



**Date:** May 11, 2007

**To:** Bryan Pease  
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**From:** Rebecca Wittman  
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**RE: Results from San Diego poll**

**Survey Methodology: Survey of San Diego California, 5/9/07 through 5/11/07**

This is a telephone survey of adults, conducted by Zogby International. The target sample is 602 interviews with approximately 15 questions asked. Samples are randomly drawn from telephone CDs of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies<sup>1</sup> and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.<sup>2</sup> Weighting by age, race, and gender is used to adjust for non-response. The margin of error is +/- 4.1 percentage points. Margins of error are higher in sub-groups.

Zogby International's sampling and weighting procedures also have been validated through its political polling: more than 95% of the firm's polls have come within 1% of actual election-day outcomes.

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<sup>1</sup> See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

<sup>2</sup> *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

**Narrative Summary**

*101. Veal is most often made by chaining baby calves in dark crates so small that they can barely move after they are taken from their mothers at birth. In order to make their flesh pale, the calves are fed a deficient diet, which makes them anemic and sickly. After four months of this, they are sent to slaughter. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that veal from crated calves should be banned?*

Strongly agree	77%	<b>Agree</b>	<b>86%</b>
Somewhat agree	9		
Somewhat disagree	6		
Strongly disagree	7	<b>Disagree</b>	<b>13</b>
Not sure	2		

Six out of seven adults in San Diego (86%) agree that veal from crated calves should be banned. Furthermore, over three-fourths of respondents (77%) agree strongly that it should be banned. In contrast, one in eight (13%) disagrees. Disagreement is evenly divided between somewhat (6%) and strong (7%).