

Understanding the Public Image of the U.S. Animal Protection Movement

**A joint project of the
Humane Research Council and Summit for the Animals**

March, 2004

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INTRODUCTION AND BACKGROUND

In May 2003, at the annual meeting of Summit for the Animals, members of the coalition held a focused discussion regarding the overall “image and credibility” of the animal protection (AP) movement. A key outcome from the meeting included an agreement to further research public opinion relating to AP, beginning by compiling a comprehensive database of secondary research relating to animal protection issues. The Humane Research Council (HRC) agreed to take the lead on this project by developing what both HRC and Summit intend to become an exhaustive database of citations for all public opinion research relating to animal protection issues.

As of February 29, 2004, the research database includes more than two hundred individual citations for academic papers, research studies, books, and news articles that contain public opinion data covering a wide range of animal-related issues. Although a majority of the citations included in the database are issue-specific, more than twenty relate to the image and credibility of the AP movement. HRC personnel, working on a pro bono basis, have spent part of the past ten months compiling and analyzing those research results. A summary presentation of image and credibility research has been provided at the Summit for the Animals meeting in March, 2004. This report serves as the full written analysis of public opinion research relating to the image and credibility of the AP movement, based on secondary researched collected and analyzed through March, 2004.

DATA SOURCES AND IMPORTANT CAVEATS

The current analysis is based on a number of secondary research studies relating to the AP movement's image and credibility. A table summarizing all of the studies included in this analysis is provided below. Detailed results for each study are provided in the appendices.

TITLE	SPONSOR AND POLLSTER	SIZE AND SCOPE	WHEN CONDUCTED
<i>Multicultural Study 2003 -- Time and Money</i>	Survey by AARP, interviews conducted by Belden Russonello & Stewart	2,069 U.S. adults	July, 2003
<i>Gallup Poll</i>	The Gallup Organization	1,005 U.S. adults	May, 2003
<i>Animal Welfare: What do Consumers Think?</i>	National Pork Board (Pork Magazine), by RoperASW	1,000 U.S. adults	Late 2002
<i>Gallup Poll</i>	The Gallup Organization	1,006 U.S. adults	March, 2002
<i>Omnibus Survey Results</i>	Humane Society of the United States by Penn, Schoen & Berland Associates	757 U.S. adults	October, 2001
<i>WIIT Charitable Trust National Trade Survey</i>	By EPIC/MRA for Women in International Trade Charitable Trust	850 U.S. adults	October, 2001
<i>Shell Poll</i>	By Peter Hart Research Associates	1,010 U.S. adults	September, 2000
<i>Gallup Poll</i>	The Gallup Organization	1,004 U.S. adults	April, 2000
<i>Summit for the Animals Poll</i>	By Zogby International	1,006 U.S. adults	November, 1999
<i>National Public Opinion Survey on Animal Protection and HSUS</i>	By Peter Hart Research Associates, sponsored by HSUS	1,007 U.S. adults	July, 1999
<i>Animals in Medical Research Survey</i>	Americans for Medical Progress, by Lake, Snell, Perry & Associates	800 U.S. adult FEMALE voters	September, 1998
<i>AARP Civic Involvement Survey</i>	American Association of Retired Persons, by University of Virginia Survey Research Center	1,500 U.S. adults, with oversample of age 50+	October, 1996
<i>Associated Press Poll</i>	ICR Survey Research Group	1,004 U.S. adults	November, 1995
<i>People, The Press & Politics Poll</i>	Times Mirror, by Princeton Survey Research Associates	3,800 U.S. adults	July, 1994
<i>General Social Survey 1994</i>	National Opinion Research Center	2,992 U.S. adults	January, 1994
<i>Los Angeles Times Poll</i>	Los Angeles Times	1,612 U.S. adults	December, 1993
<i>General Social Survey ISSP Module 1993</i>	National Opinion Research Center	1,606 U.S. adults	February, 1993
<i>National Shooting Sports Foundation Opinion Study</i>	National Shooting Sports Foundation, by Gallup Organization	1,000 U.S. adults	June, 1990
<i>World Values Survey 1990-1993</i>	The Gallup Organization	1,839 U.S. adults	May, 1990
<i>Parents Magazine Poll (Wave 10)</i>	Parents Magazine	Unknown number of adults	September, 1989
<i>Business Week</i>	Harris Associates	1,247 U.S. adults	May, 1989
<i>World Values Survey, 1981-1983</i>	The Gallup Organization	2,325 U.S. adults	April, 1981
<i>CARA Values Study, 1982</i>	The Gallup Organization	1,729 U.S. adults	January, 1981

It is evident from this summary that the studies included in the current analysis represent a diverse range of sponsors, sample sizes, and dates conducted. For these reasons and others, many of the results provided in this analysis are not comparable or are subject to a number of limitations, including:

- **Phrasing of the Questions:** Except in very few instances, the phrasing used for questions is entirely unique among the studies included in the current analysis. As a result, we are unable to make direct comparisons or to provide any in-depth analysis of changes in public opinion over time. Note also that several of the studies were commissioned by opposition groups who appear to have intentionally biased the research design. For instance, the 1998 study of females conducted by Americans for Medical Progress used terms like “outlandish” and “firebomb” and made reference to animal rights groups campaigning against children’s charities. Use of such terms and positioning in survey questions may also impact the responses to other questions in the same survey. It should be noted, however, that studies with this level of bias represent only a small number of those included in this analysis.
- **The Population Surveyed:** The vast majority of studies included in the current analysis are representative of adults in the United States. However, several of the studies are of unique populations, including one or two studies that are most relevant to image and credibility. For instance, the study mentioned above by Americans for Medical Progress asks one of the most direct questions about respondents’ opinions of the AP movement, but the study only includes females. Similar limitations occur with the 1996 study by the AARP, which includes an over-sample of people age 50 and over, and the 1989 Parents Magazine poll for which the number and geography of respondents is unknown.
- **Outdated Results:** The studies included in the current analysis span more than two decades of public opinion research. While this provides a useful context for more recent data, results from earlier studies may not reflect the public’s opinions today. In the current analysis, the greatest emphasis has been placed on the most recent and most representative studies.
- **Complexities of Public Opinion:** Measuring the attitudes, opinions, and behaviors of the general public is a complex business, particularly when it comes to understanding our relationship with and treatment of non-human animals. Although animal protection issues are highly emotional for animal advocates, they remain only a peripheral issue for most Americans. This general weakness of opinions relating to animal issues may indicate that those beliefs are isolated or are simply a collection of preferences. These beliefs can sometimes show up on public opinion polls as appearing stronger than they are in actuality. For an excellent discussion of these and other issues related to the complexities of public opinion research, please refer to HSUS’s *State of the Animals: 2001*, Chapter 3 (www.hsus.org/ace/13167).

Regardless of these limitations, the current analysis indicates that there has been a slight shift in public opinion regarding animal issues in the past two decades. The analysis also provides useful references to help advocates understand current public attitudes toward the AP movement. Most importantly, however, it is helpful and necessary to use these results as a baseline to determine the movement’s near-term research needs and priorities.

EXECUTIVE SUMMARY

GENERAL AWARENESS OF AND CONCERN FOR ANIMAL PROTECTION ISSUES

- ⇒ Although AP groups have made significant strides in recent decades in the arena of public opinion, this analysis confirms earlier findings that animal protection issues are clearly not “top-of-mind” for the majority of the public (see HSUS’s *State of the Animals: 2001*).
- ⇒ General awareness of AP organizations and the impact they have on public policy is also low. In 2001, 47% of the public replied “don’t know” when asked to name the animal protection group that does the most to protect animals. The animal rights movement was also perceived to have less of an impact on public policy than all other social movements considered in a Gallup Poll conducted in 2000.

IMAGE, CREDIBILITY, AND RESPECT OF THE ANIMAL PROTECTION MOVEMENT

- ⇒ Going back nearly fifteen years, a study in 1990 asked respondents about the respect they have for animal rights activists and the positions they take. Seven in ten respondents said “some respect” or “a great deal of respect.” But in the same study, nine in ten respondents characterized the movement as “well-meaning,” while still disagreeing with its positions.
- ⇒ A 1994 study of 3,800 U.S. adults found that a full two-thirds of the public has a “favorable” overall opinion of the animal rights movement. A similar question asked of *female* adults in 1998 found that only 47% of women had a “favorable” impression of animal rights groups. However, this is explained in part because more than four times as many respondents in the latter study had “no opinion” (18% vs. 4%).
- ⇒ The AP movement seems to lack credibility as a source of information for animal welfare *relative* to other sources, but has a reasonable amount of credibility when considered in isolation. In 2002, half of the public had a “great deal” or “moderate amount of” confidence in animal-rights activists as a source of animal welfare information.
- ⇒ Overall, it appears that the public has some respect for and a generally favorable impression of AP groups. However, there appears to be a core group who oppose AP in any form, both in general and as it relates to specific animal issues.

AGREEMENT OR DISAGREEMENT WITH ANIMAL PROTECTION GOALS AND OBJECTIVES

- ⇒ The public seems to agree with the perceived, high-level goals of the AP movement, including protecting animals and keeping them from harm, avoiding unnecessary suffering, and other abstract terms used to characterize animal protection. A 2000 Gallup Poll found that 72% of the public claims to agree with the goals of the “animal rights movement.”
- ⇒ When pressed to ban activities that harm animals, however, a majority of the public balks, and most people think humane laws are adequate or even go too far. A 1995 study found that six of ten respondents felt this way, while three in ten felt that humane laws do not go far enough.

VOLUNTEERISM WITH AND CONTRIBUTIONS TO ANIMAL PROTECTION GROUPS

- ⇒ Self-reported volunteerism with AP groups appears to have risen slightly over the past decade, though it is difficult to measure given the data available. Self-reported monetary contributions to AP groups seem to have remained flat over the same period.

DISCUSSION OF PUBLIC OPINION RELATED TO ANIMAL PROTECTION

The following analysis and discussion of results is based on the more than twenty studies relating to image and credibility identified earlier. Refer to the appendices for the actual questions and responses pulled from these studies, including full citations.

IMAGE, CREDIBILITY, AND RESPECT OF THE ANIMAL PROTECTION MOVEMENT

A number of studies conducted by opposition groups and the media ask questions relating to the credibility and respect garnered by the animal protection movement, often defined as either “animal rights” or “animal welfare.” Most of the questions have unique phrasing, making difficult or impossible any direct comparisons between different studies. Generally speaking, however, it appears that a majority of the U.S. public views the animal protection movement favorably. At the same time, the overall awareness and credibility of the movement appears somewhat weak. **Taken together, these points reiterate the earlier conclusion that animal protection issues are not top-of-mind, but that when asked, most people appear to be sympathetic to the AP movement.**

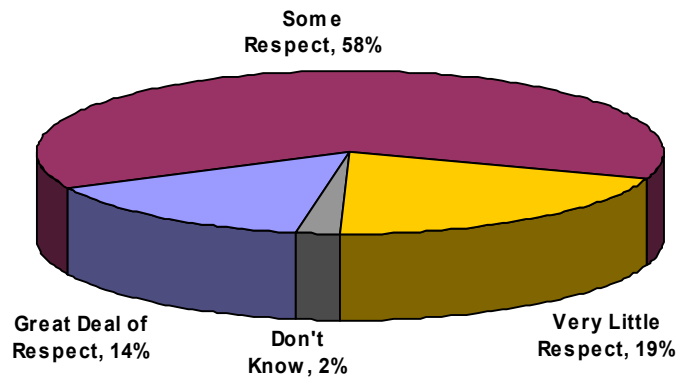
One of the earliest studies included in this analysis is a Business Week / Harris poll from 1989, which asked respondents if they think “animal-rights activists... do more good than harm or more harm than good.” More than half (57%) of respondents said they do more good than harm, while 36% said the reverse and 7% said “not sure.” Although the majority of respondents gave a favorable answer (from the AP perspective), the term “more harm than good” is too open to interpretation to provide a solid indication of respondents’ opinions of animal rights activists.

Somewhat similarly, in 1990 the National Shooting Sports Foundation (NSSF) hired Gallup to ask a thousand U.S. adults a series of questions relating to their opinions about animal activists. One of the questions was, “Which of the following best describes your attitude about animal rights activists?” Below are the possible answers and percent of the sample providing each response.

7%	“I agree with what they are trying to accomplish and approve of how they are going about it.”
46%	“I think they are well meaning, but I disagree with their positions when they place concern about animal rights over people's rights.”
43%	I think they are well-meaning, but their positions are too extreme.”

Clearly this is an example of biased survey methodology from an organization that opposes animal protection. By phrasing the possible answers in this manner, the NSSF effectively dichotomized possible attitudes toward animal rights activists. Respondents were isolated to either wholeheartedly supporting the goals and activities of animal rights activists or to simply disagreeing with their positions. These results are less meaningful for the bias, but it is nonetheless interesting to note that nine in ten adults disagree with the positions of animal rights activists in at least some cases, as they perceive them. **This suggests that the AP movement needs to more effectively articulate its positions and objectives by aligning pro-animal messages with the opinions, beliefs, and values of the public in order to gain widespread support.**

In the same 1990 NSSF study above, however, respondents were also asked how much respect they have “for animal rights activists and the positions they take.” Perhaps somewhat surprisingly, more than seven in ten respondents (72%) said that they have a “great deal of respect” or “some respect” for animal rights activists. Only 19% of respondents claimed to have “very little respect” for activists. The following pie chart breaks down responses to this question.



At least some respect for animal rights activists and groups is also demonstrated in two more recent studies. The earlier survey is a 1994 Times Mirror study conducted by the Princeton Survey Research Associates, including responses from 1,000 U.S. adults. Respondents in this study were asked about their “overall opinion of the animal rights movement.” The second study is a 1998 report sponsored by Americans for Medical Progress (AMP) and conducted by Lake, Snell, Perry and Associates; the sample was composed of 850 female voters (split-sampled). The AMP study asked respondents whether they have a favorable or unfavorable impression of both animal rights and welfare groups, separately. Results from both of these studies are provided in the table below.

	1994	1998	1998
	“Animal Rights”	“Animal Rights”	“Animal Welfare”
Very Favorable	23%	21%	17%
Somewhat or Mostly Favorable	42%	26%	31%
Somewhat or Mostly Unfavorable	21%	16%	13%
Very Unfavorable	9%	14%	8%
Never Heard Of...	1%	5%	11%
No Opinion	4%	18%	21%
Sample size (N=)	3,800 U.S. adults	425 females	425 females

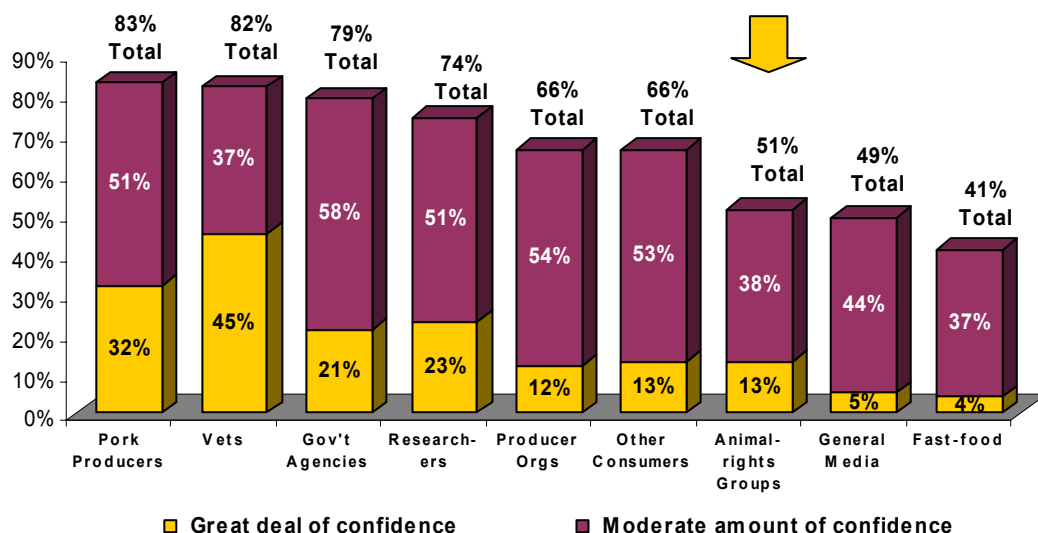
In each of the studies above, more respondents had a favorable opinion of animal protectionists than had an unfavorable opinion. The more representative 1994 poll shows that nearly two-thirds (65%) of the public has a “very favorable” or “mostly favorable impression of the animal rights movement.” It’s worth noting, however, that the majority of *those* respondents fell into the weaker “mostly favorable” category. **All of the data combined suggest that opinion of the AP movement is polarized with small devout groups on each end of the spectrum, but with a much larger middle group that is sympathetic to AP in general as well as many of the positions taken by the movement.**

Overall, very few publicly available research studies directly involve measuring the public's opinions about the AP movement. Other related areas of interest include the awareness and perceived impact of the movement, as well as the credibility of animal protectionists relative to other sources of information. A number of studies touch on these issues, which speak generally to the image and credibility of the AP movement and the organizations that compose it.

In April, 2000, The Gallup Organization polled 1,004 U.S. adults and asked them, "For each of the following social movements, please tell me how much of an impact you think it has had on our nation's policies," with the animal rights movement as one of the social movements discussed. Fifteen percent (15%) responded "a great deal," while another 35% said "a moderate amount." However, it's worth noting that "animal rights" was perceived to have significantly less impact than all other movements considered, including: abortion rights, gun control, the environmental movement, women's rights, and consumers' rights. This may be in part a reflection of the youth of the AP movement.

The low relative perceived impact of the animal rights movement is partially explained by a low overall awareness of AP organizations and issues. A study sponsored by HSUS in 2001 and conducted by Penn, Schoen, and Berland Associates asked 757 U.S. adults, "Which animal protection organization, in your opinion, does the most to protect animals?" Nearly half of respondents (47%) said they "don't know" or that they "can't think of any." **Although these answers can be interpreted in a number of ways, it seems clear that animal protection issues are not top-of-mind for most U.S. adults, and the data suggest that awareness of AP groups is low overall.** The result may be a negative impact on the AP movement's ability to increase awareness of and agreement with its positions.

Most recently, a 2002 study conducted by RoperASW on behalf of the National Pork Board interviewed 1,000 U.S. adults and asked them to rank different sources of information regarding their "confidence" when it comes to animal welfare issues. **Similar to the results of the impact question discussed earlier, the credibility of animal rights groups seems to fare well on a standalone basis, but ranks low when compared to the confidence garnered by other potential sources of information.** The chart below illustrates the perceived credibility of animal rights groups relative to other sources.

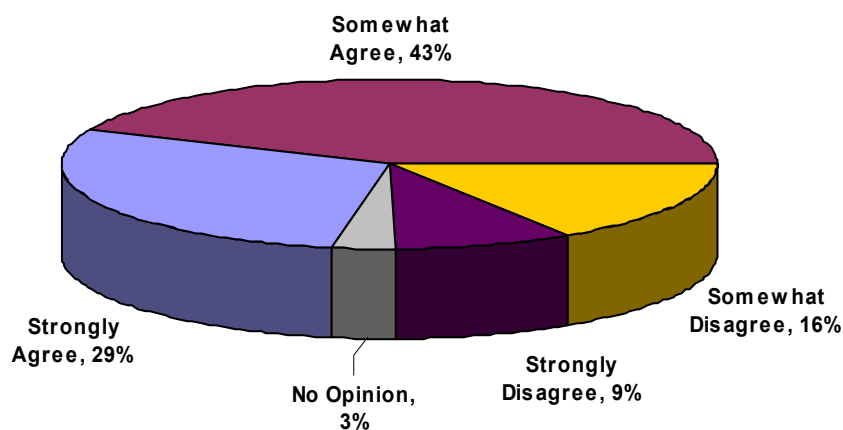


AGREEMENT OR DISAGREEMENT WITH ANIMAL PROTECTION GOALS AND OBJECTIVES

Beyond data that address the image and credibility of the animal protection movement, we can also get a sense of public opinion by evaluating agreement with the *perceived goals and objectives* of animal advocates. **Recent quantitative studies have demonstrated that the public agrees with many of the basic, abstract tenets of the AP movement, such as animals having “the same moral rights” and “deserving the same rights as humans.” However, when asked to consider *complete bans* on certain types of activities that cause animal suffering, most of the U.S. public seems to balk at the idea.**

These results are evident from a recent (May, 2003) Gallup Poll that asked over a thousand U.S. adults to answer which of three statements about animal protection came closest to their own view. A fourth (25%) of those respondents said that “animals deserve the exact same rights as people to be free from harm and exploitation.” Conversely, only 3% of respondents said that “animals don’t need much protection from harm and exploitation since they are just animals.” Although these results provide some encouragement for animal activists, more than seven of ten respondents (71%) said that “animals deserve some protection from harm and exploitation, but it is still appropriate to use them for the benefit of humans.” The large number of people responding this way underscores the challenges faced by AP advocates trying to change public opinion and behavior. **In the same survey, more than 60% of respondents opposed bans on product testing, medical testing, and hunting.**

Another Gallup Poll from April, 2000 asked adults whether they personally agree or disagree with the goals of the “animal rights movement,” as one of a series of social movements. More than seven of ten respondents (72%) claimed to agree with the goals of the movement. However, there is further evidence of the polarization discussed earlier, with only a third (37%) of respondents saying that they feel strongly about the goals of the animal rights movement, including both those who strongly agree and those who strongly disagree. Nearly two-thirds of respondents (62%) have relatively weak opinions (“somewhat agree” or “somewhat disagree”) or express no opinion at all. The pie chart below breaks out individual responses for this question (note: N=1,004).



Some questions from earlier studies asked respondents if they think laws to protect animals go too far or don't go far enough. The first such study is a 1993 L.A. Times Poll in which more than 1,600 respondents were asked, "Do you think laws protecting animals from inhumane treatment in our society go too far, don't go far enough, or are adequate now?" A similar 1995 study by the Associated Press asked respondents, "Do you think laws protecting animals from inhumane treatment go too far, don't go far enough, or are okay now?" In each case, about a third of respondents indicated that they feel current laws do not go far enough to protect animals from inhumane treatment. However, the majority thought that laws protecting animals are either adequate already or go too far. The following chart summarizes results from both studies.

	1993	1995
Laws go too far	17%	18%
Laws don't go far enough	30%	33%
Laws are adequate/okay now	46%	43%
Don't know	7%	5%
Sample size (N=)	1,612 U.S. adults	1,004 U.S. adults

These results suggest that a meaningful percent of the general public would agree with the animal protectionist position that our current laws do not do enough to prevent inhumane treatment. However, once again the answers are qualified by the larger number of people who feel the laws are already adequate or okay, as well as the smaller but significant group who thinks the laws go too far.

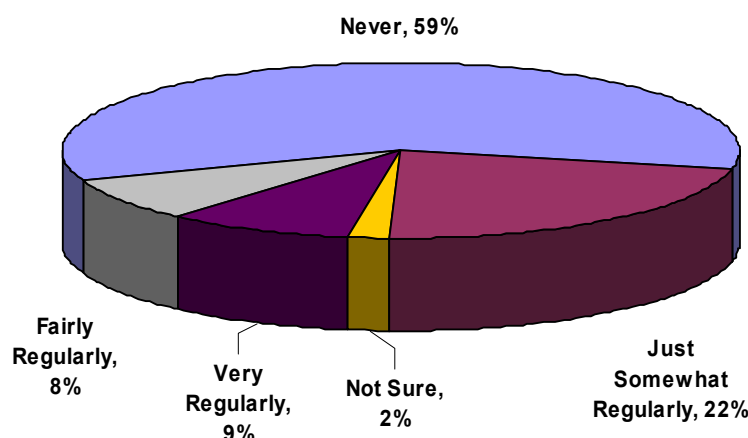
Beyond legal rights, U.S. adults are also split on the issue of extending moral rights to animals. In the 1993 and 1994 waves of the General Social Survey, conducted by the National Opinion Research Center, respondents were asked to agree or disagree with the statement, "Animals should have same moral rights that human beings do." In each wave of the survey, less than a third of respondents agreed with the statement, while about half disagreed with it. Overall, respondents' opinions regarding the statement appeared to be weak; in each survey one in five respondents chose to "neither agree nor disagree" with the statement. Only about 20% of respondents felt "strongly" about the statement, with the vast majority choosing weaker positions.

VOLUNTEERISM WITH AND CONTRIBUTIONS TO ANIMAL PROTECTION GROUPS

Important measures of the public's perceptions and support of the animal protection movement include the level of volunteerism and monetary contributions made to animal groups. Although these issues have been addressed by a number of public opinion studies in recent years, most use differing language to represent contributions of time and money. Many of the studies also include animal protection with other, related volunteer work such as environmentalism or conservationism, thereby diluting the relevance of these studies to the current analysis.

A recent, representative survey sponsored by the Shell Oil Company and conducted by Peter D. Hart Research Associates asked over a thousand respondents how regularly they have "volunteered time or donated money to protecting animals or promoting animal rights." About one in six respondents

(17%) claimed to volunteer time or donate money “very regularly” or “fairly regularly.” However, nearly six of ten respondents said that they have “never” done so. Detailed responses to this question are illustrated with the pie chart below.



These results indicate a higher level of volunteerism and contributions of money than demonstrated in other public opinion studies. For instance, a 1990 study by the World Values Group asked nearly 2,000 U.S. adults, in separate questions, if they “belong to” or “do unpaid volunteer work for” animal rights organizations. Only 5% of respondents indicated that they belong to animal rights organizations, while only 2% claimed to do unpaid volunteer work for them. More recently, a 2003 study by the American Association of Retired People found that nearly a third of adults age 45 and over claimed to have “volunteered in the last 12 months in some way to help animals.”

The different terms used in these studies to represent contributions of time and money make comparisons difficult, but overall it appears that volunteerism *in some way* to protect animals is at least flat, and probably on the rise. There also appears to be a significant distinction between those who volunteer with groups versus those who volunteer on their own. However, without precisely worded questions asked of the public or an exhaustive survey of animal protection groups, it is impossible to accurately estimate the level of volunteerism. The same is true for contributions of money to AP groups, for which we are unable to determine trends from the available public opinion data.

RELATED PUBLIC OPINION ISSUES

A number of other public opinion studies also touch on issues tangential to the core image and credibility discussion provided in this analysis. Questions related to the public’s concern about plant and animal extinction and perceptions related to animal welfare versus animal rights are included in the appendices. Another interesting study sponsored by Summit for the Animals (conducted by Zogby in 2000 as part of Summit’s “Year of the Humane Child” initiative) asked a thousand adults, “How important is it that parents and their children discuss the importance of respecting all living creatures?” A very strong 71% indicated that it is “very important” and another 24% said “somewhat important.” By comparison, only 4% of respondents said that discussing the importance of respecting all living creatures is “not at all important.” The appendix also provides details of this study, as well as citations for other studies evaluating the attitudes and opinions held by animal advocates in particular.

CONCLUSIONS AND RECOMMENDATIONS

ANIMAL PROTECTION MUST BE ELEVATED IN PUBLIC DEBATE

- ⇒ Animal protection is currently only a peripheral issue for most of the U.S. public, and it generally does not elicit strong feelings of support or opposition.
- ⇒ The AP movement must seek to elevate public debate of the issues and instigate a deeper consideration of animal protection among the general public.

PUBLIC OPINION IS POLARIZED, BUT THE MAJORITY FALLS IN THE MIDDLE AND AGREES TO A SIGNIFICANT DEGREE WITH ANIMAL PROTECTION

- ⇒ Public opinion of the AP movement (and the groups that compose it) is somewhat polarized with small devout groups that consistently support or oppose animal protection issues.
- ⇒ The majority of the public, however, falls somewhere in the middle and appears to be sympathetic to animal protection issues in general, as well as many of the objectives or positions of the AP movement.
- ⇒ The public appears to be much more sympathetic to overarching, general statements about animal protection (i.e., “eliminate unnecessary suffering”), and less sympathetic when asked about specific practices and behaviors.
- ⇒ AP advocates must keep in mind that even the sympathetic public is very sensitive to how animal protection issues are framed and the perceived source or bias of the information.

ANIMAL PROTECTION GROUPS SHOULD ALIGN MESSAGES (NOT NECESSARILY POSITIONS) WITH THE VALUES OF THE MAJORITY

- ⇒ The AP movement must identify effective ways of aligning its positions and messages with the opinions, beliefs, and values of the sympathetic majority in order to gain support.
- ⇒ Animal advocacy messages and materials intended to sway public opinion toward more humane treatment of animals need to reinforce the messenger’s credibility and believability. Messages and materials should also avoid absolutist positions or behavioral ultimatums that elicit either strong opposition or weak support from a majority of the public.
- ⇒ Ultimately, consumer research is needed to identify, validate, and refine the most effective means (i.e., messages and materials) of articulating and promoting AP positions to the public.

ANIMAL PROTECTION SHOULD BE FOCUSED ON CHANGING BEHAVIORS RATHER THAN OPINIONS

- ⇒ The relationship between opinions, attitudes, and behaviors is complex and multi-directional. Behavior change often follows opinion, but changes in opinion can follow behavior as well, and sometimes there is little or no connection between the two.
- ⇒ Public opinion of animal protection issues is amorphous and sensitive to the specific positioning of the issue under discussion. Behavior is comparatively clear, objective, and measurable.
- ⇒ The most benefit to animals will result from finding effective means of getting people to change their *behaviors* rather than simply creating general awareness or even changing the public’s attitudes or opinions.

APPENDIX A

SURVEY DATA RELATING TO IMAGE AND CREDIBILITY

Animal Welfare: What do Consumers Think? [Late 2002]

Source: *Animal Welfare: What do Consumers Think?*, a study sponsored by the National Pork Board and published in *Pork Magazine* in January, 2003; Sample size of 1,000 U.S. adults. Actual survey conducted in late 2002.

"Here's a look at how much credibility consumers give to different information sources when it comes to animal welfare." (EXACT WORDING NOT AVAILABLE)

	Great deal of confidence	Moderate amount of confidence
Producers	32%	51%
Veterinarians	45%	37%
Government agencies or departments	21%	58%
Researchers	23%	51%
State or national producer organizations	12%	54%
Other consumers	13%	53%
Animal-rights groups	13%	38%
The general media	5%	44%
Fast-food restaurants	4%	37%

Omnibus Survey Results for the Humane Society of the United States [October, 2001]

Survey by The Humane Society of the United States. Methodology: Conducted by Penn, Schoen, and Berland Associates, Inc. during October, 2001 and based on telephone interviews with a national adult sample of 757.

"Which national organization, in your opinion, does the most to protect animals?"

43%	"Don't know" [Could not cite a specific organization]
4	"None / Can't think of any"
14	"Society for the Prevention of Cruelty to Animals"
13	"The Humane Society"
5	"PETA"

Gallup Poll [April, 2000]

Methodology: Conducted by Gallup Organization, April 3-April 9, 2000 and based on telephone interviews with a national adult sample of 1,004. [USGALLUP.00APR3.R10G].

(There are many social movements that try to have an impact on policy-making in our nation. For each of the following social movements, please tell me how much of an impact you think it has had on our nation's policies--a great deal, a moderate amount, a slight amount or none at all.)...The Animal Rights Movement

15%	A great deal
35	A moderate amount
35	A slight amount
13	None at all
2	No opinion



Animals in Medical Research Survey [September, 1998]

Survey by Americans for Medical Progress. Methodology: Conducted by Lake, Snell, Perry & Associates, September 14-September 20, 1998 and based on telephone interviews with a national adult women who are registered to vote sample of 800. [USLAKESP.98ANIM.R36].

(I'd like to ask you about some people and organizations. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of an organization, or if you don't know enough to have an impression, just say so and we'll move on.) Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of... animal welfare groups? Subpopulation/Note: Asked of Form B half sample.

17%	Very favorable
31	Somewhat favorable
13	Somewhat unfavorable
8	Very Unfavorable
11	Never heard of
21	No opinion

(I'd like to ask you about some people and organizations. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of an organization, or if you don't know enough to have an impression, just say so and we'll move on.) Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of... animal rights groups? Subpopulation/Note: Asked of Form A half sample.

21%	Very favorable
26	Somewhat favorable
16	Somewhat unfavorable
14	Very Unfavorable
5	Never heard of
18	No opinion

(Sometimes during the course of a survey, people change their minds. Please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of these following groups.)...Animal rights groups? Subpopulation/Note: Asked of Form A half sample.

18%	Very favorable
26	Somewhat favorable
19	Somewhat unfavorable
19	Very unfavorable
4	Never heard of
13	No opinion

Sometimes during the course of a survey, people change their minds. Please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of these following groups.... Animal welfare groups? Subpopulation/Note: Asked of Form B half sample.

18%	Very favorable
36	Somewhat favorable
15	Somewhat unfavorable
8	Very unfavorable
7	Never heard of
15	No opinion

People, The Press & Politics Poll -- New Political Landscapes [July, 1994]

Survey by Times Mirror. Methodology: Conducted by Princeton Survey Research Associates, July 12-July 25, 1994 and based on telephone interviews with a national adult sample of 3,800. The main sample of 3800 included an over-sample of 197 black adults. The results are weighted to be representative of the national adult population. The study included a separate supplemental sample of 1009 adults interviewed 7/13-7/27/94, and a re-interview of 1500 adults from the main sample 9/9-11/94. Both of these are shown separately.[USPSRA.092194.R24S].

(Now I'd like your opinion of some groups and organizations.) Would you say your overall opinion of... the animal rights movement... is very favorable, mostly favorable, mostly unfavorable, or very unfavorable? Subpopulation/Note: Asked of Form B half sample.

23%	Very favorable
42	Mostly favorable
21	Mostly unfavorable
9	Very unfavorable
1	Never heard of (vol.)
4	Can't rate

National Shooting Sports Foundation Public Opinion Study [June, 1990]

Survey by National Shooting Sports Foundation. Methodology: Conducted by Gallup Organization during June, 1990 and based on telephone interviews with a national adult sample of 1,000. [USGALLUP.90SHOT.R4].

Which of the following best describes your attitude about animal rights activists? Is it... I agree with what they are trying to accomplish and approve of how they are going about it....I think they are well meaning, but I disagree with their positions when they place concern about animal rights over people's rights...I think they are well-meaning, but their positions are too extreme.

7%	I agree and approve of how they are going about it
46	Well meaning, but I disagree with their positions
43	Well-meaning, but their positions are too extreme
2	Don't know

In general, would you say you have a great deal of respect for animal rights activists and the positions they take, some respect, very little respect, or no respect at all for animal rights activists and the positions they take?

14%	Great deal of respect
58	Some respect
19	Very little respect
2	Don't know

Business Week/Harris Poll [May, 1989]

Survey by Business Week. Methodology: Conducted by Louis Harris & Associates, May 12-May 16, 1989 and based on telephone interviews with a national adult sample of 1,247. [USHARRBW.052989.R4C].

(For each of the following groups, do you think they do more good than harm or more harm than good?)... Animal-rights activists

57%	More good than harm
36	More harm than good
7	Not sure

APPENDIX B

SURVEY DATA RELATING TO PERSONAL CONTRIBUTIONS OF TIME OR MONEY TO ANIMAL PROTECTION

Multicultural Study 2003 -- Time and Money [July, 2003]

Methodology: Conducted by AARP, July 2-July 30, 2003 and based on telephone interviews with a national adults aged 45 and over with oversamples (see note) sample of 2,069. The sample included 1,027 in the national sample plus 1,042 oversamples of African Americans, Hispanic Americans, and Asian Americans. The three oversamples resulted in 420 interviews with African Americans, 415 with Hispanic Americans, and 402 with Asian Americans. Results are weighted to be representative of a national adult population aged 45 and over. Interviews were conducted by Belden Russonello & Stewart.[USAARP.03MULTC.R13].

(I'd like to read you a list of specific types of things some people do, and ask you to tell me if you have volunteered for each, in the last 12 months. Not everyone will have done all of these things, and that is perfectly fine. By volunteer in this question, we mean if you have given your time without pay either on your own or through an organization--and we are including things you might have done for family members.) Did you volunteer in the last 12 months in some way to...help animals?
Subpopulation/Note: * = less than .5 percent

6%	Yes, through organization only
24	Yes volunteer on own only
1	Yes, volunteer both
68	No, neither
*	Don't know/Refused

Shell Poll [September, 2000]

Survey by Shell Oil Company. Methodology: Conducted by Peter D. Hart Research Associates, September 14-September 17, 2000 and based on telephone interviews with a national adult sample of 1,010. [USHART.SH00SP.R38G].

How regularly have you volunteered time or donated money to... protecting animals or promoting animal rights...very regularly, fairly regularly, just somewhat regularly, or never? Subpopulation/Note: Asked of Form B half sample

9%	Very regularly
8	Fairly regularly
22	Just somewhat regularly
59	Never
2	Not sure

Animals in Medical Research Survey [September, 1998]

Survey by Americans for Medical Progress. Methodology: Conducted by Lake, Snell, Perry & Associates, September 14-September 20, 1998 and based on telephone interviews with a national adult women who are registered to vote sample of 800. [USLAKEP.98ANIM.R41].

Is your average donation (to animal rights organizations) more than or less than \$50? Subpopulation/Note: See note Asked of those who said they give money to animal rights organizations and they answered how many times a year they donated (96% of those who gave money to animal rights organizations, 17% of sample)

30%	More than \$50
69	Less than \$50
1	Don't know



AARP Civic Involvement Survey [October, 1996]

Survey by American Association of Retired Persons (AARP). Methodology: Conducted by Center for Survey Research, University of Virginia, October 23-December 16, 1996 and based on telephone interviews with a national adult (see note) sample of 1,500. Half of the respondents were age 50 and older, the remainder were less than age 50. Results were weighted to be representative of the national adult population.[USCSRUVA.97AARP.R33G]. Data provided by The Roper Center for Public Opinion Research, University of Connecticut.

(I would like to get an accurate count of all the groups or organizations to which you belong, including social clubs, religious organizations, or any kind of organized group at all. I'm going to read a list of types of organizations and for each one I'd like to know if you have been a member of any such group during the past twelve months, since October/November 1995. If you belong to more than one group of a certain type, please tell me how many you've belonged to during the past twelve months. I want you to count each of your memberships only once as we go through the list.) Are you a member of any... environmental or animal protection groups? (If necessary, say:) Membership usually means that your name is on a list of members, that you have certain privileges like voting or getting a newsletter, and often that you have a membership card. Just making a contribution or supporting the organization does not always make you a member. Subpopulation/Note: If at any point in the list the respondent said he/she did not belong to any other groups, the remainder of the items in the series were not asked. Thus, the percent of respondents not belonging to an organization is the sum of no, not any, other, and not asked. * = less than .5 percent

13%	Yes
83	No
*	Don't know/Refused
*	Not any other
3	Not asked

(How many types of these organizations do you belong to?)...Environmental or animal protection groups? Subpopulation/Note: If at any point in the list the respondent said he/she did not belong to any other groups, the remainder of the items in the series were not asked. Thus, the percent of respondents not belonging to an organization is the sum of no, not any, other, and not asked.

87%	None
10	One
2	Two
1	Three or more

World Values Survey 1990-1993 [May, 1990]

Survey by World Values Study Group. Methodology: Conducted by Gallup Organization, May 1-June 30, 1990 and based on personal interviews with a national adult sample of 1,839. Forty-two other nations took part in the survey with interviewing conducted in various months in '90 for most countries. The typical sample sizes were 1000-1500 per country.[USGALLUP.90WVAL.Q050].

(Please look carefully at the following list of voluntary organizations and activities and say which, if any, do you belong to?)...Animal rights

5%	Belongs to
95	Doesn't



(Please look carefully at the following list of voluntary organizations and activities and say which, if any, are you currently doing unpaid voluntary work for.)...? Animal rights

2%	Does unpaid work for
98	Doesn't

World Values Survey, 1981-1983 [April, 1981]

Survey by World Values Study Group. Methodology: Conducted by Gallup Organization during April, 1981 and based on personal interviews with a national adult sample of 2,325. Twenty-one other nations took part in the survey. The typical sample sizes were 1000-1200 per country.[USGALLUP.WVAL81.Q113B07].

(Which, if any, of the following do you belong to?)... Conservation, environmentalist or animal welfare groups

6%	Chosen
94	Not Chosen

(Do you currently do any unpaid voluntary work for any of them?)... Conservation, environmentalist or animal welfare groups

1%	Chosen
99	Not Chosen

CARA Values Study, 1982 [January, 1981]

Survey by Center for Applied Research in the Apostolate (CARA). Methodology: Conducted by Gallup Organization during January, 1981 and based on personal interviews with a national adult sample with oversamples sample of 1,729. Oversamples of 18-24 year olds, Hispanics, and Blacks included. Similar questions were also asked in Great Britain, Northern Ireland, Republic of Ireland, West Germany, Netherlands, Belgium, Italy, Spain, Denmark, Sweden, Finland, Norway, and Canada.[USGALLUP.030082.R113B].

(Show card) Which, if any, of the following do you belong to? (a. Charities concerned with the welfare of people, b. Churches or religious organizations, c. Education or arts groups, d. Labor unions, e. Political parties or groups, f. Organizations concerned with human rights at home and abroad, g. Conservation, environmentalist or animal welfare groups, h. Youth work (e.g. scouts, guides, youth clubs, etc.), i. Consumer groups, j. Professional associations, k. None of these). Subpopulation/Note: Adds to more than 100% due to multiple responses.

13%	Charities concerned w/welfare of people
57	Churches or religious organizations
15	Education or arts groups
14	Labor unions
14	Political parties or groups
5	Organizations concerned with human rights
6	Conservation, environmentalist, animal welfare groups
12	Youth work
2	Consumer groups
18	Professional associations
24	None of these

(Show card) (Which, if any, of the following do you belong to?) And do you currently do any unpaid voluntary work for any of them? (a. Charities concerned with the welfare of people, b. Churches or religious organizations, c. Education or arts groups, d. Labor unions, e. Political parties or groups, f. Organizations concerned with human rights at home and abroad, g. Conservation, environmentalist or animal welfare groups, h. Youth work (e.g. scouts, guides, youth clubs, etc.), i. Consumer groups, j. Professional associations, k. None of these).
Subpopulation/Note: Adds to more than 100% due to multiple responses.

7%	Charities concerned w/welfare of people
23	Churches or religious organizations
5	Education or arts groups
1	Labor unions
4	Political parties or groups
2	Organizations concerned with human rights
2	Conservation, environmentalist, or animal welfare groups
8	Youth work
1	Consumer groups
5	Professional associations
66	None of these

APPENDIX C

SURVEY DATA RELATING TO SUPPORT FOR OR OPPOSITION TO THE PERCEIVED OBJECTIVES OF THE ANIMAL PROTECTION MOVEMENT

Gallup Poll [May, 2003]

Methodology: Conducted by Gallup Organization, May 5-May 7, 2003 and based on telephone interviews with a national adult sample of 1,005. [USGALLUP.03M0005.R36]. Data provided by The Roper Center for Public Opinion Research, University of Connecticut.

Which of these statements comes closest to your view about the treatment of animals--animals deserve the exact same rights as people to be free from harm and exploitation, animals deserve some protection from harm and exploitation, but it is still appropriate to use them for the benefit of humans, or animals don't need much protection from harm and exploitation since they are just animals? Subpopulation/
Note: * = less than .5 percent.

25%	Same rights as people
71	Some protection
3	Don't need much protection
*	Other (vol.)
1	No opinion

Gallup Poll [April, 2000]

Methodology: Conducted by Gallup Organization, April 3-April 9, 2000 and based on telephone interviews with a national adult sample of 1,004. [USGALLUP.00APR3.R10G]. Data provided by The Roper Center for Public Opinion Research, University of Connecticut.

(Regardless of how much impact, if any, each movement has had, please tell me if you personally agree or disagree with its goals. As I read each one, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with its goals.)... The Animal Rights Movement.

29%	Strongly agree
43	Somewhat agree
16	Somewhat disagree
9	Strongly disagree
3	No opinion

National Public Opinion Survey on Animal Protection and HSUS [July, 1999]

Survey by The Humane Society of the United States. Methodology: Conducted by Peter D. Hart Research Associates during May, 1999 and based on telephone interviews with a national adult sample of 1,007. Data provided by the The Humane Society of the United States.

When evaluating the issues that are most important to them, Americans place animal protection near the top of their list. Three in four (73%) Americans rate "protecting animals from cruelty and abuse" as a "4" or "5" on a five-point scale of importance – this is second only to "consumer safety and protection" (77%), and higher than environmental issues such as "preventing nuclear proliferation" (71%) and "preventing global warming" (57%), and far ahead of "funding for the arts" (32%). A clear gender gap emerges from this survey on the issue of animal protection: women consistently are more favorable toward animals and more concerned about animal protection issues than are men; while 81% of women rate "protecting animals from cruelty and abuse" as a "4" or "5," just 65% of men say the same.



When asked which of a set of activities should be a top priority for organizations that work to improve animal welfare, the following were the top choices among the American public.

53%	Educate people about animal protection and proper treatment
30	Investigate reports of cruelty
17	Lobby for laws/regulations to protect animals
16	Encourage people to buy products that don't involve harming animals
10	Provide disaster relief to animals in emergency situations

When asked about their impression of a set of advocacy organizations, the combined "very positive" and "positive" ratings were as follows.

83%	HSUS
79	ASPCA
46	PETA
43	Greenpeace
39	NRA

Animals in Medical Research Survey [September, 1998]

Survey by Americans for Medical Progress. Methodology: Conducted by Lake, Snell, Perry & Associates, September 14-September 20, 1998 and based on telephone interviews with a national adult women who are registered to vote sample of 800. [USLAKESP.98ANIM.R36]. Data provided by The Roper Center for Public Opinion Research, University of Connecticut.

(I'm going to read you some statements. As I read each one, tell me whether you agree or disagree with it.) The ultimate goal of animal rights groups is to abolish all use of animals for humans' benefits. (If agree/disagree, ask:) Is that strongly agree/disagree or not so strongly agree/disagree? Subpopulation/Note: Asked of Form B half sample.

23%	Agree strongly
21	Agree not strongly
13	Disagree strongly
19	Disagree not strongly
24	Neither/Don't know (vol.)

Associated Press Poll [November, 1995]

Methodology: Conducted by Associated Press, November 10-November 14, 1995 and based on telephone interviews with a national adult sample of 1,004. Interviewing was conducted by ICR Survey Research Group.[USAP.945K.Q2]. Data provided by The Roper Center for Public Opinion Research, University of Connecticut.

Some people say an animal's right to live free of suffering should be just as important as a person's right to live free of suffering. Would you say you...agree strongly, agree somewhat, or disagree somewhat?

38%	Agree strongly
29	Agree somewhat
18	Disagree somewhat
12	Disagree strongly (vol.)
3	Don't know

Do you think laws protecting animals from inhumane treatment go too far, don't go far enough or are okay now?

18%	Laws go too far
33	Laws don't go far enough
43	Laws are okay now
5	Don't know

General Social Survey 1994 [January, 1994]

Methodology: Conducted by National Opinion Research Center, University of Chicago, January 27-May 31, 1994 and based on personal interviews with a national adult sample of 2,992. Part of a continuing series of social indicators conducted since 1972[USNORC.GSS94.Q692C].

(And please check one box for each of these statements to show how much you agree or disagree with it--strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?)...Animals should have the same moral rights that human beings do.

Subpopulation/Note: Asked of 1/2 sample

5%	Strongly agree
21	Agree
19	Neither agree nor disagree
33	Disagree
18	Strongly disagree
3	Can't choose

General Social Survey ISSP Module 1993 [February, 1993]

Methodology: Conducted by National Opinion Research Center, University of Chicago, February 5-April 26, 1993 and based on self-administered interviews with a national adult sample of 1,557. 97% of the 1993 General Social Survey national adult sample of 1606 participated in the International Social Survey Program Module in 1993 on the environment.

(And please check one box for each of these statements to show how much you agree or disagree with it--strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?)...Animals should have the same moral rights that human beings do.

6%	Strongly agree
25	Agree
19	Neither agree nor disagree
34	Disagree
13	Strongly disagree
2	Can't choose

Los Angeles Times Poll [December, 1993]

Methodology: Conducted by Los Angeles Times, December 4-December 7, 1993 and based on telephone interviews with a national adult sample of 1,612. [USLAT.327.R64].

On another subject, generally speaking, do you think laws protecting animals from inhumane treatment in our society go too far, don't go far enough or are adequate now?

17%	Laws go too far
30	Don't go far enough
46	Are adequate now
7	Don't know



Do you agree or disagree with the following statement: Animals are just like humans in all important ways? (If agree/disagree ask:) Do you (agree/disagree) strongly or (agree/disagree) somewhat?

28%	Agree strongly
19	Agree somewhat
25	Disagree somewhat
26	Disagree strongly
2	Don't know

Parents Magazine Poll (Wave 10) [September, 1989]

Survey by Parents Magazine. Methodology: Conducted by Kane, Parsons & Associates, September 22-October 10, 1989 and based on telephone interviews with a national adult sample of 1,004. [USKANE.89PM10.R01].

Let's think about the relation between humans and animals. Some people feel that humans have a natural right to use animals for whatever purposes they choose. Others feel that animals, too, have rights and that humans should not be free to do with animals as they please. Which point of view is closest to your own, is it O.K. for humans to use animals as they see fit, or do animals have rights that limit how human beings treat them?

80%	Animals have rights that limit humans
13	O.K. for humans to use animals as they see fit
7	Not sure

APPENDIX D

OTHER SURVEY DATA RELATING TO THE ANIMAL PROTECTION MOVEMENT

Opinions of Animal Advocates – Interesting Reading [Multiple dates]

Title: *The Rhetorical Dimensions of Radical Flank Effects: Investigations into the Influence of Emerging Radical Voices on the Rhetoric of Long-standing Moderate Organizations in Two Social Movements*

Date: August, 2002

Author: Courtney Dillard, Ph.D.

Abstract: Investigates how long-standing social movement organizations adopt and promote more progressive ideologies over time, using the Humane Society of the United States (HSUS), the Sierra Club, and People for the Ethical Treatment of Animals (PETA) as examples.

Title: *Attitudes and Dispositional Optimism of Animal Rights Demonstrators*

Date: 1996

Author: Shelley Galvin and Harold A. Herzog, Jr.

Abstract: Measures activists' opinions about the goals of the animal rights movement, as well as the perceived likeliness of achieving those goals.

Title: *Signs of Change Within the Animal Rights Movement: Results from a Follow-up Survey of Activists*

Date: 1996

Author: Scott Plous

Abstract: Evaluates the opinions of animal activists regarding the perceived priorities of the animal rights movement, specifically including anti-vivisection activism.

Gallup Poll [March, 2002]

Methodology: Conducted by Gallup Organization, March 4-March 7, 2002 and based on telephone interviews with a national adult sample of 1,006. [USGALLUP.02MRCH4.R24I].

(I'm going to read you a list of environmental problems. As I read each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little, or not at all.) How much do you personally worry about...extinction of plant and animal species?

35%	Great deal
30	Fair amount
22	Only a little
12	Not at all
1	No opinion

(I'm going to read you a list of environmental problems. As I read each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little, or not at all.) How much do you personally worry about... extinction of plant and animal species?

35%	Great deal
30	Fair amount
22	Only a little
12	Not at all
1	No opinion

WIIT Charitable Trust National Trade Survey [October, 2001]

Survey by Women in International Trade Charitable Trust. Methodology: Conducted by EPIC-MRA, October 6-October 8, 2001 and based on telephone interviews with a national adult sample of 850. Sponsors include Electronic Industries Alliance, Grocery Manufacturers of America, International Dairy Foods Association, Panasonic, Philip Morris, Toyota[USEPIC.01TRADE.R16].

Have you ever boycotted a certain brand or product because of the conditions under which it was made or because of something you knew about the company that made it?

39%	Yes
58	No
3	Undecided

What was the major reason you boycotted this product (because of the conditions under which it was made or because of something you knew about the company that made it)?

Subpopulation/Note: See note Asked of those who have ever boycotted a certain brand or product because of the conditions under which it was made or because of something they knew about the company that made it (39%)

31%	Made by child or slave labor
16	Made by poorly paid workers
15	Made in a way that threatens the environment
6	Don't like company
4	Made in countries I don't approve of
4	Moral issues
3	Non-union
3	Past problems with company
2	Hiring practices, racist
2	Inferior products
2	Poor working conditions
2	<u>Treatment of animals</u>
1	Political
9	Undecided/don't know

Summit for the Animals Poll [November, 1999]

Survey by Summit for the Animals. Methodology: Conducted by Zogby International, November 20-22, 1999 and based on telephone interviews with a national adult sample of 1,006. [USKANE.89PM10.R01]. Data provided by Summit for the Animals.

"How important is it that parents and their children discuss the importance of respecting all living creatures, using current examples, like protecting wildlife, spaying and neutering the family dog, and not causing harm to others?"

71.2%	Very Important
23.8	Somewhat Important
3.5	Not at all important
1.5	Not sure

Animals in Medical Research Survey [September, 1998]

Survey by Americans for Medical Progress. Methodology: Conducted by Lake, Snell, Perry & Associates, September 14-September 20, 1998 and based on telephone interviews with a national adult women who are registered to vote sample of 800. [USLAKEP.98ANIM.R36].

(I'm going to read you some pairs of statements. As I read each pair, tell me whether the first statement or the second statement comes closer to your own views--even if neither is exactly right.) The objectives of the animal rights movement are the same as the animal welfare movement, that is, both equate human life with animal life, or the objectives of the animal rights movement differ from those of the animal welfare movement. Animal rights groups equate the lives of humans and animals, which is different from the animal welfare groups goal of humane living conditions for animals. Do you feel strongly about that, or not so strongly?

8%	The objectives of the animal rights movement are the same as the animal welfare movement, that is, both equate human life with animal life or the objectives of the animal rights movement differ from those of the animal welfare movement strongly
12	The objectives of the animal rights movement are the same as the animal welfare movement, that is, both equate human life with animal life or the objectives of the animal rights movement differ from those of the animal welfare movement not strongly
22	Animal rights groups equate the lives of humans and animals, which is different from the animal welfare groups goal of humane living conditions for animals--strongly
21	Animal rights groups equate the lives of humans and animals, which is different from the animal welfare groups goal of humane living conditions for animals--not strongly
4	Both (vol.)
2	Neither (vol.)
31	Don't know/Refused