



IFANCA Publicity & Consumer Insights Survey

KETCHUM ANALYTICS
SEPTEMBER 2022



Purpose

Leverage custom survey data to increase transparency and visibility for halal foods, identify education gaps and opportunities, understand misconceptions and consumer needs.



Methodology

A 15-minute online quantitative survey among n=1,000 nationally representative U.S. adults balanced according to the U.S. Census on overall age, gender, region, urban/rural, race/ethnicity, education, and household income. The survey was in field from September 9 — September 19, with a margin of error or +/- 3% at 95% confidence.

Key Findings



**Awareness
& Interest**



**Concerns
& Barriers**



**Solutions
& Education**



Awareness & Interest

Aside from taste and price, the general population prioritizes food safety, nutritional content, and ingredient transparency when grocery shopping. Americans familiar with halal are especially likely to find nutrition and transparency important.

- Nearly all Americans (91%) find taste/flavor to be important when grocery shopping, followed by price (88%), food safety (88%), nutritional content (77%), and ingredient transparency (69%).
- Consumers familiar with halal are much more likely than those who are not to look for nutritional content (81% vs. 74%) and ingredient transparency (76% vs. 62%) when shopping for food.

Awareness of halal spreads beyond the Muslim community — half of Americans are familiar with halal and younger generations are even more likely to be familiar.

- Over half of America (51%) is familiar with the halal label, with Gen Z (62%) and Millennials (61%) even more likely to report familiarity.
 - Americans living in urban/city neighborhoods are significantly more likely to be familiar with halal as well (65% vs. 48% suburb, 35% rural)
- Consumers tend to be most familiar with food packaging labels “all natural” (94%), “Certified or USDA Organic” (92%), and “locally sourced” (92%).
- The kosher label garners higher familiarity (88%) as well.

Although consumers view the halal label positively and recognize halal certified foods for its animal welfare practices, freshness, and health, there’s still a need to increase general awareness.

- Nearly half of consumers aware of halal have a positive perception of the halal label (48%) and only 4% have a negative perception.
 - Americans familiar with halal living in urban/city neighborhoods are much more likely than consumers in other neighborhoods to have a positive perception of halal (61% vs. 39% suburb, 39% rural).
- Furthermore, a quarter (24%) of Americans familiar with halal agree the label provides them with valuable information.
- Americans familiar with halal also associate halal with positive attributes, with more than two-in-five agreeing that it is more humane (44%), fresher (42%), and healthier (41%) than non halal certified foods.
- However, 35% of Americans are left feeling neutral or unsure (14%) about halal, indicating opportunities for further education.

AWARENESS & INTEREST CONTINUED...

Halal familiarity also drives higher familiarity among other food packaging labels.

- Those familiar with halal are much more likely than those who are not to report familiarity of labels like kosher (97% vs. 78%), Animal Welfare Approved (90% vs. 66%), and small carbon footprint/carbon neutral (90% vs. 63%).

Americans are generally passive with their halal purchases and primarily look for food labels indicating health and safety first. They are also more likely to purchase halal certified foods that feature some sort of health or safety label as well.

- Americans familiar with halal typically seek out foods with other labels first and then notice the halal certified label after (37%). Just under a third (30%) actively seek out foods with the halal certified label.
- Meanwhile, labels “clean ingredients” (76%), “no added hormones or steroids” (74%), and “raised without antibiotics” (71%) are important to the general population when purchasing food products.
 - Just over a quarter also find these labels to be trustworthy — “clean ingredients” (28%), “no added hormones or steroids” (26%), and “raised without antibiotics” (25%).
- Knowing that halal animals can’t be treated with antibiotics or growth hormones makes 46% of Americans familiar with halal more likely to purchase halal foods.
- Furthermore, those already familiar with halal are more likely to purchase halal certified foods if the food product also has a “raised without antibiotics” (62%) or “no added hormones or steroids” (61%) label.

Nearly a third of Americans familiar with halal consume halal certified food products regularly.

- Among Americans familiar with halal, 30% consume halal foods regularly.
 - Nearly all Muslims (86%) and a third of Jewish Americans (33%) consume halal certified.
 - Americans familiar with halal who live in urban/city neighborhoods also consume halal certified foods more regularly (47% vs. 20% suburb, 18% rural).
- Consumption rates are even higher among those with a positive perception of halal (56%).
- However, those with a negative perception of halal still regularly consume halal foods (25%).
- Chicken (68%) and beef (57%) are the most frequently consumed halal foods.

Americans value the level of oversight and transparency that comes with halal certified foods.

- Most consumers familiar with halal agree that halal certified foods adhere to a rigorous oversight process (55%) and also offer a higher level of transparency about ingredients and preparation processes than non halal certified foods (48%).
- This is especially relevant, as two-thirds of the general population find ingredient transparency (69%) and proper oversight into food manufacturing (64%) important when buying foods.



Concerns & Barriers

Accessibility and visibility are purchase barriers, as consumers struggle to find halal certified foods in grocery stores.

- Over half of Americans familiar with halal report it being difficult to find in grocery stores (52%).
- This is true even among those who regularly consume halal certified foods (72%).

Misinformation and knowledge gaps are the driving factors behind minimal halal food consumption.

- Nearly two-thirds of those aware of halal don't consume halal foods at all or more often because they either don't practice Islam (64%) or they don't know enough about halal certified foods (61%).
- On the other hand, only 6% don't consume halal foods because they think it doesn't taste good or that it's not sustainable.

While Americans are generally aware that halal certified foods can be consumed by anyone, Muslims believe that halal foods are for Muslims only.

- Over half of those familiar with halal certified foods think halal food is for anyone (54%).
- However, Muslims are more inclined to think halal certified foods are for Muslims only (46%).
- Almost half (47%) of Americans familiar with halal would be more likely to purchase halal foods knowing that while halal certified foods are lawful and permitted to be eaten by those observing Islamic teachings, those who are not religious, or Muslim can also enjoy.



Solutions & Education

Americans are most interested in learning about how halal certified foods can directly impact their health and find health experts the most trustworthy to share this information.

- Over a third of those aware of halal report being interested in learning about the health (37%) food safety (34%), and nutritional (33%) benefits of halal certified foods.
- Two-in-five Americans familiar with halal (39%) find nutritionists/registered dieticians the most trustworthy to share halal certified food information.
- Additionally, a third of those familiar with halal find leaders of the Islamic community to be trustworthy (31%) when discussing halal certified foods.
- Meanwhile, 33% would turn to food media to get more halal certified food information.

Posted Questionnaire



Green indicates the result
is significantly more likely than
corresponding audience



Red indicates the result
is significantly less likely than
corresponding audience



When considering what foods to buy at the grocery store, how important, if at all, are the following to you?

Important Summary

Very important + somewhat important

Total

(n=1,000)

Familiar with Halal

(n=512)

Not Familiar with Halal

(n=488)

Taste/Flavor	91%	91%	91%
Price	88%	89%	87%
Food safety	88%	89%	87%
Nutritional content	77%	81%	74%
Ingredient transparency	69%	76%	62%
Proper oversight into food manufacturing	64%	69%	59%
Lean protein	62%	68%	55%
Sustainability	58%	67%	48%
Animal welfare practices (i.e., pasture-raised, grass fed, etc.)	57%	68%	45%
Seasonality	57%	63%	50%
Transparency of the food supply chain	55%	64%	46%
Locally raised or grown	54%	62%	46%
Non-GMO	45%	56%	32%
Certified Organic	39%	54%	23%
Plant-based/Vegan	27%	41%	11%
Kosher certified	24%	37%	9%
Options that adhere to religious practices	22%	35%	8%
Halal certified	18%	30%	4%

Not Important Summary

Somewhat unimportant + not at all important

Total

(n=1,000)

Familiar with Halal

(n=512)

Not Familiar with Halal

(n=488)

Options that adhere to religious practices	52%	41%	63%
Kosher certified	49%	41%	58%
Plant-based/Vegan	49%	37%	62%
Halal certified	46%	45%	47%
Certified Organic	35%	22%	47%
Non-GMO	27%	21%	32%
Locally raised or grown	17%	12%	21%
Animal welfare practices (i.e., pasture-raised, grass fed, etc.)	16%	12%	21%
Lean protein	15%	11%	18%
Sustainability	15%	13%	18%
Transparency of the food supply chain	15%	10%	20%
Seasonality	14%	9%	18%
Proper oversight into food manufacturing	11%	9%	13%
Ingredient transparency	10%	7%	12%
Nutritional content	6%	4%	8%
Price	3%	3%	3%
Taste/Flavor	3%	3%	3%
Food safety	3%	2%	4%



And specifically, when considering what animal proteins, including meat and poultry, to buy at the grocery store, how important are the following to you, if at all?

Important Summary Very important + somewhat important	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
Taste/Flavor	89%	89%	90%
Price	86%	85%	88%
Food safety	86%	88%	84%
Nutritional content	78%	81%	74%
Ingredient transparency	72%	79%	63%
Proper oversight into food manufacturing	70%	76%	65%
Lean protein	65%	71%	59%
Transparency of the food supply chain	60%	68%	52%
Sustainability	59%	68%	50%
Animal welfare (i.e., pasture-raised, grass fed, etc.)	59%	66%	52%
Locally raised or grown	55%	64%	47%
Seasonality	54%	60%	47%
Non-GMO	47%	60%	33%
Certified Organic	39%	54%	23%
Kosher certified	25%	40%	10%
Options that adhere to religious practices	24%	37%	11%
Halal certified	22%	36%	7%

Not Important Summary Somewhat unimportant + not at all important	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
Options that adhere to religious practices	51%	41%	61%
Kosher certified	48%	40%	57%
Halal certified	44%	43%	45%
Certified Organic	34%	24%	45%
Non-GMO	27%	20%	33%
Locally raised or grown	16%	12%	19%
Animal welfare (i.e., pasture-raised, grass fed, etc.)	15%	11%	19%
Seasonality	15%	12%	18%
Sustainability	14%	10%	17%
Lean protein	13%	10%	16%
Transparency of the food supply chain	12%	9%	16%
Ingredient transparency	10%	7%	13%
Proper oversight into food manufacturing	9%	7%	10%
Nutritional content	6%	5%	7%
Price	4%	5%	3%
Food safety	4%	4%	4%



How familiar are you with the following labels you might see on food packaging, if at all?

Familiar Summary

Very familiar + somewhat familiar

Total

(n=1,000)

Familiar with Halal

(n=512)

Not Familiar with Halal

(n=488)

All natural	94%	97%	91%
Certified or USDA Organic	92%	97%	87%
Locally sourced	92%	97%	85%
Non-GMO	91%	97%	84%
No added hormones or steroids	91%	97%	85%
Raised without antibiotics	90%	97%	83%
Kosher	88%	97%	78%
Clean ingredients	80%	89%	70%
Fair wage or fair trade	79%	91%	66%
Animal Welfare Approved	78%	90%	66%
Small carbon footprint/carbon neutral	77%	90%	63%
Halal	51%	100%	—

Unfamiliar Summary

Never heard of it + not sure

Total

(n=1,000)

Familiar with Halal

(n=512)

Not Familiar with Halal

(n=488)

Halal	49%	—	100%
Small carbon footprint/carbon neutral	23%	10%	38%
Animal Welfare Approved	22%	10%	34%
Fair wage or fair trade	21%	9%	34%
Clean ingredients	20%	11%	30%
Kosher	12%	3%	22%
Raised without antibiotics	10%	3%	17%
Non-GMO	9%	3%	16%
No added hormones or steroids	9%	3%	15%
Certified or USDA Organic	8%	3%	13%
Locally sourced	8%	3%	15%
All natural	6%	3%	9%



How important are each of these labels to you when purchasing food products, if at all

Important Summary

Very important + somewhat important

Total

(n=floating base)

Familiar with Halal

(n=floating base)

Not Familiar with Halal

(n=floating base)

Clean ingredients	76%	78%	73%
No added hormones or steroids	74%	77%	70%
Raised without antibiotics	71%	74%	68%
All natural	70%	72%	67%
Animal Welfare Approved	68%	73%	59%
Certified or USDA Organic	64%	71%	57%
Locally sourced	62%	67%	56%
Fair wage or fair trade	60%	65%	52%
Non-GMO	55%	64%	45%
Small carbon footprint/carbon neutral	54%	63%	41%
Halal	38%	38%	—
Kosher	41%	41%	12%

Not Important Summary

Somewhat unimportant + not at all important

Total

(n=floating base)

Familiar with Halal

(n=floating base)

Not Familiar with Halal

(n=floating base)

Kosher	45%	36%	58%
Halal	39%	39%	—
Non-GMO	18%	13%	24%
Certified or USDA Organic	16%	11%	21%
Small carbon footprint/carbon neutral	15%	11%	21%
Locally sourced	12%	10%	15%
Fair wage or fair trade	11%	9%	13%
Raised without antibiotics	10%	8%	12%
Animal Welfare Approved	9%	8%	11%
All natural	9%	7%	11%
No added hormones or steroids	8%	6%	10%
Clean ingredients	7%	6%	8%



Which of the following best describes how the following labels make you feel?

It provides me with valuable information	Total (n=floating base)	Familiar with Halal (n=floating base)	Not Familiar with Halal (n=floating base)
Kosher	23%	27%	18%
Halal	24%	24%	—
Certified or USDA Organic	28%	29%	27%
Animal Welfare Approved	30%	30%	29%
Non-GMO	29%	29%	29%
All natural	25%	25%	25%
Clean ingredients	25%	27%	23%
Raised without antibiotics	30%	30%	29%
No added hormones or steroids	29%	31%	27%
Locally sourced	30%	30%	30%
Fair wage or fair trade	28%	30%	25%
Small carbon footprint/carbon neutral	27%	29%	24%

Makes me feel better about the food I am eating/serving my family	Total (n=floating base)	Familiar with Halal (n=floating base)	Not Familiar with Halal (n=floating base)
Kosher	19%	27%	9%
Halal	21%	21%	—
Certified or USDA Organic	37%	39%	35%
Animal Welfare Approved	36%	37%	33%
Non-GMO	34%	41%	26%
All natural	41%	42%	40%
Clean ingredients	41%	41%	40%
Raised without antibiotics	45%	47%	44%
No added hormones or steroids	46%	46%	47%
Locally sourced	38%	40%	36%
Fair wage or fair trade	28%	33%	21%
Small carbon footprint/carbon neutral	30%	35%	23%

I trust it	Total (n=floating base)	Familiar with Halal (n=floating base)	Not Familiar with Halal (n=floating base)
Kosher	18%	23%	11%
Halal	23%	23%	—
Certified or USDA Organic	31%	33%	29%
Animal Welfare Approved	26%	29%	22%
Non-GMO	24%	28%	19%
All natural	29%	31%	26%
Clean ingredients	28%	32%	23%
Raised without antibiotics	25%	28%	21%
No added hormones or steroids	26%	29%	21%
Locally sourced	27%	30%	25%
Fair wage or fair trade	20%	22%	17%
Small carbon footprint/carbon neutral	20%	23%	14%

Q5 continued...

It's a buzzword without any meaning behind it

	Total (n=floating base)	Familiar with Halal (n=floating base)	Not Familiar with Halal (n=floating base)
Kosher	12%	7%	18%
Halal	10%	10%	—
Certified or USDA Organic	10%	9%	11%
Animal Welfare Approved	12%	11%	15%
Non-GMO	13%	12%	15%
All natural	15%	17%	13%
Clean ingredients	13%	14%	13%
Raised without antibiotics	7%	7%	7%
No added hormones or steroids	7%	7%	7%
Locally sourced	9%	10%	8%
Fair wage or fair trade	14%	12%	18%
Small carbon footprint/carbon neutral	20%	17%	25%

I'm willing to pay more for food with this label on it

	Total (n=floating base)	Familiar with Halal (n=floating base)	Not Familiar with Halal (n=floating base)
Kosher	10%	15%	4%
Halal	8%	8%	—
Certified or USDA Organic	13%	19%	7%
Animal Welfare Approved	14%	17%	10%
Non-GMO	13%	15%	10%
All natural	12%	17%	8%
Clean ingredients	13%	14%	11%
Raised without antibiotics	13%	16%	8%
No added hormones or steroids	13%	15%	11%
Locally sourced	16%	18%	14%
Fair wage or fair trade	13%	15%	9%
Small carbon footprint/carbon neutral	13%	14%	10%



How much more or less likely are you to buy a product if it has this label?

More Likely Summary

Much more likely + somewhat more likely

Total

(n=floating base)

Familiar with Halal

(n=floating base)

Not Familiar with Halal

(n=floating base)

No added hormones or steroids	71%	75%	66%
Clean ingredients	69%	71%	66%
Raised without antibiotics	69%	73%	64%
Locally sourced	67%	72%	60%
All natural	66%	68%	64%
Certified or USDA Organic	63%	70%	56%
Animal Welfare Approved	61%	66%	55%
Non-GMO	54%	63%	44%
Fair wage or fair trade	49%	57%	36%
Small carbon footprint/carbon neutral	48%	56%	36%
Halal	35%	35%	—
Kosher	28%	40%	12%

Less Likely Summary

Somewhat less likely + much less likely

Total

(n=floating base)

Familiar with Halal

(n=floating base)

Not Familiar with Halal

(n=floating base)

Kosher	14%	11%	16%
Halal	13%	13%	—
Small carbon footprint/carbon neutral	9%	8%	10%
Certified or USDA Organic	7%	6%	8%
Non-GMO	6%	6%	6%
Fair wage or fair trade	6%	5%	6%
Animal Welfare Approved	5%	5%	7%
All natural	4%	4%	4%
Clean ingredients	4%	5%	4%
Raised without antibiotics	4%	4%	4%
No added hormones or steroids	4%	4%	5%
Locally sourced	3%	3%	2%



How often do you consume halal certified foods, if at all?

Familiar with Halal Foods

Total (n=512)

Regularly	30%
Occasionally	12%
Rarely/Never	41%
Not sure	16%



What types of halal certified foods do you typically consume?
Please select all that apply.

Consume Halal Certified Foods

Total (n=217)

Chicken	68%
Beef	57%
Fish/seafood	48%
Grain products (e.g. pasta, rice, breads, cereals, etc.)	47%
Milk products	44%
Beverages	36%



Which of the following best describes how you shop for halal certified foods?

Consume Halal Certified Foods

Total (n=217)

I seek out foods with other labels (e.g., non-GMO, organic) and then notice the halal certified label	37%
The foods I buy happen to have a halal certified label, but I don't seek it out	33%
I seek out foods with the halal certified label	30%



How much more or less likely are you to purchase halal certified foods if they also contained the following labels?

More Likely Summary — Familiar with Halal

Much more likely + somewhat more likely

Total
(n=512)

Raised without antibiotics	62%
No added hormones or steroids	61%
Certified or USDA Organic	60%
All natural	60%
Locally sourced	60%
Non-GMO	58%
Clean ingredients	56%
Animal Welfare Approved	54%
Fair wage or fair trade	49%
Small carbon footprint/carbon neutral	49%

Q10 continued...

Less Likely Summary — Familiar with Halal

Much less likely + somewhat less likely

Total
(n=512)

Certified or USDA Organic	9%
Animal Welfare Approved	7%
Non-GMO	5%
All natural	6%
Clean ingredients	6%
Raised without antibiotics	6%
No added hormones or steroids	7%
Locally sourced	5%
Fair wage or fair trade	7%
Small carbon footprint/carbon neutral	8%



What is your current perception of food products with the halal label?

Familiar with Halal

Total (n=512)

NET: POSITIVE	48%
Very positive	26%
Somewhat positive	21%
Neither positive nor negative	35%
NET: NEGATIVE	4%
Somewhat negative	3%
Very negative	1%
Not sure	14%



How much do you agree or disagree with the following statements? Halal certified foods...

Agree Summary — Familiar with Halal

Strongly agree + somewhat agree

Total
(n=512)

Adhere to a rigorous oversight process	55%
Are difficult to find in grocery stores	52%
Are expensive	48%
Offer a higher level of transparency about ingredients and preparation processes than non halal certified foods	48%
Are free from additives like antibiotics, hormones, and preservatives	45%
Are more humane than non halal certified foods	44%
Are fresher than non halal certified foods	42%
Are only for those who practice Islam	41%
Are healthier than non halal certified foods	41%
Are more sustainable than non halal certified foods	40%
Are less likely to make me sick than non halal certified foods	38%
Taste better than non halal certified food	38%
Contain more nutrients than non halal certified foods	36%

Q12 continued...

Disagree Summary — Familiar with Halal

Strongly disagree + somewhat disagree

Total
(n=512)

Are only for those who practice Islam	21%
Are less likely to make me sick than non halal certified foods	13%
Contain more nutrients than non halal certified foods	12%
Are healthier than non halal certified foods	11%
Taste better than non halal certified food	11%
Are fresher than non halal certified foods	10%
Are expensive	9%
Are difficult to find in grocery stores	9%
Are more sustainable than non halal certified foods	9%
Offer a higher level of transparency about ingredients and preparation processes than non halal certified foods	8%
Are more humane than non halal certified foods	7%
Are free from additives like antibiotics, hormones, and preservatives	5%
Adhere to a rigorous oversight process	5%



**Why don't you consume halal foods or consume them more often?
Please select your top three.**

Does Not Consume Halal Certified Foods or Not Sure

Total (n=295)

I don't practice Islam	64%
I don't know enough about halal certified foods	61%
I'm not religious	42%
It's hard to find in grocery stores	42%
It's too expensive	24%
It doesn't taste good	6%
It's not sustainable	6%
Not sure	16%



What impact would these statements have on your intent to purchase halal foods, if any

Disagree Summary — Familiar with Halal

Strongly disagree + somewhat disagree

Total
(n=512)

Halal practices are considered more humane for the animal by many than conventional animal husbandry	48%
While halal certified foods are lawful and permitted to be eaten by those observing Islamic teachings, those who are not religious or Muslim can also enjoy.	47%
Halal animals can't be treated with antibiotics or growth hormones	46%
Halal certified meats must be sourced from vegetarian fed animals	44%

Q14 continued...

Less Likely Summary — Familiar with Halal

Much less likely + somewhat more likely

Total
(n=512)

Halal certified meats must be sourced from vegetarian fed animals	12%
Halal animals can't be treated with antibiotics or growth hormones	11%
Halal practices are considered more humane for the animal by many than conventional animal husbandry	10%
While halal certified foods are lawful and permitted to be eaten by those observing Islamic teachings, those who are not religious, or Muslim can also enjoy.	8%



What additional information would you be interested in learning about halal certified foods? Please select all that apply.

Familiar with Halal

Total (n=512)

Health benefits	37%
Food safety benefits	34%
Nutritional benefits	33%
What foods are halal certified	31%
How the animals are raised	30%
How much halal certified foods cost	26%
Certification process	26%
Sustainability benefits	24%
Slaughter process	23%
Where to purchase halal certified foods	21%
Religious laws surrounding halal certified foods	19%
Not sure	20%



Who would you trust for information about halal certified foods?

Familiar with Halal

Total (n=512)

Nutritionists/Registered dieticians	39%
Leaders of the Islamic community	31%
Doctors and medical professionals	28%
Farmers/cattlemen	27%
Food brands	27%
Family	23%
Chefs	21%
Government officials (local and national)	21%
Friends	21%
Non-profits/NGOs	18%
Influencers on social media	9%
Celebrities	8%

Q17

Where would you go to for more information on halal certified foods?

Familiar with Halal

Total (n=512)

Food media (television, magazines, blogs, etc.)	33%
Retailer/grocery store	29%
Religious organizations	28%
Social media	25%
Documentaries	22%
Friends and family	22%
Agriculture publications	21%
National news outlets	18%
Restaurants	17%
Local news outlets	15%
Magazines	14%

Q18

Where would you go to for more information on halal certified foods?

Familiar with Halal

Total
(n=512)Islam
(n=35*)Jewish
(n=33*)Christianity
(n=33*)Other Religion
(n=84*)

Anyone	54%	43%	52%	55%	52%
People who practice a specific religion	26%	29%	33%	26%	29%
Muslims only	20%	46%	27%	18%	27%
I'm not sure	15%	3%	15%	16%	10%

Q19

What is your present religion, if any?

Total Respondents

Total (n=1,000)

Familiar with Halal (n=512)

Not Familiar with Halal (n=488)

Catholic	22%	21%	23%
Protestant	18%	16%	19%
Nondenominational Christian	14%	15%	13%
Atheist	5%	6%	3%
Agnostic	5%	6%	3%
Buddhist	2%	4%	1%
Hindu	2%	4%	<0
Mormon	1%	1%	1%
Jewish	4%	6%	1%
Islam	4%	7%	1%
Nothing in particular	20%	16%	24%



Where would you go to for more information on halal certified foods?

Total Respondents	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
I eat a variety of foods, including meat, dairy, and eggs	73%	63%	83%
Heart-healthy	14%	16%	11%
Low carb	12%	13%	11%
Halal	7%	13%	1%
Plant-based	7%	9%	4%
Flexitarian	7%	10%	3%
Keto	5%	6%	3%
Vegetarian (including eggs and dairy)	5%	8%	3%
Mediterranean	4%	6%	2%
Vegan	4%	5%	2%
Kosher	3%	6%	1%
Paleo	3%	4%	1%
DASH	3%	4%	1%
Pescatarian	3%	5%	1%

Demographics





Age

Total Respondents	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
Gen Z (18-25)	11%	13%	8%
Millennial (26-41)	28%	33%	22%
Gen X (42-57)	28%	28%	28%
Baby Boomer (58+)	33%	25%	42%



Gender

Total Respondents	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
Female	54%	46%	62%
Male	46%	54%	38%
Non-binary	<1	0	0



Region

Total Respondents	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
Northeast	18%	22%	14%
Midwest	20%	18%	21%
South	42%	37%	47%
West	20%	22%	18%



What type of neighborhood do you currently live in?

Total Respondents	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
Urban/city	31%	40%	23%
Suburb	53%	49%	56%
Rural	16%	11%	21%



Are you of Hispanic, Latino or Spanish origin?

Total Respondents	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
Yes	20%	22%	17%
No	80%	78%	81%

D6.

What is your race?

Total Respondents	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
White	74%	71%	77%
Black or African American	16%	17%	15%
Native American or Alaskan Native	2%	2%	1%
Asian	7%	9%	5%
Pacific Islander	<1	<1	<1

D7.

What is the highest degree or level of school you have completed?

Total Respondents	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
College	69%	76%	61%
Bachelor's degree+	32%	41%	23%

D8.

What is your current employment status?

Total Respondents	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
Employed full-time	49%	59%	38%
Employed part-time	9%	8%	10%
Self employed	4%	4%	4%
Unemployed but looking for a job	4%	3%	5%
Unemployed and not looking for a job/Long-term sick or disabled	7%	3%	10%
Full-time parent, homemaker	5%	4%	6%
Retired	18%	12%	23%
Student/Pupil	3%	4%	3%

D9.

Please indicate your annual household income before taxes.

Total Respondents	Total (n=1,000)	Familiar with Halal (n=512)	Not Familiar with Halal (n=488)
Low Income - <\$49,999	36%	32%	39%
Mid Income - \$50,000-\$99,999	34%	35%	33%
High Income - >\$100,000	29%	32%	26%