Ipsos MORI

Views on Animal Experimentation

10 March 2010

BIS | Department for Business Innovation & Skills

Legal notice

Contents

Introduction

Introduction

This report presents the findings of a survey on public attitudes towards animal experimentation and awareness of the work of the National Centre for the Replacement, Refinement and Reduction of Animals in Research (NC3Rs). The research was conducted by Ipsos MORI on behalf of the Department for Business, Innovation and Skills (BIS). Ipsos MORI has been conducting research among the general public on the subject of animal experimentation since 1999. In previous years the work has been carried out on behalf of the Medical Research Council (in 1999), *New Scientist* magazine (in 1999), the Coalition for Medical Progress (in 2002 and 2005), the Department of Trade and Industry (in 2006), BERR (in 2007) and BIS (in 2008).

Methodology

The questions were placed on Ipsos MORI's Omnibus. A nationally representative quota sample of adults aged 15 and over was interviewed throughout Great Britain. Seven new questions were added this year on awareness of the work of the NC3Rs. These were placed on a separate wave of the Omnibus (i.e. asked of a different, matched sample of British adults) in order to remove the possibility of respondents' answers to the animal experimentation questions being influenced by the questions on awareness of the work of the NC3Rs, and vice versa.

Details of the two waves were as follows:

- Tracking questionnaire: 988 interviews conducted across 172 sampling points
- New questionnaire (NC3Rs): 959 interviews conducted across 172 sampling points

All interviews were conducted face-to-face in respondents' homes, using CAPI (Computer Assisted Personal Interviewing) between 11 and 21 December 2009. The

data have been weighted by gender, age, location, and social class, to reflect the known population profile of Great Britain[1].

The fieldwork for the previous seven studies (6 of which have trend questions with the current one) took place on the following dates:

- 11 – 16 December 2008;
- 29 November – 7 December 2007;
- 7 – 12 December 2006;
- 20 – 24 January 2005;
- 8 – 24 April 2002;
- 1 – 26 September 1999 (on behalf of the Medical Research Council); and
- A different set of questions were asked on 5 – 8 March 1999 (on behalf of *New Scientist* magazine).

Reporting

The figures quoted in the charts are percentages, and the base size from which the percentage is derived is indicated at the foot of the chart. A circle around a figure denotes the fact that there is a statistically significant difference between that figure and the corresponding figure from the 2008 survey. This is only applicable where questions had previously been asked. In the text, where differences have been referred to (e.g. between 2008 and 2009), these are statistically significant differences.

Please note that percentages for sub-samples or groups need to differ by a certain number of percentage points for the difference to be statistically significant. The number will depend on the size of the sub-group sample and the percentage finding itself. Further explanation and an example are given in the appendix entitled "Statistical Reliability".

[1] The computer tables give an unweighted column and row of data, to enable comparison with the final, weighted results.

When an asterisk (*) appears in charts, this indicates a percentage of less than half, but greater than zero. Where percentages do not add up to 100% this can be due to a variety of factors – such as the exclusion of ‘Don’t know’ or ‘Other’ responses, multiple responses or computer rounding.

Publication of Data

This research has been conducted in compliance with the Market Research Society Code of Conduct, which also applies to any use of the data. Ipsos MORI's clearance is necessary for the use of any copy or data derived from Ipsos MORI research whether for publication, web-siting or press releases. This is to protect our client's reputation and integrity as much as our own. We recognise that it is in no-one's best interests to have survey findings published which could be misinterpreted or could appear to be inaccurately, or misleadingly, presented.

Summary of Findings

Summary of Findings

Attitudes towards Regulation of Animal Experimentation

Public views on the regulation of animal experimentation have become slightly more sceptical than was the case in 2008, although it is important to note that there has also been a general trend towards the middle ground. Specific changes include:

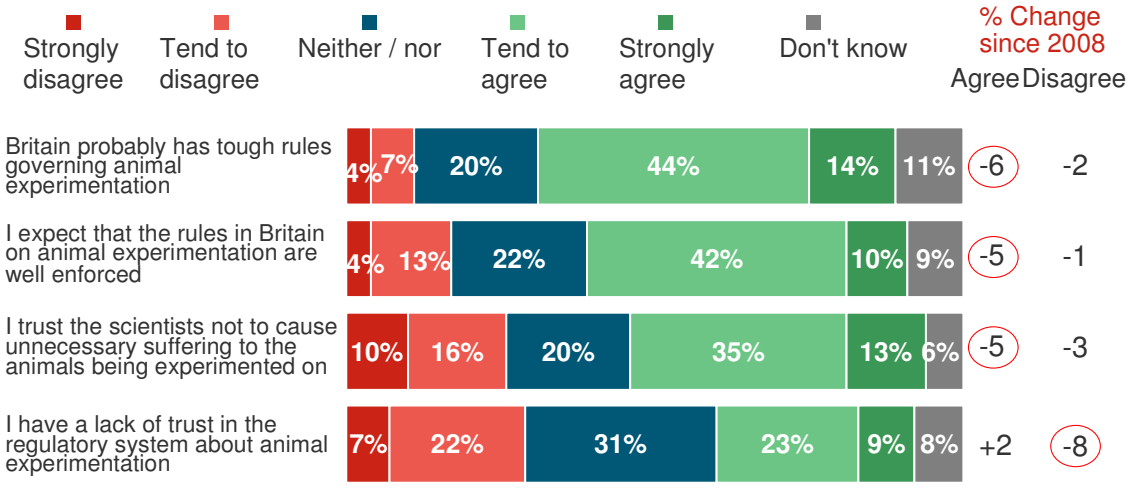
- Lack of trust in the regulatory system remains consistent with 2008 findings; one in three (32%) British adults say they have a lack of trust in the regulatory system compared to 30% a year ago. However, the proportion disagreeing with this statement (i.e. who have trust in the regulatory system) has fallen by eight percentage points – and this is one of the statements showing a large shift in opinion.

- Fewer agree that the rules governing animal experimentation in Britain are tough (a fall of six percentage points to 58%), that they are well enforced (down by five percentage points to 52%), and that they trust scientists not to cause unnecessary suffering (a fall of five percentage points to 48%).

- However, this is largely because more people are neutral about these issues than in 2008. There has been no corresponding increase in the proportion disagreeing with these statements. Instead, there is a movement towards the middle ground. The proportion neither agreeing nor disagreeing that they have a lack of trust in the regulatory system has risen by five percentage points, as it has for trust that scientists will not cause unnecessary suffering, and that the rules governing animal experimentation are probably tough. On the issue of whether the rules on animal experimentation are well enforced, there has been a seven percentage point increase in neutrality.

Changes in Attitudes to Regulation since 2008

Q How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?

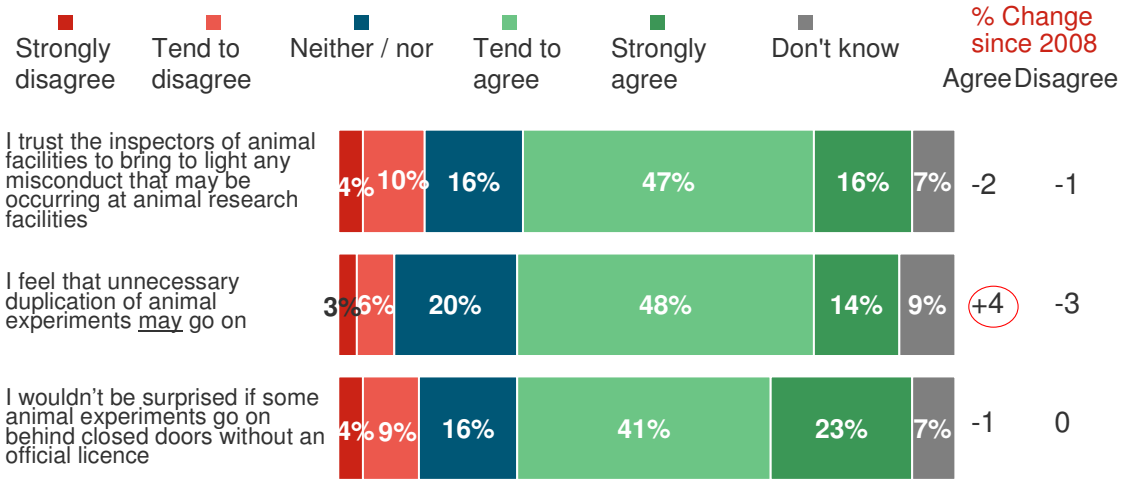


Ipsos MORI Base: 988 British adults, 11-21 December 2009

As in 2008, around two-thirds of British adults (63% in 2009) trust the inspectors of animal facilities to uncover any misconduct that may be occurring, while one in seven would disagree. However, 62% agree that unnecessary duplication of animal experiments may be taking place. This is a four percentage point increase on 2008, although around the same level as in 2007 (60%). Furthermore, 65% say they would not be surprised if some animal experiments go on behind closed doors without an official licence, consistent with views in 2006 and 2008. A slightly higher proportion (69%) held this view in 2007.

Public Views on Regulation have remained constant in some respects

Q How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?



Ipsos MORI Base: 988 British adults, 11-21 December 2009

- ABs[2] are least likely to agree that they have a lack of trust in the regulatory system (25% versus 32%), while tabloid readers are more likely than average to agree (46% versus 32%).
- ABs are also more likely to expect Britain to have tough rules governing animal experimentation (67% versus 58% overall), and that they are well enforced (61% versus 52% overall).
- People living in the Midlands are more likely to believe that unnecessary duplication of experiments may go on.

[2] Please see Appendices for social class definitions.

Acceptance of Animal Experimentation

Conditional acceptance of animal experimentation is defined as the proportion who accept that experiments can be conducted on animals, provided that one or more of the following four conditions are met:

A) Can accept animal experimentation so long as it is for medical research purposes (70%);

C) Can accept animal experimentation as long as there is no unnecessary suffering to the animals (71%);

J) Agree that animal experimentation for medical research purposes should only be conducted for life-threatening diseases (50%);

L) Agree with animal experimentation for all types of medical research, where there is no alternative (68%).

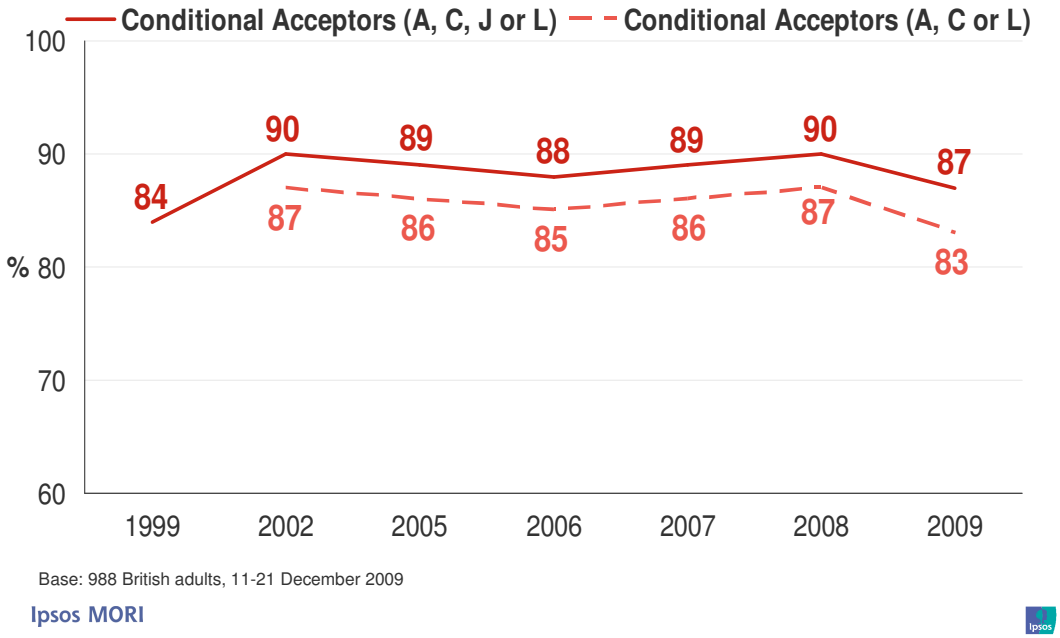
Conditional acceptance was examined in two ways. Firstly, by agreement with any of the four conditions above, and secondly by agreement with any of statements A, C or L. (Please note that it is possible for respondents to have agreed with one statement and disagreed with another).

The following proportions of conditional acceptors exist in 2009:

Conditional Acceptors (agree with any of statements A, C, J or L):	**87%**
Conditional Acceptors (agree with any of statements A, C or L):	**83%**

This represents a slight decrease since 2008; the proportion who can be defined as conditional acceptors by the first of the two measures above has fallen by three percentage points, while it has decreased by four percentage points on the second. However, long-term trends are relatively consistent, as indicated by the following chart.

Long-term, conditional acceptance of animal experimentation remains relatively consistent



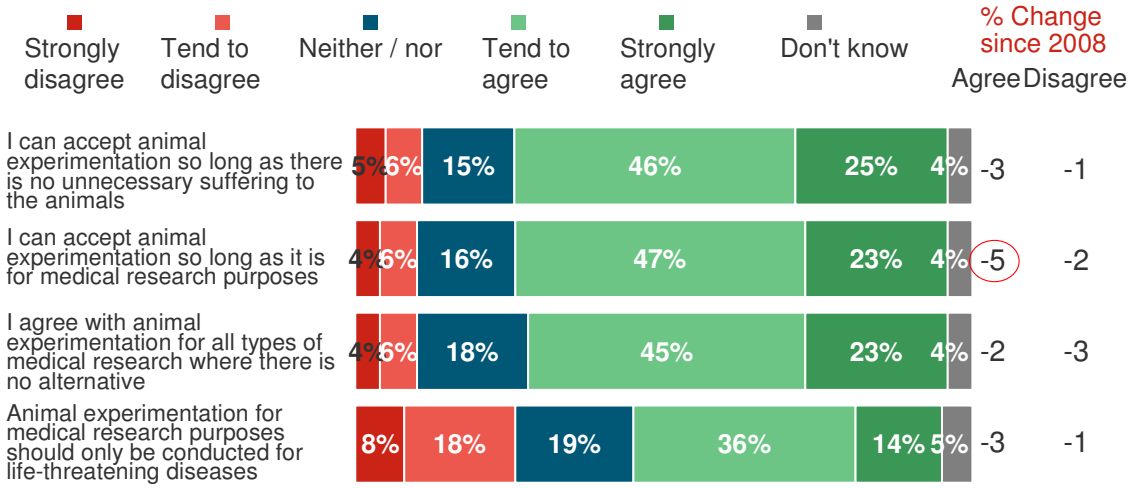
N.B. measurement of conditional acceptance including statements A, C or L commenced in 2002.

When looking at each of the four individual questions, the results show a general movement towards neutrality which reinforces the overall trend of 2009. Fewer would accept animal experimentation as long as it is for medical research purposes (70%, down by five percentage points), whereas a greater proportion can not say either way (16%, an increase of six percentage points).

The only other statistically significant change since 2008 is that more people neither agree nor disagree that they support animal experimentation for medical research where there is no alternative (18%, an increase of four percentage points).

Proportion of Conditional Acceptors of animal experimentation remains fairly constant

Q How strongly do you agree or disagree with these more general statements about animal experimentation?



Ipsos MORI Base: 988 British adults, 11-21 December 2009

Those in social grade AB are more likely to be conditional acceptors of animal experimentation than overall (93% versus 87%).

Unconditional acceptors[3] are defined as those who agree with one or both of the following statements:

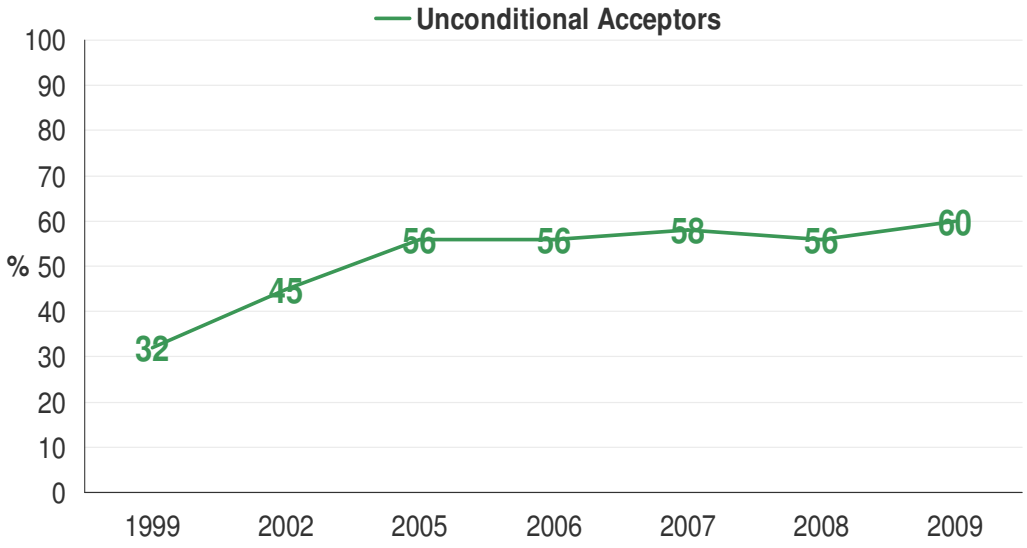
G) It does not bother me if animals are used in experimentation (21%);

M) I agree with animal experimentation for all types of research where there is no alternative (56%).

[3] Please note that, because it is possible for respondents to have agreed with one or more of the conditional acceptor statements and one or more of the unconditional acceptor statements, it is possible for the same respondent to be a conditional and an unconditional acceptor.

Three in five British adults (60%) are unconditional acceptors, a slight rise when compared to 2008 (56%), and higher than at any point since 1999, as indicated in the chart below.

Long-term, the proportion of unconditional acceptors has grown



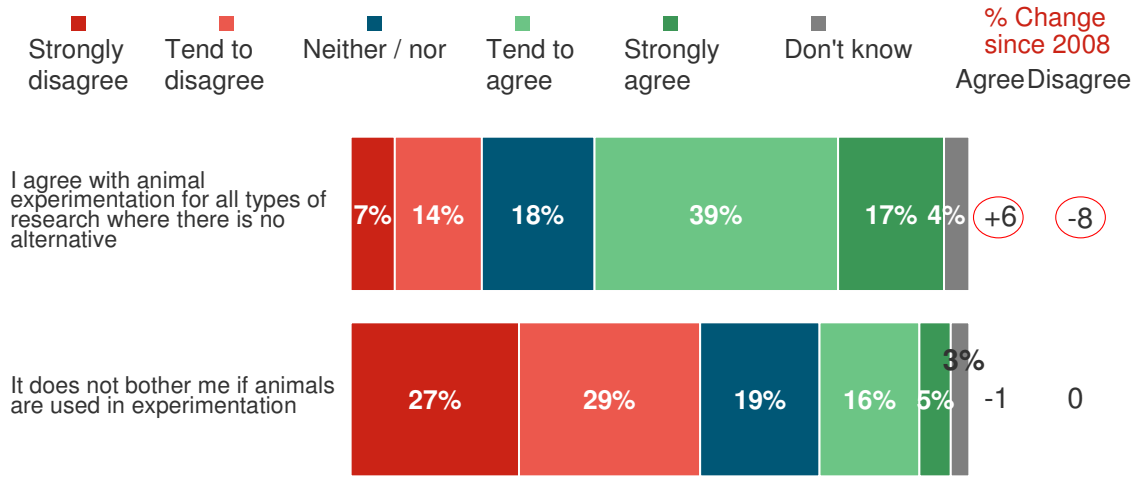
Base: 988 British adults, 11-21 December 2009

Ipsos MORI

A higher proportion of adults agree with animal experimentation for all research, where no alternatives exist (56%, an increase of six percentage points, with a corresponding fall in disagreement of eight points, one of the largest in the study). One in five (21%) say they are not bothered if animals are used in experimentation, in-line with findings a year ago.

Proportion of Unconditional Acceptors has risen slightly

Q How strongly do you agree or disagree with these more general statements about animal experimentation?



Ipsos MORI Base: 988 British adults, 11-21 December 2009

When these findings are considered in the context of the survey results overall (which indicate greater neutrality on certain issues[4]), it leads us to suggest conducting some qualitative research to examine the public's underlying feelings. It is difficult, without qualitative work, to know whether the general trend suggests that adults overall are less bothered about the issue of animal experimentation (though on this agree/disagree statement, the findings were similar in 2009 to 2008), or whether, when there are no alternatives, they are actively more supportive of it.

[4] Such issues as: degree of trust in the regulatory system; trust that scientists will not cause unnecessary suffering; belief that the rules governing animal experimentation are probably tough; and are well enforced.

If British adults are less bothered, it would explain their increased neutrality on certain statements. The quantitative data indicates that both factors are at play – being generally less bothered/more neutral, and more supportive if there is no alternative.

As was the case in 2008, men are more likely to be unconditional acceptors than women (64%, compared with 56%).

Objectors to Animal Experimentation

Objectors are those who agree with one or both of the following statements[5]:

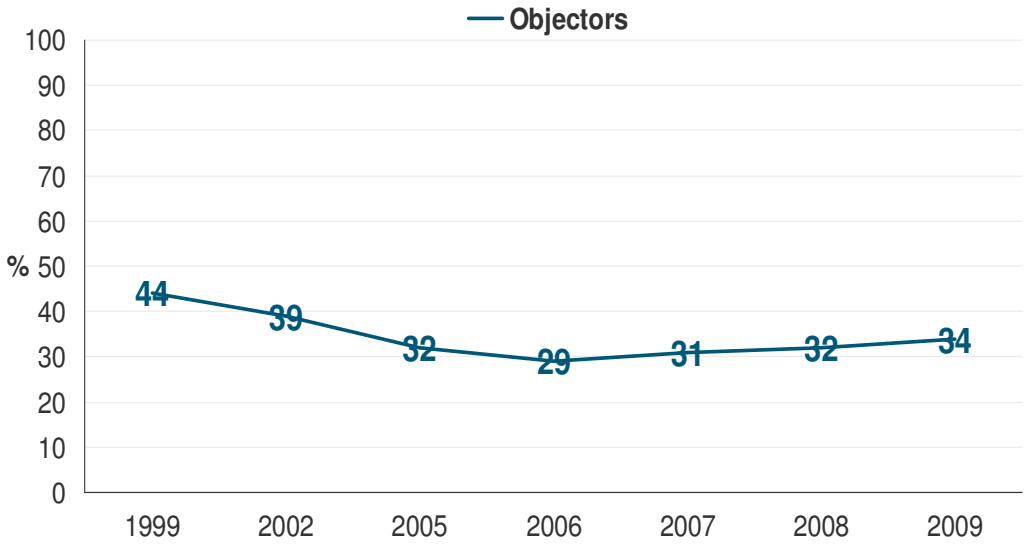
E) I do not support the use of animals in any experimentation because of the importance I place on animal welfare (29%);

K) The Government should ban all experiments on animals for any form of research (19%).

[5] Please note that the statements used to calculate acceptance and opposition are not mutually exclusive. It is possible for respondents to have agreed with one or more of the conditional acceptor statements and also one or more of the unconditional acceptor statements while also agreeing with one or more of the objector statements. In this case, the same respondent can be a conditional acceptor, an unconditional acceptor and an objector.

Public objection to animal experimentation in 2009 (34%, as defined above) has not changed significantly since 2008 (32%), although it continues a gradual trend upwards from a low of 29% in 2006, as indicated below.

Long-term, the proportion of objectors has fallen but since 2006 has shown signs of an increase



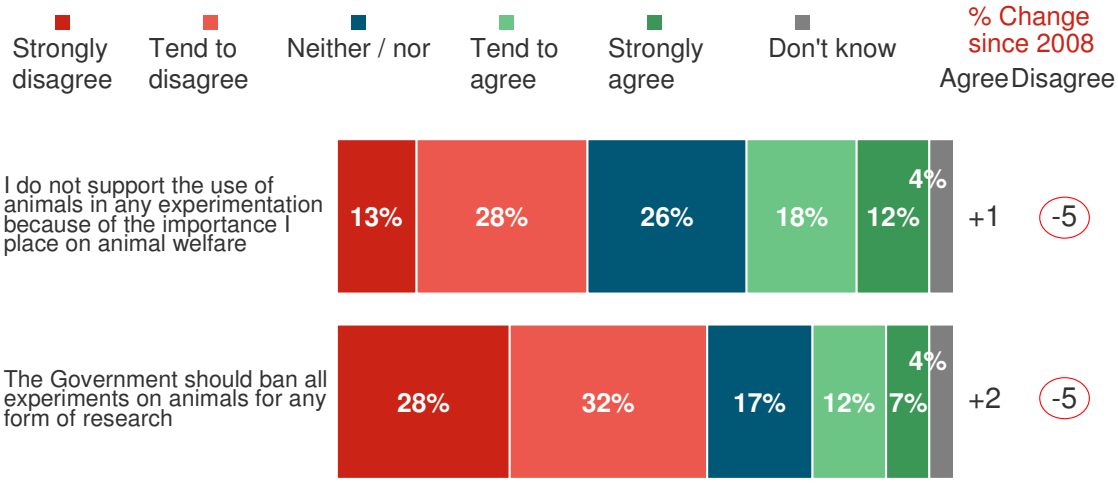
Base: 988 British adults, 11-21 December 2009

Ipsos MORI

However, fewer people now disagree that the Government should ban all forms of experiments on animals (59%, down five percentage points since 2008) or that they object to animal experimentation due to their beliefs regarding animal welfare (41%). Women and social grades D/E are more likely to be objectors (38% and 47%).

A third of British adults object to animal experimentation

Q How strongly do you agree or disagree with these more general statements about animal experimentation?



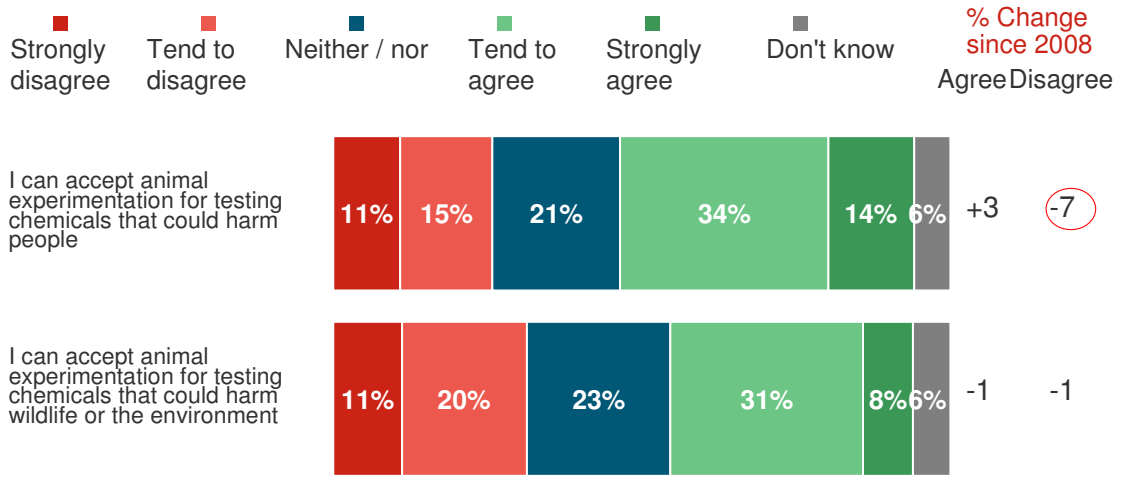
Ipsos MORI Base: 988 British adults, 11-21 December 2009

Views on Animal Experimentation for Non-Medical Purposes

As has been the case in previous years, people are generally more likely to accept experimentation for testing chemicals that could harm people (48% agree that they can accept it in this instance), rather than for testing chemicals that could harm wildlife or the environment (39% agree). Furthermore, fewer disagree with the former than was the case in 2008 (a decrease of seven percentage points).

British adults are more willing to accept animal experimentation for human rather than environmental benefits

Q How strongly do you agree or disagree with these more general statements about animal experimentation?



Ipsos MORI Base: 988 British adults, 11-21 December 2009

Attitudes towards the Activities of Animal Rights Organisations

Overall, the majority of British adults think it is acceptable for animal rights organisations to hand out leaflets (70%), organise petitions (63%), or ask people to put a protest sticker or poster in their window (61%) when they are protesting about the use of animals in research. Approaching two in five (38%) believe it is acceptable to organise a demonstration or protest outside research laboratories.

Conversely, more than half find setting up road blocks (55%) or verbally harassing people (58%) unacceptable, while half (50%) believe it is not acceptable to free animals. Fewer than half a per cent of British adults condone the use of violence or

terrorism when protesting about the use of animals in research, and more than seven in ten in each case actively describe this as not acceptable.

There have been some marked shifts in views of acceptability since 2008 with a trend towards ambivalence (as seen elsewhere in these findings). This is both with regard to those activities which are deemed acceptable (for an animal rights organisation to do, if it was protesting about the use of animals in research), and those unacceptable. Of the top 5 forms of acceptable and unacceptable protest, fewer people select each of them when compared with 2008. The most significant changes are as follows:

- The proportion who believe writing letters is acceptable has fallen by 18 points;
- The proportion who believe handing out leaflets is acceptable has fallen by 14 points; and
- The proportion who believe verbal harassment is unacceptable has fallen by 14 points.

It is also worth noting that the proportion saying none of the stated forms of protest are acceptable has risen (from 2% to 5%), as has the proportion saying none of them are unacceptable (3% to 5%). There has also been a rise in the number responding ‘don’t know’.

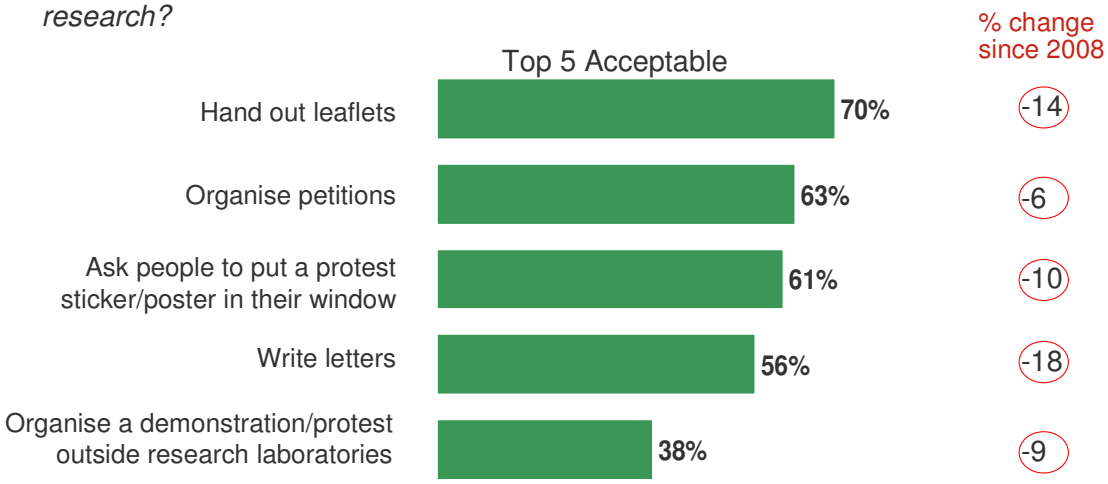
These shifts in the findings are possibly linked to the increase in neutrality which we have seen elsewhere in the research findings such as the acceptance of animal experimentation for medical research purposes. Additionally, there are signs that animal experimentation is a less salient issue in 2009 than 2008 among British adults.

One underlying factor which may help explain, or at least be contributing to, this trend is the decrease in the degree to which British adults feel informed about science and scientific research or developments. This perceived lower level of knowledge may contribute to a higher proportion of British adults feeling less able to express an opinion on matters relating to animal research, including on issues of acceptability of different forms of protest. Furthermore, fieldwork for this study took place about 12 months after the onset of the economic recession, when (as Ipsos MORI's Issues Index has demonstrated) the public's concern for the economy rose sharply. This too could have served to create a fall in salience of the forms of protest question.

NB: This sequence of questions was also asked of the public in 2002. However, in 2006, one of the categories from the 2002 question (Send 'hate mail'/write letters) was split into two categories. As a result, the list of options presented to respondents was one category longer in 2006 onwards, than in 2002. It is possible that this may have influenced responses to all the categories from 2006 onwards. This may explain the large differences between some of the categories in 2002 and 2006, which are not evident when comparing 2006 to 2007, 2008 or 2009 data. Therefore, we recommend that the data for 2006 onwards (for any category) not be compared with the 2002 data.

Top 5 most acceptable forms of protest against animal experimentation

Q Which, if any of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

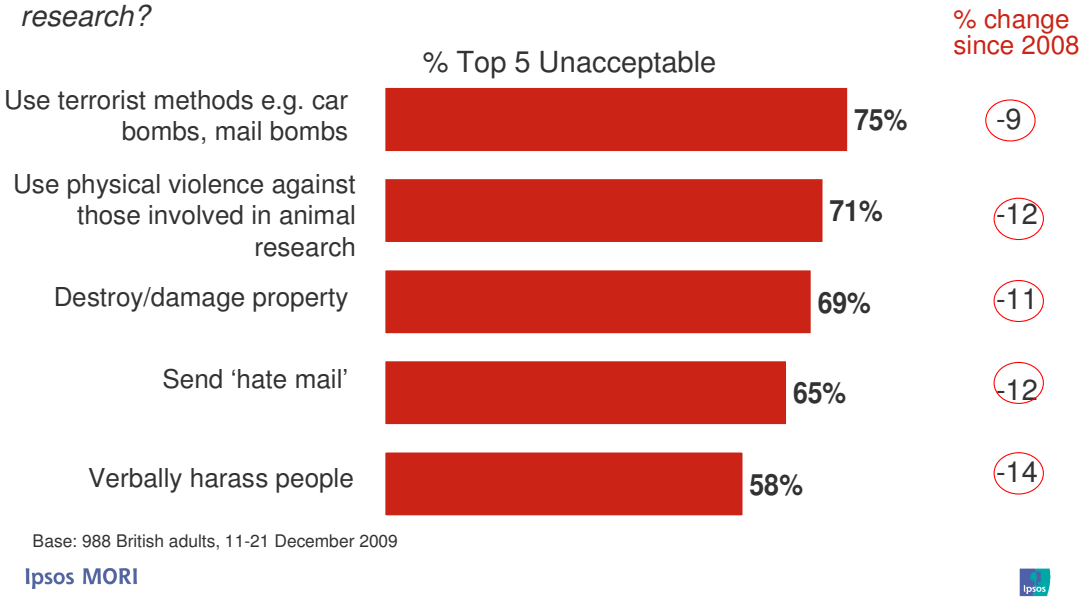


Base: 988 British adults, 11-21 December 2009

Ipsos MORI

Top 5 most unacceptable forms of protest against animal experimentation

Q Which, if any, of the following do you feel are unacceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?



Base: 988 British adults, 11-21 December 2009

Ipsos MORI

General Views on Science and Scientific Research

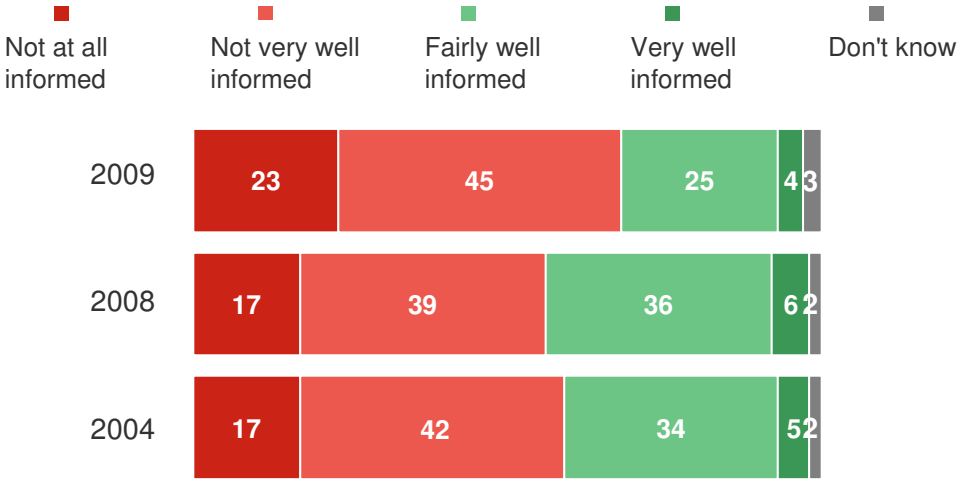
Two further questions were asked which examined more general attitudes to the role of science and research in society amongst British adults. These were also included in some previous surveys, including the same survey in 2008, 'Science in Society' in 2004[6], and in a 2002 MORI survey entitled 'Attitudes to Social Issues', on behalf of the University of East Anglia.

Approaching three in ten British adults feels informed about science and scientific research or developments (29%), compared with a far greater proportion (42%) a year ago, and the 2009 figure is also lower than in 2004. Levels of those who feel very well informed (4%) are consistent with 2008 (6%). However, the proportion who feel fairly well informed has dropped by 11 percentage points to one in four (25%). Almost one in four considers themselves to be not informed at all about science and scientific research, an increase of six percentage points in a year.

[6] Source: MORI/OST. Results are based on interviews with 1,831 adults aged 16+ across the United Kingdom. Interviews were conducted face-to-face between 20 September – 21 November 2004.

The public does not feel informed about science and less so than in previous years...

Q How well informed do you feel, if at all, about science and scientific research/developments?



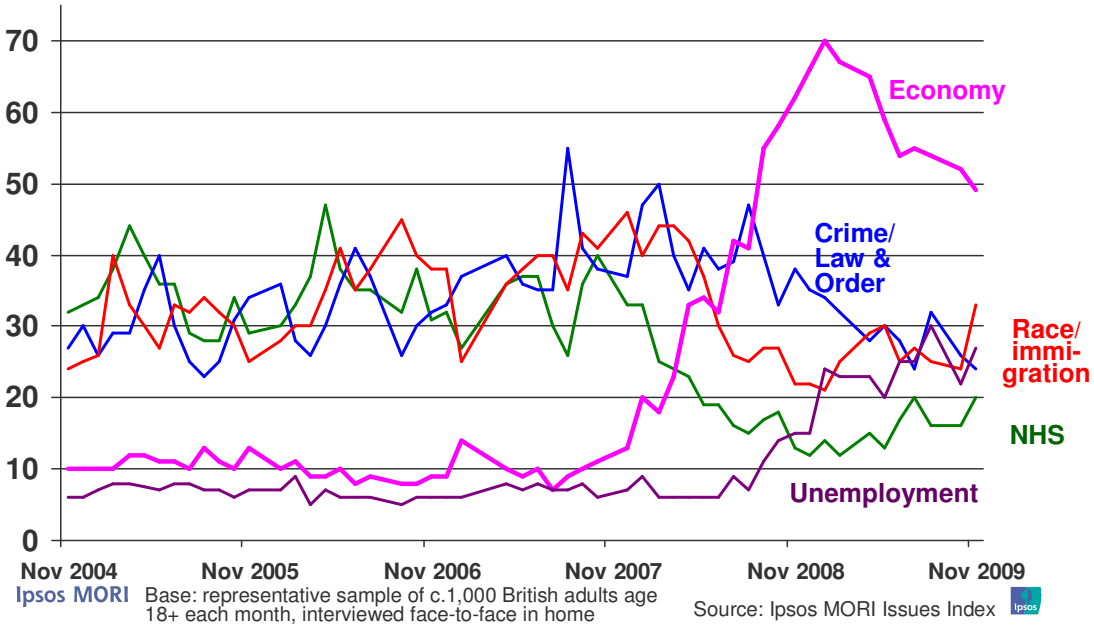
2009 Study - Base: 988 British adults, 11-21 December 2009
2008 Study – Base: 1,014 British adults, 11-16 December 2008
2004 Study – Base: 1,831 British adults, 20 September – 24 November 2004. *OST Science & Society Survey*

Ipsos MORI

These differences could be a delayed reaction to the particularly difficult economic period which Britain experienced from the last quarter of 2008 to 2009. Spontaneous concern for the economy (on Ipsos MORI's Issues Index, shown on page 24) grew from 2008 onwards, and remains higher today than at any point between 1997 and 2007. With this kind of surge in a particular area of public opinion it is often coincided by a drop in prominence of other issues, such as crime and race relations/immigration, or indeed, science. This pattern was observed 20 years ago on Ipsos MORI's Issues Index at the onset of the economic recession in 1990 – where spontaneous concern for the environment dropped off sharply and remained low and is still below 10% today - from a peak of 35% in 1989. (This had previously peaked in 1989, to be on a par with concern for the NHS/health, to joint top position).

Issues Facing Britain: Long Term Trends

What do you see as the most/other important issues facing Britain today?



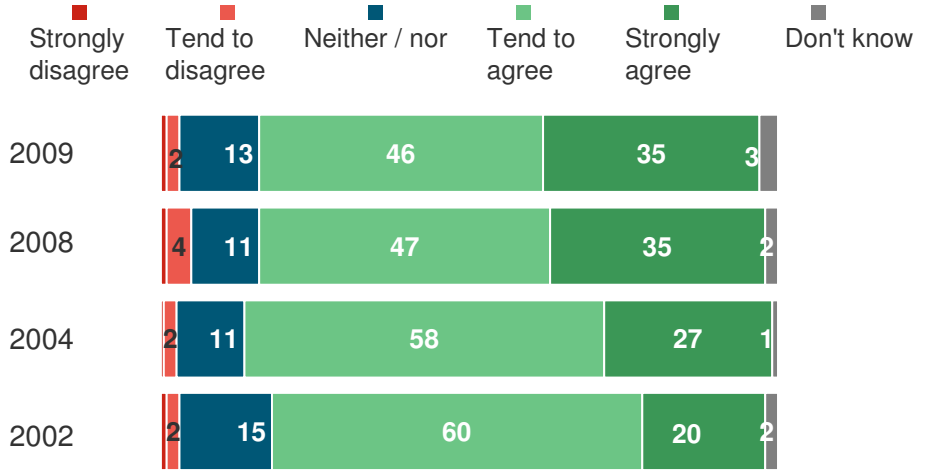
Women are less likely to consider themselves informed about science and research issues than men (25% feel informed, compared with 33% of men). Those in social grade AB are more likely to feel informed (45%) than other social grades.

However, although fewer feel informed than in previous years, views towards the positive effect that science has on society remain consistently high (81% agreeing that it does). Only two per cent of British adults surveyed explicitly disagreed that science makes a good contribution to society. These findings do not differ significantly from those in 2002 or 2004, which suggests that the public continues to value science, even if they do not feel particularly well informed about it.

ABs, the social grade most likely to feel informed about science, are also most likely to believe it makes a positive contribution to society (87%).

...But they continue to believe science makes a good contribution to society

Q How strongly do you agree or disagree with the following statement about science…? Science makes a good contribution to society.



2009 Study - Base: 988 British adults, 11-21 December 2009
2008 Study – Base: 1014 British adults, 11 – 16 December 2008
2004 Study – Base: 1,831 British adults, 20 September – 24 November 2004. *OST Science & Society Survey*
2002 Study – Base: 1,547 British adults, 6 – 30 July 2002. *UEA Social Issues Survey*

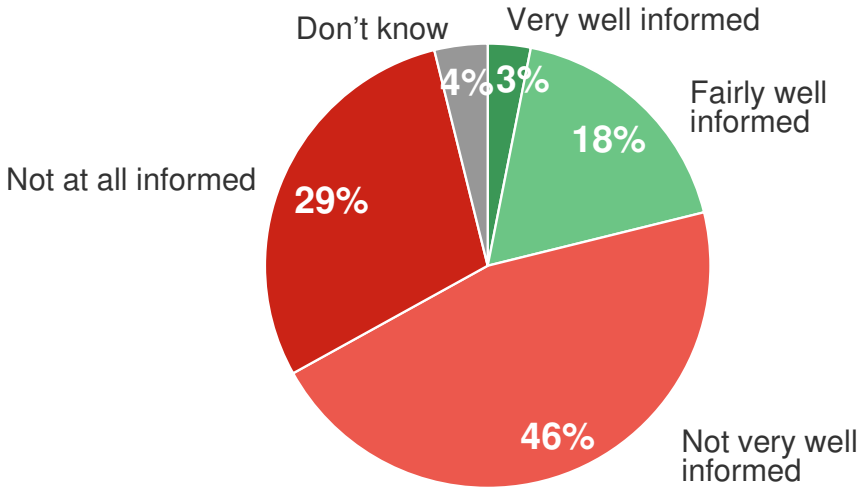
Ipsos MORI

Awareness of efforts to find alternatives to using animals in experimentation and improving their welfare

Three-quarters of British adults (75%) do not feel informed about the alternatives that exist to using animals in experimentation for scientific research. Furthermore, over a quarter say they are not at all informed. Just one in five (21%) feels informed on this. This general lack of awareness holds true across different sections of society; there are no statistically significant differences by key demographic sub-groups.

Only one in five feel informed about alternatives to using animals in experimentation

Q. Using this card, how well informed do you feel, if at all, about efforts to find alternatives to using animals in experimentation for scientific research purposes?



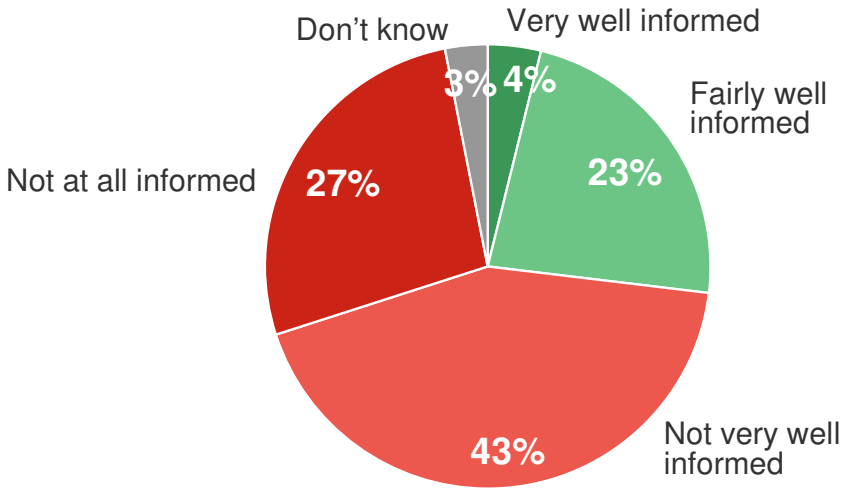
Base: 959 adults aged 15+, fieldwork dates 11 – 21 December 2009

Ipsos MORI

Awareness is slightly higher on the efforts to improve welfare of those animals used in experiments, but is still relatively low. Seven in ten (70%) do not feel informed, whereas a quarter (27%) feel very or fairly informed.

A quarter feel informed about improving animal welfare

Q. Using this card, how well informed do you feel, if at all, about efforts to improve the welfare of animals that are currently used in experimentation for scientific research purposes?



Base: 959 adults aged 15+, fieldwork dates 11 – 21 December 2009

Ipsos MORI

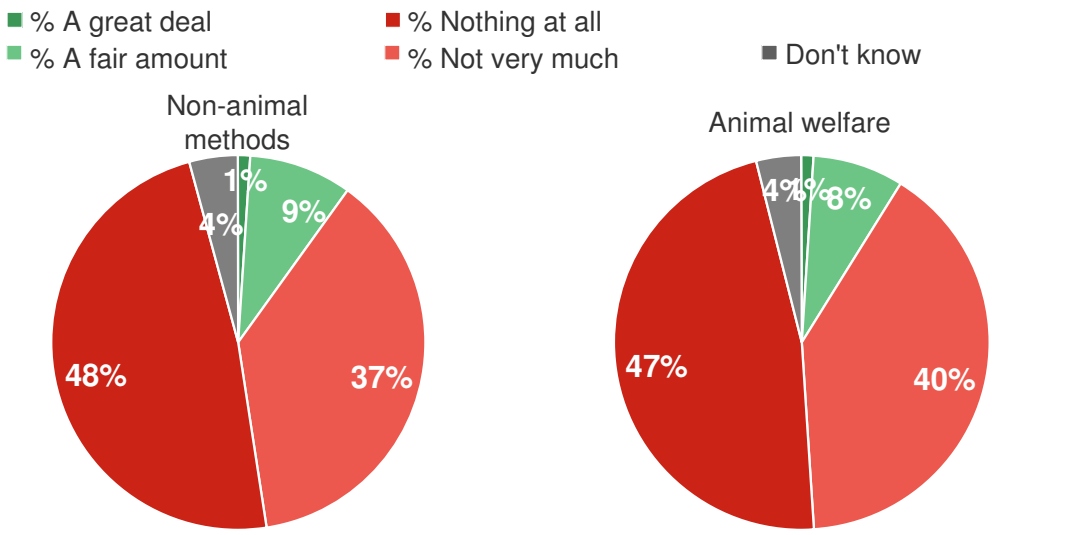
Those aged 15-34 feel least informed (76%, compared to 70% overall), while broadsheet readers are more likely than average to feel they know more on this subject (36%, compared to 27% overall).

As might be expected, given the low levels of awareness generally, very few feel they know any great detail about Government initiatives to find alternatives to using animals in scientific research and testing or initiatives to improve the welfare of those animals which are used. Just one in ten say they know a great deal or a fair amount on these subjects, while almost half say they know nothing at all. The level of awareness does not differ by key demographic groups.

Little is known about Government initiatives

Q. How much, if anything, do you feel you know about Government initiatives to develop non-animal methods of scientific research and testing?

Q. And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific research?

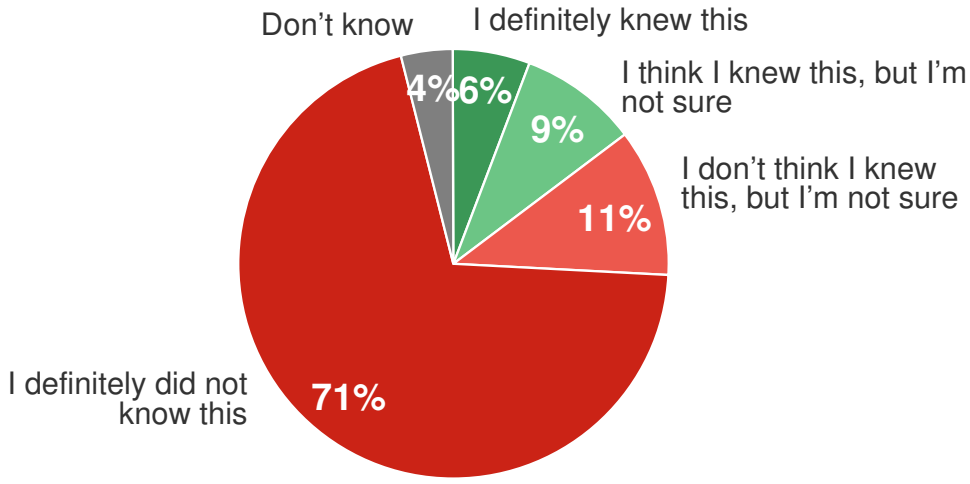


Ipsos MORI Base: 959 adults aged 15+, fieldwork dates 11 – 21 December 2009

Awareness of the existence of the NC3Rs (without giving its name but rather, describing what it does) is relatively low. One in seven (14%) know that a centre exists to reduce the number of animals used in research and improve animal welfare, although just six per cent are sure of this. Seven in ten (71%) are definitely not aware that it exists. Those who are educated to degree level or higher are most likely to definitely be aware (10%).

Awareness of the NC3Rs

Q. Before this interview, did you know that there is a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare during research, or not?



Base: 959 adults aged 15+, fieldwork dates 11 – 21 December 2009

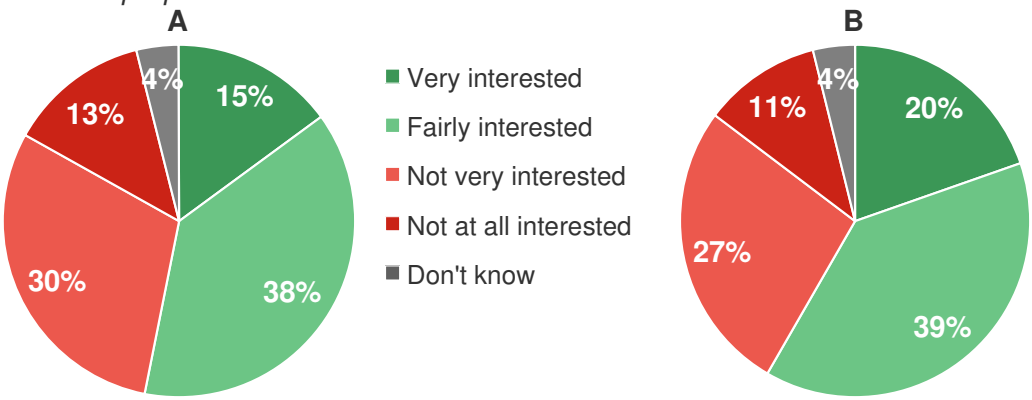
Ipsos MORI

Interest in the work of the NC3Rs

While levels of awareness of alternatives to the use of animals and the efforts to improve the welfare of the animals that are used are relatively low, there is definitely appetite among the general public for finding out more. Three in five (59%) would be very or fairly interested in knowing more about what is being done to improve animal welfare, and just over half (53%) about the alternatives that exist to using animals. Around one in ten in each case are not at all interested in these subjects.

Over half would be interested in finding out more about alternatives to using animals in experimentation / improving animal welfare

Q. How interested would you be, if at all, in finding out more about each of these things that I am about to read out?
a) Efforts to find alternatives to using animals in experimentation for scientific research purposes
b) Efforts to improve the welfare of animals in experimentation for scientific research purposes



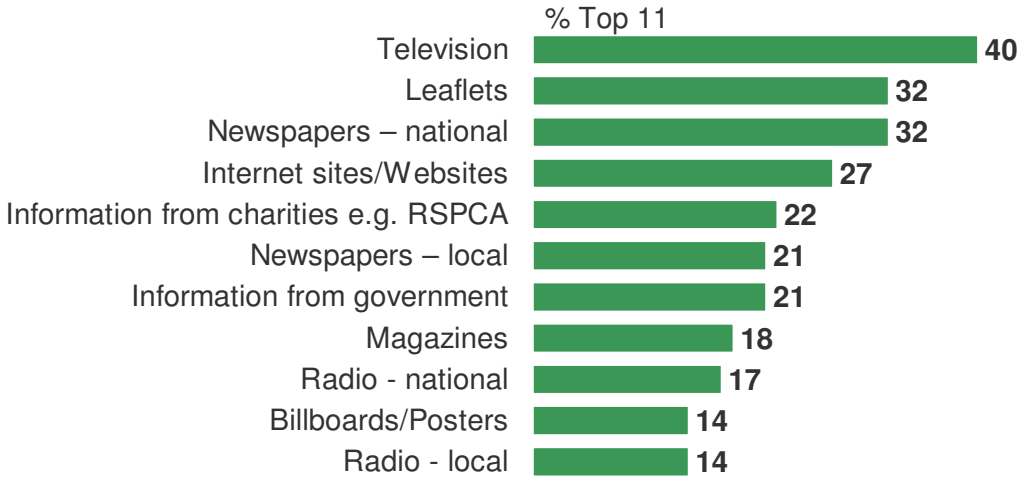
Base: 959 adults aged 15+, fieldwork dates 11 – 21 December 2009

Ipsos MORI

Of those who show an interest in receiving more information about either (or both) of these issues, the most commonly preferred channels through which to receive information on them are via television (40%), leaflets (32%) or national newspapers (32%).

Preferred methods of communication

Q. And by which, if any, of these ways would you like to receive information about these subjects?



Base: 592 adults aged 15+, fieldwork dates 11 – 21 December 2009

Ipsos MORI

Long-Term Trends (1999 to 2009)

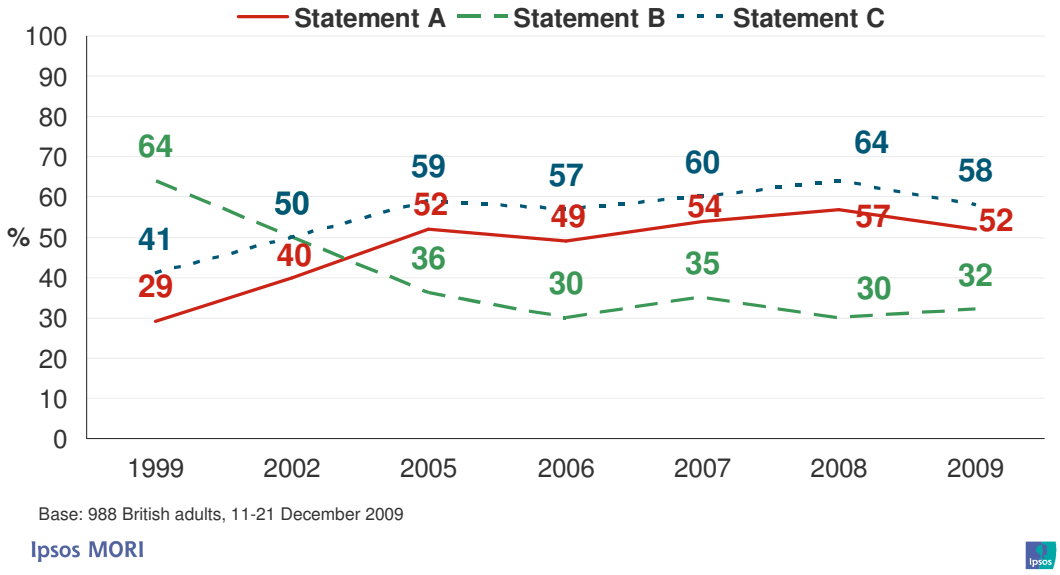
Trust in the regulatory system

In the ten years since this survey was first conducted, trust in the regulatory system governing animal experimentation has risen significantly. During this period, agreement with the statement 'I have a lack of trust in the system regulating animal experimentation' has decreased by 32 percentage points, while the proportion disagreeing has increased by 18 points.

Correspondingly, the proportion who believe that the rules governing animal experimentation in Britain are likely to be tough has increased by 17 percentage points since 1999. Over the same period, the proportion agreeing that they are well enforced has grown by 23 percentage points.

Trust in regulation and enforcement has increased since 1999

Statement A – I expect that the rules in Britain on animal experimentation are well enforced
Statement B – I have a lack of trust in the regulatory system about animal experimentation
Statement C – Britain probably has tough rules governing animal experimentation



Base: 988 British adults, 11-21 December 2009

Ipsos MORI

Trust in scientists not to inflict unnecessary suffering on animals has also grown over this time, by 19 percentage points. Additionally, the proportions who express concern about experimentation taking place without a licence, and unnecessary duplication,

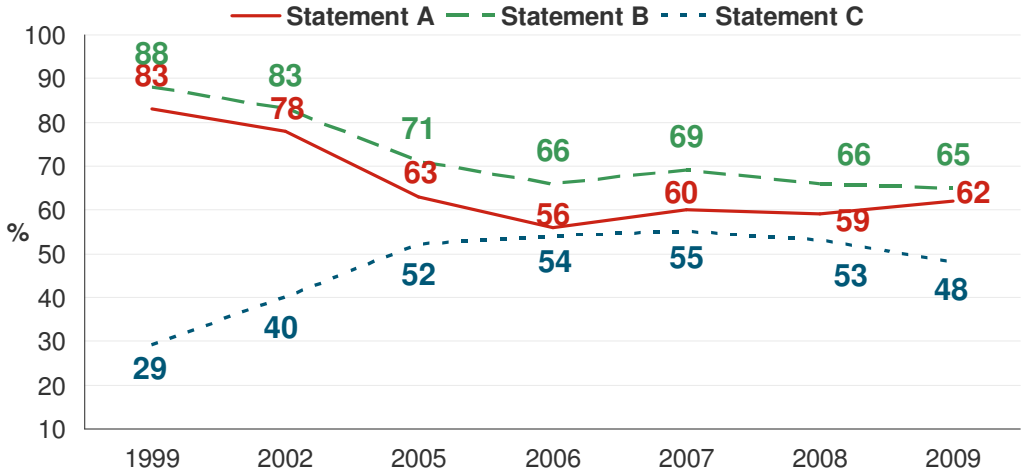
have both decreased by more than 20 percentage points. As the charts above and below show, most of the change took place between 1999 and 2005.

Trust in regulation and enforcement has increased since 1999

Statement A – I feel that unnecessary duplication of animal experiments may go on

Statement B – I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence

Statement C – I trust the scientists not to cause unnecessary suffering to the animals being experimented on



Ipsos MORI Base: 988 British adults, 11-21 December 2009

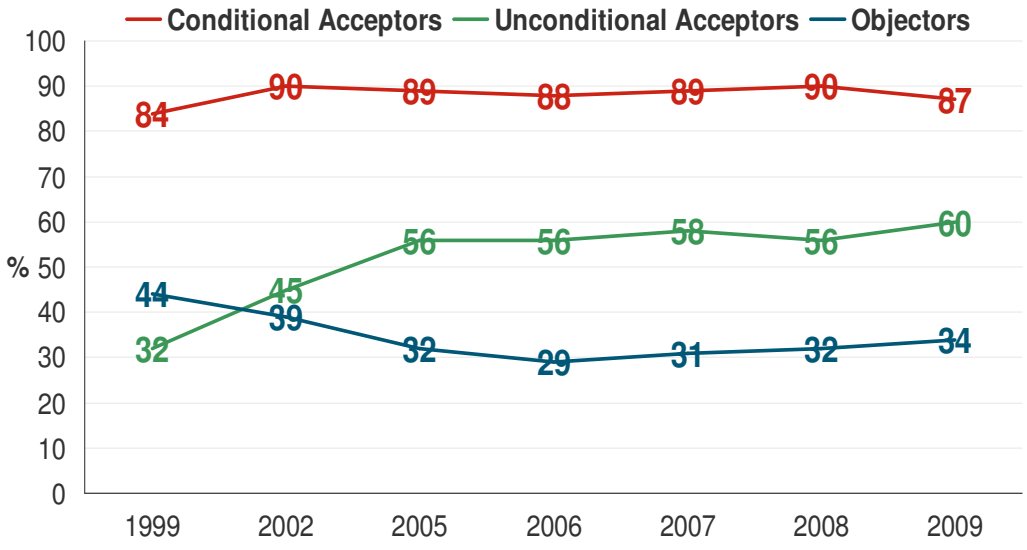
Acceptance of Animal Experimentation

The majority of the data reflect a consistent long-term increase in acceptance of the way in which animal experimentation is regulated. The proportion of unconditional acceptors has risen by 28 percentage points since 1999. The largest shift is seen in the proportion in agreement with the use of animal experimentation for all types of research where there is no alternative; this figure has risen by 29 percentage points over the last ten years.

Public objection to animal experimentation has fallen by 10 percentage points since 1999 to a third (34%). Conditional acceptance has remained more stable, increasing by just three percentage points over the same period. The proportion of British adults who would agree with a total ban on animal experimentation has decreased by seven percentage points. The proportion who agree that there needs to be more research into alternatives to animal experimentation has declined by 16 percentage points since the question was first asked in 1999.

These shifts may be linked to notions of the importance of science and research in British society: there has been a strengthening of opinion over the last six years, with the proportion who strongly agree that science makes a good contribution to society increasing from 20% in 2002 to 35% in 2009. However, most of this shift has been between 2002 and 2008 (the figure in 2009 is the same as in 2008).

Long-term, acceptance of animal experimentation has grown



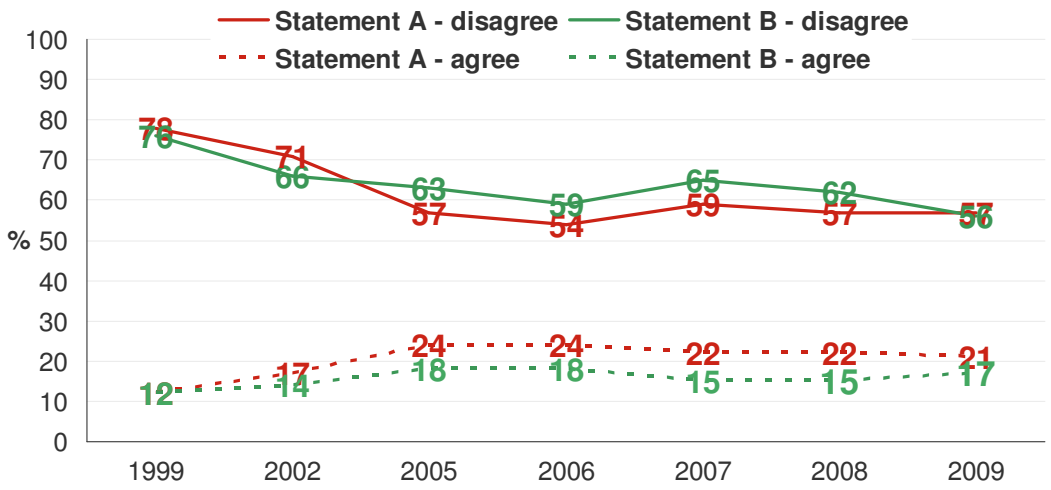
Base: 988 British adults, 11-21 December 2009

Ipsos MORI

Levels of interest in the issue remain very stable

Statement A – It does not bother me if animals are used in experimentation

Statement B – I am not interested in the issue of animal experimentation



Base: 988 British adults, 11-21 December 2009

Ipsos MORI

Conclusions

Public views on the regulation of animal experimentation have become slightly more sceptical than in 2008, although this can partly be explained by a movement towards neutrality. Confidence remains relatively high with the majority believing that the rules governing animal experimentation in Britain are tough (58%) and well enforced (52%). However, both of these represent a drop in confidence over the last 12 months.

Two in three (65%) continue to say they wouldn't be surprised if some experiments are conducted without a licence, and three in five (62%) feel that some animal experiments may be duplicated unnecessarily.

As was the case in 2008, nine in ten (87%) accept the idea of animal experimentation to some degree, with three in five (60%) accepting the idea unconditionally. The proportion of conditional acceptors has not changed a great deal since the survey was first conducted in 1999 (it now stands three percentage points higher). However, the proportion of unconditional acceptors continues to grow and now stands 28 percentage points higher than it did ten years ago. Just under half support the use of animals to test chemicals that could be harmful to humans (48%), while two in five (39%) support their use if it protects the environment or wildlife.

Three in ten (29%) oppose animal experimentation on welfare grounds, and one in five (19%) support a governmental ban on all animal experiments for any form of research. When asked about the forms which this opposition can take, more than three in five support non-direct, non-violent opposition such as leafleting and organising petitions. Demonstrating outside research laboratories receives less support, however, with just two in five (38%) in favour. Just one in ten believe it is acceptable to free animals and less than five per cent support more violent or illegal forms of protest such as verbal harassment, damaging property or sending hate mail.

Fewer than a third feel very or fairly informed about science and research currently, a lower level than in 2008 or 2004. However, more than 80% consider that science makes a significant contribution to British society, a finding which has shown little change over the last seven years.

A greater proportion of British adults feels informed about the efforts that are made to improve welfare of animals used in experiments than about the alternatives that exist to using animals in experimentation for scientific research. However, the majority do not feel informed about either of these subjects.

While awareness of the existence of the NC3Rs is relatively low, with one in seven knowing a centre with this remit exists, the public do show an interest in knowing more: over half would be interested in finding out more on improving animal welfare and the alternatives to using animals in experimentation for scientific research.

Michele Corrado

Helen Rowley

Matt Evans

Appendices

Appendices

Definitions

Conditional Acceptor

A respondent who agrees with at least one of the following statements:

i) I can accept animal experimentation so long as it is for medical research purposes

ii) I can accept animal experimentation as long as there is no unnecessary suffering caused to the animals

iii) Animal experimentation for medical research purposes should only be conducted for life-threatening diseases

iv) I agree with animal experimentation for all types of medical research, where there is no alternative

Unconditional Acceptor

A respondent who agrees with at least one of the following statements:

i) It does not bother me if animals are used in experimentation

ii) I agree with animal experimentation for all types of research where there is no alternative

Objector

A respondent who agrees with at least one of the following statements:

i) I do not support the use of animals in any experimentation because of the importance I place on animal welfare

ii) The Government should ban all experiments on animals for any form of research

Social Grades

A Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.

B People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.

C1 All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.

C2 Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.

D Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.

E Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income.

Statistical Reliability

The sampling tolerances that apply to the percentage results in this report are given in the table below[7]. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. **As indicated below, sampling tolerances vary with the size of the sample and the size of the percentage result.** For example, on a question where 50% of adults in a sample of c.1,000 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 3 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures (i.e., between 47% and 53%). Strictly speaking the tolerances shown below apply only to random samples, but in practice good quality quota sampling has been found to be as accurate.

Approximate sampling tolerances applicable to percentages at or near these levels					
Size of sample on which survey result is based	**10% or 90%**	**20% or 80%**	**30% or 70%**	**40% or 60%**	**50%**
988	+/-2	+/-3	+/-3	+/-3	+/-3

Source: Ipsos MORI

Tolerances are also involved in the comparison of results from different parts of the sample, as illustrated by the table below.

[7] These tolerances assume a random probability survey with no design effect, which may not be the case

Differences required for significance at or near these percentages					
	10% or 90%	**20% or 80%**	**30% or 70%**	**40% or 60%**	**50%**
2009 Study vs. 2008 Study (1,010 vs. 988)	3	4	4	4	4
Men vs. Women (516 vs. 472)	4	5	6	6	6
Young people aged 15-34 vs. Older people aged 55+ (297 vs. 388)	5	6	7	7	8
Unconditional Acceptors vs. Objectors (605 vs. 350)	4	5	6	7	7

Trend Topline Results

2008 Omnibus survey Ipsos MORI/BIS

- 1,010 interviews with adults aged 16+. Conducted in-home, face-to-face
- Fieldwork conducted 11 – 16 December 2008
- 183 sampling points throughout Great Britain

Trend data

2007 Omnibus survey Ipsos MORI/BERR

- 944 interviews with adults aged 15+. Conducted in-home, face-to-face
- Fieldwork conducted 29 November – 7 December 2007
- 184 sampling points throughout Great Britain

2006 Omnibus survey Ipsos MORI/DTI

- 969 interviews with adults aged 15+. Conducted in-home, face-to-face
- Fieldwork conducted 7 – 12 December 2006
- 175 sampling points throughout Great Britain

2005 Omnibus survey MORI/CMP

- 956 interviews with adults aged 15+. Conducted in-home, face-to-face
- Fieldwork conducted 20 – 24 January 2005
- 195 sampling points throughout Great Britain

2002 Omnibus survey MORI/CMP

- 1,023 interviews with adults aged 15+. Conducted in-home, face-to-face
- Fieldwork conducted 8 – 24 April 2002
- 148 sampling points throughout Great Britain

1999 Animals and Medicine and Science Study MORI/MRC

- Fieldwork conducted 1– 26 September 1999
- 149 sampling points throughout Great Britain
- Base all (1,014), unless otherwise stated

* *

Q1. SHOWCARD (R) **Using this card, how strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?** READ OUT a-g. ALTERNATE ORDER. SINGLE CODE ONLY FOR EACH STATEMENT.

			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
a	**I have a lack of trust in the regulatory system about animal experimentation**	Strongly agree	30	16	10	7	9	7	9
		Tend to agree	34	34	26	23	26	23	23
		Neither agree nor disagree	19	25	21	28	23	26	31
		Tend to disagree	9	16	31	28	29	31	22
		Strongly disagree	2	4	6	6	7	6	7
		Don't know	5	5	6	8	6	6	8

			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
b	**I trust the scientists not to cause unnecessary suffering to the animals being experimented on**	Strongly agree	8	9	13	11	15	10	13
		Tend to agree	21	31	39	43	40	43	35
		Neither agree nor disagree	13	15	13	16	13	15	20
		Tend to disagree	33	29	21	17	20	19	16
		Strongly disagree	23	15	10	8	9	10	10
		Don't know	2	2	4	5	3	4	6
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
c	**I feel that unnecessary duplication of animal experiments <u>may</u> go on**	Strongly agree	35	28	15	12	16	16	14
		Tend to agree	48	50	48	44	44	43	48
		Neither agree nor disagree	8	10	17	20	19	21	20
		Tend to disagree	4	6	11	10	11	10	6
		Strongly disagree	1	2	2	3	3	2	3
		Don't know	4	4	8	10	7	9	9
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
d	**I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence**	Strongly agree	58	46	23	24	26	24	23
		Tend to agree	30	37	48	42	43	42	41
		Neither agree nor disagree	5	7	9	13	11	13	16
		Tend to disagree	3	4	11	10	10	12	9
		Strongly disagree	1	3	3	4	5	3	4
		Don't know	2	3	6	7	5	6	7
			1999	2002	2005	2006	2007	2008	2009
e			%	%	%	%	%	%	%
	Britain probably has tough rules governing animal experimentation	Strongly agree	8	9	12	10	14	13	14
		Tend to agree	33	41	47	47	46	51	44
		Neither agree nor disagree	19	23	15	17	18	15	20
		Tend to disagree	20	13	12	12	12	9	7
		Strongly disagree	8	5	4	2	3	3	4
		Don't know	11	10	11	11	8	9	11

f

		1999	2002	2005	2006	2007	2008	2009
		%	%	%	%	%	%	%
I expect that the rules in Britain on animal experimentation are well enforced	Strongly agree	5	6	10	8	10	9	10
	Tend to agree	24	34	42	41	44	48	42
	Neither agree nor disagree	18	23	16	21	19	15	22
	Tend to disagree	28	22	18	16	15	14	13
	Strongly disagree	13	7	5	4	4	4	4
	Don't know	11	8	10	10	7	9	9

g

		1999	2002	2005	2006	2007	2008	2009
		%	%	%	%	%	%	%
I trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research institutes	Strongly agree	-	12	16	13	18	15	16
	Tend to agree	-	43	46	50	49	50	47
	Neither agree nor disagree	-	18	14	14	14	15	16
	Tend to disagree	-	19	14	13	11	10	10
	Strongly disagree	-	5	4	3	4	5	4
	Don't know	-	3	6	7	3	5	7

Q2. SHOWCARD (R) **And using this card, how strongly do you agree or disagree with these more general statements about animal experimentation?** READ OUT a-m. ALTERNATE ORDER. SINGLE CODE ONLY FOR EACH STATEMENT.

			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
a	**I can accept animal experimentation so long as it is for medical research purposes**	Strongly agree	23	30	21	23	22	22	23
		Tend to agree	41	45	53	53	52	53	47
		Neither agree nor disagree	10	9	9	10	12	10	16
		Tend to disagree	11	9	9	8	8	8	6
		Strongly disagree	13	7	5	4	5	4	4
		Don't know	2	1	2	2	2	3	4
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
b	**There needs to be more research into alternatives to animal experimentation**	Strongly agree	64	56	33	31	36	38	38
		Tend to agree	27	32	49	46	42	39	38
		Neither agree nor disagree	4	5	9	14	14	13	14
		Tend to disagree	2	3	5	5	4	5	5
		Strongly disagree	1	1	1	1	1	1	2
		Don't know	2	1	4	3	3	3	5
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
c	**I can accept animal experimentation so long as there is no unnecessary suffering to the animals**	Strongly agree	26	32	25	24	29	25	25
		Tend to agree	43	45	51	48	47	49	46
		Neither agree nor disagree	9	8	9	14	11	12	15
		Tend to disagree	10	9	10	7	7	7	6
		Strongly disagree	11	6	3	3	5	5	5
		Don't know	2	1	2	3	2	2	4
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
d	**I would like to know more about animal experimentation before forming a firm opinion**	Strongly agree	27	22	12	11	13	11	13
		Tend to agree	37	39	38	39	37	35	35
		Neither agree nor disagree	15	19	19	20	21	24	25
		Tend to disagree	11	12	22	21	19	19	14
		Strongly disagree	8	7	7	6	7	7	9
		Don't know	1	1	2	3	3	3	5

			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
e	**I do not support the use of animals in any experimentation because of the importance I place on animal welfare**	Strongly agree	21	15	10	8	11	10	12
		Tend to agree	18	20	18	15	15	17	18
		Neither agree nor disagree	20	19	19	23	22	23	26
		Tend to disagree	25	33	39	38	35	33	28
		Strongly disagree	13	12	12	13	14	13	13
		Don't know	3	1	3	4	3	3	4
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
f	**Animal experimentation will always be used for research purposes**	Strongly agree	19	20	14	14	15	17	14
		Tend to agree	53	52	55	55	54	55	55
		Neither agree nor disagree	9	10	13	15	12	13	16
		Tend to disagree	10	11	13	9	11	7	8
		Strongly disagree	5	4	2	3	4	2	2
		Don't know	4	3	3	5	4	5	5
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
g	**It does not bother me if animals are used in experimentation**	Strongly agree	4	3	3	4	5	4	5
		Tend to agree	8	14	21	20	17	18	16
		Neither agree nor disagree	9	11	16	19	18	19	19
		Tend to disagree	26	30	32	31	32	28	29
		Strongly disagree	52	41	25	23	27	29	27
		Don't know	1	*	2	3	2	2	3
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
h	**I am not interested in the issue of animal experimentation**	Strongly agree	4	3	3	3	3	3	4
		Tend to agree	8	11	15	15	12	12	13
		Neither agree nor disagree	12	20	17	20	19	21	23
		Tend to disagree	35	35	42	37	39	38	32
		Strongly disagree	41	31	21	22	26	24	24
		Don't know	1	1	2	3	1	1	3

			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
i	**Animal experiments for medical research purposes are a necessary evil**	Strongly agree	16	16	15	16	20	18	18
		Tend to agree	38	46	47	45	46	48	43
		Neither agree nor disagree	14	13	15	13	15	13	19
		Tend to disagree	15	15	16	16	10	13	10
		Strongly disagree	13	9	5	6	5	5	6
		Don't know	4	1	3	4	3	3	5
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
j	**Animal experimentation for medical research purposes should only be conducted for life-threatening diseases**	Strongly agree	22	16	14	13	15	13	14
		Tend to agree	36	37	39	36	35	40	36
		Neither agree nor disagree	13	15	16	18	16	17	19
		Tend to disagree	16	20	23	24	21	20	18
		Strongly disagree	11	9	5	7	9	7	8
		Don't know	2	1	2	3	3	3	5
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
k		Strongly agree	16	11	7	6	8	7	7
	The Government should ban all experiments on animals for any form of research	Tend to agree	10	10	11	11	10	10	12
		Neither agree nor disagree	16	13	13	16	16	16	17
		Tend to disagree	32	40	42	33	33	36	32
		Strongly disagree	23	25	24	31	31	28	28
		Don't know	3	1	2	4	2	3	4
			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
l	**I agree with animal experimentation for all types of <u>medical</u> research, where there is no alternative**	Strongly agree	20	25	22	23	28	25	23
		Tend to agree	40	44	49	45	43	45	45
		Neither agree nor disagree	11	10	9	13	14	14	18
		Tend to disagree	10	10	12	10	9	8	6
		Strongly disagree	15	8	4	6	4	5	4
		Don't know	3	2	3	3	3	3	4

			1999	2002	2005	2006	2007	2008	2009
			%	%	%	%	%	%	%
m	**I agree with animal experimentation for all types of research where there is no alternative**	Strongly agree	6	9	14	16	16	14	17
		Tend to agree	21	29	37	35	37	37	39
		Neither agree nor disagree	9	14	12	17	16	16	18
		Tend to disagree	27	26	24	20	18	19	14
		Strongly disagree	33	19	10	9	10	11	7
		Don't know	3	2	3	3	3	3	4

Q2 Summary Table

	1999	2002	2005	2006	2007	2008	2009
	%	%	%	%	%	%	%
Conditional Acceptors - Agree with A, C, J or L	84	90	89	88	89	90	87
- Agree with A, C or L	-	87	86	85	86	87	83
Unconditional Acceptors - Agree with G or M	32	45	56	56	58	56	60
Objectors - Agree with E or K	44	39	32	29	31	32	34

Q3. SHOWCARD (R) AGAIN **And using this card again, how strongly do you agree or disagree with these statements about animal experimentation?** READ OUT. ALTERNATE ORDER. SINGLE CODE ONLY FOR EACH STATEMENT.

			2006	2007	2008	2009
			%	%	%	%
a	**I can accept animal experimentation for testing chemicals that could harm people**	Strongly agree	10	9	10	14
		Tend to agree	40	35	35	34
		Neither agree nor disagree	17	20	19	21
		Tend to disagree	21	21	21	15
		Strongly disagree	10	11	11	11
		Don't know	2	3	4	6

			2006	2007	2008	2009
			%	%	%	%
b	**I can accept animal experimentation for testing chemicals that could harm wildlife or the environment**	Strongly agree	7	7	8	8
		Tend to agree	35	32	32	31
		Neither agree nor disagree	19	22	23	23
		Tend to disagree	25	24	21	20
		Strongly disagree	11	11	12	11
		Don't know	3	3	4	6

Q4. SHOWCARD (R) **Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research? Please read out the letter or letters which apply.** MULTICODE OK.

Q5. SHOWCARD (R) AGAIN **And which, if any, of the following do you feel are <u>not</u> acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?** MULTICODE OK.
IF RESPONDENT SELECTS A CODE FROM THE SHOWCARD WHICH DOES NOT APPEAR ON YOUR SCREEN, ADD: **You cannot choose "acceptable" and "not acceptable". The previous question was "acceptable", this question is "not acceptable". Which do you think this is?**

	2006 Q4 ACCEPTABLE %	2006 Q5 NOT ACCEPTABLE %	2007 Q4 ACCEPTABLE %	2007 Q5 NOT ACCEPTABLE %	2008 Q4 ACCEPTABLE %	2008 Q5 NOT ACCEPTABLE %	2009 Q4 ACCEPTABLE %	2009 Q5 NOT ACCEPTABLE %
Ask people to put a protest sticker/poster in their window	68	4	72	4	71	5	61	5
Destroy/Damage property	1	79	2	81	1	80	3	69
Free animals	9	52	11	55	12	55	10	50
Hand out leaflets	80	2	83	2	84	3	70	3
Occupy research facilities	6	57	6	58	7	57	6	49
Organise a demonstration/ protest outside research laboratories	42	23	47	22	47	21	38	18
Organise a demonstration/ protest outside investors'/workers' homes	9	55	9	56	9	57	7	45
Organise petitions	68	4	69	5	69	5	63	3
Send 'hate mail'[8]	1	77	1	75	1	77	1	65
Set up road blocks	7	57	5	64	8	62	5	55
Use physical violence against those involved in animal research	1	78	*	83	1	83	*	71
Use terrorist methods e.g. car bombs, mail bombs	*	81	1	85	*	84	*	75
Verbally harass people	4	68	2	70	4	72	3	58
Write letters[9]	70	4	74	3	74	3	56	3
Other	*	*	-	-	-	*	*	*
None of these	5	3	2	2	2	3	5	5
Don't know	3	4	3	2	2	2	5	6

[8] In 2002, 'Send hate mail' and 'write letters' were combined. From 2006, these were separated into two different categories.
[9] Ibid (2)

Please see overleaf for 2002 data for questions 4 and 5. Please note that in 2002, ‘Send ‘hate mail’’ and ‘Write letters’ were combined as one category, whereas they are split into two categories in 2006 - 2009 Therefore, direct comparisons between data for any 2002 and 2006-2009 categories should not be made.

Q4. SHOWCARD (R) **Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research? Please read out the letter or letters which apply.** MULTICODE OK.

Q5. SHOWCARD (R) AGAIN **And which, if any, of the following do you feel are <u>not</u> acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?** MULTICODE OK.

PLEASE ENSURE THAT CODES FROM Q4 ARE NOT REPEATED FOR Q5.

IF RESPONDENT SELECTS A CODE FROM THE SHOWCARD WHICH DOES NOT APPEAR ON YOUR SCREEN, ADD: **You cannot choose "acceptable" and "not acceptable". The previous question was "acceptable", this question is "not acceptable". Which do you think this is?**

		2002 Q4 ACCEPTABLE %	2002 Q5 NOT ACCEPTABLE %
A	Ask people to put a protest sticker/poster in their window	81	5
B	Destroy/Damage property	2	83
C	Free animals	20	50
D	Hand out leaflets	91	2
E	Occupy research facilities	12	52
F	Organise a demonstration/ protest outside research laboratories	58	18
G	Organise a demonstration/ protest outside investors'/workers' homes	15	55
H	Organise petitions	81	4
I	Send 'hate mail'[10]	N/A	N/A
J	Set up road blocks	15	52
K	Use physical violence against those involved in animal research	1	89
L	Use terrorist methods e.g. car bombs, mail bombs	1	94
M	Verbally harass people	7	73
N	Write letters[11]	N/A	N/A
	Other	2	4
	Violence/terrorism	2	97
	None of these	2	1
	Don't know	1	*

[10] In 2002, 'Send hate mail' and 'write letters' were combined. In 2006 and 2007, these were separated into two different categories.

[11] Ibid (8)

Q6. SHOWCARD (R) **How well informed do you feel, if at all, about science and scientific research/developments? Just read out the letter that applies.** SINGLE CODE ONLY

		2004 %	2008 %	2009 %
A	Very well informed	5	6	4
B	Fairly well informed	34	36	25
C	Not very well informed	42	39	45
D	Not at all informed	17	17	23
	Not stated	*	1	1
	Don't know	*	1	3

Q7. SHOWCARD (R) AGAIN **And using this card, how strongly do you agree or disagree with the following statement about science…? Science makes a good contribution to society.** READ OUT. SINGLE CODE ONLY.

	2002 %	2004 %	2008 %	2009 %
Strongly agree	20	27	35	35
Tend to agree	60	58	47	46
Neither agree nor disagree	15	11	11	13
Tend to disagree	2	2	4	2
Strongly disagree	1	*	1	1
Don't know	2	1	2	3

Draft Topline Results
Alternatives to Animal Experimentation Study
7 January 2010

- 959 interviews with adults aged 15+. Conducted in-home, face-to-face
- Fieldwork conducted 11 – 21 December 2009
- 172 sampling points throughout Great Britain

ASK ALL

Q1. Using this card, how well informed do you feel, if at all, about efforts to find alternatives to using animals in experimentation for scientific research purposes?

	%
Very well informed	3
Fairly well informed	18
Not very well informed	46
Not at all informed	29
Don't know	4

ASK ALL

Q2. Using this card, how well informed do you feel, if at all, about efforts to improve the welfare of animals that are currently used in experimentation for scientific research purposes?

	%
Very well informed	4
Fairly well informed	23
Not very well informed	43
Not at all informed	27
Don't know	3

ASK ALL

Q3. How interested would you be, if at all, in finding out more about each of these things that I am about to read out?

a) Efforts to find alternatives to using animals in experimentation for scientific research purposes

b) Efforts to improve the welfare of animals in experimentation for scientific research purposes

	(a) %	(b) %
Very interested	15	20
Fairly interested	38	39
Not very interested	30	27
Not at all interested	13	11
Don't know	4	4

ASK Q4 OF ALL WHO SELECT 'VERY INTERESTED' OR 'FAIRLY INTERESTED' AT Q3a AND/OR Q3b. BASE = 592

Q4. And by which, if any, of these ways would you like to receive information about these subjects? Please read out the letter or letters that apply.

		%
A	Billboards/Hoardings/Posters	14
B	Interactive television	8
C	Internet sites/Websites	27
D	Internet discussion groups/Internet chat rooms	5
E	Information from businesses/industry	5
F	Information from charities e.g. RSPCA	22
G	Information from government	21
H	Leaflets	32
I	Magazines	18
J	Newspapers – local	21
K	Newspapers – national	32
L	Pressure group/animal welfare group	5
M	Radio – local	14
N	Radio – national	17
O	School/College	6
P	Telephone information line	1
Q	Television	40
R	Work / Work colleagues	3
	Other (specify)	*
	None of these	5
	Don't know	3

ASK ALL

Q5. How much, if anything, do you feel you know about Government initiatives to develop non-animal methods of scientific research and testing?

	%
A great deal	1
A fair amount	9
Not very much	37
Nothing at all	48
Don't know	4

ASK ALL

Q6. And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific research?

	%
A great deal	1
A fair amount	8
Not very much	40
Nothing at all	47
Don't know	4

ASK ALL

Q7. Before this interview, did you know that there is a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare during research, or not?

	%
I definitely knew this	6
I think I knew this, but I'm not sure	9

I don't think I knew this, but I'm not sure	11
I definitely did not know this	71
Don't know	4