



**Unvaccinated Kansans –  
Market Research  
Summary of findings  
September 2021**

Rev. 11/17/21



## Objective of this report

The Kansas Department of Health and Environment (KDHE) commissioned NORC at the University of Chicago and the JUNTOS Center for Advancing Latino Health at the University of Kansas Medical Center Research Institute to conduct public opinion research on sentiments of unvaccinated Kansans related to COVID vaccines and testing in September of 2021

**This document highlights relevant data intended to inform immediate action to effectively promote the COVID-19 vaccine or testing to unvaccinated Kansans**

Additional data collected as part of our market research effort is available on KDHE's website:

- [NORC final report](#)
- [JUNTOS final report](#)

# NORC and JUNTOS market research targeted representative group of unvaccinated Kansans from across the State

## NORC methodology

Fielded a **state-wide survey of unvaccinated Kansan adults 18+** and parents of unvaccinated children aged 12-17, in English and Spanish, comprised of:

- a **probability sample** that collected **677 completed interviews** by web or telephone, with respondents offered a \$10 incentive
- an **opt-in sample** that collected **162 completed interviews**

**Responses were weighted to be representative** of the full Kansas demographic population

Held **9 focus groups** virtually, with a total of 53 participants who received a \$100 Amazon gift card as an incentive:

- Young adults ages 18-34
- Parents of unvaccinated children ages 12-17
- Rural adults
- Young women ages 18-30
- Low-income adults
- Black/African American adults (4 focus groups were executed)

## JUNTOS methodology

Conducted **8 focus groups** (5 in Spanish, 3 in English), with a total of **50 participants** identifying as **Hispanic/Latino** and residing in **Seward, Ford, Finney, Sedgwick, Johnson or Wyandotte** counties. Participants received a \$100 Amazon gift card as incentive.

The focus groups targeted the following demographics:

- Unvaccinated young adults ages 18-24 (n=14)
- Unvaccinated adults ages 25-54 (n=18)
- Parents of unvaccinated children aged 12-17 (n=18)

Distributed a **30-item survey** across four domains to participants:

- Perceptions of COVID-19 vaccines
- Barriers, knowledge, beliefs, and attitudes toward vaccines
- Booster shots and FDA approval
- Communications

The work was funded by KDHE with funds from the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$79,278,482 with 95 percent funded by the CDC/HHS.

Funding for this project was provided in part by the Sunflower Foundation: Health Care for Kansas, a Topeka-based philanthropic organization with the mission to serve as a catalyst for improving the health of Kansans. Sunflower Foundation's grant specifically funded incentives for research participants.

## Executive summary of research findings



Sentiments of unvaccinated Kansan adults **match national trends**



Kansas has successfully **addressed nearly all barriers to access** while ensuring widespread knowledge that the vaccine is free



With two thirds of remaining eligible population unlikely to get vaccinated, the third likely or unsure has **legitimate concerns that need to be addressed** prior to making their decision








Data will be used to engage in more **targeted communications efforts** to provide necessary information to groups in need

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# Unvaccinated adults

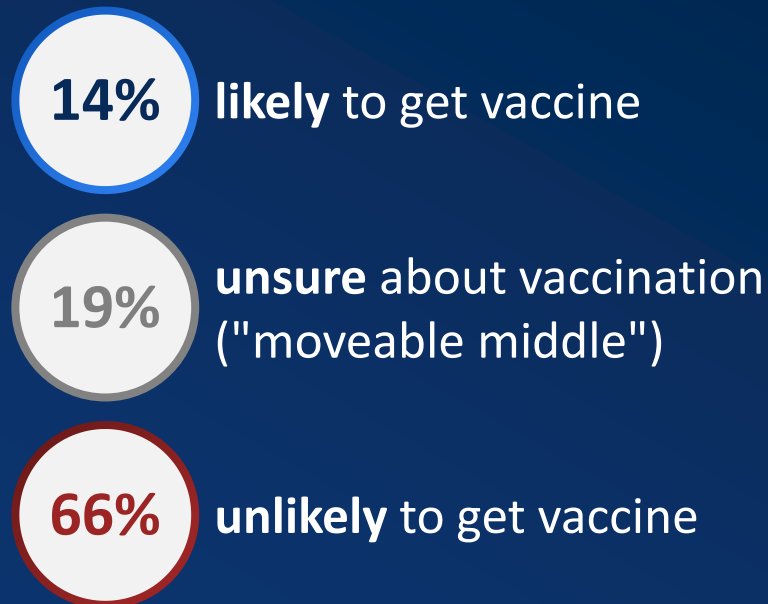
## Vaccination likelihood | Defining characteristics of unvaccinated Kansans

- Younger  *under 45*
- Know someone or experienced COVID themselves  *relative had COVID*  
 *had COVID themselves*
- Rural or suburban  *rural*
- Make less than \$50k/year  *Less than \$50k/year*

## Unvaccinated minorities, younger, and urban Kansans more likely to still get vaccinated

Most unvaccinated adults unlikely to get vaccinated...

Survey of 820 unvaccinated Kansan adults revealed:



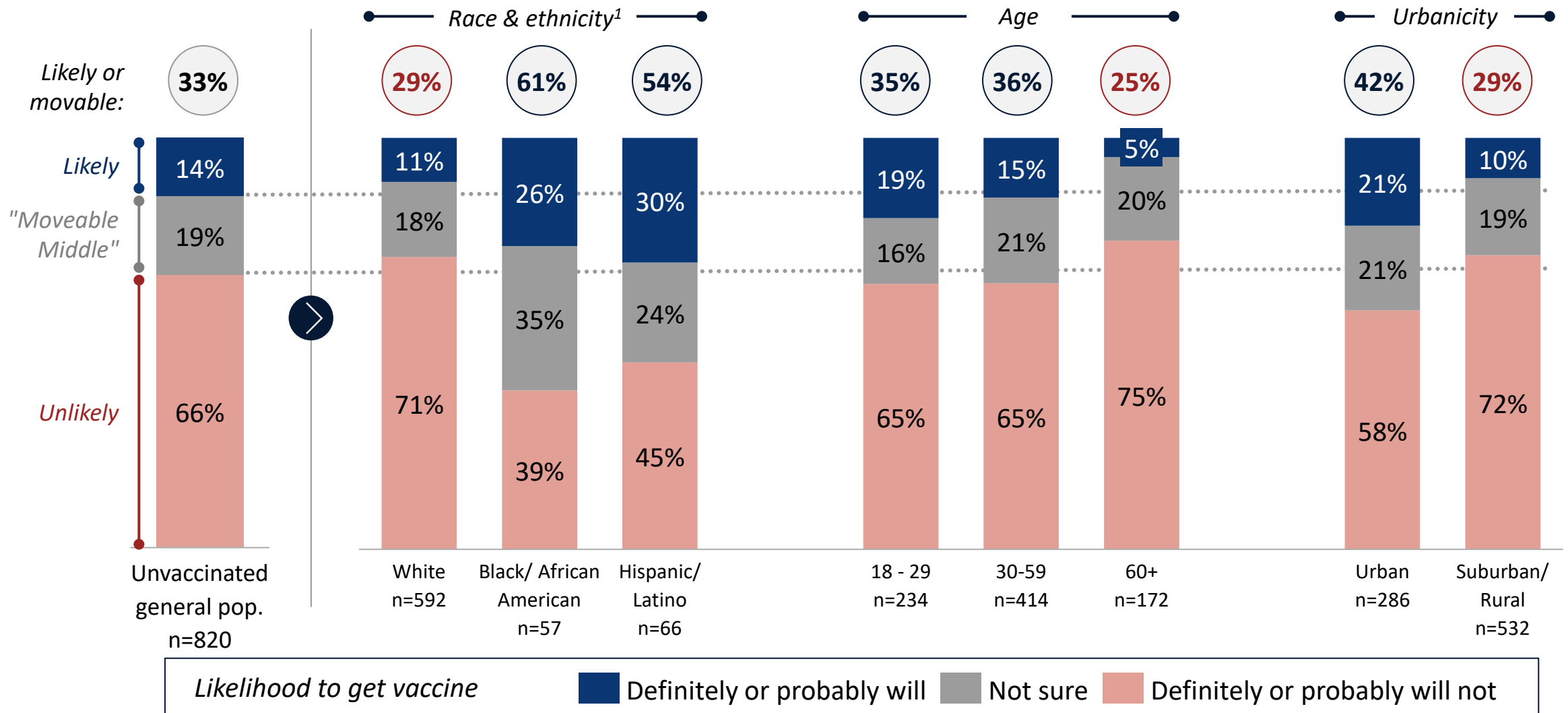
...with specific subgroups more "moveable"

Four key groups more likely to get vaccinated:

*(additional details on next slide)*

- 1 Minorities  
*(Hispanic/Latino & Black/African American)*
- 2 Younger adults
- 3 Those in urban areas

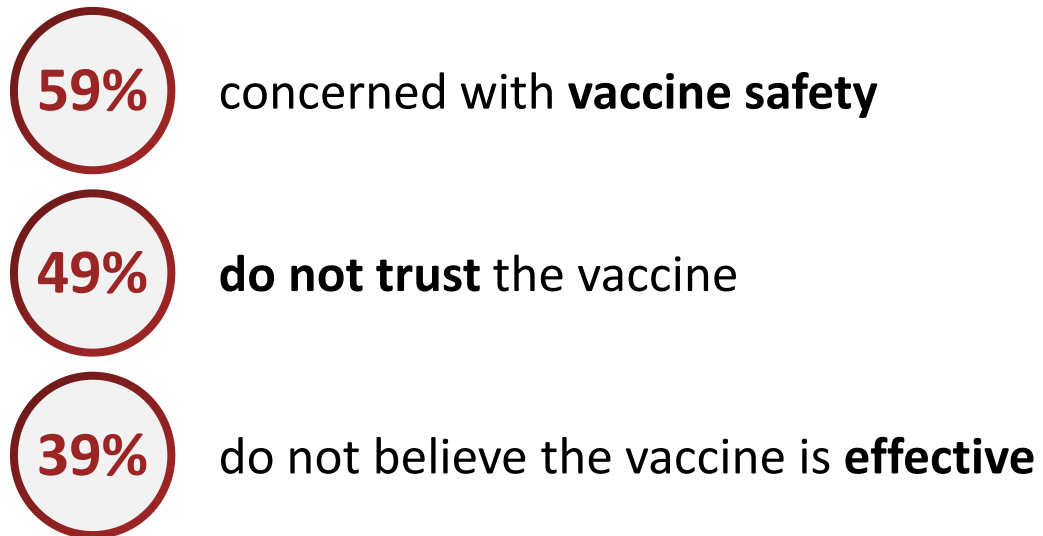
# Vaccine likelihood backup | Minority, younger, and urban unvaccinated Kansans more likely to be willing to get COVID-19 vaccine



1. 76 respondents identified as "Other". Note: Vaccination data updated on 10/4 09:00, pulled on 10/1. Total number of respondents may not sum up to 820 due to skipped questions  
 Source: September survey of unvaccinated Kansans. Interviews conducted between 9/13/21-9/21/21 of 820 unvaccinated adults. Data set was weighted to be a representative sample of the population. US Census data; Kansasvaccine.gov

# Hesitancy | Side effects and safety remain the main drivers of concerns for the unvaccinated population

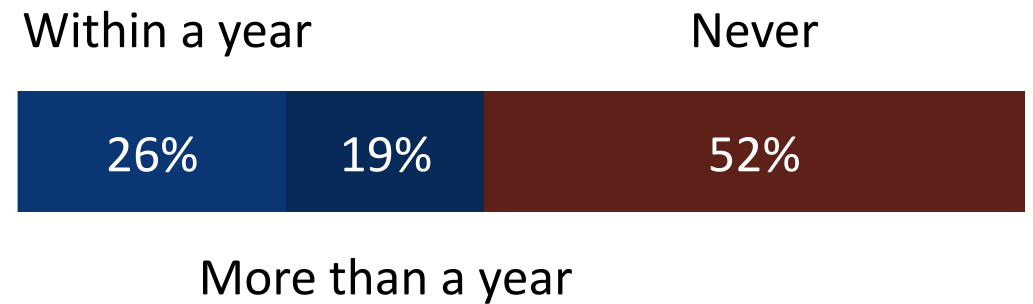
Side effects and mistrust remain major drivers of hesitancy...



“ Even though they said there's no long-term side effects from the vaccine, it has barely been out... So **how can you prove that there are no long-term side effects?** ”

...leading many to want to wait before getting vaccinated

*How long do you think you will wait before getting a COVID-19 vaccine?*



“ Until I can trust the information that I'm getting, **I just want to sit and wait...** The more that people try to push me into it, the more I feel I need to wait ”



# Access | Data shows access is no longer a barrier to getting vaccinated

While accessibility no longer appears to be an issue...

**48%** adults report **no barriers** to getting a vaccine

**82%** adults **know where** to get a vaccine

“ *We have a clinic that's **right across the street** from our school, we have a clinic right down the road from my house, and then right across the street from our job.* ”

...ongoing concerns about side effects...

**22%** adults are **concerned side effects will interfere** with daily activities

...with strong preference for where to get vaccine

**>55%** Adults comfortable at **doctor's office, hospital, or health center**

**<19%** Adults comfortable at **mobile or mass vaccination site or employer**

# Communications (I/II) | Survey showed need for accurate, easily understood information on safety and efficacy to fight misinformation

Misinformation about the vaccines are still widespread

87%

believe or are unsure about vaccine **impacting fertility**

64%

believe or are unsure about vaccine **changing the DNA**

“*I just turned 30. I am barely starting to think about getting a family. **If I get the shot that actually causes infertility**, that would be terrible. It is really a concern for me.*”

Ongoing need to share accurate and relevant information

about  
50%

Report not having enough **information about safety, efficacy, and protection**

>50%

**Believe vaccines are not effective** at preventing infection or stopping spread

64%

Worried about **side effects from vaccines being worse than COVID-19**

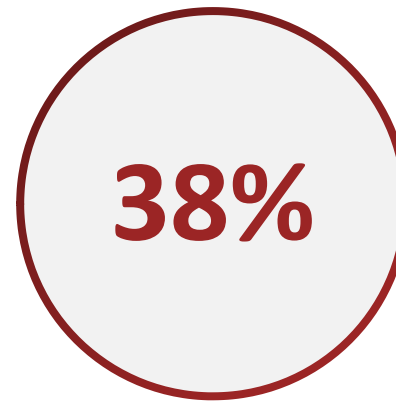
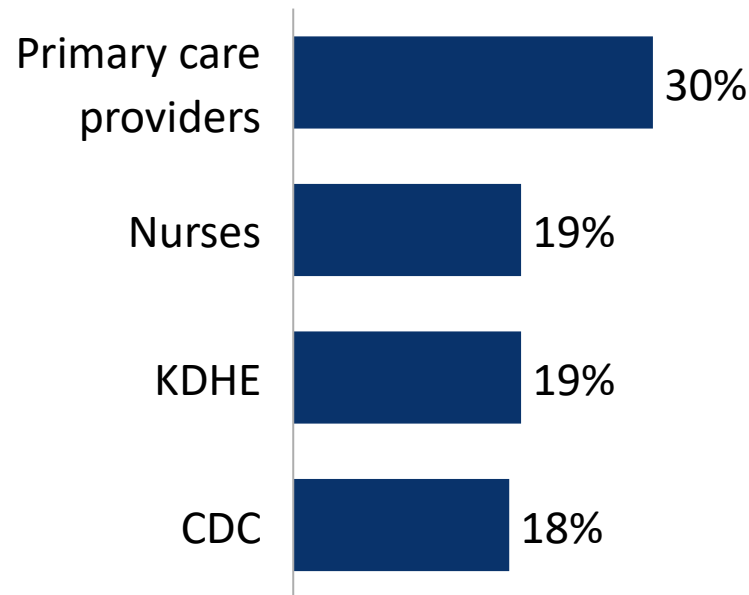
“*I would make information more accessible. The public needs to know why they should get it and what it's going to do for them so they **can make an educated decision***”

# Communications (II/II) | Despite medical voices being most trusted, many respondents do not trust any source

Medical voices remain most trusted for accurate info ...

...but large portion of those unvaccinated trust no one

*Which of the following sources do you trust?*



do not trust  
any source

*“ I go to **my doctor's office**. Basically, that's where I get all my information, from my doctor.*

*“ It's **hard to really trust anybody right now** ... they're just trying to push everyone to get the vaccine. They tell you why you should get it, not what all the side effects are. I don't really know who to trust.*

# Demand generation | Trusted family members, health care providers, and symptoms more likely to persuade the unvaccinated to get vaccine or test

**Vaccine:** Targeted messengers or incentives likely to generate demand

Unvaccinated Kansans **more likely to get vaccinated** when:



urged by their **health care provider**



pushed by a **family member**



offered **paid time off** to manage side effects



offered a **\$250 monetary reward**

**Testing:** Symptoms likely to drive unvaccinated Kansans to get tested



would get a **COVID-19 test...**

- if experiencing COVID-19 **symptoms**
- to follow employers' **safety protocols**



would get **tested before or after attending a large gathering**

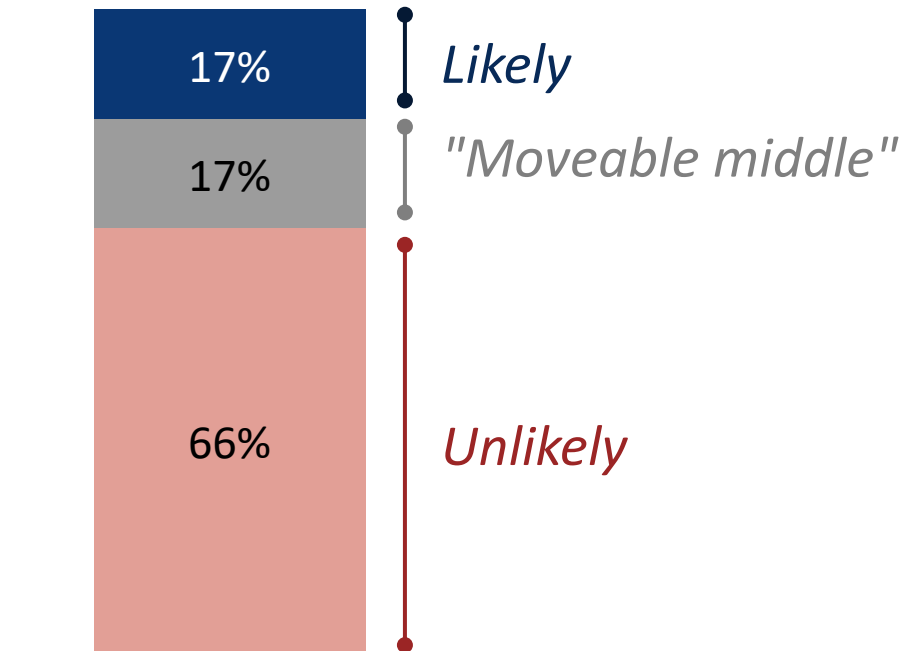
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# Parents of unvaccinated children ages 12-17

# Parents of unvaccinated 12-17 teens (I/III) | Despite accessibility not a concern, most parents of unvaccinated teens opting to not vaccinate child

Most parents of unvaccinated teens unlikely to get them vaccinated ...

*How likely are you to vaccinate your child?*



... despite reporting the vaccine is easily accessible

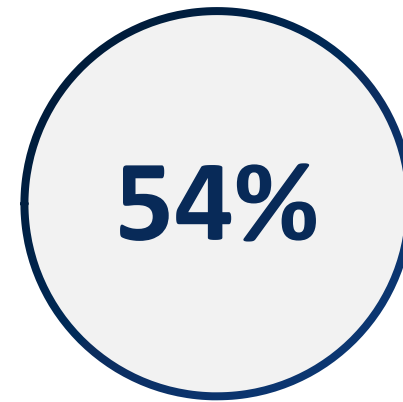
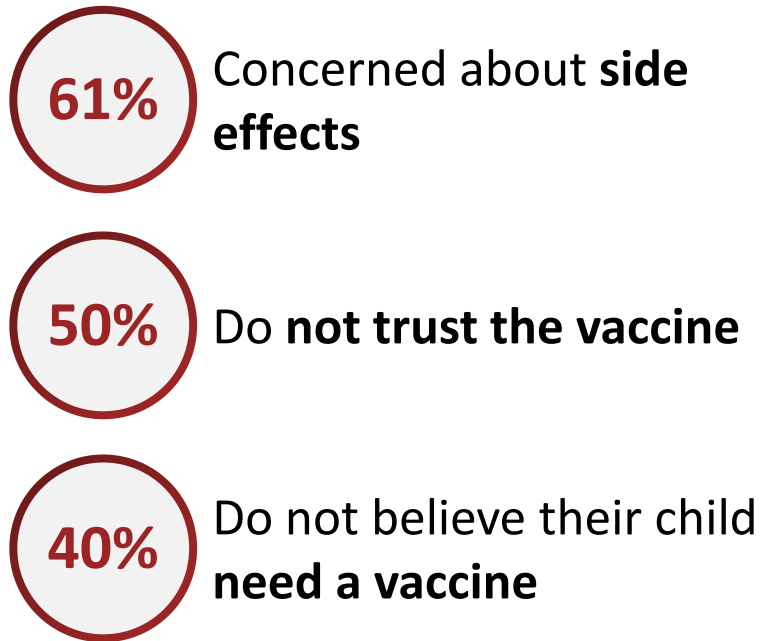


report **no barriers** to getting their child vaccinated

# Parents of unvaccinated teens 12-17 (II/III) | Parents have concerns and value teen's opinion on vaccine

Parents are still largely concerned with side effects ...

... and report deferring to teens' opinion regarding vaccination



Believe their **children's opinion** on the vaccine to be important

“**My son won't get it.** Just to get his regular immunizations is like a fight anyways, but he is very vocal about it to begin with that he didn't really want it.

**Parents of unvaccinated  
12-17 teens (III/III) |  
Largest value placed on  
school interventions such  
as limited class sizes, mask  
requirements, and regular  
testing**

**39%**

believe **limiting class sizes** is important

**33%**

believe requiring all student and staff **wear face masks** is important

**29%**

believe requiring **regular testing** for students and staff is important



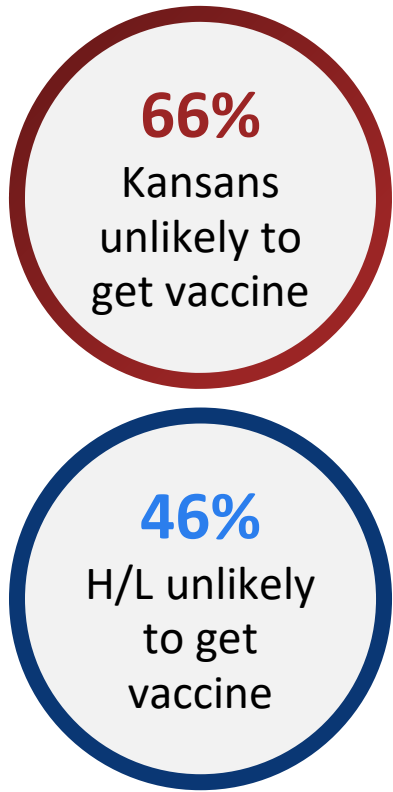
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# Unvaccinated Hispanic/Latino population

*Hispanic/Latino represent a total respondent base of N=66. Readers should be cautious when interpreting results for groups with less than 100 respondents.*

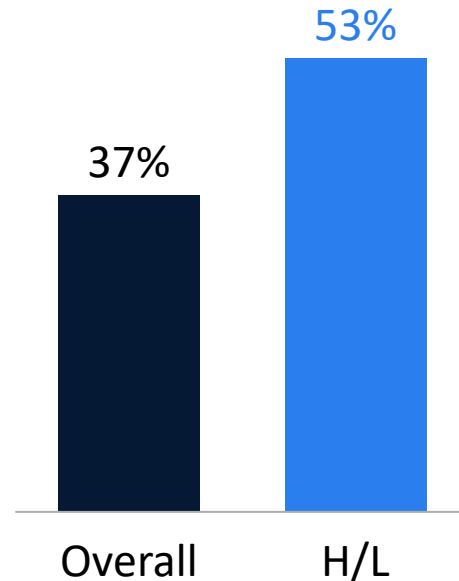
# Hispanic/Latino (I/II) | Hispanic/Latino Kansans more likely to get vaccine likely due to concern for self and families, despite lingering concerns

Hispanic/Latino (H/L)<sup>1</sup>  
more open to Vx ...







... and more worried about infection ...

*% of respondents worried about infection*




... but raise several lingering concerns about the vaccine

Drivers of hesitancy

-  Short development timeline
-  Side effects & allergic reactions
-  Impact on fertility
-  Preference for home remedies

Concerns around access

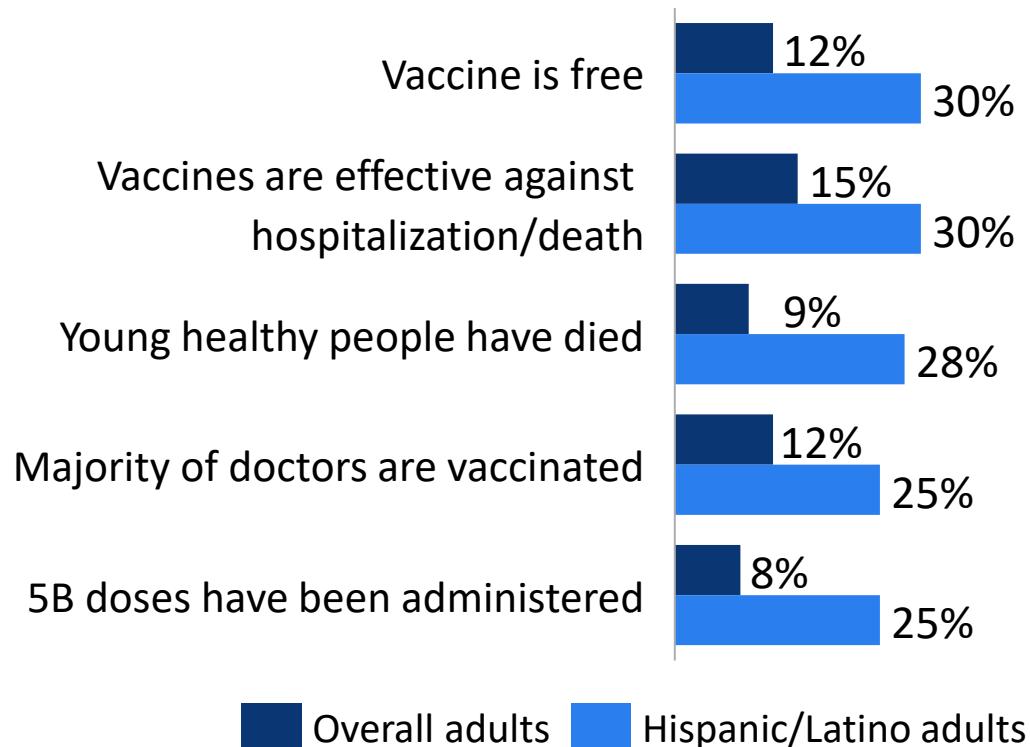
-  Unfriendly workplace policies/ financial cost of missed work

# Hispanic/Latino (II/II) | Hispanic/Latino persuaded by messages about vaccine cost and efficacy coming from trusted, medical voices

Hispanic/Latino<sup>1</sup> more likely persuaded by messages on vaccine efficacy and no cost ...

... coming from scientific and medical messengers

*Are you more likely to get vaccinated if you hear ...*



Interest in hearing information from **scientists and doctors**



Need for accurate and comprehensive **material in Spanish**



**Personal experiences** as a key to form vaccine perception



Importance of **traditional and social media** in shaping beliefs

1. Survey collected responses from 66 unvaccinated Hispanic/Latino Kansan adults

Source: September survey of unvaccinated Kansans. Interviews conducted between 9/13/21-9/21/21 of 820 unvaccinated adults. Data set was weighted to be a representative sample of the population. Focus groups by JUNTOS.

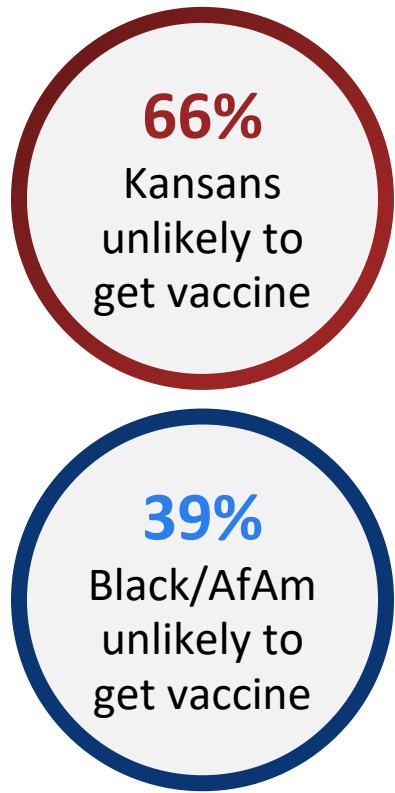
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# Unvaccinated Black/African American population

*Black/African American represent a total respondent base of N=57. Readers should be cautious when interpreting results for groups with less than 100 respondents.*

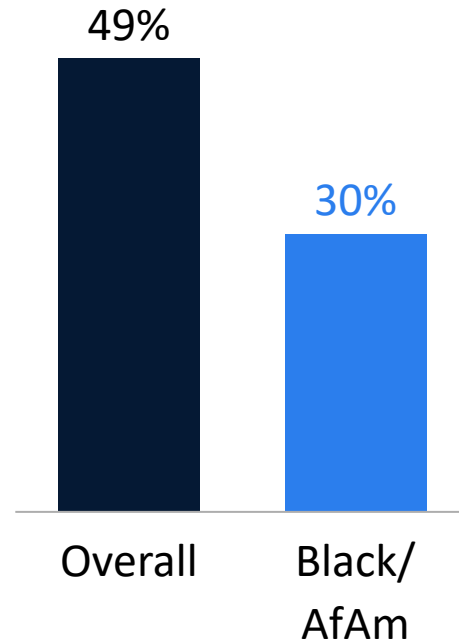
# Black/AfAm (I/III) | Black/African American (AfAm) Kansans more likely to get vaccinated, but concerned about side effects and underlying conditions

Black/AfAm<sup>1</sup> more open to Vx ...



... and more trusting of vaccine...

*% of respondents not trusting the vaccine*



... but several lingering hesitancy drivers need to be addressed



Concerns about vaccine side effects, especially for **underlying health conditions**



Belief benefits of the vaccine **do not outweigh the risks**

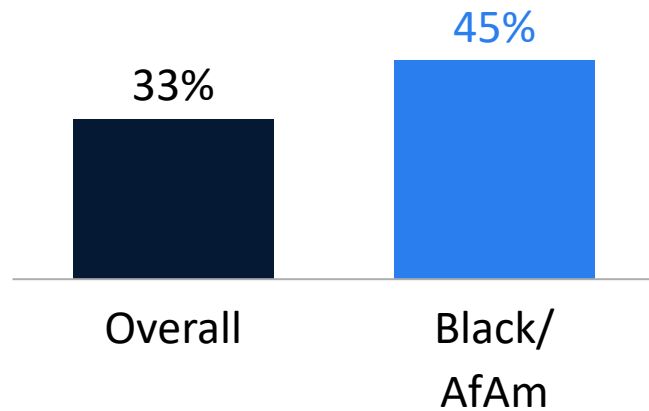


**Ongoing mistrust in medical and academic fields** from historical mistreatment of Black/African American community

# Black/AfAm (II/III) | Black/African American Kansans prefer using other precaution methods, but more likely to vaccinate if offered paid time off

Black/AfAm Kansans<sup>1</sup> more likely to rely on other actions to prevent infection ...

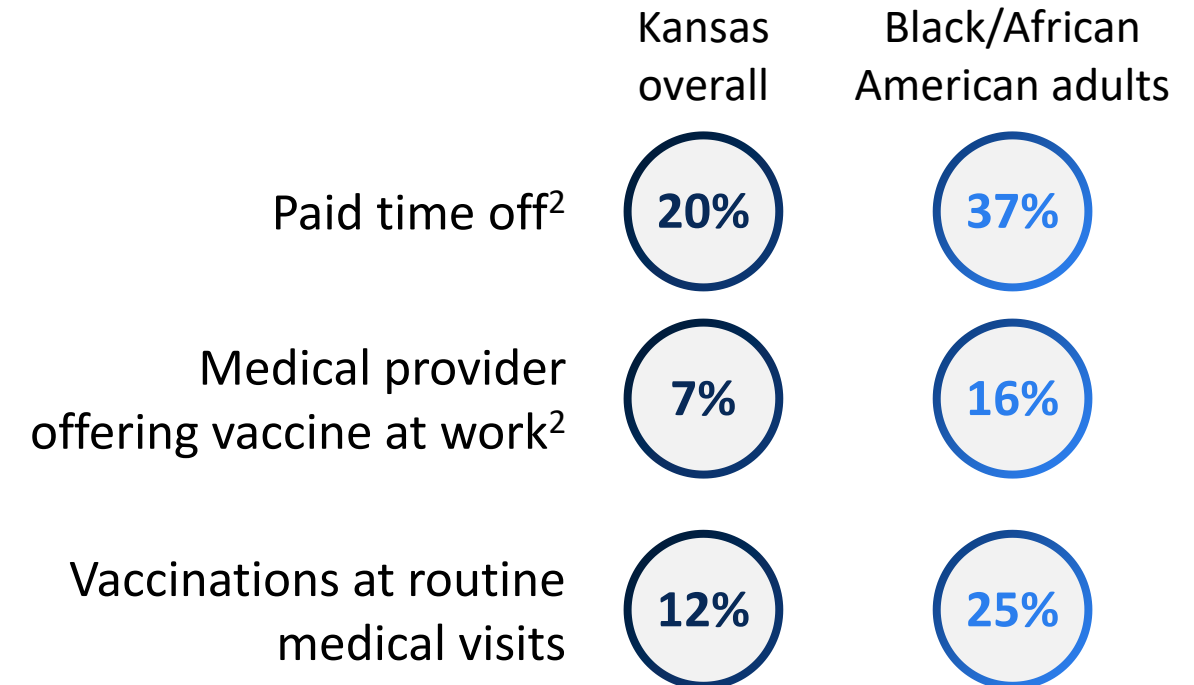
% of respondents planning on using other precautions



“ I'm going to **continue to wash my hands, take my vitamin C, my vitamin D, and zinc, and eat healthy and try to keep my immune system up and my body strong.**

... and more likely to get vaccinated with favorable policies from employers

*Are you more likely to get vaccinated if offered ...*

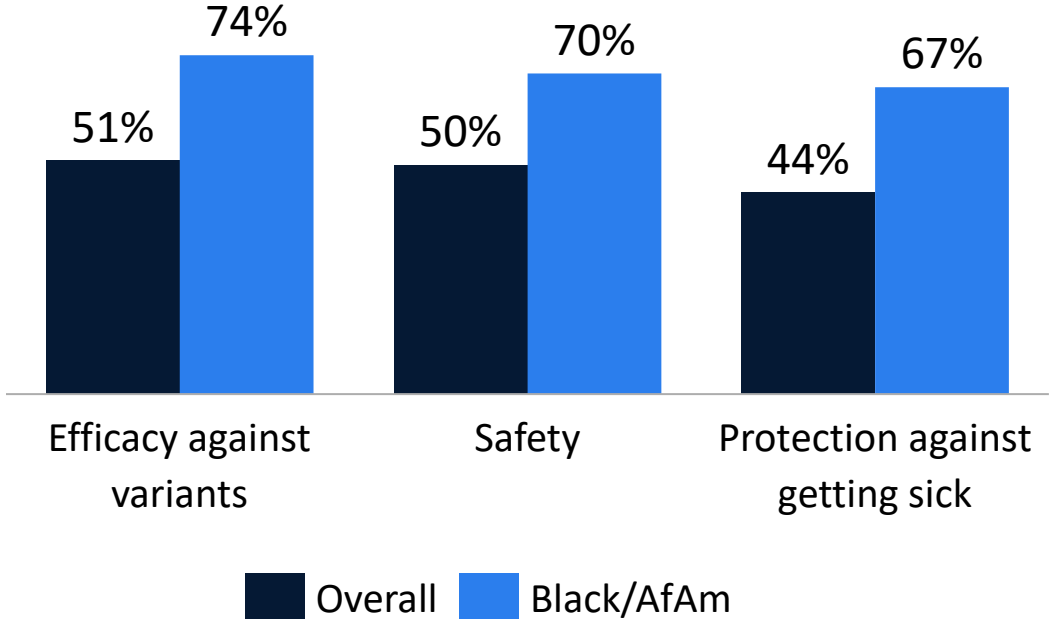


1. Survey collected responses from 57 unvaccinated Black/African American Kansan adults. 2. Only asked of employed respondents  
 Source: September survey of unvaccinated Kansans. Interviews conducted between 9/13/21-9/21/21 of 820 unvaccinated adults. Data set was weighted to be a representative sample of the population. NORC focus groups.

# Black/AfAm (III/III) | Need to address reported lack of information

Majority of unvaccinated Black/AfAm<sup>1</sup> Kansans report lack of information ...

*% reporting they do not have enough information on or are unsure about the vaccine's:*



1. Survey collected responses from 57 unvaccinated Black/African American Kansan adults  
Source: September survey of unvaccinated Kansans. Interviews conducted between 9/13/21-9/21/21 of 820 unvaccinated adults. Data set was weighted to be a representative sample of the population. NORC focus groups.

... and highlight reliance on community networks for information



Information often spread by **word-of-mouth** and **community anecdotes**

Black/African American Kansans are **more likely to trust**



Close friends



Community leaders



Employer



Local news