

Animals Australia

2025 Supporter Survey Results

Comprehensive analysis of 5,119 survey respondents across
18 questions

2,779
Online (54.3%)

|

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 World-class 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 |
|---|--|--|---|

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 Insights:

- 74.4% of respondents are aged 56+, indicating an older supporter base that may prefer traditional communication channels.

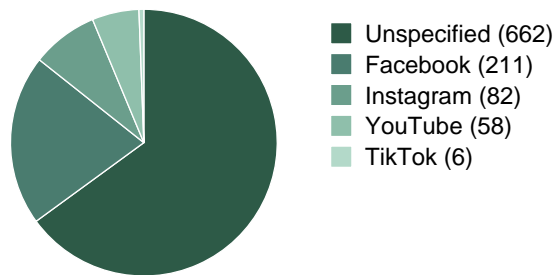
[Q2] How did you first learn about Animals Australia? (5,119 respondents)

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)



"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 | |

Insight: Cross-pollination from other animal organisations (Animal Liberation, Animals Asia, RSPCA, AJP) was the leading source, followed by event stalls and market stands. Notably, 16 respondents specifically credited Lyn White or Peter Singer as their introduction to AA, demonstrating the power of personal brand, while 9 cited the live export campaigns as their gateway.

Key Insights:

- Traditional media (TV/News) remains the top identifiable channel at 31.2%, aligning with the older demographic. Social media accounts for 19.3% with Facebook dominating.

[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 Insights:

- 74.7% lean left (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 Insights:

- Factory farming (68.5%), live export (59.1%), and slaughterhouse cruelty (43.8%) are the clear top 3 priorities — these high-profile cruelty issues with strong public awareness dominate supporter interest.
- Fish farm cruelty ranked last at just 4.7%, suggesting a potential awareness gap or lower perceived urgency around aquaculture welfare.
- The mid-tier causes (food system, dairy, legal actions) cluster tightly around 18%, indicating similar levels of interest.

[Q5] What inspires you to support Animals Australia? (5,021 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 Insights:

- Achieving results (65.9%) and Courage (65.7%) are virtually tied as the top inspirations — supporters value both tangible outcomes AND the willingness to confront difficult realities.
- Inspire me (41.7%) ranks third, showing the emotional appeal of vision and hope for a kinder world resonates strongly with supporters.
- The bottom four options (Global impact, Step up, Offer hope, Innovative) cluster between 23-30%, suggesting these are secondary motivators rather than primary drivers.

[Q6] How has Animals Australia inspired changes in your life? (5,050 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 | |

Insight: The largest 'Other' group (52) were already vegan/vegetarian before discovering AA — they support AA because it aligns with existing values, not because AA changed them. Additionally, 36 respondents expressed frustration with the option limit, indicating high engagement across all choices.

Key Insights:

- Expanded understanding (65.1%) tops the list — AA's primary impact is raising awareness and education about animal issues.
- Hope is powerful: Two 'hope' statements rank 2nd and 3rd (54.3% and 53.1%) — the emotional and motivational impact of AA's work resonates strongly.
- Tangible behaviour change: Over half have changed dietary choices (51.1%) and nearly half have changed shopping habits (45.8%) — demonstrating real-world impact beyond awareness.
- Social influence is harder: 'Inspiring friends/family' ranks lower at 35% — personal change is more common than advocacy to others.

[Q7] Are you aware of these routine industrialised farming practices that cause widespread suffering to land and aquatic animals in Australia? (4,965 respondents)

Select all you were aware of

| Response | Count | % |
|--|-------|-------|
| Pig farrowing crates in factory farms | 4,641 | 90.7% |
| 'Humane slaughter' myth | 4,425 | 86.4% |
| Bobby calves 'waste products' | 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 Insights:

- High baseline awareness: Average awareness is 73.3% across all issues — this is an informed and engaged supporter base.
- Top awareness cluster: Pig farrowing crates (90.7%), 'Humane slaughter' myth (86.4%) and Bobby calves 'waste products' (85.9%) are the most well-known issues among supporters.
- Education opportunities: Egg laying hen lifespan (47.4%) and piglet tail docking (56.8%) have the lowest awareness — these represent potential areas for future campaigns.
- Fish awareness gap: Fish farm conditions (72.3%) awareness is relatively high, yet fish ranked last for donations in Q4 (4.7%) — awareness does not equal priority for supporters.

[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% |

Key Insights:

- Reducetarian majority: The largest group (27.4%) are actively reducing meat consumption — they're on a journey, not at a destination.
- Strong vegan/vegetarian base: Combined 41% are fully vegan (20.6%) or vegetarian (20.4%) — a highly committed core supporter base.
- Very few omnivores: Only 6.8% identify as omnivores — AA's supporter base is overwhelmingly plant-forward in their eating habits.
- Transition spectrum: Grouping 'reducing' + 'swapping' + 'pescatarian' as transitioning = 52.5% — over half are somewhere on the journey toward plant-based eating.

[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 | |
| Other responses | 127 | |

Insight: Peter Singer's 'Animal Liberation' (55 mentions) remains the most influential single piece of media — a 1975 book still converting people decades later. Australian content like Four Corners (18) shows local journalism has significant impact.

"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 | |
| Other minor responses | 87 | |

Insight: Many supporters (27) were lifelong or childhood vegetarians/vegans — they didn't convert, they never ate meat. Direct witness experiences like seeing slaughter/transport firsthand (18) or working on farms/sanctuaries (18) are powerful catalysts.

Key Insights:

- Cruelty awareness dominates: Factory farming cruelty (45.0%) and emotional attachment to animals (44.5%) are virtually tied as top motivators for dietary change.
- Truth-telling works: 'Learning the truth about cruelty' (29.6%) reinforces that exposure and education are key drivers of behaviour change.
- AA direct attribution: 11.8% credit 'The work of Animals Australia' directly, plus 3.4% for AA TV campaigns — combined ~15% direct AA influence on dietary choices.
- Health and environment secondary: Health benefits (7.5%) and environmental concerns (12.5%) are much lower motivators than animal welfare for this audience.

Section 3: Your Support

How supporters engage with Animals Australia (Q10-13)

[Q10] How do you currently engage with Animals Australia? (5,119 respondents)

Select all that apply

| Response | Count | % |
|--------------------------|-------|-------|
| Subscribed to emails | 3,948 | 77.1% |
| Sign petitions/actions | 3,487 | 68.1% |
| Donate to appeals | 2,590 | 50.6% |
| Read postal publications | 2,212 | 43.2% |
| Social media updates | 1,383 | 27.0% |
| Visit AA website | 1,251 | 24.4% |
| Share social content | 992 | 19.4% |
| Pledges & resources | 831 | 16.2% |
| Purchase merchandise | 797 | 15.6% |
| Watch YouTube videos | 378 | 7.4% |
| Membership portal | 372 | 7.3% |
| Hold fundraisers | 19 | 0.4% |

"Other" Breakdown (234 responses)

| Response | Count | |
|--|-------|--|
| Prefer to avoid distressing content | 21 | |
| Word of mouth & personal advocacy | 18 | |
| Bequest/legacy giving | 16 | |
| Direct political action (MPs, letters) | 12 | |
| Wildlife rescue/volunteering | 6 | |
| Other minor responses | 13 | |

Insight: 63% of responses (148) duplicated existing options or were general statements, suggesting the survey options were comprehensive but perhaps unclear. Key unique themes: many supporters actively avoid distressing content due to emotional impact (21), engage in personal word-of-mouth advocacy (18), and have included AA in their wills (16). Bequest/legacy giving represents a notable gap — it's clearly important to supporters but isn't captured as a formal engagement option.

Key Insights:

- Email dominates engagement — over three-quarters (77.1%) of supporters stay connected through email subscriptions, making it the single most important communication channel. This aligns with the older demographic profile and suggests email campaigns remain highly effective.
- Active advocacy is strong — 68.1% take actions and sign petitions, demonstrating that AA supporters are not passive donors but engaged advocates willing to lobby decision-makers. Combined with the 50.6% who donate to appeals, this shows a highly committed supporter base.
- Traditional channels remain relevant — postal publications reach 43.2% of supporters, reinforcing that print communications still matter for this demographic despite digital alternatives.
- Untapped potential in digital/community — membership portal (7.3%), YouTube (7.4%), and 'peer-to-peer' fundraising (0.4%) show low engagement, suggesting opportunities to grow these channels or reconsider their prominence.

[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 Insights:

- Strong existing monthly donor base — 39.4% are already proud monthly donors, indicating AA has successfully converted a significant portion of supporters to recurring giving.
- One-off giving preference is substantial — 37.2% prefer one-off gifts, suggesting many supporters value flexibility in their giving or may be on fixed incomes (consistent with the older demographic).
- Conversion opportunity is modest — only 3.3% combined are open to becoming monthly donors (1.9% ready, 1.4% want more info). The 20.9% saying 'not right now' may represent future potential with the right timing or approach.
- Combined giving commitment is high — 76.6% are either already monthly donors (39.4%) or prefer one-off giving (37.2%), demonstrating strong overall financial support regardless of frequency preference.

[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 Insights:

- Strong legacy giving pipeline — 47.2% of respondents show some level of bequest interest: 17.9% have already included AA in their will, 10.8% intend to, and 18.5% would consider it. This represents significant future fundraising potential.
- Existing bequest supporters — 901 supporters have already included AA in their will. Combined with the 546 who intend to, that's 28.7% with committed or near-committed legacy intentions.
- Will creation opportunity — 17.2% don't have a will yet. Given the older demographic (74.4% aged 56+), this represents both an opportunity for AA to provide estate planning resources and a pool of potential future bequest supporters.
- Connects to Q10 finding — the 16 respondents who mentioned bequest/legacy giving in Q10's 'Other' responses aligns with this data showing genuine supporter interest in this giving channel.

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

Select one

| Response | Count | % |
|----------|-------|-------|
| No | 4,243 | 86.3% |
| Yes | 673 | 13.7% |

Key Insights:

- 673 supporters (13.7%) want more bequest information — a meaningful pool of warm leads for legacy giving outreach.
- High-intent group identified — the 182 who both 'intend to include' (Q12) and want more info (Q13) are the warmest leads, actively seeking to formalise their bequest intentions.
- Q12 correlation reveals actionable segments — of the 673 interested: 38.3% (258) would consider including in their will, 27.1% (182) already intend to include, and 20.1% (135) don't have a will yet but want guidance.
- 'No will yet' represents a guided opportunity — these 135 supporters could benefit from estate planning resources, potentially converting them to bequest supporters while providing genuine value.

Section 4: Your Satisfaction

Donor satisfaction and perceptions of organisational effectiveness (Q14-18)

[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 | 13 | 0.3% |
| Strongly Disagree | 39 | 0.9% |

Key Insights:

- 94.6% of donors (4,143 of 4,378) agree or strongly agree that their donations are used effectively — an exceptionally strong vote of confidence in the organisation's stewardship.
- Only 1.2% expressed disagreement (52 respondents), indicating minimal concerns about donation effectiveness among active donors.
- The 4.2% neutral responses (183) may represent newer donors still forming opinions or those seeking more transparency about impact reporting.

[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% |
| TV advertising | 2,735 | 55.1% |
| News/outdoor advertising | 2,657 | 53.5% |
| Public events | 1,283 | 25.9% |
| Plant-based tips/recipes | 905 | 18.2% |
| More merchandise | 645 | 13.0% |
| Shareable resources | 644 | 13.0% |
| Volunteer opportunities | 467 | 9.4% |

"Other" Breakdown (495 responses)

| Response | Count | |
|------------------------------------|-------|--|
| Political lobbying & legislation | 63 | |
| Praise/doing great work | 57 | |
| Wildlife & native animals | 39 | |
| School & youth education | 33 | |
| More graphic/hard-hitting content | 26 | |
| Reduce postal/paper mail | 22 | |
| Partner with other organisations | 20 | |
| Social media & digital advertising | 19 | |
| Other minor responses | 216 | |

Insight: Political lobbying and legislative change emerged as the top 'Other' theme (63 responses), with many requesting changing status to enable tax-deductible donations. Wildlife and native animal issues (39) — particularly brumbies, kangaroos, and koalas — represent an area where supporters want increased focus. School and youth education (33) also featured prominently, with supporters keen to reach younger generations through school programs and age-appropriate resources.

Key Insights:

- Exposing factory farm cruelty (82.4%) and securing legal protections (77.2%) are the clear top priorities — both align with AA's core investigative and advocacy work.
- Over half of respondents want more TV advertising (55.1%) and news/outdoor campaigns (53.5%), suggesting appetite for broader public awareness efforts.
- Lower-ranked items like merchandise (13.0%) and volunteer opportunities (9.4%) indicate these are lower priorities compared to direct advocacy and exposure work.

[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/stop postal mail | 146 | |
| Praise / doing great work | 91 | |
| More advertising / media exposure | 82 | |
| Tax deductibility / DGR status | 26 | |
| More events / regional presence | 22 | |
| More volunteer opportunities | 21 | |
| More transparency / impact reporting | 19 | |
| School / youth education | 17 | |
| Other suggestions | 268 | |

Insight: Reducing postal mail emerged as the dominant suggestion (146 responses), with supporters preferring digital communication and funds directed to animal welfare work. Tax deductibility/DGR status (26) remains a recurring request. Notably, 91 respondents used the 'Yes' field to express praise rather than critique, reflecting high overall satisfaction even among those with suggestions.

Key Insights:

- 83.3% of supporters (4,262) are happy with their experience — a strong endorsement of current engagement practices.
- Among the 13.5% with suggestions, reducing postal mail (146) was the most common theme, reflecting a preference for digital communication and cost-conscious stewardship.
- The low 'Not provided' rate (3.2%) indicates high engagement with the survey, with most respondents willing to share feedback.

[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 Insights:

- With a Net Promoter Score of 74, Animals Australia achieves world-class advocacy — scores above 70 are considered exceptional and indicate extremely high supporter loyalty.
- Nearly two-thirds (65.6%) gave the maximum rating of 10, demonstrating strong enthusiasm for recommending AA to others.
- The average rating of 9.19 out of 10 reflects consistent satisfaction across the supporter base, with only 4.6% falling into the detractor (0 to 5 rating) category.

[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 | |

Insight: The 'Other' category primarily contains brief affirmations (e.g., 'they care', 'good cause') and variations of the main themes that didn't match specific keywords. No significant new themes emerged from this group.

Key Insights:

- 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.
- 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 on their behalf. The courage and bravery of investigators featured prominently (235 mentions).
- Lyn White is mentioned by name 60 times, with many crediting her as the reason they first supported AA. Several supporters shared that AA campaigns directly changed their behaviour, including becoming vegan after the 2011 live export exposé.
- Gratitude (343 mentions) and hope (252 mentions) are stronger emotional drivers than anger or sadness, suggesting 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