NATIONAL RURAL HEALTH ASSOCIATION

Vaccination Considerations in Rural America

MARCH 2022
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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

### Rural Adults
- 44%: I get all vaccinations recommended for me
- 28%: I get some of the vaccines recommended for me
- 9%: I get very few of the vaccinations recommended for me
- 13%: I do not get any of the vaccinations recommended for me
- 6%: Prefer not to say

### Rural Parents
- 39%: I get all vaccinations recommended for me
- 30%: I get some of the vaccines recommended for me
- 12%: I get very few of the vaccinations recommended for me
- 13%: I do not get any of the vaccinations recommended for me
- 6%: Prefer not to say

### Rural Teens
- 45%: I get all vaccinations recommended for me
- 20%: I get some of the vaccines recommended for me
- 9%: I get very few of the vaccinations recommended for me
- 11%: I do not get any of the vaccinations recommended for me
- 14%: Prefer not to say
## BELIEFS ABOUT VACCINATIONS

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total Disagree</th>
<th>Rural Adults</th>
<th>Rural Parents</th>
<th>Rural Teens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccines are important for my health</td>
<td>20%</td>
<td>24%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Getting vaccines is a good way to protect myself from diseases</td>
<td>15%</td>
<td>21%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Vaccines are effective</td>
<td>18%</td>
<td>22%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Being vaccinated is important for the health of others in my community</td>
<td>20%</td>
<td>26%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>The information I receive about vaccines is reliable and trustworthy</td>
<td>30%</td>
<td>35%</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Generally, I do what my doctor or health care provider recommends about vaccines for myself</td>
<td>20%</td>
<td>24%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>New vaccines carry more risks than older vaccines</td>
<td>43%</td>
<td>32%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>I am concerned about the serious adverse effects of vaccines</td>
<td>39%</td>
<td>25%</td>
<td>39%</td>
<td></td>
</tr>
</tbody>
</table>
Have your views towards vaccination changed in the past six months?

- **Rural Adults**
  - Yes, much more favorably: 8%
  - Yes, somewhat more favorably: 7%
  - Yes, somewhat less favorably: 5%
  - Yes, much less favorably: 8%
  - Not at all: 65%
  - Not sure: 7%
  - Total More Favorable: 15%

- **Rural Parents**
  - Yes, much more favorably: 8%
  - Yes, somewhat more favorably: 11%
  - Yes, somewhat less favorably: 6%
  - Yes, much less favorably: 10%
  - Not at all: 56%
  - Not sure: 10%
  - Total More Favorable: 19%

- **Rural Teens**
  - Yes, much more favorably: 5%
  - Yes, somewhat more favorably: 15%
  - Yes, somewhat less favorably: 7%
  - Yes, much less favorably: 53%
  - Not at all: 17%
  - Not sure: 20%
  - Total More Favorable: 20%
BELIEFS ABOUT VACCINATIONS

COVID-19 VACCINATION STATUS

COVID-19 VACCINATION MOTIVATORS AND BARRIERS

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

Rural Adults:
- Very concerned: 31%
- Somewhat concerned: 36%
- Not too concerned: 19%
- Not at all concerned: 12%
- Prefer not to say: 67%
- Total Concerned: 31%
- Total Not Concerned: 67%

Rural Parents:
- Very concerned: 26%
- Somewhat concerned: 36%
- Not too concerned: 19%
- Not at all concerned: 17%
- Prefer not to say: 62%
- Total Concerned: 36%
- Total Not Concerned: 62%

Rural Teens:
- Very concerned: 12%
- Somewhat concerned: 41%
- Not too concerned: 29%
- Not at all concerned: 13%
- Prefer not to say: 53%
- Total Concerned: 42%
- Total Not Concerned: 58%
What is your current level of concern about COVID-19 in general?

<table>
<thead>
<tr>
<th>Total Concerned</th>
<th>Rural Adults</th>
<th>67%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educ: &lt; College</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Educ: Bachelor’s degree</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Educ: Post-grad degree</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>Income: Under 50k</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Income: 50k-100k</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Income: 100k+</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Ethnicity: White</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Ethnicity: Hispanic/ Latino</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Ethnicity: Black</td>
<td>86%</td>
<td></td>
</tr>
</tbody>
</table>
At any point in time, have you had COVID-19 confirmed by PCR or rapid test?

- **No, I had suspected symptoms, but I did not verify with a doctor and/or specific test**
- **No, I’ve never had symptoms and have never had a positive test**
- **Yes, with no symptoms**
- **Yes, with mild symptoms**
- **Yes, with severe symptoms**
- **Prefer not to answer**

**Rural Adults**
- 16% No, suspected symptoms
- 57% No, never had symptoms
- 4% Yes, with no symptoms
- 14% Yes, with mild symptoms
- 5% Yes, with severe symptoms
- 23% Total Yes

**Rural Parents**
- 22% No, suspected symptoms
- 41% No, never had symptoms
- 5% Yes, with no symptoms
- 21% Yes, with mild symptoms
- 7% Yes, with severe symptoms
- 33% 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.

- Yes, with mild symptoms: 56%
- Yes, with severe symptoms: 31%
- Yes, with no symptoms: 12%
- No: 21%
- Not sure: 12%
- Prefer not to answer: 14%

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

- Rural Adults: 33% Yes, 65% No
- Rural Parents: 26% Yes, 72% No

*Among Rural Adults: n = 1,806
*Among those that knew someone with COVID-19: n = 1,362
Are you vaccinated against COVID-19?

Rural Adults

- Yes, fully vaccinated*: 58%
- Yes, partially vaccinated**: 4%
- No, but will in the future: 8%
- No, and not sure if will in the future: 24%
- Total Vaccinated: 61%

Rural Parents

- Yes, fully vaccinated*: 43%
- Yes, partially vaccinated**: 4%
- No, but will in the future: 7%
- No, and not sure if will in the future: 10%
- No, and will not get vaccinated: 34%
- Total Vaccinated: 47%

Rural Teens

- Yes, fully vaccinated*: 45%
- Yes, partially vaccinated**: 12%
- No, but will in the future: 12%
- No, and will not get vaccinated: 19%
- Total Vaccinated: 48%

*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**

### Rural Adults
- **Yes**: 62%
- **No, but will in the future**: 22%
- **No, and I am not sure if I will in the future**: 11%
- **No, and will not get a booster vaccination**: 5%

### Rural Parents
- **Yes**: 48%
- **No, but will in the future**: 28%
- **No, and I am not sure if I will in the future**: 13%
- **No, and will not get a booster vaccination**: 11%

### Rural Teens
- **Yes**: 30%
- **No, but will in the future**: 38%
- **No, and I am not sure if I will in the future**: 30%

*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.*

- Yes, fully vaccinated (either two doses of Pfizer or Moderna, or one dose of J&J vaccine) - 42%
- Yes, partially vaccinated (still need second shot) - 28%
- No, but will in the future - 15%
- No, and not sure if will in the future - 8%
- No, and will not get vaccinated - 4%
- Prefer not to say - 4%

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.*

- Yes - 56%
- No, but will in the future - 30%
- No, and I am not sure if I will in the future - 13%
- No, and will not get a booster vaccination - 8%
At what kind of place did you receive the most recent dose of the COVID-19 vaccine?

- At my workplace
- Health department
- Hospital
- Family physician or another physician’s office
- Free-standing retail pharmacy or drug store
- Pharmacy inside a larger store (e.g., Walmart or grocery store)
- Other, please specify

**Total Pharmacy or Drug Store**

<table>
<thead>
<tr>
<th>Rural Adults</th>
<th>Rural Parents</th>
<th>Rural Teens</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>23%</td>
<td>14%</td>
<td>26%</td>
</tr>
<tr>
<td>8%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>17%</td>
<td>10%</td>
<td>31%</td>
</tr>
<tr>
<td>29%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>6%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>46%</td>
<td>40%</td>
<td>48%</td>
</tr>
</tbody>
</table>

*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?

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

*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.

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

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

<table>
<thead>
<tr>
<th>Rural Adults</th>
<th>Yes, pressure to receive</th>
<th>Yes, pressure to reject</th>
<th>Yes, both pressure to receive and reject</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>4%</td>
<td>13%</td>
<td>69%</td>
<td></td>
</tr>
</tbody>
</table>

Total Yes: 31%

<table>
<thead>
<tr>
<th>Rural Parents</th>
<th>Yes, pressure to receive</th>
<th>Yes, pressure to reject</th>
<th>Yes, both pressure to receive and reject</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>19%</td>
<td>58%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Yes: 42%

<table>
<thead>
<tr>
<th>Rural Teens</th>
<th>Yes, pressure to receive</th>
<th>Yes, pressure to reject</th>
<th>Yes, both pressure to receive and reject</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>15%</td>
<td>25%</td>
<td>50%</td>
<td></td>
</tr>
</tbody>
</table>

Total Yes: 50%
What percentage of your community do you believe is vaccinated?

- Rural Adults: 8% (0%-24%) + 27% (25%-49%) + 52% (50%-74%) + 12% (75%-100%), 64% over 50% vaccinated
- Rural Parents: 12% (0%-24%) + 33% (25%-49%) + 46% (50%-74%) + 10% (75%-100%), 56% over 50% vaccinated
- Rural Teens: 9% (0%-24%) + 36% (25%-49%) + 46% (50%-74%) + 8% (75%-100%), 54% over 50% vaccinated
What motivated you to get vaccinated? Please select all that apply.

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To protect my health</td>
<td>74%</td>
</tr>
<tr>
<td>To protect the health of those around me</td>
<td>67%</td>
</tr>
<tr>
<td>On the recommendation of a personal health care provider</td>
<td>30%</td>
</tr>
<tr>
<td>To resume social activities</td>
<td>20%</td>
</tr>
<tr>
<td>To resume in-person school or workplace safely</td>
<td>13%</td>
</tr>
<tr>
<td>On the recommendations of trusted peers</td>
<td>12%</td>
</tr>
<tr>
<td>Public health messaging (Media ads, posters, Billboards, etc.)</td>
<td>11%</td>
</tr>
<tr>
<td>On the recommendation of a trusted news outlet</td>
<td>7%</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>6%</td>
</tr>
<tr>
<td>It was mandated by my employer, school, or child’s school</td>
<td>5%</td>
</tr>
<tr>
<td>I previously had COVID with significant symptoms</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Among Vaccinated Rural Adults: n = 1,032*
COVID-19 Vaccination Motivators and Barriers

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

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

*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.

- Overwhelmed by information and misinformation out there (26%)
- Other (21%)
- I have religious or moral reasons (18%)
- Prefer not to answer (16%)
- Want more information but do not have a trusted source to ask (14%)
- Concerned about getting sick and/or missing work (13%)
- I believe the pandemic is over (8%)
- I have a medical reason that makes be ineligible to get vaccinated (6%)
- Friends or family members have discouraged me (5%)
- I don’t have transportation (5%)
- Do not have a primary care provider (4%)
- Vaccine cost/afraid it may be too expensive (3%)

*Among Non-Vaccinated Rural Adults: n = 659

**Responses below 3% removed from analysis

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

"I’m afraid of needles."
COVID-19 VACCINATION MOTIVATORS AND BARRIERS

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

<table>
<thead>
<tr>
<th>Selected</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overwhelmed by information and misinformation out there</td>
<td>31%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>23%</td>
</tr>
<tr>
<td>Concerned about kids getting sick and/or missing school</td>
<td>21%</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>18%</td>
</tr>
<tr>
<td>Want more information but do not have a trusted source to ask</td>
<td>16%</td>
</tr>
<tr>
<td>I have religious or moral reasons</td>
<td>14%</td>
</tr>
<tr>
<td>Friends or family members have discouraged me</td>
<td>6%</td>
</tr>
<tr>
<td>They are not eligible to get a COVID-19 vaccine</td>
<td>5%</td>
</tr>
<tr>
<td>I don’t know where to go to get vaccinated</td>
<td>4%</td>
</tr>
<tr>
<td>I don’t have time off work or school</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

**Responses below 3% removed from analysis
Who have you consulted, if anyone, about vaccinating your child(ren)? Please select all that apply.

- Pediatrician or family doctor: 45%
- My spouse or partner: 39%
- My kids themselves: 34%
- My family: 31%
- Did not consult anyone: 24%
- My friends or peers: 21%
- Other health care providers: 20%
- Religious/community leaders: 6%
- Local parent groups: 5%
- My kids’ teachers: 4%
- Online parent forums: 4%
- Other, please specify: 

*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?

<table>
<thead>
<tr>
<th>A lot/Some</th>
<th>Adults</th>
<th>Parents</th>
<th>Teens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your health care provider</td>
<td>77%</td>
<td>71%</td>
<td>72%</td>
</tr>
<tr>
<td>Other health care providers</td>
<td>65%</td>
<td>61%</td>
<td>51%</td>
</tr>
<tr>
<td>Universities and academic institutions</td>
<td>49%</td>
<td>46%</td>
<td>57%</td>
</tr>
<tr>
<td>Fox News</td>
<td>31%</td>
<td>34%</td>
<td>17%</td>
</tr>
<tr>
<td>CNN</td>
<td>30%</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>NBC</td>
<td>35%</td>
<td>30%</td>
<td>12%</td>
</tr>
<tr>
<td>ABC</td>
<td>35%</td>
<td>30%</td>
<td>16%</td>
</tr>
<tr>
<td>OAN</td>
<td>11%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>Facebook or Instagram</td>
<td>17%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>Twitter</td>
<td>10%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>YouTube</td>
<td>22%</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>State or local public health departments</td>
<td>62%</td>
<td>52%</td>
<td>63%</td>
</tr>
<tr>
<td>Researchers or scientists</td>
<td>66%</td>
<td>60%</td>
<td>71%</td>
</tr>
<tr>
<td>The Centers for Disease Control and Prevention (CDC)</td>
<td>59%</td>
<td>53%</td>
<td>61%</td>
</tr>
<tr>
<td>Dr. Anthony Fauci</td>
<td>41%</td>
<td>32%</td>
<td>25%</td>
</tr>
<tr>
<td>President Joe Biden</td>
<td>37%</td>
<td>31%</td>
<td>32%</td>
</tr>
<tr>
<td>Source</td>
<td>Ethnicity: White</td>
<td>Ethnicity: Black</td>
<td>Ethnicity: Hispanic</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------</td>
<td>------------------</td>
<td>------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Your health care provider</td>
<td>77%</td>
<td>78%</td>
<td>70%</td>
</tr>
<tr>
<td>Other health care providers</td>
<td>65%</td>
<td>69%</td>
<td>70%</td>
</tr>
<tr>
<td>Universities and academic institutions</td>
<td>48%</td>
<td>50%</td>
<td>56%</td>
</tr>
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<tr>
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<td>47%</td>
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</tr>
<tr>
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<td>36%</td>
<td>19%</td>
</tr>
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<td>Dr. Anthony Fauci</td>
<td>41%</td>
<td>52%</td>
<td>35%</td>
</tr>
<tr>
<td>President Joe Biden</td>
<td>35%</td>
<td>60%</td>
<td>27%</td>
</tr>
</tbody>
</table>
BELIEFS ABOUT VACCINATIONS

COVID-19 VACCINATION STATUS

COVID-19 VACCINATION MOTIVATORS AND BARRIERS

POST-VACCINATION BEHAVIORS
Now that you are vaccinated, are you more, less, or just as likely to:

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

*Among those that report to be vaccinated: n = 1,032 Rural Adults, n = 207 Rural Parents, n = 81 Rural Teens.*
If you chose to be vaccinated, would you be more, less, or just as likely to:

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

*Among those that report to be non-vaccinated: n = 683 Rural Adults, n = 238 Rural Parents, n = 121 Rural Teens.*
APPENDIX
In general, how would you rate your health?

- **Excellent**
- **Very good**
- **Good**
- **Fair**
- **Poor**
- **Prefer not to say**

### Rural Adults
- Excellent: 8%
- Very good: 26%
- Good: 39%
- Fair: 21%
- Poor: 7%
- Prefer not to say: 7%
- Total: 73%

### Rural Parents
- Excellent: 10%
- Very good: 27%
- Good: 40%
- Fair: 17%
- Poor: 5%
- Prefer not to say: 5%
- Total: 77%

### Rural Teens
- Excellent: 13%
- Very good: 33%
- Good: 29%
- Fair: 21%
- Poor: 13%
- Prefer not to say: 4%
- Total: 75%
Do you or anyone in your household have any of these common health conditions? Please select all that apply.

- None of the above conditions: 40%
- Arthritis or other Rheumatological condition: 24%
- Asthma, COPD, or other Pulmonary diseases: 20%
- Diabetes (type 1 or 2): 19%
- Obesity: 19%
- Cardiovascular disease: 8%
- Immunocompromised state due to therapy or disease: 5%
- Cancer: 5%
- Prefer not to say

*Among Rural Adults: n = 1,806*
Do you have a physician or health care provider you see regularly?

- Rural Adults: 13% Yes, less than once a year, 41% Yes, one or two times a year, 27% Yes, more than two times a year, 19% No
- Rural Parents: 19% Yes, less than once a year, 36% Yes, one or two times a year, 22% Yes, more than two times a year, 23% No
- Rural Teens: 23% Yes, less than once a year, 38% Yes, one or two times a year, 15% Yes, more than two times a year, 25% No
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.)

- No: 66%
- Yes, a friend: 12%
- Yes, someone in my immediate family: 11%
- Yes, an acquaintance: 8%
- Yes, myself: 7%
- Yes, a coworker: 6%
- Yes, my spouse or partner: 5%

*Among Rural Adults: n = 1,806
If yes, how would you describe the level of care you received or are receiving?

- 53% I did not seek medical care
- 38% I received medical care but was not hospitalized
- 8% I was hospitalized
- 2% Prefer not to answer

*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?

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

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

- Selected

No** | 88%
---|---
Yes, I received a vaccine because of a vaccine mandate | 6%
Yes, I have lost employment because of my non-vaccination status | 4%
Yes, I have not received a vaccine but submit to regular COVID testing

*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?

- Yes, much more likely
- Yes, somewhat more likely
- No change in my intent to get vaccinated
- Yes, somewhat less likely
- Yes, much less likely

Rural Adults
- 4% | 82% | 9%
Rural Parents
- 6% | 81% | 9%
Rural Teens
- 9% | 8% | 68% | 8% | 7%