



Date: March 17, 2005

To: Gene Bauston
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From: Rebecca Wittman
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RE: Results from Zogby New York poll

Methodology

Zogby International conducted interviews of 705 likely voters chosen at random in New York. All calls were made from Zogby International headquarters in Utica, N.Y., from March 17 and March 19, 2005. The margin of error is +/- 3.8 percentage points. Slight weights were added to region, party, age, race, religion, gender to more accurately reflect the population. Margins of error are higher in sub-groups. Numbers have been rounded to the nearest percent and might not total 100.

Narrative Summary

18. How often do you eat foie gras?

| | |
|-----------------------|----|
| At least once a month | 1% |
| At least once a year | 4 |
| Less than once a year | 4 |
| Never | 40 |
| Never heard of it | 51 |
| Not sure | 1 |

Less than one in ten respondents ever eat foie gras, including 4% who say at least once a year and 4% who say less than once a year. Two in five (40%) never eat it and more than half (51%) have never heard of foie gras.

A plurality or majority in every sub-group say they have never heard of foie gras, including 62% living in the city, more than 70% of those earning less than \$25,000 a year, 79% of African Americans and 63% of Hispanics, and 56% of men.

Respondents living upstate are the most likely to say they never eat foie gras (46%), compared to 44% of those in the suburbs and 27% in New York City. Respondents earning more than \$75,000 a year are both the most likely to say they never eat foie gras (51%) and the most likely to eat it (17%) among the income levels.

Women (45%) are more likely than men (34%) to say they never eat foie gras, while both are equally likely to eat it sometimes (9% each).

19. 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 animal's esophagus several times a day. Often, this process causes the animals' internal organs to rupture. Several European countries and the state of California have outlawed this practice as cruel. Do you agree or disagree that force feeding geese and ducks to produce foie gras should be banned by law in New York?

| | |
|----------|-----|
| Agree | 78% |
| Disagree | 15 |
| Not sure | 7 |

More than three in four voters (78%) believe that the production of foie gras should be banned by law in the state of New York, following the lead of California and other countries, including Great Britain and Israel. Fifteen percent disagree that the practice should be banned and 7% are not sure.

A majority of 60% or more in each sub-group is in favor of banning by law the production of foie gras in New York State, including 82% living in upstate, 83% of voters under 30, and 85% of African Americans.

On an interesting note, though the numbers are very small, 60% of those who eat foie gras at least once a month, 69% of those who eat it at least once a year, and 67% of those who eat it less than once a year say they favor a law banning the practice of force-feeding ducks and geese to produce the delicacy. Seven in ten or more of those who never eat it or who have not heard of it favor such a law.