

tsw rural

Political Research



Over 60 million people live in Rural America.

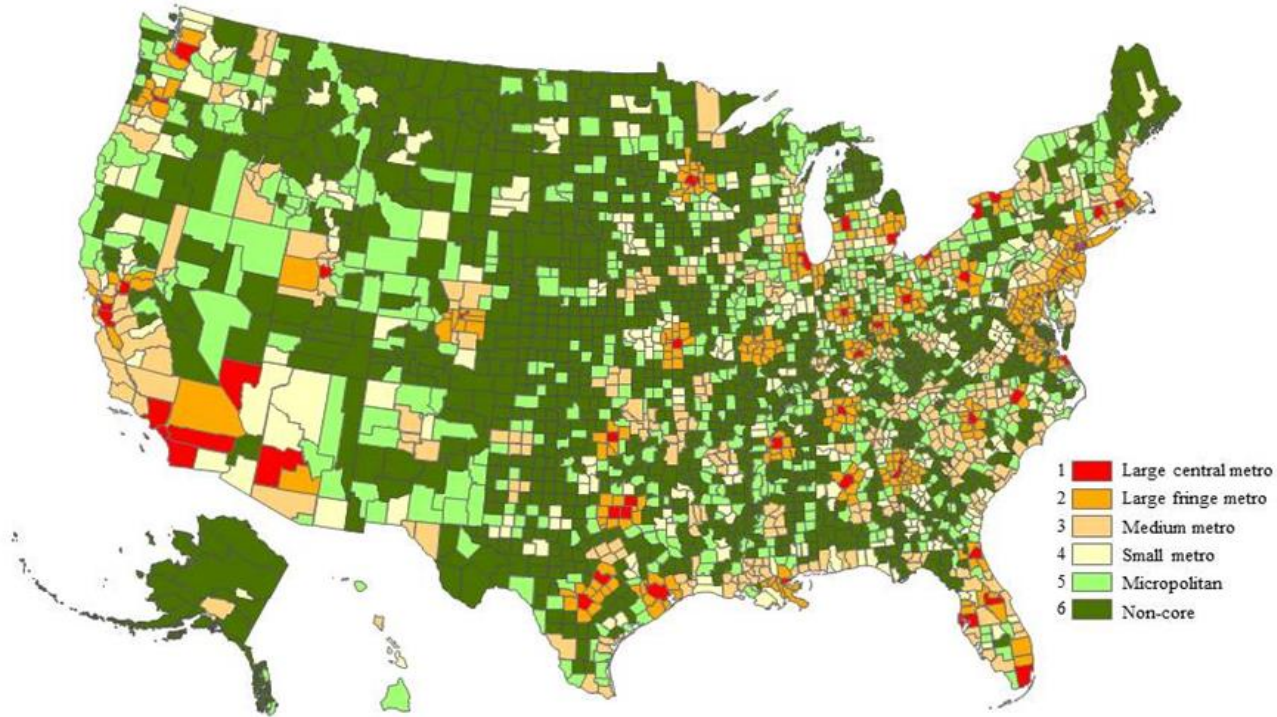
Their voice is loud and they want to be heard. Why are they important to the world of politics?

Demographic Overview

Registered Voter Demographics by County

	D County	C County	B County	A County
Gender	51.6% Female; 48.4% Male	52% Female; 48% Male	53% Female; 47% Male	53.3% Female; 46.7% Male
Average Age	51 years old	52 years old	49 years old	49 years old
Average Income	\$53,769	\$63,334	\$78,891	\$90,042
Race	80.9% White 13.8% African American 0.76% Asian 4.6% Other	88.7% White 5.8% African American 1.2% Asian 4.3% Other	79.2% White 14.2% African American 2% Asian 4.7% Other	67.8% White 14.9% African American 9.3% Asian 8.0% Other
Ethnicity	95.1% Non-Hispanic 4.9% Hispanic	93.6% Non-Hispanic 6.4% Hispanic	89.2% Non-Hispanic 10.8% Hispanic	85.1% Non-Hispanic 14.9% Hispanic
Average Number of People in Household	Eight or more	One	Four	Seven

US Audience Population

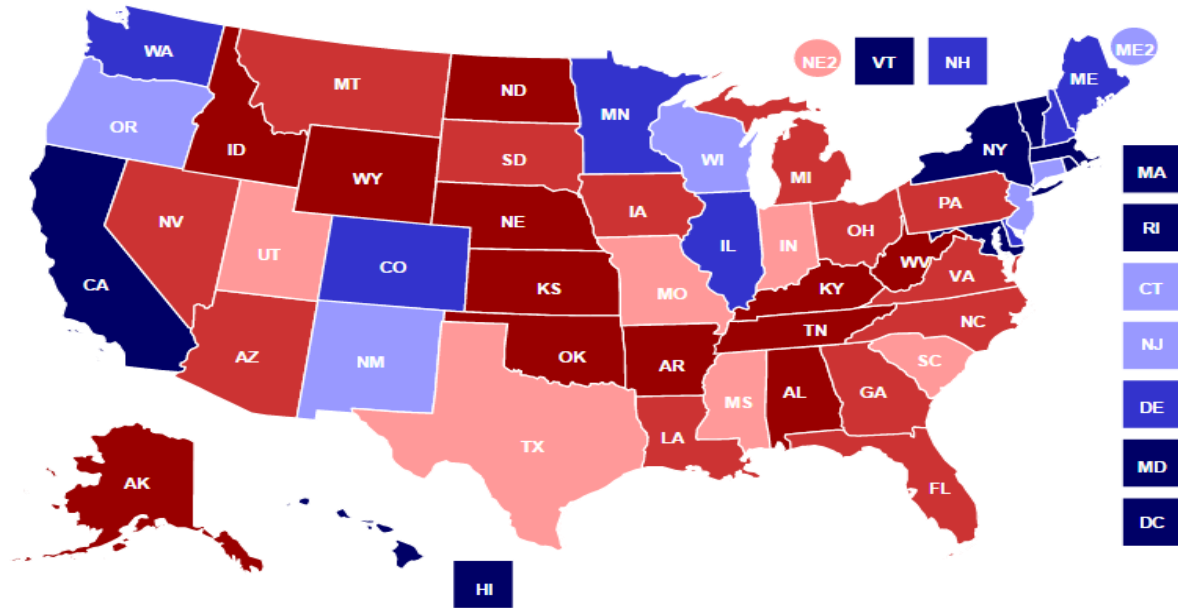
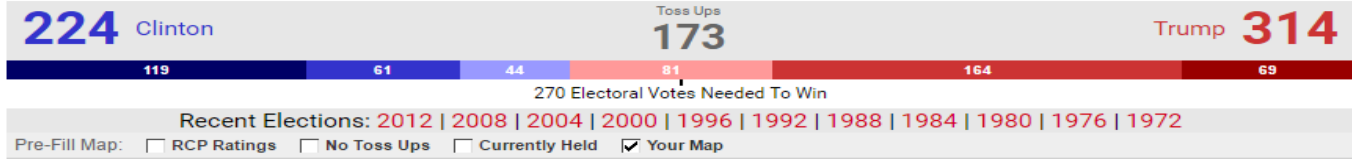


NOT ALL AMERICANS ARE THE SAME



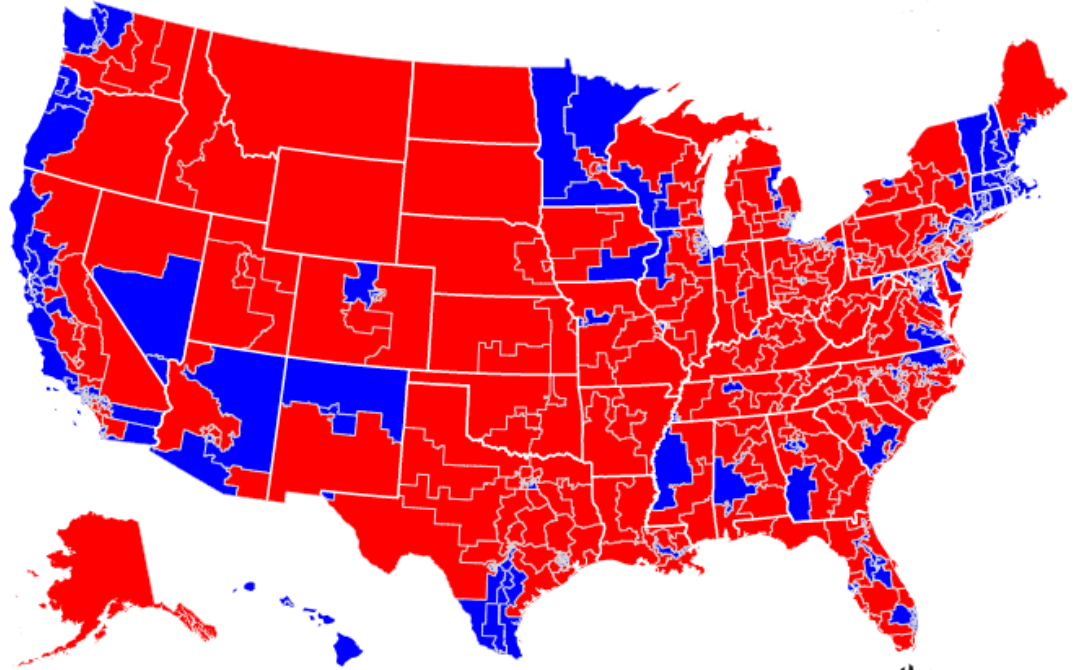
From core belief systems to community issues, Rural Americans votes differently than their urban neighbors.

Political Affiliation by State



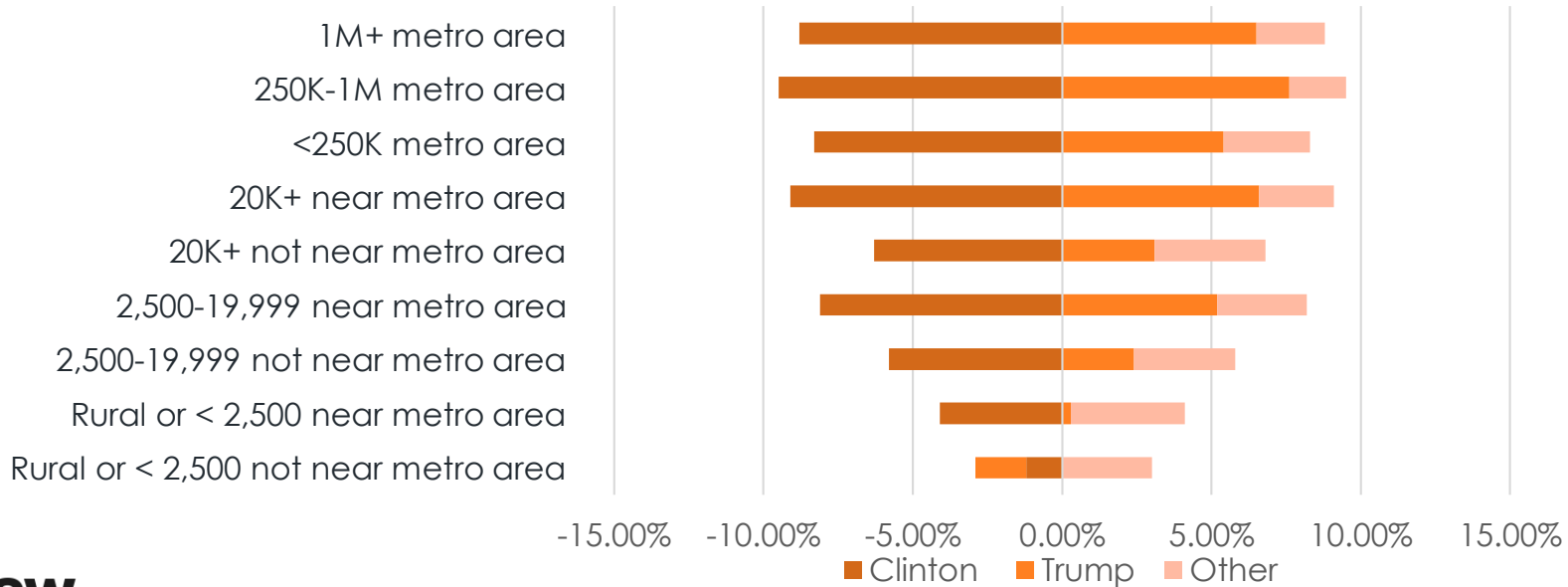
2016 House Vote Map by Population Area

The Republican vote dominated the 2016 House Vote election—most of which came from rural areas.



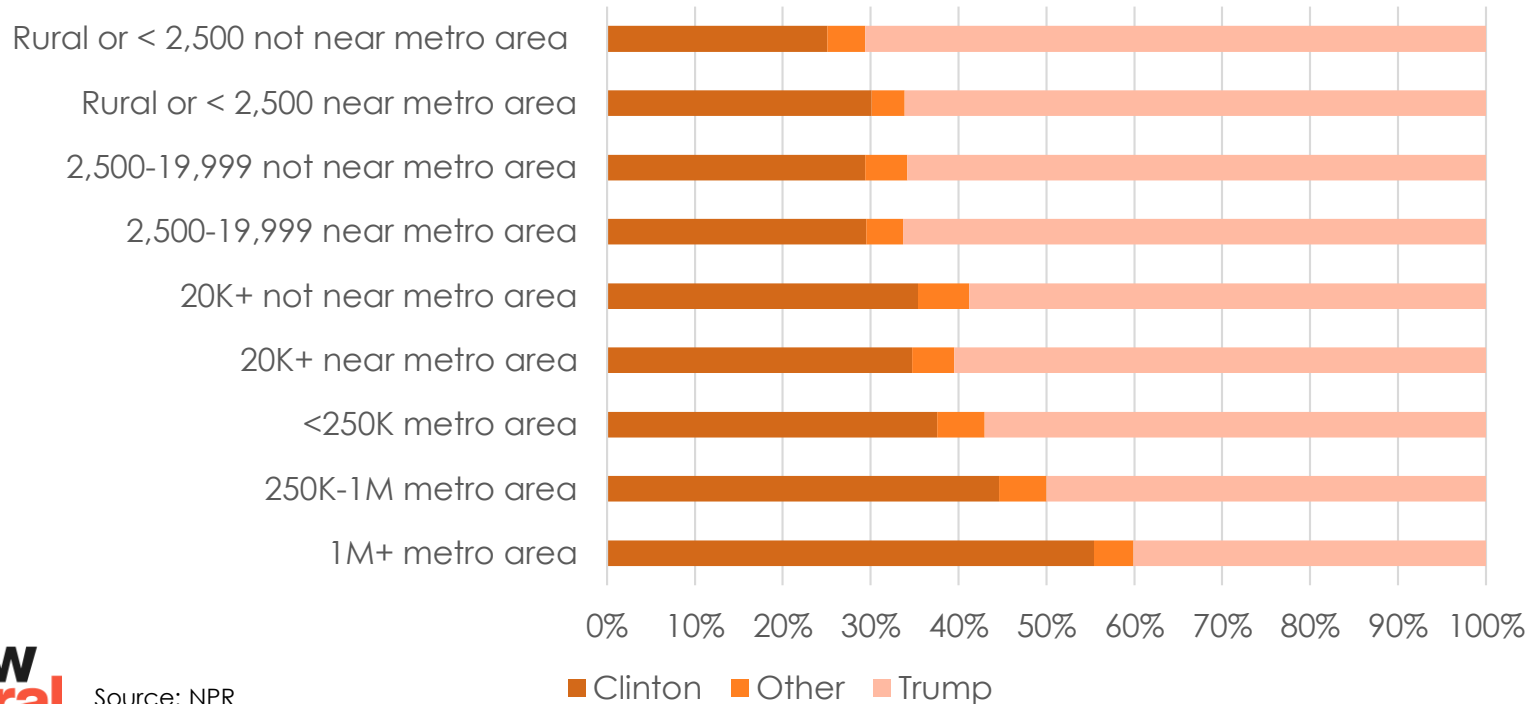
Presidential Republic Gains in Rural Areas

Difference in support for Democratic, Republican, and Independent presidential candidates between in 2016 vs. 2012 by percentage points.



2016 Presidential Vote by Population Area

Share of Votes



Voting History by State (2016)

Alabama

57% Republican, 36% Democrat, 7% Independent

Alaska

47% Republican, 39% Democrat, 14% Independent

Arizona

47% Republican, 43% Democrat, 10% Independent

Arkansas

54% Republican, 41% Democrat, 5% Independent

California

25% Republican, 61% Democrat, 14% Independent

Colorado

44% Republican, 45% Democrat, 11% Independent

Connecticut

35% Republican, 50% Democrat, 15% Independent

Delaware

36% Republican, 50% Democrat, 14% Independent

Florida

48% Republican, 45% Democrat, 7% Independent

Georgia

49% Republican, 45% Democrat, 6% Independent

Voting History by State (2016)

Hawaii

28% Republican, 58% Democrat, 14% Independent

Idaho

53% Republican, 34% Democrat, 13% Independent

Illinois

41% Republican, 53% Democrat, 6% Independent

Indiana

50% Republican, 39% Democrat, 11% Independent

Iowa

47% Republican, 46% Democrat, 7% Independent

Kansas

49% Republican, 37% Democrat, 14% Independent

Kentucky

57% Republican, 34% Democrat, 9% Independent

Louisiana

54% Republican, 34% Democrat, 12% Independent

Maine

42% Republican, 46% Democrat, 12% Independent

Maryland

31% Republican, 61% Democrat, 8% Independent

Voting History by State (2016)

Massachusetts

31% Republican, 60% Democrat, 9% Independent

Michigan

47% Republican, 47% Democrat, 6% Independent

Minnesota

40% Republican, 49% Democrat, 11% Independent

Mississippi

48% Republican, 46% Democrat, 6% Independent

Missouri

52% Republican, 38% Democrat, 10% Independent

Montana

51% Republican, 38% Democrat, 11% Independent

Nebraska

49% Republican, 38% Democrat, 9% Independent

Nevada

46% Republican, 47% Democrat, 7% Independent

New Hampshire

44% Republican, 45% Democrat, 11% Independent

New Jersey

35% Republican, 59% Democrat, 6% Independent

Voting History by State (2016)

New Mexico

37% Republican, 51% Democrat, 12% Independent

New York

35% Republican, 57% Democrat, 8% Independent

North Carolina

48% Republican, 45% Democrat, 7% Independent

North Dakota

60% Republican, 32% Democrat, 8% Independent

Ohio

46% Republican, 39% Democrat, 15% Independent

Oklahoma

57% Republican, 33% Democrat, 10% Independent

Oregon

38% Republican, 48% Democrat, 14% Independent

Pennsylvania

46% Republican, 45% Democrat, 9% Independent

Rhode Island

32% Republican, 52% Democrat, 16% Independent

South Carolina

49% Republican, 42% Democrat, 9% Independent

Voting History by State (2016)

South Dakota

51% Republican, 37% Democrat, 12% Independent

Tennessee

55% Republican, 37% Democrat, 8% Independent

Texas

52% Republican, 39% Democrat, 9% Independent

Utah

40% Republican, 23% Democrat, 37% Independent

Vermont

28% Republican, 56% Democrat, 16% Independent

Virginia

40% Republican, 49% Democrat, 11% Independent

Washington

38% Republican, 50% Democrat, 12% Independent

West Virginia

57% Republican, 33% Democrat, 10% Independent

Wisconsin

47% Republican, 46% Democrat, 7% Independent

Wyoming

65% Republican, 27% Democrat, 8% Independent

RURAL VOTERS ARE TRADITIONALLY CONSERVATIVE

33.9°

What influences them to vote that way?



Political Affiliation

C & D County Americans index highest for the Republican Party - a highly conservative group with Faith-based values.

Political Affiliation by County				
	D County	C County	B County	B County
Republican	115	132	101	84
Democrat	99	80	100	107
Independent	96	79	91	114
Other	122	90	86	105

Impact of Religious Beliefs on Politics

Rural consumers are more likely to be above average for Conservative Religious classification.

Conservative Religious by County				
	D County	C County	B County	A County
Far Below Average	83	103	91	111
Below Average	103	101	79	113
Above Average	112	99	106	92
Far Above Average	112	109	110	86

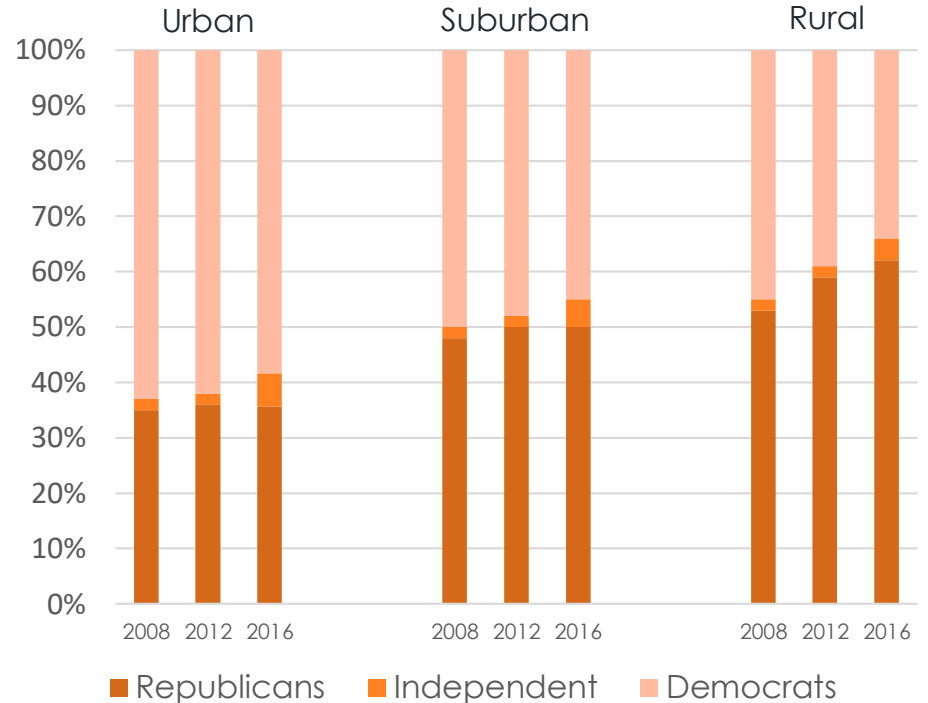
Political Ideology & Religious Beliefs

- There is a clear correlation between C & D county Americans' political views and their religious principles.
- Rural consumers share the same overall foundation of beliefs as urban consumers; however, they are much more amplified in rural communities.
- This impacts the way consumers look at companies and products.

Religious Beliefs by Political Affiliation			
	Conservative	Liberal	Moderate
Belief in God or universal spirit	97	91	93
State a religious preference	96	85	91
Member of a church	73	48	66
Attended church in last 7 days	53	32	40
Religion is very important in life	71	45	56
Religion can answer today's problems	75	48	58
Great deal of confidence in organized religion	55	33	42
Rate honesty and ethics of clergy very high	58	47	48

Value Differences Between Rural & Urban Voters

- 6 out of 10 rural Americans say that Christian values are under attack, compared to just over half of suburban residents and fewer than half of urban residents.
- 50% of rural residents are more likely to say that recent immigrants have different values than their own, compared to 39% of urban residents.
- Rural voters have shifted strongly towards Republicans since 2008.



Values Important to Rural Voters

Rural voters are seen as valuable voters because they consider social- and Faith-based issues.

Values of Rural American voters:

- Self-reliant
- Patriotism
- Honesty & Integrity
- Helping each other
- Handling things locally
- Family-first
- Keeping taxes and regulations to a minimum
- Efficiency
- Grassroots environmentalism



Key Issues That Concern Rural Voters

Rural voters are concerned with the following issues:

- Jobs for economic development
- How to fix the infrastructure (roads, farming lands, etc.)
- Children's economic future
- Working immigrants
- Keeping gas and milk prices down
- Discussing the importance and return of coal/coal mining



True Statement Concerns by Rural & Urban

Jobs in their community are hard to find.

- 69% of rural residents agree
- 45% of urban residents agree

The growing number of immigrants working in the U.S. is hurting American workers.

- 65% of rural residents agree
- 48% of urban residents agree

Their children's standard of living will be worse than theirs is.

- 33% of rural residents agree
- 23% of urban residents agree

A woman with long brown hair, seen from behind, is holding a large American flag high above her head with both arms. She is standing in a vast field of golden wheat under a bright blue sky with scattered white clouds. The sun is shining brightly, creating a lens flare effect. The entire scene is framed by a thin white border.

RURAL PARTNERSHIP

C & D county consumers are relatively untapped, very responsive, and key to the bottom line

TSWRural has the resources, expertise, and experience to reach the highly-desirable rural market

Phone: (888) 506-6055

Email: contact@tswrural.com

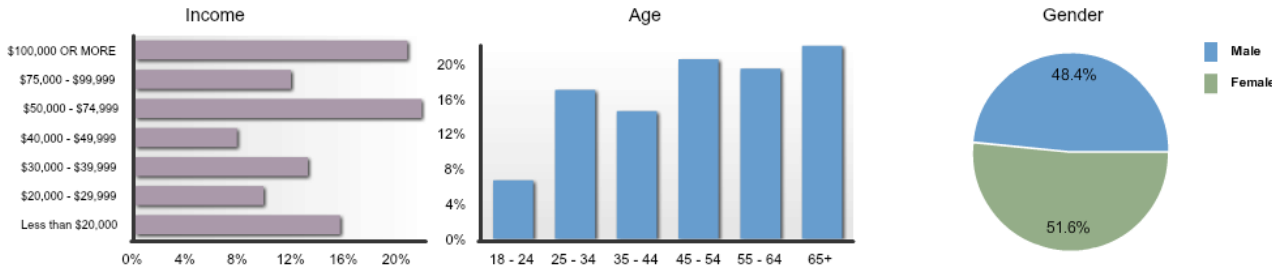
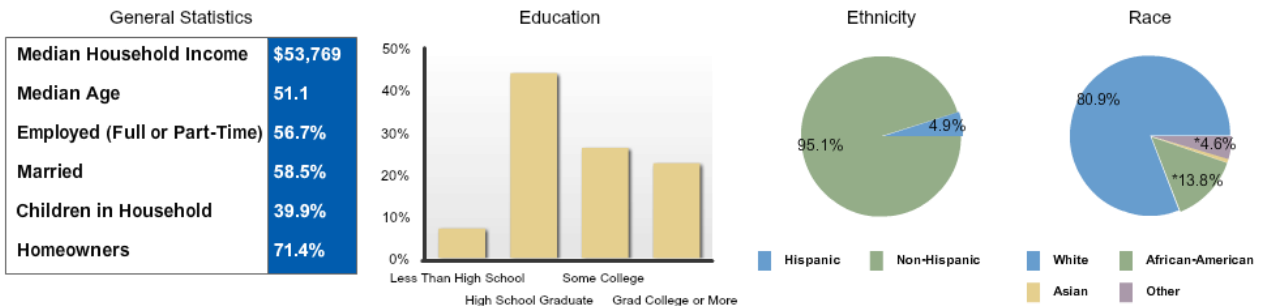
A wide-angle photograph of a rural landscape at sunset. The sky is a mix of soft orange, yellow, and light blue. In the foreground, a large, cylindrical hay bale sits on a field of dry, golden-brown grass. The middle ground shows a vast field with numerous smaller hay bales scattered across it. In the distance, there are low hills and a few buildings under the twilight sky.

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Appendix - D County Voter Demographics

Demographic Profile

	Sample	Weighted (000)	Percentage
Base: All Adults	11,070	238,468	100%
Target: D County Voters	822	28,855	12.1%



Appendix - C County Voter Demographics

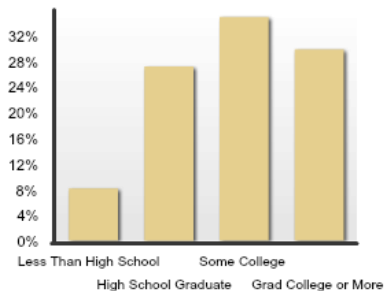
Demographic Profile

	Sample	Weighted (000)	Percentage
Base: All Adults	11,070	238,468	100%
Target: C County Voters	726	23,990	10.1%

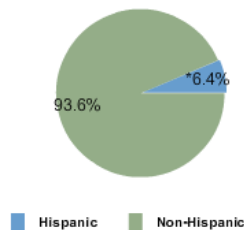
General Statistics

Median Household Income	\$63,334
Median Age	51.9
Employed (Full or Part-Time)	56.6%
Married	57.5%
Children in Household	30.3%
Homeowners	72.6%

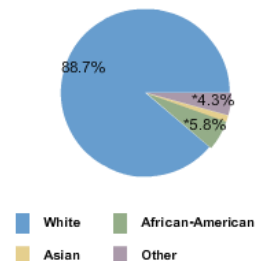
Education



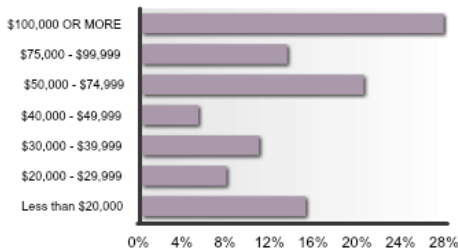
Ethnicity



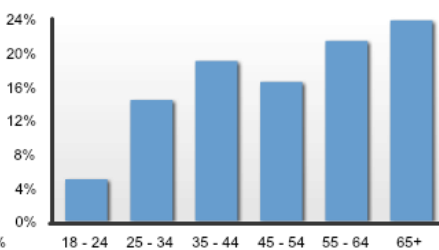
Race



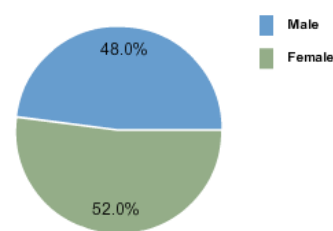
Income



Age



Gender



Appendix - B County Voter Demographics

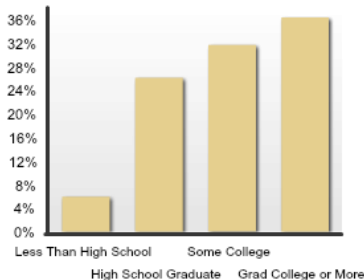
Demographic Profile

	Sample	Weighted (000)	Percentage
Base: All Adults	11,070	238,468	100%
Target: B County Voters	1,788	53,302	22.4%

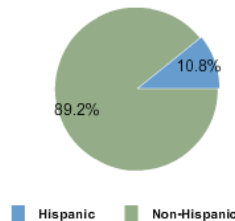
General Statistics

Median Household Income	\$78,891
Median Age	49
Employed (Full or Part-Time)	64.4%
Married	57.2%
Children in Household	33.7%
Homeowners	75.4%

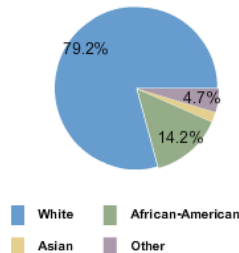
Education



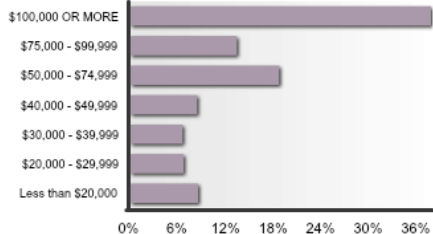
Ethnicity



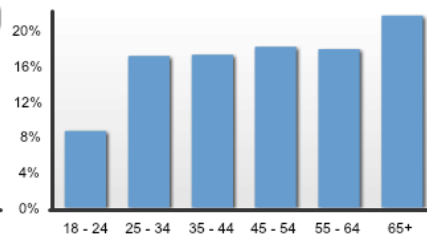
Race



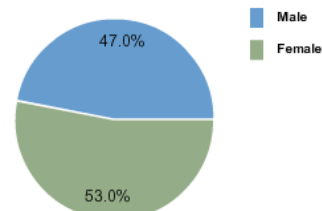
Income



Age



Gender



* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.

** Indicates cell count below 31. Projections are likely unstable, use with caution.

Source: Simmons Research LLC, Fall 2015 NHCS Adult Study 06-month

Appendix – A County Voter Demographics

Demographic Profile

	Sample	Weighted (000)	Percentage
Base: All Adults	11,070	238,468	100%
Target: A County Voters	5,110	77,175	32.4%

General Statistics

Median Household Income	\$90,042
Median Age	48.8
Employed (Full or Part-Time)	61.1%
Married	53.1%
Children in Household	32.6%
Homeowners	68.4%

