



# *Final Tables*

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## *Food-Labeling Poll 2008*

**For Public  
Release**

**November 11, 2008**

**NRC #2008.18**



# Methodology

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- Telephone surveys were conducted among 1,001 random adults comprising 500 men and 501 women 18 years of age and older. Interviewing took place over October 23-26, 2008.
- The questionnaire was fielded via Opinion Research Corporation's Caravan twice-weekly national telephone omnibus survey. ORC used random digit dialing to achieve a nationally representative probability sample and weighted completed interviews by age, sex, geographic region and race.
- A comparable methodology was used for a previous food-labeling survey fielded June 7-10, 2007.
- The results of this study are intended for external communications. Methodology statement for public release:

The Consumer Reports National Research Center conducted a telephone survey using a nationally representative probability sample of telephone households. 1,001 interviews were completed among adults aged 18+. Interviewing took place over October 23-26, 2008. The sampling error is +/- 3.2% at a 95% confidence level.



# Responsibility for Food-Shopping

## INTRODUCTION:

SF - Do you have primary or equally shared responsibility for food shopping for your household?

### SF - Food-Shopping Responsibility

	TOTAL	Gender	
		Men	Women
	%	%	%
Primary responsibility for food shopping	51	32	68
Equal responsibility for food shopping	35	44	26
No responsibility for food shopping	14	24	6
Don't know	0		1



# Willingness to Buy Cloned or GE Food

C1ALL - Which of the following types of food would you buy if they were available?

	TOTAL	Gender		Age			Household Income			Region			
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NE	NCntrl	South	West
	%	%	%	%	%	%	%	%	%	%	%	%	%
Meat or milk products from genetically engineered animals	29	42	16	28	29	30	22	30	41	26	29	28	33
Milk or milk products from cloned animals or their offspring	26	40	13	25	30	24	19	24	38	20	25	25	34
None of these	62	46	77	63	60	63	67	63	52	65	60	65	56
Don't know	2	2	3	2	2	2	3	0	2	2	3	2	2



# Willingness to Pay More for Specialty Food

C2ALL - Would you pay more for the following types of food?

	TOTAL %	Gender		Age			Household Income			Region			
		Men %	Women %	18-34 %	35-54 %	55+ %	<\$40K %	\$40-74K %	\$75K+ %	NE %	NCntrl %	South %	West %
Milk/milk products produced w/o artificial growth hormones	57	51	62	58	61	50	55	61	60	57	54	58	56
Meat products labeled as tested for mad cow disease	49	49	50	49	51	48	46	51	50	55	51	51	42
Milk from organic cows that were confined indoors and did not graze outdoors	19	22	17	26	20	13	25	16	19	18	19	20	21
None of these	26	29	23	21	24	33	28	26	21	24	29	25	27
Don't know	1	1	1	0	1	1	1	1	1	1	0	1	1



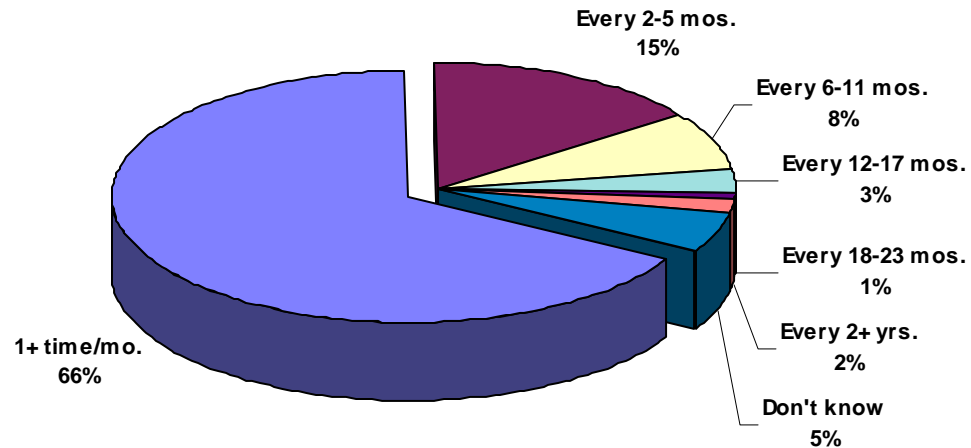
# FDA Inspection of Domestic Food Production Facilities

## INTRODUCTION:

C3A - The FDA inspects food-processing facilities periodically. Approximately how often do you feel the FDA should conduct its inspections of DOMESTIC food-processing facilities?

### C3A - FDA Inspection: Domestic Facilities

*Median: 0.7 Months*





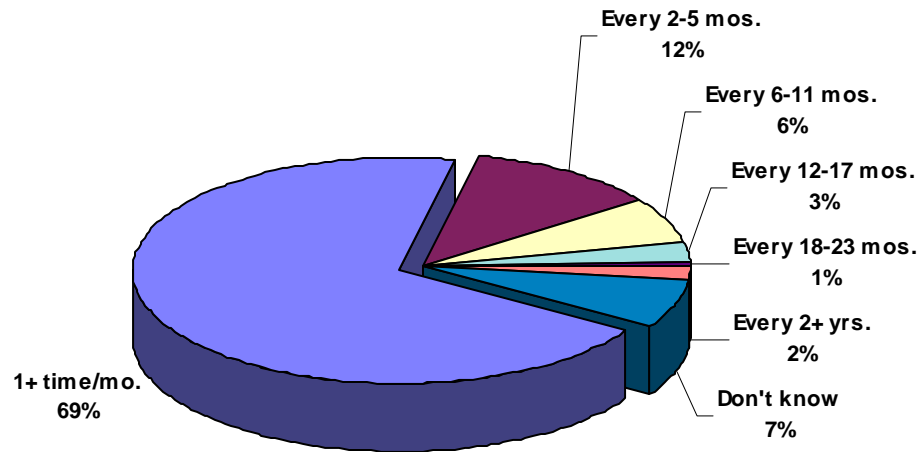
# FDA Inspection of Foreign Food Production Facilities

## INTRODUCTION:

C3B - The FDA inspects food-processing facilities periodically. Approximately how often do you feel the FDA should conduct its inspections of FOREIGN food-processing facilities?

### C3B - FDA Inspection: Foreign Facilities

*Median: 0.7 Months*





# Concern With Food-Related Issues

## INTRODUCTION:

C4ALL - I will read you several issues that may be relevant to consumers. For each issue, please indicate whether you are very concerned, concerned, somewhat concerned or not concerned at all.

**C4ALL - Very Concerned or Concerned: Concern With Issues**  
 [4 boxes: Very Concerned...Not Concerned at All]

	TOTAL	Gender		Age			Household Income			Region			
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NE	NCntrl	South	West
	%	%	%	%	%	%	%	%	%	%	%	%	%
Harmful bacteria or chemicals in food	83	78	88	87	79	85	88	85	75	81	82	88	79
Safety of imported foods	81	77	84	80	80	83	88	80	72	80	79	86	74
Dairy cows given synthetic growth hormones	70	58	81	70	67	72	80	71	56	74	69	69	68
Safety of meat treated with carbon monoxide to preserve red color	67	58	75	74	61	66	77	65	53	66	67	71	60
Eating meat or milk products from cloned or genetically engineered animals	58	47	68	60	56	58	69	60	40	64	54	62	50
Ocean pollution caused by fish farms advertised as organic	57	52	62	61	55	55	67	55	47	59	51	58	59
Degradation of plastics used to make or line food and beverage containers	54	47	60	46	56	60	59	54	49	58	54	54	51
Genetic engineering of food crops or animals to produce drugs, such as insulin	43	35	51	48	39	44	55	40	33	43	38	46	43
Health problems associated with eating fish caught in the wild	41	33	48	46	39	38	49	36	34	44	38	46	34





# Concern With Food-Related Issues (cont.)

## INTRODUCTION:

C4ALL - I will read you several issues that may be relevant to consumers. For each issue, please indicate whether you are very concerned, concerned, somewhat concerned or not concerned at all.

**C4ALL - Very Concerned: Concern With Issues**  
**[4 boxes: Very Concerned...Not Concerned at All]**

	TOTAL	Gender		Age			Household Income			Region			
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NE	NCntrl	South	West
	%	%	%	%	%	%	%	%	%	%	%	%	%
Harmful bacteria or chemicals in food	62	59	65	63	61	62	63	63	58	63	61	65	58
Safety of imported foods	58	56	61	51	59	64	62	57	56	59	61	62	49
Safety of meat treated with carbon monoxide to preserve red color	45	35	53	45	43	46	53	44	33	48	45	45	41
Dairy cows given synthetic growth hormones	43	33	52	38	43	46	48	40	37	47	45	39	43
Eating meat or milk products from cloned or genetically engineered animals	39	30	48	39	40	39	46	40	28	40	37	43	35
Ocean pollution caused by fish farms advertised as organic	34	31	36	35	32	34	42	31	27	35	32	34	35
Degradation of plastics used to make or line food and beverage containers	31	25	36	23	32	36	30	31	30	35	32	31	25
Genetic engineering of food crops or animals to produce drugs, such as insulin	22	16	27	20	22	24	28	19	18	22	22	22	21
Health problems associated with eating fish caught in the wild	22	19	24	22	22	21	26	17	18	22	22	25	15



# Food Safety and Regulation

## INTRODUCTION:

C5ALL - For each of the following statements, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

**C5ALL - Strongly or Somewhat Agree: Agreement With Regulatory Statements**  
**[4 boxes: Strongly Agree...Strongly Disagree]**

	TOTAL %	Gender		Age			Household Income			Region			
		Men %	Women %	18-34 %	35-54 %	55+ %	<\$40K %	\$40-74K %	\$75K+ %	NE %	NCntrl %	South %	West %
The government should have the ability to require a food recall when there are concerns about food safety	98	96	99	98	97	98	97	98	97	99	98	98	95
When food safety problems arise, the government should be able to quickly and accurately trace food from production to sale	97	97	98	95	99	98	95	99	99	95	97	99	96
When food safety problems arise, the FDA should disclose to the public information about the origin and retailer location of potentially harmful food	96	95	97	93	97	98	94	98	95	98	98	95	94
The USDA should disclose to the public information about schools, healthcare facilities, and other public and private institutions that receive recalled meat	96	94	97	93	99	94	93	97	97	97	96	95	95



# Food Safety and Regulation (cont.)

## INTRODUCTION:

C5ALL - For each of the following statements, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

**C5ALL - Strongly Agree: Agreement With Regulatory Statements  
[4 boxes: Strongly Agree...Strongly Disagree]**

	TOTAL %	Gender		Age			Household Income			Region			
		Men %	Women %	18-34 %	35-54 %	55+ %	<\$40K %	\$40-74K %	\$75K+ %	NE %	NCntrl %	South %	West %
When food safety problems arise, the FDA should disclose to the public information about the origin and retailer location of potentially harmful food	86	83	90	82	87	90	85	88	85	94	85	86	83
The government should have the ability to require a food recall when there are concerns about food safety	85	83	88	83	86	87	87	86	85	89	83	87	83
When food safety problems arise, the government should be able to quickly and accurately trace food from production to sale	83	80	86	79	84	87	85	84	82	87	82	84	79
The USDA should disclose to the public information about schools, healthcare facilities, and other public and private institutions that receive recalled meat	82	78	86	77	85	84	81	88	79	86	84	81	79



# Food Production and Safety

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## INTRODUCTION:

C6ALL - For each of the following statements, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

### C6ALL - Strongly or Somewhat Agree: Agreement With Food Production and Safety Statements

	TOTAL %	Gender		Age			Household Income			Region			
		Men %	Women %	18-34 %	35-54 %	55+ %	<\$40K %	\$40-74K %	\$75K+ %	NE %	NCntrl %	South %	West %
Meat companies should be allowed to test and label meat products as "tested for mad cow disease"	96	96	96	98	95	95	96	95	97	95	98	97	93
Processed or packaged foods should be labeled by their country of origin	95	95	96	93	96	96	97	98	93	95	96	96	94
Country-of-origin labeling for products should always be available at point of purchase	95	94	97	92	97	97	94	98	96	94	98	96	93
Food products made from genetically engineered animals should be labeled as such	95	93	96	96	93	95	96	97	92	97	96	94	93
Specialty meat and fish stores should label their products by country of origin	94	94	95	90	96	97	94	97	93	93	96	95	94
Meat and dairy products from cloned animals should be labeled as such	94	90	97	93	95	94	96	97	91	97	93	94	92
Meat treated with carbon monoxide should be labeled as such	93	91	96	95	95	91	93	97	94	95	95	93	92
Fish labeled organic should be produced from 100% organic feed like all other organic food animals	93	91	95	94	93	93	93	94	95	95	94	92	92
Dairies that produce milk and milk products without artificial growth hormones should be allowed to label their products as being free of these hormones	93	90	95	92	95	90	91	93	94	91	95	92	92
Meat that contains any irradiated components should be labeled as such	92	90	94	93	93	90	93	95	89	93	94	90	91
Organic fish farms should be required to recover all waste so it can't pollute the environment	90	87	93	91	90	89	93	91	89	96	89	87	90
Cloning of food animals should be prohibited	69	59	79	73	67	67	80	70	53	79	63	71	63

**C6ALL - Strongly Agree: Agreement With Food Production and Safety Statements**

	TOTAL	Gender		Age			Household Income			Region			
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NE	NCntrl	South	West
	%	%	%	%	%	%	%	%	%	%	%	%	%
Meat and dairy products from cloned animals should be labeled as such	79	71	86	76	81	82	84	84	71	82	78	81	75
Food products made from genetically engineered animals should be labeled as such	78	71	85	74	80	79	83	81	72	79	80	75	80
Meat treated with carbon monoxide should be labeled as such	77	69	84	75	77	78	85	81	67	79	80	75	76
Meat companies should be allowed to test and label meat products as "tested for mad cow disease"	77	74	79	78	75	78	84	75	71	78	77	79	71
Dairies that produce milk and milk products without artificial growth hormones should be allowed to label their products as being free of these hormones	75	70	80	72	79	75	74	76	75	73	78	75	76
Processed or packaged foods should be labeled by their country of origin	75	76	75	64	77	84	79	80	71	73	75	77	76
Country-of-origin labeling for products should always be available at point of purchase	73	71	76	62	74	84	72	81	71	69	75	77	70
Specialty meat and fish stores should label their products by country of origin	73	72	74	64	72	82	73	78	71	66	75	73	76
Meat that contains any irradiated components should be labeled as such	72	63	80	68	73	75	77	73	67	75	72	71	71
Fish labeled organic should be produced from 100% organic feed like all other organic food animals	69	63	74	68	68	71	69	71	69	69	68	70	68
Organic fish farms should be required to recover all waste so it can't pollute the environment	68	63	73	74	62	72	78	66	60	76	67	67	64
Cloning of food animals should be prohibited	49	39	59	50	46	52	60	52	33	48	46	52	48



# “Naturally Raised” Meat Label

C7ALL - Do you think that the "naturally raised" label on a meat product should mean...

	TOTAL	Gender		Age			Household Income			Region			
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NE	NCntrl	South	West
	%	%	%	%	%	%	%	%	%	%	%	%	%
It came from an animal whose diet was free of chemicals, drugs and animal byproducts	86	82	90	89	87	83	86	91	86	90	82	87	86
It came from an animal that was raised in a natural environment	85	84	86	84	88	83	85	88	88	87	88	85	83
It came from an animal that ate a natural diet	85	82	88	85	88	83	85	90	85	89	82	84	88
It did not come from a cloned or genetically engineered animal	78	75	81	83	76	76	83	85	68	83	77	76	77
It came from an animal that had access to the outdoors	77	77	77	78	77	75	80	81	75	81	75	77	76
It came from an animal that was treated humanely	76	68	84	78	77	74	76	81	72	75	78	77	74
No salt water was added to the cut of meat	69	65	72	71	65	71	72	70	68	74	64	67	73
It came from an animal that was not confined	68	63	72	71	68	66	68	74	63	71	64	68	70
None of these	2	2	1	1	2	2	1	0	2	1	2	2	2
Don't know	1	0	1		0	2	1	0		1	0	1	1



# Engineered Nanomaterials

C8ALL - Which of the following statements describe what engineered nanomaterials are?

	TOTAL	Gender		Age			Household Income			Region			
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NE	NCntrl	South	West
	%	%	%	%	%	%	%	%	%	%	%	%	%
[True] Very small synthetic ingredients that can have different properties	46	50	42	51	51	36	50	48	45	56	39	43	50
[False] Living organisms carry genetic material that has been altered	42	42	41	50	43	32	46	43	40	47	39	40	43
[True] Chemicals created on the scale of a billionth of a meter	41	42	40	45	45	33	42	41	47	41	38	40	45
[False] Materials that have been irradiated to kill bacteria	36	35	37	47	33	31	46	35	30	41	31	38	36
Don't know/I haven't heard of engineered nanomaterials	36	32	40	30	32	47	34	36	33	29	41	36	37
<b><i>True Only (Net)</i></b>	<b>13</b>	<b>15</b>	<b>11</b>	<b>10</b>	<b>17</b>	<b>11</b>	<b>9</b>	<b>13</b>	<b>18</b>	<b>13</b>	<b>13</b>	<b>12</b>	<b>14</b>
<b><i>False Only (Net)</i></b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>7</b>





# Current Safety of Food Supply

C9 - How would you rate the CURRENT safety of the nation's food supply? Would you say...

	Gender		Age			Household Income			Region				
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NE	NCntrl	South	West
	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Safe (Net)</b>	<b>73</b>	<b>79</b>	<b>68</b>	<b>70</b>	<b>73</b>	<b>76</b>	<b>70</b>	<b>74</b>	<b>77</b>	<b>70</b>	<b>77</b>	<b>72</b>	<b>74</b>
Very safe	12	15	9	6	13	16	8	12	17	10	12	12	12
Somewhat safe	61	64	59	64	60	60	62	63	60	59	64	61	62
Somewhat unsafe	21	14	28	23	22	19	22	19	22	24	19	23	18
Very unsafe	5	7	4	8	4	4	7	7	1	5	4	4	7
<b>Unsafe (Net)</b>	<b>26</b>	<b>21</b>	<b>32</b>	<b>30</b>	<b>26</b>	<b>23</b>	<b>29</b>	<b>26</b>	<b>23</b>	<b>30</b>	<b>23</b>	<b>28</b>	<b>25</b>
Don't know	1	0	1		1	1	1		0	1	1	0	1



# Change in Safety of Food Supply

**C10 - Thinking about the PAST SEVERAL YEARS, would you say that your confidence in the safety of the nation's food supply has increased strongly, increased somewhat, stayed the same, decreased somewhat or decreased strongly?**

	Gender		Age			Household Income			Region				
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NE	NCntrl	South	West
	%	%	%	%	%	%	%	%	%	%	%	%	%
<b><i>Increased (Net)</i></b>	<b>20</b>	<b>18</b>	<b>22</b>	<b>25</b>	<b>17</b>	<b>19</b>	<b>28</b>	<b>16</b>	<b>18</b>	<b>13</b>	<b>24</b>	<b>22</b>	<b>19</b>
Increased strongly	4	4	5	5	2	7	9	2	2	2	4	7	2
Increased somewhat	16	14	17	19	15	13	19	14	16	11	19	15	17
<b><i>Stayed the same</i></b>	<b>32</b>	<b>39</b>	<b>24</b>	<b>31</b>	<b>32</b>	<b>32</b>	<b>25</b>	<b>31</b>	<b>36</b>	<b>34</b>	<b>30</b>	<b>30</b>	<b>34</b>
Decreased somewhat	35	32	38	33	38	34	33	34	38	40	33	34	35
Decreased strongly	13	10	15	11	12	14	15	18	8	12	11	14	12
<b><i>Decreased (Net)</i></b>	<b>48</b>	<b>43</b>	<b>53</b>	<b>44</b>	<b>50</b>	<b>48</b>	<b>47</b>	<b>52</b>	<b>46</b>	<b>53</b>	<b>45</b>	<b>48</b>	<b>47</b>
Don't know	1	0	1		1	1	0	0	0		1	0	0



# Government Protection of Food Supply

C11 - Please rate your agreement with the following statement:

The government is doing all it can to ensure the safety of America's food supply. Do you...

	TOTAL	Gender		Age			Household Income			Region			
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NE	NCntrl	South	West
	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Agree (Net)</b>	<b>54</b>	<b>57</b>	<b>51</b>	<b>57</b>	<b>53</b>	<b>51</b>	<b>52</b>	<b>47</b>	<b>56</b>	<b>48</b>	<b>53</b>	<b>55</b>	<b>56</b>
Strongly agree	10	12	8	12	8	12	14	7	10	11	10	11	10
Somewhat agree	43	44	42	45	45	39	38	39	47	36	43	45	46
Somewhat disagree	28	26	29	27	30	27	28	33	30	35	31	23	26
Strongly disagree	18	16	19	16	16	21	19	19	13	17	16	21	15
<b>Disagree (Net)</b>	<b>45</b>	<b>43</b>	<b>48</b>	<b>43</b>	<b>46</b>	<b>48</b>	<b>47</b>	<b>52</b>	<b>43</b>	<b>52</b>	<b>47</b>	<b>44</b>	<b>41</b>
Don't know	1	1	1	2	1	1	1	1	1	1	0	1	2

## Profile

	Gender		Age			Household Income			
	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	
<b>TOTAL</b>	<b>Men</b>	<b>Women</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>	<b>&lt;\$40K</b>	<b>\$40-74K</b>	<b>\$75K+</b>	
%	%	%	%	%	%	%	%	%	
<b>UNWEIGHTED BASE</b>	1,001	500	501	173	344	479	305	247	272
							a		
<b><u>GENDER</u></b>									
Male	48	100		50	47	48	43	46	56
Female	52		100	50	53	52	57	54	44
<b><u>AGE</u></b>									
18-34	30	31	30	100			44	22	25
35-44	19	20	17		49		10	22	29
45-54	19	17	22		51		16	21	24
55-64	14	16	13			47	12	16	14
65+	16	15	18			53	18	19	7
Refused/Nr	1	1	1				0		
MEDIAN (Years)	45.2	43.1	46.2	26.0	45.2	66.3	40.9	47.5	42.7
<b><u>EDUCATION</u></b>									
Some HS or less	9	10	8	13	5	9	17	3	4
HS graduate	28	26	29	31	25	27	42	30	13
Some college	28	29	28	33	26	27	27	32	26
<i>College grad+ [Net]</i>	33	33	33	21	41	35	13	35	57
College grad	21	22	21	17	24	23	11	23	36
Postgrad degree	12	11	12	4	17	12	3	12	22
Refused/Nr	2	3	2	1	3	2			
<b><u>HOUSEHOLD INCOME</u></b>									
Under \$25,000	17	14	20	24	10	20	49		
\$25,000 but less than \$50,000	27	25	30	34	22	28	51	37	
\$50,000 but less than \$75,000	16	17	16	11	19	18		63	
\$75,000 but less than \$100,000	16	17	14	18	18	10			48
\$100,000 or more	17	21	14	9	26	13			52
Refused	6	6	6	3	5	10			
MEDIAN (000s)	\$53.6	\$62.0	\$47.4	\$42.6	\$70.3	\$47.5	\$25.3	\$55.0	\$104.3

Profile (cont.)

	Gender		Age			Household Income			
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+
	%	%	%	%	%	%	%	%	%
<b>UNWEIGHTED BASE</b>	1,001	500	501	173	344	479	305	247	272
<b><u>EMPLOYMENT</u></b>									
Employed full time	48	57	39	50	68	23	34	47	70
Retired	20	19	21		3	61	24	24	8
Not employed	16	10	22	24	17	9	26	15	10
Employed part time	13	10	16	25	8	6	16	13	11
Refused/Nr	3	3	2	2	4	2	0	1	1
<b><u>MARITAL STATUS</u></b>									
Married	55	58	53	37	69	58	29	64	82
Single and never been married	23	23	22	55	11	5	38	17	10
Divorced	9	9	10	3	10	15	18	8	3
Widowed	6	3	9		0	20	11	4	1
Living as married	3	3	3	3	5	1	2	5	4
Separated	1	1	1		1	1	1	2	
Refused/Nr	2	3	1	1	3	1			
<b><u>RACE</u></b>									
White/Caucasian	73	72	74	56	77	84	63	72	87
Black/African-American	12	11	13	23	8	7	20	9	7
Some other race	12	14	10	18	10	8	16	15	8
Asian/Asian-American	2	2	2	3	2	1	2	3	2
Refused/Nr	4	5	3	3	5	2	1	3	
<b><u>REGION</u></b>									
Northeast	19	19	18	15	21	20	19	17	18
North Central	22	23	22	19	22	25	23	26	20
South	36	36	37	37	36	37	37	34	36
West	23	22	23	29	22	18	20	23	26