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Results of NRHA's second COVID-19 vaccine survey

The National Rural Health Association (NRHA) has partnered for a second time with Morning Consult on a nationwide poll of rural residents regarding the COVID-19 vaccine, trusted sources of information, and barriers to vaccine or booster uptake. This survey was developed as part of the Rural COVID-19 Vaccine Education and Communications Campaign.

Once again, the number of respondents exceeded the initial goal of 1,000 - from adults, parents of children under 18, and teens 15 to 18, with the final count reaching 1,900. Morning Consult administered the survey in late July through early August among a sample of 1,000 rural adults, 750 rural parents, and 200 rural teens. By keeping almost all the questions from the first survey, Morning Consult could provide longitudinal analyses.

This release includes the [full tabulation and analysis of responses](#) and a four-page [summary highlighting the most interesting findings](#) and comparisons with the results of our first survey. Data show how opinions have further solidified, especially among unvaccinated individuals. Responses also indicate that while most respondents believe COVID-19 is here to stay, this does not impact their decisions to accept or reject vaccination.

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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 consists of diverse individuals and organizations, all of whom share the common bond of an interest in rural health.