



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Farming Survey

Topline Findings

New York, May 3, 2023 — *These are the findings of an Ipsos poll conducted between March 13 – 14, 2023, for the [What the Future: Farming issue](#). For this survey, a sample of 1,120 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

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GAME CHANGERS





PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. How familiar are you, if at all, with each of the following terms?

Total Familiar Summary

	Total (N=1,120)
Organic	89%
Gluten free	85%
Plant-based protein	79%
GMO	71%
Sustainable food production	68%
Cultured/cultivated meat	43%
Vertical farming	33%
Regenerative farming	31%
CRISPR	18%
Soy Leghemoglobin	14%

- a. Gluten free

	Total
Very familiar	35%
Somewhat familiar	50%
Not very familiar	12%
Not at all familiar	3%
<i>Familiar (Net)</i>	<i>85%</i>
<i>Not Familiar (Net)</i>	<i>15%</i>

- b. CRISPR

	Total
Very familiar	5%
Somewhat familiar	13%
Not very familiar	25%
Not at all familiar	57%
<i>Familiar (Net)</i>	<i>18%</i>
<i>Not Familiar (Net)</i>	<i>82%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

1. How familiar are you, if at all, with each of the following terms? (Continued)

c. GMO

	Total
Very familiar	26%
Somewhat familiar	46%
Not very familiar	19%
Not at all familiar	9%
<i>Familiar (Net)</i>	<i>71%</i>
<i>Not Familiar (Net)</i>	<i>29%</i>

d. Organic

	Total
Very familiar	44%
Somewhat familiar	45%
Not very familiar	9%
Not at all familiar	2%
<i>Familiar (Net)</i>	<i>89%</i>
<i>Not Familiar (Net)</i>	<i>11%</i>

e. Sustainable food production

	Total
Very familiar	19%
Somewhat familiar	49%
Not very familiar	23%
Not at all familiar	9%
<i>Familiar (Net)</i>	<i>68%</i>
<i>Not Familiar (Net)</i>	<i>32%</i>

f. Vertical farming

	Total
Very familiar	8%
Somewhat familiar	26%
Not very familiar	32%
Not at all familiar	35%
<i>Familiar (Net)</i>	<i>33%</i>
<i>Not Familiar (Net)</i>	<i>67%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

1. How familiar are you, if at all, with each of the following terms? (Continued)

g. Regenerative farming

	Total
Very familiar	7%
Somewhat familiar	24%
Not very familiar	37%
Not at all familiar	32%
<i>Familiar (Net)</i>	<i>31%</i>
<i>Not Familiar (Net)</i>	<i>69%</i>

h. Cultured/cultivated meat

	Total
Very familiar	11%
Somewhat familiar	32%
Not very familiar	32%
Not at all familiar	25%
<i>Familiar (Net)</i>	<i>43%</i>
<i>Not Familiar (Net)</i>	<i>57%</i>

i. Plant-based protein

	Total
Very familiar	32%
Somewhat familiar	47%
Not very familiar	15%
Not at all familiar	6%
<i>Familiar (Net)</i>	<i>79%</i>
<i>Not Familiar (Net)</i>	<i>21%</i>

j. Soy Leghemoglobin

	Total
Very familiar	3%
Somewhat familiar	10%
Not very familiar	26%
Not at all familiar	60%
<i>Familiar (Net)</i>	<i>14%</i>
<i>Not Familiar (Net)</i>	<i>86%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

2. How favorably or unfavorably do you feel about the following terms?

Base: Selected “Very familiar”, “Somewhat familiar”, or “Not very familiar” for any item in Q1

Total Favorable Summary

	Total
Sustainable food production	88%
Organic	83%
Vertical farming	80%
Gluten free	75%
Regenerative farming	74%
Plant-based protein	72%
Cultured/cultivated meat	58%
CRISPR	51%
Soy Leghemoglobin	51%
GMO	44%

a. Gluten free

	Total (N=1,081)
Very favorable	23%
Somewhat favorable	52%
Somewhat unfavorable	20%
Very unfavorable	5%
<i>Favorable (Net)</i>	<i>75%</i>
<i>Unfavorable (Net)</i>	<i>25%</i>

b. CRISPR

	Total (N=489)
Very favorable	10%
Somewhat favorable	41%
Somewhat unfavorable	44%
Very unfavorable	5%
<i>Favorable (Net)</i>	<i>51%</i>
<i>Unfavorable (Net)</i>	<i>49%</i>





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2. How favorably or unfavorably do you feel about the following terms? (Continued)

c. GMO

	Total (N=1,013)
Very favorable	12%
Somewhat favorable	32%
Somewhat unfavorable	39%
Very unfavorable	16%
<i>Favorable (Net)</i>	<i>44%</i>
<i>Unfavorable (Net)</i>	<i>56%</i>

d. Organic

	Total (N=1,092)
Very favorable	40%
Somewhat favorable	43%
Somewhat unfavorable	14%
Very unfavorable	3%
<i>Favorable (Net)</i>	<i>83%</i>
<i>Unfavorable (Net)</i>	<i>17%</i>

e. Sustainable food production

	Total (N=1,005)
Very favorable	37%
Somewhat favorable	50%
Somewhat unfavorable	10%
Very unfavorable	2%
<i>Favorable (Net)</i>	<i>88%</i>
<i>Unfavorable (Net)</i>	<i>12%</i>

f. Vertical farming

	Total (N=721)
Very favorable	21%
Somewhat favorable	60%
Somewhat unfavorable	17%
Very unfavorable	2%
<i>Favorable (Net)</i>	<i>80%</i>
<i>Unfavorable (Net)</i>	<i>20%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

2. How favorably or unfavorably do you feel about the following terms? (Continued)

g. Regenerative farming

	Total (N=752)
Very favorable	22%
Somewhat favorable	52%
Somewhat unfavorable	22%
Very unfavorable	4%
<i>Favorable (Net)</i>	<i>74%</i>
<i>Unfavorable (Net)</i>	<i>26%</i>

h. Cultured/cultivated meat

	Total (N=841)
Very favorable	11%
Somewhat favorable	47%
Somewhat unfavorable	34%
Very unfavorable	8%
<i>Favorable (Net)</i>	<i>58%</i>
<i>Unfavorable (Net)</i>	<i>42%</i>

i. Plant-based protein

	Total (N=1,046)
Very favorable	25%
Somewhat favorable	47%
Somewhat unfavorable	21%
Very unfavorable	7%
<i>Favorable (Net)</i>	<i>72%</i>
<i>Unfavorable (Net)</i>	<i>28%</i>

j. Soy Leghemoglobin

	Total (N=458)
Very favorable	8%
Somewhat favorable	44%
Somewhat unfavorable	42%
Very unfavorable	7%
<i>Favorable (Net)</i>	<i>51%</i>
<i>Unfavorable (Net)</i>	<i>49%</i>



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3. Which of the following best describes your diet:

	Total
You regularly eat both animal and non-animal products (omnivorous)	81%
You only occasionally eat meat or fish (flexitarian)	14%
You do not eat meat, but do eat other animal products (e.g. eggs, cheese, milk) (vegetarian)	2%
You do not eat any animal products at all (vegan)	2%
You do not eat meat but do eat fish (pescatarian)	2%

4. When thinking about how you make food choices, do you do any of the following, or not?

Total Yes Summary

	Total
I limit the amount of processed foods I eat	63%
I prioritize foods that are produced more sustainably	48%
I prioritize organic foods or those that minimize use of chemicals or pesticides	48%
I prioritize non-GMO foods	41%
I track calories or nutrients/macros to manage my weight	34%
I follow a diet to manage a health condition (e.g., diabetes, blood pressure, cholesterol, gluten-free)	31%
I prioritize plant-based foods to reduce greenhouse gas emissions	25%
I avoid certain foods because of allergies	22%
I avoid eating red meat	21%
I avoid animal-based foods	14%
I follow a diet to comply with my religion	10%

a. I track calories or nutrients/macros to manage my weight

	Total
Yes	34%
No	66%



PUBLIC POLL FINDINGS AND METHODOLOGY

4. When thinking about how you make food choices, do you do any of the following, or not?
(Continued)

b. I follow a diet to manage a health condition (e.g., diabetes, blood pressure, cholesterol, gluten-free)

	Total
Yes	31%
No	69%

c. I prioritize organic foods or those that minimize use of chemicals or pesticides

	Total
Yes	48%
No	52%

d. I prioritize non-GMO foods

	Total
Yes	41%
No	59%

e. I prioritize plant-based foods to reduce greenhouse gas emissions

	Total
Yes	25%
No	75%

f. I avoid certain foods because of allergies

	Total
Yes	22%
No	78%

g. I prioritize foods that are produced more sustainably

	Total
Yes	48%
No	52%

h. I limit the amount of processed foods I eat

	Total
Yes	63%
No	37%



PUBLIC POLL FINDINGS AND METHODOLOGY

4. When thinking about how you make food choices, do you do any of the following, or not?
(Continued)

i. I follow a diet to comply with my religion

	Total
Yes	10%
No	90%

j. I avoid eating red meat

	Total
Yes	21%
No	79%

k. I avoid animal-based foods

	Total
Yes	14%
No	86%

5. Have you done any of the following?

Total Yes Summary

	Total
Buy foods from a farmers' market or u-pick farms	84%
Grow a food garden	64%
Buy wine directly from a vineyard	41%
Buy foods from a CSA (community supported agriculture)	32%
Work on a farm	24%
Raise chickens or other livestock on my property (not a farm)	19%

a. Raise chickens or other livestock on my property (not a farm)

	Total
Yes, I currently do this	4%
Yes, I have done this in the past	15%
No, I have never done this	81%
Yes (Net)	19%

PUBLIC POLL FINDINGS AND METHODOLOGY

5. Have you done any of the following? (Continued)

b. Grow a food garden

	Total
Yes, I currently do this	23%
Yes, I have done this in the past	41%
No, I have never done this	36%
Yes (Net)	64%

c. Buy foods from a CSA (community supported agriculture)

	Total
Yes, I currently do this	9%
Yes, I have done this in the past	23%
No, I have never done this	68%
Yes (Net)	32%

d. Buy foods from a farmers market or u-pick farms

	Total
Yes, I currently do this	31%
Yes, I have done this in the past	53%
No, I have never done this	16%
Yes (Net)	84%

e. Buy wine directly from a vineyard

	Total
Yes, I currently do this	11%
Yes, I have done this in the past	31%
No, I have never done this	59%
Yes (Net)	41%

f. Work on a farm

	Total
Yes, I currently do this	4%
Yes, I have done this in the past	20%
No, I have never done this	76%
Yes (Net)	24%

PUBLIC POLL FINDINGS AND METHODOLOGY

6. If a brand did any of the following, would it make you more likely or less likely to purchase something from them, or would it have no impact?

Total Will Get Better Summary

	Total
The readability of nutrition labels on food	41%
The variety of food I can buy	37%
The quality of the food I eat	34%
My access to healthy food	33%
The overall quality of food	31%
The environmental impact of the food I eat	29%
The quality of the water I drink	26%
My access to food year-round	25%
My access to clean water	24%
The cost of the food I eat	18%
The cost of the water I drink	18%

Total Will Get Worse Summary

	Total
The cost of the food I eat	64%
The cost of the water I drink	47%
The environmental impact of the food I eat	27%
The overall quality of food	25%
The quality of the water I drink	25%
My access to clean water	24%
The variety of food I can buy	23%
The quality of the food I eat	21%
My access to healthy food	21%
My access to food year-round	20%
The readability of nutrition labels on food	12%

- a. The overall quality of food

	Total
Will get much better	10%
Will get somewhat better	21%
Will stay the same	45%
Will get somewhat worse	20%
Will get much worse	4%
<i>Better (Net)</i>	<i>31%</i>
<i>Worse (Net)</i>	<i>25%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

6. If a brand did any of the following, would it make you more likely or less likely to purchase something from them, or would it have no impact? *(Continued)*

b. The cost of the food I eat

	Total
Will get much better	7%
Will get somewhat better	12%
Will stay the same	17%
Will get somewhat worse	43%
Will get much worse	21%
<i>Better (Net)</i>	<i>18%</i>
<i>Worse (Net)</i>	<i>64%</i>

c. The quality of the food I eat

	Total
Will get much better	10%
Will get somewhat better	23%
Will stay the same	45%
Will get somewhat worse	17%
Will get much worse	5%
<i>Better (Net)</i>	<i>34%</i>
<i>Worse (Net)</i>	<i>21%</i>

d. My access to clean water

	Total
Will get much better	9%
Will get somewhat better	15%
Will stay the same	53%
Will get somewhat worse	19%
Will get much worse	5%
<i>Better (Net)</i>	<i>24%</i>
<i>Worse (Net)</i>	<i>24%</i>

e. The quality of the water I drink

	Total
Will get much better	9%
Will get somewhat better	17%
Will stay the same	49%
Will get somewhat worse	20%
Will get much worse	5%
<i>Better (Net)</i>	<i>26%</i>
<i>Worse (Net)</i>	<i>25%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

6. If a brand did any of the following, would it make you more likely or less likely to purchase something from them, or would it have no impact? (*Continued*)

f. The cost of the water I drink

	Total
Will get much better	7%
Will get somewhat better	11%
Will stay the same	36%
Will get somewhat worse	37%
Will get much worse	10%
<i>Better (Net)</i>	<i>18%</i>
<i>Worse (Net)</i>	<i>47%</i>

g. My access to healthy food

	Total
Will get much better	12%
Will get somewhat better	21%
Will stay the same	46%
Will get somewhat worse	17%
Will get much worse	4%
<i>Better (Net)</i>	<i>33%</i>
<i>Worse (Net)</i>	<i>21%</i>

h. The environmental impact of the food I eat

	Total
Will get much better	9%
Will get somewhat better	20%
Will stay the same	44%
Will get somewhat worse	23%
Will get much worse	5%
<i>Better (Net)</i>	<i>29%</i>
<i>Worse (Net)</i>	<i>27%</i>

i. The variety of food I can buy

	Total
Will get much better	11%
Will get somewhat better	26%
Will stay the same	40%
Will get somewhat worse	19%
Will get much worse	5%
<i>Better (Net)</i>	<i>37%</i>
<i>Worse (Net)</i>	<i>23%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

6. If a brand did any of the following, would it make you more likely or less likely to purchase something from them, or would it have no impact? (*Continued*)

j. The readability of nutrition labels on food

	Total
Will get much better	11%
Will get somewhat better	30%
Will stay the same	47%
Will get somewhat worse	9%
Will get much worse	3%
<i>Better (Net)</i>	<i>41%</i>
<i>Worse (Net)</i>	<i>12%</i>

k. My access to food year-round

	Total
Will get much better	9%
Will get somewhat better	16%
Will stay the same	54%
Will get somewhat worse	17%
Will get much worse	3%
<i>Better (Net)</i>	<i>25%</i>
<i>Worse (Net)</i>	<i>20%</i>

7. Which of the following actions, if any, should government take to support farmers to be more sustainable? You may select up to two responses.

	Total
Provide tax credits or subsidies to family farmers who invest in technology to help them compete with large industrial farms	52%
Fund technology that helps farmers reduce their water use	41%
Expand broadband internet services to more rural areas to be able to use more technology for more precise farming	32%
Fund robots, drones and autonomous farm equipment to protect the environment and improve soil fertility	13%
Fund robots, drones and autonomous farm equipment to prevent farmers from needing to hire foreign labor	8%
Other	1%
None of the above	14%

PUBLIC POLL FINDINGS AND METHODOLOGY

8. Please indicate how much you agree or disagree with each of the following statements.

Total Agree Summary

	Total
The U.S. should restrict foreign governments or companies from owning American farming land	78%
Farmers should be paid for land they don't farm for a season(s) to regenerate the land's nutrients	71%
Anyone in the U.S. should be able to purchase and use land they own for whatever purpose they choose	69%
Land should be prioritized for farming over mining or energy (e.g. oil, wind, solar)	61%
America should return lands to native tribes	52%
America should only use crops grown in America	50%
The U.S. should restrict farmland ownership to farmers only	48%
America should give land to descendants of formerly enslaved people	38%

a. The U.S. should restrict farmland ownership to farmers only

	Total
Strongly agree	17%
Somewhat agree	31%
Somewhat disagree	27%
Strongly disagree	13%
Don't know	12%
<i>Agree (Net)</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>40%</i>

b. The U.S. should restrict foreign governments or companies from owning American farming land

	Total
Strongly agree	45%
Somewhat agree	34%
Somewhat disagree	10%
Strongly disagree	4%
Don't know	8%
<i>Agree (Net)</i>	<i>78%</i>
<i>Disagree (Net)</i>	<i>14%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

8. Please indicate how much you agree or disagree with each of the following statements.
(Continued)

c. Anyone in the U.S. should be able to purchase and use land they own for whatever purpose they choose

	Total
Strongly agree	29%
Somewhat agree	40%
Somewhat disagree	19%
Strongly disagree	6%
Don't know	6%
<i>Agree (Net)</i>	<i>69%</i>
<i>Disagree (Net)</i>	<i>25%</i>

d. Land should be prioritized for farming over mining or energy (e.g. oil, wind, solar)

	Total
Strongly agree	25%
Somewhat agree	36%
Somewhat disagree	20%
Strongly disagree	5%
Don't know	15%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>25%</i>

e. America should return lands to native tribes

	Total
Strongly agree	20%
Somewhat agree	32%
Somewhat disagree	21%
Strongly disagree	14%
Don't know	14%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>35%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

8. Please indicate how much you agree or disagree with each of the following statements.
(Continued)

f. America should give land to descendants of formerly enslaved people

	Total
Strongly agree	16%
Somewhat agree	22%
Somewhat disagree	21%
Strongly disagree	29%
Don't know	12%
<i>Agree (Net)</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>50%</i>

g. Farmers should be paid for land they don't farm for a season(s) to regenerate the land's nutrients

	Total
Strongly agree	26%
Somewhat agree	45%
Somewhat disagree	14%
Strongly disagree	5%
Don't know	10%
<i>Agree (Net)</i>	<i>71%</i>
<i>Disagree (Net)</i>	<i>19%</i>

h. America should only use crops grown in America

	Total
Strongly agree	19%
Somewhat agree	31%
Somewhat disagree	31%
Strongly disagree	10%
Don't know	9%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>42%</i>

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9. How likely, if at all, are you to purchase items made in the following manner, even if it costs more money?

	Total
Maintain government food assistance programs for low-income households (e.g., SNAP, WIC and free/reduced public school lunches)	37%
Providing subsidies for agriculture practices to improve soil health and plant variety	30%
Providing subsidies to farmers for large crops like corn, wheat, soybeans, peanuts, rice, dairy and sugar	27%
Providing subsidies for beginning farmers and ranchers	27%
Expand federal crop insurance for disasters and storm damage	25%
Expand rural development and infrastructure like utilities and roads	21%
Fund farming research at colleges and universities	21%
Providing subsidies for specialty crops, certified organic foods and locally produced food	21%
Providing subsidies to expand broadband internet services into rural areas	17%
Incentive payments for farmers to not farm some of their land for conservation purposes	13%
None of the above	9%

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10. Based on what you may know or feel, how much of a positive or negative impact do the following have on the environment?

Total Positive Impact Summary

	Total
Recycling consumer goods	82%
Using sustainable farming practices	79%
Raising livestock for food	55%
Growing almonds	47%
Using fertilizers	35%
Thermoelectric power (electric power generated from a coal, oil, gas-fired, nuclear and other materials)	34%
Using synthetic biology to create ingredients in a lab instead of growing them in nature	23%
Using pesticides and herbicides to protect farm crops	21%

- a. Using sustainable farming practices

	Total
A very positive impact	42%
A somewhat positive impact	38%
Neither a positive nor negative impact	12%
A somewhat negative impact	2%
A very negative impact	1%
Don't know	5%
<i>Positive Impact (Net)</i>	<i>79%</i>
<i>Negative Impact (Net)</i>	<i>3%</i>

- b. Recycling consumer goods

	Total
A very positive impact	42%
A somewhat positive impact	40%
Neither a positive nor negative impact	11%
A somewhat negative impact	3%
A very negative impact	*
Don't know	3%
<i>Positive Impact (Net)</i>	<i>82%</i>
<i>Negative Impact (Net)</i>	<i>3%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

10. Based on what you may know or feel, how much of a positive or negative impact do the following have on the environment? (*Continued*)

c. Growing almonds

	Total
A very positive impact	20%
A somewhat positive impact	27%
Neither a positive nor negative impact	24%
A somewhat negative impact	8%
A very negative impact	3%
Don't know	17%
<i>Positive Impact (Net)</i>	<i>47%</i>
<i>Negative Impact (Net)</i>	<i>12%</i>

d. Using synthetic biology to create ingredients in a lab instead of growing them in nature

	Total
A very positive impact	7%
A somewhat positive impact	16%
Neither a positive nor negative impact	28%
A somewhat negative impact	22%
A very negative impact	14%
Don't know	13%
<i>Positive Impact (Net)</i>	<i>23%</i>
<i>Negative Impact (Net)</i>	<i>36%</i>

e. Raising livestock for food

	Total
A very positive impact	24%
A somewhat positive impact	31%
Neither a positive nor negative impact	23%
A somewhat negative impact	13%
A very negative impact	4%
Don't know	5%
<i>Positive Impact (Net)</i>	<i>55%</i>
<i>Negative Impact (Net)</i>	<i>17%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

10. Based on what you may know or feel, how much of a positive or negative impact do the following have on the environment? (*Continued*)

- f. Thermoelectric power (electric power generated from a coal, oil, gas-fired, nuclear and other materials)

	Total
A very positive impact	15%
A somewhat positive impact	19%
Neither a positive nor negative impact	24%
A somewhat negative impact	20%
A very negative impact	11%
Don't know	12%
<i>Positive Impact (Net)</i>	34%
<i>Negative Impact (Net)</i>	30%

- g. Using pesticides and herbicides to protect farm crops

	Total
A very positive impact	6%
A somewhat positive impact	14%
Neither a positive nor negative impact	20%
A somewhat negative impact	35%
A very negative impact	19%
Don't know	5%
<i>Positive Impact (Net)</i>	21%
<i>Negative Impact (Net)</i>	54%

- h. Using fertilizers

	Total
A very positive impact	10%
A somewhat positive impact	25%
Neither a positive nor negative impact	26%
A somewhat negative impact	22%
A very negative impact	8%
Don't know	8%
<i>Positive Impact (Net)</i>	35%
<i>Negative Impact (Net)</i>	30%

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11. Please rank the following in the order that you think uses the most water each year. Please use a scale of 1 to 5, with 1 as using the most water each year and 5 as using the least water each year. Your best guess is fine.

Total Mean Summary

	Total
Public water supply	2.3
Industrial	2.8
Crop irrigation	2.9
Livestock	3.4
Thermoelectric power (electric power generated from a coal, oil, gas-fired, nuclear and other materials)	3.6

12. To the best of your knowledge, please indicate whether you believe each of the statements below are true or false.

Q12 held for future release

13. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
Water for farming and food production should be prioritized	84%
Water for lawns, golf courses and other personal and recreational uses should be prioritized	16%

	Total
I want to enjoy eating the foods I like, such as meat, without worrying about the environmental impact	65%
I consider the environmental impact of the foods I eat, and try to limit items, like meat, that have a negative impact	35%



PUBLIC POLL FINDINGS AND METHODOLOGY

13. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

	Total
When I buy and prepare foods, I prioritize convenience	59%
When I buy and prepare foods, I prioritize sustainability	41%

	Total
I prefer to eat foods grown locally	58%
I prefer to eat foods with more variety	42%

	Total
I only trust foods that are naturally occurring	72%
I trust foods that are developed or created through science	28%

	Total
When I buy and prepare foods, I prioritize food that is minimally processed	57%
When I buy and prepare foods, I prioritize food that is convenient	43%

	Total
Raising livestock on large farms is good for the planet	57%
Raising livestock on large farms is bad for the planet	43%

	Total
The government should subsidize family farms more than corporate industrial farms	68%
The government should subsidize whatever farms feed the most people	32%

	Total
The government should fund more sustainable farming practices	60%
Business should fund more sustainable farming practices	40%





PUBLIC POLL FINDINGS AND METHODOLOGY

13. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

	Total
The government should fund research and development of technology for sustainable farming	60%
Business should fund research and development of technology for sustainable farming	40%

	Total
Government crop subsidies are necessary to support America's farmers	75%
Government crop subsidies are a form of welfare	25%

	Total
I prioritize buying the lowest cost fruits and vegetables even if they aren't organic	56%
I am willing to spend a more money to buy all or mostly organic fruits and vegetables	44%

14. For each of the following future scenarios, select the one that you MOST WANT to happen. Please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
A world where we make needed cuts now in water usage to assure we have enough	34%
A world where we make advances in technology to solve water shortages	66%

	Total
A world where more food is grown locally in indoor farms to meet the needs of the community	52%
A world where more food is grown where it naturally grows best and exported	48%



PUBLIC POLL FINDINGS AND METHODOLOGY

14. For each of the following future scenarios, select the one that you MOST WANT to happen. Please select the one that comes closest to your view, even if neither statement is exactly right. (Continued)

	Total
A world where farming is a desirable and gainful career for young people	79%
A world where farming is more automated and needs fewer human farmers	21%

	Total
A world where environmental conservation takes priority over industry	75%
A world where commerce takes priority over environmental conservation	25%

	Total
A world where processed foods that are convenient are as nutritious as fresh foods	81%
A world where processed foods that are convenient are made for flavor and fun	19%

	Total
A world where healthy food is affordable for everyone	87%
A world where healthy food is only available to those who can afford it	13%

	Total
A world where the food I buy can be easily traced from farm to store	77%
A world where I can only trace the food I buy if I buy direct from the farmer	23%



PUBLIC POLL FINDINGS AND METHODOLOGY

15. For each of the following future scenarios, select the one that seems MOST LIKELY to happen. Please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
A world where we make advances in technology to solve water shortages	59%
A world where we make needed cuts now in water usage to assure we have enough	41%

	Total
A world where more food is grown where it naturally grows best and exported	53%
A world where more food is grown locally in indoor farms to meet the needs of the community	47%

	Total
A world where farming is a desirable and gainful career for young people	55%
A world where farming is more automated and needs fewer human farmers	45%

	Total
A world where environmental conservation takes priority over industry	55%
A world where commerce takes priority over environmental conservation	45%

	Total
A world where processed foods that are convenient are as nutritious as fresh foods	60%
A world where processed foods that are convenient are made for flavor and fun	40%

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GAME CHANGERS



PUBLIC POLL FINDINGS AND METHODOLOGY

15. For each of the following future scenarios, select the one that seems MOST LIKELY to happen. Please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
A world where healthy food is affordable for everyone	61%
A world where healthy food is only available to those who can afford it	39%

	Total
A world where the food I buy can be easily traced from farm to store	61%
A world where I can only trace the food I buy if I buy direct from the farmer	39%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of an Ipsos poll conducted between March 13 – 14, 2023. For this survey, a sample of 1,120 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and “river” [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,120, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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