

Rural Strategies
400 Modeled Likely Rural Voters in Battleground States
(AZ, FL, GA, MI, MO, NC, NH, NV, OH, PA, and WI)
SPLITS: A | B

	VOTE DEM	VOTE REP	UNDEC ¹ /SOFT	DEM ID	REP ID	IND/DK /30-69
Weighted N=	126	235	84	109	228	111

Gender on file

Male.....	40	53	48	43	52	44
Female	60	47	52	57	48	56

Region

Northeast.....	22	11	22	21	12	6
Midwest	34	45	34	36	43	64
South	35	40	35	33	40	30
West	8	5	9	10	5	0

State

Arizona	6	2	7	7	2	0
Florida	12	14	12	12	14	6
Georgia.....	6	11	7	7	12	6
Michigan	13	14	15	14	15	13
Missouri.....	5	9	2	5	9	12
Nevada	3	3	2	3	3	0
New Hampshire	3	1	3	3	1	1
North Carolina	16	15	16	14	14	18
Ohio.....	8	11	12	7	10	19
Pennsylvania	19	10	19	18	11	6
Wisconsin	9	11	5	10	10	19

¹ Please note that with the small sample size for undecided voters with soft support, the statistical significance of this subgroup will be lower when looking at data that has been split sampled.

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Q1. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? **[IF NOT ON A CELL PHONE, ASK:]** Do you own a cell phone?

Yes, cell and can talk safely.....	31	33	27	35	33	31
Yes, cell and cannot talk safely.....	CALL BACK					
No, not on cell, but own one	25	24	25	23	23	32
No, not on cell and do not own one.....	9	4	2	9	4	2
(Don't know/refused).....	TERMINATE					
Text-to-online.....	35	38	45	32	40	35

Q2. Now I'd like to ask you about some people and groups. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that person or group. If you haven't heard of them {6}, or if you don't know enough about them to have an impression {5}, just say so and we will move on.

[READ NAME.] Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of **[NAME]**?

Sorted by “Very favorable”

A2c.Democrats in Congress	43	2	1	50	2	8
2a.Joe Biden.....	37	0	11	42	0	10
B2d.Republicans in Congress.....	4	47	3	3	49	23
2b.Donald Trump	2	62	12	2	59	40
A2e.Wealthy corporations.....	1	8	5	1	8	2
B2f.Corporate CEOs.....	0	8	2	0	6	10

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a. Joe Biden

Very Favorable	37	0	11	42	0	10
Somewhat Favorable	54	1	27	53	2	18
Somewhat Unfavorable.....	3	2	14	3	1	5
Very Unfavorable	4	95	43	1	93	64
No Opinion.....	2	2	5	1	3	3
Never Heard	0	0	1	0	0	0
Favorable.....	90	1	37	96	2	28
Unfavorable	7	97	57	4	95	69

b. Donald Trump

Very Favorable	2	62	12	2	59	40
Somewhat Favorable	5	28	23	2	28	20
Somewhat Unfavorable.....	0	7	5	0	7	6
Very Unfavorable	93	1	52	94	4	29
No Opinion.....	0	2	7	2	2	5
Never Heard	0	0	1	0	0	0
Favorable.....	7	89	34	5	87	61
Unfavorable	93	9	57	94	11	35

c. **SSA:** Democrats in Congress

Very Favorable	43	2	1	50	2	8
Somewhat Favorable	49	0	39	43	2	14
Somewhat Unfavorable.....	6	6	21	3	8	2
Very Unfavorable	0	86	36	0	81	67
No Opinion.....	2	7	3	4	7	10
Never Heard	0	0	0	0	0	0
Favorable.....	92	2	40	93	4	21
Unfavorable	6	92	58	3	89	69

d. **SSB:** Republicans in Congress

Very Favorable	4	47	3	3	49	23
Somewhat Favorable	1	43	23	2	38	33
Somewhat Unfavorable.....	11	7	25	9	7	7
Very Unfavorable	77	0	37	80	2	29
No Opinion.....	7	4	11	7	4	8
Never Heard	0	0	2	0	0	0
Favorable.....	5	90	25	5	87	56
Unfavorable	88	7	62	89	9	36

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e. **SSA:** Wealthy corporations

Very Favorable	1	8	5	1	8	2
Somewhat Favorable	13	25	13	12	24	34
Somewhat Unfavorable.....	25	17	24	24	17	21
Very Unfavorable	48	17	31	53	17	19
No Opinion.....	12	29	25	8	29	24
Never Heard	1	4	2	1	4	0
Favorable.....	14	34	18	13	33	36
Unfavorable	73	34	55	77	34	40

f. **SSB:** Corporate CEOs

Very Favorable	0	8	2	0	6	10
Somewhat Favorable	11	31	26	13	30	33
Somewhat Unfavorable.....	37	21	15	40	22	17
Very Unfavorable	23	9	26	20	10	18
No Opinion.....	29	30	29	27	31	23
Never Heard	0	1	2	0	1	0
Favorable.....	11	39	28	13	36	43
Unfavorable	60	30	41	60	32	34

Q3. If the general election for U.S. Congress were held today, would you vote for **[RANDOMIZE]** _the DEMOCRAT or _the REPUBLICAN?

[IF CANDIDATE] Would you say you support that candidate strongly or not so strongly?

[IF UNDECIDED] Well, toward whom do you lean?

Democrat - Strong	73	0	0	78	1	17
Democrat - Not-so-strong	22	0	33	14	2	4
Undecided - Lean Democrat	5	0	8	4	0	3
Republican - Strong	0	87	0	1	83	49
Republican - Not-so-strong	0	9	26	1	7	10
Undecided - Lean Republican	0	3	9	0	3	2
Undecided/don't know.....	0	0	24	1	1	10
(Other)	0	0	0	0	1	4
(Refused).....	0	0	0	0	0	1
Democrat.....	100	0	40	97	4	25
Republican.....	0	100	36	2	94	60

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Q4. How well would you say the U.S. economy is working for you personally?

Very well.....	17	1	4	19	1	4
Somewhat well	39	8	23	37	9	20
Not too well.....	32	22	33	29	23	28
Not well at all	12	68	37	14	66	46
(Don't know/refused).....	0	1	3	1	1	2
Well	55	9	27	56	10	25
Not well.....	44	90	70	43	89	74

Q5. In the next 12 months, do you think your personal financial situation will improve, get worse, or stay the same?

Improve	30	6	15	34	6	10
Get worse	18	71	43	16	69	51
Stay the same.....	49	16	35	46	17	31
(Don't know/refused).....	3	8	7	4	8	8

Q6. **SSA:** In the last two years, do you think your neighbors are voting more for: **[ROTATE]**

_Democrats
or
_Republicans

Or do you think it's about 50/50?

Democrats	10	2	5	11	2	4
About 50/50	29	18	13	32	17	23
Republicans	43	66	43	42	65	55
(Don't know/refused).....	18	13	39	16	16	18

Q7. **SSB:** In the 2020 presidential election, do you think your neighbors voted more for: **[ROTATE]**

_Joe Biden
or
_Donald Trump

Or do you think it was about 50/50?

Joe Biden.....	11	6	15	9	6	12
About 50/50	23	15	20	21	14	26
Donald Trump	47	69	42	48	71	50
(Don't know/refused).....	19	10	23	22	9	12

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Q8. In general, who do you think are better for small-town and rural families: **[ROTATE]** _the Democrats OR _the Republicans?

Democrats	78	1	30	85	1	22
Republicans	5	94	34	4	92	56
(Both...But if you had to choose)	2	1	5	0	2	1
(Neither...But if you had to choose)	10	3	26	5	4	17
(Don't know/refused).....	4	1	4	6	2	4

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Q9. For each of the following groups, please tell me if you think they understand the problems you face in your life very well, pretty well, not too well, or not well at all.

[PROMPT AS NEEDED] Do **[NAME]** understand the problems you face in your life very well, pretty well, not too well, or not well at all?

Sorted by “Very well”

9c. Elected officials in your local government.....	10	12	3	11	12	12
9a. Elected officials in Congress	5	4	0	5	4	4
9b. Elected officials in your state government.....	2	9	2	2	10	6

a. Elected officials in Congress

Very well.....	5	4	0	5	4	4
Pretty well.....	15	11	10	16	12	9
Not too well.....	45	32	38	45	32	35
Not well at all	30	51	45	28	50	49
(Don't know)	5	3	6	7	3	4
Well	20	15	10	21	15	13
Not well.....	75	82	83	72	81	83

b. Elected officials in your state government

Very well.....	2	9	2	2	10	6
Pretty well.....	23	32	18	21	33	27
Not too well.....	43	34	42	45	33	37
Not well at all	27	24	30	27	22	27
(Don't know)	4	1	9	4	2	3
Well	25	41	20	23	43	33
Not well.....	70	58	71	72	55	64

c. Elected officials in your local government

Very well.....	10	12	3	11	12	12
Pretty well.....	30	39	37	31	38	36
Not too well.....	45	28	35	43	28	36
Not well at all	11	15	19	10	16	11
(Don't know)	4	5	6	5	5	6
Well	40	52	40	42	50	48
Not well.....	56	44	54	53	45	47

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Q10. Out of the following list of values, which one or two are most important to you? **[RANDOMIZE]**
[ACCEPT UP TO TWO RESPONSES]

Equality.....	32	2	14	33	2	11
Kindness or compassion.....	26	2	14	24	3	9
Accountability	26	21	26	24	21	26
Family.....	18	33	25	19	33	25
Fairness.....	17	4	11	14	5	8
Respect	17	3	13	17	4	5
Freedom	17	44	27	15	44	39
Personal responsibility	14	16	20	16	16	21
Opportunity.....	9	8	9	10	8	8
Hard work	5	15	11	4	15	9
Faith	3	36	11	5	35	17
(Other)	3	2	1	3	2	2
(None)	0	2	3	1	2	2
(Don't know/refused).....	2	2	2	1	2	5

Q11. Which two of the following issues or problems would you say are the most important issues for you and your family? **[RANDOMIZE]**
 Select two

Abortion and women's rights.....	48	3	18	46	4	12
Climate change.....	30	2	11	30	3	13
The rising cost of living	26	57	53	27	57	49
Dysfunction in government	22	31	30	18	31	30
Health care	19	7	13	22	7	12
Retirement and Social Security.....	18	19	17	19	19	12
Jobs and the economy.....	12	18	14	11	18	18
Education.....	9	5	6	9	5	4
Immigration.....	6	13	8	5	14	13
Crime.....	4	19	10	3	19	13
Taxes.....	2	13	6	2	13	10
Deficits.....	0	4	2	0	3	3
(Other: Specify).....	4	5	5	5	5	6
(None)	1	1	3	2	0	1
(Don't know/refused).....	0	2	1	0	2	2

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Q12. When you think about the economy in small-town and rural America, which of the following concerns you the most? **[RANDOMIZE]**

Good-paying jobs not coming to small towns and rural areas.....	22	9	7	21	10	7
Rising health care costs.....	15	4	7	15	4	4
Having saved enough for retirement	12	8	9	13	8	9
Rising gas prices	11	23	14	8	25	20
The cost of food.....	9	17	17	10	16	17
Rising housing costs.....	9	11	14	10	8	19
Younger people leaving small towns and rural areas.....	6	1	3	6	2	5
Rising energy costs	4	18	12	5	17	15
Affording my prescriptions	2	0	0	1	0	1
(Other)	6	8	13	7	7	2
(None)	1	0	1	1	0	0
(Don't know/refused).....	3	1	2	4	1	2

Q13. In general, do you think the next generation will be better off, worse off, or about the same as people in your generation?

Better off.....	11	2	8	13	2	2
Worse off	57	90	68	53	89	79
About the same.....	27	6	20	28	7	16
(Don't know/refused).....	5	3	3	6	3	4

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Finally, I would like to ask you a few questions for statistical purposes only.

Q14. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent or something else?

[IF REPUBLICAN/DEMOCRAT:] Do you consider yourself a strong or a not-so-strong (Republican/Democrat)?

[IF INDEPENDENT:] Would you say you lean more towards the Republicans or more towards the Democrats?

Strong Democrat	54	0	8	64	0	12
Not-so-strong Democrat	6	0	4	7	0	0
Independent - lean Democrat	24	0	15	29	0	7
Democrat.....	84	1	27	100	0	19
Independent	6	7	23	0	0	36
Republican.....	7	91	37	0	100	44
Independent - lean Republican	1	18	21	0	20	10
Not-so-strong Republican	2	9	9	0	10	6
Strong Republican	4	64	7	0	69	29
(Other)	3	1	10	0	0	0
(Don't know).....	0	0	0	0	0	1
(Refused).....	0	0	3	0	0	0

Q15. What is the last year of schooling that you have completed?

1 - 11th Grade	3	1	0	3	1	0
High School Graduate.....	14	20	19	13	21	14
Vocational or technical school.....	3	10	6	4	11	9
Some college but no degree	18	20	19	22	19	21
Associate degree	7	13	6	7	13	8
4-year college graduate or bachelor's degree	21	21	23	21	21	25
Graduate School or advanced degree	34	14	24	30	14	23
(Refused).....	0	1	2	0	1	1
H.S./Less.....	17	21	19	17	22	14
Post H.S.	28	43	31	32	42	38
College graduate or post-grad	55	35	48	51	35	48

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Q16. What is your age? [Enter a number] [PHONE = 999 for REFUSED/TTO PROVIDE CHECK BOX FOR PREFER NOT TO ANSWER]

18 - 24	5	10	9	5	10	11
25 - 29	6	4	3	7	5	2
30 - 34	3	5	5	4	6	8
35 - 39	6	8	6	7	7	10
40 - 44	8	8	4	7	8	5
45 - 49	6	7	10	4	7	6
50 - 54	10	12	8	11	11	8
55 - 59	11	5	6	11	6	7
60 - 64	17	8	16	13	8	13
65 - 69	10	9	16	12	8	4
70 - 74	10	8	3	11	7	9
Over 74.....	11	16	14	9	16	17
(Don't know/refused).....	0	0	0	0	0	0
Under 30.....	11	14	13	12	14	12
30 - 39	8	13	11	11	13	18
40 - 49	14	15	14	11	16	11
50 - 64	37	26	30	34	25	28
65 & over	30	33	33	32	32	31

**Q17. Which of the following best describes your gender?
Select all that apply**

Man	40	52	48	43	52	43
Woman	60	47	52	57	47	57
Nonbinary	0	0	0	0	0	0
Prefer to self-describe.....	0	0	0	0	0	0
(Refused).....	0	1	0	0	1	0

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Q18. Just to make sure we have a representative sample, could you please tell me whether you are from a Latino, Hispanic, or Spanish-speaking background?

Q19. **[ASK ALL]** And please tell me which one, or more than one, of these racial or ethnic groups you identify with.

[IF “OTHER” OR “BIRACIAL” OR “MULTI-RACIAL” PROMPT:] Which two or three of these do you identify with the most?

[RANDOMIZE/READ CHOICES/ACCEPT MULTIPLE RESPONSES]

White or Caucasian	86	86	84	84	86	88
Black or African American.....	12	2	8	14	2	5
Latino/Latina or Hispanic	0	5	0	0	5	3
Asian American or Pacific Islander.....	0	1	0	0	1	1
Native or Indigenous American	0	5	2	0	5	3
Middle Eastern.....	0	1	0	0	1	1
(Other)	1	2	2	2	1	1
(Don't know/refused).....	2	2	4	2	1	2

Q20. Thank you for taking the time to answer this survey. The overall results of the survey will be shared with the media. Would you be willing to speak with a reporter about your views on the upcoming election and the topics we discussed in the survey?

Yes	28	31	26	28	31	27
No	72	69	74	72	69	73

Race on file

Caucasian.....	88	94	90	87	95	92
African American	11	2	8	12	2	5
Hispanic.....	0	3	0	0	3	2
Asian	0	0	1	0	0	1
Unknown.....	1	0	1	1	0	0

Vote select

Voted Nov 14 or Nov 18.....	86	73	75	83	75	67
DNV Nov 14 or 18. Voted Nov 16 and Nov 20.....	7	10	5	9	8	17
Reg after Nov 18. Voted Nov 20	5	12	14	6	11	14
Reg after Nov 20.....	2	5	5	3	6	2

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Targetsmart Partisanship Score

90+	44	3	22	47	3	5
80 - 89	7	3	5	7	3	2
70 - 79	7	2	5	5	2	2
60 - 69	3	3	1	3	2	9
50 - 59	6	6	6	7	6	20
40 - 49	3	4	4	4	3	13
30 - 39	4	10	6	6	10	27
20 - 29	5	10	11	3	11	2
10 - 19	8	14	5	7	15	2
0 - 9	14	44	36	12	44	18

Targetsmart 2022 Turnout Score

90+	38	22	29	35	22	22
80 - 89	30	27	25	31	27	23
70 - 79	7	14	16	10	13	14
60 - 69	8	11	9	5	13	14
50 - 59	8	10	6	9	10	9
40 - 49	3	7	8	4	6	10
30 - 39	2	3	5	2	3	5
20 - 29	4	4	3	4	3	3
10 - 19	1	3	0	1	3	0
0 - 9	0	0	0	0	0	0