



UK Health
Security
Agency

What women think of the maternal vaccination programme in England

July 2025

Methodology

Fieldwork

UK Health Security Agency (UKHSA) commissioned Ipsos UK to undertake an online survey among 800 women aged 18-45 in England, who were pregnant or had given birth in the last 12 months. The survey was conducted between 9 and 24 July 2025 through the Ipsos Interactive Services (IIS) access panel and partner panels.

Quotas

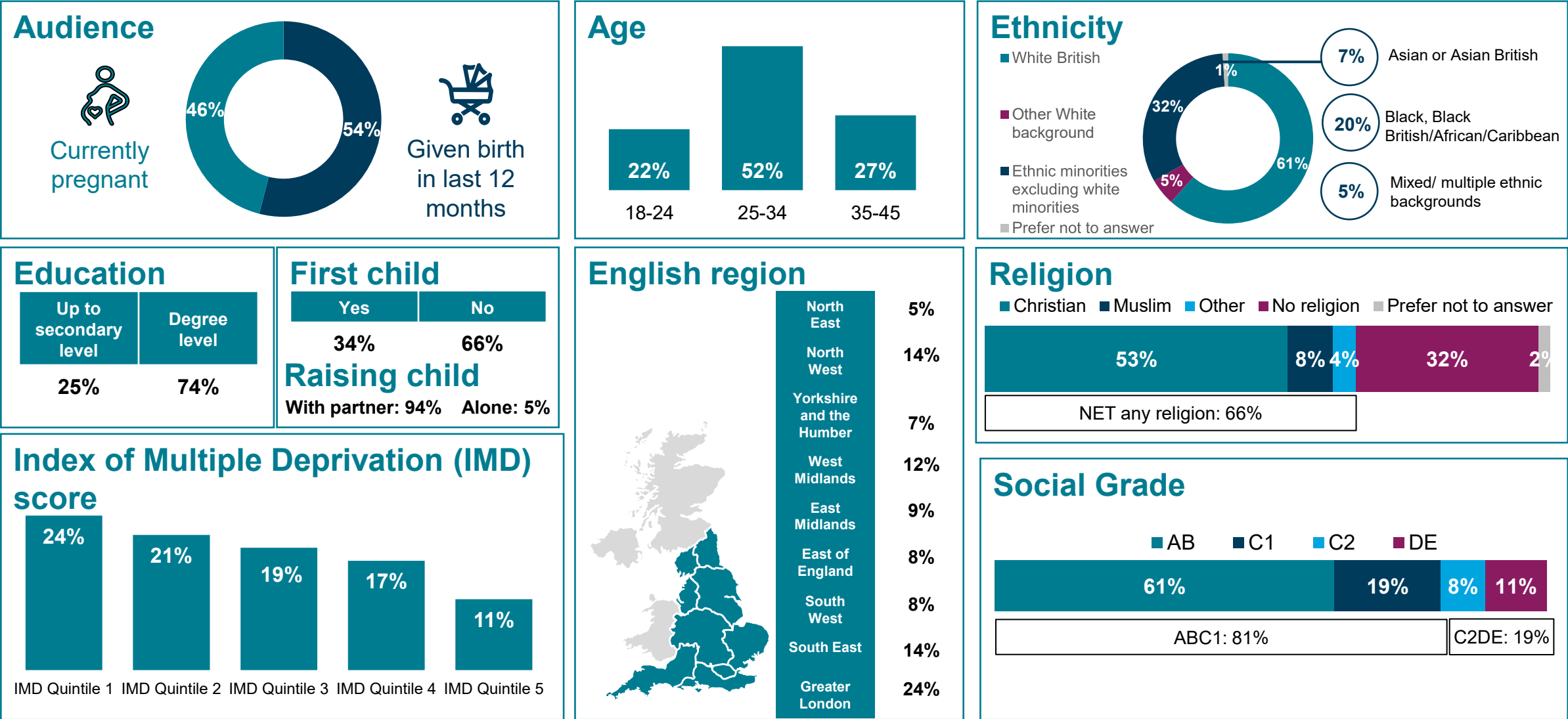
Quotas were set by age and region to ensure that the sample was representative on those variables, based on ONS mid-year estimates of the total population from 2023. The initial sample was screened to identify women who were currently pregnant or had given birth in the previous 12 months.

Weighting

The overall sample of women aged 18-45 was weighted by age and region, in line with the quotas set. Anyone who was pregnant or had given birth in the last year was included in the survey.

The term '**significant**' in this report indicates **statistical significance** (noted as '*Statistically significant difference at $p < 0.05$ level*' throughout). It applies a 95% confidence level, meaning the probability of observed differences between subgroups, or between a subgroup and the total sample, being due to chance is very low (less than 5%). * Note that, strictly speaking, the tolerances applied here apply only to random samples with an equivalent design effect. In practice, good quality quota sampling has been found to be almost as accurate.

Description of the 800 women who took part in the survey (unweighted)

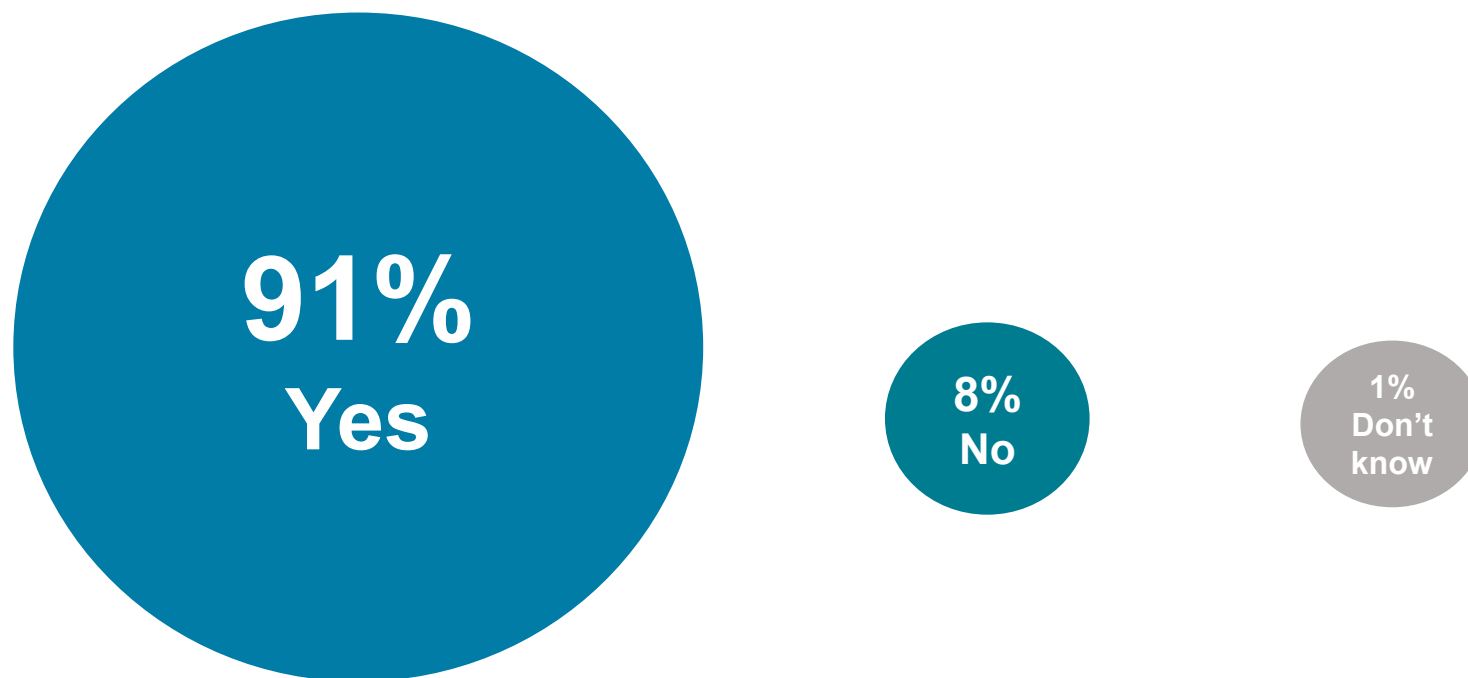


Base: All respondents: n800, All pregnant women: n365, All women who have given birth in the last 12 months: n435
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Most women (91%) remembered seeing, hearing or reading something about vaccines for pregnant women during their pregnancy

Spontaneous recall about maternal vaccines

Base: All those currently pregnant or given birth in the last 12 months



Source: Ipsos. Q1. Have you/Did you see, hear, or read anything about vaccines for pregnant women during your pregnancy?

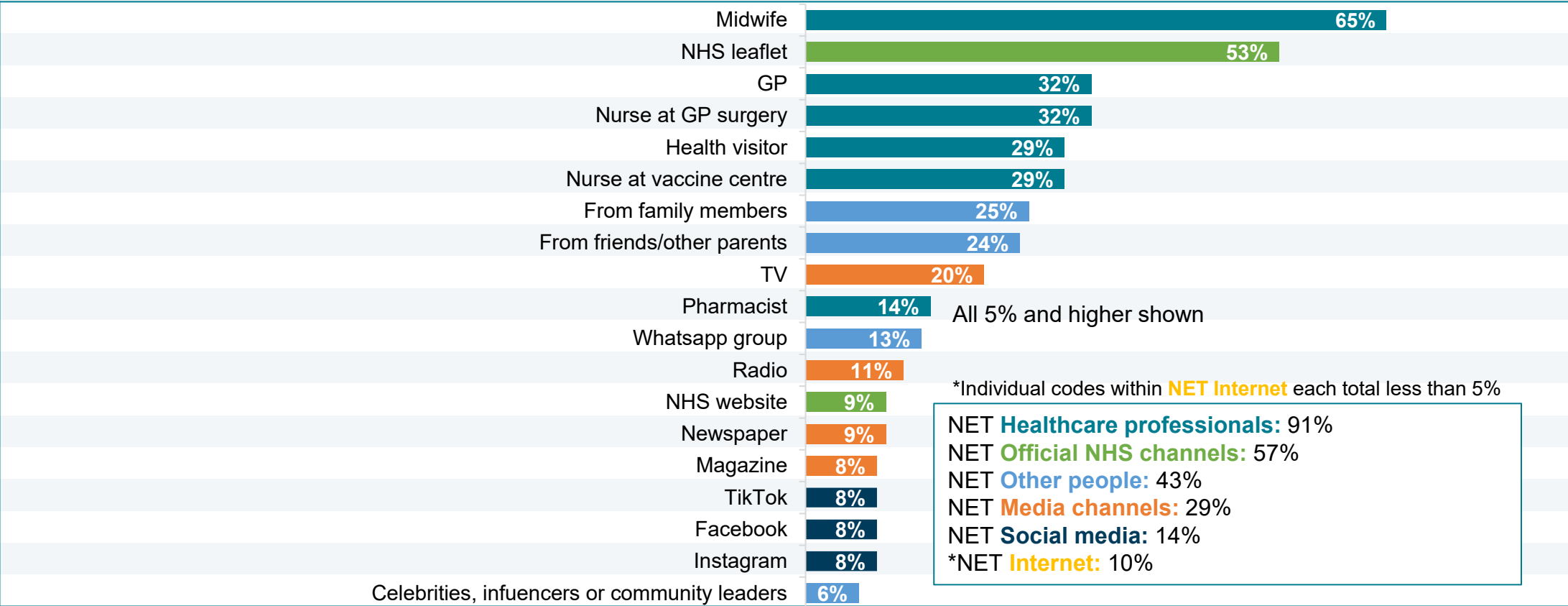
Base: All respondents: n800, All pregnant women: n365, All women who have given birth in the last 12 months: n435,

Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Healthcare professionals and NHS channels are the top sources of maternal vaccine information

Source of maternal vaccines information

Base: All who have/did see, hear, or read anything about vaccines for pregnant women during pregnancy



Source: Ipsos. Q2. And where did you see, hear, or read about vaccines during pregnancy? (Coded)
Base: All who have/did see, hear, or read anything about vaccines for pregnant women during pregnancy: n724, All pregnant women who have, seen, heard, or read anything about vaccines for pregnant women during pregnancy: n326, All women who have given birth in the last 12 months who did see, hear, or read anything about vaccines for pregnant women during pregnancy: n398,
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Most women (68%) who saw, heard or read about maternal vaccines say the information was in favour of vaccines

Maternal vaccination coverage

Base: All who have/did see, hear, or read anything about vaccines for pregnant women during pregnancy

In favour of vaccines

Against vaccines Neither/ nor A mixture of information in favour and against

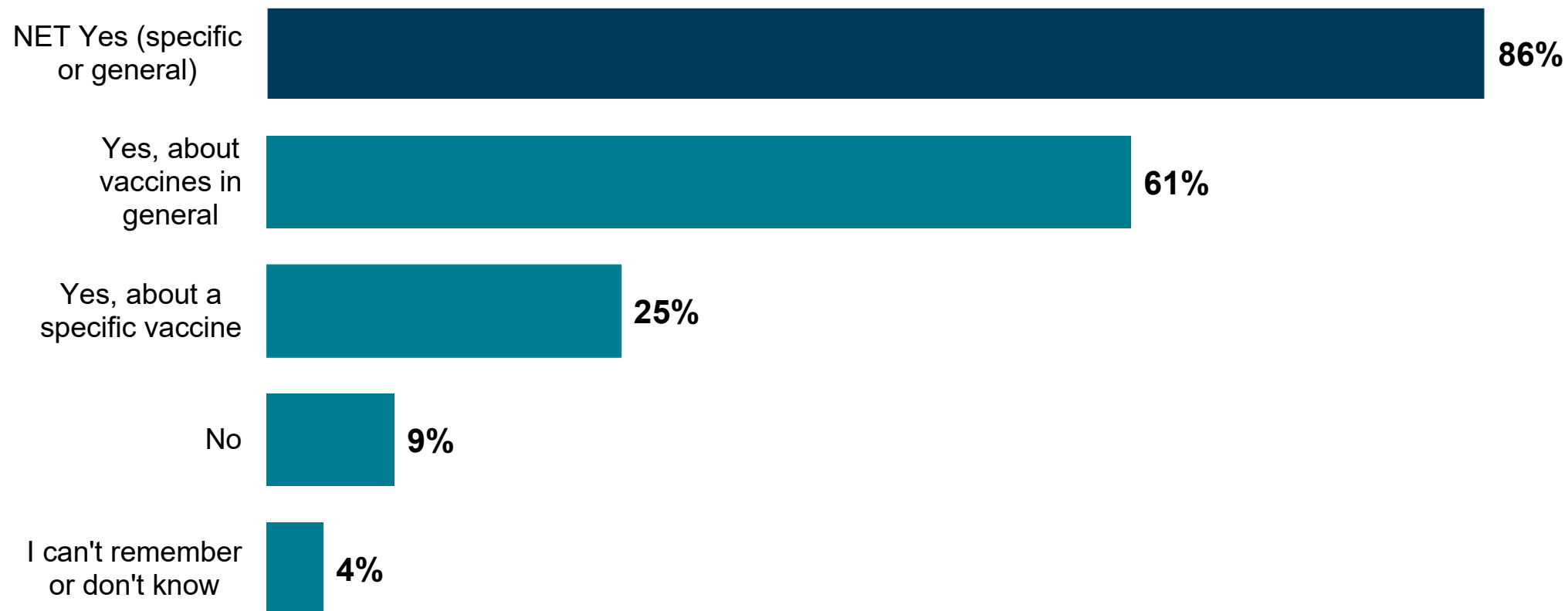


Source: Ipsos. Q3. Overall, was the information you saw ...?
Base: All who have/did see, hear, or read anything about vaccines for pregnant women during pregnancy: n724, All pregnant women who have seen, heard, or read anything about vaccines for pregnant women during pregnancy: n326, All women who have given birth in the last 12 months who had seen, heard, or read anything about vaccines for pregnant women during pregnancy: n398
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Most women (86%) say they saw, read, or heard something that made them feel it was important to have maternal vaccines during pregnancy

Spontaneous recall about maternal vaccines: importance of having vaccines

Base: All those either pregnant or recently given birth



Source: Ipsos. Q4. Is there anything you have seen, heard, or read that made you feel it was important to have the vaccines offered in pregnancy?

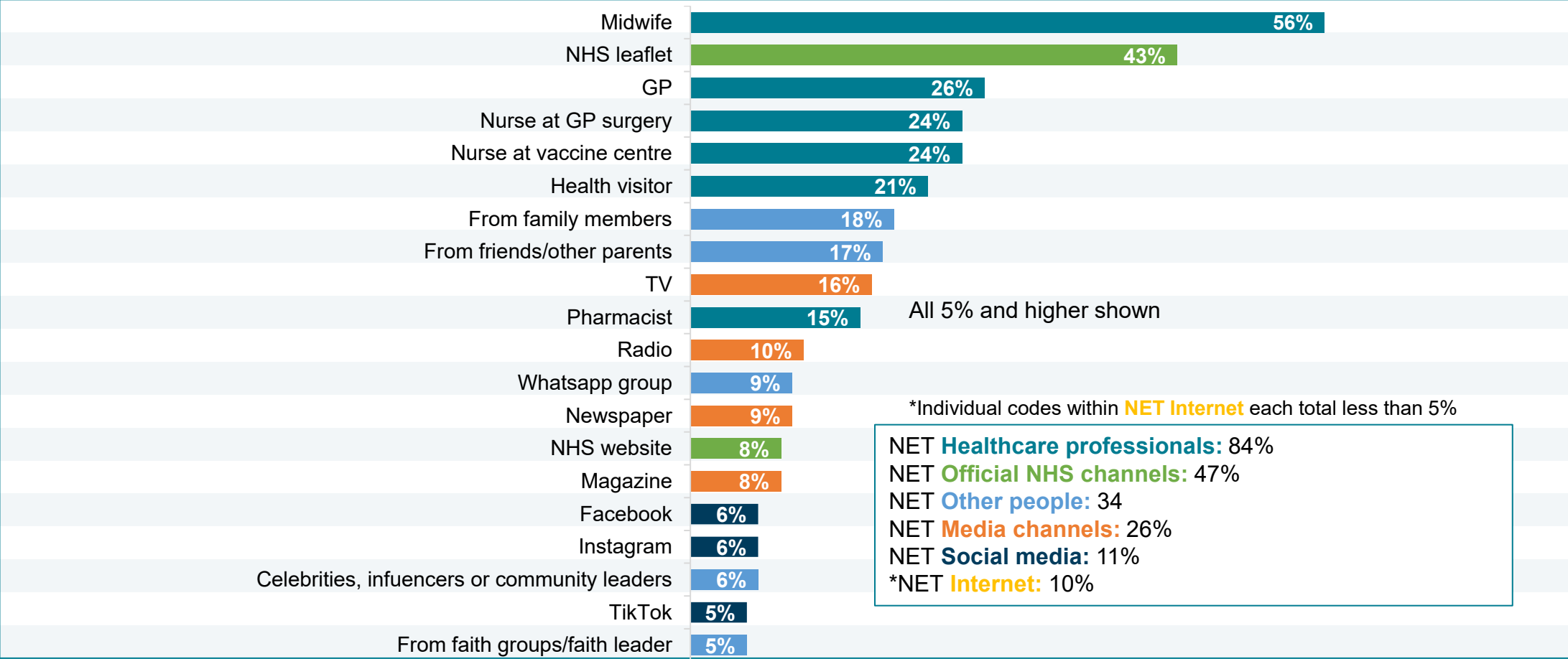
Base: All respondents: n800

Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Healthcare professionals and NHS channels are the main sources of information that made women think it was important to have maternal vaccines

Source of maternal vaccines information: importance of having vaccines

Base: All who have/did see, hear, or read something about vaccine(s) (specific or general) that made them feel it was important to have vaccine(s) offered in pregnancy

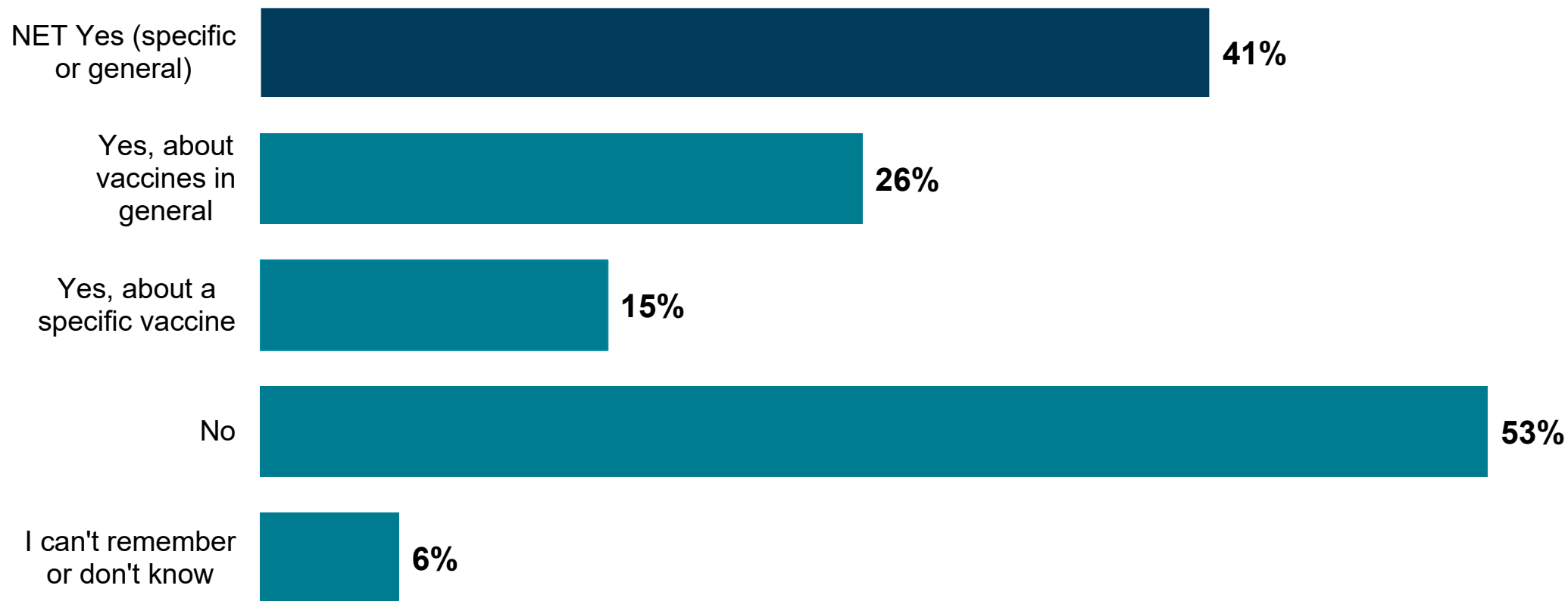


Source: Ipsos. Q6. And where did you see, hear, or read this information which made you feel it was important for you to have the vaccines offered in pregnancy? (Coded)
Base: All who had seen, heard, or read something about vaccine(s) (specific or general) that made them feel it was important to have vaccine(s) offered in pregnancy: n689
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Two in five women (41%) saw, read or heard something that made them concerned or worried about having vaccines during pregnancy

Spontaneous recall about maternal vaccines: concern about having vaccines

Base: All those either pregnant or recently given birth



Source: Ipsos. Q8. Is there anything you have come across that has made you concerned or worried about having the vaccine(s) offered in pregnancy?

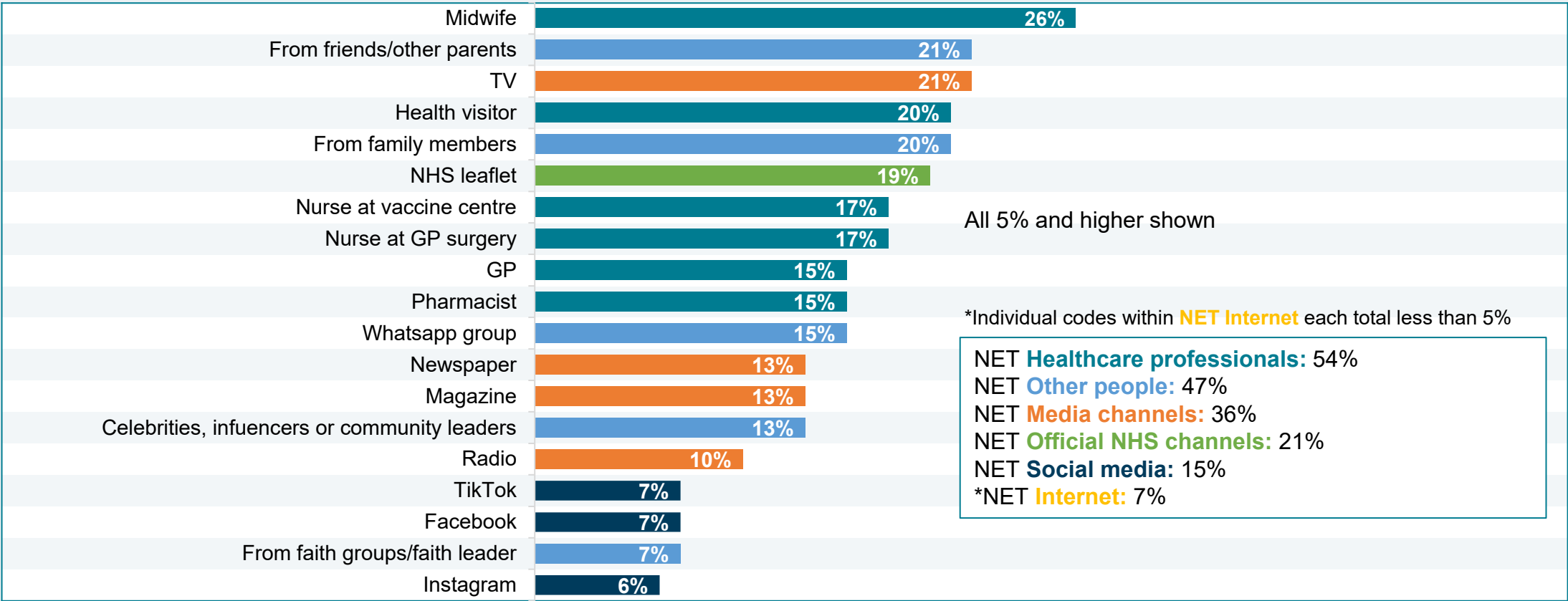
Base: All respondents: n800

Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Information that causes concern or worry is most likely to be provided by a healthcare professional followed by other people

Source of maternal vaccines information: concern about having vaccines

Base: All who have/did see, hear, or read something about a specific vaccine that made them feel concerned or worried about having a specific vaccine(s) offered in pregnancy



Source: Ipsos. Q10. And where did you see, hear, or read this information which made you feel worried or concerned about vaccines in pregnancy? (Coded)
Base: All who had seen, heard, or read something about vaccine(s) (specific or general) that made them feel concerned or worried about having the vaccine(s) offered in pregnancy: n330, All people from ethnic minority backgrounds: n129
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

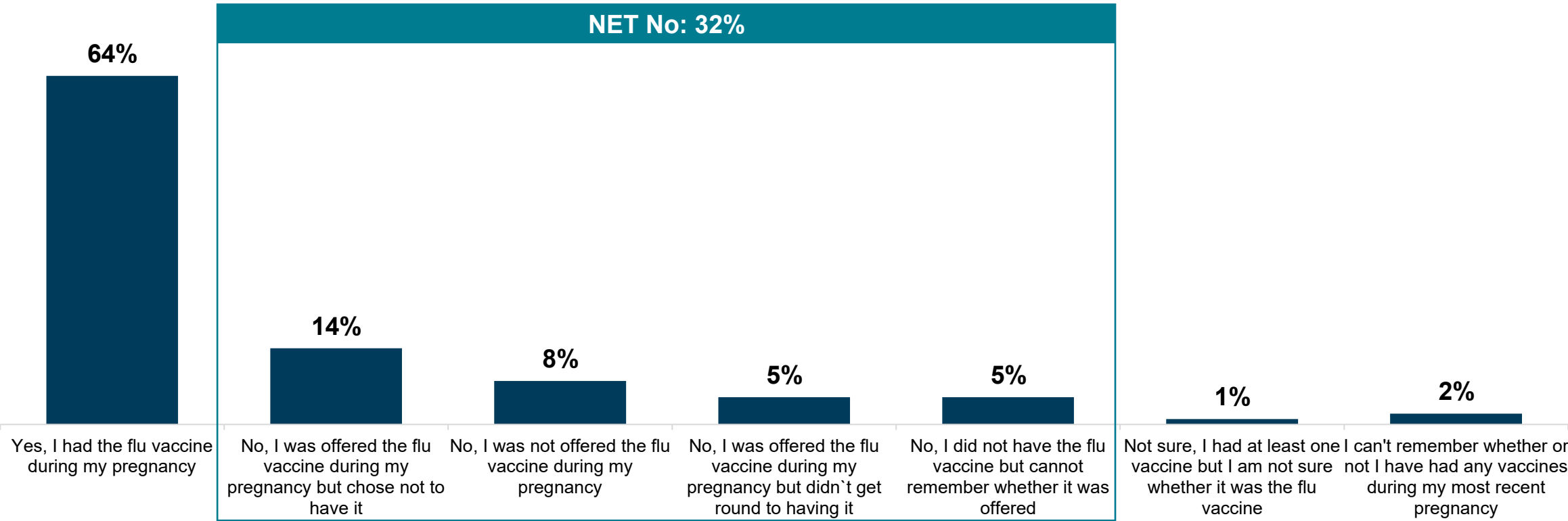
Around two in three of those who have given birth in the last 12 months (64%) say they had the flu vaccine during their pregnancy

Uptake of maternal vaccine: Flu vaccine

Base: All those who have given birth in the last 12 months

Of those who **did not have the flu vaccine**, over half did not have the **whooping cough*** (59%) or **RSV** (58%) **vaccines**.

*Caution low base

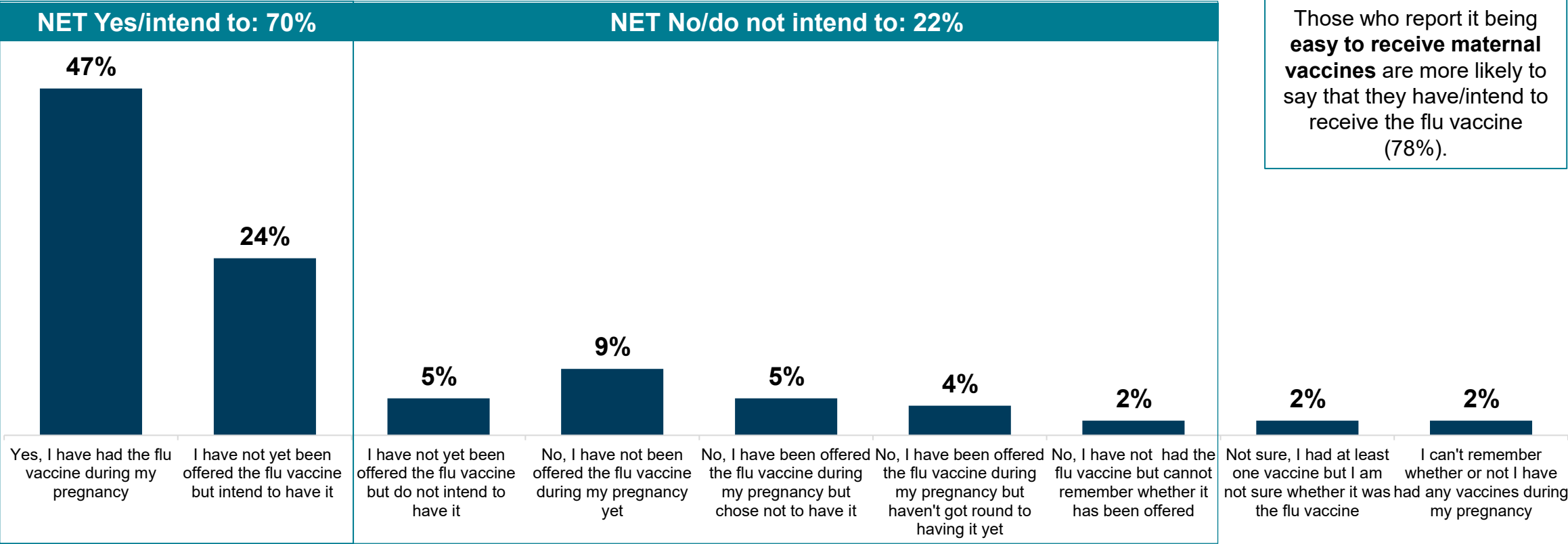


Source: Ipsos. Q12. Did you have the flu vaccine during your most recent pregnancy?
Base: All women who have given birth in the last 12 months: n435, All who did not receive the whooping cough vaccine during pregnancy: n91, All who did not receive the RSV vaccine during pregnancy: n113
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Seven in ten (70%) of those who are currently pregnant and would be eligible for a flu vaccine say they already have had or intend to receive the vaccine

Uptake of maternal vaccine: Flu vaccine

Base: All those currently pregnant with a due date between July and November 2025

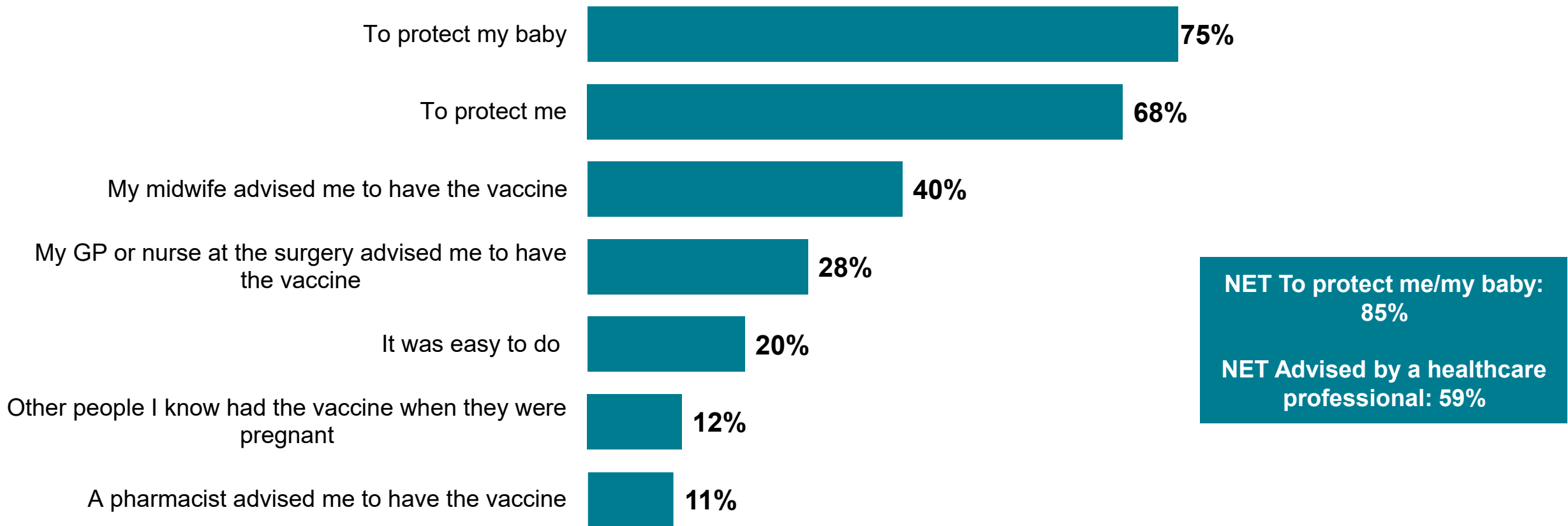


Source: Ipsos. Q12. Have you had the flu vaccine during your current pregnancy?
Base: All pregnant women with a due date of July-November 2025: n227
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

For those who had or intend to have the flu vaccine during pregnancy, protecting their baby or themselves were the most important reasons for doing so

Enablers to having the flu vaccine

Base: All those who have had the flu vaccine during pregnancy

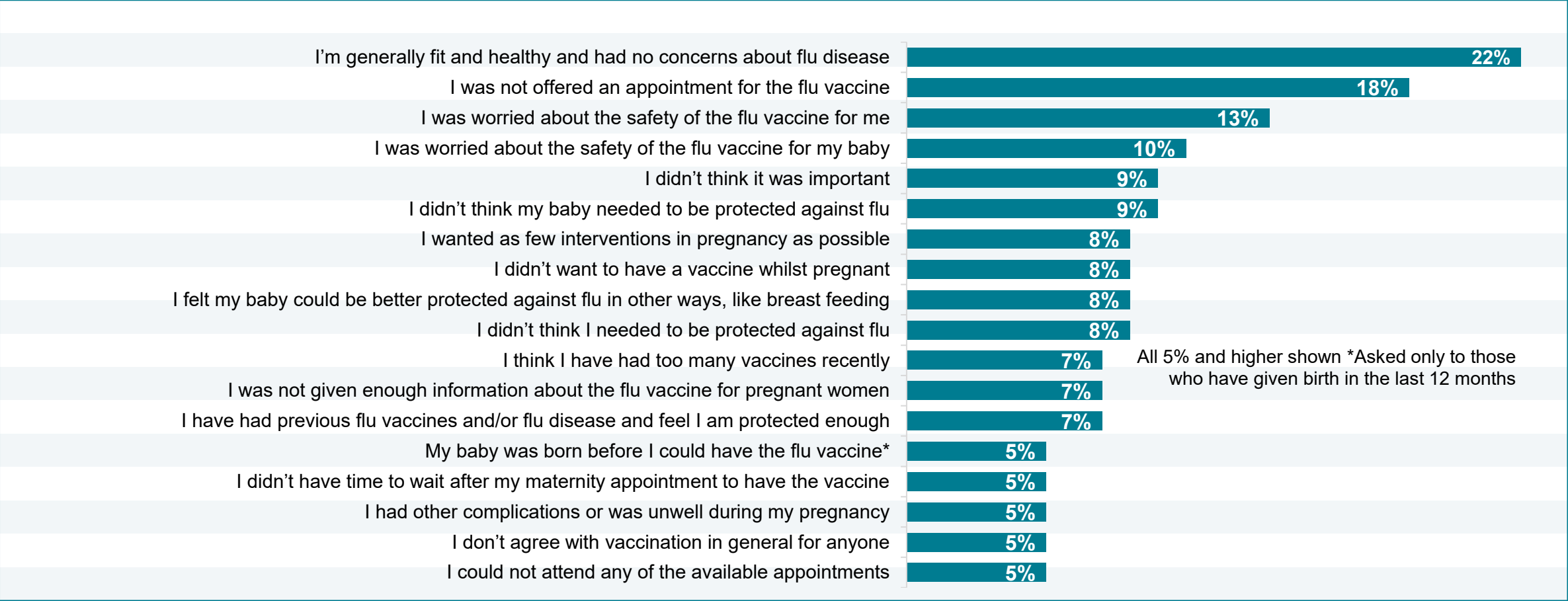


Source: Ipsos. Q13. What were/are the most important reasons for you to have the flu vaccine when pregnant? (Coded)
Base: All who have had/intend to have the flu vaccine during pregnancy: n440, All pregnant women: n161, All who have given birth in the last 12 months: n279,
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

The main reasons selected by women who had not received the flu vaccine during pregnancy were a lack of concern about the virus and not being provided with an appointment

Barriers to having the flu vaccine

Base: All those who were eligible but have not received the flu vaccine during pregnancy



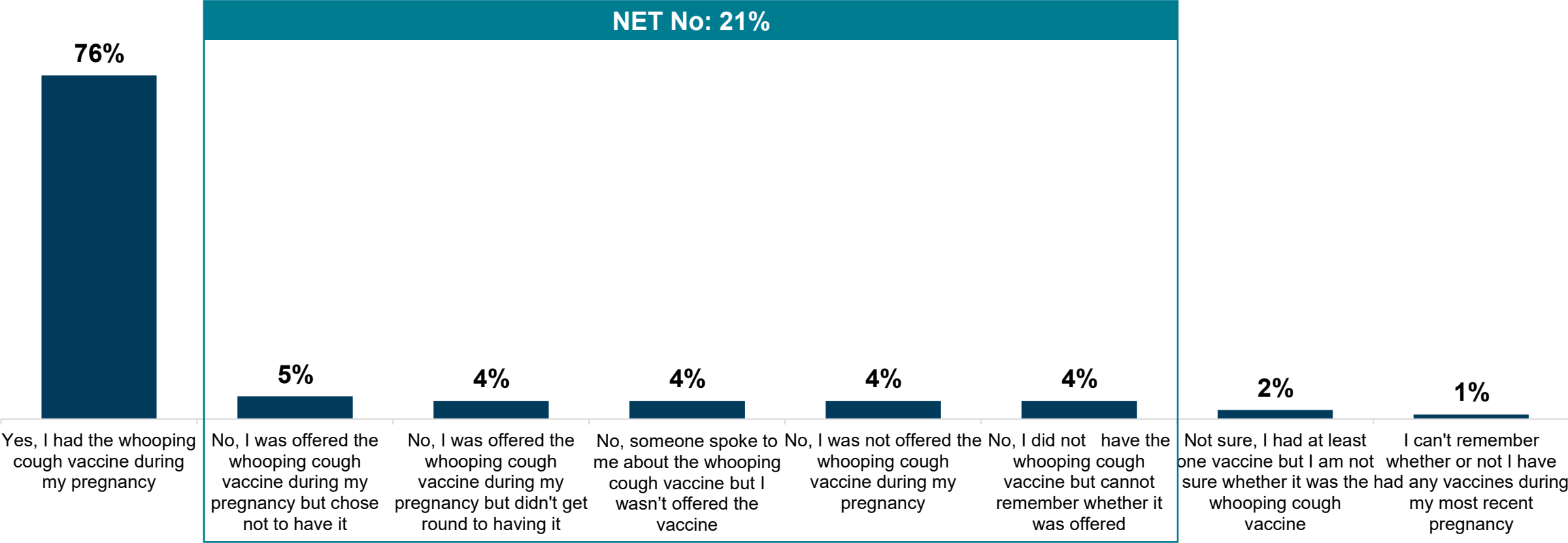
Source: Ipsos. Q14. Why haven't/didn't you have the flu vaccine during pregnancy (Coded)
Base: All who have given birth in the last 12 months/all pregnant women with a due date of July-November 2025 and have not had the flu vaccine during pregnancy: n198
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Three in four (76%) of those who gave birth in the last 12 months say they received the whooping cough vaccine

Uptake of maternal vaccine: whooping cough vaccine

Base: All those who have given birth in the last 12 months

Of those who **did not have the whooping cough vaccine**, around two in five did not have the **RSV** (42%) or **flu** (38%) vaccines.

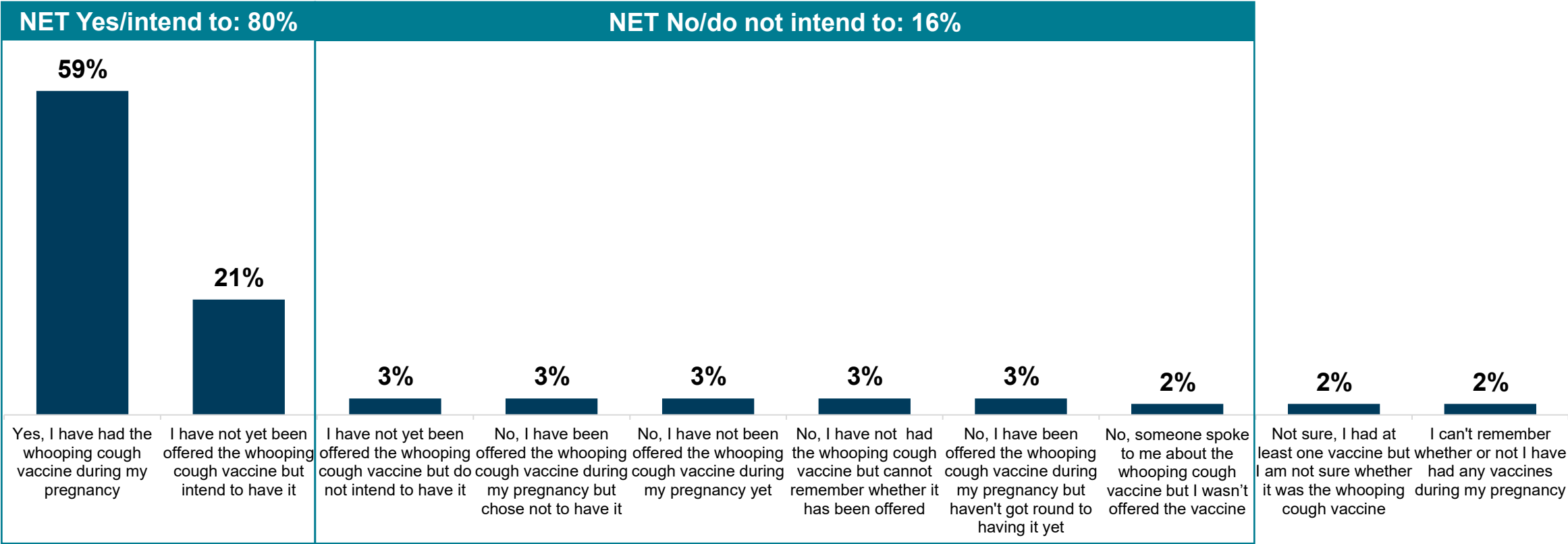


Source: Ipsos. Q15. Did you have the whooping cough (whooping cough) vaccine during your most recent pregnancy?
Base: All women who have given birth in the last 12 months: n435,
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Most (80%) of those who are currently pregnant and eligible for a whooping cough vaccine say they have already received it or intend to

Uptake of maternal vaccine: Whooping cough vaccine

Base: All those who are at least 16 weeks pregnant



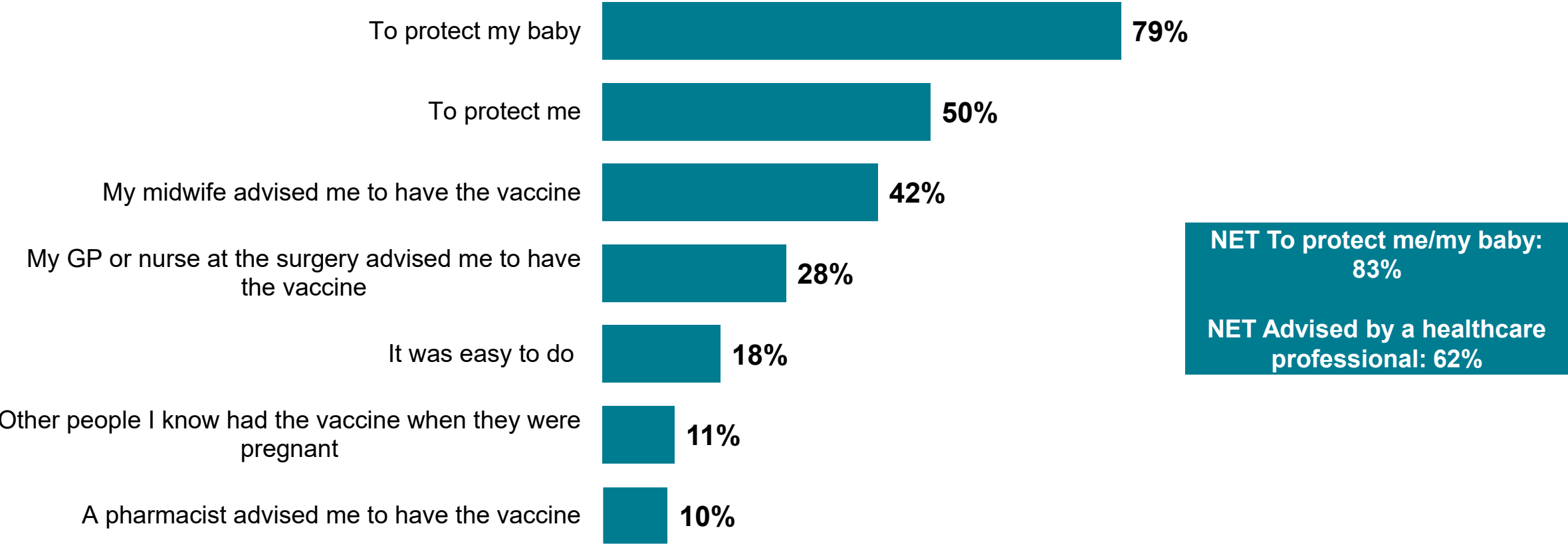
Source: Ipsos. Q15. Have you had the whooping cough (whooping cough) vaccine during your current recent pregnancy.
Base: All who are currently at least 16 weeks pregnant: n280, All people from ethnic minority backgrounds: n95
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

*Caution low base

The most important reason for vaccinating against whooping cough while pregnant was to protect the baby

Enablers to having the whooping cough vaccine

Base: All those who have had the whooping cough vaccine during pregnancy

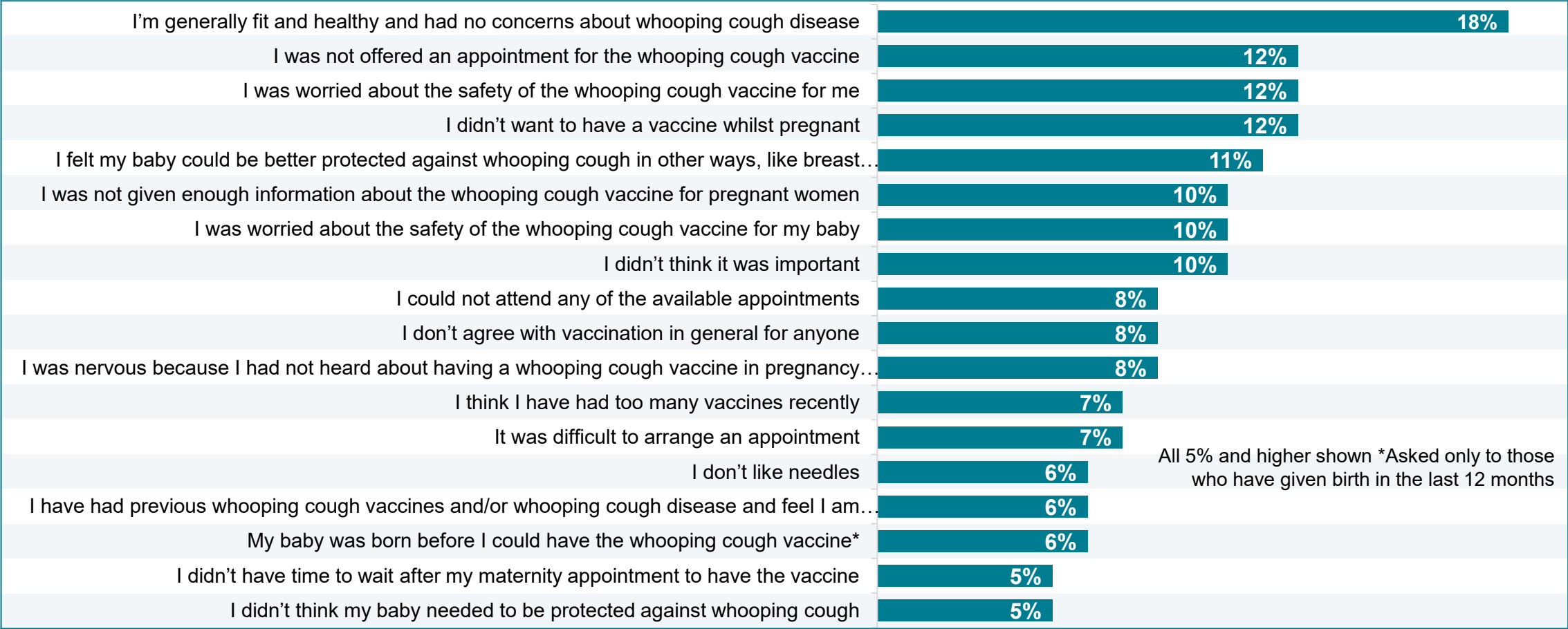


Source: Ipsos. Q16. What were/are the most important reasons for you to have the whooping cough vaccine when pregnant? (Coded)
Base: All who have had/intend to have the whooping cough vaccine during pregnancy: n553, All pregnant women: n223, All who have given birth in the last 12 months: n330
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Not having concerns about the whooping cough disease is the main reason for not having the whooping cough vaccine during pregnancy

Barriers to having the whooping cough vaccine

Base: All those who were eligible but have not received the whooping cough vaccine during pregnancy



Source: Ipsos. Q17. Why haven't/didn't you have the whooping cough vaccine during pregnancy? (Coded)

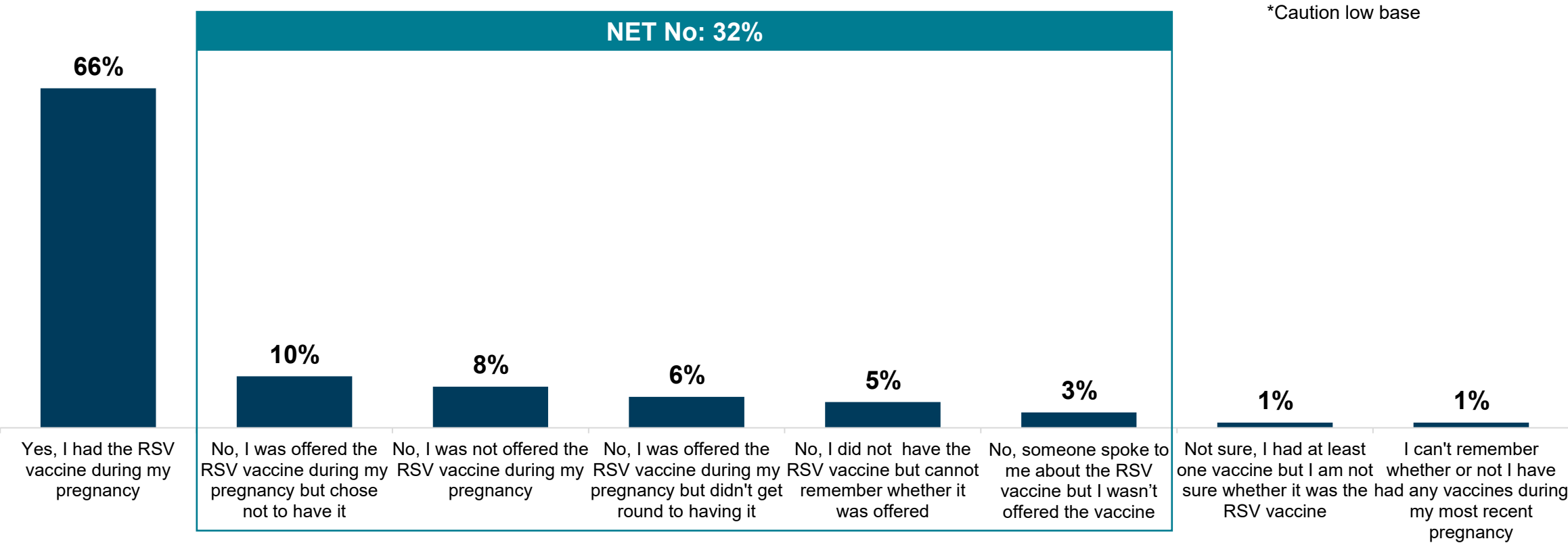
Base: All who have given birth in the last 12 months/all pregnant women who are at least 16 weeks pregnant but have not received the whooping cough vaccine during pregnancy: n136

Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Two-thirds (66%) of those who were pregnant and eligible from September 2024 when the new RSV vaccine programme started said that they had received it

Uptake of maternal vaccine: RSV vaccine
Base: All those who were pregnant as of September 2024

Of those who **did not have the RSV vaccine**, most had also not had the **whooping cough*** (63%) or **flu** (57%) vaccines.

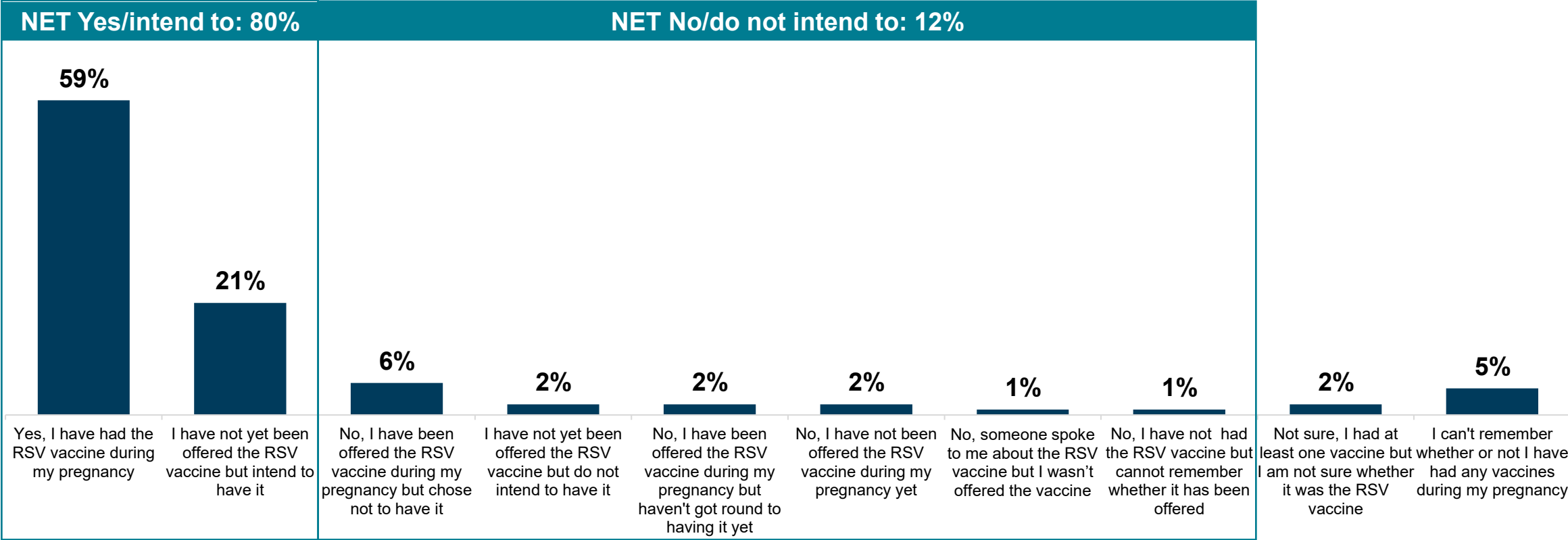


Source: Ipsos. Q18. Did you have the RSV (Respiratory Syncytial Virus) vaccine during your most recent pregnancy?
Base: All who were pregnant as of September 2024: n435
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Most (80%) of those who are currently pregnant and eligible for the RSV vaccine have already had or intend to receive the RSV vaccine

Uptake of maternal vaccine: RSV vaccine

Base: All those who are at least 28 weeks pregnant

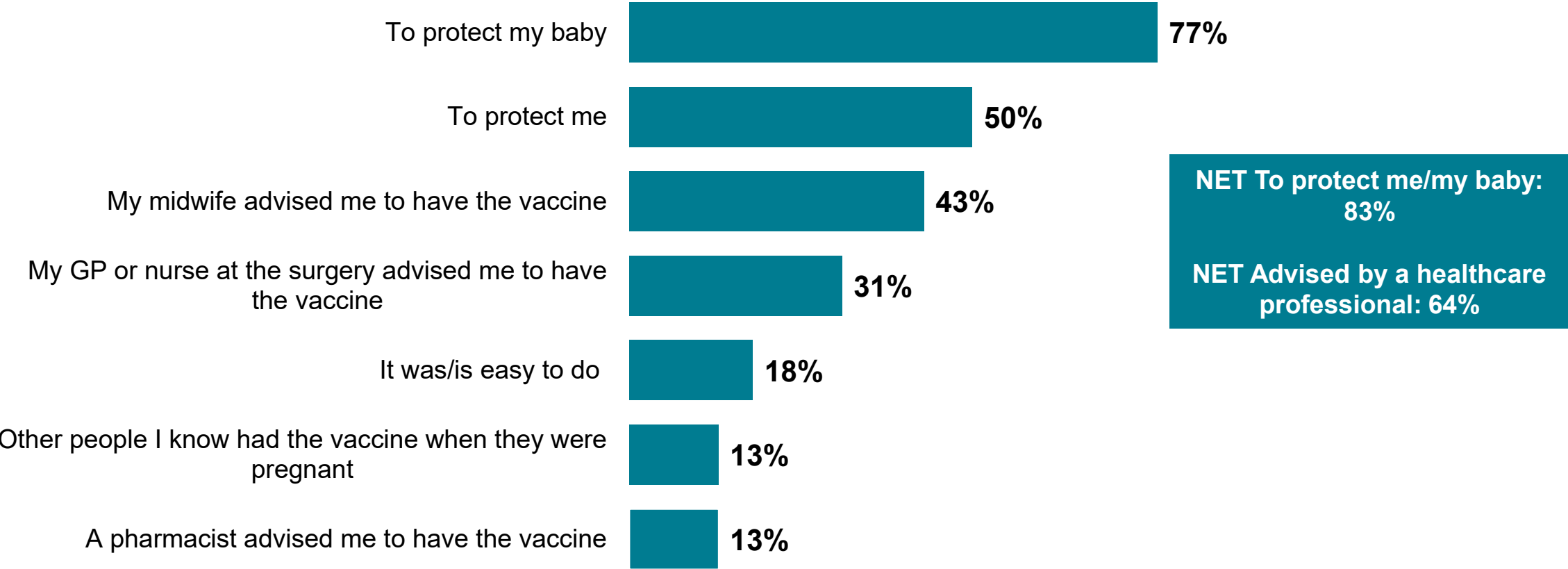


Source: Ipsos. Q18. Have you had the RSV (Respiratory Syncytial Virus) vaccine during your current pregnancy?
Base: All who are currently at least 28 weeks pregnant: n106
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

The majority (77%) of those who had the RSV vaccine did so to protect their baby

Enablers to having the RSV vaccine

Base: All those who have had the RSV vaccine during pregnancy

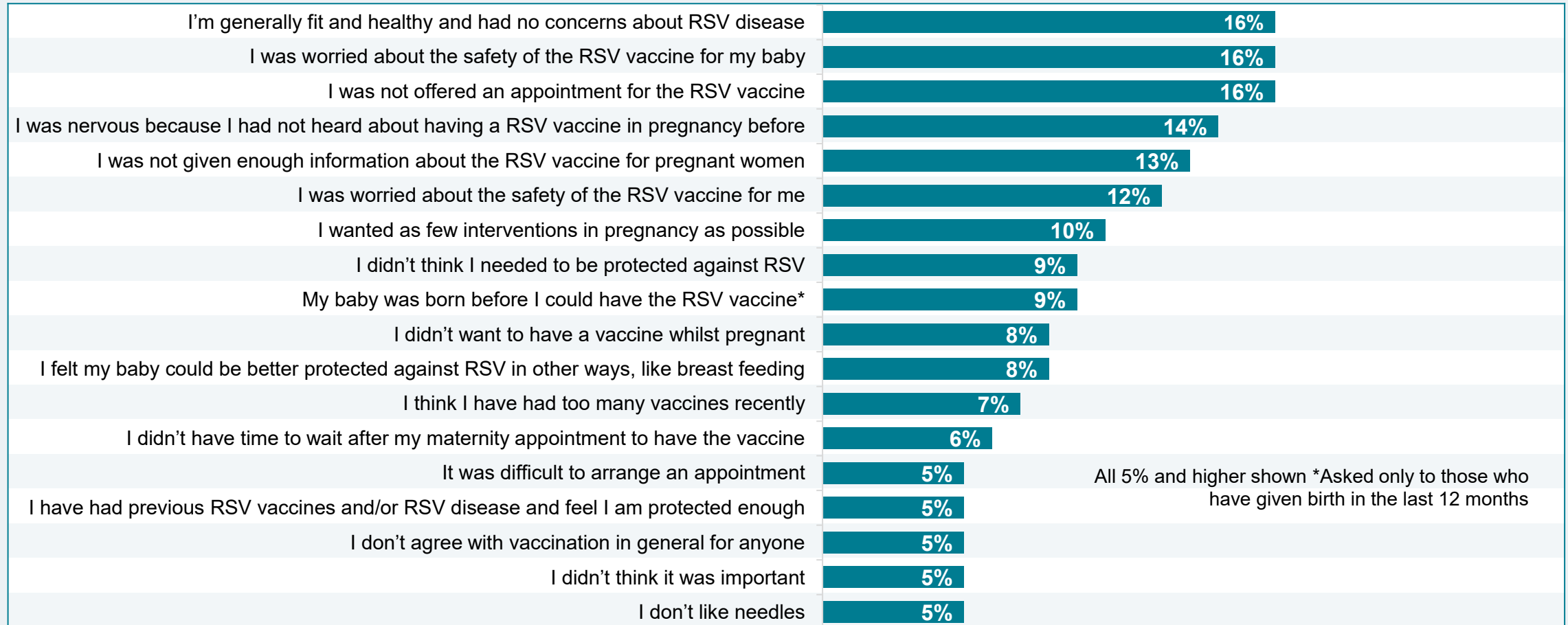


Source: Ipsos. Q19. What were/are the most important reasons for you to have the RSV vaccine when pregnant? (Coded)
Base: All who have had/intend to have the RSV vaccine during pregnancy: n446,
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

A lack of concern about the disease, perceived safety concerns, and limited access to the vaccine were the top reasons selected for not having the RSV vaccine

Barriers to having the RSV vaccine

Base: All those who were eligible but have not received the RSV vaccine during pregnancy



Source: Ipsos. Q20. Why won't/didn't you have the RSV vaccine during pregnancy? (Coded)

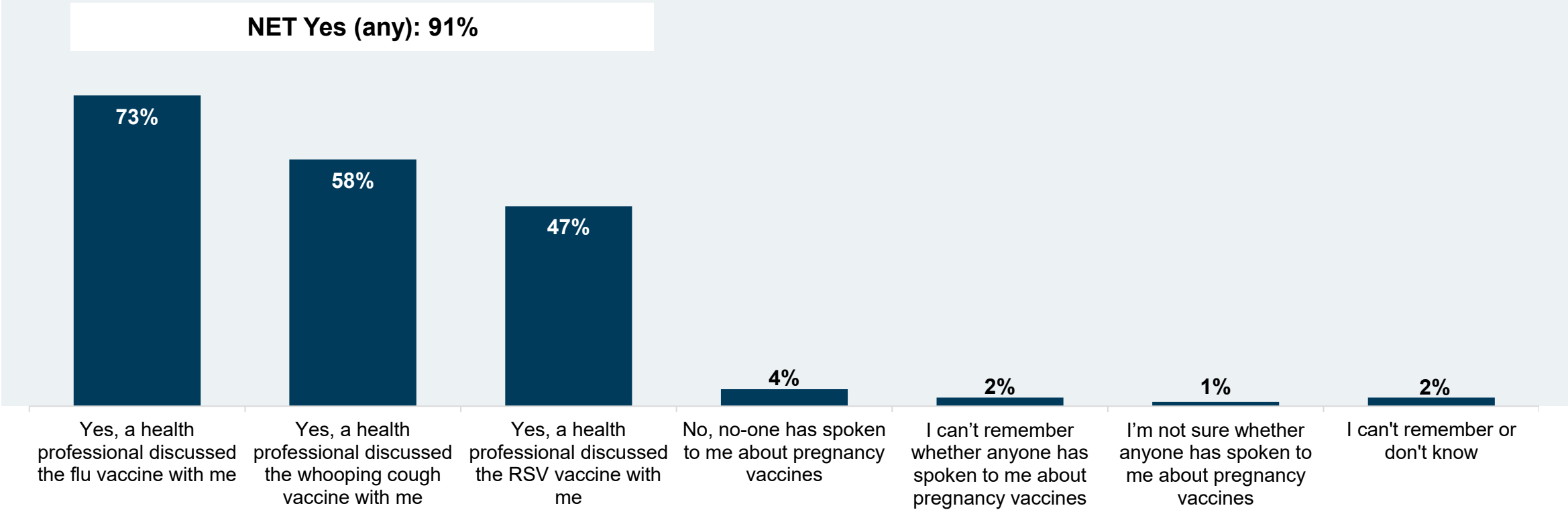
Base: All who were pregnant as of September 2024/ all pregnant women who are at least 28 weeks pregnant but have not received the RSV vaccine during pregnancy : n164

Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Nearly all women (91%) say that a healthcare professional discussed at least one of the maternal vaccines offered during pregnancy with them

Discussion about maternal vaccines with healthcare professional

Base: All those currently pregnant or given birth in the last 12 months



Source: Ipsos. Q28. Did a health professional (midwife, nurse or doctor) discuss pregnancy vaccines with you?

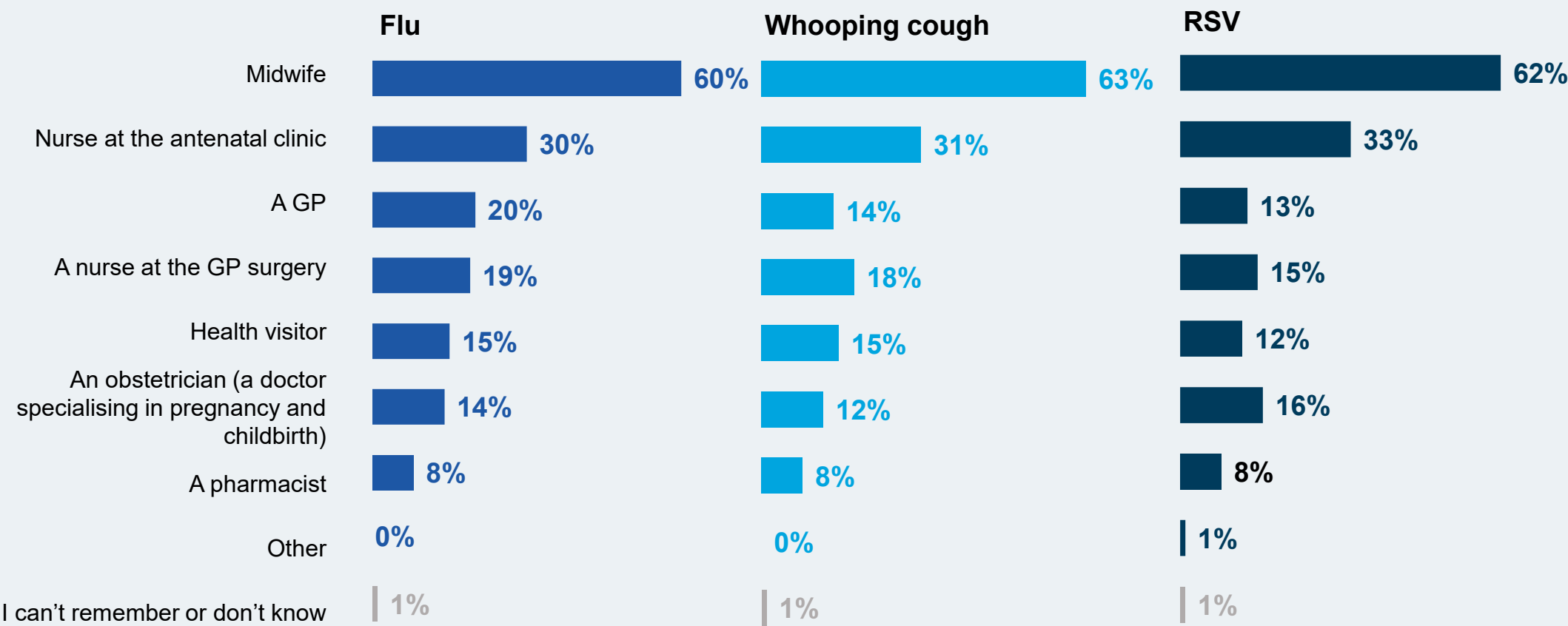
Base: All respondents: n800

Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Midwives are most the most likely Healthcare professionals to discuss maternal vaccines with pregnant women

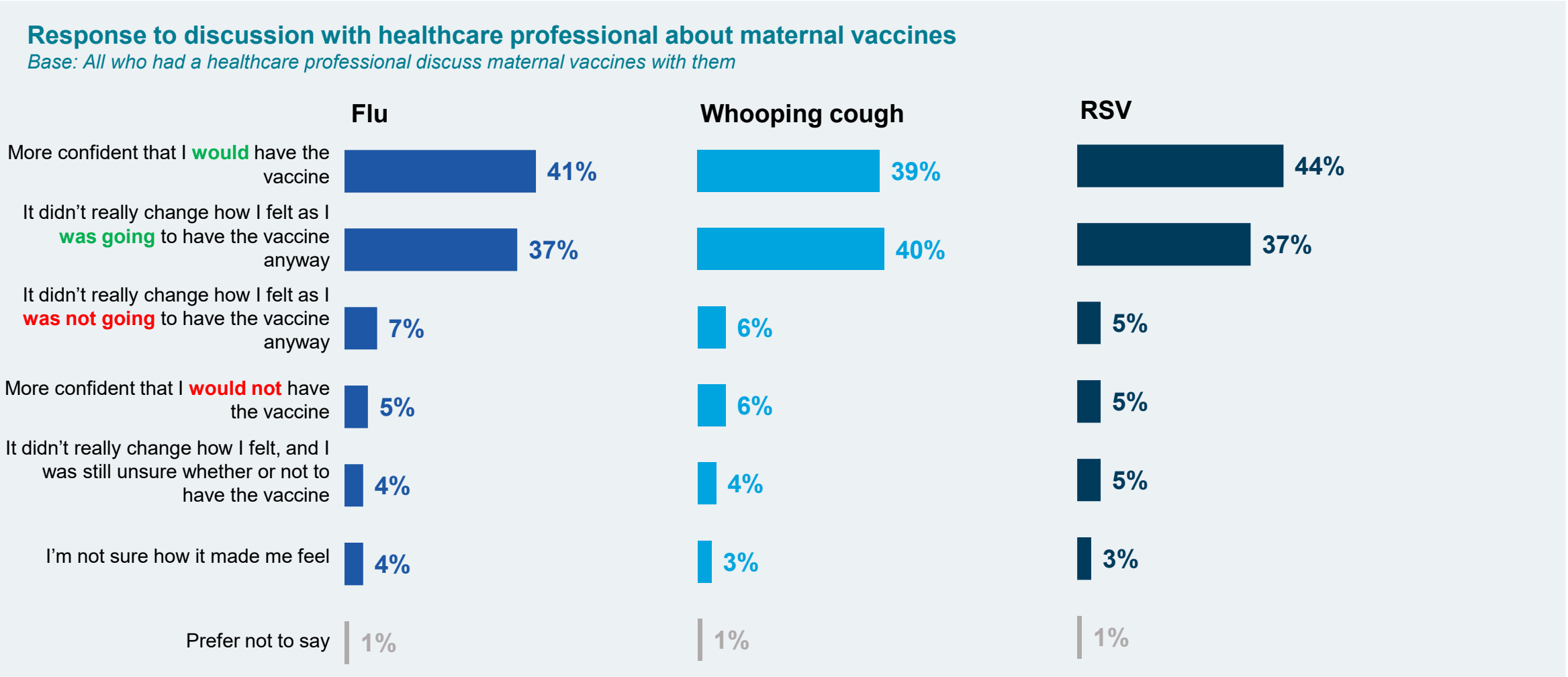
Type of healthcare professional discussing maternal vaccines

Base: All who had a healthcare professional discuss maternal vaccines with them



Source: Ipsos. Q29. Who discussed the vaccines offered in pregnancy with you? (Coded)
Base: All who had a health professional discuss maternal vaccines with them: flu vaccine: n581, whooping cough vaccine: n459, RSV vaccine: n372
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Around two in five (39% to 44%) said they felt more confident about having maternal vaccines after a discussion with a health professional

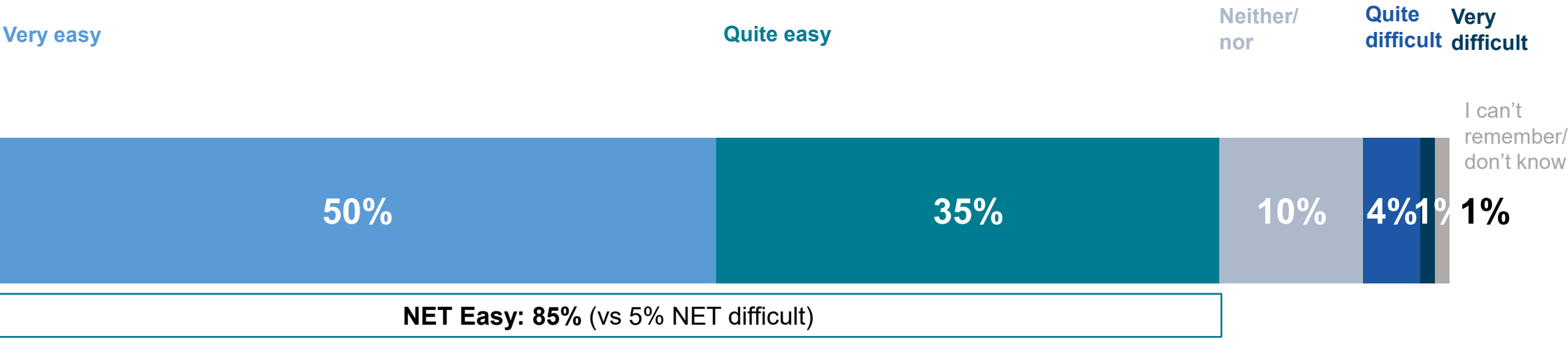


Source: Ipsos. Q30. How did you feel about pregnancy vaccines after you discussed this with your health professional?
Base: All who had a health professional discuss maternal vaccines with them: flu vaccine: n581, whooping cough vaccine: n459, RSV vaccine: n372
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Most women (85%) who had at least one maternal vaccine say it was easy to get

Access to maternal vaccinations during pregnancy: perceived ease

Base: All who had at least one of the flu, whooping cough, RSV vaccines

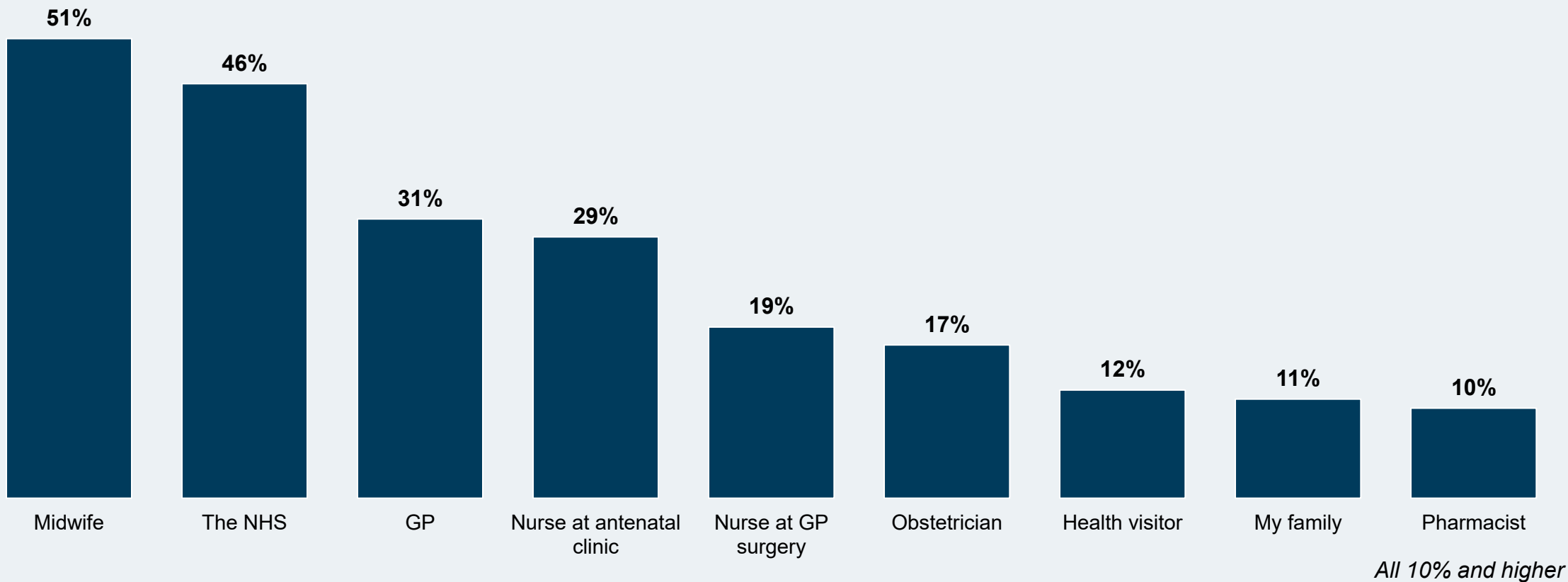


Source: Ipsos. Q23. How easy or difficult was it to get the vaccine(s) during your pregnancy?
Base: All who had at least one of the flu, whooping cough, RSV vaccines: n596
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Healthcare professionals (especially midwives) and the NHS are most often included in the top three trusted sources of information on vaccines

Information sources on vaccines trusted most

Base: All those currently pregnant or given birth in the last 12 months

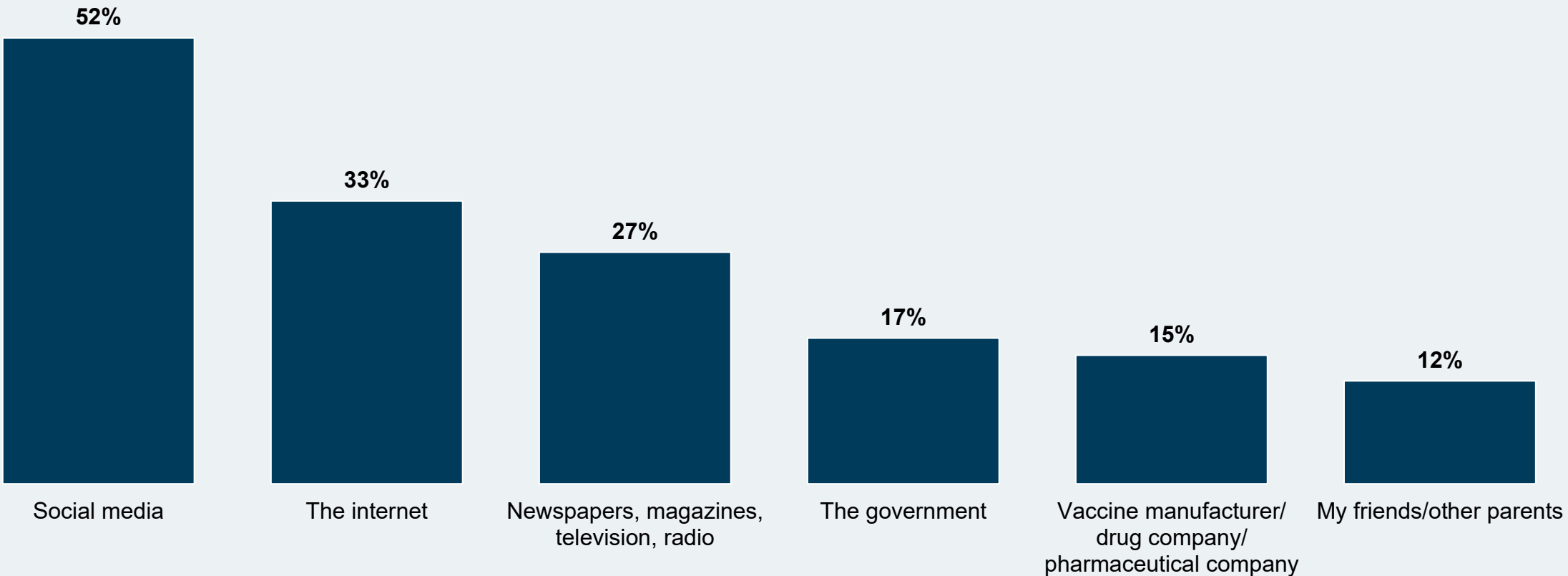


Source: Ipsos. Q33. Which two or three sources of information on vaccines do you trust the most, if any?
Base: All respondents: n800,

Social media is most often included in the three information sources women trust least on vaccines

Information sources on vaccines trusted least

Base: All those currently pregnant or given birth in the last 12 months

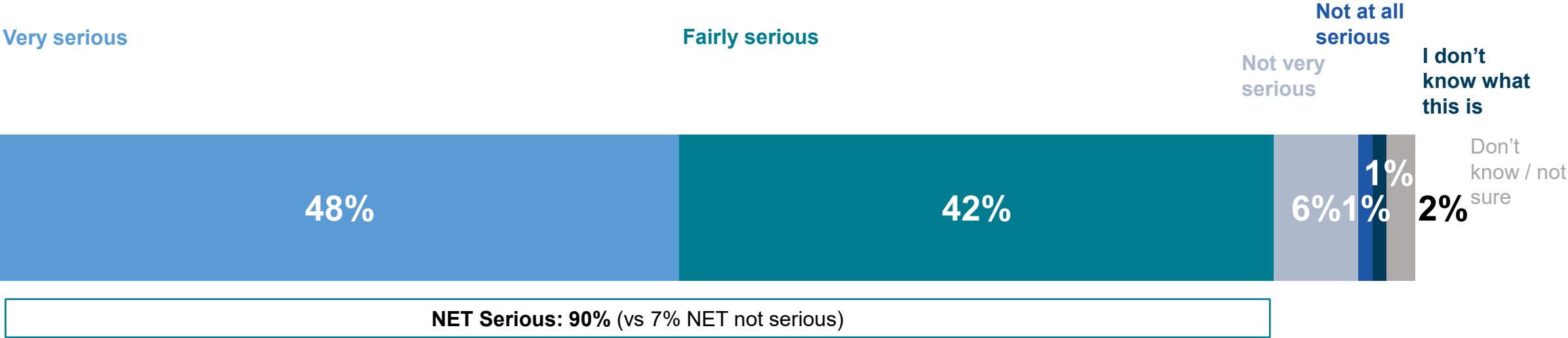


All 10% and higher

Source: Ipsos. Q34. And which two or three sources of information do you trust the least, if any?
Base: All respondents: n800, All pregnant women: n365, All women who have given birth in the last 12 months: n435.
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

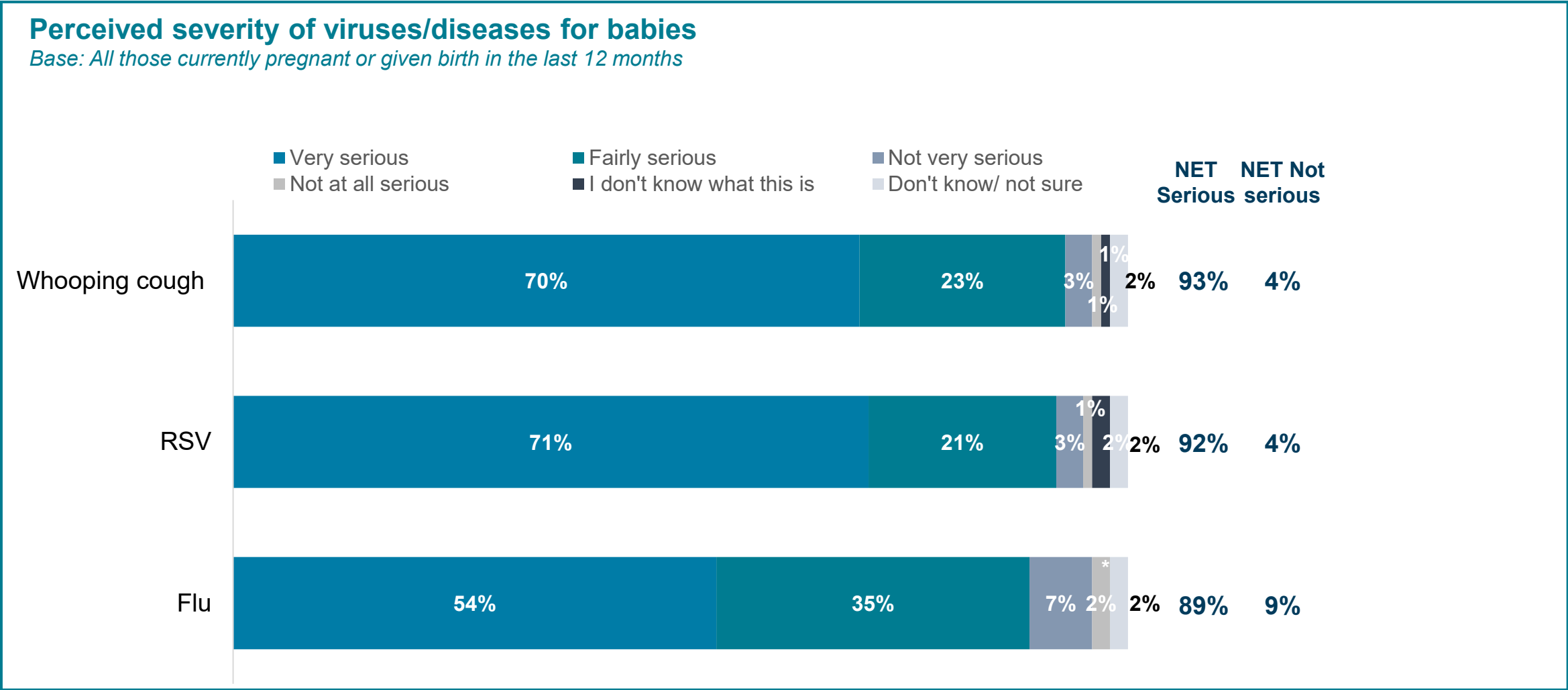
Most (90%) think the flu virus can be serious for pregnant women if caught

Perceived severity of the flu virus for pregnant women
Base: All those currently pregnant or given birth in the last 12 months



Source: Ipsos. Q36. How serious, if at all, do you think flu can be for pregnant women?
Base: All respondents: n800
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

Most (at least 89%) think that each disease that maternal vaccines protect against would be serious for babies, although flu is seen as less serious



Source: Ipsos. Q37. How serious, if at all, do you think each of the following can be for babies?
Base: All respondents: n800,
Online fieldwork conducted Wednesday 9 July – Thursday 24 July 2025

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ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



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HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252.