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CC: The ASPCA

From: Bob Meadow, Joshua Ulibarri, and Dom Bartkus

Re: Attitudes Toward Horse Slaughter in Missouri[[1]](#endnote-2)

Date: May 20, 2013

A recent Lake Research Partners survey shows that **opening a horse slaughter plant in Missouri would go against public opinion**. **An overwhelming majority of Missouri voters oppose horse slaughter for human consumption as a general idea and even more voters would oppose a horse slaughter facility opening in their community or anywhere in Missouri.** Opposition to horse slaughter for human consumption in Missouri is broad and deep, extending across every demographic, regional, and partisan group.

The major findings are as follows:

* **Seven in ten registered voters in Missouri (70%) disapprove of allowing American horses to be slaughtered for human consumption.[[2]](#endnote-3)** Furthermore, more than half (57%) of Missouri voters *strongly* disapprove of the idea. Merely a fifth of all voters (19%) say they approve of allowing American horses to be slaughtered for human consumption.

Darker colors indicate intensity

* **In Missouri, the vast opposition to horse slaughter crosses all major demographic groups.** Seventy-seven percent of women voters disapprove of allowing horse slaughter for human consumption, with just 11% approving of it. Sixty-two percent of male voters also oppose it, with 27% approving of horse slaughter for human consumption. Furthermore, 79% of self-identified Democrats, 71% of Republicans, and 63% of independents all oppose horse slaughter for human consumption. Support for horse slaughter does not exceed 22% among any partisan group.
	+ At least 63% of voters within each of the five major geographic regions in Missouri disapprove of allowing horses to be slaughtered for human consumption. Support for horse slaughter does not go up higher than 24% in any of the five geographic regions.
* **Missouri voters do not just oppose horse slaughter for human consumption in general terms; they also do not want a horse slaughter plant in their community or anywhere in Missouri.** Seventy-five percent of registered voters say they would oppose a horse slaughter facility opening in their community (merely 13% would support a facility).[[3]](#endnote-4) Seventy-three percent of voters also say they would oppose a horse slaughter facility opening anywhere in the state (just 16% would support it).[[4]](#endnote-5) Like opposition overall, opposition to a facility in their community or anywhere in Missouri extends across demographic groups.
	+ 82% of women oppose a facility in their community and 81% oppose it opening anywhere in the state. Among male voters, opposition is at 69% and 64%, respectively.
	+ 84% of Democrats, 74% Republicans, and 71% independents all oppose a facility in their community. At the same time, 81% of Democrats, 75% Republicans, and 64% of independent voters would oppose a horse slaughter facility opening anywhere in Missouri.
* **Rural Missouri voters are opposed to horse slaughter for human consumption and would oppose a horse slaughter facility opening in their community.** A strong majority of voters in rural Missouri disapprove of horse slaughter for human consumption – 64% say they are against it and merely 22% of rural Missouri voters say they approve of horse slaughter. Furthermore, two-thirds of rural voters (65%) also say they would be opposed to a horse slaughter facility opening in their community (just 20% would support it).

In sum, there is a clear consensus among registered voters in Missouri that allowing horse slaughter for human consumption would go against Missouri values, leading to a strong opposition to a horse slaughter facility opening in their community or anywhere within the state.

## Appendix: Position on Horse Slaughter for Human Consumption

## by Demographic Groups

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Approve** | **Disapprove** | **Net** |
| **All Voters** | **19** | **70** | **-51** |
| Men | 27 | 62 | **-35** |
| Women | 11 | 77 | **-66** |
| Democrats | 12 | 79 | **-68** |
| Independents | 22 | 63 | **-41** |
| Republicans | 20 | 68 | **-48** |
| Age 18-49 | 19 | 69 | **-50** |
| Age 50 and older | 19 | 71 | **-52** |
| North | 24 | 63 | **-38** |
| Southeast | 24 | 64 | **-40** |
| Central/Southwest | 18 | 70 | **-52** |
| St Louis | 20 | 73 | **-52** |
| Kansas City | 10 | 75 | **-65** |
| Rural/farm community | 22 | 64 | **-42** |
| Small town | 19 | 72 | **-53** |
| Suburban | 18 | 73 | **-55** |
| Urban | 18 | 72 | **-54** |

1. **Methodology**: Lake Research Partners designed and administered this telephone survey, using professional interviewers, with 402 registered voters. The statewide survey was conducted May 13-15,2013. The margin of error for the total sample is +/-4.9 percentage points, and larger for sub-groups. The data were slightly weighted by gender, age, and region to ensure a comprehensive representation of registered voters in Missouri. [↑](#endnote-ref-2)
2. Would you say you approve or disapprove of ALLOWING American horses to be slaughtered for human consumption? [IF APPROVE/DISAPPROVE]: Do you feel that way strongly or just somewhat strongly?

[IF UNDECIDED]: Well, which way do you lean? [↑](#endnote-ref-3)
3. How likely would you be to support having a horse slaughter facility in your community? Would you strongly support, somewhat support, somewhat oppose, or strongly oppose having a horse slaughter facility in your community? [↑](#endnote-ref-4)
4. As you may know, in the United States horses have not been slaughtered for human consumption since 2007. Now a slaughterhouse in Missouri plans to begin the slaughter of horses for human consumption. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose having this horse slaughter facility in Missouri? [↑](#endnote-ref-5)