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April 20, 2022

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NRHA survey shows rural COVID vaccine barriers, needs

With support from the Centers for Disease Control and Prevention (CDC) and in collaboration with the Federal Office of Rural Health Policy (FORHP), the National Rural Health Association (NRHA) recently partnered with Morning Consult on a nationwide poll of rural residents regarding the COVID-19 vaccine, trusted sources of information, and barriers to vaccine uptake. This serves as a component of CDC funding to support the Rural COVID-19 Vaccine Education and Communications Campaign.

With an initial goal of approximately 1,000 responses from adults, parents of children under 18, and teens 15 to 18, the final number of responses exceeded 2,500. Morning Consult administered the survey in February among a sample of 1,806 rural adults, 475 rural parents, and 220 rural teens. NRHA is most excited about this final subpopulation, as it marks the first time data has been gathered on attitudes for this age group.

Survey results are made possible by the CDC and FORHP. A [full breakdown of responses](#), a [three-page summary of the data](#), and the most interesting findings are included with this notice. Data from this survey provides invaluable insight into rural perspectives on the COVID-19 pandemic and vaccine access. Responses also highlight the demographic diversity of rural America and present variations along these lines.

About NRHA

NRHA is a nonprofit organization working to improve the health and well-being of rural Americans and provide leadership on rural health issues through advocacy, communications, education, and research. NRHA's membership is made up of diverse individuals and organizations, all of whom share the common bond of an interest in rural health.