

From June 23 to 25, 2023, Data for Progress and Farm Forward conducted a survey of 1,149 U.S. adults using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is ±3 percentage points.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,149 unless otherwise specified.

[1] How concerned are you about where your food comes from?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very concerned	26	24	25	30	27	26	23	29	24	32	42	25	22
Somewhat concerned	43	52	40	37	45	41	43	43	44	40	37	44	43
Only a little concerned	23	20	24	27	21	25	25	21	24	22	11	24	26
Not at all concerned	7	4	12	7	7	8	8	7	8	6	9	7	9
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[2] When making decisions about what **animal products** you purchase, please rank how important each of the following factors are to you:

— Product affordability

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very important	66	69	63	67	67	66	65	67	68	63	65	69	59
Somewhat important	24	21	26	24	24	24	24	24	22	27	18	24	27
Only a little important	6	7	5	5	5	7	7	5	5	6	7	5	10
Not at all important	2	1	2	3	1	3	3	1	2	3	2	1	3
I do not purchase animal products	2	2	4	1	3	1	2	3	3	1	8	1	1
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[3] When making decisions about what **animal products** you purchase, please rank how important each of the following factors are to you:

— Animal welfare and ethical considerations

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very important	42	46	44	35	46	37	40	43	43	39	43	43	41
Somewhat important	33	37	29	34	31	36	34	32	32	35	31	33	34
Only a little important	15	10	15	21	14	16	15	15	15	16	8	16	13
Not at all important	7	6	7	8	5	10	7	7	6	9	8	6	9
I do not purchase animal products	3	2	5	1	5	1	3	3	4	1	10	2	2
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[4] When making decisions about what **animal products** you purchase, please rank how important each of the following factors are to you:

— Organic or natural production methods

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very important	27	30	24	25	27	26	30	23	25	30	37	23	33
Somewhat important	33	34	33	32	35	31	37	30	33	33	29	34	32
Only a little important	23	19	23	27	21	25	19	26	23	22	14	25	21
Not at all important	14	14	13	15	12	16	11	17	15	13	13	15	11
I do not purchase animal products	4	3	6	2	4	3	2	5	4	2	8	3	3
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[5] When making decisions about what **animal products** you purchase, please rank how important each of the following factors are to you:

— Sustainable farming practices

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very important	36	41	34	33	37	35	37	35	36	37	43	36	36
Somewhat important	38	38	40	38	38	39	37	40	38	39	31	40	40
Only a little important	15	11	14	20	14	16	15	14	15	14	8	16	16
Not at all important	8	8	7	8	6	9	8	7	7	8	9	7	7
I do not purchase animal products	3	3	5	1	5	1	3	3	4	1	9	2	2
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[6] When making decisions about what **animal products** you purchase, please rank how important each of the following factors are to you:

— Product brand

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very important	24	27	20	25	25	22	24	24	24	24	33	22	28
Somewhat important	40	40	37	43	39	41	37	42	39	41	34	41	41
Only a little important	22	20	26	19	21	22	21	22	22	20	14	23	19
Not at all important	12	11	13	12	12	12	15	9	12	13	9	11	11
I do not purchase animal products	3	3	4	1	3	2	3	3	3	2	10	2	1
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[7] When making decisions about what **animal products** you purchase, please rank how important each of the following factors are to you:

— Where products are made

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very important	37	37	33	41	37	37	37	37	38	36	40	37	41
Somewhat important	36	37	36	37	38	34	35	37	34	42	28	39	34
Only a little important	18	18	20	17	15	22	18	18	20	14	18	18	19
Not at all important	5	5	7	4	6	4	7	4	5	6	5	5	3
I do not purchase animal products	3	3	4	2	3	2	2	3	3	2	9	2	2
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[8] Do you have a favorable or unfavorable opinion of the following labels?

— **Organic or USDA Organic**

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	35	41	29	33	36	34	37	33	34	36	44	33	34
Somewhat favorable	43	41	48	41	43	44	40	46	42	46	32	45	48
Somewhat unfavorable	8	6	6	13	6	10	10	7	8	8	4	8	8
Very unfavorable	3	4	2	4	3	3	2	4	3	3	7	3	1
Haven't heard enough to say	11	9	15	9	12	9	11	10	13	6	13	10	10
FAVORABLE (TOTAL)	78	82	77	74	79	78	77	79	76	82	76	78	82
UNFAVORABLE (TOTAL)	11	10	8	17	9	13	12	11	11	11	11	11	9
FAVORABLE (NET)	+67	+72	+69	+57	+70	+65	+65	+68	+65	+71	+65	+67	+73
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[9] Do you have a favorable or unfavorable opinion of the following labels?

— **Non-GMO (Genetically Modified Organisms)**

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	40	40	39	40	44	35	37	42	40	40	47	39	40
Somewhat favorable	32	35	31	31	32	34	33	32	31	35	28	34	28
Somewhat unfavorable	8	7	6	11	6	11	10	7	8	9	6	8	10
Very unfavorable	4	4	5	4	3	5	3	5	4	5	4	4	5
Haven't heard enough to say	15	14	19	13	15	16	16	15	17	11	15	15	18
FAVORABLE (TOTAL)	72	75	70	71	76	69	70	74	71	75	75	73	68
UNFAVORABLE (TOTAL)	12	11	11	15	9	16	13	12	12	14	10	12	15
FAVORABLE (NET)	+60	+64	+59	+56	+67	+53	+57	+62	+59	+61	+65	+61	+53
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[10] Do you have a favorable or unfavorable opinion of the following labels?

— **Humane or humanely raised**

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	49	55	49	42	53	46	48	50	50	49	47	52	42
Somewhat favorable	34	30	32	41	28	41	32	35	33	36	28	34	39
Somewhat unfavorable	4	4	4	5	4	5	6	3	4	6	5	3	6
Very unfavorable	1	1	1	2	2	1	1	1	1	2	2	1	1
Haven't heard enough to say	11	10	13	10	14	8	12	11	12	8	18	9	12
FAVORABLE (TOTAL)	83	85	81	83	81	87	80	85	83	85	75	86	81
UNFAVORABLE (TOTAL)	5	5	5	7	6	6	7	4	5	8	7	4	7
FAVORABLE (NET)	+78	+80	+76	+76	+75	+81	+73	+81	+78	+77	+68	+82	+74
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[11] Do you have a favorable or unfavorable opinion of the following labels?

— **Ethical or ethically raised**

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	41	48	40	34	44	38	41	41	41	41	42	42	38
Somewhat favorable	36	34	34	41	32	41	34	38	35	39	26	38	38
Somewhat unfavorable	5	3	4	7	4	5	4	5	4	5	6	4	3
Very unfavorable	3	3	2	4	2	3	3	2	3	3	6	2	4
Haven't heard enough to say	15	12	19	14	17	13	17	14	17	11	20	14	17
FAVORABLE (TOTAL)	77	82	74	75	76	79	75	79	76	80	68	80	76
UNFAVORABLE (TOTAL)	8	6	6	11	6	8	7	7	7	8	12	6	7
FAVORABLE (NET)	+69	+76	+68	+64	+70	+71	+68	+72	+69	+72	+56	+74	+69
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[12] Do you have a favorable or unfavorable opinion of the following labels?

— Antibiotic-free

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	46	48	44	45	50	42	39	52	46	46	53	46	39
Somewhat favorable	37	35	37	39	33	41	39	35	37	38	29	38	38
Somewhat unfavorable	4	3	3	7	4	4	6	3	4	5	4	3	9
Very unfavorable	1	2	1	2	1	2	2	1	1	2	2	1	1
Haven't heard enough to say	11	12	15	7	12	11	14	9	12	9	12	11	13
FAVORABLE (TOTAL)	83	83	81	84	83	83	78	87	83	84	82	84	77
UNFAVORABLE (TOTAL)	5	5	4	9	5	6	8	4	5	7	6	4	10
FAVORABLE (NET)	+78	+78	+77	+75	+78	+77	+70	+83	+78	+77	+76	+80	+67
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[13] Do you have a favorable or unfavorable opinion of the following labels?

— Cage-free

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	41	47	41	36	43	39	39	44	42	40	44	42	39
Somewhat favorable	40	37	40	45	38	43	39	42	38	46	30	42	39
Somewhat unfavorable	6	5	4	9	5	6	8	4	6	7	7	6	6
Very unfavorable	1	2	1	2	1	2	2	1	1	2	3	2	0
Haven't heard enough to say	11	10	14	8	12	10	13	9	13	6	16	9	16
FAVORABLE (TOTAL)	81	84	81	81	81	82	78	86	80	86	74	84	78
UNFAVORABLE (TOTAL)	7	7	5	11	6	8	10	5	7	9	10	8	6
FAVORABLE (NET)	+74	+77	+76	+70	+75	+74	+68	+81	+73	+77	+64	+76	+72
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[14] Do you have a favorable or unfavorable opinion of the following labels?

— Free range

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	42	47	40	40	44	40	40	44	43	42	48	43	37
Somewhat favorable	38	37	38	41	37	40	38	39	36	44	29	41	37
Somewhat unfavorable	5	4	5	7	4	7	5	6	5	6	6	5	7
Very unfavorable	2	1	1	3	2	1	2	1	1	2	3	1	1
Haven't heard enough to say	12	10	16	10	13	11	14	11	15	6	14	10	18
FAVORABLE (TOTAL)	80	84	78	81	81	80	78	83	79	86	77	84	74
UNFAVORABLE (TOTAL)	7	5	6	10	6	8	7	7	6	8	9	6	8
FAVORABLE (NET)	+73	+79	+72	+71	+75	+72	+71	+76	+73	+78	+68	+78	+66
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[15] Do you have a favorable or unfavorable opinion of the following labels?

— Pasture raised

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	41	41	39	43	42	40	37	45	42	40	39	44	33
Somewhat favorable	40	39	41	42	38	43	41	40	39	44	33	41	45
Somewhat unfavorable	4	5	4	4	3	6	6	3	4	5	9	3	4
Very unfavorable	1	2	1	1	1	2	2	1	1	2	2	1	2
Haven't heard enough to say	13	13	16	9	15	10	15	11	14	9	16	11	16
FAVORABLE (TOTAL)	81	80	80	85	80	83	78	85	81	84	72	85	78
UNFAVORABLE (TOTAL)	5	7	5	5	4	8	8	4	5	7	11	4	6
FAVORABLE (NET)	+76	+73	+75	+80	+76	+75	+70	+81	+76	+77	+61	+81	+72
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[16] Do you have a favorable or unfavorable opinion of the following labels?

— **Certified Humane**

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	31	35	29	29	33	29	30	32	31	30	37	31	30
Somewhat favorable	27	29	26	26	25	29	28	26	25	31	28	26	26
Somewhat unfavorable	4	3	3	6	4	4	6	2	4	3	3	3	7
Very unfavorable	2	2	3	2	2	2	4	1	2	2	3	2	2
Haven't heard enough to say	36	32	40	37	37	35	32	39	37	32	28	38	35
FAVORABLE (TOTAL)	58	64	55	55	58	58	58	58	56	61	65	57	56
UNFAVORABLE (TOTAL)	6	5	6	8	6	6	10	3	6	5	6	5	9
FAVORABLE (NET)	+52	+59	+49	+47	+52	+52	+48	+55	+50	+56	+59	+52	+47
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[17] Do you have a favorable or unfavorable opinion of the following labels?

— **Animal Welfare Certified**

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	31	36	28	29	34	28	33	30	31	32	37	31	30
Somewhat favorable	28	32	27	23	26	29	30	25	28	28	26	25	37
Somewhat unfavorable	4	2	3	6	3	5	6	2	4	3	5	3	4
Very unfavorable	2	1	2	2	1	2	2	2	2	2	2	2	1
Haven't heard enough to say	36	28	40	40	36	36	29	41	36	35	29	39	29
FAVORABLE (TOTAL)	59	68	55	52	60	57	63	55	59	60	63	56	67
UNFAVORABLE (TOTAL)	6	3	5	8	4	7	8	4	6	5	7	5	5
FAVORABLE (NET)	+53	+65	+50	+44	+56	+50	+55	+51	+53	+55	+56	+51	+62
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[18] Do you have a favorable or unfavorable opinion of the following labels?

— **Animal Welfare Approved**

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	28	33	25	25	29	26	29	27	29	26	33	27	29
Somewhat favorable	25	27	24	24	25	26	27	24	23	29	24	24	29
Somewhat unfavorable	3	3	3	4	3	4	5	2	4	1	4	3	3
Very unfavorable	2	2	2	3	2	2	3	1	2	3	3	2	2
Haven't heard enough to say	42	35	47	44	41	42	37	46	42	41	36	44	36
FAVORABLE (TOTAL)	53	60	49	49	54	52	56	51	52	55	57	51	58
UNFAVORABLE (TOTAL)	5	5	5	7	5	6	8	3	6	4	7	5	5
FAVORABLE (NET)	+48	+55	+44	+42	+49	+46	+48	+48	+46	+51	+50	+46	+53
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[19] Do you have a favorable or unfavorable opinion of the following labels?

— **American Humane Certified**

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	27	32	26	24	28	27	27	28	28	26	32	28	26
Somewhat favorable	27	28	26	28	24	30	28	27	26	30	28	27	29
Somewhat unfavorable	5	4	5	6	5	5	7	3	5	4	5	4	9
Very unfavorable	2	2	1	2	1	2	2	1	2	1	2	2	1
Haven't heard enough to say	39	34	42	41	42	36	36	41	39	38	33	40	35
FAVORABLE (TOTAL)	54	60	52	52	52	57	55	55	54	56	60	55	55
UNFAVORABLE (TOTAL)	7	6	6	8	6	7	9	4	7	5	7	6	10
FAVORABLE (NET)	+47	+54	+46	+44	+46	+50	+46	+51	+47	+51	+53	+49	+45
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[20] Do you have a favorable or unfavorable opinion of the following labels?

— One Health Certified

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very favorable	22	27	19	20	20	25	23	22	23	21	29	20	30
Somewhat favorable	24	21	28	24	23	26	27	22	24	26	22	25	23
Somewhat unfavorable	3	3	2	4	3	3	4	2	3	2	6	2	3
Very unfavorable	2	1	2	3	2	1	3	1	1	3	0	2	1
Haven't heard enough to say	49	48	49	49	52	45	43	53	49	48	43	51	42
FAVORABLE (TOTAL)	46	48	47	44	43	51	50	44	47	47	51	45	53
UNFAVORABLE (TOTAL)	5	4	4	7	5	4	7	3	4	5	6	4	4
FAVORABLE (NET)	+41	+44	+43	+37	+38	+47	+43	+41	+43	+42	+45	+41	+49
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[21] If you saw chicken products at the grocery store labeled "pasture raised," which of these statements best describes what you would expect to be true about how the chickens are raised?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Slower growing chickens that are raised in enclosed housing but have unrestricted access to vegetated pasture where they can freely roam, scratch, and peck outdoors. They have access to shelter when needed and can eat foods that are part of their natural diet, including foraged grubs and insects.	64	63	64	64	64	63	57	69	63	66	55	69	53
Fast growing chickens that are raised in enclosed housing that are moved around on grass where they have restricted access to the outdoors. They have access to some foods that are part of their natural diet, including foraged grubs and insects.	13	15	11	14	13	14	15	11	13	13	14	12	11
Fast growing chickens that are raised in enclosed housing but have restricted, seasonal, access to the outdoors, where they can engage in some natural behaviors for a small portion of their lifespans. They are primarily reliant on the food sources that farms supply.	12	14	9	12	11	12	17	8	13	9	15	10	22
Don't know	11	9	16	10	12	11	10	12	12	11	16	9	14
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[22] When you purchase animal products, like eggs or meat, you may see labels that say the product is "humane" or "ethically raised."

Which of these statements best describes what you think about animal products labeled with these terms, even if neither is exactly right?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
I believe these labels accurately reflect when companies engage in practices to prioritize better animal welfare.	41	45	34	44	41	41	42	40	40	43	47	41	43
I'm skeptical about these labels and think they are often misleading about companies' practices around animal welfare.	49	49	49	48	48	50	47	50	48	50	41	50	46
Don't know	10	6	16	8	11	9	11	10	12	7	11	9	11
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[23] Are you familiar with the concept of humanewashing, which refers to companies promoting themselves and the animal products they sell as ethical or humane, while engaging in practices that may contradict those claims?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes, I am familiar with the concept of humanewashing	23	24	22	21	23	22	33	15	20	28	29	22	23
No, I am not familiar with the concept of humanewashing	66	67	64	67	66	66	56	74	67	63	56	68	65
Don't know	11	9	14	11	11	11	11	12	13	9	15	10	12
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[24] Humanewashing refers to companies promoting themselves and the animal products they sell as ethical or humane, while engaging in practices that may contradict those claims, such as raising farmed animals in confinement.

Would learning that a company or grocery store engaged in humanewashing make you more or less likely to support their brand?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Much more likely	7	8	6	7	7	7	10	4	7	8	14	6	5
Somewhat more likely	12	13	9	15	12	13	18	8	13	10	14	11	17
Somewhat less likely	20	18	21	22	19	22	20	20	21	19	20	21	19
Much less likely	37	40	37	31	42	31	32	40	34	44	23	41	36
It would have no impact on my support	14	11	15	16	10	18	10	17	14	13	15	14	12
Don't know	10	9	12	9	11	9	9	11	11	7	14	8	11
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[25] Humanewashing refers to companies promoting themselves and the animal products they sell as ethical or humane, while engaging in practices that may contradict those claims.

Which of the following, if any, is your biggest concern about companies that engage in humanewashing?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Companies engaging in inhumane animal welfare practices	19	20	18	20	22	17	22	17	19	19	13	21	16
Companies engaging in animal welfare practices that risk public health	13	15	14	10	15	11	14	13	13	15	20	13	14
Companies misrepresenting their animal welfare practices to consumers	25	28	22	26	26	25	22	28	24	30	18	27	28
Companies overcharging consumers for animal products that are labeled as ethical or humane despite not prioritizing better farmed animal welfare	25	22	24	30	20	30	26	25	26	23	22	26	23
Other	1	0	2	0	1	1	1	1	1	1	1	1	1
I do not have any concerns about companies that engage in humanewashing	8	8	10	6	7	9	9	7	8	8	12	7	9
Don't know	8	6	9	8	9	7	6	9	9	5	13	6	9
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[26] Do you think it is important or not important that companies involved in farmed animal agriculture provide transparent and independently verified information about their **animal welfare practices**?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very important	57	59	55	56	60	54	53	59	56	60	58	59	47
Somewhat important	31	34	31	28	29	33	33	30	32	29	28	30	38
Only a little important	9	5	8	15	8	10	11	8	9	8	7	8	13
Not at all important	3	2	6	1	3	3	3	3	3	3	7	2	1
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[27] Do you think there should be stricter transparency regulations for **animal product labeling** to ensure labels on these products reflect accurate information for consumers?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes, there should be stricter regulations for animal product labeling.	81	85	79	78	84	78	81	81	79	85	82	82	81
No, existing regulations for animal product labeling are sufficient.	11	10	11	14	9	15	12	11	12	9	8	11	12
Don't know	8	5	11	7	8	8	7	8	9	6	10	7	6
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[28] This image was taken at night at an Animal Welfare Certified chicken farm.



Having seen an image of this farm, how well does this meet your expectations for the Animal Welfare Certified label?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very well	8	10	5	9	6	10	11	6	8	8	11	8	8
Somewhat well	25	23	21	31	22	28	23	26	26	22	23	26	26
Not very well	30	29	31	29	31	29	29	30	30	29	26	31	26
Not at all	20	24	19	15	24	15	21	18	19	22	21	19	23
Haven't heard enough to say	17	13	24	16	16	18	15	19	17	19	19	17	17
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[29] Do you think that companies should be required to include labeling that indicates whether **antibiotics** have been used in the production of animal products?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes, companies should be required to include labeling that indicates whether antibiotics have been used in the production of animal products.	87	90	84	87	87	87	85	89	86	89	79	91	83
No, companies should not be required to include labeling that indicates whether antibiotics have been used in the production of animal products.	5	5	5	7	5	6	7	4	5	5	9	4	5
Don't know	8	5	11	7	9	7	8	8	9	5	12	5	11
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[30] Recently, independent testing of meat products at Whole Foods marketed as "raised without antibiotics," Animal Welfare Certified, and USDA Organic revealed evidence of an antibiotic drug in an animal product.

If **your grocery store** advertised meat products with these labels, but these products were discovered to have been treated with antibiotic drugs, would that make you lose trust in the store, or would it not make a difference in your trust?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
It would make me lose trust	71	71	71	72	73	69	65	76	68	78	64	74	67
It would not make a difference in my trust	18	19	16	21	15	22	24	14	20	14	20	18	23
Don't know	10	10	14	7	12	9	11	10	11	8	17	8	10
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[31] Recently, independent testing of meat products at Whole Foods marketed as "antibiotic-free," Animal Welfare Certified, and USDA Organic revealed evidence of an antibiotic drug in an animal product.

Which of these statements best describes your view, even if neither is exactly right?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Grocery stores that sell animal products with these labels should be subject to regular testing and reporting to ensure their products actually meet the standards they claim they do.	62	66	62	58	64	60	59	65	60	68	62	63	61
There is only so much that grocery stores can do to control their supply chains and companies can't be expected to know if trace amounts of antibiotics may be in their animal products.	29	26	26	35	26	32	32	27	30	27	25	30	28
Don't know	9	8	12	7	9	8	9	9	10	6	13	7	11
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196

[32] When you purchase animal products, like eggs or meat, you may see labels that say the product is "humane" or "ethically raised."

Having read more, which of these statements best describes what you think about animal products labeled with these terms, even if neither is exactly right?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
I believe these labels accurately reflect when companies engage in practices to prioritize better animal welfare.	25	30	21	25	25	25	30	21	24	27	34	22	32
I'm skeptical about these labels and think they are often misleading about companies' practices around animal welfare.	65	63	66	65	64	65	60	69	64	66	50	69	58
Don't know	10	8	13	10	10	10	10	10	12	7	16	8	10
Weighted N	1,149	410	383	355	597	552	515	634	810	339	139	797	196