ORC STUDY #722198/74419   CARAVAN   MAY 9-12, 2013
FRESH MEAT LABELING

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...

	Total (A)	Sex Male (B)	Sex Fe-male (C)	Age 18-34 (D)	Age 35-44 (E)	Age 45-54 (F)	Age 55-64 (G)	Age 65+ (H)	Region North-east (I)	Region Mid-West (J)	Region South (K)	Region West (L)	Race White Only (Non-Hisp) (M)	Race Black Only (Non-Hisp) (N)	His-panic (Any Race) (O)	Interview Method Land-line (P)	Interview Method 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	424	480	276	160	171	148	146	163	203	334	204	604	96	121	510	394
	90%	87%	93%B	89%	93%	90%	93%H	87%	88%	93%	90%	90%	92%	86%	88%	90%	91%
Favor strongly	694	334	359	183	124	144	124	115	126	152	266	150	469	70	93	410	283
	69%	69%	70%	59%	72%D	76%D	78%DH	68%	68%	69%	72%	66%	71%	62%	67%	72%Q	65%
Favor somewhat	210	90	121	93	36	26	24	31	37	51	68	54	135	26	28	100	111
	21%	18%	23%	30%FGH	21%	14%	15%	18%	20%	23%	18%	24%	21%	23%	20%	18%	26%P
Oppose (Net)	74	51	23	24	9	18	8	15	17	12	32	13	39	15	13	40	34
	7%	10%C	5%	8%	6%	9%	5%	9%	9%	5%	9%	6%	6%	13%M	9%	7%	8%
Oppose somewhat	44	33	12	16	4	9	6	10	7	10	19	8	24	6	10	25	20
	4%	7%C	2%	5%	2%	5%	4%	6%	4%	5%	5%	4%	4%	5%	7%	4%	5%
Oppose strongly	30	18	12	8	6	9	2	6	10	2	14	4	14	10	3	15	14
	3%	4%	2%	3%	3%	5%	1%	3%	5%J	1%	4%	2%	2%	9%M	2%	3%	3%
Don't know	22	11	11	9	2	1	3	7	4	4	4	10	13	1	5	17	5
	2%	2%	2%	3%	1%	*	2%	4%F	2%	2%	1%	5%K	2%	1%	3%	3%	1%

Proportions/Means: 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   MAY 9-12, 2013
FRESH MEAT LABELING

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...

| | Total (A) | Household Income | | | | | H.H. Size | | | Children In H.H. | | | | Education | | |
		LT $25K (B)	$25K- LT $50K (C)	$50K- LT $75K (D)	$75K- LT $100K (E)	$100K 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)	904	211	218	127	86	122	184	293	402	585	298	247	114	366	263	250
	90%	90%	90%	92%	97%	89%	87%	90%	92%	91%	90%	90%	88%	89%	92%	91%
Favor strongly	694	156	170	100	64	92	135	237	300	458	218	177	84	292	195	187
	69%	67%	70%	72%	72%	68%	64%	73%G	69%	71%	66%	64%	66%	71%	68%	68%
Favor somewhat	210	55	48	27	22	30	49	56	102	127	80	71	29	74	68	63
	21%	23%	20%	20%	25%	22%	23%	17%	23%	20%	24%	26%	23%	18%	24%	23%
Oppose (Net)	74	15	21	8	2	11	21	25	27	47	25	19	15	36	19	19
	7%	6%	9%	6%	2%	8%	10%	8%	6%	7%	8%	7%	11%	9%	7%	7%
Oppose somewhat	44	9	11	4	2	10	12	18	14	31	13	9	7	18	12	14
	4%	4%	5%	3%	2%	7%	6%	5%	3%	5%	4%	3%	6%	4%	4%	5%
Oppose strongly	30	6	10	4	0	*	9	7	13	16	12	10	7	17	6	5
	3%	2%	4%	3%	0	*	4%	2%	3%	2%	4%	4%	6%	4%	2%	2%
Don't know	22	8	3	3	*	4	7	8	7	12	9	9	1	12	4	5
	2%	3%	1%	2%	*	3%	3%	2%	2%	2%	3%	3%	*	3%	1%	2%

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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

ORC STUDY #722198/74419   CARAVAN   MAY 9-12, 2013
FRESH MEAT LABELING

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...

| | Total (A) | Sex | | Age | | | | | Region | | | | Race | | His-panic | Interview Method | |
		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)	(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	425	444	263	154	164	138	148	162	190	325	192	586	94	114	510	359
	87%	88%	86%	85%	90%	87%	87%	88%	88%	87%	88%	85%	89%	84%	83%	90%Q	83%
Favor strongly	642	305	337	160	115	138	113	113	126	144	243	129	439	70	77	375	267
	64%	63%	65%	52%	67%D	73%D	71%D	67%D	68%L	66%	66%	57%	67%	62%	56%	66%	62%
Favor somewhat	227	120	107	103	39	26	25	34	36	47	82	63	147	24	36	135	92
	23%	25%	21%	33%FGH	23%	14%	15%	20%	19%	21%	22%	28%	22%	22%	26%	24%	21%
Oppose (Net)	117	52	65	43	15	24	17	16	21	24	42	30	60	16	23	46	71
	12%	11%	13%	14%	9%	13%	11%	10%	11%	11%	11%	13%	9%	14%	17%	8%	16%P
Oppose somewhat	72	30	41	30	7	17	8	9	9	14	23	26	38	7	20	26	45
	7%	6%	8%	10%	4%	9%	5%	5%	5%	6%	6%	12%IK	6%	6%	14%M	5%	10%P
Oppose strongly	45	22	24	13	8	8	9	8	12	10	19	4	22	9	4	20	26
	5%	4%	5%	4%	5%	4%	6%	5%	7%L	5%	5%	2%	3%	8%	3%	3%	6%
Don't know	14	8	6	3	2	1	4	4	2	4	3	5	10	2	1	10	3
	1%	2%	1%	1%	1%	*	3%	3%	1%	2%	1%	2%	1%	2%	*	2%	1%

Proportions/Means: 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   MAY 9-12, 2013
FRESH MEAT LABELING

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...

	Total (A)	Household Income LT $25K (B)	$25K- LT $50K (C)	$50K- LT $75K (D)	$75K- LT $100K (E)	$100K Or More (F)	H.H. Size 1 (G)	2 (H)	3 Or More (I)	Children In H.H. None (J)	Any (K)	Under 13 (L)	13- 17 (M)	Education 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)	869	199	208	124	81	123	181	289	376	567	283	234	109	351	254	243
	87%	85%	86%	90%	92%	90%	86%	89%	86%	88%	85%	85%	84%	85%	89%	89%
Favor strongly	642	145	167	83	56	93	136	218	267	434	192	161	69	261	188	175
	64%	62%	69%	60%	63%	68%	65%	67%	61%	67%K	58%	58%	54%	63%	66%	64%
Favor somewhat	227	54	42	41	25	30	45	70	109	133	91	72	39	90	66	68
	23%	23%	17%	30%C	29%C	22%	21%	22%	25%	21%	27%	26%	31%	22%	23%	25%
Oppose (Net)	117	32	31	11	7	11	26	34	52	69	43	36	20	57	29	27
	12%	14%	13%	8%	8%	8%	12%	10%	12%	11%	13%	13%	15%	14%	10%	10%
Oppose somewhat	72	16	25	7	6	6	16	22	32	44	26	23	9	27	23	20
	7%	7%	10%	5%	7%	4%	7%	7%	7%	7%	8%	8%	7%	7%	8%	7%
Oppose strongly	45	16	6	4	1	5	10	12	20	25	17	13	10	30	6	7
	5%	7%	2%	3%	1%	3%	5%	4%	5%	4%	5%	5%	8%	7%OP	2%	3%
Don't know	14	3	3	3	*	3	4	3	7	8	6	6	1	6	3	4
	1%	1%	1%	2%	*	2%	2%	1%	2%	1%	2%	2%	*	1%	1%	2%

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

CARAVAN® ORC International

ORC STUDY #722198/74419   CARAVAN   MAY 9-12, 2013
FRESH MEAT LABELING

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 White Only (Non-Hisp) | Race Black Only (Non-Hisp) | His-panic (Any | Interview Method Land-line | Interview Method Cell |
	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)	(M)	(N)	Race) (O)	(P)	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	430	465	274	158	171	142	146	173	192	333	198	600	98	113	512	383
	90%	88%	90%	89%	92%	91%	89%	87%	94%	88%	90%	87%	91%O	87%	82%	90%	88%
Favor strongly	636	307	328	150	120	137	114	112	129	139	245	123	435	74	69	389	247
	64%	63%	64%	49%	70%D	72%D	71%D	67%D	70%L	64%	66%L	54%	66%O	66%	50%	69%Q	57%
Favor somewhat	260	122	137	124	37	35	28	34	44	53	88	75	165	25	45	123	137
	26%	25%	27%	40%EF GH	22%	18%	18%	20%	24%	24%	24%	33%K	25%	22%	32%	22%	32%P
Oppose (Net)	94	50	44	32	11	17	17	16	10	22	36	26	47	13	24	46	48
	9%	10%	9%	10%	7%	9%	11%	10%	5%	10%	10%	11%	7%	12%	17%M	8%	11%
Oppose somewhat	54	34	21	26	5	7	11	6	4	14	16	21	28	6	16	27	28
	5%	7%	4%	8%	3%	4%	7%	4%	2%	6%	4%	9%IK	4%	5%	12%M	5%	6%
Oppose strongly	39	16	23	6	7	11	6	10	6	9	20	4	19	7	8	19	20
	4%	3%	4%	2%	4%	6%	4%	6%D	3%	4%	5%	2%	3%	6%	6%	3%	5%
Don't know	11	6	5	3	2	0	1	6	2	5	1	3	9	1	1	9	2
	1%	1%	1%	1%	1%	0	*	3%DFG	1%	2%K	*	2%	1%	1%	*	2%	*

Proportions/Means: 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   MAY 9-12, 2013
                                  FRESH MEAT LABELING

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...

		Household Income					H.H. Size			Children In H.H.				Education		
		$25K-	$50K-	$75K-	$100K								HS	Coll	
	LT	LT	LT	LT	Or			3 Or			Under	13-	Grad	Incom-	Coll
	Total	$25K	$50K	$75K	$100K	More	1	2	More	None	Any	13	17	or Less	plete	Grad
	(A)	(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)	895	207	217	126	83	123	187	300	382	584	290	238	116	363	261	246
	90%	88%	90%	91%	94%	90%	89%	92%	88%	91%	87%	86%	90%	88%	91%	90%
Favor strongly	636	145	159	95	53	88	133	218	265	427	192	160	79	264	183	169
	64%	62%	66%	69%	60%	64%	63%	67%	61%	66%K	58%	58%	61%	64%	64%	62%
Favor somewhat	260	62	58	31	30	35	55	82	117	156	98	78	37	99	77	77
	26%	27%	24%	23%	34%	26%	26%	25%	27%	24%	30%	28%	28%	24%	27%	28%
Oppose (Net)	94	25	24	9	5	11	20	24	48	54	38	33	13	45	23	24
	9%	11%	10%	7%	6%	8%	9%	7%	11%	8%	11%	12%	10%	11%	8%	9%
Oppose somewhat	54	8	19	6	4	7	9	10	35	30	25	22	7	16	21	17
	5%	4%	8%	5%	4%	5%	4%	3%	8%H	5%	7%	8%	5%	4%	7%	6%
Oppose strongly	39	17	6	3	1	4	10	14	13	24	13	11	7	28	2	7
	4%	7%C	2%	2%	1%	3%	5%	4%	3%	4%	4%	4%	5%	7%OP	1%	2%
Don't know	11	2	1	2	*	3	4	2	5	6	5	5	0	6	1	4
	1%	1%	*	2%	*	2%	2%	1%	1%	1%	1%	2%	0	1%	1%	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

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