



MORNING CONSULT



IDFA
**International
Dairy Foods Association**

POLLING PRESENTATION

July 2020

 KEY POINTS

- 1 Eighty-four percent of voters report they have excellent or good access to a grocery store, while 16% report they do not.
- 2 Voters report high levels of concern for grocery store workers, agriculture and food production workers, farm workers, and vehicle and machinery workers during COVID-19.
- 3 Nine in ten voters agree that grocery store workers (93%), agricultural and food production workers (90%) and farm workers (89%) are essential workers.
 - Three-quarters (74%) of voters agree vehicle and machinery workers are essential workers.
- 4 Two-thirds or more of voters support providing tax relief to grocery store workers, farm workers, agricultural and food production workers, and vehicle and machinery workers.

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Access during COVID-19

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Essential Worker Status

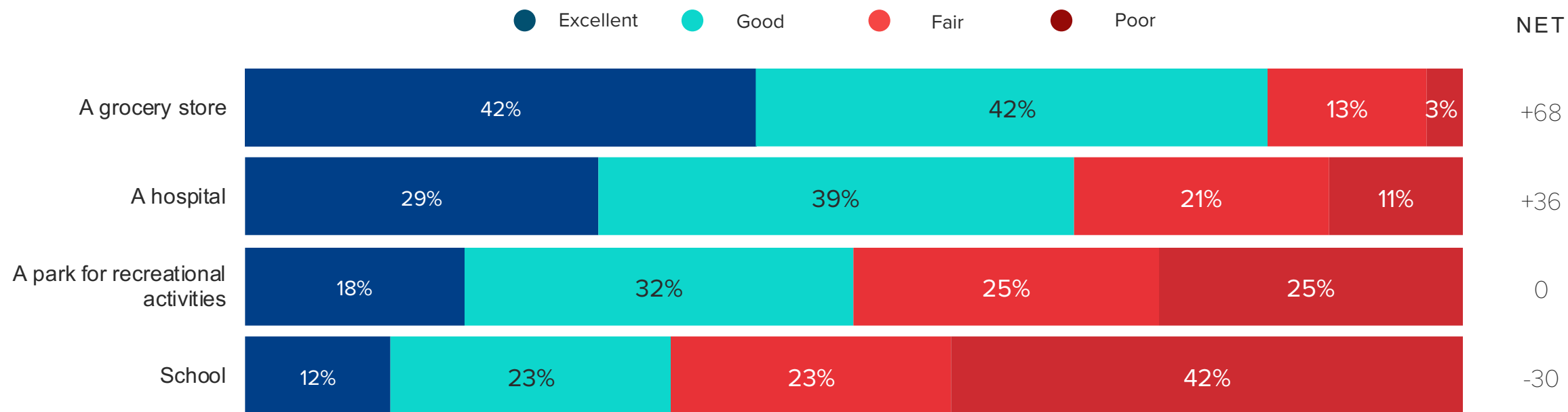
4

Tax Relief

ACCESS DURING COVID-19

Eighty-four percent of voters report they have excellent or good access to a grocery store, while 16% report they do not.

How would you rate your access to the following during the coronavirus (COVID-19) pandemic?



NET= (Excellent + Good) – (Fair + Poor)

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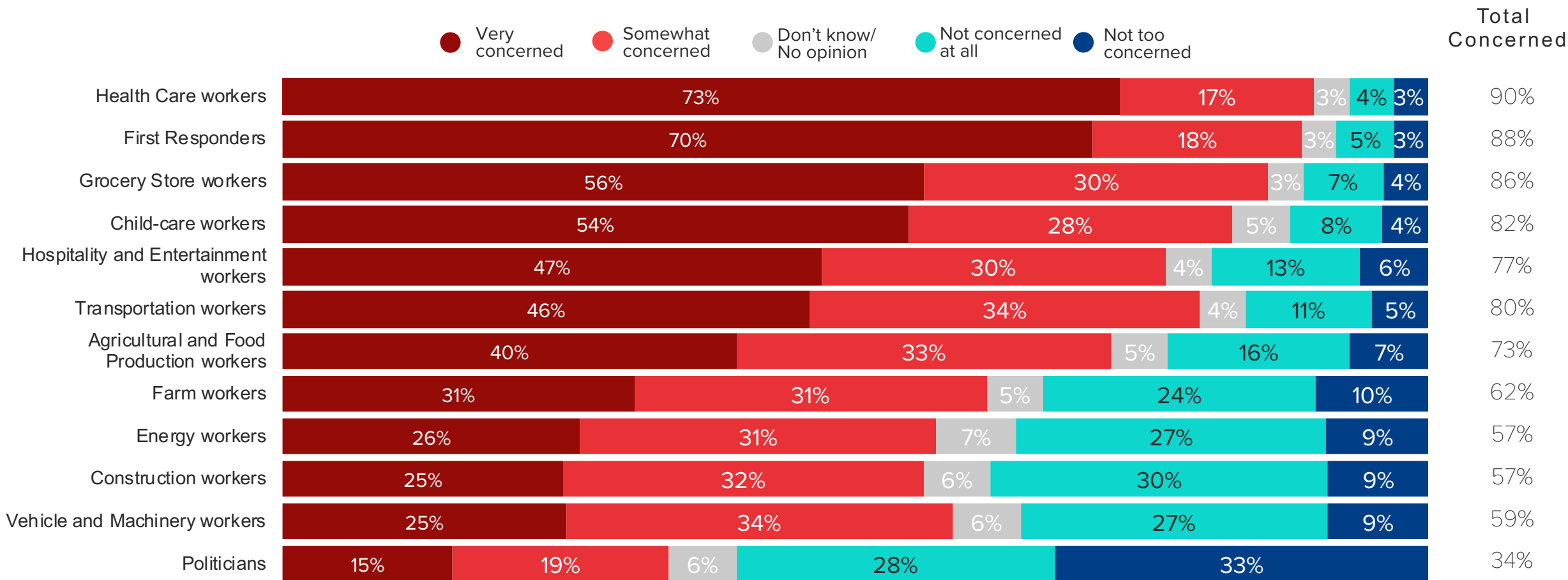
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Tax Relief

CONCERN DURING COVID-19

Voters report high levels of concern for grocery store workers, agriculture and food production workers, farm workers, and vehicle and machinery workers during COVID-19.

How concerned are you for the following groups of workers during the coronavirus (COVID-19) pandemic?



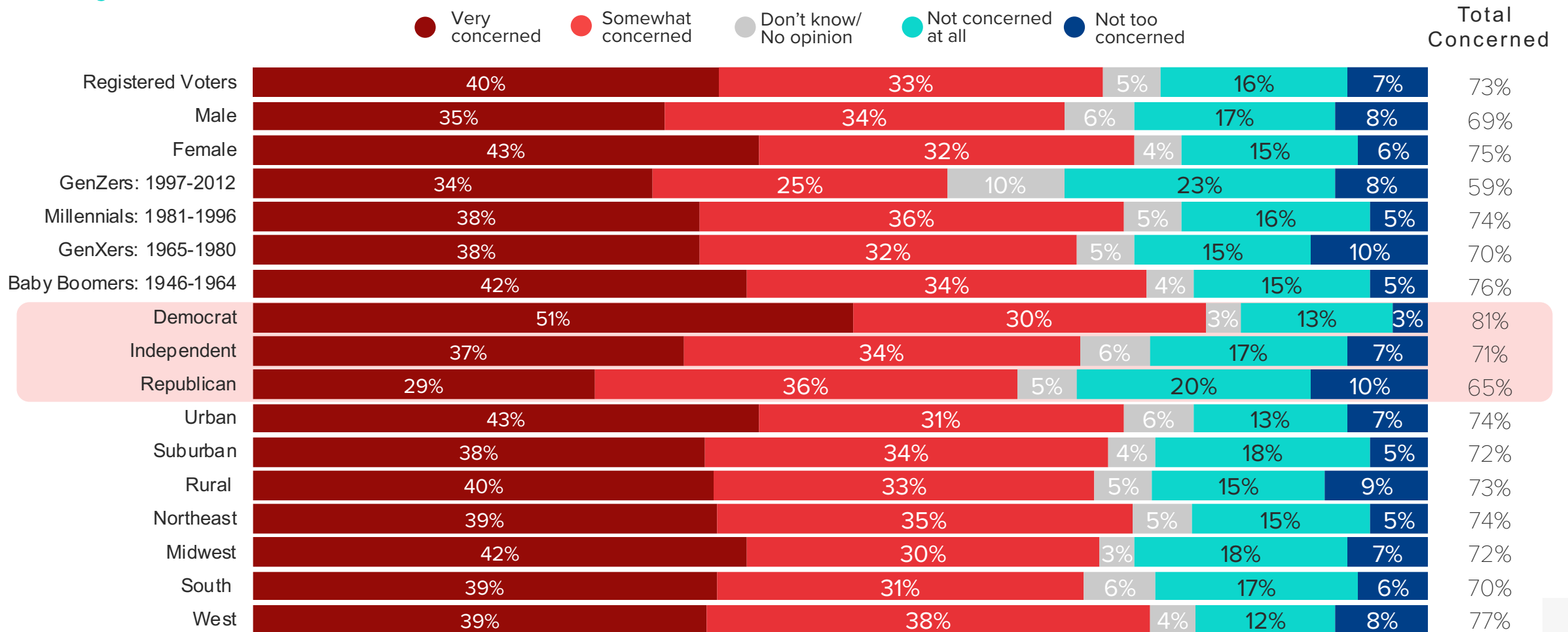
Total Concerned = Very + Somewhat concerned

CONCERN DURING COVID-19

Voters across the political spectrum are concerned for agricultural and food production workers during the coronavirus (COVID-19) pandemic.

How concerned are you for the following groups of workers during the coronavirus (COVID-19) pandemic?

Agricultural and Food Production Workers



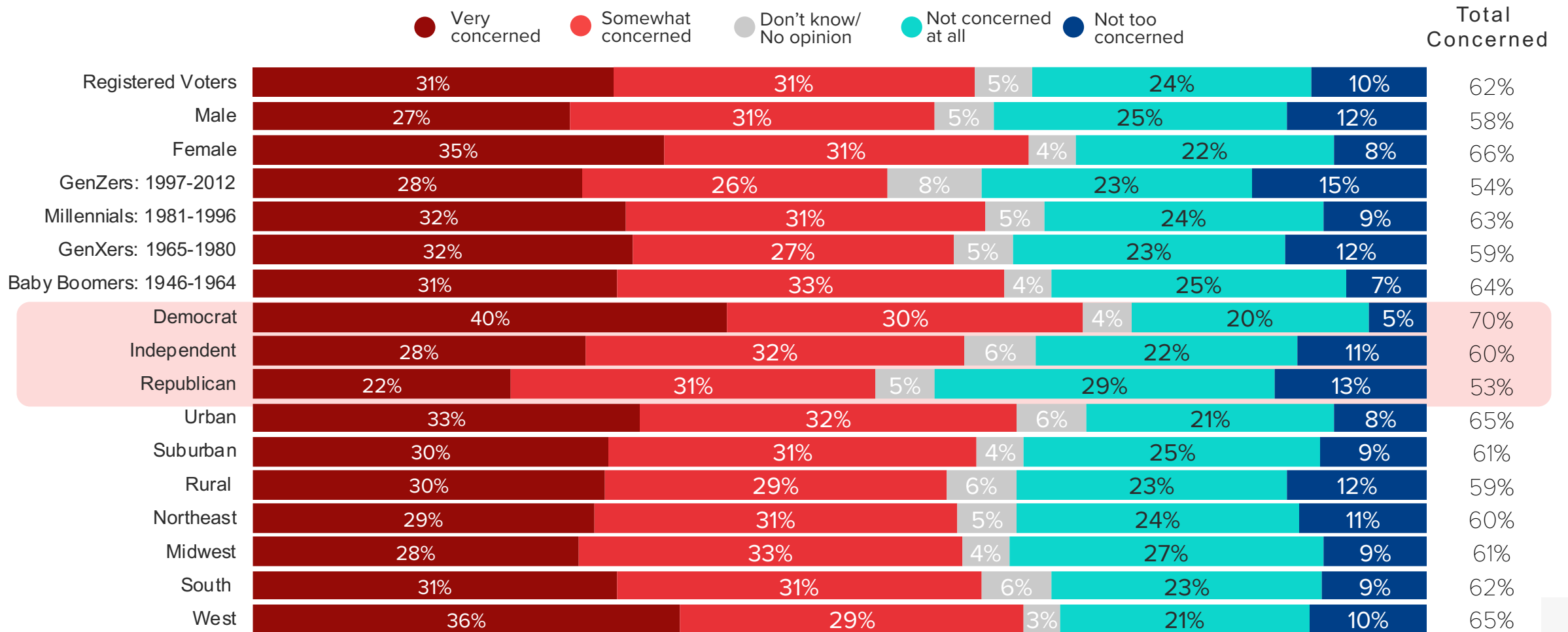
Total Concerned = Very + Somewhat concerned

CONCERN DURING COVID-19

Voters across the political spectrum indicate high levels of concern for farm workers. Additionally, more than half of voters across key demographics report they are concerned for them.

How concerned are you for the following groups of workers during the coronavirus (COVID-19) pandemic?

Farm workers



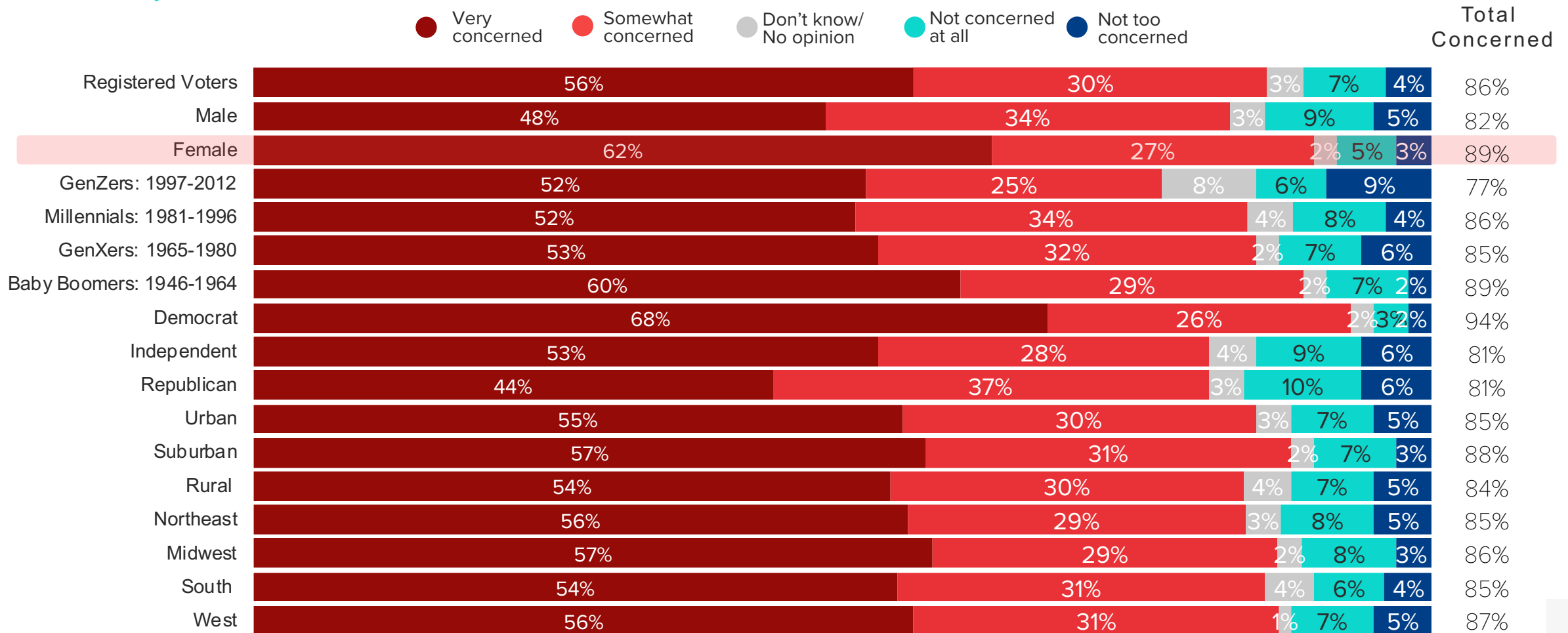
Total Concerned = Very + Somewhat concerned

CONCERN DURING COVID-19

Voters, across key demographics, indicate a high level of intense concern for grocery store workers. Very few voters report they are not concerned for them.

How concerned are you for the following groups of workers during the coronavirus (COVID-19) pandemic?

Grocery store workers



Total Concerned = Very + Somewhat concerned

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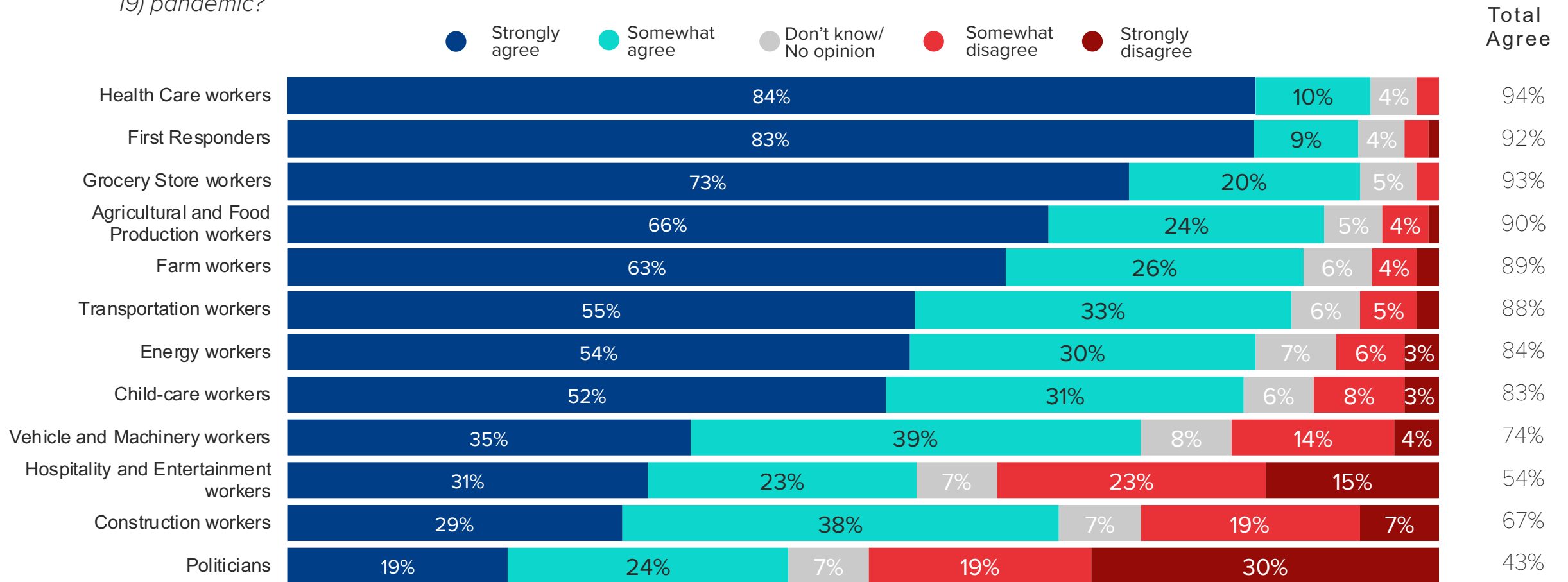
4

Tax Relief

ESSENTIAL WORKER STATUS

Nine in ten voters agree that grocery store workers (93%), agricultural and food production workers (90%) and farm workers (89%) are essential workers.

Based on what you know, do you agree or disagree the following groups of workers are essential workers amidst the coronavirus (COVID-19) pandemic?

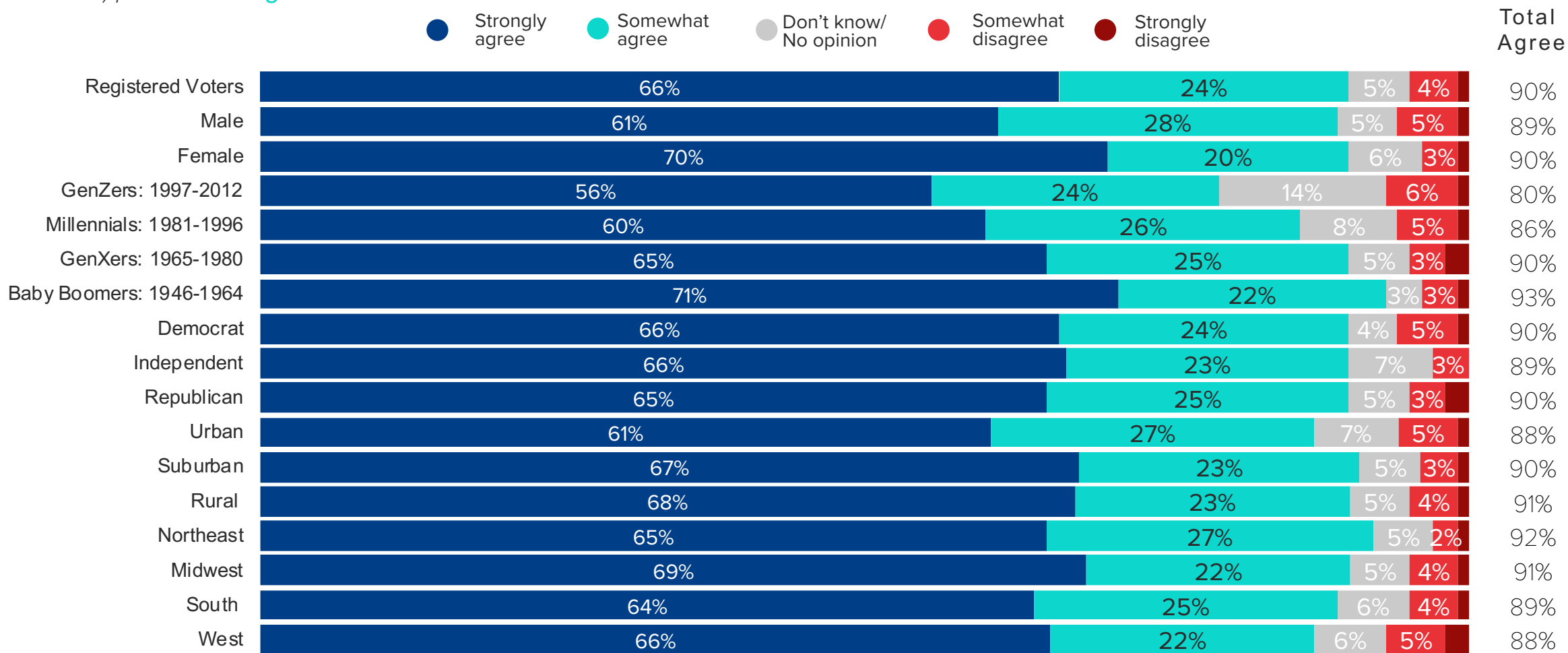


Total Agree = Strongly + Somewhat agree

ESSENTIAL WORKER STATUS

Nearly nine in ten of voters across key demographics agree agricultural and food production workers are essential workers.

Based on what you know, do you agree or disagree the following groups of workers are essential workers amidst the coronavirus (COVID-19) pandemic? *Agricultural and Food Production Workers*

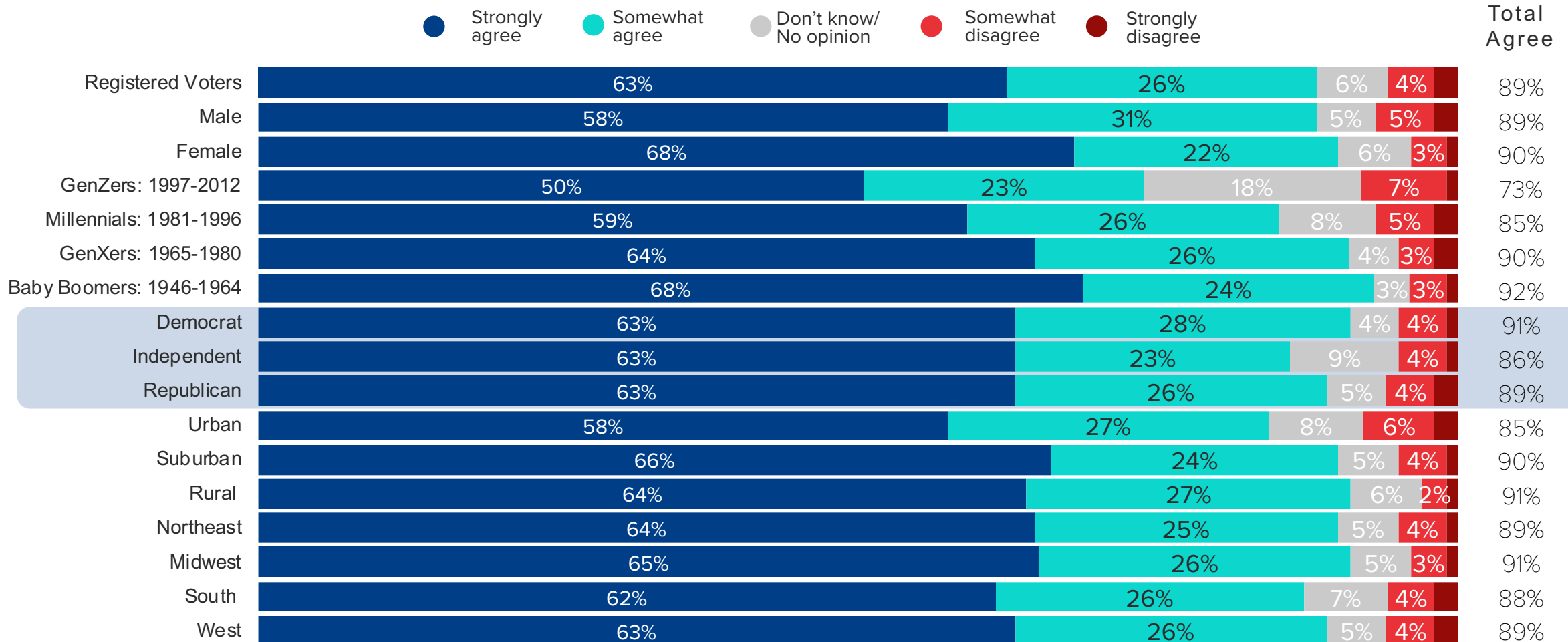


Total Agree = Strongly + Somewhat agree

ESSENTIAL WORKER STATUS

Democrats and Republicans both strongly agree that farm workers are essential workers.

Based on what you know, do you agree or disagree the following groups of workers are essential workers amidst the coronavirus (COVID-19) pandemic? *Farm workers*

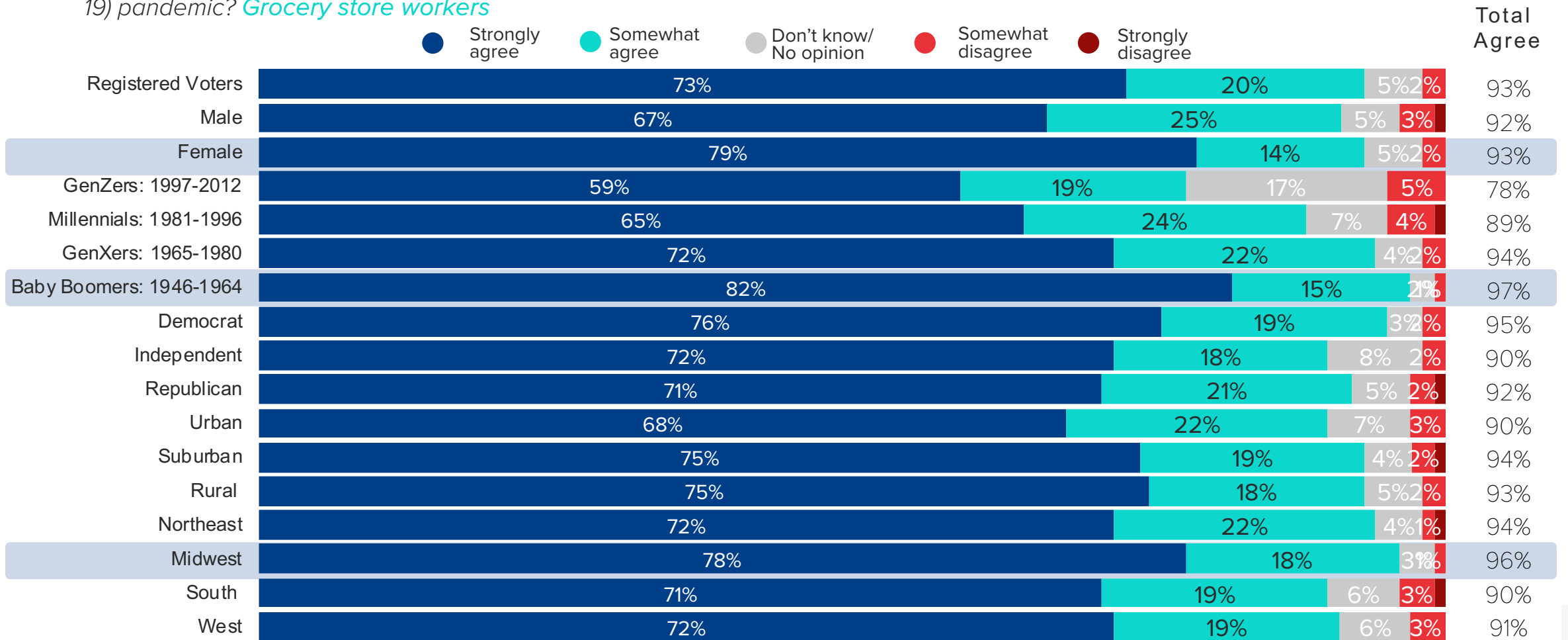


Total Agree = Strongly + Somewhat agree

ESSENTIAL WORKER STATUS

While a strong majority of all voters across key demographics agree grocery store workers are essential workers, Women, Baby Boomers, and Midwest voters agree the strongest. Additionally, there is cross-party consensus on extending essential worker status to grocery store workers.

Based on what you know, do you agree or disagree the following groups of workers are essential workers amidst the coronavirus (COVID-19) pandemic? *Grocery store workers*



Total Agree = Strongly + Somewhat agree

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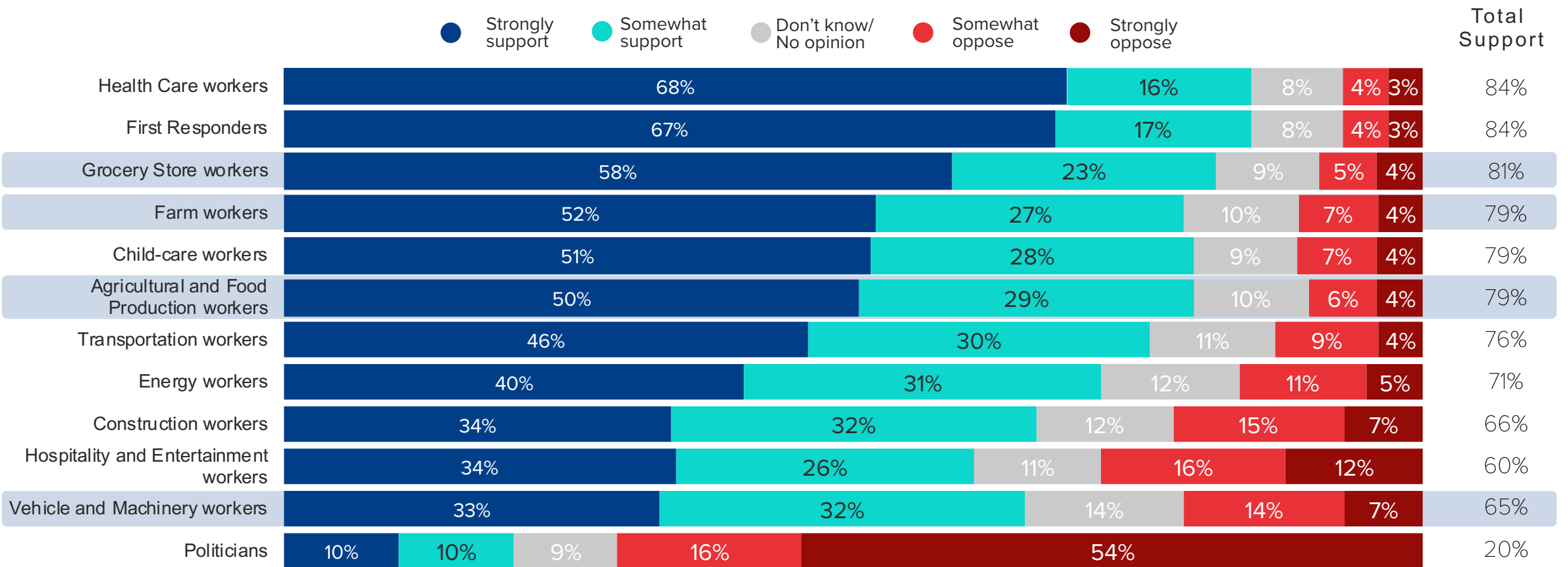
4

Tax Relief

TAX RELIEF

Two-thirds or more of voters support providing tax relief to grocery store workers, farm workers, agricultural and food production workers, and vehicle and machinery workers.

Do you support or oppose offering temporary tax relief to the following workers during the coronavirus (COVID-19) pandemic?

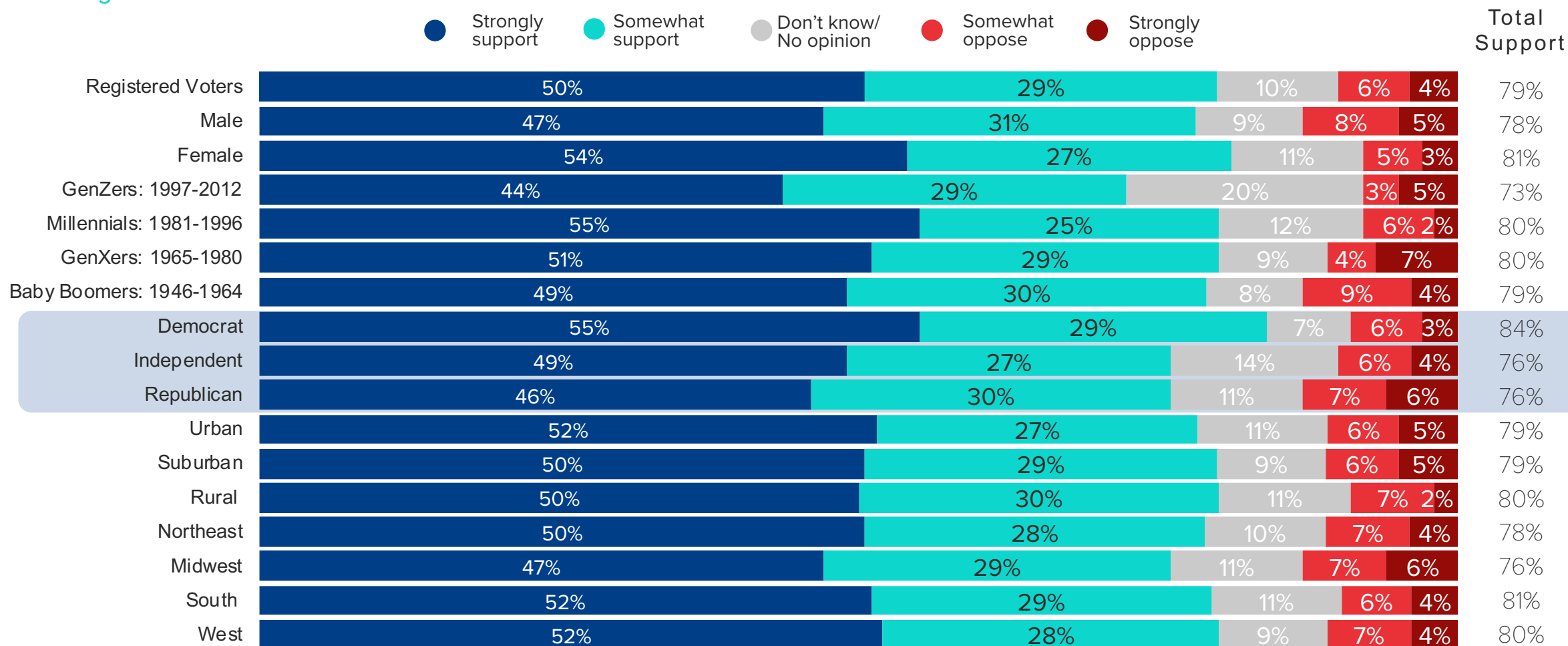


Total Support= Strongly + Somewhat support

TAX RELIEF

Three-quarters or more of voters, across key demographics, support providing temporary tax relief to agricultural and food production workers— this relief has bipartisan support.

Do you support or oppose offering temporary tax relief to the following workers during the coronavirus (COVID-19) pandemic?
Agricultural and Food Production Workers

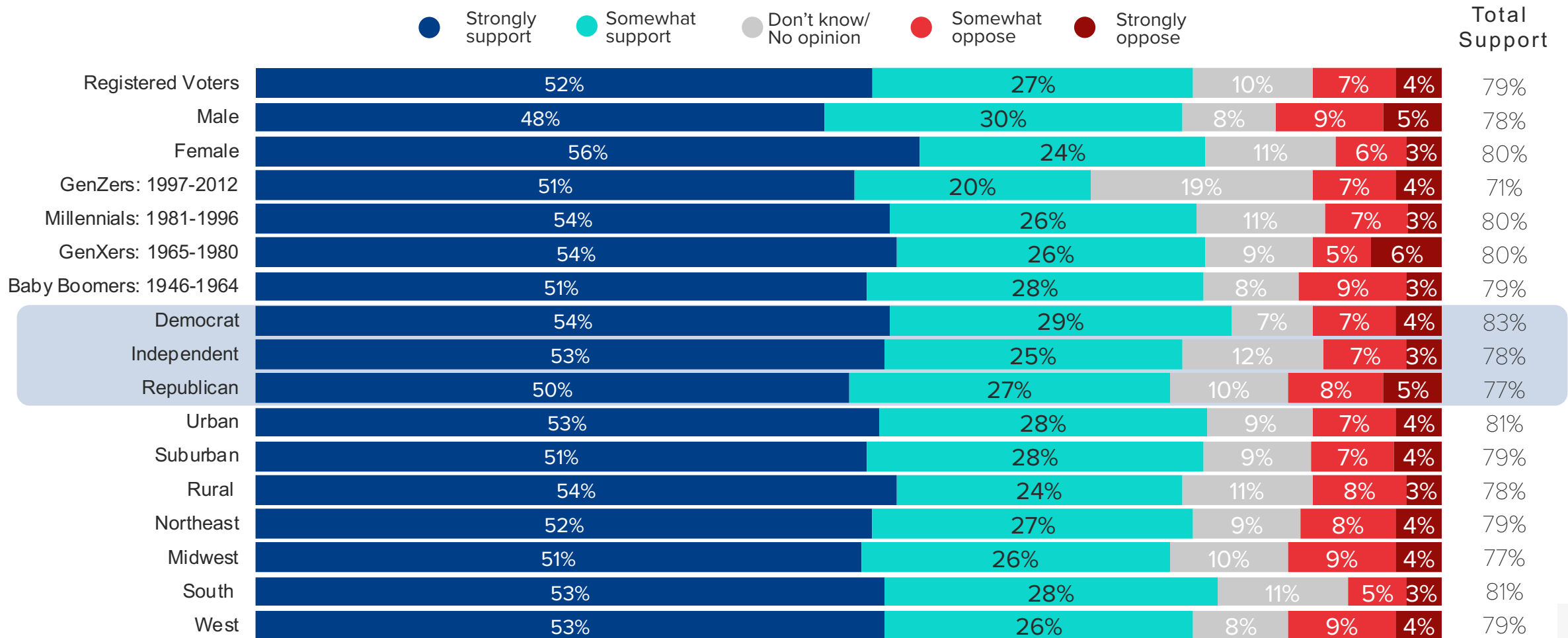


Total Support= Strongly + Somewhat support

TAX RELIEF

There is bipartisan support in offering temporary tax relief to farm workers, more than three quarters of Democratic, independent, and Republican voters support offering this relief.

Do you support or oppose offering temporary tax relief to the following workers during the coronavirus (COVID-19) pandemic?
Farm workers



Total Support = Strongly + Somewhat support

