

THOMSON REUTERS-NPR HEALTH POLL ORGANIC FOOD

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Each month, the Thomson Reuters-NPR Health Poll surveys approximately 3,000 Americans to gauge attitudes and opinions on a wide range of healthcare issues. Poll results are reported by NPR's Scott Hensley on the health blog Shots (<http://www.npr.org/blogs/health/>) and on air.

Complete survey results are posted here:
<http://healthcare.thomsonreuters.com/npr/>

NPR's reports on the findings are archived here:
http://www.npr.org/templates/archives/archive.php?thingId=137038712&ps=sh_sttag

The Thomson Reuters-NPR Health Poll is powered by the *Thomson Reuters PULSE™ Healthcare Survey*, an independently funded telephone poll which collects information about health behavior, attitudes, and utilization from more than 100,000 U.S. households annually. The results represent responses from 3,008 survey participants interviewed between May 2-13, 2011. The margin of error is 1.8 percent.



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EXECUTIVE SUMMARY

The survey asked respondents about their attitudes towards organic foods. More than half (58%) said that given a choice, they prefer to eat organic food — a preference that’s less prevalent among older Americans and more prevalent among those with more education.

- What’s the appeal? Among respondents who prefer organic food, 36% said their primary impetus is an eagerness to support local farms and 34% cited a desire to avoid toxins in their food. Other responses: 17% said they prefer organic food because it’s better for the environment and 13% said it tastes better.
- 54% of those who preferred non-organic food said price is the primary driver of that preference. Other responses: 21% said they prefer non-organic food because it is more widely available, 13% said non-organic food tastes better, and 11% believe non-organic foods are safer.
- When asked where they prefer to obtain produce, the top choice was a farmers’ market (43%), followed by supermarket (32%), their own garden (20%), and farm co-op (5%).
- While 58% of respondents said they prefer organic food, only 34% say its presence on a menu would influence their ordering decision.

SURVEY DATA

Responses in **RED** are statistically significant.

QUESTION 1: Given a choice, would you prefer to eat organic or non-organic foods?

	Organic	Non-Organic	No Preference
Age			
<35	62.8%	30.5%	6.7%
35 – 64	60.6%	28.7%	10.7%
65+	44.8%	38.2%	17.0%
Total	57.6%	31.0%	11.4%
Income			
< \$25k	56.0%	31.3%	12.7%
\$25k – \$49.9k	61.2%	31.0%	7.8%
\$50k – \$99.9k	59.0%	30.0%	11.0%
\$100k+	60.8%	26.5%	12.8%
Total	57.6%	31.0%	11.4%
Education			
High School or Less	52.7%	36.4%	10.9%
Some College	54.2%	34.7%	11.0%
College+	63.5%	24.7%	11.9%
Total	57.6%	31.0%	11.4%



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QUESTION 2: Which of these statements best describes your preference (for organic foods)?

1. I am concerned about exposure to toxins in non-organic foods
2. I believe organic foods taste better
3. I like to support local farmers
4. I believe food is better for the environment

	1	2	3	4
Age				
<35	36.4%	11.9%	39.9%	11.8%
35 – 64	34.4%	13.3%	34.8%	17.5%
65+	30.5%	12.4%	34.4%	22.7%
Total	34.2%	12.9%	35.7%	17.2%
Income				
< \$25k	27.5%	21.9%	31.3%	19.4%
\$25k – \$49.9k	29.7%	10.0%	40.4%	19.9%
\$50k – \$99.9k	42.3%	9.5%	36.8%	11.4%
\$100k+	36.7%	10.4%	31.9%	21.0%
Total	34.2%	12.9%	35.7%	17.2%
Education				
High School or Less	26.1%	17.5%	40.2%	16.2%
Some College	26.8%	13.2%	41.6%	18.4%
College+	43.4%	10.2%	29.5%	17.0%
Total	34.2%	12.9%	35.7%	17.2%

QUESTION 3: Which of these statements best describes your preference (for non-organic foods)?

1. Organic foods are too expensive
2. I believe processed and treated foods are safer
3. Non-organic foods last longer
4. I believe non-organic food tastes better
5. Non-organic food is more readily available

	1	2	3	4	5
Age					
<35	56.5%	15.0%	0.0%	17.9%	10.6%
35 – 64	55.5%	8.3%	2.5%	12.1%	21.7%
65+	49.1%	13.2%	2.5%	10.0%	25.2%
Total	54.1%	10.7%	2.1%	12.6%	20.6%
Income					
< \$25k	57.1%	15.4%	0.9%	7.1%	19.5%
\$25k – \$49.9k	53.1%	8.7%	2.0%	22.1%	14.1%
\$50k – \$99.9k	56.4%	6.8%	1.5%	12.8%	22.4%
\$100k+	53.9%	10.2%	1.0%	2.8%	32.1%
Total	54.1%	10.7%	2.1%	12.6%	20.6%
Education					
High School or Less	49.3%	12.2%	1.1%	16.7%	20.8%
Some College	60.5%	10.2%	1.9%	11.2%	16.2%
College+	51.8%	9.7%	3.2%	10.1%	25.2%
Total	54.1%	10.7%	2.1%	12.6%	20.6%



QUESTION 4: Given a choice, at which of the following locations would you most prefer to get your produce?

- 1. Supermarket
- 2. Farmers' market
- 3. Farm co-op
- 4. Home garden

	1	2	3	4
Age				
<35	33.8%	50.8%	2.2%	13.2%
35 – 64	29.2%	42.5%	6.4%	21.9%
65+	37.1%	40.0%	2.7%	20.2%
Total	31.6%	43.4%	4.9%	20.0%
Income				
< \$25k	38.5%	41.2%	2.2%	18.1%
\$25k – \$49.9k	27.2%	49.3%	4.3%	19.2%
\$50k – \$99.9k	28.4%	39.2%	7.2%	25.1%
\$100k+	30.1%	45.6%	8.1%	16.2%
Total	31.6%	43.4%	4.9%	20.0%
Education				
High School or Less	35.5%	39.6%	3.8%	21.1%
Some College	34.3%	45.4%	2.9%	17.4%
College+	27.1%	44.3%	7.3%	21.4%
Total	31.6%	43.4%	4.9%	20.0%

QUESTION 4: In a restaurant, would your ordering decision be influenced by the availability of organic options?

	Yes
Age	
<35	36.0%
35 – 64	35.3%
65+	29.5%
Total	34.2%
Income	
< \$25k	40.9%
\$25k – \$49.9k	35.9%
\$50k – \$99.9k	33.3%
\$100k+	29.2%
Total	34.2%
Education	
High School or Less	35.1%
Some College	29.2%
College+	37.5%
Total	34.2%

