

ANIMALS

Britons Call for Hunting Ban; Americans and Canadians Reject It

A majority of respondents in the three countries believe killing animals for their fur is cruel.

[NEW YORK – Oct. 13, 2010] - People in Britain are definitely more alarmed about animal cruelty than those in the United States and Canada, a new Angus Reid Public Opinion poll has found.

The online survey of representative national samples also found that respondents in the three countries overwhelmingly brand the actions of Mary Bale—who was caught tossing a cat into a garbage can in a video that went viral—as cruelty to animals.

Minimizing Pain and Suffering

At least three-in-five respondents in the three countries (CAN 66%, BRI 63%, USA 62%) agree with the statement: “There is nothing wrong with humans using animals for food, clothing, entertainment, and research, as long as unnecessary pain and suffering are minimized.”

What is Cruel?

When asked whether five specific actions amount to cruelty to animals, respondents in Britain are at odds with their American and Canadian counterparts. Four-in-five Britons (79%) believe killing animals for their fur amounts to cruelty to animals, compared to 64 per cent of Americans and 55 per cent of Canadians.

Britons are also more likely to describe using animals for entertainment as a cruel practice (35%) than those in Canada (29%) and the U.S. (25%), and to feel the same way about hunting animals for sport (BRI 81%, CAN 62%, USA 56%).

KEY FINDINGS

- **Support for a ban on all types of hunting: BRI 66%, CAN 35%, USA 25%**
- **Support for a ban for all types of product research on animals: BRI 51%, CAN 41%, USA 36%**

Full topline results are at the end of this release.

From September 8 to September 15, 2010 Angus Reid Public Opinion conducted an online survey among 1,006 Canadian adults who are Angus Reid Forum panellists, 1,024 American adults who are Springboard America panellists, and 2,013 British adults who are Springboard UK panellists. The margin of error—which measures sampling variability—is +/- 3.1 per cent for Canada and the United States, and 2.2% for Great Britain. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada, the US and Great Britain. Discrepancies in or between totals are due to rounding.

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Respondents in the three countries were almost unanimous on the issue of dog fighting and cockfighting being a cruel practice (BRI 96%, CAN 94%, USA 91%), and less than one-in-five (USA 16%, BRI 14%, CAN 12%) believe eating animals amounts to animal cruelty.

Protecting Animals

When asked about the protection of specific animals, about a third of Canadians said their various levels of government are doing “too little” to protect wild animals (37%), animals bred or raised for their fur (35%), and laboratory animals (34%). The level of criticism for governments is slightly higher in the United States, and increases even more in Britain, where more than half of respondents (53%) say the various levels of government are doing “too little” to protect animals bred or raised for their fur.

Bans

Britons are also in a class of their own when presented with several proposed bans. Two-thirds of respondents in Britain (66%) would ban all types of hunting, compared to 35 per cent of Canadians and 25 per cent of Americans. Seven-in-ten Britons (71%) call for a ban on fur farming, compared to 50 per cent of Americans and 47 per cent of Canadians.

More than half of Britons (53%) would ban circuses that feature animals, a proposal that is not popular in Canada (37%) or the U.S. (23%). Respondents in Britain are also more likely to call for a ban on all types of product research on animals (51%) and all types of medical research on animals (40%). The notion of freeing all animals currently in captivity at zoos is only supported by about one-in-five respondents in the three countries.

The Mary Bale Video

Earlier this year, Mary Bale—a resident of Coventry, England—was caught on a closed circuit camera petting a cat before picking it up, tossing it into a garbage can and closing the lid. Bale was eventually charged with animal cruelty offences and will appear before Coventry Magistrates Court later this month.

After seeing the closed circuit footage, an overwhelming majority of respondents in the three countries (BRI 87%, CAN 86%, USA 77%) believe Bale’s actions amount to cruelty to animals. While more than half of respondents in the three countries believe a fine would be the appropriate punishment for the action depicted on the video (BRI 57%, CAN 56%, USA 52%), about three-in-ten respondents think prison time would be adequate (BRI 29%, CAN 29%, USA 28%).

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Next, we'd like to ask you some questions about animals. Overall, do you agree or disagree with the following statement? - ***“There is nothing wrong with humans using animals for food, clothing, entertainment, and research, as long as unnecessary pain and suffering are minimized.”***

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Agree	66%	62%	63%
Disagree	27%	30%	31%
Not sure	8%	9%	6%

Animals

Would you say each one of the actions listed below amounts to cruelty to animals? –
“Yes, this action amounts to cruelty to animals” listed

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Eating animals	12%	16%	14%
Using animals for entertainment (horse racing, circus)	29%	25%	35%
Dog fighting / Cockfighting	94%	91%	96%
Killing animals for their fur	55%	64%	79%
Hunting animals for sport	62%	56%	81%

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From what you have seen, read or heard, are the various levels of government in [COUNTRY] doing too much, the right amount or too little to protect each of these animals? –

“Doing too little” listed

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Farm animals	26%	33%	29%
Animals bred or raised for their fur	35%	43%	53%
Laboratory animals	34%	39%	47%
Household pets	25%	25%	29%
Wild animals	37%	38%	44%

Animals

Overall, do you support or oppose each one of the following ideas? –

“Support” listed

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Banning all types of hunting	35%	25%	66%
Banning all types of medical research on animals	31%	29%	40%
Banning all types of product research on animals	41%	36%	51%
Banning fur farming (breeding or raising certain types of animals for their fur)	47%	50%	71%
Banning all circuses that feature animals	37%	23%	53%
Freeing all animals currently in captivity at zoos	20%	17%	22%

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Please take a look at the following video. We will ask you some questions after you watch it.

<http://www.youtube.com/watch?v=zbMt82yVj24>

Do you think the action depicted on the video amounts to cruelty to animals?

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Yes, this action amounts to cruelty to animals	86%	77%	87%
No, this actions does not amount to cruelty to animals	6%	8%	5%
Not sure	8%	15%	7%

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What would be the appropriate punishment for the action depicted on the video?

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Prison time	29%	28%	29%
A fine	56%	52%	57%
Nothing at all	5%	7%	5%
Not sure	10%	13%	8%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:
<http://www.angus-reid.com/services/record-of-accuracy/>

More information on the way Angus Reid conducts public opinion research can be found at
<http://www.angus-reid.com/about/>

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**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:
<http://www.angus-reid.com>

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