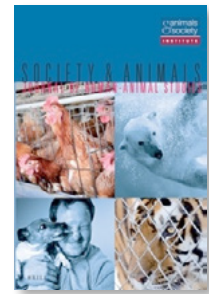


ENGLISH TEXTS

Short Written Texts (Journals)

Loveridge, Alison. 'Changes in Animal Welfare Views in New Zealand: Responding to Global Change'. *Society & Animals*, Volume 21, Issue 4 (2013). Extracts from pp. 325-340.



In 2008, participants were asked "Using a scale of 1-5... how much do you agree or disagree with the following statements":

- In general farmed animals that live outside are healthier and have a better life
- Most farmers treat their animals well
- Most farmers put caring for animals ahead of making money

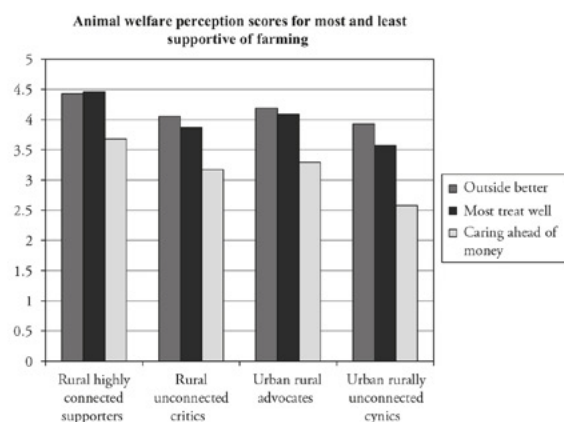


Figure 1. General public and farmers compared in *Beliefs and Values*. Compiled from Supplementary Tables (Ministry of Agriculture and Forestry & UMR Research, 2008b, pp. 50–52 and of Agriculture and Forestry & UMR Research, 2008c, pp. 48–50)

Aggregate scores of people in the most and least connected categories did show differences in their views on farmers' relationship with their animals when the mean scores were calculated (See Figure 1). On a scale of 1 to 5 (where 5 = strongly agreed to the statement), most agreed. Differences in opinion on animals living outside were smallest, with urban people with least rural connection having only an average score 0.5 lower than that of the highly connected rural subgroup. The difference on whether most farmers treat their animals well was slightly larger at 0.89, and the largest difference was on putting caring for animals ahead of money at 1.1. All groups were less likely to accept that farmers put caring for animals ahead of money than that most farmers treat their animals well. Rural people's views were less diverse than those of urban people (Ministry of Agriculture and Forestry & UMR Research, 2008a).

In general views have changed over time, but urban-rural differences have not disappeared; in several areas they have increased. All groups expressed high rates of concern over self-selected normal farming practices, but these are now of more concern to the rural rather than the public sample. The results can only be indicative because of differences in the questions and samples. With pig farming, while relative concern has increased, the urban-rural gap has narrowed. Responses regarding insufficient food and water and inhumane transport show less concern over time but a slightly greater rural shift. Freedom to move around was given higher value, and if the low baseline for pigs is taken into account, the gap between farm and rural views appears to be closing on this issue.