

Farm Animal Welfare in British Public Opinion

What Britain's Voters Think and Why It Matters for Public Policy

Nationally representative Opinimum polling

2,050 UK adults | Fieldwork 24-26 June 2026



Conservative Animal Welfare Foundation

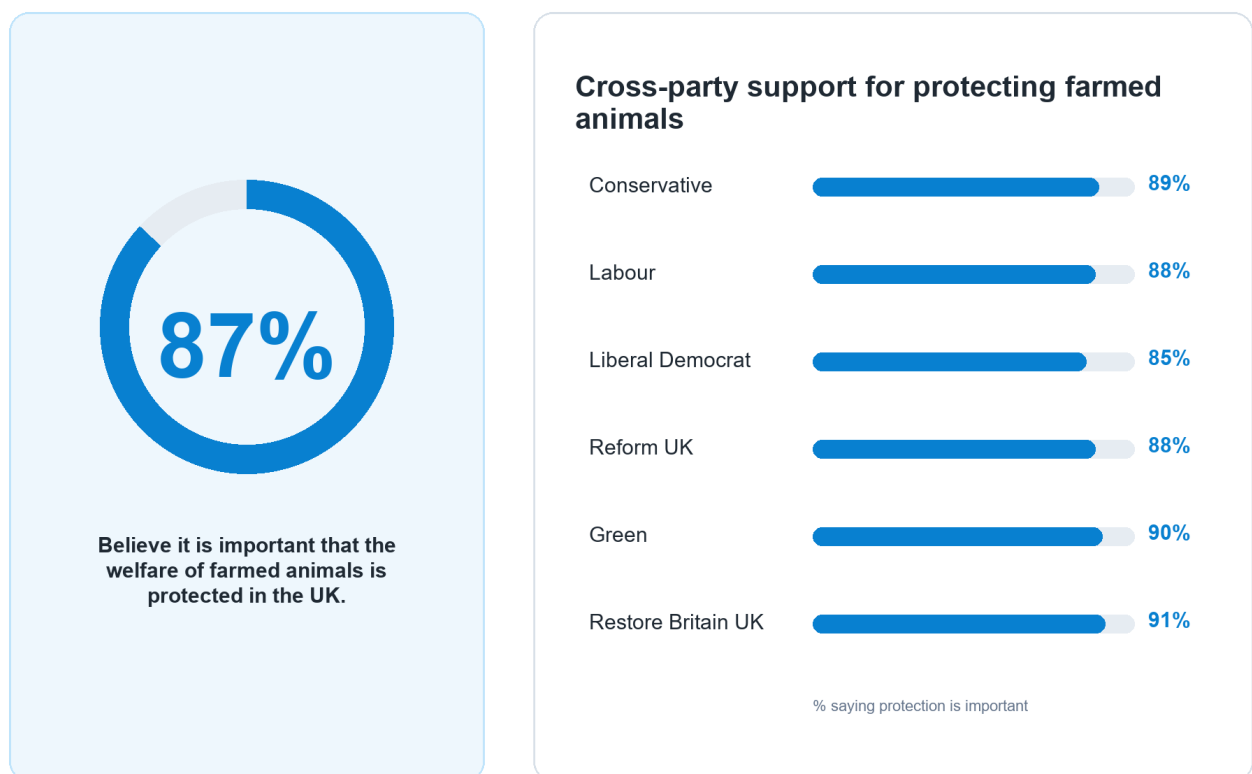
Supported by detailed polling tables and cross-breaks

The Evidence at a Glance

Opening findings

Opinium's nationally representative survey of 2,050 UK adults indicates that concern about farm animal welfare is widely shared. Although it is not the highest day-to-day political priority for most voters, direct questions found that respondents attach importance to protecting farmed animals, and support extends across political parties. The polling also suggests that a political commitment to improving farm animal welfare is more likely to increase support than reduce it.

One in six UK adults place farm animal welfare among the Government's five highest priorities. In the context of the many competing demands facing modern government, this represents a significant level of public concern. The polling then demonstrates that this concern extends well beyond that core group, with 87% of respondents saying it is important that the welfare of farmed animals is protected in the UK.



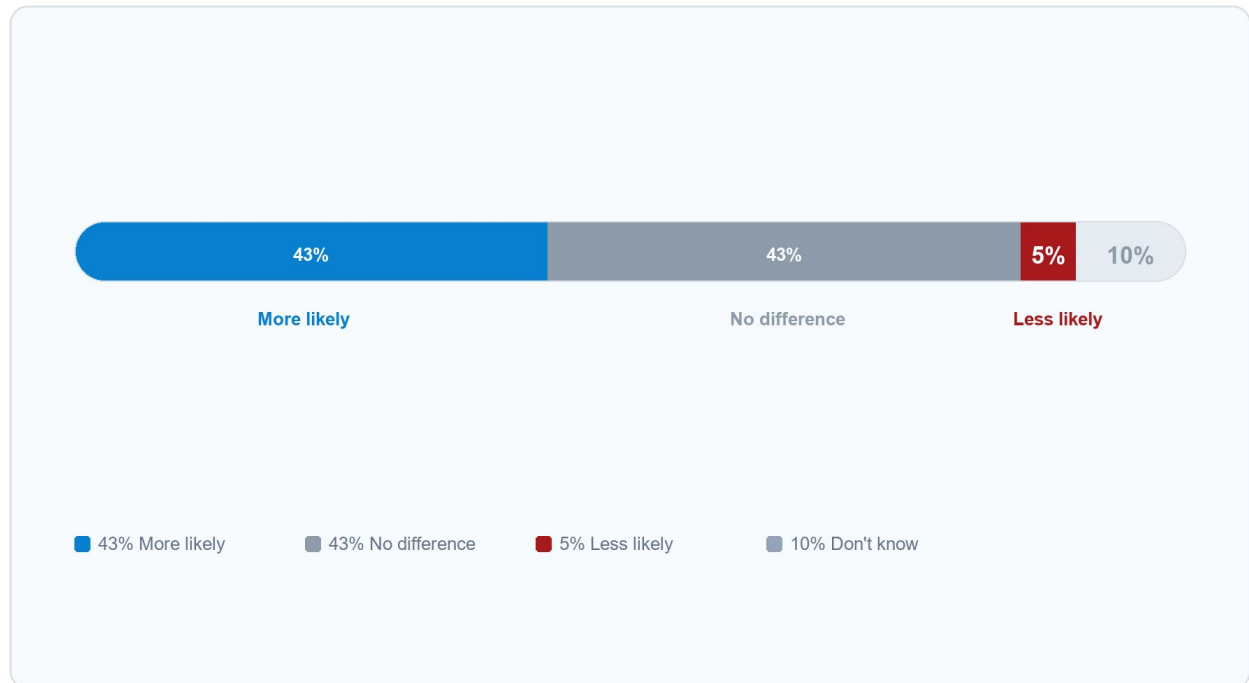
The polling indicates broad public support for practical, evidence-led approaches to farm animal welfare. The findings suggest the issue can matter even where it is not voters' highest political priority: respondents attach importance to protection, support extends across political parties and welfare commitments are more likely to increase than reduce party support.

Voting Support and Political Opportunity

Political response to welfare commitments

Would a political commitment to advancing farm animal welfare affect voting support?

43% said they would be more likely to support such a party, while only 5% said they would be less likely.



The result is not evidence of universal vote-switching. It indicates that a welfare commitment is more likely to create political upside than visible downside, with a large share of voters saying it would make no difference.

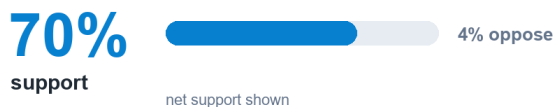
The Public Supports Practical Reform

Support for policy changes

The polling indicates strongest support for clear, practical reforms that improve standards or give consumers more information. The survey found majority support for stronger welfare laws, welfare labelling and non-stun slaughter labelling. Import restrictions attract lower support than labelling and domestic welfare measures, but still receive considerably more support than opposition.

Stronger welfare laws

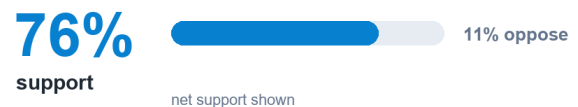
Strengthening UK laws to improve farmed animal welfare



Party support cited by Opinium: Conservative 75% | Labour 75%

Mandatory welfare labelling

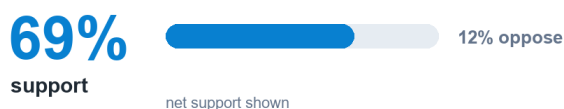
Labels showing the conditions animals were reared in



Party support cited by Opinium: Green 86% | Labour 82% | Conservative 77% | Reform UK 73%

Mandatory non-stun slaughter labelling

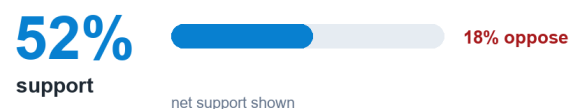
Clear labels for food produced from religious non-stun slaughter



Party support cited by Opinium: Green 75% | Reform UK 73% | Labour 69% | Conservative 68%

Restricting lower welfare imports

Restrictions on imports produced below UK welfare standards



Party support cited by Opinium: Conservative 59% | Labour 54% | Green 55% | Reform UK 49%

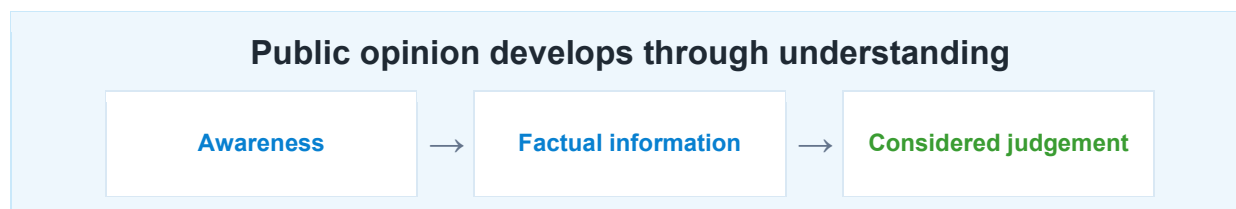
What the pattern shows

The findings indicate a hierarchy of support rather than a uniform response to every policy option. Support is highest where the reform is specific, visible and easy for respondents to understand. The central finding is the consistency with which clearly defined measures receive majority backing.

Attitudes Towards Industrial Farming

Farrowing crates and informed judgement

The farrowing crate findings indicate how views can become more defined when respondents are given factual information about a specific farming practice. Before the explanation, most respondents had not heard of farrowing crates. After reading a factual description, more favoured prohibition than permission; support for a complete ban on cages for farmed animals was higher still.



55% had not heard of farrowing crates before the explanation	51% said the law should prohibit their use for any period after reading a factual explanation
25% supported permitting some use	24% were not sure

Support for prohibiting farrowing crates by voter group

Party support cited by Opinium: Green voters 63% | Conservative voters 51% | Restore Britain UK voters 50% | Labour voters 49% | Liberal Democrat voters 49% | Reform voters 48%

63% Green voters	51% Conservative voters	50% Restore Britain UK
49% Labour voters	49% Liberal Democrat	48% Reform voters

Views after explanation

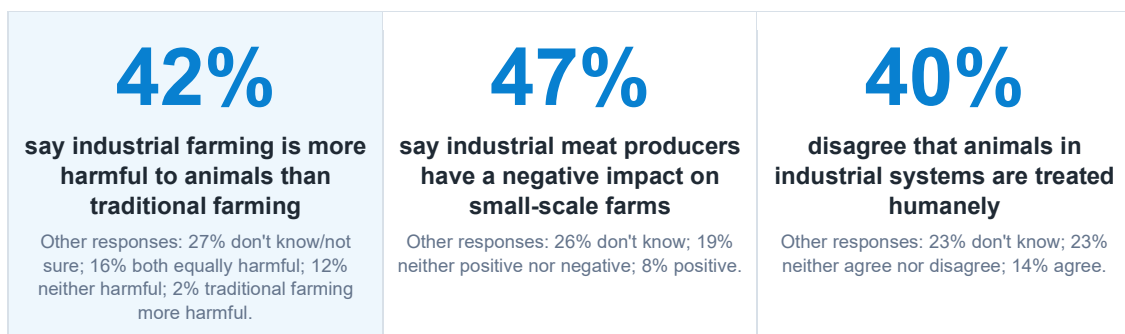


The polling does not indicate that information will always move opinion in the same direction. The finding relates to the specific issue tested. In this case, factual information about farrowing crates was followed by a more defined judgement among respondents.

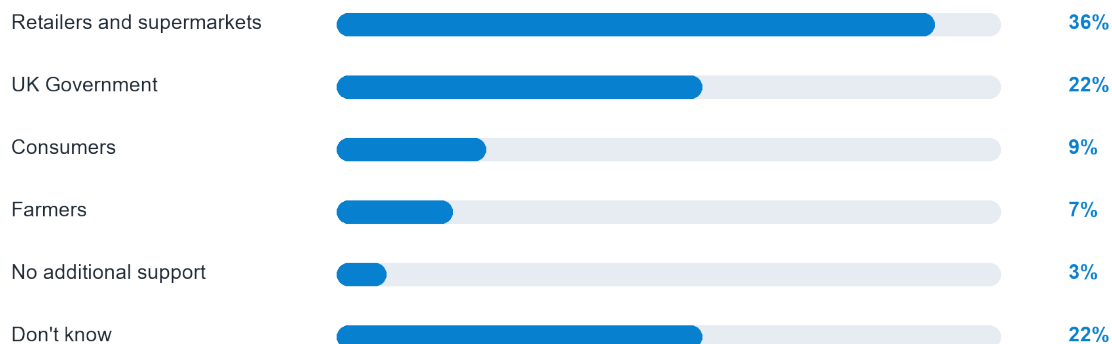
What the poll reveals about British industrial farming

Industrial farming, costs and responsibility

The polling suggests that concern about industrial farming coexists with practical views about funding higher welfare standards. Respondents do not place the burden primarily on farmers or consumers. Retailers, supermarkets and Government are selected more often as the main sources of support. The three findings below are leading or net concern measures, not majority claims: the remaining respondents are split across alternative, neutral and don't-know responses.



Main source of funding to help farmers meet higher welfare standards



Willingness to pay more for higher welfare products

Net willing to pay more; most common level is up to 5% more.



Implications for Public Policy

Five evidence-based conclusions

These conclusions are **evidence-based findings** drawn from the survey, not policy recommendations. They identify what the polling indicates for policymakers considering farm animal welfare within a wider public policy agenda.

1	A mainstream public value Farm animal welfare is a widely held public value. Eighty-seven per cent say protecting farmed animals is important, with high support across political parties.	87% important
2	Electoral upside with limited visible downside The polling suggests a party commitment to improving farm animal welfare is more likely to increase support than reduce it.	43% more likely vs 5% less likely
3	Practical reforms command the broadest agreement The survey found strongest support for clear, concrete reforms, including stronger welfare laws, welfare labelling and non-stun slaughter labelling. Import restrictions receive lower but still net-positive support.	70%, 76%, 69%, 52%
4	Information can sharpen opinion Most respondents had not heard of farrowing crates before the survey. After a factual explanation, more supported prohibition than permission; 57% supported a complete ban on cages for farmed animals.	55% not heard; 51% prohibit
5	The public expects shared responsibility Respondents do not place the cost of higher welfare mainly on farmers or consumers. Retailers and supermarkets are the most selected funding source, followed by Government; net willingness to pay more is also recorded.	36% retailers; 22% Government

Overall, the polling indicates broad support for practical, evidence-led approaches rather than evidence of a narrow campaign constituency.

Source: Opinion polling for Conservative Animal Welfare Foundation. Fieldwork: 24-26 June 2026 via online panel. Base: 2,050 UK adults, weighted to be nationally and politically representative of the UK population. Figures rounded.