

Topline

KFF COVID-19 Vaccine Monitor – Rural America

March 2021



METHODOLOGY

The *KFF COVID-19 Vaccine Monitor – Rural America* was designed and analyzed by public opinion researchers at the Kaiser Family Foundation (KFF). The survey was conducted March 15-29, 2021 via telephone and online among a nationally representative sample of 1,001 adults residing in rural counties (including interviews from 159 Hispanic adults and 170 non-Hispanic Black adults). For the telephone components, respondents were reached through randomly generated telephone numbers from cell phone and landline sampling frames associated with rural counties, with an overlapping frame design, and disproportionate stratification. Stratification was based on incidence of the race/ethnicity subgroups within each frame. Specifically, the cell phone frame was stratified as: (1) High Hispanic: Cell phone numbers associated with rate centers from counties where at least 35% of the population is Hispanic; (2) High Black: Cell phone numbers associated with remaining rate centers from counties where at least 35% of the population is non-Hispanic Black; (3) Else: numbers from all remaining rate centers. The landline frame was stratified as: (1) High Black: landline exchanges associated with Census block groups where at least 35% of the population is Black; (2) Else: all remaining landline exchanges. Rate centers and exchanges were considered likely rural if they were in a county that was not part of a metropolitan statistical area. Respondents' rural residency was established by self-reported zip code or county of residence.

A total of 206 rural respondents were interviewed as part of the March KFF Vaccine Monitor (March 15-March 22), and 795 were part of a mixed-mode rural supplement from March 23 to March 29. The supplement used the same stratification plan, including only numbers in areas identified as micropolitan or noncore based on the CDC's [Urban-Rural Classification Scheme](#) for Counties. To reach a total minimum of 1,000 rural respondents, of whom 150 were Hispanic and 150 non-Hispanic Black, SSRS employed multiple approaches: First, the total number of completed interviews in the High Hispanic and High Black strata were oversampled; meaning, if the respondent reached through the oversamples was neither Hispanic nor Black, the interview was terminated, and the respondent screened out. In total 31 Hispanic and 66 Non-Hispanic Black respondents were reached through oversampling. The landline sample included a small oversample of records in the frame that were matched to directory-records with a distinctively Hispanic surname. An additional 32 interviews were completed with respondents who had previously completed interviews on the KFF Health Tracking Poll six months ago or more and were called back for this month's study. Finally, 35 interviews were completed with respondents who had previously completed an interview on the SSRS Omnibus poll (and other RDD polls) and identified as Hispanic (including 4 in Spanish) and 49 interviews were completed with respondents who had previously completed an interview on the on the SSRS Omnibus poll (and other RDD polls) and identified as non-Hispanic Black. [SSRS Omnibus](#) is a weekly RDD poll, employing an overlapping dual-frame design. In total, 206 respondents from the VM survey said they live in a zip code that matched the definition of rural counties, meaning their county was not in a metropolitan statistical area; 29 of these respondents were Hispanic, and 36 non-Hispanic Black.

In the course of the field period, SSRS also invited members of its probability-based online panel ([SSRS Opinion Panel](#)) to participate in the study. Invitees all self-reported living in rural zip codes. As with other sample components, Hispanic and Black respondents were oversampled. The SSRS Opinion Panel is a nationally representative probability-based web panel. SSRS Probability Panel members are recruited randomly in one of two ways: (a) Through invitations mailed to respondents randomly sampled from an Address-Based Sample (ABS). ABS respondents are randomly sampled by MSG through the U.S. Postal Service's Computerized Delivery Sequence (CDS). (b) from a dual-frame random digit dial (RDD) sample, through the SSRS Omnibus survey platform. Sample for the SSRS Omnibus is obtained through Marketing System Groups (MSG). In total 272 interviews in the rural supplement sample were completed via landline and 438 via cell phone, including 328 who could not be reached via landline. 291 respondents completed the survey online.

The combined landline, cell phone, and online rural samples were weighted to balance the sample demographics to match estimates for the national population using data from the Census Bureau's 2019 U.S. American Community Survey (ACS), on sex, age, education, race, Hispanic origin, and region, within race-groups, along with data from the 2010 Census on population density. The sample was also weighted to match current patterns of telephone use using data from the January- June 2020 National Health Interview Survey. The rural sample was also weighted to match aggregate county level demographics for the rural counties. Population parameters were derived using Census-based estimates provided by Nielsen Pop-Facts through Marketing Systems Group based on data from data Census Bureau's 2019 American Community Survey (ACS). Weighting parameters included race and Hispanic origin, race by gender, educational attainment, age, Census region and micropolitan status. Data were also adjusted to match internet-use estimates for rural areas based on ACS data. The weight takes into account the fact that respondents with both a landline and cell phone have a higher probability of selection in the combined sample and also adjusts for the household size for the landline sample, and design modifications, namely, the oversampling of prepaid cell phones and likelihood of non-response for the re-contacted sample. All statistical tests of significance account for the effect of weighting.

The margin of sampling error including the design effect for the full sample is plus or minus 3 percentage points. Numbers of respondents and margins of sampling error for key subgroups are shown in the table below. For results based on other subgroups, the margin of sampling error may be higher. Sample sizes and margins of sampling error for other subgroups are available by request. Note that sampling error is only one of many potential sources of error in this or any other public opinion poll. Kaiser Family Foundation public opinion and survey research is a charter member of the [Transparency Initiative of the American Association for Public Opinion Research](#).

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Group	N (unweighted)	M.O.S.E.
Community Type		
NET: Non-rural	1,656	± 3 percentage points
Urban ¹	764	± 5 percentage points
Suburban	892	± 4 percentage points
Rural	1,001	± 4 percentage points
Race/Ethnicity among Rural		
White, non-Hispanic	628	± 5 percentage points
Black, non-Hispanic	170	± 10 percentage points
Hispanic	159	± 10 percentage points
Party Identification among Rural		
Democrats	357	± 8 percentage points
Republicans	285	± 7 percentage points
Independents	234	± 9 percentage points
Rural density		
More populated rural areas	628	± 5 percentage points
Less populated rural areas	370	± 7 percentage points

Notes for reading the topline:

- Percentages may not always add up to 100 percent due to rounding.
- Values less than 0.5 percent are indicated by an asterisk (*).
- "Vol." indicates a response was volunteered by the respondent, not offered as an explicit choice
- Questions are presented in the order asked; question numbers may not be sequential.
- Question wording shown is for web mode; for some questions phone wording varied slightly

All trends shown in this document come from the KFF COVID-19 Vaccine Monitor Polls and KFF Health Tracking Polls except for: 07/17: KFF/Washington Post Survey of Rural America (conducted April 13-May 1, 2017)

¹ The urban and suburban comparisons included in this topline are from the KFF March COVID-19 Vaccine Monitor (conducted March 15-22, 2021).
KFF COVID-19 Vaccine Monitor- Rural America (conducted March 15-29, 2021)

HISPANIC. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

	Rural
Yes	8
No	92
Don't know	-
Refused/Web blank	*
	<i>n=1,001</i>

RACE. What is your race? Are you white, black, Asian or some other race? (IF RESPONDENT SAYS HISPANIC ASK: Do you consider yourself a white Hispanic or a black Hispanic? CODE AS WHITE (1) OR BLACK (2). IF RESPONDENTS REFUSED TO PICK WHITE OR BLACK HISPANIC, RECORD HISPANIC AS "OTHER," CODE 97)

Race/Hispanic Combo Table

Based on total

	Rural
White, non-Hispanic	79
Total non-White	21
Black or African-American, non-Hispanic	8
Hispanic	8
Asian, non-Hispanic	1
Other/Mixed race, non-Hispanic	4
Undesignated	1
	<i>n=1,001</i>

NATIVITY. Were you born in the United States (IF HISPANIC=1 INSERT, on the island of Puerto Rico), or in another country?

Based on Hispanics

	Rural
U.S.	64
Puerto Rico	4
Another country	29
Don't know	-
Refused/Web blank	3
	<i>n=159</i>

Q1. Do you think your community has enough (INSERT ITEM) to serve local residents, or not? (scramble a-e)

Table I

Based on those in urban areas

	Yes, has enough	No, does not have enough	Don't know	Refused/Web blank	
a. Hospitals 3/21	76	21	2	-	<i>n</i> =764
b. Doctors and health care providers 3/21	71	25	4	*	<i>n</i> =764
c. COVID-19 vaccination locations 3/21	52	39	9	*	<i>n</i> =764
d. Supply of COVID-19 vaccine 3/21	46	38	15	*	<i>n</i> =764
e. Mental health care providers 3/21	41	50	9	*	<i>n</i> =764

Table II

Based on those in suburban areas

	Yes, has enough	No, does not have enough	Don't know	Refused/Web blank	
a. Hospitals 3/21	81	17	1	-	<i>n</i> =892
b. Doctors and health care providers 3/21	78	20	2	*	<i>n</i> =892
c. COVID-19 vaccination locations 3/21	55	36	10	*	<i>n</i> =892
d. Supply of COVID-19 vaccine 3/21	46	39	15	*	<i>n</i> =892
e. Mental health care providers 3/21	43	44	13	*	<i>n</i> =892

Table III

Based on those in rural areas

	Yes, has enough	No, does not have enough	Don't know	Refused/Web blank	
a. Hospitals 3/21	73	26	1	-	<i>n</i> =1,001
b. Doctors and health care providers 3/21	70	28	1	*	<i>n</i> =1,001
c. COVID-19 vaccination locations 3/21	68	25	6	1	<i>n</i> =1,001
d. Supply of COVID-19 vaccine 3/21	58	28	14	*	<i>n</i> =1,001
e. Mental health care providers 3/21	44	47	10	*	<i>n</i> =1,001

Q2. Do you think the federal government does more to help (people in rural areas and small towns), more to help (people living in and around large cities), or does it help both about equally? (rotate text in parentheses)

Based on those in rural areas

	3/21	7/17
More to help people in rural areas and small towns	3	4
More to help people living in and around large cities	59	56
Helps both about equally	32	37
Don't know	6	3
Refused/Web blank/Weren't asked ²	*	1
	<i>n=1,001</i>	<i>n=1,070</i>

Q3. In the past three years has a hospital in your local community closed, or not, or do you not know?

Based on those in rural areas

	3/21
Yes	8
No	75
Don't know	16
Refused/Web blank	*
	<i>n=1,001</i>

Q4. Generally how long does it take you to get to (INSERT ITEM)? (scramble a-c; rotate text in parentheses)

Based on those in rural areas

	Under 30 minutes (NET)	Less than 15 minutes	15 minutes to under 30 minutes	30 minutes to under an hour	An hour or longer	Don't know/Refused/Web blank (NET)	Don't know	Refused/Web blank	
a. Your nearest hospital									
3/21	81	45	36	15	3	*	*	*	<i>n=1,001</i>
b. Your nearest pharmacy									
3/21	91	63	28	7	1	*	*	*	<i>n=1,001</i>
c. The place where you usually go for health care									
3/21	76	47	29	15	9	*	*	-	<i>n=1,001</i>

² In the March COVID-19 Monitor survey, nine individuals were not provided this question.

Q5. How worried, if at all, are you that you or someone in your family will get sick from the coronavirus? Are you very worried, somewhat worried, not too worried, or not at all worried?

	Urban	Suburban	Rural
Very/Somewhat worried (NET)	54	49	40
Very worried	21	18	12
Somewhat worried	33	31	27
Not too/Not at all worried (NET)	46	51	59
Not too worried	25	25	31
Not at all worried	21	26	28
Don't know	*	*	1
Refused/Web blank	*	*	*
	<i>n</i> =764	<i>n</i> =892	<i>n</i> =1,001

Q6. How often, if at all, do you wear a protective mask when you leave your house and might be in contact with other people? [READ LIST]

	Urban	Suburban	Rural
Some of the time/Most of the time/Every time (NET)	97	95	90
At least most of the time (NET)	90	87	74
Every time	79	74	56
Most of the time	11	13	19
Some of the time/Never (NET)	9	13	25
Some of the time	6	8	16
Never	3	5	9
Don't know/Refused/Web blank (NET)	*	*	1
Don't know	*	*	*
Refused/Web blank	*	*	*
	<i>n</i> =764	<i>n</i> =892	<i>n</i> =1,001

Q6a. As far as you know, does wearing a face mask help to limit the spread of coronavirus, or not?

	Urban	Suburban	Rural
Yes	82	77	65
No	15	21	31
Don't know	3	2	4
Refused/Web blank	*	-	*
	<i>n</i> =764	<i>n</i> =892	<i>n</i> =1,001

Q8. Thinking about what is said in the news, in your view is the seriousness of coronavirus (generally exaggerated), generally correct, or is it (generally underestimated)? (rotate text in parentheses)

	Urban	Suburban	Rural
Generally exaggerated	27	33	44
Generally correct	46	42	33
Generally underestimated	23	21	20
Don't know	3	3	3
Refused/Web blank	*	1	-
	<i>n</i> =764	<i>n</i> =892	<i>n</i> =1,001

Q10. Do you think that the COVID-19 vaccines in the U.S. are being distributed fairly to people across (INSERT), or not? (scramble a-d)

Table I

Based those in urban areas

	Yes, are being distributed fairly	No, are not being distributed fairly	Don't know	Refused/Web blank	
a. Income groups 3/21	47	43	10	*	n=764
b. Regions of the United States 3/21	53	33	13	8	n=764
c. Racial and ethnic groups 3/21	50	40	10	*	n=764
d. Urban, suburban and rural areas 3/21	43	43	14	*	n=764

Table II

Based on those in suburban areas

	Yes, are being distributed fairly	No, are not being distributed fairly	Don't know	Refused/Web blank	
a. Income groups 3/21	52	40	8	*	n=892
b. Regions of the United States 3/21	53	33	13	1	n=892
c. Racial and ethnic groups 3/21	54	37	9	*	n=892
d. Urban, suburban and rural areas 3/21	50	38	12	-	n=892

Table III

Based on those in rural areas

	Yes, are being distributed fairly	No, are not being distributed fairly	Don't know	Refused/Web blank	
a. Income groups 3/21	63	28	8	1	n=1,001
b. Regions of the United States 3/21	65	24	10	1	n=1,001
c. Racial and ethnic groups 3/21	64	25	10	1	n=1,001
d. Urban, suburban and rural areas 3/21	59	32	10	*	n=1,001

Q11. Do you think your local area has gotten its fair share of help from the federal government to deliver the COVID-19 vaccine to local residents, or not?

	Urban	Suburban	Rural
Yes	67	63	70
No	27	28	23
Don't know	6	8	6
Refused/Web blank	*	*	*
	<i>n=764</i>	<i>n=892</i>	<i>n=1,001</i>

Q12. Do you feel that worry or stress related to coronavirus has had a negative impact on your mental health, or not? (IF YES ASK: Was that a major impact or a minor impact?)

	Rural
Yes (Net)	47
Yes – major impact	21
Yes – minor impact	26
No	52
Don't know/Refused/Web blank (NET)	1
Don't know	1
Refused/Web blank	*
	<i>n=1,001</i>

Q13. Was there a time in the past 12 months when you thought you might need mental health services or medication, but you didn't get them?

Based on those who had negative mental health impact

	Rural
Yes	28
No	71
Don't know	*
Refused/Web blank	1
	<i>n=461</i>

Q14. What was the main reason you didn't get mental health services? (READ LIST)

Based on those who thought they needed mental health services but did not get them

	Rural
You couldn't afford the cost	24
Your insurance wouldn't cover it	1
You were afraid or embarrassed to seek care	6
You were too busy or couldn't get time off work	19
You couldn't find a provider	24
Took care of it myself/worked through it	2
Didn't want to go due to COVID-19	6
Some other reason	17
Don't know	1
Refused/Web blank	*
	<i>n=125</i>

Q12/Q13/Q14 Combo table

Based on total

	Rural
Yes, experienced negative mental health impact due to coronavirus	47
Yes, needed mental health services but did not get them	13
You couldn't afford the cost	3
Your insurance wouldn't cover it	*
You were afraid or embarrassed to seek care	1
You were too busy or couldn't get time off work	3
You couldn't find a provider	3
Took care of it myself/worked through it	*
Didn't want to go due to COVID-19	1
Some other reason	2
Don't know/Refused/Web blank	*
No, either did not need mental health services or was not unable to get them	33
Don't know/Refused/Web blank	*
No, did not experience negative mental health impact due to coronavirus	52
Don't know/Refused/Web blank	1
	<i>n=1,001</i>

VACC1. Have you personally received the COVID-19 vaccine, or not? IF YES ASK: Did you receive a single-dose vaccine, the first of two doses, or have you gotten both doses of a two-dose vaccine?

Based on total

	Urban	Suburban	Rural
Yes (NET)	31	31	39
Yes, got one-dose vaccine	4	3	5
Yes, got first dose of two-dose vaccine	12	13	12
Yes, got both doses of a two-dose vaccine	15	14	22
No, have not gotten the vaccine	69	69	61
Don't know	*	*	*
Refused/Web blank	*	*	*
	<i>n=764</i>	<i>n=892</i>	<i>n=1,001</i>

Q16. How long did it take you to travel to the place where you got the COVID-19 vaccine? (READ LIST)

Based on those who have received at least one dose of COVID-19 vaccine

	Urban	Suburban	Rural
Under 30 minutes (NET)	83	74	74
Less than 15 minutes	47	42	49
15 minutes to under 30 minutes	36	33	25
30 minutes to under an hour	12	15	17
An hour or longer	6	10	9
Don't know/Refused/Web blank (NET)	*	*	*
Don't know	*	*	*
Refused/Web blank	-	-	-
	<i>n=301</i>	<i>n=359</i>	<i>n=495</i>

Q17. How long do you think it would take you to travel to the nearest COVID-19 vaccination site in your area? (READ LIST)

Based on those who have not received a dose of the COVID-19 vaccine

	Urban	Suburban	Rural
Under 30 minutes (NET)	69	63	71
Less than 15 minutes	43	44	40
15 minutes to under 30 minutes	26	19	31
30 minutes to under an hour	9	11	12
An hour or longer	2	3	3
Not sure how far away the nearest vaccination site is	19	22	15
Refused/Web blank	*	1	*
	<i>n=461</i>	<i>n=530</i>	<i>n=500</i>

VACHES. When an FDA approved vaccine for COVID-19 is available to you for free, do you think you will...? (READ LIST) (rotate 1-4,4-1)

Based on those who have not gotten the COVID-19 vaccine

	Urban	Suburban	Rural
As soon as you can/Wait and see (NET)	76	67	50
Get the vaccine as soon as you can	51	41	26
Wait until it has been available for a while to see how it is working for other people	25	27	25
Only if required/Definitely not (NET)	22	31	49
Only get the vaccine if you are required to do so for work, school, or other activities	8	11	14
Definitely not get the vaccine	14	20	35
Don't know	2	2	1
Refused/Web blank	1	*	*
	<i>n=461</i>	<i>n=530</i>	<i>n=500</i>

VACC1/VACHES Combo table

Based on total

	Urban	Suburban	Rural
Received at least one dose/Get it as soon as you can (NET)	66	59	54
Received at least one dose of the COVID-19 vaccine	31	31	39
Get vaccine as soon as you can	35	28	16
Wait until it has been available for a while to see how it is working for other people	17	18	15
Only if required/Definitely not (NET)	15	21	30
Only get the vaccine if you are required to do so for work, school, or other activities	6	8	9
Definitely not get the vaccine	10	13	21
Don't know/Refused/Web blank	2	2	1
	<i>n=764</i>	<i>n=892</i>	<i>n=1,001</i>

Q18. What is the MAIN reason why you don't want to get the COVID-19 vaccine?

Based on those in rural areas who would definitely not get COVID-19 vaccine

	Rural
Too new/now enough information/don't know long-term effects	19
Don't trust it (unspecified)	12
Don't like/don't get vaccines in general/don't like needles	9
Don't believe in it/Not effective against COVID-19	8
Concerned about side effects	7
Not concerned about COVID/getting sick or dying	5
Already had COVID-19	5
Medical condition that prevents me from getting the vaccine	5
Previous bad reactions to other vaccines	5
No need	3
Vaccine ingredients/Don't know what's in it (general)	3
Immune system/body will provide protection	2
Religious/spiritual reasons	2
Concerned about interactions with medications	-
Fake news/conspiracy	1
Vaccine ingredients - aborted/fetal cells	1
Herd immunity/Not needed if enough other people get it	-
Other	10
Don't know	-
Refused/Web blank	3
	<i>n=147</i>

Q19. Which comes closer to your view: getting vaccinated against COVID-19 (is a personal choice) OR getting vaccinated (is part of everyone's responsibility to protect the health of others)? (rotate text in parentheses)

	Urban	Suburban	Rural
Getting vaccinated is a personal choice	40	47	58
Getting vaccinated is part of everyone's responsibility to protect the health of others	59	52	42
Don't know	1	1	1
Refused/Web blank	1	*	-
	<i>n=764</i>	<i>n=892</i>	<i>n=1,001</i>

VACC2. Do you personally know anyone who has been vaccinated for COVID-19, or not? IF YES ASK: Is that someone in your household, another family member or close friend, or someone else?

Based on those who have not gotten the COVID-19 vaccine

	Urban	Suburban	Rural
Yes (NET)	84	87	80
Yes, someone in household	11	16	9
Yes, another family member or close friend	55	57	54
Yes, someone else	18	14	17
No	16	12	20
Don't know	*	1	*
Refused/Web blank	-	*	-
	<i>n=461</i>	<i>n=530</i>	<i>n=500</i>

VACC1/VACC2 Combo table

Based on total

	Urban	Suburban	Rural
Yes, received at least one dose of a COVID-19 vaccine	31	31	39
No, did not receive COVID-19 vaccine	69	69	61
Yes, know someone (NET)	58	59	48
Yes, someone in my household has been vaccinated	7	11	5
Yes, another family member or close friend has been vaccinated	38	39	33
Yes, someone else I know, not a family member or close friend has been vaccinated	13	10	10
No, do not know someone who has been vaccinated	11	8	12
Don't know/Refused/Web blank	*	1	*
Don't know/Refused/Web blank	*	*	*
	<i>n=764</i>	<i>n=892</i>	<i>n=1,001</i>

Q20. Do you feel you have enough information about (INSERT ITEM), or not? (scramble a-b)

Based on those in rural areas who have not gotten the COVID-19 vaccine

	Have enough information	Do not have enough information	Don't know	Refused/Web blank	
a. Where you will be able to get a COVID-19 vaccine					
3/21	75	25	*	*	<i>n=500</i>
2/21	61	39	*	-	<i>n=133</i>
1/21	51	48	1	-	<i>n=166</i>
b. When you will be able to get the COVID-19 vaccine					
3/21	66	32	2	*	<i>n=500</i>
2/21	38	59	2	1	<i>n=133</i>
1/21 ³	43	54	2	*	<i>n=166</i>

Q23. As far as you know, are you currently eligible to get a COVID-19 vaccine in your state, are you currently not eligible, or are you not sure?

Based on those who have not gotten the COVID-19 vaccine

	Urban	Suburban	Rural
Eligible	38	41	47
Not eligible	34	28	17
Not sure	28	30	36
Refused/Web blank	-	-	-
	<i>n=461</i>	<i>n=530</i>	<i>n=500</i>

Q22. Have you personally tried to get an appointment for the COVID-19 vaccine for yourself, or not?

Based on those who have not gotten the COVID-19 vaccine

	Urban	Suburban	Rural
Yes	21	22	11
No	79	78	89
Don't know	-	-	*
Refused/Web blank	*	-	-
	<i>n=461</i>	<i>n=530</i>	<i>n=500</i>

³ January 2021 item wording was "when people like you will be able to get the COVID-19 vaccine."

Q24. Were you able to get an appointment for the COVID-19 vaccine, or not?

Based on those who have tried to get an appointment to get a COVID-19 vaccine

Insufficient sample to report

Q25. What was the MAIN reason you were unable to get an appointment? Was it because:

Based on those who were unable to get an appointment to get a COVID-19 vaccine

Insufficient sample to report

Q22/Q24/Q25 Combo table

Based on those who have not gotten the COVID-19 vaccine

	Rural
Yes, tried to get an appointment	11
Yes, was able to get an appointment	6
No, was not able to get an appointment	5
There were no appointments available	2
The available appointment times did not work for you	*
You did not meet the eligibility requirements	3
You were unable to provide a required document	*
There were technical difficulties	-
No vaccine available	*
Have registered/on waiting list	-
Some other reason	-
Don't know/Refused/Web blank	*
Don't know/Refused/Web blank	*
No, did not try to get an appointment	89
Don't know/Refused/Web blank	*
	<i>n=500</i>

Q26. How concerned are you, if at all, that (INSERT FIRST ITEM)? (READ FOR FIRST ITEM AND IF NECESSARY FOR NEXT ITEMS: Are you very concerned, somewhat concerned, not too concerned, or not at all concerned?) (scramble a-g)

Based on those in rural areas who will wait and see, only get vaccine if required or definitely not get the vaccine

	Very/ Somewhat Concerned (NET)	Very concerned	Somewhat concerned	Not too/Not at all concerned (NET)	Not too concerned	Not at all concerned	Not applicable (Vol.)	Don't know/ Refused/ Web blank (NET)	
a. You might get COVID-19 from the vaccine 3/21	32	17	15	60	20	40	7	1	n=342
b. You might experience serious side effects from the COVID-19 vaccine 3/21	64	38	27	27	11	16	8	*	n=342
c. The effects of the vaccine will be worse than if you actually got COVID-19 3/21	53	28	26	39	15	25	6	1	n=342
e. It will be difficult for you to travel to a vaccination site to get the COVID-19 vaccine 3/21	9	5	4	82	13	69	8	*	n=342
f. You won't be able to get the vaccine from a place you trust 3/21	15	9	6	75	20	56	10	*	n=342
g. You might need to miss work if the side effects of the vaccine make you feel sick for a day or more 3/21	35	22	13	46	13	33	18	*	n=342

	Very/ Somewhat Concerned (NET)	Very concerned	Somewhat concerned	Not too/Not at all concerned (NET)	Not too concerned	Not at all concerned	Not applicable (Vol.)	Don't know/ Refused/ Web blank (NET)	
h. You might be required to get the COVID-19 vaccine even if you don't want to									
3/21	66	40	26	31	12	19	2	1	n=342

EMPLOY. What best described your employment situation today?

	Rural
Employed (NET)	49
Employed full-time	40
Employed part-time	9
Unemployed (NET)	8
Unemployed and currently seeking employment	4
Unemployed and not seeking employment	3
A student	3
Retired	26
On disability and can't work	10
Or, a homemaker or stay at home parent?	4
Don't know/Refused/Web blank (NET)	1
Don't know	1
Refused/Web blank	*
	n=1,001

SELFEMPLOY. Are you currently self-employed, or not?

Based on those who are employed

	Rural
Yes, self-employed	18
No, not self-employed	82
Don't know/Refused/Web blank	-
	n=416

Q27. Do you think employers should be allowed to require certain employees to get vaccinated for COVID-19, or is this not something employers should be allowed to do?

	Rural
Yes, should be allowed to require vaccination	43
No, should not be allowed to require vaccination	55
Don't know/Refused/Web blank	3
	n=1,001

Q28. If (INSERT FIRST ITEM), would that make you more likely to get the vaccine, or not? How about if (INSERT NEXT ITEM)? READ IF NECESSARY: would that make you more likely to get the vaccine, or not?] (scramble d-f; show a-c first and in order)

Table I

Items a, b, based on those in rural areas who are employed and not self-employed and who will wait and see, only get vaccine if required or definitely not get the vaccine

Item c based on those in rural areas who are employed and not self-employed and not likely to get vaccine if offered extra \$50 from employer

Items d, e, f based on those in rural areas who will wait and see, only get vaccine if required or definitely not get the vaccine

	Yes, more likely	No, not more likely	Don't know	Refused/Web blank	
a. Your employer arranged for a medical provider to come to your place of work to administer the COVID-19 vaccine to employees who want it 3/21	16	83	*	-	n=147
b. Your employer offered to pay you an extra \$50 to get vaccinated for COVID-19 3/21	15	85	-	-	n=147
c. Your employer offered to pay you an extra \$200 to get vaccinated for COVID-19 3/21	6	92	1	-	n=125
d. The COVID-19 vaccine was offered to you during a routine medical visit at a place you normally go for health care 3/21	21	78	1	-	n=342
e. Airlines required passengers to be vaccinated before they could fly 3/21	23	76	1	*	n=342
f. The U.S. Centers for Disease Control said that vaccinated people could travel freely and would not need to wear masks in most situations 3/21	22	75	3	*	n=342

Table II

Items c based on those in rural areas who are employed and not self-employed and who will wait and see, only get vaccine if required or definitely not get the vaccine

	3/21
Yes, more likely if offered \$50	15
No, not more likely if offered \$50	85
Yes, more likely if offered \$200	5
No, not more likely if offered \$200	78
Don't know/Refused/Web blank	1
Don't know/Refused/Web blank	-
	n=147

READ IF HAVE NOT GOTTEN COVID-19 VACCINE: As you may know, there are now three different COVID-19 vaccines available in the U.S., a two-dose vaccine made by Pfizer, a two-dose vaccine made by Moderna, and a one-dose vaccine made by Johnson and Johnson.

Q29. Do you think there are major differences, minor differences, or no differences in how well these vaccines work, or are you not sure?

Based on those who have not gotten the COVID-19 vaccine

	Rural
Major differences	14
Minor differences	21
No differences	11
Not sure	54
Refused/Web blank	*
	<i>n=500</i>

Q30. Would you say you have a strong preference, a slight preference, or no preference for which vaccine you would like to get?

Table I.

Based on those who would get vaccine as soon as possible, wait and see, or only if required

	Rural
Preference (NET)	53
Strong preference	31
Slight preference	22
No preference	43
Don't know	4
Refused/Web blank	*
	<i>n=346</i>

Table II.

Based on those who have not gotten the COVID-19 vaccine

	Rural
Get vaccine as soon as possible, wait and see, or only if required (NET)	65
Preference (NET)	34
Strong preference	20
Slight preference	14
No preference	28
Don't know	2
Refused/Web blank	*
Definitely not get the vaccine	35
Don't know	1
Refused/Web blank	*
	<i>n=500</i>

Q31. If you were offered the (INSERT) vaccine, would you definitely get it, probably get it, probably not get it, or definitely not get it?

Based on those in rural areas who have not gotten COVID-19 vaccine

	Get it (NET)	Definitely get it	Probably get it	Not get (NET)	Probably not get it	Definitely not get it	Don't know/Refused/Web blank (NET)	
a. Pfizer two-dose 3/21	37	15	21	62	20	42	2	n=500
b. Moderna two-dose 3/21	35	15	20	63	19	44	2	n=500
c. Johnson & Johnson one-dose 3/21	41	20	22	56	16	40	2	n=500

Q32a. What is the MAIN reason you prefer one COVID-19 vaccine over the others?

Based on those in rural areas who have a strong or slight preference for one vaccine over another

	3/21
Prefer one-dose/one-shot vaccine (general)	32
The level of effectiveness	14
Concerned about side effects/allergic reactions	6
Preference based on brand name/reputation	8
Have heard good/better things about it	4
More convenient/easier	4
The ingredients/formulation/technology of the vaccine (general)	7
Family member or friend got/recommended specific vaccine	5
Due to testing/studies/clinical trials	5
Prefer vaccine that has been available for longer	1
Prefer two-dose/two-shot vaccine (general)	-
Doses/number of shots (unspecified)	*
Religious concerns/use of fetal tissue in development	2
Doctor or medical provider discussed or recommended	*
Do not have a preference	2
Would not get any of the vaccines	1
Other	5
Don't know	1
Refused/Web blank	5
	n=193

Q34. What if you heard that (INSERT FIRST ITEM)? Would that make you more likely to get the vaccine, or not? What if you heard that (INSERT NEXT ITEM)? READ IF NECESSARY: would that make you more likely to get the vaccine, or not?] (rotate items a-h)

Based on those in rural areas who will wait and see, only get vaccine if required or definitely not get the vaccine

	Yes, more likely	No, not more likely	Don't know	Refused/Web blank	
a. More than 100,000 people from diverse backgrounds and ethnicities participated in the COVID-19 vaccine clinical trials 3/21	19	81	*	*	n=342
b. The main reason the COVID-19 vaccines were approved so quickly is because red tape that is usually part of the development process was removed, not because corners were cut 3/21	11	87	2	*	n=342
c. The vast majority of doctors who have been offered the vaccine have taken it 3/21	17	81	2	-	n=342
d. While the long-term effects of the vaccine may be unknown, the long-term effects of getting COVID-19 could be even worse 3/21	16	84	*	*	n=342
e. Even though most people who die from COVID-19 are older or have other health conditions, some young and healthy people have also been hospitalized and died from COVID-19 3/21	15	85	*	-	n=342
f. The vaccines are nearly 100% effective at preventing hospitalization and death from COVID-19 3/21	31	68	1	-	n=342
g. Although the COVID-19 vaccines themselves are new, scientists have been working on the technology used in these vaccines for 20 years 3/21	24	76	*	-	n=342
h. There is no cost to get the COVID-19 vaccine 3/21	15	85	*	*	n=342

Q35. If former President Trump came out with a message strongly urging people to get the COVID-19 vaccine, would that make you more likely to get vaccinated, or not?

Based on those who will wait and see, only get vaccine if required or definitely not get the vaccine

	Rural
Yes, more likely	14
No, not more likely	85
Don't know	*
Refused/Web blank	*
	n=342

READ TO ALL: Now I have a few questions we will use to describe the people who took part in our survey...

AGE. What is your age?

AGE2. (ASK IF DON'T KNOW OR REFUSED AGE) Could you please tell me if you are between the ages of... (READ LIST)

RECAGE2 VARIABLE

	Rural
18-29	18
30-49	30
50-64	26
65+	27
Don't know/Refused/Web blank (NET)	-
	<i>n=1,001</i>

CHILD. Are you the parent or guardian of any child under the age of 18 living in your household?

	Rural
Yes	29
No	71
Don't know/Refused/Web blank (NET)	*
Don't know	-
Refused/Web blank	*
	<i>n=1,001</i>

MARITAL. Are you currently married, living with a partner, widowed, divorced, separated, or have you never been married?

	Rural
Married	46
Living with a partner	8
Widowed	11
Divorced	12
Separated	3
Never been married	19
Don't know/Refused/Web blank (NET)	*
Don't know	*
Refused/Web blank	*
	<i>n=1,001</i>

RVOTE Are you registered to vote at your present address, or not?

	Rural
Yes	83
No	17
Don't know/Refused/Web blank (NET)	*
Don't know	*
Refused/Web blank	*
	<i>n=1,001</i>

VOTED. Thinking about the presidential election that took place November 3rd, 2020 did you happen to vote in the election, including voting by mail, early voting, or absentee ballot before the election, or did things come up that kept you from voting?

Based on those who are registered to vote

	Rural
Yes, voted	88
No, did not vote	12
Don't know/Refused/Web blank (NET)	*
Don't know	*
Refused/Web blank	*
	<i>n=873</i>

VOTED2. In the election for U.S. president, did you vote for (Donald Trump) or (Joe Biden), or someone else? (rotate text in parentheses)

Based on those who voted in 2020 presidential election

	Rural
Donald Trump	52
Joe Biden	36
Someone else	3
Don't know/Refused/Web blank (NET)	8
Don't know	1
Refused/Web blank	8
	<i>n=800</i>

Q33. Do you consider the area where you live to be rural, small town, suburban, or urban?

	Rural
Rural	43
Small town	51
Suburban	3
Urban	3
City/large city(unspecified)	-
Something else	*
Don't know/Refused/Web blank (NET)	1
Don't know	1
Refused/Web blank	*
	<i>n=1,001</i>

RELIGIONIMP. How important is religion in your everyday life? Is it the most important thing in your life, very important, but not the most important thing, somewhat important, or not too important, or not at all important?

	Rural
Most/Very important (NET)	54
Most important thing in your life	22
Very important, but not the most important	33
Somewhat important	19
Not too/Not at all important (NET)	26
Not too important	11
Not at all important	14
Don't know/Refused/Web blank (NET)	1
Don't know	*
Refused/Web blank	1
	<i>n=1,001</i>

BORNAGAIN. Would you describe yourself as a "born-again" or evangelical Christian, or not?

	Rural
Yes, born again or Evangelical	37
No, not born again or Evangelical	60
Don't know/Refused/Web blank (NET)	4
Don't know	3
Refused/Web blank	1
	<i>n=1,001</i>

ESSENTIAL. Have you been deemed an essential worker, meaning you are still required to work outside your home during the coronavirus outbreak?

Based on total employed

	Rural
Yes	77
No	22
Don't know/Refused/Web blank (NET)	1
Don't know	1
Refused/Web blank	-
	<i>n=416</i>

HEAL1a. Do you or anyone in your household work in a health care delivery setting, such as a doctor's office, clinic, hospital, nursing home, or provide in-home health care? (IF YES ASK: Is that you or someone else in your household?)

	Rural
Yes (NET)	14
Yes, I work in health care delivery setting	7
Yes, someone else in my household works in health care delivery setting	7
Yes, both myself and someone else in household work in health care delivery setting	1
No one in household works in health care delivery setting	85
Don't know/Refused/Web blank (NET)	*
	<i>n=1,001</i>

ESSENTIAL2. Do you work in a retail environment, food service or restaurant, delivery or transportation, a school or childcare center, a factory or warehouse, an office, or some other setting?

Based on those who are essential workers in non-health care setting

	Rural
Retail environment	12
Food service or restaurant	7
Delivery or transportation	11
A school or childcare center	9
A factory or warehouse	18
An office environment	11
Construction site	4
A farm/garden/agricultural site	4
Work in/at other people's homes	3
Something else	20
Don't know/Refused/Web blank (NET)	3
Don't know	*
Refused/Web blank	2
	<i>n=242</i>

Based on total employed

	Rural
Essential worker or work in a health care delivery setting (NET)	78
Work in a health care delivery setting	15
Essential worker but does not work in a health care delivery setting	63
Retail environment	7
Food service or restaurant	4
Delivery or transportation	7
A school or childcare center	5
A factory or warehouse	11
An office environment	7
Construction site	2
A farm/garden/agricultural site	2
Work in/at other people's homes	2
Something else	12
Don't know/Refused/Web blank	2
Other Employed	22
Don't know/Refused/Web blank	-
	<i>n=416</i>

DELAYEDCARE. In the past 30 days, have you or a family member in your household skipped or postponed any type of medical or dental care due to the ongoing coronavirus outbreak, or not? (IF YES ASK: And was that you, a family member, or both you and a family member who skipped or postponed medical or dental care?)

	Rural
Yes (NET)	15
Yes, respondent	7
Yes, a family member in household	3
Yes, both respondent and a family member in household	5
No	85
Don't know/Refused/Web blank (NET)	*
	<i>n=1,001</i>

CARE. Today, what kind of place, if any, do you usually go to when you are sick or when you need advice about your health? Is it:

	Rural
A private doctor's office	54
A neighborhood clinic or health center	26
A retail clinic at a place like CVS or Walgreens	2
A hospital emergency room	6
VA/Veterans' hospital/Military clinic	2
Urgent care	1
Hospital	1
Telehealth/online	*
Some other type of place	1
Do not have a usual source of care	7
Don't know/Refused/Web blank (NET)	*
Don't know	*
Refused/Web blank	*
	<i>n=1,001</i>

COVERAGE. Are you, yourself, now covered by any form of health insurance or health plan or do you not have health insurance at this time? (READ IF NECESSARY: A health plan would include any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or [Medicaid/Medi-CAL])?

	Rural
Covered by health insurance	87
Not covered by health insurance	13
Don't know	-
Refused/Web blank	*
	<i>n=1,001</i>

AGECOV VARIABLE

	Rural
Insured less than 65	83
Uninsured less than 65	17
	<i>n=619</i>

COVTYPE. Which of the following is your MAIN source of health insurance coverage? Is it a plan through your employer, a plan through your spouse's employer, a plan you purchased yourself either from an insurance company or a state or federal marketplace, are you covered by Medicare or (Medicaid/[INSERT STATE-SPECIFIC MEDICAID NAME]), or do you get your health insurance from somewhere else? [INTERVIEWER NOTE: IF R SAYS THEY GOT INSURANCE THROUGH HEALTHCARE.GOV, OBAMACARE, OR A STATE HEALTH INSURANCE MARKETPLACE/EXCHANGE, CODE AS 3].

Based on those who are insured

	Rural
Plan through your employer	31
Plan through your spouse's employer	7
Plan you purchased yourself	7
Medicare	31
Medicaid	16
Somewhere else	3
Plan through your parents/mother/father (Vol.)	3
Don't know	1
Refused/Web blank	*
	<i>n=891</i>

COVERAGE/COVTYPE Combo Table

Based on total

	Rural
Covered by health insurance	87
Employer	27
Spouse's employer	6
Self-purchased plan	6
Medicare	27
Medicaid	14
Somewhere else	3
Plan through parents/mother/father (Vol.)	3
Don't know/Refused/Web blank	1
Not covered by health insurance	13
Don't know/Refused/Web blank	*
	<i>n=1,001</i>

AGECOVTYPE VARIABLE

Based on those ages 18-64

	Rural
Covered by health insurance	83
Employer	34
Spouse's employer	8
Self-purchased plan	7
Medicare	9
Medicaid	18
Somewhere else	2
Plan through parents/mother/father (Vol.)	4
Don't know/Refused/Web blank	1
Not covered by health insurance	17
Don't know/Refused/Web blank	*
	<i>n=620</i>

RGENDER. Do you describe yourself as a man, a woman, or in some other way?

	Rural
Man	49
Woman	50
Some other way	*
Don't know	*
Refused/Web blank	-
	<i>n=1,001</i>

LGBT. Do you consider yourself to be gay, lesbian, bisexual, or transgender?

	Rural
Yes	7
No	92
Don't know	*
Refused/Web blank	1
	<i>n=1,001</i>

FLU. Do you normally get a flu vaccine each year, or not?

	Rural
Yes	51
No	49
Don't know	*
Refused/Web blank	-
	<i>n=1,001</i>

TEST1. Have you or someone you know tested positive for coronavirus, or not? IF YES ASK: Was that you, someone else in your household, or someone else? [IF BOTH RESPONDENT AND SOMEONE ELSE IN HOUSEHOLD OR SOMEONE ELSE GOT TESTED CODE AS 1] [IF SOMEONE IN HOUSEHOLD AND SOMEONE ELSE GOT TESTED CODE AS 2]

	Rural
Yes (NET)	71
Yes, respondent tested positive	12
Yes, someone else in household tested positive	7
Yes, someone else tested positive	52
No	29
Don't know/Refused/Web blank (NET)	*
Don't know	*
Refused/Web blank	-
	<i>n=1,001</i>

TEST3. Do you personally know anyone who has died from coronavirus, or not?

	Rural
Yes	37
No	63
Don't know	-
Refused/Web blank	*
	<i>n=1,001</i>

COVIDDEATH. Were any of the people you know who died from coronavirus family members or close friends, or not?

Based on those who know someone who died from coronavirus

	Total	Rural
Yes	64	61
No	36	39
Don't know	*	-
Refused/Web blank	-	-
	<i>n=1,106</i>	<i>n=425</i>

CHRONICCOVID. Do you or anyone in your household have a serious health condition such as high blood pressure, heart disease, lung disease, cancer or diabetes, or not?

	Rural
Yes (NET)	65
Yes, I have a serious health condition	28
Yes, someone else in my household has a serious health condition	16
Yes, both myself and someone else in my household have a serious health condition	10
No one in household has serious health condition	45
Don't know/Refused/Web blank (NET)	*
Don't know	*
Refused/Web blank	*
	<i>n=1,001</i>

PARTY. In politics today, do you consider yourself a: (Republican), (Democrat), an Independent, or what? (rotate items in parentheses)

	Rural
Republican	35
Democrat	26
Independent	23
Or what/Other/None/No preference	12
Don't know	2
Refused/Web blank	2
	<i>n=1,001</i>

PARTYLEAN. Do you LEAN more towards the (Republican) Party or the (Democratic) Party? (rotate items in parentheses in same order as PARTY)

Based on those who are not Republican or Democrat

	Rural
Republican	37
Democratic	23
Independent/Don't lean to either party (Vol.)	27
Other party (Vol.)	1
Don't know	6
Refused/Web blank	6
	<i>n=337</i>

Summary PARTY and PARTYLEAN

Based on total

	Rural
Republican/Lean Republican	49
Democrat/Lean Democratic	34
Pure Independent	13
Undesignated	4
	<i>n=1,001</i>

Five-Point Party ID

	Rural
Democrat	26
Independent Lean Democrat	8
Independent/Don't lean	12
Independent Lean Republican	14
Republican	35
Undesignated	5
	<i>n=1,001</i>

IDEOLOGY. Would you say your views in most political matters are liberal, moderate, or conservative?

	Rural
Liberal	17
Moderate	32
Conservative	42
Don't know	6
Refused/Web blank	3
	<i>n=1,001</i>

EDUC. What is the highest level of school you have completed or the highest degree you have received? (DO NOT READ LIST) [INTERVIEWER NOTE: Enter code 3-HS graduate if R completed vocational, business, technical, or training courses after high school that did NOT count toward an associate degree from a college, community college or university (e.g., training for a certificate or an apprenticeship)]

	Rural
HS grad or less (NET)	49
Less than high school (Grades 1-8 or no formal schooling)	5
High school incomplete (Grades 9-11 or Grade 12 with no diploma)	8
High school graduate (Grade 12 with diploma or GED certificate)	37
Some college (NET)	31
Some college, no degree (includes some community college)	20
Two-year associate degree from a college or university	11
College grad+ (NET)	20
Four-year college or university degree/Bachelor's degree	10
Some postgraduate or professional schooling, no postgraduate degree	2
Postgraduate or professional degree, including master's, doctorate, medical or law degree	8
Don't know/Refused/Web blank (NET)	*
	<i>n=1,001</i>

INCOME. Last year – that is, in 2020 – what was your total family income from all sources, before taxes? Just stop me when I get to the right category. (READ LIST)

	Rural
Less than \$20,000	20
\$20,000 to less than \$30,000	12
\$30,000 to less than \$40,000	12
\$40,000 to less than \$50,000	9
\$50,000 to less than \$75,000	15
\$75,000 to less than \$90,000	8
\$90,000 to less than \$100,000	5
\$100,000 or more	12
Don't know/Refused/Web blank (NET)	8
	<i>n=1,001</i>

HHADULTS. How many adults, age 18 and over, currently live in your household including yourself?

	Rural
1	28
2	50
3	14
4	5
5	2
6 or greater	1
Don't know/Refused/Web blank (NET)	1
	<i>n=1,001</i>



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