***Animal Tracker* Survey**

**Survey Questions**

* 1. **What is your opinion of each of the following social causes or political movements?** 
     + *Randomized list; Scale: Favorable; Unfavorable; No opinion; Do not know*
     + Animal protection | AT1\_1
     + Environmentalism | AT1\_2
     + Homeless advocacy | AT1\_3
     + Workers’ rights | AT1\_4
     + Gay/lesbian rights | AT1\_5
     + Immigration reform | AT1\_6
     + Tax reform and relief | AT1\_7
     + Pro life (anti-abortion) | AT1\_8
  2. **How much credibility do you give to each of the following sources when it comes to information about animal welfare?** 
     + *Randomized list; Scale: Significant; Moderate; Very little; None; Do not know*
     + Attorneys | AT2\_1
     + Academics and scholars | AT2\_2
     + Animal protection groups | AT2\_3
     + Businesses and corporations | AT2\_4
     + Family and friends | AT2\_5
     + Farmers and ranchers | AT2\_6
     + Government (federal or state) | AT2\_7
     + Local or national news media | AT2\_8
     + Scientists and researchers | AT2\_9
     + Veterinarians | AT2\_10
  3. **In the past year, have you personally done any of the following? Please provide an answer for each activity.**
  + *Randomized list; Scale: Yes; No*
  + Adopted an animal | AT3\_1
  + Bought an animal | AT3\_2
  + Consumed a meat or dairy substitute | AT3\_3
  + Donated to an animal group | AT3\_4
  + Gone hunting or fishing | AT3\_5
  + Gone to a circus with animals | AT3\_6
  + Visited a zoo or aquarium | AT3\_7
  + Volunteered for an animal group | AT3\_8
  + Watched wildlife | AT3\_9
  1. **In the past year, roughly how often have you personally done each of the following?**
  + *Randomized list; Scale: Often (i.e., daily or weekly); Sometimes (i.e., monthly or every few months); Rarely (i.e., once or twice during the year); Never; Do not know*
  + *List of options from question 3 for which respondent said “yes,” if applicable*
  + AT4\_1 – AT4\_9
  1. **How important to you is the protection of animals when it comes to making the following personal choices? If you never make these choices, mark “not applicable.”** 
     + *Randomized list; Scale: Very important; Somewhat important; Not very important; Not at all important; Do not know; Not applicable*
     + Attending circuses or rodeos | AT5\_1
     + Buying clothing | AT5\_2
     + Buying food (i.e., meat, eggs, dairy)| AT5\_3
     + Buying consumer products | AT5\_4
     + Getting a new pet | AT5\_5
     + Going hunting or fishing | AT5\_6
     + Going to dog or horse races | AT5\_7
     + Voting for a political candidate | AT5\_8
  2. **Has your concern for animals ever caused you to do any of the following? Please mark “yes” only if your motive was animal welfare or protection.**
  + *Randomized list; Scale: Yes; No; Do not know*
  + Adopt an animal from a shelter | AT6\_1
  + Boycott a store or a product | AT6\_2
  + Buy meat or dairy products labeled “humane” | AT6\_3
  + Buy products labeled as “not tested on animals” | AT6\_4
  + Sign a petition for an animal cause | AT6\_5
  + Spay or neuter your pet | AT6\_6
  + Vote for an animal-friendly candidate | AT6\_7
  + Vote for an animal-friendly law or initiative | AT6\_8
  1. **In the past three months, how often have you talked about or heard someone talking about animal protection, including animal rights and/or animal welfare? Please include any personal discussions, items heard on the news, issues read about in magazines, etc.** | AT7
     + Frequently (i.e., daily or almost daily)
     + Occasionally (i.e., weekly or monthly)
     + Rarely (i.e., once or twice)
     + Not at all
  2. **How knowledgeable do you feel about issues that affect the welfare of animals in the following circumstances?** 
     + *Randomized list; Scale; Very knowledgeable; Somewhat knowledgeable; Not very knowledgeable; Not at all knowledgeable; Do not know*
  + Animals in circuses and rodeos | AT8\_1
  + Animals in laboratories | AT8\_2
  + Animals in zoos and aquariums | AT8\_3
  + Animals in pounds and shelters | AT8\_4
  + Animals kept as companions or pets | AT8\_5
  + Animals raised for food | AT8\_6
  + Endangered species | AT8\_7
  + Horses and dogs used in racing | AT8\_8
  + Wildlife on public lands | AT8\_9
  1. **How important to you is the welfare and protection of animals in each of the following situations?** 
     + *Randomized list; Scale: Very important; Somewhat important; Not very important; Not at all important; Do not know*
  + Animals in circuses and rodeos | AT9\_1
  + Animals in laboratories | AT9\_2
  + Animals in pounds and shelters | AT9\_3
  + Animals in zoos and aquariums | AT9\_4
  + Animals kept as companions or pets | AT9\_5
  + Animals raised for food | AT9\_6
  + Endangered species | AT9\_7
  + Horses and dogs used in racing | AT9\_8
  + Wildlife on public lands | AT9\_9
  1. **How important is it that schools and teachers (Kindergarten-12 and college level) incorporate humane education, including animal welfare topics, into their lessons?** | AT10
     + Very important
     + Somewhat important
     + Not very important
     + Not at all important
     + Do not know
  2. **Social and political movements use a variety of tactics to create change for their issues. In general, how much do you support or oppose each of the following tactics?** 
     + *Randomized list; Scale: Strongly support; Somewhat support; Somewhat oppose; Strongly oppose; No opinion; Do not know*
     + Anti-cruelty investigations | AT11\_1
     + Calling for product boycotts | AT11\_2
     + Demonstrating or protesting | AT11\_3
     + Filing lawsuits to protect animals | AT11\_4
     + Lobbying government officials | AT11\_5
     + Speaking in schools | AT11\_6
     + State ballot initiatives | AT11\_7
     + Using media to reach the public | AT11\_8
  3. **Regardless of your personal opinion about the animal protection movement, how much of an impact do you think it has had on our nation’s policies? Please include any impact on federal and state laws and regulations, as well as corporate policies.** | AT12
     + Significant impact
     + Moderate impact
     + Very little impact
     + No impact
     + Do not know
  4. **Do you think that laws protecting animals from inhumane treatment are adequate or inadequate for each of the following kinds of animals?**
  + *Randomized list; Scale: Adequate; Not adequate; Do not know*
  + Animals in circuses and rodeos | AT13\_1
  + Animals in laboratories | AT13\_2
  + Animals in pounds and shelters | AT13\_3
  + Animals in zoos and aquariums | AT13\_4
  + Animals kept as companions or pets | AT13\_5
  + Animals raised for food | AT13\_6
  + Endangered species | AT13\_7
  + Horses and dogs used in racing | AT13\_8
  + Wildlife on public lands | AT13\_9
  1. **Would you support or oppose a law requiring that farm animals including pigs, cows, and chickens are provided with enough space to behave naturally?** | AT14
  + Strongly support
  + Somewhat support
  + Somewhat oppose
  + Strongly oppose
  + Do not know
  1. **Do you agree or disagree with each of the following statements?**
  + *Randomized list; Scale: Agree; Disagree; No opinion; Do not know*
  + Some animals are capable of thinking and feeling emotions | AT15\_1
  + Buying clothes made of real animal fur is ethically acceptable | AT15\_2
  + Dissecting animals is a vital way for students to learn about anatomy | AT15\_3
  + Farm animals deserve the same consideration as pets and other animals | AT15\_4
  + People have an obligation to avoid harming all animals | AT15\_5
  + Protecting endangered or threatened species should be a global priority | AT15\_6
  + Research on animals is necessary for medical advancement | AT15\_7
  + Using animals for food is necessary for human survival | AT15\_8
  1. **Do you personally support or oppose the animal protection movement’s goal to minimize and eventually eliminate all forms of animal cruelty and suffering?** | AT16
     + Strongly support
     + Somewhat support
     + Somewhat oppose
     + Strongly oppose
     + Do not know

**Variables Appended from Panel**

Age | AGE

Education level | EDUC

Race/ethnicity | ETHNIC

Gender | GENDER

Household head (yes/no) | HHHEAD

Household size | HHSIZE

Housing type | HOUSING

Household income | HHINCOME

Marital status | MARITAL

MSA status (metro/non-metro) | MSA

Region | REG4

Ownership status of living quarters | RENT

Number of household members by age range | HHAGE1-5

Current employment status | WORK

Household internet access | INTERNET

Pet ownership (specific animals and yes/no) | PET\_CAT, PET\_DOG, etc.; PET\_ALL