

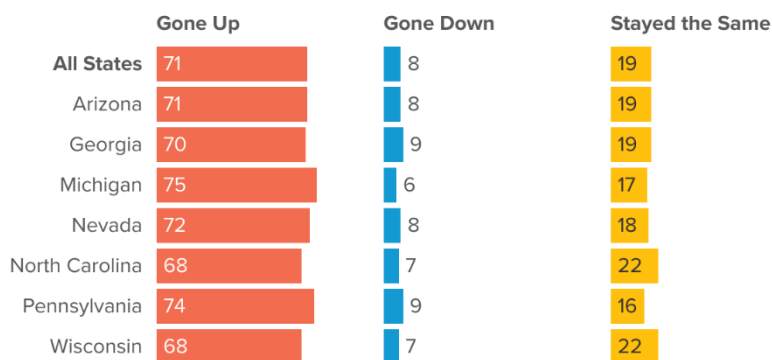


To: National Pork Producers Council
From: Stephen Clermont, Change Research
Date: September 23, 2024
Re: Survey Results

The following summarizes results from a survey of 4,272 registered voters in seven states conducted from September 11-16, 2024.

1. A substantial majority of voters say their costs of groceries have gone up over the last few months. Just 8% tell us they have gone down and 19% indicate they have stayed the same.

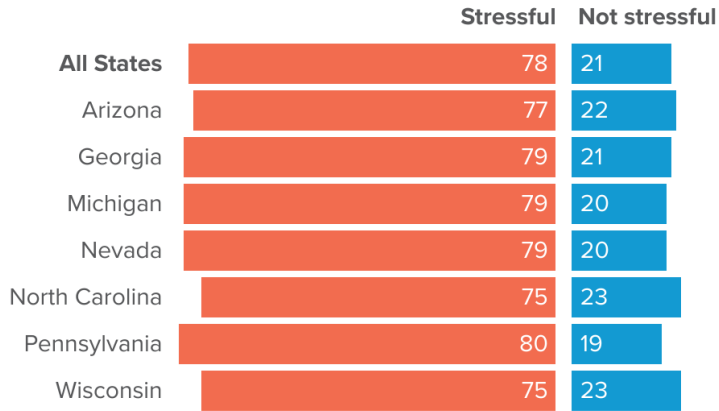
When thinking about your costs of groceries, in the last few months, would you say they have recently:



Polling was conducted online from September 11-16, 2024. Using Dynamic Online Sampling and SMS text messaging to attain a representative sample, Change Research polled 657 voters in Arizona, 661 voters in Georgia, 580 voters in Michigan, 619 voters in North Carolina, 472 voters in Nevada, 639 voters in Pennsylvania, and 644 voters in Wisconsin. 86% of these voters rate their motivation to vote as a '10' on a zero to 10 scale. Post-stratification was performed on age, gender, race/ethnicity, county density, education, region, and party. The overall results have a margin of error of 1.6 percentage points. The margin within each state and subgroup is higher.

2. The cost of groceries has been stressful for more than three-quarters of voters. This includes a near majority (47%) who say they have been extremely stressful.

How stressful has the cost of groceries been for you?

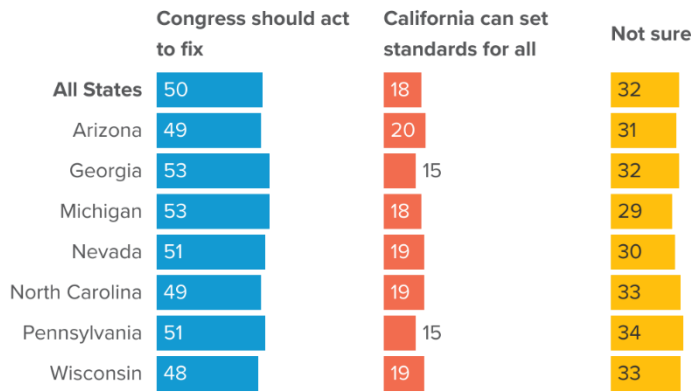


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3. Turning to the issue of farm animal welfare standards that is being discussed as part of the Farm Bill, a majority (50%) believes Congress should act to prohibit states from setting those that apply beyond their state’s borders. Just 18% believe California is right to set their own standards that apply outside the state, even if it disrupts or harms some farms. A third (32%) are unable to assess this.

Which one of the following statements do you agree with more even if neither is exactly right:

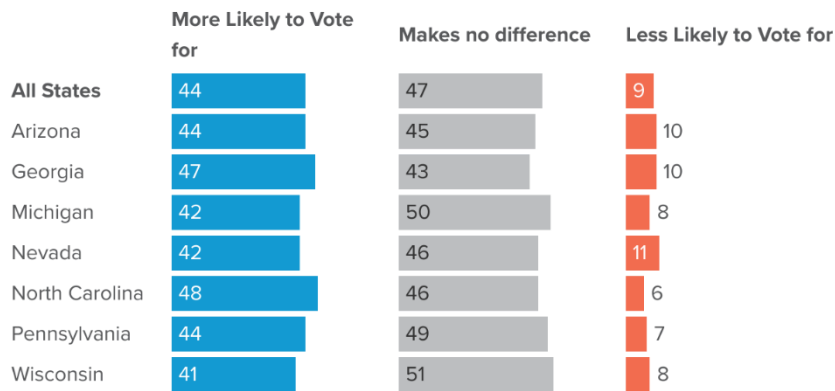
- The state of California is right to set farm animal welfare standards that apply nationwide, even if it disrupts or harms some farms, or*
- The U.S. Congress should prohibit any state from setting farm animal welfare standards that apply beyond that state's borders*



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4. A candidate who supports a Farm Bill which includes provisions that farmers and pork producers say would lower food prices and provide stability and certainty for their farms would face substantial upside for doing so (44% would be more likely to vote for them) while assuming only minimal electoral risk. Only 9% say they would be less likely to vote for such a candidate. The rest (47%) say it would make no difference to them.

Would you be more or less likely to vote for a candidate who supports a Farm Bill which includes provisions that farmers and pork producers say would lower food prices and provide stability and certainty for their farms or would it make no difference to you?



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5. The head-to-head matchups for President and U.S. Senate are close. Across all seven states, Kamala Harris receives 48% to Donald Trump's 47%. In Arizona, Ruben Gallego leads Kari Lake 49% to 44% with 7% undecided. In Michigan, Elissa Slotkin leads Mike Rodgers 45% to 41% with 14% undecided. In Nevada, Jackie Rosen leads Sam Brown 48% to 41% with 12% undecided. In Pennsylvania, Dave McCormick receives 47% to Bob Casey's 46%. In Wisconsin, Tammy Baldwin leads 49% to 45% with 6% undecided.

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