



Final Report

Organic Food Poll

**For Public
Release**

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Consumer Reports National Research Center

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Methodology

- Telephone surveys were conducted among 1,015 random adults comprising 504 men and 511 women 18 years of age and older. Interviewing took place over February 4-7, 2010.
- The questionnaire was fielded via Opinion Research Corporation's Caravan twice-weekly national telephone omnibus survey. ORC used random digit dialing to achieve a nationally representative probability sample and weighted completed interviews by age, sex, geographic region and race.
- The results of this study are intended for external communications. Methodology statement for public release:

The Consumer Reports National Research Center conducted a telephone survey using a nationally representative probability sample of telephone households. 1,015 interviews were completed among adults aged 18+. Interviewing took place over February 4-7, 2010. The sampling error is +/- 3.1% at a 95% confidence level.



Implications

- American consumers were interviewed about their purchases of organic food products and concern with contamination of organic food.
- Roughly half (53%) of respondents said they buy organic food, like meat or dairy products. Several groups were somewhat more likely to purchase organic:
 - ✓ Residents of the West (60%)
 - ✓ Age 18-34 years (60%)
 - ✓ Women (57%)
- A majority of respondents expressed some level of concern with contamination of organic food crops by genetic engineering. Overall, 58% said they were *extremely concerned*, *very concerned* or *somewhat concerned* with this contamination. Even so, 41% reported *no concern*.
- Organic food buyers reported more worry—two-thirds (66%) of consumers who purchase organic food indicated being *concerned* versus half (50%) of those who don't make organic food purchases.



Purchase Organic Food

- Overall, slightly more than half of consumers (53%) said they buy organic food products. Those most likely to buy organic:
 - ✓ Residents of the West (60%)
 - ✓ Age 18-34 years (60%)
 - ✓ Women (57%)

QJ1 - Do you buy organic food, such as produce, meat or dairy products?

	Gender		Age			Household Income			Region				
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	Midwest	South	West
RESPONDENT BASE	998	484	514	305	380	310	299	255	277	186	220	367	225
	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	53	49	57	60	51	49	56	48	56	48	47	55	60
No	47	51	43	40	49	51	44	52	44	52	52	45	40
Don't know	0	0	1			1			0	1	1	0	



Concern With Organic Food Contamination

- A majority of respondents expressed some level of concern with contamination of organic food crops by genetic engineering. Overall, 58% said they were *extremely concerned*, *very concerned* or *somewhat concerned* with this contamination. Even so, 41% reported *no concern*.
- Organic food buyers reported more worry—two-thirds (66%) of consumers who purchase organic food indicated being *concerned* versus half (50%) of those who don't make organic food purchases.

QJ2 - Please rate your concern with organic food crops that are contaminated by genetic engineering. Are you...

	Buy Organic							Don't Buy Organic					
	TOTAL	Buy Subtotal	Gender		Age			Don't Subtotal	Gender		Age		
			Men	Women	18-34	35-54	55+		Men	Women	18-34	35-54	55+
RESPONDENT BASE	998	528	236	292	183	193	151	469	247	222	122	187	159
	%	%	%	%	%	%	%	%	%	%	%	%	%
Concerned (Net)	58	66	59	71	62	68	68	50	40	61	66	44	43
Extremely concerned	11	12	12	13	12	15	10	9	4	15	11	8	7
Very concerned	13	18	11	24	18	17	19	7	5	10	9	6	8
Somewhat concerned	34	35	36	35	32	36	39	33	31	36	46	30	28
Not concerned at all	41	33	40	28	37	32	30	49	59	39	34	54	55
Don't know	1	1	1	1	1	0	2	1	1	1	1	1	1



Profile

- **Men and women were equally represented in the poll, and the median age of respondents was 45 years.**
- **Overall, 35% of participants reported having at least a four-year college degree, but 36% had no education beyond high school.**
- **Median household income of interviewed consumers was about \$55,000, and 34% said they are employed full time.**
- **Most respondents (55%) said they are married, and around three-quarters identified themselves as Caucasian.**

Profile

	Gender		Age			Household Income			
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+
	%	%	%	%	%	%	%	%	%
UNWEIGHTED BASE	998	484	514	305	380	310	299	255	277
<u>GENDER</u>									
Male	48	100		55	45	47	45	47	54
Female	52		100	45	55	53	55	53	46
<u>AGE</u>									
18-34	31	34	27	100			39	33	24
35-44	19	16	21		49		15	17	29
45-54	19	19	20		51		12	20	26
55-64	15	16	14			48	14	16	14
65+	16	14	18			52	20	13	7
Refused/Nr	0	0	0						0
MEDIAN (Years)	45.3	43.5	45.9	26.0	45.2	66.1	41.7	43.6	42.8
<u>EDUCATION</u>									
Some HS or less	5	6	4	5	5	6	11	2	2
HS graduate	31	32	30	39	28	27	47	29	16
Some college	28	25	31	30	24	31	29	35	24
College grad+ [Net]	35	37	34	26	43	35	13	34	57
College grad	21	21	21	20	25	17	9	23	31
Postgrad degree	14	16	13	6	17	17	3	11	26
Refused/Nr	1	1	1	0	1	2	0	0	
<u>HOUSEHOLD INCOME</u>									
Under \$25,000	20	17	23	25	15	23	60		
\$25,000 but less than \$50,000	22	21	23	28	14	28	40	31	
\$50,000 but less than \$75,000	20	21	19	20	22	17		69	
\$75,000 but less than \$100,000	13	15	12	13	18	8			43
\$100,000 or more	18	20	16	11	27	14			57
Refused	6	6	6	3	4	11			
MEDIAN (000s)	\$55.5	\$60.6	\$50.2	\$46.0	\$71.2	\$44.8	\$22.5	\$57.0	\$112.7

Profile (cont.)

	Gender		Age			Household Income			
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+
	%	%	%	%	%	%	%	%	%
UNWEIGHTED BASE	998	484	514	305	380	310	299	255	277
<u>EMPLOYMENT</u>									
Employed full time	34	38	30	31	51	18	19	40	57
Not currently employed	25	21	27	40	26	9	37	20	14
Retired	21	20	22	1	3	63	24	19	10
Self-employed	10	13	7	11	13	6	7	10	12
Employed part time	10	7	12	18	8	4	13	11	6
Refused/Nr	0		1		0	0			0
<u>MARITAL STATUS</u>									
Married	55	53	56	36	69	56	28	59	84
Single and never been married	21	28	15	48	12	6	35	18	7
Divorced	9	8	10	4	11	12	15	9	5
Widowed	8	4	12	1	3	21	14	6	2
Living as married	4	5	4	9	3	2	6	7	2
Separated	1	1	1	1	2	1	3	1	1
Refused/Nr	1	1	1	0	1	1			
<u>RACE*</u>									
White/Caucasian	76	76	77	65	79	85	67	86	78
Black/African-American	12	10	14	19	10	8	18	8	12
Asian/Asian-American	1	2	1	2	2	0	1	1	2
Some other race	9	9	9	12	10	6	12	10	6
Refused/Nr	4	5	3	7	2	2	5	1	2
*Multiple responses allowed									
<u>REGION</u>									
Northeast	19	18	20	17	21	17	14	23	21
Midwest	22	21	23	23	23	19	26	21	19
South	37	39	35	33	37	41	38	32	35
West	23	23	22	27	19	23	22	25	25