

Do Patterns of Knowledge and Attitudes Exist Among Unvaccinated Seniors?

Barbara H. Bardenheier, MPH, MA; Pascale M. Wortley, MD, MPH
Carla A. Winston, PhD; Michael L. Washington, PhD; Megan C. Lindley, MPH
Karena Sapsis, MPH

Objective: To examine patterns of knowledge and attitudes among adults aged > 65 years unvaccinated for influenza. **Methods:** Surveyed Medicare beneficiaries in 5 areas; clustered unvaccinated seniors by their immunization-related knowledge and attitudes. **Results:** Identified 4 clusters: Potentials (45%) would receive influenza vaccine to prevent disease; Fearful Uninformed (9%) were unsure if influenza vaccine causes illness; Doubters (27%) were unsure if vaccine is effica-

cious; Misinformed (19%) believed influenza vaccine causes illness. More Potentials (75%) and Misinformed (70%) ever received influenza vaccine than did Fearful Uninformed (18%) and Doubters (29%). **Conclusion:** Findings suggest that cluster analyses may be useful in identifying groups for targeted health messages.

Key words: immunization, cluster analysis, knowledge, attitudes, and behaviors, influenza, aging

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