How favorable are your feelings about each of the following public figures, groups, or programs?

Subject	Very favorable	Somewhat favorable	Neutral	Somewhat unfavorable	Very unfavorable
Farmers and ranchers	44%	31%	19%	4%	2%
The United States Postal Service (USPS)	37%	31%	21%	7%	4%
Supplemental Nutrition Assistance Program (SNAP), or food stamps	24%	25%	30%	13%	8%
Donald Trump	29%	16%	7%	9%	40%
Black Lives Matter protesters	22%	18%	17%	12%	31%
Joe Biden	19%	19%	13%	13%	36%
The Republican Party	15%	23%	15%	17%	30%
The Democratic Party	17%	20%	15%	12%	36%
Local media	12%	27%	29%	17%	15%
State and local government officials	9%	30%	31%	21%	9%
Your members of Congress	9%	24%	30%	22%	15%
National media	9%	19%	22%	17%	32%

How satisfied are you with your current health insurance coverage?

Very satisfied	Somewhat satisfied	somewhat unsatisfied	Very unsatisfied	I don't have health insurance	Unweighted N
38%	37%	11%	8%	6%	6,965

Do you think that the government should be responsible for ensuring health insurance coverage for all Americans?

Yes	No	Don't know	Unweighted N
55%	34%	12%	6,980

Would you be more or less likely to vote for a candidate who said the following statements?

We all want what's best for our loved ones. And helping our neighbors—regardless of their background—is an important part of the rural way of life. That's why we need a president who cares.

More likely	No difference	Less Likely	Don't know
67%	21%	4%	8%

Farm bailout payments designed to offset the impacts of President Trump's trade war have mostly flowed to companies based overseas. Large, industrialized factory farms—the top 1% of aid recipients—received an average of more than $180,000—with over $22 million going to a single meat corporation. Most farmers were left behind—the bottom 80% of farms, including most family farmers—were paid less than $5,000 in aid. Farm bailout money should support family farmers and it should never go to well-off foreign corporations that are benefiting from the trade war.

More likely	No difference	Less Likely	Don't know
54%	16%	8%	21%

Family farmers and ranchers are facing a perfect storm that's hurting their families and destroying rural communities. Sinking commodity prices, monopoly power, trade wars, environmental disasters, and chronic oversupply are devastating family farmers. Short-term bailouts are not enough: we need real solutions that tilts the scales back in favor of family farmers to restore the dignity of hard work, open up fair markets, and keep profits in rural communities, not to monopoly corporations or to foreign corporations.

More likely	No difference	Less Likely	Don't know
63%	18%	4%	15%

Undocumented immigrants who arrived as children and grown up here should be protected from deportation and given the chance to earn citizenship.

More likely	No difference	Less Likely	Don't know
51%	20%	19%	10%

Weapons of war, like assault rifles, should be banned in the United States.

More likely	No difference	Less Likely	Don't know

43%	15%	34%	8%

Global warming is caused by human activities and our government has the responsibility to combat it.

More likely	No difference	Less Likely	Don't know
46%	19%	25%	10%

The Federal Minimum Wage should be $15.00 an hour.

More likely	No difference	Less Likely	Don't know
45%	18%	27%	9%

The choice of whether or not to have an aboriton should be up to the woman and her family—not the government.

More likely	No difference	Less Likely	Don't know
54%	16%	22%	8%

Keeping undocumented immigrants off the books and in the shadows hurts US workers and only benefits shady employers, but legalizing immigrants currently working in our communities would benefit all workers.

More likely	No difference	Less Likely	Don't know
46%	17%	21%	16%

Protecting transgender students helps ensure that they have the same opportunity as their classmates to fully participate in school.

More likely	No difference	Less Likely	Don't know
42%	24%	24%	10%

All people should have the option of enrolling in Medicare.

More likely	No difference	Less Likely	Don't know
45%	17%	26%	12%

We must stop the pharmaceutical industry from ripping off the American people by capping what Americans pay for prescription drugs.

More likely	No difference	Less Likely	Don't know
73%	13%	6%	8%

Every person, whether you live in the city or a small town, should have access to a good grocery store and pharmacy.

More likely	No difference	Less Likely	Don't know
67%	23%	4%	6%

We need a president who will fight for the rights of all Americans—not divide us up based on race, gender, or sexual orientation for their own political gain.

More likely	No difference	Less Likely	Don't know
77%	13%	4%	7%

A handful of corporate monopolies now run our entire food system. We need a moratorium on factory farms and corporate food and agriculture monopolies.

More likely	No difference	Less Likely	Don't know
48%	22%	10%	20%

Tax incentives should prioritize small local businesses over major corporations.

More likely	No difference	Less Likely	Don't know
68%	18%	3%	11%

Select whether the following statements is always true, sometimes true, rarely true, or never true.

People have a harder time making a living in ruralAmerica than they do in other parts of the country.

Always true	Sometimes True	Rarely true	Never true
21%	64%	12%	3%

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

Always true	Sometimes True	Rarely true	Never true
58%	34%	6%	2%

Democrats are fighting for small towns and rural America.

Always true	Sometimes True	Rarely true	Never true
15%	37%	24%	23%

Republicans are fighting for small towns and rural America.

Always true	Sometimes True	Rarely true	Never true
19%	38%	26%	17%

Small towns and rural communities benefit from immigrants moving into the area.

Always true	Sometimes True	Rarely true	Never true
16%	48%	25%	12%

In rural America, people have a hard time getting ahead because the rules favor a wealthy few.

Always true	Sometimes True	Rarely true	Never true
29%	50%	17%	4%

Would you say that your family economic situation has gotten better, worse, or remained the same over the PAST FOUR years?

Much better	Somewhat better	Remained the same	Somewhat worse	Much worse
17%	24%	35%	17%	8%

Totals 101%
Unweighted N 6,971

Would you estimate that your family WILL BE economically better off or worse off FOUR years from now?

Much better	Somewhat better	Remained the same	Somewhat worse	Much worse
15%	31%	38%	12%	4%

Totals 100%
Unweighted N 6,895

How would you describe the community where you currently live?

A major city	A small city	A suburb	A small town or village	A rural area	Don't know
8%	23%	24%	19%	25%	1%

Totals 100%
Unweighted N 6,960

Appendix A: Methodology and standard errors

This survey is based on 7,004 interviews conducted from June 30 to July 13, 2020 by YouGov on the internet of registered voters residing and registered to vote in rural ZIP codes in the states of Alaska, Georgia, Iowa, Kansas, Maine, Montana, North Carolina, Wisconsin. The sample was weighted according to gender, age, race/ethnicity, education, US Census region, and 2016 Presidential vote choice based on the American Community Study and the Current Population Survey Voting and Registration Supplement. Respondents were selected from YouGov to be representative of registered voters. The weights range from 0.1 to 6.04 with a mean of 1 and a standard deviation of 0.84. The margin of error (a 95% confidence interval) for a sample percentage p based upon the full sample is approximately 7.05%. It is calculated using the formula:

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.

The margin of error for the **Alaska sample** is +/-7.05%. The weights range from 0.19 to 6.01 with a mean of 1 and a standard deviation of 0.73.

The margin of error for the **Georgia sample** is +/-3.5%. The weights range from 0.4 to 6.02 with a mean of 1 and a standard deviation of 0.65.

The margin of error for the **Iowa sample** is +/-3.5%. The weights range from 0.1 to 6.02 with a mean of 1 and a standard deviation of 0.67.

The margin of error for the **Kansas sample** is +/-3.4%. The weights range from 0.24 to 4.91 with a mean of 1 and a standard deviation of 0.51.

The margin of error for the **Maine sample** is +/-3.9%. The weights range from 0.1 to 3.02 with a mean of 1 and a standard deviation of 0.48.

The margin of error for the **Montana sample** is +/-5.7%. The weights range from 0.24 to 6.1 with a mean of 1 and a standard deviation of 0.6.

The margin of error for the **North Carolina sample** is +/-3.6%. The weights range from 0.01 to 6.03 with a mean of 1 and a standard deviation of 0.69.

The margin of error for the **Wisconsin sample** is +/-3.6%. The weights range from 0.11 to 6.02 with a mean of 1 and a standard deviation of 0.69