



SAFE Public Perceptions Research Report

December 2025

Research methodology

1.



15-minute online panel survey

2.



Fieldwork dates:

Survey 1: 3 to 21 September

Survey 2: 21 October to 3 November

Survey 3: 22 October to 4 November

Survey 4: 5 to 23 November

3.



Each survey sample was comprised of approximately 1,000 New Zealanders aged 18 and over.

4.



Results are post-weighted to be representative of the population by region, age by gender, and ethnicity.

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Summary of findings

Key takeouts

1.

Animal welfare is a clear priority for New Zealanders. Almost all believe animals should be protected from cruelty and neglect (96%), and most recognise that animal cruelty includes both physical and mental suffering (92%).

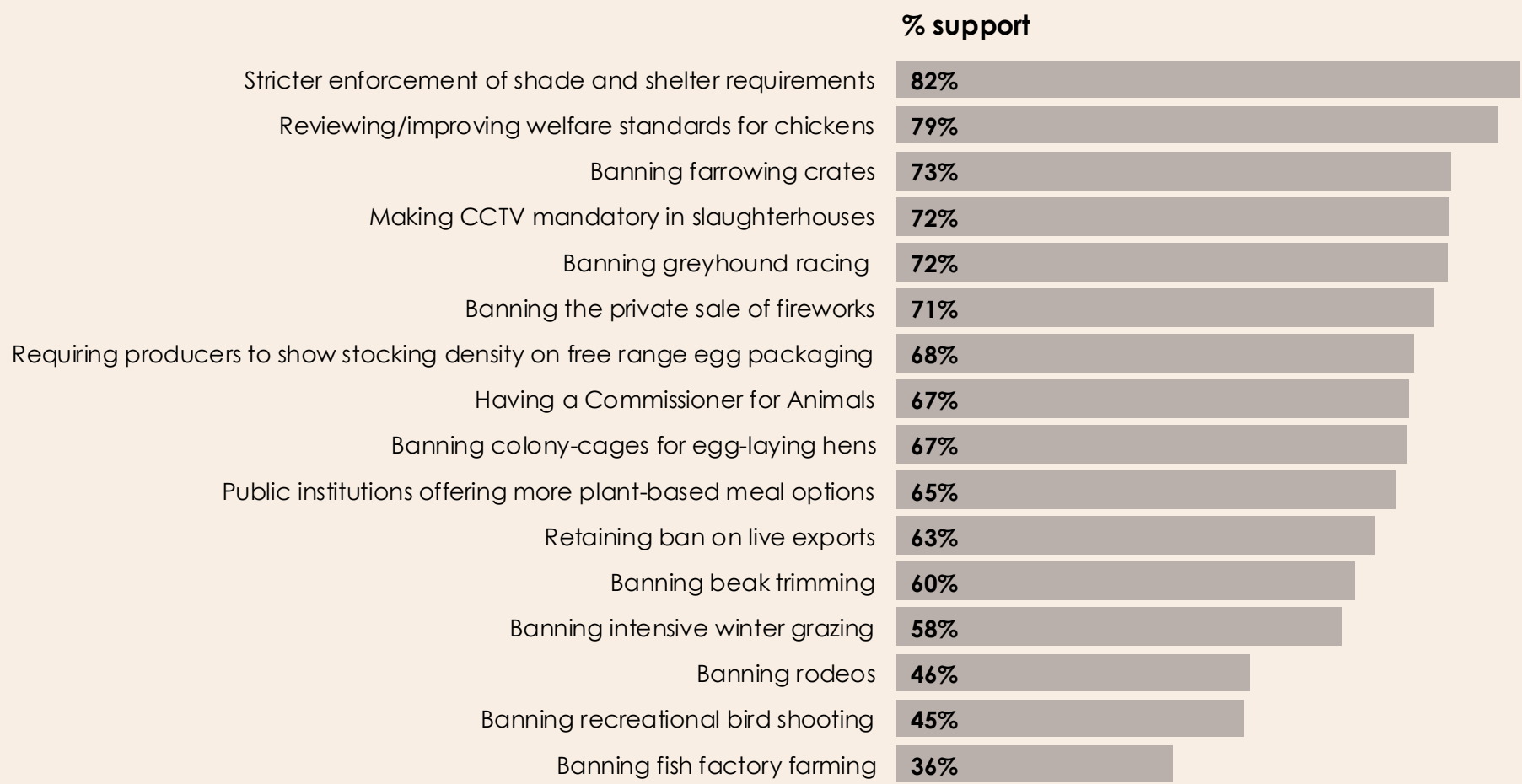
2.

There is high public expectation that the government plays an active role in animal welfare – nine in ten believe the government has a duty to ensure the welfare codes align with the Animal Welfare Act (90%), and eight in ten support greater resourcing for reviewing and updating the codes (80%).

3.

Concern is high for New Zealand's farmed animals; 78% of people are worried farmed animals experience suffering due to poor living conditions and inadequate care.

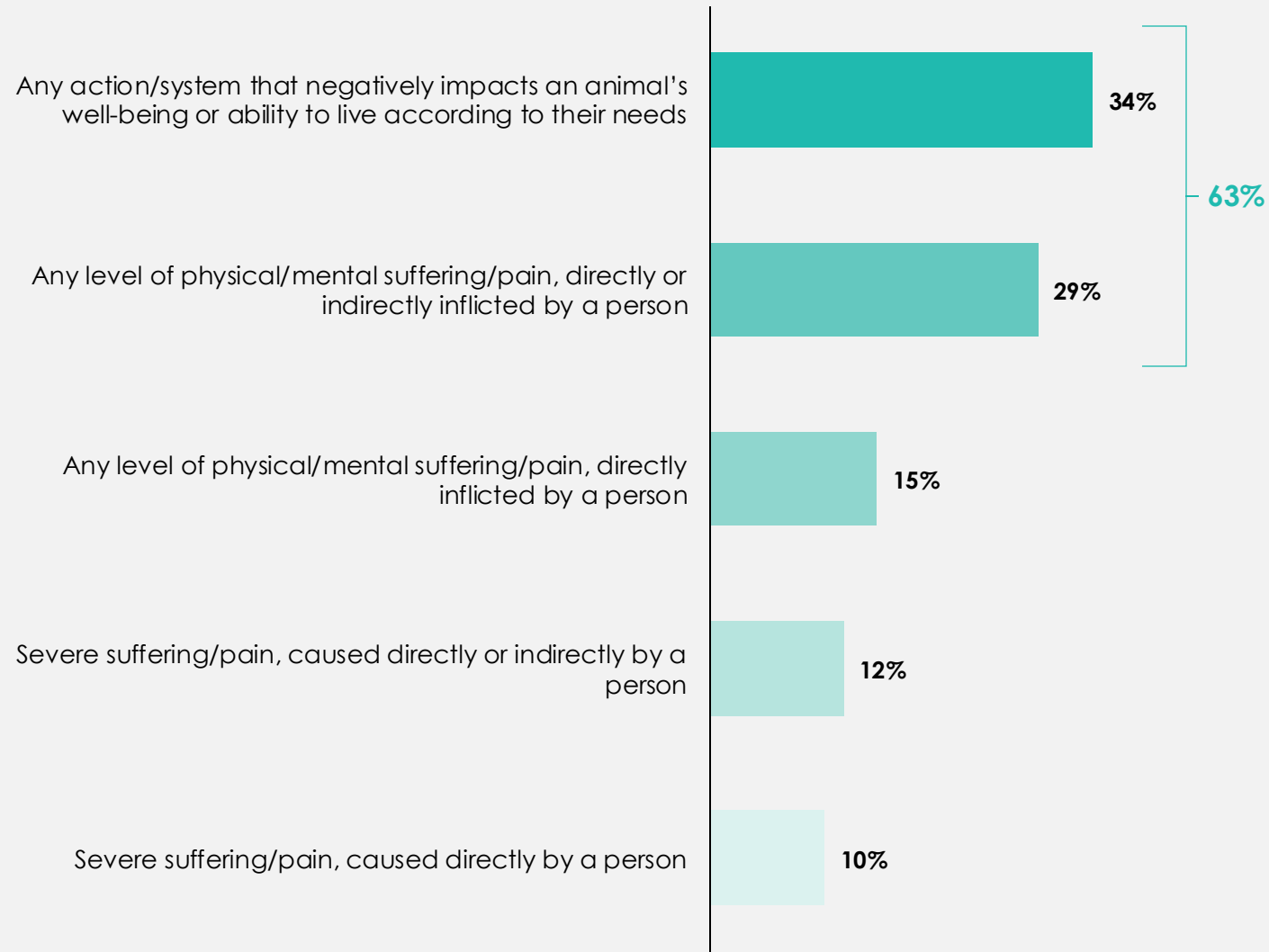
When it comes to specific animal welfare issues, New Zealanders feel most strongly about supporting better enforcement of shade and shelter requirements and reviewing and improving chicken welfare standards. Support is also high for banning farrowing crates, making CCTV mandatory, banning greyhound racing, and banning the sale of public fireworks.



General attitudes and perceptions

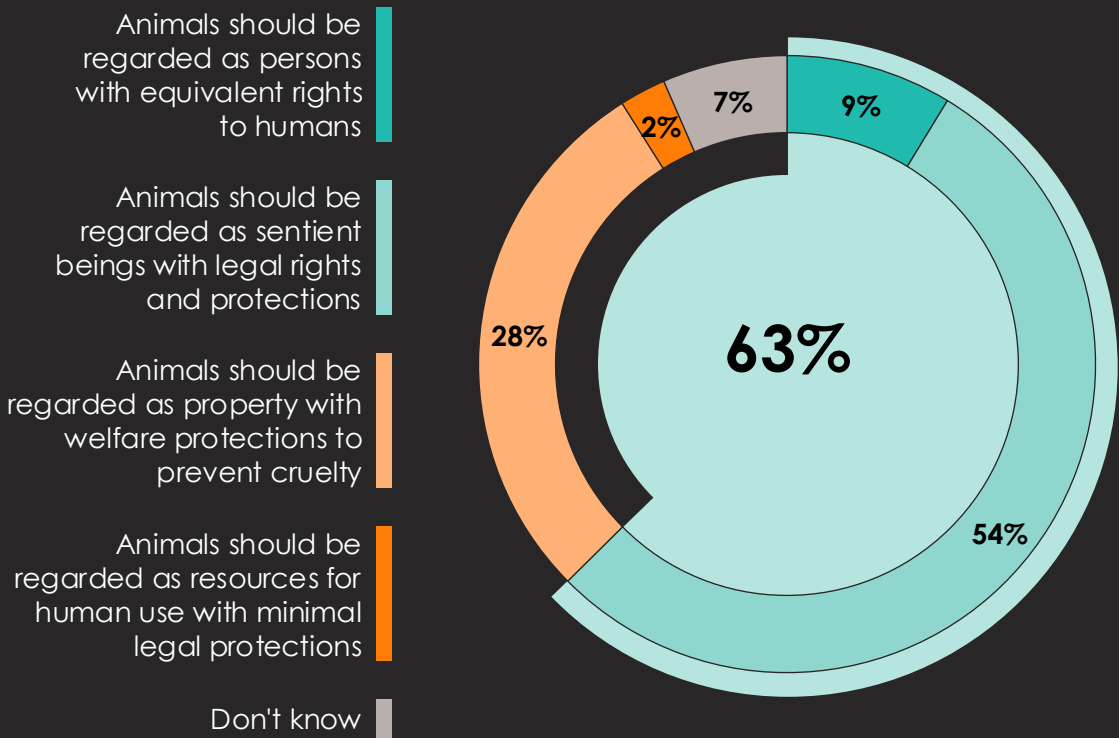
Two thirds of New Zealanders feel that the term 'animal cruelty' encompasses any level of physical and/or mental suffering caused directly or indirectly to animals by people.

What the term 'animal cruelty' means to New Zealanders



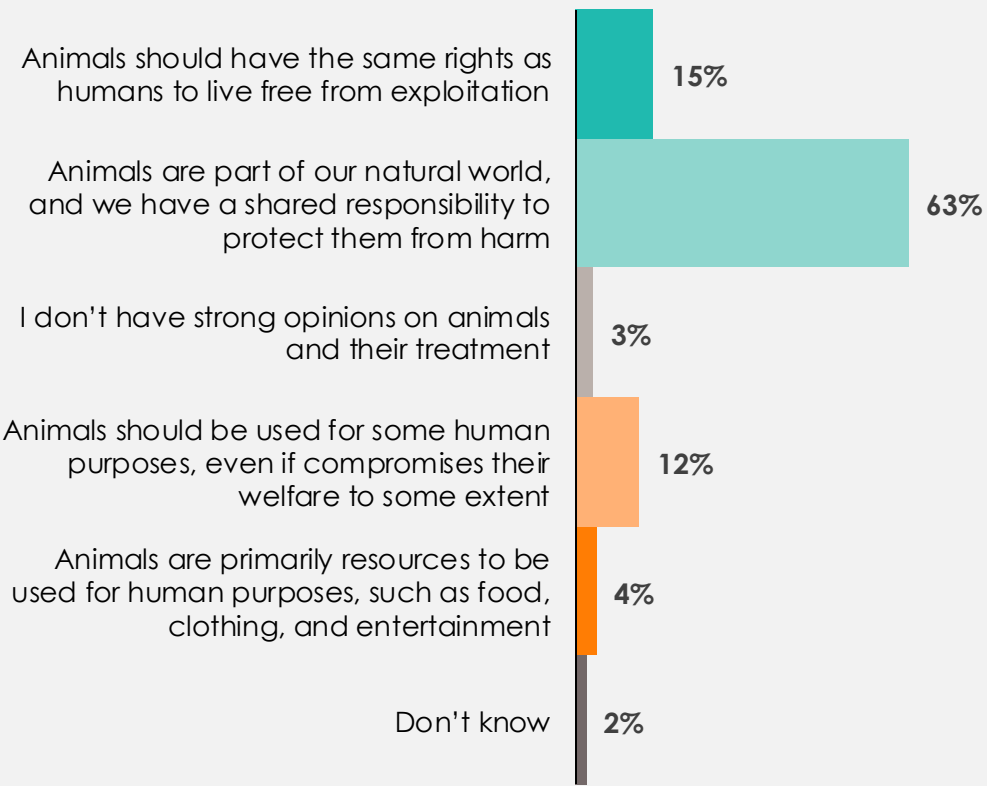
Source: DA1. Which of the following statements best describes what the term 'animal cruelty' means to you?
Base: All New Zealanders (n=1,000).

The same proportion of New Zealanders (63%) also believe that animals should be regarded as sentient beings with legal rights and protections or rights equivalent to those of humans.



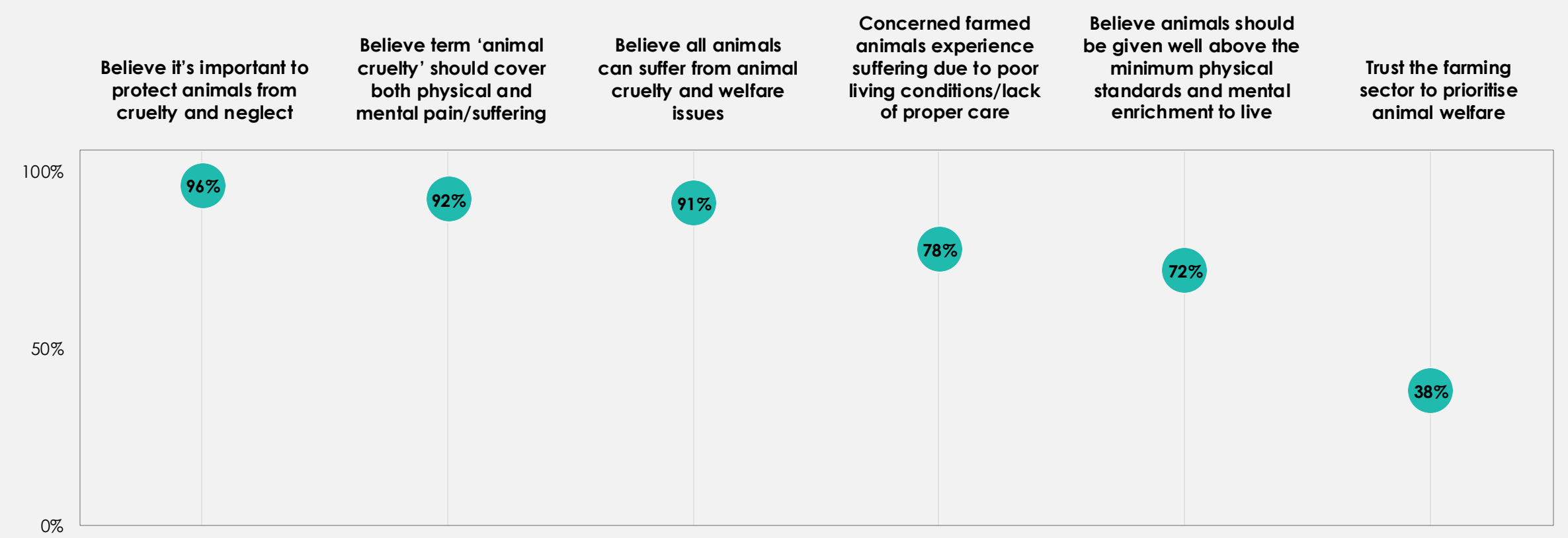
Source: GA3. How do you believe animals should be classified under the law?
Base: All New Zealanders (n=1,000).

New Zealanders feel strongly that people have a shared responsibility to protect animals from harm.



Source: GA2. Which of the following best reflects your overall view on the use of animals:
Base: All New Zealanders (n=1,000).

Almost all New Zealanders believe it's at least somewhat important to protect all animals from cruelty and neglect and believe the term 'animal cruelty' includes both physical and mental harm. However, only a third believe the farming sector prioritises animal welfare.

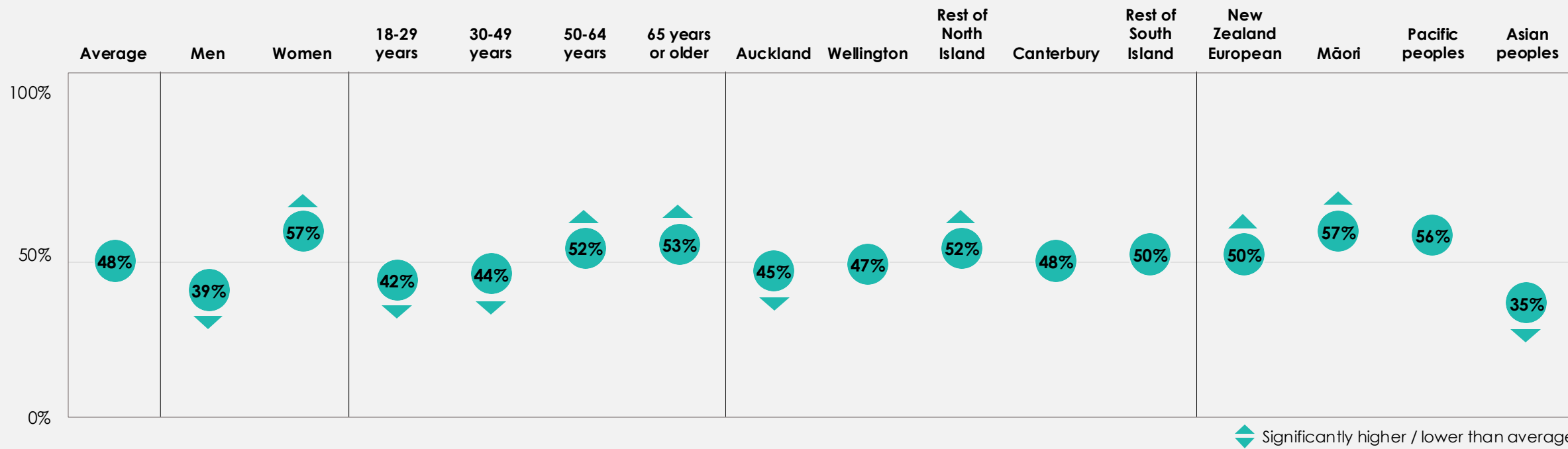


Source: GA1. How important or unimportant do you think it is to protect animals from cruelty and neglect? DA1A. And in your opinion should the term 'animal cruelty' cover... DA3. What animals do you believe can suffer from animal cruelty and welfare issues? GA4. How concerned or unconcerned are you that animals in the farming sector experience suffering due to poor living conditions or lack of proper care? DA2. Animal welfare standards are guidelines on how animals are treated. Which of the following best describes what you believe SHOULD be given to animals under animal welfare standards in New Zealand? GA5. How much do you trust or distrust the farming sector to prioritise animal welfare?

Base: GA1 – All New Zealanders (data collated from all four surveys n=4,028). All other questions – All New Zealanders (n=1,000).

Half of New Zealanders think it is extremely important to protect animals from cruelty and neglect, and this differs across different demographic groups. Women, those aged 50 and over, Māori, and Pacific peoples are most likely to think it is extremely important to protect animals from cruelty.

Demographic analysis – feel it is extremely important to protect animals from cruelty and neglect (% extremely important)

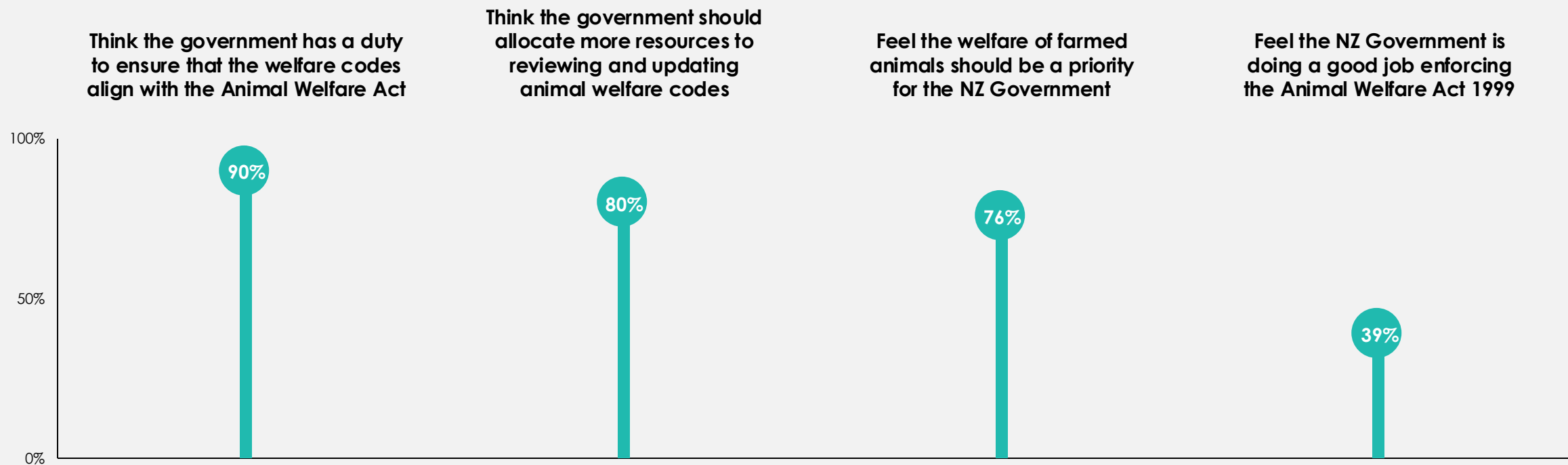


Source: GA1. How important or not important do you think it is to protect animals from cruelty and neglect?
Base: All New Zealanders (n= 4,028), Men (n=1,964), Women (n=2,059), 18-29 years (n=750), 30-44 years (n=1,043), 45-59 years (n=1,002), 60 + years (n=1,233), Auckland (n=1,348), Wellington (n=450), Rest of North Island (n=1,266), Canterbury (n=544), Rest of South Island (n=420), New Zealand European (n=2,876), Māori (n=412), Pacific peoples (233), Asian peoples (n=814).

The background image is a scenic landscape featuring a two-lane asphalt road that curves through a valley. The valley is filled with dense forests of trees with autumn-colored foliage in shades of orange, yellow, and brown. In the distance, dark, forested mountains rise against a blue sky with scattered white clouds. The overall lighting is soft, suggesting a slightly overcast or late afternoon setting.

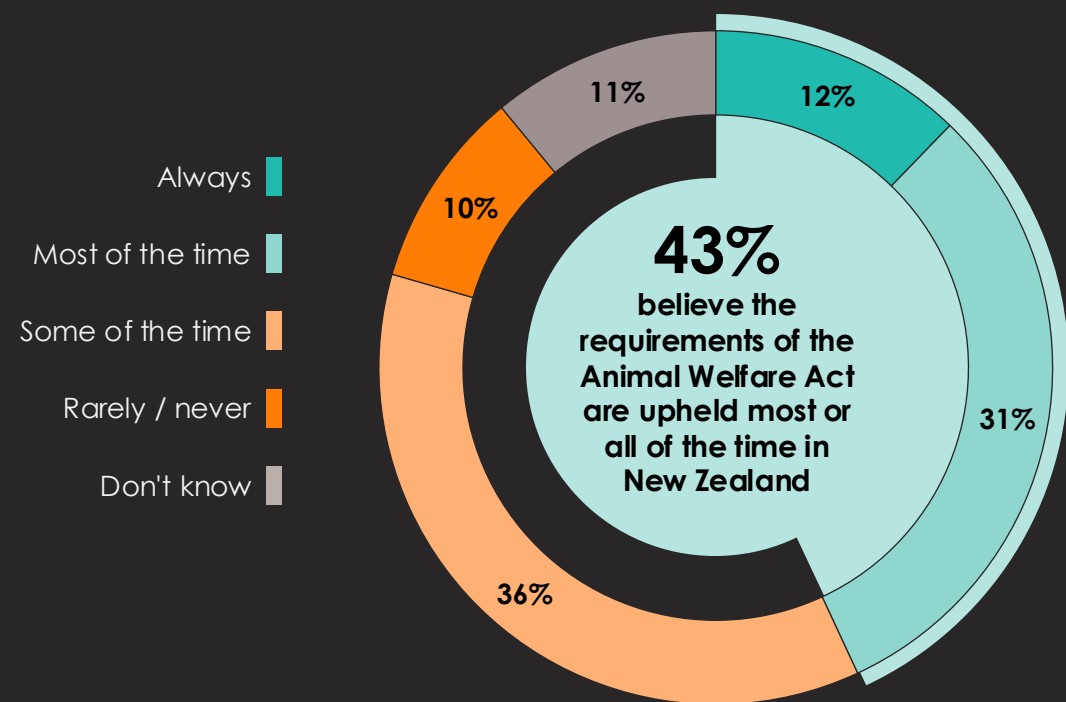
New Zealand's animal welfare system

Most New Zealanders believe the government has a duty to ensure that the welfare codes align with the Animal Welfare Act and should be allocating more resources to reviewing and updating the codes. Three quarters of New Zealanders believe the welfare of farmed animals should be the priority for the Government, while just a third believe the government is doing a good job enforcing the Animal Welfare Act.



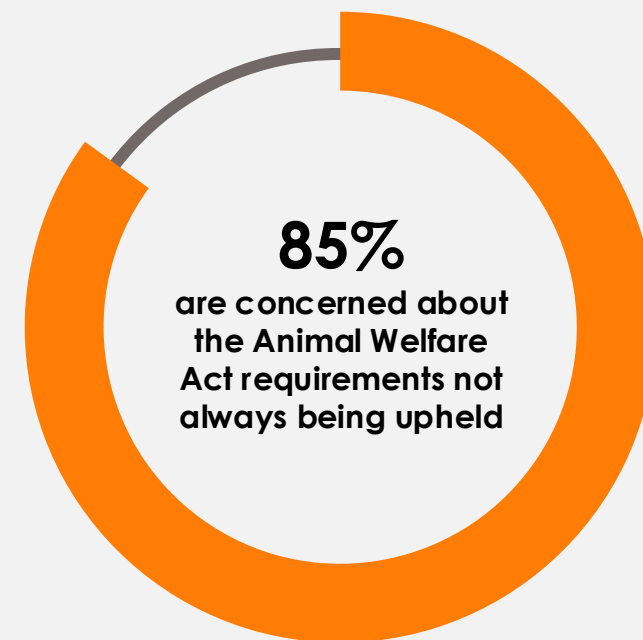
Source: AW7. Do you think the Government has a duty to ensure that the welfare codes align with the Animal Welfare Act? AW9. Do you think the government should allocate more resources to reviewing and updating animal welfare codes? GA6. To what extent do you agree or disagree with the following statement: the welfare of farmed animals should be a priority for the New Zealand Government? AW6. Do you think the NZ Government is doing a good or poor job enforcing the Animal Welfare Act 1999?
Base: All New Zealanders (n=1,000).

A minority of New Zealanders (43%) believe the requirements of the Animal Welfare Act are upheld most or all of the time.



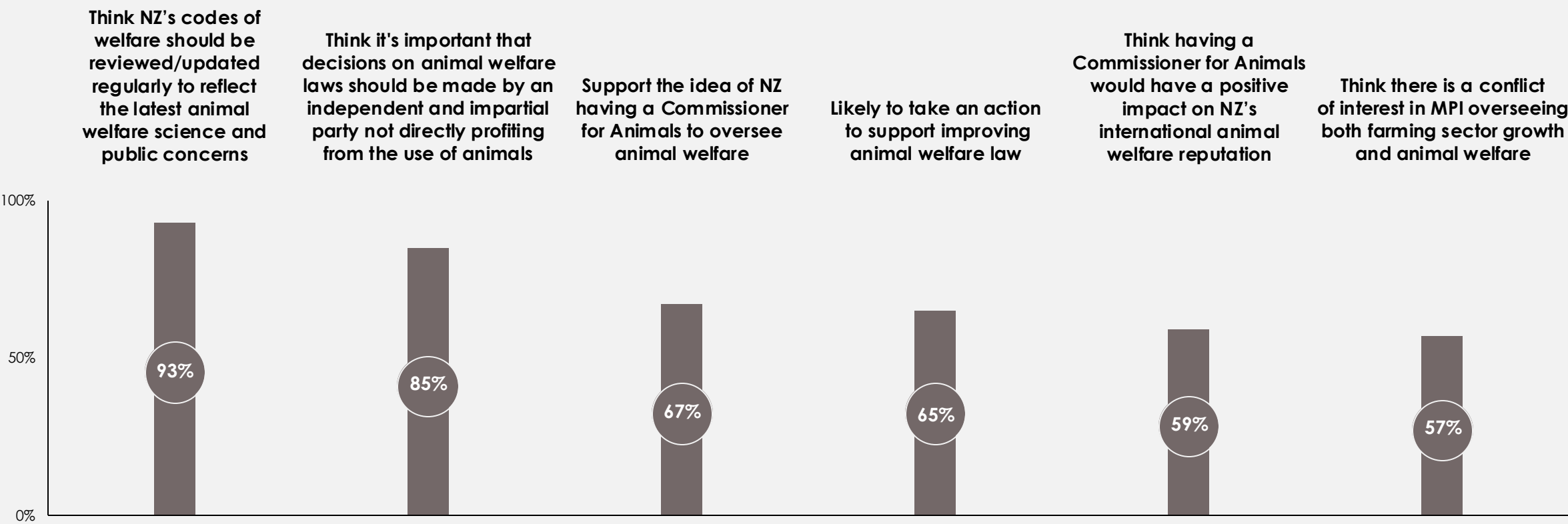
Source: AW2. Which of the following describes how often you believe the requirements of the Animal Welfare Act are upheld in New Zealand?
Base: All New Zealanders (n=1,000).

Among those who feel the requirements are not always upheld, most are concerned about it.



Source: AW5. How concerned, if at all, are you that requirements under the Animal Welfare Act are not always upheld?
Base: Those who believe the requirements of the animal Welfare Act are not always upheld (n=806).

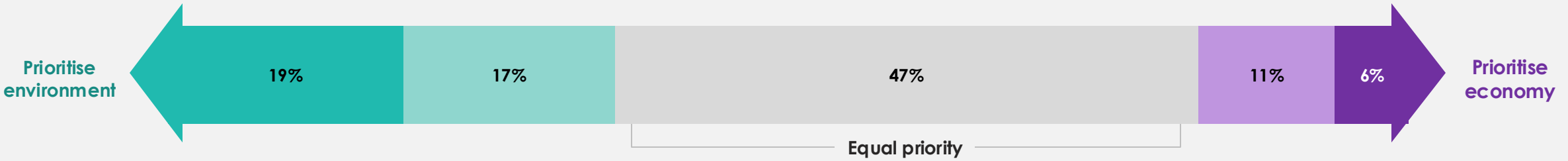
There is broad support for improving animal welfare governance. Nine in ten New Zealanders agree that the codes of welfare should be regularly updated, and 85% believe decisions on animal welfare should be made by an independent body.



Source: AW8. Do you think New Zealand's codes of welfare should be reviewed and updated regularly to reflect the latest animal welfare science and public concerns? EC3. How important or unimportant do you think it is that decisions on animal welfare laws should be made by an independent and impartial party not directly profiting from the use of animals? EC4. Overall, do you personally support or oppose the idea of NZ having a Commissioner for Animals to oversee animal welfare? AW10. How likely would you be to take an action to support improving animal welfare law? EC6. Overall, what impact do you think a Commissioner for Animals would have on New Zealand's international reputation regarding animal welfare? EC2. Do you personally think there is a conflict of interest in MPI overseeing both farming sector growth and animal welfare?

Base: All New Zealanders (n=1,000).

Half of New Zealanders feel the environment and economy should be prioritised equally. A third (36%) feel the environment should be the priority while 17% feel the economy should be the priority.



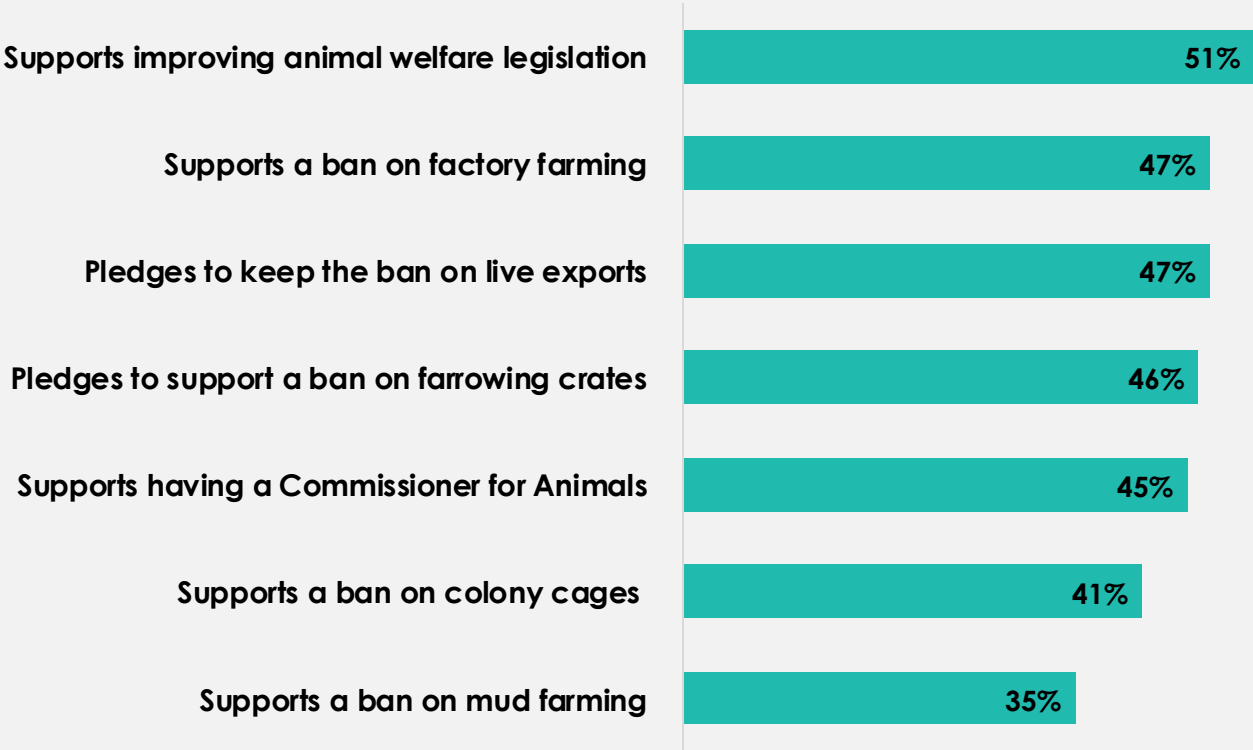
Most important reasons for protecting environment from pollution



Source: EP6. When there is a conflict between protecting NZ's natural environment and achieving economic gain, which do you think should be given greater priority? EP7. Which of the following do you believe is the most important reason we should protect our environment from pollution?
Base: All New Zealanders (n=1,002), Don't know responses not included.

Half of New Zealanders say they are more likely to vote for a political party which supports improving animal welfare legislation.

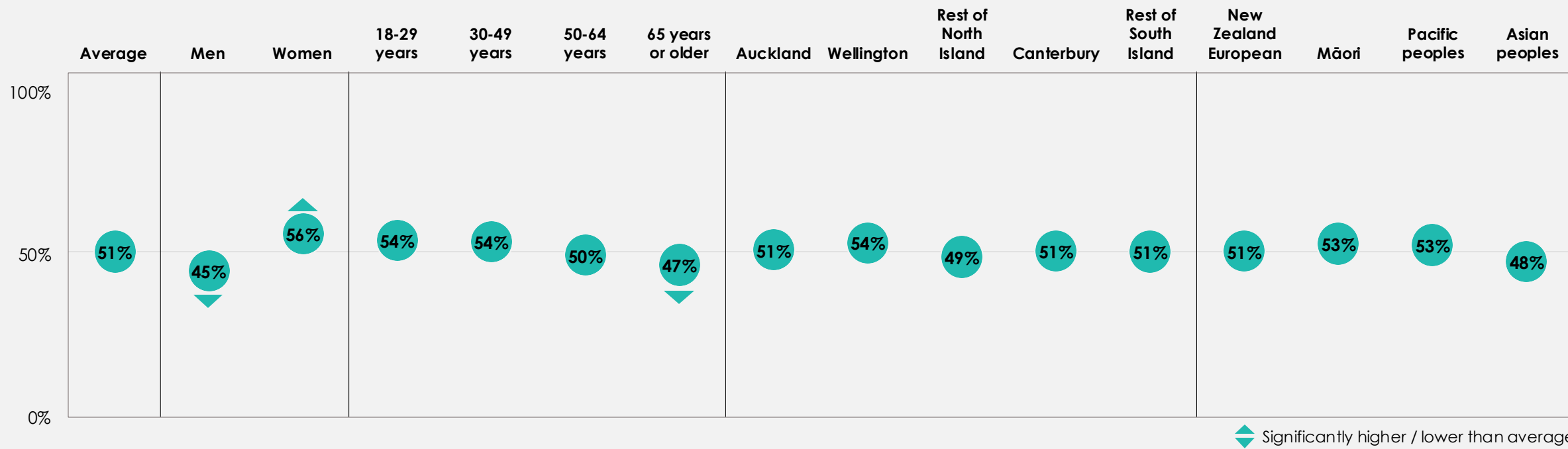
More likely to vote for a political party if the party...



Source: GA7. If a political party supported improving animal welfare legislation, how would that impact your likelihood of voting for them? FF7. If a political party supported a ban on factory farming in New Zealand,...? LA8. If a political party pledged to keep the ban on live export by sea...? PF9. If a political party pledged to support a ban on farrowing crates, ...? EC5. If a political party supported having a Commissioner for Animals, ...? EF5. If a political party supported a ban on colony cages, ...? MF9. If a political party supported a ban on intensive winter grazing, ...would you be more or less likely to vote for them?
Base: All New Zealanders: GA7 (data collated from all four surveys n=4,028), FF7, PF9, EC5 (n=1,000), EF5, MF9 (n=1,012), LA8 (n=1,014).

Looking across the different demographic groups – women, those under the age of 50, and Wellington residents are the groups most likely to be swayed to vote for a political party that supports improving animal welfare legislation.

Demographic analysis – more likely to vote for a political party if the party which supports improving animal welfare legislation



Source: GA7. If a political party supported improving animal welfare legislation, how would that impact your likelihood of voting for them?
Base: All New Zealanders (n= 4,028), Men (n=1,964), Women (n=2,059), 18-29 years (n=750), 30-44 years (n=1,043), 45-59 years (n=1,002), 60 + years (n=1,233), Auckland (n=1,348), Wellington (n=450), Rest of North Island (n=1,266), Canterbury (n=544), Rest of South Island (n=420), New Zealand European (n=2,876), Māori (n=412), Pacific peoples (233), Asian peoples (n=814).

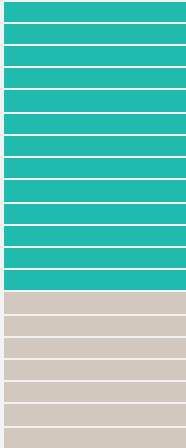


Animal product alternatives

New Zealanders are broadly supportive of initiatives that promote and increase plant-based options.

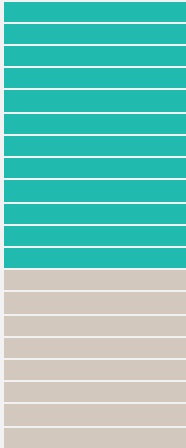
Support schools, hospitals, and public institutions offering more plant-based meal options to support sustainability and health

65%



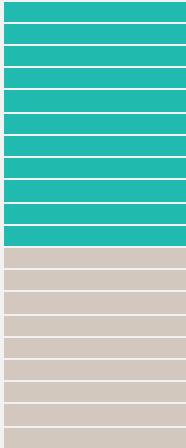
Support the government investing in and promoting plant-based food alternatives as part of climate change, economic, and health strategies

57%



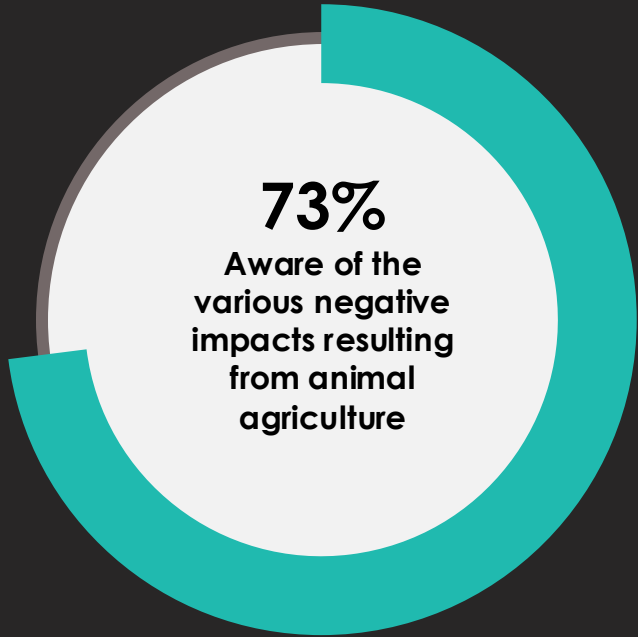
Would like to see more plant-based choices at restaurants, cafes, and supermarkets

53%



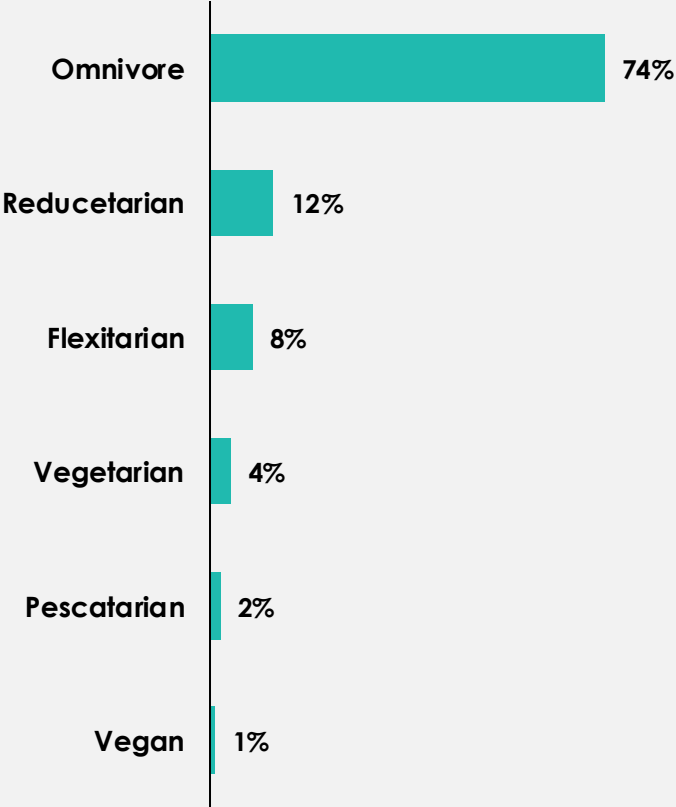
Source: DC7. Would you support or oppose schools, hospitals, and public institutions offering more plant-based meal options to support sustainability and health? DC5. Would you support or oppose the New Zealand government investing in and promoting plant-based food alternatives as part of climate change, economic, and health strategies? DC6. Some food companies and fast-food chains are increasing their plant-based options. Would you like to see more plant-based choices at restaurants, cafes, and supermarkets?
Base: All New Zealanders (n=1,014).

Most New Zealanders are aware of the negative health and environmental impacts that come from agriculture.



Source: DC2. Before starting this survey, were you aware of the various negative impacts resulting from animal agriculture?
Base: All New Zealanders (n=1,014).

Despite this knowledge, the vast majority of New Zealanders continue to eat meat. Just 1 in 5 have a meat reduced or meat free diet.



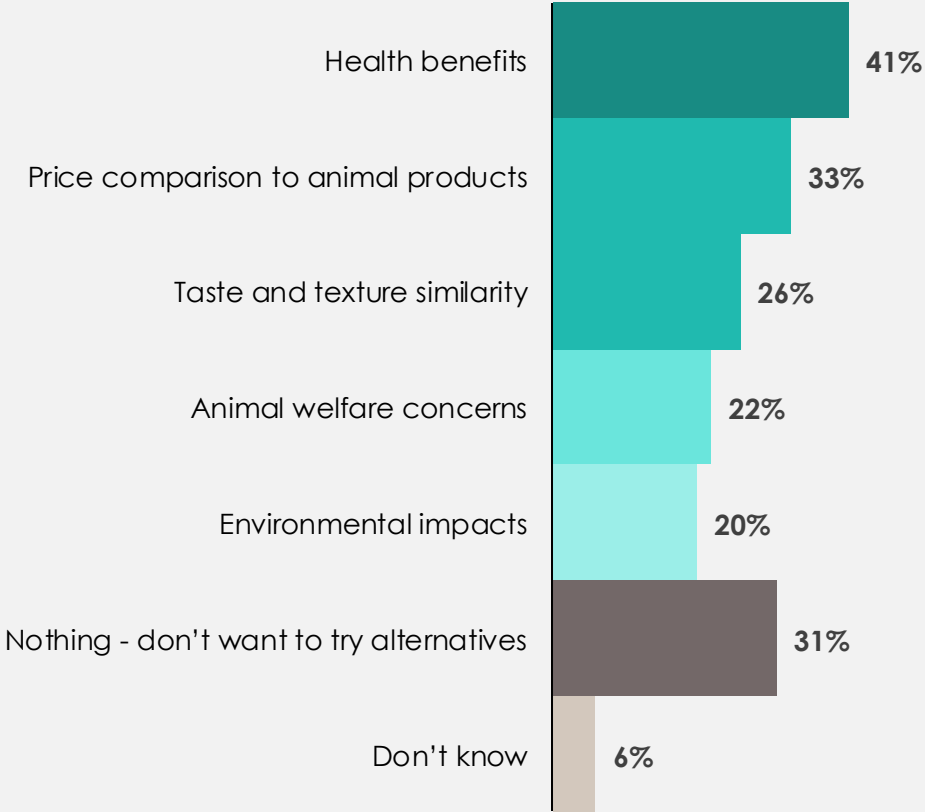
Source: D2. Which of the following best describes your current diet?
Base: All New Zealanders (data collated from all four surveys n=4,028).

Omnivores continue to eat animal products primarily because they enjoy the eating experience.



Source: DC3. Currently, what is the main reason you do not have a plant-based or vegan diet?
Base: New Zealanders who are omnivores (n=736).

For omnivores, the biggest motivators to try plant-based alternatives are health benefits and comparable pricing.

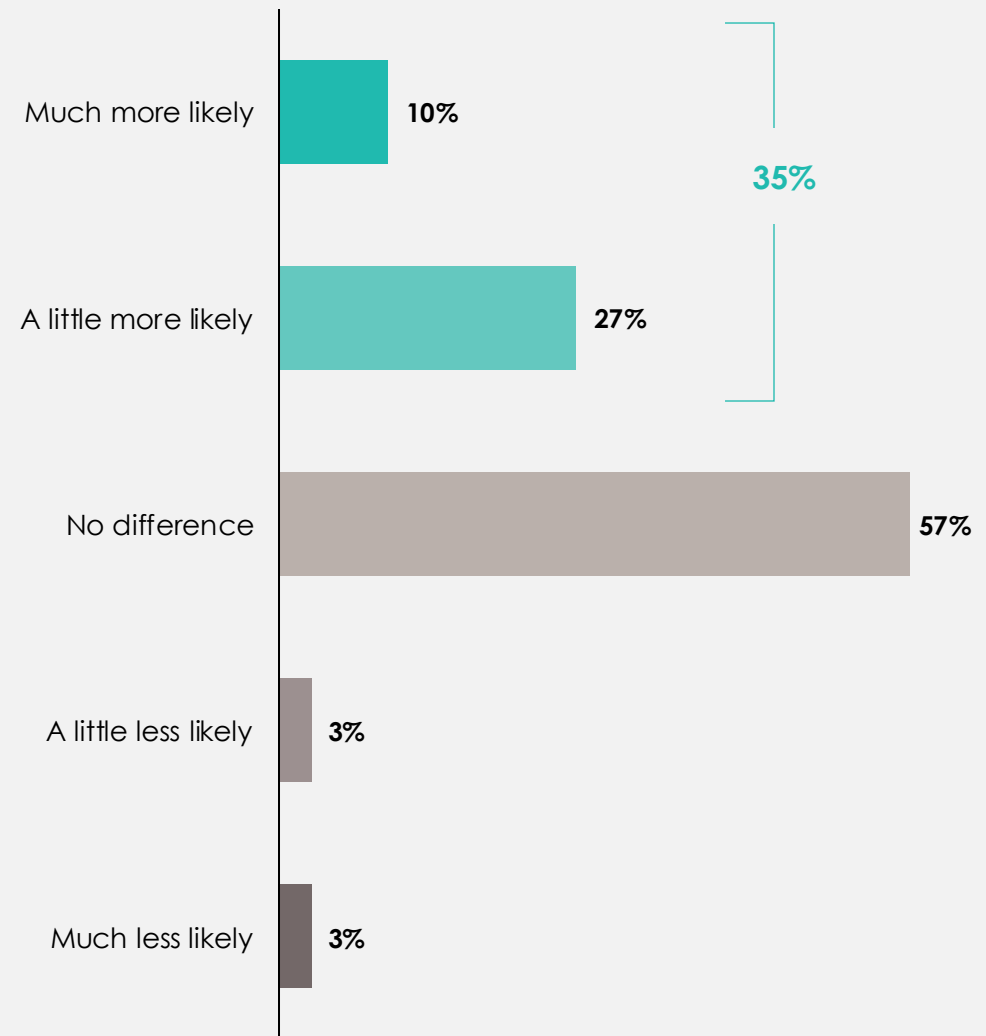


Source: DC4. What, if anything, would motivate you to try plant-based alternatives to animal products?
Base: New Zealanders who are omnivores (n=736).

A third of those who currently consume animal products say they are more likely to stop consuming animal products as a result of the information presented to them in this research.

However, for most (57%), the information will not make a difference in their consumption behaviours.

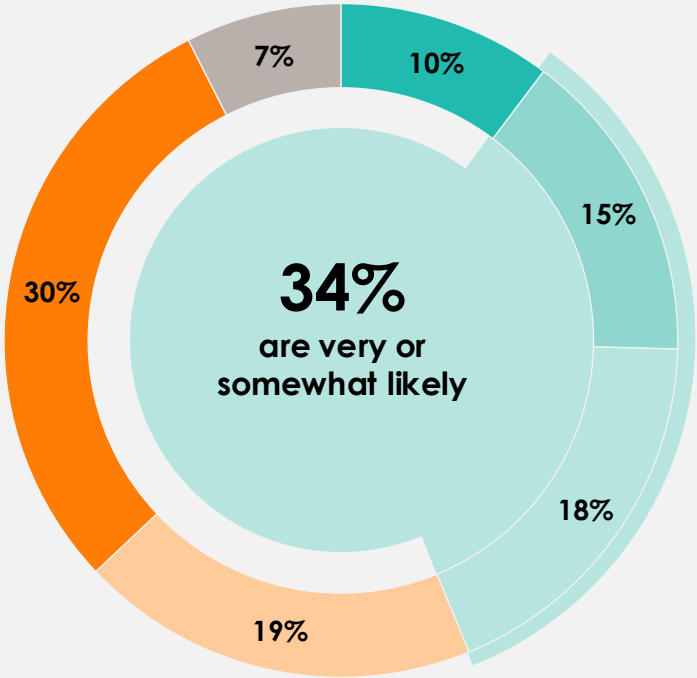
Likelihood of personally stopping consumption of animal products as a result of the information in this research...



One in ten New Zealanders already drink plant-based milk. A further third say they would be likely to switch if they knew it would help reduce the number of animals being harmed.

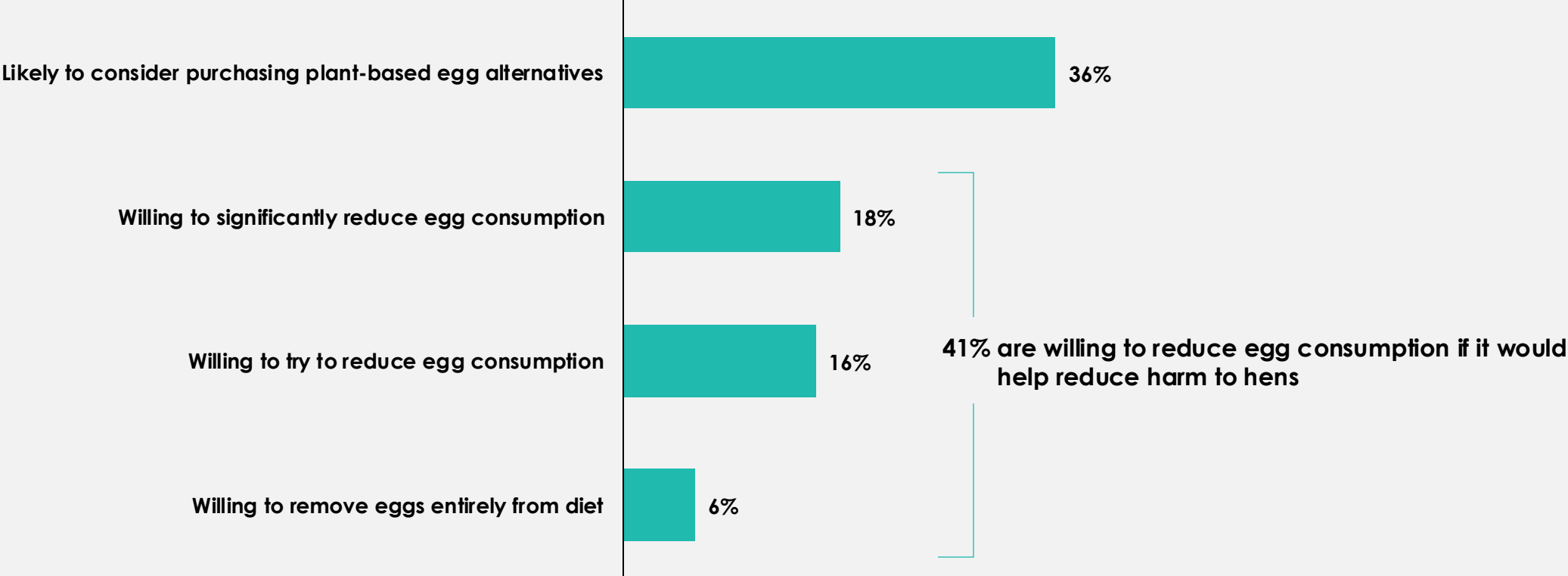
Likelihood of switching to plant-based milk they knew it helped reduce animal harm

- Don't currently consume dairy milk
- Very likely
- Somewhat likely
- Not that likely
- Not at all likely
- Don't know



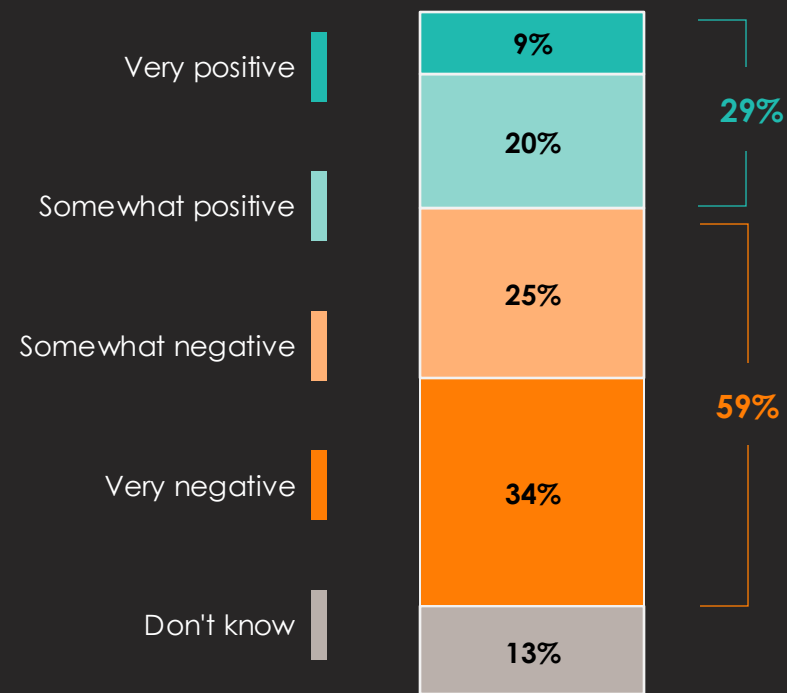
Source: BC6. How likely would you be to switch to a plant-based milk, such as oat or soy milk, if you knew it helped reduce the number of animals being harmed by the dairy industry?
Base: All New Zealanders (n=1,014).

Many New Zealanders are willing to eat fewer eggs or consider plant-based alternatives.



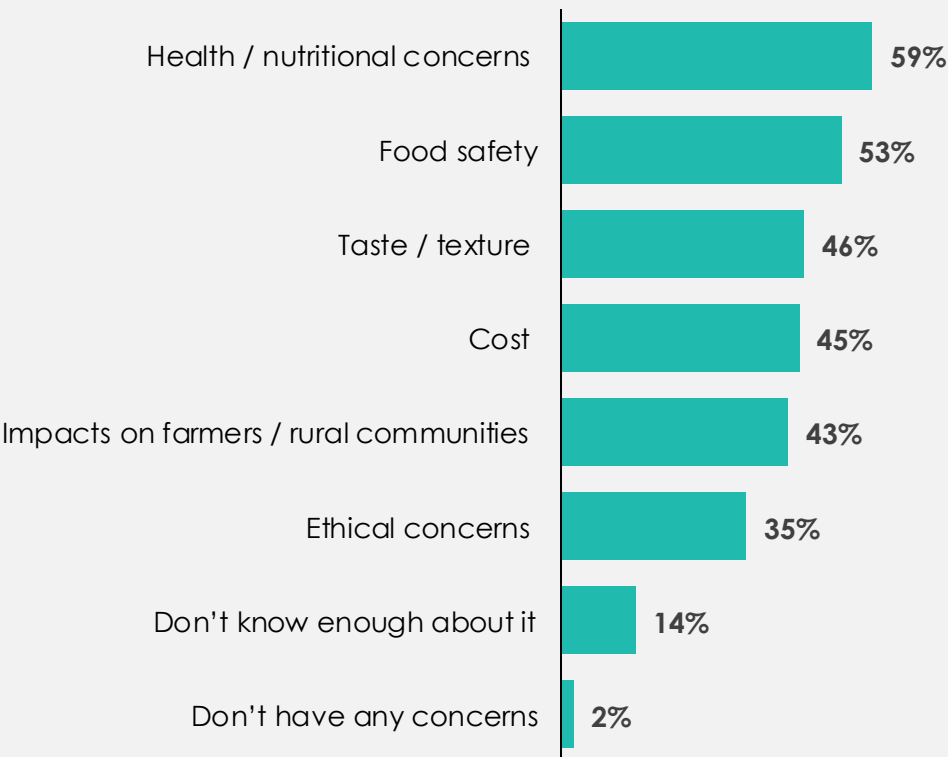
Source: FR6a. Would you be willing to reduce your consumption of eggs if you knew it would help reduce harm to hens? FR6b. Do you think you would be willing to... FR9. If a plant-based egg alternative were available that matched the versatility and nutritional value of eggs, how likely would you be to consider purchasing it?
Base: All New Zealanders (n=1,012).

Most New Zealanders are hesitant when it comes to lab-grown animal products.



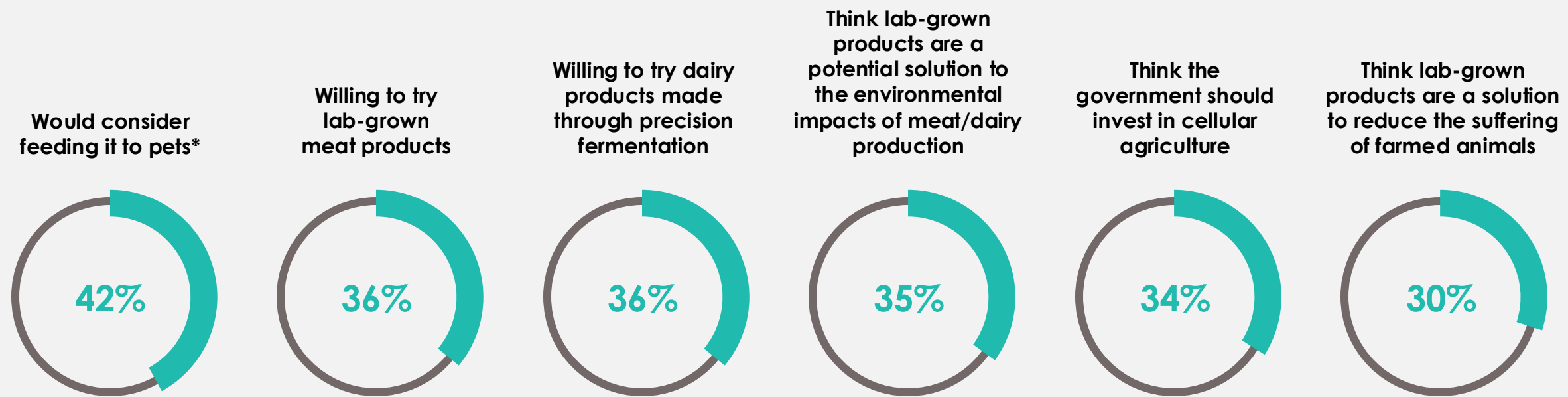
Source: LG2. How do you feel about lab-grown animal products as a food option?
Base: All New Zealanders (n=1,002).

Concerns about lab-grown products are wide ranging but key concerns centre around health and nutrition and safety.



Source: LG9. What concerns, if any, do you have about lab-grown animal products?
Base: All New Zealanders (n=1,002).

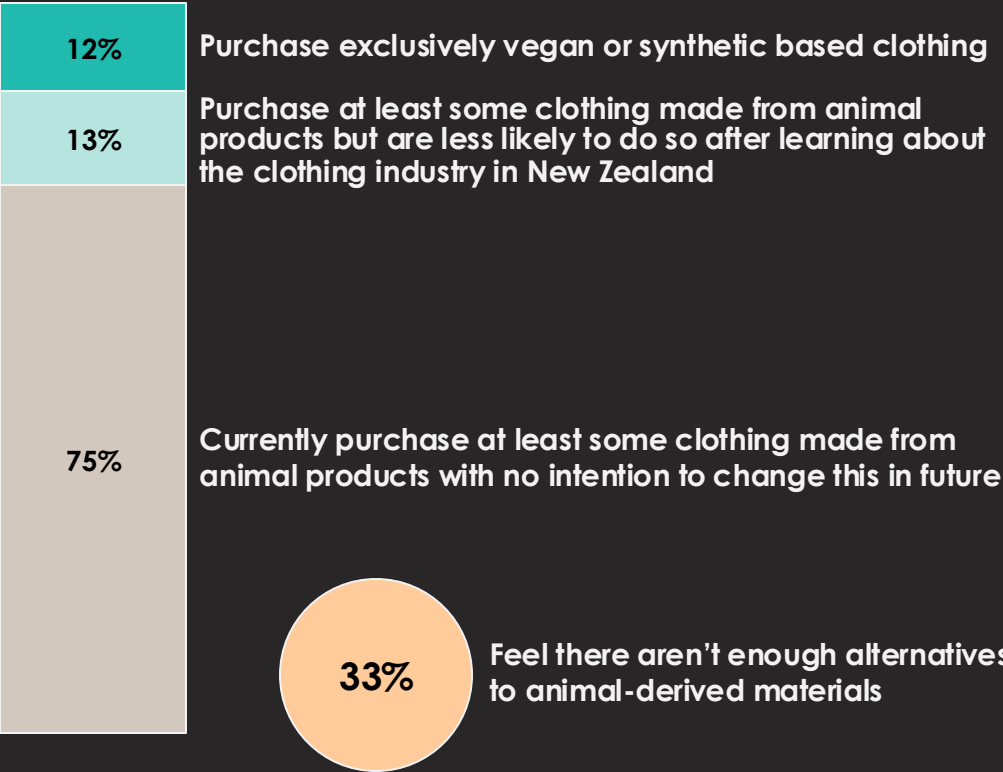
A third of New Zealanders are willing to try lab-grown meat products and/or precision fermentation dairy products. A similar proportion feel lab-grown products are a potential solution to current environmental and animal welfare issues.



Source: LG7. If pet food made from lab-grown meat was available, would you consider feeding it to your pet(s)? LG3. Would you be willing to try lab-grown meat products if they were available? LG4. Would you be willing to try dairy products made through precision fermentation? LG6. Do you think lab-grown animal products are a potential solution to the environmental impacts of traditional meat and dairy production, such as greenhouse gas emissions and water use? LG8. Do you think the New Zealand government should invest in cellular agriculture? By this we mean labgrown meat and precision fermentation LG5. Do you think lab-grown animal products are a solution to reduce the suffering of farmed animals?
Base: All New Zealanders (n=1,002). * Pet owners (n=736).

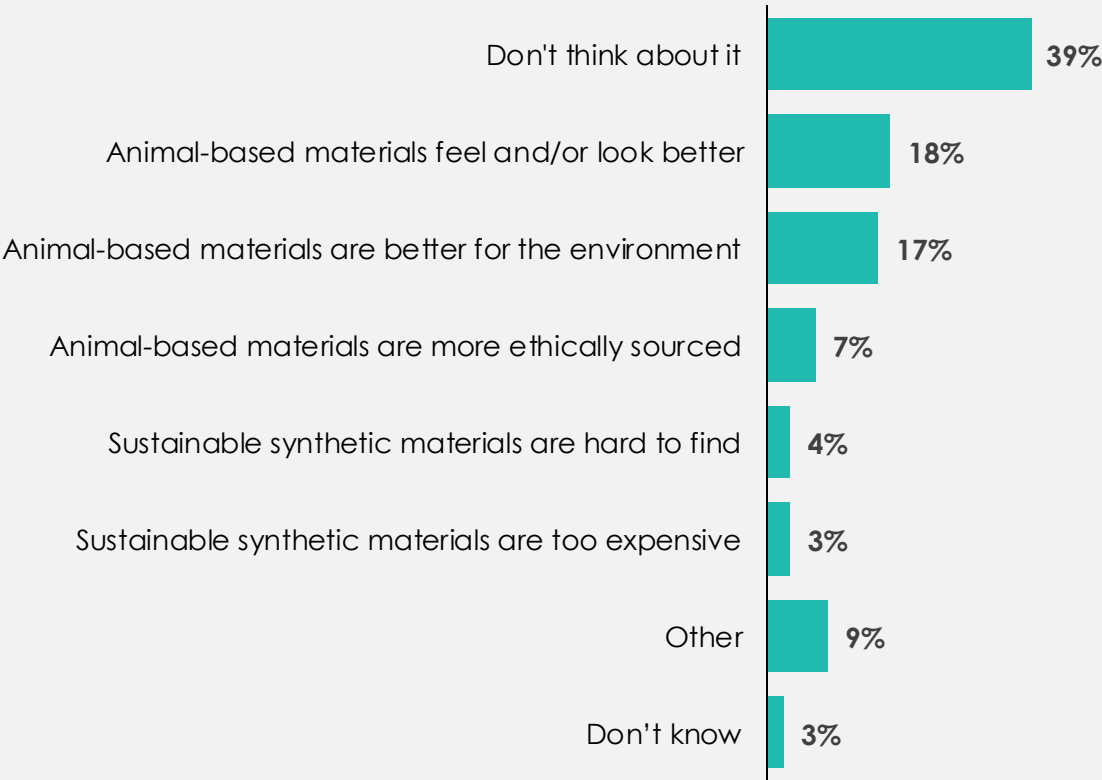
Almost all New Zealanders purchase at least some animal-based clothing.

Many say they simply don't think about where clothing materials come from.



Source: AU7. Do you buy... ? AU9. Did what you learn earlier in this survey make you more or less likely to buy clothing made from animals, or did it make no difference? AU6. Do you feel there are enough alternatives to animal-derived materials that can fully replace the use of animals in the clothing industry?
Base: All New Zealanders (n=1,002).

Main reason for buying animal-based clothing

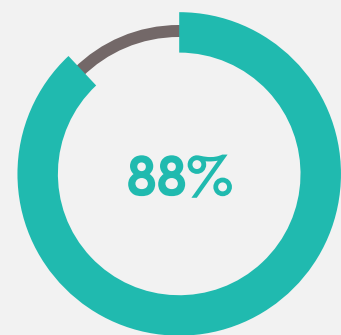


Source: AU8. What is the main reason you choose to buy animal-based clothing?
Base: New Zealanders who buy animal-based clothing (n=748).

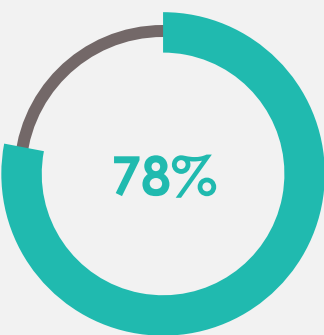
Factory farming

New Zealanders are widely concerned about the welfare of animals on factory farms in Aotearoa. Eighty-eight percent of New Zealanders think animals should be able to go outside when they want.

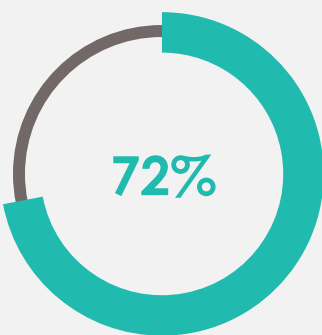
Believe animals should have the freedom to go outside when they want



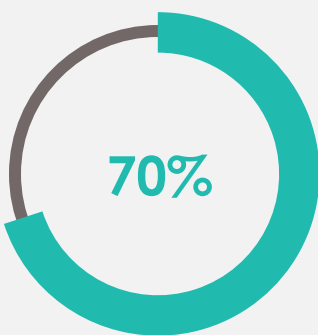
Concerned about the welfare of animals on NZ factory farms



Oppose the confinement of animals in factory farms

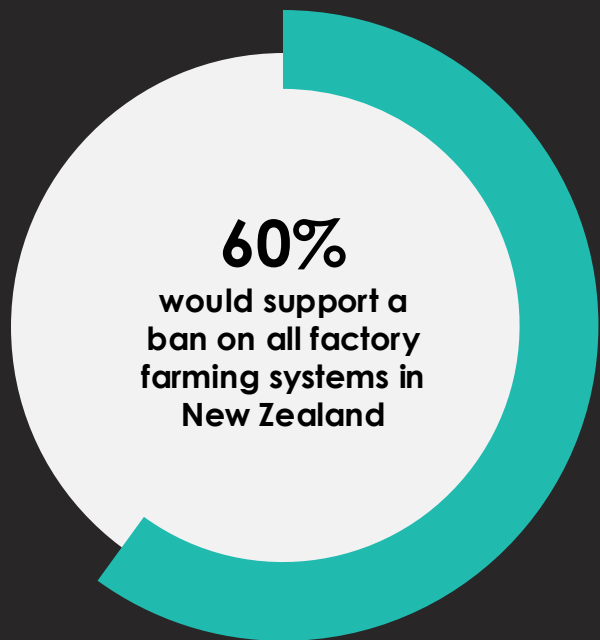


Concerned about the use of factory farm systems for cows in NZ



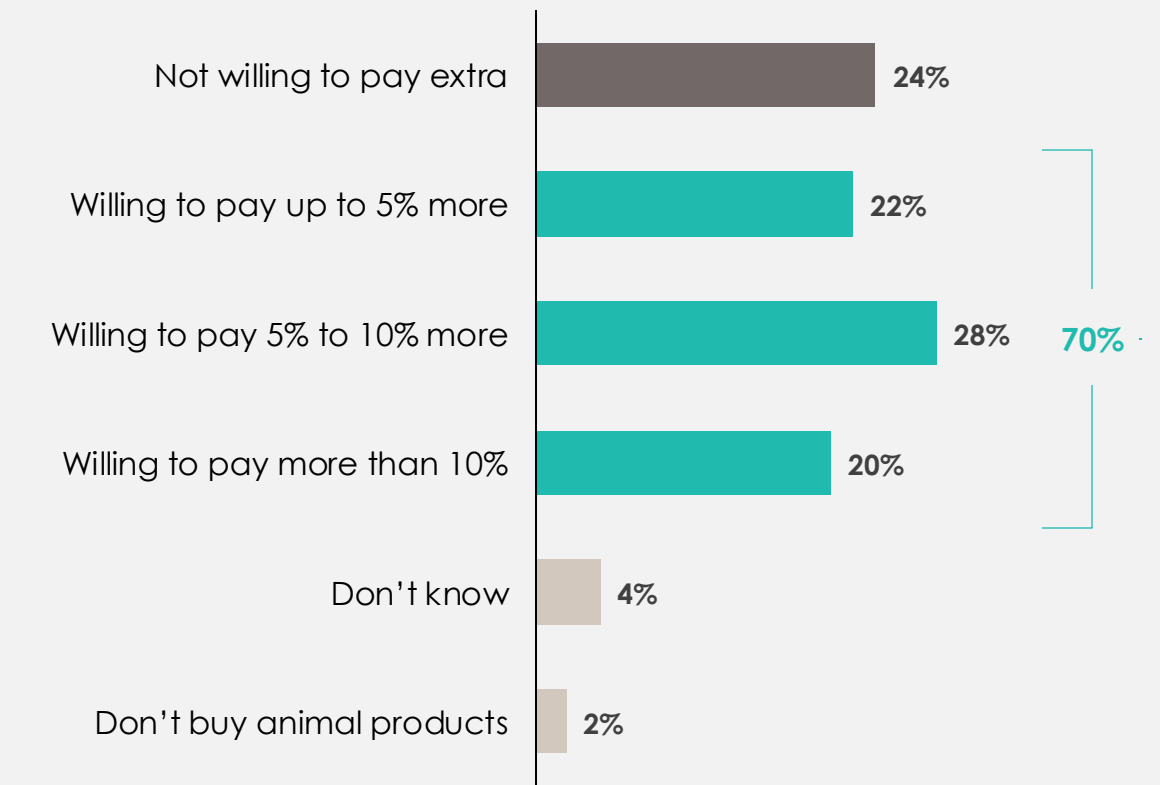
Source: FF4. To what extent do you agree or disagree with this statement: Animals should have the freedom to go outside when they want. FF2. How concerned or not concerned are you about the welfare of animals on New Zealand factory farms? FF3. Do you support or oppose the confinement of animals in factory farms? FF5. Thinking specifically about cows now. How concerned or not concerned are you about the use of factory farm systems (e.g., barns or feedlots) for cows in New Zealand.
Base: All New Zealanders (n=1,000).

Six in ten New Zealanders would support a ban on all factory farming systems.



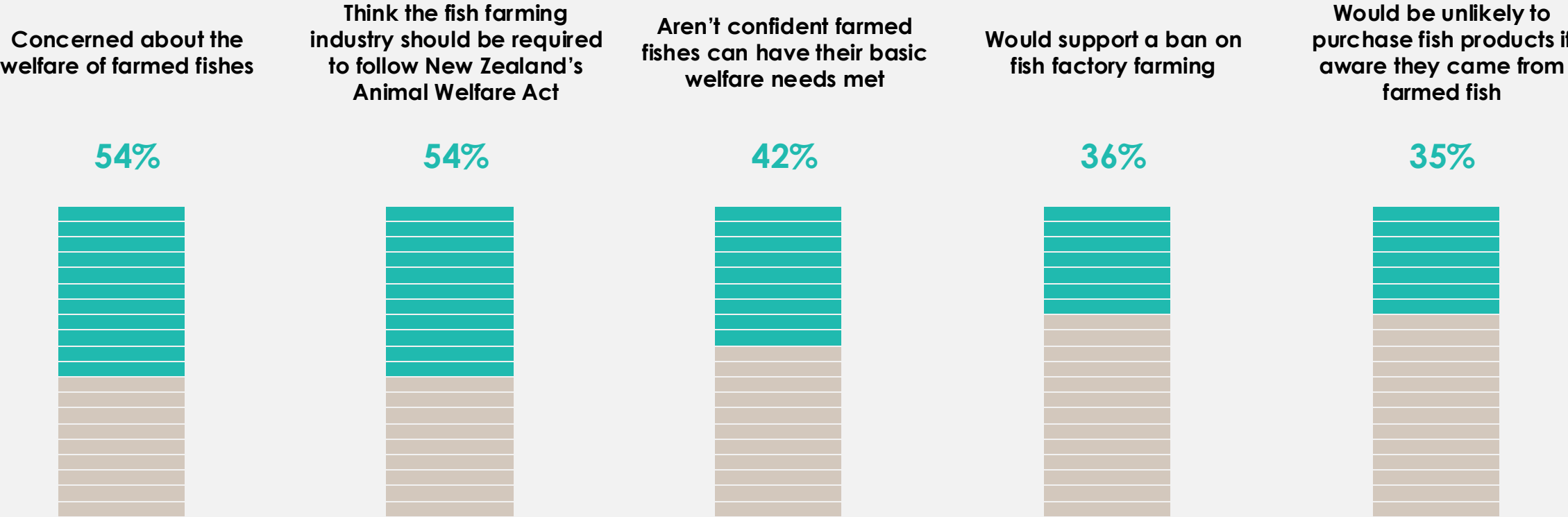
Source: FF6. Would you support or oppose a ban on all factory farming systems in New Zealand?
Base: All New Zealanders (n=1,000).

Seven in ten are willing to pay more for animal products if it means the animals have higher welfare conditions.



Source: FF8. Would you be willing to pay more for animal products from higher welfare conditions (i.e., free-range farms instead of factory farms)?
Base: All New Zealanders (n=1,000).

Farmed fish – half of New Zealanders are concerned about the welfare of farmed fish and believe that the industry should be required to follow New Zealand's Animal Welfare Act.



Source: FF2. How concerned or not concerned are you about the welfare of farmed fish? FF4. Do you think the fish farming industry should be required to follow New Zealand's Animal Welfare Act? FF3. How confident or not confident are you that the basic welfare needs of fishes can be met when they are farmed in cages? FF6. Would you support or oppose a ban on fish factory farming? ? FF5. How likely would you be to purchase a fish product if you knew the fish had been farmed in cages?
Base: All New Zealanders (n=1,014).



Hens farmed for eggs

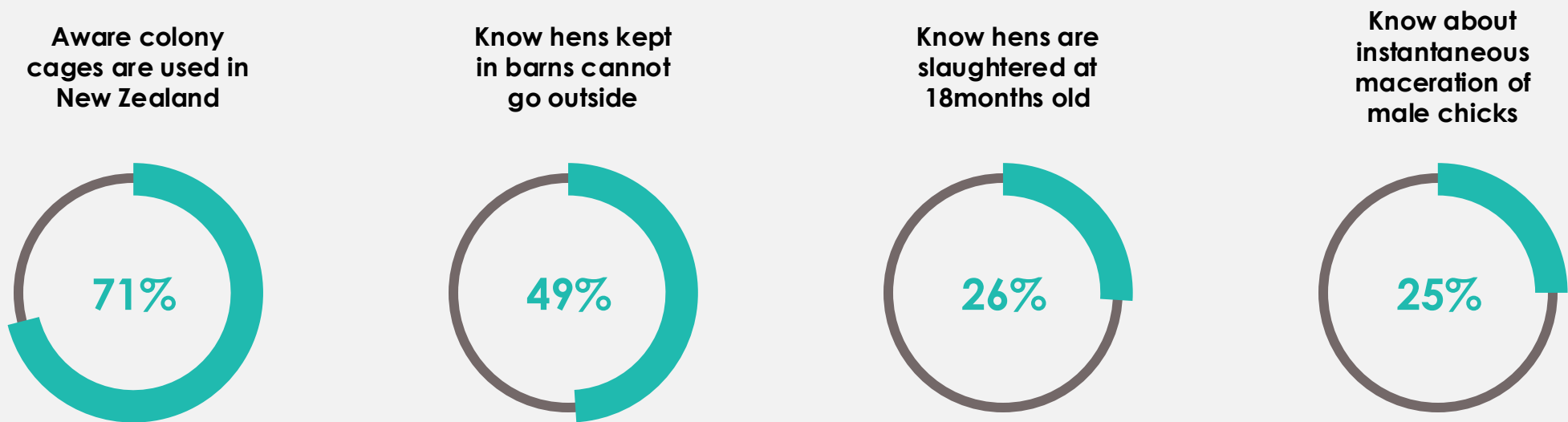
Most New Zealanders view common egg farming practices as unacceptable; particularly instantaneous maceration and stock density.



Source: MC3. How acceptable or not do you think the instantaneous maceration of male chicks is? HB4. How acceptable or unacceptable do you think it is to have seven hens in one metre squared? HB3. How acceptable or unacceptable do you think it is to keep hens indoors for their 18-month lifespan? EF3. How acceptable or unacceptable do you personally think the use of colony cages are? BT2. How acceptable do you personally think beak trimming is to manage the behaviour of hens kept in crowded conditions? FR2b. How acceptable or not do you think slaughtering commercially farmed hens at around 18 months is?

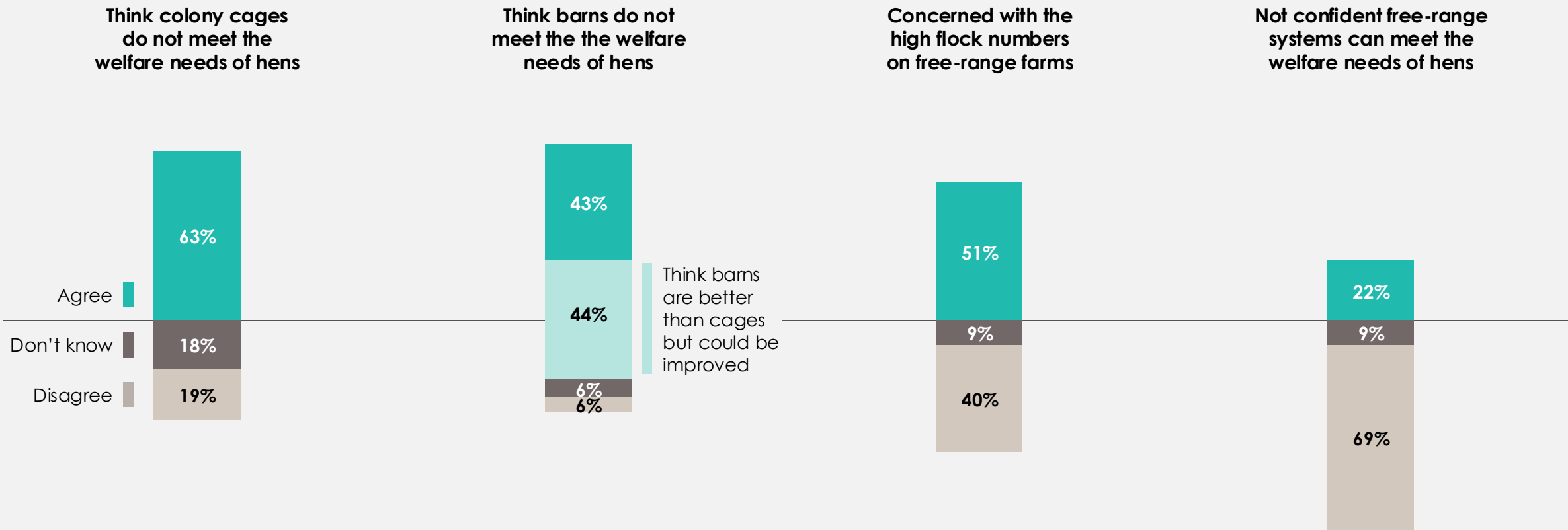
Base: All New Zealanders (n=1,012).

Knowledge of many of these practices is relatively low, the exception being colony cages.



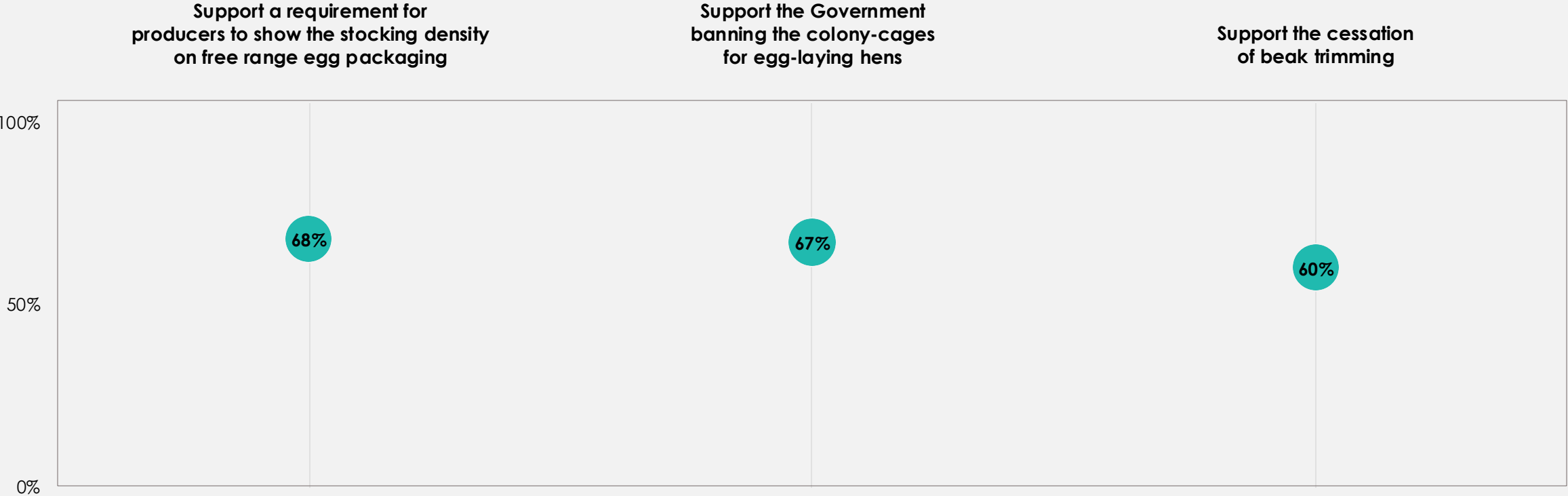
Source: EF2. Before starting this survey, were you aware that colony cages are used in New Zealand? HB2. Before starting this survey, did you know that hens kept in barns cannot go outside? FR2. Before starting this survey, did you know that all commercially farmed hens are slaughtered at around 18 months of age, when their egg production declines? MC2. Before starting this survey, were you aware that male chicks in the egg industry are killed after hatching because they aren't eaten and cannot lay eggs?
Base: All New Zealanders (n=1,012).

Most New Zealanders doubt colony cages and barns meet the welfare needs of hens. These concerns, to a lesser extent, extend to free-range systems.



Source: EF4. Do you think colony cages can meet the welfare needs of hens? HB5. Which of the following best reflects your personal view on the living conditions of hens in barn systems? FR3. How concerned or not concerned are you by high flock numbers on free-range farms? FR5. How confident or not confident are you that free-range systems can meet the welfare needs of hens?
Base: All New Zealanders (n=1,012).

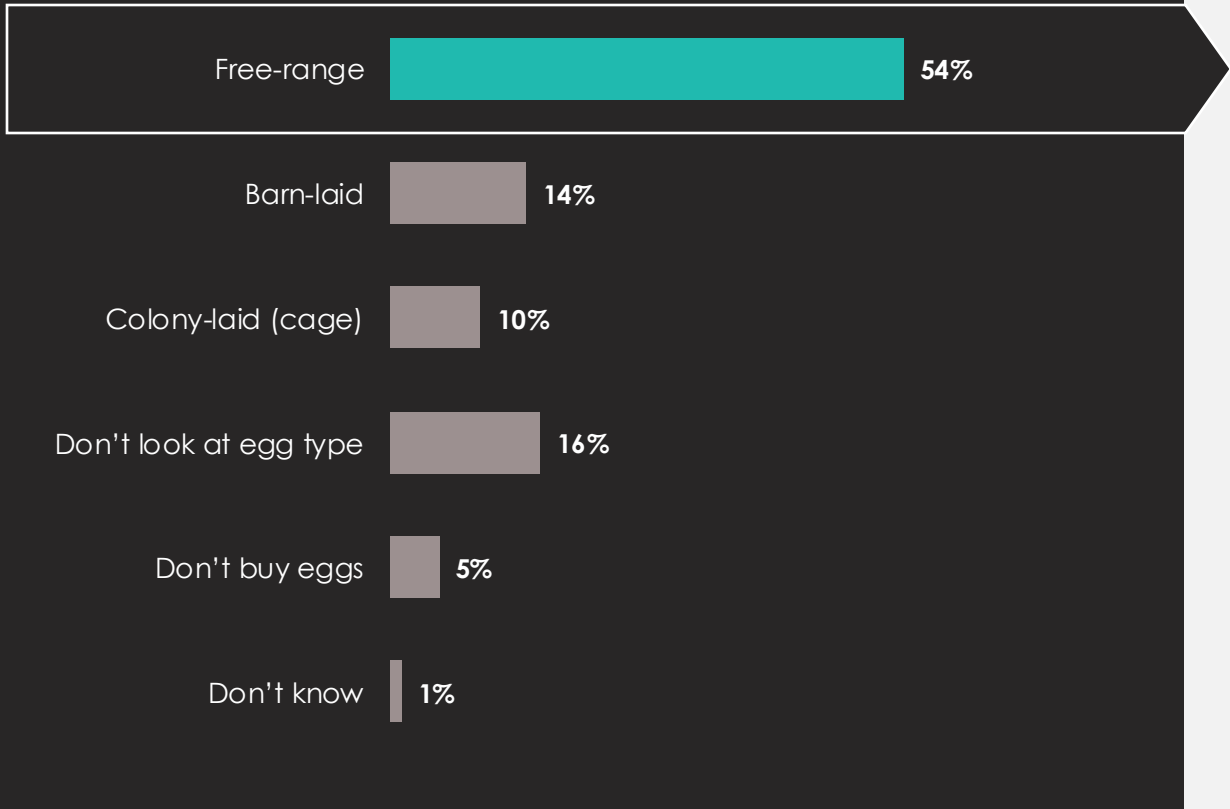
Most New Zealanders say they would back reforms which: 1. mandate publishing stocking density, 2. ban colony cages for egg-laying hens, and 3. ban beak trimming.



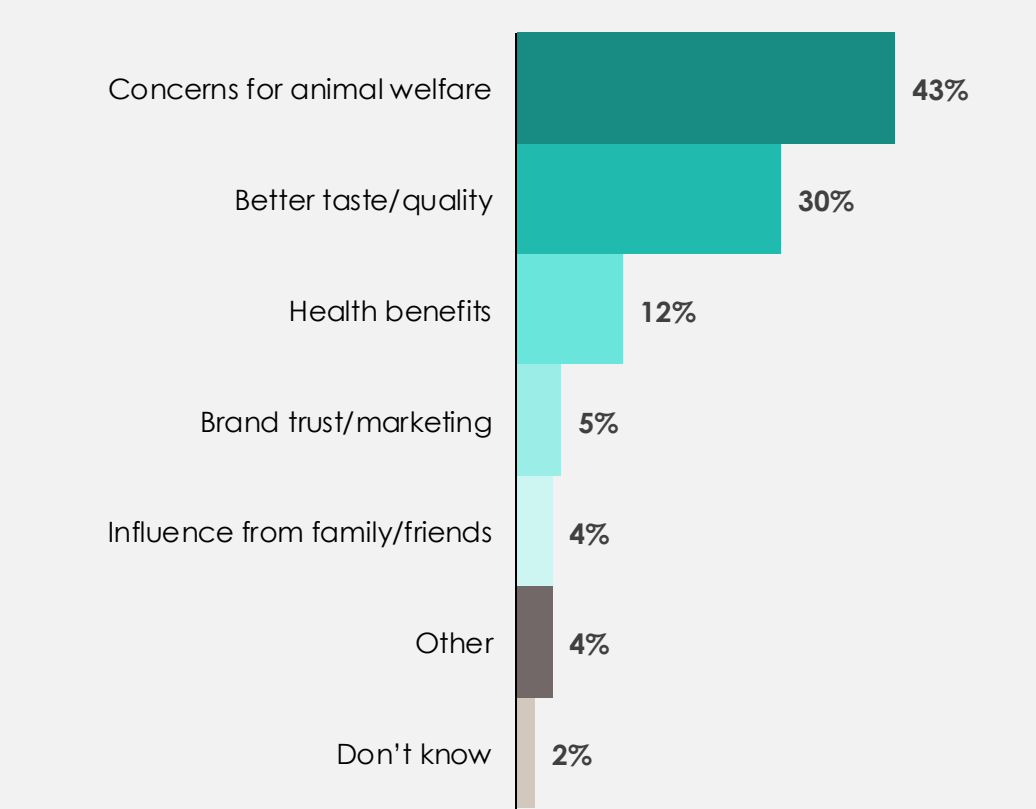
Source: FR4. Would you support or oppose a requirement for producers to show the stocking density on free range egg packaging? EF4b. Would you support or oppose the Government banning the colony-cages for egg-laying hens? BT4. Animal advocacy groups say that stopping beak trimming would require the egg industry to address the root causes of aggressive behaviour in hens kept in overcrowded conditions. This may mean reducing flock numbers, which could increase the price of eggs. Do you support or oppose the egg industry stopping beak trimming?
Base: All New Zealanders (n=1,012).

Half of New Zealanders currently buy free-range eggs. Barn and colony-laid eggs are less popular at 14% and 10% respectively.

Those who currently buy free-range eggs mainly do so for animal welfare reasons.



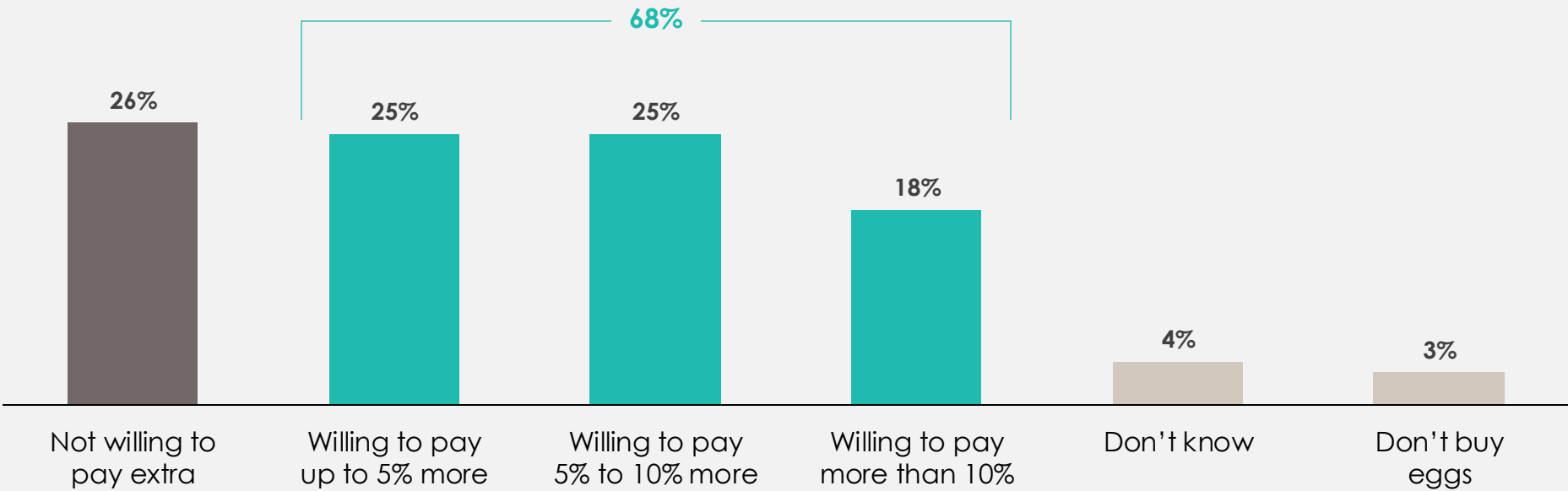
Source: EG1. What kind of eggs do you buy most often?
Base: All New Zealanders (n=1,012).



Source: EG2. What is the main reason you choose to purchase free-range eggs?
Base: New Zealanders who mainly buy free range eggs (n=547).

Two thirds are willing to pay more for eggs that come from cage-free systems.

Willingness to pay more for eggs produced in cage-free systems to improve animal welfare

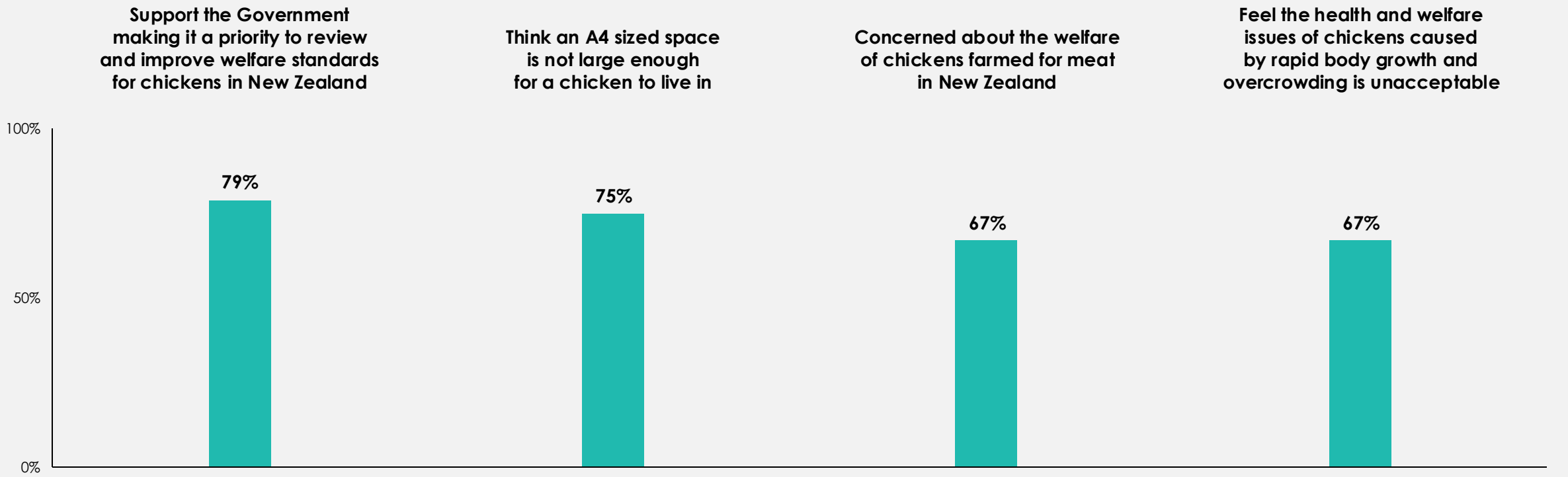


Source: EF6. Would you be willing to pay more for eggs produced in cage-free systems to improve animal welfare?
Base: All New Zealanders (n=1,012).

An aerial photograph of a coastal road. A dark car is driving on the road, which is bordered by a sandy beach and the ocean. The water is a deep teal color, and white waves are breaking onto the shore. The text "Chickens bred for meat" is overlaid on the left side of the image in a white serif font.

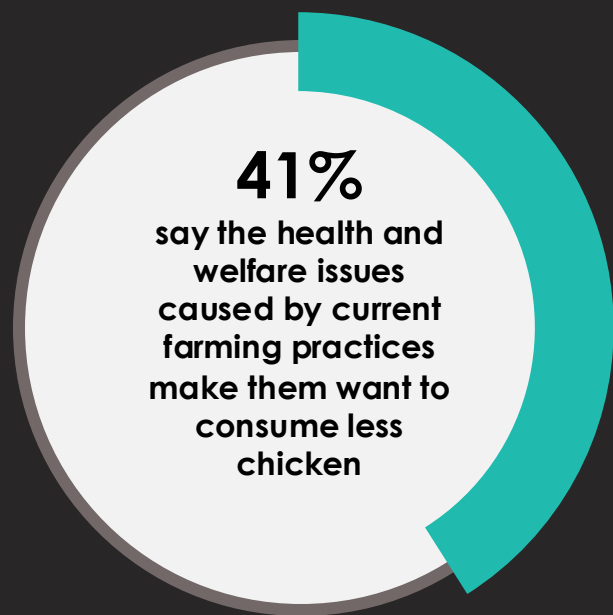
Chickens bred for meat

Most New Zealanders support the prioritisation of reviewing and improving chicken welfare standards, and many are concerned about the current state of chicken welfare in New Zealand.



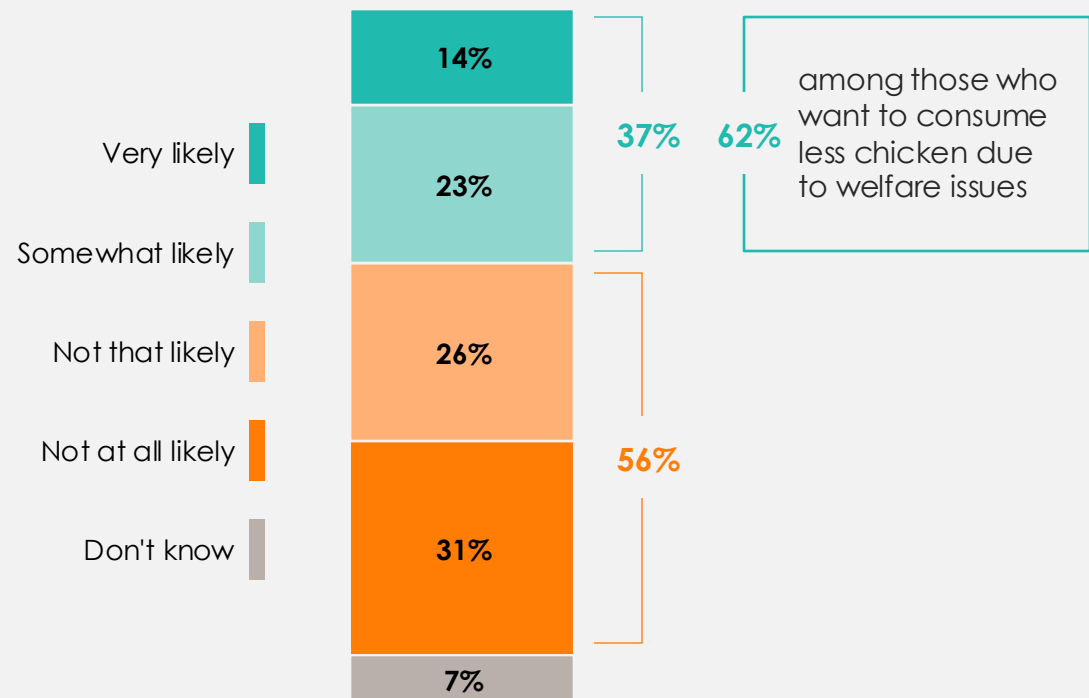
Source: CB3. Do you support or oppose the Government making it a priority to review and improve welfare standards for chickens in New Zealand? CB5. Do you think an A4 sized piece of paper is enough space for a chicken to live in? CB2. How concerned or not concerned are you about the welfare of chickens farmed for meat in New Zealand? CB4. How acceptable (or not) do you consider the health and welfare issues of chickens caused by rapid body growth and overcrowding?
Base: All New Zealanders (n=1,002).

Four in ten New Zealanders feel compelled to reduce their chicken consumption due to welfare concerns.



Source: CB6. Do the health and welfare issues raised about current farming practices make you want to...
Base: All New Zealanders (n=1,002).

A third would likely buy plant-based alternatives if they were available at the same cost as meat products.



Source: CB7. How likely would you be to buy plant-based alternatives to reduce the number of chickens being harmed if they were available at the same cost as meat products?
Base: All New Zealanders (n=1,002).

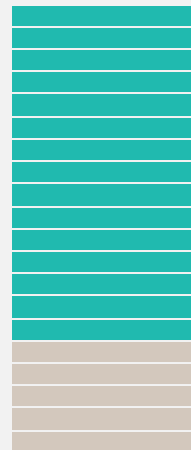
An aerial photograph of a coastline. On the left, a paved road with white dashed lines runs vertically. To the right of the road is a sandy beach. Further right, the ocean waves are breaking, creating white foam. The water is a deep teal color. The entire image is overlaid with a dark, semi-transparent filter.

Pigs farmed in cages

Three in four New Zealanders oppose the use of farrowing crates and support banning their use in New Zealand. More than half of New Zealanders feel the government is taking too long phasing out the crates.

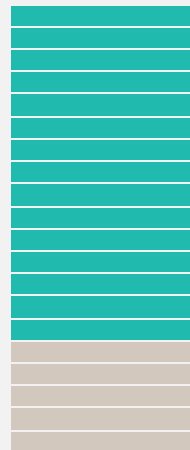
Oppose the use of farrowing crates in New Zealand

74%



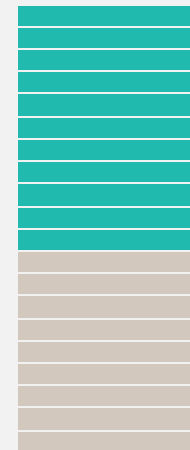
Support banning farrowing crates in New Zealand

73%



Believe the government is taking too long to phase out farrowing crates

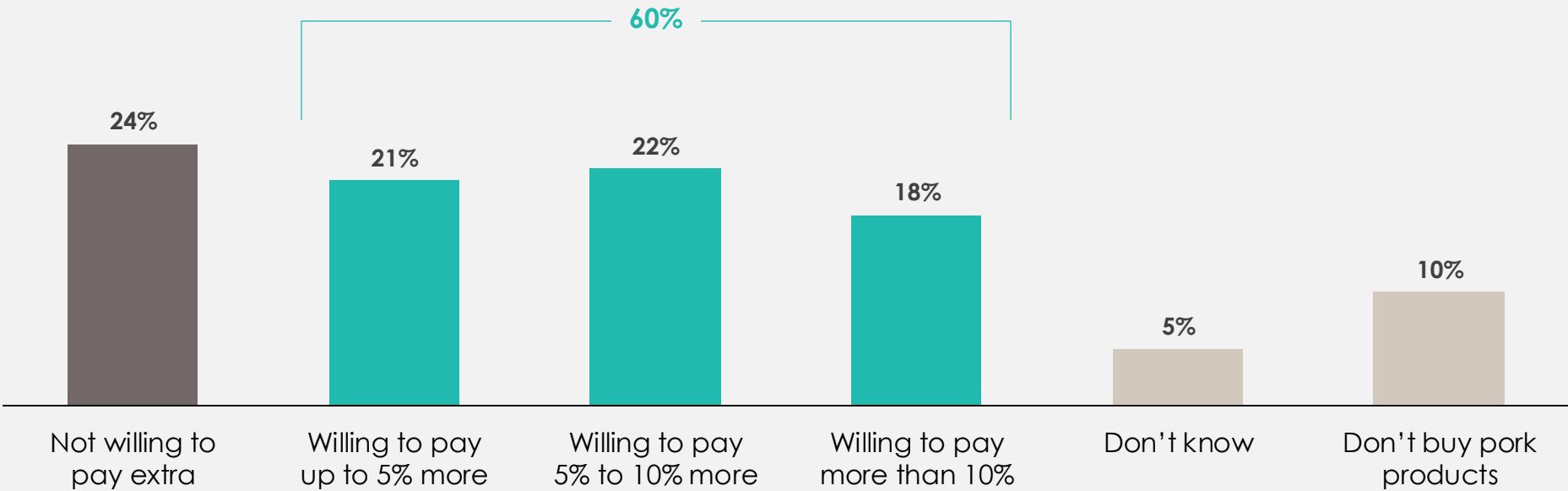
55%



Source: PF2. Do you support or oppose the use of farrowing crates in New Zealand? PF3. Do you support or oppose the Government banning the use of farrowing crates in New Zealand? PF4. What do you think about the length of time the Government is taking before it phases out farrowing crates following the 2020 High Court Ruling?
Base: All New Zealanders (n=1,000).

Six in ten New Zealanders say they are willing to pay more for pork products which explicitly excluded the use of farrowing crates.

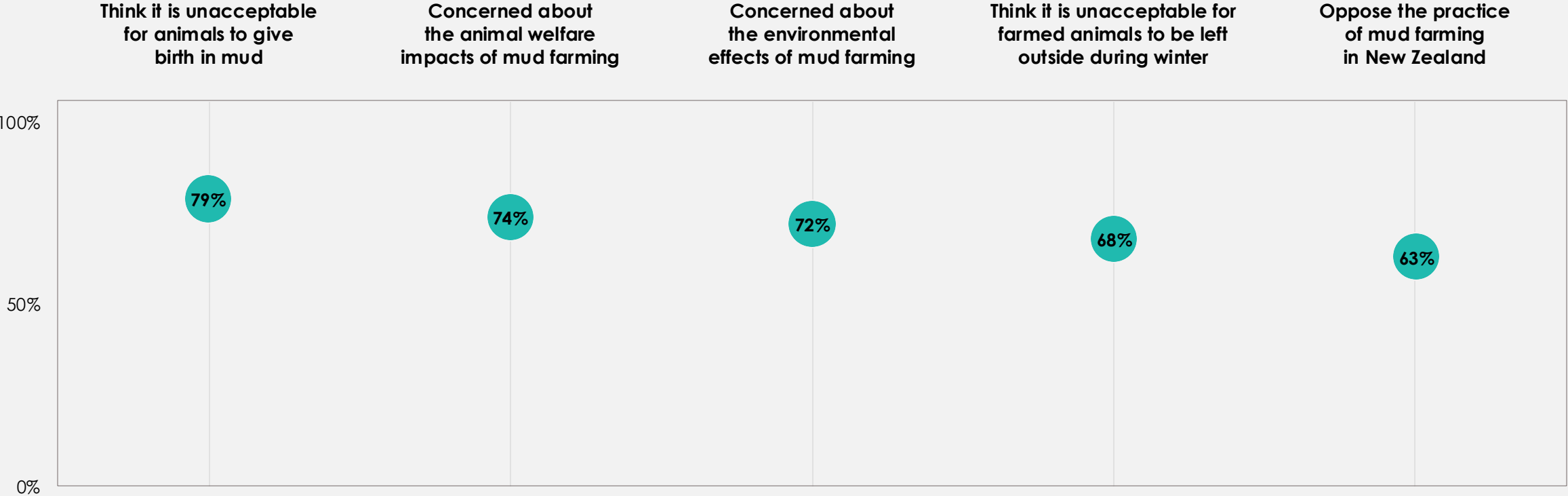
Willingness to pay more for pork products if they were guaranteed to come from systems that do not use farrowing crates



Source: PF5. Would you be willing to pay more for pork products if they were guaranteed to come from systems that do not use farrowing crates?
Base: All New Zealanders (n=1,000).

Mud farming

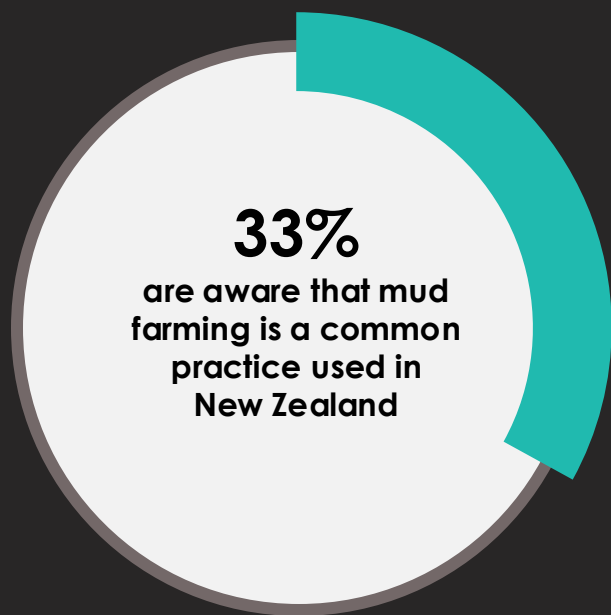
Most New Zealanders are concerned about, and oppose, current mud farming practices.



Source: MF4. How acceptable or not do you personally think it is for animals to give birth in mud? MF3. How concerned or not concerned are you about the animal welfare impacts of intensive winter grazing, such as infection, hypothermia, and death? MF6. How concerned or not concerned are you about the environmental effects of mud farming, such as soil degradation and water pollution? MF5. How acceptable or not to you personally think it is for animals on farms to be left outside during winter for up to four months with no shelter? MF7. Do you support or oppose the practice of intensive winter grazing in New Zealand?

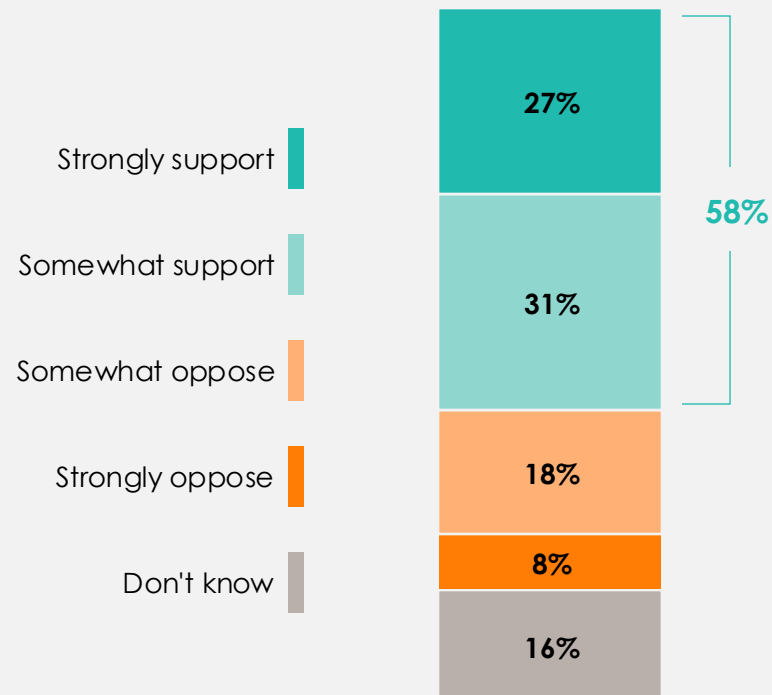
Base: All New Zealanders (n=1,012).

Only a third of New Zealanders are aware that mud farming is a common practice.



Source: MF2. Before starting this survey, were you aware that intensive winter grazing is a common practice used in New Zealand?
Base: All New Zealanders (n=1,012).

More than half say they would support a ban on mud farming.

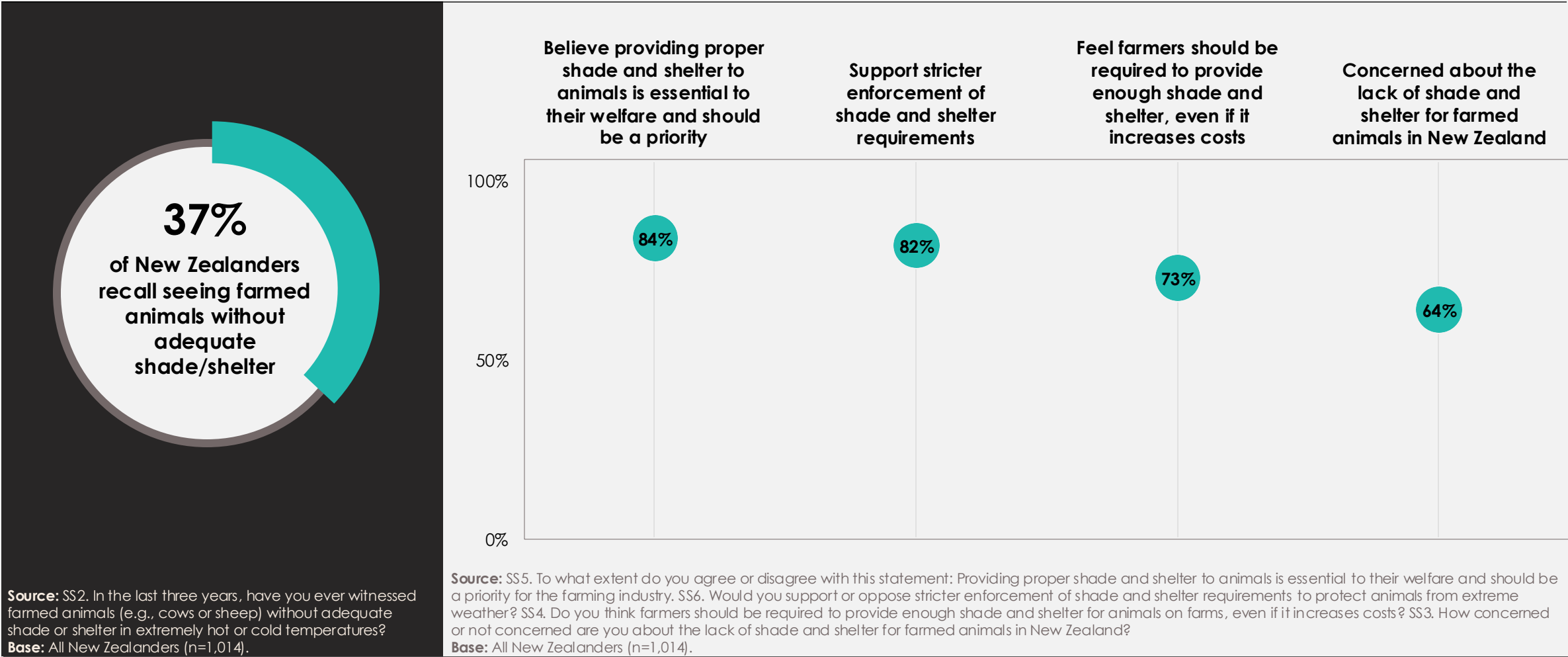


Source: MF8. Would you support or oppose a ban on intensive winter grazing in New Zealand to protect animal welfare and the environment?
Base: All New Zealanders (n=1,012).

Shade and shelter



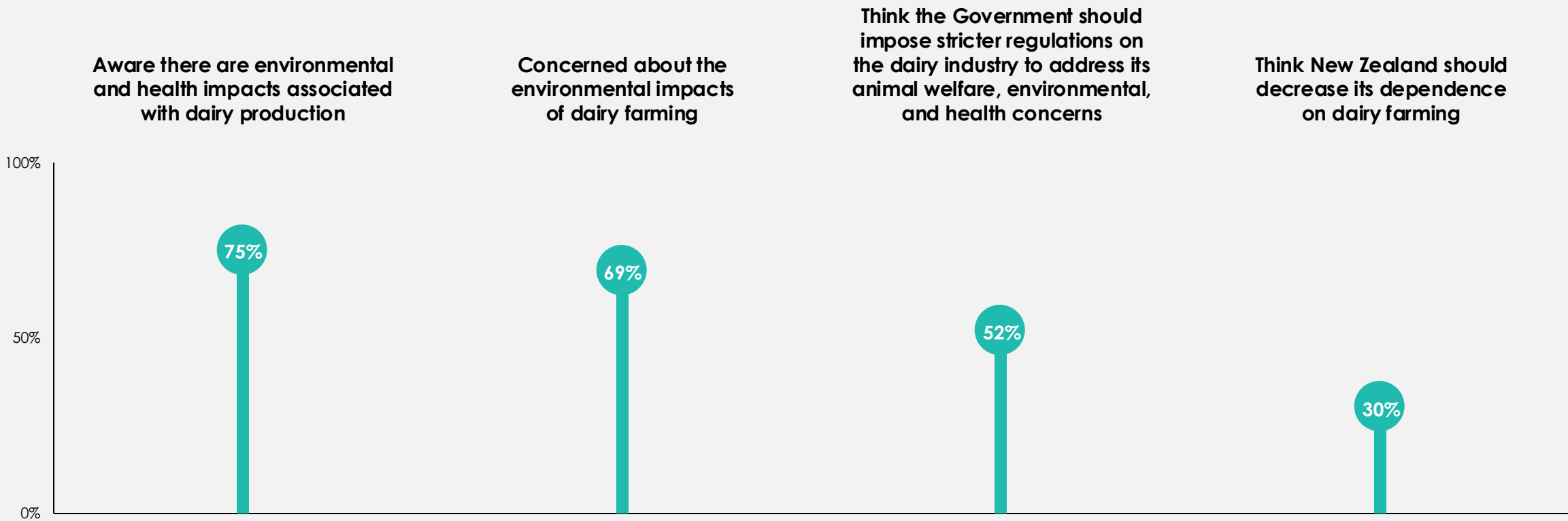
A third of New Zealanders recall having seen farmed animals without adequate shade or shelter. Most people feel providing shade and shelter is essential for animal welfare and believe enforcement of the requirements should be stricter.



A large, ancient-looking tree trunk stands prominently in the center of a dense forest. The tree has a thick, textured bark with several small holes. The foreground is filled with lush green ferns and other foliage, creating a sense of depth and a wild, natural environment. The background is a thick canopy of green leaves, with some light filtering through. The overall tone is dark and moody.

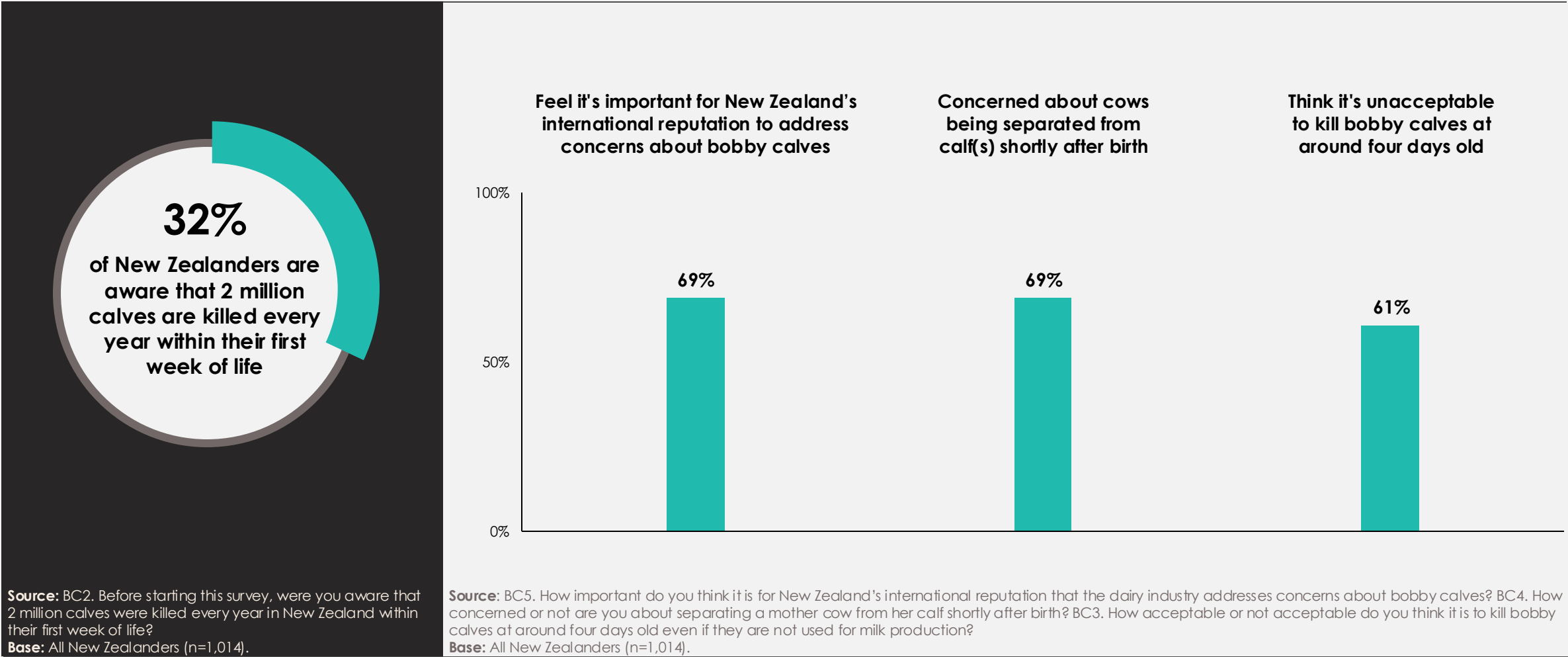
The dairy industry

New Zealanders are aware of, and concerned about, the negative health and environmental impacts associated with dairy production. Half of New Zealanders feel the government should impose stricter regulations on the industry and a third feel New Zealand should reduce its reliance on dairy farming.



Source: EP2. Before starting this survey, were you aware that there are environmental and health impacts associated with dairy production? EP3. How much of a concern, if at all, do you think the environmental impacts of dairy farming (such as water pollution and greenhouse gas emission) are for New Zealand? EP4. Do you think the Government should impose stricter regulations on the dairy industry to address its animal welfare, environmental, and health concerns, even if this reduces the industry's contribution to the NZ economy? EP5. Do you think New Zealand should increase, decrease, or keep the same level of dependence on dairy farming?
Base: All New Zealanders (n=1,002).

Just a third of New Zealanders are aware two million calves are culled each year. Most feel the practice needs to be addressed, are concerned about cows and calves being separated shortly after birth, and believe that it is not acceptable to kill bobby calves when they are only a few days old.





Sheep and lambs

Nearly half of New Zealanders feel the death rate of lambs in New Zealand is too high. A similar proportion say they would support the introduction of stricter regulations.

Feel the death rate of lambs in New Zealand is too high

47%



Feel the government should introduce stricter regulations to reduce lamb deaths

46%



Think the death rate of lambs affects New Zealand's international reputation

43%



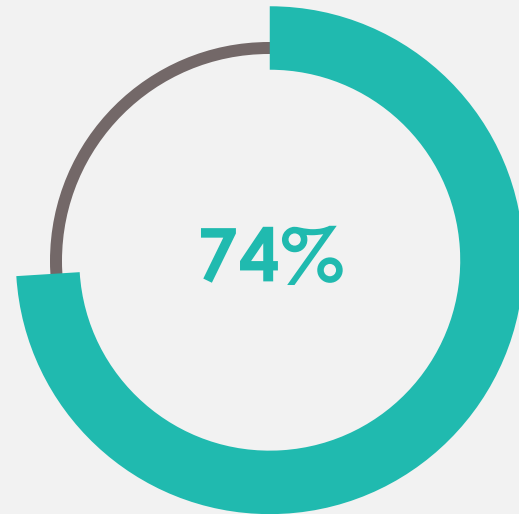
Source: SL2. In your view, how would you describe the death rate of lambs in New Zealand? SL4. What do you think the New Zealand government should do about regulations to reduce lamb deaths? SL3. Do you think the death rate of lambs in New Zealand affects the country's international reputation for animal welfare?
Base: All New Zealanders (n=1,002).

Husbandry procedures

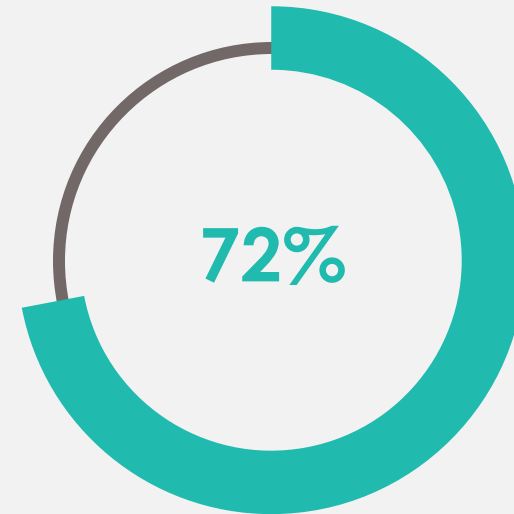
A person is standing on a grassy ridge in the foreground, looking out over a vast body of water. The water is dotted with several islands of varying sizes. In the background, there are dark, silhouetted mountains under a sky that transitions from a deep blue at the top to a lighter, hazy blue near the horizon. The overall mood is serene and expansive.

Three quarters of New Zealanders are concerned about husbandry procedures causing pain to animals and believe it is not acceptable to perform painful husbandry procedures on animals without pain relief.

Concerned about husbandry procedures
causing pain to farmed animals



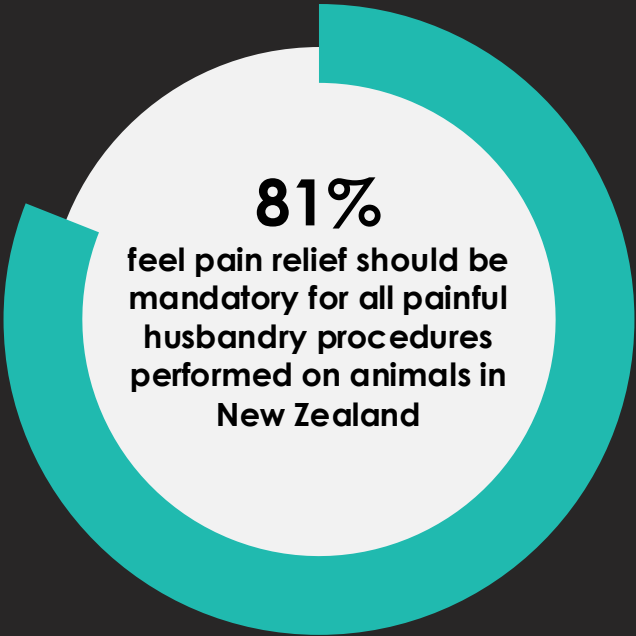
Believe it's not acceptable to perform
painful husbandry procedures on
animals without pain relief



Source: PH3. How concerned or not concerned are you about husbandry procedures causing pain to farmed animals? PH2. How acceptable or unacceptable do you think it is to perform painful husbandry procedures on animals, such as castration and tail docking, without pain relief?

Base: All New Zealanders (n=1,000).

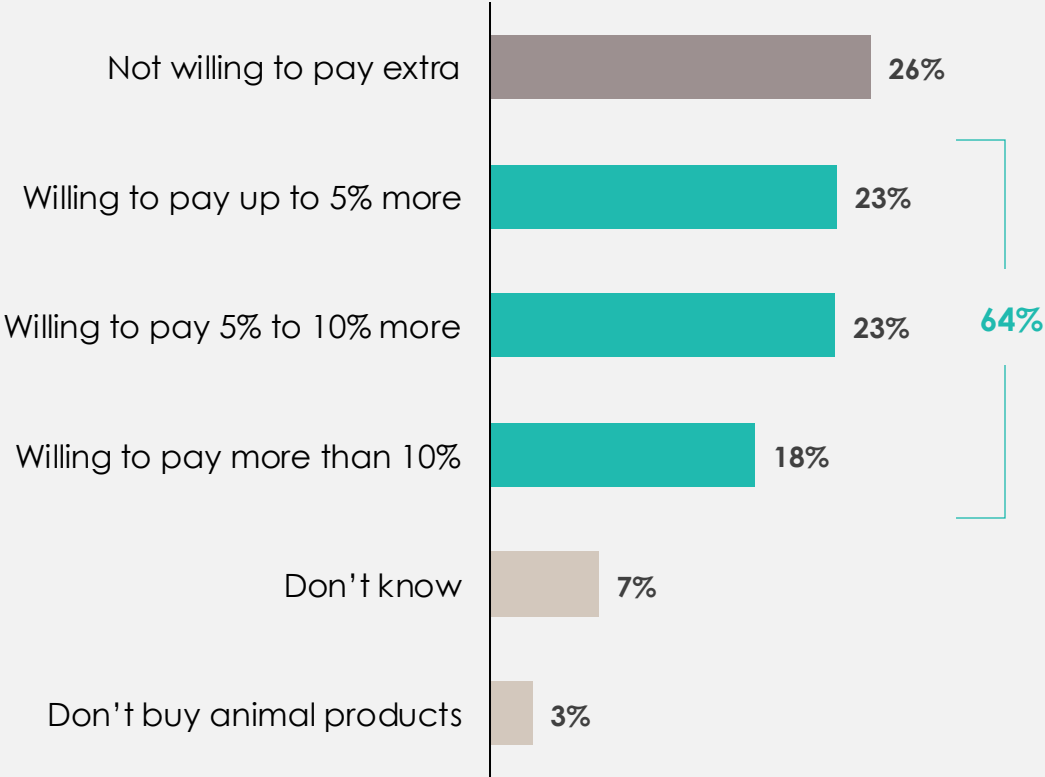
Eight in ten New Zealanders believe pain relief should be mandatory for painful husbandry procedures.



Source: PH4. To what extent do you agree or disagree that pain relief should be mandatory for all painful husbandry procedures performed on animals in New Zealand?
Base: All New Zealanders (n=1,000).

The majority of New Zealanders (64%) are willing to take on some additional cost so that animals have pain relief for these procedures.

Willingness to pay more for animal products if it was mandatory that animal husbandry procedures were performed with pain relief



Source: PH5. Would you be willing to pay more for animal products if it was mandatory that animal husbandry procedures were performed with pain relief?
Base: All New Zealanders (n=1,000).

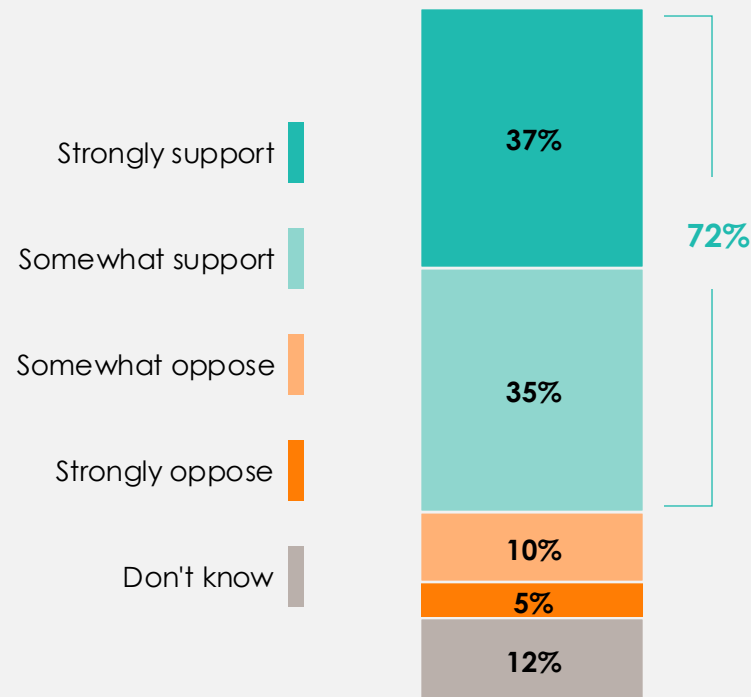
CCTV in slaughterhouses

Most New Zealanders believe mandatory CCTV would help prevent animal cruelty in slaughterhouses.



Source: CS2. Do you believe mandatory CCTV would help prevent cruelty to animals in New Zealand slaughterhouses?
Base: All New Zealanders (n=1,012).

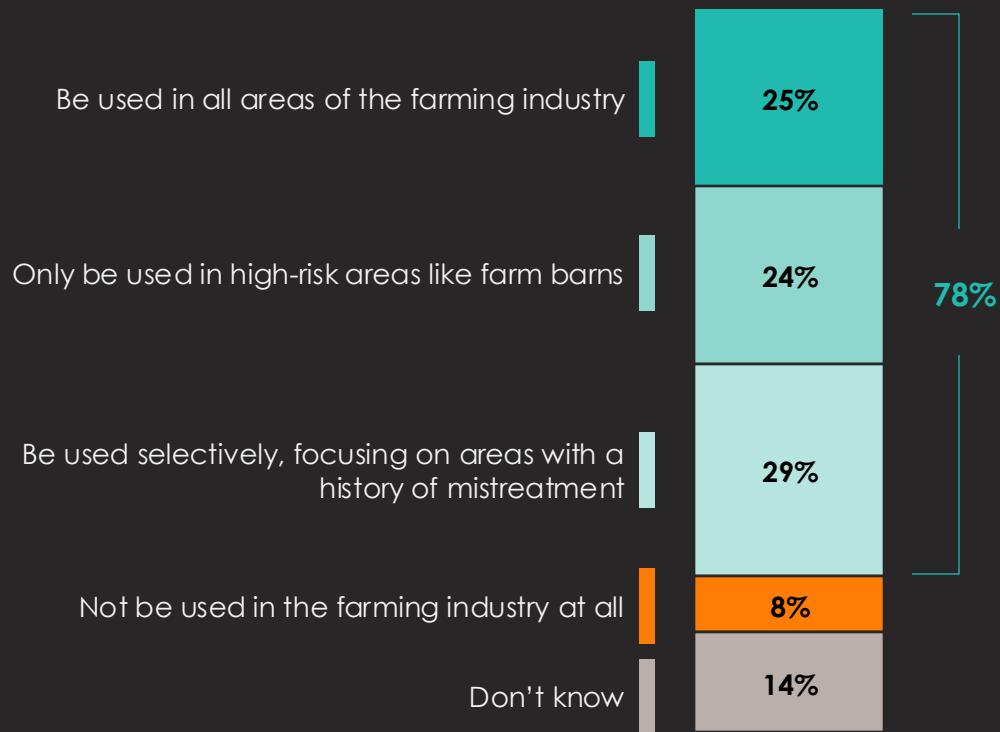
And most would support their introduction in New Zealand.



Source: CS3. Would you support or oppose the introduction of mandatory CCTV in New Zealand slaughterhouses?
Base: All New Zealanders (n=1,012).

Most New Zealanders say they would support CCTV being used across the farming industry in some form.

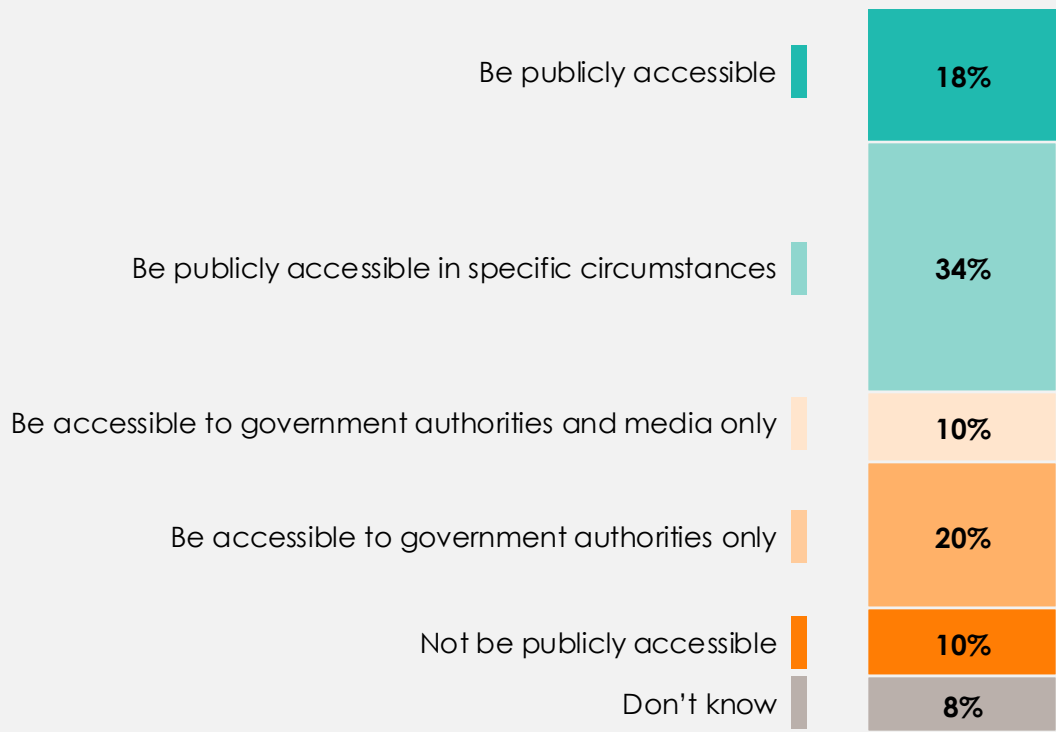
Slaughterhouse CCTV footage should...



Source: CS5. If CCTV cameras were found to be effective in identifying mistreatment and legal violations, do you think they should be applied to other parts of the farming industry?
Base: All New Zealander (n=1,012).

Views are varied when it comes to footage access; 18% feel all footage should be publicly accessible and a further 34% agree but only under specific circumstances.

Slaughterhouse CCTV footage should...

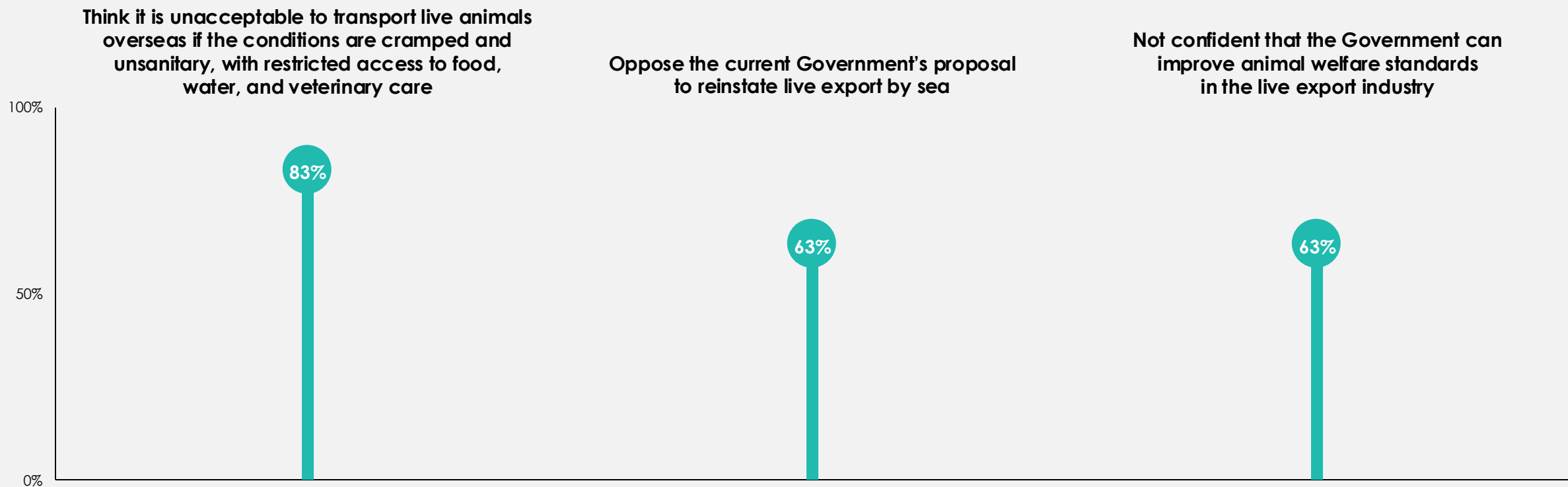


Source: CS4. If CCTV was introduced, do you believe footage captured from CCTV cameras should be publicly accessible if requested?
Base: All New Zealander (n=1,012).

An aerial photograph of a coastal road and ocean. The road is a two-lane asphalt road with white dashed lines, running vertically through the center of the image. To the left of the road is a grassy area with some small trees. To the right of the road is a sandy beach and the ocean. The ocean has large, white-capped waves breaking onto the shore. The overall color palette is muted, with greens, browns, and blues.

Live animal exports

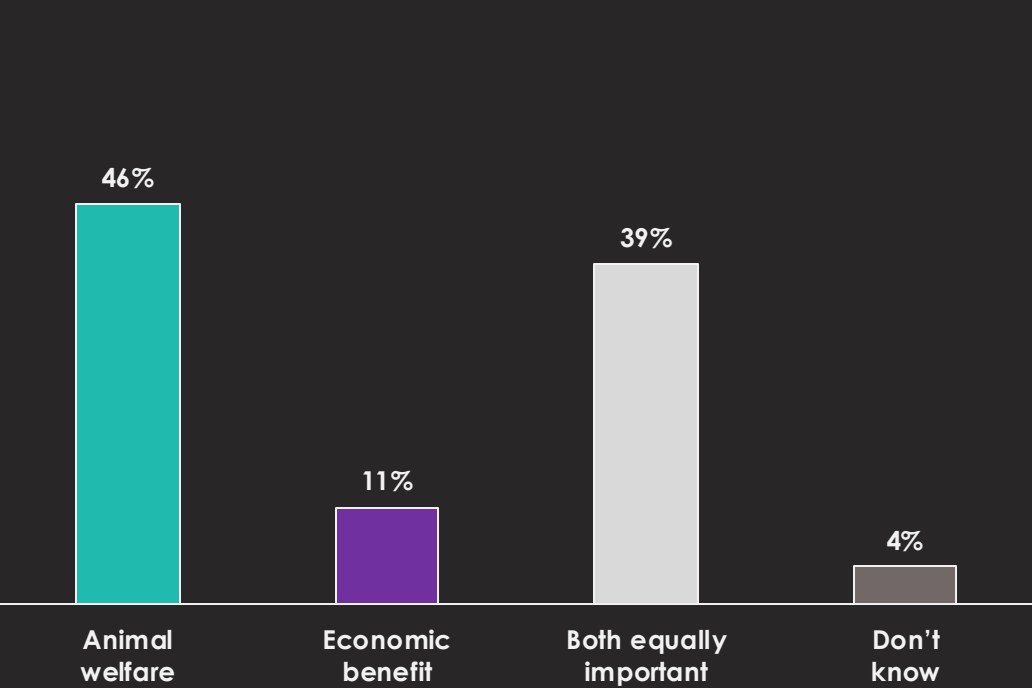
Most New Zealanders feel it's unacceptable to export live animals overseas. Two thirds oppose the government's proposal to reinstate live exports and are unconvinced the government can improve welfare standards in the export industry.



Source: LA2. How acceptable or not acceptable do you think it is to transport live animals overseas if the conditions are cramped and unsanitary, with restricted access to food, water, and veterinary care? LA3. Do you support or oppose the current Government's proposal to reinstate live export by sea? LA4. How confident or not confident are you that the Government can improve animal welfare standards in the live export industry?
Base: All New Zealanders (n=1,014).

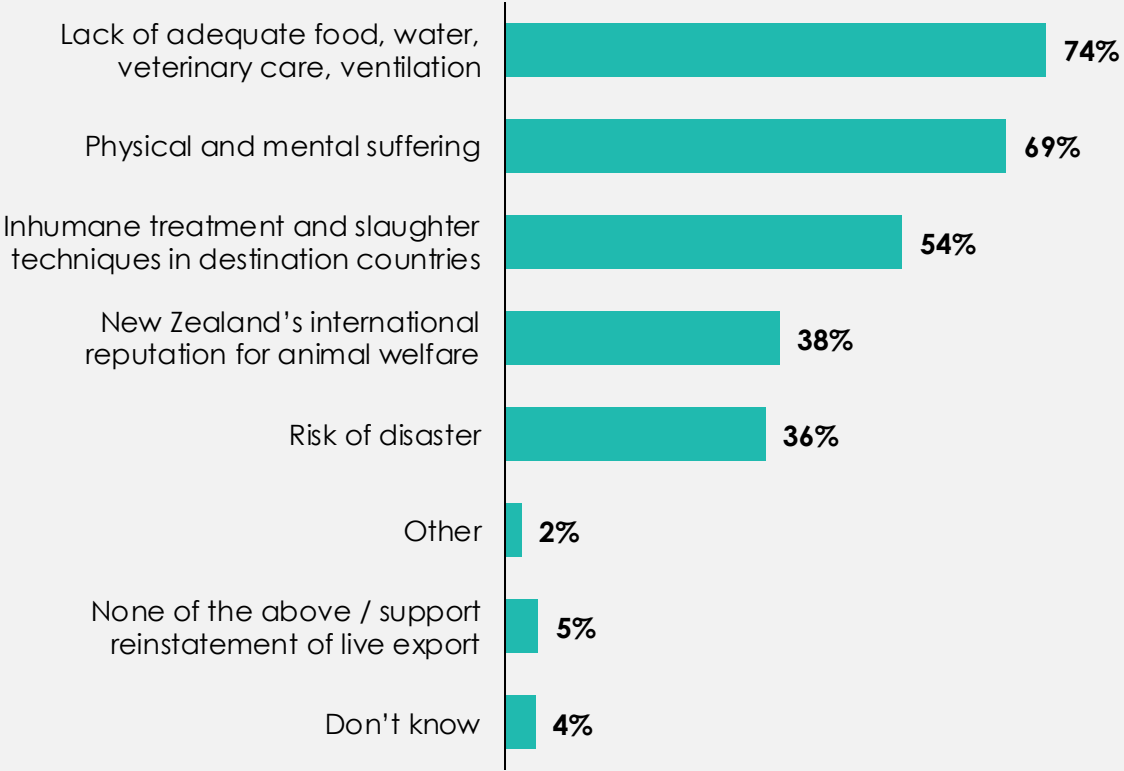
More New Zealanders would prioritise the animal's welfare compared to the economy when deciding whether to allow live exports.

Most important factor when deciding whether to allow live exports

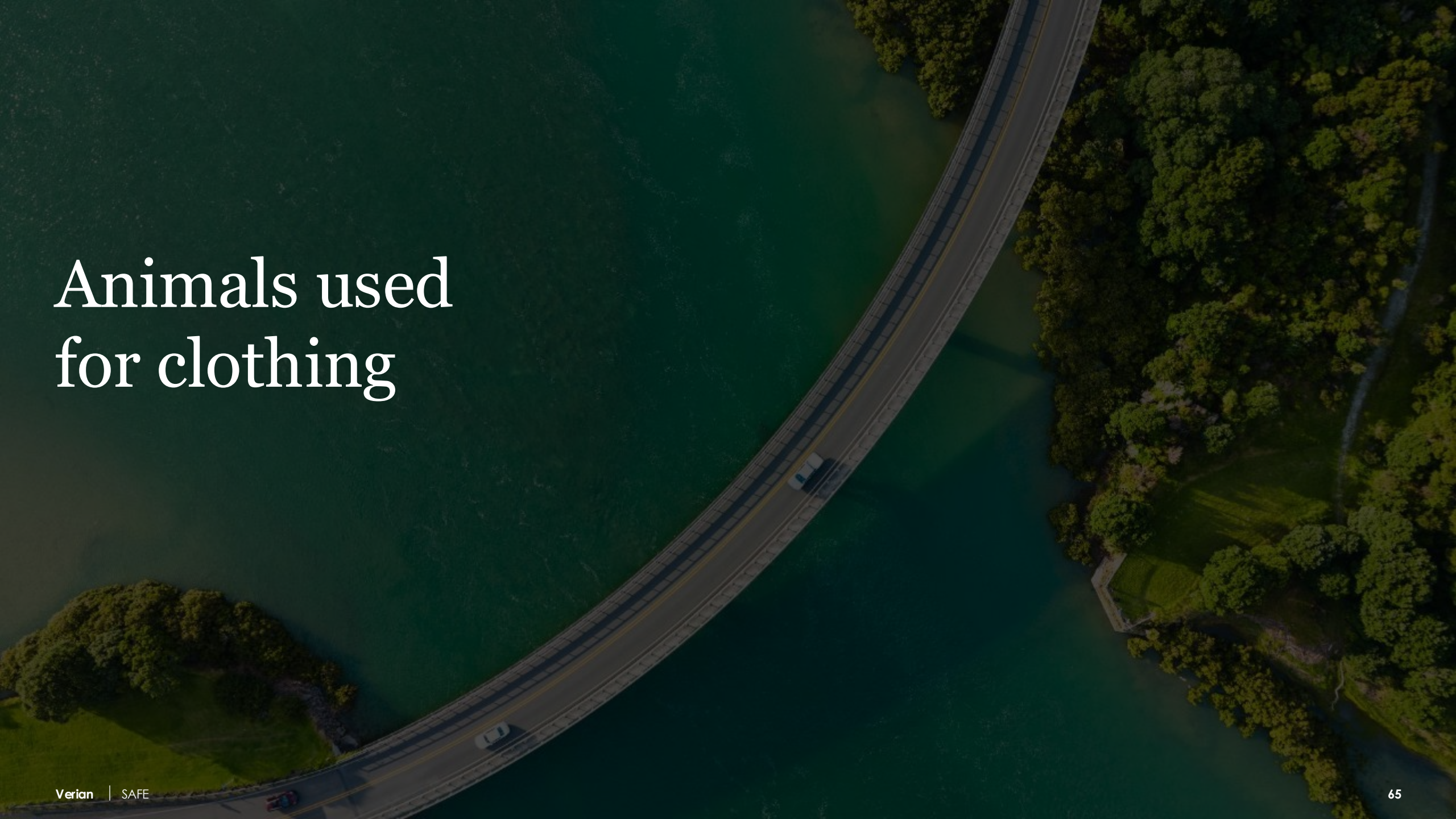


Source: LA5. What do you think is more important when deciding whether to allow live export by sea?
Base: All New Zealanders (n=1,014).

New Zealanders' primary concerns with live exports are: 1. the lack of adequate necessities and 2. the physical and mental suffering of animals.



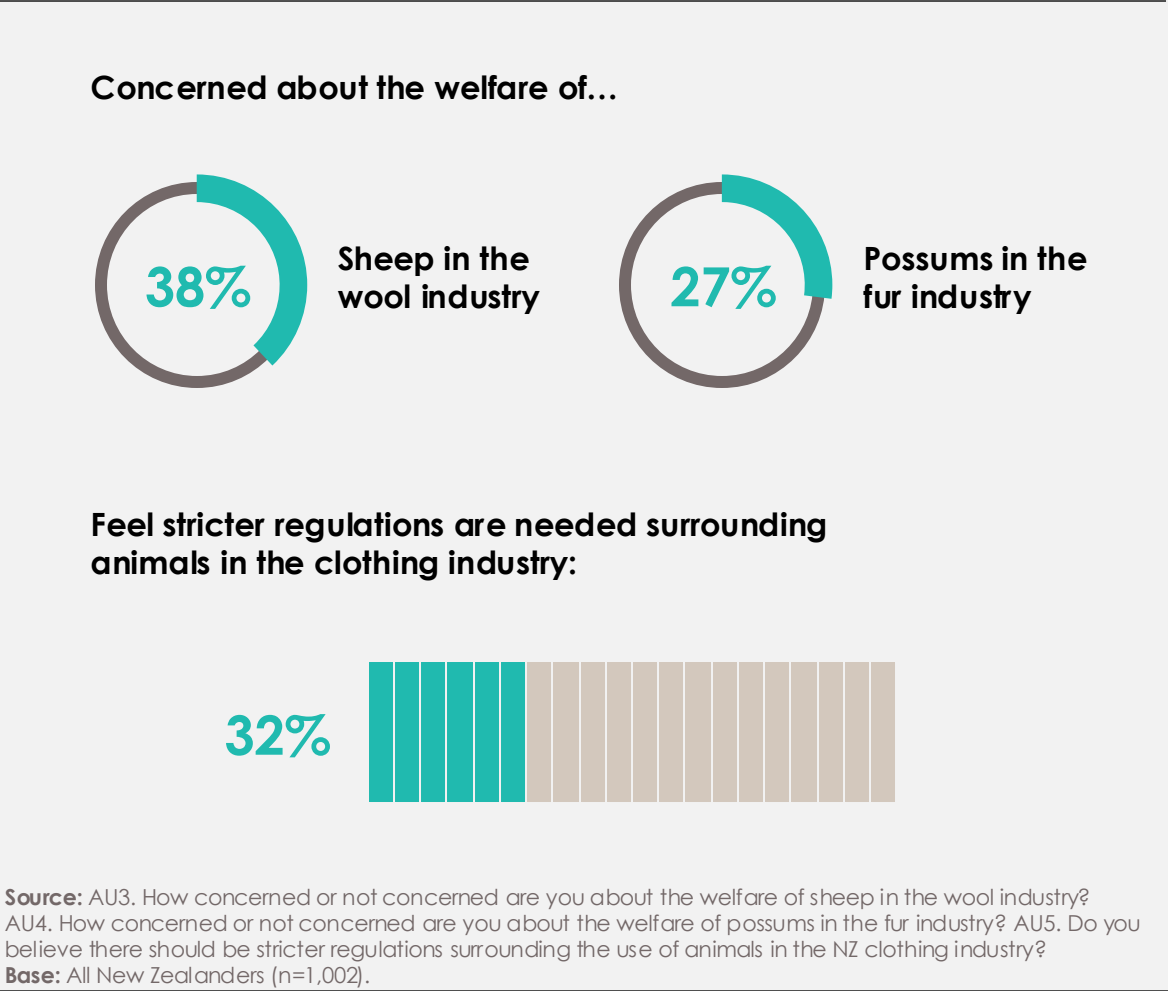
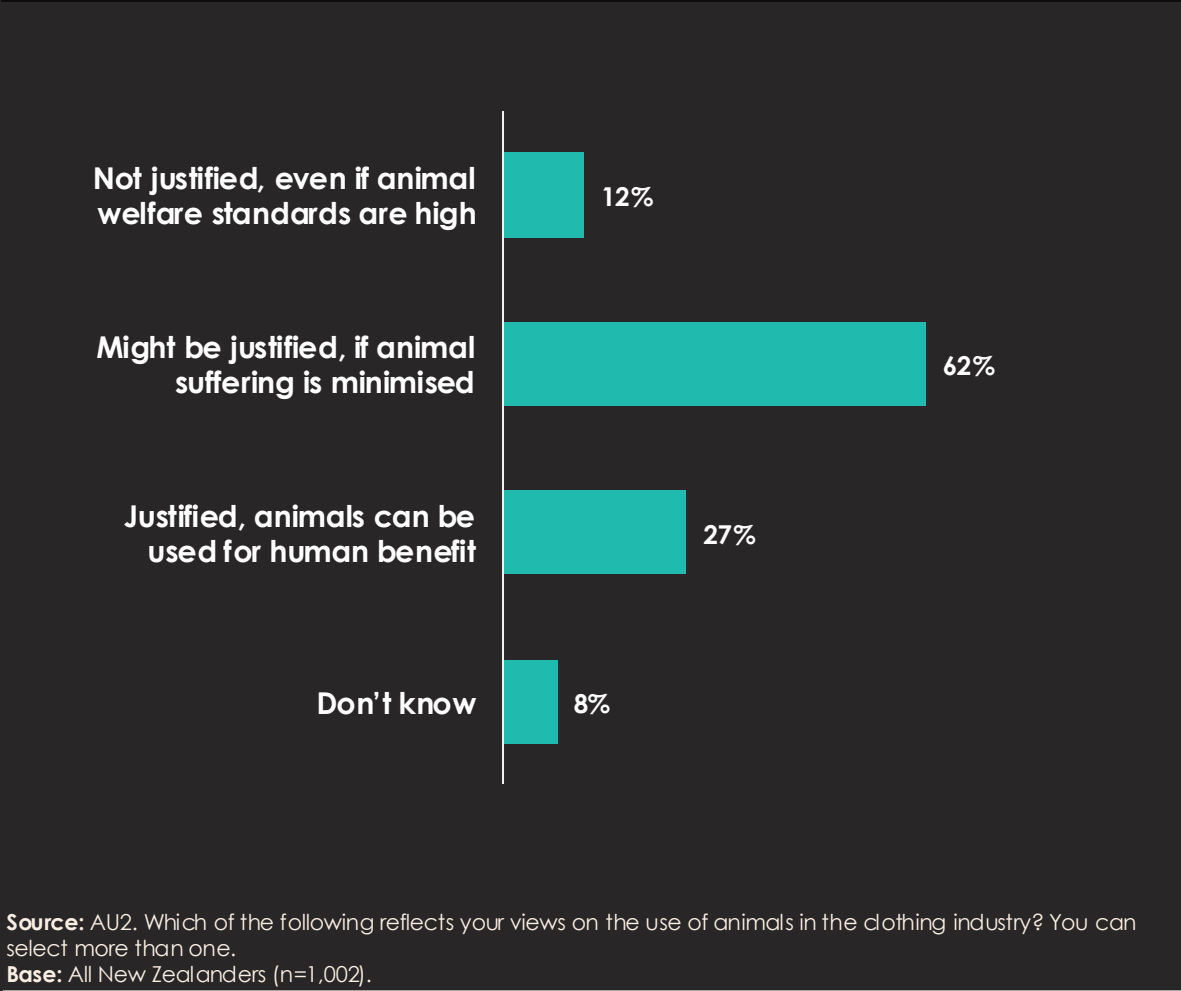
Source: LA6. Which (if any) of the following aspects of live export by sea concern you the most?
Base: All New Zealanders (n=1,014).

An aerial photograph of a multi-lane bridge spanning a wide river. The water is a deep, dark green. The bridge has yellow lane markings and a white center line. Several cars are visible on the bridge. The surrounding landscape is lush with green trees and grass. The text "Animals used for clothing" is overlaid in white serif font on the left side of the image.

Animals used for clothing

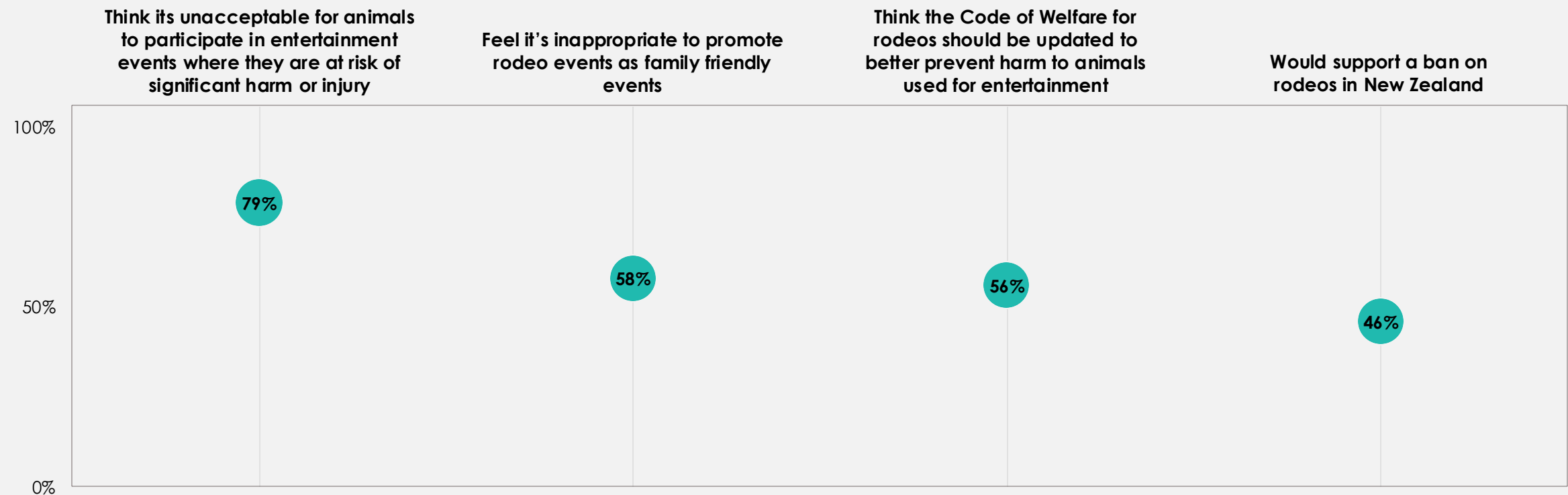
Most New Zealanders feel the use of animals in the clothing industry is justified if animal suffering is minimised.

A third of New Zealanders are concerned about the welfare of sheep in the wool industry, and a quarter are concerned about possums in the fur industry.



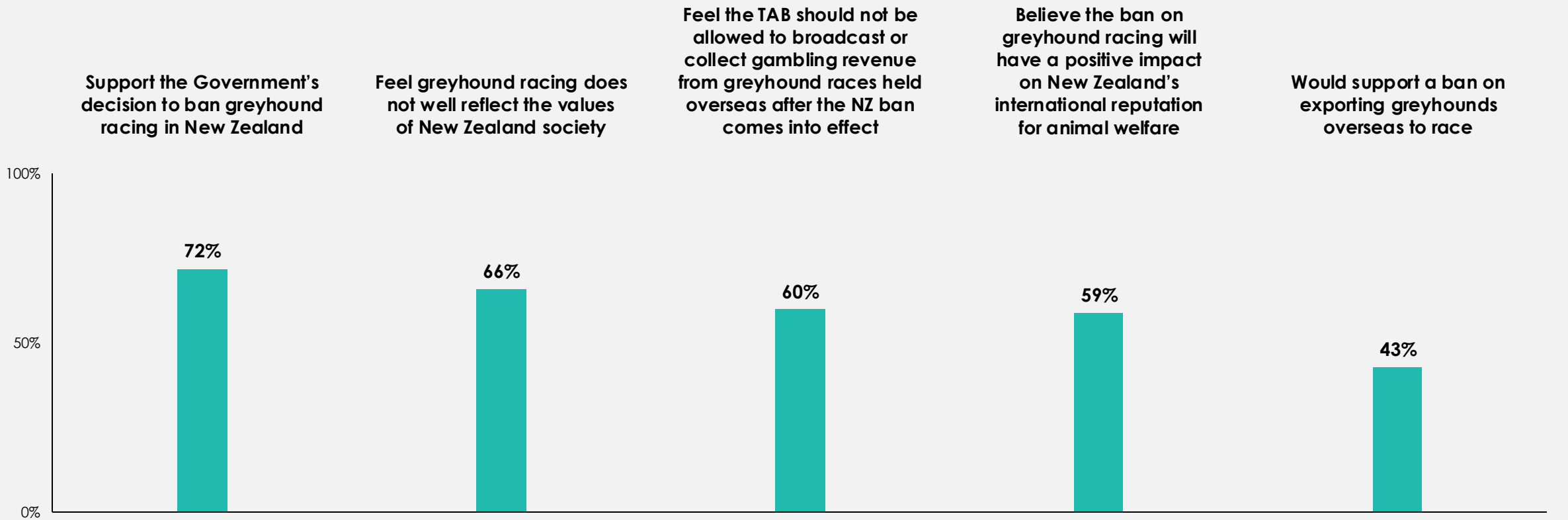
Animals used for racing and recreation

Rodeo – most New Zealanders feel it is unacceptable for animals to be put at risk of harm for the sake of entertainment. Around half believe it’s inappropriate to promote rodeos as ‘family-friendly’ and believe the code of welfare for rodeos should be updated.



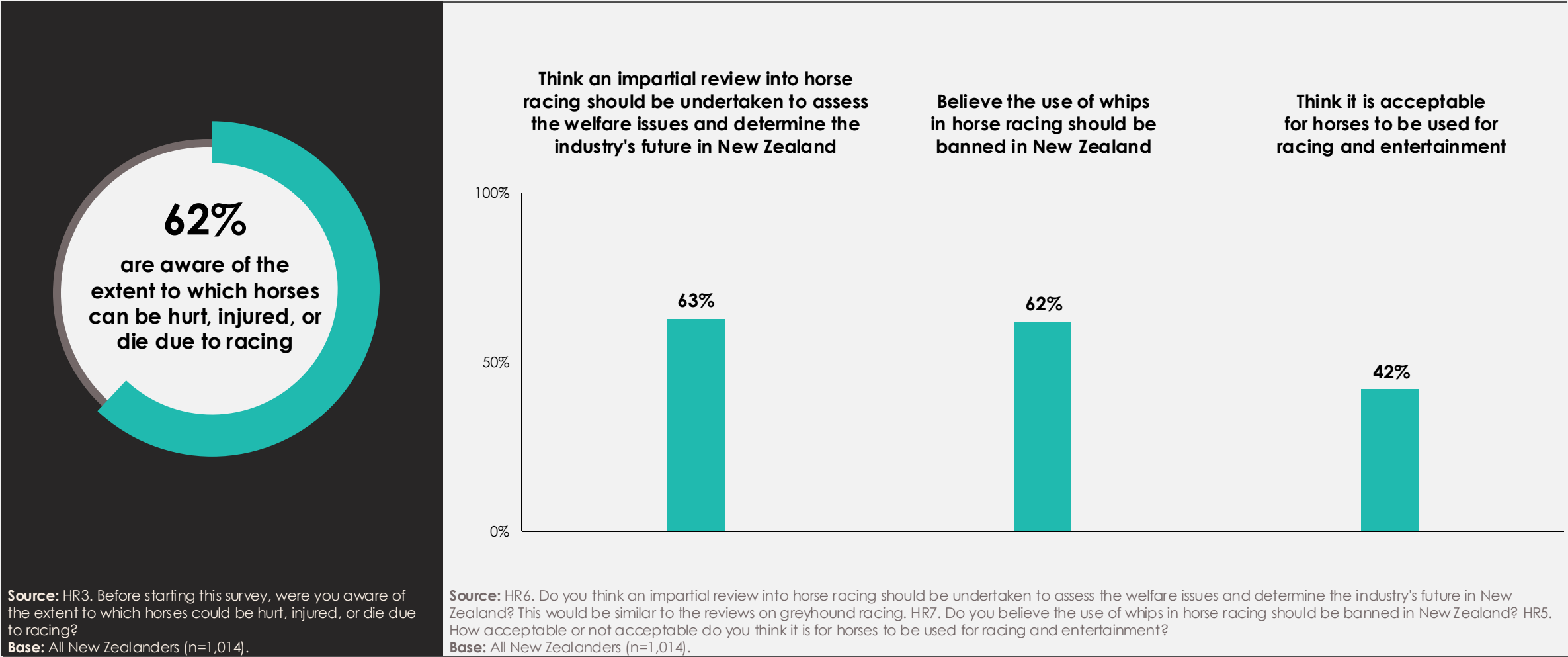
Source: RO3. How acceptable or not do you think it is for animals to participate in entertainment events where they are at risk of significant harm or injury. RO5. How appropriate or inappropriate do you think it is to promote rodeo events as family friendly events? RO4. Do you personally think the Code of Welfare for rodeos should be updated to better prevent harm to animals used for entertainment? RO6. Would you support or oppose a ban on rodeos in New Zealand?
Base: All New Zealanders (n=1,002).

Greyhound racing – most New Zealanders back the ban on greyhound racing and feel greyhound racing does not reflect the values of New Zealand society.



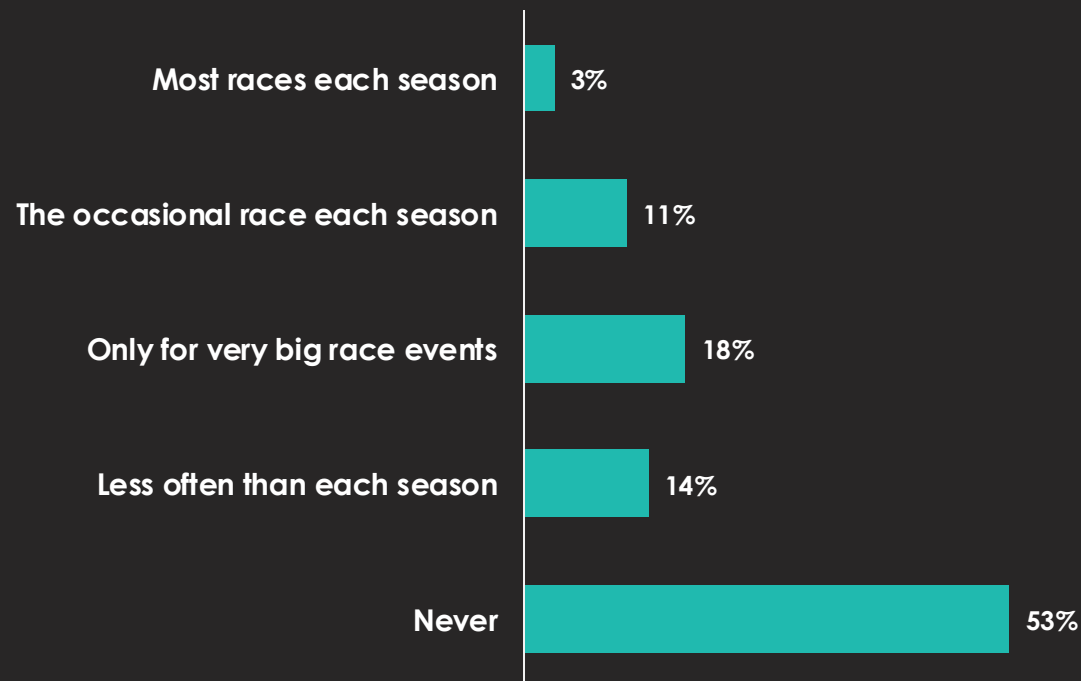
Source: GR2. Do you support or oppose the Government's decision to ban greyhound racing in New Zealand? GR3. In your view, how well does greyhound racing reflect the values of New Zealand society? GR5a. Do you think the TAB should be allowed to broadcast and collect gambling revenue from greyhound races held overseas after the NZ ban comes into effect? GR6. In your view, what impact (if any) will the ban on greyhound racing have on New Zealand's international reputation for animal welfare? GR5b. Earlier this year, a family of New Zealand greyhound trainers exported around 80 dogs to Australia to continue racing. Would you support or oppose a ban on New Zealand exporting greyhounds overseas to race?
Base: All New Zealanders (n=1,002).

Horse racing – two in three New Zealanders think there should be an impartial review into horse racing and feel that the use of whips in horse racing should be banned.



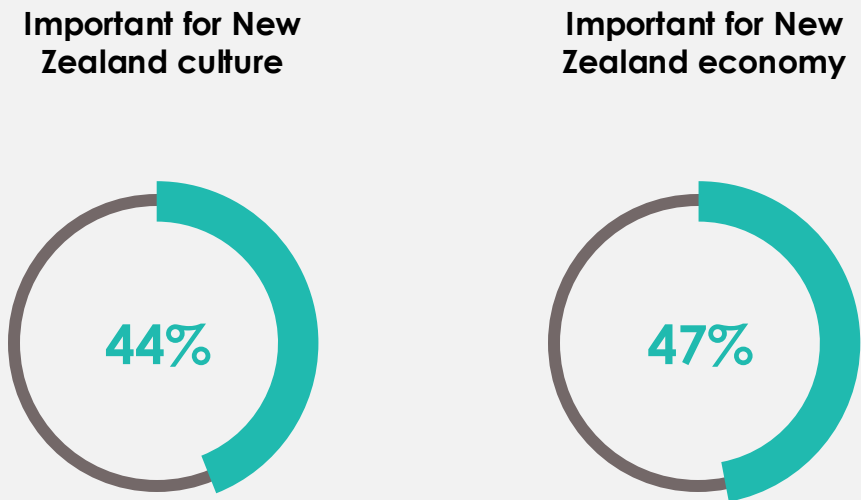
Most New Zealanders do not watch, or bet on, horse racing.

Frequency of watching, or betting on, horse racing



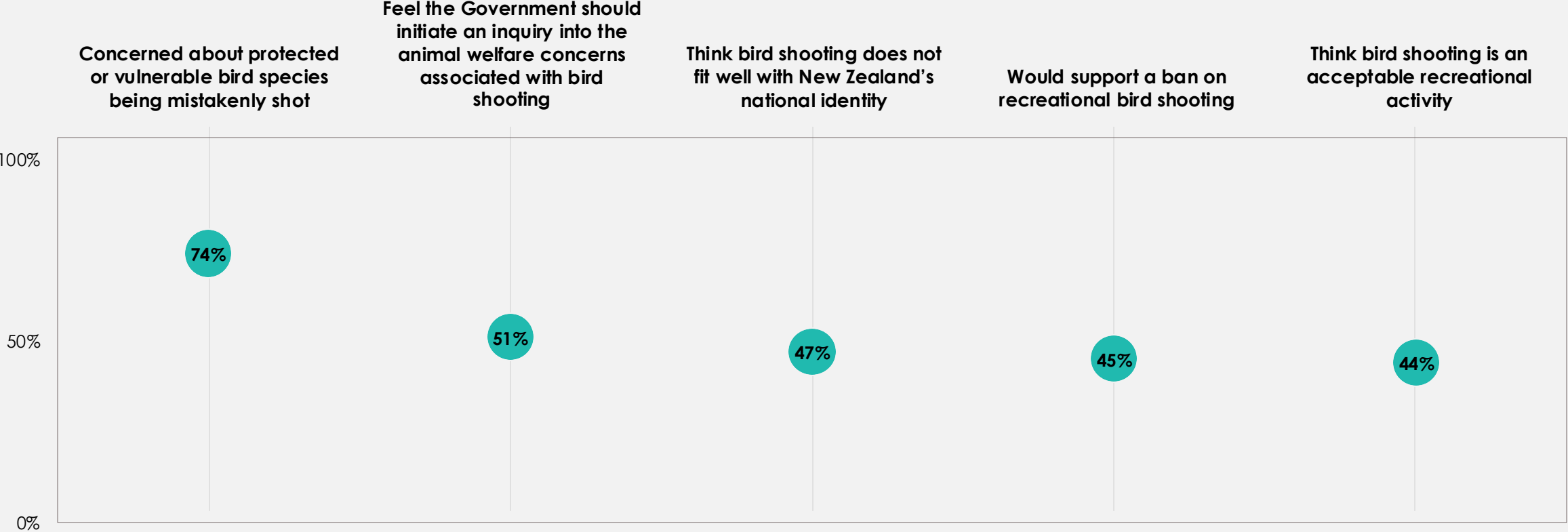
Source: HR2. How often do you take part in either watching (in person or on TV/online) or betting on horse racing?
Base: All New Zealanders (n=1,014).

Fewer than half of New Zealanders feel horse racing is important for New Zealand’s culture and economy.



Source: HR4a/b. How important or not important do you think horse racing is to New Zealand's [culture /economy]?
Base: All New Zealanders (n=1,014).

Bird shooting – most New Zealanders are concerned about protected species being mistakenly shot and half feel the Government should initiate an inquiry into the animal welfare concerns associated with bird shooting.

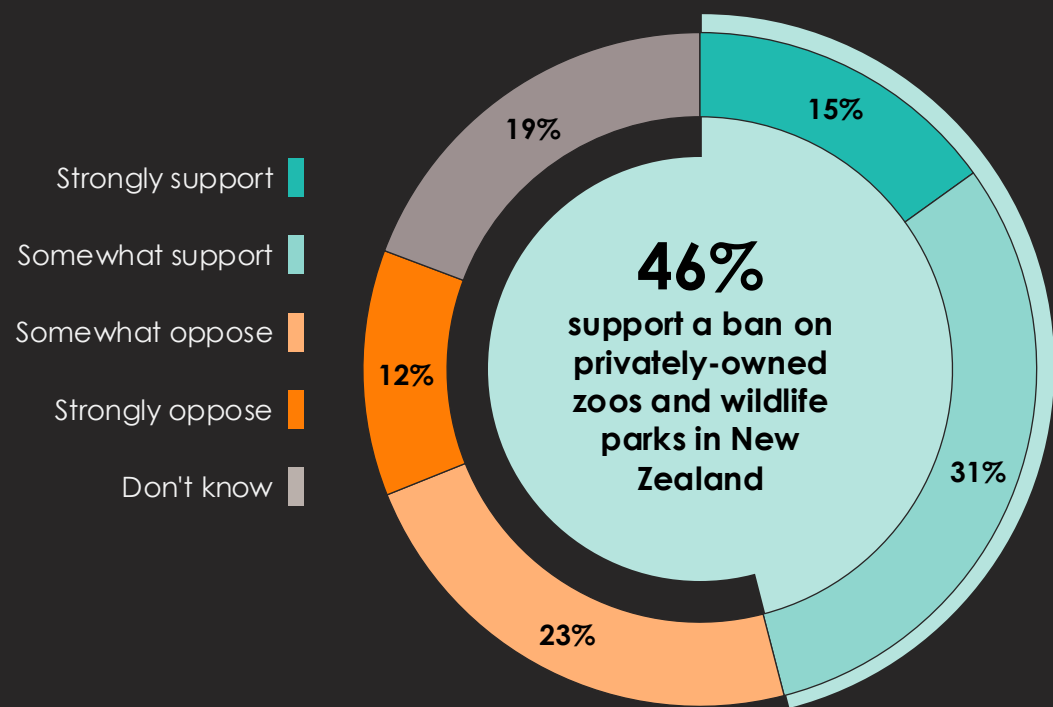


Source: BS3. How concerned or not concerned are you about protected or vulnerable bird species being mistakenly shot? BS5. Do you believe the Government should initiate an inquiry into the animal welfare concerns associated with bird shooting? BS4. How well do you think bird shooting fits with New Zealand's national identity? BS6. Would you support or oppose a ban on recreational bird shooting in New Zealand? BS2. Do you think bird shooting is an acceptable or not an acceptable recreational activity?
Base: All New Zealanders (n=1,014).

Zoos and aquariums

An aerial photograph of a multi-lane bridge spanning a wide river. The water is a deep, dark green. On the right side of the river, there is a dense forest of green trees. A few cars are visible on the bridge, including a white car and a dark car. The overall scene is serene and natural.

Not quite half of New Zealanders say they would support a ban on privately-owned zoos and wildlife parks.

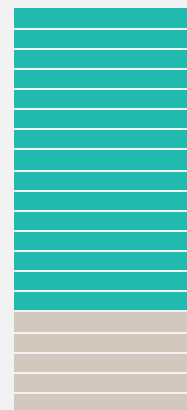


Source: ZA5. Would you support or oppose a ban on privately-owned zoos and wildlife parks in New Zealand?
Base: All New Zealanders (n=1,000).

Most New Zealanders are confident that zoos and aquariums can provide adequate environments for animals.

Confident **zoos** can provide an adequate environment for animals

73%



Confident **aquariums** can provide an adequate environment for animals

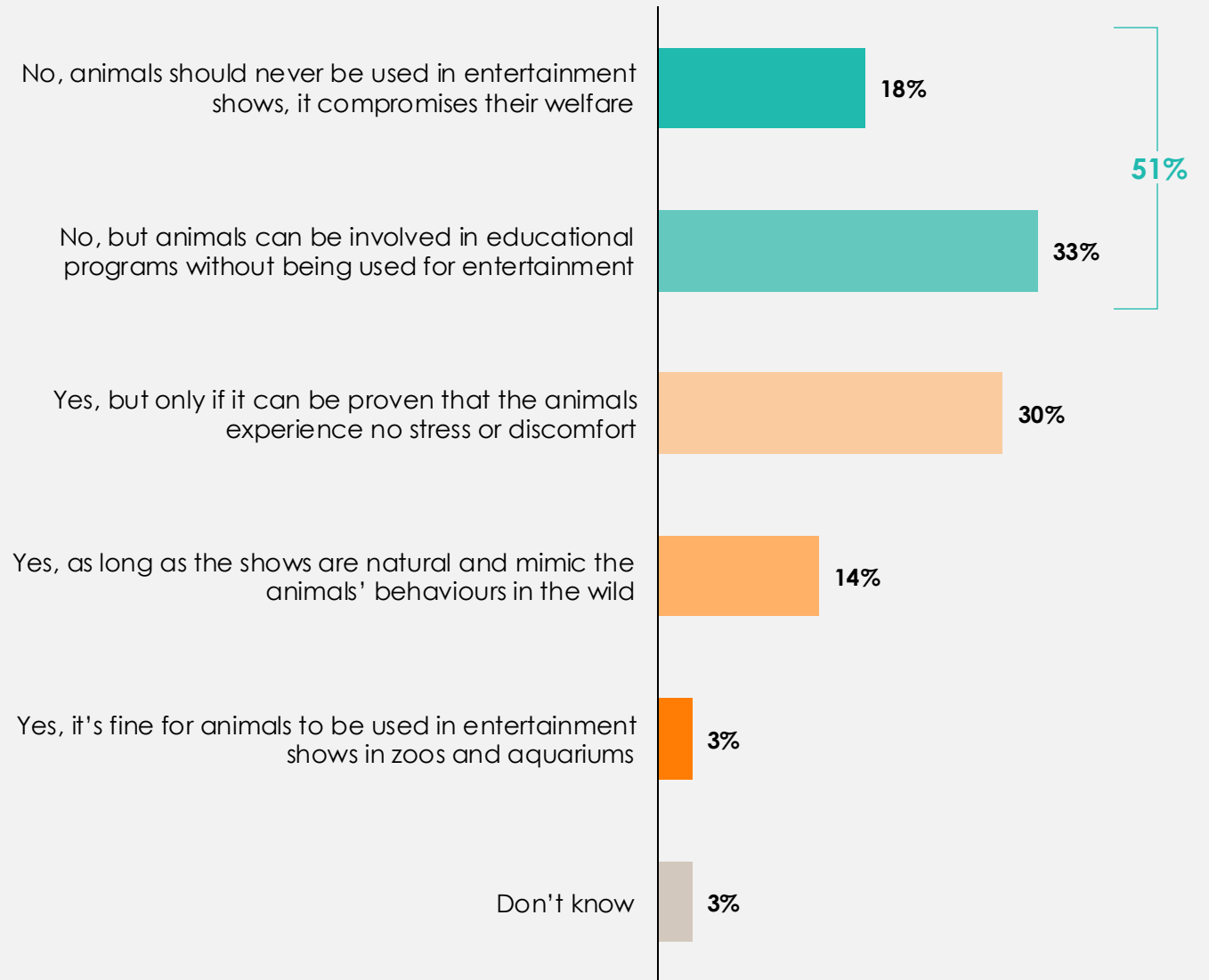
67%



Source: ZA2. How confident or unconfident are you that zoos can provide an adequate environment for animals?
ZA3. How confident or unconfident are you that aquariums can provide an adequate environment for animals?
Base: All New Zealanders (n=1,000).

Half of New Zealanders feel that animals should not be used in entertainment shows in zoos and aquariums.

Should zoos and aquariums use animals in entertainment shows...



Source: ZA4. Do you think animals should be used in entertainment shows in zoos and aquariums?
Base: All New Zealanders (n=1,000).

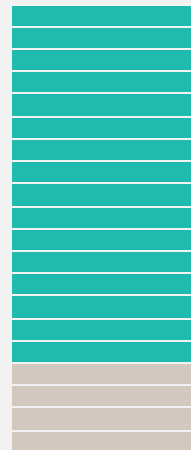
Fireworks

A person stands on a grassy ridge in the foreground, looking out over a vast, calm lake. The lake is surrounded by dark, silhouetted mountains. In the distance, a layer of white clouds sits in the valleys between the mountains. The sky is a deep, dark blue, suggesting twilight or dusk. The overall mood is serene and contemplative.

Most New Zealanders are concerned about the impact of fireworks on animals and many have personally experienced issues with animals due to fireworks.

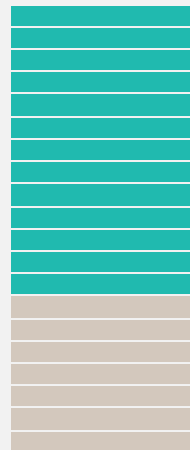
Concerned about the
impact of private
fireworks on animals

78%



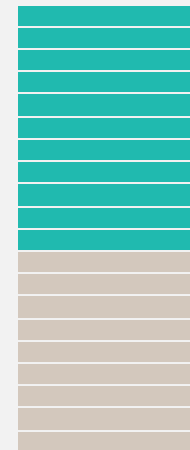
Have experienced
issues with animals
due to fireworks

64%



Have taken special precautions
to protect animals from the use
of private fireworks

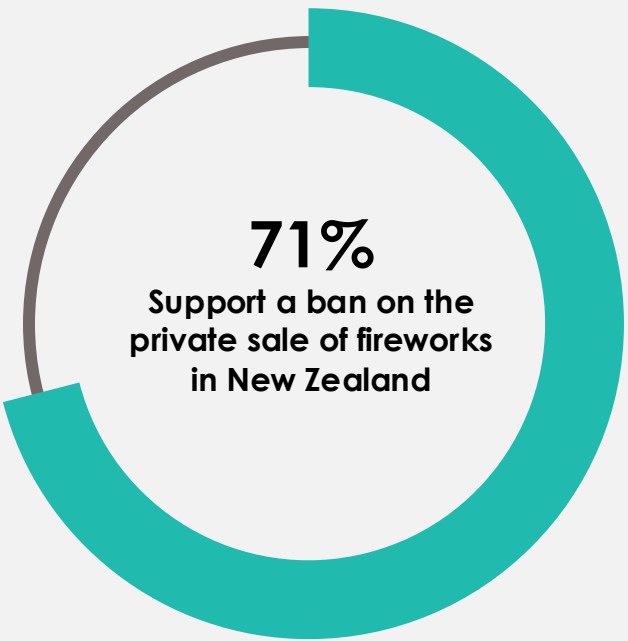
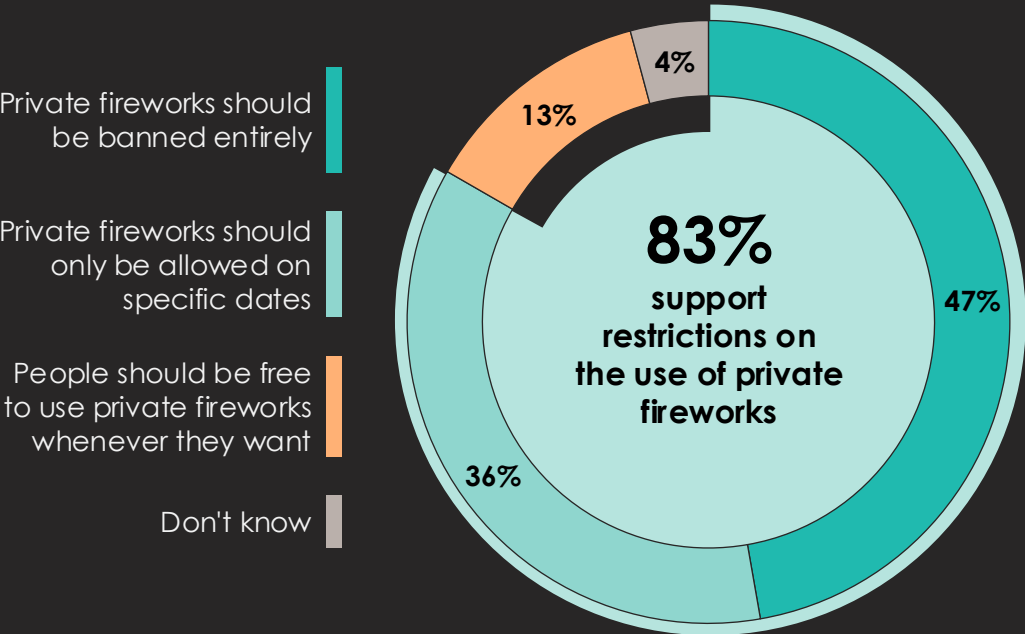
56%



Source: FW2. How concerned or not concerned are you about the impact of private fireworks on animals? FW3. Have you or someone you know experienced issues with animals due to fireworks? (e.g., stress, fleeing, injury). FW4. Have you ever taken special precautions to protect animals from the private use of fireworks? (e.g., sedatives, confinement, noise protection).
Base: All New Zealanders (n=1,012).

New Zealanders feel strongly about the need for restrictions on private fireworks.

Most would also support a ban on the sale of private fireworks.



Source: FW6. Currently, fireworks can be used year-round. Do you think there should be restrictions on when they can be used?
Base: All New Zealanders (n=1,012).

Source: FW5. Would you support or oppose a ban on the private sale of fireworks in New Zealand, with displays only allowed as professionally run events?
Base: All New Zealanders (n=1,012).

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