



## **MMR childhood vaccinations**

**Survey topline results**

## Methodology

[Censuswide](#), a global insight-driven research company, conducted an online survey with a nationally representative sample of 2,000 English parents of children aged 0-5 from Tuesday 11<sup>th</sup> January to Monday 17<sup>th</sup> January 2022.

The survey consisted of 14 questions, asking how English parents feel about childhood vaccinations, how they feel about the MMR vaccination specifically, and barriers to getting their child/ren vaccinated.

The survey was designed to provide attitudinal insights to support the launch of the MMR Childhood Vaccinations Campaign. The following statistics were featured in the national press release that was issued to media. To note, the full data tables displaying the survey results have not been published.

## Topline survey results

These include:

- Almost 4 in 10 (38%) believe measles can cause death (table 7)
- Almost 1 in 5 (18%) parents who haven't had their child vaccinated for MMR are not aware that measles, mumps and rubella remain a threat in the UK (table 6)
- Almost half of parents (48%<sup>1</sup>) are not aware that measles can lead to serious complications such as pneumonia and brain inflammation (table 7)
- Over a third (36%) of parents feel vaccinations have never been more important in helping prevent the spread of infections/viruses (table 4)
- Almost 1 in 10 parents (9%) admit their child hasn't received a single dose of the MMR vaccine (table 5)
- More than half of parents (56%<sup>2</sup>) are not aware that two doses of the MMR vaccine gives 99% protection against measles and rubella (table 7)
- A third of parents who expressed concern about the MMR vaccine said it is because they are worried about MMR side effects (table 3)

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<sup>1</sup> Inverse of the 52% who did not select 'Measles can lead to serious complications including ear infections, pneumonia, and brain inflammation' when asked 'Which of the following statements are true in your opinion?'

<sup>2</sup> Inverse of the 44% who did not select 'Two doses of the MMR vaccine gives you 99% protection against measles and rubella'

- 1 in 10 parents who haven't had their child vaccinated against MMR said this is because they were not aware that the NHS was still offering appointments (table 6)
- 1 in 10 parents who haven't had their child vaccinated against MMR said this is because they didn't want to be a burden to the NHS (table 6)

## Survey questions and results

The survey consisted of multiple-choice questions to gain insight knowledge and attitudes around childhood vaccinations.

**Table 1. Demographics of survey sample by age**

Category	Demographic	Number of people surveyed
Overall	N	2000
Age	16-24	267
	25-34	1004
	35-44	663
	45-54	65
	55+	1

**Table 2. Results from Q1. How do you feel about the following childhood vaccinations?. Answers for MMR vaccine for prevention against Measles, mumps and rubella. Demographic data split by age.**

Multiple choice answer selected	All	Overall % of responses split by age				
		16-24	25-34	35-44	45-54	55+
<b>N</b>	<b>2000</b>	<b>267</b>	<b>1004</b>	<b>663</b>	<b>65</b>	<b>1</b>

<b>Concerned (Net)</b>	<b>19.75%</b>	<b>28.84%</b>	<b>19.52%</b>	<b>17.04%</b>	<b>13.85%</b>	<b>0.00%</b>
Very concerned	8.60%	11.61%	8.07%	8.45%	6.15%	0.00%
Concerned	11.15%	17.23%	11.45%	8.60%	7.69%	0.00%
Neither concerned or not concerned	17.70%	22.47%	17.33%	16.14%	18.46%	100.00%
Not concerned	21.05%	16.85%	21.31%	22.17%	23.08%	0.00%
Not concerned at all	40.15%	29.59%	40.64%	43.44%	43.08%	0.00%
<b>Not concerned (Net)</b>	<b>61.20%</b>	<b>46.44%</b>	<b>61.95%</b>	<b>65.61%</b>	<b>66.15%</b>	<b>0.00%</b>
Don't know	1.35%	2.25%	1.20%	1.21%	1.54%	0.00%

**Table 3. Results from Q2. Why are you concerned about the following childhood vaccinations? (Tick all that apply). \*Those who answered they are concerned about MMR - Measles, mumps and rubella in Q1. Demographic split by age.**

Multiple choice answer selected	All	Overall % of responses split by age				
		16-24	25-34	35-44	45-54	55+
N	395	77	196	113	9	0

I am worried about potential side effects	28.86%	24.68%	29.08%	30.09%	44.44%	0.00%
I am worried about potential long-term effects	22.78%	24.68%	22.45%	20.35%	44.44%	0.00%
There's not enough research into the safety of the vaccine	16.46%	27.27%	10.71%	18.58%	22.22%	0.00%
There's not enough research into how the vaccine works	15.95%	27.27%	12.76%	14.16%	11.11%	0.00%
I don't believe the vaccine works	8.61%	14.29%	7.65%	6.19%	11.11%	0.00%
I've heard negative stories from other mums about this vaccination	21.52%	23.38%	20.41%	22.12%	22.22%	0.00%
I don't believe the risks outweigh the benefits	11.90%	16.88%	10.71%	10.62%	11.11%	0.00%
I don't agree with vaccinations of any kind	10.63%	16.88%	9.69%	7.96%	11.11%	0.00%
Other	2.03%	2.60%	2.55%	0.88%	0.00%	0.00%
There aren't any reasons	15.95%	6.49%	16.33%	22.12%	11.11%	0.00%

**Table 4. Results from Q3. Has the Covid-19 vaccination roll out changed the way you feel about vaccinations generally? (Tick all that apply). Demographic data split by age.**

Multiple choice answer selected	All	Overall % of responses split by age				
		16-24	25-34	35-44	45-54	55+
N	2000	267	1004	663	65	1
No, I don't feel any differently	39.25%	28.09%	39.94%	42.23%	44.62%	0.00%
Yes, I feel vaccinations have never been more important in helping prevent the spread of infections/viruses	35.80%	42.32%	33.67%	36.05%	38.46%	100.00%
Yes, I'm more wary about vaccinations as a result	25.65%	30.34%	27.19%	22.47%	15.38%	0.00%
Yes, other (please specify)	1.35%	1.50%	1.29%	1.21%	3.08%	0.00%
<b>Yes (Net)</b>	<b>60.75%</b>	<b>71.91%</b>	<b>60.06%</b>	<b>57.77%</b>	<b>55.38%</b>	<b>100.00%</b>

**Table 5. Results from Q5. Has your child received their MMR vaccination?  
Demographic split by age.**

Multiple choice answer selected	All	Overall % of responses split by age				
		16-24	25-34	35-44	45-54	55+
<b>N</b>	2000	267	1004	663	65	1
<b>Yes (Net)</b>	<b>85.80%</b>	<b>77.90%</b>	<b>87.65%</b>	<b>86.27%</b>	<b>84.62%</b>	<b>100.00%</b>
Yes, both doses	72.40%	54.31%	73.90%	76.62%	80.00%	100.00%
Yes, but only one dose	13.40%	23.60%	13.75%	9.65%	4.62%	0.00%
No, and I don't intend them to	4.40%	8.24%	3.88%	3.92%	1.54%	0.00%
No, but I'm planning on taking them	4.20%	5.99%	3.39%	4.68%	4.62%	0.00%
<b>No (Net)</b>	<b>8.60%</b>	<b>14.23%</b>	<b>7.27%</b>	<b>8.60%</b>	<b>6.15%</b>	<b>0.00%</b>
Not sure	5.60%	7.87%	5.08%	5.13%	9.23%	0.00%

**Table 6. Results from Q6. You said in Q5 that your child hasn't received the MMR vaccination and that you don't intend them to. Why not? (Tick all that apply)'.  
Demographic data split by age.**

Multiple choice answer selected	All	Overall % of responses split by age				
		16-24	25-34	35-44	45-54	55+
<b>N</b>	88	22	39	26	1	0

I am concerned about the safety of the vaccine	22.73%	0.00%	25.64%	34.62%	100.00%	0.00%
I am worried about potential side effects	20.45%	9.09%	23.08%	23.08%	100.00%	0.00%
I've heard negative stories about the MMR vaccine	19.32%	4.55%	23.08%	26.92%	0.00%	0.00%
Measles, mumps or rubella isn't a threat to children in the UK, so there's no point	18.18%	27.27%	17.95%	7.69%	100.00%	0.00%
I didn't have the MMR vaccine as a child	18.18%	27.27%	17.95%	7.69%	100.00%	0.00%
I haven't had time yet / got round to it yet.	14.77%	9.09%	17.95%	15.38%	0.00%	0.00%
I don't agree with vaccines of any kind	13.64%	9.09%	12.82%	15.38%	100.00%	0.00%
I haven't heard about any children I know contracting measles, mumps or rubella	12.50%	27.27%	7.69%	7.69%	0.00%	0.00%



I didn't realise he/she/they needed it	11.36%	18.18%	12.82%	3.85%	0.00%	0.00%
I didn't want to be a burden on the NHS during the pandemic	11.36%	27.27%	5.13%	7.69%	0.00%	0.00%
I didn't realise they were still offering routine childhood vaccinations during the pandemic	11.36%	13.64%	15.38%	3.85%	0.00%	0.00%
My child/children is/are scared of needles	10.23%	18.18%	12.82%	0.00%	0.00%	0.00%
I haven't been able to get an appointment	9.09%	13.64%	7.69%	7.69%	0.00%	0.00%
Other (please specify)	6.82%	0.00%	5.13%	15.38%	0.00%	0.00%
There aren't any reasons	6.82%	0.00%	12.82%	3.85%	0.00%	0.00%

**Table 7. Results from Q12. 'Which of the following statements are true in your opinion? (Tick all that you think are true)'. Demographic data split by age.**

Multiple choice answer selected	All	Overall % of responses split by age				
		16-24	25-34	35-44	45-54	55+
N	2000	267	1004	663	65	1
Measles and mumps continue to be a risk and can make your child seriously unwell	53.70%	39.70%	55.28%	56.56%	58.46%	0.00%
Measles can lead to serious complications including ear infections, pneumonia, and brain inflammation	51.55%	39.33%	51.99%	54.75%	63.08%	0.00%
Because of vaccinations, smallpox has been eradicated and polio is only seen in a small number of countries	45.30%	35.58%	45.72%	47.66%	55.38%	0.00%
Two doses of the MMR vaccine gives you 99% protection against measles and rubella	43.70%	39.33%	43.33%	45.55%	47.69%	100.00%

Measles can cause death	37.95%	34.46%	39.04%	38.01%	35.38%	0.00%
It doesn't matter if you have missed your child's second dose for MMR, you can get it at anytime	17.10%	21.72%	17.13%	15.38%	15.38%	0.00%
There is no treatment or cure for measles	8.85%	11.61%	7.67%	7.99%	24.62%	0.00%
None of the above	7.15%	9.36%	6.87%	7.24%	1.54%	0.00%
There were no cases of measles or mumps in the UK this year	6.75%	10.11%	7.47%	4.98%	0.00%	0.00%
Measles is harmless	3.65%	5.62%	3.78%	2.87%	1.54%	0.00%