VERNON

RESEARCH GROUP

Perceptions of Agriculture

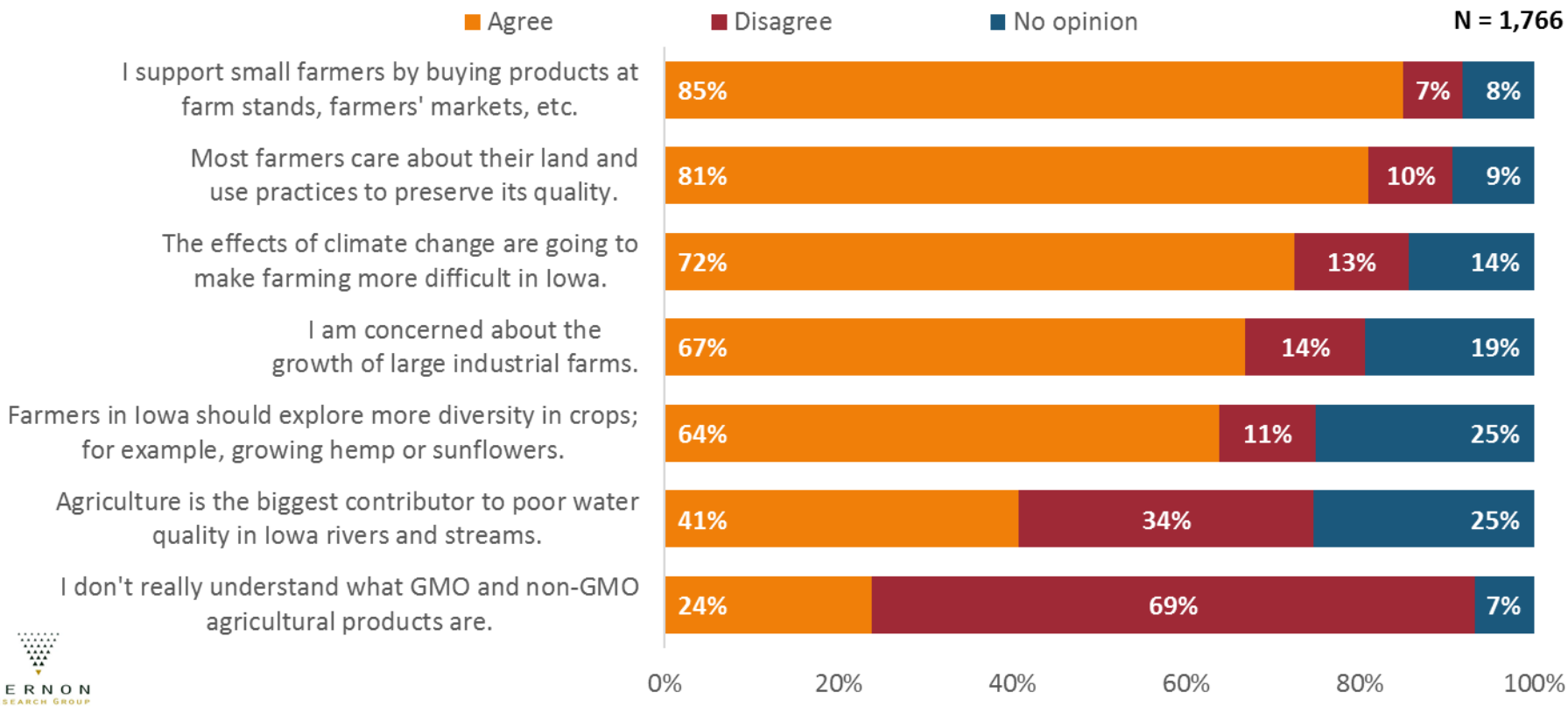
October 2019

Purpose and Methodology

- An online survey study was completed in order to gauge opinions about agricultural topics.
- Panelists from our Iowa Opinion Panel (IOP) were asked this question in September 2019.
- The question was completed by a total of 1,766 IOP members residing in Iowa and nearby. The sample size for some results may be smaller due to the demographic information we have for each member.

Overall Opinions

The most universal opinion was people saying they support farmers by buying locally. The statement “agriculture is the biggest contributor to poor water quality…” was the only one that had no clear majority



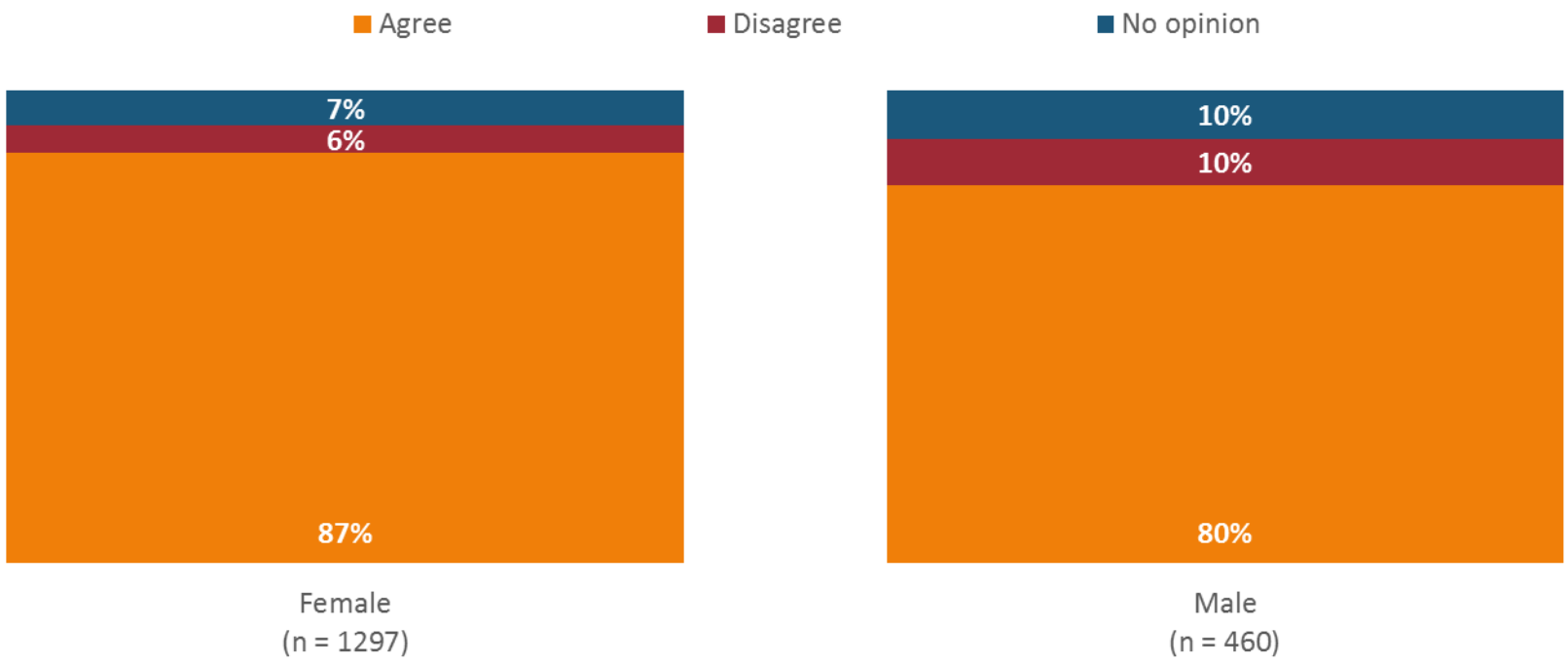
VERNON RESEARCH GROUP

Correlation of Demographics

- This data was analyzed by segments based on gender, household income, age, and location (rural, suburban, urban).
- Males had higher household incomes than females, on average, with lower proportions than females at the lower income brackets and higher proportions than females at the higher income brackets.
- Although income and age are usually correlated, they were not for this sample.
- There were no other significant relationships between variables.

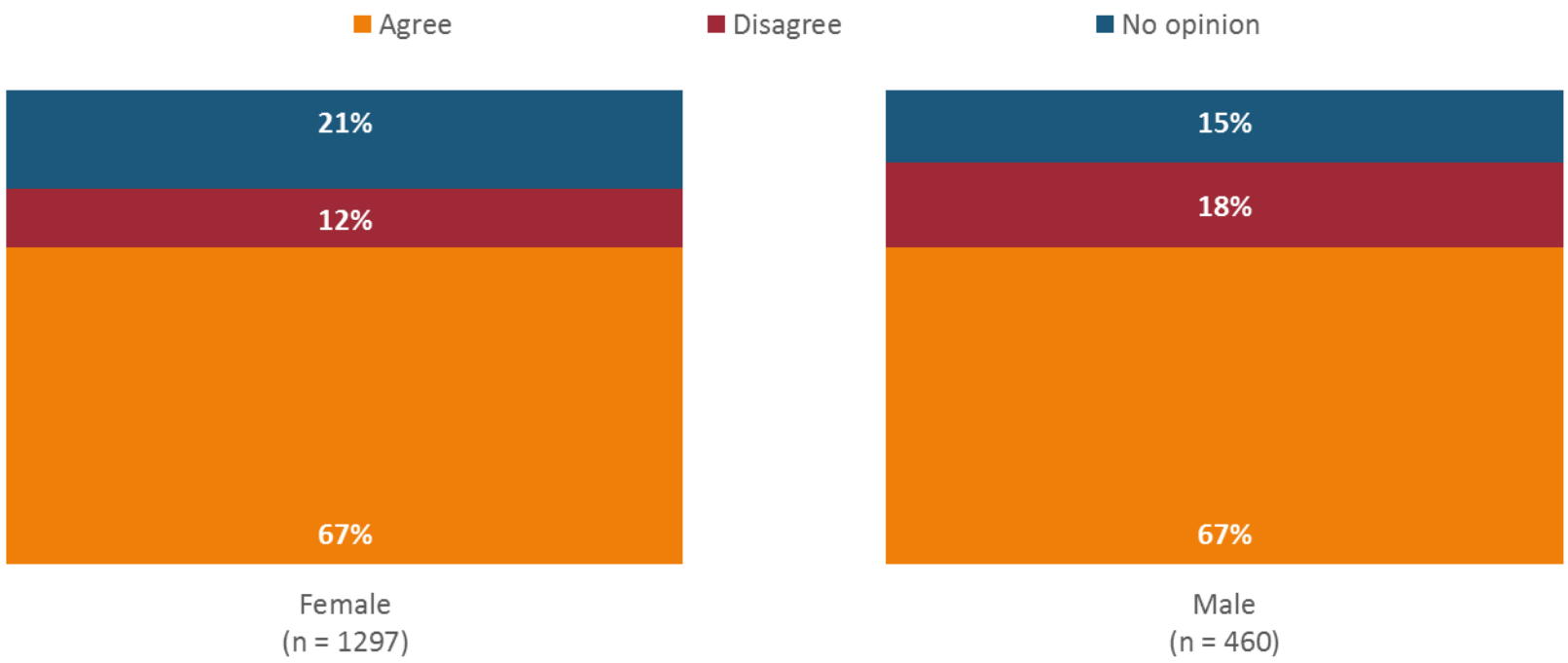
Opinions by Gender

Females were more likely to say they support small farmers.



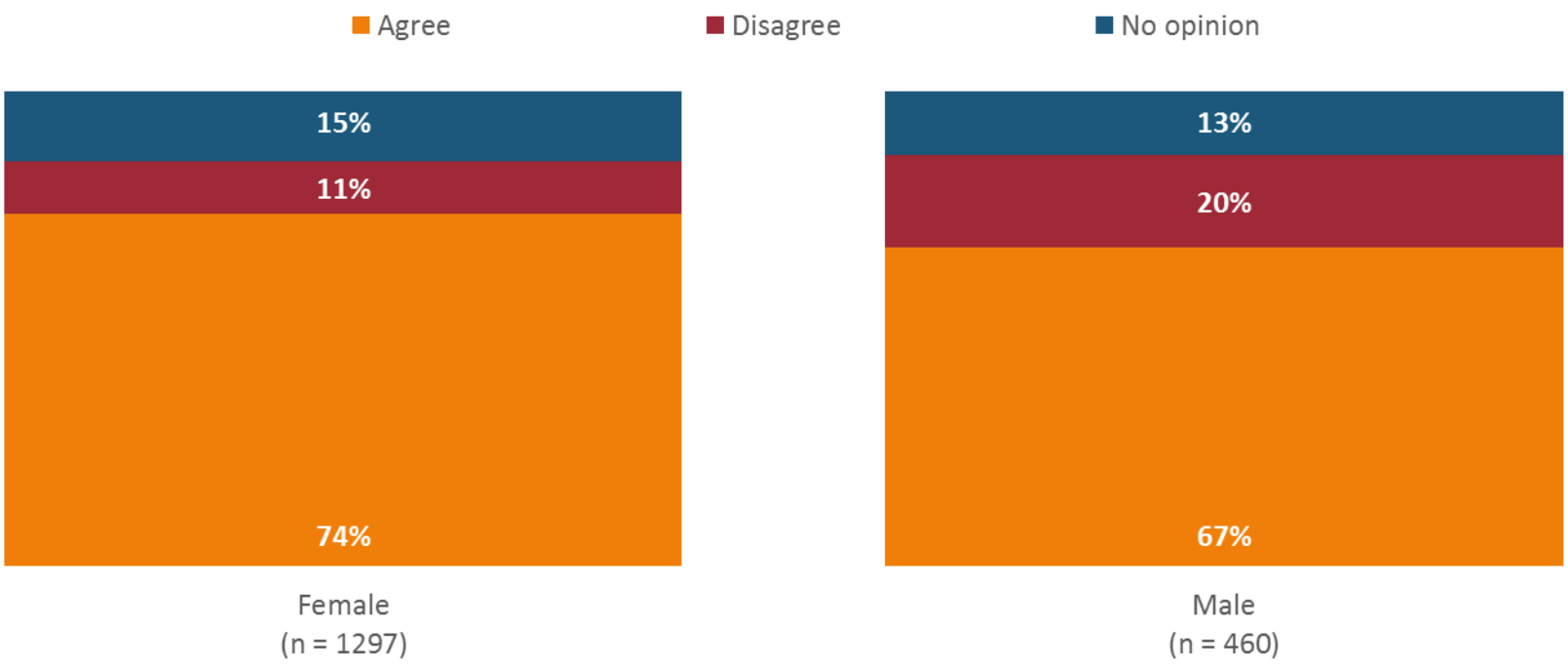
Opinions by Gender

Males were more likely to be unconcerned about the growth of large industrial farms.



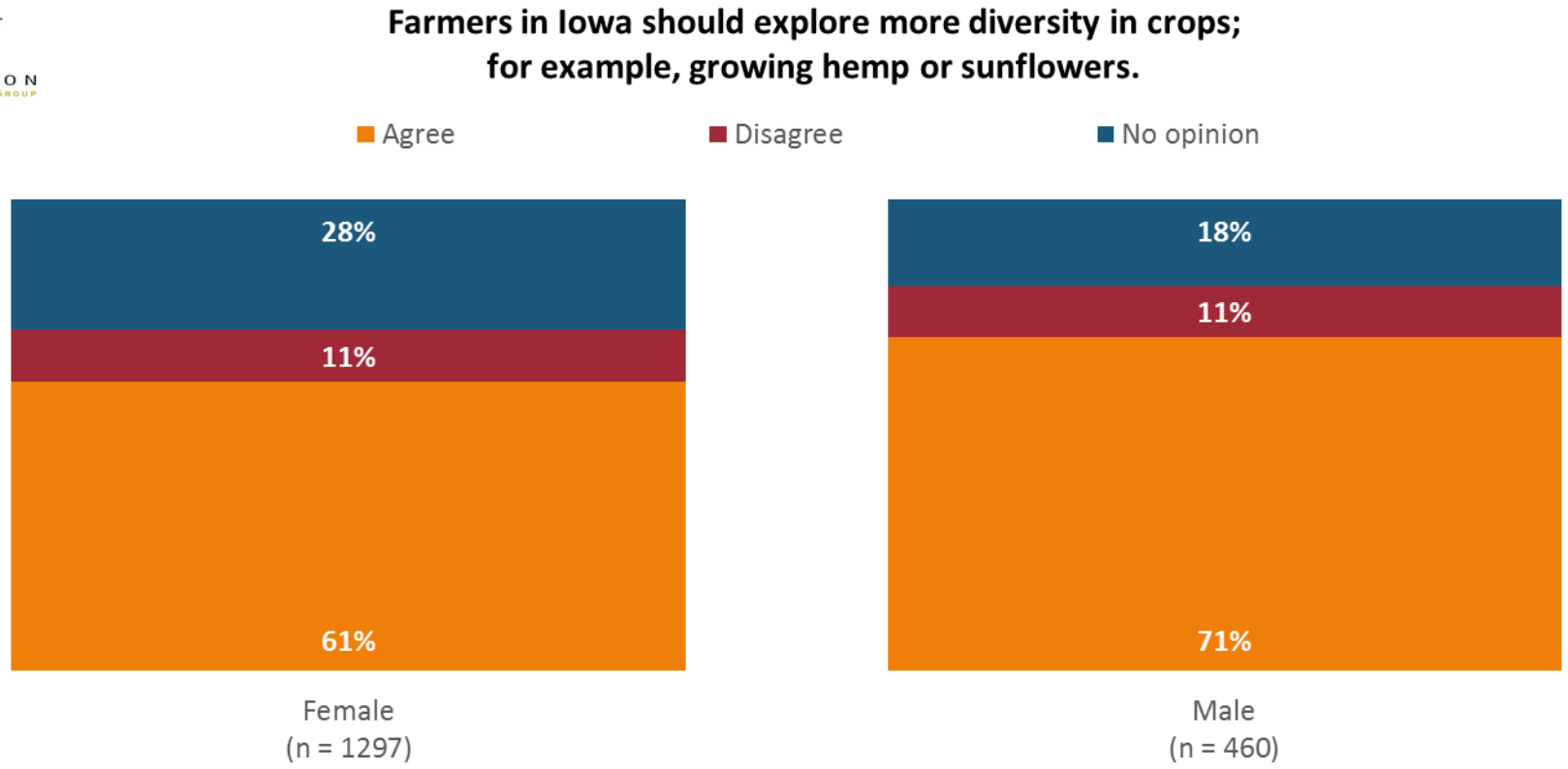
Opinions by Gender

Females were more likely to believe climate change will make farming more difficult.



Opinions by Gender

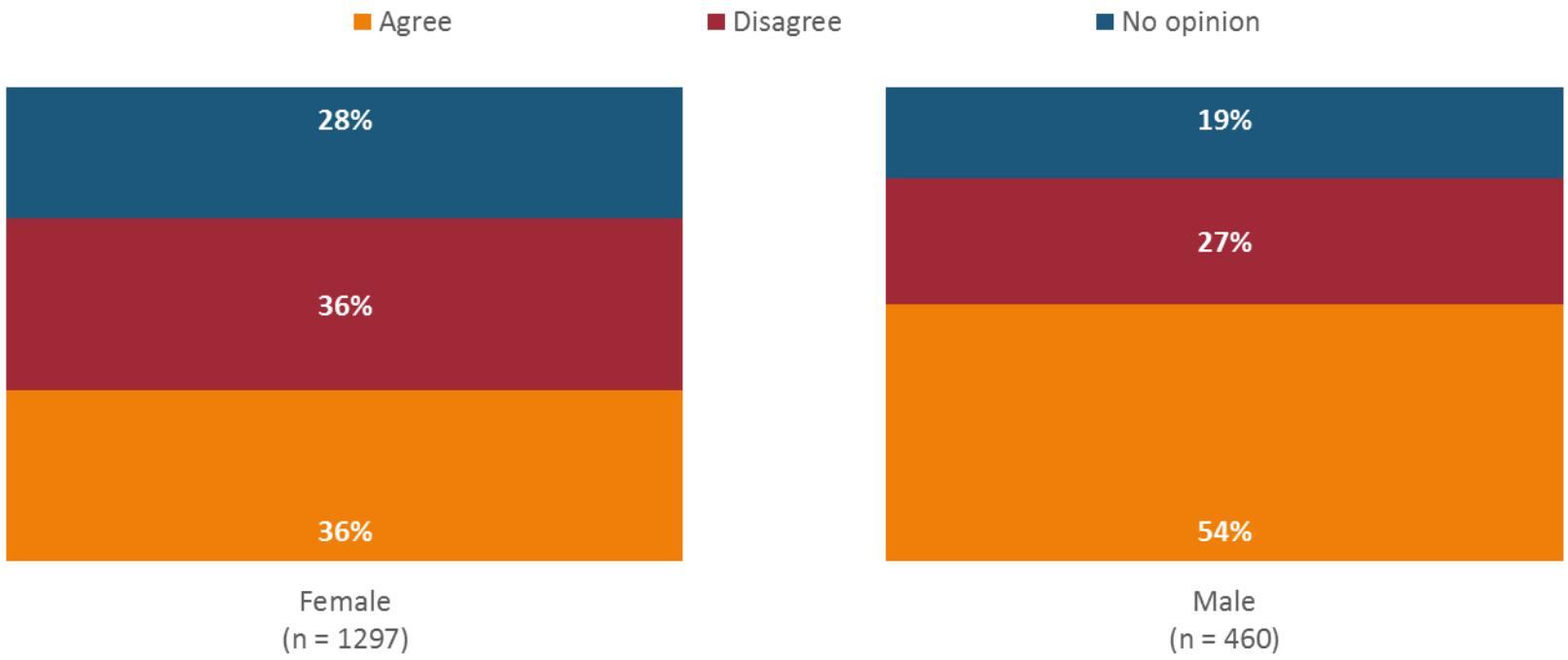
Females were less likely to have an opinion about farmers exploring crop diversity.



Opinions by Gender

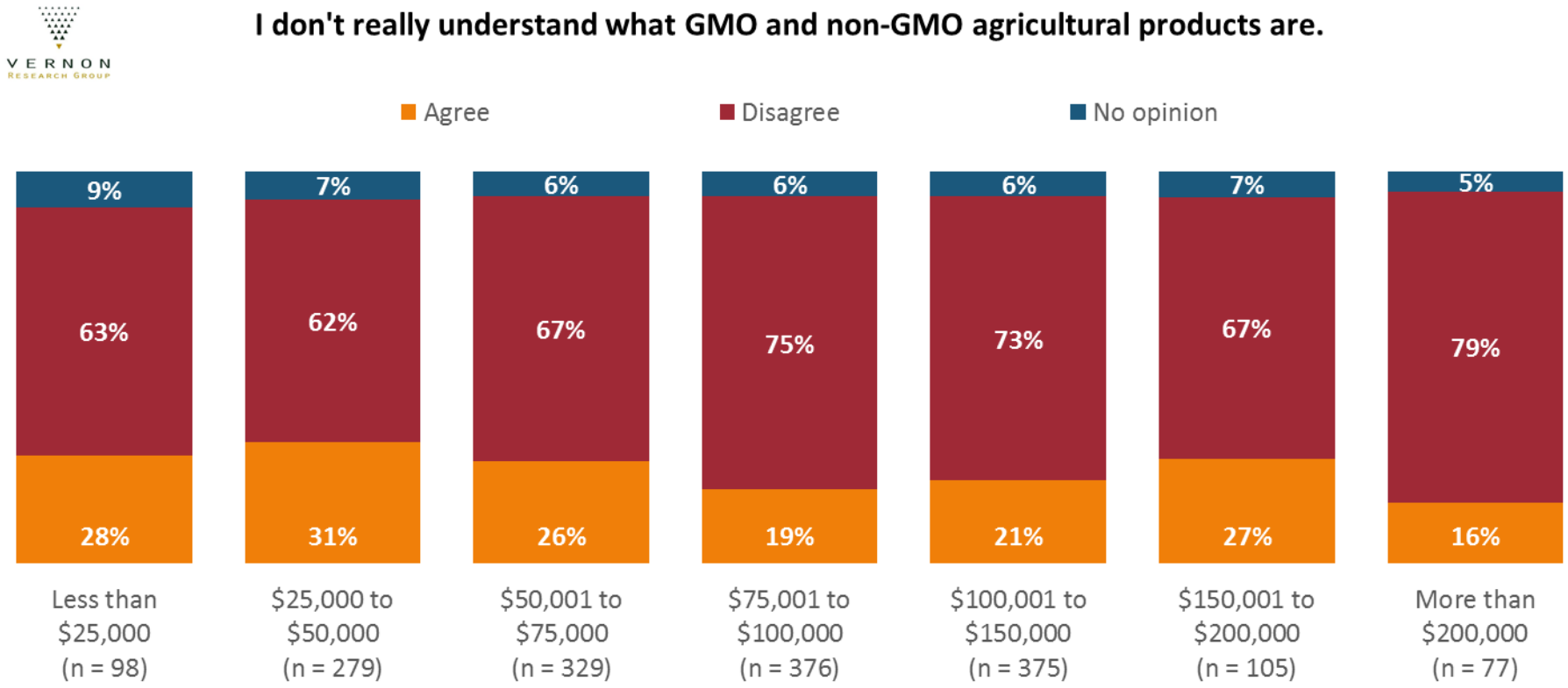
Males were more likely to believe agriculture is the biggest contributor to poor water quality.

Agriculture is the biggest contributor to poor water quality in Iowa rivers and streams.



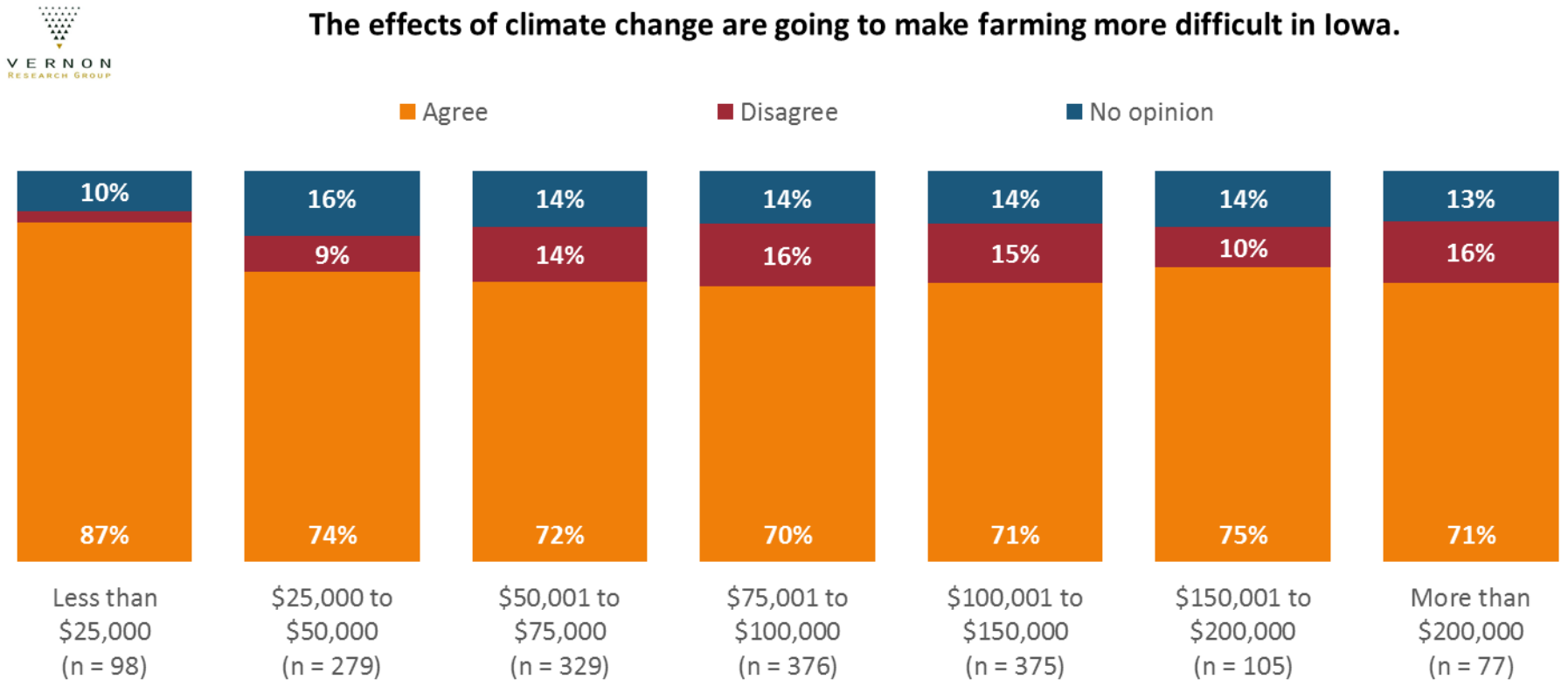
Opinions by Household Income

As household income increased, respondents more likely to believe they understand GMO products.



Opinions by Household Income

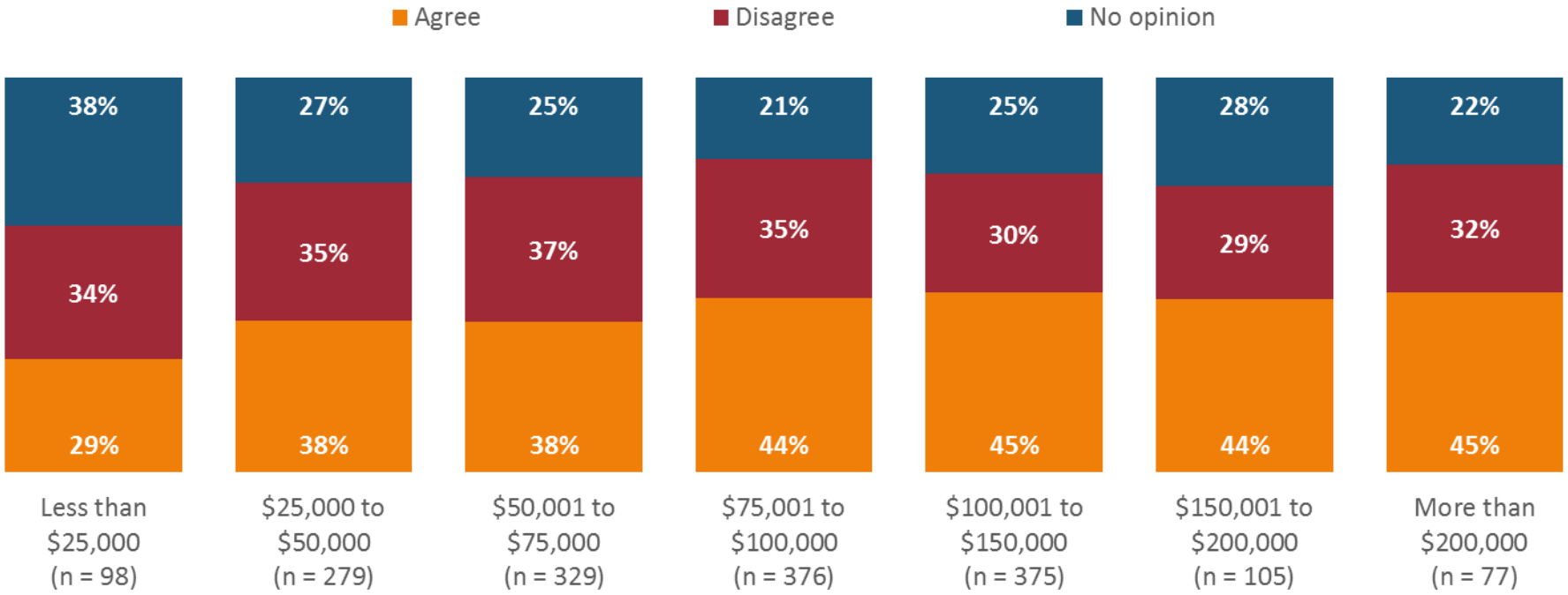
As household income increased, respondents were less likely to believe the effects of climate change will make farming more difficult.



Opinions by Household Income

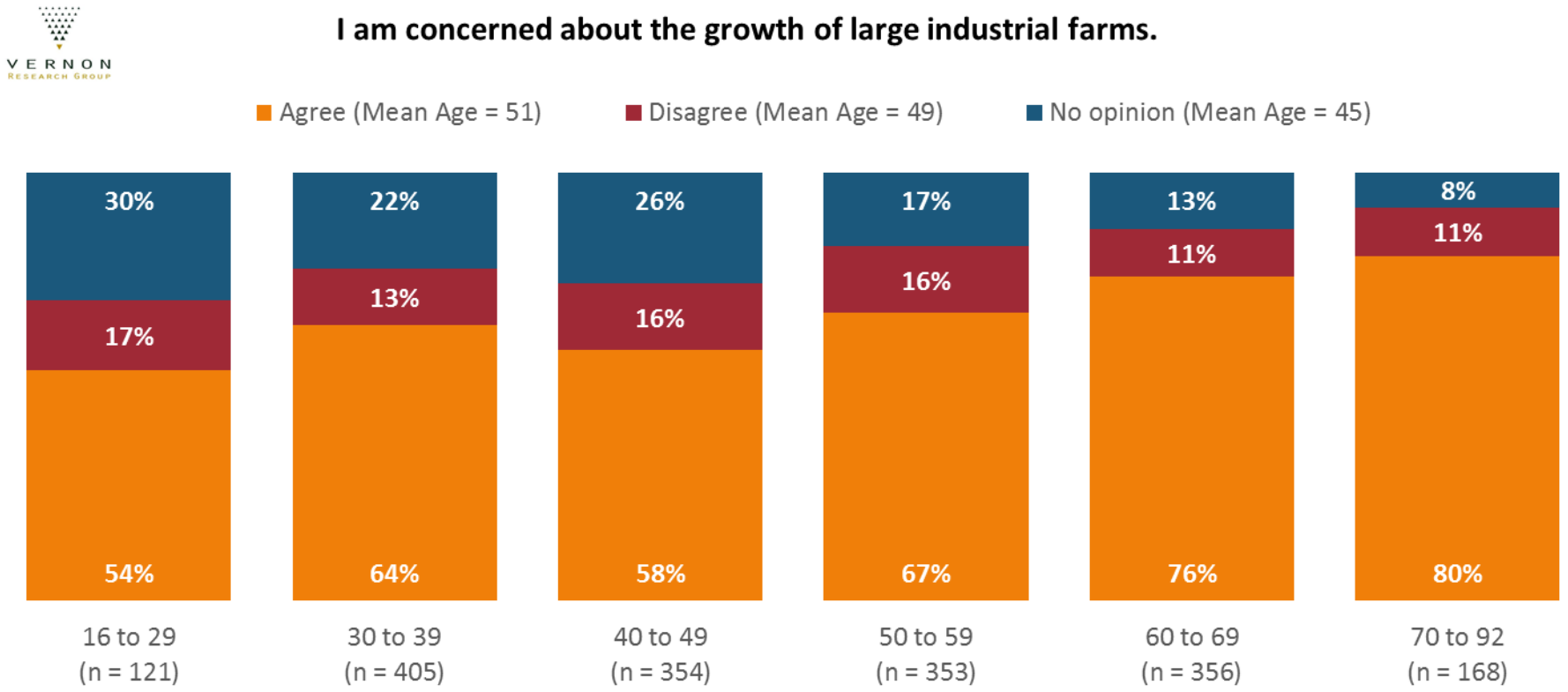
There was a diverging point around a household income of $75k.
Higher income respondents were more likely to place blame on agriculture for poor water quality.

Agriculture is the biggest contributor to poor water quality in Iowa rivers and streams.



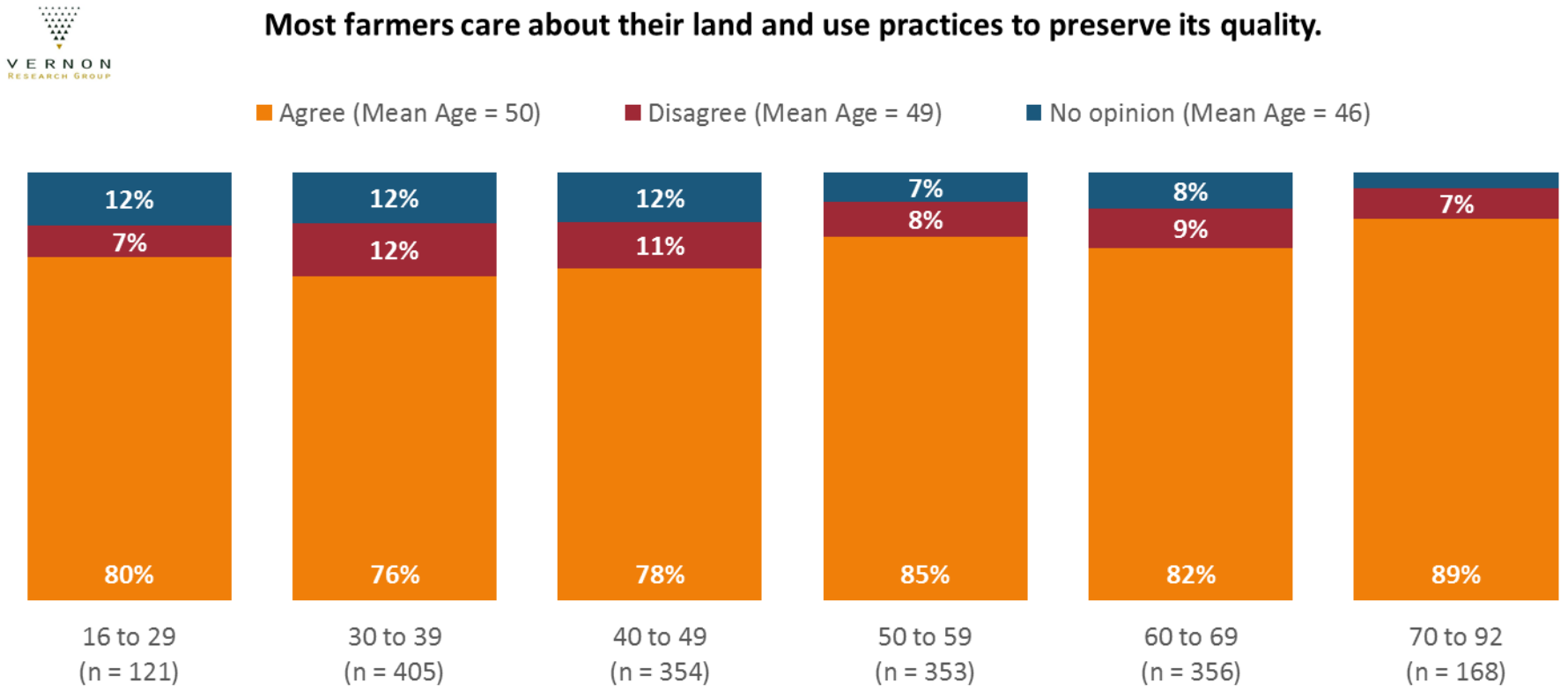
Opinions by Age

As age increased, respondents were more likely to be concerned about large industrial farms.



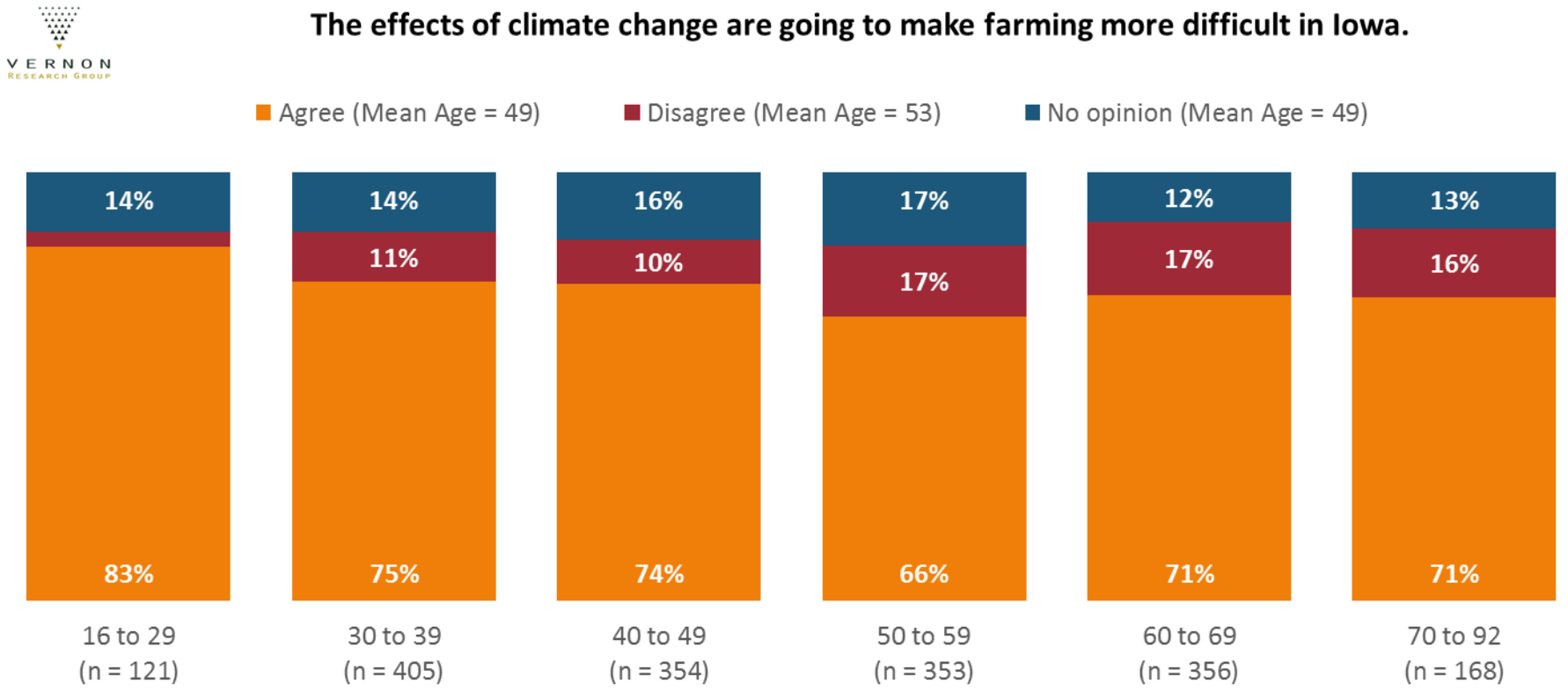
Opinions by Age

As age increased, respondents were more likely to have an opinion about whether farmers care about their land and are trying to preserve its quality.



Opinions by Age

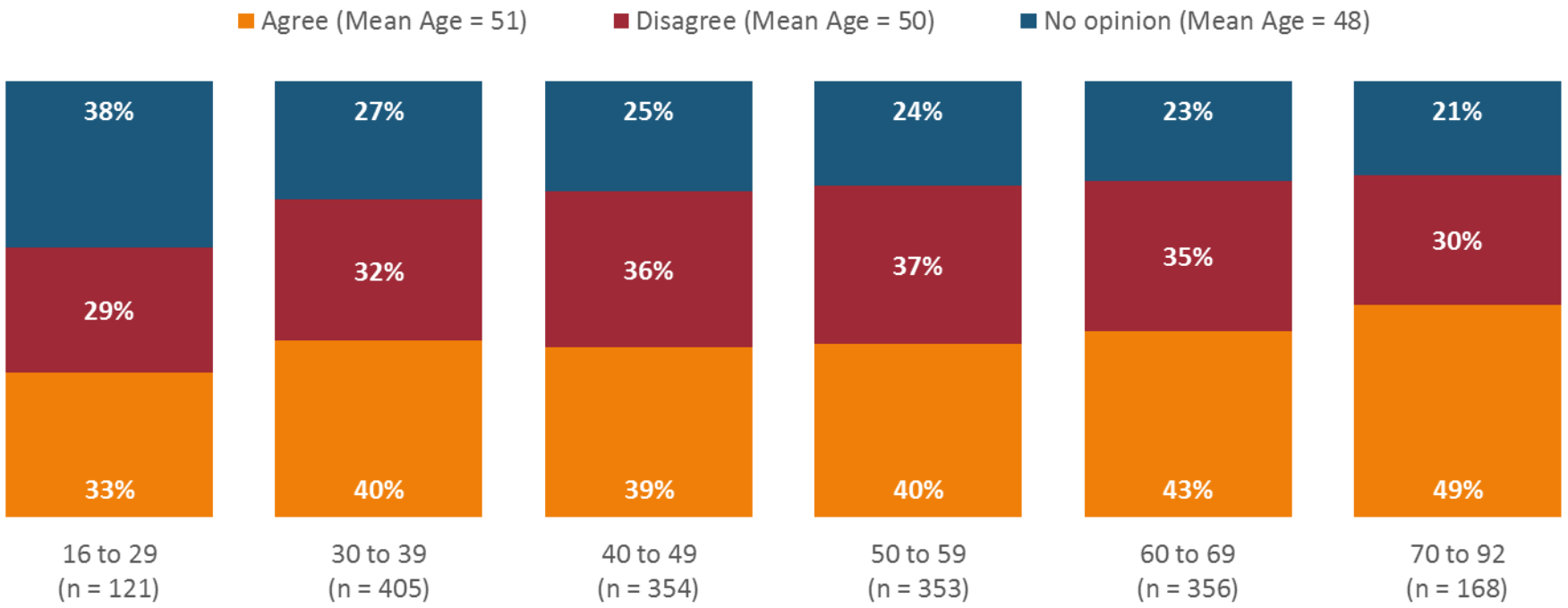
As age increased, respondents were less likely to agree that climate change will make farming more difficult.



Opinions by Age

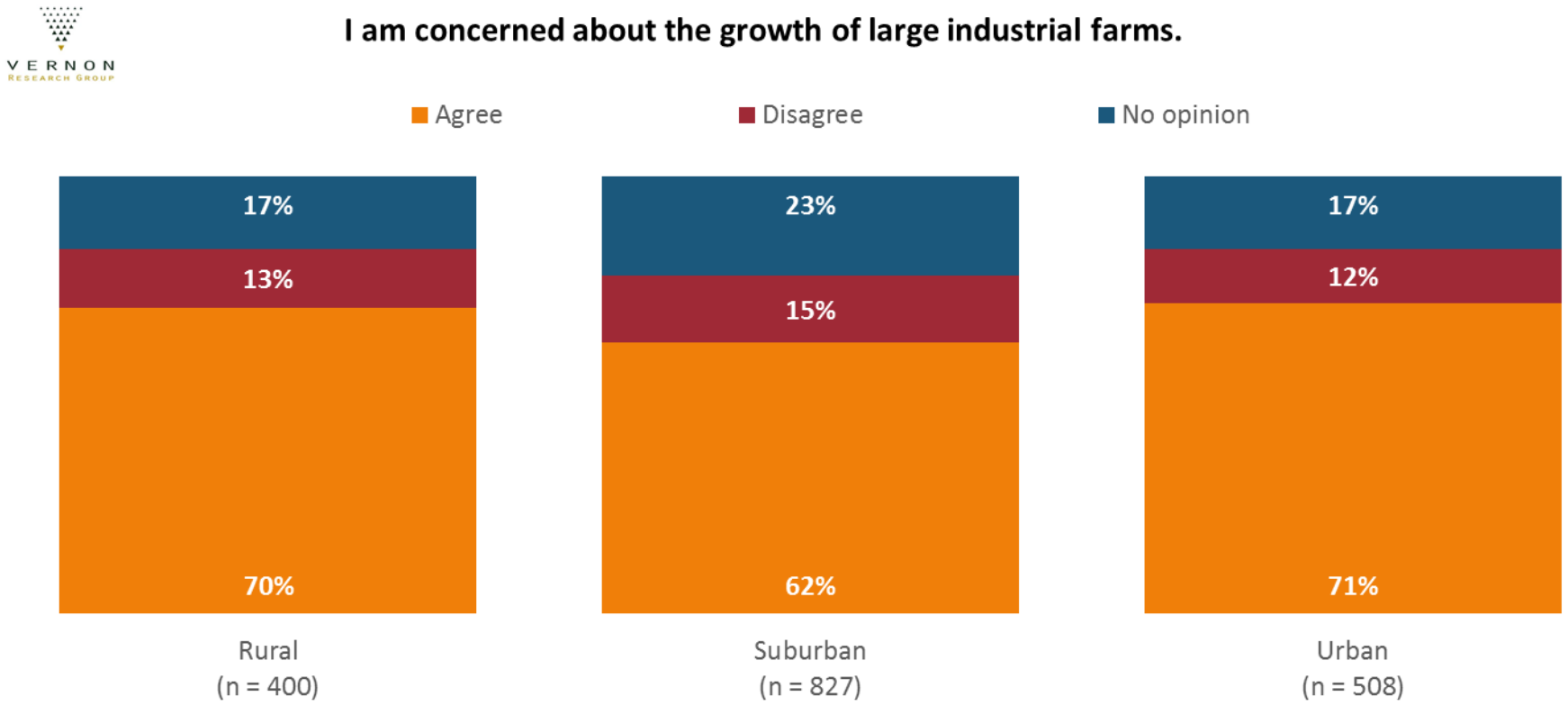
As age increased, respondents were more likely to have an opinion about whether agriculture is the biggest contributor to poor water quality.

Agriculture is the biggest contributor to poor water quality in Iowa rivers and streams.



Opinions by Location

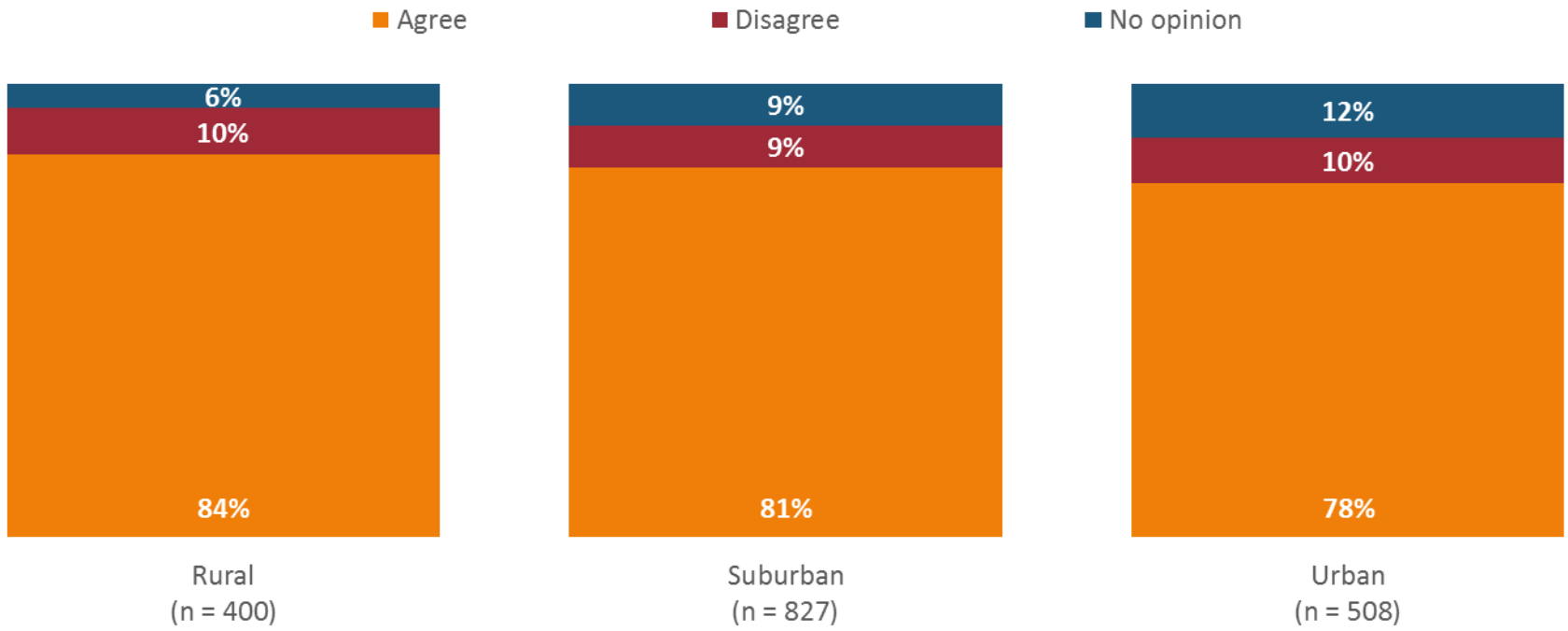
Those living in suburban areas were more likely to have no opinion about large industrial farms.



Opinions by Location

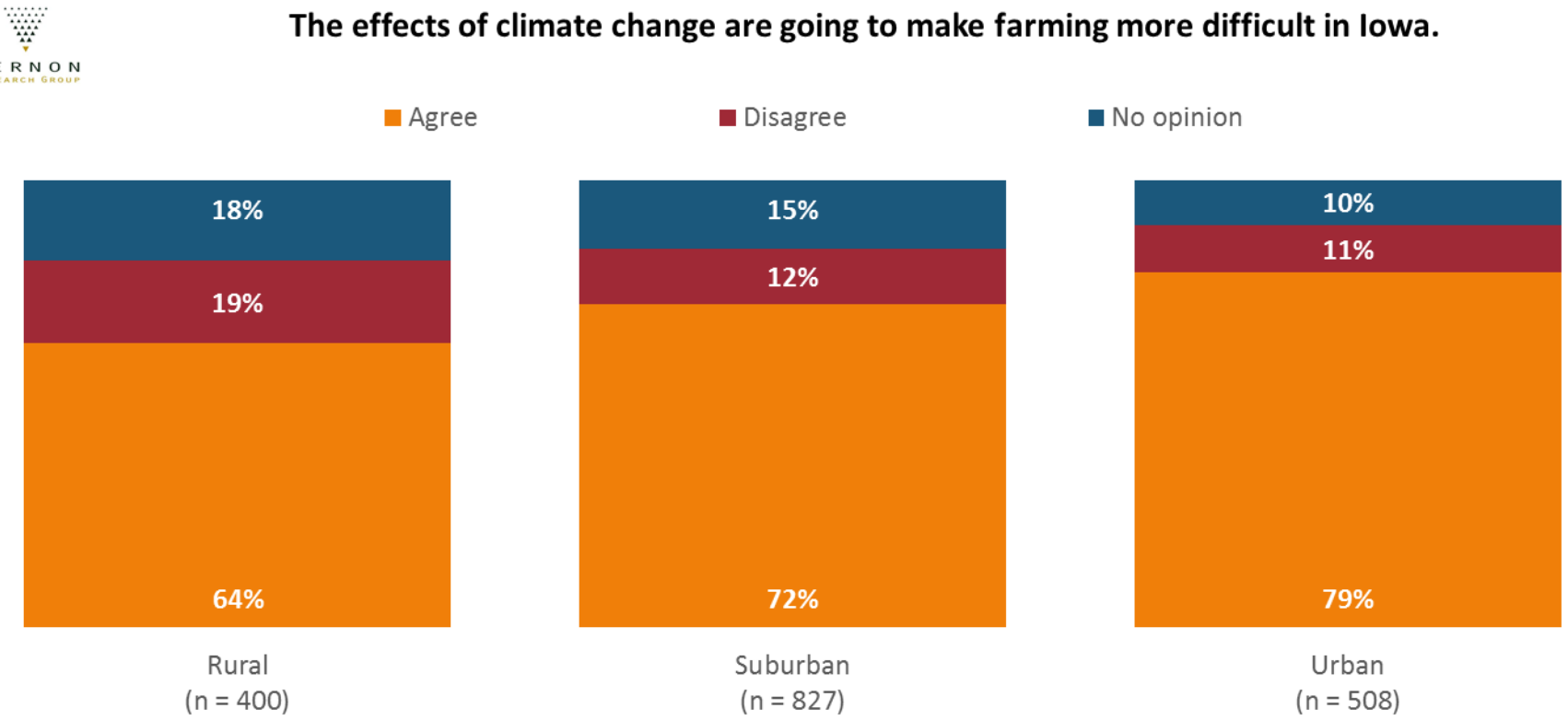
As respondents lived farther from agriculture, they were less likely to have an opinion about whether farmers care about their land.

Most farmers care about their land and use practices to preserve its quality.



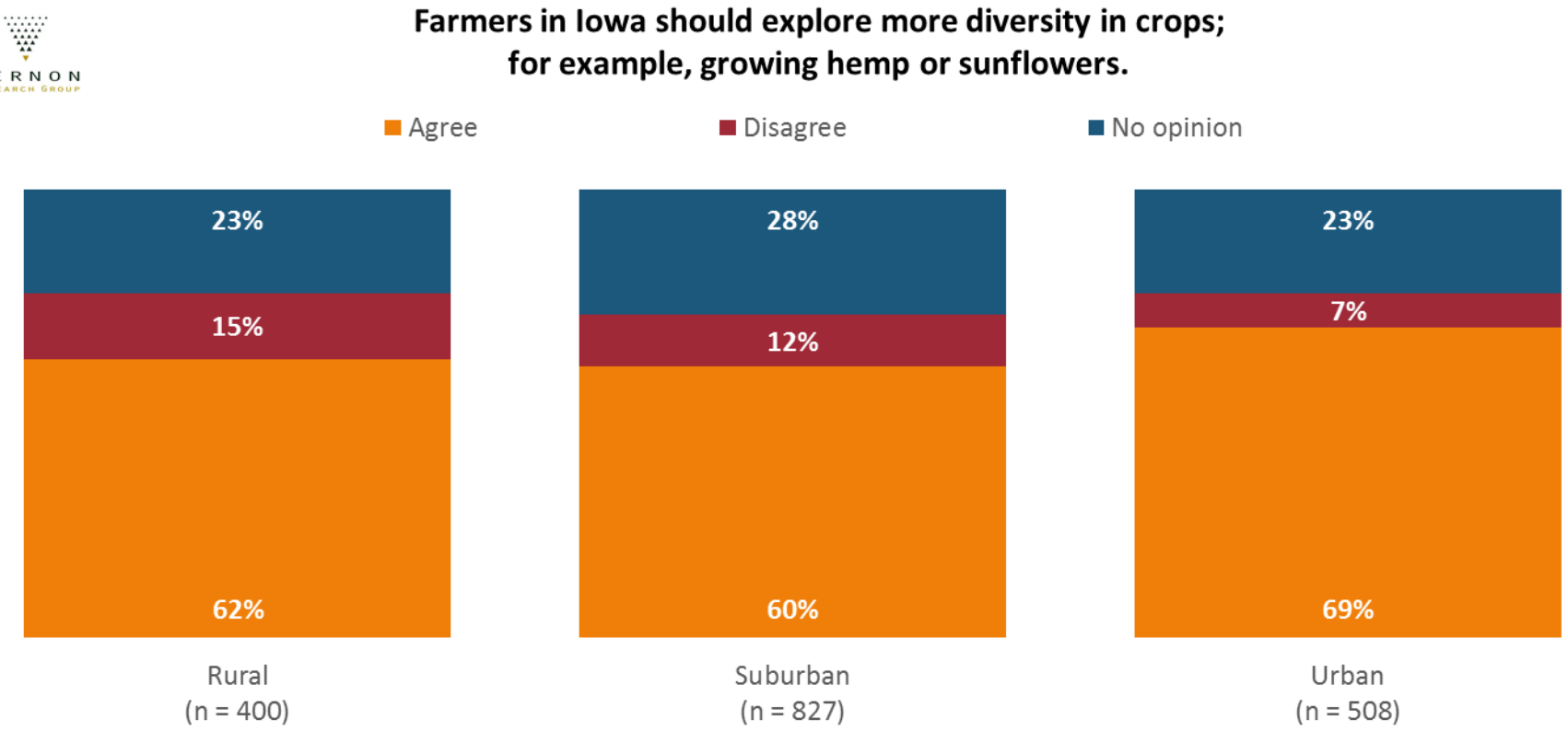
Opinions by Location

If those with no opinion are removed, there is a significant trend for the belief that climate change will make farming more difficult to increase as respondents live farther from agriculture.



Opinions by Location

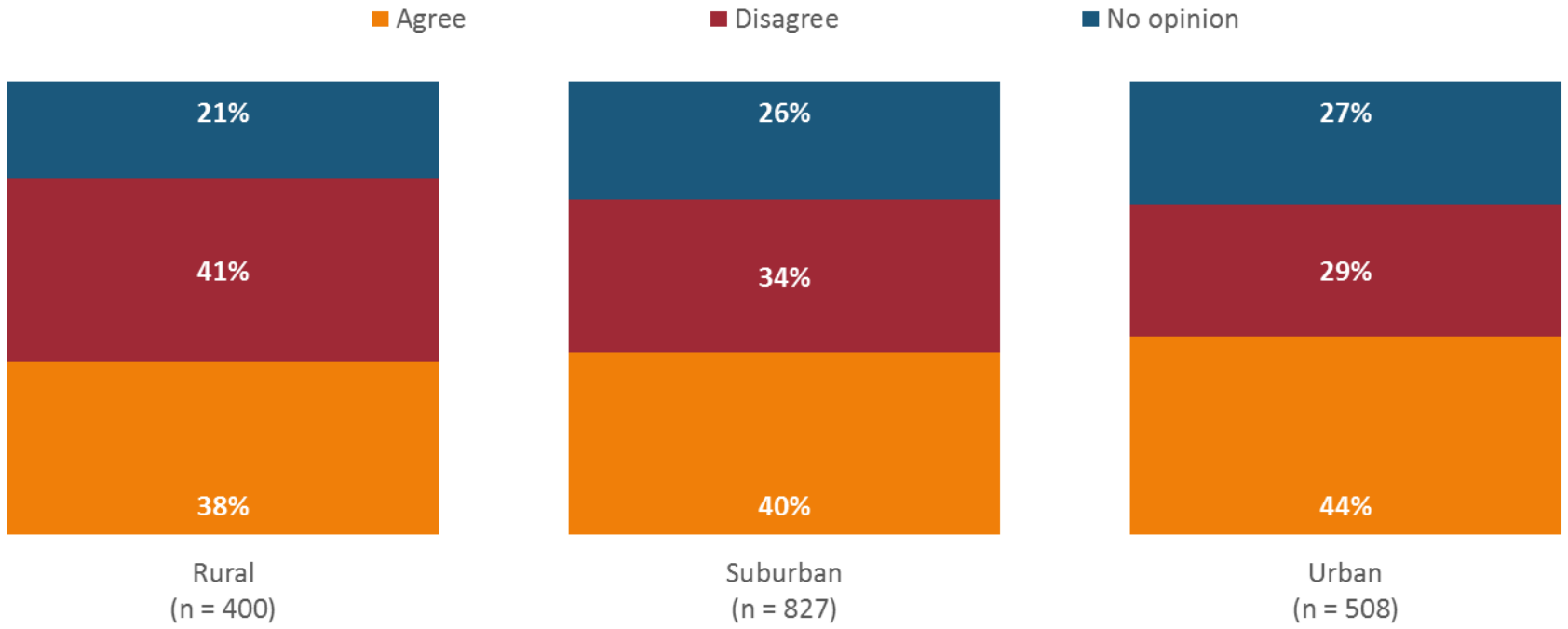
If those with no opinion are removed, there is a significant trend for the belief that farmers should explore crop diversity to increase as respondents live farther from agriculture.

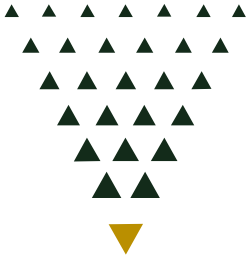


Opinions by Location

If those with no opinion are removed, there is a significant trend for the blame on agriculture for Iowa's poor water quality to increase as respondents live farther from agriculture.

Agriculture is the biggest contributor to poor water quality in Iowa rivers and streams.





VERNON

RESEARCH GROUP