

Report in Brief

This report summarizes results from the baseline survey of *Animal Tracker Australia*, a project funded by Voiceless and managed by the Humane Research Council. The baseline survey addresses a wide range of animal protection issues that are of interest to animal advocates, including awareness, knowledge, and perceived importance of different animal issues and support or opposition to different tactics and advocacy-related goals. Details about methodology are provided near the end of the report.

In summary, the survey found that Australians generally have favorable attitudes toward animals, although for most people these opinions do not necessarily result in animal-friendly behavior. Additionally, Australians have mixed attitudes regarding some animals including farmed animals and particularly kangaroos.



While Voiceless has provided financial assistance in connection with this Project, it does not necessarily endorse the views expressed nor does it guarantee the accuracy or completeness of the material provided

About Voiceless

Voiceless is an independent, non-profit think tank focused on raising awareness of animals suffering in factory farming and the kangaroo industry in Australia. Our vision is for a world in which animals are treated with respect and compassion. Voiceless derives reform and helps build the animal protection movement by offering grants and prizes, creating influential networks, promoting informed debate and conducting research exposing legalised cruelty. More at www.voiceless.org.au

About the Humane Research Council

The Humane Research Council empowers animal advocates with access to the research, analysis, and strategies that maximize their effectiveness to reduce animal suffering. HRC provides discounted consulting services and other resources exclusively for animal advocates, including many tools for smaller groups and individuals. More at www.humanereseach.org

Summary Points

Kangaroos: Most Australians do not know if the commercial kangaroo industry does enough to ensure that kangaroos do not suffer. However, Australians are just as likely to *oppose* a law prohibiting kangaroo slaughter as they are to support it and they are more likely to oppose ending the commercial kangaroo industry than to support doing so. This is despite the fact that 82% of Australians say the wellbeing of animals subject to a Government-authorized kill is important.

Live Export: The vast majority of Australians (86%) believe that the wellbeing of animals exported overseas for food is important. Additionally, they are more likely to say that current laws for exported animals are “inadequate” than to say they are “adequate.” In fact, of the various types of animals listed in the survey, animals subject to live export are considered the least protected. Australians are more likely to support a law prohibiting live export than they are to oppose it and nearly half (46%) of Australians support ending the practice of live export entirely.

Other Issues:

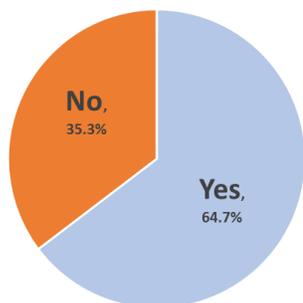
- ❖ Animal issues are not top-of-mind; a majority of Australians hears about or discusses animal-related issues only rarely or not at all.
- ❖ Substantial proportions of Australians consumed meat/dairy substitutes, donated to animal charities, and/or visited a zoo, aquarium, rodeo, or horse/dog race in the past year.
- ❖ Australians generally agree that animals are sentient and that people are obliged to avoid harming them, but they have mixed beliefs about kangaroos and farmed animals.
- ❖ Most Australians consider themselves at least somewhat aware of various animal issues and most also consider the wellbeing of animals to be very important.
- ❖ Half of Australians think incorporating humane education into schools is very important.
- ❖ Concern for animals has caused a majority of Australians to buy meat/dairy products with humane labels, buy products labelled “not tested on animals,” and to spay/neuter their companion animals.
- ❖ Most Australians support a variety of advocacy tactics, with the most support for lobbying and the least support for lawsuits and protests.
- ❖ A *minority* of Australians believes that current laws are inadequate for all of the types of animals listed in the survey (though many say they “do not know”).
- ❖ Australian households most frequently eat chicken and beef and are regular consumers of both eggs and dairy products; 1.5% of households are vegetarian or vegan.
- ❖ Australians clearly support a law requiring minimal space for farmed animals. Most Australians also support various proposals for animals, with the exception of prohibiting the forced impregnation of dairy cows and ending the commercial kangaroo industry.
- ❖ Australians believe that the most credible sources of information about animals are NGOs authorised to inspect and enforce animal legislation, as well as farmers and agriculturalists. Animal protection groups and academics/scientists are also highly credible.

Implications for Australian Animal Advocates

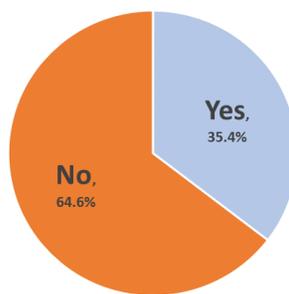
- ❖ **Australia has a kangaroo perception problem.** While this may be unsurprising, especially to Australian animal advocates, this survey underscores the perception problem and provides hard data on the support for—and opposition to—the commercial kangaroo slaughter. There is ambivalence among Australians regarding kangaroos and there is substantial support for the commercial kangaroo industry. Specifically, most Australians think that the industry does enough to prevent kangaroos from suffering, and there is more opposition to a proposed law against the commercial kangaroo slaughter than there is support for such a law. These attitudes present significant challenges for Australia’s kangaroo advocates, although large proportions of Australians are neutral on the issue. This suggests there is an opportunity to continue shaping public opinion to improve attitudes toward kangaroos.
- ❖ **Attitudes do not match behaviour when it comes to farmed animals.** Most Australians think that farmed animals deserve the same protections as companion animals and nine in ten say the wellbeing of farmed animals is important. However, similar to the U.S., only 1.5% of Australian households are vegetarian or vegan and there appears to be more interest in reducing rather than abstaining from animal products. Support for improving conditions for farmed animals is high, including providing minimal space for pigs, cows, and chickens and requiring outdoor access for pigs and hens.

Substantial proportions of Australians are also consuming meat and dairy substitutes and products labelled “free range” or “humane.” Compared with the U.S., Australian households eat more chicken and less turkey or pork. Australia’s farmed animal advocates need to capitalize on the widespread support for incremental improvements while also encouraging more people to abstain from animal products entirely. This will need to include addressing the widespread belief that using animals for food is necessary for human survival, an attitude shared by more than two-thirds of Australian adults.

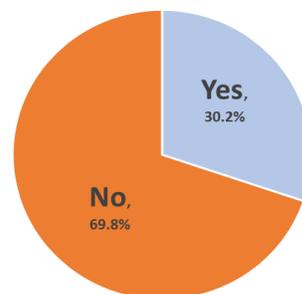
BOUGHT “HUMANE” OR “FREE-RANGE” PRODUCTS *



CONSUMED MEAT ALTERNATIVE



CONSUMED DAIRY ALTERNATIVE



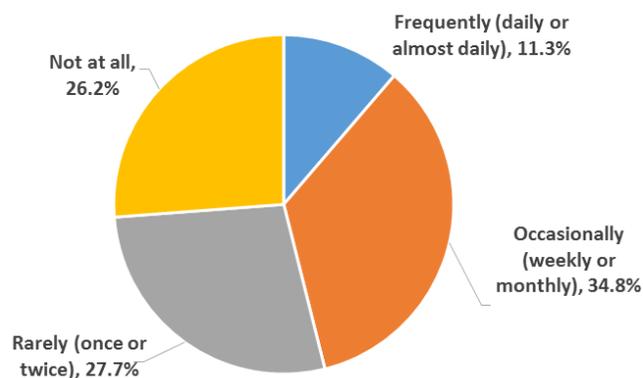
* After removing “do not know” responses

- ❖ **Animal advocates can be effective spokespeople.** Encouragingly, a strong majority of Australians believes that animal protection/advocacy groups have moderate or significant credibility. The most credible source (according to four-fifths of respondents) were NGOs authorised to inspect and enforce animal legislation. Utilizing the RSPCA, the Animal Welfare League, and similar groups as lead agencies may increase credibility with the public. Additionally, there is significant support for all the various tactics listed in the survey. This indicates that advocates who engage in these tactics need not be particularly concerned that doing so will damage their reputation with a large segment of the general public.

- ❖ **Other important implications:**
 - The vast majority of Australians agree that animals are capable of thinking and feeling emotions. Given the strong level of support for this statement, animal advocates may find it useful to emphasize the intellectual and emotional lives of animals when making their case to the general public. This may prove especially useful for animals with which Australians are less familiar, including farmed animals, laboratory animals, and animals subject to a government authorised kill.
 - Relatively few Australians believe that current laws intended to protect the wellbeing of animals are adequate, with large proportions saying they do not know. This may mean that many Australians are primed to support such laws in the near future. When coupled with the strong support for the tactic of lobbying government officials, it seems that there may be opportunity to gain wide public support for new animal protection legislation, if the political climate allows.
 - There is a surprisingly strong level of support for products not tested on animals and most Australians indicate that their concern for animals has prompted them to buy products labelled as not tested on animals. However, awareness about laboratory animals is relatively low. Increased public education could help make consumption of cruelty-free products a widespread habit.
 - Awareness and concern for the wellbeing of animals was lowest for those who are subject to a government authorised kill. Australians need to be persuaded that the wellbeing of these animals is also important, perhaps through a combination of public education and identifying humane alternatives for living with animals considered by many to be “pests.”

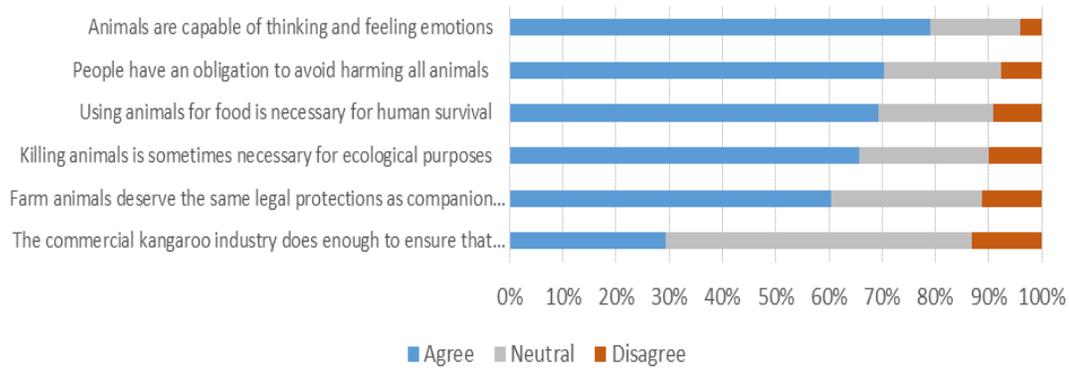
Results by Topic

- ❖ **Discussion** – Approximately one in ten Australian adults (11%) say they have “frequently” talked about or heard someone talking about animal advocacy or related issues in the past three months. Additionally, more than a third of respondents (35%) say they have “occasionally” done so. By comparison, just over a fourth of respondents (28%) say they have only “rarely” talked about or heard someone talking about animal advocacy, and 26% say they have not participated in or heard any discussion of animal-related topics over the past three months. These results are almost identical to the most recent U.S. Animal Tracker data (2012).

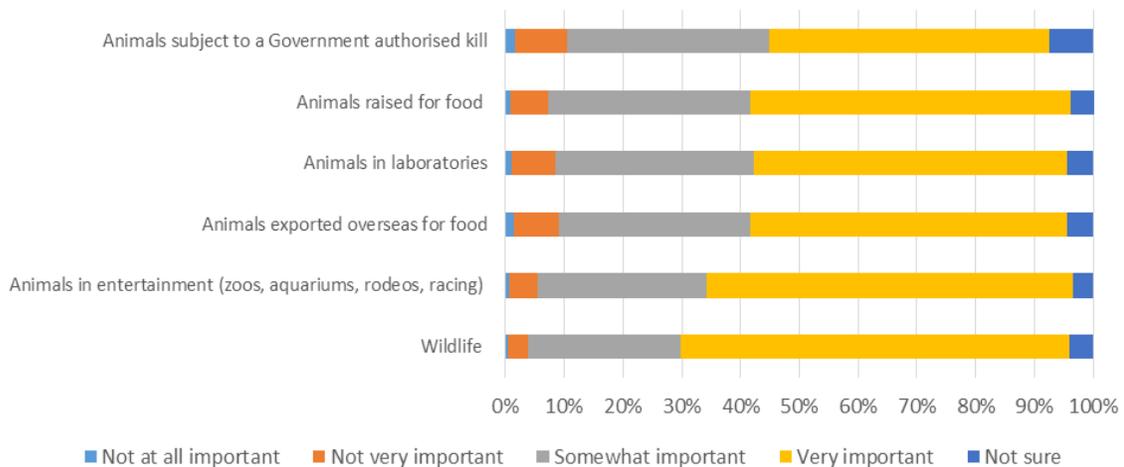


- ❖ **Recent Behaviour** – When asked what animal-related activities they had engaged in during the past year, Australians most commonly “visited a zoo, aquarium, rodeo, or horse/dog race” (42% of respondents). This was closely followed by the proportion that had consumed a meat alternative (35%) and/or consumed a dairy alternative (30%); additionally, 28% say they donated to an “animal protection/advocacy group.” Slightly more respondents said they “bought” a companion animal (11%) compared to those who “adopted” one (7%). Lastly, only 4% of Australian adults slaughtered an animal for food. The most recent comparable data for the U.S. (2011) shows more companion animal adopters and fewer buyers in the U.S., but a much larger proportion of Australians say they donate to animal causes.
- ❖ **Statements About Animals** – Respondents were asked to agree or disagree with statements relating to different animal topics. Two pro-animal statements received high agreement rates: “animals are capable of thinking and feeling emotions” (79% agree) and “people have an obligation to avoid harming all animals” (70% agree). However, there was also widespread agreement with the statements, “using animals for food is necessary for human survival” (69% agree) and “killing animals is sometimes necessary for ecological purposes” (66% agree). The two remaining statements included “farm animals deserve the same legal protections as companion animals” (60% agree) and “the commercial kangaroo industry does enough to ensure that kangaroos do not suffer” (29% agree). The proportion of respondents who said they were “neutral” about these statements ranged from 17% to 28%, except for the kangaroo statement. Interestingly, a majority of Australian adults (58%) are “neutral” about this statement, showing a conflicted (and potentially under-informed) opinion of commercial kangaroo slaughter. See the chart on the following page.

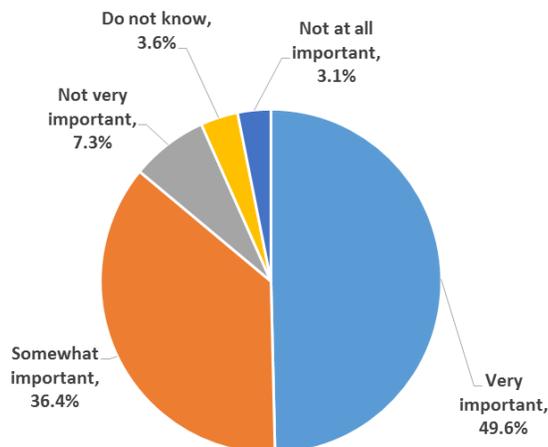
CHART: STATEMENTS ABOUT ANIMALS



- ❖ **Awareness** – Of the types of animals listed in the survey, adults in Australia consider themselves most aware (“very” or “somewhat”) of animals raised for food (78%), wildlife (77%), and animals in entertainment (76%). Respondents report slightly less awareness of animals exported overseas for food (71%), somewhat less awareness of animals in laboratories (61%), and significantly less awareness of animals subject to a government authorised kill (55%). For this question, those saying they are “not sure” was minimal, ranging from 3% to 5%.
- ❖ **Animal Wellbeing** – In addition to awareness, respondents were asked about the importance of the wellbeing of animals in different situations. For all animals listed in the survey, at least 82% of Australian adults think that the animals’ wellbeing is very or somewhat important. There is slightly more importance placed on wildlife and animals used in entertainment, and slightly less importance placed on animals subject to a government authorised kill. For this question, those saying they are “not sure” was minimal, ranging from 3% to 7%.

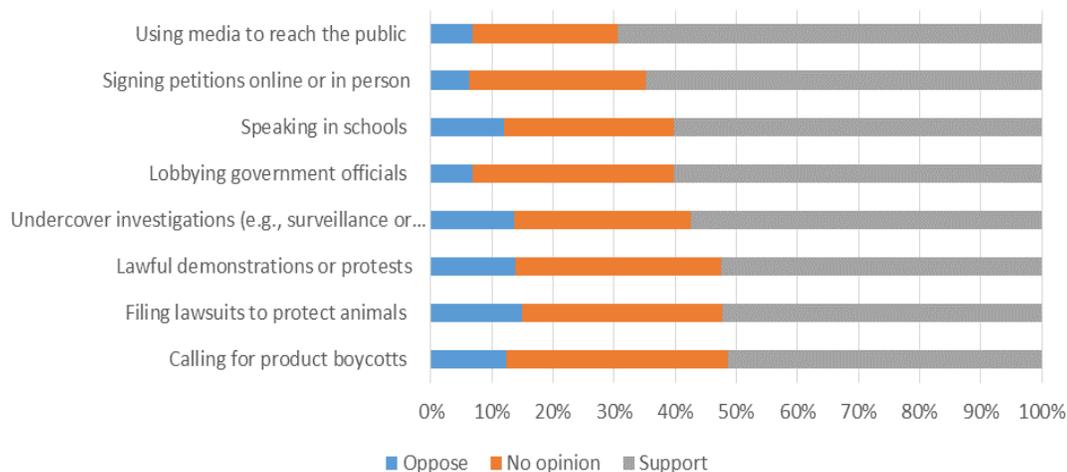


- ❖ **Humane Education** – People in Australia have a strong belief in humane education. The vast majority of respondents (86%) said that incorporating humane education into primary and secondary schools is very or somewhat important (50% of all respondents said it is “very” important). By comparison, only 10% said that it is “not very” or “not at all” important. In general, Australians show significantly stronger support for humane education than U.S. survey respondents, though there are slight differences in question wording.



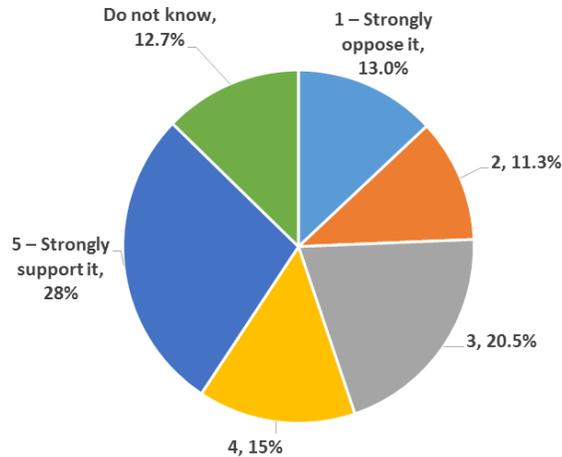
- ❖ **Past Behaviour** – When asked which actions they had taken out of a concern for animal welfare, majorities of respondents said that they had purchased meat or dairy products labelled as “free range” or “humane” (61%), purchased products labelled as “not tested on animals” (57%), and/or spayed or neutered their companion animal (51%). Slightly fewer respondents say they have signed a petition for an animal cause (46%). All other responses were selected by a minority, including having adopted an animal from a shelter/pound (30%), boycotted a store or brand (25%), voted for an animal-friendly candidate (21%), and/or refrained from buying meat/dairy products (17%). Where comparable wording is available, the results indicate that Australians are considerably more animal-friendly in their behaviour than U.S. adults.
- ❖ **Tactics** – Survey respondents are generally supportive of all of the tactics listed in the survey, although nearly a third of Australian adults say they have “no opinion” of these tactics, on average. When people without an opinion are removed, at least 78% of the remaining respondents support each of the tactics described. There is slightly more support for using media to reach the public (91% support), signing petitions (91%), and lobbying government officials (90% support). There was slightly more *opposition* to filing lawsuits (22% oppose) and protests/demonstrations (21% oppose). There is also some opposition to undercover investigations (19% oppose) and calling for product boycotts (19% oppose). Australians are generally more supportive of the listed tactics than are people in the U.S. Also see the chart on the following page.

CHART: SUPPORT FOR DIFFERENT TACTICS

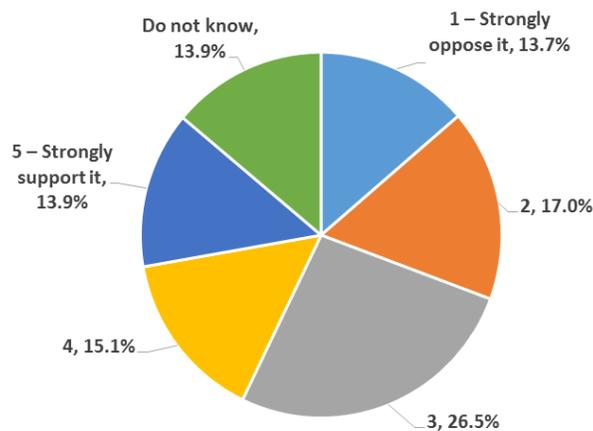


- ❖ **Animal Laws** – Respondents were also asked if they think that current laws in place for various animals are “adequate” or “inadequate.” On average, almost a third of respondents (31%) said that they do not know if current laws are adequate or not. The remaining respondents were more likely to think that laws are adequate for most animals. This is most true of animals in entertainment, where twice as many people think laws are adequate, but also for wildlife, animals raised for food, and animals subject to a government authorised kill. The only issue where more people said laws are inadequate was for animals exported overseas for food; only 28% of respondents think that laws for these animals are adequate, while 44% say they are inadequate. Opinion is evenly divided for laboratory animals (32% say adequate, 32% say inadequate). These results are relatively consistent with the U.S. Animal Tracker, though Australians are more likely to think that current laws are adequate.
- ❖ **Diet** – The survey captured frequency of consumption for a basic list of animal products. The vast majority of respondents say their household eats chicken frequently or occasionally (82%), while nearly three-fourths (72%) say they eat beef with the same frequency. By comparison, far fewer households eat fish/shellfish (48% frequently/occasionally), pork (33% frequently/occasionally), and turkey (only 10% frequently/occasionally). Consumption of eggs and dairy is very high; 95% say they consume dairy products frequently/occasionally and 82% say they consume eggs frequently/occasionally. Derived from this basic (and incomplete) list of animal products, the results suggest that approximately 1.5% of Australian households are vegetarian, including 0.5% of households that are vegan.
- ❖ **Confinement** – Australian adults are very much in support of a law requiring that farmed animals are given enough space to “exhibit their natural behaviours.” Specifically, three-fourths of respondents (75%) say they would support such a law, while 14% responded with a “3” on a scale of 1-5, suggesting they would neither support nor oppose such a law. Only 5% of respondents say they would oppose the anti-confinement law, which is lower than the proportion saying they do not know if they would support it or not (6%). Comparable results from the U.S. are outdated (from 2008); the findings are relatively consistent, though Australians are slightly more likely to support an anti-confinement law.

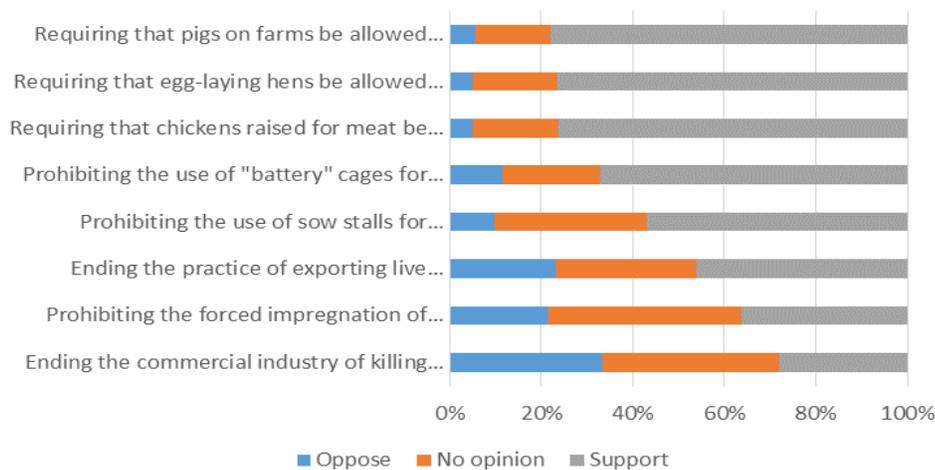
- ❖ **Live Export** – Survey respondents are less supportive of a law prohibiting the transport of animals overseas for slaughter. Just over four in ten respondents (42%) would support such a law, while 20% of respondents are neutral (rating of “3”). By contrast, about a fourth of respondents (24%) would oppose a law against live export. This question was met with ambivalence by a large segment of Australians, possibly because of the use of “prohibit,” a strong term. About one in eight respondents (13%) said that they do not know if they would support such a law.



- ❖ **Kangaroos** – Australian adults are least supportive of a law prohibiting the commercial slaughter of kangaroos and in fact are equally likely to oppose such a law. Less than a third of survey respondents (29%) would support such a law, while more than a fourth of Australian adults (26%) are neutral (rating of “3”). By contrast, nearly a third (31%) say they would oppose a kangaroo slaughter law. A substantial one in seven respondents (14%) said they do not know if they would support or oppose such a law.

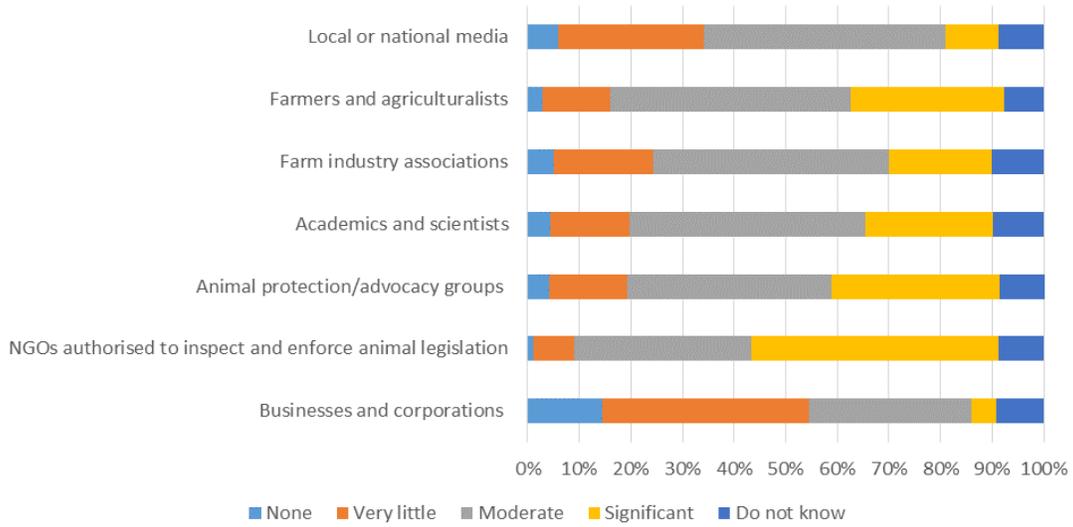


- ❖ **Farmed Animals** – Respondents were presented with a list of propositions relating to farmed animals and asked how much they would support or oppose them. Australian adults are most in favour of requiring that pigs, egg-laying hens, and chickens raised for meat be allowed access to the outdoors (76%-78% support). Support is also strong for prohibiting the use of “battery” cages for egg-laying hens (67%) support and prohibiting the use of sow stalls for pregnant pigs (57% support). Although many respondents (31%) are neutral, people are twice as likely to support ending the practice of exporting live animals to other countries for food than they are to oppose it (46% vs. 23%). The gap is narrower for prohibiting the forced impregnation of dairy cows, which 36% of respondents support and 21% oppose (42% are neutral). Lastly, Australian adults are more likely to *oppose* ending the slaughter of kangaroos for food and leather than they are to support it (34% oppose vs. 28% support, with 38% providing a neutral rating).



- ❖ **Credibility** – Survey respondents were also asked about the credibility of different sources of information about animal wellbeing. A majority of Australian adults believes that all sources except “businesses and corporations” have either “significant” or “moderate” credibility. Specifically, NGOs authorised to inspect and enforce animal legislation have the most credibility (82% significant/moderate), followed by farmers and agriculturalists (76% significant/moderate). Also perceived as credible are animal protection/advocacy groups (72% significant/moderate), academics and scientists (71% significant/moderate), and farm industry associations (66% significant/moderate). Credibility is more qualified for local or national media (57% significant/moderate) and a majority of adult Australians (54%) think that businesses and corporations have “very little” credibility or none at all. When compared with U.S. Animal Tracker data from 2012, it appears that people in the U.S. are slightly more skeptical of these sources than are Australians. Also see the chart on the following page.

CHART: CREDIBILITY OF SOURCES REGARDING ANIMAL WELLBEING



Background and Methodology

STUDY BACKGROUND

Animal Tracker Australia is a research project funded by Voiceless and managed by the Humane Research Council. Data collection services were provided by iView, an Ipsos-Mori company based in Sydney, Australia. The survey was in the field from 3-15 of December, 2013.

This baseline *Animal Tracker Australia* survey included a sample size of 1,041 adult Australians aged 18 and over, although this number varies slightly due to refusals and weighting. With this sample size, we can say that we are 95% confident that actual attitudes and behaviour of all Australian adults falls within an error margin of +/- 3.0% of the survey findings. The results have been weighted to account for differences between survey respondents and the population being studied, in this case all non-institutionalised adults (ages ≥ 18) currently living in Australia.

After weighting, the survey respondent demographics included 51% females and 49% males. About 8% of respondents are ages 18-24, 19% are 25-34, 19% are 35-44, 19% are 45-54, 20% are 55-64, and 14% are 65 or older. A third of respondents (33%) live in New South Wales, while 25% live in Victoria, 20% live in Queensland, 10% live in Western Australia, 7% live in South Australia, and 4% live in other territories. Nearly two-thirds (62%) of respondents live in a large city, while 21% live in a small city and 17% live in a rural area. More than half of respondents (57%) say they currently have a companion animal living in the household, which is slightly lower than estimates from other sources.

SURVEY LIMITATIONS

It should be noted that using online research methods can be subject to limitations given that some groups are not fully represented online; this typically results in under-representation of non-white, lower-income, and elderly individuals. Weighting the survey results reduces this bias considerably, but does not eliminate it entirely. Another caveat to these results is the reliance on self-reported data. Respondents' answers may differ from their actual opinions or behaviour for a variety of reasons, particularly for questions involving predictions of the respondents' changes in the future and because of social desirability bias.

Baseline Survey Data (Topline Percentage Responses)

Note: Responses may not total 100% for all questions due to rounding.

In the past three months, how often have you talked about or heard someone talking about animal advocacy (including animal rights and/or animal welfare)? Please include any personal discussions, items heard on the news, issues read about in magazines, etc.

Frequently (daily or almost daily)	11.3%
Occasionally (weekly or monthly)	34.8%
Rarely (once or twice)	27.7%
Not at all	26.2%

In the past year, have you personally done any of the following? Please provide an answer for each activity.

	Yes	No
Adopted a companion animal	7.4%	92.6%
Bought a companion animal	10.7%	89.3%
Slaughtered an animal for food	3.5%	96.5%
Consumed a meat alternative (e.g., veggie burger)	35.4%	64.6%
Consumed a dairy alternative (e.g., soy milk)	30.2%	69.8%
Donated to an animal protection/advocacy group	27.8%	72.2%
Visited a zoo, aquarium, rodeo, or horse/dog race	41.6%	58.4%
Volunteered for an animal protection/advocacy group	4.6%	95.4%

Do you agree or disagree with each of the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Animals are capable of thinking and feeling emotions	36.6%	42.5%	17.0%	2.8%	1.2%
Farm animals deserve the same legal protections as companion animals	24.3%	36.1%	28.3%	9.7%	1.6%
People have an obligation to avoid harming all animals	33.8%	36.6%	21.9%	5.4%	2.3%
Using animals for food is necessary for human survival	21.9%	47.4%	21.5%	5.8%	3.4%
The commercial kangaroo industry does enough to ensure that kangaroos do not suffer	6.7%	22.5%	57.6%	9.3%	3.8%
Killing animals is sometimes necessary for ecological purposes	13.4%	52.4%	24.3%	6.4%	3.6%

How aware do you think you are of issues that affect the wellbeing of animals in the following circumstances?

	Not at all Aware	Not Very Aware	Somewhat Aware	Very Aware	Not Sure
Animals in laboratories	6.3%	28.7%	40.4%	20.6%	3.9%
Animals in entertainment (zoos, aquariums, rodeos, racing)	2.6%	18.4%	44.3%	31.5%	3.1%
Animals raised for food	2.7%	16.3%	45.7%	32.6%	2.8%
Wildlife	2.3%	17.0%	45.9%	31.2%	3.6%
Animals exported overseas for food	4.7%	21.4%	40.0%	30.8%	3.1%
Animals subject to a Government authorised kill	10.0%	30.1%	39.6%	15.3%	5.0%

How important to you is the wellbeing of animals in each of the following situations?

	Not at all Important	Not Very Important	Somewhat Important	Very Important	Not Sure
Animals in laboratories	1.0%	7.5%	33.8%	53.3%	4.3%
Animals in entertainment (zoos, aquariums, rodeos, racing)	.7%	4.8%	28.8%	62.2%	3.5%
Animals raised for food	.8%	6.4%	34.4%	54.5%	4.0%
Wildlife	.5%	3.4%	25.8%	66.2%	4.1%
Animals exported overseas for food	1.5%	7.6%	32.6%	53.9%	4.4%
Animals subject to a Government authorised kill	1.6%	8.8%	34.4%	47.8%	7.4%

How important is it that primary and secondary schools and teachers incorporate humane education, including topics related to animal wellbeing, into their lessons?

Not at all important	3.1%
Not very important	7.3%
Somewhat important	36.4%
Very important	49.6%
Do not know	3.6%

Has your concern for animals ever caused you to do any of the following? Please mark “yes” only if your motive was animal protection/advocacy.

	Yes	No	Do Not Know
Adopt an animal from a shelter/pound	29.9%	64.7%	5.3%
Boycott a store or brand	24.8%	65.5%	9.6%
Buy meat or dairy products labelled “free range” or “humane”	61.0%	33.3%	5.6%
Buy products labelled as “not tested on animals”	57.1%	34.0%	9.0%
Refrain from buying meat or dairy products	17.4%	77.5%	5.2%
Sign a petition for an animal cause	45.9%	45.9%	8.1%
Spay or neuter your companion animal	51.2%	40.5%	8.3%
Vote for an animal-friendly candidate	21.1%	65.7%	13.3%

Social and political movements use a variety of tactics to create change for their issues. In general, how much do you oppose or support each of the following tactics?

	Strongly Oppose	Somewhat Oppose	No Opinion	Somewhat Support	Strongly Support
Undercover investigations (e.g., surveillance or monitoring)	4.9%	8.7%	28.9%	34.9%	22.6%
Calling for product boycotts	3.6%	8.8%	36.2%	33.3%	18.1%
Lawful demonstrations or protests	4.4%	9.5%	33.7%	34.4%	18.0%
Filing lawsuits to protect animals	4.6%	10.4%	32.7%	33.5%	18.7%
Lobbying government officials	2.1%	4.8%	32.9%	35.0%	25.2%
Speaking in schools	4.3%	7.7%	27.8%	36.0%	24.2%
Using media to reach the public	2.9%	3.9%	23.8%	39.7%	29.7%
Signing petitions online or in person	2.1%	4.2%	28.9%	39.0%	25.8%

Do you think that laws intended to protect the wellbeing of animals are adequate or inadequate for each of the following kinds of animals?

	Not Adequate	Adequate	Do Not Know
Animals in laboratories	32.3%	31.7%	36.1%
Animals in entertainment (zoos, aquariums, rodeos, racing)	24.3%	48.0%	27.7%
Animals raised for food	25.9%	44.7%	29.5%
Wildlife	26.2%	48.2%	25.5%
Animals exported overseas for food	43.7%	28.1%	28.2%
Animals subject to a Government authorised kill	23.2%	38.6%	38.2%

On average, how often does your household eat each of the following types of food?

	Frequently (daily or almost daily)	Occasionally (several times per week)	Rarely (once or twice per month)	Never
Beef	7.9%	64.4%	22.4%	5.2%
Pork	2.8%	30.6%	51.7%	14.9%
Chicken	13.6%	68.1%	15.3%	3.0%
Turkey	.6%	9.1%	50.9%	39.4%
Fish/Shellfish	3.7%	44.5%	45.6%	6.3%
Dairy products	67.3%	27.2%	4.6%	.9%
Eggs	18.3%	63.4%	16.8%	1.5%

Would you oppose or support a law requiring that farm animals including pigs, cows, and chickens are provided with enough space to exhibit their natural behaviours (e.g., socialize with other animals, stretch their wings, etc.)?

1 – Strongly oppose it	2.3%
2	2.7%
3	14.3%
4	25.7%
5 – Strongly support it	49.2%
Do not know	5.8%

Would you oppose or support a law prohibiting the transport of animals overseas for the purpose of slaughter (“live export”)?

1 – Strongly oppose it	13.0%
2	11.3%
3	20.5%
4	15%
5 – Strongly support it	28%
Do not know	12.7%

Would you oppose or support a law prohibiting the commercial slaughter of kangaroos?

1 – Strongly oppose it	13.7%
2	17.0%
3	26.5%
4	15.1%
5 – Strongly support it	13.9%
Do not know	13.9%

How much do you oppose or support each of the following proposals?

	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support
Prohibiting the use of “battery” cages for egg-laying hens	3.6%	7.9%	21.2%	24.7%	42.6%
Prohibiting the use of sow stalls for pregnant pigs	3.3%	6.5%	33.2%	24.6%	32.4%
Prohibiting the forced impregnation of dairy cows	7.0%	14.4%	42.2%	17.4%	19.0%
Requiring that pigs on farms be allowed access to the outdoors	1.7%	4.0%	16.4%	34.9%	43.0%
Requiring that egg-laying hens be allowed access to the outdoors	1.7%	3.4%	18.3%	31.1%	45.4%
Requiring that chickens raised for meat be allowed access to the outdoors	1.6%	3.5%	18.8%	31.8%	44.2%
Ending the practice of exporting live animals to other countries for food	8.5%	14.7%	30.5%	17.5%	28.8%
Ending the commercial industry of killing kangaroos for food and leather	12.1%	21.4%	38.4%	14.2%	13.9%

How much credibility do you give to each of the following sources when it comes to information about animal wellbeing?

	None	Very Little	Moderate	Significant	Do Not Know
Academics and scientists	4.4%	15.3%	45.8%	24.7%	9.8%
Animal protection/advocacy groups	4.2%	15.1%	39.5%	32.6%	8.7%
Businesses and corporations	14.5%	40.0%	31.4%	4.8%	9.3%
Farmers and agriculturalists	2.9%	13.1%	46.5%	29.8%	7.6%
Local or national media	6.0%	28.1%	46.9%	10.3%	8.7%
Farm industry associations	5.0%	19.2%	45.9%	19.9%	10.0%
NGOs authorised to inspect and enforce animal legislation (e.g., RSPCA/Animal Welfare League)	1.1%	7.9%	34.4%	47.8%	8.8%

What is your gender?

Female	51.4%
Male	48.6%

In what year were you born?

18-24	8.2%
25-34	19.1%
35-44	18.8%
45-54	19.4%
55-64	20.3%
65 or older	14.3%

Do you currently have companion animals living in your household?

Yes	56.8%
No	43.2%

In what state or territory do you currently live?

Sydney	20.8%
Rest of New South Wales	11.8%
Melbourne	19.1%
Rest of Victoria	6.3%
Brisbane	9.6%
Rest of Queensland	10.4%
Adelaide	5.9%
Rest of South Australia	1.6%
Perth	8.1%
Rest of Western Australia	2.1%
Hobart	1.0%
Rest of Tasmania	1.3%
Northern Territory	0.5%
Canberra & Australian Capital Territory	1.5%

Which of the following best describes where you live?

Large city	62.2%
Small city	20.9%
Rural area	16.8%