



UK Health
Security
Agency

What parents in England
think about childhood
vaccination

Parents have a high level of **trust**
in vaccination information received
from healthcare professionals

94%

trust information
they receive
from healthcare
professionals
and the NHS

59%

Family and
friends

38%

Newspapers,
magazines,
TV and radio

34%

The internet

22%

Social media

Data is taken from Public Health England's (now UKHSA) annual tracking survey, Parental Attitudes to Childhood Immunisations. The survey was conducted among 2,000 randomly selected parents of 0-4 year olds, between January and April 2019. The data collection and analysis were carried out by BMG Research, an independent research agency.

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