



Celinda Lake
President

Alysia Snell
Partner

David Mermin
Partner

Robert G. Meadow, Ph.D.
Partner

Daniel R. Gotoff
Partner

Joshua E. Ulibarri
Partner

Rick A. Johnson
*Senior Vice President of
Marketing*

Robert X. Hillman
Chief Financial Officer

Shannon Marshall
Chief Operating Officer

To: Interested Parties

CC: The ASPCA

From: Bob Meadow and Joshua Ulibarri

Re: Attitudes Toward Horse Slaughter in New Mexicoⁱ

Date: April 2, 2013

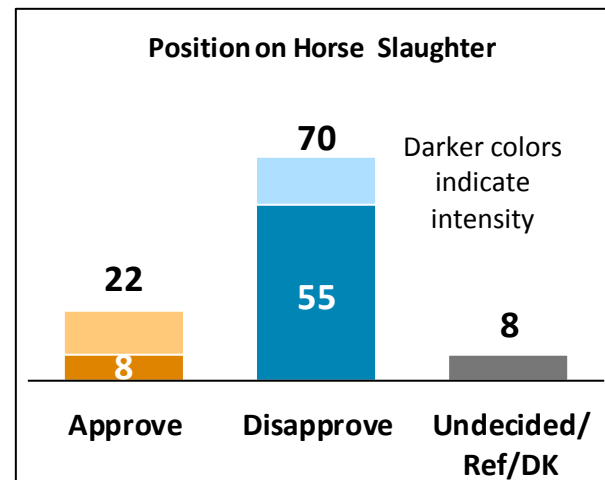
A recent Lake Research Partners survey shows that **registered voters in New Mexico overwhelmingly oppose horse slaughter for human consumption in general, and are opposed to a horse slaughter plant in their communities as well. Placing a horse slaughter plant in New Mexico clearly would go against public opinion.** Opposition is broad and deep and extends across every demographic group including regions and partisan groups. The major findings are as follows:

- **Seven in ten registered voters in New Mexico (70%) disapprove of allowing American horses to be slaughtered for human consumption.**ⁱⁱ In fact, over half (55%) of all registered voters *strongly* disapprove, while just 22% say they approve of slaughtering American horses for human consumption.

- **The overwhelming opposition to horse slaughter crosses all demographic groups.**

Seventy-four percent of registered Democrats oppose horse slaughter, along with 68% of voters registered with third parties or independent, and 66% of registered Republicans. Furthermore, at least 67% of voters within each of the three major geographic regions disapprove of allowing horses to be slaughtered for human consumption.

- Opposition to horse slaughter for human consumption also crosses racial and ethnic lines with 76% of Hispanics and 67% of Anglos opposing horse slaughter.



- **New Mexicans do not just oppose horse slaughter for human consumption in general terms; they also do not want horse slaughter plants in their communities.** Seventy percent of registered voters say they would oppose a horse slaughter facility in their community (just 20% would support a facility).ⁱⁱⁱ Like opposition overall, opposition to a facility in their community extends across the state and partisan groups.
 - 76% of Hispanics and 66% of Anglos oppose a facility in their community.
 - 72% of voters under age 50 and 69% of voters over age 50 oppose a facility in their community.
 - 78% of registered Democrats, 72% of independents, and 58% of registered Republicans oppose a facility in their community.
 - 77% of registered voters in the Metro North, 65% of voters in the Non-Metro North, and 63% of voters in the South oppose a facility in their community.
 - Voters across all areas of New Mexico, including rural areas, small towns, suburbs and cities oppose horse slaughter facilities in their state: 76% of voters in cities, 76% in small towns, and 62% in rural areas oppose a slaughter facility in their community.

In sum, there is a broad consensus among registered voters in New Mexico—as there is throughout the nation – opposing horse slaughter of American horses for human consumption, and standing strongly against a horse slaughter facility in their community.

Appendix: Position on Horse Slaughter for Human Consumption by Demographic Groups

	Disapprove	Approve	Net Disapproval
All Voters	70	22	-48
Men	58	32	-26
Women	81	13	-68
Registered Democrats	74	17	-57
Registered Ind/DTS	69	27	-42
Registered Republicans	66	28	-38
Metro North	72	20	-51
Rest of North	67	23	-44
South	69	25	-45
Anglos	67	25	-42
Hispanics	76	19	-56

ⁱ **Methodology:** Lake Research Partners designed and administered this telephone survey, using professional interviewers, with 403 registered voters. The statewide survey was conducted March 27-30, 2012. 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 and age to ensure a comprehensive representation of registered voters in New Mexico.

ⁱⁱ 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?

ⁱⁱⁱ 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?