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**The Washington Post**



**Topline & Methodology**

***The Washington Post/Kaiser Family Foundation  
Survey of Rural America***

**June 2017**

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This *Washington Post*/Kaiser Family Foundation poll was conducted by telephone April 13 - May 1, 2017, among a random representative sample of 1,070 adults age 18 and older living in rural counties, 303 adults in urban countries, and 307 in other countries that were considered suburban. The results of the full survey have a margin of sampling error of plus or minus 4 percentage points. Sampling, data collection and tabulation by SSRS of Media, Pa. See Methodology appendix on page 23 for full details.

Unwtd N: Unweighted number of interviews for a given group.

Notes: (1) Table percentages may not add to 100 percent due to rounding. (2) Values less than 0.5 percent are indicated by an asterisk (\*). (3) "vol." indicates that a response was volunteered by respondent and not an explicitly offered choice. (4) Data aren't shown if the number of respondents asked a question (the unweighted N) is less than 100.

Q1. Taken all together, how would you say things are these days--would you say that you are very happy, pretty happy, or not too happy?

	Total	Rural	Suburban	Urban
Very happy	20	24	18	20
Pretty happy	54	53	54	56
Not too happy	24	22	26	23
Don't know	*	1	1	-
Refused	1	1	1	1

Q2. Do you live in the community in which you grew up, or not?

	Total	Rural	Suburban	Urban
Yes	33	42	29	30
No	67	58	71	70
Don't know	-	-	-	-
Refused	-	-	-	-

Q3. (Ask if *don't live in the community where they grew up or don't know or refused to say if they live in the community where they grew up*) How long have you lived in the community where you live now?

	Total	Rural	Suburban	Urban
Less than 1 year	8	5	8	10
1 to 5 years	29	24	27	37
6 to 10 years	17	18	19	12
11 to 20 years	21	22	22	19
21 to 30 years	13	14	13	11
31 to 40 years	6	8	6	3
41 to 50 years	6	8	4	6
More than 50 years	-	-	-	-
Don't know	1	1	-	2
Refused	-	-	-	-
Unwtd N	1092	650	223	215

Q2/Q3 Combo Table Based on total

	Total	Rural	Suburban	Urban
Yes, you live in the community in which you grew up	33	42	29	30
No, you do not live in the community in which you grew up or don't know or refused to say	67	58	71	70
Less than 1 year	5	3	6	7
1 to 5 years	20	14	19	26
6 to 10 years	11	10	13	9
11 to 20 years	14	13	16	13
21 to 30 years	8	8	9	8
31 to 40 years	4	5	5	2
41 to 50 years	4	5	3	4
More than 50 years	-	-	-	-
Don't know	1	*	-	2
Refused	-	-	-	-

Q4. What is the biggest problem facing your local community? [INTERVIEWER NOTE: IF RESPONDENT GIVES MORE THAN ONE RESPONSE, PROBE WITH: "I understand, but which of those is the biggest problem facing your local community?"] (DO NOT READ LIST)

	Total	Rural	Suburban	Urban
Jobs/unemployment	10	21	7	6
Economy (general)	5	8	4	4
Drug abuse	11	14	14	5
Cost/availability of health care	3	2	4	3
Education/schools	5	4	6	5
Poverty/Hunger	4	4	4	5
Cost of living	6	4	7	7
Crime/safety/policing	10	4	10	15
Immigration	2	2	2	4
Environment/Climate change	2	2	2	3
Housing (pricing/availability)	2	1	1	4
Taxes	3	2	4	*
Federal government spending	*	*	-	-
Trump	1	*	*	1
State/local govt. corruption/leadership problems	*	*	*	1
State/local services/infrastructure	4	4	3	5
State/local govt. funding/budget	*	*	*	1
Government issues/politics (general)	2	1	3	1
Traffic issues (too much traffic/careless driving/accidents/etc.)	3	1	5	3
Not enough stores/businesses/recreational activities (shopping/ restaurants/etc.)	1	1	2	1
Blight/cleanliness	1	*	1	2
Too much growth	1	1	*	2
People/business leaving/lack of growth	*	1	-	*
Race relations/racism	1	1	2	1
People are not friendly/don't communicate with each other/don't get along well	1	1	*	2
Ignorant/stupid/unaware/apathetic	*	1	*	-
Other	5	4	6	5
None/no problems	1	1	1	1
Don't know	11	12	11	10
Refused	1	1	*	2

Q5. How would you rate each of the following in your local community? (First/Next), (INSERT ITEM)? (Is this excellent, good, only fair, or poor in your local community?) [READ, IF NECESSARY: Is this excellent, good, only fair or poor in your local community] (scramble items a-h)

	----EXCELLENT/GOOD----			----ONLY FAIR/POOR----				DK	Ref
	NET	Excellent	Good	NET	Only fair	Poor			
<b>a. Job opportunities</b>									
Total	43	11	32	54	34	20	2	-	
Rural	30	6	24	67	33	34	2	-	
Suburban	45	9	37	53	35	18	2	-	
Urban	50	19	32	47	33	14	3	-	
<b>b. Cost of living</b>									
Total	43	9	34	57	40	17	1	-	
Rural	48	11	38	51	37	14	*	-	
Suburban	45	8	37	54	41	13	1	-	
Urban	33	9	24	65	41	24	2	-	
<b>c. As a place to raise children</b>									
Total	76	33	43	23	17	7	1	*	
Rural	76	33	43	23	17	6	1	-	
Suburban	79	39	41	20	14	6	1	*	
Urban	69	24	45	29	21	9	1	-	
<b>d. Quality of public schools</b>									
Total	62	20	42	33	21	12	5	*	
Rural	65	22	43	31	23	8	4	-	
Suburban	65	25	40	29	18	12	6	1	
Urban	57	13	43	39	24	15	4	-	
<b>g. Safety</b>									
Total	73	24	49	27	22	5	*	-	
Rural	75	24	50	25	20	5	*	-	
Suburban	77	29	48	23	19	4	*	-	
Urban	65	15	49	35	29	6	-	-	
<b>h. As a place where people look out for each other</b>									
Total	66	22	43	34	25	9	*	*	
Rural	72	30	42	28	21	7	*	-	
Suburban	69	22	46	31	22	9	1	-	
Urban	56	17	40	43	31	12	*	*	

Q6. Would you say the availability of jobs where you live is (better) than it was 10 years ago, (worse) than it was 10 years ago, or about the same? (rotate items in parentheses)

	Total	Rural	Suburban	Urban
Better than it was 10 years ago	29	27	26	33
Worse than it was 10 years ago	22	31	22	17
About the same	39	39	41	36
Don't know	10	4	11	14
Refused	*	*	-	1

Q7. And looking ahead 10 years, do you expect the availability of jobs where you live to get (better), get (worse), or stay about the same? (rotate items in parentheses in same order as Q6.)

	Total	Rural	Suburban	Urban
Get better	40	38	41	38
Get worse	15	15	11	20
Stay about the same	43	45	45	39
Don't know	2	1	3	2
Refused	*	*	-	*

Q7a. (Ask if live in a rural area) Compared to your parents when they were the age you are now, do you think your own standard of living now is (better), (worse) or about the same as theirs was? (rotate items in parentheses in same order as Q6.)

	Total	Rural	Suburban	Urban
Better	-	54	-	-
Worse	-	18	-	-
About the same	-	27	-	-
Not applicable/parent's didn't live to respondent's age (Vol.)	-	1	-	-
Don't know	-	1	-	-
Refused	-	*	-	-

Q8. When your children are the age you are now, do you think their standard of living will be (better), (worse) or about the same as yours is now? [IF VOLUNTEERS "NO CHILDREN," ASK: What about people 20 to 30 years younger than you in general, do you think their standard of living will be (better), (worse) or about the same as yours is now?] (rotate items in parentheses in same order as Q6.)

	Total	Rural	Suburban	Urban
Better	42	43	41	41
Worse	26	24	27	26
About the same	28	29	28	29
Don't know	3	3	2	3
Refused	1	1	2	1

Q9. Would you encourage young people in your community to stay in the area or leave for more opportunity elsewhere?

	Total	Rural	Suburban	Urban
Stay in the area	46	32	48	54
Leave for more opportunity elsewhere	48	59	47	41
Depends/Encourage some to stay and others to leave (Vol.)	3	6	2	4
Don't know	2	2	3	2
Refused	*	1	1	-

READ TO ALL: On another topic...

Q11. Do you think most (INSERT ITEM) have values that are very similar to yours, somewhat similar, somewhat different, or very different? What about (INSERT ITEM)? (READ IF NECESSARY: Do you think most (INSERT ITEM) have values that are very similar to yours, somewhat similar, somewhat different, or very different?) (scramble items a-d)

	-----SIMILAR-----			-----DIFFERENT-----			DK	Ref
	NET	Very similar	Somewhat similar	NET	Somewhat different	Very different		
a. People who live in rural areas and small towns								
Total	62	25	37	35	23	12	3	*
Rural	74	36	37	25	13	11	1	*
Suburban	65	25	40	32	24	8	3	-
Urban	49	16	33	48	30	18	3	1
b. People who live in big cities								
Total	44	14	30	53	29	25	2	*
Rural	29	7	23	68	27	41	2	*
Suburban	43	15	29	54	31	23	2	*
Urban	57	19	38	40	26	14	2	-
d. Recent immigrants to the United States								
Total	53	16	36	42	20	22	4	1
Rural	43	13	30	50	20	30	7	1
Suburban	55	16	39	41	19	22	4	1
Urban	56	19	38	39	23	16	4	1

Q17. In your opinion, which is generally more often to blame if a person is poor? (Lack of effort on their own part), or (Difficult circumstances beyond their control)? (rotate items in parentheses)

	Total	Rural	Suburban	Urban
Lack of effort on their own part	42	49	42	37
Difficult circumstances beyond their control	53	46	54	56
Don't know	4	4	4	5
Refused	1	1	1	2

Q20. (Ask if live in a rural area) Do you think federal government programs aimed at improving people's standard of living generally make things (better), make things (worse), or don't have much impact one way or another? (rotate items in parentheses)

	Total	Rural	Suburban	Urban
Better	-	32	-	-
Worse	-	33	-	-
Don't have much impact	-	31	-	-
Don't know	-	2	-	-
Refused	-	1	-	-

READ TO ALL: On another topic...

Q22. Do you approve or disapprove of the way Donald Trump is handling his job as president? [GET RESPONSE; THEN ASK: Do you approve/disapprove strongly or somewhat?]

	Total	Rural	Suburban	Urban
Approve (NET)	43	54	44	32
Strongly approve	22	30	23	14
Somewhat approve	21	24	21	18
Disapprove (NET)	51	40	49	62
Somewhat disapprove	11	11	12	11
Strongly disapprove	40	30	37	50
Don't know	5	5	6	5
Refused	1	1	1	2

Q24. (Items d,e,h- Ask if live in a rural area) How confident are you that Trump's policies will (INSERT ITEM)? (READ LIST FOR FIRST ITEM, THEN AS NECESSARY) (scramble items b-h)

	-----CONFIDENT-----			-----NOT CONFIDENT-----				Ref	Unwtd N
	NET	Very confident	Somewhat confident	NET	Not too confident	Not at all confident	DK		
b. Create jobs where you live									
Total	45	18	27	53	21	31	2	*	1686
Rural	51	25	26	46	21	25	3	*	1070
Suburban	48	19	29	51	20	31	1	-	307
Urban	38	12	26	60	23	37	2	1	303
d. Improve health care where you live									
Total	-	-	-	-	-	-	-	-	-
Rural	47	18	29	48	19	30	4	1	1070
Suburban	-	-	-	-	-	-	-	-	-
Urban	-	-	-	-	-	-	-	-	-
e. Keep the country safe from terrorism									
Total	-	-	-	-	-	-	-	-	-
Rural	57	32	25	39	15	24	3	1	1070
Suburban	-	-	-	-	-	-	-	-	-
Urban	-	-	-	-	-	-	-	-	-
h. Protect your individual freedoms									
Total	-	-	-	-	-	-	-	-	-
Rural	61	33	28	37	13	23	2	1	1070
Suburban	-	-	-	-	-	-	-	-	-
Urban	-	-	-	-	-	-	-	-	-

Q25. In general, do you support or oppose Republican efforts to repeal and replace the 2010 health care law, also known as the Affordable Care Act or Obamacare?

	Total	Rural	Suburban	Urban
Support	43	54	42	37
Oppose	51	40	52	58
Don't know	5	5	6	4
Refused	1	1	1	1

Q26. How much do you think (INSERT ITEM) respects people like you? (READ LIST THE FIRST TWO TIMES; THEN AS NECESSARY) (scramble items a-f)

	-----A LOT/SOME-----			----ONLY A LITTLE/NOT AT ALL----			DK	Ref
	NET	A lot	Some	NET	Only a little	Not at all		
<b>a. President Trump</b>								
Total	39	20	19	59	18	41	2	*
Rural	50	27	23	48	17	31	2	*
Suburban	42	22	21	56	14	42	2	-
Urban	27	14	13	71	23	48	1	1
<b>b. Your own representative in Congress</b>								
Total	58	23	34	37	22	15	5	1
Rural	56	22	34	39	24	15	4	*
Suburban	61	22	39	35	21	14	4	-
Urban	55	26	29	37	22	15	6	2
<b>d. The news media</b>								
Total	44	15	30	54	25	29	2	*
Rural	37	10	27	60	25	35	2	1
Suburban	47	17	30	52	23	29	1	-
Urban	47	14	32	51	27	25	1	1
<b>e. The Democratic Party</b>								
Total	51	17	34	46	20	26	2	*
Rural	41	14	27	56	22	34	3	*
Suburban	52	17	35	46	20	26	2	-
Urban	58	19	39	39	21	18	3	-
<b>f. The Republican Party</b>								
Total	46	14	32	51	22	29	2	*
Rural	51	16	36	46	23	23	3	*
Suburban	49	17	33	49	17	31	2	-
Urban	39	9	29	58	28	30	3	-

D1. What is your age? (RECORD EXACT AGE AS TWO-DIGIT CODE.)

D1a. Could you please tell me if you are between the ages of... (READ LIST)?

AGE Combo I Based on total

	Total	Rural	Suburban	Urban
18-29	22	20	22	24
30-39	15	13	15	16
40-49	17	13	15	22
50-64	26	30	28	20
65+	20	24	21	18
Refused	*	*	-	*



Q27. What best describes your employment situation today? (READ LIST. ENTER ONE ONLY)

	Total	Rural	Suburban	Urban
Employed (NET)	61	55	62	64
Employed full-time	50	46	51	54
Employed part-time	11	10	11	10
Not employed (NET)	39	45	38	35
Unemployed and currently seeking employment	4	5	3	5
Not employed and not seeking employment (SUB-NET)	35	39	35	30
Unemployed and not seeking employment	1	2	1	1
A student	5	4	5	7
Retired	17	22	17	14
On disability and can't work	7	8	8	7
Or, a homemaker or stay at home parent	4	4	4	2
Don't know	*	*	-	1
Refused	*	*	-	-

Q27a. (Asked of those working part-time) Would you prefer to be working full-time, or not?  
(Insufficient number of respondents to show results separately for rural, suburban, and urban areas)

	Total
Yes	38
No	58
Don't know	4
Refused	-
Unwtd N	157

Q27/Q27a. Combo Table Based on Total

	Total	Rural	Suburban	Urban
Employed full-time	50	46	51	54
Employed part-time	11	10	11	10
Yes, would prefer to be working full-time	4	5	3	4
No, would not prefer to be working full-time	6	4	7	6
Don't know	*	-	1	-
Refused	-	-	-	-
Not employed currently seeking employment	4	5	3	5
Not employed and not currently seeking employment	35	39	35	30
Don't know	*	*	-	1
Refused	*	*	-	-

Q28. (Ask if not employed and not seeking employment) Would you prefer to be working, or not?

	Total	Rural	Suburban	Urban
Yes	56	52	55	60
No	43	48	44	40
Don't know	1	*	2	-
Refused	-	-	-	-
Unwtd N	688	467	115	105

Q27/Q28 Combo Table Based on total

	Total	Rural	Suburban	Urban
Employed	61	55	62	64
Unemployed, but not currently seeking employment	4	5	3	5
Not employed, and not currently seeking employment	35	39	35	30
Yes, would prefer to be working	19	20	19	18
No would not prefer to be working	15	19	15	12
Don't know	*	*	1	-
Refused	-	-	-	-
Don't know	*	*	-	1
Refused	*	*	-	-

Q30. (Ask if employed, seeking employment, or would prefer to be working) (If you were working/If you were able to work,) Would you prefer a job that requires physical labor or one that does not? (INSERT "If you were working" IF Q27=06, 04, 08; INSERT "If you were able to work" IF Q27=7)

	Total	Rural	Suburban	Urban
Prefers job that requires physical labor	31	45	25	30
Prefers job that does not require physical labor	59	47	64	62
No preference (Vol.)	8	8	10	6
Don't know	1	*	1	1
Refused	*	*	*	*
Unwtd N	1609	1016	295	292

Q31. (Ask if employed and live in a rural area) How satisfied are you with your current job? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	Total	Rural	Suburban	Urban
Satisfied (NET)	-	93	-	-
Very satisfied	-	58	-	-
Somewhat satisfied	-	35	-	-
Dissatisfied (NET)	-	7	-	-
Somewhat dissatisfied	-	5	-	-
Very dissatisfied	-	2	-	-
Don't know	-	-	-	-
Refused	-	*	-	-
Unwtd N	-	555	-	-

Q31a. (Ask if live in a rural area and are unemployed, less than very satisfied with their current job, or are working part-time and would prefer to be working full-time) How willing would you be to move to a different state to find a (better) job - very willing, somewhat willing, not too willing or not at all willing? (INSERT "better" IF Q27=1,2)

	Total	Rural	Suburban	Urban
Willing (NET)	-	54	-	-
Very willing	-	23	-	-
Somewhat willing	-	32	-	-
Not willing (NET)	-	46	-	-
Not too willing	-	20	-	-
Not at all willing	-	25	-	-
Don't know	-	-	-	-
Refused	-	-	-	-
Unwtd N	-	291	-	-

Q32. (Ask if live in a rural area) During the past 5 years, have you or someone else in your household been laid off or lost a job, or not?

	Total	Rural	Suburban	Urban
Yes, have	-	29	-	-
No, have not	-	71	-	-
Don't know	-	*	-	-
Refused	-	*	-	-

Q34. (Ask if live in a rural area) Would you say (your job is/your last job was) a white collar job, a blue collar job, or something else? (IF NECESSARY: White collar work is usually done in an office or other professional environment. Blue collar refers to jobs that involve manual labor.) [INTERVIEWER NOTE: If multiple jobs, read: At the job where you work the most hours] (INSERT "your job is" IF Q27=1,2,98,99; INSERT "your last job was" IF Q27=03, 04, 05, 06, 07, 08)

	Total	Rural	Suburban	Urban
White collar	-	31	-	-
Blue collar	-	53	-	-
Combination of both	-	1	-	-
Something else	-	9	-	-
Never had a job	-	1	-	-
Don't know	-	3	-	-
Refused	-	*	-	-

Q35. (Items a,b,c- Ask if live in a rural area) (Item d- Ask if live in a rural area and say the area where they live has not experienced a loss of jobs in agriculture or farming, manufacturing or factory work, or natural resources like coal or lumber) In the past 10 years, has the area where you live experienced a loss of jobs in (INSERT), or not? [INTERVIEWER NOTE: if R says jobs were lost but have since returned, code as yes] (scramble items a-c)

	Yes, has experienced	No, has not experienced	DK	Ref	Unwtd N
a. Agriculture or farming					
Total	-	-	-	-	-
Rural	38	57	5	*	1070
Suburban	-	-	-	-	-
Urban	-	-	-	-	-
b. Manufacturing or factory work					
Total	-	-	-	-	-
Rural	53	45	3	*	1070
Suburban	-	-	-	-	-
Urban	-	-	-	-	-
c. Natural resources like coal or lumber					
Total	-	-	-	-	-
Rural	31	63	6	*	1070
Suburban	-	-	-	-	-
Urban	-	-	-	-	-
d. Any other industry					
Total	-	-	-	-	-
Rural	23	67	9	1	292
Suburban	-	-	-	-	-
Urban	-	-	-	-	-

Q36. (Ask if live in a rural area and say the area where they live has experienced a loss of jobs in agriculture or farming, manufacturing or factory work, natural resources like coal or lumber, or any other industry) And would you say your area has mostly recovered from those job losses, or not?

	Total	Rural	Suburban	Urban
Yes, has recovered	-	41	-	-
No, has not recovered	-	56	-	-
Don't know	-	2	-	-
Refused	-	*	-	-
Unwtd N	-	839	-	-

Q35a-d/Q36 Combo Table Based on total who live in a rural area

	Total	Rural	Suburban	Urban
Yes, the area where they live experienced a loss of jobs	-	79	-	-
Has mostly recovered from those job losses	-	32	-	-
Has not recovered from those job losses	-	44	-	-
Don't know	-	2	-	-
Refused	-	*	-	-
No, the area where they live has not experienced a loss of jobs	-	20	-	-
Don't know/Refused	-	1	-	-

Q37. (Ask if live in a rural area and say the area where they live has not recovered from job losses) Do you think it would be better for your community to (bring back the same types of jobs that were lost), or to (create jobs in new industries)? (rotate items in parentheses)

	Total	Rural	Suburban	Urban
Same types of jobs that were lost	-	30	-	-
Create jobs in new industries	-	61	-	-
Doesn't matter/Both (Vol.)	-	9	-	-
Don't know	-	1	-	-
Refused	-	*	-	-
Untwd N	-	495	-	-

Q35a-d/Q36/Q37 Combo Table Based on total who live in a rural area

	Total	Rural	Suburban	Urban
Yes, the area where they live experienced a loss of jobs in at least one industry	-	79	-	-
Has mostly recovered from those job losses	-	32	-	-
Has not recovered from those job losses	-	44	-	-
It would be better to bring back the same types of jobs that were lost	-	13	-	-
It would be better to create jobs in new industries	-	27	-	-
Doesn't matter/Both (Vol.)	-	4	-	-
Don't know	-	*	-	-
Refused	-	*	-	-
Don't know	-	2	-	-
Refused	-	*	-	-
No, the area where they live has not experienced a loss of jobs	-	20	-	-
Don't know/Refused	-	1	-	-

Q39. (Ask if live in a rural area and say the area where they live has recovered from job losses) Would you say that recovery has happened mostly through (a return to the same types of jobs that were lost), or mostly through (growth in new industries)? (rotate items in parentheses in same order as Q37)

	Total	Rural	Suburban	Urban
Same types of jobs that were lost	-	42	-	-
Growth in new industries	-	52	-	-
Both equally (Vol.)	-	3	-	-
Don't know	-	3	-	-
Refused	-	-	-	-
Untwd N	-	320	-	-

Q35a-d/Q36/Q39 Combo Table Based on total who live in a rural area

	Total	Rural	Suburban	Urban
Yes, the area where they live experienced a loss of jobs in at least one industry	-	79	-	-
Has mostly recovered from those job losses	-	32	-	-
Mostly through return to same types of jobs that were lost	-	14	-	-
Mostly through growth in new industries	-	17	-	-
Don't know	-	1	-	-
Refused	-	1	-	-
Has not recovered from those job losses	-	44	-	-
Don't know	-	2	-	-
Refused	-	*	-	-
No, the area where they live has not experienced a loss of jobs in any industry, or didn't know or refused to say	-	21	-	-

Q40. In the last few years, have any of your close friends or family members moved away from the area where you live because they couldn't find work nearby?

	Total	Rural	Suburban	Urban
Yes	31	42	27	29
No	68	57	72	69
Don't know	1	1	1	2
Refused	*	*	-	-

Q41. (Ask if live in a rural area) When it comes to improving the job situation in your local area, how important is it for the federal government to do each of the following? First/Next (INSERT ITEM)? [IF NECESSARY: When it comes to improving the job situation in your local area, how important is it for the federal government to (INSERT ITEM)?] (READ LIST FOR FIRST TWO ITEMS, THEN AS NECESSARY) (scramble items a-g)

	-----IMPORTANT-----			-----NOT IMPORTANT-----			Should not be done (Vol.)	DK	Ref
	NET	Very important	Somewhat important	NET	Not too important	Not at all important			
a. Decrease regulations on businesses									
Total	-	-	-	-	-	-	-	-	-
Rural	68	37	31	28	17	11	*	4	*
Suburban	-	-	-	-	-	-	-	-	-
Urban	-	-	-	-	-	-	-	-	-
b. Lower taxes on business									
Total	-	-	-	-	-	-	-	-	-
Rural	79	46	32	19	12	8	*	1	*
Suburban	-	-	-	-	-	-	-	-	-
Urban	-	-	-	-	-	-	-	-	-
d. Invest in infrastructure projects like fixing roads, bridges, and schools									
Total	-	-	-	-	-	-	-	-	-
Rural	93	74	19	6	5	1	-	1	*
Suburban	-	-	-	-	-	-	-	-	-
Urban	-	-	-	-	-	-	-	-	-
f. Make better trade deals with other countries									
Total	-	-	-	-	-	-	-	-	-
Rural	79	50	28	19	11	8	-	3	*
Suburban	-	-	-	-	-	-	-	-	-
Urban	-	-	-	-	-	-	-	-	-
g. Crack down on immigrants working in the U.S. illegally									
Total	-	-	-	-	-	-	-	-	-
Rural	63	45	18	35	18	17	*	1	*
Suburban	-	-	-	-	-	-	-	-	-
Urban	-	-	-	-	-	-	-	-	-

Q42. (Ask if live in a rural area) Which comes closer to your view of what the government should do to improve the job situation for people living in your area? (READ LIST) (rotate response options 1-2/2-1)

	Total	Rural	Suburban	Urban
Provide more opportunities for education and training	-	49	-	-
Do more to create jobs that use the skills people already have	-	41	-	-
Both (Vol.)	-	6	-	-
Something else (Vol.)	-	*	-	-
Government shouldn't do anything (Vol.)	-	3	-	-
Don't know	-	1	-	-
Refused	-	*	-	-

READ TO ALL: On another topic...

Q44. Do you think the federal government does more to help (people in rural areas and small towns), more to help (people living in and around large cities), or does it help both about equally? (rotate items in parentheses)

	Total	Rural	Suburban	Urban
More to help people in rural areas and small towns	4	4	4	4
More to help people living in and around large cities	45	56	43	40
Help both about equally	46	37	48	49
Don't know	5	3	5	7
Refused	*	1	-	*

Q45. (Ask if live in a rural area) In general, how much do you think people who live in your community rely on the federal government to get by? Would you say they rely a great deal, a fair amount, just a little, or not much on help from the federal government?

	Total	Rural	Suburban	Urban
A great deal/A fair amount (NET)	-	67	-	-
A great deal	-	26	-	-
A fair amount	-	41	-	-
Just a little/Not much (NET)	-	30	-	-
Just a little	-	18	-	-
Not much	-	12	-	-
Not at all (Vol.)	-	-	-	-
Don't know	-	2	-	-
Refused	-	*	-	-

Q46. What about you personally? How much do you rely on help from the federal government to get by? Would you say you rely a great deal, a fair amount, just a little, or not much on help from the federal government?

	Total	Rural	Suburban	Urban
A great deal/A fair amount (NET)	20	20	20	22
A great deal	9	10	9	10
A fair amount	11	10	11	11
Just a little/Not much (NET)	63	63	63	61
Just a little	14	14	12	19
Not much	48	49	51	41
Not at all (Vol.)	16	17	16	17
Don't know	*	*	1	*
Refused	*	*	-	1

Q47. Which of these two situations do you think happens more often in America today--(needy people going without government help), or (irresponsible people getting government help they don't deserve)? (rotate items in parentheses)

	Total	Rural	Suburban	Urban
Needy people going without government help	40	32	40	47
Irresponsible people getting government help they don't deserve	55	64	55	48
Don't know	4	4	4	3
Refused	1	1	1	1

READ TO ALL: On another topic...

Q49. Which comes closer to your view--even if neither is exactly right? (READ LIST) (rotate response options 1-2/2-1)

	Total	Rural	Suburban	Urban
Immigrants today strengthen our country because of their hard work and talents	62	48	62	71
Immigrants today are a burden on our country because they take our jobs, housing and health care	29	42	31	16
Both (Vol.)	4	3	2	6
Neither (Vol.)	2	3	3	2
Don't know	2	2	2	2
Refused	1	1	1	2

Q50. Do you think most immigrants coming to the U.S. in the last 10 years are doing enough to adapt to the American way of life, or not?

	Total	Rural	Suburban	Urban
Yes, are doing enough	55	46	55	62
No, not doing enough	39	49	40	31
Depends/Some are doing enough and some aren't (Vol.)	3	2	2	5
Don't know	2	3	2	2
Refused	*	*	1	*

Q55. Which of these do you think is the bigger problem in this country--(blacks and Hispanics losing out because of preferences for whites), or (whites losing out because of preferences for blacks and Hispanics)? (DO NOT READ LIST) (rotate items in parentheses)

	Total	Rural	Suburban	Urban
Blacks and Hispanics losing out because of preferences for whites is a bigger problem	42	34	37	56
Whites losing out because of preferences for blacks and Hispanics is a bigger problem	28	34	27	23
Don't know	20	21	23	15
Refused	10	10	12	6



READ TO ALL: Now thinking about your own financial situation...

Q56. Was there any time during the last 12 months when you were worried that income from all the members of your household would not be enough to meet all your expenses and bills, or not?

Q57. (Asked if say that there was a time during the last 12 months when they were worried that income from all the members of their household would not be enough to meet all of their expenses and bills) And was there a time during the last 12 months when your household actually could not pay all its bills, or not?

Q56/Q57 Combo Table Based on Total

	Total	Rural	Suburban	Urban
Yes, there was a time during the last 12 months when you were worried that household income would not meet all expenses and bills	39	42	37	40
Yes, there was a time when your household actually could not pay all its bills	22	21	22	23
No, there was not a time when your household actually could not pay all its bills	17	21	15	17
Don't know	*	*	-	-
Refused	-	-	-	-
No, there was not a time during the last 12 months when you were worried that household income would not meet all expenses and bills	61	57	62	60
Don't know	*	*	-	*
Refused	*	*	*	*

Questions 58-66 held for future release.

#### DEMOGRAPHICS

READ: Now just a few more questions to help classify your answers...[IF REFUSED ON ANY QUESTIONS: We understand and respect that this information is private, we ask only for research purposes, and all your answers are recorded confidentially]

RSEX. Pardon, but I have to ask, are you (male) or (female)?

	Total	Rural	Suburban	Urban
Male	49	50	49	49
Female	51	50	51	51
Other (Vol.)	-	-	-	-
Don't know	-	-	-	-
Refused	-	-	-	-

Q67. To the best of your knowledge, do you have any family or close friends who are or have been addicted to prescription pain pills or heroin, or not?

	Total	Rural	Suburban	Urban
Yes	27	24	28	26
No	73	75	72	73
Don't know	1	*	*	1
Refused	*	*	-	-

RELIG. What is your present religion, if any? Are you Protestant, Roman Catholic, Mormon, Orthodox such as Greek or Russian Orthodox, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, something else, or nothing in particular? (DO NOT READ LIST)

CHR. (Ask if religion is other, none, or don't know or refused to say) Do you think of yourself as Christian, or not?

BORN. (Ask if religion is Protestant or other Christian domination, or if respondent thinks of themselves as Christian) Do you happen to be a born-again or Evangelical Christian, or not? [IF REFUSED: We understand and respect that this information is private, we ask only for research purposes, and all your answers are recorded confidentially]

Religion Combo Table based on total

	Total	Rural	Suburban	Urban
Evangelical Protestant	28	34	27	26
Mainline Protestant	27	34	26	25
Catholic	20	15	22	20
Other Christian	2	2	2	1
Atheist/Agnostic/None	16	12	12	22
Other	8	3	11	7

Race Religion Combo Table based on total

	Total	Rural	Suburban	Urban
White Evangelical Protestant	16	26	15	11
White Mainline Protestant	19	27	19	13
Black Protestant	10	7	11	11
White Catholic	11	10	13	7
Hispanic Catholic	7	4	6	11
Other	37	27	36	47

Q68. Do you usually say grace or give blessings to God before meals every day, a few times a week, roughly once a week, or less often than that?

	Total	Rural	Suburban	Urban
Every day/A few times a week (NET)	48	51	45	51
Every day	35	39	32	35
A few times a week	13	12	13	16
Roughly once a week/Less often (NET)	41	40	44	36
Roughly once a week	6	7	6	4
Less often	35	33	38	32
Never (Vol.)	10	8	10	13
Don't know	*	*	1	-
Refused	1	1	1	*

Q54. Do you think that Christian values are under attack in America today, or not?

	Total	Rural	Suburban	Urban
Yes, are under attack	51	59	52	44
No, not under attack	47	39	46	53
Don't know	2	2	1	2
Refused	*	*	1	*

MARITAL. Are you currently married, living with a partner but not married, widowed, divorced, separated or single?

	Total	Rural	Suburban	Urban
Married	50	49	56	41
Not married (NET)	50	51	44	59
Living with a partner but not married	10	9	7	13
Widowed	6	8	5	5
Divorced	8	9	8	8
Separated	2	2	1	3
Single	25	22	22	30
Don't know	*	*	-	-
Refused	*	*	-	-

Q71. In the past year, have you or another family member living in your household received (INSERT ITEM)? What about (INSERT ITEM)? (READ IF NECESSARY: Have you or another family member living in your household received (INSERT ITEM) in the past year?) [(scramble items a-e)]

	Yes	No	DK	Ref
<b>a. Food assistance, such as Food Stamps or SNAP benefits</b>				
Total	16	84	*	*
Rural	17	83	*	*
Suburban	16	84	-	-
Urban	16	84	-	-
<b>b. Health insurance through the Medicaid program</b>				
Total	23	77	*	*
Rural	26	74	*	*
Suburban	22	78	-	-
Urban	22	77	1	-
<b>c. Unemployment benefits</b>				
Total	7	93	*	*
Rural	8	92	*	*
Suburban	4	96	-	-
Urban	9	90	1	-
<b>e. Government disability payments</b>				
Total	14	85	*	*
Rural	15	84	*	*
Suburban	16	84	*	-
Urban	12	88	-	-

Q71 a-e Summary Table  
Based on total

	Total	Rural	Suburban	Urban
Yes, you or another family member living in your household received any public assistance	37	41	36	35
No, you or another family member living in your household received no public assistance	63	59	64	65

VOTE1. As you may know, roughly forty percent of the public does not vote in presidential elections. How about you - did you vote in the presidential election when Hillary Clinton ran against Donald Trump, or did you not have a chance to vote that time?

	Total	Rural	Suburban	Urban
Yes	71	71	73	69
No	29	29	27	31
Don't know	*	-	*	-
Refused	*	*	-	-

VOTE2. (Ask if voted in the 2016 presidential election) Confidentially and for statistical purposes only which candidate did you vote for? [PROBE IF REFUSED: We understand and respect your privacy. We're only asking for research purposes. All your answers are confidential. You can just tell me the number: Did you vote for ONE (Hillary Clinton), TWO for (Donald Trump), (THREE for (Gary Johnson), or FOUR for (Jill Stein (STINE))?) (DO NOT READ) (rotate "Hillary Clinton" with "Donald Trump" and rotate "Gary Johnson" with "Jill Stein)

	Total	Rural	Suburban	Urban
Clinton	47	34	45	61
Trump	40	54	43	25
Johnson	2	3	2	1
Stein	3	1	3	4
Other (Vol.)	2	2	3	1
Don't know	1	1	*	*
Refused	6	5	5	8
Unwtd N	1285	799	241	241

VOTE1/VOTE2 Combo Table Based on total

	Total	Rural	Suburban	Urban
Yes, voted in the 2016 presidential election	71	71	73	69
Clinton	33	24	33	42
Trump	28	38	31	17
Johnson	1	2	1	*
Stein	2	1	2	3
Other (Vol.)	2	2	2	1
Don't know	*	1	*	*
Refused	4	3	4	5
No, did not vote in the 2016 presidential election	29	29	27	31
Don't know	*	-	*	-
Refused	*	*	-	-

VOTE3. (Ask if did not vote in the 2016 election for president) Are you registered to vote at your present address?

	Total	Rural	Suburban	Urban
Yes	38	46	33	41
No	61	52	67	59
Don't know	*	2	-	-
Refused	*	*	-	-
Untwd N	398	269	65	62

VOTE1/VOTE3 Combo Table Based on total

	Total	Rural	Suburban	Urban
Yes, voted in the 2016 presidential election	71	71	73	69
No, did not vote in the 2016 presidential election	29	29	27	31
Yes, registered to vote at present address	11	13	9	13
No, not registered to vote at present address	18	15	18	18
Don't know	*	*	-	-
Refused	*	*	-	-
Don't know	*	-	*	-
Refused	*	*	-	-

Q901. Generally speaking, do you usually think of yourself as: [(READ LIST) (rotate response options 1-2/2-1)]

	Total	Rural	Suburban	Urban
A Democrat	30	26	28	37
A Republican	22	29	23	17
An Independent	36	34	40	32
Something else (vol.)	8	5	8	10
Don't know	2	4	1	3
Refused	1	2	*	1

Q904. (Ask if are not Democrat or Republican) Do you lean more towards the: (READ LIST) (rotate response options 1-2/2-1 in same order as Q901.)

	Total	Rural	Suburban	Urban
Democrat party	34	26	30	49
Republican party	33	40	37	23
Neither (Vol.)	26	23	27	24
Don't know	5	8	6	2
Refused	2	3	*	2
Untwd N	709	446	134	127

Q901/Q904 Combo Table Based on total

	Total	Rural	Suburban	Urban
A Democrat/Lean Democrat	47	37	43	59
A Republican/Lean Republican	38	47	41	28
Neither (Vol.)	12	10	13	11
Don't know	2	4	3	1
Refused	1	1	*	1

Q908a. Would you say your views on most political matters are liberal, moderate, or conservative?

	Total	Rural	Suburban	Urban
Liberal	26	19	26	30
Moderate	34	32	36	34
Conservative	35	42	33	30
Don't think in those terms (Vol.)	3	2	3	3
Don't know	2	3	2	2
Refused	*	1	-	-

Q909. What is the last grade of school you completed? (DO NOT READ LIST)

Q909a. (Ask if graduated college) Was that an associate's degree, a bachelor's degree, or what?

Q909/Q909a Combo Table Based on total

	Total	Rural	Suburban	Urban
8th grade or less	4	4	3	5
Some high school	9	11	8	9
Graduated high school	30	36	29	27
Some college	29	30	30	27
Graduated college	13	10	12	17
College grad other	2	1	3	1
Post graduate	12	8	14	14
Don't know	1	*	-	1
Refused	*	*	-	-

Education Table Based on total

	Total	Rural	Suburban	Urban
H.S. Grad or Less (NET)	43	51	41	41
Less than high school	13	15	12	14
High school grad	30	36	29	27
Some college	29	30	30	27
College or Post Graduate (NET)	28	19	29	32
College grad	26	18	26	31
College grad other	2	1	3	1
Don't know/Refused	1	*	-	1

Q72. Do you or does anyone in your house own a gun, or not?

	Total	Rural	Suburban	Urban
Yes	41	56	42	27
No	58	42	56	72
Don't know	*	*	*	-
Refused	1	2	2	1

Q918. Are you of Hispanic origin or background? [IF "YES," ASK: Are you White Hispanic or Black Hispanic? IF "NO," ASK: Are you white, black, Asian or some other race?]

	Total	Rural	Suburban	Urban
White Non-Hispanic	62	76	66	44
Black Non-Hispanic	11	8	11	15
Hispanic (NET)	15	8	12	25
White- Hispanic	10	6	10	15
Black-Hispanic	1	1	-	3
Hispanic (no race given)	4	2	2	8
Asian	3	*	3	5
Other race	8	6	8	9
Don't know	*	*	-	1
Refused	1	1	1	1

Q918/Q918x Combo Table Based on total

	Total	Rural	Suburban	Urban
White Non-Hispanic	62	76	66	44
Black Non-Hispanic	11	8	11	15
Hispanic	15	8	12	25
Born in U.S.	9	5	9	14
Born outside U.S.	6	3	3	11
Asian	3	*	3	5
Other race	8	6	8	9
Don't know	*	*	-	1
Refused	1	1	1	1

Q74. How many of your close friends are of a DIFFERENT race than you--Most of them, some of them, hardly any of them, or none of them?

	Total	Rural	Suburban	Urban
Most of them	20	14	18	29
Some of them	53	49	57	49
Hardly any of them	17	22	17	15
None of them	7	14	5	5
All of them (Vol.)	1	*	1	1
Don't know	1	1	2	*
Refused	*	*	*	*

INCOME. Last year - that is in 2016 - what was your total household income before taxes, from all sources? (READ LIST. ENTER ONE ONLY) [Just stop me when I get to the right category.] [PROBE: Your best estimate is fine.]

INCOME2. (Ask if total household income before taxes in 2016 was \$100,000 or more) Is that 100 to under 150 thousand, 150 to under 200 thousand, 200 to under 250 thousand, or 250 thousand or more?

INCOME/INCOME2 Combo Table Based on total

	Total	Rural	Suburban	Urban
Under 20 thousand dollars	17	24	15	15
20 to under 35 thousand	15	16	12	17
35 to under 50 thousand	12	12	9	15
50 to under 75 thousand	17	17	19	14
75 to under 100 thousand	11	10	12	12
100 thousand or more	21	12	25	21
100 to under 150 thousand	11	7	12	12
150 to under 200 thousand	4	2	6	3
200 to under 250 thousand	2	1	3	2
250 thousand or more	3	2	3	4
100 thousand or more unspecified	1	*	1	1
Don't know	3	3	4	2
Refused	4	7	4	4

Question 75 held for future release.

## METHODOLOGICAL DETAILS

The *Washington Post*/Kaiser Family Foundation Survey Project is a partnership combining survey research and reporting to better inform the public. The Post-Kaiser *Survey of Rural America*, the 31<sup>st</sup> in this series, was conducted by telephone April 13 - May 1, 2017, among a random representative sample of 1,070 adults age 18 and older living in rural counties, 303 adults in urban counties, and 307 in other counties that were considered suburban. Interviews were administered in English and Spanish, combining random samples of both landline and cellular telephones. Sampling, data collection, weighting and tabulation were managed by SSRS in close collaboration with *The Washington Post* and Kaiser Family Foundation researchers.

Respondents' metropolitan status was operationalized using the CDC's [2013 NCHS Urban-Rural Classification Scheme for Counties](#). Respondents were asked for their county of residence (or zip code if they were unsure) and classified into one of 6 codes in the classification scheme. Those in groups 4-6 (Small Metropolitan, Micropolitan, and Noncore) were considered Rural, those in group 1 (Large Central Metropolitan) were considered Urban, and the rest (Large Fringe Metropolitan, Medium Metropolitan) were considered Suburban.

The sampling procedures were designed to oversample those living in rural areas, with minimum goals for reaching rural residents who were between the ages of 18-34; Hispanic; black residents of Southern states; and residents of the rust belt states of Iowa, Michigan, Minnesota, Ohio, Pennsylvania, and Wisconsin. Some respondents were reached by calling back those living in rural areas who had previously completed an interview on the SSRS Omnibus poll and indicated they fit one of these oversample criteria. The dual frame landline and cellular phone sample was generated by Marketing Systems Group (MSG) using random digit dial (RDD) procedures.

All respondents were screened to verify that they belonged to the correct metropolitan classification. For the landline sample, respondents were selected by asking for the youngest adult male or female currently at home based on a random rotation. If no one of that gender was available, interviewers asked to speak with the youngest adult of the opposite gender. For the cell phone sample, interviews were conducted with the adult who answered the phone.

A multi-stage weighting design was applied to ensure an accurate representation of the population of each race group, within each of the three metropolitan areas and for both the cell phone and landline frames. The first stage of weighting involved corrections for sample design, including accounting for non-response for the re-contact sample. In the second weighting stage, demographic adjustments were applied to account for systematic non-response along known population parameters. Population parameters included gender, age, race, Hispanicity, education, region, and phone status (cell phone only or reachable by landline). The rural sample was also weighting based on metropolitan subgroup (category NCHS code 4, 5, or 6). Population parameters were derived using Census-based estimates provided by Nielsen Pop-Facts through Marketing Systems Group. Estimates of phone status were derived from the SSRS Omnibus 2016-2017 data.

All sampling error margins and tests of statistical significance have been adjusted to account for the survey's design effect, which is 2.5 for results based on the full sample. The design effect is a factor representing the survey's deviation from a simple random sample, and takes into account decreases in precision due to sample design and weighting procedures. Sample sizes and margin of sampling errors for key groups are shown below; other subgroups are available by request. Note that sampling error is only one of many potential sources of error in this or any other public opinion poll.



Group	N (unweighted)	Margin of sampling error (percentage points)
Total	1686	±4
Metropolitan area		
Urban	303	±7
Suburban	307	±6.5
Rural	1070	±3.5

This questionnaire was administered with the exact questions in the exact order as appears in this document. If a question was asked of a reduced base of the sample, a parenthetical preceding the question identifies the group asked. Some questions were only asked of those in rural areas.

Since some of the demographic questions could be sensitive and due to the nature of the survey content, interviewers were given specific instructions on how to cope with respondents who refused questions, including a statement reaffirming that answers were recorded confidentially for the sole purpose of research.

*The Washington Post* and the Kaiser Family Foundation each contributed financing for the survey, and representatives of each organization worked together to develop the survey questionnaire and analyze the results. Each organization bears the sole responsibility for the work that appears under its name. The project team from the Kaiser Family Foundation included: Mollyann Brodie, Ph.D., Liz Hamel, and Bryan Wu. The project team from *The Washington Post* included: Scott Clement and Emily Guskin. Both *The Washington Post* and the Kaiser Family Foundation public opinion and survey research are charter members of the [Transparency Initiative](#) of the American Association for Public Opinion Research.

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This publication (#9040-T) is available on the  
Kaiser Family Foundation website at [www.kff.org](http://www.kff.org).

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