

Question M1

Are you in favor of requiring food sellers to indicate, on the package label, the country of origin of the fresh meat they sell-that is, where the meat came from originally? Would you say you...

	Sex		Age					Region					Race			Interview Method	
	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	North-east (I)	Mid-West (J)	South (K)	West (L)	White Only (Non-Hisp) (M)	Black Only (Non-Hisp) (N)	Hispanic (Any Race) (O)	Landline (P)	Cell Phone (Q)	
Unweighted Total	1009	506	503	215	114	168	204	304	187	226	372	224	727	81	71	659	350
Weighted Total	1000	486	514	308	171	189	159	168	185	219	370	227	656	112*	138*	567	433
Favor (Net)	904 90%	424 87%	480 93%B	276 89%	160 93%	171 90%	148 93%H	146 87%	163 88%	203 93%	334 90%	204 90%	604 92%	96 86%	121 88%	510 90%	394 91%
Favor strongly	694 69%	334 69%	359 70%	183 59%	124 72%D	144 76%D	124 78%DH	115 68%	126 68%	152 69%	266 72%	150 66%	469 71%	70 62%	93 67%	410 72%Q	283 65%
Favor somewhat	210 21%	90 18%	121 23%	93 30%FG	36 21%	26 14%	24 15%	31 18%	37 20%	51 23%	68 18%	54 24%	135 21%	26 23%	28 20%	100 18%	111 26%P
Oppose (Net)	74 7%	51 10%C	23 5%	24 8%	9 6%	18 9%	8 5%	15 9%	17 9%	12 5%	32 9%	13 6%	39 6%	15 13%M	13 9%	40 7%	34 8%
Oppose somewhat	44 4%	33 7%C	12 2%	16 5%	4 2%	9 5%	6 4%	10 6%	7 4%	10 5%	19 5%	8 4%	24 4%	6 5%	10 7%	25 4%	20 5%
Oppose strongly	30 3%	18 4%	12 2%	8 3%	6 3%	9 5%	2 1%	6 3%	10 5%J	2 1%	14 4%	4 2%	14 2%	10 9%M	3 2%	15 3%	14 3%
Don't know	22 2%	11 2%	11 2%	9 3%	2 1%	1 *	3 2%	7 4%F	4 2%	4 2%	4 1%	10 5%K	13 2%	1 1%	5 3%	17 3%	5 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N/O - P/Q
Overlap formulae used. * small base

ORC STUDY #722198/74419

CARAVAN
FRESH MEAT LABELING

MAY 9-12, 2013

Question M1

Are you in favor of requiring food sellers to indicate, on the package label, the country of origin of the fresh meat they sell-that is, where the meat came from originally? Would you say you...

	Household Income						H.H. Size			Children In H.H.				Education		
	Total (A)	LT	\$25K- LT	\$50K- LT	\$75K- LT	\$100K Or More (F)	1	2	3 Or More (I)	None (J)	Any (K)	Under 13 (L)	13- 17 (M)	HS Grad or Less (N)	Coll Incom- plete (O)	Coll Grad (P)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Total	1009	199	230	149	91	148	244	371	360	730	251	194	104	337	286	352
Weighted Total	1000	234	242	138	89*	137	211	326	435	644	333	276	129*	413	285	274
Favor (Net)	904 90%	211 90%	218 90%	127 92%	86 97%	122 89%	184 87%	293 90%	402 92%	585 91%	298 90%	247 90%	114 88%	366 89%	263 92%	250 91%
Favor strongly	694 69%	156 67%	170 70%	100 72%	64 72%	92 68%	135 64%	237 73%G	300 69%	458 71%	218 66%	177 64%	84 66%	292 71%	195 68%	187 68%
Favor somewhat	210 21%	55 23%	48 20%	27 20%	22 25%	30 22%	49 23%	56 17%	102 23%	127 20%	80 24%	71 26%	29 23%	74 18%	68 24%	63 23%
Oppose (Net)	74 7%	15 6%	21 9%	8 6%	2 2%	11 8%	21 10%	25 8%	27 6%	47 7%	25 8%	19 7%	15 11%	36 9%	19 7%	19 7%
Oppose somewhat	44 4%	9 4%	11 5%	4 3%	2 2%	10 7%	12 6%	18 5%	14 3%	31 5%	13 4%	9 3%	7 6%	18 4%	12 4%	14 5%
Oppose strongly	30 3%	6 2%	10 4%	4 3%	0 0	* *	9 4%	7 2%	13 3%	16 2%	12 4%	10 4%	7 6%	17 4%	6 2%	5 2%
Don't know	22 2%	8 3%	3 1%	3 2%	* *	4 3%	7 3%	8 2%	7 2%	12 2%	9 3%	9 3%	1 *	12 3%	4 1%	5 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P
Overlap formulae used. * small base

Question M2

Animals like cattle and hogs can be born in one country, raised in another country, and processed in a third country. The U.S. Department of Agriculture is proposing that food sellers be required to indicate, on the package label, the country or countries where each of these activities takes place. Do you favor or oppose this required disclosure? Would you say you...

	Sex			Age					Region				Race			Interview Method	
	Total (A)	Male (B)	Fe-male (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	North-east (I)	Mid-West (J)	South (K)	West (L)	White Only (Non-Hisp) (M)	Black Only (Non-Hisp) (N)	Hispanic (Any Race) (O)	Land-line (P)	Cell Phone (Q)
Unweighted Total	1009	506	503	215	114	168	204	304	187	226	372	224	727	81	71	659	350
Weighted Total	1000	486	514	308	171	189	159	168	185	219	370	227	656	112*	138*	567	433
Favor (Net)	869 87%	425 88%	444 86%	263 85%	154 90%	164 87%	138 87%	148 88%	162 88%	190 87%	325 88%	192 85%	586 89%	94 84%	114 83%	510 90%Q	359 83%
Favor strongly	642 64%	305 63%	337 65%	160 52%	115 67%D	138 73%D	113 71%D	113 67%D	126 68%L	144 66%	243 66%	129 57%	439 67%	70 62%	77 56%	375 66%	267 62%
Favor somewhat	227 23%	120 25%	107 21%	103 33%FG H	39 23%	26 14%	25 15%	34 20%	36 19%	47 21%	82 22%	63 28%	147 22%	24 22%	36 26%	135 24%	92 21%
Oppose (Net)	117 12%	52 11%	65 13%	43 14%	15 9%	24 13%	17 11%	16 10%	21 11%	24 11%	42 11%	30 13%	60 9%	16 14%	23 17%	46 8%	71 16%P
Oppose somewhat	72 7%	30 6%	41 8%	30 10%	7 4%	17 9%	8 5%	9 5%	9 5%	14 6%	23 6%	26 12%IK	38 6%	7 6%	20 14%M	26 5%	45 10%P
Oppose strongly	45 5%	22 4%	24 5%	13 4%	8 5%	8 4%	9 6%	8 5%	12 7%L	10 5%	19 5%	4 2%	22 3%	9 8%	4 3%	20 3%	26 6%
Don't know	14 1%	8 2%	6 1%	3 1%	2 1%	1 *	4 3%	4 3%	2 1%	4 2%	3 1%	5 2%	10 1%	2 2%	1 *	10 2%	3 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N/O - P/Q
Overlap formulae used. * small base

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Animals like cattle and hogs can be born in one country, raised in another country, and processed in a third country. The U.S. Department of Agriculture is proposing that food sellers be required to indicate, on the package label, the country or countries where each of these activities takes place. Do you favor or oppose this required disclosure? Would you say you...

	Household Income						H.H. Size			Children In H.H.				Education		
	Total (A)	LT	\$25K-	\$50K-	\$75K-	\$100K	-----			-----				HS	Coll	
		\$25K (B)	LT \$50K (C)	LT \$75K (D)	LT \$100K (E)	Or More (F)	1	2	3 Or More (I)	None (J)	Any (K)	Under 13 (L)	13- 17 (M)	Grad or Less (N)	Incom- plete (O)	Coll Grad (P)
Unweighted Total	1009	199	230	149	91	148	244	371	360	730	251	194	104	337	286	352
Weighted Total	1000	234	242	138	89*	137	211	326	435	644	333	276	129*	413	285	274
Favor (Net)	869 87%	199 85%	208 86%	124 90%	81 92%	123 90%	181 86%	289 89%	376 86%	567 88%	283 85%	234 85%	109 84%	351 85%	254 89%	243 89%
Favor strongly	642 64%	145 62%	167 69%	83 60%	56 63%	93 68%	136 65%	218 67%	267 61%	434 67%K	192 58%	161 58%	69 54%	261 63%	188 66%	175 64%
Favor somewhat	227 23%	54 23%	42 17%	41 30%C	25 29%C	30 22%	45 21%	70 22%	109 25%	133 21%	91 27%	72 26%	39 31%	90 22%	66 23%	68 25%
Oppose (Net)	117 12%	32 14%	31 13%	11 8%	7 8%	11 8%	26 12%	34 10%	52 12%	69 11%	43 13%	36 13%	20 15%	57 14%	29 10%	27 10%
Oppose somewhat	72 7%	16 7%	25 10%	7 5%	6 7%	6 4%	16 7%	22 7%	32 7%	44 7%	26 8%	23 8%	9 7%	27 7%	23 8%	20 7%
Oppose strongly	45 5%	16 7%	6 2%	4 3%	1 1%	5 3%	10 5%	12 4%	20 5%	25 4%	17 5%	13 5%	10 8%	30 7%OP	6 2%	7 3%
Don't know	14 1%	3 1%	3 1%	3 2%	* *	3 2%	4 2%	3 1%	7 2%	8 1%	6 2%	6 2%	1 *	6 1%	3 1%	4 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P
Overlap formulae used. * small base

Question M3

At present, beef products from animals born and raised in one country and processed in the U.S. are labeled simply as a product of both countries. The U.S. Department of Agriculture is proposing that, for meat products from these animals, food sellers be required to indicate, on the package label, the country or countries where the animal was born and raised, and the fact that the meat was processed in the U.S. Do you favor or oppose this required disclosure? Would you say you...

	Sex			Age					Region				Race		Interview Method		
	Total (A)	Male (B)	Fe-male (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	North-east (I)	Mid-West (J)	South (K)	West (L)	White Only (Non-Hisp) (M)	Black Only (Non-Hisp) (N)	Hispanic (Any Race) (O)	Land-line (P)	Cell Phone (Q)
Unweighted Total	1009	506	503	215	114	168	204	304	187	226	372	224	727	81	71	659	350
Weighted Total	1000	486	514	308	171	189	159	168	185	219	370	227	656	112*	138*	567	433
Favor (Net)	895 90%	430 88%	465 90%	274 89%	158 92%	171 91%	142 89%	146 87%	173 94%	192 88%	333 90%	198 87%	600 91%O	98 87%	113 82%	512 90%	383 88%
Favor strongly	636 64%	307 63%	328 64%	150 49%	120 70%D	137 72%D	114 71%D	112 67%D	129 70%L	139 64%	245 66%L	123 54%	435 66%O	74 66%	69 50%	389 69%Q	247 57%
Favor somewhat	260 26%	122 25%	137 27%	124 40%EF GH	37 22%	35 18%	28 18%	34 20%	44 24%	53 24%	88 24%	75 33%K	165 25%	25 22%	45 32%	123 22%	137 32%P
Oppose (Net)	94 9%	50 10%	44 9%	32 10%	11 7%	17 9%	17 11%	16 10%	10 5%	22 10%	36 10%	26 11%	47 7%	13 12%	24 17%M	46 8%	48 11%
Oppose somewhat	54 5%	34 7%	21 4%	26 8%	5 3%	7 4%	11 7%	6 4%	4 2%	14 6%	16 4%	21 9%IK	28 4%	6 5%	16 12%M	27 5%	28 6%
Oppose strongly	39 4%	16 3%	23 4%	6 2%	7 4%	11 6%	6 4%	10 6%D	6 3%	9 4%	20 5%	4 2%	19 3%	7 6%	8 6%	19 3%	20 5%
Don't know	11 1%	6 1%	5 1%	3 1%	2 1%	0 0	1 *	6 3%DFG	2 1%	5 2%K	1 *	3 2%	9 1%	1 1%	1 *	9 2%	2 *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N/O - P/Q
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	Household Income						H.H. Size			Children In H.H.				Education		
	Total (A)	LT \$25K (B)	\$25K- LT \$50K (C)	\$50K- LT \$75K (D)	\$75K- LT \$100K (E)	Or More (F)	1 (G)	2 (H)	3 Or More (I)	None (J)	Any (K)	Under 13 (L)	13- 17 (M)	HS Grad or Less (N)	Coll Incom- plete (O)	Coll Grad (P)
Unweighted Total	1009	199	230	149	91	148	244	371	360	730	251	194	104	337	286	352
Weighted Total	1000	234	242	138	89*	137	211	326	435	644	333	276	129*	413	285	274
Favor (Net)	895 90%	207 88%	217 90%	126 91%	83 94%	123 90%	187 89%	300 92%	382 88%	584 91%	290 87%	238 86%	116 90%	363 88%	261 91%	246 90%
Favor strongly	636 64%	145 62%	159 66%	95 69%	53 60%	88 64%	133 63%	218 67%	265 61%	427 66%K	192 58%	160 58%	79 61%	264 64%	183 64%	169 62%
Favor somewhat	260 26%	62 27%	58 24%	31 23%	30 34%	35 26%	55 26%	82 25%	117 27%	156 24%	98 30%	78 28%	37 28%	99 24%	77 27%	77 28%
Oppose (Net)	94 9%	25 11%	24 10%	9 7%	5 6%	11 8%	20 9%	24 7%	48 11%	54 8%	38 11%	33 12%	13 10%	45 11%	23 8%	24 9%
Oppose somewhat	54 5%	8 4%	19 8%	6 5%	4 4%	7 5%	9 4%	10 3%	35 8%H	30 5%	25 7%	22 8%	7 5%	16 4%	21 7%	17 6%
Oppose strongly	39 4%	17 7%C	6 2%	3 2%	1 1%	4 3%	10 5%	14 4%	13 3%	24 4%	13 4%	11 4%	7 5%	28 7%OP	2 1%	7 2%
Don't know	11 1%	2 1%	1 *	2 2%	* *	3 2%	4 2%	2 1%	5 1%	6 1%	5 1%	5 2%	0 0	6 1%	1 1%	4 1%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P
Overlap formulae used. * small base