

Rural Voter Political Outlook Survey

October 2021



Rural voters are in a challenging mood for Democrats.

Rural voters prioritize immigration ahead of COVID-19, jobs and the economy.

Q1: Which of the following issues is most important for the federal government to address over the next year? Which is second most important?

Rural Voters: First or Second Most Important Issue

Immigration and border security	23%
Addressing COVID-19	22%
Federal spending and the deficit	19%
Jobs and economic growth	19%
Health care	16%
All equally	16%
National security and terrorism	12%
Consumer costs and inflation	12%
Climate change	11%
Fairness in our tax system	9%

Additional issues surveyed that measured below 10% included crime, gun rights, racial equality, childcare, and infrastructure

They also have strong concerns about inflation, jobs, politicians – and family farms.

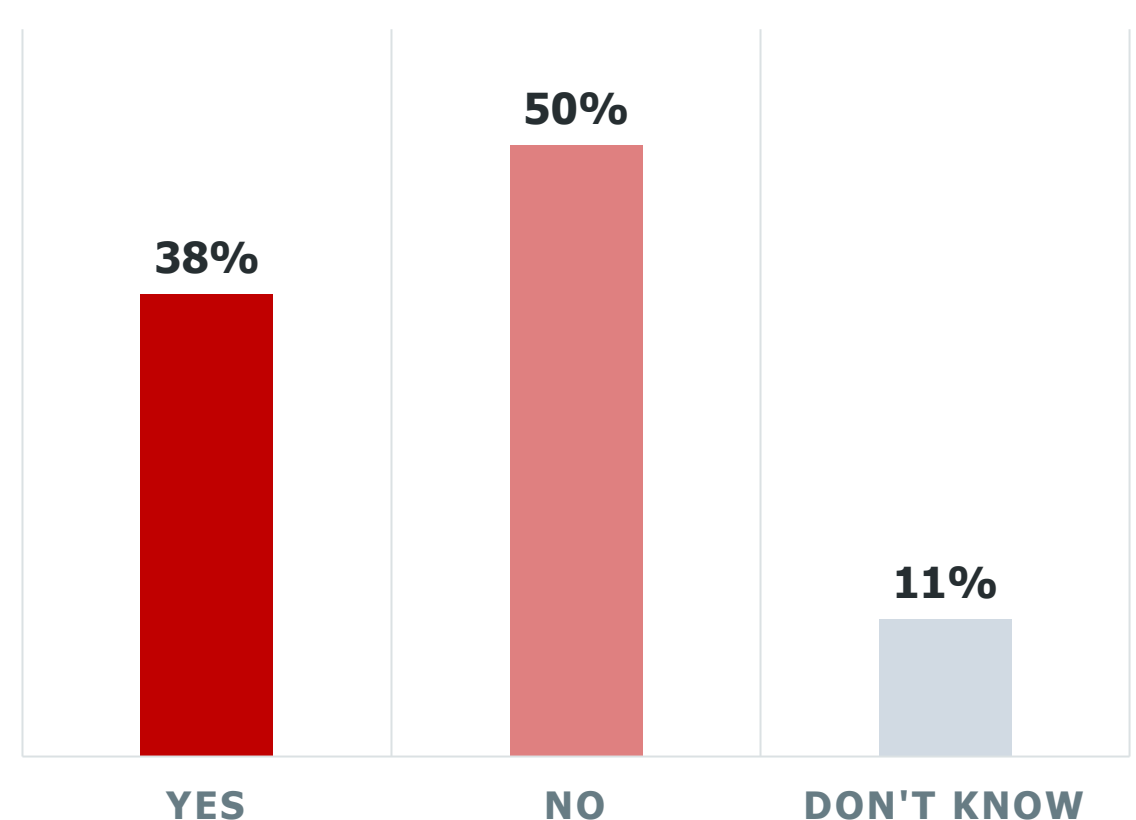
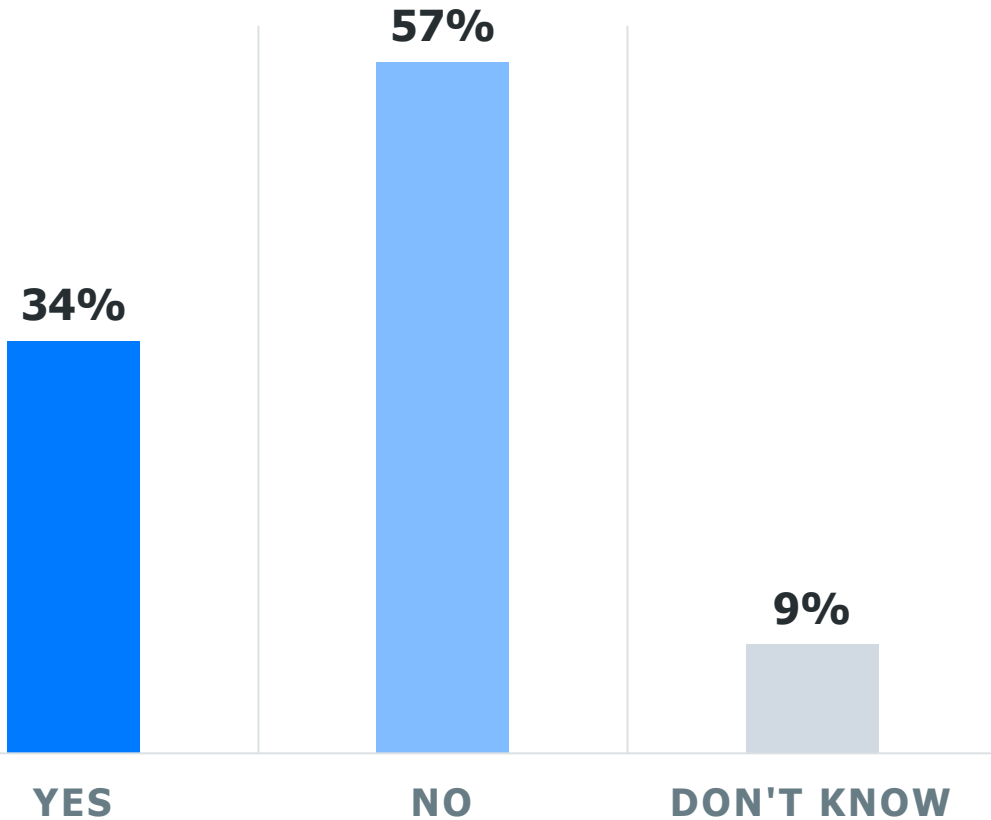
Q19: To what extent do you agree with the following statements



Rural voters don't believe that either party is speaking to them.

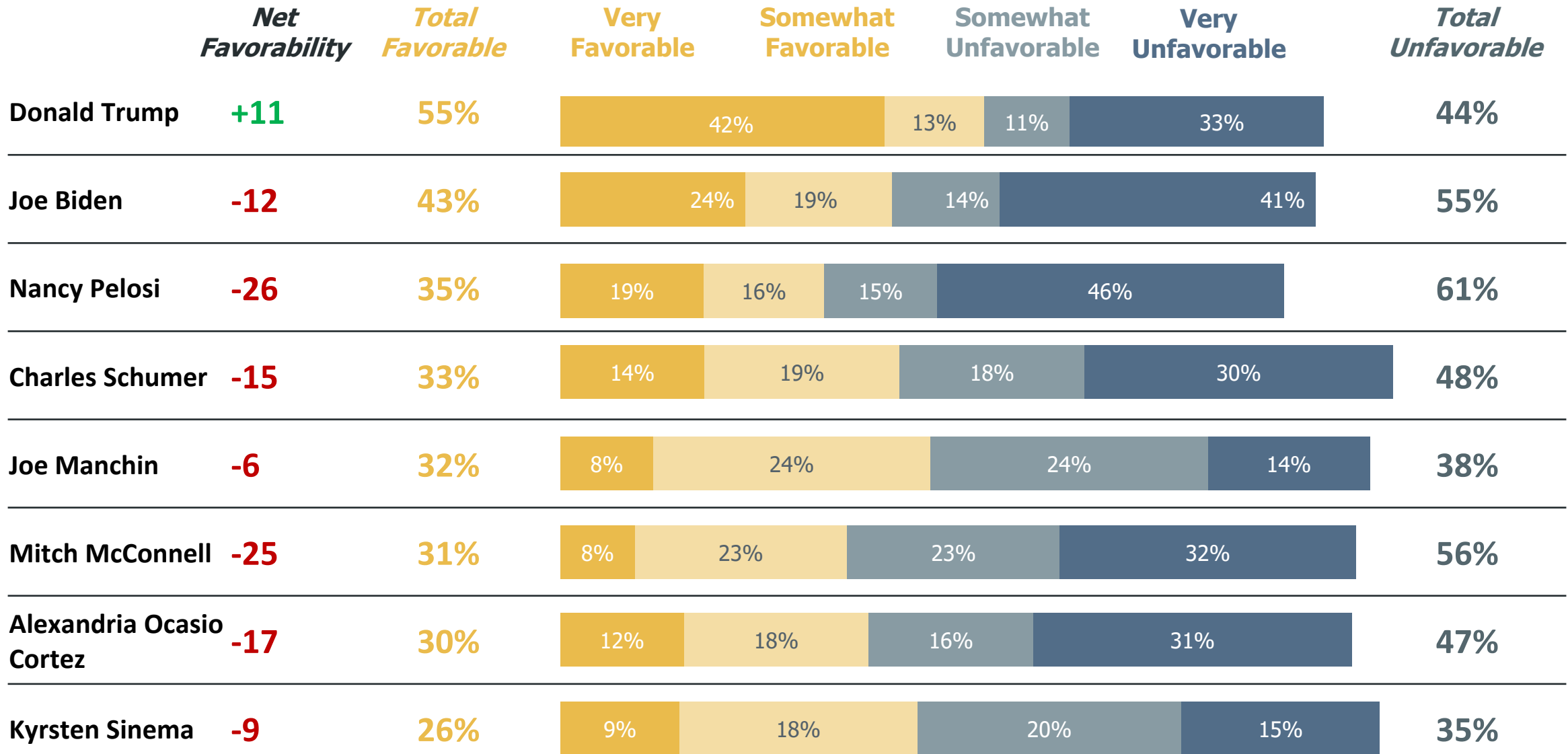
RURAL VOTERS:
DEM. PARTY CONSIDERS YOUR WAY OF LIFE

RURAL VOTERS:
REP. PARTY CONSIDERS YOUR WAY OF LIFE



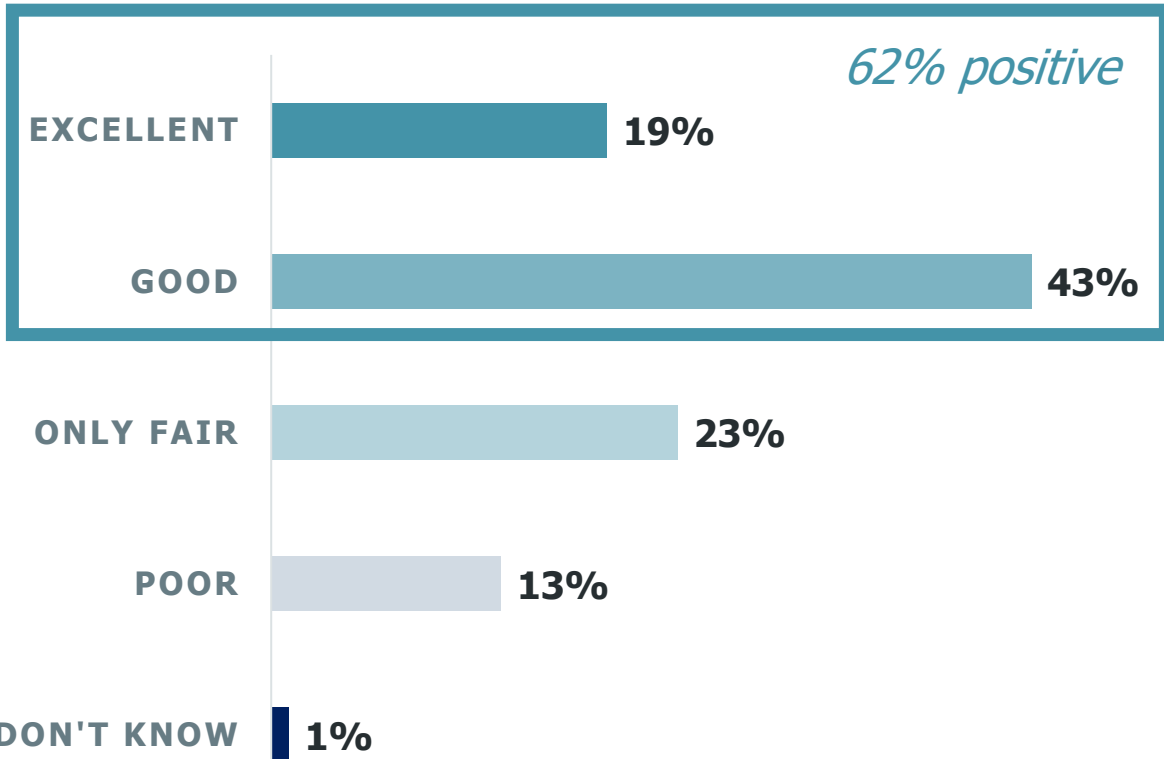
Q2: When members of the Democratic Party, including presidential candidates and other elected officials and candidates, talk about policy priorities, do you think they are considering you and your way of life?

Donald Trump is the only well-liked national political figure.



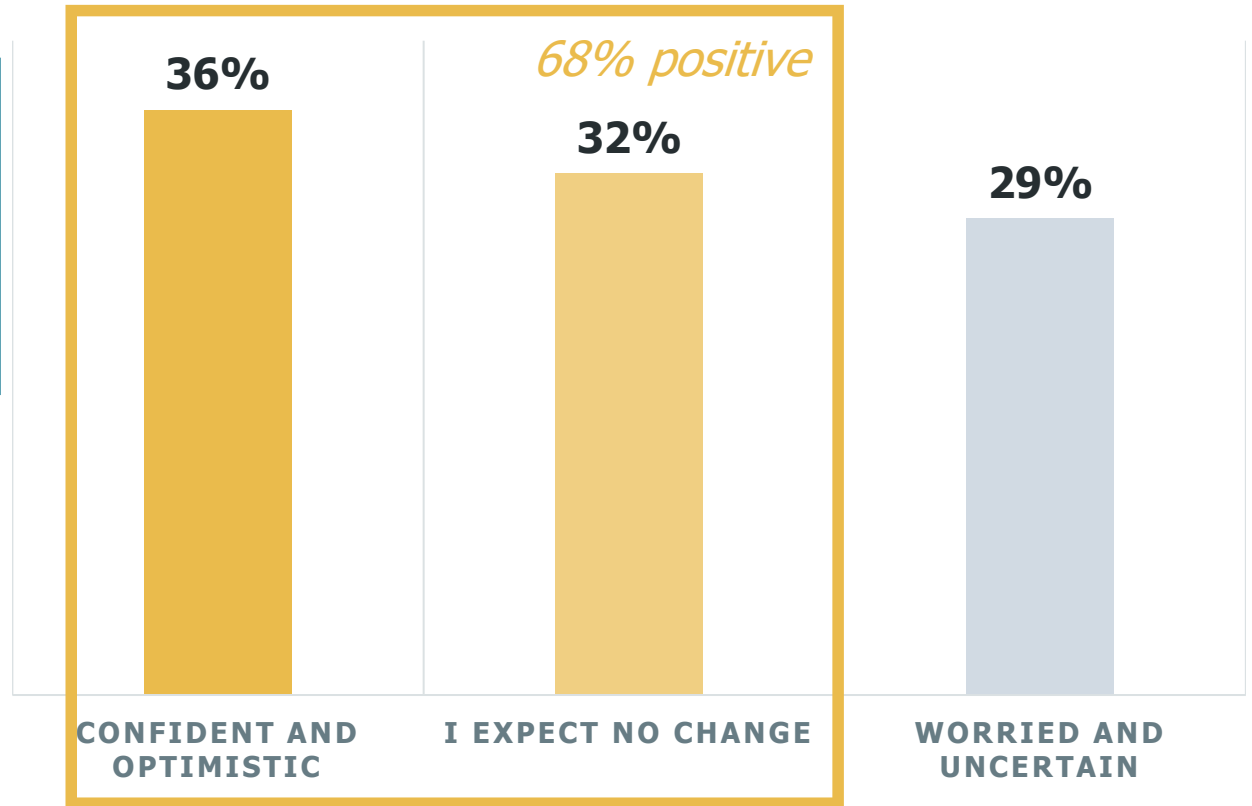
Despite this high level of discontent, rural voters express some confidence about their economic future.

RURAL VOTERS: CURRENT FINANCIAL SITUATION



Q4: How would you rate your current financial situation. Is it...?

RURAL VOTERS: FINANCIAL SITUATION IN THE NEXT YEAR

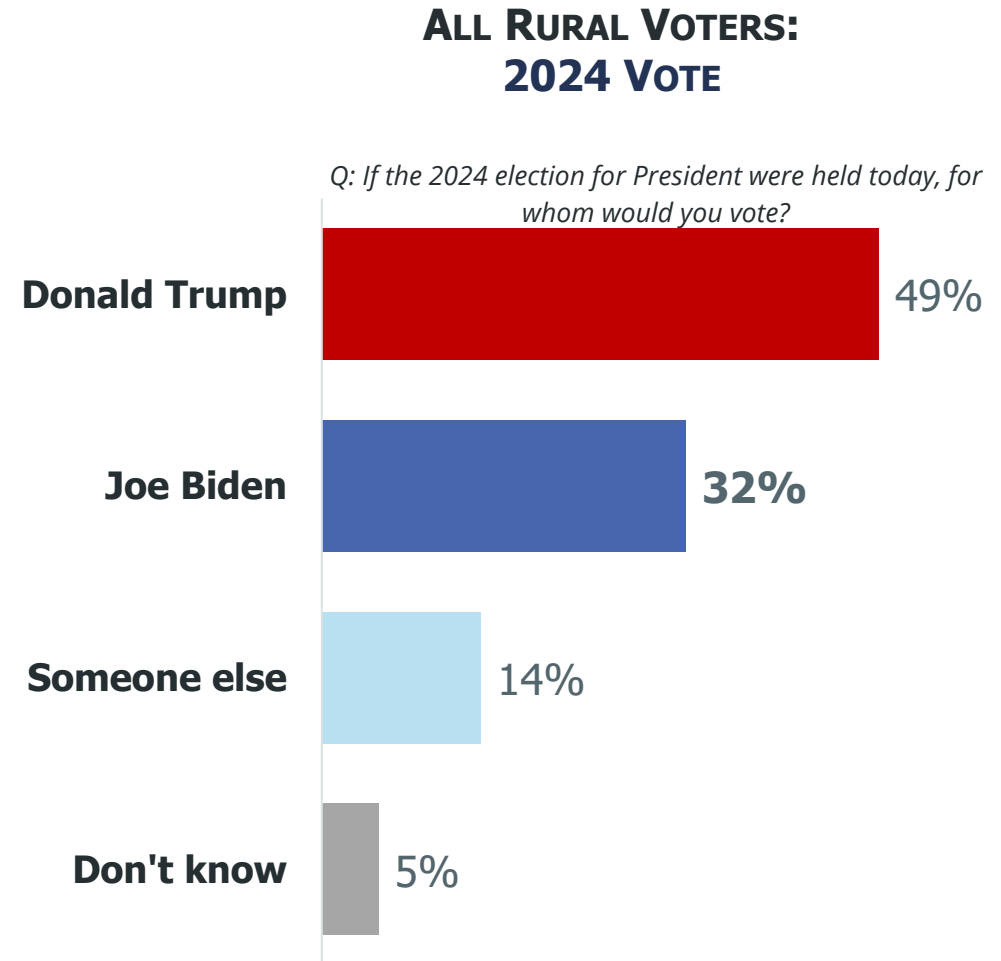
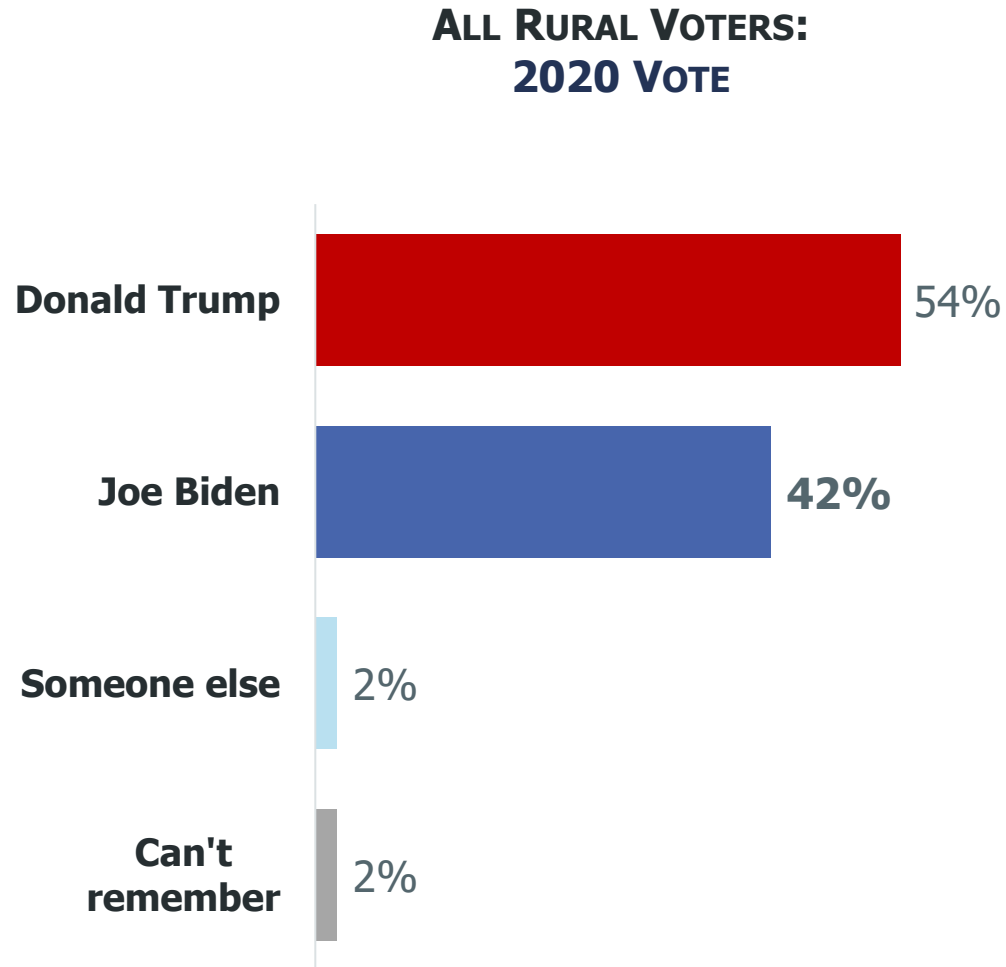


Q5: When you think about your own financial situation, looking ahead to the next year or so, do you feel...?

There has been a notable drop-off for Biden among rural voters, while Trump remains strong.

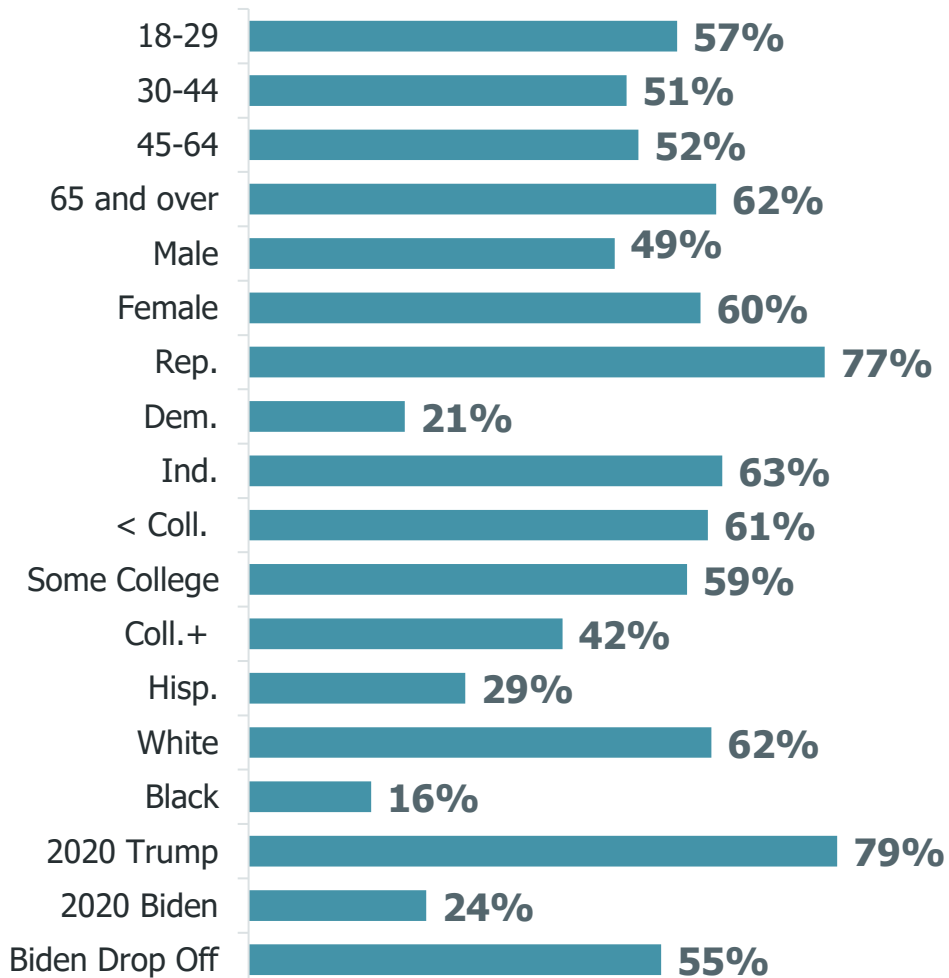
Biden is seeing "drop-off" from his 2020 vote total among rural voters. ⁹

73% of rural voters who voted for Biden in 2020 plan to vote for him again in 2024 if the general election is between Biden and Trump. 27% of 2020 Biden voters (accounting for 11% of all rural voters) say they wouldn't return or are unsure.



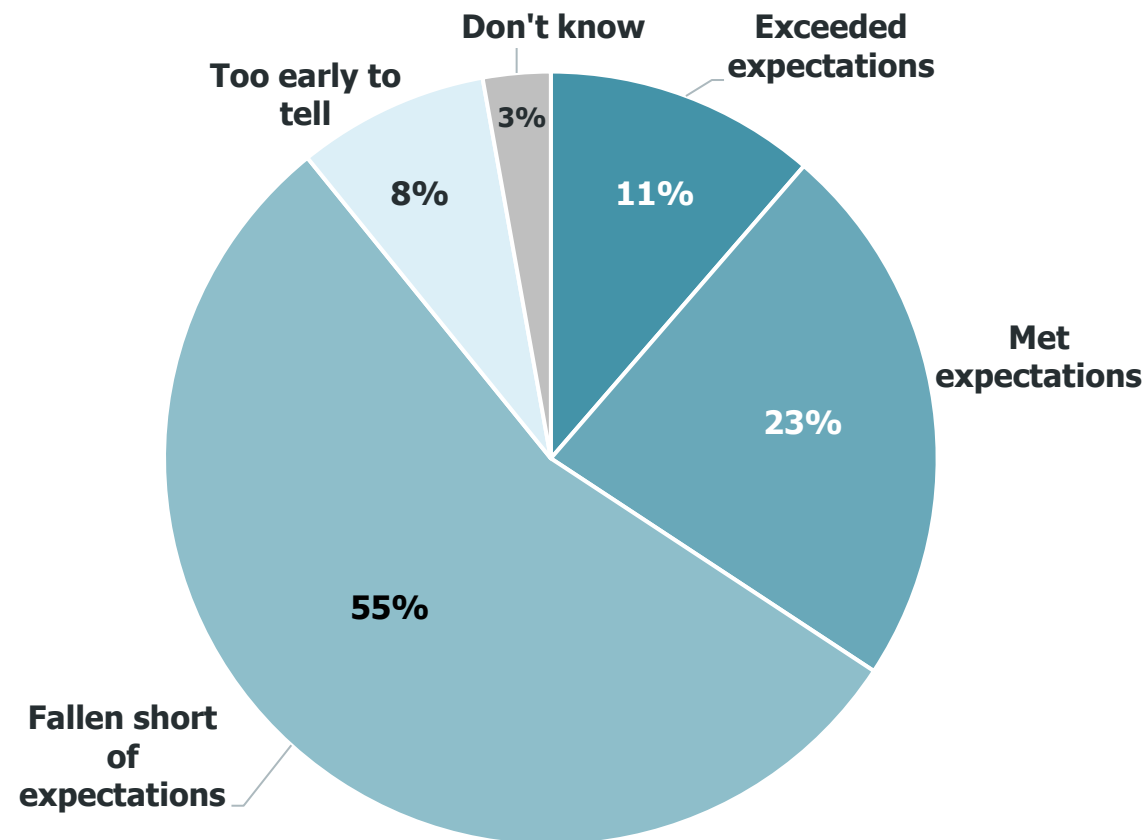
A majority of rural voters believe that Joe Biden has fallen short of expectations – including 21% of Democrats.

RURAL VOTER KEY GROUPS: FALLEN SHORT OF EXPECTATIONS



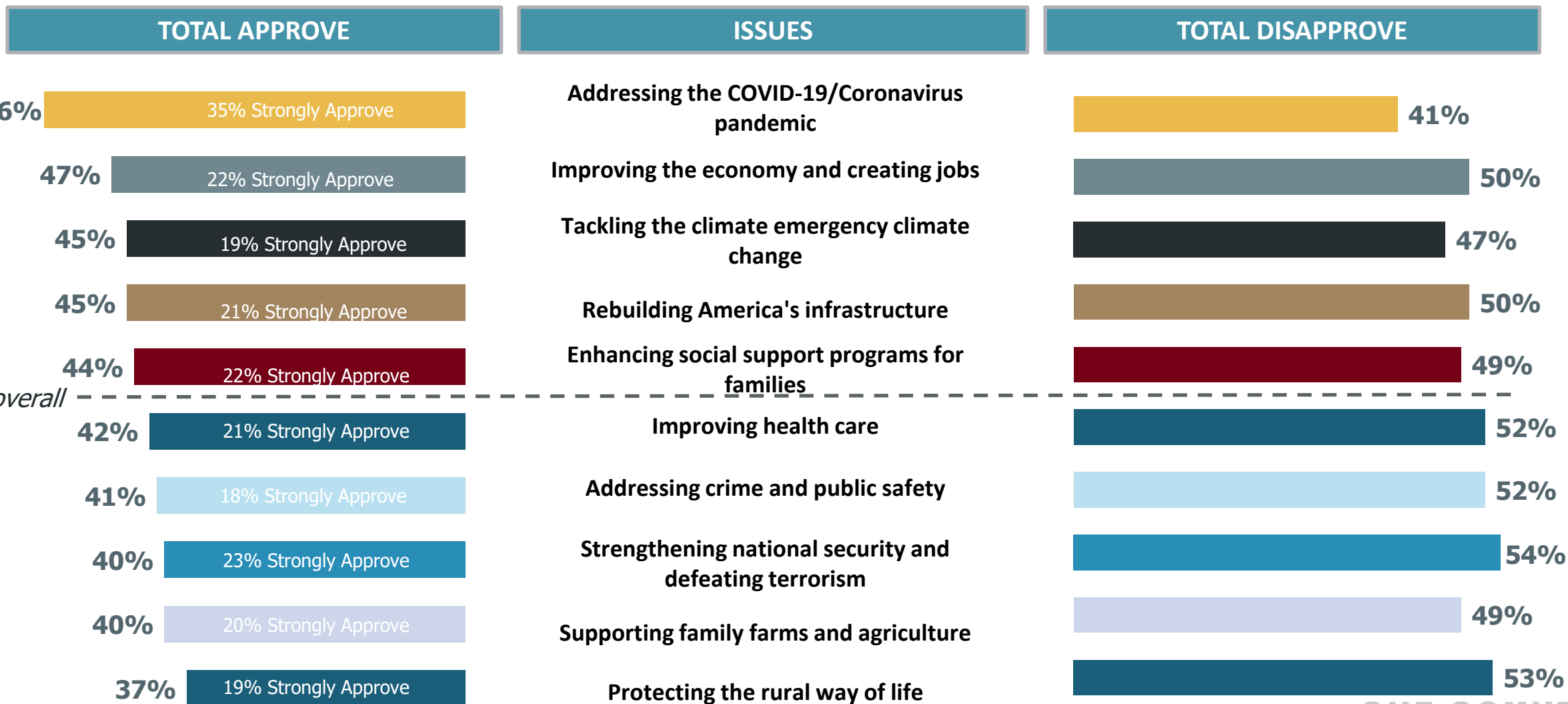
HAS BIDEN MET EXPECTATIONS

Q13. On the whole, do you feel that Joe Biden has met your expectations?



Rural voters give Biden credit for his work addressing COVID-19, but is otherwise net-negative.

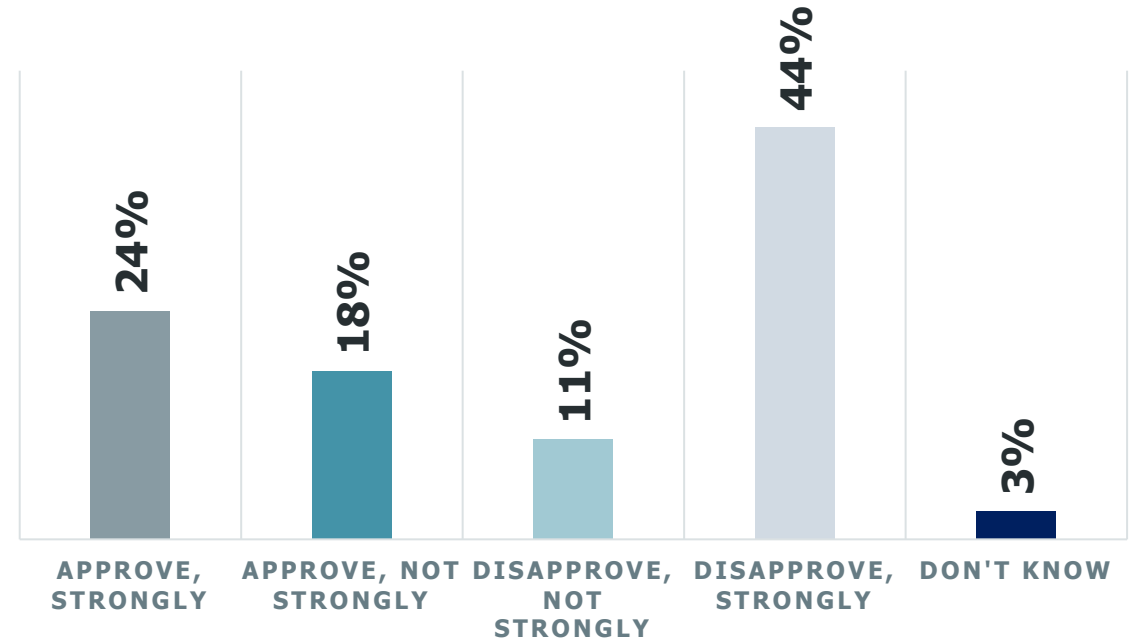
Q15: And when it comes to each of the following, would you say you approve or disapprove of Joe Biden's handling of that issue?



Biden is under water on approval, with very low ratings among independents

Q10. Do you approve or disapprove of the way Joe Biden is handling his job as President?

RURAL VOTERS: BIDEN APPROVAL



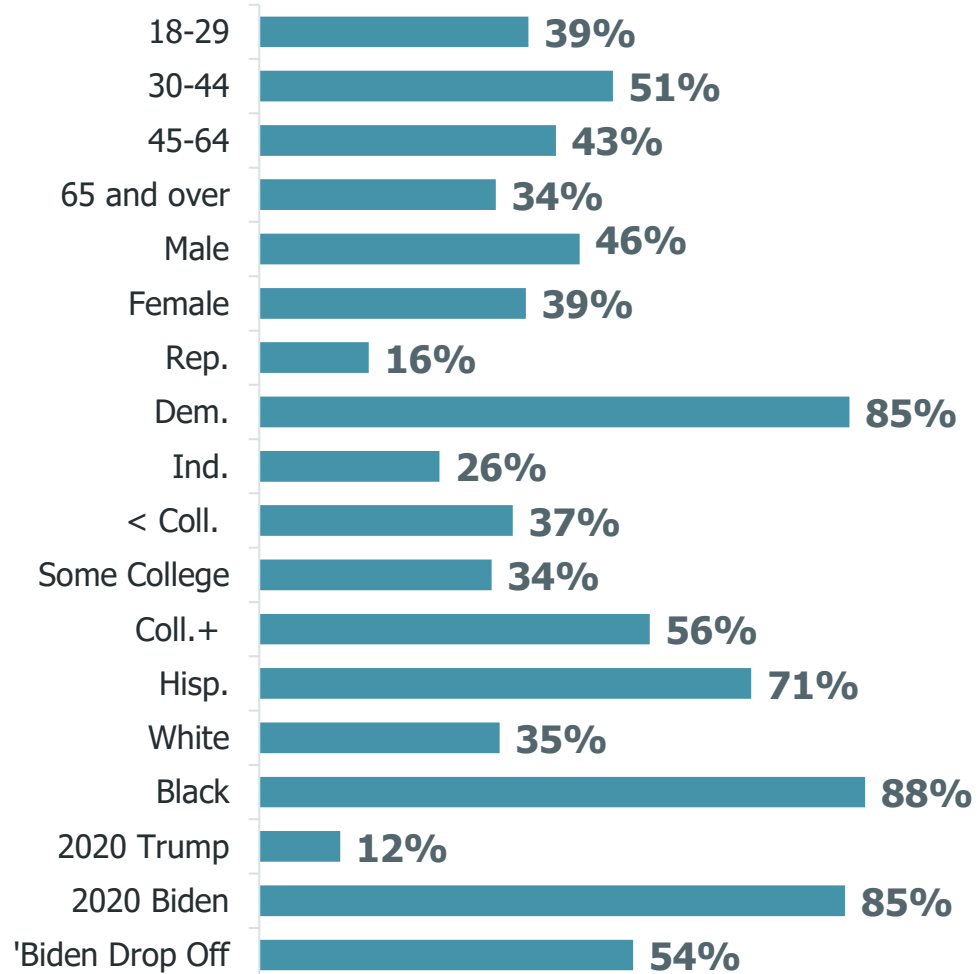
TOTAL APPROVE

42%

TOTAL DISAPPROVE

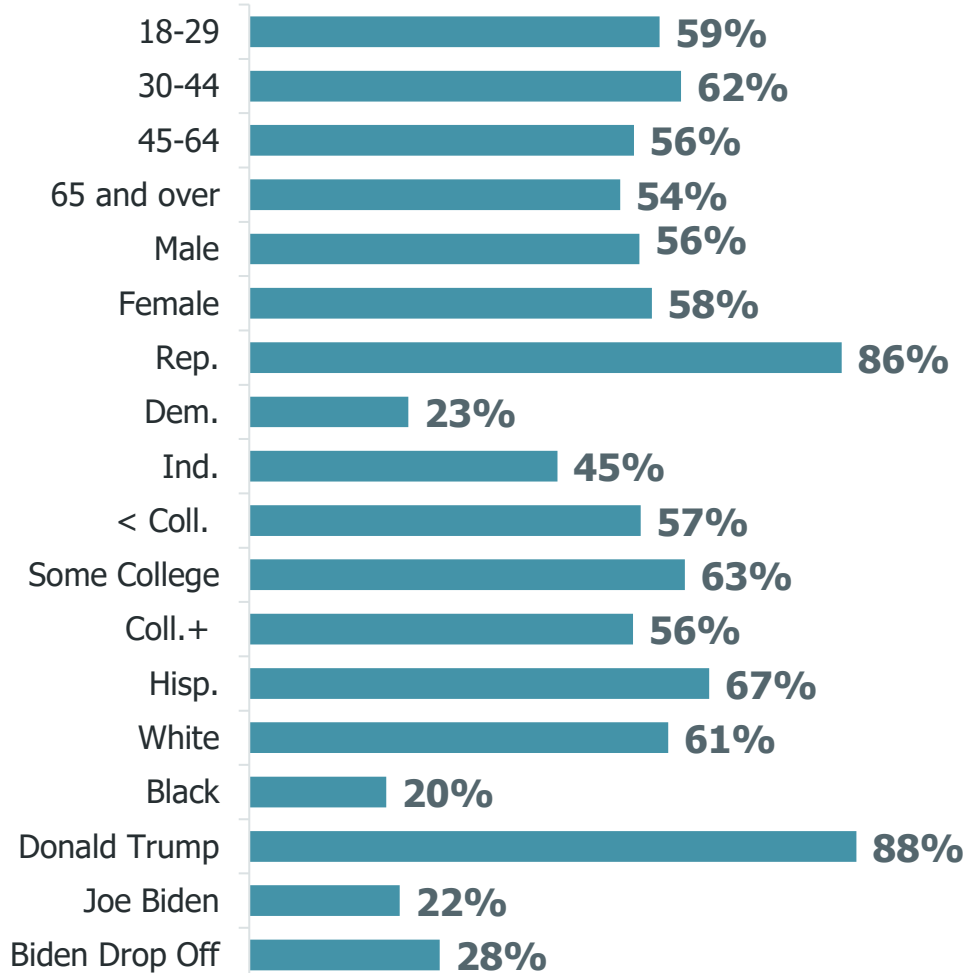
55%

RURAL VOTERS: TOTAL APPROVE



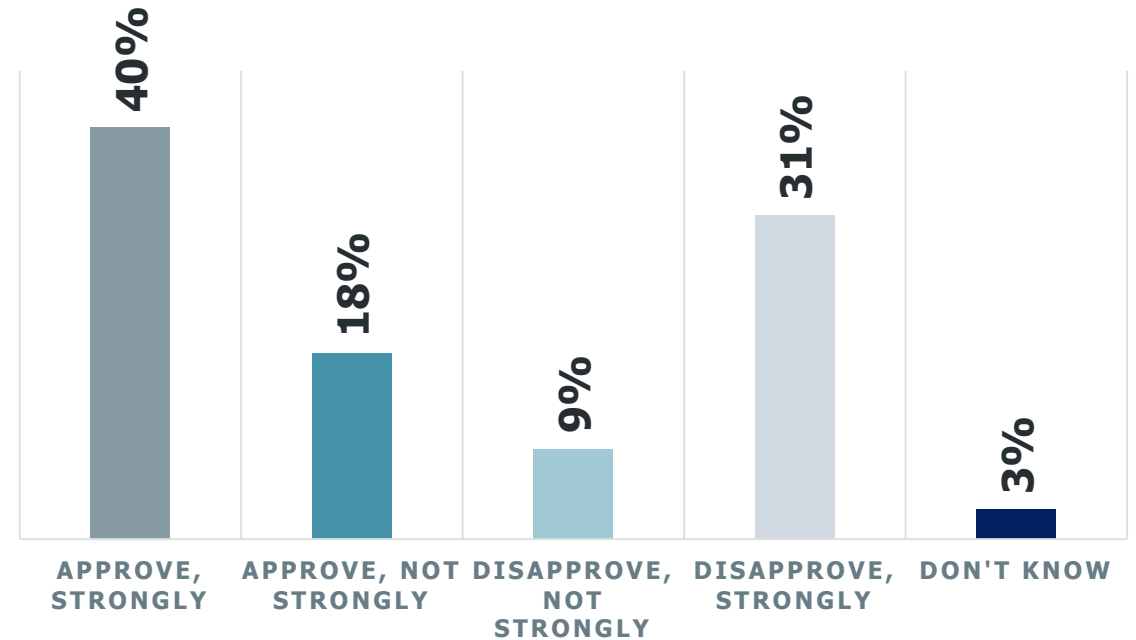
Trump's retroactive approval is particularly strong among rural voters

RURAL VOTER KEY GROUPS: TOTAL APPROVE



Q11. Thinking back, do you approve or disapprove of the way Donald Trump handled his job as President?

RURAL VOTERS: TRUMP APPROVAL



TOTAL APPROVE

57%

TOTAL DISAPPROVE

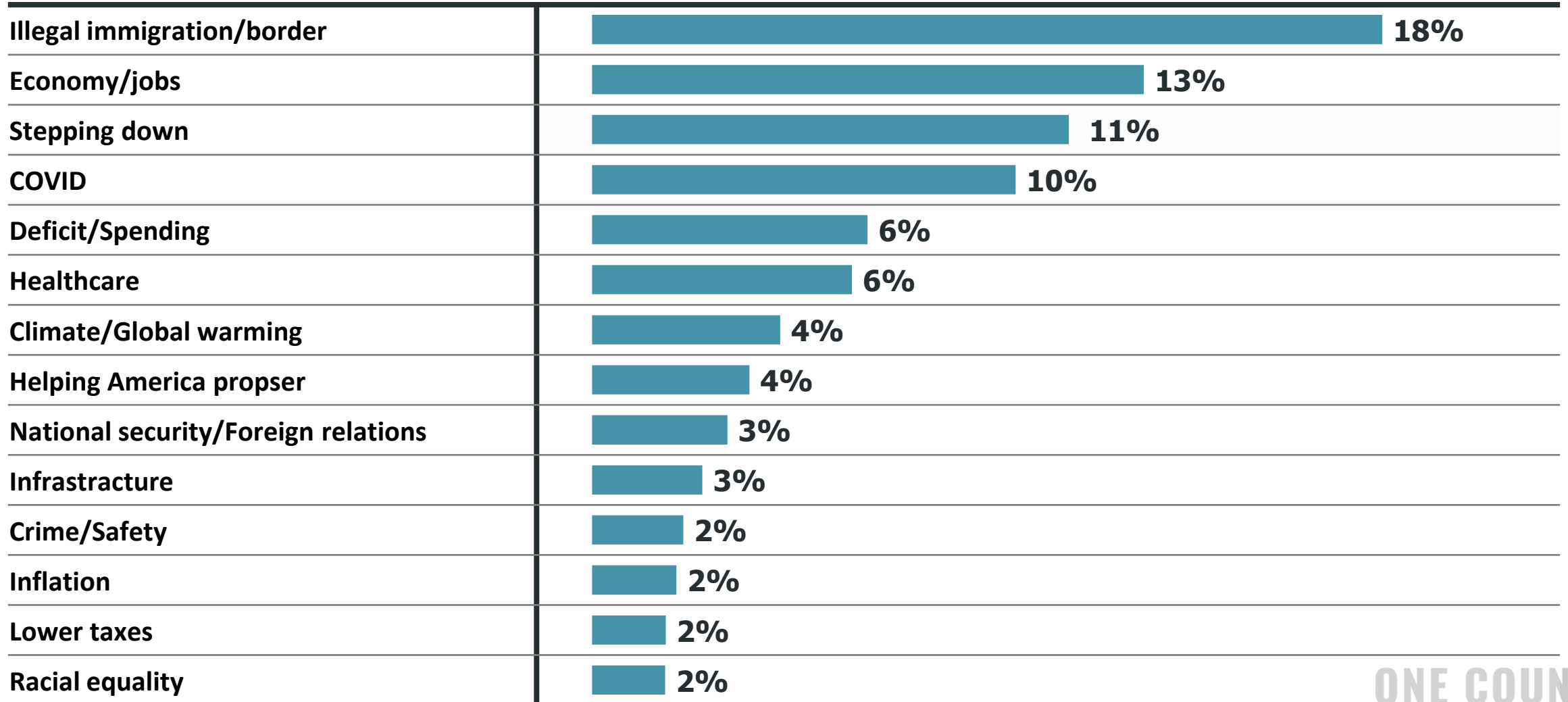
40%

These voters want to see results.

In open-ends, voters want Biden to prioritize immigration, COVID-19 and the economy

Q12. Generally speaking, what would you like to see Joe Biden prioritize moving forward? [OPEN END]

Rural Voters: Like to See Biden Prioritize

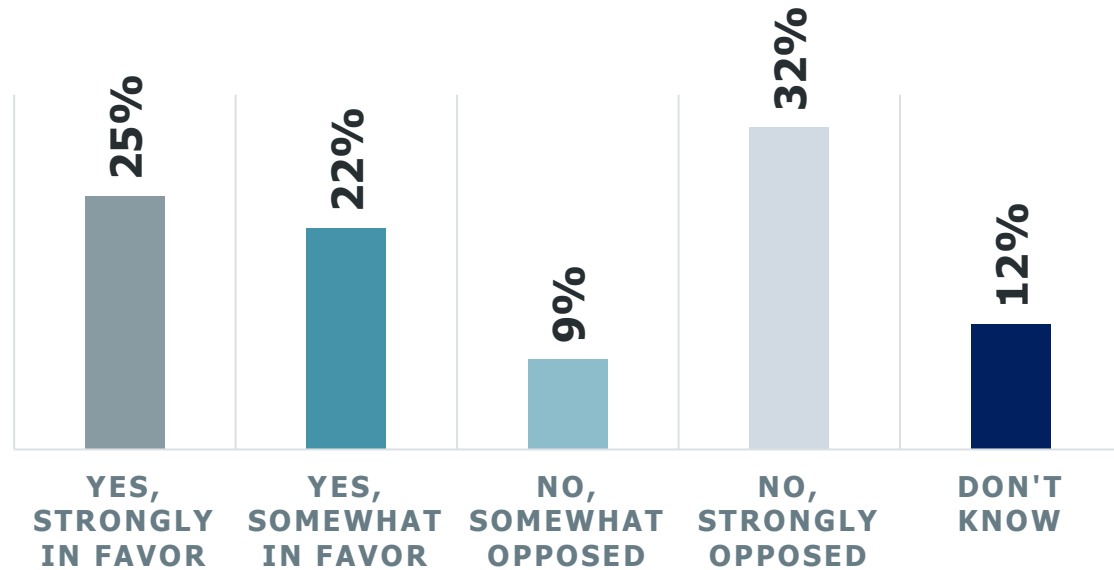


Rural voters are generally in favor of the “Build Back Better” plan, though they raise concerns about its cost.

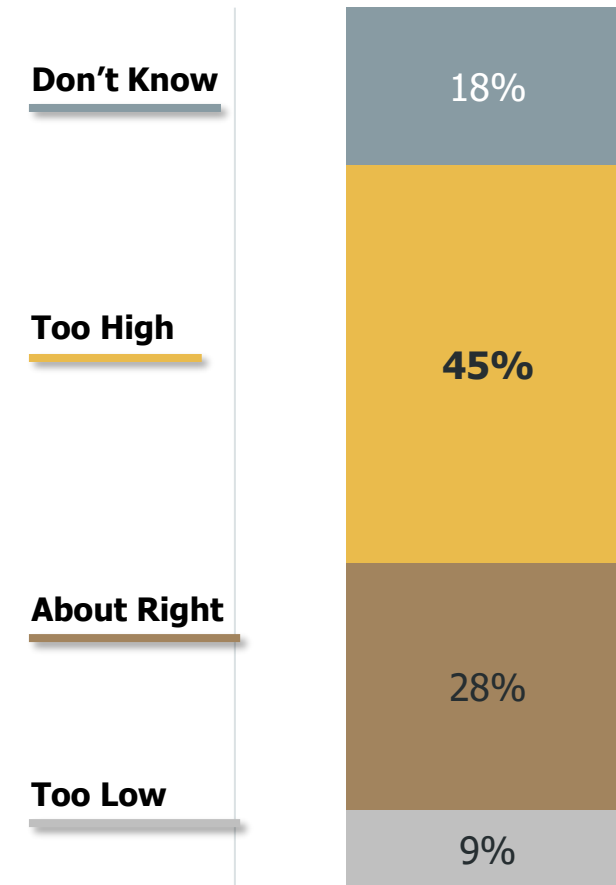
Q16. Based on what you have heard and read in the news recently, are you in favor of Joe Biden’s Build Back Better plan for infrastructure and social programs?

Q17: Based on your understanding of the plan, do you believe proposed spending levels are...

FAVOR BUILD BACK BETTER



BELIEVE PROPOSED SPENDING IS



TOTAL FAVOR

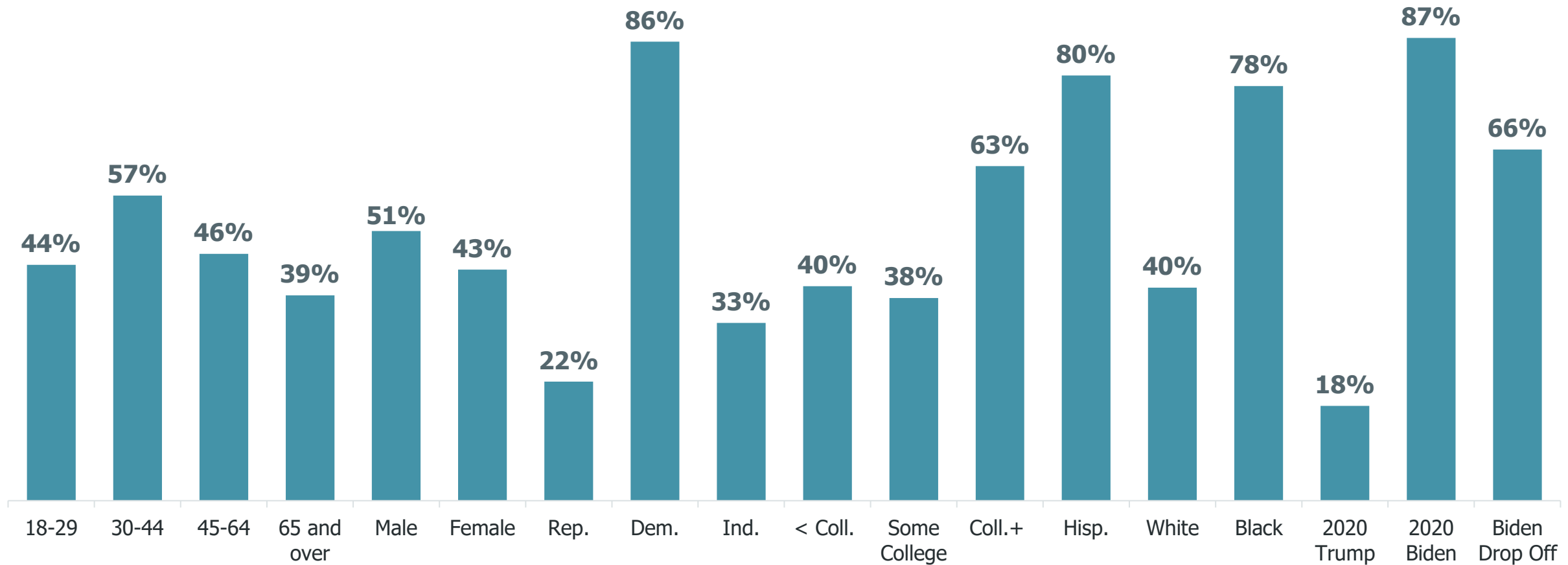
47%

TOTAL OPPOSE

41%

Biden's BBB plan outpaces his job approval.

RURAL VOTER KEY GROUPS: TOTAL IN FAVOR



Q16. Based on what you have heard and read in the news recently, are you in favor of Joe Biden's Build Back Better plan for infrastructure and social programs?

On health care, rising premium cost and physician access are rural voter priorities

MOST IMPORTANT HEALTHCARE ISSUE

Q18. When it comes to healthcare, which of the following is most important to you?

