

# NATIONAL RURAL HEALTH ASSOCIATION

Vaccination Considerations in Rural America

MARCH 2022

|  
THE PROBLEM

LEADERS NEED FASTER INSIGHTS  
TO MAKE BETTER DECISIONS.



## THE SOLUTION

Morning Consult delivers better scale, quality, and speed to insight.



### UNRIVALED SCALE

Morning Consult's proprietary platform has access to 100+ million people globally, enabling over 30,000 daily interviews in over 40 of the largest economies and custom projects in over 100 countries.



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## METHODOLOGY

This 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.

## KEY FINDINGS

1. Most rural adults report being **at least partially vaccinated** (61%), with a majority of those vaccinated also receiving their booster shot (62%). Half of rural parents (47%) and teens (48%) are fully or partially vaccinated.
2. Feeling **overwhelmed by the information and misinformation** out there is the most selected barrier to vaccination (26% of unvaccinated rural adults) or have their children vaccinated (31% rural parents).
3. **Health care providers are the most trusted source** for COVID-19 vaccine information across all three rural samples (71%+ say they trust their health care provider 'a lot' or 'some' when receiving COVID-19 vaccine advice or information), of the options tested.

AGENDA

BELIEFS ABOUT VACCINATIONS

COVID-19 VACCINATION STATUS

COVID-19 VACCINATION MOTIVATORS  
AND BARRIERS

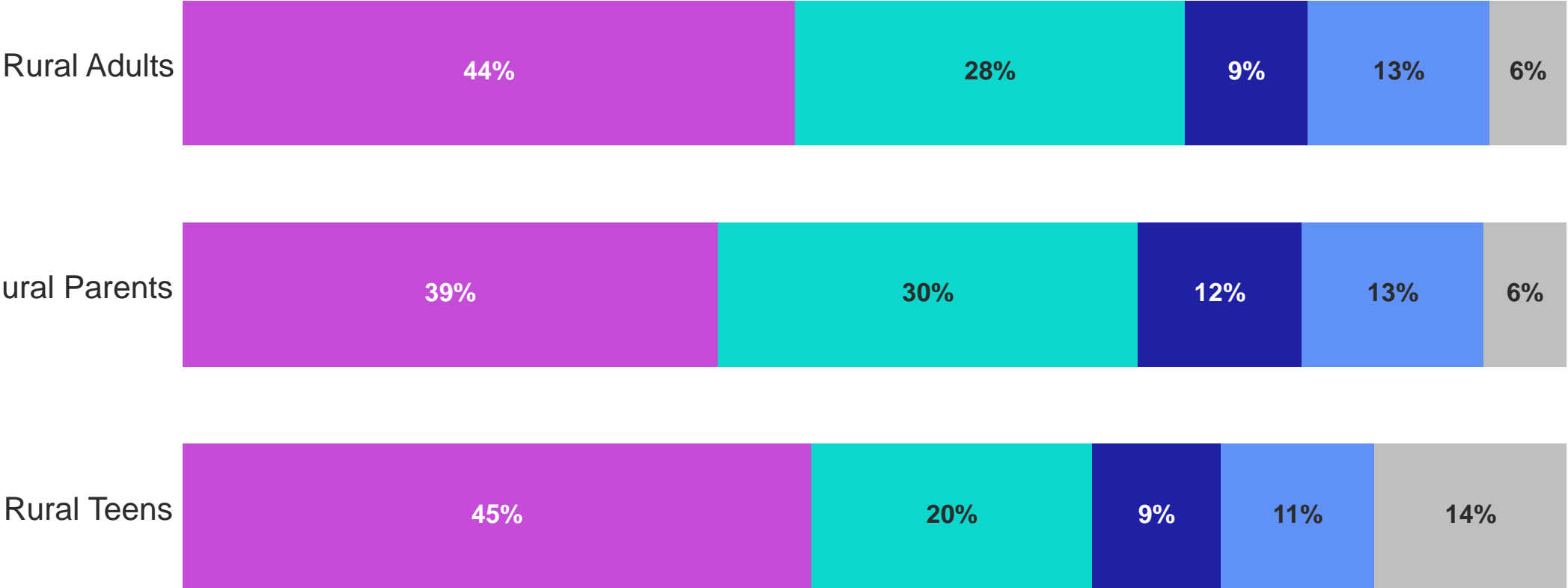
POST-VACCINATION BEHAVIORS



BELIEFS ABOUT VACCINATIONS

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 vaccines 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



## BELIEFS ABOUT VACCINATIONS

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

Total Disagree	Rural Adults	Rural Parents	Rural Teens
Vaccines are important for my health	20%	24%	22%
Getting vaccines is a good way to protect myself from diseases	15%	21%	14%
Vaccines are effective	18%	22%	14%
Being vaccinated is important for the health of others in my community	20%	26%	24%
The information I receive about vaccines is reliable and trustworthy	30%	35%	32%
Generally, I do what my doctor or health care provider recommends about vaccines for myself	20%	24%	15%
New vaccines carry more risks than older vaccines	43%	32%	38%
I am concerned about the serious adverse effects of vaccines	39%	25%	39%

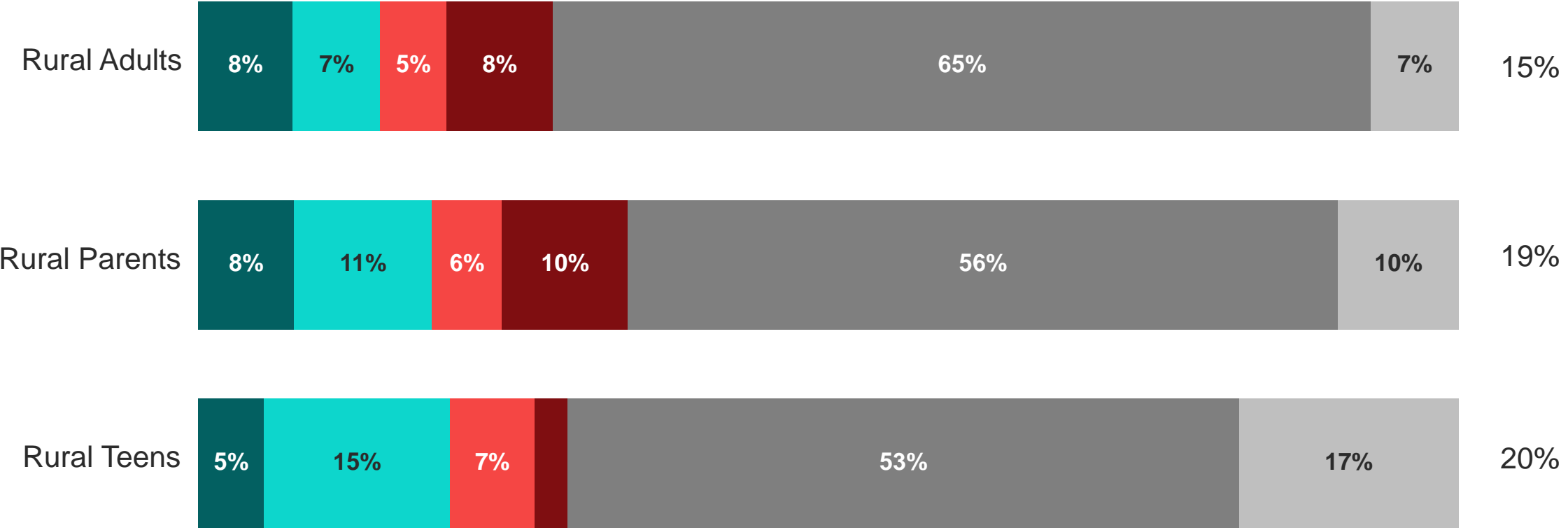


BELIEFS ABOUT VACCINATIONS

Have your views towards vaccination changed in the past six months?

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

**Total More Favorable**



AGENDA

BELIEFS ABOUT VACCINATIONS

COVID-19 VACCINATION STATUS

COVID-19 VACCINATION MOTIVATORS  
AND BARRIERS

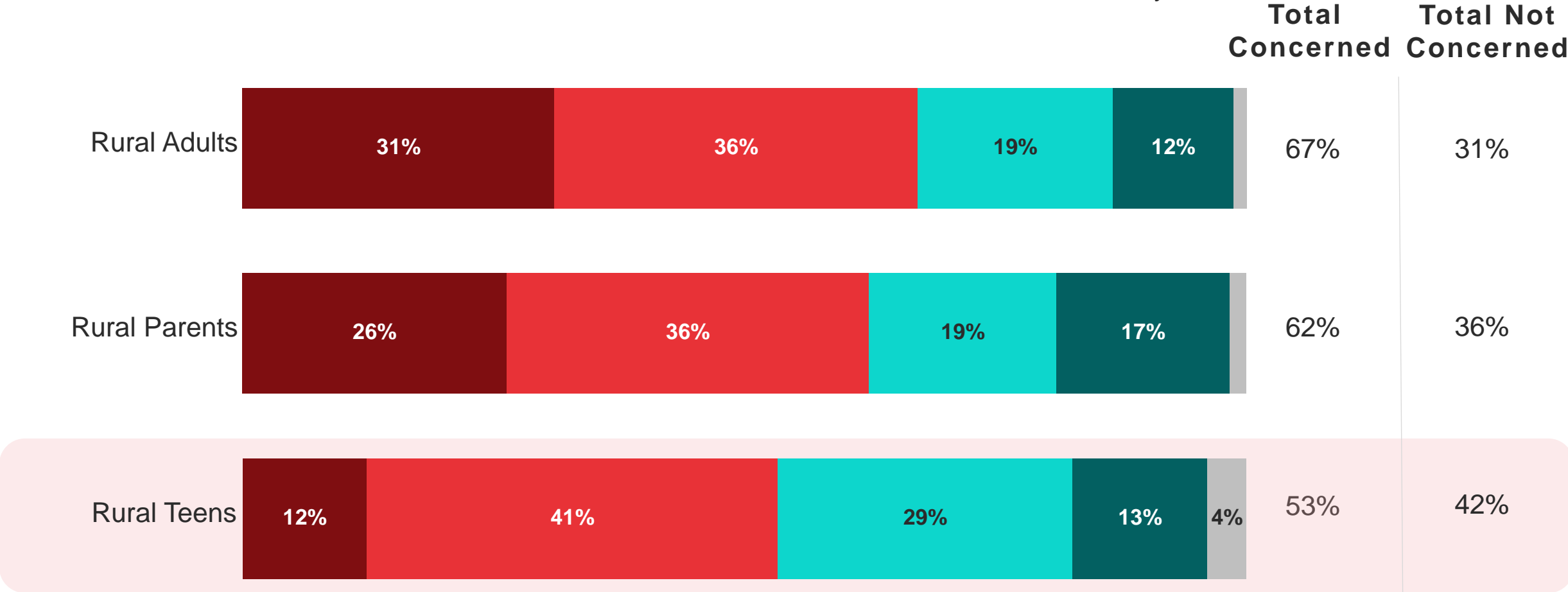
POST-VACCINATION BEHAVIORS



COVID-19 VACCINATION STATUS

What is your current level of concern about COVID-19 in general?

Very concerned   Somewhat concerned   Not too concerned   Not at all concerned   Prefer not to say



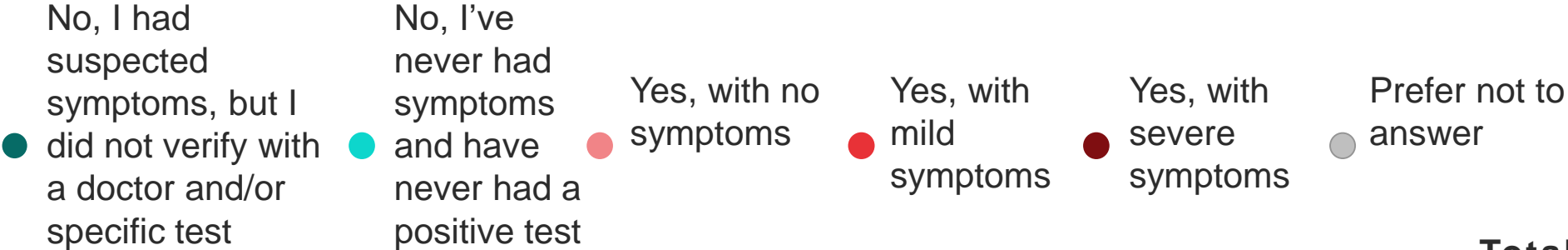
COVID-19 VACCINATION STATUS

What is your current level of concern about COVID-19 in general?

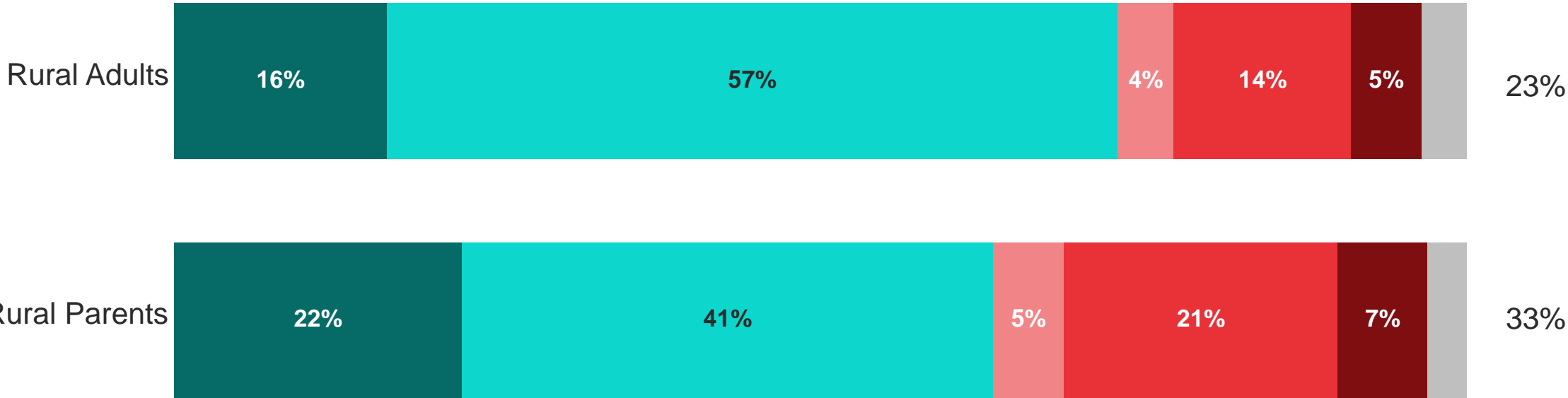
	Total Concerned
Rural Adults	67%
Educ: < College	65%
Educ: Bachelor's degree	70%
Educ: Post-grad degree	84%
Income: Under 50k	70%
Income: 50k-100k	63%
Income: 100k+	63%
Ethnicity: White	66%
Ethnicity: Hispanic/ Latino	77%
Ethnicity: Black	86%

COVID-19 VACCINATION STATUS

At any point in time, have you had COVID-19 confirmed by PCR or rapid test?



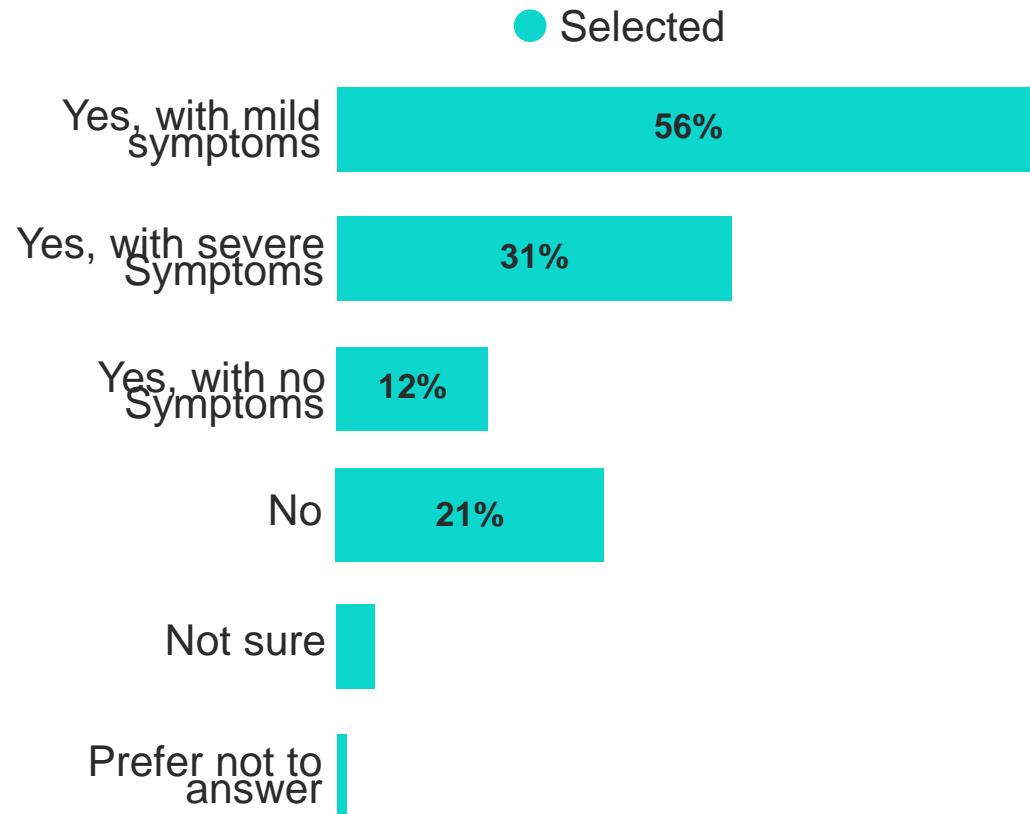
Total Yes



\*Teens were not asked this question

COVID-19 VACCINATION STATUS

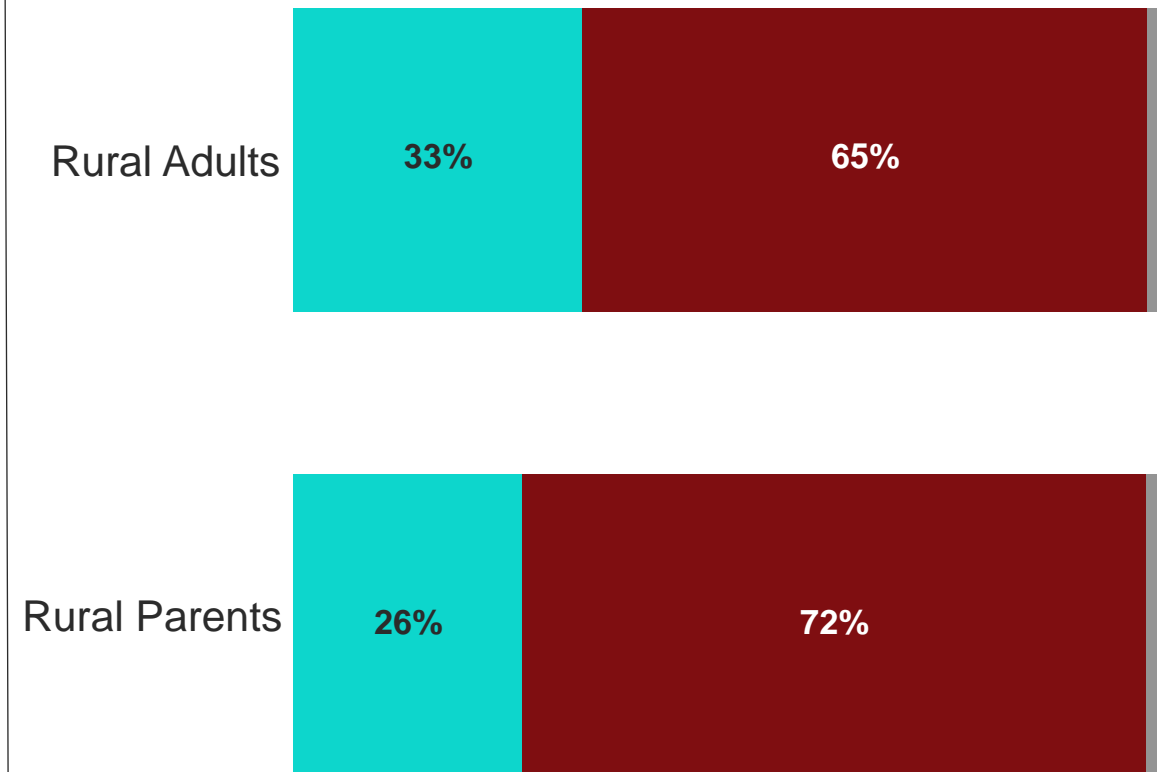
Do you know anyone (a family member or close acquaintance) that has had COVID-19? Select all that apply in terms of symptoms.



\*Among Rural Adults: n = 1,806

Has a family member or close acquaintance died from COVID-19?

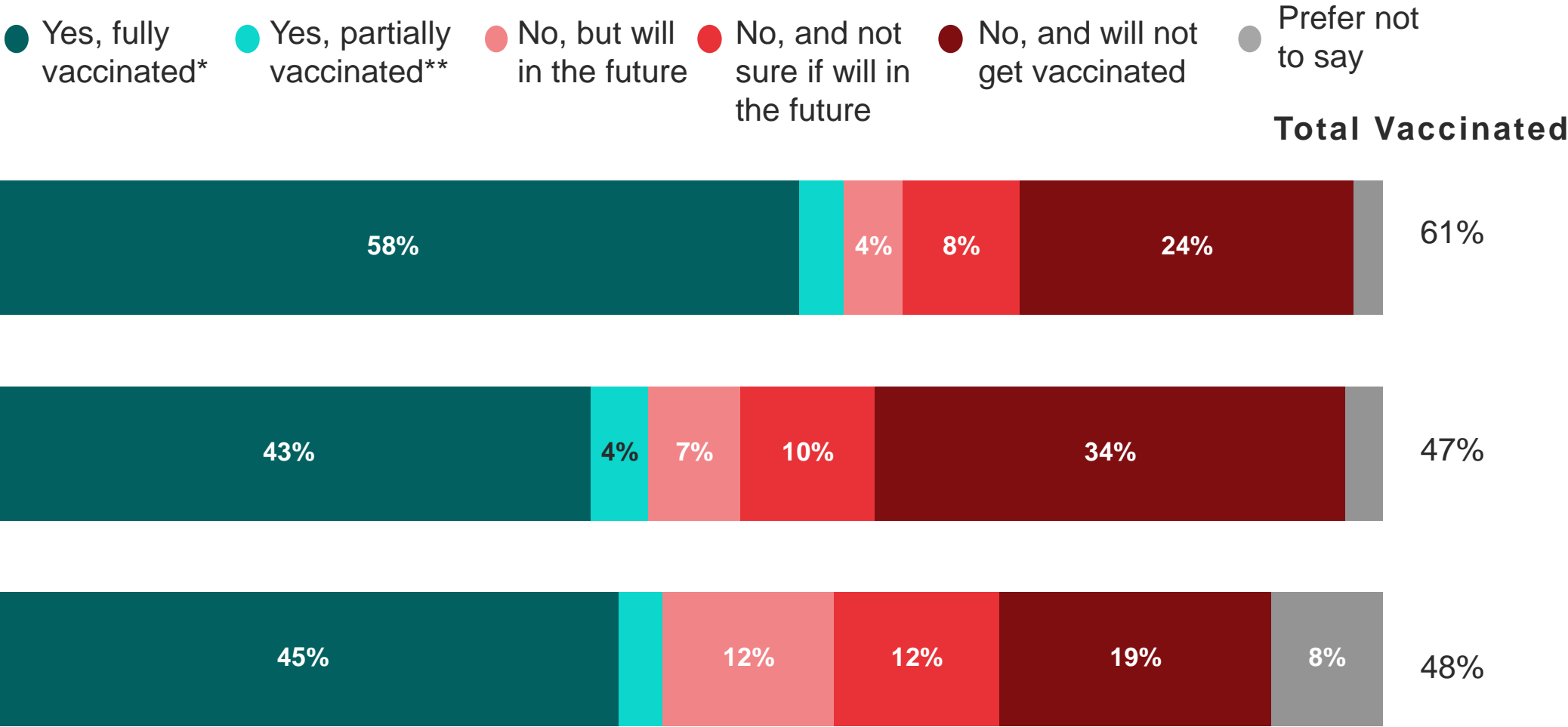
● Yes ● No ● Prefer not to answer



\*Among those that knew someone with COVID-19: n = 1,362

COVID-19 VACCINATION STATUS

Are you vaccinated against COVID-19?



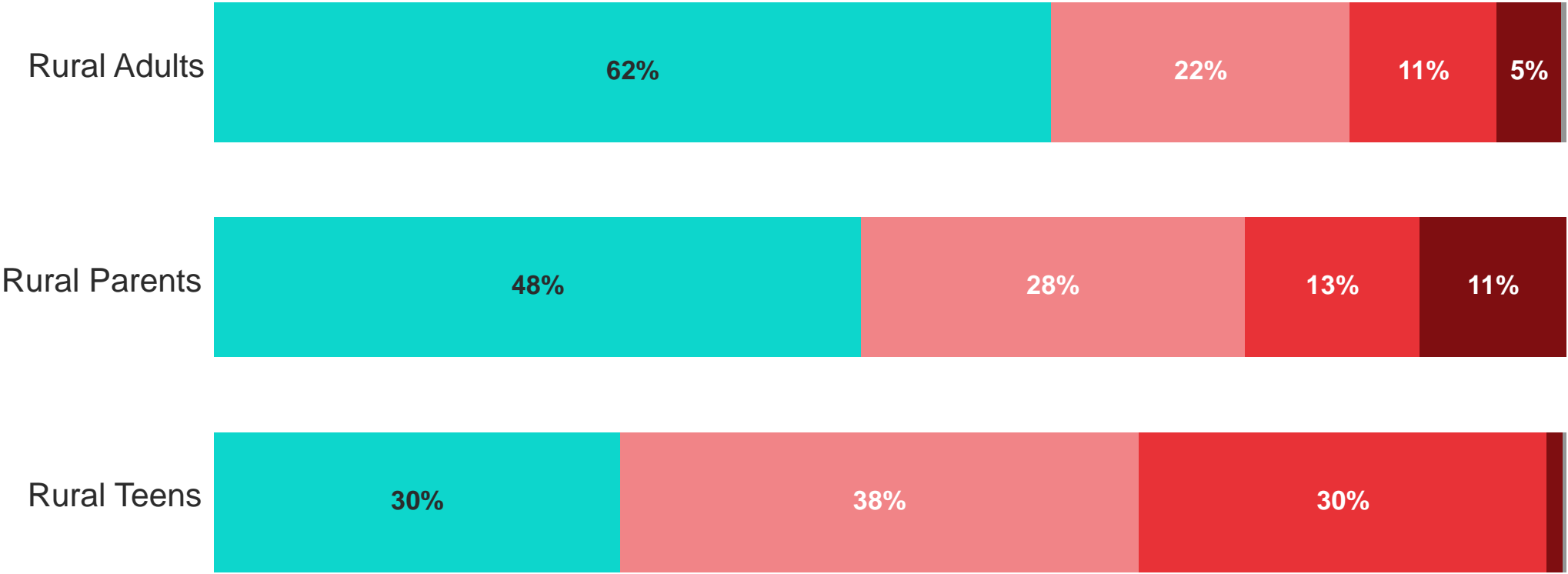
\*Full text: Yes, fully vaccinated (either two doses of Pfizer or Moderna, or one dose of J&J vaccine)

\*\* Full text: Yes, partially vaccinated (still need second shot)

COVID-19 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 a booster vaccination
- Prefer not to say

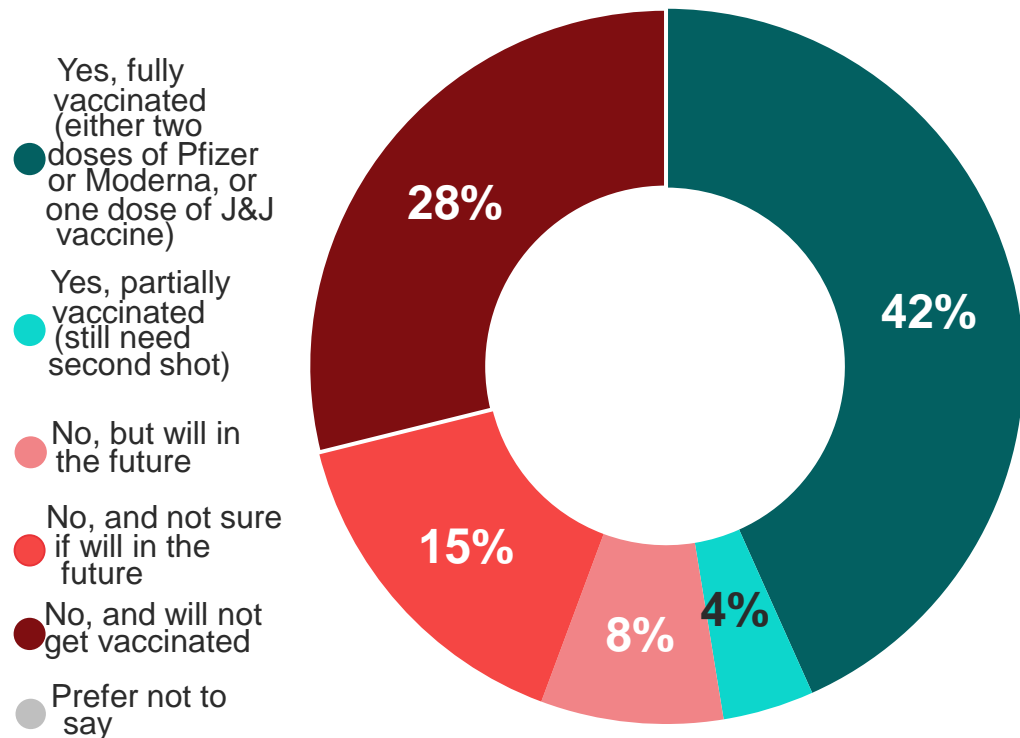


\*Among those that report to be vaccinated : n = 1,032 Rural Adults, n = 207 Rural Parents, n = 81 Rural Teens.



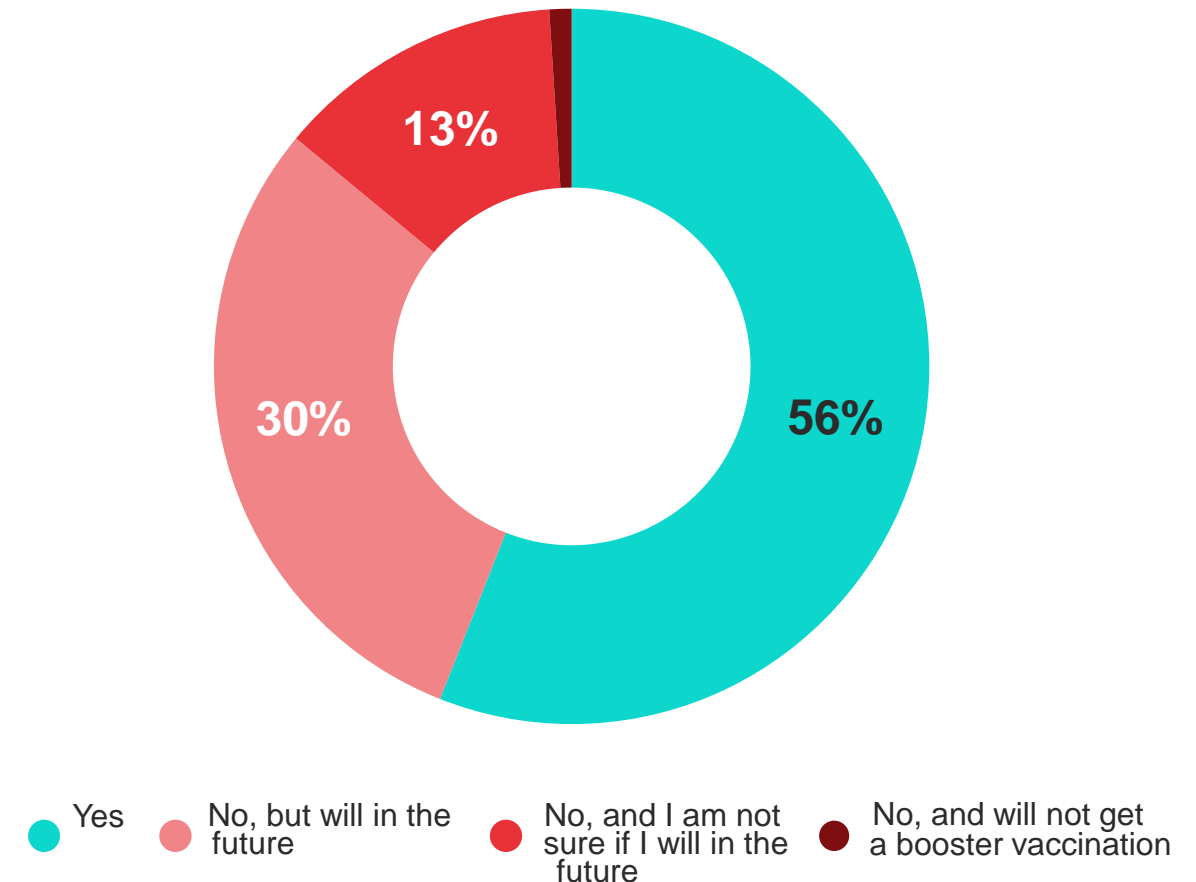
COVID-19 VACCINATION STATUS

Are/is your child(ren) vaccinated against COVID-19?  
Please respond for children 12 years old or older in your household.



\*Among Rural Parents with children 12 years or older: n = 223.

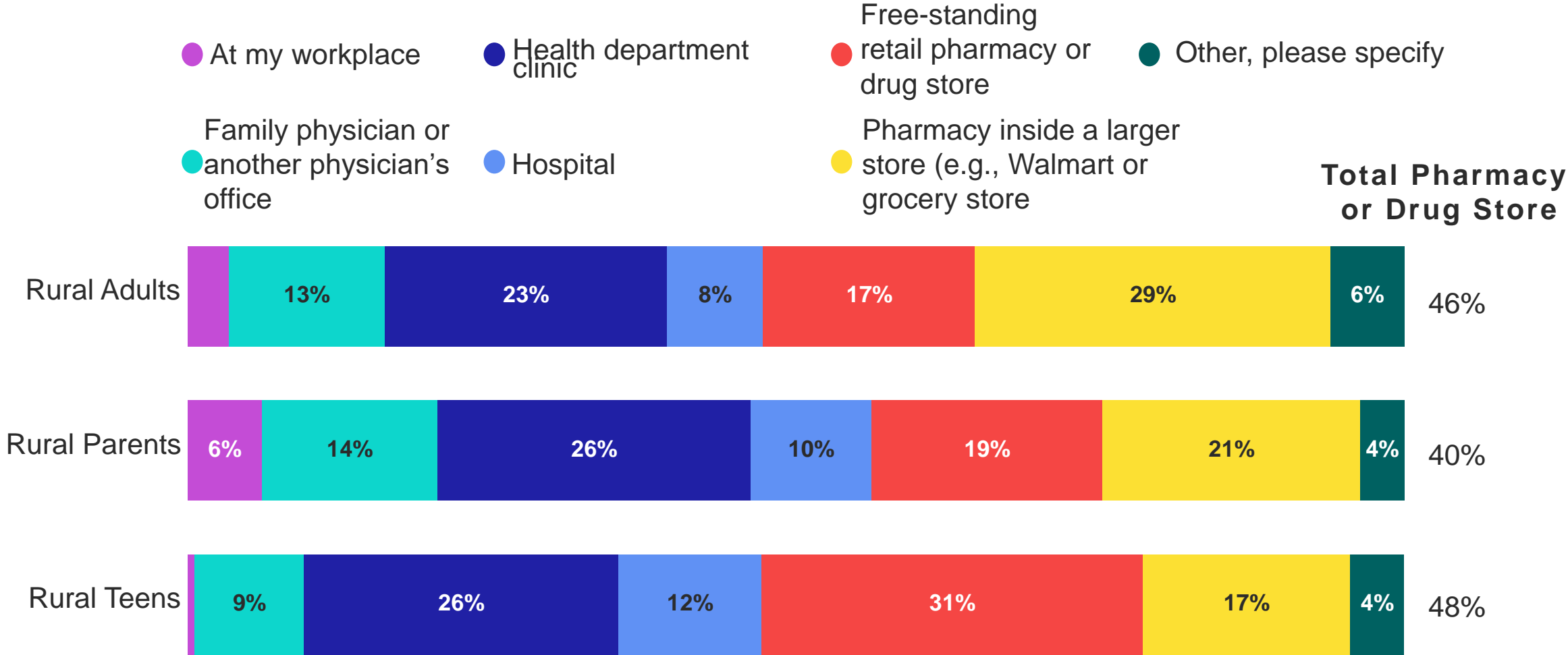
Has/have your child(ren) received a booster vaccination? Please respond for children 12 years old or older in your household.



\*Among Rural Parents with vaccinated children: n = 88.

COVID-19 VACCINATION STATUS

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



\*Among those that report to be vaccinated : n = 1,032 Rural Adults, n = 207 Rural Parents, n = 81 Rural Teens.

COVID-19 VACCINATION STATUS

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

	At my workplace	Family physician or another physician's office	Health department clinic	Hospital	Free-standing retail pharmacy or drug store	Pharmacy inside a larger store (e.g., Walmart or grocery store)
Rural Adults	3%	13%	23%	8%	17%	29%
Ethnicity: White	3%	13%	23%	8%	20%	29%
Ethnicity: Black	9%	9%	24%	1%	1%	42%

\*Among those that report to be vaccinated : n = 1,032 Rural Adults, n =912 White Rural Adults, n = 83 Black Rural Adults.

## COVID-19 VACCINATION STATUS

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

Total Confident	Rural Adults	Rural Parents	Rural Teens
The fast production of the vaccine did not compromise its safety	18%	17%	23%
Agencies approving the vaccines are following strict rules	22%	18%	36%
My risk of getting sick with COVID-19 is bigger than the risk of side effects from the vaccine	23%	23%	33%
The vaccine cannot cause any immediate or long-term injury	12%	11%	17%
It is impossible to get COVID-19 or any other disease from the vaccine itself or its components	20%	18%	24%
The vaccine works in protecting me from COVID-19	17%	18%	33%
The vaccine works in stopping the transmission of COVID-19 from one person to another	14%	13%	26%
Health agencies and WHO recommend the vaccine and agree it is safe	24%	27%	46%

\*Among unvaccinated adults (n = 659), parents (n=237), and teens (n=96).

AGENDA

BELIEFS ABOUT VACCINATIONS

COVID-19 VACCINATION STATUS

COVID-19 VACCINATION MOTIVATORS  
AND BARRIERS

POST-VACCINATION BEHAVIORS

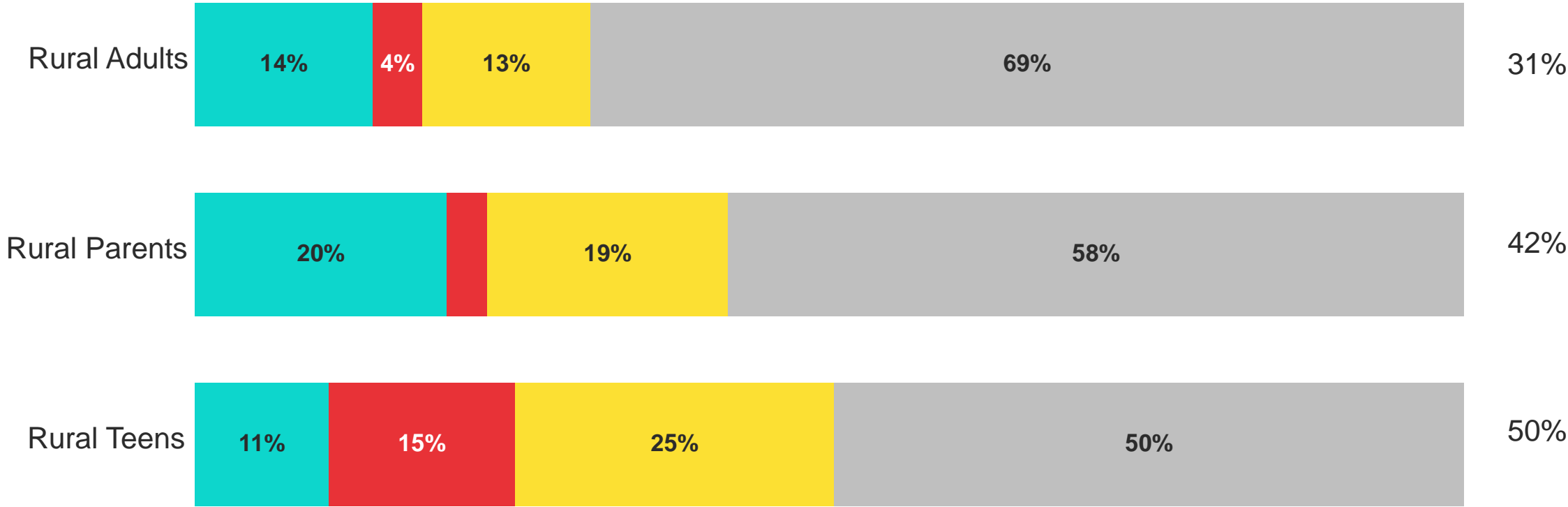


COVID-19 VACCINATION MOTIVATORS AND BARRIERS

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

**Total Yes**

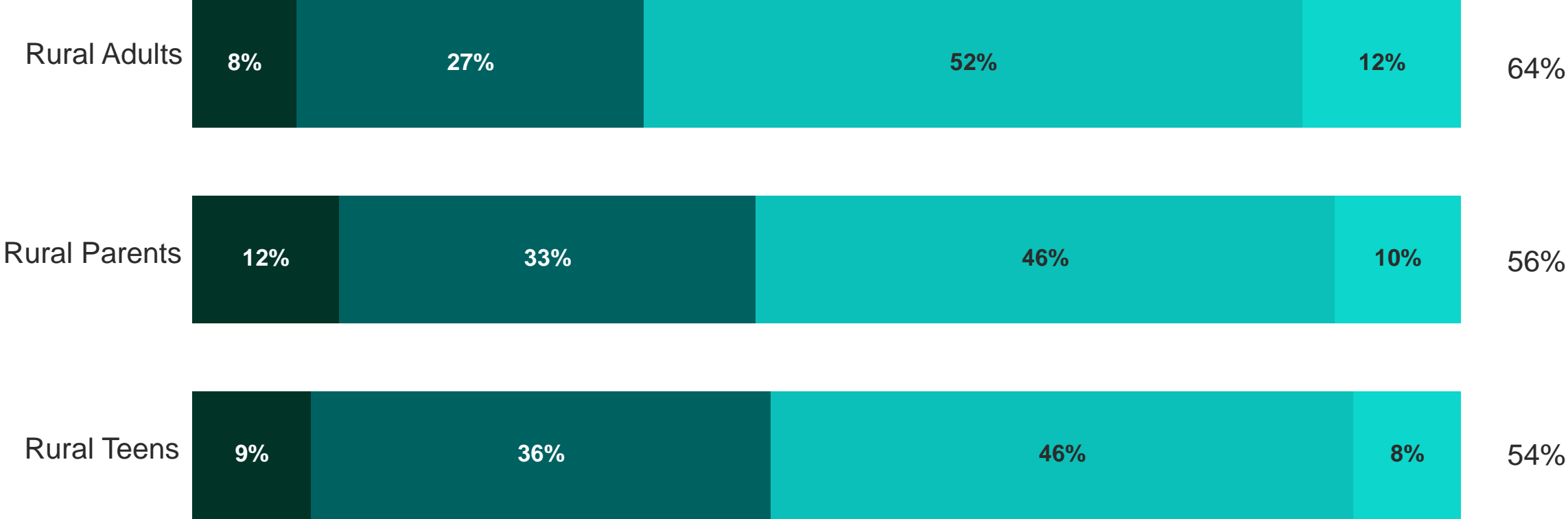


COVID-19 VACCINATION MOTIVATORS AND BARRIERS

What percentage of your community do you believe is vaccinated?

0%-24% 25%-49% 50%-74% 75%-100%

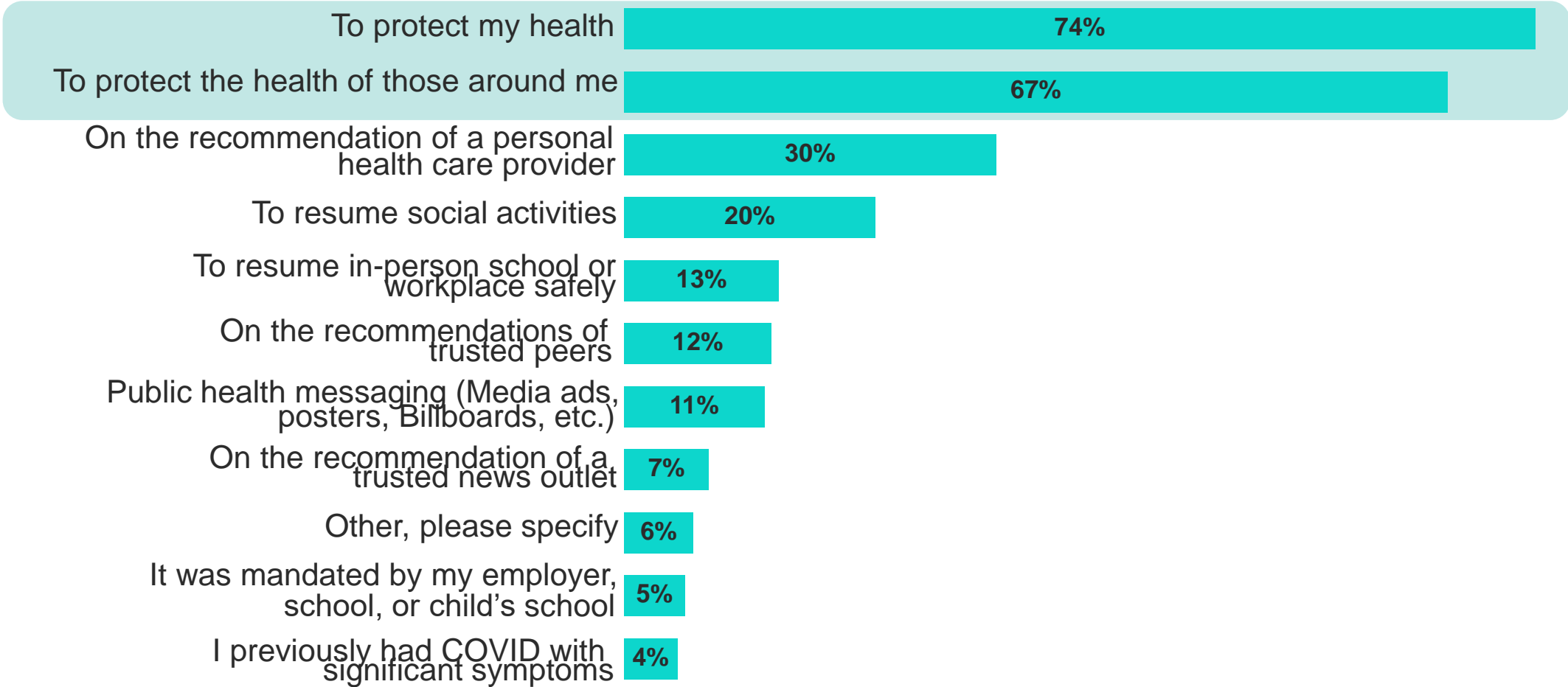
Over 50%  
Vaccinated



COVID-19 VACCINATION MOTIVATORS AND BARRIERS

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

Selected



\*Among Vaccinated Rural Adults: n = 1,032



## COVID-19 VACCINATION MOTIVATORS AND BARRIERS

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

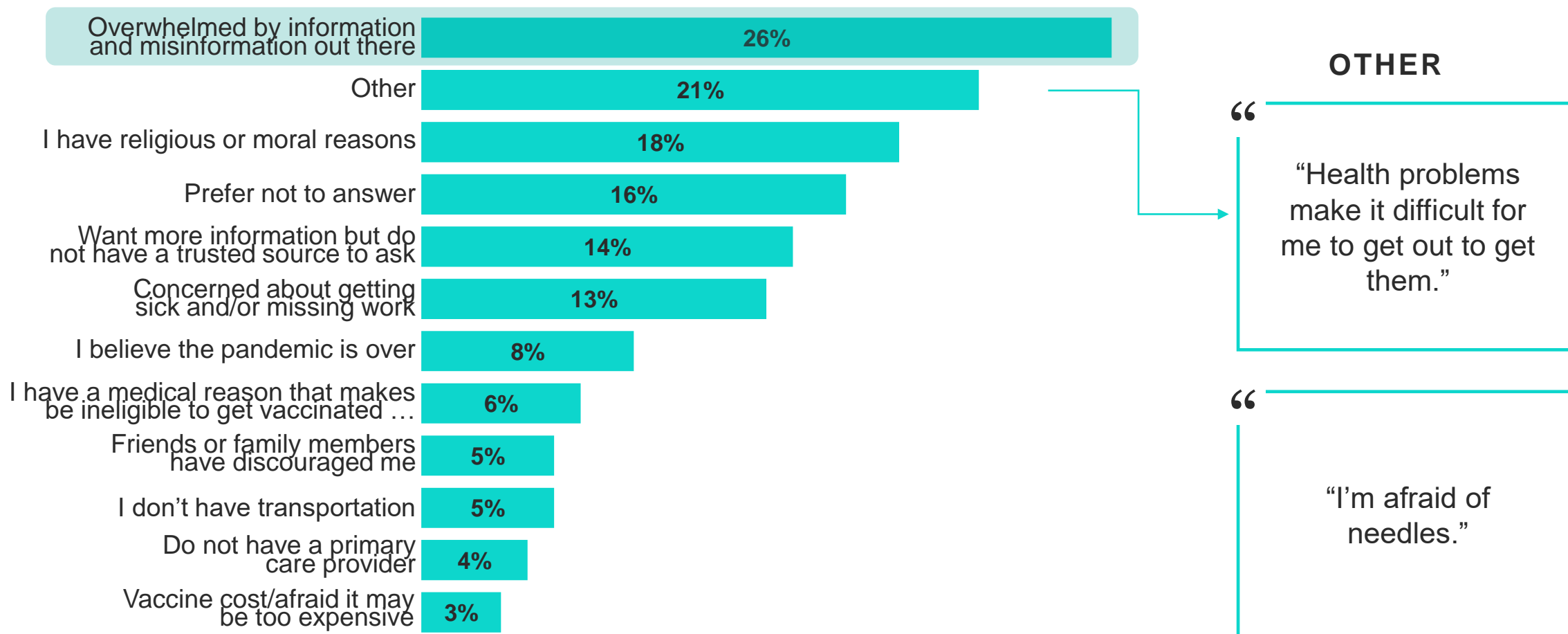
	Rural Adults	Ethnicity: White	Ethnicity: Black
To protect my health	76%	74%	85%
To protect the health of those around me	67%	66%	74%
On the recommendation of a personal health care provider	33%	34%	22%
On the recommendations of trusted peers	13%	13%	18%
On the recommendation of a trusted news outlet	8%	8%	7%
Public health messaging (Media ads, Posters, Billboards, etc.)	12%	13%	8%
It was mandated by my employer, school, or child's school	4%	4%	9%
To resume in-person school or workplace safely	9%	8%	19%
To resume social activities	20%	20%	23%
I previously had COVID with significant symptoms	4%	4%	1%

\*Among those that report to be vaccinated : n = 1,032 Rural Adults, n =912 White Rural Adults, n = 83 Black Rural Adults.

COVID-19 VACCINATION MOTIVATORS AND BARRIERS

Have any of the following barriers affected your ability to get vaccinated against COVID-19? Please select all that apply.

● Selected



OTHER

“Health problems make it difficult for me to get out to get them.”

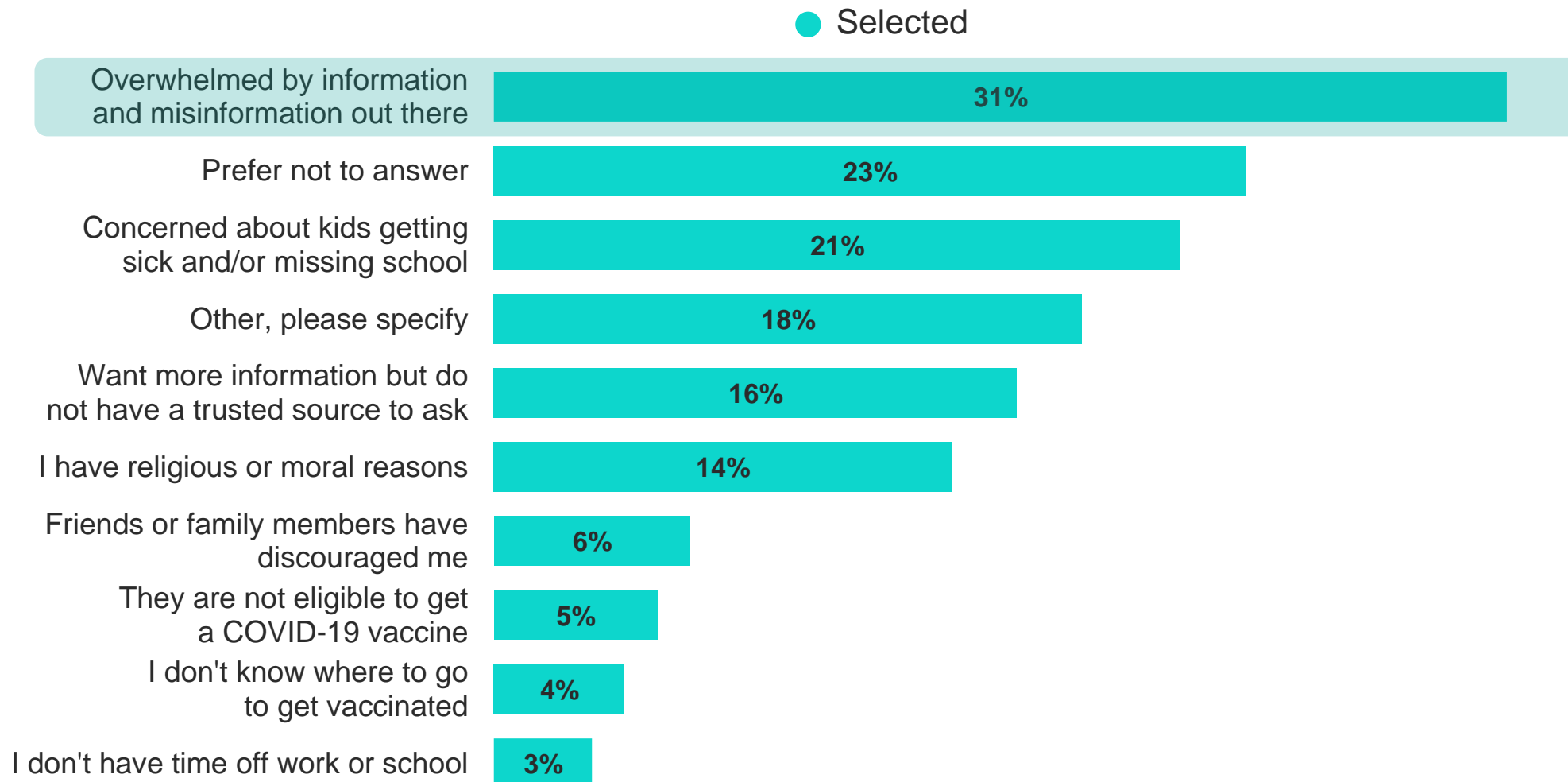
“I’m afraid of needles.”

\*Among Non-Vaccinated Rural Adults: n = 659

\*\*Responses below 3% removed from analysis

COVID-19 VACCINATION MOTIVATORS AND BARRIERS

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

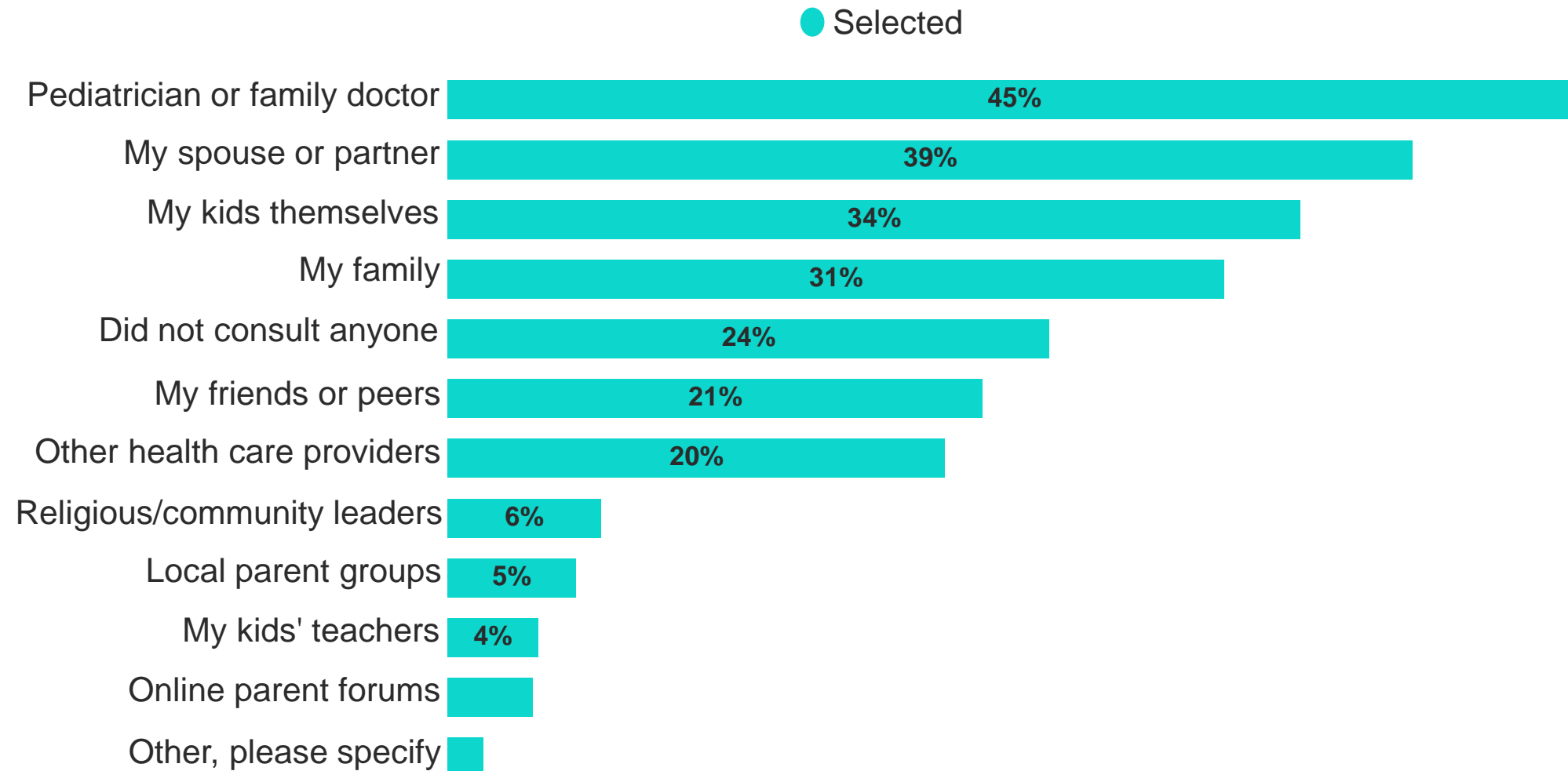


\*Among Rural Parents with children 12 years or older that are not vaccinated; n = 121

\*\*Responses below 3% removed from analysis

COVID-19 VACCINATION MOTIVATORS AND BARRIERS

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



\*Among Rural Parents with children 12 years or older: n = 223.

COVID-19 VACCINATION MOTIVATORS AND BARRIERS

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

A lot/Some	Adults	Parents	Teens
Your health care provider	77%	71%	72%
Other health care providers	65%	61%	51%
Universities and academic institutions	49%	46%	57%
Fox News	31%	34%	17%
CNN	30%	27%	24%
NBC	35%	30%	12%
ABC	35%	30%	16%
OAN	11%	16%	4%
Facebook or Instagram	17%	26%	12%
Twitter	10%	14%	7%
YouTube	22%	28%	24%
State or local public health departments	62%	52%	63%
Researchers or scientists	66%	60%	71%
The Centers for Disease Control and Prevention (CDC)	59%	53%	61%
Dr. Anthony Fauci	41%	32%	25%
President Joe Biden	37%	31%	32%

COVID-19 VACCINATION MOTIVATORS AND BARRIERS

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

A lot/Some	Ethnicity: White	Ethnicity: Black	Ethnicity: Hispanic	Vaccinated	Not Vaccinated
Your health care provider	77%	78%	70%	90%	56%
Other health care providers	65%	69%	70%	80%	42%
Universities and academic institutions	48%	50%	56%	61%	30%
Fox News	31%	37%	30%	34%	28%
CNN	28%	53%	24%	39%	16%
NBC	33%	51%	24%	48%	16%
ABC	34%	47%	23%	47%	16%
OAN	10%	17%	17%	13%	10%
Facebook or Instagram	14%	36%	19%	18%	18%
Twitter	9%	26%	7%	11%	9%
YouTube	21%	35%	27%	23%	23%
State or local public health departments	63%	63%	50%	79%	37%
Researchers or scientists	67%	67%	65%	81%	44%
The Centers for Disease Control and Prevention (CDC)	58%	64%	61%	77%	32%
Dr. Anthony Fauci	41%	52%	35%	57%	15%
President Joe Biden	35%	60%	27%	52%	14%

AGENDA

BELIEFS ABOUT VACCINATIONS

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COVID-19 VACCINATION MOTIVATORS  
AND BARRIERS

POST-VACCINATION BEHAVIORS



## POST-VACCINATION BEHAVIORS

Now that you are vaccinated, are you more, less, or just as likely to:

Total Less Likely	Rural Adults	Rural Parents	Rural Teens
Wear a mask when indoors	31%	27%	48%
Wear a mask when outdoors	48%	41%	73%
Stand 6 feet or more when in public	15%	14%	35%
Wear a mask around family or close friends	43%	39%	77%
Wear a mask around strangers or acquaintances	20%	21%	36%
Eating or drinking indoors at bars or restaurants	27%	32%	25%
Travel via buses, trains or airplanes	33%	30%	12%

\*Among those that report to be vaccinated : n = 1,032 Rural Adults, n = 207 Rural Parents, n = 81 Rural Teens.



POST-VACCINATION BEHAVIORS

If you chose to be vaccinated, would you be more, less, or just as likely to:

Total Less Likely	Rural Adults	Rural Parents	Rural Teens
Wear a mask when indoors	38%	37%	60%
Wear a mask when outdoors	43%	40%	55%
Stand 6 feet or more when in public	27%	27%	47%
Wear a mask around family or close friends	41%	42%	55%
Wear a mask around strangers or acquaintances	32%	31%	45%
Eating or drinking indoors at bars or restaurants	27%	29%	21%
Travel via buses, trains or airplanes	32%	32%	23%

\*Among those that report to be non-vaccinated: n = 683 Rural Adults, n = 238 Rural Parents, n = 121 Rural Teens.



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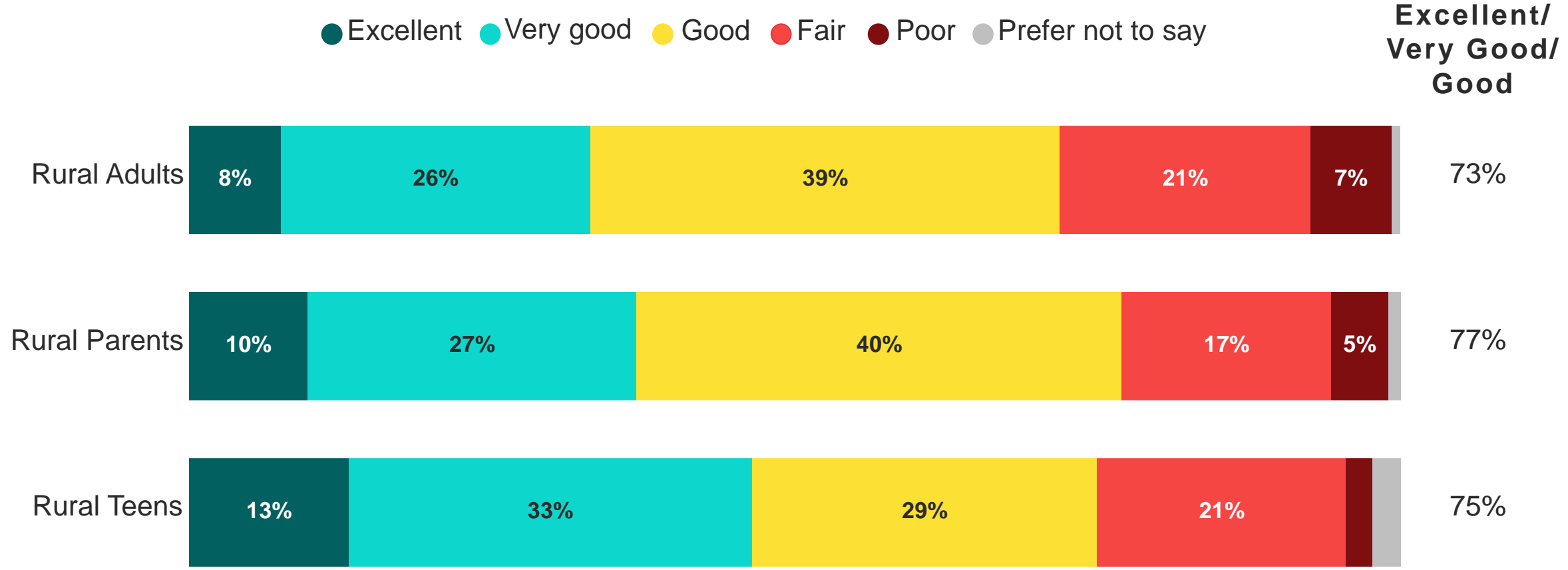
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# APPENDIX



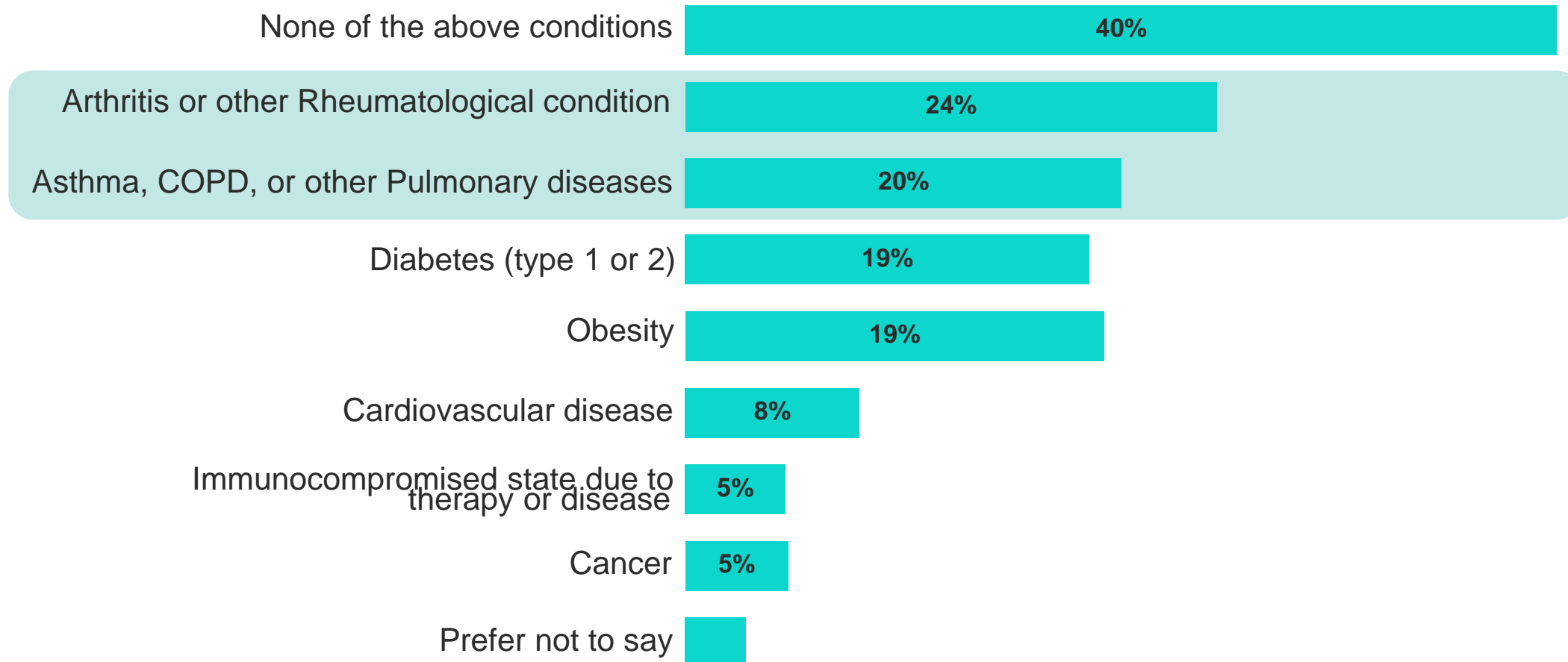
In general, how would you rate your health?



APPENDIX

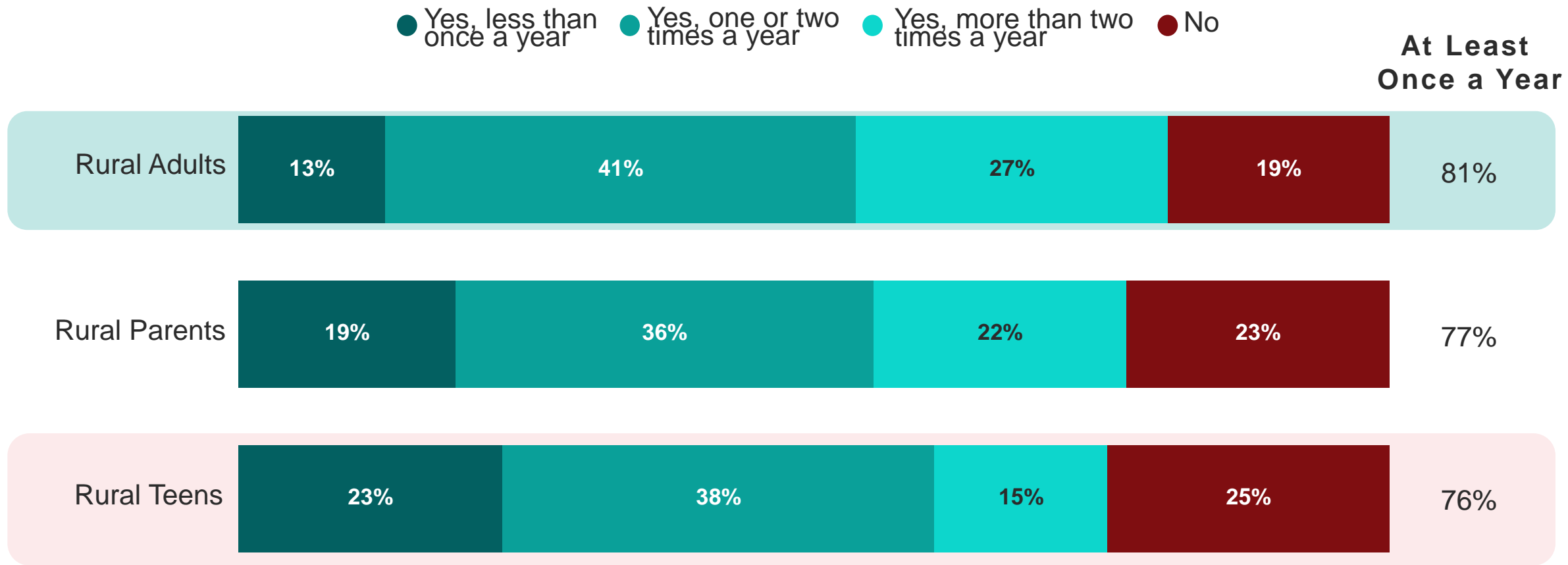
Do you or anyone in your household have any of these common health conditions? Please select all that apply.

● Selected



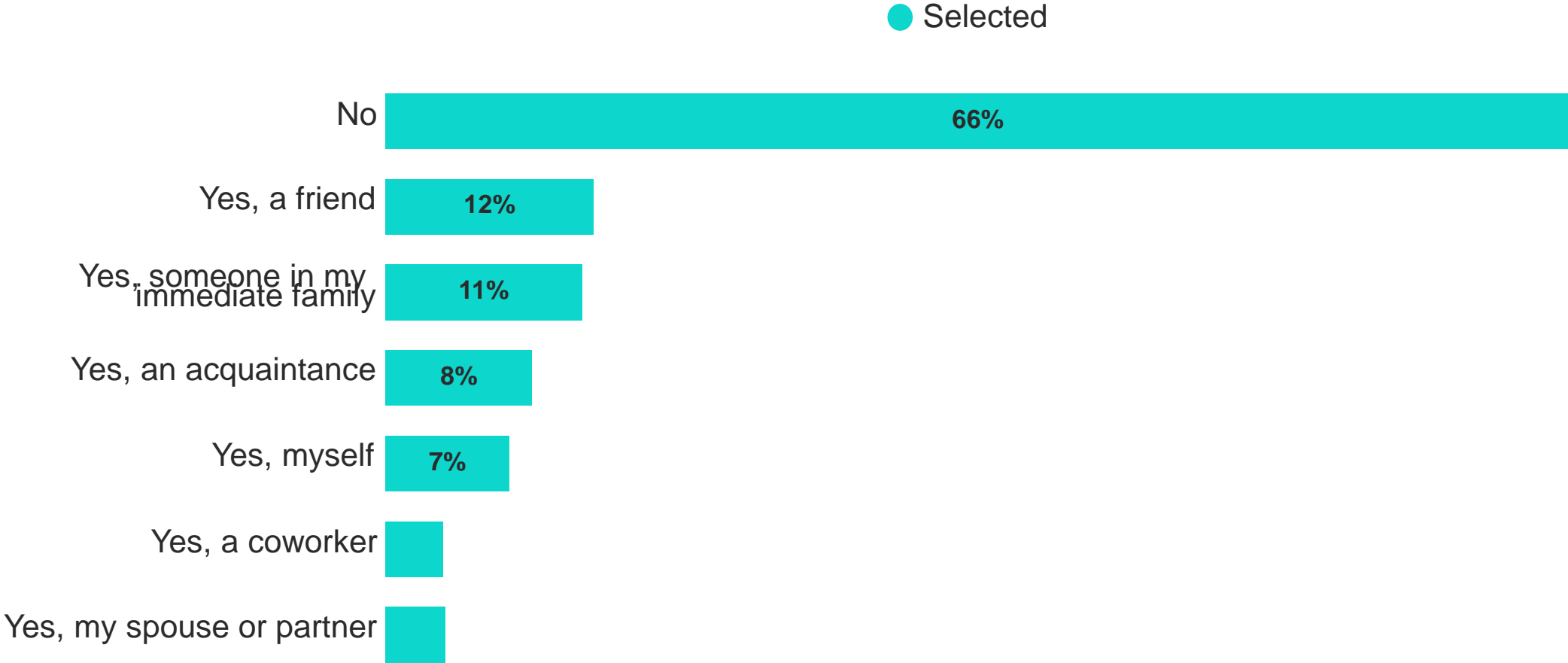
\*Among Rural Adults: n = 1,806

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



APPENDIX

Do you know anyone personally who has had a serious reaction to a COVID-19 vaccine? (e.g. difficulty breathing, swelling of face or throat, dizziness and weakness, a rash all over the body, etc.)

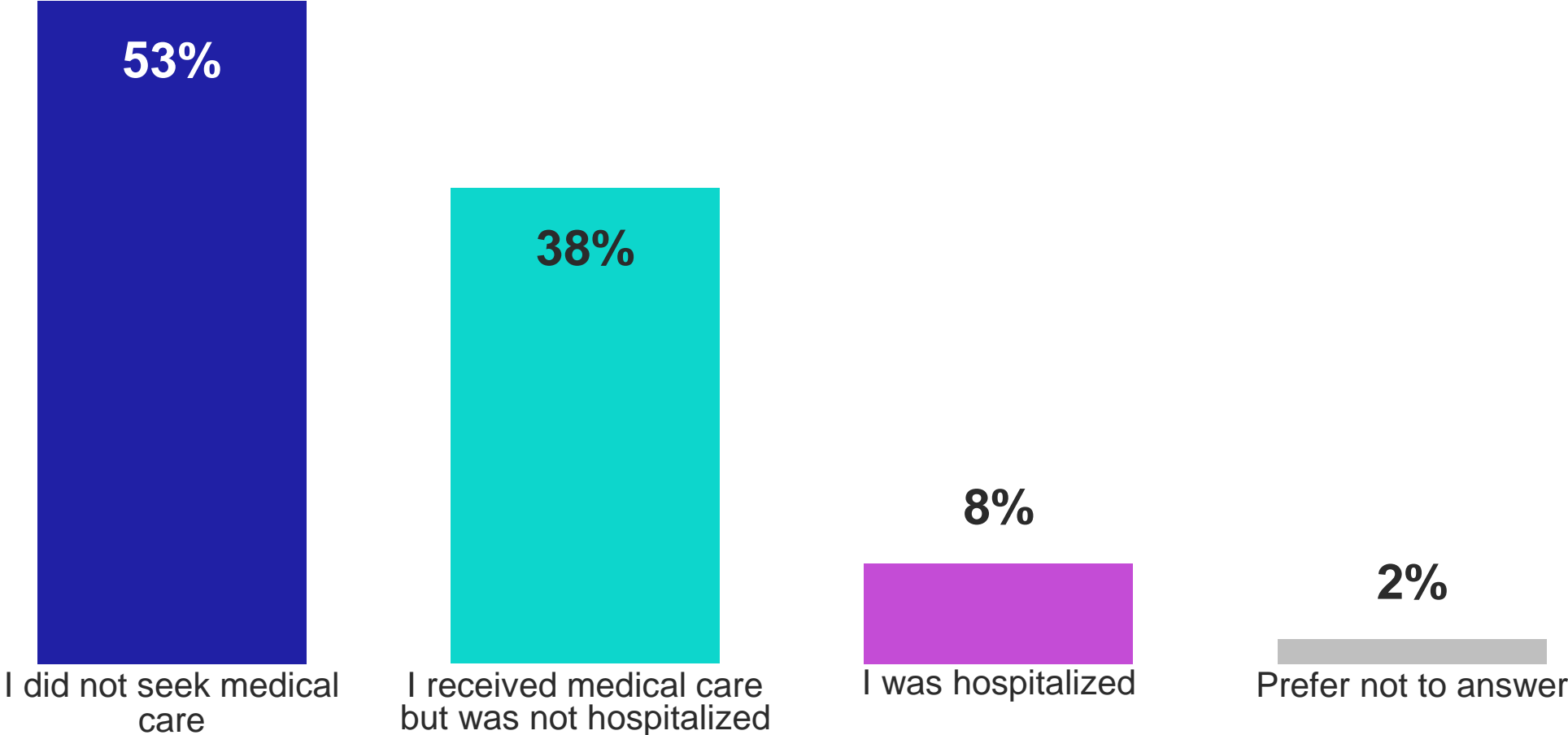


\*Among Rural Adults: n = 1,806



APPENDIX

If yes, how would you describe the level of care you received or are receiving?



\*Among rural adults who reported they had COVID-19 confirmed by a PCR or rapid test: n = 448.

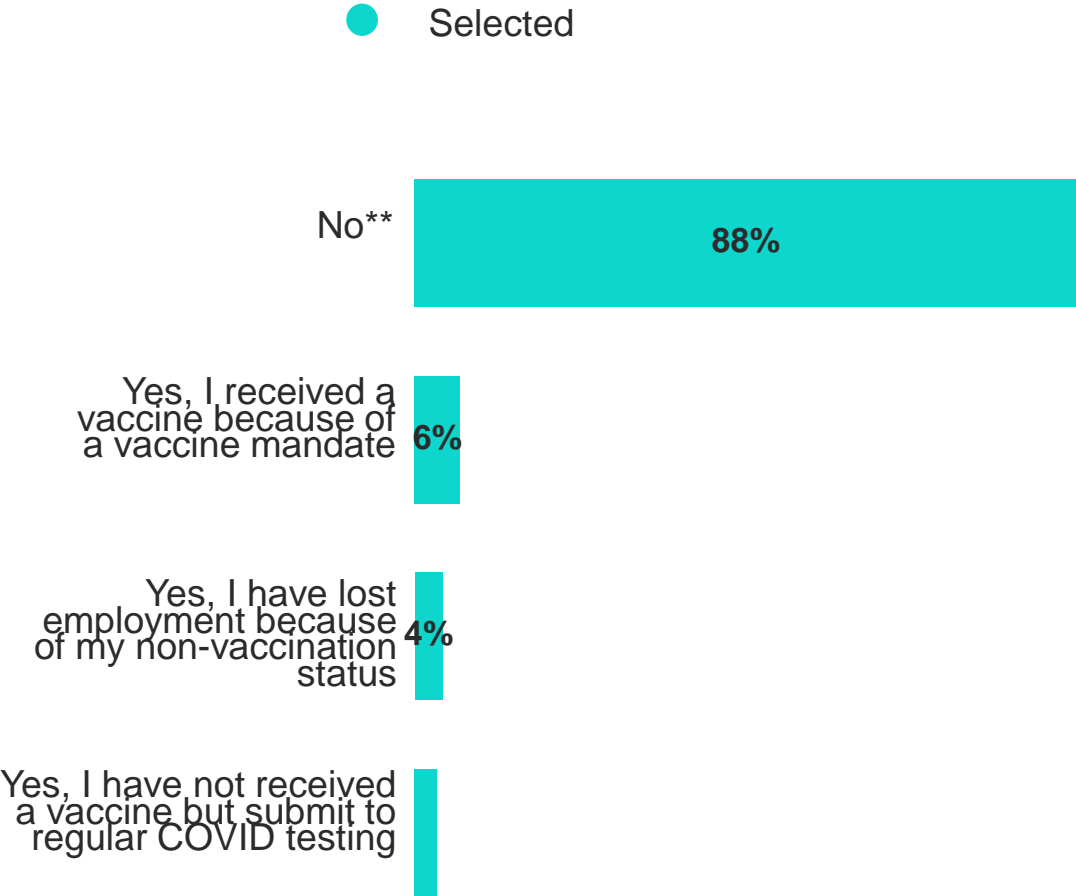
COVID-19 VACCINATION STATUS

Are you vaccinated against COVID-19? / Have you received a booster vaccination?

	Total Vaccinated (w/o Booster)	Total Vaccinated (w/ Booster)	Total Not Vaccinated
Rural Adults	22%	36%	36%
Educ: < College	22%	30%	41%
Educ: Bachelors degree	25%	54%	20%
Educ: Post-grad degree	13%	67%	16%
Income: Under 50k	23%	31%	41%
Income: 50k-100k	22%	45%	28%
Income: 100k+	18%	53%	29%
Ethnicity: White	22%	37%	38%
Ethnicity: Hispanic/ Latino	13%	33%	44%
Ethnicity: Black	27%	33%	26%

APPENDIX

Have vaccine mandates affected your employment status or your decision to receive a covid vaccine? Please select all that apply.\*



\*Among Rural Adults: n = 1,806

\*\*Full Text: No, the mandates have not affected my employment or choice to be vaccinated in any of these ways

Have the recent governmental vaccination mandates affected your intent to get vaccinated?

