

The Use of Animals in Medical Research

**Research Study Conducted for
The Coalition for Medical Progress**



March – May 2002

Contents

Introduction	2
Background & Objectives	2
Methodology	4
Interpretation of Data	4
Publication of the Results	4
Key Findings and Implications	5
Summary of Findings	7
Associations	7
Information	8
Public Understanding of the Use of Animals in Medical Science	9
Saliency of the Use of Animals in Medical Science	9
Acceptability of Using Different Species of Animal	12
Alternatives	17
Advantages and Disadvantages of Using Animals Over Other Methods	18
Justifying the Use of Animals	19
The Rules and Regulations Governing Animal Experimentation	25
Who Would People Trust for Information?	29
Animal Rights Organisations	33
Reassurances	34
Appendices	
Topline Results	
Methodology	

Introduction

This report presents the findings of both qualitative and quantitative research conducted by MORI Social Research Institute¹ on behalf of the Coalition for Medical Progress (CMP) with the support of Government.

Background & Objectives

In 1999, MORI conducted a research project on behalf of the Medical Research Council, looking at public attitudes to the use of animals in medicine and science. Since then, a number of events have taken place which may have impacted on public perception about animal experimentation. For this reason, and to provide information for any forthcoming communications activity, MORI was commissioned to re-examine public attitudes and behaviour on this issue. The actual events which have taken place in the three year period since the 1999 survey include: increased pressure on Huntingdon Life Sciences and its backers, which received considerable media attention; plus publicity surrounding the publishing of the complete human genome sequence (in June 2000) placed medical research at the centre of the public eye and has arguably offered both opportunities and possibly threats through genetic information being potentially available. More recently, Tony Blair himself felt the need to speak out with regard to the actions of anti-vivisection groups, among others. The speed at which medical research is developing, and the growing concern for its future direction, means that it is perhaps now, more than ever, at the centre of the public eye.

The purpose of this follow-up survey is to build on the previous survey conducted for the MRC. We have carried over some trended questions to see how (if at all) the public's view has changed in light of recent news and communications. We have also introduced some new topics, for example attitudes towards animal rights organisations. This study also sees a shift towards focusing on the use of animals in medical research specifically, rather than on the wider aspects of animal experimentation.

The research establishes a detailed picture of current thinking on animal experimentation in medicine. Within this report we aim to identify what issues the public are concerned about and how the medical research community should best communicate its messages and, if necessary, shed new light on the public's thinking.

¹ Market & Opinion Research International.

Specifically, the research was designed to address the following issues:

- Public interest in and concern for the use of animals in medical research
- Situations in which the use of animals in experimentation may, or may not, be justified. What values influence attitudes and assumptions
- What sources of information influence opinion
- Who, if anyone, the general public trusts to provide honest and balanced information with respect to animal experimentation
- Public knowledge about the use of animals in research
- Public knowledge about the rules and regulations on the use of animals in research, and trust in the regulations
- The attitudes, assumptions and concerns held by the general public about animals in research
- Circumstances in which people accept animal experimentation and any conditions which they place on that acceptance
- Acceptability of using different species in medical research
- How different people respond to different arguments and information and how opinion shifts, if at all, when people are provided with information
- Awareness of animal rights activities and attitudes towards organisations' methods

Methodology

The research was conducted in three phases – a qualitative phase, followed by the main quantitative phase and then a 'booster survey' in Scotland and Wales, to ensure that enough interviews were conducted in these countries to enable reasonably robust analysis to be undertaken². It was considered that there was no need for a pilot quantitative phase because of the similarity of the questionnaire to the 1999 MRC survey and the exploration of more ambiguous or difficult concepts during this year's qualitative research.

MORI conducted four focus groups in Great Britain. Two groups were carried out in the North of England, in Stockport, on 7 March 2002 and two in the South, in central London, on 12 and 13 March 2002. The London groups were observed by some members of CMP, at a viewing facility. In total, 36 respondents attended the group discussions. Each lasted around one and a half hours. The qualitative stage was designed to provide insight into people's feelings, hear the language they used and assist in the design for the quantitative phase.

The two quantitative surveys provide statistically valid responses from a combined representative sample of 1,125 adults aged 15+ in Great Britain: 885 in England, 122 in Scotland and 118 in Wales

For the main stage, a total of 1,023 interviews were carried out among adults aged 15+, in Great Britain, between 8 – 24 April 2002.

For the booster, a total of 102 interviews were carried out among adults aged 15+, in Scotland and Wales, between 17 – 29 May 2002.

For further details of the survey methodology, please refer to the appendices.

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'.

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.

² The data were then weighted back to the correct proportions at the analysis stage. A total of 122 and 118 interviews were conducted in Scotland and Wales respectively. The data are accurate to within +/- 9% (95 times in 100) for each country.

Key Findings and Implications

The public is not very well informed about the use of animals in medical research. The information they do have is largely gleaned from the media – mainly newspapers and television.

The use of animals in medical science has become less of an issue for the general public. Three in five now say they are interested, whilst the remaining 2 in 5 show little or no interest.

Two-thirds of the public report that they are concerned about the use of animals in medical research, but it should be remembered that there are almost always other, more personal, concerns which will be higher priority.

Fewer than 1 in 10 (7%) are both **very** interested and **very** concerned about the use of animals in medical science. Although this may seem a relatively small proportion, it should be remembered that this figure represents around 3.2 million adults.

Reflecting MORI's earlier work for The Medical Research Council and *New Scientist*, by far the main reason for concern is the potential suffering of laboratory animals. Furthermore, there is some apprehension that some or all experiments performed on animals are unnecessary

There is a hierarchy of 'value' placed on the various species which might be used in experimentation. However, the overriding concern which the public has about animal experimentation is that pain to the animal be minimised or eradicated, and that animal welfare regulations be strictly adhered to.

The public tends to make a trade-off when assessing the use of animals in research. It is accepted³ that animals need to be used in situations where there are wider medical benefits, be it for humans or for animals themselves. There is little recognised justification for more consumer-based issues, despite there often being some inherent health implications.

Fewer now agree that they have a lack of trust in the regulatory system. Similarly, or perhaps as a precursor to increased trust in general, trust in scientists not to cause unnecessary suffering to the animals being experimented on has also improved.

³ Provided that certain conditions or criteria are met, mainly that pain and stress to the animals is minimised, that animal facilities are spot-checked and that the effects on the animals are always weighed up against the benefits of the research.

However, few people know anything about the rules and regulations that govern the use of animals in research. This is likely to be due to a lack of easily accessible, factual information. This lack of information is one of the main factors contributing to people's lack of faith in the system.

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July 2002

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Summary of Findings

Associations

It is important to first put into context exactly how the public interprets the terminology used in association with the use of animals in scientific research. As is recognised by CMP, the way in which the topic is introduced might have some bearing on how the public reacts. Our initial act in the focus groups was to test four phrases, each of which has a similar definition, to see what associations each one evokes, and which might have subtle connotations for respondents. These phrases were⁴:

- A) Animals in medical research
- B) Animal experimentation
- C) Animal testing
- D) The use of animals as part of the process of developing and testing medicines

Little distinction was made between the four phrases and they each generally evoked similar top-of-mind thoughts. Phrase D, however, probably received the best reception as participants felt it explained why animal experimentation is undertaken. Words and phrases that were used in relation to all four include: 'vivisection', 'rats', 'mice', 'laboratories', 'shampoo', and 'the smoking beagles'. In general, the initial reaction to the use of animals is negative, and tends to concentrate on fears for the welfare of animals, rather than the benefits that the research brings. This perhaps reflects press coverage of the issue, and the campaigning of anti-vivisection groups.

We know that medical applications are widely accepted and that the ends are thought to justify the means. However, because of the way the phrases were received we know that the public still tends to focus on the process rather than the outcome of research.

MORI's other work on science issues supports this. For example, a 1999 study for the OST⁵ showed that few people actually know *why* animal cloning is taking place. One in five could give no reason as to why Dolly was cloned. Furthermore (and perhaps as a result), only 2% of the public felt that cloning is 'beneficial for society'. The public, we know, is often supportive of medical advances, even when they involve the use of animals. It is simply that they are not making the link between the process and the outcome.

⁴ The order of presentation was rotated in each group.

⁵ MORI/OST, 'The Public Consultation on Developments in the Biosciences', 1999.

Information

The majority of participants in all the focus groups undertaken felt they were not very well informed about the use of animals in medical research – a similar finding to that from the 1999 study.

The information they did have had been largely gleaned from the media – mainly newspapers and television, but also magazines and radio. Animal activist groups also featured as a source of information, many respondents having come across such groups handing out literature in local town centres.

It is felt that the information available on the use of animals in medical research is generally not balanced, tends to go for 'shock value' and, on the whole, presents the negative side. Rarely, it is thought, does the media present the success stories, or the positive side of using animals in medical research.

And then, what is presented in the papers or put on TV is meant to shock us. They don't tell us the other 95% that is good

Male, 45+, C2DE, Stockport

In the quantitative research, six in ten agreed that they would like to know more about animal experimentation before forming any firm opinions. In the groups, again many said they would like more information, but it is unlikely that few would be proactive in obtaining such material as few had actually done so already. It is highly probable that their main source of information would continue to be the media, being readily accessible and widely read, watched or listened to. Equally though it is felt that newspapers, for example, would be unlikely ever to present a balanced view, as it is shock headlines that attract readers.

There was also some discussion as to whether people really wanted to know more; the general feeling was that not knowing means you don't have to worry about it.

I think, to be honest, 95% of people don't want to know. What they don't know about they don't have to worry about

Male, 45+ C2DE, Stockport

Public Understanding of the Use of Animals in Medical Science

During the focus groups, organisations that were overwhelmingly cited as using animals for research purposes are pharmaceutical/drugs companies, and cosmetics companies (although this aspect was not discussed in great detail). In addition, in the Stockport groups, several references were made to tobacco companies and 'smoking dogs/beagles'.

Other mentions include the 'military/government', for chemical and biological weapons testing, and 'universities' (by one or two people), though no real depth of understanding about what they would be doing came through.

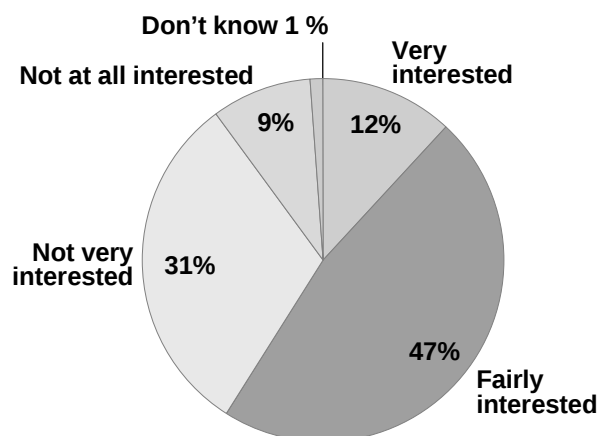
On the whole, it was felt that the majority of medical experiments would include animals - with participants thinking it would be anything from 75% to 100%⁶. This is in line with the findings from the 1999 study.

Saliency of the Use of Animals in Medical Science

The use of animals in medical science has become less of an issue for the general public. In 1999, 67% were interested. In 2002, three in five (59%) say they are interested. The fall of 8 points over the past 3 or so years is statistically significant.

Interest

Q5 *How would you rate your interest in the issue of animal experimentation? By 'your interest' I mean whether you are interested to discuss the topic or hear more about it - regardless of your views about it.*



Base: All GB adults 15+, April/May 2002 (1,125)

MORI

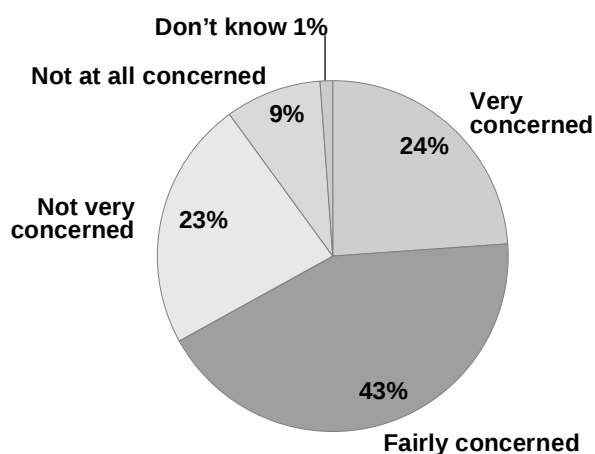
⁶ The reality is estimated at 5 – 10% (Source: The Research Defence Society).

Two-thirds of the public say they are concerned about the use of animals in medical research. Concern and interest are interlinked to some extent, with around eight in ten of those interested also showing concern – and this represents 47% of the public⁷. It is likely that concern is often a precursor to interest.

However, when one looks at the proportion who are both **very** interested and **very** concerned, the 47% (interested and concerned) falls to 7%. Although this may seem a relatively small proportion, it should be remembered that this figure represents around 3.2 million adults.

Concern

Q2 *How concerned, if at all, are you about the use of animals in medical research. Would you say that you are...?*



Base: All GB adults 15+, April/May 2002 (1,125)

MORI

It can be seen from MORI's ongoing tracking of public concerns that animal welfare issues are very low in saliency in comparison to other national issues. The NHS, schools and law & order are most consistently registered spontaneously as major issues facing Britain today. From time to time, there will be a surge of public concern in an issue, following a major event. For example, after September the 11th, defence became a major issue. Similarly, in times of economic downturn, unemployment is seen as being very important (as was the case in the economic recessions of the early 1990s when it shot up in terms of importance, and the environment fell correspondingly as a spontaneously cited issue of concern). Although animal experimentation has received significant media coverage over the past few years, it has never been of enough importance to the public to outweigh their personal concerns - financial, health, education etc. As such, animal welfare barely registers on a national level. Fewer than half a per cent cite animal welfare as the most important issue facing Britain today (compared with 42% who mention the NHS or hospitals), and just 1% name animal welfare as 'the most' or 'an other' important issue (compared with 72% for the NHS/Hospitals).

⁷ That is, 47% of adults aged 15+ are 'Very or Fairly interested', **and** 'Very or Fairly concerned'.

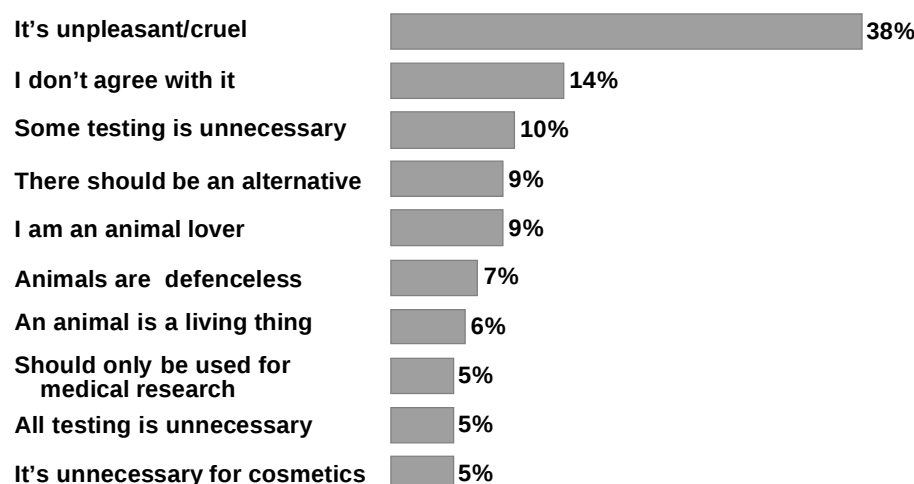
Therefore, when two-thirds of the public report that they are concerned about the use of animals in medical research, it should be remembered that there are almost always other, more personal, concerns which will be higher priority.

In the boom years of the late eighties, the environment emerged as a considerable concern⁸. This is interesting in that MORI's ongoing trends suggest that concern shifts to more altruistic issues at times when the public feels more secure. There is then, perhaps, potential for some shift in focus towards animal welfare, should the issue see increased coverage in times of greater national wellbeing.

By far the main reason for concern is the potential suffering of laboratory animals – around 2 in 5 people feel that it is a cruel practice. Furthermore, overall, one in five feel that some or all tests performed on animals are unnecessary (For example, 5% spontaneously mention that only medical applications are justified, 5% mention cosmetics testing as unjustified, whilst 5% feel that there is no need for any testing at all).

Reasons for Concern

Q3 Why do you say that?



Base: All concerned about the use of animals in medical research (759)

MORI

Perhaps not surprisingly, those groups that display more negative attitudes towards animal research show the highest levels of concern. For example, those that show less trust in the rules and regulations governing animal experimentation are also more inclined to be concerned. Moreover, 95% of those that feel that the use of animals is never justified⁹ say that they are concerned about the issue.

⁸ And, as mentioned earlier, it declined as an issue of concern when the economic recession hit

⁹ This represents 12% of the public, or around 5.5 million people

Indeed, even amongst those that are not 'anti-' animal experimentation, the reason why animals are being used is likely to contribute significantly to concern. There is widespread agreement that certain applications are never justified, particularly testing the safety of cosmetics, and it is likely that these feelings are deeply ingrained and unlikely to change. Similarly, certain applications, primarily those directly related to healthcare (especially those related to life-threatening diseases), are much more likely to be accepted.

Acceptability of Using Different Species of Animal

When asked which single species is most commonly used in animal experimentation, rats and mice are most frequently mentioned (35% in each case). However, monkeys and rabbits are the first mentioned in approaching 1 in 10 cases, with guinea pigs and dogs being cited first by 4% (in each case).

Upon further probing for other species that are most commonly used, the rank order remains much the same though now, the gap narrows between rats and mice on the one hand, and many of the other species¹⁰. Overall, rats and mice are most commonly recognised as being the subject of experiments. More than 8 in 10 mention these species, reflecting the fact that in reality around 85% of all tests are carried out on them.

More than half the public also understand that monkeys and rabbits are used. Guinea pigs and dogs are mentioned by around a quarter. From the focus groups, the impression that dogs and monkeys are often used would seem to come from respondents recalling seeing strong visual imagery of 'monkeys with probes in their heads', or stories about dogs (Beagles) being made to smoke.

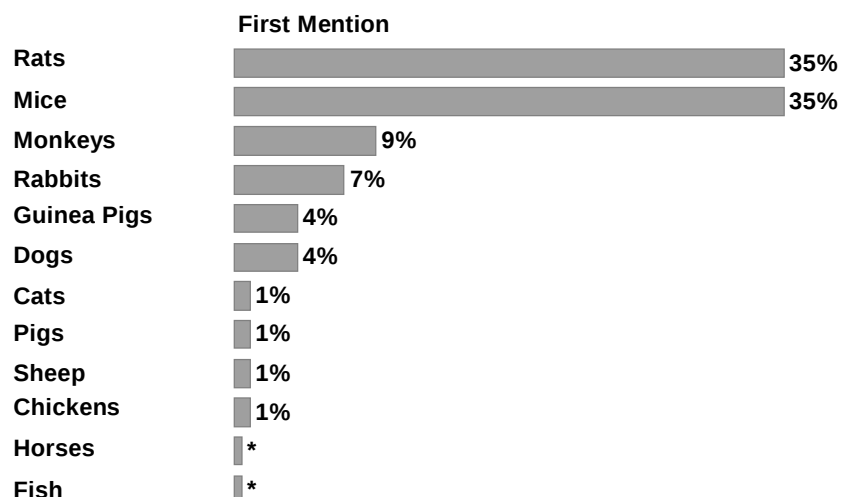
When probed on primates, focus group attendees make little distinction between primates and monkeys. They are seen as being the same thing, and both considered to include chimpanzees and gorillas. Use of them is incorrectly assumed to be quite high as they are considered to be the species closest to humans.

It was assumed in the focus groups that in the majority of cases the animals used are specially bred, particularly in the case of rats and mice and other smaller animals. There were only one or two concerns raised during the focus groups that stray pets may be used.

¹⁰ For example, rats and mice were four times as likely as monkeys to be cited as a first mention, but they are only 1.3 times more likely to be mentioned than monkeys, for all mentions.

Species Used - First Mentions

Q6 Which, if any, of the following species do you think is the most commonly used in animal experimentation?

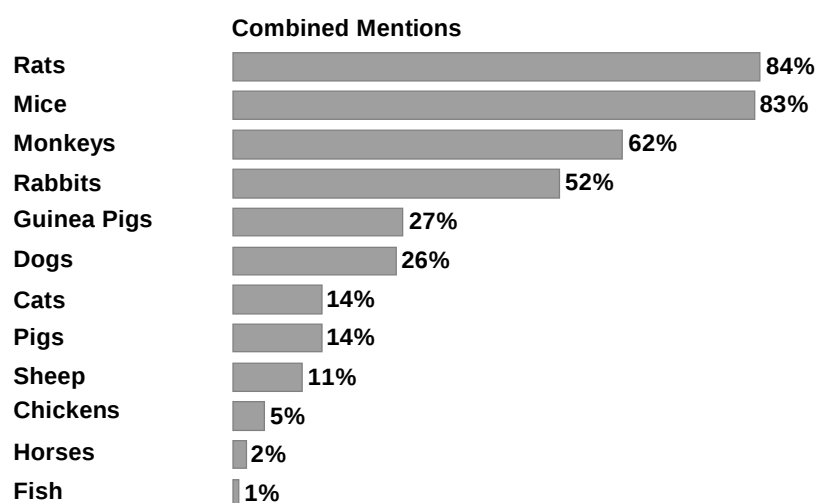


Base: All GB adults 15+, April/May 2002 (1,125)

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Species Used - Combined Mentions

Q6 Which, if any, of the following species do you think is the most commonly used in animal experimentation?



Base: All GB adults 15+, April/May 2002 (1,125)

MORI

Reflecting public concern about animal welfare and the need to constantly look for alternatives to the use of animals, human volunteers are the preferred subjects of experimentation. This is, however, rather idealistic in nature, but it is significant in highlighting the value placed by the British public on animal welfare.

I don't know, I don't believe in anything suffering, be it a cat or whatever

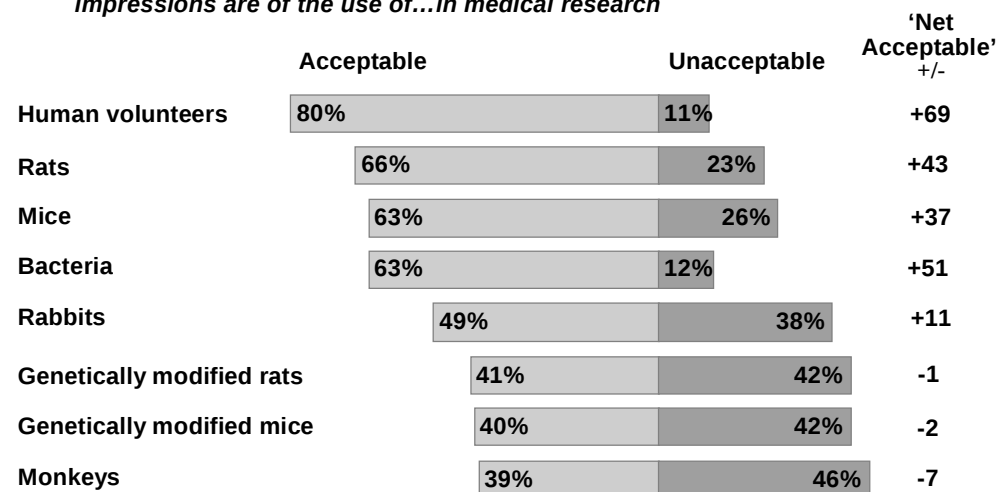
Male, 45+, C2DE, Stockport

After human volunteers there is a stepped response with bacteria, rats and mice the next most acceptable¹¹, followed by rabbits, then GM rats and GM mice and finally monkeys.

Around two-thirds feel it is acceptable to use rats and mice in research, provided that all welfare regulations are well enforced. In each case, around one-quarter are opposed to their use. Despite (and perhaps because of) their lack of cognitive thought, or indeed a nervous system, the use of bacteria is similarly acceptable.

Degree of Acceptability

Q14 *Provided that all welfare regulations were well enforced, please tell me, using this card, how acceptable or unacceptable your overall opinions and impressions are of the use of...in medical research*



Base: All GB adults 15+, April/May 2002 (1,125)

MORI

¹¹ That is, when one looks at the 'Net acceptable' scores, which are the proportion saying acceptable, minus the proportion saying unacceptable.

The use of genetically modified rats and mice is considered much less acceptable than that of natural rats and mice. Indeed, as many people find it unacceptable as find it acceptable to use such species. This is likely to reflect public wariness of things genetically modified, and is therefore probably an anti-GM sentiment, rather than a sign of greater appreciation for genetically modified animals¹².

Least acceptable of all, and the only animals for which unacceptability outweighs acceptability, is the use of monkeys.

I have a strange feeling that I'm happy they use mice, rats and rabbits for experimentation, but I draw the line at dogs and I draw the line at monkeys, even

Male, 45+, ABC1, London

However, it is perhaps surprising that as many as 4 in 10 endorse the use of monkeys in medical research (provided that all welfare regulations are well enforced). Perhaps the reason for this is that the overriding concern which the public has about animal experimentation is that pain to the animal be minimised or eradicated, and that animal welfare regulations be strictly adhered to¹³. This overrides any concern for individual species. This was demonstrated by MORI's work for *New Scientist* in 1999. As the chart on the following page shows, when MORI tested a variety of situations¹⁴, the public was the most approving of animal experimentation when mice were used, and not subjected to any pain. However, the next greatest support was for 'Monkeys – No pain' (Not 'Mice – Pain'); followed by 'Mice – Pain', and then 'Monkeys – Pain'¹⁵. Furthermore, the 'Mice – No pain' and 'Monkeys – No pain' lines are generally closer to each other than 'Monkeys – No pain' and 'Mice – Pain', further emphasising the importance of minimising or eradicating pain.

¹² We know from MORI's work for Greenpeace in April 2002 that 39% of the public feels that the risks of GM food outweigh the benefits, while just 18% feel the benefits outweigh the risks. (The remainder feel the benefits and risks are the same, or express no opinion). Similarly, 55% would never, or would prefer not to give GM food to their children, while 20% would not mind and 21% would always, or would prefer to. Also, 76% believe it should be compulsory to identify all products with GM ingredients.

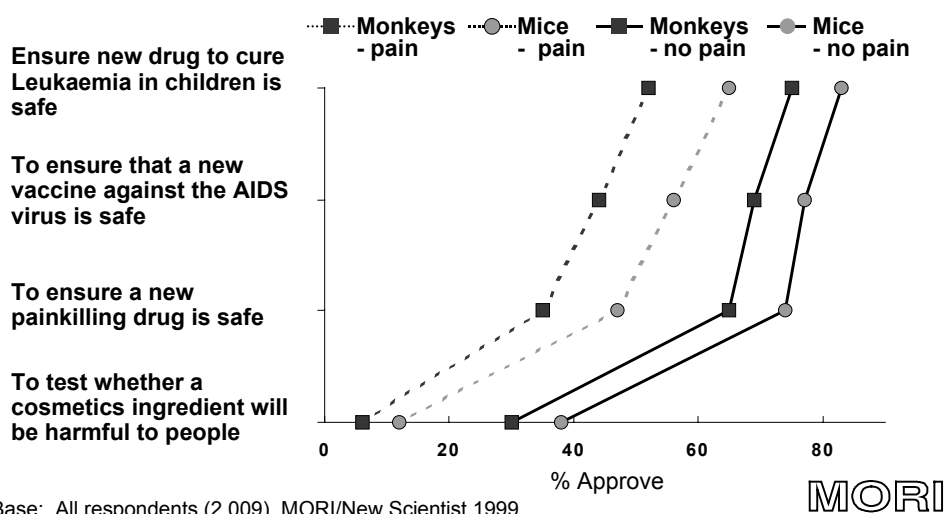
¹³ MORI/MRC 1999.

¹⁴ Four of which are illustrated on the chart.

¹⁵ A 'split-sample' was used whereby half the sample was asked about monkeys and the other half about mice. The full report is available from MORI.

Pain vs. Species

Q Please tell me whether you approve or disapprove of the use of live mice/monkeys for each of these goals, if the mice/monkeys are/are not subjected to pain, illness or surgery...



A Note on Pain and Suffering

From the focus groups conducted, it is assumed that there will be a certain amount of pain, discomfort or distress endured by any animal that is used in medical research. According to participants, this pain could be caused by a variety of reasons including: the conditions the animals are kept in, being made ill in order to test a certain medicine, being given increasingly high doses of drugs to test for maximum dosage, or testing for reactions to products.

Well, they are going to suffer by whatever experiment they are put through

Male, 45+, C2DE, Stockport

There must be skin complaints that you have to test out on animals, so animals must lose their fur, or they must get sores all over their bodies, and that might be painful

Female, 45+, ABC1, London

While on the whole, participants were not comfortable with this, animal research is still seen as justified if the research will lead to human benefit. As mentioned earlier, there is concern though that pain be minimised as much as possible and that the welfare conditions for the animals be of a high standard.

I just, I don't understand how you can develop drugs without animals myself, and I don't understand how you could develop it without suffering

Male, 45+ ABC1, London

Alternatives

One of the findings to emerge from the MORI/MRC work of 1999 was that the public would like alternatives to animal experimentation to be explored. This year's research aimed to explore further just what the public means by 'alternatives'.

The general impression received is that little is known about alternatives to animal testing¹⁶ though some people doubted whether alternatives were being fully explored and wondered whether animal experimentation was the easy option:

I'd want to know how genuinely research into alternatives to animal testing (is undertaken); if it's done for financial purposes and they're just lazy. I'd like to know if we're just accepting it because it's the only thing we're presented with

Female, ABC1, 20-35, Stockport

The option discussed most was human volunteering. While considered an option, many felt it was unrealistic that a drug would be tested on a human being before an animal, or that many would volunteer for such trials. (Some knew that current legislation requires a drug to be tested on animals before humans.)

Few said they would volunteer to test a drug that had not yet been tested on animals (but more felt open to the idea of volunteering for already tested drugs).

This suggests that conveying the reality – that all drugs have been tested on animals – might not surprise the public. Yet, the paradox is that few members of the public (12%) know for a fact that they or a close member have taken a drug prescribed by doctor for a serious illness that they know had been tested on animals.

In a life or death situation, some felt they would try an untested drug if it were offered to them as the only chance they had of it saving their lives. As they see it, there would be nothing to lose in this situation.

If I was dying and the scientists said, "I have developed this, I think it works," and you have tried everything else, I would be quite happy to try that

Male, 45+, C2DE, Stockport

¹⁶ This issue was not discussed at great length in the focus groups due to time constraints.

Other alternatives mentioned were skin patches or tissue cultures, but there was an apparent lack of knowledge and understanding of what these are and how they work, which prevented any real discussion or debate about these alternatives.

The one other alternative discussed was the use of computer programming. It was felt that this could be used due to the amount of knowledge already held on how cells and drugs work and react, and it was thought that computer modelling could simulate this.

Advantages and Disadvantages of Using Animals Over Other Methods

One of the main advantages seen, is that it is very cost-effective to use animals as they can be specially bred for the purpose and they can be used in great numbers.

I'm sure in many cases there are alternatives, but I'll bet they're much more expensive. That seems to be an important factor as to why companies might use animals

Female, 45+, ABC1, London

At the end of the day, I know they say it is all about money, but we do benefit and if we are ill we take that medicine, so it's about our health

Female, C2DE, 25-44, London

While human trials could take place, participants commented that fewer would be available for experiments. They also remarked that humans, unlike animals, could sue should anything go wrong.

If they are working on an anti-cancer drug, they might produce a cancer in a thousand mice for example, try a variety of drugs... and that's where this testing on humans falls down unfortunately, because you can test on a thousand mice or ten thousand mice. You can make your advances much, much more quickly than if you've only got a handful of people that are terminally ill

Male, 45+, ABC1, London

The disadvantage of using animals, according to participants, is that they are not humans and there are obviously differences in make-up. The reactions of animals may not always represent what could happen in a human.

Justifying the Use of Animals

The public tends to make a trade-off when assessing the use of animals in research. It is accepted that animals need to be used in situations where there are wider medical benefits, be it for humans or for animals themselves. Conversely, for more consumer-based issues there is little recognised justification, despite their often being some inherent health implications.

Acceptance is greatest where human lives might be saved. The majority, 85%, see cancer research as a justifiable use of animals, whilst 8 in 10 think the same of research into life-threatening diseases such as AIDS. Cancer is more commonly seen than AIDS as being 'always justified', but why there is a distinction between these two life-threatening diseases is not clear. It may be that cancer is more widespread, can affect anyone regardless of their own actions or lifestyle, and possibly carries less stigma than AIDS¹⁷.

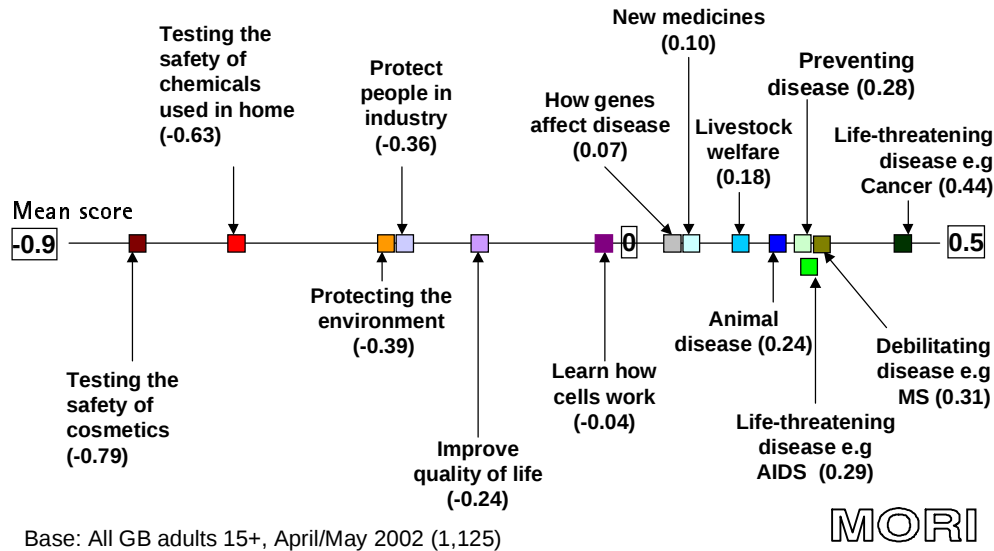
Where human life is not directly threatened, but there are still medical applications for the research, support remains high. Eight in ten support the use of animals in research into debilitating diseases (such as Alzheimer's or Multiple Sclerosis) and 8 in 10 see preventative medicine, for example vaccine development, as justifiable. Three-quarters accept the testing of potential new medicines as a necessary use of animals. This slightly lower score may be due to the use of the word 'potential', which could be off-putting to some respondents because of the possibility of 'wasteful' use of animals – i.e. that there may not be a beneficial end product.

Of the 14 situations tested in this study, 11 were also tested in the MORI/MRC study in 1999. Acceptability has increased in every case except cosmetics testing, perhaps reflecting the increased trust in the rules and regulations governing the use of animals, or the lower level of interest.

¹⁷ Evidence of HIV stigma in society was seen in a 2000 poll by MORI for the National AIDS Trust. 57% of the public agreed that people who became infected through unprotected sex "only have themselves to blame". 13% were neutral, whilst 28% disagreed. Furthermore, only 14% said that they would donate time or money to HIV – in contrast to 74% who would do the same for Cancer or Leukaemia.

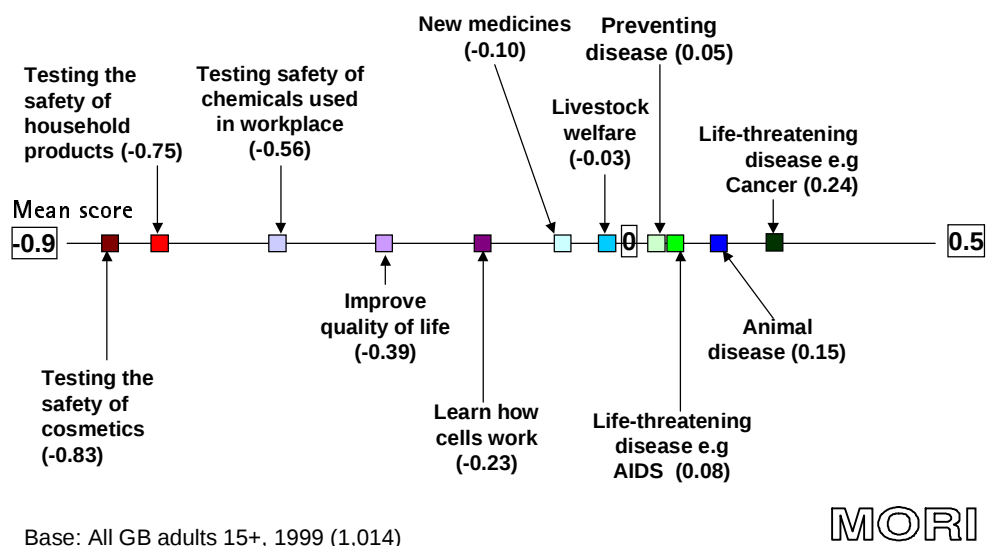
When is Experimentation Justified? - 2002 Data

Q4 In which, if any, of these situations do you feel animal experimentation is always justified (+1), sometimes justified (0) or never justified (-1)?



When is Experimentation Justified? - 1999 Data

Q4 In which, if any, of these situations do you feel animal experimentation is always justified (+1), sometimes justified (0) or never justified (-1)?



A Note on Calculating Mean Scores

The mean score is a useful summary of the dataset emerging from a question using a 3 point scale (e.g. always justified, sometime justified, never justified).

In this case, the positive statement (always justified) is assigned a value of +1, the middle statement (sometime justified) a value of 0, and the negative statement (never justified) a value of -1.

Taking statement A at Q4 as an example, 395 respondents say animal experimentation is 'always justified' when researching animal diseases, 549 say it is 'sometimes justified' and 135 say that is 'never justified'.

The mean score is then calculated as the average of the sum of the values i.e.

$$\frac{(395*1) + (549*0) + (135*-1)}{(395 + 549 + 135)} = 0.24$$

Around seven in ten also feel that 'learning how cells work' and 'understanding how genes affect disease' are justifiable uses of animals. But although there is similar acceptance of the use of animals in these more fundamental scientific applications, feelings tend towards the research 'sometimes' being justified, rather than 'always'. This finding again highlights the importance of communicating **why** research is being conducted, and the fact that learning how cells work is the essential first step to undertaking medical research.

The genes, modifying the genes, they are doing that on humans though, aren't they? If there is an illness and they get rid of the gene, they can get rid of the illness. I am all for that

Male, C2DE, 45+, Stockport

In the focus groups, all but one person endorsed animal experimentation for medical reasons. This person said she would use alternative medicines rather than sanction animal experimentation. All other participants considered most medical reasons as being very acceptable, particularly for life-threatening diseases. In line with MORI's previous work for The MRC and *New Scientist*, various conditions were still placed on the use of animals in medical research, mainly that pain be minimised and the animals be treated humanely.

If you could save one child from suffering from leukaemia or cancer, I can justify killing a hundred rabbits

Male, 25-35, ABC1, London

Support is also high where animal experimentation might benefit animals themselves. More than 8 in 10 support the use of animals to research animal diseases, and three-quarters accept their use in efforts to improve the welfare of livestock, such as preventing disease in cattle herds or preventing stress in transported animals.

Relatively few people feel that conducting animal experiments to protect the environment is always justified, perhaps because of the pull of the two separate issues. Some people who have concerns over using animals in research are also likely to be concerned about the environment. As a result, only 1 in 10 would say that research to protect the environment is always justified, and one-third that it is sometimes justified. The overriding opinion is that the use of animal experiments to protect the environment is never justifiable.

Indeed, as has been seen previously, where research is not strictly healthcare-related, the public finds it hard to justify the use of animals, particularly for more consumer-based issues.

Animal use in the development of 'treatments to improve quality of life' is often never warranted (4 in 10). This year, no definition or example was given for 'quality of life'¹⁸ because the focus groups found that the phrase was considered a very broad term. If the phrase means treatments to help the very physically or mentally disabled, or encompasses serious medical conditions, then it is considered very acceptable to use animals in research. For treatments such as HRT, it depends on the view taken of HRT itself. If a participant was positive about HRT, they tended to endorse the use of animal experiments for that purpose. If, however, they were not, or knew little about HRT, they tended not to. If it means drugs for slimming and baldness, these are regarded as cosmetic treatments and, as with the use of animals for cosmetic testing, it is therefore very unacceptable to use animals for experiments in these areas. Cosmetic surgery to help those with disfigurement is deemed more acceptable.

*And Christopher Reeve at the moment, possibly
through stem cells, he may get the use of his
limbs back*

Female, C2DE, 45+, Stockport

*It could be anything - sun tan lotion - helping
improve the quality of life*

Male, C2DE, 45+, Stockport

Despite the potential health implications, 'testing the safety of chemicals used in the home' and helping 'protect people working in industry' are most often considered as 'never justified'. This is perhaps because of the more industry or consumer-based nature of the research, rather than it being perceived to be for the direct good of man or animal kind. In the focus group discussions, there was less acceptance of testing the safety of chemicals used in the home because there are thought to be enough existing products on the market. Very similar views were expressed in 1999.

¹⁸ In the 1999 MORI/MRC study, 'Treatment to improve Quality of Life' was followed by 'Such as HRT (Hormone Replacement Therapy)'.

The least accepted application was safety-testing of cosmetics. Eight in ten people regard it as being 'never justified'. The most likely reason for such a high level of opposition (and one expressed in the focus groups this year and in 1999) is that not only are cosmetics a purely consumer product, but they are perhaps not a very important one, and certainly not worth the suffering of animals in a trade-off. Many of the participants in the focus groups were unaware that cosmetics testing has been banned in the UK, and because of this strong aversion, any communications campaigns should certainly seek to correct this misunderstanding.

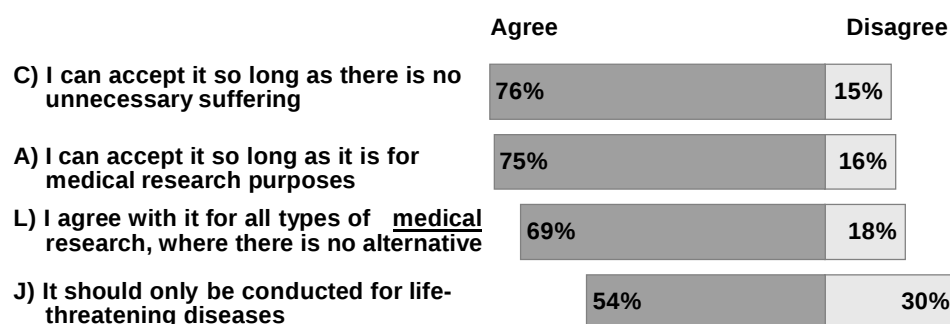
Conditional Acceptors

'Conditional Acceptors' are those members of the public who can justify the use of animals for certain applications, or providing that certain conditions are met.

MORI's definition of Conditional Acceptors is based on agreement with at least one of four statements at Q13 (shown below). The full list of statements and definitions is shown on the following page.

Conditional Acceptors

Q13 *Using this card, how strongly do you agree or disagree with these more general statements about animal experimentation*



	1999	2002
Conditional Acceptors	84%	90%

Base: All GB adults 15+, April/May 2002 (1,125)

MORI

There has been an increase in the proportion of Conditional Acceptors since 1999 (from 84% to 90%) and a corresponding fall in the proportion of Objectors - an encouraging sign for the CMP that people are perhaps starting to think more constructively about the issue.

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

Base: All (1,014/1,125)

	1999 (%)		2002 (%)	
	Agree	Disagree	Agree	Disagree

A	I can accept animal experimentation so long as it is for medical research purposes	64	24	75	16
B	There needs to be more research into alternatives to animal experimentation	91	3	89	4
C	I can accept animal experimentation so long as there is no unnecessary suffering to the animals	69	21	76	15
D	I would like to know more about animal experimentation before forming a firm opinion	65	18	61	18
E	I do not support the use of animals in any experimentation because of the importance I place on animal welfare	39	37	35	44
F	Animal experimentation will always be used for research purposes	72	15	72	15
G	It does not bother me if animals are used in experimentation	12	79	17	71
H	I am not interested in the issue of animal experimentation	12	75	13	66
I	Animal experiments for medical research purposes are a necessary evil	54	28	62	24
J	Animal experimentation for medical research purposes should only be conducted for life-threatening diseases	58	27	54	30
K	The Government should ban all experiments on animals for any form of research	26	55	21	65
L	I agree with animal experimentation for all types of <u>medical</u> research, where there is no alternative	61	26	69	18
M	I agree with animal experimentation for all types of research where there is no alternative	27	60	39	45

	1999	2002
Conditional Acceptors	84	90
- agree with A, C, J or L		
Unconditional Acceptors	32	45
- agree with G or M		
Objectors	44	39
- agree with E or K		

Source: MORI

The Rules and Regulations Governing Animal Experimentation

Few people know anything about the rules and regulations that govern the use of animals in research, by their own admission. More than 9 in 10 say they know 'not very much' or 'nothing at all', as was the case in 1999. This is likely to be due to a lack of easily accessible, factual information. In MORI's work for OST in 1998/1999, 72% of the public felt that they received too little information on the rules and regulations governing biological developments.

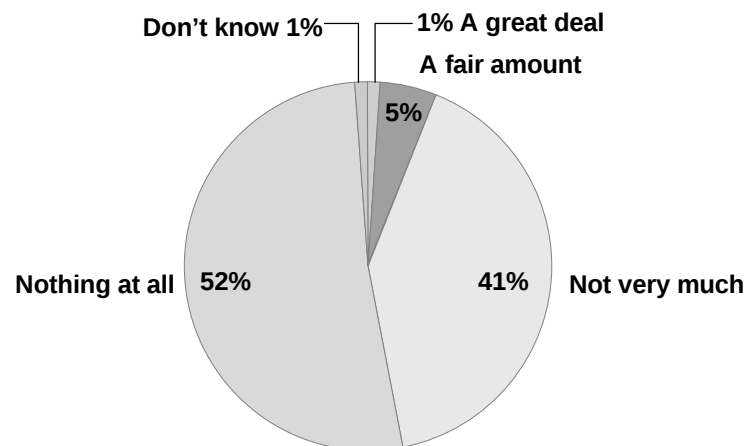
Indeed, in the group discussions in this study, participants could only assume that there would be regulations governing animal experimentation that cover issues such as living conditions and minimising pain. No respondent had specific knowledge of the exact nature of the regulations or how they are enforced.

There is a degree of secrecy about research, I find. I was never really told what goes on in laboratories, not that perhaps we would understand

Female, 45+, ABC1, London

Knowledge of Rules and Regulations

Q7 How much would you say you know about the rules and regulations that govern animal experimentation?



Base: All GB adults 15+, April/May 2002 (1,125)

MORI

Knowledge of who devises and enforces the regulations placed on using animals in medical research in the UK bears out this lack of understanding. Only 1% of the population recognise the Home Office as being responsible¹⁹. However the majority (58%) recognise it as a government responsibility.

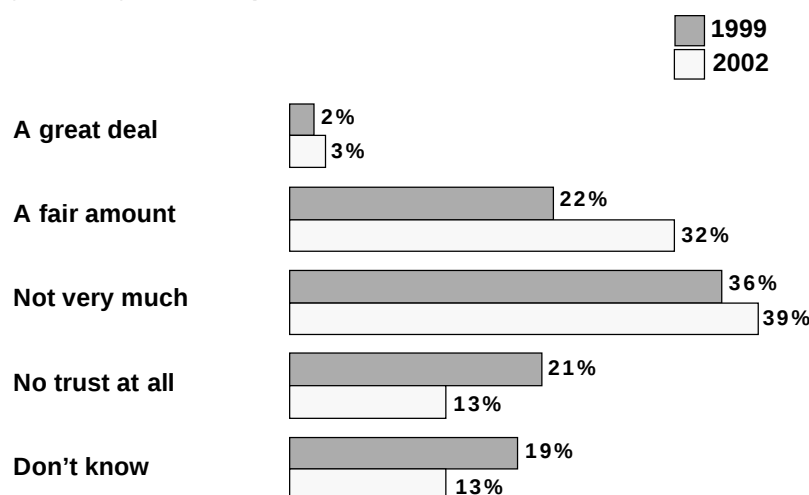
¹⁹ Without being prompted.

However, it is likely to be the case that the public will never actively seek too much detailed information on the rules and regulations governing the use of animals. Half the population say they would like to know more about animal experimentation before forming a firm opinion, but even these people are unlikely to seek out much detailed information on the rules and regulations governing the use of animals.

Trust in the regulatory system has increased since 1999. There has been a 10 point rise in those saying that they have 'a great deal' or 'fair amount' of trust, which is quite considerable on this kind of question, and a 5 point fall in those not trusting the system. Furthermore, more people now express an opinion.

Trust

Q9 *How much trust do you have in the current rules and regulations governing animal experimentation?*



Base: All adults 15+, April/May 2002 (1,125), 1999 (1,014)

MORI

There is a mixture of reasons why some people have little or no trust in the regulatory structure. Most frequently, it is a lack of information which causes doubt – around one-quarter (of those who have 'not very much' or 'no trust at all' in the regulatory structure) say that there is not enough information and 1 in 6 of this group say that they feel that they personally don't know enough about the system.

The other main reason for uncertainty is a lack of faith in the system itself. One-quarter of those who have 'not very much' or 'no trust at all' in the regulatory structure do not trust those involved in regulation, one in ten of this group feel the system is corrupt and a further one in ten feel that even the regulators are only interested in profits. Most likely as a result of negative press coverage of animal experimentation issues, around 1 in 10 of this group say that they do not see the results of regulation and a further 1 in 10 or so say that the regulations seem to have little impact on researchers' actions.

Well, some of these places are so vast I don't care who the investigating officer or the visiting officer is, the chances of them seeing what they're not supposed to see are pretty remote

Male, 45+, ABC1, London

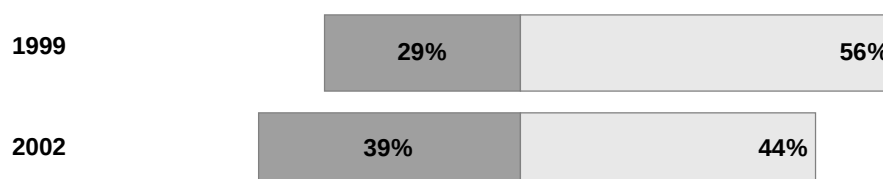
A lack of trust in the rules and regulations was also very apparent in the group discussions. One respondent expressed a fair amount of cynicism as to why the rules existed, reasoning that it was because of earlier malpractice and as legal cover for those involved in experiments.

Shifts in Attitude on Trust

Q12 *'I have a lack of trust in the regulatory system about animal experimentation'*



Q12 *'I trust the scientists not to cause unnecessary suffering to the animals being experimented on'*



Base: All GB adults 15+, April/May 2002 (1,125)

MORI

Fewer now agree that they have a lack of trust in the regulatory system. Agreement with the statement is down 14 points, whilst active disagreement is up 8 points.

Similarly, or perhaps as a precursor to increased trust in general, trust in scientists has also improved. Agreement with the statement 'I trust the scientists not to cause unnecessary suffering to the animals being experimented on' is up 10 points to 39%, whilst disagreement is down 12 points to 44%. Considering that the difference between the trended figures needs to be only 4 points to be significant, it can be said that these shifts are noteworthy.

In more general circumstances, trust in scientists has remained consistently high over the past few years (as can be seen from MORI's work for the BMA, below). Therefore, to see an increase in trust in scientists in the context of animal experimentation is an encouraging sign, and suggests a change in public attitudes towards the regulation of animal experimentation.

Trust in Scientists in General

Q Now I will read you a list of different types of people. For each, would you tell me if you generally trust them to tell the truth, or not?

	Trust	Not trust	Don't know	Net
	%	%	%	±%
25-28 Apr 1997	63	22	15	+41
8-12 Jan 1999	63	27	10	+36
3-7 Feb 2000	60	25	15	+35
1-6 Mar 2001	65	22	13	+43
7-13 Feb 2002	64	23	13	+41

Source: MORI/BMA

But there is still considerable cynicism about the existing regulatory processes, especially with regard to experiments being conducted unofficially 'behind closed doors'. Although trust has improved somewhat²⁰, more than 8 in 10 still feel that experiments may go on without an official licence, 46% strongly.

Of similar magnitude is the public's wariness with regard to the unnecessary duplication of experiments. Again, faith has grown slightly, but the overwhelming opinion remains one of mistrust. 78% would agree that they suspect unnecessary duplication of experiments occurs, compared to 83% in 1999. In the focus groups it emerged that one of the main reasons for this suspicion was that several different companies might be testing the same drugs, for example out-of-licence drugs such as Aspirin or Paracetamol.

I am not sure to what extent companies use animals to test stuff which is basically copying other drugs. For example, Aspirin is a pretty standard formula discovered years ago. Obviously we needed to test the original but now the actual effect on us is pretty well recognised, I would say. If some new company brings out a new form of the aspirin there's no need to test it on animals because they stick to the same formula

Male, C2DE, 25-44, London

²⁰ Agreement with the statement 'I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence' has fallen from 89% to 83%.

Furthermore, the public is still very much split as to whether or not they feel Britain has tough rules governing animal experimentation (half agree that it probably has), or that they are well enforced (40% expect that they are). Furthermore, just over half trust the inspectors of animal facilities to bring to light any misconduct that they uncover.

Even though faith is growing and mistrust is in decline, this will be a slow and limited process without further communications on the issue. Therefore, it is essential that any communications campaign highlights the stringency of the regulations in Britain and shows the public that Britain takes a tougher stance on animal experimentation than almost any other country. It is also important, considering the public's sense of a lack of information, that this is done in some detail.

Who Would People Trust for Information?²¹

Animal Welfare Groups²² and vets are the most trusted sources for honest and balanced information about animal experimentation. Each is mentioned by around half of respondents. Any communications campaign should therefore ideally incorporate these groups. A reasonable proportion of the public (33%) say they trust the Medical Research Council.

Charities researching diseases (for example heart disease or cancer) are quite frequently trusted, as are 'environmental groups'. Around one-quarter would trust information from each source.

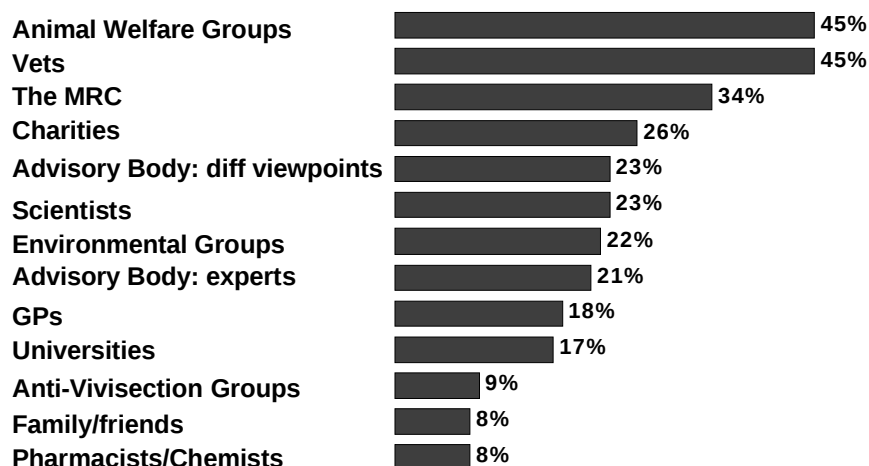
Scientists are also relatively well trusted. Around one in four feel that they would provide honest and balanced information. However, in the question wording, no distinction was made here between different types of scientist.

²¹ Please note that the trend data for Q11 (Which of the following types of people or institution would you trust to provide information?) has not been referred to in this report due to its unreliability. Several changes were made to this question which lengthened the list of answer categories for respondents. As such, any differences in the results cannot be reliably explained by a shift in opinion.

²² 'Animal Welfare Groups' was not defined in this instance (Q11). However, confusion with anti-vivisection groups should have been minimised by means of a separate answer code 'Anti-Vivisection Campaign Groups' at this question.

Trust - 1

Q11 Which, if any, of the following types of people would you trust to provide you with honest and balanced information about animal experimentation?



Base: All GB adults 15+, April/May 2002 (1,125)

MORI

In reality, other MORI research²³ has shown that the public make considerable distinctions between types of scientist. When looking at environmental issues (the environment being a fairly comparable area of concern), by far the most trusted group are academic scientists working at universities, followed by scientists working for environmental groups. Scientists working for the government or in industry are trusted by a much smaller proportion.

Indeed, pharmaceutical companies and Government are not well trusted sources of information about animal experimentation.

Q Which, if any, of the following scientists do you most trust to give reliable information about the environment?

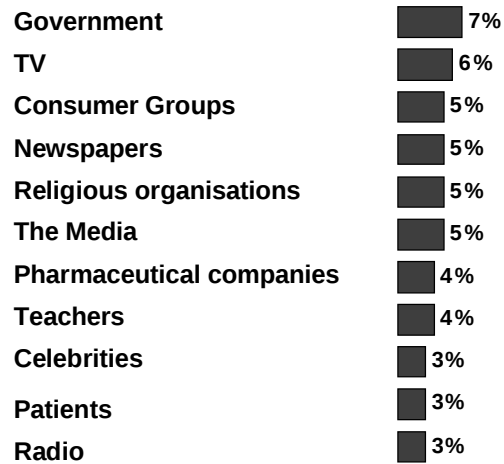
Base: 1,002 Adults	%
Scientists working for universities	50
Scientists working for environmental groups	31
Scientists working for government	9
Scientists working for industry	6
None of these	1
Don't know	3

Source: MORI/Scientific Alliance, May 2002

²³ MORI/Scientific Alliance, May 2002

Trust - 2

Q11 Which, if any, of the following types of people would you trust to provide you with honest and balanced information about animal experimentation?



Base: All GB adults 15+, April/May 2002 (1,125)

MORI

Fewer than 1 in 10 feel they would trust the Government for honest and balanced information about animal experimentation. However, this does not necessarily refer to the current Labour Government and could refer to any government in power at any time. For some time MORI has been tracking public opinion of the various parties' performance on key issues. With regard to animal welfare, the public consistently have the most faith in Labour²⁴. Relatively few people say the Conservatives have the best policy on animal welfare, whilst the Liberal Democrats fluctuate somewhat, at a level equal to or slightly better than the Conservatives.

²⁴ As they do on 15 of the 16 issues measured. On one issue of the 16, 'protecting the natural environment', Labour comes joint first with the Liberal Democrats.

Best Party On Key Issues - Animal Welfare

Q I am going to read out a list of problems facing Britain today. I would like you to tell me whether you think the Conservative party, the Labour party or the Liberal Democrats has the best policies on each problem.

	Con	Lab	Lib Dem	None/ Don't know
	%	%	%	%
8 April 1997	6	12	6	71
20-24 May 1998	5	18	7	63
23-26 July 1999	9	26	9	44
20-25 January 2000	8	19	10	57
20-24 July 2000	8	18	12	56
15-20 February 2001	7	22	8	55
21-26 February 2002	7	18	12	56

Base: All adults 15+ in Great Britain

Source: MORI

More trusted than the politicians themselves are advisory bodies to Government. Around one in five would trust information from an advisory body made up of people representing different viewpoints, or of a panel of experts.

Because charities are among the most trusted groups to provide honest and balanced information about animal experimentation, we would suggest that any communications campaign involves charities, not least because pharmaceuticals companies and Government achieve low 'trust' scores.

However, it should be noted that during the focus groups, some participants stated that companies and organisations involved in using animals for medical research should convey their side of the debate - although they also feel this is unlikely to happen, as it could cause people to ask searching questions and there is thought to be little current demand for this from the public as a whole.

Animal Rights Organisations

For the public, the most salient activities of animal rights organisations are generally physical protest acts, the most high profile of which are demonstrations outside research laboratories (spontaneously mentioned by 4 in 10, and after prompting by 8 in 10). Around one in five spontaneously suggest these organisations are involved in freeing animals or destroying or damaging property. The majority of respondents are unlikely to have first-hand experience of these activities, and so this level of awareness is most likely to be based on what people have seen in the media.

In the focus groups, many respondents had had experience of animal rights organisations through stands, and literature being handed out in local shopping areas. It is, therefore, not surprising that there is relatively high spontaneous awareness of more passive activities such as organising petitions (17%) or handing out leaflets (13%).

Around 1 in 10 spontaneously associate these organisations with more extreme activities, such as physical violence against those involved in animal research, or the use of car or mail bombs.

Animal Rights Organisations

Q17 Which, if any, of the following things are you aware of that any animal rights organisations is involved in or does?

		Acceptable	Unacceptable
Protest outside labs	80%	58%	18%
Hand out leaflets	72%	91%	2%
Free animals	71%	20%	50%
Organise petitions	65%	81%	4%
Destroy/damage property	61%	2%	83%
Verbally harass people	57%	7%	73%
Protest outside workers' homes	54%	15%	55%
Physical violence	54%	1%	89%
Write letters/ send 'hate mail'	52%	11%	67%
Ask people to put up posters	46%	81%	5%
Occupy research facilities	46%	12%	52%
Set up road blocks	40%	15%	52%
Use terrorist methods	40%	1%	94%

Base: All GB adults 15+ (1,125), April/May 2002

MORI

When prompted, protests outside laboratories remain the most high profile activity (mentioned by 8 in 10). Recognition of other methods of intimidation is also relatively high. Freeing animals is mentioned by 7 in 10. Passive methods, which people are more likely to have had first-hand experience of, such as handing out leaflets or organising petitions, are also well recognised (by around 7 in 10 in each case).

Of the ten most recognised activities, four are widely seen as acceptable. Perhaps not surprisingly, these are generally the more passive methods employed by these groups, involving distributing communications materials and organising petitions. In addition, almost 6 in 10 find it acceptable that activists protest outside research facilities, despite its potentially threatening nature.

Half feel that one of these groups' most high profile activities, freeing animals, is unacceptable and only 2 in 10 find it acceptable.

In general, the public is opposed to any destructive, physically violent or abusive behaviour. Eight in ten are opposed to the damaging of property, three-quarters to verbal harassment and nine in ten to physical violence against those involved in animal research. Perhaps not surprisingly, opposition is strongest to terrorist methods such as car or mail bombs (94%). Two per cent find any of the physically violent methods acceptable, whilst 7% see verbal abuse as justifiable.

It should be noted that in the focus groups activists were considered to have very extreme and unbalanced views, but they are also seen to have a place in bringing to light any possible inhumane treatment of animals. However, no-one condoned the use of violent means to put a point across, including the one participant who was strongly opposed to animal testing of any kind.

Reassurances

Around 7 in 10 or more feel more comfortable about the use of animals in medical research after hearing the following statements:

- **Alternatives to the use of animals in research are continually being developed and used**
- **By law, animals can only be used for research if there is no other way of obtaining information**

In the focus groups, concern was shown that there is a profit motive behind using animals, and that research into alternatives may not be as vigorous as the public would perhaps like. Reassurance that there is a commitment to finding alternatives is therefore likely to pacify the public to some extent.

- **80 – 90% of experiments using animals are classified as 'mild' e.g. they involve taking a temperature or a blood or urine sample only**
- **When using animals in research in the UK, strict rules are applied to avoid and minimise pain and stress to animals**

As mentioned earlier, the amount of pain suffered by animals is one of the most important issues for the public, being even more important than the species being used.

- **The UK has the strictest regulations on the use of animals in research in the world**
- **Animal facilities are spot checked at any time by a Home Office inspector**
- **Lab workers must have special training, qualifications and a licence to do research using animals.**

There is little knowledge of how regulation is managed²⁵, but considerable concern over how well regulations are enforced (for example suspicions that unlicensed experiments go on 'behind closed doors') and whether or not the welfare of animals is ensured. Public knowledge of how the system works is likely to remain limited, but an assurance of the stringency of regulations will be likely to limit concern in general.

However, some of the statements presented in the quantitative research evoke a negative response from minorities, namely that:

- **99.9% of animals used in research are specially bred for the purpose**

One in five say this statement makes them feel **less** comfortable. This may be because having been bred specifically for the task means that these animals will spend their entire lives in a laboratory. If perceptions are that laboratory conditions are inadequate for keeping animals, then this statement may not be comforting.

- **Animals are used to test all potential medicines to ensure they are safe for humans**

One in five say this statement makes them feel less comfortable. This is perhaps because it highlights the scale of experiments on animals. However, in the focus groups it was considered unrealistic that a drug would be tested on a human being before an animal, or that many would volunteer for such trials.

- **85% of animals used in research are rats and mice**

One in ten say this statement makes them feel less comfortable. Again, this is likely to come back to the fact that it is not the species of animal which is the most important concern (although there is some distinction between species). It is more a case of limiting the suffering of the animals being used.

²⁵ Seen in both the qualitative and quantitative phases of the research.

Appendices

Topline Results

ANIMALS IN MEDICAL SCIENCE Topline Results (10/06/02)

Main Survey in Great Britain

- 1,023 interviews with adults aged 15+. Conducted in-home, face-to-face
- Fieldwork conducted 8 – 24 April 2002
- 148 sampling points throughout Great Britain

Scotland and Wales Booster

- 102 interviews with adults aged 15+. Conducted in-home, face-to-face
- Fieldwork conducted 17– 29 May 2002
- 11 sampling points throughout Wales
- 3 sampling points in Scotland

Main Survey and Booster Data Combined

- 885 interviews in England
- 122 interviews in Scotland
- 118 interviews in Wales
- Base all (1,125) unless otherwise stated
- Data edited and weighted
- '*' denotes a finding of less than half a per cent but more than zero. Where figures do not add up to 100% this is due to computer rounding or multiple answers

Trend Data from 'Animals and Medicine and Science' MORI/MRC

- Fieldwork conducted 1– 26 September 1999
- 149 sampling points throughout Great Britain
- Base all (1,014) unless otherwise stated

ANIMALS IN MEDICAL SCIENCE

Name/Initial/Title: Mr/Mrs/Ms/Miss

Address:

Full Postcode

Sample point number:

 (17) (18) (19)

Telephone in home:

Yes	1
No	2
Refused/Ex-directory	3

Full tel. no (inc STD code):

Gender:

[SEE QUOTA]

	Male	%
	49	
	Female	51

Age: [SEE QUOTA]

		%
	15-24	14
	25-34	20
	35-44	19
	45-54	15
	55-59	15
	60-64	11
	65+	6

Occupation of Chief Income Earner

Position/Rank/Grade

Industry/Type of company

Quals/Degree/Apprenticeship

Number of staff responsible for

AND CODE FROM ABOVE

Class	A	%
	3	
	B	19
	C1	27
	C2	22
	D	17
	E	12

Marital status:

	Married	%
	54	
	Living together	9
	Single	24
	Widowed	7
	Divorced	5
	Separated	1
	Refused/No answer	*

Respondent is:

	%
Chief Income Earner	61
Not Chief Income Earner	39

Working Status of Respondent

[SEE QUOTA]

Working :	%
- Full-time (30+ hrs)	45
- Part-time (9-29 hrs)	10
Unemployed:	
- seeking work	3
- not seeking work	2
Not working:	
- retired	22
- looking after house/children	9
- invalid/disabled	3
Student	5
Other	*

Interviewer Declaration

I confirm that I have carried out this interview face-to-face with the above named person and that I asked all the relevant questions fully and recorded the answers in conformance with the survey specification and within the MRS Code of Conduct.

Signature:

Interviewer Name (CAPS):

.....

Interviewer Number:

 /
Day of Interview: 1 2 3 4 5 6 7
(Mon) (Thu) (Sun)Date of Interview: / /02Length of Interview: (minutes)

QA Household is:	%
Pensioner only (ie no children or other adults)	18
Non-pensioners (ie adults/no dependent children under 16)	45
Adults with dependent child/ren under 16	36
Refused/No answer	1

QB Which, if any, of the following applies to your household? Your household contains ...
(READ OUT.) MULTICODE OK

	%
Children aged 0-5	17
Children aged 6-10	15
Children aged 11-15	17
None of these	60
Refused/No answer	4

QC SHOWCARD (R) To which of the groups on this card do you consider you belong?
SINGLE CODE ONLY

	%
White	94
Black - Caribbean	1
Black - African	1
Black - other	*
Indian	2
Pakistani	1
Bangladeshi	-
Chinese	*
Any other ethnic group (WRITE IN AND CODE '9')	1
Refused	*

QD Number of Pets in Household:

	%
None	47
1	27
2	12
3	5
4 or more	9

QE SHOWCARD (R) Using this card, please tell me which, if any, is the highest educational or professional qualification you have obtained in a scientific subject. Just read out the letter or letters which apply. (IF STILL STUDYING, CHECK FOR HIGHEST ACHIEVED SO FAR). MULTICODE OK IN COMBINATION WITH STILL STUDYING, OTHERWISE SINGLE CODE

	%
GCSE/O-Level/CSE	26
Vocational qualifications (=NVQ1+2)	7
A-Level or equivalent (=NVQ3)	13
Bachelor Degree or equivalent (=NVQ4)	10
Masters/PhD or equivalent	3
Other	5
No formal qualifications	36
Still studying	3
Don't know	1
Refused	1

QF SHOWCARD (R) Here is a list of TV programmes. Which, if any, do you watch regularly? By 'regularly' I mean at least 3 out of 7 broadcasts on average MULTICODE OK

	%
BBC News at Ten O'clock	43
ITV Evening News	40
BBC News at Six O'clock	39
GMTV News (ITV)	22
BBC Breakfast News (BBC1)	22
ITV Nightly News	19
Sky News	18
Channel 4 News	16
Newsnight	13
News 24	12
BBC Parliament	5
Despatch Box	2
Other	1
Don't know/None of these	9

QG SHOWCARD (R) And which of these programmes, if any, have you watched recently? By 'recently' I mean at least one out of the last 4 programmes. MULTICODE OK

	%
Animal Hospital	43
Emmerdale	37
Casualty	34
Vets in Practice	32
Tonight - with Trevor McDonald	31
Have I got News for You?	27
Holby City	26
Panorama	22
Horizon	20
Question Time	20
ER	17
Cutting Edge	12
Breakfast with Frost	9
Equinox	7
Jonathan Dimbleby	6
On the Record	6
Correspondent	2
Other	*
Don't know/None of these/No answer	11

QH SHOWCARD (R) Here is a list of radio programmes. Which, if any, do you listen to regularly? By 'regularly' I mean at least 3 out of 7 broadcasts on average MULTICODE OK

	%
The Today Programme (BBC Radio 4)	11
World at One	6
Any Questions (Fridays)	5
Five Live breakfast show	5
Nicky Campbell	4
From Our Own Correspondent (Saturday mornings)	4
Start the Week	3
Today/Yesterday in Parliament (Daily)	3
Sunday Service	3
Late Night Currie	1
World Tonight	1
Other	4
None of these	74

QI SHOWCARD Using this card, please tell me which newspapers, if any, you read regularly? By regularly I mean on at least two days a week. MULTICODE OK

	%
The Sun	23
Daily Mirror	15
Daily Mail	15
Daily Telegraph	8
The Times	6
Daily Express	5
Daily Record	3
Daily Star	4
The Guardian	3
Financial Times	2
Evening Standard	2
The Independent	2
The Scotsman	1
Herald (Glasgow)	*
Other	6
None of these	31

QJ SHOWCARD Which of these Sunday publications, if any, did you read in the last seven days? MULTICODE OK

	%
News of the World	20
Sunday Mirror	11
The Mail on Sunday	11
The Sunday Times	8
The People	6
Sunday Telegraph	5
Sunday Express	4
Sunday Mail (Scotland only)	3
Sunday Post	2
The Observer	2
The Independent on Sunday	1
Scotland on Sunday	1
Sunday Business	*
Other	1
None of these	41

QK Respondent lives in:
[TRANSFER FROM ADDRESS LIST]

	%
Rural area	17
Mixed urban/rural area	11
Urban	71

Good morning/afternoon/evening, my name is from MORI, the independent research company. We're conducting a survey throughout Great Britain regarding people's views about medical research, and I wonder if you would be willing to be interviewed?

ASK ALL

Q1. What springs to mind when you think about 'medical research or its social and ethical implications over the past 2 – 3 years'? DO NOT PROMPT. MULTICODE OK

	%
Cancer research	24
Animal Testing/Vivisection	22
Cures for cancer/AIDS/Other diseases	11
Medicines/Drugs	11
Disease	6
Cloning	6
Genetics	5
Human embryo research	3
Organ transplants - unspecified	3
Animal Liberation Front (ALF)	2
Foot and Mouth Disease	2
GM (Genetically Modified) foods	2
MMR (Measles, Mumps & Rubella) vaccine	2
Essential/necessary	2
Beneficial/a good thing	2
Huntingdon Life Sciences	2
Lack of money	1
BSE	1
Designer babies	1
Organ transplants - animal to human/xenotransplantation	1
Stem cell research	1
Testing cosmetics/make-up	1
Promoting good health	1
Anthrax/Biological warfare	*
SHAC/Stop Huntingdon Animal Cruelty	1
Not doing well enough	*
Laboratory Testing	*
Other	14
Nothing/None	1
Animal experimentation issues	25
Don't know/No answer	18

Please note that data from Q1 should be treated with extreme caution. The spontaneous nature of the question was affected by the questionnaire being introduced as regarding 'Animals in Medical Science'. As such, respondents top-of-mind thoughts will have been affected.

READ OUT: From now on I would like to focus on 'the use of animals in medical research'.

Q2. How concerned, if at all, are you about the use of animals in medical research, would you say that you are..? READ OUT a – d. SINGLE CODE ONLY. ALTERNATE ORDER & TICK START.

TICK START (✓)

		%	
☐	a ...very concerned	24	
	b ...fairly concerned	43	ASK Q3
	c ...not very concerned	23	GO TO Q4
☐	d ...not at all concerned	9	
	Don't know	1	

ASK Q3 OF ALL WHO ARE CONCERNED (CODES 1 OR 2) AT Q2. OTHERS GO TO Q4.

Q3. **Why do you say that?** DO NOT PROMPT. WRITE ANSWER BELOW AND CODE 1. IF NO ANSWER/DK, CODE 2. PROBE FULLY.

	%
It's unpleasant/ cruel/ animals suffer	38
I don't agree with the use of animals in medical research	14
Some testing is unnecessary/should only test when absolutely necessary	10
There should be an alternative method/way	9
I'm an animal/pet lover	9
Animals are defenceless/ can't speak for themselves/ can't say no	7
An animal is a living thing/ all life has some value	6
Animals should only be used for medical research purposes	5
All testing is unnecessary	5
It's unnecessary for cosmetic/ beauty products	5
Concerned about the conditions animals are kept in	4
Research has to be done for the benefit of mankind/ human benefit	2
Concerned about the type of animals used	2
Humans are biologically different to animals/ results could be misleading	2
Research is not always carried out correctly	2
Concerned about the effects/ lasting effects of tests on animals	1
Should be done humanely	1
I've seen TV programmes on the subject	1
I'm a vegetarian/ vegan	1
Don't buy things tested on animals	1
Insufficient openness/ behind closed doors	1
Other	7
All/Some testing is unnecessary	23
No answer/Don't know	8

Base: All who are concerned about the use of animals in medical research (759)

ASK ALL

Q4. SHOWCARD (R) 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 in which, if any, of these situations you think animal experimentation is always justified, sometimes justified or never justified. Just read out the letter and then your response for each letter. SINGLE CODE ONLY FOR EACH OF A – N.

		Always justified		Sometimes justified		Never justified		Don't know	
		1999 %	2002 %	1999 %	2002 %	1999 %	2002 %	1999 %	2002 %
A	Researching animal diseases	31	35	48	49	16	12	5	4
B	To learn how cells work	13	22	43	44	34	25	10	9
C	To help protect people working in industry	-	13	-	32	-	46	-	8
D	Testing the safety of cosmetics eg skin care products, make-up	4	4	9	12	85	81	3	3
E	For research into life-threatening diseases such as AIDS	33	45	38	34	25	17	4	4
F	For ways of preventing diseases eg vaccines	29	41	43	39	24	15	4	4
G	Improving livestock welfare, such as preventing disease in cattle herds or preventing stress in transported animals	24	36	43	40	27	19	7	5
H	For research into life-threatening diseases such as cancers	42	55	35	29	19	13	4	3
I	For testing potential new medicines	21	31	45	43	30	21	4	4
J	Testing the safety of chemicals used in the home eg cleaning products, disinfectants, adhesives or DIY products ¹	4	7	15	21	77	67	4	5
K	For treatments to improve quality of life ²	11	18	35	36	46	40	8	6
L	To understand how genes affect disease	-	27	-	45	-	21	-	7
M	For research into debilitating diseases such as Alzheimer's and Multiple Sclerosis (MS)	-	46	-	34	-	16	-	4
N	Protecting the environment	-	12	-	33	-	48	-	8

Q5. How would you rate your interest in the issue of animal experimentation? By 'your interest' I mean whether you are interested to discuss the topic or hear more about it - regardless of your views about it. Would you say you are ... READ OUT a - d. ALTERNATE ORDER AND TICK START. SINGLE CODE ONLY

TICK START (✓)		1999 %	2002 %
☐	a Very interested	14	12
	b Fairly interested	53	47
	c Not very interested	24	31
☐	d Not at all interested	8	9
	Don't know	1	1

¹ Previously asked as 'Testing the safety of household products eg. disinfectants, DIY products'

² Previously asked as 'For treatments to improve quality of life such as HRT (Hormone Replacement Therapy)'

- Q6. SHOWCARD (R) Which, if any, of the following species do you think is the most commonly used in animal experimentation? Just read out the letter that applies. RECORD 1ST MENTIONED IN 1ST COLUMN And which others do you think are most commonly used? Again, just read out the letter or letters that apply. RECORD 2ND MENTIONED IN 2ND COLUMN, ETC.

		1st mention		1st and 2nd mentions		1st, 2nd & 3rd mentions		Combined mentions	
		1999 %	2002 %	1999 %	2002 %	1999 %	2002 %	1999 %	2002 %
A	Cats	7	1	13	4	21	6	31	14
B	Chickens	*	1	1	1	3	2	7	5
C	Dogs	5	4	14	8	24	16	35	26
D	Fish	*	*	*	*	1	*	2	1
E	Guinea Pigs	4	4	9	9	21	17	32	27
F	Horses	*	*	*	*	1	1	1	2
G	Mice	-	35	-	61	-	74	-	83
H	Monkeys	16	9	41	25	67	44	79	62
I	Pigs	1	1	6	4	10	8	16	14
J	Rabbits	10	7	40	22	54	38	64	52
K	Rats	-	35	-	59	-	73	-	84
L	Sheep	*	1	1	2	3	4	8	11
Rats and Mice (as asked in 1999)		55	-	73	-	86	-	93	-
None of these		0	*	0	*	0	*	0	*
Don't know		1	2	1	2	1	2	1	2

- Q7. How much would you say you know about the rules and regulations that govern animal experimentation? Would you say you know....READ OUT a-d. ALTERNATE ORDER & TICK START. SINGLE CODE ONLY.

TICK START (✓)		1999 %	2002 %
☐	a ...a great deal	*	1
	b ...a fair amount	7	5
	c ...not very much	41	41
☐	d ...nothing at all	50	52
Don't know		1	1

Q8. **Who, if anyone, do you think devises and enforces the regulations placed on using animals in medical research in the UK?** DO NOT PROMPT. RECORD **SPECIFIC** MENTIONS IN FIRST COLUMN. IF 'GOVERNMENT' MENTIONED BUT NO **SPECIFIC** GOVERNMENT DEPARTMENT, RECORD 'GOVERNMENT' (CODE 9) IN FIRST COLUMN, ALONG WITH MENTIONS OF ANY OTHER BODIES. MULTICODE OK.

THEN, IF NO SPECIFIC GOVERNMENT DEPARTMENT MENTIONED (INCL. DK), THEN PROBE **Which department within Government?** AND CODE THE RESPONSE IN THE SECOND COLUMN. MULTICODE OK. DO NOT PROMPT.

	Who? %	Which Govt Dept?*	COMBINED %
Animal welfare charities/NGOs eg. RSPCA	6	-	6
Brussels/Europe/EU /European Parliament	1	-	1
Companies/institutions (using animals for research)	2	-	2
DEFRA/Department of Environment, Food and Rural Affairs	3	16	11
DoH/Department of Health	4	17	12
DTI/Department of Trade and Industry	-	1	*
Home Office	1	1	1
OST/Office of Science & Technology	1	2	2
Government/ UK Government – unspecified	51	-	2
Don't know which Government department	-	54	28
Other	8	10	13
No specific body/organisation	1	-	1
Don't know	28	-	28

*Base: All not mentioning a specific government department (575)

Q9. **How much trust do you have in the current rules and regulations governing animal experimentation? Would you say you have....**READ OUT a-d. ALTERNATE ORDER & TICK START. SINGLE CODE ONLY.

		1999 %	2002 %	
a	...a great deal of trust	2	3	GO TO Q11
b	...a fair amount	22	32	
c	...not very much	36	39	ASK Q10
d	...no trust at all	21	13	
	Don't know	19	13	GO TO Q11

ASK Q10 IF ANSWERED 'NOT VERY MUCH' OR 'NO TRUST AT ALL' AT Q9 (CODES 3 & 4). OTHERS GO TO Q11

Q10. **Why do you say that?** DO NOT PROMPT. PROBE FULLY. MULTICODE OK

	1999 %	2002 %
Not enough information	29	23
I do not trust those who regulate	25	23
I don't know enough	16	17
The system is corrupt	9	11
It's cruel	11	11
Don't see the results of the regulation	8	10
The regulation does not seem to have an impact on what people are doing	7	8
They are only interested in profits	10	7
Current regulation does not reflect the right values	5	4
Current regulation does not ask the right questions of those who carry out animal experiments	5	4
More inspections are needed	9	3
Information in the media/Media Reports	-	3
Do not trust government/politicians	-	2
The penalties are not strict enough	4	2
Experiments done in secret/behind closed doors	-	2
Information from too many sources	2	1
Do not agree with animal testing/No need	-	1
Not told truth/False information	-	1
Still experimenting/They still allow it	-	1
Too much information given	1	*
Other	12	12
Info from too many sources/Too much info	-	1
Lack of faith in system	-	47
Don't know	2	5

Base: All who have 'not very much' or 'no trust at all' in the rules and regulations governing animal experimentation (579/601)

ASK ALL

Q11. SHOWCARD (R) 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? Just read out the letter or letters that apply MULTICODE OK.

	1999 %	2002 %
Animal Welfare Groups	54	45
Vets	56	45
The Medical Research Council	32	34
Charities researching diseases eg. Heart disease, Cancer	27	26
Environmental Groups	25	22
Scientists	20	23
An Advisory Body to Government, composed of people representing different viewpoints	25	23
An Advisory Body to Government, composed of experts	20	21
GPs/Family Doctors	18	18
Universities	16	17
Anti-Vivisection Campaign Groups	19	9
Family/Friends	-	8
Pharmacists/Chemists	7	8
Government	6	7
TV	-	6
Consumer Groups	8	5
Newspapers	-	5
Religious organisations	10	5
The Media	8	5
Pharmaceutical companies	4	4
Teachers	8	4
Celebrities/Well-known personalities	8	3
Patients	6	3
Radio	-	3
Magazines	-	2
Industry/Manufacturers	1	*
Other	-	*
Animal welfare/ Environmental/ Anti-vivisection groups	-	53
Advisory body	-	35
Doctors/ Pharmacists/ Chemists	-	21
Teachers/ Universities	-	19
The media	-	12
Industry/ Manufacturers/ Pharmaceutical companies	-	4
None of these	6	5
Don't know	2	2

Base: All

Please note, the trend data at Q11 should be treated with extreme caution, due to the increase in the number of categories on the showcard in 2002.

Q12. SHOWCARD (R) Using this card, how strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation? READ OUT a-g. ALTERNATE- ORDER. TICK START. SINGLE CODE ONLY FOR EACH STATEMENT.

TICK START (✓)		Strongly Agree		Tend to agree		Neither agree nor disagree		Tend to disagree		Strongly disagree		Don't know	
		'99	'02	'99	'02	'99	'02	'99	'02	'99	'02	'99	'02
		%	%	%	%	%	%	%	%	%	%	%	%
a	I have a lack of trust in the regulatory system about animal experimentation	30	16	34	34	19	25	9	16	2	4	5	6
b	I trust the scientists not to cause unnecessary suffering to the animals being experimented on	8	9	21	31	13	15	33	29	23	15	2	2
c	I feel that unnecessary duplication of animal experiments <u>may</u> go on	35	28	48	50	8	10	4	6	1	2	4	4
d	I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence	58	46	30	37	5	7	3	4	1	3	2	3
e	Britain probably has tough rules governing animal experimentation	8	9	33	41	19	22	20	13	8	5	11	10
f	I expect that the rules in Britain on animal experimentation are well enforced	5	6	24	34	18	23	28	22	13	7	11	8
g	I trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research institutes	-	12	-	43	-	17	-	19	-	5	-	3

Q13. SHOWCARD (R) AGAIN And using this card, how strongly do you agree or disagree with these more general statements about animal experimentation? READ OUT a-m. ROTATE ORDER. TICK START. SINGLE CODE ONLY FOR EACH STATEMENT.

		Strongly Agree		Tend to agree		Neither agree nor disagree		Tend to disagree		Strongly disagree		Don't know	
		'99 %	'02 %	'99 %	'02 %	'99 %	'02 %	'99 %	'02 %	'99 %	'02 %	'99 %	'02 %
TICK START (✓)													
a	I can accept animal experimentation so long as it is for medical research purposes	23	30	41	45	10	8	11	9	13	7	2	1
b	There needs to be more research into alternatives to animal experimentation	64	56	27	32	4	5	2	3	1	1	2	1
c	I can accept animal experimentation so long as there is no unnecessary suffering to the animals	26	32	43	45	9	8	10	9	11	6	2	1
d	I would like to know more about animal experimentation before forming a firm opinion	27	22	37	39	15	19	11	12	8	7	1	1
e	I do not support the use of animals in any experimentation because of the importance I place on animal welfare	21	15	18	20	20	19	25	33	13	12	3	1
f	Animal experimentation will always be used for research purposes	19	20	53	52	9	10	10	11	5	4	4	3
g	It does not bother me if animals are used in experimentation	4	3	8	14	9	11	26	30	52	41	1	*
h	I am not interested in the issue of animal experimentation	4	3	8	11	12	19	35	35	41	31	1	1
i	Animal experiments for medical research purposes are a necessary evil	16	16	38	46	14	13	15	15	13	9	4	1
j	Animal experimentation for medical research purposes should only be conducted for life-threatening diseases	22	16	36	37	13	15	16	20	11	9	2	2
k	The Government should ban all experiments on animals for any form of research	16	11	10	10	16	12	32	40	23	25	3	1
l	I agree with animal experimentation for all types of <u>medical</u> research, where there is no alternative	20	25	40	44	11	11	10	10	15	8	3	2
m	I agree with animal experimentation for all types of research where there is no alternative	6	9	21	29	9	14	27	26	33	19	3	2

Summary Table

	1999	2002
Conditional Acceptors	84	90
- Agree with A, C, J or L		
Unconditional Acceptors	32	45
- Agree with G or M		
Objectors	44	39
- Agree with E or K		

- Q14. SHOWCARD (R) **Provided that all welfare regulations were well enforced, please tell me, using this card, how acceptable or unacceptable your overall opinions and impressions are of...**
 READ OUT a – h. SINGLE CODE ONLY FOR EACH STATEMENT. ALTERNATE ORDER.
 TICK START

		Very accepta- ble %	Fairly accepta- ble %	Neither accepta- ble nor unaccepta- ble %	Fairly unaccepta- ble %	Very unaccepta- ble %	Don't know %
☐	a The use of bacteria in medical research	23	40	14	7	5	10
	b The use of rats in medical research	18	47	10	13	10	1
	c The use of rabbits in medical research	9	40	12	22	16	1
	d The use of monkeys in medical research	7	32	13	24	23	2
	e The use of human volunteers in medical research	39	41	7	5	6	1
	f The use of mice in medical research	17	46	9	14	12	1
	g The use of genetically modified rats in medical research	11	30	12	20	22	6
☐	h The use of genetically modified mice in medical research	11	29	12	20	22	6

- Q15. SHOWCARD I am going to read out a list of true statements. For each one I read out, using this card could you tell me how comfortable, or uncomfortable, the statement makes you feel about the use of animals in medical research...?
- READ OUT a – I. SINGLE CODE ONLY FOR EACH STATEMENT. ALTERNATE ORDER EXCEPT PLEASE NOTE: STATEMENT 'I' SHOULD ALWAYS BE READ OUT BEFORE STATEMENT 'J'.

TICK START (✓)			Much more	Slightly	Makes no	Slightly	Much	Don't
			comfortable	more comfortable	difference	more uncomfortable	more uncomfortable	know
			%	%	%	%	%	%
☐	a	85% of animals used in research are rats and mice	16	29	43	7	4	1
	b	The UK has the strictest regulations on the use of animals in research in the world	29	43	20	3	2	3
	c	Animal facilities are spot-checked at any time by a Home Office inspector	28	44	22	3	1	2
	d	By law, animals can only be used for research if there is no other way of obtaining information	32	42	19	4	2	1
	e	The possible effects on the animals are always weighed up against the benefits of the research before permission is granted to use them	22	43	24	5	2	2
	f	Animals are used to test all potential medicines to ensure they are safe for humans	17	35	29	13	5	1
	g	Alternatives to the use of animals in research are continually being developed and used	39	42	14	2	2	1
	h	Lab workers must have special training, qualifications and a license to do research using animals	33	36	27	2	2	*
	i	80-90% of experiments using animals are classified as mild e.g. they involve taking a temperature or a blood or urine sample only	37	39	17	3	2	1
	j	When using animals in research in the UK, strict rules are applied to avoid and minimise pain and stress to animals	31	42	19	4	3	1
	k	99.9% of animals used in research are specially bred for the purpose	15	23	39	13	9	1
☐	l	When using animals in research in the UK, strict rules are applied to ensure high welfare standards for the animals, such as adequate heating, lighting and space	23	42	28	4	2	1

Q16. What, if any, things are you aware of that any animal rights organisation is involved in or does, in order to protest about the use of animals in research? DO NOT PROMPT.
MULTICODE OK.

	%
Organise a demonstration/ protest outside research laboratories	40
Free animals	22
Destroy/Damage property	20
Organise petitions	17
Handing out leaflets	13
Use physical violence against those involved in animal research	13
Use terrorist methods eg. car- bombs, mail bombs	12
Organise a demonstration /protest outside investors'/workers' homes	12
Occupy research facilities	10
Verbally harass people	8
Ask people to put a protest sticker/poster in their window	7
Write letters/Send 'hate mail'	6
Set up road blocks	4
Lobby government/ministries	2
Use the media	2
Boycott products/ stores	*
Other	7
Violence/ Terrorism	35
None of these	*
Don't know	19

Q17. SHOWCARD And which, if any, of the following things are you aware of that any animal rights organisation is involved in or does, in order to protest about the use of animals in research? Please read out the letter or letters which apply. MULTICODE OK.

	%
Organise a demonstration/ protest outside research laboratories	80
Hand out leaflets	72
Free animals	71
Organise petitions	65
Destroy/damage property	61
Verbally harass people	57
Organise a demonstration/ protest outside investors'/workers' homes	54
Use physical violence against those involved in animal research	54
Write letters/Send 'hate mail'	52
Ask people to put a protest sticker/poster in their window	46
Occupy research facilities	46
Set up road blocks	40
Use terrorist methods eg. car- bombs, mail bombs	40
Other	3
Violence/ Terrorism	72
None of these	1
Don't know	3

- Q18. SHOWCARD (R) AGAIN Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research? Please read out the letter or letters which apply. MULTICODE OK.
- Q19. SHOWCARD (R) AGAIN And which, if any, of the following do you feel are not acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research? MULTICODE OK. PLEASE ENSURE THAT CODES FROM Q18 ARE NOT REPEATED FOR Q19.

	Q18 ACCEPTABLE %	Q19 NOT ACCEPTABLE %
Hand out leaflets	91	2
Ask people to put a protest sticker/poster in their window	81	5
Organise petitions	81	4
Organise a demonstration/ protest outside research laboratories	58	18
Free animals	20	50
Organise a demonstration/ protest outside investors'/workers' homes	15	55
Set up road blocks	15	52
Occupy research facilities	12	52
Write letters/Send 'hate mail'	11	67
Verbally harass people	7	73
Destroy/Damage property	2	83
Use physical violence against those involved in animal research	1	89
Use terrorist methods eg. car-bombs, mail bombs	1	94
Other	2	4
Violence/ Terrorism	2	97
None of these	2	1
Don't know	1	*

Q20. SHOWCARD (R) Which, if any, of the following things would you say you have done over the last two years or so? Just read out the letter or letters that best apply. MULTICODE OK.

		1999 %	2002 %
A	Avoided genetically-modified foods	31	29
B	Been a vegetarian/vegan	9	9
C	Been a member of an organisation involved in animal welfare	8	5
D	Been horse-riding	11	13
E	Been to a farm	47	43
F	Been to a laboratory where experiments are conducted on animals	1	2
G	Been to a zoo/safari park/animal park	41	40
H	Been fishing	13	13
I	Bought 'cruelty-free' cosmetics, not tested on animals	36	34
J	Gone for a drive in the countryside/along the coast	71	71
K	Owned a pet	66	61
L	Taken part in a protest or demonstration against a blood sport - eg fox hunting, hare coursing, beagling	2	1
M	Taken part in a protest or demonstration against experiments on animals	1	1
N	Taken part in a protest or demonstration against the shipment of live farm animals	1	1
O	Read a science magazine	24	25
P	Signed a petition on any animal welfare issue	28	20
Q	Studied a scientific subject	13	12
R	Taken part in any blood sport - eg fox hunting, hare coursing, beagling	1	1
S	Walked in the countryside/along the coast	74	75
T	Worn a fur coat	2	2
U	Written a letter to an MP or editor of a newspaper/magazine protesting against animal experiments	2	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	2
W	Written a letter to an MP or editor of a newspaper/magazine protesting against the shipment of live farm animals	3	1
X	You or a close family member have taken a drug prescribed by a doctor for a serious illness	39	42
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	13
Z	Personally taken a prescription medicine	-	75
AA	Personally taken an 'over-the-counter' medicine (ie. non-prescription)	-	71
	Activist (C,L,M,N,P,U,V,& W)	-	5
	Super Activist (C.L.M,N,U,V &W)	-	3
	Pro (R, T & Y)	-	14
	Scientific interest (O & Q)	-	28
	Diet – avoid GM foods/vegetarian/vegan (A &B)	-	34
	Visited a zoo/farm (E & G)	-	57
	Taken a drug for a serious illness (X & Y)	-	45
	Taken a drug (X, Y, Z, AA)	-	89
	Horse-riding/Fishing (D & H)	-	22
	Other	1	*
	None of these	2	2
	Don't know	*	*

Methodology

The research was conducted in three phases – a qualitative phase, followed by the main quantitative phase and then a booster survey in Scotland and Wales. It was considered that there was no need for a pilot quantitative phase because of the similarity of the questionnaire to the 1999 MRC survey and the exploration of more ambiguous or difficult concepts during the qualitative research.

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

Methodology – Qualitative

MORI conducted four focus groups in Great Britain. Two groups were carried out in the North of England, in Stockport, on 7 March 2002 and two in the South, in central London, on 12 and 13 March 2002. The two in London were observed by members of CMP, via a viewing facility. In total, 36 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 and worked in pre-determined locations to invite people (face-to-face) to attend. A maximum of one person per household was invited to participate in any group discussion.

Respondents were invited to a focus group about 'The Use of Animals in Medical Research', so as 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.

Interviewers were provided with quotas for age, gender, social class, and pets in household. The following profiles were achieved:

Stockport - Group 1			Stockport - Group 2		
	Quota	Actual Group Profile		Quota	Actual Group Profile
Sex			Sex		
Male	4-6	3	Male	4-6	5
Female	4-6	6	Female	4-6	3
Age			Age		
20-35	10	9	45+	10	8
Social Class			Social Class		
ABC1	10	9	C2DE	10	8
Children in household	No quota	N/A	Children in household	4-7	2
Pets in household			Pet in household		
	4-7	7		4-7	3
Self or family member taking drug for serious illness	1-3	2	Self or family member taking drug for serious illness	1-3	3
Vegetarian/Vegan	0-1	1	Vegetarian/Vegan	0-1	0
TOTAL	10	9	TOTAL	10	8
London - Group 1			London - Group 2		
	Quota	Actual Group Profile		Quota	Actual Group Profile
Sex			Sex		
Male	4-6	3	Male	4-6	4
Female	4-6	8	Female	4-6	4
Age			Age		
25-44	10	11	45+	10	8
Social Class			Social Class		
C2DE	10	11	ABC1	10	8
Children in household	4-7	4	Children in household	No quota	N/A
Pets in household	4-7	4	Pet in household	4-7	3
Self or family member taking drug for serious illness	1-3	3	Self or family member taking drug for serious illness	1-3	5
Vegetarian/Vegan	0-1	1	Vegetarian/Vegan	0-1	1
TOTAL	10	11	TOTAL	10	8

In addition, the criteria below were used to identify people who were more likely to be potential supporters or opponents²⁶. Quotas were set for respondents with a strong 'pro-' or 'anti-' outlook, 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 (around 4 in 10 GB adults has). These people tend to be marginally, though not significantly, more likely to approve of animal experimentation in a number of situations²⁷. A quota was set of 1-3 respondents for each of the four groups
- Whether the respondent is a vegetarian or vegan (9% of GB adults are). A quota was set for up to a single respondent across the two groups in Stockport and the same in London
- Whether the respondent is a paid-up member of an animal welfare organisation (5% of GB adults are). This group was excluded.

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

Participants discussed the following:

- The impact of recent news coverage of science on their opinions
- Their understanding of the use of animals in medical 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 appear to influence their attitudes and assumptions
- Awareness of media stories relating to animal experimentation and reactions to them
- Awareness of, and attitudes towards, animal rights and anti-vivisection organisations
- Awareness of regulations
- Who they trust for reliable information

²⁶ Information about individuals is held in confidence by MORI

²⁷ MORI/*New Scientist*, March 1999

- Any questions that they wanted answering
- To some extent, their awareness of alternatives to the use of animals
- A final overview

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

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 some useful material to feed into the questionnaire design stage.

Methodology – Quantitative

The quantitative research consisted of a mainstage survey, followed by a booster survey in Scotland and Wales. All interviews were conducted with adults aged 15+ in Great Britain, 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 162 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 field force 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 questions with longer lists there was a three-way rotation.

The two quantitative surveys provide statistically valid responses from a combined representative sample of 1,125 adults aged 15+ in Great Britain: 885 in England, 122 in Scotland and 118 in Wales

For the mainstage, a total of 1,023 interviews were carried out among adults aged 15+, in Great Britain, between 8 – 24 April 2002.

For the booster, a total of 102 interviews were carried out among adults aged 15+, in Scotland and Wales, between 17 – 29 May 2002.

A copy of the marked-up questionnaire, showing the combined data from the two quantitative stages, can be found in these appendices.

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 discrepancies in the proportions of demographic groups achieved. The impact of weighting the data has been no more than to alter any percentage finding by more than 2%.

	Unweighted %	Weighted %
Gender x Work Status:		
Male:		
Working full-time	22	30
Not working full-time	23	19
Female:		
Working full-time	14	15
Not working full-time	41	37
Age:		
15-34	30	34
35-54	34	34
55+	36	31
Social Class:		
AB	19	18
C1	29	24
C2	21	28
DE	30	29
Government Official Region:		
Scotland	11	9
North-East	4	5
North-West	12	12
Yorkshire & Humberside	8	9
East Midlands	6	7
West Midlands	10	9
Wales	10	5
Eastern	5	9
South-West	7	9
London	12	13
South-East	16	14

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 1,125 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 3 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures. However, while it is true to conclude that the 'actual' result (95 times out of 100) lies anywhere between 47% and 53%, it is proportionately more likely to be closer to the centre of this band (i.e. at 50%) than to lie at the extremes of this band (i.e. 47% or 53%).

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%	30% or 70%	50%
1,125 interviews (All)	$\pm \frac{1}{2}$	$\pm \frac{1}{3}$	$\pm \frac{1}{3}$
614 interviews (All women)	3	4	4
145 interviews (All 15–24 yr olds)	5	8	8

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 614 and 511 (women vs. men), one would need a minimum difference of 4% for these findings to be statistically significantly different (95 times in 100). Because the actual difference is greater than 4% 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 145 and 190 interviews respectively (15–24 vs. 25–34 year olds), the difference would not be statistically significant if the percentages being compared were 10% and 15% (because one would need a minimum difference of 7%, 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%	30% or 70%	50%
614 vs. 511 (women vs. men)	4	5	6
145 vs. 190 (15–24 vs. 25–34 yr. olds)	7	10	11

* 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.