



Final Report

Country of Origin Labeling Poll

**For Public
Release**

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Consumer Reports National Research Center

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Methodology

- Telephone surveys were conducted among 1,014 random adults comprising 507 men and 507 women 18 years of age and older. Interviewing took place over September 30-October 3, 2010.
- 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.
- 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. 1,014 interviews were completed among adults aged 18+. Interviewing took place over September 30-October 3, 2010. The sampling error is +/- 3.1 percentage points at a 95% confidence level.



Country of Origin Labeling

- Nearly half (47%) of consumers said they prefer comprehensive labeling—the label for meat from an animal raised both in the U.S. and Mexico should reflect the animal’s complete history. One-quarter (25%) preferred the label to show the country of birth, and one-fifth (21%) would like the country that imported the animal displayed on the label.
 - ✓ Consumers under age 55 years and those with household income of at least \$40,000 were most likely to prefer labels with the complete history.
 - ✓ Older respondents, aged 55+ years, and those earning under \$40,000 disproportionately want the label to show where the animal was fattened, slaughtered and sold.

G1 - Suppose a cow is born and raised in Mexico, and then sent to the U.S. to be fattened for two months, slaughtered and sold. If you saw the meat from this animal in your supermarket, which of the following labels would you prefer it to have?

	TOTAL	Gender		Age			Household Income			Region			
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	Midwest	South	West
UNWEIGHTED BASE	1,014	507	507	130	314	539	323	220	226	192	221	369	232
	%	%	%	%	%	%	%	%	%	%	%	%	%
Product of U.S. and Mexico	47	49	46	50	55	38	44	51	55	43	46	48	50
Product of Mexico	25	25	24	26	24	24	24	22	28	32	26	22	22
Product of U.S.	21	20	23	16	16	31	28	20	10	15	20	22	26
Other (specify)	1	1	1	0	1	1	0	1	0	1	1	1	-
Don't know	6	6	6	8	4	6	4	5	6	8	7	7	2



Verbatims

- **Unaided, eight respondents chose to specify their own answer to the question.**
 - ✓ **Don't care as long as it's USDA-approved**
 - ✓ **I wouldn't have it**
 - ✓ **I'm a vegetarian**
 - ✓ **Not labeled**
 - ✓ **Origin not of U.S.**
 - ✓ **Raise my own animals**
 - ✓ **Raised in Mexico**
 - ✓ **Wouldn't want anything on label**



Profile

- **Men and women were about equally represented in the poll, and the median age of respondents was 46 years.**
- **Overall, 37% of participants reported having at least a four-year college degree, but 35% had no education beyond high school.**
- **Median household income of interviewed consumers was about \$49,000, and 37% said they are employed full time.**
- **Most respondents (53%) said they are married, and around 7 in 10 identified themselves as Caucasian.**

Profile

	Gender		Age			Household Income			
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+
	%	%	%	%	%	%	%	%	%
UNWEIGHTED BASE	1,014	507	507	130	314	539	323	220	226
<u>GENDER</u>									
Male	49	100		48	50	48	47	43	62
Female	51		100	52	50	52	53	57	38
<u>AGE</u>									
18-34	29	29	29	100			39	31	23
35-44	18	17	19		50		10	19	29
45-54	18	21	16		50		16	18	23
55-64	15	15	15			48	15	13	16
65+	16	16	17			52	17	19	8
Refused/Nr	3	2	4				3		
MEDIAN (Years)	45.6	46.2	44.7	26.5	45.0	66.1	44.3	45.4	44.0
<u>EDUCATION</u>									
Some HS or less	8	10	6	14	5	6	9	4	7
HS graduate	27	28	26	30	22	31	39	20	12
Some college	27	22	32	26	28	27	34	36	18
<i>College grad+ [Net]</i>	37	40	34	29	45	37	18	39	63
College grad	22	25	19	18	28	19	12	23	35
Postgrad degree	15	15	15	11	17	18	6	16	28
Refused/Nr	1	1	1			0	0		
<u>HOUSEHOLD INCOME</u>									
Under \$25,000	18	17	19	23	12	20	48		
\$25,000 but less than \$50,000	27	24	31	34	21	28	52	33	
\$50,000 but less than \$75,000	16	15	18	18	16	16		67	
\$75,000 but less than \$100,000	11	13	9	14	12	8			40
\$100,000 or more	16	21	12	8	26	14			60
Refused	11	10	12	4	13	14			
MEDIAN (000s)	\$49.3	\$56.7	\$45.6	\$43.5	\$65.9	\$45.6	\$25.9	\$56.3	\$116.6

Profile (cont.)

	Gender		Age			Household Income			
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+
	%	%	%	%	%	%	%	%	%
UNWEIGHTED BASE	1,014	507	507	130	314	539	323	220	226
<u>EMPLOYMENT</u>									
Employed full time	37	43	31	37	55	17	27	41	58
Not currently employed	22	17	27	38	22	7	31	18	10
Retired	21	19	22		4	60	23	21	11
Employed part time	11	8	14	16	11	6	13	10	9
Self-employed	9	12	6	9	8	9	4	10	12
Refused/Nr	1	1	1	0	0	1	1	0	
<u>MARITAL STATUS</u>									
Married	53	53	53	37	65	57	33	59	77
Single and never been married	25	30	20	51	19	9	36	21	14
Divorced	8	7	9	4	9	11	13	7	5
Widowed	7	3	10		1	20	11	5	1
Living as married	3	2	3	4	3	1	3	4	2
Separated	2	2	3	3	3	2	4	2	1
Refused/Nr	2	2	1	1		1			
<u>SPANISH/HISPANIC/LATINO</u>									
Yes	14	13	14	28	11	3	17	16	12
No	85	85	84	71	89	96	83	84	88
Refused/Nr	2	1	2	0	0	0	0		
<u>RACE*</u>									
White/Caucasian	72	73	71	58	74	85	66	73	83
Black/African-American	13	10	15	16	14	9	19	9	7
Asian/Asian-American	1	2	0	2	0	1	1	1	0
Some other race	14	15	13	26	12	5	18	16	9
Refused/Nr	3	3	3	2	0	2	0	1	2
*Multiple responses allowed									
<u>REGION</u>									
Northeast	17	17	17	18	15	17	16	15	19
North Central	22	23	22	18	24	26	24	21	20
South	37	37	38	37	36	38	40	36	34
West	23	23	23	27	24	19	20	29	27