



Animal Welfare Institute

900 Pennsylvania Avenue, SE, Washington, DC 20003

Survey of Consumer Attitudes About Conventional Turkey Production Practices

In October 2021, the Animal Welfare Institute commissioned a national web-based survey of adult American attitudes about poultry purchasers' attitudes on conventional turkey production practices. The following are among our findings:

A majority of poultry purchasers* view the following conventional turkey production practices as totally or somewhat unacceptable:

- **70%** find it unacceptable that **producers do not allow turkeys access to fresh air and sunlight**
- **64%** find it unacceptable that **producers confine turkeys indoors for their entire lives**
- **63%** find it unacceptable to **subject turkeys to physical alterations, like beak trimming, without providing pain relief**
- **61%** find it unacceptable to **expose turkeys to continuous, artificial light for 20 hours a day**
- **61%** find it unacceptable to **raise turkeys with growth promoters or non-therapeutic antibiotics**

*those who purchase fresh, frozen, or processed poultry products at least one time per month.

This survey was conducted online within the United States by The Harris Poll on behalf of the Animal Welfare Institute from October 12–14, 2021, among 2,019 US adults ages 18 and older, among whom 1,744 purchase fresh/frozen/processed poultry products at least once a month or more. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup samples sizes, please contact dena@awionline.org.