



# Animal Welfare Institute

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## The American Public's Perception of Ejiao: 2025 National Survey Results

In July 2025, the Animal Welfare Institute (AWI) commissioned a national survey of the general public to learn more about their understanding and opinions of ejiao (donkey-hide gelatin). Below are the survey questions and responses.

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**Please review the following description of ejiao and answer the questions that follow.**

*Ejiao is a gelatin produced from boiled donkey skins which is used in traditional Chinese medicine, herbal supplements, cosmetics, aphrodisiacs, and some foods. Ejiao has been used for more than 2,000 years in China and is believed to treat or prevent various conditions, including anemia, fatigue, poor immunity, miscarriage, and premature aging. In recent years, the popularity of ejiao has increased substantially, requiring more donkey skins to meet demand. An estimated 5-6 million donkeys are killed worldwide each year to produce ejiao products. For example, the donkey population in China has decreased significantly, from 9 million animals in 1997 to 2 million in 2018.*

*Due to their slow gestation and development, donkey farming is expensive and labor intensive, so donkeys are commonly obtained from developing nations around the globe. In some regions, increased demand for donkey skins has raised concerns about impacts on communities that rely on donkeys for labor and transportation. Animal welfare organizations and veterinary groups have also reported concerns about how donkeys are transported and slaughtered, especially in regions where regulations are limited or poorly enforced. In February 2024, the African Union imposed a continent-wide suspension on the slaughter of donkeys for their skins, but an underground trade continues.*

### **1. Prior to this survey, how familiar were you with ejiao?**

I have used it	1%
Very familiar	4%
Somewhat familiar	8%
<u>Only heard the name</u>	<u>7%</u>
Have at least heard of it (Total):	21%
Never heard of it	79%

## 2. How much do you agree or disagree with each of the following statements about ejiao?

2.1 *It is acceptable to produce gelatin (known as ejiao) using donkey skins.*

Strongly Agree	10%
<u>Somewhat Agree</u>	<u>25%</u>
Agree (Total):	34%
Somewhat Disagree	30%
<u>Strongly Disagree</u>	<u>36%</u>
Disagree (Total):	66%

2.2 *I would consider purchasing food and beauty products, or traditional health remedies made from donkey skins.*

Strongly Agree	9%
<u>Somewhat Agree</u>	<u>19%</u>
Agree (Total):	29%
Somewhat Disagree	20%
<u>Strongly Disagree</u>	<u>51%</u>
Disagree (Total):	71%

2.3 *The production of ejiao raises animal welfare concerns.*

Strongly Agree	48%
<u>Somewhat Agree</u>	<u>35%</u>
Agree (Total):	83%
Somewhat Disagree	11%
<u>Strongly Disagree</u>	<u>5%</u>
Disagree (Total):	17%

2.4 *The steep decline in global donkey populations due to the increasing demand for ejiao is unacceptable.*

Strongly Agree	46%
<u>Somewhat Agree</u>	<u>34%</u>
Agree (Total):	80%
Somewhat Disagree	11%
<u>Strongly Disagree</u>	<u>9%</u>
Disagree (Total):	20%

2.5 Restrictions to the ejiao trade are necessary to protect rural communities that depend on donkeys for daily life.

Strongly Agree	46%
<u>Somewhat Agree</u>	<u>36%</u>
Agree (Total):	82%
Somewhat Disagree	11%
<u>Strongly Disagree</u>	<u>7%</u>
Disagree (Total):	18%

**3. How do you feel about the growing demand for ejiao? Please select all that apply.**

Concerned	53%
Upset	31%
Curious	26%
Unbothered	13%
None of these	7%

*The United States is the third largest importer of products containing ejiao, with approximately \$12 million in annual imports. It is presently legal to import, export, and sell donkey hides, and ejiao products made of donkey hides in the United States. The Ejiao Act is a federal bill that would prohibit the import, export and sale of ejiao products, as well as donkeys and donkey hides for the production of ejiao, within the United States.*

**4. How much would you support or oppose the Ejiao Act?**

Strongly support	41%
<u>Somewhat support</u>	<u>30%</u>
Support (Total):	71%
Somewhat Oppose	19%
<u>Strongly Oppose</u>	<u>10%</u>
Oppose (Total):	29%

This survey was conducted online within the United States by The Harris Poll on behalf of the Animal Welfare Institute from July 22-24, 2025, among 2,084 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 +/- 2.5 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact [tessa@awionline.org](mailto:tessa@awionline.org).