



Animal Welfare Institute

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Survey of Consumer Attitudes about Animal Raising Claims on Food (Part II)

In October 2018, the Animal Welfare Institute (AWI) commissioned a national web-based survey of consumer perceptions of marketing label claims related to how animals are raised for food. The survey questions and the responses received follow:

- When shopping for meat, poultry, eggs, or dairy products, how much attention do you pay to label claims about how the animals were raised (such as "no antibiotics ever," "no added hormones," "humanely raised," or "sustainably farmed")?

A lot	28%
Some	37%
Total	66%
Not much	21%
None	12%
N/A (I never purchase these products)	1%
Total:	34%

- How much do you agree or disagree with each of the following statements? References to "independent inspection" refer to verification of product claim(s) by an entity not related to the producer or affected by the outcome of the inspection.

- It is important to me that claims on food packaging about how farm animals are raised are verified by an independent inspection.

Strongly agree	37%
Somewhat agree	45%
Total:	83%
Somewhat disagree	13%
Strongly disagree	4%
Total:	17%

- I have more confidence in purchasing food that has been verified by an independent inspection than food that is not.

Strongly agree	35%
Somewhat agree	48%
Total:	83%

Somewhat disagree	13%
Strongly disagree	4%
Total:	17%

- c. Food producers should not be allowed to use the claim “humanely raised” on their product labels unless they exceed minimum industry animal care standards.

Strongly agree	37%
Somewhat agree	45%
Total:	82%

Somewhat disagree	14%
Strongly disagree	3%
Total:	18%

- d. The government should not allow the use of claims like “humanely raised” on food product labels unless the claims are verified by an independent inspection.

Strongly agree	45%
Somewhat agree	41%
Total:	86%

Somewhat disagree	10%
Strongly disagree	4%
Total:	14%

- e. The government should require more than an unverified testimonial (e.g., taking the word of the producer) to allow a food producer to use a claim like “humanely raised” on meat, poultry, egg, or dairy products.

Strongly agree	48%
Somewhat agree	41%
Total:	89%

Somewhat disagree	8%
Strongly disagree	3%
Total:	11%

Survey Method:

This survey was conducted online within the United States by The Harris Poll on behalf of **Animal Welfare Institute** from October 11-15, 2018 among 2,016 U.S. adults ages 18 and older, among whom 1,990 have purchased meat, poultry, egg or dairy products from a store or market. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Dena Jones (dena@awionline.org).