

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

		\$30k			
	<i>Total</i>	<i><\$30k</i>	<i>to \$50k</i>	<i>\$50k+</i>	
	<i>N=</i>	<i>804</i>	<i>219</i>	<i>205</i>	<i>185</i>
Gender of respondent					
Men	49	43	52	54	
Women.....	51	57	48	46	
Region					
Midwest.....	33	32	34	38	
Great Plains	33	30	35	29	
South.....	33	38	31	33	

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

Yes.....	100	100	100	100
No.....	0	0	0	0
(Don't know).....	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
No.....	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	66	74	69
No.....	32	34	26	31
(Don't know).....	0	0	0	0

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

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

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N=	804	219	205	185

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	38	38	50
Farm or ranch	13	17	10	12
Small town	45	45	52	39
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	18	11	17
No.....	85	82	89	83
(Don't know).....	0	0	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	16	15	18
No.....	84	83	85	82
(Don't know).....	1	1	0	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	1	1	9
Somewhat better	12	13	19	13
Somewhat worse	25	32	19	25
Much worse.....	19	21	16	16
About the same	39	33	43	37
(Don't know/refused).....	1	0	3	0
Much /somewhat better	15	13	20	21
Much /somewhat worse.....	44	54	35	41

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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	14	14	15
Somewhat better	34	31	33	36
Somewhat worse	21	24	23	13
Much worse.....	11	16	10	11
(About the same....but if you had to choose better or worse).....	14	10	16	15
(Don't know/refused).....	7	6	4	9
Much /somewhat better	47	45	47	52
Much /somewhat worse.....	32	40	34	24

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	10	10	15
A lot.....	12	14	10	10
Some.....	28	26	34	26
A little	25	20	28	28
No control.....	22	28	17	19
(Don't know).....	2	2	2	1
A great deal of control /a lot	24	23	20	26
Some /a little.....	53	47	61	54

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	29	28	22
Security	28	31	31	22
Stability	37	30	32	49
(All...but if you had to pick just one).....	8	9	6	7
(None...but if you had to pick one).....	0	1	0	0
(Don't know).....	2	1	3	0

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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	52	63	61
Favor a few	34	39	31	26
(Neither)	4	3	1	11
(Both)	4	5	3	3
(Don't know)	1	1	1	0

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	39	47	55
Favor a few	42	52	38	40
(Neither)	2	1	4	2
(Both)	4	1	9	3
(Don't know)	3	7	3	0

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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	4.3	4.1	3.6
10 - Very worried.....	17	21	10	19
8 - 9.....	10	9	14	7
6 - 7.....	11	12	14	11
5 - Neutral.....	6	5	11	2
0 - 4 - Not worried.....	54	52	48	62
(Don't know).....	2	2	3	0

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

Mean	5.1	5.3	6.0	4.8
10 - Very worried.....	23	31	27	14
8 - 9.....	15	15	19	15
6 - 7.....	12	6	13	19
5 - Neutral.....	10	7	12	14
0 - 4 - Not worried.....	39	40	27	37
(Don't know).....	1	1	1	0

c. Being able to pay off your current debt

Mean	4.7	5.4	4.8	4.4
10 - Very worried.....	19	27	16	13
8 - 9.....	13	11	17	13
6 - 7.....	12	11	13	13
5 - Neutral.....	13	15	12	12
0 - 4 - Not worried.....	44	36	42	49
(Don't know).....	0	0	0	0

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

Mean	4.2	4.9	4.4	3.6
10 - Very worried.....	15	26	14	6
8 - 9.....	14	12	15	15
6 - 7.....	9	8	15	8
5 - Neutral.....	11	9	7	17
0 - 4 - Not worried.....	51	44	50	54
(Don't know).....	0	0	0	0

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e. Being able to save enough to retire					
Mean	5.8	6.1	6.2	5.6	
10 - Very worried.....	29	37	32	18	
8 - 9.....	14	13	17	17	
6 - 7.....	13	10	12	20	
5 - Neutral	9	6	11	11	
0 - 4 - Not worried	33	32	27	34	
(Don't know).....	1	1	1	0	
f. Being able to afford health care for you and your family					
Mean	6.3	6.5	6.6	5.8	
10 - Very worried.....	31	39	30	22	
8 - 9.....	17	16	16	21	
6 - 7.....	11	8	13	15	
5 - Neutral	11	10	17	8	
0 - 4 - Not worried	28	27	23	34	
(Don't know).....	0	0	0	0	
g. SSA: Being able to make enough to make ends meet					
Mean	5.7	6.5	5.6	5.1	
10 - Very worried.....	25	34	18	17	
8 - 9.....	18	21	22	15	
6 - 7.....	10	9	15	10	
5 - Neutral	10	8	11	14	
0 - 4 - Not worried	36	28	35	43	
(Don't know).....	0	0	0	0	
h. SSB: Dealing with the rising costs of everyday expenses like food and gas					
Mean	6.8	7.6	7.0	6.1	
10 - Very worried.....	30	45	31	13	
8 - 9.....	20	19	17	29	
6 - 7.....	19	15	28	20	
5 - Neutral	12	8	12	14	
0 - 4 - Not worried	19	14	14	24	
(Don't know).....	0	0	0	0	
i. SSA: Losing your job					
Mean	3.7	4.1	4.0	3.9	
10 - Very worried.....	18	20	19	16	
8 - 9.....	6	9	6	5	
6 - 7.....	11	10	13	16	
5 - Neutral	7	6	7	9	
0 - 4 - Not worried	58	55	54	54	
(Don't know).....	1	0	1	0	

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

Mean	4.6	5.4	5.5	3.8
10 - Very worried.....	17	26	18	8
8 - 9.....	14	16	22	14
6 - 7.....	9	4	10	7
5 - Neutral	16	16	17	18
0 - 4 - Not worried	43	34	32	52
(Don't know).....	1	4	1	1

k. Having your earnings, wages or salary cut back

Mean	5.6	6.2	5.8	5.4
10 - Very worried.....	26	33	25	17
8 - 9.....	16	17	16	16
6 - 7.....	11	8	10	17
5 - Neutral	13	11	16	13
0 - 4 - Not worried	34	30	31	35
(Don't know).....	1	0	1	1

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

Mean	4.9	5.2	4.8	5.0
10 - Very worried.....	18	25	15	14
8 - 9.....	14	11	14	15
6 - 7.....	14	14	17	17
5 - Neutral	12	11	11	18
0 - 4 - Not worried	41	39	41	35
(Don't know).....	1	1	2	1

m. Being able to afford your taxes

Mean	5.1	5.7	4.9	4.8
10 - Very worried.....	19	27	13	15
8 - 9.....	14	14	15	15
6 - 7.....	13	15	18	9
5 - Neutral	14	12	11	17
0 - 4 - Not worried	39	32	42	43
(Don't know).....	0	0	0	0

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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	55	48	34
More harm than good.....	44	35	43	61
(Both...but if you had to choose now)	2	2	3	0
(Neither...but if you had to choose now)	2	4	0	1
(Don't know)	4	4	5	4

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	50	45	40
More harm than good	45	36	47	54
(Both...but if you had to choose now)	4	5	5	3
(Neither...but if you had to choose now)	2	1	0	2
(Don't know)	4	7	3	1

Combined A/B split

Time to help rural economy	47	53	47	38
More harm than good.....	44	36	45	57
(Both...but if you had to choose now)	3	4	4	1
(Neither...but if you had to choose now)	2	3	0	2
(Don't know)	4	6	4	2

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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	44	38	40
Some.....	34	34	37	40
A little	14	13	16	13
Nothing at all.....	6	5	5	4
(Don't know).....	5	4	4	3
A lot /some.....	76	78	75	80
A little /nothing at all.....	19	18	21	17

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	27	24	21
Some.....	33	32	40	32
A little	23	20	19	27
Nothing at all.....	15	15	12	15
(Don't know).....	5	5	4	4
A lot /some.....	57	60	65	53
A little /nothing at all.....	38	35	31	42

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	25	21	21
Some.....	35	33	40	38
A little	23	19	22	27
None at all.....	15	17	14	12
(Don't know).....	4	6	3	2
A lot /some.....	59	58	61	59
A little /nothing at all.....	37	36	36	39

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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	32	19	15
Suburbs/Cities.....	6	5	8	8
Rural.....	14	11	17	20
Government	43	39	41	42
(Don't know).....	14	14	15	15

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	8.1	8.2	7.9
10 - Strongly agree	45	48	45	36
8 - 9.....	22	18	21	32
6 - 7.....	10	9	11	12
5 - Neutral	10	10	13	10
0 - 4 - Disagree	7	8	4	7
(Don't know).....	5	6	5	4

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	6.2	6.2	6.4
10 - Strongly agree	29	36	26	25
8 - 9.....	15	13	19	16
6 - 7.....	12	10	12	20
5 - Neutral	12	8	12	17
0 - 4 - Disagree	28	30	27	21
(Don't know).....	4	3	4	1

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c. The rural and small-town way of life is worth fighting for and protecting

Mean	8.8	8.7	8.7	8.9
10 - Strongly agree	65	63	62	65
8 - 9.....	15	14	18	19
6 - 7.....	7	7	8	7
5 - Neutral	7	9	7	7
0 - 4 - Disagree	4	5	4	3
(Don't know).....	1	2	1	0

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

Mean	7.0	7.0	6.9	7.1
10 - Strongly agree	34	37	30	33
8 - 9.....	20	19	21	21
6 - 7.....	15	12	15	17
5 - Neutral	10	10	9	12
0 - 4 - Disagree	19	19	20	16
(Don't know).....	3	3	6	1

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

Mean	6.7	7.2	6.7	6.2
10 - Strongly agree	28	35	31	18
8 - 9.....	21	21	22	20
6 - 7.....	11	10	9	15
5 - Neutral	14	12	12	19
0 - 4 - Disagree	19	16	22	22
(Don't know).....	7	6	4	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	6.1	6.6	6.1
10 - Strongly agree	25	26	28	19
8 - 9.....	15	16	14	16
6 - 7.....	12	9	13	17
5 - Neutral	17	15	20	19
0 - 4 - Disagree	22	25	18	22
(Don't know).....	8	9	7	7

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g. Too much of federal farm subsidies go to the largest farms, hurting smaller family farms					
Mean	7.5	7.2	7.6	7.8	
10 - Strongly agree	36	38	35	33	
8 - 9.....	21	15	23	31	
6 - 7.....	11	12	13	7	
5 - Neutral	11	10	10	12	
0 - 4 - Disagree	11	16	11	8	
(Don't know).....	10	9	8	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	6.7	6.0	
10 - Strongly agree	27	28	27	20	
8 - 9.....	16	13	20	19	
6 - 7.....	14	15	14	18	
5 - Neutral	15	15	13	16	
0 - 4 - Disagree	23	25	20	25	
(Don't know).....	5	4	5	2	
i. Owning my own business or farm is a big part of the American dream for me					
Mean	6.2	6.3	6.6	5.9	
10 - Strongly agree	34	40	37	24	
8 - 9.....	16	14	17	20	
6 - 7.....	8	6	9	12	
5 - Neutral	10	8	11	10	
0 - 4 - Disagree	28	30	23	30	
(Don't know).....	4	2	4	5	
j. SSA: Government should help small businesses by cutting taxes and reducing spending					
Mean	8.1	8.2	8.1	8.2	
10 - Strongly agree	52	52	56	53	
8 - 9.....	21	20	15	24	
6 - 7.....	7	9	6	9	
5 - Neutral	8	9	12	6	
0 - 4 - Disagree	10	8	9	8	
(Don't know).....	2	2	2	0	
k. SSB: Government should help small businesses by reducing regulations on businesses					
Mean	7.5	7.6	8.0	6.9	
10 - Strongly agree	38	40	40	29	
8 - 9.....	20	15	31	18	
6 - 7.....	17	20	9	20	
5 - Neutral	11	10	9	15	
0 - 4 - Disagree	10	10	7	15	
(Don't know).....	4	6	3	3	

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

Mean	6.7	6.7	6.4	7.1
10 - Strongly agree	24	18	23	25
8 - 9	13	15	15	16
6 - 7	14	17	10	18
5 - Neutral	15	8	19	18
0 - 4 - Disagree	14	13	17	8
(Don't know)	20	28	17	16

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

Mean	7.5	7.7	7.5	7.3
10 - Strongly agree	38	44	36	34
8 - 9	21	21	25	19
6 - 7	16	14	16	17
5 - Neutral	11	7	11	14
0 - 4 - Disagree	11	12	9	13
(Don't know)	3	2	2	2

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

Mean	7.3	7.3	7.4	6.9
10 - Strongly agree	37	37	34	30
8 - 9	20	19	24	22
6 - 7	14	15	13	15
5 - Neutral	13	9	15	14
0 - 4 - Disagree	13	14	11	17
(Don't know)	3	5	3	2

o. SSA: 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	7.2
10 - Strongly agree	43	47	43	30
8 - 9	18	17	17	25
6 - 7	15	15	18	16
5 - Neutral	9	8	9	9
0 - 4 - Disagree	13	12	12	17
(Don't know)	2	2	2	3

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p. **SSB:** America’s future is weakened by a widening gap between the rich and families struggling to make ends meet

Mean	7.4	7.6	7.4	7.1
10 - Strongly agree	37	45	36	32
8 - 9.....	23	24	21	21
6 - 7.....	14	8	19	20
5 - Neutral	8	4	8	11
0 - 4 - Disagree	15	17	14	16
(Don't know).....	3	1	2	0

Combined A/B split

Mean	7.5	7.7	7.5	7.2
10 - Strongly agree	40	46	40	31
8 - 9.....	20	20	19	23
6 - 7.....	15	12	19	18
5 - Neutral	8	6	8	10
0 - 4 - Disagree	14	14	13	16
(Don't know).....	2	2	2	1

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	62	54	59
Somewhat support.....	33	25	34	30
Somewhat oppose	4	5	6	4
Strongly oppose.....	4	4	4	5
(Don't know).....	3	4	1	2
Strongly /somewhat support	89	87	88	89
Strongly /somewhat oppose	8	8	10	9

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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	51	48	40
Somewhat support.....	36	30	37	34
Somewhat oppose.....	6	5	3	11
Strongly oppose.....	9	7	7	12
(Don't know).....	6	8	5	3
Strongly /somewhat support	79	81	85	74
Strongly /somewhat oppose	14	11	10	23

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

Strongly support.....	59	61	65	57
Somewhat support.....	30	30	28	27
Somewhat oppose.....	5	5	4	8
Strongly oppose.....	4	3	3	5
(Don't know).....	3	2	1	3
Strongly /somewhat support	89	90	93	84
Strongly /somewhat oppose	9	8	7	13

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

Strongly support.....	44	49	47	34
Somewhat support.....	36	33	34	41
Somewhat oppose.....	8	6	9	10
Strongly oppose.....	7	6	5	9
(Don't know).....	6	7	4	5
Strongly /somewhat support	80	81	82	76
Strongly /somewhat oppose	15	11	14	19

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	55	49	47
Somewhat support.....	28	23	31	31
Somewhat oppose.....	6	5	6	5
Strongly oppose.....	12	9	12	15
(Don't know).....	5	8	2	2
Strongly /somewhat support	78	78	80	78
Strongly /somewhat oppose	17	14	18	20

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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	54	59	56
Somewhat support.....	30	27	26	28
Somewhat oppose.....	8	11	4	11
Strongly oppose.....	5	4	6	5
(Don't know).....	3	4	4	0
Strongly /somewhat support	85	81	86	84
Strongly /somewhat oppose	13	15	10	16

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

Strongly support.....	49	52	47	47
Somewhat support.....	37	31	41	38
Somewhat oppose.....	6	6	4	10
Strongly oppose.....	5	6	6	4
(Don't know).....	3	4	3	1
Strongly /somewhat support	86	84	87	86
Strongly /somewhat oppose	11	12	9	13

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

Strongly support.....	43	41	46	48
Somewhat support.....	33	35	34	30
Somewhat oppose.....	9	6	11	7
Strongly oppose.....	10	10	6	11
(Don't know).....	6	8	3	3
Strongly /somewhat support	76	75	80	78
Strongly /somewhat oppose	18	17	17	18

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

Strongly support.....	42	47	43	41
Somewhat support.....	33	29	37	31
Somewhat oppose.....	9	7	11	12
Strongly oppose.....	10	11	6	11
(Don't know).....	5	5	3	3
Strongly /somewhat support	75	76	80	73
Strongly /somewhat oppose	19	18	17	24

		\$30k		
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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

Strongly support.....	59	60	62	56
Somewhat support.....	26	25	23	27
Somewhat oppose.....	5	5	6	7
Strongly oppose.....	6	5	7	8
(Don't know).....	4	5	2	2
Strongly /somewhat support	85	85	85	83
Strongly /somewhat oppose	11	10	13	15

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	6.5	5.2	4.4
10 - Strongly support.....	31	39	28	23
8 - 9.....	8	9	11	6
6 - 7.....	8	12	5	9
5 - Neutral.....	11	10	11	10
0 - 4 - Do not support.....	36	25	38	50
(Don't know).....	6	5	8	2

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

Mean	5.9	6.3	5.7	5.7
10 - Strongly support.....	30	32	26	24
8 - 9.....	12	15	12	11
6 - 7.....	10	13	9	12
5 - Neutral.....	17	11	16	23
0 - 4 - Do not support.....	27	23	30	28
(Don't know).....	5	6	7	2

c. Increasing taxes on all Americans

Mean	2.1	2.1	2.1	2.3
10 - Strongly support.....	5	6	4	5
8 - 9.....	4	2	5	4
6 - 7.....	5	6	5	6
5 - Neutral.....	11	9	11	13
0 - 4 - Do not support.....	75	75	75	72
(Don't know).....	1	2	0	0

		\$30k		
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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

Mean	3.6	3.5	3.4	4.3
10 - Strongly support	6	4	6	8
8 - 9	8	7	9	6
6 - 7	9	14	6	14
5 - Neutral	23	21	22	32
0 - 4 - Do not support	47	48	50	34
(Don't know)	7	6	8	5

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

Mean	6.1	6.0	6.4	6.0
10 - Strongly support	22	25	22	16
8 - 9	16	11	20	21
6 - 7	13	11	15	15
5 - Neutral	20	20	20	20
0 - 4 - Do not support	22	26	19	23
(Don't know)	7	7	4	5

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	43	38	40
Somewhat convincing	42	41	47	45
Not too convincing	6	8	8	8
Not at all convincing	4	5	2	4
(DK/Ref)	5	3	6	3
Very /somewhat convincing	84	84	84	85
Not too /not at all convincing	11	13	10	12

		\$30k		
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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	40	48	47
Somewhat convincing	40	41	38	40
Not too convincing	8	8	12	7
Not at all convincing.....	3	4	2	5
(DK/Ref)	4	7	0	1
Very /somewhat convincing	84	81	86	87
Not too /not at all convincing	11	12	14	12

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	47	47	50
Somewhat convincing	39	38	42	42
Not too convincing	5	6	5	2
Not at all convincing.....	4	6	3	5
(DK/Ref)	3	2	4	0
Very /somewhat convincing	87	85	88	92
Not too /not at all convincing	10	13	8	8

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	43	54	30
Somewhat convincing	38	40	29	45
Not too convincing	11	7	10	13
Not at all convincing.....	6	3	4	10
(DK/Ref)	4	6	3	2
Very /somewhat convincing	80	83	83	75
Not too /not at all convincing	16	11	14	23

		\$30k		
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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	46	46	53
Somewhat convincing	39	38	39	36
Not too convincing	4	3	3	2
Not at all convincing.....	7	7	7	7
(DK/Ref)	5	6	4	2
Very /somewhat convincing	85	84	85	89
Not too /not at all convincing	10	10	10	9

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	49	57	34
Somewhat convincing	39	29	29	52
Not too convincing	9	13	12	3
Not at all convincing.....	3	3	1	6
(DK/Ref)	5	7	2	4
Very /somewhat convincing	83	78	86	87
Not too /not at all convincing	12	15	12	10

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	26	34	34
Somewhat convincing	37	39	33	35
Not too convincing	14	13	17	10
Not at all convincing.....	15	14	13	19
(DK/Ref)	5	9	3	2
Very /somewhat convincing	66	64	67	69
Not too /not at all convincing	29	27	30	29

		\$30k		
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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	46	46	42
Somewhat convincing	38	32	30	47
Not too convincing	8	8	12	3
Not at all convincing.....	6	11	8	4
(DK/Ref)	6	4	5	4
Very /somewhat convincing	80	78	76	89
Not too /not at all convincing	14	18	20	7

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	57	43
Somewhat convincing	40	40	34	49
Not too convincing	5	6	6	4
Not at all convincing.....	5	7	2	3
(DK/Ref)	4	8	2	1
Very /somewhat convincing	86	79	91	92
Not too /not at all convincing	9	13	7	7

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	51	39	40
Somewhat convincing	39	33	44	42
Not too convincing	6	6	5	10
Not at all convincing.....	6	7	7	3
(DK/Ref)	4	3	5	6
Very /somewhat convincing	84	84	83	82
Not too /not at all convincing	12	13	12	12

		\$30k		
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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	44	48	33
Somewhat convincing	39	41	39	45
Not too convincing	8	6	9	12
Not at all convincing.....	6	4	4	5
(DK/Ref)	4	5	0	5
Very /somewhat convincing	81	85	86	78
Not too /not at all convincing	15	10	13	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	50	44	48
Somewhat convincing	41	40	46	43
Not too convincing	5	3	5	5
Not at all convincing.....	3	3	1	4
(DK/Ref)	3	4	5	0
Very /somewhat convincing	89	90	89	90
Not too /not at all convincing	8	5	6	10

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	54	52	58
Somewhat convincing	32	30	35	30
Not too convincing	8	9	8	4
Not at all convincing.....	4	2	4	8
(DK/Ref)	4	5	2	1
Very /somewhat convincing	85	84	86	87
Not too /not at all convincing	11	11	12	12

	\$30k			
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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	4	9	12
Mostly CELL.....	21	20	21	29
Mostly LAND	34	41	32	28
Exclusively LAND.....	15	18	11	5
(Both equally).....	21	16	27	27
Don't know	1	1	0	0

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

Yes, supporter of the NRA.....	66	62	61	75
No, not a supporter of the NRA	25	29	32	21
(Don't Know)	5	5	5	4
(Refused)	3	3	1	0

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

you're covered under your work insurance.....	32	20	41	42
you have government health insurance such as Medicaid.....	23	31	23	12
you buy your own insurance	13	12	12	11
you're covered under your spouse or partner's plan where they work	13	9	11	26
you do not have health insurance coverage	10	19	9	2
you're covered under your parents' plan.....	4	2	3	3
you have a plan through school.....	0	0	0	1
COBRA	0	0	0	0
(Other).....	3	7	1	3
(Don't know).....	1	1	0	0

	\$30k			
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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	22	23	8
Not-So-Strong Democrat	5	4	4	4
Independent - Lean Democrat.....	3	4	3	2
Democrat	25	30	29	14
Independent.....	25	30	24	28
Republican.....	42	33	38	51
Independent - Lean Republican.....	8	8	7	10
Not-So-Strong Republican.....	8	5	9	10
Strong Republican	25	20	21	31
Other	4	3	5	5
(Don't know).....	2	2	2	1
(Refused).....	2	2	1	0

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	34	12	6
Two	38	31	40	40
Three or four	31	27	33	39
Five or more.....	10	7	13	12
(Refused).....	3	1	2	3

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

Obama	32	37	39	23
Romney.....	46	39	44	59
(Neither / Other).....	6	9	6	8
(Didn't vote).....	6	10	4	3
(Don't remember / Refused)	10	5	8	8

		\$30k		
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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	8	8	6
25-29 years	5	6	7	4
30-34 years	6	2	9	8
35-39 years	7	7	9	7
40-44 years	9	13	7	8
45-49 years	10	9	5	14
50-54 years	9	7	12	13
55-59 years	10	11	9	12
60-64 years	9	13	8	6
65-69 years	8	8	8	7
70-74 years	6	6	8	5
Over 74 years	11	11	10	7
(Refused)	3	0	1	2

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

1 - 11th grade.....	6	13	2	3
High school graduate	39	47	38	31
Non-college post H.S.	6	4	9	4
Some college	27	24	32	26
College graduate.....	14	10	12	23
Post-graduate school	7	2	7	13
(Don't know/refused)	2	0	0	0

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

Married	62	39	71	83
Unmarried with Partner	2	2	4	3
Single	14	22	13	6
Separated	2	5	0	0
Divorced	9	15	6	5
Widowed	9	17	5	3
(Don't Know)	0	0	0	0
(Refused)	2	0	0	0

		\$30k		
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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	47	38	44
Not Born-Again/Evangelical	45	41	51	50
(Don't know)	7	6	6	5
(Refused)	7	5	4	2

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

More than once a week.....	12	12	10	17
Once a week	33	29	35	29
Once or twice a month	16	14	20	17
Several times a year	11	14	12	9
Only on holidays	4	7	3	5
Almost never	16	20	15	21
(Don't Know)	2	2	1	1
(Refused)	5	2	4	1

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

Employed full time.....	43	25	51	63
Employed part time	8	9	11	6
Unemployed.....	7	17	4	1
Homemaker	6	9	5	5
Student.....	2	2	2	0
Retired	31	37	27	24
(Refused)	3	1	0	2

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

One	87	82	91	87
Two	9	15	6	9
More than two	2	2	3	1
(Don't know).....	2	0	0	3

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

Yes, self current	4	8	4	3
Yes, self former	6	6	6	7
Yes, family current	6	6	6	8
Yes, family former	14	15	18	12
No.....	68	64	66	69
(Don't know).....	2	0	0	1

		\$30k		
	Total	<\$30k	to \$50k	\$50k+
N=	804	219	205	185

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	49	0	0
Between 20 and 30 thousand	14	51	0	0
Between 30 and 40 thousand	11	0	43	0
Between 40 and 50 thousand	14	0	57	0
All below 50 Thousand	59	100	100	0
All above 50 Thousand	23	0	0	100
Between 50 and 75 thousand	10	0	0	43
Between 75 and 100 thousand	7	0	0	30
Between 100 and 150 thousand	2	0	0	11
Between 150 and 200 thousand	1	0	0	3
More than 200 thousand	1	0	0	4
(Don't Know)	2	0	0	0
(Refused)	16	0	0	0

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	85	88	92
Black/African American	5	9	5	2
Spanish speaking/Latino (Puerto Rican, Mexican, etc.)	4	4	4	4
Asian	0	0	0	0
Native American	1	0	2	1
Pacific Islander	0	0	0	0
Arab American	0	0	0	0
(Other)	1	1	1	2
(Don't know / Refused)	1	0	0	0

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