





















Q1 Direction things are going in Iowa today

Right direction	248	40%	
Wrong track	262	43%	
Unsure	95	16%	
Refused	7	1%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

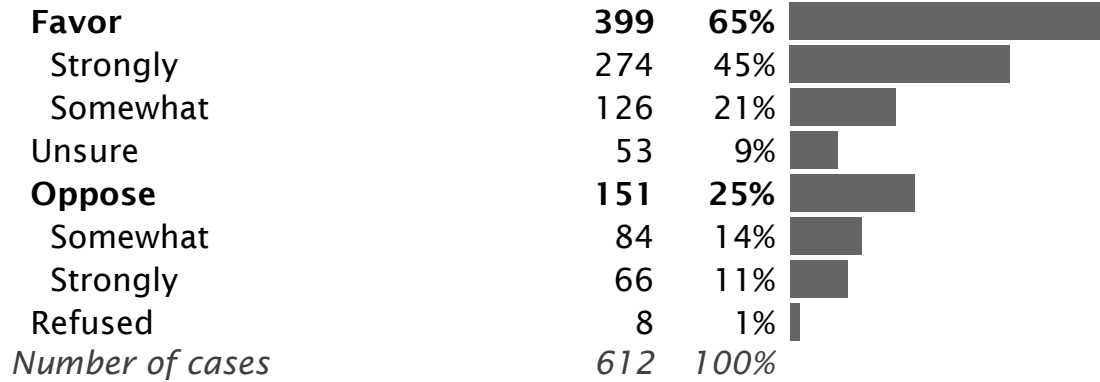
Q2 Most like to see elected leaders in Iowa working on these days

Boosting the economy	273	45%	
Protecting the environment	45	7%	
Helping family farmers	80	13%	
Reforming the political system	36	6%	
Managing the state's finances	140	23%	
Protecting animals from cruelty	11	2%	
Unsure	21	3%	
Refused	6	1%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

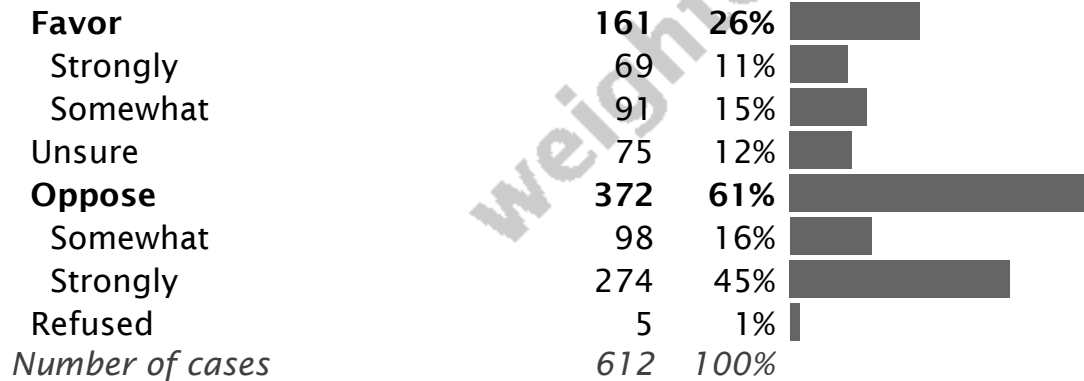
Q3 Have state rather than individual school districts pay to bus Iowa students

Favor	250	41%	
Strongly	127	21%	
Somewhat	124	20%	
Unsure	97	16%	
Oppose	259	42%	
Somewhat	133	22%	
Strongly	126	21%	
Refused	6	1%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

Q4 Moratorium on new large hog farms in Iowa while effects are being studied

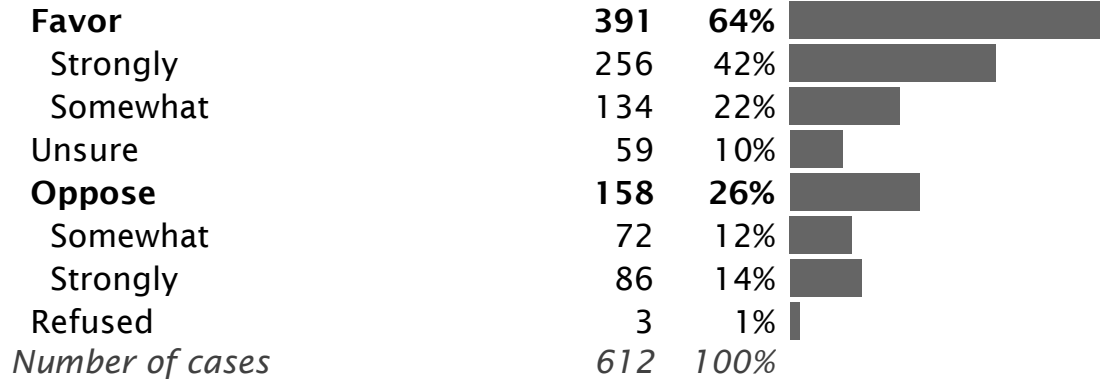


Q5 Changing Iowa law to permit meat packers to own hogs raised in Iowa instead of limiting hog ownership to independent farmers & hog raising corporations

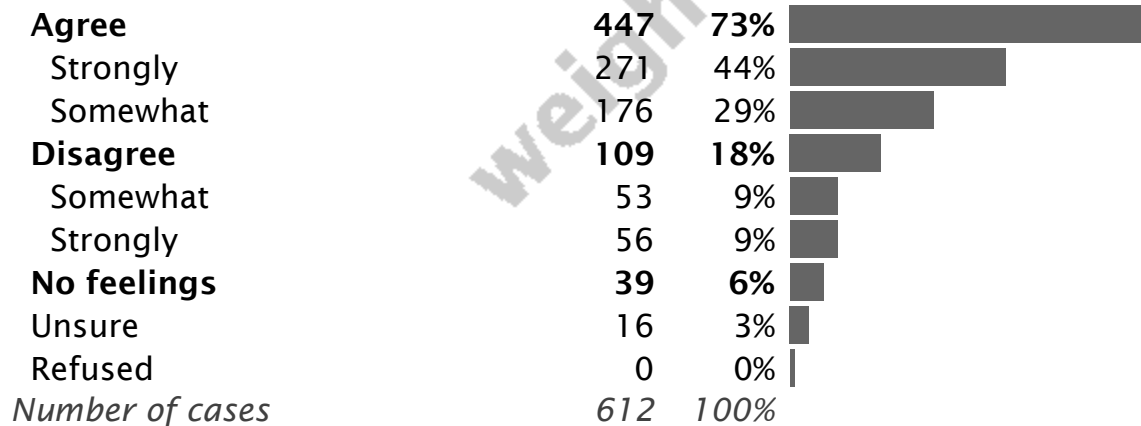


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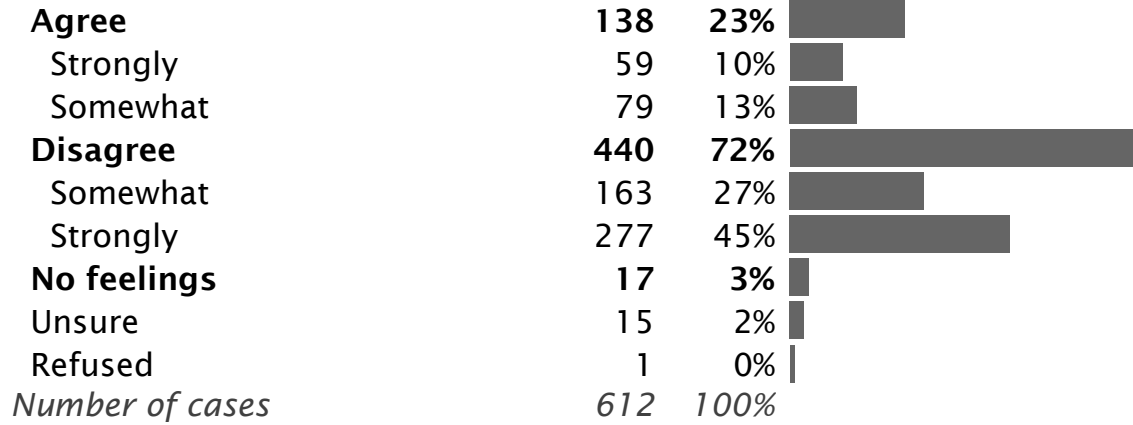
Q6 Changing Iowa law to permit county governments to exercise zoning powers with the local controlling authority to prohibit large hog farms



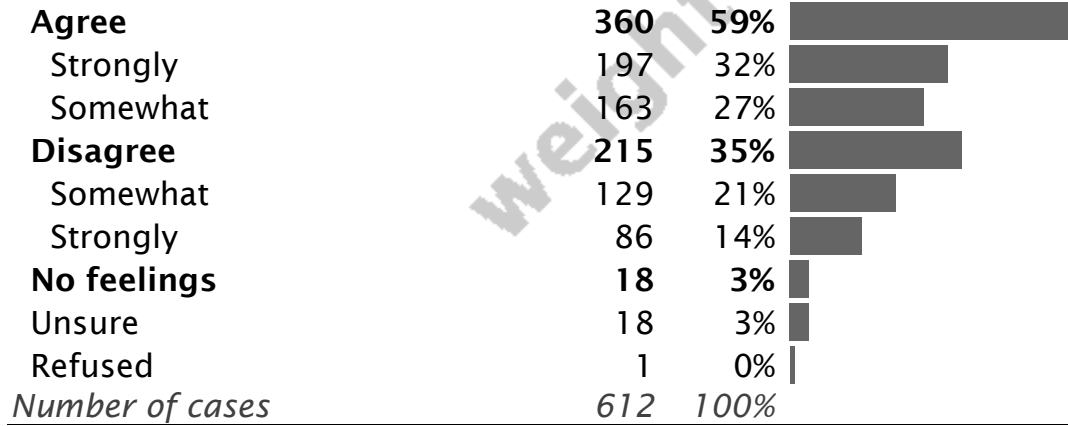
Q7 Iowa voters should be concerned about the humane treatment of animals raised for food



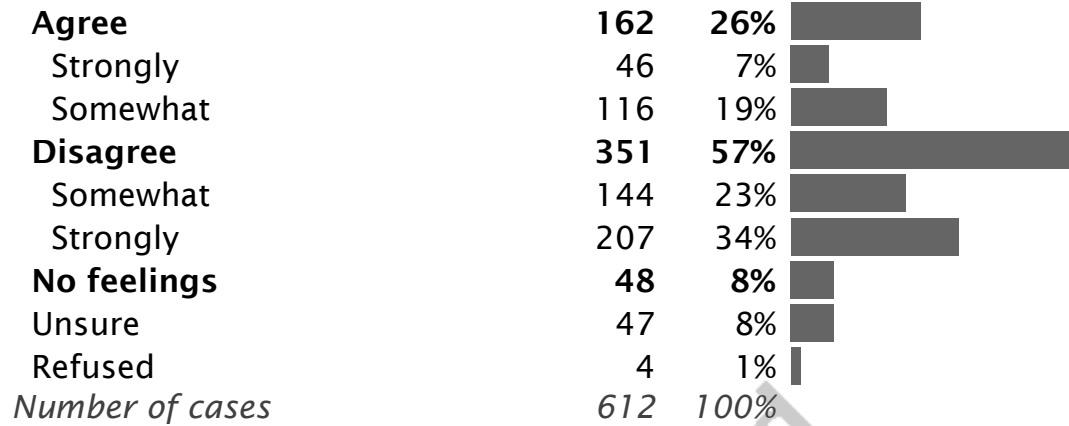
Q8 Pigs & other farm animals are going to be killed anyway, so worrying about their treatment isn't very important



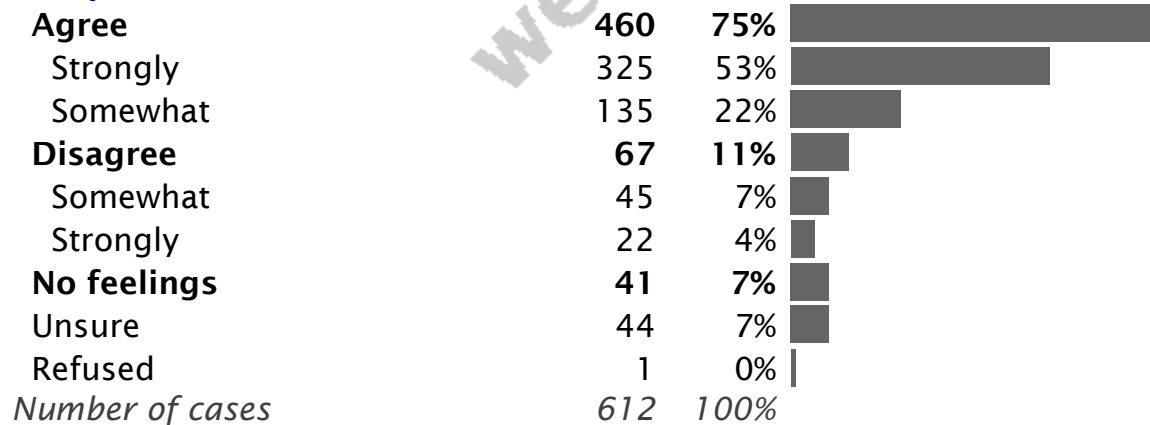
Q9 State government has far more important things to be concerned about these days than protecting farm animals



Q10 Modern methods for producing economical & plentiful food to benefit consumers may cause some animals to suffer more, but that's a tradeoff we should accept



Q11 Farm animals were well treated by most family farmers in the past, before the industrial hog corporations took over



weighted






Q12 Best describes largest & most controversial hog operations in Iowa

Hog factories	102	17%	
Factory hog farms	90	15%	
Hog confinements	186	30%	
Hog farms	52	9%	
Animal factories	47	8%	
Mega hog farms	73	12%	
Other	6	1%	
Unsure	52	8%	
Refused	3	0%	
<i>Number of cases</i>	612	100%	






Q13 Big issues or problems involving large-scale hog farms in Iowa today

Too many hog farms	41	7%	
Biggest problem	13	2%	
Smell & pollution caused by farms	386	63%	
Biggest problem	234	38%	
Treatment of the hogs	48	8%	
Biggest problem	19	3%	
Too much control by large corporate producers	231	38%	
Biggest problem	78	13%	
Effects on small family farm	371	61%	
Biggest problem	210	34%	
Other	7	1%	
Biggest problem	3	0%	
All of the above	31	5%	
No problem with current hog farms	6	1%	
Unsure	10	2%	
Refused	8	1%	
<i>Number of cases</i>	612	100%	






Q14 Largest hog operations

Phase out large operations; pollute too much	108	18%	
Moratorium to stop construction, better study effects	338	55%	
Leave alone; restricting might wreck fragile economy	123	20%	
Unsure	31	5%	
Refused	11	2%	
<i>Number of cases</i>	612	100%	

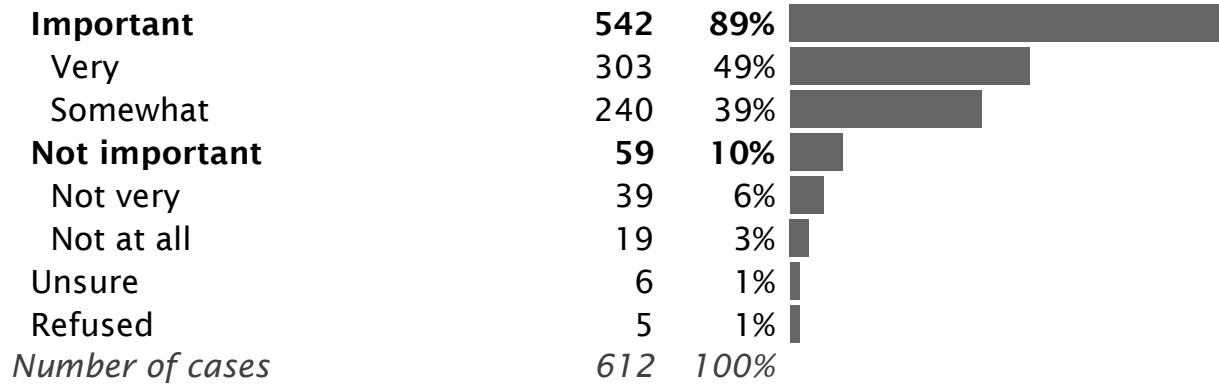
**Q15 Based on what you've read
or heard recently, should
public health policies be
passed to protect neighbors
from odors & gases coming
from large hog farms**

Yes	355	58%	
No	45	7%	
Have not read or heard enough to comment	181	30%	
Unsure	24	4%	
Refused	8	1%	
<i>Number of cases</i>	612	100%	

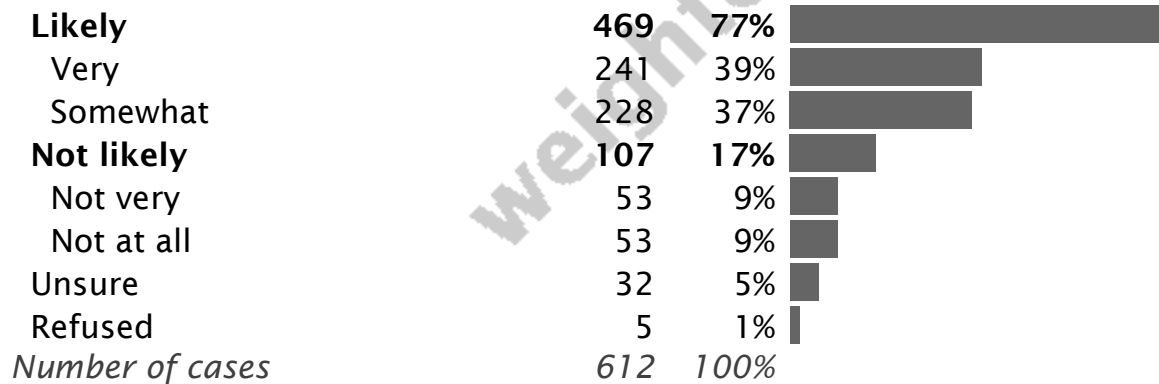
**Q16 Would prefer public health
policies to protect neighbors
from odors & gases coming
from large hog farms be
passed by**

State government	284	46%	
Affected counties & their local health departments	288	47%	
Both	24	4%	
Neither	3	0%	
Unsure	13	2%	
<i>Number of cases</i>	612	100%	







Q17 Local control of hog farm issues










Q18 Likelihood of purchasing pork products from food companies whose suppliers raise & process their hogs only under humane & environmentally sound conditions



Q19 Argument for ban:
Approximately 14M of Iowa's hogs are raised each year on large hog farms, creating 3 billion pounds of manure each year which threatens Iowa's water; according to EPA, 159 of Iowa's lakes & other waterways are polluted

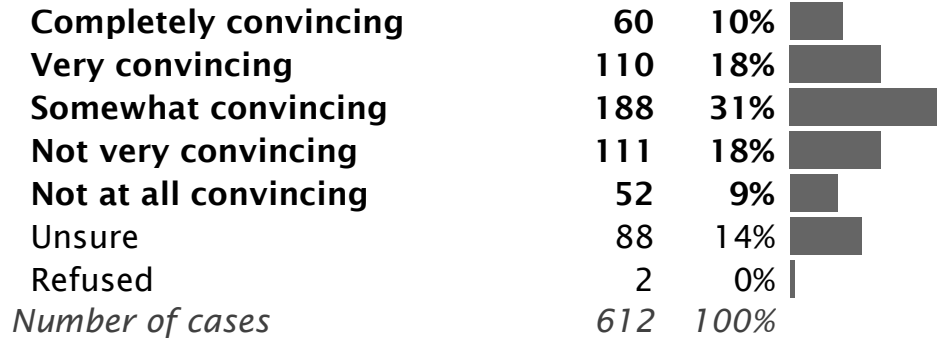
Completely convincing	135	22%	
Very convincing	193	32%	
Somewhat convincing	159	26%	
Not very convincing	68	11%	
Not at all convincing	36	6%	
Unsure	20	3%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

Q20 Argument for ban: Iowa imports 80% of its food at the cost of \$3.2B annually; Iowa farmers could make a living producing fewer pigs & raising other food for Iowa consumers

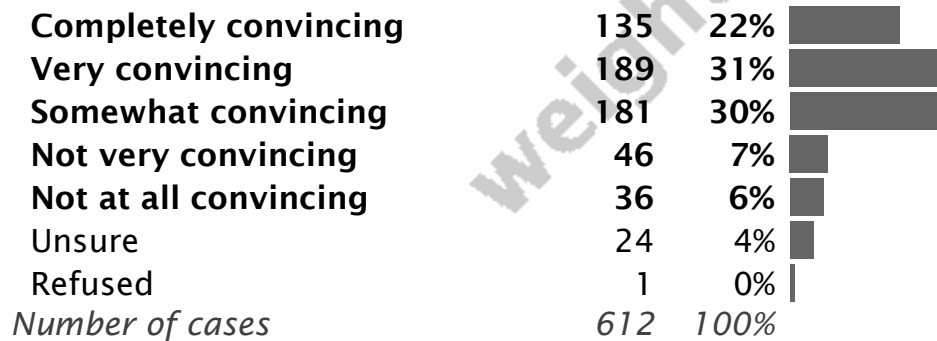
Completely convincing	78	13%	
Very convincing	79	13%	
Somewhat convincing	212	35%	
Not very convincing	144	24%	
Not at all convincing	57	9%	
Unsure	40	7%	
Refused	1	0%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

weighted








Q21 Argument for ban: Four million breeding sows in the U.S. are housed in cramped, confinement buildings; there are 1.1 million sows in Iowa



Q22 Argument for ban: Large hog farms produce millions of pounds of ammonia, hydrogen sulfide, & methane that are harmful to both human & animal health



Q23 Argument for ban: Giant hog factory corporations use their monopoly control to impose unfair contracts on Iowa's farmers & to force independent producers out of business








Completely convincing	153	25%	
Very convincing	184	30%	
Somewhat convincing	180	29%	
Not very convincing	37	6%	
Not at all convincing	36	6%	
Unsure	21	3%	
Refused	1	0%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

Q24 Argument for ban: Pork raised humanely & organically tastes better than pork raised on large industrial hog farms







Completely convincing	79	13%	
Very convincing	74	12%	
Somewhat convincing	97	16%	
Not very convincing	112	18%	
Not at all convincing	123	20%	
Unsure	123	20%	
Refused	4	1%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

weighted

Q25 Argument for ban: Iowa could become another North Carolina with huge environmental costs & loss of tourism if large hog farms aren't reined in

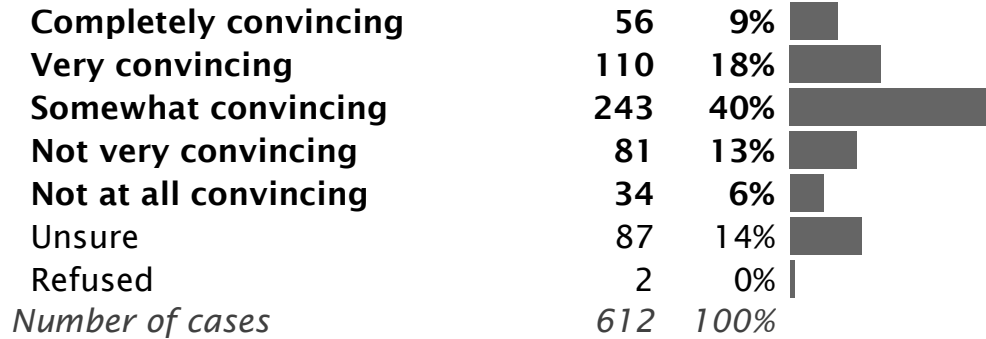
Completely convincing	79	13%	
Very convincing	138	23%	
Somewhat convincing	161	26%	
Not very convincing	133	22%	
Not at all convincing	62	10%	
Unsure	32	5%	
Refused	7	1%	
<i>Number of cases</i>	612	100%	

Q26 Argument for ban: Today, hundreds of Iowa farmers raise pigs humanely & sustainably, just like their grandfather did; industrial hog farmers could prosper by following their example

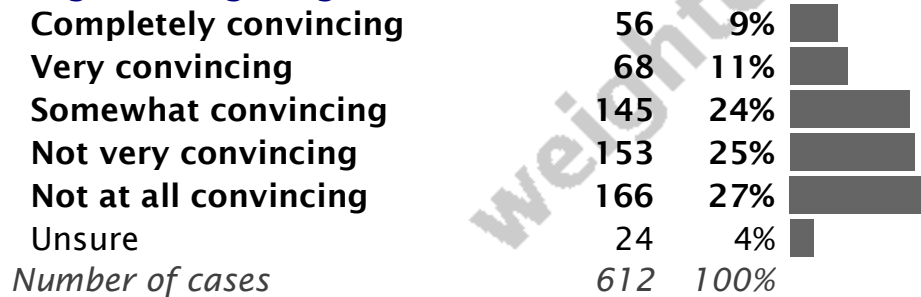
Completely convincing	95	15%	
Very convincing	125	20%	
Somewhat convincing	195	32%	
Not very convincing	120	20%	
Not at all convincing	53	9%	
Unsure	25	4%	
<i>Number of cases</i>	612	100%	

weighted

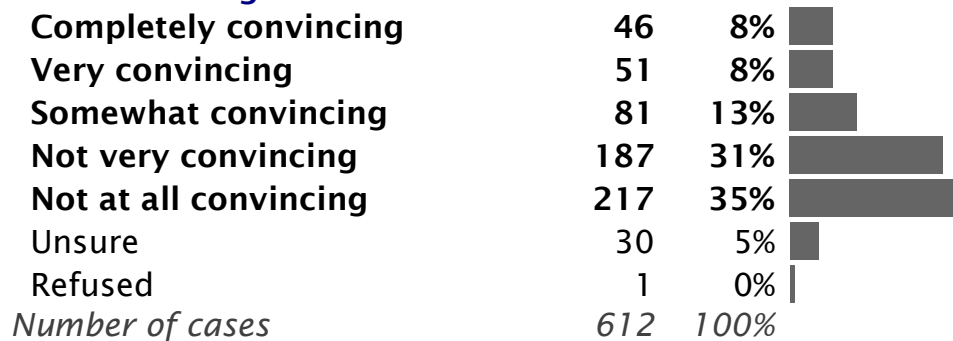
**Q27 Argument against ban:
Pork industry in Iowa
provides more than 77,000
jobs & over \$3B in payroll
income**









**Q28 Argument against ban:
There is already enough
government regulation
without passing new laws to
regulate large hog farms**









**Q29 Argument against ban:
Worrying about pregnant pigs
is just one more example of a
radical animal rights agenda
that wants everyone to
become a vegetarian**










Q30 Argument against ban: If Iowa bans large hog farms, the state's pork industry will be undermined by cheap pork & bacon coming in from other countries & states that don't have a ban

Completely convincing	45	7%	
Very convincing	75	12%	
Somewhat convincing	178	29%	
Not very convincing	174	29%	
Not at all convincing	110	18%	
Unsure	29	5%	
<i>Number of cases</i>	612	100%	







Q31 Argument against ban: Farmers don't mistreat their animals because they have such a significant economic interest in the animals' health & well-being

Completely convincing	88	14%	
Very convincing	130	21%	
Somewhat convincing	218	36%	
Not very convincing	91	15%	
Not at all convincing	61	10%	
Unsure	24	4%	
<i>Number of cases</i>	612	100%	







Q32 Argument against ban: Keeping pigs in individual enclosures helps prevent the spread of infectious diseases from sick to healthy pigs

Completely convincing	57	9%	
Very convincing	108	18%	
Somewhat convincing	198	32%	
Not very convincing	111	18%	
Not at all convincing	93	15%	
Unsure	39	6%	
Refused	5	1%	
<i>Number of cases</i>	612	100%	

**Q33 Argument against ban:
Because of changes &
improvements in feeding &
management practices, pork
is now 31% lower in fat than
it was 20 years ago**

Completely convincing	113	18%	
Very convincing	147	24%	
Somewhat convincing	198	32%	
Not very convincing	69	11%	
Not at all convincing	46	8%	
Unsure	39	6%	
<i>Number of cases</i>	612	100%	







**Q34 Influence of working
farmers in helping to make up
mind about the large hog
farm issue**

Very influential	297	49%	
Somewhat influential	195	32%	
Only a little influential	34	6%	
Not at all influential	50	8%	
Unsure	34	6%	
Refused	1	0%	
<i>Number of cases</i>	612	100%	







**Q35 Influence of Humane
Society of the U.S. in helping
to make up mind about the
large hog farm issue**

Very influential	119	19%	
Somewhat influential	182	30%	
Only a little influential	117	19%	
Not at all influential	167	27%	
Unsure	27	4%	
<i>Number of cases</i>	612	100%	







Q36 Influence of Iowa Farm Bureau in helping to make up mind about the large hog farm issue

Very influential	183	30%	
Somewhat influential	247	40%	
Only a little influential	62	10%	
Not at all influential	92	15%	
Unsure	27	4%	
Refused	1	0%	
<i>Number of cases</i>	612	100%	







Q37 Influence of PETA, People for Ethical Treatment of Animals in helping to make up mind about the large hog farm issue

Very influential	57	9%	
Somewhat influential	110	18%	
Only a little influential	72	12%	
Not at all influential	340	56%	
Unsure	24	4%	
Refused	8	1%	
<i>Number of cases</i>	612	100%	




Q38 Influence of Iowa chapter of The Sierra Club in helping to make up mind about the large hog farm issue

Very influential	34	6%	
Somewhat influential	109	18%	
Only a little influential	93	15%	
Not at all influential	232	38%	
Unsure	136	22%	
Refused	7	1%	
<i>Number of cases</i>	612	100%	








Q39 Influence of Iowa Farmers Union in helping to make up mind about the large hog farm issue

Very influential	136	22%	
Somewhat influential	234	38%	
Only a little influential	55	9%	
Not at all influential	113	18%	
Unsure	67	11%	
Refused	8	1%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

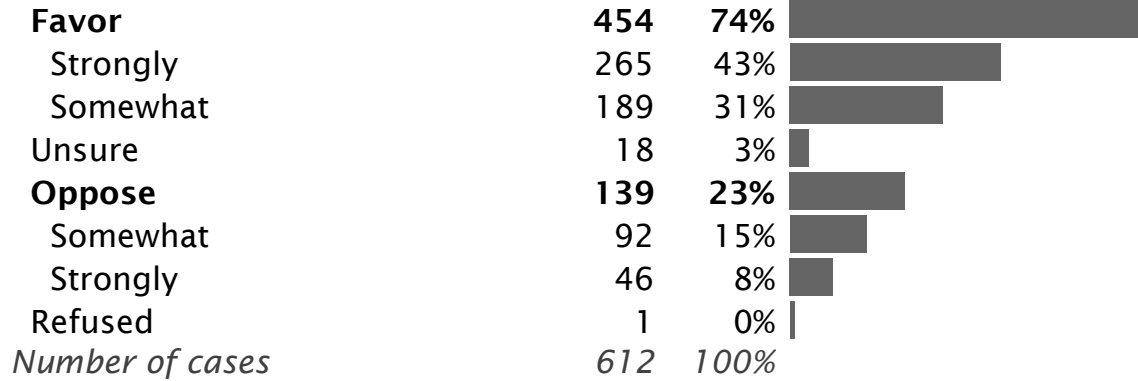
Q40 Influence of Iowa Pork Producers Association in helping to make up mind about the large hog farm issue

Very influential	220	36%	
Somewhat influential	243	40%	
Only a little influential	59	10%	
Not at all influential	68	11%	
Unsure	22	4%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

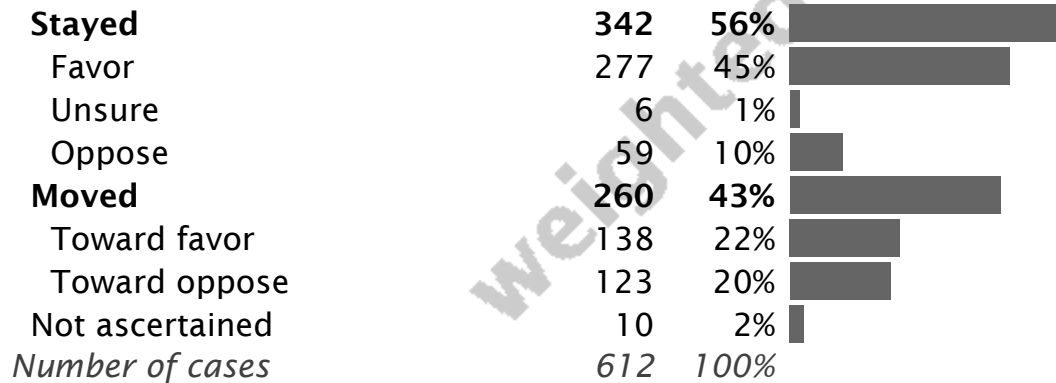
Q41 Factory hog farms issues

Important	574	94%	
Very	314	51%	
Somewhat	260	42%	
Not important	32	5%	
Not very	15	3%	
Not at all	17	3%	
Unsure	6	1%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

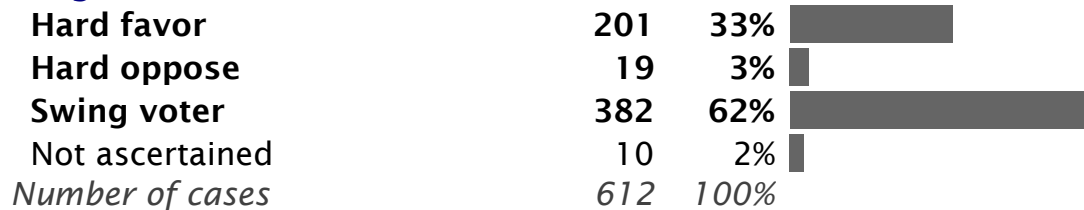
Q42 Moratorium on new large hog farms in Iowa while effects are being studied (follow-up)



Q4/Q42 New large hog farm moratorium proposal movement



Q4/Q21 New large hog farm moratorium proposal segmentation



Q43a.1 Effect on vote for member of legislature that opposed the proposed moratorium on new large hog farms (respondents favoring moratorium only)





Definitely vote against	36	17%	
Possibly cause to vote against	108	50%	
Wouldn't affect vote	62	29%	
Unsure	8	4%	
<i>Number of cases</i>	<i>215</i>	<i>100%</i>	

Q43a.2 Effect on vote for member of legislature that favored the proposed moratorium on new large hog farms (respondents opposed to moratorium only)

Definitely vote against	10	15%	
Possibly cause to vote against	32	49%	
Wouldn't affect vote	21	32%	
Unsure	3	4%	
<i>Number of cases</i>	<i>65</i>	<i>100%</i>	

weighted










Q43b.1 Effect on vote for candidate for President of the U.S. in the Iowa caucuses, if that candidate opposed the proposed moratorium on new large hog farms (respondents favoring moratorium only)

Definitely vote against	30	13%	
Possibly cause to vote against	105	44%	
Wouldn't affect vote	82	34%	
Unsure	22	9%	
<i>Number of cases</i>	239	100%	










Q43b.2 Effect on vote for candidate for President of the U.S. in the Iowa caucuses, if that candidate favored the proposed moratorium on new large hog farms (respondents opposed to moratorium only)

Definitely vote against	11	15%	
Possibly cause to vote against	18	25%	
Wouldn't affect vote	43	59%	
Unsure	1	1%	
<i>Number of cases</i>	73	100%	








Q44 Ideology

Conservative	275	45%	
Very	98	16%	
Somewhat	177	29%	
Moderate; middle-of-road	220	36%	
Liberal	103	17%	
Somewhat	73	12%	
Very	30	5%	
Unsure	10	2%	
Refused	4	1%	
<i>Number of cases</i>	612	100%	

Q45 Education


















High school or less	223	36%	
Some grade school	13	2%	
Some high school	25	4%	
Graduated high school	185	30%	
Some college	172	28%	
College graduate	213	35%	
Graduated college	148	24%	
Graduate, professional school	65	11%	
Refused	3	1%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

Q46 Size of place











Urban area	94	15%	
Suburb	71	12%	
Medium-sized town	105	17%	
Small town	185	30%	
Rural area, farm	152	25%	
Unsure	3	1%	
Refused	1	0%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

weight































Q47 Most affects income & financial security

Public sector	119	19%	
Government; military	65	11%	
Education	53	9%	
Private sector	227	37%	
Tourism	7	1%	
Retail	55	9%	
Real estate	19	3%	
Manufacturing	96	16%	
Financial services	29	5%	
Transportation	7	1%	
Computers; communications; high-tech	9	1%	
Other private sector	6	1%	
Agriculture; farming	173	28%	
Healthcare	59	10%	
Other	7	1%	
Unsure	19	3%	
Refused	9	1%	
<i>Number of cases</i>	612	100%	






Q48 Religious attendance per month

None	112	18%	
1 to 3	134	22%	
1	64	10%	
2	49	8%	
3	21	3%	
4 or more	338	55%	
4	181	30%	
5 or more	157	26%	
Unsure	10	2%	
Refused	18	3%	
<i>Number of cases</i>	612	100%	










**Q48.1 Church or denomination
actively involved with**

Fundamentalist/Baptist	59	10%	
Assembly of God	4	1%	
Baptist	23	4%	
Christian & Missionary Alliance	4	1%	
Church of Christ	4	1%	
Church of God	1	0%	
Evangelical	7	1%	
Latter Day Saints	2	0%	
Church of the Nazarene	4	1%	
Pentecostal	8	1%	
Other Fundamentalist	2	0%	
Mainstream Protestant	239	39%	
Christian Church; Disciples of Christ	20	3%	
Episcopal	4	1%	
Lutheran	99	16%	
Methodist	77	13%	
Presbyterian	32	5%	
United Church of Christ	7	1%	
Catholic	106	17%	
Reformed Church	5	1%	
Other	44	7%	
Independent	3	1%	
Non-denominational	11	2%	
Unitarian	5	1%	
"Protestant"	15	2%	
Other Christian	5	1%	
Other non-Christian	5	1%	
Unchurched	113	19%	
Unsure	11	2%	
Refused	33	5%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	












Q49 Own family & household's present overall financial situation today

Doing better than ever	44	7%	
Living comfortably	396	65%	
Just barely getting by	158	26%	
Unsure	6	1%	
Refused	7	1%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

Age

40 or less	172	28%	
18 - 30	77	13%	
31 - 40	95	16%	
41 to 60	248	41%	
41 - 50	135	22%	
51 - 60	114	19%	
More than 60	192	31%	
61 - 70	81	13%	
More than 70	111	18%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	



















Ideology & age

Conservative	275	45%	
50 or less	131	21%	
More than 50	144	24%	
Moderate; middle-of-road	220	36%	
50 or less	117	19%	
More than 50	103	17%	
Liberal	103	17%	
50 or less	52	8%	
More than 50	52	8%	
Unsure	10	2%	
Refused	4	1%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

Party registration, ideology, & age

Republican	219	36%	
Conservative	146	24%	
Very conservative	69	11%	
Moderate; liberal	68	11%	
50 or less	101	16%	
More than 50	118	19%	
Independent; other	194	32%	
Conservative	72	12%	
Moderate; middle-of-road	84	14%	
Liberal	32	5%	
50 or less	128	21%	
More than 50	65	11%	
Democrat	200	33%	
Conservative	58	9%	
Moderate; middle-of-road	81	13%	
Liberal	57	9%	
50 or less	78	13%	
More than 50	122	20%	
<i>Number of cases</i>	<i>612</i>	<i>100%</i>	

Sex by age, party registration & ideology

Male	281	46%	
50 or less	147	24%	
More than 50	135	22%	
Republican	107	17%	
Independent; other	88	14%	
Democrat	86	14%	
Conservative	128	21%	
Moderate; middle-of-road	108	18%	
Liberal	38	6%	
Female	331	54%	
50 or less	160	26%	
More than 50	171	28%	
Republican	112	18%	
Independent; other	106	17%	
Democrat	113	19%	
Conservative	147	24%	
Moderate; middle-of-road	111	18%	
Liberal	65	11%	
<i>Number of cases</i>	612	100%	













Years registered to vote

Less than 10	223	36%	
10 to 24	197	32%	
25 or more	192	31%	
Not ascertained	0	0%	
<i>Number of cases</i>	612	100%	











Congressional District

CD 1 Jim Nussle (R)	118	19%	
CD 2 James A. Leach (R)	124	20%	
CD 3 Leonard Boswell (D)	129	21%	
CD 4 Tom Latham (R)	126	21%	
CD 5 Steve King (R)	116	19%	
<i>Number of cases</i>	612	100%	

Designated Market Area

Cedar Rapids-Waterloo-Iowa City & Dubuque	176	29%	
Des Moines-Ames	222	36%	
Polk County	81	13%	
Other Des Moines	141	23%	
Other media markets	215	35%	
Rochester-Mason City-Austin	26	4%	
Sioux City	51	8%	
Ottumwa-Kirksville	15	2%	
Omaha	41	7%	
Davenport-Rock Island-Moline	65	11%	
Quincy-Hannibal-Keokuk	8	1%	
Sioux Falls (Mitchell)	9	1%	
<i>Number of cases</i>	612	100%	

Metropolitan Statistical Area

MSA counties	221	36%	
Cedar Rapids	45	7%	
Davenport-Rock Island-Moline	2	0%	
Des Moines	98	16%	
Dubuque	12	2%	
Iowa City	23	4%	
Omaha NE-IA	5	1%	
Sioux City	8	1%	
Waterloo-Cedar Falls	28	5%	
Rest of state	391	64%	
<i>Number of cases</i>	612	100%	