

CONSUMER PREFERENCES FOR FARM ANIMAL
WELFARE: RESULTS FROM A TELEPHONE SURVEY
OF U.S. HOUSEHOLDS

By

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CHAPTER I

INTRODUCTION

Animal agriculture has experienced two significant changes in recent decades. One is the widespread adoption of confinement production facilities for layers, broilers, hogs, veal, and to a lesser extent dairy and beef cattle. Another is increased consumer concern for the well-being of farm animals. These two changes result in conflict, as exemplified by recent state referenda in Arizona and Florida forcing farmers to alter production practices. Reconciling this conflict requires greater knowledge of consumer preferences for livestock and poultry production practices. The purpose of this research is to determine such preferences.

In the early portion of the 20th Century, most livestock were raised on diversified farms with plentiful space and outdoor access for the animals. As a result, farm animals exhibited many “natural” behaviors. Hogs were free to root in the soil and graze, and chickens were free to forage outdoors and lay eggs in nests. These opportunities were provided by the farmer not out of concern for the animal, but as a result of a lower level of technological and biological understanding. For example, hogs and chickens had to be let outdoors to obtain the vitamins, minerals, and other nutritional requirements that standard feeds at the time did not contain (Davis et al, 1928).

Over time, technologies were developed to overcome these feed deficiencies, in addition to other animal housing innovations, which made it more profitable to houselaying hens, broilers, veal calves, and hogs indoors for their entire lives, often in space allotments slightly larger than the animal itself. For example, although one hen needs approximately 252 square inches to stand, lie comfortably, and turn around freely (Dawkins and Hardie, 1989), modern confinement operations only furnish 48-67 square inches of space per bird.¹ While such farms provide enhanced protection from weather and predators, the expense of such buildings require they hold as many animals as possible, resulting in small space allotments. Moreover, technologies such as automatic egg retrieval belts and farrowing crates place the animal in unnatural settings. Although hens and sows have an instinct to build and raise offspring in nests, the retrieval belts and farrowing crates deny this behavioral need, resulting in stress for the animal.

Consequently, people who believe animals suffer in such confinement facilities have formed interest groups and raised funds to oppose so-called “factory” farms. Through this opposition, the farm animal welfare issue has become perhaps the most controversial and publicized animal agriculture topic over the past five years. Although the debate concerns numerous topics (e.g., tail docking, molting, lack of outdoor access, and the prohibition of other natural animal behaviors), the use of gestation crates and battery cages are the practices most targeted by animal advocacy groups, and have become a symbol of the farm animal debate.² Consumer reaction to these crates / cages have led to a flood of donations to animal advocacy organizations, which has forced policymakers, restaurants, and food retailers to consider animal welfare, often for the first time. Figure 1 provides a series of pictures and descriptions of modern hog, egg, and

broiler production facilities to provide some background for some of the more controversial practices.

The Humane Society of the United States (HSUS), Farm Sanctuary, People for the Ethical Treatment of Animals (PETA), and other such groups have received sizable donations to improve the lives of farm animals, and regardless of whether their actions have a positive benefits to livestock, their actions are felt by the agricultural community. Through legislation, voluntary bans, and activism, animal advocacy groups have eliminated the use of gestation crates in Florida, Arizona, Oregon, Colorado, and farms owned by Smithfield Foods (Arnot and Gauldin, 2006; Kilian, 2008; Gauldin, 2007).³ A pending House of Representatives bill (the Farm Animal Stewardship Purchasing Act) would require the government to ensure all egg and meat procurements comply with several animal welfare requirements (HSUS, 2007). The main, though not the sole, objective of these groups is to eliminate the use of small, confined cages for animals, such as the gestation stalls and battery cages shown in Figure 1 (Kilian, 2008). Food retailers have also responded to animal concerns. To comfort meat eaters who consider themselves compassionate carnivores, Whole Foods Market is developing an “animal compassionate” label, which assures consumers the animal was raised in a humane fashion. A number of other labels and animal welfare certifications are also available, such as certified humane and free-farmed labels (Martin, 2006). In 2003, the restaurant Chipotle began serving all natural raised meats, or “food with integrity”, which means, for example, hogs raised without the use of gestation crates and provided access to outdoors. Also, many restaurants and university cafeterias are demanding meat

products that exhibit high animal welfare characteristics, as seen by Burger King requiring 2% of their egg purchases to be cage-free (Smith 2007a, 2007b; Martin, 2007).

Perhaps the most important event concerning farm animal welfare will occur in California during November of 2008. Through the efforts of animal advocacy groups, California citizens will vote on the Prevention of Farm Animal Cruelty Act, which would ban the use of small, confined spaces and would require minimum space requirements for layers, chickens, veal calves, and hogs (Muirhead, 2008).

Studies have demonstrated that Americans as a whole are concerned about farm animal welfare. The Center for Food Integrity conducted a survey that revealed Americans consider humane farm animal treatment more important than worker care (Bennett, 2008). A survey of Ohioans revealed that a large majority of Americans agreed with the following statements: (1) even though some farm animals are used for meat, the quality of their lives is important; (2) the well-being of farm animals is just as important as the well-being of pets; and (3) farm animals should be protected from feeling pain. The survey also revealed that most Americans said they would pay more for meat coming from humanely treated animals (Rauch and Sharp, 2005), a result verified by two separate studies (Market Directions, 2006; Wilson, 2007).

Food producers and policymakers must now learn how to respond to concerns about farm animal welfare. This requires an understanding of how consumers prefer animals to be treated. For food producers who intend to target the compassionate carnivore, understanding how people's demographics characteristics relate to concerns for animal welfare will help them segment markets and develop niche marketing strategies. The objectives of this study are as follows.

Objective 1: Determine Consumer Attitudes toward Farm Animal Welfare and How Attitudes Vary by Demographic Characteristics

While it is clear that some individuals exhibit great concern for the well-being of farm animals, whether this concern extends to the general public is less clear. Overall concern for farm animal welfare is measured in this study by responses to three key survey questions administered in a nationwide telephone survey.

Concern for farm animal welfare has induced some producers to distinguish their food products with labels claiming better animal treatment. For example, the American Humane Association, Certified Humane and Animal Welfare Approved have created certification programs to ensure consumers that products with their label have been raised under higher standards of care. These labels have varying standards that their members must adhere to in order to classify for the program. Additionally, some producers market their product directly to food retailers and restaurants, touting high welfare standards in their marketing programs.

Effective marketing of animal-friendly products requires an understanding of how demographics correlate with animal welfare concerns. For example, conversations with one Iowa pork producer revealed that his customers on the West Coast placed a higher priority on animal welfare than those on the East Coast. If true, such information would aid other producers in establishing a profitable marketing campaign by concentrating on the Western U.S.

Additionally, consumer research has shown that when advertising towards men, one should tout a single specific reason for purchasing the product, whereas women are more influenced by advertising if given multiple reasons (Meyers-Levy, 1989;

Gigerenzer, 2007). When developing promotion campaigns for products such as Whole Foods Market's Animal Compassionate meat, it would be helpful to know whether women care more about animal welfare than men. For these and other reasons, to better understand how farm animal welfare views are affected by demographics, this research investigates how answers to survey questions about farm animal welfare varies across certain demographics such as gender, region and political affiliation.

Objective 2: Determine the Relative Desirability of Alternative Animal Production Practices

The increased awareness of humane food products can be largely attributable to animal advocacy groups such as HSUS, Farm Sanctuary and PETA. With a combined 11.5 million members and roughly \$134 million in revenue in recent years, these groups have enormous power to influence the food market (PETA 2008, Sarasohn 2006). These groups have made it clear what aspects of production they deem important for animal welfare. For example, such groups place a greater emphasis on space per animal rather than protection from injury by other animals.⁴ It is unlikely that the membership of animal advocacy groups is representative of the U.S. citizenry. Thus, it is not clear what the average American thinks is important for farm animal welfare. For example, is the American public more concerned about animals exhibiting "natural" behaviors or are they more concerned about freedom from injury and disease? This study seeks to answer this, and similar related questions.

Such information will not only aid policymaking, but help firms seeking premiums for greater animal care by determining the animal practices consumers value

most. When advertising how animals are raised or placing farm pictures on products, understanding the farm practices consumers perceive as best for the animal will help ensure a higher premium for these products and aid this nascent market in expanding. Thus, the second objective utilizes a survey question to measure which farm practices are deemed the most important for animal welfare by the U.S. population.

Survey Description

A telephone survey was administered in July 2007 to a random sample of the United States population, and 1,019 usable responses were obtained. The survey is administered through a stratified sample of the U.S. population citizenry who have home telephones. A large, stratified sample is pulled from the population with 17% of the sample from rural, 50% from suburban, and 33% from Urban households, which is consistent with U.S. demographics. To avoid sample selection bias, people were asked if they would participate in a “food preference study,” and were not aware that the specific topic related to farm animal welfare until after they agreed to participate.

Of the 6,365 phone numbers that were randomly selected from the U.S. population, 1,019 usable survey responses (including 17 partially completed surveys) are obtained implying a raw response rate of 16%. Of course, we are not able to reach an individual at every phone number in the data set. Of those people where at least some contact is made, 37% agreed to participate. The sample size of 1,019 respondents implies a sampling error of $\pm 3\%$ at the 95% confidence level for a dichotomous choice question. This implies, for example, that we can be 95% confident that the estimated percentage of people agreeing to a statement in the sample is within $\pm 3\%$ of the true percentage of

people agreeing to the statement in the population. As Table 1 demonstrates, the survey sample closely matches the makeup of the U.S. population, especially for region, political affiliation, and age. A greater proportion of females, individuals with college degrees, and higher income households participated than exists in the U.S. population.

The survey consists of three types of questions. The first set of questions asks respondents whether they strongly agree, agree, disagree, or strongly disagree with a series of statements. The response “neither agree nor disagree” is also an option. The second set of questions involves pair-wise comparison choices, where each individual is given two statements and must choose the statement that best meets some objective. For example, people may be asked which characteristic is more important for the welfare of farm animals: that they are allowed to exercise outdoors or that they are provided with comfortable bedding? For the first two question types, the ordering of the questions is varied randomly across surveys to prevent ordering effects. The third set of questions elicits demographic information. Each respondent answered a total of 48 questions, though only a subset of all questions is analyzed in the present research. The entire survey script and answers to questions not covered in this paper can be found at <http://asp.okstate.edu/baileynorwood/AW2/Appendices.pdf>.

CHAPTER II

METHODOLOGY

To measure attitudes towards farm animal welfare, respondents are asked to indicate the extent to which they agree with the following three statements: (Q1) I consider the well-being of farm animals when I make decisions about purchasing meat, (Q2) low meat prices are more important than the well-being of farm animals, and (Q3) the government should take an active role in promoting farm animal welfare. Respondents report their agreement with each statement on a scale from 1 to 5, where 1 is strongly disagree, 2 is disagree, 3 is neither disagree nor agree, 4 is agree, and 5 is strongly agree.

Overall welfare concerns are investigated by constructing histograms of responses to these three questions. The role of demographics in explaining variations in answers are examined in two ways. First, tabulated survey results across select demographics are conducted. Second, to better isolate the influence of any one demographic, an ordered logit model is employed using demographic variables as explanatory variables.

Tabulated results demonstrate how attitudes towards farm animal welfare varies across each demographic, without holding other demographic variables constant. Ordered logit models measure the same correlation, but do hold other demographics constant. Consider the hypothetical scenario. Suppose that Democrats are more likely to be concerned with animal welfare, and females are more likely to be Democrats. The tabulated results would show that being female and a being Democrat is correlated with a

greater concern for farm animals. However, ordered logit models would reveal that holding political affiliation constant, being a female does not influence attitudes, but holding gender constant, Democrats are more concerned with the well-being of farm animals.

The ordered logit results suggest that gender has no impact on attitudes, but this is misleading. Suppose a firm is considering advertising certified humane pork, and wishes to target television programs of Democrats – the demographic most concerned about animal welfare (in this hypothetical setting). It is difficult to determine which television programs are popular among Democrats, but much easier to determine which programs are popular among females. In this case, the firm would not want to disregard the fact that females are more concerned for farm animals, even if it because females tend to be Democrats, and would find the tabulated results more useful than the ordered logit results.

Ordered Logit Models

The ordered logit model assumes latent attitudes towards the three statements follow the following equation:

(1)

$$y^* = \beta'X + \varepsilon = \beta_0 + \beta_1 X_{female} + \beta_2 X_{Republican} + \beta_3 X_{Democrat} + \beta_4 X_{Independent} + \beta_5 X_{Income} + \beta_6 X_{Pop.Density} + \beta_7 X_{Northeast} + \beta_8 X_{Midwest} + \beta_9 X_{South} + \beta_{10} X_{BS} + \beta_{11} X_{Age} + \varepsilon$$

where y^* is the latent or unobserved attitude, X is a vector of demographics, β is a parameter vector to be estimated, and ε is a Type I Extreme Value error term. The demographic variables shown above include a series of dummy variable for: females;

those politically affiliated with Republicans, Democrats, or Independents; household incomes above \$50,000; those residing in the Northeast, Midwest, or South; and respondents with at least a Bachelor's Degree. The intercept then refers to males who do not consider themselves Republicans, Democrats, or Independents, have a household income less than \$50,000, reside in the Western region of the U.S., and do not have a Bachelor's degree. Two continuous variables are the respondents' age divided by ten and the population density of each respondent's county, measured in thousands of people per square mile.

In (1), y^* indicates a general attitude towards a statement presented to the respondent. While their exact attitude is unobserved, people provide information on the degree to which they agree with the statement. The mapping of the latent attitude into statements of agreement is assumed to follow the process below.

$$\begin{aligned}
 (2) \quad y &= 0 \text{ if } y^* \leq 0, \text{ strongly disagree} \\
 &= 1 \text{ if } 0 < y^* \leq \mu_1, \text{ disagree} \\
 &= 2 \text{ if } \mu_1 < y^* \leq \mu_2, \text{ neither agree nor disagree} \\
 &= 3 \text{ if } \mu_2 < y^* \leq \mu_3, \text{ agree} \\
 &= 4 \text{ if } \mu_3 \leq y^*, \text{ strongly agree}
 \end{aligned}$$

For example, if the person strongly disagrees with a statement the unobserved $y^* < 0$ but the observed $y = 0$. The μ_i 's are unknown parameters that are estimated with the β_i 's in the model. The ordered logit model describes the probability of a respondent answering in any of the five categories, where $\Phi(z)$ is the logistic distribution $\frac{e^z}{1+e^z}$.

$$\begin{aligned}
 (3) \quad \text{Prob}(y = 0) &= \Phi(-\beta'X) \\
 \text{Prob}(y = 1) &= \Phi(\mu_1 - \beta'X) - \Phi(-\beta'X)
 \end{aligned}$$

$$\text{Prob}(y = 2) = \Phi(\mu_2 - \beta'X) - \Phi(\mu_1 - \beta'X)$$

$$\text{Prob}(y = 3) = \Phi(\mu_3 - \beta'X) - \Phi(\mu_2 - \beta'X)$$

$$\text{Prob}(y = 4) = 1 - \Phi(\mu_4 - \beta'X)$$

Given the probabilities for each category, the β_i 's and μ_i 's are chosen to maximize the following log-likelihood function, where i denotes a respondent, j refers to one of the five possible responses, and $I[a = b]$ is an indicator function that equals one if a equals b and zero otherwise.

$$(4) \text{LLF}(\beta, \mu) = \sum_{i=0}^4 \sum_i I[y = j] \log (\Phi(\mu_j - \beta'X) - \Phi(\mu_{j-1} - \beta'X))$$

Logit Models

To achieve the second objective of determining which production practices consumers believe are most conducive to high animal welfare, respondents are given a series of six questions, where each question is a randomly assigned pair of practices and the respondent is asked which they believe is more important for animal well-being. For example, some respondents were asked, "Is it more important that farm animals be provided shelter at a comfortable temperature or be allowed to exercise outdoors?" The percentage of individuals who choose the former rather than the latter indicates its perceived relative importance for animal welfare. Each respondent faces six of these pairwise comparison questions.

A total of nine production practices are available for use in the pairwise comparison: (1) receiving treatment for injury and disease, (2) being allowed to exhibit normal behaviors, (3) receiving ample food and water, (4) provided shelter at a comfortable temperature, (5) provided comfortable bedding, (6) allowed to exercise

outdoors, (7) protected from being harmed by other animals, (8) allowed to socialize with other animals, and (9) raised in a way to keep prices low. This last measure is irrelevant to farm animal welfare, but helps measure consumers' willingness to pay higher prices in exchange for greater animal care.

To measure the relative importance of each production practice across all respondents, a conditional logit model is used to summarize the responses. It is assumed that the importance any one individual places on each attribute is determined as follows:

- (5) 5.a. Receiving treatment for injury and disease: $U_a = \beta_a + e_a$
5.b. Being allowed to exhibit normal behaviors: $U_b = \beta_b + e_b$
5.c. Receiving ample food and water: $U_c = \beta_c + e_c$
5.d. Provided shelter at a comfortable temperature: $U_d = \beta_d + e_d$
5.e. Provided comfortable bedding: $U_e = \beta_e + e_e$
5.f. Allowed to exercise outdoors: $U_f = \beta_f + e_f$
5.g. Protected from being harmed by other animals: $U_g = \beta_g + e_g$
5.h. Allowed to socialize with other animals: $U_h = \beta_h + e_h$
5.i. Raised in a way to keep prices low: $U_i = \beta_i + e_i$

Although the "U" is typically interpreted as the utility of consuming a good, in this case it is the perceived importance of a practice for animal well-being. In (4), β_i is a constant, common parameter across all individuals and e_i is a stochastic term that accounts for differences in individuals. The term e_i is assumed to be distributed according to the Extreme I Value error distribution, which gives rise to the conditional logit model. The logit model calculates values of β_i consistent with responses given by the subjects. For example, if more individuals indicate issue i is more important than issue j than those

who say issue j is more important, then the estimate of β_i will be larger than that of β_j . A more intuitive interpretation of the parameters is provided by calculating “importance scores,” discussed shortly.

The probability that factor i is more important than factor j equals the probability that $U_i > U_j$, which equals the probability that: $\beta_i + e_i > \beta_j + e_j$, or $\beta_i - \beta_j > e_j - e_i$. Given the distributional assumption of e , this probability equals $\Pr_{i>j} = \frac{e^{\beta_i - \beta_j}}{1 + e^{\beta_i - \beta_j}}$ (Kutner, Nachsheim, Neter 2004). Consequently, the probability that j is more important equals $1 - \Pr_{i>j}$.

A variable Y is created which equals one if factor i is indeed more important to the respondent and $Y = 0$ if factor j is more important. The β_i 's are chosen to maximize the following log-likelihood function, where i denotes an individual and q denotes which of the six pairwise comparisons is being asked.

$$(6) \quad \text{LLF} = \sum_i \sum_q Y_{i,q} \ln(\Pr_{i>j}) + (1 - Y_{i,q}) (\ln(1 - \Pr_{i>j}))$$

For estimation, the logit model requires one β_i be normalized to zero. Although the signs of the logit estimates are instructive, the magnitudes of the estimates have no meaningful interpretation. For an intuitive interpretation of the logit model results, the estimated parameters are used to construct importance scores indicating the relative importance of each attribute on a ratio scale where all scores must sum to 100. This score can also be interpreted as the percent of individuals predicted to perceive any one practice to be the most important for animal well-being. If twice as many individuals indicate issue i is more important than issue j than those who say issue j is more important, then the importance score of issue i will be roughly twice the value of the score for issue j . The percentage of people who say issue i is the most important issue is calculated as

$$I_i = \frac{e^{\hat{\beta}_i}}{\sum_j e^{\hat{\beta}_j}} \quad (7) \quad (\text{Kutner, Nachsheim, Neter 2004}).$$

Latent Class Logit

It is likely that individuals differ in their preferences for how animals should be treated. For example, some may feel animals who have retained natural instincts should be able to express behaviors such as rooting in the soil and nest-building, while others have plainly stated, “here is what animals need for proper animal welfare: protection from predators, protection from the environment, feed and water on a daily basis,” (Loos, 2008).

To capture potential preference differences, a latent class logit model is estimated. The model is similar to the conditional logit in the previous section in that a parameter vector β is estimated containing elements representing the importance of each farm practice.

The difference is that consumers are divided into distinct groups, and a separate parameter vector β is estimated for each group. This model assumes a fixed number of classes, c , and estimates a different set of parameters for each class. For example, if there are three classes ($c = 3$), three separate values of β are calculated, one for each class.

Additionally, a class membership parameter is estimated signifying the proportion of the sample estimated to belong to each class. To determine the number of classes, latent class logit models are estimated for various numbers of classes and the Bayesian Information Criterion (BIC) is calculated for each model. The number of classes which minimizes the BIC is then chosen as the optimal number of classes.

Finally, the probability of a respondent belonging in any one class can be calculated by comparing their survey responses to the parameter values for each class.

This allows each class to be described by the demographics of its members. Each individual is assumed to belong to the class for which they possess the highest probability of belonging,⁵ and the demographics of each class membership is tabulated to determine how differences in preferences for production practices are determined by demographics. All estimations are conducted in *NLOGIT*.

CHAPTER III

FINDINGS

To gauge the general attitude of Americans towards farm animal welfare topics, Figure 2 displays a histogram of responses to three statements about farm animal welfare. A large proportion of respondents state they consider animal well-being when purchasing food products. The majority of respondents consider animal well-being to be more important than low meat prices. This suggests consumers are willing to pay higher food prices if they believe doing so would ensure greater animal well-being. Finally, the vast majority of individuals state that the government should be active in promoting farm animal welfare. This suggests that regulation of livestock production practices intended to promote animal care, while unwelcome to most producers, may not be opposed by consumers at-large.

Contrasting the percent of responses in the strongly agree and strongly disagree categories, relative to the more moderate categories, indicates the degree of polarity in farm animal welfare views. For example, if half of respondents indicated strongly agree and the other half strongly disagree, this would be the largest degree of polarity possible. Observing Figure 2, the strongest polarity exists for whether people consider animal well-being in their purchasing decisions. This topic also has the largest proportion of “neither” responses, however, suggesting both polarity and neutrality across subjects. Most individuals have some opinion as to whether government should promote farm

animal welfare, and though a significant portion is against regulation, most are for government regulation.

To assess how certain demographics alter attitudes towards these three statements, tabulated results are provided in Table 2. Additionally, ordered logit models are estimated with demographic variables as explanatory variables.

Demographic Effects: Tabulated Results

The tabulated results for the statement, “I consider the well-being of farm animals when I make decisions about purchasing meat,” suggest animal welfare is a larger concern for females than males: 44% of males agree with this statement compared to 60% of females. Responses to the other two statements confirm this finding. While little regional effect is displayed for Question 2 (Q2), large differences exist for the Northeast region in Q1 and Q3. This is contrary to the conventional wisdom that people living in the Western U.S. have greater animal welfare concerns -- it is people in the Northeast who exhibit the greatest concern.

Regarding political affiliation, it is not surprising that Republicans are less enthusiastic about government regulation in Q3, but they are also much less likely to consider animal welfare when making meat purchases. Independents better resemble Democrats in Q1, but are closer to Republicans in Q3, with little difference for any political group in Q2.

Surprisingly, those with larger incomes and more education are less likely to state they consider animal welfare at the grocery store, as shown in Q1. Income differences in

the other two questions are small. Population density and age have little impact on the variability of responses.

Demographic Effects: Ordered Logit Models

The ordered logit results in Table 3 also suggest a greater concern among females, as the *female* coefficient is statistically significant for all questions. A positive coefficient indicates a greater propensity to agree with the statement, so the positive sign for the first question, negative sign in the second question, and positive sign in the third question signifies greater animal concern. Also, note that *female* is the only coefficient that is statistically significant across all questions.

The dummy variable for Democrats is significant in two of the three models. Consistent with the tabulated results, the coefficients for Democrats in Q2 and Q3 indicate a greater concern for animal well-being and higher acceptance of government regulation to ensure well-being. With significant, negative coefficients in Q1 and Q3, Republicans exhibit less concern for animal care and government regulation of animal care. Also significant in two models are the dummy variables for Northeast residents of the U.S., indicating they are more likely to consider animal welfare at the grocery store and support government regulation. Respondents with high income again displayed counter-intuitive results: they place less importance on animal care at the grocery store and are less enthusiastic about farm animal regulation.

Variables with one significant coefficient include the dummy variable for Midwest residents, who are more likely to agree that low meat prices take precedence over farm animal welfare, and the population density variable, which suggests residents

living in counties with greater population densities are more accepting of government regulation of farm production practices.

Across all three ordered logit models, it is clear that gender, geographic region, and political affiliation each play an important role in determining preferences for farm animal welfare, holding other factors constant. In each of the three questions, at least one gender, geographic region, or political affiliation variable contains a statistically significant coefficient. Females, Northeast U.S. residents, and Democrats each exhibit stronger preferences for ensuring the well-being of farm animals, through government regulation and private purchases.

For space considerations, and statistical parsimony, other demographic variables such as religion, race, vegetarians, and pet ownership are not shown, though tabulated results can be found online, along with the tabulated results to other related survey questions.⁶ These online results reveal that the relatively low number of non-Christians make religion comparisons difficult. Sometimes Hispanics preferences better resemble African Americans, and other times they better resemble White Americans. Vegetarians obviously exhibit a greater concern for farm animal care, but surprisingly, the responses for pet owners and non-pet owners are almost indistinguishable.

Preferences for Livestock Production Practices: Conditional Logit Results

The importance of various farm production practices, as perceived by consumers, is reported in Table 4. The characteristics are listed in descending order of importance. All the factors are statistically significant, which indicates that that the importance of each factor is statistically different from the factor “protected from being harmed by other

animals”, which is normalized to zero. Furthermore, as indicated by the \neq symbols in Table 4, most coefficients are statistically different from each other. However, the coefficients for allowing animals to exhibit natural behaviors and access to outdoors are not statistically different, and neither are the coefficients for low prices and comfortable bedding.

The importance scores convert the coefficients to a scale which makes the estimates easier to interpret. The importance scores can be interpreted as the predicted probability an individual would deem a practice the single most important practices from the set. For example, the estimates predict that of the nine practices, 38% would deem food and water the most important in terms of animal welfare, while only 1.72% would deem comfortable bedding the most important practice. Consequently, the importance scores sum to 100% and have a useful interpretation. The greater the importance score the more important the practice, and the relative values of the scores provides a measure of their relative importance. For example, the score for exercise outdoors is about 8%, compared to the score of about 4% for shelter. This implies that individuals consider providing animals opportunities to exercise outdoors to be twice as important as providing shelter at a comfortable temperature.

Receiving ample food and water and receiving treatment for injury and disease are the two most important practices. This is not surprising given they are the most important needs for survival. Being allowed to exhibit normal behaviors and exercise outdoors are next in importance. This may imply that for consumers who believe farm animals still maintain natural instincts, allowing them to exhibit these instincts is important (even if the purpose of the behavior is no longer necessary). This is consistent

with Wilson (2008), who found a significant demand for natural labeling, especially when combined with humane traits.

What practices constitute “normal behaviors” are not specified in the survey. In principle they include activities such as dust bathing by birds and nest building by sows, but it is not clear whether these are the activities the respondent considers when taking the survey. The wide variety of normal behaviors, and its specificity to each particular species, requires this practice to assume a more vague definition than the other practices. This nuance should be taken into account when interpreting the results.

Protection from harm by other animals is next in importance, followed by shelter at a comfortable temperature and socialization. Protection and shelter are the main advantages of modern confinement facilities, where animals are housed in temperature-controlled building for comfort and small groups to prevent fighting. The fact that shelter and protection are more important than socialization has implications for sow management. Sows are kept in individual stalls instead of groups, partly because sows frequently injure one another in groups. The numbers in Table 4 indicate that consumers support this practice, but also suggest they do not approve of the fact that gestation stalls prevent natural behaviors such as rooting and do not allow access to outdoors. All practices considered, one could reasonably conclude that consumers prefer pasture systems that include access to shelter over confinement facilities, but if a confinement facility is used, consumers prefer gestation stalls over gestation pens, assuming both provide the same space per sow (see Figure 1).

Raising animals in a way to keep food prices low is the next to lowest practice in terms of consumer importance. The low priority given to food prices reiterates the

previous finding (i.e. responses to Q2 in Figure 2 and Table 2) that consumers do not wish low prices to be realized at the expense of animal well-being. The practice lowest in importance is the provision of comfortable bedding. Overall, Table 4 suggests that consumers view farm animals as sentient beings with natural instincts, who should be allowed to exhibit their normal behaviors and have access to outdoors, which is not an accurate description of modern hog, broiler, and egg confinement facilities. Not only do consumers overall feel animals suffer from being kept indoors and prevented from exhibiting natural behaviors, but that suffering is important to the average consumer. Of course, whether consumers are truly willing to pay the higher prices necessary to allow these normal behaviors cannot be determined from the present research, nor can the question of how these responses would change if respondents were given objective information regarding the science of farm animal welfare.

Heterogeneous Preferences for Livestock Production Practices: Latent Class Logit Results

A latent class model consisting of three classes produces the lowest BIC value, the results of which is seen in Table 5. Class 1, referred to as *Naturalists*, value allowing animals to exhibit normal behaviors and exercise outdoors far more than individuals in the other two classes. These consumers view animals more akin to their wild counterparts, in that little management is needed to ensure animal well-being other than allowing animals to act naturally. Shelter, protection, bedding, and protection are relatively unimportant compared to outdoor access and ability to exhibit natural behaviors. As Table 5 shows, approximately 46% of consumers belong to this class. The description of naturalists

mirrors the interpretation of the logit model in Table 4, and the *Naturalists* constitutes the largest of the three classes. The preferences revealed in the logit model of Table 4 are therefore driven largely by this class of consumers.

For the *Naturalists*, price is relatively unimportant, possessing an importance score of only 0.83% compared to the 19.27% score for allowing animals to exhibit normal behaviors. The second class, however, has an importance score for price of 22.23%, which is much larger than the other two classes. Consequently, this class is referred to as *Price Seekers*. Besides food, water, and injury and disease treatment, which are the most important practices for all groups, *Price Seekers* place the most importance on protection from harm by other animals. Only 14% of respondents belong to the *Price Seekers* class, and members of this class will quickly sacrifice farm animal amenities such as comfortable bedding and access to outdoors in return for lower food prices.

The third class is labeled *Descartes' Entourage*, but the label is only partly appropriate. Rene Descartes was a French philosopher who viewed animals as machines, no different from inanimate objects. According to Descartes, a hog could neither feel desire nor experience pain. The third class is given this label due to the fact that the two practices of providing the basic needs of food, water, and injury/disease treatment importance scores sum to over 80%. According to *Descartes' Entourage*, as long as animals are fed, watered, and kept alive, little else is of importance. As a car engine needs primarily just gas and oil, this class sees animals as needing only its basic needs met.

While this label initially paints members of this class as insensitive to animal well-being, note the low importance score assigned to price – the lowest score of the three classes and very close to the *Naturalists*. Compared to *Naturalists*, *Descartes' Entourage* have a much shorter list of animals' needs, but like the *Naturalists*, will pay higher prices to ensure these needs are met. In many respects, *Descartes' Entourage* resembles *Price Seekers* closely, save for the importance place on price. Moreover, the third class has a much larger membership, representing 40% of the sample.

The demographics of the individuals comprising each class of Table 5 are provided in Table 6. Across the three classes, the class membership profiles do not change drastically within any category. Males comprise a larger proportion of *Price Seekers* relative to the other classes, as do Republicans, while Democrats and those with lower household incomes are less likely to belong to the *Price Seekers* class. This is consistent with the results in Tables 2 and 3, which show Republicans and males are more likely to sacrifice animal well-being in exchange for lower food prices. Class members do not differ greatly along regional, population density, educational attainment, or age. Whatever factors are responsible for creating heterogeneity in preferences for livestock production practices, they are not measured well by demographic variables.

CHAPTER IV

CONCLUSION

St. Francis of Assisi is the patron saint of animals. Legend suggests he preached to birds and settled a peace negotiation between the City of Gubbio and a man-eating wolf. Although the saint died in 1226, some Catholics continue his devotion to animals. One Catholic Church in Tulsa, Oklahoma hosts ceremonies where members can bring their pets to be blessed by the priest. When asked whether pets go to heaven, the priest replies, “You betcha,” (Harper, 2008).

At the same time and in the same state where this priest confers a blessing to dogs and cats, state legislatures are devising a referendum that would modify the state constitution to protect citizens’ right to hunt, trap, and fish. While no current barrier exists, observing the power of some animal advocacy organizations, one of the bill’s sponsors explained, “This bill gives our citizens the chance to step up and protect their rights from being stolen by people who have no respect for our traditions and values,” (Pearson, 2008). The juxtaposition of the church service for pets and the referendum to protect animal trapping illustrates the opposing animal attitudes that will continue to provide fodder to the animal welfare debate. The objective of this study is to further explore these attitudes in references to farm animals.

Utilizing a phone survey of over 1,000 U.S. residents, this research investigates the extent to which individuals agree with three statements regarding farm animal

welfare. The responses indicate a concern for farm animal treatment, with a majority of individuals stating they consider animal well-being in their shopping decisions, consider animal well-being more important than low meat prices, and approve of government regulation to promote farm animal welfare.

Understanding how attitudes towards farm animal treatment vary by demographics may help meat producers tailor meat products towards those with a greater concern for animal well-being, and help predict how future livestock regulations will vary across regions. The results indicate that gender, geography, political affiliation, and income helps predict farm animal welfare views. Females, residents in the Northeastern U.S., and Democrats exhibit a greater concern for farm animal welfare. They, along with consumers from densely populated areas, also favor government regulation to protect farm animals. Republicans are less concerned with animal welfare and are more likely to oppose government regulation, and consumers from the Midwest are more willing to sacrifice animal well-being in return for low food prices. Surprisingly, respondents with household incomes over \$50,000 show less concern for the well-being of farm animals and do not want government to interfere with the production decisions of livestock farmers.

If consumer demand for increased animal well-being is to translate into changes at the farm level, it is helpful to understand what specific production practices consumers deem most important for animal welfare. The survey results show that, not surprisingly, providing ample food, water, and treatment for injury and disease are the most importance practices. Respondents favor production practices that allow animals to behave naturally, by giving them access to outdoors and the opportunity to exhibit normal

behaviors. Protecting farm animals from the weather and predators follows in importance, while shelter, socialization, and comfortable bedding are the least importance practices.

A closer investigation reveals that respondents do not all agree on the ranking of animal production practices, and are best categorized into one of three groups. The largest group of respondents place great importance in allowing animals to behave naturally and be granted access to outdoors. The second largest group deem it of utmost importance to make sure animals are well fed and watered and receive treatment for injury and disease, while other production practices are considered relatively unimportant. The third and smallest group places a greater emphasis on low food prices, and less importance on animal well-being in general. The demographic profile of the respondents is similar across the three classes, although males, Republicans, and those with higher household incomes have a larger representation in the smallest class, who place greater priority on low meat prices at the expense of animal welfare than the other two groups.

There are many questions that warrant future research. Most consumers know little about modern livestock production practices, and are not provided any information prior to being asked questions about farm animal welfare in this survey. Investigating preferences and attitudes after providing respondents with basic information on the justification for practices such as cages and stalls might not help predict how consumers would behave in a grocery store, because such information is not provided in grocery stores. Yet policy makers may wish regulations to be guided by an informed citizenry. In these cases, the provision of information prior to the survey would be valuable.

The survey responses suggest the presence of social desirability bias and hypothetical bias. More than half of the respondents indicate they consider animal well-being in their purchasing decisions, yet it is unclear exactly how such considerations are made in the normal grocery store. The average consumer knows little about livestock production practices and it is rare for stores to sell products differentiated by animal treatment. On the other hand, although animal products are rarely differentiated by animal treatment, consumers indicating they consider animal welfare could simply be abstaining from rare items such as veal and foie gras. Since few consumers consume veal and foie gras on a regular basis, the majority of consumers indicate they consider animal welfare may not be biased.

The vast majority of respondents state that animal welfare is more important than low meat prices. The large literature regarding hypothetical bias suggests their willingness to pay higher prices may be overstated. Using non-hypothetical choice experiments or auctions to measure willingness-to-pay for improved animal treatment would help determine whether these responses are subject to a bias, and if they are, would help correct for the biases.

Finally, it would be helpful to ask questions about specific policies related to animal welfare. For example, the survey instrument asks people whether government should take an active role in promoting farm animal welfare, but does not specify what “an active role” entails. Consumers may imagine it entails preventing rare events such as animal starvation, or widespread practices such as castration without anesthetic. Both examples pertain to animal welfare, but have vastly different policy implications.

Though many questions remain regarding the contentious issue of farm animal welfare, many are answered in this research. Should farmers and food processors decide to pursue premiums in exchange for higher standards of care, the results of this study provide insights into the attitudes and demographics of the target market. This study also articulates what attributes consumers desire in the raising of farm animals. Additionally, the current trend is for increased regulation of livestock production, and this study provides evidence on the degree of enthusiasm for increased regulation, and what consumers believe those regulations should seek in the everyday lives of farm animals.

Footnotes

1. For example, the United Egg Producers Animal Welfare Certification, which is promoted as delivering “optimal bird welfare” on their website, provides 67 square inches per bird. We visited a farm that did not elect for this certification because the space requirements are too large. This farm indicated they provide 48 square inches per bird.

2. Gestation stalls are metal stalls approximately seven feet long and two feet wide. Such stalls are a little larger than the sow herself, allowing her to stand and lie but not walk or turn around. Stalls are used instead of group pens because it allows housing more sows in one buildings and protects sows from injuring each other. Battery cages are cages that house 4-7 birds per cage, providing 48-67 square inches per bird. See Figure 1 for pictures of these stalls and cages.

3. These groups have a large presence on the internet also. *Meet Your Meat* is a video easily accessible on YouTube.com portraying animal cruelty on livestock farms, and has been experience large circulation among internet users.

4. If gestation crate and battery cages are banned, the animals will still be kept indoors and in small spaces. The animals are still have small space availability, but are no longer protected from animal aggression by the cages. For example, farms that cannot or choose not to use gestation crates for sows will generally use group pens instead (see Figure 1).

Banning the battery cages will increase the number of cage-free facilities, but this leads to the large cramped groups of hens shown in Figure 1 which lead to significant injury from hen aggression. As a result, animal welfare may not be improved by the crate/cage bans. For example, scientific studies show sow welfare is equivalent using gestation crates or group pens (Sow Housing Task Force Report). A group of leading animal scientists have made public statements regarding such bans, as can be found in Curtis, Grandin, and McGlone (2007).

5. This probability is calculated as follows. As part of the maximum likelihood estimation, the probability of a respondent belonging to a particular class is estimated. This probability is one number, and is the same for all individuals. This probability is used as the prior probability in Baye's theorem to estimate the probability of each individual belonging to a particular class, given their answers to the survey questions (Greene, 2002).

6. The survey script and tabulated results for all questions can be found at <http://asp.okstate.edu/baileynorwood/Bailey/Research/Appendices.pdf>.

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APPENDICES



Figure 1. Scenes from Animal Confinement Operations

Shown from upper left to bottom right:
farrowing crate

gestation stall

gestation pen (permission granted from Feedstuffs)

battery cage (permission granted from United Egg Producers)

cage-free egg production facility (permission granted from United Egg Producers)

broiler production facility

hatchery

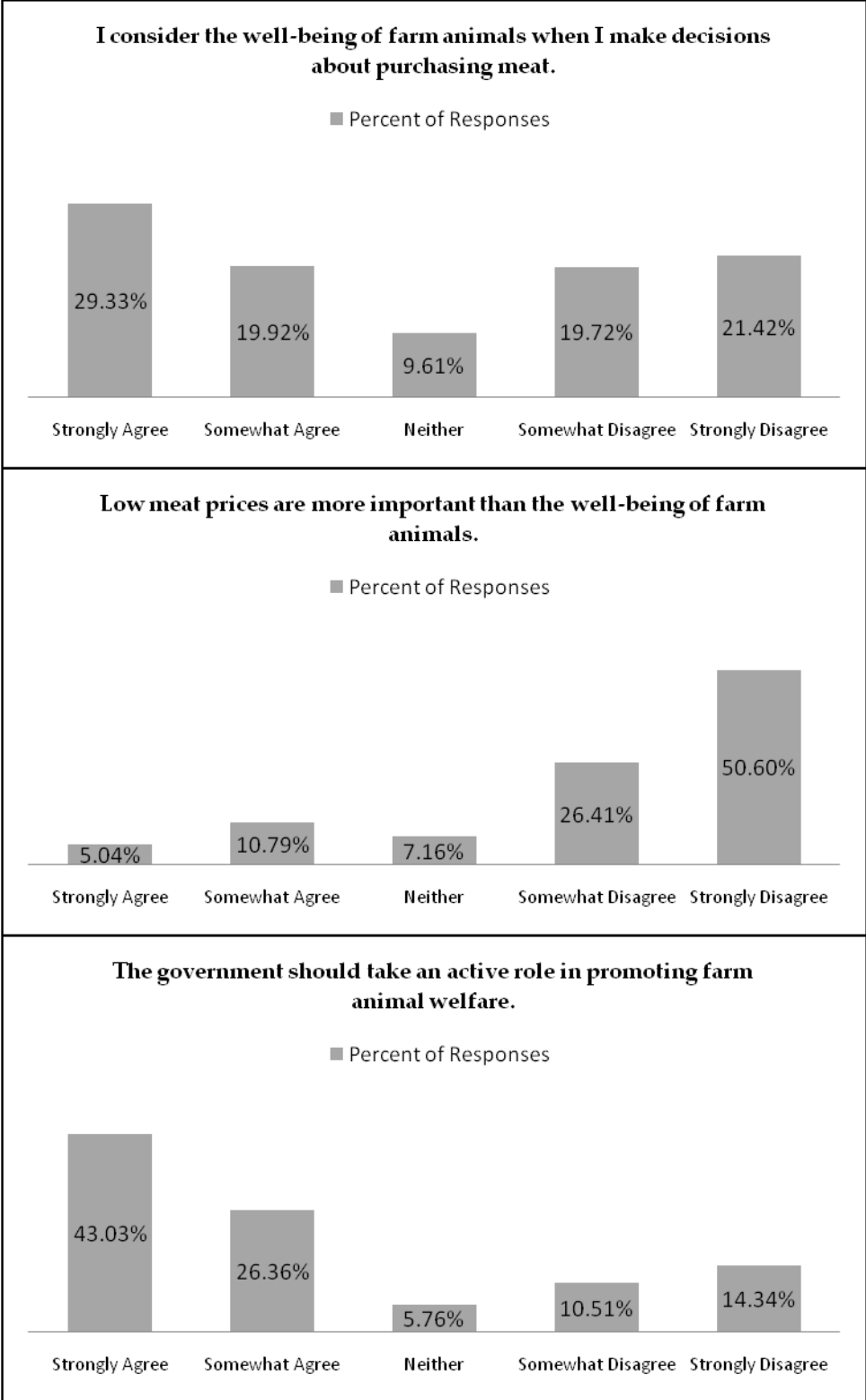


Figure 2. Histogram of Responses to Three Farm Animal Welfare Statements (N > 1,000)

Table 1. Demographics of Survey Respondents and the U.S. Population

	Survey Sample	U.S. Population
Percent Male	35%	49%
Percent Female	65%	51%
Percent Northeast*	15%	18%
Percent Midwest*	28%	22%
Percent South*	34%	36%
Percent West*	23%	23%
Percent Republican	28%	29% ^a
Percent Democrat	33%	36% ^a
Percent Independent	26%	28% ^a
Percent Other	13%	7% ^a
Percent with Annual Income \$0-49,999	55%	50%
Percent with Annual Income \$50,000 or more	45%	50%
Average Population Density	1068	80-2,562 ^b
Percent without Bachelor's Degree	61%	72%
Percent with Bachelor's Degree	39%	28%
Average Age	52	49 ^c

Sources: U.S. Census Bureau, Annual Demographic Survey.

*Northeast: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New Jersey, New York, Pennsylvania.

*Midwest: Indiana, Illinois, Michigan, Ohio, Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.

*South: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, Texas.

*West: Arizona, Colorado, Idaho, New Mexico, Montana, Utah, Nevada, Wyoming, Alaska, California, Hawaii, Oregon, Washington.

^a Percentage is of registered voters.

^b Dividing the total land mass by the U.S. population suggests an average population density of 80 people per square mile for the U.S., compared to the sample density of 1,068. Yet this number does not accurately describe places individuals actually live due to the vast empty spaces in the U.S. Other calculations (Lugo, 2008) suggest the median American lives in an area of 2,561.6 people per square mile.

^c For the head of household (person who owns or leases the housing unit).

Table 2. Tabulated Results to Select Farm Animal Welfare Questions

	Question 1 (Q1): I consider the well-being of farm animals when I make decisions about purchasing meat			Question 2 (Q2): Low meat prices are more important than the well-being of farm animals.			Question 3 (Q3): The government should take an active role in promoting farm animal welfare.		
	Agree	Disagree	Responses	Agree	Disagree	Responses	Agree	Disagree	Responses
Gender									
Male	44%	56%	307	24%	76%	310	67%	33%	323
Female	60%	40%	581	14%	86%	601	77%	23%	600
Region									
Northeast	66%	34%	127	17%	83%	134	84%	16%	125
Midwest	53%	47%	234	17%	83%	246	70%	30%	252
South	50%	50%	292	16%	84%	294	74%	26%	306
West	55%	45%	198	18%	82%	198	70%	30%	198
Politics									
Republican	39%	61%	235	21%	79%	243	64%	36%	238
Democrat	61%	39%	284	15%	85%	296	84%	16%	297
Independent	57%	43%	221	15%	85%	216	71%	29%	226
Other	60%	40%	99	20%	80%	102	70%	30%	109
Household Income									
0-\$49,999	65%	35%	329	17%	83%	341	76%	24%	342
\$50,000+	44%	56%	402	19%	81%	408	70%	30%	418
Population Density									
0-1067	56%	44%	701	16%	84%	721	72%	28%	721
1068+	47%	53%	150	19%	81%	161	78%	22%	161
Education									
Non B.S.	60%	40%	537	19%	81%	563	72%	28%	567
B.S.	45%	55%	344	14%	86%	341	76%	24%	349
Age									
18-34	50%	50%	159	16%	84%	164	78%	22%	167
35-59	54%	46%	470	17%	83%	477	73%	27%	479
60 or older	57%	43%	240	17%	83%	249	73%	27%	258

Notes: Population density is measured in people per square mile. Given the sample size, the standard error for the percents in each category will be approximately 3%. Strongly agree and somewhat agree are combined to form the agree category. Also, strongly disagree and somewhat disagree are combined to form the disagree category. All neither responses were thrown out, as well as any responses with unknown demographics.

Table 3. Ordered Logit Results

Explanatory Variables	Q1: I consider the well-being of farm animals when I make decisions about purchasing meat.	Q2: Low meat prices are more important than the well-being of farm animals.	Q3: The government should take an active role in promoting farm animal welfare.
Intercept	1.48 (0.32)	0.38 (0.35)	1.93** (0.35)
Female	.56** (0.14)	-0.62** (0.15)	0.46** (0.14)
Northeast	0.40** (0.22)	0.14 (0.24)	0.57** (0.24)
Midwest	-0.23 (0.19)	0.33** (0.20)	0.00 (0.19)
South	-0.17 (0.18)	0.16 (0.19)	0.16 (0.18)
Republican	-0.48** (0.23)	0.08 (0.24)	-0.45** (0.24)
Democrat	0.27 (0.22)	-0.49** (0.24)	0.53** (0.23)
Independent	0.05 (0.23)	-0.25 (0.24)	-0.19 (0.24)
High Income	-0.67** (0.15)	0.23 (0.16)	-0.43** (0.15)
Pop. Density	-0.02 (0.01)	-0.02 (0.01)	0.05** (0.02)
B.S. Degree	-0.20 (0.15)	-0.05 (0.15)	0.10 (0.15)
Age	0.02 (0.04)	-0.01 (0.05)	-0.06 (0.04)

Notes: threshold levels for the ordered logit models are as follows.

0=Str. Disagree	$X < 0$	$X < 0$	$X < 0$
1=So. Disagree	$0 \leq X < 1.05$	$0 \leq X < 1.20$	$0 \leq X < 0.76$
2=Neither	$1.05 \leq X < 1.45$	$1.20 \leq X < 1.69$	$0.76 \leq X < 1.06$
3=So. Agree	$1.45 \leq X < 2.40$	$1.69 \leq X < 3.03$	$1.06 \leq X < 2.17$
4=Str. Agree	$2.40 > X$	$X > 3.03$	$2.17 > X$

** refers to statistical significant at the 5% level. Population density is measured as every thousand people/square mile, Age is the age of the respondent divided by ten. The high income dummy variable refers to respondents with a household income above \$50,000. Excluded dummy variables include "other" political affiliations, no B.S. degree, residents of the Western U.S. region, and males.

Table 4: Importance of Livestock Production Practices as Perceived by Consumers

Production Practice Refers to Farm Animal...	Conditional Logit Estimate	Importance Score
	<i>Parameter Estimates</i> (Standard Errors)	
Receiving Ample Food and Water	1.87** (0.11) ≠	38.43%
Receiving Treatment for Injury and Disease	1.59** (0.10) ≠	29.05%
Being Allowed to Exhibit Normal Behaviors	0.31** (0.08) =	8.01%
Allowed to Exercise Outdoors	0.30** (0.09) ≠	7.95%
Protected from Being Harmed by Other Animals	0 ----- ≠	5.90%
Provided Shelter at a Comfortable Temperature	-0.29** (0.09) ≠	4.43%
Allowed to Socialize with Other Animals	-0.76** (0.09) ≠	2.76%
Raised in a Way to Keep Food Prices Low	-1.22** (0.09) =	1.75%
Provided Comfortable Bedding	-1.23** (0.09)	1.72%

Notes: ** denote significance at the 5% level. The coefficient for “protected from...” is normalized to equal zero and therefore has no standard error. ≠ indicates coefficients above and below are statistically different, as indicated by t-tests assuming asymptotic normality of coefficients. The importance score is the predicted percentage of respondents that said the corresponding characteristic was the most important out of all other characteristics. It is calculated as Importance Score = $\exp(x)/A$ where x is the coefficient for the production practice shown to the left of the score and A is the sum of the $\exp(x)$'s for all production practices (e.g. x for the Importance Score for ample food and water is 1.87)

Table 5. Importance of Livestock Production Practices as Perceived by Consumers: Segmented by Three Preferences Classes

Production Practice Refers to Farm Animal...	Class 1: <i>Naturalists</i>		Class 2: <i>Price Seekers</i>		Class 3: <i>Descartes' Entourage</i>	
	<i>Parameter</i> (<i>Standard Error</i>)	<i>Importance Score</i>	<i>Parameter</i> (<i>Standard Error</i>)	<i>Importance Score</i>	<i>Parameter</i> (<i>Standard Error</i>)	<i>Importance Score</i>
Receiving Ample Food and Water	2.20** (0.36)	33.20%	1.14** (0.51)	31.39%	2.29** (0.42)	42.58%
Receiving Treatment For Injury and Disease	1.75** (0.30)	21.59%	0.79 (0.49)	22.11%	2.24** (0.40)	40.49%
Being Allowed to Exhibit Normal Behaviors	1.64** (0.36)	19.27%	-0.29** (0.54)	7.54%	-0.96** (0.45)	1.65%
Allowed to Exercise Outdoors	0.96** (0.30)	9.79%	-0.70 (0.63)	4.96%	-0.15 (0.47)	3.70%
Protected from Being Harmed by Other Animals	0.00 (0.00)	3.74%	0.00 (0.00)	10.03%	0.00 (0.00)	4.31%
Provided Shelter at a Comfortable Temperature	-0.25 (0.36)	2.91%	-2.17** (0.68)	1.14%	0.17 (0.42)	5.11%
Allowed to Socialize with Other Animals	0.60** (0.28)	6.83%	-3.26 (1.95)	0.39%	-2.15** (0.61)	0.50%
Raised in a Way to Keep Food Prices Low	-1.50** (0.39)	0.83%	0.80 (0.50)	22.23%	-2.33** (0.46)	0.42%
Provided Comfortable Bedding	-1.12** (0.35)	1.22%	-3.84** (1.13)	0.21%	-1.25** (0.42)	1.24%
<i>Probability of Being in Class</i>	<i>46%**</i> (<i>0.08</i>)		<i>14%**</i> (<i>0.04</i>)		<i>40%**</i> (<i>0.08</i>)	

Notes: ** denote significance at the 5% level. The importance score is the predicted percentage of respondents that said the corresponding characteristic was the most important out of all other characteristics. It is calculated as $Importance\ Score = \exp(x)/A$ where x is the coefficient for the production practice shown to the left of the score and A is the sum of the $\exp(x)$'s for all production practices within the class (e.g. x for the Importance Score for ample food and water in the *naturalists* class is 2.20).

Table 6. Demographic Characteristics of Latent Class Members

	Class 1: <i>Naturalists</i> (482 Members)	Class 2: <i>Price Seekers</i> (116 Members)	Class 3: <i>Descartes' Entourage</i> (411 Members)
Percent of Class Members Who Are ...			
Gender			
Male	36%	45%	31%
Female	64%	55%	70%
Region			
Northeast	15%	14%	15%
Midwest	27%	26%	30%
South	32%	39%	36%
West	26%	21%	19%
Politics			
Republican	25%	35%	30%
Democrat	34%	29%	34%
Independent	27%	19%	27%
Other	14%	17%	9%
Household Income			
0-\$49,999	47%	34%	47%
\$50,000+	53%	66%	53%
Population Density			
0-1067	83%	79%	80%
1068+	17%	21%	20%
Education			
Non B.S.	62%	57%	61%
B.S.	38%	43%	39%
Age			
18-34	18%	17%	17%
35-59	53%	55%	50%
60 or older	29%	29%	32%

Notes: Population density is measured in people per square mile. Demographic characteristics are calculated as follows. First, based on the choices each individual made in the questions used to estimate the coefficients in Table 5, the probability of each individual belonging to each class is calculated. Individuals are then assumed to belong to the class with the highest probability. Then, the demographics for each class are calculated based on these membership assignments.

VITA

Robert Wayne Prickett

Candidate for the Degree of

Master of Science

Thesis: CONSUMER PREFERENCES FOR FARM ANIMAL WELFARE: RESULTS
FROM A TELEPHONE SURVEY OF U.S. HOUSEHOLDS

Major Field: Agricultural Economics

Biographical:

Education:

Completed the requirements for the Master of Science in Agricultural
Economics at Oklahoma State University, Stillwater, Oklahoma in December,
2008.

Completed the requirements for the Bachelor of Science in Agricultural
Economics at Oklahoma State University, Stillwater, Oklahoma in May, 2007.

Name: Robert W. Prickett

Date of Degree: December, 2008

Institution: Oklahoma State University

Location: Stillwater, Oklahoma

Title of Study: CONSUMER PREFERENCES FOR FARM ANIMAL WELFARE:
RESULTS FROM A TELEPHONE SURVEY OF U.S. HOUSEHOLDS

Pages in Study: 45

Candidate for the Degree of Master of Science

Major Field: Agricultural Economics

Scope and Method of Study: As animal industry and animal advocacy groups debate how farm animals should be treated, little research has focused on the attitudes of consumers in the United States. This study utilizes results of a representative telephone survey to measure consumer attitudes towards farm animal welfare, and investigates how these attitudes vary across individuals.

Findings and Conclusions: The survey finds that consumers desire high standards of animal care, even if it raises food prices and involves government regulation. Support is particularly strong for females, Democrats, and residents of the Northeastern United States. To provide high standards of animal care, consumers as a whole perceive allowing animals to exhibit natural behaviors and exercise outdoors to be more important than protection from other animals, shelter, socialization, and comfortable bedding. Consumers vary in their perceptions though, and are divided into three classes of consumers: Naturalists, Price Seekers, and Descartes' Entourage. Naturalists place great importance on allowing animals to exhibit natural behaviors and exercise outdoors, and comprise 46% of the sample. Price Seekers, comprising 14% of the sample, are primarily concerned with low prices. Descartes' Entourage make up 40% of the respondents, and value animal welfare but perceive it can be achieved by simply providing food, water, and treatment for injury and disease. This last group perceives amenities such as access to outdoors and ability to exhibit natural behaviors unimportant for the well-being of farm animals.

ADVISER'S APPROVAL: Dr. F. Bailey Norwood

Appendix A Survey Script

Food Related Issues (Farm Animal Welfare)
Telephone Survey
July 2007

n = 1019

Variable Name: respnum\$
Variable Label: Respondent Number
Values: Range

C: Part A

QAIntro

First we are interested in knowing how concerned you are about several general issues facing society. In the next few questions I will ask you to tell me which ONE of two social issues you are PERSONALLY more concerned about.

Variable Name: QA1
Variable Label: Are you more concerned about THE WELL-BEING OF FARM ANIMALS or THE ENVIRONMENT?
Values: 1 = THE WELL-BEING OF FARM ANIMALS
2 = THE ENVIRONMENT
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA2
Variable Label: Are you more concerned about THE WELL-BEING OF FARM ANIMALS or FOOD SAFETY?
Values: 1 = THE WELL-BEING OF FARM ANIMALS
2 = FOOD SAFETY
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA3
Variable Label: Are you more concerned about THE WELL-BEING OF FARM ANIMALS or FOOD PRICES?
Values: 1 = THE WELL-BEING OF FARM ANIMALS
2 = FOOD PRICES
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA4
Variable Label: Are you more concerned about THE WELL-BEING OF FARM ANIMALS or HUMAN POVERTY?
Values: 1 = THE WELL-BEING OF FARM ANIMALS
2 = HUMAN POVERTY
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA5
Variable Label: Are you more concerned about THE WELL-BEING OF FARM ANIMALS or THE U.S. HEALTH CARE SYSTEM?
Values: 1 = THE WELL-BEING OF FARM ANIMALS
2 = THE U.S. HEALTH CARE SYSTEM
8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA6

Variable Label: Are you more concerned about THE WELL-BEING OF FARM ANIMALS or THE FINANCIAL WELL-BEING OF U.S. FARMERS?

Values: 1 = THE WELL-BEING OF FARM ANIMALS
2 = THE FINANCIAL WELL-BEING OF U.S. FARMERS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA7

Variable Label: Are you more concerned about THE ENVIRONMENT or FOOD SAFETY ?

Values: 1 = THE ENVIRONMENT
2 = FOOD SAFETY
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA8

Variable Label: Are you more concerned about THE ENVIRONMENT or FOOD PRICES ?

Values: 1 = THE ENVIRONMENT
2 = FOOD PRICES
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA9

Variable Label: Are you more concerned about THE ENVIRONMENT or HUMAN POVERTY ?

Values: 1 = THE ENVIRONMENT
2 = HUMAN POVERTY
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA10

Variable Label: Are you more concerned about THE ENVIRONMENT or THE U.S. HEALTH CARE SYSTEM ?

Values: 1 = THE ENVIRONMENT
2 = THE U.S. HEALTH CARE SYSTEM
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA11

Variable Label: Are you more concerned about THE ENVIRONMENT or THE FINANCIAL WELL-BEING OF U.S. FARMERS ?

Values: 1 = THE ENVIRONMENT
2 = THE FINANCIAL WELL-BEING OF U.S. FARMERS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA12

Variable Label: Are you more concerned about FOOD SAFETY or FOOD PRICES?

Values: 1 = FOOD SAFETY
2 = FOOD PRICES
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA13

Variable Label: Are you more concerned about FOOD SAFETY or HUMAN POVERTY?

Values: 1 = FOOD SAFETY

2 = HUMAN POVERTY

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA14

Variable Label: Are you more concerned about FOOD SAFETY or THE U.S. HEALTH CARE SYSTEM?

Values: 1 = FOOD SAFETY

2 = THE U.S. HEALTH CARE SYSTEM

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA15

Variable Label: Are you more concerned about FOOD SAFETY or THE FINANCIAL WELL-BEING OF U.S. FARMERS?

Values: 1 = FOOD SAFETY

2 = THE FINANCIAL WELL-BEING OF U.S. FARMERS

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA16

Variable Label: Are you more concerned about FOOD PRICES or HUMAN POVERTY?

Values: 1 = FOOD PRICES

2 = HUMAN POVERTY

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA17

Variable Label: Are you more concerned about FOOD PRICES or THE U.S. HEALTH CARE SYSTEM?

Values: 1 = FOOD PRICES

2 = THE U.S. HEALTH CARE SYSTEM

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA18

Variable Label: Are you more concerned about FOOD PRICES or THE FINANCIAL WELL-BEING OF U.S. FARMERS?

Values: 1 = FOOD PRICES

2 = THE FINANCIAL WELL-BEING OF U.S. FARMERS

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA19

Variable Label: Are you more concerned about HUMAN POVERTY or THE U.S. HEALTH CARE SYSTEM?

Values: 1 = HUMAN POVERTY

2 = THE U.S. HEALTH CARE SYSTEM

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA20

Variable Label: Are you more concerned about HUMAN POVERTY or THE FINANCIAL WELL-BEING OF U.S. FARMERS?

Values: 1 = HUMAN POVERTY

2 = THE FINANCIAL WELL-BEING OF U.S. FARMERS

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QA21

Variable Label: Are you more concerned about THE U.S. HEALTH CARE SYSTEM or THE FINANCIAL WELL-BEING OF U.S. FARMERS?

Values: 1 = THE U.S. HEALTH CARE SYSTEM

2 = THE FINANCIAL WELL-BEING OF U.S. FARMERS

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

C: Part B

QBIntro

Now I'd like for you to think about your preferences for how farm animals should be treated. Like before, I will ask you which ONE of two issues you think is MORE IMPORTANT for the well-being of farm animals.

Variable Name: QB1

Variable Label: Is it more important that farm animals RECEIVE TREATMENT FOR INJURY AND DISEASE or RECEIVE AMPLE FOOD AND WATER?

Values: 1 = RECEIVE TREATMENT FOR INJURY AND DISEASE

2 = RECEIVE AMPLE FOOD AND WATER

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB2

Variable Label: Is it more important that farm animals RECEIVE TREATMENT FOR INJURY AND DISEASE or ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE?

Values: 1 = RECEIVE TREATMENT FOR INJURY AND DISEASE

2 = ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB3

Variable Label: Is it more important that farm animals RECEIVE TREATMENT FOR INJURY AND DISEASE or ARE PROVIDED COMFORTABLE BEDDING?

Values: 1 = RECEIVE TREATMENT FOR INJURY AND DISEASE

2 = ARE PROVIDED COMFORTABLE BEDDING

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB4

Variable Label: Is it more important that farm animals RECEIVE TREATMENT FOR INJURY AND DISEASE or ARE ALLOWED TO EXERCISE OUTDOORS?

Values: 1 = RECEIVE TREATMENT FOR INJURY AND DISEASE

2 = ARE ALLOWED TO EXERCISE OUTDOORS

8 = Don't know

9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB5

Variable Label: Is it more important that farm animals RECEIVE TREATMENT FOR INJURY AND DISEASE or ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS?

Values: 1 = RECEIVE TREATMENT FOR INJURY AND DISEASE
2 = ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB6

Variable Label: Is it more important that farm animals RECEIVE TREATMENT FOR INJURY AND DISEASE or ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS?

Values: 1 = RECEIVE TREATMENT FOR INJURY AND DISEASE
2 = ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB7

Variable Label: Is it more important that farm animals RECEIVE TREATMENT FOR INJURY AND DISEASE or ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW?

Values: 1 = RECEIVE TREATMENT FOR INJURY AND DISEASE
2 = ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB8

Variable Label: Is it more important that farm animals RECEIVE TREATMENT FOR INJURY AND DISEASE or ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS?

Values: 1 = RECEIVE TREATMENT FOR INJURY AND DISEASE
2 = ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB9

Variable Label: Is it more important that farm animals RECEIVE AMPLE FOOD AND WATER or ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE?

Values: 1 = RECEIVE AMPLE FOOD AND WATER
2 = ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB10

Variable Label: Is it more important that farm animals RECEIVE AMPLE FOOD AND WATER or ARE PROVIDED COMFORTABLE BEDDING?

Values: 1 = RECEIVE AMPLE FOOD AND WATER
2 = ARE PROVIDED COMFORTABLE BEDDING
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB11

Variable Label: Is it more important that farm animals RECEIVE AMPLE FOOD AND WATER or ARE ALLOWED TO EXERCISE OUTDOORS?

Values: 1 = RECEIVE AMPLE FOOD AND WATER
2 = ARE ALLOWED TO EXERCISE OUTDOORS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB12

Variable Label: Is it more important that farm animals RECEIVE AMPLE FOOD AND WATER or ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS?

Values: 1 = RECEIVE AMPLE FOOD AND WATER
2 = ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB13

Variable Label: Is it more important that farm animals RECEIVE AMPLE FOOD AND WATER or ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS?

Values: 1 = RECEIVE AMPLE FOOD AND WATER
2 = ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB14

Variable Label: Is it more important that farm animals RECEIVE AMPLE FOOD AND WATER or ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW?

Values: 1 = RECEIVE AMPLE FOOD AND WATER
2 = ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB15

Variable Label: Is it more important that farm animals RECEIVE AMPLE FOOD AND WATER or ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS?

Values: 1 = RECEIVE AMPLE FOOD AND WATER
2 = ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB16

Variable Label: Is it more important that farm animals ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE or ARE PROVIDED COMFORTABLE BEDDING?

Values: 1 = ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE
2 = ARE PROVIDED COMFORTABLE BEDDING
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB17

Variable Label: Is it more important that farm animals ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE or ARE ALLOWED TO EXERCISE OUTDOORS?

Values: 1 = ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE
2 = ARE ALLOWED TO EXERCISE OUTDOORS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB18

Variable Label: Is it more important that farm animals ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE or ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS?

Values: 1 = ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE
2 = ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB19

Variable Label: Is it more important that farm animals ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE or ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS?

Values: 1 = ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE
2 = ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB20

Variable Label: Is it more important that farm animals ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE or ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW?

Values: 1 = ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE
2 = ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB21

Variable Label: Is it more important that farm animals ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE or ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS?

Values: 1 = ARE PROVIDED SHELTER AT A COMFORTABLE TEMPERATURE
2 = ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB22

Variable Label: Is it more important that farm animals ARE PROVIDED COMFORTABLE BEDDING or ARE ALLOWED TO EXERCISE OUTDOORS?

Values: 1 = ARE PROVIDED COMFORTABLE BEDDING
2 = ARE ALLOWED TO EXERCISE OUTDOORS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB23

Variable Label: Is it more important that farm animals ARE PROVIDED COMFORTABLE BEDDING or ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS?

Values: 1 = ARE PROVIDED COMFORTABLE BEDDING
2 = ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB24

Variable Label: Is it more important that farm animals ARE PROVIDED COMFORTABLE BEDDING or ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS?

Values: 1 = ARE PROVIDED COMFORTABLE BEDDING
2 = ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB25

Variable Label: Is it more important that farm animals ARE PROVIDED COMFORTABLE BEDDING or ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW?

Values: 1 = ARE PROVIDED COMFORTABLE BEDDING
2 = ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB26

Variable Label: Is it more important that farm animals ARE PROVIDED COMFORTABLE BEDDING or ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS?

Values: 1 = ARE PROVIDED COMFORTABLE BEDDING
2 = ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB27

Variable Label: Is it more important that farm animals ARE ALLOWED TO EXERCISE OUTDOORS or ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS?

Values: 1 = ARE ALLOWED TO EXERCISE OUTDOORS
2 = ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB28

Variable Label: Is it more important that farm animals ARE ALLOWED TO EXERCISE OUTDOORS or ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS?

Values: 1 = ARE ALLOWED TO EXERCISE OUTDOORS
2 = ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB29

Variable Label: Is it more important that farm animals ARE ALLOWED TO EXERCISE OUTDOORS or ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW?

Values: 1 = ARE ALLOWED TO EXERCISE OUTDOORS
2 = ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB30

Variable Label: Is it more important that farm animals ARE ALLOWED TO EXERCISE OUTDOORS or ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS?

Values: 1 = ARE ALLOWED TO EXERCISE OUTDOORS
2 = ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB31

Variable Label: Is it more important that farm animals ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS or ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS?

Values: 1 = ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS
2 = ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB32

Variable Label: Is it more important that farm animals ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS or ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW?

Values: 1 = ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS
2 = ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB33

Variable Label: Is it more important that farm animals ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS or ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS?

Values: 1 = ARE ALLOWED TO EXHIBIT NORMAL ANIMAL BEHAVIORS
2 = ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB34

Variable Label: Is it more important that farm animals ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS or ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW?

Values: 1 = ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS
2 = ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB35

Variable Label: Is it more important that farm animals ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS or ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS?

Values: 1 = ARE ALLOWED TO SOCIALIZE WITH OTHER ANIMALS
2 = ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

Variable Name: QB36

Variable Label: Is it more important that farm animals ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW or ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS?

Values: 1 = ARE RAISED IN A WAY TO KEEP FOOD PRICES LOW
2 = ARE PROTECTED FROM BEING HARMED BY OTHER ANIMALS
8 = Don't know
9 = Refused [If respondent insists equal concern for both issues]

C: Part C

QCIntro

Next I will read you a series of statements. For each statement, please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

Variable Name: QC1

Variable Label: It is important to me that animals on farms are well-cared for. Do you...

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QC2

Variable Label: Until we learn to significantly reduce human suffering, we should not worry about the well-being of farm animals.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QC3

Variable Label: I consider the well-being of farm animals when I make decisions about purchasing meat.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QC4

Variable Label: Scientific measures of animal well-being should be used to determine how farm animals are treated, not moral or ethical considerations.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QC5

Variable Label: The average American thinks that farm animal welfare is important.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QC6

Variable Label: Animals raised under higher standards of care will produce safer and better tasting meat.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QC7A

Variable Label: Food companies that require farmers to treat their animals better are doing the right thing.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

IF (RV1 <> 1) SKP

Variable Name: QC7B

Variable Label: Food companies that require farmers to treat their animals better, no matter what it costs farmers, are doing the right thing.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

IF (RV1 <> 2) SKP

C: Part D

QDIntro

Again, I will read you a series of statements. For each statement, please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

Variable Name: QD1

Variable Label: Low meat prices are more important than the well-being of farm animals.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QD2

Variable Label: My personal food choices have a large impact on the well-being of farm animals.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QD3

Variable Label: Farm animals have roughly the same ability to feel pain and discomfort as humans.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QD4

Variable Label: If a new technology were created that could either eliminate the suffering of 1 human OR eliminate the suffering of farm animals, it should be used to eliminate the suffering of the 1 human.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

IF (RV2 = 1) SHOW "1"

IF (RV2 = 2) SHOW "10"

IF (RV2 = 3) SHOW "50"

IF (RV2 = 4) SHOW "100"

IF (RV2 = 5) SHOW "500"

IF (RV2 = 6) SHOW "1,000"

IF (RV2 = 7) SHOW "5,000"

IF (RV2 = 8) SHOW "10,000"

Variable Name: QD5

Variable Label: The government should take an active role in promoting farm animal welfare.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QD6

Variable Label: Food companies would voluntarily improve animal welfare, and would advertise as such, if people really wanted it.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QD7

Variable Label: Farmers and food companies put their own profits ahead of treating farm animals humanely.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QD8

Variable Label: Housing chickens in cages is humane.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QD9A

Variable Label: Housing pregnant sows in crates is humane.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

IF (RV3 <> 1) SKP

Variable Name: QD9B

Variable Label: Housing pregnant sows in crates for their protection from other hogs is humane.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

IF (RV3 <> 2) SKP

Variable Name: QD10

Variable Label: Decisions about animal welfare should be left to experts, and should not be based on public opinion.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QD11A

Variable Label: Farm animals raised on small farms have a better life than those raised on large farms.

Values: 1 = strongly agree

2 = somewhat agree

3 = neither agree nor disagree

4 = somewhat disagree

5 = strongly disagree

8 = Don't know

9 = Refused

IF (RV4 <> 1) SKP

Variable Name: QD11B

Variable Label: Farm animals raised on small farms have a better life than those raised on corporate farms.

Values: 1 = strongly agree

2 = somewhat agree

3 = neither agree nor disagree

4 = somewhat disagree

5 = strongly disagree

8 = Don't know

9 = Refused

IF (RV4 <> 2) SKP

Variable Name: QD12A

Variable Label: If food companies improve animal welfare standards, the price of meat will rise.

Values: 1 =strongly agree

2 =somewhat agree

3 =neither agree nor disagree

4 =somewhat disagree

5 =strongly disagree

8 =Don't know

9 =Refused

IF (RV5 <> 1) SKP

Variable Name: QD12B

Variable Label: If food companies improve animal welfare standards, the price of meat will fall.

Values: 1 = strongly agree

2 = somewhat agree

3 = neither agree nor disagree

4 = somewhat disagree

5 = strongly disagree

8 = Don't know

9 = Refused

IF (RV5 <> 2) SKP

Variable Name: QD13

Variable Label: The average American thinks that low meat prices are more important than the well-being of farm animals.

Values: 1 = strongly agree

2 = somewhat agree

3 = neither agree nor disagree

4 = somewhat disagree

5 = strongly disagree

8 = Don't know

9 = Refused

Variable Name: QD14

Variable Label: The average American considers the well-being of farm animals when they make decisions about purchasing meat.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QD15

Variable Label: I would vote for a law in my state that would require farmers to treat their animals more humanely.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

Variable Name: QD16

Variable Label: Farmers should be compensated if forced to comply with higher farm animal welfare standards.

Values: 1 = strongly agree
2 = somewhat agree
3 = neither agree nor disagree
4 = somewhat disagree
5 = strongly disagree
8 = Don't know
9 = Refused

C: Part E

QEIntro

As we end this interview I have a few remaining background questions. Please remember that any answers you give are confidential.

Variable Name: QE1

Variable Label: Are you the person who usually purchases food in your household?

Values: 1 = Yes
2 = No
8 = Don't know
9 = Refused

Variable Name: QE2

Variable Label: Have you eaten any kind of meat in the past week?

Values: 1 = Yes
2 = No
8 = Don't know
9 = Refused

Variable Name: QE2A
Variable Label: Are you a vegetarian?
Values: 1 = Yes
2 = No
8 = Don't know
9 = Refused
IF (QE2 <> 2) SKP

Variable Name: QE2AA
Variable Label: Are you a vegan?
Values: 1 = Yes
2 = No
8 = Don't know
9 = Refused
IF (QE2A <> 1) SKP

Variable Name: QE2AB
Variable Label: Do you believe that eating meat is cruel to animals?
Values: 1 = Yes
2 = No
8 = Don't know
9 = Refused
IF (QE2A <> 1) SKP

Variable Name: QE2AC
Variable Label: Do you believe a vegetarian diet is healthier?
Values: 1 = Yes
2 = No
8 = Don't know
9 = Refused
IF (QE2A <> 1) SKP

Variable Name: QE3
Variable Label: Do you own a pet?
Values: 1 = Yes
2 = No
8 = Don't know
9 = Refused

Variable Name: QE4
Variable Label: How many people, including yourself, live in your household?
Values: Range (2 - 15):
88 = Don't know
99 = Refused

Variable Name: QE5
Variable Label: Please tell me how old you were on your last birthday.
Values: Range = 18-118 years old :
888 = Don't know [Ask for year of birth]
999 = Refused to answer [Ask for year of birth]

Variable Name: QE6

Variable Label: What is the highest level of school you have completed?

Values: 1 = 1-11th grade

2 = High school graduate (includes equivalency)

3 = Technical school

4 = Some college, no degree

5 = Associate degree

6 = Bachelor's degree (BA, BS)

7 = Graduate or professional degree (MS, MA, PhD, Law degree, Medical degree)

8 = Don't know

9 = Refused

Variable Name: QE7

Variable Label: Now I'm going to mention a number of income categories. When I mention the category that describes your total household income before taxes in the last 12 months, please stop me.

Values: 1 = Less than \$10,000

2 = \$10,000 or more but less than \$15,000

3 = \$15,000 or more but less than \$20,000

4 = \$20,000 or more but less than \$25,000

5 = \$25,000 or more but less than \$30,000

6 = \$30,000 or more but less than \$35,000

7 = \$35,000 or more but less than \$50,000

8 = \$50,000 or more but less than \$75,000

9 = \$75,000 or more but less than \$100,000

10 = \$100,000 or more

88 = Don't know

99 = Refused to answer

Variable Name: QE8

Variable Label: What race or ethnicity do you consider yourself?

Values: 1 = White

2 = Black or African American

3 = Hispanic

4 = American Indian or Alaska Native

5 = Asian

6 = Native Hawaiian or Other Pacific Islander

7 = Some other race - specify:

8 = Don't know

9 = Refused to answer

Variable Name: QE8OTH

Variable Label: Some other race - specify:

Values: Open-ended

IF (QE8 <> 7) SKP

Variable Name: QE9

Variable Label: What, if any, is your religious preference? Are you Protestant, Roman Catholic, Jewish, Mormon, Muslim, Hindu, or an Orthodox religion such as the Greek or Russian Orthodox Church, Agnostic, or Atheist?

Values: 1 = Protestant(Baptist,Lutheran,Methodist,Episcopalian,Anglican,Presbyterian)
2 = Roman Catholic
3 = Jewish
4 = Mormon, LDS
5 = Muslim
6 = Hindu
7 = Orthodox Religion
8 = Christian (VOLUNTEERED)
9 = Believe in God - no specific Denomination (VOLUNTEERED)
10 = Agnostic
11 = Atheist
12 = Other (Specify)
88 = Don't Know
99 = Refused

Variable Name: QE9OTH

Variable Label: Other (Specify)

Values: Open-ended

IF (QE9 <> 12) SKP

Variable Name: QE10

Variable Label: Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else?

Values: 1 = Republican
2 = Democrat
3 = Independent
4 = Other - specify:
8 = Don't know
9 = Refused

Variable Name: QE10OTH

Variable Label: Other - specify:

Values: Open-ended

IF (QE10 <> 4) SKP

Variable Name: QE11

Variable Label: Did you vote in the federal mid-term elections in November 2006?

Values: 1 = Yes
2 = No
8 = Don't know
9 = Refused

Variable Name: QE12

Variable Label: What is your home zip code?

Values: Range
888888 = Don't know
999999 = Refused to answer

Variable Name: QE13

Variable Label: RECORD RESPONDENT GENDER. DON'T GUESS. (IF CANNOT TELL, SAY "I am required to ask, are you male or female?")

Values: 1 = Male
2 = Female
9 = Refused

Variable Name: msa

Variable Label: Metropolitan Statistical Area

Values: Range

Variable Name: usr

Variable Label: Urban Suburban Rural code

Values: 1 = Rural
2 = Suburban
3 = Urban

Variable Name: rv1

Variable Label: RV1

Values: 1
2

Variable Name: rv2

Variable Label: RV2

Values: 1
2
3
4
5
6
7
8

Variable Name: rv3

Variable Label: RV3

Values: 1
2

Variable Name: rv4

Variable Label: RV4

Values: 1
2

Variable Name: rv5

Variable Label: RV5

Values: 1
2

Variable Name: dispos\$

Variable Label: Disposition

Values: 0 = partially complete – stopped after QDIntro
110 = Complete

Variable Name: intdate

Variable Label: Interview date

Values: Range

Variable Name: inttime

Variable Label: Interview time
Values: Range

Variable Name: attnum
Variable Label: Number of attempts
Values: Range

Variable Name: recnum
Variable Label: Record number
Values: Range

Variable Name: iwerid
Variable Label: Interviewer ID
Values: Range

Appendix B
Tabulation of Survey Responses

Table B.1. Statement: It is important to me that animals on farms are well-cared for.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	79%	16%	2%	3%	0%	58
AL	69%	19%	0%	6%	6%	16
AK	100%	0%	0%	0%	0%	1
AZ	82%	9%	5%	0%	5%	22
AR	67%	22%	11%	0%	0%	9
CA	75%	22%	0%	2%	1%	83
CO	72%	22%	6%	0%	0%	18
CT	67%	33%	0%	0%	0%	12
DE	100%	0%	0%	0%	0%	1
DC	100%	0%	0%	0%	0%	1
FL	81%	19%	0%	0%	0%	42
GA	68%	20%	5%	5%	3%	40
HI	100%	0%	0%	0%	0%	2
ID	57%	29%	0%	14%	0%	7
IL	77%	21%	0%	2%	0%	47
IN	72%	17%	6%	6%	0%	18
IA	82%	18%	0%	0%	0%	17
KS	57%	29%	7%	7%	0%	14
KY	71%	24%	6%	0%	0%	17
LA	67%	33%	0%	0%	0%	12
ME	75%	25%	0%	0%	0%	4
MD	76%	24%	0%	0%	0%	17
MA	93%	7%	0%	0%	0%	14
MI	77%	23%	0%	0%	0%	35
MN	78%	22%	0%	0%	0%	23
MS	88%	0%	0%	0%	13%	8
MO	85%	11%	4%	0%	0%	27
MT	100%	0%	0%	0%	0%	1
NE	67%	33%	0%	0%	0%	6
NV	70%	20%	10%	0%	0%	10
NH	100%	0%	0%	0%	0%	2
NJ	60%	27%	7%	7%	0%	15
NM	100%	0%	0%	0%	0%	7
NY	83%	15%	0%	2%	0%	46
NC	74%	21%	5%	0%	0%	38
ND	75%	0%	13%	0%	13%	8
OH	77%	21%	0%	2%	0%	47
OK	67%	33%	0%	0%	0%	12
OR	71%	24%	0%	5%	0%	21
PA	77%	19%	5%	0%	0%	43
RI	50%	0%	0%	50%	0%	2
SC	50%	25%	25%	0%	0%	4
SD	100%	0%	0%	0%	0%	2
TN	80%	20%	0%	0%	0%	20
TX	81%	10%	2%	5%	2%	58
UT	73%	0%	27%	0%	0%	11
VT	100%	0%	0%	0%	0%	5
VA	67%	33%	0%	0%	0%	27
WA	75%	21%	0%	4%	0%	28
WV	29%	71%	0%	0%	0%	7
WI	70%	26%	0%	4%	0%	23
WY	60%	40%	0%	0%	0%	5
US Total	75%	20%	2%	2%	1%	1013

Table B.2. Statement: Until we learn to significantly reduce human suffering, we should not worry about the well-being of farm animals.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	19%	10%	9%	21%	41%	58
AL	7%	27%	7%	27%	33%	15
AK	0%	0%	0%	0%	100%	1
AZ	9%	18%	14%	18%	41%	22
AR	0%	11%	0%	22%	67%	9
CA	10%	17%	9%	22%	43%	82
CO	18%	24%	6%	35%	18%	17
CT	10%	30%	20%	10%	30%	10
DE	0%	0%	0%	0%	100%	1
DC	0%	0%	100%	0%	0%	1
FL	14%	19%	7%	21%	38%	42
GA	21%	13%	13%	23%	31%	39
HI	0%	0%	0%	0%	100%	2
ID	14%	29%	0%	14%	43%	7
IL	17%	4%	13%	32%	34%	47
IN	17%	22%	0%	33%	28%	18
IA	19%	13%	25%	19%	25%	16
KS	20%	7%	20%	13%	40%	15
KY	12%	6%	6%	29%	47%	17
LA	25%	17%	0%	25%	33%	12
ME	0%	0%	33%	33%	33%	3
MD	25%	13%	0%	6%	56%	16
MA	23%	8%	8%	31%	31%	13
MI	11%	20%	9%	17%	43%	35
MN	5%	18%	9%	36%	32%	22
MS	14%	14%	0%	29%	43%	7
MO	19%	8%	8%	15%	50%	26
MT	0%	0%	0%	0%	100%	1
NE	17%	17%	0%	33%	33%	6
NV	20%	20%	0%	10%	50%	10
NH	0%	0%	0%	0%	100%	2
NJ	20%	7%	0%	40%	33%	15
NM	0%	29%	0%	29%	43%	7
NY	11%	13%	7%	30%	39%	46
NC	11%	11%	14%	19%	44%	36
ND	0%	13%	0%	38%	50%	8
OH	7%	11%	15%	30%	37%	46
OK	0%	17%	17%	17%	50%	12
OR	25%	10%	5%	15%	45%	20
PA	14%	14%	7%	26%	38%	42
RI	0%	0%	0%	50%	50%	2
SC	50%	25%	0%	0%	25%	4
SD	50%	50%	0%	0%	0%	2
TN	17%	11%	11%	33%	28%	18
TX	16%	10%	9%	24%	41%	58
UT	9%	27%	18%	0%	45%	11
VT	0%	0%	0%	40%	60%	5
VA	4%	22%	7%	41%	26%	27
WA	8%	8%	16%	36%	32%	25
WV	43%	29%	0%	29%	0%	7
WI	24%	14%	5%	33%	24%	21
WY	25%	25%	0%	25%	25%	4
US Total	14%	14%	9%	25%	38%	988

Table B.3. Statement: I consider the well-being of farm animals when I make decisions about purchasing meat.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	39%	14%	7%	20%	20%	56
AL	38%	25%	0%	13%	25%	16
AK	0%	0%	0%	100%	0%	1
AZ	32%	23%	9%	14%	23%	22
AR	38%	0%	13%	38%	13%	8
CA	33%	15%	5%	20%	26%	84
CO	28%	11%	6%	44%	11%	18
CT	50%	17%	17%	17%	0%	12
DE	0%	0%	100%	0%	0%	1
DC	0%	0%	100%	0%	0%	1
FL	20%	29%	10%	29%	12%	41
GA	18%	18%	15%	13%	38%	40
HI	50%	0%	0%	50%	0%	2
ID	14%	0%	14%	14%	57%	7
IL	26%	26%	20%	17%	11%	46
IN	6%	44%	6%	22%	22%	18
IA	29%	12%	12%	24%	24%	17
KS	13%	7%	20%	40%	20%	15
KY	41%	12%	6%	24%	18%	17
LA	33%	25%	0%	0%	42%	12
ME	0%	50%	25%	25%	0%	4
MD	38%	6%	6%	19%	31%	16
MA	71%	7%	0%	0%	21%	14
MI	23%	17%	14%	26%	20%	35
MN	26%	26%	4%	22%	22%	23
MS	63%	13%	0%	0%	25%	8
MO	15%	35%	4%	19%	27%	26
MT	100%	0%	0%	0%	0%	1
NE	17%	33%	17%	0%	33%	6
NV	10%	40%	0%	10%	40%	10
NH	0%	50%	50%	0%	0%	2
NJ	29%	14%	14%	21%	21%	14
NM	86%	14%	0%	0%	0%	7
NY	29%	31%	7%	7%	27%	45
NC	32%	13%	16%	21%	18%	38
ND	38%	0%	13%	25%	25%	8
OH	27%	24%	11%	24%	13%	45
OK	18%	27%	0%	27%	27%	11
OR	35%	20%	25%	15%	5%	20
PA	33%	23%	9%	21%	14%	43
RI	50%	0%	50%	0%	0%	2
SC	25%	0%	25%	0%	50%	4
SD	0%	50%	0%	0%	50%	2
TN	25%	20%	0%	30%	25%	20
TX	25%	17%	12%	22%	24%	59
UT	36%	27%	0%	18%	18%	11
VT	60%	20%	0%	20%	0%	5
VA	30%	11%	15%	26%	19%	27
WA	16%	32%	8%	12%	32%	25
WV	33%	0%	0%	0%	67%	6
WI	35%	17%	4%	26%	17%	23
WY	40%	20%	0%	20%	20%	5
US Total	29%	20%	10%	20%	21%	999

Table B.4. *Statement:* Scientific measures of animal well-being should be used to determine how farm animals are treated not moral or ethical considerations.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	26%	18%	12%	16%	28%	57
AL	20%	27%	13%	27%	13%	15
AK	0%	0%	0%	100%	0%	1
AZ	18%	14%	18%	32%	18%	22
AR	25%	25%	0%	13%	38%	8
CA	26%	23%	10%	18%	23%	78
CO	28%	28%	28%	6%	11%	18
CT	10%	30%	0%	30%	30%	10
DE	0%	0%	0%	0%	100%	1
DC	100%	0%	0%	0%	0%	1
FL	27%	17%	7%	22%	27%	41
GA	32%	30%	3%	16%	19%	37
HI	100%	0%	0%	0%	0%	1
ID	14%	43%	0%	43%	0%	7
IL	23%	36%	16%	11%	14%	44
IN	11%	28%	22%	28%	11%	18
IA	13%	31%	13%	38%	6%	16
KS	8%	15%	15%	31%	31%	13
KY	18%	18%	0%	41%	24%	17
LA	11%	44%	0%	22%	22%	9
ME	25%	0%	0%	50%	25%	4
MD	41%	29%	6%	12%	12%	17
MA	25%	8%	8%	17%	42%	12
MI	25%	22%	28%	9%	16%	32
MN	26%	13%	4%	22%	35%	23
MS	43%	29%	29%	0%	0%	7
MO	24%	16%	28%	12%	20%	25
MT	0%	0%	100%	0%	0%	1
NE	17%	33%	17%	17%	17%	6
NV	30%	40%	10%	10%	10%	10
NH	0%	50%	0%	0%	50%	2
NJ	21%	21%	21%	21%	14%	14
NM	14%	14%	0%	14%	57%	7
NY	14%	21%	14%	26%	26%	43
NC	31%	20%	6%	20%	23%	35
ND	13%	25%	0%	25%	38%	8
OH	23%	28%	9%	19%	21%	43
OK	25%	17%	17%	17%	25%	12
OR	30%	20%	15%	15%	20%	20
PA	17%	24%	10%	33%	17%	42
RI	50%	0%	50%	0%	0%	2
SC	0%	75%	25%	0%	0%	4
SD	0%	50%	50%	0%	0%	2
TN	22%	28%	6%	28%	17%	18
TX	28%	23%	9%	16%	25%	57
UT	27%	27%	18%	9%	18%	11
VT	20%	20%	20%	0%	40%	5
VA	8%	31%	23%	4%	35%	26
WA	24%	24%	8%	20%	24%	25
WV	17%	17%	33%	17%	17%	6
WI	10%	29%	10%	19%	33%	21
WY	25%	50%	25%	0%	0%	4
US Total	23%	24%	12%	19%	22%	958

Table B.5. Statement: The average American thinks that farm animal welfare is important

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	47%	28%	3%	9%	14%	58
AL	31%	38%	13%	19%	0%	16
AK	0%	0%	0%	0%	100%	1
AZ	27%	14%	18%	27%	14%	22
AR	22%	33%	0%	44%	0%	9
CA	26%	32%	8%	15%	19%	74
CO	18%	12%	18%	41%	12%	17
CT	25%	25%	17%	25%	8%	12
DE	0%	0%	0%	0%	100%	1
DC	0%	100%	0%	0%	0%	1
FL	17%	32%	15%	12%	24%	41
GA	38%	13%	5%	23%	23%	40
HI	100%	0%	0%	0%	0%	2
ID	14%	43%	14%	14%	14%	7
IL	19%	26%	9%	34%	13%	47
IN	33%	22%	22%	17%	6%	18
IA	18%	24%	18%	18%	24%	17
KS	0%	40%	7%	33%	20%	15
KY	29%	29%	6%	18%	18%	17
LA	42%	33%	0%	25%	0%	12
ME	50%	50%	0%	0%	0%	4
MD	38%	13%	0%	25%	25%	16
MA	8%	38%	8%	8%	38%	13
MI	21%	35%	12%	21%	12%	34
MN	17%	39%	4%	35%	4%	23
MS	38%	13%	0%	13%	38%	8
MO	28%	28%	12%	20%	12%	25
MT	0%	0%	0%	100%	0%	1
NE	17%	67%	0%	17%	0%	6
NV	50%	0%	0%	20%	30%	10
NH	0%	50%	0%	50%	0%	2
NJ	7%	27%	20%	27%	20%	15
NM	29%	43%	0%	29%	0%	7
NY	22%	28%	4%	26%	20%	46
NC	21%	29%	16%	11%	24%	38
ND	25%	38%	13%	13%	13%	8
OH	34%	21%	9%	23%	13%	47
OK	50%	17%	8%	17%	8%	12
OR	19%	33%	10%	24%	14%	21
PA	24%	22%	10%	34%	10%	41
RI	100%	0%	0%	0%	0%	2
SC	50%	25%	0%	25%	0%	4
SD	50%	50%	0%	0%	0%	2
TN	20%	20%	20%	20%	20%	20
TX	31%	24%	12%	19%	15%	59
UT	27%	27%	9%	18%	18%	11
VT	25%	0%	0%	25%	50%	4
VA	11%	30%	11%	41%	7%	27
WA	16%	24%	8%	24%	28%	25
WV	29%	57%	14%	0%	0%	7
WI	4%	39%	4%	26%	26%	23
WY	40%	40%	20%	0%	0%	5
US Total	26%	27%	9%	22%	16%	993

Table B.6. Statement: Animals raised under higher standards of care will produce safer and better tasting meat.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	50%	27%	10%	8%	5%	60
AL	63%	25%	6%	6%	0%	16
AK	100%	0%	0%	0%	0%	1
AZ	64%	27%	5%	0%	5%	22
AR	50%	50%	0%	0%	0%	8
CA	49%	24%	12%	8%	8%	76
CO	71%	12%	6%	0%	12%	17
CT	50%	33%	17%	0%	0%	12
DE	100%	0%	0%	0%	0%	1
DC	100%	0%	0%	0%	0%	1
FL	61%	24%	10%	0%	5%	41
GA	59%	23%	5%	10%	3%	39
HI	100%	0%	0%	0%	0%	2
ID	57%	29%	0%	14%	0%	7
IL	62%	32%	4%	2%	0%	47
IN	44%	31%	19%	6%	0%	16
IA	47%	18%	18%	18%	0%	17
KS	58%	17%	0%	17%	8%	12
KY	53%	35%	6%	0%	6%	17
LA	55%	27%	0%	18%	0%	11
ME	50%	25%	25%	0%	0%	4
MD	63%	31%	0%	0%	6%	16
MA	58%	17%	8%	8%	8%	12
MI	60%	29%	3%	3%	6%	35
MN	61%	26%	4%	4%	4%	23
MS	57%	0%	0%	14%	29%	7
MO	52%	22%	15%	0%	11%	27
MT	100%	0%	0%	0%	0%	1
NE	60%	20%	0%	20%	0%	5
NV	40%	40%	0%	20%	0%	10
NH	50%	0%	50%	0%	0%	2
NJ	54%	23%	8%	8%	8%	13
NM	86%	14%	0%	0%	0%	7
NY	59%	25%	5%	5%	7%	44
NC	54%	27%	11%	8%	0%	37
ND	63%	25%	0%	0%	13%	8
OH	60%	18%	13%	9%	0%	45
OK	42%	42%	8%	0%	8%	12
OR	50%	22%	11%	6%	11%	18
PA	50%	26%	5%	14%	5%	42
RI	50%	0%	0%	50%	0%	2
SC	0%	75%	25%	0%	0%	4
SD	50%	50%	0%	0%	0%	2
TN	53%	42%	5%	0%	0%	19
TX	65%	18%	11%	4%	2%	55
UT	64%	18%	0%	9%	9%	11
VT	40%	40%	0%	0%	20%	5
VA	42%	42%	8%	0%	8%	26
WA	44%	36%	8%	8%	4%	25
WV	83%	0%	0%	17%	0%	6
WI	45%	25%	20%	10%	0%	20
WY	60%	0%	20%	20%	0%	5
US Total	56%	26%	8%	6%	4%	971

Table B.7. Statement: Food companies that require farmers to treat their animals better are doing the right thing.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	58%	29%	8%	0%	4%	24
AL	78%	0%	22%	0%	0%	9
AK	100%	0%	0%	0%	0%	1
AZ	75%	8%	8%	8%	0%	12
AR	80%	20%	0%	0%	0%	5
CA	64%	24%	7%	0%	5%	42
CO	75%	8%	8%	8%	0%	12
CT	78%	11%	11%	0%	0%	9
DE	-	-	-	-	-	0
DC	100%	0%	0%	0%	0%	1
FL	68%	28%	0%	4%	0%	25
GA	82%	6%	6%	0%	6%	17
HI	100%	0%	0%	0%	0%	1
ID	0%	50%	0%	0%	50%	2
IL	77%	18%	0%	0%	5%	22
IN	64%	36%	0%	0%	0%	11
IA	67%	22%	11%	0%	0%	9
KS	50%	13%	13%	13%	13%	8
KY	56%	33%	0%	0%	11%	9
LA	86%	0%	0%	14%	0%	7
ME	100%	0%	0%	0%	0%	1
MD	75%	13%	0%	0%	13%	8
MA	71%	14%	14%	0%	0%	7
MI	50%	41%	9%	0%	0%	22
MN	92%	0%	8%	0%	0%	12
MS	75%	25%	0%	0%	0%	4
MO	50%	50%	0%	0%	0%	10
MT	-	-	-	-	-	0
NE	100%	0%	0%	0%	0%	2
NV	63%	25%	0%	0%	13%	8
NH	100%	0%	0%	0%	0%	1
NJ	78%	22%	0%	0%	0%	9
NM	40%	40%	0%	20%	0%	5
NY	67%	24%	0%	10%	0%	21
NC	55%	36%	0%	0%	9%	11
ND	33%	67%	0%	0%	0%	3
OH	74%	24%	0%	3%	0%	34
OK	80%	20%	0%	0%	0%	5
OR	67%	22%	11%	0%	0%	9
PA	62%	19%	5%	10%	5%	21
RI	-	-	-	-	-	0
SC	33%	67%	0%	0%	0%	3
SD	100%	0%	0%	0%	0%	1
TN	70%	30%	0%	0%	0%	10
TX	65%	23%	4%	4%	4%	26
UT	83%	17%	0%	0%	0%	6
VT	50%	0%	0%	0%	50%	2
VA	60%	33%	7%	0%	0%	15
WA	64%	29%	0%	7%	0%	14
WV	80%	20%	0%	0%	0%	5
WI	70%	30%	0%	0%	0%	10
WY	0%	100%	0%	0%	0%	3
US Total	67%	24%	4%	3%	3%	514

Table B.8. Statement: Food companies that require farmers to treat their animals better, no matter what it costs farmers, are doing the right thing.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	40%	33%	3%	17%	7%	30
AL	43%	29%	0%	14%	14%	7
AK	-	-	-	-	-	0
AZ	50%	20%	0%	20%	10%	10
AR	50%	0%	50%	0%	0%	4
CA	40%	26%	5%	17%	12%	42
CO	17%	33%	17%	33%	0%	6
CT	33%	67%	0%	0%	0%	3
DE	100%	0%	0%	0%	0%	1
DC	-	-	-	-	-	0
FL	53%	29%	6%	6%	6%	17
GA	50%	18%	18%	9%	5%	22
HI	100%	0%	0%	0%	0%	1
ID	0%	80%	20%	0%	0%	5
IL	36%	36%	8%	16%	4%	25
IN	29%	57%	0%	14%	0%	7
IA	14%	57%	0%	14%	14%	7
KS	29%	29%	0%	29%	14%	7
KY	38%	38%	0%	25%	0%	8
LA	40%	40%	20%	0%	0%	5
ME	33%	33%	33%	0%	0%	3
MD	50%	13%	0%	25%	13%	8
MA	83%	17%	0%	0%	0%	6
MI	23%	54%	8%	8%	8%	13
MN	40%	30%	0%	30%	0%	10
MS	75%	0%	25%	0%	0%	4
MO	65%	18%	6%	0%	12%	17
MT	100%	0%	0%	0%	0%	1
NE	50%	25%	25%	0%	0%	4
NV	0%	50%	0%	50%	0%	2
NH	100%	0%	0%	0%	0%	1
NJ	83%	0%	0%	17%	0%	6
NM	100%	0%	0%	0%	0%	2
NY	50%	29%	13%	4%	4%	24
NC	41%	30%	11%	11%	7%	27
ND	60%	20%	0%	0%	20%	5
OH	55%	9%	9%	18%	9%	11
OK	14%	29%	14%	14%	29%	7
OR	50%	17%	8%	17%	8%	12
PA	48%	19%	5%	19%	10%	21
RI	50%	0%	0%	50%	0%	2
SC	0%	0%	0%	0%	100%	1
SD	0%	100%	0%	0%	0%	1
TN	33%	22%	33%	0%	11%	9
TX	48%	23%	13%	10%	6%	31
UT	20%	20%	40%	20%	0%	5
VT	67%	33%	0%	0%	0%	3
VA	8%	58%	8%	8%	17%	12
WA	33%	42%	8%	0%	17%	12
WV	0%	0%	0%	50%	50%	2
WI	33%	33%	0%	25%	8%	12
WY	0%	50%	50%	0%	0%	2
US Total	42%	29%	9%	13%	8%	483

Table B.9. Statement: Low meat prices are more important than the well-being of farm animals

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	8%	12%	6%	25%	50%	52
AL	13%	6%	0%	19%	63%	16
AK	0%	0%	0%	0%	100%	1
AZ	10%	10%	10%	10%	62%	21
AR	0%	11%	22%	33%	33%	9
CA	6%	6%	3%	26%	59%	80
CO	6%	11%	11%	17%	56%	18
CT	0%	18%	0%	36%	45%	11
DE	0%	0%	0%	0%	100%	1
DC	0%	0%	100%	0%	0%	1
FL	12%	10%	12%	21%	45%	42
GA	3%	8%	10%	28%	53%	40
HI	0%	50%	0%	0%	50%	2
ID	0%	29%	14%	14%	43%	7
IL	2%	11%	6%	32%	49%	47
IN	6%	6%	12%	41%	35%	17
IA	6%	24%	12%	29%	29%	17
KS	0%	20%	7%	40%	33%	15
KY	6%	6%	6%	29%	53%	17
LA	8%	0%	17%	42%	33%	12
ME	0%	0%	25%	50%	25%	4
MD	0%	18%	12%	24%	47%	17
MA	0%	14%	7%	0%	79%	14
MI	3%	17%	6%	23%	51%	35
MN	5%	9%	0%	32%	55%	22
MS	0%	0%	0%	38%	63%	8
MO	0%	12%	4%	36%	48%	25
MT	0%	0%	0%	0%	100%	1
NE	0%	17%	0%	33%	50%	6
NV	10%	0%	10%	40%	40%	10
NH	0%	0%	0%	0%	100%	2
NJ	0%	7%	0%	40%	53%	15
NM	0%	17%	0%	0%	83%	6
NY	2%	11%	4%	22%	61%	46
NC	8%	5%	11%	30%	46%	37
ND	0%	25%	0%	13%	63%	8
OH	2%	13%	8%	33%	44%	48
OK	0%	0%	0%	17%	83%	12
OR	10%	14%	5%	24%	48%	21
PA	12%	14%	7%	26%	40%	42
RI	0%	0%	0%	0%	100%	2
SC	0%	50%	25%	0%	25%	4
SD	0%	0%	50%	0%	50%	2
TN	5%	11%	0%	32%	53%	19
TX	9%	7%	12%	16%	56%	57
UT	9%	0%	18%	9%	64%	11
VT	0%	20%	0%	0%	80%	5
VA	0%	11%	11%	52%	26%	27
WA	4%	15%	0%	27%	54%	26
WV	14%	0%	0%	29%	57%	7
WI	5%	14%	9%	27%	45%	22
WY	0%	40%	0%	60%	0%	5
US Total	5%	11%	7%	26%	51%	992

Table B.10. Statement: My personal food choices have a large impact on the well-being of farm animals

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	38%	25%	8%	10%	19%	48
AL	50%	19%	6%	19%	6%	16
AK	0%	0%	0%	0%	100%	1
AZ	28%	17%	11%	17%	28%	18
AR	38%	50%	0%	0%	13%	8
CA	31%	28%	11%	13%	18%	80
CO	22%	39%	11%	11%	17%	18
CT	30%	40%	20%	10%	0%	10
DE	0%	0%	100%	0%	0%	1
DC	0%	0%	100%	0%	0%	1
FL	17%	39%	10%	17%	17%	41
GA	15%	30%	8%	28%	20%	40
HI	100%	0%	0%	0%	0%	2
ID	33%	33%	0%	17%	17%	6
IL	13%	41%	7%	33%	7%	46
IN	24%	47%	6%	18%	6%	17
IA	0%	24%	18%	47%	12%	17
KS	20%	27%	7%	33%	13%	15
KY	29%	24%	12%	18%	18%	17
LA	25%	42%	0%	33%	0%	12
ME	25%	50%	0%	25%	0%	4
MD	41%	29%	6%	0%	24%	17
MA	21%	21%	14%	36%	7%	14
MI	26%	34%	3%	23%	14%	35
MN	18%	41%	18%	5%	18%	22
MS	50%	25%	13%	0%	13%	8
MO	15%	26%	7%	19%	33%	27
MT	100%	0%	0%	0%	0%	1
NE	20%	20%	20%	20%	20%	5
NV	44%	11%	11%	11%	22%	9
NH	0%	50%	0%	50%	0%	2
NJ	38%	23%	8%	31%	0%	13
NM	57%	14%	0%	14%	14%	7
NY	28%	28%	5%	25%	15%	40
NC	36%	22%	8%	25%	8%	36
ND	25%	13%	13%	38%	13%	8
OH	24%	30%	9%	20%	17%	46
OK	25%	0%	25%	8%	42%	12
OR	30%	25%	10%	5%	30%	20
PA	24%	21%	21%	17%	17%	42
RI	100%	0%	0%	0%	0%	2
SC	50%	25%	0%	25%	0%	4
SD	0%	50%	0%	0%	50%	2
TN	22%	28%	22%	17%	11%	18
TX	26%	21%	7%	19%	26%	57
UT	40%	10%	10%	10%	30%	10
VT	20%	40%	20%	0%	20%	5
VA	7%	37%	11%	26%	19%	27
WA	8%	25%	13%	29%	25%	24
WV	33%	0%	0%	17%	50%	6
WI	22%	30%	4%	30%	13%	23
WY	0%	20%	0%	40%	40%	5
US Total	25%	28%	10%	20%	17%	965

Table B.11. Statement: Farm animals have roughly the same ability to feel pain and discomfort as humans.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	62%	24%	4%	8%	2%	50
AL	81%	13%	0%	6%	0%	16
AK	0%	0%	0%	100%	0%	1
AZ	73%	9%	5%	5%	9%	22
AR	67%	22%	0%	11%	0%	9
CA	53%	27%	6%	9%	5%	79
CO	50%	11%	0%	17%	22%	18
CT	83%	17%	0%	0%	0%	12
DE	100%	0%	0%	0%	0%	1
DC	-	-	-	-	-	0
FL	57%	29%	7%	5%	2%	42
GA	50%	26%	11%	11%	3%	38
HI	100%	0%	0%	0%	0%	2
ID	17%	33%	0%	17%	33%	6
IL	61%	24%	9%	4%	2%	46
IN	50%	44%	6%	0%	0%	18
IA	47%	24%	12%	6%	12%	17
KS	43%	29%	0%	21%	7%	14
KY	53%	29%	6%	0%	12%	17
LA	33%	33%	0%	8%	25%	12
ME	75%	25%	0%	0%	0%	4
MD	65%	29%	0%	0%	6%	17
MA	46%	23%	8%	8%	15%	13
MI	68%	24%	3%	6%	0%	34
MN	48%	43%	0%	4%	4%	23
MS	86%	14%	0%	0%	0%	7
MO	62%	19%	4%	8%	8%	26
MT	100%	0%	0%	0%	0%	1
NE	50%	33%	0%	0%	17%	6
NV	50%	30%	0%	10%	10%	10
NH	50%	50%	0%	0%	0%	2
NJ	71%	7%	14%	0%	7%	14
NM	100%	0%	0%	0%	0%	6
NY	61%	26%	4%	4%	4%	46
NC	58%	32%	3%	3%	5%	38
ND	38%	13%	13%	38%	0%	8
OH	61%	15%	9%	13%	2%	46
OK	33%	25%	17%	17%	8%	12
OR	50%	30%	0%	5%	15%	20
PA	69%	17%	2%	10%	2%	42
RI	100%	0%	0%	0%	0%	2
SC	25%	25%	0%	50%	0%	4
SD	50%	0%	0%	0%	50%	2
TN	63%	26%	5%	5%	0%	19
TX	61%	30%	4%	2%	4%	57
UT	50%	40%	0%	0%	10%	10
VT	80%	20%	0%	0%	0%	5
VA	44%	36%	8%	12%	0%	25
WA	59%	11%	4%	7%	19%	27
WV	43%	29%	29%	0%	0%	7
WI	61%	26%	4%	0%	9%	23
WY	60%	40%	0%	0%	0%	5
US Total	58%	25%	5%	7%	6%	981

Table B.12. Statement: The government should take an active role in promoting farm animal welfare.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	49%	26%	4%	4%	17%	53
AL	63%	13%	0%	13%	13%	16
AK	0%	100%	0%	0%	0%	1
AZ	41%	14%	18%	9%	18%	22
AR	44%	56%	0%	0%	0%	9
CA	37%	26%	6%	12%	20%	82
CO	35%	41%	6%	6%	12%	17
CT	64%	27%	0%	9%	0%	11
DE	100%	0%	0%	0%	0%	1
DC	100%	0%	0%	0%	0%	1
FL	50%	21%	10%	7%	12%	42
GA	48%	20%	3%	15%	15%	40
HI	100%	0%	0%	0%	0%	2
ID	14%	14%	14%	29%	29%	7
IL	43%	36%	4%	9%	9%	47
IN	44%	22%	0%	22%	11%	18
IA	18%	41%	0%	12%	29%	17
KS	33%	13%	0%	20%	33%	15
KY	35%	35%	12%	6%	12%	17
LA	58%	17%	8%	0%	17%	12
ME	50%	25%	0%	25%	0%	4
MD	44%	38%	6%	0%	13%	16
MA	50%	21%	14%	7%	7%	14
MI	42%	27%	3%	21%	6%	33
MN	22%	35%	4%	22%	17%	23
MS	29%	57%	0%	0%	14%	7
MO	42%	46%	4%	4%	4%	26
MT	100%	0%	0%	0%	0%	1
NE	33%	0%	0%	33%	33%	6
NV	40%	40%	10%	0%	10%	10
NH	100%	0%	0%	0%	0%	2
NJ	57%	21%	14%	0%	7%	14
NM	71%	0%	0%	14%	14%	7
NY	59%	27%	5%	5%	5%	44
NC	42%	26%	11%	8%	13%	38
ND	50%	0%	13%	25%	13%	8
OH	40%	27%	7%	13%	13%	45
OK	27%	18%	9%	27%	18%	11
OR	65%	15%	0%	10%	10%	20
PA	48%	14%	14%	7%	17%	42
RI	100%	0%	0%	0%	0%	1
SC	0%	25%	0%	25%	50%	4
SD	50%	0%	0%	0%	50%	2
TN	42%	21%	5%	16%	16%	19
TX	41%	28%	3%	9%	19%	58
UT	64%	9%	9%	0%	18%	11
VT	40%	40%	0%	20%	0%	5
VA	30%	41%	4%	19%	7%	27
WA	32%	29%	7%	14%	18%	28
WV	14%	43%	0%	0%	43%	7
WI	36%	27%	5%	9%	23%	22
WY	20%	40%	0%	20%	20%	5
US Total	43%	26%	6%	11%	14%	990

Table B.13. *Statement: Food companies would voluntarily improve animal welfare, and would advertise as such if people really wanted it.*

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	41%	29%	6%	6%	18%	49
AL	31%	50%	0%	13%	6%	16
AK	100%	0%	0%	0%	0%	1
AZ	38%	33%	5%	24%	0%	21
AR	56%	44%	0%	0%	0%	9
CA	41%	29%	8%	9%	14%	79
CO	22%	39%	0%	28%	11%	18
CT	18%	27%	9%	27%	18%	11
DE	100%	0%	0%	0%	0%	1
DC	0%	0%	100%	0%	0%	1
FL	44%	32%	2%	15%	7%	41
GA	28%	31%	13%	15%	13%	39
HI	0%	100%	0%	0%	0%	2
ID	29%	43%	0%	14%	14%	7
IL	30%	35%	7%	17%	11%	46
IN	41%	12%	0%	35%	12%	17
IA	19%	44%	19%	6%	13%	16
KS	7%	60%	13%	20%	0%	15
KY	47%	35%	12%	0%	6%	17
LA	42%	25%	0%	8%	25%	12
ME	25%	75%	0%	0%	0%	4
MD	25%	50%	0%	13%	13%	16
MA	29%	36%	7%	7%	21%	14
MI	39%	27%	21%	3%	9%	33
MN	22%	43%	0%	22%	13%	23
MS	13%	38%	0%	38%	13%	8
MO	27%	31%	12%	15%	15%	26
MT	0%	100%	0%	0%	0%	1
NE	17%	50%	0%	33%	0%	6
NV	56%	33%	0%	0%	11%	9
NH	0%	0%	0%	50%	50%	2
NJ	21%	43%	0%	21%	14%	14
NM	29%	29%	0%	14%	29%	7
NY	38%	48%	2%	2%	10%	42
NC	26%	39%	8%	11%	16%	38
ND	25%	63%	0%	0%	13%	8
OH	20%	40%	13%	16%	11%	45
OK	42%	17%	0%	25%	17%	12
OR	35%	30%	10%	15%	10%	20
PA	40%	35%	2%	9%	14%	43
RI	100%	0%	0%	0%	0%	2
SC	25%	75%	0%	0%	0%	4
SD	0%	0%	0%	100%	0%	2
TN	32%	47%	0%	11%	11%	19
TX	37%	32%	7%	12%	12%	59
UT	50%	30%	0%	20%	0%	10
VT	40%	0%	20%	20%	20%	5
VA	33%	41%	11%	7%	7%	27
WA	26%	63%	0%	4%	7%	27
WV	33%	17%	17%	0%	33%	6
WI	23%	50%	9%	14%	5%	22
WY	60%	40%	0%	0%	0%	5
US Total	33%	37%	6%	12%	11%	977

Table B.14. Statement: Farmers and food companies put their own profits ahead of treating farm animals humanely.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	31%	23%	8%	25%	13%	48
AL	56%	25%	13%	6%	0%	16
AK	100%	0%	0%	0%	0%	1
AZ	43%	43%	0%	10%	5%	21
AR	33%	56%	0%	11%	0%	9
CA	39%	26%	9%	14%	12%	77
CO	29%	53%	6%	6%	6%	17
CT	36%	27%	0%	27%	9%	11
DE	0%	100%	0%	0%	0%	1
DC	0%	0%	100%	0%	0%	1
FL	40%	40%	5%	15%	0%	40
GA	31%	36%	13%	13%	8%	39
HI	0%	100%	0%	0%	0%	1
ID	43%	0%	29%	14%	14%	7
IL	45%	30%	14%	5%	7%	44
IN	27%	47%	7%	7%	13%	15
IA	19%	38%	19%	25%	0%	16
KS	33%	33%	7%	20%	7%	15
KY	38%	25%	6%	6%	25%	16
LA	45%	9%	0%	36%	9%	11
ME	50%	0%	25%	0%	25%	4
MD	31%	44%	6%	6%	13%	16
MA	25%	42%	8%	0%	25%	12
MI	38%	21%	12%	21%	9%	34
MN	23%	41%	9%	9%	18%	22
MS	14%	29%	29%	14%	14%	7
MO	42%	27%	12%	15%	4%	26
MT	100%	0%	0%	0%	0%	1
NE	33%	33%	0%	17%	17%	6
NV	56%	22%	0%	22%	0%	9
NH	50%	50%	0%	0%	0%	2
NJ	36%	14%	21%	21%	7%	14
NM	71%	14%	0%	0%	14%	7
NY	44%	33%	12%	5%	7%	43
NC	37%	26%	18%	8%	11%	38
ND	38%	13%	13%	13%	25%	8
OH	37%	35%	9%	7%	12%	43
OK	42%	17%	8%	25%	8%	12
OR	50%	35%	10%	0%	5%	20
PA	35%	35%	13%	8%	10%	40
RI	50%	0%	0%	50%	0%	2
SC	0%	25%	25%	50%	0%	4
SD	0%	0%	0%	50%	50%	2
TN	65%	18%	0%	6%	12%	17
TX	41%	20%	6%	24%	9%	54
UT	44%	22%	0%	22%	11%	9
VT	0%	40%	20%	0%	40%	5
VA	37%	37%	4%	11%	11%	27
WA	46%	31%	8%	8%	8%	26
WV	50%	17%	33%	0%	0%	6
WI	30%	39%	9%	4%	17%	23
WY	50%	25%	0%	0%	25%	4
US Total	38%	30%	9%	13%	10%	949

Table B.15. Statement: Housing chickens in cages is humane

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	22%	12%	10%	22%	33%	49
AL	31%	19%	0%	31%	19%	16
AK	0%	0%	0%	100%	0%	1
AZ	10%	19%	14%	10%	48%	21
AR	25%	13%	0%	25%	38%	8
CA	21%	16%	9%	14%	40%	77
CO	6%	39%	11%	22%	22%	18
CT	8%	0%	0%	33%	58%	12
DE	0%	0%	0%	0%	100%	1
DC	100%	0%	0%	0%	0%	1
FL	20%	20%	15%	15%	32%	41
GA	22%	27%	16%	19%	16%	37
HI	50%	50%	0%	0%	0%	2
ID	29%	0%	29%	0%	43%	7
IL	11%	22%	11%	22%	33%	45
IN	20%	13%	7%	33%	27%	15
IA	13%	31%	13%	13%	31%	16
KS	0%	27%	13%	7%	53%	15
KY	12%	6%	12%	18%	53%	17
LA	0%	42%	8%	0%	50%	12
ME	25%	0%	0%	25%	50%	4
MD	25%	38%	0%	6%	31%	16
MA	0%	25%	0%	8%	67%	12
MI	12%	21%	15%	15%	38%	34
MN	9%	13%	0%	35%	43%	23
MS	50%	25%	0%	0%	25%	8
MO	12%	28%	0%	32%	28%	25
MT	0%	0%	0%	0%	100%	1
NE	0%	0%	40%	20%	40%	5
NV	11%	44%	0%	0%	44%	9
NH	0%	0%	50%	0%	50%	2
NJ	7%	7%	20%	20%	47%	15
NM	0%	29%	0%	0%	71%	7
NY	11%	18%	7%	16%	48%	44
NC	5%	5%	19%	27%	43%	37
ND	13%	13%	13%	25%	38%	8
OH	13%	22%	7%	17%	41%	46
OK	18%	18%	18%	0%	45%	11
OR	14%	10%	14%	14%	48%	21
PA	5%	15%	13%	28%	40%	40
RI	0%	0%	0%	50%	50%	2
SC	25%	25%	50%	0%	0%	4
SD	0%	50%	50%	0%	0%	2
TN	17%	28%	11%	11%	33%	18
TX	12%	28%	9%	19%	33%	58
UT	33%	11%	22%	11%	22%	9
VT	0%	0%	0%	40%	60%	5
VA	4%	15%	19%	33%	30%	27
WA	8%	8%	16%	28%	40%	25
WV	0%	29%	14%	14%	43%	7
WI	17%	4%	0%	22%	57%	23
WY	20%	20%	20%	20%	20%	5
US Total	14%	19%	11%	19%	38%	964

Table B.16. Statement: Housing pregnant sows in crates is humane.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	11%	7%	19%	30%	33%	27
AL	25%	0%	13%	25%	38%	8
AK	0%	0%	0%	0%	100%	1
AZ	20%	0%	0%	10%	70%	10
AR	0%	67%	0%	0%	33%	3
CA	3%	8%	11%	22%	57%	37
CO	0%	0%	13%	38%	50%	8
CT	0%	0%	0%	29%	71%	7
DE	-	-	-	-	-	0
DC	-	-	-	-	-	0
FL	6%	6%	19%	19%	50%	16
GA	12%	18%	29%	6%	35%	17
HI	0%	0%	0%	0%	100%	1
ID	33%	0%	0%	33%	33%	3
IL	16%	0%	5%	42%	37%	19
IN	20%	10%	30%	20%	20%	10
IA	14%	0%	14%	29%	43%	7
KS	0%	33%	17%	17%	33%	6
KY	17%	0%	0%	17%	67%	6
LA	13%	0%	0%	13%	75%	8
ME	0%	0%	0%	0%	100%	2
MD	13%	13%	0%	13%	63%	8
MA	17%	0%	0%	17%	67%	6
MI	14%	14%	7%	29%	36%	14
MN	0%	0%	22%	22%	56%	9
MS	0%	0%	0%	100%	0%	1
MO	0%	14%	7%	21%	57%	14
MT	0%	0%	0%	0%	100%	1
NE	0%	0%	0%	100%	0%	1
NV	0%	29%	0%	29%	43%	7
NH	0%	0%	100%	0%	0%	1
NJ	0%	8%	17%	17%	58%	12
NM	0%	25%	0%	0%	75%	4
NY	15%	11%	4%	19%	52%	27
NC	14%	5%	14%	29%	38%	21
ND	60%	0%	20%	0%	20%	5
OH	10%	24%	10%	19%	38%	21
OK	13%	0%	13%	13%	63%	8
OR	8%	17%	0%	33%	42%	12
PA	11%	4%	15%	15%	56%	27
RI	-	-	-	-	-	0
SC	0%	0%	0%	33%	67%	3
SD	50%	0%	0%	0%	50%	2
TN	0%	10%	20%	10%	60%	10
TX	19%	14%	10%	19%	38%	21
UT	0%	0%	67%	0%	33%	3
VT	0%	0%	20%	0%	80%	5
VA	17%	8%	25%	25%	25%	12
WA	7%	7%	20%	0%	67%	15
WV	25%	25%	25%	0%	25%	4
WI	20%	10%	0%	40%	30%	10
WY	0%	0%	0%	100%	0%	1
US Total	11%	9%	12%	21%	48%	481

Table B.17. Statement: Housing pregnant sows in crates for their protection from other hogs is humane.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	25%	30%	15%	30%	0%	20
AL	17%	17%	0%	17%	50%	6
AK	-	-	-	-	-	0
AZ	33%	33%	0%	11%	22%	9
AR	33%	17%	17%	0%	33%	6
CA	33%	20%	17%	7%	23%	30
CO	11%	44%	22%	0%	22%	9
CT	0%	40%	40%	20%	0%	5
DE	0%	0%	100%	0%	0%	1
DC	100%	0%	0%	0%	0%	1
FL	23%	27%	27%	5%	18%	22
GA	30%	35%	5%	10%	20%	20
HI	0%	100%	0%	0%	0%	1
ID	33%	0%	33%	0%	33%	3
IL	13%	26%	22%	30%	9%	23
IN	40%	40%	0%	20%	0%	5
IA	29%	29%	14%	14%	14%	7
KS	13%	0%	38%	25%	25%	8
KY	20%	20%	0%	30%	30%	10
LA	0%	33%	0%	33%	33%	3
ME	50%	0%	0%	50%	0%	2
MD	17%	17%	0%	33%	33%	6
MA	17%	17%	50%	17%	0%	6
MI	19%	25%	25%	31%	0%	16
MN	23%	31%	8%	15%	23%	13
MS	29%	29%	0%	43%	0%	7
MO	55%	9%	0%	27%	9%	11
MT	-	-	-	-	-	0
NE	25%	50%	0%	25%	0%	4
NV	0%	50%	0%	0%	50%	2
NH	0%	0%	0%	0%	100%	1
NJ	0%	0%	50%	50%	0%	2
NM	50%	0%	0%	0%	50%	2
NY	21%	21%	14%	29%	14%	14
NC	7%	33%	13%	20%	27%	15
ND	33%	0%	0%	33%	33%	3
OH	36%	27%	5%	14%	18%	22
OK	0%	67%	0%	33%	0%	3
OR	22%	0%	22%	22%	33%	9
PA	13%	25%	19%	25%	19%	16
RI	50%	0%	0%	50%	0%	2
SC	0%	100%	0%	0%	0%	1
SD	-	-	-	-	-	0
TN	0%	56%	11%	0%	33%	9
TX	37%	20%	10%	13%	20%	30
UT	13%	25%	25%	0%	38%	8
VT	-	-	-	-	-	0
VA	29%	43%	21%	0%	7%	14
WA	20%	50%	0%	20%	10%	10
WV	0%	0%	0%	50%	50%	2
WI	8%	33%	0%	25%	33%	12
WY	0%	0%	33%	33%	33%	3
US Total	23%	26%	14%	18%	18%	434

Table B.18. Statement: Decisions about animal welfare should be left to experts and should not be based on public opinion

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	37%	10%	4%	16%	33%	49
AL	38%	19%	0%	13%	31%	16
AK	0%	0%	0%	0%	100%	1
AZ	27%	18%	5%	18%	32%	22
AR	22%	22%	0%	11%	44%	9
CA	27%	17%	6%	19%	31%	81
CO	28%	22%	11%	11%	28%	18
CT	9%	27%	9%	9%	45%	11
DE	0%	100%	0%	0%	0%	1
DC	0%	100%	0%	0%	0%	1
FL	29%	33%	12%	2%	24%	42
GA	45%	25%	3%	13%	15%	40
HI	50%	0%	0%	0%	50%	2
ID	43%	14%	0%	29%	14%	7
IL	33%	27%	7%	13%	20%	45
IN	44%	22%	6%	6%	22%	18
IA	41%	24%	12%	12%	12%	17
KS	43%	14%	14%	21%	7%	14
KY	29%	24%	6%	12%	29%	17
LA	42%	17%	8%	8%	25%	12
ME	0%	0%	0%	75%	25%	4
MD	29%	41%	0%	12%	18%	17
MA	23%	23%	8%	8%	38%	13
MI	23%	26%	9%	23%	20%	35
MN	27%	23%	9%	18%	23%	22
MS	38%	13%	13%	0%	38%	8
MO	42%	15%	4%	19%	19%	26
MT	0%	0%	0%	0%	100%	1
NE	50%	0%	0%	33%	17%	6
NV	10%	40%	10%	10%	30%	10
NH	0%	50%	0%	0%	50%	2
NJ	13%	33%	7%	33%	13%	15
NM	14%	29%	0%	0%	57%	7
NY	31%	18%	9%	22%	20%	45
NC	32%	24%	11%	16%	18%	38
ND	0%	38%	0%	13%	50%	8
OH	28%	22%	4%	20%	26%	46
OK	42%	8%	8%	8%	33%	12
OR	24%	14%	14%	19%	29%	21
PA	35%	12%	7%	16%	30%	43
RI	100%	0%	0%	0%	0%	2
SC	50%	25%	0%	25%	0%	4
SD	50%	50%	0%	0%	0%	2
TN	39%	6%	0%	28%	28%	18
TX	43%	21%	10%	12%	14%	58
UT	18%	18%	18%	18%	27%	11
VT	20%	40%	20%	0%	20%	5
VA	37%	22%	11%	22%	7%	27
WA	25%	21%	11%	11%	32%	28
WV	29%	14%	0%	29%	29%	7
WI	30%	26%	9%	22%	13%	23
WY	20%	80%	0%	0%	0%	5
US Total	32%	21%	7%	16%	24%	992

Table B.19. Statement: Farm animals raised on small farms have a better life than those raised on large farms.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	44%	25%	6%	6%	19%	16
AL	33%	33%	17%	0%	17%	6
AK	0%	0%	100%	0%	0%	1
AZ	20%	60%	0%	0%	20%	10
AR	60%	40%	0%	0%	0%	5
CA	36%	21%	15%	15%	12%	33
CO	38%	25%	25%	13%	0%	8
CT	29%	29%	29%	14%	0%	7
DE	0%	0%	100%	0%	0%	1
DC	-	-	-	-	-	0
FL	33%	39%	6%	17%	6%	18
GA	48%	14%	14%	10%	14%	21
HI	-	-	-	-	-	0
ID	67%	0%	33%	0%	0%	3
IL	31%	44%	25%	0%	0%	16
IN	40%	30%	10%	20%	0%	10
IA	29%	43%	14%	14%	0%	7
KS	30%	40%	10%	10%	10%	10
KY	38%	13%	38%	0%	13%	8
LA	0%	40%	20%	20%	20%	5
ME	67%	33%	0%	0%	0%	3
MD	33%	33%	17%	17%	0%	6
MA	67%	17%	0%	17%	0%	6
MI	46%	15%	31%	8%	0%	13
MN	70%	10%	0%	20%	0%	10
MS	33%	33%	0%	33%	0%	3
MO	71%	0%	7%	21%	0%	14
MT	100%	0%	0%	0%	0%	1
NE	0%	33%	0%	33%	33%	3
NV	33%	17%	33%	17%	0%	6
NH	-	-	-	-	-	0
NJ	50%	25%	0%	25%	0%	4
NM	50%	0%	50%	0%	0%	2
NY	35%	15%	20%	20%	10%	20
NC	43%	29%	14%	10%	5%	21
ND	50%	33%	0%	0%	17%	6
OH	31%	35%	12%	23%	0%	26
OK	0%	100%	0%	0%	0%	2
OR	40%	10%	40%	0%	10%	10
PA	45%	23%	18%	5%	9%	22
RI	50%	0%	0%	50%	0%	2
SC	50%	0%	50%	0%	0%	2
SD	0%	0%	50%	0%	50%	2
TN	20%	30%	30%	10%	10%	10
TX	31%	28%	14%	17%	10%	29
UT	0%	40%	0%	20%	40%	5
VT	0%	0%	67%	0%	33%	3
VA	36%	29%	14%	14%	7%	14
WA	38%	23%	31%	0%	8%	13
WV	25%	50%	25%	0%	0%	4
WI	60%	20%	10%	0%	10%	10
WY	0%	75%	25%	0%	0%	4
US Total	38%	26%	16%	11%	8%	461

Table B.20. Statement: Farm animals raised on small farms have a better life than those raised on corporate farms.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	59%	28%	7%	0%	7%	29
AL	78%	11%	0%	11%	0%	9
AK	-	-	-	-	-	0
AZ	45%	27%	9%	9%	9%	11
AR	50%	25%	0%	25%	0%	4
CA	47%	28%	19%	3%	3%	32
CO	50%	25%	13%	0%	13%	8
CT	100%	0%	0%	0%	0%	4
DE	-	-	-	-	-	0
DC	0%	100%	0%	0%	0%	1
FL	42%	32%	26%	0%	0%	19
GA	20%	40%	7%	20%	13%	15
HI	0%	100%	0%	0%	0%	2
ID	25%	50%	25%	0%	0%	4
IL	43%	32%	4%	18%	4%	28
IN	50%	0%	33%	17%	0%	6
IA	44%	33%	11%	11%	0%	9
KS	0%	75%	0%	25%	0%	4
KY	56%	33%	0%	11%	0%	9
LA	80%	20%	0%	0%	0%	5
ME	0%	0%	0%	100%	0%	1
MD	10%	50%	0%	10%	30%	10
MA	0%	50%	25%	25%	0%	4
MI	45%	27%	23%	5%	0%	22
MN	75%	17%	8%	0%	0%	12
MS	25%	0%	25%	25%	25%	4
MO	54%	23%	8%	8%	8%	13
MT	-	-	-	-	-	0
NE	100%	0%	0%	0%	0%	2
NV	25%	50%	0%	0%	25%	4
NH	50%	50%	0%	0%	0%	2
NJ	38%	13%	50%	0%	0%	8
NM	50%	50%	0%	0%	0%	4
NY	52%	24%	10%	5%	10%	21
NC	38%	23%	23%	15%	0%	13
ND	0%	50%	50%	0%	0%	2
OH	33%	39%	17%	6%	6%	18
OK	50%	38%	0%	0%	13%	8
OR	22%	33%	0%	22%	22%	9
PA	17%	39%	22%	17%	6%	18
RI	-	-	-	-	-	0
SC	50%	0%	0%	50%	0%	2
SD	-	-	-	-	-	0
TN	43%	43%	14%	0%	0%	7
TX	42%	17%	25%	13%	4%	24
UT	25%	0%	25%	25%	25%	4
VT	50%	50%	0%	0%	0%	2
VA	33%	42%	8%	17%	0%	12
WA	64%	9%	18%	9%	0%	11
WV	67%	33%	0%	0%	0%	3
WI	42%	42%	17%	0%	0%	12
WY	100%	0%	0%	0%	0%	1
US Total	44%	29%	13%	9%	5%	452

Table B.21. Statement: If food companies improve animal welfare standards, the price of meat will rise.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	38%	46%	0%	13%	4%	24
AL	50%	50%	0%	0%	0%	8
AK	-	-	-	-	-	0
AZ	31%	38%	0%	0%	31%	13
AR	67%	0%	17%	0%	17%	6
CA	38%	38%	8%	13%	5%	40
CO	30%	40%	0%	10%	20%	10
CT	38%	38%	13%	13%	0%	8
DE	-	-	-	-	-	0
DC	-	-	-	-	-	0
FL	53%	32%	5%	5%	5%	19
GA	41%	24%	6%	6%	24%	17
HI	0%	0%	0%	0%	100%	1
ID	50%	17%	17%	0%	17%	6
IL	28%	38%	17%	14%	3%	29
IN	40%	50%	0%	0%	10%	10
IA	22%	67%	0%	11%	0%	9
KS	50%	50%	0%	0%	0%	6
KY	67%	17%	0%	17%	0%	6
LA	0%	75%	0%	25%	0%	4
ME	100%	0%	0%	0%	0%	1
MD	64%	9%	9%	9%	9%	11
MA	40%	30%	0%	20%	10%	10
MI	27%	36%	0%	9%	27%	11
MN	25%	42%	8%	25%	0%	12
MS	40%	40%	0%	20%	0%	5
MO	46%	46%	0%	0%	8%	13
MT	-	-	-	-	-	0
NE	100%	0%	0%	0%	0%	1
NV	0%	50%	50%	0%	0%	2
NH	0%	50%	50%	0%	0%	2
NJ	50%	38%	0%	13%	0%	8
NM	100%	0%	0%	0%	0%	1
NY	27%	45%	0%	14%	14%	22
NC	50%	23%	5%	14%	9%	22
ND	33%	33%	0%	33%	0%	3
OH	36%	44%	4%	12%	4%	25
OK	83%	0%	0%	17%	0%	6
OR	50%	25%	17%	8%	0%	12
PA	26%	58%	5%	5%	5%	19
RI	-	-	-	-	-	0
SC	50%	50%	0%	0%	0%	2
SD	0%	0%	0%	100%	0%	1
TN	10%	40%	20%	20%	10%	10
TX	39%	39%	11%	11%	0%	28
UT	0%	100%	0%	0%	0%	1
VT	33%	0%	0%	33%	33%	3
VA	50%	33%	0%	11%	6%	18
WA	50%	36%	0%	14%	0%	14
WV	20%	60%	20%	0%	0%	5
WI	40%	40%	10%	10%	0%	10
WY	0%	100%	0%	0%	0%	1
US Total	39%	37%	6%	11%	7%	495

Table B.22. Statement: If food companies improve animal welfare standards the price of meat will fall.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	9%	9%	32%	27%	23%	22
AL	0%	0%	0%	38%	63%	8
AK	0%	0%	0%	100%	0%	1
AZ	14%	14%	0%	43%	29%	7
AR	0%	33%	0%	67%	0%	3
CA	6%	20%	11%	34%	29%	35
CO	13%	0%	13%	50%	25%	8
CT	0%	0%	0%	100%	0%	2
DE	0%	0%	0%	100%	0%	1
DC	0%	0%	0%	100%	0%	1
FL	5%	24%	5%	24%	43%	21
GA	0%	17%	43%	22%	17%	23
HI	-	-	-	-	-	0
ID	0%	0%	0%	100%	0%	1
IL	6%	6%	31%	38%	19%	16
IN	0%	0%	13%	63%	25%	8
IA	0%	14%	0%	57%	29%	7
KS	11%	11%	11%	33%	33%	9
KY	9%	9%	9%	18%	55%	11
LA	13%	0%	0%	50%	38%	8
ME	0%	67%	33%	0%	0%	3
MD	0%	0%	0%	67%	33%	6
MA	0%	0%	0%	50%	50%	4
MI	4%	13%	13%	35%	35%	23
MN	13%	0%	13%	50%	25%	8
MS	0%	0%	50%	0%	50%	2
MO	0%	7%	21%	36%	36%	14
MT	0%	0%	100%	0%	0%	1
NE	0%	0%	25%	0%	75%	4
NV	13%	13%	0%	63%	13%	8
NH	-	-	-	-	-	0
NJ	0%	17%	0%	67%	17%	6
NM	0%	0%	50%	25%	25%	4
NY	5%	19%	14%	38%	24%	21
NC	14%	0%	21%	50%	14%	14
ND	0%	60%	0%	0%	40%	5
OH	0%	24%	10%	33%	33%	21
OK	0%	20%	40%	0%	40%	5
OR	33%	11%	11%	11%	33%	9
PA	9%	23%	14%	23%	32%	22
RI	0%	0%	0%	100%	0%	2
SC	0%	0%	0%	50%	50%	2
SD	0%	0%	0%	0%	100%	1
TN	0%	13%	13%	13%	63%	8
TX	7%	11%	11%	22%	48%	27
UT	22%	11%	11%	33%	22%	9
VT	0%	0%	50%	0%	50%	2
VA	11%	11%	11%	44%	22%	9
WA	0%	0%	20%	40%	40%	10
WV	50%	0%	50%	0%	0%	2
WI	9%	9%	0%	36%	45%	11
WY	0%	33%	0%	33%	33%	3
US Total	6%	13%	15%	34%	32%	458

Table B.23. Statement: The average American thinks that low meat prices are more important than the well-being of farm animals

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	9%	9%	32%	27%	23%	22
AL	0%	0%	0%	38%	63%	8
AK	0%	0%	0%	100%	0%	1
AZ	14%	14%	0%	43%	29%	7
AR	0%	33%	0%	67%	0%	3
CA	6%	20%	11%	34%	29%	35
CO	13%	0%	13%	50%	25%	8
CT	0%	0%	0%	100%	0%	2
DE	0%	0%	0%	100%	0%	1
DC	0%	0%	0%	100%	0%	1
FL	5%	24%	5%	24%	43%	21
GA	0%	17%	43%	22%	17%	23
HI	-	-	-	-	-	0
ID	0%	0%	0%	100%	0%	1
IL	6%	6%	31%	38%	19%	16
IN	0%	0%	13%	63%	25%	8
IA	0%	14%	0%	57%	29%	7
KS	11%	11%	11%	33%	33%	9
KY	9%	9%	9%	18%	55%	11
LA	13%	0%	0%	50%	38%	8
ME	0%	67%	33%	0%	0%	3
MD	0%	0%	0%	67%	33%	6
MA	0%	0%	0%	50%	50%	4
MI	4%	13%	13%	35%	35%	23
MN	13%	0%	13%	50%	25%	8
MS	0%	0%	50%	0%	50%	2
MO	0%	7%	21%	36%	36%	14
MT	0%	0%	100%	0%	0%	1
NE	0%	0%	25%	0%	75%	4
NV	13%	13%	0%	63%	13%	8
NH	-	-	-	-	-	0
NJ	0%	17%	0%	67%	17%	6
NM	0%	0%	50%	25%	25%	4
NY	5%	19%	14%	38%	24%	21
NC	14%	0%	21%	50%	14%	14
ND	0%	60%	0%	0%	40%	5
OH	0%	24%	10%	33%	33%	21
OK	0%	20%	40%	0%	40%	5
OR	33%	11%	11%	11%	33%	9
PA	9%	23%	14%	23%	32%	22
RI	0%	0%	0%	100%	0%	2
SC	0%	0%	0%	50%	50%	2
SD	0%	0%	0%	0%	100%	1
TN	0%	13%	13%	13%	63%	8
TX	7%	11%	11%	22%	48%	27
UT	22%	11%	11%	33%	22%	9
VT	0%	0%	50%	0%	50%	2
VA	11%	11%	11%	44%	22%	9
WA	0%	0%	20%	40%	40%	10
WV	50%	0%	50%	0%	0%	2
WI	9%	9%	0%	36%	45%	11
WY	0%	33%	0%	33%	33%	3
US Total	6%	13%	15%	34%	32%	458

Table B.24. *Statement:* The average American considers the well-being of farm animals when they make decisions about purchasing meat.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	24%	20%	6%	20%	29%	49
AL	13%	7%	0%	27%	53%	15
AK	0%	0%	0%	0%	100%	1
AZ	5%	9%	9%	45%	32%	22
AR	11%	22%	0%	44%	22%	9
CA	14%	16%	4%	27%	40%	81
CO	6%	6%	12%	35%	41%	17
CT	9%	9%	9%	36%	36%	11
DE	0%	0%	0%	0%	100%	1
DC	0%	0%	0%	0%	100%	1
FL	10%	12%	10%	22%	46%	41
GA	13%	13%	3%	28%	45%	40
HI	100%	0%	0%	0%	0%	2
ID	17%	17%	0%	17%	50%	6
IL	2%	20%	7%	33%	39%	46
IN	12%	12%	6%	35%	35%	17
IA	0%	13%	6%	38%	44%	16
KS	0%	13%	0%	40%	47%	15
KY	6%	12%	6%	35%	41%	17
LA	25%	8%	0%	25%	42%	12
ME	0%	25%	0%	50%	25%	4
MD	13%	13%	0%	38%	38%	16
MA	0%	0%	0%	25%	75%	12
MI	3%	6%	6%	31%	54%	35
MN	0%	13%	0%	52%	35%	23
MS	0%	50%	13%	13%	25%	8
MO	4%	4%	0%	48%	44%	27
MT	0%	0%	0%	100%	0%	1
NE	0%	33%	0%	33%	33%	6
NV	10%	10%	10%	20%	50%	10
NH	0%	0%	0%	100%	0%	2
NJ	13%	0%	13%	47%	27%	15
NM	14%	43%	0%	14%	29%	7
NY	9%	7%	2%	36%	47%	45
NC	11%	11%	5%	26%	47%	38
ND	0%	13%	25%	25%	38%	8
OH	4%	20%	11%	28%	37%	46
OK	0%	8%	8%	33%	50%	12
OR	16%	16%	11%	21%	37%	19
PA	10%	12%	5%	31%	43%	42
RI	100%	0%	0%	0%	0%	1
SC	25%	0%	0%	25%	50%	4
SD	0%	0%	0%	50%	50%	2
TN	11%	6%	6%	28%	50%	18
TX	10%	10%	2%	24%	54%	59
UT	9%	9%	18%	36%	27%	11
VT	0%	20%	0%	20%	60%	5
VA	11%	11%	4%	48%	26%	27
WA	4%	7%	11%	41%	37%	27
WV	14%	0%	14%	29%	43%	7
WI	9%	4%	4%	26%	57%	23
WY	0%	20%	0%	0%	80%	5
US Total	9%	12%	5%	31%	42%	984

Table B.25. Statement: I would vote for a law in my state that would require farmers to treat their animals more humanely.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	55%	22%	8%	6%	8%	49
AL	87%	7%	0%	7%	0%	15
AK	100%	0%	0%	0%	0%	1
AZ	68%	5%	5%	14%	9%	22
AR	56%	33%	0%	11%	0%	9
CA	55%	9%	8%	14%	15%	80
CO	50%	17%	11%	11%	11%	18
CT	73%	27%	0%	0%	0%	11
DE	100%	0%	0%	0%	0%	1
DC	100%	0%	0%	0%	0%	1
FL	62%	21%	12%	2%	2%	42
GA	48%	25%	8%	15%	5%	40
HI	100%	0%	0%	0%	0%	2
ID	14%	14%	29%	0%	43%	7
IL	51%	28%	6%	11%	4%	47
IN	53%	29%	12%	6%	0%	17
IA	29%	35%	12%	18%	6%	17
KS	27%	27%	0%	27%	20%	15
KY	65%	18%	6%	12%	0%	17
LA	58%	25%	8%	8%	0%	12
ME	75%	25%	0%	0%	0%	4
MD	59%	12%	6%	0%	24%	17
MA	69%	15%	0%	0%	15%	13
MI	56%	21%	12%	3%	9%	34
MN	43%	30%	0%	9%	17%	23
MS	50%	38%	0%	13%	0%	8
MO	58%	27%	4%	4%	8%	26
MT	100%	0%	0%	0%	0%	1
NE	33%	0%	33%	17%	17%	6
NV	50%	50%	0%	0%	0%	10
NH	100%	0%	0%	0%	0%	2
NJ	67%	7%	20%	7%	0%	15
NM	86%	0%	0%	14%	0%	7
NY	66%	18%	9%	2%	5%	44
NC	61%	13%	8%	8%	11%	38
ND	57%	0%	0%	29%	14%	7
OH	46%	37%	9%	7%	2%	46
OK	58%	17%	8%	8%	8%	12
OR	62%	14%	10%	0%	14%	21
PA	57%	21%	12%	5%	5%	42
RI	100%	0%	0%	0%	0%	2
SC	50%	25%	0%	0%	25%	4
SD	0%	0%	0%	0%	100%	1
TN	47%	21%	16%	0%	16%	19
TX	53%	21%	7%	5%	14%	58
UT	64%	9%	0%	0%	27%	11
VT	100%	0%	0%	0%	0%	5
VA	41%	37%	7%	11%	4%	27
WA	52%	15%	7%	7%	19%	27
WV	57%	29%	0%	0%	14%	7
WI	57%	13%	13%	4%	13%	23
WY	40%	20%	20%	0%	20%	5
US Total	56%	20%	8%	7%	9%	988

Table B.26. Statement: Farmers should be compensated if forced to comply with higher farm animal welfare standards.

State	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	45%	26%	11%	6%	13%	47
AL	69%	19%	0%	6%	6%	16
AK	0%	100%	0%	0%	0%	1
AZ	29%	33%	19%	10%	10%	21
AR	38%	50%	0%	13%	0%	8
CA	41%	30%	2%	16%	11%	83
CO	28%	44%	11%	0%	17%	18
CT	18%	64%	0%	9%	9%	11
DE	100%	0%	0%	0%	0%	1
DC	100%	0%	0%	0%	0%	1
FL	40%	33%	5%	14%	7%	42
GA	23%	33%	13%	23%	10%	40
HI	50%	50%	0%	0%	0%	2
ID	14%	57%	14%	0%	14%	7
IL	25%	50%	11%	7%	7%	44
IN	47%	18%	6%	24%	6%	17
IA	24%	35%	12%	18%	12%	17
KS	27%	7%	13%	40%	13%	15
KY	29%	41%	6%	12%	12%	17
LA	42%	17%	0%	8%	33%	12
ME	25%	25%	0%	25%	25%	4
MD	44%	38%	6%	6%	6%	16
MA	36%	29%	0%	14%	21%	14
MI	35%	26%	3%	18%	18%	34
MN	43%	17%	4%	17%	17%	23
MS	50%	13%	0%	25%	13%	8
MO	37%	44%	7%	7%	4%	27
MT	100%	0%	0%	0%	0%	1
NE	20%	0%	0%	20%	60%	5
NV	22%	44%	0%	22%	11%	9
NH	0%	50%	0%	50%	0%	2
NJ	40%	27%	0%	33%	0%	15
NM	50%	0%	17%	33%	0%	6
NY	41%	45%	5%	2%	7%	44
NC	43%	37%	11%	6%	3%	35
ND	38%	38%	13%	0%	13%	8
OH	30%	36%	17%	11%	6%	47
OK	55%	18%	0%	9%	18%	11
OR	33%	29%	10%	14%	14%	21
PA	35%	35%	2%	19%	9%	43
RI	0%	50%	50%	0%	0%	2
SC	50%	50%	0%	0%	0%	4
SD	0%	100%	0%	0%	0%	2
TN	37%	47%	5%	0%	11%	19
TX	49%	27%	2%	8%	14%	59
UT	64%	18%	0%	9%	9%	11
VT	80%	20%	0%	0%	0%	5
VA	30%	44%	11%	11%	4%	27
WA	26%	52%	0%	7%	15%	27
WV	71%	0%	14%	14%	0%	7
WI	41%	41%	5%	5%	9%	22
WY	20%	40%	0%	40%	0%	5
US Total	37%	34%	7%	12%	10%	983

Definitions for Tables B.27. – B.52.

Northeast: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New Jersey, New York, Pennsylvania.

Midwest: Indiana, Illinois, Michigan, Ohio, Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.

South: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, Texas.

West: Arizona, Colorado, Idaho, New Mexico, Montana, Utah, Nevada, Wyoming, Alaska, California, Hawaii, Oregon, Washington.

Metropolitan Statistical Area (MSA): An urban area that contains a population of 50,000 or more

Urban: Principal cities of the MSAs.

Suburban: Remainder of cities in the MSAs.

Rural: Cities not located in MSAs.

Table B.27. Statement: It is important to me that animals on farms are well-cared for.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	80%	15%	2%	3%	0%	59
Northeast	78%	17%	2%	2%	0%	143
Midwest	76%	20%	2%	2%	0%	267
South	73%	21%	2%	2%	1%	328
West	75%	19%	3%	2%	1%	216
Urban	76%	20%	2%	1%	1%	173
Suburban	75%	20%	3%	2%	0%	509
Rural	76%	19%	1%	3%	1%	331
US Total	75%	20%	2%	2%	1%	1013

Table B.28. Statement: Until we learn to significantly reduce human suffering, we should not worry about the well-being of farm animals.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	19%	10%	10%	20%	41%	59
Northeast	13%	12%	7%	29%	38%	138
Midwest	14%	13%	11%	27%	36%	262
South	15%	15%	8%	24%	38%	320
West	12%	17%	9%	22%	41%	209
Urban	13%	16%	8%	25%	38%	164
Suburban	16%	13%	8%	25%	38%	498
Rural	11%	15%	10%	24%	40%	326
US Total	14%	14%	9%	25%	38%	988

Table B.29. Statement: I consider the well-being of farm animals when I make decisions about purchasing meat.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	39%	14%	9%	19%	19%	57
Northeast	36%	23%	10%	13%	17%	141
Midwest	23%	23%	11%	23%	19%	264
South	28%	17%	10%	20%	25%	324
West	31%	19%	7%	19%	23%	213
Urban	28%	20%	11%	20%	22%	169
Suburban	29%	18%	10%	21%	22%	499
Rural	30%	23%	8%	17%	21%	331
US Total	29%	20%	10%	20%	21%	999

Table B.30. *Statement:* Scientific measures of animal well-being should be used to determine how farm animals are treated not moral or ethical considerations.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	28%	17%	12%	16%	28%	58
Northeast	17%	21%	12%	26%	24%	134
Midwest	20%	26%	16%	18%	20%	251
South	25%	25%	9%	18%	23%	310
West	25%	24%	13%	18%	20%	205
Urban	21%	23%	14%	21%	21%	162
Suburban	25%	23%	10%	20%	22%	481
Rural	20%	26%	15%	17%	22%	315
US Total	23%	24%	12%	19%	22%	958

Table B.31. *Statement:* The average American thinks that farm animal welfare is important

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	46%	29%	3%	8%	14%	59
Northeast	22%	27%	9%	26%	17%	139
Midwest	22%	31%	10%	25%	13%	265
South	28%	25%	10%	20%	17%	327
West	25%	26%	10%	21%	18%	203
Urban	33%	27%	10%	18%	12%	170
Suburban	24%	27%	9%	23%	17%	497
Rural	25%	27%	9%	22%	17%	326
US Total	26%	27%	9%	22%	16%	993

Table B.32. *Statement:* Animals raised under higher standards of care will produce safer and better tasting meat.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	51%	26%	10%	8%	5%	61
Northeast	54%	25%	7%	8%	6%	136
Midwest	56%	25%	9%	6%	3%	257
South	57%	28%	7%	4%	3%	315
West	55%	24%	8%	7%	6%	202
Urban	53%	24%	9%	5%	8%	170
Suburban	56%	25%	7%	8%	4%	491
Rural	55%	28%	9%	5%	3%	310
US Total	56%	26%	8%	6%	4%	971

Table B.33. Statement: Food companies that require farmers to treat their animals better are doing the right thing.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	60%	28%	8%	0%	4%	25
Northeast	69%	18%	4%	6%	3%	71
Midwest	67%	26%	3%	1%	1%	144
South	69%	23%	3%	2%	3%	159
West	64%	23%	5%	3%	3%	115
Urban	61%	25%	6%	2%	6%	88
Suburban	70%	23%	4%	2%	2%	257
Rural	66%	24%	4%	4%	2%	169
US Total	67%	24%	4%	3%	3%	514

Table B.34. Statement: Food companies that require farmers to treat their animals better, no matter what it costs farmers, are doing the right thing.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	40%	33%	3%	17%	7%	30
Northeast	55%	23%	7%	10%	4%	69
Midwest	40%	34%	5%	14%	8%	119
South	42%	26%	13%	10%	9%	165
West	38%	29%	9%	15%	9%	100
Urban	44%	31%	11%	9%	5%	80
Suburban	45%	26%	7%	14%	8%	242
Rural	37%	31%	10%	13%	9%	161
US Total	42%	29%	9%	13%	8%	483

Table B.35. Statement: Low meat prices are more important than the well-being of farm animals.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	8%	11%	8%	25%	49%	53
Northeast	4%	12%	5%	23%	55%	141
Midwest	3%	14%	7%	31%	46%	264
South	6%	8%	10%	27%	50%	325
West	6%	11%	5%	22%	56%	209
Urban	5%	13%	5%	26%	51%	167
Suburban	4%	10%	7%	28%	50%	496
Rural	6%	10%	8%	25%	51%	329
US Total	5%	11%	7%	26%	51%	992

Table B.36. Statement: My personal food choices have a large impact on the well-being of farm animals.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	37%	24%	10%	10%	18%	49
Northeast	27%	27%	13%	22%	11%	132
Midwest	19%	33%	8%	25%	15%	263
South	26%	27%	9%	19%	18%	320
West	29%	24%	10%	14%	22%	201
Urban	23%	33%	8%	17%	20%	160
Suburban	26%	25%	11%	20%	18%	487
Rural	26%	30%	8%	21%	15%	318
US Total	25%	28%	10%	20%	17%	965

Table B.37. Statement: Farm animals have roughly the same ability to feel pain and discomfort as humans.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	62%	24%	4%	8%	2%	50
Northeast	66%	20%	4%	5%	4%	140
Midwest	57%	25%	6%	8%	5%	263
South	56%	28%	6%	6%	4%	321
West	56%	22%	3%	8%	11%	207
Urban	60%	26%	5%	6%	4%	168
Suburban	59%	23%	5%	7%	6%	492
Rural	56%	26%	4%	7%	6%	321
US Total	58%	25%	5%	7%	6%	981

Table B.38. Statement: The government should take an active role in promoting farm animal welfare.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	50%	26%	4%	4%	17%	54
Northeast	55%	22%	9%	7%	8%	137
Midwest	38%	29%	4%	15%	15%	262
South	42%	27%	6%	10%	15%	324
West	41%	24%	7%	11%	17%	213
Urban	38%	30%	7%	9%	17%	168
Suburban	42%	25%	6%	13%	15%	497
Rural	47%	27%	5%	8%	12%	325
US Total	43%	26%	6%	11%	14%	990

Table B.39. Statement: Food companies would voluntarily improve animal welfare and advertise as such if people really wanted it.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	40%	28%	8%	6%	18%	50
Northeast	34%	38%	4%	10%	14%	137
Midwest	26%	38%	10%	16%	10%	259
South	35%	36%	6%	12%	11%	324
West	37%	37%	4%	12%	10%	207
Urban	29%	39%	7%	12%	13%	165
Suburban	35%	35%	6%	13%	11%	487
Rural	32%	38%	7%	12%	11%	325
US Total	33%	37%	6%	12%	11%	977

Table B.40. Statement: Farmers and food companies put their own profits ahead of treating farm animals humanely.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	31%	22%	10%	24%	12%	49
Northeast	37%	31%	12%	9%	11%	133
Midwest	35%	32%	11%	12%	11%	254
South	39%	29%	9%	14%	8%	313
West	44%	30%	7%	11%	9%	200
Urban	40%	23%	9%	13%	14%	166
Suburban	37%	32%	10%	13%	8%	473
Rural	39%	31%	9%	12%	9%	310
US Total	38%	30%	9%	13%	10%	949

Table B.41. Statement: Housing chickens in cages is humane.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	24%	12%	10%	22%	32%	50
Northeast	7%	13%	9%	22%	49%	136
Midwest	12%	20%	9%	21%	39%	257
South	15%	21%	12%	18%	33%	318
West	16%	18%	12%	15%	40%	203
Urban	14%	19%	8%	19%	40%	166
Suburban	14%	21%	11%	19%	36%	482
Rural	14%	16%	12%	19%	40%	316
US Total	14%	19%	11%	19%	38%	964

Table B.42. Statement: Housing pregnant sows in crates is humane.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	11%	7%	19%	30%	33%	27
Northeast	9%	6%	10%	16%	59%	87
Midwest	14%	11%	11%	26%	38%	118
South	13%	10%	14%	18%	45%	146
West	6%	9%	10%	19%	56%	103
Urban	15%	11%	13%	18%	43%	89
Suburban	10%	8%	12%	19%	51%	255
Rural	9%	9%	12%	26%	44%	137
US Total	11%	9%	12%	21%	48%	481

Table B.43. Statement: Housing pregnant sows in crates for their protection from other hogs is humane.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	29%	29%	14%	29%	0%	21
Northeast	17%	21%	23%	27%	13%	48
Midwest	25%	25%	12%	23%	15%	124
South	23%	30%	12%	14%	22%	155
West	24%	26%	15%	9%	26%	86
Urban	25%	23%	11%	20%	21%	71
Suburban	22%	29%	14%	19%	16%	203
Rural	24%	25%	14%	16%	21%	160
US Total	23%	26%	14%	18%	18%	434

Table B.44. Statement: Decisions about animal welfare should be left to experts and should not be based on public opinion.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	36%	12%	4%	16%	32%	50
Northeast	27%	19%	8%	19%	26%	140
Midwest	32%	23%	7%	18%	20%	262
South	37%	23%	7%	13%	21%	326
West	25%	21%	8%	15%	31%	214
Urban	30%	21%	7%	18%	24%	165
Suburban	32%	22%	7%	15%	23%	497
Rural	32%	21%	7%	15%	25%	330
US Total	32%	21%	7%	16%	24%	992

Table B.45. Statement: Farm animals raised on small farms have a better life than those raised on large farms.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	44%	25%	6%	6%	19%	16
Northeast	42%	19%	18%	13%	7%	67
Midwest	43%	27%	13%	13%	4%	127
South	35%	29%	16%	12%	8%	155
West	33%	26%	22%	8%	10%	96
Urban	44%	23%	11%	15%	7%	82
Suburban	38%	25%	17%	12%	8%	224
Rural	34%	29%	19%	10%	8%	155
US Total	38%	26%	16%	11%	8%	461

Table B.46. Statement: Farm animals raised on small farms have a better life than those raised on corporate farms.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	57%	30%	7%	0%	7%	30
Northeast	38%	28%	18%	10%	5%	60
Midwest	45%	30%	13%	9%	2%	128
South	42%	29%	13%	11%	6%	144
West	43%	29%	13%	7%	8%	90
Urban	47%	25%	11%	9%	9%	81
Suburban	43%	31%	13%	9%	4%	234
Rural	43%	30%	15%	7%	4%	137
US Total	44%	29%	13%	9%	5%	452

Table B.47. Statement: If food companies improve animal welfare standards, the price of meat will fall.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	38%	46%	0%	13%	4%	24
Northeast	33%	42%	4%	12%	8%	73
Midwest	34%	43%	6%	12%	5%	130
South	46%	31%	7%	10%	7%	167
West	39%	36%	7%	9%	10%	101
Urban	42%	34%	7%	12%	5%	85
Suburban	39%	37%	4%	12%	8%	267
Rural	38%	39%	8%	8%	7%	143
US Total	39%	37%	6%	11%	7%	495

Table B.48. Statement: If food companies improve animal welfare standards, the price of meat will fall.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	9%	9%	30%	30%	22%	23
Northeast	5%	19%	13%	37%	26%	62
Midwest	4%	13%	13%	36%	34%	127
South	6%	11%	16%	30%	37%	150
West	10%	13%	13%	38%	27%	96
Urban	7%	15%	15%	31%	33%	75
Suburban	5%	14%	13%	40%	28%	221
Rural	7%	11%	18%	28%	36%	162
US Total	6%	13%	15%	34%	32%	458

Table B.49. Statement: The average American thinks that low meat prices are more important than the well-being of farm animals.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	31%	31%	13%	15%	10%	48
Northeast	32%	35%	7%	14%	12%	138
Midwest	37%	37%	6%	11%	10%	263
South	36%	34%	5%	12%	13%	321
West	38%	32%	6%	13%	12%	208
Urban	40%	25%	7%	14%	13%	166
Suburban	34%	36%	7%	13%	10%	490
Rural	35%	35%	5%	11%	15%	322
US Total	35%	34%	6%	12%	12%	978

Table B.50. Statement: The average American considers the well-being of farm animals when they make decisions about purchasing meat.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	24%	20%	6%	20%	30%	50
Northeast	9%	8%	4%	35%	44%	137
Midwest	3%	13%	6%	35%	43%	264
South	11%	11%	4%	29%	45%	324
West	11%	13%	7%	30%	39%	209
Urban	7%	17%	5%	30%	41%	169
Suburban	10%	10%	5%	32%	43%	493
Rural	10%	13%	6%	31%	40%	322
US Total	9%	12%	5%	31%	42%	984

Table B.51. Statement: I would vote for a law in my state that would require farmers to treat their animals more humanely.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	56%	22%	8%	6%	8%	50
Northeast	67%	17%	9%	3%	4%	138
Midwest	48%	26%	8%	9%	8%	262
South	56%	21%	7%	7%	8%	326
West	57%	12%	8%	9%	15%	212
Urban	58%	21%	5%	7%	8%	166
Suburban	53%	22%	8%	8%	9%	495
Rural	58%	17%	8%	7%	10%	327
US Total	56%	20%	8%	7%	9%	988

Table B.52. Statement: Farmers should be compensated if forced to comply with higher farm animal welfare standards.

Region	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	46%	25%	10%	6%	13%	48
Northeast	36%	39%	3%	14%	9%	140
Midwest	33%	34%	9%	13%	11%	261
South	42%	32%	6%	11%	9%	322
West	35%	35%	6%	13%	11%	212
Urban	36%	33%	7%	15%	10%	169
Suburban	37%	35%	6%	11%	10%	494
Rural	38%	32%	7%	12%	11%	320
US Total	37%	34%	7%	12%	10%	983

Definitions for Tables B.53. – B.78.

Red States: States who voted for George W. Bush in the 2006 presidential election. States include Indiana, Ohio, Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota, Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, Texas, Arizona, Colorado, Idaho, New Mexico, Montana, Utah, Nevada, Wyoming, and Alaska.

Blue States: States who voted for John Kerry in the 2004 presidential election. States include Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New Jersey, New York, Pennsylvania, Illinois, Michigan, Wisconsin, Minnesota, Delaware, Maryland, California, Hawaii, Oregon, and Washington.

Table B.53. Statement: It is important to me that animals on farms are well-cared for.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	80%	15%	2%	3%	0%	59
Red State	74%	19%	3%	2%	1%	531
Blue State	76%	21%	1%	2%	0%	423
Republican	73%	22%	3%	2%	1%	264
Democrat	80%	17%	1%	2%	1%	314
Independent	73%	23%	3%	2%	0%	244
Other	71%	21%	3%	6%	0%	117

Table B.54. Statement: Until we learn to significantly reduce human suffering, we should not worry about the well-being of farm animals.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	19%	10%	10%	20%	41%	59
Red State	14%	15%	9%	24%	38%	520
Blue State	13%	13%	8%	26%	39%	409
Republican	14%	17%	8%	25%	36%	257
Democrat	12%	12%	9%	25%	42%	308
Independent	13%	17%	8%	27%	36%	237
Other	18%	10%	13%	20%	39%	118

Table B.55. Statement: I consider the well-being of farm animals when I make decisions about purchasing meat.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	39%	14%	9%	19%	19%	57
Red State	27%	20%	9%	21%	23%	526
Blue State	31%	21%	10%	18%	19%	416
Republican	20%	15%	10%	23%	32%	260
Democrat	34%	22%	9%	17%	18%	311
Independent	26%	25%	9%	21%	18%	244
Other	35%	17%	13%	17%	18%	114

Table B.56. Statement: Scientific measures of animal well-being should be used to determine how farm animals are treated not moral or ethical considerations.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	28%	17%	12%	16%	28%	58
Red State	22%	25%	12%	19%	21%	504
Blue State	22%	23%	12%	19%	22%	396
Republican	73%	22%	3%	2%	1%	264
Democrat	80%	17%	1%	2%	1%	314
Independent	73%	23%	3%	2%	0%	244
Other	71%	21%	3%	6%	0%	117

Table B.57. Statement: The average American thinks that farm animal welfare is important

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	46%	29%	3%	8%	14%	59
Red State	27%	26%	11%	21%	15%	529
Blue State	21%	29%	8%	24%	17%	405
Republican	23%	28%	10%	25%	13%	255
Democrat	27%	24%	8%	26%	15%	308
Independent	26%	28%	11%	19%	17%	243
Other	23%	30%	9%	13%	24%	115

Table B.58. Statement: Animals raised under higher standards of care will produce safer and better tasting meat.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	51%	26%	10%	8%	5%	61
Red State	57%	25%	8%	6%	4%	511
Blue State	54%	27%	8%	6%	5%	399
Republican	52%	26%	8%	8%	6%	251
Democrat	61%	24%	7%	4%	5%	306
Independent	51%	34%	8%	5%	2%	228
Other	60%	18%	11%	7%	4%	113

Table B.59. Statement: Food companies that require farmers to treat their animals better are doing the right thing.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	60%	28%	8%	0%	4%	25
Red State	67%	24%	3%	3%	3%	278
Blue State	68%	22%	5%	2%	3%	211
Republican	61%	29%	6%	3%	1%	139
Democrat	75%	19%	1%	2%	3%	155
Independent	70%	19%	6%	2%	2%	126
Other	59%	30%	2%	3%	7%	61

Table B.60. *Statement:* Food companies that require farmers to treat their animals better, no matter what it costs farmers, are doing the right thing.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	40%	33%	3%	17%	7%	30
Red State	41%	28%	12%	11%	8%	248
Blue State	44%	28%	6%	14%	7%	205
Republican	29%	36%	8%	16%	11%	122
Democrat	48%	25%	8%	12%	8%	155
Independent	47%	27%	9%	13%	4%	116
Other	37%	37%	10%	12%	6%	52

Table B.61. *Statement:* Low meat prices are more important than the well-being of farm animals.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	8%	11%	8%	25%	49%	53
Red State	5%	10%	9%	27%	48%	525
Blue State	4%	12%	5%	26%	54%	414
Republican	5%	15%	7%	31%	43%	261
Democrat	5%	9%	5%	25%	57%	311
Independent	4%	10%	9%	25%	52%	238
Other	7%	10%	11%	23%	48%	115

Table B.62. *Statement:* My personal food choices have a large impact on the well-being of farm animals.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	37%	24%	10%	10%	18%	49
Red State	25%	27%	9%	21%	19%	514
Blue State	25%	30%	10%	19%	15%	402
Republican	18%	27%	9%	25%	21%	256
Democrat	28%	26%	11%	20%	15%	300
Independent	24%	30%	9%	19%	17%	233
Other	32%	30%	12%	10%	16%	114

Table B.63. *Statement:* Farm animals have roughly the same ability to feel pain and discomfort as humans.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	62%	24%	4%	8%	2%	50
Red State	56%	25%	5%	8%	6%	519
Blue State	61%	24%	4%	5%	6%	412
Republican	48%	31%	8%	7%	7%	252
Democrat	62%	18%	4%	9%	6%	309
Independent	61%	26%	3%	6%	3%	239
Other	58%	28%	5%	3%	7%	116

Table B.64. Statement: The government should take an active role in promoting farm animal welfare.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	50%	26%	4%	4%	17%	54
Red State	41%	26%	6%	11%	16%	525
Blue State	45%	26%	6%	10%	12%	411
Republican	30%	29%	9%	12%	21%	261
Democrat	56%	25%	4%	6%	9%	308
Independent	38%	28%	6%	14%	13%	240
Other	43%	22%	6%	13%	16%	116

Table B.65. Statement: Food companies would voluntarily improve animal welfare and would advertise as such if people really wanted it.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	40%	28%	8%	6%	18%	50
Red State	32%	36%	7%	14%	11%	521
Blue State	33%	38%	6%	11%	12%	406
Republican	33%	37%	7%	13%	10%	259
Democrat	34%	34%	6%	13%	13%	307
Independent	32%	38%	6%	13%	11%	239
Other	30%	43%	10%	8%	9%	112

Table B.66. Statement: Farmers and food companies put their own profits ahead of treating farm animals humanely.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	31%	22%	10%	24%	12%	49
Red State	39%	30%	9%	14%	9%	503
Blue State	38%	31%	11%	10%	11%	397
Republican	30%	30%	11%	15%	14%	247
Democrat	43%	30%	8%	10%	10%	304
Independent	41%	33%	6%	14%	6%	228
Other	40%	25%	16%	12%	6%	110

Table B.67. Statement: Housing chickens in cages is humane.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	24%	12%	10%	22%	32%	50
Red State	14%	22%	12%	18%	35%	511
Blue State	13%	15%	9%	20%	43%	403
Republican	16%	24%	13%	15%	32%	254
Democrat	12%	17%	8%	21%	42%	302
Independent	9%	17%	13%	23%	38%	232
Other	22%	16%	8%	14%	40%	116

Table B.68. Statement: Housing pregnant sows in crates is humane

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	11%	7%	19%	30%	33%	27
Red State	12%	11%	14%	19%	44%	242
Blue State	9%	7%	9%	21%	53%	212
Republican	10%	8%	19%	20%	42%	124
Democrat	14%	10%	7%	21%	48%	146
Independent	8%	10%	12%	21%	50%	120
Other	11%	9%	9%	22%	49%	55

Table B.69. Statement: Housing pregnant sows in crates for their protection from other hogs is humane.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	29%	29%	14%	29%	0%	21
Red State	25%	28%	11%	14%	21%	244
Blue State	20%	24%	17%	22%	17%	169
Republican	18%	29%	16%	22%	15%	107
Democrat	21%	27%	13%	16%	23%	145
Independent	24%	22%	17%	19%	20%	102
Other	33%	25%	11%	16%	15%	55

Table B.70. Statement: Decisions about animal welfare should be left to experts and should not be based on public opinion.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	36%	12%	4%	16%	32%	50
Red State	35%	22%	7%	14%	22%	527
Blue State	27%	22%	8%	18%	25%	415
Republican	34%	24%	8%	15%	19%	263
Democrat	31%	20%	6%	19%	24%	309
Independent	31%	23%	6%	15%	25%	240
Other	28%	21%	12%	15%	25%	117

Table B.71. Statement: Farm animals raised on small farms have a better life than those raised on large farms.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	44%	25%	6%	6%	19%	16
Red State	35%	30%	15%	13%	8%	266
Blue State	42%	21%	20%	10%	7%	179
Republican	34%	28%	16%	14%	9%	115
Democrat	38%	29%	14%	12%	5%	146
Independent	41%	26%	14%	11%	9%	123
Other	41%	19%	26%	6%	9%	54

Table B.72. Statement: Farm animals raised on small farms have a better life than those raised on corporate farms.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	57%	30%	7%	0%	7%	30
Red State	43%	29%	13%	10%	5%	224
Blue State	42%	30%	14%	9%	5%	198
Republican	38%	32%	13%	12%	6%	125
Democrat	42%	27%	17%	9%	4%	139
Independent	52%	27%	12%	8%	1%	99
Other	39%	38%	11%	5%	7%	56

Table B.73. Statement: If food companies improve animal welfare standards, the price of meat will rise.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	38%	46%	0%	13%	4%	24
Red State	41%	37%	5%	9%	8%	258
Blue State	36%	37%	8%	13%	7%	213
Republican	40%	41%	1%	14%	4%	126
Democrat	37%	35%	7%	12%	9%	162
Independent	37%	37%	6%	11%	9%	115
Other	42%	34%	14%	3%	8%	65

Table B.74. Statement: If food companies improve animal welfare standards, the price of meat will fall.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	9%	9%	30%	30%	22%	23
Red State	6%	13%	15%	33%	34%	254
Blue State	7%	14%	13%	37%	29%	181
Republican	2%	10%	12%	40%	35%	125
Democrat	8%	13%	11%	37%	31%	142
Independent	7%	12%	20%	31%	30%	115
Other	11%	17%	17%	23%	32%	47

Table B.75. Statement: The average American thinks that low meat prices are more important than the well-being of farm animals.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	31%	31%	13%	15%	10%	48
Red State	35%	35%	5%	12%	13%	520
Blue State	37%	33%	7%	13%	11%	410
Republican	31%	38%	7%	11%	13%	254
Democrat	36%	34%	5%	13%	12%	308
Independent	36%	36%	6%	12%	9%	237
Other	43%	25%	7%	15%	10%	116

Table B.76. *Statement:* The average American considers the well-being of farm animals when they make decisions about purchasing meat.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	24%	20%	6%	20%	30%	50
Red State	8%	12%	6%	31%	43%	524
Blue State	9%	11%	5%	33%	42%	410
Republican	6%	11%	5%	34%	44%	257
Democrat	9%	12%	5%	31%	42%	306
Independent	9%	12%	5%	34%	41%	240
Other	12%	13%	6%	25%	44%	117

Table B.77. *Statement:* I would vote for a law in my state that would require farmers to treat their animals more humanely.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	56%	22%	8%	6%	8%	50
Red State	53%	23%	8%	8%	8%	525
Blue State	59%	17%	8%	6%	10%	413
Republican	46%	21%	9%	10%	14%	256
Democrat	65%	19%	5%	5%	5%	310
Independent	54%	23%	9%	6%	8%	241
Other	50%	18%	13%	7%	13%	118

Table B.78. *Statement:* Farmers should be compensated if forced to comply with higher farm animal welfare standards.

Political Affiliation	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Unknown	46%	25%	10%	6%	13%	48
Red State	38%	33%	8%	12%	10%	522
Blue State	36%	36%	4%	13%	11%	413
Republican	35%	32%	7%	14%	11%	261
Democrat	42%	36%	6%	9%	8%	306
Independent	30%	38%	8%	15%	9%	237
Other	42%	28%	6%	9%	15%	117

Table B.79. Statement: It is important to me that animals on farms are well-cared for.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	77%	18%	3%	2%	1%	381
Roman Catholic	76%	19%	3%	1%	1%	176
Jewish	100%	0%	0%	0%	0%	14
Mormon	55%	27%	18%	0%	0%	11
Muslim	100%	0%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	100%	0%	0%	0%	0%	4
Christian	68%	27%	2%	3%	1%	181
Belief in God	84%	16%	0%	0%	0%	25
Agnostic	56%	44%	0%	0%	0%	9
Atheist	69%	31%	0%	0%	0%	16
Other	74%	20%	1%	4%	1%	97
Gender						
Male	67%	26%	4%	2%	1%	347
Female	80%	16%	1%	2%	1%	649
Education						
1-11th Grade	89%	4%	0%	4%	2%	45
High School Graduate	73%	21%	2%	3%	1%	231
Tech School	81%	19%	0%	0%	0%	31
Some College	78%	19%	1%	1%	0%	216
Associate Degree	80%	14%	1%	3%	3%	80
Bachelor's Degree	72%	21%	4%	3%	0%	220
Graduate Degree	70%	25%	3%	1%	1%	165
Income						
Less than \$10,000	86%	10%	0%	5%	0%	42
\$10,000-\$15,000	87%	10%	0%	3%	0%	31
\$15,000-\$20,000	86%	14%	0%	0%	0%	35
\$20,000-\$25,000	84%	10%	2%	2%	2%	49
\$25,000-\$30,000	85%	13%	0%	2%	0%	53
\$30,000-\$35,000	78%	13%	4%	4%	0%	46
\$35,000-\$50,000	79%	16%	2%	2%	1%	112
\$50,000-\$75,000	81%	15%	1%	3%	0%	160
\$75,000-\$100,000	64%	31%	4%	1%	1%	114
\$100,000 or more	57%	36%	4%	2%	1%	174
Race						
White	75%	21%	2%	2%	1%	800
African-American	73%	15%	3%	6%	2%	86
Hispanic	68%	29%	4%	0%	0%	28
American Indian	100%	0%	0%	0%	0%	7
Asian	58%	33%	0%	8%	0%	12
Pacific Islander	100%	0%	0%	0%	0%	2
Other	75%	7%	7%	7%	4%	28
Vegetarian						
Vegetarian	92%	8%	0%	0%	0%	25
Meat Eater	75%	20%	2%	2%	1%	972
Pet Owner						
Pet Owner	78%	18%	2%	2%	1%	624
Non-Pet Owner	71%	22%	3%	3%	1%	373
Age						
18-35	69%	23%	2%	5%	1%	180
35-60	74%	22%	2%	1%	1%	518
60 or older	80%	15%	3%	2%	1%	274

Table B.80. Statement: Until we learn to significantly reduce human suffering, we should not worry about the well-being of farm animals.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	13%	16%	7%	25%	39%	370
Roman Catholic	15%	13%	11%	24%	37%	172
Jewish	7%	0%	7%	47%	40%	15
Mormon	9%	18%	0%	18%	55%	11
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	50%	0%	25%	25%	4
Christian	18%	17%	10%	24%	32%	177
Belief in God	16%	12%	8%	32%	32%	25
Agnostic	0%	11%	22%	11%	56%	9
Atheist	0%	20%	7%	33%	40%	15
Other	15%	9%	10%	17%	50%	94
Gender						
Male	15%	15%	7%	25%	37%	336
Female	13%	13%	10%	25%	39%	635
Education						
1-11th Grade	23%	12%	7%	9%	49%	43
High School Graduate	14%	20%	5%	25%	36%	225
Tech School	11%	7%	4%	25%	54%	28
Some College	13%	11%	11%	23%	40%	210
Associate Degree	16%	13%	8%	18%	46%	79
Bachelor's Degree	13%	14%	10%	26%	36%	215
Graduate Degree	10%	13%	12%	32%	33%	164
Income						
Less than \$10,000	20%	5%	2%	27%	46%	41
\$10,000-\$15,000	10%	13%	10%	20%	47%	30
\$15,000-\$20,000	6%	24%	9%	15%	47%	34
\$20,000-\$25,000	7%	11%	2%	22%	58%	45
\$25,000-\$30,000	15%	13%	4%	27%	40%	52
\$30,000-\$35,000	5%	16%	11%	23%	45%	44
\$35,000-\$50,000	16%	13%	9%	29%	33%	108
\$50,000-\$75,000	15%	15%	10%	18%	42%	158
\$75,000-\$100,000	10%	18%	10%	28%	35%	113
\$100,000 or more	15%	16%	9%	32%	28%	170
Race						
White	12%	15%	9%	25%	39%	779
African-American	27%	10%	5%	15%	43%	86
Hispanic	22%	22%	0%	22%	33%	27
American Indian	0%	14%	14%	29%	43%	7
Asian	0%	0%	9%	45%	45%	11
Pacific Islander	50%	0%	0%	0%	50%	2
Other	15%	19%	11%	26%	30%	27
Vegetarian						
Vegetarian	8%	4%	13%	21%	54%	24
Meat Eater	14%	14%	9%	25%	38%	948
Pet Owner						
Pet Owner	12%	12%	9%	27%	41%	609
Non-Pet Owner	17%	18%	8%	21%	35%	363
Age						
18-35	11%	14%	14%	24%	38%	180
35-60	15%	15%	8%	26%	36%	506
60 or older	13%	13%	8%	22%	44%	264

Table B.81. Statement: I consider the well-being of farm animals when I make decisions about purchasing meat.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	32%	16%	11%	19%	21%	377
Roman Catholic	27%	22%	8%	19%	24%	176
Jewish	33%	27%	13%	13%	13%	15
Mormon	9%	18%	9%	36%	27%	11
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	25%	25%	25%	25%	0%	4
Christian	22%	21%	7%	24%	27%	180
Belief in God	32%	20%	4%	20%	24%	25
Agnostic	67%	11%	0%	0%	22%	9
Atheist	25%	19%	13%	13%	31%	16
Other	36%	22%	12%	15%	15%	92
Gender						
Male	20%	20%	10%	23%	27%	342
Female	34%	20%	10%	18%	19%	642
Education						
1-11th Grade	48%	17%	5%	7%	24%	42
High School Graduate	34%	20%	10%	17%	19%	226
Tech School	33%	13%	17%	17%	20%	30
Some College	33%	22%	11%	17%	18%	216
Associate Degree	25%	24%	6%	24%	21%	80
Bachelor's Degree	22%	19%	9%	26%	25%	218
Graduate Degree	23%	18%	12%	22%	25%	164
Income						
Less than \$10,000	56%	17%	7%	7%	12%	41
\$10,000-\$15,000	48%	16%	6%	16%	13%	31
\$15,000-\$20,000	26%	29%	12%	18%	15%	34
\$20,000-\$25,000	58%	8%	8%	8%	17%	48
\$25,000-\$30,000	29%	29%	6%	15%	21%	52
\$30,000-\$35,000	40%	18%	18%	13%	11%	45
\$35,000-\$50,000	32%	19%	8%	26%	15%	111
\$50,000-\$75,000	25%	25%	11%	16%	23%	158
\$75,000-\$100,000	16%	16%	11%	27%	30%	113
\$100,000 or more	18%	17%	8%	28%	29%	174
Race						
White	26%	19%	10%	22%	22%	789
African-American	42%	22%	6%	8%	21%	85
Hispanic	43%	18%	7%	7%	25%	28
American Indian	57%	0%	14%	14%	14%	7
Asian	25%	33%	8%	25%	8%	12
Pacific Islander	50%	0%	0%	50%	0%	2
Other	44%	26%	4%	22%	4%	27
Vegetarian						
Vegetarian	45%	14%	23%	9%	9%	22
Meat Eater	29%	20%	9%	20%	22%	963
Pet Owner						
Pet Owner	29%	21%	10%	21%	20%	615
Non-Pet Owner	30%	18%	10%	18%	24%	370
Age						
18-35	24%	21%	10%	18%	27%	177
35-60	29%	20%	9%	22%	20%	515
60 or older	32%	19%	10%	18%	21%	268

Table B.82. Statement: Scientific measures of animal well-being should be used to determine how farm animals are treated not moral or ethical considerations.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	26%	23%	11%	17%	23%	358
Roman Catholic	23%	31%	10%	16%	20%	168
Jewish	29%	29%	0%	29%	14%	14
Mormon	27%	27%	0%	36%	9%	11
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	25%	0%	25%	25%	25%	4
Christian	20%	26%	15%	18%	21%	170
Belief in God	20%	12%	20%	32%	16%	25
Agnostic	11%	22%	22%	22%	22%	9
Atheist	6%	31%	31%	13%	19%	16
Other	16%	15%	13%	20%	36%	92
Gender						
Male	28%	25%	14%	18%	15%	338
Female	20%	23%	11%	20%	25%	605
Education						
1-11th Grade	30%	25%	5%	15%	25%	40
High School Graduate	29%	25%	10%	20%	17%	214
Tech School	23%	13%	10%	37%	17%	30
Some College	24%	23%	15%	16%	22%	209
Associate Degree	18%	16%	4%	26%	36%	74
Bachelor's Degree	17%	29%	14%	19%	20%	207
Graduate Degree	23%	22%	16%	16%	22%	161
Income						
Less than \$10,000	37%	11%	8%	18%	26%	38
\$10,000-\$15,000	31%	28%	10%	17%	14%	29
\$15,000-\$20,000	31%	28%	9%	9%	22%	32
\$20,000-\$25,000	30%	27%	11%	20%	11%	44
\$25,000-\$30,000	10%	31%	8%	23%	29%	52
\$30,000-\$35,000	33%	19%	12%	19%	19%	43
\$35,000-\$50,000	24%	24%	11%	17%	24%	108
\$50,000-\$75,000	20%	22%	10%	23%	24%	153
\$75,000-\$100,000	16%	30%	11%	16%	26%	110
\$100,000 or more	22%	23%	16%	20%	18%	171
Race						
White	21%	24%	13%	20%	22%	756
African-American	35%	28%	7%	12%	18%	83
Hispanic	33%	37%	4%	7%	19%	27
American Indian	43%	0%	29%	14%	14%	7
Asian	20%	10%	0%	40%	30%	10
Pacific Islander	100%	0%	0%	0%	0%	2
Other	19%	26%	22%	15%	19%	27
Vegetarian						
Vegetarian	4%	13%	13%	29%	42%	24
Meat Eater	23%	24%	12%	19%	21%	920
Pet Owner						
Pet Owner	20%	22%	12%	23%	23%	593
Non-Pet Owner	29%	28%	13%	12%	19%	351
Age						
18-35	19%	24%	17%	21%	19%	177
35-60	21%	24%	12%	20%	22%	490
60 or older	28%	25%	11%	15%	20%	253

Table B.83. Statement: The average American thinks that farm animal welfare is important.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	31%	26%	9%	21%	12%	378
Roman Catholic	27%	30%	8%	17%	18%	174
Jewish	15%	31%	8%	23%	23%	13
Mormon	45%	0%	18%	27%	9%	11
Muslim	0%	0%	0%	100%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	25%	0%	50%	25%	4
Christian	18%	29%	10%	22%	20%	175
Belief in God	30%	26%	13%	22%	9%	23
Agnostic	11%	11%	0%	33%	44%	9
Atheist	7%	21%	7%	36%	29%	14
Other	20%	29%	9%	24%	18%	94
Gender						
Male	22%	24%	10%	24%	19%	336
Female	27%	29%	9%	21%	15%	641
Education						
1-11th Grade	48%	30%	5%	9%	9%	44
High School Graduate	36%	27%	5%	18%	14%	230
Tech School	34%	24%	3%	21%	17%	29
Some College	26%	31%	10%	20%	13%	216
Associate Degree	23%	39%	6%	21%	10%	77
Bachelor's Degree	16%	24%	13%	24%	22%	215
Graduate Degree	13%	21%	14%	34%	18%	158
Income						
Less than \$10,000	45%	21%	5%	10%	19%	42
\$10,000-\$15,000	55%	32%	3%	6%	3%	31
\$15,000-\$20,000	42%	36%	3%	11%	8%	36
\$20,000-\$25,000	34%	26%	11%	13%	17%	47
\$25,000-\$30,000	28%	23%	6%	26%	17%	53
\$30,000-\$35,000	33%	15%	13%	20%	20%	46
\$35,000-\$50,000	24%	33%	9%	17%	16%	111
\$50,000-\$75,000	20%	29%	9%	25%	17%	157
\$75,000-\$100,000	15%	31%	6%	27%	21%	111
\$100,000 or more	12%	26%	15%	32%	15%	166
Race						
White	23%	28%	10%	23%	16%	781
African-American	44%	16%	2%	21%	16%	86
Hispanic	36%	29%	7%	18%	11%	28
American Indian	57%	29%	0%	0%	14%	7
Asian	17%	33%	8%	25%	17%	12
Pacific Islander	100%	0%	0%	0%	0%	2
Other	22%	30%	7%	15%	26%	27
Vegetarian						
Vegetarian	16%	28%	20%	12%	24%	25
Meat Eater	25%	27%	9%	22%	16%	953
Pet Owner						
Pet Owner	23%	27%	9%	24%	17%	609
Non-Pet Owner	28%	28%	10%	19%	15%	369
Age						
18-35	18%	30%	10%	24%	18%	175
35-60	21%	25%	10%	27%	17%	509
60 or older	38%	29%	7%	12%	13%	269

Table B.84. Statement: Animals raised under higher standards of care will produce safer and better tasting meat.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	60%	24%	7%	5%	4%	369
Roman Catholic	51%	29%	7%	9%	3%	169
Jewish	62%	15%	8%	0%	15%	13
Mormon	45%	36%	0%	9%	9%	11
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	75%	25%	0%	0%	0%	4
Christian	46%	32%	8%	8%	6%	170
Belief in God	64%	24%	8%	0%	4%	25
Agnostic	63%	0%	25%	13%	0%	8
Atheist	40%	27%	20%	7%	7%	15
Other	66%	20%	10%	1%	3%	92
Gender						
Male	49%	26%	10%	8%	7%	333
Female	59%	26%	7%	5%	3%	621
Education						
1-11th Grade	65%	23%	2%	5%	5%	43
High School Graduate	58%	24%	5%	8%	6%	224
Tech School	50%	33%	3%	7%	7%	30
Some College	61%	26%	5%	5%	2%	202
Associate Degree	60%	18%	12%	6%	4%	78
Bachelor's Degree	47%	31%	12%	5%	5%	213
Graduate Degree	51%	25%	13%	7%	4%	156
Income						
Less than \$10,000	62%	29%	0%	10%	0%	42
\$10,000-\$15,000	70%	30%	0%	0%	0%	30
\$15,000-\$20,000	70%	21%	3%	3%	3%	33
\$20,000-\$25,000	55%	26%	13%	2%	4%	47
\$25,000-\$30,000	55%	32%	6%	6%	2%	53
\$30,000-\$35,000	65%	17%	7%	4%	7%	46
\$35,000-\$50,000	59%	25%	6%	6%	4%	109
\$50,000-\$75,000	63%	18%	10%	6%	3%	152
\$75,000-\$100,000	45%	30%	11%	6%	7%	109
\$100,000 or more	46%	28%	11%	8%	7%	166
Race						
White	55%	27%	8%	6%	4%	765
African-American	68%	18%	5%	5%	5%	85
Hispanic	50%	25%	4%	11%	11%	28
American Indian	33%	50%	17%	0%	0%	6
Asian	55%	36%	0%	9%	0%	11
Pacific Islander	100%	0%	0%	0%	0%	2
Other	52%	19%	22%	7%	0%	27
Vegetarian						
Vegetarian	47%	26%	21%	5%	0%	19
Meat Eater	56%	26%	8%	6%	4%	936
Pet Owner						
Pet Owner	54%	26%	9%	7%	5%	595
Non-Pet Owner	59%	26%	7%	5%	4%	360
Age						
18-35	48%	26%	13%	8%	5%	174
35-60	57%	25%	8%	7%	4%	503
60 or older	57%	27%	6%	4%	6%	254

Table B.85. Statement: Food companies that require farmers to treat their animals better are doing the right thing.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	68%	23%	4%	2%	3%	191
Roman Catholic	70%	24%	4%	2%	0%	89
Jewish	86%	14%	0%	0%	0%	7
Mormon	50%	50%	0%	0%	0%	6
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	50%	50%	0%	0%	0%	4
Christian	59%	29%	7%	2%	2%	95
Belief in God	71%	21%	0%	7%	0%	14
Agnostic	100%	0%	0%	0%	0%	3
Atheist	67%	17%	0%	17%	0%	6
Other	68%	19%	2%	4%	6%	47
Gender						
Male	63%	24%	4%	6%	3%	178
Female	70%	23%	4%	1%	2%	326
Education						
1-11th Grade	83%	17%	0%	0%	0%	23
High School Graduate	69%	23%	2%	5%	2%	106
Tech School	65%	29%	0%	0%	6%	17
Some College	64%	32%	3%	0%	2%	110
Associate Degree	69%	17%	8%	3%	3%	36
Bachelor's Degree	67%	20%	6%	5%	2%	122
Graduate Degree	65%	22%	7%	1%	5%	86
Income						
Less than \$10,000	75%	10%	0%	5%	10%	20
\$10,000-\$15,000	78%	22%	0%	0%	0%	18
\$15,000-\$20,000	77%	23%	0%	0%	0%	13
\$20,000-\$25,000	71%	21%	0%	0%	8%	24
\$25,000-\$30,000	69%	23%	0%	8%	0%	26
\$30,000-\$35,000	71%	24%	0%	0%	5%	21
\$35,000-\$50,000	67%	30%	2%	0%	0%	46
\$50,000-\$75,000	68%	18%	5%	5%	4%	82
\$75,000-\$100,000	57%	33%	5%	3%	2%	63
\$100,000 or more	60%	27%	7%	2%	4%	90
Race						
White	66%	24%	5%	2%	3%	408
African-American	68%	24%	0%	5%	2%	41
Hispanic	69%	25%	0%	6%	0%	16
American Indian	100%	0%	0%	0%	0%	4
Asian	71%	14%	0%	0%	14%	7
Pacific Islander	100%	0%	0%	0%	0%	1
Other	77%	23%	0%	0%	0%	13
Vegetarian						
Vegetarian	60%	27%	0%	7%	7%	15
Meat Eater	68%	23%	4%	2%	2%	490
Pet Owner						
Pet Owner	69%	22%	4%	3%	2%	317
Non-Pet Owner	64%	26%	4%	3%	3%	188
Age						
18-35	65%	25%	4%	3%	2%	91
35-60	64%	25%	5%	3%	3%	256
60 or older	72%	20%	3%	1%	3%	145

Table B.86. Statement: Food companies that require farmers to treat their animals better, no matter what it costs farmers, are doing the right thing.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	41%	28%	9%	12%	10%	188
Roman Catholic	43%	29%	9%	15%	3%	86
Jewish	63%	38%	0%	0%	0%	8
Mormon	20%	60%	0%	20%	0%	5
Muslim	N/A	N/A	N/A	N/A	N/A	0
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	N/A	N/A	N/A	N/A	N/A	0
Christian	32%	32%	13%	12%	11%	82
Belief in God	36%	9%	18%	36%	0%	11
Agnostic	33%	17%	17%	33%	0%	6
Atheist	22%	44%	0%	33%	0%	9
Other	59%	22%	0%	9%	11%	46
Gender						
Male	38%	25%	10%	16%	11%	165
Female	44%	30%	8%	11%	6%	312
Education						
1-11th Grade	50%	9%	9%	14%	18%	22
High School Graduate	48%	24%	7%	15%	7%	122
Tech School	38%	38%	8%	0%	15%	13
Some College	46%	25%	9%	16%	4%	104
Associate Degree	43%	40%	7%	5%	5%	42
Bachelor's Degree	35%	31%	9%	16%	10%	94
Graduate Degree	32%	36%	14%	8%	9%	77
Income						
Less than \$10,000	50%	18%	9%	14%	9%	22
\$10,000-\$15,000	54%	23%	15%	8%	0%	13
\$15,000-\$20,000	43%	24%	19%	10%	5%	21
\$20,000-\$25,000	58%	25%	8%	0%	8%	24
\$25,000-\$30,000	48%	22%	4%	19%	7%	27
\$30,000-\$35,000	44%	28%	12%	12%	4%	25
\$35,000-\$50,000	48%	33%	2%	9%	8%	64
\$50,000-\$75,000	38%	37%	7%	11%	8%	76
\$75,000-\$100,000	25%	27%	14%	25%	8%	51
\$100,000 or more	32%	30%	11%	12%	15%	81
Race						
White	41%	30%	9%	13%	7%	381
African-American	50%	24%	5%	12%	10%	42
Hispanic	33%	42%	8%	8%	8%	12
American Indian	33%	67%	0%	0%	0%	3
Asian	20%	40%	0%	40%	0%	5
Pacific Islander	100%	0%	0%	0%	0%	1
Other	53%	13%	7%	7%	20%	15
Vegetarian						
Vegetarian	78%	11%	11%	0%	0%	9
Meat Eater	41%	29%	9%	13%	8%	468
Pet Owner						
Pet Owner	43%	24%	12%	14%	8%	297
Non-Pet Owner	40%	37%	4%	11%	8%	180
Age						
18-35	44%	25%	11%	15%	5%	88
35-60	40%	29%	9%	13%	9%	256
60 or older	44%	31%	5%	12%	8%	124

Table B.87. Statement: Low meat prices are more important than the well-being of farm animals.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	6%	12%	6%	29%	47%	378
Roman Catholic	8%	9%	11%	24%	49%	171
Jewish	0%	0%	0%	15%	85%	13
Mormon	9%	27%	9%	27%	27%	11
Muslim	0%	0%	0%	0%	100%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	0%	25%	50%	25%	4
Christian	3%	13%	8%	28%	47%	179
Belief in God	4%	8%	12%	12%	64%	25
Agnostic	0%	0%	11%	22%	67%	9
Atheist	0%	7%	7%	33%	53%	15
Other	5%	9%	3%	23%	59%	96
Gender						
Male	6%	15%	10%	28%	41%	344
Female	4%	9%	6%	26%	55%	638
Education						
1-11th Grade	18%	9%	2%	9%	61%	44
High School Graduate	4%	15%	6%	28%	47%	226
Tech School	3%	10%	0%	40%	47%	30
Some College	5%	10%	5%	27%	53%	215
Associate Degree	5%	14%	9%	21%	51%	80
Bachelor's Degree	4%	12%	10%	25%	49%	220
Graduate Degree	5%	4%	10%	31%	50%	160
Income						
Less than \$10,000	10%	7%	10%	14%	60%	42
\$10,000-\$15,000	10%	10%	3%	23%	55%	31
\$15,000-\$20,000	3%	17%	6%	25%	50%	36
\$20,000-\$25,000	2%	11%	4%	28%	55%	47
\$25,000-\$30,000	8%	9%	2%	28%	53%	53
\$30,000-\$35,000	5%	7%	7%	20%	61%	44
\$35,000-\$50,000	5%	10%	8%	25%	51%	110
\$50,000-\$75,000	3%	11%	4%	27%	55%	160
\$75,000-\$100,000	5%	17%	11%	27%	40%	115
\$100,000 or more	6%	10%	12%	30%	42%	172
Race						
White	4%	10%	7%	28%	50%	787
African-American	9%	13%	2%	19%	56%	85
Hispanic	18%	21%	7%	32%	21%	28
American Indian	0%	0%	14%	14%	71%	7
Asian	0%	8%	8%	50%	33%	12
Pacific Islander	0%	50%	0%	0%	50%	2
Other	11%	7%	7%	18%	57%	28
Vegetarian						
Vegetarian	4%	8%	0%	12%	76%	25
Meat Eater	5%	11%	7%	27%	50%	958
Pet Owner						
Pet Owner	5%	10%	6%	29%	50%	614
Non-Pet Owner	5%	13%	9%	23%	50%	369
Age						
18-35	6%	9%	9%	25%	51%	180
35-60	5%	11%	7%	30%	47%	513
60 or older	4%	12%	7%	20%	57%	267

Table B.88. Statement: My personal food choices have a large impact on the well-being of farm animals.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	27%	26%	9%	22%	16%	372
Roman Catholic	23%	32%	11%	20%	13%	171
Jewish	15%	23%	23%	23%	15%	13
Mormon	40%	10%	10%	10%	30%	10
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	25%	50%	0%	25%	0%	4
Christian	20%	33%	11%	18%	18%	175
Belief in God	29%	21%	13%	13%	25%	24
Agnostic	67%	0%	0%	22%	11%	9
Atheist	20%	40%	0%	20%	20%	15
Other	29%	24%	5%	18%	24%	91
Gender						
Male	21%	26%	10%	22%	21%	338
Female	28%	29%	10%	18%	15%	619
Education						
1-11th Grade	48%	17%	5%	7%	24%	42
High School Graduate	28%	32%	5%	18%	17%	219
Tech School	27%	23%	7%	20%	23%	30
Some College	24%	34%	7%	18%	17%	206
Associate Degree	29%	24%	17%	19%	10%	78
Bachelor's Degree	21%	26%	13%	24%	17%	217
Graduate Degree	20%	24%	13%	24%	19%	159
Income						
Less than \$10,000	55%	28%	5%	5%	8%	40
\$10,000-\$15,000	46%	11%	0%	18%	25%	28
\$15,000-\$20,000	34%	23%	11%	14%	17%	35
\$20,000-\$25,000	40%	21%	6%	23%	10%	48
\$25,000-\$30,000	27%	41%	4%	20%	8%	49
\$30,000-\$35,000	31%	33%	9%	11%	16%	45
\$35,000-\$50,000	24%	30%	12%	19%	16%	108
\$50,000-\$75,000	19%	33%	6%	21%	22%	156
\$75,000-\$100,000	14%	31%	15%	25%	15%	114
\$100,000 or more	19%	22%	14%	23%	22%	166
Race						
White	23%	28%	10%	20%	18%	771
African-American	33%	24%	7%	22%	13%	82
Hispanic	29%	39%	7%	14%	11%	28
American Indian	57%	14%	29%	0%	0%	7
Asian	20%	40%	0%	30%	10%	10
Pacific Islander	50%	50%	0%	0%	0%	2
Other	46%	19%	4%	8%	23%	26
Vegetarian						
Vegetarian	63%	8%	4%	8%	17%	24
Meat Eater	25%	28%	10%	20%	17%	934
Pet Owner						
Pet Owner	26%	27%	10%	22%	15%	600
Non-Pet Owner	25%	29%	10%	16%	21%	358
Age						
18-35	22%	29%	9%	21%	20%	174
35-60	25%	29%	11%	21%	15%	506
60 or older	29%	26%	7%	17%	20%	254

Table B.89. Statement: Farm animals have roughly the same ability to feel pain and discomfort as humans.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	56%	26%	5%	8%	5%	371
Roman Catholic	58%	23%	6%	5%	8%	173
Jewish	60%	27%	7%	0%	7%	15
Mormon	44%	22%	0%	11%	22%	9
Muslim	100%	0%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	25%	50%	0%	25%	0%	4
Christian	57%	28%	7%	4%	5%	177
Belief in God	60%	16%	0%	16%	8%	25
Agnostic	88%	0%	0%	13%	0%	8
Atheist	53%	20%	7%	7%	13%	15
Other	58%	24%	3%	11%	3%	96
Gender						
Male	55%	25%	5%	7%	8%	340
Female	60%	24%	5%	7%	4%	633
Education						
1-11th Grade	73%	22%	0%	4%	0%	45
High School Graduate	64%	24%	3%	5%	4%	228
Tech School	59%	34%	0%	0%	7%	29
Some College	57%	26%	4%	7%	5%	215
Associate Degree	58%	25%	8%	5%	4%	79
Bachelor's Degree	50%	26%	7%	11%	6%	211
Graduate Degree	56%	20%	8%	6%	10%	158
Income						
Less than \$10,000	74%	21%	2%	2%	0%	42
\$10,000-\$15,000	69%	21%	0%	7%	3%	29
\$15,000-\$20,000	72%	14%	3%	8%	3%	36
\$20,000-\$25,000	66%	23%	0%	4%	6%	47
\$25,000-\$30,000	77%	15%	2%	2%	4%	52
\$30,000-\$35,000	70%	16%	5%	5%	5%	43
\$35,000-\$50,000	59%	23%	3%	8%	7%	111
\$50,000-\$75,000	56%	29%	3%	5%	7%	153
\$75,000-\$100,000	46%	31%	5%	8%	9%	112
\$100,000 or more	46%	22%	13%	11%	8%	170
Race						
White	56%	26%	5%	7%	6%	777
African-American	63%	20%	6%	7%	5%	86
Hispanic	68%	21%	4%	0%	7%	28
American Indian	100%	0%	0%	0%	0%	7
Asian	64%	9%	0%	18%	9%	11
Pacific Islander	100%	0%	0%	0%	0%	2
Other	68%	21%	4%	4%	4%	28
Vegetarian						
Vegetarian	72%	28%	0%	0%	0%	25
Meat Eater	58%	25%	5%	7%	6%	949
Pet Owner						
Pet Owner	61%	22%	5%	7%	5%	615
Non-Pet Owner	52%	30%	5%	6%	7%	359
Age						
18-35	61%	21%	6%	7%	7%	180
35-60	58%	24%	5%	8%	5%	502
60 or older	57%	28%	4%	6%	5%	269

Table B.90. Statement: The government should take an active role in promoting farm animal welfare.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	39%	28%	4%	13%	16%	374
Roman Catholic	49%	25%	8%	6%	13%	171
Jewish	53%	33%	13%	0%	0%	15
Mormon	18%	18%	18%	9%	36%	11
Muslim	0%	0%	0%	0%	100%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	25%	25%	25%	25%	0%	4
Christian	43%	23%	7%	11%	17%	180
Belief in God	36%	32%	8%	12%	12%	25
Agnostic	56%	0%	11%	11%	22%	9
Atheist	40%	33%	7%	13%	7%	15
Other	48%	27%	4%	10%	10%	97
Gender						
Male	38%	26%	5%	14%	17%	341
Female	46%	27%	6%	9%	13%	639
Education						
1-11th Grade	67%	14%	0%	7%	12%	43
High School Graduate	41%	26%	3%	14%	18%	227
Tech School	41%	31%	0%	14%	14%	29
Some College	46%	24%	5%	10%	15%	215
Associate Degree	42%	25%	11%	8%	14%	79
Bachelor's Degree	37%	28%	9%	12%	14%	218
Graduate Degree	46%	31%	6%	7%	9%	161
Income						
Less than \$10,000	51%	26%	2%	9%	12%	43
\$10,000-\$15,000	54%	14%	4%	7%	21%	28
\$15,000-\$20,000	46%	26%	3%	9%	17%	35
\$20,000-\$25,000	52%	19%	6%	8%	15%	48
\$25,000-\$30,000	48%	19%	6%	17%	10%	52
\$30,000-\$35,000	53%	21%	9%	7%	9%	43
\$35,000-\$50,000	47%	27%	5%	13%	8%	112
\$50,000-\$75,000	43%	26%	4%	9%	18%	160
\$75,000-\$100,000	35%	27%	8%	17%	13%	113
\$100,000 or more	35%	31%	7%	10%	18%	173
Race						
White	40%	29%	5%	11%	15%	786
African-American	61%	19%	4%	5%	12%	84
Hispanic	50%	11%	14%	14%	11%	28
American Indian	71%	29%	0%	0%	0%	7
Asian	50%	17%	17%	8%	8%	12
Pacific Islander	100%	0%	0%	0%	0%	2
Other	57%	14%	14%	7%	7%	28
Vegetarian						
Vegetarian	56%	24%	4%	4%	12%	25
Meat Eater	43%	26%	6%	11%	14%	956
Pet Owner						
Pet Owner	42%	26%	6%	11%	15%	616
Non-Pet Owner	45%	28%	5%	11%	12%	365
Age						
18-35	49%	23%	7%	11%	9%	180
35-60	42%	27%	6%	11%	14%	510
60 or older	43%	27%	3%	9%	16%	267

Table B.91. Statement: Food companies would voluntarily improve animal welfare and would advertise as such if people really wanted it.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	33%	37%	7%	12%	11%	371
Roman Catholic	33%	32%	7%	16%	12%	171
Jewish	29%	57%	0%	0%	14%	14
Mormon	40%	50%	0%	0%	10%	10
Muslim	0%	0%	0%	100%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	25%	25%	25%	25%	0%	4
Christian	30%	41%	6%	10%	12%	178
Belief in God	28%	32%	12%	8%	20%	25
Agnostic	44%	33%	11%	11%	0%	9
Atheist	13%	31%	13%	25%	19%	16
Other	46%	29%	5%	11%	10%	94
Gender						
Male	34%	37%	7%	14%	8%	338
Female	32%	37%	7%	12%	13%	631
Education						
1-11th Grade	35%	28%	5%	5%	28%	40
High School Graduate	32%	39%	4%	14%	11%	223
Tech School	35%	45%	3%	13%	3%	31
Some College	34%	35%	8%	11%	12%	210
Associate Degree	32%	38%	5%	10%	15%	79
Bachelor's Degree	33%	37%	9%	11%	10%	214
Graduate Degree	30%	37%	5%	18%	10%	164
Income						
Less than \$10,000	31%	38%	8%	3%	21%	39
\$10,000-\$15,000	37%	30%	3%	17%	13%	30
\$15,000-\$20,000	44%	29%	6%	12%	9%	34
\$20,000-\$25,000	35%	35%	6%	15%	8%	48
\$25,000-\$30,000	30%	32%	9%	9%	19%	53
\$30,000-\$35,000	39%	39%	4%	7%	11%	46
\$35,000-\$50,000	37%	41%	5%	10%	7%	110
\$50,000-\$75,000	32%	35%	4%	17%	11%	157
\$75,000-\$100,000	26%	42%	7%	17%	8%	112
\$100,000 or more	28%	38%	8%	15%	12%	169
Race						
White	31%	38%	6%	14%	11%	779
African-American	42%	26%	8%	11%	13%	84
Hispanic	50%	39%	4%	0%	7%	28
American Indian	43%	29%	14%	0%	14%	7
Asian	20%	40%	10%	10%	20%	10
Pacific Islander	0%	100%	0%	0%	0%	2
Other	46%	31%	4%	4%	15%	26
Vegetarian						
Vegetarian	25%	54%	0%	8%	13%	24
Meat Eater	33%	36%	7%	13%	11%	946
Pet Owner						
Pet Owner	32%	37%	6%	13%	11%	607
Non-Pet Owner	34%	36%	7%	11%	12%	363
Age						
18-35	33%	37%	7%	13%	9%	178
35-60	29%	38%	6%	13%	13%	507
60 or older	40%	33%	6%	10%	10%	263

Table B.92. Statement: Farmers and food companies put their own profits ahead of treating farm animals humanely.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	37%	28%	9%	14%	12%	361
Roman Catholic	40%	29%	8%	11%	11%	167
Jewish	33%	67%	0%	0%	0%	12
Mormon	55%	9%	9%	18%	9%	11
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	50%	0%	0%	50%	0%	4
Christian	33%	37%	10%	13%	6%	174
Belief in God	52%	17%	9%	22%	0%	23
Agnostic	56%	11%	0%	22%	11%	9
Atheist	27%	40%	13%	7%	13%	15
Other	49%	29%	7%	8%	7%	89
Gender						
Male	37%	31%	8%	15%	9%	334
Female	39%	30%	10%	11%	10%	606
Education						
1-11th Grade	52%	25%	2%	11%	9%	44
High School Graduate	36%	28%	8%	15%	13%	214
Tech School	46%	25%	7%	18%	4%	28
Some College	43%	28%	8%	10%	11%	200
Associate Degree	45%	38%	4%	7%	7%	74
Bachelor's Degree	30%	32%	12%	15%	10%	210
Graduate Degree	37%	33%	14%	12%	5%	163
Income						
Less than \$10,000	59%	17%	7%	7%	10%	41
\$10,000-\$15,000	43%	25%	0%	14%	18%	28
\$15,000-\$20,000	50%	31%	0%	6%	13%	32
\$20,000-\$25,000	37%	30%	11%	9%	13%	46
\$25,000-\$30,000	33%	40%	6%	15%	6%	48
\$30,000-\$35,000	39%	20%	9%	20%	11%	44
\$35,000-\$50,000	41%	27%	8%	17%	7%	109
\$50,000-\$75,000	42%	31%	6%	12%	9%	152
\$75,000-\$100,000	30%	34%	19%	12%	6%	113
\$100,000 or more	32%	34%	12%	13%	9%	164
Race						
White	38%	31%	9%	12%	9%	755
African-American	36%	28%	6%	20%	10%	81
Hispanic	36%	32%	11%	11%	11%	28
American Indian	43%	29%	14%	0%	14%	7
Asian	45%	18%	18%	18%	0%	11
Pacific Islander	0%	100%	0%	0%	0%	2
Other	46%	27%	12%	4%	12%	26
Vegetarian						
Vegetarian	42%	33%	13%	8%	4%	24
Meat Eater	38%	30%	9%	13%	10%	917
Pet Owner						
Pet Owner	38%	29%	9%	13%	10%	590
Non-Pet Owner	38%	31%	10%	12%	9%	351
Age						
18-35	32%	35%	13%	12%	8%	176
35-60	38%	31%	9%	13%	9%	494
60 or older	44%	24%	8%	12%	12%	249

Table B.93. Statement: Housing chickens in cages is humane.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	17%	19%	11%	19%	35%	369
Roman Catholic	14%	21%	12%	12%	41%	172
Jewish	0%	8%	8%	25%	58%	12
Mormon	36%	9%	18%	0%	36%	11
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	25%	25%	25%	25%	4
Christian	15%	21%	11%	22%	32%	171
Belief in God	4%	25%	8%	25%	38%	24
Agnostic	0%	13%	0%	13%	75%	8
Atheist	0%	20%	20%	27%	33%	15
Other	13%	16%	9%	18%	45%	94
Gender						
Male	15%	21%	11%	21%	31%	337
Female	13%	17%	10%	18%	42%	619
Education						
1-11th Grade	33%	19%	0%	9%	40%	43
High School Graduate	16%	25%	7%	17%	35%	225
Tech School	13%	20%	10%	27%	30%	30
Some College	15%	16%	9%	17%	42%	208
Associate Degree	8%	9%	9%	23%	51%	78
Bachelor's Degree	11%	20%	16%	21%	33%	209
Graduate Degree	10%	16%	16%	20%	38%	156
Income						
Less than \$10,000	28%	20%	3%	10%	40%	40
\$10,000-\$15,000	32%	10%	10%	10%	39%	31
\$15,000-\$20,000	17%	19%	3%	25%	36%	36
\$20,000-\$25,000	22%	22%	4%	13%	38%	45
\$25,000-\$30,000	16%	20%	12%	12%	39%	49
\$30,000-\$35,000	16%	9%	16%	7%	51%	43
\$35,000-\$50,000	11%	19%	6%	27%	37%	111
\$50,000-\$75,000	10%	17%	8%	22%	44%	155
\$75,000-\$100,000	10%	24%	16%	18%	32%	110
\$100,000 or more	10%	22%	15%	20%	33%	167
Race						
White	12%	18%	11%	20%	39%	764
African-American	30%	19%	6%	18%	27%	84
Hispanic	19%	33%	7%	7%	33%	27
American Indian	0%	14%	0%	14%	71%	7
Asian	0%	18%	36%	18%	27%	11
Pacific Islander	100%	0%	0%	0%	0%	2
Other	11%	25%	7%	21%	36%	28
Vegetarian						
Vegetarian	8%	4%	12%	12%	64%	25
Meat Eater	14%	19%	11%	19%	37%	932
Pet Owner						
Pet Owner	11%	19%	11%	19%	39%	601
Non-Pet Owner	18%	18%	10%	18%	36%	356
Age						
18-35	13%	19%	15%	19%	33%	175
35-60	12%	20%	11%	20%	37%	495
60 or older	18%	15%	6%	16%	44%	265

Table B.94. Statement: Housing pregnant sows in crates is humane.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	16%	12%	12%	16%	44%	171
Roman Catholic	12%	12%	9%	22%	45%	91
Jewish	0%	0%	14%	57%	29%	7
Mormon	0%	25%	25%	0%	50%	4
Muslim	N/A	N/A	N/A	N/A	N/A	0
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	0%	0%	0%	100%	1
Christian	10%	3%	18%	27%	42%	89
Belief in God	0%	7%	14%	14%	64%	14
Agnostic	0%	0%	0%	0%	100%	2
Atheist	0%	0%	14%	29%	57%	7
Other	4%	9%	7%	15%	65%	46
Gender						
Male	10%	12%	16%	23%	39%	175
Female	11%	7%	10%	20%	52%	301
Education						
1-11th Grade	8%	4%	12%	23%	54%	26
High School Graduate	19%	12%	7%	22%	40%	121
Tech School	17%	8%	17%	17%	42%	12
Some College	12%	14%	7%	24%	43%	105
Associate Degree	6%	0%	13%	9%	72%	32
Bachelor's Degree	5%	7%	19%	18%	51%	112
Graduate Degree	5%	3%	17%	24%	52%	66
Income						
Less than \$10,000	29%	5%	5%	10%	52%	21
\$10,000-\$15,000	8%	33%	0%	17%	42%	12
\$15,000-\$20,000	19%	0%	6%	25%	50%	16
\$20,000-\$25,000	19%	12%	12%	15%	42%	26
\$25,000-\$30,000	13%	22%	0%	17%	48%	23
\$30,000-\$35,000	12%	4%	12%	8%	64%	25
\$35,000-\$50,000	6%	15%	10%	21%	48%	52
\$50,000-\$75,000	10%	5%	11%	25%	49%	80
\$75,000-\$100,000	10%	13%	11%	23%	44%	62
\$100,000 or more	9%	6%	25%	26%	34%	77
Race						
White	11%	8%	12%	21%	49%	382
African-American	12%	15%	15%	15%	44%	41
Hispanic	12%	18%	18%	29%	24%	17
American Indian	0%	0%	0%	0%	100%	2
Asian	0%	0%	0%	25%	75%	4
Pacific Islander	0%	0%	0%	0%	100%	1
Other	8%	8%	15%	15%	54%	13
Vegetarian						
Vegetarian	0%	0%	0%	0%	100%	13
Meat Eater	11%	9%	13%	21%	46%	464
Pet Owner						
Pet Owner	10%	9%	11%	21%	48%	306
Non-Pet Owner	12%	8%	14%	20%	46%	171
Age						
18-35	8%	10%	14%	20%	48%	88
35-60	13%	6%	13%	24%	45%	255
60 or older	9%	15%	8%	15%	53%	117

Table B.95. Statement: Housing pregnant sows in crates for their protection from other hogs is humane.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	28%	29%	11%	16%	17%	180
Roman Catholic	21%	23%	18%	18%	21%	73
Jewish	25%	25%	25%	0%	25%	4
Mormon	17%	33%	33%	0%	17%	6
Muslim	0%	0%	0%	0%	100%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	100%	0%	0%	0%	0%	1
Christian	11%	27%	12%	27%	23%	74
Belief in God	10%	10%	10%	30%	40%	10
Agnostic	0%	29%	43%	14%	14%	7
Atheist	25%	25%	50%	0%	0%	8
Other	24%	26%	14%	19%	17%	42
Gender						
Male	26%	26%	18%	16%	13%	141
Female	21%	27%	12%	19%	21%	289
Education						
1-11th Grade	53%	18%	0%	12%	18%	17
High School Graduate	28%	28%	13%	14%	17%	93
Tech School	28%	28%	0%	33%	11%	18
Some College	22%	27%	9%	23%	20%	93
Associate Degree	13%	28%	18%	15%	28%	40
Bachelor's Degree	19%	30%	18%	19%	14%	88
Graduate Degree	19%	23%	22%	15%	21%	78
Income						
Less than \$10,000	28%	39%	0%	11%	22%	18
\$10,000-\$15,000	33%	28%	11%	17%	11%	18
\$15,000-\$20,000	19%	19%	0%	38%	25%	16
\$20,000-\$25,000	37%	11%	5%	16%	32%	19
\$25,000-\$30,000	12%	35%	15%	23%	15%	26
\$30,000-\$35,000	37%	16%	5%	21%	21%	19
\$35,000-\$50,000	28%	15%	15%	17%	25%	53
\$50,000-\$75,000	17%	28%	14%	18%	23%	65
\$75,000-\$100,000	9%	49%	11%	18%	13%	45
\$100,000 or more	18%	24%	28%	12%	18%	76
Race						
White	23%	26%	15%	18%	18%	348
African-American	22%	32%	8%	22%	16%	37
Hispanic	27%	27%	9%	9%	27%	11
American Indian	25%	0%	0%	0%	75%	4
Asian	40%	20%	20%	20%	0%	5
Pacific Islander	0%	100%	0%	0%	0%	1
Other	15%	31%	23%	15%	15%	13
Vegetarian						
Vegetarian	22%	11%	11%	11%	44%	9
Meat Eater	23%	27%	14%	18%	18%	421
Pet Owner						
Pet Owner	22%	27%	14%	16%	22%	260
Non-Pet Owner	25%	26%	14%	21%	14%	170
Age						
18-35	15%	30%	23%	17%	15%	82
35-60	17%	28%	14%	20%	21%	219
60 or older	39%	21%	7%	15%	17%	126

Table B.96. Statement: Decisions about animal welfare should be left to experts and should not be based on public opinion.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	38%	22%	6%	12%	21%	380
Roman Catholic	30%	22%	7%	17%	24%	176
Jewish	29%	29%	7%	21%	14%	14
Mormon	36%	45%	9%	9%	0%	11
Muslim	100%	0%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	25%	0%	25%	25%	25%	4
Christian	27%	20%	9%	20%	24%	176
Belief in God	36%	20%	0%	16%	28%	25
Agnostic	33%	11%	0%	22%	33%	9
Atheist	13%	19%	25%	13%	31%	16
Other	22%	26%	6%	20%	26%	94
Gender						
Male	37%	23%	6%	15%	20%	345
Female	29%	21%	8%	16%	26%	639
Education						
1-11th Grade	47%	16%	2%	5%	30%	43
High School Graduate	36%	23%	6%	15%	21%	231
Tech School	26%	16%	13%	16%	29%	31
Some College	33%	15%	8%	17%	27%	212
Associate Degree	29%	19%	8%	15%	28%	78
Bachelor's Degree	30%	23%	8%	18%	21%	220
Graduate Degree	25%	30%	7%	16%	21%	163
Income						
Less than \$10,000	38%	10%	8%	10%	35%	40
\$10,000-\$15,000	35%	19%	10%	6%	29%	31
\$15,000-\$20,000	50%	18%	0%	12%	21%	34
\$20,000-\$25,000	26%	17%	4%	17%	36%	47
\$25,000-\$30,000	21%	27%	4%	15%	33%	52
\$30,000-\$35,000	41%	22%	4%	9%	24%	46
\$35,000-\$50,000	21%	26%	8%	21%	24%	111
\$50,000-\$75,000	32%	17%	7%	17%	26%	161
\$75,000-\$100,000	37%	23%	5%	16%	20%	115
\$100,000 or more	26%	25%	9%	22%	18%	170
Race						
White	32%	23%	7%	16%	22%	789
African-American	35%	15%	5%	19%	27%	86
Hispanic	25%	25%	0%	14%	36%	28
American Indian	29%	14%	14%	0%	43%	7
Asian	9%	9%	9%	36%	36%	11
Pacific Islander	100%	0%	0%	0%	0%	2
Other	26%	15%	11%	11%	37%	27
Vegetarian						
Vegetarian	17%	21%	8%	33%	21%	24
Meat Eater	32%	22%	7%	15%	24%	961
Pet Owner						
Pet Owner	30%	22%	7%	17%	25%	613
Non-Pet Owner	35%	22%	8%	15%	22%	372
Age						
18-35	20%	19%	14%	20%	27%	181
35-60	29%	21%	6%	19%	25%	510
60 or older	45%	23%	5%	8%	20%	270

Table B.97. Statement: Farm animals raised on small farms have a better life than those raised on large farms.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	43%	27%	9%	11%	9%	171
Roman Catholic	40%	27%	15%	10%	8%	88
Jewish	43%	29%	0%	14%	14%	7
Mormon	0%	0%	0%	0%	100%	2
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	0%	100%	0%	0%	2
Christian	37%	28%	18%	12%	4%	89
Belief in God	45%	18%	18%	18%	0%	11
Agnostic	25%	50%	25%	0%	0%	4
Atheist	0%	40%	40%	20%	0%	5
Other	27%	24%	27%	12%	10%	41
Gender						
Male	36%	24%	18%	13%	9%	160
Female	39%	27%	16%	11%	7%	299
Education						
1-11th Grade	52%	9%	13%	13%	13%	23
High School Graduate	39%	28%	6%	17%	9%	99
Tech School	44%	44%	11%	0%	0%	9
Some College	35%	29%	14%	13%	9%	102
Associate Degree	38%	34%	13%	6%	9%	47
Bachelor's Degree	34%	22%	25%	13%	6%	108
Graduate Degree	40%	24%	27%	3%	6%	70
Income						
Less than \$10,000	67%	13%	13%	4%	4%	24
\$10,000-\$15,000	47%	18%	0%	18%	18%	17
\$15,000-\$20,000	29%	24%	12%	18%	18%	17
\$20,000-\$25,000	43%	35%	9%	9%	4%	23
\$25,000-\$30,000	31%	38%	4%	19%	8%	26
\$30,000-\$35,000	42%	38%	4%	8%	8%	24
\$35,000-\$50,000	48%	27%	7%	7%	11%	56
\$50,000-\$75,000	40%	29%	17%	9%	6%	70
\$75,000-\$100,000	29%	29%	29%	11%	4%	56
\$100,000 or more	25%	25%	29%	13%	8%	79
Race						
White	40%	26%	16%	11%	8%	370
African-American	39%	24%	12%	22%	2%	41
Hispanic	9%	45%	9%	9%	27%	11
American Indian	50%	17%	0%	33%	0%	6
Asian	25%	25%	25%	0%	25%	4
Pacific Islander	100%	0%	0%	0%	0%	1
Other	25%	42%	17%	8%	8%	12
Vegetarian						
Vegetarian	46%	31%	23%	0%	0%	13
Meat Eater	38%	26%	16%	12%	8%	447
Pet Owner						
Pet Owner	38%	27%	16%	13%	6%	290
Non-Pet Owner	38%	25%	17%	9%	11%	170
Age						
18-35	21%	31%	29%	12%	8%	78
35-60	38%	27%	16%	11%	8%	248
60 or older	49%	23%	10%	13%	6%	126

Table B.98. Statement: Farm animals raised on small farms have a better life than those raised on corporate farms.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	43%	29%	15%	10%	4%	177
Roman Catholic	45%	34%	12%	6%	3%	77
Jewish	40%	20%	20%	20%	0%	5
Mormon	33%	33%	11%	11%	11%	9
Muslim	N/A	N/A	N/A	N/A	N/A	0
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	50%	50%	0%	0%	2
Christian	36%	37%	8%	12%	8%	78
Belief in God	67%	8%	0%	25%	0%	12
Agnostic	25%	50%	25%	0%	0%	4
Atheist	44%	22%	22%	11%	0%	9
Other	60%	24%	7%	2%	7%	42
Gender						
Male	42%	31%	13%	10%	4%	159
Female	44%	29%	14%	8%	5%	288
Education						
1-11th Grade	69%	6%	6%	0%	19%	16
High School Graduate	54%	24%	7%	11%	4%	114
Tech School	44%	39%	6%	0%	11%	18
Some College	46%	31%	12%	9%	2%	93
Associate Degree	45%	32%	10%	6%	6%	31
Bachelor's Degree	38%	27%	23%	9%	3%	96
Graduate Degree	24%	41%	19%	9%	7%	74
Income						
Less than \$10,000	71%	0%	12%	6%	12%	17
\$10,000-\$15,000	58%	17%	8%	8%	8%	12
\$15,000-\$20,000	62%	15%	8%	15%	0%	13
\$20,000-\$25,000	52%	22%	9%	9%	9%	23
\$25,000-\$30,000	68%	20%	8%	0%	4%	25
\$30,000-\$35,000	53%	24%	12%	12%	0%	17
\$35,000-\$50,000	42%	31%	13%	13%	2%	48
\$50,000-\$75,000	40%	34%	16%	6%	4%	77
\$75,000-\$100,000	36%	36%	14%	8%	6%	50
\$100,000 or more	33%	32%	18%	13%	4%	72
Race						
White	43%	30%	14%	10%	4%	355
African-American	41%	30%	8%	8%	14%	37
Hispanic	56%	31%	6%	0%	6%	16
American Indian	100%	0%	0%	0%	0%	1
Asian	57%	14%	0%	0%	29%	7
Pacific Islander	0%	100%	0%	0%	0%	1
Other	69%	15%	15%	0%	0%	13
Vegetarian						
Vegetarian	40%	40%	20%	0%	0%	10
Meat Eater	43%	30%	13%	9%	5%	437
Pet Owner						
Pet Owner	43%	30%	14%	9%	4%	274
Non-Pet Owner	44%	29%	13%	8%	6%	173
Age						
18-35	36%	26%	24%	8%	7%	90
35-60	45%	32%	10%	10%	3%	229
60 or older	48%	26%	11%	9%	6%	115

Table B.99. Statement: If food companies improve animal welfare standards the price of meat will rise.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	40%	38%	6%	9%	9%	200
Roman Catholic	46%	37%	4%	10%	4%	79
Jewish	25%	50%	0%	25%	0%	8
Mormon	33%	33%	0%	0%	33%	3
Muslim	N/A	N/A	N/A	N/A	N/A	0
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	50%	0%	50%	0%	2
Christian	45%	34%	4%	12%	6%	85
Belief in God	7%	14%	29%	43%	7%	14
Agnostic	0%	67%	33%	0%	0%	3
Atheist	14%	71%	0%	14%	0%	7
Other	41%	34%	9%	7%	9%	44
Gender						
Male	33%	41%	8%	12%	6%	162
Female	42%	35%	5%	10%	8%	329
Education						
1-11th Grade	56%	12%	4%	8%	20%	25
High School Graduate	41%	37%	6%	9%	7%	122
Tech School	50%	19%	6%	25%	0%	16
Some College	31%	39%	9%	13%	9%	104
Associate Degree	46%	34%	9%	6%	6%	35
Bachelor's Degree	42%	42%	2%	10%	4%	105
Graduate Degree	32%	43%	8%	10%	8%	79
Income						
Less than \$10,000	43%	17%	13%	4%	22%	23
\$10,000-\$15,000	36%	36%	0%	7%	21%	14
\$15,000-\$20,000	58%	11%	11%	5%	16%	19
\$20,000-\$25,000	46%	29%	13%	4%	8%	24
\$25,000-\$30,000	38%	57%	0%	5%	0%	21
\$30,000-\$35,000	27%	41%	14%	9%	9%	22
\$35,000-\$50,000	40%	40%	2%	10%	8%	48
\$50,000-\$75,000	43%	36%	5%	10%	6%	86
\$75,000-\$100,000	40%	37%	8%	12%	3%	65
\$100,000 or more	28%	49%	3%	15%	4%	89
Race						
White	37%	40%	6%	11%	7%	402
African-American	54%	21%	5%	13%	8%	39
Hispanic	50%	25%	8%	17%	0%	12
American Indian	100%	0%	0%	0%	0%	1
Asian	29%	29%	14%	0%	29%	7
Pacific Islander	0%	0%	0%	0%	100%	2
Other	53%	27%	0%	20%	0%	15
Vegetarian						
Vegetarian	14%	57%	14%	0%	14%	7
Meat Eater	39%	37%	6%	11%	7%	484
Pet Owner						
Pet Owner	36%	39%	6%	13%	7%	295
Non-Pet Owner	43%	35%	6%	8%	8%	196
Age						
18-35	38%	43%	6%	9%	5%	87
35-60	37%	33%	7%	14%	8%	254
60 or older	44%	41%	4%	5%	7%	138

Table B.100. Statement: If food companies improve animal welfare standards the price of meat will fall.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	8%	13%	17%	31%	30%	165
Roman Catholic	9%	11%	9%	33%	38%	91
Jewish	0%	0%	0%	75%	25%	4
Mormon	14%	0%	0%	71%	14%	7
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	0%	0%	50%	50%	2
Christian	2%	11%	16%	41%	29%	82
Belief in God	0%	20%	40%	10%	30%	10
Agnostic	17%	0%	83%	0%	0%	6
Atheist	0%	0%	0%	50%	50%	8
Other	4%	22%	15%	22%	37%	46
Gender						
Male	7%	14%	12%	32%	36%	170
Female	6%	13%	16%	36%	29%	285
Education						
1-11th Grade	20%	13%	0%	33%	33%	15
High School Graduate	8%	16%	13%	35%	28%	100
Tech School	0%	15%	15%	15%	54%	13
Some College	5%	16%	14%	30%	36%	101
Associate Degree	11%	11%	16%	35%	27%	37
Bachelor's Degree	5%	11%	15%	36%	34%	109
Graduate Degree	3%	9%	21%	39%	29%	77
Income						
Less than \$10,000	17%	22%	22%	17%	22%	18
\$10,000-\$15,000	29%	14%	0%	43%	14%	14
\$15,000-\$20,000	7%	14%	21%	29%	29%	14
\$20,000-\$25,000	4%	13%	21%	29%	33%	24
\$25,000-\$30,000	10%	16%	6%	32%	35%	31
\$30,000-\$35,000	5%	24%	24%	24%	24%	21
\$35,000-\$50,000	8%	10%	17%	33%	32%	60
\$50,000-\$75,000	7%	10%	16%	36%	31%	70
\$75,000-\$100,000	4%	15%	19%	38%	25%	48
\$100,000 or more	1%	9%	9%	38%	42%	74
Race						
White	5%	11%	15%	36%	33%	360
African-American	12%	19%	19%	26%	26%	43
Hispanic	20%	20%	7%	27%	27%	15
American Indian	17%	50%	17%	0%	17%	6
Asian	20%	0%	20%	40%	20%	5
Pacific Islander	N/A	N/A	N/A	N/A	N/A	0
Other	10%	20%	20%	20%	30%	10
Vegetarian						
Vegetarian	20%	13%	13%	27%	27%	15
Meat Eater	6%	13%	15%	34%	32%	441
Pet Owner						
Pet Owner	7%	9%	16%	36%	32%	297
Non-Pet Owner	6%	20%	13%	31%	31%	159
Age						
18-35	6%	12%	18%	29%	35%	89
35-60	6%	11%	13%	40%	30%	235
60 or older	8%	17%	14%	28%	34%	120

Table B.101. Statement: The average American thinks that low meat prices are more important than the well-being of farm animals.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	32%	35%	6%	13%	14%	370
Roman Catholic	34%	30%	9%	13%	14%	174
Jewish	43%	29%	7%	14%	7%	14
Mormon	55%	18%	0%	18%	9%	11
Muslim	0%	0%	0%	100%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	75%	25%	0%	0%	0%	4
Christian	35%	42%	4%	12%	8%	173
Belief in God	50%	29%	0%	13%	8%	24
Agnostic	33%	56%	0%	0%	11%	9
Atheist	44%	31%	6%	6%	13%	16
Other	46%	32%	5%	10%	7%	94
Gender						
Male	37%	37%	6%	12%	9%	341
Female	34%	33%	7%	13%	14%	629
Education						
1-11th Grade	51%	15%	0%	10%	24%	41
High School Graduate	36%	30%	5%	14%	15%	229
Tech School	40%	30%	7%	17%	7%	30
Some College	34%	33%	6%	11%	16%	210
Associate Degree	37%	32%	4%	20%	8%	79
Bachelor's Degree	34%	42%	9%	8%	7%	214
Graduate Degree	32%	41%	7%	12%	8%	159
Income						
Less than \$10,000	43%	29%	5%	17%	7%	42
\$10,000-\$15,000	30%	13%	7%	10%	40%	30
\$15,000-\$20,000	46%	9%	3%	20%	23%	35
\$20,000-\$25,000	45%	23%	4%	6%	21%	47
\$25,000-\$30,000	45%	34%	2%	8%	11%	53
\$30,000-\$35,000	38%	36%	0%	18%	9%	45
\$35,000-\$50,000	29%	34%	7%	12%	17%	109
\$50,000-\$75,000	37%	39%	3%	13%	8%	158
\$75,000-\$100,000	28%	50%	10%	6%	6%	111
\$100,000 or more	35%	40%	8%	14%	4%	169
Race						
White	36%	36%	6%	12%	11%	800
African-American	33%	20%	7%	21%	19%	86
Hispanic	44%	22%	0%	11%	22%	28
American Indian	17%	50%	0%	0%	33%	7
Asian	45%	9%	18%	27%	0%	12
Pacific Islander	50%	0%	0%	0%	50%	2
Other	35%	38%	4%	4%	19%	28
Vegetarian						
Vegetarian	46%	42%	8%	4%	0%	24
Meat Eater	35%	34%	6%	13%	12%	947
Pet Owner						
Pet Owner	35%	36%	6%	13%	10%	609
Non-Pet Owner	35%	32%	7%	12%	15%	362
Age						
18-35	41%	33%	8%	10%	8%	181
35-60	36%	38%	5%	11%	9%	503
60 or older	32%	27%	6%	16%	18%	264

Table B.102. Statement: The average American considers the well-being of farm animals when they make decisions about purchasing meat.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	12%	13%	4%	31%	40%	373
Roman Catholic	10%	9%	9%	31%	40%	172
Jewish	0%	20%	7%	27%	47%	15
Mormon	10%	0%	0%	10%	80%	10
Muslim	0%	100%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	0%	0%	25%	75%	4
Christian	6%	13%	3%	32%	45%	176
Belief in God	0%	13%	13%	38%	38%	24
Agnostic	0%	11%	0%	44%	44%	9
Atheist	0%	13%	7%	33%	47%	15
Other	8%	7%	4%	33%	47%	96
Gender						
Male	9%	9%	6%	32%	44%	340
Female	9%	14%	5%	31%	41%	635
Education						
1-11th Grade	22%	10%	7%	15%	46%	41
High School Graduate	15%	17%	2%	31%	35%	224
Tech School	7%	3%	0%	48%	41%	29
Some College	9%	17%	8%	25%	40%	214
Associate Degree	3%	19%	10%	28%	40%	78
Bachelor's Degree	6%	5%	6%	37%	47%	219
Graduate Degree	2%	7%	2%	37%	51%	163
Income						
Less than \$10,000	15%	18%	5%	15%	46%	39
\$10,000-\$15,000	36%	25%	4%	11%	25%	28
\$15,000-\$20,000	17%	14%	11%	22%	36%	36
\$20,000-\$25,000	16%	14%	8%	24%	37%	49
\$25,000-\$30,000	12%	15%	4%	17%	52%	52
\$30,000-\$35,000	5%	16%	7%	30%	43%	44
\$35,000-\$50,000	9%	11%	6%	31%	43%	111
\$50,000-\$75,000	6%	13%	3%	36%	42%	159
\$75,000-\$100,000	4%	5%	7%	38%	46%	112
\$100,000 or more	3%	6%	5%	38%	47%	172
Race						
White	6%	11%	5%	33%	45%	783
African-American	21%	19%	2%	26%	31%	84
Hispanic	29%	18%	7%	18%	29%	28
American Indian	33%	17%	17%	17%	17%	6
Asian	0%	42%	0%	33%	25%	12
Pacific Islander	100%	0%	0%	0%	0%	2
Other	19%	4%	4%	30%	44%	27
Vegetarian						
Vegetarian	0%	12%	12%	36%	40%	25
Meat Eater	9%	12%	5%	31%	42%	951
Pet Owner						
Pet Owner	7%	12%	6%	34%	41%	613
Non-Pet Owner	12%	13%	4%	26%	44%	363
Age						
18-35	6%	11%	9%	33%	40%	178
35-60	9%	11%	5%	34%	41%	508
60 or older	11%	15%	3%	26%	46%	266

Table B.103. Statement: I would vote for a law in my state that would require farmers to treat their animals more humanely.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	55%	22%	6%	9%	9%	378
Roman Catholic	56%	20%	11%	5%	8%	171
Jewish	80%	13%	0%	7%	0%	15
Mormon	45%	9%	9%	0%	36%	11
Muslim	100%	0%	0%	0%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	75%	0%	0%	0%	25%	4
Christian	52%	20%	10%	8%	10%	177
Belief in God	64%	8%	8%	4%	16%	25
Agnostic	56%	22%	11%	0%	11%	9
Atheist	36%	36%	14%	7%	7%	14
Other	59%	18%	8%	5%	10%	97
Gender						
Male	45%	24%	9%	9%	13%	343
Female	61%	19%	7%	6%	7%	637
Education						
1-11th Grade	74%	7%	0%	7%	12%	43
High School Graduate	59%	21%	7%	4%	7%	227
Tech School	63%	17%	7%	0%	13%	30
Some College	57%	20%	7%	7%	11%	215
Associate Degree	58%	18%	9%	3%	13%	79
Bachelor's Degree	50%	22%	8%	12%	7%	215
Graduate Degree	46%	24%	12%	10%	9%	164
Income						
Less than \$10,000	71%	10%	5%	7%	7%	42
\$10,000-\$15,000	60%	20%	7%	10%	3%	30
\$15,000-\$20,000	66%	23%	6%	3%	3%	35
\$20,000-\$25,000	63%	22%	4%	4%	6%	49
\$25,000-\$30,000	62%	15%	10%	8%	6%	52
\$30,000-\$35,000	68%	16%	9%	2%	5%	44
\$35,000-\$50,000	58%	21%	5%	7%	9%	112
\$50,000-\$75,000	60%	18%	6%	8%	9%	159
\$75,000-\$100,000	42%	26%	15%	4%	13%	113
\$100,000 or more	42%	22%	10%	12%	13%	172
Race						
White	55%	21%	8%	8%	9%	785
African-American	67%	17%	5%	5%	6%	86
Hispanic	36%	39%	7%	11%	7%	28
American Indian	86%	14%	0%	0%	0%	7
Asian	50%	33%	8%	8%	0%	12
Pacific Islander	100%	0%	0%	0%	0%	2
Other	61%	7%	7%	7%	18%	28
Vegetarian						
Vegetarian	76%	12%	4%	4%	4%	25
Meat Eater	55%	21%	8%	7%	9%	956
Pet Owner						
Pet Owner	56%	19%	8%	8%	10%	615
Non-Pet Owner	55%	23%	8%	6%	8%	366
Age						
18-35	60%	19%	11%	3%	7%	179
35-60	52%	22%	8%	9%	9%	512
60 or older	59%	18%	6%	7%	10%	267

Table B.104. Statement: Farmers should be compensated if forced to comply with higher farm animal welfare standards.

Demographics	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	Responses
Religious Beliefs						
Protestant	39%	33%	6%	12%	10%	377
Roman Catholic	44%	32%	6%	10%	8%	173
Jewish	29%	36%	14%	7%	14%	14
Mormon	36%	27%	27%	0%	9%	11
Muslim	0%	0%	0%	100%	0%	1
Hindu	N/A	N/A	N/A	N/A	N/A	0
Orthodox Religion	0%	75%	0%	25%	0%	4
Christian	37%	38%	6%	11%	8%	177
Belief in God	42%	33%	13%	4%	8%	24
Agnostic	22%	22%	11%	22%	22%	9
Atheist	25%	25%	0%	19%	31%	16
Other	31%	39%	3%	13%	14%	93
Gender						
Male	38%	32%	4%	13%	12%	344
Female	37%	35%	8%	12%	9%	632
Education						
1-11th Grade	60%	19%	5%	7%	9%	43
High School Graduate	41%	32%	5%	12%	11%	225
Tech School	42%	39%	0%	6%	13%	31
Some College	39%	34%	7%	9%	11%	209
Associate Degree	43%	32%	8%	9%	8%	77
Bachelor's Degree	33%	37%	7%	14%	10%	218
Graduate Degree	25%	36%	9%	19%	10%	166
Income						
Less than \$10,000	60%	15%	10%	5%	10%	40
\$10,000-\$15,000	45%	31%	0%	17%	7%	29
\$15,000-\$20,000	47%	25%	6%	6%	17%	36
\$20,000-\$25,000	47%	29%	0%	14%	10%	49
\$25,000-\$30,000	33%	41%	6%	12%	8%	51
\$30,000-\$35,000	52%	28%	7%	4%	9%	46
\$35,000-\$50,000	42%	34%	3%	10%	11%	111
\$50,000-\$75,000	36%	33%	7%	13%	11%	157
\$75,000-\$100,000	32%	35%	9%	18%	6%	114
\$100,000 or more	29%	39%	8%	14%	11%	171
Race						
White	35%	35%	6%	13%	11%	787
African-American	56%	26%	6%	5%	7%	82
Hispanic	43%	29%	7%	18%	4%	28
American Indian	43%	29%	14%	0%	14%	7
Asian	30%	50%	0%	10%	10%	10
Pacific Islander	100%	0%	0%	0%	0%	2
Other	54%	27%	8%	0%	12%	26
Vegetarian						
Vegetarian	25%	29%	8%	21%	17%	24
Meat Eater	38%	34%	6%	12%	10%	953
Pet Owner						
Pet Owner	36%	34%	6%	13%	11%	609
Non-Pet Owner	39%	33%	7%	11%	10%	368
Age						
18-35	38%	36%	8%	9%	10%	179
35-60	38%	34%	7%	12%	8%	510
60 or older	35%	33%	4%	13%	15%	267

