



CYGNAL

**Survey of Rural & Small-Vacation-Town
Conservative General Election Voters**

Multi-State

Conducted December 9 - 16, 2024

n=1004

Q1. Partisanship by Response: Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

	Freq.	%
<u>Republican</u>	874	87.1%
Strongly Republican	564	56.2%
Mostly Republican	310	30.9%
<u>Independent</u>	130	12.9%
<u>Democratic</u>	0	0.0%
Mostly Democratic	0	0.0%
Strongly Democratic	0	0.0%
Unsure	0	0.0%
Total	1004	100.0%

Q2. Ideology: And thinking about your views toward politics and government, would you say you are...

	Freq.	%
<u>Conservative</u>	1004	100.0%
Very conservative	498	49.6%
Somewhat conservative	506	50.4%
<u>Moderate</u>	0	0.0%
<u>Liberal</u>	0	0.0%
Somewhat liberal	0	0.0%
Very liberal	0	0.0%
Unsure	0	0.0%
Total	1004	100.0%

Q3. Community Type: Do you consider the area where you live to be more rural, suburban, or urban, or a small town?

	Freq.	%
Rural	937	93.3%
Small Town	67	6.7%
Suburban	0	0.0%
Urban	0	0.0%
Total	1004	100.0%

Q4. Small Vacation Town: Do you live in a small vacation town or community that attracts seasonal visitors or tourists?

	Freq.	%
Yes	67	100.0%
No	0	0.0%
Unsure	0	0.0%
Total	67	100.0%

Q5. Protecting Property Rights: Thinking about the issue of private property... How important is protecting private property rights to you?

	Freq.	%
Extremely important	721	71.8%
Very important	220	22.0%
Somewhat important	59	5.8%
Not at all important	2	0.2%



Unsure	2	0.2%
Total	1004	100.0%

Q6. Balance Property Rights & Community: How important is it to balance a private property owner's rights to make decisions about their property or land compared to the potential impact those decisions may have on the broader community?

	Freq.	%
Extremely important	407	40.6%
Very important	359	35.8%
Somewhat important	170	16.9%
Not at all important	37	3.7%
Unsure	30	3.0%
Total	1004	100.0%

Q7. Property Owner Freedom: How much freedom do you think private property owners should have in deciding how to use and what to put on their property?

	Freq.	%
Complete freedom	340	33.9%
Mostly free, with some basic regulations to protect the community	455	45.3%
Balanced, with equal consideration for property rights and community impact	168	16.8%
Limited freedom with strong regulations to protect the community's character and interests	36	3.5%
Unsure	5	0.5%
Total	1004	100.0%

Q8. Respect for Decisions: Do you agree or disagree that respecting the decisions private property owners make about their property use is a fundamental part of upholding private property rights?

	Freq.	%
<u>Agree</u>	<u>923</u>	<u>91.9%</u>
Strongly agree	573	57.0%
Somewhat agree	350	34.9%
<u>Disagree</u>	<u>66</u>	<u>6.5%</u>
Somewhat disagree	32	3.2%
Strongly disagree	33	3.3%
Unsure	15	1.5%
Total	1004	100.0%

Q9. Right to Make Decisions: Do you agree or disagree that property ownership includes the right to make decisions others may disagree with?

	Freq.	%
<u>Agree</u>	<u>905</u>	<u>90.1%</u>
Strongly agree	538	53.6%
Somewhat agree	366	36.5%
<u>Disagree</u>	<u>79</u>	<u>7.9%</u>
Somewhat disagree	45	4.5%
Strongly disagree	34	3.4%
Unsure	20	2.0%
Total	1004	100.0%



Q10. First Say on Land Use: Who do you believe should have the first say over how a piece of private property is used, sold, or leased?

	Freq.	%
Local residents	160	15.9%
Local government	101	10.1%
State government	43	4.3%
Federal government	19	1.9%
Private companies	20	1.9%
No one should be able to veto the private property owner's decision	597	59.4%
Unsure	65	6.4%
Total	1004	100.0%

Q10. First Say on Land Use Rank: Please rank in order of priority, 1 being the group or entity you believe should have the first say over how a piece of private property is used, sold, or leased, and so on.

	1	2	3	4	5	Total
Local residents	49.2% 169	17.4% 60	11.2% 38	11.8% 40	10.5% 36	100.0% 343
Local government	24.4% 84	45.5% 156	16.3% 56	7.6% 26	6.1% 21	100.0% 343
State government	11.3% 39	15.4% 53	48.2% 165	15.6% 54	9.5% 32	100.0% 343
Federal government	7.7% 26	9.8% 34	12.8% 44	39.0% 134	30.7% 105	100.0% 343
Private companies	7.4% 25	12.0% 41	11.4% 39	26.0% 89	43.3% 148	100.0% 343

Q11. Extent of Regulations: Do you think current government regulations on the ability of private property owners to sell or lease their property are too strict, too lenient, or about right?

	Freq.	%
<u>Too strict</u>	<u>474</u>	<u>47.3%</u>
Definitely too strict	176	17.6%
Probably too strict	298	29.7%
<u>About right</u>	<u>310</u>	<u>30.9%</u>
Definitely about right	92	9.2%
Probably about right	218	21.7%
<u>Too lenient</u>	<u>51</u>	<u>5.0%</u>
Definitely too lenient	18	1.8%
Probably too lenient	33	3.3%
Unsure	169	16.8%
Total	1004	100.0%

Q12. Limits on Property Owners: How often should government regulations limit a private property owner's right to sell or lease their property if the regulations protect the broader community?

	Freq.	%
Always	49	4.8%
Frequently	77	7.7%
Sometimes	265	26.4%
Rarely	278	27.6%
Never	281	28.0%



Unsure	54	5.4%
Total	1004	100.0%

Q13. Roles Reversed: If you were a private property owner who was denied government approval to sell or lease your property, how would you want your neighbors to respond?

	Freq.	%
Fully support your right to sell or lease	719	71.7%
Respect the government's decision, but voice concerns	188	18.7%
Support the government's decision to deny your ability to sell or lease	29	2.9%
Unsure	67	6.7%
Total	1004	100.0%

Q14. Eminent Domain: When do you think it is appropriate for the government to step in and require the use of private property for public purposes using eminent domain?

	Freq.	%
<u>For essential utilities like power, water, or sewage</u>	411	40.9%
Definitely for essential utilities like power, water, or sewage	154	15.4%
Probably for essential utilities like power, water, or sewage	257	25.6%
<u>To transport commodities for the good of the community</u>	115	11.5%
Probably to transport commodities for the good of the community	77	7.6%
Definitely to transport commodities for the good of the community	39	3.9%
<u>It is never acceptable for the government to require the use of private land</u>	402	40.0%
Unsure	76	7.6%
Total	1004	100.0%

Q15. CO2 Classification: Some say carbon dioxide (CO2) should be classified as a commodity to allow carbon capture projects to use eminent domain for transporting and storing CO2, helping reduce emissions. Others say CO2 is not a commodity and should not qualify for eminent domain. Which statement do you agree with more?

	Freq.	%
<u>CO2 should be classified as a commodity and qualify for eminent domain</u>	208	20.8%
Definitely CO2 should be classified as a commodity and qualify for eminent domain	75	7.5%
Probably CO2 should be classified as a commodity and qualify for eminent domain	133	13.2%
<u>CO2 is not a commodity and should not qualify for eminent domain</u>	577	57.5%
Probably CO2 is not a commodity and should not qualify for eminent domain	193	19.3%



Definitely CO2 is not a commodity and should not qualify for eminent domain	384	38.2%
Unsure	219	21.8%
Total	1004	100.0%

Q16. Community Approval - Energy: Now thinking about large-scale energy projects, like wind or solar farms, specifically... Do you agree or disagree that private property owners should not need community approval for putting large-scale energy projects on their property that meet safety and environmental standards, like wind or solar farms?

	Freq.	%
<u>Agree</u>	<u>641</u>	<u>63.9%</u>
Strongly agree	360	35.8%
Somewhat agree	281	28.0%
<u>Disagree</u>	<u>292</u>	<u>29.1%</u>
Somewhat disagree	184	18.3%
Strongly disagree	108	10.7%
Unsure	71	7.1%
Total	1004	100.0%

Q17. Energy Precedence: If a private property owner wants to sell or lease their land for a large-scale energy project, like a wind or solar farm, but neighbors disagree, which should matter more: the private property owner's rights or the community's concerns?

	Freq.	%
<u>The private property owner's rights</u>	<u>738</u>	<u>73.5%</u>
The private property owner's rights, without question	318	31.7%
The private property owner's rights, but with some consideration for the community	420	41.8%
<u>The community's concerns</u>	<u>218</u>	<u>21.7%</u>
The community's concerns, but with some consideration for the property owner	176	17.6%
The community's concerns, without question	41	4.1%
Unsure	48	4.8%
Total	1004	100.0%

Q18. Trusted Energy Messenger: Who would you trust most as a source of information about large-scale energy projects, like wind or solar farms being built in your area? Select up to three.

	Freq.	%
The property owner	441	43.9%
Local community leader	195	19.5%
Local government official	225	22.4%
State government official	168	16.7%
Federal government official	106	10.5%
Environmental organization	302	30.1%
A neighbor	128	12.7%
Local business owner	127	12.7%
Local news	76	7.6%
Pastor	59	5.9%



Unsure	168	16.7%
Total	1004	100.0%

Q19. Final Say on Energy: Who do you believe should have the final say over whether large-scale energy projects, like wind or solar farms, are allowed to be built on private property in rural communities or small towns?

	Freq.	%
Local residents	224	22.4%
Local government	120	11.9%
The property owner	470	46.8%
State government	44	4.3%
Federal government	39	3.9%
Private companies	21	2.1%
Unsure	86	8.6%
Total	1004	100.0%

Q20. STR Impact: Switching gears and thinking now about short-term rental properties specifically... Do you think short-term rental properties, like Airbnb, VRBO, or vacation rentals, have a positive, negative, or neutral impact on your community?

	Freq.	%
<u>Positive</u>	<u>434</u>	<u>43.2%</u>
Very positive	135	13.5%
Somewhat positive	299	29.8%
<u>Makes no difference</u>	<u>317</u>	<u>31.6%</u>
<u>Negative</u>	<u>181</u>	<u>18.0%</u>
Somewhat negative	140	14.0%
Very negative	41	4.1%
Unsure	72	7.2%
Total	1004	100.0%

Q21. STR Benefits: Which of the following benefits of short-term rental properties, like Airbnb, VRBO, or vacation rentals, is most important to you?

	Freq.	%
Attracting visitors who support local businesses	217	21.6%
Providing property owners, the freedom to earn additional income	373	37.1%
Filling a gap in lodging options where hotels are unavailable	135	13.5%
Generating tax revenue for the community	119	11.8%
Short-term rentals are more of a nuisance than a benefit	86	8.6%
Unsure	74	7.4%
Total	1004	100.0%

Q22. Property Rights Preferences: Now thinking again about the issue of private property in general... In your own words, how do you think about property rights when a property owner in your community does something with their land that you personally don't like or agree with?

See Verbatim File.

	Freq.	%
Respect to property rights	451	44.9%
Indifference/Disengagement	132	13.1%



Impact on neighbors	112	11.2%
Need for community input	62	6.2%
Government and Regulation	56	5.5%
Conflict Resolution	45	4.4%
Generally Negative	23	2.3%
Generally Positive	21	2.1%
Adaptability and Acceptance	12	1.2%
Refused/No opinion	10	1.0%
Neutral	6	0.6%
Unsure	14	1.3%
Don't know/Nothing/Nothing specific	32	3.2%
NA	29	2.9%
Total	1004	100.0%

Q23. Unrestricted Property Rights - Initial: Do you support or oppose allowing property owners to sell, lease, or rent their land or home for any purpose, including to corporations, even if you don't like what they're doing?

	Freq.	%
<u>Support</u>	<u>703</u>	<u>70.0%</u>
Strongly support	282	28.1%
Somewhat support	421	41.9%
<u>Oppose</u>	<u>213</u>	<u>21.2%</u>
Somewhat oppose	160	16.0%
Strongly oppose	53	5.3%
Unsure	88	8.7%
Total	1004	100.0%

Q24 - Q32. Messages: The following is information about private property rights that you may hear or see in the news or in advertisements. Select whether the information makes you more or less likely to support private property rights, even if that property is used in a way you disagree with.

	More likely	Much more likely	Makes no difference	Less likely	Much less likely	Unsure	Total
Fundamentally American:	<u>71.4%</u>	38.6%	13.0%	<u>12.0%</u>	4.0%	3.5%	100.0%
Property ownership comes with the right to decide how it is used, leased, or sold. Respecting these rights is fundamental to our freedom as Americans.	<u>717</u>	388	131	<u>121</u>	40	35	1004
Freedom To Choose:	<u>67.2%</u>	34.9%	14.2%	<u>13.9%</u>	4.5%	4.7%	100.0%
Whether it's renting, selling, or leasing their property, property owners deserve the freedom to use their property in ways that benefit them since they own it.	<u>675</u>	351	143	<u>139</u>	45	47	1004
Values: Rural and small-town communities are built on independence and self-reliance. Preventing property owners from using their property as they see fit goes against the very values that define us, even if we don't agree with how they choose to use it.	<u>61.7%</u>	28.2%	17.8%	<u>14.0%</u>	5.3%	6.5%	100.0%
	<u>619</u>	283	178	<u>141</u>	53	66	1004



Loss Aversion: You may not like every decision a property owner makes but protecting their right to choose what to do with their property ensures that no one can take away your rights either.	<u>68.7%</u> <u>690</u>	34.8% 349	15.5% 155	<u>11.6%</u> <u>117</u>	4.0% 40	4.2% 42	100.0% 1004
Inevitable but Local Control: Development projects are coming whether we like it or not, but by supporting strong property rights, we ensure landowners - not outsiders - decide how they happen and who reaps the benefits.	<u>62.7%</u> <u>629</u>	31.3% 315	18.6% 186	<u>13.4%</u> <u>135</u>	5.2% 52	5.4% 54	100.0% 1004
Keep Benefits Local: Allowing private property owners to use their land how they choose and earn a profit from it doesn't just help the property owners - it creates opportunities for local businesses and workers, keeping benefits within the community.	<u>60.3%</u> <u>605</u>	25.7% 258	20.0% 201	<u>13.9%</u> <u>139</u>	4.8% 48	5.8% 58	100.0% 1004
Reduced Local Tax Burden: When property owners sell or lease their property to corporations, the companies bring tax dollars into the area, helping fund better schools, roads, and emergency services while reducing the burden on local families.	<u>52.2%</u> <u>524</u>	17.6% 176	22.9% 230	<u>19.1%</u> <u>192</u>	5.7% 57	5.8% 58	100.0% 1004
Anti-Outside Corporations: When landowners sell their property, big companies often take over. They care more about making money than about our community, and most of the profits end up leaving town with them.	<u>37.4%</u> <u>376</u>	16.7% 168	21.9% 220	<u>34.4%</u> <u>345</u>	13.2% 132	6.3% 63	100.0% 1004
Anti-Loss of Rural Character: Landowners selling their land to big companies can change the quiet way of life we love. It can bring more traffic, noise, and pollution and take away the natural beauty that makes our area special.	<u>37.9%</u> <u>380</u>	17.2% 173	21.1% 212	<u>35.2%</u> <u>353</u>	13.8% 138	5.8% 58	100.0% 1004

Q33. Unrestricted Property Rights - Informed: Now knowing this information... Do you support or oppose allowing property owners to sell, lease, or rent their land or home for any purpose, including to corporations, even if you don't like what they're doing?

	Freq.	%
<u>Support</u>	<u>698</u>	<u>69.5%</u>
Strongly support	329	32.8%
Somewhat support	369	36.7%
<u>Oppose</u>	<u>250</u>	<u>24.9%</u>



Somewhat oppose	186	18.5%
Strongly oppose	64	6.4%
Unsure	56	5.6%
Total	1004	100.0%

Q34. Length of Residency: How long have you lived in at your current residence?

	Freq.	%
Less than 2 years	74	7.3%
Between 2 to 5 years	155	15.4%
Between 5 to 10 years	218	21.7%
Between 11 to 20 years	230	22.9%
More than 20 years	317	31.6%
Unsure	11	1.1%
Total	1004	100.0%

Q35. Property Owner: Do you currently own any real estate property, such as a home, land, or rental property?

	Freq.	%
Yes, I own property	768	76.5%
No, I don't own property	236	23.5%
Total	1004	100.0%

Q36. Type of Property: What type of property do you own? Select all that apply.

	Freq.	%
Primary residence	706	70.3%
Secondary residence or vacation home	58	5.8%
Rental property	56	5.5%
Land only	154	15.3%
Other	3	0.3%
Total	768	76.5%

Q37. News Source: What are your primary sources for local news? Select up to three options.

	Freq.	%
Local broadcast television news	585	58.3%
Streaming app(s)	143	14.2%
Social Media	527	52.5%
TikTok	104	10.4%
Facebook	361	36.0%
Twitter / X	90	9.0%
YouTube	233	23.2%
Newspaper	274	27.3%
Talk radio	151	15.0%
Podcasts	90	9.0%
Other websites	181	18.0%
Unsure	22	2.2%
Total	1004	100.0%

Q38. Gender

	Freq.	%
Female	487	48.5%
Male	517	51.5%
Total	1004	100.0%



Q39. Age Range

	Freq.	%
<u>Under 55</u>	<u>507</u>	<u>50.5%</u>
18 - 29	91	9.1%
30 - 44	239	23.8%
45 - 54	177	17.6%
<u>55 and Over</u>	<u>497</u>	<u>49.5%</u>
55 - 64	186	18.5%
65+	311	31.0%
Total	1004	100.0%

Q40. Specific Voter History: Which of the following general elections did you vote in? Select all that apply.

	Freq.	%
2018 - Congressional Midterm	257	25.6%
2020 - Presidential	437	43.6%
2022 - Congressional Midterm	284	28.3%
2024 - Presidential	472	47.0%
I did not vote in any of these elections	31	3.1%
Unsure	6	0.6%
Total	521	51.9%

Q41. Marital Status

	Freq.	%
Single	199	19.9%
Married	569	56.7%
Divorced	136	13.6%
Widowed	73	7.3%
Separated	22	2.2%
Unsure	5	0.5%
Total	1004	100.0%

Q42. Income by Response

	Freq.	%
Less than \$25,000	143	14.3%
\$25,000 - \$49,999	274	27.3%
\$50,000 - \$74,999	186	18.5%
\$75,000 - \$99,999	115	11.5%
\$100,000 - \$124,999	146	14.5%
\$125,000+	135	13.5%
Unsure	5	0.5%
Total	1004	100.0%

Q43. Race/Ethnicity

	Freq.	%
White or Caucasian	936	93.3%
Asian or Pacific Islander	6	0.6%
Black or African American	45	4.5%
Hispanic or Latino	6	0.6%
Other	11	1.1%
Unsure	0	0.0%
Total	1004	100.0%



Q44. Education Level

	Freq.	%
<u>No degree</u>	<u>699</u>	<u>69.6%</u>
Some high school	28	2.8%
High school diploma/GED	310	30.9%
Technical Certification	49	4.9%
Some college or Associate's Degree	312	31.1%
<u>At least College</u>	<u>305</u>	<u>30.4%</u>
Four-year undergraduate or Bachelor's Degree	198	19.7%
Graduate degree or further	107	10.7%
Unsure	0	0.0%
Total	1004	100.0%

Q45. General Election X of 4

	Freq.	%
0 of 4	31	3.1%
1 of 4	122	12.1%
2 of 4	278	27.7%
3 of 4	106	10.5%
4 of 4	462	46.0%
Unsure	6	0.6%
Total	1004	100.0%

Q46. Geo - State

	Freq.	%
<u>Mid-Atlantic</u>	<u>217</u>	<u>21.6%</u>
Pennsylvania	120	12.0%
Virginia	96	9.6%
<u>Midwest</u>	<u>436</u>	<u>43.4%</u>
Illinois	59	5.9%
Indiana	76	7.6%
Michigan	116	11.5%
Ohio	123	12.3%
Wisconsin	62	6.1%
<u>South</u>	<u>351</u>	<u>35.0%</u>
Alabama	84	8.3%
Arkansas	44	4.4%
Georgia	119	11.9%
Louisiana	60	5.9%
Mississippi	45	4.5%
Total	1004	100.0%

Q47. Gender + Age

	Freq.	%
F 18 - 29	50	5.0%
F 30 - 44	100	10.0%
F 45 - 54	68	6.8%
F 55 - 64	103	10.3%
F 65+	165	16.5%
M 18 - 29	41	4.1%
M 30 - 44	139	13.8%
M 45 - 54	109	10.9%



M 55 - 64	82	8.2%
M 65+	146	14.5%
Total	1004	100.0%

Q48. Race + Gender

	Freq.	%
White Female	472	47.0%
White Male	465	46.3%
Asian Female	3	0.3%
Asian Male	3	0.3%
Black Female	6	0.6%
Black Male	39	3.9%
Hispanic Female	3	0.3%
Hispanic Male	3	0.3%
Other Female	3	0.3%
Other Male	8	0.8%
Total	1004	100.0%

Q49. Gender + Education

	Freq.	%
Female At least College	128	12.8%
Female No degree	359	35.7%
Male At least College	177	17.6%
Male No degree	340	33.9%
Total	1004	100.0%

Q50. Marital Status + Gender

	Freq.	%
Single Female	70	7.0%
Single Male	129	12.9%
Married Female	277	27.6%
Married Male	292	29.1%
Divorced Female	73	7.3%
Divorced Male	64	6.3%
Separated Female	10	1.0%
Widowed Female	53	5.3%
Widowed Male	20	2.0%
Separated Male	12	1.2%
Unsure Female	5	0.5%
Total	1004	100.0%

METHODOLOGY

This survey was conducted December 9 – 16, 2024, with 1004 rural and small-vacation-town conservative general election voters in AL, MS, LA, GA, VA, PA, IN, OH, MI, WI, IL, and AR. The survey was conducted using an online survey platform where opted-in panelists were able to participate by secure invitations sent by online panel providers. A survey fraud detection service was utilized to ensure that each respondent was unique. This survey was weighted to match the rural and small-vacation-town conservative general election voters among the selected states.

ABOUT THE FIRM

[Cygnal](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.

