

DATA FOR PROGRESS

From July 22 to 25, 2022, Data for Progress conducted a survey of 1,353 likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is ± 3 percentage points.

N=1,353 unless otherwise specified. Some values may not add up to 100 due to rounding.

		D	I	R
[1] Is preventing cruelty to farm animals a matter of moral concern or not a matter of moral concern to you personally?	Yes, it is a matter of moral concern 80%	83%	80%	77%
	No, it is not a matter of moral concern 15	13	14	18
	Don't know 5	4	6	5
		D	I	R
[2] How important or not important do you think it is for food companies to only offer cruelty-free animal products for consumers, such as pork, chicken, and beef? (N=341)	Very important 45%	57%	33%	43%
	Somewhat important 34	28	41	35
	Only a little 14	12	17	14
	Not at all important 6	3	9	8
		D	I	R
[3] The Farm Animal Confinement Initiative (Prop 12) is a California law that protects farm animals like egg-laying chickens, veal calves, and mother pigs to prevent them from facing a life of being confined in a cage. In order to sell in California, companies must meet minimum space standards, including giving these animals enough space to be able to stand up, turn around, and sit down.	Strongly support 47%	59%	46%	38%
	Somewhat support 33	26	35	38
	Somewhat oppose 7	4	6	10
	Strongly oppose 6	5	5	8
	Don't know 7	7	8	7
	SUPPORT (TOTAL) 80%	85%	81%	76%
OPPOSE (TOTAL) 13	9	11	18	
SUPPORT (NET) +67	+76	+70	+58	
		D	I	R
[4] The Farm Animal Confinement Initiative would protect veal calves, mother pigs, and egg-laying chickens from a life of being confined in a small cage. Would you support or oppose a law like this in your state to ban animal confinement?	Strongly support 48%	57%	47%	39%
	Somewhat support 32	27	32	37
	Somewhat oppose 8	5	8	10
	Strongly oppose 6	4	6	7
	Don't know 7	6	7	6
	SUPPORT (TOTAL) 80%	84%	79%	76%
OPPOSE (TOTAL) 14	9	14	17	
SUPPORT (NET) +66	+75	+65	+59	

[5] Many companies have promised better treatment of the chickens and pigs they source eggs and pork from, including preventing the confinement of these animals in small cages.

However, investigations show that companies don't always follow through on these promises, or only partially fulfill these promises designed to protect animals.

If you knew that a company advertised that it only sources fairly-treated animals, but broke those promises, would you still buy from this company?

		D	I	R
Yes, I would continue to buy from this company	13%	11%	10%	17%
No, I would not buy from this company	42	50	42	34
I would think twice before buying from this company again	37	33	39	40
Don't know	8	7	9	9

[6] Many companies have promised better treatment of the chickens and pigs they source eggs and pork from, including preventing the confinement of these animals in small cages.

However, some companies do not provide transparency to allow consumers to check that these companies are following their promises instead of breaking them.

Do you agree or disagree that a company which advertises it only sources fairly-treated animals should be required to be transparent about the steps it takes to follow these promises?

		D	I	R
Strongly agree	52%	62%	53%	43%
Somewhat agree	30	22	28	40
Somewhat disagree	7	7	6	7
Strongly disagree	2	2	2	3
Don't know	8	7	12	7
AGREE (TOTAL)	82%	84%	81%	83%
DISAGREE (TOTAL)	9	9	8	10
AGREE (NET)	+73	+75	+73	+73