

LONG BEACH PRESS TELEGRAM
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Harris Survey

Chavez favored 6 to 1 by public in farm dispute

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In the dispute between Cesar Chavez's United Farm Workers union and the Teamsters over who should represent farm workers, the public sympathizes with Chavez by a six-to-one margin.

Chavez has tried to organize not only the workers but also has tried to get consumers to boycott grapes, lettuce and Gallo wines.

Nationwide, 12 per cent (17 million adults) report they have stopped buying grapes, 11 per cent (14 million) have stopped buying lettuce and 8 per cent (11 million) have boycotted Gallo wine.

Backing for Chavez's union runs strongest among professional people and the college-educated, who support him against the growers by roughly a two-to-one margin and who sympathize with his union more than with the Teamsters by almost 10 to one. Close to one in five of this affluent segment have enlisted in the boycott of grapes and lettuce.

The Harris Survey recently asked a cross section of 1,507 adults nationwide:

"In the dispute between the UFW, headed by Cesar Chavez, and the Teamsters' over which union should represent farm workers on the large California farms, who do you sympathize with most?"

	Chavez Union %	Team- sters Union %	Both/ Neither %	Not Sure %
Nationwide	45	7	14	34
By Region				
East	45	7	11	37
Midwest	43	5	16	36
South	39	8	16	37
West	55	11	14	20
By education				
Eighth grade or less	22	12	13	53
High School	41	7	15	37
College	57	6	14	23
By occupation				
Professional	56	6	14	24
Executive	48	8	16	28
Skilled labor	46	7	15	32
White collar	43	6	14	37

Although sympathy for the Chavez union is heavy compared to that for the Teamsters, the division is much closer when people were asked to choose between the growers and the UFW.

The cross-section was asked: "In the dispute between the farm workers' union, headed by Cesar Chavez, and farm operators over unionization of the large California farms, who do you sympathize with more — Chavez's farm union or the farm operators?"

	Chavez Union %	Farm Operators %	Both/ Neither %	Not Sure %
Nationwide	34	29	11	26
By education				
Eighth grade or less	20	26	9	45
High school	30	32	10	28
College	43	28	11	18
By occupation				
Professional	47	22	11	20
Executive	32	39	14	15
Skilled labor	35	30	10	25
White collar	28	33	11	28

Although opinion is divided among the public, support for Chavez runs far stronger among professional and college-educated people. These groups also have higher incomes and make up a disproportionate share of the dollars spent on products and services. The affluent were therefore a special target of Chavez and his farm union in organizing a consumer boycott of grapes and lettuce.

The Harris Survey asked the cross section: "Have you stopped buying and eating/drinking (READ LIST) to support the efforts of Cesar Chavez to organize farm workers into his union or not?"

	Stopped buying: Grapes %	Lettuce %	Gallo Wine %
Nationwide	12	11	8
College educated	17	14	13
Professional	19	17	14

Basic to the appeal of Chavez and his cause is the widely held view that farm workers are paid below average wages. The public places farm workers' pay as the lowest of 25 industries mentioned.

The cross section was asked: "Let me ask your impression of the level of wages and benefits paid in various industries and types of work. Do you feel wages paid (READ LIST) are above average, average or below average?"

	Above Average %	Average %	Below Average %	Not Sure %
Average of 25 industries ...	20	46	13	21
Farm workers	3	24	58	15

Cesar Chavez
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