



Date: May 30, 2006

To: Gene Bauston
gene@farmsanctuary.org

From: Rebecca Wittman
rebecca@zogby.com
315-624-0200 ext 230

RE: Results from New York poll

Survey Methodology: New York Likely Voters, 5/25/06 through 5/27/06

This is a telephone survey of New York State Likely Voters, conducted by Zogby International. The target sample is 705 interviews with approximately 55 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 methodologiesⁱ and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.ⁱⁱ Weighting by region, party, age, race, religion, and gender is used to adjust for non-response. Margin of error is +/- 3.8 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.

Narrative Summary

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

At least once a month	3%
At least once a year	7
Less than once a year	8
Never	48
Never heard of it	34
Not sure	1

Three percent of respondents eat foie gras at least once a month, and 7% eat it at least once a year. Eight percent eat foie gras less than once a year. More than four in five (82%) do not eat foie gras (combining the 48% who say they never eat it, and the 34% who say they've never heard of it).

Most people in every sub-group either never eats foie gras or has never heard of it. The most likely to eat it at one time or another are Jewish respondents and people with annual household income of \$75,000 or more (30% each). Between one-fourth to one-fifth of 30-49 year-olds, independent voters, college graduates, and residents of New York City and other large cities also eat foie gras at one time or another.

39. 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 New York State?

Agree	77%
Disagree	17
Not sure	6

More than three-fourths of likely voters (77%) agree that force-feeding geese and ducks to produce foie gras should be banned in New York State. In comparison, one in six (17%) disagrees, and 6% are not sure.

Agreement is overwhelming, as 70% or more of people in virtually every sub-group agree that force-feeding geese and ducks to produce foie gras should be banned in New York State. Agreement is greatest among African Americans (81%), residents of Upstate New York (84%) and rural areas (89%), and people with household income less than \$15,000 (93%) and \$15,000-\$24,999 (84%). Women (81%) are more likely than men (72%) to agree.

Disagreement is most likely to come from Jews (31%) and from one-fourth to one-fifth of 30-49 year-olds, Hispanics, college graduates, residents of New York City, its suburbs, and other large cities, and people with household income of \$25,000-\$34,999 and \$75,000 or more.

40. The city of Chicago has outlawed the sale of foie gras within city limits. Do you agree or disagree that more towns and cities should outlaw the sale of foie gras?

Agree	70%
Disagree	22
Not sure	9

Respondents are more than three times as likely to agree than disagree that more towns and cities should outlaw the sale of foie gras, as Chicago has done. Seven in ten (70%) agree, while fewer than one in four (22%) disagree. Nine percent are not sure.

Again, agreement is overwhelming, as more than three-fifths of people in almost every sub-group agrees the more towns and cities should outlaw the sale of foie gras. Agreement is highest among 18-29 year-olds (79%), Hispanics (94%), Protestants (77%), residents of rural areas (80%), and people with household income less than \$15,000 (84%), \$15,000-\$24,999 (88%), and \$25,000-\$34,999 (80%). Women are again more likely than men to agree, 75% to 65%.

Jews (42%) and people with household income of \$75,000 or more (37%) are the most likely to disagree. Approximately three in ten 30-49 year-olds, college graduates, and residents of New York City and other large cities also disagree.

41. The New York State governor's economic development agency has awarded a \$420,000 grant for the Hudson Valley Foie Gras Farm to expand. Do you think that taxpayer dollars should or should not be used to subsidize the expansion of the Hudson Valley Foie Gras Farm?

Should not be used	91%
Should be used	5
Not sure	4

Most all respondents (91%) think that taxpayer dollars should not be used to subsidize the expansion of the Hudson Valley Foie Gras Farm. Just 5% think otherwise, saying that taxpayer dollars should be used for this purpose.

Vast majorities in every sub-group (more than four in five) say this money should not be used for the farm's expansion. Among the most likely to feel this way are 95% each of Republicans, 30-49 year-olds, and Upstate residents.

Noting the small frequencies, Hispanics (17%), 18-29 year-olds (11%), residents of New York City (9%) and other large cities (9%), and people with household income of \$75,000 or more (15%) are more likely than others to say that taxpayer dollars should be used to subsidize the expansion of the Hudson Valley Foie Gras Farm.

ⁱ 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).

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