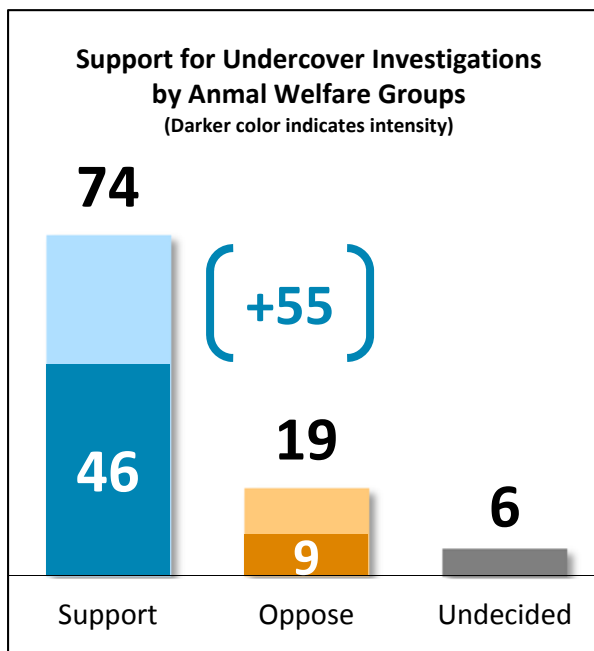


To: ASPCA and Interested Parties  
 From: Bob Meadow and Joshua Ulibarri  
 Re: Results from a Recent Survey on Undercover Video Ban Legislation in North Carolina<sup>i</sup>  
 Date: May 11, 2015

A recent statewide survey among likely voters in North Carolina shows overwhelming **support** for undercover investigations and recordings of animal abuse and food safety hazards. In addition, voters show strong **opposition** to pending state legislation that effectively would prevent such investigations by making it easier for employers to sue employees and win significant punitive damages against them for releasing such recordings, and show **opposition** to any law that would prevent whistleblower investigations of any kind, include those not undercover. Notably, this support for undercover investigations and opposition to laws that would prevent such investigations cuts across all demographic groups, regions of the state, and across political party lines. Below are the key findings.



### Support for Undercover Investigations by Animal Welfare Groups

**Voters are strongly supportive of undercover investigation efforts<sup>ii</sup>.** North Carolinians are very supportive of undercover investigations and the recording of examples of animal abuse and food safety hazards on industrial farms. Moreover, there is a good deal of intensity on the side of supporting such investigations. Fully 74% support (46% strongly) such investigations, while only 19% (9% strongly) are opposed, with 6% unsure. Support is found across all demographic and geographic groups, including 71% of men and 76% of women; 73% of whites and 79% of African-Americans; 75% of Democrats, 66% of Republicans, and 81% of independents. Support is broad across the state as well with voters in Western (73%), Central (66%), and Eastern (87%) North Carolina all showing strong majority support for undercover investigations of animal abuse and food safety hazards.

### Opposition to Legislation Preventing Undercover Investigations

**Voters oppose legislation that would have a chilling effect on undercover investigations.<sup>iii</sup>** Legislators considering legislation that would essentially prevent undercover investigations are on the wrong side of public opinion on this issue. By nearly a 3-to-1 margin, voters oppose a proposed law that would essentially prevent undercover investigations by making it easy for employers to win significant punitive damages against employees who publically release recordings without authorizations, regardless of what the recording shows. Fully

**Partners**  
 Celinda Lake  
 Alysia Snell  
 David Mermin  
 Dr. Robert G. Meadow  
 Daniel Gotoff  
 Joshua Ulibarri

**Lake Research Partners**  
 1726MSt.,NW  
 Suite1100  
 Washington, DC 20036

Tel:202.776.9066  
 Fax:202.776.9074

63% (42% strongly) would oppose such a law, while only 23% (12% strongly) would support it, with 12% unsure. Once again, there is a broad statewide consensus on the issue, with majorities of men (66%), women (61%); Democrats (67%), Republicans (57%), and independents (66%); white (63%) and African-American (65%) voters, as well as voters in Western (61%), Central (61%), and Eastern (70%) North Carolina all opposed to the law.

These are the key findings from this survey. Our data strongly suggest opposition to any laws that would outlaw or even have a chilling effect on undercover investigations and release of records showing illegal or unethical activities, especially with regard to animal abuse or food safety issues. Our research on a broad range of issues rarely shows the kind of broad, bipartisan consensus we have observed on this issue.

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Please feel free to contact us with any questions on this research, our methods, or this memo. Bob Meadow can be reached at 202-255-4955 or [bmeadow@lakeresearch.com](mailto:bmeadow@lakeresearch.com) and Joshua Ulibarri can be reached at 202-470-4438 or [julibarri@lakeresearch.com](mailto:julibarri@lakeresearch.com).

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<sup>i</sup> **Survey:** Lake Research Partners designed and administered this telephone survey, using professional interviewers, from April 30 to May 3, 2015. Interviews were conducted with 400 likely November 2016 voters in North Carolina. Telephone numbers for the sample were generated from a list of registered, proven voters. Both landlines and cellphones were called. The data were weighted slightly by gender, region, race, education, age, and party registration. The margin of error for the total sample for the survey is +/-4.9% and larger for the sub-groups.

<sup>ii</sup> As you may know, some animal welfare organizations conduct undercover investigations capturing pictures, movies, and conversations regarding animal abuse and food safety hazards on some industrial or “factory” farms. They then release these clips in an effort to expose animal abuse and get animal welfare reforms implemented. Generally speaking, do you strongly support, somewhat support, somewhat oppose, or strongly oppose these kinds of undercover investigation efforts?

<sup>iii</sup> The North Carolina Legislature is debating a bill about this practice. The proposed law would PREVENT these kinds of undercover investigations by making it easy for employers to win significant, punitive damages when suing employees for making and publically releasing a recording without authorization, regardless of what that recording shows. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this proposed law to prevent these undercover investigations?