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Lab-Grown Meat Survey

Conducted January 2024

CARAVAN Omnibus Surveys by Big Village

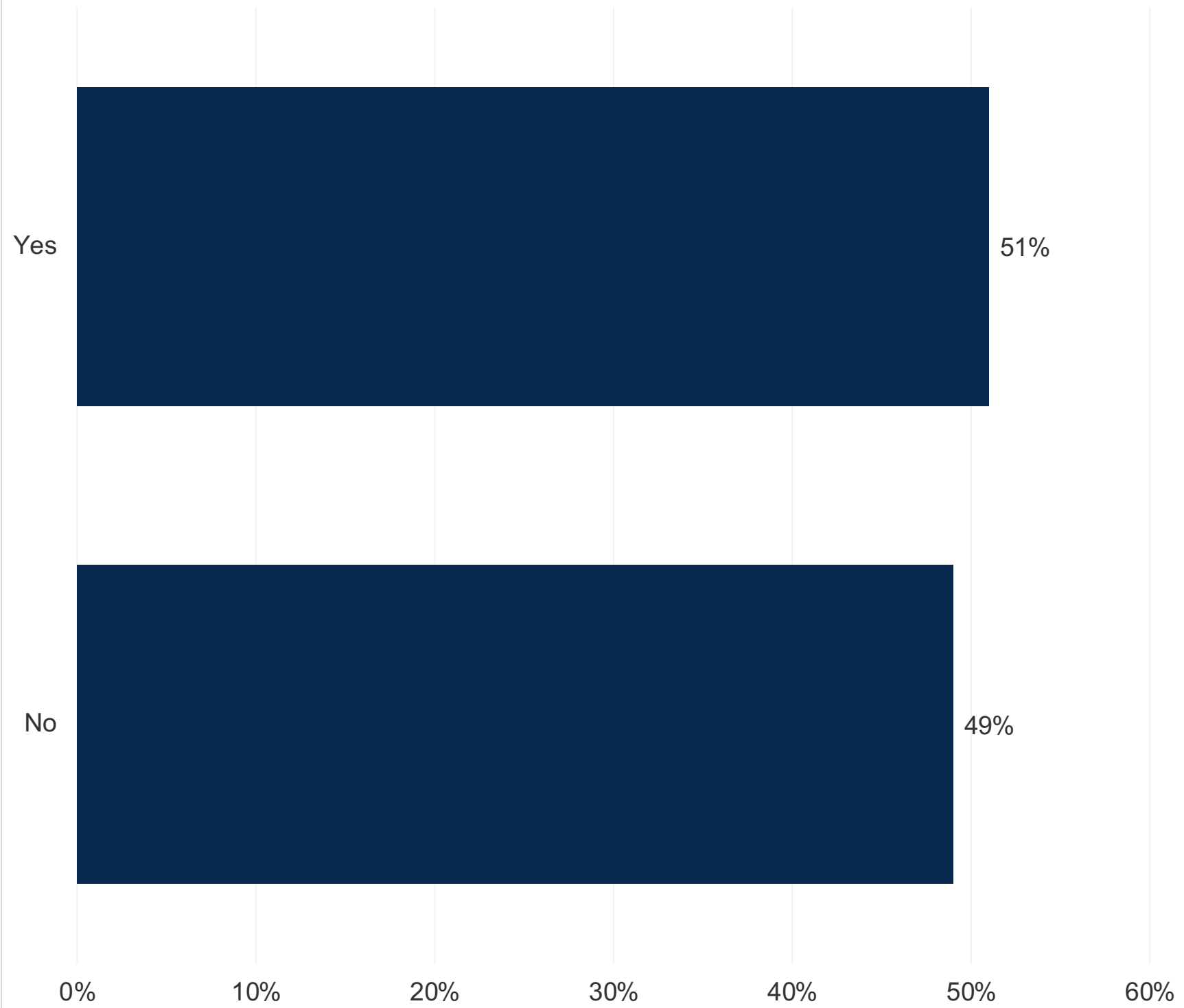
Methodology

This CARAVAN survey was conducted by Big Village among a sample of 1,008 adults 18 years of age and older. The online omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. This survey was live on January 22-24, 2024.

LAB-GROWN MEAT SURVEY - JANUARY 2024 (01/22/2024 - 01/24/2024)

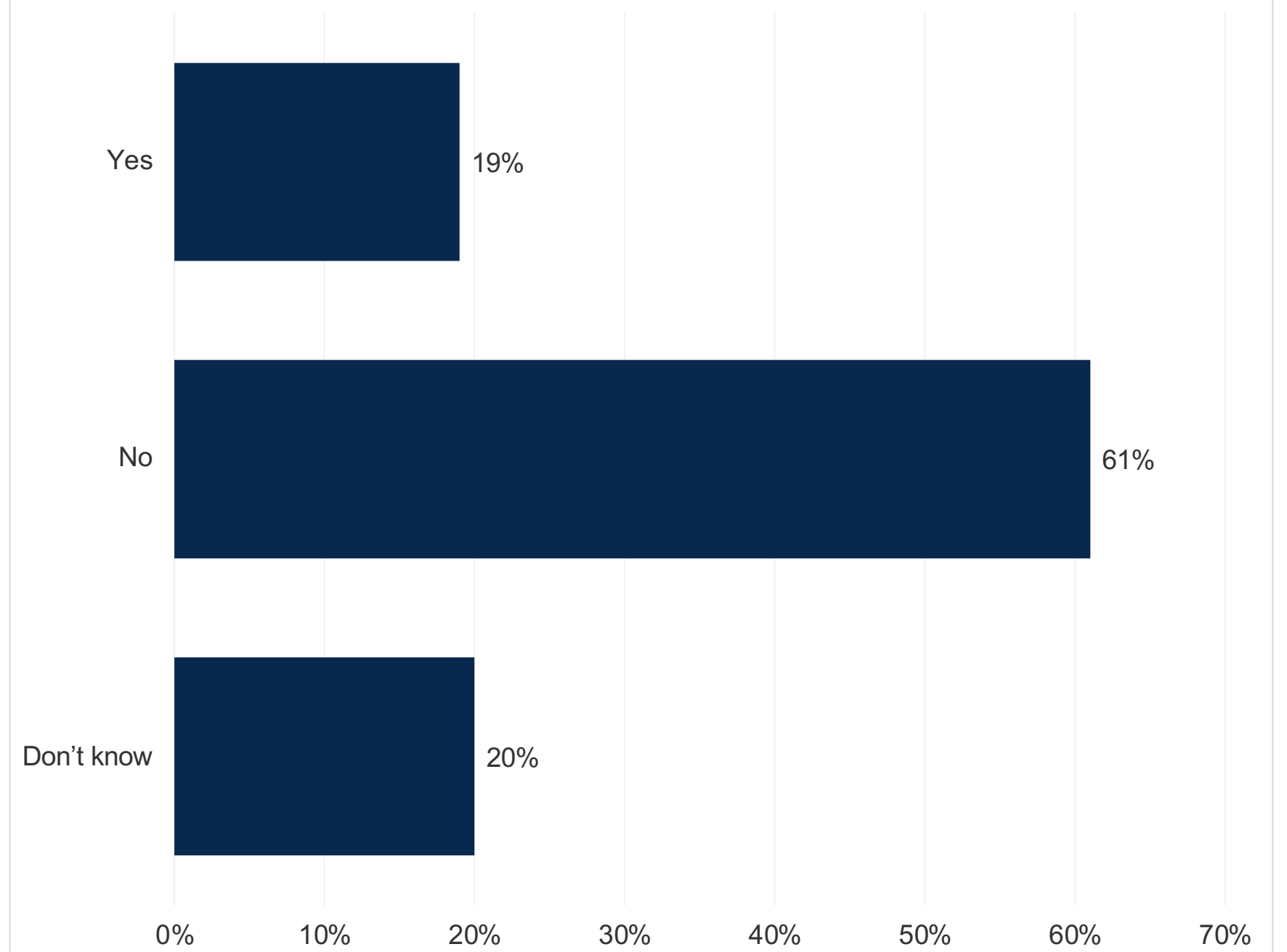
L1. This year, the federal government approved lab-grown meat for sale in the U.S. Are you familiar with or have you heard about lab-grown meat?

■ No ■ Yes



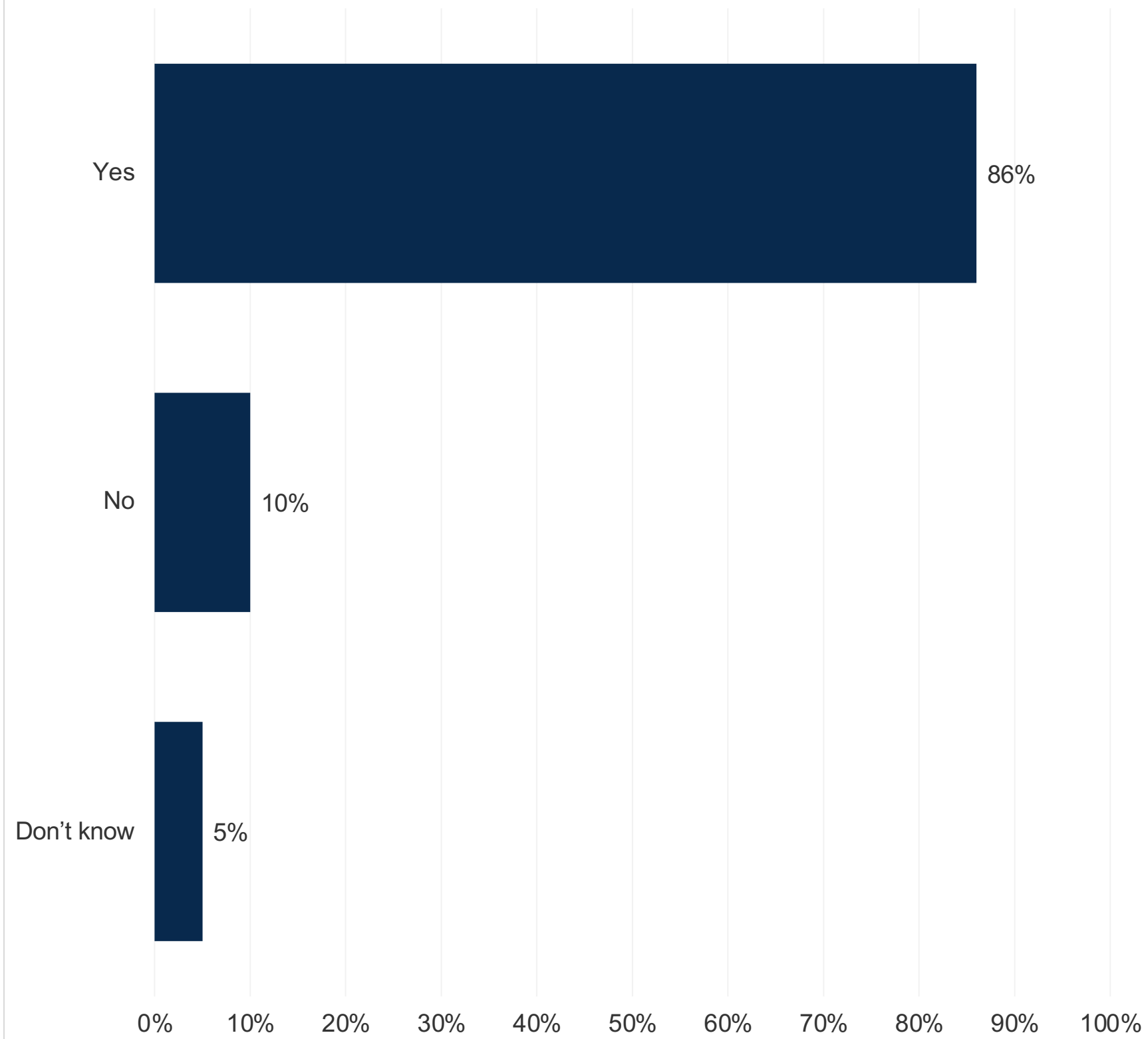
L2. Lab-grown meat is made by taking animal cells and placing them in a bioreactor. A liquid containing hormones and growth factors is added, which causes the cells to grow. After a month or so, the cells can be harvested and shaped into patties. Is lab-grown meat something you would be willing to eat?

■ (a) (n=1,008)



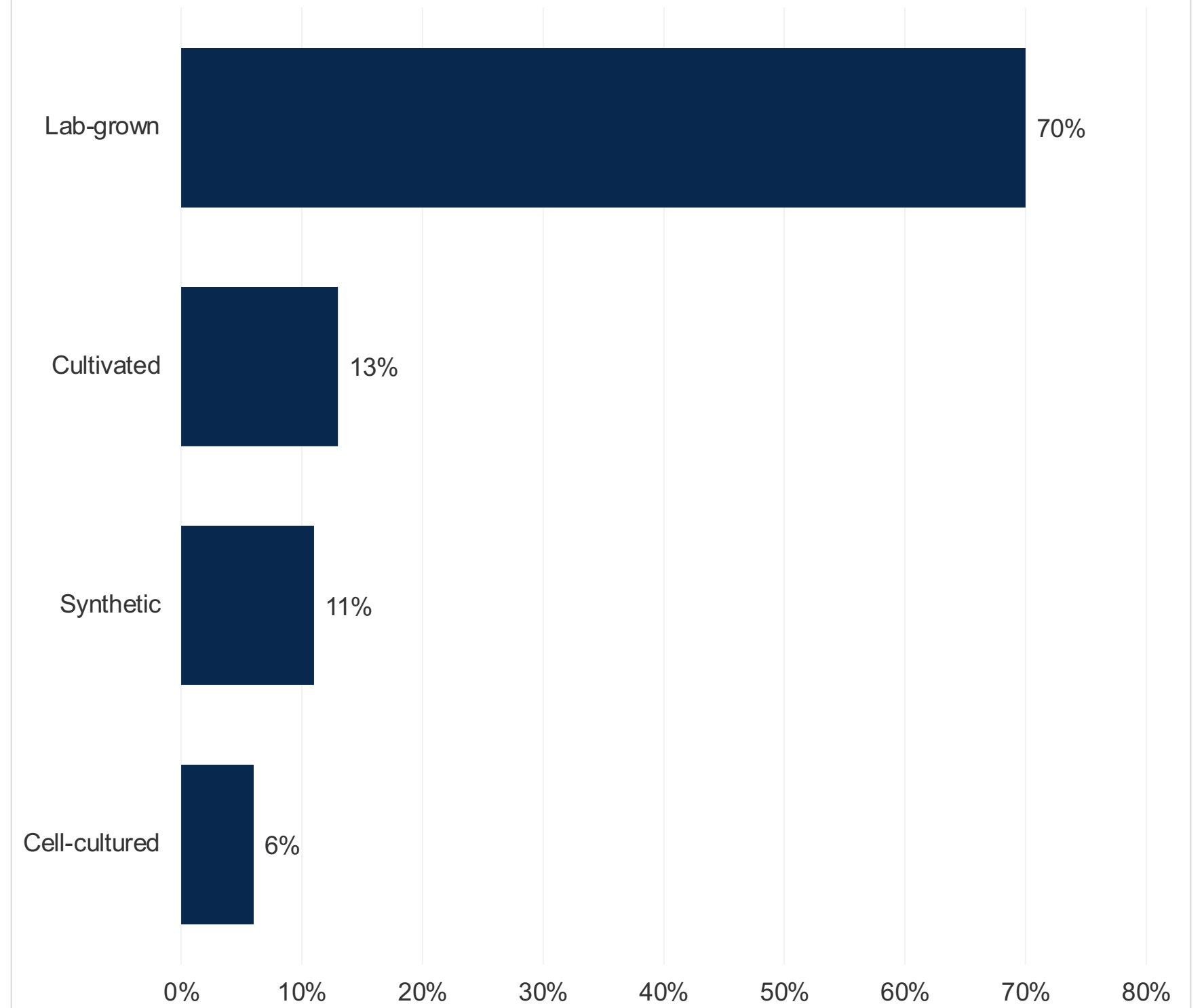
L3. Do you believe the government should require lab-grown meat companies to disclose the chemicals used in the growing process?

■ (a) (n=1,008)



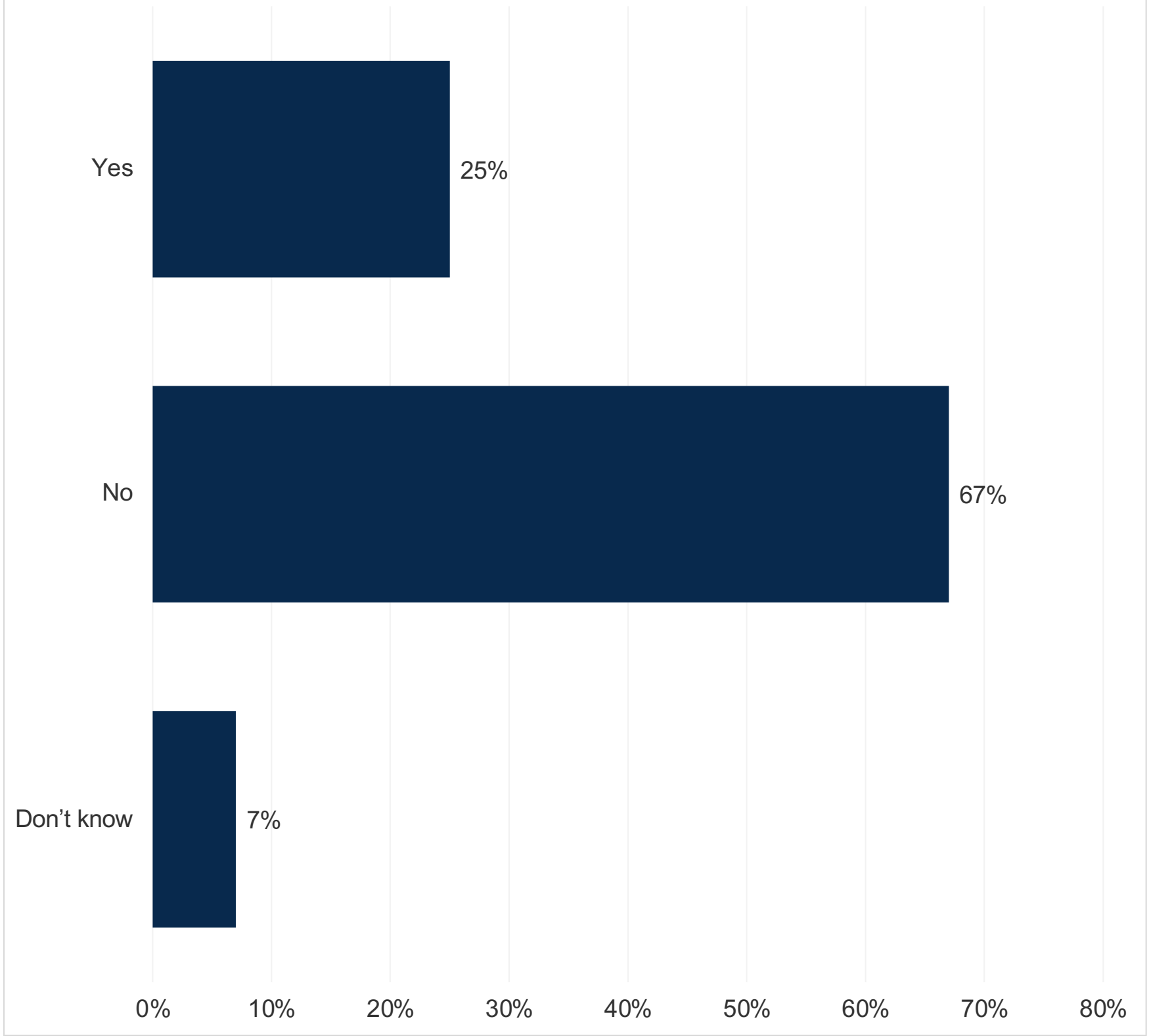
L4. The federal government wants to label lab-grown meat products in the grocery store when they are sold. Which of the following labels do you think is most appropriate and clear for consumers?

■ (a) (n=1,008)



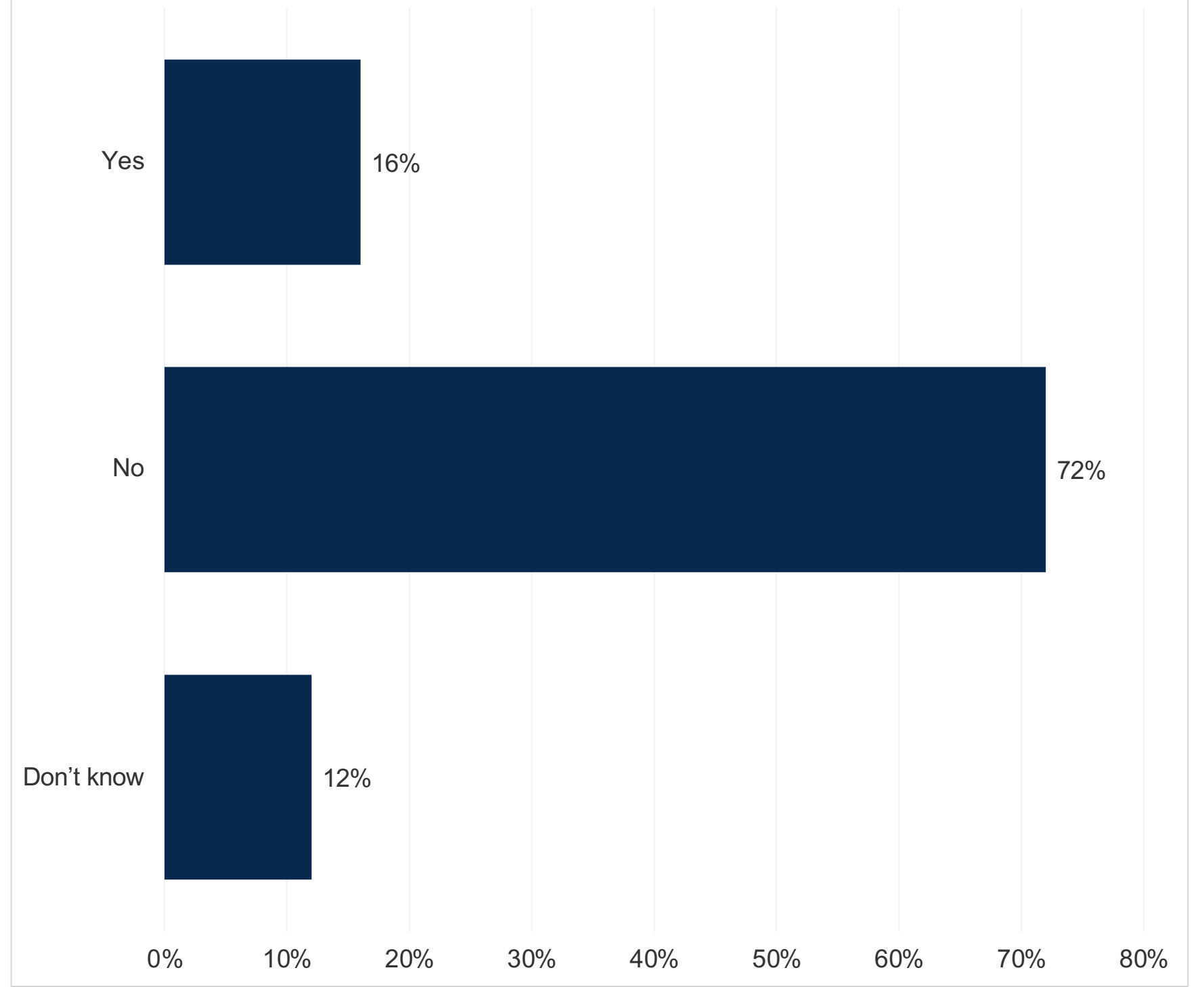
L5. The federal government wants these products to be labeled 'cell-cultured' in the grocery store when they are sold. Do you think this term is clear for consumers?

■ (a) (n=1,008)



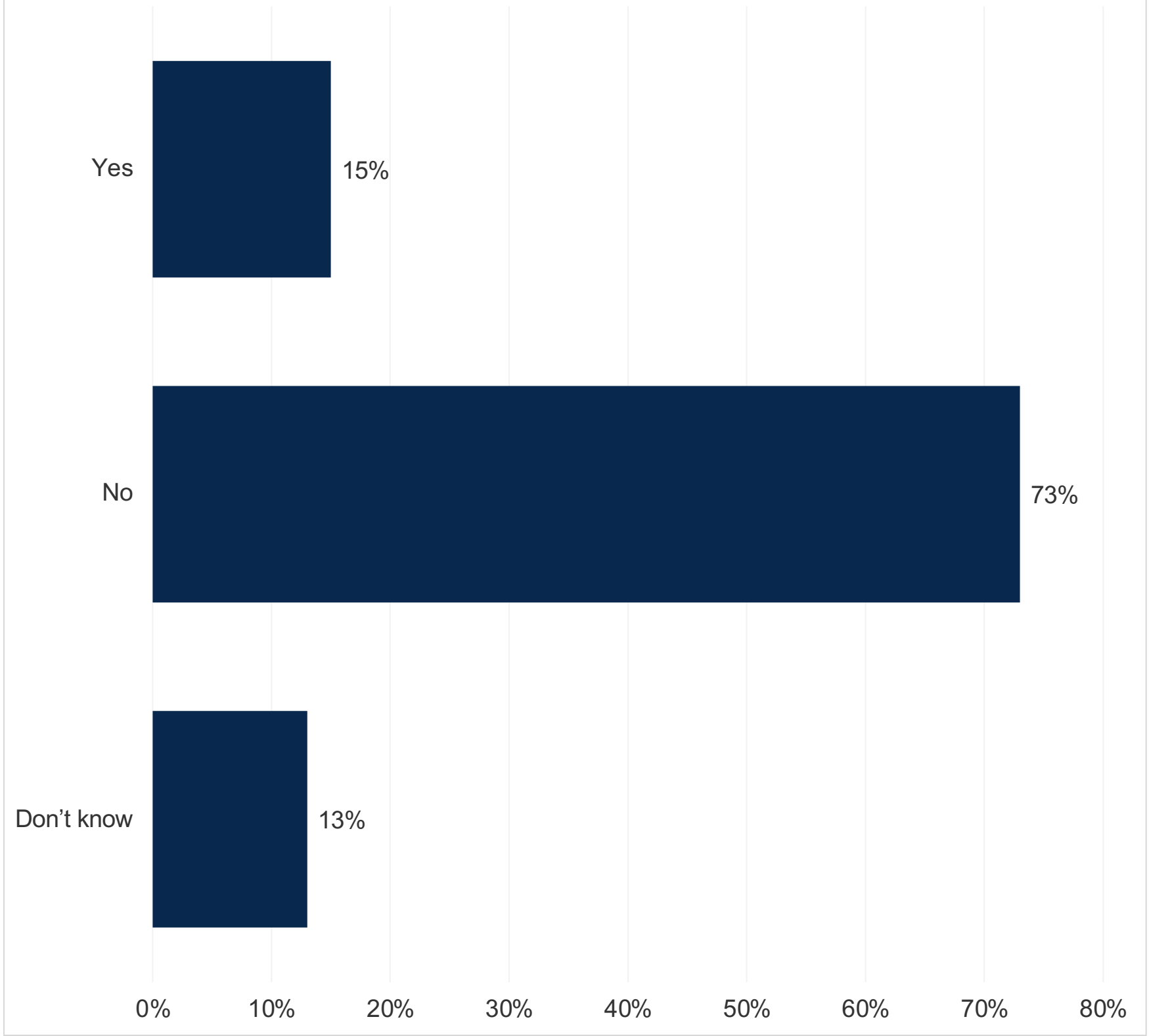
L6. Lab-grown meat companies are seeking funding from the government. Proponents say this is investing in a promising technology, while opponents say this is a bailout for companies struggling to be financially viable. Do you support subsidies of the lab-grown meat industry using taxpayer money?

■ (a) (n=1,008)



L7. Do you support the introduction of lab-grown meat into the school lunch program?

■ (a) (n=1,008)



L8. Do you share any of the following concerns about lab-grown meat?

■ (a) (n=1,008)

