



Center for Food, Nutrition, and Agriculture Policy
University of Maryland-College Park

FINAL TOPLINE REPORT

Consumers' Knowledge, Attitudes, Beliefs, and Purchase Intent Regarding Foods from the Offspring of Cloned Animals

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Background

The Center for Food, Nutrition, and Agriculture Policy (CFNAP) at the University of Maryland commissioned a telephone survey of 1,040 adult Americans (523 men, 517 women; weighted total = 1,000) using a national probability sample of individuals 18 years of age and older, living in private households in the continental United States. The survey questionnaire was approved by the University of Maryland's Internal Review Board for the Use of Human Subjects. Interviewing was conducted by the Opinion Research Corporation through its CARAVAN[®] Survey during the period of December 8-11, 2006. Key findings are reported below.

Key Findings

- 1. The vast majority of Americans consume meat, such as beef, pork, or poultry, with nearly two-thirds eating meat every day.** The vast majority of Americans (97%) eat meat with nine out of ten Americans reporting eating meat at least once a week and 39% reporting they eat meat every day. Only 3% of Americans claim they never eat meat.

About how often do you consume meat, such as beef, pork, or poultry? Would you say that you consume meat...

	Weighted Total (n = 1,000)
<i>Ever (subnet)</i>	97%
Once or twice a month	5%
<i>At least once a week (subnet)</i>	92%
Every day	39%
Once or twice a week	23%
A few times a week	30%
Never	3%
Don't know/refused	-%

2. Most Americans drink milk, but less than half reporting drinking milk every day. Although 47% of American adults say they drink milk every day, 8 out of 10 report drinking milk at least once a week, but about one in 10 (11%) say they never drink milk.

About how often do you consume milk? Would you say that you consume milk...

	Weighted Total (n = 1,000)
Ever (subnet)	89%
Once or twice a month	9%
At least once a week (subnet)	80%
Every day	47%
Once or twice a week	17%
A few times a week	16%
Never	11%
Don't know/refused	-%

3. Most Americans believe they have some understanding of assisted reproductive techniques used to produce meat and milk. About half of adults (52%) believe they have a good understanding of artificial insemination. This contrasts with 42% and 33% saying they have a good understanding of *in vitro* fertilization and animal cloning, respectively. About 1 in 5 adults say they have no understanding of *in vitro* fertilization and animal cloning reproductive techniques compared with 12% who have no understanding of artificial insemination.

I'd like to read you some ways that animals used for producing meat and milk can be bred. First, do you feel you have a good understanding, a partial understanding, relatively little understanding, or no understanding at all...?

	Artificial <u>Insemination</u>	<i>In vitro</i> <u>Fertilization</u>	Animal <u>Cloning</u>
Weighted Total (n = 1,000)			
Any understanding (Net)	87%	79%	77%
Good/partial understanding (subnet)	74%	64%	59%
Good understanding	52%	42%	33%
Partial understanding	22%	23%	26%
Relatively little understanding	13%	15%	18%
No understanding at all	12%	20%	22%
Don't know/refused	-%	1%	1%

4. Half of American adults believe that it is possible to use animal cloning to breed animals for meat and milk production.

To the best of your knowledge, is it currently possible to successfully use animal cloning techniques to breed animals used for meat and milk, such as cows and pigs, or is it not possible yet?

	Weighted Total (n = 1,000)
Yes, possible	50%
No, not possible	43%
Don't know/refused	7%

5. Many Americans have not heard of the FDA report on the use of cloning to breed animals for human food use. Almost three-fourths say they have not heard of this FDA report, but 26% say that they have definitely—or think they have—heard of it.

Have you heard or read anything recently about the FDA—that is, the U.S. Food and Drug Administration—issuing a scientific report on the use of cloning to breed animals for meat and milk? Would you say...

	Weighted Total (n = 1,000)
Yes (Net)	26%
Yes, definitely	7%
Yes, you think so	19%
No	73%
Don't know/refused	2%

6. More than 6 out of 10 Americans would continue to buy—or at least consider continuing to buy—meat products from cloned animals and their offspring if FDA determined it was safe. Purchase intent is about evenly split among those who would continue to buy (32%), consider buying it (32%), or never buy it again (35%).

If the FDA determines that meat from cloned animals and their offspring is safe, and you learned that a food product you regularly purchase included meat from the offspring of cloned animals, would you...

Weighted Total (n = 1,000)	
Buy/consider buying (Net)	63%
Buy (subnet)	32%
Continue to buy the food as usual	21%
Buy it, but plan to find out more	11%
Consider buying it after you find out more	32%
Never buy it again	35%
Don't know/refused	2%

- 7. More than 6 out of 10 Americans would continue to buy—or at least consider continuing to buy—milk products from cloned animals and their offspring if FDA determined it was safe.** Purchase intent regarding milk is similar to meat and is about evenly split among those who would continue to buy (34%), consider buying it (32%), or never buy it again (33%).

If the FDA determines that milk from cloned animals and their offspring is safe, and you learned that a food product you regularly purchase included milk from the offspring of cloned animals, would you...

Weighted Total (n = 1,000)	
Buy/consider buying (Net)	65%
Buy (subnet)	34%
Continue to buy the food as usual	23%
Buy it, but plan to find out more	10%
Consider buying it after you find out more	32%
Never buy it again	33%
Don't know/refused	2%

- 8. Knowledge about animal cloning is mixed.** While more than three-fourths of Americans believe cloned animals are identical to their parents, more than half (59%) believe animal cloning involves genetic modification.

To the best of your knowledge, is each true or false? 1) Cloned animals are an identical replica or copy of their parent, 2) animal cloning involves genetic modification, and 3) there are no examples in nature where animals reproduce by cloning.

Weighted Total (n = 1,000)	True	False	Don't know/ Refused
Cloned animals are identical to parent	77%	21%	2%
Animal cloning involves genetic modification	59%	35%	6%
No examples in nature of animals reproducing by cloning	41%	54%	6%

9. Many Americans believe that animal cloning will be routine in livestock reproduction in the future. Sixty-nine percent of adults said that animal cloning was a likely method for reproducing livestock in the years ahead. Only 10% said the method was not at all likely.

How likely do you think it is that animal cloning will become a routine method for reproducing livestock in the years ahead? Would you say...

Weighted Total (n = 1,000)	
Likely (Net)	69%
Very likely	31%
Somewhat likely	37%
Not likely (net)	29%
Not too likely	20%
Not at all likely	10%
Don't know/refused	2%

10. Two-thirds of Americans are uncomfortable using cloning techniques to reproduce animals. Significantly more women (78%) than men (54%) were uncomfortable with this assisted reproductive technique.

Overall, would you describe your feelings about using cloning techniques to reproduce animals as mostly comfortable or mostly uncomfortable?

Weighted Total (n = 1,000)	
Mostly comfortable	31%
Mostly uncomfortable	66%
Don't know/refused	3%

11. There was no single reason for some Americans to be uncomfortable with animal cloning as an assisted reproductive technique. Approximately one-third of people thought animal cloning was morally

wrong (32%), and about 1 in 4 questioned its safety as a food for people (26%), or worried that animal cloning would lead to human cloning (23%). Compared with the other “main” reasons, fewer people (14%) expressed discomfort because of animal welfare concerns.

Which one of the following is the main reason you are mostly uncomfortable with cloning animals? (Unweighted total n = 687)

Weighted Total (n = 664)	
Animal cloning is morally wrong	32%
Unsure of food safety from clones and their offspring	26%
Animal cloning might lead to human cloning	23%
Unsure that it is safe for the animals	14%
Don't know/None of these/refused	5%

12. Knowing that there are decades of scientific studies on safety makes Americans feel more comfortable with animal cloning. One-third of Americans said that knowing scientists have studied the issues over several decades and that scientists agree that animal cloning is safe helps them feel more comfortable with this technique. Knowing that the offspring of cloned animals are healthy, that cloning exists in nature, and that animal cloning does not involve genetic modification played little role in people’s comfort level. Further, one in four people didn’t know, refused to answer, or didn’t like the choices provided.

Which one of the following makes you feel most comfortable with using cloning to breed livestock?

Weighted Total (n = 1,000)	
Scientists have studied animal cloning for decades and agree it's safe	32%
Animal cloning does not involve genetic modification	16%
Offspring from clones will be among the healthiest in the food supply	15%
Animal cloning already exists in nature	13%
Don't know/None of these/refused	24%

Additional Demographics

In conjunction with the typical demographics, we asked additional demographic or psychographic questions. For example, we asked about pets or livestock ownership to understand whether these people were more likely to be concerned about animals’ welfare. Religious affiliation was queried to determine if there were differences in responses that relate to beliefs that animal cloning is

intertwined with moral values. Further, a question about one's view about their own community leadership on issues was included.

Weighted Total (n = 1,000)

Your family has a pet, livestock or other animals	56%
You attend religious services at least several times a month	48%
Over the last 6 months, you have been active in expressing your opinion	31%
You are an opinion leader in your community	27%
Don't know/None of these/refused	16%

13. More than 8 out of ten Americans claim a religious affiliation with 72% claiming to be Christians. Eighteen percent either did not know or refused to answer the question and 7% said they belonged to another religion.

What is your religious affiliation, if any?

Weighted Total (n = 1,000)

Any (Net)	82%
Catholic/Protestant/Other Christian (subnet)*	72%
Catholic	21%
Christian	16%
Protestant	11%
Baptist	11%
Methodist	3%
Lutheran	3%
Other Christian	3%
Pentecostal	2%
Presbyterian	1%
Episcopalian/Anglican	1%
Assemblies of God	1%
Mormon	2%
Jewish	1%
Muslim	-%
Another religion	7%
Don't know/refused	18%

* Other Christian-based religious affiliations included Independent, Church of Christ, African Methodist Episcopal, and Church of God, however, the base was extremely small for each and are not included in the table above. Their numbers were included in the unweighted and weighted totals.

14. Among Christians, more than one-third regard themselves as liberal in their views.

*Would you say you are fundamentalist, an evangelical, a charismatic, Pentecostal, mainline, or liberal Christian?
Base = Protestant/Catholic/Other Christian. Unweighted total n = 755.*

Weighted Total (n = 717)	
Any (Net)	79%
Liberal	36%
Mainline	12%
Evangelical	11%
Fundamentalist	9%
Pentecostal	4%
Charismatic	3%
Other	4%
None	9%
Don't know/refused	12%

15. Forty percent of Americans claim to be conservatives on social issues and an equal number (28%) claim to be moderate or liberal.

Thinking about social issues, do you consider yourself to be more a conservative, more a moderate, or more a liberal?

Weighted Total (n = 1,000)	
Conservative	40%
Moderate	28%
Liberal	28%
None	1%
Don't know/refused	2%

16. Slightly more people reported living in a suburb outside of a city than living in a city, in a small town, or in a rural or farm area.

How would you describe the area where you live—in a city, in a suburb outside of a city, in a small town, or in a rural or farm area?

Weighted Total (n = 1,000)	
City	24%
Suburb	30%
Small town	23%
Rural/farm	23%
Other	-%
Don't know/refused	-%