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NewScientist

Public Attitudes Towards Animal Experimentation

Presentation by:
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Wednesday 19 May

Methodology

- Nationally representative sample (Great Britain) of 2,009 adults aged 15+ (MORI Omnibus)
- Interviews conducted:
 - face-to-face, in home, using CAPI technology
 - in 158 constituency-based sample points
 - between 5-8 March 1999
- Data weighted to national profile

Objectives of the Survey

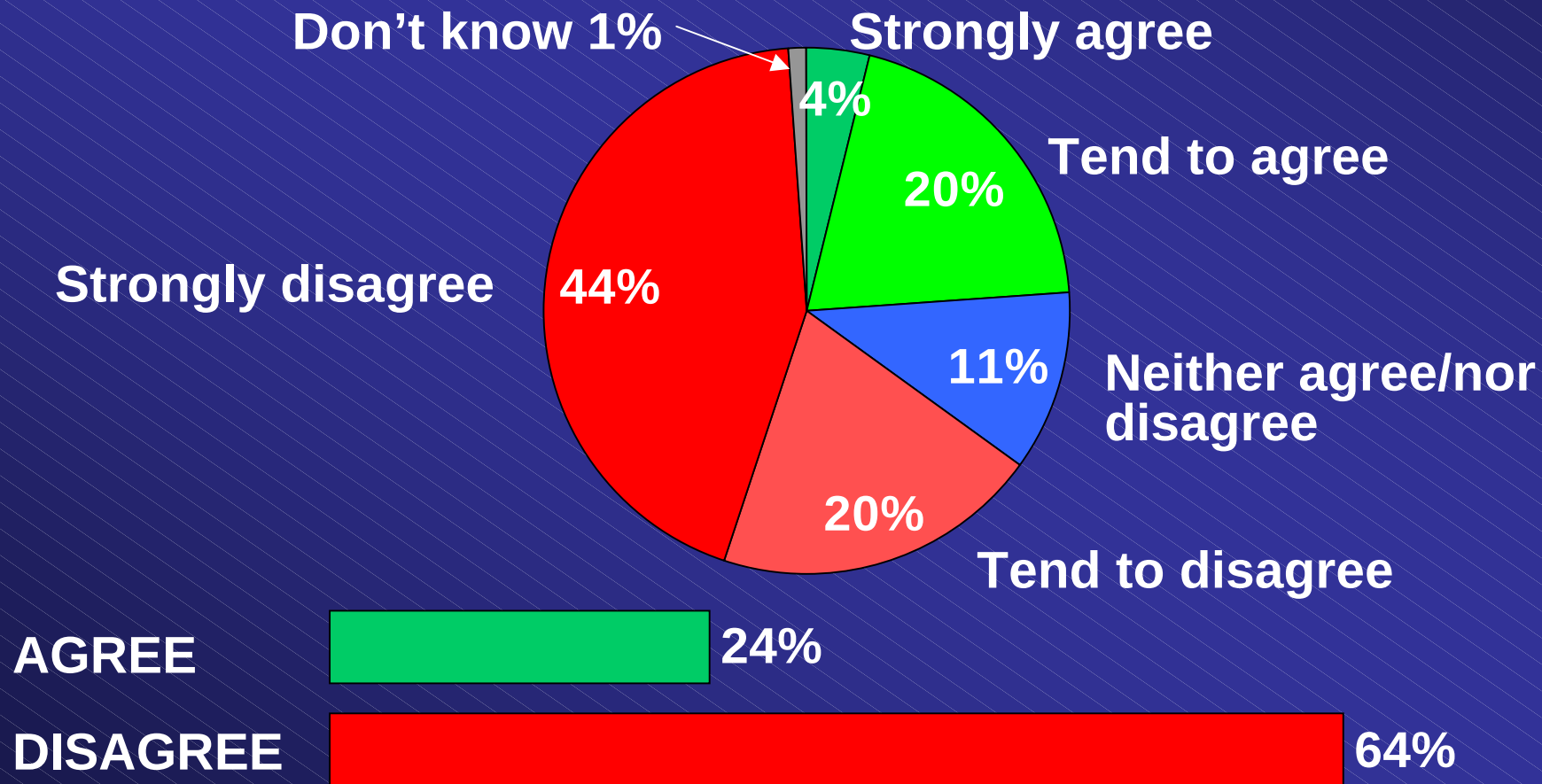
- To explore where the British public currently draws the line on animal experimentation
- Specifically:
 - attitudes towards animal experimentation generally
 - differentiation between different end applications
 - discrimination between different animal species used
 - differentiation between degree of pain inflicted
 - awareness of relative stringency of Britain's regulatory stance

Background

- We can measure behaviour, knowledge and views
- Public mistrust of scientists is potential barrier to willingness to listen to scientific arguments
- Overall, 63% trust scientists (generally) to tell the truth (source: MORI/BMA)
- However, on environmental issues specifically, while 75% trust scientists to tell the truth, just 46% trust scientists working for the government, and 43% scientists working in industry

Overall Attitudes Towards Animal Testing

Q *On balance, do you agree or disagree that scientists should be allowed to conduct any experiment on animals?*



Base: All version 1 (949 adults 15+; interviewed 5-8 March 1999)

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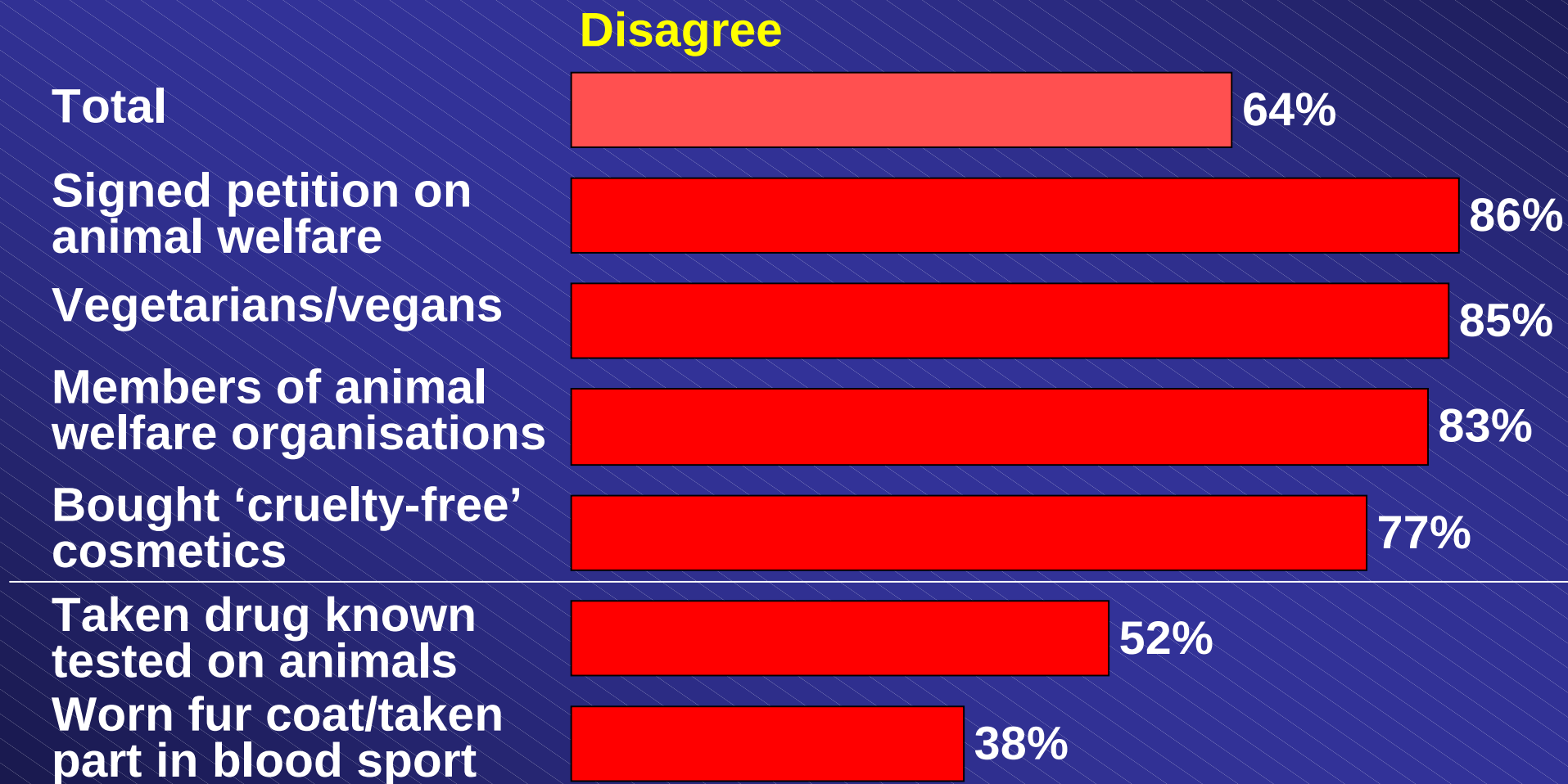
Overall Attitudes Towards Animal Testing – Sub Group Analysis (1)



Base: All version 1 (949 adults 15+; interviewed 5-8 March 1999)

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Overall Attitudes Towards Animal Testing – Sub Group Analysis (2)



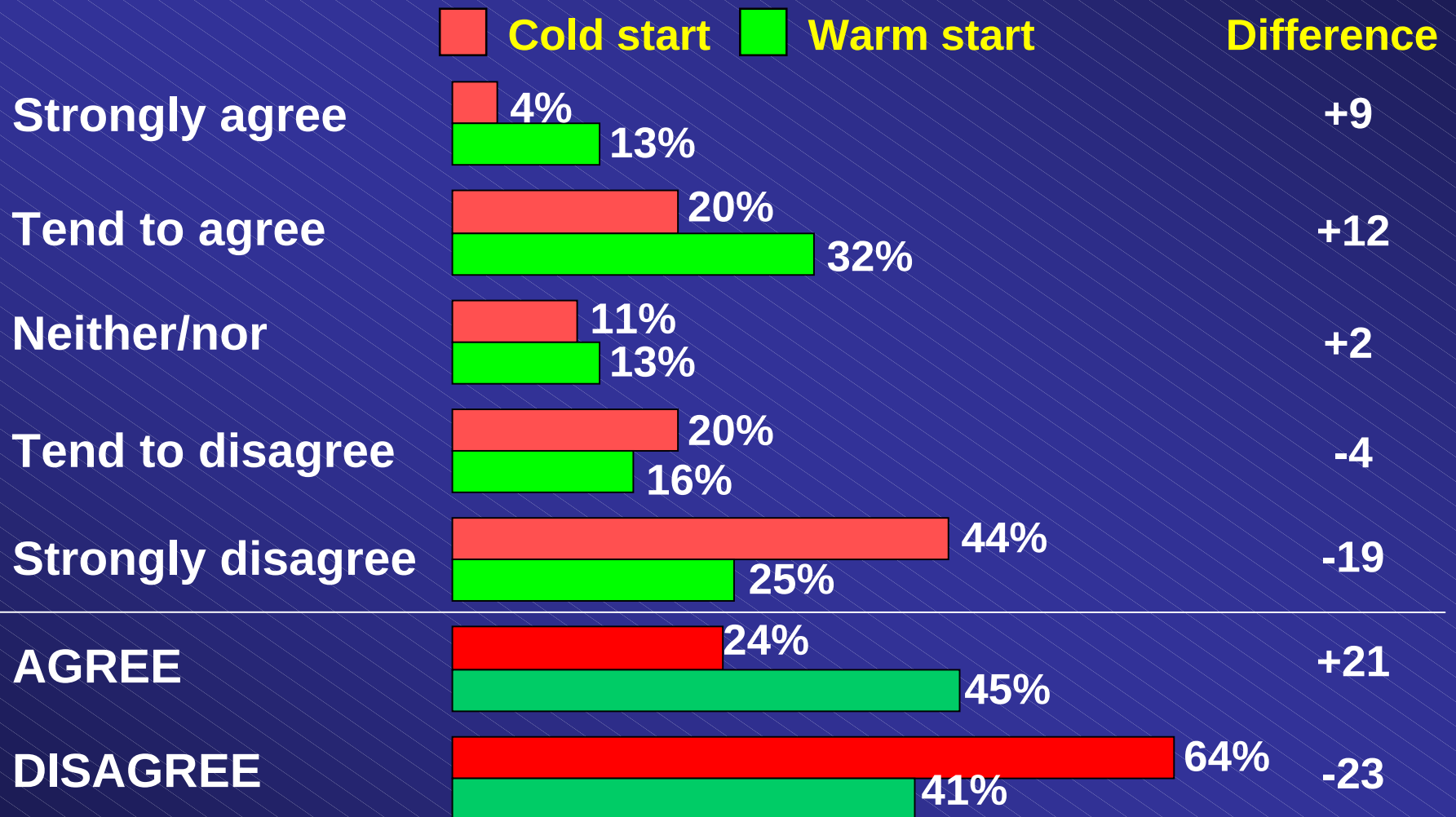
Base: All version 1 (949 adults 15+; interviewed 5-8 March 1999)

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Warm Start Introduction

Some scientists are developing and testing new drugs to reduce pain, or developing new treatments for life-threatening diseases such as leukaemia and AIDS. By conducting such experiments on live animals, scientists believe they are make more rapid progress than would otherwise have been possible.

Overall Attitudes Towards Animal Testing



Base: All Version 1 ("cold start") / Version 2 ("warm start"); c. 1,000 adults 15+

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Overall Attitudes Towards Animal Testing

Q *On balance, do you agree or disagree that scientists should be allowed to conduct any experiment on animals?*

Swing

Total: 22%

Men: 21%

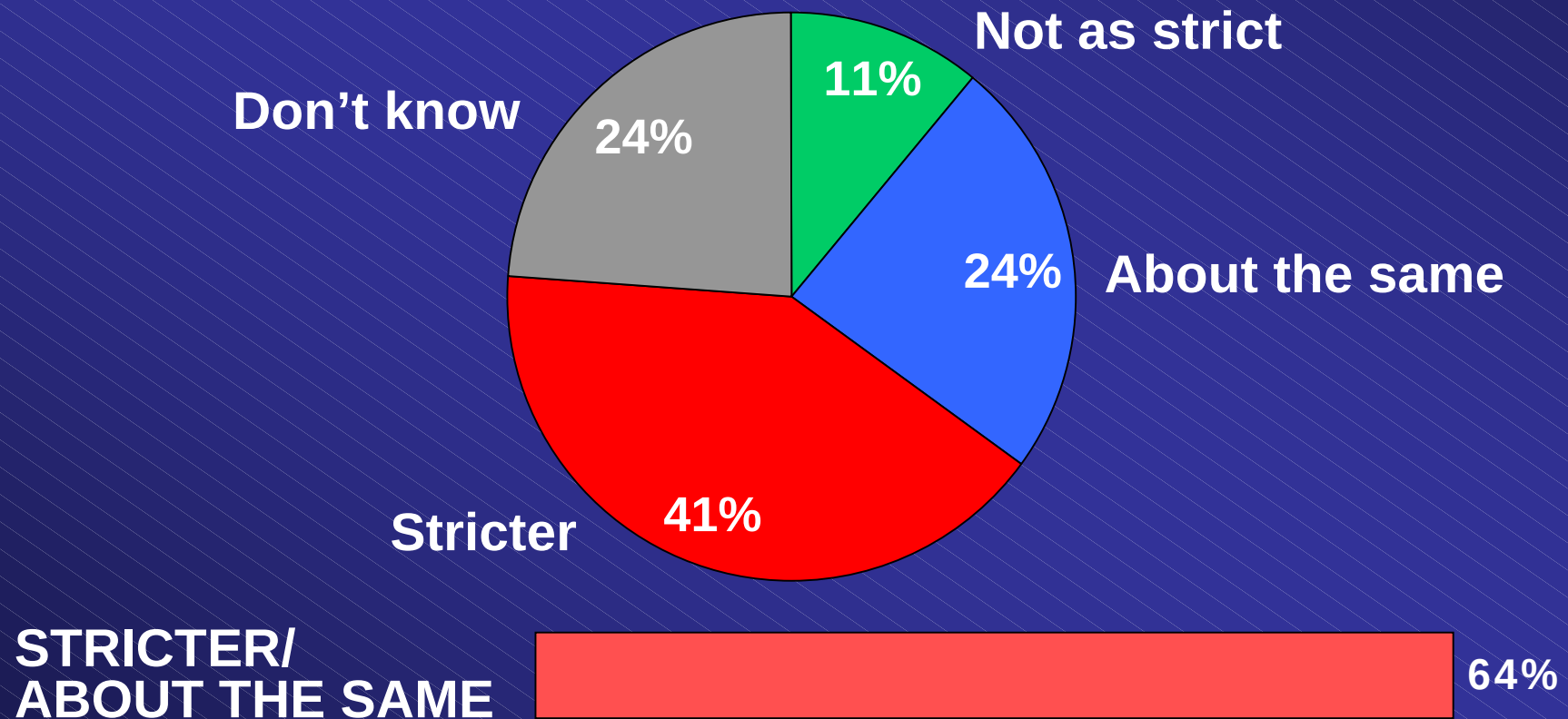
Women: 23%

Been a member of an organisation involved in animal welfare: 14%

Bought 'cruelty-free' cosmetics not tested on animals: 30%

Awareness of Britain's Regulatory Stance

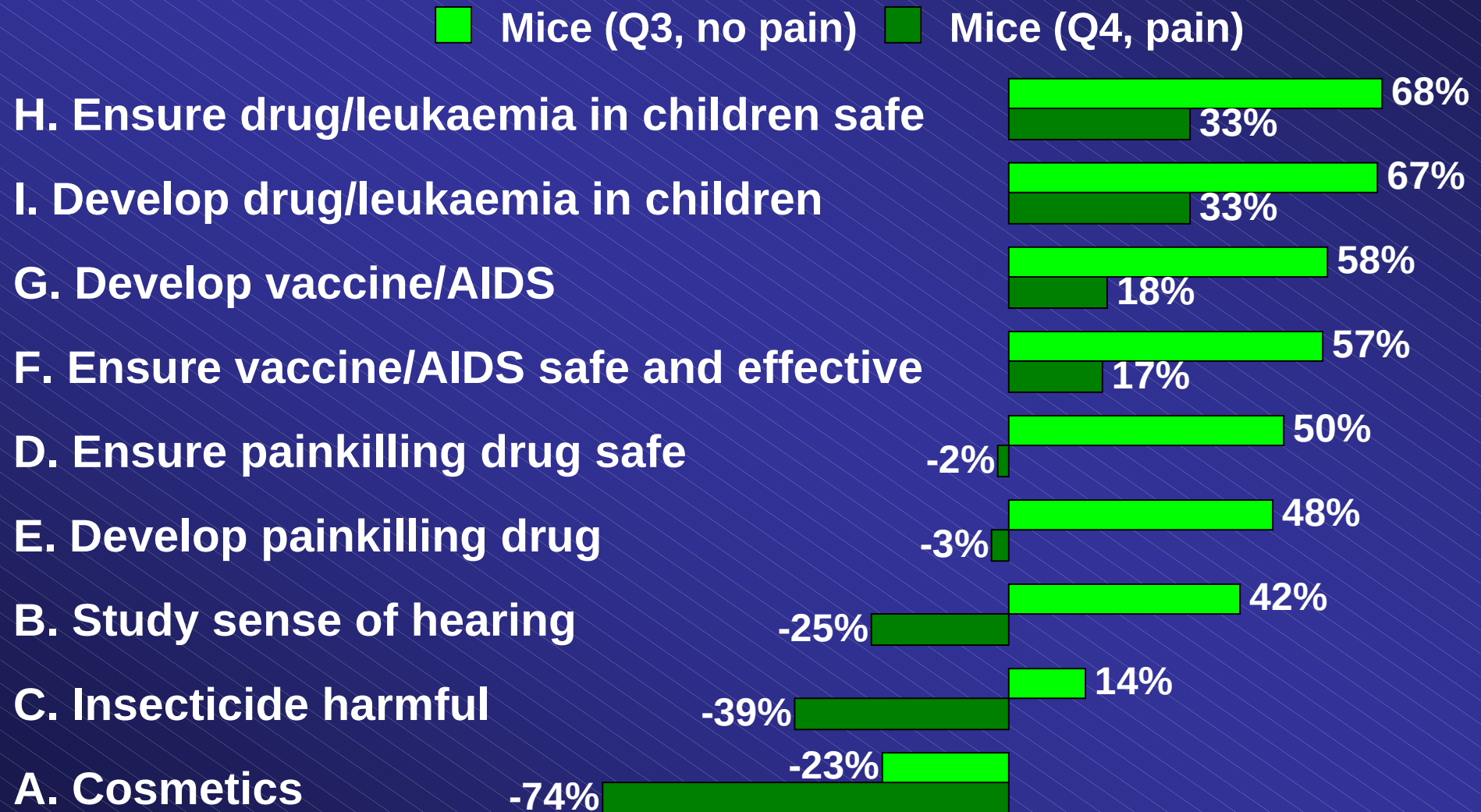
Q *So far as you know, do you think Britain's regulations, for controlling animal experiments are stricter, about the same or not as strict as in most other developed countries?*



Base: 2,009 adults aged 15+ interviewed 5-8 March 1999

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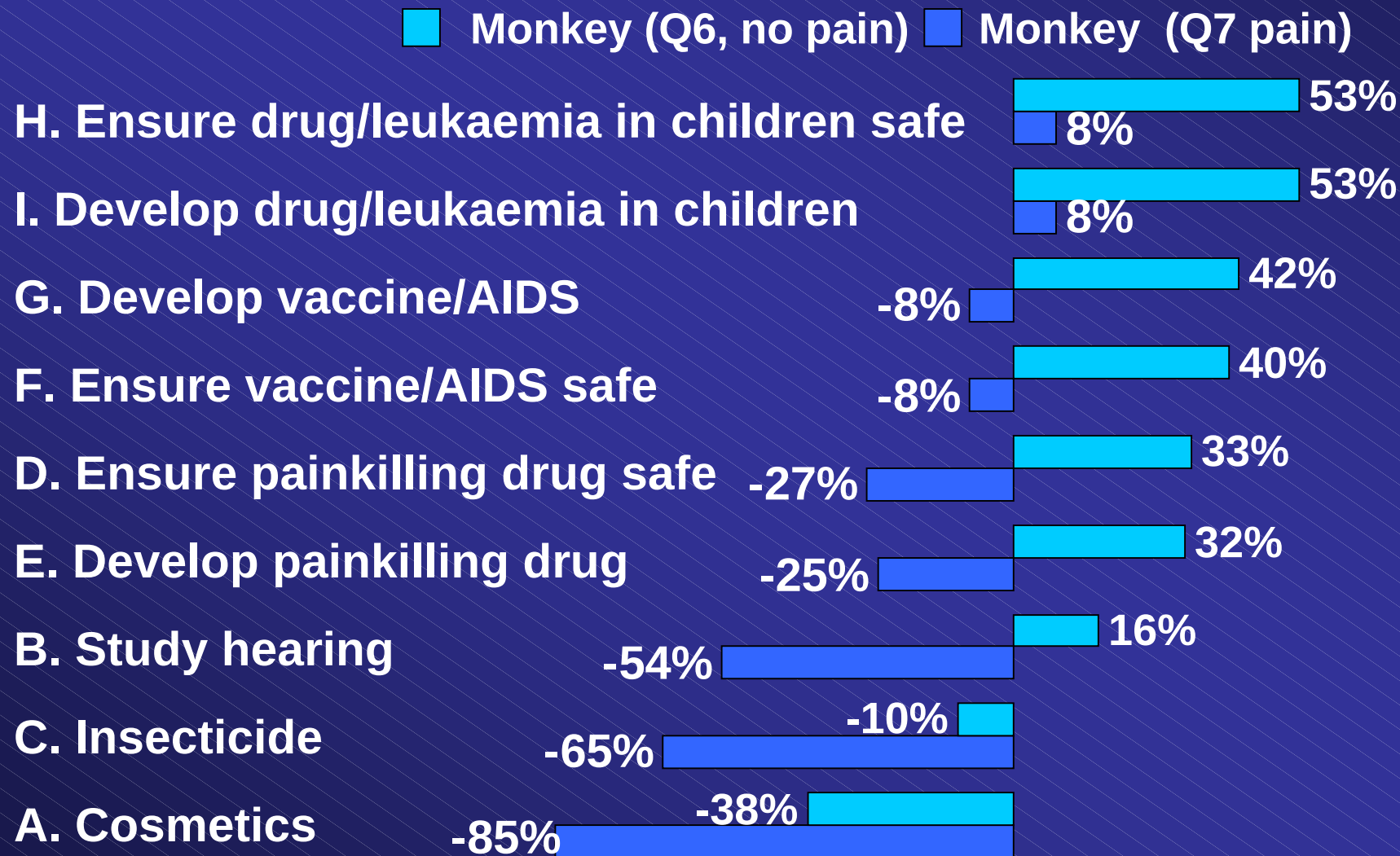
Net Approval for Experiments on Mice – No Pain Versus Pain



Base: All Version 1 (949 adults aged 15+)

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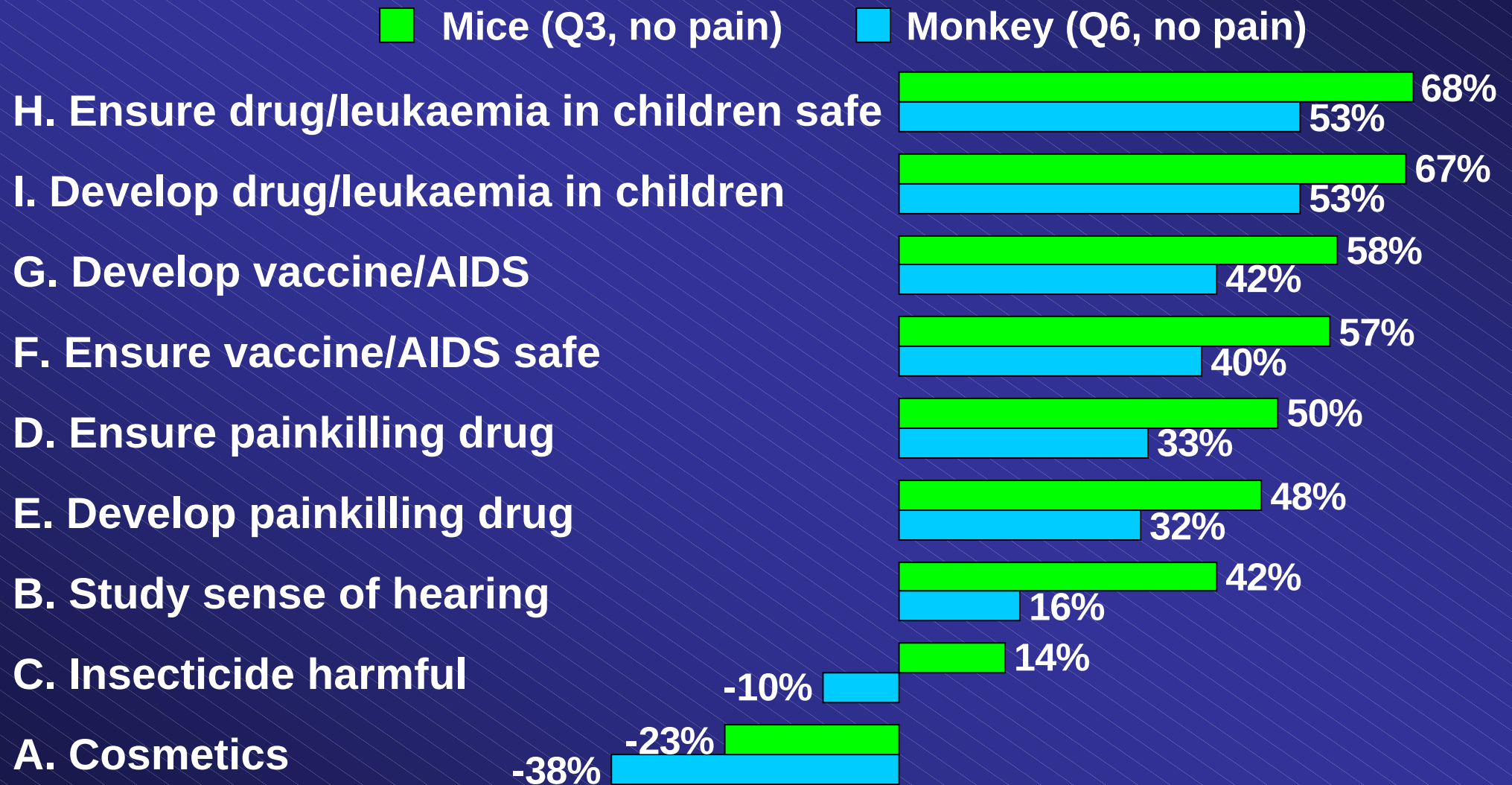
Net Approval for Experiments on Monkeys – No Pain Versus Pain



Base: All Version 2 (1,060 adults aged 15+)

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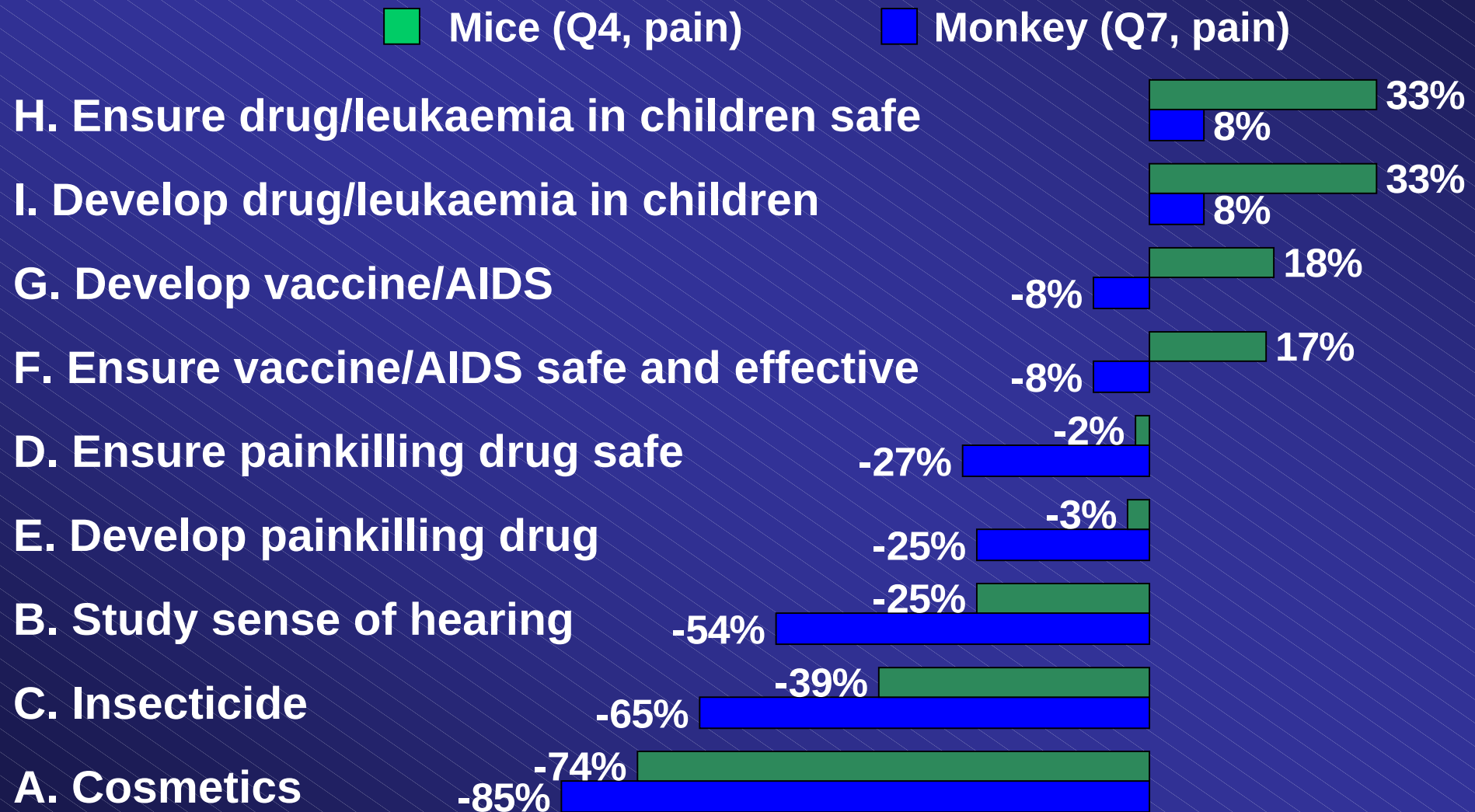
Net Approval for Animal Experiments – Mice Versus Monkeys (No Pain)



Base: All Versions 1 and 2 (949 and 1,060 adults aged 15+)

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Net Approval for Animal Experiments – Mice Versus Monkeys (Pain)

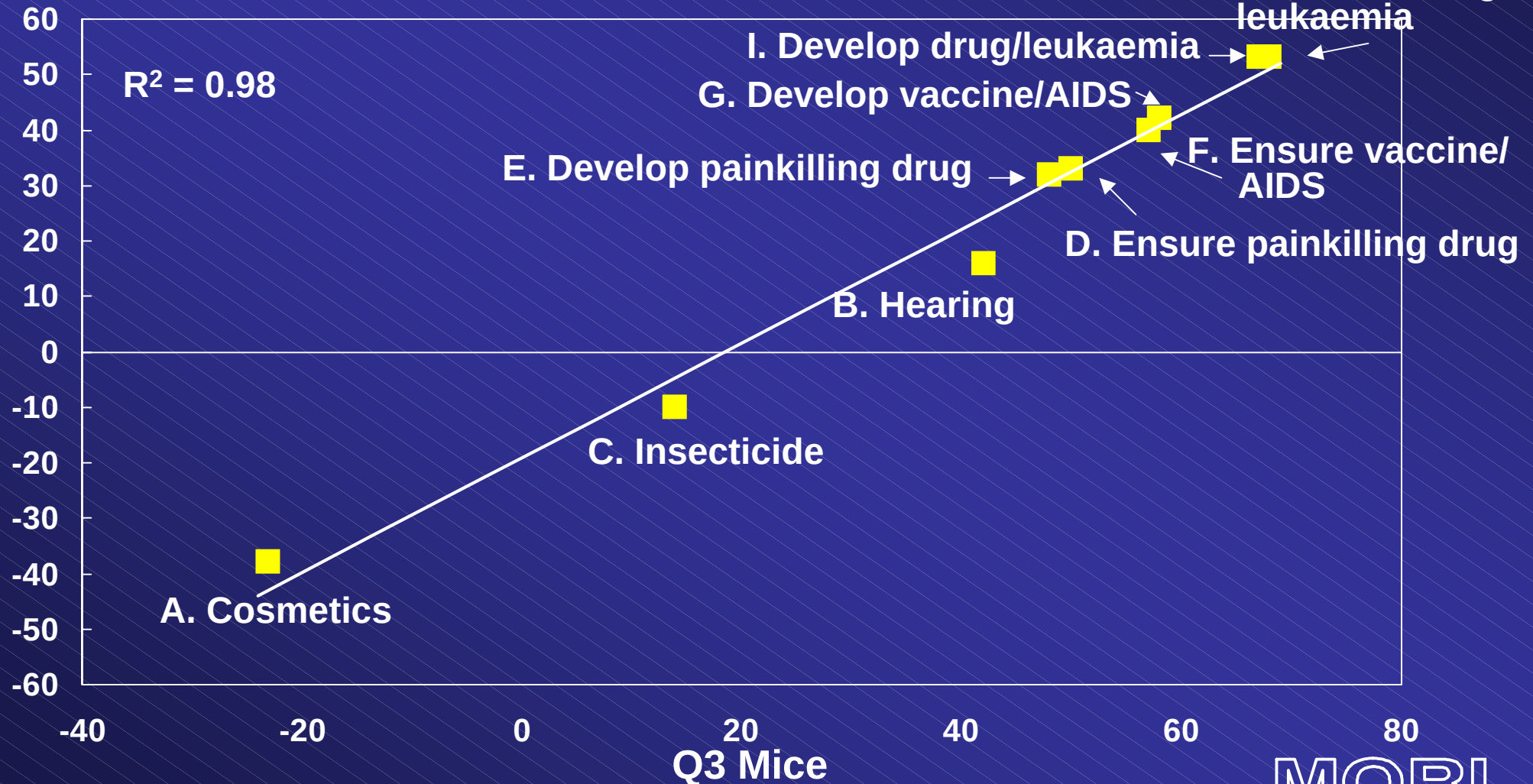


Base: All Version 1 and 2 (949 and 1,060 adults aged 15+)

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Net Approval Mice Versus Monkey – No Pain

Q6 Monkeys

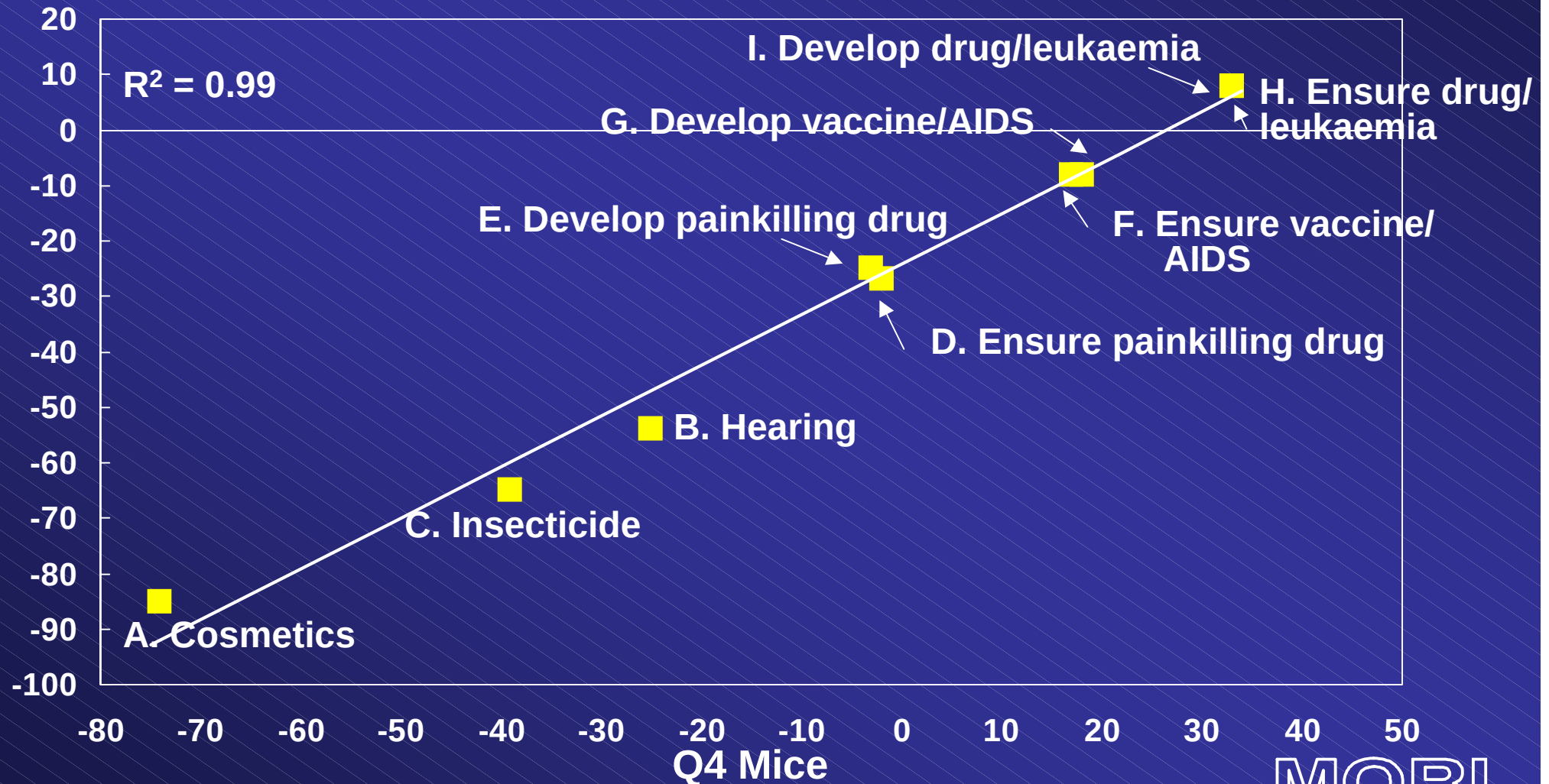


Base: All Version 1 and 2 (949 and 1,060 adults aged 15+)

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Net Approval Mice Versus Monkey – Pain

Q7 Monkeys

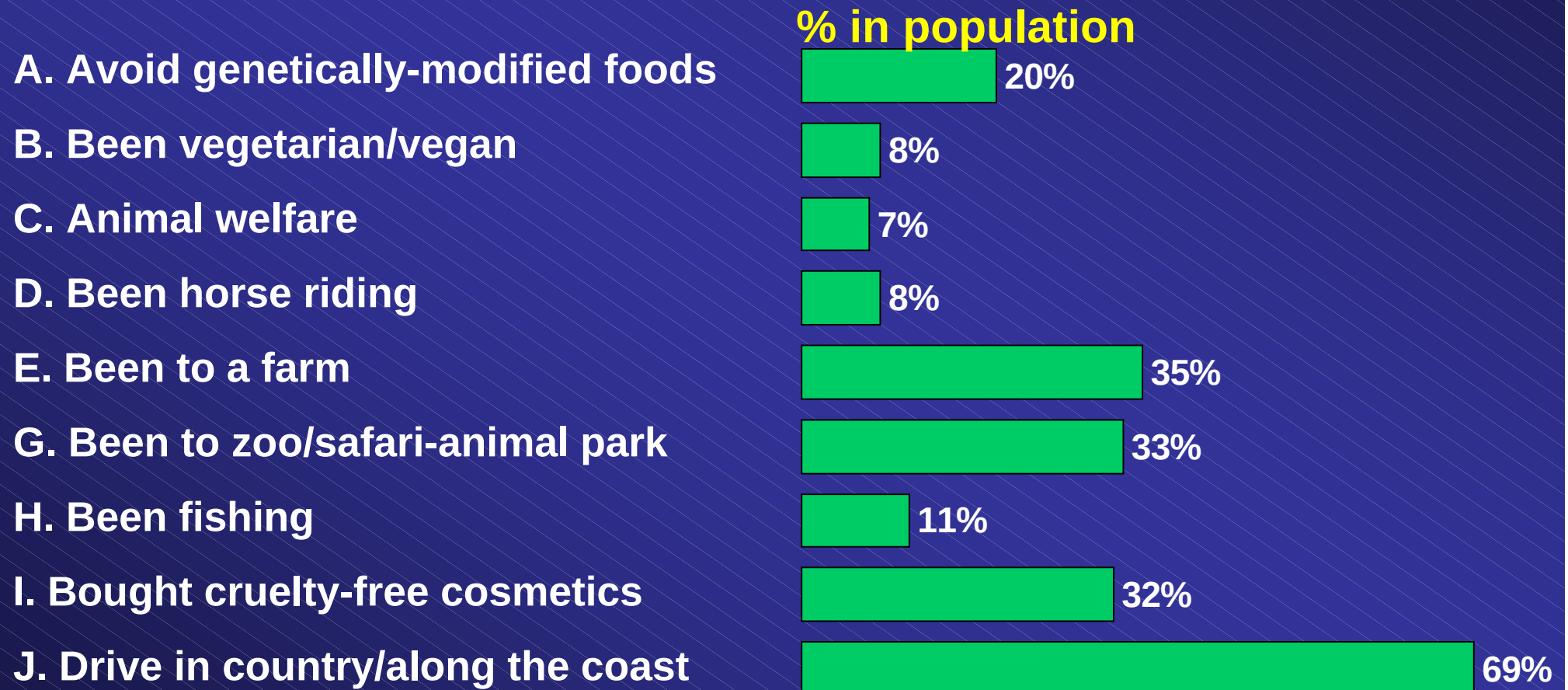


Base: All Version 1 and 2 (949 and 1,060 adults aged 15+)

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Lifestyle Groups (1)

Q Which, if any, of the things on this card would you say that you have done over the last two years or so?

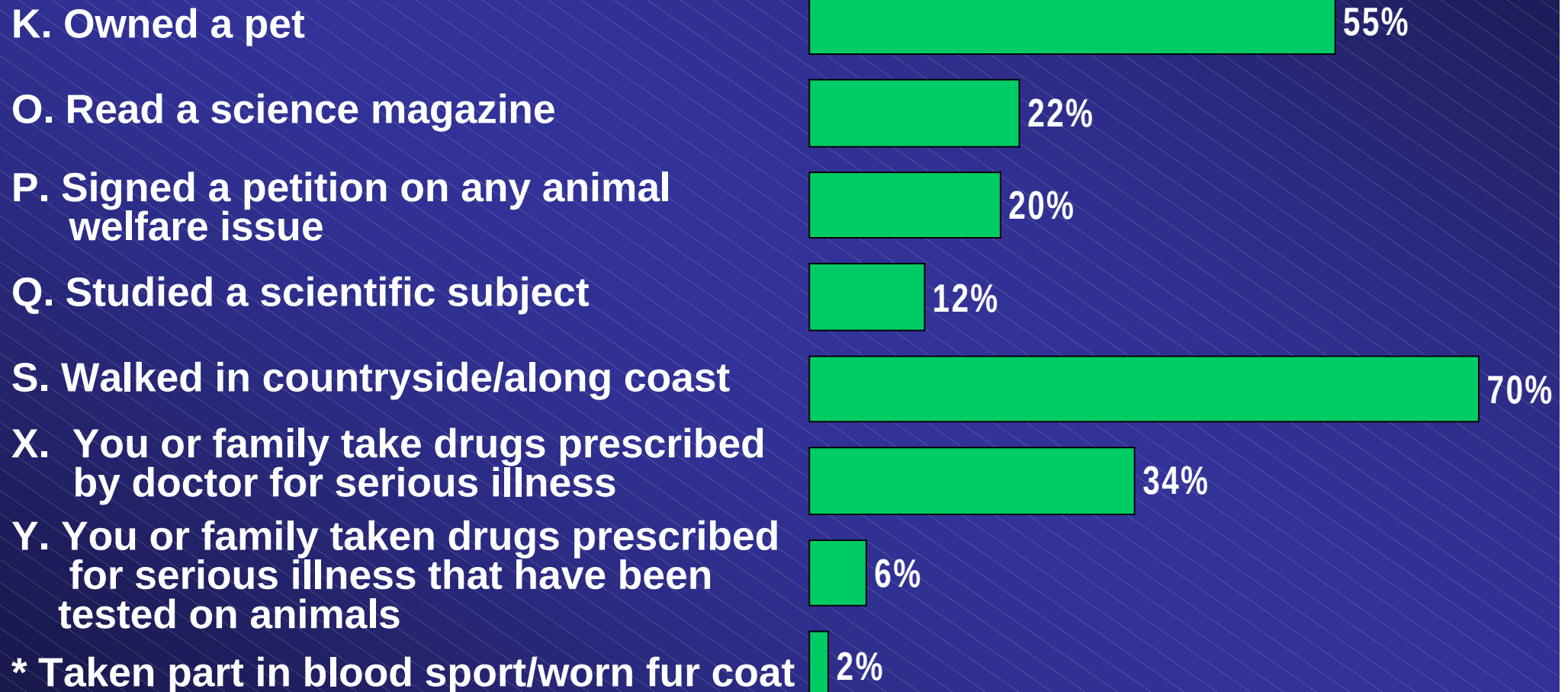


Base: 2,009 adults aged 15+; interviewed 5-8 March 1999

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Lifestyle Groups (2)

% in population



Base: 2,009 adults aged 15+; interviewed 5-8 March 1999

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Lifestyle Groups Profile

	Total	X	I	O	P	A	Q	B	C	Y	*
Base	2009	689	659	423	413	417	222	160	149	125	49
	(%)	(34)	(32)	(22)	(20)	(20)	(12)	(8)	(7)	(6)	(2)
	%	%	%	%	%	%	%	%	%	%	%
Men	49	50	24	68	38	44	64	35	36	52	56
Women	51	50	76	32	62	56	36	65	64	48	44
15-24	15	12	19	17	20	8	37	21	10	16	11
25-34	20	20	24	22	26	19	15	21	21	20	23
35-44	17	18	19	21	18	21	18	20	18	20	29
45-54	16	18	17	19	15	22	13	21	21	16	15
55-64	12	13	11	8	12	16	8	10	18	13	11
65+	20	19	10	12	9	14	8	8	12	14	11
AB	22	25	30	40	28	33	40	32	32	29	33
C1	27	30	31	31	32	29	32	32	31	28	23
C2	23	20	21	15	18	20	11	17	17	18	20
DE	20	26	19	14	23	18	18	19	20	24	23

Base: 2,009 adults aged 15+; interviewed 5-8 March 1999

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Key Opposition and Support Groups Profile

Base: (%)	Total 2009 (100) %	Q1b Strongly disagree 266 (25) %	Q1a Strongly agree 41 (4) %
Men	49	39	71
Women	51	61	30
15-24	15	19	12
25-34	20	18	17
35-44	17	14	23
45-54	16	12	2
55-64	12	11	19
65+	20	26	28
AB	22	14	26
C1	27	25	31
C2	23	24	23
DE	29	38	21

Base: 2,009 adults aged 15+; interviewed 5-8 March 1999

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Implications (1)

- Public attitudes far from clear-cut
- While initial knee-jerk reaction is opposition, public is receptive to messages explaining benefits
- Three key factors drive opinion - experiment purpose, animal suffering and (less so) species
- Overall, public makes careful evaluation of facts presented, before arriving at “personal” decision
- However, with the exception of gender and some lifestyle groups, difficult to isolate clear and consistent reactions

Implications (2)

- Decision-making process more value than demographically driven
- It is much more straightforward to pin down the effect of an explanation of experiment benefit than how these factors will affect individuals
- Nevertheless, no amount of explaining some experiments, on some species, where effect on animal is severe will gain any degree of credence with British public