

**Rural Strategies – Online Questionnaire
July 2023
500 Rural Likely Voters in Battleground States
(Arizona, Pennsylvania, Wisconsin, Michigan, Minnesota, North Carolina,
Georgia, New Hampshire, Nevada, Montana, Ohio, and Virginia)
Oversample of 101 Voters Under Age 40 and 101 Voters of Color**

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

Q1. What was your age on your last birthday? [TERMINATE IF UNDER 18 OR NO ANSWER]

Age

| | | | | | |
|---------------------|----|----|----|----|----|
| Under 30 | 10 | 9 | 10 | 8 | 10 |
| 30 - 39 | 15 | 16 | 13 | 16 | 14 |
| 40 - 49 | 14 | 14 | 15 | 7 | 17 |
| 50 - 64 | 27 | 23 | 31 | 28 | 26 |
| 65 & over | 34 | 38 | 31 | 40 | 32 |
| | | | | | |
| 18-24 years | 5 | 5 | 5 | 5 | 5 |
| 25-29 years | 5 | 4 | 5 | 4 | 5 |
| 30-34 years | 6 | 7 | 5 | 7 | 6 |
| 35-39 years | 9 | 10 | 8 | 9 | 9 |
| 40-44 years | 7 | 7 | 8 | 4 | 9 |
| 45-49 years | 7 | 7 | 7 | 3 | 9 |
| 50-54 years | 7 | 5 | 9 | 6 | 7 |
| 55-59 years | 9 | 7 | 11 | 9 | 9 |
| 60-64 years | 11 | 11 | 11 | 13 | 9 |
| 65-69 years | 14 | 14 | 13 | 16 | 12 |
| 70-74 years | 10 | 9 | 11 | 11 | 9 |
| Over 74 years | 11 | 15 | 7 | 13 | 11 |

**Q2. [TS] Which of the following best describes your gender?
Select all that apply**

| | | | | | |
|--|----|-----|-----|----|----|
| Man..... | 48 | 100 | 0 | 53 | 46 |
| Woman | 52 | 0 | 100 | 46 | 54 |
| Nonbinary | 0 | 0 | 0 | 0 | 0 |
| Prefer to self-describe (specify)..... | 0 | 0 | 0 | 0 | 0 |
| Prefer not to answer..... | 0 | 0 | 0 | 1 | 0 |

| | | | | | |
|----|-------|-----|-------|------|----------|
| | | | | ECON | ECON |
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Q3. In which state do you live? [PULL DOWN LIST - TERMINATE IF OUTSIDE OF THE U.S OR if NOT IN ARIZONA, GEORGIA, MICHIGAN, MINNESOTA, MONTANA, NEVADA, NEW HAMPSHIRE, NORTH CAROLINA, OHIO, PENNSYLVANIA, VIRGINIA, OR WISCONSIN]

Q4. What is your zip code? [TERMINATE FOR EACH STATE IF NOT IN LIST]

Region

| | | | | | |
|---------------------|----|----|----|----|----|
| Northeast | 12 | 13 | 12 | 12 | 12 |
| Midwest..... | 44 | 45 | 43 | 47 | 43 |
| South Atlantic..... | 21 | 21 | 22 | 18 | 23 |
| West | 22 | 22 | 23 | 24 | 21 |
| Arizona | 9 | 9 | 8 | 10 | 8 |
| Georgia..... | 4 | 5 | 3 | 3 | 4 |
| Michigan | 8 | 11 | 6 | 10 | 8 |
| Minnesota | 9 | 8 | 11 | 10 | 9 |
| Montana..... | 7 | 5 | 9 | 9 | 7 |
| Nevada | 6 | 7 | 5 | 4 | 7 |
| New Hampshire | 3 | 3 | 3 | 3 | 3 |
| North Carolina..... | 10 | 9 | 11 | 9 | 10 |
| Ohio..... | 16 | 16 | 15 | 15 | 16 |
| Pennsylvania | 9 | 9 | 9 | 8 | 9 |
| Virginia..... | 7 | 7 | 8 | 6 | 8 |
| Wisconsin | 11 | 11 | 11 | 12 | 10 |

Q5. Are you registered to vote at your current address?

Select one

| | | | | | |
|----------------|-------------|-----|-----|-----|-----|
| Yes | 100 | 100 | 100 | 100 | 100 |
| No | [TERMINATE] | | | | |
| Not Sure | [TERMINATE] | | | | |

Q6. How likely are you to vote in the November 2024 election for President, Congress, and other local offices – are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?

Select one

| | | | | | |
|----------------------|-------------|----|----|----|----|
| Almost certain | 84 | 85 | 83 | 90 | 82 |
| Probably..... | 9 | 9 | 10 | 6 | 10 |
| 50 - 50 | 7 | 6 | 7 | 4 | 8 |
| Probably not | [TERMINATE] | | | | |
| Definitely not | [TERMINATE] | | | | |
| Not sure | [TERMINATE] | | | | |

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Q7. [TS] Just to make sure we have a representative sample, please choose one or more of these racial or ethnic groups that you identify with. **[RANDOMIZE CHOICES 1-6]**
 Select all that apply

| | | | | | |
|---|----|----|----|----|----|
| White or Caucasian..... | 90 | 91 | 89 | 87 | 92 |
| Black or African American..... | 6 | 6 | 7 | 9 | 5 |
| Latino/Latina or Hispanic..... | 2 | 2 | 2 | 3 | 2 |
| Asian American or Pacific Islander..... | 0 | 0 | 1 | 1 | 0 |
| Native or Indigenous American..... | 1 | 1 | 1 | 1 | 1 |
| Middle Eastern or North African..... | 0 | 0 | 0 | 0 | 0 |
| None of these/Other..... | 0 | 0 | 1 | 0 | 0 |

Q8. [TS] What is the last year of schooling that you have completed?
 Select one

| | | | | | |
|---|----|----|----|----|----|
| H.S./Less..... | 19 | 19 | 18 | 15 | 20 |
| Post H.S. | 41 | 39 | 43 | 33 | 43 |
| College graduate or post-grad..... | 41 | 42 | 39 | 53 | 36 |
| 1 - 11th Grade..... | 2 | 1 | 3 | 1 | 2 |
| High School Graduate..... | 17 | 19 | 15 | 14 | 18 |
| Vocational or technical school..... | 4 | 4 | 3 | 2 | 4 |
| Some college but no degree..... | 20 | 20 | 20 | 16 | 21 |
| Associate degree..... | 17 | 15 | 20 | 15 | 18 |
| 4-year college graduate or bachelor's degree..... | 26 | 27 | 25 | 28 | 25 |
| Graduate School or advanced degree..... | 15 | 15 | 14 | 25 | 11 |
| Prefer not to answer..... | 0 | 0 | 0 | 0 | 0 |

Q9. Here is a list of people and groups. For each, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that person or group. **[RANDOMIZE LIST]**
 Select one for each option

Sorted by “Very favorable”

| | | | | | |
|------------------------------------|----|----|----|----|----|
| 9b.Donald Trump..... | 27 | 32 | 22 | 17 | 31 |
| 9d.Ron DeSantis..... | 16 | 15 | 16 | 11 | 18 |
| 9a.Joe Biden..... | 15 | 14 | 16 | 39 | 6 |
| 9c.Kamala Harris..... | 11 | 12 | 10 | 25 | 6 |
| 9e.The United States Congress..... | 5 | 7 | 3 | 8 | 4 |
| A9f.Wealthy corporations..... | 5 | 8 | 2 | 12 | 3 |
| B9g.Corporate CEOs..... | 2 | 3 | 2 | 5 | 1 |

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a. [TS] Joe Biden

| | | | | | |
|----------------------------|-----------|-----------|-----------|-----------|-----------|
| Very favorable..... | 15 | 14 | 16 | 39 | 6 |
| Somewhat favorable | 18 | 16 | 18 | 25 | 15 |
| Somewhat unfavorable | 11 | 12 | 10 | 10 | 11 |
| Very unfavorable..... | 55 | 56 | 54 | 25 | 67 |
| No opinion..... | 1 | 1 | 2 | 1 | 2 |
| Never heard | 0 | 0 | 0 | 0 | 0 |
| Favorable..... | 33 | 30 | 34 | 64 | 20 |
| Unfavorable | 66 | 68 | 64 | 35 | 78 |

b. [TS] Donald Trump

| | | | | | |
|----------------------------|-----------|-----------|-----------|-----------|-----------|
| Very favorable..... | 27 | 32 | 22 | 17 | 31 |
| Somewhat favorable | 23 | 21 | 25 | 12 | 27 |
| Somewhat unfavorable | 9 | 10 | 9 | 8 | 10 |
| Very unfavorable..... | 39 | 35 | 42 | 61 | 30 |
| No opinion..... | 2 | 2 | 2 | 2 | 1 |
| Never heard | 0 | 0 | 0 | 0 | 0 |
| Favorable..... | 50 | 53 | 47 | 30 | 58 |
| Unfavorable | 48 | 46 | 51 | 69 | 40 |

c. Kamala Harris

| | | | | | |
|----------------------------|-----------|-----------|-----------|-----------|-----------|
| Very favorable..... | 11 | 12 | 10 | 25 | 6 |
| Somewhat favorable | 18 | 15 | 21 | 31 | 13 |
| Somewhat unfavorable | 13 | 14 | 12 | 10 | 13 |
| Very unfavorable..... | 53 | 56 | 50 | 28 | 63 |
| No opinion..... | 4 | 2 | 5 | 4 | 3 |
| Never heard | 1 | 1 | 2 | 1 | 2 |
| Favorable..... | 30 | 27 | 31 | 57 | 19 |
| Unfavorable | 65 | 70 | 62 | 39 | 76 |

d. Ron DeSantis

| | | | | | |
|----------------------------|-----------|-----------|-----------|-----------|-----------|
| Very favorable..... | 16 | 15 | 16 | 11 | 18 |
| Somewhat favorable | 27 | 34 | 21 | 18 | 31 |
| Somewhat unfavorable | 13 | 12 | 14 | 8 | 14 |
| Very unfavorable..... | 29 | 28 | 30 | 51 | 21 |
| No opinion..... | 10 | 8 | 11 | 8 | 10 |
| Never heard | 5 | 3 | 7 | 2 | 6 |
| Favorable..... | 43 | 50 | 37 | 30 | 49 |
| Unfavorable | 42 | 40 | 44 | 60 | 35 |

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e. The United States Congress

| | | | | | |
|----------------------------|-----------|-----------|-----------|-----------|-----------|
| Very favorable..... | 5 | 7 | 3 | 8 | 4 |
| Somewhat favorable | 24 | 21 | 28 | 33 | 21 |
| Somewhat unfavorable | 43 | 44 | 42 | 43 | 44 |
| Very unfavorable..... | 20 | 24 | 15 | 12 | 23 |
| No opinion..... | 8 | 5 | 11 | 4 | 9 |
| Never heard | 0 | 0 | 0 | 0 | 0 |
| Favorable..... | 29 | 27 | 31 | 41 | 25 |
| Unfavorable | 63 | 68 | 57 | 55 | 66 |

f. [TS] SSA: Wealthy corporations

| | | | | | |
|----------------------------|-----------|-----------|-----------|-----------|-----------|
| Very favorable..... | 5 | 8 | 2 | 12 | 3 |
| Somewhat favorable | 20 | 23 | 17 | 23 | 19 |
| Somewhat unfavorable | 27 | 26 | 29 | 25 | 28 |
| Very unfavorable..... | 28 | 28 | 26 | 27 | 29 |
| No opinion..... | 18 | 13 | 23 | 10 | 20 |
| Never heard | 2 | 2 | 3 | 3 | 1 |
| Favorable..... | 24 | 31 | 18 | 34 | 22 |
| Unfavorable | 55 | 54 | 56 | 52 | 57 |

g. [TS] SSB: Corporate CEOs

| | | | | | |
|----------------------------|-----------|-----------|-----------|-----------|-----------|
| Very favorable..... | 2 | 3 | 2 | 5 | 1 |
| Somewhat favorable | 22 | 23 | 21 | 32 | 16 |
| Somewhat unfavorable | 33 | 39 | 27 | 31 | 34 |
| Very unfavorable..... | 25 | 24 | 27 | 17 | 29 |
| No opinion..... | 16 | 12 | 21 | 15 | 17 |
| Never heard | 2 | 0 | 3 | 0 | 2 |
| Favorable..... | 24 | 26 | 23 | 37 | 17 |
| Unfavorable | 58 | 62 | 54 | 48 | 63 |

Q10. [TS] How well would you say the U.S. economy is working for you personally?
Select one

| | | | | | |
|-----------------------|-----------|-----------|-----------|------------|------------|
| Very well | 6 | 8 | 5 | 22 | 0 |
| Somewhat well..... | 22 | 24 | 20 | 78 | 0 |
| Not too well | 37 | 35 | 39 | 0 | 53 |
| Not well at all | 33 | 32 | 34 | 0 | 47 |
| Not sure | 2 | 1 | 2 | 0 | 0 |
| Well..... | 29 | 32 | 25 | 100 | 0 |
| Not well..... | 70 | 67 | 73 | 0 | 100 |

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|----|-------|-----|-------|-----------|---------------|
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Q11. [TS] If the November 2024 general election for U.S. Congress were held today, would you vote for **[RANDOMIZE]** _the Democrat or _the Republican?

Q12. [IF Q11= 1, 2] Would you say you feel that way strongly or not so strongly?

Q13. [IF Q11 = 3] If you had to choose, toward which would you lean —the Democrat or the Republican?

Select one

| | | | | | |
|------------------------------------|----|----|----|----|----|
| Democrat – strongly | 26 | 24 | 28 | 54 | 15 |
| Democrat - not so strongly | 5 | 4 | 5 | 4 | 5 |
| Undecided - lean Democrat..... | 2 | 1 | 4 | 2 | 3 |
| Republican – strongly..... | 45 | 48 | 43 | 25 | 54 |
| Republican - not so strongly | 8 | 8 | 7 | 3 | 9 |
| Undecided - lean Republican | 5 | 6 | 5 | 6 | 5 |
| Undecided..... | 7 | 6 | 8 | 4 | 8 |
| Other..... | 2 | 2 | 1 | 1 | 2 |
| Prefer not to answer..... | 0 | 0 | 0 | 1 | 0 |
| Democrat | 33 | 29 | 37 | 60 | 22 |
| Republican..... | 58 | 62 | 55 | 34 | 68 |

Q14. [TS] 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?

Select one

| | | | | | |
|-------------------|----|----|----|----|----|
| Democrats | 16 | 16 | 15 | 27 | 11 |
| About 50-50 | 27 | 28 | 26 | 27 | 27 |
| Republicans | 43 | 44 | 42 | 35 | 47 |
| Not sure | 14 | 11 | 17 | 11 | 15 |

Q15. [TS] In general, who do you think are better for small-town and rural families: **[ROTATE]** _the Democrats OR _the Republicans?

Select one

| | | | | | |
|-------------------|----|----|----|----|----|
| Democrats | 28 | 26 | 29 | 53 | 17 |
| Republicans | 53 | 56 | 50 | 30 | 63 |
| Both | 5 | 3 | 6 | 5 | 5 |
| Neither | 8 | 10 | 6 | 9 | 8 |
| Not sure | 7 | 6 | 8 | 4 | 7 |

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|----|-------|-----|-------|-----------|---------------|
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Q16. If you had to choose, would you prefer [**ROTATE 1-2**] _ Government get out of your way or _ Government create opportunities for advancement?
Select one

| | | | | | |
|--|----|----|----|----|----|
| Government get out of your way | 42 | 48 | 37 | 24 | 50 |
| Government create opportunities for advancement | 28 | 29 | 27 | 43 | 21 |
| Both | 22 | 18 | 25 | 27 | 21 |
| Neither | 3 | 2 | 4 | 4 | 3 |
| Not sure | 5 | 3 | 7 | 3 | 5 |

Q17. [TS] Here is a list of values that other people have said are important to them in their lives. Out of the following list of values, which one or two are most important to you? [**RANDOMIZE**]
[**ACCEPT UP TO TWO RESPONSES**]

| | | | | | |
|-------------------------------|----|----|----|----|----|
| Family | 35 | 34 | 36 | 33 | 36 |
| Freedom | 31 | 34 | 29 | 23 | 34 |
| Faith..... | 20 | 16 | 23 | 15 | 22 |
| Personal responsibility | 15 | 18 | 13 | 16 | 15 |
| Safety | 15 | 13 | 16 | 11 | 16 |
| Security..... | 13 | 15 | 12 | 12 | 14 |
| Accountability..... | 13 | 15 | 11 | 10 | 14 |
| Respect..... | 12 | 12 | 13 | 13 | 13 |
| Kindness or compassion | 12 | 7 | 17 | 17 | 10 |
| Equality | 12 | 12 | 11 | 21 | 8 |
| Hard work | 9 | 11 | 8 | 10 | 9 |
| Fairness..... | 9 | 10 | 8 | 15 | 6 |
| Other..... | 1 | 0 | 1 | 1 | 1 |
| None | 0 | 1 | 0 | 1 | 0 |
| Not sure | 0 | 0 | 0 | 0 | 0 |

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|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

Q18. [TS] Which two of the following issues or problems would you say are the most important issues for you and your family? **[RANDOMIZE]**
[SELECT TWO RESPONSES]

| | | | | | |
|--------------------------------------|----|----|----|----|----|
| The rising cost of living..... | 54 | 49 | 59 | 39 | 61 |
| Retirement and Social Security | 25 | 27 | 23 | 30 | 23 |
| Health care | 19 | 18 | 19 | 26 | 16 |
| Dysfunction in government..... | 15 | 16 | 15 | 15 | 16 |
| Jobs and the economy | 15 | 17 | 12 | 13 | 15 |
| Climate change..... | 10 | 11 | 9 | 25 | 4 |
| Affordable housing | 8 | 9 | 8 | 6 | 9 |
| Crime | 8 | 9 | 8 | 6 | 9 |
| Immigration | 8 | 8 | 9 | 4 | 10 |
| Wages | 8 | 6 | 10 | 5 | 9 |
| Taxes..... | 8 | 9 | 7 | 5 | 9 |
| Abortion and women's rights | 7 | 4 | 10 | 12 | 5 |
| Education..... | 6 | 6 | 5 | 4 | 6 |
| Deficits..... | 3 | 3 | 3 | 2 | 3 |
| Other..... | 2 | 2 | 2 | 2 | 2 |
| None | 1 | 2 | 0 | 1 | 1 |
| Not sure | 0 | 0 | 0 | 0 | 0 |

Q19. [TS] When you think about the economy in small-town and rural America, which TWO of the following concerns you the most? **[RANDOMIZE]**
[SELECT TWO RESPONSES]

| | | | | | |
|--|----|----|----|----|----|
| The cost of food | 43 | 42 | 43 | 30 | 48 |
| Rising gas prices..... | 24 | 26 | 21 | 14 | 28 |
| Rising energy costs..... | 21 | 21 | 20 | 17 | 22 |
| Rising housing costs..... | 19 | 17 | 21 | 13 | 22 |
| Good-paying jobs not coming to small towns and rural areas..... | 18 | 20 | 16 | 27 | 15 |
| Rising health care costs | 17 | 19 | 15 | 21 | 15 |
| Having saved enough for retirement..... | 15 | 12 | 18 | 16 | 15 |
| Small businesses finding it tough to make it | 15 | 11 | 18 | 11 | 16 |
| Wealthy corporations not paying their fair share | 13 | 14 | 11 | 23 | 8 |
| Younger people leaving small towns and rural areas..... | 8 | 9 | 6 | 16 | 4 |
| Affording my prescriptions..... | 4 | 3 | 5 | 6 | 4 |
| Other..... | 1 | 1 | 1 | 1 | 1 |
| None | 1 | 1 | 0 | 1 | 0 |
| Not sure | 0 | 0 | 1 | 0 | 0 |

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|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

Q20. Here are some potential policies others have discussed as a way to boost rural and small-town economies. Please indicate whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each policy. **[RANDOMIZE]**

Select one for each option

Sorted by “Strongly support”

| | | | | | |
|--|----|----|----|----|----|
| 20l.Create manufacturing jobs here at home instead of shipping jobs overseas..... | 69 | 71 | 69 | 64 | 72 |
| 20d.Lower prescription drug prices so working people and seniors don't have to choose between their medication and putting food on the table | 65 | 57 | 72 | 67 | 65 |
| 20m.Crack down on price gouging to make life more affordable..... | 63 | 61 | 65 | 59 | 64 |
| B20k.Close loopholes so wealthy corporations pay their fair share..... | 60 | 59 | 60 | 71 | 54 |
| 20c.Increase access to affordable health care so people can get the care they need when they are sick..... | 59 | 55 | 61 | 67 | 55 |
| A20j.Close tax loopholes so wealthy corporations pay their fair share..... | 56 | 47 | 65 | 61 | 55 |
| 20i.Improve our local schools so our children can compete for good-paying jobs..... | 56 | 56 | 56 | 54 | 57 |
| 20e.Create good-paying jobs in our community when improving our infrastructure, like expanding access to high-speed internet and repairing our roads, bridges, and rail..... | 55 | 51 | 58 | 63 | 51 |
| 20b.Provide skills training so working people in our area can compete for good-paying jobs | 53 | 52 | 54 | 58 | 51 |
| 20g.Expand rural high-speed internet so more people can work from home, students can be supported online, and the local economy can grow..... | 52 | 49 | 55 | 57 | 50 |
| 20q.Ensure that when money is brought in on major projects, people in the community are hired first for those good-paying jobs..... | 51 | 48 | 54 | 46 | 53 |

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|---|-------|-----|-------|--------------|------------------|
| N= | 500 | 238 | 258 | 143 | 348 |
| 20o.Raise wages so that working people can afford to support themselves and their families | 46 | 42 | 49 | 49 | 46 |
| 20r.Provide more job opportunities so more young people can stay in our area rather than leaving to find better-paying jobs | 44 | 43 | 46 | 47 | 44 |
| 20p.Build more affordable housing in rural areas | 44 | 39 | 48 | 47 | 42 |
| 20h.Create incentives for businesses so they come to our area..... | 43 | 45 | 41 | 43 | 43 |
| 20a.Help small and owner-operated businesses get started through loans and incentives | 40 | 42 | 38 | 43 | 39 |
| 20f.Invest in solar and wind energy to diversify our local economy and bring new, good-paying jobs to our area | 37 | 37 | 36 | 50 | 32 |
| 20n.Provide loans and technical assistance for struggling small businesses | 34 | 34 | 34 | 35 | 34 |

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|----|-------|-----|-------|-----------|---------------|
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a. Help small and owner-operated businesses get started through loans and incentives

| | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| Strongly support..... | 40 | 42 | 38 | 43 | 39 |
| Somewhat support | 46 | 41 | 49 | 46 | 46 |
| Somewhat oppose | 6 | 9 | 4 | 3 | 7 |
| Strongly oppose..... | 2 | 2 | 1 | 2 | 1 |
| Not sure | 7 | 6 | 8 | 6 | 6 |
| Support | 86 | 83 | 88 | 88 | 85 |
| Oppose | 8 | 11 | 5 | 5 | 8 |

b. Provide skills training so working people in our area can compete for good-paying jobs

| | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| Strongly support..... | 53 | 52 | 54 | 58 | 51 |
| Somewhat support | 39 | 41 | 38 | 34 | 42 |
| Somewhat oppose | 3 | 4 | 2 | 5 | 3 |
| Strongly oppose..... | 1 | 1 | 1 | 1 | 1 |
| Not sure | 4 | 2 | 5 | 3 | 4 |
| Support | 92 | 93 | 92 | 92 | 93 |
| Oppose | 4 | 5 | 3 | 6 | 3 |

c. Increase access to affordable health care so people can get the care they need when they are sick

| | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| Strongly support..... | 59 | 55 | 61 | 67 | 55 |
| Somewhat support | 30 | 32 | 29 | 26 | 33 |
| Somewhat oppose | 4 | 6 | 2 | 2 | 5 |
| Strongly oppose..... | 2 | 2 | 2 | 2 | 2 |
| Not sure | 5 | 4 | 6 | 4 | 5 |
| Support | 89 | 88 | 90 | 93 | 88 |
| Oppose | 6 | 8 | 4 | 4 | 7 |

d. Lower prescription drug prices so working people and seniors don't have to choose between their medication and putting food on the table

| | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| Strongly support..... | 65 | 57 | 72 | 67 | 65 |
| Somewhat support | 27 | 33 | 21 | 23 | 28 |
| Somewhat oppose | 3 | 4 | 2 | 5 | 2 |
| Strongly oppose..... | 1 | 1 | 1 | 1 | 1 |
| Not sure | 4 | 5 | 4 | 3 | 4 |
| Support | 92 | 90 | 93 | 90 | 93 |
| Oppose | 4 | 5 | 3 | 7 | 2 |

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
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e. Create good-paying jobs in our community when improving our infrastructure, like expanding access to high-speed internet and repairing our roads, bridges, and rail

| | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| Strongly support..... | 55 | 51 | 58 | 63 | 51 |
| Somewhat support | 36 | 40 | 33 | 29 | 40 |
| Somewhat oppose | 3 | 4 | 3 | 3 | 3 |
| Strongly oppose..... | 1 | 1 | 1 | 2 | 1 |
| Not sure | 5 | 4 | 5 | 2 | 6 |
| Support | 91 | 91 | 91 | 92 | 90 |
| Oppose | 4 | 5 | 4 | 6 | 4 |

f. Invest in solar and wind energy to diversify our local economy and bring new, good-paying jobs to our area

| | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| Strongly support..... | 37 | 37 | 36 | 50 | 32 |
| Somewhat support | 31 | 29 | 33 | 35 | 30 |
| Somewhat oppose | 15 | 14 | 16 | 6 | 18 |
| Strongly oppose..... | 11 | 12 | 10 | 5 | 14 |
| Not sure | 7 | 8 | 5 | 5 | 7 |
| Support | 68 | 66 | 69 | 84 | 61 |
| Oppose | 26 | 26 | 25 | 11 | 32 |

g. Expand rural high-speed internet so more people can work from home, students can be supported online, and the local economy can grow

| | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| Strongly support..... | 52 | 49 | 55 | 57 | 50 |
| Somewhat support | 35 | 39 | 33 | 36 | 36 |
| Somewhat oppose | 6 | 7 | 5 | 4 | 7 |
| Strongly oppose..... | 1 | 2 | 1 | 2 | 1 |
| Not sure | 5 | 4 | 6 | 2 | 6 |
| Support | 88 | 87 | 88 | 92 | 86 |
| Oppose | 7 | 9 | 6 | 5 | 8 |

h. Create incentives for businesses so they come to our area

| | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| Strongly support..... | 43 | 45 | 41 | 43 | 43 |
| Somewhat support | 42 | 42 | 41 | 39 | 43 |
| Somewhat oppose | 7 | 5 | 9 | 11 | 6 |
| Strongly oppose..... | 1 | 1 | 2 | 2 | 1 |
| Not sure | 7 | 7 | 7 | 6 | 7 |
| Support | 85 | 87 | 82 | 81 | 86 |
| Oppose | 9 | 6 | 11 | 12 | 7 |

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

i. Improve our local schools so our children can compete for good-paying jobs

| | | | | | |
|------------------------|----|----|----|----|----|
| Strongly support..... | 56 | 56 | 56 | 54 | 57 |
| Somewhat support | 35 | 34 | 37 | 40 | 33 |
| Somewhat oppose | 3 | 4 | 2 | 3 | 3 |
| Strongly oppose..... | 1 | 2 | 1 | 0 | 2 |
| Not sure | 5 | 5 | 5 | 3 | 5 |
| Support | 91 | 89 | 93 | 94 | 90 |
| Oppose | 4 | 6 | 3 | 3 | 5 |

j. **SSA:** Close tax loopholes so wealthy corporations pay their fair share

| | | | | | |
|------------------------|----|----|----|----|----|
| Strongly support..... | 56 | 47 | 65 | 61 | 55 |
| Somewhat support | 23 | 28 | 18 | 17 | 25 |
| Somewhat oppose | 12 | 16 | 9 | 12 | 12 |
| Strongly oppose..... | 3 | 4 | 1 | 4 | 2 |
| Not sure | 7 | 5 | 8 | 6 | 6 |
| Support | 79 | 75 | 83 | 78 | 80 |
| Oppose | 14 | 20 | 9 | 16 | 14 |

k. **SSB:** Close loopholes so wealthy corporations pay their fair share

| | | | | | |
|------------------------|----|----|----|----|----|
| Strongly support..... | 60 | 59 | 60 | 71 | 54 |
| Somewhat support | 21 | 20 | 23 | 20 | 22 |
| Somewhat oppose | 10 | 10 | 10 | 2 | 13 |
| Strongly oppose..... | 4 | 5 | 3 | 5 | 3 |
| Not sure | 5 | 6 | 4 | 1 | 7 |
| Support | 82 | 79 | 83 | 92 | 76 |
| Oppose | 13 | 15 | 13 | 7 | 16 |

l. Create manufacturing jobs here at home instead of shipping jobs overseas

| | | | | | |
|------------------------|----|----|----|----|----|
| Strongly support..... | 69 | 71 | 69 | 64 | 72 |
| Somewhat support | 23 | 22 | 23 | 29 | 21 |
| Somewhat oppose | 3 | 3 | 3 | 5 | 2 |
| Strongly oppose..... | 1 | 0 | 1 | 0 | 1 |
| Not sure | 4 | 4 | 4 | 3 | 4 |
| Support | 92 | 93 | 92 | 92 | 93 |
| Oppose | 4 | 3 | 4 | 5 | 3 |

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

m. Crack down on price gouging to make life more affordable

| | | | | | |
|------------------------|----|----|----|----|----|
| Strongly support..... | 63 | 61 | 65 | 59 | 64 |
| Somewhat support | 26 | 27 | 26 | 31 | 25 |
| Somewhat oppose | 4 | 5 | 2 | 2 | 5 |
| Strongly oppose..... | 2 | 3 | 1 | 4 | 1 |
| Not sure | 5 | 4 | 6 | 4 | 5 |
| Support | 89 | 87 | 91 | 91 | 89 |
| Oppose | 6 | 8 | 4 | 6 | 6 |

n. Provide loans and technical assistance for struggling small businesses

| | | | | | |
|------------------------|----|----|----|----|----|
| Strongly support..... | 34 | 34 | 34 | 35 | 34 |
| Somewhat support | 48 | 46 | 49 | 52 | 47 |
| Somewhat oppose | 9 | 10 | 7 | 6 | 9 |
| Strongly oppose..... | 2 | 2 | 1 | 3 | 1 |
| Not sure | 8 | 7 | 8 | 5 | 9 |
| Support | 82 | 81 | 83 | 87 | 81 |
| Oppose | 10 | 12 | 8 | 9 | 11 |

o. Raise wages so that working people can afford to support themselves and their families

| | | | | | |
|------------------------|----|----|----|----|----|
| Strongly support..... | 46 | 42 | 49 | 49 | 46 |
| Somewhat support | 30 | 30 | 31 | 33 | 29 |
| Somewhat oppose | 13 | 16 | 11 | 9 | 15 |
| Strongly oppose..... | 4 | 4 | 4 | 3 | 4 |
| Not sure | 7 | 8 | 5 | 6 | 6 |
| Support | 76 | 72 | 80 | 82 | 74 |
| Oppose | 17 | 19 | 15 | 12 | 20 |

p. Build more affordable housing in rural areas

| | | | | | |
|------------------------|----|----|----|----|----|
| Strongly support..... | 44 | 39 | 48 | 47 | 42 |
| Somewhat support | 34 | 36 | 32 | 34 | 35 |
| Somewhat oppose | 12 | 16 | 7 | 9 | 13 |
| Strongly oppose..... | 5 | 3 | 7 | 4 | 5 |
| Not sure | 6 | 5 | 6 | 6 | 5 |
| Support | 77 | 75 | 80 | 81 | 76 |
| Oppose | 17 | 19 | 14 | 14 | 18 |

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

q. Ensure that when money is brought in on major projects, people in the community are hired first for those good-paying jobs

| | | | | | |
|------------------------|----|----|----|----|----|
| Strongly support..... | 51 | 48 | 54 | 46 | 53 |
| Somewhat support | 38 | 41 | 34 | 45 | 36 |
| Somewhat oppose | 4 | 5 | 4 | 3 | 5 |
| Strongly oppose..... | 1 | 1 | 2 | 2 | 1 |
| Not sure | 6 | 5 | 6 | 3 | 6 |
| Support | 89 | 89 | 89 | 91 | 89 |
| Oppose | 6 | 6 | 5 | 5 | 5 |

r. Provide more job opportunities so more young people can stay in our area rather than leaving to find better-paying jobs

| | | | | | |
|------------------------|----|----|----|----|----|
| Strongly support..... | 44 | 43 | 46 | 47 | 44 |
| Somewhat support | 41 | 43 | 39 | 40 | 43 |
| Somewhat oppose | 5 | 5 | 4 | 3 | 5 |
| Strongly oppose..... | 1 | 1 | 1 | 1 | 1 |
| Not sure | 8 | 7 | 10 | 9 | 8 |
| Support | 86 | 86 | 85 | 87 | 86 |
| Oppose | 6 | 6 | 5 | 4 | 6 |

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

Q21. [MAX-DIFF] On each of the following screens, you will find a number of solutions some people have suggested to improve the economy in rural and small-town areas like yours. For each screen, please select the solution that you think is the BEST and the solution that you think is the WORST.

In order to help us best understand your views, you will see each solution more than once, and in different combinations over the next several screens. This is completely randomized by the computer. Some screens may look familiar, but each is different, so please read the items on the list carefully. Here is the first one:

Select two for each option

BEST
WORST

| | | | | | |
|--|------|------|------|------|------|
| 21j. We need to reduce inflation and make life more affordable because, from gas to groceries to prescription drugs, the cost of living is too expensive for working families..... | 25.2 | 22.6 | 27.8 | 20.5 | 27.4 |
| 21i. We need to cut taxes and government spending because working families deserve to keep more of what they earn instead of funding wasteful government spending..... | 14.2 | 14.3 | 14.2 | 9.8 | 16.2 |
| 21e. We need to make sure wealthy corporations pay their fair share because they have rigged the system in their favor and against rural and small-town America for too long..... | 11.7 | 11.7 | 11.7 | 17.5 | 9.3 |
| 21h. We need to increase manufacturing jobs here instead of shipping jobs overseas because too many jobs for working families have disappeared | 8.0 | 8.4 | 7.6 | 8.5 | 7.7 |
| 21b. We need to support our small businesses so they can succeed because small businesses are the backbone of our local economy | 7.7 | 8.0 | 7.4 | 8.3 | 7.4 |
| 21g. We need to stop the government from overregulating our businesses because our economy does better when businesses have the freedom they need to operate..... | 7.6 | 8.2 | 7.0 | 5.7 | 8.4 |

| | N= | TOTAL 500 | MEN 238 | WOMEN 258 | ECON WELL 143 | ECON NOT WELL 348 |
|---|-----|--------------|------------|--------------|---------------------|-------------------------|
| 21f. We need to provide our young people better education and skills for the modern economy because they need to have the tools to succeed | 7.5 | | 7.6 | 7.5 | 8.4 | 7.1 |
| 21d. We need to expand job opportunities and skills training so people can stay here because too many have to leave for better-paying jobs elsewhere..... | 6.7 | | 7.0 | 6.3 | 7.7 | 6.2 |
| 21a. We need to make sure that people in our community are hired first for new infrastructure projects - like expanding high-speed internet and wind and solar energy - because we need to keep new good-paying jobs here | 5.8 | | 6.3 | 5.3 | 7.1 | 5.2 |
| 21c. We need to create incentives to attract new businesses and good-paying jobs to our area because people are struggling to find places to make enough money to make ends meet | 5.6 | | 6.0 | 5.1 | 6.5 | 5.2 |

CLASSES:

| | | | | | |
|---|----|----|----|----|----|
| Class 1: Small Government Older Republicans | 18 | 19 | 17 | 6 | 23 |
| Class 2: Economy and Tax Focused Blue-Collar Voters | 19 | 15 | 23 | 11 | 23 |
| Class 3: Anti-Corporation Retired Democrats..... | 12 | 12 | 12 | 22 | 8 |
| Class 4: Less Defined Blue-Collar Voters..... | 37 | 45 | 30 | 49 | 31 |
| Class 5: Younger Jobs-Oriented Women | 14 | 10 | 17 | 11 | 15 |

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

Q22. Now, imagine that a candidate running for U.S. Congress is saying the following statement: It's time to fight back against woke politicians who are focused on pushing a partisan agenda instead of working to improve the economy in rural and small-town America. They've launched a war on American energy independence with overregulation, shutting down domestic oil and gas production, costing us jobs, and causing gas prices to skyrocket, while we beg dangerous foreign dictators in Russia and the Middle East to supply us with energy. Their out-of-control spending has also caused the highest inflation we've seen in decades, hitting regular rural working-class and small-town Americans hardest, and they keep raising our taxes to pay for it. **[OPPOSITION]**

Is that a very convincing, somewhat convincing, not too convincing, or not at all convincing reason to vote for that candidate?

Select one

| | | | | | |
|----------------------------|----|----|----|----|----|
| Very convincing..... | 38 | 38 | 37 | 26 | 43 |
| Somewhat convincing | 33 | 34 | 32 | 31 | 34 |
| Not too convincing | 11 | 10 | 11 | 15 | 10 |
| Not at all convincing..... | 14 | 15 | 13 | 24 | 9 |
| Not sure | 5 | 3 | 7 | 4 | 5 |
| Convincing | 70 | 72 | 69 | 57 | 76 |
| Not convincing | 25 | 25 | 24 | 39 | 19 |

Q23. Now, imagine that another candidate running for U.S. Congress is saying each of the following statements. Please indicate whether each statement is a very convincing, somewhat convincing, not too convincing, or not at all convincing reason to vote for that candidate. **[RANDOMIZE]**

Select one for each option

Sorted by “Very convincing”

| | | | | | |
|--------------------------------|----|----|----|----|----|
| 23g.Freedom | 40 | 42 | 38 | 39 | 41 |
| B23b.Populism..... | 34 | 32 | 36 | 41 | 31 |
| 23c.Cultural..... | 33 | 33 | 33 | 30 | 34 |
| 23d.Infrastructure | 33 | 35 | 31 | 38 | 31 |
| A23e.Youth | 32 | 33 | 32 | 35 | 31 |
| A23a.Populism /Politician..... | 32 | 32 | 31 | 40 | 30 |
| B23f.Invest..... | 24 | 26 | 23 | 28 | 22 |

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

a. **SSA:** For too long, certain politicians have rigged the system to benefit wealthy corporations at the expense of rural and small-town America. Wealthy corporations are hurting our economy and working families by price gouging everything from gas to groceries to insulin, shipping jobs overseas, cutting workers’ wages and benefits, and creating unfair advantages for themselves through loopholes. We can create good jobs and lower prices by investing in manufacturing here at home and by making wealthy corporations pay their fair share, so our economy benefits all of us – not just the wealthy few. [**POPULISM/POLITICIAN, 92**]

| | | | | | |
|----------------------------|----|----|----|----|----|
| Very convincing..... | 32 | 32 | 31 | 40 | 30 |
| Somewhat convincing | 36 | 30 | 42 | 34 | 37 |
| Not too convincing | 18 | 20 | 17 | 12 | 20 |
| Not at all convincing..... | 10 | 13 | 8 | 9 | 10 |
| Not sure | 4 | 5 | 3 | 4 | 3 |
| Convincing | 68 | 62 | 73 | 74 | 66 |
| Not convincing | 28 | 33 | 24 | 21 | 30 |

b. **SSB:** For too long, wealthy corporations have had their foot on the throat of rural and small-town America. Wealthy corporations are hurting our economy and working families by price gouging everything from gas to groceries to insulin, shipping jobs overseas, cutting workers’ wages and benefits, and creating unfair advantages for themselves through loopholes. We can create good jobs and lower prices by investing in manufacturing here at home and by making wealthy corporations pay their fair share, so our economy benefits all of us – not just the wealthy CEOs and multinational corporations. [**POPULISM, 91**]

| | | | | | |
|----------------------------|----|----|----|----|----|
| Very convincing..... | 34 | 32 | 36 | 41 | 31 |
| Somewhat convincing | 35 | 35 | 34 | 33 | 35 |
| Not too convincing | 17 | 20 | 14 | 15 | 18 |
| Not at all convincing..... | 10 | 11 | 10 | 10 | 10 |
| Not sure | 4 | 2 | 7 | 2 | 6 |
| Convincing | 69 | 68 | 69 | 74 | 66 |
| Not convincing | 27 | 31 | 23 | 25 | 28 |

c. Rural and small-town Americans believe in faith, family, and freedom. We work together and show respect to each other. We teach our children the value of hard work, personal responsibility, and helping those among us who have less. Now, certain politicians try to divide us and turn us against each other and say our children can’t all have a shot at the American dream – that some must be excluded. But that’s not what we believe. We need to come together and elect leaders who will bring the focus back to rural and small-town America so we can ensure that our families, neighbors, and small businesses can thrive. [**CULTURAL, 108**]

| | | | | | |
|----------------------------|----|----|----|----|----|
| Very convincing..... | 33 | 33 | 33 | 30 | 34 |
| Somewhat convincing | 36 | 36 | 37 | 33 | 38 |
| Not too convincing | 20 | 21 | 19 | 25 | 19 |
| Not at all convincing..... | 7 | 6 | 7 | 9 | 5 |
| Not sure | 4 | 4 | 4 | 3 | 4 |
| Convincing | 69 | 69 | 70 | 63 | 72 |
| Not convincing | 27 | 27 | 26 | 34 | 24 |

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

d. Rural and small-town communities are being ignored, and years of neglect have taken a toll. To revive our small towns, we need to create economies built on caring for each other and fixing what’s broken, like expanding high-speed internet, rebuilding our roads and bridges, repairing our schools, and reopening rural hospitals. And we need to do so by hiring local people first. Hiring the people who live here will mean more people in our community will have good-paying jobs, and it will bring more morney into our area. By doing this, we can ensure that our families and neighbors can make ends meet while rebuilding our communities.

[INFRASTRUCTURE, 108]

| | | | | | |
|----------------------------|----|----|----|----|----|
| Very convincing..... | 33 | 35 | 31 | 38 | 31 |
| Somewhat convincing | 43 | 42 | 44 | 35 | 46 |
| Not too convincing | 16 | 14 | 17 | 18 | 14 |
| Not at all convincing..... | 4 | 5 | 3 | 7 | 3 |
| Not sure | 4 | 3 | 5 | 2 | 5 |
| Convincing | 76 | 77 | 75 | 73 | 77 |
| Not convincing | 20 | 19 | 20 | 25 | 18 |

e. **SSA:** Rural and small-town America is a great place to live and raise a family, and making rural America stronger is good for both the short term and long term. It will give our children and grandchildren a better place to live and the opportunity to stay here, maintaining our way of life and protecting our values. Investing in our rural communities means helping working families get ahead and giving our children opportunities for a better future. We can create stronger communities so young people can choose to stay and make a life for themselves here in rural and small-town America. **[YOUTH, 100]**

| | | | | | |
|----------------------------|----|----|----|----|----|
| Very convincing..... | 32 | 33 | 32 | 35 | 31 |
| Somewhat convincing | 42 | 43 | 41 | 36 | 44 |
| Not too convincing | 17 | 13 | 21 | 20 | 17 |
| Not at all convincing..... | 4 | 7 | 2 | 6 | 4 |
| Not sure | 4 | 4 | 3 | 3 | 3 |
| Convincing | 74 | 75 | 73 | 70 | 76 |
| Not convincing | 22 | 20 | 24 | 26 | 21 |

f. **SSB:** We can lift up rural and small-town America by making sure our leaders re-invest in our areas, which get left behind too often. It’s time for leaders to create incentives to attract businesses to our local communities, invest in infrastructure to create good-paying jobs upgrading our damaged and outdated roads and bridges, expand high-speed internet, provide skills training so our workers can compete in the modern economy, reopen our rural hospitals, and invest in our local schools. By electing leaders who will re-invest in our areas instead of always focusing on big cities, we can move rural and small-town America ahead. **[INVEST, 101]**

| | | | | | |
|----------------------------|----|----|----|----|----|
| Very convincing..... | 24 | 26 | 23 | 28 | 22 |
| Somewhat convincing | 46 | 45 | 47 | 43 | 49 |
| Not too convincing | 19 | 20 | 19 | 22 | 18 |
| Not at all convincing..... | 4 | 3 | 6 | 3 | 5 |
| Not sure | 6 | 6 | 5 | 4 | 6 |
| Convincing | 71 | 71 | 70 | 71 | 70 |
| Not convincing | 24 | 23 | 24 | 26 | 23 |

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

g. We value freedom in America, and that means everyone should have their freedoms – no matter what they look like or whether they live in a big city or a small town. Working people in small towns deserve this: the freedom to breathe clean air and drink clean water, the freedom to access affordable health care and prescriptions drugs, the freedom to retire with dignity with the Social Security they paid for, the freedom to work and live in the same communities they grew up in, and the economic freedom to work hard, get paid fairly for that work, and have their families thrive. **[FREEDOM, 104]**

| | | | | | |
|----------------------------|----|----|----|----|----|
| Very convincing..... | 40 | 42 | 38 | 39 | 41 |
| Somewhat convincing..... | 42 | 38 | 45 | 46 | 40 |
| Not too convincing..... | 11 | 12 | 10 | 8 | 12 |
| Not at all convincing..... | 4 | 5 | 3 | 4 | 4 |
| Not sure..... | 4 | 4 | 4 | 3 | 4 |
| Convincing..... | 81 | 79 | 84 | 85 | 80 |
| Not convincing..... | 15 | 17 | 13 | 12 | 16 |

Q24. Sometimes in a survey like this people change their minds. If the November 2024 general election for U.S. Congress were held today, would you vote for **[ROTATE]** _the Democrat or _the Republican?

Q25. [IF Q24= 1, 2] Would you say you feel that way strongly or not so strongly?

Q26. [IF Q24 = 3] If you had to choose, toward which would you lean —the Democrat or the Republican?

Select one

| | | | | | |
|-----------------------------------|----|----|----|----|----|
| Democrat – strongly..... | 25 | 24 | 27 | 53 | 14 |
| Democrat - not so strongly..... | 3 | 2 | 4 | 3 | 3 |
| Undecided - lean Democrat..... | 2 | 1 | 3 | 2 | 2 |
| Republican – strongly..... | 5 | 4 | 7 | 4 | 6 |
| Republican - not so strongly..... | 2 | 2 | 1 | 1 | 2 |
| Undecided - lean Republican..... | 51 | 56 | 46 | 29 | 60 |
| Undecided..... | 10 | 9 | 10 | 8 | 11 |
| Other..... | 1 | 1 | 1 | 0 | 1 |
| Prefer not to answer..... | 0 | 0 | 0 | 1 | 0 |
| Democrat..... | 31 | 27 | 34 | 58 | 20 |
| Republican..... | 58 | 62 | 55 | 34 | 68 |

Q27. Sometimes in a survey like this, people change their minds. In general, who do you think are better for small-town and rural families: **[ROTATE]** _the Democrats OR _the Republicans?

Select one

| | | | | | |
|------------------|----|----|----|----|----|
| Democrats..... | 29 | 26 | 31 | 55 | 18 |
| Republicans..... | 51 | 56 | 46 | 29 | 60 |
| Both..... | 7 | 4 | 10 | 6 | 8 |
| Neither..... | 7 | 9 | 6 | 7 | 7 |
| Not sure..... | 6 | 4 | 7 | 3 | 7 |

| | TOTAL | MEN | WOMEN | ECON WELL | ECON NOT WELL |
|----|-------|-----|-------|-----------|---------------|
| N= | 500 | 238 | 258 | 143 | 348 |

Finally, here are a few questions for statistical purposes only.

Q28. [TS] Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

Q29. [TS] [IF Q28 = 2/DEMOCRAT] Do you consider yourself a strong or a not-so-strong Democrat?

Q30. [TS] [IF Q28 = 1/REPUBLICAN] Do you consider yourself a strong or a not-so-strong Republican?

Q31. [TS] [IF Q28 = 3/INDEPENDENT] Do you lean more towards the Republicans or more towards the Democrats?

Select one

| | | | | | |
|-------------------------------------|----|----|----|----|----|
| Strong Democrat..... | 18 | 16 | 19 | 36 | 10 |
| Not-so-strong Democrat..... | 9 | 6 | 12 | 12 | 8 |
| Independent - lean Democrat..... | 5 | 5 | 6 | 9 | 4 |
| Democrat | 32 | 27 | 37 | 57 | 22 |
| Independent..... | 8 | 9 | 5 | 6 | 8 |
| Republican..... | 57 | 61 | 54 | 34 | 67 |
| Independent - lean Republican | 11 | 13 | 9 | 6 | 13 |
| Not-so-strong Republican | 15 | 17 | 13 | 8 | 17 |
| Strong Republican | 31 | 31 | 32 | 20 | 37 |
| Other..... | 2 | 1 | 2 | 1 | 2 |
| Not sure | 1 | 1 | 2 | 1 | 1 |
| Prefer not to answer..... | 1 | 0 | 1 | 1 | 0 |

Q32. Please indicate if you are employed and working right now. And if you are employed, are you working more than one job for pay?

Select one

| | | | | | |
|------------------------------------|----|----|----|----|----|
| Employed – one job only..... | 41 | 45 | 37 | 41 | 41 |
| Employed – more than one job | 7 | 5 | 9 | 6 | 7 |
| Not employed..... | 50 | 49 | 52 | 50 | 50 |
| Prefer not to answer..... | 2 | 2 | 2 | 2 | 2 |

Q33. How often do you attend church or another place of worship?

Select one

| | | | | | |
|-----------------------------|----|----|----|----|----|
| More than once a week..... | 6 | 7 | 6 | 9 | 6 |
| Once a week..... | 21 | 20 | 22 | 20 | 22 |
| Once or twice a month | 8 | 7 | 9 | 10 | 7 |
| Several times a year | 12 | 11 | 13 | 7 | 14 |
| Only on holidays | 4 | 5 | 3 | 6 | 3 |
| Almost never | 42 | 45 | 40 | 43 | 43 |
| Not sure | 1 | 1 | 2 | 2 | 1 |
| Prefer not to answer..... | 5 | 4 | 6 | 3 | 6 |
| Often | 28 | 27 | 28 | 28 | 27 |
| Occasionally | 20 | 18 | 22 | 16 | 21 |
| Rarely | 46 | 50 | 43 | 50 | 46 |