

Summary of Findings from Telephone Survey

August 21, 2001

Reason for the Research

Progressive Animal Welfare Society (PAWS) was interested in learning how often Seattle residents eat veal and how information about the way in which veal calves are raised impacts their future consumption.

Methodology

Gilmore Research Group conducted a brief telephone survey among 380 Seattle area registered voters. Of this 380, 151 (40%) were men and 229 (60%) were women. Interviewing occurred between August 6 and August 19, 2001. Interviews lasted an average of just under five minutes. The sample was randomly drawn from a purchased list of Seattle telephone numbers. A copy of the questionnaire is attached.

Summary of Findings

Veal Consumption: When asked how many times they had consumed veal in the past six months, 78 % of the Seattle area residents surveyed reported they had not eaten any veal. Of the 22% who had eaten veal, more than half (64%) said they had consumed veal fewer than three times, and only 3% had eaten veal an average of once per month.

The following grid shows the acceptability of various practices related to veal production.

Practice

Acceptable

Unacceptable

Unsure/Refused

A veal calf is taken from his mother within a few hours of birth and transferred to a barn where he will spend the rest of his life in a narrow two-foot by five-foot crate with a slotted floor and no bedding material.

16%

82%

2%

In order to limit his movement and stunt his muscle development, the veal calf is chained by the neck in the crate at all times.

13%

87%

2%

In order to keep his flesh the light-color desired in gourmet veal, the calf receives a milk replacement formula that is low in iron. This milk substitute is the only nourishment the calf receives. He is even deprived of water so that his thirst will force him to drink more formula.

16%

84%

1%

Because of his weakened immune system, he is likely to be heavily medicated with antibiotics and other drugs. Veal samples tested by the USDA have been found to contain drug residues that pose serious risk to human health.

6%

93%

1%

Impact of knowledge

When asked if knowing how veal calves are raised would make them more likely or less likely to eat veal in the future, or if it made no difference, 70% of the respondents said they would be less likely to eat veal. In fact, 54% reported they would be much less likely. Most of the other respondents (27%) reported that this knowledge would make no difference.

Respondents were more evenly divided when asked if knowing that a restaurant continued to serve veal after being informed about how veal calves were raised would influence their choice of visiting that restaurant. 58% of respondents said it would influence their choice and 41% said that this would not influence their choice of restaurant.

Humane treatment of farm animals

95% of the respondents said they think farm animals should be treated humanely.