



2020 LABEL SURVEY RESULTS REPORT

In January 2020, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) commissioned a national web-based survey conducted by Lake Research Institute to 1,000 American adults. This survey was intended to gauge public beliefs about the role of government in setting and enforcing clear food label definitions and supporting farmers transitioning to more humane practices.

Survey results demonstrate that the majority of consumers believe the government should set and enforce clear definitions for food labels and support farmers transitioning to more humane practices.

76%

of consumers think the government should be enforcing clear definitions for food labels related to animal welfare.

74%

of consumers think the government should be supporting farmers transitioning to more humane practices.

65%

of consumers think public institutions should only purchase meat, eggs and dairy products from animals raised more humanely.

Survey results also demonstrate that both Republicans and Democrats believe that government should be setting and enforcing clear definitions for food labels, that institutions like schools and government agencies should purchase only animal-sourced products that were raised humanely, and that government should provide support to farmers looking to transition to more humane practices. Results show that support is similar across regions.

RESULTS

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

	Total	Democrat	Republican	Northeast	Midwest	South	West
Should	76%	82%	72%	82%	70%	72%	81%
Should Not	13%	9%	18%	9%	17%	16%	9%

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

	Total	Democrat	Republican	Northeast	Midwest	South	West
Should	65%	71%	60%	69%	60%	62%	69%
Should Not	18%	13%	25%	16%	21%	20%	13%

3. 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?

	Total	Democrat	Republican	Northeast	Midwest	South	West
Should	74%	81%	70%	79%	67%	74%	76%
Should Not	14%	11%	18%	9%	20%	15%	13%