

Center for
Rural Strategies

**Findings from a Survey
Among 600 Rural Voters in
Senate Battleground States
with an Oversample of 100
Latinos/as**

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Methodology & Demographics

Methodology

- LRP designed and administered this survey. It was conducted online from March 18 – 25, 2026. The survey reached a total of 600 likely general election voters, with an oversample of 100 Latino/a voters, in rural counties in U.S. Senate battleground states (Alaska, Florida, Georgia, Iowa, Maine, Michigan, Minnesota, Montana, Nebraska, North Carolina, New Hampshire, Ohio, and Texas).
- This sample was reached through an online panel of screened likely voters located in rural counties in states with battleground U.S. Senate races. The data were weighted slightly by gender, region, age, race ask, party identification, 2024 vote history, and education.
- Sampling error is +/-4.0%, with a greater sampling error for sub-groups.

Demographics of Rural Battleground State Voters

Gender		
Women	–	52%
Men	–	48%

Age		
Under 30	–	13%
30-39	–	11%
40-49	–	14%
50-64	–	26%
65+	–	36%

Income		
Below \$30k	–	23%
\$30-50k	–	23%
\$50-70k	–	19%
\$70-100k	–	16%
\$100-150k	–	13%
Over \$150k	–	4%

Region		
West (AK, MT)	–	5%
Southeast (GA, FL, NC)	–	30%
Texas	–	16%
Northeast (ME, NH)	–	7%
Midwest East (MI, OH)	–	23%
Midwest West (IA, MN, NE)	–	20%

Race		
White/Caucasian	–	87%
Black/AA	–	6%
Hispanic/Latino	–	4%
Asian/PI	–	0%
Native American	–	2%
Middle Eastern	–	1%
Other/DK	–	1%

Education			
High School or Less	–	28%	67% Non-College Grad
Post-H.S./Some College	–	40%	
College Graduate	–	25%	
Post-Graduate	–	8%	

Church Attendance		
Often (at least once a week)	–	28%
Sometimes (a few times a month/year)	–	19%
Not often (only on holidays/almost never)	–	49%

Presidential Vote (among those with a candidate)		
Harris	–	33%
Trump	–	62%
Other	–	5%

Party ID		
Democrat	–	32%
Republican	–	55%
Independent /DK	–	11%

Veteran Status		
Yes, veteran	–	11%
Yes, currently in the military	–	1%
Yes, family in the military/veteran	–	25%
All Yes	–	33%
No/Not sure	–	68%



Key Findings

Key Findings Summary

1. Rural voters are **pessimistic about the state of the country and of rural America**, with especially strong concerns around costs of living. They think things have gotten worse and are in the mood for change.
2. **Cost-related issues are top of mind** for rural voters right now. They believe politicians (including Trump and the Republican-controlled Congress) are not doing enough to lower costs and that the economy is getting worse.
3. **Family, faith, and freedom** are consistently key values for rural voters. Faith plays an important role in their communities, during challenges or crises, and in voting decisions.
4. Most rural voters worry that **democracy is not working well right now**, but they have mixed views on what democratic government has to offer and how it should play a role in their lives. However, **voters are much less likely to say they prefer the government “get out of their way” now** than in past research, perhaps reflecting worsening economic conditions over time that demand more of a response from government.
5. Rural voters **like Trump and Congressional Republicans**, while Democrats in Congress are very unpopular – though there are warning signs that Congressional **Republicans may be in a tougher spot heading into the midterms. Negative partisanship is strong on both sides.**
6. **Republicans have an advantage** in the ballot, in being better for rural families, and on the economy and values – though their advantage underperforms partisanship and has weakened over time. Rural battleground state voters are net-Republican in party ID by 23 points but give Republicans a 20-point advantage in the Senate ballot and 17-point advantage in who is better for rural families (down from +25 in 2023). Fewer than half side with Republicans on the rural economy and values.
7. **Rural voters have more populist views** – they have strong economic concerns, dislike large corporations and corruption, and support economic policies that protect local jobs and take on price gouging.
8. Rural voters support all tested economic policies, but especially those that **protect Social Security** benefits, increase **local manufacturing jobs**, crack down on **price gouging**, and make **health care** more affordable – largely aligning with progressives’ strengths.
9. **When it comes to Trump’s policies, rural voters have doubts** about his foreign policy actions, from tariffs to the war in Iran to cutting international aid. They tend to support current immigration policies but are polarized along party lines.

Rural voters in battleground states are pessimistic about the state of the country and of rural America, with especially strong concerns around costs of living.

- **Rural voters think things in the U.S. and in rural America have gotten pretty seriously off on the wrong track** (56% and 53%, respectively). Democrats and independents are especially pessimistic, while Republicans are more likely to think things are going in the right direction.
- **Similar partisan differences inform how rural voters feel about things in the country** – Democrats are fearful and angry, Republicans are hopeful and determined, and independents lie between that fear and hope. At the same time, uncertainty is universal across partisanship.
- **When it comes to the issues, rural voters are especially concerned about costs and kitchen table economic issues.** Over half of rural voters say rising costs of living is the most important issue for them (55%), another 25% say health care, and 20% say retirement and Social Security – issues that have remained consistently important for rural voters over time. Taxes and immigration also pop with Republicans, while Democrats have bigger concerns about affordable housing and dysfunction in government.



Cost-related issues are top of mind for rural voters right now. They believe politicians (including Trump and the Republican-controlled Congress) are not doing enough to lower costs and that the economy is getting worse.



- Economic issues like **rising costs of living, health care, and retirement** are voters' top issues right now. Additionally, more than any specific economic concern, rural voters are very worried (40%) that **politicians just do not understand how hard it is to make ends meet and support a family.**
- They tend to think **the economy in rural America has gotten worse over the last year** (46% worse, 22% better). Democrats and independents both say things have gotten worse (70% and 56%, respectively), while Republicans, likely giving the Republican-led government more credit, are more split on the issue (29% worse, 33% better, 35% stayed about the same).
- **Thinking about themselves personally, 52% of rural voters say the U.S. economy is not working well for them.** Again, this is split with Democrats and independents more pessimistic (76% and 66% not working well, respectively) and Republicans more optimistic (61% working well).
- **The cost of food is the biggest economic concern for rural voters** (40%), followed by rising gas prices (24%), health care costs (21%), utility costs (21%), and housing (20%). These concerns are pretty similar across partisanship.
- Most rural voters say that **the Trump Administration and this Republican-led Congress are not doing a good job on lowering costs and improving the economy.**

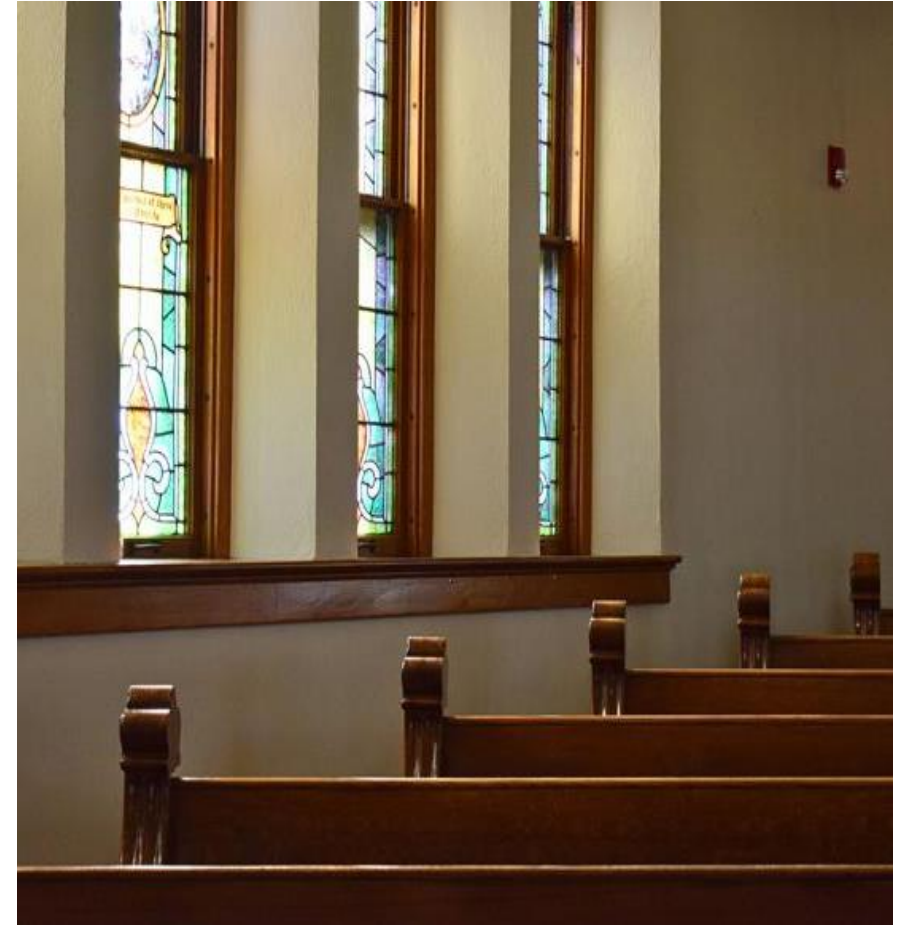
Family, faith, and freedom are consistently top values for rural voters, though faith has become more important while freedom has dropped since past research.



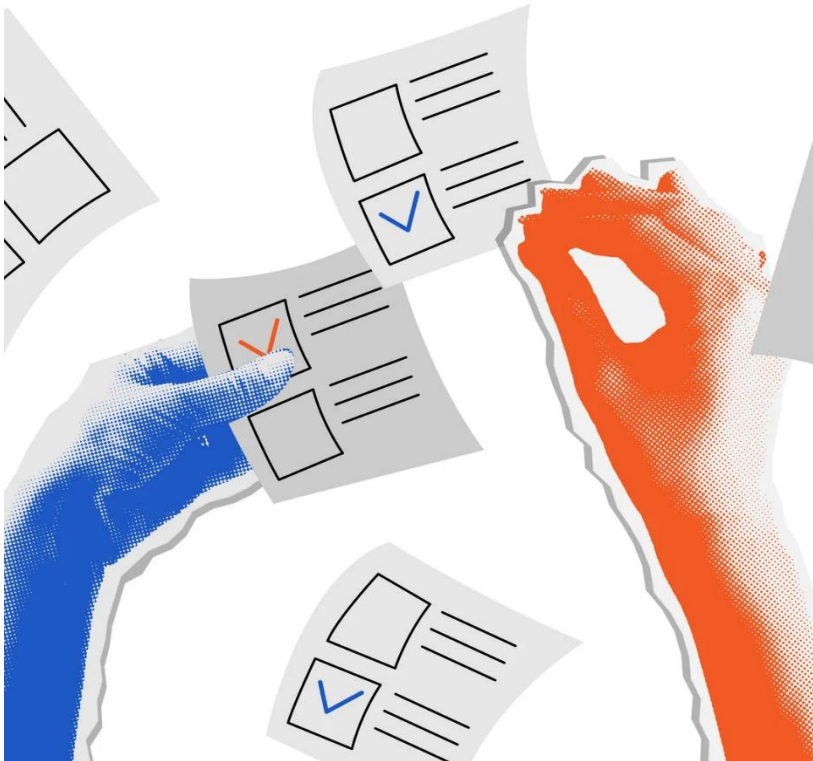
- **Family** (46%) is the top value for rural voters, consistent as the leading value in past research in rural battleground states (35%).
- **Faith** is also a top value, especially for Republicans (29% total; 39% among Republicans) and has grown in importance since 2023 (20%). Meanwhile, **freedom** – still a top value overall at 21%, has become a somewhat lower priority since 2023 (31%).
- **Kindness or compassion** is an especially important value for Democrats (22% total; 29% among Democrats) – up from 12% in 2023 – and **respect** stands out for independents (18% total; 26% among independents) – up from 12% in 2023.

Faith plays an important role in rural voters' communities (especially for women and Republicans), during challenges or crises, and in voting decisions.

- **Faith and faith institutions, like churches, are very important to rural voters, especially women and Republicans.** Faith institutions are popular across the board and with some intensity (35% very favorable, 66% total favorable). Reflecting their greater value placed on faith, Republicans are especially favorable toward churches (48% very favorable, 78% total).
- Rural voters tend to believe that faith leaders understand the problems they face (52%) and are community leaders (44%), that faith and faith institutions unite rural communities (69% and 58%, respectively), and that faith institutions respond to economic challenges (51%) and are important during times of crisis (67%). Consistently, women (especially older women) and Republicans are more likely to agree with these positive statements about faith and churches.
- **Both Republicans and independents say that religion informs their personal voting decisions nearly as much as their economic situation** (34% religion to 39% economic among Republicans; 28% to 30% among independents).



Most rural voters worry that democracy is not working well right now, but they have mixed views on what democratic government has to offer and how it should play a role in their lives.



- **When it comes to democracy today, rural voters most appreciate the freedoms and civil liberties it affords them (37%).** This is followed by voting/representation (10%) and, more pessimistically, the belief that there is nothing positive about democracy today (10%).
- **Rural voters have the most concerns about political division and dysfunction (26%) and individual political leaders (20%) present in democracy today.** This is followed by corruption and money in politics (11%), an especially big concern for Democrats and independents.
- **Over half of rural voters say that democracy is not working well in the U.S. (57%).** Democrats and independents are especially pessimistic (78% and 77% not well, respectively). Republicans are relatively more confident in the state of democracy, but a large share still have concerns (51% well, 40% not well).
- **When it comes to the role of government, rural voters are fairly divided by partisanship** – 32% of voters (39% of Republicans; 39% of independents) want the government to get out of their way, while 27% (44% of Democrats) want the government to create opportunities. Another 27% want the government to do both (29% of Democrats and independents; 26% of Republicans).

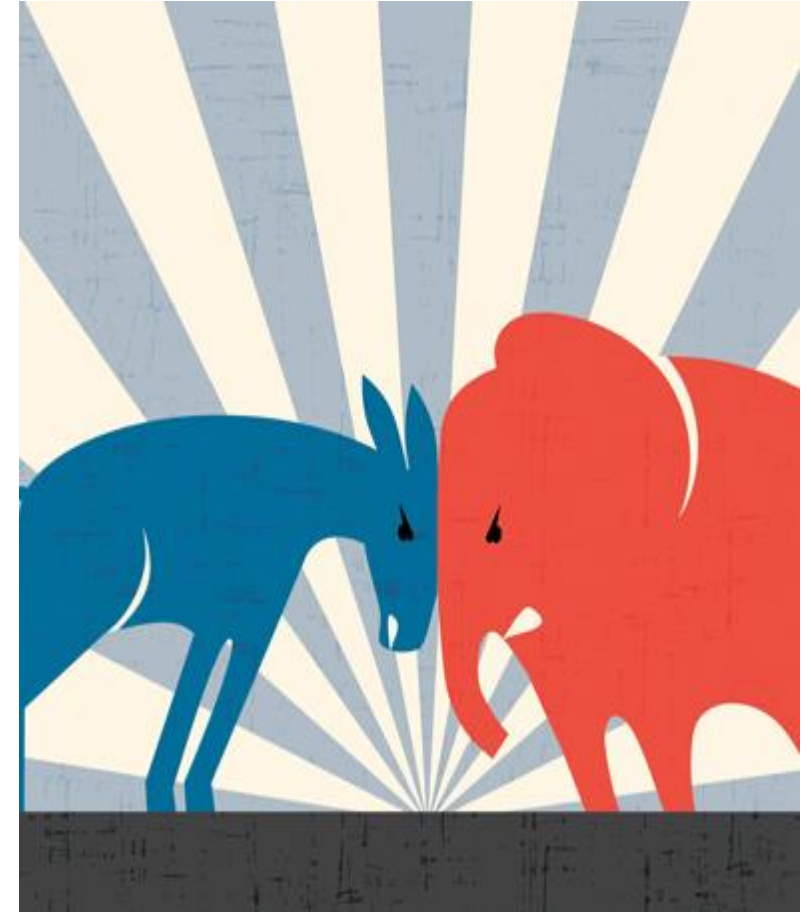
However, voters are much less likely to say they prefer government “get out of their way” now than in past research, perhaps reflecting worsening economic conditions over time that demand more of a response from government.

- While rural voters are now fairly evenly divided between wanting government to get out of their way (32%), create opportunities (27%), or do both (27%), **there has been big shift from research in 2023.**
- In past research, an additional 10% of rural battleground state voters (42%) wanted government to get out of their way, including over half of both independents and Republicans (28% of voters preferred creating opportunities, and 22% preferred both).
- This issue is less polarized by partisanship now than in 2023, **perhaps reflecting changing economic conditions that have affected rural Democrats, Republicans, and independents alike.** Voters are now more open to government creating opportunities for them to get ahead as economic pressures have increased.



Rural voters like Trump and Congressional Republicans, while Democrats in Congress are very unpopular – though there are warning signs that Congressional Republicans may still be in a tougher spot heading into the midterms. Negative partisanship is strong on both sides.

- **Donald Trump is the most popular political figure tested** at 52% favorable (26% very favorable). But he is also very divisive, and 36% give him very unfavorable ratings (including 44% of independents and 83% of Democrats).
- Similarly, **Republicans in Congress** are rated at 51% favorable, but they lag in intensity at 13% very favorable. **Congressional Democrats** are just 33% favorable to 63% unfavorable (42% very unfavorable).
- While partisans are clearly polarized on the parties, **independent rural voters dislike both** (-24 net-unfavorable to Republicans; -35 net-unfavorable to Democrats).
- There are signs that **rural voters are unhappy with Republicans heading into the midterms**: in a 55% Republican sample, Congressional Republicans' favorability lags behind partisanship.
- Further, **most rural voters say that this Republican-led Congress is doing a poor job on key issues** related to values and costs. They generally believe the Trump Administration is also not doing a good job on the same issues – but Congress is in much worse shape.
- Additionally, **49% of rural voters say they feel worse about Trump since he was re-elected** in 2024 (including 86% of Democrats, 56% of independents, and a quarter of Republicans).



Rural voters (both men and women) give Republicans an advantage in the ballot, in being better for rural families, and on the economy and values – though they tend to underperform partisanship (55%/+23 net Republican).



- In a generic Senate ballot, 54% of rural voters say they would vote for the Republican and 34% would vote for the Democrat (eight percent undecided; +20 net Republican).
- Rural voters believe that their neighbors are likely to vote more Republican this year as well (43%), though a quarter think it will be about 50-50 for Democrats and Republicans.
- Forty-five percent of rural voters believe that **Republicans are generally better for small town and rural families** (28% Democrats; 19% neither/not sure). This +17 net for Republicans is down from +25 in 2023.
- Similarly, 46% of rural voters also say that Republicans are **better for rural families on the economy** (33% Democrats; 16% neither/not sure) and 48% say they **better share rural families' values** (26% Democrats; 21% neither/not sure) – both underperforming partisanship.
- Rural voters are polarized along party lines on these questions, but independents are more evenly split (+4 Republican in the Senate ballot, +7 on who is better for rural families). **Over a third of independent rural voters say neither party is better for rural families, overall or on the economy and values.**

Rural voters have more populist views – they have strong economic concerns, dislike large corporations and corruption, and support economic policies that protect local jobs and take on price gouging.

- On top of the strong concerns rural voters have about rising costs of food, health care, and other necessities, **they are also unfavorable toward big businesses** like pharmaceutical corporations (-25 unfavorable), large tech companies (-14), and data centers (-18).
- At the same time, **they like labor unions** (+8 favorable), though not with strong intensity.
- Additionally, over one in ten rural voters say **corruption and money in politics** are the most negative aspects of democracy today.
- Some of the top-tested economic policies include **increasing American manufacturing** instead of shipping jobs overseas and **cracking down on price gouging** (both 65% strongly support).



Rural voters support all tested economic policies, but especially those that protect Social Security benefits, increase local manufacturing jobs, crack down on price gouging, and make health care more affordable.



- Rural voters support economic policies that:
 - **“Protect Social Security benefits** to ensure seniors have the retirement savings they have earned” (76% strongly support, 92% total support)
 - **“Create manufacturing jobs here at home** instead of shipping jobs overseas” (65% strongly support, 90% total support)
 - **“Crack down on price gouging** to make life more affordable” (65% strongly support, 89% total support)
 - **“Ensure access to affordable health care and lower prescription drug prices** so no one has to choose between getting the care they need and putting food on the table” (64% strongly support, 89% total support)
- These policies, from Social Security to health care to investing in local jobs and taking on corporate price gouging, align with progressives’ strengths.

Rural voters have doubts about Trump's foreign policy actions, from tariffs to the war in Iran to cutting international aid.

- Rural voters believe that **Trump's tariffs** have harmed their local economy or their family's economic situation (47% total; 85% of Democrats, 62% of independents, 23% of Republicans).
- Over seven in ten rural voters (71% total; 79% of Democrats, 66% of both independents and Republicans) worry about **spending too much abroad** instead of investing taxpayer dollars here at home, though there are different opinions about specific elements of foreign policy:
 - While half of rural voters, and especially Republicans, support **foreign intervention** to advance U.S. economic interests (24% D, 31% I, 71% R), 44% believe recent military interventions have harmed economic interests (73% D, 60% I, 23% R), and 56% dislike the war in Iran (42% very unfavorable).
 - Still, 45% of voters want to continue funding **the war in Iran** when given an argument in support of it (driven by rural Republicans at 65%), while 47% want to stop investing in foreign wars (73% D, 60% I, 28% R).
 - Meanwhile, four in ten rural voters (74% D, 49% I, 18% R) believe that **eliminating international aid programs** has harmed U.S. interests.
- **These issues tend to be split by partisanship**, with Republicans more supportive of Trump's policies and Democrats and independents more opposed. However, these issues all underperform for Trump by partisanship.



Rural voters tend to support current immigration policies but are split along party lines, and the phrase “mass deportation” pushes women away. ICE itself is more divisive than are “current policies.”



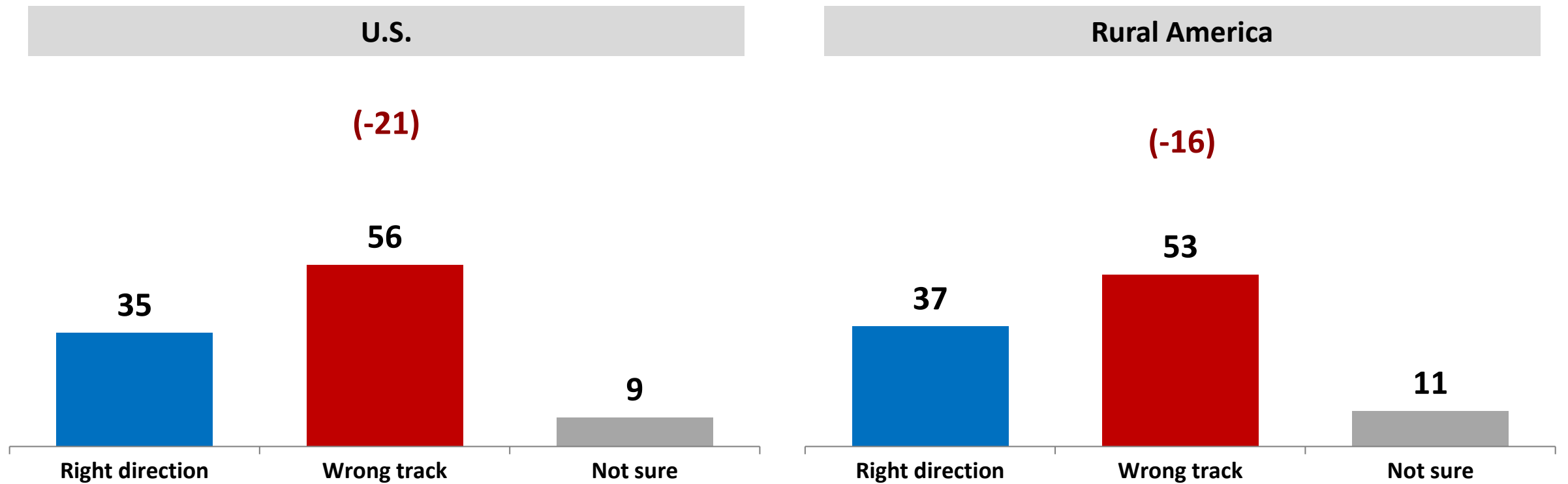
- Most rural voters (59%) **support current immigration policies in the U.S.**, though this is driven primarily by Republicans (+77 support). Democrats oppose these policies (-63) and independents are evenly split on the issue.
- **Including mass deportation** as an element of immigration policy pulls some voters, primarily women, away (62% of women support the policies generally; 49% support with mass deportation).
- Additionally, 62% of **rural voters worry about immigration and crime** (27% very worried), while only 46% worry about needlessly deporting immigrants who contribute to our communities (18% very worried).
- **Voters are split on the agency ICE** – 48% are favorable, 46% unfavorable. Two thirds of independents and a fifth of Republicans dislike the agency.

A woman in a light blue shirt and jeans is walking away from the camera on a grassy lawn. She is holding the hand of a young boy in a blue checkered shirt and overalls. Another young child is being carried in a carrier on her back. In the background, there is a two-story house, a garage, and several trees. The scene is set in a rural environment.

Current Environment for Rural Battleground Voters

Right Direction/Wrong Track

Rural voters feel slightly better about the state of rural America compared to the U.S. as a whole, though a majority say things have gone pretty seriously off track either way.

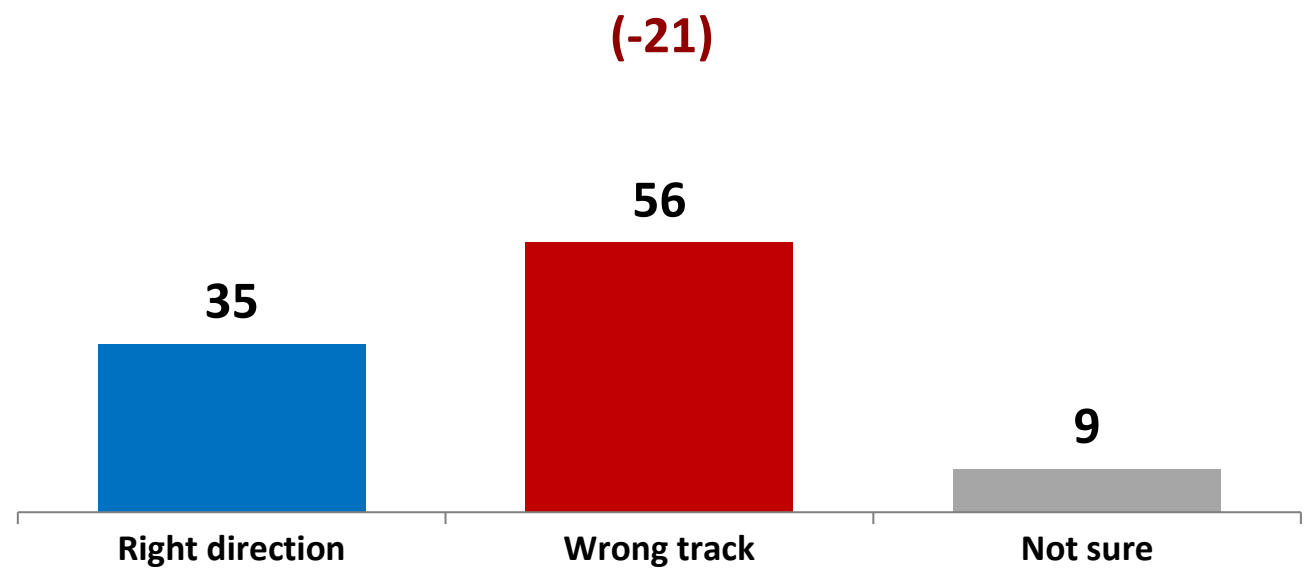


q10/q11: SSA/SSB: Generally speaking, do you think that things in the U.S./rural America are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Right Direction/Wrong Track - U.S.

Rural voters are pessimistic about the way things are going in the U.S. Over half, and especially younger voters and both Democrats and independents, say things have gotten pretty seriously off on the wrong track.

Republicans are the only major group among whom a majority says things are going in the right direction.



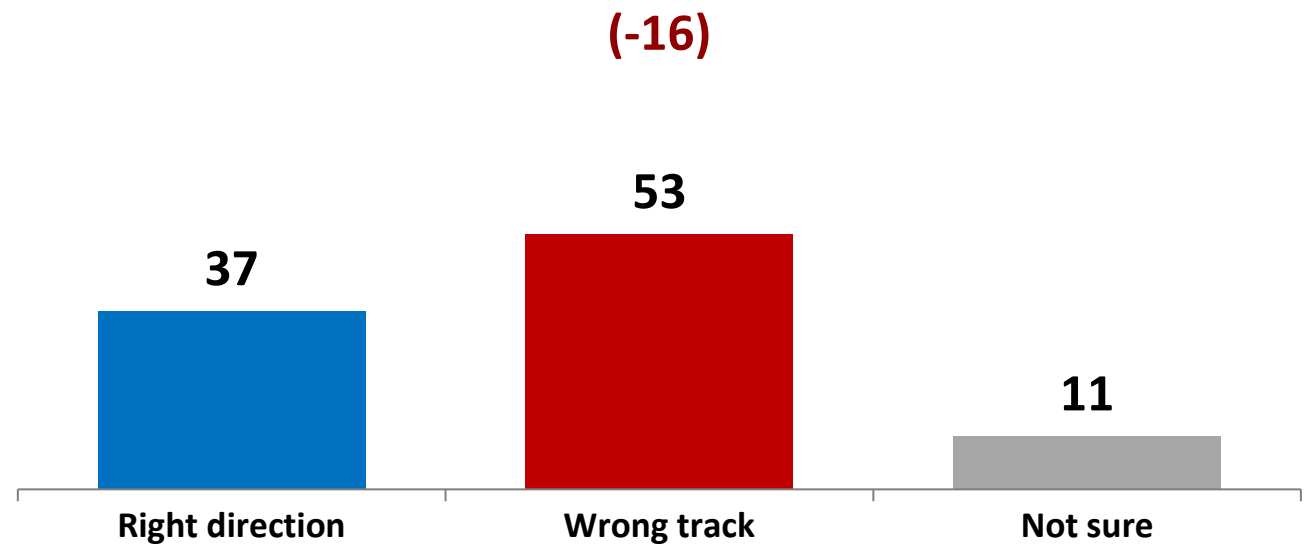
	Right direction	Wrong track	Net
Total	35	56	-21
Men	36	57	-21
Women	35	55	-20
Under age 50	27	63	-36
Age 50+	40	51	-11
Men < 50	28	63	-35
Women < 50	26	62	-36
Men 50+	41	52	-11
Women 50+	39	51	-12
Non-College Men	35	57	-22
Non-College Women	26	61	-35
College Men*	37	57	-19
College Women*	51	43	+8
White voters	36	54	-18
White men	36	56	-21
White women	36	51	-15
Latino/a voters	32	58	-26
Democratic ID	5	89	-84
Indep /DK*	27	64	-37
Republican ID	55	34	+22
Southeast	39	50	-10
Texas	30	63	-33
Midwest East	28	62	-34
Midwest West	42	52	-10

q10: SSA: Generally speaking, do you think that things in the U.S. are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

*Caution smaller sample size in split sampled items

Right Direction/Wrong Track - Rural America

A majority of rural voters also say that things are going down the wrong track in rural America. Here, men (especially younger men) and Republicans are more optimistic about the state of things while women, Latinos/as, Democrats, and independents are more pessimistic.



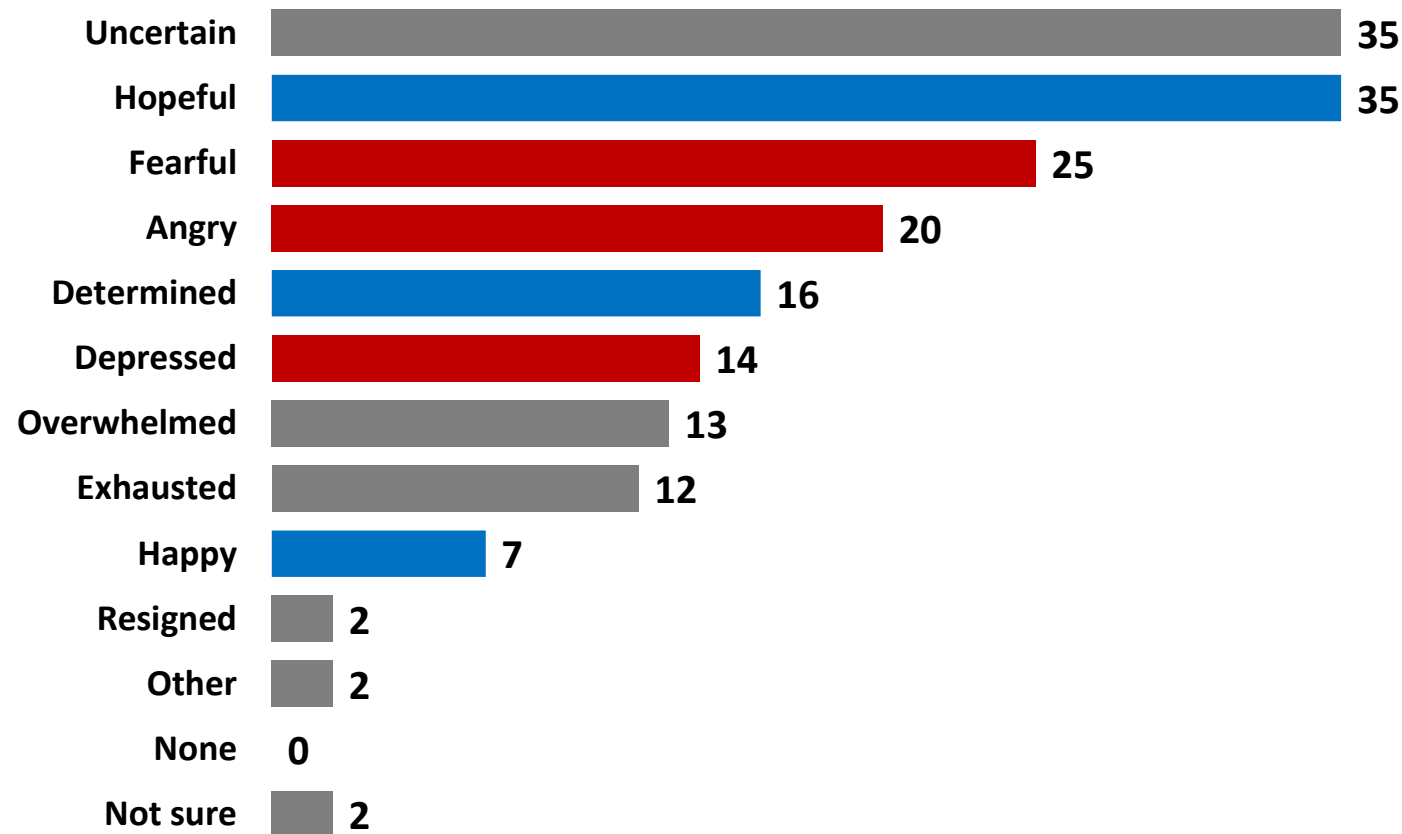
	Right direction	Wrong track	Net
Total	37	53	-16
Men	44	46	-2
Women	30	58	-29
Under age 50	38	51	-13
Age 50+	36	54	-18
Men < 50	55	37	+18
Women < 50	18	66	-48
Men 50+	36	53	-17
Women 50+	36	55	-18
Non-College Men	43	49	-5
Non-College Women	30	57	-27
College Men*	47	39	+8
College Women*	29	61	-32
White voters	37	54	-17
White men	44	47	-3
White women	30	60	-30
Latino/a voters	25	63	-38
Democratic ID	6	86	-79
Indep /DK*	23	64	-41
Republican ID	58	30	+28
Southeast	32	55	-22
Texas	45	45	-1
Midwest East	42	48	-6
Midwest West	38	54	-16

q11: SSB: Generally speaking, do you think that things in rural America are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

*Caution smaller sample size in split sampled items

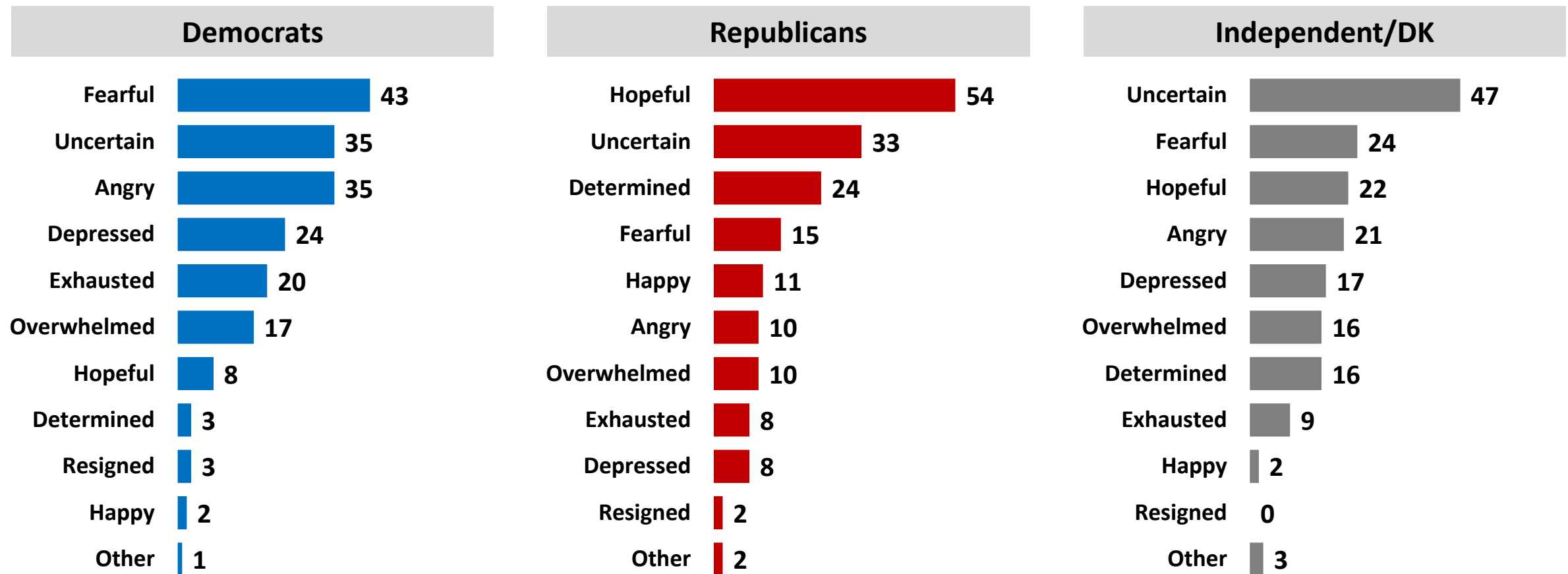
Way Things Are Going

Rural voters have mixed feelings about the way things are going in the country – uncertainty and hope, then fear and anger rise to the top of the list. Notably, very few voters say they feel “happy” about how things are going.



Way Things Are Going by Partisanship

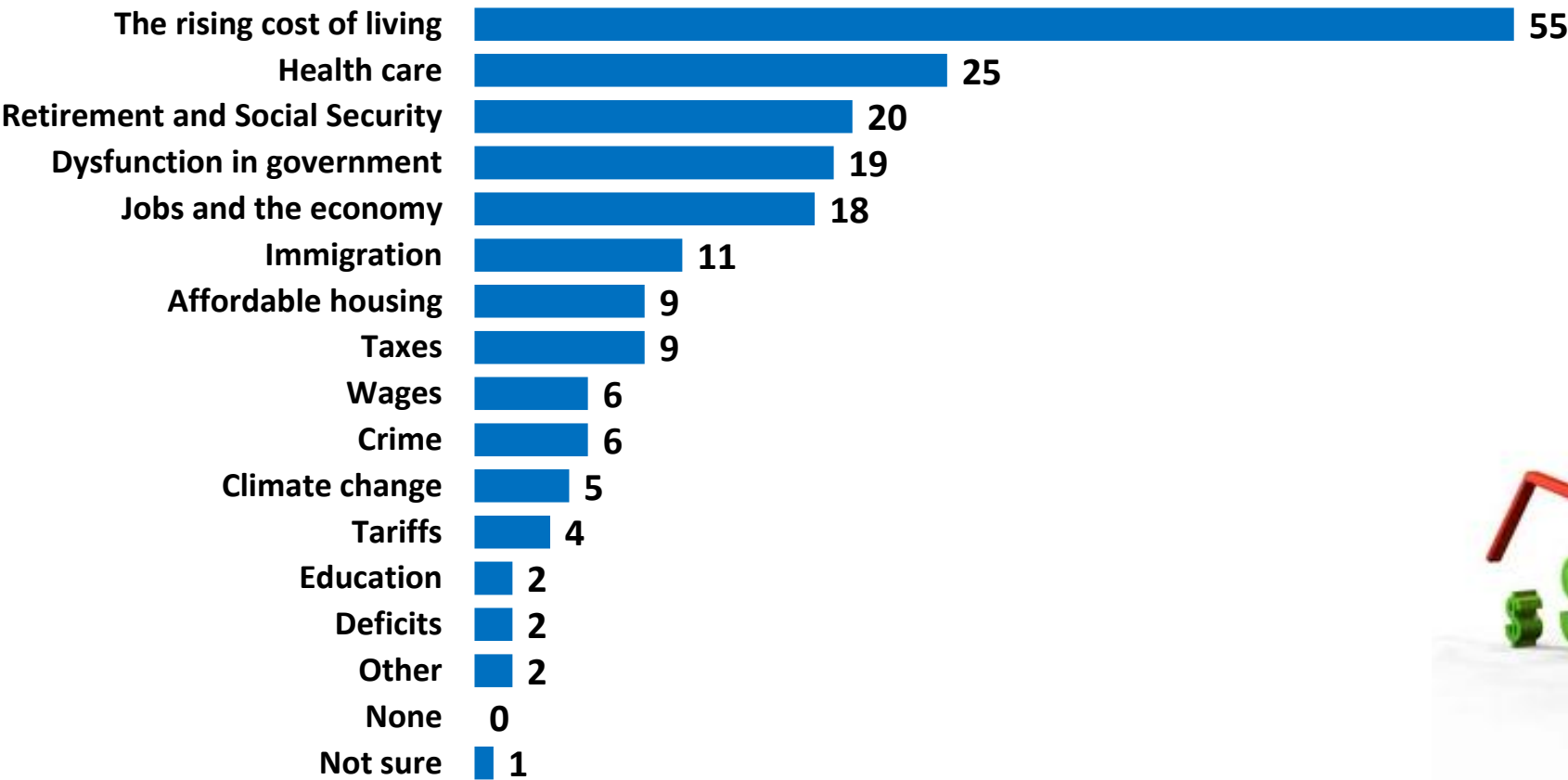
Across partisanship, rural voters feel very uncertain about the way things are going. Rural Democrats are especially pessimistic (“fearful,” “angry,” “depressed”), while Republicans feel more hopeful and determined (though still not very “happy”). Independents have more mixed views, nearly as fearful or angry as they are hopeful.



q12: Which one or two of the following words best describes how you feel about the way things are going right now in this country?

Most Important Issues

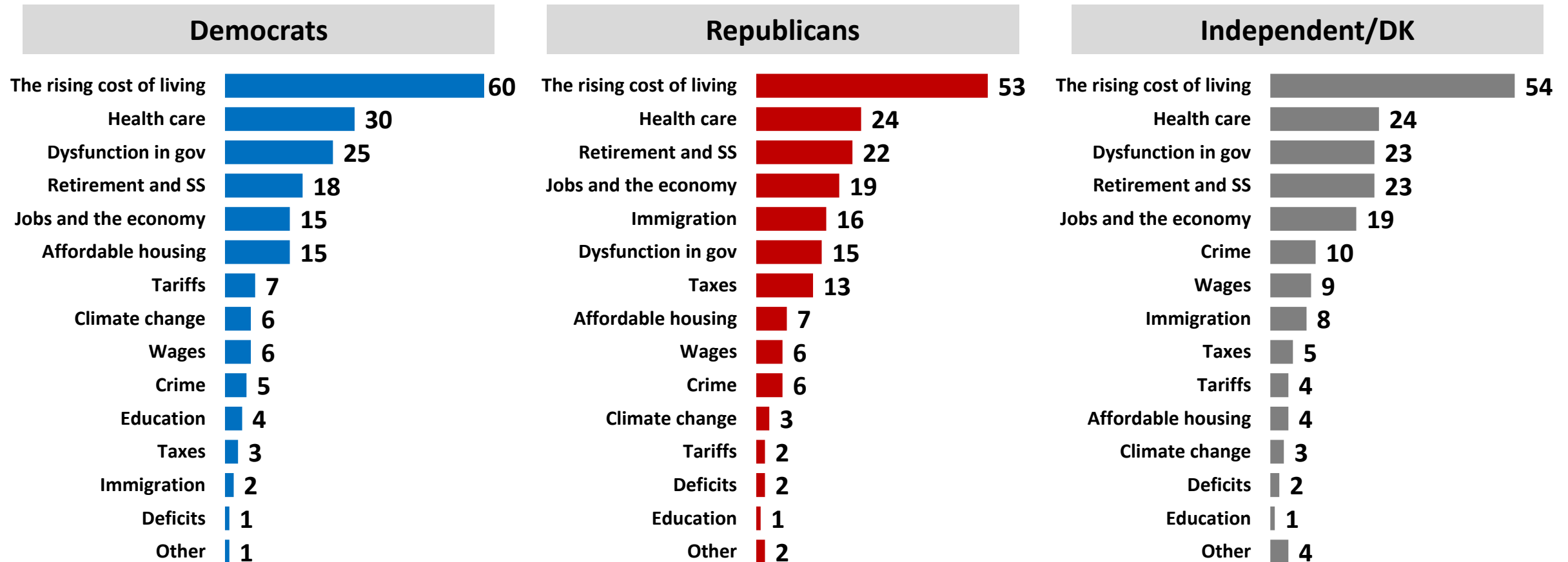
Rising costs of living is by far the most important issue for rural voters. Other cost-related issues, like health care, retirement, and jobs also rise to the top of the list.



q13: Which two of the following issues or problems would you say are the most important issues for you and your family?

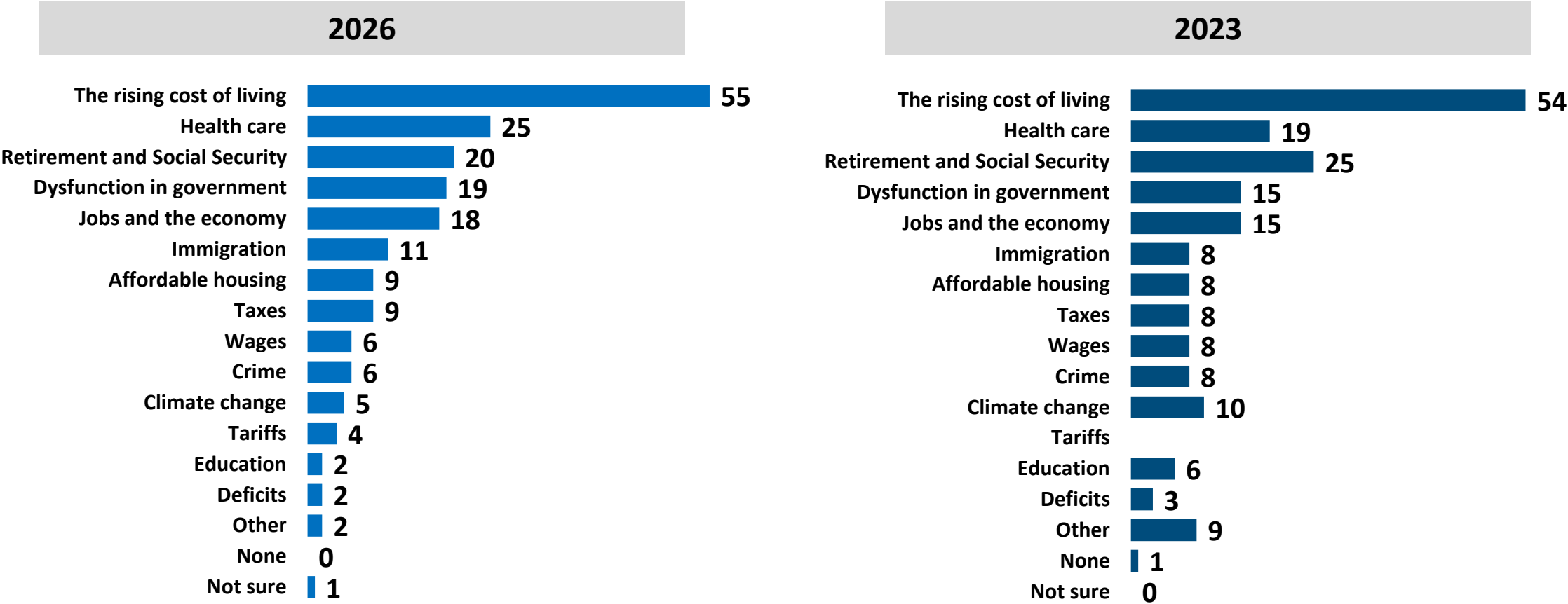
Most Important Issues by Partisanship

Across partisanship, the rising cost of living is rural voters' number one priority, followed by health care and retirement/Social Security. Dysfunctional government is a larger concern for Democrats and independents. Immigration and crime are lower priorities across partisanship, though they pop more with Republicans and a little with independents.



Most Important Issue Over Time

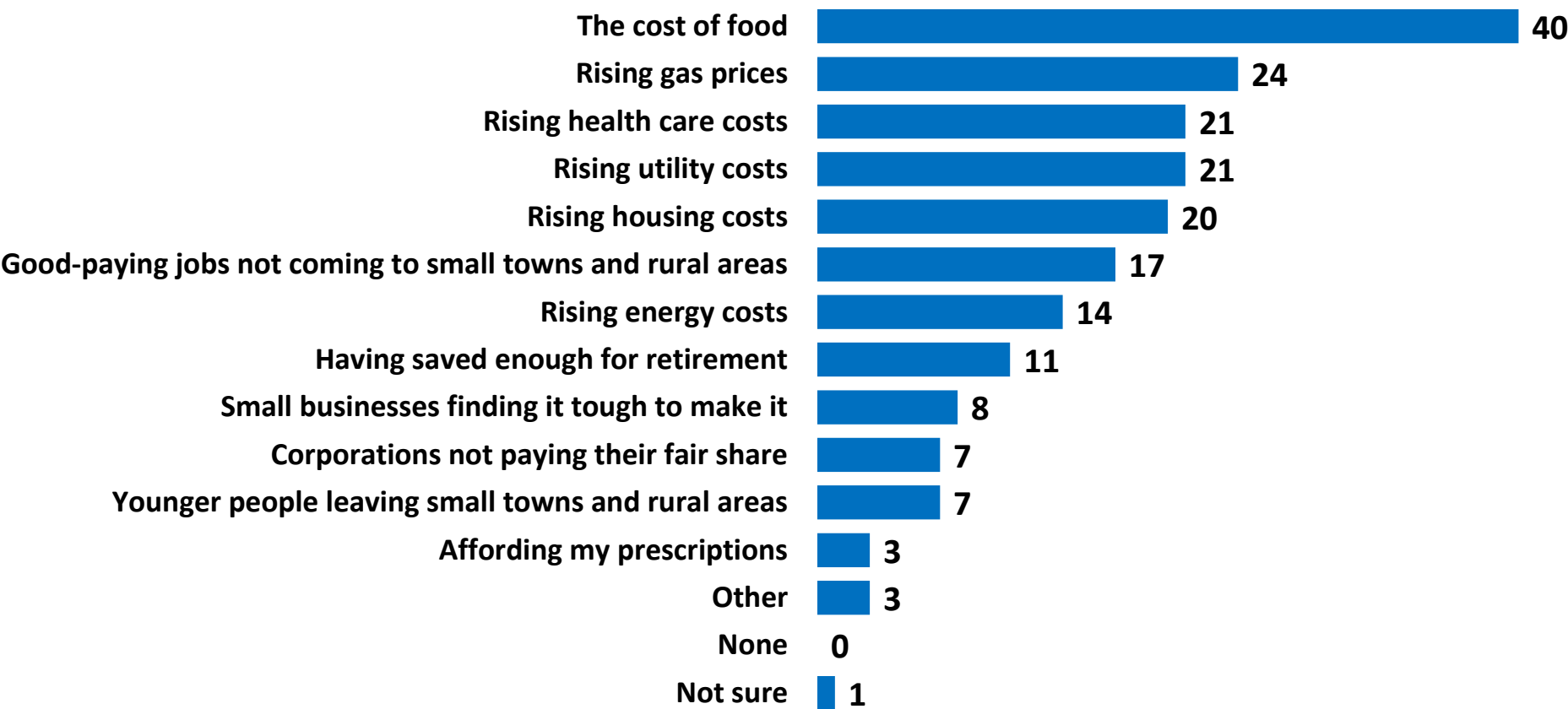
Though the researched battleground states shifted between surveys, their top issues remain consistent among rural voters in 2026 and 2023 – the rising cost of living is the top issue by far, followed by health care and Social Security.



q13: Which two of the following issues or problems would you say are the most important issues for you and your family?

Biggest Economic Concerns

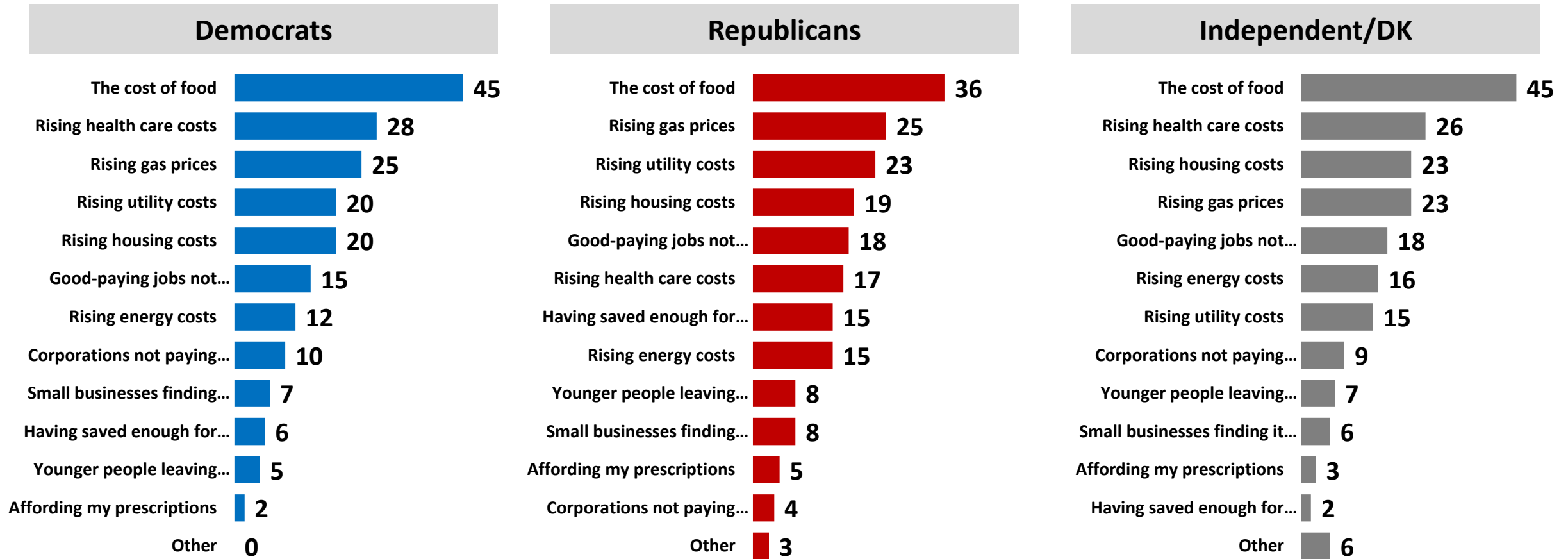
The cost of food is the biggest economic concern for rural voters, followed by rising costs of gas, health care, utilities, and housing.



q35: When you think about the economy in small-town and rural America, which TWO of the following concerns you the most?

Biggest Economic Concerns by Partisanship

Food costs are a major concern for rural voters across partisanship, though especially for Democrats and independents. Health care costs are a bigger issue for independents and Democrats as well, while saving for retirement is a bigger issue for Republicans (who also tend to be older).

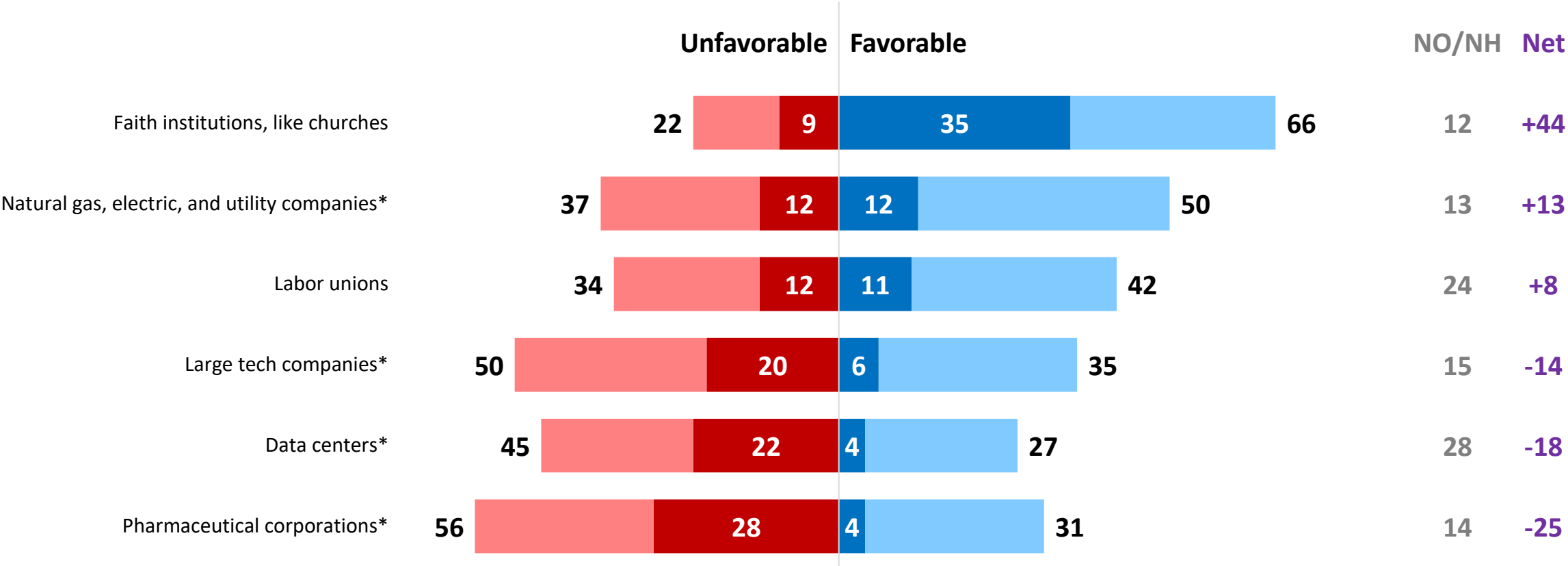


Favorability



Favorability – Institutions & Businesses

Rural voters like faith institutions and have generally positive, though more mixed and less intense, opinions of labor unions and utility companies (though this latter group may have gotten a boost from partisan support for natural gas). Tech, pharmaceutical companies, and data centers are all largely unpopular, speaking to rural voters’ populist sentiments.

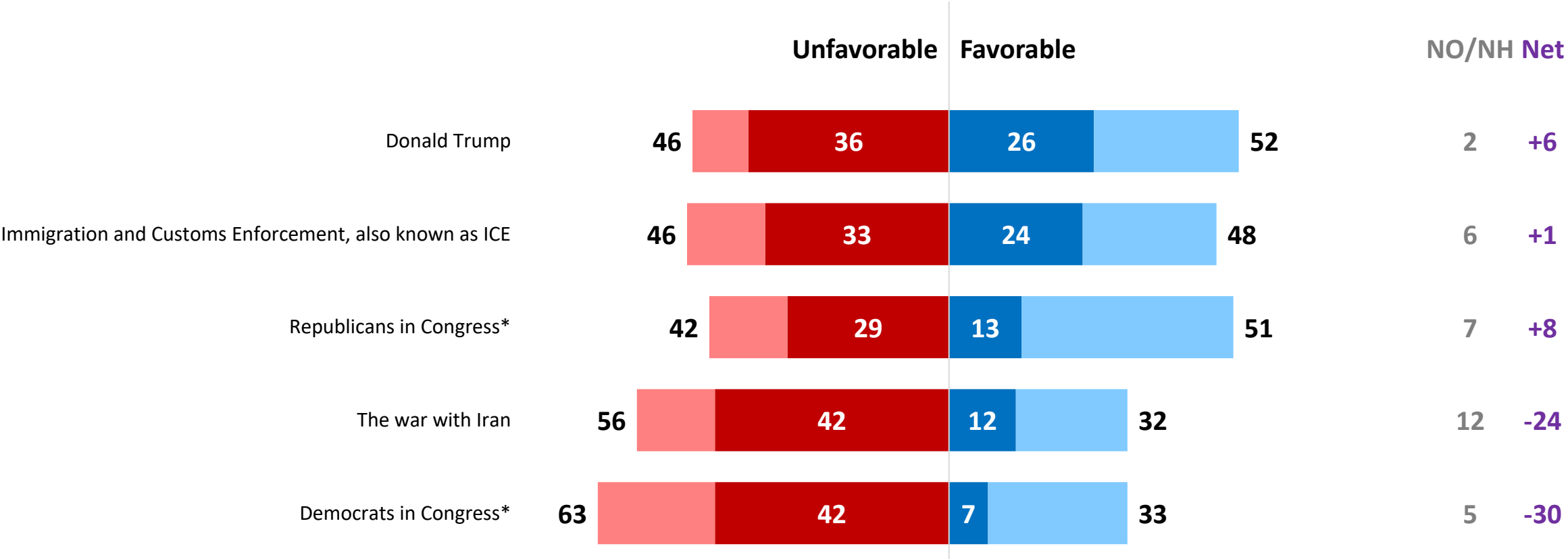


q14: Here is a list of people, groups, and things. For each, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that person, group, or thing.

Darker colors indicate intensity *These items were split sampled

Favorability – Political Figures & Issues

Even as 55% of these rural voters ID as Republicans, just slightly over half are favorable towards Trump and Republicans in Congress (with relatively weak intensity as well). Voters have mixed views on ICE, while both Democrats in Congress and the war in Iran are very unpopular. In all cases, intensity *against* these figures and issues is much stronger than intensity *for*, speaking to the negative partisan polarization among rural voters.

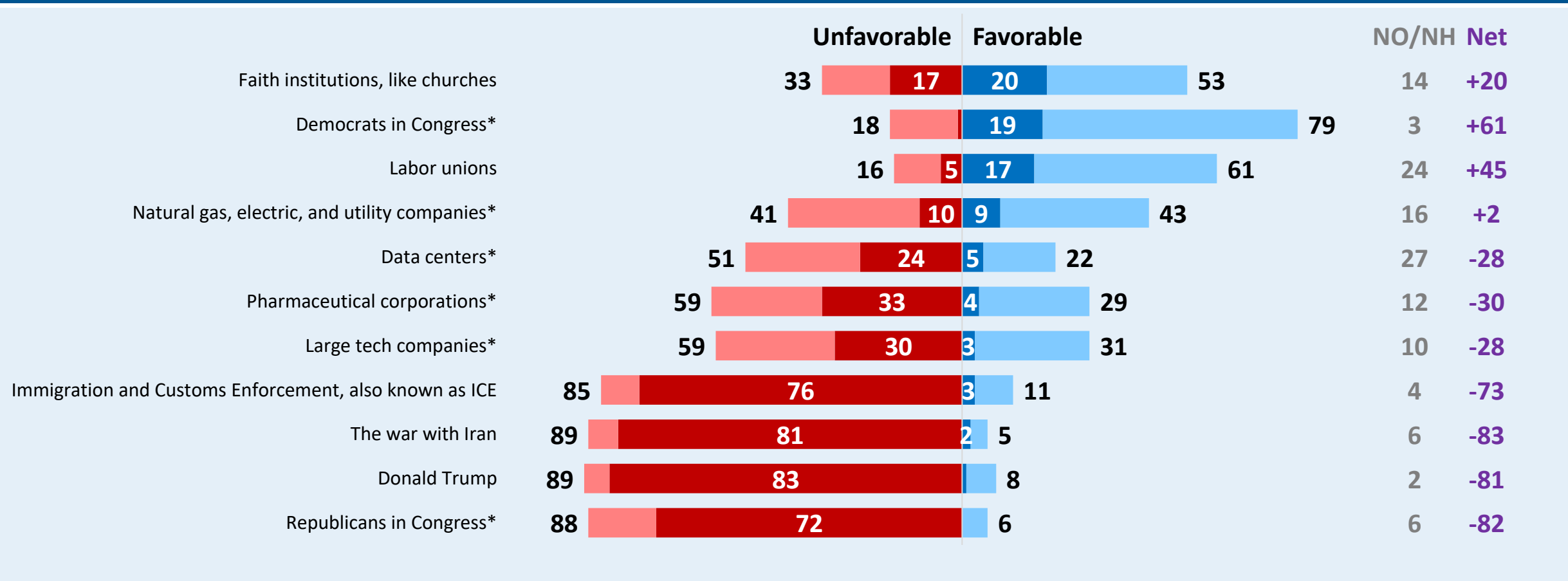


q14: Here is a list of people, groups, and things. For each, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that person, group, or thing.

Darker colors indicate intensity *These items were split sampled

Favorability Among Democrats

Rural Democrats have very strong negative feelings against Republicans, ICE, and the war in Iran. They tend to like faith institutions and labor unions, as well as Democrats in Congress, but with much lower intensity.

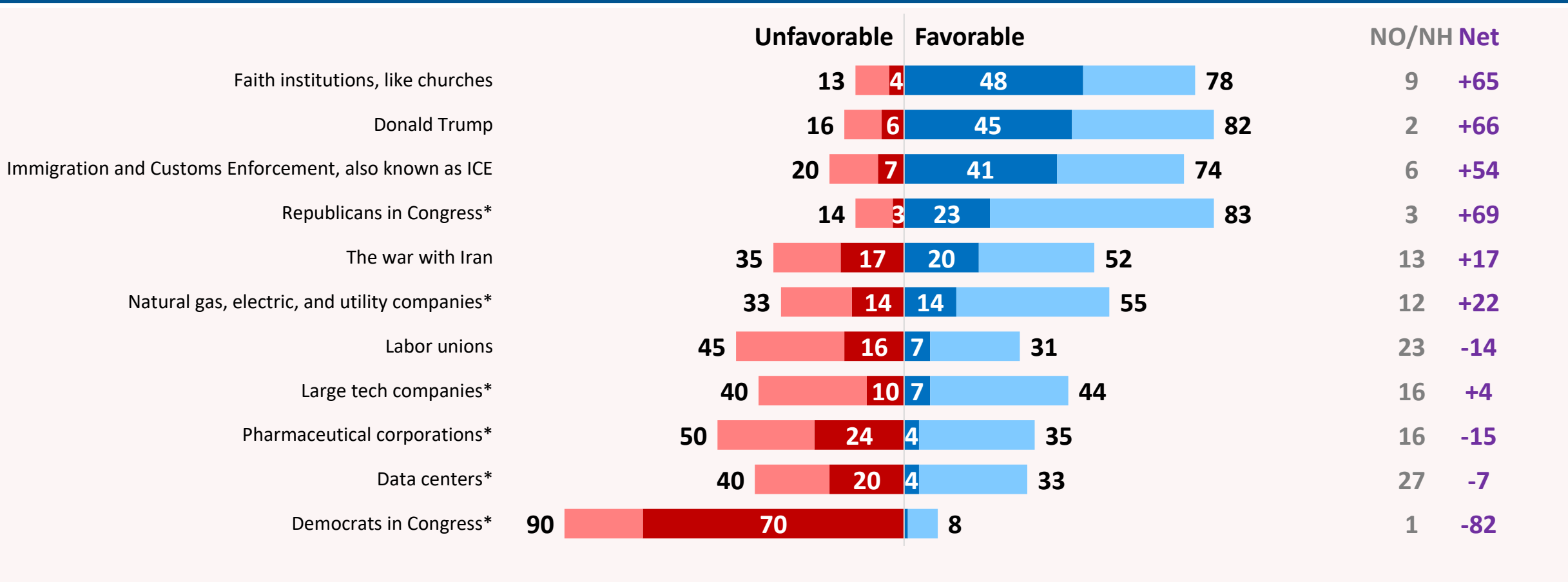


q14: Here is a list of people, groups, and things. For each, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that person, group, or thing.

Darker colors indicate intensity *These items were split sampled

Favorability Among Republicans

Rural Republicans have strong positive opinions about faith institutions, Trump, and ICE. Similar to rural Democrats, rural Republicans are only weakly favorable toward their own party in Congress, while they have strong *negative* opinions of the opposite party. Populism appeals to some Republicans as well who are negative toward pharmaceutical companies.

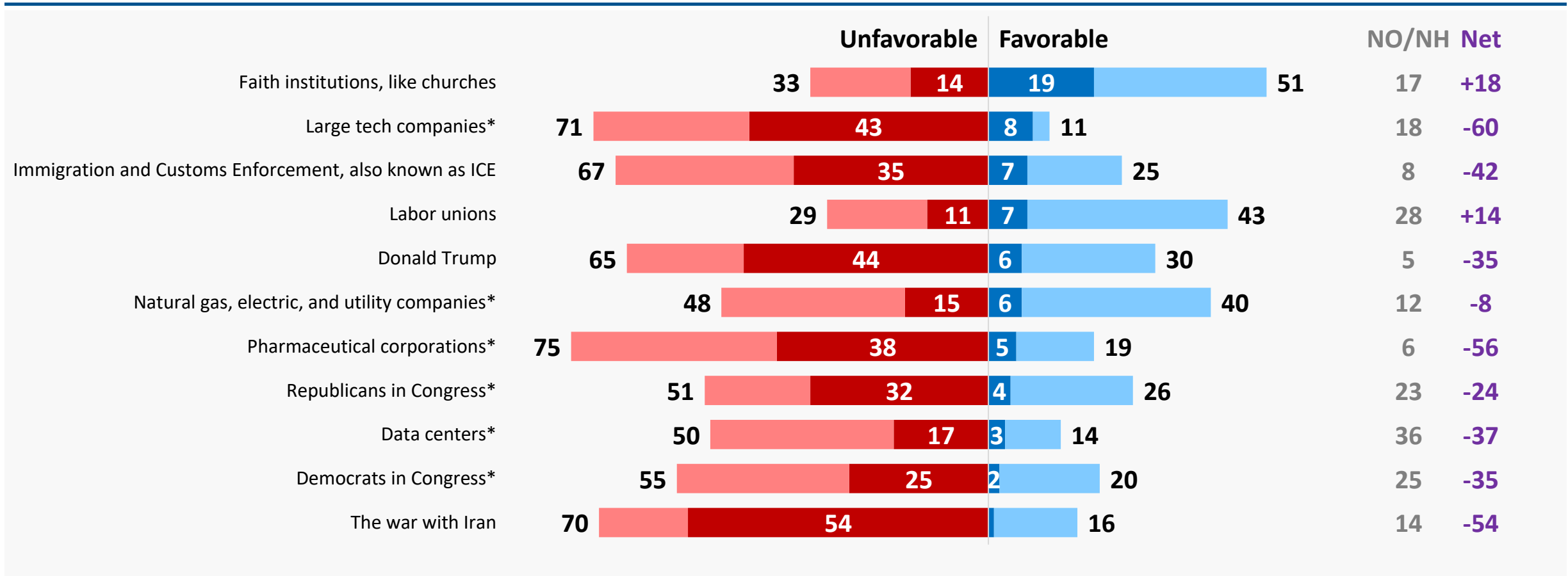


q14: Here is a list of people, groups, and things. For each, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that person, group, or thing.

Darker colors indicate intensity *These items were split sampled

Favorability Among Independents

Rural independents show strong populist sentiment – they are especially unfavorable toward large tech and pharmaceutical corporations, utility companies, and data centers. They feel negatively about political leaders and issues overall but are more strongly unfavorable toward Republicans and Trump right now (as well as ICE and the war in Iran) than toward Democrats.



q14: Here is a list of people, groups, and things. For each, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that person, group, or thing.

Darker colors indicate intensity

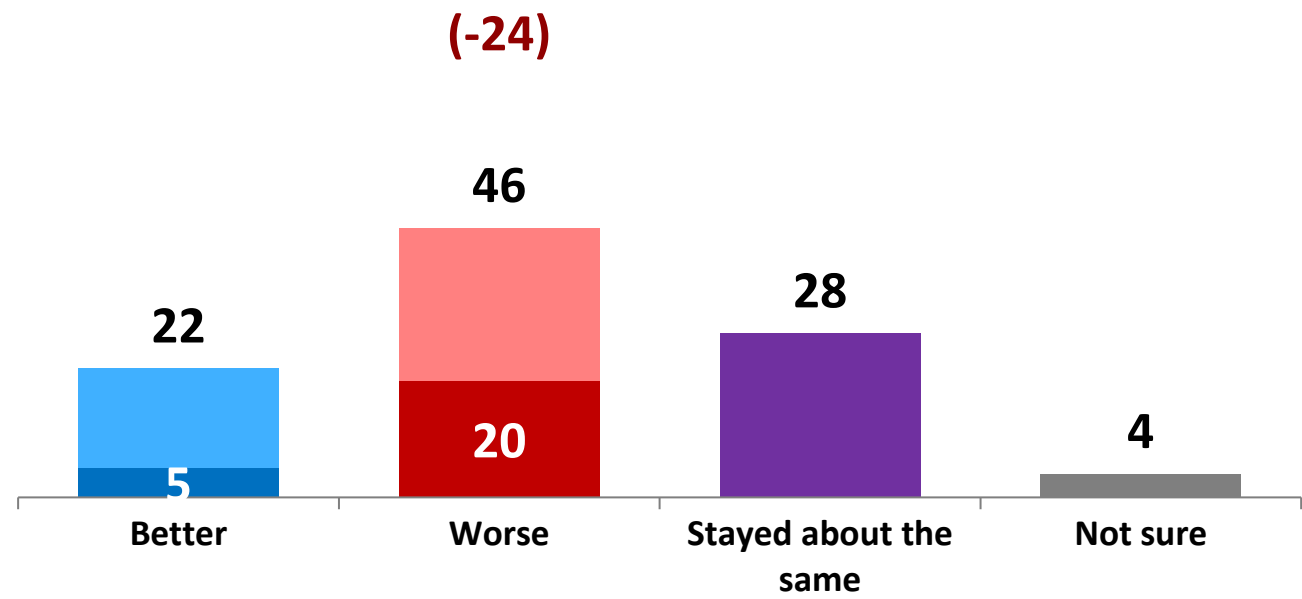
*These items were split sampled – caution smaller N size



The Economy in Rural America

Rural Economy Over Last Year

Rural voters, and especially Latinos/as, Democrats, and independents, say that the economy in small town and rural America has gotten worse over the last year. Rural Republicans feel relatively more positive or neutral about the rural economy – but certainly not great, even under a Republican president.



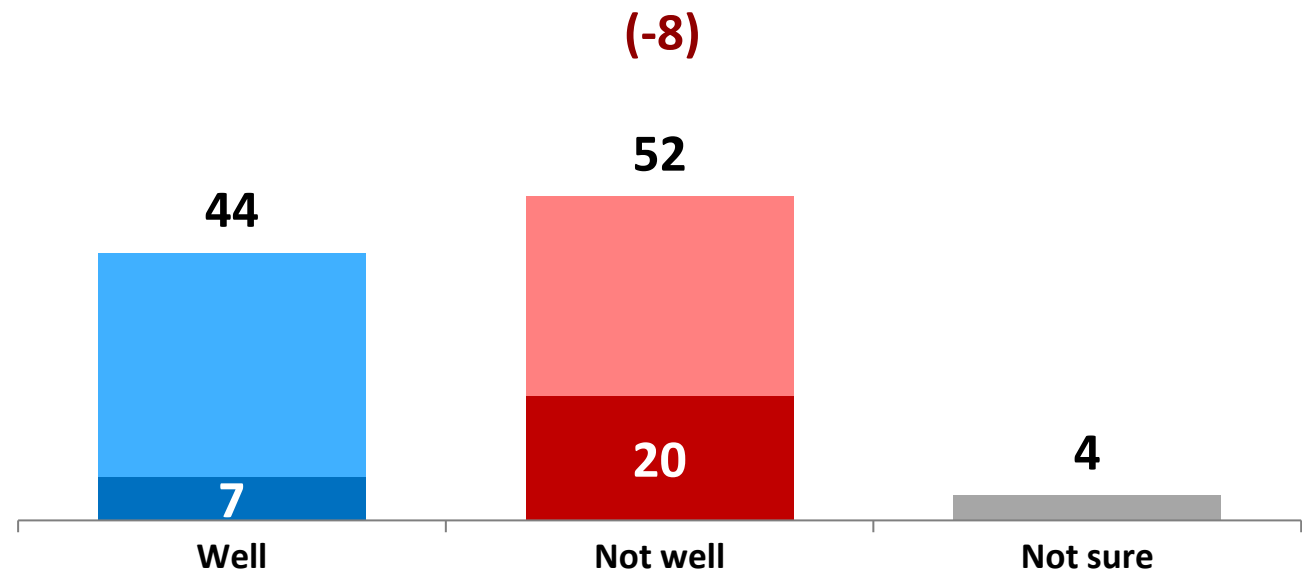
	Better	Worse	Same	Net Better
Total	22	46	28	-24
Men	30	43	25	-14
Women	15	49	30	-33
Under age 50	27	39	27	-12
Age 50+	19	51	29	-31
Men < 50	36	36	24	0
Women < 50	17	42	30	-25
Men 50+	25	48	27	-24
Women 50+	15	52	30	-37
Non-College Men	27	46	26	-19
Non-College Women	14	51	28	-37
College Men	36	37	24	-1
College Women	17	44	33	-26
White voters	21	46	28	-25
White men	28	44	26	-15
White women	15	49	31	-34
Latino/a voters	27	51	22	-24
Democratic ID	8	70	17	-62
Indep /DK	11	56	29	-44
Republican ID	33	29	35	+4
Southeast	24	40	29	-16
Texas	23	46	28	-23
Midwest East	18	50	28	-32
Midwest West	24	47	27	-23

q30: Do you think the economy in small-town and rural America has gotten much better, somewhat better, somewhat worse, or much worse over the last year – or has it stayed about the same?

Darkers colors indicate intensity

Is the U.S. Economy Working For You

A majority of rural voters say the economy is not working well for them personally – particularly women, Latino/a voters, Democrats, and independents. Men and Republicans are more likely to say the economy is working well for them personally, though not with strong intensity.



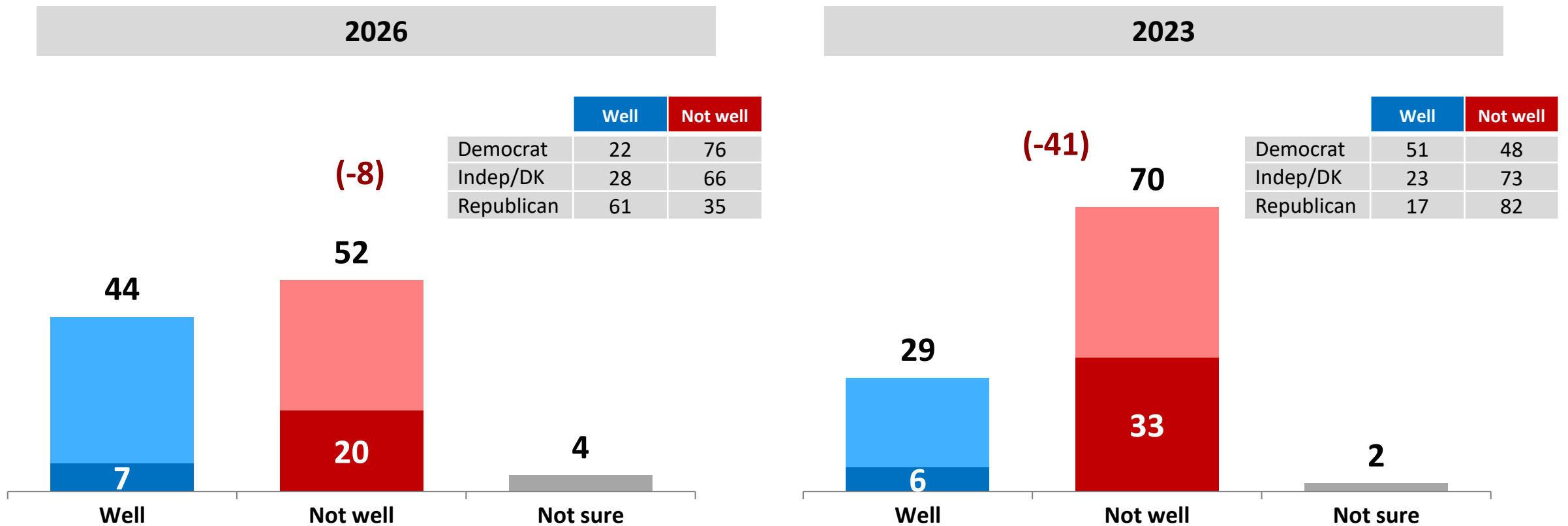
	Well	Not well	Net
Total	44	52	-8
Men	52	44	+7
Women	37	59	-23
Under age 50	43	52	-9
Age 50+	45	53	-8
Men < 50	52	43	+9
Women < 50	32	61	-29
Men 50+	51	45	+6
Women 50+	39	58	-19
Non-College Men	49	45	+3
Non-College Women	32	65	-33
College Men	58	42	+17
College Women	46	49	-4
White voters	43	53	-10
White men	51	46	+5
White women	37	60	-23
Latino/a voters	39	60	-22
Democratic ID	22	76	-54
Indep /DK	28	66	-38
Republican ID	61	35	+25
Southeast	49	48	+2
Texas	43	51	-8
Midwest East	41	56	-15
Midwest West	42	52	-10

q31: How well would you say the U.S. economy is working for you personally?

Darker colors indicate intensity

Is the U.S. Economy Working For You Over Time

Since 2023, more rural voters in battleground states say the economy is working well for them – this likely has to with the shift in presidential leadership affecting how partisans see the economy, with Republicans more optimistic now than in 2023 (and Democrats less so). Independents are solidly net-negative both years.



q31: How well would you say the U.S. economy is working for you personally?

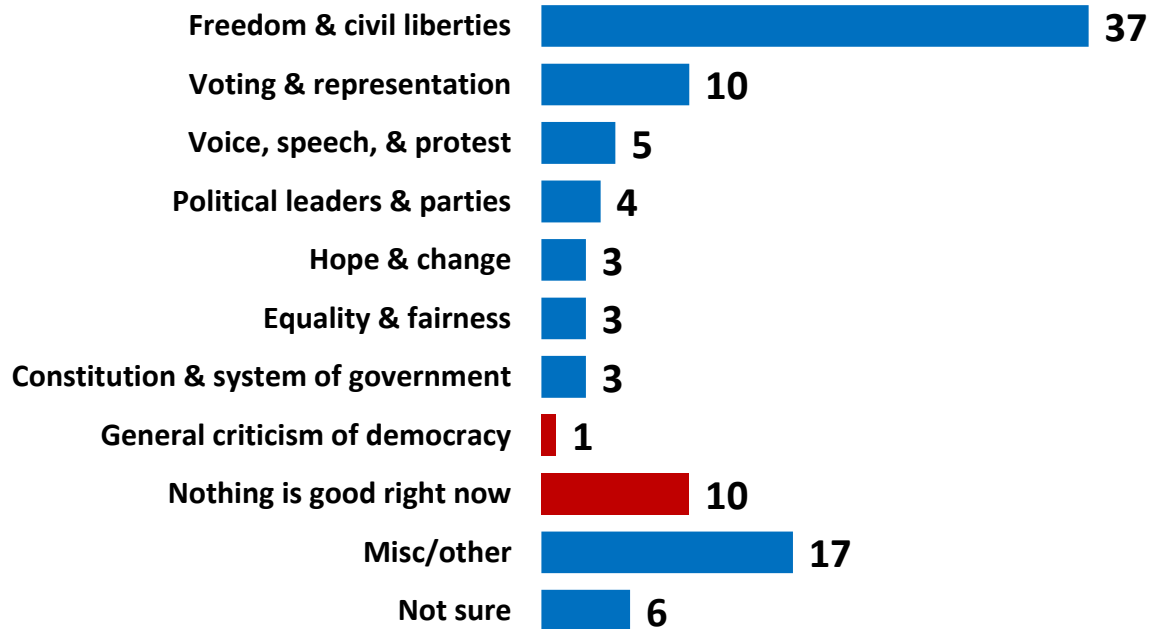
Darker colors indicate intensity

An illustration depicting a democratic process. In the foreground, numerous hands of various skin tones are raised, some holding up documents labeled 'VOTE'. Behind the hands, there are stylized representations of government buildings, including a large domed capitol building. Several flags are visible: a red flag, a blue flag, and an orange flag. A megaphone is also present, suggesting a public gathering or election. The overall theme is civic participation and governance.

Democracy & the Role of Government

Positive Aspects of Democracy

When asked to describe the most positive aspect of democracy in their own words, rural voters (especially Republicans) prioritize freedom. The opportunity to vote and choose your own representation is most important to one in ten voters – though another one in ten say nothing is good about democracy right now.



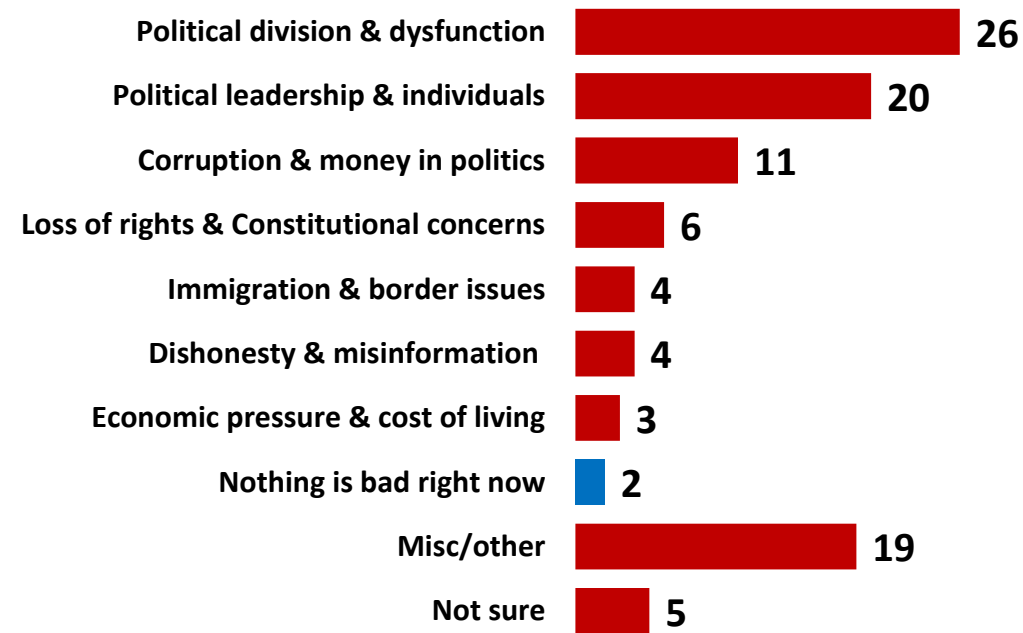
Verbatim Responses



Negative Aspects of Democracy

Verbatim Responses

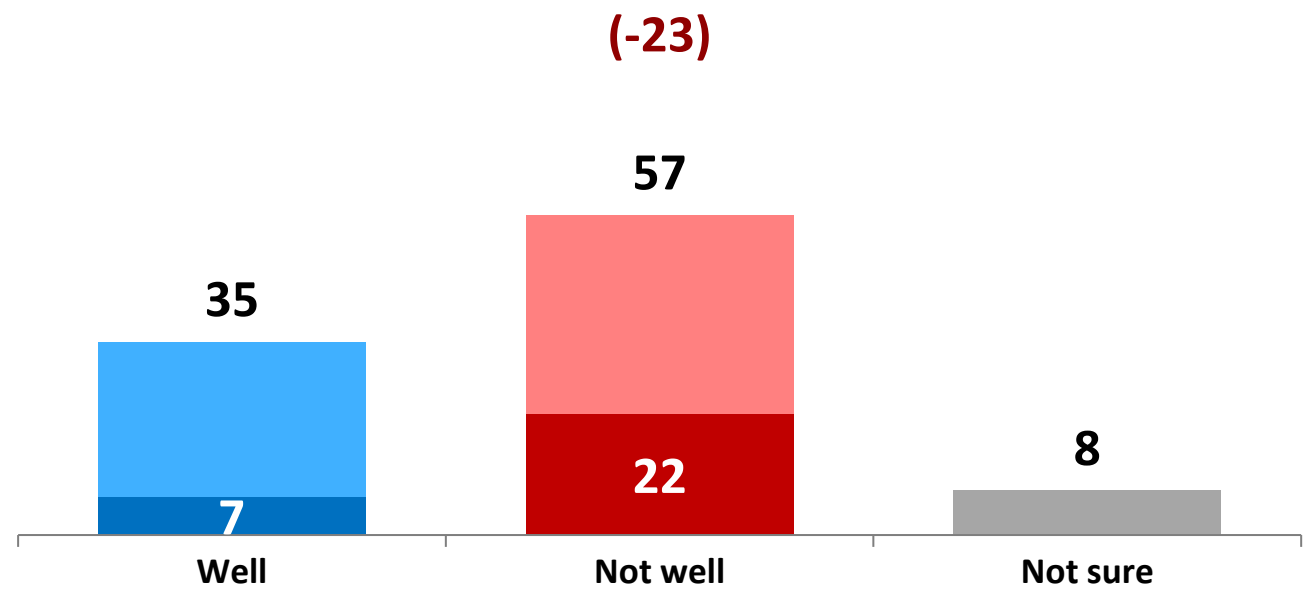
When asked to describe the most negative aspect of democracy in their own words, rural voters have the biggest concerns about political division/dysfunction (especially among rural Republicans) and individual leaders in power (especially among rural Democrats).



q17: SSB: In your own words, what is the most negative aspect of democracy today?

State of Democracy

Rural voters in battleground states are pessimistic about the state of democracy in the U.S., with over half saying it is not working well. Rural independents are just as concerned as Democrats about the state of democracy, and four in ten Republicans also say democracy is not working well.



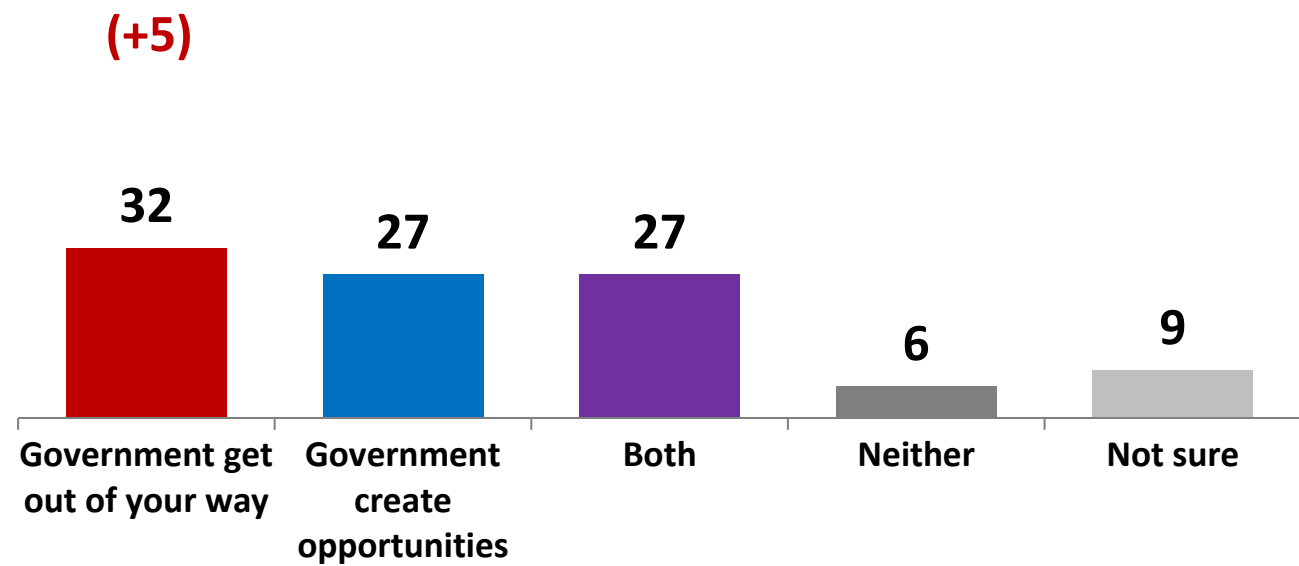
	Well	Not well	Net Well
Total	35	57	-23
Men	38	56	-18
Women	32	58	-27
Under age 50	34	58	-24
Age 50+	35	57	-22
Men < 50	41	54	-14
Women < 50	26	61	-35
Men 50+	36	57	-21
Women 50+	34	57	-23
Non-College Men	36	58	-22
Non-College Women	29	60	-30
College Men	43	52	-10
College Women	36	56	-20
White voters	35	56	-21
White men	38	55	-17
White women	32	58	-26
Latino/a voters	38	58	-20
Democratic ID	14	78	-64
Indep /DK	17	77	-60
Republican ID	51	40	+10
Southeast	41	50	-9
Texas	32	62	-30
Midwest East	31	62	-30
Midwest West	40	52	-11

q18: How well do you think democracy is working in the United States today – very well, pretty well, not too well, or not well at all?

Darker colors indicate intensity

Role of Government

Rural voters are split on whether they want government to get out of their way, create opportunities, or do both. Older men, Republicans, and independents tend to prefer government getting out of the way; younger voters, Latinos/as, and Democrats tend to prefer opportunity.

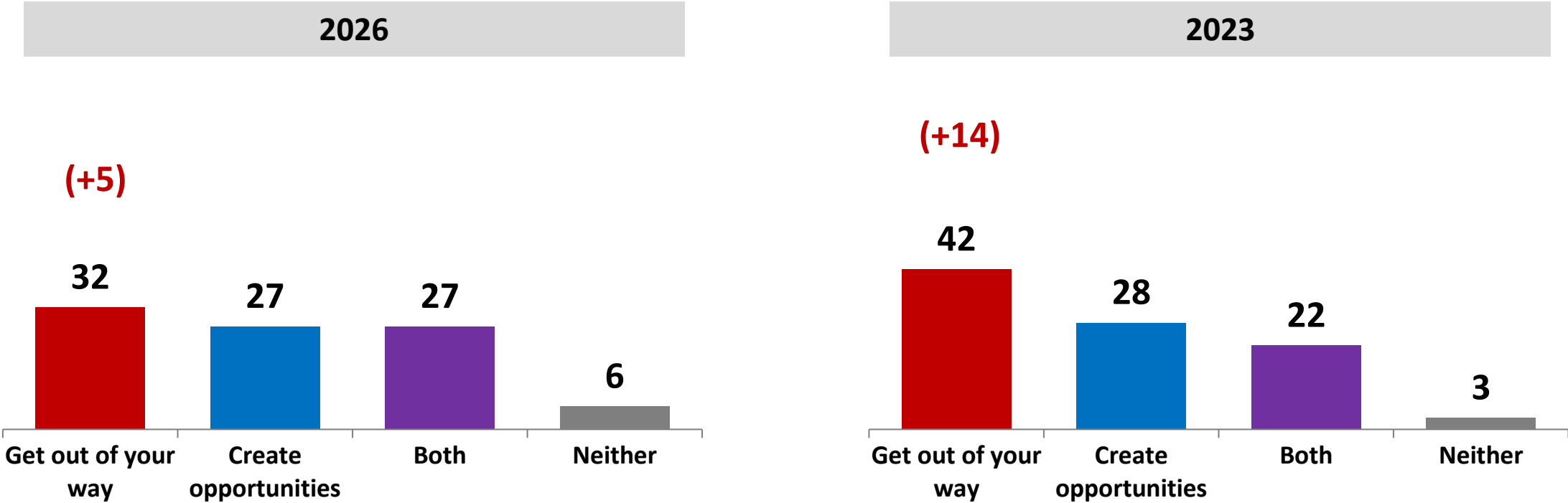


	Get out of your way	Create opportunities	Both
Total	32	27	27
Men	37	29	27
Women	27	25	27
Under age 50	29	35	26
Age 50+	34	22	27
Men < 50	28	36	30
Women < 50	30	33	21
Men 50+	43	24	24
Women 50+	26	21	30
Non-College Men	35	30	26
Non-College Women	21	26	29
College Men	41	28	28
College Women	38	25	22
White voters	32	25	27
White men	37	28	27
White women	28	23	28
Latino/a voters	28	33	29
Democratic ID	16	44	29
Indep /DK	39	12	29
Republican ID	39	20	26
Southeast	36	29	24
Texas	35	24	24
Midwest East	30	31	22
Midwest West	24	29	34

q32: If you had to choose, would you prefer the _Government get out of your way or _ Government create opportunities?

Role of Government Over Time

Rural battleground state voters are much less likely to say they prefer government to get out of their way now than in 2023 and are more likely to say they want the government to both create opportunities and get out of the way. This may reflect worsening economic conditions over time, with rural voters seeking more support from government.



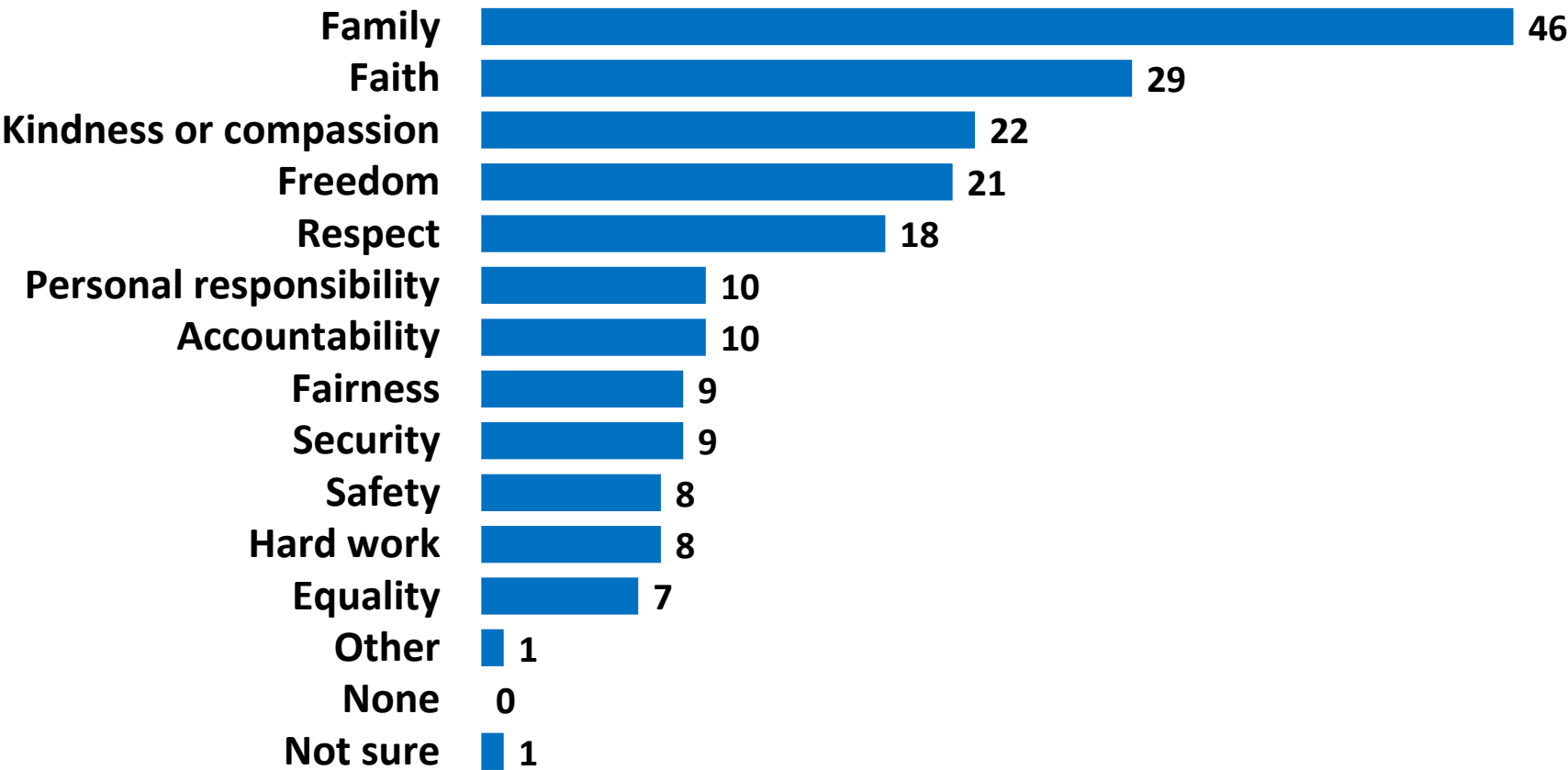
q32: If you had to choose, would you prefer the _Government get out of your way or _ Government create opportunities?

Values & Faith in Rural America



Most Important Values

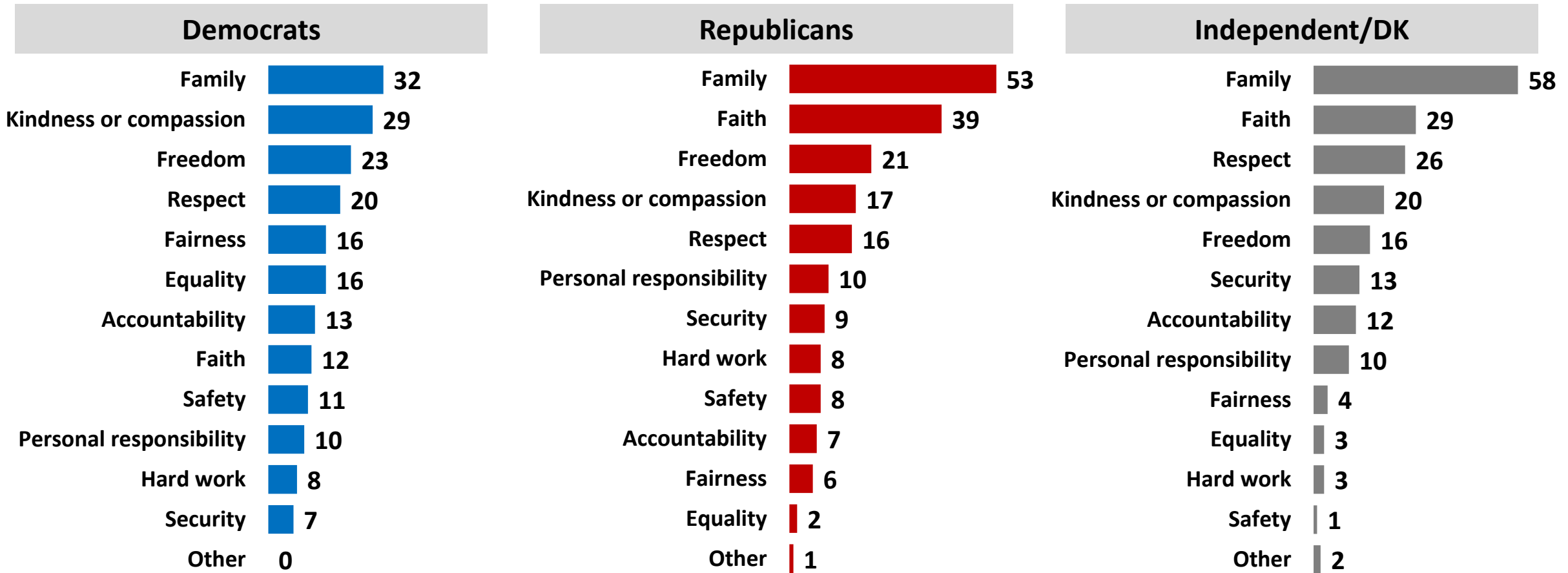
Family and faith are the top values for rural voters in battleground states, with kindness, freedom, and respect also rising near the top.



q9: 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?

Most Important Values by Partisanship

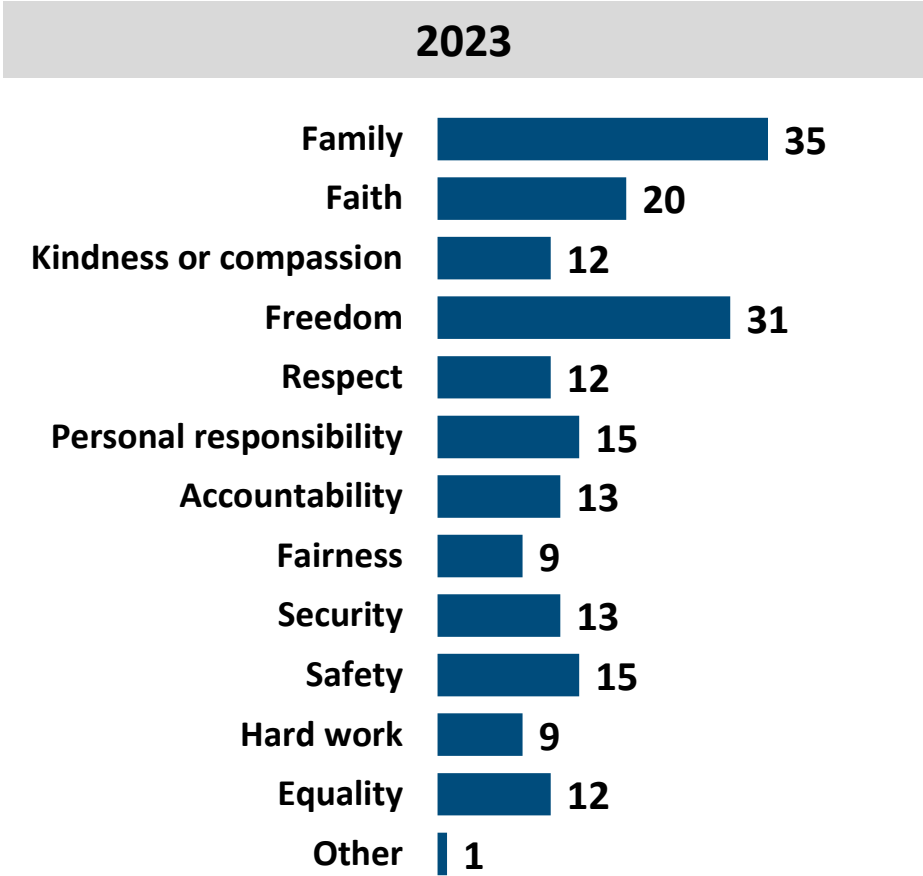
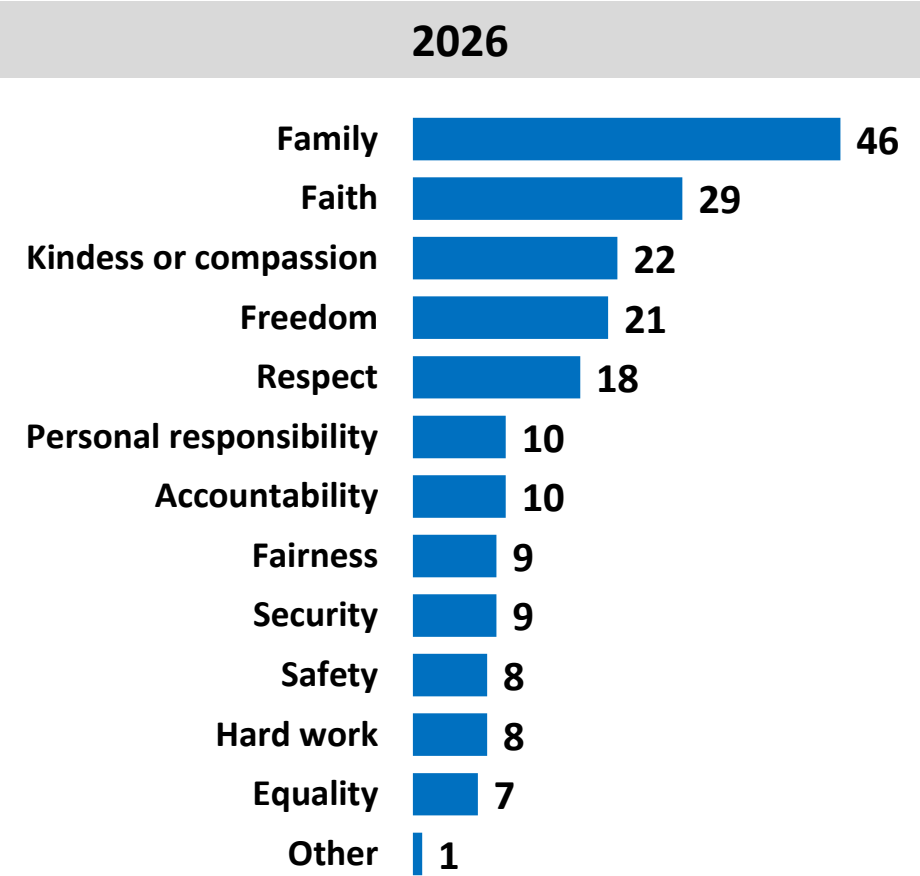
Rural voters' values vary somewhat by partisanship, though family is always the top priority. Rural Democrats tend to have a wider range of values but are disproportionately likely to prioritize kindness, fairness, and equality, while rural Republicans more heavily prioritize faith and independents feel more strongly about respect.



q9: 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?

Most Important Value Over Time

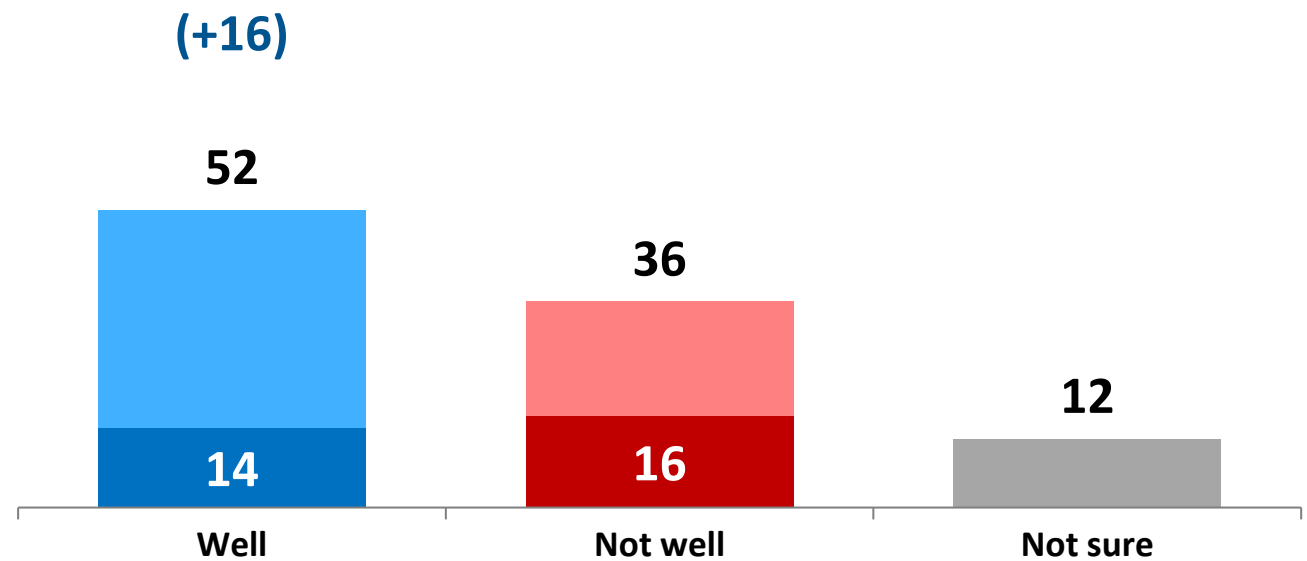
Though the researched battleground states shifted between surveys, there are still some differences and similarities between rural voters in 2026 and 2023. Family, freedom, and faith are still top values, though faith has increased while freedom has declined. Voters are now more focused on kindness and respect over things like security and safety.



q9: 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?

Do Faith Leaders Understand Your Problems

Most rural voters believe that faith leaders understand the problems they face at least pretty well, though with weak intensity. Republicans and older women are especially likely to say that faith leaders understand their problems, while Latinos/as, Democrats, and younger men are less likely to say so.



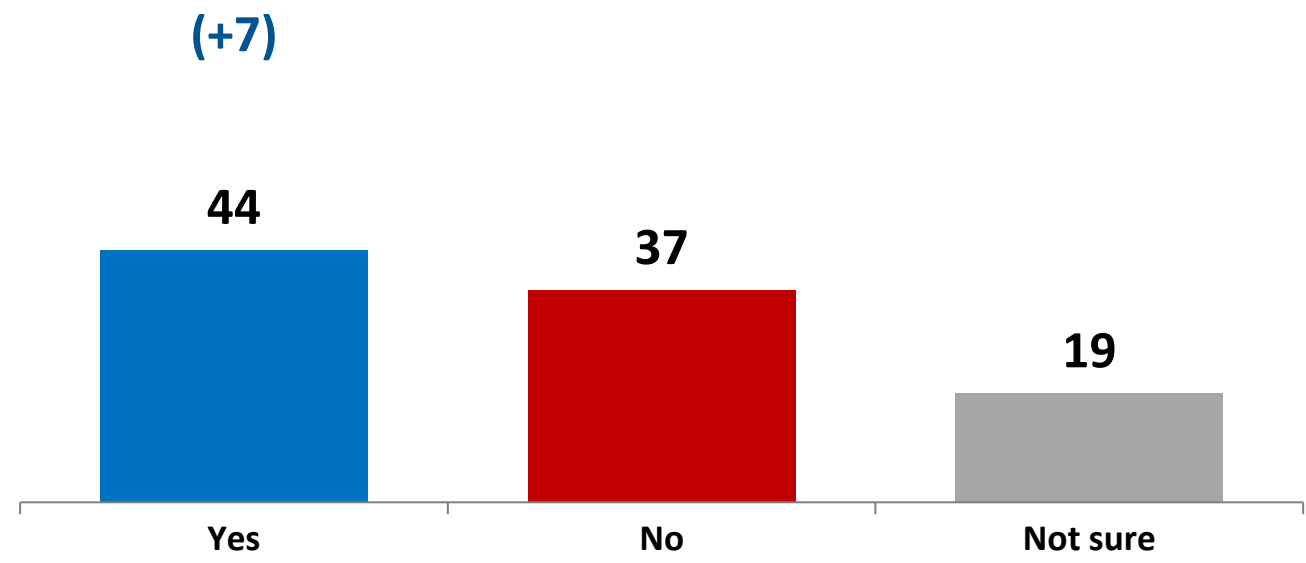
	Well	Not well	Net Well
Total	52	36	+16
Men	47	41	+7
Women	56	32	+24
Under age 50	45	42	+3
Age 50+	56	32	+24
Men < 50	43	45	-2
Women < 50	46	37	+9
Men 50+	50	37	+13
Women 50+	61	28	+33
Non-College Men	45	42	+3
Non-College Women	53	33	+20
College Men	51	36	+15
College Women	61	29	+32
White voters	52	35	+18
White men	47	40	+7
White women	57	30	+27
Latino/a voters	37	55	-17
Democratic ID	38	49	-11
Indep /DK	38	37	0
Republican ID	64	27	+37
Southeast	65	26	+40
Texas	44	46	-1
Midwest East	46	40	+5
Midwest West	51	35	+16

q42: Do you think faith leaders like ministers and reverends understand the problems you face in your life very well, pretty well, not too well, or not well at all?

Darkers colors indicate intensity

Are Faith Leaders Community Leaders

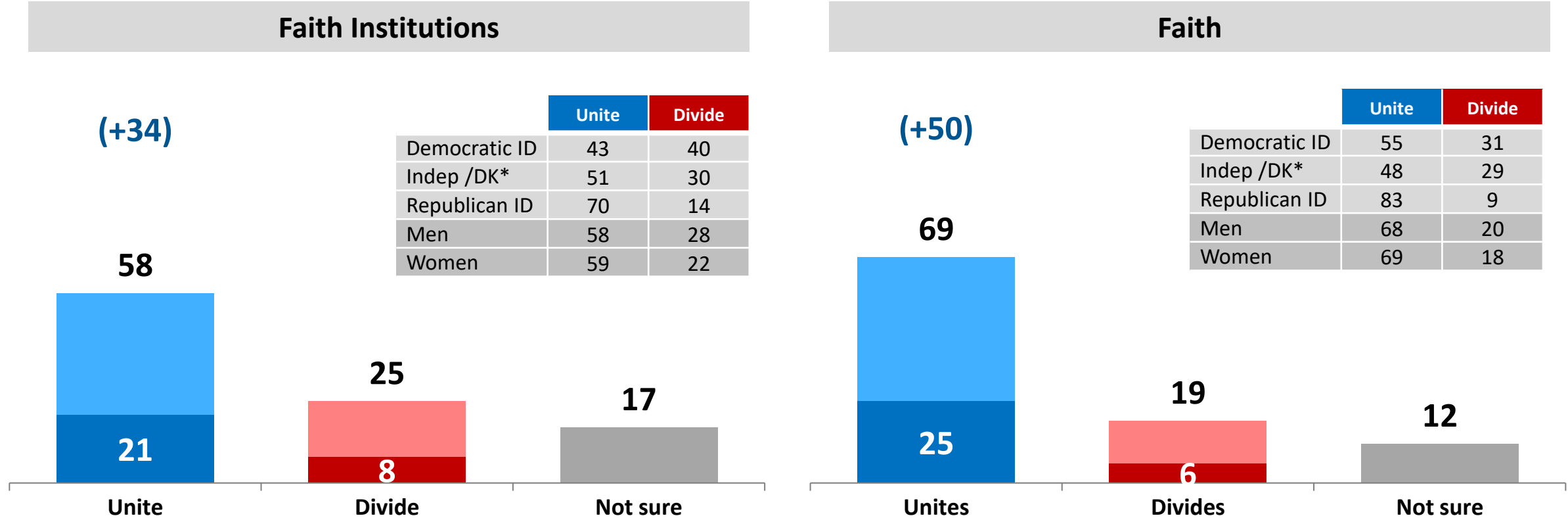
At the same time, less than a majority of rural voters consider faith leaders to be leaders in their community – though again, older women and Republicans are especially likely to say they are.



	Yes	No	Net Yes
Total	44	37	+7
Men	41	41	0
Women	46	33	+13
Under age 50	40	43	-3
Age 50+	46	33	+13
Men < 50	43	41	+2
Women < 50	37	46	-9
Men 50+	39	42	-2
Women 50+	51	26	+25
Non-College Men	41	41	0
Non-College Women	43	34	+9
College Men	40	42	-2
College Women	52	30	+22
White voters	43	37	+6
White men	39	42	-3
White women	47	32	+15
Latino/a voters	35	51	-16
Democratic ID	31	50	-18
Indep /DK	35	48	-14
Republican ID	54	26	+27
Southeast	57	25	+32
Texas	43	35	+8
Midwest East	42	40	+2
Midwest West	39	43	-4

Do Faith/Faith Institutions Unite or Divide Your Community

Most rural voters believe that faith itself and faith institutions unite their rural community, though the institutions are seen as more “divisive.”

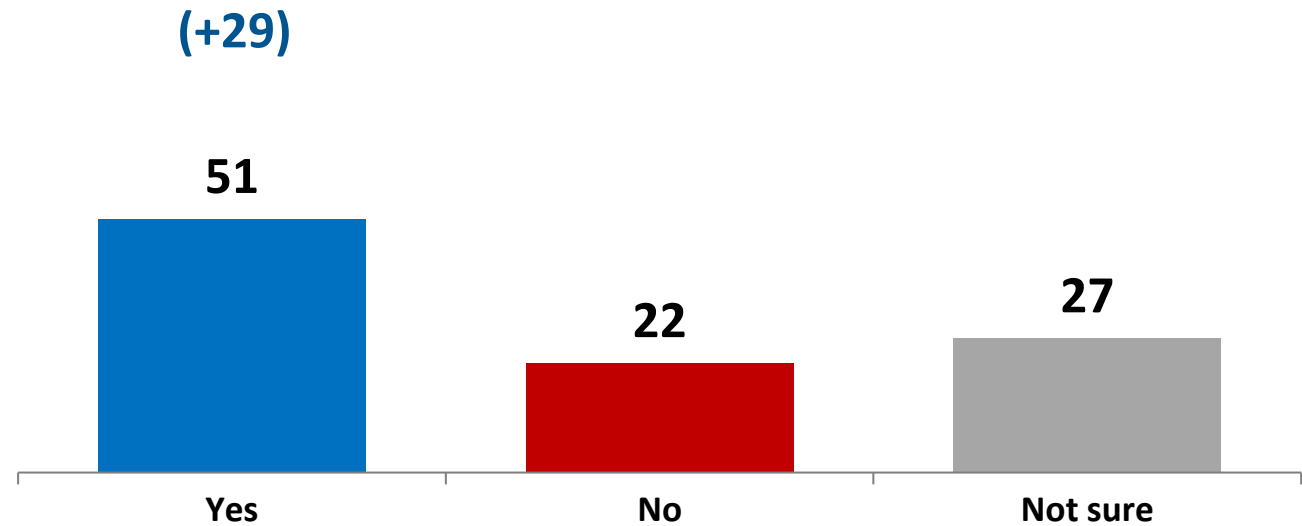


q44/q45: SSA/SSB: Do you think faith institutions like churches/faith strongly unite, somewhat unite, somewhat divide, or strongly divide your rural community?

Darker colors indicate intensity *Caution smaller sample size in split sampled items

Do Faith Institutions Respond to Economic Challenges

Most rural voters say that faith institutions respond to economic challenges in their community, though younger voters, Latino/a voters, and both independents and Democrats are less likely to agree.

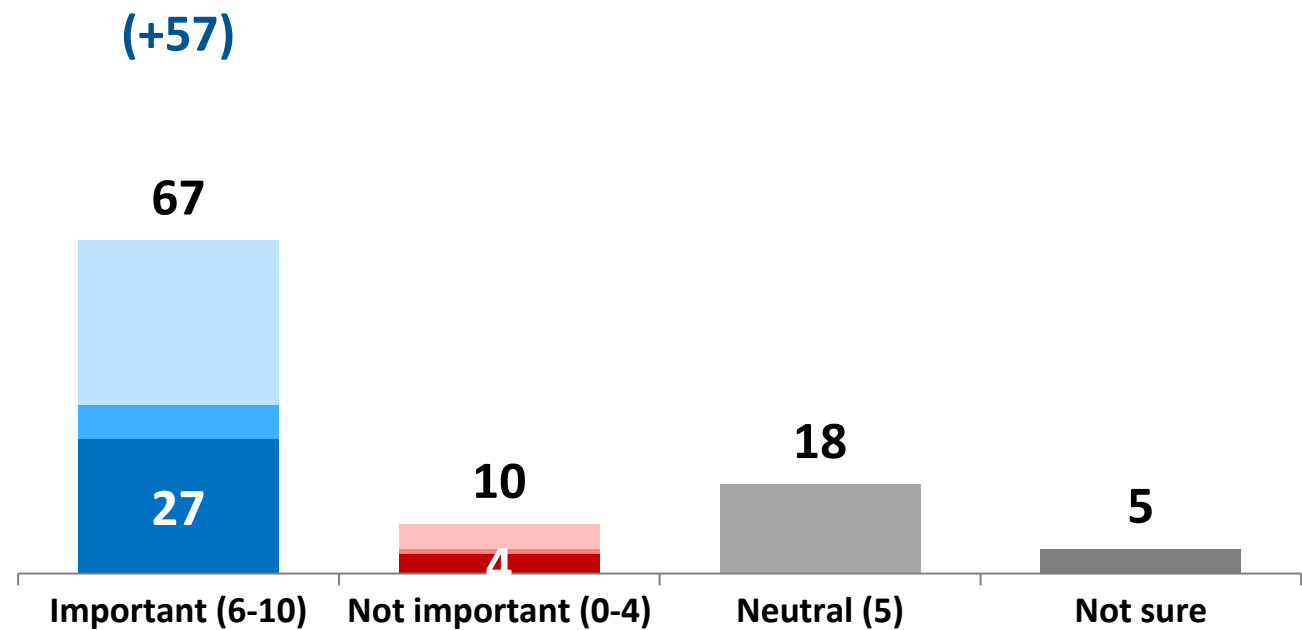


	Yes	No	Net Yes
Total	51	22	+29
Men	50	26	+24
Women	52	18	+34
Under age 50	48	30	+18
Age 50+	53	17	+36
Men < 50	53	31	+23
Women < 50	43	30	+13
Men 50+	48	22	+25
Women 50+	57	12	+45
Non-College Men	50	27	+23
Non-College Women	50	18	+32
College Men	51	24	+27
College Women	55	19	+36
White voters	51	21	+29
White men	49	27	+22
White women	52	16	+36
Latino/a voters	47	30	+16
Democratic ID	46	27	+18
Indep /DK	38	33	+5
Republican ID	58	16	+42
Southeast	57	19	+38
Texas	51	25	+26
Midwest East	58	20	+38
Midwest West	45	22	+23

q46: Do faith institutions like churches respond to economic challenges in your community?

Faith Insititutions in Times of Crisis

Two thirds of rural voters say that rural faith communities are important in times of crisis – again, especially older women and Republicans.



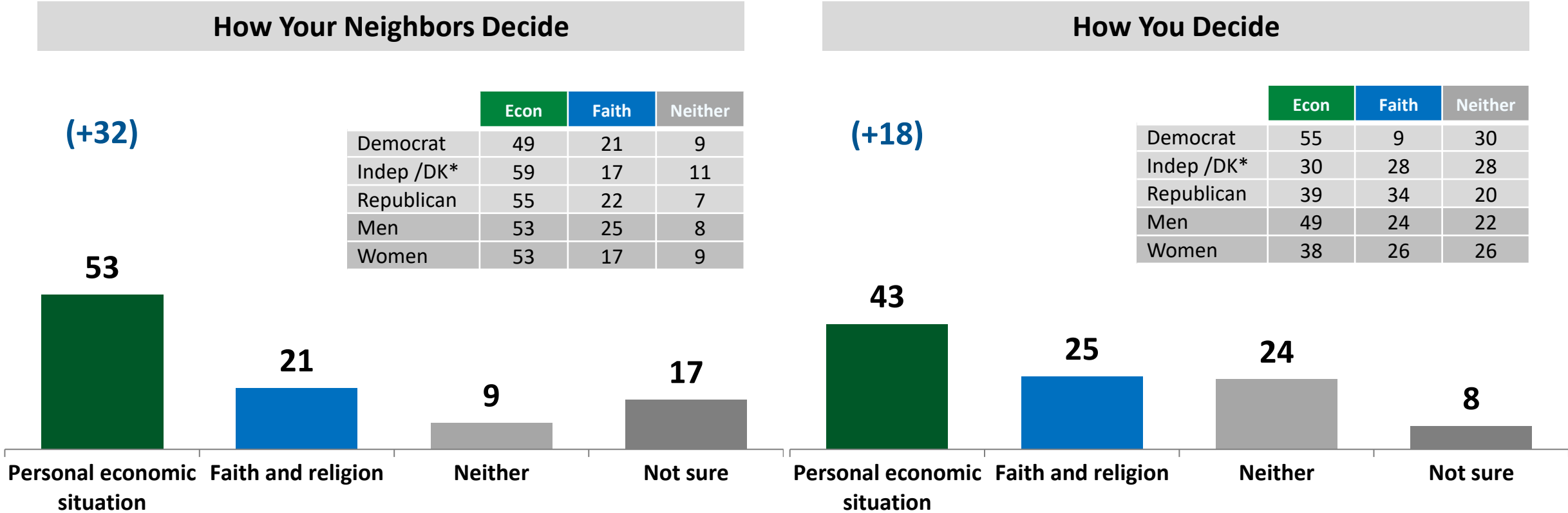
	Important	Not important	Net Imp.
Total	67	10	+57
Men	66	13	+53
Women	68	7	+61
Under age 50	58	15	+43
Age 50+	73	7	+66
Men < 50	61	17	+44
Women < 50	55	12	+43
Men 50+	70	10	+60
Women 50+	75	4	+71
Non-College Men	63	14	+49
Non-College Women	67	5	+61
College Men	75	11	+63
College Women	71	9	+61
White voters	68	9	+59
White men	67	13	+54
White women	69	6	+64
Latino/a voters	58	21	+38
Democratic ID	59	14	+45
Indep /DK	49	11	+38
Republican ID	76	7	+70
Southeast	73	9	+65
Texas	72	9	+63
Midwest East	68	9	+58
Midwest West	66	13	+53

q47: Using a scale from zero to ten, how important are rural faith communities in times of crisis? Zero means not important at all, and ten means very important.

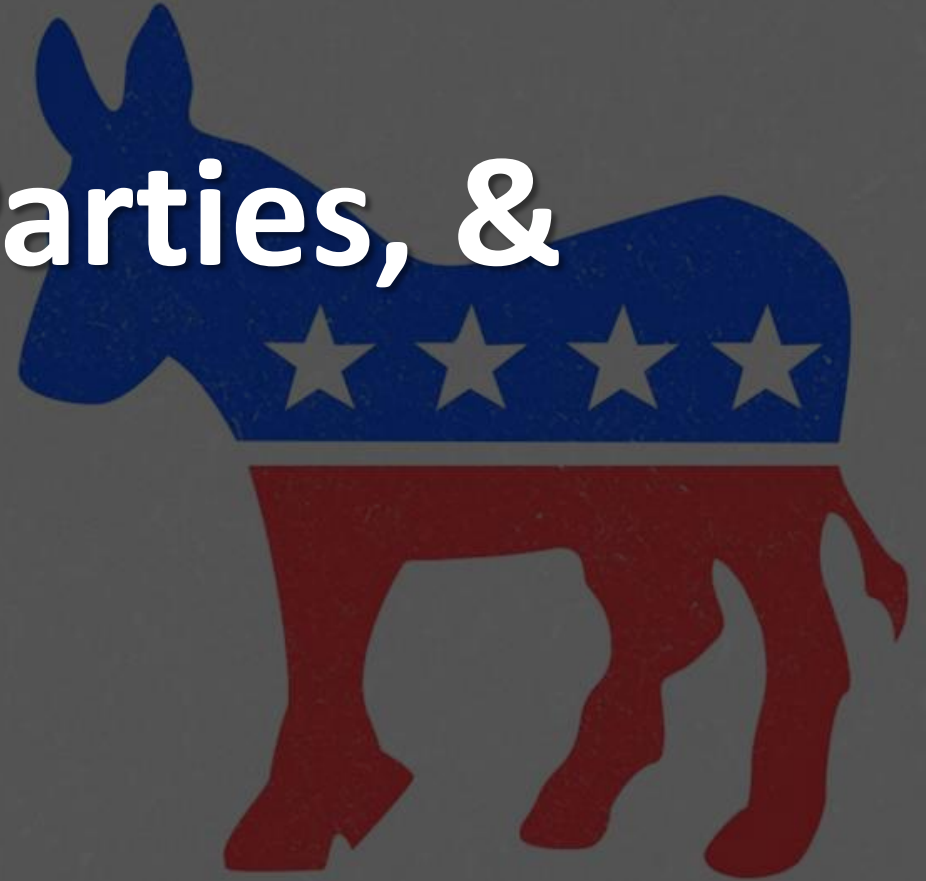
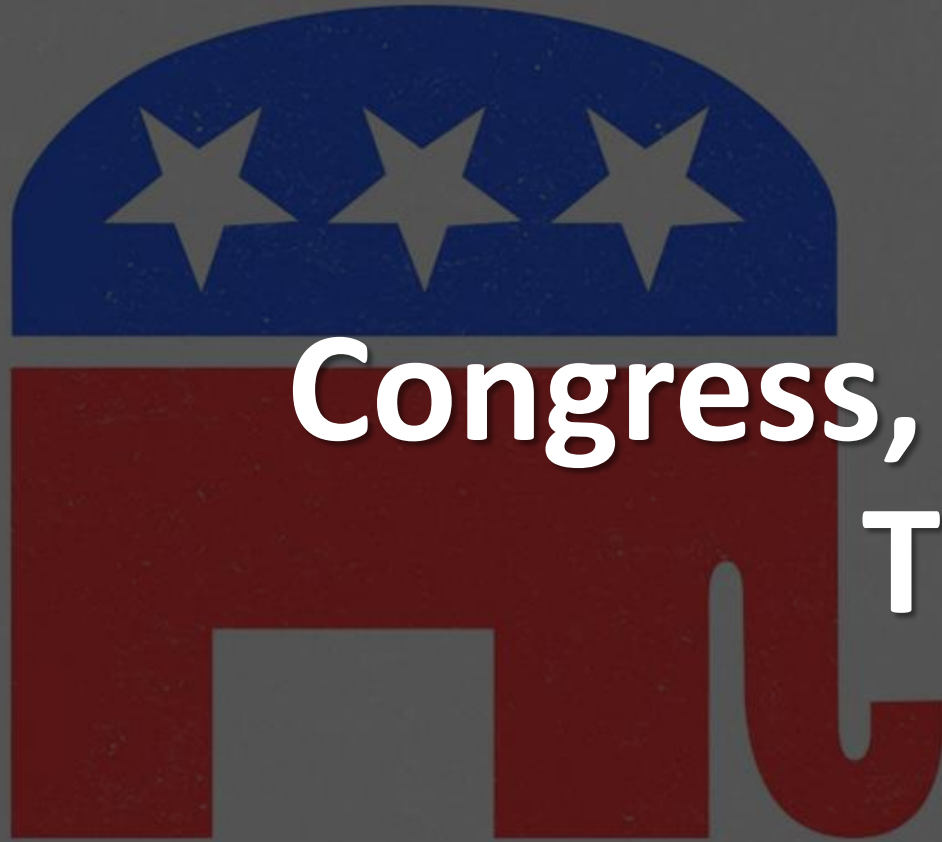
Darker colors indicate intensity

Deciding How to Vote

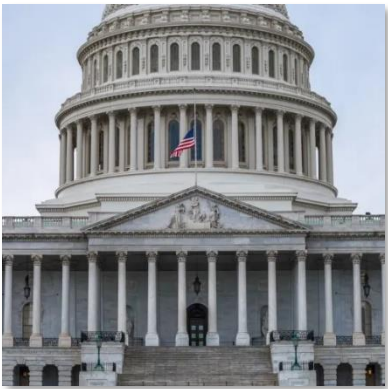
Rural voters are likely to say that they and their neighbors make voting decisions based more on their personal economic situation than on faith and religion. However, Republicans are about evenly divided between economy and faith when it comes to their own personal voting decisions.



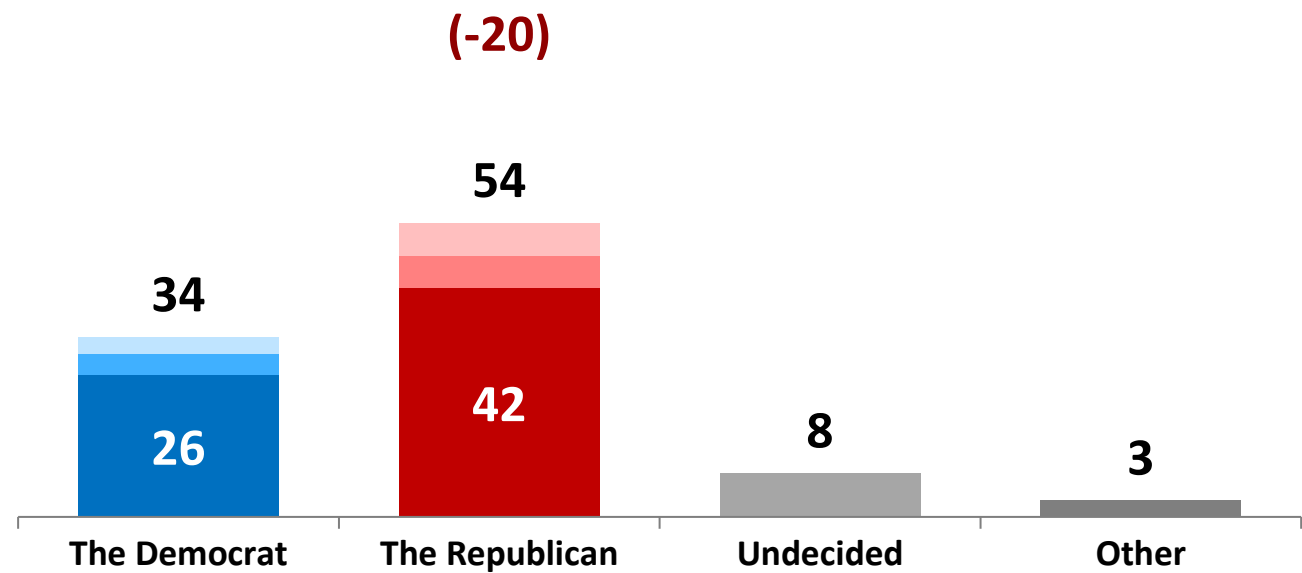
Congress, the Parties, & Trump



Senate Ballot



Rural battleground voters lean toward the generic Republican Senate candidate by 20 points. The ballot is close among rural independents, though over half say they are undecided or would vote for someone else.



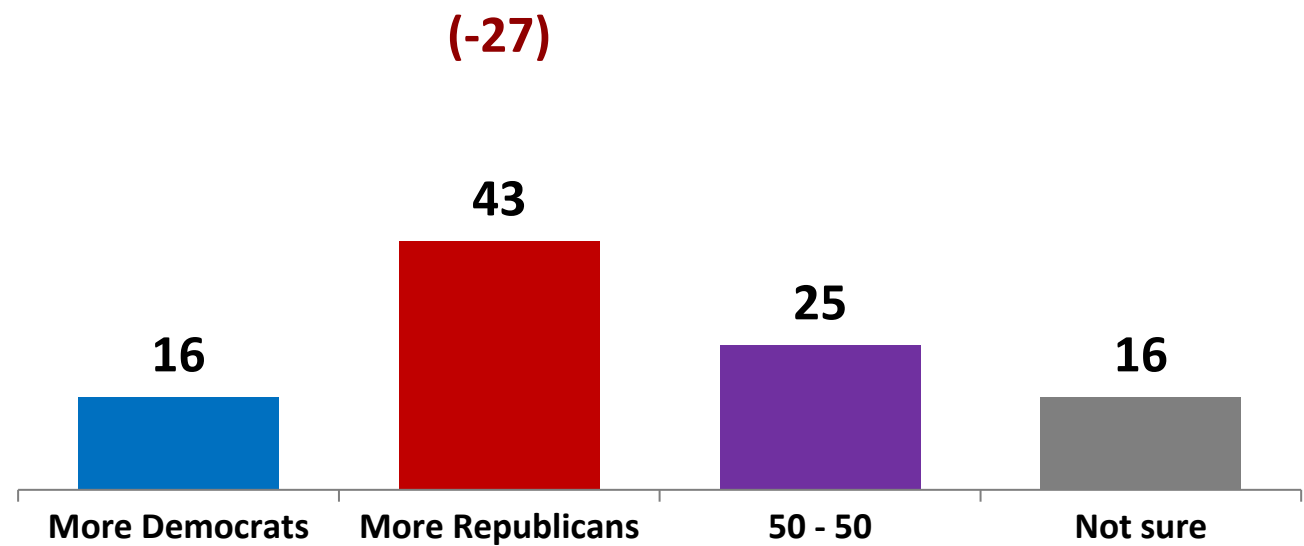
	Democrat	Republican	Net Dem
Total	34	54	-20
Men	33	54	-21
Women	35	55	-20
Under age 50	36	49	-13
Age 50+	33	58	-25
Men < 50	31	51	-20
Women < 50	41	47	-6
Men 50+	35	56	-21
Women 50+	31	59	-28
Non-College Men	33	53	-20
Non-College Women	35	53	-17
College Men	34	55	-21
College Women	33	59	-25
White voters	32	57	-25
White men	32	56	-23
White women	31	58	-27
Latino/a voters	47	43	+5
Democratic ID	90	4	+86
Indep /DK	25	21	+4
Republican ID	4	91	-88
Southeast	33	56	-23
Texas	37	48	-11
Midwest East	37	56	-19
Midwest West	33	52	-19

q19: If the November 2026 general election for U.S. Senate were held today, would you vote for _the Democrat or _the Republican?

Darker colors indicate intensity

Which Party Do Neighbors Vote For

A plurality of rural voters believe that their neighbors will vote more Republican than Democrat this year, though a quarter say think it will be about 50-50. Voters seem to underestimate support for both parties, but especially Democrats (compared to the Senate ballot), though partisans tend to give their own party a boost and independents think their neighbors are more split between the parties.

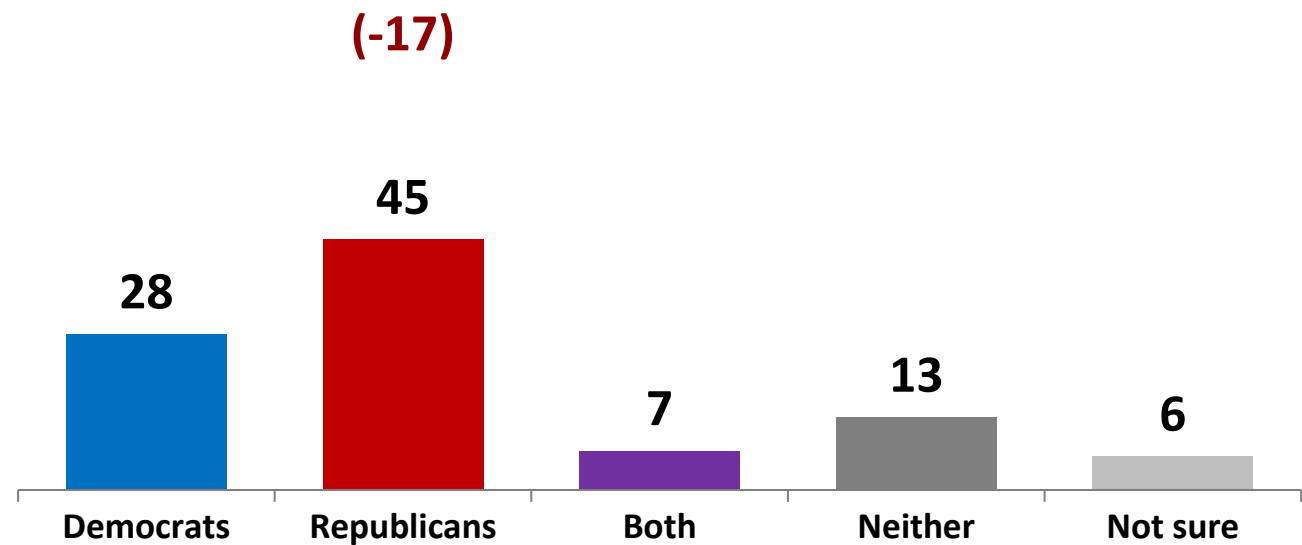


	Democrats	Republicans	50/50
Total	16	43	25
Men	19	42	26
Women	13	44	25
Under age 50	16	42	30
Age 50+	16	44	22
Men < 50	17	42	33
Women < 50	16	43	26
Men 50+	21	43	20
Women 50+	11	44	24
Non-College Men	19	40	24
Non-College Women	12	42	25
College Men	18	47	30
College Women	15	48	24
White voters	13	45	25
White men	17	44	26
White women	10	47	24
Latino/a voters	29	25	35
Democratic ID	38	24	22
Indep /DK	11	21	36
Republican ID	4	59	25
Southeast	17	48	22
Texas	18	50	18
Midwest East	12	44	28
Midwest West	16	43	23

q22: In November this year, do you think your neighbors will vote more for: _Democrats or _Republicans, or do you think it will be about 50-50?

Better for Small Town/Rural Families

Rural voters give Republicans the advantage when it comes to which party is better for small town and rural families, though nearly a fifth say neither party is better or are unsure. This latter group includes over half of rural independents, and over one in ten Democrats or Republicans.

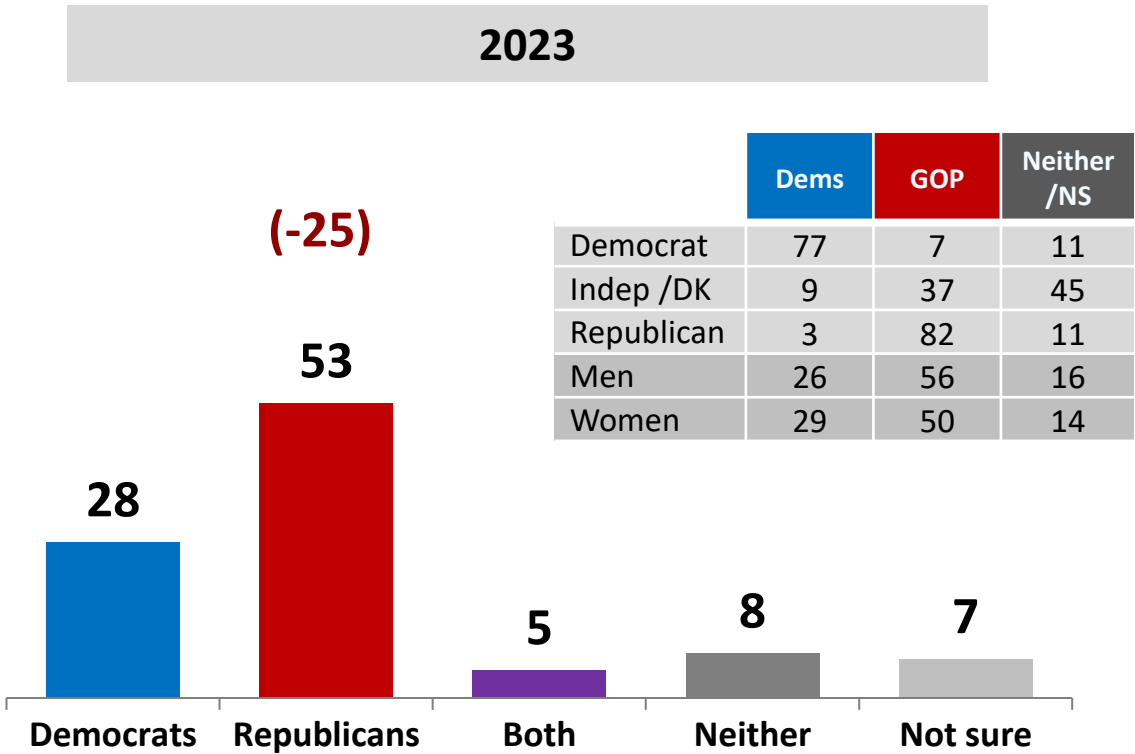
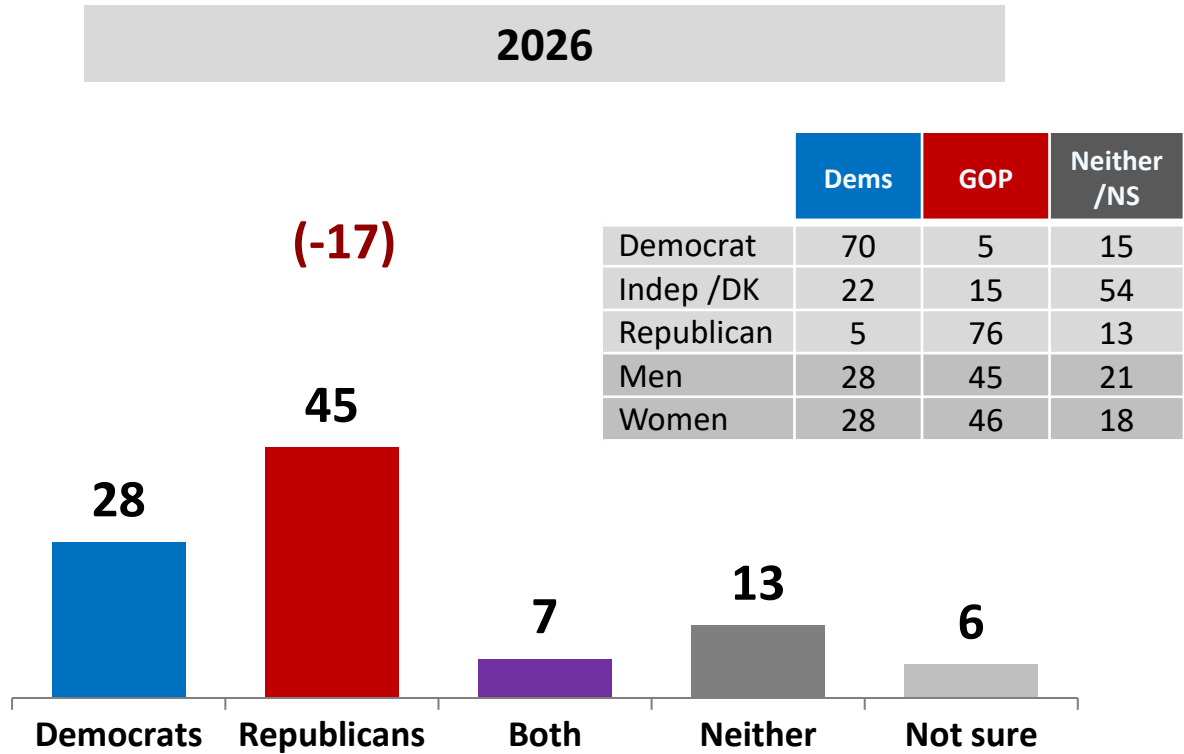


	Democrats	Republicans	Neither/ Not sure	Net Dem
Total	28	45	19	-17
Men	28	45	21	-16
Women	28	46	18	-18
Under age 50	29	40	20	-11
Age 50+	28	49	19	-21
Men < 50	27	41	21	-14
Women < 50	30	38	19	-8
Men 50+	29	47	20	-18
Women 50+	27	50	17	-24
Non-College Men	27	43	22	-16
Non-College Women	28	44	19	-16
College Men	31	48	16	-16
College Women	28	51	15	-23
White voters	27	48	18	-21
White men	29	46	18	-17
White women	24	50	18	-26
Latino/a voters	41	36	16	+4
Democratic ID	70	5	15	+65
Indep /DK	22	15	54	+7
Republican ID	5	76	13	-71
Southeast	28	52	14	-25
Texas	33	39	17	-7
Midwest East	28	45	21	-17
Midwest West	28	45	19	-17

q23: In general, who do you think are better for small-town and rural families: _the Democrats or _the Republicans?

Better for Small Town/Rural Families Over Time

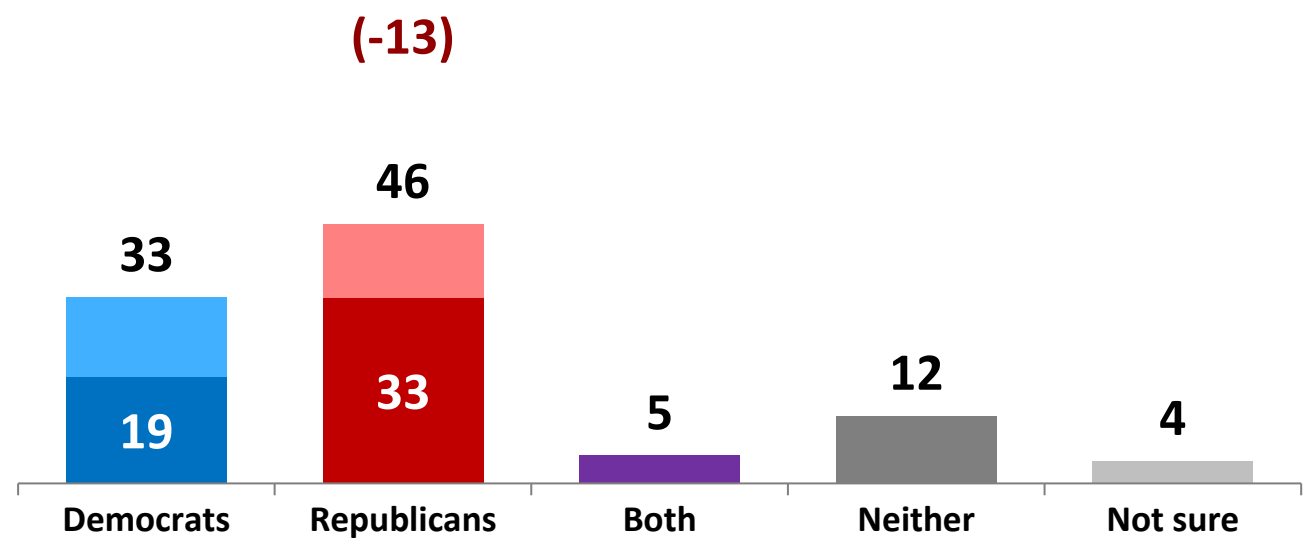
Rural voters consistently give Republicans the advantage when it comes to which party is better for small town and rural families – though that advantage has weakened since 2023. More voters now, across party ID and gender, say neither party is better, and independents have moved toward the Democrats over time.



q23: In general, who do you think are better for small-town and rural families: _the Democrats or _the Republicans?

Better for Rural Economy

Rural battleground state voters tend to believe that Republicans are better for the rural economy, though this is strongly divided by partisanship. Nearly half of rural independents can't say which party is better on the economy.



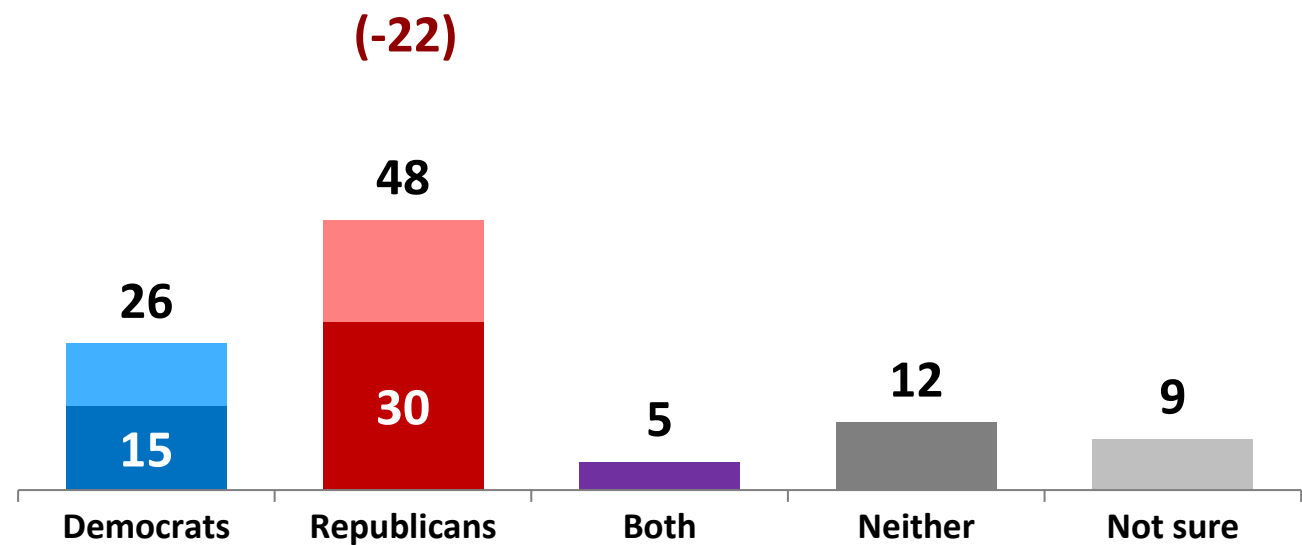
	Democrats	Republicans	Neither/ Not sure	Net Dem
Total	33	46	16	-13
Men	35	42	18	-6
Women	31	50	15	-19
Under age 50	36	38	18	-2
Age 50+	31	51	15	-20
Men < 50	37	33	20	+3
Women < 50	36	43	15	-8
Men 50+	35	48	15	-14
Women 50+	28	53	15	-25
Non-College Men	33	43	19	-10
Non-College Women	30	45	18	-15
College Men*	41	40	15	+1
College Women*	31	59	10	-28
White voters	30	49	16	-19
White men	36	43	15	-7
White women	24	54	17	-31
Latino/a voters	42	41	11	+1
Democratic ID	83	3	10	+80
Indep /DK*	28	15	46	+14
Republican ID	5	79	12	-74
Southeast	26	60	10	-34
Texas	49	34	14	+15
Midwest East	36	39	19	-2
Midwest West	29	38	24	-9

q24: SSA: And thinking specifically about economic issues, who is better for small-town and rural families on the economy: _the Democrats or _the Republicans?

Darker colors indicate intensity *Caution smaller sample size in split sampled items

Better Shares Values

Republicans have more of an advantage when it comes to sharing rural families’ values, though a larger share of rural voters (and especially independents) are unable to choose between parties.



	Democrats	Republicans	Neither/ Not sure	Net Dem
Total	26	48	21	-22
Men	25	52	20	-27
Women	27	45	21	-18
Under age 50	22	45	24	-24
Age 50+	29	50	18	-22
Men < 50	17	53	23	-35
Women < 50	26	37	25	-11
Men 50+	30	52	17	-21
Women 50+	27	49	18	-22
Non-College Men	27	46	23	-19
Non-College Women	27	42	27	-15
College Men*	18	67	12	-48
College Women*	27	50	11	-23
White voters	25	51	20	-26
White men	24	53	20	-29
White women	25	49	20	-24
Latino/a voters	37	33	16	+4
Democratic ID	69	7	15	+62
Indep /DK*	17	20	59	-3
Republican ID	3	79	14	-76
Southeast	27	46	19	-19
Texas	20	54	19	-34
Midwest East	24	58	14	-34
Midwest West	34	46	16	-12

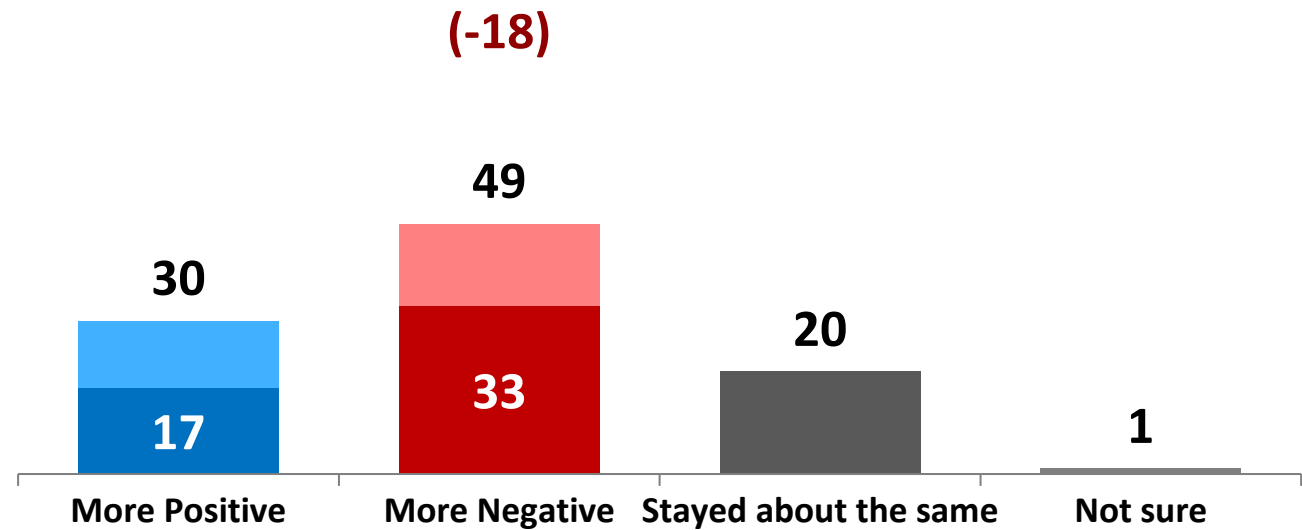
q27: SSB: And thinking specifically about values, who better shares the values of smalltown and rural families: _the Democrats or _the Republicans?

Darker colors indicate intensity *Caution smaller sample size in split sampled items

Reported Feelings Towards Trump Since Re-election



A near majority of rural voters feel more negative about Trump since his 2024 re-election. This includes more than half of independent rural voters and a quarter of Republican rural voters in battleground states.



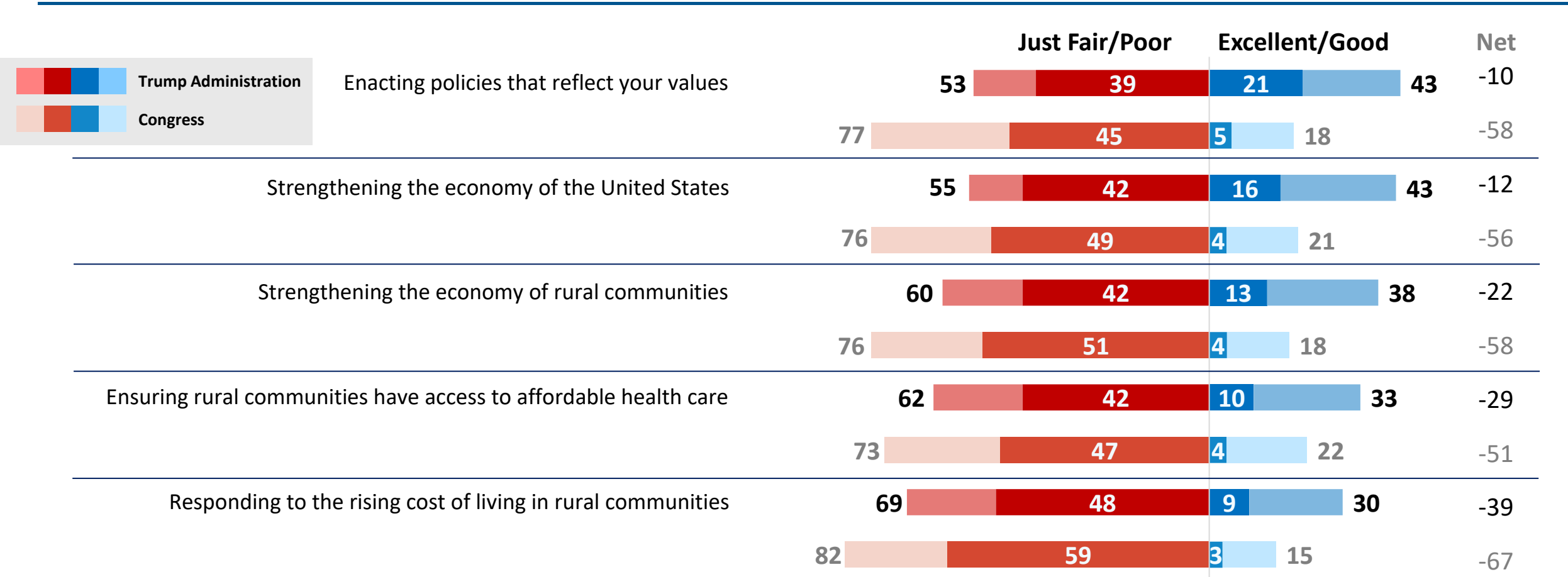
	More Positive	More Negative	Same	Net Pos
Total	30	49	20	-18
Men	34	49	18	-15
Women	28	48	22	-21
Under age 50	31	50	17	-20
Age 50+	30	47	22	-17
Men < 50	36	48	16	-11
Women < 50	24	53	19	-29
Men 50+	32	49	19	-18
Women 50+	30	46	24	-16
Non-College Men	31	49	20	-18
Non-College Women	27	54	18	-27
College Men	39	48	13	-9
College Women	29	39	30	-10
White voters	31	48	20	-16
White men	34	48	17	-14
White women	29	47	23	-18
Latino/a voters	30	52	16	-22
Democratic ID	5	86	9	-81
Indep /DK	18	56	23	-38
Republican ID	49	25	25	+24
Southeast	31	44	24	-13
Texas	33	48	17	-14
Midwest East	29	51	20	-22
Midwest West	31	48	21	-17

q15: Have your feelings about Donald Trump gotten much more positive, somewhat more positive, somewhat more negative, much more negative, or stayed about the same since he was reelected in 2024?

Darker colors indicate intensity

Trump Administration/Congress Job

Most rural voters believe that both the Trump Administration and Congress are **not doing a good job** on any of the tested issues, from reflecting their values to improving the economy to lowering costs. They do give Trump more credit than they give Congress, especially for reflecting their values and strengthening the national economy.



Q33/34: SSC/SSD: For each of the following issues, please indicate if you think Congress/the Trump Administration is doing an excellent, good, just fair, or poor job.

Darker colors indicate intensity

Political Worries & Specific Policies



Political Worries Full Text

That **politicians are out of touch** with how hard it is to make ends meet and support a family

That **political violence** is increasing in our country

That we are **spending too much abroad** instead of using our taxpayer dollars to invest here at home

That the **government is cutting funding for public programs** that small-town and rural families rely on, like SNAP and Medicaid

That we have **too many illegal immigrants committing crimes** here in our country

That you **won't be able to buy certain groceries or afford basic needs** because of rising costs

That the United States is **losing its standing in the world** today

That you won't be able to **fill up your tank of gas** because of rising costs

That you might have to decide between **paying for medical bills, including prescription drugs, or paying for food, utilities, and other necessities**

That you may be forced to **cut back or go without health insurance** because of rising costs

That **immigrants who contribute to our communities** are being needlessly detained and deported

That one of your friends or family members will have a **mental health problem** and won't be able to get the help they need

That your **community is becoming more polarized** along political party lines

That politics is creating **division within your faith community**

That by **cutting foreign aid, the U.S. is abandoning its moral responsibility** to support poorer nations in their efforts to develop economically and fight hunger and disease

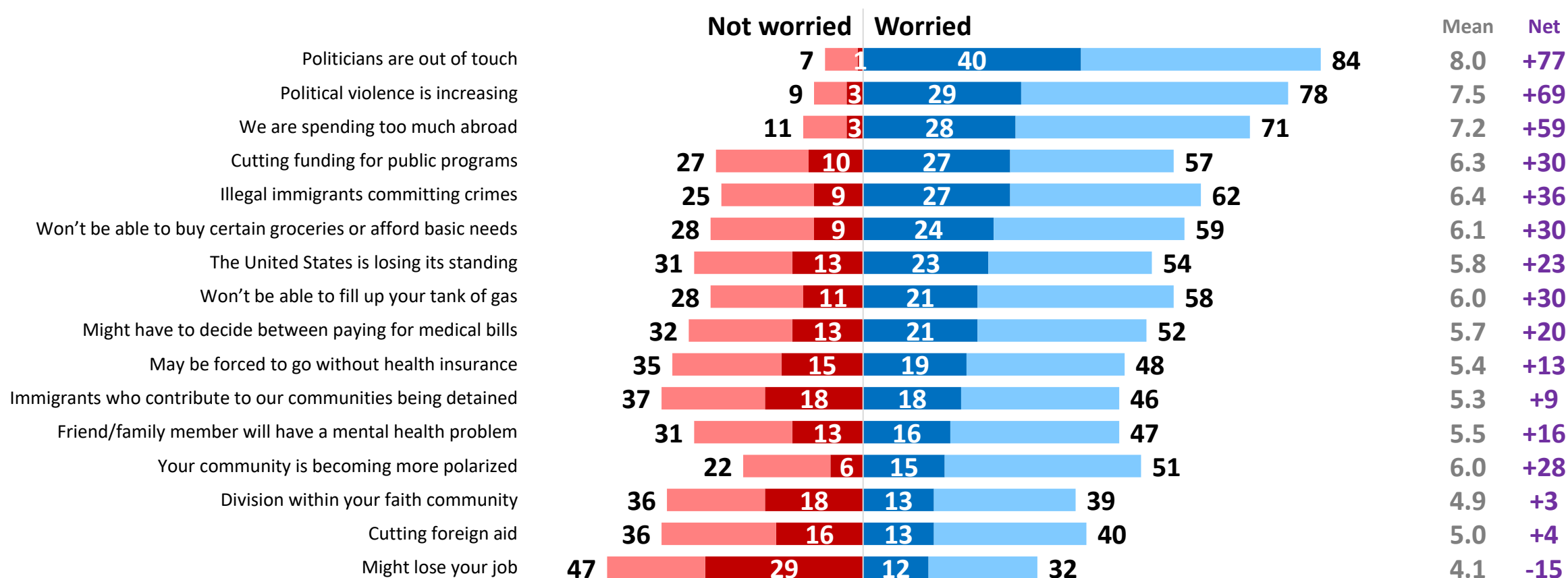
That you might **lose your job, get laid off, or get reduced hours** because of the struggling economy

q40: Here are some issues that may be on the minds of other people in your state. Using a scale from zero to ten, please indicate how much you are personally worried about each. Zero means that you are not at all worried, and ten means you are very worried.

Sorted by % 10 – Very Worried

Political Worries

Rural voters are unhappy with politicians right now – their biggest worry is that politicians do not understand their economic struggles. Though with less intensity, a strong majority also worry about increasing political violence and using taxpayer dollars abroad instead of at home.

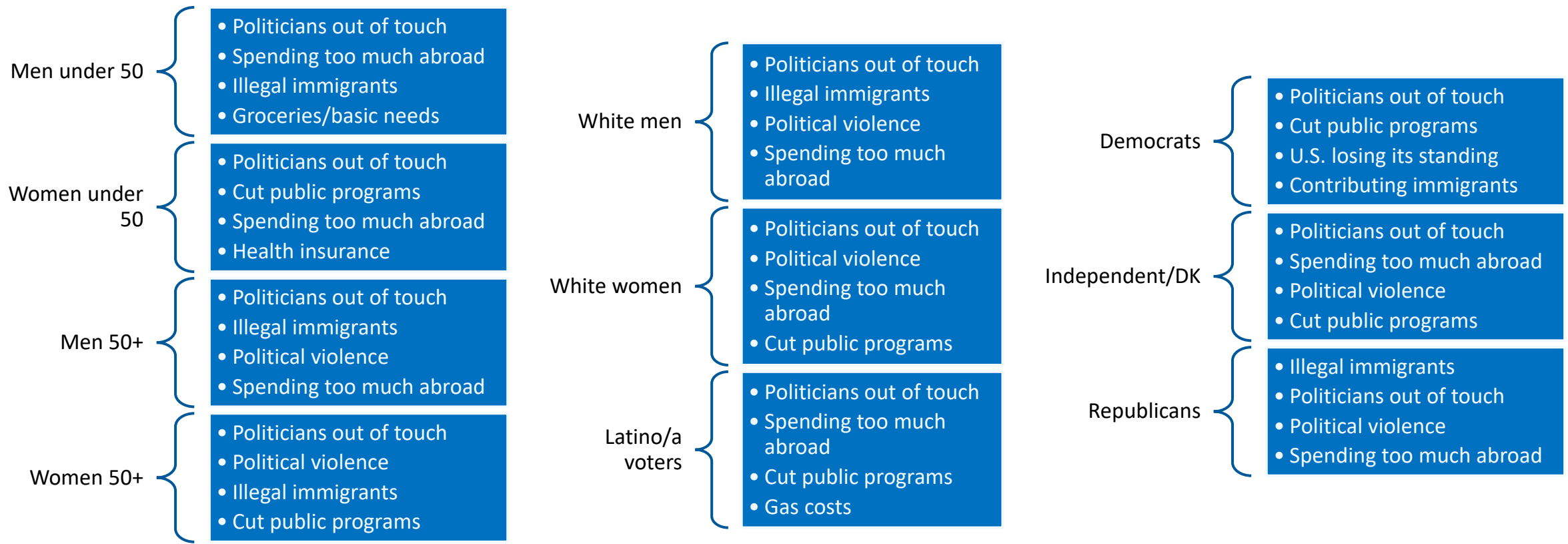


q40: Here are some issues that may be on the minds of other people in your state. Using a scale from zero to ten, please indicate how much you are personally worried about each. Zero means that you are not at all worried, and ten means you are very worried.

Darker colors indicate intensity

Political Worries by Demographics

Out of touch politicians are the biggest worry across nearly all demographic groups. Rural voters are also sensitive to increasing political violence, spending taxpayer dollars abroad instead of at home, and cutting public programs that families rely on. Younger voters and Latinos/as also have cost-specific worries, from groceries to health insurance to gas. Democrats are very worried about funding cuts, Republicans about spending, and independents both.



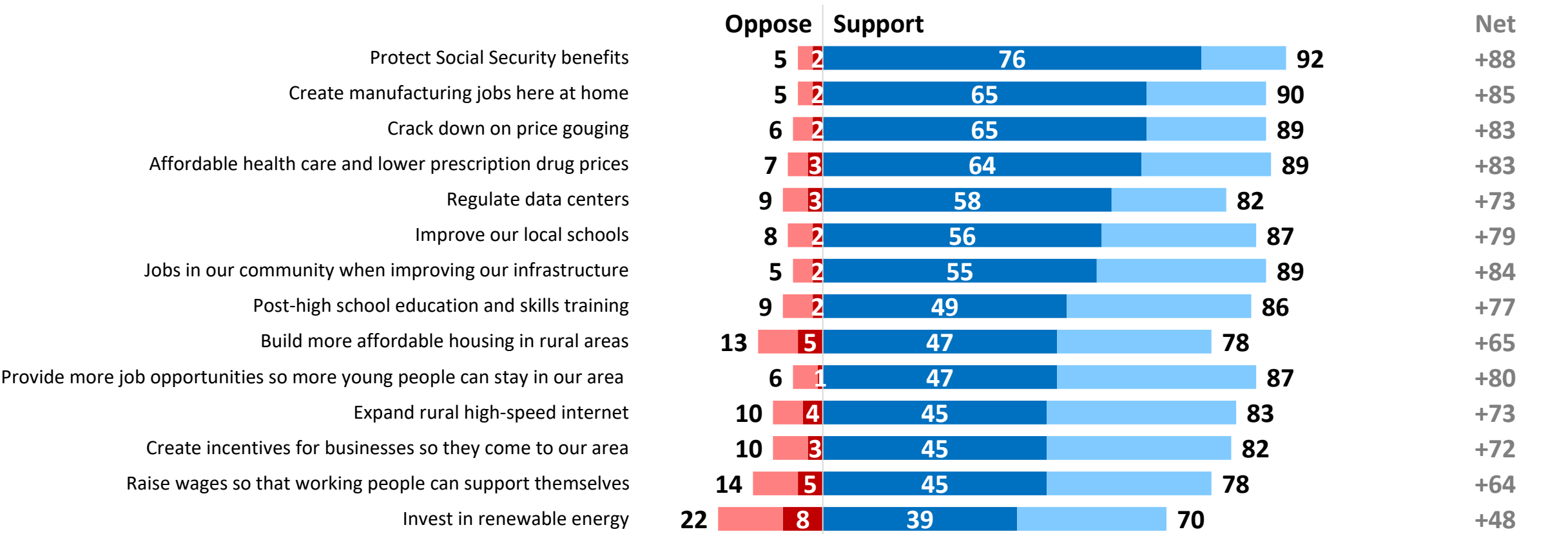
q40: Here are some issues that may be on the minds of other people in your state. Using a scale from zero to ten, please indicate how much you are personally worried about each. Zero means that you are not at all worried, and ten means you are very worried.

Economic Policies Full Text

Protect Social Security benefits to ensure seniors have the retirement savings they have earned
Create manufacturing jobs here at home instead of shipping jobs overseas
Crack down on price gouging to make life more affordable
Ensure access to affordable health care and lower prescription drug prices so no one has to choose between getting the care they need and putting food on the table
Regulate data centers so they do not pass on increased energy costs to rural residents or overuse water reservoirs
Improve our local schools so our children can compete for good-paying jobs
Create local and good-paying jobs in our community when improving our infrastructure , like expanding access to high-speed internet and repairing our roads, bridges, and rail
Provide post-high school education and skills training so working people in our area can compete for good-paying jobs
Build more affordable housing in rural areas
Provide more job opportunities so more young people can stay in our area rather than leaving to find better-paying jobs
Expand rural high-speed internet so more people can work from home, small businesses can expand, students can be supported online, and the local economy can grow
Create incentives for businesses so they come to our area
Raise wages so that working people can afford to support themselves and their families
Invest in renewable energy to diversify our local economy and bring new, good-paying jobs to our area

Economic Policies

Rural voters most strongly support protecting Social Security benefits for seniors, followed by creating manufacturing jobs in the U.S., cracking down on price gouging, and increasing access to affordable health care.

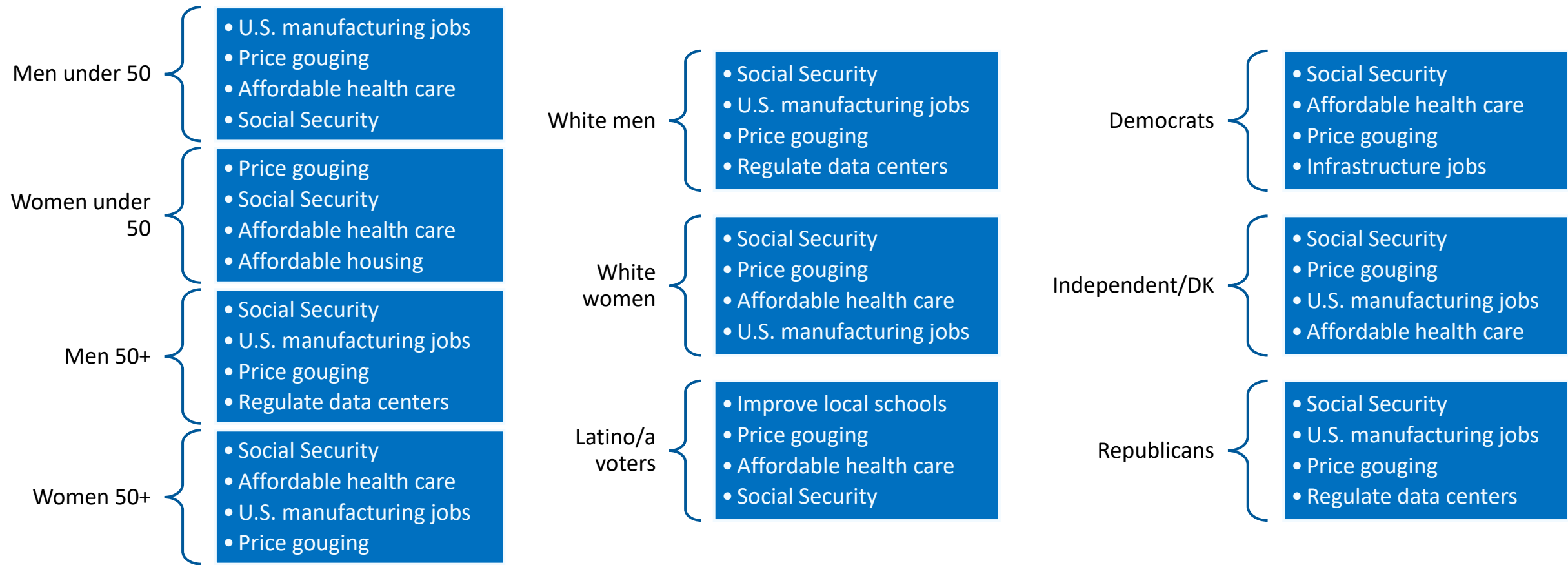


q41: Here are some potential policies others have discussed as a way to boost rural and small-town economies. Please indicate whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each policy.

Darker colors indicate intensity

Economic Policies by Demographics

The top policies are similar across demographic groups, though affordable housing pops with younger women, regulating data centers is especially important to Republicans and white, older men, and improving local schools is the top priority for Latino/a voters. Protecting Social Security is the top policy for voters of all three parties; taking on price gouging is important as well.



q41: 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.

Trump's Tariff Policy

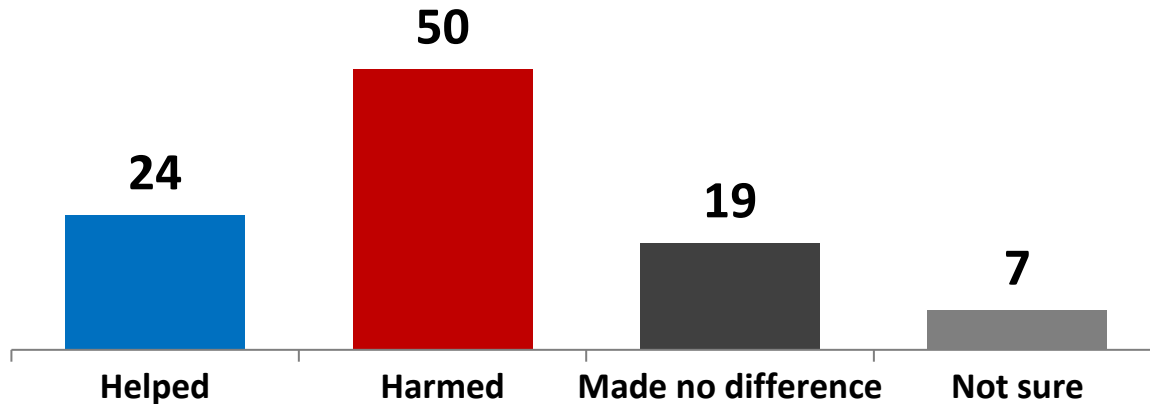
Rural voters tend to believe that Trump's tariff policies have harmed both their local economy and their family's economic situation. A strong majority of Democrats and most independents believe the tariffs have been harmful. Republicans have more mixed views on the issue – though not largely positive, even as it is identified as a Trump policy.



Local Economy

	Helped	Harmed	No Diff
Democratic ID	4	88	7
Indep /DK*	16	67	10
Republican ID	37	24	28

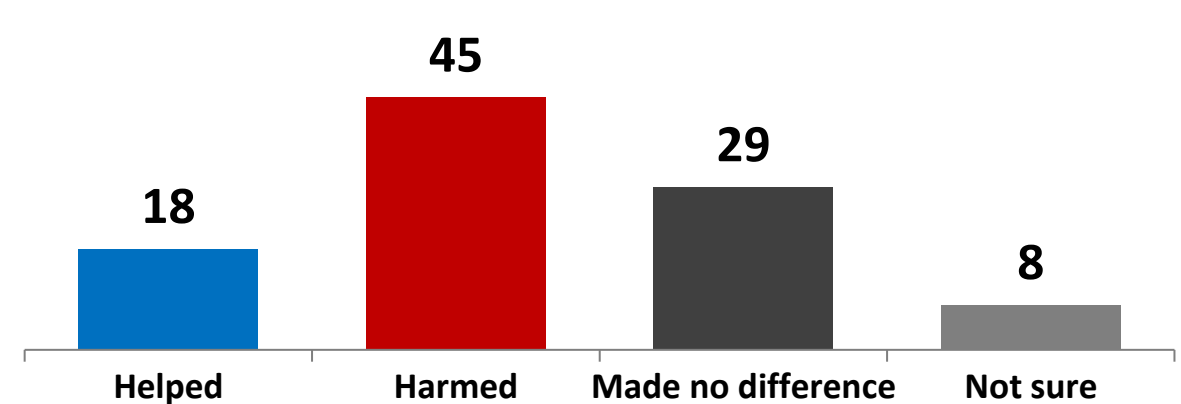
(-26)



Your Family's Economic Situation

	Helped	Harmed	No Diff
Democratic ID	2	81	14
Indep /DK*	4	56	32
Republican ID	31	21	37

(-27)

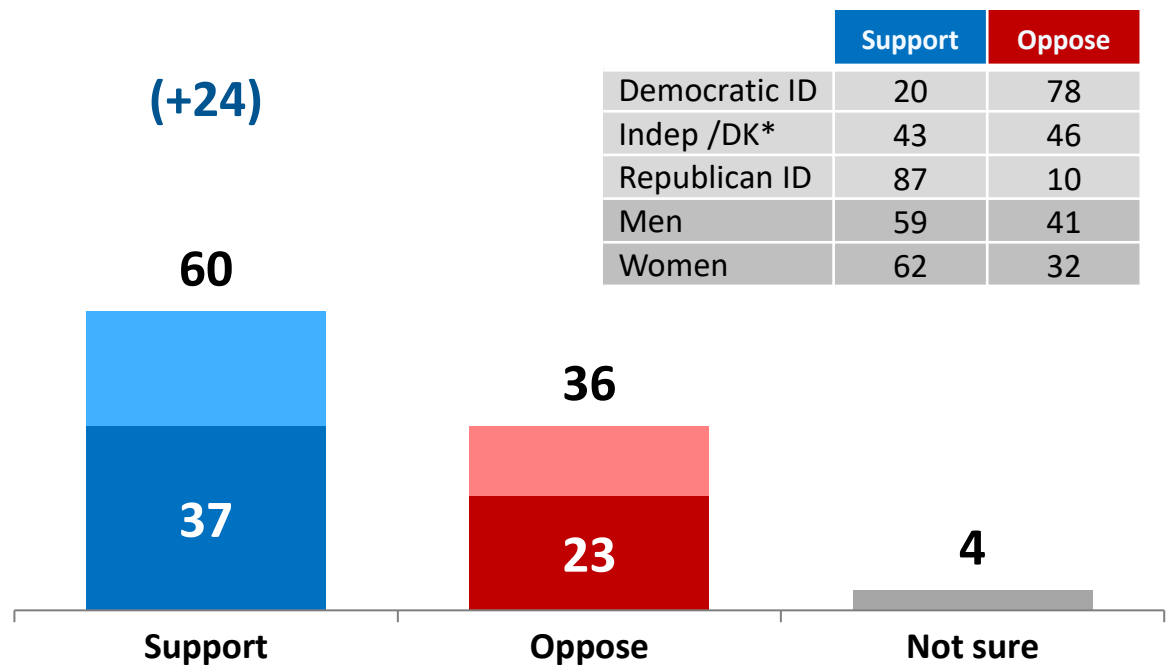


Immigration Policy Support vs Mass Deportation Support

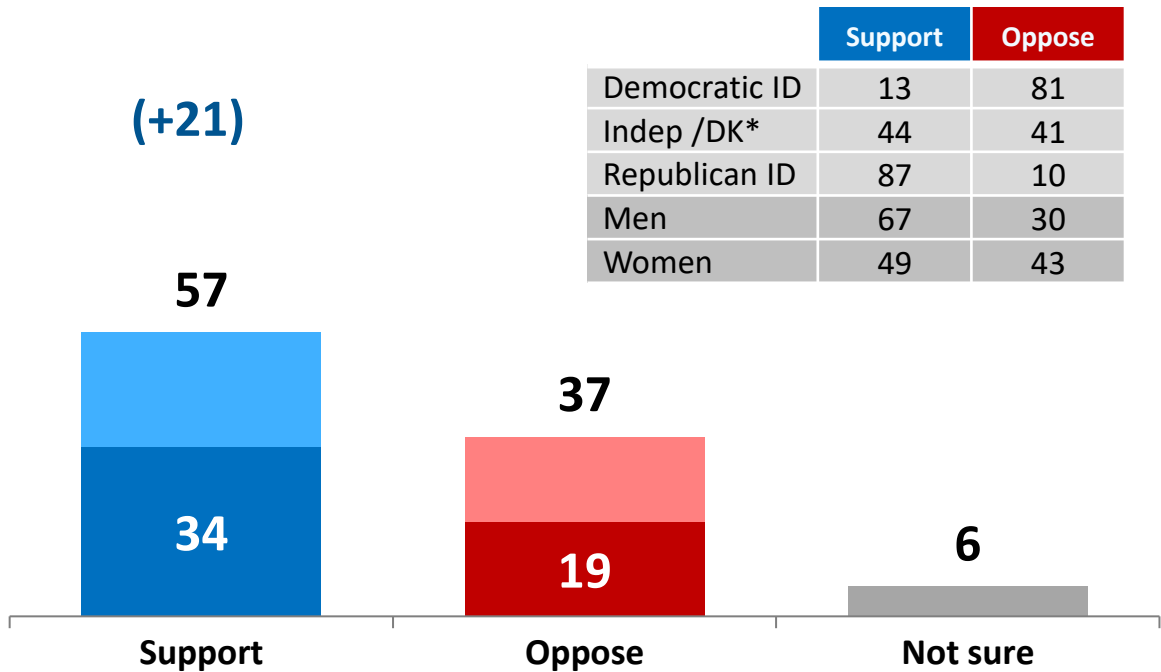
A majority of rural voters support current immigration policy, with major partisan divisions (and independents split down the middle). Support is somewhat weaker, especially among women, when it is described as mass deportations.



Immigration Policy Support



Mass Deportation Support

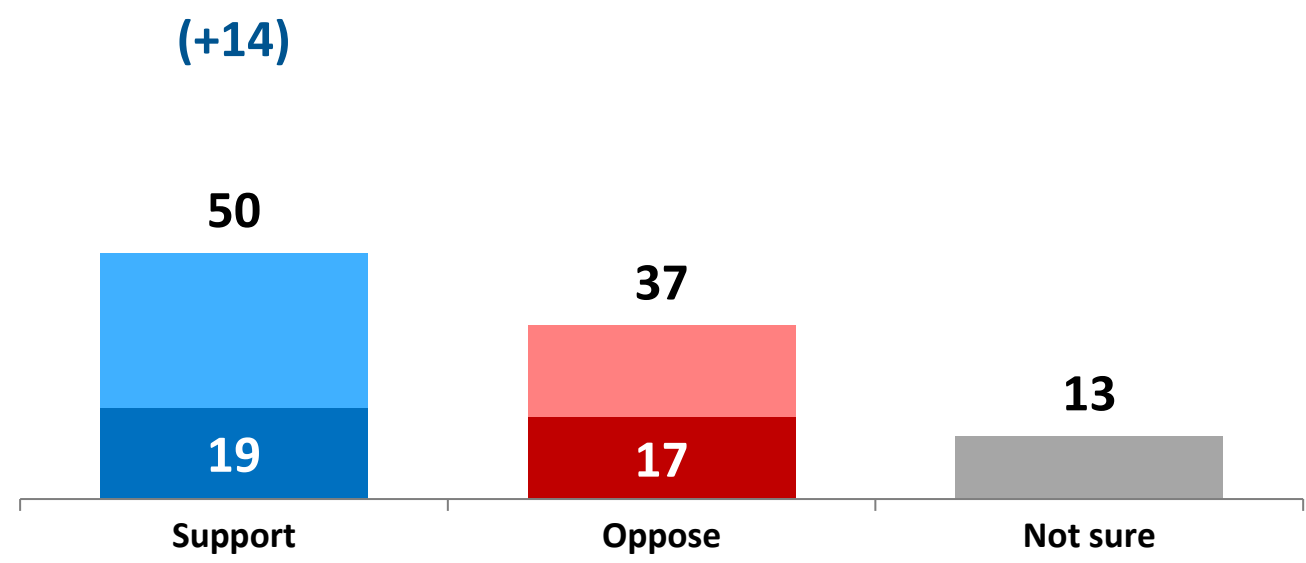


Q38/39: SSA/SSB: Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the current immigration policy in the U.S.?/ including its mass deportation efforts?

Darker colors indicate intensity *Caution smaller sample size in split sampled items

Support for U.S. Military Interventions

Half of rural voters say they support military interventions when they advance U.S. economic interests. This is driven by rural Republicans; independents and Democrats both oppose this type of intervention.



	Support	Oppose	Net Support
Total	50	37	+14
Men	53	39	+14
Women	49	35	+14
Under age 50	50	37	+13
Age 50+	50	36	+14
Men < 50	55	38	+17
Women < 50	46	36	+9
Men 50+	51	39	+12
Women 50+	50	34	+17
Non-College Men	55	36	+19
Non-College Women	48	31	+17
College Men	47	45	+2
College Women	50	41	+9
White voters	51	35	+16
White men	52	38	+15
White women	49	33	+17
Latino/a voters	45	48	-3
Democratic ID	24	62	-39
Indep /DK	31	57	-26
Republican ID	71	17	+55
Southeast	60	29	+31
Texas	48	40	+7
Midwest East	45	38	+7
Midwest West	48	37	+11

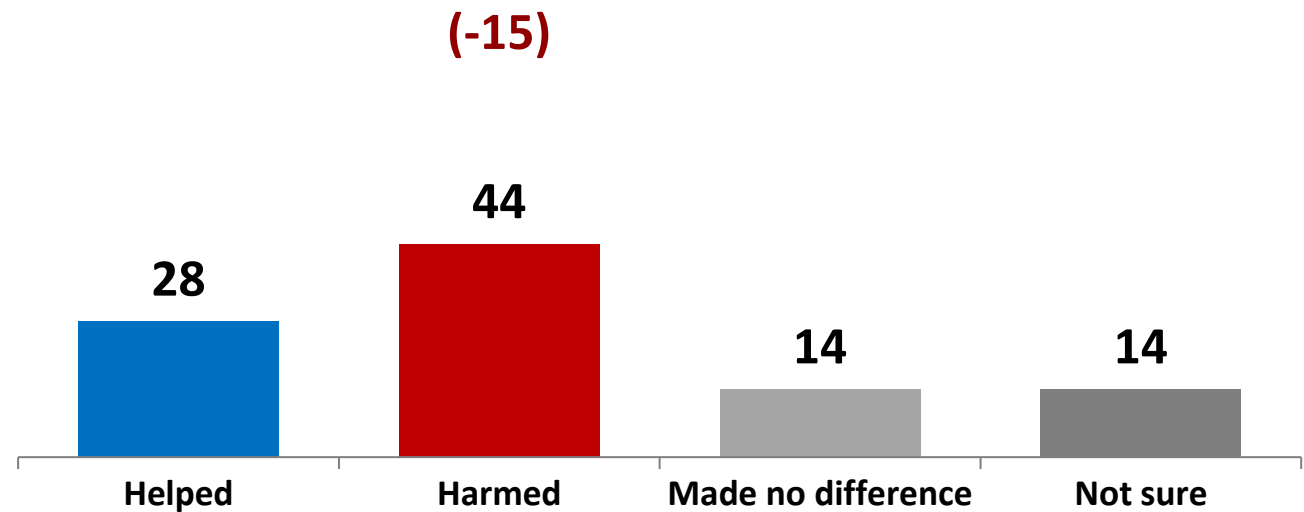
q50: Do you strongly support, somewhat support, somewhat oppose, or strongly oppose U.S. military interventions abroad when they are carried out to advance U.S. economic interests?

Darker colors indicate intensity

Impact of U.S. Military Interventions

A plurality of rural voters believe recent military interventions abroad have *harmed* U.S. economic interests. While this is divided by partisanship, even a good share of Republicans do not believe recent interventions (under the Trump Administration) have helped the economy.

Recall that only a third of rural voters have a favorable opinion of the war in Iran – they do not see this particular intervention as advancing their economic interests.

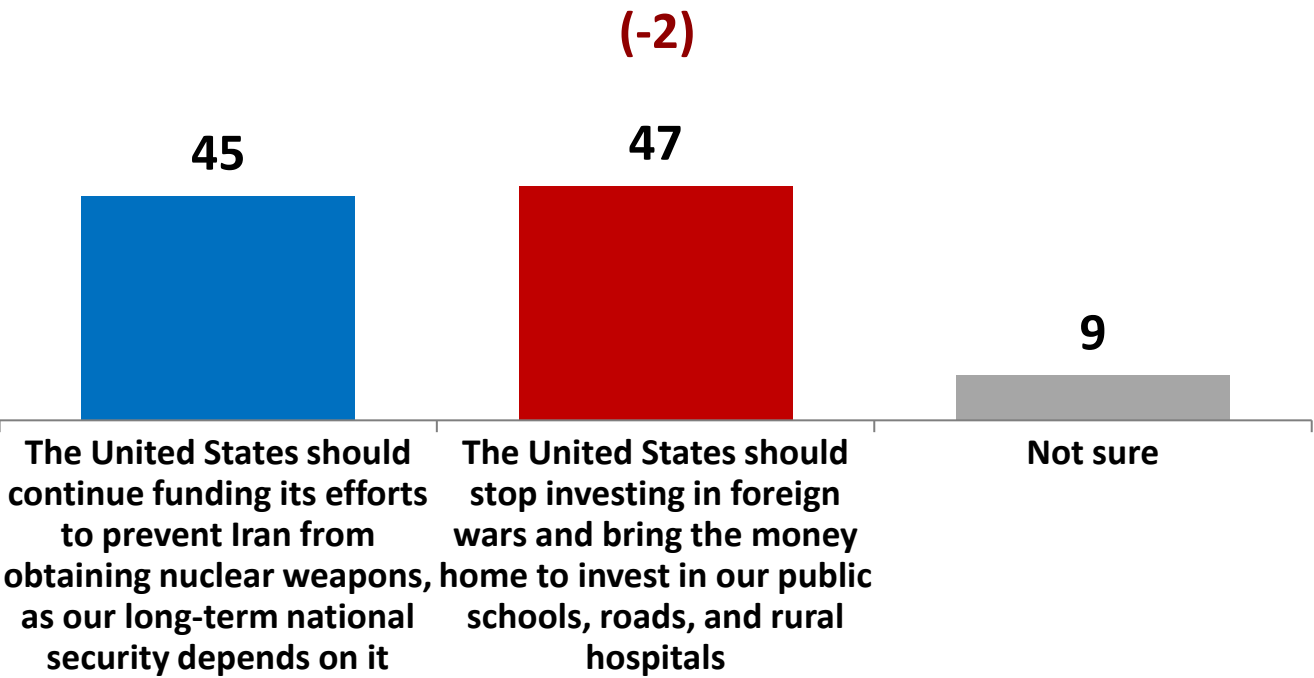


	Helped	Harmed	No Diff
Total	28	44	14
Men	33	46	12
Women	24	41	16
Under age 50	27	46	12
Age 50+	29	42	15
Men < 50	35	47	8
Women < 50	19	46	17
Men 50+	31	45	14
Women 50+	27	39	16
Non-College Men	33	45	11
Non-College Women	20	39	17
College Men	32	47	12
College Women	30	47	15
White voters	29	43	14
White men	33	45	13
White women	25	41	14
Latino/a voters	20	54	18
Democratic ID	8	73	8
Indep /DK	17	60	8
Republican ID	43	23	18
Southeast	32	41	12
Texas	29	39	14
Midwest East	23	45	18
Midwest West	30	46	11

q51: And do you believe recent U.S. military interventions carried out abroad have helped advance U.S. economic interests, harmed U.S. economic interests, or made no difference?

Iran War Opinion

However, when given brief arguments in favor and against the war in Iran, rural voters are split on whether they want the government to continue funding it or not. Republicans and older voters are more supportive of the war effort and Democrats, independents, and younger voters want to stop funding the war.



	Continue funding	Stop investing	Net Continue Funding
Total	45	47	-2
Men	48	46	+2
Women	42	47	-5
Under age 50	35	56	-21
Age 50+	51	40	+10
Men < 50	44	49	-5
Women < 50	25	64	-40
Men 50+	51	43	+7
Women 50+	51	38	+13
Non-College Men	47	45	+2
Non-College Women	40	47	-7
College Men	49	47	+2
College Women	45	48	-3
White voters	46	45	+1
White men	48	45	+2
White women	44	45	-1
Latino/a voters	29	62	-33
Democratic ID	19	73	-54
Indep /DK	24	60	-36
Republican ID	65	28	+37
Southeast	48	45	+2
Texas	45	46	-
Midwest East	48	42	+6
Midwest West	37	51	-14

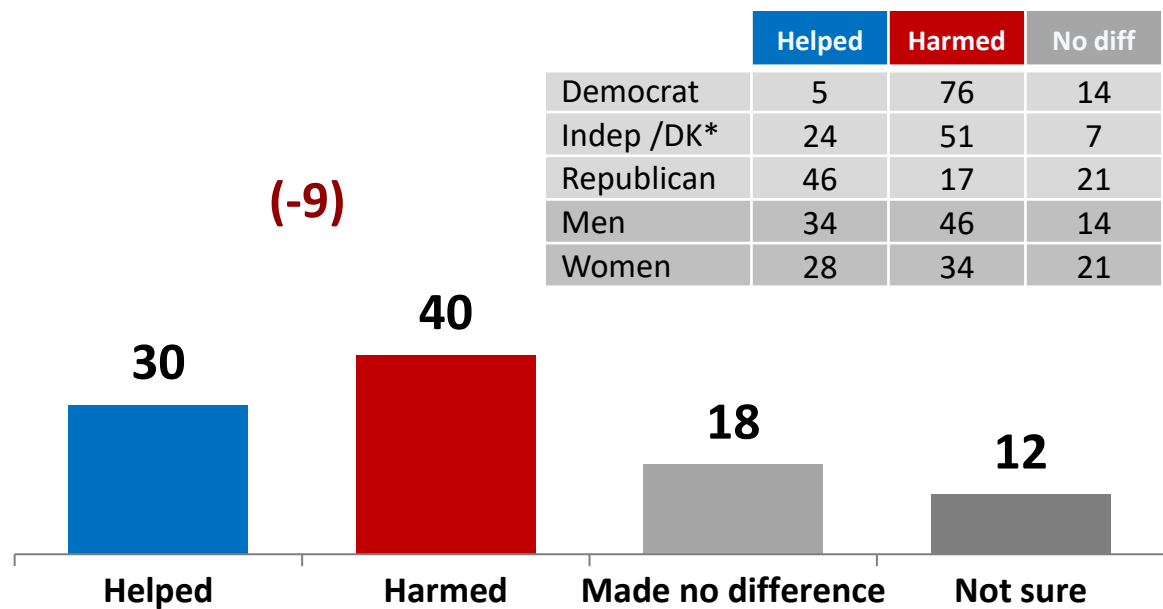
q54: Which of the following do you agree with more, even if neither is perfect?

International Aid Cuts Impact

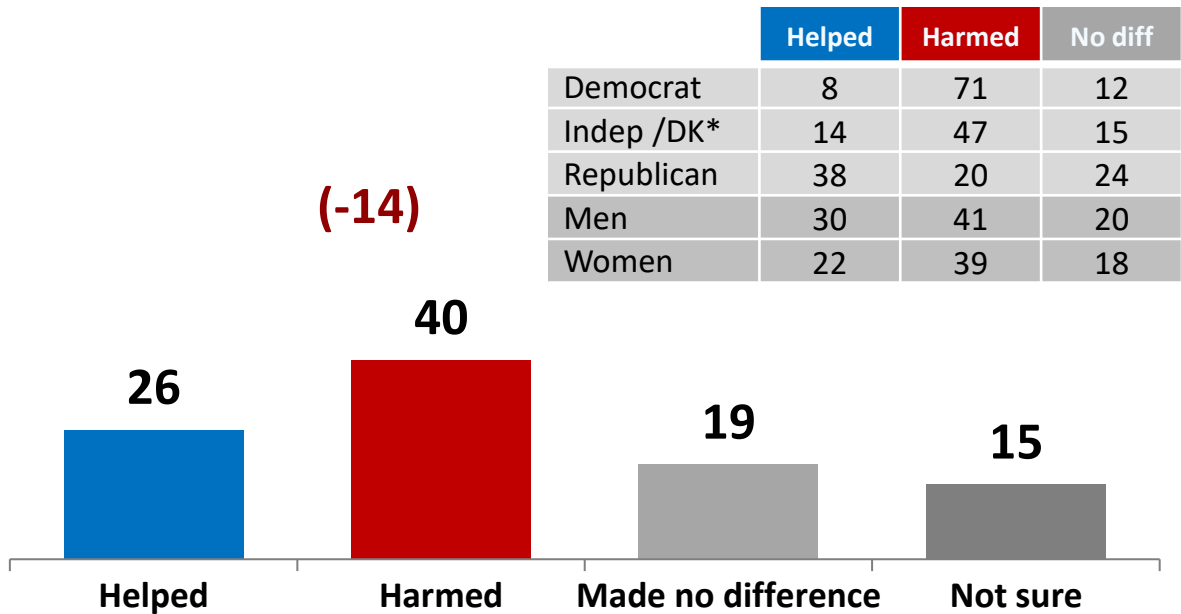
A plurality of rural voters believe recent international aid cuts have harmed U.S. interests, when presented as either general funding cuts or cuts specifically to health care, education, and food programs. Independents and especially Democrats see more harm in the cuts, while Republicans are more likely to think cuts have helped the U.S. – though they are more likely to see general funding cuts in a positive light than the cuts to specific programs.



General Aid



Aid for Health Care, Education, and Food



q52: SSA: The U.S. recently eliminated its international aid programs and cut funding for international aid. Do you think these actions have helped U.S. interests, harmed U.S. interests, or made no difference?
q53: SSB: The U.S. recently eliminated its international aid programs, which included aid for healthcare, education, and food. Do you think these actions have helped U.S. interests, harmed U.S. interests, or made no difference?

*Caution smaller sample size in split sampled items

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