

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
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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 Insights:

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

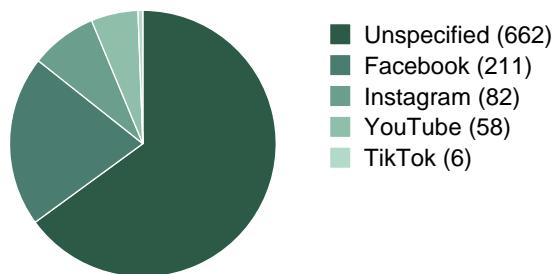
[Q2] How did you first learn about Animals Australia? (5,119 respondents)

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
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