



Date: August 31, 2005

To: Gene Bauston
gene@farmsanctuary.org

From: Joe Zogby
joez@zogby.com

RE: Results from Illinois poll

Methodology

Survey Methodology Illinois Voters 8/29/05 thru 8/30/05

This is a telephone survey of likely voters conducted by Zogby International. The target sample is 400 interviews with approximately 15 questions asked. Samples are randomly drawn from telephone cd's of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. As many as six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies¹ and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.² Weighting by party, age, race, and gender is used to adjust for non-response. The margin of error is +/- 5.0 percentage points. Margins of error are higher in sub-groups.

Zogby International's sampling and weighting procedures also have been validated through its political polling: more than 95% of the firm's polls have come within 1% of actual election-day outcomes.

¹ See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

² *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

Narrative Summary

4. *How important is it that animals raised on farms be treated humanely – very important, somewhat important, not very important, or not at all important?*

| | | | |
|----------------------|-----|---------------|-----|
| Very important | 53% | | |
| Somewhat important | 31 | Important | 84% |
| Not very important | 9 | | |
| Not at all important | 6 | Not important | 15 |
| Not sure | 0 | | |

A vast majority of likely voters (84%) says it is important that animals raised on farms be treated humanely. Furthermore, a majority overall (53%) – and in most sub-groups – regard this as very important. Conversely, one in seven (15%) rates this of lesser importance, saying it is either not very or not at all important.

More than three-fourths of people in every sub-group feels this is very or somewhat important, with greater than four-fifths in most sub-groups agreeing. Additionally, in several sub-groups, more than three-fifths of people rate this as very important. These include women (70%), Hispanics (62%), African Americans (74%), 18-29 year-olds (68%), seniors 65 and older (66%), high school graduates (72%) and those with less education (85%), those residing outside Chicago and its suburbs (65%), and people with annual household income less than \$15,000 (92%), \$15,000-\$24,999 (70%), and \$25,000-\$34,999 (63%).

Not surprisingly then, 90% or more of people in most of these sub-groups say this very or somewhat important, as do 91% each of Democrats and people with household income of \$50,000-\$74,999.

Republicans (23%), men (24%), and people with household income of \$35,000-\$49,999 (29%) are the most likely to say this is not very or not at all important. Residents of Chicago’s suburbs (17%), 30-49 year-olds (17%), and parents of children under 17 (19%) are slightly more likely than others to feel the same.

5. *Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that animals raised on farms should be protected under the state's anti-cruelty laws?*

| | | | |
|-------------------|-----|----------|-----|
| Strongly agree | 51% | | |
| Somewhat agree | 28 | Agree | 79% |
| Somewhat disagree | 7 | | |
| Strongly disagree | 10 | Disagree | 17 |
| Not sure | 4 | | |

Statewide, there is also a high level of agreement that animals raised on farms should be protected under the state's anti-cruelty laws. Four in five (79%) agree, with half overall (51%) strongly agreeing. In opposition, 17% disagree, with 4% not sure.

In almost every sub-group, three-fourths or more agree that animals raised on farms should be protected under the state's anti-cruelty laws. In several sub-groups, three-fifths or more strongly agree. These include Democrats, women, 18-29 year-olds (69%), Hispanics, African Americans (69%), those living outside Chicago and its suburbs, high school graduates and adults with less education (80%), and people with household income less than \$15,000 (86%), \$15,000-\$24,999 (69%), and \$25,000-\$34,999 (68%). Furthermore, approximately nine-tenths of people in most of these groups agree overall (combined strongly and somewhat), with the addition of people whose annual household income is \$75,000 or more.

Republicans (30%) are the most likely to disagree, as do one in four men and people with household of \$35,000-\$74,999.

6. *How often do you eat foie gras?*

| | |
|-----------------------|----|
| At least once a month | 2% |
| At least once a year | 4 |
| Less than once a year | 5 |
| Never | 36 |
| Never heard of it | 52 |
| Not sure | 1 |

Over one-third of respondents (36%) never eat foie gras, and a majority (52%) has never even heard of it. Combined, about one in ten does eat foie gras, with six percent doing so once a year or more, and five percent doing so less than once a year.

Those who are more likely to consume foie gras at some time or another include between one-sixth to one-eighth (13%-17%) of independent voters, men, 18-29 year-olds, college graduates, residents of Chicago, and people with household income of \$50,000-\$74,999.

Hispanics (75%) are the most likely to say they never eat foie gras. Two-fifths to 45% of independents, women, 30-64 year-olds, college graduates, residents of Chicago and its suburbs, and people with household income less than \$25,000 and \$75,000 or more also say they never eat foie gras.

A majority or plurality in most sub-groups has never heard of foie gras. This includes four-fifths of people with household income of \$25,000-\$34,999, approximately seven in ten seniors 65 and older and adults with less than a high school diploma, and about three in five high school graduates, people with household income of \$35,000-\$49,999, and those residing outside Chicago and its suburbs.

7. Foie gras is an expensive food item served in some upscale restaurants. It is produced by force-feeding geese and ducks large quantities of food, causing the animals' livers to swell up to ten times their normal size. A long metal pipe is inserted into the animals' esophagus several times a day. The process can cause the animals' internal organs to rupture. Several European countries and the state of California have outlawed the practice as cruel. Do you agree or disagree that force-feeding geese and ducks to produce foie gras should be banned in Illinois?

| | |
|----------|-----|
| Agree | 79% |
| Disagree | 13 |
| Not sure | 9 |

Approximately four-fifths of likely voters in Illinois (79%) agree that force-feeding geese and ducks to produce foie gras should be banned in the state. One in eight (13%) disagrees, and 9% are not sure.

More than 70% of people in every sub-group agree this activity should be banned statewide. This includes nine-tenths or more of people with household income less than \$25,000, and 84%-87% of Democrats, women, 18-29 year-olds, African Americans, Hispanics, high school graduates, and those with less education.

Between 17%-18% of Republicans, men, and residents of Chicago's suburbs disagree, with percentages lower in all other sizeable sub-groups.

8. Some dairy farmers cut off the tails of their cows so that the tails don't bother farm workers when they attach milking machines to the cows' udders. Aside from experiencing pain as their tails are removed, cows without tails are unable to shoo biting flies, and they experience problems with biting insects. Would you support or oppose legislation to prohibit the tail docking of dairy cows?

| | |
|----------|-----|
| Support | 62% |
| Oppose | 28 |
| Not sure | 11 |

More than three-fifths of respondents (62%) support legislation to prohibit the tail docking of dairy cows. This includes about one-half or more of people in every sub-group. Conversely, just over one in four (28%) is opposed to this legislation, and one in nine (11%) is unsure.

Support is much higher among independents (72%) and Democrats (66%) than among Republicans (50%). Women (70%) are also much more likely than men (54%) to show support. Greatest support comes from people with household income of \$25,000-\$34,999 (88%), as well as from three-fourths or slightly more of Hispanics and Chicago residents, and from approximately seven in ten African Americans, residents of Chicago's suburbs, adults with less than a high school diploma, and people with household income of \$15,000-\$24,999 and \$75,000 or more.

Highest opposition comes from Republicans (42%) and people with household income less than \$15,000 (38%). Approximately one-third of men, 18-29 year-olds, high school graduates, parents of children under 17, people with household income of \$50,000-\$74,999, and those living outside of Chicago and its suburbs are also opposed to the legislation.