



National Crop Insurance Services

National Survey of Registered Voters
Regarding Crop Insurance

April 3-7, 2016



NORTH STAR
OPINION RESEARCH

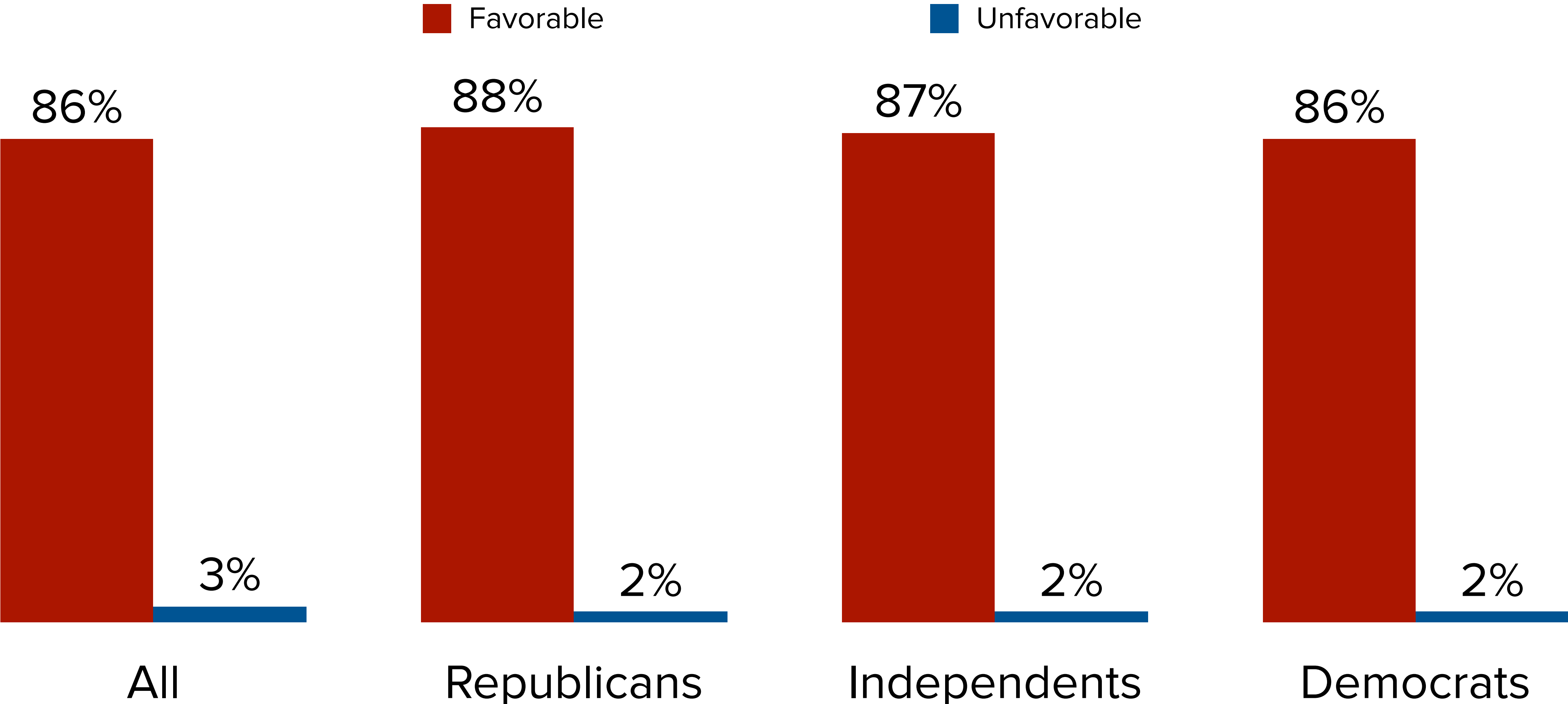
phone: 703.836.7666 | web: northstaropinion.com

Methodology

- Survey conducted April 3-7, 2016.
- 1,000 registered voters interviewed by telephone with live interviewers.
- 50 percent of interviews were completed on cell phones.
- Margin of error is ± 3.10 percent for full sample.
- Quotas set for state, gender, race, and age to reflect past turnout.

Farmers have high — and bipartisan — favorability ratings.

I would like to read you a list of names of groups and have you tell me, for each one, whether you've heard of that group and, if so, whether you have a favorable or unfavorable opinion of them. If you haven't heard of the group, just say so: Farmers.

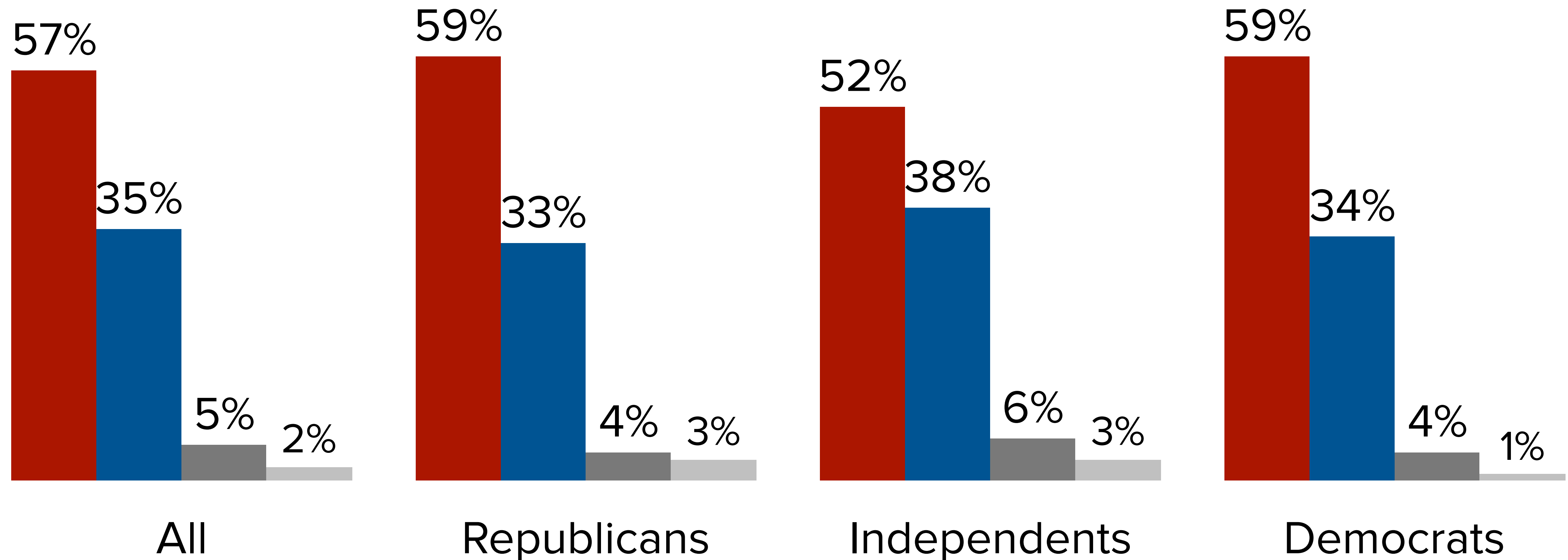


That bipartisan support extends to programs to help farms and farmers.

Now I am going to read you a list of policy areas that the federal government spends money on. For each one, would you please tell me if you view federal spending in that area to be very important, somewhat important, not too important, or not at all important:

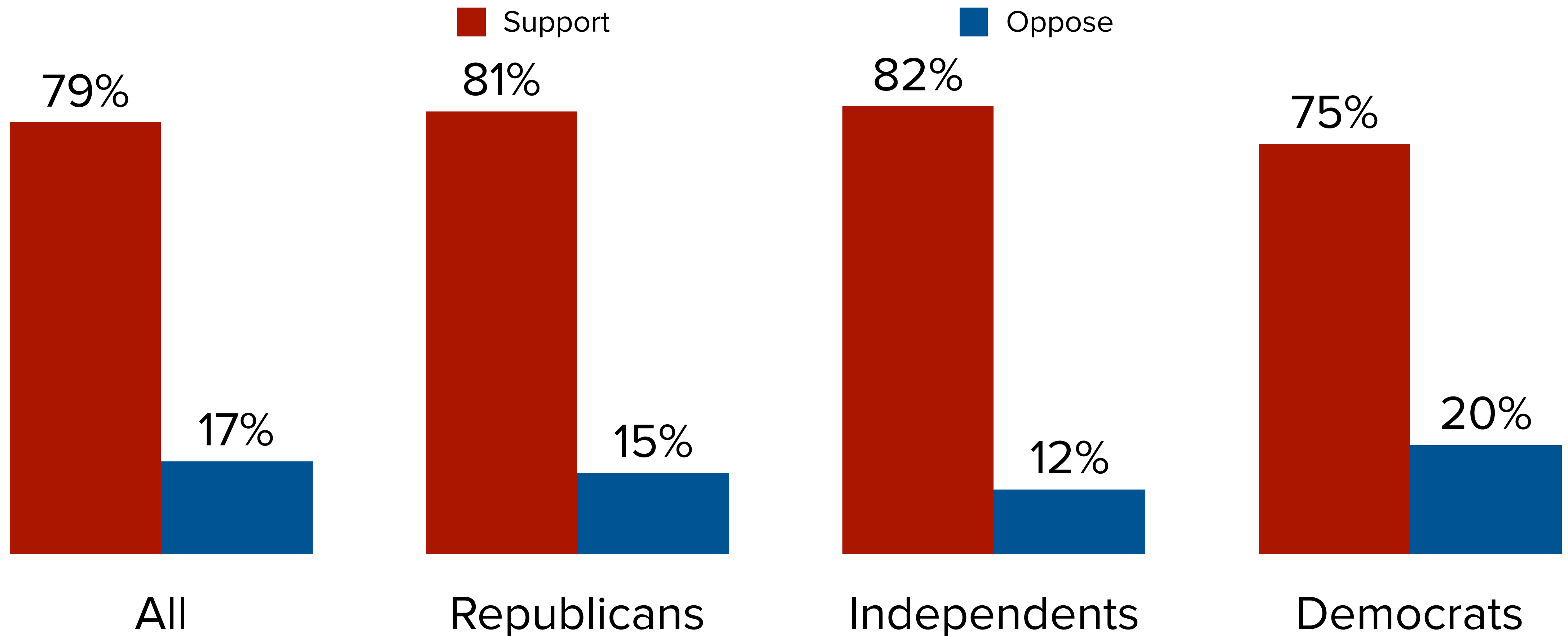
Support for farms and farmers.

■ Very Important ■ Somewhat Important ■ Not Too Important ■ Not At All Important



Voters support discounted crop insurance by more than a four-to-one margin.

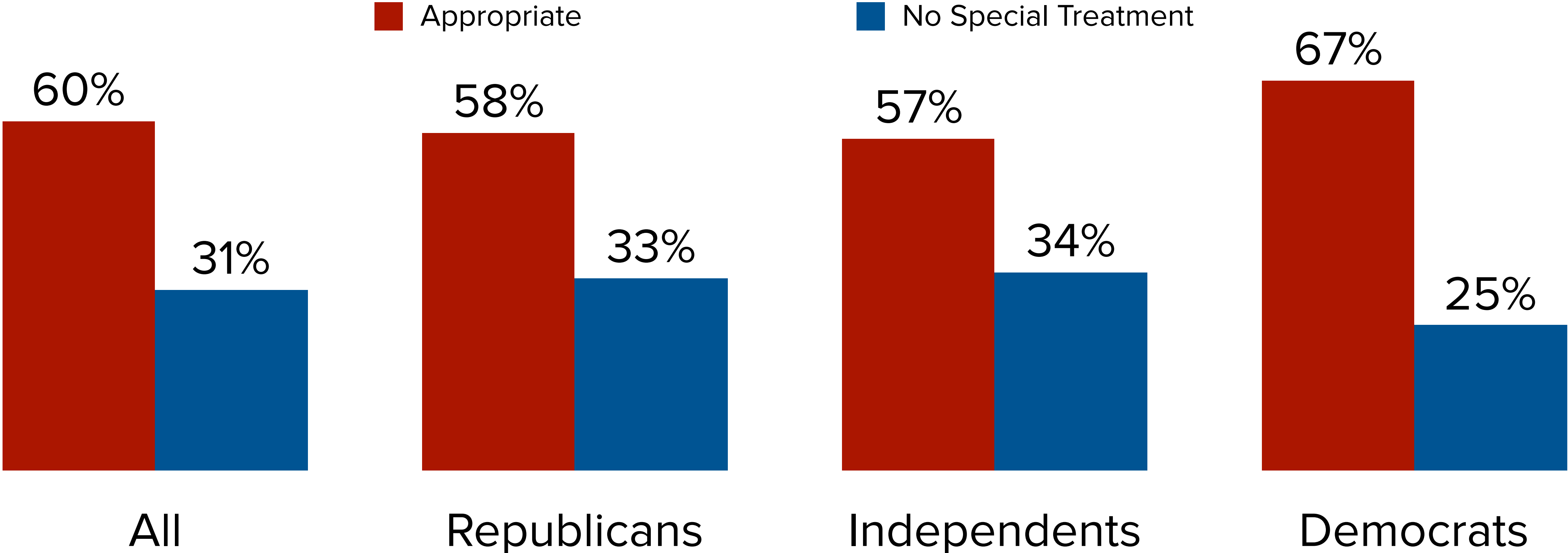
As you may know, the federal government has provided support to U.S. farmers in a number of ways over the last 50 years. For each of the following, please tell me if you strongly support, somewhat support, somewhat oppose, or strongly oppose that program:
Farmers receiving a discount on crop insurance that they purchase from a private company, which pays claims only in the event of bad weather or low prices.



Even given a strong statement against assistance to farmers, voters support this assistance by a two-to-one margin.

Which of the following statements comes closer to your view:

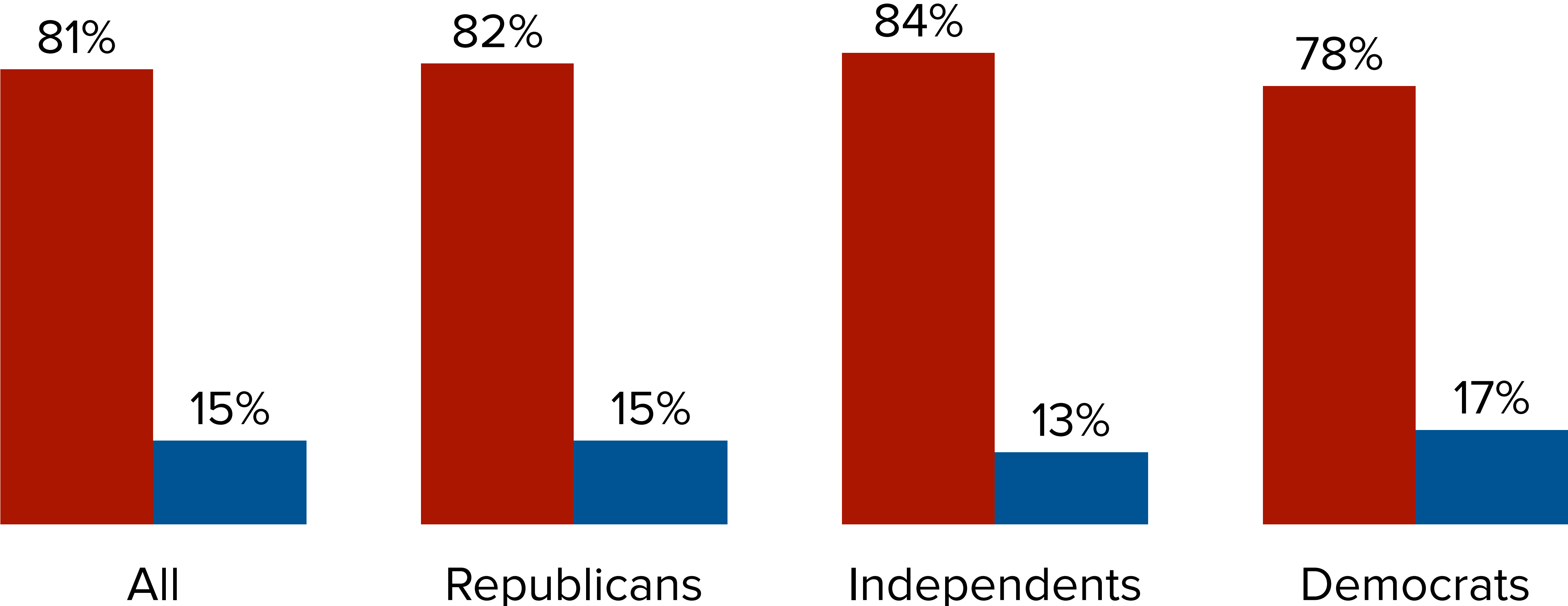
- a) Because of the unique importance of farming, it is appropriate for the federal government to offer financial assistance to farmers, particularly when it comes to protecting them from financial ruin. Natural disasters can strike at any time, and our nation's food supply is too important to risk by letting farmers go bankrupt.
- b) Most of our nation's food is grown by farming corporations that can easily afford to pay for their own crop insurance premiums without taxpayer money. It is the responsibility of any business to protect itself with insurance, and farmers should not get special treatment that the federal government simply cannot afford.



Voters agree that American farming is critical to national security.

Do you agree or disagree with each of the following statements:
A strong and thriving American farming industry is critical to American national security.

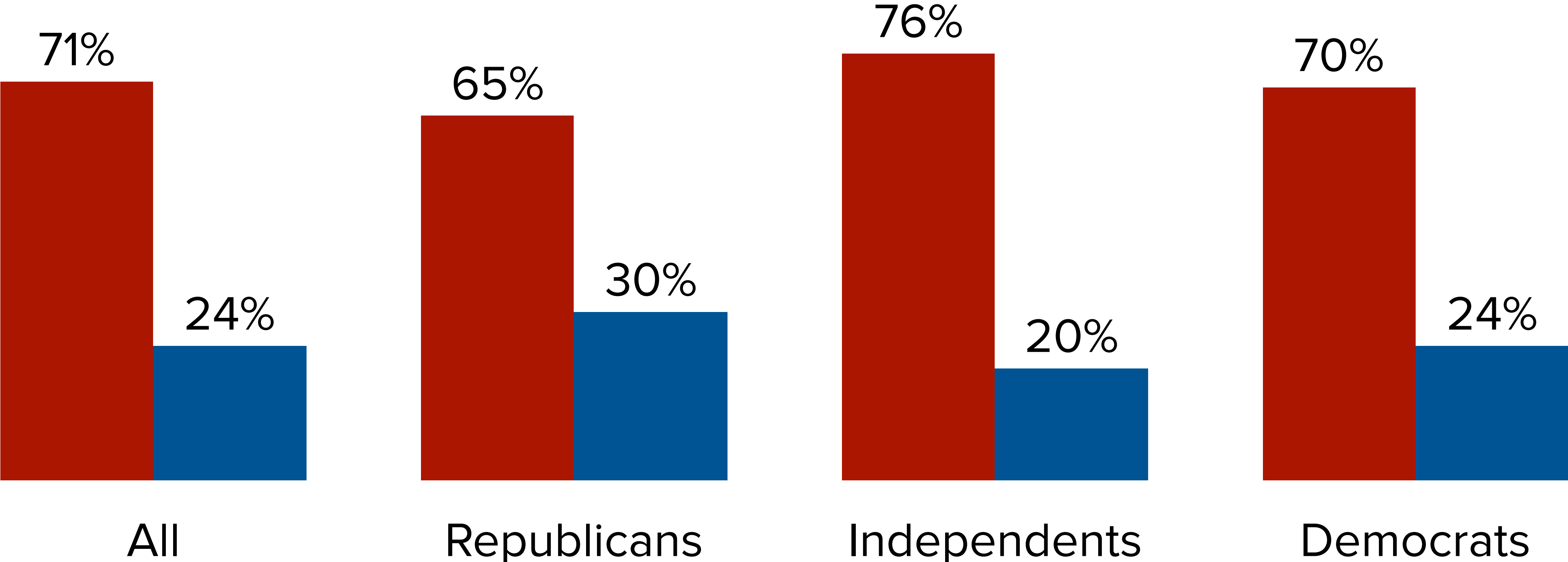
■ Agree ■ Disagree



More than two-thirds agree that farmers should share the cost of programs that protect them.

Do you agree or disagree with each of the following statements:
Farmers should help fund farm policies so that taxpayers are not paying the full cost of these programs.

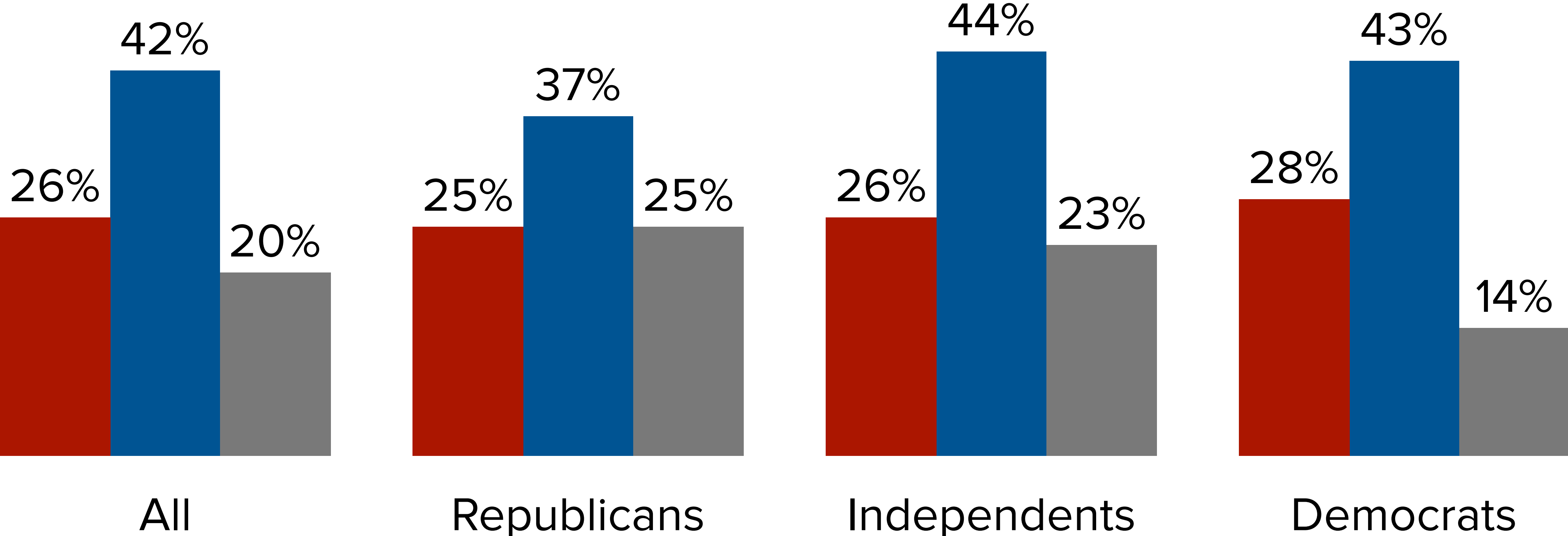
■ Agree ■ Disagree



More than two-thirds of voters say farmers pay either too much or the right amount for crop insurance.

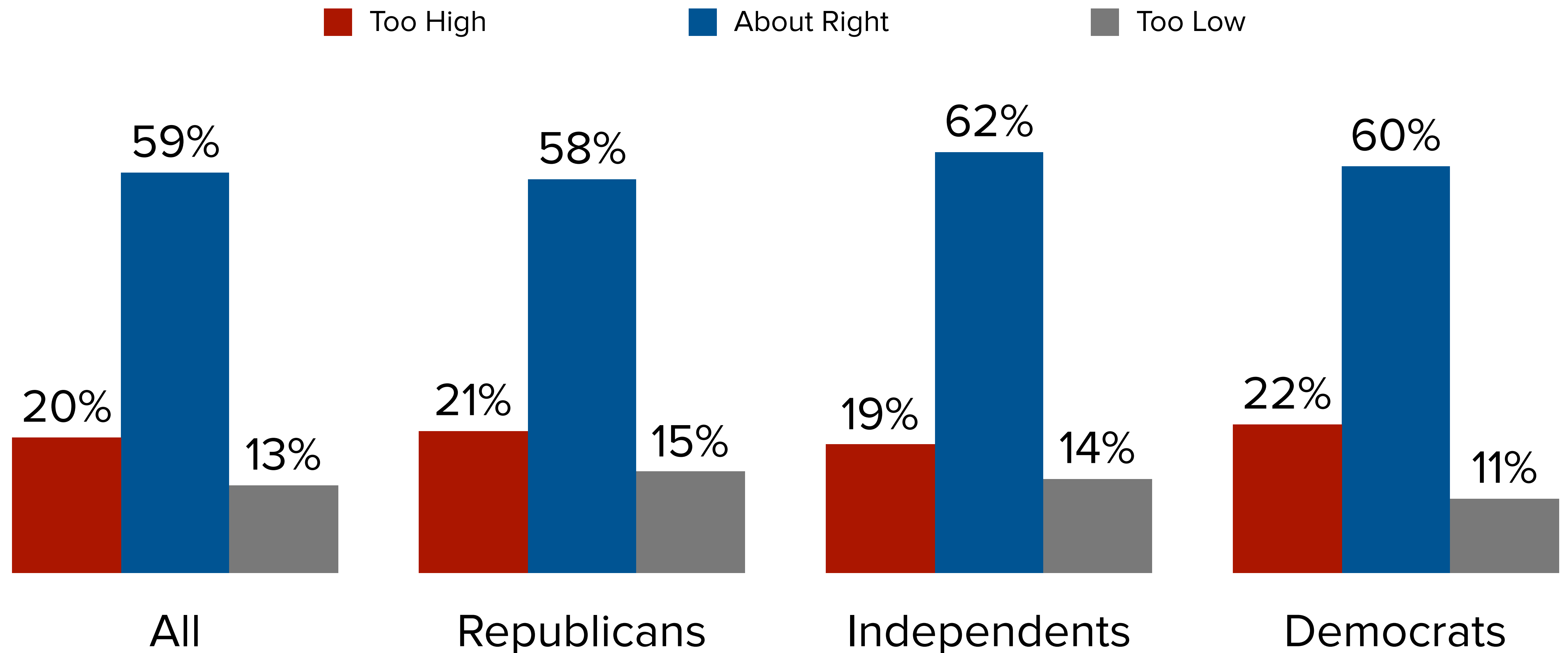
Farmers currently pay about forty percent of their crop insurance premiums.
Do you think that percentage paid by farmers sounds too high, about right, or too low?

■ Too High ■ About Right ■ Too Low



Similarly, voters think the amount of loss sustained before payments are made is “about right.”

Farmers, on average, absorb the first twenty-five percent of a loss before receiving a payment from the crop insurance program.
Does this amount sound too high, about right, or too low?



Key Takeaways

- Favorable views of farmers are both strong (86 percent) and bipartisan.
- More than 90 percent of voters say it is very or somewhat important to provide federal funding to farmers.
- Discounted crop insurance is supported by a 79 to 17 percent margin.
- When presented with arguments for and against federal assistance for farmers, voters say it is appropriate to help farmers by a two-to-one margin.
- Voters agree that a strong farming industry is critical to national security by an 81 to 15 percent margin.
- Voters think farmers and taxpayers are better served by insurance delivered by the private sector, rather than the federal government, by a more than 20-point margin (54 to 33 percent).
- Two-thirds of voters say the farmers' share of crop insurance premiums is about right (42 percent) or too high (26 percent).
- Four-fifths of voters say the farmers' deductibles in crop insurance of 25 percent of losses is about right (59 percent) or too high (20 percent).