

# Majority of Pork Buyers show Concern for Pig Welfare, Survey Shows

Prepared for

October 7, 2020





Section 1:

# Research Objective & Method



## Research Objective

To examine general opinions surrounding common practices used by pork producers, as well as how these sentiments impact pork purchases.

## Research Method

This survey was conducted online within the United States by The Harris Poll on behalf of World Animal Protection and Crate Free Illinois from September 29 – October 1, 2020 among 2,064 adults ages 18 and older, among whom 1,029 were assigned Q2 and 1,035 were assigned Q3.

Results were weighted for age within gender, region, race/ethnicity, income, education, and size of household where necessary to align them with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.



Section 2:

# Key Takeaways



# Summary of Key Takeaways

## Takeaways

A majority of Americans buy pork products, with more than half being regular pork buyers.

Gestation crates are deemed unacceptable by most Americans and using these practices could impact a majority of Americans' perceptions of sellers and their likelihood to purchase pork products.

Tail docking piglets is not viewed as an acceptable practice by many and a majority of Americans think retailers and restaurants have a responsibility to hold pork producers accountable.

## Supportive Findings

- 89% of Americans purchase pork products at the store or from restaurants.
- More than half of Americans (54%) are regular pork buyers, purchasing pork products at stores or restaurants at least 2-3 times a month.

- Two-thirds of Americans (66%), and the same proportion of regular pork buyers (66%) do not think confining pregnant pigs in gestation crates is an acceptable practice.
- Nearly three quarters of Americans (73%) would be more likely to buy pork products from a company that is committed to ending the confinement of pregnant pigs than from one that is not.
- Roughly two thirds of Americans (65%) would be willing to pay more for pork products if the company selling the products has committed to eliminate gestation crates.
- Three-quarters of Americans (75%) believe retailers have a responsibility to ensure crates are not used.

- More than half of Americans (56%) do not think cutting the tails off of piglets is an acceptable practice.
- Over 3 in 5 Americans (62%) think retailers and restaurants that sell pork products have a responsibility to ensure cutting of piglet tails is not done by their pork suppliers.
- 60% of Americans say it is important to them whether a company commits to animal welfare policies.



Section 3:

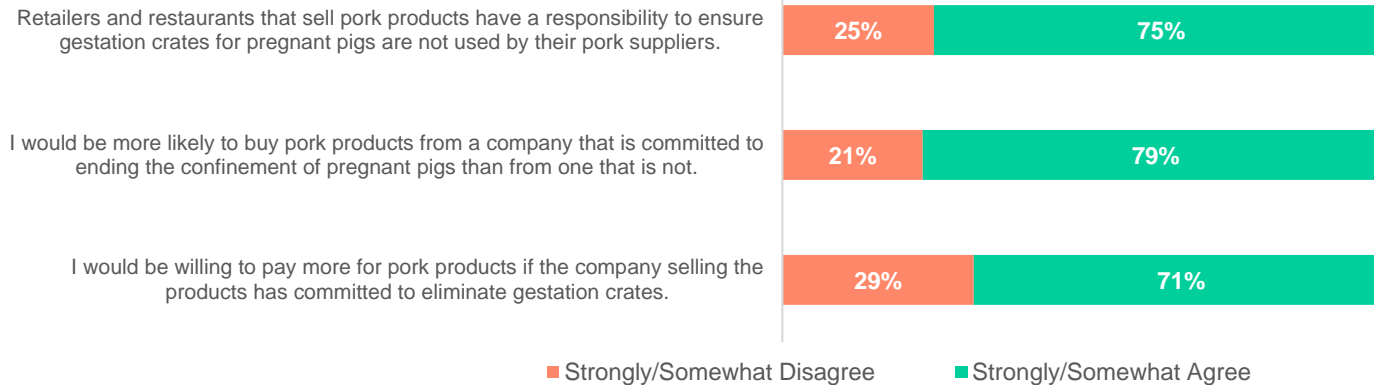
# Key Findings By Question



# MAJORITY OF REGULAR PORK BUYERS WOULD CHANGE BUYING BEHAVIOR BASED ON COMMITMENTS TO END GESTATION CRATES

More than three quarters (79%) of regular pork buyers (at least 2-3 times per month) would be more likely to buy products from companies committed to ending the confinement of pregnant pigs in gestation crates over ones that do not and 71% would be willing to pay more for pork products if the company selling the products has committed to eliminate gestation crates.

Sentiments Surrounding Gestation Crates Among Regular Pork Buyers (at least 2-3 times per mo.)



**BASE: ALL RESPONDENTS ASSIGNED TO Q2 (n=1,029)**

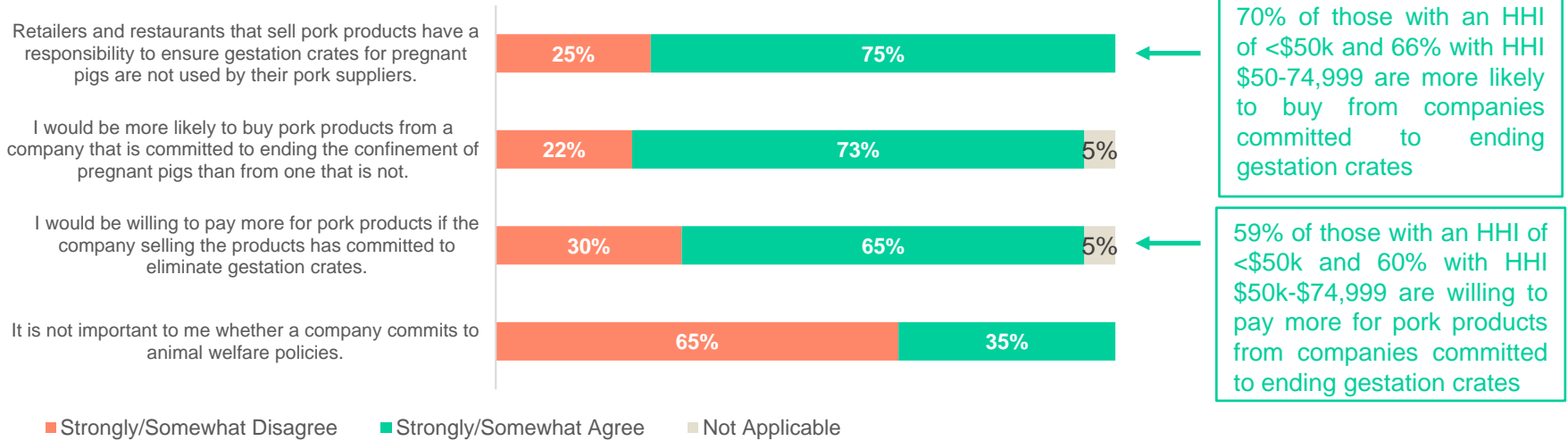
Q2 How much do you agree or disagree with each of the following statements?



# USE OF GESTATION CRATES CAN IMPACT SALES & SENTIMENTS TOWARDS RETAILERS/RESTAURANTS

Three-quarters of Americans (75%) hold retailers and restaurants responsible for pork supplier confinement practices, and many say they would be more likely to buy (73%) or willing to pay more (65%) for pork products from those committed to stopping gestation crate usage.

Sentiments Surrounding Gestation Crates, All Respondents



**BASE: ALL RESPONDENTS ASSIGNED TO Q2 (n=1,029)**

Q2 How much do you agree or disagree with each of the following statements?

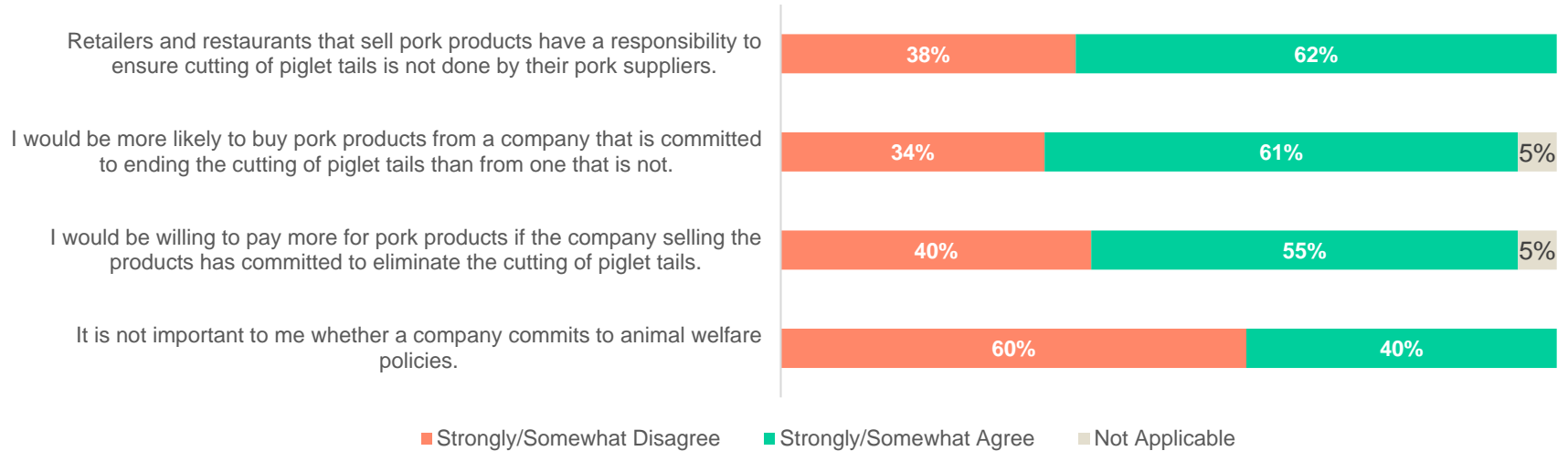




# CEASING TAIL DOCKING COULD BOOST PERCEPTIONS & PURCHASING

More than 3 in 5 Americans (62%) feel pork sellers have a duty to stop their pork suppliers from tail docking their piglets and many are more likely to buy (61%) or are willing to pay more for (55%) pork products from companies that are committed to ending the practice of cutting piglet tails.

Sentiments Surrounding Tail Docking, All Respondents



**BASE: ALL RESPONDENTS ASSIGNED TO Q3 (n=1,035)**

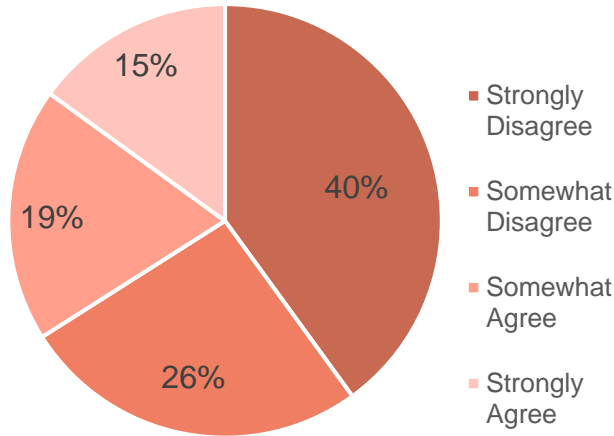
Q3 How much do you agree or disagree with each of the following statements?



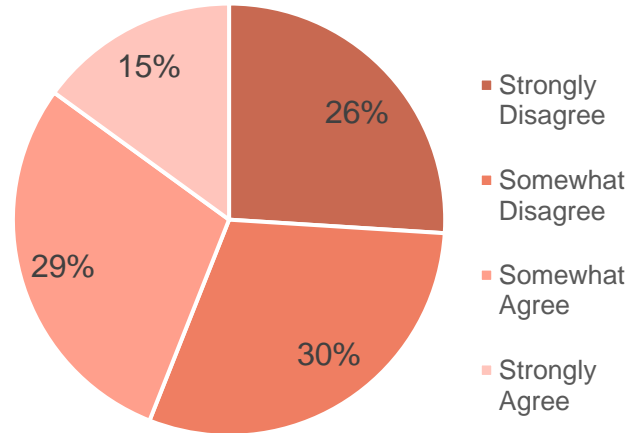
# GESTATION CRATES & TAIL DOCKING SEEN AS UNACCEPTABLE

Two-thirds of Americans (66%) do not feel that gestation crates are an acceptable practice for pigs and just over half (56%) feel the same about cutting the tails off piglets, which is typically performed without pain relief.

Confining pregnant pigs in gestation crates is an acceptable practice



Cutting the tails off of piglets is an acceptable practice



**BASE: ALL RESPONDENTS ASSIGNED TO Q2 (n=1,029) ALL RESPONDENTS ASSIGNED TO Q3 (n=1,035)**  
**Q2&Q3** How much do you agree or disagree with each of the following statements?



# GESTATION CRATES ARE SEEN AS UNACCEPTABLE AMONG A MAJORITY ACROSS ALL HOUSEHOLD INCOME LEVELS

**Confining pregnant pigs in gestation crates is an acceptable practice**

| Household Income | Percent Disagree |
|------------------|------------------|
| < \$25k          | 70%              |
| \$25 – \$49.9k   | 65%              |
| \$50 – \$74.9k   | 70%              |
| \$75 – \$99.9k   | 69%              |
| \$100k+          | 60%              |

**I would be more likely to buy pork products from a company that is committed to ending the confinement of pregnant pigs than from one that is not**

| Household Income | Percent Agree |
|------------------|---------------|
| < \$25k          | 66%           |
| \$25 – \$49.9k   | 74%           |
| \$50 – \$74.9k   | 66%           |
| \$75 – \$99.9k   | 77%           |
| \$100k+          | 76%           |

**BASE: ALL RESPONDENTS ASSIGNED TO Q2 (n=1,029)**

**Q2** How much do you agree or disagree with each of the following statements?



# TAIL DOCKING IS SEEN AS UNACCEPTABLE AMONG A MAJORITY ACROSS MOST HOUSEHOLD INCOME LEVELS

**Cutting the tails off of piglets is an acceptable practice**

| Household Income | Percent Disagree |
|------------------|------------------|
| < \$25k          | 66%              |
| \$25 – \$49.9k   | 55%              |
| \$50 – \$74.9k   | 68%              |
| \$75 – \$99.9k   | 58%              |
| \$100k+          | 48%              |

**I would be more likely to buy pork products from a company that is committed to ending the cutting of piglet tails than from one that is not**

| Household Income | Percent Agree |
|------------------|---------------|
| < \$25k          | 56%           |
| \$25 – \$49.9k   | 57%           |
| \$50 – \$74.9k   | 67%           |
| \$75 – \$99.9k   | 59%           |
| \$100k+          | 59%           |

**BASE: ALL RESPONDENTS ASSIGNED TO Q3 (n=1,035)**

**Q3** How much do you agree or disagree with each of the following statements?



Section 4:

# Demographics

# Demographic Breakdown

US Respondents (n=2,064)



| Gender |     |
|--------|-----|
| Male   | 48% |
| Female | 52% |

| Age   |     |
|-------|-----|
| 18-34 | 30% |
| 35-44 | 17% |
| 45-54 | 15% |
| 55-64 | 17% |
| 65+   | 21% |

| Region    |     |
|-----------|-----|
| Northeast | 18% |
| Midwest   | 20% |
| South     | 38% |
| West      | 23% |

| Education           |     |
|---------------------|-----|
| High School or Less | 34% |
| Some College        | 32% |
| College Grad+       | 34% |

| HH Income       |     |
|-----------------|-----|
| Less than \$50k | 31% |
| \$50k-\$74.9k   | 17% |
| \$75k-\$99.9k   | 13% |
| \$100k+         | 34% |

| Race                 |     |
|----------------------|-----|
| Hispanic             | 15% |
| Black (Not Hispanic) | 11% |
| White (Not Hispanic) | 61% |

# Demographic Breakdown

## Regular Pork Buyers (n=1,122)



| Gender |     |
|--------|-----|
| Male   | 54% |
| Female | 46% |

| Region    |     |
|-----------|-----|
| Northeast | 18% |
| Midwest   | 21% |
| South     | 39% |
| West      | 23% |

| HH Income       |     |
|-----------------|-----|
| Less than \$50k | 29% |
| \$50k-\$74.9k   | 16% |
| \$75k-\$99.9k   | 13% |
| \$100k+         | 39% |

| Age   |     |
|-------|-----|
| 18-34 | 30% |
| 35-44 | 20% |
| 45-54 | 16% |
| 55-64 | 16% |
| 65+   | 18% |

| Education           |     |
|---------------------|-----|
| High School or Less | 34% |
| Some College        | 29% |
| College Grad+       | 37% |

| Race                 |     |
|----------------------|-----|
| Hispanic             | 17% |
| Black (Not Hispanic) | 11% |
| White (Not Hispanic) | 60% |

