

DATA FOR **PROGRESS**

From October 6 to 11, 2022, Data for Progress conducted a survey of 1,008 likely voters in California using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is ± 3 percentage points.

N=1,008 unless otherwise specified. Some values may not add up to 100 due to rounding.

		D	I	R	
[1] When grocery shopping for animal products such as eggs and meat, do you consider whether the product is "cruelty-free" when deciding what to purchase, or is that something you don't take into account?	I consider whether or not an animal product is labeled "cruelty-free" when making a decision about which product to purchase .. 49%	59%	46%	35%	
	I do not consider whether or not an animal product is labeled "cruelty-free" when making a decision about which product to purchase	37	46	58	
	Don't know	4	7	8	
[2] How important or not important do you think it is for food companies to offer consumers cruelty-free animal products, such as pork, chicken, and beef?	Very important	53%	35%	25%	
	Somewhat important	35	37	43	
	Only a little	8	14	21	
	Not at all important	4	13	11	
[3] The Farm Animal Confinement Initiative (Proposition 12) is a California law that protects farm animals like chickens, veal calves, and pregnant pigs from experiencing cruel confinement.	Strongly support	53%	67%	45%	36%
	Somewhat support	29	23	34	35
	Somewhat oppose	7	4	8	12
	Strongly oppose	5	2	5	9
	Don't know	5	3	8	8
	SUPPORT (TOTAL)	82%	90%	79%	71%
	OPPOSE (TOTAL)	12	6	13	21
	SUPPORT (NET)	+70	+84	+66	+50
To sell animal products 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.					
Do you support or oppose the Farm Animal Confinement Initiative (Proposition 12)?					
[4] Proposition 12 is currently being challenged in the U.S. Supreme Court by pork producers.	Strongly support	43%	59%	32%	26%
	Somewhat support	32	27	36	36
	Somewhat oppose	10	7	9	16
	Strongly oppose	8	3	8	16
	Don't know	7	5	15	6
	SUPPORT (TOTAL)	75%	86%	68%	62%
	OPPOSE (TOTAL)	18	10	17	32
	SUPPORT (NET)	+57	+76	+51	+30
Supporters of Proposition 12 say the law will raise the quality of life for farm animals, prevent animal cruelty, and reduce animal diseases while also ensuring better food safety.					
Opponents of Proposition 12 say the law will force pork producers in other states to follow California's rules which will disrupt supply chains and raise prices on animal products for everyone.					
Knowing what you know now, do you support or oppose Proposition 12?					

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

However, some companies do not have systems in place to allow consumers to check that these companies are following their promises instead of breaking them.

Do you support or oppose creating national requirements for animal welfare transparency to ensure companies are complying with animal cruelty standards?

		D	I	R
Strongly support	46%	61%	33%	32%
Somewhat support	31	27	36	33
Somewhat oppose	10	5	10	17
Strongly oppose	5	1	8	10
Don't know	8	6	13	7
SUPPORT (TOTAL)		77%	88%	69%
OPPOSE (TOTAL)		15	6	18
SUPPORT (NET)		+62	+82	+51
			+38	