

Animals in Medicine and Science

General Public Research Conducted for
Medical Research Council



June - September 1999

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Preface

This report presents the findings of both qualitative and quantitative research conducted by MORI (Market & Opinion Research International) on behalf of the Medical Research Council. The research was conducted with additional support from BBSRC (Biotechnology and Biological Sciences Research Council).

Objectives

The main objective of the research was to examine the general public's views on animal experimentation, to inform MRC communications work.

The research was designed to address the following questions:

- Current level of public knowledge about animals in research
- The assumptions and attitudes held by the general public about animals in research eg is this perceived to be ethical? cruel?
- What values influence attitudes and assumptions What sources of information influence opinion
- How different people respond to different arguments and information
- Current concerns about animal experimentation
- Who, if anyone, the general public trusts with respect to animal experimentation
- Awareness of any controls on animal experimentation in the UK and internationally
- How opinion shifts, if at all, when people are well informed
- What questions the general public want answered

Publication of the Results

MORI's standard terms and conditions apply to this research, as to all studies we carry out. No press release or publication of the findings of this research shall be made without the advance approval of Market & Opinion Research International (MORI). Such approval, however, would only be refused on the grounds of inaccuracy or misrepresentation.

Methodology – Qualitative

The research was conducted in three phases – a qualitative phase, followed by a pilot and then main-stage quantitative phase. The qualitative stage was designed to provide insight into people's feelings, hear the language they used and assist in the design for the pilot quantitative phase. The main-stage quantitative survey provides statistically valid responses from a representative sample of adults aged 15+ in Great Britain.

MORI conducted four focus groups in Great Britain. Two groups were carried out in the North of England, in Leeds, on 8 June 1999 and two in the South, in Northwood, Middlesex, on 9 June 1999. In total, 38 respondents attended the group discussions. Each lasted around one and a half hours.

All participants were recruited by MORI's trained interviewers who used a recruitment questionnaire (shown in the appendices) and worked in predetermined locations. A maximum of one person per household was invited to participate in the group discussion.

Respondents were invited to a focus group about 'The Use of Animals in Medicine and Science', so as not to discourage anyone from attending, nor skew the audience towards those with strong views either way. The title was also felt to provide some context for the discussion. Moderators were briefed not to appear too authoritative about animal experimentation during the focus groups, so as to aim to engage everyone in a frank discussion. Our assessment is that people did give their honest feelings, including in one or two cases saying they were not that interested in animal experimentation.

Interviewers were provided with a quota for:

- Age
- Gender
- Social class
- Respondents who have pets in the household

In addition, quotas were provided to aim to avoid over-representation of people with particularly pro- or anti- views on animal experimentation. The criteria below were used to identify people who were more likely to be potential supporters or opponents¹. Between two and four people per group were to be recruited from these 'pro-' or 'anti-' camps, the aim being to recruit the majority of respondents to have a 'middle ground view' for the focus groups:

- Whether the respondent, or a close family member, had taken a medicine prescribed by a doctor for a serious illness (approaching 4 in 10 GB Adults). These people tend to be marginally, though not significantly, more likely to approve of animal experimentation in a number of situations²
- Whether the respondent is a vegetarian or vegan (8% of GB Adults)²
- Whether the respondent is a paid-up member of an animal welfare organisation (8% of GB adults)²

The quotas which were set and achieved are shown in the tables below. Groups 1 and 2 were held in one location, while Groups 3 and 4 were held in another:

Group 1		
@ 6.30pm, Morley, South of Leeds		
Venue: Small Hotel	Quota	Actual Sample
Men	4-6	3
Women	4-6	7
Aged 45+	10	10
ABC1	10	10
Those with children	N/A	9
Those with grandchildren	N/A	3
Those with pets	4-7	6
Those previously with pets	N/A	2
Taken medicine for serious illness	1-3	0
Vegetarian/Vegan	1	1
Member of an animal welfare organisation	0	0
Total	10 for 8³	10

¹ Information about individuals is held in confidence by MORI

² MORI/NewScientist, March 1999

³ This means that 10 people were to be recruited, in anticipation that 8 would attend and that 2 would be unable to attend when the actual evening came around.

Group 2
@ 8.30pm, Morley, South of Leeds

Venue: Small Hotel	Quota	Actual Sample
Men	4-6	3
Women	4-6	7
Aged 25-44	10	10
C2DE	10	10
Those with children	N / A	7
Those with pets	4-7	7
Taken medicine for serious illness	1-3	0
Vegetarian / Vegan	0	0
Member of an animal welfare organisation	1	1
Total	10 for 8	10

N / A = Not applicable

Group 3
@ 6.30pm, Northwood, Middlesex

Venue: Recruiter's home	Quota	Actual Sample
Men	4-6	4
Women	4-6	5
Aged 45+	10	9
C2DE	10	9
Those with children	N / A	9
Those with grandchildren	N / A	7
Those with pets	4-7	8
Taken medicine for serious illness	1-3	0
Vegetarian / Vegan	0	0
Member of an animal welfare organisation	1	1
Total	10 for 8	9

Group 4
@ 8.30pm, Northwood, Middlesex

Venue: Recruiter's home	Quota	Actual Sample
Men	4-6	4
Women	4-6	5
Aged 20-35	10	9
ABC1	10	9
Those with children	N / A	6
Those with pets	4-7	6
Taken medicine for serious illness	1-3	0
Vegetarian/Vegan	1	1
Member of an animal welfare organisation	0	0
Total	10 for 8	9

Total from 4 Groups

	Quota	Actual No.
Men	16-24	14
Women	16-24	24
Aged 20-35	10	9
Aged 25-44	10	10
Aged 45+	20	19
ABC1	20	19
C2DE	10	19
Those with children	N / A	31
Those with grandchildren	N / A	10
Those with pets	16-28	27
Those previously with pets	N / A	2
Taken medicine for serious illness	4-12	0
Vegetarian/Vegan	2	2
Member of an animal welfare organisation	2	2
Total	40 for 32	38

The two Morley groups and one of the Northwood group discussions were run by Michele Corrado, Director of Social & Health Research at MORI. Rachel Taylor, a Research Executive at MORI, ran the second Northwood group discussion (among the younger people). Both members of the MORI team attended all four focus groups. All four groups were tape recorded and fully transcribed.

In total, 38 participants came, against an anticipated 32, which may reflect their level of interest but also their desire to earn some money⁴. By gender, 14 men and 24 women attended. Men were therefore a little under-represented (and we know from the quantitative phase that they tend to be more pro-animal experimentation). Also, no-one was recruited who had taken medicine for a serious illness, or who said they had a family member who had taken such medicine.

As mentioned earlier, we know from MORI's work for NewScientist, that this group tends to be marginally, but not significantly, more likely to approve of animal experimentation in various situations. This group also represents around 4 in 10 of the adult population. One might therefore have expected some such people to have been recruited for the group (particularly as the 40% or so does not fall off much among younger people). On the other hand, if a person had taken such medicine **themselves**, they might have been less inclined to come along to an evening group discussion (i.e. if they had had a serious illness at the time). It may also be the case that some people would have been reluctant to divulge information about their or their family's health, knowing that they would be coming along to a group discussion with other people, who would be recruited from their locality. If this is so, then some participants may well have taken medicine for a serious illness, or had a member of their family who had.

The topic guide moved from general to specific issues, and was used as an aide-memoire.

Participants discussed the following:

- Their current level of knowledge about animals in research
- Their concerns about animal experimentation
- The suffering of animals used in animal experimentation. (How much is perceived to be acceptable, if any? How easy/difficult is this for a scientist to gauge?)
- The assumptions they hold about animal research
- The values that influence their attitudes and assumptions
- Their awareness of any controls on animal experimentation
- Trust with respect to animal experimentation
- Any questions that they wanted answering
- How their opinion shifts, if at all, after being given more information on animal experimentation
- A final overview

During the focus groups people were shown a selection of press cuttings on animal experimentation (tabloid and broadsheet) to stimulate debate.

⁴ Respondents were paid £20 for attending

The initial qualitative phase provided us with some useful grassroots information about people's attitudes towards animal experimentation, for example on the depth of their feeling and also on factors which have contributed to formation of their opinions. The qualitative stage also provided a lot of material for questionnaire design for the quantitative stages. There was remarkable consistency across the groups in terms of the way in which people viewed animal experimentation. Most people were also able to debate the issues although the C2DE 45+ group in Northwood was less likely to set out the reasons behind their views. This is something which MORI has observed before among older C2DEs. Also, in the younger C2DE group in Morley, five out of the ten people debated the issues; the other five people were largely quiet.

Methodology – Quantitative

The quantitative research consisted of a pilot survey and a mainstage survey. All interviews were conducted with adults, aged 15+, in Great Britain and were conducted in-home, face-to-face.

A two-stage sampling design was used. A random selection of Enumeration Districts (EDs) was drawn, after stratification by region, with a probability of selection being proportional to the size of the population. An ED is the smallest building block of the census which averages about 200 households and is broadly self-defining for social class. Within each ED, interviewers were issued with quotas for six age groups (15-24, 25-34, 35-44, 45-54, 55-64 and 65+) and gender within work status (full-time working men, other men, full-time working women, other women), to reflect the adult population profile in Great Britain.

A total of 149 points in Great Britain were covered. Interviewers went to their specified sampling points and obtained around 7 interviews with residents who fulfilled the quotas. They were given a list of addresses within each ED at which they could call and were required to leave a minimum of 5 doors between calls, and to interview just one person per household. A proportion of their work involved evening and weekend visits, to ensure that working people were included in the sample.

All interviews were conducted by members of MORI's fully trained and experienced fieldforce and all interviewers assigned to this survey were provided with comprehensive written instructions.

Showcards for questions with long or complicated lists were presented with different start points for different interviews, in order to minimise order effects. Careful attention was then given to ensure that an even distribution of the various versions of showcards was given to the interviewers. Within one point, an interviewer worked with one particular version of the showcards. Most showcards were versioned two ways, but for the following questions with longer lists there was a three-way rotation: Q11, Q16/17, and Q25. Also, at Q2, the interviewer handed two showcards to the respondent.

Pilot

A total of 51 interviews was carried out among adults aged 15+, between 17-24 July 1999, in the following areas:

Area in GB	Sampling Point	Number of Interviews Achieved
Scotland	Kirkcaldy	10
North West	Bolton	10
Midlands	Mansfield	11
Wales	Caerphilly	10
South	Waterlooville (near Portsmouth)	10

Average length of interview: 30 minutes.

Main Stage

In total 1,014 interviews were carried out among adults aged 15+, in Great Britain, between 1 September – 26 September 1999. A copy of the marked-up questionnaire can be found in the appendices.

Anticipated length of interviews: 28 minutes
Average length of interview : 28 minutes

Interpretation of Data

Throughout the report an asterisk (*) signifies a value of less than 0.5% but not zero. Where figures on tables do not add up to 100% this could be due to computer rounding, multiple choice or the exclusion of certain categories on summary tables, such as 'Don't know'.

Weighting

The final data were rim-weighted by the 11 Government Official Regions, three age bands, four social class bands and for work status within gender. The table below gives the unweighted and weighted profile. Weighting the data corrected for minor discrepancies in the proportions of demographic groups achieved. Weighting has not affected any cell on the computer tables by more than about 1% or 2%. This can be viewed by looking at the right-hand column of the computer tables marked 'Total - unweighted', and comparing it with the left-hand (weighted) column, marked 'Total'.

	Unweighted %	Weighted %
Gender x Work Status:		
Male:		
Working full-time	25	30
Not working full-time	19	19
Female:		
Working full-time	16	15
Not working full-time	40	37
Age:		
15-24	14	14
25-34	21	22
35-44	19	17
45-54	16	14
55-64	13	14
65+	17	18
Social Class:		
AB	20	18
C1	26	24
C2	23	28
DE	31	29
Government Official Region:		
Scotland	9	9
North	6	6
North West	11	11
Yorks & Humber	10	9
East Midlands	7	7
West Midlands	11	9
Wales	4	5
East Anglia	3	4
South West	9	9
London	11	12
South East	19	19
Urbanity:		
Urban	71	70
Mixed urban/rural	20	21
Rural	8	8

Statistical Reliability

The sample tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed.

For example, on a question where 50% of the people in a sample of 1,014 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 3.1 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures. However, while it is true to conclude that the 'actual' result (95 times out of 100) lies anywhere between 46.9% and 53.1%, it is proportionately more likely to be closer to the centre of this band (ie at 50%) than to lie at the extremes of this band (ie 46.9% or 53.1%).

As indicated in the table below, the sampling tolerances vary with the size of the sample and the size of the percentage result.

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,014 interviews	± 1.8	± 2.5	± 2.8	± 3.0	± 3.1
565 Interviews	2.5	3.3	3.8	4.0	4.1
356 Interviews	3.1	4.2	4.8	5.1	5.2
203 Interviews	4.1	5.5	6.3	6.8	6.9

The precise formula which has been used to calculate the above figures is the Student's t test.

The formula is:
$$1.96 \sqrt{\frac{p(100-p)}{n}}$$

Where: p = the percentage being considered
and n = the sample size for any given percentage

Tolerances are also involved in the comparison of results from different parts of the sample. A difference, in other words, must be of at least a certain size to be considered statistically significant. The table overleaf is a guide to the sampling tolerances applicable to comparisons.

For example, the actual difference between two percentage results of 10% and 15% is 5%. When comparing samples of 1,014 and 716, one would need a minimum difference of 2.9 for these findings to be statistically significantly different (95 times in 100). Because the actual difference is greater than 2.9, we know that results of 10% and 15% based on these size samples are statistically significantly different at the 95% confidence level.

However, when these results occur based on samples of 177 and 145 interviews respectively, the difference would not be statistically significant if the percentages being compared were 10% and 15% (because one would need a minimum difference of 6.6, and the actual difference is only 5%).

Size of the sample compared	Differences required for significance at or near these percentage levels*				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,014 and 716	2.9	3.8	4.4	4.7	4.8
716 and 206	4.7	6.2	7.1	7.6	7.8
449 and 565	3.7	5.0	5.7	6.1	6.2
356 and 308	4.6	6.1	7.0	7.5	7.6
203 and 315	5.3	7.1	8.1	8.7	8.8
177 and 145	6.6	8.8	10.1	10.8	11.0

* Based on 95 chances in 100

The formula used to calculate the above figures is:

$$1.96 \sqrt{\frac{P_1(100-p_1)}{n_1} + \frac{P_2(100-p_2)}{n_2}}$$

where: p_1 , p_2 are the percentages being considered
 n_1 , n_2 are the respective sample sizes

Strictly speaking, the sampling tolerances given above relate to random samples where each member of the population has an equal chance of selection. In practice, carefully selected and controlled quota samples deliver a strictly representative sample as measured on key demographic variables. Quota surveys have been shown to behave like probability samples for the purposes of calculating tolerance levels.

Summary of Findings

Animals in Medicine and Science

The phrase 'Animals in medicine and science' (used to introduce the research topic) is closely associated with animal experimentation. Top-of-mind, people in the focus groups readily refer to 'cruelty' when asked what they think of in relation to animal experimentation. This comes ahead of any mention of possible benefits resulting from animal experimentation, such as medical research or health benefits. This is consistent with the quantitative findings, where around one-third spontaneously say 'Animal suffering or cruelty', while 12% mention medical research and 5% cures for cancer or AIDS.

Most people in the focus groups endorse animal experimentation for 'medical purposes', but then quickly describe it as a 'necessary evil' or a 'conundrum'. There were suggestions in the focus groups that perhaps there is less cruelty involved in animal experimentation nowadays. While not tested directly in the quantitative research, this phase reveals that almost twice as many disagree that they '*trust the scientists not to cause unnecessary suffering to the animals being experimented on*', as agree (56% versus 29%). So, if the situation is perceived by the public to have improved, responses to this statement suggest there is still a long way to go for the public to be fully reassured that suffering is being kept to a minimum.

Asked what they mean by 'cruelty', people mention 'chimpanzees', 'squirting substances into rabbits' eyes' and 'beagles being forced to smoke'. However, they also tend to speak in the past tense here, saying things like 'We can all remember the photographs of the monkey with a probe in its head' or 'the beagles being forced to smoke'. There were also suggestions in the Northern groups that animal rights activists selected the most frightening pictures, there was no guarantee that they were genuine, they may not be of UK animals, and newspaper Editors want such pictures to 'sell papers'. This theme runs through the quantitative work too, with twice as many feeling that the media opposes than supports animal experimentation. This point is discussed in more detail in The Media section later.

While spontaneous mentions of cruelty come ahead of those for medical advancements, fairly high proportions in the quantitative phase say that animal experimentation is always or sometimes justified for research into life-threatening diseases such as cancer (42% always justified⁵, 35% sometimes); and AIDS (33% always⁵, 38% sometimes). However, this falls off considerably for something fundamental which underpins medical research: learning how cells work (13% always, 43% sometimes). This suggests that the public lacks understanding about the basis on which research into life-threatening diseases takes place. The 'Always justified' figure for learning how cells work, for example, is not very different from: testing the safety of cosmetics eg skin-care products or make-up at 4%, though learning how cells work receives far more mentions in 'Sometimes justified' (43%) than does cosmetics (9%).

The low level of support for animal experimentation for cosmetics testing in the quantitative phase is also very evident in the focus groups. Not one participant gave this their backing, some being aware that it no longer takes place in the UK. There is a feeling that there is an abundance of cosmetics available on the market (which had previously been tested on animals). The continuum of degrees of acceptability of animal experimentation in various situations is discussed in more detail later under Value Systems.

The above findings are broadly consistent with MORI's work for NewScientist earlier this year. In that survey, for example, over eight in ten approved of the use of live mice to ensure that a new drug to cure leukaemia in children is safe and effective, or to develop such a new drug ⁶, while fewer than four in ten approved of using live mice to test whether an ingredient for use in cosmetics will be harmful to people.

⁵ The 'always justified' figure is lower than MORI had anticipated from our work for NewScientist. That study used Approve/Disapprove (and just these two options), so direct comparison is not possible. With 3 options to choose from in the study for MRC, one would expect the 'Always justified' figure to be lower than the 'Approve' figure in the NewScientist. Nevertheless, 'Always justified' still seems low for life-threatening diseases such as cancer.

⁶ If the mice are not subjected to pain, illness or surgery

Level of Interest in Animal Experimentation

More people say they have (at some time in their lives) discussed the issue of animal experimentation with another person, than have not: 53% have, 36% have not and 11% can't remember. Over a quarter say they have discussed it in the previous three months which seems high. There were quite a few media stories about it from June to August, prior to fieldwork⁷, which would help explain this seemingly high figure. In addition the 'recency effect' could be playing a part (people feeling that events took place more recently than they actually did). MORI has observed this in previous behavioural data eg on when last visited the optometrist or dentist (where practice figures suggest that actual visits perhaps took place longer ago than reported - at least before payment was introduced).

Q3 *When, if at all, did you last discuss the issue of animal experimentation with another person such as a close relative, friend or colleague?*

	Cumulative Total
<i>Base: All (1,1014)</i>	<i>(%)</i>
In the last week	8
Up to 1 month ago	17
Up to 3 months ago	28
Up to 6 months ago	35
Up to 1 year ago	41
Up to 3 years ago	47
Ever	53
Never	36
Don't know/can't remember	11

Source: MORI

Most people who have discussed animal experimentation with someone were prompted to do so by hearing something on the news or seeing a television documentary; over a quarter mention each spontaneously while 'Read an article in the press' is mentioned by fewer (15%). TV/broadcast news is probably the most likely trigger for people, particularly given the strong visual images which animal experimentation can evoke. However, in MORI's experience television tends to be over-reported as a source of information (for example, some people report having seen an advertising campaign on television, when it only appeared in the press). While broadsheet readers display a marginally greater likelihood to have discussed animal experimentation as a result of a newspaper article, this difference is not statistically significant⁸.

One area where there was apparent difference in feeling between the qualitative and quantitative research is on level of interest in animal experimentation (the

⁷ The Hillgrove Farm (cat laboratory) closed down just prior to main-stage fieldwork, which received TV and press coverage; there was also some coverage on excess breeding in the broadsheets just prior to main-stage fieldwork; and on 7 June, Channel 4's Equinox about Phantom Pain gave detail of the Silver Spring macaque monkey experiments. In all, eight different animal experimentation stories are known to have run during this period.

⁸ A difference of 12 points or more would be required on these size samples; the actual difference is just five points.

quantitative phase perhaps yielding higher levels of interest). However, this may be because of the graphic way in which some people debate animal experimentation in a group setting, compared with a one-to-one in-home interview. In the focus groups, people found ‘the gory details’ difficult to discuss (one woman was observed pulling her sweater up over her mouth when another discussed animal experimentation; others said it was something they didn’t like to think about). This may have led to some people saying they would prefer others to be responsible for handling animal experimentation issues. Equally, some people could genuinely feel this way – there were certainly a number of respondents who said they would be concerned or interested while reading a newspaper article, but forget about it almost as soon as they had put down their paper. One or two said they were not even that interested.

On the whole though, participants in the groups were extremely concerned about basic animal welfare issues, and about preventing pain from being experienced by animals. These factors, along with the purpose of the research and the need to see if alternatives are available, were of intense importance to participants in the focus groups (and the quantitative study). The ‘pain’ factor and the purpose of the research were also important criteria in MORI’s work for NewScientist.

We therefore find the level of interest displayed in the quantitative phase largely consistent with the focus groups. While 67% say they are interested (to discuss the topic or hear more about it), only 14% say they are very interested. In MORI’s experience, this is a little on the low side for a ‘very’ proportion.

Q5 <i>How would you rate your interest in the issue of animal experimentation?</i>	
	Total
<i>Base: All (1,014)</i>	<i>(%)</i>
Very interested	14
Fairly interested	53
Not very interested	24
Not at all interested	8
Don’t know	1
Interested	67
Not interested	32
<i>Source: MORI</i>	

Also, one in eight people in the quantitative research say ‘*It does not bother me if animals are used in experimentation*’ and/or ‘*I am not interested in the issue of animal experimentation*’. This translates into over 5 million adults in Great Britain⁹ who say the former or who say the latter, and over 8 million who say one or other or both.

The cross-analysis of these two questions is noteworthy. Most (74%) of those who say they are not interested are also not bothered about animal

⁹ Based on an adult population of 44 million adults aged 15+ in Great Britain.

experimentation. However, just four in ten of those who say 'it does not bother me' say they are not interested, a further 35% say they **are** interested in animal experimentation (which is entirely plausible). Though very few people said 'Don't know' at either question (1%), the degree of overlap is high (two-thirds in each case).

The biggest determining factors in whether people have talked about the issue of animal experimentation are their typologies and (linked to that) their level of interest. Since many people tended towards a view without feeling strongly enough to take any action, or simply did not take any action for some other reason, we tried to distinguish between those inclined to take some action and other people. 'Actives' were people who had carried out one or more activities relating to animal welfare issues in the last two years eg they had signed a petition or had carried out a more committed step such as writing a letter to an MP.¹⁰ 'Super Actives' were people who had taken at least one of the committed steps, eg they had written a letter to an MP.¹⁰ 'Super Actives', and to a lesser extent 'Actives' are far more likely to have talked about the issue, as one would expect (84% and 75%), as are those who describe themselves as being very interested in the topic (82%). Three in ten or more of each of these groups have discussed the issue in the last month. ABC1s¹⁰, the 45-54s and women are also significantly more likely to have talked about the issue (ever). Those with an interest in science¹⁰ and with pets in the household (58% of the population) are also more likely to have engaged in discussion but perhaps less so than one might have thought in the case of those with pets (58%, versus 47% for those without pets); the figure for those with an interest in science is 68%.

Because level of interest is correlated with whether people have talked about the issue, the same sub-groups that are more likely to discuss the issue also display higher levels of interest. The difference for having pets/no pets is a little higher here (74% interested, versus 59%).

Women are more likely than men to be both 'super actives' and 'actives' (17% of women versus 10% of men are 'super actives'; 40% versus 24% are 'actives'). However, men are more likely than women to have an interest in science (32% versus 24%). Given that there are more women 'actives'¹¹ than there are men with an interest in science, and that activism is a greater determinant of views anyway, this does rather point to the importance of channels to communicate with women about animal experimentation. Channels for communicating with women are not necessarily the same as those for reaching men: fewer than half of women, for example, are in paid work.

¹⁰ Please see appendices for definitions and Q25 of the questionnaire for the question on 'Actives', 'Super Actives' and those with an interest in science.

¹¹ Most because they have signed a petition.

The under 55s (but not especially the 15-24s) are another group to communicate with as they display higher levels of interest and are more likely to have talked about the subject. MORI is a little surprised to find that young people aged 15-24 display no greater levels of interest in animal experimentation than older people; anecdotal information had suggested otherwise. Those with children aged under 11 are more likely than those without children to have discussed the issue of animal experimentation with someone. This could suggest that children ask questions and that this therefore stimulates debate. The level of knowledge and information sections discuss these points in more detail later.

Value Systems

As mentioned earlier, most people in the focus groups endorsed animal experimentation for 'medical' reasons, especially cures for life-threatening diseases such as cancer. They do, however, place the qualifying conditions cited earlier on their views (ie basic animal welfare to be adhered to, no or minimal pain and to ensure that no alternatives are available). Support for research into AIDS is a bit less widespread than for cancer, this being consistent with MORI's work for NewScientist. In the younger Leeds group, AIDS was largely felt to be a gay people's disease and somehow therefore considered to be less worthy of being researched. One woman in this group tried to explain to others that AIDS is not always something acquired from having sex:

*It's a very tough subject, AIDS. You've got to remember
the people that have got AIDS don't necessarily get it from
sex*

Woman, 25-44, C2DE, Leeds

All but one person in the focus groups (an animal welfare activist) supported animal experimentation for 'medical' purposes, and this included the two vegetarians. One of the vegetarians did place more emphasis than most people on the need to look for alternatives. In the quantitative study, two-thirds say they 'can accept animal experimentation so long as it is for medical research purposes'

The table on the next page reveals that support is greatest for: life-threatening diseases such as cancers or AIDS, but also for researching animal diseases (31% always justified). This comes marginally ahead of methods of preventing disease eg vaccines, and would be consistent with both the pet loving nation which Britain is, but also some awareness that animal diseases can be transferred to humans. The BSE debate has no doubt heightened such awareness.

It is perhaps more noteworthy that many people say that animal experimentation is sometimes (rather than always) justified for life-threatening diseases such as cancer (35%) and AIDS (38%).

The figure for preventing disease through vaccines is less surprising to MORI (43% sometimes justified) as the public (and indeed the media) has traditionally focused much more on cure than prevention. Vaccines too, are largely something that people in the industrial world take for granted, while cancer is something that impacts on many people and their families directly.

Comment was made earlier about the relative low level of support for animal experimentation to learn how cells work. It is interesting to observe that the 'Always/Sometimes justified' figure for learning how cells work is similar to that for improving medical treatments and surgical techniques, but that more people say the latter is always justified.

Experimentation into treatments to improve quality of life eg HRT receives less support still (46% say this is never justified). Yet it is not men, but women, who lend less support to this. Women are significantly more likely than men to say this is never justified, while men more often say this is always justified (15%). This could be a reflection of women's greater likelihood of being animal welfare activists, and therefore reserving their support for life-threatening rather than troublesome illnesses. In the focus groups though, both men and women gave less support to experimentation to improve quality of life, and Viagra as well as HRT was mentioned in this context. Participants also mentioned that the general public often does not benefit because the medicines are so expensive.

I mean if you're talking serious life-threatening illness then it's got to be okay to test on an animal. But when you're talking about something which Viagra for instance was tested on animals it makes a whole load of people's quality of life a little bit better but it's not life saving. It's not a necessity

Man, 20-35, ABC1, Northwood, Middlesex

Within the agricultural and veterinary category, support for improving livestock welfare comes fairly close behind research into animal diseases. This is consistent with the public's concern that animal welfare be a priority in animal experimentation itself. However, experimentation to improve livestock (eg making sheep woollier or meat leaner) is thought by very few to be always justified and by 73% to be never so. This is one of the highest ratings for being 'Never justified' and reflects participants' concerns in the focus groups about the profit motive, a theme which also ran through MORI's work on the Public Consultation on the Biosciences, for The Office of Science and Technology¹².

In the focus groups, wildlife and veterinary research was only considered justifiable if it is to prevent disease and most could not understand why animal experiments would be conducted to study conservation issues, though time constraints prevented this being discussed in depth.

Unnecessary duplication in animal experimentation, on the part of industry, was cited in all four groups. Pharmaceutical companies and then household products companies attract greatest criticism for this; they are said to be competing to develop new medicines and produce new cleaners respectively. Cosmetics companies are also mentioned in this respect, even though some knew that cosmetics testing no longer takes place in the UK.

There's quite a lot of research, you hear, done by universities, medical institutions, that are profit-based....I've never heard when a company comes to making a drug, selling it at a loss.

Man, 45+, ABC1, Leeds

¹² December 1998-April 1999. Website reference
www.dti.gov.uk/ost/ostbusiness/index.htm

Q2 On this card is a list of situations for which animal experimentation might be carried out. Could you read through the list and tell me which, if any, of these situations you think animal experimentation is always justified, sometimes justified or never justified?

	Always Justified	Sometimes Justified	Never Justified
<i>Base: All (1,014)</i>	<i>(%)</i>	<i>(%)</i>	<i>(%)</i>
Medical:			
Life-threatening diseases such as cancers	42	35	19
Life-threatening diseases such as AIDS	33	38	25
Ways of preventing diseases eg vaccines	29	43	24
Improving medical treatments and surgical techniques	23	39	33
Testing potential new medicines	21	45	30
To learn how cells work	13	43	34
Treatments to improve quality of life eg HRT	11	35	46
Agricultural and Veterinary:			
Researching animal diseases	31	48	16
Improving livestock welfare eg preventing disease in cattle herds or preventing stress in transported animals	24	43	27
Improving livestock to make sheep woollier and meat leaner	4	17	73
Safety Testing:			
Testing chemicals in the workplace	8	25	61
Testing the safety of household products eg disinfectants, DIY products	4	15	77
Testing the safety of cosmetics eg skin care products, make-up	4	9	85

Source: MORI

Pooling of results and research evidence should be essential, according to some focus group participants – a theme mentioned in all four groups. Communication between companies would reduce duplication and mean that fewer animals would need to be experimented on.

If drug companies are researching the same product, the cure for cancer is the Holy Grail isn't it? Well they're all at it. It's a race, so they'll all be testing and almost certainly all be moving along the same lines. So, a lot of the work must be replicated and repeated.

Man, ABC1, Northwood, Middlesex

The media (largely through TV advertising) is considered to be encouraging people to buy household and other products, and many people admitted to being susceptible to advertising.

There was therefore a suggestion of a 'corporate machine' – with companies competing to develop products, the media advertising them and the consumer being convinced that they need to buy them. Some talked of the many products (particularly household cleaners) which they had bought and wondered for a moment just how much animal experimentation had been conducted to produce them. One older man in Leeds, turning to other participants in the group, said they may be worried about animal experimentation in the focus group but they would still be 'conned' by the advertisers into buying products. (He himself was 'not bothered' about animal experimentation.):

I was looking only the other day. I've got four or five things under my sink; they all do the same thing.... And this is supposed to do a little bit more than this one, but the three out of four come from the same company, so what difference can there be?

Woman, 54+, C2DE, Northwood, Middlesex

This respondent talked of the financial loss which a company could face if it did not carry out comprehensive testing on cosmetics, prior to launch:

If you're going to put something on your face that hasn't been tested on some kind of skin, then when you're talking about multi-million pound companies that are maybe bringing an awful lot of money in to a product, if that goes on to a surface and it's going to have a bad reaction, then they're going to lose an awful lot of money.

Man, 20-35, ABC1, Northwood, Middlesex

Consistent with the focus groups, few in the quantitative survey feel that animal experimentation is always justified for testing chemicals in the workplace (though a distinction was drawn between chemicals which could contravene health & safety regulations/harm workers, and other chemicals¹³; testing the safety of household products and testing the safety of cosmetics. However, 4% (rather than no-one) say that cosmetics testing is always justified and 9% say it sometimes is. In the focus groups, people did distinguish between cosmetics 'that supposedly make you look good' and 'those that mask disfigurements'. The latter are classed as being 'medical' and therefore animal experimentation for this purpose is sanctioned:

I mean, surely they should have enough knowledge now not to have to test lipstick on a rat or something like that?

Woman, 45+, ABC1, Leeds

MORI's work for the NewScientist examined views towards basic medical research, like enabling scientists to study how the sense of hearing works; 70% in that poll approved of it, in the case where mice would not be subjected to pain. This was then explored further in the focus groups for the MRC. Some participants did not have a view. However, research on the ear to understand hearing was thought unnecessary by some of the younger people as they think that animals have different ears and cannot tell the researcher how loud a noise is to them. Testing on humans, dead or alive, for this type of research was cited as the preferred option in the focus groups.

In the focus groups, 'Household cleaners', are put closer to 'Cosmetics' than to 'Medical purposes' on respondents' continuum of the degree of acceptability. They largely oppose animal experimentation to test (new) household cleaners.

Other categories were difficult for participants to place (even household cleaners was difficult because they could see a use for them, and most feel that safety of people is paramount, but they expressed concern about animal welfare.)

Not acceptable		Acceptable
X	X	X
Cosmetics	Household cleaners	Medical Purposes

Nevertheless, for both agricultural and household products, most agree that if there is any risk involved to human health, these situations need to be adequately tested, even if this means using animals. This applies to any chemicals used in agriculture which could enter the human food chain. An example given by participants of a problem caused from a lack of testing is the use of asbestos in roofing, now known to cause asbestosis.

¹³ Which could account for the higher 'Sometimes justified' figure.

The main reason, in the group discussions, why people think animal experimentation takes place is that most people feel there are no, or limited, alternatives. Alternatives put forward by participants include: human volunteers, computer modelling, cell/tissue/skin/cultures in test tubes, experiments on organs and homoeopathic methods. Cloning of animals is mentioned (by some) for the purpose of animal experimentation. However, we did not get the impression that cloning of animals was widely supported for this purpose. Over nine in ten, in the quantitative survey, feel that *'There needs to be more research into alternatives to animal experimentation'*.

While a majority in the group cannot see any alternatives for most of the current research that they are aware of, eg 'spraying chemicals in eyes' and 'cures for diseases', they would like to see more investment into alternatives. Some people feel that alternatives might be more expensive and therefore not readily pursued. Animals are described as being a cheap source which reproduces frequently, but with some disappointment on the part of the respondents:

There's no alternative really. A human's not going to go to somewhere and have stuff squirted in his eyes

Man, 25-44, C2DE, Leeds

This was also cited by some in the quantitative research. One in ten spontaneously identified animals as a cheap source and a similar proportion said it is one that is readily available to scientists. Because animals do not have a choice as to whether they are experimented on, people in the groups want animal experimentation to be the 'last resort'. Some think it is 'fairer' to test on humans.

If you do go in to this with your eyes open you know what's happening to you. But an animal is unaware of what's happening to him

Woman, 45+, C2DE, Northwood, Middlesex

The animal may shy away but what's to say that that person is going to be willing to stop then? If a human being says 'stop', then you stop

Man, 25-44, C2DE, Leeds

When asked why people think some experiments in medical research are carried out on animals, one-fifth spontaneously say that the only other alternative is to test on humans (1% say that experiments should be on humans at this question. This was not examined at a prompted question, so we do not know what proportion would have supported this). In the groups, there was more support for testing on humans but only if the person is a willing volunteer and able to stop the tests at any time. It is pointed out that in many cases one could not test on humans, due to possible legal cases which could ensue if something goes wrong or the experiments are too dangerous.

However, in both Leeds and Northwood there were around four people who had been human 'guinea pigs' for products, such as deodorants, hay fever treatment and acne creams, mainly for economic reasons.

In two groups (older people in Morley and younger people in Northwood) it was suggested that those from developing countries be used as human volunteers (though in Morley this was quickly criticised) as well as prisoners (something that received less opposition from the groups, despite it being a highly contentious issue. Another suggestion in the focus groups is that people with AIDS should be involved in experimentation (one saying that her gay friend would want to be a human volunteer if he contracted AIDS). However, in the main, people feel that testing on humans was only seen as valid if the person has a choice in starting and stopping the experiments.

Get millions of people in from the Third World countries and experiment on them because they're dying in their millions anyway, so let's experiment on them. That is a serious comment. They're dying in their millions in Third World countries who can't do anything about it

Man, 45+, ABC1, Leeds

I don't believe that any major drug that's tested on humans now is started out being tested on humans, I think it all started with animals and I think it's progressed to humans

Man, 25-44, C2DE, Leeds

In the quantitative survey, a quarter spontaneously mention that medical research is carried out on animals because an animal's life is regarded as being less valuable than a human's life. (Please see the table on the next page) This increases significantly among those who are very interested in animal experimentation (34%). This is to be expected, given that those with an interest are more likely to be animal welfare activists. The same conclusion was reached in the focus groups but in the focus groups people also said that an animal's life is **in reality** less valuable.

However, there is a feeling that animal experimentation is a 'dilemma', particularly because animals are thought to be suffering. Two in five do not support the use of animals in any experiments because of the importance they place on animal welfare; three in five can accept animal experimentation so long as it is for medical research purposes. (Please see the table on page 28). Yet even more noteworthy is the overlap between these two groups – something which is entirely consistent with the focus groups and emphasises the dilemma which people talked of. Sixty-five per cent of those who say they do **not** support animal experimentation because of the importance they place on animal welfare, are themselves **conditional acceptors** – that is, they can accept animal experimentation if it is for medical research purposes, or/and there is not unnecessary suffering, or/and it is conducted for life-threatening diseases, or/and there is no alternative.

In the groups, there is a consensus of opinion that if a member of their family was unwell they would not hesitate to use a medical treatment that had been tested on an animal, over one that had not, as they would trust the product to be safer.

I'd even use my own dog to save my son's life

Man, 25-44, C2DE, Leeds

All of the cures for illnesses that have come about recently have been at some point tested on them; any cancer cures, terminal illnesses. What would you rather have, animals being tested on to get to that, or your child suffering? There's no choice

Man, 20-35, ABC1, Northwood, Middlesex

I do love animals. I've got many animals. My child would come before an animal

Woman, 25-44, C2DE, Leeds

Woman, 25-44, C2DE, Leeds

Q6 Why do you think some experiments in medical research are carried out on animals? (UNPROMPTED QUESTION)	
	Total
<i>Base: All (1,014)</i>	<i>(%)</i>
Top 12 Answers:	
An animal's life is regarded as less valuable than a human's life	24
The only other alternative is to test on humans	22
To ensure that a new medicine/drug is safe/effective	15
For the benefit of the human race	15
Animals are powerless/Humans have power over animals/Animals cannot say 'no'	14
Animals are needed to test medicines	12
To develop a new medicine/drug eg to cure cancer/to prevent AIDS	11
Animals are readily available to scientists for animal testing so they use them because they can	10
It's cheap/Cheaper to use animals	9
To see the effects on animals first	8
The similarities are greater than the differences between animals and humans	8
To test cosmetics/Were used in the UK to test cosmetics	6
<i>Source: MORI</i>	

As with the MORI/NewScientist work, in the quantitative survey, the issue of 'pain/no pain' is a bigger criterion than the type of animal. It is felt that the most suitable species should be used, but as all species feel pain, all should be treated equally humanely during experiments so that they have a good quality of life. There was slightly less concern about rats (particularly) and mice as they tend to be associated with disease. However, pet mice and pet rats appear to be in vogue and some respondents felt these animals have as much right to be protected. Some said 'they feel pain too'.

*Well they control rats and mice anyway don't they, by
killing them? So they may as well use them*

Man, 25-44, C2DE, Leeds

Many comment on their own 'double-standards', on the one hand eating meat or allowing vermin to be shot, but then not liking experiments on animals. The 'dilemma' is likened to seeing lambs in a field, but then eating lamb for Sunday lunch. This example came up spontaneously in two different focus groups:

*And really you shouldn't feel like that, but I think most
people are. If they saw it in a field and somebody said 'Go
and kill that lamb' you'd say 'Oh no, I'll have a tomato
soup instead', wouldn't you? But if it was in ...[a local
butcher's]...*

Woman, 45+, ABC1, Leeds

'Pain' is a major issue and seven in ten can only accept animal experimentation so long as there is no unnecessary suffering to the animals.

Everyone, in the groups, agreed that all animals can feel pain but it is difficult to say how much pain is acceptable. Many question how the level of pain would be measured.

*How do they know whether an animal's suffering?...The
animal won't tell you. Animals can suffer without a sound*

Man, 45+, ABC1, Leeds

A common phrase, in all the groups, is 'no unnecessary suffering'. It is felt that animals should be anaesthetised before being given an operation, 'which they would be', and given pain killers while they recover. 'No unnecessary suffering' is the main factor, cited by a third spontaneously in the quantitative research, that would be taken into account in deciding whether animal experimentation is right or wrong.

Some people in the groups, think that the statement presented to them '4% of project licences in force on 31/12/97 are for substantial pain', is misleading as it does not include 'all the unregulated animal experiments'. However the younger group in Leeds felt 4% was low and did not appear to feel that it is misleading.

While the pain felt by animals is clearly a large concern, respondents could just about accept it if it was necessary:

The end has to justify the means

Man, 20-35, ABC1, Northwood, Middlesex

Over half the public agree that '*animal experiments for medical research purposes are a necessary evil*' and over seven in ten are resigned to the fact that 'animal experimentation will always be used for research purposes'. However, 15% disagree and this increases significantly among those very interested in animal experimentation (23%) and 'Super Actives' (22%).

Our qualitative findings agree that most people feel that animal experiments will always be conducted, but there is also a strong feeling that even if the animal suffers during tests they should be kept in comfortable conditions so that they do not suffer unnecessarily. After experimentation, the animals are not thought to make good pets but if they are destroyed, it should be done humanely.

Q24 Using this card, how strongly do you agree or disagree with these more general statements about animal experimentation?

	Agree (%)	Disagree (%)
<i>Base: All (1,1014)</i>		
B There needs to be more research into alternatives to animal experimentation	91	3
F Animal experimentation will always be used for research purposes	72	15
C I can accept animal experimentation so long as there is no unnecessary suffering to the animals	69	21
D I would like to know more about animal experimentation before forming a firm opinion	65	18
A I can accept animal experimentation so long as it is for medical research purposes	64	24
L I agree with animal experimentation for all types of medical research, where there is no alternative	61	26
J Animal experimentation for medical research purposes should only be conducted for life-threatening diseases	58	27
I Animal experiments for medical research purposes are a necessary evil	54	28
E I do not support the use of animals in any experimentation because of the importance I place on animal welfare	39	37
M I agree with animal experimentation for all types of research where there is no alternative	27	60
K The Government should ban all experiments on animals for any form of research	26	55
G It does not bother me if animals are used in experimentation	12	79
H I am not interested in the issue of animal experimentation	12	75

Analysis of all the questions has been carried out by the following combinations of these statements:

	(%)
Conditional Acceptors - agree with A, C, J or L	84
Unconditional Acceptors - agree with G or M	32
Disagree with animal experimentation - agree with E or K	44

Source: *MORI*

In summary then, 84% are Conditional Acceptors, 32% are Unconditional Acceptors and 44% disagree with animal experimentation. So, what drives value systems? Observations from the qualitative research and evidence from the quantitative work suggests that the following factors help shape opinions:

- having children at home. Parents pass on a respect for animals to their children, who in turn get exposure to animals and biology, and begin to form their own opinions (also discussed in the next section)
- the purpose behind the experiment. Medical research particularly into life-threatening diseases yields more support; research into animal diseases is also fairly well supported. Household cleaners and then cosmetics come last, as they are not generally seen as being essential.
- whether there is no unnecessary suffering to animals - and this matters to most people (though 36% of 'Super Actives' still do not find it acceptable in this case)
- whether basic animal welfare is adhered to (such as lighting, space etc). Again, this matters to most people but this factor is even more important to pet owners and those in rural areas
- whether alternatives are available. Here we know that the two vegetarians in the qualitative phase were particularly keen to have alternatives examined (one in particular), though many participants emphasised this in the focus groups, and as many as 91% want more research into alternatives, in the quantitative phase

Perceived Level of Knowledge about Animal Experimentation

None of the focus group participants feels very well informed about animal experimentation. They are unsure where to look for information and are mainly aware of 'horror stories' rather than a balanced account of the pros and cons.

A lot of my resistance is down to lack of knowledge

Man, 20-35, ABC1, Northwood, Middlesex

Nevertheless, all the groups discussed the topic with a high degree of sophistication. For example, they distinguish between two types of cosmetics – those that supposedly enhance appearance when a person has no scars or blemishes (lipstick etc) and those that mask facial disfigurement etc. Similarly, they differentiate between chemicals in the workplace which employees could come into contact with and therefore need to be protected from, and those which may be used excessively or carelessly and which companies could do without. Also, the criteria which people suggested **should** be applied to regulating animal experiments were very similar to the criteria in the current regulatory system. It remains to be seen whether, if practical implementation of those criteria were presented, people would be satisfied with them.`

While the discussion was by and large sophisticated, many acknowledge that they were discussing the topic because they had been invited to do so and that two days after seeing a photograph of an animal, they tended to forget about the problem.

Information has been gleaned by them from: local and national newspapers, both tabloid and broadsheet; adverts in newspapers eg from the RSPCA; displays and demonstrations at car boot sales and around the town, groups such as anti-vivisection campaigners and the Cat Protection League; documentaries and TV news; radio programmes and leaflets through the post from organisations such as IFAW.

However, despite these many sources of information, it is felt that respect for animals is largely something acquired as a child, often with parents passing on their respect for animals to their children. This has tended to heighten awareness of issues involved in animal experimentation, particularly the need to consider animals' basic welfare as well as to have 'no unnecessary suffering' and minimise pain. This has relevance to the earlier section on 'What drives values?', and also to the section before that on Level of interest, where we reported that those with young children in the household are more likely to have discussed animal experimentation.

Exposure at school, especially with the dissection of animals in biology lessons, has also enhanced awareness of the issues (according to focus group participants) but with people making the distinction that ‘at school, the animals were dead’. As mentioned earlier, school visits to laboratories could assist in raising awareness and presenting a balanced picture – something mentioned by the young people in the Northwood group.

In both sets of research, it is assumed that a higher proportion of medical research uses animal experimentation than is actually the case. In the groups, many people are surprised that it is around 5-10%¹⁴. The older group in Leeds estimate that it is around 75% but there was a much wider range in the younger groups where they think it is about 25%-70%. Some feel that the 5%-10% figure quoted as the actual figure only involves regulated/legal animal experiments, suggesting some scepticism about it.

In the quantitative survey, fewer than one in twenty give the correct ‘5-10%’ response. One in five say they don’t know, but everyone else over-reports reality. If the near correct responses (saying 11%-30%) are added in to the correct responses, then one in six people gets the answer right, or nearly right.

Q8 What percentage of medical research do you think involves animal experimentation?	
	Total
<i>Base: All (1,014)</i>	<i>(%)</i>
None	-
(Correct 5-10%)	(4)
Near correct/Correct 1-30%	16
31-60%	27
61-100%	36
Don’t know	21
<i>Source: MORI</i>	

There is clearly some scope here for communicating the actual figures to the public, though they would have to be backed up with an explanation of how the figures had been calculated. It is also likely that the issue of regulation would enter into the debate, particularly as some people in the qualitative phase wondered whether the figure applied only to those experiments which are regulated. We know that the vast majority of the public agrees that they ‘*wouldn’t be surprised if some animal experiments go on behind closed doors*’ (89%) so this could also be an opportunity to communicate about the regulatory system that is in place. This is discussed in more detail in the section on Regulation.

¹⁴ Precise definition and measurements is extremely difficult. The estimate of 5-10% accepted by MRC reflects the proportion of research work devoted to animal experiments in themselves. The proportion of research programmes that depend on using animals at some stage is higher, at around $\frac{1}{3}$.

There are several differences in perceived knowledge by sub-group. The following groups are significantly more likely to give a correct or near correct response: men (much more so than women), 35-54s (who display slightly greater knowledge than other age groups and with the 65+ group being the least well informed), ABs (particularly, followed by C1s, but with no difference between C2s and DEs), those in urban areas compared with those in mixed urban/rural areas (the rural group's knowledge is almost as good as the urban group's);¹⁵ those with an interest in science (10 points higher than average), broadsheet readers and those who trust the rules and regulations a great deal/fair amount.

In other words, many of the groups who are more knowledgeable are also more supportive of animal experimentation. However, this does not necessarily mean that a communications campaign designed to increase knowledge would automatically increase support for animal experimentation. Nor does it mean that there is necessarily a direct causation between knowledge and support, currently. For example, men are significantly more likely than women to be knowledgeable about the actual proportion of medical research which involves animal experimentation, and they are also significantly more likely than women to say that 9 out of 13 of the situations involving animal experimentation at Q2 are 'Always justified'.¹⁶ However, other factors could be contributing to their knowledge, rather than their gender per se. Men, for example, are more likely in the survey to express an interest in science (and traditionally to enter science in the first place), which also impacts positively on level of knowledge about animal experimentation.

What we can say is that those who express opposition (eg those who do not trust the regulatory system, 'Actives', and 'Super Actives') are less likely to give a correct response about the actual percentage of medical research which involves animal experimentation – but even that could be because of their scepticism.

There are no differences by: those with pets/no pets in household, those with children in the household, 'Actives', 'Super Actives', those interested in animal experimentation, those who have talked about it (ever, or in the last three months), conditional acceptors or unconditional acceptors

The following display significantly lower knowledge: those who disagree with animal experimentation (10%, versus 16% overall), tabloid readers, plus the converse case of the groups who display greater knowledge (ie women, those who do not trust the rules and regulations etc).

¹⁵ 17% urban, 12% mixed urban/rural, 16% rural – though the rural figure is not significantly higher than the mixed one, partly because of the low base for people living in rural areas (8% of the GB population).

¹⁶ In the remaining four cases: Testing the safety of chemicals in the workplace, Testing the safety of cosmetics, Testing the safety of household products, and Improving livestock, both men and women give less than 10% 'Always justified' support.

As one might expect from the above findings, those who are significantly more likely to over-report reality include groups who are more anti-animal experimentation, such as those who do not trust the regulatory system. Half of them say 'over 50%' of medical research involves animal experimentation, compared with 39% for those who have a great deal or fair amount of trust in the system of regulation.

Turning to species, in reality, 84% of animal experimentation is carried out on mice, rats and other rodents. In the focus groups, the most common species named include rats and mice, but probably on a par with pigs, monkeys, chimpanzees, beagles and rabbits.

In the quantitative survey, almost everyone gave a response (99%) and most people give rats and mice as their first mention (55%) which comes well ahead of the next highest first mentions: monkeys at 16%, rabbits at 10% and cats at 7%. However, this does mean that 45% did not mention rats and mice first.

There is little variation between those that are interested/not interested in the issue, 'Actives' and those who have a science interest. However, women and ABC1s tend to be slightly more aware that rats and mice are the most common species used for animal experimentation and that monkeys are less often used.

Turning to the proportion who said rats and mice at all, this climbs to 93%, leaving just 7% of the public who do not know that rats and mice are used in animal experimentation. However, high proportions incorrectly say that certain other species are the 'most commonly used ones', namely: monkeys 79%¹⁷, rabbits (64%)¹⁷ dogs (35%)¹⁷ guinea pigs (32%) and cats (31%)¹⁷.

Three in five would like more information than they have received to date about the types of species used in animal experiments.

Q7 Which three or four of the following species, if any, do you think are most commonly used in animal experimentation?

	1 st Mention %	Total All Mentions %
<i>Base: All (1,014)</i>		
Rats and Mice	55	93
Monkeys	16	79
Rabbits	10	64
Cats	7	31
Dogs	5	35
Guinea Pigs	4	32
Pigs	1	16
Fish	*	2
Chickens	*	7
Sheep	*	8
Horses	*	1
Don't know	1	1

Source: MORI

¹⁷ No doubt because people can vividly recall the pictures used, particularly by the tabloid press and T.V. – according to participants in the focus groups

Regulation

Over nine in ten do not know a lot about the regulations governing animal experimentation and half feel they know nothing at all. 'Actives' and 'Super Actives' are more likely to say 'Not very much', rather than 'Nothing at all' but as we saw earlier, both these groups actually display less knowledge about the proportion of medical research involving animal experimentation.

The suffering the animal might endure is most often mentioned spontaneously (33%) as a factor to be taken into consideration when deciding whether such experiments are right or wrong. (Please see the table on the next page). One in five give this as their first mention and it comes well ahead of anything else (the next highest first mention being 'The importance of research to human health', at 11%, and 'Do research if it is for a life-saving cure/treatment'). The second and third highest 'All mentions' categories are 20% for importance to human health and also for research if it is life-saving work, followed by 16% who say 'Only if no alternatives', often mentioned in the focus groups.

I think the one thing is they need to look into alternatives of not using animals, but the other thing is the animals are being used at the minute, the government or whoever, if there was somewhere regulating it, needs to look at how they're being looked after and how they're being treated and are these animals being anaesthetised before they're having limbs chopped off or things injected or pancreas removed?

Woman, 25-44, C2DE, Leeds

Animal suffering is also most frequently cited on the subsequent prompted question as a factor that should be taken into account in the current regulatory system regarding animals in experiments for medical research purposes (56%). However, perhaps because it was a prompted question, many other factors are cited too. (Please see the table on page 41).

Q10 Thinking now about the use of animals in experiments for medical research purposes, what factors, if any, would you take into account if you were deciding whether such experiments were right or wrong?
(UNPROMPTED QUESTION)

	Combined mentions
Base: All (1,014)	(%)
The suffering/pain the animal might endure/if no unnecessary suffering	33
The importance of research to human health	20
Do research if it is for a life-saving cure/treatment	20
Only if no alternative	16
If it is for long-term or chronic illnesses eg diabetes, arthritis or Parkinson's disease	9
The animal welfare within the laboratories	9
Whether it was for the general good	9
Whether it is absolutely necessary to have the knowledge that the experiment will provide	9
Aim of development/Why are they doing it	8
Not allow research for cosmetics, such as lipstick and mascara	7

Source: MORI

As mentioned, the emphasis of discussion in the groups and the quantitative survey, is on animal welfare during experimentation but also on the laboratory living conditions for the animals. One in ten think more inspections are needed and around one in six would like to see random spot checks of all regulated activities.

One of the objectives of this research was to determine whether the public perceives animal experimentation as being ethical. This is a difficult question to answer. The majority of people in the groups regard it as a 'necessary evil', 'conundrum' or 'dilemma', and we know that two-thirds can accept it so long as there is no unnecessary suffering to animals. Our assessment would therefore be that the public does not allow themselves to think of animal experimentation along the lines of it being ethical or unethical. Rather, they think about whether it **has** to happen (because there is no alternative) or whether an alternative could be found (something of great importance to them).

As mentioned earlier, the vast majority agree that they 'wouldn't be surprised if some animal experiments go on behind closed doors without an official licence'. In the groups, there was fairly frequent mention that the current regulatory system may be corrupt, with mention of 'backhanders' to Government to turn a blind eye. However, this did not seem to be based on any actual knowledge or experience; by their own admission (from the focus groups and the quantitative survey), people know very little about the regulatory system.

Only four in ten say Britain probably has tough rules and regulations on animal experimentation, but a further three in ten are neutral or express no opinion. As one might expect, those who trust the regulatory system are far more likely to say the rules are tough than those who do not (67% versus 31%). Communicating with the public about the current system may increase their likelihood of saying the rules are tough, but some people may still feel that they are not tough enough or that experimentation should not take place at all. 'Actives', for example, are significantly less likely to say that Britain has tough rules – and they are a group whose views would be less likely to change even if they were given information about the regulatory system in place.

Fewer than three in ten say that they expect that the rules in Britain are well enforced and here over four in ten actively disagree with the statement, suggesting some real concern about enforcement. This was also expressed in the focus groups; some participants talked of the need for spot checks on laboratories. One said that when the inspectors come, they would probably be ushered to the lab that was behaving itself, and away from the one that was breaching the rules. This concern about enforcement was also voiced in the qualitative workshops on regulation of biotechnology in MORI's work for OST, and is linked to who people trust (discussed later) as well as their concern about companies' profit motive.

In the groups for MRC, a permanent inspector is put forward as a solution to the problem of breaching the rules. One person who knew more than most about scientific experiments said they felt inspections **were** conducted to a very high standard, but Hillgrove Farm was cited by others as evidence of lax inspections.

This quote from one woman suggests greater faith in Government than corporations, though people generally expressed little faith in either:

I'd like to see someone who worked in the laboratory whose sole responsibility was for the welfare of the animals, who wasn't answerable to the company but answerable to the Government

Woman, 45+, ABC1, Leeds

Two-thirds say they have a lack of trust in the regulatory system, and they are much more likely to be 'Actives' (78%). The vast majority (83%) feel that there may be unnecessary duplication of experiments (mentioned earlier in this report). Even among groups who are largely supportive of animal experimentation (eg men and ABs), most say that they feel that needless duplication is taking place.

Q23 Using this card, how strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?

	Agree	Disagree
<i>Base: All (1,014)</i>	<i>(%)</i>	<i>(%)</i>
I wouldn't be surprised if some animals experiments go on behind closed door without an official licence	89	4
I don't know a lot about regulation regarding animal experimentation	86	5
I feel that unnecessary duplication of animal experiments may go on	83	5
I have a lack of trust in the regulatory system about animal experimentation	65	11
Britain probably has tough rules governing animal experimentation	42	28
I expect that the rules in Britain on animal experimentation are well enforced	29	41

Source: MORI

As well as a concern for animal welfare, the benefit of the research to human health is a major consideration in the qualitative research and over two in five suggest it as an important factor that should be taken into account in regulation. (Please see table on Page 41).

One in ten (at Q11) do not put forward any factors which should be taken into account in the current regulatory system regarding animal experiments for medical research purposes, on the grounds that they feel such experiments are wrong¹⁸. As one might expect, this proportion increases among the group who say that they disagree with animal experimentation (at Q24, on Page 28), but only to 22%, and with fewer than half a per cent of this group replying 'Don't know' at this question. This means that the majority of this group did cite factors which should be taken into account in the current regulatory system. For example, 32% of this group said 'Do research if it is for a life-saving cure'.

A quarter of each of the following groups at Q11 do not put forward any factors, on the grounds that they feel such experiments are wrong: 'Super Actives' (23%), those very interested in animal experimentation (25%) and those who do not think that medical research is ever justified (27%). One in five of those aged between 45 and 54 hold this view.

¹⁸ At Q11Z

However, 55% **disagree** that the Government should ban all experiments on animals for any form of research¹⁹, a quarter disagreeing strongly, and disagreement increases considerably to 77% among the group who say experiments for medical research purposes are 'always justified'. Though lower than average, even 47% of 'Actives' and 43% of 'Super Actives' **disagree** with this statement, and 65% of conditional acceptors disagree (ie a significantly higher proportion than average).

Although there is some confusion in the groups over who governs regulation, the general consensus of opinion is that 'Government' are the regulators.

One participant said that different Ministries had different sets of regulations and others agreed that this should be the case if it was not already. One or two people did mention 'licences' but gave no more detail.

It is suggested that an 'independent regulatory body' should govern regulation but some people say that no-one is independent, a point also mentioned by workshop participants in MORI's work for OST.

A cross-party type ombudsman or inspectorate made up of partly research company representatives, people from the industry...partly from Government, partly from the animal welfare groups or any other funded relevant groups

Man, 20-35, ABC1, Northwood, Middlesex

It is felt that anyone involved in animal experimentation would be biased towards lax regulations but the difficulties are recognised in finding a completely neutral person in the field of science with an awareness of the issues. Again, a communications campaign should convey precisely who is involved in the regulatory system and the safeguards undertaken to ensure that standards set are adhered to.

The idea of self-policing was rejected, as a voluntary code is not thought to work.

There was also a view, mentioned by some in the focus groups, that over-regulation on animal experimentation could be a problem as it could stifle medical developments and result in additional costs to the consumer.

One participant mentioned that human drugs used to be used on animals but that there are now new regulations that state that all the drugs need to be re-licensed so that they are specific for animals. This involves excessive animal experimentation and the drugs (she felt) are now sold at much higher prices. She suspects it was a money-making exercise.

¹⁹ At Q24K

According to some participants in the groups, stringent regulation in the UK could also simply result in experimentation being conducted abroad eg in Europe or America, where there are thought to be more relaxed regulations.

Q11 Which, if any, of the following factors do you think should be taken into account in the current regulatory system regarding animals in experiments for medical purposes?										
		Animal experimentation justified for medical research			Animal experimentation			Trust in the rules and regulations		
		Total	Always ²⁰	Some-times ²¹	Never ²²	Con-dit-ional Acc-eptors	Un-con-dit-ional Acc-eptors	Dis-agree with it	A great deal / a fair amount	Not very much / none at all
Base:		(1,014)	(380)	(550)	(320)	(845)	(318)	(444)	(240)	(579)
Top Ten Answers		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
D	The suffering/pain the animal might endure/if no unnecessary suffering	56	61	62	43	61	54	46	59	57
Y	Do research if it is for a life-saving cure/treatment	51	72	57	24	59	62	32	68	44
W	Not allow research for cosmetics, such as lipstick and mascara	47	46	54	41	51	41	42	48	48
L	Whether the experiment is stopped as soon as the animal feels pain	45	46	54	34	50	42	40	42	48
P	Whether it was well supervised to ensure high standards of animal welfare	44	52	50	29	49	45	31	56	39
B	Only if no alternative	43	44	53	31	49	40	32	50	42
E	The animal welfare within the laboratories	43	49	50	32	48	41	32	48	41
G	The importance of research to human health	43	62	47	17	50	53	23	60	33
X	If it is for long-term or chronic illnesses eg diabetes, arthritis or Parkinson's disease	43	63	48	15	50	54	24	61	35
F	Whether spot-checks on laboratories were carried out	40	47	45	27	45	40	27	44	38
Source: MOR										

Source: MORI

²⁰ Answered at least two 'Always Justified' from Q2 E, F, H, I, J²¹ Answered at least two 'Sometimes Justified' from Q2 E, F, H, I, J²² Answered at least two 'Never Justified' from Q2 E, F, H, I, J

Trust

Far fewer people say they trust the current rules and regulations governing animal experimentation than do not (24% Great deal/Fair amount, 57% Not very much/None at all). Yet by their own admission, few people say they know anything about the rules and regulations – and that was evident from the focus groups. This is much more likely then to reflect a more deep-seated feeling of lack of trust in policy-making institutions. This is discussed in more detail below.

‘Actives’ are significantly less likely to place their trust in the rules and regulations, but conditional acceptors are a little more likely to do so.

Conditional acceptors, to remind the reader, are those who agree with one or more of the following: they can accept animal experimentation so long as it is for medical purposes, so long as there is no unnecessary suffering to animals, so long as it is only conducted for life-threatening diseases or/and so long as there is no alternative. Because they place one or more of these conditions on their acceptance of animal experimentation, it is perhaps surprising that they are more likely than average to trust the regulatory system. Even so, conditional acceptors who do not trust the regulatory system far outweigh those who do: 28% trust it, but 51% do not. Given that conditional acceptors represent such a large proportion of the public (84%), their feeling of unease with the regulatory system is particularly important. We saw earlier that the public has concerns about enforcement of regulation which could explain some of this unease. The reasons for the responses given at this question are discussed further below.

Those who gave a correct or near correct response about the proportion of medical research which involves animal experimentation are significantly more likely to place their trust in the regulatory system but again, more of them do not trust the regulatory system, than do (39% Great deal/Fair amount of trust, 49% Not very much/None at all). The relative proportions for those who say the current rules are tough are similar, at 38% and 42%. As mentioned earlier, informing people about the current system may increase trust in some cases, but other groups may remain sceptical.

When those saying they have ‘Not very much’ or ‘No trust at all’ for the regulatory system are asked why, almost three in ten say because they do not have enough information, and one in six because they do not know enough. So, informing people could reassure some members of the public but it is interesting that when so many people know so little, they opt for a negative rating on trust, rather than a neutral one or a no opinion. Trust in Governments to provide honest and balanced information about the regulatory system receives a poor ‘Net trust’ rating of – 43 (6% Trust Governments, but 49% do not) which helps explain why the trust figure for regulation of animal experiments is poor.

At the follow-up question (Q13) on reasons why people did not trust the current regulatory system, one in four of this group (the second highest mention) said 'Because I do not trust those who regulate' and around one in ten say: 'Because it's cruel' or/and 'Because they are only interested in profits' or/and 'The system is corrupt, or/and 'More inspections are needed' or/and 'Because we don't see the results of regulation' or/and 'Because the regulation does not seem to have an impact on what we are doing'.

Q16	Which, if any, of the following types of people or institutions would you trust to provide you with honest and balanced information about animal experimentation?		
Q17	And which, if any, of the following types of people or institutions would you not trust to provide you with honest and balanced information about animal experimentation?		
	Q16 Trust	Q17 Not Trust	Net Trust
<i>Base: All (1,014)</i>	<i>(%)</i>	<i>(%)</i>	<i>(±%)</i>
Animal welfare/ environmental/ anti-vivisection groups (COMBINED)	61	36	+25
Vets	56	6	+50
Animal welfare groups	54	18	+36
Advisory body	33	27	+6
The Medical Research Council	32	18	+14
Charities researching diseases eg Heart disease, Cancer	27	12	+15
An advisory body to Government, composed of people representing different viewpoints	25	15	+10
Environmental groups	25	16	+9
Doctors/pharmacists/chemists	21	30	-9
Teachers/universities	20	21	-2 ²³
An advisory body to Government, composed of experts	20	24	-4
Scientists	20	36	-16
Anti-vivisection campaign groups	19	28	-9
GPs/Family doctors	18	13	+5
Universities	16	17	-1
Religious organisations	10	23	-14 ²³
Teachers	8	14	-6
The General Public	8	22	-13 ²³
Consumer groups	8	22	-14
Celebrities/well-known personalities	8	28	-21 ²³
The Media	8	44	-37 ²³
Pharmacists/Chemists	7	26	-20 ²³
Patients	6	12	-7 ²³
Governments	6	49	-43
Industry/manufacturers/ pharmaceutical companies combined	5	66	-62 ²³
Pharmaceutical companies	4	54	-50
Industry/manufacturers	1	49	-47 ²³
None of these	6	1	+4 ²³

Source: MORI

²³ The 'Net Trust' figures have been calculated from the numbers of respondents, not percentages. Hence the figure differs by one point from a straight subtraction

The net trust figure for Governments in MORI's work for OST was less unfavourable on a similar question (Which, if any, of the following types of people or institutions would you trust to provide you with honest and balanced information about biological developments and their regulation?). 'Trust' stood at 19%, 'Not trust' at 39% and so Net trust was -20.

There are many possible reasons for the low net trust rating on this survey:

- the list size (though this was similar, at 20 for OST and 22 for MRC);
- the categories on the list - OST's list included: farmers, retailers and sociologists – none of which received good ratings; MRC's list included celebrities, charities researching heart disease, cancer etc; anti-vivisection groups and The Medical Research Council (Both the Medical Research Council and charities receive positive net trust ratings, which could have acted to pull down the rating for Government somewhat; the MRC's rating is very likely to have been boosted by its name – we suspect that few people would know what it actually does, beyond guessing from its name);
- the actual topic – animal welfare groups and vets appeared on both lists and receive a very high net trust rating on the MRC's survey (+50 for vets and +36 for animal welfare groups), no doubt because of their relevance to the topic and people's concerns about animal welfare; for the OST study, net trust for vets was +12 and for animal welfare groups was -19.
- the position of this question in the questionnaire and what had preceded it (Q24/25 for OST; Q16/17 for MRC. However, there is no real evidence to suggest that the MRC's questionnaire had more statements about Government prior to these questions being asked)
- respondents' knowledge about the topic and (therefore) the degree to which feelings could run high about it. Certainly people seem to know more about animal experimentation than they do about any aspect of biotechnology and this could have therefore made them even more critical of regulatory authorities.
- the media coverage prior to the survey. However, if anything, this would have been far more likely to have made respondents critical of Government in the MORI survey for OST than in this study for the MRC. Fieldwork for the OST's quantitative project followed the intense media coverage on GM food, which began in February this year and continued daily until after fieldwork ended on 4 April.

- the fieldwork period (March/April for OST, September for MRC). There is no evidence at all, however, from other MORI research that satisfaction with the Government (generally) has fallen between March and September. The proportion satisfied/dissatisfied with 'the way the Government is running the country' was 47%/41% in March, and 47%/40% in September.²⁴

We feel the most likely explanation is that groups that are either perceived to be more relevant to provide information on animal experimentation (eg animal welfare groups, and medical charities, and less so environmental groups) or/and who sound relevant (The Medical Research Council) are effectively pulling down rating for 'Governments'. Also, it is possible that Governments may not seem to be as relevant to provide information about animal experimentation, as biotechnology.

There is more trust in an advisory body reporting to Government, than Governments directly. One in five trust an advisory body to Government composed of experts and this rises to a quarter if the body is composed of people representing different viewpoints. The 'net trust' figures are – 4 and +10 respectively.

Groups which receive poor or fairly poor net trust ratings (to provide honest and balanced information) are: pharmaceutical companies (-50), industry/manufacturers (-47), Governments (mentioned above, -43), the media (-37), celebrities/well-known personalities (-21), pharmacists/chemists (-20), scientists (-16), consumer groups (-14), religious organisations (-14) and the general public (-13).

Feelings towards industry and pharmaceutical companies specifically, have been discussed in earlier sections of this report. Concern about them stems from a feeling of unnecessary duplication of animal experiments, as well as the profit motive, cited in the focus groups as being behind everything.

Retailers too (not measured specifically in the quantitative phase) were generally seen in the focus groups as being untrustworthy. Products sold in shops eg Body Shop, say they are 'Not tested on animals' but, according to one man in Morley 'the components would have been tested at some point'. This led to a debate about whether manufacturers' claims are correct and whether any 'animal testing of the products or components' should be written on the label. Although some would like any experiments conducted on animals to be listed next to the ingredients of a product, others find the idea very unsavoury or unworkable (ie no space on the label) and do not see how it would help anyway.

The poor overall rating for well-known personalities could partly be explained by the fact that they do not appeal to everyone. This point was made by focus group participants.

²⁴ MORI/The Times

Another reason for the low rating is that well-known celebrities do not appeal to everyone. ABs and men give them poor ratings (-29 and -24 respectively). There is little difference by age (the young do not rate personalities any more favourably, for example) though older people aged 65+ do have a net trust rating of -7. However, they are less inclined to express an opinion at either of the trust questions.

The negative ratings for industry and the media in this study for the MRC are almost identical to those found for the OST on 'biological developments and their regulation'. However, the ratings on trusting scientists and pharmacists/chemists, like Governments, are more negative in this work for the MRC.

We saw earlier that a majority of the public say: *they would not be surprised if some animal experiments go on behind closed doors without an official licence* (89%), echoing sentiments from the focus groups. Also, over half do not trust the scientists to prevent unnecessary suffering to the animals being experimented on.

In the trust question we see that just 20% trust scientists and 36% do not, compared with 34% and 20% for the OST study. Even among the group who say that animal experimentation for medical research purposes is always justified (around 4 in 10 of the public), a quarter say they do not trust the scientists to provide them with honest and balanced information about animal experimentation.

There is clearly a call here for information to be imparted about the rules which apply to scientists, but also something more fundamental needs to be addressed, which is the issue of increasing trust in scientists generally. Conflicting reports surrounding BSE, global warming etc have not helped the public's rating of scientists. MORI has been tracking perceptions of various types of scientists for many years (those working for environmental groups, for industry and for Government). While trust in environmental groups' scientists has always been high, and far higher than that for industry or Government, MORI observed falls in the rating of environmental groups' scientists both between 1995 and 1996²⁵, and between 1997 and 1998²⁶.

²⁵ Michele Corrado *Green Behaviour – Sustainable Trends, Sustainable Lives?*, in *Habitat* London: Environment Council, February 1997

²⁶ MORI/Business & the Environment, 1998

In the same period (1995-1998), rating of Government scientists has climbed from a fairly low base, while that for industry has fallen from a fairly low base. The most recent published MORI figures (1998) for having a Great deal/Fair amount of confidence in what each of the following scientists have to say on environmental issues are: scientists working for environmental groups, 75%; scientists working for the Government, 47%; and scientists working in industry, 43%.

So, what might give people trust in a system of controls and regulations about animal experimentation? As this was asked as a spontaneous question (with pre-coded categories for the interviewers' benefit), the proportion giving any particular answer does not exceed 24%. However, by combining certain similar responses, this increases to 33%. As many as 85% of the public give a response at this question – an indication of their ability to suggest something concrete.

So, one in three say 'Honesty/Openness (24%)' or/and 'Having a system which is open for anyone to have access to information, including the results of decisions and the reasons behind the decisions (13%)'; some people gave responses which fitted into both categories, which is why the total is lower than 37%. These responses are almost identical to those found in the MORI/OST work which asked: What things, if any, do you feel would personally give you trust in a system of controls and regulations about biological developments? (23% Honesty/openness; 11% Having an open system).

In this study for the MRC, 21% say 'Having information about it' (similar to the 27% in the OST study), 17% say 'Having an animal welfare organisation involved in regulation (the RSPCA easily gets the most votes, at 12%); and 15% say 'Having random spot checks of all regulated activities (just 3% said this in the OST study, but 61% after being shown a card).

Information

We know from the groups that people do not feel well informed about animal experimentation, want a balanced picture and (from both phases of the research) feel the media is more likely to oppose than support animal experimentation.

In the quantitative survey, 65% say they: *would like to know more about animal experimentation before forming an opinion*. The figure for those who disagree with animal experimentation is very similar to the average, at 62%, providing encouraging news for the MRC that most of those who are currently opposed to experimentation (ie they have expressed that opinion already) would like to know more 'before' forming an opinion. Also, conditional acceptors are even more inclined than average to express this view – though they, of course, could become more negative after being provided with information.

Those who ask to see honesty and openness in a regulatory system are also more inclined to say they would like more information before forming an opinion (72%). Those who feel the current rules and regulations are tough, or not tough, have very similar views (63%, versus 67%, who agree that they would like more information before forming an opinion).

Asked what type of information should be given to the public about animal experimentation, 95% of the public give an answer. Around one in three reply 'Everything' at this spontaneous question – a fairly similar proportion (given that there was no prompting) to the 44% who said this about biological developments and their regulation in the MORI/OST study. The words 'and their regulation' were not used in the question for the MRC, which may partly explain the difference.

Around one in five spontaneously say that they want to know about: 'The purpose of the experiment'; one in ten say 'What they're planning to research' (but we know that interest in the purpose is much higher, from the prompted question Q2 which asks about situations in which experimentation is always, sometimes or never justified). One in ten say they want to know 'Whether animals are suffering' - a recurring theme throughout the research. Around one in six says; 'Anything that anyone asks for', or 'No secrets/Honesty'; and around one in ten say 'The tests and the results, or 'The benefits to individuals', or 'The types of animals used' or 'The numbers of animals used', or 'Animal welfare procedures' or/and 'Proof that experiments are really needed'.

Over four in five would like more information about what alternatives exist and this is also a key area of interest in the group discussions. This is an area, it is felt, at which the media are very poor on reporting. Only 4% think the media has covered this most, when shown a list of seven aspects of animal experimentation, but around half feel it is a topic that the media should cover most.

Q18 Which one or two of these aspects of animal experimentation would you say the media has most covered?

Q19 And which one or two aspects of animal experimentation do you think the media should cover most?

	Most	Should	Net
<i>Base: All (1,014)</i>	<i>(%)</i>	<i>(%)</i>	<i>(±%)</i>
Alternatives to animal experimentation	4	48	-44
The suffering that the animals go through during animal experiments or ill treatment of animals kept for research	55	35	+20
Breakthroughs in medical research due to animal experimentation	25	32	-7
Regulations governing animal experimentation	3	31	-28
The living conditions of the animals used in animal experimentation	51	23	+28
The different types of research that use animals in experiments	11	21	-10
The species used	13	8	+5
None of these	5	1	+4
Don't know	6	3	+3

Source: MORI

Q22 Would you like more, less, or about the same amount of information than you have received to date about . . .

	More	Less	About the same	Don't know
<i>Base: All (1,014)</i>	(%)	(%)	(%)	(%)
...Alternatives to animal experimentation	85	3	13	3
...Breakthroughs in medical research due to animal experimentation	73	7	17	3
...Regulations governing animal experimentation	73	6	19	3
...The living conditions of the animals used in animal experimentation	69	7	22	3
...The suffering that the animals may go through during animal experiments or any ill treatment of animals kept for research	68	9	20	4
...The species used	60	7	29	4

Source: MORI

Information about medical breakthroughs due to animal experimentation is also requested by a majority (73%), and on balance more feel the media should cover this most, than think they currently do (32% versus 25%).

Animal welfare is a concern. Nearly seven in ten would like more information about the suffering the animals may go through and their living conditions. A majority in the groups want to know more about what goes on in laboratories. As was found in the MORI/New Scientist research, the types of species used is slightly less of a concern than the issue of pain. Despite their concern about animal suffering and living conditions, less media emphasis on these areas is called for.

Relatively few say that the species used is an area which the media has most covered, or which they should cover, although 6 in 10 would like more information about species.

However, some people in the groups would not like any information and would prefer to remain unaware of any cruelty or suffering that goes on.

Although over half would trust the information given out on animal experimentation by animal welfare groups, one in five are more sceptical about it. In the groups, material from animal rights (as opposed to animal welfare) groups is not generally seen as being objective and this is backed up by findings from the quantitative study (Net trust is -9).

*They [animal rights organisations] will pick the worst.
What's to say that they haven't pinned the animal down
themselves and taken a photograph to get people to support
them?*

Man, 25-44, C2DE, Leeds

IFAW is cited (by one person) in relation to mail shots opposing animal experimentation. They were viewed by this respondent in the more negative light in which most people regarded animal right groups, despite the fact that IFAW is an animal welfare organisation. The respondent feels that she is bombarded with their literature and finds it a nuisance. The Humane Research Trust is mentioned as being an organisation that does not experiment on animals and receives one (female) respondent's donations, for this reason.

Looking at net figures, alternatives, breakthroughs and regulations surpass pain and animal welfare as areas to cover. The highest proportions say the media has covered pain and animal welfare most (over half), but fewer say they should be covered the most (35% and 23% respectively).

As mentioned earlier in this report, educating children about animal experimentation at home and in school was a popular idea in the group discussions - and we know that those with children in the household are more likely to have discussed it.

Media

We know that over half the public has discussed animal experimentation at some time in their lives and most of them say it was the media that prompted them to discuss it. In the focus groups, people readily mention TV and the press as having heightened their awareness of the issues and when the newspaper cuttings were passed around, there was almost a sigh of recognition about the sensationalist style that is used to convey the messages, along with concern about animal welfare.

The media is therefore a key influencer – and more of the public says the media oppose animal experimentation (34%) than support it (15%).

As mentioned earlier in this report, the three main channels that are identified as having prompted discussion about animal experimentation are the news (28%), TV documentaries (26%) and articles in newspaper (15%). Magazines (5%) and the radio (1%) also play a part but a less significant one than TV or the press. It was also observed in the groups that it is the media (through) advertising which encourages people to buy household cleaning products, etc, (that have been tested on animals). While these two points were not brought together directly to infer double standards on the part of the media, there was consensus that the media will do anything to sell stories.

In the groups, similar sources to the quantitative survey are identified as providing information about animal experimentation. These include local and national newspapers, both tabloid and broadsheet, adverts in newspapers eg from the RSPCA, TV documentaries, TV news and radio programmes.

Animal welfare displays, demonstrations and leaflets also contribute. Their messages were seen at car boot sales, jumble sales, around the town, by groups such as anti-vivisectionists and the Cats Protection League, and via leaflets through the post from organisations such as IFAW. One in twenty, in the quantitative survey, were prompted to talk about the issue after being stopped in the street by an animal welfare person or visiting an animal welfare stall.

As mentioned, more people say the media oppose animal experimentation than support it. However, a third consider that the media has a fairly balanced view and that it neither supports nor opposes animal experimentation when reporting the topic. Only 3% feel that the media is strongly pro-animal experimentation and 6% think they are strongly against the issue. However, the media is not trusted to provide honest and balanced information about animal experimentation. As mentioned earlier, 'net trust' is -37.

In the groups, distrust often comes from the knowledge that more shocking stories gain viewers, listeners and readers. Of those who expressed a view on whether the media support or oppose animal experimentation, around three in ten feel it is to get a good story and a quarter say it is in order to sell papers.

As mentioned before, current media stories are seen to focus most on animal suffering and living conditions, followed some way behind by medical breakthroughs. The preferred order for media coverage would be about: Alternatives to animal experimentation (48% should, 4% most), followed by animal suffering (35% should, 55% most), medical breakthroughs (32% should, 25% most) and regulations (31% should, 3% most) – but for animal suffering this would represent a **reduced** degree of coverage than is currently the case.

Seven in ten would like to know more about the regulations governing animal experimentation and only 3% feel the media has covered this aspect of animal experimentation most. Three in ten think the media should inform us more about the regulations.

The Internet is mentioned by three of the groups as a good source of information and useful communications tool. Although in the quantitative study, fewer than 1% have been prompted to talk about the issue after reading something about it on the Internet, a predicted 45% of UK households will be 'online' by 2005, and it could be a major source of information in the future.

Definition of 'Actives', 'Super Actives' And Those With an Interest in Science	
<i>Base: All (1,014)</i>	<i>(%)</i>
S Walked in the countryside/along the coast	74
J Gone for a drive in the countryside/along the coast	71
K Owned a pet	66
E Been to a farm	47
G Been to a zoo/safari park/animal park	41
I Bought 'cruelty-free' cosmetics, not tested on animals	36
A Avoided genetically-modified foods	31
P Signed a petition on any animal welfare issue	28
O Read a science magazine	24
H Been fishing	13
Q Studied a scientific subject	13
D Been horse-riding	11
B Been a vegetarian/vegan	9
T Worn a fur coat	2
C Been a member of an organisation involved in animal welfare	8
F Been to a laboratory where experiments are conducted on animals	1
L Taken part in a protest or demonstration against a blood sport - eg fox hunting, hare coursing, beagling	2
M Taken part in a protest or demonstration against experiments on animals	1
N Taken part in a protest or demonstration against the shipment of live farm animals	1
R Taken part in any blood sport - eg fox hunting, hare coursing, beagling	1
U Written a letter to an MP or editor of a newspaper/magazine protesting against animal experiments	2
V Written a letter to an MP or editor of a newspaper/magazine protesting against any blood sport - eg fox hunting, hare coursing, beagling	4
W Written a letter to an MP or editor of a newspaper/magazine protesting against the shipment of live farm animals	3
X You or a close family member have taken a drug prescribed by a doctor for a serious illness	39
Y You or a close family member have taken a drug prescribed by a doctor for a serious illness that you knew had been tested on animals	7
Other	1
None of these	2
Don't know	*
'Actives' – At least one from C, L, M, N, P, U, V or W	33
'Super Actives' – At least one from C, L M, N, U, V or W	14
Interest in Science – O or Q	28

Source: MORI

‘Actives’ represent 33% of the adult population and include people who have signed a petition (P). ‘Super Actives’ represent 14% of the public and do not include those who have signed a petition (unless they have carried out one of the other criteria). ‘Super Actives’ have therefore been more committed in their support for animal welfare, or opposition to animal experimentation.

Profile of 'Actives', 'Super Actives' and Conditional Acceptors				
	All Adults GB 15+	'Actives'	'Super Actives'	Conditional Acceptors
<i>Base:</i>	<i>(1,014)</i>	<i>(335)</i> <i>(33%=100%)</i>	<i>(136)</i> <i>(14%=100%)</i>	<i>(845)</i> <i>(84%=100%)</i>
Total	100	100	100	100
Gender				
Men	49	36	34	51
Women	51	64	66	49
Age				
15-24	14	19	15	15
25-34	22	27	23	21
35-44	17	13	11	18
45-54	14	15	15	13
55-64	14	12	15	15
65+	18	14	20	19
Class				
AB	18	18	20	20
C1	24	27	27	25
C2	28	28	28	28
DE	29	27	24	27
Working Status				
Full-time	44	46	42	46
Part-time	10	13	9	10
Not working	46	41	49	44
Children in H/H Under 15				
Yes	37	38	29	36
Urbanity				
Rural	8	8	10	8
Mixed				
Urban/Rural	21	19	19	22
Urban	70	72	69	69
Pets in H/H				
Any	58	69	67	54
Region				
North	35	26	25	36
Midlands	25	28	25	25
South	40	46	50	39
Knowledge Q8/ Q9				
Correct/Near Correct (1%-30%)	16	14	18	17
Incorrect (Over 50%)	43	51	50	17
Rats & Mice 1st Mention (Correct)	55	57	56	57
Rats & Mice Any Mention (Correct)	93	94	93	94

	All Adults GB 15+	'Actives'	'Super Actives'	Conditional Acceptors
<i>Base:</i>	<i>(1,014)</i>	<i>(335)</i> <i>(33%=100%)</i>	<i>(136)</i> <i>(14%=100%)</i>	<i>(845)</i> <i>(84%=100%)</i>
Total	100	100	100	100
Trust Regulations				
Q12				
Great deal/ Fair amount	24	17	20	28
Not very much/ Not at all	57	70	70	51
Always Justified Q2				
A Animal diseases	31	26	29	33
B Cells	13	7	6	15
C Workplace chemicals	8	6	7	10
D Cosmetics	4	2	2	4
E Life-threatening, eg AIDS	33	22	22	39
F Preventing, eg vaccines	29	19	16	34
G Livestock welfare	24	19	17	27
H Life-threatening eg cancer	42	30	27	50
I Improving medicine/ surgery	23	14	13	27
J Testing potential new medicines	21	13	13	25
K Household products	4	2	3	5
L Quality of life/ HRT	11	5	7	12
M Sheep woollier, etc	4	1	2	4
Vegetarian/ Vegan	9	15	20	6
Trust in Animal Welfare				
Groups (at least one) Q14	17	18	18	17
Info Q15				
Everything	35	38	31	33
Purpose of Experiments	19	21	23	21
If animals used/ suffering	18	19	20	17
Anything asked for	15	16	13	15
No secrets/ Honesty	15	19	18	14
Tests and Results	13	14	16	13

	All Adults GB 15+	'Actives'	'Super Actives'	Conditional Acceptors
<i>Base:</i>	<i>(1,014)</i>	<i>(335)</i> <i>(33%=100%)</i>	<i>(136)</i> <i>(14%=100%)</i>	<i>(845)</i> <i>(84%=100%)</i>
Total	100	100	100	100
Judgement Criteria Q10				
Suffering	33	38	35	35
Importance to human health	20	18	17	23
If life-saving	20	20	18	23
<i>Source: MORI</i>				

Definition of Social Grades

This appendix contains a brief list of social class definitions as used by the Institute of Practitioners in Advertising. These groups are standard on all surveys carried out by Market & Opinion Research International Limited.

Social Grades			
	Social Class	Occupation of Chief Income Earner	Percentage of Population
A	Upper Middle Class	Higher managerial, administrative or professional	2.9
B	Middle Class	Intermediate managerial, administrative or professional	18.9
C1	Lower Middle Class	Supervisor or clerical and junior managerial, administrative or professional	27.0
C2	Skilled Working Class	Skilled manual worker	22.6
D	Working Class	Semi and unskilled manual workers	16.9
E	Those at the lowest levels of subsistence	State pensioners, etc, with no other earnings	11.7
Source: MORI			

Appendices

Recruitment Questionnaire for Groups

Topic Guide

Quantitative Questionnaire

Definition of 'Actives', 'Super Actives' and Those with an Interest in Science

Profile of 'Actives', 'Super Actives' and Conditional Acceptors

Social Class Definitions