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

<table>
<thead>
<tr>
<th>NORC methodology</th>
<th>JUNTOS methodology</th>
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<tbody>
<tr>
<td>Fielded a <strong>state-wide survey of unvaccinated Kansan adults 18+</strong> and parents of unvaccinated children aged 12-17, in English and Spanish, comprised of:</td>
<td>Conducted <strong>8 focus groups</strong> (5 in Spanish, 3 in English), with a total of <strong>50 participants</strong> identifying as <strong>Hispanic/Latino</strong> and residing in <strong>Seward, Ford, Finney, Sedgwick, Johnson or Wyandotte</strong> counties. Participants received a $100 Amazon gift card as incentive.</td>
</tr>
<tr>
<td>- a <strong>probability sample</strong> that collected <strong>677 completed interviews</strong> by web or telephone, with respondents offered a $10 incentive</td>
<td>- Responses were weighted to be representative of the full Kansas demographic population</td>
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<tr>
<td>- an <strong>opt-in sample</strong> that collected <strong>162 completed interviews</strong></td>
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<tr>
<td>Held <strong>9 focus groups</strong> virtually, with a total of <strong>53 participants</strong> who received a $100 Amazon gift card as an incentive:</td>
<td>Distributed a <strong>30-item survey</strong> across four domains to participants:</td>
</tr>
<tr>
<td>- Young adults ages 18-34</td>
<td>- Perceptions of COVID-19 vaccines</td>
</tr>
<tr>
<td>- Parents of unvaccinated children ages 12-17</td>
<td>- Barriers, knowledge, beliefs, and attitudes toward vaccines</td>
</tr>
<tr>
<td>- Rural adults</td>
<td>- Booster shots and FDA approval</td>
</tr>
<tr>
<td>- Young women ages 18-30</td>
<td>- Communications</td>
</tr>
<tr>
<td>- Low-income adults</td>
<td></td>
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<tr>
<td>- Black/African American adults (4 focus groups were executed)</td>
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</tbody>
</table>

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.
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

Executive summary of research findings
Unvaccinated adults
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:

- **14% likely** to get vaccine
- **19% unsure** about vaccination ("moveable middle")
- **66% unlikely** to get vaccine

...with specific subgroups more "moveable"

Four key groups more likely to get vaccinated:

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

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

### Defining characteristics of unvaccinated Kansans

- **Younger** 61% under 45
- **Know someone or experienced COVID themselves** 61% relative had COVID, 24% had COVID themselves
- **Rural or suburban** 47% rural
- **Make less than $50k/year** 61% Less than $50k/year

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

Likelihood to get vaccine

<table>
<thead>
<tr>
<th>Race &amp; ethnicity</th>
<th>Age</th>
<th>Urbanicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>White n=592</td>
<td>18 - 29 n=234</td>
<td>Urban n=286</td>
</tr>
<tr>
<td>Black/ African American n=57</td>
<td>30-59 n=414</td>
<td>Suburban/ Rural n=532</td>
</tr>
<tr>
<td>Hispanic/ Latino n=66</td>
<td>60+ n=172</td>
<td></td>
</tr>
</tbody>
</table>

Likely or movable: 33%

Likely: 14%
"Moveable Middle": 19%
Unlikely: 66%

Unvaccinated general pop. n=820

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

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

Definitely or probably will
Not sure
Definitely or probably will not
Hesitancy | Side effects and safety remain the main drivers of concerns for the unvaccinated population

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

- **59%** concerned with vaccine safety
- **49%** do not trust the vaccine
- **39%** do not believe the vaccine is effective

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?

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within a year</td>
<td>26%</td>
</tr>
<tr>
<td>Never</td>
<td>19%</td>
</tr>
<tr>
<td>More than a year</td>
<td>52%</td>
</tr>
</tbody>
</table>

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

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.
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 are comfortable at **doctor's office, hospital, or health center**
- <19% Adults are comfortable at **mobile or mass vaccination site or employer**

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.
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

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 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.*

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.

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.
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?

- Primary care providers: 30%
- Nurses: 19%
- KDHE: 19%
- CDC: 18%
- Do not trust any source: 38%

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.

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.
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

- 50% would get a COVID-19 test...
  - if experiencing COVID-19 symptoms
  - to follow employers' safety protocols
- about 30% would get tested before or after attending a large gathering

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.
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?

- Likely
  - 17%

- "Moveable middle"
  - 17%

- Unlikely
  - 66%

... despite reporting the vaccine is easily accessible

73% report no barriers to getting their child vaccinated

Source: September survey of unvaccinated Kansans. Interviews conducted between 9/13/21-9/21/21 of 177 parents of unvaccinated children ages 12-17. Data set was weighted to be a representative sample of the population. NORC focus groups.
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

- 61% Concerned about side effects
- 50% Do not trust the vaccine
- 40% Do not believe their child need a vaccine

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.

Source: September survey of unvaccinated Kansans. Interviews conducted between 9/13/21-9/21/21 of 177 parents of unvaccinated children ages 12-17. Data set was weighted to be a representative sample of the population. NORC focus groups.
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

Source: September survey of unvaccinated Kansans. Interviews conducted between 9/13/21-9/21/21 of 177 parents of unvaccinated children ages 12-17. Data set was weighted to be a representative sample of the population.
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)\(^1\) more open to Vx ... ... and more worried about infection ...

<table>
<thead>
<tr>
<th>% of respondents worried about infection</th>
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</thead>
<tbody>
<tr>
<td>Overall: 37%</td>
</tr>
<tr>
<td>H/L: 53%</td>
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</tbody>
</table>

... 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

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

Hispanic/Latino 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 ...

- **Vaccine is free**
  - Overall adults: 30%
  - Hispanic/Latino adults: 12%

- **Vaccines are effective against hospitalization/death**
  - Overall adults: 30%
  - Hispanic/Latino adults: 15%

- **Young healthy people have died**
  - Overall adults: 28%
  - Hispanic/Latino adults: 9%

- **Majority of doctors are vaccinated**
  - Overall adults: 25%
  - Hispanic/Latino adults: 12%

- **5B doses have been administered**
  - Overall adults: 25%
  - Hispanic/Latino adults: 8%

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.
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$^1$ more open to Vx ... ... and more trusting of vaccine... ... but several lingering hesitancy drivers need to be addressed

66% Kansans unlikely to get vaccine

39% Black/AfAm unlikely to get vaccine

49% 30%

% of respondents not trusting the vaccine

Overall Black/ AfAm

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

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.
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 Kansans¹ more likely to rely on other actions to prevent infection …

% of respondents planning on using other precautions

<table>
<thead>
<tr>
<th>Overall</th>
<th>Black/AfAm</th>
</tr>
</thead>
<tbody>
<tr>
<td>33%</td>
<td>45%</td>
</tr>
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</table>

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

Are you more likely to get vaccinated if offered …

<table>
<thead>
<tr>
<th>Paid time off²</th>
<th>Kansas overall</th>
<th>Black/African American adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>37%</td>
<td></td>
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<table>
<thead>
<tr>
<th>Medical provider offering vaccine at work²</th>
<th>Kansas overall</th>
<th>Black/African American adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>7%</td>
<td>16%</td>
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<table>
<thead>
<tr>
<th>Vaccinations at routine medical visits</th>
<th>Kansas overall</th>
<th>Black/African American adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td>25%</td>
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</tbody>
</table>

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.

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/AfAm¹ Kansans report lack of information ...

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

- Efficacy against variants: 51% (Overall), 74% (Black/AfAm)
- Safety: 50% (Overall), 70% (Black/AfAm)
- Protection against getting sick: 44% (Overall), 67% (Black/AfAm)

... 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

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.