Horizon Research

Animal Welfare Research

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Executive Summary

Approach

These results are from a Horizon Research survey conducted between 11 and 16 September 2024. The total sample size was 1,051 adults, 18 years of age and over.

The maximum margin of error is ±3% (at the 95% confidence level). The data was weighted on age, education, ethnicity, gender, personal income and Party Vote 2023 to be representative of the New Zealand adult population.

Summary of results

Few New Zealanders understand the current requirements for imported animal products.

- **31%** of New Zealand adults believe that imported animal products have to meet the same animal welfare standards as locally produced products. This is the equivalent of *1,206,000 adults*[1]
- **21%** (*792,000 adults)* believe that imported animal products do not have to meet the same animal welfare standards
- **48%** *(1,867,000 adults)* are unsure.

Respondents were told that *imported products do not have to meet the same animal welfare standards as locally produce products.*

Their main concern about this was for the *welfare of animals farmed overseas for New Zealand consumption.* **73%** were concerned (equivalent of around *2,822,000 adults*).

- **68%** *(2,644,000 adults)* were concerned about the *effect on Kiwi farmers*
- **63%** *(2,416,000 adults)* were concerned about *New Zealand's high reputation for animal welfare.*

Overall, **81%** *(3,119,000 adults)* agreed that imported products **should respect the same animal welfare standards as those applied in New Zealand.**

- **50%** strongly agree *(1,919,000 adults),* which was a slight increase from **46%** when the question was asked in June 2023.

[1] All population estimates based on 18+ population for 2023 Census (3,865,235) - Statistics NZ. Population numbers are rounded to nearest thousand.

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Concerns among voters for main political parties.

A majority of voters for all main parties are ***very concerned/somewhat concerned*** **about the impact of imported products not having to meet the same animal welfare standards. Concern among those who voted for each of these parties at the 2023 New Zealand general election are detailed below.**

Very concerned/somewhat concerned **about the welfare of animals farmed overseas for New Zealand consumption**

- Green Party voters – 87%
- Labour - 81%
- Te Pāti Māori - 78%
- National – 73%
- NZ First – 66%
- ACT – 59%.

Very concerned/somewhat concerned **about New Zealand's high reputation for animal welfare.**

- Green Party voters – 74%
- Labour - 73%
- National – 63%
- Te Pāti Māori - 57%
- NZ First – 59%
- ACT – 49%.

Very concerned/somewhat concerned **about Effect on Kiwi farmers.**

- National voters – 76%
- Te Pāti Māori - 74%
- NZ First – 71%
- Labour - 68%
- Green Party – 64%
- ACT – 61%.

Strongly agree/agree **that imported products from outside New Zealand should respect the same animal welfare standards as those applied in New Zealand.**

- Te Pāti Māori voters - 96%
- Green Party – 91%
- Labour – 87%
- NZ First – 82%
- ACT – 80%
- National – 79%.
-

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REPORT

1. Current requirements for imported animal products

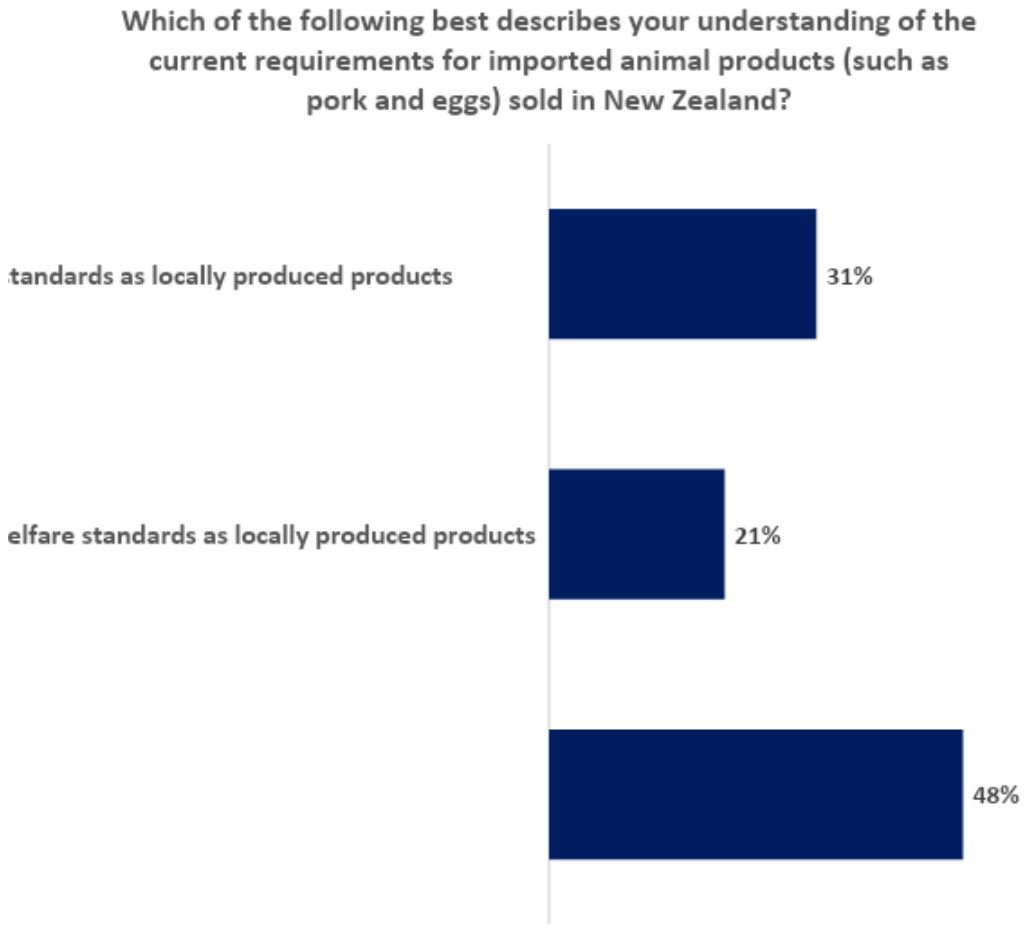
Few New Zealand adults understand the current requirements for imported animal products.

Imported animal products do not have to meet the same animal welfare standards as goods produced in New Zealand. However, the survey finds:

31% of New Zealand adults believe that imported animal products have to meet the same animal welfare standards as locally produced products. This is the equivalent of *1,206,000 adults.*

21% (*792,000 adults)* believe that imported animal products do not have to meet the same animal welfare standards as locally produced products.

48% *(1,867,000 adults)* are unsure about the requirements.



Base: Total sample n=1051

The table below shows groups who are more likely to believe that current requirements do or do not have to meet same standards as locally produced products.

Understanding of current requirements	Total	Significantly more likely ▲	
Imported animal products have to meet the same animal welfare standards as locally produced products	31%	25-34 year olds Personal income $50k- $150k a year Personal income more than $150k a year Asian Pasifika	40% 26% 36% 44% 48%
Imported animal products do not have to meet the same animal welfare standards as locally produced products	21%	55-64 year olds Males Living in Manawatu/Whanganui Works as Professional /Government Official Business Proprietor/ Self-employed	31% 26% 36% 30% 35%
I'm not sure about the requirements for imported animal products	48%	Females Living in Wellington	54% 61%

Respondents were asked which political party they voted for in 2023. The table below shows voter understanding of current requirements for imported animal products.

Which of the following best describes your understanding of the current requirements for imported animal products (such as pork and eggs) sold in New Zealand?	ALL	PARTY VOTE 2023					
		ACT	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Imported animal products have to meet the same animal welfare standards as locally produced products	31%	20%	23%	31%	37%	30%	16%
Imported animal products do not have to meet the same animal welfare standards as locally produced products	21%	40%	27%	17%	21%	17%	37%
I'm not sure about the requirements for imported animal products	48%	40%	50%	52%	42%	53%	46%
N (unweighted)	1,051	104	137	263	286	68	31

*Figures in **BLUE** are significantly higher than the overall result (ALL) at a 95% confidence level.*
*Figures in **RED** are significantly lower than the overall result (ALL) at a 95% confidence level.*

2. Welfare standards for imported animal products.

Respondents were told:

New Zealand has banned the use of battery cages for hens and sow stalls for pigs. However, imported products do not have to meet the same animal welfare standards as locally produced products.

They were then asked their level of concern on the impact of imported products not having to meet the same animal welfare standards.

The main concern was for the *welfare of animals farmed overseas for New Zealand consumption.*

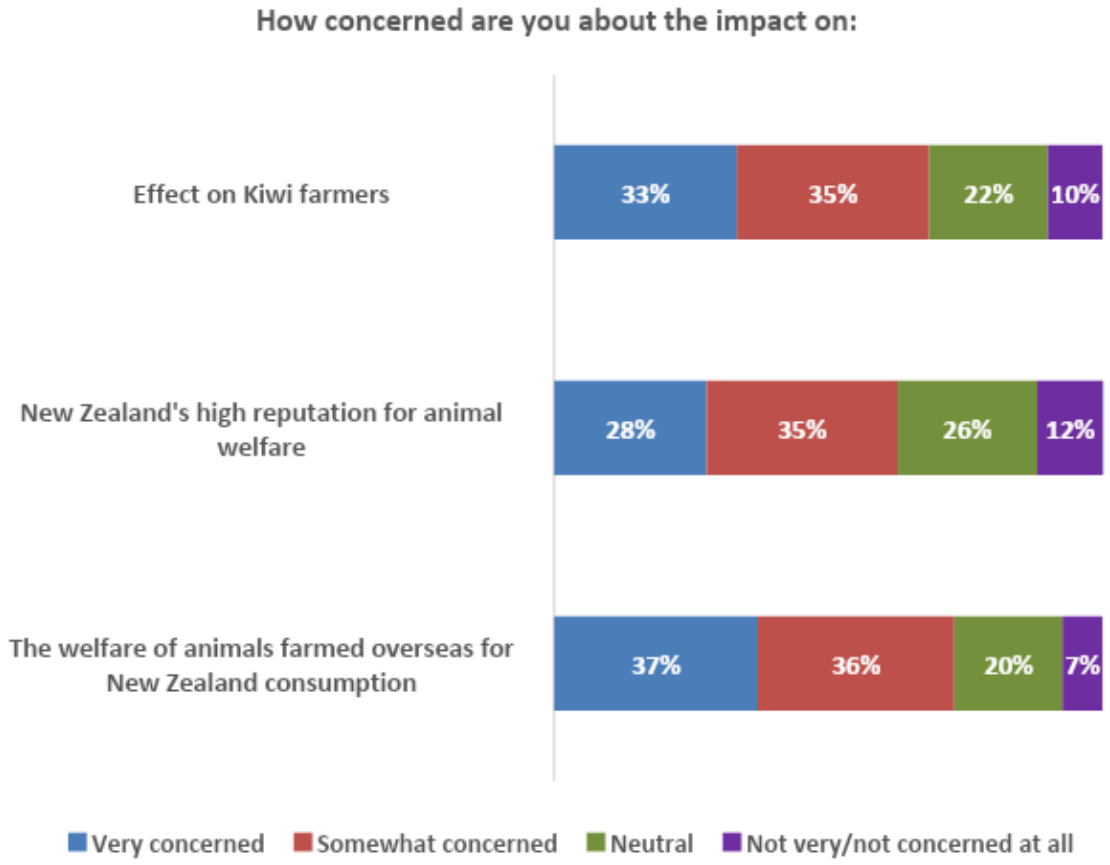
- **73%** were concerned[2] about this, which equates to around *2,822, 000 adults*.
- **37%** *(1,434,000 adults)* were very concerned.

68% *(2,644,000 adults)* were concerned about the *effect on Kiwi farmers*.

- **33%** *(1,287,000 adults)* were very concerned.

63% *(2,416,000 adults)* were concerned about *New Zealand's high reputation for animal welfare.*

- **28%** *(1,075,000 adults)* were very concerned.



[2] Very/Somewhat concerned

Base: Total sample

The table below shows groups of people who are more likely to be concerned or not concerned about the impact of imported products not having to meet the same animal welfare standards.

Concerns	Significantly more likely not to be concerned[3] ▲		Significantly more likely to be concerned[4] ▲	
Effect on Kiwi farmers	18-24 year olds Voted ACT in 2023 Voted Green Party in 2023	17 % 21 % 20 %	55+ year olds Living in Manawatu/Whanganui Retired Voted National Party in 2023	79 % 85 % 78 % 76 %
New Zealand's high reputation for animal welfare	Males Personal income between $50k-$150k Personal income more than $150k Household income more than $150k Two parent family, three or more children at home Professional / Government Official Voted ACT in 2023	17 % 16 % 35 % 19 % 23 % 20 % 21 %	55-64 year olds 75+ year olds Personal income between $20k-$30k Household income between $20k-$30k Single person household Indian Retired Voted Green Party in 2023 Voted Labour Party in 2023	72 % 75 % 72 % 75 % 70 % 80 % 72 % 74 % 73 %
The welfare of animals farmed overseas for New Zealand consumption	18-24 year olds Males Asian Voted ACT in 2023	15 % 12 % 16 % 18 %	65-74 year olds Females Household income between $20k-$30k Couple only. No children at home. Living in Waikato/Coromandel Retired Voted Green Party in 2023 Voted Labour Party in 2023	82 % 80 % 84 % 9% 5% 3% 7% 1%

[3] Not very concerned/Not concerned at all

[4] Very/Somewhat concerned

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3. Promoting greater awareness of farmed animal welfare internationally.

Respondents were told:

New Zealand has higher farmed animal welfare standards than most countries.

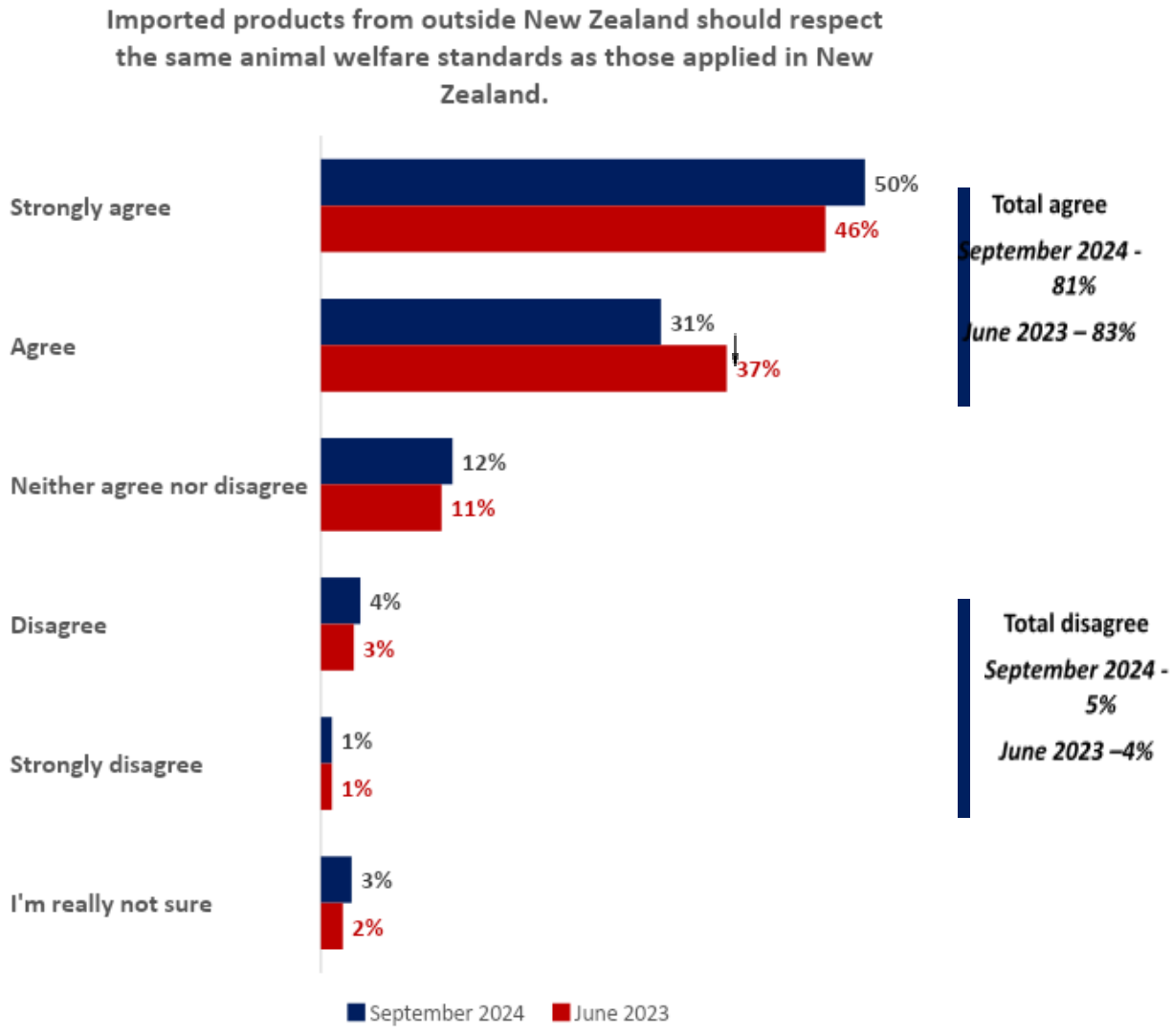
The same standards are not applied to animal products imported from other countries.

Some argue this is unfair to New Zealand farmers and encourages some practices, which are cruel to animals, to continue overseas.

Others argue importing animal products with lower standards provides good competition and can provide lower priced products.

81% (3,119,000 adults) agree that imported products **should respect the same animal welfare standards as those applied in New Zealand.**

50% strongly agree *(1,919,000 adults)* with this statement. A slight increase from **46%** in 2023.



Base: Total sample

Significant change since June 2023

The people who are more likely to strongly agree that imported products from outside New Zealand should respect the same animal welfare standards as those applied in New Zealand:

- 55-64 year olds – **59%**
- Females – **56%**
- Have household income between $20k-$30k – **64%.**

At **65%**, Green Party voters are **more likely** to *strongly agree* that imported products from outside New Zealand should respect the same animal welfare standards**.**

At **35% New Zealand First** voters are **less likely** than other voters to *strongly agree*, although **82%** of them agree overall.

Imported products from outside New Zealand should respect the same animal welfare standards as those applied in New Zealand.	**ALL**	**PARTY VOTE 2023**					
		ACT	**Green Party**	**Labour Party**	**National Party**	**New Zealand First**	**Te Pāti Māori**
Strongly agree	50%	50%	65%	56%	44%	35%	64%
Agree	31%	30%	26%	31%	34%	47%	32%
Neither agree nor disagree	12%	15%	6%	11%	12%	12%	4%
Disagree	4%	2%	1%	1%	5%	5%	0%
Strongly disagree	1%	2%	0%	1%	3%	0%	0%
I'm really not sure	3%	1%	2%	1%	2%	1%	0%
TOTAL AGREE	81%	80%	91%	87%	79%	82%	96%
TOTAL DISAGREE	5%	4%	1%	2%	8%	5%	0%
N (unweighted)	1,048	102	137	262	284	69	31

*Figures in **BLUE** are significantly higher than the overall result (ALL) at a 95% confidence level.*

*Figures in **RED** are significantly lower than the overall result (ALL) at a 95% confidence level.*

Appendix 1 - Methodology

These results are from a Horizon Research online survey conducted between 11 and 16 September 2024.

The total sample size was 1,051 adults, 18 years of age and over. Respondents are from two of Horizon's own panels (general adult population and Māori 18+) and a third party research panel used for source diversity.

The maximum margin of error is ±3% (at the 95% confidence level). The data was weighted on age, education, ethnicity, gender, personal income and Party Vote 2023 to be representative of the New Zealand adult population.

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