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To: Interested Parties

CC: The ASPCA

From: Bob Meadow, Joshua Ulibarri, and Dom Bartkus

Re: Research Findings on Undercover Investigations of Industrial Farmsⁱ

Date: February 2012

A recent Lake Research Partners survey, conducted on behalf of the ASPCA, shows that Americans support undercover investigations seeking to expose animal abuse that takes place on some industrial farms. Consequently, **American adults overwhelmingly oppose legislative efforts to criminalize undercover recordings of industrial farms.** The opposition is strong among every key demographic and geographic group, and across partisan lines.

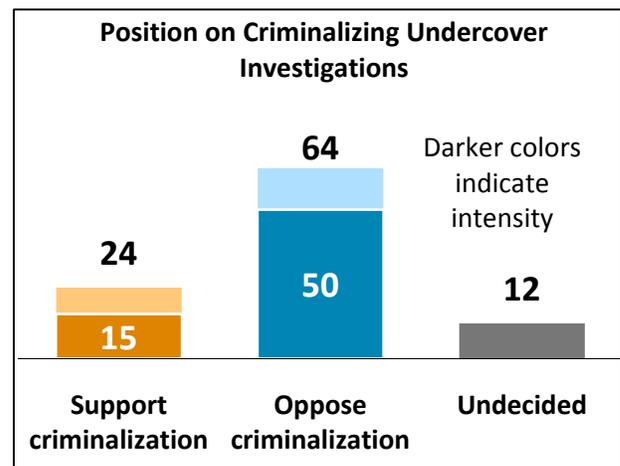
The major findings are as follows:

- **Seventy-one percent of Americans support undercover investigative efforts to expose farm animal abuse on industrial farms, including 54% who support the efforts *strongly*.**ⁱⁱ Just 17% of the adults surveyed are against these kinds of investigations.

- **Accordingly, almost two in three (64%) American adults oppose making undercover investigations of animal abuse on industrial farms illegal.**ⁱⁱⁱ

Furthermore, half of all American adults ***strongly*** oppose the legislative efforts to criminalize industrial farm investigations. Only one in four adults support a legislative ban on these undercover investigations.

- **The strong opposition to the criminalization of undercover industrial farm investigations crosses all key demographic, geographic, and partisan lines.** Sixty-nine percent of Democrats oppose banning the undercover investigations, with 55% of them opposing the ban ***strongly***. Among Republicans, opposition stands at 59% (50% ***strongly***), while just 30% say they support the efforts to criminalize the investigations. The support is



also strong among Independents – 62% are opposed to outlawing the investigations and just 24% support it.

- The opposition to criminalizing undercover investigations of industrial farms is high in all regions, including 75% in the Northeast, 63% in the Midwest, 58% in the South, and 65% in the West. Support for criminalizing these activities does not exceed 28% in any of the four main U.S. geographic regions.
- Sixty-five percent of men and 63% of women oppose punishing those who conduct undercover investigations on industrial farms, and just 25% and 24%, respectively, support criminalizing these investigations. The opposition also crosses age lines, with 65% of those under the age of 55 and 63% of those age 55 and older opposing the legislative efforts to outlaw the investigations.

In sum, American adults overwhelmingly support investigations to expose the abuse of farm animals that takes place on some farms. As a result, Americans are strongly opposed to the efforts undertaken by several state legislatures to make these kinds of undercover investigations against the law.

Appendix: Position on Criminalizing Undercover Investigations by Demographic Groups

	Support Criminalization	Oppose Criminalization	Net
All Adults	24	64	-39
Men	25	65	-39
Women	24	63	-40
Democrats	22	69	-46
Independents	24	62	-38
Republicans	30	59	-29
Northeast	16	75	-59
Midwest	26	63	-36
South	28	58	-30
West	24	65	-41
Age 18-39	21	67	-45
Age 40-49	25	66	-41
Age 50-64	31	57	-26
Age 65 and older	21	66	-45

ⁱ **Methods:** Lake Research Partners designed and administered this survey with 798 American adults. The survey was conducted over the telephone, using professional interviewers, and over the Internet from a national sample of internet users. 605 interviews were conducted over the phone and 193 interviews were conducted online. The nationwide survey was conducted January 12-19, 2012. The margin of error for the total sample is +/-3.47 percentage points, and larger for sub-groups. The multi-method approach showed no major differences between internet and telephone respondents. The data were slightly weighted by gender, race, age, and region to ensure a comprehensive representation of the adult U.S. population.

ⁱⁱ Here is something slightly different. As you may know some animal welfare organizations conduct undercover investigations capturing pictures, movies, and conversations regarding animal abuse on some industrial “factory” farms. They then release these clips in an effort to expose animal abuse and get animal welfare reforms implemented. Generally speaking, do you support these kinds of undercover investigation efforts or do you oppose them? [IF ANSWER]: Do you feel that way strongly or not strongly?

ⁱⁱⁱ Some state legislatures are attempting to make these kinds of undercover recordings against the law. The proposed laws would prohibit the making of undercover videos, photographs or recordings on farms. There would be legal penalties, including jail time, for those who make or release the undercover recordings. What do you think – do you support or oppose these efforts to criminalize undercover recordings? [IF ANSWER]: Do you feel that way strongly or not?