Last Chance for Animals Study
June 2020

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This study was conducted on June 2nd and 4th, 2020, among a sample of 1,042 respondents who are residents of Ontario and part of Maru/Blue's research panel. The study was conducted through online surveys. A probabilistic sample of a similar size would have a margin of error of plus or minus 3%, 19 times out of 20.

Where and how is the study conducted?

The study included respondents from an online panel of Canadians,18 years of age or older. The sample is weighted to regional, age and gender demographics, as per Statistics Canada.
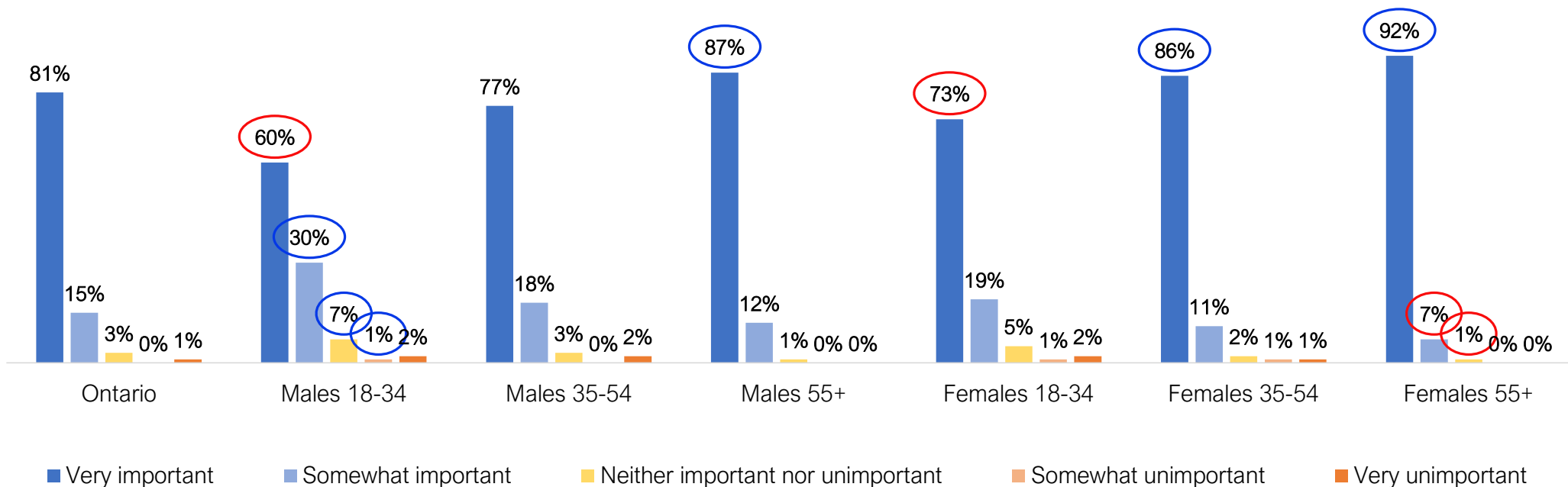
Stats Testing:

◯ Significantly higher than Canada

◯ Significantly lower than Canada

CAMPAIGN RESEARCH

Risk of getting foodborne illness from meat - Age and Gender

Analysis

◯ Significantly higher than Ontario
◯ Significantly lower than Ontario

Legend:
- ■ Yes there is a strong connection
- ■ Yes there is a some connection
- ■ I'm not sure if there is a connection
- ■ No there is very little connection
- ■ No there is definitely no connection

	Ontario	Males 18-34	Males 35-54	Males 55+	Females 18-34	Females 35-54	Females 55+
Yes there is a strong connection	45%	42%	44%	41%	42%	51%	49%
Yes there is a some connection	35%	36%	37%	42%	32%	31%	31%
I'm not sure if there is a connection	16%	17%	16%	12%	23%	15%	17%
No there is very little connection	3%	3%	3%	4%	2%	3%	2%
No there is definitely no connection	1%	2%	1%	1%	1%	1%	1%

IS2 - Do you believe there is a connection between the conditions animals are raised in hygiene, sanitation, the presence of contamination and the risk of getting foodborne illness from meat? n = 1042

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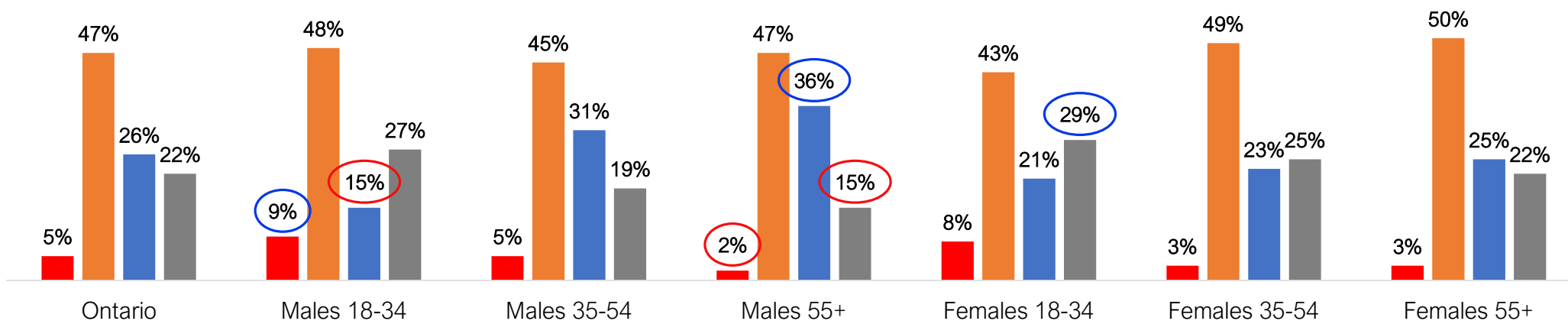Hygiene of family farms - Age and Gender

Analysis

Significantly higher than Ontario
Significantly lower than Ontario

Ontario: 5%, 47%, 26%, 22%
Males 18-34: 9%, 48%, 15%, 27%
Males 35-54: 5%, 45%, 31%, 19%
Males 55+: 2%, 47%, 36%, 15%
Females 18-34: 8%, 43%, 21%, 29%
Females 35-54: 3%, 49%, 23%, 25%
Females 55+: 3%, 50%, 25%, 22%

■ The hygiene is generally terrible ■ The hygiene varies very much depending on the farm ■ The hygiene is generally very good ■ Don't know/No answer

IS3 - When it comes to the hygiene of family farms in Ontario that raise animals for food which view is closest to your own: n = 1042

Hygiene of large corporate farms - Age and Gender

Analysis

Significantly higher than Ontario
Significantly lower than Ontario

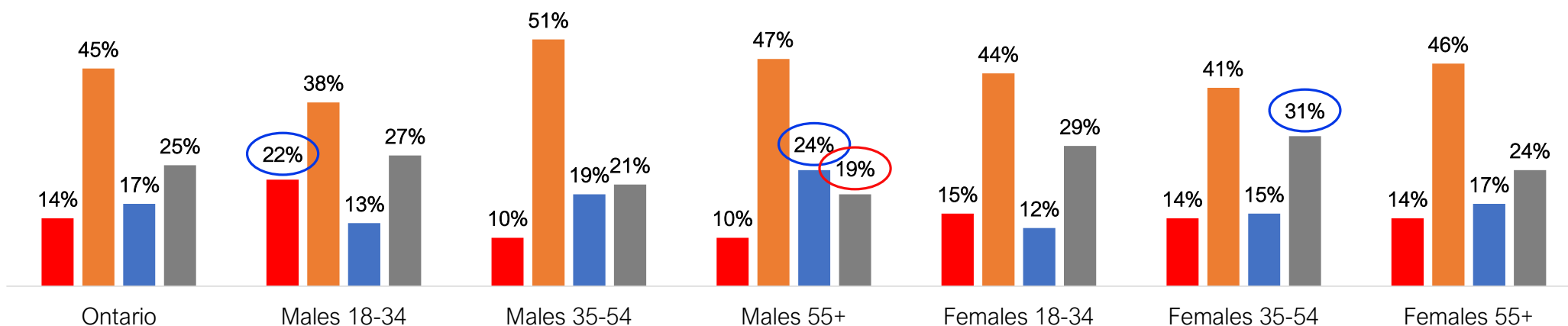|	Ontario	Males 18-34	Males 35-54	Males 55+	Females 18-34	Females 35-54	Females 55+
The hygiene is generally terrible	14%	22%	10%	10%	15%	14%	14%
The hygiene varies very much depending on the farm	45%	38%	51%	47%	44%	41%	46%
The hygiene is generally very good	17%	13%	19%	24%	12%	15%	17%
Don't know/No answer	25%	27%	21%	19%	29%	31%	24%

■ The hygiene is generally terrible ■ The hygiene varies very much depending on the farm ■ The hygiene is generally very good ■ Don't know/No answer

CAMPAIGN RESEARCH

IS4 - When it comes to the hygiene of large corporate farms in Ontario that raise animals for food which view is closest to your own: n = 1042

Importance of animals raised in hygenic farms - Age and Gender
Analysis

IS5 - How important is it to you that animals raised for food on farms are raised in hygienic conditions? n = 1042

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Views on sanitation of meat processing plants - Age and Gender

Analysis

Significantly higher than Ontario
Significantly lower than Ontario
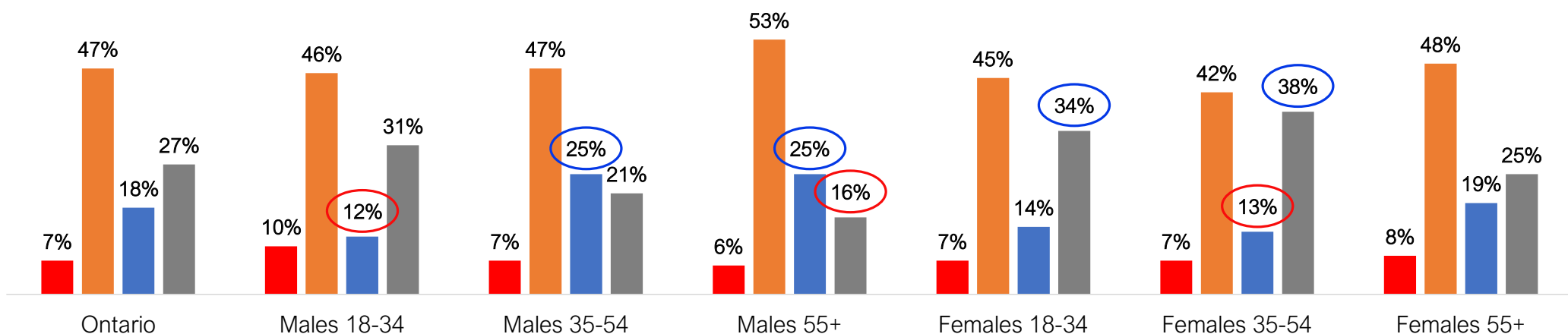
Legend:
- The sanitation is generally terrible
- The sanitation varies very much depending on the plant
- The sanitation is generally very good
- I don't know/No answer

Data by group:

Ontario: 7%, 47%, 18%, 27%

Males 18-34: 10%, 46%, 12%, 31%

Males 35-54: 7%, 47%, 25%, 21%

Males 55+: 6%, 53%, 25%, 16%

Females 18-34: 7%, 45%, 14%, 34%

Females 35-54: 7%, 42%, 13%, 38%

Females 55+: 8%, 48%, 19%, 25%

Importance of meat processed in sanitary conditions - Age and Gender

Analysis

Significantly higher than Ontario
Significantly lower than Ontario

Ontario
79%
15%
5%
1% 1%

Males 18-34
59%
24%
12%
3% 3%

Males 35-54
77%
16%
5%
0% 1%

Males 55+
82%
14%
3%
1% 1%

Females 18-34
66%
24%
9%
1% 0%

Females 35-54
83%
13%
4%
1% 1%

Females 55+
96%
3%
0% 0% 1%

■ Very important   ■ Somewhat important   ■ Neither important nor unimportant   ■ Somewhat unimportant   ■ Very unimportant
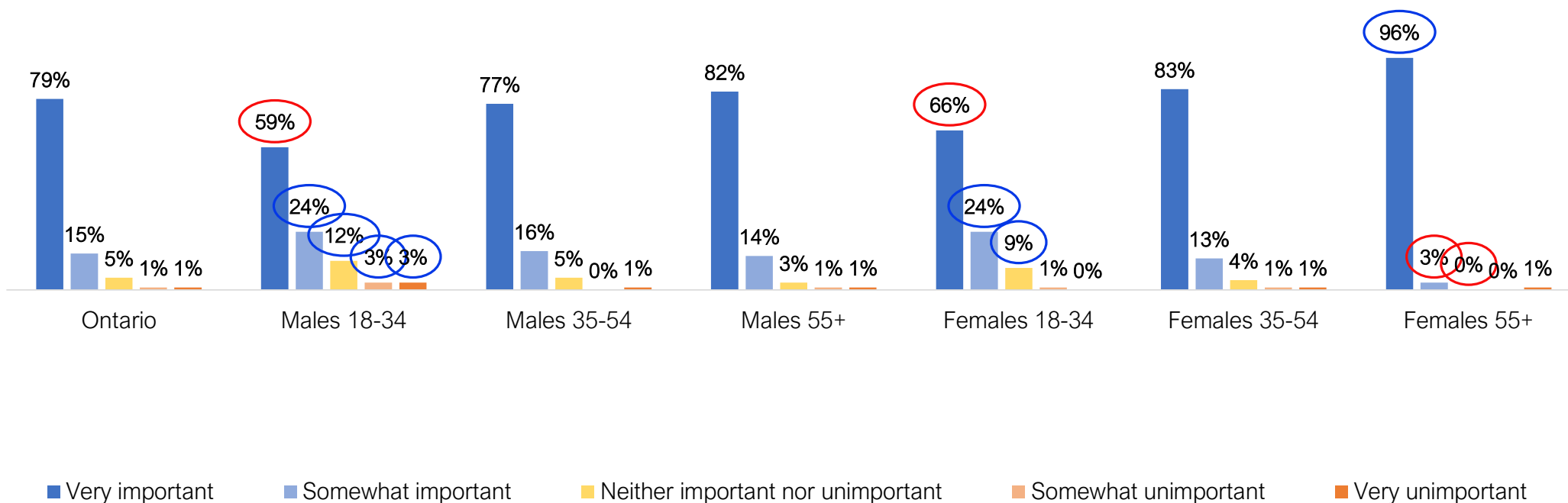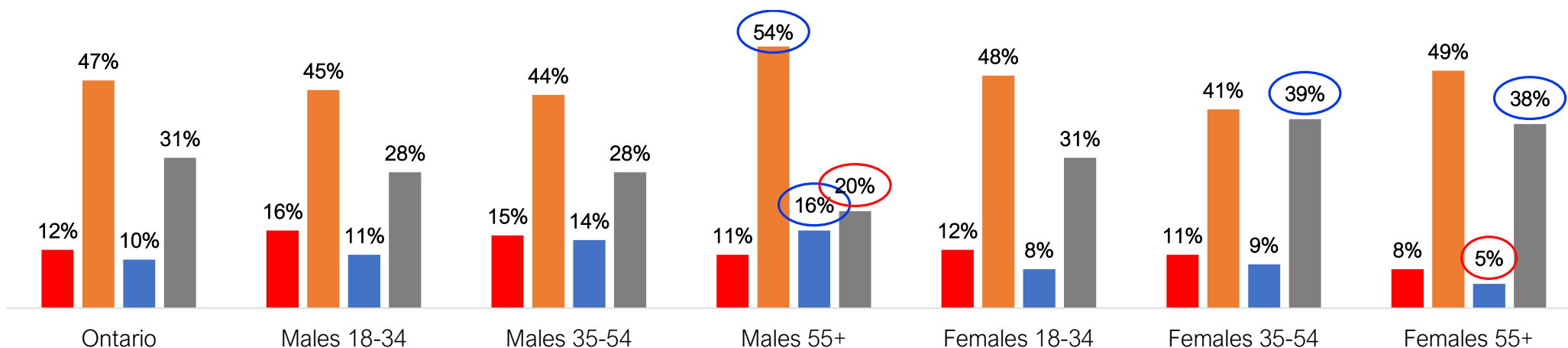
Views regarding whistleblowing by workers - Age and Gender

Analysis

Significantly higher than Ontario
Significantly lower than Ontario

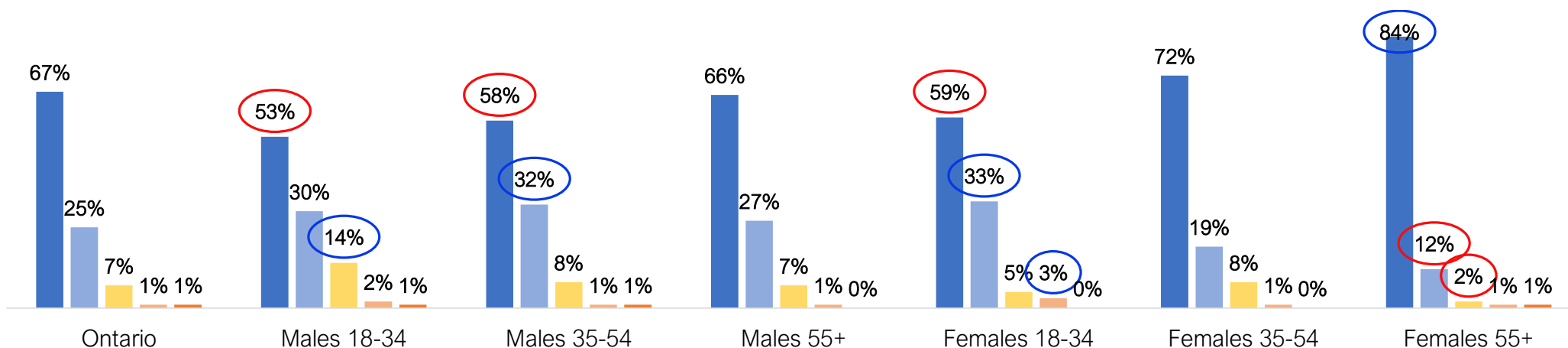|	Ontario	Males 18-34	Males 35-54	Males 55+	Females 18-34	Females 35-54	Females 55+
Very important	72%	57%	70%	73%	63%	80%	83%
Somewhat important	20%	27%	19%	23%	23%	15%	15%
Neither important nor unimportant	6%	11%	8%	3%	12%	4%	1%
Somewhat unimportant	1%	4%	1%	1%	1%	1%	1%
Very unimportant	1%	2%	2%	0%	1%	0%	0%

■ Very important   ■ Somewhat important   ■ Neither important nor unimportant   ■ Somewhat unimportant   ■ Very unimportant

CAMPAIGN RESEARCH

IS10 - How important is it to you that workers in meat processing plants, who are experiencing poor working conditions, be able to speak out, whistleblow, videotape, report about poor working conditions? n = 1042

Concerned that unhygienic practices - Age and Gender

Analysis

Significantly higher than Ontario
Significantly lower than Ontario
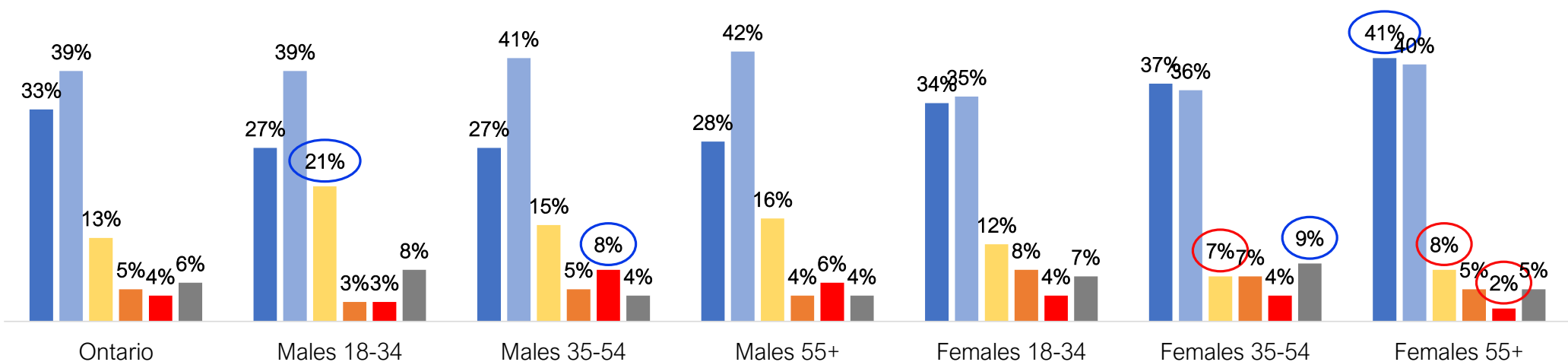
	Very concerned	Somewhat concerned	Neither concerned nor unconcerned	Somewhat unconcerned	Not concerned at all	Don't know/No answer
Ontario	33%	39%	13%	5%	4%	6%
Males 18-34	27%	39%	21%	3%	3%	8%
Males 35-54	27%	41%	15%	5%	8%	4%
Males 55+	28%	42%	16%	4%	6%	4%
Females 18-34	34%	35%	12%	8%	4%	7%
Females 35-54	37%	36%	7%	7%	4%	9%
Females 55+	41%	40%	8%	5%	2%	5%

IS11 - Are you concerned that unhygienic practices or unsanitary conditions in the raising, handling, or processing of animals could lead to disease, such as COVID-19? n = 1042

Expose conditions for workers - Age and Gender

Analysis

Significantly higher than Ontario
Significantly lower than Ontario

Ontario: Yes 87%, No 4%, Not sure/No answer 9%
Males 18-34: Yes 75%, No 10%, Not sure/No answer 15%
Males 35-54: Yes 85%, No 5%, Not sure/No answer 10%
Males 55+: Yes 93%, No 3%, Not sure/No answer 4%
Females 18-34: Yes 80%, No 7%, Not sure/No answer 13%
Females 35-54: Yes 87%, No 2%, Not sure/No answer 11%
Females 55+: Yes 95%, No 1%, Not sure/No answer 4%

■ Yes   ■ No   ■ Not sure/No answer

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IS13 - Do you believe that it is important for whistleblowers to be able to expose conditions for workers on farms and meat processing plants? n = 1042

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Expose conditions for animals - Age and Gender

Analysis

Significantly higher than Ontario
Significantly lower than Ontario

	Yes	No	Not sure/No answer
Ontario	88%	4%	8%
Males 18-34	81%	10%	9%
Males 35-54	83%	5%	12%
Males 55+	93%	4%	3%
Females 18-34	85%	6%	9%
Females 35-54	88%	2%	10%
Females 55+	95%	1%	5%

■ Yes   ■ No   ■ Not sure/No answer

IS14 - Do you believe that it is important for whistleblowers to be able to expose conditions for animals on farms and meat processing plants? n = 1042

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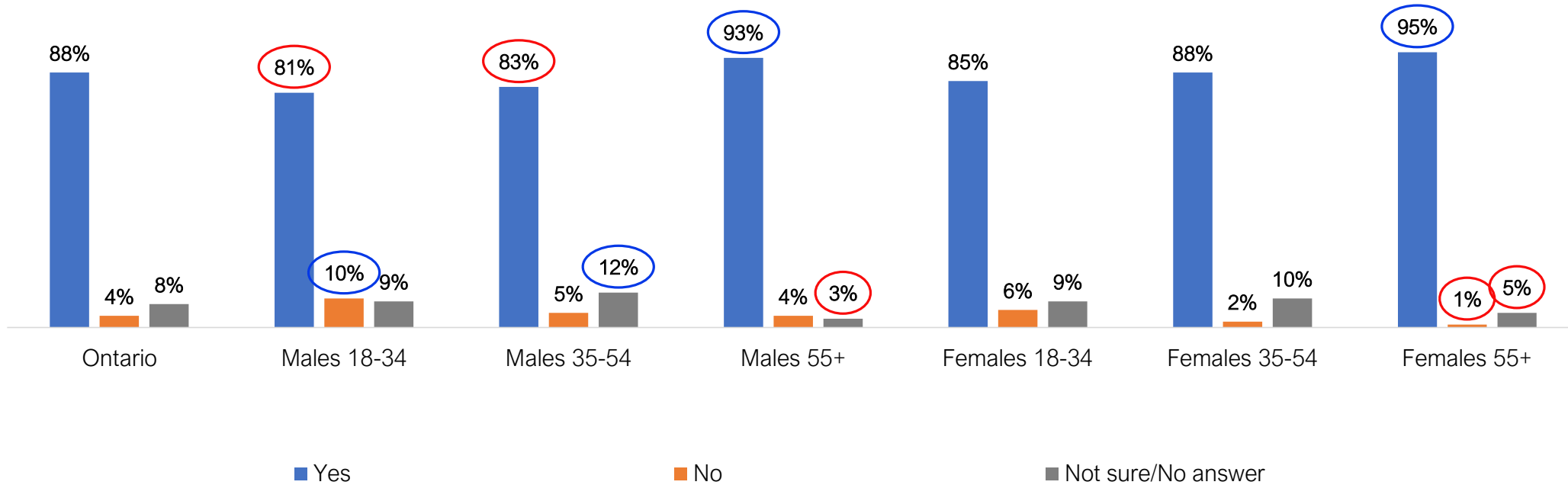
Expose conditions of processing plants - Age and Gender

Analysis

Significantly higher than Ontario
Significantly lower than Ontario

	Ontario	Males 18-34	Males 35-54	Males 55+	Females 18-34	Females 35-54	Females 55+
Yes	88%	80%	86%	94%	82%	87%	95%
No	5%	12%	6%	4%	7%	4%	1%
Not sure/No answer	7%	8%	9%	3%	11%	10%	3%

■ Yes   ■ No   ■ Not sure/No answer
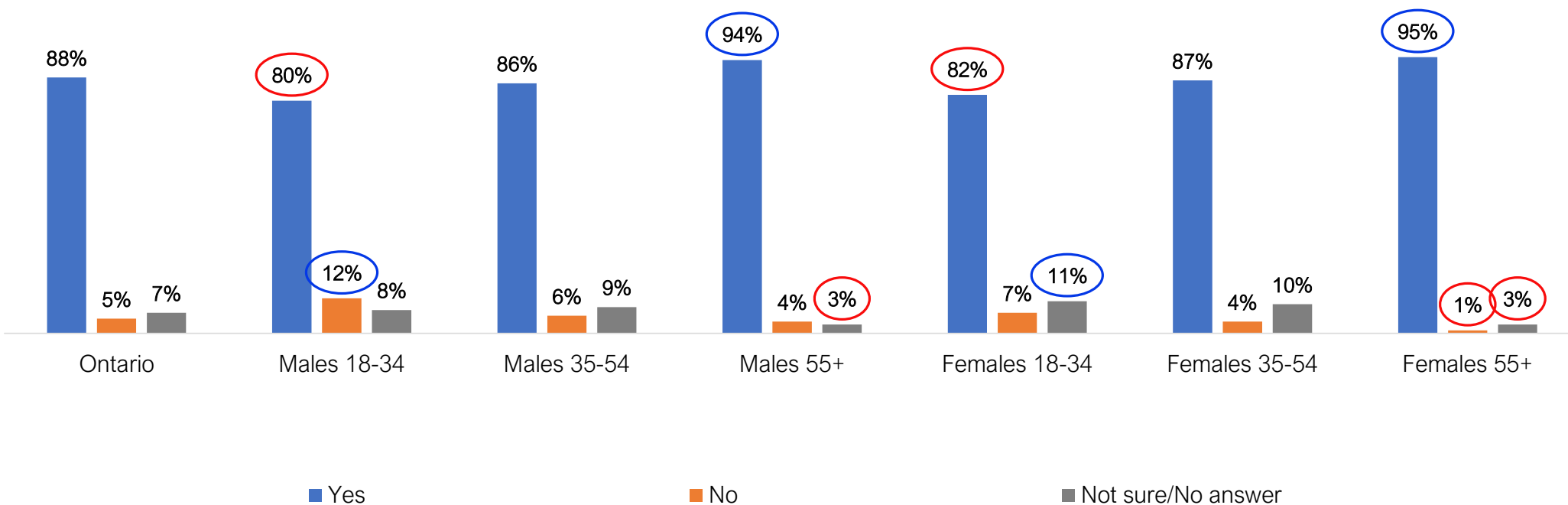
Agreement with making undercover investigations illegal - Decided Provincial Ballot

Analysis

Significantly higher than Ontario
Significantly lower than Ontario

Ontario: 12%, 18%, 22%, 22%, 27%

Doug Ford's Ontario PC Party: 17%, 23%, 24%, 20%, 17%

Steven Del Duca's Ontario Liberal Party: 6%, 19%, 20%, 25%, 30%

Andrea Horwath's Ontario NDP: 8%, 11%, 19%, 21%, 41%
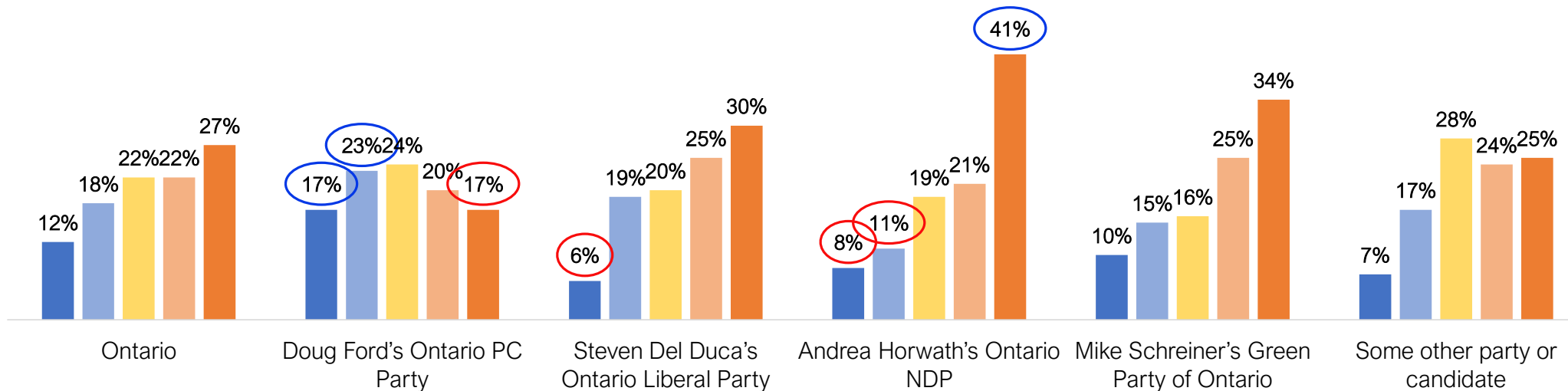
Mike Schreiner's Green Party of Ontario: 10%, 15%, 16%, 25%, 34%

Some other party or candidate: 7%, 17%, 28%, 24%, 25%

■ Strongly agree it should be made illegal ■ Somewhat agree it should be made illegal ■ Neither agree nor disagree
■ Somewhat disagree it should be made illegal ■ Strongly disagree it should be made illegal

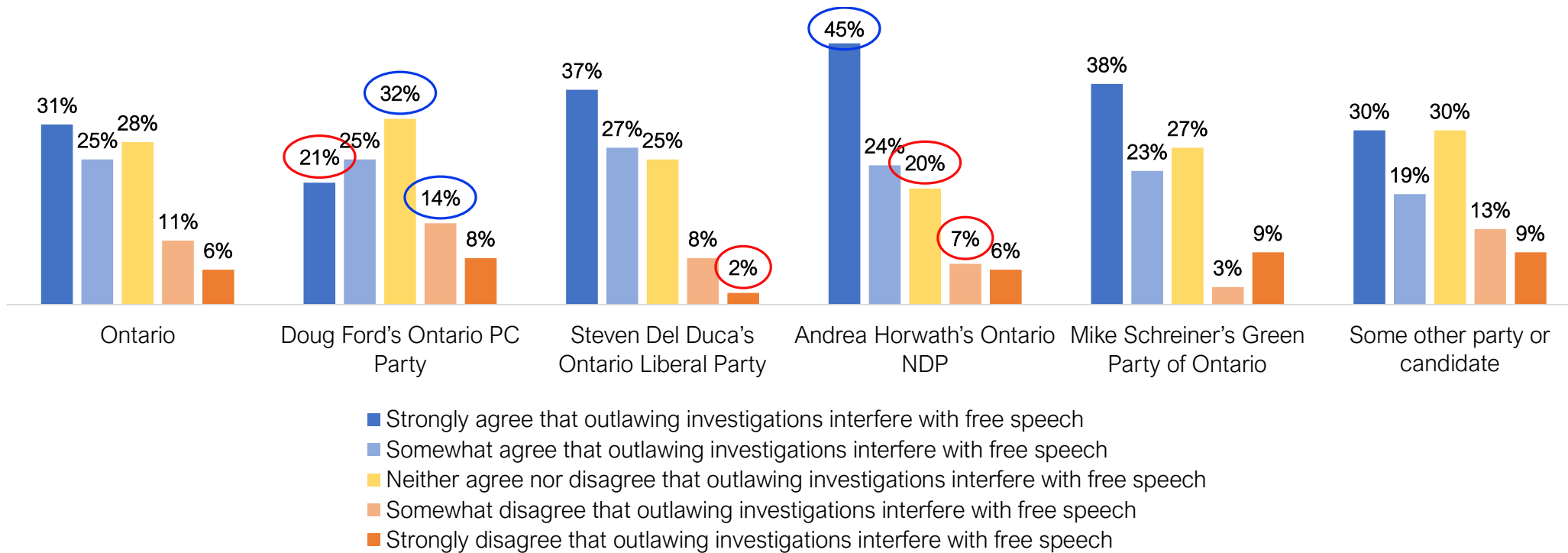campaignresearch.com | 1.800.363.4769   17

Agreement with outlawing undercover investigations interferes with free speech - Decided Provincial Ballot

Analysis

Significantly higher than Ontario
Significantly lower than Ontario

Ontario
- 31%
- 25%
- 28%
- 11%
- 6%

Doug Ford's Ontario PC Party
- 21%
- 25%
- 32%
- 14%
- 8%

Steven Del Duca's Ontario Liberal Party
- 37%
- 27%
- 25%
- 8%
- 2%

Andrea Horwath's Ontario NDP
- 45%
- 24%
- 20%
- 7%
- 6%

Mike Schreiner's Green Party of Ontario
- 38%
- 23%
- 27%
- 3%
- 9%

Some other party or candidate
- 30%
- 19%
- 30%
- 13%
- 9%

- ■ Strongly agree that outlawing investigations interfere with free speech
- ■ Somewhat agree that outlawing investigations interfere with free speech
- ■ Neither agree nor disagree that outlawing investigations interfere with free speech
- ■ Somewhat disagree that outlawing investigations interfere with free speech
- ■ Strongly disagree that outlawing investigations interfere with free speech
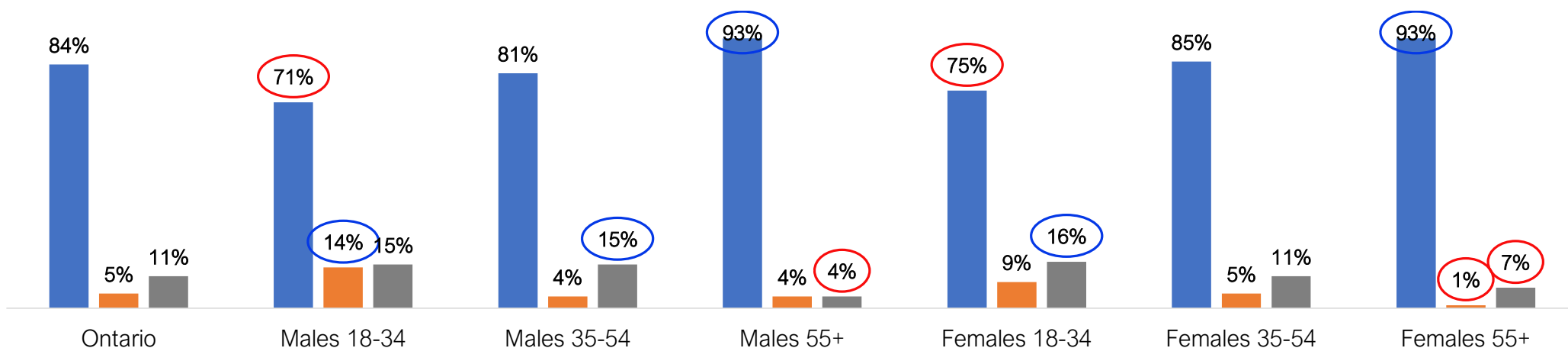
IS18 - Ontario's Bill 156 is similar to some laws passed in the United States. Judges in Idaho, Utah, Kansas, and Iowa have struck down laws similar to BIll 156 because they were found to unconstitutionally restrict free expression by outlawing undercover investigations. Do you agree that outlawing undercover investigations interferes with free speech? n = 1042

Public transparency in meat processing plants - Age and Gender

Analysis

Significantly higher than Ontario
Significantly lower than Ontario

	Ontario	Males 18-34	Males 35-54	Males 55+	Females 18-34	Females 35-54	Females 55+
Conditions in meat processing plants should be transparent to the public	84%	71%	81%	93%	75%	85%	93%
Conditions in meat processing plants should be private	5%	14%	4%	4%	9%	5%	1%
Don't know/No answer	11%	15%	15%	4%	16%	11%	7%

■ Conditions in meat processing plants should be transparent to the public ■ Conditions in meat processing plants should be private ■ Don't know/No answer

IS19 - Workers at meat processing plants have been particularly hard hit by COVID-19 with over a thousand cases across Canada. Is public transparency important in meat processing plants or should they be able to keep health concerns in meat processing plants private? n = 1042

Provincial Ballot - Diet

Analysis

Significantly higher than Ontario
Significantly lower than Ontario
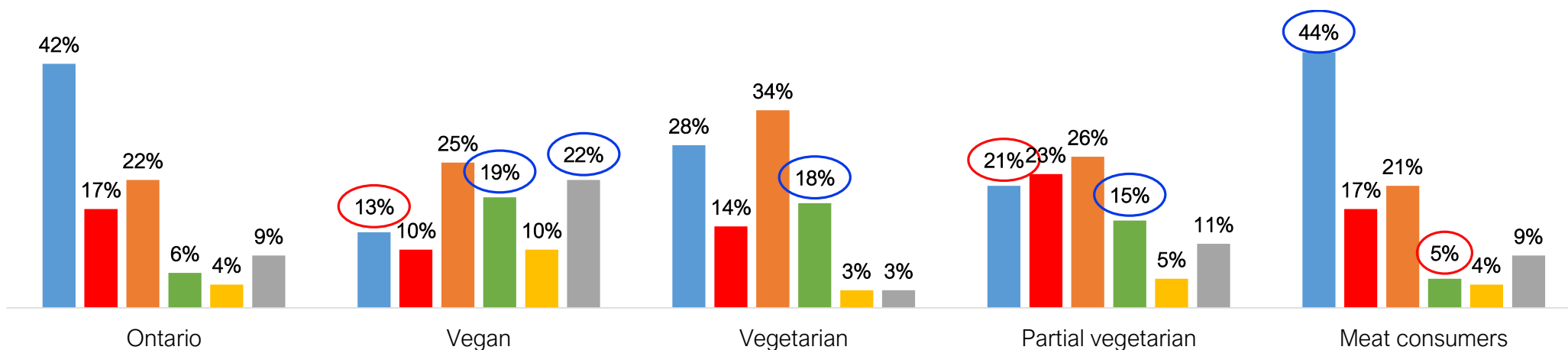
Legend:
- Doug Ford's Ontario PC Party
- Steven Del Duca's Ontario Liberal Party
- Andrea Horwath's Ontario NDP
- Mike Schreiner's Green Party of Ontario
- Some other party or candidate
- Would not vote

	Ontario	Vegan	Vegetarian	Partial vegetarian	Meat consumers
Doug Ford's Ontario PC Party	42%	13%	28%	21%	44%
Steven Del Duca's Ontario Liberal Party	17%	10%	14%	23%	17%
Andrea Horwath's Ontario NDP	22%	25%	34%	26%	21%
Mike Schreiner's Green Party of Ontario	6%	19%	18%	15%	5%
Some other party or candidate	4%	10%	3%	5%	4%
Would not vote	9%	22%	3%	11%	9%