

NOP SOLUTIONS OPINION POLL RESULTS

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(regional results available from Animal Aid on request)

The survey was conducted by NOP between the 15-17 May 1998, with 1004 adults aged 15 and over being interviewed by telephone.

Q1. Some people believe that a vegetarian diet is healthier than one which includes meat, whilst other people believe that a diet which includes meat is healthier than a vegetarian diet. Which of these views is closest to your own?

31 % believe a vegetarian diet to be healthier (male 26%; female 35%). This rises to 42% amongst 15-24 year olds. 58% believe a diet which includes meat to be healthier, and 11% 'don't know'.

Q2. Some people say that the information and results obtained from animal experiments cannot be reliably applied to people. Others say that the results from experiments on animals can be reliably applied to people. Which statement is closest to your own view?

43% believe that the information and results obtained from animal experiments cannot be reliably applied to people (male 41%; female 44%). 48% believe that the results can be applied to people, and 10% don't know. However amongst 15-24 year olds, 49% believe that results from animal experiments are unreliable, whilst only 45% believe them to be reliable. Similarly, amongst 25-34 year olds, 50% believe results to be unreliable, whilst only 44% believe them to be reliable.

Q3. Some people say that animals suffer at the time of slaughter. Other people say animals do not suffer at the time of slaughter. Which statement is closest to your own point of view?

60% believe that animals suffer at the time of slaughter (male 57%; female 62%). This rises to 76% amongst 15-24 year olds and 64% amongst 25-34 year olds. 29% believe that animals do not suffer at the time of slaughter, whilst 11% don't know.

Q4. Some people believe that all animals have the right to a life free from cruelty and abuse, whilst other people believe that no such right should be extended to animals. Which of these views is closest to your own?

86% believe that all animals have the right to a life free from cruelty and abuse (male 84%; female 89%).

82% of 45-54 year olds agreed with the statement, compared with 89% of 35-44 year olds. 9% believe that animals should not have the right to a life free from cruelty and abuse, whilst 5% don't know.