

# Food Shopping Preferences

## Introduction

Many people don't think too much about the foods they buy. However, animal rights groups are concerned about the treatment of livestock and poultry on modern farms. Some groups have proposed raising money from their members to broaden an official program to certify farms that produce "humanely raised" animals. With such a certification, consumers who wish to support better treatment of animals can look for products with this label. They will know that the higher price reflects the higher standards of animal care that the label would guarantee.

However, the funds that people would donate to pay for expanding this certification program could be spent for other causes—for example, children's health or elder care or poverty programs. Consumers may not be sufficiently willing to pay higher prices for humanely raised meats. In that case, this larger-scale certification program would be a bad idea. The effort and money used to develop the program might be better spent on other things.

This survey is designed to gather information about likely consumer demand for certified humanely raised meats. You will be asked to consider a number of food-shopping scenarios. In each case, we want you to indicate what choices you would probably make on a real shopping trip, given your food budget and all the other things you normally need to buy.

It is important for our research that we collect the opinions of many different types of people. Regardless of your food preferences (**and even if you do not buy meat**) we hope you will participate in our study. The better our participants reflect the mix of opinions in the overall population, the better the advice we can provide to policy-makers, animal rights groups, and their potential donors.

This is a completely anonymous survey. It should take about 15 minutes to complete.

Office of Human  
Subjects Compliance

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**"APPROVED"**

## Section A. Different approaches to raising livestock and poultry

First, we will describe in more detail some different approaches to raising farm animals, like livestock and poultry, for food. Then we will ask you to consider some possible food shopping scenarios and what products you would prefer. Next we will ask you a few questions about your choices, and then we will follow up with some questions about you. These will allow us to combine your answers with those of other people like you.

**Conventionally raised meats** Federal laws already require farms, ranches and slaughterhouses to meet certain standards when they raise and process animals for meat:

- a. Animals must have plenty of food and water
- b. Animals must be made unconscious before they are slaughtered

A.1. Were you previously aware of these existing requirements?

- Yes
- No
- Not Sure

**Free-range meats** Some farms already choose to go beyond the conventional standards to raise what is sometimes called “free-range” meat. There are no specific laws about what farming practices can or cannot be called free-range, but these animals should spend at least some time outdoors.

A.2. Have you ever noticed free-range farm products for sale in the grocery stores where you shop?

- Yes
- No
- Not Sure



A.5. About what fraction of “conventional” farms do you think **already** make sure that their livestock and/or poultry:

(check one box in each row)

	few	half	most	Don't know
a. receive immediate veterinary care for injuries and illnesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. are not fed mammal or bird by-products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. have access to shelter and shade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. have space for natural habits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. are raised on pasture or rangeland throughout their lives and have continuous access to the outdoors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. are not confined unless there is extreme weather, in which case their confinement must be spacious and clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. are not branded, dehorned or subjected to other non-necessary physical alterations, such as tail docking (for livestock) or subjected to bill trimming, feather-pulling, toe/web cutting (for poultry)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. are properly weaned	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. are not electrically shocked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. have natural daily cycles of light and darkness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. are allowed continuous access to food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	few	half	most	Don't know

A.6. Do you think that humanely raised meats might be more or less healthy for people to eat than conventional meats?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Much less healthy than conventional meats			Equally healthy	Much more healthy than conventional meats		

A.7. Do you think that humanely raised meats might have a different taste than conventional meats?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Much worse taste than conventional meats			Same	Much better taste than conventional meats		

A.8. Do you think that humanely raised meats might be tougher or more tender than conventional meats?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Much tougher than conventional meats			Same	Much more tender than conventional meats		

A.9. Roughly what price would your household normally have to pay for each of these products? (enter price and/or check a box)

Product	\$ per pound	Eat this, but don't know price	Don't eat this
Conventional chicken breasts	_____	<input type="checkbox"/>	<input type="checkbox"/>
Conventional top sirloin steak	_____	<input type="checkbox"/>	<input type="checkbox"/>
Conventional ground beef (15% fat)	_____	<input type="checkbox"/>	<input type="checkbox"/>
Free-range chicken breasts	_____	<input type="checkbox"/>	<input type="checkbox"/>
Free-range top sirloin steak	_____	<input type="checkbox"/>	<input type="checkbox"/>
Free-range ground beef (15% fat)	_____	<input type="checkbox"/>	<input type="checkbox"/>

A.10. If you checked "Eat this, but don't know price" in at least one case above, please check the reason(s) why:

- Somebody else in my household usually does the shopping
- I just buy my usual brand in a package that is the size I need.
- I just buy whatever looks good.
- Other \_\_\_\_\_

## Section B. Product Choices

Next, we will ask you to consider some product choices like those you might actually face when you shop for food. These choices will concern conventional, free-range, and humanely raised (“humane”) meat products. **There are no right or wrong answers to these questions.**

*Some reminders:*

Conventional farming methods are often the **cheapest methods** for farmers. Lower costs mean that farmers can price their products competitively. Consumers can use the money they save to pay for other things that are also important to them or their families. Some consumers with tight budgets simply cannot afford to pay extra for humanely raised meat products, even though they would like to see better treatment of farm animals.

On the other hand, some people feel a strong moral obligation, in a survey like this one, to **say** that they would choose the humanely raised product. However, if the prices of humanely raised products are too high, these products will not be affordable for many people. We need you to be as realistic as possible about your likely shopping choices.

If the purchase intentions that people state in this survey are **overly optimistic**, it is possible that the “humanely raised” certification program will be expanded by mistake. The money and time used to further develop it would be better spent on some other socially valuable program.

*Instructions:*

Please consider each of the following six choice scenarios **separately**. Assume that each scenario concerns a typical shopping trip where you have only the usual amount of time to compare products.

(Note: If *someone else* in your household normally shops for food, please answer the choice questions on behalf of that person (to the best of your ability). If you live in a college dormitory or other institutional setting, please answer as if you were currently shopping for yourself.)

- If every product in a choice scenario seems too expensive, choose “None.”
- If you would look for something else instead, choose “None.”
- If you never buy the meat product(s) being described, choose “None.”

***Choice Scenario # 1 (Chicken Breasts)***

Suppose you have come to your usual food store. You are considering whether to buy a 1.5-pound package of chicken breasts. The store offers three brands of chicken breasts that look the same. The color, size and fat content of each brand are very similar. The only visible difference is that one brand is marked “Conventional,” one brand is marked “Free-range,” and the third brand is marked “Humane”. The prices are also different.

Keeping in mind your household budget, which would you choose? (check ONE)

	A	B	C	None
Type	Conventional	Free-range	Humane	
Package size	1.5 lbs	1.5 lbs	1.5 lbs	
Price	\$ 3.09/lb	\$ 4.09/lb	\$ 4.84/lb	
Total cost	\$ 4.63	\$ 6.14	\$ 7.26	\$ 0
I prefer:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now consider a different shopping trip, and a different choice scenario.

***Choice Scenario # 2 (Chicken Breasts)***

Now suppose that you are considering whether to buy a 2-pound package of chicken breasts. This time, the prices are different.

Keeping in mind your household budget, which would you choose? (check ONE)

	A	B	C	None
Type	Conventional	Free-range	Humane	
Package size	2 lbs	2 lbs	2 lbs	
Price	\$ 2.09/lb	\$ 2.19/lb	\$ 2.49/lb	
Total cost	\$ 4.18	\$ 4.38	\$ 4.98	\$ 0
I prefer:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now we will ask you to consider some other possible food shopping trips. Please consider each choice task separately from the others.

***Choice Scenario # 3 (Top Sirloin Beef Steak)***

Suppose you are considering whether to buy 1.5 pounds of beef steak (top sirloin). At the store there are three brands of beef that look the same. The cut, color, size and fat content are very similar. However, one brand is marked “Conventional,” one brand is marked “Free-range,” and the third brand is marked “Humane”. The prices are also different.

Keeping in mind your household budget, which would you choose? (check ONE )

	A	B	C	None
Type	Conventional	Free-range	Humane	
Package size	1.5 lbs	1.5 lbs	1.5 lbs	
Price	\$ 6.49/lb	\$ 6.74/lb	\$ 7.49/lb	
Total cost	\$ 9.73	\$ 10.11	\$ 11.23	\$ 0
I prefer:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

***Choice Scenario # 4 (Ground Beef)***

Suppose that you are considering whether to buy a 2.5-pound package of ground beef (15% fat). At the store, there are three brands of beef that look the same. However, one brand is marked “Conventional,” one brand is marked “Free-range,” and the third is marked “Humane”. The prices are also different.

Keeping in mind your household budget, which would you choose? (check ONE)

	A	B	C	None
Type	Conventional	Free-range	Humane	
Package size	2.5 lbs	2.5 lbs	2.5 lbs	
Price	\$ 2.29/lb	\$ 3.29/lb	\$ 4.04/lb	
Total cost	\$ 5.72	\$ 8.23	\$ 10.1	\$ 0
I prefer:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The final two choice scenarios appear on the next page. They will describe six products, rather than three. Please continue to check JUST ONE box for each choice scenario.



**Choice Scenario # 5 (Chicken Breasts or Top Sirloin Beef Steak)**

Suppose you are considering whether to buy a 1.5-pound package of meat. It can be *either* chicken or beef steak (top sirloin). You have a choice between three kinds of chicken that look the same, and three kinds of beef top sirloin steak that look the same. However, as before, the brands are marked differently.

Keeping in mind your usual household budget, which would you choose? (check **JUST ONE** of the seven boxes)

	A	B	C	D	E	F	None
Product	Chicken	Chicken	Chicken	Steak	Steak	Steak	
Type	Conven.	Free-range	Humane.	Conven.	Free-range	Humane.	
Size	1.5 lbs	1.5 lbs	1.5 lbs	1.5 lbs	1.5 lbs	1.5 lbs	
Price	\$2.49/lb	\$2.54/lb	\$2.64/lb	\$7.99/lb	\$8.99/lb	\$9.09/lb	
Cost	\$ 3.74	\$ 3.81	\$ 3.96	\$ 11.98	\$ 13.48	\$ 13.64	\$ 0
I most prefer:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Choice Scenario # 6 (Chicken Breasts or Ground Beef)**

Suppose you are considering whether to buy a 2-pound package of meat. It can be *either* chicken or ground beef (15% fat). Again, you are faced with a choice between three kinds of chicken that look the same, and three kinds of ground beef that look the same. However, as before, the brands are marked differently.

Keeping in mind your usual household budget, which would you choose? (check **JUST ONE** of the seven boxes)

	A	B	C	D	E	F	None
Product	Chicken	Chicken	Chicken	Ground beef	Ground beef	Ground beef	
Type	Conven.	Free-range	Humane.	Conven.	Free-range	Humane.	
Size	2 lbs	2 lbs	2 lbs	2 lbs	2 lbs	2 lbs	
Price	\$2.29/lb	\$2.79/lb	\$3.29/lb	\$3.09/lb	\$5.09/lb	\$7.09/lb	
Cost	\$ 4.58	\$ 5.58	\$ 6.58	\$ 6.18	\$ 10.18	\$ 14.18	\$ 0
I most prefer:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section C. Questions related to your choices

C.1. How confident are you that you would always make the same six choices you indicated above, if you were actually shopping under those same conditions?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Not at all confident						Very Confident

C.2. In choosing among different brands of chicken breasts, to what extent were you thinking about “bird flu” and how it might affect chicken products?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Not at all						A lot

C.3. In choosing among different brands of chicken breasts, to what extent were you thinking about antibiotics, growth hormones, or genetic engineering and how these might affect chicken products?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Not at all						A lot

C.4. In choosing among different brands of beef, to what extent were you thinking about “mad cow disease” and how it might affect beef products?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Not at all						A lot

C.5. In choosing among different brands of beef, to what extent were you thinking about antibiotics, growth hormones, or genetic engineering and how these might affect beef products?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Not at all						A lot

## Section D. How can you be described?

D.1. What is your age? \_\_\_\_

D.2. What is your gender?

- Male
- Female

D.3. Including yourself, how many people are in your household? \_\_\_\_

D.4. Including yourself, how many members of your household consider themselves to be vegetarians or vegans (i.e. choose to eat no meat products)? \_\_\_\_

D.5. If you (or other household members) are vegetarian, please indicate why (mark all that apply):

- Health
- Religion
- Environmental concerns
- Ethical reasons (animal rights)
- Do not like meat
- Other (please describe) \_\_\_\_\_

D.6. Does your household regularly purchase these products? (mark all that apply)

- Chicken
- Beef
- Pork
- Fish
- Lamb
- Other meat-based proteins
- Tofu or other non-meat proteins

D.7. Are you the primary grocery shopper (or one of the primary shoppers) for your household?

- Yes
- No

D.8. For how many people, including you, does the shopper normally buy food?

\_\_\_\_\_ people

- Does not apply (I live in a dormitory or similar institutional setting)

D.9. When they are available where you happen to be shopping, do you buy “free-range” brands of the following? (check one in each row)

	Always	Sometimes	Never
Chicken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beef	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pork	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lamb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other proteins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D.10. Where do you usually buy meat?

- Grocery store (major national chain, such as Safeway, Albertson’s, etc.)
- Discount food store (such as Costco, etc.)
- Grocery with some natural foods (such as Market of Choice, etc.)
- Butcher shop
- Farm or farmer’s market
- Other (please describe) \_\_\_\_\_
- Do not usually buy any meat

D.11. How often do you use coupons when you shop for groceries?

- Often
- Sometimes
- Rarely or never

D.12. In terms of politics, how do you consider yourself?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Extremely liberal	Moderate				Extremely conservative	

D.13. Have you ever lived on a farm that raised livestock or poultry for food?

- Yes
- No

D.14. Do you belong to any animal rights organizations?

- Yes
- No

D.15. Think about the way the information in this survey was presented. How important do you think it is *to this research team* for people to buy humanely raised meat products?

- |                          |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
| Not at all important     |                          |                          | Neutral                  | Extremely important      |                          |                          |

D.16. What is your highest level of education?

- |  |  |
|--|--|
| <input type="checkbox"/> Less than high school       | <input type="checkbox"/> Bachelor's degree   |
| <input type="checkbox"/> High school graduate        | <input type="checkbox"/> Master's degree     |
| <input type="checkbox"/> Some college, no degree     | <input type="checkbox"/> Professional degree |
| <input type="checkbox"/> Degree (occupational)       | <input type="checkbox"/> Doctorate degree    |
| <input type="checkbox"/> Associate degree (academic) |  |

D.17. Consumer choices often depend upon income levels. In our research, we need to group your answers with those of other people who have similar household incomes. What is your approximate annual household income—from work, investments, pensions, social security, public assistance and all other sources? (Remember, no one will be able to link the information on this survey to your identity.)

- Less than \$5,000
- \$ 5,000 – \$ 9,999
- \$ 10,000 – \$ 14,999
- \$ 15,000 – \$ 19,999
- \$ 20,000 – \$ 24,999
- \$ 25,000 – \$ 29,999
- \$ 30,000 – \$ 39,999
- \$ 40,000 – \$ 49,999
- \$ 50,000 – \$ 59,999
- \$ 60,000 – \$ 79,999
- \$ 80,000 – \$ 99,999
- \$100,000 – \$149,999
- \$150,000 – \$199,999
- \$200,000 or more

D.18. We need to know how well the different people who have taken this survey represent the actual population of Lane County. Please tell us how you would identify yourself using the standard U.S. Census categories for:

a. Race

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

b. Ethnicity

- Hispanic or Latino
- Not Hispanic or Latino

D.19. Comments or feedback?

Thank you for participating in this survey.

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[For data entry only: Meat prices = version 351]