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# **Tools to Assess Community Attitudes and Consumer Responses to Animal Welfare**

## **Final Report APL Project 2009/2264**

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## Executive Summary

The aim in this review is to summarise the available data on validated measures of community attitudes towards pig welfare, identifying where possible, the links between these attitudes and consumer and other community behaviours that may impact on the sustainability of the Australian pork industry. In addition, the review provides recommendations on strategic responses by the pork industry to accommodate changes in community perceptions and recommendations for further research.

There is a widespread view in the community that farm animal welfare is important and that laying hens are seen to be at the greatest welfare risk, followed by pigs. Although there is variability amongst the EU countries, most countries throughout the Western world show similar patterns of attitudes to farm animal welfare.

There is some limited evidence to show that attitudes do not predict meat purchasing behaviour to any major extent, but do predict other community behaviours that may affect decision making by retailers, legislators and other stakeholders.

Because attitudes are more reliable predictors of behaviour if based on knowledge and experience, in any tool to monitor public perceptions, it is *recommended* that there should be questions that relate to experience in the pork industry and knowledge of the pork industry and husbandry practices relevant to the pork industry.

The review also provides a basis for *recommending* that *sources* of knowledge be monitored on an ongoing basis on the grounds that this may assist in informing communication strategies designed to inform the community on welfare-related developments in the pork industry.

It is *not recommended* that animal welfare attitudes be monitored with a view to predicting consumption without further research to establish what, if any, attitudes drive consumer behaviour. Further, because generic attitudes towards animal welfare have not proven to be effective in predicting consumption behaviour directly, research should focus on attitudes relevant to particular purchasing decisions, such as price-welfare tradeoffs and be based on actual rather than intended purchases.

Finally, because generic attitudes provide an indicator of trends in community values, and because decision makers respond to these generic community attitudes, it is *recommended* that general attitudes to animal welfare be monitored.

It is suggested that there may be two complementary approaches to monitoring community attitudes relevant to pig welfare. The first is designed to provide data on continuous trends in a small number of key areas, and the other to provide comprehensive information every 3 to 5 years.

For the first strategy, it is possible to commission commercial market research to append a limited number of questions to their “omnibus” surveys that they conduct each month. This is a cost-effective way of obtaining on-going data. Iview is one company that the author has used for this purpose, but there would certainly be others.

For the second strategy, a large scale survey should be conducted every few years that addresses all of the aspects of community attitudes that have been identified in this review.

Finally, R&D strategies should include basic research to refine attitude measurement tools needs to be undertaken. Many of the available questionnaires are used in an entirely descriptive way without being validated against relevant outcomes. As such, interpretation of the meanings of attitude surveys is more an act of faith than a rational process.

### **Acknowledgements**

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## **Introduction**

Recently, there has been an increase in interest in public perceptions of animal welfare, particularly through the Welfare Quality projects in the European 6<sup>th</sup> framework. There has also begun to appear some research on public attitudes to farm animal welfare in the United States.

There is a clear need to draw all of the available research together in order to develop a strategy for monitoring community attitudes to pig welfare and to develop strategies for responding appropriately to these. Such responses may include public education campaigns, briefings to politicians and regulators, identification of welfare research priorities and recommended changes to codes of practice. Monitoring tools can be used to provide on-going targeted information on public perceptions of the pork industry.

The aim in this review is to summarise the available data on validated measures of community attitudes towards pig welfare, identifying where possible, the links between these attitudes and consumer and other community behaviours that may impact on the sustainability of the Australian pork industry.

This project will provide a review of the literature, recommendations for monitoring community attitude to pig welfare and, where possible, copies of the relevant survey questionnaires. It will identify the key data that should be collected in the monitoring process. In addition, the review will provide recommendations on strategic responses by the pork industry to accommodate changes in community perceptions and recommendations for further research.

## **Background**

Public perceptions of farm animal welfare issues are multi-faceted and are studied with a view to understanding consumer behaviour, the polarisation in views between animal activists and those who farm or experiment on animals and to gauge community perceptions in regard to the uses of animals so that regulators and legislators can make informed decisions. Understanding how individuals perceive animal welfare issues can help in developing strategies for managing public perception in the broader community. Community perceptions about farm animal welfare are based on limited direct knowledge or experience and may be mediated by opinion leaders as well as by the mass media. People attribute the media with a status that is disproportionate to its actual reach and authority and perceive the views of others as more polarized than they actually are.

Animal welfare has been prominent in the media whenever animal experimentation, intensive livestock practices, vertebrate pest control and companion animal issues come under the spotlight. Media interest is usually triggered by animal rights groups initiating a campaign against an animal industry or practice or by some adverse event that compromises animal welfare. Public perceptions of animal welfare issues are multi-faceted; they are sometimes studied with a view to understanding consumer behaviour (e.g. Schroder and McEachern, 2004, Napolitano, Caporale, Carlucci, and Monteleone, 2007), sometimes to understand the polarisation in views between animal activists and those who farm or experiment on animals (e.g. Plous, 1998) and sometimes to gauge community values in regard to the uses of animals so that regulators and legislators can make

decisions about how animals are used (e.g. Bennett, 1997, 1998; Jones, 1997).

### ***Characteristics of Public Perceptions***

The basic underlying feature of perceptions is that people hold a range of opinions that they regard as facts. Consequently, people may act on the basis of these. Because these opinions are not necessarily objectively true, they are really beliefs and, as such, form part of the broader construct of attitude. Attitudes serve to orient the individual to his or her environment and provide a basis for the specific motives that drive behaviour (Newcomb and Charters, 1950).

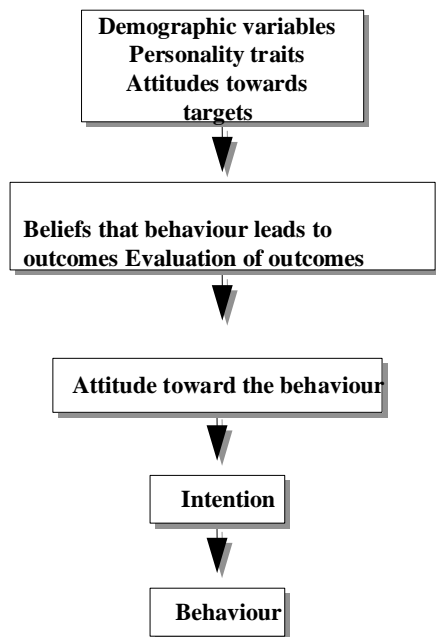
Hemsworth and Coleman (1998) discussed the attitude construct in the context of the livestock industries. They pointed out that psychologists have defined three components of attitude: cognition, affect and conation (Allport, 1935). Cognition refers to the thoughts that people have about some object. In other words, cognitions are beliefs or subjective facts. They are things which people believe to be true about a person or object. It is this part of attitude that aligns most with public perceptions. The affective component refers to a person's emotional response to an object for example, the extent to which we like or dislike something is an example of affective response. Public perceptions often include such judgments about animal welfare issues. Finally, conation refers to the behavioural tendency implicit in an attitude. This would be expressed as a willingness to buy a particular animal product or to oppose a practice such as the live export of livestock.

A major development in the conceptualization of the relationship between attitudes and behaviour came with Fishbein and Ajzen's theory of reasoned action (Ajzen and Fishbein, 1980). This theory was developed to deal with behaviours that were under the person's control - in other words, volitional behaviours. The theory proposed that the three components of attitude discussed earlier, belief, affect and conation, can better be considered as three response tendencies which represent a sequence in the development of behavioural outcomes. More specifically, the beliefs that people hold, when combined with their evaluations of those beliefs lead to the formation of attitudes. Intentions and actions then follow from these attitudes.

The foregoing discussion highlights the role of attitudes as key determinants of individual behaviours. It has application not only in consumer behaviour, but also in the behaviours of members of the community, regulators and legislators that may impact on the way in which animals are used in our society. Community behaviours would include supporting animal rights groups, donating money to animal welfare organizations, or protesting publicly about some current issue relating to animal welfare. Behaviour by regulators relate to enforcement of laws and regulations, revision of codes of practice and drafting of regulations. Politicians may frame legislation and respond publicly to welfare issues on the basis of their own beliefs about animal welfare and their beliefs about community attitudes.

There are many social variables that act as antecedents to attitudes and provide a psychological framework within which attitudes are developed and maintained. As has already been discussed, an individual's previous experience and knowledge can affect the establishment of attitudes and also the extent to which they translate into behavior. The antecedents attitudes are many and varied. As can be seen in figure 2, the Theory of Reasoned Action (Ajzen and Fishbein, 1980) asserts that demographic variables, various general attitudes and personality traits indirectly affect behaviour through their influence on beliefs, evaluations and motivations that, in turn, shape attitudes towards the particular

behaviour. It is important to recognise that the Theory of Reasoned Action proposes that the important dispositional factor in predicting behaviour is attitude to the behaviour and that other dispositional factors, including personality, operate indirectly through such attitudes.



**Figure 2: And model depicting the relationship between attitudes and behavior based on Ajzen and Fishbein (1980)**

This is particularly relevant to this review because the general attitudes that are held by people in the community, while they may not necessarily translate into a particular purchasing or community behavior, may nevertheless shape the attitudes that more directly drive such behaviours. In this sense, and knowledge of the general attitudes towards animal welfare that are held in the community may serve to indicate the likely trends in their specific attitudes that may lead, in turn, to changed community behavior. There is a large literature on general attitudes to animal welfare in the community.

### ***Other Approaches to Public Behaviour***

In the domain of consumer behaviour in particular, there are other approaches that are based on economic or sociological considerations rather than community attitudes. These will be briefly reviewed.

Kjaernes (2005) reviewed the economic and sociological approaches to consumer behaviour in relation to animal welfare issues. In economics, the most prominent approach is based on the idea that consumers will make a choice about their food purchases that maximises their utility relative to their price. If a person has a concern about a particular welfare issue, then this would reduce the utility of that purchase for that person. An extension of this is attribute theory. This proposes that a product can be broken up into several components and the utilities of each component determine the outcome of whether or not to purchase the product. Blandford and Fulponi (1999) have argued that, because of the variable opinions that people hold about animal welfare, "social choices ..... may not always be amenable to determination in this somewhat narrow commodity/price and market framework" (p411). Ajzen and Fishbein's psychological theory (1980) was based on a utility approach, but the utility was determined by multiplying the beliefs that a person held about a particular behaviour (for example purchasing free-range pork) by the evaluation of the associated outcome (e.g. a reduction in intensively farmed pigs) rather than a utility/price ratio. A third economic approach is transaction theory. This approach identifies the additional costs that are associated with attempting to purchase a product that is not readily available or one for which information about quality, welfare friendliness, source, pricing, etc. may be time consuming and/or expensive to obtain. Such economic theories are widely used in consumer research but are less easy to apply to community behaviours where price will not necessarily be monetary, but will include other costs relating to time and effort (similar to transaction theory), motivation, social standing or even personal satisfaction and well-being. These are psychological costs and benefits that underpin Ajzen and Fishbein's theory.

In reviewing the sociology of consumption, Kjaernes (2005) pointed out that individuals have very little direct exposure to livestock or livestock production and that this has implications for the relevance of animal welfare to the consumption of animal products. She points out that food consumption is largely based on habit and that these habits are the consequence of normative pressures that are embedded in the social environment. In particular, purchases are not the consequence of individual decisions at the point of sale but become incrementally established. Equally, the attitudes that underlie habitual behaviours may be based on erroneous knowledge or on vicariously learned beliefs based on observation of others. Kjaernes also recognises that "in some situations, routinized practices become explicit and contested, (and) there can be an intermittent break-up in the routines - an exception, or new and alternative, often ideologically justified, habit may be established" (p68). This suggests that if adequate information is available on public attitudes and the knowledge and beliefs that underpin these attitudes, then they may be an opportunity to influence them.

### ***Community Attitudes and Behaviour***

While many individuals' attitudes to animal welfare may be based on little knowledge of the specific issue, these attitudes to animal welfare can nevertheless affect governments, animal industries and community decisions on animal welfare. A recent Australian survey of 1061 people at supermarkets and by telephone found that 56% of respondents reported that they had engaged in at



least one activity in opposition to livestock farming, such as signing petitions, donating money to a welfare organization or speaking to acquaintances/friends/family about an issue (Coleman and Hay and Toukhsati, 2005). This surprisingly high level of community activity suggests that policy makers and the livestock industries need to be able to respond to these community concerns either through public education programs, if appropriate, or by changing industry practices.

There have been numerous examples where community pressures have led to changes that have affected the livestock industries. For example, Animals Australia, a federation of animal welfare groups in Australia, launched a 'Save Babe' campaign in 2006 to agitate against and raise public awareness about the containment of sows in farrowing crates (Animals Australia, 2009). A revised Australian code of practice has included changes to the duration that gestating sows can be housed in stalls. Similarly, in 2005, the Australian wool industry came under scrutiny when the People for the Ethical Treatment of Animals (PETA) launched an international campaign targeting mulesing; the industry response was to ban surgical mulesing by 2010. In the US, in 2002, residents of Florida voted on an amendment banning the use of sow crates (Videras, 2006). Most recently, in 2008, Californian residents voted 63% in favor and 37% against Proposition 2 that requires calves raised for veal, egg-laying hens and pregnant pigs to be confined only in ways that allow these animals to lie down, stand up, fully extend their limbs and turn around freely. The most substantial changes in livestock production as a result of welfare concerns have occurred in Europe where Germany, Switzerland, Sweden, and Austria have all banned battery cages for egg-laying hens and the entire EU is phasing out battery cages by 2012. The Council of Europe established five Animal Welfare Conventions including the 1976 convention 'The Protection of Animals kept for Farming Purposes'. These conventions are based on ethical concepts common to all participating countries with the aim of providing conditions for the animals' specific physiological and behavioural needs (Knierim and Jackson, 1997). These conventions aimed to develop common national laws within Europe on animal welfare.

### **Factors that Influence Public Perceptions**

Although attitudes are relatively stable and resistant to change, nevertheless they are learned and can be modified. Attitudes are shaped from a variety of direct and indirect experiences. More than 50 years ago, Newcomb and Charters (1950) described the process by which individuals acquire attitudes. Throughout one's lifespan, attitudes are shaped by the reinforcements associated with direct and indirect experience. Direct experience can take the form of being exposed to an attitude object, for example a particular farm animal, and the reinforcers associated with the animal may include both its static properties (size, color, smell, etc.) and its behavioural characteristics (aggression, gentleness, feel, etc.). Indirect experience can result in vicarious learning where a person observes behaviour performed by others and the associated reinforcers (Bandura, 1977). Such learning approximates experience-based learning and is progressively refined as a consequence of other observations and personal experience.

Glasman and Albarracin (2006), on the basis of a comprehensive meta-analysis, concluded that the factors that contributed to the stability of attitudes included the extent to which an attitude was behaviourally relevant which, in turn, derived from such factors as *direct behavioural experience* and the extent to which the attitude related to a behavioural object.

## **Current Findings in Relation to Public Perceptions**

### ***Knowledge and Experience***

The general public has some direct exposure to farm animals but many people do not have accurate knowledge of farming practices. Ngapo et al. (2003) examined consumer perceptions of pork production in four European countries. Pig production processes were viewed negatively, with participants revealing they had little first-hand knowledge of such processes and that their views were mostly influenced by media images and reports. English urban women were reported as adopting an 'ignorance is bliss' attitude, and did not want to know about meat production processes.

In a commissioned survey in Australia (MLA, 2000), respondents from a community sample showed wide variability in their self-reported familiarity with farming practices. For example, more than 70% reported that they were familiar with shearing of sheep and milking of cattle while around 25% reported being familiar with mulesing in sheep and only 10% reported being familiar with teeth clipping in pigs. Coleman Hay and Toukhsati (2005) in their random sample of 1061 adult Australian respondents found that 62% had visited a farm, 21% had worked on a farm and 21% had visited a commercial abattoir. Notwithstanding this, when people are asked for factual knowledge about farming practices, they often do not perform better than chance. In a later survey, Coleman and Toukhsati (2006) asked respondents to identify the correct of two alternative descriptions of a range of husbandry practices carried out in the livestock industries (Table I).

While knowledge of such practices as tail-docking, hot-iron branding and de-horning was good, many respondents did not know about mulesing, crutching, stunning and beak trimming and, in the case of induced molting and curfew, performed so far below chance as to suggest that there may be some misinformation in the community.

**Table 1: Proportion of respondents who identified the correct description of a husbandry practice from two alternatives. Probability of being correct by chance =0.5**

Husbandry procedure	Proportion correct
What does the procedure mulesing involve?	.66
What does the procedure crutching involve?	.63
What does the procedure induced moulting involve?	.28
What does the procedure dehorning involve?	.87
What does the procedure pre-slaughter stunning involve?	.66
What does the procedure curfew involve?	.35
What does the procedure confinement involve?	.86
What does the procedure tail docking involve?	.94
What does the procedure feedlotting animals involve?	.66
What does the procedure beak trimming involve?	.70
What does the procedure clipping teeth involve?	.69
What does the procedure hot iron branding involve?	.96
What does the procedure growth hormones involve?	.90
What does the procedure captive bolt stunning involve?	.81
What does the procedure lairage involve?	.56

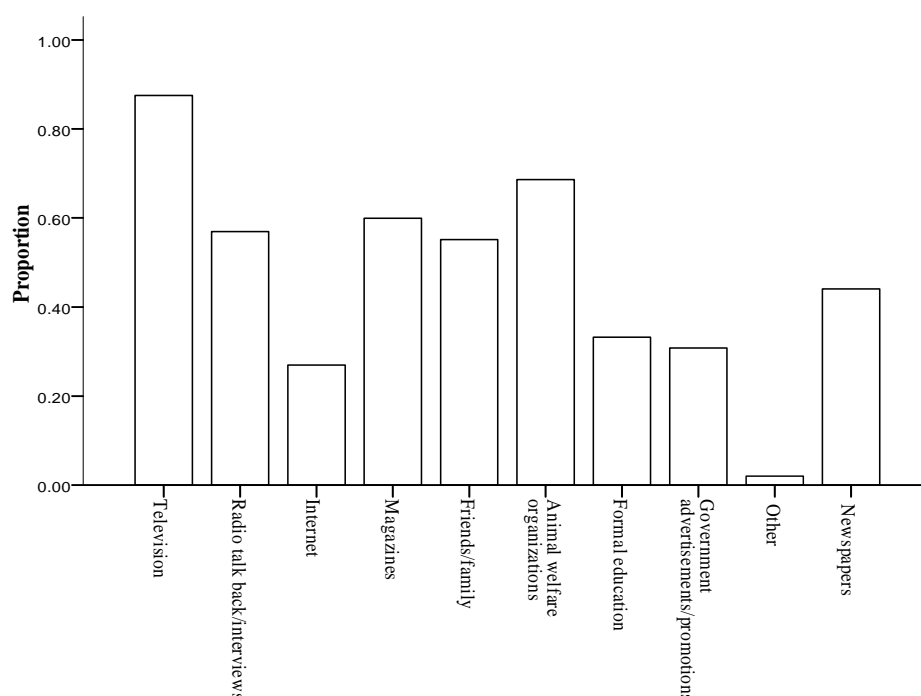
Given that knowledge and experience are important antecedents of attitudes and attitudes that are based on direct knowledge and experience are more likely to translate into behaviour, it is important to monitor public knowledge of the pork industry. Such information will inform industry communications to the community on current practices in regard to animal welfare and industry responses to community concerns.

#### ***Sources of Animal Welfare Information***

Coleman and Toukhsati (2006) also investigated the communities' sources of information about livestock practices in an Australian random sample.

Given that most people obtained their information from informal sources, it is not surprising that many people do not have good knowledge of industry practices and may be susceptible to biased information from the various stakeholder groups.

As can be seen in Figure 1, the findings showed that most of the information regarding animal welfare issues had been obtained from television, animal welfare organisations, magazines, radio talkback, friends and family and newspapers. Substantially less information was obtained from formal education, government advertisements and the internet. In general, respondents reported that they obtained information from the various media with a frequency 20 to 30% higher than had been reported in a Roy Morgan survey conducted in 2000 (MLA, 2000). The one exception was newspapers which showed a slight decrease of 3% from the most recent Roy Morgan survey.



**Figure 1: Relative frequency of sources from which information regarding animal welfare is obtained.**

It is important to monitor sources of information so that appropriate mass communication strategies can be developed that use the most relevant information sources.

### ***Attitudes Relevant to Specific Outcomes***

#### ***Consumption***

Public concerns regarding animal welfare are often focused on livestock production methods used to produce the food they buy (Hobbs, Hobbs, Isaac, and Kerr, 2002). Consumers appear to be increasingly concerned with the production methods and the care and management of farm animals (Petherick, 2005). However, consumers are known to place a high premium on the quality of a product; this is a multi-dimensional construct which includes factors such as safety/hygiene, nutrition, quality of the production environment, and a social component (Jago, Fisher, and Neindre, 2000, Harper and Henson, 1999, Harper and Makatouni, 1999). Attitudes towards animal welfare do not consistently account for aspects of buying behaviour and research findings remain varied and inconclusive. For example, Ngapo et al. (2003) found that, while participants commented that modern production processes were inhumane, their self-reported buying behaviour was not influenced by such views.

In a survey of Queenslanders' attitudes towards buying meat, Smith (2001) reported humane treatment of animals ranked near the middle of issues relevant to food purchases. Taste was considered the most important, while packaging least important.

In relation to the importance of welfare issues, Bennett (1997) surveyed 2000 people (of which 591 people responded) in the UK on farm animal welfare and food policy, to assess attitudes towards the use of battery cages in egg production, and their support of legislation banning such a practice. A total of 41% of respondents stated they were 'very concerned' that farm animals may suffer or be maltreated in the process of food production, 45% were 'somewhat concerned', while only 1% stated they were 'not concerned'. When rating the acceptability of battery hen cages, 58% of respondents deemed them 'very unacceptable'. Nearly 79% of respondents supported legislation which would phase out the use of battery hen cages in egg production in the EU. People were then asked to show their willingness to pay to support the legislation, in terms of an increase in the current cost of eggs. The mean amount that respondents were willing to pay was £0.43, per dozen eggs, with approximately 86% of respondents overall indicating they would be willing to pay more for non-battery cage eggs. Concerns about animal welfare were not compared to attitudes of other aspects of animal production, such as quality. It is therefore difficult to determine the relative importance of animal welfare issues in overall food choices. Interestingly the level of concern does not align with buying behaviour. It was estimated that in the UK in 2008 free range production (including organic production) accounted for about 38% of retail sales (up from 35% in 2005, British Egg Information Service, 2009).

Thus, consumers' 'willingness to pay' may not be the most appropriate index of consumer concerns for animal welfare. Coleman, Hay, and Toukhsati (2005) examined consumer and community behaviours relevant to pork production. They surveyed 508 consumers on their opinions of purchasing meat products. Of these, 141 were also interviewed at the point-of sale on their pork purchases, giving the researchers a direct measure of consumer behaviour. Attitude variables were found to 8% of the variance in self-reported pork consumption. While consumers rated traditional aspects of pork such as quality, shelf life and appearance as most important and animal welfare ranked fifth, these variables only accounted for only 1% of variance related to pork purchases.

There is a clear need to carry out research that relates *actual* consumption and *actual* purchasing behaviour to individual attitudes to animal welfare. Although it is beyond the scope of this review, the links to other community concerns about the environment and GMO may also be relevant because these are relevant to consumers' trust in foods (Kjaernes, 2006).

#### *Community Behaviour*

Blandford, Bureau, Fulponi and Henson (2001), suggested that demand for change to legislation or government regulations may be more indicative of consumer concerns regarding animal welfare than actual purchasing behaviour. Coleman, Hay, and Toukhsati (2005) examined consumer and community behaviours relevant to pork production. They surveyed 508 consumers on their opinions of purchasing meat products. Of these, 141 were also interviewed at the point-of sale on their pork purchases, giving the researchers a direct measure of consumer behaviour. Attitude variables were found to predict approximately 23% of the variance in community behaviours, while they only predicted around 8% of the variance in self-reported pork consumption. While consumers rated

traditional aspects of pork such as quality, shelf life and appearance as most important and animal welfare ranked fifth, these variables only accounted for only 1% of variance related to pork purchases. Community behaviours considered to be in opposition to livestock farming, included 'attending a rally', 'writing to a politician' 'signing a petition', 'donating money', or 'speaking to colleagues'. Approximately one third of respondents reported having participated in each of these types of behaviours, while overall 55% of respondents reported having engaged in at least one of these types of behaviour. Coleman and Hay (2004) concluded that consumer attitudes were more likely to translate into community behaviours than they were to directly influence consumer buying behaviour.

Somewhat surprisingly, Coleman et al. (2005) found a high correlation between the number of behaviours that people performed in support of the livestock industries and behaviours in opposition to the livestock industries. In other words, people who reported engaging in any kind of community behaviour, tended to do so regardless of whether the behaviour was in support of, or in opposition to, various aspects of livestock farming. This suggests that there are some members of the community who have a "social conscience" and who actively engage in expressing their views in the various forums that are available to. In other words, such people may support some aspects of livestock production while opposing others. Not only would such people be likely to be proactive in the animal welfare debate, but would also be expected to be a repository of information that is accessed by their immediate social group. This is consistent with the notion of an opinion leader introduced by Katz and Lazarsfeld (1955). Such people tend to lead debate on social issues and provide a conduit for information from various sources to reach their social group. This result needs to be followed up with further research to establish whether such opinion leaders in the domain of farm animal welfare do exist in the community.

Clearly, an understanding of who in the community act as opinion leaders would be very useful in developing mass communication strategies. Research is needed to establish whether such opinion leaders do exist, their characteristics and their role in disseminating animal welfare- related information.

#### *Community Values*

To the extent that community attitudes reflect trends in community values without any particular behavioural endpoint, it is important to monitor such attitudes. Because, as discussed earlier, general attitudes are antecedents all of more specific behavioural attitudes, knowledge of changes in these attitudes may help predict like the changes in more behaviourally specific attitudes that may, in turn, lead to changes in consumption or other community behaviours.

The Eurobarometer (2005, 2007) is a tool to monitor public opinion in Europe and was developed by Jacques-Réne Rabier. The standard Eurobarometer was established in 1973. Each survey consists of approximately 1000 face-to-face interviews per Member State (except Germany: 2000, Luxembourg: 600, United Kingdom 1300 including 300 in Northern Ireland). Reports are published twice yearly. Special Eurobarometers are commissioned from time to time. The special Eurobarometer published in 2007 provides a wealth of detail in relation to community attitudes towards the welfare of farm animals across the European Union. While approximately 2/3 of respondents had visited a farm which rears animals, the distribution varied markedly across the different countries. While at one extreme, only approximately 7% of Scandinavian respondents had not visited a farm that rears animals, over 60% of respondents from Greece and Portugal had not visited such a farm. There was wide variability in attitudes towards the welfare of laying hens. For example around 70% of respondents from the

Netherlands, Denmark, Germany, France and the Czech Republic regarded laying hen welfare as fairly bad or very bad, but less than 30% of respondents from Cyprus and Estonia held this view. On the other hand even though there was still considerable variability, in no country did more than 50% of respondents view the welfare of dairy cows to be fairly bad or very bad. This was also true for pig welfare, although many more respondents reported that they did not know in regard to pig welfare. In general, laying hens and broiler chickens were regarded as the farm species most in need of welfare improvement.

Kjaernes, Lavik and Kjoerstad (2005) conducted a survey in seven EU countries: Hungary, Italy, France, Great Britain, the Netherlands, Norway and Sweden. Although there was some variation amongst the countries, a minimum of 65% (France) rated animal welfare as important or very important. The issue was regarded as most important in Italy where 87% of the population rated animal welfare as important or very important. Also, there was variability across the countries in the level of agreement that some animal welfare had improved over the past ten years. Fewer than 40% of respondents in Hungary agreed with this statement, while between 60 and 70% of respondents in the other countries agreed. Levels of concern about pig, chicken and dairy cow welfare also varied. Greatest concern was expressed for chicken welfare (typically around 50% of respondents) followed by pigs (somewhat variable from 12% in Norway to 44% in the Netherlands) and fewer than 15% expressing concern about the welfare of dairy cows.

Lusk, Norwood and Prickett (2007) reported that 97% of 1019 respondents surveyed nationwide in the US agreed or strongly agreed that “it is important to me that animals on farms are well cared for”. When they attempted to assess the influence of social desirability on that response by asking whether the respondent agreed with the statement “the average American thinks that farm animal welfare is important”, only 52% agreed or strongly agreed. This may indicate that people overstate their personal beliefs.

Because long distance transport of animals to slaughter has become an issue in the European Union, Carlsson, Frykblom and Lagerkvist (2004) investigated the price premium that Swedish consumers were willing to pay for the use of mobile abattoirs compared to transportation to slaughter. Consumers were found to be willing to pay more for the use of mobile abattoirs for cattle, but not for broiler chickens.

Mayfield, Bennett, Tranter and Wooldridge (2007) reported data from approximately 1500 consumers in Italy, Sweden and Great Britain. In Italy and Sweden approximately 85% of respondents felt farm animal welfare was important or very important compared to 73% of respondents from the Great Britain. When asked about preference for free range eggs, 71% in Great Britain, 65% in Sweden and 47% in Italy stated that free ranges with their first choice. However when asked the question “how important is the treatment of hens....”, 70% of respondents from Italy said very important, 64% from Great Britain and 59% from Sweden. When asked “how good do you think welfare conditions are for chickens...”, 49% from Italy said poor, 56% from Great Britain and 40% from Sweden. Clearly there is not a simple relationship between concerns about hen welfare and purchasing patterns at least in these countries. This raises the broader question of the relevance of attitudes to animal welfare policy and to the consumption of animal products. This will be briefly discussed at the end of the paper.

Nevertheless, it is clear that there is a widespread view in the community that farm animal welfare is important and that laying hens are seen to be at the greatest welfare risk, followed by pigs. Dairy cows were seen to be at lower risk and there appears to be no data available on sheep, beef cattle or some other farmed species such as turkeys, goats, etc. Although there is variability amongst the EU countries, most countries throughout the Western world show similar patterns of attitudes to farm animal welfare.

Because these generic attitudes to animal welfare are so widely held and because various stakeholders react to these attitudes, it is important to monitor them on an on-going basis.

### **Attitudes of Stakeholders**

There are limited data on stakeholder attitudes to animal welfare. Pines et al. (2007) have looked at stakeholder views on welfare indicators, but not on animal welfare *per se*. One exception, is the public consultation on a revised Australian pig code of practice (Toukhsati and Coleman, 2006). The primary aim of this report was to assess the attitudes of Australians towards *proposed* changes to the Model Code of Practice for the Welfare of Animals – Pigs. The public consultation process used three samples: web survey respondents, phone survey respondents and stakeholders. However, this study only obtained responses from a limited number of representatives nominated by stakeholder groups and their responses could not be considered representative of the populations from which they were drawn.

Heleski and Zanella (2006) surveyed 87 students from Michigan State University to assess their attitudes and knowledge about farm animals. Approximately 80% of the students were female and 58 of the 87 students were in an introductory animal science course while the remaining 29 were in an applied animal behavior course. When asked the question “are you comfortable with how agricultural animals in modern, intensive production system are housed and managed”, around 40% of introductory students showed at least some concern, while about 70% of the animal behaviour students expressed similar concern. Their knowledge of animal husbandry practices was assessed. The introductory students scored below chance in identifying cages as the main housing for egg laying chickens while the animal behaviour students scored above 80%. Following this, Heleski, Mertig and Zanella (2006) surveyed veterinary college faculty members and animal science faculty members on their attitudes towards farm animal welfare. While veterinary staff members generally showed lower scores than did animal science staff, both groups showed a clear differentiation with regard to the different livestock sectors in the extent to which they agreed that “the predominant methods that are currently used to produce animal products provide an appropriate level of animal welfare in the (relevant) industry”. Beef, sheep and dairy were considered by most (>70%) to receive an appropriate level of welfare, while the percentage agreeing for pigs and poultry was lower, with less than 50% agreeing with this statement in regard to laying hens. Veterinarians tended to regard most housing and husbandry practices to be of some concern whereas animal science faculty tended to express lower levels of concern. Nevertheless a substantial majority of both groups agreed that cage space for laying hens, stockmanship, lameness in dairy cattle and flooring effects on lameness warranted concern. Early weaning, beak trimming and toe trimming were of less concern.

Surveys in which members of stakeholder groups have been randomly sampled, as distinct from samples of stakeholder group representatives, have not been conducted. Therefore, it is important to determine the attitudes of relevant stakeholder groups and the decisions that they make



based on these attitudes.

## **Measures of Attitudes**

From the foregoing, it is clear that there is a close nexus between attitudes and behaviour and that it would be expected that attitudes would become progressively better predictors of behaviour the more such attitudes were based on direct experience. It is also clear that attitudes towards specific behaviours have the clear potential to provide substantial information about behavioural tendencies amongst individuals in the community.

Appendix I is a compendium of the attitude questionnaires that have been published. There is substantial overlap in content, particularly in relation to general attitudes, but much less in regard to the measurement of behaviour-specific attitudes.

## **Recommendations**

In any tool to monitor public perceptions, it is *recommended* that there should be questions that relate to experience in the pork industry and knowledge of the pork industry and husbandry practices relevant to the pork industry. The questionnaires developed by Coleman and colleagues in the MLA study (Coleman et al., 2005), particularly the questionnaire that assessed *actual* knowledge, provide a useful starting point for this. This should be expanded to include other aspects of the industry in relation to housing, welfare policies, etc.

The foregoing review also provides a basis for *recommending* that sources of knowledge be monitored on an ongoing basis on the grounds that this may assist in informing communication strategies designed to inform the community on welfare related developments in the pork industry. These strategies are recommended below.

It is *not recommended* that animal welfare attitudes be monitored with a view to predicting consumption without further research to establish what, if any, attitudes drive consumer behaviour. Given that purchasing is largely driven by habit, the relative impact that attitudes to welfare have on the maintenance of these habits may be useful. Further, because generic attitudes towards animal welfare have not proven to be effective in predicting consumption behaviour, research should focus on attitudes relevant to particular purchasing decisions, such as price-welfare tradeoffs based on actual rather than intended purchases.

Finally, because generic attitudes provide an indicator of trends in community values, and because decision makers respond to these generic community attitudes, it is *recommended* that general attitudes to animal welfare be monitored. It will be necessary to select amongst the plethora of such questionnaires provided in Appendix I. One criterion for choosing would be to elect those questions that are similar across different countries and different target populations so that it is possible to make comparisons between groups.

## **Strategies**

The livestock industries can use knowledge of trends in public attitudes to inform industry responses to issues raised by politicians and the media and to guide industry policy more generally. Industry-initiated community education programs, changes to codes of practice and changes to livestock housing and husbandry practices can all be guided by an understanding of trends in community perceptions of animal welfare.

It is suggested that there may be two complementary approaches to monitoring community attitudes relevant to pig welfare. The first is designed to provide data on continuous trends in a small number of key areas, and the other to provide comprehensive information every 3 to 5 years.

For the first strategy, it is possible to commission commercial market research to append a limited number of questions to their “omnibus” surveys that they conduct each month. This is a cost-effective way of obtaining on-going data. Iview is one company that the author has used for this purpose, but there would certainly be others.

For the second strategy, a large scale survey should be conducted every few years that addresses all of the aspects of community attitudes that have been identified in this review.

Finally, R&D strategies should include basic research to refine attitude measurement tools needs to be undertaken. Many of the available questionnaires are used in an entirely descriptive way without being validated against relevant outcomes. As such, interpretation of the meanings of attitude surveys is more an act of faith than a rational process.

## **Conclusion**

The understanding of community attitudes obtained from regular targeted monitoring of community attitudes should guide industry policy (industry changes, industry and public education by industry, etc.).

Furthermore, because there is some evidence to suggest that particular opinion leader may filter primary information and then disseminate it in the community, it may be useful to conduct further research to identify these influential people/groups in the community and their impact on community attitudes. This will assist in developing targeted education strategies. Broad mass communication strategies may not be the best or most efficient way to provide information to the community.

Finally, because the issues identified here have much in common with the other intensive livestock industries and, to a lesser extent with the extensive livestock industries, it may be most efficient to resource some of these initiatives on a cooperative basis with the other rural R&D corporations. It may be that the Federal government is best placed to coordinate these activities and the AAVS initiative may be able to assist with this process. AAVS is unlikely to be able to resource the monitoring of community attitudes or any underlying research, but may be able to facilitate the development of a Eurobarometer-style data collection.

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## Appendix - Published Questionnaires

### Items Used by Boogaard et al. (2006) to Assess Public Attitudes in the Netherlands.

Table 3  
Descriptives of 15 propositions divided over four factors

Propositions per factor	Descriptives			
	Mean <sup>a</sup>	S.D.	<i>n</i>	DK <sup>b</sup>
<b>Farmers' Image (FI)</b>				
Most farmers focus too much on management instead of their animals	2.33	0.80	1005	0.06
Most farmers consider their animals too much as means of production	2.07	0.79	1042	0.03
Most farmers solely treat animals properly as long as it is financially beneficial	2.27	0.88	1026	0.04
Most farmers economize on animal welfare	2.49	0.79	966	0.10
Most farmers are actually not interested in animals	3.08	0.81	1026	0.04
<b>Human-Animal Hierarchy (HAH)</b>				
Human life is of higher value than an animal life	1.84	0.98	1061	0.01
Humans are more important than animals	1.98	1.00	1067	0.01
<b>Life Quality of farm animals (LQ)</b>				
Animals on average farms are better off than animals in nature	2.57	0.79	1006	0.06
Animals on farms have quite a good life	2.21	0.75	1038	0.03
Most farmers give their animals a comfortable life	2.13	0.76	1026	0.04
Most farmers are animal lovers	2.03	0.82	1026	0.04
Most farmers are in daily contact with their animals	1.63	0.74	1039	0.03
<b>Use of animals for Human Consumption (HC)</b>				
Humans are allowed to use animals for consumption	1.42	0.60	1069	0.00
Humans have the right to use animals for consumption	1.72	0.79	1063	0.01
I do not feel guilty when I eat meat/fish	1.84	0.95	1068	0.01

<sup>a</sup> Mean score on a 4-point Likert scale (1-I agree completely, 4-I disagree completely).

<sup>b</sup> DK: fraction of total respondents (*N*=1074) who answered 'don't know'.

## Eurobarometer 2005

A	your survey number							
	<table border="1"><tr><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>							
	EB63.1 A							
B	country code							
	<table border="1"><tr><td></td><td></td></tr></table>							
	EB63.1 B							
C	our survey number							
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6	3	2						
	EB63.1 C							
D	Interview number							
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	EB63.1 D							



Now, moving on another topic.

QC1 How often do you personally buy food for your household?

(READ OUT - ONE ANSWER ONLY)

Always	1
Often	2
Sometimes	3
Hardly ever	4
Never	5
DK	6

EB63.2 NEW

QC2 On a weekly basis, how often do you eat meat (poultry, beef, pork, fish, etc.)?

(READ OUT - ONE ANSWER ONLY)

Once a week	1
Two or three times a week	2
Four or five times a week	3
More than five times a week	4
Never	5
DK	6

EB63.2 NEW

QC3 When you purchase meat (poultry, beef, pork, fish, etc.) do you think about the welfare/protection of the animals from which these meat products have been sourced?

(READ OUT - ONE ANSWER ONLY)

Yes, most of the time	1
Yes, some of the time	2
No, very rarely	3
No, I never consider it	4
I never purchase meat (SPONTANEOUS)	5
DK	6

EB63.2 NEW

--	--

QC4	Have you ever visited a farm which rears animals?
-----	---

(READ OUT – ONE ANSWER ONLY)
------------------------------

Yes, once	1
Yes, two or three times	2
Yes, more than three times	3
No, never	4
DK	5

EB63.2 NEW
------------

--

QC5	In your opinion, from the following list, for which three farm animals should the current level of welfare/protection be improved the most?
-----	---

(SHOW CARD – READ OUT – ROTATE ITEMS – MAX. 3 ANSWERS)
--

Laying hens, kept for egg production	1,
Broilers, chickens kept for meat production	2,
Turkeys	3,
Ducks/geese	4,
Dairy cows	5,
Beef cattle	6,
Calves	7,
Pigs	8,
Farmed fish	9,
Horses	10,
Rabbits	11,
Sheep	12,
All of the above (SPONTANEOUS)	13,
None of the above (SPONTANEOUS)	14,
DK	15,

EB63.2 NEW
------------

QC6	When purchasing eggs, meat or milk can you easily identify from the label those products sourced from animal welfare friendly production systems?

(READ OUT – ONE ANSWER ONLY)

Yes, most of the time	1
Yes, some of the time	2
No, very rarely	3
No, never	4
DK/NOT APPLICABLE	5

EB63.2 NEW

QC7	Do you believe that buying animal welfare friendly products could have a positive impact on the welfare/protection of farm animals?
-----	---

(READ OUT – ONE ANSWER ONLY)

Yes, certainly	1
Yes, probably	2
No, probably not	3
No, certainly not	4
DK	5

EB63.2 NEW

QC8	In general, how would you rate the welfare/protection of the following farmed animals?
-----	--

(SHOW CARD – ROTATE ITEMS – ONE ANSWER PER LINE)

	(READ OUT)	Very good	Fairly good	Fairly bad	Very bad	DK
1	Laying hens (producing eggs)	1	2	3	4	5
2	Dairy cows (producing milk)	1	2	3	4	5
3	Pigs (producing meat)	1	2	3	4	5

EB63.2 NEW

QC9	When you buy eggs do they mostly come from hens kept...?

(READ OUT – ROTATE ITEMS – ONE ANSWER ONLY)

in battery cage production systems	1
in other caged production systems (cages with a perch, dust-bath and nest, etc.)	2
in non-caged indoor systems (barns, etc.)	3
in free-range systems or outside	4
I don't buy hens' eggs (SPONTANEOUS)	5
I do not pay attention to the type of system (SPONTANEOUS)	6
DK	7

EB63.2 NEW

QC10	What additional price premium would you be willing to pay for hen's eggs sourced from an animal welfare friendly production system?

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

No additional price premium	1
An additional 5%	2
An additional 10%	3
An additional 25%	4
More than an additional 25%	5
DK/NOT APPLICABLE	6

EB63.2 NEW

QC11	From the following subjects related to the welfare/protection of animals, please indicate the ones for which you believe European Union legislation exists.

(SHOW CARD – READ OUT– MULTIPLE ANSWERS POSSIBLE)

The transport of farmed animals	1,
The slaughter of farmed animals	2,
The conditions under which animals are kept on farms	3,
DK	4,

EB63.2 NEW

QC12 In (OUR COUNTRY)'s current food and agricultural policy, do you believe that animal welfare/protection receives...?

(READ OUT – ONE ANSWER ONLY)

too much importance	1
not enough importance	2
just about the right level of importance	3
DK	4

EB63.2 NEW

QC13 Within the European Union do you believe that the welfare/protection of farm animals is...?

(READ OUT – ONE ANSWER ONLY)

better than in other parts of the world	1
worse than in other parts of the world	2
about the same as in other parts of the world	3
DK	4

EB63.2 NEW

DEMOGRAPHICS

D1 In political matters people talk of "the left" and "the right". How would you place your views on this scale?

(SHOW CARD) - (INT.: DO NOT PROMPT - IF CONTACT HESITATES, TRY AGAIN)

LEFT					RIGHT				
1	2	3	4	5	6	7	8	9	10

Refusal (SPONTANEOUS) 11

DK 12

EB63.1 D1

NO QUESTIONS D2 TO D6

D7 Could you give me the letter which corresponds best to your own current situation?

(SHOW CARD - READ OUT - ONE ANSWER ONLY)

Married	1
Remarried	2
Unmarried currently living with partner	3
Unmarried having never lived with a partner	4
Unmarried having previously lived with a partner, but now on my own	5
Divorced	6
Separated	7
Widowed	8
Other (SPONTANEOUS)	9
Refusal (SPONTANEOUS)	10

EB63.1 D7

D8 How old were you when you stopped full-time education?

(INT.: IF "STILL STUDYING", CODE '00' - IF "NO FULL-TIME EDUCATION", CODE '98' - IF "DK", CODE '99')

--	--

EB63.1 D8

NO QUESTION D9

D10 Gender.

Male	1
Female	2

EB63.1 D10

D11 How old are you?

--	--

EB63.1 D11

QC1	Could you tell me how much do you feel you know about the conditions under which animals are farmed in (OUR COUNTRY)? Would you say that you know...?
-----	---

	(480)
A lot	1
A little	2
Nothing at all	3
DK	4
NEW	

QC2	Would you like to be more informed about the conditions under which animals are farmed in (OUR COUNTRY)?
-----	--

(SHOW CARD - READ OUT - ONE ANSWER ONLY)	(481)
Yes, certainly	1
Yes, probably	2
No, probably not	3
No, certainly not	4
DK	5
NEW	

QC3	If you were looking for information about the conditions under which animals are farmed in (OUR COUNTRY), which of the following sources would you use? Which else?
-----	---

(SHOW CARD - READ OUT - MAX. 3 ANSWERS)	(482-491)
Television	1,
Radio	2,
Daily newspapers	3,
Other newspapers, magazines	4,
The Internet	5,
Discussions with relatives, friends, colleagues	6,
Books, brochures, information leaflets	7,
Never look for such information, not interested (SPONTANEOUS)	8,
Other (SPONTANEOUS)	9,
DK	10,
NEW	



QC4 Please tell me on a scale of 1 to 10 how important is it to you that the welfare of farmed animals is protected? '1' means that this is "not at all important" to you and '10' means that it is "very important".

(492-493)

Not at all important	2	3	4	5	6	7	8	9	Very important
1	2	3	4	5	6	7	8	9	10

DK 11

NEW

QC5 Do you believe that in general the welfare-protection of farm animals in (OUR COUNTRY) needs to be improved?

(SHOW CARD - READ OUT - ONE ANSWER ONLY)

Yes, certainly	1
Yes, probably	2
No, probably not	3
No, certainly not	4
DK	5

NEW

QC6 In general, over the last 10 years do you think that the welfare-protection of farmed animals in (OUR COUNTRY) has...?

(SHOW CARD - READ OUT - ONE ANSWER ONLY)

Improved a lot	1
Improved a little	2
Remained about the same	3
Deteriorated a little	4
Deteriorated a lot	5
DK	6

NEW

QC7	Who do you believe can best ensure that food products have been produced in an animal welfare friendly way?
-----	---

(SHOW CARD – READ OUT – ROTATE – MAX. 2 ANSWERS)

	(496-505)
Farmers producing the food	1,
Shops and restaurants selling the food	2,
Consumers purchasing the food	3,
The food processing industry (food processors, animal transporters, etc.)	4,
Veterinarians	5,
The (NATIONALITY) Government	6,
The European Commission	7,
Animal protection organisations	8,
None of the above (SPONTANEOUS)	9,
DK	10,

NEW

QC8	Do you think there is currently a sufficient choice of animal welfare friendly food products for customers in shops and supermarkets?
-----	---

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

	(506)
Yes, certainly	1
Yes, probably	2
No, probably not	3
No, certainly not	4
DK	5

NEW

QC9	Would you be willing to change your usual place of shopping in order to be able to buy more animal welfare friendly food products?
-----	--

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

	(507)
Yes, certainly	1
Yes, probably	2
No, probably not	3
No, certainly not	4
DK	5

NEW

QC10	Could you tell me to what extent you agree with the following statement: In shops and supermarkets, customers can easily find information on products sourced from animal welfare friendly production systems.
------	--

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

	(508)
Totally agree	1
Tend to agree	2
Tend to disagree	3
Totally disagree	4
DK	5

NEW

QC11	Do you think that current labels of food products allow you to identify those products sourced from animal welfare friendly production systems?
------	---

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

	(509)
Yes, certainly	1
Yes, probably	2
No, probably not	3
No, certainly not	4
DK	5

NEW

QC12	Which of the following would be for you the best way to identify the animal welfare\ protection conditions under which food products are sourced?
------	---

(SHOW CARD – READ OUT – ROTATE – MAX. 2 ANSWERS)

	(510-517)
Information posters or displays in the shop where you purchase the food	1,
Textual written information labels on the product wrapping	2,
Logos on the product wrapping	3,
Colour coding on the product wrapping	4,
Providing an image of the production system (e.g. laying hens kept in barns or free-range production systems)	5,
Use of a grading or scoring system (e.g. such as five welfare "stars" for the best product, one "star" for the basic product)	
Other (SPONTANEOUS)	6,
DK	7,
	8,

NEW

QC13	Do you believe that farmers should be financially compensated for any higher production costs linked to farming animals under more welfare-friendly conditions?
------	---

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

	(518)
Yes, certainly	1
Yes, probably	2
No, probably not	3
No, certainly not	4
DK	5

NEW

QC14	Do you believe that imported foods from outside the European Union should respect the same conditions of animal welfare\ protection as those applied in the European Union?
------	---

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

	(519)
Yes, certainly	1
Yes, probably	2
No, probably not	3
No, certainly not	4
DK	5

NEW

QC15a	From the following list, what would be for you the main reasons why you would buy food products produced in a more animal friendly way (e.g. free-range systems)? Firstly?
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QC15b Secondly?

QC15c Thirdly?

(SHOW CARD - ONE ANSWER PER COLUMN)

	(520-521)	(522-523)	(524-525)
(READ OUT - ROTATE)	QC15a	QC15b	QC15c
	FIRSTLY	SECONDL Y	THIRDL Y
They are good value for money	1	1	1
They taste better	2	2	2
They are healthier	3	3	3
They come from happier animals	4	4	4
They come from healthier animals	5	5	5
They are better quality products	6	6	6
They help farmers that treat their animals better	7	7	7
They are better for the environment	8	8	8
They are better for society	9	9	9
None of the above (SPONTANEOUS)	10	10	10
Do not buy these products (SPONTANEOUS)	11	11	11
DK	12	12	12

NEW

## Appendix: National Survey

### Sample: 976 adults aged 15+

I would now like to ask you a few questions about 'higher welfare products'. By this I am referring to meat, dairy and egg products that have been produced with the animals' welfare in mind.

#### Q.1

Can you tell me which of the following statements best describes your approach to purchasing higher welfare products (e.g. free range, Freedom Food assured etc...)

1. I only buy higher welfare meat, dairy and eggs
2. I buy some higher welfare meat, dairy and eggs
3. I only buy one or two higher welfare meat, dairy and eggs
4. I don't buy any higher welfare meat, dairy and eggs

#### Q.2

Thinking about when you buy higher welfare products (and by higher welfare I mean free range or Freedom Food assured products etc...), which of the following are the important reasons for buying? Please place these in order starting with the most important.

1. The products look nice
2. The products are better for you
3. The products taste better
4. The products have been produced to high standards of animal welfare
5. The products are more natural

#### Q.3

Thinking generally about how meat is produced in the UK, from the birth of the animal through to the meat in the shop, which, if any of these areas are you **confident** about current standards? Please look at the whole list and then give me your answer in order of confidence, starting with the area that you are most **confident** about relating to how meat is produced in the UK.

1. The conditions the animals live in
2. Hygiene of the farm
3. What the animals are fed
4. Hygiene in the store where you buy the meat from
5. That animals are killed in a humane way
6. Hygiene in the abattoirs
7. Nothing is added to the meat, e.g. water
8. Time between slaughter and sale to the public
9. How long a time the animals spend being transported
10. The conditions for the animals during transport

**Q.4**

Thinking generally about the production of meat in the UK from birth through to the meat in the shops, who, if anyone, do you **TRUST** to check if meat is produced to the correct **welfare standards**. Please look at the whole list and then give me your answer in order of trust, starting with who you would TRUST MOST.

1. Environmental health officers
2. Trading standards
3. Government
4. Vets
5. Farmers
6. Supermarkets
7. RSPCA
8. Butchers
9. Abattoirs
10. A voluntary meat trade organisation
11. Other

**Q.5**

Thinking generally about the production of meat in the UK, what are the most important characteristics someone should have if they are checking that correct **welfare standards** have been met? Please give the three most important characteristics to you from this list and place them in order with the most important characteristic first.

1. Expert in food safety
2. Someone who can check all areas of the supply chain
3. Expert in production methods
4. Independent qualified assessor
5. Someone who makes no financial gain
6. Someone who has the consumers' interest at heart
7. Trained vet
8. Someone with the animal's welfare at heart



**IGD is a charity which actively helps people to grow, by bringing together intelligence, opinion and experience from the food and grocery chain.**

We work with consumers, companies and individuals throughout the food and grocery chain to ensure we are providing information, research and leading edge best practice to help companies grow their business and develop their people.

#### **Consumer and Shopper Insight from IGD**

**At IGD, we make it our business to understand what is in the hearts and minds of consumers and how this shapes the food & grocery industry.** Our ongoing research investigates regularly tracks consumer views on food-related issues and the shopping experience. Work has included such projects as health, nutrition, diet, future foods for well-being, the introduction of new technology, information requirements and the effectiveness of labelling.

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## Pig Regulatory Impact Statement Survey

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**Thank you for agreeing to complete this survey. Your input is most valuable.** All information you provide **will remain confidential**. This survey is being answered by stakeholders, consumers and other interested parties nationally to determine people's attitudes towards a number of aspects related to proposed changes to the Australian Model Code of Practice for the Welfare of Animals - Pigs. The information gained from this survey will be used to inform a review of the current code of practice. Your responses to this survey are totally confidential. At the conclusion of data collection, we will assign a participant code to your answers and your name and contact details will be removed. Data is aggregated and no findings that could potentially identify any individual will be published. You can withdraw at any time and request that your information be withdrawn.

Name.....

Residential Address

.....  
.....



## Section A: Questions about you and your family

This section contains questions about yourself and your family. Your individual responses will remain **strictly confidential**. Only summary results for the entire sample will be used.

For each question, please **indicate** the response that best answers the question for you. **A1**.

### Are you?

- 1 ☐ Male  
2 ☐ Female

**A2. How old are you?** \_\_\_\_\_ years

**A3. What is your highest level of education?**

- 1 ☐ Primary School  
2 ☐ Secondary School  
3 ☐ TAFE College  
4 ☐ University Degree  
5 ☐ University Post-graduate Degree  
6 ☐ Other (write) \_\_\_\_\_  
7 ☐ No Formal Schooling

**A4. In which State or Territory of Australia do you live?**

- 1 ☐ Victoria  
2 ☐ New South Wales  
3 ☐ Queensland  
4 ☐ Northern Territory  
5 ☐ Western Australia  
6 ☐ South Australia  
7 ☐ Tasmania

**A5. What is your current residential address postcode?** \_\_\_\_\_

**A6. Would you describe your current residential location as?**

- Urban ☐ 1  
Suburban ☐ 2  
Regional City ☐ 3  
Country Town ☐ 4  
Rural ☐ 5

**A7. Do you currently live on an animal farm?**

- 1 ☐ Yes      2 ☐ No (go to A9)

**A8. What type/s of animal farm do you live on?**

- 1 ☐ Poultry (meat)
- 2 ☐ Poultry (egg)
- 3 ☐ Dairy cattle
- 4 ☐ Pig
- 5 ☐ Beef cattle
- 6 ☐ Sheep
- 7 ☐ Other (write) \_\_\_\_\_

**A9. In the last two months, have you *worked* on an *animal farm*?**

- 1 ☐ Yes                      2 ☐ No (go to A11)

**A10. What *type* of animal farm(s) have you *worked* on?**

- 1 ☐ Poultry (meat)
- 2 ☐ Poultry (egg)
- 3 ☐ Dairy
- 4 ☐ Pig
- 5 ☐ Cattle
- 6 ☐ Sheep
- 7 ☐ Other (write) \_\_\_\_\_

**A11. In the last two months, have you *visited* or *holidayed* on an animal farm?**

- 1 ☐ Yes                      2 ☐ No (go to A13)

**A12. What type of animal farm(s) have you *visited* or *holidayed* on?**

- 1 ☐ Poultry (meat)
- 2 ☐ Poultry (egg)
- 3 ☐ Dairy
- 4 ☐ Pig
- 5 ☐ Cattle
- 6 ☐ Sheep
- 7 ☐ Other (write) \_\_\_\_\_

**A13. In the last two months, have you visited a *commercial* piggery?**

- 1 ☐ Yes                      2 ☐ No

<b>Section B:      Questions about practices in pig husbandry</b>
---

### Knowledge

**B1.** Are the following statements true or false of current understanding, care and management practices in pig keeping? For each item, select the option that represents your answer, either “true” or “false”

		True	False
1	Pig welfare does not have much effect on pig productivity	<input type="checkbox"/>	<input type="checkbox"/>
2	Pig welfare does not have much effect on pig farm profitability	<input type="checkbox"/>	<input type="checkbox"/>
3	Length of pregnancy for a sow is between 3-4 months	<input type="checkbox"/>	<input type="checkbox"/>
4	Pigs are not social animals	<input type="checkbox"/>	<input type="checkbox"/>
5	Pigs can be aggressive and often one animal dominates the others in a group	<input type="checkbox"/>	<input type="checkbox"/>
6	On most pig farms, pregnant sows are confined continuously in individual stalls	<input type="checkbox"/>	<input type="checkbox"/>
7	By 4 months of age, pigs are able to tolerate a wide range of temperatures without negatively affecting their welfare	<input type="checkbox"/>	<input type="checkbox"/>
8	Gilts are pigs that have not been selected for breeding	<input type="checkbox"/>	<input type="checkbox"/>
9	The availability of natural or artificial light is important to pig welfare	<input type="checkbox"/>	<input type="checkbox"/>

**B2.** Under the existing code of practice:

For each item, select the option that you believe to be the correct answer.

- |   |  |                          |
|---|--|--------------------------|
| 1 | During surgical castration, anaesthetic is only given to boars aged: |                          |
|   | a) 3 weeks and older   | <input type="checkbox"/> |
|   | b) 8 weeks and older   | <input type="checkbox"/> |

- 2 The current code of practice allows pregnant sows to be confined for
- a) the entire gestation period of 16 weeks ☐
- b) only the first 6 weeks of pregnancy ☐
- 3 Under the existing code of practice, husbandry inspections must be carried out
- a) daily by a trained stockperson ☐
- b) regularly by a trained stockperson ☐
- 4 The optimum temperature for suckling piglets under 3 weeks of age is
- a) 30-35°C ☐
- b) 20-30°C ☐

**B3.** Under which of the following systems do you believe pigs are currently raised?

For each item, tick the option that represents your answer, either “Currently raised” or “Not currently raised”

- |   |   | Currently raised         | Not currently raised     |
|---|---|--------------------------|--------------------------|
| 1 | Indoor intensive (including single and group housing in pens on solid or slatted floor) | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Semi-indoor extensive (groups on deep straw or rice husks in shelters or barns)         | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Outdoor (free range in paddocks with shelter such as huts)                              | <input type="checkbox"/> | <input type="checkbox"/> |

## Section C: Questions about pigs and pig welfare

### ATTITUDES

**C1.** How **important** are each of the following attributes to the **well being** of pigs living in **farming** situations?

		Very Unimportant			Neither Important nor Unimportant			Very Important
		1	2	3	4	5	6	7
1	Easy access to feed and water	1	2	3	4	5	6	7
2	Adequate shelter to protect pigs from climate extremes	1	2	3	4	5	6	7
3	Opportunity to display natural patterns of behaviour	1	2	3	4	5	6	7
4	Physical handling in a manner that minimises the likelihood of pain or distress	1	2	3	4	5	6	7
5	Protection from any significant injury or disease	1	2	3	4	5	6	7
6	Rapid diagnosis and correct treatment of any significant injury or disease	1	2	3	4	5	6	7
7	Freedom to be able to stand, stretch, and lie down	1	2	3	4	5	6	7
8	Visual and social contact with other pigs	1	2	3	4	5	6	7

**C2.** The current code of practice allows for sows to be confined in individual enclosures during pregnancy and after the birth of piglets. These are known as farrowing crates (when suckling piglets) and dry sow crates (pregnancy) and allow room for the sow to stand normally, lie down with limbs extended, to stretch and to feed. To what extent do you **agree or disagree** with the following statements related to pig confinement systems?

		Strongly Disagree			Neither Agree nor Disagree			Strongly Agree
		1	2	3	4	5	6	7
1	Except in emergency circumstances, sows should not be confined in farrowing crates (when suckling) for more than <b>six</b> weeks in any one reproductive cycle	1	2	3	4	5	6	7
2	Crate design should minimise aggressive physical interactions between pigs	1	2	3	4	5	6	7
3	Whilst farrowing crate design must not cause injury to sows, it must minimise overlying of piglets by sows.	1	2	3	4	5	6	7
4	Except in emergency circumstances, sows should not be confined during pregnancy in crates for more than	1	2	3	4	5	6	7

**ten** weeks in any one reproductive cycle

5	Piglet welfare is important to take into account when considering space allowance and facilities provided for lactating sows	1	2	3	4	5	6	7
6	Natural or artificial light must be available at pig level in all buildings for a minimum of nine hours a day	1	2	3	4	5	6	7
7	If the temperature inside the housing facility exceeds 35°C, pigs must be inspected at least twice during the hottest part of the day and corrective action taken to cool any distressed pigs	1	2	3	4	5	6	7
8	The temperature must be set at the optimum comfort range for young pigs	1	2	3	4	5	6	7
9	Inspections of pigs must be conducted at least once each day by a trained stock-person	1	2	3	4	5	6	7

**C3.** To what extent do you **agree or disagree** with the following statements related to equipment?

		Strongly Disagree		Neither Agree nor Disagree				Strongly Agree
1	Pig housing sheds with automatically controlled ventilation systems must have fail-safe back-ups that enable sheds to be ventilated if power failure occurs	1	2	3	4	5	6	7
2	Stock-persons must be trained to operate essential mechanical equipment and associated backup systems	1	2	3	4	5	6	7
3	Mechanical equipment essential to meeting the basic feed, water and environmental requirements of pigs must be inspected daily	1	2	3	4	5	6	7
4	All buildings must have sufficient exits to facilitate the rapid evacuation of pigs and people in emergencies	1	2	3	4	5	6	7

**C4.** To what extent do you **agree or disagree** of the following statements related to pig health?

		Strongly Disagree		Neither Agree nor Disagree			Strongly Agree	
1	Weaning (which involves the permanent removal of piglets from the sow) must avoid causing undue stress on the piglets and minimise any negative impact on their health and welfare	1	2	3	4	5	6	7
2	Food must be provided to pigs in such a way as to	1	2	3	4	5	6	7

prevent undue competition, aggression or injury

3	Sick, weak or injured pigs must be treated as soon as possible	1	2	3	4	5	6	7
4	Sick, weak or injured pigs must be isolated if necessary	1	2	3	4	5	6	7
5	All piglets must receive colostrum (sow milk that is high in protein and antibodies) or an appropriate substitute within 24 hours of birth	1	2	3	4	5	6	7
<i>A pig's body condition is scored on a scale of 1 (very thin – individual ribs very prominent) to 5 (very fat – ribs difficult to feel). Using this scale, do you agree or disagree that:</i>								
6	Remedial action must be taken to <u>prevent</u> a pig's body condition falling below a score of 2.5	1	2	3	4	5	6	7
<i>Again, using the same scale, do you agree or disagree that:</i>								
7	Appropriate action must be taken to <u>increase</u> a pig's body condition if it falls below a score of 2	1	2	3	4	5	6	7

**C5.** To what extent do you **agree or disagree** with the following statements that relate to pig husbandry procedures and personnel competency?

		Strongly Disagree			Neither Agree nor Disagree			Strongly Agree
1	Personnel caring for pigs must be trained in pig husbandry and able to maintain the health and welfare of the animals	1	2	3	4	5	6	7
2	Surgical castration of male pigs over the age of 3 weeks must only be performed under anaesthesia, under veterinary supervision	1	2	3	4	5	6	7
3	Stock persons must not carry out elective husbandry procedures (such as castration, tail docking, clipping of needle teeth, nose ringing, etc) unless they are suitably trained and competent or are under the direct supervision of competent persons	1	2	3	4	5	6	7

**C6.** The current code of practice **allows** for pregnant sows to be confined in individual crates for the entire pregnancy (16 weeks). To what extent do you **agree or disagree** with the following proposed periods of confinement for pregnant sows in individual crates?

		Strongly Disagree		Neither Agree nor Disagree			Strongly Agree	
		1	2	3	4	5	6	7
1	Confinement for the duration of the entire pregnancy	1	2	3	4	5	6	7
2	With a phase-in time of 10 years, pregnant sows should be confined for a maximum of 6 weeks of the pregnancy	1	2	3	4	5	6	7
3	With a phase-in time of 15 years, pregnant sows should be confined for a maximum of 10 weeks of the pregnancy	1	2	3	4	5	6	7
4	With a phase-in time of 10 years, sow stalls should be phased out completely	1	2	3	4	5	6	7
5	Stalls that do not provide the new space requirements for sows should be phased out within 15 years from the date the changes are agreed to.	1	2	3	4	5	6	7
6	Stalls that do not provide the new space requirements for sows should be phased out within 25 years from the date they were first installed	1	2	3	4	5	6	7
7	With a phase-in time of 10 years, sow stalls should be modified into group housing with open access to individual feeding stalls	1	2	3	4	5	6	7

**C7.** As a minimum standard, to what extent do you agree or disagree that the following space requirements are **sufficient**?

		Strongly Disagree		Neither Agree nor Disagree			Strongly Agree	
		1	2	3	4	5	6	7
1	Enough room to enable the sow to only lie down	1	2	3	4	5	6	7
2	Enough room to enable the sow to stand up and to lie down	1	2	3	4	5	6	7
3	Enough room to enable the sow to stand up, lie with limbs extended, stretch and move freely	1	2	3	4	5	6	7
4	In hot climates, there must be enough space for pigs to stretch out when lying down	1	2	3	4	5	6	7



**C8.** Are you aware of the actual technical dimensions (in square metres) of pig confinement stalls?

1 ☐ Yes (go to C9)      2 ☐ No (go to C11)

**C9.** To what extent do you **agree or disagree** that, at a minimum, the following classes of pigs must be provided with?

		Strongly Disagree		Neither Agree nor Disagree				Strongly Agree
		1	2	3	4	5	6	7
1	1 - 1.5sqm of floor space for each mated and unmated gilt (young female pig) when housed in groups.	1	2	3	4	5	6	7
2	1.4 sqm space for each sow in <u>group housing</u>	1	2	3	4	5	6	7
3	1.32sqm (i.e., 0.6m x 2.2 m) for each adult sow in an <u>individual stall</u>	1	2	3	4	5	6	7
4	1.68sqm for a boar (i.e. 0.7m x 2.4m for uncastrated males over 9 months of age) in an individual stall	1	2	3	4	5	6	7
5	The shortest length of a pen should not fall below 1.8m for a lactating sow and her piglets	1	2	3	4	5	6	7
6	1.1sqm (i.e. 0.5m x 2.2m) for a sow in a farrowing crate	1	2	3	4	5	6	7

**C10.** To what extent do you **agree or disagree** with the minimum available floor area for pigs kept outdoors as per a prescribed formula allowing for:

		Strongly Disagree		Neither Agree nor Disagree				Strongly Agree
		1	2	3	4	5	6	7
1	Maximum of 20-25 sows/ha for <u>free range dry sows (female pig that is not lactating and nursing piglets)</u>	1	2	3	4	5	6	7
2	Maximum of 9-14 sows/ha for <u>free range lactating sows with piglets</u>	1	2	3	4	5	6	7
3	Minimum 1.5 sqm shelter space for a sow (female pig that has had one or more litters)	1	2	3	4	5	6	7
4	Minimum 7.5 sqm shelter space for a boar (uncastrated male over 9mths of age)	1	2	3	4	5	6	7
5	1.8sqm for each young sow in <u>group shelter</u>	1	2	3	4	5	6	7
6	3.5sqm for each adult sow in <u>group shelter</u>	1	2	3	4	5	6	7
7	7sqm for each sow with piglets in <u>group shelter</u>	1	2	3	4	5	6	7
8	10.5sqm for each boar in <u>group shelter</u>	1	2	3	4	5	6	7

**C11.** Have you seen or heard anything in relation to pig husbandry and/or confinement issues in the media recently?

- 1 ☐ yes  
2 ☐ no (go to C14)

**C12.** If yes, how recently did you see or hear something?

- 1 ☐ within the last week  
2 ☐ within the last fortnight  
3 ☐ within the last month  
4 ☐ Other (write) \_\_\_\_\_

**C13.** Can you recall the source of this information? (write)

**C14.** Are there any further comments that you wish to make? (write)

Any personal information about you or a third party in your correspondence will be collected and protected under the provisions of the **Information Privacy Act 2000**. It will only be used or disclosed to appropriate ministerial or departmental staff in regard to the purpose for which it was provided, unless required or authorised by law. Enquiries about access to information about you held by the Department should be directed to the Manager Privacy, Department of Primary Industries, GPO Box 4440, Melbourne, 3001 – Telephone 03 96584030.”

## Effects of Consumer Attitudes and Behaviour Relevant to Pork Production (Coleman, Hay and Toukhsati, 2005)

### Section A: Questions about you and your family

This section contains questions about yourself and your family. Your individual responses will remain **strictly confidential**. Only summary results for the entire sample will be used.

For each question, please **tick** the box next to the response that best answers the question for you

#### A1. Are you? (tick)

- 1 ☐ Male  
2 ☐ Female

#### A2. How old are you? (write) \_\_\_\_\_ years

#### A3. What is your highest level of education? (tick)

- 1 ☐ Primary School  
2 ☐ Secondary School  
3 ☐ TAFE College  
4 ☐ University Degree  
5 ☐ University Post-graduate Degree  
6 ☐ Other (write) \_\_\_\_\_  
7 ☐ No Formal Schooling

#### A4. Would you describe yourself as? (tick)

- 1 ☐ Employed Full-time  
2 ☐ Employed Part-time  
3 ☐ Between Jobs  
4 ☐ A Student  
5 ☐ A Homemaker  
6 ☐ Retired  
7 ☐ Other (write) \_\_\_\_\_

#### A5. What is your usual occupation? (tick)

Occupation	Tick	Occupation	Tick
Professional	<input type="checkbox"/> 1	Manager	<input type="checkbox"/> 9
Clerical	<input type="checkbox"/> 2	Sales	<input type="checkbox"/> 10
Tradesperson/ Labourer	<input type="checkbox"/> 3	Service	<input type="checkbox"/> 11
Emergency Service	<input type="checkbox"/> 4	Health Service	<input type="checkbox"/> 12
Military/Armed Forces	<input type="checkbox"/> 5	Agricultural Industries	<input type="checkbox"/> 13
Government	<input type="checkbox"/> 6	Student	<input type="checkbox"/> 14
Self Employed	<input type="checkbox"/> 7	Home Duties	<input type="checkbox"/> 15
Not Currently Employed	<input type="checkbox"/> 8	Retired	<input type="checkbox"/> 16

#### A6. In what country were you born? (write)

\_\_\_\_\_

#### A7. In what country was your mother born? (write)

\_\_\_\_\_

#### A8. In what country was your father born? (write)

\_\_\_\_\_

#### A9. Are you? (tick)

- 1 ☐ Single  
2 ☐ Married/Living with a partner

#### A10. What is your current residential address postcode? (write) \_\_\_\_\_

#### A11. Would you describe your current residential location as? (tick appropriate box)

- Urban ☐ 1  
Suburban ☐ 2  
Regional City ☐ 3  
Country Town ☐ 4  
Rural ☐ 5

#### A12. How long have you lived at this address?

\_\_\_\_\_ (in years/months)

#### A13. How many people of the following ages currently live in your household?

Age	Number	Regular household member
Under 2 years	_____	<input type="checkbox"/> (tick if yes)
2 – 6 years	_____	<input type="checkbox"/> (tick if yes)
7 – 12 years	_____	<input type="checkbox"/> (tick if yes)
13 – 17 years	_____	<input type="checkbox"/> (tick if yes)
18+ years	_____	<input type="checkbox"/> (tick if yes)

**A14. What is your annual income from all sources, before taxes? (tick)**

Income range	Tick
Less than \$10,000	<input type="checkbox"/> 1
\$10,001 to \$30,000	<input type="checkbox"/> 2
\$30,001 to \$50,000	<input type="checkbox"/> 3
\$50,001 to \$70,000	<input type="checkbox"/> 4
\$70,001 to \$90,000	<input type="checkbox"/> 5
\$90,001 to \$120,000	<input type="checkbox"/> 6
\$120,001 to \$150,000	<input type="checkbox"/> 7
\$150,001 +	<input type="checkbox"/> 8

**A15. What is your household annual income from all sources, before taxes? (tick)**

Income range	Tick
Less than \$30,000	<input type="checkbox"/> 1
\$30,001 to \$50,000	<input type="checkbox"/> 2
\$50,001 to \$70,000	<input type="checkbox"/> 3
\$70,001 to \$90,000	<input type="checkbox"/> 4
\$90,001 to \$120,000	<input type="checkbox"/> 5
\$120,001 to \$150,000	<input type="checkbox"/> 6
\$150,001 to \$200,000	<input type="checkbox"/> 7
\$200,001 +	<input type="checkbox"/> 8

**A16. What (if any) domestic animals live at your current home?**

Animal	Number
1 Dog(s)	_____
2 Cat(s)	_____
3 Fish	_____
4 Other (write) _____	_____
5 Other (write) _____	_____
6 Other (write) _____	_____

**A17. Do you currently live on an animal farm?**

1 ☐ Yes      2 ☐ No (if no go to A19)

**A18. What type of animal farm(s) do you live on?**

- 1 ☐ Poultry (meat)  
 2 ☐ Poultry (egg)  
 3 ☐ Dairy  
 4 ☐ Pig  
 5 ☐ Cattle  
 6 ☐ Sheep  
 7 ☐ Other (write) \_\_\_\_\_

**A19. Have you ever worked on an animal farm?**

1 ☐ Yes      2 ☐ No (if no go to A21)

**A20. What type of animal farm(s) have you worked on?**

- 1 ☐ Poultry (meat)  
 2 ☐ Poultry (egg)  
 3 ☐ Dairy  
 4 ☐ Pig  
 5 ☐ Cattle  
 6 ☐ Sheep  
 7 ☐ Other (write) \_\_\_\_\_

**A21. Have you ever visited or holidayed on an animal farm?**

1 ☐ Yes      2 ☐ No (if no go to A23)

**A22. What type of animal farm(s) have you visited or holidayed on?**

- 1 ☐ Poultry (meat)  
 2 ☐ Poultry (egg)  
 3 ☐ Dairy  
 4 ☐ Pig  
 5 ☐ Cattle  
 6 ☐ Sheep  
 7 ☐ Other (write) \_\_\_\_\_

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Answer the next questions **only** if you currently live in a **town** or **suburb**. If you live in a rural area, go to question A30

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**A23. Have you ever lived in a rural setting?**

1 ☐ Yes      2 ☐ No (if no go to A30)

**A24. How long ago did you live in a rural setting?**

(years/months) \_\_\_\_\_

**A25. For how long did you live in a rural setting?**

(years or months) \_\_\_\_\_ and

from **ages** \_\_\_\_\_ to \_\_\_\_\_ years

**A26. Did you live on an animal farm in your rural home?**

1 ☐ Yes      2 ☐ No (if no go to A30)

**A27. What type of animal farm(s) did you live on?**

- 1 ☐ Poultry (meat)
- 2 ☐ Poultry (egg)
- 3 ☐ Dairy
- 4 ☐ Pig
- 5 ☐ Cattle
- 6 ☐ Sheep
- 7 ☐ Other (write) \_\_\_\_\_

**A28. Did you have domestic pets in your rural home?**

1 ☐ Yes      2 ☐ No (if no go to A30)

**A29. What domestic pets did you have?**

Animal	Number
1 Dog(s)	_____
2 Cat(s)	_____
3 Fish	_____
4 Other (write) _____	_____
5 Other (write) _____	_____
6 Other (write) _____	_____

**A30. Have you ever visited a commercial abattoir?**

1 ☐ Yes      2 ☐ No

## Section B: Questions about farming practices in agriculture

This section contains questions about various farming practices in Australian agriculture. For each question, please **circle** the number that most closely represents your knowledge or opinion for each aspect.

B1. How **important** are each of the attributes listed below to the well being of animals living in **farming** situations?

For each item, **circle** the number that most closely represents your answer.

		Very Unimportant			Neither Important nor Unimportant			Very Important
1	Social contact with animals of the same species.....	1	2	3	4	5	6	7
2	Contact with offspring.....	1	2	3	4	5	6	7
3	Dry housing.....	1	2	3	4	5	6	7
4	Individual housing.....	1	2	3	4	5	6	7
5	Freedom to roam outdoors.....	1	2	3	4	5	6	7
6	Social contact with animals of a different species.....	1	2	3	4	5	6	7
7	Good nutrition.....	1	2	3	4	5	6	7
8	Regular exercise.....	1	2	3	4	5	6	7
9	Fresh air.....	1	2	3	4	5	6	7
10	Medications (i.e., antibiotics) for animal health.....	1	2	3	4	5	6	7
11	Good waste/effluent disposal.....	1	2	3	4	5	6	7
12	Vaccinations for animal health.....	1	2	3	4	5	6	7
13	Protection from predators.....	1	2	3	4	5	6	7
14	Outdoor housing.....	1	2	3	4	5	6	7

B2. Are the following **procedures** carried out in the **livestock farming industries**?

For each item, **tick** the box that represents your answer.

	Is carried out	Is not carried out
1 Tail docking.....	<input type="checkbox"/>	<input type="checkbox"/>
2 Castration of male animals.....	<input type="checkbox"/>	<input type="checkbox"/>
3 Ear tattooing for identification.....	<input type="checkbox"/>	<input type="checkbox"/>
4 Artificial insemination.....	<input type="checkbox"/>	<input type="checkbox"/>
5 Beak trimming.....	<input type="checkbox"/>	<input type="checkbox"/>
6 Use of Vision impairment devices (i.e., blinkers).....	<input type="checkbox"/>	<input type="checkbox"/>
7 Hot iron branding.....	<input type="checkbox"/>	<input type="checkbox"/>
8 Induced moulting.....	<input type="checkbox"/>	<input type="checkbox"/>
9 Feedinglotting animals.....	<input type="checkbox"/>	<input type="checkbox"/>
10 Mulesing.....	<input type="checkbox"/>	<input type="checkbox"/>
11 Euthanasia of sick, weak, or injured animals.....	<input type="checkbox"/>	<input type="checkbox"/>
12 Crutching.....	<input type="checkbox"/>	<input type="checkbox"/>
13 Slaughtering of animals.....	<input type="checkbox"/>	<input type="checkbox"/>

### Section C: Questions about food production and farming

This section contains questions about various processes in Australian food production. For each question, please **circle** the number that most closely represents your knowledge or opinion for each aspect.

C1. Which of the following items do you believe is **provided to animals** during normal production?

For each item, **tick** the box that represents your answer.

	Is provided	Is not provided
1 Antibiotics.....	<input type="checkbox"/>	<input type="checkbox"/>
2 Steroid Hormones.....	<input type="checkbox"/>	<input type="checkbox"/>
3 Growth Hormones.....	<input type="checkbox"/>	<input type="checkbox"/>
4 Reproductive Hormones.....	<input type="checkbox"/>	<input type="checkbox"/>
5 Preservatives.....	<input type="checkbox"/>	<input type="checkbox"/>
6 Vaccinations.....	<input type="checkbox"/>	<input type="checkbox"/>

- C2. These questions are about various **health** and **welfare** considerations that might be associated with **farm produce**.

Indicate your level of **agreement** or **disagreement** for each statement by **circling** the number that most closely represents your opinion.

		Strongly Disagree			Neither Agree nor Disagree		Strongly Agree	
1	Meat is a healthy food.....	1	2	3	4	5	6	7
2	It is appropriate to use animals to produce food for humans.....	1	2	3	4	5	6	7
3	Meat is high in cholesterol.....	1	2	3	4	5	6	7
4	Farm animals should be treated in the same way as domestic animals.....	1	2	3	4	5	6	7
5	People have a right to eat meat.....	1	2	3	4	5	6	7
6	Meat is high in protein.....	1	2	3	4	5	6	7
7	Farm animals have the same right to life as humans.....	1	2	3	4	5	6	7
8	Meat is part of a balanced diet.....	1	2	3	4	5	6	7
9	The use of food additives requires closer regulation.....	1	2	3	4	5	6	7
10	Farm animals have the same feelings as domestic animals.....	1	2	3	4	5	6	7
11	Free range foods taste better than intensively farmed foods.....	1	2	3	4	5	6	7
12	Meat is high in fat.....	1	2	3	4	5	6	7
13	The nourishment value of meat is high.....	1	2	3	4	5	6	7
14	Meeting our demand for food is more important than the humane treatment of farm animals.....	1	2	3	4	5	6	7
15	Vegetarianism is a healthy life option.....	1	2	3	4	5	6	7

### Section D: Questions about your eating and shopping habits

This section contains questions about your general eating and shopping habits. For each question, please **tick** the box or **circle** the number that most closely represents your situation or behaviour.

- D1. Who in your household is most responsible for grocery shopping?

- 1 ☐ Myself  
2 ☐ Share Equally  
3 ☐ Someone Else

- D3. Would you describe yourself primarily as a?

- 1 ☐ Meat eater  
2 ☐ Vegetarian  
3 ☐ Vegan (A **vegan** is a person who eats no animal products at all)

- D2. In an average week, what percentages of your meals are?

- 1 ☐ prepared inside your home (you have prepared and cooked it) \_\_\_\_\_ %  
2 ☐ consumed outside of your home \_\_\_\_\_ %  
3 ☐ take away food consumed inside of your home \_\_\_\_\_ %  
4 ☐ pre-prepared outside of your home (you simply heat it up) \_\_\_\_\_ %  
5 ☐ semi-prepared outside of your home (you must still cook it) \_\_\_\_\_ %



D4. Where do you **mostly** shop for household food items?

Type of store	% of total shopping per week	Type of store	% of total shopping per week
1 <input type="checkbox"/> Supermarket	_____ %	5 <input type="checkbox"/> Delicatessen	_____ %
2 <input type="checkbox"/> Fresh Food Market	_____ %	6 <input type="checkbox"/> Green Grocer	_____ %
3 <input type="checkbox"/> Convenience Store	_____ %	7 <input type="checkbox"/> Take Away Food Outlets	_____ %
4 <input type="checkbox"/> Butcher	_____ %	8 <input type="checkbox"/> Other (write) _____	_____ %

D5. How often would you **eat** the following foods in an **average week**.

*Circle the number that most closely represents your average weekly intake of each food type*

	Never	Less than once a week	Once a week	2 - 3 times a week	More than 3 times a week
1 Beef.....	1	2	3	4	5
2 Chicken.....	1	2	3	4	5
3 Fish (seafood).....	1	2	3	4	5
4 Lamb.....	1	2	3	4	5
5 Pork.....	1	2	3	4	5
6 Game.....	1	2	3	4	5
7 Eggs.....	1	2	3	4	5
8 Dairy Products (excluding milk in coffee or tea) ...	1	2	3	4	5
9 Native Animals (e.g., kangaroo & emu).....	1	2	3	4	5

D7. How much of each **dairy** product do you usually purchase in an average month?

D6. How much of each **pork** product do you usually purchase in an average month?

Type of pork product	per month	Type of dairy product	per month
1 <input type="checkbox"/> Pork Cuts (i.e., chops)	_____ gms	1 <input type="checkbox"/> Milk	_____ ltrs
2 <input type="checkbox"/> Ham	_____ gms	2 <input type="checkbox"/> Milk (flavoured)	_____ ltrs
3 <input type="checkbox"/> Bacon	_____ gms	3 <input type="checkbox"/> Cheese	_____ gms
4 <input type="checkbox"/> Pork Sausages	_____ gms	4 <input type="checkbox"/> Butter	_____ gms
5 <input type="checkbox"/> Ground Pork	_____ gms	5 <input type="checkbox"/> Yoghurt	_____ mls
6 <input type="checkbox"/> Pork Roast	_____ gms	6 <input type="checkbox"/> Cream	_____ mls
7 <input type="checkbox"/> Salami	_____ gms	7 <input type="checkbox"/> Custard	_____ mls
8 Other (write) _____	_____ gms	8 <input type="checkbox"/> Dairy-based Puddings	_____ mls
		9 <input type="checkbox"/> Ice-cream	_____ ltrs
		10 Other (write) _____	_____

D8. How many **eggs** do you usually purchase in an average month?

- 1 ☐ Less than ½ dozen  
 2 ☐ ½ dozen  
 3 ☐ 1 dozen  
 4 ☐ 2 dozen  
 5 ☐ More than 2 dozen

D9. How much of each **poultry meat** product do you usually purchase in an average month?

- | Type of poultry product  | per month |
|--|-----------|
| 1 <input type="checkbox"/> Whole Chicken Cooked                                    | _____ kg  |
| 2 <input type="checkbox"/> Whole Chicken Uncooked                                  | _____ kg  |
| 3 <input type="checkbox"/> Chicken Pieces Cooked<br>(i.e., breasts, legs, wings)   | _____ gms |
| 4 <input type="checkbox"/> Chicken Pieces Uncooked<br>(i.e., breasts, legs, wings) | _____ gms |
| 5 <input type="checkbox"/> Pressed Chicken (i.e., slices)                          | _____ gms |
| 6 Other (write) _____  | _____ gms |

D10. How much of each **beef** product do you usually purchase in an average month?

- | Type of beef product                     | per month |
|--|-----------|
| 1 <input type="checkbox"/> Beef Cuts     | _____ gms |
| 2 <input type="checkbox"/> Beef Steak    | _____ gms |
| 3 <input type="checkbox"/> Ground Beef   | _____ gms |
| 4 <input type="checkbox"/> Beef Sausages | _____ gms |
| 5 <input type="checkbox"/> Beef Roast    | _____ gms |
| 6 Other (write) _____                    | _____ gms |

D11. How much of each **lamb** product do you usually purchase each month?

- | Type of lamb product                               | per month |
|--|-----------|
| 1 <input type="checkbox"/> Lamb Cuts (i.e., chops) | _____ gms |
| 2 <input type="checkbox"/> Lamb Steak              | _____ gms |
| 3 <input type="checkbox"/> Ground Lamb             | _____ gms |
| 4 <input type="checkbox"/> Lamb Sausages           | _____ gms |
| 5 <input type="checkbox"/> Lamb Roast              | _____ gms |
| 6 Other (write) _____                              | _____ gms |

D12. For each attribute listed below, indicate its **importance** in your **choice of foods** that are produced by and from animals by **circling** the number that best indicates the level of importance **you** place on each attribute

		Very Unimportant			Neither Important nor Unimportant		Very Important	
1	Brand.....	1	2	3	4	5	6	7
2	Price.....	1	2	3	4	5	6	7
3	Contains no hormones/antibiotics/artificial additives/preservatives....	1	2	3	4	5	6	7
4	Produced in Australia.....	1	2	3	4	5	6	7
5	Free-range method of production.....	1	2	3	4	5	6	7
6	Appearance.....	1	2	3	4	5	6	7
7	Shelf life.....	1	2	3	4	5	6	7
8	Quality.....	1	2	3	4	5	6	7
9	Packaging.....	1	2	3	4	5	6	7
10	Produced with the humane treatment of animals.....	1	2	3	4	5	6	7
11	Is not genetically modified.....	1	2	3	4	5	6	7
12	Size.....	1	2	3	4	5	6	7
13	Produced locally.....	1	2	3	4	5	6	7

## Section E: Questions about animals and animal welfare

This section contains questions about your general behaviour with regard to various aspects of animal welfare. For each question, please **tick** the box or **circle** the number that most closely represents your situation or behaviour.

E1. Are you currently a member of a fishing organisation?

1 ☐ Yes      2 ☐ Past Member      3 ☐ No

E4. Do you currently subscribe to any type of animal welfare magazine?

1 ☐ Yes      2 ☐ Past Subscriber      3 ☐ No

E2. Do you currently subscribe to any type of fishing magazine?

1 ☐ Yes      2 ☐ Past Subscriber      3 ☐ No

E5. Are you currently a member of a hunting group or organisation?

1 ☐ Yes      2 ☐ Past Member      3 ☐ No

E3. Are you currently a member of an animal welfare group or organisation?

1 ☐ Yes      2 ☐ Past Member      3 ☐ No

E6. Do you currently subscribe to any nature or wildlife publications, other than those concerned with animal welfare, hunting or fishing?

1 ☐ Yes      2 ☐ Past Subscriber      3 ☐ No

E7. On average, how **often** do you **engage in** the following activities?

		Never		Occasionally			Often	
1	Hunt for ducks.....	1	2	3	4	5	6	7
2	Hunt for rabbits.....	1	2	3	4	5	6	7
3	Hunt for foxes.....	1	2	3	4	5	6	7
4	Hunt for wild pigs.....	1	2	3	4	5	6	7
5	Hunt for deer.....	1	2	3	4	5	6	7
6	Hunt for native animals.....	1	2	3	4	5	6	7

E8. Have you ever done any of the following activities to express your **dissatisfaction** with any aspect of **livestock farming**?

To answer these questions, **tick** the box next to those behaviours that **you have done**.

- 1 ☐ written a letter to a politician
- 2 ☐ called a radio talk back segment
- 3 ☐ attended a public rally or demonstration
- 4 ☐ signed a petition
- 5 ☐ donated money to animal welfare organisations
- 6 ☐ donated goods other than money to animal welfare organisations
- 7 ☐ volunteered your services to animal welfare organisations
- 8 ☐ spoken to colleagues, family members, or friends
- 9 ☐ written a letter to a newspaper
- 10 Other (write) \_\_\_\_\_

E9. Have you ever done any of the following activities to express your **support** of any aspect of **livestock farming**?

To answer these questions, **tick** the box next to those behaviours that **you have done**.

- 1 ☐ written a letter to a politician
- 2 ☐ called a radio talk back segment
- 3 ☐ attended a public rally or demonstration
- 4 ☐ signed a petition
- 5 ☐ donated money to animal welfare organisations
- 6 ☐ donated goods other than money to animal welfare organisations
- 7 ☐ volunteered your services to animal welfare organisations
- 8 ☐ spoken to colleagues, family members, or friends
- 9 ☐ written a letter to a newspaper
- 10 Other (write) \_\_\_\_\_

E10. How **willing** are **you** to do the following activities with regard to farm animal welfare?

To answer this question **circle** the number that most closely represents your willingness to do each of the following.

		Very Unwilling			Neither Willing nor Unwilling			Very Willing
1	Sign a petition against livestock farming in general.....	1	2	3	4	5	6	7
2	Sign a petition against specific practices associated with livestock farming.....	1	2	3	4	5	6	7
3	Join a group concerned with animal welfare in livestock farming.....	1	2	3	4	5	6	7
4	Pay more money for products that are produced with regard to good animal welfare practices.....	1	2	3	4	5	6	7
5	Stop buying products from companies whose farmers do not adhere to good animal welfare practices.....	1	2	3	4	5	6	7
6	Attend a public rally to protest against livestock farming practices....	1	2	3	4	5	6	7
7	Subscribe to an animal welfare magazine.....	1	2	3	4	5	6	7
8	Volunteer your services to an animal welfare group or organisation..	1	2	3	4	5	6	7
9	Donate money to an animal welfare group or organisation.....	1	2	3	4	5	6	7
10	Donate goods other than money to animal welfare groups or organisations.....	1	2	3	4	5	6	7
11	Speak to colleagues, family members, or friends against livestock farming.....	1	2	3	4	5	6	7

E11. In your opinion, how **concerned** are the following people for the **welfare** of **animals** under their control?

To answer this question **circle** the number that most closely represents your opinion.

		Not at all Concerned			Neither Concerned nor Unconcerned			Very Concerned
1	Agricultural researchers.....	1	2	3	4	5	6	7
2	Medical researchers.....	1	2	3	4	5	6	7
3	Psychological researchers.....	1	2	3	4	5	6	7
4	Veterinarians.....	1	2	3	4	5	6	7
5	Laboratory animal technical staff.....	1	2	3	4	5	6	7
6	Poultry (meat) farmers.....	1	2	3	4	5	6	7
7	Poultry (egg) farmers.....	1	2	3	4	5	6	7
8	Dairy farmers.....	1	2	3	4	5	6	7
9	Pig farmers.....	1	2	3	4	5	6	7
10	Sheep farmers.....	1	2	3	4	5	6	7
11	Cattle farmers.....	1	2	3	4	5	6	7

E11 continued .../

		Not at all Concerned		Neither Concerned nor Unconcerned		Very Concerned		
12	Abattoir workers.....	1	2	3	4	5	6	7
13	Circus trainers.....	1	2	3	4	5	6	7
14	Owners of domestic pets.....	1	2	3	4	5	6	7
15	Horse trainers.....	1	2	3	4	5	6	7
16	Zoo keepers.....	1	2	3	4	5	6	7
17	Greyhound trainers.....	1	2	3	4	5	6	7
18	Feral animal managers (i.e., government officers or rangers).....	1	2	3	4	5	6	7
19	Native animal managers (i.e., government officers or rangers).....	1	2	3	4	5	6	7
20	Rodeo organisers and participants.....	1	2	3	4	5	6	7

## Section F: Questions about farm animals as a food source for humans

This section contains various questions about the use of animals as a source of food for humans.

F1. For each statement below, please **circle** the number that most closely represents your level of **agreement** or **disagreement** with each statement.

		Strongly Disagree			Neither Agree nor Disagree			Strongly Agree
1	It upsets me that farm animals must sacrifice their life to produce my food.....	1	2	3	4	5	6	7
2	Farm animals have the same rights as domestic pets.....	1	2	3	4	5	6	7
3	Humans should not eat meat.....	1	2	3	4	5	6	7
4	No animal should die so that I have food.....	1	2	3	4	5	6	7
5	Farm animals have the same right to life as humans.....	1	2	3	4	5	6	7
6	I would be happier if animals didn't have to be used for food.....	1	2	3	4	5	6	7
7	The welfare of animals is a major concern to me.....	1	2	3	4	5	6	7

F2. How **concerned** are **you** about the following practices?

To answer this question **circle** the number that most closely represents your level of **concern** for each practice.

		Not at all Concerned		Neither Concerned nor Unconcerned				Very Concerned
1	Poultry housed in cages.....	1	2	3	4	5	6	7
2	Artificial rearing of calves in pens.....	1	2	3	4	5	6	7
3	Pigs raised in pens (i.e., smaller areas within sheds).....	1	2	3	4	5	6	7
4	Free range egg farming.....	1	2	3	4	5	6	7
5	Free range poultry farming.....	1	2	3	4	5	6	7
6	Free range pig farming.....	1	2	3	4	5	6	7
7	Care of zoo animals.....	1	2	3	4	5	6	7
8	Use of animals in indoor farming.....	1	2	3	4	5	6	7
9	Care of marine park animals.....	1	2	3	4	5	6	7
10	Care of circus animals.....	1	2	3	4	5	6	7
11	Use of animals in outdoor farming.....	1	2	3	4	5	6	7
12	Intensive egg farming.....	1	2	3	4	5	6	7
13	Intensive poultry (chicken meat) farming.....	1	2	3	4	5	6	7
14	Intensive pig farming.....	1	2	3	4	5	6	7
15	Livestock transported overseas.....	1	2	3	4	5	6	7

## Section G: General questions about animal welfare

This section contains general questions about the importance of animal welfare in everyday life.

G1. For each statement below, please **circle** the number that most closely represents your level of **agreement** or **disagreement** with each statement.

		Strongly Disagree			Neither Agree nor Disagree			Strongly Agree
1	The welfare of farm animals is not an important consideration to my shopping choices.....	1	2	3	4	5	6	7
2	Civilised societies need animal rights activists†.....	1	2	3	4	5	6	7
3	People should make the effort to buy food that is produced with regard to good animal welfare practices.....	1	2	3	4	5	6	7
4	Governments should not provide funding for animal welfare lobby* groups.....	1	2	3	4	5	6	7

G11 continued .../

		Strongly Disagree			Neither Agree nor Disagree		Strongly Agree	
5	The welfare of farm animals is an important consideration to me.....	1	2	3	4	5	6	7
6	People should lobby* governments to improve the welfare of farm animals.....	1	2	3	4	5	6	7
7	Civilised societies need animal rights lobbyists*.....	1	2	3	4	5	6	7
8	The welfare of domestic pets is an important consideration to me.....	1	2	3	4	5	6	7
9	It is important for me to be actively involved in the promotion of the welfare of domestic pets.....	1	2	3	4	5	6	7
10	The welfare of native animals is an important consideration to me.....	1	2	3	4	5	6	7
11	It is important to me that I sign a petition in support of animal welfare.....	1	2	3	4	5	6	7
12	Too many people are actively involved in promoting domestic pet welfare.....	1	2	3	4	5	6	7
13	All people should encourage their friends to support animal welfare causes.....	1	2	3	4	5	6	7
14	Animal rights activists* are too radical in their protection of animals.....	1	2	3	4	5	6	7
15	It is important for me to be actively involved in the promotion of the welfare of native animals.....	1	2	3	4	5	6	7
16	People should be more public in their support for farm animal welfare.....	1	2	3	4	5	6	7
17	It is important for me to be actively involved in the promotion of farm animal welfare.....	1	2	3	4	5	6	7
18	People should encourage their family and friends to be actively involved in the promotion of animal welfare.....	1	2	3	4	5	6	7
19	There are too many people actively involved in promoting native animal welfare.....	1	2	3	4	5	6	7
20	Farmers are the only people responsible for the well being of farm animals.....	1	2	3	4	5	6	7

\*Activism involves the use of direct, often confrontational action, such as a demonstration or strike, in opposition to practices that are deemed cruel to animals, or in support of animal welfare.

\*Lobbyists are people engaged in trying to influence legislators or other public officials in favour of animal welfare concerns.



## Pig Farming and the Community

These final sections contain questions that are specific to **pig farming**. Some of the questions are very similar to those you have already answered for farming in general. We now want your opinions about these aspects as they specifically relate to **pig farming**.

### Section H: Questions about pig farming practices

This section contains questions about various pig farming practices. For each question, please **circle** the number that most closely represents your knowledge or opinion for each aspect of pig farming.

HP1. How **important** are each of the attributes listed below to the **well being** of **pigs** living in pig farming situations?

*For each item, **circle** the number that most closely represents your answer.*

		Very Unimportant			Neither Important nor Unimportant			Very Important
1	Social contact with other pigs.....	1	2	3	4	5	6	7
2	Contact with piglets.....	1	2	3	4	5	6	7
3	Dry housing.....	1	2	3	4	5	6	7
4	Individual housing.....	1	2	3	4	5	6	7
5	Freedom to roam outdoors.....	1	2	3	4	5	6	7
6	Social contact with animals of a different species.....	1	2	3	4	5	6	7
7	Good nutrition.....	1	2	3	4	5	6	7
8	Regular exercise.....	1	2	3	4	5	6	7
9	Fresh air.....	1	2	3	4	5	6	7
10	Medications (i.e., antibiotics) for pig health.....	1	2	3	4	5	6	7
11	Good waste/effluent disposal.....	1	2	3	4	5	6	7
12	Vaccinations for pig health.....	1	2	3	4	5	6	7
13	Protection from predators.....	1	2	3	4	5	6	7
14	Outdoor housing.....	1	2	3	4	5	6	7

## Section I: Questions about pork production and farming

This section contains questions about various processes in Australian pork production. For each question, please **circle** the number or tick the box that most closely represents your knowledge or opinion for each aspect.

IP1. Which of the following items do you believe is **provided to pigs** during normal production?

For each item, **tick** the box that represents your answer

	Is provided	Is not provided
1 Antibiotics.....	<input type="checkbox"/>	<input type="checkbox"/>
2 Steroid Hormones.....	<input type="checkbox"/>	<input type="checkbox"/>
3 Growth Hormones.....	<input type="checkbox"/>	<input type="checkbox"/>
4 Reproductive Hormones.....	<input type="checkbox"/>	<input type="checkbox"/>
5 Preservatives.....	<input type="checkbox"/>	<input type="checkbox"/>
6 Vaccinations.....	<input type="checkbox"/>	<input type="checkbox"/>

IP2. These questions are about various **health** and **welfare** considerations that might be associated with **pork products**. Indicate your level of agreement or disagreement for each statement by **circling** the number that most closely represents your opinion.

	Strongly Disagree			Neither Agree nor Disagree			Strongly Agree
1 Pork is a healthy food.....	1	2	3	4	5	6	7
2 It is appropriate to use pigs to produce food for humans.....	1	2	3	4	5	6	7
3 Pork is high in cholesterol.....	1	2	3	4	5	6	7
4 Pigs should be treated in the same way as domestic animals.....	1	2	3	4	5	6	7
5 People have a right to eat pork.....	1	2	3	4	5	6	7
6 Pork is high in protein.....	1	2	3	4	5	6	7
7 Pigs have the same right to life as humans.....	1	2	3	4	5	6	7
8 Pork is part of a balanced diet.....	1	2	3	4	5	6	7
9 The use of food additives in pork produce requires closer regulation.	1	2	3	4	5	6	7
10 Pigs have the same feelings as domestic animals.....	1	2	3	4	5	6	7
11 Free range pork tastes better than intensively farmed pork.....	1	2	3	4	5	6	7
12 Pork is high in fat.....	1	2	3	4	5	6	7
13 The nourishment value of pork is high.....	1	2	3	4	5	6	7

IP2 *continued .../*

		Strongly Disagree			Neither Agree nor Disagree			Strongly Agree	
14	Meeting our demand for pork is more important than the humane treatment of pigs.....	1	2	3	4	5	6	7	
15	Free range pork is healthier than intensively farmed pork.....	1	2	3	4	5	6	7	
16	Pig farming damages the environment.....	1	2	3	4	5	6	7	

## Section J: Questions about your eating and shopping habits for pork

This section contains questions about your eating and shopping habits with regard to pork products. For each question, please **tick** the box or **circle** the number that most closely represents your situation or behaviour.

JP 1. For each attribute listed below, indicate its importance in your **choice of pork products** that are produced from **pigs** by **circling** the number that best indicates the level of importance you place on each attribute

		Very Unimportant			Neither Important nor Unimportant			Very Important	
1	Brand.....	1	2	3	4	5	6	7	
2	Price.....	1	2	3	4	5	6	7	
3	Contains no hormones/antibiotics/artificial additives/preservatives...	1	2	3	4	5	6	7	
4	Produced in Australia.....	1	2	3	4	5	6	7	
5	Free-range method of production.....	1	2	3	4	5	6	7	
6	Appearance.....	1	2	3	4	5	6	7	
7	Shelf life.....	1	2	3	4	5	6	7	
8	Quality.....	1	2	3	4	5	6	7	
9	Packaging.....	1	2	3	4	5	6	7	
10	Produced with the humane treatment of pigs.....	1	2	3	4	5	6	7	
11	Produced with concern for the environment.....	1	2	3	4	5	6	7	
12	Size.....	1	2	3	4	5	6	7	
13	Produced locally.....	1	2	3	4	5	6	7	

JP 2. Have you ever done any of the following activities to express your **dissatisfaction** with any aspect of **pig farming**?

*To answer these questions, **tick** the box next to those behaviours that **you have done**.*

- 1 ☐ written a letter to a politician
- 2 ☐ called a radio talk back segment
- 3 ☐ attended a public rally or demonstration
- 4 ☐ signed a petition
- 5 ☐ donated money to animal welfare organisations
- 6 ☐ donated goods other than money to animal welfare organisations
- 7 ☐ volunteered your services to animal welfare organisations
- 8 ☐ spoken to colleagues, family members, or friends
- 9 ☐ written a letter to a newspaper
- 10 Other (write) \_\_\_\_\_

JP 3. Have you ever done any of the following activities to express your **support** of any aspect of **pig farming**?

*To answer these questions, **tick** the box next to those behaviours that **you have done**.*

- 1 ☐ written a letter to a politician
- 2 ☐ called a radio talk back segment
- 3 ☐ attended a public rally or demonstration
- 4 ☐ signed a petition
- 5 ☐ donated money to animal welfare organisations
- 6 ☐ donated goods other than money to animal welfare organisations
- 7 ☐ volunteered your services to animal welfare organisations
- 8 ☐ spoken to colleagues, family members, or friends
- 9 ☐ written a letter to a newspaper
- 10 Other (write) \_\_\_\_\_

JP 4. How **willing** are **you** to do the following activities with regard to **pig** welfare?

*To answer this question **circle** the number that most closely represents your willingness to do each of the following.*

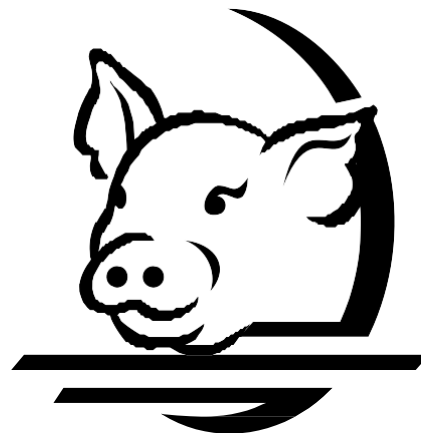
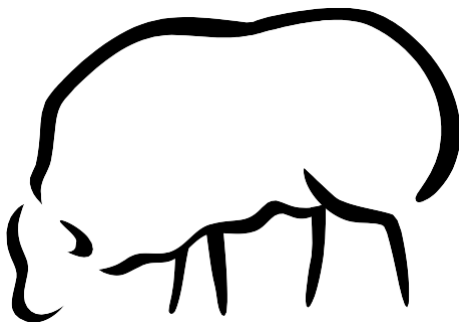
		Very Unwilling			Neither Willing nor Unwilling			Very Willing
1	Sign a petition against pig farming in general.....	1	2	3	4	5	6	7
2	Sign a petition against specific practices associated with pig farming.	1	2	3	4	5	6	7
3	Join a group concerned with pig welfare in pig farming.....	1	2	3	4	5	6	7
4	Pay more money for products that are produced with regard to good pig welfare practices.....	1	2	3	4	5	6	7
5	Stop buying pork from companies whose farmers do not adhere to good pig welfare practices.....	1	2	3	4	5	6	7
6	Attend a public rally to protest against pig farming practices.....	1	2	3	4	5	6	7
7	Subscribe to a magazine specialising in pig welfare.....	1	2	3	4	5	6	7
8	Volunteer your services to the active promotion of pig welfare.....	1	2	3	4	5	6	7
9	Donate money for the active promotion of pig welfare.....	1	2	3	4	5	6	7
10	Donate goods other than money for the active promotion of pig welfare.....	1	2	3	4	5	6	7
11	Speak to colleagues, family members, or friends against pig farming.	1	2	3	4	5	6	7

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*Thank you for completing this survey. Your contribution is most valuable to our research.*

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## *2007 Survey of Food, Farming & the Environment: Focus on Farm Animal Welfare*



*Please return your completed questionnaire in the enclosed envelope to:*

**Department of Human and Community Resource Development**  
208 Agricultural Administration Building  
2120 Fyffe Road  
Columbus, OH 43210-1027

If you have any questions, please call (614)-247-4813

**The Ohio State  
University**

Columbus, Ohio

May 2007

## I. Farm and Rural Experience

A. Please describe the kind of place in which you currently live. (*Circle your answer*)

City

Suburb

Small Town

Countryside (but not on a farm)

Farm if farm, is ~~there~~ livestock on the farm? 1. Yes 2. No

B. In what kind of place did you spend most of your childhood? (*Circle your answer*)

City

Suburb

Small Town

Countryside (but not on a farm)

Farm if farm, was ~~there~~ livestock on the farm? 1. Yes 2. No

C. How often do you engage in the following activities associated with rural places? (*Circle your answer*)

	<u>Never</u>	<u>Seldom</u>	<u>Occasionally</u>	<u>Frequently</u>
a. Take a <u>recreational</u> drive through the countryside	1	2	3	4
b. Tour or visit a working farm	1	2	3	4
c. Attend a county fair or other agricultural related festival	1	2	3	4
d. Purchase farm produce or other food items at a farmer's market or roadside stand	1	2	3	4
e. Hunt or fish	1	2	3	4

D. About how many days each month, on average, do you have a conversation with a farmer or member of a farm family? (*Please write "0" if you never interact with a farmer or member of a farm family*) \_\_\_\_\_ Days per month

E. How knowledgeable are you about how your food is grown? Please indicate on a scale of 1 to 7, your level of knowledge. (*Circle the number that comes closest to your level of knowledge*)

1	2	3	4	5	6	7
Not at all			Somewhat			Very
Knowledgeable			Knowledgeable		Knowledgeable	

F. Several food, agricultural, and environmental issues have been in the news in recent years. How concerned are you about the following issues?

	<u>Not</u>		<u>Somewhat</u>		<u>Very</u>		
	<u>Concerned</u>		<u>Concerned</u>		<u>Concern</u>		
	<u>d</u>				<u>e d</u>		
a. Global warming	1	2	3	4	5	6	7
b. Food safety	1	2	3	4	5	6	7
c. Farm animal welfare	1	2	3	4	5	6	7
d. The loss of family farms	1	2	3	4	5	6	7

## II. Food Consumption and Animal Welfare

A. How often do you engage in the following food purchasing behaviors? (Circle your answer)

	<u>Never</u>	<u>Seldom</u>	<u>Occasionally</u>	<u>Frequently</u>
a. Buy food for your household	1	2	3	4
b. Personally cook for your household	1	2	3	4
c. Buy foods that are locally grown or produced	1	2	3	4
d. Buy foods that are organically grown or produced	1	2	3	4
e. Buy meat, poultry, or dairy products labeled as coming from humanely treated animals	1	2	3	4

B. What most reflects your current type of diet?

- a. I regularly eat meat
- b. Partial vegetarian (do not eat meat regularly, but do eat fish, or eat meat only on rare occasions)
- c. Total vegetarian (eat dairy and/or eggs, but no fish or meat)
- d. Vegan (do not eat eggs or dairy products or any foods of animal origin)

C. How many of your family members or friends are vegetarian or vegan? \_\_\_\_\_  
(indicate 0 if you have no family members or friends who are vegetarian or vegan)

D. When you purchase meat or meat products, how often do you think about the welfare of the animals from which the meat has come? (Please circle "0" if you never purchase meat or meat products.)

1	2	3	4	5	0
Never				Always	Never purchase meat or meat products



E. Please rate on a scale of 1 to 7 (1=not important, 7=very important) the importance of the following food characteristics as factors you consider when purchasing food.

	<i>Not Important</i>		<i>Somewhat Important</i>			<i>Very Important</i>	
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
a. <i>Labeled organic</i>							
b. <i>Meat, poultry or dairy products labeled as coming from humanely treated animals</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
c. <i>Grown locally</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
d. <i>Labeled as produced by workers paid fair wages and who were free from abusive labor practices</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
e. <i>Labeled as produced using environmentally sustainable methods</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>

F. How much are you willing to pay for the following types of food items compared to conventionally produced food items?

	<i>Not willing to pay more</i>	<i>5% more</i>	<i>10% more</i>	<i>25% more</i>
a. <i>Organically grown or produced foods</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
b. <i>Meat, poultry or dairy products labeled as coming from humanely treated animals</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
c. <i>Locally grown or produced foods</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
d. <i>Product labeled as fair trade</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>

E. Please indicate your level of agreement with the following statements related to food and animal welfare.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
a. <i>Animal welfare should be enhanced only if it can be done without increasing food costs for consumers</i>	1	2	3	4	5
b. <i>I care about animal welfare, but cannot find welfare friendly products where I shop for food</i>	1	2	3	4	5
c. <i>The welfare of farm animals is not an important consideration for my shopping choices</i>	1	2	3	4	5
d. <i>Buying animal welfare friendly products has a positive impact on the quality of life of farm animals</i>	1	2	3	4	5
e. <i>To improve farm animal welfare, we must be willing to pay a higher price for food</i>	1	2	3	4	5
f. <i>Restaurant chains currently ensure sufficient protection for the welfare of farm animals used in their products</i>	1	2	3	4	5
g. <i>I would like food products to be labeled more clearly to indicate the animal welfare conditions under which these products are sourced</i>	1	2	3	4	5
h. <i>I believe people should have the right to purchase raw milk (unpasteurized)</i>	1	2	3	4	5
i. <i>I am not concerned about consuming milk from cows given growth hormones (such as rBST)</i>	1	2	3	4	5
j. <i>I am very concerned about eating meat or milk from cloned animals</i>	1	2	3	4	5

### III. Views of Animal Welfare

A. Thinking about farm animal welfare in general, how important is this issue for you? Please indicate on a scale of 1 (not at all important) to 7 (very important). (*Circle your answer*)

1	2	3	4	5	6	7
Not at all important		Somewhat Important				Very Important

B. More specifically, do you believe that the level of welfare/protection of the following animals in the U.S. is very poor, poor, adequate, good, or very good?

	<u>Very Poor</u>	<u>Poor</u>	<u>Adequate</u>	<u>Good</u>	<u>Very Good</u>
a. <i>Dairy Cows</i>	1	2	3	4	5
b. <i>Beef Cattle</i>	1	2	3	4	5
c. <i>Veal calves</i>	1	2	3	4	5
d. <i>Sheep</i>	1	2	3	4	5
e. <i>Pigs</i>	1	2	3	4	5
f. <i>Chickens</i>	1	2	3	4	5
g. <i>Lab animals</i>	1	2	3	4	5
h. <i>Pet animals</i>	1	2	3	4	5

C. Taking into consideration that there are some differences in the needs of farm animals of various species, how important are each of the following attributes to the well being of farmed animals? (*For each item, select the number on a scale of 1 to 7 that most closely represents your answer*)

		Very Unimportant		Neither important or unimportant			Very Important	
a.	Access to the outside	1	2	3	4	5	6	7
b.	Exposure to natural light	1	2	3	4	5	6	7
c.	Sufficient space to move around Calves	1	2	3	4	5	6	7
d.	Protection from temperature extremes	1	2	3	4	5	6	7
e.	Regular exercise. Sheep	1	2	3	4	5	6	7
f.	Fresh air	1	2	3	4	5	6	7
g.	Transported in a humane way	1	2	3	4	5	6	7
h.	Slaughtered in a humane way	1	2	3	4	5	6	7
i.	Ability to display natural behavior (e.g. pigs wallowing, chickens dust-bathing, etc.)	1	2	3	4	5	6	7
j.	Contact with other animals of the same species	1	2	3	4	5	6	7
k.	Contact between mother and offspring	1	2	3	4	5	6	7
l.	Handled by a trained and considerate person	1	2	3	4	5	6	7
m.	Vaccinations to prevent health problems	1	2	3	4	5	6	7
n.	Adequate removal of manure	1	2	3	4	5	6	7

D. How well do you think farm animals are treated at various stages of production in the U.S.? Do you believe they are treated very poor, poor, adequate, good, or very good?

		Very Poor	Poor	Adequate	Good	Very Good
a.	Care of farm animals during transportation	1	2	3	4	5
b.	Care of farm animals at slaughter	1	2	3	4	5
c.	Care of farm animals in concentrated animal feeding operations (CAFOs)	1	2	3	4	5
d.	Care of farm animals on family farms	1	2	3	4	5
e.	Care of farm animals on large-scale livestock farms	1	2	3	4	5
f.	Care of farm animals on farms extensively using free range or pasture based production systems	1	2	3	4	5

E. In general, what do you think the level of welfare/protection of farm animals within the U.S. is? Please indicate on a scale of 1 (very poor) to 5 (very good). (Circle your answer)

1	2	3	4	5
Very Poor	Poor	Adequate	Good	Very Good

F. Please indicate your level of agreement with the following statements related to animal welfare.

		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
a.	As long as animals do not suffer pain, humans should be able to use them for any purpose	1	2	3	4	5
b.	Humans have too little respect for the quality of life of animals	1	2	3	4	5
c.	Too much fuss is made over the welfare of animals these days when there are many human problems that need to	1	2	3	4	5

<i>be solved</i>					
d. <i>Human life is of higher value than animal life</i>	1	2	3	4	5
e. <i>Animal agriculture raises serious ethical questions about the treatment of animals</i>	1	2	3	4	5
f. <i>Hunting animals for sport is an acceptable form of recreation</i>	1	2	3	4	5
g. <i>Increased regulation of the treatment of animals in farming is needed</i>	1	2	3	4	5
h. <i>It is acceptable to use animals to test consumer products such as soaps, cosmetics, and household cleaners</i>	1	2	3	4	5
i. <i>Humans are more important than animals</i>	1	2	3	4	5
j. <i>Farm animals are generally able to feel sadness</i>	1	2	3	4	5
k. <i>When eating, I don't like to think about meat coming from live animals</i>	1	2	3	4	5
l. <i>I do not think there is anything wrong with using animals in medical research</i>	1	2	3	4	5
m. <i>I think of farm animals as generally being stupid</i>	1	2	3	4	5
n. <i>I feel sufficiently informed about farm animal welfare</i>	1	2	3	4	5
o. <i>My religion influences my views of animals</i>	1	2	3	4	5

G. Please indicate which species the following practices occur with and also whether you think the practice is acceptable or not (check all species that you think the practices occur).

Husbandry Practice	Practice Occurs with this Animal Species					I consider this to be an acceptable practice.		
	Beef Cattle	Dairy Cattle	Pigs	Poultry	Sheep	Yes	No	No opinion
Induced molting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3
Castration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3
Dehorning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3
Using an electric prod	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3
Tail docking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3
Gestation crates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3
Ear notching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3
Beak trimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3
Clipping teeth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3

H. For the five items below, choose the option that best completes the statement.

A. Beak trimming is practiced by:

- Removal of a portion of the upper beak in chickens to reduce cannibalism
- Removal of a portion of the upper beak in chickens to prevent overeating
- Removal of a portion of the upper and lower beak in chickens to reduce cannibalism.

B. Tails are docked in food animals for the purpose of:

- Changing their physical appearance relative to breed standards, similar as to with dogs
- Protect the animal's health
- Reducing the risk of the animal getting it caught in a fence or stall divider

C. Gestation crates are used for the purpose of:

- Providing for a central collection of animal waste to prevent spread of disease
- Reducing nutrient demands of the mother by less activity so more nutrients are available for growing fetuses
- Protecting the offspring from physical harm by the mother

D. Supplemental growth hormone (rBST) has been approved by the Food and Drug administration since 1993 for administering to dairy cattle:

- To increase milk production
- To increase growth rate
- To treat dwarf animals

E. Castration is removal of the male animal's testicles so that:

- They can be housed together with other male animals
- To reduce the aggressiveness of male animals for improved rates of gain and reduced risk to farm workers
- There is more blood flow to other parts of the animal's body

#### IV. Animal Welfare, Food Activism & the Environment

A. Have you contributed money to or volunteered for any of the following types of organizations?

	<u>Yes</u>	<u>No</u>
a. Environmental Protection	1	2
b. Women's rights	1	2
c. Animal Welfare (e.g. Humane Society, etc.)	1	2
d. Animal Rights (e.g., PETA, Mercy for Animals, etc.)	1	2
e. Human rights	1	2
f. Civil Rights	1	2

B. In the past 3-4 years, have you engaged in any of the following activities to express your views of animal welfare issues? Also, please indicate if you engaged in an activity for any issue in the last 3-4 years.

	On any animal welfare issue?		On any issue?	
	Yes	No	Yes	No
a. Talked to, e-mailed or written to a politician or government official	Yes	No	Yes	No
b. Signed a petition	Yes	No	Yes	No
c. Attended a political meeting or rally	Yes	No	Yes	No
d. Participated in any demonstrations, protests, or marches	Yes	No	Yes	No
e. Contributed money to an organization	Yes	No	Yes	No

C. How do you feel about the following types of activists? Please indicate on a scale of 1 to 7, where 1 indicates a very negative opinion and 7 indicates a very positive opinion.

	Very Negative		Mixed			Very Positive	
	1	2	3	4	5	6	7
a. People seeking to protect the welfare of farm animals	1	2	3	4	5	6	7
b. People seeking to protect the welfare of pets, such as dogs and cats	1	2	3	4	5	6	7
c. People seeking to protect the environment	1	2	3	4	5	6	7
c. People seeking to protect the welfare of animals used in medical, scientific and commercial experiments/testing	1	2	3	4	5	6	7

D. Have you done any of the following during the last twelve months? (Circle your answer)

	<u>Yes</u>	<u>No</u>
a. Complained to a retailer (supermarket) about the food they sell	1	2
b. Boycotted any food types or brands in protest about food issues	1	2
c. Bought particular foods or brands in order to encourage or support their sale	1	2
d. Protested about food issues, either in person, by phone, by letter or e-mail	1	2
e. Been a member of a pressure group or organization which works to improve food	1	2
f. Spoken to colleagues, family members, or friends to express support for any aspect of livestock farming	1	2

E. The following statements concern the relationship between humans and the environment. Please indicate your level of agreement, from strongly agree to strongly disagree for each one.

	Strongly	Mildly		Mildly	Strongly
	Agree	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Disagree</u>
a. We are approaching the limit of the number of people the earth can support	1	2	3	4	5
b. The so-called "ecological crisis" facing humankind has been greatly exaggerated	1	2	3	4	5
c. When humans interfere with nature, it often produces disastrous consequences	1	2	3	4	5
d. Human ingenuity will insure that we do <u>NOT</u> make the earth unlivable	1	2	3	4	5
e. The earth has plenty of natural resources if we just learn how to develop them	1	2	3	4	5
f. Plants and animals have as much right as humans to exist	1	2	3	4	5
g. Despite our special abilities, humans are still subject to the laws of nature just like any other species	1	2	3	4	5
h. Humans were meant to rule over the rest of nature	1	2	3	4	5
i. The balance of nature is strong enough to cope with the impacts of modern industrial nations	1	2	3	4	5
j. If things continue on their present course, we will soon experience a major ecological catastrophe	1	2	3	4	5

## V. Politics and Views of National Affairs

A. How interested are you in politics and national affairs?

- |                          |                        |
|--------------------------|------------------------|
| 1. Not at all interested | 3. Somewhat interested |
| 2. Slightly interested   | 4. Very interested     |

B. How much influence do you think someone like you can have over government decisions?

- |                       |                          |
|-----------------------|--------------------------|
| 1. A lot of influence | 3. Very little influence |
| 2. Some influence     | 4. No influence at all   |

C. How often do you discuss politics with other people?

- |                   |                 |
|-------------------|-----------------|
| 1. Almost never   | 3. Fairly often |
| 2. Not very often | 4. Very often   |

D. How would you generally describe your political views on a scale of 1 to 7 (1=extremely liberal, 7=extremely conservative)? (*Circle your answer*)

1	2	3	4	5	6	7
Extremely Liberal		Middle of the Road			Extremely Conservativ e	

E. Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or something else?

- |   |  |
|---|--|
| 1. Republican                                 | 4. Independent but leaning toward Democrat |
| 2. Democrat                                   | 5. Independent                             |
| 3. Independent, but leaning toward Republican | 6. Other, please specify: _____            |

F. The following statements concern social and political issues in our nation. Please indicate your level of agreement, from strongly agree to strongly disagree, for each statement.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
a. <i>Income differences are too large in the United States</i>	1	2	3	4	5
b. <i>Generally speaking, business profits are distributed fairly in the United States</i>	1	2	3	4	5
c. <i>Inequality continues to exist because it benefits the rich and powerful</i>	1	2	3	4	5
d. <i>There should be a federal health insurance program covering men and women of all ages</i>	1	2	3	4	5
e. <i>The way things are in the U.S., people like me and my family have a good chance of improving our standard of living</i>	1	2	3	4	5
f. <i>We should be more tolerant of different groups in our society, even if their values and beliefs are very different from our own</i>	1	2	3	4	5
g. <i>I am in favor of social and economic efforts to help improve the status of women</i>	1	2	3	4	5
h. <i>Poor people are poor because they lack the effort to help themselves</i>	1	2	3	4	5

G. Of the following goals, which are the two most important to you? (Please circle the 2 most important to you).



1. Protecting freedom of speech
2. Maintaining order in the nation
3. Giving people more say in important political decisions
4. Maintain a high rate of economic growth

## VI. Background Questions

A. What is your age (as of your last birthday)? \_\_\_\_\_ years

B. What is your sex?      1 Male 2. Female

C. What is your current marital status?

Now married	Divorced/Separated
Living together	Widowed/Widower
Never married	

D. How many persons in your household are the following ages (including yourself):

- a. Under 5 years of age      \_\_\_\_\_
- b. 5 to 18 years of age      \_\_\_\_\_
- c. 19 years of age or older      \_\_\_\_\_

E Does anyone in your household own a pet (dog, cat, etc.)?      1. Yes 2. No

F. Which best describes you?

African American	Alaskan Native/Native American
Asian or Pacific Islander	White, not Hispanic
Hispanic/Latino	Other: (please specify) _____

G. What is the highest level of education you have completed?

Some high school or less	Bachelor's degree
High school graduate/GED	Some post-graduate work
Some college/associate degree	Graduate or professional degree

H. Do you have a religious preference?

1. No (skip to question J)
2. Yes (please circle or specify the denomination)

- |  |                                 |
|--|---------------------------------|
| a. Catholic  | d. Muslim                       |
| b. Jewish  | e. Other, please specify: _____ |
| c. Protestant (please specify denomination): _____ |                                 |

I. Would you describe yourself as a born-again or evangelical Christian?      1. Yes      2. No

J. How religious would you say you are?

- |                         |                            |
|-------------------------|----------------------------|
| 1. Not at all religious | 4. Strongly religious      |
| 2. Slightly religious   | 5. Very strongly religious |
| 3. Moderately religious |                            |

K. How often do you attend religious services?

- |                       |                         |
|-----------------------|-------------------------|
| 1. Every week or more | 4. Several times a year |
| 2. 2-3 times a month  | 5. Once or twice a year |
| 3. Once a month       | 6. Not at all           |

L. To what degree has your spiritual belief system influenced your views about how animals should be treated?

1	2	3	4	5
A Great Deal			Not at All	

M. In general, would you describe your current physical health as:

1	2	3	4
Poor	Fair	Good	Excellent

N. What is your present employment status (and occupation)? (*Circle one answer*)

Employed or self-employed on a full-time basis

Employed or self-employed on a part-time basis

Retired

Full-time homemaker

Student

Unemployed

O. If you are employed in paid work, what is your major occupation in which you work most of the time?

Professional or technical (teacher, engineer)

Manager/administrator

Sales, office support

Production, transportation

Construction, mining, repair

General service work

Farm operator or manager

Non-farm, self employed

Other—please specify: \_\_\_\_\_

P. Some families need to make adjustments to family living. In the past year, have you or any family members made the following adjustments? (*Circle your answer*)

	<u>Yes</u>	<u>No</u>
a. Used savings to meet expenses	1	2
b. Changed transportation patterns to save money	1	2
c. Eaten at home more or changed the types of food eaten to save money	1	2
d. Postponed obtaining prescription drugs in order to save money	1	2

Q. How much do you worry that your total family income will not be enough to meet your and your family's expenses and bills?

1	2	3	4
A great deal	A lot	A little	Not at all

R. What was your approximate gross household income from all sources, before taxes, for 2006?

Less than \$10,000

\$10,000 to 19,999

\$20,000 to 29,999

\$30,000 to 39,999

\$40,000 to 49,999

1. \$50,000 to 59,999

2. \$60,000 to 74,999

3. \$75,000 to 99,999

4. \$100,000-149,999

5. \$150,000 or more

