Not everyone in the US has hit vaccination targets set by the federal government. Low-income populations and those living in rural areas are 15% less likely to be vaccinated than the general population. Vaccine hesitancy remains a significant obstacle with over 60% of those unvaccinated reporting they are vaccine hesitant or resistant. Vaccine hesitancy was 10% higher among low-income respondents, rural respondents, and parents of children under 18. Among parents surveyed, 60% were vaccine hesitant or resistant. High rates of trust for primary care, as reported by vaccine resistant populations, suggest primary care may be a key asset to overcome vaccination challenges.

Unvaccinated low-income respondents are more likely than the general population to report vaccine hesitancy
- 40% unvaccinated low-income respondents are vaccine resistant and will not take the shot
- 27% are vaccine hesitant and report vaccination is unlikely
- 69% cite worries about side effects and 66% question the rapid speed of vaccine development

Unvaccinated rural respondents report the highest rates of vaccine resistance and hesitancy
- 38% unvaccinated rural respondents are vaccine resistant and will not take the shot
- 28% are vaccine hesitant and report vaccination is unlikely
  - 13% unvaccinated report waiting to get the vaccine from their doctor or a place they know
- Among the vaccinated, rural respondents were 10% more likely to cite protection of loved ones as motivating

Parents are generally vaccine hesitant, with greater hesitancy among those living in rural and low-income settings
- 35% of parents report interest in vaccinating children under 18 as soon as possible
  - This rate is lower in low-income (29%) respondents and rural (23%) respondents
- 30% are vaccine resistant and do not plan to vaccinate their child. Pushed further:
  - 14% would only vaccinate their child if required by school
  - 11% would not vaccinate under any circumstance
  - 4% would home school if required to vaccinate

Most influential factor in parents’ vaccine decision? Primary care – relationships & trust with primary care often cited
- 64% report they are most willing to vaccinate their kids at their own doctor’s office
  - Next important mass vaccination sites (10%), pharmacy (8%), local health department (7.5%)
  - Primary care opinion is extremely important among low income (52%) and rural (51%) respondents
- 59% of parents report opinion of their primary care doctor is extremely important when deciding to vaccinate
  - Next important, federal health agencies (49%), local health department (45%), friends/family (40%)

Methods – Fielded by The Larry A. Green Center, in partnership with the Primary Care Collaborative and 3rd Conversation, this survey was offered through public posting on a survey website and open to people 18 years or older. This is a convenience sample, voluntary and anonymous, with enrollment becoming limited as it filled to ensure diversity in respondent demographics. Fielded May 13-26, 2021

Sample – 2,508 respondents who are connected with a primary care clinician completed this survey. National trends are based on 1,005 respondents, sharing population diversity consistent with the most current US census. We had an additional 1,503 respondents for whom we oversampled in 2 categories, rural and low income. Low income was defined by total household income of less than $25,000. Rural was determined by self-reported area in which respondents live. Out of total sample, 593 were rural, 910 were low income. Demographics of general population sample: 28% high school degree, 66% college or higher; 16% household income (HHI) < $25k, 28% with HHI > $100k. 26% urban, 22% rural. 27% 18-34 years old, 37% were 55 or over. 45% male, 54% female. 18% unemployed. Out of all 2,508 respondents, 24%, were parents of children <18 years old.

You were previously hesitant and now you are vaccinated. What/who changed your mind?
- “Living in one of the worst world hotspots for COVID early on in the pandemic made me want to get the vaccine due to number of infected and deaths.” Georgia
- “My doctor”. Said people in Mi, CA, LA, IN, OH, NV, MO, NY, FL, KS, OH, IA, TN, KY, GA, MN, PA, OR, NJ, SD, WA...
Previously vaccine hesitant and now vaccinated – what changed your mind? Majority of comments reflected below.

... seeing someone I know suffer from COVID made the difference
- Seeing my husband suffering from COVID-19. Florida
- Watching family members die from COVID. Kansas
- My sister died from Covid-19. The last thing she asked me was if I had my shot yet. Kentucky
- Many family members contacted Covid-19 and one passed away from it. Ohio
- Knowledge that I lost a friend to the virus and I do not want to get it; I want to protect my family and I from the virus. Louisiana
- People dying made me want to get the vaccine. Arizona
- I saw too many people getting sick and/or dying, and that is what convinced me to do so. New Jersey

... the right health advice for me – from my doctor or someone I trust
- The information provided by my doctor and people who have extensive knowledge of the subject made me feel more secure. Oklahoma
- My rheumatologist assured me that people who were in worse health than I got the vaccine. New Jersey
- Church guidance gave me the assurance that it was safe, researched, and effective. Idaho
- I have a major, terminal lung disease and my doctors assured me that I needed to get the vaccine more than most. Florida
- Friends in the healthcare industry gave me positive information. Georgia
- My family wasn’t going to get them, but my sister was diagnosed with an auto immune disease so even though I have reservations I got it to help protect her. North Dakota
- My children’s pediatrician said it would be helpful to my children, if I got the vaccine... to protect them. Florida
- Waiting on the doctor to tell me because I have many health problems. Wisconsin
- The doctor showing me the facts of the vaccine made me confident. Oregon
- My doctor explained that there is no issue for cancer patients with this vaccine. Michigan

... I was tired of pandemic-related limits on my life
- I know it’s our only hope for human interaction. Texas
- I do not want to be restricted from doing anything for not being vaccinated. California
- I want to be able to travel, see my children and grandchildren. Connecticut
- I wanted to get out of the house and enjoy life again!!! Iowa, Illinois
- I wanted to be able to travel and go to large events again. I wanted life back. North Carolina
- Because I want to travel. Tennessee
- So I can be around others. Arizona
- I didn’t want restrictions imposed on me if I hadn’t gotten it. Michigan

... those around me helped me with my fears
- Talking with people who had already had the vaccine. New York, Virginia, Georgia, Wisconsin
- Dr. Fauci explaining why vaccines were able to be developed so quickly. Indiana.
- A lot of my friends were getting it and they shared a lot of articles. The articles educated me on the vaccine and I felt better once I learned it wasn’t a live vaccine. Illinois
- Seeing that a lot of people received the vaccine with no serious side effects made me more confident to get it. Georgia
- Talking with people who had already had the vaccine. New York
- Someone told me that I was putting them at risk by not getting it now so I seriously thought about that fact. Maine
- That the Covid vaccine is working and that not many people are getting ill. My daughter got the vaccine and nothing bad happens to her so I will get the vaccine. Idaho
- Minor side effects after several months of vaccine being given. Alabama
- Seeing people not dying. Tennessee
- Seeing others get it. MI, CA, LA, IN, OH, NV, MO, NY, FL, KS, OH, IA, TN, KY, GA, MN, ND, PA, OR, NJ, SD, WA...

... in the end I decided it was the right thing to do
- I just felt that it was the right thing to do so even though I wasn’t quite sure if it was ok I felt that it had been tried enough that I was getting it. Washington
- I just really started to think about how unfair it is for me not to get it when it can affect those around me. California
- I am still a little hesitant, but I want people to be safe when they are around me. Kentucky
- Other people getting it and just the overall thinking about the greater good. Virginia
- Protect myself and others. Hawaii