



**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**

*1. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that animals raised on farms should be protected under anti-cruelty laws?*

Strongly agree	67%		
Somewhat agree	14	<b>Agree</b>	<b>81%</b>
Somewhat disagree	6		
Strongly disagree	6	<b>Disagree</b>	<b>12</b>
Not sure	7		

Four-fifths of adults in San Diego (81%) agree that animals raised on farms should be protected under anti-cruelty laws. Furthermore, a two-thirds majority (67%) strongly agrees. In comparison, one out of eight respondents (12%) disagrees that these animals should be protected under anti-cruelty laws. Disagreement is equally divided between “strong” (6%) and “somewhat” (6%). The remaining seven percent are unsure.

*2. How often do you eat foie gras?*

At least once a month	3%
At least once a year	2
Less than once a year	3
Never	38
Never heard of it	54
Not sure	1

Few adults in San Diego regularly or rarely consume foie gras. Three percent eat it at least once a month, 2% eat it at least once a year, and another 3% only do so less than once a year. Most people either never eat foie gras (38%) or have never heard of it (54%).

3. *Foie gras is an expensive appetizer produced by force-feeding ducks or geese an amount of feed weighing up to 20 percent of their normal body weight per day over two to three weeks, so that their livers swell up to 10 times their normal size. A long metal pipe is inserted down the birds' throats two to three times per day, and the birds are slaughtered just before the point they would die from the force-feeding. At least 15 countries around the world have outlawed this force-feeding. Starting in 2012, a California state law will go into effect making the sale or production of foie gras from force-fed birds illegal. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that force-feeding ducks or geese to produce foie gras should be illegal?*

Strongly agree	77%		
Somewhat agree	9	<b>Agree</b>	<b>86%</b>
Somewhat disagree	5		
Strongly disagree	7	<b>Disagree</b>	<b>12</b>
Not sure	2		

Six out of seven respondents (86%) agree that force-feeding ducks or geese to produce foie gras should be illegal, including over three-fourths (77%) who strongly agree. In contrast, one in eight (12%) disagree it should be illegal.

4. *The City of Chicago banned the sale of foie gras last year. San Diego is considering doing the same. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the sale of foie gras from force-fed birds should be banned in San Diego without waiting for the statewide ban to go into effect?*

Strongly agree	74%		
Somewhat agree	11	<b>Agree</b>	<b>85%</b>
Somewhat disagree	3		
Strongly disagree	10	<b>Disagree</b>	<b>13</b>
Not sure	3		

Another vast six-sevenths majority (85%) agrees that the sale of foie gras from force-fed birds should be banned in San Diego without waiting for the statewide ban to go into effect. Furthermore, three-fourths (74%) agree strongly. In comparison, one in eight (13%) disagrees.