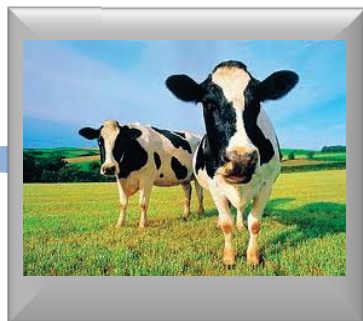


THE
PEW
CHARITABLE TRUSTS

How American Moms In An Internet Study View Antibiotic Use In Food Animal Production



PUBLIC OPINION STRATEGIES

**GREENBERG
QUINLAN
ROSNER
RESEARCH**

Bill McInturff, Partner / Alex Bratty, Partner
Public Opinion Strategies

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METHODOLOGY



On behalf of The Pew Campaign on Human Health and Industrial Farming, Public Opinion Strategies and Greenberg Quinlan Rosner Research conducted a national survey of N=804 mothers who are registered voters and have children age 16 or younger.

The survey was conducted online from April 12-15, 2011 and is representative of the nation's population per Census data for households with children age 17 or younger.

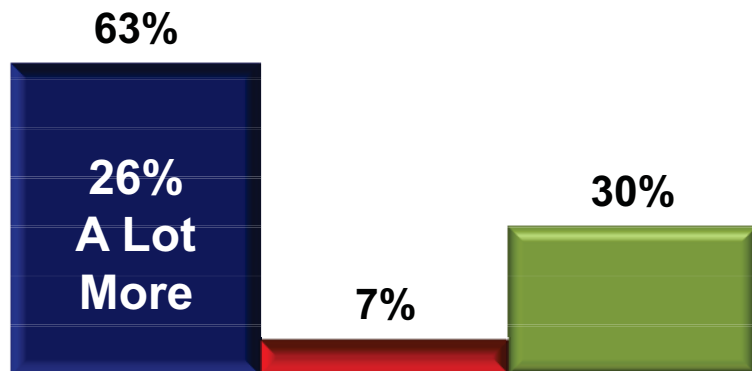
The primary researchers on this project were Bill McInturff and Alex Bratty of Public Opinion Strategies and Al Quinlan and Drew Lieberman of Greenberg Quinlan Rosner. Lisa Mittiga was the senior project director, and analytical assistance was provided by Sara Walter.

Almost two-thirds of these moms say there should be more regulation of U.S. industrial farms.

Regulation of Industrial Farms

From what you know, do you think there should be more regulation of industrial farms, less regulation, or should the level of regulation stay the same as it is now?

+56%

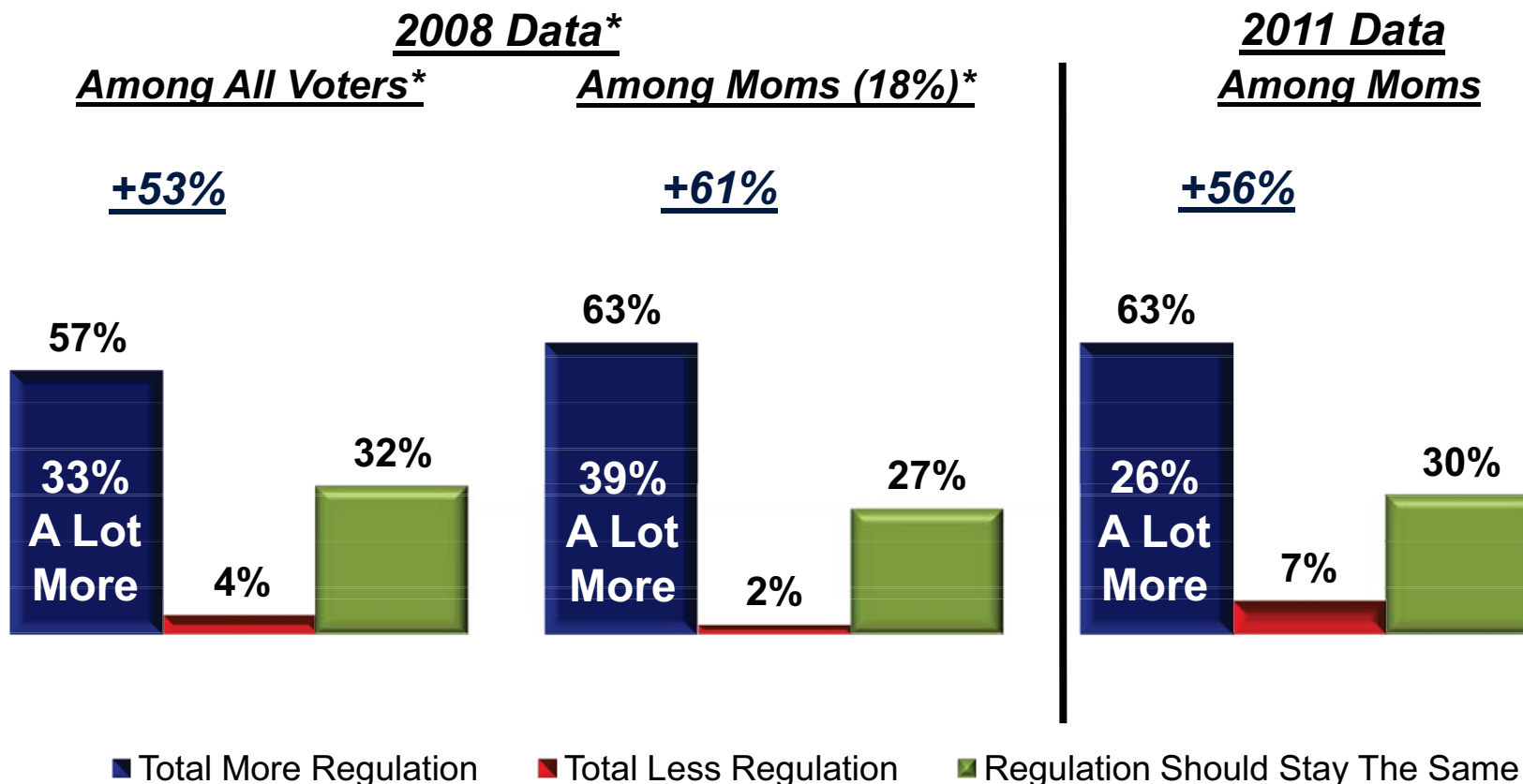


- Total More Regulation
- Total Less Regulation
- Regulation Should Stay The Same

Sub-Group	More	Less	Same
Age 18-34	63%	8%	30%
Age 35-44	63%	5%	32%
Age 45+	63%	8%	29%
One Child	64%	7%	30%
Two Children	64%	6%	30%
Three Or More Children	59%	8%	33%
White	61%	8%	31%
African American	65%	8%	28%
Hispanic	69%	3%	28%
Less Than College	60%	7%	33%
College+	66%	7%	27%
Income Less Than \$60k	63%	6%	31%
Income \$60k +	63%	7%	30%
Northeast Region	66%	4%	30%
Midwest Region	58%	7%	35%
South Region	63%	7%	30%
West Region	63%	9%	27%
Republican	51%	10%	39%
Independent	67%	6%	27%
Democrat	70%	5%	26%
Regularly Buy Organic	72%	6%	23%
Household Income Dependent On Farming/Ranching	58%	7%	35%
Believe Government Doing Too Much	53%	11%	36%

Support for more regulation on industrial farms is very similar to that measured back in 2008.

Regulation of Industrial Farms



*Data from national survey of 800 registered voters, conducted December 10-11 & 13-14, 2008.

Moms defined as women with children under the age of 18 living in the household.

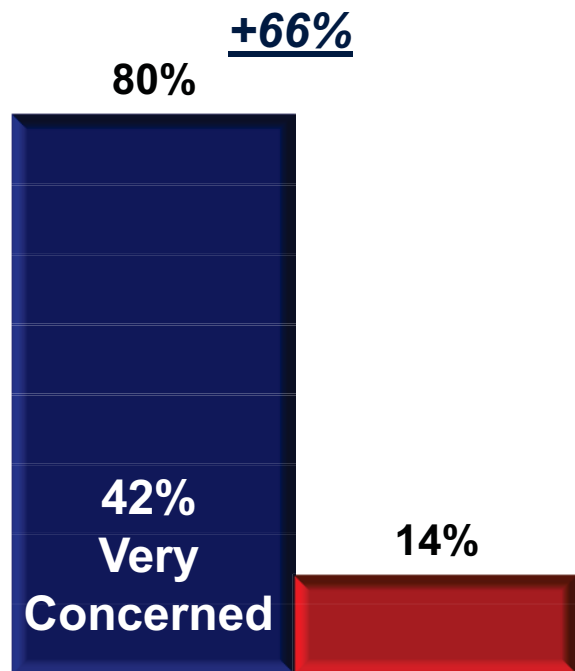
From what you know, do you think there should be more regulation of industrial farms, less regulation, or should the level of regulation stay the same as it is now?



Fully, eight-in-ten of these moms say they are concerned about antibiotics being given to food animals on industrial farms.

Concern About Antibiotics on Industrial Farms

Thinking specifically about you and your children, how concerned are you about antibiotics being given to food animals on industrial farms that are being produced for meat and poultry?



■ Total Concerned ■ Total Not Concerned

Sub-Group	% Very Concerned	% Total Concerned
Age 18-34	40%	80%
Age 35-44	42%	80%
Age 45+	45%	81%
One Child	39%	78%
Two Children	44%	80%
Three or More Children	43%	83%
White	41%	78%
African American	40%	83%
Hispanic	48%	86%
Less Than College	41%	77%
College+	44%	84%
Income Less Than \$60k	44%	78%
Income \$60k +	39%	84%
Northeast Region	41%	79%
Midwest Region	39%	76%
South Region	45%	82%
West Region	42%	82%
Republican	39%	77%
Independent	44%	81%
Democrat	43%	82%
Regularly Buy Organic	59%	94%
Household Income Dependent On Farming/Ranching	44%	82%
Believe Government Doing Too Much	42%	79%

Proposed federal regulations are greeted with strong support among these moms.

Favor/Oppose Antibiotic Regulations

	<u>Strongly Favor</u>	<u>Total Favor</u>
Allow antibiotics to be used for treating sick animals, but eliminate the use of antibiotics to promote growth.	61%	83%
Require food animal producers to submit an annual report to the FDA showing the amount and purpose of antibiotics used on their farms.	60%	83%
Require that any antibiotics used in treating food animals be prescribed and administered to the animals only by order of a veterinarian	55%	80%
Require the FDA to issue a specific ruling on what constitutes “judicious” use of antibiotics in food animal production so farmers, producers, pharmaceutical companies and consumers all have the same information	51%	77%
Create and expand USDA programs that provide producers with the latest information on best practices for food animal production.	50%	79%
Allow antibiotics to be used for treating sick animals, but eliminate the use of antibiotics to compensate for the effects of overcrowded and unsanitary conditions.	49%	75%
Stop the practice of giving antibiotics to healthy food animals if these drugs are similar to or the same as those used in human medicine.	49%	72%

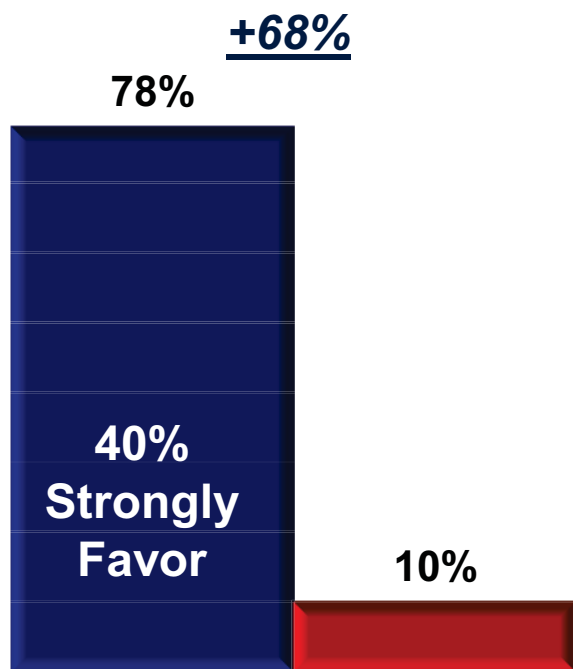
*Here are some proposals for federal regulations on antibiotic use in food animal production on industrial farms.
Please read each one and indicate if you would favor or oppose it.*



More than three-quarters of these moms would support the federal government implementing all seven of the proposed regulations.

Favor/Oppose Federal Government Regulations

Having read through these potential regulations on antibiotic use in food animal production, would you strongly favor, somewhat favor, somewhat oppose or strongly oppose the federal government putting all these regulations in place.



■ Total Favor

■ Total Oppose

Sub-Group	Strongly Favor	Total Favor
Age 18-34	40%	78%
Age 35-44	39%	78%
Age 45+	43%	77%
One Child	40%	78%
Two Children	42%	81%
Three Or More Children	39%	73%
White	41%	79%
African American	33%	71%
Hispanic	48%	84%
Less Than College	39%	74%
College+	43%	83%
Income Less Than \$60k	39%	75%
Income \$60k +	42%	82%
Northeast Region	40%	82%
Midwest Region	36%	74%
South Region	44%	76%
West Region	40%	80%
Republican	31%	77%
Independent	45%	75%
Democrat	45%	80%
Regularly Buy Organic	48%	83%
Household Income Dependent On Farming/Ranching	35%	78%
Believe Government Doing Too Much	33%	78%

Moms were presented with both sides of the debate and asked with whom they agree more: supporters or opponents.



Supporters say:

Supporters say the way antibiotics are used in food animal production is causing serious health problems for people. Industrial farms give these drugs to entire herds to promote growth and to compensate for the effects of overcrowded and unsanitary conditions. The CDC, FDA and USDA testified before Congress that there is a definitive link between the routine, non-therapeutic use of antibiotics in food animal production and the crisis of antibiotic resistance in humans. This means more people are getting infections that are harder to treat, require multiple applications of antibiotics, longer hospital stays and other treatments. The American Medical Association, the American Academy of Pediatrics and the World Health Organization also warn this routine use of antibiotics in food animals presents a growing threat to human health.

Moms were presented with both sides of the debate and asked with whom they agree more: supporters or opponents.



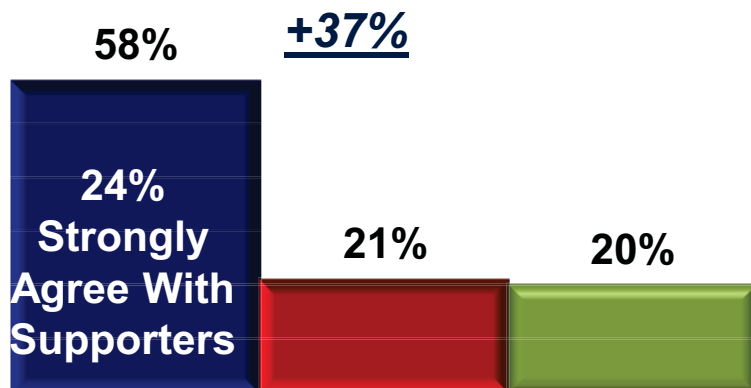
Opponents say:

Opponents say there is no question that antibiotic resistance is a serious public health threat, but there is little evidence that the use of antibiotics in food animal production is the cause. In fact, almost 95 percent of antibiotic resistance can be traced to the overuse of antibiotics used in humans. The American Veterinary Medical Association and the Farm Bureau say if antibiotics are not available to prevent disease from spreading on the farm these regulations could actually lead to more animals getting sick and making them unsafe for consumption. These regulations are just more government overreach into private business that will do nothing but cost us jobs and increase the cost of food when we can least afford it.

The majority of these moms agree with the supporters' point of view.

Support/Oppose Regulations on Antibiotics in Food Animal Production

Now, here are some statements from supporters and opponents of these potential regulations on antibiotic use in food animal production. Which one comes closer to your point of view?



■ Supporters ■ Opponents ■ Not Sure

Sub-Group	Agree w/Supporters	Agree w/Opponents
Age 18-34	60%	19%
Age 35-44	60%	24%
Age 45+	53%	21%
One Child	57%	21%
Two Children	60%	19%
Three Or More Children	58%	24%
White	58%	22%
African American	53%	22%
Hispanic	67%	17%
Less Than College	55%	22%
College+	63%	20%
Income Less Than \$60k	57%	21%
Income \$60k +	61%	21%
Northeast Region	54%	24%
Midwest Region	58%	22%
South Region	59%	17%
West Region	61%	25%
Republican	56%	25%
Independent	57%	19%
Democrat	61%	19%
Regularly Buy Organic	68%	19%
Household Income Dependent On Farming/Ranching	54%	31%
Believe Government Doing Too Much	58%	27%

TURNING
QUESTIONS
INTO
ANSWERS



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