



Pesticides and Pollinators
Fieldwork Dates: 2nd - 3rd June 2021

Conducted by YouGov
On behalf of Friends of The Earth

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email realtime.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1454 adults. Fieldwork was undertaken between 2nd - 3rd June 2021. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Gender		Age			Region				Race	
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black

To what degree, if at all, do you find the following statements concerning?

TFP_Q1_1. Pollinators, like bees and butterflies, are essential to growing food, but 40% are facing extinction

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Very concerned	45%	42%	49%	37%	42%	53%	43%	48%	45%	46%	52%	30%
Somewhat concerned	28%	30%	26%	24%	29%	30%	28%	26%	31%	26%	29%	23%
Neither concerned nor unconcerned	13%	14%	11%	16%	14%	10%	13%	14%	11%	14%	9%	19%
Somewhat unconcerned	3%	3%	4%	6%	4%	2%	2%	4%	5%	2%	3%	4%
Very unconcerned	3%	3%	2%	4%	2%	2%	4%	3%	1%	4%	2%	6%
I don't know/ I have no interest in this topic	8%	7%	9%	13%	8%	4%	11%	6%	7%	8%	6%	17%
Net: Top 2 Box	73%	72%	74%	61%	72%	83%	70%	74%	75%	72%	81%	53%
Net: Bottom 2 Box	6%	7%	6%	10%	6%	3%	5%	6%	7%	6%	4%	11%

TFP_Q1_2. Pesticide usage in agriculture is a key driver of bee and butterfly declines

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Very concerned	36%	32%	40%	27%	39%	41%	37%	35%	34%	39%	40%	27%
Somewhat concerned	32%	34%	29%	32%	29%	33%	30%	32%	35%	28%	34%	23%
Neither concerned nor unconcerned	15%	16%	13%	16%	15%	14%	14%	17%	14%	15%	12%	20%
Somewhat unconcerned	5%	6%	3%	7%	4%	3%	4%	4%	5%	4%	3%	6%
Very unconcerned	3%	3%	2%	3%	3%	2%	3%	3%	3%	1%	2%	6%
I don't know/ I have no interest in this topic	10%	9%	11%	15%	10%	7%	11%	10%	9%	12%	8%	17%
Net: Top 2 Box	68%	66%	69%	59%	68%	74%	67%	67%	69%	67%	75%	50%
Net: Bottom 2 Box	7%	9%	6%	10%	7%	5%	7%	6%	9%	5%	5%	13%

TFP_Q1_3. Commonly used pesticides are associated with harm to human health, including increased risk of cancer, infertility, and neurological problems like ADHD and Parkinson's disease

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Very concerned	38%	31%	45%	31%	41%	41%	38%	41%	35%	40%	38%	41%
Somewhat concerned	31%	34%	29%	30%	30%	33%	33%	29%	33%	28%	35%	19%
Neither concerned nor unconcerned	14%	17%	11%	14%	14%	14%	13%	17%	13%	14%	12%	13%
Somewhat unconcerned	5%	7%	4%	7%	4%	5%	3%	3%	7%	6%	4%	6%
Very unconcerned	3%	4%	3%	4%	5%	2%	4%	2%	4%	2%	3%	6%
I don't know/ I have no interest in this topic	9%	8%	9%	15%	7%	5%	9%	7%	8%	11%	7%	14%
Net: Top 2 Box	69%	65%	73%	61%	71%	74%	71%	70%	68%	68%	73%	60%
Net: Bottom 2 Box	8%	10%	6%	11%	8%	7%	7%	6%	10%	8%	7%	12%

To what extent do you agree or disagree with the following statements?

TFP_Q2_1. I want my food to be free of pesticides

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Strongly agree	44%	37%	51%	38%	45%	48%	43%	45%	44%	45%	45%	46%
Agree	37%	39%	35%	33%	35%	41%	36%	37%	37%	37%	38%	34%
Disagree	6%	8%	4%	9%	6%	3%	7%	5%	6%	5%	5%	6%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					

To what degree, if at all, do you find the following statements concerning?

TFP_Q1_1. Pollinators, like bees and butterflies, are essential to growing food, but 40% are facing extinction

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Very concerned	45%	32%	44%	33%	50%	57%	58%	48%	53%	44%	53%	48%
Somewhat concerned	28%	26%	30%	30%	27%	25%	28%	29%	27%	29%	23%	29%
Neither concerned nor unconcerned	13%	22%	13%	17%	11%	9%	8%	13%	9%	10%	13%	13%
Somewhat unconcerned	3%	7%	3%	5%	3%	2%	3%	2%	-	4%	8%	2%
Very unconcerned	3%	3%	5%	4%	3%	2%	1%	1%	11%	3%	-	2%
I don't know/ I have no interest in this topic	8%	10%	5%	11%	7%	4%	3%	6%	-	10%	4%	6%
Net: Top 2 Box	73%	58%	74%	63%	77%	82%	86%	78%	80%	73%	76%	77%
Net: Bottom 2 Box	6%	10%	8%	8%	6%	4%	3%	3%	11%	7%	8%	4%

TFP_Q1_2. Pesticide usage in agriculture is a key driver of bee and butterfly declines

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Very concerned	36%	23%	41%	26%	42%	45%	44%	38%	31%	33%	27%	36%
Somewhat concerned	32%	31%	27%	31%	31%	33%	35%	34%	50%	32%	46%	35%
Neither concerned nor unconcerned	15%	22%	16%	20%	13%	10%	9%	13%	19%	16%	11%	14%
Somewhat unconcerned	5%	9%	4%	6%	4%	3%	4%	4%	-	2%	3%	4%
Very unconcerned	3%	3%	3%	3%	2%	3%	1%	2%	-	2%	3%	2%
I don't know/ I have no interest in this topic	10%	13%	10%	14%	9%	6%	5%	9%	-	15%	10%	9%
Net: Top 2 Box	68%	54%	68%	57%	73%	78%	79%	72%	81%	65%	73%	71%
Net: Bottom 2 Box	7%	12%	7%	9%	6%	6%	6%	6%	-	4%	6%	6%

TFP_Q1_3. Commonly used pesticides are associated with harm to human health, including increased risk of cancer, infertility, and neurological problems like ADHD and Parkinson's disease

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Very concerned	38%	32%	41%	31%	40%	45%	45%	40%	28%	38%	38%	39%
Somewhat concerned	31%	27%	29%	29%	31%	36%	30%	33%	43%	26%	31%	32%
Neither concerned nor unconcerned	14%	23%	11%	19%	12%	7%	14%	14%	18%	15%	14%	14%
Somewhat unconcerned	5%	5%	9%	6%	5%	3%	5%	4%	3%	5%	13%	5%
Very unconcerned	3%	3%	3%	3%	4%	3%	1%	2%	-	3%	2%	2%
I don't know/ I have no interest in this topic	9%	11%	7%	12%	7%	6%	5%	7%	8%	14%	2%	8%
Net: Top 2 Box	69%	59%	70%	60%	71%	81%	76%	73%	71%	63%	68%	71%
Net: Bottom 2 Box	8%	8%	13%	9%	10%	6%	6%	6%	3%	8%	15%	7%

To what extent do you agree or disagree with the following statements?

TFP_Q2_1. I want my food to be free of pesticides

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Strongly agree	44%	41%	40%	42%	45%	51%	40%	46%	38%	40%	44%	45%
Agree	37%	34%	37%	37%	36%	31%	49%	38%	53%	41%	45%	39%
Disagree	6%	6%	5%	5%	5%	7%	4%	6%	-	5%	2%	6%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	

To what degree, if at all, do you find the following statements concerning?

TFP_Q1_1. Pollinators, like bees and butterflies, are essential to growing food, but 40% are facing extinction

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Very concerned	45%	40%	48%	45%	46%	8%	26%	39%	49%	45%	47%	26%
Somewhat concerned	28%	26%	23%	35%	42%	32%	19%	30%	31%	31%	25%	20%
Neither concerned nor unconcerned	13%	12%	14%	11%	10%	34%	22%	15%	12%	13%	12%	16%
Somewhat unconcerned	3%	5%	5%	3%	-	-	9%	3%	2%	3%	5%	-
Very unconcerned	3%	5%	2%	5%	-	6%	-	1%	2%	2%	3%	10%
I don't know/ I have no interest in this topic	8%	12%	8%	1%	1%	20%	24%	11%	4%	7%	7%	28%
Net: Top 2 Box	73%	66%	71%	80%	89%	41%	45%	69%	80%	76%	73%	46%
Net: Bottom 2 Box	6%	10%	7%	8%	-	6%	9%	5%	4%	4%	8%	10%

TFP_Q1_2. Pesticide usage in agriculture is a key driver of bee and butterfly declines

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Very concerned	36%	33%	45%	41%	43%	25%	24%	34%	38%	37%	37%	23%
Somewhat concerned	32%	29%	23%	29%	35%	17%	14%	31%	32%	32%	31%	34%
Neither concerned nor unconcerned	15%	15%	22%	15%	10%	8%	27%	17%	16%	17%	14%	8%
Somewhat unconcerned	5%	6%	1%	8%	5%	25%	11%	4%	4%	4%	5%	9%
Very unconcerned	3%	4%	2%	2%	5%	6%	-	3%	2%	2%	3%	-
I don't know/ I have no interest in this topic	10%	13%	8%	5%	1%	20%	24%	11%	7%	8%	11%	26%
Net: Top 2 Box	68%	62%	68%	69%	78%	42%	38%	65%	71%	69%	68%	56%
Net: Bottom 2 Box	7%	10%	2%	10%	11%	31%	11%	7%	6%	6%	8%	9%

TFP_Q1_3. Commonly used pesticides are associated with harm to human health, including increased risk of cancer, infertility, and neurological problems like ADHD and Parkinson's disease

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Very concerned	38%	36%	42%	35%	36%	9%	23%	41%	40%	41%	37%	18%
Somewhat concerned	31%	29%	29%	37%	42%	33%	15%	29%	32%	30%	33%	24%
Neither concerned nor unconcerned	14%	14%	16%	12%	7%	-	33%	13%	16%	15%	13%	19%
Somewhat unconcerned	5%	5%	1%	9%	10%	24%	5%	4%	5%	5%	6%	5%
Very unconcerned	3%	4%	6%	4%	6%	14%	-	4%	2%	3%	4%	2%
I don't know/ I have no interest in this topic	9%	12%	6%	3%	-	20%	24%	10%	4%	6%	9%	32%
Net: Top 2 Box	69%	65%	71%	72%	77%	42%	38%	70%	72%	71%	69%	42%
Net: Bottom 2 Box	8%	10%	6%	13%	16%	38%	5%	8%	7%	8%	9%	7%

To what extent do you agree or disagree with the following statements?

TFP_Q2_1. I want my food to be free of pesticides

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Strongly agree	44%	39%	58%	52%	34%	28%	27%	45%	49%	48%	42%	27%
Agree	37%	34%	30%	39%	50%	31%	23%	35%	40%	38%	37%	25%
Disagree	6%	7%	2%	5%	5%	8%	12%	7%	3%	5%	6%	11%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Income				Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say							

To what degree, if at all, do you find the following statements concerning?

TFP_Q1_1. Pollinators, like bees and butterflies, are essential to growing food, but 40% are facing extinction

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Very concerned	45%	39%	48%	52%	45%	48%	54%	56%	41%	56%	56%	67%
Somewhat concerned	28%	30%	28%	28%	22%	27%	23%	27%	25%	19%	23%	16%
Neither concerned nor unconcerned	13%	14%	12%	12%	13%	13%	12%	9%	14%	11%	10%	12%
Somewhat unconcerned	3%	4%	5%	2%	3%	3%	3%	2%	8%	8%	4%	2%
Very unconcerned	3%	3%	3%	2%	2%	2%	2%	2%	-	-	1%	1%
I don't know/ I have no interest in this topic	8%	10%	4%	5%	15%	7%	7%	4%	10%	6%	6%	2%
Net: Top 2 Box	73%	69%	76%	80%	67%	75%	77%	84%	66%	75%	79%	83%
Net: Bottom 2 Box	6%	7%	8%	4%	5%	5%	4%	3%	10%	8%	5%	3%

TFP_Q1_2. Pesticide usage in agriculture is a key driver of bee and butterfly declines

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Very concerned	36%	33%	36%	43%	35%	38%	44%	45%	33%	48%	42%	56%
Somewhat concerned	32%	31%	34%	33%	27%	32%	30%	32%	29%	29%	32%	27%
Neither concerned nor unconcerned	15%	16%	16%	13%	14%	14%	13%	12%	16%	12%	14%	11%
Somewhat unconcerned	5%	6%	5%	3%	3%	4%	3%	4%	4%	1%	2%	-
Very unconcerned	3%	3%	4%	1%	2%	2%	3%	2%	2%	2%	2%	3%
I don't know/ I have no interest in this topic	10%	13%	5%	7%	18%	10%	7%	4%	14%	8%	7%	4%
Net: Top 2 Box	68%	63%	70%	75%	63%	70%	74%	77%	63%	77%	75%	83%
Net: Bottom 2 Box	7%	8%	9%	5%	5%	6%	6%	6%	7%	3%	4%	3%

TFP_Q1_3. Commonly used pesticides are associated with harm to human health, including increased risk of cancer, infertility, and neurological problems like ADHD and Parkinson's disease

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Very concerned	38%	37%	39%	41%	33%	39%	43%	45%	34%	47%	43%	51%
Somewhat concerned	31%	30%	33%	34%	27%	31%	31%	34%	29%	30%	35%	26%
Neither concerned nor unconcerned	14%	16%	14%	10%	16%	14%	13%	10%	18%	14%	10%	15%
Somewhat unconcerned	5%	4%	6%	6%	7%	4%	4%	4%	4%	1%	3%	2%
Very unconcerned	3%	4%	4%	3%	1%	3%	2%	3%	2%	3%	2%	3%
I don't know/ I have no interest in this topic	9%	10%	5%	6%	16%	8%	7%	4%	12%	5%	6%	3%
Net: Top 2 Box	69%	66%	72%	75%	60%	70%	74%	79%	63%	78%	78%	77%
Net: Bottom 2 Box	8%	8%	10%	8%	8%	7%	7%	7%	6%	4%	5%	5%

To what extent do you agree or disagree with the following statements?

TFP_Q2_1. I want my food to be free of pesticides

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Strongly agree	44%	47%	42%	44%	42%	46%	47%	47%	46%	52%	52%	52%
Agree	37%	32%	44%	39%	32%	36%	37%	38%	42%	36%	37%	37%
Disagree	6%	6%	5%	5%	8%	6%	5%	4%	3%	2%	3%	1%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Social networks membership										not applicable - I am not currently a member of any social networks
	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	TikTok	Other	Don't know	

To what degree, if at all, do you find the following statements concerning?

TFP_Q1_1. Pollinators, like bees and butterflies, are essential to growing food, but 40% are facing extinction

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Very concerned	45%	49%	45%	64%	53%	100%	60%	24%	48%	54%	51%	36%
Somewhat concerned	28%	24%	19%	21%	23%	-	23%	28%	25%	21%	10%	31%
Neither concerned nor unconcerned	13%	13%	15%	6%	20%	-	13%	34%	10%	13%	23%	14%
Somewhat unconcerned	3%	4%	4%	4%	-	-	-	-	7%	3%	-	3%
Very unconcerned	3%	2%	3%	1%	-	-	4%	14%	3%	6%	-	4%
I don't know/ I have no interest in this topic	8%	8%	14%	5%	4%	-	-	-	7%	3%	16%	12%
Net: Top 2 Box	73%	73%	64%	84%	76%	100%	83%	52%	73%	75%	61%	67%
Net: Bottom 2 Box	6%	6%	7%	5%	-	-	4%	14%	9%	9%	-	6%

TFP_Q1_2. Pesticide usage in agriculture is a key driver of bee and butterfly declines

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Very concerned	36%	40%	36%	51%	54%	78%	66%	29%	40%	50%	12%	26%
Somewhat concerned	32%	29%	27%	29%	25%	22%	23%	71%	30%	24%	33%	34%
Neither concerned nor unconcerned	15%	14%	16%	11%	3%	-	6%	-	13%	9%	11%	17%
Somewhat unconcerned	5%	5%	3%	2%	7%	-	3%	-	4%	7%	28%	4%
Very unconcerned	3%	3%	2%	1%	3%	-	2%	-	4%	6%	-	2%
I don't know/ I have no interest in this topic	10%	9%	15%	5%	7%	-	-	-	10%	5%	16%	16%
Net: Top 2 Box	68%	69%	63%	81%	80%	100%	89%	100%	69%	74%	45%	61%
Net: Bottom 2 Box	7%	7%	6%	3%	10%	-	5%	-	8%	12%	28%	6%

TFP_Q1_3. Commonly used pesticides are associated with harm to human health, including increased risk of cancer, infertility, and neurological problems like ADHD and Parkinson's disease

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Very concerned	38%	42%	36%	44%	67%	48%	42%	32%	42%	39%	12%	30%
Somewhat concerned	31%	30%	30%	35%	20%	22%	40%	26%	31%	29%	31%	29%
Neither concerned nor unconcerned	14%	11%	14%	10%	6%	-	3%	29%	10%	5%	25%	18%
Somewhat unconcerned	5%	5%	4%	3%	-	-	7%	-	6%	14%	-	7%
Very unconcerned	3%	3%	3%	3%	5%	31%	5%	-	3%	9%	16%	2%
I don't know/ I have no interest in this topic	9%	9%	13%	5%	3%	-	4%	14%	7%	5%	16%	14%
Net: Top 2 Box	69%	72%	66%	79%	87%	69%	81%	58%	73%	68%	43%	59%
Net: Bottom 2 Box	8%	8%	7%	6%	5%	31%	12%	-	10%	23%	16%	9%

To what extent do you agree or disagree with the following statements?

TFP_Q2_1. I want my food to be free of pesticides

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Strongly agree	44%	45%	45%	50%	43%	48%	59%	69%	49%	39%	50%	40%
Agree	37%	36%	32%	33%	31%	22%	30%	31%	32%	47%	10%	38%
Disagree	6%	4%	4%	5%	15%	-	5%	-	5%	3%	40%	4%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Gender		Age			Region				Race		
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	
Strongly disagree	3%	5%	1%	5%	3%	1%	3%	1%	2%	5%	2%	0%
I don't know	11%	12%	10%	16%	11%	7%	11%	12%	11%	9%	10%	13%
Net: Top 2 Box	81%	76%	86%	71%	80%	89%	79%	82%	80%	82%	83%	80%
Net: Bottom 2 Box	8%	12%	5%	13%	9%	5%	10%	6%	8%	9%	7%	6%

TFP_Q2_2. It is important to eliminate pesticides that are harmful to human health from agriculture

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Strongly agree	49%	43%	54%	43%	49%	53%	48%	52%	48%	47%	51%	47%
Agree	34%	37%	31%	32%	31%	37%	33%	33%	34%	36%	35%	28%
Disagree	6%	8%	4%	8%	7%	3%	6%	5%	6%	5%	4%	9%
Strongly disagree	2%	4%	1%	4%	3%	1%	4%	1%	2%	3%	2%	3%
I don't know	9%	8%	10%	13%	10%	6%	9%	8%	10%	9%	8%	12%
Net: Top 2 Box	83%	80%	86%	75%	80%	90%	81%	85%	82%	83%	86%	76%
Net: Bottom 2 Box	8%	12%	4%	12%	9%	4%	10%	6%	8%	8%	6%	12%

TFP_Q2_3. It is important to eliminate pesticides that are harmful to pollinators like bees and butterflies from agriculture

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Strongly agree	49%	42%	55%	43%	49%	53%	50%	48%	49%	47%	52%	41%
Agree	34%	40%	29%	31%	34%	37%	31%	36%	33%	37%	34%	33%
Disagree	5%	6%	3%	9%	4%	2%	7%	3%	5%	4%	3%	5%
Strongly disagree	2%	3%	2%	4%	2%	1%	2%	2%	2%	4%	2%	4%
I don't know	10%	9%	11%	13%	11%	7%	10%	11%	11%	8%	9%	16%
Net: Top 2 Box	83%	82%	83%	74%	83%	89%	81%	84%	82%	84%	86%	75%
Net: Bottom 2 Box	7%	9%	5%	13%	6%	3%	9%	5%	7%	8%	5%	9%

TFP_Q2_4. Grocery stores should support efforts to protect pollinators, such as bees and butterflies

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Strongly agree	42%	38%	46%	42%	45%	40%	42%	41%	42%	44%	43%	36%
Agree	32%	34%	30%	28%	32%	36%	32%	33%	32%	33%	33%	28%
Disagree	7%	9%	5%	9%	6%	7%	5%	7%	8%	7%	6%	8%
Strongly disagree	3%	5%	2%	4%	3%	2%	4%	3%	3%	3%	3%	3%
I don't know	15%	14%	16%	17%	14%	15%	17%	17%	15%	13%	14%	25%
Net: Top 2 Box	74%	72%	77%	69%	77%	76%	73%	73%	74%	77%	77%	65%
Net: Bottom 2 Box	10%	14%	7%	13%	9%	9%	9%	10%	11%	10%	9%	11%

TFP_Q3. Please imagine that a grocery store you do not usually shop at made a formal commitment to eliminate harmful pesticides from its food supply. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Very likely	34%	28%	39%	27%	44%	32%	36%	35%	31%	36%	34%	30%
Somewhat likely	31%	33%	29%	33%	25%	33%	29%	30%	36%	26%	33%	29%
Neither likely nor unlikely	23%	25%	21%	23%	20%	26%	20%	23%	23%	26%	22%	26%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



	Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
		Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					
Strongly disagree	3%	7%	4%	3%	3%	3%	-	1%	4%	2%	-	1%
I don't know	11%	11%	14%	13%	11%	8%	8%	8%	5%	13%	10%	9%
Net: Top 2 Box	81%	75%	77%	79%	81%	82%	88%	84%	91%	81%	89%	84%
Net: Bottom 2 Box	8%	13%	9%	9%	9%	10%	4%	8%	4%	6%	2%	7%

TFP_Q2_2. It is important to eliminate pesticides that are harmful to human health from agriculture

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Strongly agree	49%	42%	46%	41%	55%	57%	48%	48%	54%	50%	48%	49%
Agree	34%	36%	33%	37%	30%	29%	41%	35%	34%	39%	35%	36%
Disagree	6%	7%	11%	7%	5%	5%	4%	7%	7%	6%	-	6%
Strongly disagree	2%	5%	3%	2%	3%	3%	-	2%	-	-	8%	2%
I don't know	9%	11%	8%	13%	8%	6%	7%	9%	5%	6%	9%	8%
Net: Top 2 Box	83%	78%	78%	78%	85%	86%	89%	84%	88%	89%	83%	84%
Net: Bottom 2 Box	8%	11%	13%	9%	7%	9%	4%	8%	7%	6%	8%	7%

TFP_Q2_3. It is important to eliminate pesticides that are harmful to pollinators like bees and butterflies from agriculture

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Strongly agree	49%	40%	49%	40%	52%	59%	53%	50%	51%	43%	47%	49%
Agree	34%	37%	32%	35%	34%	28%	41%	37%	29%	39%	30%	36%
Disagree	5%	10%	6%	6%	5%	4%	1%	2%	7%	6%	14%	4%
Strongly disagree	2%	4%	4%	4%	2%	2%	-	2%	-	3%	-	2%
I don't know	10%	10%	10%	15%	7%	6%	5%	9%	13%	9%	8%	9%
Net: Top 2 Box	83%	76%	81%	75%	86%	87%	94%	87%	79%	83%	78%	85%
Net: Bottom 2 Box	7%	14%	10%	10%	6%	6%	1%	5%	7%	8%	14%	6%

TFP_Q2_4. Grocery stores should support efforts to protect pollinators, such as bees and butterflies

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Strongly agree	42%	39%	47%	33%	46%	54%	45%	41%	59%	40%	33%	41%
Agree	32%	32%	28%	33%	32%	28%	34%	34%	22%	40%	40%	35%
Disagree	7%	10%	6%	9%	6%	6%	7%	7%	11%	6%	14%	7%
Strongly disagree	3%	5%	5%	4%	3%	3%	1%	3%	-	1%	-	3%
I don't know	15%	14%	13%	21%	13%	9%	13%	14%	9%	14%	13%	14%
Net: Top 2 Box	74%	71%	76%	67%	78%	82%	80%	76%	80%	80%	74%	76%
Net: Bottom 2 Box	10%	14%	11%	13%	9%	9%	8%	10%	11%	6%	14%	10%

TFP_Q3. Please imagine that a grocery store you do not usually shop at made a formal commitment to eliminate harmful pesticides from its food supply. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Very likely	34%	33%	36%	25%	40%	36%	44%	35%	30%	34%	39%	35%
Somewhat likely	31%	25%	31%	30%	29%	37%	31%	33%	36%	33%	20%	32%
Neither likely nor unlikely	23%	31%	17%	28%	23%	15%	20%	21%	29%	26%	20%	22%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	
Strongly disagree	3%	5%	4%	-	3%	14%	-	3%	1%	2%	4%	2%
I don't know	11%	15%	7%	4%	9%	19%	38%	10%	7%	8%	12%	36%
Net: Top 2 Box	81%	73%	88%	91%	84%	58%	50%	80%	89%	85%	78%	52%
Net: Bottom 2 Box	8%	12%	6%	5%	8%	23%	12%	10%	4%	7%	10%	12%

TFP_Q2_2. It is important to eliminate pesticides that are harmful to human health from agriculture

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Strongly agree	49%	46%	63%	48%	49%	8%	32%	47%	52%	49%	50%	30%
Agree	34%	33%	29%	40%	28%	22%	19%	31%	37%	35%	33%	26%
Disagree	6%	5%	2%	5%	19%	17%	11%	8%	4%	6%	5%	11%
Strongly disagree	2%	3%	1%	-	-	23%	-	3%	1%	2%	3%	2%
I don't know	9%	12%	4%	7%	3%	30%	38%	10%	7%	8%	9%	31%
Net: Top 2 Box	83%	79%	92%	88%	77%	31%	51%	78%	89%	85%	83%	56%
Net: Bottom 2 Box	8%	9%	4%	5%	19%	40%	11%	11%	4%	7%	8%	13%

TFP_Q2_3. It is important to eliminate pesticides that are harmful to pollinators like bees and butterflies from agriculture

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Strongly agree	49%	48%	56%	51%	47%	27%	22%	45%	53%	50%	50%	15%
Agree	34%	31%	31%	36%	33%	7%	29%	36%	33%	35%	33%	38%
Disagree	5%	6%	5%	3%	14%	32%	8%	4%	3%	4%	5%	8%
Strongly disagree	2%	3%	1%	-	3%	15%	-	4%	1%	2%	2%	5%
I don't know	10%	11%	8%	10%	3%	19%	41%	10%	9%	9%	9%	35%
Net: Top 2 Box	83%	79%	87%	87%	80%	34%	51%	82%	87%	85%	83%	52%
Net: Bottom 2 Box	7%	10%	5%	3%	17%	47%	8%	9%	4%	6%	8%	12%

TFP_Q2_4. Grocery stores should support efforts to protect pollinators, such as bees and butterflies

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Strongly agree	42%	44%	43%	46%	48%	19%	19%	44%	41%	42%	44%	29%
Agree	32%	29%	31%	28%	30%	34%	15%	31%	34%	33%	32%	22%
Disagree	7%	5%	6%	11%	11%	16%	12%	7%	7%	8%	7%	8%
Strongly disagree	3%	5%	2%	-	4%	14%	4%	4%	2%	3%	4%	4%
I don't know	15%	17%	17%	16%	7%	17%	50%	14%	16%	15%	14%	37%
Net: Top 2 Box	74%	73%	74%	74%	79%	53%	34%	75%	75%	75%	75%	51%
Net: Bottom 2 Box	10%	10%	9%	11%	15%	30%	16%	11%	9%	10%	10%	13%

TFP_Q3. Please imagine that a grocery store you do not usually shop at made a formal commitment to eliminate harmful pesticides from its food supply. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Very likely	34%	32%	40%	25%	36%	23%	12%	38%	33%	35%	34%	15%
Somewhat likely	31%	30%	27%	36%	39%	18%	14%	29%	34%	33%	30%	21%
Neither likely nor unlikely	23%	24%	24%	34%	16%	23%	45%	20%	24%	22%	24%	31%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



	Total	Income				Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say							
Strongly disagree	3%	4%	2%	2%	1%	2%	1%	2%	-	1%	1%	1%
I don't know	11%	11%	7%	10%	18%	10%	9%	9%	9%	9%	7%	9%
Net: Top 2 Box	81%	79%	86%	82%	73%	82%	85%	86%	88%	88%	90%	89%
Net: Bottom 2 Box	8%	10%	7%	7%	8%	8%	6%	5%	3%	3%	3%	2%

TFP_Q2_2. It is important to eliminate pesticides that are harmful to human health from agriculture

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Strongly agree	49%	46%	51%	51%	47%	50%	54%	56%	50%	65%	59%	62%
Agree	34%	34%	35%	36%	29%	34%	33%	33%	39%	23%	31%	29%
Disagree	6%	6%	6%	4%	6%	5%	5%	3%	2%	7%	2%	2%
Strongly disagree	2%	4%	2%	1%	1%	2%	2%	2%	2%	-	1%	4%
I don't know	9%	10%	6%	8%	16%	9%	7%	6%	6%	6%	6%	3%
Net: Top 2 Box	83%	80%	86%	87%	77%	84%	87%	89%	89%	88%	90%	92%
Net: Bottom 2 Box	8%	10%	8%	5%	7%	7%	6%	5%	5%	7%	4%	6%

TFP_Q2_3. It is important to eliminate pesticides that are harmful to pollinators like bees and butterflies from agriculture

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Strongly agree	49%	45%	50%	54%	45%	50%	54%	55%	42%	54%	58%	66%
Agree	34%	34%	36%	34%	32%	34%	33%	35%	44%	32%	31%	25%
Disagree	5%	6%	5%	3%	5%	4%	4%	2%	4%	7%	2%	7%
Strongly disagree	2%	4%	1%	2%	2%	2%	2%	2%	2%	1%	1%	-
I don't know	10%	11%	8%	8%	17%	10%	6%	6%	9%	5%	8%	2%
Net: Top 2 Box	83%	79%	86%	88%	76%	84%	87%	90%	85%	86%	89%	91%
Net: Bottom 2 Box	7%	10%	6%	4%	7%	6%	7%	4%	6%	9%	3%	7%

TFP_Q2_4. Grocery stores should support efforts to protect pollinators, such as bees and butterflies

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Strongly agree	42%	42%	42%	47%	35%	43%	51%	50%	35%	56%	50%	56%
Agree	32%	32%	35%	32%	26%	33%	31%	32%	37%	28%	31%	31%
Disagree	7%	6%	9%	7%	7%	6%	5%	5%	6%	6%	4%	7%
Strongly disagree	3%	5%	2%	2%	2%	2%	2%	2%	3%	-	2%	1%
I don't know	15%	15%	12%	12%	29%	15%	11%	11%	19%	10%	13%	5%
Net: Top 2 Box	74%	74%	77%	79%	61%	76%	82%	82%	72%	84%	81%	87%
Net: Bottom 2 Box	10%	11%	11%	9%	9%	9%	7%	7%	9%	6%	6%	8%

TFP_Q3. Please imagine that a grocery store you do not usually shop at made a formal commitment to eliminate harmful pesticides from its food supply. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Very likely	34%	30%	36%	40%	28%	36%	38%	40%	21%	40%	44%	35%
Somewhat likely	31%	29%	34%	35%	24%	31%	33%	35%	30%	33%	29%	39%
Neither likely nor unlikely	23%	28%	21%	18%	25%	22%	19%	16%	34%	19%	17%	15%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



	Total	Social networks membership										not applicable - I am not currently a member of any social networks
		Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	TikTok	Other	Don't know	
Strongly disagree	3%	3%	1%	3%	3%	-	3%	-	3%	-	-	2%
I don't know	11%	12%	17%	10%	7%	31%	4%	-	10%	10%	-	16%
Net: Top 2 Box	81%	81%	78%	83%	75%	69%	89%	100%	81%	86%	60%	77%
Net: Bottom 2 Box	8%	7%	6%	8%	19%	-	7%	-	8%	3%	40%	7%

TFP_Q2_2. It is important to eliminate pesticides that are harmful to human health from agriculture

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Strongly agree	49%	54%	52%	61%	37%	55%	61%	52%	56%	50%	33%	42%
Agree	34%	29%	31%	29%	44%	45%	23%	25%	30%	26%	10%	37%
Disagree	6%	5%	3%	4%	15%	-	13%	6%	4%	13%	40%	5%
Strongly disagree	2%	2%	2%	3%	-	-	3%	17%	4%	2%	-	1%
I don't know	9%	10%	11%	3%	4%	-	-	-	6%	9%	16%	15%
Net: Top 2 Box	83%	83%	83%	90%	81%	100%	84%	77%	86%	76%	43%	78%
Net: Bottom 2 Box	8%	7%	5%	6%	15%	-	16%	23%	8%	14%	40%	6%

TFP_Q2_3. It is important to eliminate pesticides that are harmful to pollinators like bees and butterflies from agriculture

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Strongly agree	49%	54%	49%	62%	68%	48%	60%	39%	51%	56%	50%	42%
Agree	34%	31%	31%	22%	22%	22%	29%	26%	31%	27%	10%	35%
Disagree	5%	3%	5%	2%	3%	31%	10%	22%	6%	7%	28%	4%
Strongly disagree	2%	2%	2%	1%	3%	-	-	2%	-	-	13%	1%
I don't know	10%	10%	13%	3%	4%	-	-	14%	10%	10%	-	17%
Net: Top 2 Box	83%	85%	80%	93%	90%	69%	90%	65%	82%	83%	60%	77%
Net: Bottom 2 Box	7%	6%	7%	4%	6%	31%	10%	22%	8%	7%	40%	5%

TFP_Q2_4. Grocery stores should support efforts to protect pollinators, such as bees and butterflies

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Strongly agree	42%	48%	50%	60%	71%	25%	72%	43%	49%	50%	49%	35%
Agree	32%	29%	26%	25%	16%	23%	15%	26%	31%	26%	13%	29%
Disagree	7%	6%	6%	5%	3%	22%	7%	31%	5%	8%	28%	5%
Strongly disagree	3%	2%	2%	2%	3%	31%	-	-	4%	4%	-	4%
I don't know	15%	14%	16%	7%	8%	-	6%	-	12%	12%	11%	27%
Net: Top 2 Box	74%	78%	76%	85%	86%	48%	87%	69%	79%	76%	62%	64%
Net: Bottom 2 Box	10%	9%	8%	8%	6%	52%	7%	31%	9%	12%	28%	9%

TFP_Q3. Please imagine that a grocery store you do not usually shop at made a formal commitment to eliminate harmful pesticides from its food supply. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Very likely	34%	39%	38%	45%	39%	78%	50%	36%	43%	34%	12%	25%
Somewhat likely	31%	31%	29%	32%	43%	-	27%	35%	28%	32%	33%	23%
Neither likely nor unlikely	23%	21%	19%	15%	12%	22%	10%	8%	19%	23%	38%	34%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Gender		Age			Region				Race	
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
Somewhat unlikely	2%	2%	4%	1%	2%	2%	2%	3%	1%	2%	3%
Very unlikely	2%	3%	2%	2%	3%	3%	1%	2%	3%	2%	1%
Don't know	8%	8%	7%	11%	7%	9%	8%	6%	8%	7%	11%
Net: Top 2 Box	65%	61%	68%	61%	69%	66%	65%	66%	62%	67%	59%
Net: Bottom 2 Box	4%	5%	4%	6%	4%	5%	3%	5%	4%	4%	4%

TFP_Q4. Please imagine that a grocery store you do not usually shop at made a formal commitment to protect pollinators like bees and butterflies in its food supply. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Very likely	34%	28%	39%	29%	42%	32%	34%	35%	31%	37%	35%	27%
Somewhat likely	29%	32%	26%	28%	24%	33%	26%	25%	33%	29%	31%	23%
Neither likely nor unlikely	24%	25%	22%	23%	22%	25%	24%	29%	22%	21%	22%	30%
Somewhat unlikely	3%	3%	3%	6%	2%	2%	4%	2%	4%	3%	3%	6%
Very unlikely	3%	3%	2%	2%	2%	4%	2%	3%	3%	3%	2%	3%
Don't know	8%	8%	8%	12%	8%	5%	10%	6%	7%	8%	7%	11%
Net: Top 2 Box	63%	60%	65%	57%	66%	65%	60%	60%	64%	65%	66%	51%
Net: Bottom 2 Box	6%	7%	5%	8%	4%	5%	6%	5%	6%	6%	5%	9%

How important, if at all, do you find the following statements?

TFP_Q5_1. By law, organic foods are grown without toxic pesticides

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Very important	40%	35%	44%	34%	39%	44%	40%	39%	40%	40%	42%	36%
Somewhat important	27%	29%	26%	28%	26%	28%	28%	26%	27%	28%	28%	20%
Neither important nor unimportant	15%	16%	14%	16%	17%	13%	14%	16%	15%	15%	13%	20%
Somewhat unimportant	3%	3%	2%	4%	3%	2%	3%	1%	3%	3%	2%	4%
Very unimportant	3%	4%	2%	4%	3%	3%	2%	4%	3%	4%	3%	4%
I don't know	12%	12%	12%	14%	12%	10%	12%	14%	12%	10%	12%	17%
Net: Top 2 Box	67%	64%	70%	62%	65%	72%	68%	65%	67%	68%	70%	56%
Net: Bottom 2 Box	6%	8%	4%	8%	6%	5%	5%	5%	6%	7%	5%	8%

TFP_Q5_2. Eating organic food can lower the amount of pesticides in my body

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Very important	30%	26%	33%	28%	31%	31%	32%	23%	30%	33%	29%	28%
Somewhat important	30%	32%	28%	31%	29%	29%	32%	32%	29%	28%	32%	23%
Neither important nor unimportant	19%	20%	18%	16%	19%	21%	16%	23%	19%	19%	19%	20%
Somewhat unimportant	5%	6%	5%	7%	4%	5%	5%	5%	6%	6%	5%	7%
Very unimportant	3%	5%	2%	2%	3%	4%	3%	4%	3%	3%	3%	2%
I don't know	13%	12%	13%	16%	13%	10%	12%	13%	13%	12%	12%	21%
Net: Top 2 Box	60%	58%	61%	58%	60%	60%	64%	55%	59%	61%	61%	51%
Net: Bottom 2 Box	9%	10%	7%	9%	8%	9%	7%	9%	9%	8%	8%	8%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					
Somewhat unlikely	2%	3%	2%	3%	2%	3%	2%	-	2%	12%	3%
Very unlikely	2%	2%	5%	2%	2%	3%	1%	3%	-	1%	2%
Don't know	8%	7%	9%	12%	5%	6%	2%	7%	5%	6%	7%
Net: Top 2 Box	65%	58%	67%	55%	69%	73%	75%	68%	66%	66%	67%
Net: Bottom 2 Box	4%	5%	7%	5%	4%	6%	3%	5%	-	3%	5%

TFP_Q4. Please imagine that a grocery store you do not usually shop at made a formal commitment to protect pollinators like bees and butterflies in its food supply. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Very likely	34%	33%	38%	26%	38%	39%	44%	33%	43%	31%	38%	34%
Somewhat likely	29%	26%	27%	25%	31%	33%	29%	32%	32%	34%	23%	31%
Neither likely nor unlikely	24%	25%	21%	30%	21%	15%	22%	22%	17%	27%	13%	22%
Somewhat unlikely	3%	3%	2%	4%	2%	5%	1%	3%	-	3%	13%	4%
Very unlikely	3%	5%	4%	3%	2%	3%	1%	3%	-	2%	6%	3%
Don't know	8%	9%	8%	13%	5%	5%	2%	7%	9%	3%	6%	6%
Net: Top 2 Box	63%	58%	65%	51%	69%	72%	74%	65%	75%	65%	61%	65%
Net: Bottom 2 Box	6%	8%	6%	7%	4%	8%	3%	6%	-	5%	19%	7%

How important, if at all, do you find the following statements?

TFP_Q5_1. By law, organic foods are grown without toxic pesticides

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Very important	40%	32%	41%	30%	48%	44%	46%	41%	44%	33%	41%	40%
Somewhat important	27%	29%	30%	30%	22%	26%	35%	30%	33%	30%	25%	30%
Neither important nor unimportant	15%	21%	14%	19%	15%	13%	7%	13%	9%	23%	8%	14%
Somewhat unimportant	3%	5%	1%	2%	4%	1%	3%	3%	8%	2%	2%	3%
Very unimportant	3%	3%	5%	3%	2%	6%	3%	3%	3%	1%	2%	3%
I don't know	12%	10%	8%	16%	9%	10%	7%	10%	2%	11%	22%	11%
Net: Top 2 Box	67%	61%	71%	60%	70%	71%	80%	71%	77%	63%	66%	70%
Net: Bottom 2 Box	6%	8%	6%	6%	6%	7%	6%	6%	11%	3%	3%	6%

TFP_Q5_2. Eating organic food can lower the amount of pesticides in my body

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Very important	30%	32%	33%	25%	34%	33%	29%	33%	35%	23%	30%	31%
Somewhat important	30%	28%	30%	27%	31%	29%	38%	31%	33%	38%	26%	31%
Neither important nor unimportant	19%	21%	13%	22%	18%	16%	18%	18%	19%	27%	17%	19%
Somewhat unimportant	5%	5%	9%	5%	5%	6%	7%	6%	3%	4%	1%	5%
Very unimportant	3%	2%	6%	3%	3%	6%	2%	3%	3%	-	1%	3%
I don't know	13%	11%	10%	17%	10%	11%	6%	10%	6%	8%	24%	10%
Net: Top 2 Box	60%	60%	63%	53%	65%	62%	67%	63%	68%	61%	56%	63%
Net: Bottom 2 Box	9%	8%	15%	8%	7%	11%	9%	9%	7%	4%	3%	8%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	
Somewhat unlikely	2%	1%	1%	3%	9%	8%	3%	2%	2%	2%	1%	
Very unlikely	2%	3%	2%	-	8%	-	2%	2%	2%	3%	2%	
Don't know	8%	10%	5%	6%	19%	20%	7%	6%	6%	7%	31%	
Net: Top 2 Box	65%	62%	67%	62%	75%	41%	67%	67%	68%	64%	36%	
Net: Bottom 2 Box	4%	4%	3%	3%	17%	8%	6%	3%	4%	5%	3%	

TFP_Q4. Please imagine that a grocery store you do not usually shop at made a formal commitment to protect pollinators like bees and butterflies in its food supply. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Very likely	34%	35%	41%	28%	32%	25%	12%	36%	33%	34%	35%	15%
Somewhat likely	29%	25%	22%	38%	41%	10%	21%	28%	32%	30%	28%	22%
Neither likely nor unlikely	24%	26%	24%	30%	20%	32%	33%	22%	23%	23%	24%	26%
Somewhat unlikely	3%	2%	1%	-	3%	16%	8%	5%	3%	4%	3%	4%
Very unlikely	3%	3%	3%	1%	-	-	-	2%	3%	3%	3%	2%
Don't know	8%	10%	9%	4%	4%	17%	25%	8%	6%	6%	7%	33%
Net: Top 2 Box	63%	59%	64%	65%	73%	35%	34%	64%	65%	64%	63%	36%
Net: Bottom 2 Box	6%	5%	4%	1%	3%	16%	8%	7%	6%	6%	5%	5%

How important, if at all, do you find the following statements?

TFP_Q5_1. By law, organic foods are grown without toxic pesticides

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Very important	40%	34%	50%	52%	50%	18%	23%	41%	44%	43%	37%	24%
Somewhat important	27%	24%	22%	22%	26%	49%	24%	28%	27%	27%	29%	12%
Neither important nor unimportant	15%	18%	17%	12%	22%	9%	11%	17%	15%	15%	14%	21%
Somewhat unimportant	3%	3%	2%	1%	2%	7%	-	3%	2%	2%	2%	14%
Very unimportant	3%	5%	2%	2%	-	17%	-	3%	4%	3%	4%	2%
I don't know	12%	16%	7%	12%	-	-	42%	9%	9%	9%	14%	28%
Net: Top 2 Box	67%	59%	72%	73%	76%	67%	47%	68%	71%	70%	66%	36%
Net: Bottom 2 Box	6%	8%	4%	3%	2%	24%	-	6%	6%	6%	5%	15%

TFP_Q5_2. Eating organic food can lower the amount of pesticides in my body

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Very important	30%	37%	37%	23%	27%	54%	12%	35%	32%	34%	27%	13%
Somewhat important	30%	27%	28%	26%	38%	24%	34%	29%	28%	29%	31%	27%
Neither important nor unimportant	19%	19%	16%	20%	28%	16%	16%	18%	21%	20%	18%	18%
Somewhat unimportant	5%	7%	5%	5%	2%	-	-	5%	4%	4%	6%	8%
Very unimportant	3%	4%	3%	6%	5%	6%	-	2%	4%	3%	3%	6%
I don't know	13%	17%	11%	20%	-	-	38%	11%	10%	10%	14%	29%
Net: Top 2 Box	60%	53%	64%	49%	65%	78%	46%	64%	60%	62%	58%	40%
Net: Bottom 2 Box	9%	11%	9%	11%	7%	6%	-	7%	8%	8%	9%	14%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Income					Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say								
Somewhat unlikely	2%	2%	2%	2%	4%	2%	2%	2%	2%	3%	2%	5%
Very unlikely	2%	3%	3%	1%	1%	2%	3%	2%	3%	-	1%	1%
Don't know	8%	9%	5%	3%	18%	7%	6%	5%	10%	6%	7%	6%
Net: Top 2 Box	65%	59%	70%	75%	51%	67%	70%	75%	50%	72%	73%	73%
Net: Bottom 2 Box	4%	5%	4%	4%	5%	4%	5%	5%	6%	3%	3%	6%

TFP_Q4. Please imagine that a grocery store you do not usually shop at made a formal commitment to protect pollinators like bees and butterflies in its food supply. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Very likely	34%	30%	37%	40%	28%	36%	39%	40%	28%	43%	42%	44%
Somewhat likely	29%	28%	30%	33%	22%	30%	31%	36%	24%	27%	32%	27%
Neither likely nor unlikely	24%	26%	22%	19%	30%	22%	18%	16%	37%	20%	17%	16%
Somewhat unlikely	3%	4%	3%	3%	2%	3%	3%	3%	3%	3%	2%	7%
Very unlikely	3%	3%	4%	1%	1%	3%	3%	2%	3%	1%	1%	1%
Don't know	8%	9%	5%	4%	18%	7%	6%	4%	5%	6%	5%	6%
Net: Top 2 Box	63%	58%	67%	73%	50%	65%	70%	76%	51%	70%	74%	71%
Net: Bottom 2 Box	6%	7%	7%	4%	3%	6%	6%	5%	7%	4%	4%	8%

How important, if at all, do you find the following statements?

TFP_Q5_1. By law, organic foods are grown without toxic pesticides

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Very important	40%	36%	42%	44%	36%	41%	44%	44%	39%	49%	48%	44%
Somewhat important	27%	27%	28%	30%	23%	27%	28%	29%	30%	30%	28%	32%
Neither important nor unimportant	15%	16%	14%	14%	17%	15%	13%	13%	20%	13%	10%	13%
Somewhat unimportant	3%	3%	1%	4%	3%	3%	3%	2%	-	-	2%	-
Very unimportant	3%	4%	4%	3%	1%	3%	4%	3%	1%	-	2%	2%
I don't know	12%	13%	11%	7%	20%	11%	9%	8%	10%	8%	10%	9%
Net: Top 2 Box	67%	64%	70%	73%	59%	68%	72%	73%	69%	79%	76%	76%
Net: Bottom 2 Box	6%	7%	5%	7%	4%	6%	6%	6%	1%	-	4%	2%

TFP_Q5_2. Eating organic food can lower the amount of pesticides in my body

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Very important	30%	30%	30%	32%	26%	31%	32%	33%	31%	48%	36%	31%
Somewhat important	30%	29%	28%	36%	24%	30%	32%	31%	33%	24%	29%	30%
Neither important nor unimportant	19%	18%	20%	18%	23%	19%	16%	19%	21%	19%	16%	24%
Somewhat unimportant	5%	5%	7%	5%	3%	5%	6%	5%	4%	-	5%	3%
Very unimportant	3%	4%	3%	3%	4%	3%	4%	3%	2%	1%	1%	3%
I don't know	13%	15%	11%	6%	21%	12%	10%	9%	9%	7%	12%	9%
Net: Top 2 Box	60%	59%	59%	68%	50%	60%	64%	64%	64%	72%	65%	60%
Net: Bottom 2 Box	9%	9%	10%	8%	7%	9%	10%	8%	6%	1%	6%	6%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



	Total	Social networks membership										not applicable - I am not currently a member of any social networks
		Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	TikTok	Other	Don't know	
Somewhat unlikely	2%	2%	3%	3%	-	-	2%	17%	4%	4%	-	1%
Very unlikely	2%	1%	1%	3%	3%	-	7%	4%	0%	1%	-	2%
Don't know	8%	6%	10%	3%	3%	-	4%	-	4%	6%	16%	14%
Net: Top 2 Box	65%	70%	67%	76%	82%	78%	77%	71%	71%	65%	45%	48%
Net: Bottom 2 Box	4%	3%	3%	5%	3%	-	9%	21%	5%	5%	-	3%

TFP_Q4. Please imagine that a grocery store you do not usually shop at made a formal commitment to protect pollinators like bees and butterflies in its food supply. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Very likely	34%	39%	37%	49%	48%	48%	43%	49%	44%	35%	39%	27%
Somewhat likely	29%	30%	27%	27%	25%	22%	40%	26%	31%	29%	10%	19%
Neither likely nor unlikely	24%	20%	20%	15%	15%	-	2%	8%	17%	22%	39%	37%
Somewhat unlikely	3%	3%	3%	3%	9%	-	7%	17%	4%	7%	12%	1%
Very unlikely	3%	1%	1%	3%	-	-	7%	-	1%	1%	-	3%
Don't know	8%	6%	11%	3%	3%	31%	-	-	4%	5%	-	14%
Net: Top 2 Box	63%	69%	64%	76%	73%	69%	84%	75%	74%	64%	49%	45%
Net: Bottom 2 Box	6%	4%	4%	6%	9%	-	14%	17%	5%	8%	12%	4%

How important, if at all, do you find the following statements?

TFP_Q5_1. By law, organic foods are grown without toxic pesticides

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Very important	40%	42%	41%	43%	47%	100%	58%	44%	44%	42%	56%	31%
Somewhat important	27%	27%	26%	28%	44%	-	21%	25%	27%	26%	-	25%
Neither important nor unimportant	15%	15%	16%	11%	6%	-	15%	-	13%	20%	12%	20%
Somewhat unimportant	3%	2%	4%	3%	-	-	2%	14%	4%	4%	16%	1%
Very unimportant	3%	3%	2%	4%	-	-	3%	-	2%	2%	16%	3%
I don't know	12%	10%	11%	11%	4%	-	-	17%	10%	7%	-	20%
Net: Top 2 Box	67%	70%	67%	72%	90%	100%	80%	69%	70%	68%	56%	55%
Net: Bottom 2 Box	6%	5%	6%	7%	-	-	5%	14%	6%	6%	32%	4%

TFP_Q5_2. Eating organic food can lower the amount of pesticides in my body

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Very important	30%	34%	27%	32%	54%	48%	47%	44%	32%	34%	37%	22%
Somewhat important	30%	28%	28%	31%	28%	52%	14%	25%	28%	14%	35%	24%
Neither important nor unimportant	19%	19%	24%	13%	5%	-	18%	14%	20%	22%	12%	27%
Somewhat unimportant	5%	6%	5%	5%	4%	-	5%	-	5%	9%	16%	4%
Very unimportant	3%	1%	2%	4%	-	-	7%	-	2%	5%	-	4%
I don't know	13%	12%	14%	15%	9%	-	10%	17%	13%	16%	-	19%
Net: Top 2 Box	60%	62%	55%	63%	82%	100%	61%	69%	60%	48%	72%	46%
Net: Bottom 2 Box	9%	7%	7%	9%	4%	-	11%	-	7%	14%	16%	8%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Gender		Age			Region				Race	
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black

TFP_Q6. By law, foods that are labeled organic are grown without toxic pesticides. Knowing this, how important, if at all, is it to you that the grocery store you shop at sells organic food?

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Very important	29%	26%	33%	30%	33%	27%	29%	23%	30%	33%	28%	30%
Somewhat important	38%	36%	40%	36%	38%	40%	38%	41%	38%	35%	39%	31%
Not very important	13%	16%	11%	10%	10%	18%	12%	16%	14%	12%	14%	18%
Not at all important	7%	9%	5%	6%	6%	8%	6%	8%	7%	6%	8%	3%
I don't know/ I have no interest in this topic	12%	13%	12%	18%	14%	7%	14%	12%	11%	14%	11%	17%
Net: Top 2 Box	67%	62%	72%	66%	71%	67%	68%	64%	68%	69%	67%	62%
Net: Bottom 2 Box	20%	25%	16%	16%	16%	26%	18%	24%	21%	18%	22%	21%

TFP_Q7. Please imagine that a grocery store that you do not usually shop at started selling more organic foods than your current grocery store. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	678	776	417	349	688	278	300	568	308	1004	153
Base: All US Adults	1454	707	747	444	388	622	259	305	547	343	935	173
Very likely	27%	23%	30%	26%	32%	24%	29%	25%	25%	30%	25%	27%
Somewhat likely	29%	29%	29%	28%	28%	30%	26%	27%	33%	26%	30%	21%
Neither likely nor unlikely	25%	26%	25%	24%	22%	28%	26%	28%	24%	26%	27%	29%
Somewhat unlikely	5%	5%	6%	6%	4%	5%	5%	6%	6%	4%	5%	5%
Very unlikely	6%	8%	4%	4%	4%	8%	5%	8%	6%	5%	6%	4%
Don't know	8%	9%	7%	12%	9%	4%	10%	7%	7%	9%	7%	14%
Net: Top 2 Box	56%	53%	59%	55%	60%	54%	55%	51%	58%	57%	55%	48%
Net: Bottom 2 Box	11%	13%	10%	10%	9%	14%	10%	15%	11%	9%	11%	9%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Race		Education				Relationship					
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	

TFP_Q6. By law, foods that are labeled organic are grown without toxic pesticides. Knowing this, how important, if at all, is it to you that the grocery store you shop at sells organic food?

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Very important	29%	33%	32%	23%	34%	33%	36%	32%	25%	32%	33%	32%
Somewhat important	38%	38%	37%	37%	37%	39%	42%	39%	47%	36%	26%	38%
Not very important	13%	8%	13%	16%	12%	12%	13%	13%	6%	16%	21%	14%
Not at all important	7%	7%	6%	7%	6%	9%	6%	7%	8%	4%	9%	7%
I don't know/ I have no interest in this topic	12%	15%	12%	18%	11%	7%	3%	9%	14%	11%	10%	9%
Net: Top 2 Box	67%	71%	69%	60%	71%	72%	78%	71%	72%	68%	59%	70%
Net: Bottom 2 Box	20%	15%	19%	22%	18%	21%	19%	21%	14%	21%	31%	21%

TFP_Q7. Please imagine that a grocery store that you do not usually shop at started selling more organic foods than your current grocery store. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	169	128	519	490	284	161	626	27	111	49	813
Base: All US Adults	1454	227	119	587	451	265	152	622	34	106	53	816
Very likely	27%	31%	32%	21%	30%	30%	33%	28%	15%	29%	38%	28%
Somewhat likely	29%	29%	30%	24%	30%	35%	32%	30%	50%	24%	21%	30%
Neither likely nor unlikely	25%	20%	18%	30%	25%	20%	21%	24%	22%	30%	15%	24%
Somewhat unlikely	5%	6%	7%	6%	4%	3%	9%	5%	-	6%	13%	5%
Very unlikely	6%	8%	4%	7%	5%	7%	3%	7%	8%	5%	7%	7%
Don't know	8%	7%	9%	12%	5%	5%	1%	6%	5%	5%	6%	6%
Net: Top 2 Box	56%	60%	61%	45%	61%	65%	65%	58%	65%	54%	59%	58%
Net: Bottom 2 Box	11%	14%	11%	13%	9%	10%	12%	12%	8%	11%	20%	12%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	

TFP_Q6. By law, foods that are labeled organic are grown without toxic pesticides. Knowing this, how important, if at all, is it to you that the grocery store you shop at sells organic food?

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Very important	29%	25%	37%	17%	24%	-	19%	38%	28%	32%	28%	22%
Somewhat important	38%	39%	32%	48%	40%	49%	19%	34%	39%	38%	40%	20%
Not very important	13%	9%	18%	23%	21%	17%	6%	11%	17%	14%	13%	10%
Not at all important	7%	7%	5%	6%	5%	14%	5%	6%	8%	7%	7%	2%
I don't know/ I have no interest in this topic	12%	19%	8%	6%	9%	20%	50%	12%	8%	9%	13%	46%
Net: Top 2 Box	67%	65%	69%	66%	64%	49%	39%	72%	66%	70%	67%	42%
Net: Bottom 2 Box	20%	17%	23%	29%	27%	32%	11%	16%	26%	21%	20%	12%

TFP_Q7. Please imagine that a grocery store that you do not usually shop at started selling more organic foods than your current grocery store. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	379	131	62	34	12	23	278	494	732	672	50
Base: All US Adults	1454	389	124	59	31	12	24	309	453	725	670	59
Very likely	27%	24%	31%	26%	26%	27%	11%	34%	26%	29%	25%	19%
Somewhat likely	29%	28%	30%	22%	37%	17%	22%	30%	28%	29%	29%	19%
Neither likely nor unlikely	25%	26%	22%	38%	29%	40%	32%	21%	30%	26%	25%	21%
Somewhat unlikely	5%	4%	6%	9%	8%	7%	-	3%	7%	5%	6%	3%
Very unlikely	6%	6%	5%	6%	-	-	5%	4%	7%	5%	7%	8%
Don't know	8%	12%	6%	-	-	9%	30%	8%	3%	6%	8%	30%
Net: Top 2 Box	56%	52%	61%	48%	62%	43%	33%	64%	54%	58%	54%	38%
Net: Bottom 2 Box	11%	10%	11%	14%	8%	7%	5%	7%	13%	10%	12%	11%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Income				Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say							

TFP_Q6. By law, foods that are labeled organic are grown without toxic pesticides. Knowing this, how important, if at all, is it to you that the grocery store you shop at sells organic food?

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Very important	29%	29%	29%	34%	24%	30%	35%	32%	23%	37%	34%	30%
Somewhat important	38%	38%	40%	39%	32%	39%	38%	39%	50%	47%	45%	44%
Not very important	13%	12%	16%	14%	12%	12%	11%	14%	12%	8%	9%	13%
Not at all important	7%	6%	8%	7%	7%	7%	6%	7%	9%	2%	5%	6%
I don't know/ I have no interest in this topic	12%	15%	8%	6%	26%	12%	10%	7%	7%	5%	7%	7%
Net: Top 2 Box	67%	67%	69%	73%	55%	69%	73%	71%	73%	84%	78%	74%
Net: Bottom 2 Box	20%	18%	23%	21%	19%	19%	17%	22%	20%	10%	14%	19%

TFP_Q7. Please imagine that a grocery store that you do not usually shop at started selling more organic foods than your current grocery store. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	510	399	346	199	1092	509	415	76	69	407	83
Base: All US Adults	1454	531	404	333	185	1081	517	388	78	68	391	89
Very likely	27%	26%	28%	30%	22%	29%	30%	30%	24%	33%	33%	34%
Somewhat likely	29%	30%	27%	32%	26%	28%	31%	34%	25%	26%	30%	29%
Neither likely nor unlikely	25%	24%	26%	25%	28%	25%	24%	21%	29%	24%	24%	21%
Somewhat unlikely	5%	4%	7%	6%	4%	5%	4%	5%	6%	5%	6%	6%
Very unlikely	6%	7%	7%	4%	5%	6%	5%	5%	9%	5%	2%	3%
Don't know	8%	9%	5%	4%	17%	7%	6%	5%	7%	6%	5%	8%
Net: Top 2 Box	56%	55%	55%	62%	47%	57%	61%	64%	49%	59%	63%	63%
Net: Bottom 2 Box	11%	11%	14%	10%	8%	11%	9%	10%	15%	11%	8%	8%

Friends of The Earth Pesticides and Pollinators

US_nat Sample: 2nd - 3rd June 2021



Total	Social networks membership										not applicable - I am not currently a member of any social networks
	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	TikTok	Other	Don't know	

TFP_Q6. By law, foods that are labeled organic are grown without toxic pesticides. Knowing this, how important, if at all, is it to you that the grocery store you shop at sells organic food?

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Very important	29%	35%	30%	34%	47%	78%	35%	50%	36%	18%	21%	21%
Somewhat important	38%	39%	37%	40%	43%	22%	43%	19%	40%	46%	22%	33%
Not very important	13%	11%	12%	9%	5%	-	4%	17%	11%	19%	16%	21%
Not at all important	7%	5%	4%	6%	-	-	11%	-	3%	11%	-	5%
I don't know/ I have no interest in this topic	12%	10%	17%	12%	6%	-	7%	14%	10%	6%	41%	20%
Net: Top 2 Box	67%	73%	67%	74%	90%	100%	78%	69%	76%	64%	43%	54%
Net: Bottom 2 Box	20%	16%	16%	15%	5%	-	15%	17%	14%	30%	16%	26%

TFP_Q7. Please imagine that a grocery store that you do not usually shop at started selling more organic foods than your current grocery store. If distance and price were not a factor, how likely or unlikely would you be to shop at this grocery store instead of your usual store?

Unweighted base	1454	567	274	166	25	4	30	13	172	62	8	152
Base: All US Adults	1454	579	278	168	31	4	29	20	179	62	8	146
Very likely	27%	31%	28%	32%	34%	78%	43%	68%	31%	25%	50%	18%
Somewhat likely	29%	31%	29%	36%	54%	22%	34%	14%	30%	36%	22%	24%
Neither likely nor unlikely	25%	23%	25%	18%	6%	-	10%	4%	26%	18%	28%	37%
Somewhat unlikely	5%	5%	5%	4%	4%	-	6%	-	4%	10%	-	3%
Very unlikely	6%	4%	3%	5%	-	-	7%	14%	3%	6%	-	5%
Don't know	8%	6%	10%	5%	3%	-	-	-	7%	5%	-	13%
Net: Top 2 Box	56%	62%	57%	68%	87%	100%	77%	82%	60%	61%	72%	42%
Net: Bottom 2 Box	11%	9%	9%	8%	4%	-	13%	14%	7%	16%	-	8%