



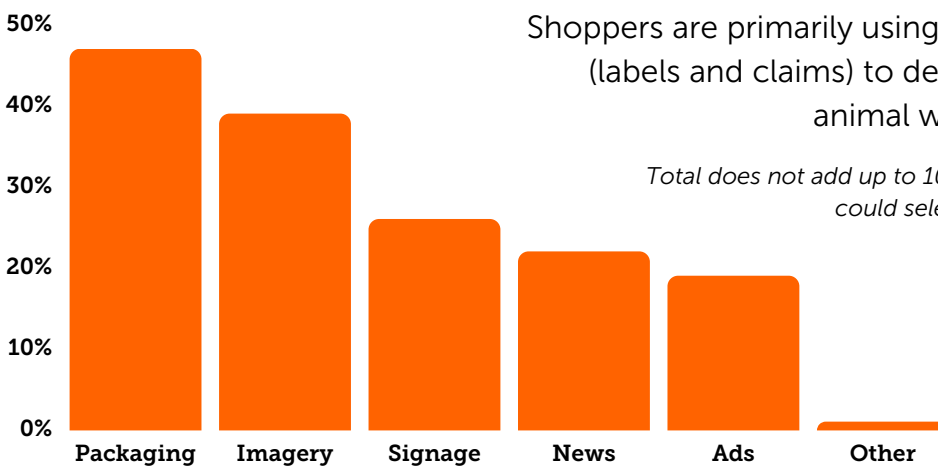
# 2023 ASPCA® PUBLIC OPINION SURVEY ON PURCHASING DECISIONS IN SUPERMARKETS

In March 2023, The American Society for the Prevention of Cruelty to Animals (ASPCA) commissioned a national web-based survey of 1,000 American adults to gauge public opinion about purchasing decisions and demand for higher-welfare products at supermarkets. Survey results demonstrate that the majority of Americans are looking for more information on animal welfare in stores and are seeking out more humane products when shopping. In fact, 64% of Americans are willing to switch supermarkets if their current store doesn't offer humane alternatives to factory-farmed food. The survey was conducted by Ipsos, the world's third-largest global market research company.

For more information on the ASPCA's work on engaging supermarkets to improve farm animal welfare, visit [aspca.org/supermarketcorecard](https://aspca.org/supermarketcorecard).

## SHOPPERS' DESIRE FOR MORE INFORMATION ON ANIMAL WELFARE

**Q1: Which of the following sources of information do you use to determine the level of animal welfare of a product?**



Shoppers are primarily using product packaging (labels and claims) to determine the level of animal welfare of a product.

*Total does not add up to 100% because respondents could select more than one option.*



## SHOPPERS' DESIRE FOR MORE INFORMATION

**Q2: To what extent do you believe that the grocery store you shop at provides enough information about the level of animal welfare of the products they sell?**

**58%**

More than half of respondents (58%) feel that their grocery store does not provide enough information about the level of animal welfare of the products they sell.

**Q3: How much of the meat, eggs and dairy products sourced from this store [the mainstream supermarket they shop at most often] come from CAFOs\*?**



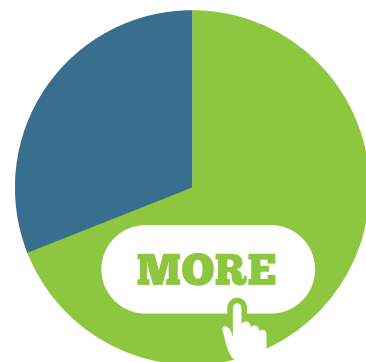
**Consumers are in the dark.** Two-thirds (66%) of respondents indicate that they have no idea how much of the meat, eggs and dairy sold in their preferred store come from CAFOs. Only 12% answered correctly that most of the products are from factory farms.

\*Industrial animal farms, including large industrial cattle, pig or poultry operations, have thousands of animals confined in one location and are called Concentrated Animal Feeding Operations, or CAFOs.

**Q4: Do you want more information from your supermarket about its plans and progress toward removing inhumane products and stocking more humane products instead?**

More than two thirds of respondents (69%) report that they want more information about plans and progress toward removing inhumane products and stocking more humane products instead.

Respondents or family members whose income is tied to animal agriculture were even more likely to want this information (83%).





## SHOPPERS' DESIRE FOR MORE HUMANE OPTIONS

**Q5: How often do you seek out higher-welfare animal products when you shop for meat, eggs and/or dairy at the supermarket?**

**56%**

56% seek out higher-welfare products. Respondents whose income is tied to animal agriculture were much more likely to be looking for higher welfare products (85%).



**Q6: How often do you seek out plant-based alternatives to animal products at your supermarket?**

**50%**

50% seek out plant-based alternatives to animal products. Respondents whose income is tied to animal agriculture are much more likely to seek out plant-based alternatives (74%).

**Q7: How likely would you be to switch to another supermarket if you learned that your primary supermarket does not offer more humane alternatives to factory farmed food?**

**64%**

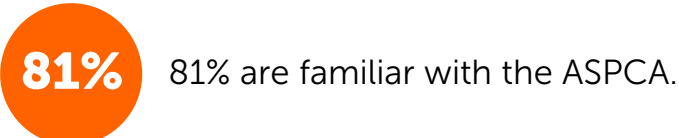
64% report being likely to switch to another supermarket if they learned that their primary supermarket does not offer more humane alternatives to factory farmed food.





## ASPCA BRAND RECOGNITION AND INFLUENCE

**Q8: How familiar are you with the American Society for the Prevention of Cruelty to Animals (ASPCA)?**



**Q9. How likely would you be to choose meat, egg or dairy brands with welfare certifications that are recognized by the ASPCA\* (i.e., those that represent a meaningful improvement in farmed animal welfare practices compared to conventional methods) over a brand that you are accustomed to buying (that is not recognized by the ASPCA)?**



**Of those who are familiar with the ASPCA, 86% report being likely to choose meat, egg or dairy brands with welfare certifications that are recognized by the ASPCA.**

\*Recognized certifications include Animal Welfare Approved by a Greener World, Certified Humane® and Global Animal Partnership®.

## ANIMAL WELFARE AND CORPORATE SUSTAINABILITY

**Q10. To what extent do you believe companies should address both the environment and the humane treatment of farm animals (e.g., prohibiting extreme confinement) as a part of their corporate sustainability programs?**

