

John Zogby Strategies Poll of US Adults 1/29/2021
 N=1000 Margin of Error +/- 3.2 percentage points

1. How often do you consume meat (including poultry)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than Once a Week	656	65.6	65.6	65.6
	Weekly	235	23.5	23.5	89.1
	A Few Times per Month/On Occasion	75	7.5	7.5	96.6
	Never	34	3.4	3.4	100.0
	Total	1000	100.0	100.0	

2. How important is it that the meat you purchase is labeled antibiotic-free?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	321	32.1	33.2	33.2
	Somewhat Important	332	33.2	34.4	67.6
	Not Too Important	203	20.3	21.0	88.6
	Not Important At All	62	6.2	6.4	95.1
	Not Sure	48	4.8	4.9	100.0
	Total	966	96.6	100.0	
Missing	.00	34	3.4		
Total		1000	100.0		

3. Regarding practices, what do you consider before buying meat?

		n	%
\$q3	How the livestock is raised	404	41.9
	How the livestock is slaughtered	269	27.9
	How the livestock is processed	386	39.9
	None of the above	347	35.9
	Total	966	100.0

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4. Regarding labels, what do you consider before buying meat?

	n	%
\$q4 Brand recognition	375	38.8
Cost	608	62.9
Fat content	434	45.0
Antibiotic-free	364	37.7
Hormone-free	354	36.7
Organic	212	21.9
Non GMO (non-genetically modified)	253	26.2
None of the above	73	7.5
Total	966	100.0

5. Do you believe claims by companies when they say their meat is organic, natural, grass-fed or antibiotic free?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Most of the Time	253	25.3	26.2	26.2
Some of the Time	448	44.8	46.4	72.6
Rarely	174	17.4	18.0	90.6
Not Sure	91	9.1	9.4	100.0
Total	966	96.6	100.0	
Missing .00	34	3.4		
Total	1000	100.0		

6. What percent of meat should companies have to test in order to claim they are antibiotic-free?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0%	20	2.0	2.0	2.0
1-10%	76	7.6	7.6	9.6
11-25%	137	13.7	13.7	23.3
26-50%	164	16.4	16.4	39.6
More than 50%	402	40.2	40.2	79.9
Not sure	201	20.1	20.1	100.0
Total	1000	100.0	100.0	

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7. Should companies release independently verified data to show their claims are valid?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	771	77.1	77.1	77.1
	No	103	10.3	10.3	87.5
	Not sure	125	12.5	12.5	100.0
	Total	1000	100.0	100.0	

8. Currently, 0.0025% of beef is tested for antibiotics by the federal government.
 Should President Biden scale up such testing to protect our food supply?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	641	64.1	64.1	64.1
	No	148	14.8	14.8	79.0
	Not sure	210	21.0	21.0	100.0
	Total	1000	100.0	100.0	

9. Have you ever considered becoming a vegetarian or vegan?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	387	38.7	38.7	38.7
	No	613	61.3	61.3	100.0
	Total	1000	100.0	100.0	

10. How many Americans do you think die a year from antibiotic resistant superbugs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 1,000	134	13.4	13.4	13.4
	1000 - 10,000	244	24.4	24.4	37.8
	10,001 - 100,000	186	18.6	18.6	56.4
	100,001 - 500,000	68	6.8	6.8	63.1
	More than 500,000	30	3.0	3.0	66.2
	Not sure	338	33.8	33.8	100.0
	Total	1000	100.0	100.0	

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11. How concerned are you about future antibiotic resistant superbugs spreading through our food supply?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Concerned	368	36.8	36.8	36.8
	Somewhat Concerned	383	38.3	38.3	75.1
	Not Too Concerned	128	12.8	12.8	87.9
	Not Concerned At All	50	5.0	5.0	92.9
	Not Sure	71	7.1	7.1	100.0
	Total	1000	100.0	100.0	

12. Are you aware that 70% of antibiotics used in the U.S. are given to animals raised for food?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	354	35.4	35.4	35.4
	No	646	64.6	64.6	100.0
	Total	1000	100.0	100.0	

14. How concerned are you about the risk of antibiotic overuse leading to a pandemic caused by a drug-resistant virus or superbug?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Concerned	308	30.8	30.8	30.8
	Somewhat Concerned	383	38.3	38.3	69.1
	Not Too Concerned	175	17.5	17.5	86.7
	Not Concerned At All	46	4.6	4.6	91.2
	Not Sure	88	8.8	8.8	100.0
	Total	1000	100.0	100.0	

15. Which of the following statements comes closer to your view? A. Meat and poultry producers should be able to use antibiotics routinely to promote growth and general animal health. B. Antibiotic use should be reserved for treating diagnosed illnesses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Statement A	255	25.5	25.5	25.5
	Statement B	558	55.8	55.8	81.3
	Not Sure	187	18.7	18.7	100.0
	Total	1000	100.0	100.0	

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16. How much more are you willing to pay per pound to have testing data verifying the antibiotic free label claim?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 cent per pound	158	15.8	15.8	15.8
	10 cents per pound	397	39.7	39.7	55.5
	50 cents per pound	185	18.5	18.5	74.0
	Not sure	260	26.0	26.0	100.0
	Total	1000	100.0	100.0	

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	202	20.2	20.2	20.2
	30-49	386	38.6	38.6	58.8
	50-64	166	16.6	16.6	75.4
	65+	246	24.6	24.6	100.0
	Total	1000	100.0	100.0	

Age Group B

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	122	12.2	12.2	12.2
	25-34	178	17.8	17.8	30.0
	35-54	340	34.0	34.0	64.0
	55-69	166	16.6	16.6	80.6
	70+	194	19.4	19.4	100.0
	Total	1000	100.0	100.0	

Age Group C

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	202	20.2	20.2	20.2
	30-44	295	29.5	29.5	49.7
	45-64	257	25.7	25.7	75.4
	65+	246	24.6	24.6	100.0
	Total	1000	100.0	100.0	

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Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	East	200	20.0	20.0	20.0
	South	350	35.0	35.0	55.0
	Centr GrLks	230	23.0	23.0	78.0
	West	220	22.0	22.0	100.0
	Total	1000	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	595	59.5	60.0	60.0
	Hispanic	159	15.9	16.0	76.0
	Black	149	14.9	15.0	91.0
	Asian	59	5.9	6.0	97.0
	Other	30	3.0	3.0	100.0
	Total	991	99.1	100.0	
Missing	0	9	.9		
Total		1000	100.0		

Race Group B

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	595	59.5	60.0	60.0
	Not white	396	39.6	40.0	100.0
	Total	991	99.1	100.0	
Missing	0	9	.9		
Total		1000	100.0		

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Live

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Large city	294	29.4	29.9	29.9
	Small city	183	18.3	18.6	48.5
	Suburb	348	34.8	35.3	83.8
	Rural	159	15.9	16.2	100.0
	Total	985	98.5	100.0	
Missing	.00	15	1.5		
Total		1000	100.0		

Ideology

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	V liberal	132	13.2	14.2	14.2
	Liberal	185	18.5	19.9	34.0
	Moderate	314	31.4	33.8	67.8
	Conservative	158	15.8	17.0	84.8
	V Conservative	121	12.1	13.1	97.9
	Libertarian	20	2.0	2.1	100.0
	Total	929	92.9	100.0	
Missing	.00	71	7.1		
Total		1000	100.0		

Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	421	42.1	44.8	44.8
	Republican	256	25.6	27.2	72.0
	Independent	253	25.3	26.9	98.9
	Third Party	10	1.0	1.1	100.0
	Total	940	94.0	100.0	
Missing	.00	60	6.0		
Total		1000	100.0		

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Shop at Wal-Mart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly+	160	16.0	16.3	16.3
	Weekly	295	29.5	30.0	46.3
	1-2/month	334	33.4	34.0	80.4
	Rarely	140	14.0	14.3	94.7
	Never	52	5.2	5.3	100.0
	Total	982	98.2	100.0	
Missing	.00	18	1.8		
Total		1000	100.0		

Shop at Local Farmer's Markets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly+	57	5.7	5.8	5.8
	Weekly	120	12.0	12.2	17.9
	1-2/month	233	23.3	23.7	41.6
	Rarely	371	37.1	37.7	79.3
	Never	203	20.3	20.7	100.0
	Total	983	98.3	100.0	
Missing	.00	17	1.7		
Total		1000	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	490	49.0	49.0	49.0
	Female	510	51.0	51.0	100.0
	Total	1000	100.0	100.0	