

NATIONAL RURAL HEALTH ASSOCIATION

Vaccination Considerations in Rural America

SEPTEMBER 2022

METHODOLOGY

This poll was conducted between July 29-August 6, 2022 among a sample of 1,000 Rural Adults, 750 Rural Parents, and 200 Rural Teens. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 3 percentage points. Results from the teen sample have a margin of error of plus or minus 7 percentage points.

The February poll was conducted between February 1-February 22, 2022 among a sample of 1806 Rural Adults, 475 Rural Parents, and 220 Rural Teens. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points. Results from the teen sample have a margin of error of plus or minus 7 percentage points.

DEFINITIONS

Rural Adults: Those living in a “non-urban” zip code as defined by the Census and are currently at least 18 years old.

Rural Parents: Those living in a “non-urban” zip code as defined by the Census, and have at least one child under the age 18 living in their home.

Rural Teens: Those living in a “non-urban” zip code as defined by the Census and are currently between the ages of 13 to 17 years old.

Unvaccinated Persuadable: Unvaccinated rural adults who answered they are either planning to or not sure if they were planning to receive the vaccine in the future.

KEY FINDINGS

- 1. Vaccination rates remain similar to February**, most rural adults report being at least partially vaccinated (63%), with a majority of those vaccinated also receiving their booster shot (68%). About half of rural parents (43%) and teens (44%) are fully or partially vaccinated.
- 2. Most rural adults have had some type of personal experience with COVID-19.** Three out of four rural adults know someone who has had COVID-19 (76%), and two-fifths have had COVID-19 themselves (38%) – the latter being a 15-percentage point increase from February. Yet a majority say their experience did not have an effect on their intent to get vaccinated either more or less favorably (59%).
- 3. Opinions have tightened since February**, especially among unvaccinated parents and teens who are less open to more information, less trusting of various information sources, and less confident in the COVID-19 vaccine and health agencies. Yet, unvaccinated persuadable adults are less polarized in their opinions.
- 4. Most believe COVID-19 is here to stay in the U.S.** much like the common cold or flu (54%+). Despite this, most unvaccinated respondents would have no change in their intent to get a vaccine if the vaccine was recommended as part of standard annual immunizations (44%+).

AGENDA

VACCINATION STATUS

EXPERIENCE WITH COVID-19

VACCINE BELIEFS AND PERCEPTIONS

TRUSTED SOURCES

MOTIVATORS AND BARRIERS

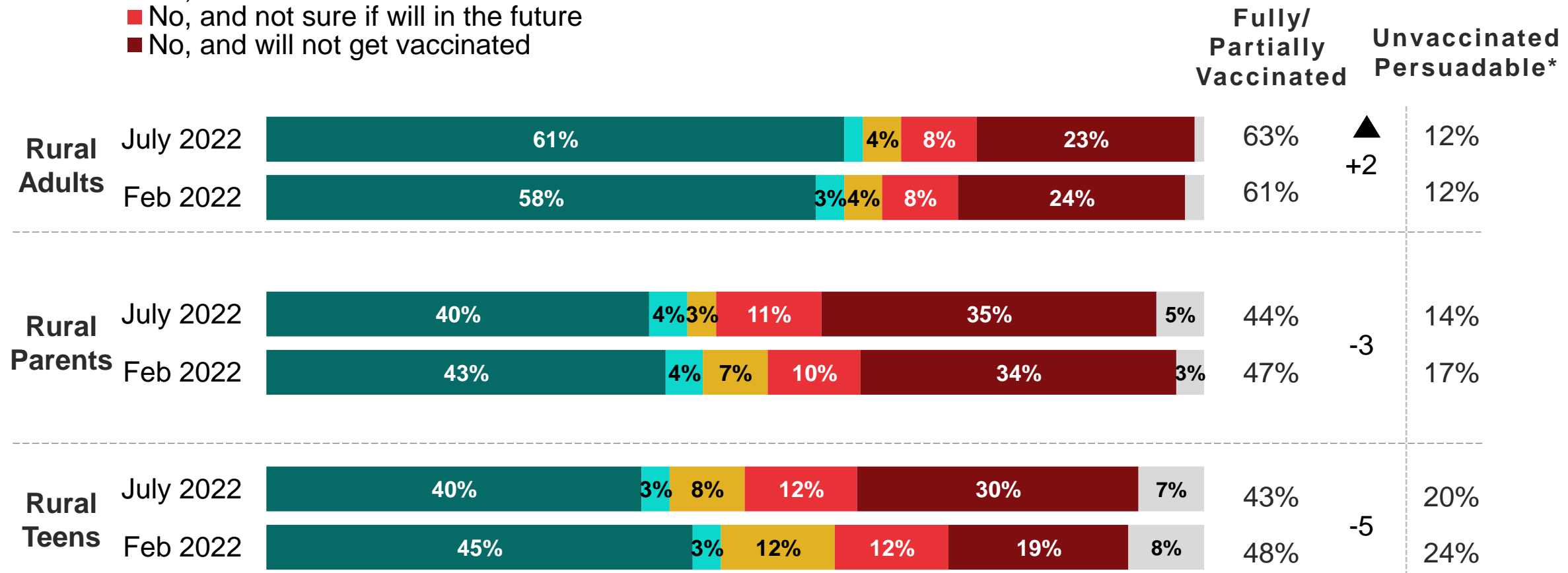
APPENDIX



VACCINATION STATUS

Are you vaccinated against COVID-19?

- Yes, fully vaccinated (either two dose of Pfizer or Moderna, or 1 dose of J&J vaccine)
- Yes, partially vaccinated (still need second shot)
- No, but will in the future
- No, and not sure if will in the future
- No, and will not get vaccinated



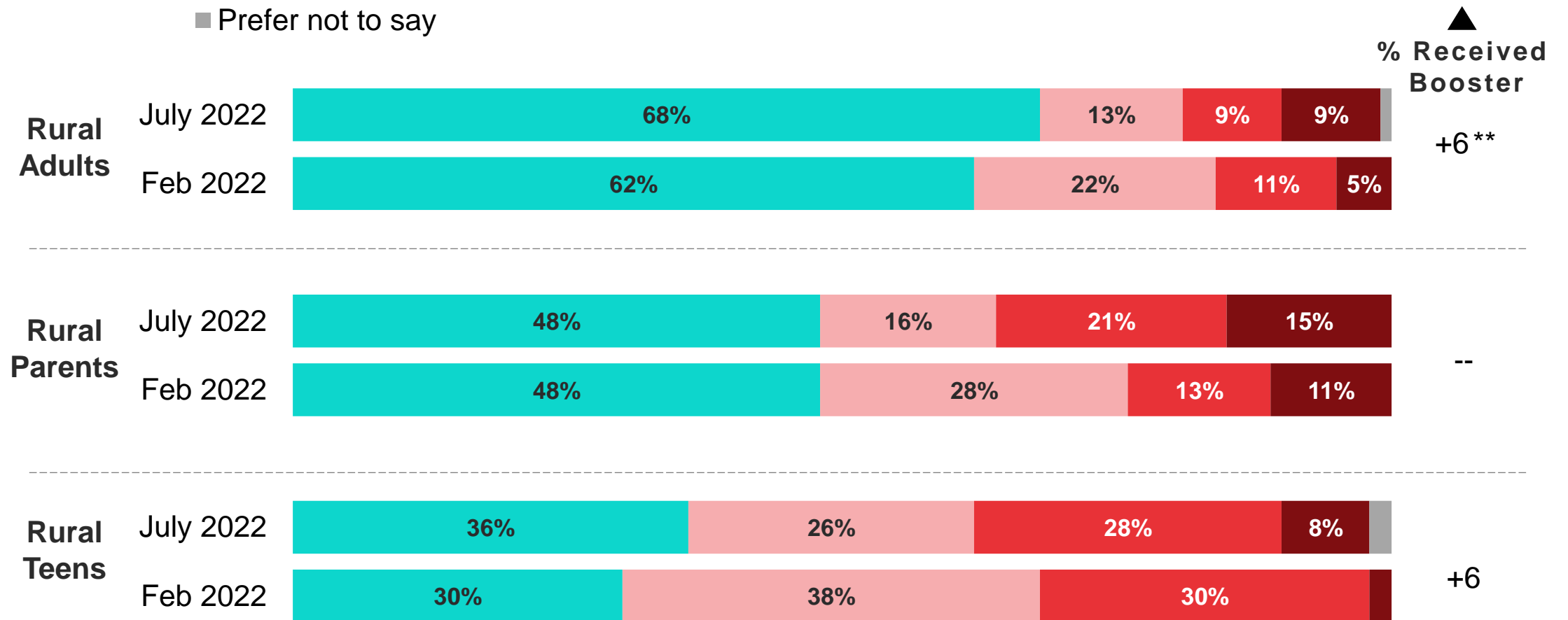
* Unvaccinated Persuadable = % No, but will in the future + % No, and not sure if will in the future.

** Significant difference between Feb 2022 and July 2022 data ▲ = change since Feb 2022

VACCINATION STATUS

Have you received a booster vaccination?*

- Yes
- No, but will in the future
- No, and I am not sure if I will in the future
- No, and will not get booster vaccination
- Prefer not to say



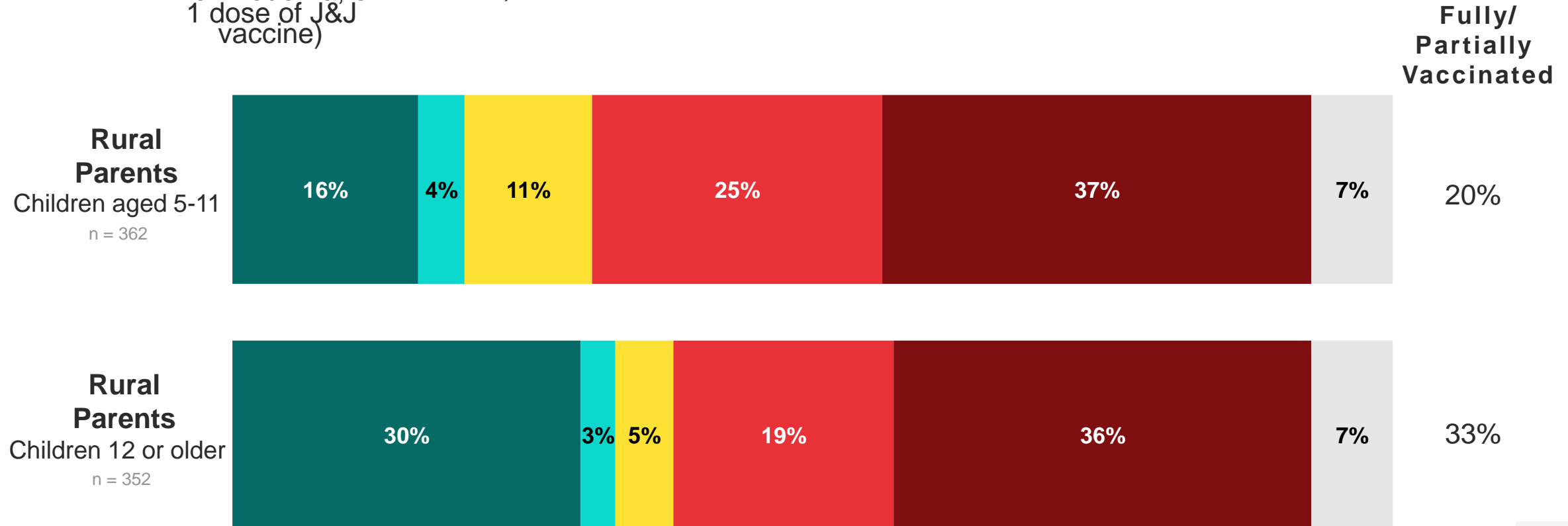
*Among those that report to be vaccinated : n = 639 Rural Adults, n = 335 Rural Parents, n = 86 Rural Teens.

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VACCINATION STATUS

Are all of your eligible children aged [5-11]/[12 or older] vaccinated against COVID-19? Please respond for children between ages [5-11]/[12 or older] in your household.

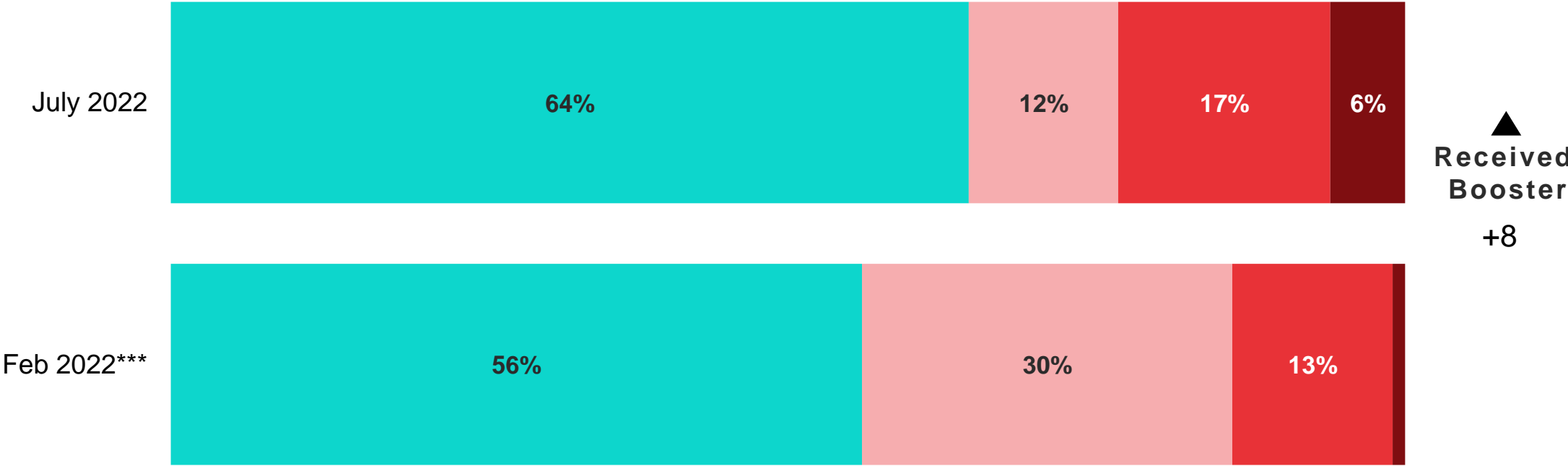
- Yes, all are fully vaccinated (either two dose of Pfizer or Moderna, or 1 dose of J&J vaccine)
- Yes, partially vaccinated (still need second shot)
- No, but will in the future
- No, and not sure if will in the future
- No, and will not get vaccinated
- Prefer not to say



VACCINATION STATUS

Have all of your eligible children received a booster vaccination?*

- Yes
- No, but will in the future
- No, and I am not sure if I will in the future
- No, and will not get booster vaccination
- Prefer not to say



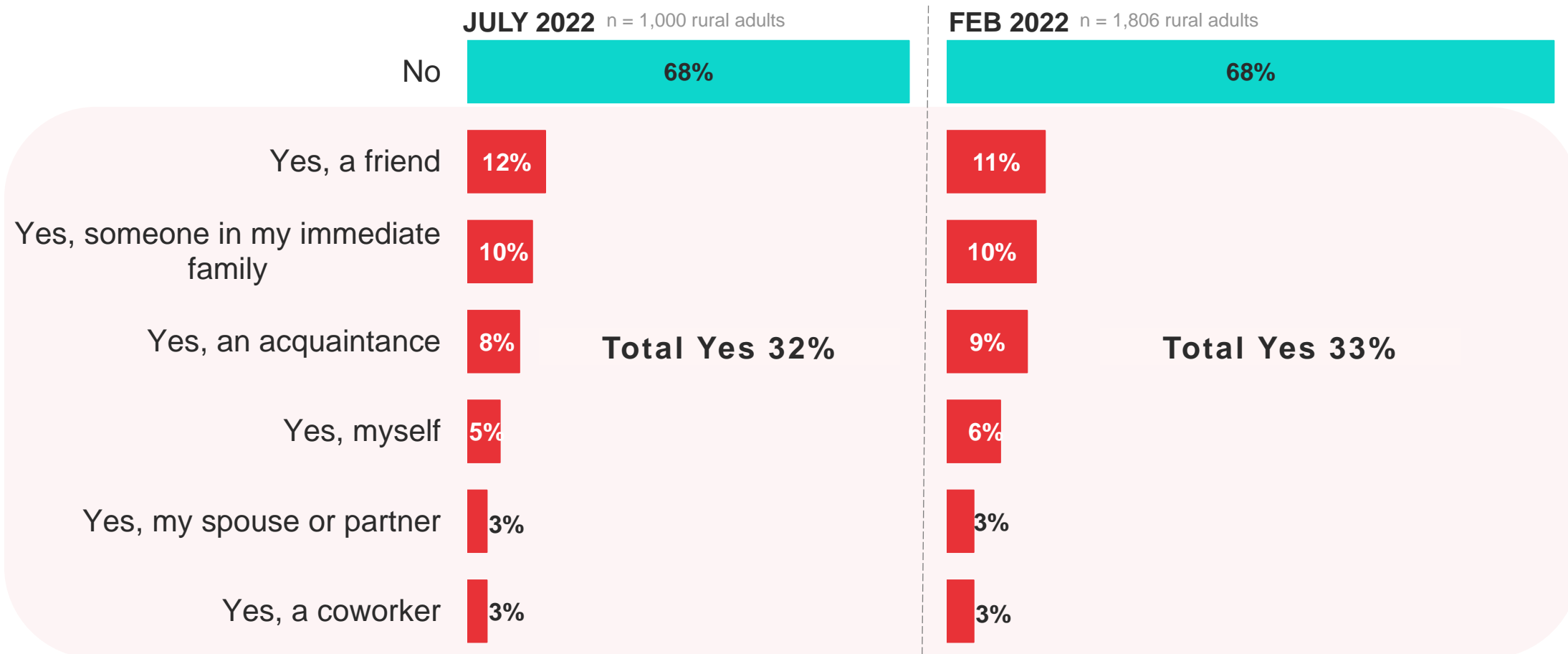
***At the time of this study, children 12+ were the only children eligible for a booster vaccination.

*Among rural parents who report their children are vaccinated; n = 147.

** Significant difference between Feb 2022 and July 2022 data ▲ = change since Feb 2022

VACCINATION STATUS

Do you know anyone personally who has had a serious reaction to a COVID-19 vaccine?*



*Among rural adults only; n = 1000.
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TRUSTED SOURCES

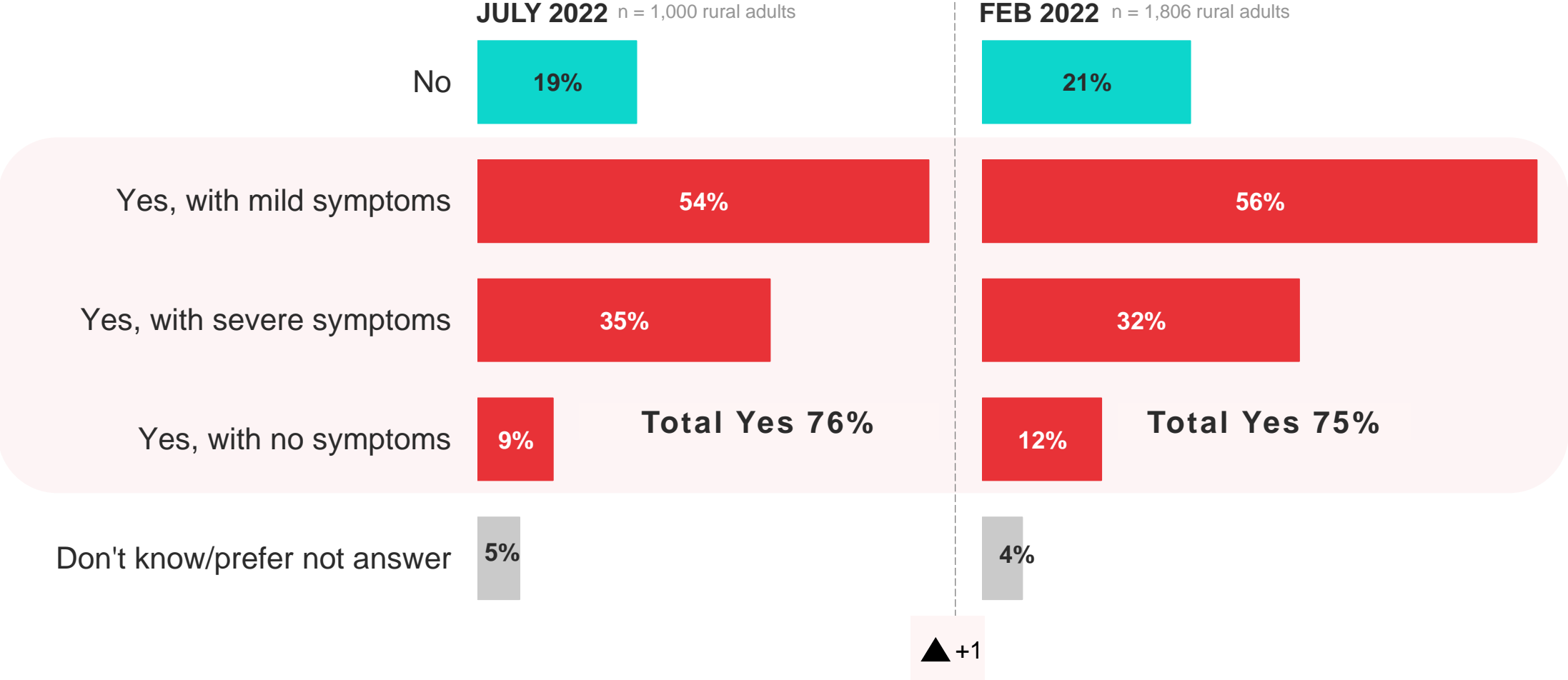
MOTIVATORS AND BARRIERS

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EXPERIENCE WITH COVID-19

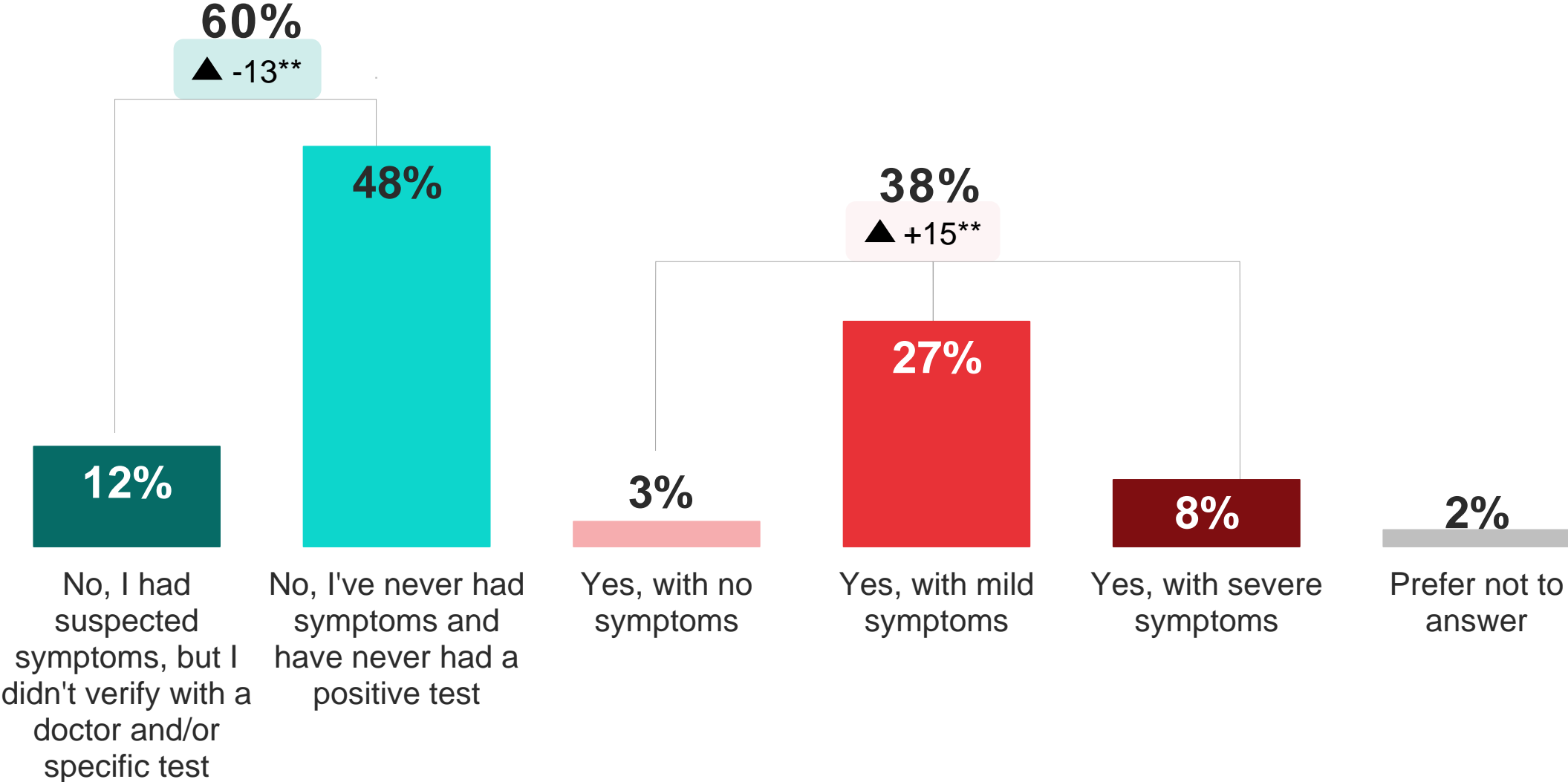
Do you know anyone (a family member or close acquaintance) that has had COVID-19? Please select all that apply.*



*Among rural adults only; n = 1000.
** Significant difference between Feb 2022 and July 2022 data ▲ = change since Feb 2022

EXPERIENCE WITH COVID-19

At any point in time, have you had COVID-19?*



*Among Rural Adults: n = 1,000
** Significant difference between Feb 2022 and July 2022 data ▲ = change since Feb 2022

EXPERIENCE WITH COVID-19

You mentioned that you have had COVID-19. How many times have you tested positive for COVID-19?*

● 1 time ● 2 times ● 3 or more times ● Don't know/unsure



You mentioned you have had COVID-19. How would you describe the level of care you received or are receiving? If you have had COVID-19 more than once, please indicate your level of care for the most severe COVID-19 experience.*

■ I was hospitalized ■ I received medical care but was not hospitalized
 ■ I did not seek medical care ■ Prefer not to answer

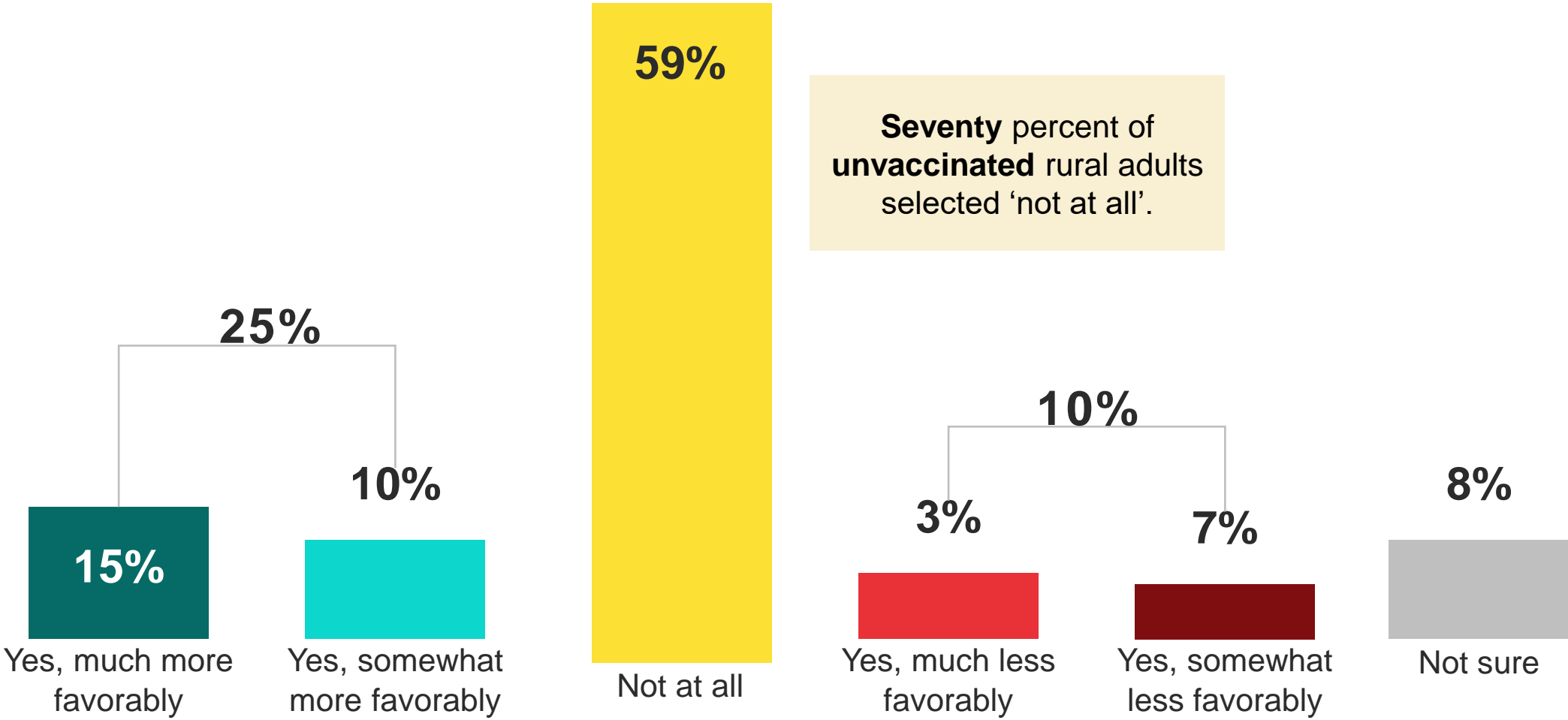


*Among rural adults who reported they had COVID-19: n = 376.

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EXPERIENCE WITH COVID-19

Has your personal or your family member's/close acquaintance's experience with COVID-19 affected your intent to get vaccinated?*



*Among rural adults who reported they or someone they know had COVID-19: n = 792.

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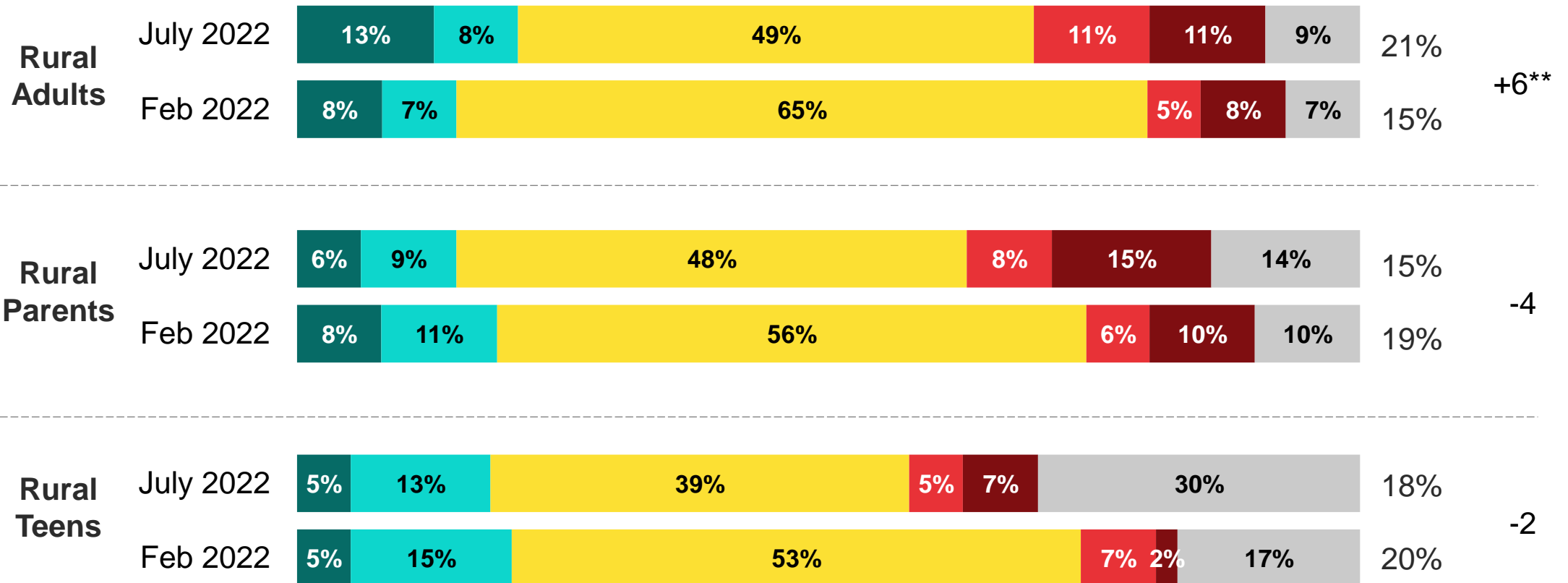


VACCINE BELIEFS AND PERCEPTIONS

Have your views towards vaccination changed to be more or less favorable in the past six months?

- Yes, much more favorable
- Yes, somewhat more favorable
- Not at all
- Yes, somewhat less favorable
- Yes, much less favorable
- Not sure

More Favorable ▲



** Significant difference between Feb 2022 and July 2022 data ▲ = change since Feb 2022

VACCINE BELIEFS AND PERCEPTIONS

Do you agree or disagree with each of the following statements about vaccinations?

Total Disagree (<i>Change since Feb 2022</i>)	Rural Adults	Rural Parents	Rural Teens
Vaccines are important for my health	22% (+2)	30% (+6 ^{**})	21% (-1)
Getting vaccines is a good way to protect myself from diseases	17% (+2)	25% (+4)	18% (+4)
Vaccines are effective	21% (+3)	28% (+6 ^{**})	18% (+4)
Being vaccinated is important for the health of others in my community	20% (--)	28% (+2)	18% (-6)
The information I receive about vaccines is reliable and trustworthy	28% (-2)	42% (+7 ^{**})	32% (--)
Generally, I do what my doctor or health care provider recommends about vaccines for myself	22% (+2)	29% (+5 ^{**})	21% (+6)
New vaccines carry more risks than older vaccines	43% (--)	33% (+1)	34% (-4)
I am concerned about the serious adverse effects of vaccines	38% (-1)	28% (+3)	38% (-1)

83% of persuadable unvaccinated adults* said they are concerned about the serious adverse effects of vaccines. Yet a majority report they do **not** know someone who had adverse effects (66%).

* Unvaccinated Persuadable = % No, but will in the future + % No, and not sure if will in the future.
 ** Significant difference between Feb 2022 and July 2022 data

VACCINE BELIEFS AND PERCEPTIONS

Please indicate your confidence in the following statements regarding the COVID-19 vaccine.

Total Confident (<i>Change since Feb 2022</i>)	Rural Adults	Rural Parents	Rural Teens	Unvaccinated Persuadable
The fast production of the vaccine did not compromise its safety	21% (+3)	17% (--)	27% (+4)	33%
Agencies approving the vaccines are following strict rules	20% (-2)	13% (-5 ^{**})	26% (-10 ^{**})	40%
My risk of getting sick with COVID-19 is bigger than the risk of side effects from the vaccine	25% (+2)	17% (-6 ^{**})	25% (-8)	38%
The vaccine cannot cause any immediate or long-term injury	12% (--)	10% (-1)	14% (-3)	24%
It is impossible to get COVID-19 or any other disease from the vaccine itself or its components	24% (+4)	17% (-1)	16% (-8)	41%
The vaccine works in protecting me from COVID-19	18% (+1)	8% (-10 ^{**})	25% (-8)	36%
The vaccine works in stopping the transmission of COVID-19 from one person to another	19% (+5 ^{**})	8% (-5 ^{**})	26% (--)	37%
Health agencies and WHO recommend the vaccine and agree it is safe	22% (-2)	13% (-14 ^{**})	34% (-12 ^{**})	43%

^{***} Unvaccinated Persuadable = % No, but will in the future + % No, and not sure if will in the future.

^{*} Among those that report to be not vaccinated : n = 348 Rural Adults, n = 374 Rural Parents, n = 99 Rural Teens.

^{**} Significant difference between Feb 2022 and July 2022 data

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TRUSTED INFORMATION SOURCES

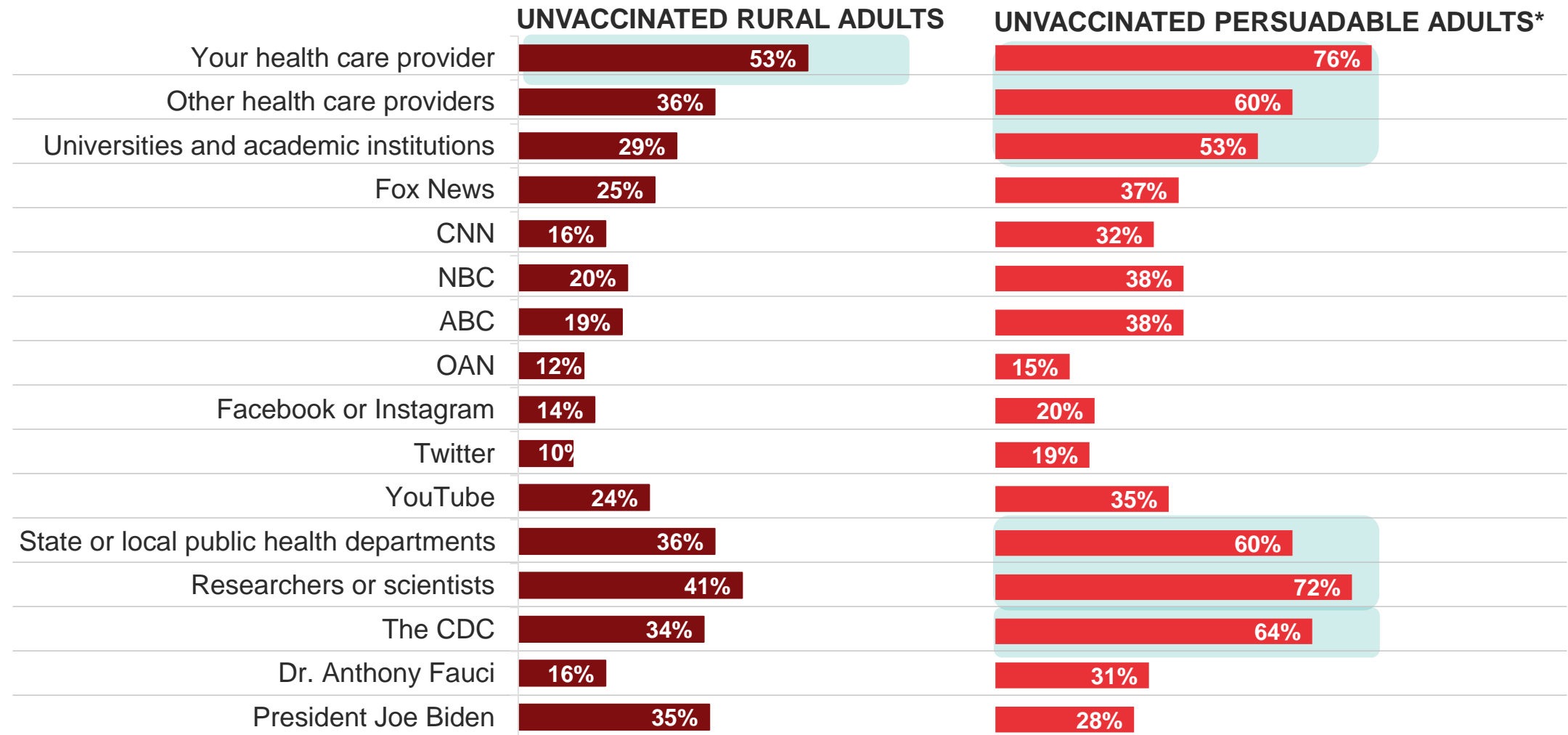
How much do you trust the COVID-19 vaccine advice and information given to you by each of the following sources? **A lot + Some**

	RURAL ADULTS ▲	RURAL PARENTS ▲	RURAL TEENS ▲
Your health care provider	77%	64%	68%
Other health care providers	61%	52%	52%
Universities and academic institutions	48%	39%	46%
Fox News	30%	26%	20%
CNN	28%	20%	21%
NBC	32%	20%	11%
ABC	32%	20%	10%
OAN	0%	9%	4%
Facebook or Instagram	15%	16%	14%
Twitter	9%	9%	6%
YouTube	22%	20%	21%
State or local public health departments	62%	49%	54%
Researchers or scientists	65%	54%	58%
The CDC	60%	49%	56%
Dr. Anthony Fauci	40%	26%	19%
President Joe Biden	35%	17%	24%

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TRUSTED INFORMATION SOURCES

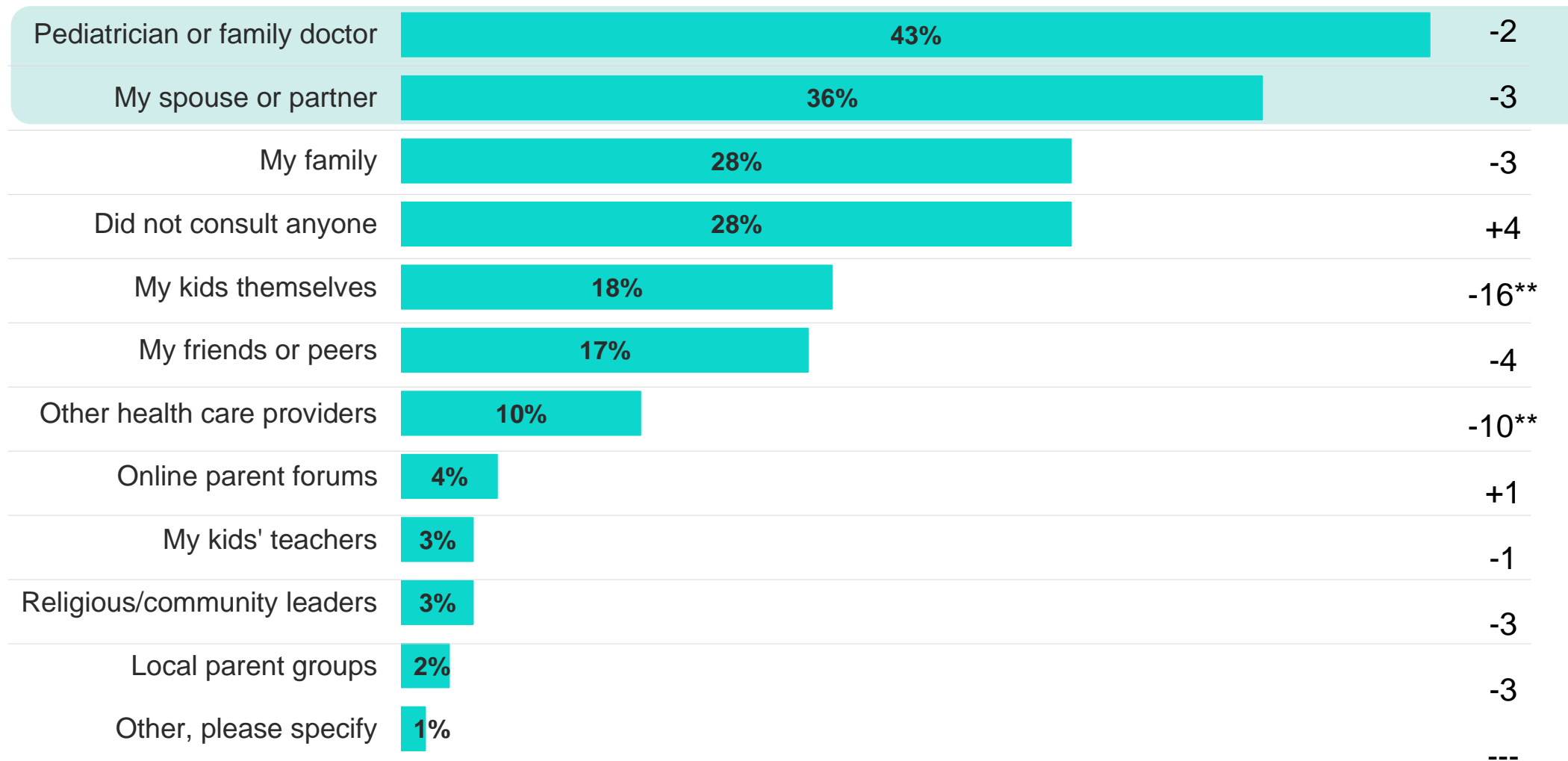
How much do you trust the COVID-19 vaccine advice and information given to you by each of the following sources? **A lot + Some**



* Unvaccinated Persuadable = % No, but will in the future + % No, and not sure if will in the future.

TRUSTED INFORMATION SOURCES

Who have you consulted, if anyone, about vaccinating your child(ren)? Please select all that apply.*



* Among Rural Parents with children 5 years or older: n = 750.

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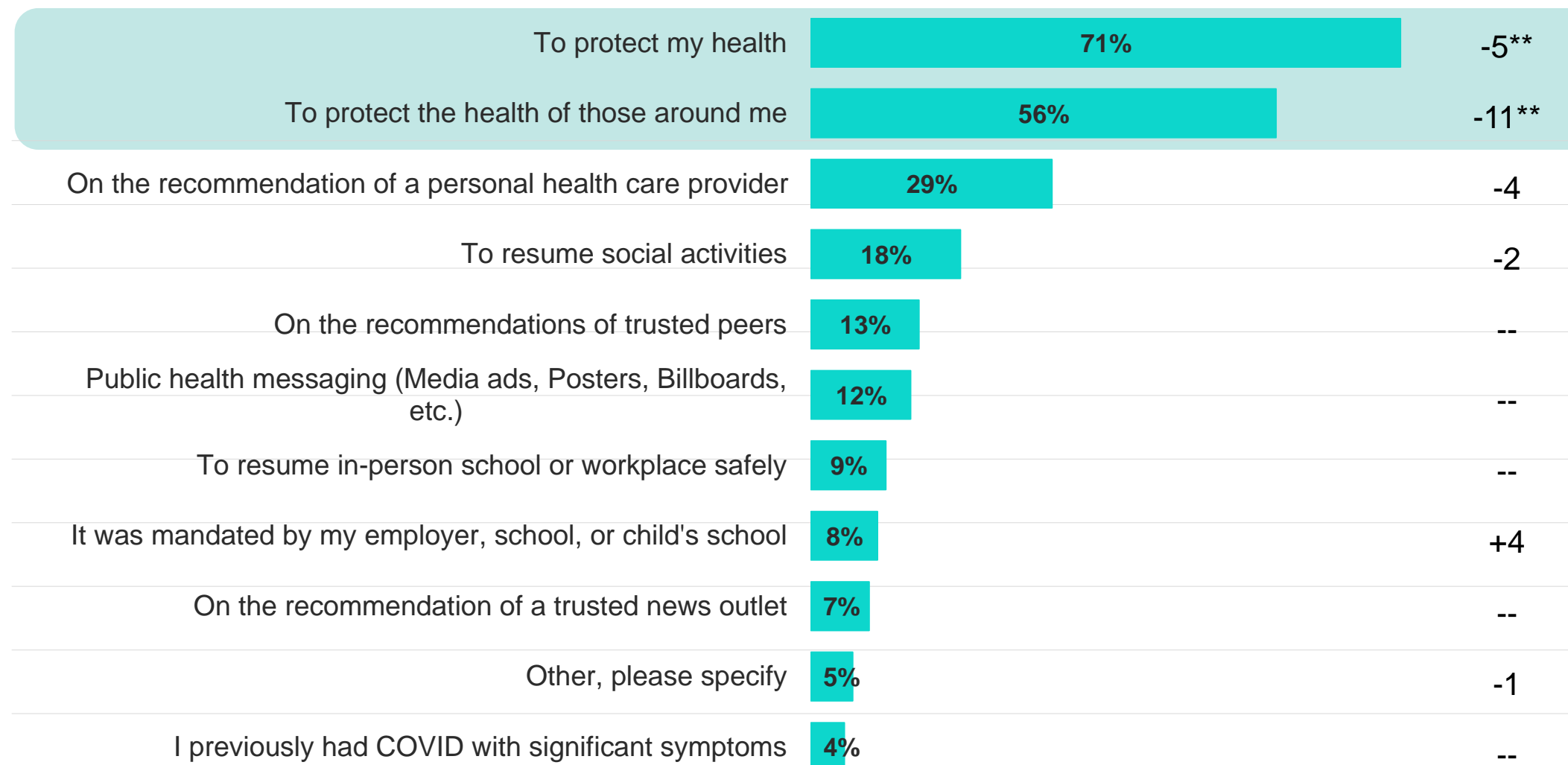
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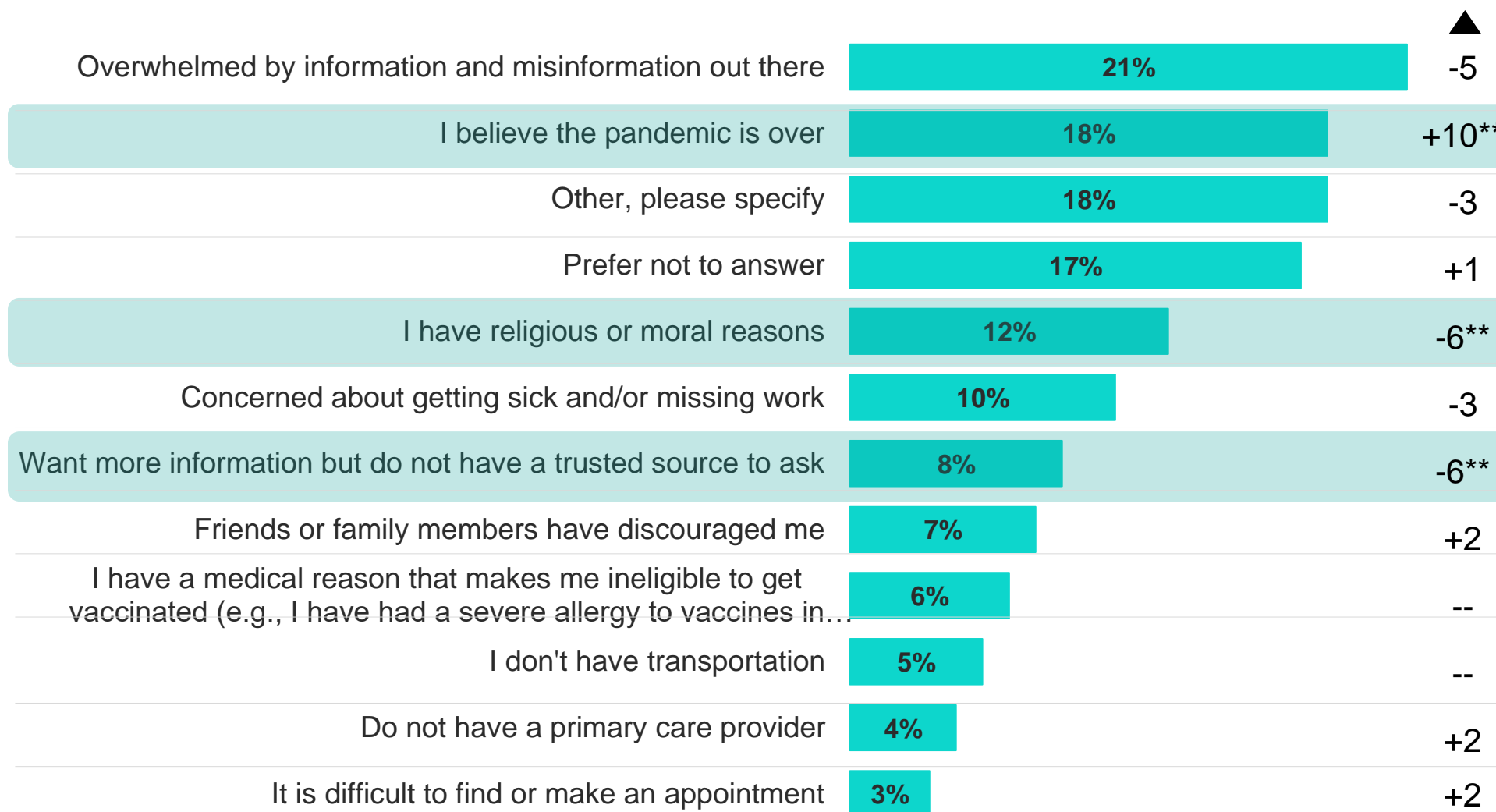
MOTIVATORS AND BARRIERS

What motivated you to get vaccinated? Please select all that apply.*



MOTIVATORS AND BARRIERS

Have any of the following barriers affected your ability or desire to get vaccinated against COVID-19?***



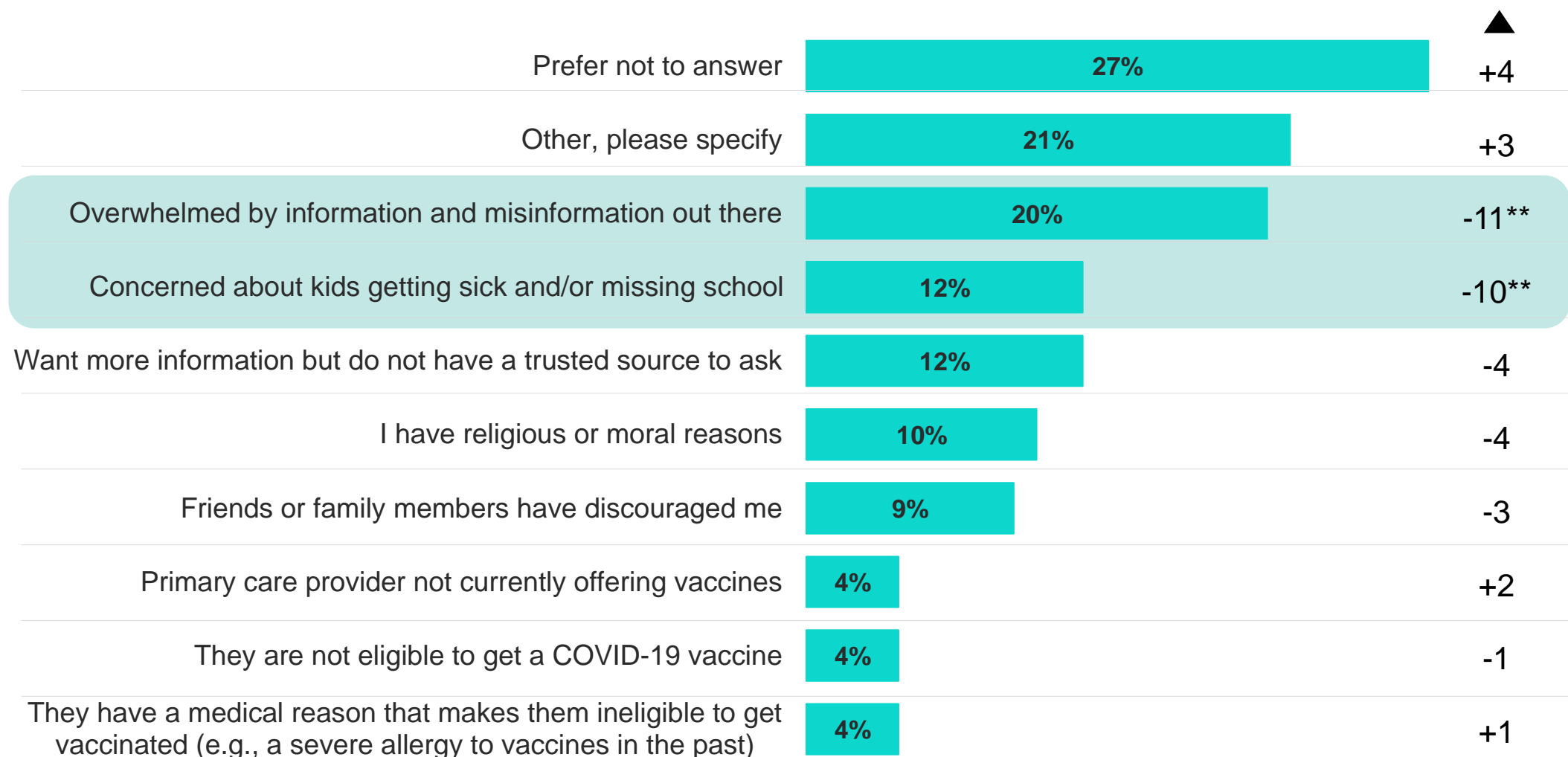
36% of persuadable unvaccinated adults* said they are overwhelmed by information and misinformation out there.

* Unvaccinated Persuadable = % No, but will in the future + No, and not sure if will in the future. ***Responses below 3% removed from the analysis

*Among Non-Vaccinated Rural Adults: n = 348 ** Significant difference between Feb 2022 and July 2022 data ▲ = change since Feb 2022

MOTIVATORS AND BARRIERS

Have any of the following barriers affected your ability to have your child(ren) vaccinated against COVID-19?***



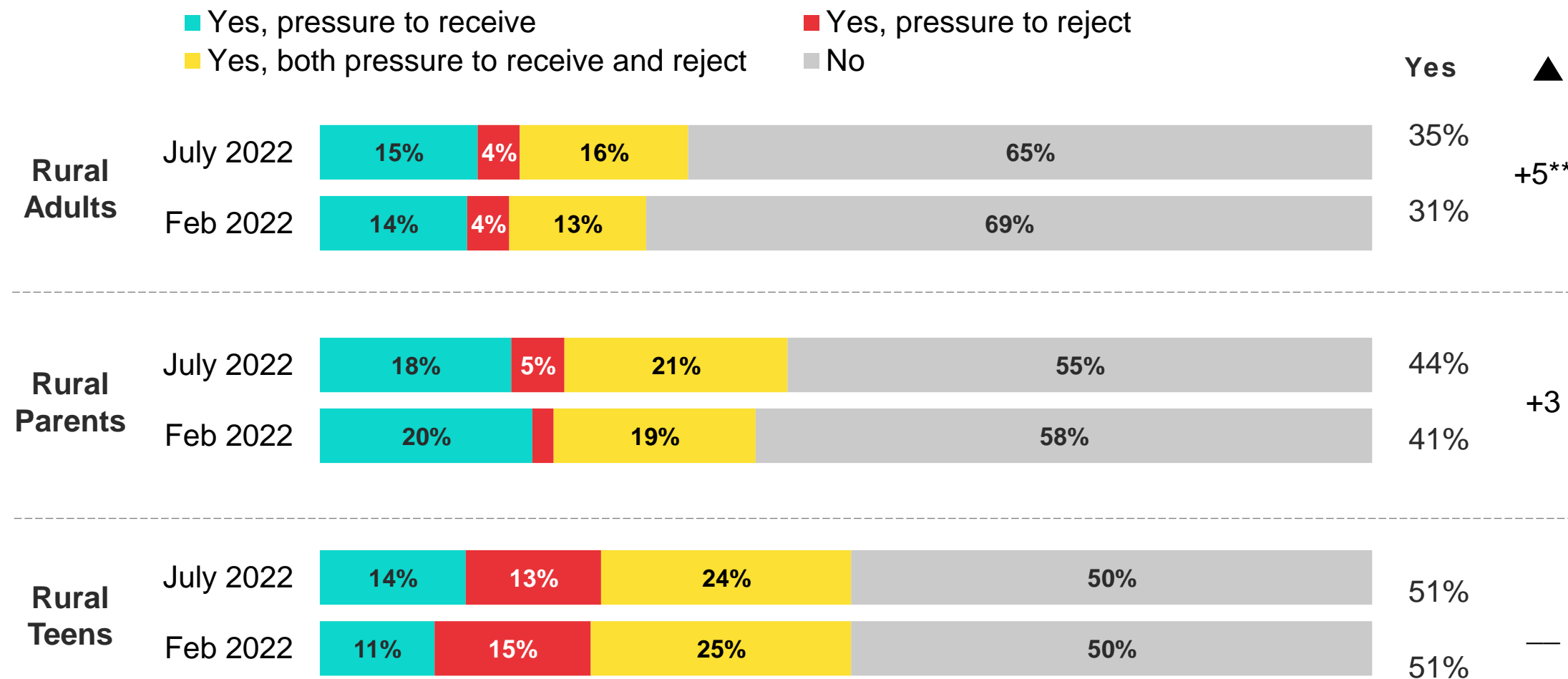
***Responses below 3% removed from the analysis

*Among rural parents who report their children are not vaccinated; n = 314.

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MOTIVATORS AND BARRIERS

Have you felt social pressure to either receive or reject the COVID-19 vaccine?



** Significant difference between Feb 2022 and July 2022 data ▲ = change since Feb 2022

MOTIVATORS AND BARRIERS

Have you felt social pressure to either receive or reject the COVID-19 vaccine?

- Yes, pressure to receive
- Yes, pressure to reject
- Yes, both pressure to receive and reject
- No

Yes

Vaccinated
Rural
Adults



33%

Unvaccinated
Rural
Adults



38%

Unvaccinated
Persuadable
Adults*

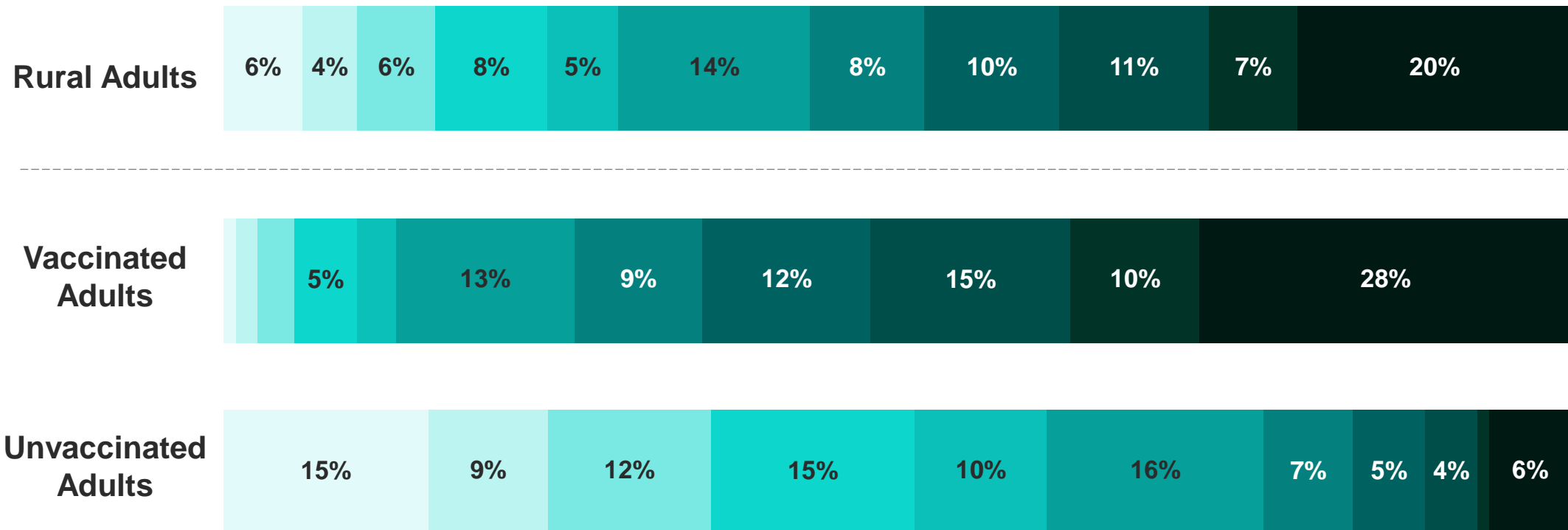
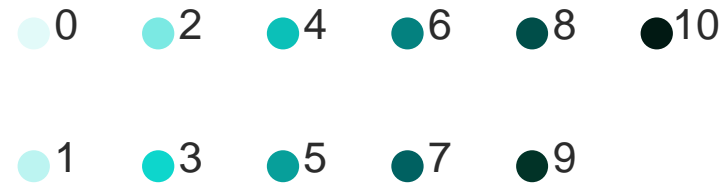


44%

* Unvaccinated Persuadable = % No, but will in the future + No, and not sure if will in the future.

VACCINE BELIEFS AND PERCEPTIONS

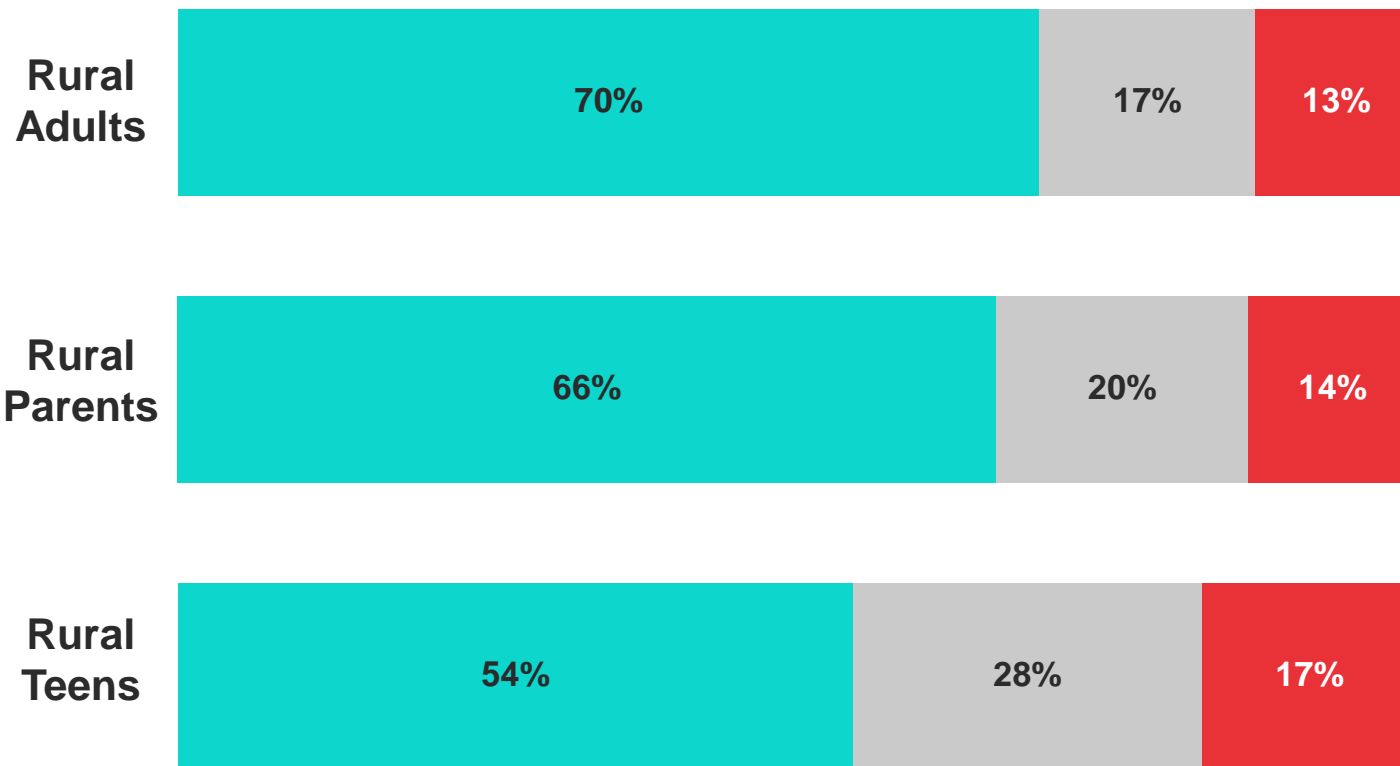
How many of your 10 closest friends do you believe are vaccinated against COVID-19? **Number of Vaccinated Friends**



MOTIVATORS AND BARRIERS

Which of the following comes closest to your opinion, even if neither is exactly right?

- COVID-19 is here to stay in the U.S. much like the common cold or flu
- Don't know/unsure
- COVID-19 will eventually go away in the U.S.



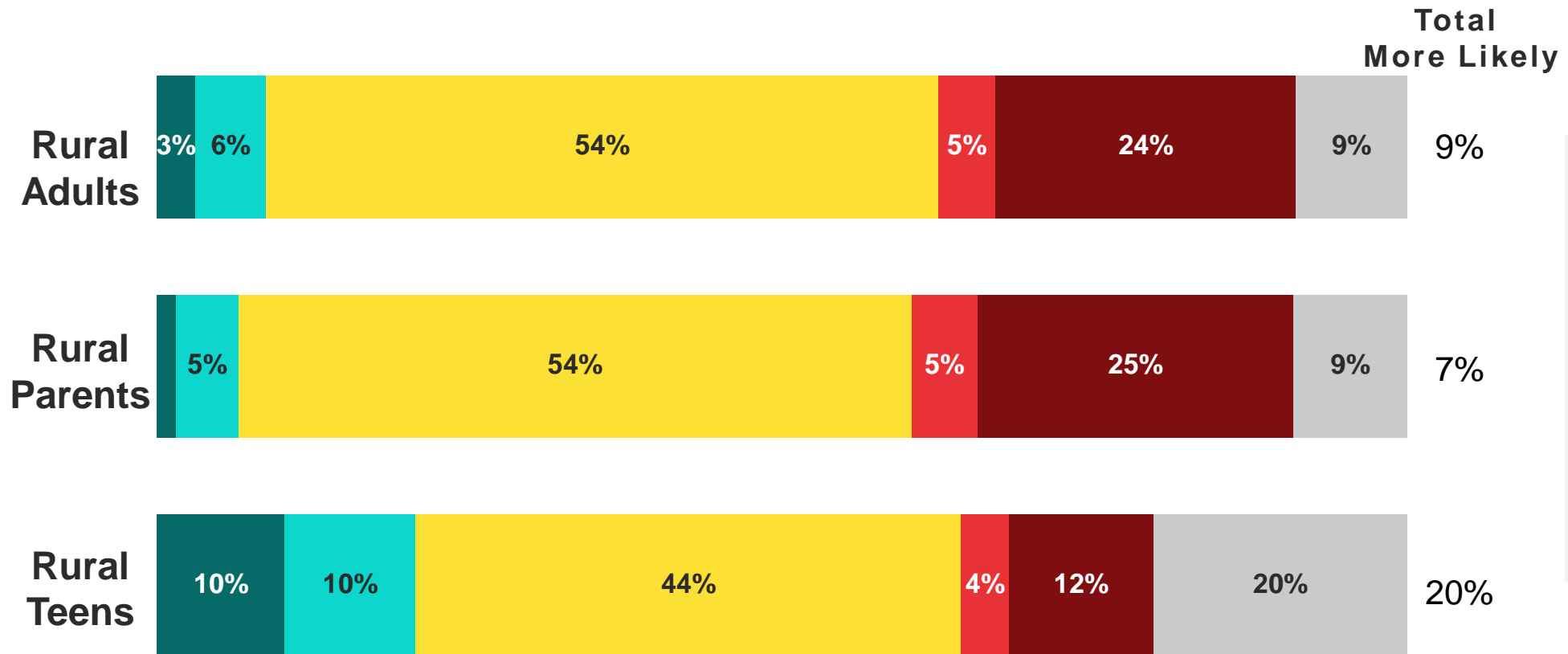
Vaccinated Rural Adults	78%	12%	11%
Unvaccinated Rural Adults	57%	26%	17%

While a large majority of **vaccinated** rural adults think COVID-19 is here to stay (78%), a quarter of **unvaccinated** rural adults are unsure (26%).

MOTIVATORS AND BARRIERS

If the vaccine is recommended as part of standard annual immunizations (like the flu vaccine), would you be more likely or less likely to get a vaccine, or would it not change either way? **

- Much more likely
- Somewhat more likely
- No change either way
- Somewhat less likely
- Much less likely
- Prefer not to say

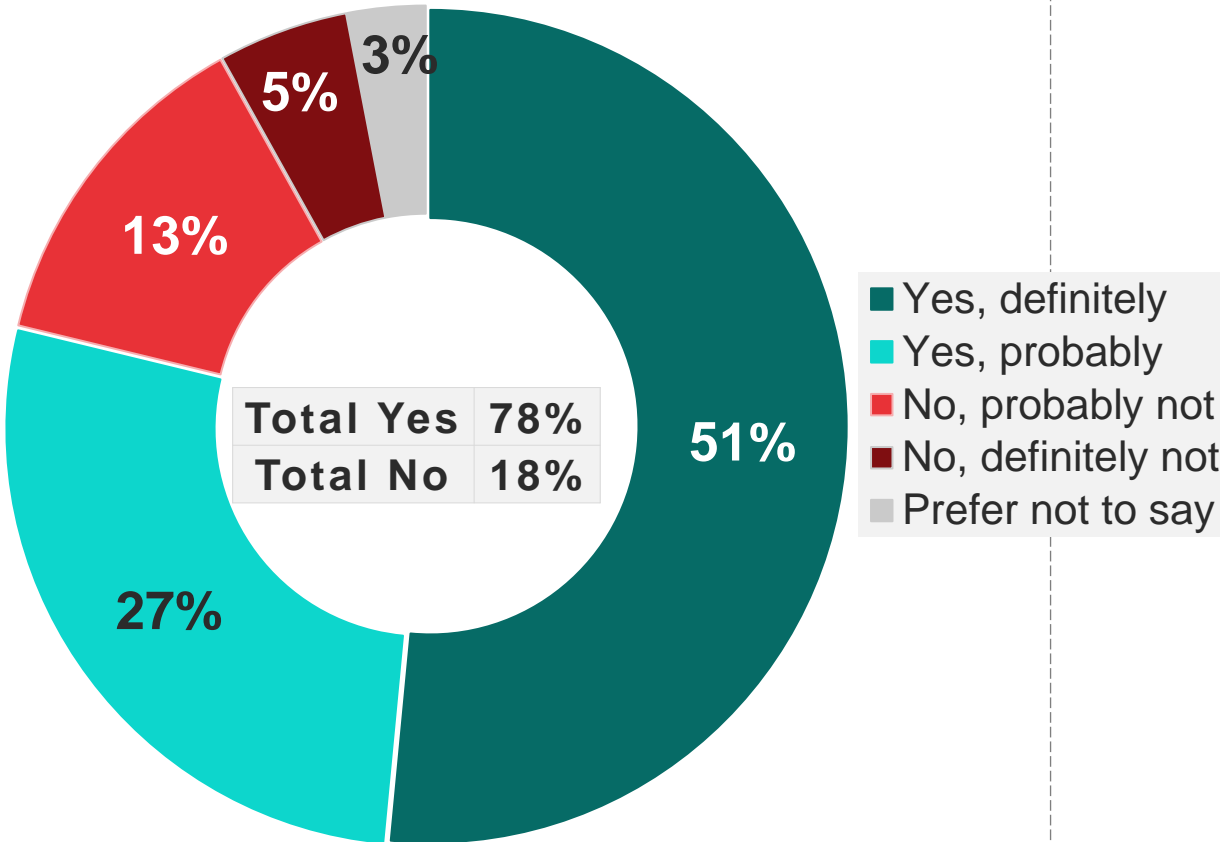


Twenty percent of **unvaccinated persuadable*** adults said they would be **more likely**.

* Unvaccinated Persuadable = % No, but will in the future + No, and not sure if will in the future.
 ** Among those that report to be not vaccinated : n = 348 Rural Adults, n = 374 Rural Parents, n = 99 Rural Teens.

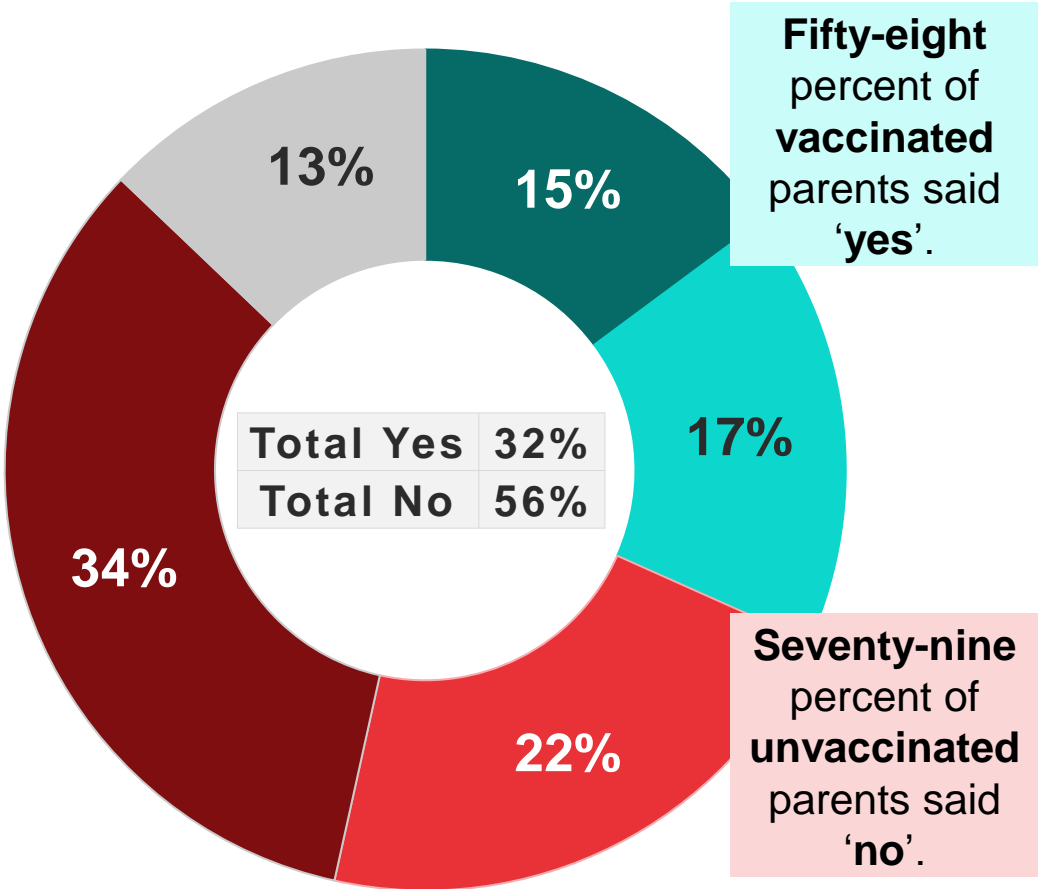
MOTIVATORS AND BARRIERS

If the vaccine is recommended as part of standard annual immunizations (like the flu vaccine), would you get the vaccine on the recommended schedule?*



*Among vaccinated rural adults: n = 606.

If the vaccine is recommended as part of standard annual immunizations (like the flu vaccine), would you have your child vaccinated on the recommended schedule?*



*Among rural parents: n = 750.

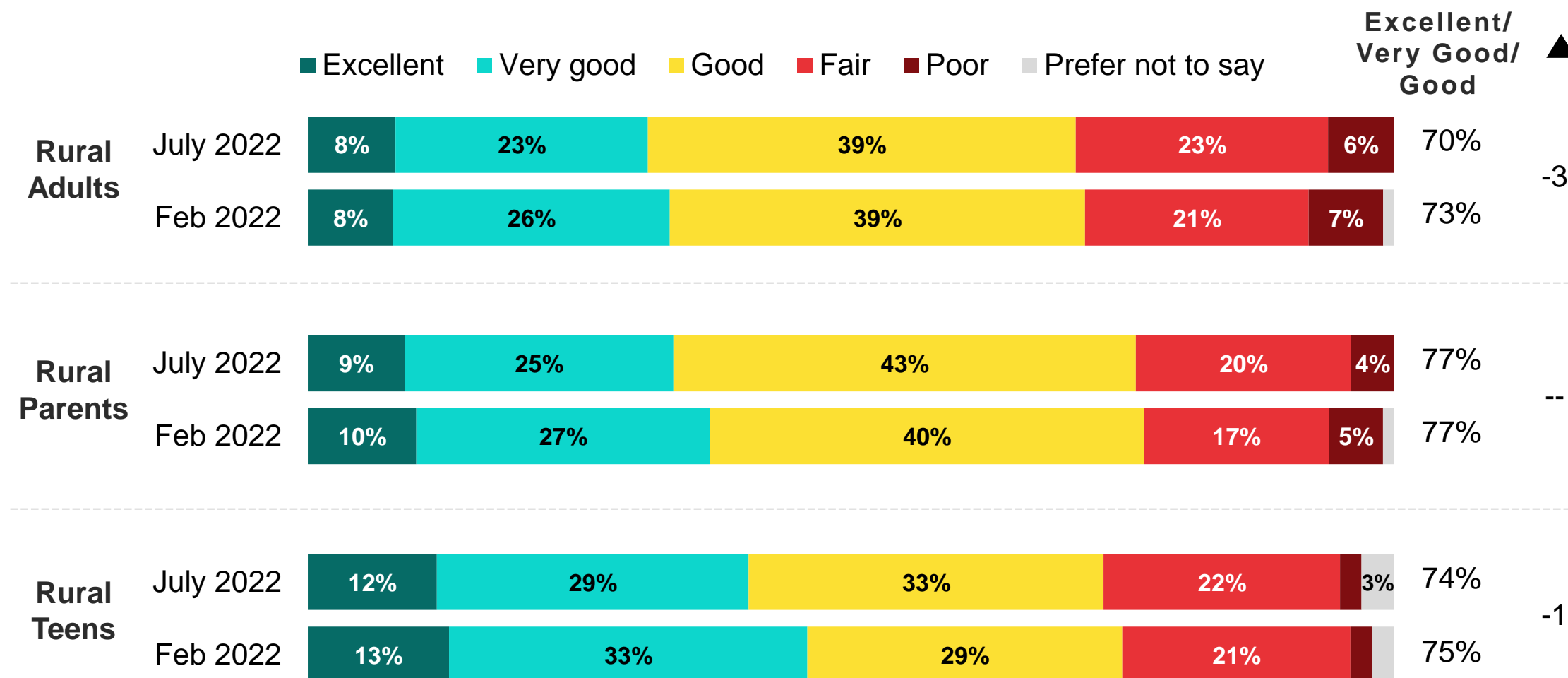
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APPENDIX



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In general, how would you rate your health?

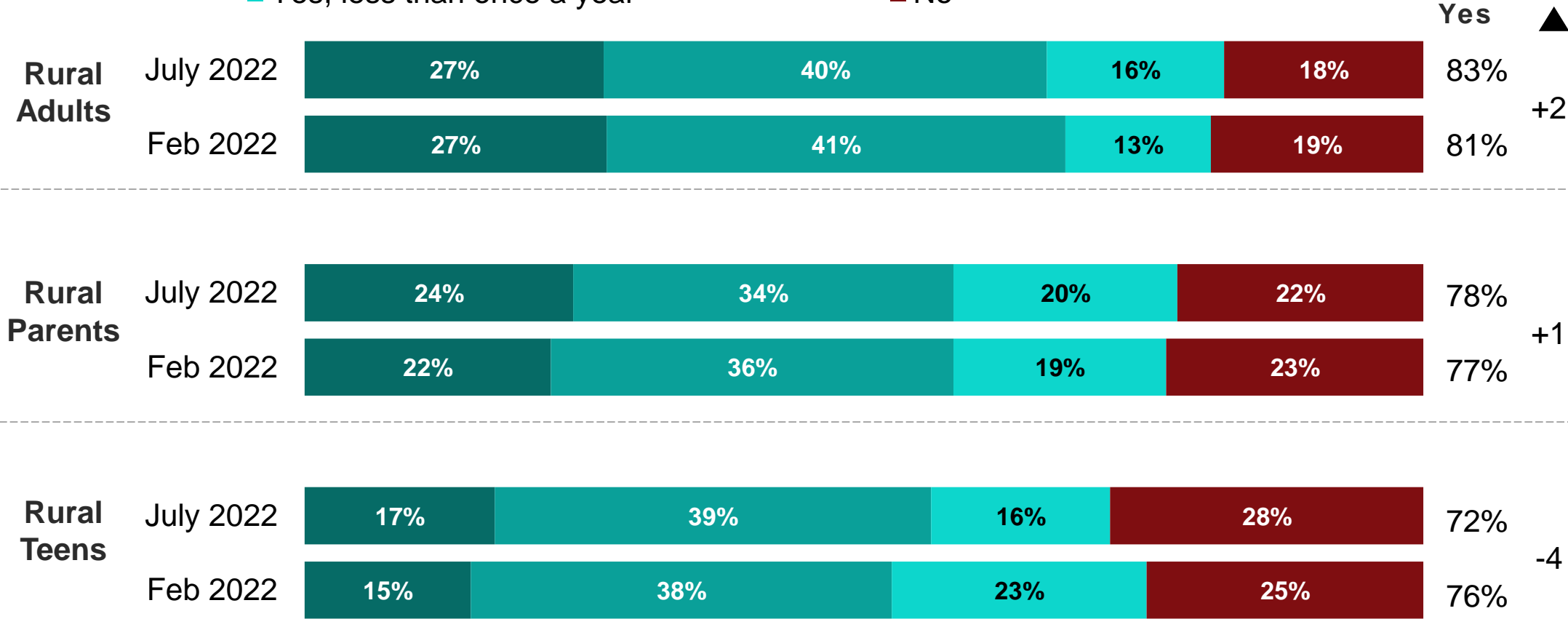


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Do you have a physician or health care provider you see regularly?

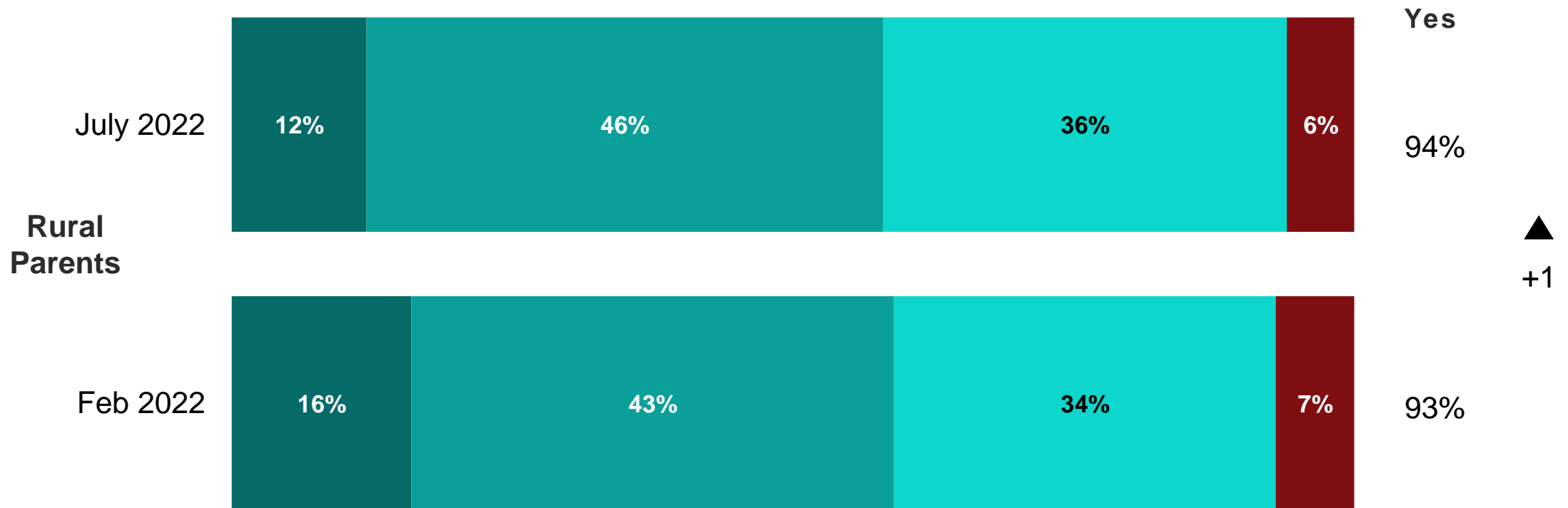
- Yes, more than two times a year
- Yes, one or two times a year
- Yes, less than once a year
- No



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Does your child(ren) have a physician or health care provider you see regularly?*

- Yes, more than two times a year
- Yes, one or two times a year
- Yes, less than once a year
- No

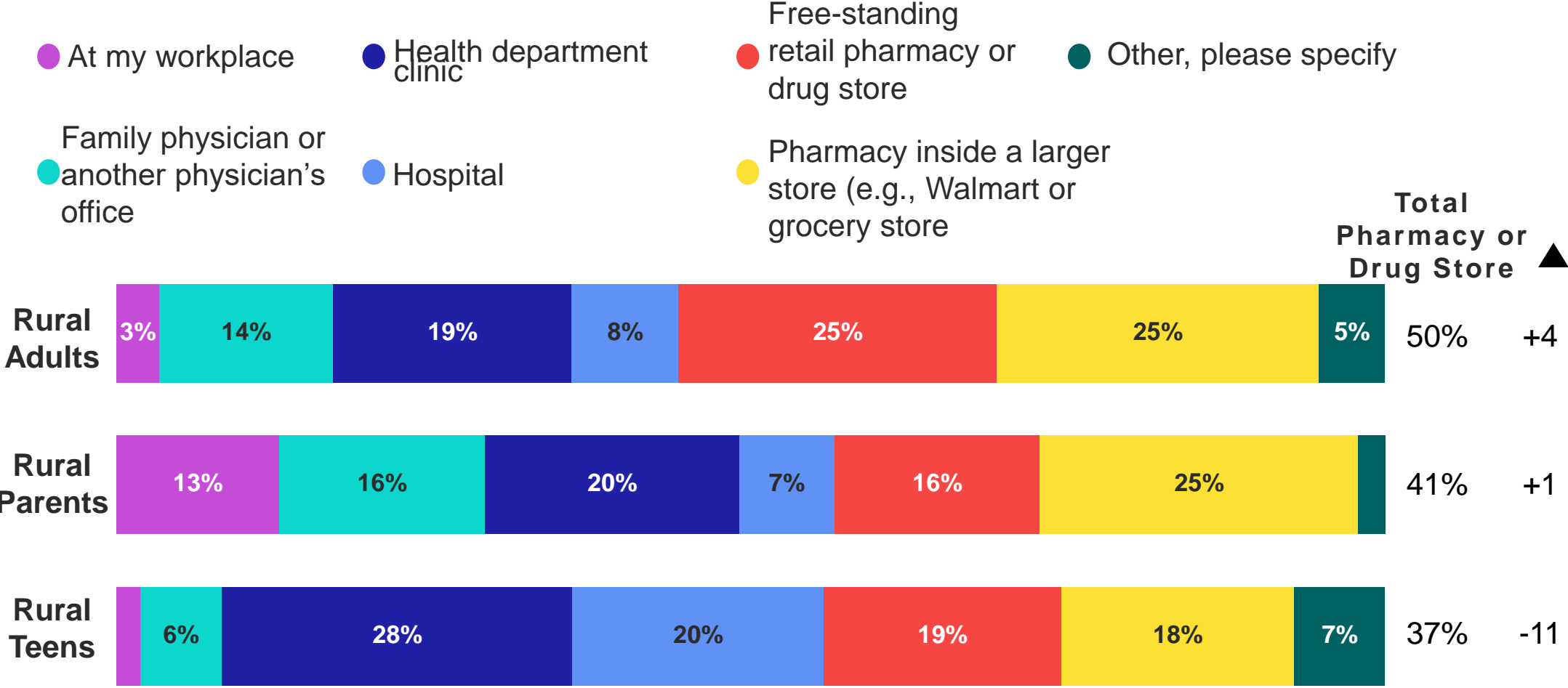


*Among Rural Parents with children 5 years or older: n = 750.

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At what kind of place did you receive the most recent dose of COVID-19 vaccine?*

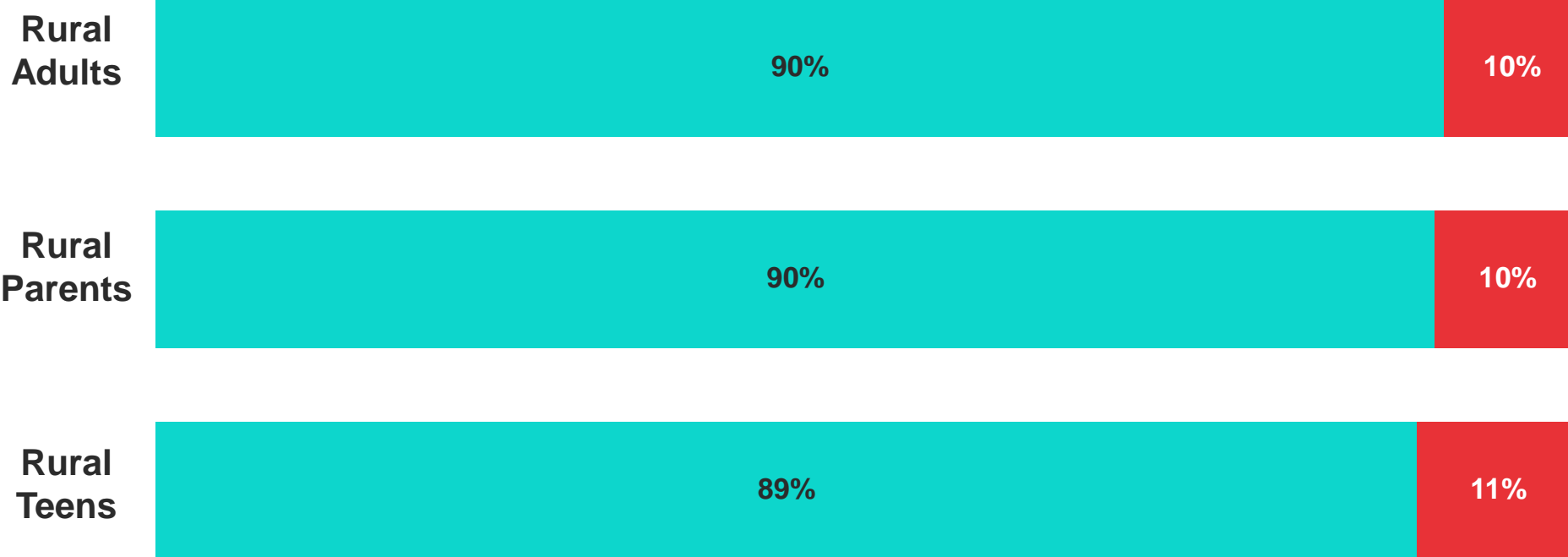


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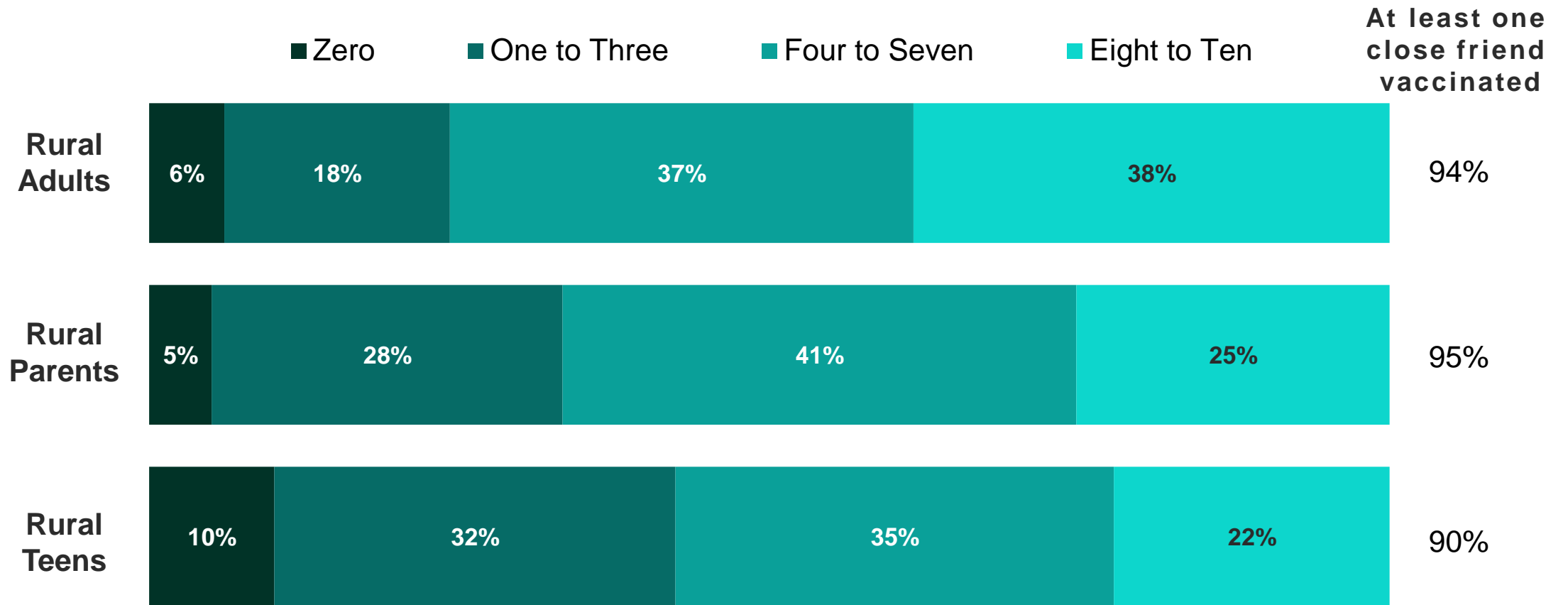
Do you know where to get a COVID-19 vaccination or booster vaccination?

● Yes ● No



20%
of unvaccinated
adults said 'no'.

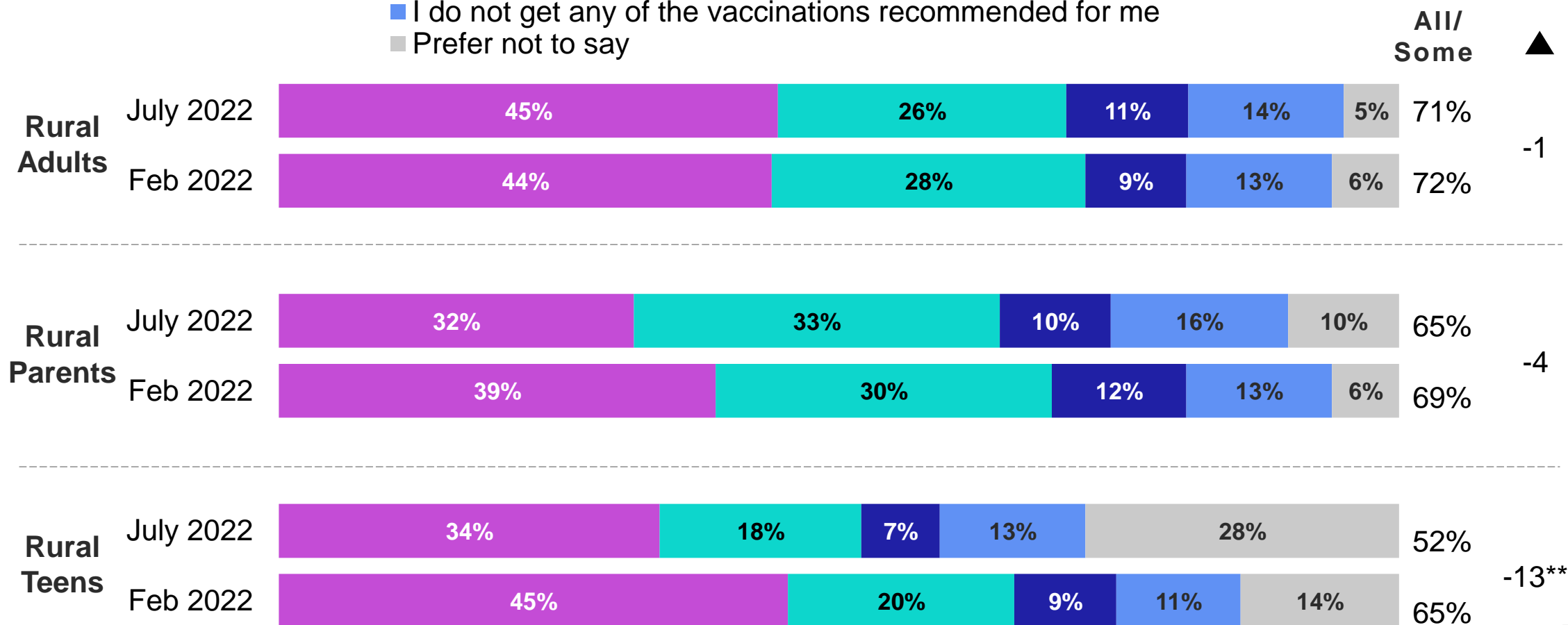
How many of your 10 closest friends do you believe are vaccinated against COVID-19?



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Which of the following comes closest to your view, even if none are exactly right?

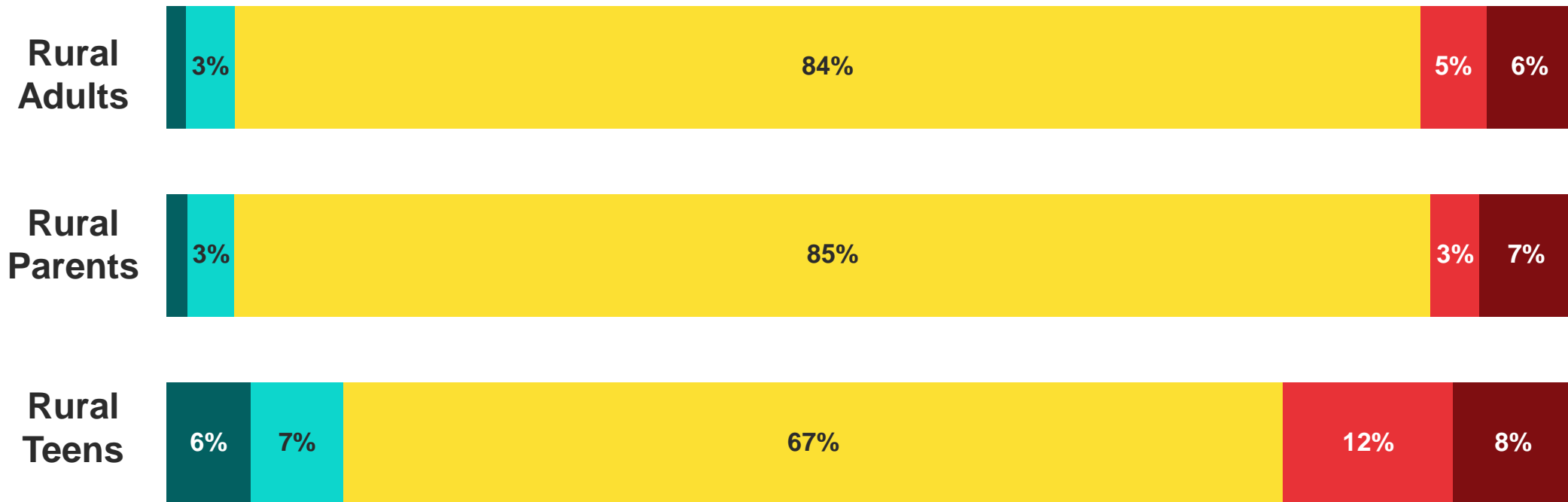
- I get all vaccinations recommended for me
- I get some of the vaccinations recommended for me
- I get very few of the vaccinations recommended for me
- I do not get any of the vaccinations recommended for me
- Prefer not to say



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Have the striking down of governmental vaccination mandates affected your intent to get vaccinated?*

● Yes, much more likely
 ● Yes, somewhat more likely
 ● No change
 ● Yes, somewhat less likely
 ● Yes, much less likely



*Among those that report to be not vaccinated : n = 348 Rural Adults, n = 374 Rural Parents, n = 99 Rural Teens.



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