

Circus Animals Survey

14 October 2005

Ipsos MORI Statement Regarding Animal Defenders International (ADI) Survey on Circus Animals

14 March 2006

MORI conducted a survey of public opinion on behalf of ADI in October 2005, regarding views towards performing animals in circuses. The survey comprised a nationally-representative sample of 1,007 people across Great Britain, interviewed by telephone.

The results were posted on our web site — www.ipsos-mori.com — for general information. Last month, we received a complaint from a member of the public, claiming that the question was biased by the wording of a preceding question.

The results were removed whilst a similar question was run among a comparable sample — without the preceding question — to judge the effects of the claimed bias.

In the event, the two sets of results proved to be very similar — and so the hypothesis of bias was not proven. We are therefore re-posting the ADI survey results, and are happy to confirm that MORI stands by them.

Topline Results

- 1,007 respondents aged 16+ across Great Britain
- Interviews carried out by telephone
- Fieldwork conducted between 30 September - 2 October 2005
- Results based on all (1,007)
- Results are weighted to the known GB population profile
- An asterisk (*) denotes a finding of less than 0.5%, but greater than zero
- Where figures do not add up to 100%, this is due to multiple coding or computer rounding

Q1 I'm going to read out a statement about circuses and I'd like you to tell me to what extent you agree or disagree. Do you strongly / tend to agree, neither agree nor disagree, or strongly / tend to disagree?

To train circus animals to perform effectively it is necessary to whip or beat them?

	Category
	%
Strongly agree	2
Tend to agree	4
Neither agree nor disagree	2
Tend to disagree	10
Strongly disagree	81
No opinion/don't know	2
Agree	6
Disagree	90

Q2 I'm going to read out some statements about circuses and I'd like you to tell me to what extent you agree or disagree with each. Do you strongly / tend to agree, neither agree nor disagree, or strongly / tend to disagree?

	The use of performing animals in circuses should be banned	The use of wild animals in circuses should be banned
	%	%
Strongly agree	47	66
Tend to agree	18	14
Neither agree nor disagree	7	3
Tend to disagree	17	8
Strongly disagree	7	7

ADVICE REQUEST

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- **Social Research Institute**

No opinion / don't know	3	2
Agree	65	80
Disagree	25	15