

**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**

	TOTAL	MEN	WOMEN	ECON WORKING	ECON NOT WRK
Weighted N=	400	186	211	102	294

**Gender on file**

Male.....	47	99	1	51	45
Female .....	53	1	99	49	55

**Region**

Northeast.....	14	15	14	15	14
Midwest .....	41	41	41	41	41
South .....	39	38	39	37	39
West .....	6	6	6	7	5

**State**

Arizona .....	3	3	3	5	2
Florida .....	13	13	13	11	14
Georgia.....	10	13	6	10	9
Michigan .....	13	12	15	9	15
Missouri.....	7	8	6	5	8
Nevada .....	3	2	3	3	3
New Hampshire .....	1	1	2	1	2
North Carolina .....	16	12	20	16	16
Ohio.....	11	9	13	11	11
Pennsylvania .....	13	14	12	14	13
Wisconsin .....	10	12	8	16	8

	TOTAL	MEN	WOMEN	ECON WORKING	ECON NOT WRK
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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.....	33	34	33	26	36
Yes, cell and cannot talk safely.....	<b>CALL BACK</b>				
No, not on cell, but own one .....	26	28	24	37	22
No, not on cell and do not own one.....	5	7	4	9	4
(Don't know/refused).....	<b>TERMINATE</b>				
Text-to-online.....	36	31	39	29	38

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”**

2b.Donald Trump .....	38	38	38	7	49
B2d.Republicans in Congress.....	29	28	29	7	37
A2c.Democrats in Congress .....	15	12	17	41	6
2a.Joe Biden.....	13	12	13	34	5
A2e.Wealthy corporations.....	5	4	6	1	6
B2f.Corporate CEOs.....	5	9	2	5	5

	TOTAL	MEN	WOMEN	ECON WORKING	ECON NOT WRK
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<b>a. Joe Biden</b>					
Very Favorable .....	13	12	13	34	5
Somewhat Favorable .....	19	16	22	38	12
Somewhat Unfavorable.....	4	2	6	6	3
Very Unfavorable .....	62	69	55	20	76
No Opinion.....	2	0	4	0	3
Never Heard .....	0	0	0	1	0
Favorable.....	32	28	35	72	17
Unfavorable .....	66	71	61	27	80
<b>b. Donald Trump</b>					
Very Favorable .....	38	38	38	7	49
Somewhat Favorable .....	19	25	13	8	22
Somewhat Unfavorable.....	5	3	7	6	5
Very Unfavorable .....	35	32	38	75	21
No Opinion.....	3	2	3	3	3
Never Heard .....	0	0	0	1	0
Favorable.....	57	63	51	15	72
Unfavorable .....	40	34	46	81	26
<b>c. SSA: Democrats in Congress</b>					
Very Favorable .....	15	12	17	41	6
Somewhat Favorable .....	17	18	17	36	11
Somewhat Unfavorable.....	7	2	12	3	9
Very Unfavorable .....	56	63	49	10	71
No Opinion.....	5	5	5	10	3
Never Heard .....	0	0	0	0	0
Favorable.....	32	30	34	77	17
Unfavorable .....	63	65	61	13	80
<b>d. SSB: Republicans in Congress</b>					
Very Favorable .....	29	28	29	7	37
Somewhat Favorable .....	27	30	25	17	31
Somewhat Unfavorable.....	11	8	14	18	9
Very Unfavorable .....	27	26	27	52	17
No Opinion.....	6	7	4	3	6
Never Heard .....	0	1	0	2	0
Favorable.....	56	58	55	25	68
Unfavorable .....	38	34	42	70	26

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e. **SSA:** Wealthy corporations

Very Favorable .....	5	4	6	1	6
Somewhat Favorable .....	19	27	13	16	21
Somewhat Unfavorable.....	22	23	19	29	19
Very Unfavorable .....	27	16	37	31	26
No Opinion.....	24	26	22	21	25
Never Heard .....	3	3	3	2	3
Favorable.....	24	31	18	17	27
Unfavorable .....	49	39	57	60	45

f. **SSB:** Corporate CEOs

Very Favorable .....	5	9	2	5	5
Somewhat Favorable .....	23	21	25	19	25
Somewhat Unfavorable.....	25	23	28	35	22
Very Unfavorable .....	14	11	17	8	16
No Opinion.....	31	34	28	32	31
Never Heard .....	1	2	0	2	1
Favorable.....	28	30	27	24	31
Unfavorable .....	40	34	45	43	38

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 .....	23	18	27	54	12
Democrat - Not-so-strong .....	7	7	7	12	5
Undecided - Lean Democrat .....	2	1	2	2	1
Republican - Strong .....	51	57	46	17	64
Republican - Not-so-strong .....	6	7	5	4	6
Undecided - Lean Republican .....	2	3	1	0	2
Undecided/don't know.....	5	4	6	4	5
(Other) .....	3	2	4	6	2
(Refused).....	2	1	2	1	2
Democrat.....	32	27	36	68	19
Republican.....	59	66	52	21	72

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

Very well.....	6	7	5	25	0
Somewhat well .....	19	20	19	75	0
Not too well.....	25	22	28	0	34
Not well at all .....	48	49	47	0	66
(Don't know/refused).....	1	1	1	0	0
Well .....	26	28	24	100	0
Not well.....	73	71	75	0	100

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

Improve .....	15	14	15	30	9
Get worse .....	51	50	52	9	66
Stay the same.....	29	30	28	59	18
(Don't know/refused).....	6	6	6	2	6

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 .....	4	4	5	8	3
About 50/50 .....	21	19	23	29	18
Republicans .....	56	64	47	44	60
(Don't know/refused).....	19	12	25	19	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.....	9	7	10	20	5
About 50/50 .....	17	17	17	17	17
Donald Trump .....	58	57	58	42	65
(Don't know/refused).....	16	19	14	21	13

	TOTAL	MEN	WOMEN	ECON WORKING	ECON NOT WRK
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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 .....	26	24	29	63	14
Republicans .....	58	65	52	21	71
(Both...But if you had to choose) .....	1	1	1	3	1
(Neither...But if you had to choose) .....	9	8	11	7	10
(Don't know/refused).....	4	2	7	6	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.....	11	13	10	14	10
9b.Elected officials in your state government.....	6	6	6	4	7
9a.Elected officials in Congress .....	4	3	4	6	3

a. Elected officials in Congress

Very well.....	4	3	4	6	3
Pretty well.....	11	8	14	13	11
Not too well.....	36	40	33	50	32
Not well at all .....	45	46	44	27	51
(Don't know) .....	4	3	5	4	4
Well .....	15	11	19	19	14
Not well.....	81	86	76	77	82

b. Elected officials in your state government

Very well.....	6	6	6	4	7
Pretty well.....	28	30	25	23	30
Not too well.....	38	38	40	46	36
Not well at all .....	24	24	25	23	24
(Don't know) .....	3	2	4	4	3
Well .....	34	36	32	27	37
Not well.....	63	62	64	69	60

c. Elected officials in your local government

Very well.....	11	13	10	14	10
Pretty well.....	37	39	36	36	38
Not too well.....	33	28	37	39	31
Not well at all .....	14	15	14	5	17
(Don't know) .....	5	5	3	6	4
Well .....	48	51	45	50	48
Not well.....	47	43	51	44	48

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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]**

Freedom .....	34	36	31	19	39
Family .....	28	28	27	17	32
Accountability .....	23	20	26	31	20
Faith .....	23	24	23	6	29
Personal responsibility .....	18	15	20	15	19
Equality.....	12	10	14	23	8
Kindness or compassion.....	11	12	11	25	6
Hard work .....	11	13	10	7	12
Respect .....	8	7	9	16	6
Fairness.....	8	9	8	15	6
Opportunity .....	8	9	7	10	7
(Other) .....	2	2	2	3	1
(None) .....	2	1	2	1	2
(Don't know/refused).....	2	3	1	1	2

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

The rising cost of living .....	45	44	47	22	53
Dysfunction in government .....	28	27	28	19	31
Retirement and Social Security.....	19	16	21	21	18
Abortion and women's rights.....	17	16	19	45	8
Jobs and the economy.....	15	19	11	11	17
Crime.....	13	13	13	4	16
Health care .....	13	11	14	15	11
Climate change.....	12	8	15	32	4
Immigration.....	10	12	8	3	13
Taxes.....	9	9	9	10	9
Education.....	7	8	6	6	7
Deficits.....	3	5	0	3	3
(Other: Specify).....	5	7	4	3	6
(None) .....	1	1	1	1	1
(Don't know/refused).....	1	1	1	1	1



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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]**

Rising gas prices .....	19	22	17	12	22
The cost of food .....	14	8	19	7	17
Rising energy costs .....	13	15	11	3	17
Good-paying jobs not coming to small towns and rural areas.....	13	12	14	25	8
Rising housing costs.....	10	10	10	11	9
Having saved enough for retirement .....	10	10	10	12	9
Rising health care costs.....	8	8	9	12	6
Younger people leaving small towns and rural areas.....	3	5	1	9	1
Affording my prescriptions .....	1	1	1	2	0
(Other) .....	8	8	7	4	8
(None) .....	0	0	1	1	0
(Don't know/refused).....	2	3	2	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.....	5	6	5	12	3
Worse off .....	77	76	79	58	84
About the same.....	13	16	10	25	8
(Don't know/refused).....	4	3	6	5	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 .....	17	14	20	36	11
Not-so-strong Democrat .....	2	3	1	5	1
Independent - lean Democrat .....	8	8	8	19	4
Democrat.....	27	25	29	60	16
Independent .....	10	9	11	10	10
Republican.....	57	64	51	23	69
Independent - lean Republican .....	12	12	11	5	14
Not-so-strong Republican .....	6	5	7	4	7
Strong Republican .....	40	46	33	14	49
(Other) .....	4	1	6	6	3
(Don't know).....	0	0	0	0	0
(Refused).....	2	1	2	1	2

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

1 - 11th Grade .....	2	3	1	3	1
High School Graduate.....	18	18	19	14	19
Vocational or technical school.....	8	7	9	4	9
Some college but no degree .....	18	16	20	15	20
Associate degree .....	12	12	10	7	13
4-year college graduate or bachelor's degree	21	21	20	26	19
Graduate School or advanced degree .....	21	21	20	28	18
(Refused).....	1	2	0	3	0
H.S./Less.....	20	20	20	17	21
Post H.S. ....	38	36	39	26	42
College graduate or post-grad .....	41	42	40	55	37

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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 .....	8	9	7	5	9
25 - 29 .....	5	8	2	4	5
30 - 34 .....	6	6	6	3	6
35 - 39 .....	7	5	8	5	7
40 - 44 .....	8	8	7	9	7
45 - 49 .....	6	7	6	6	7
50 - 54 .....	10	13	8	5	12
55 - 59 .....	7	7	8	14	5
60 - 64 .....	12	9	14	12	12
65 - 69 .....	9	7	11	8	10
70 - 74 .....	9	11	7	13	7
Over 74.....	14	10	17	17	13
(Don't know/refused).....	0	0	0	0	0
Under 30.....	13	17	9	9	14
30 - 39 .....	12	11	14	8	14
40 - 49 .....	14	15	13	14	14
50 - 64 .....	29	28	30	31	29
65 & over .....	32	29	35	38	30

**Q17. Which of the following best describes your gender?**

Select all that apply

Man .....	47	100	0	50	45
Woman .....	53	0	100	50	54
Nonbinary .....	0	0	0	0	0
Prefer to self-describe.....	0	0	0	0	0
(Refused).....	0	0	0	0	1

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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 .....	85	87	84	85	85
Black or African American.....	6	5	7	10	4
Latino/Latina or Hispanic .....	3	1	4	1	4
Asian American or Pacific Islander.....	0	0	1	0	1
Native or Indigenous American .....	3	3	3	0	4
Middle Eastern.....	1	1	0	0	1
(Other) .....	2	1	2	1	2
(Don't know/refused).....	2	2	1	3	1

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 .....	29	32	27	27	30
No .....	71	68	73	73	70

**Race on file**

Caucasian.....	92	95	90	90	93
African American .....	5	5	6	10	4
Hispanic.....	2	1	3	0	2
Asian .....	0	0	0	0	0
Unknown.....	1	0	1	0	1

**Vote select**

Voted Nov 14 or Nov 18.....	77	80	75	88	73
DNV Nov 14 or 18. Voted Nov 16 and Nov 20.....	10	6	13	4	11
Reg after Nov 18. Voted Nov 20 .....	9	10	9	5	11
Reg after Nov 20.....	4	4	3	3	4

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**Targetsmart Partisanship Score**

90+ .....	18	12	23	37	12
80 - 89 .....	4	6	3	7	4
70 - 79 .....	3	1	5	2	4
60 - 69 .....	2	2	3	3	2
50 - 59 .....	6	3	8	6	5
40 - 49 .....	4	3	4	5	3
30 - 39 .....	7	11	4	5	8
20 - 29 .....	9	7	11	8	9
10 - 19 .....	11	15	7	14	10
0 - 9 .....	35	40	31	13	42

**Targetsmart 2022 Turnout Score**

90+ .....	27	31	23	40	23
80 - 89 .....	28	29	28	29	27
70 - 79 .....	12	11	13	12	12
60 - 69 .....	10	10	10	2	12
50 - 59 .....	9	4	12	7	9
40 - 49 .....	6	6	6	6	6
30 - 39 .....	3	3	3	1	3
20 - 29 .....	3	4	2	2	4
10 - 19 .....	2	2	2	1	2
0 - 9 .....	0	0	0	0	0