



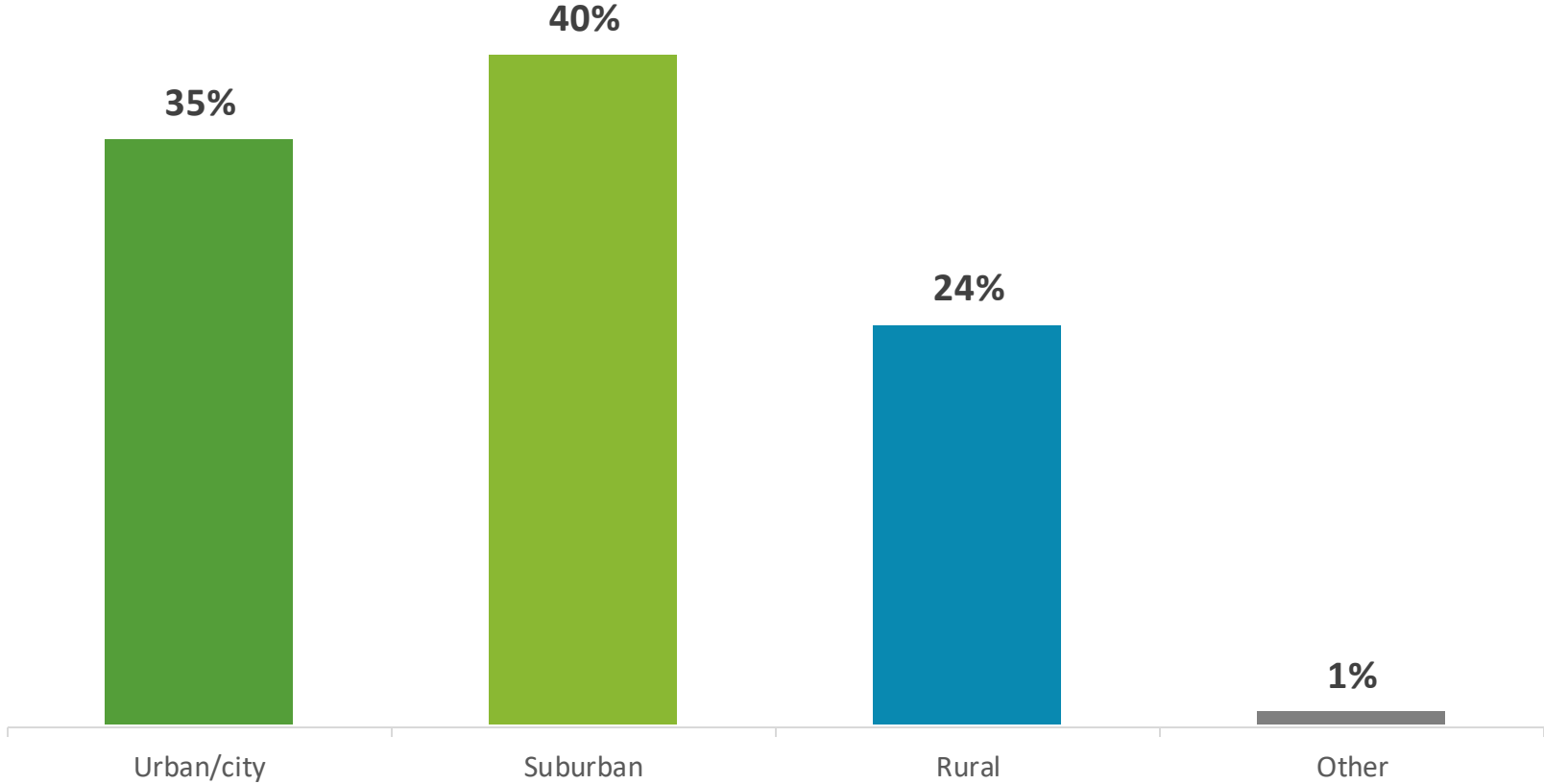
Social Drivers in Rural Communities

A Root Cause Coalition Survey

MAY 2024



One quarter of respondents describe the area they live in as rural



Q1. How would you describe the area where you live?

Sample Size= 1,000



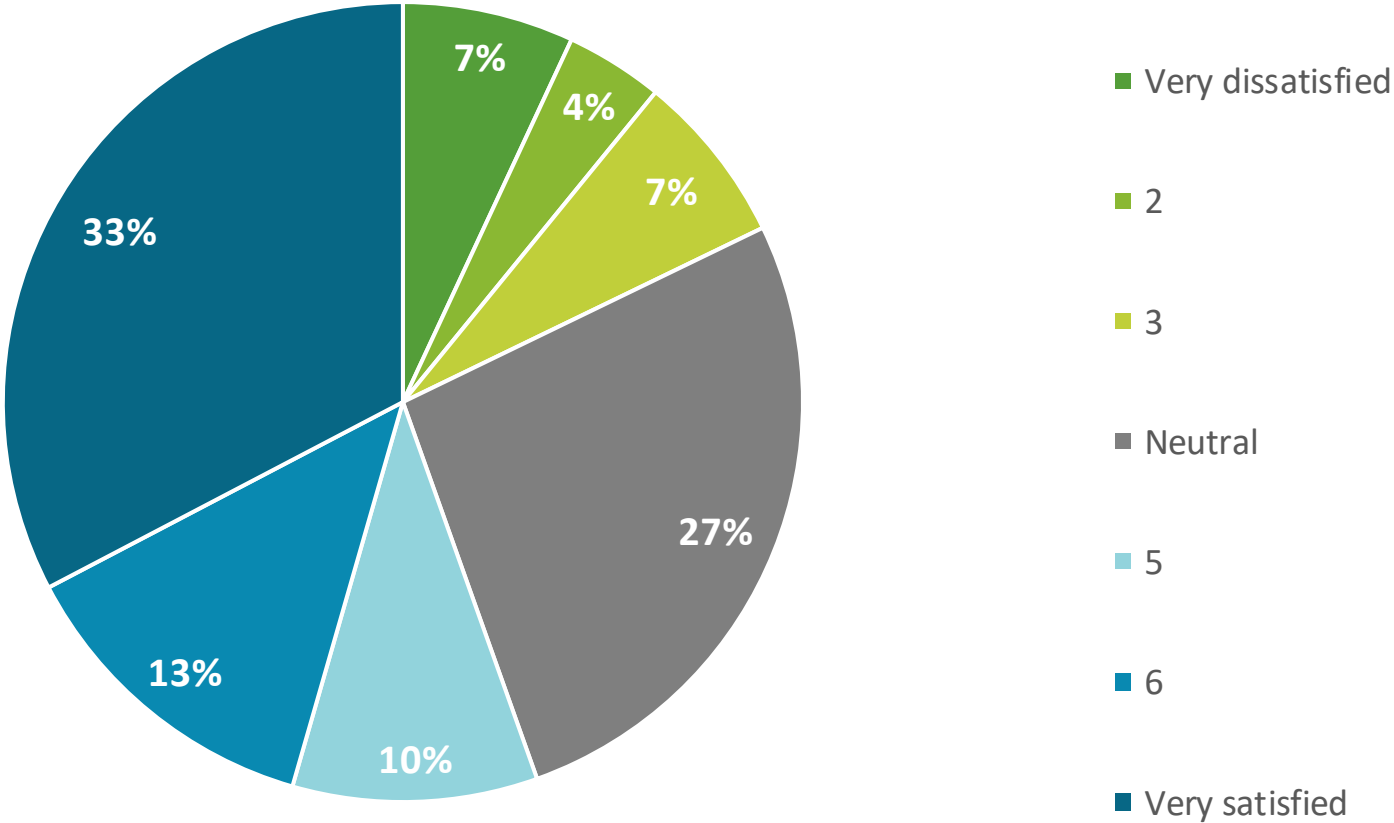
Whites, those living in the south, lower-income earners, non-college educated and parents represent those who are more likely to live in rural areas

| | Urban/city | Suburban | Rural | Other |
|------------------|------------|----------|-------|-------|
| Total | 35% | 40% | 24% | 1% |
| Male | 33% | 43% | 23% | 1% |
| Female | 37% | 38% | 24% | 1% |
| White | 30% ↓ | 38% | 31% ↑ | 1% |
| Black | 46% | 39% | 14% ↓ | 1% |
| Hispanic | 46% ↑ | 37% | 15% ↓ | 2% |
| Under 45 | 39% | 34% ↓ | 26% | 1% |
| 45-64 | 42% | 39% | 19% | 1% |
| 65+ | 24% ↓ | 51% ↑ | 23% | 1% |
| Northeast | 42% | 33% | 24% | 1% |
| Midwest | 35% | 41% | 23% | 2% |
| South | 29% ↓ | 41% | 28% ↑ | 1% |
| West | 42% | 41% | 16% ↓ | 0% |
| Less than \$40K | 38% | 33% ↓ | 28% ↑ | 1% |
| 40K-80K | 30% | 45% | 25% | 0% |
| 80K+ | 37% | 54% ↑ | 10% ↓ | 0% |
| Non-college | 35% | 36% ↓ | 28% ↑ | 1% |
| College educated | 35% | 48% ↑ | 16% ↓ | 1% |
| Parents | 38% | 32% ↓ | 30% ↑ | 0% |
| Non-parents | 34% | 44% ↑ | 21% ↓ | 1% |

Q1. How would you describe the area where you live?

Sample Size= 1,000

Roughly 2 in 10 dissatisfied with accessible transportation options to complete daily activities



Q2. In general, how satisfied or dissatisfied are you with accessible transportation options to complete your daily activities (food shopping, doctor’s appointments, work, school, etc)?.

Sample Size= 1,000



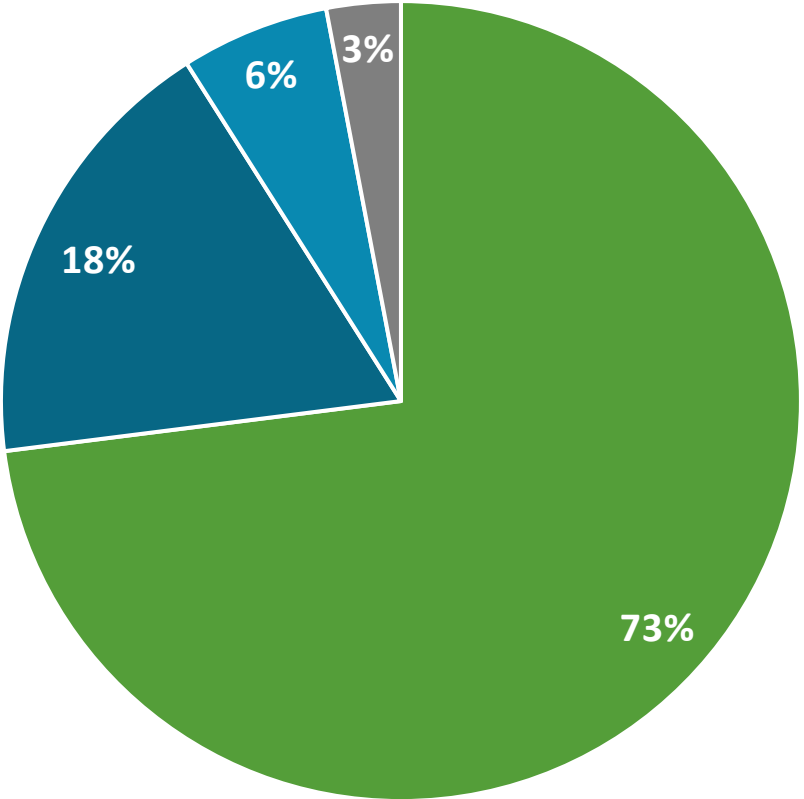
Rural residents least satisfied with accessible transportation options to complete daily activities

| | 1-Very dissatisfied | 2 | 3 | 4-Neutral | 5 | 6 | 7-Very satisfied |
|------------------|---------------------|----|-----|-----------|-----|-------|------------------|
| Total | 7% | 4% | 7% | 28% | 10% | 12% | 33% |
| Male | 6% | 4% | 6% | 25% | 12% | 14% | 33% |
| Female | 7% | 4% | 7% | 29% | 9% | 11% | 33% |
| White | 6% | 3% | 8% | 27% | 10% | 13% | 32% |
| Black | 6% | 1% | 2% | 30% | 11% | 12% | 37% |
| Hispanic | 8% | 6% | 6% | 28% | 9% | 12% | 31% |
| Under 45 | 7% | 3% | 8% | 28% | 10% | 11% | 33% |
| 45-64 | 8% | 4% | 5% | 25% | 10% | 12% | 36% |
| 65+ | 4% | 5% | 7% | 29% | 11% | 14% | 30% |
| Northeast | 5% | 4% | 12% | 25% | 7% | 14% | 34% |
| Midwest | 6% | 4% | 8% | 26% | 12% | 13% | 31% |
| South | 7% | 2% | 6% | 30% | 10% | 11% | 33% |
| West | 7% | 6% | 5% | 26% | 10% | 14% | 33% |
| Less than \$40K | 8% | 4% | 6% | 30% | 10% | 8% ↓ | 34% |
| 40K-80K | 5% | 3% | 8% | 27% | 12% | 18% ↑ | 28% |
| 80K+ | 4% | 6% | 6% | 18% | 10% | 16% | 40% |
| Non-college | 8% | 4% | 6% | 29% | 10% | 12% | 32% |
| College educated | 4% | 4% | 9% | 24% | 10% | 13% | 35% |
| Parents | 7% | 2% | 8% | 27% | 9% | 12% | 36% |
| Non-parents | 7% | 5% | 7% | 28% | 11% | 12% | 31% |
| Urban | 5% | 4% | 5% | 24% | 9% | 13% | 40% ↑ |
| Suburban | 5% | 5% | 7% | 29% | 12% | 13% | 30% |
| Rural | 11% ↑ | 3% | 10% | 29% | 9% | 11% | 28% |

Q2. In general, how satisfied or dissatisfied are you with accessible transportation options to complete your daily activities (food shopping, doctor's appointments, work, school, etc)?.

Sample Size= 1,000

One quarter of Americans say that fresh fruits and vegetables are challenging to reach from their home



- Stores/markets that sell fresh fruits and vegetables are easy to reach from my home
- Stores/markets that sell fresh fruits and vegetables are somewhat challenging to reach from my home
- Stores/markets that sell fresh fruits and vegetables are very challenging to reach from my home
- Don't Know/Not Sure

Q3. Select the response you most agree with.

Sample Size= 1,000



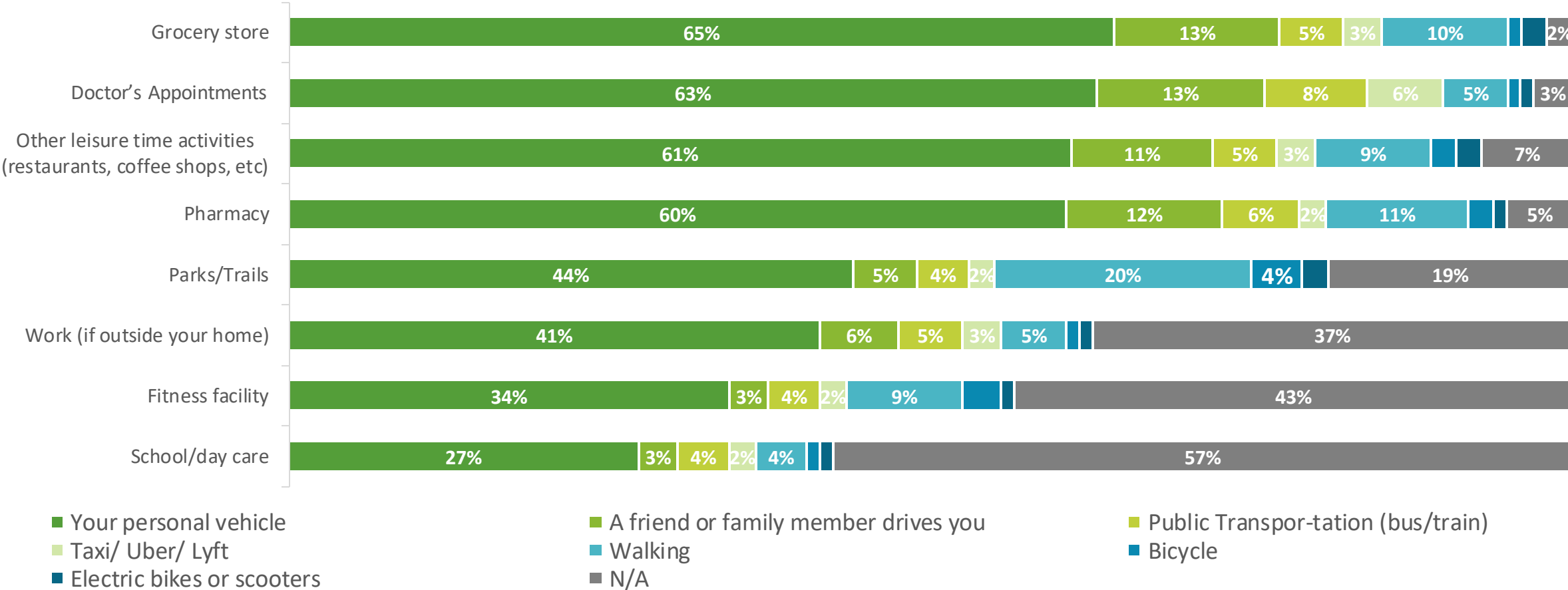
Lower-income Americans report more challenges reaching fresh fruits and vegetables from their home

| | Stores/markets that sell fresh fruits and vegetables are easy to reach from my home | Stores/markets that sell fresh fruits and vegetables are somewhat challenging to reach from my home | Stores/markets that sell fresh fruits and vegetables are very challenging to reach from my home | Don't Know/Not Sure |
|------------------|---|---|---|---------------------|
| Total | 73% | 17% | 6% | 4% |
| Male | 78% ↑ | 14% | 4% | 4% |
| Female | 70% ↓ | 19% | 8% | 3% |
| White | 72% | 21% | 4% | 3% |
| Black | 76% | 11% | 7% | 6% |
| Hispanic | 70% | 15% | 10% | 5% |
| Under 45 | 66% ↓ | 24% ↑ | 6% | 4% |
| 45-64 | 75% | 14% | 9% | 2% |
| 65+ | 85% ↑ | 7% ↓ | 3% | 5% |
| Northeast | 71% | 20% | 6% | 3% |
| Midwest | 71% | 19% | 8% | 2% |
| South | 71% | 17% | 6% | 5% |
| West | 80% | 14% | 4% | 2% |
| Less than \$40K | 67% ↓ | 20% | 9% ↑ | 4% |
| 40K-80K | 77% | 16% | 4% | 3% |
| 80K+ | 85% ↑ | 12% | 2% | 1% |
| Non-college | 69% ↓ | 18% | 8% | 5% |
| College educated | 81% ↑ | 14% | 3% | 2% |
| Parents | 70% | 24% ↑ | 4% | 2% |
| Non-parents | 75% | 14% ↓ | 7% | 4% |
| Urban | 75% | 15% | 7% | 3% |
| Suburban | 80% ↑ | 13% | 4% | 4% |
| Rural | 62% ↓ | 26% ↑ | 8% | 3% |

Q3. Select the response you most agree with.

Sample Size= 1,000

A majority of respondents use their personal vehicle to get to places that are part of their daily routine; getting driven by someone else most common among lower-income individuals

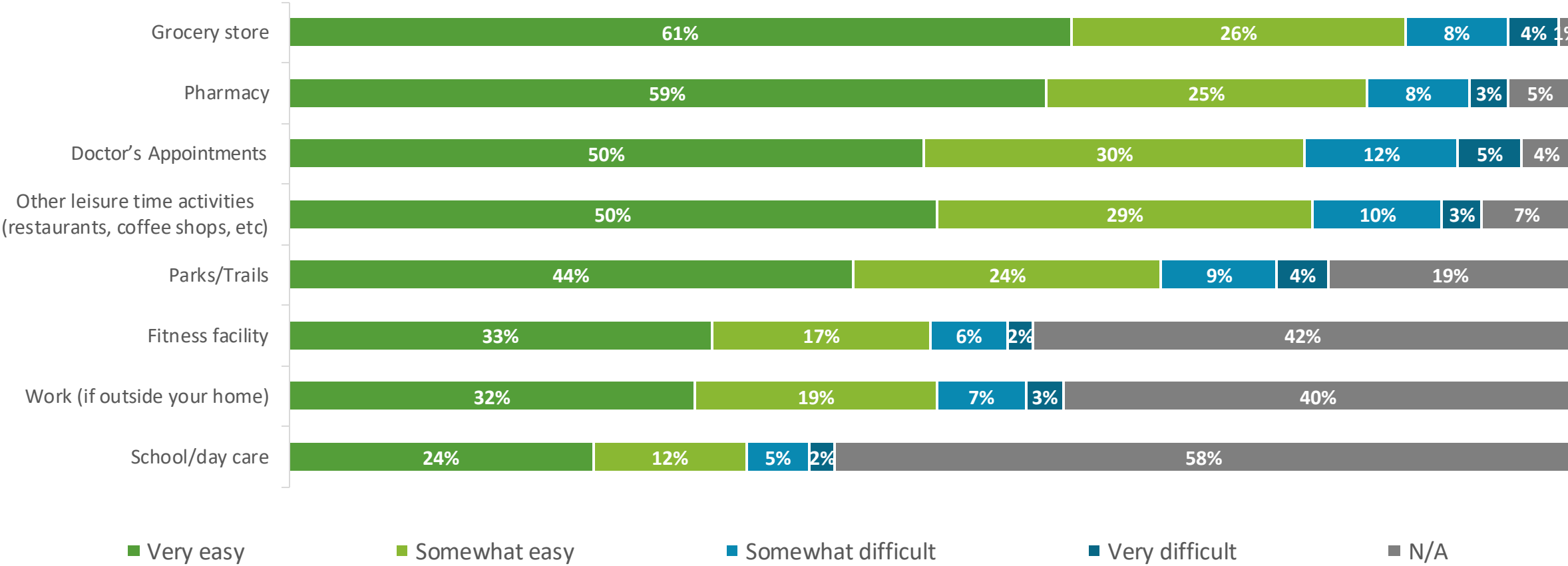


Q4. When thinking about your daily routine, please indicate how you get to each of the following. If you do not use/attend any of the following, please select N/A.

Sample Size= 1,000



Most report that it is at least somewhat easy to get to places that are part of one's daily routine; doctor's appointments most challenging



Q5. When thinking about your daily routine, how easy or hard is it to get to the following places? If you do not use/attend any of the following, please select N/A.

Sample Size= 1,000



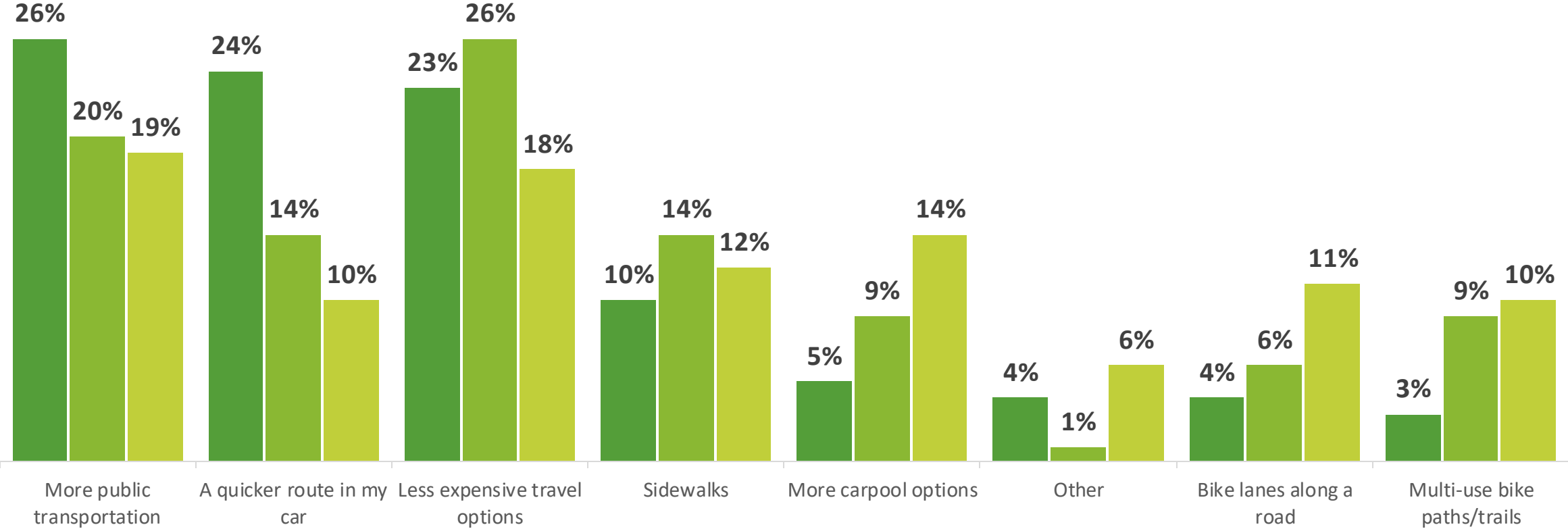
Rural residents report more difficulty getting to the grocery store and fitness facilities

| | Grocery store | Pharmacy | Doctor's appointments | Other leisure time activities | Parks/Trails | Fitness facility | Work | School/daycare |
|------------------|---------------|----------|-----------------------|-------------------------------|--------------|------------------|-------|----------------|
| Total | 61% | 58% | 50% | 50% | 45% | 32% | 31% | 24% |
| Male | 64% | 60% | 51% | 51% | 47% | 33% | 31% | 21% |
| Female | 59% | 57% | 50% | 50% | 43% | 32% | 30% | 25% |
| White | 61% | 58% | 49% | 50% | 44% | 32% | 31% | 26% |
| Black | 65% | 63% | 59% | 54% | 45% | 37% | 33% | 22% |
| Hispanic | 56% | 55% | 50% | 49% | 45% | 33% | 28% | 21% |
| Under 45 | 55% ↓ | 52% ↓ | 42% ↓ | 45% ↓ | 46% | 36% | 37% ↑ | 33% ↑ |
| 45-64 | 67% | 63% | 56% | 56% | 42% | 33% | 33% | 22% |
| 65+ | 66% | 65% | 60% ↑ | 55% | 44% | 25% ↓ | 16% ↓ | 8% ↓ |
| Northeast | 58% | 64% | 48% | 47% | 42% | 28% | 25% | 22% |
| Midwest | 60% | 55% | 51% | 49% | 47% | 30% | 32% | 26% |
| South | 62% | 59% | 53% | 51% | 44% | 34% | 32% | 26% |
| West | 61% | 56% | 47% | 52% | 46% | 35% | 31% | 20% |
| Less than \$40K | 58% | 54% ↓ | 48% | 46% | 41% | 29% | 28% | 23% |
| 40K-80K | 62% | 63% | 54% | 56% | 47% | 30% | 30% | 23% |
| 80K+ | 70% | 66% | 53% | 56% | 55% | 49% ↑ | 42% ↑ | 30% |
| Non-college | 59% | 57% | 50% | 50% | 45% | 31% | 30% | 23% |
| College educated | 64% | 60% | 50% | 51% | 43% | 35% | 31% | 26% |
| Parents | 58% | 57% | 48% | 50% | 47% | 41% ↑ | 40% ↑ | 46% ↑ |
| Non-parents | 62% | 59% | 52% | 51% | 44% | 29% ↓ | 27% ↓ | 14% ↓ |
| Urban | 62% | 60% | 49% | 51% | 49% | 37% | 31% | 24% |
| Suburban | 66% | 62% | 54% | 53% | 43% | 34% | 29% | 23% |
| Rural | 52% ↓ | 51% | 47% | 45% | 40% | 24% ↓ | 32% | 24% |

Q5. When thinking about your daily routine, how easy or hard is it to get to the following places? If you do not use/attend any of the following, please select N/A. % Very easy **Sample Size= 1,000**

More public transportation is desired to make it easy to get to places throughout one's daily routine

■ Third choice ■ Second choice ■ First choice



Q6. [if 5 select any as somewhat or very difficult]. You mentioned that some of these places are difficult to get to. What would make it easy for you to get to them? Rank order top 3

Sample Size=259

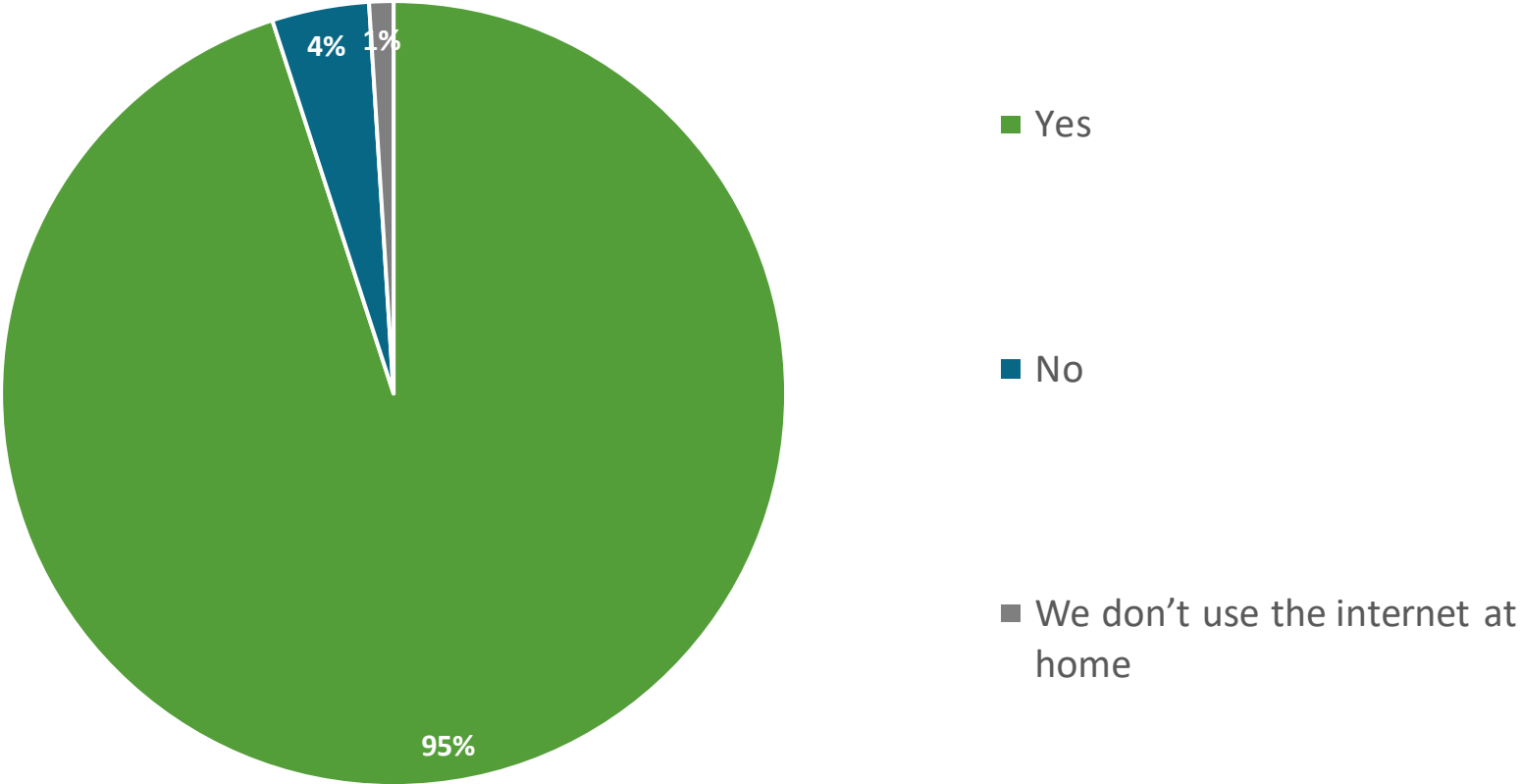


Middle/higher income earners and those who are college educated desire quicker routes in their car; lower-income earners desire less expensive travel options

| | More public transportation | A quicker route in my car | Less expensive travel options | Sidewalks | More carpool options | Bike lanes along a road | Multi-use bike paths/trails | Other |
|------------------|----------------------------|---------------------------|-------------------------------|-----------|----------------------|-------------------------|-----------------------------|-------|
| Total | 26% | 25% | 23% | 10% | 5% | 4% | 3% | 4% |
| Male | 25% | 32% | 18% | 9% | 5% | 5% | 3% | 4% |
| Female | 27% | 22% | 25% | 11% | 5% | 3% | 3% | 5% |
| White | 24% | 29% | 25% | 8% | 3% | 3% | 3% | 4% |
| Black | 48% | 10% | 10% | 0% | 19% ↑ | 10% | 5% | 0% |
| Hispanic | 24% | 21% | 24% | 15% | 3% | 6% | 3% | 3% |
| Under 45 | 23% | 26% | 24% | 10% | 5% | 5% | 4% | 3% |
| 45-64 | 36% | 18% | 20% | 13% | 5% | 4% | 2% | 2% |
| 65+ | 23% | 32% | 19% | 6% | 3% | 0% | 0% | 16% ↑ |
| Northeast | 27% | 19% | 24% | 14% | 5% | 3% | 3% | 5% |
| Midwest | 32% | 11% | 30% | 9% | 9% | 2% | 2% | 4% |
| South | 23% | 30% | 22% | 7% | 3% | 6% | 4% | 5% |
| West | 26% | 32% | 17% | 12% | 3% | 3% | 3% | 3% |
| Less than \$40K | 29% | 15% ↓ | 30% ↑ | 11% | 5% | 5% | 1% | 5% |
| 40K-80K | 16% | 42% ↑ | 12% | 12% | 4% | 2% | 9% ↑ | 4% |
| 80K+ | 25% | 54% ↑ | 11% | 0% | 4% | 4% | 0% | 4% |
| Non-college | 28% | 18% ↓ | 26% | 10% | 5% | 5% | 3% | 5% |
| College educated | 22% | 40% ↑ | 14% | 9% | 5% | 3% | 4% | 3% |
| Parents | 28% | 29% | 23% | 2% ↓ | 5% | 2% | 5% | 4% |
| Non-parents | 25% | 23% | 22% | 14% ↑ | 5% | 5% | 2% | 5% |
| Urban | 25% | 28% | 22% | 11% | 3% | 5% | 3% | 2% |
| Suburban | 25% | 25% | 18% | 12% | 12% ↑ | 4% | 1% | 4% |
| Rural | 30% | 23% | 29% | 5% | 0% | 3% | 4% | 8% |

Q6. [if 5 select any as somewhat or very difficult]. You mentioned that some of these places are difficult to get to. What would make it easy for you to get to them? Rank order top 3. %First choice **Sample Size=259**

Nearly all respondents report consistent, reliable internet at home



Q7. Do you have access to consistent, reliable internet at home?

Sample Size= 1,000



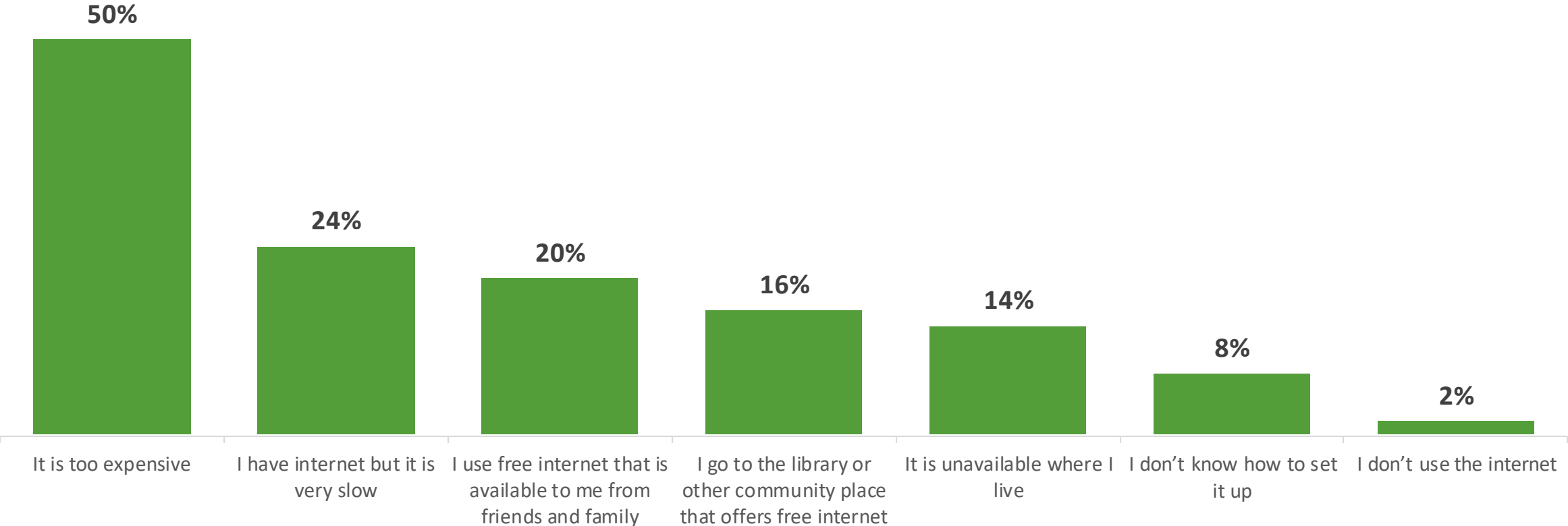
Lower-income earners least likely to have reliable internet at home

| | Yes | No | We don't use the internet at home |
|------------------|-------|------|-----------------------------------|
| Total | 95% | 4% | 1% |
| Male | 96% | 2% | 1% |
| Female | 94% | 5% | 1% |
| White | 94% | 5% | 1% |
| Black | 98% | 1% | 1% |
| Hispanic | 97% | 3% | 0% |
| Under 45 | 96% | 3% | 1% |
| 45-64 | 94% | 5% | 2% |
| 65+ | 95% | 4% | 1% |
| Northeast | 98% | 1% | 1% |
| Midwest | 94% | 3% | 3% ↑ |
| South | 95% | 4% | 0% |
| West | 94% | 5% | 1% |
| Less than \$40K | 94% ↓ | 5% | 2% |
| 40K-80K | 98% | 2% | 0% |
| 80K+ | 98% | 2% | 0% |
| Non-college | 94% | 4% | 1% |
| College educated | 96% | 3% | 1% |
| Parents | 96% | 3% | 1% |
| Non-parents | 95% | 4% | 1% |
| Urban | 96% | 3% | 1% |
| Suburban | 96% | 3% | 1% |
| Rural | 92% | 8% ↑ | 1% |

Q7. Do you have access to consistent, reliable internet at home?

Sample Size= 1,000

Half of those who don't have reliable internet say they don't because it is too expensive

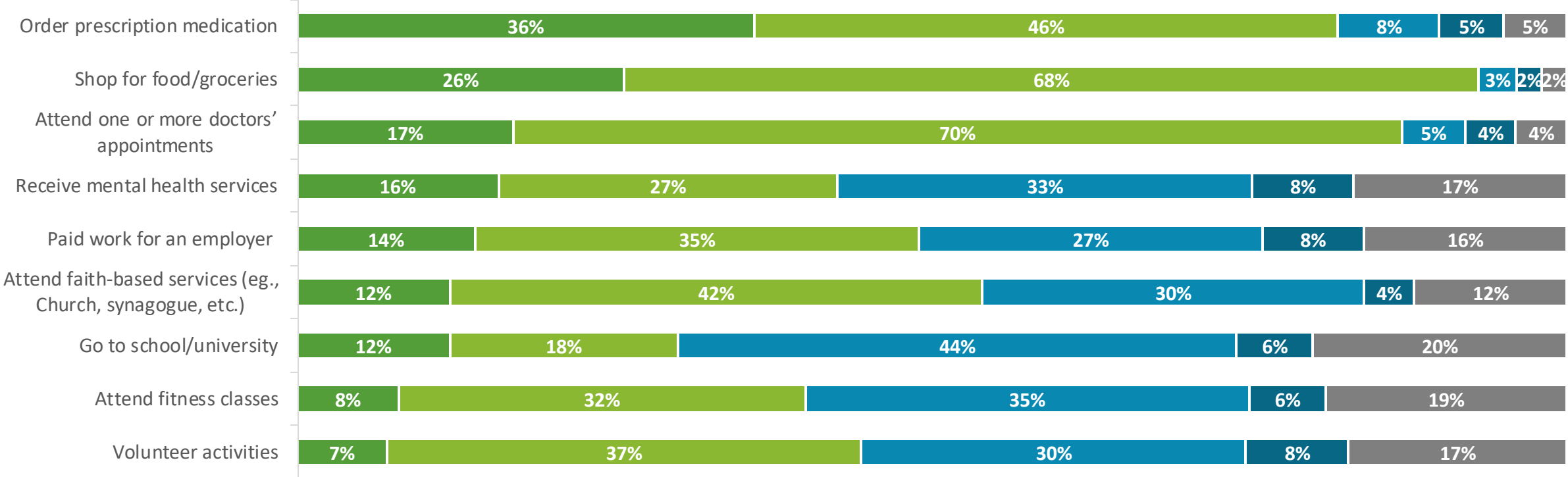


Q8. [if no in Q7] You mentioned that you don't have reliable internet at home. Please select the top two reasons why you don't have reliable internet in your home.

Sample Size= 37



Ordering prescription medication is the top activity survey takers do online; one-quarter report shopping for groceries online



- Do online/ remotely at least some of the time
- Always do in person
- I don't do this activity and don't want to
- I don't do this activity online/remotely but would if it were available to me
- I don't do this activity in person but would if it were available to me

Q9. Which of the following services, if any, do you currently do online/remotely? Please select the best response..

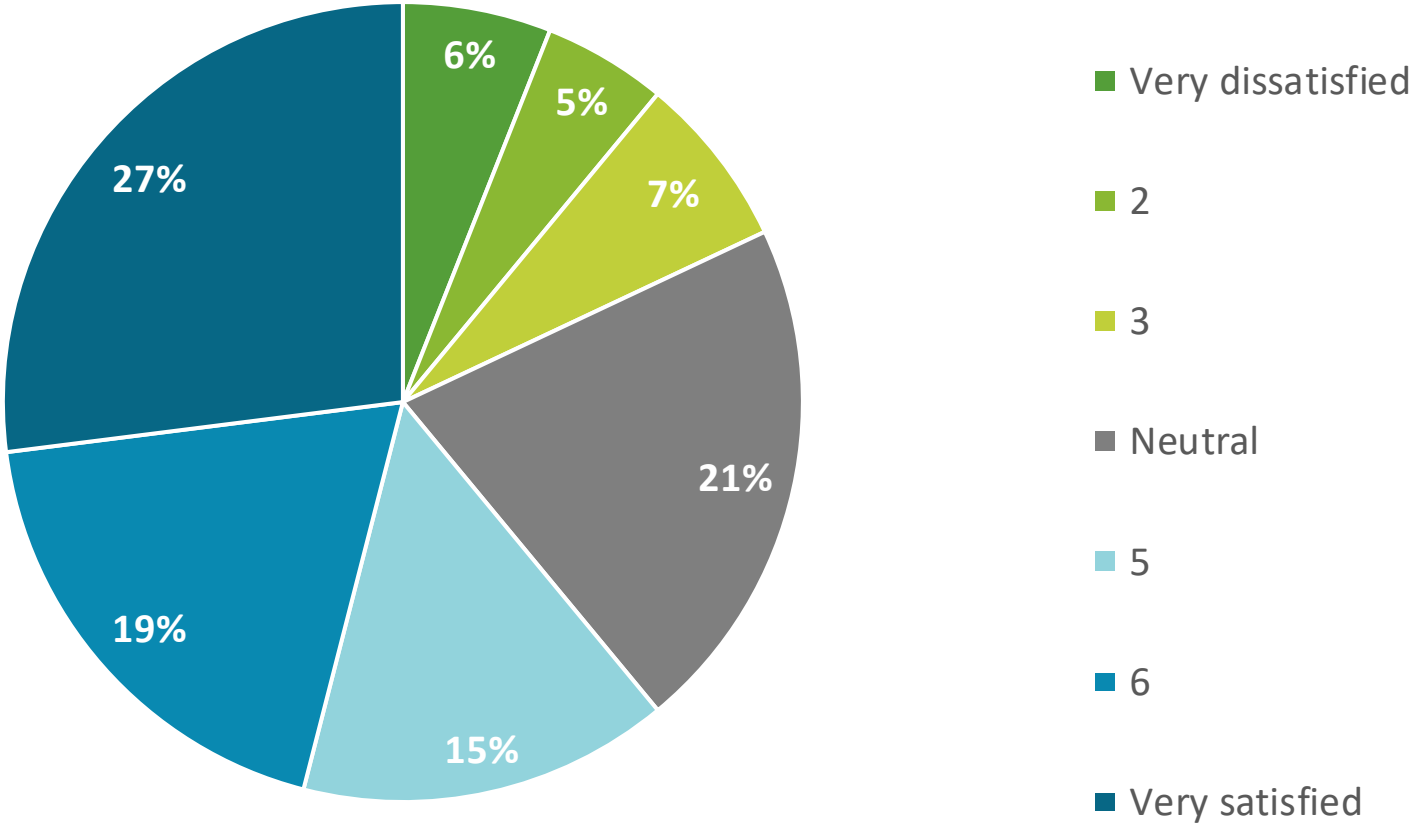
Sample Size= 1,000



Younger individuals and parents stand out as doing more activities online

| | Order prescription medication | Shop for groceries | Attend doctor's appointments | Receive mental health services | Paid work for an employer | Attend faith based services | Go to school/ university | Attend fitness classes | Volunteer activities |
|------------------|-------------------------------|--------------------|------------------------------|--------------------------------|---------------------------|-----------------------------|--------------------------|------------------------|----------------------|
| Total | 37% | 26% | 16% | 15% | 13% | 13% | 11% | 8% | 7% |
| Male | 36% | 22% | 14% | 13% | 11% | 11% | 9% | 6% | 7% |
| Female | 38% | 29% | 18% | 17% | 14% | 14% | 13% | 9% | 6% |
| White | 39% | 28% | 17% | 19% | 15% | 11% | 13% | 9% | 8% |
| Black | 40% | 25% | 14% | 12% | 9% | 21% ↑ | 7% | 11% | 6% |
| Hispanic | 34% | 26% | 17% | 14% | 12% | 13% | 13% | 7% | 6% |
| Under 45 | 36% | 33% ↑ | 19% | 22% ↑ | 18% ↑ | 11% | 18% ↑ | 11% ↑ | 9% ↑ |
| 45-64 | 32% | 22% | 17% | 13% | 14% | 16% | 8% | 7% | 6% |
| 65+ | 43% | 18% ↓ | 10% ↓ | 4% ↓ | 4% ↓ | 13% | 3% ↓ | 3% ↓ | 3% ↓ |
| Northeast | 40% | 32% | 22% | 18% | 12% | 12% | 11% | 9% | 8% |
| Midwest | 37% | 27% | 15% | 19% | 18% | 15% | 11% | 7% | 7% |
| South | 37% | 26% | 15% | 14% | 13% | 12% | 13% | 8% | 7% |
| West | 36% | 22% | 14% | 13% | 10% | 12% | 10% | 7% | 6% |
| Less than \$40K | 34% | 26% | 16% | 15% | 10% ↓ | 12% | 11% | 7% | 6% |
| 40K-80K | 42% | 26% | 15% | 13% | 12% | 11% | 12% | 7% | 6% |
| 80K+ | 42% | 32% | 20% | 22% | 26% ↑ | 19% | 13% | 12% | 11% |
| Non-college | 33% ↓ | 24% | 15% | 14% | 10% ↓ | 11% | 10% | 7% | 6% |
| College educated | 45% ↑ | 30% | 18% | 18% | 20% ↑ | 17% | 14% | 10% | 8% |
| Parents | 38% | 36% ↑ | 19% | 23% ↑ | 17% | 13% | 20% ↑ | 11% | 7% |
| Non-parents | 37% | 22% ↓ | 15% | 12% ↓ | 12% | 13% | 8% ↓ | 7% | 7% |
| Urban | 35% | 27% | 18% | 17% | 14% | 13% | 13% | 8% | 7% |
| Suburban | 41% | 28% | 15% | 15% | 15% | 13% | 10% | 8% | 6% |
| Rural | 34% | 21% | 15% | 13% | 8% | 11% | 11% | 7% | 8% |

Nearly 2 in 10 report dissatisfaction with their life overall



Q10. How dissatisfied or satisfied are you with your life overall?

Sample Size= 1,000



Lower-income Americans, non-college educated and rural residents report higher rates of dissatisfaction

| | 1-Very dissatisfied | 2 | 3 | 4-Neutral | 5 | 6 | 7-Very satisfied |
|------------------|---------------------|------|-----|-----------|-----|-------|------------------|
| Total | 6% | 5% | 7% | 21% | 16% | 20% | 27% |
| Male | 4% | 5% | 6% | 18% | 16% | 21% | 30% |
| Female | 6% | 4% | 7% | 23% | 15% | 19% | 25% |
| White | 6% | 6% | 6% | 22% | 16% | 18% | 26% |
| Black | 6% | 1% | 5% | 22% | 12% | 22% | 33% |
| Hispanic | 7% | 5% | 8% | 21% | 13% | 23% | 24% |
| Under 45 | 7% | 5% | 6% | 25% ↑ | 14% | 15% ↓ | 28% |
| 45-64 | 7% | 5% | 8% | 22% | 15% | 19% | 25% |
| 65+ | 2% ↓ | 4% | 7% | 13% ↓ | 19% | 29% ↑ | 26% |
| Northeast | 4% | 5% | 10% | 14% | 19% | 25% | 23% |
| Midwest | 7% | 6% | 5% | 28% | 13% | 16% | 24% |
| South | 6% | 4% | 6% | 20% | 16% | 17% | 30% |
| West | 5% | 3% | 8% | 21% | 15% | 23% | 25% |
| Less than \$40K | 8% ↑ | 5% | 8% | 25% ↑ | 16% | 13% ↓ | 25% |
| 40K-80K | 3% | 5% | 6% | 18% | 18% | 26% ↑ | 26% |
| 80K+ | 1% | 2% | 6% | 13% | 13% | 31% ↑ | 33% |
| Non-college | 8% ↑ | 5% | 7% | 24% ↑ | 15% | 15% ↓ | 26% |
| College educated | 2% ↓ | 4% | 7% | 14% ↓ | 17% | 28% ↑ | 27% |
| Parents | 5% | 4% | 8% | 19% | 15% | 19% | 30% |
| Non-parents | 6% | 5% | 7% | 21% | 16% | 20% | 25% |
| Urban | 6% | 4% | 6% | 20% | 14% | 18% | 32% |
| Suburban | 5% | 3% | 7% | 21% | 18% | 21% | 26% |
| Rural | 7% | 8% ↑ | 7% | 21% | 14% | 20% | 22% |

Q10. How dissatisfied or satisfied are you with your life overall?

Sample Size= 1,000



Appendices



Personal vehicles most common to get to school

| | Your personal vehicle | Public Transportation (bus/train) | Walking | A friend or family member drives you | Taxi/Uber/Lyft | Electric bikes or scooters | Bicycle | N/A |
|------------------|-----------------------|-----------------------------------|---------|--------------------------------------|----------------|----------------------------|---------|-------|
| Total | 27% | 4% | 4% | 3% | 2% | 1% | 1% | 58% |
| Male | 24% | 4% | 4% | 3% | 2% | 2% | 1% | 61% |
| Female | 29% | 4% | 4% | 3% | 2% | 0% | 1% | 56% |
| White | 31% | 5% | 5% | 3% | 1% | 1% | 1% | 54% |
| Black | 25% | 3% | 4% | 2% | 3% | 1% | 1% | 61% |
| Hispanic | 23% | 5% | 4% | 5% | 4% | 1% | 2% | 57% |
| Under 45 | 37% ↑ | 7% ↑ | 7% ↑ | 5% ↑ | 3% ↑ | 1% | 1% | 39% ↓ |
| 45-64 | 21% | 3% | 3% | 2% | 1% | 1% | 1% | 68% ↑ |
| 65+ | 15% ↓ | 1% ↓ | 1% | 0% ↓ | 0% | 1% | 0% | 81% ↑ |
| Northeast | 21% | 7% | 6% | 2% | 2% | 1% | 1% | 60% |
| Midwest | 26% | 5% | 2% | 4% | 4% | 1% | 1% | 56% |
| South | 32% ↑ | 4% | 3% | 3% | 2% | 1% | 1% | 55% |
| West | 23% | 3% | 7% | 3% | 0% | 1% | 2% | 61% |
| Less than \$40K | 22% ↓ | 4% | 4% | 4% | 2% | 1% | 1% | 61% |
| 40K-80K | 32% | 5% | 4% | 2% | 1% | 1% | 1% | 55% |
| 80K+ | 40% ↑ | 4% | 5% | 1% | 1% | 0% | 1% | 47% |
| Non-college | 25% | 4% | 4% | 3% | 2% | 1% | 1% | 59% |
| College educated | 32% | 4% | 4% | 2% | 1% | 1% | 1% | 55% |
| Parents | 52% ↑ | 9% ↑ | 9% ↑ | 4% | 2% | 0% | 1% | 23% ↓ |
| Non-parents | 17% ↓ | 2% ↓ | 3% ↓ | 2% | 2% | 1% | 1% | 72% ↑ |
| Urban | 26% | 5% | 7% ↑ | 3% | 2% | 0% | 1% | 54% |
| Suburban | 27% | 4% | 3% | 3% | 2% | 1% | 0% | 62% |
| Rural | 30% | 4% | 4% | 2% | 1% | 3% ↑ | 2% | 55% |

Q4. When thinking about your daily routine, please indicate how you get to each of the following. If you do not use/attend any of the following, please select N/A. **Sample Size= 1,000**

Lower-income earners least likely to use a personal vehicle to get to work

| | Your personal vehicle | A friend or family member drives you | Public Transportation (bus/train) | Walking | Taxi/Uber/Lyft | Bicycle | Electric bikes or scooters | N/A |
|------------------|-----------------------|--------------------------------------|-----------------------------------|---------|----------------|---------|----------------------------|-------|
| Total | 40% | 6% | 5% | 5% | 3% | 1% | 1% | 40% |
| Male | 40% | 6% | 6% | 4% | 2% | 1% | 1% | 39% |
| Female | 40% | 6% | 4% | 5% | 3% | 1% | 1% | 40% |
| White | 45% ↑ | 6% | 5% | 6% | 2% | 1% | 1% | 33% ↓ |
| Black | 30% | 6% | 6% | 3% | 6% | 1% | 0% | 48% |
| Hispanic | 36% | 7% | 5% | 4% | 4% | 2% | 1% | 42% |
| Under 45 | 50% ↑ | 9% ↑ | 7% ↑ | 7% ↑ | 4% | 2% | 1% | 21% ↓ |
| 45-64 | 36% | 5% | 4% | 4% | 3% | 1% | 1% | 45% |
| 65+ | 26% ↓ | 1% ↓ | 1% ↓ | 1% ↓ | 0% ↓ | 0% | 1% | 69% ↑ |
| Northeast | 30% | 6% | 10% ↑ | 4% | 3% | 1% | 1% | 45% |
| Midwest | 36% | 7% | 6% | 7% | 3% | 2% | 1% | 37% |
| South | 44% | 6% | 3% | 4% | 4% | 1% | 0% | 38% |
| West | 42% | 5% | 3% | 4% | 1% | 2% | 2% | 41% |
| Less than \$40K | 31% ↓ | 8% ↑ | 7% | 6% | 3% | 2% | 1% | 43% |
| 40K-80K | 50% ↑ | 3% | 3% | 1% ↓ | 2% | 1% | 1% | 38% |
| 80K+ | 54% ↑ | 4% | 3% | 7% | 3% | 1% | 0% | 28% ↓ |
| Non-college | 38% | 7% | 6% | 5% | 3% | 2% | 1% | 39% |
| College educated | 44% | 4% | 3% | 4% | 3% | 1% | 1% | 41% |
| Parents | 56% ↑ | 9% | 5% | 5% | 4% | 2% | 0% | 20% ↓ |
| Non-parents | 34% ↓ | 5% | 5% | 4% | 2% | 1% | 1% | 48% ↑ |
| Urban | 37% | 6% | 7% | 7% ↑ | 5% ↑ | 1% | 1% | 36% |
| Suburban | 41% | 6% | 4% | 2% ↓ | 2% | 1% | 0% | 44% |
| Rural | 44% | 5% | 3% | 5% | 1% | 2% | 2% | 38% |

Q4. When thinking about your daily routine, please indicate how you get to each of the following. If you do not use/attend any of the following, please select N/A. **Sample Size= 1,000**

Lower-income earners and non-college educated more likely to have a friend or family member drive them to doctor's appointments

| | Your personal vehicle | A friend or family member drives you | Public Transportation (bus/train) | Taxi/Uber/Lyft | Walking | Bicycle | Electric bikes or scooters | N/A |
|------------------|-----------------------|--------------------------------------|-----------------------------------|----------------|---------|---------|----------------------------|------|
| Total | 64% | 12% | 7% | 6% | 4% | 1% | 1% | 4% |
| Male | 67% | 9% | 8% | 5% | 4% | 1% | 1% | 3% |
| Female | 62% | 15% | 7% | 7% | 4% | 1% | 1% | 4% |
| White | 67% | 11% | 7% | 4% ↓ | 5% | 1% | 1% | 2% |
| Black | 56% | 15% | 8% | 10% | 4% | 1% | 1% | 5% |
| Hispanic | 61% | 13% | 7% | 11% | 3% | 1% | 1% | 4% |
| Under 45 | 60% | 14% | 9% | 6% | 5% | 1% | 1% | 3% |
| 45-64 | 58% | 16% | 7% | 8% | 4% | 1% | 1% | 4% |
| 65+ | 78% ↑ | 7% ↓ | 4% | 3% | 3% | 1% | 1% | 4% |
| Northeast | 50% ↓ | 15% | 11% | 10% | 10% ↑ | 1% | 1% | 2% |
| Midwest | 62% | 13% | 8% | 7% | 5% | 2% | 1% | 3% |
| South | 67% | 13% | 8% | 5% | 2% | 1% | 1% | 4% |
| West | 70% | 10% | 4% | 4% | 4% | 2% | 1% | 4% |
| Less than \$40K | 52% ↓ | 17% ↑ | 10% ↑ | 8% ↑ | 6% | 1% | 1% | 6% ↑ |
| 40K-80K | 80% ↑ | 5% ↓ | 5% | 4% | 2% | 1% | 1% | 1% |
| 80K+ | 81% ↑ | 6% | 3% | 2% | 4% | 2% | 0% | 2% |
| Non-college | 60% ↓ | 15% ↑ | 9% | 6% | 5% | 1% | 1% | 3% |
| College educated | 73% ↑ | 7% ↓ | 5% | 5% | 4% | 1% | 1% | 4% |
| Parents | 71% ↑ | 12% | 5% | 5% | 3% | 1% | 0% | 2% |
| Non-parents | 61% ↓ | 13% | 8% | 6% | 5% | 1% | 1% | 4% |
| Urban | 54% ↓ | 13% | 11% ↑ | 11% ↑ | 6% | 1% | 1% | 4% |
| Suburban | 72% ↑ | 11% | 5% | 4% | 4% | 1% | 0% | 3% |
| Rural | 68% | 14% | 6% | 2% ↓ | 3% | 1% | 3% ↑ | 4% |

Q4. When thinking about your daily routine, please indicate how you get to each of the following. If you do not use/attend any of the following, please select N/A. **Sample Size= 1,000**

Urban residents, those in the Northeast and lower-income earners more likely to walk to the grocery store

| | Your personal vehicle | A friend or family member drives you | Walking | Public Transportation (bus/train) | Taxi/Uber/Lyft | Electric bikes or scooters | Bicycle | N/A |
|------------------|-----------------------|--------------------------------------|---------|-----------------------------------|----------------|----------------------------|---------|------|
| Total | 66% | 13% | 9% | 5% | 3% | 2% | 1% | 2% |
| Male | 70% | 8% ↓ | 10% | 6% | 2% | 3% | 0% | 2% |
| Female | 63% | 16% ↑ | 9% | 5% | 3% | 1% | 1% | 2% |
| White | 68% | 11% | 10% | 4% | 2% | 2% | 1% | 1% ↓ |
| Black | 54% ↓ | 19% | 8% | 9% | 4% | 1% | 0% | 6% ↑ |
| Hispanic | 63% | 15% | 7% | 5% | 5% | 2% | 2% | 3% |
| Under 45 | 61% ↓ | 13% | 11% | 6% | 4% | 1% | 1% | 2% |
| 45-64 | 61% | 18% ↑ | 9% | 6% | 2% | 2% | 1% | 1% |
| 65+ | 79% ↑ | 7% ↓ | 6% | 3% | 1% | 1% | 0% | 3% |
| Northeast | 52% ↓ | 12% | 21% ↑ | 5% | 5% | 3% | 1% | 1% |
| Midwest | 64% | 14% | 8% | 5% | 4% | 2% | 1% | 3% |
| South | 69% | 13% | 6% ↓ | 6% | 2% | 1% | 1% | 2% |
| West | 71% | 11% | 9% | 3% | 2% | 1% | 2% | 2% |
| Less than \$40K | 52% ↓ | 18% ↑ | 13% ↑ | 7% | 4% | 1% | 1% | 3% ↑ |
| 40K-80K | 82% ↑ | 5% ↓ | 5% ↓ | 2% | 1% | 2% | 1% | 1% |
| 80K+ | 84% ↑ | 4% ↓ | 6% | 3% | 2% | 1% | 0% | 0% |
| Non-college | 60% ↓ | 16% ↑ | 10% | 6% | 3% | 2% | 1% | 2% |
| College educated | 77% ↑ | 6% ↓ | 9% | 3% | 2% | 1% | 1% | 1% |
| Parents | 70% | 12% | 8% | 4% | 3% | 1% | 1% | 1% |
| Non-parents | 64% | 13% | 10% | 5% | 3% | 2% | 1% | 2% |
| Urban | 55% ↓ | 13% | 14% ↑ | 7% | 6% ↑ | 2% | 1% | 2% |
| Suburban | 75% ↑ | 12% | 7% | 3% | 1% | 1% | 1% | 2% |
| Rural | 69% | 12% | 6% | 5% | 1% | 3% | 1% | 3% |

Q4. When thinking about your daily routine, please indicate how you get to each of the following. If you do not use/attend any of the following, please select N/A. **Sample Size= 1,000**

Personal vehicles most common way to get to a fitness facility; urban residents most likely to walk

| | Your personal vehicle | Walking | Public Transportation (bus/train) | A friend or family member drives you | Bicycle | Taxi/Uber/Lyft | Electric bikes or scooters | N/A |
|------------------|-----------------------|---------|-----------------------------------|--------------------------------------|---------|----------------|----------------------------|-------|
| Total | 35% | 9% | 4% | 3% | 3% | 2% | 1% | 44% |
| Male | 35% | 10% | 4% | 3% | 4% | 1% | 2% | 42% |
| Female | 36% | 7% | 4% | 3% | 2% | 2% | 0% | 46% |
| White | 37% | 9% | 4% | 3% | 4% | 1% | 1% | 41% |
| Black | 34% | 6% | 6% | 4% | 1% | 1% | 0% | 47% |
| Hispanic | 35% | 9% | 3% | 5% | 3% | 3% | 1% | 41% |
| Under 45 | 39% | 11% | 6% | 4% | 4% ↑ | 2% | 1% | 33% ↓ |
| 45-64 | 29% | 7% | 4% | 3% | 2% | 2% | 1% | 53% ↑ |
| 65+ | 34% | 5% | 1% ↓ | 2% | 0% | 1% | 0% | 56% ↑ |
| Northeast | 28% | 12% | 5% | 5% | 3% | 3% | 2% | 43% |
| Midwest | 30% | 9% | 5% | 3% | 5% | 1% | 1% | 47% |
| South | 39% | 7% | 4% | 4% | 1% | 2% | 1% | 43% |
| West | 37% | 10% | 3% | 2% | 3% | 1% | 0% | 44% |
| Less than \$40K | 26% ↓ | 9% | 5% | 5% | 3% | 2% | 1% | 50% ↑ |
| 40K-80K | 44% ↑ | 7% | 2% | 1% | 3% | 1% | 1% | 41% |
| 80K+ | 54% ↑ | 10% | 3% | 1% | 2% | 1% | 1% | 28% ↓ |
| Non-college | 31% ↓ | 8% | 5% | 3% | 3% | 2% | 1% | 47% ↑ |
| College educated | 43% ↑ | 10% | 3% | 3% | 2% | 1% | 1% | 37% ↓ |
| Parents | 46% ↑ | 10% | 4% | 4% | 4% | 1% | 1% | 32% ↓ |
| Non-parents | 31% ↓ | 8% | 4% | 3% | 2% | 2% | 1% | 49% ↑ |
| Urban | 31% | 13% ↑ | 6% | 3% | 3% | 3% | 1% | 41% |
| Suburban | 42% ↑ | 6% | 3% | 4% | 2% | 1% | 0% | 42% |
| Rural | 32% | 6% | 3% | 2% | 4% | 1% | 2% | 50% |

Q4. When thinking about your daily routine, please indicate how you get to each of the following. If you do not use/attend any of the following, please select N/A. **Sample Size**= 1,000

Lower-income earners less likely to drive to parks/trails and less likely to use them overall

| | Your personal vehicle | Walking | A friend or family member drives you | Public Transportation (bus/train) | Bicycle | Electric bikes or scooters | Taxi/Uber/Lyft | N/A |
|------------------|-----------------------|---------|--------------------------------------|-----------------------------------|---------|----------------------------|----------------|-------|
| Total | 45% | 20% | 5% | 4% | 3% | 2% | 2% | 20% |
| Male | 43% | 21% | 3% | 4% | 5% | 3% | 2% | 19% |
| Female | 46% | 18% | 7% | 3% | 2% | 1% | 1% | 21% |
| White | 48% | 21% | 4% | 3% | 3% | 2% | 2% | 17% |
| Black | 38% | 16% | 7% | 8% | 3% | 0% | 1% | 27% |
| Hispanic | 44% | 17% | 8% | 3% | 3% | 2% | 3% | 20% |
| Under 45 | 46% | 22% | 7% | 4% | 5% | 2% | 3% | 11% ↓ |
| 45-64 | 41% | 17% | 6% | 6% | 3% | 2% | 1% | 26% |
| 65+ | 46% | 17% | 2% ↓ | 1% | 1% | 1% | 0% | 31% ↑ |
| Northeast | 34% ↓ | 27% | 6% | 3% | 1% | 3% | 1% | 23% |
| Midwest | 45% | 21% | 7% | 2% | 5% | 1% | 2% | 18% |
| South | 48% | 15% ↓ | 5% | 5% | 2% | 1% | 2% | 20% |
| West | 45% | 21% | 4% | 2% | 5% | 2% | 1% | 20% |
| Less than \$40K | 37% ↓ | 22% | 7% ↑ | 4% | 2% | 1% | 2% | 24% ↑ |
| 40K-80K | 53% ↑ | 17% | 2% | 2% | 5% | 3% | 1% | 17% |
| 80K+ | 61% ↑ | 17% | 1% | 5% | 2% | 0% | 2% | 12% |
| Non-college | 41% ↓ | 21% | 7% | 4% | 3% | 2% | 2% | 21% |
| College educated | 51% ↑ | 17% | 3% | 3% | 4% | 1% | 1% | 19% |
| Parents | 54% ↑ | 20% | 6% | 5% | 4% | 1% | 2% | 8% ↓ |
| Non-parents | 41% ↓ | 19% | 5% | 3% | 3% | 2% | 1% | 25% ↑ |
| Urban | 40% | 23% | 6% | 6% | 2% | 1% | 3% | 18% |
| Suburban | 50% | 17% | 5% | 3% | 4% | 0% | 1% | 22% |
| Rural | 45% | 19% | 6% | 3% | 3% | 4% ↑ | 2% | 18% |

Q4. When thinking about your daily routine, please indicate how you get to each of the following. If you do not use/attend any of the following, please select N/A. **Sample Size= 1,000**

Urban residents and those in the Northeast most likely to walk to a pharmacy

| | Your personal vehicle | A friend or family member drives you | Walking | Public Transportation (bus/train) | Taxi/Uber/Lyft | Bicycle | Electric bikes or scooters | N/A |
|------------------|-----------------------|--------------------------------------|---------|-----------------------------------|----------------|---------|----------------------------|------|
| Total | 61% | 12% | 11% | 5% | 2% | 2% | 1% | 6% |
| Male | 64% | 8% ↓ | 10% | 6% | 2% | 2% | 2% | 6% |
| Female | 59% | 14% ↑ | 12% | 4% | 2% | 1% | 1% | 6% |
| White | 63% | 10% | 12% | 5% | 2% | 1% | 1% | 5% |
| Black | 53% | 16% | 8% | 7% | 3% | 4% | 0% | 10% |
| Hispanic | 61% | 14% | 8% | 5% | 4% | 2% | 1% | 6% |
| Under 45 | 56% ↓ | 13% | 12% | 7% | 3% | 2% | 1% | 6% |
| 45-64 | 57% | 16% | 11% | 6% | 2% | 3% | 1% | 5% |
| 65+ | 74% ↑ | 5% ↓ | 8% | 2% ↓ | 1% | 0% | 1% | 8% |
| Northeast | 50% ↓ | 12% | 25% ↑ | 6% | 3% | 1% | 1% | 1% |
| Midwest | 57% | 14% | 10% | 6% | 3% | 3% | 1% | 6% |
| South | 64% | 11% | 7% ↓ | 7% | 2% | 1% | 1% | 7% |
| West | 66% | 11% | 10% | 2% | 1% | 2% | 2% | 7% |
| Less than \$40K | 49% ↓ | 18% ↑ | 13% | 7% | 3% | 2% | 1% | 8% ↑ |
| 40K-80K | 79% ↑ | 4% ↓ | 7% | 4% | 1% | 1% | 1% | 2% |
| 80K+ | 75% ↑ | 3% ↓ | 11% | 4% | 0% | 2% | 1% | 4% |
| Non-college | 57% ↓ | 15% ↑ | 10% | 6% | 2% | 2% | 1% | 7% |
| College educated | 70% ↑ | 6% ↓ | 12% | 4% | 2% | 1% | 1% | 5% |
| Parents | 66% | 11% | 10% | 5% | 1% | 1% | 0% | 4% |
| Non-parents | 59% | 12% | 11% | 5% | 3% | 2% | 1% | 7% |
| Urban | 50% ↓ | 11% | 18% ↑ | 9% ↑ | 5% ↑ | 2% | 1% | 5% |
| Suburban | 69% ↑ | 11% | 7% ↓ | 4% | 1% | 1% | 1% | 6% |
| Rural | 67% | 13% | 5% ↓ | 3% | 1% | 2% | 3% | 7% |

Q4. When thinking about your daily routine, please indicate how you get to each of the following. If you do not use/attend any of the following, please select N/A. **Sample Size= 1,000**

Like many other activities, lower-income earners more likely to be driven by a friend/family member to leisure time activities

| | Your personal vehicle | A friend or family member drives you | Walking | Public Transportation (bus/train) | Taxi/Uber/Lyft | Electric bikes or scooters | Bicycle | N/A |
|------------------|-----------------------|--------------------------------------|---------|-----------------------------------|----------------|----------------------------|---------|-------|
| Total | 62% | 11% | 8% | 5% | 3% | 1% | 2% | 8% |
| Male | 65% | 7% ↓ | 9% | 6% | 2% | 2% | 2% | 6% |
| Female | 61% | 14% ↑ | 7% | 4% | 3% | 1% | 2% | 9% |
| White | 65% | 9% | 9% | 5% | 2% | 2% | 2% | 6% |
| Black | 53% | 14% | 6% | 7% | 4% | 1% | 2% | 12% |
| Hispanic | 60% | 14% | 8% | 4% | 5% | 1% | 2% | 7% |
| Under 45 | 58% | 12% | 10% | 6% | 4% | 1% | 3% | 5% |
| 45-64 | 58% | 13% | 8% | 6% | 3% | 2% | 1% | 9% |
| 65+ | 73% ↑ | 7% | 4% | 3% | 1% | 0% | 0% | 11% |
| Northeast | 49% ↓ | 12% | 17% ↑ | 5% | 3% | 2% | 1% | 9% |
| Midwest | 59% | 12% | 8% | 7% | 3% | 2% | 2% | 7% |
| South | 65% | 11% | 5% ↓ | 5% | 3% | 1% | 2% | 9% |
| West | 67% | 10% | 8% | 4% | 2% | 2% | 2% | 5% |
| Less than \$40K | 50% ↓ | 15% ↑ | 10% | 7% ↑ | 3% | 2% | 2% | 11% ↑ |
| 40K-80K | 79% ↑ | 4% ↓ | 4% ↓ | 3% | 3% | 1% | 1% | 4% ↓ |
| 80K+ | 79% ↑ | 6% | 8% | 1% | 1% | 0% | 3% | 2% ↓ |
| Non-college | 58% ↓ | 13% ↑ | 9% | 6% | 3% | 1% | 2% | 8% |
| College educated | 71% ↑ | 7% ↓ | 7% | 4% | 2% | 1% | 1% | 6% |
| Parents | 69% | 10% | 6% | 4% | 4% | 1% | 2% | 3% ↓ |
| Non-parents | 60% | 12% | 9% | 5% | 2% | 1% | 2% | 9% ↑ |
| Urban | 53% ↓ | 14% | 13% ↑ | 7% | 5% | 1% | 2% | 6% |
| Suburban | 71% ↑ | 10% | 6% | 4% | 2% | 0% | 2% | 7% |
| Rural | 64% | 10% | 6% | 4% | 1% | 3% | 2% | 11% |

Q4. When thinking about your daily routine, please indicate how you get to each of the following. If you do not use/attend any of the following, please select N/A. **Sample Size= 1,000**

DEMOGRAPHICS



DEMOGRAPHICS – SAMPLE SIZES

| CATEGORY | N |
|------------------|-------|
| Total | 1,000 |
| Male | 489 |
| Female | 500 |
| White | 604 |
| Black | 123 |
| Hispanic | 172 |
| Under 45 | 460 |
| 45-64 | 340 |
| 65+ | 200 |
| Northeast | 180 |
| Midwest | 211 |
| South | 379 |
| West | 230 |
| Less than \$40K | 509 |
| 40K-80K | 276 |
| 80K+ | 160 |
| Non-college | 671 |
| College educated | 329 |
| Parents | 283 |
| Non-parents | 710 |
| Urban | 348 |
| Suburban | 397 |
| Rural | 240 |

Methodology: 1,000 interviews among adults age 18+ were conducted from May 9-13, 2024, using an online survey. The results were weighted to ensure proportional responses. The Bayesian confidence interval for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error of ± 3.1 at the 95% confidence level.

Totals may not add up to 100% due to rounding.



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