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

In September 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:

1. How often do you purchase any type of meat, poultry, egg, or dairy product (e.g., milk, cheese, butter) from a store or market?
   - 4 times or more per month: 55%
   - 2-3 times per month: 33%
   - Once per month: 8%
   - Less than once per month: 2%
   - Never: 2%

2. How concerned are you about the welfare of farm animals (e.g., cows, pigs, chickens)?
   - Very/somewhat concerned: 68%
   - Not very/not at all concerned: 32%

3. When shopping for meat, poultry, dairy, or eggs, how often do you check the package label for information about how the animals are raised?
   - At least sometimes: 60%
   - Rarely/never: 40%

4. How much do you agree or disagree with each of the following?
   a. Clear, consistent standards should be established for the approval of food label claims that deal with how animals are raised.
      - Strongly agree: 49%
      - Somewhat agree: 39%
      - Total: 88%
      - Somewhat disagree: 9%
      - Strongly disagree: 3%
      - Total: 12%

   b. Producers should not be allowed to set their own definition for claims about how farm animals are raised (e.g., “free range,” “no added hormones,” “all natural”).
      - Strongly agree: 39%
      - Somewhat agree: 40%
      - Total: 79%
Somewhat disagree  
16%  
Strongly disagree  
5%  
Total:  
21%  

Farms should be inspected by the government or a qualified independent party to verify that any animal raising claims used on a label are accurate.

Strongly agree  
50%  
Somewhat agree  
38%  
Total:  
88%  

Somewhat disagree  
9%  
Strongly disagree  
2%  
Total:  
12%  

I consider claims made on package labels when making purchasing decisions for meat, poultry, dairy or egg products.

Strongly agree  
21%  
Somewhat agree  
47%  
Total:  
67%  

Somewhat disagree  
24%  
Strongly disagree  
9%  
Total:  
33%  

I am confused about the meaning of some food label claims that may relate to how farm animals are raised (e.g., “free range,” “no added hormones,” “all natural”).

Strongly agree  
14%  
Somewhat agree  
42%  
Total:  
56%  

Somewhat disagree  
31%  
Strongly disagree  
13%  
Total:  
44%  

*Respondents purchasing any type of meat, poultry, egg, or dairy product 4 or more times per month.

Survey Method:
This survey was conducted online within the United States by The Harris Poll on behalf of Animal Welfare Institute from September 18-20, 2018 among 2,006 U.S. adults ages 18 and older, among whom 1,969 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).