

Immunization Attitudes and Beliefs Among Parents: Beyond a Dichotomous Perspective

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Objectives: To better understand differences among parents in their attitudes, beliefs, and behaviors regarding childhood immunizations and health-related issues. **Methods:** Forty-four survey variables assessing attitudes and beliefs about immunizations and health were analyzed. The K-means clusters technique was used to identify homogeneous groups of parents based upon their responses to the questions. **Results:** Five clusters were identified: Immunization Ad-

vocates (33.0%), Go Along to Get Alongs (26.4%), Health Advocates (24.8%), Fencesitters (13.2%), and Worrieds (2.6%). **Conclusions:** Although only a small percentage of parents are seriously concerned, other parents who are generally supportive of immunizations for their child are also affected by immunization safety issues.

Key words: childhood immunizations, parents, attitudes and beliefs, audience segmentation
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