

**Iowa Farm Bureau Index—Fall 2015  
Topline Report**

Field Dates: November 17-25, 2015

Sample size: Iowa residents aged 20-60 years old who have primary or shared responsibility for grocery shopping for their household.

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**Methodology**

Harris Poll conducted the survey online on behalf of the Iowa Farm Bureau, within the United States from November 17-25, 2015, among a total of 507 Iowa residents, aged 20-60 years old who have primary or shared responsibility for grocery shopping for their household.

Figures for age, sex, education, income, and race/ethnicity were weighted where necessary to bring them into line with their actual proportions in the population.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected among panel members who have agreed to participate in surveys. Because the sample is based on those who agreed to be invited to participate, no estimates of theoretical sampling error can be calculated.

**Notes on reading the results**

The percentage of respondents has been included for each item. An asterisk (\*) signifies a value of less than one-half percent. A dash represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents answering that question.

**CORE QUESTIONS**

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1700** How often does your household eat together at home?

	<b>Fall 2015</b>
<b>DO NOT LIVE ALONE (NET)</b>	<b>94%</b>
<b>EVER (SUB-NET)</b>	<b>93%</b>
<b>AT LEAST WEEKLY (SUB-SUB-NET)</b>	<b>92%</b>
Daily	51%
4-6 times/week	25%
2-3 times/week	14%
Weekly	2%
A couple times/month	1%
About once a month	*
Less often than once a month	*
Never	1%
N/A - I live alone	6%

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1705** Which of the following three factors are the most important to you when determining which packaged food products (e.g., bread, cereal, granola, pasta, tofu, rice or beans) to purchase? Please rank the top three most important factors by placing a “1” next to the most important factor, a “2” next to the second-most important, and a “3” next to the third-most important.

**Ranked Most Important**

	<b>Fall 2015</b>
Taste	32%
Price	19%
Nutrition	18%
Freshness	12%
Food safety	10%
Convenience	4%
How the food was grown/produced	2%
Brand	2%
Where the food was grown/produced	*
Other	1%

**Ranked Most/Second Most Important**

	<b>Fall 2015</b>
Taste	60%
Price	38%
Nutrition	31%
Freshness	31%
Food safety	14%
Convenience	12%
How the food was grown/produced	7%
Brand	5%
Where the food was grown/produced	2%
Other	1%

**Ranked Most/Second/Third Most Important**

	<b>Fall 2015</b>
Taste	76%
Price	65%
Nutrition	48%
Freshness	43%
Food safety	21%
Convenience	20%
Brand	12%
How the food was grown/produced	10%
Where the food was grown/produced	4%
Other	1%

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1710** Over the past year, you may have chosen to buy or order one type of food over another because the label had more information on how or where your food was grown/produced. Which, if any, of the following labels give you the type of information you are seeking? Please select **all** that apply.

	<b>Fall 2015</b>
<b>PAYS ATTENTION TO LABELS (NET)</b>	<b>82%</b>
<b>ANY (SUB-NET)</b>	<b>72%</b>
Grown/made in the U.S.	33%
Grown by Iowa family farmers	31%
Grown/made locally	30%
Natural	28%
Made without High Fructose Corn Syrup	28%
Organic	25%
Non-GMO (genetically modified organism)	21%
Grown/made sustainably	12%
Gluten-free	10%
Other	2%
None of these	10%
N/A - I do not pay attention to labels	18%

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1715** What information do you believe these labels convey about the food you are buying? Please select **all** that apply for each.

**Grown/made in the U.S.**

	<b>Fall 2015</b>
<b>MEANS SOMETHING (NET)</b>	<b>84%</b>
Higher quality	36%
Safer	34%
Grown sustainably	14%
More environmentally friendly	14%
More nutritious	12%
Other	12%
<i>I do not think this label means anything</i>	16%

**Grown/made locally**

	<b>Fall 2015</b>
<b>MEANS SOMETHING (NET)</b>	<b>89%</b>
Higher quality	40%
More environmentally friendly	25%
Safer	21%
More nutritious	18%
Grown sustainably	18%
Other	15%
<i>I do not think this label means anything</i>	11%

**Organic**

	<b>Fall 2015</b>
<b>MEANS SOMETHING (NET)</b>	<b>81%</b>
More environmentally friendly	38%
Safer	34%
More nutritious	31%
Higher quality	28%
Grown sustainably	18%
Other	5%
<i>I do not think this label means anything</i>	19%

**Natural**

	<b>Fall 2015</b>
<b>MEANS SOMETHING (NET)</b>	<b>76%</b>
More nutritious	39%
Safer	31%
Higher quality	27%
More environmentally friendly	24%
Grown sustainably	13%
Other	4%
<i>I do not think this label means anything</i>	24%

**Grown by Iowa family farmers**

	<b>Fall 2015</b>
<b>MEANS SOMETHING (NET)</b>	<b>89%</b>
Higher quality	42%
More environmentally friendly	27%
Grown sustainably	22%
More nutritious	22%
Safer	20%
Other	17%
<i>I do not think this label means anything</i>	11%

**Grown/made sustainably**

	<b>Fall 2015</b>
<b>MEANS SOMETHING (NET)</b>	<b>81%</b>
Grown sustainably	50%
More environmentally friendly	25%
Higher quality	17%
Safer	13%
More nutritious	10%
Other	4%
<i>I do not think this label means anything</i>	19%

**Non-GMO (genetically modified organism)**

	<b>Fall 2015</b>
<b>MEANS SOMETHING (NET)</b>	<b>77%</b>
Safer	43%
More nutritious	21%
Higher quality	21%
More environmentally friendly	20%
Grown sustainably	10%
Other	10%
<i>I do not think this label means anything</i>	23%

**Made without High Fructose Corn Syrup**

	<b>Fall 2015</b>
<b>MEANS SOMETHING (NET)</b>	<b>81%</b>
More nutritious	46%
Safer	20%
Higher quality	16%
More environmentally friendly	7%
Grown sustainably	3%
Other	13%
<i>I do not think this label means anything</i>	19%

**Gluten-free**

	<b>Fall 2015</b>
<b>MEANS SOMETHING (NET)</b>	<b>67%</b>
Safer	17%
More nutritious	17%
Higher quality	6%
Grown sustainably	5%
More environmentally friendly	5%
Other	26%
<i>I do not think this label means anything</i>	33%

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1720** How much do you agree or disagree with the following statements?

**SUMMARY OF STRONGLY/SOMEWHAT AGREE**

	<b>Fall 2015</b>
I am given enough information about the food I buy in the supermarket	68%
I am given enough information about how the food I eat is produced from farmers	52%
I am given enough information about the food I buy at restaurants	30%

**SUMMARY OF STRONGLY/SOMEWHAT DISAGREE**

	<b>Fall 2015</b>
I am given enough information about the food I buy at restaurants	70%
I am given enough information about how the food I eat is produced from farmers	48%
I am given enough information about the food I buy in the supermarket	32%

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1725** If food with a GMO-free (genetically modified organism) label costs significantly more than food without a GMO-free label, would you buy the food with the GMO-free label?

	<b>Fall 2015</b>
Yes	28%
No	40%
Not Sure	32%

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1730** According to the World Health Organization (WHO) and many other scientific organizations, GMO (genetically modified organism) foods provide many benefits. If you knew that a food produced with GMOs provided the following benefits, how would it influence your purchasing decision? Rate your response on a scale of 1-5, with 1 indicating it definitely would not influence your decision to purchase a GMO food and 5 indicating it definitely would influence your decision to purchase a GMO food.

**Uses less herbicide and other pesticides**

	<b>Fall 2015</b>
<b>TOP TWO BOX (NET)</b>	<b>61%</b>
5 Definitely would influence my decision to purchase a GMO food	30%
4	31%
3	22%
<b>BOTTOM TWO BOX (NET)</b>	<b>17%</b>
2	6%
1 Definitely would not influence my decision to purchase a GMO food	11%

**Produces better yields, to make more efficient use of land**

	<b>Fall 2015</b>
<b>TOP TWO BOX (NET)</b>	<b>39%</b>
5 Definitely would influence my decision to purchase a GMO food	17%
4	23%
3	35%
<b>BOTTOM TWO BOX (NET)</b>	<b>26%</b>
2	12%
1 Definitely would not influence my decision to purchase a GMO food	14%

**Helps feed more people around the world**

	<b>Fall 2015</b>
<b>TOP TWO BOX (NET)</b>	<b>46%</b>
5 Definitely would influence my decision to purchase a GMO food	22%
4	24%
3	30%
<b>BOTTOM TWO BOX (NET)</b>	<b>24%</b>
2	9%
1 Definitely would not influence my decision to purchase a GMO food	14%

**Produces foods with better texture or flavor**

	<b>Fall 2015</b>
<b>TOP TWO BOX (NET)</b>	<b>47%</b>
5 Definitely would influence my decision to purchase a GMO food	20%
4	27%
3	31%
<b>BOTTOM TWO BOX (NET)</b>	<b>22%</b>
2	11%
1 Definitely would not influence my decision to purchase a GMO food	11%

**Producing foods with better nutritional value**

	<b>Fall 2015</b>
<b>TOP TWO BOX (NET)</b>	<b>59%</b>
5 Definitely would influence my decision to purchase a GMO food	28%
4	31%
3	24%
<b>BOTTOM TWO BOX (NET)</b>	<b>17%</b>
2	7%
1 Definitely would not influence my decision to purchase a GMO food	9%

**Producing foods with a longer shelf life**

	<b>Fall 2015</b>
<b>TOP TWO BOX (NET)</b>	<b>42%</b>
5 Definitely would influence my decision to purchase a GMO food	17%
4	25%
3	31%
<b>BOTTOM TWO BOX (NET)</b>	<b>26%</b>
2	9%
1 Definitely would not influence my decision to purchase a GMO food	18%

**Producing foods that are scientifically proven over 20 years to be as safe as conventional and organic crops**

	<b>Fall 2015</b>
<b>TOP TWO BOX (NET)</b>	<b>49%</b>
5 Definitely would influence my decision to purchase a GMO food	21%
4	28%
3	29%
<b>BOTTOM TWO BOX (NET)</b>	<b>22%</b>
2	11%
1 Definitely would not influence my decision to purchase a GMO food	11%

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1735** Would you continue to eat the food you normally eat if you knew it contained GMOs (genetically modified organism)?

	<b>Fall 2015</b>
Yes	46%
No	19%
Not Sure	34%

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1740** Who do you trust most when it comes to information about GMOs (genetically modified organism)? Please rank the top three sources by placing a “1” next to the most trusted, a “2” next to the second-most trusted, and a “3” next to the third-most trusted.

**Ranked Most Trusted**

	<b>Fall 2015</b>
Food & Drug Administration (FDA)	26%
Farmer	19%
Medical professional	18%
Dietitian/nutritionist	10%
NGO (Non-government organization)	8%
Friends/family	8%
Chef/cook	3%
Supermarket/grocery store	2%
Media/news organization	1%
Food company	1%
Restaurant	*
Other	3%

**Ranked Most/Second Most Trusted**

	<b>Fall 2015</b>
Food & Drug Administration (FDA)	41%
Medical professional	35%
Farmer	31%
Dietitian/nutritionist	30%
NGO (Non-government organization)	18%
Friends/family	16%
Supermarket/grocery store	8%
Chef/cook	6%
Media/news organization	5%
Food company	5%
Restaurant	*
Other	5%

**Ranked Most/Second/Third Most Trusted**

	<b>Fall 2015</b>
Food & Drug Administration (FDA)	57%
Dietitian/nutritionist	51%
Medical professional	47%
Farmer	42%
Friends/family	25%
NGO (Non-government organization)	25%
Supermarket/grocery store	14%
Food company	13%
Chef/cook	10%
Media/news organization	9%
Restaurant	2%
Other	6%

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1745/1750** Thinking about the food you eat and purchase, how strongly do you agree or disagree with the following statement?

**SUMMARY OF STRONGLY/SOMEWHAT AGREE**

	<b>Fall 2015</b>
As a whole, the <u>agriculture community</u> is transparent about how food is produced.	47%
As a whole, <u>food companies</u> are transparent about how food is produced.	36%

**SUMMARY OF STRONGLY/SOMEWHAT DISAGREE**

	<b>Fall 2015</b>
As a whole, the <u>agriculture community</u> is transparent about how food is produced.	53%
As a whole, <u>food companies</u> are transparent about how food is produced.	64%

**BASE: QUALIFIED RESPONDENTS (n=507)**

**Q1755** When it comes to food production in Iowa, how concerned are you about the following?

**SUMMARY OF AT LEAST SOMEWHAT CONCERNED**

	<b>Fall 2015</b>
Government regulation that increases food costs	89%
Pesticides and insecticides	88%
Animal hormones	87%
Sustainable production practices	87%
Animal antibiotics	86%
Fertilizers	84%
Animal treatment	83%
Government regulation that limits food choices	83%
Labor practices	75%
GMOs (genetically modified organism)	73%

**SUMMARY OF VERY/EXTREMELY CONCERNED**

	<b>Fall 2015</b>
Pesticides and insecticides	60%
Government regulation that increases food costs	56%
Animal hormones	53%
Animal antibiotics	51%
Government regulation that limits food choices	51%
Fertilizers	46%
Animal treatment	45%
Sustainable production practices	42%
GMOs (genetically modified organism)	37%
Labor practices	33%