



# MISSOURI

## PUBLIC OPINION

### 2017

Survey conducted January 23 through January 24, 2017. 1,496 registered voters participated in the survey. Survey weighted to match expected turnout demographics for the 2018 General Election. Margin of Error is +/-2.5% with a 95% level of confidence. Totals do not always equal 100% due to rounding.



**Q1:** Do you support or oppose the slaughtering of American horses for human consumption?

Strongly support: 11%  
Somewhat support: 10%  
**TOTAL SUPPORT: 21%**

Somewhat oppose: 11%  
Strongly oppose: 59%  
**TOTAL OPPOSE: 70%**

Unsure: 9%

**Q2:** Do you support or oppose the slaughtering of American horses so their meat can be shipped to Europe and Asia where people eat horse meat?

Strongly support: 13%  
Somewhat support: 13%  
**TOTAL SUPPORT: 26%**

Somewhat oppose: 10%  
Strongly oppose: 56%  
**TOTAL OPPOSE: 66%**

Unsure: 8%

**Q3:** Would you support or oppose a horse slaughtering plant operating in your community?

Strongly support: 10%  
Somewhat support: 10%  
**TOTAL SUPPORT: 20%**

Somewhat oppose: 7%  
Strongly oppose: 66%  
**TOTAL OPPOSE: 73%**

Unsure: 6%



**Q4:** Do you support or oppose the use of federal tax dollars for the U.S. Department of Agriculture to allow horse slaughter plants to operate in the U.S.?

Strongly support: 11%  
Somewhat support: 7%  
**TOTAL SUPPORT: 18%**

Somewhat oppose: 10%  
Strongly oppose: 64%  
**TOTAL OPPOSE: 74%**

Unsure: 8%

**Q5:** Would you be more likely or less likely to support an elected official if he or she made it a priority to bring horse slaughter plants to the United States?

Much more likely: 8%  
Somewhat more likely: 7%  
**TOTAL MORE LIKELY: 15%**

Somewhat less likely: 15%  
Much less likely: 60%  
**TOTAL LESS LIKELY: 75%**

No difference: 9%

**Q6:** Do you consider horses to be a part of American history and culture?

Yes: 85%  
No: 5%  
Unsure: 10%

**Q7:** Do you consider horses to be companion animals like dogs and cats or do you consider them to be livestock like cattle and hogs?

Companion animals: 63%  
Livestock: 24%  
Unsure: 13%



Q1: Do you support or oppose the slaughtering of American horses for human consumption?

BY CONGRESSIONAL DISTRICT

Column %	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7	CD 8
Strongly support	8%	9%	18%	16%	7%	9%	8%	9%
Somewhat support	6%	8%	13%	12%	7%	3%	17%	16%
Somewhat oppose	11%	10%	3%	10%	11%	17%	13%	11%
Strongly oppose	57%	64%	58%	58%	71%	59%	55%	53%
Unsure	18%	8%	8%	5%	5%	12%	7%	11%

BY GENDER

Column %	Female	Male
Strongly support	7%	15%
Somewhat support	7%	15%
Somewhat oppose	10%	12%
Strongly oppose	67%	50%
Unsure	10%	9%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Strongly support	12%	11%	9%
Somewhat support	11%	9%	12%
Somewhat oppose	12%	10%	8%
Strongly oppose	60%	58%	60%
Unsure	6%	12%	11%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Strongly support	25%	14%	10%	12%	5%
Somewhat support	9%	4%	11%	10%	13%
Somewhat oppose	3%	11%	12%	9%	13%
Strongly oppose	42%	64%	63%	61%	59%
Unsure	22%	7%	4%	9%	10%



Q1: Do you support or oppose the slaughtering of American horses for human consumption? (Continued)

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Strongly support	10%	13%	8%
Somewhat support	11%	10%	8%
Somewhat oppose	12%	9%	9%
Strongly oppose	58%	58%	65%
Unsure	8%	10%	10%



**Q2:** Do you support or oppose the slaughtering of American horses so their meat can be shipped to Europe and Asia where people eat horse meat?

**BY CONGRESSIONAL DISTRICT**

Column %	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7	CD 8
<b>Strongly support</b>	7%	10%	21%	23%	6%	7%	13%	18%
<b>Somewhat support</b>	8%	13%	14%	13%	12%	9%	18%	14%
<b>Somewhat oppose</b>	15%	6%	10%	10%	8%	15%	9%	4%
<b>Strongly oppose</b>	58%	62%	45%	50%	68%	58%	58%	53%
<b>Unsure</b>	12%	8%	10%	4%	6%	11%	3%	12%

**BY GENDER**

Column %	Female	Male
<b>Strongly support</b>	8%	19%
<b>Somewhat support</b>	8%	18%
<b>Somewhat oppose</b>	10%	9%
<b>Strongly oppose</b>	66%	46%
<b>Unsure</b>	9%	8%

**BY PARTY**

Column %	Republican	Democrat	Non-Partisan
<b>Strongly support</b>	16%	11%	11%
<b>Somewhat support</b>	14%	11%	12%
<b>Somewhat oppose</b>	9%	12%	9%
<b>Strongly oppose</b>	56%	56%	58%
<b>Unsure</b>	5%	11%	10%

**BY AGE**

Column %	18-29	30-39	40-49	50-69	70+
<b>Strongly support</b>	30%	19%	15%	12%	9%
<b>Somewhat support</b>	7%	16%	12%	14%	11%
<b>Somewhat oppose</b>	3%	3%	13%	8%	13%
<b>Strongly oppose</b>	41%	56%	53%	60%	56%
<b>Unsure</b>	19%	6%	7%	7%	10%



**Q2:** Do you support or oppose the slaughtering of American horses so their meat can be shipped to Europe and Asia where people eat horse meat? **(Continued)**

BY IDEOLOGY

<b>Column %</b>	<b>Conservative</b>	<b>Moderate</b>	<b>Liberal</b>
<b>Strongly support</b>	13%	16%	9%
<b>Somewhat support</b>	16%	11%	10%
<b>Somewhat oppose</b>	9%	11%	8%
<b>Strongly oppose</b>	56%	52%	64%
<b>Unsure</b>	6%	9%	9%



Q3: Would you support or oppose a horse slaughtering plant operating in your community?

BY CONGRESSIONAL DISTRICT

Column %	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7	CD 8
Strongly support	7%	8%	20%	17%	3%	4%	10%	12%
Somewhat support	5%	8%	6%	12%	12%	10%	16%	13%
Somewhat oppose	10%	6%	5%	10%	9%	8%	7%	5%
Strongly oppose	69%	74%	59%	58%	70%	74%	64%	61%
Unsure	9%	5%	10%	4%	5%	4%	4%	9%

BY GENDER

Column %	Female	Male
Strongly support	6%	16%
Somewhat support	5%	16%
Somewhat oppose	9%	6%
Strongly oppose	76%	55%
Unsure	5%	7%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Strongly support	12%	10%	8%
Somewhat support	11%	9%	9%
Somewhat oppose	6%	11%	6%
Strongly oppose	67%	65%	66%
Unsure	4%	5%	10%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Strongly support	23%	14%	15%	9%	6%
Somewhat support	10%	16%	9%	11%	7%
Somewhat oppose	3%	10%	6%	5%	11%
Strongly oppose	54%	57%	62%	70%	68%
Unsure	11%	3%	8%	4%	8%





Q3: Would you support or oppose a horse slaughtering plant operating in your community? (Continued)

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Strongly support	12%	12%	5%
Somewhat support	12%	9%	7%
Somewhat oppose	6%	10%	8%
Strongly oppose	65%	63%	72%
Unsure	5%	6%	7%



**Q4:** Do you support or oppose the use of federal tax dollars for the U.S. Department of Agriculture to allow horse slaughter plants to operate in the U.S.?

BY CONGRESSIONAL DISTRICT

Column %	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7	CD 8
<b>Strongly support</b>	11%	7%	14%	17%	5%	5%	12%	14%
<b>Somewhat support</b>	1%	6%	9%	10%	9%	4%	10%	8%
<b>Somewhat oppose</b>	13%	7%	12%	10%	10%	11%	6%	11%
<b>Strongly oppose</b>	67%	73%	54%	57%	70%	70%	65%	59%
<b>Unsure</b>	8%	7%	12%	5%	6%	10%	7%	9%

BY GENDER

Column %	Female	Male
<b>Strongly support</b>	6%	15%
<b>Somewhat support</b>	4%	11%
<b>Somewhat oppose</b>	10%	11%
<b>Strongly oppose</b>	72%	56%
<b>Unsure</b>	8%	7%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
<b>Strongly support</b>	13%	10%	7%
<b>Somewhat support</b>	7%	8%	7%
<b>Somewhat oppose</b>	9%	12%	9%
<b>Strongly oppose</b>	63%	64%	67%
<b>Unsure</b>	8%	6%	9%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
<b>Strongly support</b>	26%	18%	11%	9%	7%
<b>Somewhat support</b>	10%	7%	8%	7%	6%
<b>Somewhat oppose</b>	1%	10%	12%	8%	14%
<b>Strongly oppose</b>	53%	61%	64%	70%	61%
<b>Unsure</b>	9%	3%	5%	6%	12%



**Q4:** Do you support or oppose the use of federal tax dollars for the U.S. Department of Agriculture to allow horse slaughter plants to operate in the U.S.? **(Continued)**

BY IDEOLOGY

<b>Column %</b>	<b>Conservative</b>	<b>Moderate</b>	<b>Liberal</b>
<b>Strongly support</b>	13%	12%	5%
<b>Somewhat support</b>	8%	8%	6%
<b>Somewhat oppose</b>	10%	10%	9%
<b>Strongly oppose</b>	62%	63%	73%
<b>Unsure</b>	8%	8%	7%



**Q5:** Would you be more likely or less likely to support an elected official if he or she made it a priority to bring horse slaughter plants to the United States?

BY CONGRESSIONAL DISTRICT

Column %	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7	CD 8
<b>Much more likely</b>	10%	6%	14%	15%	4%	2%	6%	8%
<b>Somewhat more likely</b>	4%	3%	7%	8%	7%	8%	14%	8%
<b>Somewhat less likely</b>	14%	20%	17%	15%	11%	13%	6%	18%
<b>Much less likely</b>	67%	60%	51%	55%	67%	68%	63%	52%
<b>No difference</b>	4%	10%	11%	7%	10%	8%	11%	14%

BY GENDER

Column %	Female	Male
<b>Much more likely</b>	5%	12%
<b>Somewhat more likely</b>	4%	11%
<b>Somewhat less likely</b>	13%	17%
<b>Much less likely</b>	71%	48%
<b>No difference</b>	7%	12%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
<b>Much more likely</b>	8%	11%	5%
<b>Somewhat more likely</b>	8%	6%	8%
<b>Somewhat less likely</b>	17%	14%	12%
<b>Much less likely</b>	59%	63%	60%
<b>No difference</b>	8%	6%	16%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
<b>Much more likely</b>	20%	15%	11%	7%	5%
<b>Somewhat more likely</b>	15%	13%	2%	8%	6%
<b>Somewhat less likely</b>	5%	9%	20%	13%	18%
<b>Much less likely</b>	52%	50%	56%	63%	63%
<b>No difference</b>	8%	14%	12%	9%	7%



**Q5:** Would you be more likely or less likely to support an elected official if he or she made it a priority to bring horse slaughter plants to the United States? **(Continued)**

BY IDEOLOGY

<b>Column %</b>	<b>Conservative</b>	<b>Moderate</b>	<b>Liberal</b>
<b>Much more likely</b>	9%	9%	7%
<b>Somewhat more likely</b>	9%	10%	1%
<b>Somewhat less likely</b>	16%	17%	10%
<b>Much less likely</b>	57%	56%	73%
<b>No difference</b>	9%	8%	9%



Q6: Do you consider horses to be a part of American history and culture?

BY CONGRESSIONAL DISTRICT

Column %	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7	CD 8
Yes	81%	83%	85%	91%	85%	89%	86%	84%
No	4%	8%	5%	4%	8%	0%	5%	4%
Unsure	15%	9%	10%	4%	7%	11%	10%	12%

BY GENDER

Column %	Female	Male
Yes	86%	84%
No	4%	6%
Unsure	10%	10%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Yes	86%	85%	85%
No	5%	4%	6%
Unsure	9%	11%	10%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Yes	83%	81%	91%	92%	76%
No	3%	15%	1%	3%	7%
Unsure	14%	4%	9%	5%	17%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Yes	86%	87%	84%
No	4%	5%	7%
Unsure	10%	8%	10%



**Q7:** Do you consider horses to be companion animals like dogs and cats or do you consider them to be livestock like cattle and hogs?

BY CONGRESSIONAL DISTRICT

Column %	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7	CD 8
<b>Companion</b>	57%	70%	66%	61%	72%	62%	54%	61%
<b>Livestock</b>	16%	21%	24%	32%	17%	18%	31%	31%
<b>Unsure</b>	27%	9%	9%	7%	11%	19%	15%	9%

BY GENDER

Column %	Female	Male
<b>Companion</b>	74%	50%
<b>Livestock</b>	16%	33%
<b>Unsure</b>	10%	17%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
<b>Companion</b>	64%	61%	63%
<b>Livestock</b>	25%	25%	22%
<b>Unsure</b>	11%	14%	15%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
<b>Companion</b>	58%	62%	61%	68%	60%
<b>Livestock</b>	34%	28%	27%	19%	25%
<b>Unsure</b>	8%	10%	12%	13%	16%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
<b>Companion</b>	63%	61%	65%
<b>Livestock</b>	26%	26%	18%
<b>Unsure</b>	11%	13%	17%



## DEMOGRAPHICS

### CONGRESSIONAL DISTRICT

	%
<b>CD 1</b>	12%
<b>CD 2</b>	14%
<b>CD 3</b>	13%
<b>CD 4</b>	12%
<b>CD 5</b>	12%
<b>CD 6</b>	12%
<b>CD 7</b>	12%
<b>CD 8</b>	13%

### PARTY

	%
<b>Republican</b>	44%
<b>Democrat</b>	30%
<b>Non-Partisan</b>	26%

### GENDER

	%
<b>Female</b>	53%
<b>Male</b>	47%

### AGE

	%
<b>18-29</b>	6%
<b>30-39</b>	9%
<b>40-49</b>	14%
<b>50-69</b>	40%
<b>70+</b>	31%

### IDEOLOGY

	%
<b>Conservative</b>	48%
<b>Moderate</b>	31%
<b>Liberal</b>	20%