



# Animal Welfare Institute

900 Pennsylvania Avenue, SE, Washington, DC 20003

## Survey of Consumer Attitudes about Pain Relief for Physical Alterations of Farm Animals

In June 2022, the Animal Welfare Institute commissioned a national web-based survey of adult American attitudes towards the use of pain relief before or after the performance of painful physical alterations on Cows, Pigs, Chickens, and Turkeys. The findings follow:

1. 49% of consumers **do not know that significantly painful physical procedures are routinely performed on farm animals**. 14% incorrectly believe this is not true, and 35% are not sure.
2. 37% of consumers **incorrectly believed pain relief is usually given to farm animals before or after significantly painful procedures**, while 22% believe pain relief is not usually given, and 42% are not sure.
3. An overwhelming majority of consumers agree that if scientific research demonstrates that certain physical procedures cause significant pain to farm animals, then the procedure should only be performed with appropriate pain relief.

Strongly agree	56%
Somewhat agree	32%
<b>Total</b>	<b>87%</b>

Somewhat disagree	8%
Strongly disagree	5%
<b>Total</b>	<b>13%</b>

4. Large majorities of consumers felt it was important that pain relief be provided to farm animals for specific physical procedures if research shows they cause significant pain in animals.
  - **77%** find it very or somewhat important that **pain relief be provided for partial removal of the beaks of turkeys and egg-laying hens**
  - **76%** find it very or somewhat important that **pain relief be provided when cutting off the tails of piglets**

- **80%** find it very or somewhat important that **pain relief be provided when castrating piglets**
- **81%** find it very or somewhat important that **pain relief be provided when removing the horns or horn buds of cattle**
- **83%** find it very or somewhat important that **pain relief be provided when castrating cattle**

5. A majority of consumers\* said they were less likely to purchase a food product if they learned it came from animals who had significantly painful procedures performed without any pain relief.

Much less likely	31%
Somewhat less likely	43%
No less likely	26%

6. The survey also found that American consumers held the following beliefs:

a. Industry trade associations (such as the National Chicken Council or National Pork Producers Council) should strongly recommend pain relief for significantly painful physical procedures in their voluntary animal welfare guidelines.

Strongly agree	50%
Somewhat agree	34%
<b>Total</b>	<b>84%</b>
Somewhat disagree	11%
Strongly disagree	5%
<b>Total</b>	<b>16%</b>

b. Food retailers (such as grocery stores and restaurants) should require that their meat, dairy, and egg suppliers do not perform significantly painful physical procedures on animals without pain relief.

Strongly agree	42%
Somewhat agree	35%
<b>Total</b>	<b>77%</b>
Somewhat disagree	15%
Strongly disagree	8%
<b>Total</b>	<b>23%</b>

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\* Question limited to respondents who indicated they purchase food products made from farm animals.

- c. Producers advertising a meat, dairy, or egg product as “humanely raised” or another welfare-related claim should be required to provide pain relief for significantly painful procedures.

Strongly agree	50%
Somewhat agree	33%
<b>Total</b>	<b>83%</b>
Somewhat disagree	12%
Strongly disagree	5%
<b>Total</b>	<b>17%</b>

- d. Legislation should be passed to require pain relief for significantly painful physical procedures in farm animals.

Strongly agree	46%
Somewhat agree	34%
<b>Total</b>	<b>79%</b>
Somewhat disagree	13%
Strongly disagree	8%
<b>Total</b>	<b>21%</b>

This survey was conducted online within the United States by The Harris Poll on behalf of **Animal Welfare Institute** from June 9-13, 2022, among 2,021 adults ages 18+. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within  $\pm 2.8$  percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact [dena@awionline.org](mailto:dena@awionline.org).



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## Survey of Consumer Attitudes about Common Dairy Industry Practices

In July 2022, the Animal Welfare Institute commissioned a national web-based survey of adult American dairy consumers' attitudes towards different practices that are common to the dairy industry. The following are among our findings:

1. Consumers were asked whether they found the following common practices of dairy producers totally unacceptable, somewhat unacceptable, somewhat acceptable, totally acceptable or didn't know.

- a. Housing cows for a majority of the time in "tie stalls" where they are tethered by the neck to the stall and are only able to stand up and lay down.

Totally unacceptable	52%
Somewhat unacceptable	19%
<b>Total</b>	<b>70%</b>

- b. Housing cows for a majority of the time in a "stanchion," where they are restrained to an individual stall by two rails that close around the neck and prevent them from adopting a natural lying posture.

Totally unacceptable	56%
Somewhat unacceptable	16%
<b>Total</b>	<b>71%</b>

- c. Housing calves, after separating them from their mother at birth, in individual hutches or pens for the first several months of their life without contact with other calves.

Totally unacceptable	49%
Somewhat unacceptable	19%
<b>Total</b>	<b>68%</b>

- d. Housing calves, after separating them from their mother at birth, in individual hutches or pens for the first several months of their life outdoors, even in extreme weather.

Totally unacceptable	51%
Somewhat unacceptable	18%
<b>Total</b>	<b>69%</b>

- e. Housing calves, after separating them from their mother at birth, in individual hutches which severely restrict normal movements, such as turning around.

Totally unacceptable	55%
Somewhat unacceptable	15%
<b>Total</b>	<b>70%</b>

- f. Never providing the opportunity for exercise to cows kept in "tie stalls" or "stanchions," where they are restrained by the neck to the stall and are only able to stand up and lay down.

Totally unacceptable	56%
Somewhat unacceptable	16%
<b>Total</b>	<b>72%</b>

- g. Not allowing cows access to the outdoors.

Totally unacceptable	56%
Somewhat unacceptable	17%
<b>Total</b>	<b>73%</b>

- h. Transporting calves off the farm before 3 weeks of age without their mothers.

Totally unacceptable	46%
Somewhat unacceptable	18%
<b>Total</b>	<b>64%</b>

- 47% of consumers report that **considerations of a cow's quality of life had a major impact on their view of common dairy industry practices**, while 39% said it had a minor impact.
- 40% of consumers are much less likely and 34% are somewhat **less likely to purchase a dairy product if they learned that it came from a cow that had no access to the outdoors**.
- 36% of consumers are much less likely and 38% are somewhat **less likely to purchase a dairy product if they learned that it came from a cow who, as a calf, was housed individually with no ability to socialize with other calves**.
- 40% of consumers are much less likely and 34% are somewhat **less likely to purchase a dairy product if they learned that it came from a cow that is confined to a tie stall or stanchion without release for exercise or socialization**.
- 49% of consumers strongly agree and 34% somewhat **agree that if a dairy industry trade group provides certifications to producers based on standards related to animal welfare, producers should be required to meet all standards before receiving certification**.

7. **50% of consumers strongly agree and 29% somewhat agree that the dairy industry trade group's animal care certification program should include a requirement that inhumane handling of cows, such as twisting an animal's tail so hard that it breaks, results in immediate rejection of that dairy producer from the program.**

This survey was conducted online within the United States by The Harris Poll on behalf of Animal Welfare Institute from July 19-21, 2022, among 2,030 adults ages 18+, of whom 1,991 ever purchase dairy products. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact [dena@awionline.org](mailto:dena@awionline.org).