

# Rural Voices USA: New E15 poll: 71% of farm families more likely to back candidates who support year-round E15

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*YouGov survey of rural voters across Iowa, Michigan, Minnesota, Nebraska, and Wisconsin finds broad, bipartisan support for year-round E15 and political consequences for candidates who oppose it*

*Rural Voices USA updates billboard campaign across Iowa, Michigan, Minnesota, Nebraska, and Wisconsin to highlight poll findings as part of ongoing "Stop the Stall" pressure campaign*

WASHINGTON, D.C. — **[A new poll](#)** conducted by YouGov on behalf of Rural Voices USA finds that 71 percent of farm families across five Midwestern states say they are more likely to support a candidate for Congress who votes for year-round E15 legislation. The survey of 1,000 rural registered voters across Iowa, Michigan, Minnesota, Nebraska, and Wisconsin also found that a majority of all rural voters, 57 percent, say a candidate's support on E15 would make them more likely to vote for that candidate.

The poll results come as Rural Voices USA continues its multi-channel "Stop the Stall" pressure campaign demanding that Congress pass year-round E15. The organization announced today that it is updating digital billboard creative across Iowa, Michigan, Minnesota, Nebraska, and Wisconsin to feature the new polling data, reinforcing the political stakes for members of Congress who continue to block action.

*“Rural voters see the farm crisis enveloping their communities and are looking for answers from Congress,”* said Rural Voices USA Board Chairman Chris Gibbs. *“This survey shows that rural voters and farm families want their members of Congress to go to bat for them on E15 because it ripples across the farm economy. Members of Congress would be wise to listen and stop the delays.”*

## **Key Findings**

The YouGov poll, conducted February 14–25, 2026, surveyed 1,000 rural registered voters who reside in Iowa, Michigan, Minnesota, Nebraska, and Wisconsin.

Respondents were weighted to be representative of rural registered voters in these states.

Among the findings:

- **E15 Support Translates to Votes.** 57 percent of rural voters say they are more likely to support a candidate for Congress who votes for year-round E15. Among farm families, that number jumps to 71 percent, with 40 percent saying they are “much more likely” to support a pro-E15 candidate.
- **Iowa and Nebraska Show Strongest Support.** 64 percent of Iowa rural voters and 69 percent of Nebraska rural voters say a candidate’s E15 support makes them more likely to vote for that candidate.
- **The Case for E15 Is Persuasive.** After hearing more information about E15’s benefits, 68 percent of all rural voters say they are more likely to support year-round E15 legislation.
- **Agriculture Is a Top Voting Issue.** 88 percent of rural voters say agriculture and farming is an important issue in deciding their vote for Congress, with 51 percent rating it “extremely important.”

## **Billboard Campaign Update**

In response to the poll findings, Rural Voices USA is updating its digital billboard campaign across Iowa, Michigan, Minnesota, Nebraska, and Wisconsin. The new creative highlights the 71 percent farm family support figure and is part of the organization’s ongoing “Stop the Stall” campaign, which includes programmatic digital advertising, digital billboards, and public opinion research demanding Congress pass year-round E15.

*“American agriculture is in crisis. USDA forecasts project that farm income will decline by \$4 billion in 2026. Government payments are set to make up nearly one-third of farm income this year,”* said Gibbs. *“Year-round E15 would increase corn*

*demand by over 2 billion bushels each year and provide a lifeline to struggling farm families. The polling shows that rural Americans want action, and they will hold their elected officials accountable.”*

## **Background**

Year-round, nationwide E15 would support over 128,000 new jobs, add \$25.8 billion to GDP, and save American consumers \$20.6 billion in fuel costs. Ethanol currently displaces approximately 630 million barrels of imported crude oil, reducing America’s dependence on foreign energy sources. With a record corn yield of 186.5 bushels per acre in 2025, American farmers need new domestic demand now more than ever.

Survey topline [HERE](#)

Survey crosstabs [HERE](#)

## **Methodology**

This poll was conducted by YouGov on behalf of Rural Voices USA. YouGov interviewed 1,065 rural-residing registered voters within the states of Iowa, Michigan, Minnesota, Nebraska, and Wisconsin between February 14 and February 25, 2026. Respondents were matched down to a sample of 1,000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education based on the 2024 Current Population Survey. The matched cases were weighted using propensity scores and post-stratified on gender, age, race, and education to produce the final weight. Respondents who identified the source of ethanol fuel as something other than corn were ineligible for participation in the survey.

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