

Marist Poll™

New York Farm Bureau Statewide Survey Summary of Key Findings

Regardless of Demographics or Location, Vast Majority of New Yorkers Believe in the Economic Value of Family-Owned Farms

83% of New York State adults believe that family-owned farms within the state provide either a great deal (49%) or a good amount (34%) of value to the state's economy as a whole.

Residents who report they live in suburban areas (86%) are the most likely to see the economic value of family-owned farms, followed closely by 85% of self-reported rural residents. 80% of residents who say they live in urban areas are in agreement when it comes to the economic value family-owned farms bring to the state.

Geographically, Upstate residents (91%) are the most likely to see a great deal (64%) or a good amount (27%) of economic value in family-owned farms. 86% of residents who live in the suburbs surrounding New York City believe the same, as do 73% of New York City residents.

Bipartisan consensus exists as well, with 89% of non-enrolled voters, 86% of Republicans, and 82% of Democrats reporting family-owned farms bring a great deal or good amount of economic value to the state.

Regardless of household income, race/ethnicity, or education, at least seven in ten adults think family-owned farms provide a great deal or a good amount of value to New York State's economy.

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,780 New York State Adults

This survey of 1,780 New York State adults was conducted November 13th through November 15th, 2023 by the Marist Poll sponsored by the New York Farm Bureau. Adults 18 years of age and older residing in New York State were contacted through a multi-mode design: By phone using live interviewers, by text, or online. Survey questions were available in English and Spanish. Phone and online samples were selected to ensure that each region was represented in proportion to its adult population. The samples were then combined and balanced to reflect the 2020 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.0 percentage points. There are 1,556 registered voters. The results for this subset are statistically significant within ± 3.2 percentage points. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		NYS Adults	NYS Registered Voters
		Column %	Column %
NYS Adults		100%	
NY Registered Voters		87%	100%
Party Registration	Democrat	n/a	50%
	Republican	n/a	23%
	Non-enrolled	n/a	25%
	Other	n/a	1%
Region	New York City	37%	37%
	Suburbs	23%	24%
	Upstate	40%	38%
Gender	Men	48%	49%
	Women	52%	51%
Age	Under 45	46%	42%
	45 or older	54%	58%
Age	18 to 29	21%	17%
	30 to 44	25%	24%
	45 to 59	25%	27%
	60 or older	29%	32%
Race/Ethnicity	White	59%	61%
	Black	14%	14%
	Latino	16%	15%
	Other	10%	9%
Household Income	Less than \$50,000	37%	34%
	\$50,000 or more	63%	66%
Education	Not college graduate	59%	56%
	College graduate	41%	44%
Area Description	Urban	38%	38%
	Suburban	43%	44%
	Rural	20%	19%

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How to Read Banners

'Banners' are a simple way to display tabular data. The following provides an explanation of how to read the banners.

1. Thinking of the entire table as a grid of cells, each cell contains a number. This number gives the *percentage* of respondents in a column in each cell.
2. Columns read vertically down the page.
3. The table headings present the people or subgroup each column represents. They are each noted with a letter.
4. The remaining rows present the column percentages for each valid response category to a question.
5. The banners include notations for statistical significance testing between columns. Each column is labeled with letters. If a capital letter is below a percent, it notes that this percent is statistically different at the 95% confidence level from the percent of the lettered column. If a lowercase letter is below a percent, it notes this percent is statistically different at the 90% confidence level from the percent of the lettered column. For example, in the table below, the 86% in column C and the 85% in column D are statistically different from the 80% in column B at a 95% confidence level. Suburban and Rural NYS residents are statistically more likely than residents in urban areas to think family-owned farms provide a great deal or good amount of value to the New York economy.
6. Please note totals may not add to 100% due to rounding.

Weight Variable = WTFactor, Confidence Level = 95%(Upper Case),90%(Lower Case)

		Area Description			
		NYS Adults (A)	Urban (B)	Suburban (C)	Rural (D)
		Column %	Column %	Column %	Column %
Do you think that family-owned farms provide a great deal of value, a good amount, not very much, or no value at all to New York State's economy?	A great deal/A good amount	83%	80% B	86% B	85% B
	Not very much/No value at all	14%	16% C	12%	13%
	Vol: Unsure	3%	4% D	3%	1%

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Weight Variable = WTFACOR, Confidence Level = 95%(Upper Case),90%(Lower Case)

		Area Description				Region			Primary Residence	
		NYS Adults (A)	Urban (B)	Suburban (C)	Rural (D)	New York City (E)	NYC Suburbs (F)	Upstate (G)	Own (H)	Rent (I)
		Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %
Do you think that family-owned farms provide a great deal of value, a good amount, not very much, or no value at all to New York State's economy?	A great deal/A good amount	83%	80%	86%	85%	73%	86%	91%	88%	78%
			B	B		E	EF	I		
	Not very much/No value at all	14%	16%	12%	13%	23%	10%	7%	10%	19%
		C			FG	g		H		
	Vol: Unsure	3%	4%	3%	1%	5%	4%	1%	3%	3%
			D			G	G			
Do you think that family-owned farms provide a great deal of value, a good amount, not very much, or no value at all to New York State's economy?	A great deal of value	49%	43%	48%	63%	35%	46%	64%	57%	39%
			B	BC		E	EF	I		
	A good amount	34%	38%	37%	22%	37%	40%	27%	31%	39%
			D	D		G	G		H	
	Not very much	11%	13%	10%	10%	17%	10%	6%	8%	15%
			FG			G			H	
	No value at all	3%	4%	2%	3%	6%	1%	1%	1%	5%
			C	C		FG		H		
	Vol: Unsure	3%	4%	3%	1%	5%	4%	1%	3%	3%
			D			G	G			

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Weight Variable = WTFACOR, Confidence Level = 95%(Upper Case),90%(Lower Case)

		Gender		Age		Age				
		NYS Adults (A)	Men (J)	Women (K)	Under 45 (L)	45 or older (M)	18 to 29 (N)	30 to 44 (O)	45 to 59 (P)	60 or older (Q)
	Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %	
Do you think that family-owned farms provide a great deal of value, a good amount, not very much, or no value at all to New York State's economy?	A great deal/A good amount	83%	85% K	81%	82%	84%	79%	84% n	85% N	84% n
	Not very much/No value at all	14%	12%	15%	18% M	10%	20% PQ	16% Q	14% Q	7%
	Vol: Unsure	3%	2%	4% j	1%	5% L	1%	0%	2%	8% NOP
Do you think that family-owned farms provide a great deal of value, a good amount, not very much, or no value at all to New York State's economy?	A great deal of value	49%	50%	48%	45%	52% L	38%	51% N	53% N	52% N
	A good amount	34%	35%	34%	37% M	32%	41% OPQ	33%	32%	32%
	Not very much	11%	9%	13% J	15% M	8%	18% PQ	13% PQ	9%	6%
	No value at all	3%	3%	2%	2%	3%	3% Q	2%	5% nOQ	1%
	Vol: Unsure	3%	2%	4% j	1%	5% L	1%	0%	2%	8% NOP

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Weight Variable = WTFACOR, Confidence Level = 95%(Upper Case),90%(Lower Case)

		Household Income			Education		Race/Ethnicity		
		NYS Adults (A)	Less than \$50,000 (R)	\$50,000 or more (S)	Not college graduate (T)	College graduate (U)	White (V)	Black (W)	Latino (X)
		Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %
Do you think that family-owned farms provide a great deal of value, a good amount, not very much, or no value at all to New York State's economy?	A great deal/A good amount	83%	81%	85%	82%	85%	87%	78%	82%
	Not very much/No value at all	14%	16%	12%	15%	12%	10%	19%	16%
	Vol: Unsure	3%	3%	2%	3%	3%	3%	4%	2%
Do you think that family-owned farms provide a great deal of value, a good amount, not very much, or no value at all to New York State's economy?	A great deal of value	49%	43%	53%	50%	47%	56%	34%	44%
	A good amount	34%	38%	32%	32%	38%	31%	43%	38%
	Not very much	11%	12%	10%	12%	10%	9%	13%	12%
	No value at all	3%	4%	2%	3%	2%	1%	6%	4%
	Vol: Unsure	3%	3%	2%	3%	3%	3%	4%	2%

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Weight Variable = WTFACOR, Confidence Level = 95%(Upper Case),90%(Lower Case)

		Party Registration					Area Description		
		NYS Registered Voters					NYS Registered Voters		
		NYS Adults (A)	NYS Registered Voters (Y)	Democrat (Z)	Republican (A1)	Non-enrolled (B1)	Urban (C1)	Suburban (D1)	Rural (E1)
		Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %
Do you think that family-owned farms provide a great deal of value, a good amount, not very much, or no value at all to New York State's economy?	A great deal/A good amount	83%	85%	82%	86%	89%	82%	87%	86%
	Not very much/No value at all	14%	12%	15%	10%	9%	14%	10%	13%
	Vol: Unsure	3%	3%	3%	4%	2%	4%	2%	1%
Do you think that family-owned farms provide a great deal of value, a good amount, not very much, or no value at all to New York State's economy?	A great deal of value	49%	50%	44%	60%	53%	44%	50%	67%
	A good amount	34%	34%	38%	26%	36%	38%	37%	19%
	Not very much	11%	10%	12%	8%	7%	11%	9%	10%
	No value at all	3%	3%	3%	2%	2%	4%	1%	3%
	Vol: Unsure	3%	3%	3%	4%	2%	4%	2%	1%