

**1. Eating Preferences**

Which of these best describes your current eating preferences?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
I eat meat regularly	72%	78%	67%	69%	76%	73%	70%	71%	70%	78%
I eat meat, but not regularly	24%	20%	29%	23%	22%	25%	29%	27%	25%	20%
I don't eat meat	3%	2%	4%	7%	2%	2%	1%	2%	5%	2%
Not sure	0%	—	1%	1%	0%	0%	—	—	1%	—
Totals (Unweighted N)	100% (999)	100% (481)	100% (518)	100% (163)	100% (259)	100% (407)	100% (170)	100% (354)	100% (398)	100% (247)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
I eat meat regularly	72%	75%	76%	52%	70%	72%	80%	75%	81%	73%	62%
I eat meat, but not regularly	24%	21%	21%	45%	26%	25%	17%	22%	15%	24%	34%
I don't eat meat	3%	3%	1%	3%	3%	3%	3%	2%	3%	3%	4%
Not sure	0%	—	2%	1%	0%	—	—	0%	1%	0%	—
Totals (Unweighted N)	100% (999)	100% (765)	100% (111)	100% (123)	100% (395)	100% (283)	100% (185)	100% (173)	100% (217)	100% (347)	100% (262)

**2. Humane Treatment**

How important is it to you that farm animals raised for meat are treated humanely?

*Asked of those who eat meat*

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	51%	43%	58%	44%	48%	53%	59%	55%	47%	53%
Somewhat important	35%	39%	32%	37%	36%	35%	33%	34%	39%	31%
Not very important	6%	8%	5%	10%	6%	5%	6%	5%	5%	11%
Not at all important	3%	4%	2%	4%	5%	2%	0%	2%	3%	3%
Not sure	4%	5%	3%	5%	4%	5%	2%	4%	6%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(960)	(468)	(492)	(150)	(250)	(392)	(168)	(345)	(373)	(242)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very important	51%	50%	64%	43%	53%	50%	47%	52%	43%	55%	51%
Somewhat important	35%	36%	21%	48%	34%	37%	35%	32%	47%	31%	35%
Not very important	6%	7%	4%	4%	5%	6%	11%	7%	6%	6%	7%
Not at all important	3%	3%	4%	2%	2%	3%	6%	5%	2%	3%	3%
Not sure	4%	4%	8%	3%	6%	4%	0%	4%	2%	6%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(960)	(737)	(108)	(115)	(380)	(272)	(181)	(163)	(210)	(336)	(251)

**3. Pay More for Humane Treatment**

Are you willing to pay more for meat if you knew it came from an animal that was raised humanely?

*Asked of those who eat meat*

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes, a lot more	14%	14%	15%	20%	17%	12%	10%	16%	16%	11%
Yes, but only a little bit more	57%	50%	64%	55%	53%	58%	64%	63%	49%	64%
No	28%	37%	20%	25%	31%	30%	26%	22%	35%	25%
Totals (Unweighted N)	100% (957)	100% (464)	100% (493)	100% (149)	100% (249)	100% (391)	100% (168)	100% (344)	100% (371)	100% (242)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes, a lot more	14%	14%	16%	13%	11%	15%	19%	12%	16%	17%	12%
Yes, but only a little bit more	57%	57%	49%	64%	59%	60%	50%	62%	49%	56%	62%
No	28%	28%	35%	23%	29%	25%	31%	26%	35%	27%	26%
Totals (Unweighted N)	100% (957)	100% (734)	100% (108)	100% (115)	100% (377)	100% (273)	100% (181)	100% (164)	100% (210)	100% (333)	100% (250)

**4. Animal Protection Laws**

To the best of your knowledge, how do the laws in the U.S. protecting farm animals compare with the ones that protect household pets like dogs and cats?

	Gender		Age				3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Protections for farm animals are about the same as those for dogs and cats.	13%	15%	11%	8%	14%	15%	13%	13%	13%	13%
Protections for farm animals are stronger than those for dogs and cats.	8%	10%	7%	10%	8%	9%	4%	9%	8%	8%
Protections for farm animals are weaker than those for dogs and cats.	46%	46%	46%	50%	47%	42%	47%	50%	43%	44%
Not sure	33%	29%	37%	32%	31%	34%	36%	27%	36%	35%
Totals (Unweighted N)	100% (997)	100% (481)	100% (516)	100% (163)	100% (258)	100% (406)	100% (170)	100% (353)	100% (397)	100% (247)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Protections for farm animals are about the same as those for dogs and cats.	13%	13%	14%	12%	15%	12%	12%	8%	11%	17%	12%
Protections for farm animals are stronger than those for dogs and cats.	8%	7%	12%	10%	10%	5%	7%	12%	4%	6%	12%
Protections for farm animals are weaker than those for dogs and cats.	46%	48%	42%	39%	40%	48%	61%	52%	53%	40%	44%
Not sure	33%	32%	32%	39%	35%	35%	20%	28%	32%	37%	32%

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	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Totals (Unweighted N)	100% (997)	100% (764)	100% (111)	100% (122)	100% (394)	100% (283)	100% (185)	100% (171)	100% (217)	100% (347)	100% (262)

**5. Inhumane Conditions**

What percentage of farm animals in the United States do you think are raised in inhumane conditions?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Most or all of them	23%	22%	24%	36%	19%	17%	25%	24%	26%	15%
Some of them	35%	31%	38%	30%	35%	42%	27%	42%	31%	33%
A few of them	19%	22%	16%	15%	25%	18%	17%	17%	18%	24%
Almost none of them	6%	6%	5%	3%	8%	5%	6%	4%	5%	9%
Not sure	18%	19%	16%	16%	13%	18%	25%	13%	20%	19%
Totals (Unweighted N)	100% (997)	100% (481)	100% (516)	100% (162)	100% (258)	100% (407)	100% (170)	100% (354)	100% (397)	100% (246)

  

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Most or all of them	23%	24%	16%	25%	20%	21%	30%	23%	23%	23%	23%
Some of them	35%	35%	36%	32%	34%	39%	38%	33%	36%	35%	35%
A few of them	19%	19%	17%	21%	20%	20%	16%	24%	26%	16%	15%
Almost none of them	6%	5%	11%	2%	5%	5%	3%	6%	4%	6%	6%
Not sure	18%	17%	20%	21%	20%	14%	12%	14%	11%	20%	21%
Totals (Unweighted N)	100% (997)	100% (765)	100% (111)	100% (121)	100% (393)	100% (283)	100% (185)	100% (171)	100% (217)	100% (347)	100% (262)

**6. Slaughtered Animals**

To the best of your knowledge, roughly how many farm animals are slaughtered for food each year in the United States?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
500 million	11%	13%	9%	9%	11%	11%	10%	16%	7%	10%
1 billion	14%	14%	13%	21%	13%	12%	9%	16%	12%	13%
5 billion	13%	15%	12%	18%	17%	10%	9%	13%	16%	9%
10 billion	9%	9%	8%	10%	12%	8%	6%	9%	9%	9%
Not sure	53%	48%	57%	41%	46%	58%	65%	45%	55%	59%
Totals (Unweighted N)	100% (994)	100% (481)	100% (513)	100% (162)	100% (257)	100% (404)	100% (171)	100% (352)	100% (395)	100% (247)

  

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
500 million	11%	10%	14%	14%	11%	9%	13%	9%	11%	10%	13%
1 billion	14%	15%	6%	16%	14%	17%	16%	11%	16%	13%	15%
5 billion	13%	13%	16%	16%	14%	12%	14%	17%	12%	12%	13%
10 billion	9%	9%	14%	6%	9%	7%	13%	12%	12%	8%	6%
Not sure	53%	54%	49%	49%	52%	55%	44%	50%	49%	57%	53%
Totals (Unweighted N)	100% (994)	100% (763)	100% (110)	100% (121)	100% (391)	100% (283)	100% (184)	100% (172)	100% (216)	100% (343)	100% (263)