

This week's inspiration comes from an unusual source: A [Colby College poll](#) showing how far behind President Biden is with rural voters.

What's the good news? That a substantial block of rural Trump voters is not as partisan and rage-filled as they're often portrayed, and we can flip some of them with "specific messages about economic development in rural communities and changes to border policies," according to the researchers.

Even better news: Many of you, like we at MAFlipPA, are working hard to inform rural voters about how the Biden administration and Democratic policies are helping their communities. It is now up to us to double down on these efforts, coordinating our efforts to get the most news out, most consistently, between now and November 5th. [Email me](#) to learn more about what we're doing to publicize good news at the local level in three Pennsylvania Congressional districts, and how we can work together.)

Some proof points from the poll:

- Biden's "democracy is at risk" message is falling flat in rural areas.
- More than 90 percent of rural voters said criminal convictions of Trump will not change their support for him.
- 61% of rural Trump voters said charges against him relating to the Jan. 6th insurrection were "phony, made-up charges by the Democrats to keep him from office," 13 points higher than non-rural Trump voters.
- A large majority of rural voters have not seen examples of Biden's promise to invest billions into their communities.
- Asked if are familiar with Biden's efforts to rebuild roads and bridges and other infrastructure projects, 23% of rural respondents say yes, ten points lower than urban respondents. Asked about new investments in broadband internet, 41% of rural voters report hearing "nothing at all."
- For lukewarm Trump supporters, immigration is the most critical issue. Nearly 60% of this group are "very concerned" about what would happen at the U.S./Mexico border if Joe Biden wins the presidency, compared to less than half of urban Trump voters.

Rather than being full of "rage and rebellion," the researchers say, swing rural voters "...are ...making a tough cost/benefit calculation. They are worried about Trump's character and potential dangers of a second term. But they are also truly concerned about a set of issues—and immigration is one of them. *The data show that if Biden is able to nudge the benefit side of the scale, then the cost of a Trump vote may be too high for some voters.*" (My emphasis.)

Telling the immigration story will be challenging. But on the economic benefit fronts, volunteer researchers and writers, each focused on one Congressional district (or below) can find plenty of solid evidence for how the Biden administration is and will help rural communities. Email me to learn more and watch The Rural Reporter for ways you can help and receive this information.