



**TO:** Walton Family Foundation  
**FR:** Morning Consult  
**DT:** August 2022  
**RE:** Results for 2022 Farm Bill Research

**WALTON FAMILY  
 FOUNDATION**



Morning Consult ran a survey, on behalf of the Walton Family Foundation, focusing on the reauthorization of the Farm Bill and practices to transition farmers into more sustainable farming practices. The survey was conducted from July 6<sup>th</sup> – 7<sup>th</sup> among a sample of 1,988 voters nationally. The interviews were conducted online. The survey finds that a bipartisan coalition say it should be at least an important priority for Congress to reauthorize the Farm Bill, and that voters are supportive of proposals in the Farm Bill that promote more sustainable farming practices.

### **FARM BILL REAUTHORIZATION IS A TOP PRIORITY FOR VOTERS**

- Four-in-five (82%) voters indicate it should be at least an *important priority* for Congress to reauthorize the Farm Bill – this includes 39% who say it should be a *top priority*. This is true across party lines as well:
  - 88% of Democrats indicate it should be at least an important priority – 45% say it should be a *top priority*.
  - 78% of Independents indicate it should be at least an important priority – 35% say it should be a top priority.
  - 78% of Republicans indicate it should be at least an important priority - 35% say it should be a top priority.

### **PROPOSALS IN THE FARM BILL SHOULD FOCUS ON INCENTIVES FOR FARMERS, NOT PUNISHMENTS**

- Voters are supportive of proposals in the Farm Bill that provide crop insurance discounts to farmers who implement practices to conserve water (80% total support), increase the total subsidies or aid farmers can receive if they implement more sustainable practices (76% total support), and create a federal research program to help farmers understand how to move to more climate-friendly practices (72% total support).

### **VOTERS PREFER MORE SUSTAINABLE FARMING PRACTICES**

- When asked to choose between the government using its power to encourage or not encourage farmers to adopt more climate-friendly practices, voters prefer the government to encourage the adoption of climate-friendly practices (60% to 40%).
- When asked to choose between the agriculture industry producing food in a sustainable way that ensures American will be able to produce healthy food for future generations or the agriculture producing enough food to feed the American population now while keeping the cost of food down, voters prefer the agriculture industry producing food in a sustainable way (57% to 44%).

### **VOTERS ARE RECEPTIVE TO CANDIDATES TAKING POSITIONS ON MODERNIZING THE FARM BILL TO ADDRESS CLIMATE CHANGE**

- Half (50%) of voters are more likely to vote for a candidate that advocates for modernizing the Farm Bill to better help farmers address climate change – 12% would be less likely to vote for a candidate.
- Nearly half (46%) of voters are more likely to vote for a candidate that made addressing climate change a key part of their platform – 18% would be less likely to vote for a candidate.

This poll was conducted between July 6-July 7, 2022 among a sample of 1,988 Registered Voters. The interviews were conducted online and the data was weighted to approximate a target sample of Registered Voters based on gender by age, educational attainment, race, marital status, homeownership, race by educational attainment, 2020 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.