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VOTERS SUPPORT THE FAIR FOOD PROGRAM AND CORONAVIRUS RELIEF FOR FARMWORKERS

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EXECUTIVE SUMMARY

- ▶ Voters prefer to buy from a company that participates in the Fair Food Program that provides farmworkers with better wages and working conditions by a 54-point margin
- ▶ Seventy percent of voters support federal, state, and local governments targeting aid for farmworkers

As the coronavirus continues to spread throughout the country, farmworker communities have been particularly hard hit. Despite their role as essential workers who power our economy, farmworkers have lacked access to critical economic and healthcare resources. It is long overdue that we provide these indispensable

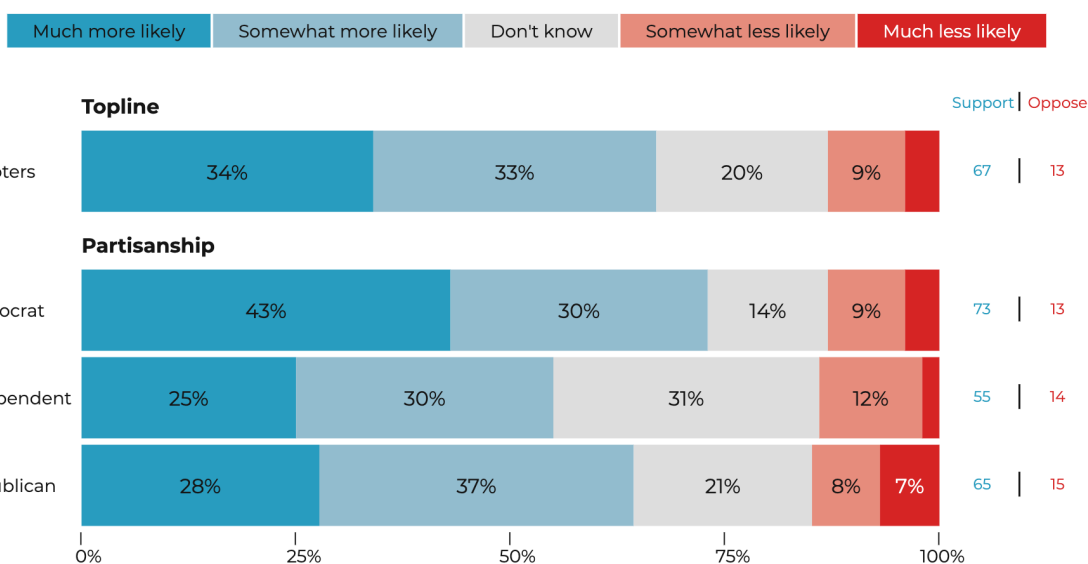
workers with adequate support that allows them to stay safe in their working environment, and voters agree.

As part of a July survey, Data for Progress tested voter attitudes around improving farmworker working conditions and providing targeted coronavirus relief aid for farmworkers.

First, we asked voters if they would be more or less likely to buy from a company that participates in the Fair Food Program, which provides farmworkers with better wages and working conditions. A majority of all voters (67 percent) are more likely to buy food from a company that participates in the Fair Food Program. Forty-three percent of Democrats, 25 percent of Independents, and 28 percent of Republicans say they are “much more likely” to purchase from a company that participates in the Fair Food Program.

Voters are More Likely to Buy from a Company that Participates in the Fair Food Program

Would you be more or less likely to buy from a company if they participated in the Fair Food Program that provides farmworkers with better wages and working conditions?



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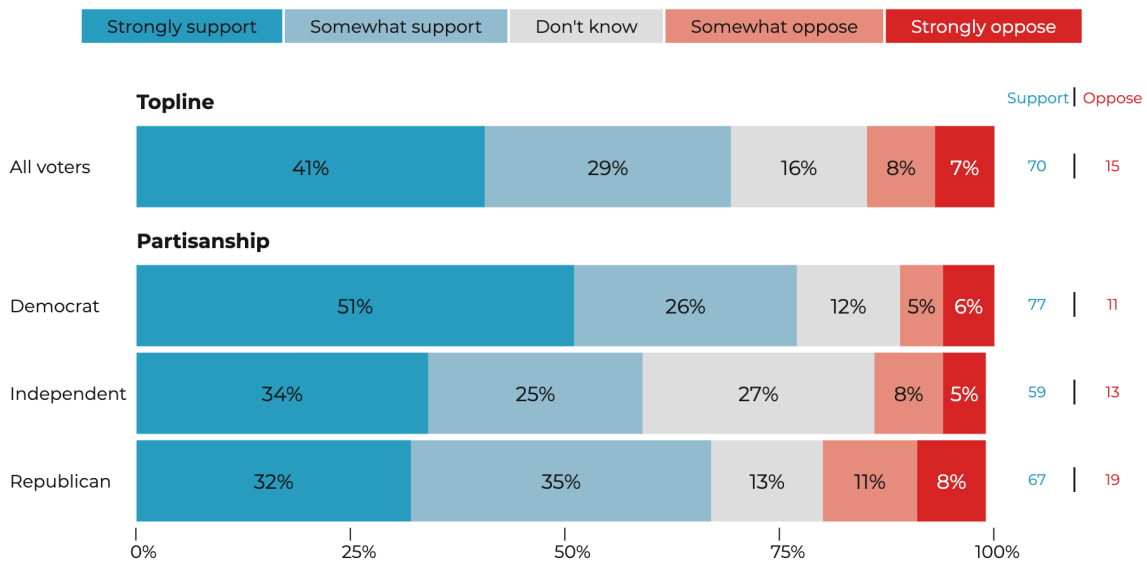
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We also asked voters whether they support federal, state, and local governments targeting aid for farmworkers, who are essential workers and must continue to work during the coronavirus pandemic. An overwhelming majority of all voters (70 percent) support sending targeted aid to farmworkers. This proposal enjoys high support across party lines: Seventy-seven percent of Democrats, 59 percent of Independents, and 67 percent of Republicans support sending targeted aid to farmworkers.

Our polling shows that voters express high levels of support for the Fair Food Program and sending targeted coronavirus relief aid to farmworkers. Both proposals enjoy support across party lines, with a majority of Democrats, Independents, and Republicans expressing both a greater likelihood to purchase from a company that adopts the Fair Food Program and support for sending targeted coronavirus relief aid to farmworkers. As Congress debates the next coronavirus relief bill, they should ensure that farmworkers, who are essential workers powering the country through the coronavirus crisis, receive relief.

Voters Support Coronavirus Relief Aid for Farmworkers

Farmworkers are essential workers who keep our food system going and have continued to work during the coronavirus pandemic. Still, many farmworkers have been left out of coronavirus relief packages. Do you support federal, state, and local governments targeting specific aid for farmworkers?



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METHODOLOGY:

From July 10 to July 12, 2020, Data for Progress conducted a survey of 1,390 likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is +/- 2.6 percent

Question wording:

Would you be more or less likely to buy from a company if they participated in the Fair Food Program that provides farmworkers with better wages and working conditions?

- ▶ Much more likely
- ▶ Somewhat more likely
- ▶ Somewhat less likely
- ▶ Much less likely
- ▶ Don't know

Farmworkers are essential workers who keep our food system going and have continued to work during the coronavirus pandemic. Still, many farmworkers have been left out of coronavirus relief packages. Do you support federal, state, and local governments targeting specific aid for farmworkers?

- ▶ Strongly support
- ▶ Somewhat support
- ▶ Somewhat oppose
- ▶ Strongly oppose
- ▶ Don't know