



Date: May 19, 2006

To: Gene Bauston
gene@farmsanctuary.org

From: Rebecca Wittman
rebecca@zogby.com

RE: Results from Pennsylvania poll

Survey Methodology: Pennsylvania Likely Voters, 5/18/06

This is a telephone survey of likely voters conducted by Zogby International. The target sample is 403 interviews with approximately 17 questions asked. Samples are randomly drawn from a purchased voter registration telephone list. 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 region, party, age, race and gender is used to adjust for non-response. 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	61%		
Somewhat important	31	Important	92%
Not very important	5		
Not at all important	3	Not important	8

Most all respondents (92%) say it is at least somewhat important that animals raised on farms be treated humanely. This includes three-fifths of people overall (61%) who rate this as very important. In comparison, just 8% say this is not very or not at all important.

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	61%		
Somewhat agree	27	Agree	88%
Somewhat disagree	4		
Strongly disagree	3	Disagree	7
Not sure	5		

Nearly nine in ten likely voters (88%) agree that these animals should be protected under the state’s anti-cruelty laws. Three in five (61%) strongly agree. Few (7%) disagree.

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

At least once a month	0%
At least once a year	2
Less than once a year	5
Never	61
Never heard of it	33

Most respondents either never eat foie gras (61%) or have never heard of it (33%). Less than 1% eat it at least once a month (0%), 2% eat it at least once a year, and 5% eat it less than once a year.

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 Pennsylvania?*

Agree	85%
Disagree	10
Not sure	5

Agreement is overwhelming (85%) that force-feeding geese and ducks to produce foie gras should be banned in Pennsylvania. In comparison, one in ten (10%) disagrees.

8. *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	80%
Disagree	16
Not sure	5

By a five-to-one margin, more people agree (80%) than disagree (16%) that, in addition to Chicago, more localities should outlaw the sale of foie gras.

9. *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. Do you agree or disagree that tail docking of dairy cows should be banned in Pennsylvania?*

Agree	78%
Disagree	15
Not sure	7

Agreement is also overwhelming with the suggestion that tail docking of dairy cows should be banned in Pennsylvania (78%). Fewer than one-fifth as many people (15%) disagree.