



Animal Welfare Institute

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Poll on Free Range and Humanely Raised Label Claims

In November 2015, the Animal Welfare Institute (AWI) commissioned a national web-based survey* of adult American attitudes toward animal raising claims on meat and poultry products. Specifically, the survey gathered data on consumer attitudes towards government regulation of the marketing label claims “humanely raised” and “free range.”

1. How important, if at all, are each of the following to you?

a. *Farm animals are raised humanely*

Very important	44%
Somewhat important	37%
Total	81%
Not at all important	12%
Not very important	7%
Total	19%

b. *The availability of humanely raised meat and poultry options at local grocery stores*

Very important	35%
Somewhat important	38%
Total:	73%
Not very important	17%
Not at all important	9%
Total:	27%

c. *Humane labeling in deciding what meat and poultry products I buy*

Very important	34%
Somewhat important	36%
Total:	69%
Not very important	19%
Not at all important	11%
Total:	31%

2. In your opinion, what should a “humanely raised” label on meat (beef, pork, chicken, turkey) mean? Please select all that apply.

Farm is inspected to verify that the animals are raised humanely	71%
Animals have access to grass or other vegetation outdoors	65%
Animals have sufficient indoor living space to move about freely	60%
Animals are given pain relief for any physical alterations, such as castration or cutting off tails or horns	44%
None of these	4%
Not at all sure	12%

3. Which of the following, if any, do you think are acceptable? Please select all that apply.

Producers of “free range” labeled chicken and turkey products that provide screened and covered porches for the birds instead of outdoor space	19%
“Humanely raised” labeled beef products made from cattle kept in a dirt lot for one-third or more of their lives	12%
“Humanely raised” labeled pork products made from pigs that are kept indoors for their entire lives	10%
Producers of “free range” labeled chicken and turkey products that provide a dirt lot that does not have sufficient space to accommodate all birds at one time	10%
None of these	46%
Not at all sure	26%

4. In your opinion, what should a “free range” label on poultry (chicken, turkey) mean? Please select all that apply.

Farm is inspected to verify that the birds are raised free range	70%
All birds have the opportunity to go outside during daylight hours on a regular basis	70%
There is enough space outside for each bird to be out during daylight hours every day	65%
The outdoor space is at least partially covered with grass or other vegetation	61%
When outdoors, all birds have access to shade and protection from weather or predators	60%
None of these	10%

*From Harris Poll: "This survey was conducted online within the United States between October 23-27, 2015 among 2013 adults (aged 18 and over) by Harris Poll on behalf of AWI via its Quick Query omnibus product. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in our surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the online panel, no estimates of theoretical sampling error can be calculated."