

# Public attitudes survey 2024



Animal Welfare.  
Worldwide.



**Eating Better**

**FACT SHEET**

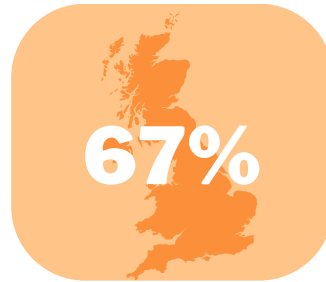
**Farming and buying 'better'**

# Support for farmers

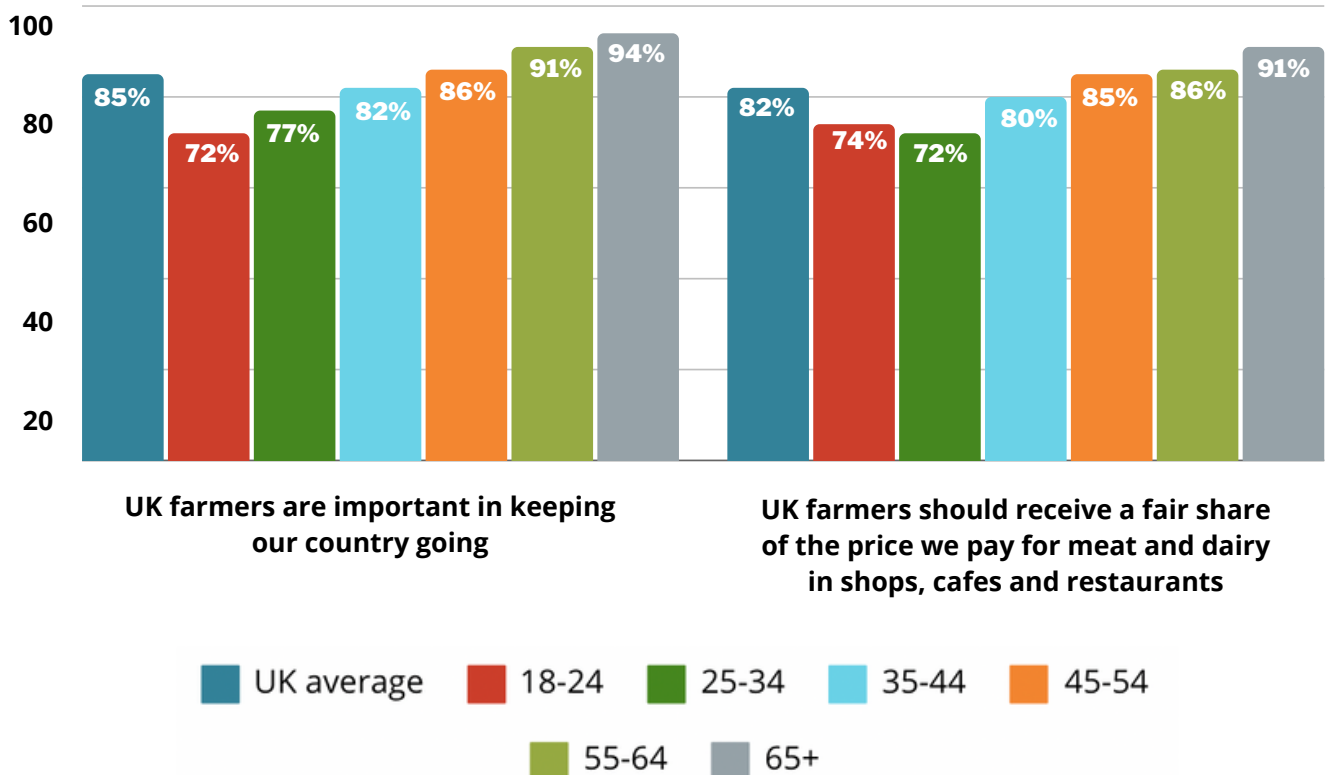
There is strong public support for farmers in the UK.



73% would like to do more to support farmers in the UK



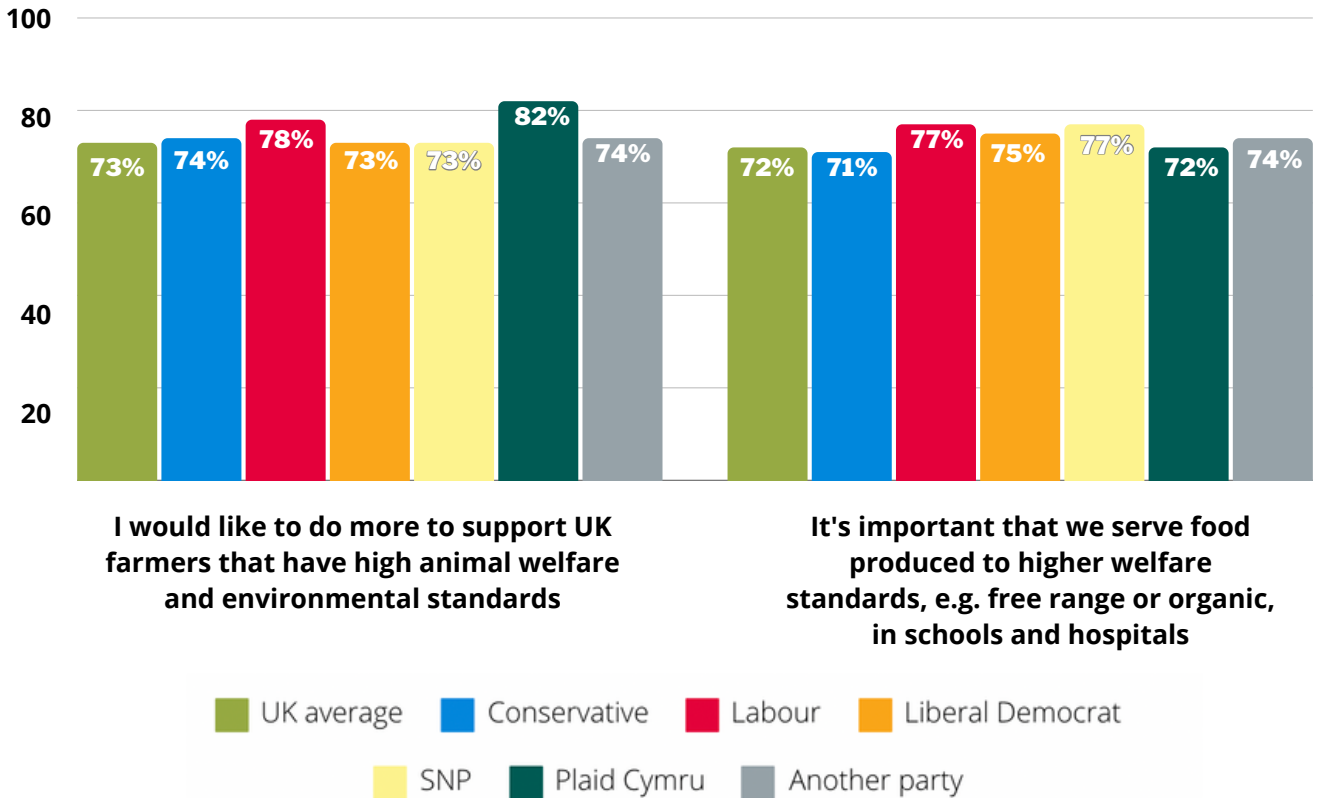
Where they can, 67% of people buy food grown or reared in the UK



Percentage of respondents who agree with the statement split by age group

# Support for farmers

People are in favour of supporting farmers who produce food under 'better' standards.



Percentage of respondents who agree with the statement split by 2024 voting intention

People believe that governments across the UK have a role to play



84% think sourcing UK grown food for schools and hospitals is a good way of supporting our farmers



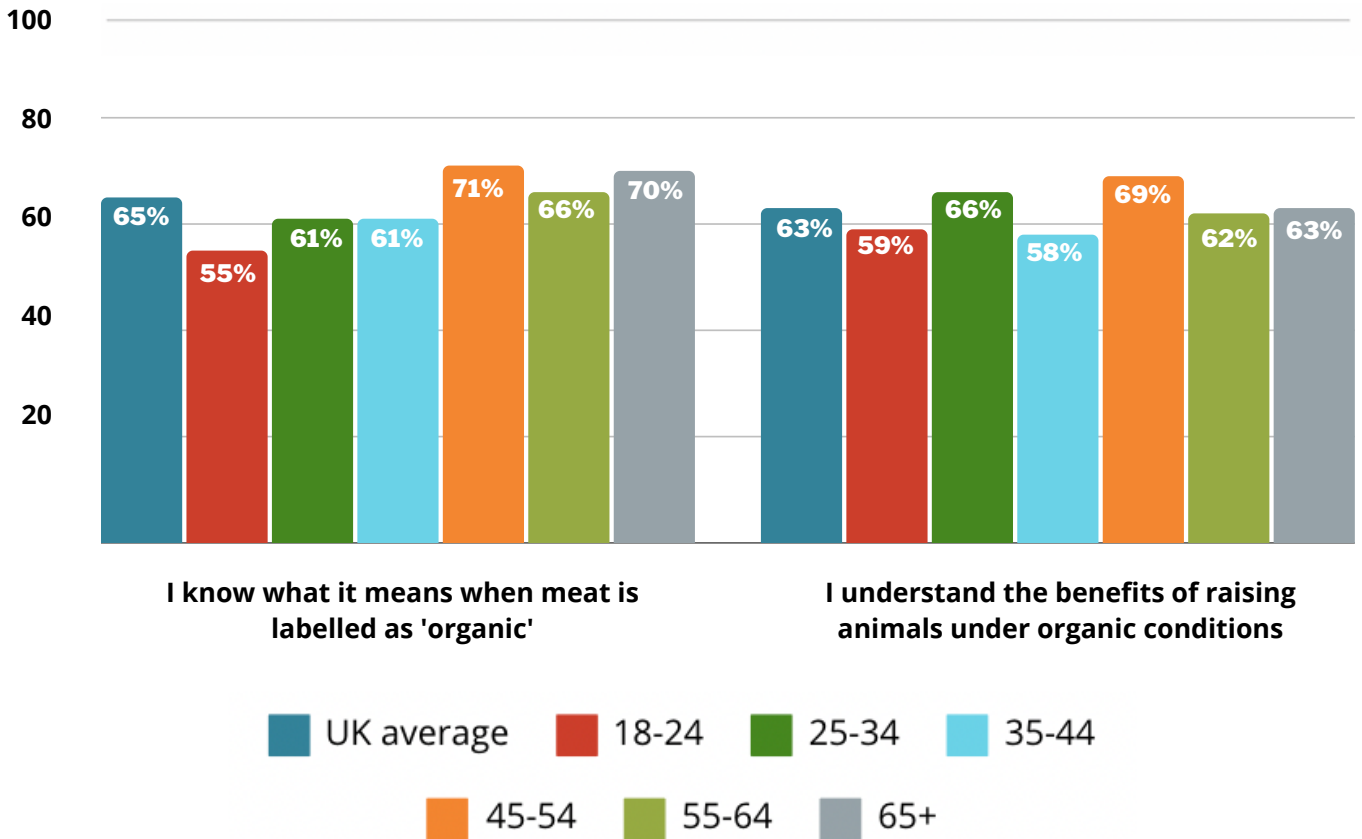
77% think that government policies should help farmers restore nature on their farms while continuing food production



73% believe schools and hospitals should serve food that has been grown or reared in the UK

# Understanding 'better'

Understanding of what higher welfare production looks like varies with age



Percentage of respondents who agree with the statement split by age group

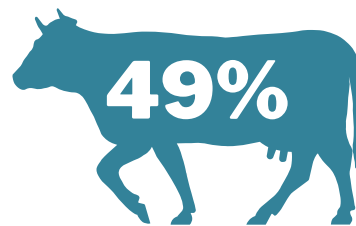
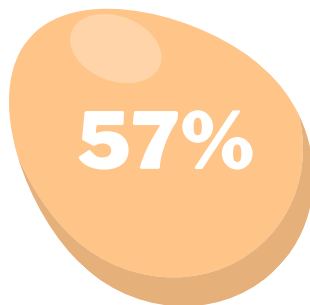
# Buying 'better'

A third of people regularly buy food produced to higher welfare standards

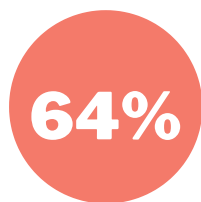
Despite having the lowest proportion of people who understand what organic production means (55%), 18-24 year olds show the most concern for farming standards, with 41% reporting to regularly buy higher welfare food.



More people think about the welfare of the animal when deciding what eggs to buy (57%) than when deciding what meat to buy (49%).



Price is a major barrier to people buying 'better' meat and dairy

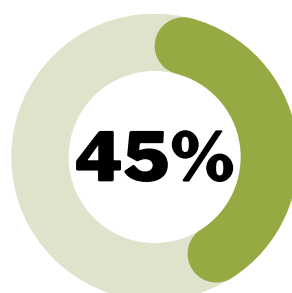


Two thirds of people report that they would buy higher welfare food, e.g. free range or organic, more regularly but there is a barrier which stands in the way

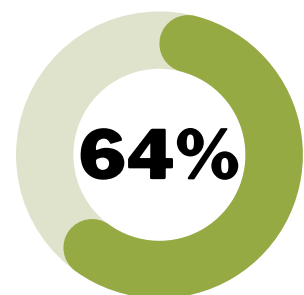
Percentage of respondents who agree with the statement



Meat produced to higher welfare standards, for example free range or organic, is too expensive to buy regularly



45% stated that they'd like more choice when it comes to higher welfare products



64% think they'd be more likely to buy high welfare if it was more clearly labelled so

# Appendix

Online Omnibus. All figures unless stated otherwise were collected and supplied by Savanta. Total sample size was 1700 adults (N= 500 England, Scotland and Wales, N= 200 Northern Ireland). Fieldwork was undertaken between 27th March-4th April 2024.

Political party affiliation was determined based on voting intentions at the time the data was collected for the 2024 General Election.

## Acknowledgements

**This resource was created in collaboration between Eating Better and FOUR PAWS UK.**

**Thank you to:**

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