

**Compassion in World Farming
Project Farming Italy - Omnibus research**

- The research was conducted on i:omnibus, Ipsos MORI's face to face omnibus, between Friday 14th December and Tuesday 18th December 2012..
- Questions were asked online of 1,043 adults aged 16-70 across Italy.
- The survey data were weighted by age, gender, region, working status and main household shopper to be nationally representative of Italian adults aged 16 – 70
- Full data tables are available upon request.
- Where percentages do not add up to 100, this may be due to computer rounding, multiple responses, or the exclusion of don't know categories.
- All figures are percentages based on the total sample (1,048) unless otherwise stated.

Presentation and Interpretation of the Data

When interpreting the findings it is important to remember that the results are only based on a sample of the population, and not on the entire population. Consequently, results are subject to sampling tolerances, and not all differences between subgroups are therefore significant.

Publication of Data

As with all our studies, these results are subject to our standard terms and conditions of contract. Any publication of results requires the prior approval of **Ipsos MORI** and **Compassion in World Farming**. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

ASK ALL

Q1.

How often, if ever, do you buy fresh pig meat, ham or continental meat from pigs?

SINGLE CODE

Unweighted Base	1048
Every day	3%
A few times a week	36%
A few times a month	49%
Hardly ever	7%
Never	4%
Don't Know	1%

ASK HALF OF SAMPLE

Q2.

Thinking about fresh pig meat, ham or continental meat from pigs, how much more or less likely are you to believe that animal welfare has been respected If the product is of Italian origin as opposed to products from another country?

SINGLE CODE – FORWARD/REVERSE CODE LIST – ANCHOR DON'T KNOW TO BOTTOM

Unweighted Base	493
A lot more likely	28%
A little more likely	34%
Neither more nor less likely	26%
A little less likely	4%
A lot less likely	3%
Don't know	5%

ASK ALTERNATE HALF OF SAMPLE

Q2.

Thinking about fresh pig meat, ham or continental meat from pigs, how much more or less likely are you to believe that animal welfare has been respected If the product is of other European origin as opposed to products from another country?

SINGLE CODE – FORWARD/REVERSE CODE LIST – ANCHOR DON'T KNOW TO BOTTOM

Unweighted Base	555
A lot more likely	2%
A little more likely	4%
Neither more nor less likely	35%
A little less likely	30%
A lot less likely	23%
Don't know	7%

ASK ALL

Q3.

There will be new legislation on the keeping of female pigs or “sows” (sow stall ban).

The sow stall ban will ban the use of sow stalls (restrictive metal enclosures in which pregnant pigs are kept) for the majority of a sow’s pregnancy.

Many farms in Italy will not comply with the ban on sow stalls, keeping their sows caged. To what extent do you agree or disagree with the following?

SINGLE CODE PER COLUMN

	I believe it is acceptable for some farmers to not comply with the legislation that bans the use of sow stalls	I worry some farmers will keep sows in sow stalls	[ASK ALL MEAT PURCHASERS, Q1 = 1-4] I would not buy any meat, ham or continental meat from pigs if I knew that the sows had been kept in sow stalls
Unweighted Base	1048	1048	1001
Strongly agree	7%	45%	35%
Tend to agree	7%	25%	23%
Neither agree nor disagree	15%	15%	23%
Tend to disagree	19%	6%	8%
Strongly disagree	50%	7%	7%
Don't Know	3%	2%	3%

[ASK ALL MEAT PURCHASERS, Q1 = 1-4]

Q4.

The majority of pigs reared in Italy have tails cut off without anaesthetic.

GRID QUESTION SINGLE CODE PER ROW – FORWARD/REVERSE CODE LIST – ANCHOR DON'T KNOW TO BOTTOMIf you knew of a farm or a brand that did **not** cut pigs tails off, would you be more or less likely to buy their meat, or would it make no difference?

Unweighted Base	1001
A lot more likely	40%
A little more likely	22%
Makes no difference	16%
A little less likely	7%
A lot less likely	11%
Don't know	4%