

Views on Animal Experimentation (BIS research)

Alternatives to Animal Experimentation (NC3Rs research)

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Contents

Introduction	4
Methodology – BIS research	4
Methodology – NC3Rs research.....	5
Reporting	5
Publication of Data.....	7
BIS Research – Views on Animal Experimentation	10
Attitudes towards Regulation of Animal Experimentation	10
Acceptance of Animal Experimentation	13
Objectors to Animal Experimentation.....	17
Views on Animal Experimentation for Non-Medical Purposes	22
Attitudes towards the Activities of Animal Rights Organisations	23
General Views on Science and Scientific Research	27
Long-Term Trends (1999 to 2010).....	30
NC3Rs Research - Alternatives to Animal Experimentation	36
Awareness of efforts to find alternatives to using animals in experimentation and improving their welfare	36
Interest in the work of the NC3Rs	41
Conclusions.....	48
Appendices.....	54

Introduction

Introduction

This report presents the findings of a survey on public attitudes towards animal experimentation. 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 (since 2008).

This report also presents the findings of a separate survey, on alternatives to animal experimentation and awareness of the work of the National Centre for the Replacement, Refinement and Reduction of Animals in Research (NC3Rs). This research was conducted by Ipsos MORI on behalf of the NC3Rs. The findings from both surveys are presented together to reflect the complementary nature of the subject matter.

Methodology – BIS research

During the current wave, the questions were placed on Ipsos MORI's Omnibus survey. A nationally representative quota sample of adults aged 15 and over was interviewed throughout Great Britain. In total, 997 interviews were conducted across 172 sampling points

All interviews were conducted face-to-face in respondents' homes, using CAPI (Computer Assisted Personal Interviewing) between 10 and 16 December 2010. The data have been weighted by gender, age, location, and social class, to reflect the known population profile of Great Britain¹.

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

- 11 – 21 December 2009;

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

- 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).

All questions to the previous surveys were placed on the MORI/Ipsos MORI Omnibus survey and face-to-face interviews carried out among a quota sample of British adults. The resultant survey data were weighted to the known population profile.

Methodology – NC3Rs research

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. In total 1,005 interviews were conducted across 157 sampling points

All interviews were conducted face-to-face in respondents' homes, using CAPI (Computer Assisted Personal Interviewing) between 7-13 January 2011. The data have been weighted by gender, age, location, and social class, to reflect the known population profile of Great Britain.

This is the second year that this survey has been run. The fieldwork for the previous survey took place on 11-21 December 2009.

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. For the BIS research, overall data from 2010 as well as the last three studies (2009, 2008, 2007) is also included on

most charts, for comparison. The NC3Rs research includes data from the previous set of questions asked in 2009.

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”.

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 news 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.

BIS Research - Views on Animal Experimentation

BIS Research – Views on Animal Experimentation

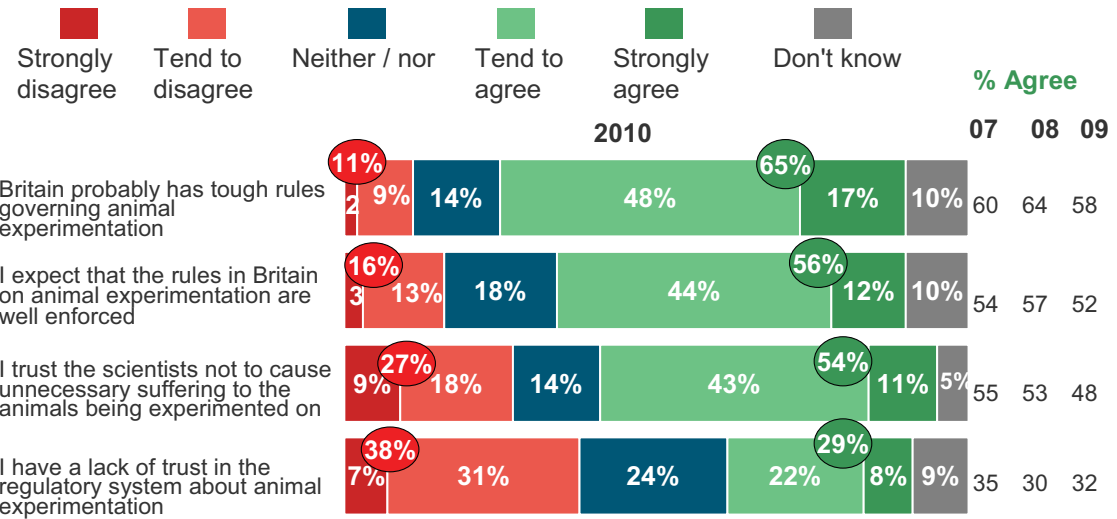
Attitudes towards Regulation of Animal Experimentation

Public views on the regulation of animal experimentation have returned to the previous trends seen in 2008, after a slight change in 2009. Specific changes include:

- The level of trust in the regulatory system remains consistent with 2008 and 2009 findings; one in three (29%) British adults agree they have a lack of trust in the regulatory system about animal experimentation compared to 32% a year ago. The proportion disagreeing with this statement (i.e. who have trust in the regulatory system) has returned to 2008 level. In 2009 29% disagreed, this has risen to 38%, in line with the 2008 result of 37%.
- Similarly, the proportion agreeing that the rules governing animal experimentation in Britain are probably tough has returned to previous trend levels (65%), that they are well enforced (56%) and that they trust scientists not to cause unnecessary suffering to the animals being experimented on (54%).
- For some statements there has been an increase in those who feel strongly about the issue. The proportion of people strongly agreeing that Britain probably has tough rules governing animal experimentation has increased to 17% in 2010, from 14% in 2009 and 13% in 2008. Those who strongly agree that the rules are well enforced have increased to 12% in 2010, from 10% in 2009 and 9% in 2008.

Changes in attitudes to regulation since 2007

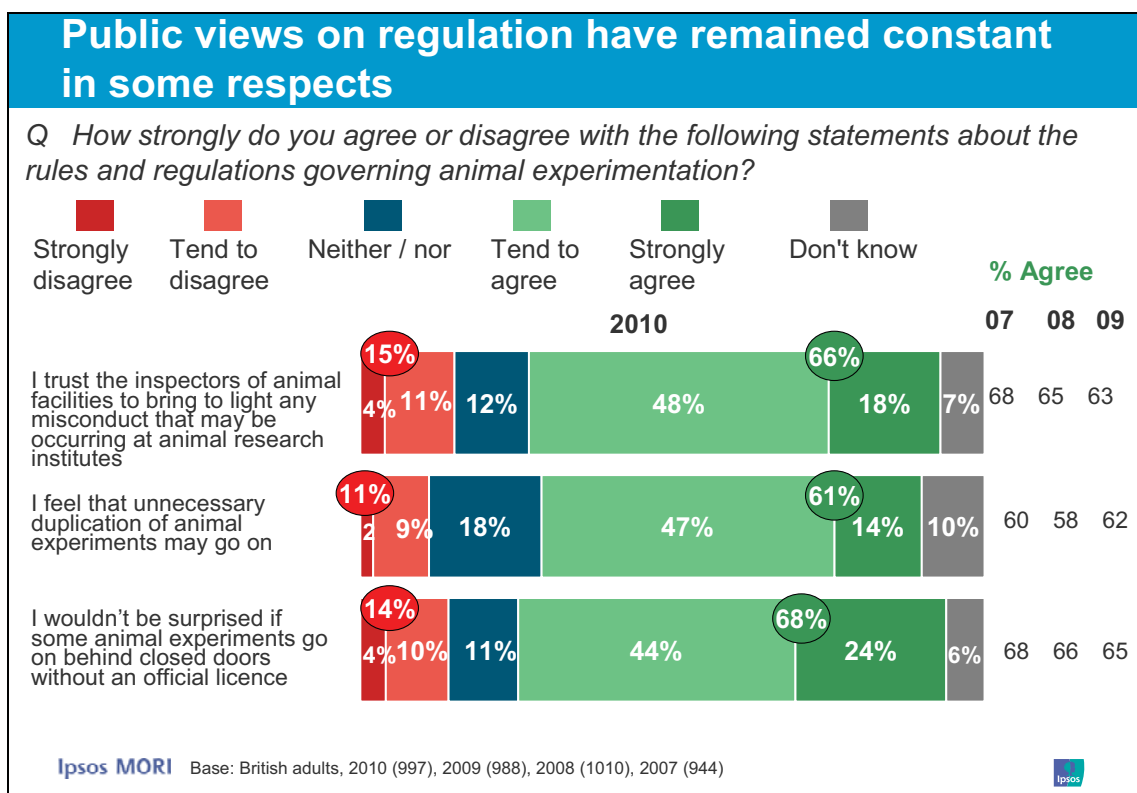
Q How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?



Ipsos MORI Base: British adults, 2010 (997), 2009 (988), 2008 (1010), 2007 (944)



As in previous years, around two-thirds of British adults (66% in 2010) trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research facilities, while one in seven would disagree. Six in ten (61%) agree that unnecessary duplication of animal experiments may be taking place. This is only a one percentage point decrease on the 2009 result, and in line with the 2007 and 2008 results (60% and 58%). The proportion of people who agree they would not be surprised if some animal experiments go on behind closed doors without an official licence has increased to 68%. This is an increase of 3 percentage points on 2009 and 2 percentage points on 2008. The trend seems to be reverting to the 2007 data, where 68% held this view.



- Those from the highest social grade (ABs) are more likely to disagree that they have a lack of trust in the regulatory system (51% versus 38% overall), while those from the lowest (DEs) are more likely to agree (39% versus 29% overall), as are readers of the tabloid press (37%) and those with no formal qualifications (39%).
- ABs are also more likely to expect Britain to probably have tough rules governing animal experimentation (73% versus 65% overall), and that they are well enforced (66% versus 56% overall).

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 (and agree):

Q2A) I can accept animal experimentation so long as it is for medical research purposes (76%);

Q2C) I can accept animal experimentation as long so there is no unnecessary suffering to the animals (74%);

Q2J) That animal experimentation for medical research purposes should only be conducted for life-threatening diseases (51%);

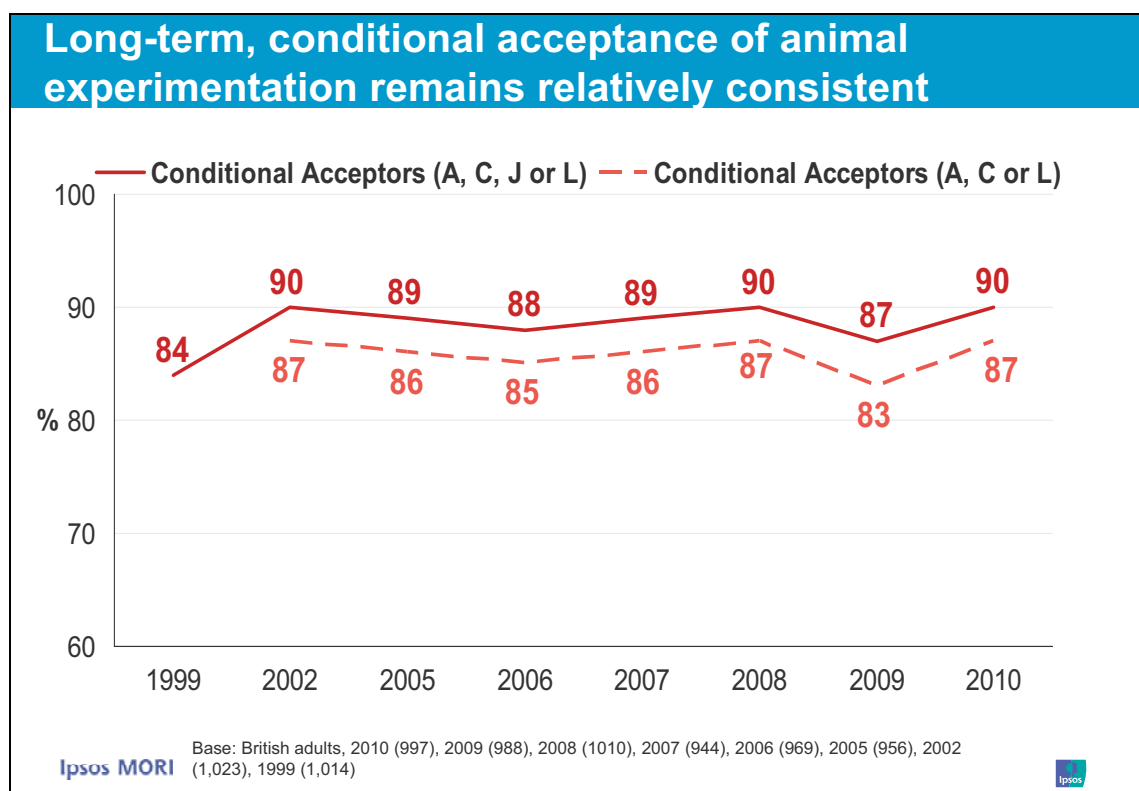
Q2L) With animal experimentation for all types of medical research, where there is no alternative (73%).

Conditional acceptance was examined in two ways. Firstly, by agreement with any one or more 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 one or more of the others).

The following proportions of conditional acceptors exist in 2010:

Conditional Acceptors (agree with one or more of statements A, C, J or L):	90%
Conditional Acceptors (agree with one or more statements A, C or L):	87%

This represents an increase since 2009 and a return to 2008 levels; the proportion who can be defined as conditional acceptors by the first of the two measures above has risen by three percentage points (from 87% to 90%), while it has increased by four percentage points on the second (from 83% to 87%). As the following chart shows, long term trends are relatively consistent.



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

Looking at what kinds of people are more likely to be conditional acceptors, there is no significant difference by age or gender. Those in the highest social grades (ABs) are more likely to be conditional acceptors (97% including J, 95% excluding J). Differences can also be seen by ethnicity, with those identifying as White more likely to agree to statements A, C or L (88% compared to 77% of those from non-White backgrounds).

When looking at each of the four individual questions, the results show that views on statements A and L are the most likely to have shifted since 2009 with a larger proportion agreeing (by six and five percentage points respectively to 76% and 73%). J is the least likely to have changed with only a one percentage point difference (from 50% to 51%).

Unconditional acceptors² are defined as those who agree with one or both of the following statements:

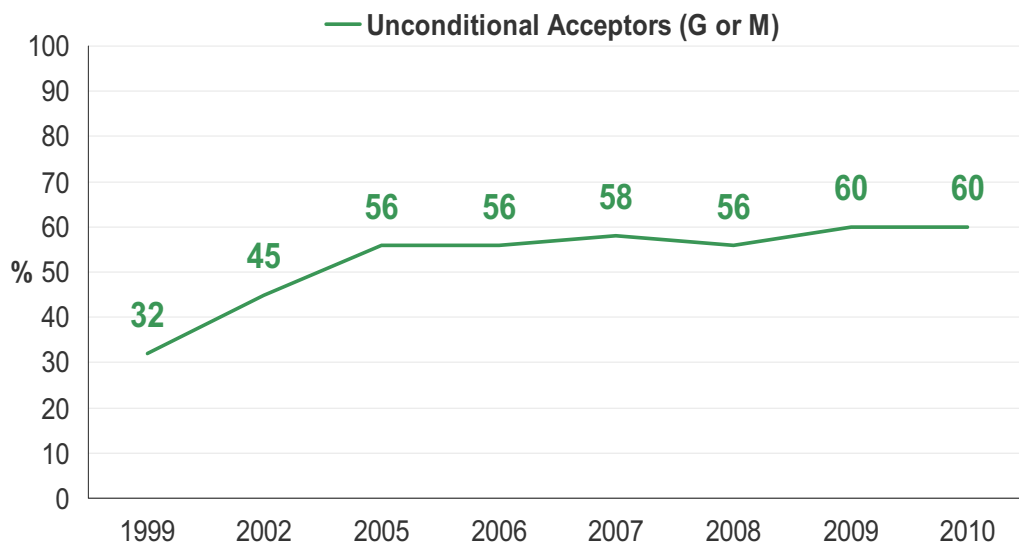
Q2G) It does not bother me if animals are used in experimentation (21% agreeing);

Q2M) I agree with animal experimentation for all types of research where there is no alternative (54% agreeing).

Taking those agreeing to G and/or M, three in five British adults (60%) are unconditional acceptors – unchanged since 2009. Those aged 65 and over are more likely to be unconditional acceptors (67% compared to 60% overall), as are those who have no formal qualifications (also 67% compared to 60% overall), with little significant variation across the other demographic groups.

² 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.

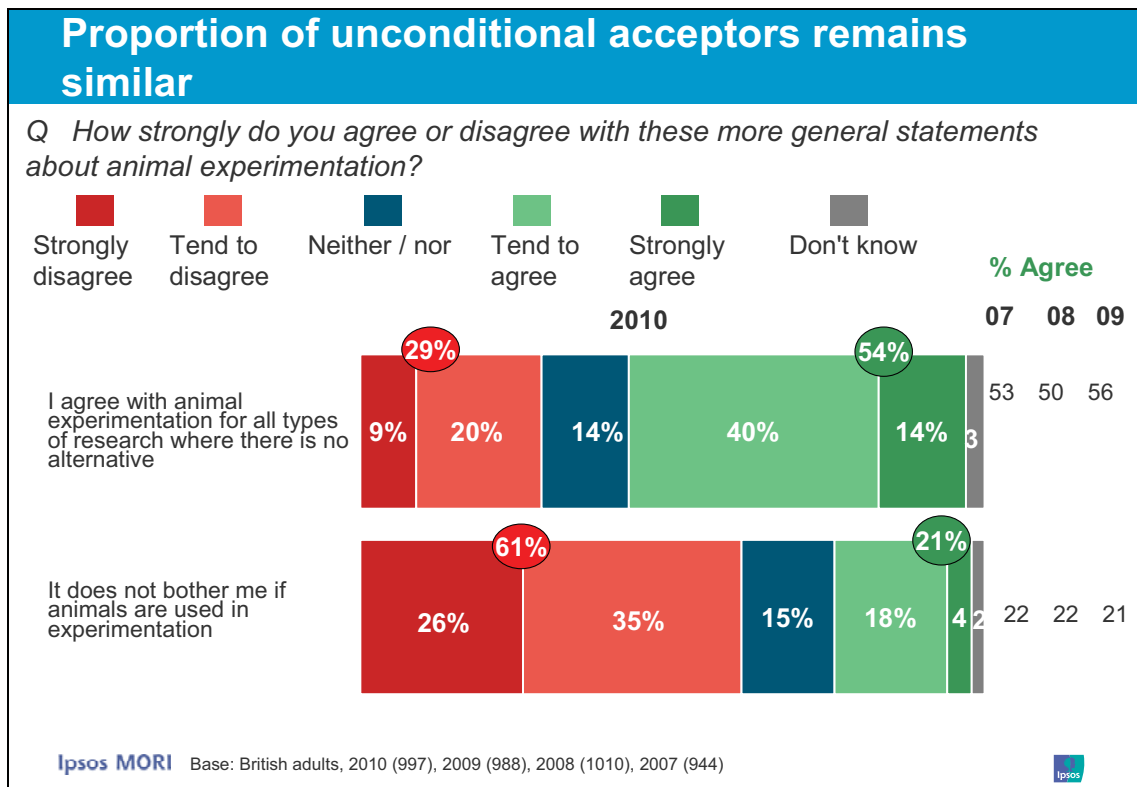
Long-term, the proportion of unconditional acceptors has grown



Ipsos MORI Base: British adults, 2010 (997), 2009 (988), 2008 (1010), 2007 (944), 2006 (969), 2005 (956), 2002 (1,023), 1999 (1,014)



The proportion of adults who agree with animal experimentation for all types of research, where no alternatives exist has fallen by 2 percentage points (to 54%). The proportion disagreeing is 29%, compared to 30% in 2009. One in five (21%) agree it does not bother them if animals are used in experimentation, in-line with findings from previous years.



Objectors to Animal Experimentation

Objectors are those who agree with one or both of the following statements³:

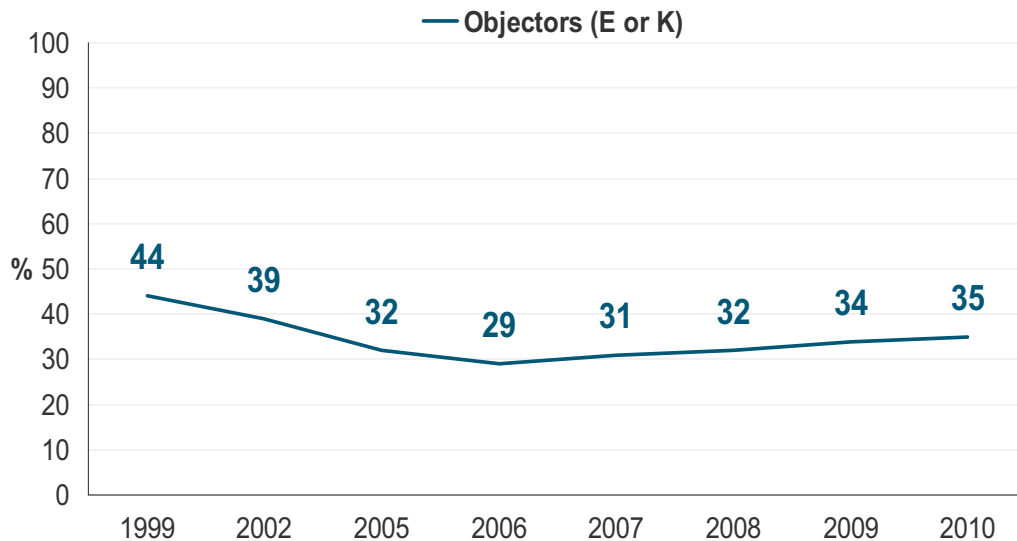
Q2E) I do not support the use of animals in any experimentation because of the importance I place on animal welfare (30% agree);

Q2K) The Government should ban all experiments on animals for any form of research (17% agree).

³ 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.

The proportion of those we term as “objectors” (35%, as defined above) has not changed significantly since 2009 (34% in 2009 and 35% in 2010), although it continues a gradual trend upwards from a low of 29% in 2006, as indicated below. Young people are much more likely to be objectors, with 51% of those aged 15-24 years old classified as such. Women are also more likely to be objectors, 41% agree with at least one of the statements compared to 29% of men. Young women are particularly likely to be objectors, 52% of women aged 15-34 years old are classified as being so compared to 36% of women aged 35-54. Those from the lowest social classes are also more likely to be objectors, 53% of DEs are classified as such, compared to 20% of ABs.

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

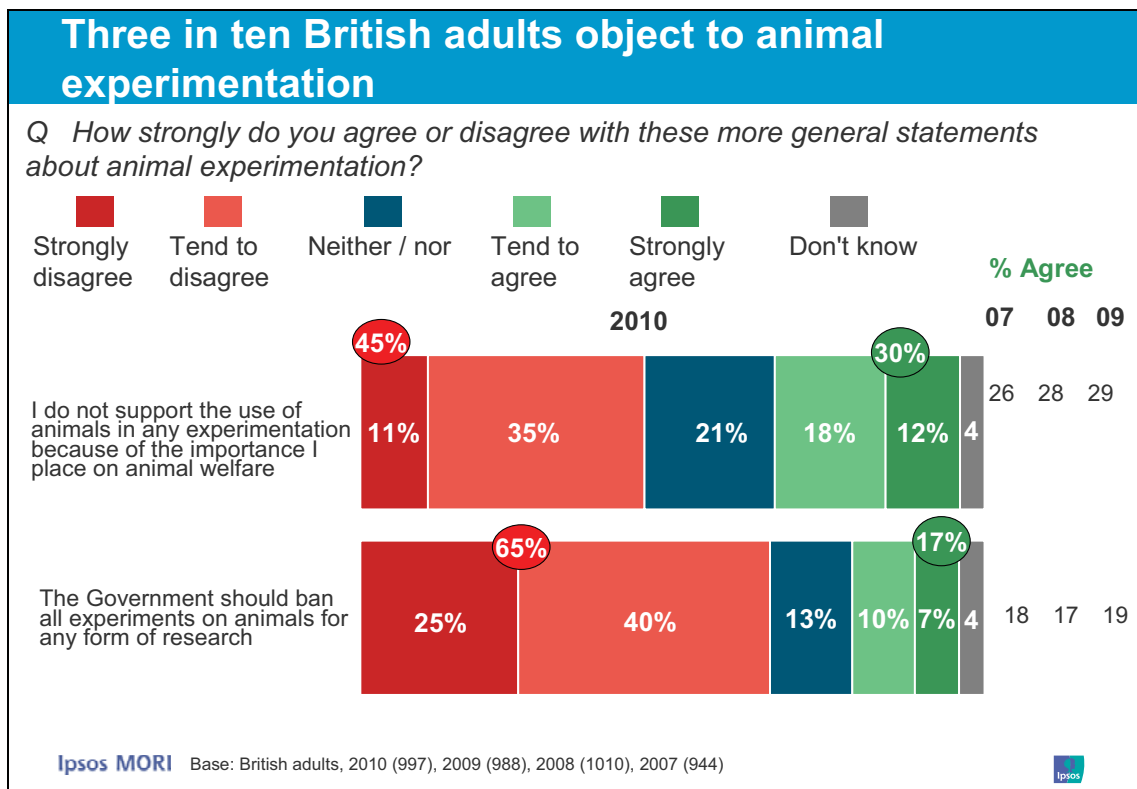


Base: British adults, 2010 (997), 2009 (988), 2008 (1010), 2007 (944), 2006 (969), 2005 (956), 2002 (1,023), 1999 (1,014)

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Those agreeing the Government should ban all experiments on animals for any form of research has returned to the 2008 levels (17% agree, 65% disagree, compared to 19% and 59% in 2009, and 17% and 64% in 2008). The proportion who agree that they do not support the use of animals in any experimentation because of the importance they place on animal welfare remains in line with 2009 levels (30% agree, versus 29% in 2009). There has been a gradual increase since 2007, as shown in the following chart.



- Women are more likely than men to agree with the statement that the Government should ban all experiments on animals for any form of research (21% versus 13% among men), as are those from the lowest social grades DEs (30%) than ABs (8%).
- Women are also more likely than men to agree they do not support the use of animals in any experimentation because of the importance they place on animal welfare (35% versus 25% among men). Those from the younger age groups - aged 15-24 are also more likely to agree (47%) than those from the older age categories falling to 26% agreeing among those aged 65 years and over.

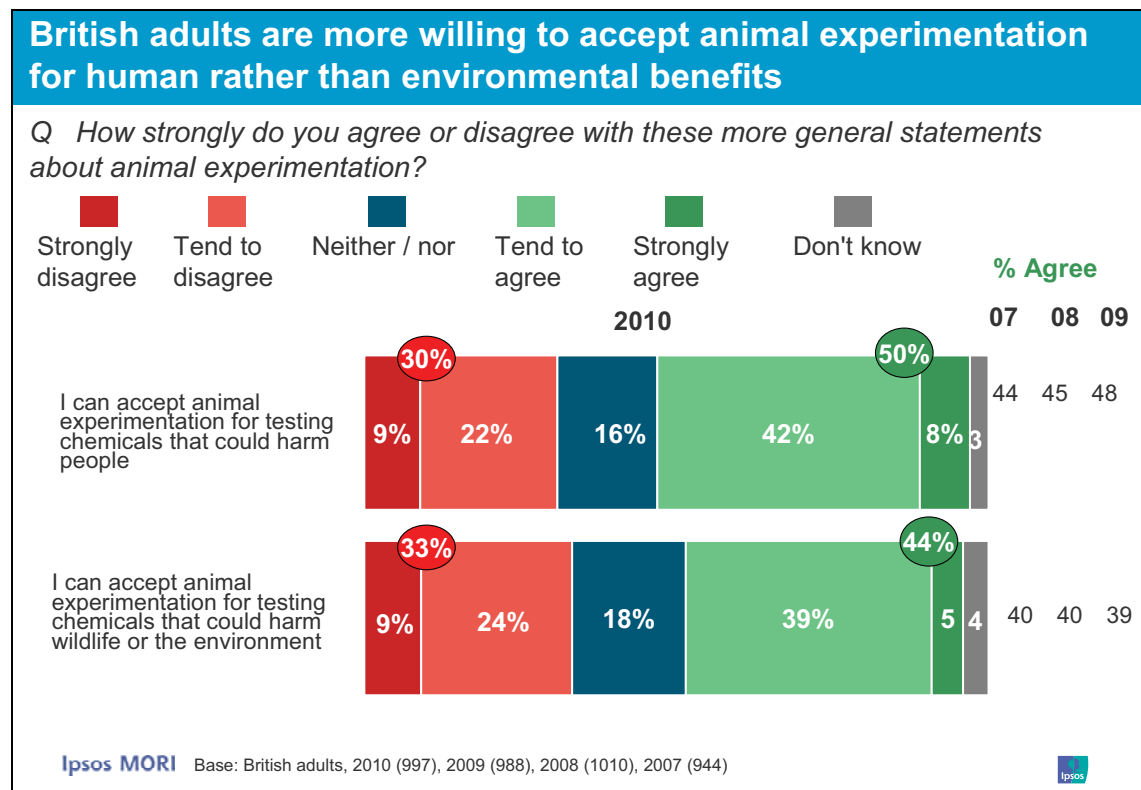
In summary, the following table shows the demographic profile by key group for conditional acceptors (including and excluding statement J), unconditional acceptors and objectors.

Profile of GB adult population and those who are conditional acceptors, unconditional acceptors and objectors				
	Conditional acceptors (inc. J)	Conditional acceptors (exc. J)	Uncondit- ional acceptors	Objectors
	890	858	603	364
Base	%	%	%	%
All	90	87	60	35
Men	91	88	61	29
Women	89	86	59	41
15-24	84	80	48	51
25-34	91	89	58	36
35-44	93	89	60	31
45-54	88	85	61	32
55-64	94	91	65	33
65+	91	89	67	29
AB	97	95	62	20
C1	92	88	59	30
C2	89	87	62	41
DE	81	77	58	53
White	91	88	60	34
BME	83	77	64	41
GCSE/O-Level/CSE/NVQ12	89	86	58	37
A-Level or equivalent	92	91	55	29
Degree/Masters/PhD	94	92	58	23
No formal qualifications	86	81	67	46

Source: Ipsos MORI

Views on Animal Experimentation for Non-Medical Purposes

Half of British adults accept animal experimentation for testing chemicals that could harm people (50% agree). The number agreeing has increased significantly by 6 percentage points since 2007. Support for testing chemicals that could harm wildlife or the environment remains lower, at 44%, but has also increased since 2007, when 40% agreed.

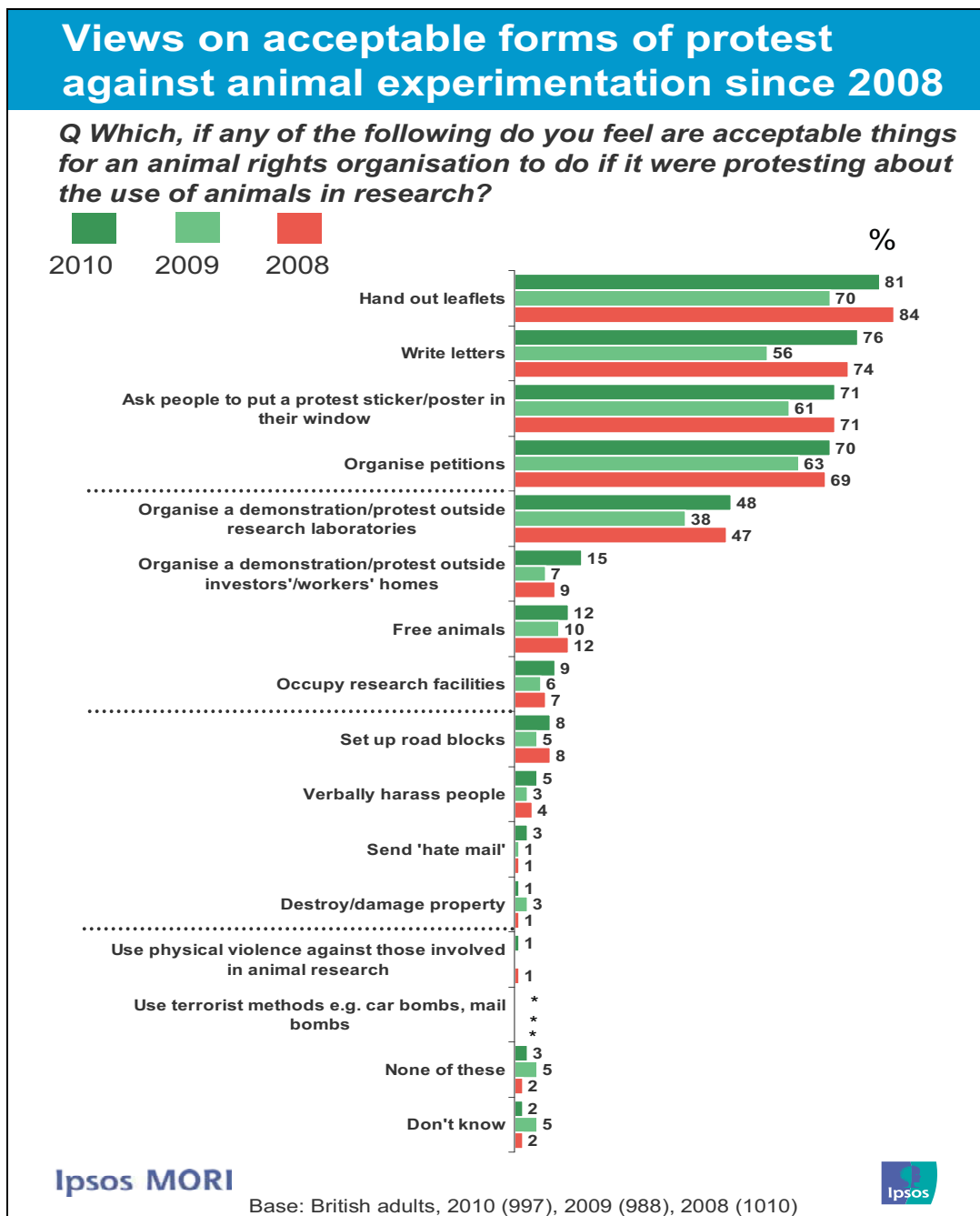


Attitudes towards the Activities of Animal Rights Organisations

Overall, the majority of British adults think it is acceptable for animal rights organisations to hand out leaflets (81%), write letters (76%), ask people to put a protest sticker or poster in their window (71%), or organise petitions (70%), when they are protesting about the use of animals in research. Nearly half (48%) believe it is acceptable to organise a demonstration or protest outside research laboratories.

In 2009 there were significant changes in these figures, with fewer adults finding any action acceptable. In 2010 these have returned to levels more consistent with 2008 and earlier data, suggesting a return to the norm, as seen in the following chart.

As the following chart also shows, far smaller proportions of British adults feel it is acceptable to carry out illegal activities, such as occupy research facilities (9%), set up road blocks (8%), verbally harass people (5%), send hate mail (3%), use physical violence against those involved (1%) or destroy or damage property (1%). There is minority support for some more contentious activities such as organising protests outside investors/workers homes (15%) and freeing animals (12%).

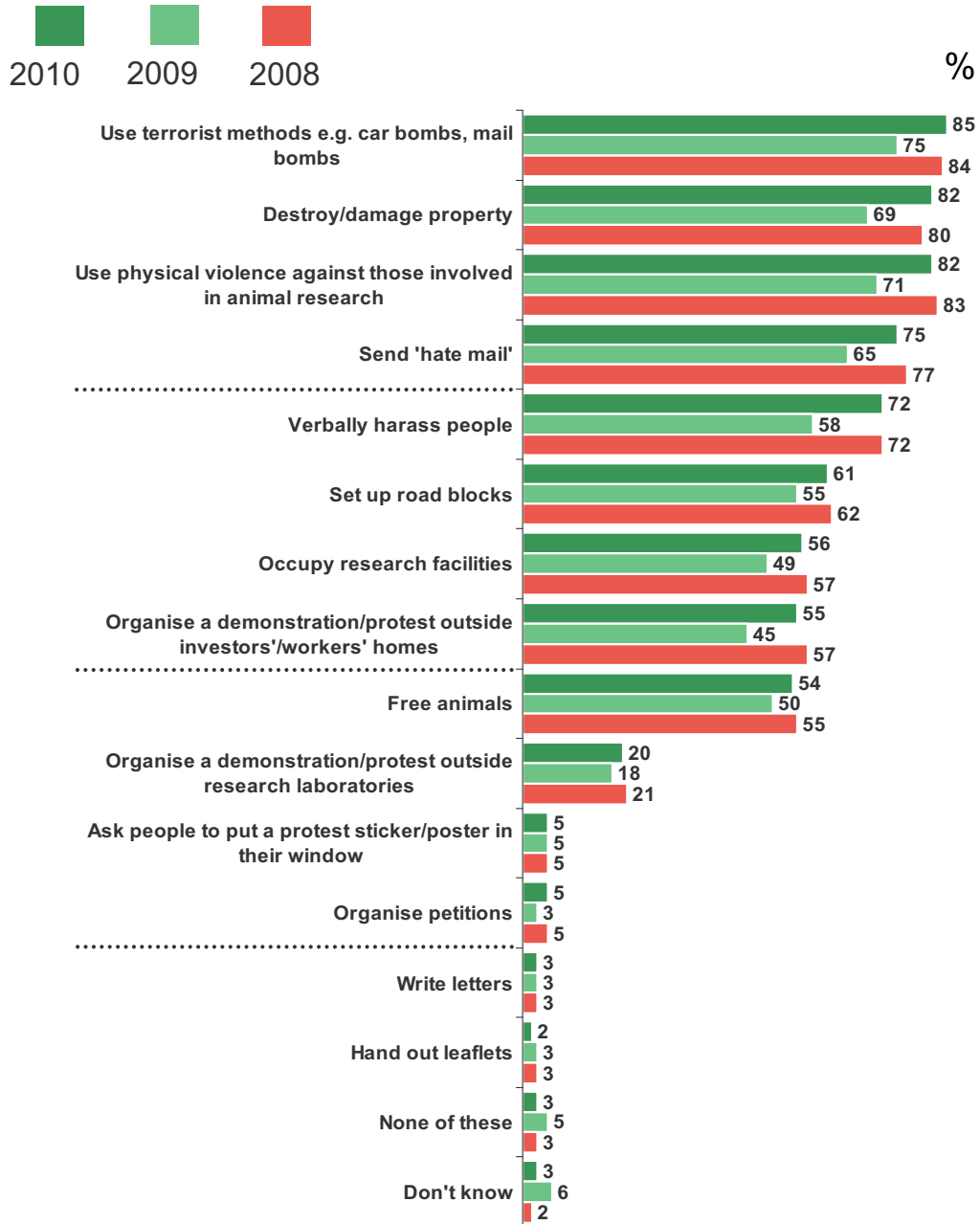


Looking at this issue from the opposite angle, the public were also asked what they felt were **not acceptable** things for an animal rights organisation to do if it were protesting about the use of animals in research. As the following chart demonstrates, views are consistent with what the public finds acceptable, although the proportions are not necessarily as high as one might expect given answers to the previous question. For example, the proportion that feel terrorist methods are unacceptable behaviour is 85%, whereas less than 1% of individuals said this was acceptable when asked outright. This may be to do with people giving don't know answers, or a function of people being unwilling to explicitly condemn behaviour.

Asking whether behaviour is not acceptable provides additional insight around the activities in the middle of the previous chart. Over half of British adults feel it is unacceptable to occupy research facilities (56%), organise demonstrations/protests outside investors'/workers' homes (55%) or free animals (54%).

Views on unacceptable forms of protest against animal experimentation since 2008

Q Which, if any, of the following do you feel are not acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?



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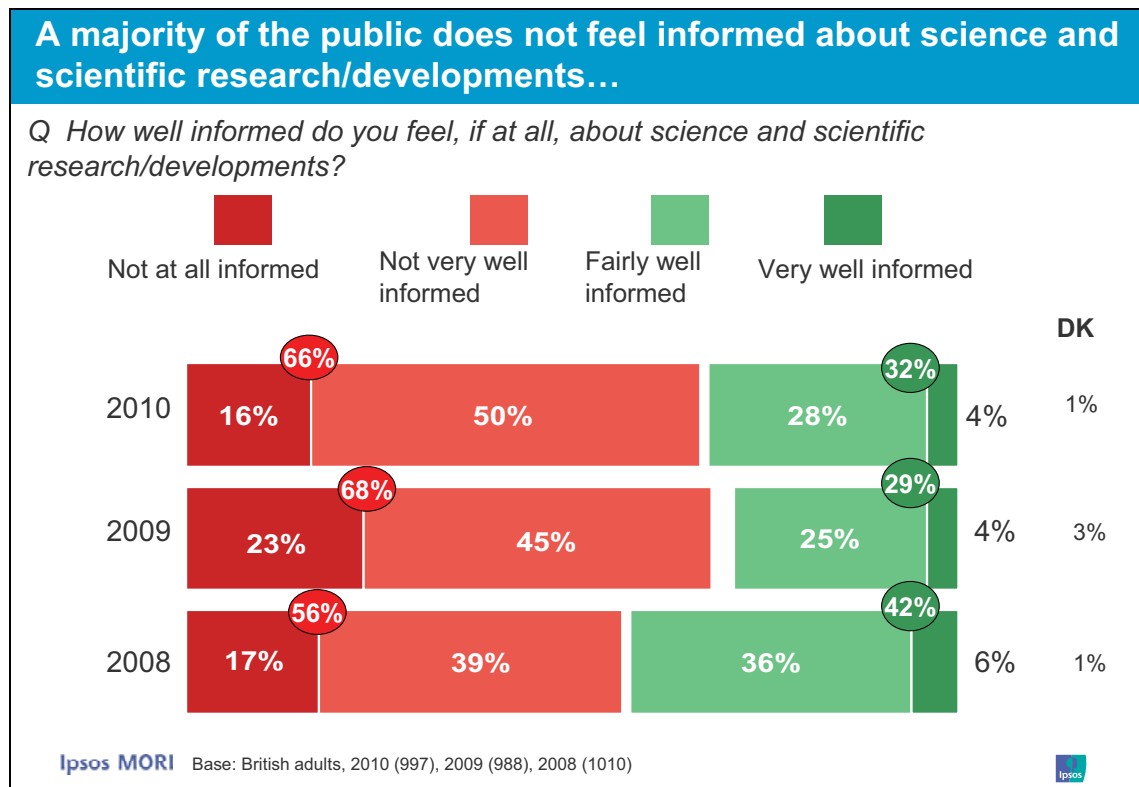
Base: British adults, 2010 (997), 2009 (988), 2008 (1010)



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 have been asked as part of this survey since 2008.

A third of British adults feels informed about science and scientific research or developments (32%), this is 3 percentage points higher than 2009 (29%) but still far below the figure for 2008 (42%). Levels of those who feel very well informed (4%) are identical with 2009 and consistent with 2008 (6%). The number who feel not at all informed has improved, from 23% in 2009 to 16% in 2010, although the number who feel not very well informed has increased from 45% to 50%.



Men are more likely to consider themselves informed about science and research issues than women (38% feel at least fairly well informed, compared with 27% of women). Those who read broadsheet newspaper titles are more inclined to feel informed (45%) than readers of tabloid newspapers (24%). Also, the proportion who

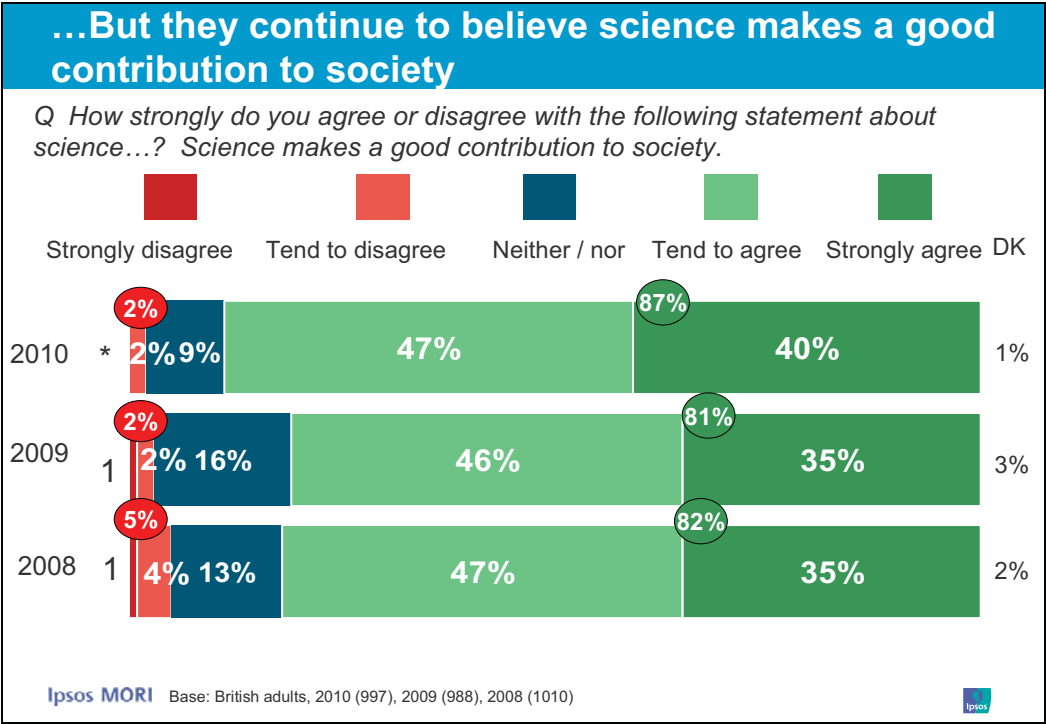
consider themselves informed is found to be higher in the South (36%) than the North (28%).

The proportion of British adults agreeing science makes a good contribution to society has increased from 81% in 2009 to 87% in 2010. Only one in fifty (2%) disagrees with this statement.

ABs, the social grade most likely to feel informed about science (48% feel at least fairly well informed vs. 25% for DEs), are also most likely to believe it makes a good contribution to society (96% vs. 75% of DEs).

Despite a majority not feeling well informed about science and scientific research and developments, previous research carried out among British adults during 2008 shows the importance and interest associated with this discipline. During 2008, 79% of British adults agreed that *'science is a big part of our lives and we should take an interest'*. In addition, 62% agreed that *'it is important to know about science in my daily life'*. At the same time, it is appreciated that science can be difficult to understand and six in ten (60%) agreed that *'there is so much conflicting information about science it is difficult to know what to do'* with a further 56% agreeing that *'Science and technology is too specialised for most people to understand it'*.⁴

⁴Research Councils UK & DIUS (2008), *Public Attitudes to Science 2008 – a survey*. Research conducted by People Science and Policy Ltd/TNS.

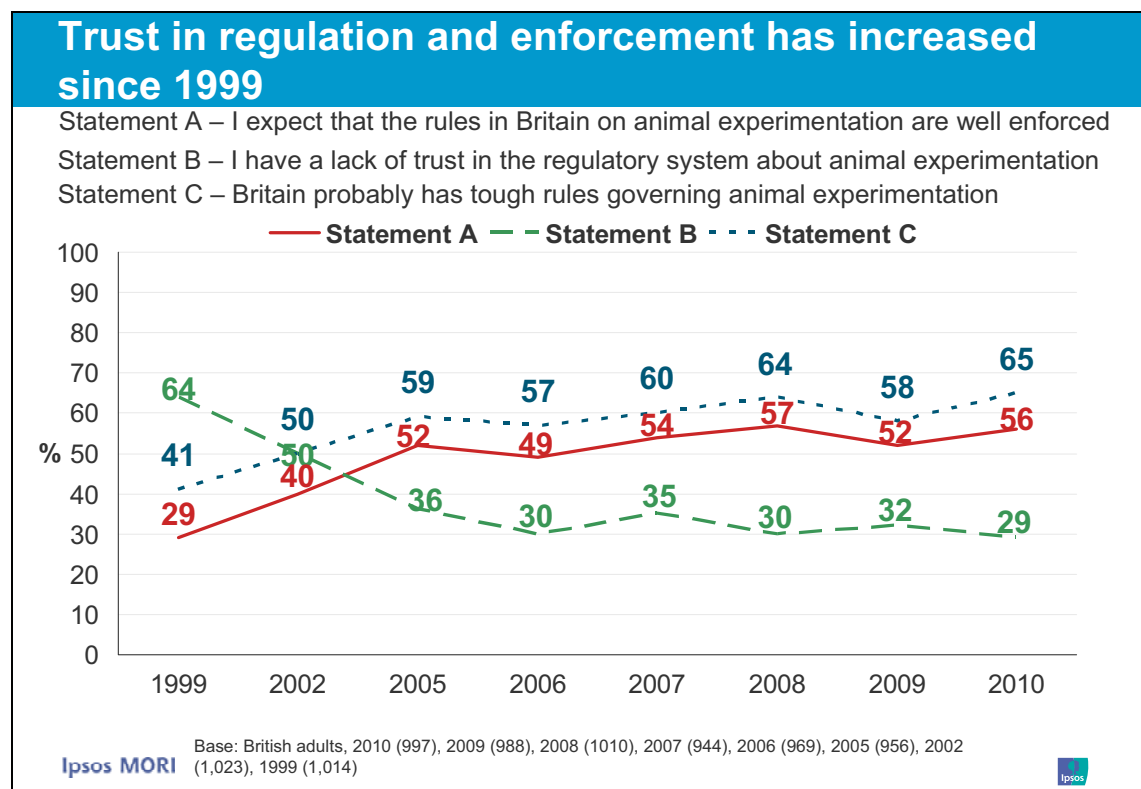


Long-Term Trends (1999 to 2010)

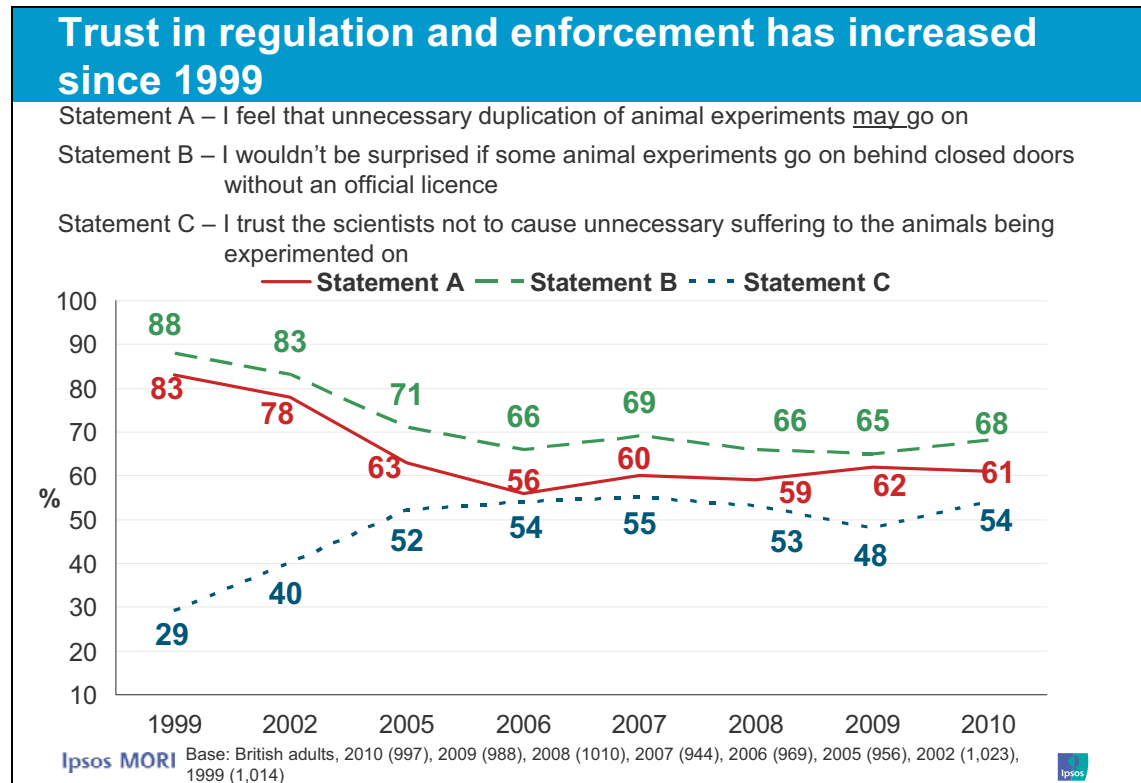
Trust in the regulatory system

Since this survey was first conducted in 1999, 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 regulatory system about animal experimentation'* has decreased by 35 percentage points (from 64% to 29%), decreasing another 3 percentage points in 2010.

Correspondingly, the proportion who agree that Britain probably has tough rules governing animal experimentation has increased by 24 percentage points since 1999 (from 41% to 65%). Over the same time period, the proportion agreeing that the rules in Britain on animal experimentation are well enforced has grown by 27 percentage points, and has increased from 29% to 56% and back in line with the long-term trends after a dip during 2009.



Trust in scientists not to cause unnecessary suffering on animals has also grown over this time, by 25 percentage points since 1999. Again there has been an increase in the last year, with the number agreeing now in line with the 2008 result. Additionally, the proportions who express concern about experimentation taking place without an official licence, and unnecessary duplication, have both decreased by 20 percentage points or more since 1999. As the charts above and below show, most of the change took place between 1999 and 2005.



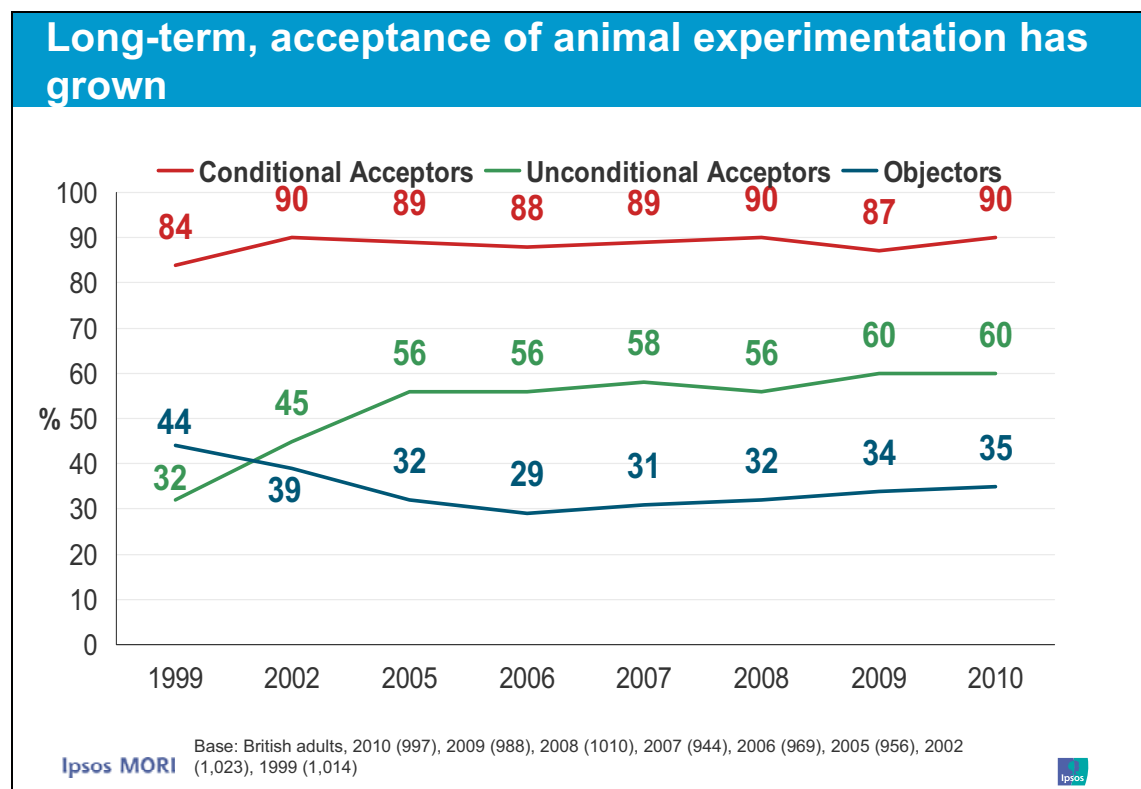
Acceptance of Animal Experimentation

Since 2002 there has been fluctuation of the proportion we term conditional acceptors from between 87% and 90% and now stands at 90% - although six percentage points higher than the first measure taken in 1999 (at 84%).

However, the proportion of unconditional acceptors has risen by 28 percentage points since 1999 (from 32% to 60%), yet stayed constant between 2009 and 2010 (at 60%).

Public objection to animal experimentation has fallen by nine percentage points since 1999 to just over a third (35%) – although much of this fall was concentrated in the years 1999 to 2006, it now stands at 35%.

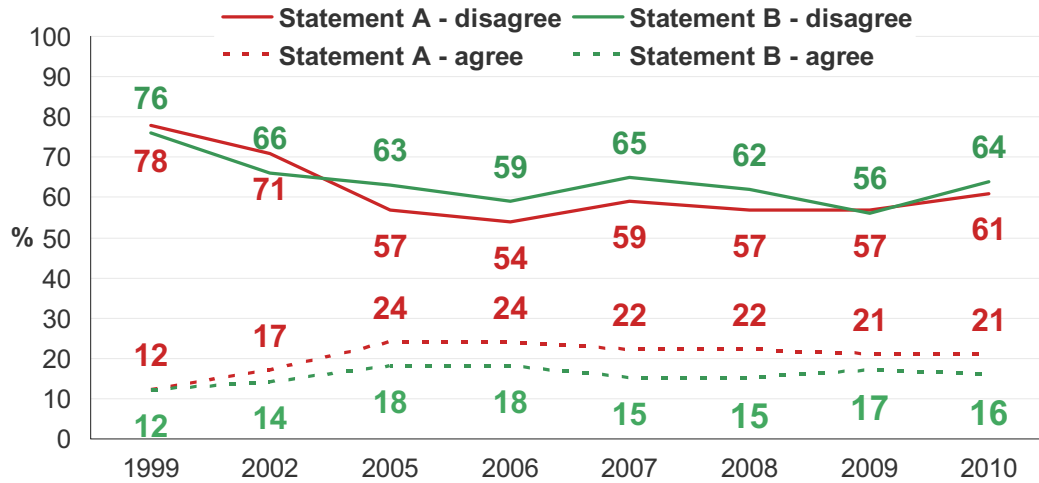
As the following two charts show, the pattern over the last five years has been more stability across all of the measures, with only small increases since 2005.



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



Ipsos MORI Base: British adults, 2010 (997), 2009 (988), 2008 (1010), 2007 (944), 2006 (969), 2005 (956), 2002 (1,023), 1999 (1,014)

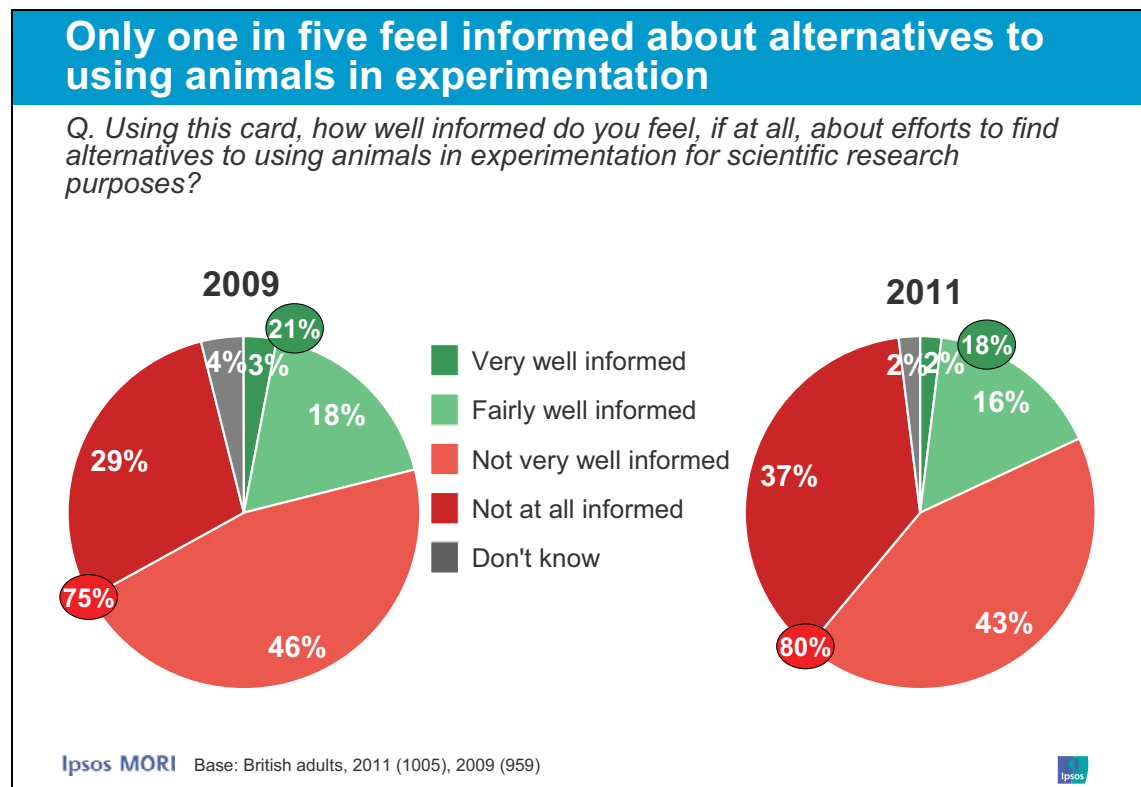


NC3Rs Research - Alternatives to Animal Experimentation

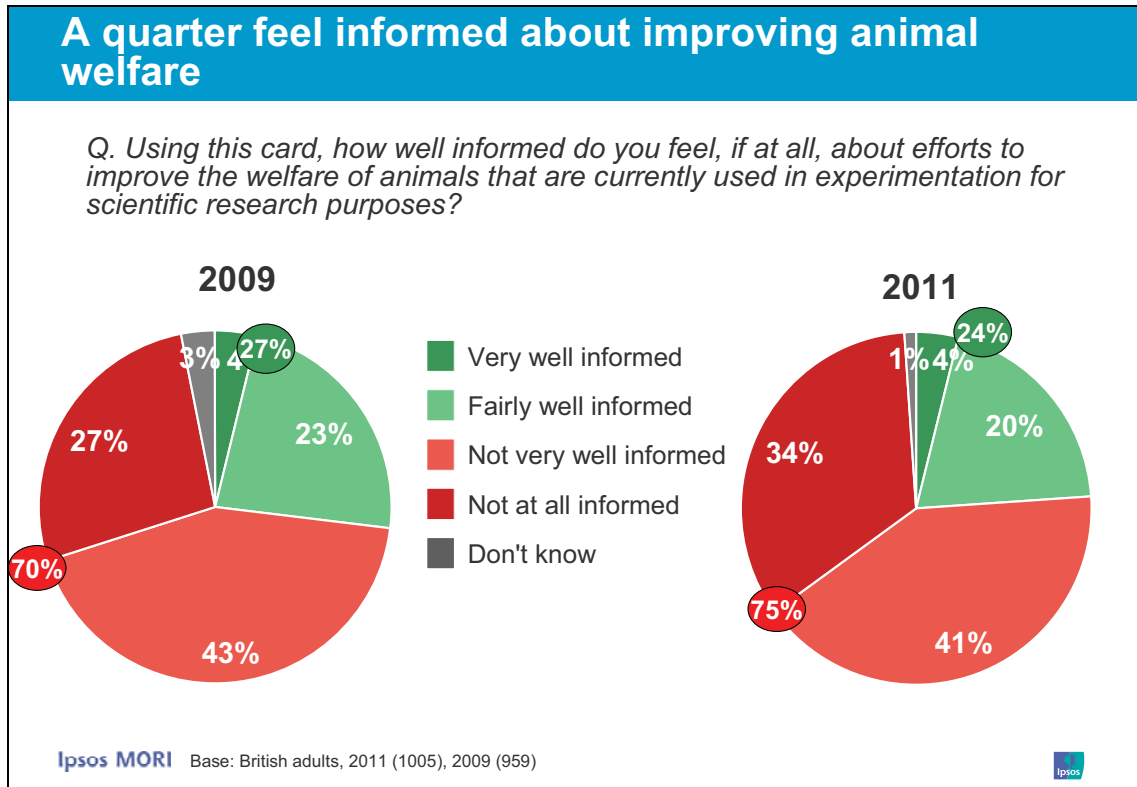
NC3Rs Research - Alternatives to Animal Experimentation

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

Approaching one in five (18%) of British adults feel at least fairly well informed about the efforts to find alternatives to using animals in experimentation for scientific purposes – a three percentage point reduction since 2009. A majority (80%) do not feel informed about such alternatives. This is a significant increase on 2009, when 75% did not feel informed. The proportion who says they are not at all informed has also increased significantly, from 29% to 37%. Around one in five (18%) claim to be at least fairly well informed. This general lack of awareness holds true across different sections of society; with few differences between groups.

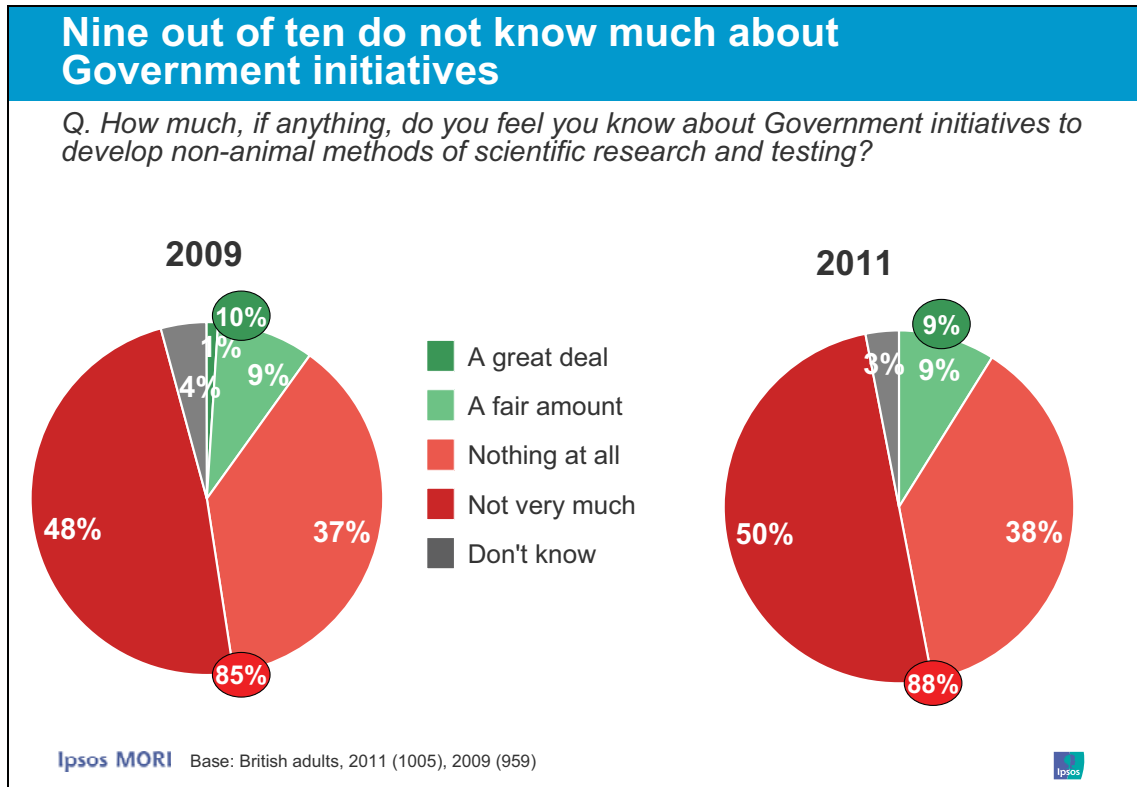


There has also been a slight reduction in the proportion of British adults who say they feel at least fairly well informed about the efforts to improve welfare of animals that are currently used in experimentation for scientific research purposes (from 27% during 2009 to 24% during 2011). Three quarters (75%) say they are not informed compared to 70% in 2009, while a quarter are informed.



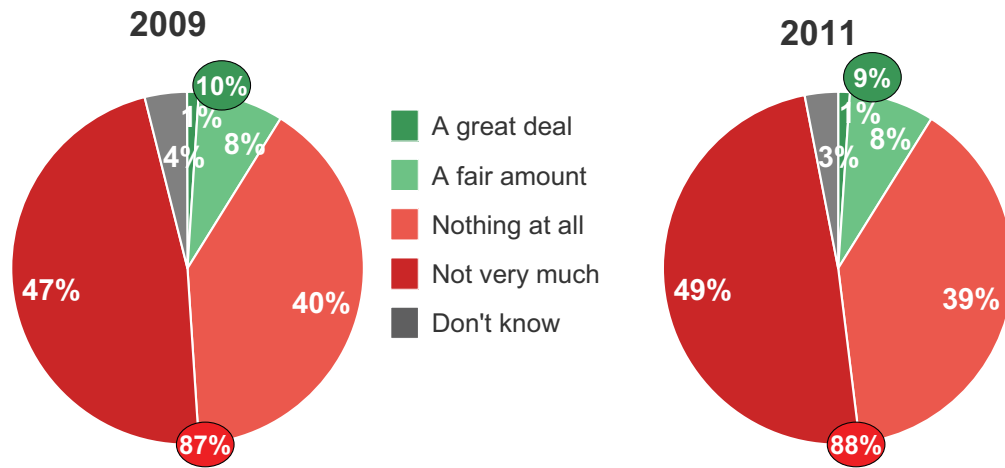
The least well informed cohorts of society appear to be those aged 25-34 (83% are not well or not at all well informed), those from White backgrounds (76%) and those not educated to a degree or PHD level (83%).

As might be expected, given the low levels of awareness generally, even smaller proportions say they know at least a fair amount about Government initiatives directed at finding non-animal alternatives or improving animal welfare. Just one in ten say they know at least a fair amount about these two initiatives (9% respectively) – virtually unchanged since 2009.



Nine out of ten do not know much about Government initiatives

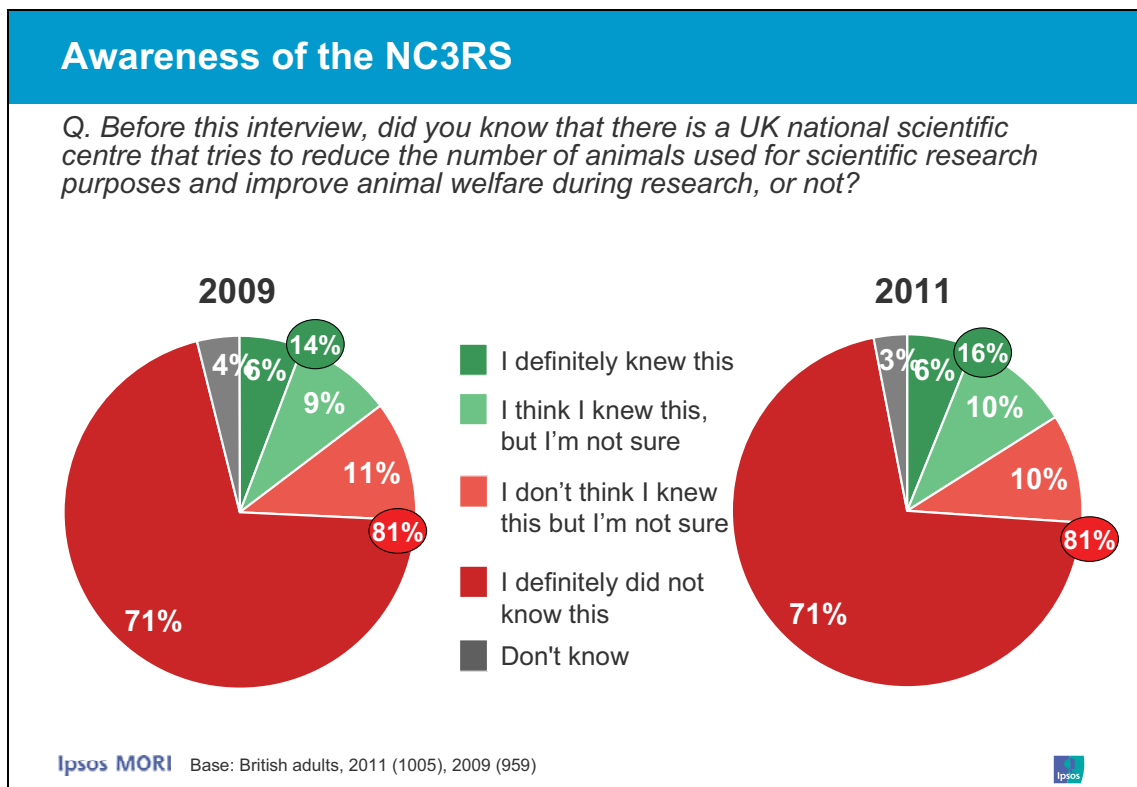
Q. How much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific research?



Ipsos MORI Base: British adults, 2011 (1005), 2009 (959)

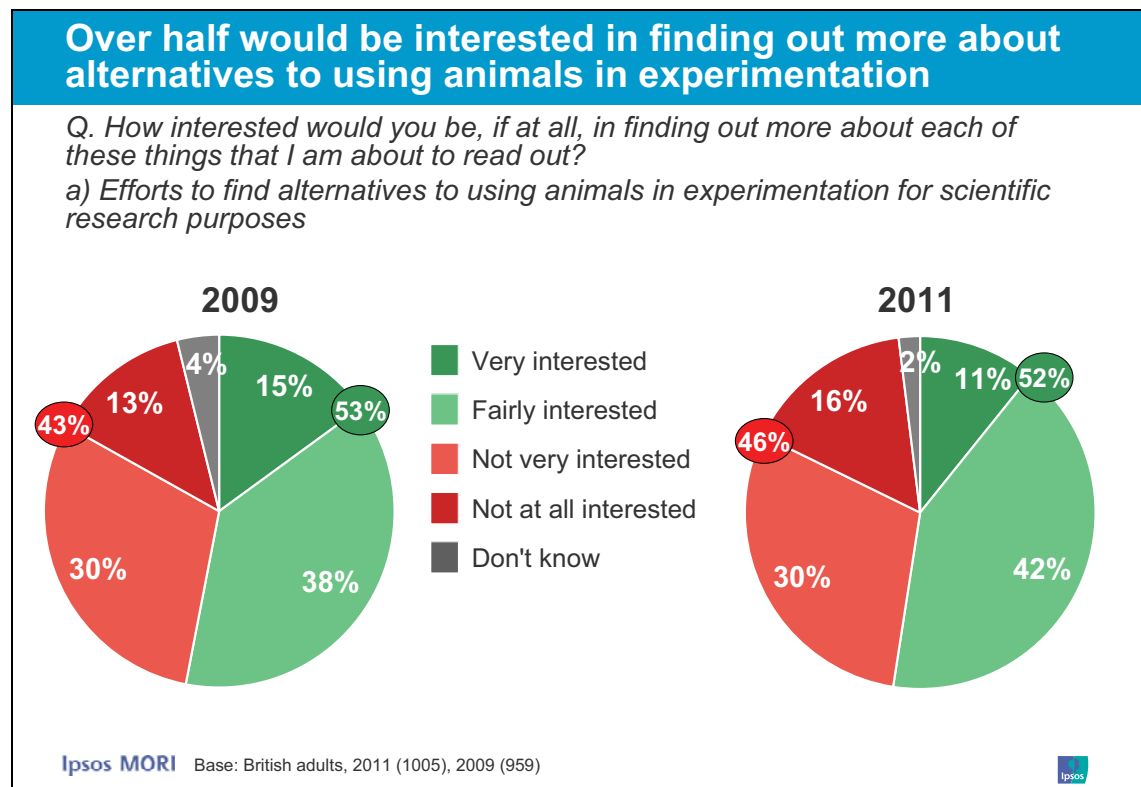


Awareness of the existence of the NC3Rs (without giving its name but rather, describing its remit) remains low. Around a sixth (16%) knew such a centre existed, although just six per cent are sure of this (claiming they definitely knew). Seven in ten (71%) are definitely not aware that this centre exists. The proportions have not changed significantly since 2009, and the percentage saying they are definitely not aware of the centre has remained at the same level. Those who read a broadsheet newspaper are more likely to say they knew this (24% compared to 14% who read a tabloid newspaper).

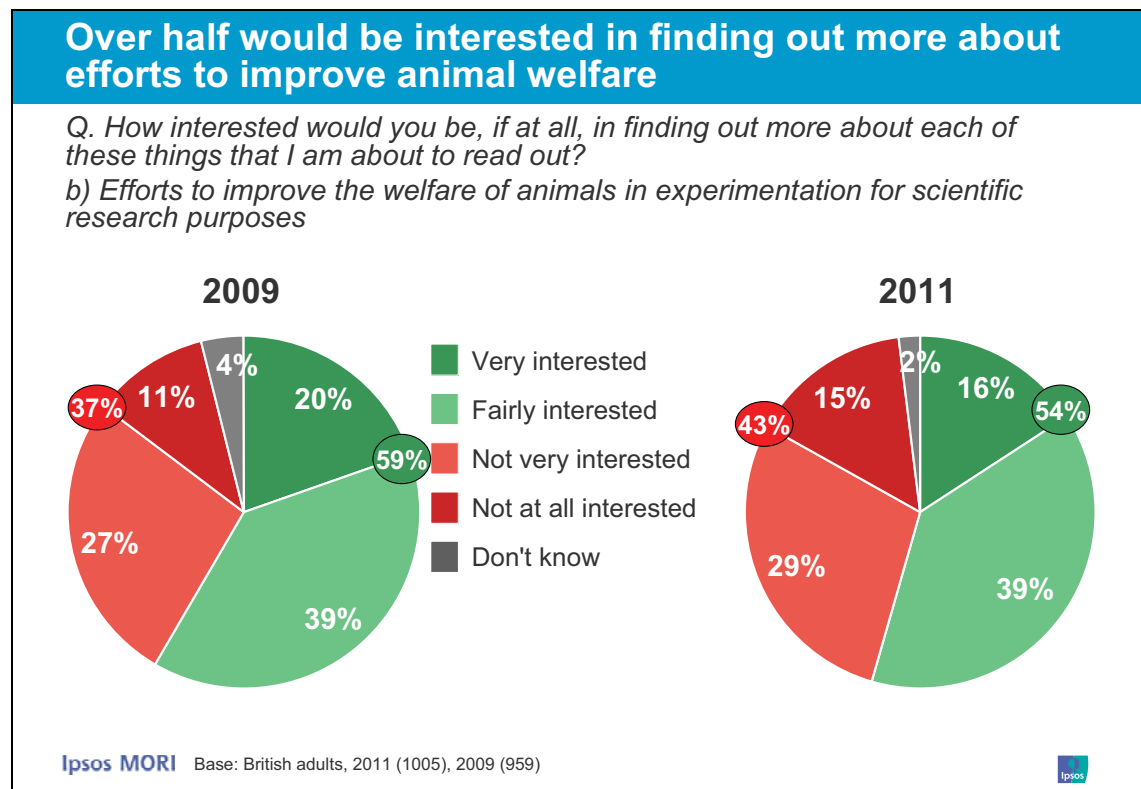


Interest in the work of the NC3Rs

Although there are low levels of awareness of the centre, there is an appetite for more information among British adults with a majority (52%) saying they are either very or fairly interested in finding out more about alternatives to using animals in experimentation for scientific purposes – little changed since 2009 (at 52%). Interest in finding out more varies little between the key demographic groups, although those with no formal qualifications are found to be the least likely to be interested (38% vs. 52% overall).



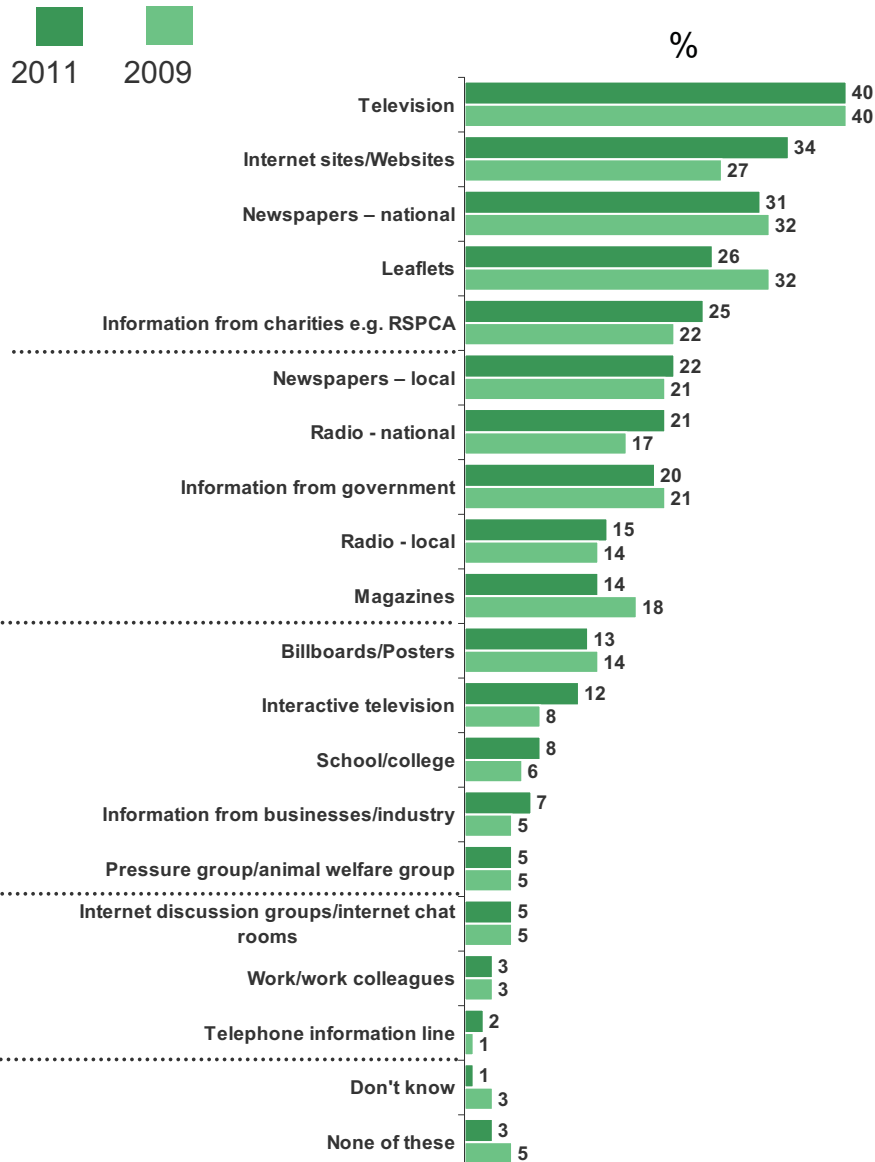
Similarly, just over a half of British adults (54%) would be interested in finding out more about efforts to improve animal welfare in experimentation for scientific research purposes, although this is a decline of 5 percentage points since 2009. Women are more likely than men to show an interest in finding out more (58% compared to 50%), while again, those with no formal qualifications are more likely to say they are not interested (54% compared to 43% overall).



Of those who show an interest in receiving more information about either (or both) of these subjects (588 respondents), the most commonly preferred channel through which to receive information on them remains television (40%). The proportion preferring internet sites/websites has increased from 27% to 34% over the one year period, moving ahead of national newspapers (31%) and leaflets (26% - and down 6 percentage points since 2009 when it was 32%). The number preferring information from the government is lower at 20%, while information from businesses/industry stands at 7%.

Television remains preferred method of communication

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



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Base: British adults, 2011 (588), 2009 (592)



Conclusions

Conclusions

Public views on the regulation of animal experimentation have returned to those seen in 2008, following some changes in 2009. In many respects the shift in opinion during 2009 is not so surprising given the turbulence experienced across the country with fluctuating consumer and business confidence and many issues coming to the fore such as the gloomy economic climate, erosion in the trust in the banking and finance industry, and a general election on the horizon – all factors touching the lives of many British adults. Also, the possibility of a rogue poll can never be ruled out (i.e. a poll where some of the results fall outside the expected margins or error).

Confidence remains relatively high with the majority believing that the rules governing animal experimentation in Britain are tough (65%) and well enforced (56%). The shift is generally away from the neutral position, with a number of those neither agreeing nor disagreeing decreasing on some key indicators.

Around two-thirds (68%) continue to say they wouldn't be surprised if some animal experiments go ahead behind closed doors without an official licence, and three in five (61%) feel that some animal experiments may be duplicated unnecessarily.

As was the case in 2009 and 2008, nine in ten (90%) conditionally accept the idea of animal experimentation to some degree, with three in five (60%) accepting the idea unconditionally⁵. Since 2002 there has been fluctuation of the proportion we term conditional acceptors from between 87% and 90% (currently 90%) - although it is six percentage points higher than the first measure taken in 1999 (at 84%).

The proportion of unconditional acceptors⁶ continues to grow and now stands 28 percentage points higher than it did in 1999 (32% in 1999 vs. 60% in 2010). Half agree that they can accept animal experimentation to test chemicals that could be harmful to people (50%), while a slightly smaller proportion (44%) agrees they can accept animal experimentation for testing chemicals that could harm wildlife or the environment.

⁵ For the definition of conditional acceptors please see the Definitions section of the Appendices.

⁶ For the definition of unconditional acceptors please see the Definitions section of the Appendices.

The proportion agreeing that they do not support the use of animals in any experimentation because of the importance they place on animals remains at one in three (30%), and one in six (17%) agree that the Governmental should ban all experiments on animal for any form of research. When asked about the forms which this opposition can take, most support activities such as handing out leaflets (81%), writing letters (76%), asking people to put a sticker or poster in their window (71%) or organising petitions (70%). Under half feel demonstrating outside research laboratories is acceptable (48%). Most feel it is not acceptable to use terrorist methods (85%), use physical violence (82%) or destroy or damage property (82%).

Currently a third of British adults feel informed about science and scientific research and developments (32%) – an improvement since 2009 (29%), but significantly lower than the level monitored during 2008 (42%). Across the sample there is a high level of agreement that science makes a good contribution to society (87%) - a significant improvement since 2008 where 81% believed this to be the case.

Despite a majority not feeling well informed about science and scientific research and developments, previous research carried out among British adults during 2008 shows the importance and interest associated with this discipline. During 2008, 79% of British adults agreed that *'science is a big part of our lives and we should take an interest'*. In addition, 62% agreed that *'it is important to know about science in my daily life'*. At the same time, it is appreciated that science can be difficult to understand and six in ten (60%) agreed that *'there is so much conflicting information about science it is difficult to know what to do'* with a further 56% agreeing that *'Science and technology is too specialised for most people to understand it'*.⁷

During the current wave of the research, British adults are less likely to say they feel at least fairly well informed about the efforts that are made to improve the welfare of animals used in experiments and the alternatives that exist to using such animals for scientific research.

Awareness of the existence of the NC3Rs remains relatively low, with around a sixth knowing a centre with this remit exists. There is a thirst among the public to know more: A slight majority would be interested in finding out more on improving animal

welfare of animals in experimentation and the alternatives to using such animals. The 2011 survey shows a significant rise in the proportion who is interested saying they would like to find out more via websites (34%) while television remains the most popular channel for information (40%).

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⁷Research Councils UK & DIUS (2008), *Public Attitudes to Science 2008 – a survey*. Research conducted by People Science and Policy Ltd/TNS.

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

Region

For the regional analysis, the country is divided into North, Midlands and South, which are defined as follows:

- i) **North:** North, North West, Yorks & Humberside, Scotland
- ii) **Midlands:** West Midlands, East Midlands, East Anglia, Wales
- iii) **South:** South West, South East, Greater London

Social Grades

The grades detailed below are the definitions as used by the Institute of Practitioners in Advertising, and are standard on all surveys carried out by Ipsos MORI.

- 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.

Demographic Profile – BIS Views on Animal Experimentation Survey

Profile of key subgroups

	Adults 15+
Base	997
	%
Gender	
Male	49
Female	51
Age	
15-24	16
25-34	15
35-44	18
45-54	16
55-64	15
65+	20
Ethnicity	
White	91
Non-white	9
Income	
Up to £9,499	13
£9,500 - £17,499	15
£17,500+	42
Social Grade	
AB	27
C1	29
C2	21
DE	24
Region	
North (North, North West, Yorks & Humberside, Scotland)	33
Midlands (West Midlands, East Midlands, East Anglia, Wales)	25
South (South West, South East, Greater London)	41
Education	
GCSE/O-level/CSE/NVQ12	28
A-level or equivalent	15
Degree/Masters/PHD	28
No formal qualification	18

Demographic Profile – NC3Rs Alternatives to Animal Experimentation Survey

Profile of key subgroups

	Adults 15+
Base	1005
	%
Gender	
Male	49
Female	51
Age	
15-24	16
25-34	16
35-44	18
45-54	16
55-64	14
65+	20
Ethnicity	
White	91
Non-white	9
Income	
Up to £9,499	12
£9,500 - £17,499	16
£17,500+	39
Social Grade	
AB	27
C1	29
C2	21
DE	24
Region	
North (North, North West, Yorks & Humberside, Scotland)	33
Midlands (West Midlands, East Midlands, East Anglia, Wales)	25
South (South West, South East, Greater London)	41
Education	
GCSE/O-level/CSE/NVQ12	34
A-level or equivalent	14
Degree/Masters/PHD	26
No formal qualification	16

Statistical Reliability

The sampling tolerances that apply to the percentage results in this report are given in the table below⁸. 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.

Size of sample on which survey result is based	10% or 90%	30% or 70%	50%
	+ -	+ -	+ -
100 responses	6	9	10
200 responses	4	6	7
500 responses	3	4	4
1000 responses	2	3	3
997 responses	2	3	3
1005 responses	2	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.

Differences required for significance at or near these percentages	10% or 90%	30% or 70%	50%
	+ -	+ -	+ -
2010 Study vs. 2009 Study (997 vs. 988)	2	3	3
Men vs. Women (482 vs. 515)	3	4	4
Young people aged 15-34 vs. people aged 65+ (140 vs. 237)	5	7	8
Unconditional Acceptors vs. Objectors (603 vs.364)	2	3	4

Source Ipsos MORI

⁸ These tolerances assume a random probability survey with no design effect, which may not be the case

Trend Topline Results – BIS Views on Animal Experimentation

Topline Results BIS Animal Experimentation Study 22 December 2010

2010 Omnibus survey Ipsos MORI/BIS

- 997 interviews with adults aged 15+. Conducted in-home, face-to-face
- Fieldwork conducted 10 – 16 December 2010
- 170 sampling points throughout Great Britain

Trend data

2009 Omnibus survey Ipsos MORI/BIS

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

2008 Omnibus survey Ipsos MORI/BERR

- 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

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.									
a	I have a lack of trust in the regulatory system about animal experimentation		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	30	16	10	7	9	7	9	8
		Tend to agree	34	34	26	23	26	23	23	22
		Neither agree nor disagree	19	25	21	28	23	26	31	24
		Tend to disagree	9	16	31	28	29	31	22	31
		Strongly disagree	2	4	6	6	7	6	7	7
		Don't know	5	5	6	8	6	6	8	9
b	I trust the scientists not to cause unnecessary suffering to the animals being experimented on		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	8	9	13	11	15	10	13	11
		Tend to agree	21	31	39	43	40	43	35	43
		Neither agree nor disagree	13	15	13	16	13	15	20	14
		Tend to disagree	33	29	21	17	20	19	16	18
		Strongly disagree	23	15	10	8	9	10	10	9
		Don't know	2	2	4	5	3	4	6	5
c	I feel that unnecessary duplication of animal experiments <u>may</u> go on		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	35	28	15	12	16	16	14	14
		Tend to agree	48	50	48	44	44	43	48	47
		Neither agree nor disagree	8	10	17	20	19	21	20	18
		Tend to disagree	4	6	11	10	11	10	6	9
		Strongly disagree	1	2	2	3	3	2	3	2
		Don't know	4	4	8	10	7	9	9	10
d	I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	58	46	23	24	26	24	23	24
		Tend to agree	30	37	48	42	43	42	41	44
		Neither agree nor disagree	5	7	9	13	11	13	16	11
		Tend to disagree	3	4	11	10	10	12	9	10
		Strongly disagree	1	3	3	4	5	3	4	4
		Don't know	2	3	6	7	5	6	7	6

e	Britain probably has tough rules governing animal experimentation		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	8	9	12	10	14	13	14	17
		Tend to agree	33	41	47	47	46	51	44	48
		Neither agree nor disagree	19	23	15	17	18	15	20	14
		Tend to disagree	20	13	12	12	12	9	7	9
		Strongly disagree	8	5	4	2	3	3	4	2
		Don't know	11	10	11	11	8	9	11	10
f	I expect that the rules in Britain on animal experimentation are well enforced		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	5	6	10	8	10	9	10	12
		Tend to agree	24	34	42	41	44	48	42	44
		Neither agree nor disagree	18	23	16	21	19	15	22	18
		Tend to disagree	28	22	18	16	15	14	13	13
		Strongly disagree	13	7	5	4	4	4	4	3
		Don't know	11	8	10	10	7	9	9	10
g	I trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research institutes		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	-	12	16	13	18	15	16	18
		Tend to agree	-	43	46	50	49	50	47	48
		Neither agree nor disagree	-	18	14	14	14	15	16	12
		Tend to disagree	-	19	14	13	11	10	10	11
		Strongly disagree	-	5	4	3	4	5	4	4
		Don't know	-	3	6	7	3	5	7	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.									
a	I can accept animal experimentation so long as it is for medical research purposes		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	23	30	21	23	22	22	23	21
		Tend to agree	41	45	53	53	52	53	47	55
		Neither agree nor disagree	10	9	9	10	12	10	16	10
		Tend to disagree	11	9	9	8	8	8	6	7
		Strongly disagree	13	7	5	4	5	4	4	4
		Don't know	2	1	2	2	2	3	4	3
b	There needs to be more research into alternatives to animal experimentation		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	64	56	33	31	36	38	38	35
		Tend to agree	27	32	49	46	42	39	38	44
		Neither agree nor disagree	4	5	9	14	14	13	14	11
		Tend to disagree	2	3	5	5	4	5	5	4
		Strongly disagree	1	1	1	1	1	1	2	1
		Don't know	2	1	4	3	3	3	5	4
c	I can accept animal experimentation so long as there is no unnecessary suffering to the animals		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	26	32	25	24	29	25	25	21
		Tend to agree	43	45	51	48	47	49	46	53
		Neither agree nor disagree	9	8	9	14	11	12	15	12
		Tend to disagree	10	9	10	7	7	7	6	8
		Strongly disagree	11	6	3	3	5	5	5	3
		Don't know	2	1	2	3	2	2	4	3
d	I would like to know more about animal experimentation before forming a firm opinion		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	27	22	12	11	13	11	13	12
		Tend to agree	37	39	38	39	37	35	35	34
		Neither agree nor disagree	15	19	19	20	21	24	25	20
		Tend to disagree	11	12	22	21	19	19	14	24
		Strongly disagree	8	7	7	6	7	7	9	6
		Don't know	1	1	2	3	3	3	5	3

e	I do not support the use of animals in any experimentation because of the importance I place on animal welfare		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	21	15	10	8	11	10	12	12
		Tend to agree	18	20	18	15	15	17	18	18
		Neither agree nor disagree	20	19	19	23	22	23	26	21
		Tend to disagree	25	33	39	38	35	33	28	35
		Strongly disagree	13	12	12	13	14	13	13	11
f	Animal experimentation will always be used for research purposes	Don't know	3	1	3	4	3	3	4	4
			1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	19	20	14	14	15	17	14	14
		Tend to agree	53	52	55	55	54	55	55	51
		Neither agree nor disagree	9	10	13	15	12	13	16	17
		Tend to disagree	10	11	13	9	11	7	8	11
g	It does not bother me if animals are used in experimentation	Strongly disagree	5	4	2	3	4	2	2	3
		Don't know	4	3	3	5	4	5	5	5
			1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	4	3	3	4	5	4	5	4
		Tend to agree	8	14	21	20	17	18	16	18
		Neither agree nor disagree	9	11	16	19	18	19	19	15
h	I am not interested in the issue of animal experimentation	Tend to disagree	26	30	32	31	32	28	29	35
		Strongly disagree	52	41	25	23	27	29	27	26
		Don't know	1	*	2	3	2	2	3	2
			1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	4	3	3	3	3	3	4	4
		Tend to agree	8	11	15	15	12	12	13	13
		Neither agree nor disagree	12	20	17	20	19	21	23	17
		Tend to disagree	35	35	42	37	39	38	32	41
		Strongly disagree	41	31	21	22	26	24	24	22
		Don't know	1	1	2	3	1	1	3	3

			1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
i	Animal experiments for medical research purposes are a necessary evil	Strongly agree	16	16	15	16	20	18	18	18
		Tend to agree	38	46	47	45	46	48	43	48
		Neither agree nor disagree	14	13	15	13	15	13	19	13
		Tend to disagree	15	15	16	16	10	13	10	11
		Strongly disagree	13	9	5	6	5	5	6	5
		Don't know	4	1	3	4	3	3	5	4
j	Animal experimentation for medical research purposes should only be conducted for life-threatening diseases		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	22	16	14	13	15	13	14	13
		Tend to agree	36	37	39	36	35	40	36	38
		Neither agree nor disagree	13	15	16	18	16	17	19	15
		Tend to disagree	16	20	23	24	21	20	18	25
		Strongly disagree	11	9	5	7	9	7	8	7
k	The Government should ban all experiments on animals for any form of research	Don't know	2	1	2	3	3	3	5	3
			1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	16	11	7	6	8	7	7	7
		Tend to agree	10	10	11	11	10	10	12	10
		Neither agree nor disagree	16	13	13	16	16	16	17	13
		Tend to disagree	32	40	42	33	33	36	32	40
l	I agree with animal experimentation for all types of <u>medical</u> research, where there is no alternative	Strongly disagree	23	25	24	31	31	28	28	25
		Don't know	3	1	2	4	2	3	4	4
			1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	20	25	22	23	28	25	23	23
		Tend to agree	40	44	49	45	43	45	45	50
		Neither agree nor disagree	11	10	9	13	14	14	18	11
		Tend to disagree	10	10	12	10	9	8	6	9
		Strongly disagree	15	8	4	6	4	5	4	4
		Don't know	3	2	3	3	3	3	4	3

m	I agree with animal experimentation for all types of research where there is no alternative		1999 %	2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	6	9	14	16	16	14	17	14
		Tend to agree	21	29	37	35	37	37	39	40
		Neither agree nor disagree	9	14	12	17	16	16	18	14
		Tend to disagree	27	26	24	20	18	19	14	20
		Strongly disagree	33	19	10	9	10	11	7	9
		Don't know	3	2	3	3	3	3	4	3

Q2 Summary Table		1999	2002	2005	2006	2007	2008	2009	2010
		%	%	%	%	%	%	%	%
Conditional Acceptors		84	90	89	88	89	90	87	90
- Agree with A, C, J or L									
- Agree with A, C or L		-	87	86	85	86	87	83	87
Unconditional Acceptors		32	45	56	56	58	56	60	60
- Agree with G or M									
Objectors		44	39	32	29	31	32	34	35
- Agree with E or K									

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.						
a	I can accept animal experimentation for testing chemicals that could harm people		2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	10	9	10	14	8
		Tend to agree	40	35	35	34	42
		Neither agree nor disagree	17	20	19	21	16
		Tend to disagree	21	21	21	15	22
		Strongly disagree	10	11	11	11	9
		Don't know	2	3	4	6	3
b	I can accept animal experimentation for testing chemicals that could harm wildlife or the environment		2006 %	2007 %	2008 %	2009 %	2010 %
		Strongly agree	7	7	8	8	5
		Tend to agree	35	32	32	31	39
		Neither agree nor disagree	19	22	23	23	18
		Tend to disagree	25	24	21	20	24
		Strongly disagree	11	11	12	11	9
		Don't know	3	3	4	6	4

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		2007		2008		2009		2010	
		ACCEPT- ABLE	NOT ACCEPT- ABLE	ACCEPT- ABLE	NOT ACCEPT- ABLE	ACCEPT- ABLE	NOT ACCEPT- ABLE	ACCEPT- ABLE	NOT ACCEPT- ABLE	ACCEPT- ABLE	NOT ACCEPT- ABLE
		%	%	%	%	%	%	%	%	%	%
Ask people to put a protest sticker/poster in their window		68	4	72	4	71	5	61	5	71	5
Destroy/Damage property		1	79	2	81	1	80	3	69	1	82
Free animals		9	52	11	55	12	55	10	50	12	54
Hand out leaflets		80	2	83	2	84	3	70	3	81	2
Occupy research facilities		6	57	6	58	7	57	6	49	9	56
Organise a demonstration/ protest outside research laboratories		42	23	47	22	47	21	38	18	48	20
Organise a demonstration/ protest outside investors'/workers' homes		9	55	9	56	9	57	7	45	15	55
Organise petitions		68	4	69	5	69	5	63	3	70	5
Send 'hate mail' ⁹		1	77	1	75	1	77	1	65	3	75
Set up road blocks		7	57	5	64	8	62	5	55	8	61
Use physical violence against those involved in animal research		1	78	*	83	1	83	*	71	1	82
Use terrorist methods e.g. car bombs, mail bombs		*	81	1	85	*	84	*	75	*	85
Verbally harass people		4	68	2	70	4	72	3	58	5	72
Write letters ¹⁰		70	4	74	3	74	3	56	3	76	3
Other		*	*	-	-	-	*	*	*	-	-
None of these		5	3	2	2	2	3	5	5	3	3
Don't know		3	4	3	2	2	2	5	6	2	3

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.

⁹ In 2002, 'Send hate mail' and 'write letters' were combined. From 2006, these were separated into two different categories.

¹⁰ Ibid (2)

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 not 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	
		ACCEPTABLE	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' ¹¹	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 ¹²	N/A	N/A
	Other	2	4
	Violence/terrorism	2	97
	None of these	2	1
	Don't know	1	*

¹¹ In 2002, 'Send hate mail' and 'write letters' were combined. In 2006 and 2007, these were separated into two different categories.

¹² 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 %	2010 %
	A Very well informed	5	6	4	4
	B Fairly well informed	34	36	25	28
	C Not very well informed	42	39	45	50
	D Not at all informed	17	17	23	16
	Not stated	*	1	1	*
	Don't know	*	1	3	1

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	2010
		%	%	%	%	%
	Strongly agree	20	27	35	35	40
	Tend to agree	60	58	47	46	47
	Neither agree nor disagree	15	11	11	13	9
	Tend to disagree	2	2	4	2	2
	Strongly disagree	1	*	1	1	*
	Don't know	2	1	2	3	1

Trend Topline Results – NC3Rs Alternatives to Animal Experimentation

Topline Results Alternatives to Animal Experimentation Study 21 January 2011

- **2011 Wave**
- 1,005 interviews with adults aged 15+. Conducted in-home, face-to-face.
- Fieldwork conducted 7 – 13 January 2011.
- 157 sampling points throughout Great Britain.
- **2009 Wave**
- 959 interviews with adults aged 15+. Conducted in-home, face-to-face.
- Fieldwork conducted 11 – 21 December 2009.
- 172 sampling points throughout Great Britain.

For both waves of the survey the questions were placed on the Ipsos MORI Omnibus survey and a quota sample of respondents was interviewed. Quotas were set within area by age, gender, ethnicity, and social class. Final survey data were weighted to the known population profile of this audience

Topline results for both waves are based on ALL unless otherwise stated

An “**” indicates a finding of less than 0.5%, but greater than zero

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?

	2009	2011
	%	
Very well informed	3	2
Fairly well informed	18	16
Not very well informed	46	43
Not at all informed	29	37
Don't know	4	2

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?

	2009	2011
	%	
Very well informed	4	4
Fairly well informed	23	20
Not very well informed	43	41
Not at all informed	27	34
Don't know	3	1

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

	2009	2011
	%	
Very interested	15	11
Fairly interested	38	42
Not very interested	30	30
Not at all interested	13	16
Don't know	4	2

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?

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

	2009	2011
	%	
Very interested	20	16
Fairly interested	39	39
Not very interested	27	29
Not at all interested	11	15
Don't know	4	2

ASK Q4 OF ALL WHO SELECT 'VERY INTERESTED' OR 'FAIRLY INTERESTED' AT Q3a
AND/OR Q3b. BASE = 588

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.		
	2009 (Base = 592)	2011 (Base = 588)
	%	
Television	40	40
Leaflets	32	26
Newspapers – national	32	31
Internet sites/Websites	27	34
Information from charities e.g. RSPCA	22	25
Information from government	21	20
Newspapers – local	21	22
Magazines	18	14
Radio – national	17	21
Billboards/Hoardings/Posters	14	13
Radio – local	14	15
Interactive television	8	12
School/College	6	8
Internet discussion groups/Internet chat rooms	5	5
Information from businesses/industry	5	7
Pressure group/animal welfare group	5	5
Work/work colleagues	3	3
Telephone information lines	1	2
Other (specify)	*	*
None of these	5	3
Don't know	3	1

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?		
	2009	2011
	%	
A great deal	1	*
A fair amount	9	9
Not very much	37	38
Nothing at all	48	50
Don't know	4	3

ASK ALL

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

	2009	2011
	%	
A great deal	1	1
A fair amount	8	8
Not very much	40	39
Nothing at all	47	49
Don't know	4	3

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?**

	2009	2011
	%	
I definitely knew this	6	6
I think I knew this, but I'm not sure	9	10
I don't think I knew this, but I'm not sure	11	10
I definitely did not know this	71	71
Don't know	4	3