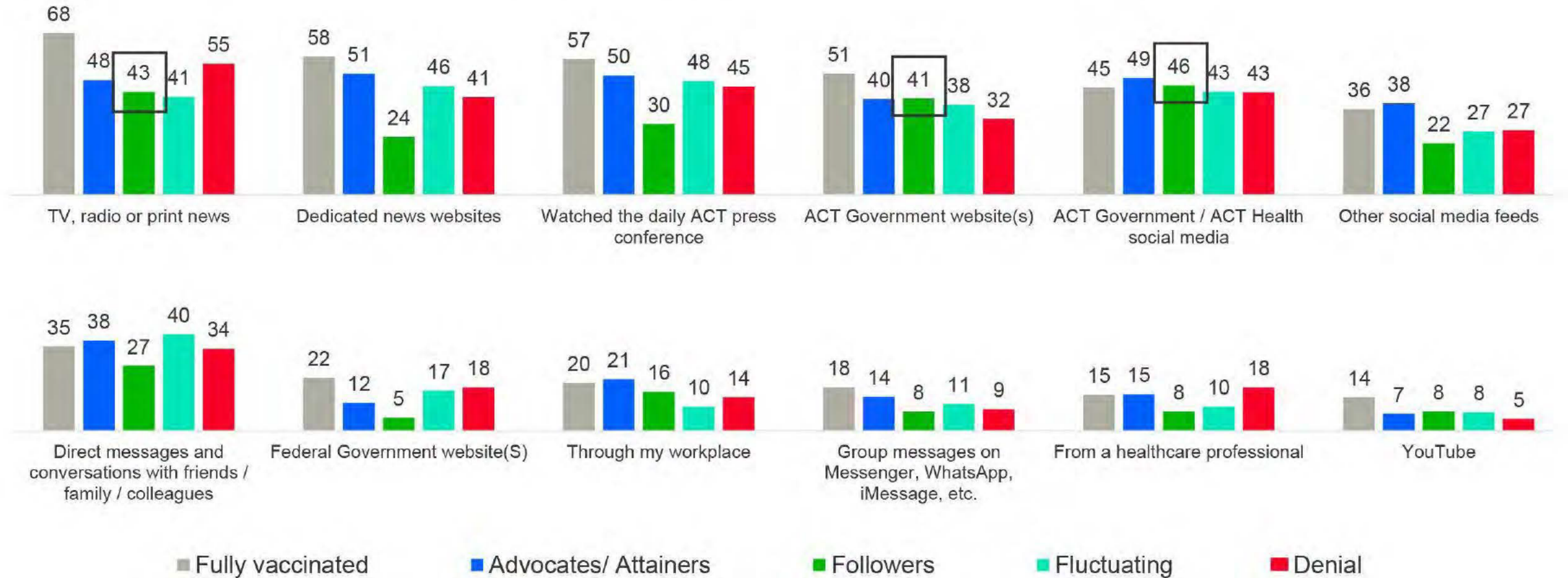
The main sources of information regarding the vaccines are government resources and news

Sources of information in past 24 hours (%)



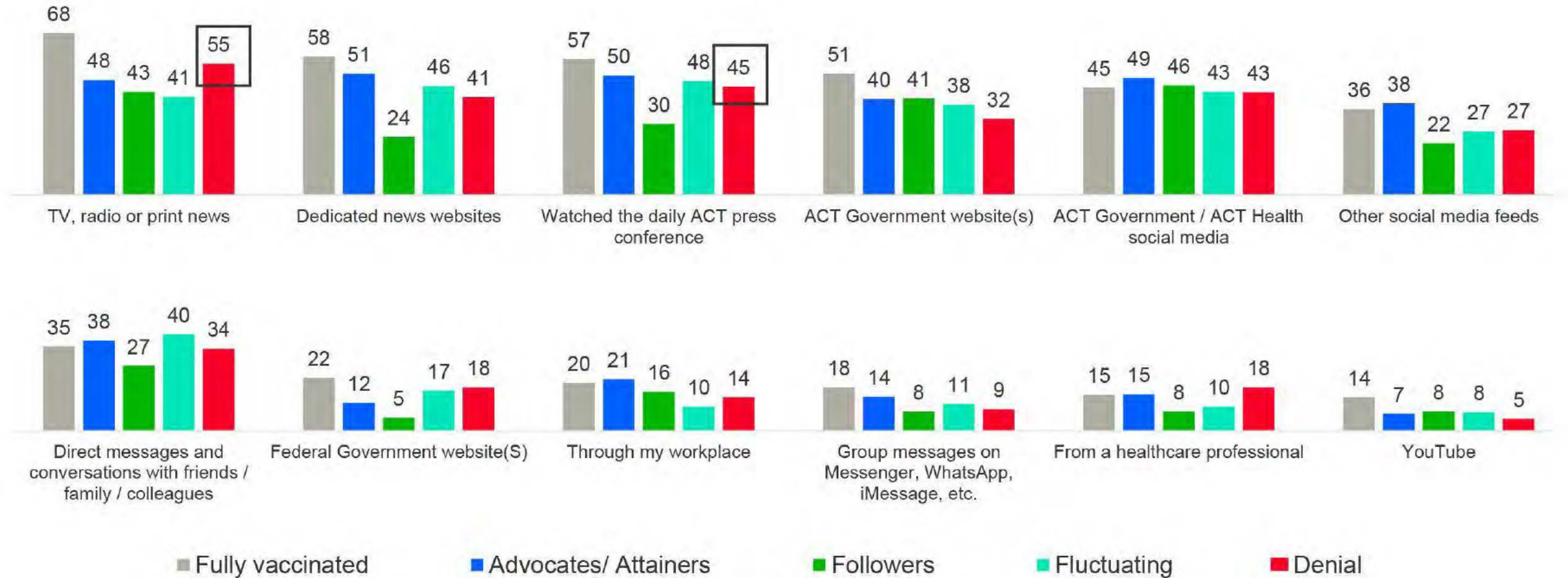
The most effective channels for Followers are ACT Gov/Health social media, the ACT Gov website and traditional offline news

Sources of information in past 24 hours – detailed breakdown



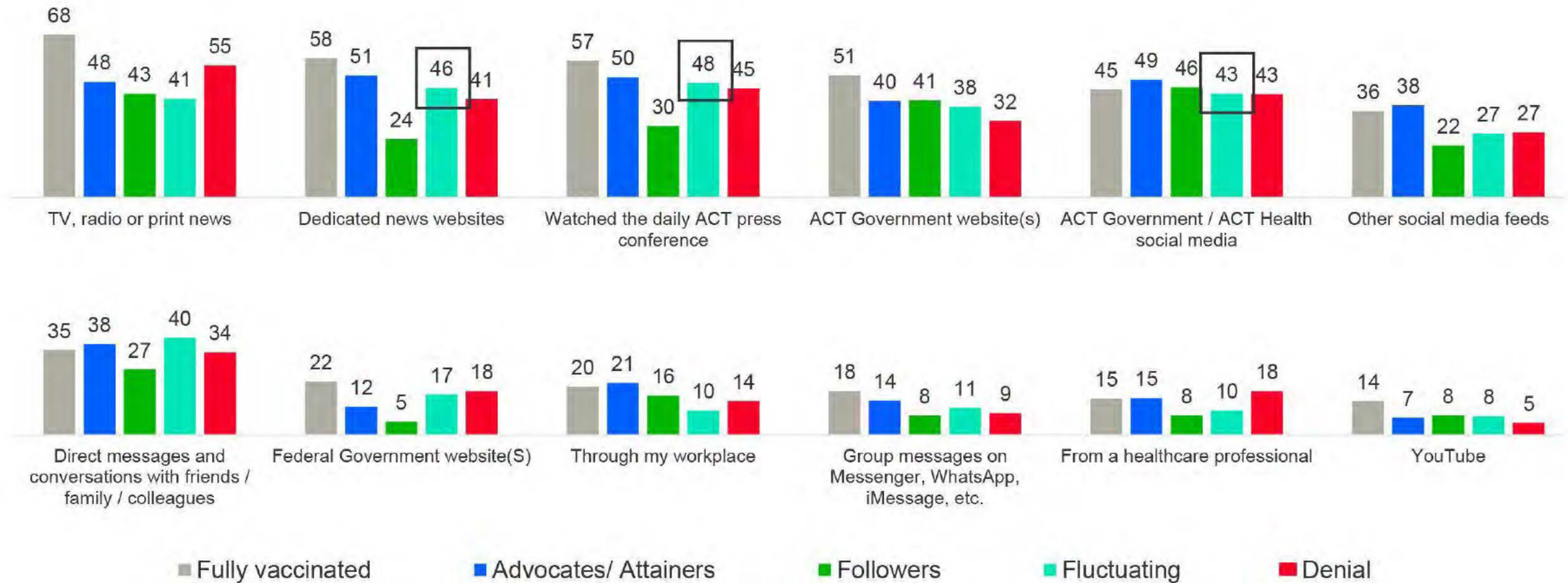
Deniers will be best reached through both offline news channels and through the daily ACT press conference

Sources of information in past 24 hours – detailed breakdown



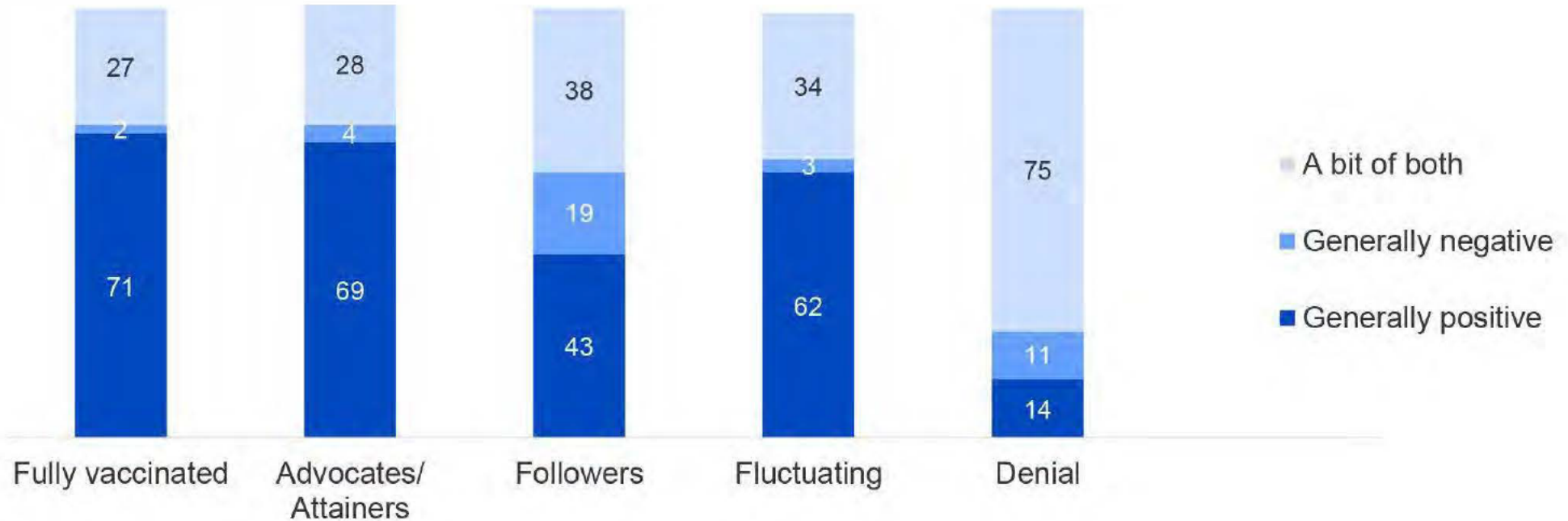
Fluctuators will also be best reached through online news and the daily press conference, as well as ACT Gov/ Health social media

Sources of information in past 24 hours – detailed breakdown



Followers are being exposed to mixed sentiment information with a lean to negative; Deniers are much less exposed to positive information

Sentiment of information about COVID-19 vaccines (%)



Deniers are particularly exposed to information regarding coercion from government, negative side effects, and hostility towards unvaccinated people

Unprompted information exposure – Deniers



VIC premier **threatening unvaccinated people with refusing them medical treatment**. Concerns from other people on the **government's over reach** and denying people choice over what goes in their bodies. Businesses threatening people with losing jobs because their hands are also tied and the focus is on opening up the economy with the end justifying the means.

The **govt is EXCITED that THEIR goals are being reached regardless of how sick it is making some of us** & the fact that the vax is not proven & does not stop you carrying it.

Been told to take it by my health specialist, who noted I should try to wait longer between the two jabs but who noted its unlikely they will let you . Berejiklian wouldn't want to be in same room as unvaccinated. That **Qantas will not accept unvaccinated people**. All of these things greatly concern me in terms of health advice, civil liberties and **building a new brand of prejudice and discrimination**.

Myocarditis, shifting goal posts, decreased **efficiency**, **mandated vaccines** and passports, coercion.

Lots of **fatal reactions to AZ** in Europe - from people living in Germany.

News items on ABC TV. **Colleagues telling team where and how quickly their teenagers are being vaccinated**. Children's Defence article on danger of Pfizer being statistically higher for teenage boys than COVID.

Lots of **propaganda** about vaccination being the way out of the pandemic. Increasing **hostility towards unvaccinated people**.



Fluctuators recall information about uncertainty about the future, the differences between the vaccines, and the debate over vaccine passports

Unprompted information exposure – Fluctuators



*Conversations about people being stupid not to vaccinate; TV add to get vaccinated, family member saying he is not getting vaccinated, discussions and online covid app re hot spots in community, **discussions about the lack of clarity about what protection vaccine actually provides.***

*Lot of noise about **vaccination passports**, ongoing concern about **AZ vs Pfizer**, poor coverage of **indigenous community**, debate over mandatory vaccinations.*

*The amount of people getting vaccinated is high and it will make us **come out of lockdown sooner.***

*A friend has posted on Facebook details of over 100 tests that (apparently) proves that **Ivermectin** is a safe and effective Covid remedy.*

***Vaccinations are going up but there is still uncertainty about the future:** we all need to get out and about again and treat COVID like Influenza and live with it: it will outlive us all*

***AZ had its gap between shots shortened**, which concerned me. People are arguing about if it's needed or not a lot on social media.*

*There is just a push from media, politicians, trying to use **emotional blackmail and placing restrictions the unvaccinated** with regard to passports etc. I just **think that there should be more information.** More ability for people to have control over what they want to put into their bodies without being vilified.*

*Needing **booster** shot, the need for rapid testing the total numbers and the additional **12 to 15 year old to be booked in.***



Some Followers are avoiding vaccine-related information entirely

Unprompted information exposure – Followers



*I have been **avoiding the news** and social media and refused to talk to friends about covid because it's **causing me too much anxiety**.*

Don't watch tv anymore too negative.

***More & more close associates are now vaccinated** or booked in to be. Most conversations are on when you're booked in for 1st or 2nd shots.*

***Side affects associated with the Pfizer vaccine (heart)** and the recent arrival or rollout of Moderna.*

Delta strain is worse. Younger people are getting it. Daily infection rates are increasing in a lot of cities.

***Mixed answers** such as people who think it's a tracking device but also how all the people in the ICU haven't had the vaccine which shows it's pretty effective.*

*Lots of **controversy regarding AZ** vaccine.*

*There are **progressing quicker** than expected.*



Advocates/ Attainers recall information on increasing vaccination rates, end of lockdown, the unequal supply of vaccinations and the situation in NSW

Unprompted information exposure – Advocates/ Attainers



That getting people vaccinated is the way to help us **get on top of covid and protect communities**.

That we will be able to **travel sooner and borders will be opened sooner** once 80% of people are vaccinated.

Secret, **inequitable distribution of doses to NSW**. Vaccination rates by State and nationally. Vaccines for indigenous communities not given any priority.

NSW is spinning out of control, thousands of people are dying in the USA.

Fight amongst states about the **unequal supply of vaccinations** and Moderna coming to Australia soon.

Lots of **sceptical people and negative posts on social media**, versus **positive experiences in the news and talking to friends and family**.

Side effects, Pfizer worst on second AZ worse for first.

Reduction of **time between Astra zeneca doses** reduced from 12 to 4 weeks.

I saw a **photo of a friend fully vaccinated** with AZ. ACT vaccination rates remain pretty strong, NSW is waning a bit.

A lot - very mixed results between friends and family about whether the vaccine is safe or not. Lots about the **AstraZeneca side effects** between friends and family and on social media. Lots of **protests against the vaccine** being forced on people which isn't obviously true.



For those who are fully vaccinated, child vaccination is a subject that is top of mind

Unprompted information exposure – Fully vaccinated



Consistent message that **as many people as possible need to get vaccinated ASAP** to get on top of the current COVID outbreak.

Idiotic people on social media thinking they have a medical degree and refusing the vaccine cause they think it's poison.

That there are **not enough vaccines to go around**. **Some states and territories have received fewer vaccines than others** on a population basis. There is **no clear strategy** on vaccination now or into the future.

A lot of hoohah regarding **whether or not to vaccinate children** and youth. Extra Pfizer doses credited with saving 200 lives in NSW.

Everyone over 12 should get vaccinated, but vaccine supply limits how fast this can be done.

Updates on numbers and rates from daily government press conference on ABC Radio Canberra; articles on various aspects in online media; **conversation with friend about her bad reaction to her second dose, our worries about our young adult children having to wait so long for vaccination, and about the UAP anti-vax text message** she'd received.

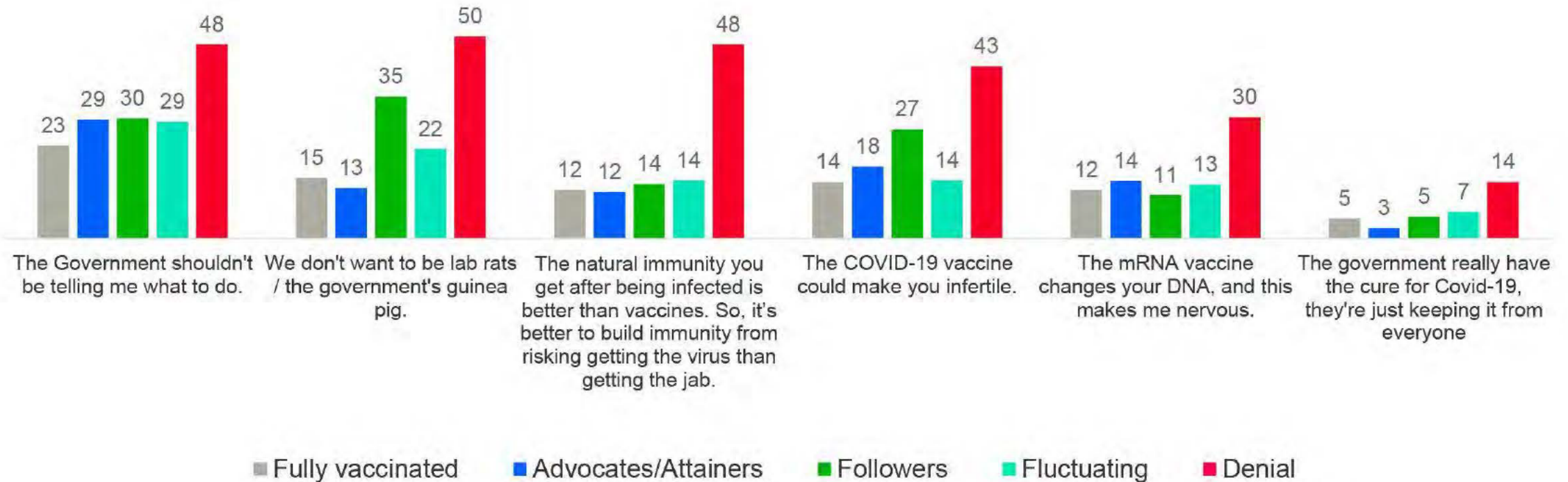
Still some **apparent confusion in people's minds about the necessity for and effectiveness of vaccines**. Also some perverse opinions being peddled about the nature of the vaccines and the reasons for governments to promote their use. Also apparently some **politicians willing to spread misinformation** about inappropriate alternative preventative medications.

Daily covid-19 state updates, **NSW abandoning even trying to control the virus** despite peak case numbers and strain on health system, **Qantas and ScoMo pushing for economic activity** ahead of election.



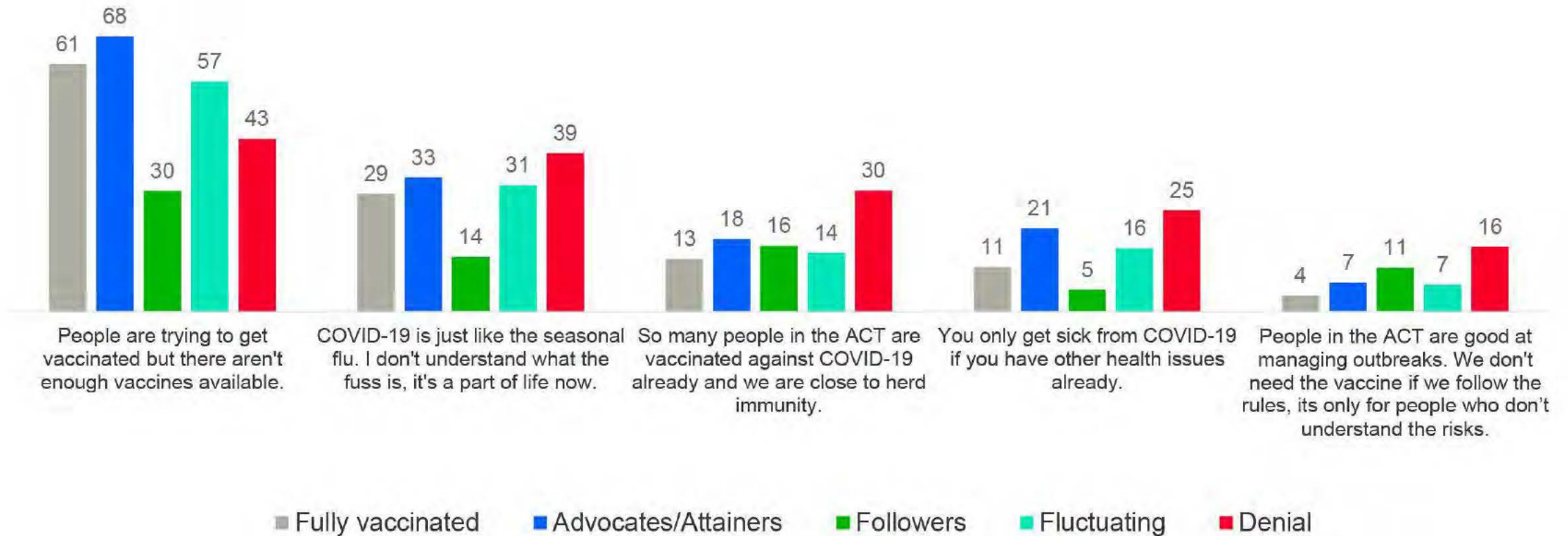
Deniers and Followers are more likely to have been exposed to negative messaging about COVID-19 vaccination, suggesting they are being influenced

Prompted Information exposure – negative (%)



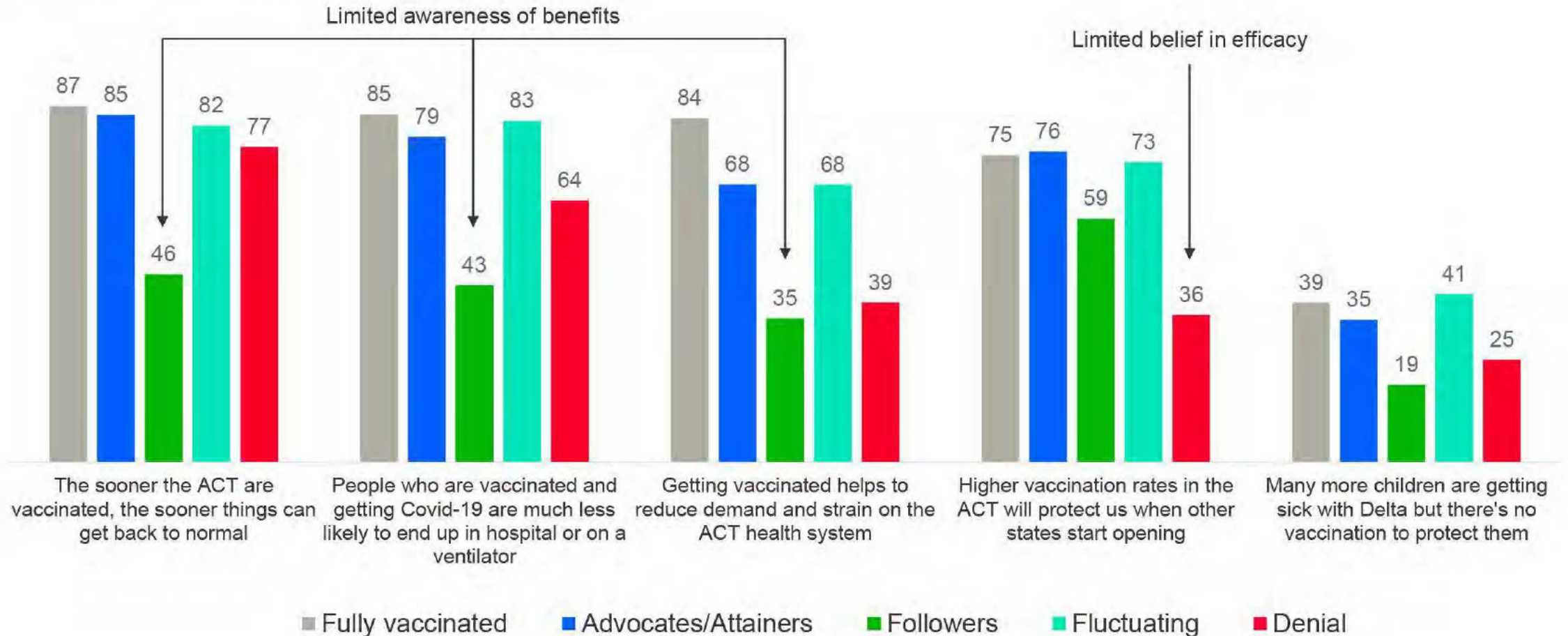
Perceived availability is an issue even with the fully vaccinated, an indication of how commitment overcomes logistical barriers

Prompted Information exposure – neutral (%)



Deniers are less exposed to positive vaccine messages; Followers are less aware, as per their lower engagement with COVID-19 vaccination information

Prompted Information exposure – positive (%)



An aerial photograph of a playground. Three children in red shirts are standing on large, overlapping circles of purple, teal, and brown. Several large, white, overlapping rings are drawn on the dark asphalt surface, creating a complex geometric pattern. The scene is captured from a high angle, showing the children's shadows and the texture of the ground.

4.

How receptive are people to booster shots and vaccination of children and what challenges does this pose for the future?