## YouGov Survey: Major League Baseball: Rules and Mas6otsGov

Sample 1000 U.S. Adult Citizens
Conducted April 5-7, 2023
Margin of Error $\pm 3.3 \%$

1. Have you ever had a pet?
Yes, I currently have one ..... 57\%
Yes, but I don't currently have one ..... 29\%
No ..... 14\%
2. Which of the following types of pet have you ever had? Select all that apply
Among people who have ever had a pet
Dog ..... 77\%
Cat ..... 59\%
Bird ..... 23\%
Fish ..... 34\%
Reptile ..... 10\%
Rabbit ..... 15\%
Guinea Pig ..... 10\%
Other type ..... 7\%
3. How would you describe your emotional connection with animals?
Very strong ..... 48\%
Somewhat strong ..... 31\%
Not very strong ..... 12\%
Not strong at all ..... 5\%
Not sure ..... 3\%
4. In the following scenario, which would you save?
One boat containing 1 person ..... 70\%
One boat containing 1 dog ..... 14\%
Not sure ..... 16\%
5. In the following scenario, which would you save?
One boat containing 1 person ..... 64\%
One boat containing 10 dogs ..... 19\%
Not sure ..... 16\%
6. In the following scenario, which would you save?
One boat containing 1 person ..... 61\%
One boat containing 100 dogs ..... 23\%
Not sure ..... 16\%

## YouGov Survey: Major League Baseball: Rules and MasCotsGov

## 7. In the following scenario, which would you save?

One boat containing 1 person ..... 85\%
One boat containing 1 pig ..... 7\%
Not sure ..... 8\%
8. In the following scenario, which would you save?
One boat containing 1 person ..... 80\%
One boat containing 10 pigs ..... 11\%
Not sure ..... 9\%
9. In the following scenario, which would you save?
One boat containing 1 person ..... 80\%
One boat containing 100 pigs ..... 10\%
Not sure ..... 10\%
10. Which of the following is NOT part of your regular diet? Select all that apply.
Beef ..... 12\%
Pork ..... 20\%
Chicken ..... 9\%
Fish ..... 20\%
Shellfish ..... 38\%
Dairy ..... 12\%
Eggs ..... 10\%
All of the above are part of my diet ..... 39\%
11. Do you currently know anyone who is a vegetarian, that is, a person who does not eat meat? Select all that apply.
Yes, me .....  $7 \%$
Yes, a family member ..... 19\%
Yes, a friend ..... 30\%
None of the above ..... 41\%
Not sure ..... 9\%
12. Have you ever been a vegetarian?
Yes, I currently am one ..... 7\%
Yes, I have been one before ..... $10 \%$
No, I have never been one ..... 83\%

## YouGov Survey: Major League Baseball: Rules and MasKotsGov

13. Which of the following are reasons why you personally were or are a vegetarian? Select all that apply.
Asked of people who have ever been a vegetarian
Moral reasons ..... 29\%
Environmental concerns ..... 27\%
Health benefits ..... 55\%
Food safety concerns ..... 31\%
Weight management ..... 30\%
Cost ..... 21\%
Allergies ..... 19\%
Religious reasons ..... 17\%
Cultural reasons ..... 18\%
Personal taste ..... 38\%
Some other reason ..... 3\%
Not sure ..... 2\%
14. Which of the following would you say was or is the main reason why you were or are a vegetarian? Asked of people who have ever been a vegetarian
Moral reasons ..... 12\%
Environmental concerns ..... 7\%
Health benefits ..... 23\%
Food safety concerns ..... 5\%
Weight management ..... 12\%
Cost ..... 5\%
Allergies ..... 5\%
Religious reasons ..... 5\%
Cultural reasons ..... 3\%
Personal taste ..... 19\%
\$other_reason ..... 2\%
Not sure ..... 2\%

## YouGov Survey: Major League Baseball: Rules and MasKotsGov

15. Which, if any, of the following reasons do you personally find compelling in terms of reasons why you mightconsider becoming a vegetarian? Select all that apply.
Asked of people who have never been a vegetarian
Moral reasons ..... 10\%
Environmental concerns ..... 15\%
Health benefits ..... 31\%
Food safety concerns ..... 15\%
Weight management ..... 20\%
Cost ..... 11\%
Allergies ..... 16\%
Religious reasons ..... 6\%
Cultural reasons ..... 4\%
Personal taste ..... 16\%
Some other reason ..... 2\%
I don't find any reasons compelling ..... 40\%
Not sure ..... 5\%
16. Which of the following best describes your view on the morality of eating animals under normal circum-stances? Is it. . .?
Always acceptable ..... 35\%
Usually acceptable ..... 42\%
Usually unacceptable ..... 8\%
Always unacceptable .....  $4 \%$
Not sure ..... 11\%

## YouGov Survey: Major League Baseball: Rules and Mas6otsGov

17. How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Very <br> important | Somewhat <br> important | Not <br> important | Not sure |
| :--- | :---: | :---: | :---: | :---: |
| How much meat a single animal produces | $27 \%$ | $32 \%$ | $25 \%$ | $16 \%$ |
| The animal's intelligence | $31 \%$ | $25 \%$ | $26 \%$ | $18 \%$ |
| Whether the animal is rare or endangered | $61 \%$ | $20 \%$ | $9 \%$ | $11 \%$ |
| Whether the animal is commonly kept as a pet | $48 \%$ | $26 \%$ | $13 \%$ | $13 \%$ |
| The environmental impact of farming the animal | $32 \%$ | $33 \%$ | $21 \%$ | $14 \%$ |
| The nutritional value of the animal | $40 \%$ | $33 \%$ | $15 \%$ | $12 \%$ |
| Whether the animal is commonly kept as livestock | $33 \%$ | $29 \%$ | $24 \%$ | $13 \%$ |
| Genetic similarities between the animal and |  |  |  |  |
| humans | $26 \%$ | $29 \%$ | $25 \%$ | $20 \%$ |
| Whether the animal frequently carries diseases | $57 \%$ | $22 \%$ | $9 \%$ | $12 \%$ |
| The animal's capacity for pain | $34 \%$ | $25 \%$ | $21 \%$ | $19 \%$ |
| The animal's life expectancy | $26 \%$ | $23 \%$ | $33 \%$ | $18 \%$ |
| Sentimental attachment to the animal | $45 \%$ | $25 \%$ | $17 \%$ | $13 \%$ |
| The animal's capacity for self-awareness | $32 \%$ | $28 \%$ | $21 \%$ | $18 \%$ |

18. How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain animal?

|  | Very important | Somewhat important | Not important | Not sure |
| :---: | :---: | :---: | :---: | :---: |
| Whether the animal has clean and comfortable |  |  |  |  |
| living conditions | 48\% | 29\% | 12\% | 11\% |
| Whether the animal has access to the outdoors | 38\% | 31\% | 18\% | 13\% |
| Whether the animal is fed a natural and balanced diet | 41\% | 34\% | 14\% | 11\% |
| Whether the animal is slaughtered in a humane way | 53\% | 27\% | 11\% | 9\% |
| Whether the animal is given artificial growth hormones | 48\% | 27\% | 12\% | 13\% |
| Whether the animal is raised in a way that minimizes environmental damage | 38\% | 31\% | 18\% | 13\% |

## YouGov Survey: Major League Baseball: Rules and MasKotsGov

19. Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Acceptable | Unacceptable | Not sure |
| :---: | :---: | :---: | :---: |
| Cat | 20\% | 70\% | 10\% |
| Chicken | 86\% | 7\% | 7\% |
| Chimpanzee | 14\% | 75\% | 11\% |
| Cow | 81\% | 11\% | 7\% |
| Deer | 71\% | 20\% | 9\% |
| Dog | 18\% | 73\% | 9\% |
| Dolphin | 24\% | 62\% | 14\% |
| Duck | 73\% | 17\% | 10\% |
| Elephant | 17\% | 69\% | 14\% |
| Salmon | 79\% | 12\% | 8\% |
| Guinea pig | 24\% | 60\% | 16\% |
| Horse | 29\% | 55\% | 16\% |
| Octopus | 59\% | 24\% | 17\% |
| Pig | 78\% | 11\% | 10\% |
| Rabbit | 65\% | 22\% | 13\% |
| Sheep | 67\% | 20\% | 13\% |

20. Imagine living on a small farm where you have to raise, care for, and eventually slaughter the animals you eat. Would you consume meat if you had to do all the work and witness the entire process?
Yes, I would ............................................................................................... 48 . 48
No, I would not ............................................................................................. $32 \%$



#### Abstract

21. Consider a future where lab-grown meat and plant-based meat alternatives are indistinguishable from animal meat in terms of taste, nutrition, and cost. In this scenario, would you support or oppose the farming and consumption of animals?


Support .............................................................................................. 40\%
Oppose .........................................................................................................................

22. In the scenario described above, would you personally consume animals?

No ..................................................................................................................................
Not sure ....................................................................................................................... $26 \%$

## YouGov Survey: Major League Baseball: Rules and MasCotsGov

23. How would you describe your experiences with the following?

|  | I regularly consume this | I've consumed this, but don't regularly | l've never consumed this, but would be open to trying it | I've never consumed this and don't want to try it | Not sure |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Plant-based meat alternatives | 7\% | 34\% | 25\% | 27\% | 8\% |
| Insect-based meat alternatives | 3\% | 8\% | 20\% | 59\% | 10\% |
| Lab-grown meat | 3\% | 8\% | 33\% | 45\% | 11\% |


| Interviewing Dates | April 5-7, 2023 |
| :---: | :---: |
| Target population | U.S. citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey. |
| Weighting | The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time ( $33 \%$ Democratic, $28 \%$ Republican). The weights range from 0.208 to 4.004 , with a mean of 1 and a standard deviation of 0.402 . |
| Number of respondents | 1000 |
| Margin of error | $\pm 3.3 \%$ (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 57 questions not reported. |

YouGov Survey: Vegetarianism and Eating Meat
April 5-7, 2023-1000 U.S. adult citizens
YouGov

1. Pet Ownership

Have you ever had a pet?


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Yes, I currently have one | 57\% | 59\% | 54\% | 60\% | 60\% | 63\% | 57\% | 59\% | 58\% | 58\% | 57\% | 59\% | 56\% |
| Yes, but I don't currently have one | 29\% | 29\% | 27\% | 31\% | 30\% | 27\% | 29\% | 28\% | 30\% | 29\% | 32\% | 28\% | 29\% |
| No | 14\% | 11\% | 19\% | 9\% | 9\% | 9\% | 14\% | 13\% | 12\% | 14\% | 12\% | 14\% | 15\% |
| Totals | 100\% | 99\% | 100\% | 100\% | 99\% | 99\% | 100\% | 100\% | 100\% | 101\% | 101\% | 101\% | 100\% |
| Unweighted N | (994) | (356) | (377) | (261) | (373) | (335) | (392) | (294) | (213) | (193) | (197) | (358) | (246) |

## 2. Types of Pet Owned

Which of the following types of pet have you ever had? Select all that apply.
Among people who have ever had a pet

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Dog | 77\% | 77\% | 77\% | 59\% | 73\% | 83\% | 86\% | 78\% | * | 72\% | * |
| Cat | 59\% | 58\% | 60\% | 52\% | 50\% | 64\% | 67\% | 65\% | * | 47\% | * |
| Bird | 23\% | 22\% | 23\% | 12\% | 17\% | 25\% | 32\% | 25\% | * | 15\% | * |
| Fish | 34\% | 30\% | 37\% | 20\% | 30\% | 39\% | 39\% | 36\% | * | 20\% | * |
| Reptile | 10\% | 11\% | 10\% | 7\% | 12\% | 11\% | 9\% | 11\% | * | 6\% | * |
| Rabbit | 15\% | 16\% | 14\% | 8\% | 13\% | 20\% | 16\% | 17\% | * | 6\% | * |
| Guinea Pig | 10\% | 7\% | 12\% | 7\% | 9\% | 12\% | 10\% | 12\% | * | 3\% | * |
| Other type | 7\% | 6\% | 7\% | 2\% | 5\% | 9\% | 9\% | 8\% | * | 3\% | * |
| Unweighted N | (862) | (394) | (468) | (156) | (191) | (298) | (217) | (596) | (85) | (129) | (52) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Dog | 77\% | 68\% | 79\% | 85\% | 73\% | 87\% | 78\% | 75\% | 81\% | 74\% | 76\% | 83\% | 70\% |
| Cat | 59\% | 57\% | 61\% | 59\% | 64\% | 61\% | 63\% | 60\% | 51\% | 55\% | 65\% | 59\% | 57\% |
| Bird | 23\% | 23\% | 23\% | 21\% | 25\% | 27\% | 23\% | 23\% | 21\% | 24\% | 18\% | 23\% | 24\% |
| Fish | 34\% | 30\% | 34\% | 37\% | 35\% | 42\% | 32\% | 36\% | 30\% | 34\% | 36\% | 29\% | 38\% |
| Reptile | 10\% | 12\% | 11\% | 8\% | 13\% | 10\% | 9\% | 14\% | 9\% | 9\% | 11\% | 10\% | 10\% |
| Rabbit | 15\% | 15\% | 16\% | 15\% | 18\% | 19\% | 16\% | 17\% | 9\% | 13\% | 17\% | 16\% | 14\% |
| Guinea Pig | 10\% | 6\% | 11\% | 13\% | 9\% | 14\% | 11\% | 10\% | 6\% | 10\% | 17\% | 7\% | 7\% |
| Other type | 7\% | 4\% | 10\% | 6\% | 8\% | 8\% | 9\% | 7\% | 4\% | 8\% | 9\% | 5\% | 8\% |
| Unweighted N | (862) | (316) | (308) | (238) | (340) | (303) | (337) | (258) | (187) | (168) | (174) | (309) | (211) |

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3. Emotional Connection with Animals

How would you describe your emotional connection with animals?


YouGov Survey: Vegetarianism and Eating Meat
April 5-7, 2023-1000 U.S. adult citizens
4. Scenario A: 1 Person vs. 1 Dog

In the following scenario, which would you save?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| One boat containing 1 person | 70\% | 71\% | 69\% | 65\% | 63\% | 72\% | 79\% | 70\% | * | * | * |
| One boat containing 1 dog | 14\% | 16\% | 13\% | 19\% | 20\% | 10\% | 10\% | 15\% | * | * | * |
| Not sure | 16\% | 13\% | 18\% | 16\% | 17\% | 18\% | 11\% | 15\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | * | * | * |
| Unweighted N | (497) | (227) | (270) | (119) | (116) | (143) | (119) | (330) | (71) | (70) | (26) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| One boat containing 1 person | 70\% | 68\% | 67\% | 77\% | 68\% | 81\% | 65\% | 77\% | 77\% | * | * | 70\% | 71\% |
| One boat containing 1 dog | 14\% | 19\% | 12\% | 12\% | 17\% | 9\% | 16\% | 14\% | 14\% | * | * | 12\% | 18\% |
| Not sure | 16\% | 14\% | 21\% | 10\% | 15\% | 10\% | 20\% | 9\% | 9\% | * | * | 18\% | 12\% |
| Totals | 100\% | 101\% | 100\% | 99\% | 100\% | 100\% | 101\% | 100\% | 100\% | * | * | 100\% | 101\% |
| Unweighted N | (497) | (174) | (196) | (127) | (198) | (158) | (176) | (146) | (121) | (95) | (85) | (196) | (121) |

YouGov Survey: Vegetarianism and Eating Meat
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5. Scenario B: 1 Person vs. 10 Dogs

In the following scenario, which would you save?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| One boat containing 1 person | 64\% | 68\% | 61\% | 54\% | 59\% | 69\% | 74\% | 64\% | * | * | * |
| One boat containing 10 dogs | 19\% | 20\% | 19\% | 26\% | 22\% | 15\% | 16\% | 22\% | * | * | * |
| Not sure | 16\% | 12\% | 20\% | 20\% | 19\% | 16\% | 10\% | 14\% | * | * | * |
| Totals | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | * | * | * |
| Unweighted N | (496) | (226) | (270) | (119) | (117) | (141) | (119) | (328) | (71) | (70) | (27) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| One boat containing 1 person | 64\% | 59\% | 61\% | 74\% | 65\% | 76\% | 52\% | 76\% | 72\% | * | * | 69\% | 62\% |
| One boat containing 10 dogs | 19\% | 25\% | 18\% | 14\% | 23\% | 13\% | 26\% | 16\% | 17\% | * | * | 16\% | 21\% |
| Not sure | 16\% | 15\% | 20\% | 12\% | 12\% | 12\% | 22\% | 8\% | 11\% | * | * | 15\% | 17\% |
| Totals | 99\% | 99\% | 99\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | * | * | 100\% | 100\% |
| Unweighted N | (496) | (174) | (194) | (128) | (196) | (158) | (176) | (144) | (122) | (95) | (84) | (196) | (121) |

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## 6. Scenario C: 1 Person vs. 100 Dogs

In the following scenario, which would you save?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | $65+$ | White | Black | Hispanic | Other |
| One boat containing 1 person | 61\% | 65\% | 58\% | 60\% | 55\% | 65\% | 65\% | 60\% | * | * | * |
| One boat containing 100 dogs | 23\% | 22\% | 23\% | 23\% | 27\% | 20\% | 21\% | 25\% | * | * | * |
| Not sure | 16\% | 12\% | 19\% | 17\% | 18\% | 15\% | 14\% | 14\% | * | * | * |
| Totals | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 99\% | * | * | * |
| Unweighted N | (497) | (227) | (270) | (120) | (116) | (142) | (119) | (329) | (70) | (72) | (26) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| One boat containing 1 person | 61\% | 58\% | 59\% | 69\% | 60\% | 73\% | 51\% | 69\% | 69\% | * | * | 64\% | 61\% |
| One boat containing 100 dogs | 23\% | 29\% | 22\% | 16\% | 26\% | 13\% | 30\% | 20\% | 18\% | * | * | 21\% | 23\% |
| Not sure | 16\% | 14\% | 18\% | 15\% | 13\% | 14\% | 18\% | 11\% | 12\% | * | * | 15\% | 16\% |
| Totals | 100\% | 101\% | 99\% | 100\% | 99\% | 100\% | 99\% | 100\% | 99\% | * | * | 100\% | 100\% |
| Unweighted N | (497) | (175) | (196) | (126) | (198) | (157) | (177) | (144) | (122) | (94) | (84) | (196) | (123) |

YouGov Survey: Vegetarianism and Eating Meat
April 5-7, 2023-1000 U.S. adult citizens
7. Scenario A: 1 Person vs. 1 Pig

In the following scenario, which would you save?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| One boat containing 1 |  |  |  |  |  |  |  |  |  |  |  |
| One boat containing 1 pig | 7\% | 7\% | 7\% | * | 12\% | 4\% | 4\% | 7\% | * | * | * |
| Not sure | 8\% | 6\% | 10\% | * | 10\% | 6\% | 6\% | 7\% | * | * | * |
| Totals | 100\% | 99\% | 100\% | * | 101\% | 100\% | 99\% | 100\% | * | * | * |
| Unweighted N | (490) | (219) | (271) | (87) | (117) | (175) | (111) | (326) | (57) | (73) | (34) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| One boat containing 1 pig | 7\% | 8\% | 8\% | 4\% | 5\% | 8\% | 8\% | 5\% | * | * | 7\% | 6\% | 7\% |
| Not sure | 8\% | 13\% | 9\% | 2\% | 10\% | 2\% | 8\% | 9\% | * | * | 8\% | 6\% | 13\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | * | * | 100\% | 100\% | 99\% |
| Unweighted N | (490) | (177) | (181) | (132) | (171) | (173) | (214) | (148) | (89) | (99) | (112) | (162) | (117) |

YouGov Survey: Vegetarianism and Eating Meat
April 5-7, 2023-1000 U.S. adult citizens
8. Scenario B: 1 Person vs. 10 Pigs

In the following scenario, which would you save?


YouGov Survey: Vegetarianism and Eating Meat
April 5-7, 2023-1000 U.S. adult citizens
9. Scenario C: 1 Person vs. 100 Pigs

In the following scenario, which would you save?


YouGov Survey: Vegetarianism and Eating Meat
April 5-7, 2023-1000 U.S. adult citizens
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10. Items Included in Diet

Which of the following is NOT part of your regular diet? Select all that apply.

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Beef | 12\% | 9\% | 14\% | 12\% | 15\% | 11\% | 9\% | 11\% | 12\% | 14\% | * |
| Pork | 20\% | 17\% | 22\% | 27\% | 18\% | 19\% | 15\% | 17\% | 34\% | 18\% | * |
| Chicken | 9\% | 10\% | 9\% | 14\% | 13\% | 7\% | 5\% | 8\% | 11\% | 12\% | * |
| Fish | 20\% | 18\% | 22\% | 27\% | 21\% | 20\% | 13\% | 20\% | 15\% | 27\% | * |
| Shellfish | 38\% | 39\% | 36\% | 44\% | 36\% | 37\% | 34\% | 37\% | 33\% | 45\% | * |
| Dairy | 12\% | 12\% | 11\% | 15\% | 17\% | 7\% | 9\% | 10\% | 11\% | 19\% | * |
| Eggs | 10\% | 11\% | 9\% | 13\% | 9\% | 9\% | 9\% | 9\% | 12\% | 12\% | * |
| All of the above are part of my diet | 39\% | 39\% | 39\% | 26\% | 34\% | 45\% | 49\% | 43\% | 33\% | 29\% | * |
| Unweighted N | $(1,000)$ | (456) | (544) | (211) | (238) | (320) | (231) | (661) | (129) | (149) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Beef | 12\% | 14\% | 12\% | 8\% | 18\% | 8\% | 13\% | 8\% | 11\% | 16\% | 13\% | 10\% | 10\% |
| Pork | 20\% | 22\% | 21\% | 15\% | 25\% | 15\% | 21\% | 18\% | 18\% | 22\% | 17\% | 20\% | 20\% |
| Chicken | 9\% | 10\% | 11\% | 5\% | 12\% | 7\% | 9\% | 7\% | 13\% | 11\% | 9\% | 8\% | 10\% |
| Fish | 20\% | 22\% | 22\% | 15\% | 21\% | 16\% | 21\% | 18\% | 20\% | 24\% | 27\% | 12\% | 23\% |
| Shellfish | 38\% | 36\% | 39\% | 38\% | 35\% | 39\% | 44\% | 35\% | 26\% | 37\% | 47\% | 31\% | 40\% |
| Dairy | 12\% | 13\% | 11\% | 11\% | 13\% | 8\% | 13\% | 8\% | 13\% | 8\% | 14\% | 13\% | 10\% |
| Eggs | 10\% | 12\% | 8\% | 9\% | 11\% | 8\% | 8\% | 11\% | 11\% | 10\% | 10\% | 12\% | 6\% |
| All of the above are part of my diet | 39\% | 37\% | 37\% | 45\% | 39\% | 46\% | 34\% | 43\% | 44\% | 38\% | 31\% | 44\% | 41\% |
| Unweighted N | $(1,000)$ | (358) | (381) | (261) | (375) | (336) | (396) | (295) | (214) | (194) | (199) | (360) | (247) |

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11. Know Vegetarian

Do you currently know anyone who is a vegetarian, that is, a person who does not eat meat? Select all that apply.

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Yes, me | 7\% | 9\% | 6\% | 11\% | 10\% | 5\% | 4\% | 4\% | 17\% | 10\% | * |
| Yes, a family member | 19\% | 19\% | 19\% | 19\% | 20\% | 17\% | 22\% | 20\% | 20\% | 16\% | * |
| Yes, a friend | 30\% | 28\% | 33\% | 35\% | 28\% | 25\% | 35\% | 31\% | 21\% | 30\% | * |
| None of the above | 41\% | 42\% | 39\% | 31\% | 38\% | 48\% | 41\% | 44\% | 35\% | 33\% | * |
| Not sure | 9\% | 9\% | 10\% | 12\% | 9\% | 10\% | 6\% | 8\% | 11\% | 17\% | * |
| Unweighted N | $(1,000)$ | (456) | (544) | (211) | (238) | (320) | (231) | (661) | (129) | (149) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Yes, me | 7\% | 10\% | 6\% | 6\% | 8\% | 3\% | 6\% | 8\% | 8\% | 8\% | 6\% | 6\% | 10\% |
| Yes, a family member | 19\% | 22\% | 18\% | 17\% | 26\% | 18\% | 16\% | 20\% | 26\% | 23\% | 17\% | 19\% | 18\% |
| Yes, a friend | 30\% | 34\% | 30\% | 26\% | 39\% | 28\% | 24\% | 31\% | 40\% | 33\% | 28\% | 27\% | 36\% |
| None of the above | 41\% | 33\% | 43\% | 47\% | 31\% | 46\% | 47\% | 40\% | 33\% | 36\% | 42\% | 44\% | 36\% |
| Not sure | 9\% | 8\% | 11\% | 9\% | 7\% | 10\% | 10\% | 8\% | 6\% | 8\% | 10\% | 9\% | 9\% |
| Unweighted N | $(1,000)$ | (358) | (381) | (261) | (375) | (336) | (396) | (295) | (214) | (194) | (199) | (360) | (247) |

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12. Ever Been Vegetarian

Have you ever been a vegetarian?

|  | Total |  | Gender |  |  | Age (4 category) |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male |  |  | Female | 18-29 | 30-44 | 45-64 |  | 4 65+ |  | White | Black | Hispanic |  | Other |
| Yes, I currently am one | 7\% |  | 9\% |  | 6\% | 11\% | 10\% |  | 5\% |  | 4\% | 4\% | 17\% | 10\% |  | * |
| Yes, I have been one before | 10\% |  | 9\% |  | 11\% | 18\% | 13\% |  | 6\% |  | 6\% | 9\% | 11\% | 16\% |  | * |
| No, I have never been one | 83\% |  | 82\% |  | 83\% | 71\% | 78\% |  | 89\% |  | 91\% | 86\% | 72\% | 74\% |  | * |
| Totals <br> Unweighted N | $100 \%$ <br> (998) |  | $100 \%$ <br> (455) |  | $100 \%$ (543) | $\begin{aligned} & 100 \% \\ & (211) \end{aligned}$ | $101 \%$ (238) |  | $\begin{aligned} & 100 \% \\ & (318) \end{aligned}$ |  | $\begin{aligned} & 101 \% \\ & (231) \end{aligned}$ | $\begin{gathered} 99 \% \\ (659) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (129) \end{aligned}$ | $100 \%$ |  | $\begin{gathered} * \\ (61) \end{gathered}$ |
| Unweighted N | (998) |  | (455) |  | (543) | (211) | (238) |  | (318) |  | (231) | (659) | (129) | (149) |  | (61) |
|  | Total | Party ID |  |  |  | 2020 Vote |  | Family Income (3 category) |  |  |  |  | Census Region |  |  |  |
|  |  | Dem |  | Ind | Rep | Biden | Trump | < \$50K |  | \$50-100K |  | \$100K+ | Northeast | Midwest | South | West |
| Yes, I currently am one | 7\% | 10\% |  | 6\% | 6\% | 8\% | 3\% | 6\% |  | 8\% |  | 8\% | 8\% | 6\% | 6\% | 10\% |
| Yes, I have been one before | 10\% | 15\% |  | 9\% | 6\% | 15\% | 6\% | 8\% |  | 11\% |  | 14\% | 10\% | 11\% | 8\% | 13\% |
| No, I have never been one | 83\% | 75\% |  | 86\% | 88\% | 77\% | 90\% | 86\% |  | 81\% |  | 78\% | 82\% | 83\% | 87\% | 77\% |
| Totals | 100\% | 100\% |  | 101\% | 100\% | 100\% | 99\% | 100\% |  | 100\% |  | 100\% | 100\% | 100\% | 101\% | 100\% |
| Unweighted N | (998) | (357) |  | (380) | (261) | (373) | (336) | (394) |  | (295) |  | (214) | (194) | (197) | (360) | (247) |

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13. Reason for Vegetarianism

Which of the following are reasons why you personally were or are a vegetarian? Select all that apply.
Asked of people who have ever been a vegetarian

|  | Total |  | Gender |  |  | Age (4 category) |  |  |  |  |  |  | Race (4 category) |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male |  | Female | 18-29 |  | 30-44 |  | 45-64 |  | 65+ |  | White | Black | Hispa |  | Other |
| Moral reasons | 29\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Environmental concerns | 27\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Health benefits | 55\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Food safety concerns | 31\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Weight management | 30\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Cost | 21\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Allergies | 19\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Religious reasons | 17\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Cultural reasons | 18\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Personal taste | 38\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Some other reason | 3\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Not sure | 2\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Unweighted N | (173) |  | (77) |  | (96) | (62) |  | (56) |  | (34) |  | (21) |  | (88) | (33) | (4) |  | (9) |
|  |  |  |  | arty ID |  | 2020 | Vote |  | Famil | ily Inc | come (3 | 3 cat | egory) |  |  | Census Re | ion |  |
|  | Total | Dem |  | Ind | Rep | Biden | Trump |  | < \$50K |  | \$50-100K |  | \$100K+ |  | Northeast | Midwest | South | West |
| Moral reasons | 29\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Environmental concerns | 27\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Health benefits | 55\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Food safety concerns | 31\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Weight management | 30\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Cost | 21\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Allergies | 19\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |

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|  | Total | continued from previous page |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Religious reasons | 17\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Cultural reasons | 18\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Personal taste | 38\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Some other reason | 3\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Not sure | 2\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Unweighted N | (173) | (89) | (53) | (31) | (85) | (37) | (56) | (53) | (50) | (34) | (34) | (46) | (59) |

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14. Main Reason for Vegetarianism

Which of the following would you say was or is the main reason why you were or are a vegetarian?
Asked of people who have ever been a vegetarian

|  | Total |  | Gender |  |  | Age (4 category) |  |  |  |  |  |  | Race (4 category) |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male |  | Female | 18-29 |  | 30-44 |  | 45-64 |  | 65+ |  | White | Black | Hispa |  | Other |
| Moral reasons | 12\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Environmental concerns | 7\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Health benefits | 23\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Food safety concerns | 5\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Weight management | 12\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Cost | 5\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Allergies | 5\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Religious reasons | 5\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Cultural reasons | 3\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Personal taste | 19\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| \$other_reason | 2\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Not sure | 2\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Totals | 100\% |  | * |  | * | * |  | * |  | * |  | * |  | * | * | * |  | * |
| Unweighted N | (173) |  | (77) |  | (96) | (62) |  | (56) |  | (34) |  | (21) |  | (88) | (33) | (43) |  | (9) |
|  |  |  |  | Party ID |  | 2020 | Vote |  | Famil | ily Inc | come (3 | 3 cat | egory) |  |  | Census Re | gion |  |
|  | Total | Dem |  | Ind | Rep | Biden | Trump |  | < \$50K |  | \$50-100K |  | \$100K |  | Northeast | Midwest | South | West |
| Moral reasons | 12\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Environmental concerns | 7\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Health benefits | 23\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Food safety concerns | 5\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Weight management | 12\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |
| Cost | 5\% | * |  | * | * | * | * |  | * |  | * |  | * |  | * | * | * | * |

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|  | Total | continued from previous page |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Allergies | 5\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Religious reasons | 5\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Cultural reasons | 3\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Personal taste | 19\% | * | * | * | * | * | * | * | * | * | * | * | * |
| \$other_reason | 2\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Not sure | 2\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Totals | 100\% | * | * | * | * | * | * | * | * | * | * | * | * |
| Unweighted N | (173) | (89) | (53) | (31) | (85) | (37) | (56) | (53) | (50) | (34) | (34) | (46) | (59) |

## 15. Reason for No Vegetarianism

Which, if any, of the following reasons do you personally find compelling in terms of reasons why you might consider becoming a vegetarian? Select all that apply.
Asked of people who have never been a vegetarian

|  | Total |  | Gender |  |  | Age (4 category) |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male |  | Female | 18-29 | 30-44 |  | 45-64 | 65+ |  | White | Black | Hispanic |  | Other |
| Moral reasons | 10\% |  | 8\% |  | 11\% | 13\% | 10\% |  | 8\% |  | 9\% | 11\% | * | 7\% |  | * |
| Environmental concerns | 15\% |  | 12\% |  | 18\% | 17\% | 23\% |  | 9\% |  | 14\% | 14\% | * | 15\% |  | * |
| Health benefits | 31\% |  | 26\% |  | 36\% | 34\% | 30\% |  | 27\% |  | 37\% | 31\% | * | 28\% |  | * |
| Food safety concerns | 15\% |  | 13\% |  | 16\% | 14\% | 20\% |  | 12\% |  | 14\% | 13\% | * | 14\% |  | * |
| Weight management | 20\% |  | 17\% |  | 22\% | 23\% | 20\% |  | 17\% |  | 21\% | 18\% | * | 26\% |  | * |
| Cost | 11\% |  | 11\% |  | 12\% | 14\% | 12\% |  | 10\% |  | 12\% | 11\% | * | 11\% |  | * |
| Allergies | 16\% |  | 13\% |  | 17\% | 19\% | 17\% |  | 12\% |  | 17\% | 15\% | * | 11\% |  | * |
| Religious reasons | 6\% |  | 7\% |  | 6\% | 10\% | 11\% |  | 3\% |  | 3\% | 7\% | * | 10\% |  | * |
| Cultural reasons | 4\% |  | 4\% |  | 5\% | 7\% | 5\% |  | 3\% |  | 3\% | 4\% | * | 4\% |  | * |
| Personal taste | 16\% |  | 14\% |  | 17\% | 20\% | 19\% |  | 11\% |  | 17\% | 16\% | * | 6\% |  | * |
| Some other reason | 2\% |  | 1\% |  | 2\% | 0\% | 2\% |  | 1\% |  | 3\% | 1\% | * | 1\% |  | * |
| I don't find any reasons compelling | 40\% |  | 43\% |  | 37\% | 22\% | 29\% |  | 52\% |  | 44\% | 41\% | * | 34\% |  | * |
| Not sure | 5\% |  | 6\% |  | 5\% | 11\% | 8\% |  | 4\% |  | 1\% | 4\% | * | 13\% |  | * |
| Unweighted N | (825) |  | (378) |  | (447) | (149) | (182) |  | (284) |  | (210) | (571) | (96) | (106) |  | (52) |
|  |  | Party ID |  |  |  | 2020 Vote |  | Family Income (3 category) |  |  |  |  | Census Region |  |  |  |
|  | Total | Dem |  | Ind | Rep | Biden | Trump | < \$50K | K | \$50-100 | OK | \$100K+ | Northeast | Midwest | South | West |
| Moral reasons | 10\% | 17\% |  | 7\% | 5\% | 17\% | 5\% | 9\% |  | 9\% |  | 15\% | 9\% | 9\% | 8\% | 15\% |
| Environmental concerns | 15\% | 26\% |  | 14\% | 5\% | 30\% | 4\% | 13\% |  | 16\% |  | 21\% | 14\% | 13\% | 13\% | 22\% |
| Health benefits | 31\% | 39\% |  | 27\% | 29\% | 42\% | 27\% | 27\% |  | 37\% |  | 36\% | 36\% | 28\% | 30\% | 33\% |
| Food safety concerns | 15\% | 21\% |  | 13\% | 11\% | 19\% | 7\% | 16\% |  | 15\% |  | 15\% | 17\% | 12\% | 16\% | 14\% |
| continued on the next page ... |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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|  | Total | continued from previous page |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Weight management | 20\% | 25\% | 19\% | 15\% | 27\% | 13\% | 20\% | 22\% | 18\% | 25\% | 19\% | 17\% | 21\% |
| Cost | 11\% | 17\% | 11\% | 6\% | 17\% | 6\% | 13\% | 14\% | 9\% | 12\% | 10\% | 12\% | 11\% |
| Allergies | 16\% | 21\% | 13\% | 13\% | 22\% | 11\% | 12\% | 19\% | 19\% | 14\% | 14\% | 15\% | 18\% |
| Religious reasons | 6\% | 7\% | 5\% | 7\% | 5\% | 6\% | 5\% | 8\% | 9\% | 4\% | 3\% | 7\% | 10\% |
| Cultural reasons | 4\% | 8\% | 4\% | 2\% | 8\% | 1\% | 3\% | 6\% | 6\% | 7\% | 2\% | 3\% | 6\% |
| Personal taste | 16\% | 21\% | 15\% | 11\% | 22\% | 10\% | 12\% | 21\% | 18\% | 17\% | 13\% | 14\% | 20\% |
| Some other reason | 2\% | 2\% | 2\% | 1\% | 2\% | 1\% | 2\% | 1\% | 2\% | 1\% | 1\% | 2\% | 2\% |
| I don't find any reasons compelling | 40\% | 27\% | 41\% | 51\% | 30\% | 55\% | 45\% | 37\% | 31\% | 32\% | 47\% | 42\% | 34\% |
| Not sure | 5\% | 5\% | 7\% | 3\% | 4\% | 3\% | 5\% | 2\% | 6\% | 5\% | 3\% | 7\% | 6\% |
| Unweighted N | (825) | (268) | (327) | (230) | (288) | (299) | (338) | (242) | (164) | (160) | (163) | (314) | (188) |

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16. When Morally Acceptable Eat Animals

Which of the following best describes your view on the morality of eating animals under normal circumstances? Is it. . . ?


17A. Importance of Factors When Deciding Which Species To Eat - How much meat a single animal produces
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 27\% | 30\% | 24\% | 26\% | 37\% | 23\% | 20\% | 24\% | 34\% | 41\% | * |
| Somewhat important | 32\% | 31\% | 34\% | 41\% | 31\% | 29\% | 31\% | 33\% | 28\% | 24\% | * |
| Not important | 25\% | 28\% | 22\% | 19\% | 18\% | 28\% | 33\% | 28\% | 19\% | 15\% | * |
| Not sure | 16\% | 12\% | 20\% | 14\% | 13\% | 20\% | 16\% | 15\% | 19\% | 20\% | * |
| Totals | 100\% | 101\% | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | * |
| Unweighted N | (990) | (450) | (540) | (209) | (236) | (318) | (227) | (654) | (127) | (148) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 27\% | 28\% | 26\% | 26\% | 28\% | 21\% | 28\% | 29\% | 24\% | 25\% | 21\% | 32\% | 26\% |
| Somewhat important | 32\% | 39\% | 28\% | 30\% | 35\% | 31\% | 31\% | 35\% | 36\% | 32\% | 32\% | 30\% | 37\% |
| Not important | 25\% | 16\% | 27\% | 33\% | 21\% | 38\% | 21\% | 25\% | 31\% | 23\% | 28\% | 24\% | 24\% |
| Not sure | 16\% | 17\% | 20\% | 10\% | 16\% | 10\% | 19\% | 11\% | 9\% | 20\% | 19\% | 15\% | 13\% |
| Totals | 100\% | 100\% | 101\% | 99\% | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% |
| Unweighted N | (990) | (354) | (378) | (258) | (372) | (332) | (393) | (291) | (213) | (189) | (198) | (357) | (246) |

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17B. Importance of Factors When Deciding Which Species To Eat - The animal's intelligence
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 31\% | 30\% | 32\% | 30\% | 38\% | 29\% | 29\% | 32\% | 29\% | 33\% | * |
| Somewhat important | 25\% | 25\% | 26\% | 35\% | 31\% | 16\% | 25\% | 25\% | 24\% | 24\% | * |
| Not important | 26\% | 30\% | 21\% | 22\% | 18\% | 31\% | 30\% | 27\% | 25\% | 19\% | * |
| Not sure | 18\% | 14\% | 21\% | 14\% | 14\% | 24\% | 16\% | 16\% | 22\% | 24\% | * |
| Totals | 100\% | 99\% | 100\% | 101\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | * |
| Unweighted N | (994) | (452) | (542) | (208) | (238) | (319) | (229) | (659) | (127) | (148) | (60) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 31\% | 35\% | 29\% | 30\% | 38\% | 25\% | 33\% | 31\% | 31\% | 33\% | 29\% | 30\% | 35\% |
| Somewhat important | 25\% | 32\% | 21\% | 23\% | 30\% | 21\% | 19\% | 32\% | 35\% | 24\% | 23\% | 26\% | 29\% |
| Not important | 26\% | 16\% | 27\% | 35\% | 18\% | 40\% | 29\% | 24\% | 25\% | 21\% | 32\% | 27\% | 21\% |
| Not sure | 18\% | 16\% | 23\% | 12\% | 15\% | 15\% | 19\% | 13\% | 9\% | 22\% | 17\% | 18\% | 14\% |
| Totals | 100\% | 99\% | 100\% | 100\% | 101\% | 101\% | 100\% | 100\% | 100\% | 100\% | 101\% | 101\% | 99\% |
| Unweighted N | (994) | (353) | (381) | (260) | (371) | (335) | (393) | (292) | (214) | (192) | (199) | (358) | (245) |

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17C. Importance of Factors When Deciding Which Species To Eat - Whether the animal is rare or endangered
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 61\% | 56\% | 65\% | 50\% | 59\% | 62\% | 72\% | 64\% | 56\% | 50\% | * |
| Somewhat important | 20\% | 22\% | 17\% | 30\% | 24\% | 14\% | 14\% | 19\% | 15\% | 22\% | * |
| Not important | 9\% | 12\% | 6\% | 10\% | 8\% | 11\% | 7\% | 8\% | 12\% | 10\% | * |
| Not sure | 11\% | 10\% | 11\% | 10\% | 10\% | 13\% | 7\% | 9\% | 17\% | 17\% | * |
| Totals | 101\% | 100\% | 99\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | 99\% | * |
| Unweighted N | (989) | (449) | (540) | (208) | (238) | (317) | (226) | (656) | (128) | (144) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 61\% | 64\% | 59\% | 59\% | 74\% | 55\% | 61\% | 67\% | 54\% | 63\% | 66\% | 58\% | 59\% |
| Somewhat important | 20\% | 18\% | 18\% | 24\% | 13\% | 26\% | 16\% | 20\% | 30\% | 17\% | 14\% | 21\% | 24\% |
| Not important | 9\% | 8\% | 9\% | 9\% | 5\% | 11\% | 10\% | 8\% | 10\% | 8\% | 11\% | 8\% | 10\% |
| Not sure | 11\% | 10\% | 13\% | 7\% | 8\% | 8\% | 13\% | 5\% | 7\% | 12\% | 9\% | 13\% | 7\% |
| Totals | 101\% | 100\% | 99\% | 99\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (989) | (354) | (379) | (256) | (372) | (330) | (392) | (293) | (210) | (192) | (195) | (357) | (245) |

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17D. Importance of Factors When Deciding Which Species To Eat - Whether the animal is commonly kept as a pet
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 48\% | 43\% | 53\% | 31\% | 52\% | 46\% | 64\% | 51\% | 42\% | 48\% | * |
| Somewhat important | 26\% | 30\% | 22\% | 40\% | 24\% | 24\% | 17\% | 24\% | 28\% | 25\% | * |
| Not important | 13\% | 17\% | 9\% | 15\% | 12\% | 15\% | 10\% | 13\% | 14\% | 12\% | * |
| Not sure | 13\% | 10\% | 15\% | 14\% | 12\% | 15\% | 10\% | 12\% | 16\% | 15\% | * |
| Totals | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | * |
| Unweighted N | (989) | (449) | (540) | (209) | (237) | (317) | (226) | (653) | (128) | (147) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 48\% | 49\% | 45\% | 51\% | 51\% | 46\% | 51\% | 49\% | 46\% | 46\% | 46\% | 49\% | 51\% |
| Somewhat important | 26\% | 29\% | 25\% | 24\% | 30\% | 26\% | 22\% | 31\% | 29\% | 29\% | 26\% | 25\% | 26\% |
| Not important | 13\% | 11\% | 14\% | 14\% | 9\% | 18\% | 12\% | 13\% | 18\% | 12\% | 15\% | 13\% | 12\% |
| Not sure | 13\% | 10\% | 16\% | 11\% | 10\% | 10\% | 15\% | 7\% | 7\% | 13\% | 13\% | 13\% | 11\% |
| Totals | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (989) | (355) | (379) | (255) | (373) | (329) | (393) | (291) | (211) | (191) | (198) | (357) | (243) |

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17E. Importance of Factors When Deciding Which Species To Eat - The environmental impact of farming the animal
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 32\% | 30\% | 33\% | 38\% | 39\% | 27\% | 26\% | 29\% | 36\% | 40\% | * |
| Somewhat important | 33\% | 33\% | 33\% | 41\% | 36\% | 26\% | 31\% | 35\% | 34\% | 27\% | * |
| Not important | 21\% | 26\% | 16\% | 10\% | 11\% | 28\% | 33\% | 25\% | 12\% | 14\% | * |
| Not sure | 14\% | 11\% | 17\% | 11\% | 14\% | 19\% | 10\% | 12\% | 19\% | 20\% | * |
| Totals | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 101\% | 101\% | 101\% | * |
| Unweighted N | (988) | (447) | (541) | (208) | (237) | (318) | (225) | (655) | (126) | (146) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 32\% | 41\% | 28\% | 27\% | 41\% | 20\% | 33\% | 34\% | 30\% | 38\% | 25\% | 31\% | 35\% |
| Somewhat important | 33\% | 39\% | 33\% | 24\% | 38\% | 27\% | 30\% | 34\% | 44\% | 29\% | 33\% | 31\% | 38\% |
| Not important | 21\% | 7\% | 22\% | 37\% | 9\% | 42\% | 21\% | 23\% | 18\% | 18\% | 25\% | 22\% | 18\% |
| Not sure | 14\% | 14\% | 16\% | 12\% | 11\% | 11\% | 16\% | 9\% | 8\% | 16\% | 16\% | 16\% | 9\% |
| Totals | 100\% | 101\% | 99\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 101\% | 99\% | 100\% | 100\% |
| Unweighted N | (988) | (354) | (376) | (258) | (373) | (330) | (392) | (292) | (210) | (191) | (198) | (356) | (243) |

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17F. Importance of Factors When Deciding Which Species To Eat - The nutritional value of the animal
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 40\% | 40\% | 40\% | 39\% | 35\% | 41\% | 45\% | 38\% | 51\% | 42\% | * |
| Somewhat important | 33\% | 33\% | 33\% | 34\% | 33\% | 34\% | 30\% | 35\% | 27\% | 30\% | * |
| Not important | 15\% | 18\% | 12\% | 15\% | 19\% | 13\% | 14\% | 16\% | 9\% | 16\% | * |
| Not sure | 12\% | 9\% | 15\% | 11\% | 13\% | 12\% | 11\% | 11\% | 13\% | 13\% | * |
| Totals | 100\% | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | * |
| Unweighted N | (993) | (451) | (542) | (210) | (238) | (319) | (226) | (655) | (129) | (148) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 40\% | 39\% | 38\% | 45\% | 39\% | 45\% | 36\% | 49\% | 34\% | 35\% | 38\% | 43\% | 41\% |
| Somewhat important | 33\% | 32\% | 31\% | 36\% | 34\% | 33\% | 32\% | 34\% | 40\% | 34\% | 29\% | 34\% | 35\% |
| Not important | 15\% | 17\% | 16\% | 12\% | 17\% | 15\% | 17\% | 13\% | 17\% | 17\% | 22\% | 12\% | 13\% |
| Not sure | 12\% | 12\% | 15\% | 6\% | 11\% | 7\% | 14\% | 4\% | 8\% | 14\% | 11\% | 11\% | 11\% |
| Totals | 100\% | 100\% | 100\% | 99\% | 101\% | 100\% | 99\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (993) | (357) | (380) | (256) | (373) | (331) | (393) | (292) | (213) | (192) | (199) | (356) | (246) |

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17G. Importance of Factors When Deciding Which Species To Eat - Whether the animal is commonly kept as livestock
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 33\% | 31\% | 35\% | 33\% | 34\% | 32\% | 35\% | 31\% | 38\% | 39\% | * |
| Somewhat important | 29\% | 31\% | 28\% | 36\% | 36\% | 26\% | 22\% | 30\% | 27\% | 26\% | * |
| Not important | 24\% | 29\% | 20\% | 18\% | 16\% | 29\% | 31\% | 27\% | 18\% | 17\% | * |
| Not sure | 13\% | 10\% | 16\% | 14\% | 13\% | 14\% | 12\% | 12\% | 17\% | 19\% | * |
| Totals | 99\% | 101\% | 99\% | 101\% | 99\% | 101\% | 100\% | 100\% | 100\% | 101\% | * |
| Unweighted N | (996) | (454) | (542) | (210) | (236) | (320) | (230) | (660) | (127) | (148) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 33\% | 33\% | 32\% | 35\% | 33\% | 29\% | 33\% | 37\% | 28\% | 35\% | 30\% | 31\% | 39\% |
| Somewhat important | 29\% | 34\% | 27\% | 28\% | 36\% | 26\% | 27\% | 31\% | 36\% | 26\% | 27\% | 32\% | 31\% |
| Not important | 24\% | 18\% | 26\% | 28\% | 19\% | 34\% | 24\% | 25\% | 26\% | 21\% | 32\% | 24\% | 20\% |
| Not sure | 13\% | 14\% | 15\% | 9\% | 12\% | 10\% | 16\% | 7\% | 9\% | 18\% | 12\% | 14\% | 10\% |
| Totals | 99\% | 99\% | 100\% | 100\% | 100\% | 99\% | 100\% | 100\% | 99\% | 100\% | 101\% | 101\% | 100\% |
| Unweighted N | (996) | (357) | (379) | (260) | (374) | (334) | (395) | (293) | (214) | (192) | (199) | (358) | (247) |

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17H. Importance of Factors When Deciding Which Species To Eat - Genetic similarities between the animal and humans
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 26\% | 28\% | 25\% | 26\% | 33\% | 23\% | 24\% | 25\% | 32\% | 33\% | * |
| Somewhat important | 29\% | 28\% | 30\% | 41\% | 33\% | 22\% | 24\% | 29\% | 28\% | 29\% | * |
| Not important | 25\% | 30\% | 20\% | 20\% | 17\% | 30\% | 31\% | 28\% | 18\% | 16\% | * |
| Not sure | 20\% | 14\% | 25\% | 13\% | 17\% | 25\% | 22\% | 19\% | 23\% | 22\% | * |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 101\% | 101\% | 100\% | * |
| Unweighted N | (989) | (452) | (537) | (209) | (234) | (317) | (229) | (656) | (125) | (147) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 26\% | 30\% | 24\% | 24\% | 30\% | 23\% | 27\% | 24\% | 28\% | 25\% | 26\% | 24\% | 31\% |
| Somewhat important | 29\% | 33\% | 27\% | 27\% | 31\% | 22\% | 26\% | 33\% | 35\% | 31\% | 24\% | 31\% | 29\% |
| Not important | 25\% | 16\% | 27\% | 33\% | 20\% | 37\% | 24\% | 27\% | 26\% | 24\% | 30\% | 23\% | 24\% |
| Not sure | 20\% | 21\% | 21\% | 16\% | 19\% | 18\% | 23\% | 16\% | 11\% | 20\% | 20\% | 22\% | 16\% |
| Totals | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (989) | (354) | (376) | (259) | (372) | (333) | (389) | (291) | (214) | (191) | (198) | (356) | (244) |

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17I. Importance of Factors When Deciding Which Species To Eat - Whether the animal frequently carries diseases
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 57\% | 56\% | 58\% | 48\% | 54\% | 57\% | 69\% | 56\% | 60\% | 58\% | * |
| Somewhat important | 22\% | 23\% | 21\% | 32\% | 25\% | 17\% | 16\% | 22\% | 23\% | 22\% | * |
| Not important | 9\% | 11\% | 6\% | 10\% | 10\% | 9\% | 5\% | 10\% | 8\% | 4\% | * |
| Not sure | 12\% | 9\% | 14\% | 9\% | 11\% | 16\% | 9\% | 12\% | 9\% | 16\% | * |
| Totals | 100\% | 99\% | 99\% | 99\% | 100\% | 99\% | 99\% | 100\% | 100\% | 100\% | * |
| Unweighted N | (989) | (447) | (542) | (206) | (237) | (319) | (227) | (655) | (126) | (147) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 57\% | 56\% | 54\% | 64\% | 58\% | 60\% | 57\% | 63\% | 50\% | 55\% | 59\% | 58\% | 56\% |
| Somewhat important | 22\% | 27\% | 20\% | 19\% | 24\% | 21\% | 20\% | 23\% | 28\% | 29\% | 15\% | 20\% | 28\% |
| Not important | 9\% | 7\% | 11\% | 8\% | 7\% | 9\% | 9\% | 8\% | 11\% | 3\% | 15\% | 10\% | 6\% |
| Not sure | 12\% | 9\% | 16\% | 10\% | 11\% | 10\% | 14\% | 6\% | 11\% | 13\% | 11\% | 13\% | 10\% |
| Totals | 100\% | 99\% | 101\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% |
| Unweighted N | (989) | (354) | (377) | (258) | (372) | (333) | (392) | (292) | (210) | (191) | (197) | (358) | (243) |

17J. Importance of Factors When Deciding Which Species To Eat - The animal's capacity for pain
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 34\% | 32\% | 37\% | 36\% | 35\% | 33\% | 34\% | 33\% | 37\% | 39\% | * |
| Somewhat important | 25\% | 25\% | 26\% | 34\% | 28\% | 18\% | 25\% | 27\% | 18\% | 19\% | * |
| Not important | 21\% | 27\% | 15\% | 16\% | 19\% | 25\% | 21\% | 21\% | 19\% | 20\% | * |
| Not sure | 19\% | 16\% | 23\% | 14\% | 18\% | 24\% | 20\% | 18\% | 26\% | 21\% | * |
| Totals | 99\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | 99\% | 100\% | 99\% | * |
| Unweighted N | (988) | (454) | (534) | (209) | (236) | (318) | (225) | (656) | (127) | (145) | (60) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 34\% | 42\% | 31\% | 31\% | 41\% | 26\% | 34\% | 39\% | 32\% | 35\% | 35\% | 33\% | 35\% |
| Somewhat important | 25\% | 29\% | 23\% | 23\% | 27\% | 22\% | 22\% | 29\% | 29\% | 25\% | 23\% | 24\% | 30\% |
| Not important | 21\% | 12\% | 22\% | 30\% | 14\% | 33\% | 23\% | 16\% | 27\% | 18\% | 22\% | 23\% | 19\% |
| Not sure | 19\% | 17\% | 24\% | 16\% | 18\% | 18\% | 21\% | 15\% | 12\% | 22\% | 19\% | 21\% | 16\% |
| Totals | 99\% | 100\% | 100\% | 100\% | 100\% | 99\% | 100\% | 99\% | 100\% | 100\% | 99\% | 101\% | 100\% |
| Unweighted N | (988) | (354) | (377) | (257) | (368) | (334) | (391) | (288) | (214) | (192) | (196) | (355) | (245) |

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17K. Importance of Factors When Deciding Which Species To Eat - The animal's life expectancy
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 26\% | 25\% | 27\% | 31\% | 38\% | 22\% | 14\% | 24\% | 37\% | 31\% | * |
| Somewhat important | 23\% | 24\% | 22\% | 35\% | 23\% | 17\% | 19\% | 24\% | 18\% | 26\% | * |
| Not important | 33\% | 36\% | 29\% | 20\% | 24\% | 36\% | 48\% | 36\% | 21\% | 20\% | * |
| Not sure | 18\% | 14\% | 22\% | 13\% | 15\% | 24\% | 19\% | 17\% | 23\% | 23\% | * |
| Totals | 100\% | 99\% | 100\% | 99\% | 100\% | 99\% | 100\% | 101\% | 99\% | 100\% | * |
| Unweighted N | (993) | (453) | (540) | (209) | (237) | (319) | (228) | (657) | (128) | (147) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 26\% | 28\% | 24\% | 26\% | 25\% | 19\% | 28\% | 27\% | 24\% | 27\% | 24\% | 27\% | 26\% |
| Somewhat important | 23\% | 27\% | 22\% | 19\% | 25\% | 20\% | 17\% | 31\% | 29\% | 21\% | 19\% | 23\% | 27\% |
| Not important | 33\% | 27\% | 30\% | 43\% | 31\% | 46\% | 32\% | 30\% | 36\% | 31\% | 37\% | 31\% | 33\% |
| Not sure | 18\% | 18\% | 23\% | 11\% | 19\% | 14\% | 22\% | 13\% | 11\% | 21\% | 20\% | 19\% | 14\% |
| Totals | 100\% | 100\% | 99\% | 99\% | 100\% | 99\% | 99\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (993) | (353) | (379) | (261) | (371) | (335) | (392) | (293) | (213) | (191) | (198) | (359) | (245) |

17L. Importance of Factors When Deciding Which Species To Eat - Sentimental attachment to the animal
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 45\% | 40\% | 50\% | 39\% | 46\% | 42\% | 54\% | 47\% | 42\% | 45\% | * |
| Somewhat important | 25\% | 28\% | 22\% | 34\% | 29\% | 21\% | 18\% | 23\% | 27\% | 26\% | * |
| Not important | 17\% | 23\% | 12\% | 16\% | 15\% | 21\% | 16\% | 19\% | 15\% | 14\% | * |
| Not sure | 13\% | 9\% | 16\% | 12\% | 10\% | 16\% | 12\% | 12\% | 16\% | 16\% | * |
| Totals | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | 101\% | 100\% | 101\% | * |
| Unweighted N | (989) | (451) | (538) | (209) | (238) | (315) | (227) | (652) | (128) | (148) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 45\% | 50\% | 42\% | 43\% | 52\% | 42\% | 47\% | 46\% | 43\% | 39\% | 46\% | 46\% | 46\% |
| Somewhat important | 25\% | 24\% | 24\% | 28\% | 23\% | 26\% | 22\% | 30\% | 26\% | 29\% | 21\% | 27\% | 23\% |
| Not important | 17\% | 14\% | 18\% | 20\% | 13\% | 22\% | 16\% | 17\% | 22\% | 19\% | 22\% | 14\% | 17\% |
| Not sure | 13\% | 12\% | 17\% | 8\% | 13\% | 10\% | 15\% | 7\% | 9\% | 13\% | 12\% | 13\% | 13\% |
| Totals | 100\% | 100\% | 101\% | 99\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 99\% |
| Unweighted N | (989) | (352) | (380) | (257) | (371) | (332) | (390) | (290) | (214) | (191) | (197) | (357) | (244) |

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17M. Importance of Factors When Deciding Which Species To Eat - The animal's capacity for self-awareness
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain species of animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 32\% | 32\% | 33\% | 35\% | 36\% | 29\% | 30\% | 33\% | 35\% | 30\% | * |
| Somewhat important | 28\% | 27\% | 29\% | 39\% | 34\% | 21\% | 21\% | 27\% | 26\% | 29\% | * |
| Not important | 21\% | 27\% | 16\% | 14\% | 15\% | 26\% | 27\% | 23\% | 15\% | 20\% | * |
| Not sure | 18\% | 14\% | 23\% | 12\% | 15\% | 24\% | 21\% | 17\% | 23\% | 21\% | * |
| Totals | 99\% | 100\% | 101\% | 100\% | 100\% | 100\% | 99\% | 100\% | 99\% | 100\% | * |
| Unweighted N | (992) | (452) | (540) | (209) | (235) | (318) | (230) | (659) | (128) | (145) | (60) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 32\% | 40\% | 31\% | 25\% | 40\% | 25\% | 33\% | 32\% | 33\% | 34\% | 29\% | 30\% | 38\% |
| Somewhat important | 28\% | 30\% | 28\% | 26\% | 31\% | 22\% | 25\% | 30\% | 35\% | 27\% | 25\% | 30\% | 30\% |
| Not important | 21\% | 12\% | 21\% | 34\% | 14\% | 36\% | 21\% | 23\% | 22\% | 20\% | 23\% | 22\% | 19\% |
| Not sure | 18\% | 18\% | 21\% | 16\% | 15\% | 18\% | 20\% | 15\% | 10\% | 19\% | 24\% | 18\% | 14\% |
| Totals | 99\% | 100\% | 101\% | 101\% | 100\% | 101\% | 99\% | 100\% | 100\% | 100\% | 101\% | 100\% | 101\% |
| Unweighted N | (992) | (354) | (378) | (260) | (371) | (334) | (393) | (291) | (213) | (192) | (197) | (358) | (245) |

18A. Importance of Farming Factors When Deciding Animals To Eat - Whether the animal has clean and comfortable living conditions
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 48\% | 42\% | 54\% | 43\% | 49\% | 50\% | 51\% | 47\% | 54\% | 45\% | * |
| Somewhat important | 29\% | 33\% | 25\% | 35\% | 29\% | 26\% | 27\% | 30\% | 22\% | 35\% | * |
| Not important | 12\% | 15\% | 8\% | 11\% | 10\% | 12\% | 13\% | 13\% | 11\% | 6\% | * |
| Not sure | 11\% | 9\% | 13\% | 10\% | 12\% | 12\% | 9\% | 10\% | 13\% | 15\% | * |
| Totals | 100\% | 99\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | * |
| Unweighted N | (993) | (451) | (542) | (208) | (237) | (318) | (230) | (661) | (127) | (145) | (60) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 48\% | 52\% | 47\% | 46\% | 55\% | 43\% | 50\% | 54\% | 39\% | 46\% | 48\% | 48\% | 52\% |
| Somewhat important | 29\% | 29\% | 29\% | 30\% | 29\% | 33\% | 24\% | 31\% | 41\% | 33\% | 26\% | 28\% | 30\% |
| Not important | 12\% | 9\% | 12\% | 15\% | 6\% | 16\% | 13\% | 11\% | 13\% | 10\% | 17\% | 11\% | 8\% |
| Not sure | 11\% | 11\% | 12\% | 9\% | 9\% | 8\% | 14\% | 3\% | 7\% | 11\% | 9\% | 13\% | 9\% |
| Totals | 100\% | 101\% | 100\% | 100\% | 99\% | 100\% | 101\% | 99\% | 100\% | 100\% | 100\% | 100\% | 99\% |
| Unweighted N | (993) | (355) | (377) | (261) | (373) | (334) | (394) | (291) | (213) | (192) | (198) | (358) | (245) |

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18B. Importance of Farming Factors When Deciding Animals To Eat - Whether the animal has access to the outdoors
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 38\% | 34\% | 42\% | 34\% | 39\% | 39\% | 42\% | 38\% | 43\% | 41\% | * |
| Somewhat important | 31\% | 32\% | 29\% | 37\% | 33\% | 26\% | 29\% | 32\% | 27\% | 30\% | * |
| Not important | 18\% | 23\% | 12\% | 16\% | 15\% | 19\% | 19\% | 18\% | 13\% | 16\% | * |
| Not sure | 13\% | 10\% | 16\% | 13\% | 13\% | 16\% | 10\% | 12\% | 17\% | 13\% | * |
| Totals | 100\% | 99\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | * |
| Unweighted N | (989) | (451) | (538) | (209) | (237) | (317) | (226) | (655) | (128) | (145) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 38\% | 45\% | 35\% | 36\% | 44\% | 34\% | 39\% | 47\% | 32\% | 37\% | 38\% | 38\% | 41\% |
| Somewhat important | 31\% | 31\% | 32\% | 28\% | 32\% | 31\% | 27\% | 29\% | 42\% | 35\% | 26\% | 30\% | 34\% |
| Not important | 18\% | 13\% | 17\% | 24\% | 12\% | 25\% | 18\% | 17\% | 19\% | 16\% | 20\% | 18\% | 16\% |
| Not sure | 13\% | 11\% | 16\% | 12\% | 12\% | 10\% | 16\% | 7\% | 7\% | 12\% | 16\% | 15\% | 9\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% |
| Unweighted N | (989) | (355) | (376) | (258) | (373) | (331) | (392) | (292) | (212) | (190) | (197) | (358) | (244) |

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18C. Importance of Farming Factors When Deciding Animals To Eat - Whether the animal is fed a natural and balanced diet
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 41\% | 36\% | 46\% | 34\% | 39\% | 44\% | 46\% | 40\% | 48\% | 40\% | * |
| Somewhat important | 34\% | 36\% | 32\% | 45\% | 35\% | 27\% | 33\% | 34\% | 28\% | 36\% | * |
| Not important | 14\% | 18\% | 11\% | 11\% | 15\% | 16\% | 13\% | 15\% | 12\% | 11\% | * |
| Not sure | 11\% | 10\% | 12\% | 10\% | 11\% | 13\% | 8\% | 10\% | 11\% | 13\% | * |
| Totals | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | 99\% | 99\% | 100\% | * |
| Unweighted N | (986) | (447) | (539) | (205) | (237) | (318) | (226) | (656) | (125) | (144) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 41\% | 46\% | 38\% | 40\% | 45\% | 39\% | 42\% | 46\% | 34\% | 38\% | 44\% | 41\% | 41\% |
| Somewhat important | 34\% | 33\% | 33\% | 36\% | 35\% | 37\% | 30\% | 36\% | 43\% | 37\% | 30\% | 31\% | 39\% |
| Not important | 14\% | 11\% | 15\% | 16\% | 11\% | 17\% | 15\% | 12\% | 16\% | 13\% | 15\% | 16\% | 11\% |
| Not sure | 11\% | 10\% | 14\% | 8\% | 9\% | 7\% | 12\% | 6\% | 7\% | 12\% | 12\% | 12\% | 8\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 101\% | 100\% | 99\% |
| Unweighted N | (986) | (351) | (377) | (258) | (370) | (331) | (392) | (290) | (210) | (189) | (199) | (354) | (244) |

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18D. Importance of Farming Factors When Deciding Animals To Eat - Whether the animal is slaughtered in a humane way
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 53\% | 46\% | 59\% | 42\% | 45\% | 56\% | 67\% | 56\% | 43\% | 50\% | * |
| Somewhat important | 27\% | 31\% | 23\% | 41\% | 31\% | 21\% | 17\% | 26\% | 28\% | 24\% | * |
| Not important | 11\% | 15\% | 8\% | 10\% | 13\% | 12\% | 9\% | 11\% | 14\% | 13\% | * |
| Not sure | 9\% | 8\% | 11\% | 8\% | 11\% | 11\% | 7\% | 7\% | 15\% | 13\% | * |
| Totals | 100\% | 100\% | 101\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | * |
| Unweighted N | (994) | (453) | (541) | (209) | (237) | (319) | (229) | (659) | (128) | (146) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 53\% | 54\% | 51\% | 53\% | 60\% | 51\% | 54\% | 54\% | 50\% | 53\% | 56\% | 51\% | 52\% |
| Somewhat important | 27\% | 29\% | 26\% | 25\% | 25\% | 27\% | 23\% | 28\% | 35\% | 28\% | 22\% | 27\% | 30\% |
| Not important | 11\% | 8\% | 11\% | 16\% | 7\% | 16\% | 12\% | 12\% | 9\% | 7\% | 14\% | 12\% | 11\% |
| Not sure | 9\% | 9\% | 12\% | 6\% | 7\% | 6\% | 11\% | 6\% | 5\% | 12\% | 8\% | 10\% | 7\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (994) | (355) | (378) | (261) | (372) | (335) | (393) | (293) | (213) | (191) | (199) | (358) | (246) |

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18E. Importance of Farming Factors When Deciding Animals To Eat - Whether the animal is given artificial growth hormones
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 48\% | 42\% | 55\% | 42\% | 37\% | 53\% | 60\% | 48\% | 50\% | 47\% | * |
| Somewhat important | 27\% | 34\% | 21\% | 37\% | 35\% | 21\% | 20\% | 27\% | 27\% | 29\% | * |
| Not important | 12\% | 15\% | 9\% | 12\% | 15\% | 11\% | 10\% | 13\% | 10\% | 10\% | * |
| Not sure | 13\% | 10\% | 15\% | 10\% | 14\% | 15\% | 10\% | 12\% | 13\% | 14\% | * |
| Totals | 100\% | 101\% | 100\% | 101\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | * |
| Unweighted N | (991) | (450) | (541) | (207) | (236) | (320) | (228) | (658) | (127) | (145) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 48\% | 46\% | 48\% | 51\% | 50\% | 50\% | 52\% | 53\% | 39\% | 45\% | 52\% | 48\% | 47\% |
| Somewhat important | 27\% | 31\% | 24\% | 27\% | 28\% | 26\% | 22\% | 31\% | 38\% | 32\% | 22\% | 26\% | 31\% |
| Not important | 12\% | 11\% | 13\% | 11\% | 11\% | 13\% | 12\% | 10\% | 15\% | 9\% | 13\% | 12\% | 13\% |
| Not sure | 13\% | 11\% | 15\% | 11\% | 11\% | 10\% | 15\% | 7\% | 8\% | 14\% | 13\% | 14\% | 9\% |
| Totals | 100\% | 99\% | 100\% | 100\% | 100\% | 99\% | 101\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (991) | (356) | (376) | (259) | (373) | (333) | (393) | (291) | (212) | (191) | (199) | (359) | (242) |

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18F. Importance of Farming Factors When Deciding Animals To Eat - Whether the animal is raised in a way that minimizes environmental damage
How important would you say the following is in your consideration of whether it is morally acceptable for people to eat a certain animal?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very important | 38\% | 35\% | 40\% | 39\% | 40\% | 33\% | 41\% | 35\% | 44\% | 44\% | * |
| Somewhat important | 31\% | 34\% | 29\% | 40\% | 34\% | 29\% | 24\% | 33\% | 29\% | 27\% | * |
| Not important | 18\% | 22\% | 14\% | 10\% | 13\% | 21\% | 25\% | 20\% | 14\% | 11\% | * |
| Not sure | 13\% | 9\% | 17\% | 11\% | 13\% | 18\% | 10\% | 12\% | 14\% | 18\% | * |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 101\% | 100\% | * |
| Unweighted N | (991) | (451) | (540) | (209) | (237) | (317) | (228) | (657) | (127) | (146) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very important | 38\% | 43\% | 36\% | 34\% | 46\% | 25\% | 37\% | 40\% | 36\% | 38\% | 36\% | 36\% | 42\% |
| Somewhat important | 31\% | 36\% | 31\% | 26\% | 37\% | 30\% | 29\% | 36\% | 38\% | 31\% | 29\% | 32\% | 33\% |
| Not important | 18\% | 8\% | 17\% | 30\% | 7\% | 34\% | 18\% | 18\% | 18\% | 17\% | 21\% | 18\% | 14\% |
| Not sure | 13\% | 12\% | 16\% | 10\% | 11\% | 11\% | 16\% | 6\% | 8\% | 14\% | 14\% | 14\% | 11\% |
| Totals | 100\% | 99\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (991) | (353) | (379) | (259) | (371) | (333) | (392) | (291) | (213) | (192) | (198) | (356) | (245) |

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19A. Acceptability of Eating Certain Animals - Cat
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 20\% | 27\% | 13\% | 32\% | 32\% | 16\% | 3\% | 15\% | * | * | * |
| Unacceptable | 70\% | 62\% | 78\% | 60\% | 57\% | 76\% | 85\% | 75\% | * | * | * |
| Not sure | 10\% | 11\% | 9\% | 9\% | 11\% | 8\% | 12\% | 10\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | * | * | * |
| Unweighted N | (487) | (222) | (265) | (113) | (105) | (147) | (122) | (326) | (70) | (64) | (27) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 20\% | 27\% | 15\% | 15\% | 18\% | 16\% | 19\% | 19\% | 25\% | 13\% | * | 20\% | 19\% |
| Unacceptable | 70\% | 63\% | 70\% | 80\% | 72\% | 76\% | 71\% | 74\% | 64\% | 75\% | * | 73\% | 70\% |
| Not sure | 10\% | 10\% | 15\% | 4\% | 10\% | 8\% | 10\% | 7\% | 11\% | 12\% | * | 7\% | 11\% |
| Totals | 100\% | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | * | 100\% | 100\% |
| Unweighted N | (487) | (189) | (173) | (125) | (190) | (158) | (190) | (151) | (102) | (105) | (85) | (171) | (126) |

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19B. Acceptability of Eating Certain Animals - Chicken
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 86\% | 89\% | 83\% | 75\% | 80\% | 91\% | 94\% | 88\% | * | * | * |
| Unacceptable | 7\% | 7\% | 8\% | 16\% | 10\% | 3\% | 3\% | 6\% | * | * | * |
| Not sure | 7\% | 5\% | 9\% | 9\% | 11\% | 6\% | 3\% | 6\% | * | * | * |
| Totals | 100\% | 101\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | * | * | * |
| Unweighted N | (542) | (255) | (287) | (106) | (129) | (172) | (135) | (357) | (68) | (81) | (36) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 86\% | 86\% | 79\% | 94\% | 84\% | 93\% | 85\% | 89\% | 85\% | 83\% | 86\% | 87\% | 85\% |
| Unacceptable | 7\% | 8\% | 10\% | 2\% | 7\% | 5\% | 7\% | 7\% | 8\% | 10\% | 4\% | 6\% | 10\% |
| Not sure | 7\% | 6\% | 10\% | 4\% | 8\% | 2\% | 8\% | 3\% | 7\% | 6\% | 9\% | 7\% | 5\% |
| Totals | 100\% | 100\% | 99\% | 100\% | 99\% | 100\% | 100\% | 99\% | 100\% | 99\% | 99\% | 100\% | 100\% |
| Unweighted N | (542) | (187) | (205) | (150) | (200) | (187) | (214) | (159) | (115) | (103) | (105) | (195) | (139) |

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19C. Acceptability of Eating Certain Animals - Chimpanzee
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 14\% | 19\% | 9\% | 20\% | 24\% | 10\% | 5\% | 13\% | * | * | * |
| Unacceptable | 75\% | 68\% | 82\% | 67\% | 63\% | 79\% | 87\% | 78\% | * | * | * |
| Not sure | 11\% | 14\% | 9\% | 13\% | 14\% | 11\% | 8\% | 9\% | * | * | * |
| Totals | 100\% | 101\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | * | * | * |
| Unweighted N | (479) | (226) | (253) | (104) | (103) | (151) | (121) | (324) | (53) | (78) | (24) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 14\% | 13\% | 18\% | 10\% | 13\% | 12\% | 15\% | 10\% | 17\% | * | * | 11\% | 18\% |
| Unacceptable | 75\% | 76\% | 70\% | 80\% | 75\% | 78\% | 74\% | 79\% | 71\% | * | * | 77\% | 71\% |
| Not sure | 11\% | 11\% | 13\% | 9\% | 12\% | 10\% | 11\% | 11\% | 12\% | * | * | 12\% | 11\% |
| Totals | 100\% | 100\% | 101\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | * | * | 100\% | 100\% |
| Unweighted N | (479) | (160) | (181) | (138) | (179) | (167) | (197) | (143) | (101) | (88) | (99) | (172) | (120) |

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19D. Acceptability of Eating Certain Animals - Cow
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?

Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 81\% | 83\% | 80\% | 75\% | 69\% | 88\% | 93\% | 82\% | * | * | * |
| Unacceptable | 11\% | 12\% | 10\% | 16\% | 22\% | 6\% | 2\% | 10\% | * | * | * |
| Not sure | 7\% | 5\% | 10\% | 9\% | 9\% | 6\% | 5\% | 7\% | * | * | * |
| Totals | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 99\% | * | * | * |
| Unweighted N | (492) | (233) | (259) | (112) | (120) | (158) | (102) | (317) | (67) | (79) | (29) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 81\% | 80\% | 77\% | 87\% | 84\% | 89\% | 84\% | 81\% | 78\% | 81\% | * | 78\% | 80\% |
| Unacceptable | 11\% | 12\% | 13\% | 9\% | 12\% | 5\% | 8\% | 14\% | 16\% | 13\% | * | 11\% | 14\% |
| Not sure | 7\% | 8\% | 10\% | 3\% | 5\% | 5\% | 8\% | 4\% | 6\% | 6\% | * | 11\% | 6\% |
| Totals | 99\% | 100\% | 100\% | 99\% | 101\% | 99\% | 100\% | 99\% | 100\% | 100\% | * | 100\% | 100\% |
| Unweighted N | (492) | (188) | (179) | (125) | (189) | (162) | (199) | (138) | (109) | (101) | (98) | (161) | (132) |

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19E. Acceptability of Eating Certain Animals - Deer
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 71\% | 73\% | 69\% | 55\% | 60\% | 79\% | 87\% | 76\% | * | * | * |
| Unacceptable | 20\% | 20\% | 19\% | 37\% | 26\% | 12\% | 9\% | 18\% | * | * | * |
| Not sure | 9\% | 7\% | 12\% | 8\% | 15\% | 9\% | 4\% | 5\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 99\% | * | * | * |
| Unweighted N | (498) | (226) | (272) | (102) | (114) | (166) | (116) | (340) | (64) | (67) | (27) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 71\% | 66\% | 69\% | 80\% | 65\% | 81\% | 76\% | 72\% | 67\% | * | 70\% | 75\% | 64\% |
| Unacceptable | 20\% | 22\% | 19\% | 17\% | 22\% | 13\% | 16\% | 21\% | 24\% | * | 22\% | 17\% | 23\% |
| Not sure | 9\% | 12\% | 11\% | 3\% | 13\% | 6\% | 8\% | 7\% | 9\% | * | 8\% | 9\% | 13\% |
| Totals | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | * | 100\% | 101\% | 100\% |
| Unweighted N | (498) | (180) | (196) | (122) | (181) | (168) | (203) | (146) | (107) | (98) | (102) | (177) | (121) |

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19F. Acceptability of Eating Certain Animals - Dog
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?

Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 18\% | 23\% | 14\% | 31\% | 27\% | 12\% | 4\% | 15\% | * | * | * |
| Unacceptable | 73\% | 67\% | 78\% | 62\% | 59\% | 79\% | 90\% | 77\% | * | * | * |
| Not sure | 9\% | 10\% | 8\% | 7\% | 14\% | 9\% | 6\% | 9\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | * | * | * |
| Unweighted N | (512) | (224) | (288) | (109) | (119) | (160) | (124) | (341) | (64) | (76) | (31) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 18\% | 22\% | 16\% | 16\% | 20\% | 13\% | 15\% | 17\% | 26\% | * | 12\% | 18\% | 27\% |
| Unacceptable | 73\% | 70\% | 73\% | 77\% | 71\% | 78\% | 77\% | 76\% | 64\% | * | 81\% | 72\% | 64\% |
| Not sure | 9\% | 8\% | 11\% | 7\% | 9\% | 10\% | 8\% | 7\% | 11\% | * | 8\% | 9\% | 9\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 101\% | * | 101\% | 99\% | 100\% |
| Unweighted N | (512) | (189) | (189) | (134) | (209) | (170) | (205) | (139) | (115) | (94) | (109) | (184) | (125) |

19G. Acceptability of Eating Certain Animals - Dolphin
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 24\% | 32\% | 16\% | 30\% | 29\% | 19\% | 20\% | 24\% | * | * | * |
| Unacceptable | 62\% | 51\% | 74\% | 57\% | 58\% | 65\% | 69\% | 64\% | * | * | * |
| Not sure | 14\% | 17\% | 10\% | 14\% | 13\% | 16\% | 11\% | 12\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | * | * | * |
| Unweighted N | (483) | (223) | (260) | (105) | (115) | (163) | (100) | (305) | (74) | (72) | (32) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 24\% | 23\% | 22\% | 29\% | 16\% | 30\% | 21\% | 28\% | 26\% | * | 22\% | 29\% | 24\% |
| Unacceptable | 62\% | 65\% | 59\% | 63\% | 72\% | 56\% | 64\% | 59\% | 62\% | * | 60\% | 60\% | 64\% |
| Not sure | 14\% | 12\% | 19\% | 8\% | 12\% | 14\% | 15\% | 13\% | 12\% | * | 18\% | 11\% | 13\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | * | 100\% | 100\% | 101\% |
| Unweighted N | (483) | (179) | (181) | (123) | (187) | (155) | (189) | (139) | (105) | (98) | (102) | (163) | (120) |

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19H. Acceptability of Eating Certain Animals — Duck
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 73\% | 80\% | 65\% | * | 67\% | 82\% | 81\% | 75\% | * | * | * |
| Unacceptable | 17\% | 12\% | 23\% | * | 22\% | 7\% | 12\% | 16\% | * | * | * |
| Not sure | 10\% | 8\% | 12\% | * | 12\% | 11\% | 7\% | 10\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | * | 101\% | 100\% | 100\% | 101\% | * | * | * |
| Unweighted N | (498) | (230) | (268) | (95) | (127) | (159) | (117) | (338) | (59) | (73) | (28) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 73\% | 66\% | 75\% | 78\% | 72\% | 83\% | 69\% | 79\% | 76\% | * | 72\% | 80\% | 63\% |
| Unacceptable | 17\% | 22\% | 14\% | 16\% | 17\% | 12\% | 19\% | 15\% | 16\% | * | 18\% | 12\% | 25\% |
| Not sure | 10\% | 12\% | 11\% | 6\% | 11\% | 5\% | 12\% | 7\% | 8\% | * | 10\% | 8\% | 12\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | * | 100\% | 100\% | 100\% |
| Unweighted N | (498) | (178) | (198) | (122) | (179) | (161) | (213) | (128) | (115) | (95) | (104) | (184) | (115) |

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191. Acceptability of Eating Certain Animals - Elephant

Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 17\% | 21\% | 13\% | 24\% | 29\% | 11\% | 4\% | 16\% | * | * | * |
| Unacceptable | 69\% | 63\% | 75\% | 65\% | 62\% | 73\% | 76\% | 72\% | * | * | * |
| Not sure | 14\% | 16\% | 12\% | 11\% | 9\% | 16\% | 19\% | 13\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 99\% | 101\% | * | * | * |
| Unweighted N | (516) | (233) | (283) | (115) | (129) | (160) | (112) | (327) | (72) | (80) | (37) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 17\% | 17\% | 17\% | 16\% | 11\% | 19\% | 12\% | 22\% | 24\% | 16\% | 12\% | 20\% | 17\% |
| Unacceptable | 69\% | 70\% | 66\% | 73\% | 76\% | 67\% | 74\% | 64\% | 63\% | 70\% | 69\% | 68\% | 70\% |
| Not sure | 14\% | 13\% | 16\% | 11\% | 13\% | 14\% | 14\% | 14\% | 13\% | 13\% | 19\% | 12\% | 12\% |
| Totals | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 99\% | 100\% | 100\% | 99\% |
| Unweighted N | (516) | (174) | (204) | (138) | (192) | (168) | (209) | (153) | (103) | (105) | (111) | (182) | (118) |

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19J. Acceptability of Eating Certain Animals - Salmon
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 79\% | 76\% | 82\% | * | 74\% | 89\% | 92\% | 86\% | * | * | * |
| Unacceptable | 12\% | 16\% | 9\% | * | 16\% | 3\% | 4\% | 8\% | * | * | * |
| Not sure | 8\% | 8\% | 9\% | * | 10\% | 9\% | 4\% | 6\% | * | * | * |
| Totals | 99\% | 100\% | 100\% | * | 100\% | 101\% | 100\% | 100\% | * | * | * |
| Unweighted N | (478) | (210) | (268) | (85) | (124) | (158) | (111) | (323) | (56) | (68) | (31) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 79\% | 71\% | 79\% | 89\% | 77\% | 95\% | 81\% | 79\% | 80\% | * | * | 83\% | 75\% |
| Unacceptable | 12\% | 22\% | 9\% | 7\% | 14\% | 2\% | 8\% | 17\% | 16\% | * | * | 10\% | 18\% |
| Not sure | 8\% | 7\% | 12\% | 5\% | 9\% | 4\% | 11\% | 4\% | 4\% | * | * | 7\% | 6\% |
| Totals | 99\% | 100\% | 100\% | 101\% | 100\% | 101\% | 100\% | 100\% | 100\% | * | * | 100\% | 99\% |
| Unweighted N | (478) | (166) | (190) | (122) | (180) | (152) | (180) | (139) | (104) | (85) | (89) | (183) | (121) |

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19K. Acceptability of Eating Certain Animals - Guinea pig
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 24\% | 36\% | 16\% | 27\% | 34\% | 24\% | 11\% | 22\% | * | * | * |
| Unacceptable | 60\% | 46\% | 70\% | 60\% | 57\% | 58\% | 64\% | 62\% | * | * | * |
| Not sure | 16\% | 18\% | 14\% | 13\% | 8\% | 18\% | 24\% | 17\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | 100\% | 99\% | 100\% | 99\% | 101\% | * | * | * |
| Unweighted N | (516) | (213) | (303) | (118) | (121) | (164) | (113) | (336) | (68) | (82) | (30) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 24\% | 26\% | 27\% | 19\% | 22\% | 22\% | 21\% | 25\% | 31\% | * | * | 26\% | 28\% |
| Unacceptable | 60\% | 58\% | 54\% | 69\% | 59\% | 62\% | 60\% | 65\% | 51\% | * | * | 58\% | 60\% |
| Not sure | 16\% | 15\% | 19\% | 13\% | 19\% | 16\% | 19\% | 10\% | 18\% | * | * | 16\% | 11\% |
| Totals | 100\% | 99\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | * | * | 100\% | 99\% |
| Unweighted N | (516) | (177) | (192) | (147) | (191) | (180) | (213) | (152) | (106) | (96) | (93) | (199) | (128) |

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19L. Acceptability of Eating Certain Animals - Horse
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?

Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 29\% | 37\% | 22\% | 39\% | 38\% | 25\% | 19\% | 27\% | * | * | * |
| Unacceptable | 55\% | 45\% | 63\% | 44\% | 50\% | 54\% | 69\% | 58\% | * | * | * |
| Not sure | 16\% | 18\% | 15\% | 17\% | 12\% | 21\% | 12\% | 14\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 99\% | * | * | * |
| Unweighted N | (487) | (226) | (261) | (102) | (103) | (167) | (115) | (339) | (55) | (68) | (25) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 29\% | 34\% | 28\% | 25\% | 31\% | 24\% | 24\% | 28\% | 42\% | * | * | 27\% | 33\% |
| Unacceptable | 55\% | 53\% | 50\% | 62\% | 53\% | 61\% | 59\% | 58\% | 48\% | * | * | 58\% | 54\% |
| Not sure | 16\% | 13\% | 22\% | 12\% | 16\% | 14\% | 17\% | 14\% | 11\% | * | * | 15\% | 13\% |
| Totals | 100\% | 100\% | 100\% | 99\% | 100\% | 99\% | 100\% | 100\% | 101\% | * | * | 100\% | 100\% |
| Unweighted N | (487) | (178) | (178) | (131) | (182) | (174) | (196) | (140) | (104) | (88) | (90) | (189) | (120) |

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19M. Acceptability of Eating Certain Animals - Octopus
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?

Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 59\% | 63\% | 55\% | 56\% | 63\% | 56\% | 61\% | 63\% | * | * | * |
| Unacceptable | 24\% | 22\% | 26\% | 31\% | 19\% | 27\% | 21\% | 21\% | * | * | * |
| Not sure | 17\% | 15\% | 19\% | 13\% | 19\% | 17\% | 18\% | 17\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 101\% | * | * | * |
| Unweighted N | (491) | (219) | (272) | (103) | (112) | (146) | (130) | (328) | (62) | (67) | (34) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 59\% | 54\% | 56\% | 69\% | 58\% | 70\% | 48\% | 60\% | 76\% | 56\% | 53\% | 63\% | 60\% |
| Unacceptable | 24\% | 27\% | 25\% | 19\% | 28\% | 17\% | 29\% | 26\% | 13\% | 22\% | 26\% | 24\% | 24\% |
| Not sure | 17\% | 18\% | 20\% | 12\% | 14\% | 13\% | 23\% | 14\% | 12\% | 22\% | 21\% | 12\% | 16\% |
| Totals | 100\% | 99\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 99\% | 100\% |
| Unweighted N | (491) | (172) | (193) | (126) | (180) | (157) | (189) | (150) | (103) | (101) | (102) | (166) | (122) |

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19N. Acceptability of Eating Certain Animals - Pig
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?

Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 78\% | 79\% | 78\% | * | 69\% | 81\% | 89\% | 81\% | * | * | * |
| Unacceptable | 11\% | 9\% | 14\% | * | 14\% | 9\% | 6\% | 10\% | * | * | * |
| Not sure | 10\% | 12\% | 8\% | * | 17\% | 10\% | 4\% | 9\% | * | * | * |
| Totals | 99\% | 100\% | 100\% | * | 100\% | 100\% | 99\% | 100\% | * | * | * |
| Unweighted N | (472) | (207) | (265) | (93) | (107) | (161) | (111) | (317) | (54) | (70) | (31) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 78\% | 80\% | 69\% | 88\% | 85\% | 86\% | 77\% | 85\% | 79\% | * | * | 82\% | 76\% |
| Unacceptable | 11\% | 9\% | 18\% | 5\% | 7\% | 8\% | 9\% | 11\% | 13\% | * | * | 7\% | 18\% |
| Not sure | 10\% | 10\% | 13\% | 6\% | 8\% | 6\% | 14\% | 4\% | 8\% | * | * | 11\% | 7\% |
| Totals | 99\% | 99\% | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | * | * | 100\% | 101\% |
| Unweighted N | (472) | (177) | (171) | (124) | (192) | (160) | (184) | (135) | (111) | (87) | (97) | (173) | (115) |

190. Acceptability of Eating Certain Animals - Rabbit

Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 65\% | 72\% | 59\% | 58\% | 58\% | 71\% | 74\% | 69\% | * | * | * |
| Unacceptable | 22\% | 19\% | 25\% | 27\% | 26\% | 18\% | 17\% | 21\% | * | * | * |
| Not sure | 13\% | 9\% | 16\% | 14\% | 16\% | 11\% | 9\% | 11\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 101\% | * | * | * |
| Unweighted N | (517) | (246) | (271) | (106) | (136) | (168) | (107) | (336) | (64) | (81) | (36) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 65\% | 61\% | 66\% | 70\% | 62\% | 75\% | 64\% | 67\% | 69\% | 74\% | 62\% | 66\% | 60\% |
| Unacceptable | 22\% | 29\% | 17\% | 21\% | 26\% | 18\% | 19\% | 26\% | 22\% | 20\% | 21\% | 19\% | 30\% |
| Not sure | 13\% | 10\% | 17\% | 9\% | 13\% | 6\% | 17\% | 7\% | 9\% | 6\% | 16\% | 15\% | 10\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 101\% | 99\% | 100\% | 100\% | 100\% | 100\% | 99\% | 100\% | 100\% |
| Unweighted N | (517) | (189) | (200) | (128) | (191) | (181) | (197) | (156) | (119) | (107) | (106) | (183) | (121) |

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19P. Acceptability of Eating Certain Animals - Sheep
Setting aside your own dietary preferences, do you think it is morally acceptable or unacceptable for other people to eat the following animal under normal circumstances?
Respondents were asked about a random sample of 8 of the 16 animals

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 67\% | 74\% | 59\% | * | 61\% | 72\% | 71\% | 69\% | * | * | * |
| Unacceptable | 20\% | 17\% | 23\% | * | 28\% | 16\% | 17\% | 21\% | * | * | * |
| Not sure | 13\% | 9\% | 18\% | * | 11\% | 12\% | 12\% | 11\% | * | * | * |
| Totals | 100\% | 100\% | 100\% | * | 100\% | 100\% | 100\% | 101\% | * | * | * |
| Unweighted N | (459) | (220) | (239) | (93) | (115) | (148) | (103) | (301) | (69) | (61) | (28) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 67\% | 70\% | 61\% | 71\% | 68\% | 76\% | 61\% | 74\% | * | * | * | 65\% | 68\% |
| Unacceptable | 20\% | 18\% | 21\% | 21\% | 20\% | 15\% | 19\% | 19\% | * | * | * | 17\% | 22\% |
| Not sure | 13\% | 12\% | 18\% | 9\% | 11\% | 10\% | 20\% | 7\% | * | * | * | 18\% | 11\% |
| Totals | 100\% | 100\% | 100\% | 101\% | 99\% | 101\% | 100\% | 100\% | * | * | * | 100\% | 101\% |
| Unweighted N | (459) | (159) | (177) | (123) | (166) | (161) | (171) | (149) | (90) | (82) | (93) | (169) | (115) |

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20. Self-Sustained Animal Farming Hypothetical

Imagine living on a small farm where you have to raise, care for, and eventually slaughter the animals you eat. Would you consume meat if you had to do all the work and witness the entire process?

|  | Gender |  |  |  |  | Age (4 category) |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male |  |  | Female | 18-29 | 30-44 | 45-64 |  | $465+$ |  | White | Black | Hispanic |  | Other |
| Yes, I would | 48\% | 62\% |  |  | 35\% | 40\% | 46\% | 53\% |  | 50\% |  | 50\% | 41\% | 50\% |  | * |
| No, I would not | 32\% | 22\% |  |  | 42\% | 41\% | 35\% | 29\% |  | - 28\% |  | 31\% | 37\% | 32\% |  | * |
| Not sure | 20\% | 16\% |  |  | 23\% | 19\% | 19\% | 19\% |  | 22\% |  | 19\% | 22\% | 18\% |  | * |
| Totals | 100\% | $\begin{aligned} & 100 \% \\ & (451) \end{aligned}$ |  |  | 100\% | $\begin{aligned} & 100 \% \\ & (206) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (236) \end{aligned}$ | $\begin{aligned} & 101 \% \\ & (319) \end{aligned}$ |  | $\begin{array}{ll} \% & 100 \% \\ \text { ) } & (231) \end{array}$ |  | $\begin{aligned} & 100 \% \\ & (659) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (128) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (145) \end{aligned}$ | (60) |  |
| Unweighted N | (992) |  |  |  | (541) |  |  |  |  |  |  |  |  |  |  |  |
|  | Total | Party ID |  |  |  | 2020 Vote |  | Family Income (3 category) |  |  |  |  | Census Region |  |  |  |
|  |  | Dem |  | Ind | Rep | Biden | Trump | < \$50K |  | \$50-100K |  | \$100K+ | Northeast | Midwest | South | West |
| Yes, I would | 48\% | 40\% |  | 45\% | 62\% | 41\% | 65\% | 43\% |  | 52\% |  | 55\% | 39\% | 50\% | 51\% | 48\% |
| No, I would not | 32\% | 39\% |  | 31\% | 27\% | 39\% | 20\% | 35\% |  | 32\% |  | 31\% | 40\% | 28\% | 30\% | 35\% |
| Not sure | 20\% | 21\% |  | 24\% | 12\% | 20\% | 15\% | 22\% |  | 17\% |  | 15\% | 21\% | 21\% | 19\% | 18\% |
| Totals | 100\% | 100\% |  | 100\% | 101\% | 100\% | 100\% | 100\% |  | 101\% |  | 101\% | 100\% | 99\% | 100\% | 101\% |
| Unweighted N | (992) | (355) |  | (377) | (260) | (372) | (334) | (394) |  | (291) |  | (212) | (192) | (198) | (356) | (246) |

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## 21. Support Animal Farming in Hypothetical Future

Consider a future where lab-grown meat and plant-based meat alternatives are indistinguishable from animal meat in terms of taste, nutrition, and cost. In this scenario, would you support or oppose the farming and consumption of animals?


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22. Personally Eat Animals in Hypothetical Future

In the scenario described above, would you personally consume animals?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Yes | 41\% | 47\% | 34\% | 34\% | 41\% | 44\% | 42\% | 42\% | 33\% | 42\% | * |
| No | 33\% | 29\% | 37\% | 45\% | 37\% | 26\% | 28\% | 33\% | 39\% | 24\% | * |
| Not sure | 26\% | 24\% | 28\% | 21\% | 22\% | 29\% | 31\% | 24\% | 28\% | 34\% | * |
| Totals | 100\% | 100\% | 99\% | 100\% | 100\% | 99\% | 101\% | 99\% | 100\% | 100\% | * |
| Unweighted N | (996) | (455) | (541) | (207) | (238) | (320) | (231) | (658) | (129) | (148) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Yes | 41\% | 34\% | 38\% | 53\% | 30\% | 62\% | 41\% | 40\% | 44\% | 34\% | 46\% | 40\% | 42\% |
| No | 33\% | 41\% | 33\% | 24\% | 42\% | 18\% | 29\% | 40\% | 37\% | 34\% | 28\% | 33\% | 38\% |
| Not sure | 26\% | 25\% | 29\% | 23\% | 28\% | 20\% | 30\% | 20\% | 20\% | 32\% | 26\% | 27\% | 20\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (996) | (356) | (379) | (261) | (373) | (336) | (395) | (293) | (213) | (194) | (197) | (359) | (246) |

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23A. Experiences With Meat Alternatives - Plant-based meat alternatives
How would you describe your experiences with the following?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| I regularly consume this | 7\% | 6\% | 8\% | 12\% | 10\% | 5\% | 3\% | 6\% | 11\% | 7\% | * |
| I've consumed this, but don't regularly | 34\% | 34\% | 35\% | 33\% | 34\% | 34\% | 36\% | 34\% | 31\% | 28\% | * |
| l've never consumed this, but would be open to trying it | 25\% | 28\% | 21\% | 33\% | 28\% | 19\% | 21\% | 26\% | 22\% | 27\% | * |
| l've never consumed this and don't want to try it | 27\% | 26\% | 28\% | 14\% | 19\% | 35\% | 34\% | 28\% | 23\% | 24\% | * |
| Not sure | 8\% | 7\% | 8\% | 8\% | 9\% | 7\% | 6\% | 6\% | 13\% | 13\% | * |
| Totals | 101\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 99\% | * |
| Unweighted N | (991) | (452) | (539) | (207) | (234) | (319) | (231) | (657) | (127) | (146) | (61) |


|  |  | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| I regularly consume this | 7\% | 9\% | 7\% | 5\% | 9\% | 3\% | 7\% | 9\% | 6\% | 9\% | 9\% | 5\% | 7\% |
| I've consumed this, but don't regularly | 34\% | 38\% | 33\% | 31\% | 44\% | 31\% | 33\% | 36\% | 36\% | 36\% | 32\% | 31\% | 40\% |
| I've never consumed this, but would be open to trying it | 25\% | 29\% | 22\% | 24\% | 24\% | 19\% | 21\% | 29\% | 30\% | 25\% | 22\% | 24\% | 27\% |
| l've never consumed this and don't want to try it | 27\% | 19\% | 25\% | 38\% | 20\% | 43\% | 30\% | 25\% | 22\% | 22\% | 29\% | 32\% | 20\% |
| Not sure | 8\% | 5\% | 13\% | 3\% | 4\% | 4\% | 9\% | 2\% | 6\% | 7\% | 9\% | 8\% | 7\% |
| Totals | 101\% | 100\% | 100\% | 101\% | 101\% | 100\% | 100\% | 101\% | 100\% | 99\% | 101\% | 100\% | 101\% |
| Unweighted N | (991) | (354) | (377) | (260) | (372) | (334) | (393) | (289) |  | (192) | (199) | (356) | (244) |

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23B. Experiences With Meat Alternatives - Insect-based meat alternatives
How would you describe your experiences with the following?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| I regularly consume this | 3\% | 3\% | $2 \%$ | 7\% | 5\% | 1\% | 0\% | 3\% | 4\% | 1\% | * |
| I've consumed this, but don't regularly | 8\% | 11\% | 5\% | 15\% | 11\% | 3\% | 5\% | 7\% | 12\% | 12\% | * |
| I've never consumed this, but would be open to trying it | 20\% | 24\% | 16\% | 31\% | 26\% | 15\% | 10\% | 19\% | 22\% | 19\% | * |
| I've never consumed this and don't want to try it | 59\% | 52\% | 66\% | 36\% | 47\% | 71\% | 76\% | 62\% | 52\% | 50\% | * |
| Not sure | 10\% | 9\% | 11\% | 11\% | 11\% | 10\% | 9\% | 9\% | 10\% | 18\% | * |
| Totals | 100\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | * |
| Unweighted N | (984) | (448) | (536) | (205) | (229) | (320) | (230) | (657) | (126) | (142) | (59) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| I regularly consume this | 3\% | 3\% | 4\% | 1\% | 1\% | 2\% | 2\% | 5\% | 3\% | 4\% | 5\% | 1\% | 3\% |
| I've consumed this, but don't regularly | 8\% | 9\% | 8\% | 7\% | 7\% | 6\% | 6\% | 10\% | 12\% | 9\% | 10\% | 6\% | 9\% |
| I've never consumed this, but would be open to trying it | 20\% | 25\% | 19\% | 16\% | 28\% | 13\% | 15\% | 19\% | 32\% | 16\% | 16\% | 23\% | 22\% |
| I've never consumed this and don't want to try it | 59\% | 53\% | 57\% | 70\% | 55\% | 75\% | 64\% | 63\% | 46\% | 59\% | 63\% | 58\% | 57\% |
| Not sure | 10\% | 10\% | 13\% | 5\% | 8\% | 4\% | 13\% | 3\% | 8\% | 11\% | 7\% | 12\% | 8\% |
| Totals | 100\% | 100\% | 101\% | 99\% | 99\% | 100\% | 100\% | 100\% | 101\% | 99\% | 101\% | 100\% | 99\% |
| Unweighted N | (984) | (351) | (375) | (258) | (369) | (332) | (388) | (290) | (213) | (190) | (197) | (356) | (241) |

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23C. Experiences With Meat Alternatives - Lab-grown meat
How would you describe your experiences with the following?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| I regularly consume this | 3\% | 4\% | 2\% | 5\% | 7\% | 1\% | 0\% | 3\% | 5\% | 4\% | * |
| I've consumed this, but don't regularly | 8\% | 10\% | 7\% | 18\% | 9\% | 5\% | 2\% | 6\% | 15\% | 12\% | * |
| I've never consumed this, but would be open to trying it | 33\% | 36\% | 30\% | 39\% | 38\% | 28\% | 29\% | 35\% | 31\% | 27\% | * |
| I've never consumed this and don't want to try it | 45\% | 40\% | 49\% | 27\% | 34\% | 55\% | 58\% | 47\% | 41\% | 35\% | * |
| Not sure | 11\% | 10\% | 12\% | 11\% | 12\% | 11\% | 10\% | 10\% | 9\% | 22\% | * |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 99\% | 101\% | 101\% | 100\% | * |
| Unweighted N | (994) | (453) | (541) | (208) | (235) | (320) | (231) | (660) | (126) | (147) | (61) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Census Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| I regularly consume this | 3\% | 3\% | 4\% | 2\% | 2\% | 2\% | 2\% | 6\% | 2\% | 5\% | 5\% | 2\% | 2\% |
| I've consumed this, but don't regularly | 8\% | 9\% | 10\% | 5\% | 9\% | 6\% | 7\% | 9\% | 12\% | 8\% | 6\% | 7\% | 13\% |
| I've never consumed this, but would be open to trying it | 33\% | 46\% | 26\% | 27\% | 44\% | 23\% | 30\% | 33\% | 47\% | 35\% | 37\% | 30\% | 32\% |
| I've never consumed this and don't want to try it | 45\% | 32\% | 45\% | 60\% | 35\% | 62\% | 48\% | 46\% | 32\% | 40\% | 41\% | 52\% | 41\% |
| Not sure | 11\% | 10\% | 15\% | 6\% | 10\% | 7\% | 13\% | 7\% | 8\% | 12\% | 12\% | 10\% | 11\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 101\% | 100\% | 101\% | 101\% | 99\% |
| Unweighted N | (994) | (356) | (379) | (259) | (373) | (334) | (395) | (292) | (212) | (192) | (199) | (358) | (245) |

YouGov Survey: Vegetarianism and Eating Meat
April 5-7, 2023-1000 U.S. adult citizens

| Interviewing Dates | April 5-7, 2023 |
| :---: | :---: |
| Target population | U.S. citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey. |
| Weighting | The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33\% Democratic, 28\% Republican). The weights range from 0.208 to 4.004 , with a mean of 1 and a standard deviation of 0.402 . |
| Number of respondents | 1000 |
| Margin of error | $\pm 3.3 \%$ (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 57 questions not reported. |


[^0]:    continued on the next page ..

[^1]:    continued on the next page ..

