



How Trump Voters View the Bayer-Monsanto Merger

November 6-9, 2017

N=999 Trump Voters

Margin of Error: $\pm 3.1\%$





Methodology



N=999 Trump Voters nationwide

Interviews conducted online.

Proportionate to all Trump voters in terms of state, gender, age, race, and political affiliation

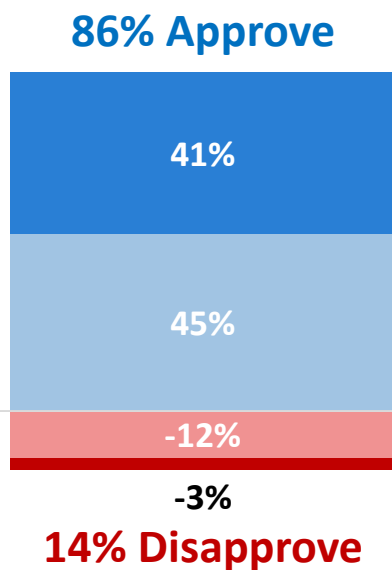
Panels and recruiting methodologies blended to reduce bias

Fielded November 6-9, 2017

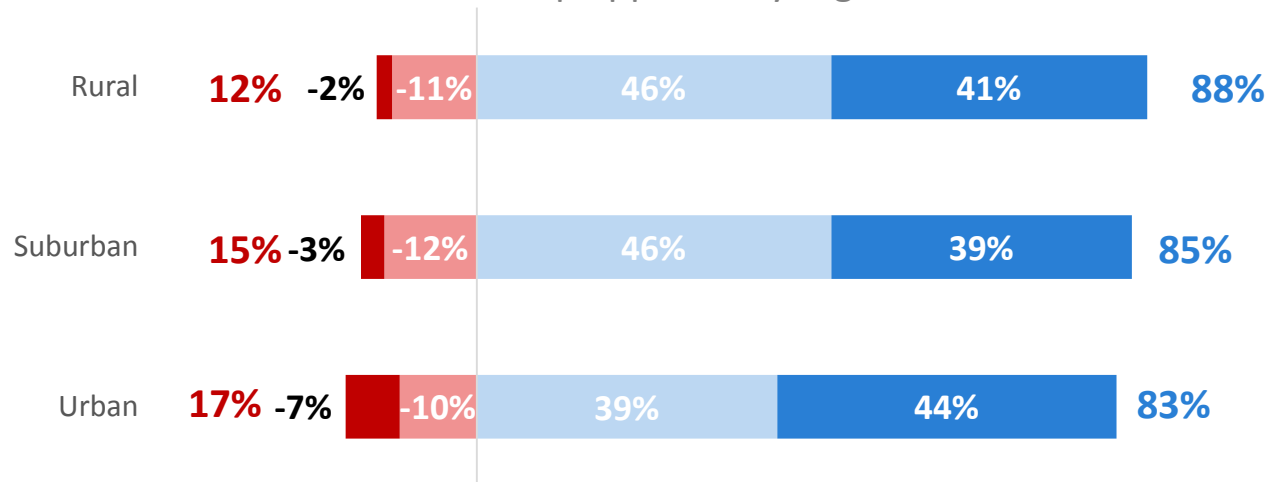
Margin of Error $\pm 3.1\%$

Donald Trump – Job Approval

Overall, how would you rate the job Donald Trump is doing as President of the United States?



Trump approval by region



■ Strongly approve

■ Somewhat approve

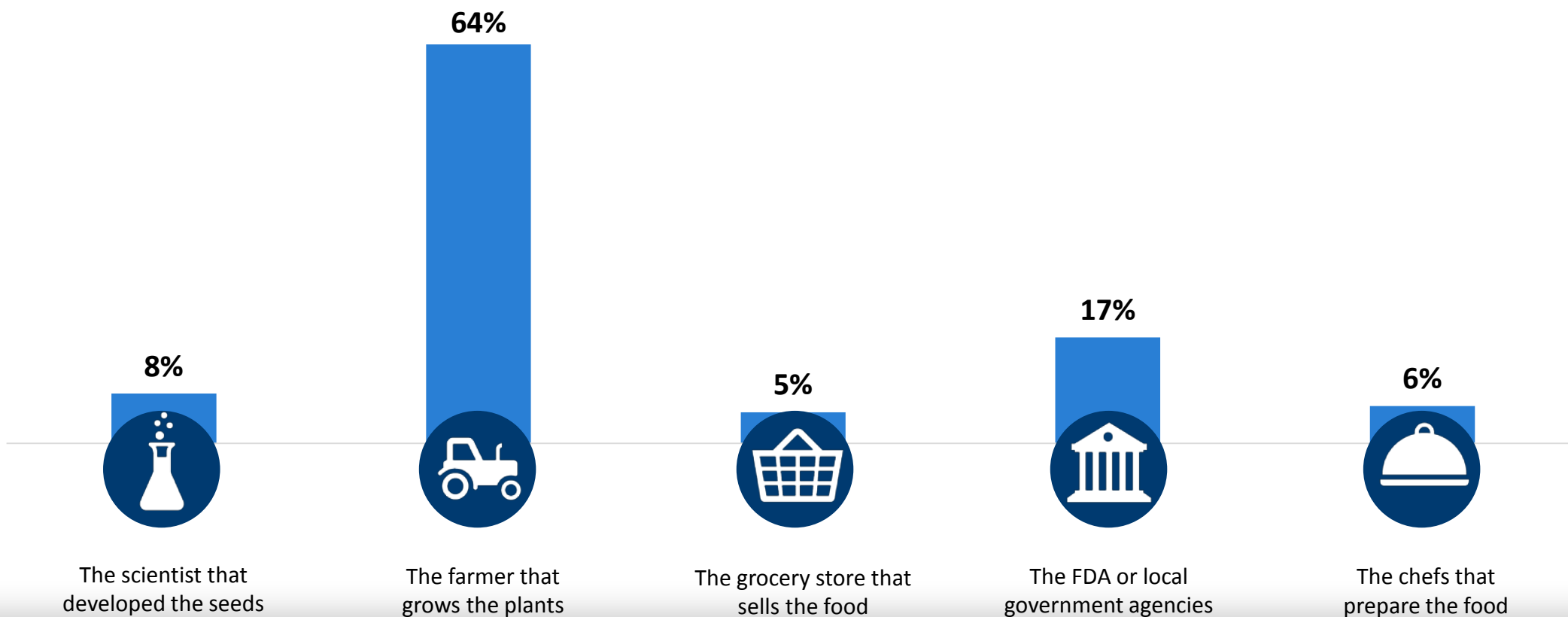
■ Somewhat disapprove

■ Strongly disapprove



Who Is Trusted?

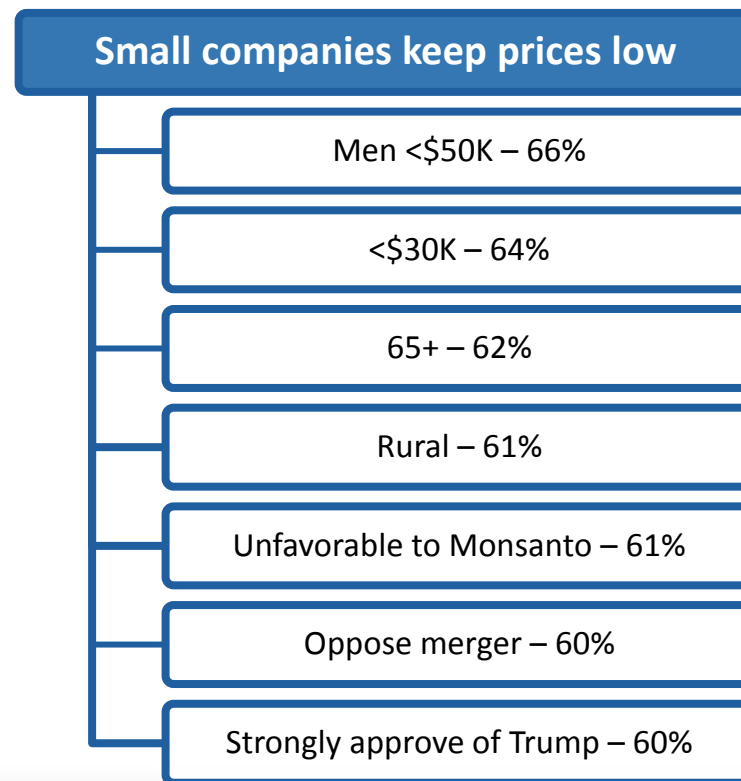
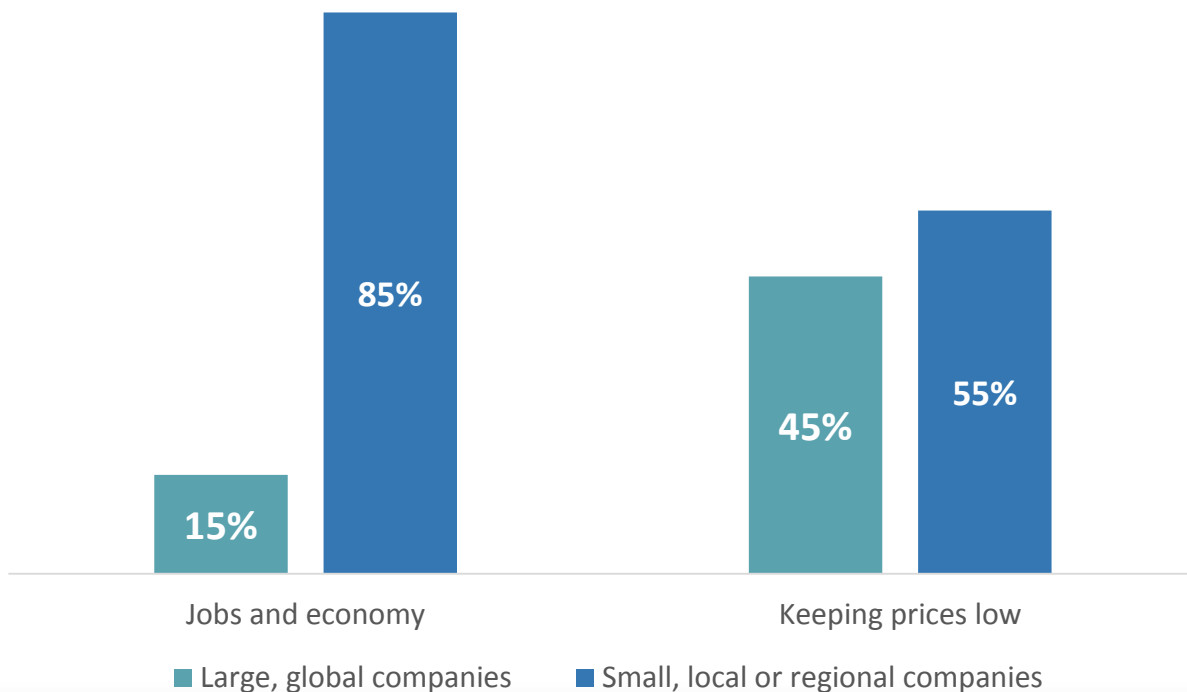
When it comes to the quality and safety of the food that you eat, who are you the most likely to trust?





Small Vs. Large Businesses

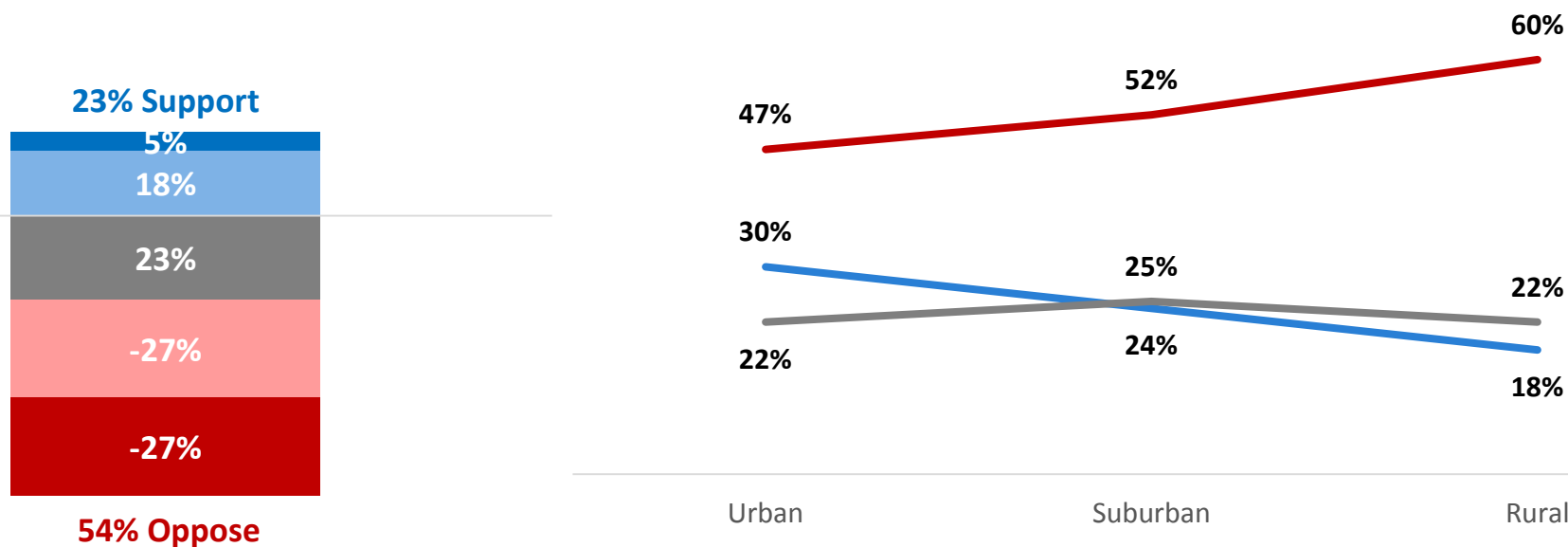
Thinking about businesses, which type of business is better for jobs and our economy?
And which type of business is better for keeping prices low for consumers?





Merger Support

One issue currently in the news surrounding food is a proposal by a large agriculture and pharmaceutical company, Bayer, to purchase another agriculture company that makes genetically modified seeds, Monsanto, creating a multi-billion dollar company. Is your initial reaction to support or to oppose this merger?



■ Strongly support ■ Somewhat support ■ Not sure ■ Somewhat oppose ■ Strongly oppose



Anti-Merger Messaging

A study from Texas A&M found these mergers would result in an increase in food prices anywhere from 2% to 18%.



The merger of these two massive companies will handcuff our farmers, forcing them to buy seeds, pesticides and other essentials from the same company with no negotiating power.



The \$66 billion merger would give one company control of more than a quarter of all seeds and pesticides on the planet.



The merger will result in higher prices for food and groceries for Americans.

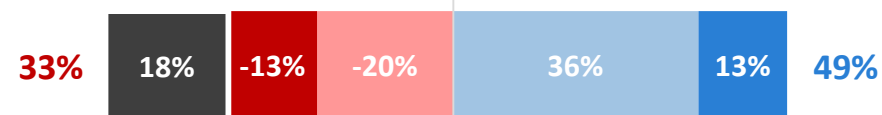


■ Much more likely to support ■ Somewhat more likely to support ■ Somewhat more likely to oppose ■ Much more likely to oppose ■ Statement not true

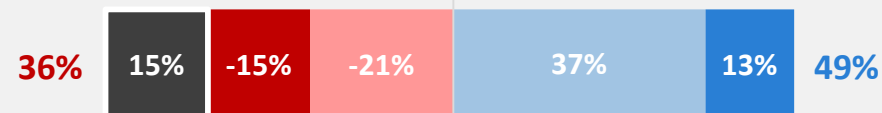


Pro-Merger Messaging

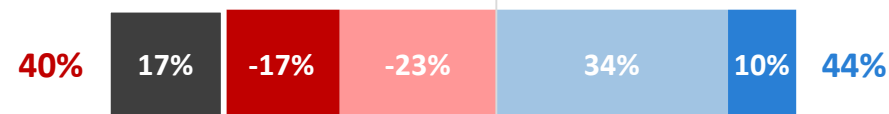
The merger would allow these corporations to reduce operating costs and save money, which would be passed on to consumers.



Both Bayer and Monsanto promised Donald Trump that the merged company would create new jobs here in the United States if he were to support it.



By creating a big company, with multiple strengths, the merged company could respond faster and more efficiently to the challenges facing farmers.



The merger would create more stability in the food industry.



We need these types of mergers if we're going to feed an ever-growing planet with limited resources.



■ Much more likely to support ■ Somewhat more likely to support ■ Somewhat more likely to oppose ■ Much more likely to oppose ■ Statement not true



Messaging Impact on Merger

Having talked more about it, do you support or oppose the merger of a large agriculture and pharmaceutical company, Bayer, with another agriculture company that makes genetically modified seeds, Monsanto?

