

5

The 2018 Future of Rural Texas Poll

Provided by
Strategic Research Associates

The 2018 Future of Rural Texas Poll

EXECUTIVE SUMMARY

Driven by the natural features of rural living, Texans living in 173 non-metropolitan counties who consider the place where they live to be “rural” hold mostly positive attitudes about the place they have chosen to call home, with notable deviations.

When asked to describe what they like most about the place where they live, respondents consistently cited the appeal of small town culture, natural beauty, and close-knit communities. Ratings of the air, the water, and the quality of the open spaces lead rural Texans to high ratings of the overall quality of life in the area where they live.

Rural Texans also assign positive ratings to access to education, both primary and secondary, as well as their access to primary and emergency medical care.

But perceptions of trade-offs are evident in attitudes toward life in rural communities, including less access to mental health services and drug addiction treatment. This latter point is particularly troubling, as a plurality of rural Texans cited drugs, drug abuse, and its attendant crime as the most important problem currently facing their communities in open-ended response items.

Other challenges cited in open-ended items included jobs and transportation, roads, and traffic. While the cost of living, housing, and basic utilities all positively add to the rural experience, rural Texans express pervasive concerns about the availability of good jobs, especially for young people entering the market. While there are broadly positive views about the cost and reliability of water and electricity, there was far more reservation in assessments of road quality, the quality of cell phone service, and access to high-speed internet.

Overall, rural Texans appear to be rather content with their living conditions, and in fact, embrace many of the aspects of rurality. But access to jobs and good wages, particularly for young people, and some of the services that are hard to come by even in more densely populated areas of the state, like mental health and drug addiction services, are important and challenging issues.

To arrive at these conclusions, 800 adult Texans living in 172 counties defined by the Office of Management and Budget’s (OMB) Rural-Urban Continuum Codes as non-Metro, who also said that they live in a “rural” community, were interviewed between October 8-17, 2018. The survey was conducted with live interviewers over landline (50 percent) and cellular telephones (50 percent). The margin of error for the entire sample is +/- 3.46 percentage points.

The 2018 Future of Rural Texas Poll

KEY FINDINGS

Largely driven by their embrace of the physical and social characteristics of the areas in which they live, most rural Texans express positive attitudes about their quality of life.

- A rural sense of place thoroughly informs what people in Texas appreciate about where they live. The survey directly asked an open-ended question, “what do you like most about the place where you live?” Eighty percent of rural residents responded with social or geographical characteristic, such as the size of their town, their neighbors or the community they live in, or with references to their communities as peaceful or quiet.
 - *"It's small, you can find your kids when they don't come home when they're supposed to."*
 - *"It's easy to get around, not much traffic, nice neighbors, a lot of churches."*
 - *"No traffic and there's no people on the sidewalks, I can get what I want and do what I want to do."*
 - *"Very country and rural, my grandchildren can go outside and play, do not have to worry."*
- Rural Texans also projected an air of relative contentment when asked what they think “would improve the overall quality of life in the place where [they] live?” More than half (54%) offered no improvements, or simply couldn’t think of anything. Among those who did offer possible improvements, the most frequent responses suggested better job opportunities (9%) and better roads and transportation (5%).
- Not surprisingly then, a plurality (46%) of rural Texans rate the overall quality of life in the area where they live as “good”, with a third going so far as to rate it as “excellent.”

Rural Texans gave the natural environment in the areas in which they live the highest ratings among the subjects assessed in the survey, another reflection of their overall sense of place.

- Ninety-four percent rated the quality of the air as “good” (61%) or “excellent” (33%).
- Eighty-three percent rated the availability of open spaces like public parks or other natural settings as “good” (54%) or “excellent” (29%).
- Seventy-four percent rated the quality of water in rivers, lakes, or coastal areas as “good” (54%) or “excellent” (20%).

The 2018 Future of Rural Texas Poll

When asked more specifically to think about the economy in the areas where they live, a large majority of rural Texans were at least mildly positive, though employment opportunities emerged as a relatively pronounced area of concern – particular job opportunities for young people.

- Overall, only 9% of rural Texans rated the economy in the area where they live as “excellent.” The majority rated the economy as “good” (54%), while the remaining quarter rated the economy as either poor (22%) or terrible (3%).
- Assessments of job opportunities revealed one of the few areas where negative attitudes outweighed positive assessments. A majority rated “the availability of jobs” as either “poor” (44%) or “terrible” (8%). Further, a majority of rural Texans rated the opportunities for young people entering the job market as either “poor” (40%) or “terrible” (12%).
- Assessments of the cost of living and opportunities for home ownership revealed net positive assessments, though with differences among those with annual income levels below \$40,000 and those above. Overall, 69% rated “the cost of living for necessities like housing, food, and utilities” as either “good” (60%) or “excellent” (9%), while 67% said the same of “opportunities for home ownership”.

When asked about the most important problem facing their communities, concerns about the economy and job opportunities loom large in the minds of rural Texans.

- Unemployment and jobs were cited by 1 in 10 rural Texans as the most important problem facing their communities.
- Consistent with national survey research in rural communities, worries about drugs are evident in rural Texas. While not the epicenter of the opioid crisis, rural Texans’ concerns with drugs and the crime associated with them ranked as their number one concern, cited by 18% of respondents.
 - *“A lot of drugs in the county, this is a very poor county, jobs do not pay enough here.”*
- Transportation was cited by the third largest share of respondents (8%), and also appeared in other parts of the poll as an area of relative dissatisfaction.

In response to a wide range of questions about infrastructure, rural Texans expressed the most positive views about the cost and reliability of water and electricity, and were more reserved in their assessments of road quality, the quality of cell phone service, and access to high-speed internet.

- Relative to other infrastructure, rural Texans’ gave the quality of roads comparatively mediocre ratings, with only 8% judging them “excellent” and 46% saying that they are “good”, while an equal share (46%) rated road quality either “poor” (29%) or “terrible” (17%).
- Sixty percent rated cell phone service as either “good” (52%) or “excellent” (8%), while 36% rated it “poor” (25%) or “terrible” (3%).

The 2018 Future of Rural Texas Poll

- Rural Texans gave slightly higher ratings to their access to high speed internet, with 59% rating access as either “good” (48%) or “excellent” (11%) and 33% rating it either “poor” (24%) or “terrible” (9%).
- Access to high speed internet was rated somewhat more critically by rural Texans with annual incomes greater than \$40,000, though the more affluent group was also more likely to express a view on the matter: 28% from the lower annual income bracket rated access to high speed internet negatively, compared to 38% of the higher income bracket. Likewise, college educated, rural Texans were more critical of their access to high speed internet, with 40% rating it “poor” or “terrible” compared to 29% of Texans without a college degree.

Rural Texans provided moderately positive assessments of their access to health care across different types of services, though those who expressed views about drug abuse and addiction treatment and the availability of mental health services were on balance negative about access to those services in their area.

- Sixty-seven percent of rural Texans rated their access to quality healthcare as “good” (49%) or “excellent” (18%), while 72% rated their access to medical care in an emergency as either “good” (54%) or “excellent” (18%).
- Only 55% rated their access to medical specialists as “good” or “excellent”, while positive ratings dropped to 41% for access to mental health services, and 26% for access to drug abuse and addiction treatment.

Rural Texans rated their education systems positively, with similar views of both K-12 and higher education, but rated their access to local cultural facilities less positively.

- Seventy-five percent of rural Texans rated their access to quality K-12 education as “good” or “excellent”, while 72% said the same of local options for attending colleges and universities.
- Fifty percent of rural Texans rated their access to local cultural facilities like museums and performance venues as “good” or “excellent”, with only 8% saying excellent, and another 41% saying “poor” or “terrible”.

The 2018 Future of Rural Texas Poll

Strategic Research Associates, LLC

10/24/2018

800 adult Texans living in 172 counties defined by the Office of Management and Budget's (OMB) Rural-Urban Continuum Codes as non-Metro, who also say, when asked, that they live in "rural" community were interviewed between October 8-17, 2018. The survey was conducted with live interviewers over landline (50 percent) and cellular telephones (50 percent). The margin of error for the entire sample is +/- 3.46 percentage points.

The 2018 Future of Rural Texas Poll

Q1A. Would you say that you live in an urban, suburban, or rural community?

Percent	
Rural	100

Q1B. How long have you lived in the community where you live now?

Percent	
Less than 1 year	1
1 to 5 years	11
6 to 10 years	14
11 to 20 years	25
21 to 30 years	15
31 to 40 years	15
41 to 50 years	19

Q2. How would you rate the overall quality of life in the area where you live?

Percent	
Excellent	33
Good	46
Fair	17
Poor	5

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	33.3	29.0	32.2	35.3	32.4	32.6	36.0	39.1	23.1	44.0	30.4	34.2	33.9	29.8
Good	52.2	42.4	46.3	43.7	46.4	45.9	44.5	39.1	51.3	48.9	42.4	46.4	44.3	49.8
Fair	11.8	21.3	16.4	17.3	17.7	15.5	14.8	17.6	20.8	4.7	19.7	16.9	16.1	17.7
Poor	2.7	7.3	5.1	3.8	3.5	6.0	4.8	4.2	4.8	2.4	7.4	2.5	5.8	2.7

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	26.8	35.8	31.3	33.2	21.9	29.3	32.2	30.9	41.7	24.9
Good	50.3	42.1	48.3	45.6	52.1	52.5	44.7	41.1	41.8	54.1
Fair	21.5	17.7	14.6	17.1	16.5	15.4	18.2	25.1	13.6	9.1
Poor	1.4	4.4	5.8	4.2	9.5	2.8	4.9	2.8	2.9	11.8

The 2018 Future of Rural Texas Poll

Next, I have two questions that I'd like you to answer in just a few words...

Q3A. What would you say is the most important problem facing Texas today? [OPEN-ENDED]

	Percent
Border security	21
Immigration	19
Government/politics in general	8
Crime and drugs	7
Education	4
Unemployment/jobs	4
Health care	3
Political opposition	3
Taxes	3
Political corruption/leadership	2
Political incivility	2
State government spending	2
The economy	2
Transportation/roads/traffic	2
Moral decline	1
Opioid/prescription drug abuse	1
Social welfare programs	1
Trade agreements	1
Water supply	1
Other	3
Don't know/none	13

Open-ended item cross-tabulations can be viewed in Appendix A.

The 2018 Future of Rural Texas Poll

Q3B. What would you say is the most important problem facing the place where you live today? [OPEN-ENDED]

	Percent
Drugs and attendant crime	18
Unemployment/jobs	10
Transportation/roads/traffic	8
Education	7
Health care	6
Political corruption/leadership	5
The economy	5
Immigration	4
Taxes	4
Government/politics in general	2
Lack of resources	2
Community feel	1
Housing	1
Infrastructure	1
Political opposition	1
Population aging	1
Population growth	1
Poverty	1
Race relations	1
Water supply	1
Other	2
Don't know/none	17

Open-ended item cross-tabulations can be viewed in Appendix A.

The 2018 Future of Rural Texas Poll

Again, in just a few words...

Q4A. What do you like most about the place where you live? [**OPEN-ENDED**]

	Percent
Rural	34
Neighbors/community	17
Peaceful/quiet	13
Town size	9
Location	6
Familiarity	5
Outdoor activities	2
Safe	2
Scenery	2
Cost of living	1
Education	1
Family around	1
Local government	1
Weather	1
Other	1
Don't know/none	5

Open-ended item cross-tabulations can be viewed in Appendix A.

The 2018 Future of Rural Texas Poll

Q4B. What do you think would most improve the overall quality of life in the place where you live? [OPEN-ENDED]

	Percent
Better job opportunities	9
Better roads/transportation	5
Improved local amenities/more things to do	4
More policing/less crime and drugs	4
Better infrastructure	3
Fewer people	3
Lower taxes	3
Better education	2
Better economy	1
Better health care	1
Better local government	1
Better water supply	1
Improved local aesthetics	1
Increased border security	1
Increased revenue	1
Increased social harmony	1
Less political opposition	1
More affordable housing	1
Other	2
Don't know/none	54

Open-ended item cross-tabulations can be viewed in Appendix A.

The 2018 Future of Rural Texas Poll

Q5. Overall, do you expect you and your family to be better off, about the same, or worse off a year from now? Would that be a lot or somewhat *[better/worse]* off?

	Percent
A lot better off	22
Somewhat better off	28
About the same	44
Somewhat worse off	1
A lot worse off	2
Don't know/Refuse	4

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
A lot better off	18.8	20.1	21.3	25.6	23.1	20.0	22.5	25.3	18.3	29.7	23.4	22.0	23.0	18.8
Somewhat better off	31.1	30.3	28.9	20.0	28.7	26.3	25.6	37.7	28.6	27.8	25.9	27.6	28.4	25.8
About the same	38.8	47.6	43.6	46.3	40.8	47.4	45.9	35.4	42.8	39.5	41.8	46.8	41.1	49.6
Somewhat worse off	1.1	0.9	1.6	1.5	1.4	1.3	1.0	0.4	2.3	1.2	1.8	0.9	0.9	2.2
A lot worse off	0.0	0.5	2.7	2.7	1.9	1.4	2.2	0.0	1.2	0.0	3.1	1.4	2.2	0.7
Don't know/Refuse	10.2	0.5	1.9	3.8	4.1	3.5	2.8	1.2	6.8	1.8	4.0	1.3	4.3	2.9

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
A lot better off	22.7	20.9	21.8	20.7	31.0	21.9	21.9	25.0	16.3	24.8
Somewhat better off	26.1	27.0	28.3	28.3	17.6	35.3	27.3	20.8	33.3	13.4
About the same	43.2	46.4	42.4	43.9	45.7	39.5	45.4	43.9	44.8	48.5
Somewhat worse off	0.0	0.9	2.0	1.0	5.7	0.3	0.7	1.6	2.4	3.4
A lot worse off	1.0	1.1	2.4	1.9	0.0	1.0	0.2	2.5	2.2	4.6
Don't know/Refuse	7.0	3.6	3.2	4.2	0.0	2.0	4.6	6.2	1.0	5.4

The 2018 Future of Rural Texas Poll

Q6. Thinking about the economy in the area where you live, would you rate it as excellent, good, poor, terrible, or don't you have an opinion?

	Percent
Excellent	9
Good	58
Poor	22
Terrible	3
Don't know	7

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	5.3	7.4	10.5	11.1	10.4	7.4	9.9	5.4	8.1	5.6	6.7	11.3	7.3	12.0
Good	54.7	61.5	59.5	56.8	59.2	57.3	58.1	68.1	55.5	64.4	53.2	61.8	59.8	55.3
Poor	28.5	20.3	20.4	20.7	20.9	23.4	21.2	9.9	27.4	20.6	27.5	19.1	19.9	26.6
Terrible	0.0	7.2	3.3	3.5	3.0	4.0	2.9	6.6	4.0	2.4	4.7	2.3	3.6	3.3
Don't know	11.5	3.6	6.3	7.9	6.6	7.9	7.9	10.0	5.0	7.1	7.9	5.5	9.5	2.9

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	2.9	8.2	11.0	9.4	4.3	11.6	9.0	11.0	4.7	7.0
Good	47.6	60.6	59.1	57.6	58.0	65.0	50.9	60.0	54.6	58.5
Poor	35.5	19.5	20.9	22.1	29.2	13.7	24.2	23.3	28.0	28.8
Terrible	3.0	4.0	3.2	3.6	3.3	2.6	5.0	1.5	5.2	3.8
Don't know	10.9	7.7	5.9	7.3	5.2	7.2	10.9	4.1	7.4	1.9

Q7. How about [RANDOMIZE FROM A-F KEEP DRAWING UNTIL LIST IS COMPLETE]? [IF NECESSARY: Would you rate [REPEAT ITEM] as excellent, good, poor, terrible, or don't you have an opinion]

	Excellent	Good	Poor	Terrible	Don't know
The availability of jobs	8	35	44	8	5
The wages and incomes that people earn	4	44	36	6	10
The cost of living for necessities like housing, food, and utilities	9	60	18	7	5
Opportunities for home ownership	14	53	24	2	6
Opportunities for young people entering the job market	7	32	40	12	10

The 2018 Future of Rural Texas Poll

Q7A. The availability of jobs

Percent	
Excellent	8
Good	35
Poor	44
Terrible	8
Don't know	5

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	4.1	5.4	9.5	9.9	10.0	5.1	8.8	4.8	5.9	7.8	4.4	10.4	6.5	9.9
Good	34.7	31.5	36.9	34.6	39.9	29.4	35.8	47.3	28.5	46.6	33.6	35.7	35.8	32.8
Poor	54.3	46.5	39.0	39.3	38.0	50.0	41.8	35.9	51.8	15.8	45.8	45.3	42.5	46.6
Terrible	5.8	12.3	9.5	5.6	7.3	9.5	8.1	9.3	7.5	27.1	11.1	4.8	9.3	6.5
Don't know	1.1	4.2	5.1	10.7	4.9	6.0	5.5	2.7	6.2	2.6	5.1	3.7	6.0	4.3

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	2.4	7.7	8.9	7.2	7.7	8.1	6.5	8.1	7.0	6.3
Good	29.7	36.6	34.6	34.7	38.7	40.1	27.9	37.0	38.8	31.6
Poor	57.9	40.3	43.2	44.8	37.4	40.2	47.5	43.4	43.6	47.9
Terrible	8.3	10.5	6.6	7.6	14.6	6.4	9.8	6.3	8.7	10.9
Don't know	1.7	4.9	6.8	5.7	1.6	5.3	8.4	5.2	1.9	3.3

Q7B. The wages and incomes that people earn

Percent	
Excellent	4
Good	44
Poor	36
Terrible	6
Don't know	10

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	5.3	0.9	4.1	4.6	5.3	2.2	3.8	0.0	4.1	17.4	2.6	3.9	3.5	4.4
Good	42.6	40.9	42.6	49.9	52.0	35.6	49.6	38.5	35.1	26.4	33.0	49.0	43.8	44.4
Poor	34.8	42.6	38.9	27.9	31.2	41.3	31.4	45.9	43.6	28.5	43.7	33.3	36.5	35.5
Terrible	4.3	10.2	6.0	4.8	3.7	8.9	5.1	13.9	5.5	21.0	10.1	8.9	5.4	7.4
Don't know	12.9	5.4	8.5	12.8	7.8	11.9	10.0	1.7	11.8	6.8	10.6	8.4	10.6	8.4

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	1.1	2.8	5.2	3.7	1.9	4.8	5.1	2.4	2.0	1.6
Good	42.1	50.7	39.2	44.0	45.1	39.9	48.7	47.6	39.3	44.1
Poor	39.4	33.2	37.7	36.8	30.9	40.2	30.5	37.5	41.6	35.4
Terrible	4.2	6.1	6.8	5.6	13.1	6.0	5.5	6.5	6.8	7.8
Don't know	13.2	7.1	11.1	9.9	9.0	9.0	10.3	5.9	10.3	11.1

The 2018 Future of Rural Texas Poll

Q7C. The cost of living for necessities like housing, food, and utilities

Percent	
Excellent	9
Good	60
Poor	18
Terrible	7
Don't know	5

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	3.0	9.6	10.9	12.9	12.6	6.1	11.9	3.3	6.4	6.9	7.6	10.3	9.4	9.7
Good	62.0	64.3	57.6	58.1	62.3	57.7	57.8	73.3	61.3	56.1	57.0	63.2	57.7	64.6
Poor	17.2	16.2	21.6	16.3	13.8	23.0	15.1	19.7	23.3	35.8	23.1	16.1	19.1	16.7
Terrible	7.4	7.9	7.6	6.3	6.0	8.7	8.0	3.0	7.5	1.2	10.4	4.4	9.3	3.4
Don't know	10.4	1.9	2.3	6.3	5.2	4.5	7.3	0.7	1.5	0.0	1.9	5.9	4.5	5.7

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	9.2	9.6	9.4	8.9	7.3	6.5	8.2	17.4	5.8	4.2
Good	59.5	60.4	59.9	60.7	55.9	66.4	60.7	54.9	60.4	59.6
Poor	26.0	17.2	17.2	19.2	12.3	16.1	22.9	17.0	22.6	12.9
Terrible	2.9	7.7	8.1	6.5	16.3	5.1	6.3	5.4	6.7	15.7
Don't know	2.5	5.1	5.3	4.7	8.2	5.9	1.9	5.3	4.5	7.5

Q7D. Opportunities for home ownership

Percent	
Excellent	14
Good	53
Poor	24
Terrible	2
Don't know	6

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	14.4	11.5	16.9	12.7	16.9	11.5	13.1	12.0	16.4	28.4	13.8	14.8	14.5	13.8
Good	43.4	57.5	53.0	58.4	51.2	55.2	58.2	42.7	45.5	58.6	45.3	57.2	50.7	57.9
Poor	24.8	27.0	23.7	19.9	23.5	23.9	20.1	40.2	27.4	10.6	30.0	19.7	25.9	19.5
Terrible	1.6	1.5	3.8	2.2	1.7	3.3	1.5	0.4	5.0	1.2	4.0	1.4	2.6	2.3
Don't know	15.8	2.5	2.6	6.8	6.6	6.1	7.1	4.7	5.8	1.2	6.9	6.9	6.3	6.5

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	16.3	14.3	13.7	13.6	16.0	13.0	11.1	12.4	21.5	14.3
Good	48.8	52.9	54.5	53.8	52.0	60.1	51.7	60.8	39.6	50.9
Poor	16.1	21.8	27.1	24.5	15.7	19.7	24.1	22.1	31.9	23.3
Terrible	1.1	3.4	2.1	1.9	6.1	2.5	2.3	1.5	0.6	5.0
Don't know	17.6	7.6	2.6	6.2	10.2	4.7	10.7	3.1	6.4	6.6

The 2018 Future of Rural Texas Poll

Q7E. Opportunities for young people entering the job market"

Percent	
Excellent	7
Good	32
Poor	40
Terrible	12
Don't know	10

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	10.2	0.4	8.3	6.3	8.6	4.5	7.6	5.1	5.4	0.0	6.7	8.2	6.6	6.6
Good	30.9	35.3	33.7	28.9	33.9	30.6	30.5	41.3	31.6	64.6	34.0	29.5	33.3	30.3
Poor	35.4	40.8	41.1	39.9	33.2	46.3	41.3	30.8	39.5	20.8	36.5	38.8	39.1	40.4
Terrible	8.7	18.7	10.3	11.0	12.5	11.1	11.1	14.7	12.6	9.6	12.8	13.6	10.7	14.0
Don't know	14.8	4.8	6.6	13.9	11.9	7.5	9.5	8.2	10.9	5.0	9.9	9.9	10.3	8.7

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	7.0	6.4	6.7	6.0	14.2	4.5	8.3	6.6	4.7	9.4
Good	24.3	33.0	33.7	32.3	25.0	35.8	28.0	30.4	39.3	24.5
Poor	32.4	41.5	39.8	40.5	33.0	36.9	40.1	42.5	39.7	41.4
Terrible	20.7	10.0	11.1	11.0	24.0	14.6	8.3	9.4	12.0	19.8
Don't know	15.6	9.1	8.7	10.3	3.8	8.2	15.4	11.1	4.3	4.9

Q8. Next, I'd like to know your opinions about healthcare in the area where you live. Would you rate you and your family's ability to access quality healthcare in your local area as excellent, good, poor, terrible, or don't you have an opinion?

How about [RANDOMIZE FROM B-F; KEEP DRAWING UNTIL LIST IS COMPLETE]? [IF NECESSARY: Would you rate you and your family's ability to access [REPEAT ITEM] as excellent, good, poor, terrible, or don't you have an opinion]

	Excellent	Good	Poor	Terrible	Don't know
Quality healthcare	18	49	22	7	4
Medical specialists	13	42	33	6	6
Medical care in an emergency	18	54	21	5	2
Mental health services	6	35	28	8	24
Drug abuse and addiction treatment	3	23	27	12	35
Healthcare services for the elderly	15	51	20	5	9

The 2018 Future of Rural Texas Poll

Q8A. Quality healthcare

Percent	
Excellent	18
Good	49
Poor	22
Terrible	7
Don't know	4

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	12.8	15.9	18.0	22.9	13.9	21.6	18.7	14.3	17.1	5.5	14.5	22.2	17.0	18.9
Good	55.6	44.5	50.7	46.3	56.0	42.5	50.6	49.8	46.6	53.6	50.8	44.9	51.2	45.9
Poor	22.1	28.3	20.3	18.7	18.1	26.0	20.3	22.8	24.5	30.5	26.8	19.2	22.5	20.7
Terrible	6.5	9.6	7.5	5.5	6.5	7.9	7.1	8.0	7.0	10.5	5.2	10.7	4.8	11.9
Don't know	3.0	1.7	3.5	6.7	5.5	2.0	3.3	5.0	4.7	0.0	2.7	3.0	4.5	2.5

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	12.7	15.4	20.7	18.3	13.2	18.7	16.7	18.1	15.6	17.2
Good	50.6	55.2	44.5	47.9	58.9	49.1	44.0	48.2	59.0	50.3
Poor	19.6	20.0	24.0	23.3	12.7	23.4	24.2	25.6	17.4	18.3
Terrible	13.6	5.7	6.8	6.6	14.3	6.8	9.7	4.1	4.3	9.8
Don't know	3.5	3.7	4.0	3.8	0.9	2.0	5.4	4.0	3.7	4.4

Q8B. Medical specialists

Percent	
Excellent	13
Good	42
Poor	33
Terrible	6
Don't know	6

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	15.4	9.1	11.2	16.1	14.2	11.4	14.6	7.9	10.0	22.0	7.8	16.6	12.5	13.4
Good	34.7	38.7	48.3	40.3	42.0	41.0	42.1	47.1	38.4	49.9	40.8	41.9	40.9	42.7
Poor	37.8	39.9	28.0	30.4	33.1	33.0	29.6	35.4	40.3	18.7	34.9	31.9	32.3	34.6
Terrible	4.1	9.2	7.2	4.8	5.1	7.8	6.7	6.8	5.7	5.7	6.9	5.1	7.2	4.9
Don't know	8.0	3.1	5.3	8.4	5.6	6.8	6.9	2.9	5.7	3.7	9.6	4.5	7.1	4.4

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	4.3	14.5	13.7	12.4	15.9	18.4	8.5	10.9	10.1	14.0
Good	36.8	38.1	45.4	42.3	38.6	48.5	42.4	34.9	49.0	33.7
Poor	41.6	31.9	31.9	33.2	33.0	23.1	34.3	42.3	31.3	40.7
Terrible	8.3	8.0	4.7	6.4	6.2	5.9	6.9	4.7	8.0	6.8
Don't know	9.1	7.6	4.3	5.7	6.4	4.2	7.9	7.2	1.5	4.8

The 2018 Future of Rural Texas Poll

Q8C. Medical care in an emergency

	Percent
Excellent	18
Good	54
Poor	21
Terrible	5
Don't know	2

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	15.7	16.5	18.6	22.5	15.7	21.4	19.1	7.8	19.0	37.6	15.6	20.5	18.3	18.8
Good	59.1	50.8	52.9	53.3	57.6	50.0	52.3	51.3	58.8	35.9	50.8	60.4	53.3	55.1
Poor	23.0	22.9	20.5	17.4	19.9	21.7	21.7	32.8	16.1	13.7	25.9	12.6	21.8	18.7
Terrible	2.2	5.9	5.7	4.3	4.2	5.2	4.8	2.6	4.8	6.9	5.1	4.3	4.5	4.9
Don't know	0.0	3.9	2.3	2.4	2.6	1.8	2.1	5.5	1.3	6.0	2.6	2.2	2.1	2.4

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	7.5	18.2	21.5	18.5	13.6	17.8	20.0	15.4	19.5	13.8
Good	60.1	54.3	52.0	53.2	66.9	61.2	53.7	50.8	42.8	65.2
Poor	24.3	21.4	19.4	21.2	13.3	15.1	19.7	26.8	27.7	13.9
Terrible	5.2	3.9	5.1	4.6	6.3	4.2	4.4	4.0	5.5	7.2
Don't know	3.0	2.1	2.0	2.4	0.0	1.7	2.2	2.9	4.5	0.0

Q8D. Mental health services

	Percent
Excellent	6
Good	35
Poor	28
Terrible	8
Don't know	24

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	5.3	8.7	3.9	7.4	6.6	5.4	6.9	6.6	3.6	15.6	4.2	8.0	4.4	9.2
Good	42.3	36.2	31.6	30.6	35.8	33.2	32.2	48.2	36.3	23.5	39.1	32.8	35.4	32.8
Poor	24.5	28.3	32.1	24.9	25.5	30.6	26.3	29.5	31.7	17.5	29.8	27.4	27.0	29.9
Terrible	4.1	9.2	7.8	9.3	8.2	7.1	9.3	5.8	4.8	9.2	6.3	5.9	7.3	8.4
Don't know	23.8	17.6	24.7	27.8	23.8	23.7	25.4	9.9	23.7	34.2	20.6	25.9	25.9	19.6

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	1.8	5.0	7.9	5.7	3.0	11.2	5.5	3.0	2.2	3.0
Good	24.3	37.0	35.2	33.9	43.9	32.5	27.5	39.7	40.7	41.9
Poor	33.4	26.1	28.1	28.5	25.3	22.6	30.0	32.1	30.9	27.3
Terrible	10.4	7.9	6.8	7.9	7.1	8.8	6.9	7.5	8.2	8.4
Don't know	30.2	23.9	22.1	24.0	20.7	24.9	30.0	17.8	18.0	19.4

The 2018 Future of Rural Texas Poll

Q8E. Drug abuse and addiction treatment

	Percent
Excellent	3
Good	23
Poor	27
Terrible	12
Don't know	35

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	3.9	0.4	3.4	4.0	3.5	2.5	2.4	0.7	4.3	14.3	3.8	2.5	3.0	3.1
Good	22.8	24.0	24.2	19.6	23.7	21.8	22.5	38.9	19.6	12.6	27.2	18.6	23.8	20.8
Poor	17.6	37.3	28.0	24.7	25.1	28.9	29.0	15.1	26.7	14.9	24.7	27.0	28.2	24.4
Terrible	5.4	11.7	15.2	13.2	8.5	15.5	12.0	10.2	11.3	29.9	15.6	10.3	11.3	13.1
Don't know	50.3	26.6	29.2	38.5	39.2	31.4	34.3	35.1	38.1	28.3	28.7	41.6	33.6	38.7

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	2.8	2.0	3.9	2.9	2.0	2.6	4.5	4.0	1.2	0.0
Good	27.0	18.9	24.8	23.3	17.3	28.3	16.9	24.7	27.3	17.8
Poor	23.0	30.8	24.9	26.8	26.6	21.1	28.8	28.6	27.3	30.9
Terrible	4.9	12.7	13.1	12.3	9.0	11.3	15.7	10.8	12.1	8.2
Don't know	42.4	35.7	33.3	34.7	45.1	36.6	34.1	31.9	32.0	43.1

Q8F. Healthcare services for the elderly

	Percent
Excellent	15
Good	51
Poor	20
Terrible	5
Don't know	9

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	18.7	11.6	13.6	17.6	15.4	15.0	17.6	8.7	11.6	26.2	11.0	15.9	14.3	17.1
Good	47.1	56.7	52.7	47.2	56.3	45.4	49.8	68.5	49.8	33.9	55.0	52.3	51.0	51.1
Poor	16.1	19.7	21.8	21.8	16.1	24.4	19.0	11.5	25.1	16.4	17.8	17.5	20.3	20.0
Terrible	2.7	5.9	5.6	4.4	2.8	6.8	4.9	5.4	3.5	18.8	7.0	4.3	4.8	4.7
Don't know	15.3	6.1	6.3	9.0	9.3	8.3	8.7	5.8	10.0	4.8	9.2	10.0	9.7	7.1

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	14.7	13.5	16.7	15.5	10.1	17.2	17.8	14.1	10.4	12.4
Good	49.8	56.2	47.2	50.2	58.3	47.7	46.1	50.3	61.7	53.8
Poor	11.9	18.6	23.5	20.8	16.0	21.4	21.3	21.1	22.5	15.1
Terrible	3.9	3.7	5.8	4.2	11.6	2.4	3.2	4.1	3.8	14.0
Don't know	19.8	8.0	6.7	9.3	3.9	11.2	11.7	10.4	1.7	4.7

The 2018 Future of Rural Texas Poll

[RANDOMIZE Q9 - Q11]

Q9. Next, I'd like to know your opinions about some public resources in the area where you live. Would you rate [RANDOMLY SELECT FROM A-C BELOW] as excellent, good, poor, terrible, or don't you have an opinion? How about [RANDOMIZE FROM REMAINDER OF LIST; KEEP DRAWING UNTIL LIST IS COMPLETE]? [IF NECESSARY: Would you rate [REPEAT ITEM] as excellent, good, poor, terrible, or don't you have an opinion]

	Excellent	Good	Poor	Terrible	Don't know
The quality of K through 12 education	22	53	10	5	10
Local options for attending colleges and universities	20	52	21	3	4
Local cultural facilities like museums and performance venues	8	42	33	9	9

Q9A. The quality of K through 12 education

	Percent
Excellent	22
Good	53
Poor	10
Terrible	5
Don't know	10

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	22.7	23.8	22.8	19.4	22.7	21.6	23.9	10.6	20.9	37.4	23.6	22.0	24.3	18.0
Good	49.9	51.6	53.4	56.5	52.2	53.9	51.7	73.8	50.1	53.1	53.3	51.3	54.9	49.5
Poor	8.8	11.3	10.1	9.7	10.8	9.1	8.6	9.7	13.4	1.2	8.1	13.6	7.3	15.1
Terrible	6.3	6.9	4.3	3.5	4.7	5.5	4.7	4.3	5.9	7.1	3.4	5.4	3.5	8.3
Don't know	12.3	6.4	9.4	10.9	9.6	9.9	11.1	1.6	9.7	1.2	11.6	7.7	10.1	9.1

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	29.3	24.6	18.5	21.8	19.1	21.1	27.2	16.6	21.9	16.8
Good	46.4	49.8	57.3	52.3	64.3	44.9	54.6	56.6	56.0	61.2
Poor	9.8	9.0	10.8	10.1	9.5	14.1	8.6	11.6	6.7	8.3
Terrible	5.8	5.3	4.8	5.6	0.3	7.6	2.1	6.8	3.6	6.4
Don't know	8.7	11.4	8.7	10.2	6.9	12.3	7.5	8.5	11.8	7.3

The 2018 Future of Rural Texas Poll

Q9B. Local options for attending colleges and universities

Percent	
Excellent	20
Good	52
Poor	21
Terrible	3
Don't know	4

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	18.2	21.3	19.5	21.3	22.9	17.0	20.6	8.9	21.3	30.7	16.7	22.1	18.5	23.1
Good	49.6	51.0	55.1	51.7	49.7	54.9	54.6	53.6	47.3	51.5	53.3	53.5	52.3	52.2
Poor	26.7	26.0	15.6	18.6	21.9	19.7	17.6	31.4	24.6	16.6	20.5	21.0	21.4	19.6
Terrible	3.8	0.0	3.3	2.7	1.5	3.7	2.4	2.5	3.2	0.0	4.1	1.4	2.5	2.8
Don't know	1.6	1.7	6.5	5.7	4.0	4.6	4.8	3.6	3.5	1.2	5.3	2.1	5.3	2.4

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	12.9	19.1	22.6	19.6	24.4	26.6	15.2	17.3	23.0	20.5
Good	55.3	53.5	50.6	53.0	45.0	61.1	57.0	50.7	39.4	43.2
Poor	26.7	21.6	18.7	20.9	17.2	8.8	20.9	24.4	28.6	27.2
Terrible	1.9	3.5	2.1	2.5	5.1	0.6	3.1	2.6	5.1	3.1
Don't know	3.2	2.3	6.1	4.0	8.4	2.9	3.8	4.9	3.8	5.9

Q9C. Local cultural facilities like museums and performance venues

Percent	
Excellent	8
Good	42
Poor	33
Terrible	9
Don't know	9

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	2.3	7.0	9.1	10.8	7.7	7.6	7.8	2.6	7.7	25.5	9.8	5.9	7.1	8.7
Good	46.4	33.7	40.8	46.5	38.9	45.0	41.9	32.2	45.2	30.3	39.4	45.3	40.1	45.3
Poor	30.5	37.1	35.4	26.9	33.2	32.0	30.6	49.4	33.1	18.3	35.3	32.3	33.7	30.6
Terrible	6.9	14.1	8.1	6.2	6.2	11.1	8.8	10.4	7.0	22.6	9.3	8.3	8.2	9.3
Don't know	14.0	8.2	6.6	9.6	13.9	4.3	11.0	5.5	7.1	3.3	6.1	8.2	10.9	6.1

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	2.6	7.4	9.0	6.8	8.7	6.9	9.0	5.1	6.6	6.2
Good	51.8	42.1	39.3	43.3	32.5	47.6	43.5	43.0	31.1	39.1
Poor	21.9	32.0	35.8	32.2	39.2	25.8	29.3	36.6	40.1	39.0
Terrible	13.6	8.0	7.8	8.7	6.1	10.4	9.0	7.7	9.8	6.3
Don't know	10.1	10.5	8.1	9.0	13.4	9.2	9.3	7.7	12.4	9.4

The 2018 Future of Rural Texas Poll

Q10. Next, I'd like to know your opinions about some natural resources in the area where you live. Would you rate [RANDOMLY SELECT FROM A-C BELOW] as excellent, good, poor, terrible, or don't you have an opinion? How about [RANDOMIZE FROM REMAINDER OF LIST; KEEP DRAWING UNTIL LIST IS COMPLETE]? [IF NECESSARY: Would you rate [REPEAT ITEM] as excellent, good, poor, terrible, or don't you have an opinion]

	Excellent	Good	Poor	Terrible	Don't know
The quality of the air	33	61	5	1	0
The quality of the water in the rivers, lakes, or coastal areas	20	54	17	3	6
The availability of open spaces like public parks and other natural settings	29	54	14	1	2

Q10A. The quality of the air

	Percent
Excellent	33
Good	61
Poor	5
Terrible	1
Don't know	0

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	24.7	29.2	38.3	35.6	35.6	30.1	34.5	25.3	32.3	23.0	35.8	34.5	33.1	32.5
Good	70.4	60.7	55.4	59.8	60.9	60.4	59.9	69.6	60.5	50.8	56.6	62.1	61.2	59.7
Poor	3.3	8.0	5.6	3.0	2.9	7.2	4.5	0.0	6.3	22.8	5.5	3.4	4.9	5.1
Terrible	0.0	2.1	0.7	0.9	0.6	1.2	0.3	5.1	0.8	3.3	2.1	0.0	0.2	2.1
Don't know	1.6	0.0	0.0	0.7	0.0	1.0	0.8	0.0	0.0	0.0	0.0	0.0	0.5	0.5

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	37.2	34.3	30.8	32.8	33.7	34.1	38.8	23.9	36.1	29.8
Good	57.1	60.6	61.7	60.4	64.5	61.3	54.9	68.9	60.5	60.5
Poor	3.1	4.2	6.1	5.3	1.8	1.0	5.6	7.1	3.4	8.4
Terrible	2.6	0.6	0.7	1.0	0.0	2.1	0.7	0.2	0.0	1.3
Don't know	0.0	0.4	0.7	0.6	0.0	1.5	0.0	0.0	0.0	0.0

The 2018 Future of Rural Texas Poll

Q10B. The quality of the water in the rivers, lakes, or coastal areas

Percent	
Excellent	20
Good	54
Poor	17
Terrible	3
Don't know	6

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	22.6	14.4	20.0	20.9	20.9	18.3	20.8	31.0	14.5	14.3	21.5	19.5	19.1	20.6
Good	55.5	51.8	55.4	53.2	57.7	50.5	51.2	47.9	61.5	61.2	55.1	56.6	52.5	57.4
Poor	13.2	25.9	17.1	14.1	15.5	19.3	17.4	13.4	18.4	17.9	12.6	19.3	18.0	16.1
Terrible	1.1	2.9	3.7	2.7	1.9	3.7	2.9	3.4	2.6	0.0	6.2	1.1	3.4	1.5
Don't know	7.5	5.0	3.7	9.0	4.0	8.2	7.8	4.4	3.0	6.7	4.6	3.5	6.9	4.4

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	26.7	18.0	19.2	20.2	18.4	20.6	23.1	16.0	21.4	15.9
Good	48.0	56.2	54.1	52.9	67.0	56.2	56.8	48.5	54.6	50.1
Poor	14.4	19.8	16.1	18.1	7.8	14.5	13.5	25.2	16.9	20.7
Terrible	1.1	1.4	4.2	2.7	4.9	1.9	1.0	3.1	3.6	7.3
Don't know	9.8	4.5	6.3	6.1	1.9	6.7	5.6	7.3	3.4	6.0

Q10C. The availability of open spaces like public parks and other natural settings

Percent	
Excellent	29
Good	54
Poor	14
Terrible	1
Don't know	2

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	36.6	18.2	29.8	30.0	30.3	27.5	28.5	40.4	26.4	35.0	32.7	28.2	28.5	29.6
Good	51.0	64.4	52.8	50.5	50.1	58.6	56.2	50.4	52.1	43.6	46.6	59.5	53.3	56.0
Poor	11.3	13.9	14.9	14.3	15.5	12.0	12.3	7.4	18.0	21.4	17.9	10.2	14.0	13.3
Terrible	0.0	0.4	1.7	1.8	1.1	1.1	1.0	0.7	1.5	0.0	2.4	0.3	1.4	0.5
Don't know	1.1	3.1	0.8	3.4	3.0	0.9	2.1	1.1	2.1	0.0	0.5	1.8	2.7	0.6

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	34.3	28.3	28.0	29.2	24.5	32.8	32.8	26.1	27.8	19.9
Good	49.8	55.9	54.0	54.3	51.8	53.1	52.2	55.0	52.7	58.3
Poor	15.8	11.7	14.9	13.6	17.7	11.9	12.0	18.1	13.6	15.9
Terrible	0.0	0.6	1.8	1.0	2.0	0.5	1.1	0.0	3.4	1.7
Don't know	0.0	3.4	1.3	1.8	4.0	1.7	1.9	0.9	2.5	4.2

The 2018 Future of Rural Texas Poll

Q11. Next, I'd like to know your opinions about the infrastructure in the area where you live. Would you rate [RANDOMLY SELECT FROM A-F BELOW] as excellent, good, poor, terrible, or don't you have an opinion? How about [RANDOMIZE FROM REMAINDER OF LIST; KEEP DRAWING UNTIL LIST IS COMPLETE]? [IF NECESSARY: Would you rate [REPEAT ITEM] as excellent, good, poor, terrible, or don't you have an opinion]

	Excellent	Good	Poor	Terrible	Don't know
The quality of the roads	8	46	29	17	0
The cost and reliability of your electricity	18	61	16	4	1
The cost and reliability of your water supply	19	62	11	5	2
Access to high speed internet	11	48	24	9	9
Cell phone service	8	52	25	11	3
Availability of housing	11	53	24	3	9

Q11A. The quality of the roads

	Percent
Excellent	8
Good	46
Poor	29
Terrible	17
Don't know	0

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	4.6	6.1	7.1	12.9	9.3	6.1	9.8	6.2	3.9	9.8	6.2	9.1	6.2	10.7
Good	56.2	44.2	42.1	43.4	47.2	44.3	46.1	52.5	43.5	45.0	40.9	45.2	48.7	40.2
Poor	16.8	33.7	33.5	31.3	29.2	29.7	27.1	28.2	35.7	13.3	33.7	28.2	28.0	32.3
Terrible	22.3	15.2	17.4	12.3	14.2	19.4	17.1	12.6	16.4	32.0	18.9	17.3	16.7	16.8
Don't know	0.0	0.8	0.0	0.1	0.0	0.4	0.0	0.4	0.5	0.0	0.3	0.2	0.3	0.0

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	1.8	6.2	10.5	7.7	6.9	12.3	6.0	2.7	9.2	8.2
Good	41.2	52.2	41.9	45.6	43.8	44.5	44.9	40.0	52.3	46.9
Poor	22.4	30.1	30.7	29.1	40.5	27.4	28.6	40.4	24.4	28.4
Terrible	34.6	11.5	16.4	17.4	8.8	15.6	20.4	16.1	14.1	16.5
Don't know	0.0	0.0	0.4	0.2	0.0	0.2	0.0	0.8	0.0	0.0

The 2018 Future of Rural Texas Poll

Q11B. The cost and reliability of your electricity

Percent	
Excellent	18
Good	61
Poor	16
Terrible	4
Don't know	1

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	22.8	15.1	16.4	17.6	21.0	14.4	18.5	10.6	18.4	15.9	17.5	18.0	17.7	17.9
Good	55.7	68.4	62.5	57.8	58.0	64.4	61.7	56.5	61.2	60.6	61.3	65.8	59.4	64.4
Poor	14.7	12.4	16.3	19.9	17.1	15.0	15.2	30.1	14.5	8.1	17.6	11.9	16.5	15.1
Terrible	5.8	3.4	3.7	3.2	3.3	4.6	3.5	2.8	4.6	13.1	3.0	3.6	4.9	2.1
Don't know	1.1	0.8	1.1	1.5	0.6	1.7	1.1	0.0	1.3	2.4	0.7	0.8	1.4	0.5

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	17.4	18.8	17.1	18.2	15.0	16.2	22.3	16.0	17.8	15.5
Good	68.5	62.6	58.2	59.5	72.7	65.9	58.6	61.2	55.3	61.0
Poor	8.2	14.8	19.0	17.1	9.0	13.1	13.8	17.7	21.8	19.8
Terrible	3.3	3.6	4.4	4.2	2.2	3.8	5.3	3.1	3.3	3.1
Don't know	2.6	0.2	1.4	1.2	1.0	1.0	0.1	2.0	1.7	0.6

Q11C. The cost and reliability of your water supply

Percent	
Excellent	19
Good	62
Poor	11
Terrible	5
Don't know	2

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	22.9	18.9	18.6	17.3	22.5	15.9	20.4	14.9	17.5	30.2	21.7	19.4	18.5	20.7
Good	61.0	64.5	59.3	64.9	61.9	62.3	63.1	68.2	59.0	50.5	62.1	65.8	61.8	62.6
Poor	11.2	8.4	13.3	10.4	9.4	12.9	9.6	14.0	13.4	14.5	6.7	9.2	11.0	11.4
Terrible	2.7	4.8	7.7	4.5	3.8	6.8	4.7	2.9	7.2	3.6	7.3	3.6	6.4	3.2
Don't know	2.2	3.4	1.0	2.9	2.4	2.1	2.2	0.0	2.9	1.2	2.2	2.0	2.3	2.1

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	23.4	20.2	17.5	18.5	24.7	15.5	24.8	14.9	24.5	14.3
Good	53.1	63.3	63.3	62.4	55.8	66.4	56.6	62.8	57.5	67.2
Poor	17.4	8.3	11.9	11.4	11.6	13.1	9.7	16.4	5.5	10.5
Terrible	4.0	4.5	6.2	5.3	7.1	4.7	7.0	1.8	6.8	7.5
Don't know	2.1	3.7	1.1	2.4	0.8	0.3	1.8	4.1	5.6	0.5

The 2018 Future of Rural Texas Poll

Q11D. Access to high speed internet

Percent	
Excellent	11
Good	48
Poor	24
Terrible	9
Don't know	9

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	6.9	10.2	12.2	12.6	11.4	10.2	10.5	14.2	9.7	21.5	13.1	8.2	12.0	8.4
Good	44.6	50.2	49.4	46.0	45.0	50.6	47.4	58.3	46.9	26.2	48.4	48.6	49.0	45.2
Poor	31.1	24.8	21.2	22.2	22.6	26.0	23.8	19.9	26.1	29.4	20.7	29.1	22.9	27.0
Terrible	3.8	13.5	9.4	7.3	9.8	7.3	9.3	2.6	8.3	13.7	7.6	9.1	6.0	13.4
Don't know	13.5	1.3	7.7	11.9	11.2	6.0	8.9	4.9	9.0	9.1	10.2	5.1	10.0	5.9

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	6.1	7.4	14.6	11.0	8.1	14.2	6.7	10.5	12.9	11.2
Good	44.3	47.2	49.0	46.9	53.3	44.2	45.5	48.3	53.5	49.8
Poor	29.6	24.9	22.4	25.0	20.9	30.6	30.8	17.7	20.6	17.5
Terrible	13.2	8.7	7.3	7.8	16.0	7.2	5.0	9.6	10.6	13.8
Don't know	6.8	11.9	6.6	9.2	1.8	3.8	12.0	13.9	2.4	7.7

Q11E. Cell phone service

Percent	
Excellent	8
Good	52
Poor	25
Terrible	11
Don't know	3

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	5.8	5.4	8.9	10.8	8.0	8.0	8.3	7.1	6.8	20.7	11.1	6.8	9.1	5.9
Good	44.7	45.3	55.7	59.1	52.5	51.6	54.2	51.7	49.2	27.8	56.0	52.8	52.9	50.5
Poor	38.6	27.2	22.0	16.9	24.6	26.1	23.5	24.6	29.8	17.2	18.3	26.1	24.2	27.5
Terrible	8.1	20.4	10.2	7.8	11.5	11.1	11.2	12.7	10.1	27.8	8.3	12.8	9.2	15.3
Don't know	2.7	1.7	3.2	5.4	3.5	3.2	2.8	3.9	4.1	6.4	6.3	1.4	4.6	0.8

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	3.8	6.5	10.2	7.8	8.3	11.0	5.9	7.8	8.5	6.6
Good	51.8	49.6	54.1	51.2	62.3	47.3	48.2	59.9	53.8	49.0
Poor	19.7	28.8	24.0	26.4	19.3	25.4	29.5	19.6	22.0	34.6
Terrible	18.4	11.6	9.3	11.1	10.1	14.7	12.7	9.1	10.4	7.0
Don't know	6.3	3.5	2.4	3.6	0.0	1.6	3.7	3.5	5.3	2.9

The 2018 Future of Rural Texas Poll

Q11F. Availability of housing

	Percent
Excellent	11
Good	53
Poor	24
Terrible	3
Don't know	9

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Excellent	9.4	8.1	12.1	12.9	14.0	7.6	11.1	4.0	12.5	7.6	12.7	10.6	10.2	12.2
Good	41.4	61.3	55.6	52.4	57.0	48.8	56.4	53.5	44.7	73.9	48.5	54.9	50.7	57.4
Poor	25.2	27.3	23.9	19.9	19.1	29.0	21.2	34.5	27.3	11.4	27.2	20.9	26.2	19.5
Terrible	4.8	0.8	3.5	4.1	0.8	6.1	3.2	3.7	3.6	4.5	4.4	2.5	4.2	1.8
Don't know	19.2	2.5	4.9	10.8	9.1	8.5	8.1	4.4	11.9	2.6	7.1	11.2	8.7	9.0

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Excellent	13.5	10.4	10.7	10.9	10.0	12.7	9.9	11.8	11.6	6.8
Good	49.3	59.0	49.2	53.4	49.6	55.4	55.6	50.8	57.1	38.3
Poor	23.0	20.5	26.8	23.8	24.9	21.8	18.3	30.0	17.2	41.8
Terrible	1.6	3.1	4.0	3.1	7.3	3.7	3.9	1.3	4.6	4.3
Don't know	12.7	7.1	9.3	8.9	8.2	9.2	9.6	6.1	9.5	8.8

The 2018 Future of Rural Texas Poll

Finally, we'd like to ask a few questions about your feelings towards voting and representation...

Q12. Which statement comes closer to your views, even if neither is exactly right? [RANDOMIZE 1-2]

Voting gives people like me some say about how government runs things or Voting by people like me doesn't really affect how government runs things

	Percent
Gives people like me some say	75
Doesn't affect government runs	25

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Gives people like me some say	72.5	75.9	75	76.3	75.2	74.8	75	68	76.1	87.4	70.9	78	72.7	79.3
Doesn't affect government runs	27.5	24.1	25	23.7	24.8	25.2	25	32	23.9	12.6	29.1	22	27.3	20.7

	Residency			Religious Importance		Church Attendance					
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never	
Gives people like me some say	69.3	76.1	75.5	75.3	74	81.4	81.4	66.5	83.8	74.4	71.2
Doesn't affect government runs	30.7	23.9	24.5	24.7	26	18.6	18.6	33.5	16.2	25.6	28.8

Q13. Finally, do you think the state government pays too little, the right amount, or too much attention to the problems and challenges facing communities like yours?

	Percent
Too little	54
The right amount	30
Too much	3
Don't Know/Refused	13

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Too little	46.7	64.1	55.0	49.5	46.3	61.6	51.5	74.5	52.5	61.8	59.7	51.2	54.6	52.2
The right amount	33.2	23.9	31.9	30.7	35.6	24.7	29.7	19.4	33.8	38.2	27.3	29.7	29.4	31.9
Too much	7.2	1.5	3.3	1.9	5.8	1.0	4.3	0.0	2.8	0.0	3.4	4.9	3.3	3.7
Don't Know/Refused	12.9	10.5	9.8	17.9	12.4	12.7	14.5	6.1	10.9	0.0	9.6	14.2	12.7	12.3

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Too little	60.4	51.8	53.7	54.1	57.1	46.5	54.1	53.4	61.2	65.7
The right amount	26.7	34.3	28.0	29.6	29.8	33.1	25.6	36.6	28.0	20.8
Too much	6.6	1.4	4.2	3.8	0.0	5.8	4.7	3.1	1.6	0.0
Don't Know/Refused	6.3	12.4	14.2	12.5	13.1	14.6	15.7	6.9	9.2	13.6

The 2018 Future of Rural Texas Poll

We have just a few more questions for statistical purposes. . .

AGEG

	Percent
18-29	21
30-44	21
45-64	34
65+	24

EDUC. What is the highest level of education that you have completed? [READ RESPONSE OPTIONS]

	Percent
Less than HS	7
High school	28
Some college	30
College degree	24
Post-graduate degree	10
Don't know/Refuse	1

INCOME. What was your total household income for 2017?

	Percent
Less than \$40K	33
More than \$40K	39
Don't know/Refuse	28

RACE. Would you say that you are. . .

	Percent
White	60
Black/AA	8
Hispanic	30
Other	2

The 2018 Future of Rural Texas Poll

IMPORT. How important is religion in your life?

	Percent
Extremely important	69
Somewhat important	21
Not very important	4
Not at all important	4
Don't know/Refuse	2

ATTEND. Aside from weddings and funerals, how often do you attend religious services or participate in religious activities?

	Percent
More than once a week	22
Once a week	27
A few times a month	20
Once or twice a year	14
Never	13
Don't know/Refuse	3

GENDER. (by observation)

	Percent
Male	51
Female	49

The 2018 Future of Rural Texas Poll

Appendix A: Open-Ended Item Crosstabs

Q3A. What would you say is the most important problem facing Texas today? [OPEN-ENDED]

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Other	2.3	1.6	3.0	3.0	2.1	3.0	2.7	2.0	2.4	4.0	2.5	2.6	1.9	3.9
Border security	18.7	30.0	19.2	16.6	19.9	21.4	22.1	15.3	19.1	22.9	12.9	30.1	19.9	22.1
Crime and drugs	9.6	6.2	7.3	6.6	10.0	4.6	5.6	22.3	7.0	2.8	17.6	2.2	8.5	5.1
Don't know/none	10.2	11.7	13.4	14.6	11.7	13.7	10.5	19.9	14.7	22.2	18.3	7.6	13.6	10.9
Education	0.0	8.5	2.6	3.6	2.0	5.1	4.1	5.5	1.8	5.7	1.2	6.3	2.4	5.8
Government/politics in general	13.2	6.8	6.7	5.8	10.5	5.1	7.4	1.9	10.6	5.4	10.3	5.1	8.8	5.9
Health care	1.2	4.7	2.6	4.0	2.5	3.7	3.4	1.5	3.1	0.0	2.1	4.2	2.7	3.8
Immigration	20.1	15.0	19.9	19.9	19.6	18.3	19.7	7.7	20.9	11.2	9.7	22.4	17.6	21.6
Moral decline	0.0	2.2	0.5	0.0	0.0	1.3	1.0	0.0	0.0	2.6	0.1	1.5	0.7	0.4
Opioid/prescription drug abuse	0.0	2.1	1.5	0.7	1.0	1.2	0.6	2.2	1.9	0.0	3.1	0.2	1.1	1.1
Political corruption/leadership	2.8	1.6	1.6	1.7	1.1	2.7	1.3	5.0	2.1	3.0	1.2	0.7	1.8	1.9
Political incivility	6.6	0.0	1.5	0.5	3.0	0.9	1.5	0.0	3.7	1.6	1.0	2.5	2.6	0.8
Political opposition	0.0	2.2	2.7	4.9	2.5	2.6	3.0	1.8	1.8	4.7	0.9	2.5	2.4	3.0
Social welfare programs	0.0	0.0	1.0	0.7	0.1	0.9	0.8	0.0	0.0	0.0	0.7	0.5	0.5	0.5
State government spending	1.2	0.9	2.9	1.9	1.0	2.9	1.4	1.8	2.8	2.6	1.1	2.0	1.3	3.2
Taxes	1.7	0.8	5.2	4.3	3.1	3.7	4.1	2.3	1.9	8.8	4.4	3.7	3.6	2.9
The economy	4.2	2.0	1.7	1.5	2.7	1.7	2.9	5.0	0.3	0.0	3.2	2.1	2.8	1.1
Trade agreements	3.2	0.0	0.0	0.0	1.3	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Transportation/roads/traffic	2.2	0.0	0.4	4.2	1.5	1.7	1.7	4.6	0.8	0.0	1.8	1.4	1.6	1.7
Unemployment/jobs	2.8	3.9	4.8	4.7	3.7	4.7	4.6	0.9	4.3	2.6	7.8	2.0	5.2	2.2
Water supply	0.0	0.0	1.3	0.8	0.6	0.7	0.6	0.4	0.8	0.0	0.2	0.4	0.9	0.2

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Other	4.9	3.1	1.5	2.2	7.3	1.4	1.9	2.8	3.1	5.8
Border security	15.2	22.4	20.7	20.0	22.7	26.0	17.7	17.8	16.1	22.5
Crime and drugs	3.0	5.6	9.9	7.9	2.9	8.1	4.5	9.9	12.1	3.8
Don't know/none	15.6	11.3	13.0	12.6	9.5	16.5	10.5	15.6	11.8	7.7
Education	4.9	5.4	1.7	3.7	2.2	5.7	0.1	5.2	5.6	1.9
Government/politics in general	12.0	8.6	6.2	8.0	8.6	3.1	13.4	4.9	12.0	5.8
Health care	3.9	3.4	2.6	3.3	1.6	2.2	3.9	6.1	1.2	1.0
Immigration	19.9	19.2	18.5	19.7	13.4	16.8	20.3	19.6	18.0	21.1
Moral decline	0.0	1.6	0.0	0.7	0.0	0.6	1.6	0.0	0.0	0.3
Opioid/prescription drug abuse	0.5	1.1	1.2	0.9	3.7	2.0	1.1	0.3	0.6	1.6
Political corruption/leadership	3.1	0.8	2.4	1.9	1.7	1.5	0.7	1.5	1.7	6.4
Political incivility	1.7	2.3	1.8	1.5	8.3	1.6	0.3	1.0	5.0	5.3
Political opposition	1.7	1.1	4.0	2.6	1.1	1.6	2.1	5.0	1.0	2.7
Social welfare programs	0.0	0.7	0.5	0.4	2.1	0.3	1.3	0.0	0.5	0.0
State government spending	0.6	2.1	2.1	1.9	3.1	1.6	2.9	1.4	2.8	0.7
Taxes	1.7	1.9	4.9	3.5	1.9	2.6	4.4	1.2	5.3	3.0
The economy	5.8	2.6	1.0	2.4	1.0	2.7	2.5	1.2	1.1	4.4
Trade agreements	0.0	1.7	0.0	0.7	0.0	0.0	2.4	0.0	0.0	0.0
Transportation/roads/traffic	1.8	1.5	1.7	1.8	0.0	1.8	3.3	1.3	0.4	0.0
Unemployment/jobs	3.1	3.3	5.2	3.8	8.9	3.3	4.3	4.9	1.6	5.8
Water supply	0.6	0.4	0.9	0.4	0.0	0.6	0.7	0.4	0.0	0.0

The 2018 Future of Rural Texas Poll

Q3B. What would you say is the most important problem facing the place where you live today? [OPEN-ENDED]

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Other	2.8	2.2	2.5	1.7	2.2	2.5	2.7	4.5	0.0	19.3	1.6	1.3	2.5	2.0
Community feel	0.0	1.5	2.0	2.0	1.8	1.2	0.8	4.7	2.0	1.2	2.1	0.9	1.4	1.6
Drugs and attendant crime	13.2	24.3	21.0	14.0	18.1	18.6	18.0	20.9	19.2	3.8	16.4	19.6	17.9	19.2
Don't know/none	14.2	12.5	13.8	28.3	13.7	20.6	19.1	22.7	11.4	16.5	17.0	17.4	18.3	14.7
Education	7.7	5.9	9.2	6.3	8.5	6.5	5.8	1.5	12.2	14.1	7.9	7.5	6.3	9.8
Government/politics in general	1.6	5.0	1.5	2.4	1.9	3.0	2.8	0.0	2.5	0.0	2.5	2.2	2.6	2.2
Health care	9.4	2.4	6.3	6.6	5.0	7.5	6.7	1.5	6.7	2.2	6.3	5.4	5.5	7.6
Housing	3.0	0.0	0.2	0.1	1.4	0.1	1.2	0.4	0.0	0.0	0.0	0.0	0.2	1.9
Immigration	1.1	2.3	5.1	5.1	4.3	3.0	4.0	2.2	3.4	3.5	1.8	5.1	2.6	5.8
Infrastructure	1.1	0.0	2.7	0.0	0.9	1.4	0.8	0.7	2.1	0.0	1.7	1.2	1.0	1.5
Lack of resources	4.1	4.3	1.1	1.5	2.1	2.9	3.3	4.7	0.4	0.0	1.8	4.1	3.1	1.3
Political corruption/leadership	6.0	9.7	2.5	1.5	4.6	4.4	3.5	1.1	7.5	4.5	2.2	4.8	4.2	5.0
Political opposition	4.1	0.0	0.4	1.8	2.2	0.7	1.6	0.0	1.6	0.0	0.0	2.6	0.3	3.6
Population aging	1.6	0.0	0.0	0.7	0.0	1.0	0.8	0.0	0.0	0.0	1.5	0.0	0.8	0.0
Population growth	1.0	0.0	0.8	0.5	0.1	1.1	0.2	2.7	0.8	0.0	0.8	0.3	0.6	0.6
Poverty	0.0	0.0	1.2	0.7	0.6	0.5	0.7	0.0	0.5	0.0	0.7	0.2	0.3	1.1
Race relations	0.0	1.5	1.3	0.0	1.1	0.4	0.6	0.0	1.3	0.0	0.0	1.3	0.6	1.1
Taxes	0.0	3.4	5.4	7.9	5.5	3.2	5.2	5.2	2.6	4.8	6.4	3.9	4.0	5.3
The economy	1.6	13.3	4.5	2.2	4.2	6.1	5.8	0.0	4.5	18.0	6.1	6.1	6.1	3.3
Transportation/roads/traffic	15.4	2.9	6.1	7.5	9.4	6.0	7.3	4.1	9.8	5.8	8.5	6.8	9.4	4.6
Unemployment/jobs	11.9	8.7	11.6	7.5	11.5	8.7	8.2	22.7	10.9	5.0	13.7	8.9	11.8	6.9
Water supply	0.0	0.0	0.8	1.7	0.8	0.5	0.8	0.4	0.5	1.2	0.8	0.5	0.6	0.9

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Other	0.5	2.5	2.7	2.3	0.5	1.6	1.3	2.7	1.0	5.3
Community feel	3.1	1.2	1.3	1.4	0.0	2.5	1.7	0.4	0.0	0.9
Drugs and attendant crime	16.5	18.3	18.8	18.4	20.8	16.8	14.1	23.1	23.8	19.3
Don't know/none	21.9	18.8	14.4	17.1	13.9	17.6	20.9	16.5	14.6	11.6
Education	5.0	8.2	7.6	8.1	2.8	8.3	6.1	10.0	4.8	9.3
Government/politics in general	2.3	1.6	3.2	2.7	0.0	5.8	0.5	1.8	0.6	1.3
Health care	10.7	5.8	5.4	6.1	7.7	2.9	8.1	10.3	2.2	6.9
Housing	0.0	1.7	0.2	0.8	0.0	0.2	2.3	0.0	0.5	0.0
Immigration	1.2	2.3	5.4	3.8	2.9	3.2	3.5	6.4	3.6	1.8
Infrastructure	0.0	1.3	1.4	1.3	0.0	1.0	2.9	0.0	0.5	0.6
Lack of resources	2.1	3.4	1.8	2.7	0.9	4.1	3.5	0.4	0.0	4.1
Political corruption/leadership	8.8	4.1	3.7	4.3	8.3	2.3	8.2	1.0	5.3	6.0
Political opposition	0.6	0.0	2.8	1.5	0.0	2.9	0.4	2.8	0.0	0.0
Population aging	0.0	0.0	1.0	0.6	0.0	0.0	1.8	0.0	0.0	0.0
Population growth	0.0	0.7	0.7	0.7	0.0	0.6	0.0	0.0	1.8	1.7
Poverty	1.1	0.4	0.6	0.4	2.7	0.0	0.2	0.9	1.1	1.6
Race relations	2.6	1.2	0.0	0.9	0.0	0.3	0.5	2.8	0.0	0.0
Taxes	1.9	4.2	5.2	4.0	7.8	4.9	4.2	3.1	6.1	3.3
The economy	1.0	9.7	2.6	4.4	7.7	5.0	3.9	1.0	8.5	5.5
Transportation/roads/traffic	9.2	8.1	7.1	7.6	10.9	5.4	7.0	11.6	8.9	8.0
Unemployment/jobs	11.4	5.8	13.2	10.3	11.4	14.1	8.0	5.1	15.1	12.2
Water supply	0.2	0.7	0.8	0.6	1.8	0.6	0.7	0.0	1.7	0.7

The 2018 Future of Rural Texas Poll

Q4A. What do you like most about the place where you live? [OPEN-ENDED]

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Cost of living	1.1	1.6	0.6	0.4	1.1	0.6	0.9	1.3	0.8	0.0	1.0	1.3	0.2	2.2
Other	0.0	1.6	1.4	0.5	1.3	0.5	0.9	1.3	0.8	2.5	0.3	1.3	0.6	1.6
Don't know/none	2.8	7.4	4.4	5.0	4.4	5.2	5.4	6.5	3.0	7.3	7.5	1.8	5.5	3.6
Education	0.0	2.2	0.2	0.0	0.0	1.1	0.9	0.0	0.0	0.0	0.2	1.2	0.8	0.0
Familiarity	7.4	1.5	5.5	7.0	6.2	4.5	6.8	0.4	4.0	5.7	9.6	2.9	5.0	6.2
Family around	0.0	1.9	0.2	0.6	1.0	0.2	0.7	0.0	0.7	0.0	0.7	1.0	0.4	1.0
Local government	3.4	0.0	0.4	0.0	1.7	0.0	0.3	0.0	2.4	0.0	0.2	2.0	0.2	2.1
Location	3.3	8.6	5.7	4.7	4.6	6.6	6.2	1.6	4.8	14.5	5.1	7.1	6.0	4.8
Neighbors/community	24.6	18.1	14.0	14.6	14.5	20.0	16.3	11.2	21.0	11.2	12.0	18.6	14.8	21.9
Outdoor activities	0.0	4.1	2.5	2.1	3.1	1.3	2.0	0.0	3.3	0.0	4.8	0.9	2.9	0.8
Peaceful/quiet	10.7	8.0	14.0	16.3	13.3	11.9	9.9	18.9	16.8	8.4	13.8	11.3	14.3	9.4
Rural	27.0	35.2	39.6	32.5	33.4	35.4	35.6	32.4	33.0	24.6	28.8	35.7	35.4	32.4
Safe	1.1	0.6	1.6	3.1	1.2	2.1	1.7	3.5	1.2	0.0	1.0	2.8	1.3	2.4
Scenery	7.4	0.4	1.3	0.0	2.9	1.2	2.8	0.0	1.1	1.3	2.6	2.7	2.5	1.3
Town size	11.2	8.5	7.3	11.9	9.8	9.1	9.3	22.8	5.3	24.5	11.5	8.6	9.3	9.7
Weather	0.0	0.6	1.1	1.3	1.3	0.3	0.5	0.0	1.7	0.0	0.9	0.8	0.9	0.7

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Cost of living	0.6	1.0	0.9	0.6	4.0	0.5	0.3	1.9	0.5	1.8
Other	2.6	1.2	0.3	0.9	0.8	0.3	0.3	3.4	0.0	0.5
Don't know/none	6.5	5.0	4.3	4.8	6.2	8.6	2.2	1.9	5.6	8.5
Education	0.0	1.3	0.0	0.5	0.8	0.0	1.6	0.0	0.0	0.5
Familiarity	5.6	5.0	5.7	5.9	1.4	5.4	9.9	2.3	3.9	3.8
Family around	0.0	1.4	0.2	0.7	0.0	1.8	0.0	0.7	0.5	0.0
Local government	5.7	0.4	0.0	1.0	0.0	3.3	0.0	0.0	0.5	0.6
Location	1.9	7.1	5.3	5.4	4.0	6.5	5.9	4.1	3.9	4.7
Neighbors/community	14.3	19.3	16.3	18.6	6.0	20.5	15.5	15.3	16.7	17.3
Outdoor activities	1.9	2.9	1.8	2.2	1.9	1.9	3.0	0.0	3.8	1.6
Peaceful/quiet	13.1	12.5	12.6	12.1	16.0	10.8	13.1	11.0	17.3	10.4
Rural	34.9	30.8	37.1	34.1	37.8	27.3	36.1	42.4	31.6	36.1
Safe	0.0	2.0	1.8	1.6	2.9	1.7	1.4	2.2	0.8	2.6
Scenery	5.3	2.6	0.8	1.5	9.2	0.0	3.8	1.0	1.1	4.9
Town size	7.1	7.5	11.6	9.7	5.7	10.0	6.6	13.8	12.4	4.9
Weather	0.5	0.0	1.5	0.6	3.2	1.4	0.2	0.0	1.2	1.9

The 2018 Future of Rural Texas Poll

Q4B. What do you think would most improve the overall quality of life in the place where you live? [OPEN-ENDED]

	Age Cohort				Gender		Race/Ethnicity				Income		Education	
	18-29	30-44	45-64	65+	Male	Female	White	Black/AA	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Better economy	0.0	0.6	1.1	0.2	0.8	0.3	0.6	0.7	0.4	0.0	0.6	0.9	0.5	0.6
Better education	0.0	1.6	4.1	0.7	2.1	1.7	2.3	2.2	1.0	0.0	2.0	2.8	1.9	1.9
Better health care	1.2	0.0	2.0	1.7	1.1	1.6	1.0	0.0	2.6	0.0	0.8	1.8	1.4	1.2
Better infrastructure	5.9	1.1	2.7	1.0	2.3	3.1	2.6	0.4	3.5	2.5	1.9	3.6	2.3	3.4
Better job opportunities	12.8	8.9	8.4	7.4	10.5	7.9	7.5	27.1	7.6	10.5	14.1	7.4	9.7	8.3
Better local government	1.2	0.8	1.2	1.5	0.9	1.5	1.2	0.0	1.4	0.0	2.0	1.3	0.7	2.0
Other	1.2	2.0	2.5	3.4	2.3	2.4	2.6	1.8	1.2	16.1	1.7	3.0	2.8	1.6
Better roads/transportation	4.8	3.8	4.3	8.1	4.9	5.6	6.7	4.1	2.0	14.4	4.4	7.3	6.1	3.6
Better water supply	1.7	0.4	0.9	2.6	0.7	2.1	1.5	1.1	1.2	0.0	1.5	1.3	0.7	2.7
Don't know/none	63.0	60.3	47.4	47.9	54.1	53.0	52.6	47.5	57.7	43.2	50.0	48.6	55.3	50.1
Fewer people	1.2	5.9	2.2	4.9	2.7	4.1	3.3	2.2	4.0	1.3	3.3	4.1	3.4	3.4
Improved local aesthetics	0.0	0.4	2.5	1.2	2.1	0.3	0.4	0.9	2.9	3.1	1.9	0.8	1.5	0.6
Improved local amenities/more things to do	1.7	4.2	5.1	4.0	3.2	4.6	3.9	2.3	4.3	4.8	5.0	2.9	4.3	3.2
Increased border security	0.0	0.6	1.4	2.3	1.9	0.4	1.2	0.4	1.3	0.0	0.0	2.6	0.5	2.4
Increased revenue	0.0	2.2	0.2	0.0	0.0	1.1	0.9	0.0	0.0	0.0	1.6	0.0	0.8	0.0
Increased social harmony	1.2	1.6	1.0	2.0	1.3	1.5	1.0	4.7	1.3	0.0	1.4	1.2	0.7	2.8
Less political opposition	3.1	0.0	0.7	0.9	2.2	0.0	1.8	0.0	0.0	1.9	0.8	1.9	0.4	2.5
Lower taxes	1.2	0.0	4.5	3.9	2.9	2.5	2.8	2.6	2.6	2.2	2.8	2.6	2.7	2.7
More affordable housing	0.0	3.2	1.5	0.7	0.9	1.8	1.6	0.0	1.2	0.0	0.5	2.0	0.8	2.4
More policing/less crime and drugs	0.0	2.5	6.4	5.5	3.4	4.7	4.4	1.9	4.1	0.0	3.7	3.9	3.7	4.7

	Residency			Religious Importance		Church Attendance				
	<=5 yrs	5-20 yrs	>20 yrs	Important	Not important	More than once a week	Once a week	A few times a month	Once or twice a year	Never
Better economy	0.0	0.8	0.5	0.5	1.0	0.0	0.3	1.6	1.0	0.0
Better education	2.6	2.0	1.7	2.1	0.0	1.2	2.1	0.9	3.6	1.8
Better health care	1.8	1.6	1.0	1.5	0.0	1.4	1.8	1.6	1.0	0.5
Better infrastructure	1.6	4.8	1.3	2.2	8.6	2.2	3.0	0.3	1.9	7.9
Better job opportunities	10.0	7.6	10.2	9.6	7.3	9.4	6.4	9.7	15.5	8.2
Better local government	0.6	1.2	1.2	1.0	3.1	0.3	0.0	1.6	2.2	3.7
Other	1.2	2.7	2.4	1.9	5.1	2.3	1.4	1.6	2.0	4.4
Better roads/transportation	6.6	6.7	3.8	5.5	3.8	5.9	6.6	4.2	6.1	3.0
Better water supply	0.0	2.1	1.2	1.4	1.0	0.0	2.3	2.2	2.4	0.0
Don't know/none	63.7	49.6	53.9	53.9	50.3	55.9	59.7	56.3	43.3	47.9
Fewer people	1.9	3.6	3.6	3.2	1.0	3.7	2.6	4.7	1.3	1.5
Improved local aesthetics	0.0	0.6	2.0	1.0	3.2	1.4	1.7	0.2	0.6	1.9
Improved local amenities/more things to do	0.3	4.2	4.6	3.4	7.2	2.5	2.9	4.3	3.2	7.8
Increased border security	0.6	1.0	1.4	1.3	0.0	0.0	0.7	1.7	2.8	1.9
Increased revenue	0.0	1.4	0.0	0.6	0.0	0.0	0.0	0.3	3.3	0.0
Increased social harmony	2.6	1.3	1.2	1.6	0.0	2.7	0.3	2.6	1.4	0.0
Less political opposition	0.6	0.1	2.0	1.2	0.0	3.8	0.3	0.4	0.6	0.0
Lower taxes	1.8	2.0	3.5	2.7	2.9	4.0	2.5	1.8	0.0	5.3
More affordable housing	0.5	2.5	0.6	1.4	0.8	1.2	0.6	1.8	0.0	0.5
More policing/less crime and drugs	3.4	4.2	4.1	4.0	5.0	2.1	4.9	2.1	7.7	3.7

About SRA

The principals at SRA are James Henson, PhD and Joshua Blank, PhD. One or the other has played a primary role in most of the major public statewide polls conducted in Texas since 2007. They are based in Austin, Texas, and can be contacted at SRATEXLLC@gmail.com.