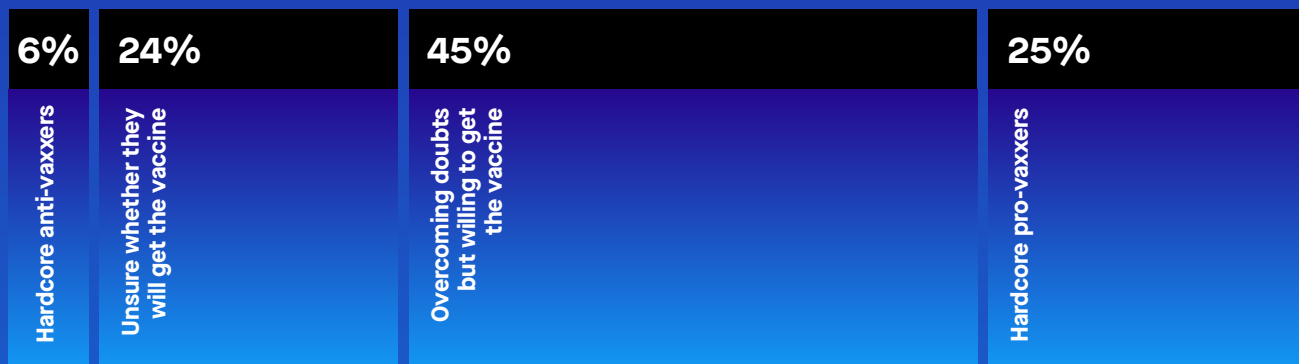


# Getting COVID-19 shots in arms



## Do you know where your employees stand?

It's easy to imagine that all Americans are eagerly anticipating their chance to be vaccinated against COVID-19. It's not quite so simple. Our survey of American employee attitudes towards the COVID-19 vaccine<sup>1</sup> reveals a workforce sharply divided on vaccination issues.



## Our analysis revealed the following barriers to vaccination:

30%

of Americans want to wait and see what happens with others before getting vaccinated

55%

believe there is an out-of-pocket cost for getting vaccinated

52%

are waiting for their preferred choice for vaccine

## Employers can take action to move employees

80%

of employers will conduct an outreach campaign to educate and encourage employees to get vaccinated.<sup>2</sup>

(1) To understand the reasons for vaccine hesitancy and determine the messages that can move people to acceptance, **Buck** commissioned **Leading Indicator Systems** to conduct and analyze the results of a nationally-representative online survey of 820 full-time workers employed by companies with at least 20 employees between February 25 and March 1, 2021.

(2) [January 2021 Business Group on Health survey](#)

# Target the right messages to the right segment of your workforce

The good news is that much of the workforce can be swayed to get vaccinated if they receive the right information in the right way. Our analysis revealed the existence of five segments of American employees each with their own persona vis-a-vis vaccination – and each with their own communication needs.

## American employees - the five personas

**6%**

**of employees are hardcore anti-vaxxers**

Employees in this segment are more likely to be classified as “essential workers” and nearly 70% are opposed to vaccines in general.

**24%**

**of employees are unsure**

Tend to be non-managers, working full-time in a non-office location. They represent the majority of vaccine refusers and most don't know anyone who died from COVID.

**22%**

**of employees are COVID-affected**

This management-heavy segment is likely to have constant customer contact and be considered essential. Significantly, 85% have caregiving responsibilities while trying to work, and 60% have tested positive for the virus.

**23%**

**of employees are remote and stressed**

Tend to work in white collar industries and hold management positions. Nearly half are working remotely from home, and two-thirds are caring for children.

**25%**

**of employees are hardcore pro-vaxxers**

More likely to be non-management who consider themselves to be informed vaccination consumers who care least about which brand of vaccine they get.

## Attitude toward the vaccine

**I'm opposed to vaccines in general and unlikely to change my mind.**

**I'm not opposed but not sure it's worth the risk.**

**It's worth the risk but I'm waiting for my preferred vaccine.**

**As soon as it's available.**

**I'm actively looking for the shot.**

## Messaging

Promote credible sources that show how people they trust have successfully been vaccinated.

Stress how being vaccinated will improve the safety of my family and friends.

Deliver the message from trusted sources (e.g., co-worker, union representative).

Tackle mistrust and misinformation by sharing information and promoting credible resources.

Reinforce the message that the best vaccine is the one that's available.

Remind employees of the down-side or potential consequences of not taking action.

Remove concerns about cost and promote other support measures to offset cost, e.g., paid time-off, incentives, etc.

Address practical issues like information about local vaccination events and other resources.

## For more information

Many employers want to adopt a vaccine promotion information campaign to provide some level of protection against transmission of the virus among employees in the workplace.

We can work with you to implement a very brief pulse survey (just five questions) with your employees that will accurately classify each of your employees into one of the five segments, allowing you to step back and strategically plan either segment-targeted or combined messages and interventions that speak directly to the needs, beliefs, feelings, and inclinations of each employee. This is a proven approach that can dramatically improve results.

To learn more contact us at **1 866 355 6657** or [talktous@buck.com](mailto:talktous@buck.com)

