

**Center for Rural Affairs
May/June 2013 Study Among Rural/Small-Town Americans**

	<i>Total</i>	<i>Young</i>	<i>Young</i>	<i>Older</i>	<i>Older</i>
	<i>N=</i>	<i>men</i>	<i>women</i>	<i>men</i>	<i>Women</i>
Gender of respondent					
Men	49	100	0	100	0
Women.....	51	0	100	0	100
Region					
Midwest.....	33	31	38	35	30
Great Plains	33	27	29	39	36
South.....	33	42	32	25	34

1. **[CELL SAMPLE ONLY]** First, to confirm, have I reached you on your cell phone?

Yes	100	100	100	100	100
No.....	0	0	0	0	0
(Don't know).....	0	0	0	0	0

2. **[CELL SAMPLE ONLY]** For your safety, are you currently driving?

Yes, confirm another time to call	0	0	0	0	0
No.....	100	100	100	100	100

3. **[CELL SAMPLE ONLY]** In addition to your cell phone, do you also have a regular land line telephone service in your home that you regularly use?

Yes	68	55	78	70	79
No.....	32	45	22	30	21
(Don't know).....	0	0	0	0	0

4. First, are you registered to vote at this address?

Yes	100	100	100	100	100
No.....	⇒ GO TO TERMINATE				
(Don't Know)	⇒ GO TO TERMINATE				
(Refused)	⇒ GO TO TERMINATE				

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

5. How would you describe where you live: a rural community, a farm or ranch, a small town, a suburb, a city, or some other type of community?

Rural community	42	43	35	48	41
Farm or ranch	13	15	15	13	11
Small town	45	42	49	39	47
Suburb	⇒ GO TO TERMINATE				
City	⇒ GO TO TERMINATE				
(Some other type)	⇒ GO TO TERMINATE				
(Don't know or refused).....	⇒ GO TO TERMINATE				

6. Do you or does anyone in your household rely on FARMING OR RANCHING for twenty-five percent or more of your total family income?

Yes	14	19	14	13	12
No.....	85	81	85	87	88
(Don't know).....	0	0	1	0	0

7. Do you or does anyone in your household rely on AGRICULTURE for twenty-five percent or more of your total family income?

Yes	15	20	19	14	11
No.....	84	80	80	85	89
(Don't know).....	1	0	1	1	0

8. **SSA:** Would you say that your family economic situation has gotten better, worse, or stayed about the same over the past FOUR years?

[IF BETTER/WORSE]: Is that much better/worse or just somewhat better/worse?

Much better	3	2	4	4	0
Somewhat better	12	16	14	11	10
Somewhat worse	25	22	31	18	28
Much worse.....	19	18	17	26	16
About the same	39	41	32	40	44
(Don't know/refused).....	1	1	4	0	1
Much /somewhat better	15	18	17	15	10
Much /somewhat worse.....	44	40	47	44	45

	<i>Young</i>	<i>Young</i>	<i>Older</i>	<i>Older</i>
<i>Total</i>	<i>men</i>	<i>women</i>	<i>men</i>	<i>Women</i>
<i>N=</i>	<i>804</i>	<i>177</i>	<i>175</i>	<i>203</i>
		<i>225</i>		

9. **SSB:** Would you say that your family will be economically better off or worse off FOUR years from now?

[IF BETTER/WORSE]: Is that much better/worse or just somewhat better/worse?

Much better	13	8	25	11	10
Somewhat better	34	44	38	29	27
Somewhat worse	21	15	14	20	33
Much worse.....	11	12	4	12	13
(About the same....but if you had to choose better or worse).....	14	14	16	16	11
(Don't know/refused).....	7	8	3	11	7
Much /somewhat better	47	52	63	40	37
Much /somewhat worse.....	32	26	18	32	46

10. How much control do you feel you have over your current economic situation – a great deal of control, a lot of control, some control, a little control, or no control at all?

A great deal of control.....	12	9	8	16	12
A lot.....	12	14	12	9	10
Some.....	28	26	40	20	30
A little	25	29	19	28	22
No control.....	22	20	17	26	24
(Don't know).....	2	1	4	0	1
A great deal of control /a lot	24	24	20	25	22
Some /a little	53	54	59	48	52

11. Thinking about the economy in rural and small-town America, which is more important to you personally **ROTATE** – economic opportunity, economic security, or economic stability?

Opportunity	25	30	28	21	23
Security	28	20	27	29	35
Stability	37	39	36	41	32
(All...but if you had to pick just one).....	8	9	6	8	8
(None...but if you had to pick one).....	0	0	0	1	0
(Don't know).....	2	2	3	1	1

	<i>Total</i>	<i>Young men</i>	<i>Young women</i>	<i>Older men</i>	<i>Older Women</i>
<i>N=</i>	804	177	175	203	225

12. **SSA (RURAL):** Here are two different statements about economic opportunity in America. Tell me which one is closer to your opinion even if neither is perfect: **[READ AND ROTATE STATEMENTS]**

In rural and small-town America, everyone has an equal shot at being financially secure if they work hard and play by the rules

If you are born in small-town or rural America you have a hard time getting ahead because the rules favor a wealthy few

Equal shot	57	54	51	66	55
Favor a few	34	34	37	26	37
(Neither)	4	6	7	4	2
(Both)	4	7	4	1	5
(Don't know)	1	0	2	3	1

13. **SSB (no RURAL):** Here are two different statements about economic opportunity in America. Tell me which one is closer to your opinion even if neither is perfect: **[READ AND ROTATE STATEMENTS]**

In America, everyone has an equal shot at being financially secure if they work hard and play by the rules

In America, you have a hard time getting ahead because the rules favor a wealthy few

Equal shot	49	48	50	48	51
Favor a few	42	38	45	43	42
(Neither)	2	2	0	5	2
(Both)	4	7	1	3	4
(Don't know)	3	5	4	1	1

	<i>Young</i>	<i>Young</i>	<i>Older</i>	<i>Older</i>
<i>Total</i>	<i>men</i>	<i>women</i>	<i>men</i>	<i>Women</i>
<i>N=</i>	<i>804</i>	<i>177</i>	<i>175</i>	<i>203</i>
		<i>175</i>	<i>203</i>	<i>225</i>

14. Here are some issues other people say they have worried about. Using a scale of ZERO to ten please tell me how much you worry about that issue. TEN means you are VERY worried and ZERO means you are not worried about it at all. You can use any number in between.

[PROBE]: From zero to ten, how worried are you about that issue?

RANDOMIZE LIST

a. **SSA:** Being able to afford a college education or more training

Mean	3.9	4.8	5.5	3.3	2.1
10 - Very worried.....	17	19	27	17	5
8 - 9.....	10	11	10	9	8
6 - 7.....	11	17	20	5	4
5 - Neutral.....	6	12	3	4	7
0 - 4 - Not worried.....	54	38	40	63	74
(Don't know).....	2	3	0	2	2

b. **SSB:** Being able to afford to send your children or future children to college

Mean	5.1	6.1	6.4	3.9	4.3
10 - Very worried.....	23	32	36	14	16
8 - 9.....	15	18	13	17	13
6 - 7.....	12	11	15	10	12
5 - Neutral.....	10	13	11	5	10
0 - 4 - Not worried.....	39	27	24	52	47
(Don't know).....	1	0	0	1	2

c. Being able to pay off your current debt

Mean	4.7	5.7	5.9	4.0	3.6
10 - Very worried.....	19	25	22	17	12
8 - 9.....	13	14	22	7	10
6 - 7.....	12	17	14	8	10
5 - Neutral.....	13	9	15	15	12
0 - 4 - Not worried.....	44	34	28	53	56
(Don't know).....	0	0	0	0	0

d. Being able to keep up with your mortgage or rent payments

Mean	4.2	5.2	5.3	3.4	3.2
10 - Very worried.....	15	19	21	14	8
8 - 9.....	14	17	13	11	15
6 - 7.....	9	11	16	5	5
5 - Neutral.....	11	14	15	7	8
0 - 4 - Not worried.....	51	38	36	62	62
(Don't know).....	0	0	0	0	1

	Total	Young	Young	Older	Older
N=	804	men	women	men	Women
e. Being able to save enough to retire					
Mean	5.8	6.9	7.2	5.0	4.5
10 - Very worried.....	29	36	37	27	18
8 - 9.....	14	16	20	7	15
6 - 7.....	13	18	14	12	10
5 - Neutral.....	9	7	12	9	9
0 - 4 - Not worried.....	33	21	16	43	46
(Don't know).....	1	1	0	2	1
f. Being able to afford health care for you and your family					
Mean	6.3	6.8	6.5	6.1	5.9
10 - Very worried.....	31	36	35	29	25
8 - 9.....	17	15	11	17	24
6 - 7.....	11	14	16	10	7
5 - Neutral.....	11	10	13	12	11
0 - 4 - Not worried.....	28	25	25	31	32
(Don't know).....	0	0	0	0	0
g. SSA: Being able to make enough to make ends meet					
Mean	5.7	6.4	6.6	5.1	4.7
10 - Very worried.....	25	29	36	22	11
8 - 9.....	18	27	12	13	24
6 - 7.....	10	6	17	8	11
5 - Neutral.....	10	6	9	15	11
0 - 4 - Not worried.....	36	32	26	43	43
(Don't know).....	0	0	0	0	0
h. SSB: Dealing with the rising costs of everyday expenses like food and gas					
Mean	6.8	6.4	7.0	6.6	7.1
10 - Very worried.....	30	27	37	22	32
8 - 9.....	20	12	12	27	26
6 - 7.....	19	27	21	17	13
5 - Neutral.....	12	13	12	13	11
0 - 4 - Not worried.....	19	22	17	20	17
(Don't know).....	0	0	0	0	0
i. SSA: Losing your job					
Mean	3.7	5.2	5.1	2.6	2.2
10 - Very worried.....	18	26	23	15	8
8 - 9.....	6	5	7	4	6
6 - 7.....	11	15	18	5	5
5 - Neutral.....	7	14	6	5	3
0 - 4 - Not worried.....	58	37	45	71	76
(Don't know).....	1	2	0	0	2

	<i>Total</i>	<i>Young men</i>	<i>Young women</i>	<i>Older men</i>	<i>Older Women</i>
<i>N=</i>	804	177	175	203	225

j. **SSB:** Being able to find a good-paying job

Mean	4.6	5.7	5.5	3.7	3.9
10 - Very worried.....	17	20	25	12	12
8 - 9.....	14	13	15	11	16
6 - 7.....	9	15	9	5	8
5 - Neutral	16	25	12	19	10
0 - 4 - Not worried	43	24	39	51	53
(Don't know).....	1	3	0	1	1

k. Having your earnings, wages or salary cut back

Mean	5.6	6.4	6.1	5.2	5.0
10 - Very worried.....	26	30	29	22	22
8 - 9.....	16	17	16	14	15
6 - 7.....	11	15	10	11	8
5 - Neutral	13	12	13	15	12
0 - 4 - Not worried	34	26	31	37	41
(Don't know).....	1	0	1	1	1

l. Your children having employment opportunities that will keep them near by

Mean	4.9	5.5	5.6	4.2	4.2
10 - Very worried.....	18	21	23	15	13
8 - 9.....	14	17	12	12	14
6 - 7.....	14	16	21	11	11
5 - Neutral	12	10	12	13	12
0 - 4 - Not worried	41	34	32	48	49
(Don't know).....	1	2	1	1	1

m. Being able to afford your taxes

Mean	5.1	5.5	5.6	4.6	4.8
10 - Very worried.....	19	22	20	20	14
8 - 9.....	14	16	15	8	18
6 - 7.....	13	17	18	8	13
5 - Neutral	14	9	18	15	13
0 - 4 - Not worried	39	36	29	49	43
(Don't know).....	0	0	0	0	0

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

15. **SSA (partnership):** Which of these two statements is closer to your opinion even if neither is right
[READ AND ROTATE]

It's time for government to have a stronger partnership role in strengthening rural communities and making the economy work for the average person in rural and small-town America

OR

Turning to big government to solve our rural and small-town economic problems will do more harm than good

Time to help rural economy	48	47	55	39	50
More harm than good.....	44	47	39	53	40
(Both...but if you had to choose now)	2	0	3	1	3
(Neither...but if you had to choose now)	2	1	2	6	0
(Don't know)	4	5	2	2	7

16. **SSB:** Which of these two statements is closer to your opinion, even if neither is right.
[READ AND ROTATE]

It's time for government to have a stronger role in strengthening rural communities and making the economy work for the average person in rural and small-town America

OR

Turning to big government to solve our rural and small-town economic problems will do more harm than good

Time to help rural economy	46	44	50	46	40
More harm than good	45	45	42	46	48
(Both...but if you had to choose now)	4	2	2	4	6
(Neither...but if you had to choose now)	2	3	0	2	2
(Don't know)	4	5	7	1	4

Combined A/B split

Time to help rural economy	47	46	53	42	45
More harm than good.....	44	46	40	49	44
(Both...but if you had to choose now)	3	1	2	3	5
(Neither...but if you had to choose now)	2	2	1	4	1
(Don't know)	4	5	4	2	5

	<i>Total</i>	<i>Young men</i>	<i>Young women</i>	<i>Older men</i>	<i>Older Women</i>
<i>N=</i>	804	177	175	203	225

17. How much influence do federal government policies have on the rural and small-town economy – a lot, some, a little, or nothing at all?

A lot.....	42	34	41	49	41
Some.....	34	43	36	25	35
A little	14	13	13	18	12
Nothing at all.....	6	6	2	6	8
(Don't know).....	5	5	8	3	3
A lot /some.....	76	77	77	73	76
A little /nothing at all.....	19	18	15	24	20

18. How much influence do federal government policies have on helping the working poor gain economic ground – a lot, some, a little, or nothing at all?

A lot.....	24	24	22	28	21
Some.....	33	35	33	28	35
A little	23	25	25	25	18
Nothing at all.....	15	10	11	16	22
(Don't know).....	5	6	8	3	4
A lot /some.....	57	59	56	56	55
A little /nothing at all.....	38	35	37	42	41

19. And how much responsibility do you think the government has to helping the working poor advance economically – a lot, some, a little, or no responsibility at all?

A lot.....	23	21	25	22	24
Some.....	35	37	39	33	34
A little	23	23	25	28	17
None at all.....	15	13	7	16	21
(Don't know).....	4	6	4	2	5
A lot /some.....	59	58	64	54	58
A little /nothing at all.....	37	36	32	44	38

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

20. When it comes to rural America’s economy who do you hold most responsible:
[READ AND ROTATE]

The rich because they have all the advantages

People in the **suburbs and cities** who have more power and hold on to what they have

Rural people who hold on too much to a changing way of life

The **government** that does not care about rural people and their way of life

Rich.....	23	21	28	24	20
Suburbs/Cities.....	6	7	3	8	6
Rural.....	14	13	19	9	17
Government	43	45	35	49	40
(Don't know).....	14	14	15	11	17

21. Here are some statements other people in rural and small-town areas have made. I want you to tell me how much you agree with each one. TEN means you strongly agree and ZERO means you do not agree at all. You can use any number in between.

RANDOMIZE LIST

RECORD RATING

a. Problems in rural and small-town America are ignored while politicians pay more attention to the issues of urban and suburban areas

Mean	8.1	8.3	7.8	8.4	7.8
10 - Strongly agree	45	54	37	44	44
8 - 9.....	22	13	26	30	20
6 - 7.....	10	10	13	8	11
5 - Neutral	10	12	9	8	11
0 - 4 - Disagree	7	6	7	4	11
(Don't know).....	5	4	7	6	3

b. I am worried my children won't find good jobs and opportunities here and they will have to move too far away

Mean	6.0	6.5	6.8	5.8	5.3
10 - Strongly agree	29	33	31	26	25
8 - 9.....	15	16	18	16	13
6 - 7.....	12	10	17	10	12
5 - Neutral	12	12	9	15	11
0 - 4 - Disagree	28	24	19	30	37
(Don't know).....	4	4	6	3	2

	Total	Young men	Young women	Older men	Older Women
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c. The rural and small-town way of life is worth fighting for and protecting

Mean	8.8	8.8	8.7	8.8	8.8
10 - Strongly agree	65	64	62	67	66
8 - 9.....	15	16	14	14	16
6 - 7.....	7	7	8	5	7
5 - Neutral	7	7	7	8	7
0 - 4 - Disagree	4	3	5	5	5
(Don't know).....	1	2	3	1	0

d. The rural and small-town way of life is dying

Mean	7.0	6.7	6.7	7.4	7.0
10 - Strongly agree	34	29	28	41	36
8 - 9.....	20	18	22	20	19
6 - 7.....	15	14	19	12	14
5 - Neutral	10	12	6	10	11
0 - 4 - Disagree	19	19	22	15	19
(Don't know).....	3	8	3	2	1

e. Farm subsidies benefit the whole rural and small town economy and should be protected in the federal budget

Mean	6.7	6.8	7.0	6.0	7.0
10 - Strongly agree	28	30	31	21	30
8 - 9.....	21	22	16	22	23
6 - 7.....	11	8	14	8	14
5 - Neutral	14	18	13	17	11
0 - 4 - Disagree	19	17	16	26	17
(Don't know).....	7	5	11	6	6

f. We spend too much of our tax dollars on farm subsidies that do not really help most people in small town America

Mean	6.2	5.9	6.2	6.7	5.8
10 - Strongly agree	25	26	22	32	19
8 - 9.....	15	14	12	16	16
6 - 7.....	12	9	13	12	15
5 - Neutral	17	14	21	16	17
0 - 4 - Disagree	22	27	20	20	25
(Don't know).....	8	9	12	4	8

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

g. Too much of federal farm subsidies go to the largest farms, hurting smaller family farms

Mean	7.5	7.4	7.5	7.7	7.5
10 - Strongly agree	36	37	31	38	37
8 - 9.....	21	16	23	26	19
6 - 7.....	11	15	11	9	10
5 - Neutral	11	10	10	11	13
0 - 4 - Disagree	11	12	10	9	12
(Don't know).....	10	10	14	7	9

h. People have a harder time making a go of it in rural America than they do in the cities

Mean	6.3	6.1	6.9	6.2	6.2
10 - Strongly agree	27	27	30	28	26
8 - 9.....	16	14	14	15	18
6 - 7.....	14	13	16	13	17
5 - Neutral	15	18	14	18	11
0 - 4 - Disagree	23	23	18	24	25
(Don't know).....	5	5	8	3	4

i. Owning my own business or farm is a big part of the American dream for me

Mean	6.2	6.4	6.5	6.2	5.9
10 - Strongly agree	34	35	33	34	33
8 - 9.....	16	16	19	14	16
6 - 7.....	8	11	8	6	8
5 - Neutral	10	6	13	11	9
0 - 4 - Disagree	28	27	24	30	32
(Don't know).....	4	4	3	4	3

j. **SSA:** Government should help small businesses by cutting taxes and reducing spending

Mean	8.1	8.3	8.3	8.1	7.7
10 - Strongly agree	52	60	43	56	51
8 - 9.....	21	15	33	19	16
6 - 7.....	7	7	10	3	10
5 - Neutral	8	10	4	9	8
0 - 4 - Disagree	10	8	5	10	14
(Don't know).....	2	0	4	3	1

k. **SSB:** Government should help small businesses by reducing regulations on businesses

Mean	7.5	7.7	7.6	7.3	7.7
10 - Strongly agree	38	31	41	38	41
8 - 9.....	20	32	9	20	21
6 - 7.....	17	17	23	10	15
5 - Neutral	11	8	14	13	12
0 - 4 - Disagree	10	8	7	14	10
(Don't know).....	4	4	7	5	1

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

I. SSA: Government should help small businesses by enforcing antitrust laws

Mean	6.7	7.1	6.8	6.3	6.8
10 - Strongly agree	24	22	19	25	29
8 - 9	13	17	14	13	10
6 - 7	14	14	16	14	16
5 - Neutral	15	21	12	18	9
0 - 4 - Disagree	14	7	10	18	16
(Don't know)	20	19	28	12	20

m. SSB: Government should help small businesses by providing small business loans and giving tax credits

Mean	7.5	7.2	7.7	7.5	7.4
10 - Strongly agree	38	32	40	40	40
8 - 9	21	27	15	20	20
6 - 7	16	16	23	18	11
5 - Neutral	11	10	10	9	13
0 - 4 - Disagree	11	13	7	13	13
(Don't know)	3	2	4	1	3

n. RURAL America's future is weakened by a widening gap between the rich and families struggling to make ends meet

Mean	7.3	7.7	7.6	7.0	7.1
10 - Strongly agree	37	43	33	35	37
8 - 9	20	19	26	20	18
6 - 7	14	16	14	12	13
5 - Neutral	13	9	15	15	10
0 - 4 - Disagree	13	10	7	16	19
(Don't know)	3	2	6	2	3

o./p. combined America's future is weakened by a widening gap between the rich and families struggling to make ends meet

Mean	7.5	7.7	7.7	7.1	7.4
10 - Strongly agree	40	46	41	32	39
8 - 9	20	19	19	24	20
6 - 7	15	14	17	14	14
5 - Neutral	8	5	11	11	7
0 - 4 - Disagree	14	13	8	17	17
(Don't know)	2	3	3	2	2

	<i>Young</i>	<i>Young</i>	<i>Older</i>	<i>Older</i>
<i>Total</i>	<i>men</i>	<i>women</i>	<i>men</i>	<i>Women</i>
<i>N=</i>	<i>804</i>	<i>177</i>	<i>175</i>	<i>203</i>
			<i>203</i>	<i>225</i>

23. Here are some potential policies others have discussed as a way to boost the rural and small-town economy. Please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose that policy.

PROBE: Do you strongly support, somewhat support, somewhat oppose, or strongly oppose that policy?

RANDOMIZE LIST

a. Help small and owner operated businesses and farms get started and grow through loans, tax credits and training.

Strongly support.....	56	59	54	54	57
Somewhat support	33	29	38	30	34
Somewhat oppose	4	5	3	6	3
Strongly oppose	4	5	2	7	2
(Don't know)	3	3	4	3	3
Strongly /somewhat support	89	88	91	84	92
Strongly /somewhat oppose	8	10	5	13	5

b. Assist the working poor in our area to afford necessities of life through payroll tax refunds like the Earned Income Tax credit

Strongly support.....	43	37	43	45	45
Somewhat support	36	40	37	32	38
Somewhat oppose	6	5	7	7	4
Strongly oppose	9	10	5	12	8
(Don't know)	6	8	7	4	6
Strongly /somewhat support	79	77	80	76	83
Strongly /somewhat oppose	14	15	12	20	11

c. Assist the working poor in our area to afford necessities of life through job training to improve earnings

Strongly support.....	59	53	61	56	66
Somewhat support	30	37	31	27	25
Somewhat oppose	5	4	2	9	4
Strongly oppose	4	5	2	5	3
(Don't know)	3	1	5	3	1
Strongly /somewhat support	89	89	91	83	91
Strongly /somewhat oppose	9	9	4	14	8

	<i>Total</i>	<i>Young men</i>	<i>Young women</i>	<i>Older men</i>	<i>Older Women</i>
<i>N=</i>	804	177	175	203	225

d. Assist the working poor in our area to afford necessities of life with Medicaid coverage for health care.

Strongly support.....	44	36	45	44	48
Somewhat support.....	36	36	40	34	33
Somewhat oppose.....	8	9	4	8	10
Strongly oppose.....	7	10	6	10	4
(Don't know).....	6	9	6	4	5
Strongly /somewhat support.....	80	73	84	78	81
Strongly /somewhat oppose.....	15	18	9	18	14

e. Support development of wind, solar and other renewable electric generation in rural areas through tax credits and investing in new transmission lines

Strongly support.....	50	56	50	45	49
Somewhat support.....	28	23	29	29	30
Somewhat oppose.....	6	3	5	7	7
Strongly oppose.....	12	12	9	18	8
(Don't know).....	5	7	6	1	6
Strongly /somewhat support.....	78	79	80	74	80
Strongly /somewhat oppose.....	17	15	14	25	14

	<i>Total</i>	<i>Young men</i>	<i>Young women</i>	<i>Older men</i>	<i>Older Women</i>
<i>N=</i>	804	177	175	203	225

f. **SSA:** Provide grants and loans to revitalize small towns through main street improvements like critical upgrades to water and sewer systems.

Strongly support.....	55	52	59	50	57
Somewhat support.....	30	32	23	30	33
Somewhat oppose.....	8	10	9	5	6
Strongly oppose.....	5	2	4	11	3
(Don't know).....	3	3	4	3	1
Strongly /somewhat support	85	85	83	81	90
Strongly /somewhat oppose	13	12	14	16	9

g. **SSB:** Provide grants and loans to revitalize small towns through main street improvements to roads and bridges

Strongly support.....	49	46	56	43	51
Somewhat support.....	37	40	31	43	33
Somewhat oppose.....	6	3	4	6	9
Strongly oppose.....	5	9	3	6	4
(Don't know).....	3	2	6	2	3
Strongly /somewhat support	86	86	87	86	84
Strongly /somewhat oppose	11	12	7	12	13

h. Expand grants and loans to improve Internet service in small towns and rural areas.

Strongly support.....	43	41	52	38	42
Somewhat support.....	33	31	35	32	34
Somewhat oppose.....	9	9	6	12	9
Strongly oppose.....	10	13	2	14	9
(Don't know).....	6	7	5	4	6
Strongly /somewhat support	76	72	87	70	76
Strongly /somewhat oppose	18	22	8	26	18

i. Give tax incentives to large employers who will locate facilities to our rural communities.

Strongly support.....	42	41	40	44	44
Somewhat support.....	33	27	37	32	33
Somewhat oppose.....	9	14	10	7	8
Strongly oppose.....	10	10	6	12	11
(Don't know).....	5	8	7	4	4
Strongly /somewhat support	75	68	77	77	77
Strongly /somewhat oppose	19	24	16	20	19

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

j. Provide quality preschool programs to lower-income children so they are prepared to learn and succeed in school.

Strongly support.....	59	60	60	59	58
Somewhat support.....	26	24	30	22	26
Somewhat oppose.....	5	4	4	8	5
Strongly oppose.....	6	7	3	9	6
(Don't know).....	4	5	4	3	4
Strongly /somewhat support.....	85	83	90	81	85
Strongly /somewhat oppose.....	11	11	7	16	11

24. Here are some ways other people have mentioned as ways to pay for these policies that will increase investments in rural America. Using a scale from ZERO to TEN please tell me how much you support each suggestion. ZERO means you do not at all support the suggestion and TEN means you very much support the proposal. You can use any number in between.

RANDOMIZE LIST

a. **SSA:** Repealing the Bush tax cuts on Americans making more than two-hundred and fifty thousand dollars

Mean.....	5.5	5.7	5.4	5.2	5.6
10 - Strongly support.....	31	34	24	34	33
8 - 9.....	8	6	7	7	12
6 - 7.....	8	11	15	4	3
5 - Neutral.....	11	11	13	10	7
0 - 4 - Do not support.....	36	34	34	41	35
(Don't know).....	6	4	8	4	10

b. **SSB:** Repealing the Bush tax cuts on Americans making more than one million dollars

Mean.....	5.9	6.0	6.4	5.2	6.0
10 - Strongly support.....	30	31	29	26	28
8 - 9.....	12	9	9	12	16
6 - 7.....	10	8	18	5	11
5 - Neutral.....	17	19	22	15	15
0 - 4 - Do not support.....	27	26	18	38	26
(Don't know).....	5	6	4	4	4

c. Increasing taxes on all Americans

Mean.....	2.1	1.5	2.3	2.2	2.3
10 - Strongly support.....	5	2	5	7	5
8 - 9.....	4	2	4	4	4
6 - 7.....	5	4	6	4	6
5 - Neutral.....	11	10	11	9	12
0 - 4 - Do not support.....	75	80	75	75	72
(Don't know).....	1	1	1	1	1

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

d. **SSA:** Diverting some of the funds in the farm bill away from farming and toward these policies

Mean	3.6	3.9	3.8	3.6	3.2
10 - Strongly support.....	6	7	1	6	7
8 - 9.....	8	8	8	7	9
6 - 7.....	9	13	9	11	6
5 - Neutral.....	23	19	31	26	17
0 - 4 - Do not support.....	47	44	43	44	54
(Don't know).....	7	9	8	7	6

e. **SSB:** Reducing the amount of subsidies going to big and mega farms

Mean	6.1	6.0	6.4	5.6	6.2
10 - Strongly support.....	22	18	22	23	19
8 - 9.....	16	16	17	13	18
6 - 7.....	13	9	15	10	18
5 - Neutral.....	20	23	22	17	20
0 - 4 - Do not support.....	22	21	16	32	21
(Don't know).....	7	12	8	6	4

25. Now, I am going to read you some statements a candidate for United States Senate might make. Please tell me whether each statement I read is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or not AT ALL convincing reason to support that candidate. If you are not sure how you feel about a particular item, please say so and we will move on.

PROMPT EVERY THIRD STATEMENT: Is that a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or not AT ALL convincing reason to support that candidate?

RANDOMIZE LIST

a. **SSC:** Ordinary rural Americans are losing ground in our economy. We need to fix it. We need policies that address problems in rural America too, not just larger metropolitan areas. Our country is strongest when all of its communities are strong and all of its people have genuine economic opportunity. The rural American economy can be strong for everyone if federal policy makers understand rural concerns and address them.

[Rural vs. metro]

Very convincing.....	42	33	51	36	50
Somewhat convincing.....	42	54	32	40	39
Not too convincing.....	6	1	8	13	4
Not at all convincing.....	4	5	4	8	1
(DK/Ref).....	5	7	5	3	6
Very /somewhat convincing	84	87	83	76	89
Not too /not at all convincing	11	6	12	21	5

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

b. **SSD:** Ordinary rural Americans are losing ground in our economy. We need to fix it. We need policies that address problems for rural Americans too, not just for the rich and powerful. Our country is strongest when all of its communities are strong and all of its people have genuine economic opportunity. The rural American economy can be strong for everyone if federal policy makers understand rural concerns and address them.

[Rural vs. rich]

Very convincing	45	34	37	50	53
Somewhat convincing	40	51	45	32	35
Not too convincing	8	4	9	11	8
Not at all convincing.....	3	6	3	2	3
(DK/Ref)	4	5	7	4	1
Very /somewhat convincing	84	85	81	83	88
Not too /not at all convincing	11	10	12	14	11

c. **SSC:** Rural and small-town America is a big and important part of what makes America go. We are hard working, patriotic, faithful, and skilled. Making sure our families, our small business owners, and our workers have the same chance as everyone else is fair and smart. That means supporting policies like investing more in helping our small businesses get started and bringing technology to our areas so we can be connected to the new economy. **[Fair/Smart to help]**

Very convincing	48	41	52	48	50
Somewhat convincing	39	43	38	38	40
Not too convincing	5	7	6	3	5
Not at all convincing.....	4	4	0	10	4
(DK/Ref)	3	5	5	1	1
Very /somewhat convincing	87	84	90	86	90
Not too /not at all convincing	10	11	6	13	9

d. **SSD:** The priorities of rural and small-town America are ignored. Many of our children, schools, and families can't get connected to the Internet because we do not have access to broadband. Our small businesses do not get the same kinds of support as city businesses. Our schools get less funding. We do not get access to the same tools as Americans in other areas. It is fair and smart to pay more attention to our challenges.

[Deserve tools]

Very convincing	42	34	44	44	43
Somewhat convincing	38	51	32	28	44
Not too convincing	11	8	10	16	7
Not at all convincing.....	6	2	7	8	5
(DK/Ref)	4	5	6	4	2
Very /somewhat convincing	80	85	76	72	86
Not too /not at all convincing	16	10	18	24	12

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

e. **SSC:** Rural America used to be about farming and ranching. But we have changed. Today, fewer than one in ten rural people live or work on a farm or ranch. Our economic policies have NOT changed. Now a few larger factory farms get most of the federal funding. The majority of rural America sees very little economic development. We need to change that and invest in beginning farmers, small businesses, and new technology. [**Times change - stats**]

Very convincing	45	43	53	45	43
Somewhat convincing	39	39	34	37	44
Not too convincing	4	6	3	2	4
Not at all convincing.....	7	5	6	14	3
(DK/Ref)	5	7	5	2	6
Very /somewhat convincing	85	83	86	82	86
Not too /not at all convincing	10	10	9	17	7

f. **SSD:** Rural America used to be about farming and ranching. But we have changed. Today, fewer Americans live or work on ranches and farms, but our economic policies have NOT changed. Now a few larger factory farms get most of the federal funding. The majority of rural America sees very little economic development. We need to change that and invest in beginning farmers, small businesses, and new technology. [**Times change – no stats**]

Very convincing	44	38	41	49	47
Somewhat convincing	39	39	44	31	39
Not too convincing	9	11	7	10	9
Not at all convincing.....	3	4	0	6	3
(DK/Ref)	5	7	8	5	2
Very /somewhat convincing	83	78	85	80	87
Not too /not at all convincing	12	15	7	15	12

g. Let's be honest. Fewer of us work on farms. Big businesses are not going to relocate to our areas. We do not have enough people to support big facilities and we are too far away for people to drive. We need to think differently about our rural economy. We need to move some of the money we spend on farming into different investments for long-term growth like innovative small businesses, new technologies, and broadband Internet. [**Get real/change**]

Very convincing	29	29	32	31	23
Somewhat convincing	37	40	37	33	39
Not too convincing	14	10	12	10	20
Not at all convincing.....	15	14	14	20	14
(DK/Ref)	5	8	6	5	3
Very /somewhat convincing	66	68	69	64	62
Not too /not at all convincing	29	24	26	30	34

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

h. **SSC:** The way we currently subsidize farms actually hurts our rural economy. Uncapped subsidies benefit the largest farms. They give those farms more support and make it harder for smaller operations to continue. We should cap subsidies to the biggest farms and use the savings to strengthen our small towns and rural communities for everyone by supporting good schools, access to technology, and small businesses with innovative ideas. [**CAP SUBS**]

Very convincing	42	40	41	43	44
Somewhat convincing	38	41	42	33	35
Not too convincing	8	9	2	9	10
Not at all convincing.....	6	3	9	10	5
(DK/Ref)	6	7	5	4	7
Very /somewhat convincing	80	81	83	76	78
Not too /not at all convincing	14	12	12	20	15

i. **SSD:** The way we currently subsidize farms actually hurts our rural economy. Farm subsidies primarily benefit large corporate farms, not small family farms. Wall Street and big banks get more help than working Americans. We should strengthen our small towns and rural communities for everyone by supporting good schools, access to technology, and small businesses with innovative ideas. [**Anti-corporate**]

Very convincing	46	39	42	45	55
Somewhat convincing	40	42	49	37	35
Not too convincing	5	6	5	6	2
Not at all convincing.....	5	7	0	6	7
(DK/Ref)	4	7	4	6	1
Very /somewhat convincing	86	81	91	83	90
Not too /not at all convincing	9	13	5	12	9

j. **SSC:** We need an economy that encourages prosperity for more people and allows everyone who is willing to work hard to achieve their full potential. But current policy is not getting the job done for rural America. It focuses on farming, especially big ag business, and ignores the rest of the rural economy like small business. To get our economy going again we need solutions that achieve economic security and opportunity for all rural Americans. [**SEC/OPP for all**]

Very convincing	45	46	40	38	52
Somewhat convincing	39	33	40	44	38
Not too convincing	6	10	6	4	7
Not at all convincing.....	6	3	7	14	0
(DK/Ref)	4	7	8	1	3
Very /somewhat convincing	84	79	79	82	90
Not too /not at all convincing	12	14	13	18	7

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

k. **SSD:** We need an economy that encourages prosperity for more people and allows everyone who is willing to work hard to achieve their full potential. But current policy is not getting the job done for rural America. It focuses on farming, especially big agra-business, and ignores the rest of the rural economy like small businesses. To get our economy going again we need solutions that achieve economic security well being for all rural Americans. [**SEC/Well being for all**]

Very convincing	42	40	40	49	39
Somewhat convincing	39	38	45	29	44
Not too convincing	8	12	3	9	11
Not at all convincing.....	6	7	4	8	5
(DK/Ref)	4	3	9	4	1
Very /somewhat convincing	81	78	85	79	83
Not too /not at all convincing	15	19	6	17	16

l. **SSC:** Making rural America stronger is good both short term and long term. It will offer our children and grandchildren the opportunity to stay here, maintaining our way of life and protecting our values. By creating a stronger economy, investing in small businesses and schools, we can help working and middle class families get ahead. 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. [**Future**]

Very convincing	48	46	52	39	54
Somewhat convincing	41	45	42	42	37
Not too convincing	5	2	2	9	5
Not at all convincing.....	3	2	1	7	2
(DK/Ref)	3	5	4	2	2
Very /somewhat convincing	89	91	94	81	92
Not too /not at all convincing	8	4	3	16	7

m. **SSD:** [**ASK LAST**] What we can do to help rural America is get government out of the way, keep taxes low, and give entrepreneurs the freedom to start a business, grow that business, and hire more people. The free market can work; especially in rural and small-town America because we work hard and have strong family values and faith. Big government means more complications, too many regulations, and higher taxes – those are problems we don't need in rural America. [**SMALL GOVT**]

Very convincing	52	35	54	59	57
Somewhat convincing	32	52	31	23	27
Not too convincing	8	10	3	9	10
Not at all convincing.....	4	0	6	4	4
(DK/Ref)	4	3	6	5	3
Very /somewhat convincing	85	87	85	83	84
Not too /not at all convincing	11	10	10	13	14

	<i>Young</i>	<i>Young</i>	<i>Older</i>	<i>Older</i>
<i>Total</i>	<i>men</i>	<i>women</i>	<i>men</i>	<i>Women</i>
<i>N=</i> 804	177	175	203	225

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

26. **[LAND LINE ONLY]** Some households have no cell phone, and others have cell phones they rarely use. Which best describes you – you use your cell phone almost exclusively, you mostly use your cell phone, mostly use your land line, or exclusively use your land line?

Exclusively CELL	8	14	13	5	5
Mostly CELL.....	21	32	29	14	15
Mostly LAND	34	22	26	38	42
Exclusively LAND.....	15	11	7	23	16
(Both equally).....	21	20	25	19	22
Don't know	1	0	0	1	0

27. Do you consider yourself to be a supporter of the National Rifle Association or NRA?

Yes, supporter of the NRA.....	66	76	55	74	60
No, not a supporter of the NRA	25	13	36	22	31
(Don't Know)	5	6	6	2	7
(Refused)	3	5	4	2	1

28. Which of the following best describes your health insurance coverage: **[read do not rotate]**

you're covered under your work insurance.....	32	50	33	31	18
you have government health insurance such as Medicaid.....	23	10	16	31	32
you buy your own insurance	13	12	6	18	16
you're covered under your spouse or partner's plan where they work	13	7	18	7	20
you do not have health insurance coverage	10	12	14	8	8
you're covered under your parents' plan.....	4	9	6	1	0
you have a plan through school.....	0	0	0	0	0
COBRA	0	0	0	0	0
(Other).....	3	0	4	3	6
(Don't know).....	1	1	2	0	0

	Total	Young men	Young women	Older men	Older Women
N=	804	177	175	203	225

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

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

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

Strong Democrat.....	17	15	16	15	21
Not-So-Strong Democrat	5	3	7	6	4
Independent - Lean Democrat.....	3	2	4	3	3
Democrat	25	21	27	24	28
Independent.....	25	28	23	29	20
Republican.....	42	41	42	38	48
Independent - Lean Republican.....	8	5	6	11	10
Not-So-Strong Republican.....	8	11	10	7	7
Strong Republican	25	25	27	19	32
Other	4	6	3	8	2
(Don't know).....	2	2	2	2	2
(Refused).....	2	2	3	1	1

30. In order to be sure we are representing the opinions of people who live in different types of households, please tell me how many people live in your household including yourself and all dependent children and adults?

One	17	11	8	25	24
Two	38	19	21	54	53
Three or four	31	48	48	16	19
Five or more.....	10	19	18	4	3
(Refused).....	3	2	4	2	1

31. Thinking about last year's Presidential election, did you vote for Democrat Barack Obama or Republican Mitt Romney?

Obama	32	29	33	32	33
Romney.....	46	48	40	48	51
(Neither / Other).....	6	4	9	7	5
(Didn't vote).....	6	8	8	5	4
(Don't remember / Refused)	10	11	11	8	7

	<i>Total</i>	<i>Young men</i>	<i>Young women</i>	<i>Older men</i>	<i>Older Women</i>
<i>N=</i>	804	177	175	203	225

32. What is your age? **[IF REFUSED CODE AS 9]**

33. **[IF AGE IS REFUSED]:** I am going to read you some categories. Please stop me when we get to your category.

18-24 years	7	16	18	0	0
25-29 years	5	11	14	0	0
30-34 years	6	18	10	0	0
35-39 years	7	19	12	0	0
40-44 years	9	17	23	0	0
45-49 years	10	20	24	0	0
50-54 years	9	0	0	21	12
55-59 years	10	0	0	19	19
60-64 years	9	0	0	15	19
65-69 years	8	0	0	17	15
70-74 years	6	0	0	8	13
Over 74 years	11	0	0	19	22
(Refused)	3	0	0	0	0

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

1 - 11th grade	6	3	3	9	9
High school graduate	39	39	36	38	42
Non-college post H.S.	6	7	5	8	4
Some college	27	32	30	25	23
College graduate.....	14	14	16	12	15
Post-graduate school	7	4	9	7	6
(Don't know/refused)	2	1	1	1	1

35. Are you married, unmarried with a partner, single, separated, divorced, or widowed?

Married	62	59	62	61	67
Unmarried with Partner	2	4	3	2	0
Single	14	26	25	9	4
Separated	2	3	2	2	0
Divorced	9	6	7	13	9
Widowed	9	0	1	12	20
(Don't Know)	0	1	0	0	0
(Refused)	2	1	1	0	0

	<i>Total</i>	<i>Young men</i>	<i>Young women</i>	<i>Older men</i>	<i>Older Women</i>
<i>N=</i>	804	177	175	203	225

36. Do you think of yourself as a born again or evangelical Christian, or would you not describe yourself that way?

Born-again/Evangelical Christian.....	42	39	46	38	46
Not Born-Again/Evangelical	45	47	42	47	45
(Don't know)	7	9	6	8	4
(Refused)	7	5	6	6	5

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

More than once a week.....	12	7	16	11	15
Once a week	33	24	40	28	40
Once or twice a month	16	24	9	17	17
Several times a year	11	13	13	11	9
Only on holidays	4	8	2	5	3
Almost never	16	16	13	23	13
(Don't Know)	2	3	3	1	1
(Refused)	5	6	5	4	2

38. What's your employment status? Are you... **[READ OPTIONS]**?

Employed full time.....	43	75	53	30	21
Employed part time	8	8	10	6	10
Unemployed.....	7	7	9	8	6
Homemaker	6	2	15	1	7
Student.....	2	2	6	0	0
Retired	31	3	2	53	55
(Refused)	3	3	5	2	2

39. **IF EMPLOYED:** And how many **[full-time/part-time]** jobs do you have - one, two, or more than two?

One	87	86	86	87	93
Two	9	11	11	9	3
More than two	2	1	0	2	4
(Don't know).....	2	1	4	2	0

40. Are you, or is anyone in your immediate family, a current or former member of the military?

Yes, self current	4	6	1	8	3
Yes, self former	6	3	1	17	3
Yes, family current	6	6	6	5	8
Yes, family former	14	8	12	9	25
No.....	68	77	78	60	60
(Don't know).....	2	1	2	1	1

	<i>Total</i>	<i>Young men</i>	<i>Young women</i>	<i>Older men</i>	<i>Older Women</i>
<i>N=</i>	804	177	175	203	225

41. In which of the following ranges does your total annual household income fall, before taxes?

42. **[IF REFUSED OR DON'T KNOW]** Could you tell me if your annual household income is below or above 50 thousand dollars?

Below 20 thousand	13	8	18	14	14
Between 20 and 30 thousand	14	16	13	11	16
Between 30 and 40 thousand	11	10	14	11	10
Between 40 and 50 thousand	14	18	10	17	14
All below 50 Thousand	59	60	57	59	64
All above 50 Thousand	23	25	25	25	18
Between 50 and 75 thousand	10	11	7	12	8
Between 75 and 100 thousand	7	5	10	9	4
Between 100 and 150 thousand	2	4	5	1	2
Between 150 and 200 thousand	1	2	0	1	0
More than 200 thousand	1	2	1	1	0
(Don't Know)	2	2	2	1	4
(Refused)	16	12	16	15	14

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

[IF "NO", ASK:] What is your race - white, black, Asian, or something else?

White	88	91	86	87	90
Black/African American	5	5	6	5	5
Spanish speaking/Latino (Puerto Rican, Mexican, etc.)	4	2	6	3	4
Asian	0	0	1	0	0
Native American	1	0	1	2	1
Pacific Islander	0	0	0	0	0
Arab American	0	0	0	0	0
(Other)	1	1	0	2	1
(Don't know / Refused)	1	1	0	1	1

This completes our survey. Thank you very much for your time, and have a pleasant day/evening!
[GENDER FROM OBSERVATION]