

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

