

# Assessing the Current State of Immunization Attitudes in the United States: Results From the 2011 ConsumerStyles Survey

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## Background & Objectives:

- Assessment of parents' vaccine-related knowledge, attitudes, and behaviors (KAB) is an important step in effective vaccine communication
- Our objectives were to:
  - Describe the vaccine KABs of US parents in 2011
  - Examine the social context of vaccine decisions between parents and others in their social spheres

## Methods:

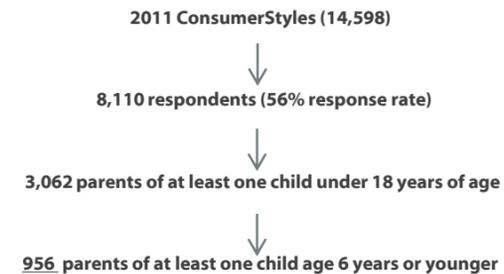
- ConsumerStyles fielded in May of 2011
  - Sent to a random sample of 14,598 Knowledge Networks online panelists age 18 and over
- Response rate was 56% (8,110/14,598)
- Data are weighted according to the 2010 Current Population Survey of the U.S. Census
  - Gender, age, household income, race/ethnicity, household size, education, census region, metro status, and prior Internet access

## Analysis:

- Descriptive analysis of 2011 data
  - Looked at health information attitudes and behaviors, vaccine attitudes and behaviors, and specific vaccine questions and concerns
  - Restricted analysis to parents of at least one child age 6 years or younger

## Results:

### Response Rate:



### Demographics:

	2011 Weighted % (unweighted n=956)
Respondent Age	
18-34 years	60.0
35 years and older	40.1
Respondent Race/Ethnicity	
White	62.9
Black	10.4
Hispanic	18.5
Other	8.3
Respondent Education Level	
High school graduate or lower	35.0
Some college or higher	65.0
Respondent Gender	
Male	47.0
Female	53.0

### Which of the following best describes your plans for vaccinating your youngest child?

- My child has already received all of the recommended vaccines (75.0%)
- I intend to have my child receive all of the recommended vaccines as scheduled (12.8%)
- I intend to have my child receive all of the recommended vaccines but will space-out or delay them (6.0%)
- I intend to have my child receive some but not all of the recommended vaccines (4.1%)
- I intend to have my child receive none of the recommended vaccines (2.1%)

### Which of the following best describes how you think other parents act regarding childhood vaccines?

- They have their children get all of the recommended vaccines as scheduled (64.3%)
- They have their children get all of the recommended vaccines but they delay some (23.8%)
- They have their children get some but not all of the recommended vaccines (11.4%)
- They do not have their children get any of the recommended vaccines (0.5%)

### What are the three most important sources of information that have helped you make decisions about your youngest child's vaccinations?

- Child's health care provider (66.6%)
- Family (45.3%)
- Child's other parent (22.4%)
- American Academy of Pediatrics (18.2%)
- Friends (16.9%)
- Internet (16.7%)
- CDC (15.5%)
- Traditional media, alternative health care provider, "other", and "none of these" were less commonly cited sources

### Most parents were confident or very confident in:

- The safety of vaccines (72.2%)
- The effectiveness of vaccines (77.8%)
- The benefits of vaccines (76.9%)

### Top five questions parents typically ask their child's health care provider before their child gets a vaccine:

- Which vaccines will my child get today? (70.3%)
- How many vaccines will my child get today? (66.7%)
- How likely is there to be a side effect? (57.3%)
- What are the side effects I should look for? (50.7%)
- What is normal to expect the day after? (46.5%)

### Top five concerns parents typically have about childhood vaccines:

- I have no concerns about vaccines. (41.5%)
- My child getting too many vaccines in one doctor's visit. (22.1%)
- Children get too many vaccines during the first two years of life. (21.6%)
- Vaccines may cause autism. (20.4%)
- Vaccine shots are painful for my child. (18.4%)

## Conclusions:

- Most parents surveyed planned to vaccinate their child on time, as recommended.
- Most parents were confident in the safety, effectiveness, and benefits of vaccines.
- Many parents perceived that others were not following the recommended vaccination schedule.
- Further research should explore and address the reasons for the discrepancy between reported and perceived behavior regarding childhood vaccines.

## Future Research with this Dataset:

- Stratified results from attitudinal questions based on vaccination behaviors.
- Analysis of perceived vaccination behaviors of others in participants' social networks.
- Analysis of the role social relationships play in influencing vaccine attitudes.

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