



## New Study Reveals Beliefs About Chickens and Fishes Around the World

*Many beliefs are consistent across countries, but important differences remain, underscoring the need for careful consideration of local contexts in animal advocacy campaigns.*

**Olympia, Wash. (January 26, 2022)** — Over 68 billion chickens and 97 million tons of fish are [slaughtered globally](#) each year, but research has shown that they receive little public attention or empathy. To understand this issue, research organization [Faunalytics](#) in collaboration with [Mercy for Animals](#) has released a new study showing what the peoples of Brazil, Canada, China, and India think about chickens and fishes, and whether they are willing to take action to improve their welfare.

This crucial [study](#) not only uncovers what people in these specific countries believe about chickens and fishes, but also identifies which beliefs are associated with specific “animal-positive behaviors” — for example, willingness to reduce one’s chicken and fish consumption or sign a petition for welfare reform.

Most people across countries believe that chickens are capable of pain, communication, and negative emotions. Fish are also largely viewed as beautiful, can communicate with each other, and feel pain. There are also beliefs that differ widely across countries, such as the belief that fish need room to explore and exercise, which was less common in India than in most of the countries surveyed.

A Few Key Findings:

- **In Brazil**, about 70% of people were willing to sign a welfare petition for improved conditions without needing to be convinced of the initiative’s importance.
- **In Canada**, the beliefs that had the largest correlations with signing a pledge to reduce chicken consumption were that chickens are loving, chickens play, chickens are beautiful, and most chickens are raised inhumanely.
- **In China**, support for improvements to the quality of life for fishes and chickens is nearly unanimous. Those seeking to improve the conditions of animals have a strong base of support among the public.
- **In India**, the large majority of people believed that chickens and fishes have the ability to experience pain; however, less than 60% of people believed that chickens and fishes need room to explore and exercise.

“In total, the four countries considered in this research account for over 40% of the global chicken slaughter and more than a quarter of global fish slaughter,” **said Zach Wulderk, Faunalytics’ Research Scientist and the study’s lead author.** “Considering which beliefs a particular population holds should be a key consideration for any animal advocate. By comparing the country-level findings described in this report, we can observe similarities and differences in beliefs across countries.”

Visit the individual study results to learn the research findings and recommendations for advocates in specific countries. The first study of this series on Chickens and Fish focused on the U.S. and is included here as well. Results are available in English and translated in their respective languages as well:

- **Brazil:** <https://faunalytics.org/chicken-and-fish-2-brazil>
- **Canada:** <https://faunalytics.org/chicken-and-fish-2-canada>
- **China:** <https://faunalytics.org/chicken-and-fish-2-china>
- **India:** <https://faunalytics.org/chicken-and-fish-2-india>
- **U.S.:** <https://faunalytics.org/chicken-and-fish-1>

“These findings help us better understand how people in different countries view chickens and fishes and will ultimately allow us to advocate more effectively for these animals .” **said Courtney Dillard, Social Change Researcher at Mercy For Animals.**

This report is part of Faunalytics’ original research collection, which provides rigorous scientific data to inform the animal protection movement. This report is the second in a four-part series of research Faunalytics will be releasing on beliefs about chickens and fishes. The [first study](#) focused on the U.S. A complete list of Faunalytics’ recent and upcoming original studies is available [here](#).

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**About Faunalytics**

Faunalytics is a 501(c)(3) nonprofit organization that empowers animal advocates with access to research, analysis, strategies, and messages that improve their effectiveness to reduce animal suffering. For more than 20 years, Faunalytics has conducted and disseminated original research that delves into essential animal advocacy issues. Faunalytics also houses the world’s largest collection of opinion and behavior research on animals and offers pro-bono support to other animal advocacy organizations looking to increase their impact. Faunalytics has been named a Top Charity by Animal Charity Evaluators. For more information, visit [www.faunalytics.org](http://www.faunalytics.org).