

**Texas Statewide Voter
Survey on Horse
Slaughtering**

Commissioned by
Fasig-Tipton Company, Inc.
The Thoroughbred Retirement Foundations, Inc.

May 2003

Voter Attitudes and Awareness:

- Awareness of Horse Slaughtering for Human Consumption
- Support/Opposition for Horse Slaughtering for Human Consumption
- Support/Opposition for legislative proposals to legalize Horse slaughtering for human consumption
- Value of Horses to Texas economy, heritage and culture
- How legislative candidate's position on issue effect voter's support for candidate

Conducted by
Mason-Dixon Polling & Research
301-519-9688

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from May 4 through May 6, 2003. A total of 625 registered Texas voters were interviewed statewide by telephone. All stated they regularly vote in state elections.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Quotas were assigned to reflect voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as a regional or gender grouping.

SAMPLE FIGURES:

Sex

Men 309 (49%) Women 316 (51%)

Race

Whites 389 (62%) Blacks 70 (11%) Hispanics 163 (26%) Other 3 (<1%)

Party

Democrats 218 (35%) Republicans 238 (38%) Independents 169 (27%)

REGION

N =

East Texas	69
Houston Metro	131
Dallas/Fort Worth	156
Central Texas	81
South Texas	100
West Texas	88

Findings

- An overwhelming majority (**89%**) of Texas voters are unaware that horses are being slaughtered in the state for human consumption. Sixty-six percent state that "to the best of (their) knowledge" horses are not being slaughtered for human consumption, and 23% were not sure. Just 11% of voters knew that horses were being slaughtered for human consumption.
- A substantial majority of voters (**72%**) are opposed to the slaughter of horses for human consumption, while 23% expressed support.
- A greater majority of voters (**77%**) are opposed to changing state law to permit the slaughter of horses for human consumption. Just 16% of voters support the change in the law. These strong majorities of opposition were shared statewide within each demographic sub-group, including party identification.

In addition, the **opposition to a change in law was intense, with 62% of voters stating that they were strongly opposed**. Just 5% strongly favored the change in law, and 11% somewhat favoring a change in the law to permit horse slaughtering for human consumption.

- Respondents were read the following arguments for and against the change in state law:

The slaughter house companies and their supporters argue that slaughtering horses is good for the Texas economy, its tax base and provides jobs.

Opponents argue that combined, the horse slaughter houses provide just 130 high turnover, undesirable minimum wage jobs and that the profits are sent overseas to the benefit of the French and Belgium owners.

Based on these arguments, just 4% of voters said that they were more likely to support the change in law to permit the slaughter of horses for human consumption, while 43% said that the two arguments would make them less likely to support a change in the law. Fifty-three percent of voters said that the arguments had no effect on their support for the change in the law.

- By an 8-1 margin, Texas voters associate the value of horses with Texas state culture, heritage and economy rather than the horses value as a simple livestock commodity like cattle.

QUESTION: Please tell which one of the following statements comes closest to your view: (ORDER ROTATED)

11%- Horses, like cattle, are an important livestock commodity and should be treated as such, including slaughter for human consumption.

81%- Horses are an important part of Texas culture, heritage and economy and add tremendous value as companions and recreational animals. They should be afforded a more humane end of life than slaughter for food.

- Fully, **77% of voters said that they would be less likely to vote for a legislative candidate who supported the change in law** to permit the slaughter of horses for human consumption. Again, there was **strong intensity** about the issue and it's effect on voters **with 60% of voters stating that they would be "much" less likely** to vote for a candidate who supported the change (17% somewhat less likely, 5% somewhat more likely and **just 2% "much" more likely to vote for a candidate who supported the change**).

Texas State Voter Survey

Survey Results

QUESTION: To the best of your knowledge, are horses currently being slaughtered in Texas for human consumption?

	<u>YES</u>	<u>NO</u>	<u>NOT SURE</u>
STATE	11%	66%	23%
<u>REGION</u>			
East Texas	12%	64%	24%
Houston Metro	10%	67%	23%
Dallas/Fort Worth	11%	64%	25%
Central Texas	10%	68%	22%
South Texas	9%	66%	25%
West Texas	15%	67%	18%
<u>SEX</u>			
Men	13%	66%	21%
Women	9%	66%	25%
<u>AGE</u>			
<45	9%	64%	27%
45+	13%	67%	20%
<u>RACE</u>			
Anglo	12%	68%	20%
Black	7%	65%	28%
Hispanic	10%	63%	27%
<u>PARTY ID</u>			
Democrat	10%	65%	25%
Republican	11%	69%	20%
Independent/Other	12%	66%	24%

Texas State Voter Survey

QUESTION: Do you favor or oppose the slaughter of horses for human consumption?

	<u>FAVOR</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
STATE	23%	72%	5%
<u>REGION</u>	<u>FAVOR</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
East Texas	26%	67%	7%
Houston Metro	16%	81%	3%
Dallas/Fort Worth	23%	72%	5%
Central Texas	25%	71%	4%
South Texas	25%	67%	8%
West Texas	27%	69%	4%
<u>SEX</u>	<u>FAVOR</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Men	27%	66%	7%
Women	19%	78%	3%
<u>AGE</u>	<u>FAVOR</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
<45	19%	75%	6%
45+	26%	70%	4%
<u>RACE</u>	<u>FAVOR</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Anglo	25%	71%	4%
Black	13%	80%	7%
Hispanic	23%	71%	6%
<u>PARTY ID</u>	<u>FAVOR</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Democrat	17%	78%	5%
Republican	24%	72%	4%
Independent/Other	29%	65%	6%

Texas State Voter Survey

Statement: Under Texas state law it is illegal to slaughter horses and export the meat for human consumption. However, two slaughter houses in the state of Texas, one owned by a French company, the other by a Belgium company, sought and were granted a temporary court injunction to slaughter horses for export and human consumption in foreign countries . These companies are also seeking changes in state law. As a matter of fact, a bill has been introduced in the Texas state legislature to legalize the slaughter and export of horse meat for human consumption to foreign countries like France, Belgium and Japan.

QUESTION: Do you favor or oppose changing state law to legalize the slaughter of horses and foreign export of horsemeat for human consumption? (Is that strongly favor/oppose or somewhat favor/oppose?)

	STRONGLY FAVOR	SOMEWHAT FAVOR	TOTAL FAVOR	SOMEWHAT OPPOSE	STRONGLY OPPOSE	TOTAL OPPOSE	UND
STATE	5%	11%	16%	15%	62%	77%	7%
REGION							
East Texas	4%	15%	19%	16%	58%	74%	7%
Houston Metro	3%	9%	12%	14%	67%	81%	7%
Dallas/Fort Worth	5%	10%	15%	15%	62%	77%	8%
Central Texas	4%	12%	16%	15%	63%	78%	6%
South Texas	5%	12%	17%	13%	62%	75%	8%
West Texas	10%	11%	21%	17%	57%	74%	5%
SEX							
Men	7%	14%	21%	16%	56%	72%	7%
Women	3%	8%	11%	14%	68%	82%	7%
AGE							
<45	5%	7%	12%	17%	65%	82%	6%
45+	5%	14%	19%	13%	60%	73%	8%
RACE							
Anglo	4%	12%	16%	15%	62%	77%	7%
Black	3%	7%	10%	12%	70%	82%	8%
Hispanic	8%	11%	19%	16%	58%	74%	7%
PARTY ID							
Democrat	3%	8%	11%	13%	71%	84%	5%
Republican	7%	13%	20%	19%	44%	63%	8%
Independent/Other	5%	12%	17%	12%	63%	75%	8%

Texas State Voter Survey

The slaughter house companies and their supporters argue that slaughtering horses is good for the Texas economy, its tax base and provides jobs.

Opponents argue that combined, the horse slaughter houses provide just 130 high turnover, undesirable minimum wage jobs and that the profits are sent overseas to the benefit of the French and Belgium owners.

QUESTION: Based on these two arguments, are you more likely or less likely to support changing Texas state law to permit the slaughtering of horses for export and human consumption?

	<u>MORE LIKELY</u>	<u>LESS LIKELY</u>	NO EFFECT
STATE	4%	43%	53%
<u>REGION</u>			
East Texas	3%	41%	56%
Houston Metro	4%	44%	52%
Dallas/Fort Worth	4%	41%	55%
Central Texas	2%	47%	51%
South Texas	5%	44%	51%
West Texas	5%	42%	53%
<u>SEX</u>			
Men	6%	38%	56%
Women	2%	48%	50%
<u>AGE</u>			
<45	4%	47%	49%
45+	4%	40%	56%
<u>RACE</u>			
Anglo	4%	43%	53%
Black	2%	53%	45%
Hispanic	6%	37%	57%
<u>PARTY ID</u>			
Democrat	3%	46%	51%
Republican	6%	37%	57%
Independent/Other	2%	48%	50%

QUESTION: Please tell which one of the following statements comes closest to your view: (ORDER ROTATED)

- Horses, like cattle, are an important livestock commodity and should be treated as such, including slaughter for human consumption.
- Horses are an important part of Texas culture, heritage and economy and add tremendous value as companions and recreational animals. They should be afforded a more humane end of life than slaughter for food.

	<u>SLAUGHTER</u>	<u>MORE HUMANE</u>	<u>NOT SURE</u>
STATE	10%	81%	9%
<u>REGION</u>			
East Texas	11%	77%	12%
Houston Metro	8%	85%	7%
Dallas/Fort Worth	11%	79%	10%
Central Texas	7%	84%	9%
South Texas	10%	82%	8%
West Texas	13%	77%	10%
<u>SEX</u>			
Men	15%	78%	7%
Women	5%	84%	11%
<u>AGE</u>			
<45	8%	85%	7%
45+	12%	77%	11%
<u>RACE</u>			
Anglo	9%	83%	8%
Black	7%	87%	6%
Hispanic	14%	74%	12%
<u>PARTY ID</u>			
Democrat	8%	82%	10%
Republican	10%	82%	8%
Independent/Other	13%	78%	9%

Texas State Voter Survey

QUESTION: Suppose a candidate for the state legislature supported a change in state law to permit the slaughter horses for export of horse meat for human consumption. Would that make you more likely or less likely to vote for that candidate? (Is that much more/less likely or somewhat more/less likely?)

STATE	MUCH MORE LIKELY	SOMEWHAT MORE LIKELY	TOTAL MORE LIKELY	SOMEWHAT LESS LIKELY	MUCH LESS LIKELY	TOTAL LESS LIKELY	DK
	2%	5%	7%	17%	60%	77%	16%
REGION							
East Texas	2%	4%	6%	21%	58%	79%	15%
Houston Metro	1%	3%	4%	19%	64%	83%	13%
Dallas/Fort Worth	1%	7%	8%	16%	58%	74%	18%
Central Texas	2%	5%	7%	16%	64%	80%	13%
South Texas	3%	4%	7%	17%	59%	76%	17%
West Texas	5%	7%	12%	14%	55%	69%	19%
SEX							
Men	3%	7%	10%	15%	56%	71%	19%
Women	1%	3%	4%	19%	64%	83%	13%
AGE							
<45	2%	4%	6%	19%	65%	84%	10%
45+	2%	6%	8%	15%	56%	71%	21%
RACE							
Anglo	2%	5%	7%	19%	58%	77%	16%
Black	-	2%	2%	12%	65%	77%	21%
Hispanic	2%	7%	9%	14%	62%	76%	15%
PARTY ID							
Democrat	1%	3%	4%	13%	69%	82%	14%
Republican	2%	7%	9%	19%	56%	75%	16%
Independent/Other	3%	5%	8%	19%	54%	73%	19%