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Community and Rural



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Rural: Priorities Differ from Urban Colleagues'

OF
**RURAL
LEADERS**
SURVEYED:

58

PERCENT

Expect growth in their cancer/oncology service line, compared to 71% of their non-rural counterparts

74

PERCENT

Say the CNO is part of their senior executive team, compared to 58% of non-rural leaders

29

PERCENT

Say the nurse supply will have a strongly negative impact on their organization, compared to 2% of non-rural leaders

The hopes, goals, and worries that rural healthcare leaders carry with them these days are quite different than those on the minds of large urban facility leaders, according to responses to *2011 HealthLeaders Media Industry Survey*.

This year, respondents from rural areas selected quality/patient safety as their No. 1 priority for the next three years, marginally upsetting the top priority from last year, physician recruitment and retention, which this year placed second, with 30% selecting it as among their top three priorities. Cost reduction, sixth overall last year, is tied with reimbursement as this year's third-highest priority.

For nonrural leaders, cost reduction led the list, cited by 39% as among their top three priorities, followed by quality/patient safety (34%) and developing an accountable care organization (28%). Physician recruitment and retention is in 10th place, a top concern of just 13%.

But while physician recruitment dropped from being a top concern of 44% of rural leaders last year to just 31% for 2011, that doesn't mean the challenges of attracting and keeping physicians is any less important, says Blake Kramer, administrator of Franklin Medical Center, a 32-staffed-bed hospital in Winnsboro, LA, which is a 45-minute drive away from the closest tertiary facility.

"Every physician survey you come across these days says physicians make a lot of lifestyle choices about where they go to work, and if you don't have a movie theater or restaurants, or extra curricular or cultural activities, that translates to a doctor shortage," he says.

"And if you do find a specialist willing to relocate, you then have to buy the equipment that specialist might need. For an orthopedic surgeon, for example, the investment in equipment up front is staggering. And electronic health records are a definite part of this, along with everything else," Kramer says.

"You have to spend money to break into the areas where reimbursement can be profitable or work the other side of the ledger and reduce costs."

The reason quality and patient/safety and cost reduction have been elevated in importance for rural healthcare leaders has a lot to do with the recession and reduced access to capital, Kramer says.

Another important issue weighing on the minds of Kramer and his peers at other rural hospitals, both in Louisiana



and across the country, is the delicate balance between doing the right thing and doing the political thing in a smaller community, he says.

“The one other element that separates us from them [leaders of urban hospitals] is the hyperpolitical nature of the job. In rural communities, you’re treating people you know, that know you, know your mamma and know your daddy. Care has to be personal, and of higher quality. And if it isn’t, it’s easier for them to approach the hospital governing body and staff with their concerns than it is for [patients and families treated at] a large urban medical center.”

Talk of accountable care organizations is also much lower priority than it is among urban hospital leaders. While 35% of leaders in community and rural settings say ACOs will have a positive or strongly positive effect for their organization, that number is 47% among nonrural, noncommunity healthcare leaders.

Kramer believes an ACO should have 5,000 patient participants. “I’m not sure how many rural areas will come up with that many people.”

This year, health reform increases the gap between urban hospitals and rural facilities, Kramer adds.

“In rural communities, you’re treating people you know, that know you, know your mamma and know your daddy. Care has to be personal, and of higher quality.”

There’s been a lot of discussion among his colleagues at other rural hospitals about sharing service arrangements, operating agreements, and amalgamations. That’s a concern, too, but it isn’t as much as those in larger hospitals may be experiencing.

For rural hospital executives, Kramer says healthcare reform seems to be “far off in the future,” with so many other issues that must be tackled immediately.

“No one really knows how it will affect facilities like ours, and that’s a reason that many have put a hold on these ideas.” And whatever does happen, he says, “it’s probably not going to happen in 2011 or 2012 or even 2013. Every rural hospital I know is struggling.”

—**CHERYL CLARK**



1. Overall, how do you assess the current state of the healthcare industry?

	Rural	Non-rural	Total
Right track	20%	25%	23%
Wrong track	45%	40%	42%
Undecided	34%	35%	35%
Base	203	292	498

2. Overall, how do you assess the current state of your own organization?

	Rural	Non-rural	Total
Right track	74%	76%	75%
Wrong track	10%	9%	10%
Undecided	15%	15%	15%
Base	202	292	498



3. Rank your organization's top 3 priorities for the next 3 years.

		Priority 1	Priority 2	Priority 3	2011 Percent selected	2011 Rank
Quality/patient safety	Rural	11%	12%	7%	31%	1
	Non-rural	14%	8%	12%	34%	2
Physician recruitment and retention	Rural	10%	9%	10%	30%	2
	Non-rural	4%	5%	4%	13%	10
Reimbursement	Rural	15%	8%	6%	29%	3
	Non-rural	8%	9%	8%	25%	5
Cost reduction	Rural	10%	7%	11%	29%	4
	Non-rural	15%	13%	11%	39%	1
Patient experience/patient satisfaction ¹	Rural	8%	8%	11%	27%	5
	Non-rural	8%	9%	9%	26%	4
Technology system/equipment	Rural	6%	8%	7%	22%	6
	Non-rural	3%	5%	6%	14%	7
Care coordination	Rural	7%	6%	5%	19%	7
	Non-rural	8%	9%	4%	20%	6
Developing an accountable care organization	Rural	5%	5%	7%	17%	8
	Non-rural	12%	8%	8%	28%	3
Construction/capital improvements	Rural	4%	3%	6%	14%	9
	Non-rural	6%	3%	4%	13%	9
Revenue cycle	Rural	4%	3%	4%	12%	10
	Non-rural	3%	2%	3%	8%	13
Dealing with uncompensated care	Rural	3%	5%	3%	12%	11
	Non-rural	3%	3%	3%	9%	12
Employee satisfaction	Rural	1%	5%	4%	10%	12
	Non-rural	0%	4%	4%	8%	16
Mergers & Acquisitions	Rural	3%	4%	1%	8%	13
	Non-rural	3%	2%	4%	10%	11
Physician staff ventures/realignment	Rural	3%	1%	3%	7%	14
	Non-rural	3%	5%	5%	14%	8
Physician employment	Rural	1%	5%	0%	7%	15
	Non-rural	1%	4%	1%	6%	17
New clinical products/services	Rural	1%	3%	2%	7%	16
	Non-rural	1%	3%	3%	8%	15
Nurse/staff recruitment and retention	Rural	4%	1%	1%	6%	17
	Non-rural	1%	0%	2%	3%	19
Leadership development	Rural	1%	0%	3%	5%	18
	Non-rural	2%	2%	3%	10%	14
Episode of care/bundled payments	Rural	0%	1%	2%	3%	19
	Non-rural	0%	2%	1%	4%	18
RACs	Rural	0%	0%	2%	2%	20
	Non-rural	0%	1%	1%	1%	20
Base					490	

¹ In 2009, asked as Consumer satisfaction



4. How will the following healthcare issues impact your organization in the next 3 years?

		Strongly Positive Impact	Positive Impact	Neutral	Negative Impact	Strongly Negative	Base
EHR adoption	Rural	26%	45%	17%	10%	3%	220
	Non-rural	29%	44%	19%	7%	0%	227
Patient experience, patient-centered care	Rural	22%	58%	19%	2%	0%	199
	Non-rural	29%	58%	10%	3%	0%	280
Quality improvement initiatives	Rural	15%	57%	20%	7%	2%	198
	Non-rural	26%	57%	13%	4%	0%	279
Increase of insured patients	Rural	12%	52%	25%	8%	5%	200
	Non-rural	19%	50%	20%	8%	3%	279
Accountable care organization	Rural	7%	27%	50%	15%	2%	200
	Non-rural	18%	35%	34%	12%	1%	284
Medical home	Rural	9%	24%	57%	10%	1%	198
	Non-rural	13%	33%	44%	8%	1%	278
Comparative effectiveness research	Rural	5%	30%	58%	6%	1%	198
	Non-rural	8%	38%	49%	4%	1%	273
Meaningful use criteria	Rural	8%	36%	36%	17%	2%	202
	Non-rural	5%	37%	43%	12%	2%	275
Mergers and acquisitions	Rural	6%	16%	69%	7%	3%	200
	Non-rural	7%	27%	54%	11%	1%	278
Physician supply, primary care	Rural	3%	19%	29%	42%	8%	200
	Non-rural	7%	26%	32%	32%	3%	278
Physician supply, specialty care	Rural	5%	15%	28%	41%	10%	198
	Non-rural	6%	28%	35%	27%	4%	275
Episode of care/bundled payments	Rural	3%	17%	34%	38%	7%	201
	Non-rural	6%	22%	28%	37%	7%	279
Medicare/Medicaid/Tricare reimbursement rates	Rural	4%	5%	15%	50%	28%	200
	Non-rural	5%	6%	14%	52%	23%	279
Private payer reimbursement rates	Rural	3%	12%	24%	51%	11%	199
	Non-rural	6%	17%	23%	46%	8%	278
72-hour payment window	Rural	4%	16%	48%	27%	6%	199
	Non-rural	6%	16%	43%	30%	5%	274
Stimulus package	Rural	3%	25%	56%	11%	4%	201
	Non-rural	5%	25%	46%	17%	7%	276
ICD-10	Rural	6%	13%	53%	26%	3%	200
	Non-rural	4%	17%	52%	20%	7%	271
Increased regulatory scrutiny	Rural	2%	6%	25%	50%	17%	200
	Non-rural	5%	9%	27%	45%	14%	278
Uncompensated care	Rural	2%	4%	15%	52%	28%	197
	Non-rural	3%	2%	18%	48%	28%	278
Nurse supply	Rural	1%	12%	56%	27%	29%	201
	Non-rural	3%	16%	49%	30%	2%	280
RACs	Rural	2%	6%	39%	40%	14%	199
	Non-rural	3%	7%	38%	37%	16%	272
Malpractice concerns	Rural	1%	3%	64%	27%	5%	202
	Non-rural	2%	3%	61%	29%	6%	276
Organized labor	Rural	0%	5%	57%	24%	15%	199
	Non-rural	1%	2%	44%	31%	21%	275



5. What is your assessment of the Patient Protection Act?

	Rural	Non-rural	Total
Very positive	4%	5%	4%
Positive	24%	33%	29%
Neutral	39%	32%	35%
Negative	24%	22%	23%
Very negative	9%	8%	8%
Base	203	290	493

6. Will your organization be part of an accountable care organization within the next 5 years?

	Rural	Non-rural	Total
Yes, will develop within the next 5 years	58%	60%	60%
Yes, already have the components of an ACO in place	11%	16%	14%
No	31%	24%	27%
Base	195	282	477

7. How do you view the growing role of mid-level providers in primary care?

	Rural	Non-rural	Total
Positive	81%	79%	80%
Negative	9%	4%	6%
Undecided	10%	17%	14%
Base	203	291	494

8. What is your expectation for your payer-provider relationships in the coming year?

	Rural	Non-rural	Total
Better	13%	14%	14%
Worse	53%	49%	50%
About the same	34%	37%	36%
Base	203	291	494



9. Rank your organization's top 3 drivers of healthcare costs.

		No. 1 Driver	No. 2 Driver	No. 3 Driver	2011 Percent	2011 Rank
Government laws and mandates	Rural	28%	16%	17%	62%	1
	Non-rural	24%	17%	16%	57%	2
Labor costs	Rural	30%	16%	9%	55%	2
	Non-rural	32%	14%	14%	60%	1
Clinical technology	Rural	10%	21%	13%	45%	3
	Non-rural	13%	12%	15%	41%	3
Patient lack of responsibility	Rural	9%	7%	12%	29%	4
	Non-rural	4%	6%	11%	21%	6
Overutilization of service	Rural	8%	4%	10%	22%	5
	Non-rural	10%	12%	9%	31%	4
Pharmaceuticals	Rural	2%	10%	8%	21%	6
	Non-rural	3%	10%	7%	19%	7
Health plan overhead	Rural	2%	8%	8%	19%	7
	Non-rural	3%	7%	5%	15%	8
Physician inefficiency	Rural	3%	5%	9%	17%	8
	Non-rural	3%	8%	11%	22%	5
Malpractice litigation	Rural	3%	3%	5%	11%	9
	Non-rural	1%	3%	2%	6%	10
Medical devices	Rural	1%	5%	5%	11%	10
	Non-rural	3%	4%	3%	11%	9
Hospital errors	Rural	0%	1%	1%	2%	11
	Non-rural	1%	2%	2%	5%	11
Base					484	

10. Describe the impact healthcare reform is having on your organization's financial position.

	Rural	Non-rural	Total
Improved	12%	12%	12%
Weakened	59%	57%	58%
Unaffected	29%	31%	30%
Base	202	291	493

11. Describe the impact healthcare reform is having on morale at your organization.

	Rural	Non-rural	Total
Improved	6%	9%	8%
Weakened	56%	51%	53%
Unaffected	38%	41%	39%
Base	202	293	495



12. How would you rate the current quality/status of these aspects of your organization?

		Very Strong	Strong	Neutral	Weak	Very Weak	Base
Dedication to mission	Rural	47%	44%	6%	3%	1%	199
	Non-rural	54%	34%	9%	4%	0%	285
Patient safety	Rural	34%	54%	12%	1%	0%	199
	Non-rural	35%	48%	14%	2%	0%	285
Fiscal management	Rural	26%	53%	13%	7%	1%	198
	Non-rural	39%	40%	13%	6%	1%	283
Medical quality	Rural	29%	52%	16%	3%	1%	200
	Non-rural	36%	46%	17%	2%	0%	287
Nursing staff	Rural	23%	54%	16%	7%	1%	196
	Non-rural	28%	44%	23%	6%	0%	284
Patient experience	Rural	26%	51%	18%	5%	0%	199
	Non-rural	25%	49%	17%	9%	0%	285
Prospects for growth	Rural	16%	35%	28%	18%	4%	198
	Non-rural	27%	41%	21%	8%	2%	285
Physician staff	Rural	18%	43%	30%	7%	2%	198
	Non-rural	21%	49%	21%	7%	1%	285
Construction/capital improvements	Rural	17%	33%	22%	19%	9%	198
	Non-rural	20%	37%	22%	16%	4%	286
Care coordination	Rural	16%	49%	24%	12%	1%	200
	Non-rural	20%	45%	20%	14%	1%	285
Physician recruitment and retention	Rural	14%	28%	33%	22%	4%	197
	Non-rural	17%	39%	30%	12%	2%	284
Dealing with uncompensated care	Rural	3%	25%	41%	28%	4%	199
	Non-rural	7%	31%	35%	24%	3%	284

		2011 Very Strong / Strong
Dedication to mission	Rural	91%
	Non-Rural	88%
Patient safety	Rural	88%
	Non-Rural	83%
Medical quality	Rural	81%
	Non-Rural	82%
Fiscal management	Rural	79%
	Non-Rural	79%
Patient experience	Rural	77%
	Non-Rural	74%
Nursing staff	Rural	77%
	Non-Rural	72%
Physician staff	Rural	61%
	Non-Rural	70%
Care coordination	Rural	65%
	Non-Rural	65%
Prospects for growth	Rural	51%
	Non-Rural	68%
Construction/capital improvements	Rural	50%
	Non-Rural	57%
Physician recruitment and retention	Rural	42%
	Non-Rural	56%
Dealing with uncompensated care	Rural	28%
	Non-Rural	38%

**13. Describe your overall job satisfaction.**

	Rural	Non-rural	Total
Very satisfied	32%	40%	37%
Satisfied	48%	46%	46%
Neutral	12%	7%	9%
Dissatisfied	7%	7%	7%
Very dissatisfied	1%	1%	1%
Base	202	292	494

14. Would you encourage your child to enter a career in the healthcare industry?

	Rural	Non-rural	Total
Yes	80%	80%	80%
No	20%	20%	20%
Base	201	292	493

15. Regarding merger and acquisition activity in the industry, what do you expect for your organization?

	Rural	Non-rural	Total
Likely to acquire others	19%	39%	31%
Likely to be acquired	16%	15%	15%
No changes likely	66%	46%	54%
Base	203	291	494



16. Please rank the following service lines for growth potential within your organization in the next 3 to 5 years:

		Grow 6% or More	Grow 1% - 5%	Remain Flat	Decline 1% - 5%	Decline 6% or More	Base
Geriatrics	Rural	27%	48%	24%	1%	0%	186
	Non-rural	26%	47%	26%	1%	0%	254
Primary care	Rural	22%	54%	21%	3%	1%	190
	Non-rural	25%	44%	29%	2%	0%	255
Emergency medicine	Rural	22%	47%	27%	5%	0%	191
	Non-rural	22%	48%	27%	2%	0%	253
Hospitalists	Rural	19%	37%	44%	0%	0%	183
	Non-rural	33%	39%	27%	0%	0%	257
Cancer/oncology	Rural	18%	40%	41%	1%	0%	187
	Non-rural	28%	43%	26%	2%	0%	251
Heart (cardiology, cardiovascular, pulmonary medicine, vascular surgery)	Rural	18%	37%	42%	3%	1%	185
	Non-rural	26%	41%	28%	4%	1%	252
Pain management	Rural	16%	48%	35%	2%	0%	185
	Non-rural	13%	45%	35%	7%	0%	259
Wellness	Rural	15%	42%	39%	4%	1%	185
	Non-rural	18%	44%	35%	3%	0%	248
Orthopedics	Rural	14%	51%	30%	4%	1%	187
	Non-rural	21%	46%	31%	2%	0%	256
Imaging/radiology	Rural	14%	48%	30%	7%	1%	188
	Non-rural	14%	41%	39%	7%	0%	256
Women's health, OB/GYN	Rural	13%	42%	40%	5%	1%	189
	Non-rural	12%	45%	36%	6%	1%	251
General surgery	Rural	11%	49%	35%	5%	0%	189
	Non-rural	11%	45%	39%	4%	0%	254
Intensive care	Rural	10%	30%	56%	4%	0%	185
	Non-rural	13%	40%	45%	1%	0%	252
Psychiatry	Rural	9%	25%	55%	6%	4%	185
	Non-rural	9%	30%	51%	9%	1%	253
Sleep	Rural	8%	26%	59%	5%	1%	185
	Non-rural	9%	25%	56%	8%	2%	245
Physical medicine and rehabilitation	Rural	7%	46%	43%	4%	1%	190
	Non-rural	11%	39%	45%	5%	0%	255
Spine	Rural	6%	24%	66%	3%	2%	178
	Non-rural	10%	42%	43%	6%	0%	250
Sports medicine	Rural	5%	33%	58%	3%	1%	184
	Non-rural	9%	31%	51%	8%	0%	255
Neurosurgery	Rural	5%	15%	76%	3%	1%	174
	Non-rural	12%	32%	54%	2%	0%	252
Pediatrics	Rural	4%	19%	66%	10%	1%	186
	Non-rural	8%	26%	46%	18%	2%	255
Transplant center	Rural	1%	4%	86%	6%	3%	160
	Non-rural	6%	14%	68%	7%	5%	227

**17. Are you considered a clinical or administrative director of a service line?**

	Rural	Non-rural	Total
Yes	31%	38%	35%
No	69%	62%	65%
Base	199	292	491

18. How much autonomy do the service line leaders have to make strategic and purchasing decisions?

	Rural	Non-rural	Total
Complete: Decisions can be made largely independent of other hospital initiatives and priorities.	6%	10%	8%
Moderate: Some independence, but major decisions must incorporate other hospital initiatives and priorities.	63%	71%	68%
Zero: Service line decisions largely driven by hospital-wide initiatives and priorities.	32%	19%	24%
Base	198	285	483

19. How effective are comanagement models for service lines?

	Rural	Non-rural	Total
Very effective	10%	10%	10%
Effective	31%	41%	37%
Neutral	45%	38%	41%
Ineffective	12%	10%	11%
Very ineffective	2%	1%	1%
Base	181	275	456



20. Which of the following titles/roles are represented on your senior executive team (the inner circle that works together on strategic planning)?

	Rural	Non-rural	Total
Chief executive officer	92%	89%	91%
Chief operating officer	48%	63%	57%
Chief financial officer	81%	80%	81%
Chief medical officer	46%	56%	52%
Chief marketing officer	23%	30%	27%
Chief nursing officer	74%	58%	65%
Chief human resources officer	53%	46%	50%
Chief information officer	26%	33%	31%
Chief quality officer	34%	29%	31%
Chief strategy officer	9%	21%	17%
Chief innovation officer	3%	3%	3%
Chief medical informatics officer	9%	8%	8%
Service line director(s)	9%	16%	13%
Base	203	293	496

Multi Response

21. What percentage of the physicians who practice at your hospital or health system are employed?

	Rural	Non-rural	Total
0%	19%	15%	17%
1%-10%	15%	26%	22%
11%-20%	9%	13%	12%
21%-30%	10%	7%	8%
31%-40%	9%	8%	9%
41%-50%	5%	3%	4%
51%-60%	5%	1%	3%
61%-70%	6%	3%	4%
71%-80%	3%	2%	2%
81%-90%	3%	2%	3%
91%-100%	15%	18%	17%
Base	197	272	469



22. Do you expect that percentage to grow in the next 3 years?

	Rural	Non-rural	Total
Yes	67%	67%	67%
No	33%	33%	33%
Base	193	277	470

23. Which physician relationship models does your organization use?

	Rural	Non-rural	Total
Full employment	75%	74%	75%
Joint venture	19%	38%	30%
Block leases	3%	5%	5%
Gainsharing	4%	4%	4%
Deferred compensation accounts	3%	3%	3%
Space and equipment leases	28%	25%	27%
Management agreements	30%	37%	35%
Volunteer medical staff	22%	30%	27%
Paid directorships	37%	49%	45%
Clinical comanagement	8%	13%	11%
Medical services organization	8%	12%	11%
Foundation (CA hospitals)	1%	2%	2%
Locum tenens	33%	15%	23%
Base	203	293	496

Multi Response

24. How will you fuel financial growth over the next 5 years?

	Rural	Non-rural	Total
Acquire physician practices	35%	42%	40%
Acquire or merge with competing or complementary hospitals	15%	26%	22%
Develop or join an accountable care organization	44%	50%	48%
Expand outpatient services	73%	67%	70%
Increase inpatient bed capacity	8%	23%	17%
Joint ventures	27%	38%	34%
Develop (or partner with) a convenient care facility	12%	13%	13%
Start or increase promising business lines or facilities	37%	46%	43%
Launch strategic marketing campaign for existing market	44%	42%	43%
Launch strategic marketing campaign for new market	21%	32%	28%
Develop or grow non-healthcare-related business lines	7%	11%	9%
Base	203	293	496

Multi Response



25. Which best describes your total annual salary + bonus compensation package (not counting outside investments or income):

	Rural	Non-rural	Total
\$100,000 or less	26%	19%	22%
\$100,001 – \$250,000	56%	50%	52%
\$250,001 – \$500,000	15%	23%	20%
\$500,001 – \$1,000,000	3%	6%	5%
More than \$1 million	1%	2%	2%
Base	197	280	477

26. When do you plan to leave or retire from your current position?

	Rural	Non-rural	Total
Within the next year	4%	6%	5%
1 – 5 years	35%	28%	31%
6 – 10 years	31%	34%	33%
11+ years	30%	32%	31%
Base	201	287	488

27. Which best describes your healthcare organization?

	Rural	Non-rural	Total
Hospital or health system	61%	66%	64%
Critical access hospital	24%	0%	10%
Academic medical center	1%	8%	5%
Multispecialty group practice	3%	9%	6%
Single-specialty group practice	7%	10%	8%
Ambulatory or outpatient center	3%	4%	3%
Physician-owned specialty hospital	2%	1%	1%
Health insurance plan	1%	2%	1%
Disease management/wellness plan provider	0%	1%	0%
Base	200	280	480



28. Which best describes your organization by number of beds?

	Rural	Non-rural	Total
1 - 25 (critical access)	34%	2%	16%
26 - 50	12%	5%	8%
51 - 200	23%	22%	22%
201 - 500	20%	39%	30%
501 - 1,000	7%	19%	14%
1,001+	4%	13%	9%
Base	180	217	397

29. Is your hospital a community hospital?

	Rural	Non-rural	Total
Yes	80%	60%	69%
No	20%	40%	31%
Base	177	222	399

30. What best describes your primary market area?

	Rural	Non-rural	Total
Northeast	16%	23%	20%
Southeast	22%	23%	22%
Midwest	39%	28%	32%
Southwest	9%	13%	12%
Northwest	6%	2%	4%
West Coast	5%	7%	6%
Other	2%	5%	4%
Base	202	293	495

**31. Which best describes your type of organization?**

	Rural	Non-rural	Total
For profit	18%	32%	26%
Non-profit	82%	68%	74%
Base	201	291	492

32. Please indicate your age range.

	Rural	Non-rural	Total
35 or younger	6%	5%	5%
36-45	11%	14%	13%
46-55	33%	38%	36%
56-65	43%	38%	40%
66 or older	6%	5%	5%
Base	203	291	494

33. What is your gender?

	Rural	Non-rural	Total
Male	68%	59%	63%
Female	32%	41%	37%
Base	201	291	492