

ASPCA Labeling Third Iteration – Online Questionnaire
Fielding January 2020
1,000 Consumers
CLIENT DRAFT 2

For this survey, we want to get your opinions on some issues people have been discussing recently about food, eating, and shopping habits. Before we get to the main discussion, please answer a few questions for statistical purposes only.

Q1. [TS] What was your age on your last birthday? **[TERMINATE IF UNDER 18 OR NO ANSWER]**
Enter a number

Q2. [TS] Please indicate your gender.
Select one

- Male..... 1
- Female..... 2
- Something else - PLEASE SPECIFY 3

Q3. [TS] In which state do you live? **[PULL DOWN LIST - TERMINATE IF OUTSIDE OF THE U.S.]**

Q4. [TS] What is your race - white, black/African American, Latino/Hispanic, Asian, Native American, or something else?
Select one

- White 1
- Black/African American 2
- Latino/Hispanic 3
- Asian/Pacific Islander..... 4
- Native American..... 5
- Other Race 6
- Mixed Race 7
- Can't answer 8

Q5. [TS] What is the last year of schooling that you have completed?
Select one

- 1 - 11th Grade..... 1
- High School Graduate..... 2
- Vocational or technical school..... 3
- Some college but no degree 4
- Associate Degree..... 5
- 4-year college graduate or bachelor's degree 6
- Graduate School or advanced degree..... 7
- Can't answer 8

Q6. [TS] Are you the primary grocery shopper in your household, or is there someone else who does most of the grocery shopping for you and your family?

Select one

- Yes; primary grocery shopper 1
- Yes; share equal responsibility as primary grocery shopper..... 2
- No; am not responsible for grocery shopping [TERMINATE]..... 3
- Can't answer [TERMINATE] 4

Q7. [TS*] Please tell us about some shopping activities and how often, if at all, you engage in them. For the following, please tell us how often you do each: [RANDOMIZE LIST] [TERMINATE IF Q7A AND Q7B AND Q7C=4 OR 5. ALSO TERMINATE IF Q7A OR Q7B OR Q7C=6]

Select one for each option

Column:

- A few times a week or more 1
- About once every week or two 2
- About once a month..... 3
- Rarely 4
- Never 5
- Can't answer 6

- a. Purchase meat products for yourself or your family, such as chicken, beef, turkey, or pork products
- b. Purchase eggs for yourself or your family
- c. Purchase dairy products for yourself or your family

Q8. [TS] Generally speaking, how concerned are you about the welfare of animals that are raised as food for people to eat?

Select one

- Very concerned 1
- Somewhat concerned 2
- Not too concerned..... 3
- Not concerned at all 4
- Can't answer 5

Q9. Are you more concerned, less concerned, or have about the same level of concern about the welfare of animals raised for food now than you were five years ago?

Select one

- More concerned 1
- Less concerned..... 2
- About the same..... 3
- Can't answer 4

Q10. [ASK IF Q8 = 1, 2 OR 5 OR Q9 = 1 or 3] What, if any, actions are you taking as a result of your concern for the welfare of farm animals? [RANDOMIZE 1-4]

Select all that apply

- Seeking out meat, eggs or dairy products from more humane sources 1
- Reducing the amount of red meat I consume 2
- Reducing the amount of poultry I consume 3
- Reducing the amount of dairy I consume 4
- I am not taking any action 5
- Other **[CAPTURE]** 6
- Can't answer 7

{RANDOMIZE Q11-25 BUT, KEEP TOGETHER Q11-13.; Q14-16.; Q17-19.; Q20-22.; AND Q23-25.}

Q11. In the last year, have you purchased eggs with any of the following claims on the label (or their close variations)? [RANDOMIZE LIST; DO NOT RANDOMIZE “NO” AND “CAN’T ANSWER”]

Select all that apply

- Cage-free 1
- Free-range 2
- Pasture-raised (or other pasture claims on the label) 3
- Natural or All-Natural 4
- Organic 5
- No growth hormones (or other hormone claims on the label) 6
- Antibiotic-free (or other antibiotic claims on the label) 7
- Humane or Humanely-raised 8
- Vegetarian-fed 9
- Farm-raised 10
- No 11
- Can't answer 12

Q12. [LIST ONLY THOSE THAT WERE CHOSEN IN Q11] In the last year, have you purchased eggs with any of these claims on the label (or their close variations) because you thought that it indicated better treatment of hens?

Select all that apply

- Cage-free..... 1
- Free-range 2
- Pasture-raised (or other pasture claims on the label)..... 3
- Natural or All-Natural..... 4
- Organic 5
- No growth hormones (or other hormone claims on the label)..... 6
- Antibiotic-free (or other antibiotic claims on the label)..... 7
- Humane or Humanely-raised 8
- Vegetarian-fed 9
- Farm-raised 10
- No 11
- Can't answer 12

Q13. [LIST ONLY THOSE THAT WERE CHOSEN IN Q12] In the last year, have you knowingly paid more for eggs with any of these claims on the label (or their close variations) because you thought that it indicated better treatment of hens?

Select all that apply

- Cage-free..... 1
- Free-range 2
- Pasture-raised (or other pasture claims on the label)..... 3
- Natural or All-Natural..... 4
- Organic 5
- No growth hormones (or other hormone claims on the label)..... 6
- Antibiotic-free (or other antibiotic claims on the label)..... 7
- Humane or Humanely-raised 8
- Vegetarian-fed 9
- Farm-raised 10
- No 11
- Can't answer 12

Q14. In the last year, have you purchased chicken meat (whole chickens, breasts, drumsticks, wings, thighs, chicken nuggets, chicken sausages, etc.) with any of the following claims on the label (or their close variations)? **[RANDOMIZE LIST; DO NOT RANDOMIZE “NO” AND “CAN’T ANSWER”]**

Select all that apply

- Cage-free..... 1
- Free-range 2
- Pasture-raised (or other pasture claims on the label)..... 3
- Natural or All-Natural..... 4
- Organic 5
- No growth hormones (or other hormone claims on the label)..... 6
- Antibiotic-free (or other antibiotic claims on the label)..... 7
- Humane or Humanely-raised 8
- Vegetarian-fed 9
- Farm-raised 10
- No 11
- Can't answer 12

Q15. [LIST ONLY THOSE THAT WERE CHOSEN IN Q14] In the last year, have you purchased chicken meat (whole chickens, breasts, drumsticks, wings, thighs, chicken nuggets, chicken sausages, etc.) with any of these claims on the label (or their close variations) because you thought that it indicated better treatment of the chickens?

Select all that apply

- Cage-free..... 1
- Free-range 2
- Pasture-raised (or other pasture claims on the label)..... 3
- Natural or All-Natural..... 4
- Organic 5
- No growth hormones (or other hormone claims on the label)..... 6
- Antibiotic-free (or other antibiotic claims on the label)..... 7
- Humane or Humanely-raised 8
- Vegetarian-fed 9
- Farm-raised 10
- No 11
- Can't answer 12

Q16. [LIST ONLY THOSE THAT WERE CHOSEN IN Q15] In the last year, have you knowingly paid more for chicken meat (whole chickens, breasts, drumsticks, wings, thighs, chicken nuggets, chicken sausages, etc.) with any of these claims on the label (or their close variations) because you thought that it indicated better treatment of the chickens?

Select all that apply

- Cage-free..... 1
- Free-range 2
- Pasture-raised (or other pasture claims on the label)..... 3
- Natural or All-Natural..... 4
- Organic 5
- No growth hormones (or other hormone claims on the label)..... 6
- Antibiotic-free (or other antibiotic claims on the label)..... 7
- Humane or Humanely-raised 8
- Vegetarian-fed 9
- Farm-raised 10
- No 11
- Can't answer 12

Q17. In the last year, have you purchased beef (ground beef, steak, sausages, ribs, etc.) with any of the following claims on the label (or their close variations)? **[RANDOMIZE LIST; DO NOT RANDOMIZE “NO” AND “CAN’T ANSWER”]**

Select all that apply

- Grass-fed 1
- Free-range 2
- Pasture-raised (or other pasture claims on the label)..... 3
- Natural or All-Natural..... 4
- Organic 5
- No growth hormones (or other hormone claims on the label)..... 6
- Antibiotic-free (or other antibiotic claims on the label)..... 7
- Humane or Humanely-raised 8
- Grain-fed..... 9
- Farm-raised 10
- No 11
- Can't answer 12

Q18. [LIST ONLY THOSE THAT WERE CHOSEN IN Q17] In the last year, have you purchased beef (ground beef, steak, sausages, ribs, etc.) with any of these claims on the label (or their close variations) because you thought that it indicated better treatment of the cattle?
 Select all that apply

- Grass-fed 1
- Free-range 2
- Pasture-raised (or other pasture claims on the label)..... 3
- Natural or All-Natural..... 4
- Organic 5
- No growth hormones (or other hormone claims on the label)..... 6
- Antibiotic-free (or other antibiotic claims on the label)..... 7
- Humane or Humanely-raised 8
- Grain-fed..... 9
- Farm-raised 10
- No 11
- Can't answer 12

Q19. [LIST ONLY THOSE THAT WERE CHOSEN IN Q18] In the last year, have you knowingly paid more for beef (ground beef, steak, sausages, ribs, etc.) with any of these claims on the label (or their close variations) because you thought that it indicated better treatment of the cattle?
 Select all that apply

- Grass-fed 1
- Free-range 2
- Pasture-raised (or other pasture claims on the label)..... 3
- Natural or All-Natural..... 4
- Organic 5
- No growth hormones (or other hormone claims on the label)..... 6
- Antibiotic-free (or other antibiotic claims on the label)..... 7
- Humane or Humanely-raised 8
- Grain-fed..... 9
- Farm-raised 10
- No 11
- Can't answer 12

Q20. In the last year, have you purchased pork products (ham, ground pork, pork chops, sausage, bacon, ribs, etc.) with any of the following claims on the label (or their close variations)? **[RANDOMIZE LIST; DO NOT RANDOMIZE “NO” AND “CAN’T ANSWER”]**

Select all that apply

- Crate-free..... 1
- Grass-fed 2
- Free-range 3
- Pasture-raised (or other pasture claims on the label)..... 4
- Natural or All-Natural..... 5
- Organic 6
- No growth hormones (or other hormone claims on the label)..... 7
- Antibiotic-free (or other antibiotic claims on the label)..... 8
- Humane or Humanely-raised 9
- Vegetarian-fed 10
- Farm-raised 11
- No 12
- Can't answer 13

Q21. [LIST ONLY THOSE THAT WERE CHOSEN IN Q20] In the last year, have you purchased pork products (ham, ground pork, pork chops, sausage, bacon, ribs, etc.) with any of these claims on the label (or their close variations) because you thought that it indicated better treatment of the pigs?

Select all that apply

- Crate-free..... 1
- Grass-fed 2
- Free-range 3
- Pasture-raised (or other pasture claims on the label)..... 4
- Natural or All-Natural..... 5
- Organic 6
- No growth hormones (or other hormone claims on the label)..... 7
- Antibiotic-free (or other antibiotic claims on the label)..... 8
- Humane or Humanely-raised 9
- Vegetarian-fed 10
- Farm-raised 11
- No 12
- Can't answer 13

Q22. [LIST ONLY THOSE THAT WERE CHOSEN IN Q21] In the last year, have you knowingly paid more for pork products (ham, ground pork, pork chops, sausage, bacon, ribs, etc.) with any of these claims on the label (or their close variations) because you thought that it indicated better treatment of the pigs?

Select all that apply

- Crate-free..... 1
- Grass-fed 2
- Free-range 3
- Pasture-raised (or other pasture claims on the label)..... 4
- Natural or All-Natural..... 5
- Organic 6
- No growth hormones (or other hormone claims on the label)..... 7
- Antibiotic-free (or other antibiotic claims on the label)..... 8
- Humane or Humanely-raised 9
- Vegetarian-fed 10
- Farm-raised 11
- No 12
- Can't answer 13

Q23. In the last year, have you purchased dairy products (cow milk, ice cream, yogurt, butter, cheese, etc.) with any of the following claims on the label (or their close variations)? **[RANDOMIZE LIST; DO NOT RANDOMIZE “NO” AND “CAN’T ANSWER”]**

Select all that apply

- Grass-fed 1
- Free-range 2
- Pasture-raised (or other pasture claims on the label)..... 3
- Natural or All-Natural..... 4
- Organic 5
- No growth hormones (or other hormone claims on the label)..... 6
- RBST-free 7
- Antibiotic-free (or other antibiotic claims on the label)..... 8
- Humane or Humanely-raised 9
- Farm-raised 10
- No 11
- Can't answer 12

Q24. [LIST ONLY THOSE THAT WERE CHOSEN IN Q23] In the last year, have you purchased dairy products (cow milk, ice cream, yogurt, butter, cheese, etc.) with any of these claims on the label (or their close variations) because you thought that it indicated better treatment of the cows?

Select all that apply

| | |
|--|----|
| Grass-fed | 1 |
| Free-range | 2 |
| Pasture-raised (or other pasture claims on the label)..... | 3 |
| Natural or All-Natural..... | 4 |
| Organic | 5 |
| No growth hormones (or other hormone claims on the label)..... | 6 |
| RBST-free..... | 7 |
| Antibiotic-free (or other antibiotic claims on the label)..... | 8 |
| Humane or Humanely-raised | 9 |
| Farm-raised | 10 |
| No | 11 |
| Can't answer | 12 |

Q25. [LIST ONLY THOSE THAT WERE CHOSEN IN Q24] In the last year, have you knowingly paid more for dairy products (cow milk, ice cream, yogurt, butter, cheese etc.) with any of these claims on the label (or their close variations) because you thought that it indicated better treatment of the cows?

Select all that apply

| | |
|--|----|
| Grass-fed | 1 |
| Free-range | 2 |
| Pasture-raised (or other pasture claims on the label)..... | 3 |
| Natural or All-Natural..... | 4 |
| Organic | 5 |
| No growth hormones (or other hormone claims on the label)..... | 6 |
| RBST-free..... | 7 |
| Antibiotic-free (or other antibiotic claims on the label)..... | 8 |
| Humane or Humanely-raised | 9 |
| Farm-raised | 10 |
| No | 11 |
| Can't answer | 12 |

[BEGIN IMAGES]

Now you are going to see some images of labels that you may or may not have seen on meat, eggs, and dairy products at your local store. The labels are trying to convey how animals are treated on the farm.



Certified Humane



Animal Welfare Approved



Global Animal Partnership (5-Step Program)



American Humane Certified



American Grassfed



USDA Organic

Q26. [TS] Please click on any of these labels that you recognize: [RANDOMIZE THE ORDER OF THE IMAGES, BUT DISPLAY ALL AT ONCE; DO NOT RANDOMIZE "CAN'T ANSWER" OR "NONE OF THESE"]

Select all that apply

- Certified Humane 1
- Animal Welfare Approved 2
- Global Animal Partnership (5-Step Program) 3
- American Humane Certified 4
- American Grassfed 5
- USDA Organic 6
- None of these 7
- Can't answer 8

Q27. [TS] Please indicate if you are currently buying or NOT buying meat, egg, or dairy products with each of these labels: **[RANDOMIZE THE ORDER OF THE IMAGES, BUT DISPLAY ALL AT ONCE]**

Select one

Column:

- Buying..... 1
- Not buying..... 2
- Can't answer 3

- a. Certified Humane
- b. Animal Welfare Approved
- c. Global Animal Partnership (5-Step Program)
- d. American Humane Certified
- e. American Grassfed
- f. USDA Organic

[END IMAGES]

Q28. Do you actively seek out meat, eggs, or dairy products with a higher animal welfare standard?

Select one

- Yes 1
- No..... 2
- Can't answer 3

Q29. [IF Q28=1] What is your reason for actively seeking out meat, eggs, or dairy products with a higher animal welfare standard? **[RANDOMIZE LIST; DO NOT RANDOMIZE “OTHER” OR “CAN’T ANSWER”]**

Select all that apply

- Factory farming is not an industry I want to support 1
- Higher animal welfare meat, eggs, and dairy products are healthier 2
- Higher animal welfare meat, eggs, and dairy products have fewer risks for food safety problems..... 3
- Higher animal welfare meat, eggs, and dairy products are better for the environment 4
- Other **[PLEASE SPECIFY]** 5
- Can't answer 6

Q30. [IF Q28=2] What three things would make it more likely for you to purchase meat, eggs, and dairy products with a higher animal welfare standard? **[OPEN END]**

Be specific

Q31. [TS*] How likely would you be to switch to a meat, egg, or dairy brand with a certification that guaranteed that the products came from farm animals that were raised to a higher animal welfare standard?

Select one

- Very likely 1
- Somewhat likely 2
- Not very likely 3
- Not at all likely 4
- Can't answer 5

Q32. Do you find it easy and convenient or difficult and inconvenient to purchase meat, eggs, or dairy products that are certified to a higher animal welfare standard from supermarkets and retailers in your local area?

Select one

- Easy and convenient..... 1
- Difficult and inconvenient 2
- Can't answer 3

Q33. [IF Q32=2] How often do you buy meat, eggs, or dairy products online that are certified to a higher animal welfare standard?

Select one

- More than once a week 1
- Once a week 2
- Once or twice a month 3
- Several times a year 4
- Almost never 5
- Never 6
- Those services are not available where I live 7
- Can't answer 8

Q34. How likely would you be to try an online grocery delivery service if the animal products (meat, eggs, dairy) were welfare-certified and guaranteed that products came from farm animals raised to a higher animal welfare standard?

Select one

- Very likely 1
- Somewhat likely 2
- Not very likely 3
- Not at all likely 4
- Those services are not available where I live 5
- Can't answer 6

Q35. How likely would you be to try an online restaurant delivery service if the animal products (meat, eggs, dairy) were welfare-certified and guaranteed that products came from farm animals raised to a higher animal welfare standard?

Select one

- Very likely 1
- Somewhat likely 2
- Not very likely 3
- Not at all likely 4
- Those services are not available where I live 5
- Can't answer 6

Q36. How likely would you be to switch supermarkets or add a supermarket stop if the store offered meat, eggs, or dairy products that were certified to a higher animal welfare standard?

Select one

- Very likely 1
- Somewhat likely 2
- Not very likely 3
- Not at all likely 4
- Can't answer 5

Q37. [IF Q36=1, 2] How much further would you be willing to travel to reach that supermarket?

Select one

- 5 minutes 1
- 10 minutes 2
- 15 minutes 3
- 20 minutes 4
- More than 20 minutes 5
- I would not be willing to travel further 6
- Can't answer 7

Q38. How likely would you be to choose a restaurant that offered meat, eggs, or dairy products that were certified to a higher animal welfare standard on their menu over a restaurant that did not?

Select one

- Very likely 1
- Somewhat likely 2
- Not very likely 3
- Not at all likely 4
- Can't answer 5

Q39. [IF Q38=1, 2] How much further would you be willing to travel to reach that restaurant?

Select one

- 5 minutes 1
- 10 minutes 2
- 15 minutes 3
- 20 minutes 4
- More than 20 minutes 5
- I would not be willing to travel further 6
- Can't answer 7

Q40. How likely would you be to pay somewhat more (10%) at a supermarket for meat, eggs, or dairy products with a certification that offered a guarantee of higher animal welfare?

Select one

- Very likely 1
- Somewhat likely 2
- Not very likely 3
- Not at all likely 4
- Can't answer 5

Q41. How likely would you be to pay somewhat more (10%) for a meal at a restaurant if that restaurant offered a guarantee of higher animal welfare?

Select one

- Very likely 1
- Somewhat likely 2
- Not very likely 3
- Not at all likely 4
- Can't answer 5

Q42. [TS] Would you be more likely to purchase a product certified by an animal welfare certification that the American Society for Prevention of Cruelty to Animals (ASPCA) endorsed?

Select one

- Yes 1
- No 2
- Can't answer 3

Q43. Do you think that the government should or should not be setting and enforcing clear definitions for food labels related to animal welfare?

Select one

- Should 1
- Should not 2
- Can't answer 3

Q44. [IF Q43 = 1, 2] Do you feel that way strongly or not strongly?

Select one

Strongly..... 1
Not strongly..... 2

Q45. Do you think that public institutions like schools or government agencies spending taxpayer funds on food should or should not only purchase meat, eggs, and dairy products from animals raised more humanely (e.g., cage-free, Certified Humane, etc.)?

Select one

Should 1
Should not..... 2
Can't answer..... 3

Q46. [IF Q45 = 1, 2] Do you feel that way strongly or not strongly?

Select one

Strongly..... 1
Not strongly..... 2

Q47. The government currently subsidizes or incentivizes farmers transitioning to organic practices, but it generally does not offer funds to farms seeking to improve the welfare of animals on their farms. Do you think that there should or should not be government support for farmers transitioning to more humane practices?

Select one

Should 1
Should not..... 2
Can't answer..... 3

Q48. [IF Q47 = 1, 2] Do you feel that way strongly or not strongly?

Select one

Strongly..... 1
Not strongly..... 2

Lastly, we just have a few questions for statistical purposes only.

Q49. Do you ever purchase meat, eggs, or dairy products from farmers' markets?

Select one

Yes 1
No 2
Can't answer..... 3

Q50. [TS] Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

Select one

- Republican..... 1
- Democrat 2
- Independent..... 3
- Other: PLEASE SPECIFY {**OPEN**
END}:..... 4
- Not sure 5
- Prefer not to answer..... 6

Q51. [TS] [IF Q50 = DEMOCRAT] Do you consider yourself a strong or a not-so-strong Democrat?

Select one

- Strong Democrat..... 1
- Not-so-strong Democrat..... 2

Q52. [TS] [IF Q50 = REPUBLICAN] Do you consider yourself a strong or a not-so-strong Republican?

Select one

- Strong Republican 1
- Not-so-strong Republican 2

Q53. [TS] [IF Q50 = INDEPENDENT] Would you say you lean more towards the Republicans or more towards the Democrats?

Select one

- Lean Democrat 1
- Lean Republican 2
- Neither 3

Q54. [TS] Do you have any pets in your household?

Select one

- Yes 1
- No 2
- Can't answer 3

Q55. [TS] Do you have any children under the age of 18 living at home with you?

Select one

- Yes; 1
- No 2
- Can't answer 3

Q56. [TS] In which of the following ranges does your total household income fall, before taxes?
Select one

- Below \$30,000 1
- Between \$30,000 and \$50,000 2
- Over \$50,000 to \$75,000 3
- Over \$75,000 to \$100,000 4
- Over \$100,000 to \$150,000..... 5
- More than \$150,000..... 6
- Can't answer 7

This completes our survey. Thank you very much for your time!