



Animal Welfare Institute

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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%

- | | <u>Total Sample</u> | <u>Frequent Purchaser*</u> |
|--|---------------------|----------------------------|
| 2. How concerned are you about the welfare of farm animals (e.g., cows, pigs, chickens)? | | |
| Very/somewhat concerned | 68% | 70% |
| Not very/not at all concerned | 32% | 30% |

- | | | |
|--|-----|-----|
| 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% | 63% |
| Rarely/never | 40% | 37% |

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%	54%
Somewhat agree	39%	37%
Total:	88%	91%

Somewhat disagree	9%	6%
Strongly disagree	3%	3%
Total:	12%	9%

- 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%	43%
Somewhat agree	40%	38%
Total:	79%	81%

Somewhat disagree	16%	15%
Strongly disagree	5%	4%
Total:	21%	19%

- c. 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%	57%
Somewhat agree	38%	33%
Total:	88%	90%

Somewhat disagree	9%	7%
Strongly disagree	2%	2%
Total:	12%	10%

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

Strongly agree	21%	23%
Somewhat agree	47%	48%
Total:	67%	71%

Somewhat disagree	24%	21%
Strongly disagree	9%	8%
Total:	33%	29%

- e. 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%	16%
Somewhat agree	42%	41%
Total:	56%	58%

Somewhat disagree	31%	27%
Strongly disagree	13%	15%
Total:	44%	42%

*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).