

Animals Australia

2025 Supporter Survey Results

Comprehensive analysis of 5,119 survey respondents across
18 questions

2,779
Online (54.3%)

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2,340
Printed (45.7%)

Executive Summary

Key Metrics at a Glance

74.4% Aged 56 or older	65.9% Inspired by Results
41% Vegan/vegetarian	77.1% Email subscribers
39.4% Monthly donors	94.6% Trust Stewardship
74 High Loyalty Score (NPS)	

Key Opportunities

31.3% Considering bequest Legacy giving potential	47.4% Hen lifespan awareness Fill education gaps	33 School/Youth programs Engage school-aged kids	7.3% Digital channel growth Increase online content
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Section 1: About You

Demographic profile and background of survey respondents (Q1-3)

[Q1] What is your year of birth? (4,140 respondents)

Response	Count	%
Up to 18	2	0.0%
19-35	128	3.1%
36-55	927	22.4%
56-75	2,365	57.1%
Over 75	718	17.3%

Key Insight: 74.4% of respondents are aged 56 or older, indicating a mature supporter base that may prefer traditional communication channels.

[Q2] How did you first learn about Animals Australia? (5,119 respondents)

Select all that apply

Response	Count	%
Don't remember	1,690	33.0%
TV/News/Media	1,599	31.2%
Social media	989	19.3%
Friend or family	509	9.9%
AA Website	388	7.6%
Email from AA	353	6.9%
Online search	294	5.7%
Postal mail	280	5.5%
Outdoor ads	263	5.1%

Online ad	237	4.6%
Other	195	3.8%
VegKit	131	2.6%

Social Media Breakdown (989 responses)

Platform	Count	
Unspecified	662	
Facebook	211	
Instagram	82	
YouTube	58	
TikTok	6	

"Other" Breakdown (195 responses)

Channel	Count	
Other Animal Organisations	25	
Event/Stall/Stand	21	
Lyn White / Peter Singer	16	
Live Export Campaign	9	
Rally/Protest	7	
Print Materials	7	
Other minor channels	7	

Key Insight: Traditional media (TV/News) remains the top identifiable discovery channel at 31.2%, followed by social media at 19.3%. The high "Don't remember" rate (33%) suggests long-term supporters.

[Q3] How would you describe your political leanings? (5,119 respondents)

Response	Count	%
Animal Justice Party	1,788	34.9%

Greens	1,030	20.1%
Labor	1,010	19.7%
Swinging Voter	470	9.2%
Independents	301	5.9%
Liberal	297	5.8%
Don't follow politics	200	3.9%
Prefer not to say	197	3.8%
Nationals	28	0.5%

"Other Party" Breakdown (123 responses)

Party/Affiliation	Count	
Socialist/Far Left	36	
One Nation	34	
Libertarian/Conservative	20	
Non-voter	10	
Sustainable Australia Party	6	
Other minor parties	17	

Key Insight: 75% lean progressive (AJP + Greens + Labor), with Animal Justice Party being the dominant affiliation at 34.9%.

Section 2: Your Values and Views

Understanding what matters most to Animals Australia supporters (Q4-9)

[Q4] Select 3 causes you would consider making a donation towards (5,024 respondents)

Select up to 3

Response	Count	%
Exposing factory farming cruelty	3,507	68.5%
Ending live animal export	3,026	59.1%
Exposing slaughterhouse cruelty	2,241	43.8%
Animals in 'entertainment'	1,602	31.3%
Protecting Australian wildlife	1,334	26.1%
Reducing food system suffering	949	18.5%
Exposing dairy industry cruelty	923	18.0%
Strategic legal actions	910	17.8%
Emergency disaster grants	649	12.7%
Fish farm cruelty	242	4.7%

"Other" Breakdown (211 responses)

Response	Count	
All of the above / couldn't choose 3 only	88	
End animal testing/experimentation	22	
Stronger laws/penalties	10	
Brumbies/wild horses	6	
Puppy farms/dog breeding	5	
Unable to donate (financial)	5	
Other minor responses	75	

Key Insight: Factory farming (68.5%) and live export (59.1%) are clear top priorities. Fish farm cruelty ranked last at 4.7%, suggesting a potential awareness gap.

[Q5] What inspires you to support Animals Australia? (5,024

respondents)

Select up to 3

Response	Count	%
They are committed to achieving results for animals	3,375	65.9%
They show courage, and bear witness where others will not go	3,363	65.7%
They inspire me with their vision and give me hope	2,136	41.7%
They have global impact	1,542	30.1%
They are always first to step up when animals need help	1,335	26.1%
They offer hope by transforming the food system	1,243	24.3%
They use innovative approaches	1,218	23.8%

Key Insight: "Achieving results" (65.9%) and "courage" (65.7%) are virtually tied as top inspirations — supporters value both effectiveness and bravery.

[Q6] How has Animals Australia inspired changes in your life? (5,024

respondents)

Select all that apply

Response	Count	%
Expanded my understanding of the issues	3,335	65.1%
Made me feel more hopeful about the future for animals	2,779	54.3%
Given me hope that my individual actions can lead to change	2,720	53.1%
Influenced my dietary choices	2,615	51.1%
Inspired me to do my bit to make the world kinder	2,487	48.6%
Influenced my shopping habits	2,343	45.8%

Helped me inspire friends or family	1,792	35.0%
Made me reflect on the kind of impact I want to have	1,780	34.8%
Inspired me to think differently about animals	1,377	26.9%

"Other" Breakdown (330 responses)

Response	Count	
Already vegan/vegetarian before AA	52	
All of the above / wanted more options	36	
Trust/credibility/professionalism	24	
Political/legal advocacy	14	
Live export focus	13	
Inspired personal advocacy	12	
Reasonable/non-militant approach	9	
Other minor responses	170	

Key Insight: Over half (51.1%) report AA influenced their dietary choices, and 45.8% changed shopping habits — demonstrating real behaviour change.

[Q7] Were you aware of the following? (5,119 respondents)

Select all you were aware of

Response	Count	%
Pig farrowing crates in factory farms	4,641	90.7%
No such thing as 'humane slaughter'	4,425	86.4%
Dairy cows kept continuously pregnant	4,399	85.9%
Meat chickens endure short painful lives	4,251	83.0%
Male chicks killed in egg production	3,883	75.9%
Farming is biggest driver of extinction	3,878	75.8%
Farmed animals lack legal protection	3,743	73.1%
Fish farm crowded conditions	3,703	72.3%
All animals go to same slaughterhouses	3,010	58.8%
Piglet tail docking is legal	2,908	56.8%
Hens slaughtered at 18 months	2,428	47.4%

Key Insight: Hen lifespan (47.4%) and piglet tail docking (56.8%) have lowest awareness — potential education campaign opportunities.

[Q8] Which best describes your current dietary choices? (5,060 respondents)

Select one

Response	Count	%
Reducing my meat consumption	1,403	27.4%
I'm vegan	1,053	20.6%
I'm vegetarian	1,045	20.4%
I'm pescatarian	699	13.7%
Swapping for alternatives	586	11.4%
I'm an omnivore	346	6.8%

Prefer not to say	38	0.7%
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Key Insight: 41% are fully vegan (20.6%) or vegetarian (20.4%). Only 6.8% identify as omnivores — a highly plant-forward supporter base.

[Q9] What most inspired you to change your diet? (5,024 respondents)

Select up to 2

Response	Count	%
Factory farming cruelty awareness	2,304	45.0%
Emotional attachment to animals	2,276	44.5%
Learning truth about farmed animals	1,515	29.6%
Slaughterhouse video	834	16.3%
Environmental concerns	640	12.5%
The work of Animals Australia	603	11.8%
Health benefits	384	7.5%
Documentary or book	279	5.5%
AA TV campaign	173	3.4%

"Documentary or Book" Breakdown (279 responses)

Documentary/Book	Count	
Animal Liberation (Peter Singer)	55	
Dominion	32	
Earthlings	27	
Four Corners / ABC exposé	18	
Cowspiracy	12	
Game Changers	8	
Forks Over Knives	5	
What the Health	5	
Eating Animals (J. Safran Foer)	5	

Other responses	112	
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"Other Reasons" Breakdown (176 responses)

Reason	Count	
Lifelong/childhood vegetarian or vegan	27	
Witnessed slaughter/transport firsthand	18	
Farm/sanctuary/animal work experience	18	
Emotional/moral/ethical conviction	14	
Media/AA campaigns/exposés	12	
Health reasons	9	
Dairy industry awareness (bobby calves)	7	
Spiritual/religious reasons	6	
Influenced by family/friends/partner	5	
Other minor responses	60	

Key Insight: Cruelty awareness (45.0%) and emotional connection (44.5%) drive dietary change — not health (7.5%) or environment (12.5%). Peter Singer's "Animal Liberation" (55 mentions) remains the most influential media.

Section 3: Your Support

How supporters engage with Animals Australia (Q10-13)

[Q10] How do you currently engage with Animals Australia? (5,024 respondents)

Select all that apply

Response	Count	%
Email/e-news subscriber	3,874	77.1%
Take actions / sign petitions	3,419	68.1%
Donate to appeals	2,540	50.6%
Receive postal publications	2,169	43.2%
Follow on social media	1,838	36.6%
VegKit subscriber	432	8.6%
YouTube subscriber	370	7.4%
Member portal	365	7.3%
Host a fundraiser	21	0.4%

"Other" Breakdown (234 responses)

Response	Count	
Duplicated existing options	148	
Avoid distressing content	21	
Word-of-mouth advocacy	18	
Included AA in will/bequest	16	
Contact MPs directly	12	
Other minor responses	19	

Key Insight: Email dominates (77.1%), with strong petition engagement (68.1%). Digital channels like YouTube (7.4%) and member portal (7.3%) show growth potential. Notably, bequest/legacy giving emerged as a theme despite not being a formal option.

[Q11] Have you considered becoming a monthly donor? (5,077 respondents)

Select one

Response	Count	%
I'm already a proud monthly donor	2,000	39.4%
I currently prefer one-off gifts	1,888	37.2%
Not right now	1,060	20.9%
Yes, I'd like to help animals all year round	97	1.9%
I would like more information first	69	1.4%

Key Insight: Strong monthly donor base at 39.4%. Combined with one-off donors (37.2%), 76.6% are actively giving.

[Q12] Have you considered including AA in your will? (5,042 respondents)

Select one

Response	Count	%
Not at this time	1,909	37.9%
Would consider including AA	934	18.5%
Already included AA	901	17.9%
Don't have a will yet	867	17.2%
Intend to include AA	546	10.8%

Key Insight: 31.3% have either included or would consider including AA in their will — significant legacy giving potential from the mature supporter base.

[Q13] Would you like more information about leaving a gift in your will? (4,916 respondents)

Select one

Response	Count	%
No	4,238	86.2%
Yes	678	13.8%

Key Insight: 678 supporters (13.8%) want bequest information — 85.5% of these came from actionable segments (already included, intend to, or would consider).

Section 4: Your Satisfaction

Donor satisfaction and perceptions of organisational effectiveness (Q14-17)

[Q14] Do you agree donations are used effectively and make a real difference? (4,378 respondents)

Donors only, select one

Response	Count	%
Strongly Agree	2,694	61.5%
Agree	1,449	33.1%
Neutral	183	4.2%
Disagree	36	0.8%
Strongly Disagree	16	0.4%

Key Insight: 94.6% agree or strongly agree donations are used effectively — exceptional trust in organisational stewardship.

[Q15] What would you like to see AA do more of in the future? (4,963 respondents)

Select all that apply

Response	Count	%
Expose factory farms	4,091	82.4%
Legal protections for animals	3,832	77.2%
More investigations	2,958	59.6%
End live export	2,787	56.2%
Protect wildlife	2,607	52.5%
Dairy industry exposés	1,972	39.7%
Emergency animal grants	1,541	31.1%

Fish farm investigations	1,348	27.2%
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"Other" Breakdown (495 responses)

Response	Count	
Political lobbying/legislative change	63	
Wildlife/native animals (brumbies, kangaroos, koalas)	39	
School/youth education	33	
Tax-deductible donations/DGR status	26	
More advertising/media presence	24	
Companion animals/puppy farms	21	
Animal testing/experimentation	18	
Other minor responses	271	

Key Insight: Exposing factory farms (82.4%) and legal protections (77.2%) are clear priorities. School/youth education (33 mentions) and wildlife focus (39) emerged as strong themes in "Other" responses.

[Q16] Is there anything we could do to improve your experience?

(5,119 respondents)

Response	Count	%
No - happy with experience	4,262	83.3%
Yes - have suggestions	692	13.5%
Not provided	165	3.2%

"Yes" Suggestions Breakdown (692 responses)

Suggestion	Count	
Reduce postal mail/go digital	146	
Praise/positive feedback (used wrong field)	91	
More updates on outcomes/impact	67	
More advertising/media presence	45	

Less distressing content	38	
Tax-deductible donations/DGR status	26	
More social media engagement	24	
Other minor suggestions	255	

Key Insight: 83.3% are happy with their experience. Among suggestions: reducing postal mail (146) was #1, reflecting preference for digital and cost-conscious stewardship. Notably, 91 respondents used this field for praise rather than critique.

[Q17] How likely are you to recommend AA as an effective charity? (5,024 respondents)

Scale 0-10

Response	Count	%
Promoters (9-10)	3,964	78.9%
Passives (6-8)	828	16.5%
Detractors (0-5)	232	4.6%

NPS: 74

World-class loyalty (scores above 70 are exceptional)

Key Insight: 65.6% gave the maximum rating of 10. Average rating: 9.19/10.

[Q18] "I support Animals Australia because..." (4,924 respondents)

Free-text responses categorised into themes

Theme	Count	%
Animal welfare / ending cruelty	1,885	38.3%
Animals deserve better / voice for voiceless	898	18.2%
Making a difference / hope for change	631	12.8%
Love / care for animals	446	9.1%

Trust in AA / effective organisation	301	6.1%
Ethical / moral beliefs	141	2.9%
Investigations & awareness campaigns	76	1.5%
All animals matter equally	58	1.2%
Personal motivation / acting on my behalf	35	0.7%
Live export & factory farming	26	0.5%
Environment & wildlife	12	0.2%
Vegan / plant-based lifestyle	9	0.2%
Other responses	406	8.2%

"Other" Breakdown (406 responses)

Response Type	Count	
Miscellaneous responses	167	
Simple/short affirmations	115	
Fighting for / supporting animals	62	
General praise & approval	28	
Action-oriented / gets results	13	
AA is unique / only one doing this	9	
Animals need us / our responsibility	8	
Philosophical / animals' inherent rights	4	

Key Insight: Ending cruelty and reducing animal suffering is the primary driver of support (38.3%), followed by giving animals a voice (18.2%). These two themes account for over half of all responses.

Deeper Finding: A notable theme is supporters feeling AA "does what I cannot" — many cite the emotional toll of witnessing cruelty and express gratitude that investigators bear this burden. The courage of investigators featured prominently (235 mentions). Lyn White is mentioned by name 60 times.

Emotional Drivers: Gratitude (343 mentions) and hope (252 mentions) are stronger emotional drivers than anger (44) or sadness (49). Supporters are motivated by positive belief in change rather than outrage alone. 135 respondents describe AA as "the only organisation" doing this work effectively.

Thank You

This report was generated from survey responses collected from 5,119 Animals Australia supporters.

The insights contained within will help shape the organisation's strategy and communications to better serve animals and supporters alike.

Animals Australia
animalsaustralia.org