

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: VALUES AND BELIEFS

-- FINAL TOPLINE --

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Jeff Jones, Lydia Saad
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Results are based on telephone interviews conducted May 6-10, 2015 with a random sample of –1,024—adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of –497—national adults in Form A, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –527—national adults in Form B, the margins of sampling error is ± 5 percentage points.

For results based on the sample of –892—registered voters, the margins of sampling error is ± 4 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline and cell phone telephone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2014 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2014 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

19. *(Asked of a half sample)* Which of these statements comes closest to your view about the treatment of animals – [ROTATED: animals deserve the exact same rights as people to be free from harm and exploitation, animals deserve some protection from harm and exploitation, but it is still appropriate to use them for the benefit of humans, or animals don't need much protection from harm and exploitation since they are just animals]?

BASED ON --497-- NATIONAL ADULTS IN FORM A

	Same rights <u>as people</u>	Some <u>protection</u>	Don't need much <u>protection</u>	Other <u>(vol.)</u>	No <u>opinion</u>
2015 May 6-10 ^	32	62	3	*	2
2008 May 8-11	25	72	3	*	1
2003 May 5-7	25	71	3	*	1

^ Asked of a half sample

20. *(Asked of a half sample)* In general, how concerned are you about the way each of the following types of animals is currently treated in the U.S. today – very concerned, somewhat concerned, not too concerned, or not at all concerned? How about -- [RANDOM ORDER]?

BASED ON --527-- NATIONAL ADULTS IN FORM B

<i>2015 May 6-10 (sorted by "very concerned")</i>	Very concerned	Somewhat concerned	Very/Somewhat concerned
Animals used in research	33	34	67
Animals used in competitive animal sports or contests	32	36	68
Animals in the circus	31	38	69
Livestock and other animals raised for food	26	28	54
Marine animals at amusement parks and aquariums	25	37	62
Household pets	22	24	46
Animals in the zoo	21	36	57

FULL RESULTS:

A. Animals in the circus

	Very <u>concerned</u>	Somewhat <u>concerned</u>	Not too <u>concerned</u>	Not at all <u>concerned</u>	No <u>opinion</u>
2015 May 6-10 ^	31	38	21	9	1

Q.20 (TREATMENT OF ANIMALS) CONTINUED

B. Animals in the zoo

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2015 May 6-10 ^	21	36	26	16	1

C. Household pets

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2015 May 6-10 ^	22	24	26	28	1

D. Livestock and other animals raised for food

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2015 May 6-10 ^	26	28	23	23	1

E. Animals used in research

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2015 May 6-10 ^	33	34	20	12	*

F. Marine animals at amusement parks and aquariums

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2015 May 6-10 ^	25	37	22	14	1

G. Animals used in competitive animal sports or contests

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2015 May 6-10 ^	32	36	18	12	2

^ Asked of a half sample