

Horizon Research:

# Factory farming survey

Prepared for SAFE

August 2014

## **1. METHODOLOGY**

This reports results of a Horizon Research survey of 1,799 respondents conducted between August 18 and 23, 2014.

Respondents are members of the HorizonPoll online panel, recruited to match the New Zealand population aged 18+.

The survey is weighted by age, gender, region, personal income, educational qualification level, and party vote 2011 to provide a representative sample of the New Zealand adult population. At a confidence level of 95%, the maximum margin of error is +/- 2.3%.

## **2. BACKGROUND**

Respondents were presented with information on the advantages of using both farrowing crates for sows and colony cages for laying hens and arguments for and against their use.

For each farming method they were asked separately if they agreed or disagreed with a ban or if no ban were necessary. They were also asked if they agreed or disagreed with banning factory farming in general.

The survey quantifies whether or not New Zealanders approve of the use of colony cages which are now being phased in over the four to six years at significant cost to replace smaller battery hen cages.

Results for each question may be analysed by 19 demographic criteria using Horizon's proprietary online results analysis and reporting system. Full text of comments made by 585 respondents on issues raised in the survey is also available.

## **3. EXECUTIVE SUMMARY**

### **3.1 Factory farming ban supported in general**

This survey finds adult New Zealanders agree, by large majorities, that

- In general, factory farming in New Zealand should be banned (59.1% support, 21.1% oppose)
- Support for a ban occurs among those who voted in 2011 for 5 of 7 parties, with more opposed than supportive among voters for minor parties Act and the Maori Party only. Some 1.16 million voters for parties at the 2011 general election support a ban on factory farming.

### 3.2 Specific factory farming methods

In relation to specific factory farming methods -

#### Farrowing crates:

- 76.7% believe the use of farrowing crates measuring about 70cm wide by 210cm long to confine sows for four weeks after they give birth, to avoid sows rolling on their piglets, is inhumane and the crates should be banned.

This strong agreement reduces if it were to result in higher prices. Some 46.8% say crates are inhumane and should be banned but they cannot afford to pay more for pork.

40.5% agreed they would continue to buy New Zealand pork regardless of whether farrowing crates are used or not.

28.5% agreed they would stop buying pork if the crates were not banned, indicating a significant potential risk to the pork industry.

This is the equivalent of 911,700 adults, living in about 447,600 households, and suggests there is a potential for large consumer resistance to buying pork perceived to be inhumanely produced. Further research would be needed to quantify the extent to which consumers would definitely act on this intention.

#### Colony cages:

Colony cages are now being introduced by egg producers to provide laying hens with more room (an extra area about the size of a postcard). However the survey finds:

- 71.8% agree (42.5% strongly) that colony cages do not provide enough space and are not an acceptable alternative to current battery hen cages. 7.3% only disagree with this view. The percentage disagreeing with the move to colony cages equates to about 2,296,800 million adults.
- 63.8% agree colony cages should be banned. This is the equivalent of about 2,040,900 adults. 12.0% disagree, while 18.4% are neutral and 5.8% are not sure.

Affordability of eggs, if a ban results in higher egg prices, is of less concern than with pork.

- 18.4% agree colony cages should not be banned if this results in egg price rises
- Some 31.3% of adults (equivalent to about 1,001,300 adults living in about 491,600 households) agree they would like colony cages banned but cannot afford to pay more for eggs

- 38.7% (equivalent to 1,238,000 adults) disagree that they cannot afford to pay more if there were a ban.

Those with primary and equal responsibility of household decisions, however, are more inclined to agree with statements that they would stop buying pork and would be less able to afford eggs if factory farming were banned.

### **3.3 Impact on voting**

The survey indicates a party offering a policy, at the September 20, 2014 general election, to ban factory farming is likely to be more attractive than unattractive to electors overall.

Some 20.2% say they would definitely vote for a party with that policy.

Overall, 64.7% of adults say they would definitely or might vote at the September 20 general election for a party which has a policy to end factory farming.

This result does not predict how electors will cast their party vote, but their preferred policy in relation to this issue when casting that vote.

Those indicating they would definitely vote for a party with a factory farming ban policy is likely to be more indicative of the degree to which a policy like this will influence a final voting decision.

“Definite” influence of a banning policy for those who cast a vote for these parties at the 2011 general election is:

- Act 18.2% (48.8% would definitely not vote for a party with a banning policy)
- Conservative 4.8%
- Green 43.9%
- Labour 26.7%
- Mana 25.4%
- Maori party 15.2%
- National 13.2%
- NZ First 11.2%
- United Future 6.2%

#### 4. GOOD CARE ALLOWING FOR NATURAL BEHAVIOURS

The research finds strong agreement among New Zealand adults for good animal care which allows animals to express their natural behaviours.

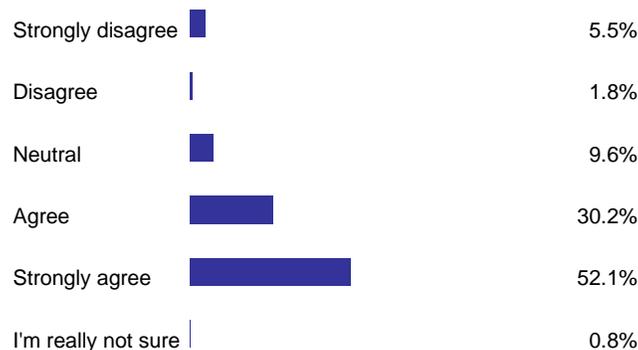
82.3% of respondents, equivalent to 2,632,700 adults, support this view.

Respondents were told: *“Factory farms are indoor farms. Animals are kept in cramped, crowded conditions. Pigs can be kept in metal crates where they can't turn around. In New Zealand about three million layer hens are kept in small cages with hardly any room to move. It is argued that these systems are cruel because the animals do not have the ability to express natural behaviours.*

*“Others argue that factory farms operate within the law and are covered by an animal welfare code. They say factory farms are necessary, because they are able to provide cheaper products”.*

They were then asked to what extent they agreed or disagreement with this statement:

*It is important that animals on farms are well cared for and are allowed to express their natural behaviour?*



82.3% agreed (52.1% strongly), while 7.3% only disagreed. 9.6% were neutral and 0.8% only not sure.

The percentage agreeing is the equivalent of about 2,632,700 adults.

## 4.1 Support and opposition overall

There is strong majority support in general for banning factory farming in New Zealand.

59.1% would support a ban (33.0% strongly) while 21.1% said they would oppose (6.7% strongly). 18.4% were neutral while 1.4% only was not sure.

### In general, would you support or oppose a ban on factory farming in New Zealand?



## 4.2 Support and opposition by party vote

There is majority support for a ban on factory farming from those respondents who cast a party vote at the 2011 general election for the Green, Labour, Mana, National and United Future parties.

Respondents who voted for the Conservative Party or New Zealand First tend to be more “Neutral” on this question than voters for other parties.

More voters for the ACT (77.0%) and Maori (57.0%) parties oppose rather than support a ban.

Among the parties where a majority of 2011 voters support a ban, support is particularly strong among Mana’s voters in 2011 (99%) and Green Party voters (76%). Support among the other parties’ voters was National 54%, Labour 58%, and United Future 57%.

This represents the equivalent of nearly 1.15 million people who cast a party vote for these five parties in 2011:

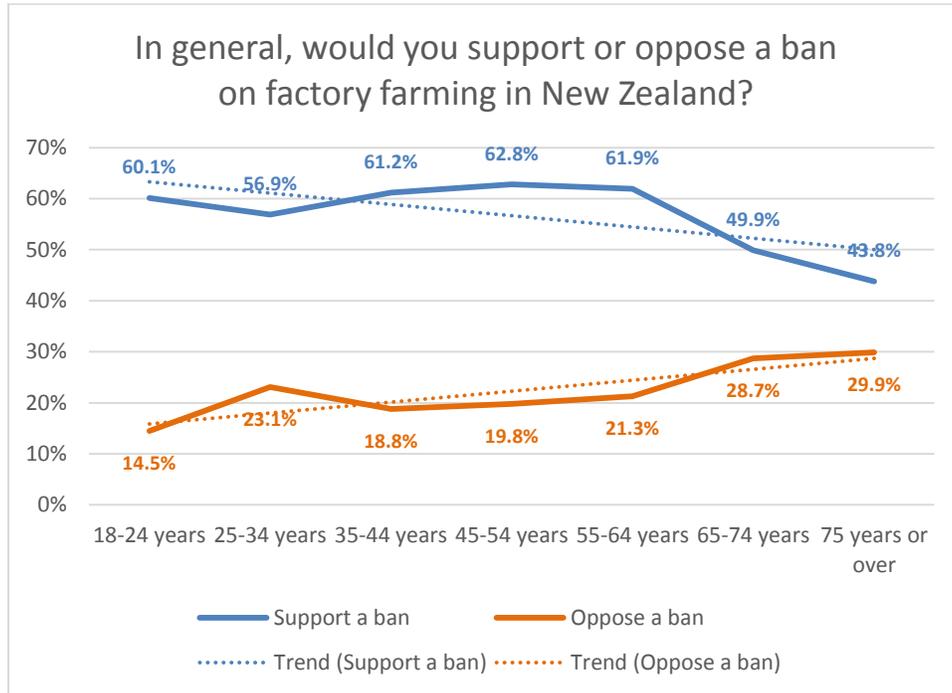
Support by 2011 voters		Support ban	
Party	Votes won 2011	(%)	No. Voters
National	1,058,636	54	570,600
Labour	614,937	58	357,300
Green	247,373	77	189,500
Mana	24,163	99	24,000
United Future	13,443	57	7,700
<b>Total</b>			<b>1,149,100</b>

A table on support and opposition by 2011 party vote follows:

In general, would you support or oppose a ban on factory farming in New Zealand?	ALL	PARTY VOTE 2011												
		ACT New Zealand	Conservative	Green Party	Labour Party	Mana Party	Maori Party	National Party	New Zealand First Party	United Future	Other party	Chose not to vote	Was not eligible to vote	Don't know or can't remember
Strongly oppose	6.7%	20.7%	6.6%	3.5%	4.8%	0.8%	39.3%	4.9%	9.4%	2.6%	22.0%	6.8%	3.1%	10.6%
Oppose	14.4%	56.3%	21.9%	7.1%	9.9%	0.0%	17.7%	22.4%	13.6%	35.8%	7.0%	14.1%	0.0%	3.8%
Neutral	18.4%	5.3%	35.0%	11.6%	24.3%	0.0%	2.7%	17.9%	33.7%	4.2%	49.8%	18.6%	21.7%	12.1%
Support	26.1%	3.5%	12.0%	18.7%	24.7%	26.3%	7.2%	28.6%	17.0%	54.4%	3.3%	8.2%	59.8%	46.0%
Strongly support	33.0%	14.2%	24.5%	57.9%	33.4%	73.0%	31.2%	25.3%	24.8%	3.0%	17.8%	51.3%	15.5%	23.8%
I'm really not sure	1.4%	0.0%	0.0%	1.2%	2.8%	0.0%	2.0%	0.9%	1.5%	0.0%	0.0%	1.1%	0.0%	3.7%
Total Support	59.1%	17.7%	36.5%	76.6%	58.1%	99.3%	38.4%	53.9%	41.8%	57.4%	21.1%	59.5%	75.3%	69.8%
Oppose	21.1%	77.0%	28.5%	10.6%	14.7%	0.8%	57.0%	27.3%	23.0%	38.4%	29.0%	20.9%	3.1%	14.4%
N (unweighted)	1760	18	53	273	400	12	18	567	129	12	11	47	13	44

### 4.3 Support and opposition by age

Support for a ban is strong across five of seven age groups (60.1% among those aged 18-24, 56.9% of 25-34 year-olds, 61.2% of 35-44 year olds, 62.8% of 45-54 year olds, 61.9% of 55-64 year-olds) and declines among those aged 65-74 (49.9%) and 75 and over (43.8%). However, more support than oppose in all age groups.



### 4.4 Household decision makers

While there is support for a ban among 59.1% of all respondents, it is higher among those who have primary responsibility for making the decisions for their households (including for shopping).

62.9% of primary household decision makers support a ban (19.9% oppose). There is 57.7% support among those who have equally make household decisions (23.0% oppose) and 49.3% support among those who have no say in household decisions (8.2% oppose, while 37.6% are neutral).

In general, would you support or oppose a ban on factory farming in New Zealand?	ALL	HOUSEHOLD DECISION TYPE		
		Equal	None	Primary
Strongly oppose	6.7%	6.9%	6.8%	7.1%
Oppose	14.4%	16.1%	1.4%	12.8%
Neutral	18.4%	17.8%	37.6%	16.8%
Support	26.1%	26.6%	22.8%	25.1%
Strongly support	33.0%	31.1%	26.5%	37.8%
I'm really not sure	1.4%	1.5%	4.9%	0.4%
Total support	59.1%	57.7%	49.3%	62.9%
Total oppose	21.1%	23.0%	8.2%	19.9%
N (unweighted)	1760	1,014	49	641

## 5. FARROWING CRATES

Respondents were presented with opportunities to respond to questions which sought their agreement or disagreement with opposing statements relating to whether or not the use of farrowing crates is humane or inhumane and should or should not be banned. They were also asked about buying pork if a ban on crates increased prices.

While there is strong agreement crates are inhumane and should be banned (76.7%), this reduces when it results in higher prices. Some 46.8% say crates are inhumane and should be banned but they cannot afford to pay more for pork.

40.5% agreed they would continue to buy New Zealand pork regardless of whether farrowing crates are used or not.

28.5% agreed they would stop buying pork if the crates were not banned.

This is the equivalent of 911,700 adults, living in about 447,600 households, and suggests there is a potential for large consumer resistance to buying pork perceived to be inhumanely farmed. Further research would be needed to quantify the extent to which consumers would definitely act on this intention.

77.6% agree the use of farrowing crates to confine sows (mother pigs) for four weeks while they give birth and nurse piglets for four weeks is inhumane and should be banned. 6.2% disagree.

Strong agreement that crates should be banned (65.7%) continued even if this resulted in price rises.

Respondents were told: *“Many thousands of New Zealand mother pigs (called sows) are confined to farrowing crates where they give birth to their piglets and nurse them for four weeks. A farrowing crate is designed to stop a sow walking or turning around. A farrowing crate is approximately 70cm wide and 210 cm long.*

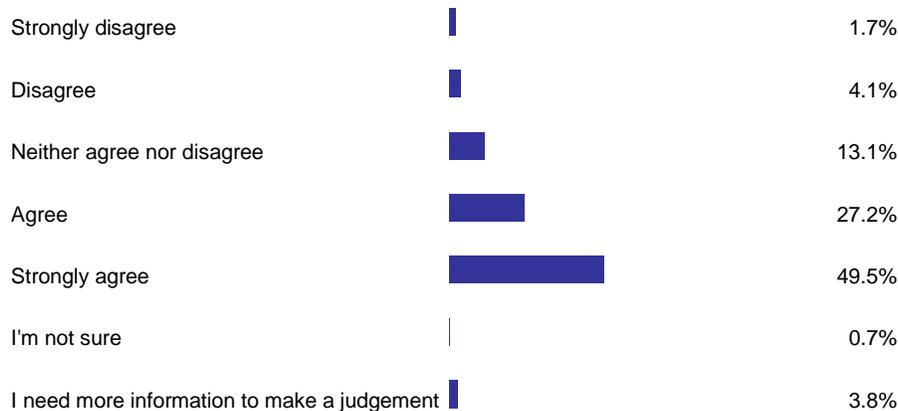
*“Farmers say farrowing crates prevent the sow from rolling on her piglets. Animal welfare advocates point out that there are other systems available that provide for the welfare of both the sow and piglets and which are less restrictive”.*

## 5.1 Agreement and disagreement with statements

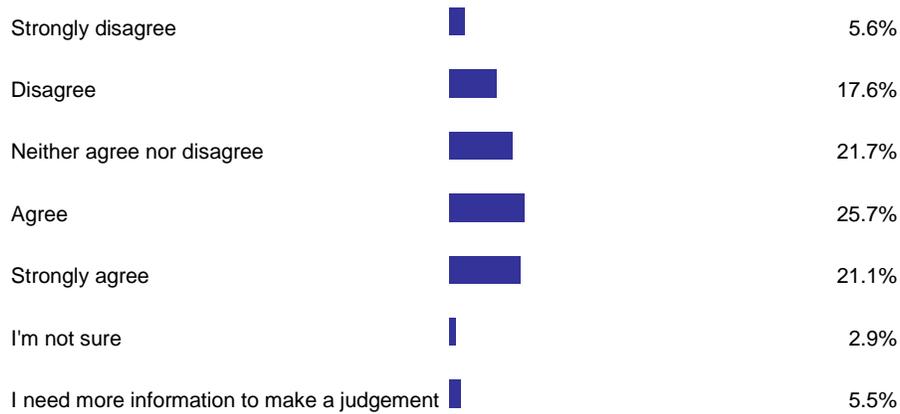
Respondents were asked how strongly they agreed or disagreed with the following statements.

There is strong agreement the use of farrowing crates is inhumane and should be banned: 76.7% agree (49.5% strongly) while 5.8% disagree (1.7% strongly).

### Housing sows in farrowing crates is inhumane and should be banned

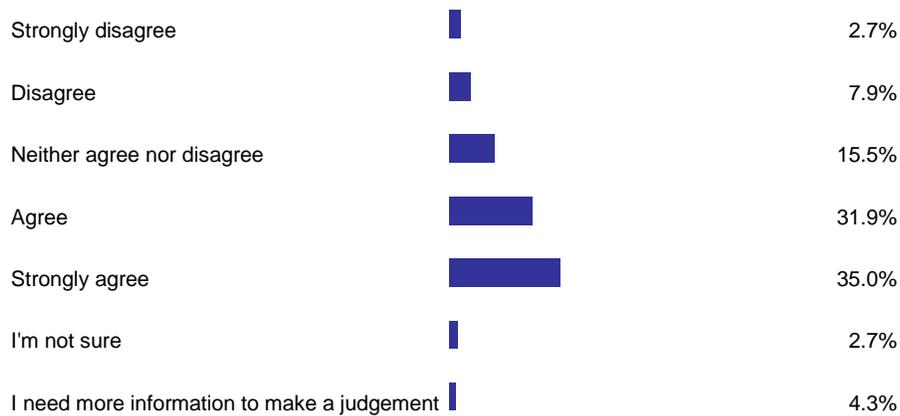


**Housing sows in farrowing crates is inhumane and should be banned, but I can't afford to pay more for pork**



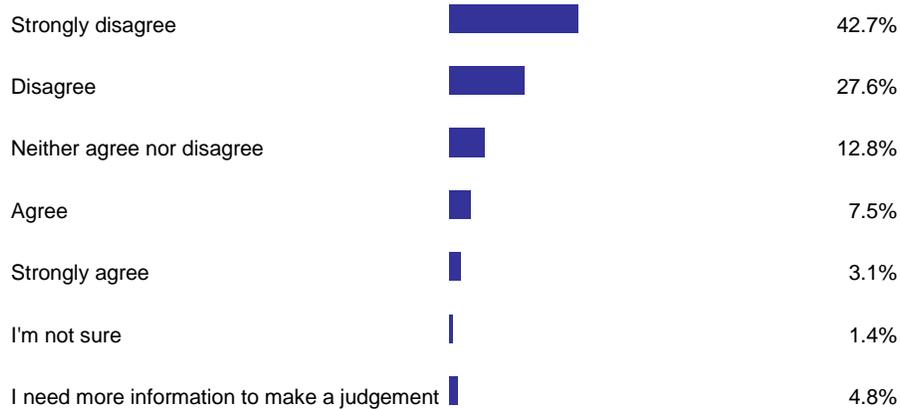
Support for banning crates reduces but remains high at 66.9% when the prospect of this resulting in price rises is introduced. Disagreement rises from 5.8% to 10.6%.

**Housing sows in farrowing crates is inhumane and should be banned even if this results in price rises**



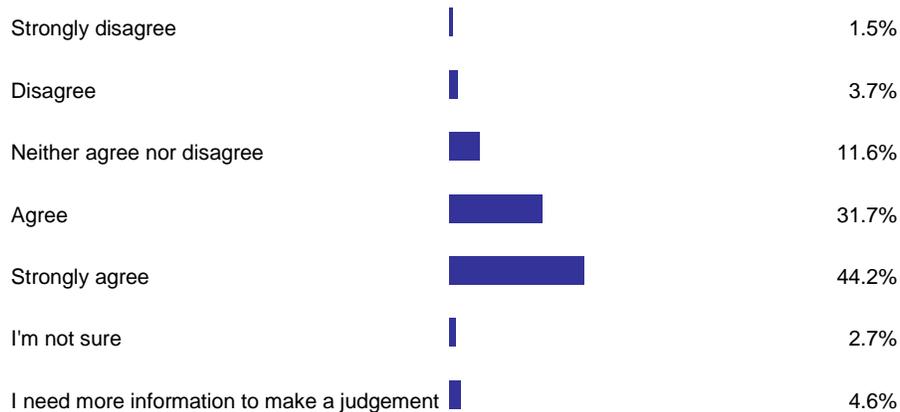
Put conversely, there is strong disagreement (70.3%) when presented with a statement that using crates is humane and should be permitted (and therefore strong support for the contention that using crates is inhumane and should not be permitted). Put in this way 10.6% agree they are humane and use should continue.

**Housing sows in farrowing crates is humane and should be permitted**



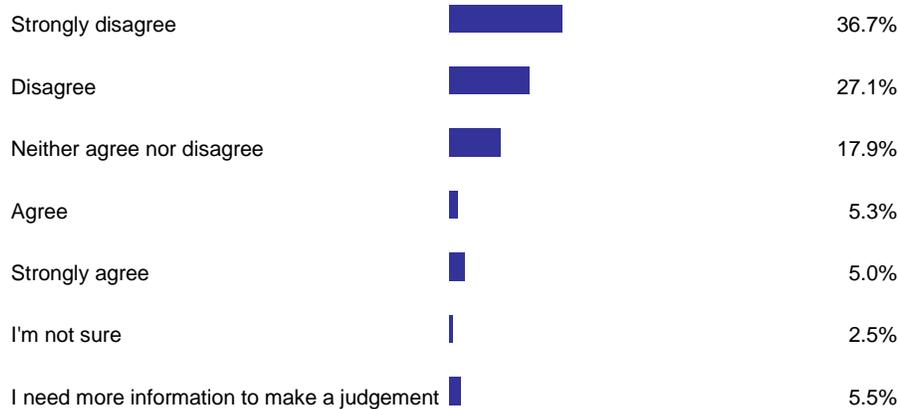
75.9% of respondents agreed alternative systems should be used and crates banned. 5.2% disagreed with this view.

**Alternative systems should be used and farrowing crate use banned**



Put conversely 63.8% disagreed with the statement there was no need for alternative systems to farrowing crates.

**There is no need for alternative systems to farrowing crates**



**5.2 Farrowing crate use and pork buying**

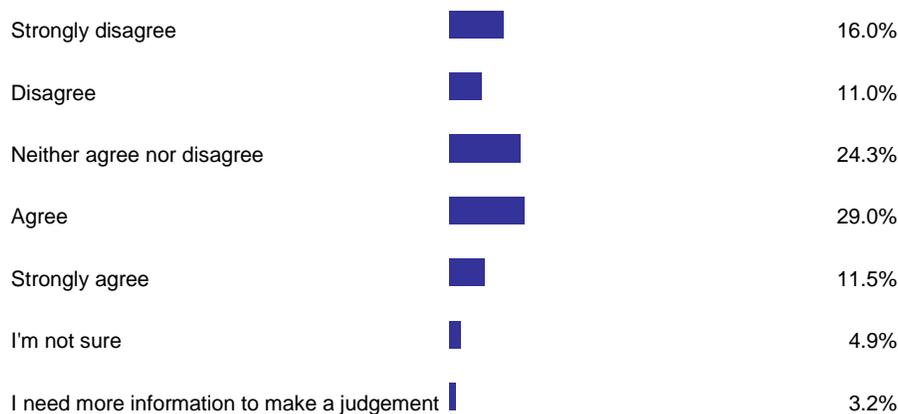
High agreement that farrowing crates are inhumane and should be banned does not result in similar numbers stopping pork buying.

40.5% agree they will continue to buy New Zealand pork regardless of whether farrowing crates are used or not. 27.0% disagree with this statement.

A significant number, 24.3% are neutral while 3.2% would need more information and 4.9% are not sure.

This would suggest the core market for New Zealand pork produced using farrowing crates is equivalent to about 1,295,600 adults living in about 636,100 households.

**I will continue to buy New Zealand pork regardless of whether farrowing crates are used or not**



However, among those making the primary decisions for their household views are more evenly held: 36.5% agree they will continue buying, while 33.4% disagree.

Among equal decision makers 43.8% agree, 23.0% disagree.

I will continue to buy New Zealand pork regardless of whether farrowing crates are used or not	ALL	HOUSEHOLD DECISION TYPE		
		Equal	None	Primary
Strongly disagree	16.0%	13.5%	14.5%	21.1%
Disagree	11.0%	9.5%	8.6%	12.3%
Neither agree nor disagree	24.3%	25.7%	24.3%	21.8%
Agree	29.0%	30.6%	17.5%	28.9%
Strongly agree	11.5%	13.2%	32.5%	7.6%
I'm not sure	4.9%	4.5%	0.3%	4.2%
I need more information to make a judgement	3.2%	3.0%	2.4%	4.0%
<b>Total Agree</b>	<b>40.5%</b>	<b>43.8%</b>	<b>50.0%</b>	<b>36.5%</b>
<b>Total Disagree</b>	<b>27.0%</b>	<b>23.0%</b>	<b>23.1%</b>	<b>33.4%</b>
<b>N (unweighted)</b>	<b>1716</b>	<b>982</b>	<b>46</b>	<b>632</b>

Alternatively, 28.5% agreed with a statement that they would stop buying pork if crates were not banned. This is the equivalent of 911,700 adults, living in about 447,600 households.

**If farrowing cages are not banned I shall stop buying pork**

Strongly disagree		10.4%
Disagree		25.5%
Neither agree nor disagree		27.6%
Agree		12.9%
Strongly agree		15.6%
I'm not sure		5.6%
I need more information to make a judgement		2.4%

## 6. COLONY CAGES

Respondents also strongly disagree with factory farming of laying hens using colony cages.

Colony cages, a response to improve hens' welfare and involving a significant investment by egg producers as they phase them in during the next four to six years, are not seen as an acceptable alternative to smaller cages and a large majority want them banned.

Respondents were told: *“Colony cages are a new type of battery cage currently being introduced into New Zealand, replacing older style and smaller cages which are being phased out over the next four to six years.*

*“Conventional battery hen cages provide each hen with 550 square centimetres of space. This is less than an A4 sheet of paper. Colony cages provide 750 square centimetres of space (a size increase about the size of a postcard). The egg industry says cages are necessary to keep the price of eggs low, enable eggs to be produced on a large scale and reduce problems of animal health and cannibalism.*

*“Animal advocates say that colony cages are cruel and almost as bad as old style battery cages. They say hens in these cages cannot express their normal behaviour as stipulated in the Animal Welfare Act. This includes walking around, flapping wings, dust bathing, and turning around easily.*

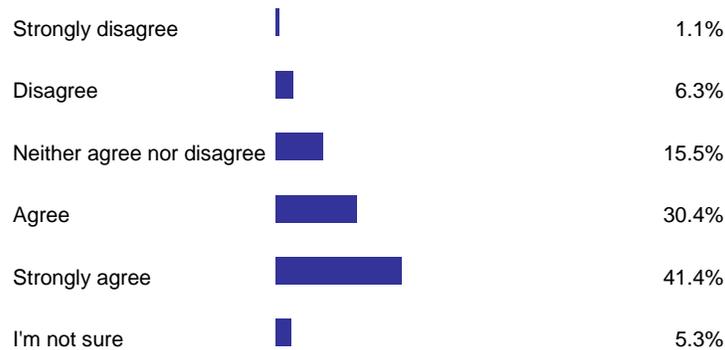
*“More than about 80% of New Zealand's eggs are being produced by caged hens”.*

## 6.1 Colony cages as an alternative

71.8% agree (41.4% strongly) that colony cages do not provide enough space and are not an acceptable alternative to current battery hen cages. 7.4% only disagree with this view, while 15.5% are neutral and 5.3% are not sure. The percentage agreeing colony cages are not an acceptable alternative equates to about 2,296,800 adults.

### How strongly do you agree or disagree with the following statements?

#### Colony cages do not provide hens with enough space and are not an acceptable alternative to current battery hen cages



Agreement remains high on this view across age groups, including 69.8% of those aged 75+ and 74.5% of 18-24 year-olds.

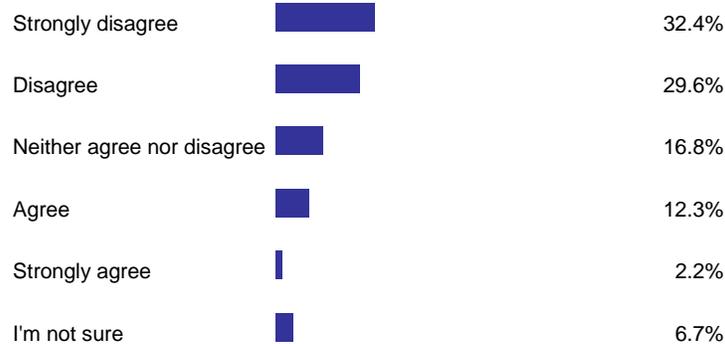
Colony cages do not provide hens with enough space and are not an acceptable alternative to current battery hen cages	ALL	AGE GROUP						
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
Strongly disagree	1.1%	0.0%	1.5%	0.8%	1.3%	0.6%	1.9%	2.9%
Disagree	6.3%	1.5%	2.9%	6.6%	7.0%	10.0%	9.7%	7.2%
Neither agree nor disagree	15.5%	13.2%	22.8%	16.3%	10.9%	15.6%	15.8%	8.9%
Agree	30.4%	36.0%	31.1%	24.7%	33.2%	26.8%	33.4%	43.2%
Strongly agree	41.4%	47.4%	39.0%	48.0%	38.7%	40.5%	32.2%	28.4%
I'm not sure	5.3%	1.9%	2.7%	3.6%	9.0%	6.4%	7.0%	9.4%

Total Agree	71.8%	83.4%	70.1%	72.7%	71.9%	67.3%	65.6%	71.6%
Total Disagree	7.4%	1.5%	4.4%	7.4%	8.3%	10.6%	11.6%	10.1%

N	1711	75	176	300	230	481	345	101
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Put conversely, that colony cages do provide enough space and are an acceptable alternative, 62.0% disagree.

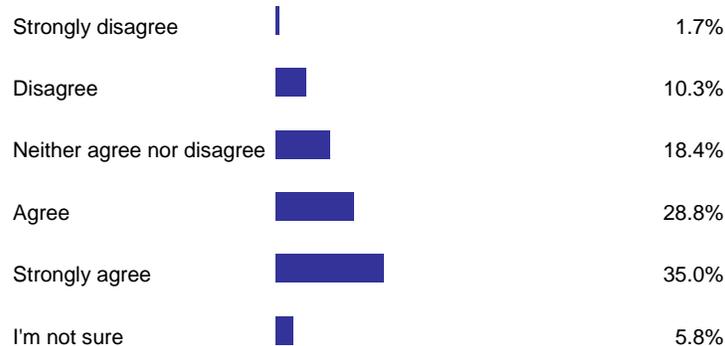
**Colony cages provide hens with enough space and are an acceptable alternative to current battery hen cages**



**6.2 Banning or not banning colony cages**

63.8% agree colony cages should be banned. This is the equivalent of about 2,040,900 adults. 12.0% disagree, while 18.4% are neutral and 5.8% are not sure.

**Colony cages should be banned**



Of voters who cast their party votes for these parties at the 2011 general election, these percentages support a ban on colony cages:

- Conservative 42.6%
- Green 76.5%
- Labour 66.4%
- Mana 40.5% (but only 4.7% oppose)
- Maori Party 77.7%
- National 56.5%
- New Zealand First 51.0% (13.3% oppose)
- United Future 63.6%

More voters for the ACT party oppose a ban than support one: 62.8% oppose, 32.2% support.

Among those who chose not to vote in 2011 65.7% support a ban (4.0% oppose) and among those not eligible to vote in 2011 85.0% support a ban, none oppose and 15.0% are neutral.

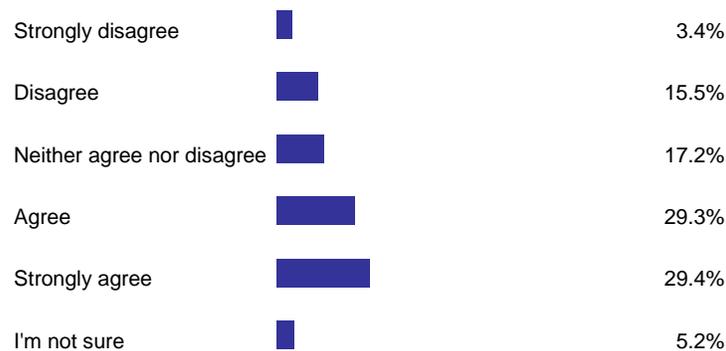
A full table on support and opposition to a ban by party vote 2011 is appended.

### 6.3 Prices and colony cage ban

Compared with overall agreement with a colony cage ban of 63.8%, this reduced by 5.1% when the issue of a ban resulting in price rises is introduced.

However, some 58.7% favour a ban even if it results in an egg price rise:

#### Colony cages should be banned even if this results in a rise in egg prices



Agreement with a ban on colony cages even if this results in a rise in egg prices remains steady across all age groups:

Colony cages should be banned even if this results in a rise in egg prices	ALL	AGE GROUP						
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
Strongly disagree	3.4%	0.4%	7.5%	1.8%	2.5%	4.0%	3.5%	4.2%
Disagree	15.5%	15.2%	17.6%	13.1%	17.8%	13.2%	19.7%	11.3%
Neither agree nor disagree	17.2%	13.8%	16.8%	15.4%	16.7%	19.4%	19.4%	28.4%
Agree	29.3%	49.4%	29.5%	23.0%	29.5%	24.6%	29.0%	30.9%
Strongly agree	29.4%	19.0%	25.6%	40.2%	26.1%	32.7%	23.5%	20.4%
I'm not sure	5.2%	2.1%	3.0%	6.5%	7.3%	6.2%	4.8%	4.8%
Total agree	58.7%	68.4%	55.1%	63.2%	55.6%	57.3%	52.5%	51.3%
Total disagree	18.9%	15.6%	25.1%	14.9%	20.3%	17.2%	23.2%	15.5%
N	1694	75	176	299	228	477	339	97

Among primary household decision makers agreement is at 62.2% and 57.2% respectively among those with primary equal decision making responsibility.

Colony cages should be banned even if this results in a rise in egg prices	ALL	HOUSEHOLD DECISION TYPE		
		Equal	None	Primary
Strongly disagree	3.4%	3.1%	6.6%	2.8%
Disagree	15.5%	18.5%	13.9%	10.3%
Neither agree nor disagree	17.2%	17.2%	23.8%	17.9%
Agree	29.3%	31.4%	15.7%	27.1%
Strongly agree	29.4%	25.8%	32.5%	35.1%
I'm not sure	5.2%	4.0%	7.5%	6.8%
Total agree	58.7%	57.2%	48.2%	62.2%
Total disagree	18.9%	21.6%	20.5%	13.1%
N	1697	966	46	629

Put conversely 18.4% agree colony cages should not be banned if this results in egg price rises:

**Colony cages should not be banned if this results in a rise in egg prices**

Strongly disagree		27.9%
Disagree		26.7%
Neither agree nor disagree		22.5%
Agree		14.2%
Strongly agree		4.2%
I'm not sure		4.5%

#### 6.4 Affording non-colony cage eggs

Some 31.3% of adults (equivalent to about 1,001,300 adults living in about 491,600 households) agree they would like colony cages banned but cannot afford to pay more for eggs.

38.7% (equivalent to 1,238,000 adults) disagree that they cannot afford to pay more if there were a ban.

**I would like colony cages banned but I cannot afford to pay more for eggs**

Strongly disagree		11.6%
Disagree		27.1%
Neither agree nor disagree		26.1%
Agree		19.6%
Strongly agree		11.7%
I'm not sure		3.9%

Among primary house hold decision makers 32.3% would like a ban but cannot afford to pay more. 35.4% of them disagree with this view.

38.5% of those with equal decision making responsibility disagree they cannot pay more while 32.6% agree they would like a ban but cannot afford to pay more.

I would like colony cages banned but I cannot afford to pay more for eggs	ALL	HOUSEHOLD DECISION TYPE		
		Equal	None	Primary
Strongly disagree	11.6%	12.0%	9.4%	11.5%
Disagree	27.1%	26.5%	39.1%	23.9%
Neither agree nor disagree	26.1%	26.0%	27.5%	27.3%
Agree	19.6%	22.1%	11.9%	17.7%
Strongly agree	11.7%	10.5%	4.6%	14.6%
I'm not sure	3.9%	2.9%	7.5%	5.1%
Total agree	31.3%	32.6%	16.5%	32.3%
Total disagree	38.7%	38.5%	48.5%	35.4%
N	1706	971	46	634

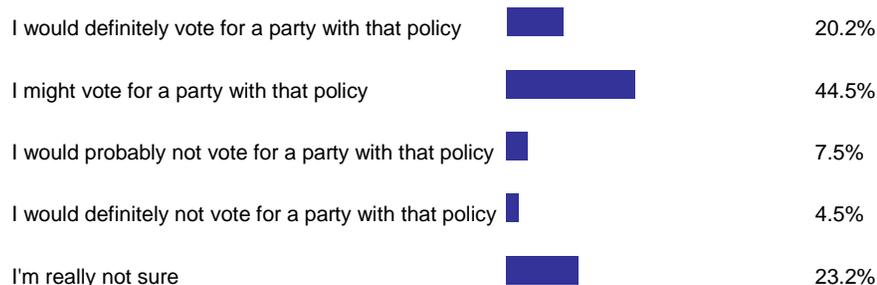
## 7. IMPACT OF FACTORY FARMING POLICY ON VOTING

The survey indicates a party with a policy to ban factory farming is likely to be more attractive than unattractive to electors overall.

Some 64.7% of adults say they are more likely to vote at the September 20 general election for a party which has a policy to end factory farming.

Some 20.2% say they would definitely vote for a party with that policy.

**Thinking about the September 20 general election, how much more likely or less likely are you to cast your party vote for a party which has a policy to end factory farming?**



Other research by Horizon finds many factors influence an elector's choice of party to vote for. This result does not predict how electors will cast their party vote, but their preferred policy in relation to this issue when casting that vote.

Those indicating they would definitely vote for a party with a factory farming ban policy is likely to be more indicative of the degree to which a policy like this will influence a final voting decision.

Definite influence for those who cast a vote for these parties at the 2011 general election is:

- Act 18.2% (48.8% would definitely not vote for a party with a banning policy)
- Conservative 4.8%
- Green 43.9%
- Labour 26.7%
- Mana 25.4%
- Maori party 15.2%
- National 13.2%
- NZ First 11.2%
- United Future 6.2%

Thinking about the September 20 general election, how much more likely or less likely are you to cast your party vote for a party which has a policy to end factory farming?	PARTY VOTE 2011								
	ACT New Zealand	Conservative	Green Party	Labour Party	Mana Party	Maori Party	National Party	New Zealand First Party	United Future
I would definitely vote for a party with that policy	18.2%	4.8%	43.9%	26.7%	25.4%	15.2%	13.2%	11.2%	6.2%
I might vote for a party with that policy	5.9%	50.1%	46.9%	46.9%	26.6%	71.1%	39.6%	54.1%	43.0%
I would probably not vote for a party with that policy	3.8%	8.4%	0.6%	5.9%	0.0%	4.2%	13.4%	14.3%	12.7%
I would definitely not vote for a party with that policy	48.8%	8.5%	0.0%	2.9%	0.0%	0.0%	8.3%	4.5%	7.3%
I'm really not sure	23.3%	28.3%	8.6%	17.6%	48.0%	9.4%	25.5%	15.8%	30.7%
N (unweighted)	17	50	267	390	12	18	550	126	13

## 8. CONTACT

Full results of this survey are available on the Horizon Research online results analysis and reporting system.

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Horizon Research is a member of Research New Zealand and follows its code of ethics and guidelines for conducting online research. It also adheres to international standards for conducting research and online research.

Its principals have been specialising in online research since 2005.

## APPENDIX

In general, would you support or oppose a ban on factory farming in New Zealand?	ALL	PARTY VOTE 2011												
		ACT New Zealand	Conservative	Green Party	Labour Party	Mana Party	Maori Party	National Party	New Zealand First Party	United Future	Other party	Chose not to vote	Was not eligible to vote	Don't know or can't remember
Strongly oppose	6.7%	20.7%	6.6%	3.5%	4.8%	0.8%	39.3%	4.9%	9.4%	2.6%	22.0%	6.8%	3.1%	10.6%
Oppose	14.4%	56.3%	21.9%	7.1%	9.9%	0.0%	17.7%	22.4%	13.6%	35.8%	7.0%	14.1%	0.0%	3.8%
Neutral	18.4%	5.3%	35.0%	11.6%	24.3%	0.0%	2.7%	17.9%	33.7%	4.2%	49.8%	18.6%	21.7%	12.1%
Support	26.1%	3.5%	12.0%	18.7%	24.7%	26.3%	7.2%	28.6%	17.0%	54.4%	3.3%	8.2%	59.8%	46.0%
Strongly support	33.0%	14.2%	24.5%	57.9%	33.4%	73.0%	31.2%	25.3%	24.8%	3.0%	17.8%	51.3%	15.5%	23.8%
I'm really not sure	1.4%	0.0%	0.0%	1.2%	2.8%	0.0%	2.0%	0.9%	1.5%	0.0%	0.0%	1.1%	0.0%	3.7%
Total Support	59.1%	17.7%	36.5%	76.6%	58.1%	99.3%	38.4%	53.9%	41.8%	57.4%	21.1%	59.5%	75.3%	69.8%
Oppose	21.1%	77.0%	28.5%	10.6%	14.7%	0.8%	57.0%	27.3%	23.0%	38.4%	29.0%	20.9%	3.1%	14.4%
N (unweighted)	1760	18	53	273	400	12	18	567	129	12	11	47	13	44

Colony cages should be banned	ALL	PARTY VOTE 2011												
		ACT New Zealand	Conservative	Green Party	Labour Party	Mana Party	Maori Party	National Party	New Zealand First Party	United Future	Other party	Chose not to vote	Was not eligible to vote	Don't know or can't remember
Strongly disagree	1.7%	15.4%	4.8%	0.5%	2.3%	0.0%	13.1%	2.0%	1.3%	0.0%	0.0%	0.6%	0.0%	0.4%
Disagree	10.3%	47.4%	28.4%	6.8%	6.6%	4.7%	1.0%	17.6%	12.0%	26.8%	8.2%	3.4%	0.0%	9.3%
Neither agree nor disagree	18.4%	1.5%	22.6%	13.5%	13.1%	48.0%	8.2%	17.9%	26.6%	9.6%	58.4%	28.4%	15.0%	21.0%
Agree	28.8%	10.5%	19.9%	23.0%	25.3%	4.1%	40.0%	26.2%	24.9%	36.4%	12.3%	31.1%	59.1%	28.1%
Strongly agree	35.0%	21.7%	22.7%	53.5%	41.1%	36.4%	37.7%	30.3%	26.1%	27.2%	21.1%	34.6%	25.9%	33.6%
I'm not sure	5.8%	3.6%	1.6%	2.7%	11.7%	6.7%	0.0%	6.1%	9.1%	0.0%	0.0%	1.8%	0.0%	7.6%
Total agree	63.8%	32.2%	42.6%	76.5%	66.4%	40.5%	77.7%	56.5%	51.0%	63.6%	33.4%	65.7%	85.0%	61.7%
Total disagree	12.0%	62.8%	33.2%	7.3%	8.9%	4.7%	14.1%	19.6%	13.3%	26.8%	8.2%	4.0%	0.0%	9.7%
N (unweighted)	1703	17	49	266	388	12	17	550	126	13	10	47	14	42

Thinking about the September 20 general election, how much more likely or less likely are you to cast your party vote for a party which has a policy to end factory farming?	ALL	PARTY VOTE 2011												
		ACT New Zealand	Conservative	Green Party	Labour Party	Mana Party	Maori Party	National Party	New Zealand First Party	United Future	Other party	Chose not to vote	Was not eligible to vote	Don't know or can't remember
I would definitely vote for a party with that policy	20.2%	18.2%	4.8%	43.9%	26.7%	25.4%	15.2%	13.2%	11.2%	6.2%	21.1%	16.6%	30.8%	14.4%
I might vote for a party with that policy	44.5%	5.9%	50.1%	46.9%	46.9%	26.6%	71.1%	39.6%	54.1%	43.0%	20.4%	47.8%	51.9%	41.4%
I would probably not vote for a party with that policy	7.5%	3.8%	8.4%	0.6%	5.9%	0.0%	4.2%	13.4%	14.3%	12.7%	15.4%	0.9%	0.0%	3.1%
I would definitely not vote for a party with that policy	4.5%	48.8%	8.5%	0.0%	2.9%	0.0%	0.0%	8.3%	4.5%	7.3%	0.0%	2.3%	0.0%	2.0%
I'm really not sure	23.2%	23.3%	28.3%	8.6%	17.6%	48.0%	9.4%	25.5%	15.8%	30.7%	43.1%	32.4%	17.2%	39.2%
N (unweighted)	1708	17	50	267	390	12	18	550	126	13	10	47	14	42