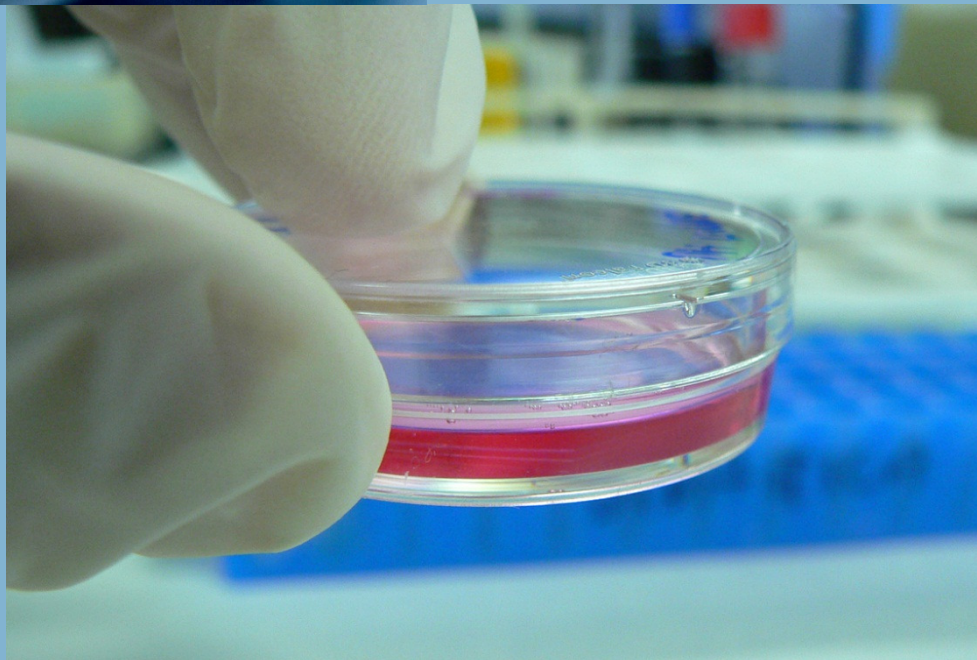


Attitudes to animal research in 2014

A report by Ipsos MORI for the Department for Business, Innovation & Skills

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Contents

Summary and conclusions	6
1 Methodology	9
1.1 Overview.....	9
1.2 Methodology	9
1.3 Reporting	10
2 Public views on the use of animals in research.....	12
2.1 General public attitudes towards animal research	12
2.2 Support for research using different animal species	16
2.3 Public awareness of what is allowed in animal research	18
3 Public views on regulation and behaviour	21
3.1 Views on the regulation of animal research	21
3.2 Views on individuals and organisations involved in animal research.....	23
4 Protesting against animal research	26
4.1 Initial considerations.....	26
4.2 Further considerations.....	27
4.3 Acceptability of demonstrating against animal research.....	28
5 Information about animal research	30
5.1 How informed do the public feel about animal research?.....	30
5.2 Awareness of NC3Rs	33
5.3 Trusted and preferred sources of information on animal research	35
6 Appendices	39
6.1 Statistical reliability.....	39
6.2 Topline survey results	43

List of Figures

Figure 2.1 – Views on the acceptability of animal research I.....	13
Figure 2.2 – Views on the acceptability of animal research II.....	14
Figure 2.3 – Views on the acceptability of animal research III.....	15
Figure 2.4 – Support for animal research in non-medical contexts	16
Figure 2.5 – perceived permissibility and acceptability of different types of research	19
Figure 3.1 – Public attitudes towards the regulation of animal research	22
Figure 3.2 – Public attitudes towards the regulation of animal research	23
Figure 3.3 – Public views of animal research organisations	24
Figure 3.4 – Public views on animal research and researchers.....	25
Figure 4.1 – Initial considerations on the acceptability of protest methods	27

Figure 4.2 – Initial considerations on the acceptability of protest methods	28
Figure 4.3 – Acceptability of demonstrating against animal research	29
Figure 5.1 – Public awareness of animal research.....	31
Figure 5.2 – Public interest in work to find alternatives to animal research.....	32
Figure 5.3 – Public interest in work to improve research animal welfare	33
Figure 5.4 – Awareness of UK Government implementation of the three Rs	34
Figure 5.5 – Awareness of the NC3Rs.....	35
Figure 5.6 – Preferred information sources on animal research	36
Figure 5.7 – Trusted information sources on animal research.....	37

List of Tables

Table 3.1 – Acceptability of the use of different animals in research	17
Table 6.1 – Sampling tolerances for the survey.....	39
Table 6.2 – Subgroup confidence intervals	39
Table 6.3 – Cognitive interview details.....	40
Table 6.4 – Demographic profile of 2014 sample.....	41

Summary and conclusions

Summary and conclusions

Key findings

Overall the public (British adults aged 15+) is supportive of the use of animals in scientific research (68% agree it is acceptable 'so long as it is for medical research purposes and there is no alternative'), but there is also widespread agreement (76%) that more work should be done to find alternatives to using animals in such research. Fewer than four in ten (37%) endorse the use of animals for all types of research - even where there is no alternative. Ensuring animal welfare is an important proviso; almost seven in ten (69%) can accept such research 'as long as there is no unnecessary suffering to the animals and there is no alternative'.

There is no single pre-eminent trusted source of public information about animal research: overall, universities are the most widely cited here (trusted to give balanced information about the use of animals in scientific research by 36%) - but they are closely followed by people with a knowledge of the subject (34%) and animal protection organisations (31%).

The most commonly held public perception of 'organisations that use animals for UK scientific research' (from a list of positive and negative attributes) is that they are '**secretive**' (cited by 44%). Other perceptions are that they carry out work essential for human health (31%) and are well regulated (22%). Explicitly negative views are generally less widespread – that these organisations are dishonest about the results of their work (13%) or have poor animal welfare standards (11%) – but very few (8%) see them as open about their work.

Public views on animal research

As well as majority acceptance (68%) of animals' use in scientific research for medical research purposes where there is no alternative, **most people also accept animals' use in research to help our understanding of the human body (60%) and to help our understanding of animal health (64%)** – again, where no alternative exists. Around half (51%) agree that animals should only be used in medical research into 'life-threatening or debilitating diseases'.

Almost a quarter of the public (23%) believe that the UK Government should ban the use of animals for any form of research – a slightly larger proportion than the 19% who say the use of animals in scientific research does not bother them.

Those types of UK animal research most widely seen as **permissible** are usually also **those most widely supported**. For example, using animals in 'trying to develop new treatments/procedures for specific diseases' is felt to be permissible - and is endorsed - by 48% of the public. The most notable exception is animal research for cosmetic product / ingredient testing; almost one third (31%) believe it is permitted, but very few (5%) think it should be (NB: this type of animal research is illegal throughout the EU). Chemical testing on animals for other non-medical purposes also faces widespread public opposition: just 8% endorse animals' use to safety test non-medical products such as the ingredients of home cleaning products.

Public views on regulation and behaviour

Around half of the public (51%) agrees that the UK has strict rules on animal use in scientific research. This compares with 12% who expressly disagree. In regard to whether such **rules are well enforced**, 35% agree that they are while 19% say not. There is more division still on whether **scientists cause unnecessary suffering** to the animals used in scientific research: 40% of the public trust that they do not, while 32% disagree. There are similarly mixed views on whether regulators would uncover misconduct at animal research facilities: 42% of the public trust that they would, but 29% say not.

Just over six in ten (61%) feel that **unnecessary duplication of scientific research involving animals might go on**, and half (50%) believe that scientific research sometimes goes on without an official licence. Overall, one third of the public (34%) says it does not trust the regulatory system governing the use of animals in scientific research in the UK - compared to one quarter (26%) who says it does.

Almost half (47%) feel that **scientists could do more to reduce the suffering of animals used in research**, while a third (33%) says that researchers are working to find alternatives to using animals in scientific research. About a quarter (24%) believes that scientific research is carried out on animals only when there is no alternative – and just over four in ten (43%) say that the use of animals for medical research purposes is important to human health.

Protesting against animal research

Writing letters, handing out leaflets, and organising petitions are the most acceptable forms of protest for an animal protection organisation to employ – each seen as acceptable by over 70% of people. More extreme methods such as occupying research facilities illegally (8%), setting up road blocks illegally (4%), and the use of violence (1%), are seen as acceptable only by a very few, although even small percentages potentially represent large *numbers* of people.

A majority (61%) can accept the use of a demonstration or protest outside animal research laboratories by an animal protection organisation and one third (33%) think it is acceptable for them to secretly film the activities in animal research facilities. However, there is significantly less endorsement of their demonstrating outside companies which transport research animals (e.g. road haulage or airlines) (33%) or supply services to animal research organisations (29%) - and far less still for protests outside the homes of people who work in animal research facilities (6%).

Information on animal research

Three in ten (30%) of the public say they feel well informed about the use of animals in scientific research in the UK - yet there is some appetite to find out more about this subject, with just over half claiming an interest in finding out about the ongoing work to find alternatives to using animals in research (55% are very / fairly interested) and to improve the welfare of animals used in scientific research (54%).

Awareness of the UK Government's work to replace, reduce and refine the use of animals in research is very low, with between 5% - 8% in each case saying they know either a fair amount or a great deal about these three strands. Awareness of NC3Rs (The National Centre for the Three Rs) is also at the same low level.

Universities are trusted to provide balanced information about the use of animals in scientific research, although no single source of information predominates here. A similar proportion would trust 'people with a knowledge of the subject' (34%) and animal protection organisations (31%).

The preferred format for gaining further information about the use of animals in scientific research is television (cited by 44%), followed by national newspapers (30%) and websites (25%). Social media is cited by a relatively small proportion of the overall public - 13% - but is one of the most frequently cited sources for the 15-24 age group at 33%.

Conclusions

Public knowledge of the animal research field is limited. Perhaps the single most powerful 'reality check' is that three in ten (31%) believe cosmetics testing on animals is allowed in the UK – which has not been the case for several years.

While many people's stance on animal research (and on animal welfare generally) reflect deeply-held values, there are also many who admit to being poorly informed on the subject and not yet committed either way. Relatively best informed are those from the AB (professional / managerial) social classes and - allied to this - those with higher levels of education and broadsheet newspaper readership. Such groups also tend to be the most accepting of animals being used in scientific research.

Those sources most widely perceived as 'balanced' are a diverse range - including universities, animal protection organisations and medical research charities with ABs / broadsheet readers / graduates among the most trusting of these particular sources.

1 Methodology

1.1 Overview

This report presents the findings of a 2014 survey on public awareness of, and attitudes towards, the use of animals in scientific research. The survey also examines public awareness of possible alternatives to animal research.

The questions in this survey are modelled on and similar to those of a long-term trend survey into attitudes towards animal research run since 1999 by Ipsos MORI (and formerly by MORI) for the Department for Business, Innovation & Skills and partner organisations. Fieldwork for the study reported in this volume was carried out at the same time as the tenth wave of the trend survey, using the same methodology but with different (though demographically matched) respondents.

While some questions are shared by both surveys, they are NOT directly comparable. The order in which questions are asked differs between the versions, which can have an effect on responses. Similarly, the questions for this (new) survey have been amended or updated through a process of cognitive testing, so there are alterations in the language of a number of questions which may appear similar - but are not identical - to the trend survey questions either in the formulation of the question or in the answer options available.

1.2 Methodology

Any survey conducted over a number of years will need periodic review to ensure the questionnaire issues and wordings are still suitable. In developing this revised 2014 questionnaire (and in addition to the usual range of checks and reviews) Ipsos MORI conducted a small number of in-depth 'cognitive' interviews with a cross-section of members of the public – to examine people's thought-processes in answering the questions and so help understand how the questionnaire would ultimately be understood by respondents.

Specifically: are the questions understood by respondents in the way that the research team expect them to be; do they follow a clear and logical order; are there any ambiguities; what meanings do people attribute to specific words; what impact, if any, do wording variations have; is the terminology suitable for the wide range of respondent types that the survey will cover?

The purpose is to help ensure as clear a questionnaire as possible that reflects people's opinions as fully as possible without bias, ambiguity, inconsistency or repetition.

In total, we conducted a total of ten cognitive interviews in London, Brighton and Bury St Edmunds comprising:

- Five men / Five women
- Five aged 18-44 / Five aged 45+

- Five ABC1 / Five C2DE
- Three with degree/s / Two with A-Level equivalent / Three with O-Level GCSE / Two with no qualifications

Further details are available in the appendix. Having carried out the cognitive interviews, minor amendments were made to the questionnaire and the main statistical survey was then conducted as detailed below.

969 adults from across Great Britain aged 15+ were interviewed in-home between 7-13 March 2014.

The data have been 'weighted' by gender, age, region, ethnicity, working status and social class (see appendices for social class definitions) - to reflect the known 15+ population profile of Great Britain. 'Weighting' is a statistical process – conducted after the completion of interviewing, at the analysis stage – to ensure that the sample has exactly the same demographic cross-section or profile as does the wider population (and is therefore a reliable basis for representing the views of that wider population – in this case adults aged 15+ living in Great Britain). For example, of those people interviewed for this survey 18% were aged 15-24. In fact around 16% of the equivalent GB population profile is aged 15-24. This group has therefore been marginally 'down-weighted' from 18% to 16% of the survey sample to help ensure that it has exactly the correct degree of statistical influence within the overall results. This is a widespread practice in opinion research among the general public, and when used – as here – as the 'fine-tuning' of an already broadly representative sample it gives a greater degree of representativeness.

The research carried out for this project has been in compliance with the Market Research Society (MRS) / ESOMAR Code, the Data Protection Act, and ISO 20252.

1.3 Reporting

The figures quoted in the charts are percentages, and the base size from which the percentage is derived is indicated at the foot of the chart.

Please note that percentages for sub-samples or groups need to differ by a certain number of percentage points for the difference to be statistically significant. The number will depend on the size of the sub-group sample and the percentage finding itself. Further explanation and an example are given in the appendix entitled 'Statistical Reliability'.

When an asterisk (*) appears in charts, this indicates a percentage of less than half of one per cent, but greater than zero. Where percentages do not add up to 100% this can be due to a variety of factors – such as the exclusion of 'Don't know' or 'Other' responses, multiple responses or computer rounding.

Percentage Points

Reference is also sometimes made to "percentage points". This describes a numerical difference between two percentage figures - rather than an increase / decrease. For

example if awareness among one sub-group is 60% and in another is 70% this is a difference of 10 percentage points, but not of 10 per cent (which would be 60% and 66%).

Net scores

At some points in the report “net scores” are used to describe results. A net score is calculated by subtracting the proportion who disagree with a given question from the proportion who agree, resulting in a score that can range from -100% to +100%. A score above zero denotes that a larger proportion of the sample agree with a given statement than disagree with it, whilst a score below shows the opposite – that a larger proportion disagrees than agrees with the question or statement.

Publication of Data

As Ipsos MORI has been engaged to undertake an objective programme of research, it is important to protect our client’s interests by ensuring that it is accurately reflected in any press release or publication of findings. As with all our studies, and as part of our Standard Terms and Conditions, the publication of the findings of this report is therefore subject to the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

2 Public views on the use of animals in research

Key findings

A majority of respondents (68%) can accept the use of animals in scientific (medical) research 'where there is no alternative'. In general, acceptance is strongest where there is a stated benefit to human health – though there is general reluctance to give 'carte blanche' to all types of research where there is no alternative: 37% endorse this.

Almost a quarter (23%) says that the UK Government should ban the use of animals for any form of research and half (51%) agree that such usage should be restricted to work on life-threatening or debilitating diseases.

Public support also differs depending on the species of animal being used. Rats and mice are seen as the most acceptable animals for use in all of three different types of research – medical research to benefit people, research into animal health and environmental research. Typically, four in ten (40%) find it acceptable to use rats / mice for such purposes – at least twice the proportion that endorses the use of small mammals or monkeys.

Awareness of which forms of animal research are permitted in the UK is low; about three in ten (31%) believe cosmetics testing is allowed. The level of support for animals being used in different types of research tends to mirror the proportion who think each research type is permissible – with 'trying to develop new treatments/procedures for specific diseases' being the most-cited in both respects (48% in each case think it is permissible and acceptable). However, very few people endorse using animals for 'safety-testing on non-medical products', and cosmetics testing also rarely finds approval (5%).

2.1 General public attitudes towards animal research

Public support for animal research

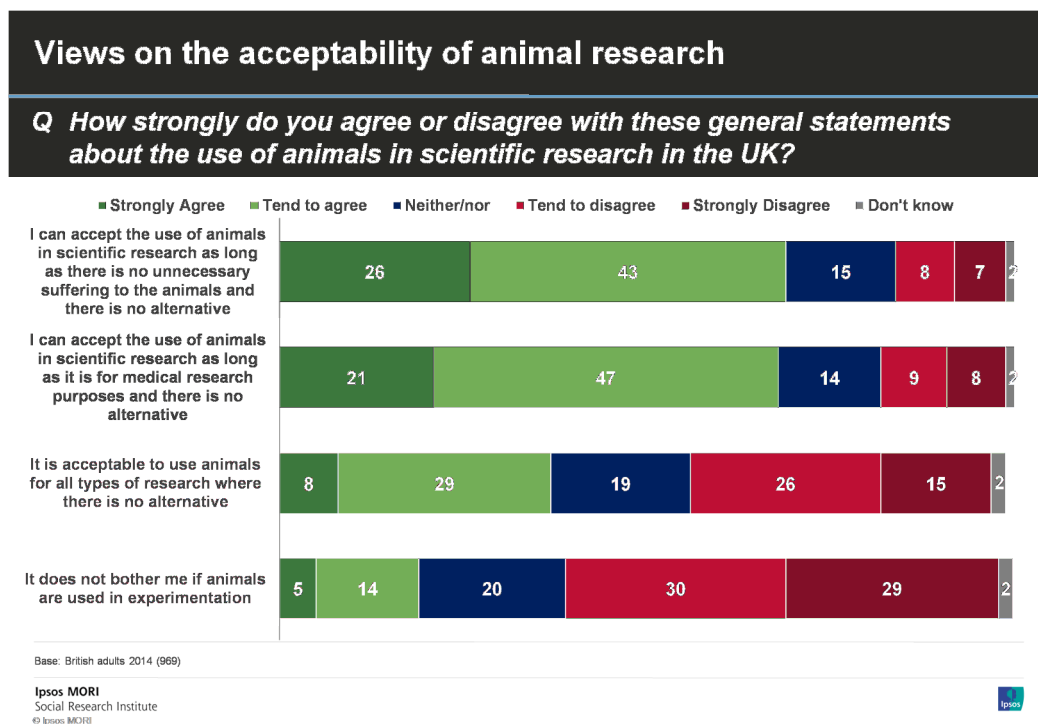
Overall, the public is accepting of animal research – but the extent of that depends on the research's purpose. The issue of animal welfare is also a factor, with about three-quarters (76%) advocating more work into alternative approaches.

Six in ten – 60% – say that they accept the **use of animals in research 'to help our understanding of the human body, where there is no alternative'**, with about one in five (21%) who do not. The proportion in support is somewhat greater when the subject of the research is stated as 'medical' (68%), or on the proviso of there being no unnecessary suffering to the animals (69%).

- 68% agree that they can **accept the use of animals in scientific research as long as it is for medical research purposes and there is no alternative**, with 17% who disagree.
- 69% agree that they can **accept the use of animals in scientific research as long as there is no unnecessary suffering to animals and there is no alternative**, with 14% who disagree.

Almost one in five (19%) say that animals' use in scientific research does not bother them – while just over three times as many (59%) disagree.

Figure 2.1 – Views on the acceptability of animal research I



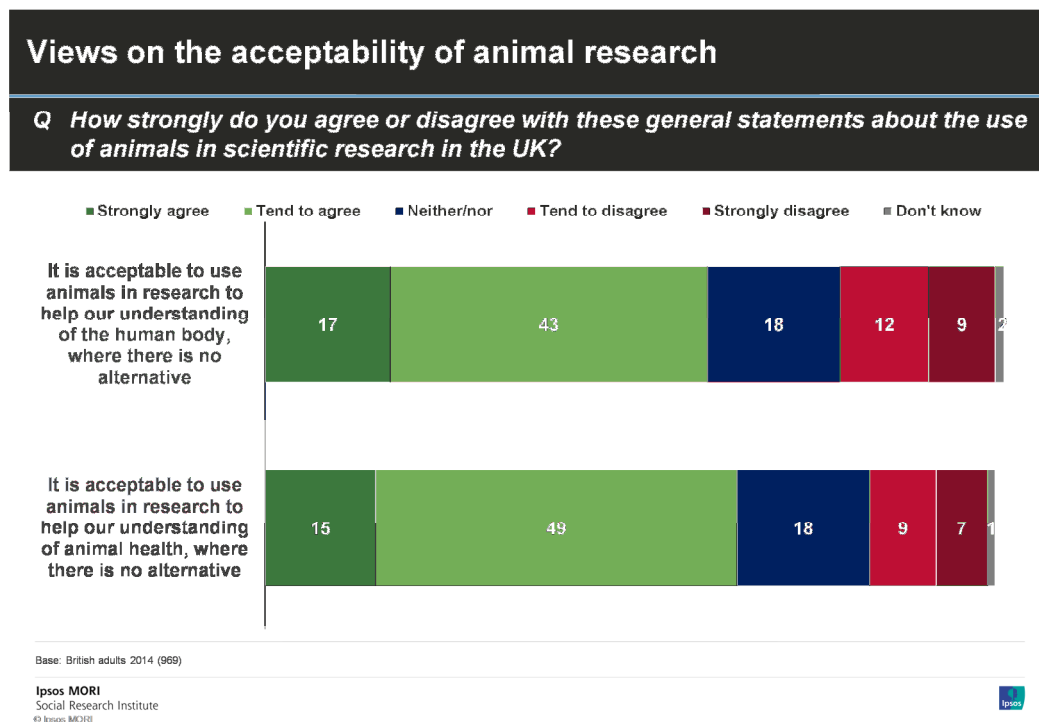
60% of respondents can accept the use of animals in scientific (medical) research where there is no alternative

Across the four measures presented above, those who are male, from an older age bracket, or from the AB (professional / managerial) social grades are typically more accepting of animals' use in research. Most notably, while nearly three in ten (27%) men agree that the use of animals in research does not bother them, only around one in ten women (11%) does so.

Attitudes towards basic animal research

The public are similarly accepting of using animals either in research to help our understanding of the human body (60% accept this) or to help our understanding of animal health (64%) - provided in both cases that there is no alternative.

Figure 2.2 – Views on the acceptability of animal research II



64% can accept the use of animals in research to help understand animal health where there is no alternative

However, there are differences between men and women with women tending to be more resistant to using animals in such research.

For example, 22% of women aged 55+ disagree that it is acceptable to use animals in research to explore animal health (versus 16% overall), and 30% of women aged 55+ disagree that it is acceptable to use animals in research to understand the human body (against 21% overall).

Support for restricting animal research and work on alternatives

Overall, around three quarters (76%) agree that **more work needs to be done into alternatives to using animals in scientific research** - again suggesting that many people have a degree of concern about the issue. Only five per cent expressly disagree with this statement.

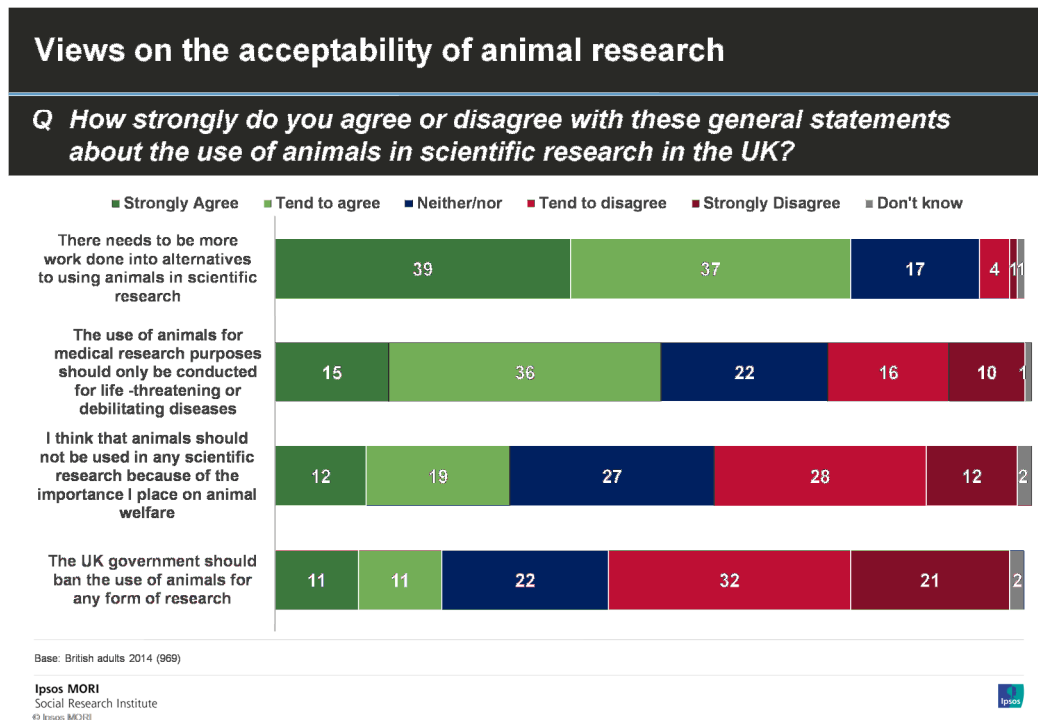
The importance of context is again evident; around half (51%) say that **the use of animals for medical research purposes should only be conducted for life-threatening or debilitating diseases**, with about one quarter (26%) disagreeing.

Despite questions over the extent to which animal use in research should be permitted, support for an outright ban is relatively low. Almost a quarter (23%) agree that **the UK Government should ban the use of animals for any kind of research** - but just over half (53%) disagree with this statement.

Nearly one in three (31%) feel that **animals should not be used in any scientific research because of the importance I [respondents] place on animal welfare**. Four in ten (40%)

expressly disagree with this statement, and just over a quarter (27%) neither agree nor disagree.

Figure 2.3 – Views on the acceptability of animal research III



76% of respondents agree that more work needs to be done into alternatives to using animals in scientific research

Women are more likely to oppose the use of animals in all research than are men:

- 37% of women agree that animals should not be used in any scientific research on animal welfare grounds, compared to 25% of men.
- 27% of women are in favour of a complete UK Government ban on animals' use in research, compared to 18% of men.

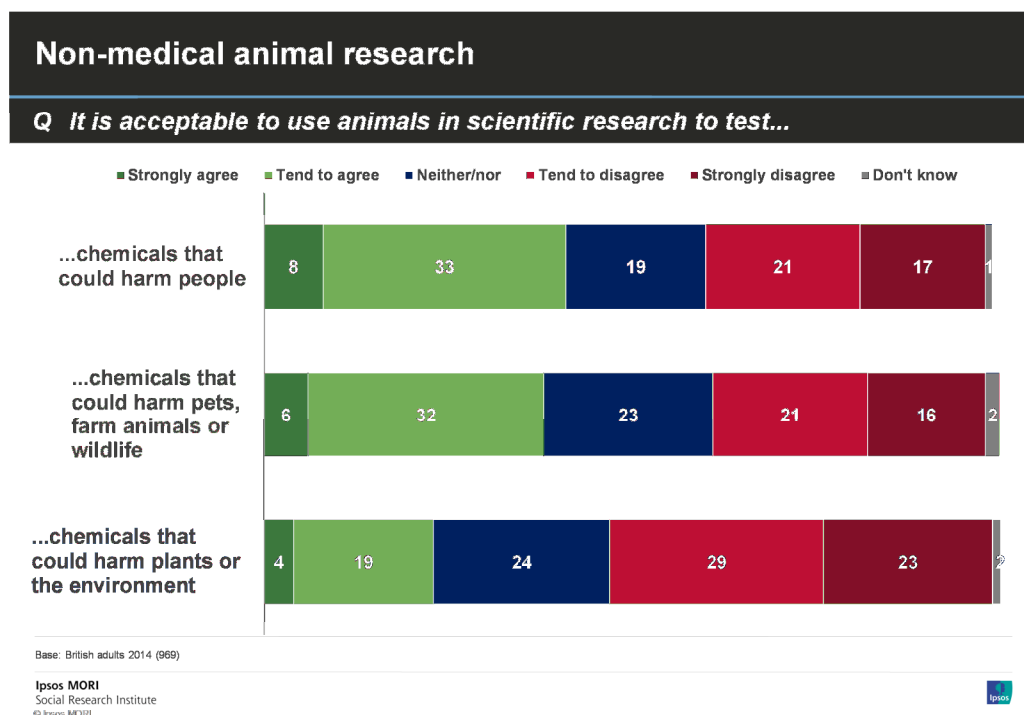
In both instances it is women aged 15-34 who are the most strongly in favour of banning animal research; for instance, 45% of women in this age bracket agree that animals should not be used in any scientific research on animal welfare grounds.

Views on animal research for non-medical purposes / testing chemicals

Respondents were also asked the extent to which they felt the use of animals was acceptable to test chemicals in various contexts.

The public is very evenly split on the question of **using animals in scientific research to test chemicals that could harm people** (41% deem this acceptable, 39% say not) and in research to **test chemicals that could harm pets / farm animals / wildlife** (38% accept this, 37% do not). Fewer (23%) endorse the use of animals in **testing chemicals that could harm plants or the environment**, with most disagreeing (52%).

Figure 2.4 – Support for animal research in non-medical contexts



41% of respondents can accept the use of animals in research to test chemicals that could harm people

Men are more likely than women to find the use of animals for all such purposes acceptable.

- Just under half of men (46%) think it is acceptable to use animals in research to test chemicals that could harm people, compared to 36% of women.
- A similar proportion of men (45%) support the use of animals in research to test chemicals that could harm pets / farm animals / wildlife – versus 31% of women.
- Almost three men in ten (28%) endorse using animals in research to test chemicals that could harm plants or the environment; a view shared by only 17% of women.

2.2 Support for research using different animal species

Respondents were also asked which types of animal (if any) they felt were acceptable to use in different types of research - these being 'medical research to benefit people', 'research into animal health', and 'environmental research (e.g. to look at the effect of chemicals on the food chain or the effect of air pollution on health)'. Respondents were provided with a list of animals to choose from.

Prior testing of this question in the cognitive interviews suggested that there are a number of drivers behind respondents' decisions on the animals they feel are acceptable for use in scientific research. While some base their opinions on the animals they think might be best suited to the specific research purpose listed, others treat it more as an exercise of highlighting the animals with which they have least affinity.

People view rats and mice as the most acceptable animals for use in a variety of research areas

Table 2.1 – Acceptability of the use of different animals in research

And which, if any, types of animals do you think it is acceptable to use for...

	...medical research to benefit people? %	...research into animal health? %	...environmental research? (e.g. to look at the effect of chemicals on the food chain or the effect of air pollution on health) %
Rats	47	45	40
Mice	44	42	37
Pigs	24	24	16
Fish	23	25	21
Amphibians e.g. frogs, toads, newts	22	23	17
Small mammals e.g. rabbits, ferrets	22	24	17
Small monkeys such as marmosets	19	18	12
Birds	18	22	16
Larger mammals e.g. sheep, cows	18	23	14
Large monkeys such as macaques	16	17	10
Cats	15	20	11
Great apes, e.g. chimpanzees and gorillas	15	16	9
Dogs	14	19	10
Others	1	1	1
All animals	*	1	1
Depends on the research	*	*	*
None of these	23	24	29
Don't know	13	14	14

Source: Ipsos MORI.

Base: 969 British adults aged 15+

Regardless of the type of research, a majority see at least one or other animal type as acceptable (though with some other respondents being unsure).

Animal use is most widely endorsed for medical research to benefit people (23% say **no** animals are acceptable here) – but notably the proportions are not that dissimilar when considering research into animal health (24% none) or environmental research (29%).

Furthermore, the patterns of acceptability for individual animal types are broadly similar in all three research scenarios.

- Rats and mice are deemed the most acceptable for all three - with pigs, fish, amphibians and small mammals occupying the next few positions.
- There is greater public acceptance of using some animal types – notably dogs, cats and larger mammals - in research into animal health than into human health. As noted above, the cognitive interviews suggested that perceived *suitability* is partly a factor here (i.e. using animals to better understand animals). By contrast rats, mice and small monkeys, amongst other animal types, are deemed similarly suitable for both research types.
- Support for the use of animals in environmental research is lower in most cases, but the public's preference is still clearly for using rats and mice.

In line with broader findings, men are significantly more likely to find the use of animals acceptable for each research type.

2.3 Public awareness of what is allowed in animal research

Respondents were asked which types of animal research they think researchers are currently allowed to conduct in the UK with the appropriate licence, and then also which types of research they think researchers *should* be allowed to use animals for.

Of the research types listed below, all are currently permitted if the researchers can obtain the required permissions and licences - except for the testing of cosmetics which is banned across the European Union. There are also discussions on no longer permitting the use of animals for testing household products, although at present this uncommonly-used form of animal research is permissible in some cases.

Typically, the proportion who feel that a certain type of research is allowed is, in many cases, similar to the proportion who think it should be allowed:

- Almost half of respondents (48% in each case) think that research 'to develop new treatments or procedures for specific diseases' is allowed, and should be allowed - although they will not always necessarily be the same people.
- Just over four in ten (44%) think that the use of animals in research to develop new methods of medical diagnosis is permitted, while 41% say it should be allowed.

However, in three cases there is a clear 'perception gap' between people's understanding of a research type's current permissibility and its acceptability. This gap exists specifically for non-medical research – most notably the testing of cosmetics or cosmetic ingredients, but also the safety testing of non-medical products such as chemicals used in industry or farming, and of non-medical products such as the ingredients of home cleaning products.

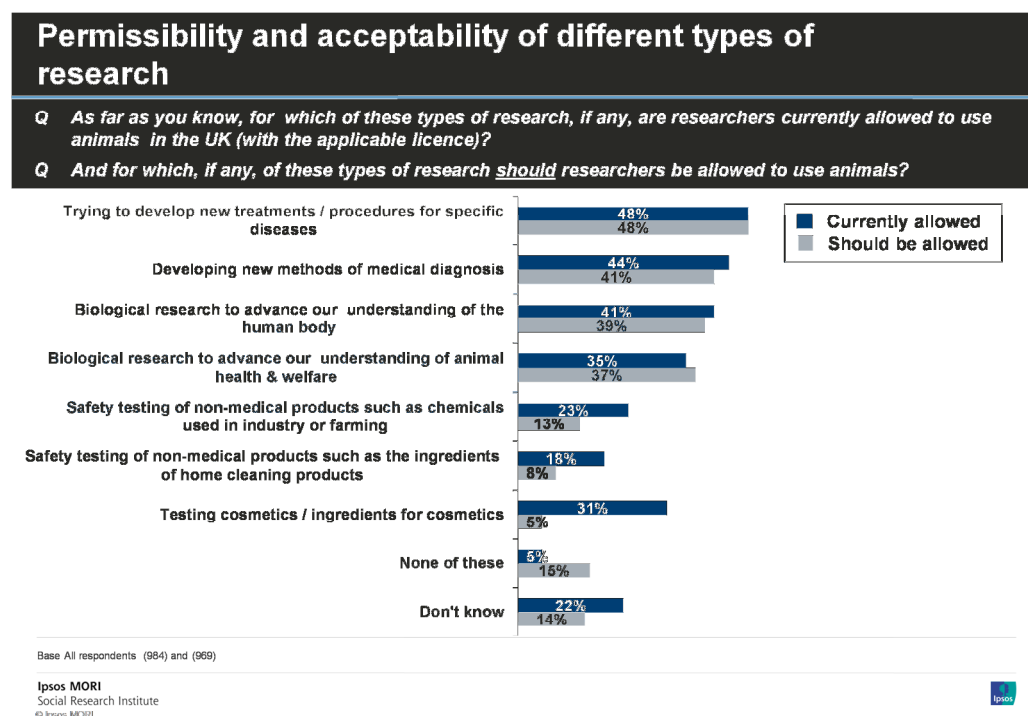
- Around three in ten (31%) think that animal testing of cosmetics is allowed with the applicable licence, but only 5% feel it should be.
- Almost a quarter (23%) believes that safety testing of non-medical products such as chemicals used in industry or farming is permitted, and 13% think it should be.
- Almost a fifth (18%) think that safety testing of non-medical products such as the ingredients of home cleaning products is allowed with the correct permission, but fewer than one in ten (8%) say it should be.

While there is an apparent link between non-medical research / testing and lower public acceptance / awareness, other factors may also contribute – for example simply that fewer people may be aware of these types of work.

At present though, the overall pattern is of lower public support for animals being used in non-medical than in medical scenarios (in particular the testing of cosmetics and of household products – the two areas that are either illegal in the UK¹, or potentially in the process of being phased out²).

31% believe that animal research is allowed for testing cosmetics

Figure 2.5 – perceived permissibility and acceptability of different types of research



¹ <http://www.bbc.co.uk/news/world-europe-21740745>

² <https://www.gov.uk/government/news/government-commits-to-ending-household-product-animal-testing>

The general link between the perceived permissibility and acceptability of (medical-related) animal research types is also apparent within sub groups. For instance, 62% of the AB social group think that research to try and develop new treatments or procedures for specific diseases is currently permitted, and 65% feel that it should be so. As with the overall results, this relationship 'de-couples' when considering non-human health-related testing.

Notably, ABs (usually the best-informed social class more widely) believe that cosmetics testing on animals *is* allowed than do C2DEs (35% and 24% respectively) – though are no more likely to endorse it.

Men are more likely than women to approve of animals being used for most of the listed research purposes. This is particularly pronounced on biological research to advance understanding of the human body (46% of men endorse this, versus 32% of women) - as well as understanding of animal health and welfare (42% and 33% respectively), and safety testing of both industrial/farming chemicals (17% versus 10%) and home cleaning products (11% versus 6%). However, men are just as opposed as women are to animal testing for cosmetics (just 6% and 5% respectively say it should be allowed).

3 Public views on regulation and behaviour

Key findings

Trust in the regulatory system around animal research is, to a large extent, equivocal; while more people than not believe the UK rules are strict (by a margin of just under 5:1), well enforced (about 2:1) and effectively regulated (about 4:3) many cannot say either way. There is widespread suspicion (by 60%) that unnecessary duplication of scientific research involving animals might go on – as there is (by 50%) of some scientific research being unlicensed.

People are also split on questions around scientists' behaviour. Almost half of respondents (47%) feel that scientists could do more to reduce the suffering of animals used in scientific research – though almost as many (40%) trust them not to cause 'unnecessary' suffering. About a quarter (24%) say that scientific research on animals is only carried out when there is no alternative (although undoubtedly many others are unsure).

The most commonly-perceived characteristic of organisations that use animals for UK scientific research (from a list of both positive and negative attributes) is that they are 'secretive' (44%); about three in ten (31%) feel that they do work essential for human health – the most widely-cited strength from those tested - while around one in seven (13%) say that they are dishonest about their work's results.

3.1 Views on the regulation of animal research

General views on regulation

One third of people (34%) say they **do not trust the regulatory system around the use of animals in scientific research**, while about a quarter (25%) disagree. Just over a third (35%) neither agree nor disagree with the statement; confirming that public knowledge of the regulatory system is low.

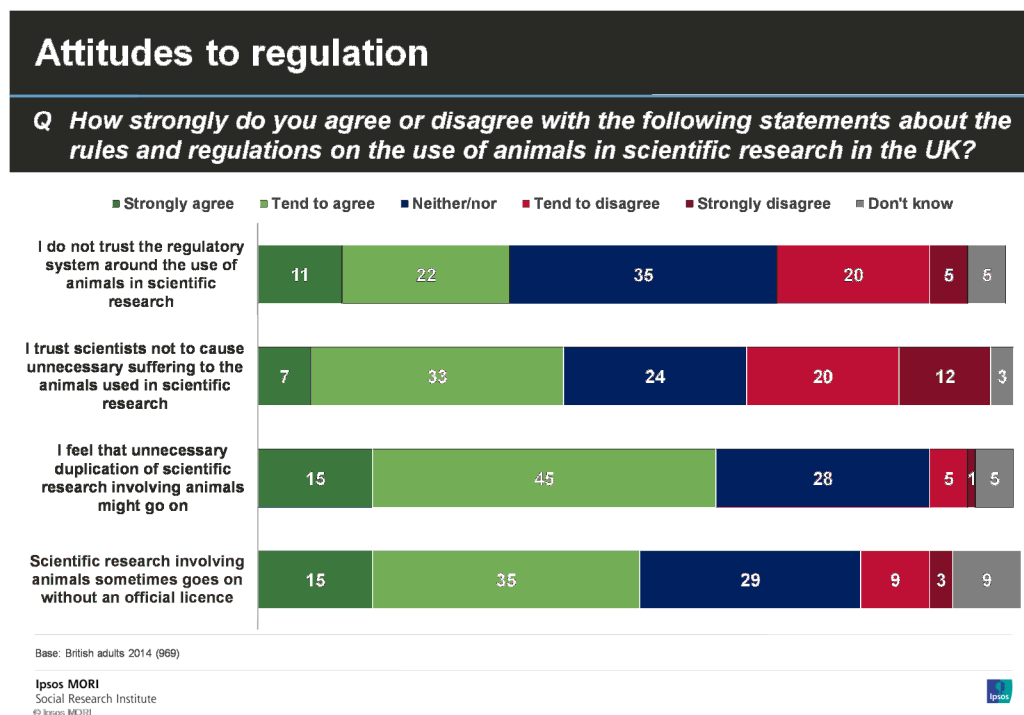
A slightly greater proportion **trust scientists not to cause unnecessary suffering** to animals used in scientific research than do not (40% and 32% respectively) – while 24% neither agree nor disagree.

About six in ten (60%) believe that **unnecessary duplication of scientific research involving animals might go on**, and 6% disagree. Almost three in ten (28%) neither agree nor disagree.

The proportion who believe that **scientific research involving animals sometimes goes on without a licence** is somewhat smaller, but half (50%) do believe that this is the case, and only around one in eight (12%) expressly disagree. Again many (29%) are neutral.

34% do not trust the regulatory system around the use of animals in scientific research

Figure 3.1 – Public attitudes towards the regulation of animal research



Men, ABs and those with higher educational qualifications stand out as being more trusting of the regulatory system and of scientists working in animal research.

Views on the quality of the regulation of animal research

Public views on the efficacy of the regulatory system governing animal research in the UK are positive overall – though not universally so. The results are again often characterised by a lack of knowledge.

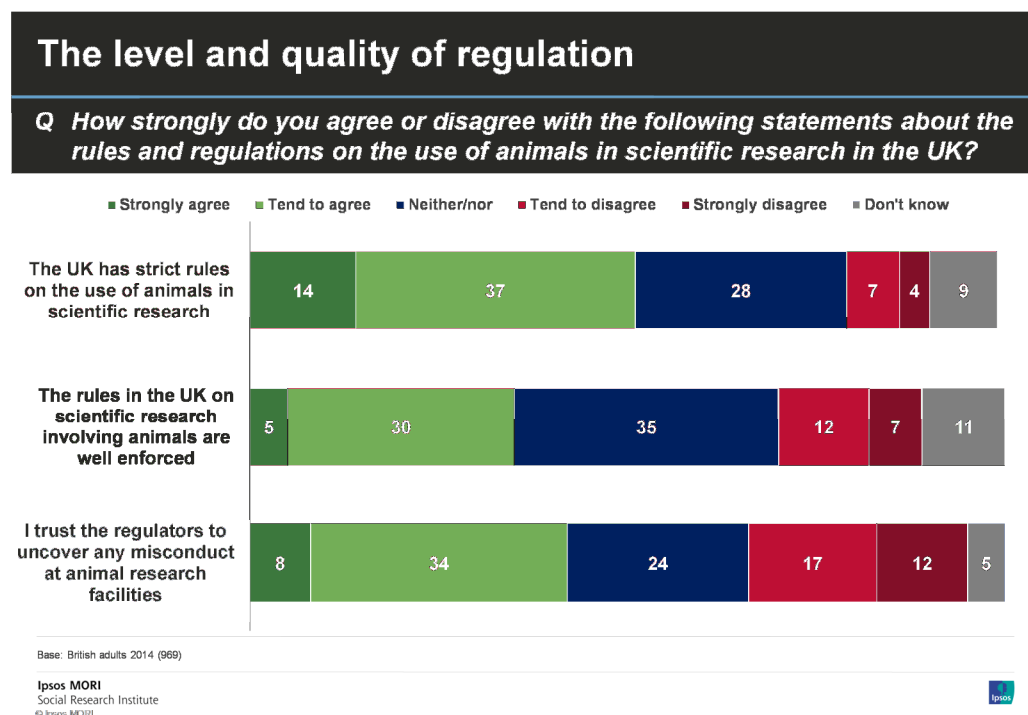
Respondents are more often positive than negative about the strictness of the rules in place, the enforcement of these rules, and the action of regulators to bring transgressions to light. However, high scores for 'neither agree nor disagree' - plus some don't knows - reveal public awareness is low.

Around half (51%) agree that **the UK has strict rules on the use of animals in scientific research**, with 11% in disagreement. At the same time, nearly three in ten (28%) say they neither agree nor disagree, and nearly one in ten (9%) do not know.

Just over one third (35%) agree that **the rules in the UK on scientific research involving animals are well enforced**. Although not a majority, this is greater than the proportion who disagree (19%). Those who neither agree nor disagree (35%) or don't know (11%) account for almost half of respondents.

Just over four in ten (42%) **trust the regulators to uncover misconduct at animal research facilities**; again, this is ahead of those who disagree (29%), but 'neither / nor' (24%) and 'don't know' (5%) responses are again prevalent.

Figure 3.2 – Public attitudes towards the regulation of animal research



51% of respondents agree that the UK has strict rules on the use of animals in scientific research

As before, men, older respondents and ABs tend to be more positive – especially in regard to the perceived strictness of rules on the use of animals in research (57% of men, 57% of those aged 55+ and 60% of ABs view them as strict – against the overall figure of 51%). Views on whether the rules are well enforced, and trust in the regulators to uncover misconduct, are more similar across demographic groups.

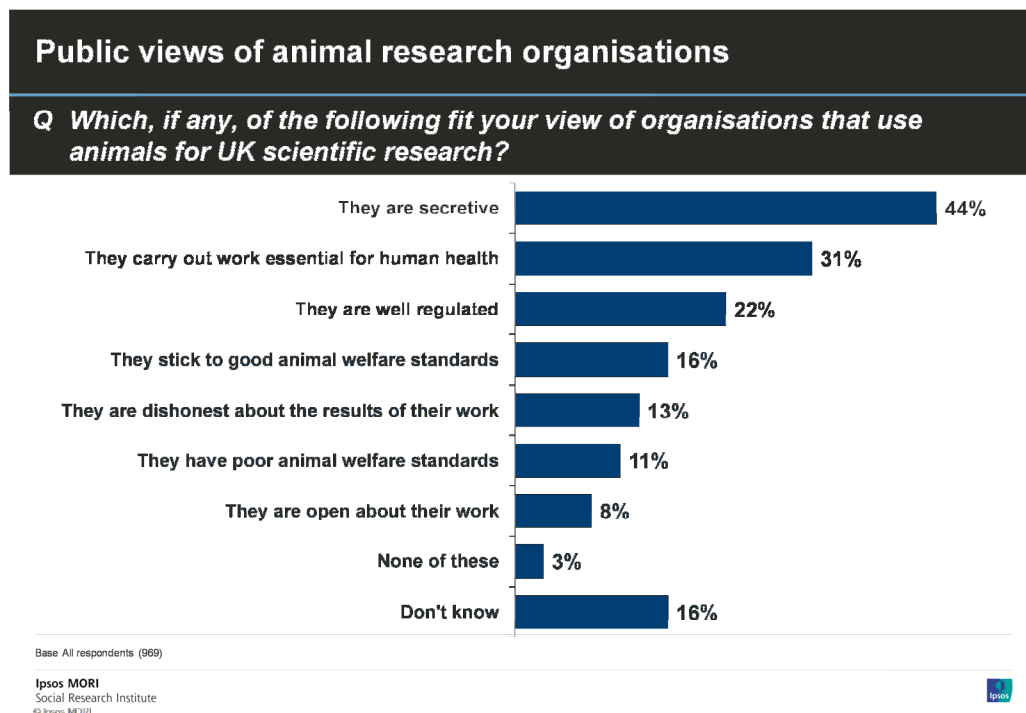
3.2 Views on individuals and organisations involved in animal research

Public views of animal research organisations

The most commonly held view of animal research organisations (from a list of both positive and negative attributes) is that they are 'secretive'; 44% of respondents believe this. The next three most commonly-cited characteristics are positive – about three in ten (31%) feel that such organisations' work is essential for human health, just over two in ten (22%) deem them well-regulated, and around one in six (16%) say that they stick to good animal welfare standards. A similar percentage (13%) feel that they are dishonest about the results of their work, about one in ten (11%) feel that animal research organisations have poor animal welfare standards, while 8% feel they are open about their work.

Combined analysis reveals that 30% have only positive things to say at this question, and 34% only negative things. By this measure, ABs are more likely to be supportive and 15-24 year olds less so.

Figure 3.3 – Public views of animal research organisations



The findings on secrecy echo those from the Public Attitudes to Science 2014 (PAS 2014) survey, which found that 50% of the British public see scientists as secretive³. The proportion who felt scientists were 'open' in PAS 2014 stands at 37% - significantly higher than the proportion in this survey, although this may be because this survey covers only one aspect of science, unlike PAS 2014 which took a broader view.

While views on the secrecy of animal research organisations are similar across most demographic groups, those from the youngest and oldest age groups are most likely to feel that these organisations are 'dishonest' about the results of their work. This view is particularly strong among 15-24 year olds - 23% of whom suspect dishonesty compared with 13% overall.

By contrast, the view that such work is essential for human health tends to strengthen with age – peaking among 45-54 year olds.

Public views towards animal research and researchers

Views on the actions of those involved in animal research again demonstrate that, whilst the public generally accepts the need for such work, they are concerned (or at least mindful) about how it is carried out.

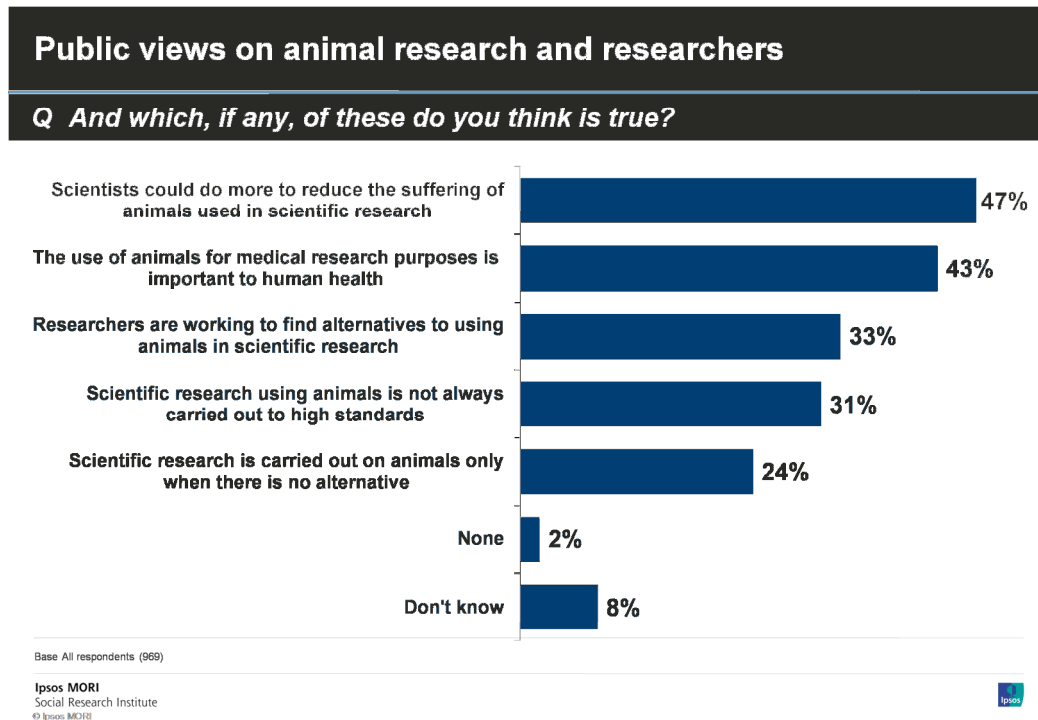
Almost half (47%) feel that **scientists could do more to reduce the suffering of animals** used in scientific research, while a similar proportion (43%) think that the use of animals for medical research purposes is important to human health.

44% believe that animal research organisations are secretive

³ <https://www.gov.uk/government/publications/public-attitudes-to-science-2014>

One third (33%) say that researchers are working to find alternatives to using animals in scientific research, yet at the same time around three in ten (31%) think that scientific research using animals is not always carried out to high standards. Nearly a quarter (24%) feel that scientific research is carried out on animals only when there is no alternative.

Figure 3.4 – Public views on animal research and researchers



24% believe it is true that scientific research on animals is only carried out when there is no alternative

Across demographic groups, there is a similar level of belief that scientists could do more to reduce animals' suffering. ABs are particularly likely to feel this is the case (though in part this reflects a more general tendency for this group to agree with the statements – rather than saying they do not know). Differences between men and woman tend - unusually - to be fairly marginal here, although men are more likely than women to pronounce the use of animals for medical research 'important for human health' (47% versus 40%).

4 Protesting against animal research

Key findings

Handing out leaflets (80%), organising petitions (72%) or writing to MPs and newspapers (72%) are seen as the most acceptable forms of protest for an animal protection organisation to employ. Other methods, such as organising online campaigns (41%) and secretly filming the activities of animal research laboratories (33%) attracted lower levels of endorsement. The most extreme methods were seen as acceptable by very few: sending hate mail (1%), destroying / damaging property (2%) and using physical violence (1%). The illegal occupation of research facilities and release of animals were seen as acceptable by 8% and 7% respectively; these are very low percentages which when extrapolated could potentially represent several hundred thousand members of the public. However, importantly, respondents were not necessarily saying they would be prepared to take these actions themselves.

A clear majority (61%) view demonstrating / protesting outside animal research laboratories as an acceptable method of protest for animal protection organisations. Demonstrations outside companies that transport research animals or provide other services to animal research laboratories each drew support in principle from around a third (33% and 29% respectively) while 6% felt it acceptable to demonstrate outside the homes of those who work in animal research facilities.

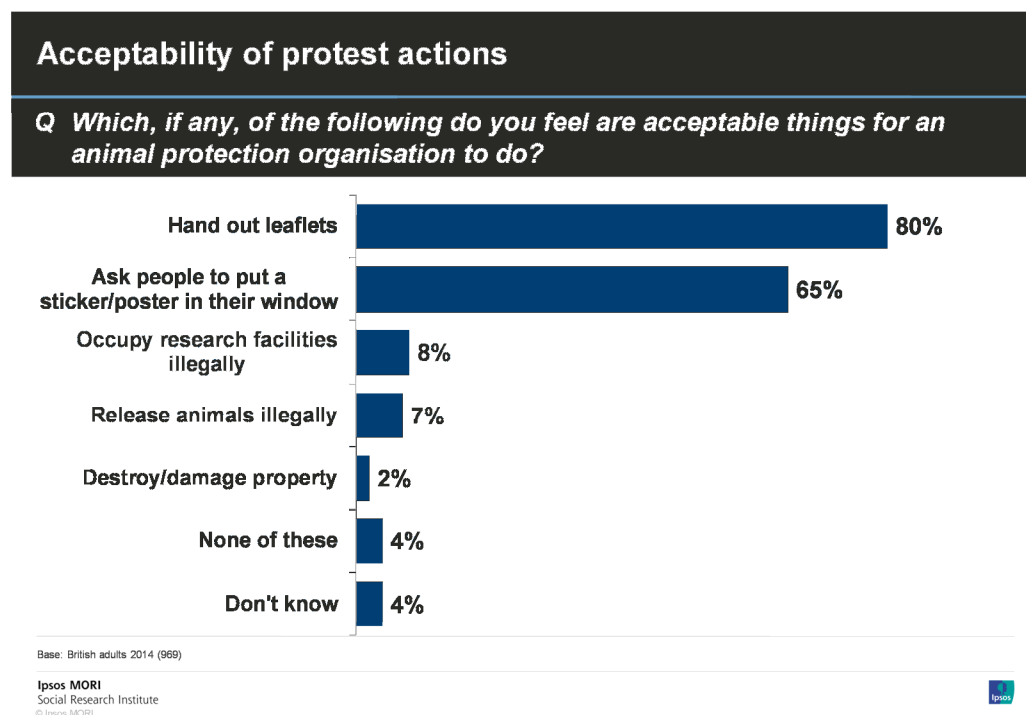
4.1 Initial considerations

Handing out leaflets is seen as the most acceptable way for an animal protection organisation to protest, with eight in ten (80%) endorsing this. Asking people to put a sticker or poster in their window also garners wide support (65%).

Support for 'illegal' actions is far lower; fewer than one in ten say that occupying research facilities, releasing animals, or destroying / damaging property are acceptable courses of action for animal protection organisations (8%, 7% and 2% respectively). That said, each 1% of a GB general public sample represents several hundred thousand members of the public as a whole – so low percentages here should not be discounted.

80% find handing out leaflets an acceptable protest method for 'animal protection organisations'

Figure 4.1 – Initial considerations on the acceptability of protest methods



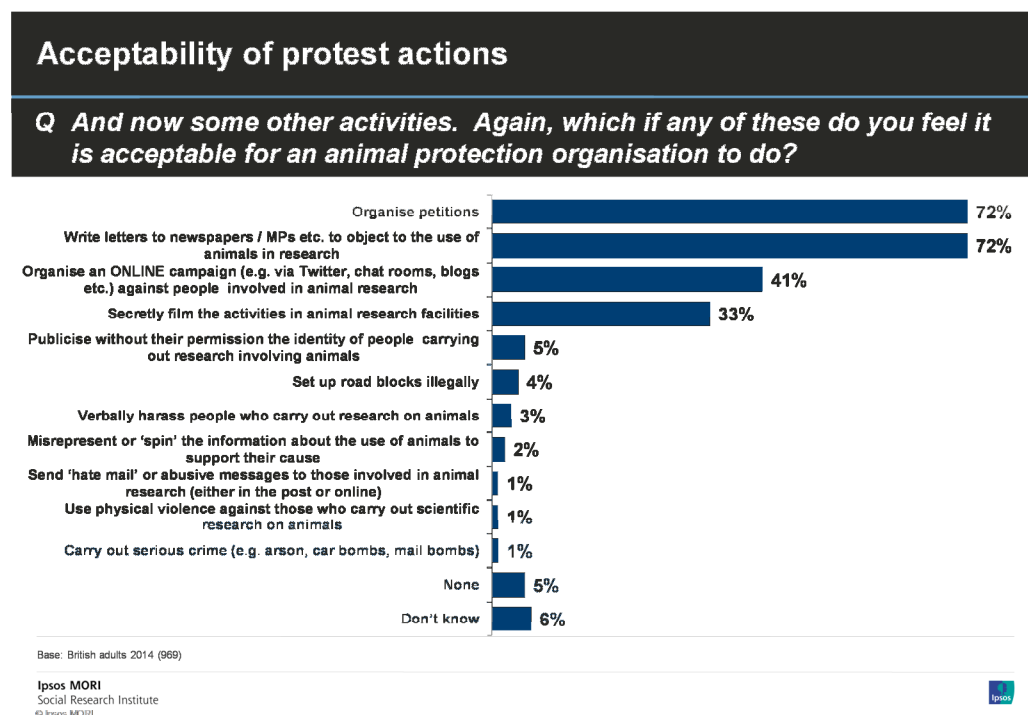
While support for the two 'illegal' actions is consistently low across sub groups – rarely reaching double figures - there is greater variance in support for handing out leaflets and putting up stickers / posters. ABs and broadsheet readers are particularly amenable to either - as is the 45-54 age group.

4.2 Further considerations

Organising petitions and writing to MPs or newspapers rank highly as acceptable **methods of protest** for animal protection organisations, with just over seven in ten respondents in each case (72%) saying it is acceptable. Organising an online campaign was seen as acceptable by 41% - far more so (65%) by 15-24 year olds - while one third (33%) felt that secretly filming the activities in animal research facilities was acceptable.

Other, more extreme, measures attracted very little acceptance. Publicising the identity of those involved in animal research without their permission was seen as acceptable by only five per cent, setting up illegal roadblocks by just four per cent, and verbally harassing those involved in animal research gained three per cent support. Misrepresenting or 'spinning' information was acceptable to two per cent, and the use of hate mail, physical violence, and serious crime were each supported by only one per cent of respondents.

Figure 4.2 – Further considerations on the acceptability of protest methods



33% say that secretly filming activities in animal research facilities is an acceptable protest method

As noted, organising an online campaign was most popular among the youngest age group – 65% of 15-24 year olds felt this was an acceptable method - with only one quarter (25%) of those aged 65+ in support. Although this may suggest that the youngest group are particularly convinced of the acceptability of using the internet to protest against animal research, the close correlation between age and acceptability here also suggests that respondents are relying on their own experience and understanding of what is possible using the internet⁴.

Writing letters to MPs or newspapers as a method of protest has wide support across the age spectrum – though it may be that the method of delivery would be different depending on age. Many studies on preferred communications channels suggest that often the internet / online *complements rather than replaces* more traditional means.

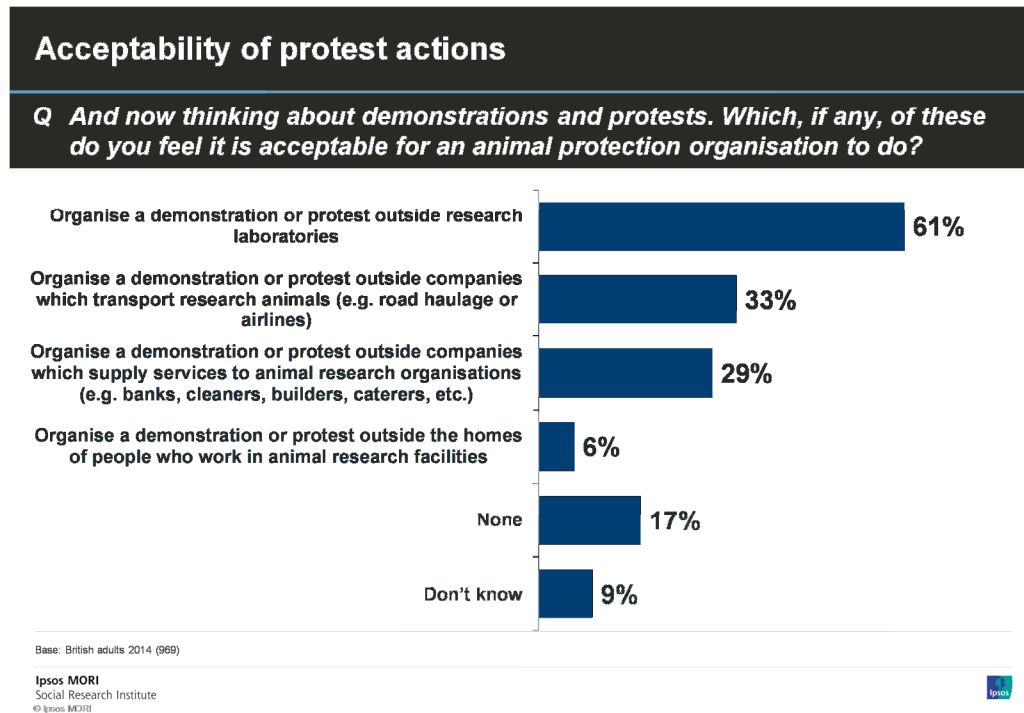
4.3 Acceptability of demonstrating against animal research

There is majority public acceptance of animal protection organisations **demonstrating or protesting outside animal research laboratories** – 61% view it as legitimate. However, this is the only form of demonstration / protest listed that attracted majority support. Around three in ten feel it is acceptable to demonstrate outside companies that transport research animals, or to demonstrate outside the premises of companies that provide services to animal research organisations (33% and 29% respectively). Very few – only six per cent – feel it is acceptable to protest outside the homes of those who work in animal research facilities.

⁴ Ipsos MORI's quarterly Tech Tracker showed that 98% of males and 94% of females aged 15-24 accessed the internet in late 2013. The figures for those aged 65+ are: male 61%, female 49%. The 65+ figures are lower still in areas of high deprivation. Report available here: http://www.ipsos-mori.com/DownloadPublication/1630_IpsosMediaCT_Techtracker_Q4_2013.pdf

The results suggest that public support for demonstrations is contingent - in part - on those demonstrations being directly associated with the laboratories themselves. Protests against *individual people* – regardless of how directly involved they are in animal research – is rarely endorsed, and nor is the ‘outing’ of those people as noted above.

Figure 4.3 – Acceptability of demonstrating against animal research



61% view demonstrations outside animal research laboratories as an acceptable protest method

Those from the oldest age brackets are the least likely to support any form of demonstration – 25% of those aged 55-64, and 24% of those aged 65+ say ‘none’ are acceptable, compared with 17% overall. Fewer than one in ten (9%) 15-24 year olds hold this view.

Typically, ABs and those with higher formal educational qualifications are more likely to accept protest demonstrations, although there is equally low support for demonstrating outside researchers’ homes across the board. There were also no significant differences between men and women on these measures.

5 Information about animal research

Key findings

Only three in ten (30%) feel informed about the use of animals in UK scientific research; and nearly a quarter (24%) say they are not at all informed.

Just over half are interested in finding out about alternatives to using animals in research (55%) and about welfare improvements for the animals (54%).

There is very low public awareness of the National Centre for the Three Rs (NC3Rs) – 6% say they knew of its existence. Awareness of Government efforts to reduce, replace or refine the use of animals in scientific research is similarly low.

Television is the most widely-preferred source for receiving information on the use of animals in research – a very familiar pattern for many topics, even in the internet age - followed by national newspapers and websites. Television is *consistently* popular with all sub groups, while some other sources such as social media show notable variation by age group.

There is no one predominant source of *balanced* information on animal research: universities, people with knowledge of the subject and animal protection organisations are all well-rated here. By contrast, around one in ten (11%) feel there are no balanced sources.

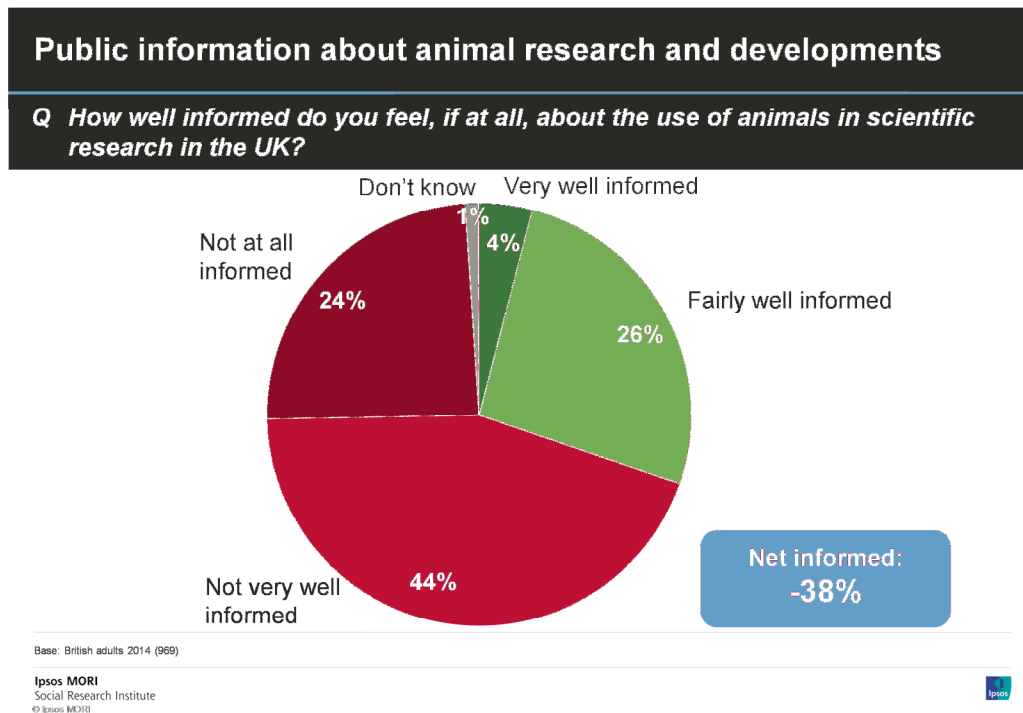
5.1 How informed do the public feel about animal research?

Overall awareness of the use of animals in UK research

The majority of respondents do not feel well informed about the use of animals in scientific research in the UK; a total of around three in ten - 30% - say they feel very well (4%) or fairly well informed (26%), while close to seven in ten - 68% - say they are either not very well (44%) or not at all informed (24%).

24% say they are 'not at all informed' about the use of animals in scientific research in the UK

Figure 5.1 – Public awareness of animal research

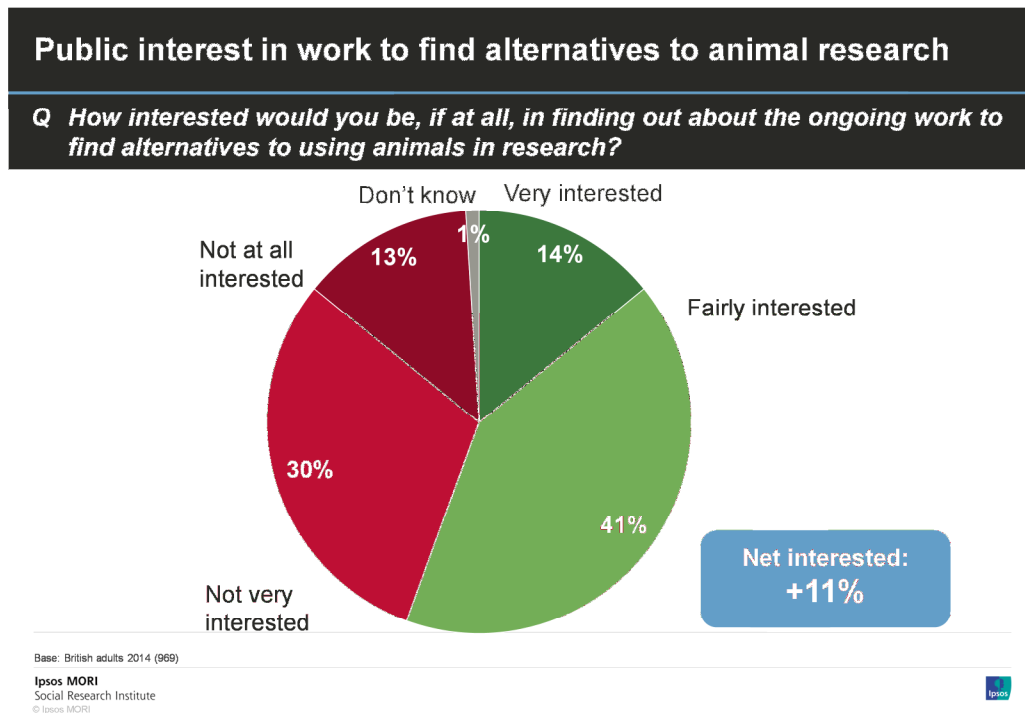


A perceived *lack* of information is most evident among 25-34 year olds (33% feeling 'not at all informed'), while the 55-64 group claims to be relatively most knowledgeable (41% 'well informed'). As is often the case across many subject areas, claimed knowledge declines sharply among those aged 65+.

Public interest in animal research alternatives and animal welfare improvements

Just over half say they are **interested in finding out about the ongoing work to find alternatives to using animals in research**; 55% say they are interested, while 43% say they are either not very or not at all interested.

Figure 5.2 – Public interest in work to find alternatives to animal research

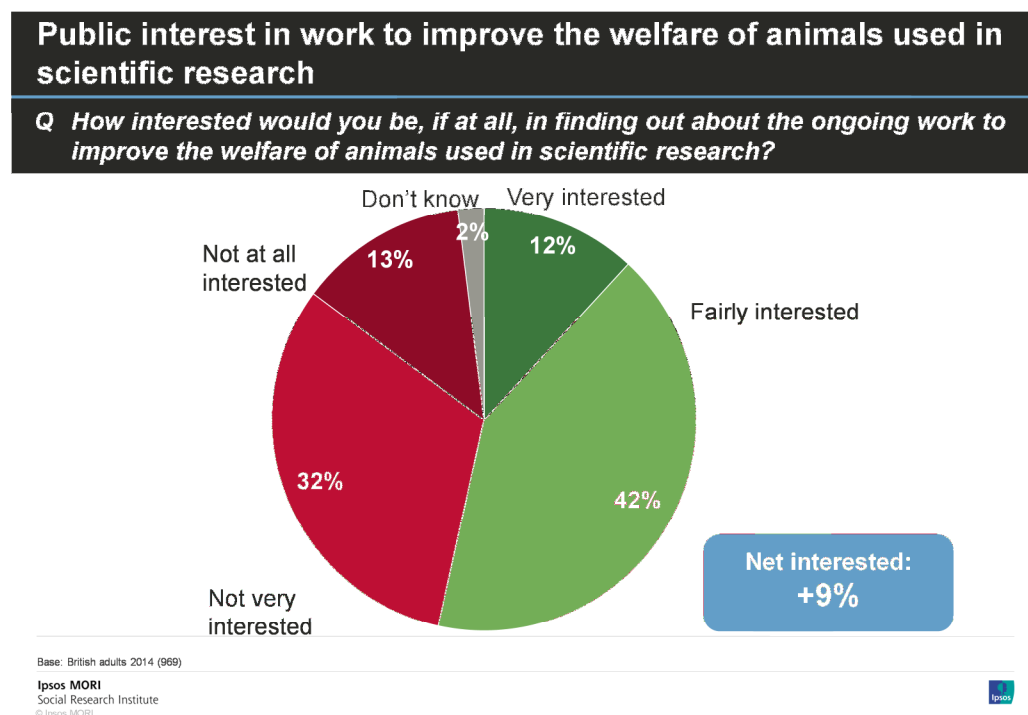


55% are
interested in the
ongoing work
into alternatives
to animal
research

While interest in finding out about alternatives to animal research is fairly evenly spread across genders and age groups, there is a significant difference between ABs (60% claiming some interest) and DEs (42%).

Public interest in finding out about ongoing work to improve the welfare of animals used in scientific research is at a very similar level. Just over half – 54% – have some desire in finding out about this work, while 45% are not interested.

Figure 5.3 – Public interest in work to improve research animal welfare



54% are interested in the work to improve the welfare of animals used in research

Women are slightly more interested in this topic area than are men; 56% as opposed to 51%, and interest is broadly similar across age groups.

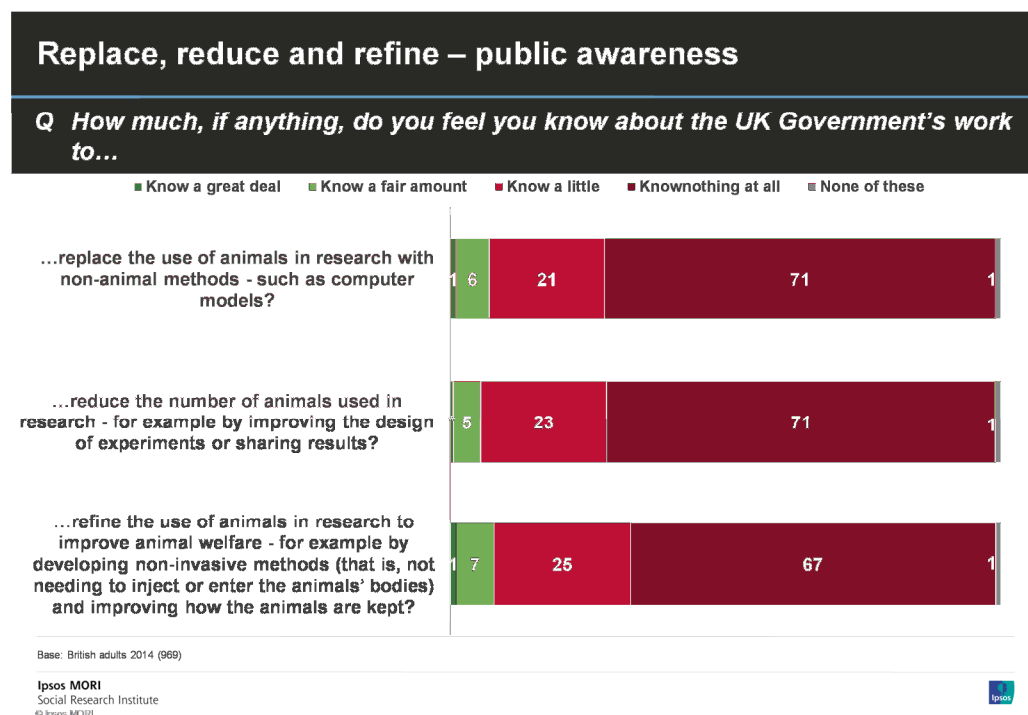
5.2 Awareness of NC3Rs

Awareness of government work to promote the 'Three Rs'

The three Rs - Replacement, Reduction and Refinement – are an ethical framework for conducting scientific experiments using animals humanely. **Public awareness of the UK Government work to implement these 'three Rs' is equally low for all three strands:**

- Seven per cent say they know at least a fair amount about the UK Government work to **replace** the use of animals in research with non-animal methods. Around seven in ten (71%) say they know nothing at all.
- Five per cent know at least a fair amount about the UK Government's work to **reduce** the use of animals in research (for example by improving the design of experiments or sharing results); again around seven in ten (71%) say they know nothing at all.
- Eight per cent know at least a fair amount about the UK Government's work to **refine** the use of animals in research to improve animal welfare - for example by developing non-invasive methods (that is, not needing to inject or enter the animals' bodies) and improving how animals are kept. Just over two thirds (67%) say they know nothing at all about this aspect.

Figure 5.4 – Awareness of UK Government implementation of the three Rs



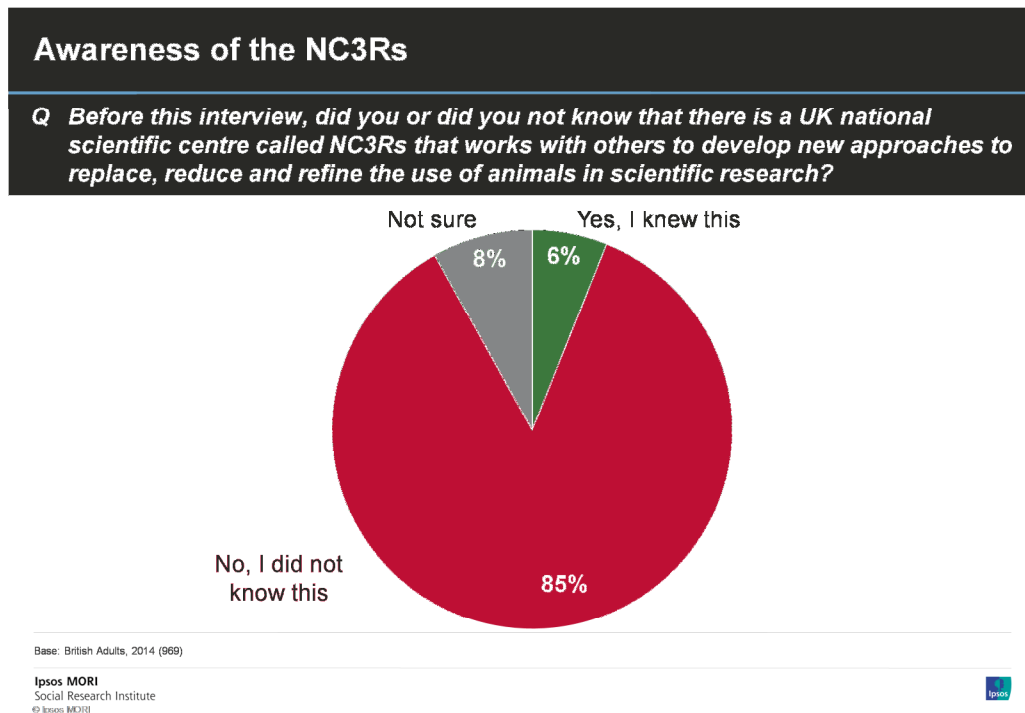
At most, 8% are familiar with UK Government efforts to replace, reduce or refine the use of animals in research

Across most demographic groups the level of knowledge of the 3Rs is similarly low. Unusually though, ABs are no better informed than are others (AB awareness is 8% / 7% / 8% for replace / reduce / refine – against 7% / 6% / 7% overall). Broadsheet readers are marginally better informed (11% / 9% / 12%) – as are 15-24s year olds (12% / 10% / 12%).

Awareness of NC3Rs

A large majority (85%) say that they did not previously know that there is a UK national scientific centre called NC3RS that works with others to develop new approaches to replace, reduce and refine the use of animals in scientific research - to which can be added at least some of the 8% 'not sure'. Only six per cent say that they were aware of it. (NC3Rs is an independent scientific organisation, supporting the UK science base through the application of the 3Rs. It is the UK's largest funder of 3Rs research).

Figure 5.5 – Awareness of the NC3Rs



85% of respondents say they were unaware of NC3Rs

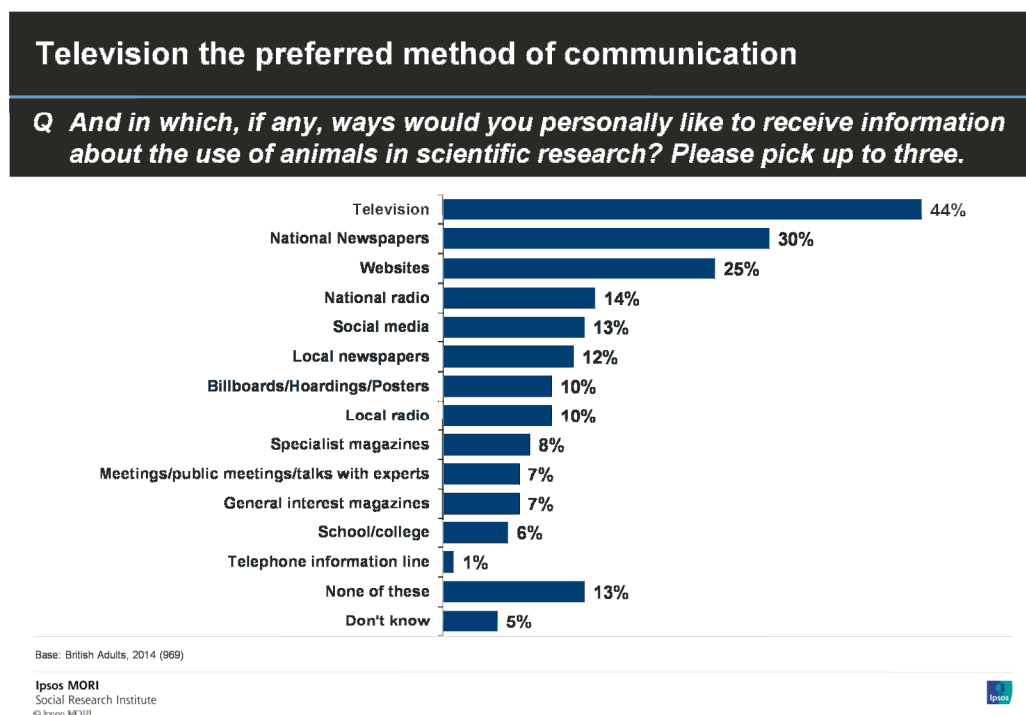
Eleven per cent of ABs and 14% of broadsheet readers say they were aware of NC3Rs before the interview. Across most other demographic groups the figure remains in single figures.

5.3 Trusted and preferred sources of information on animal research

Preferred sources of information on animal research

Television is the preferred source of information through which respondents would personally like to receive information about the use of animals in scientific research. Just over four in ten (44%) say this. Next most popular are national newspapers (30%) and websites (25%). Other information sources – national radio, social media, and local radio for instance – all attracted less than 15% support. Thirteen per cent said they did not want to receive more information through any of the means tested.

Figure 5.6 – Preferred information sources on animal research



44% prefer to receive information about animal research through television

While television had similarly broad appeal across demographic groups, some other methods showed large differences by sub group:

- 42% of 15-24 year olds selected websites, and 33% social media, making these the second and third most popular information sources for this age bracket. Those with 10-15 year old children are also strong advocates of social media - but by contrast the 55+ group virtually never cites it (2%), preferring national newspapers (35%).
- Those with degree level, or A Level grade qualifications are also more inclined to prefer national newspapers (38% and 35% respectively), compared to those with GCSE level qualifications (24%) or no formal qualifications at all (22%).
- Around one in five (21%) of those aged 65+ say they would not like to receive information from any of these sources.

Trusted sources of information on animal research

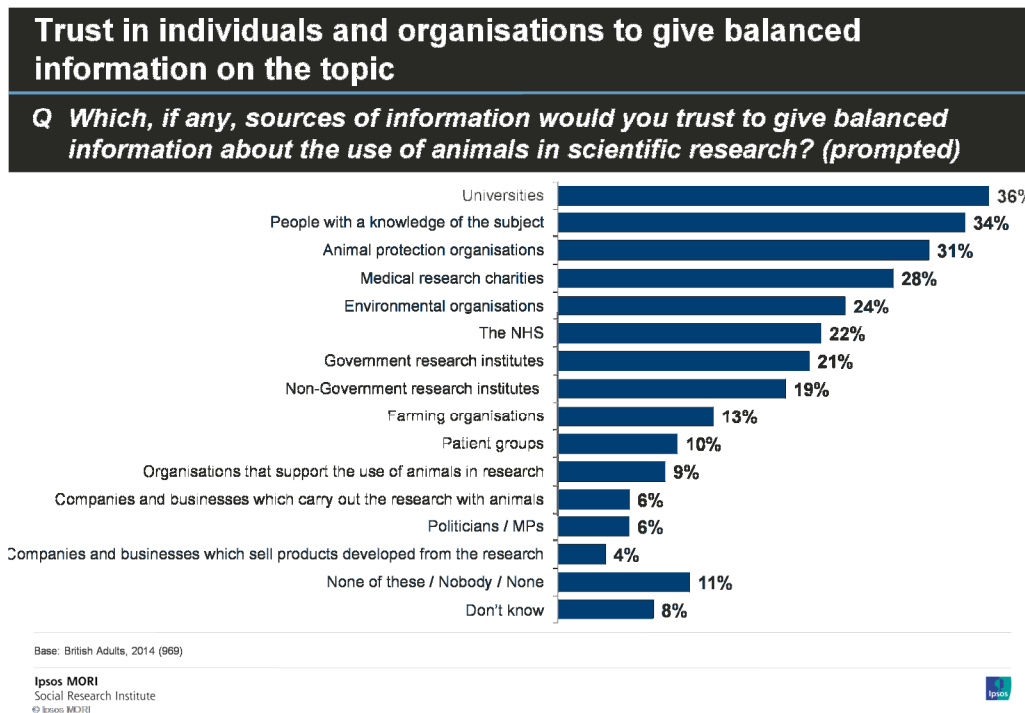
The public looks to a varied range of sources to provide balanced information on the use of animals in scientific research. Universities (36%) and animal protection organisations (31%) are both prominent – despite their sometimes opposing roles.

Also well-regarded here (34%) are 'people with knowledge of the subject' – though we did not specify what their specific role / expertise might be. In contrast, just over one in ten (11%) say that they would not trust any of the sources listed to provide balanced information; this view is particularly prevalent among 65+ year olds (17%).

15-24 year olds are particularly drawn to animal protection organisations for balanced information (38%) – but also to the NHS (28%).

Least trusted overall are politicians / MPs (6%) and organisations involved in or connected to animal research – those supporting it (9%), those carrying it out (6%) and those selling products developed from it (4%).

Figure 5.7 – Trusted information sources on animal research



36% trust universities to give balanced information on animal research;

31% trust animal protection organisations

Those from black and minority ethnic (BME) backgrounds are significantly less trusting of a number of sources listed, including universities, knowledgeable people, animal protection organisations and medical research charities. However, they are significantly more likely to trust the NHS (30% of BME respondents compared to 21% of white respondents).

Appendices

6 Appendices

6.1 Statistical reliability

The sampling tolerances that apply to the percentage results 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. As indicated below, sampling tolerances vary with the size of the sample and the size of the percentage result. For example, on a question where 50% of the people in a sample of 969 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 (i.e., between 47% and 53%).

Table 6.1 – Sampling tolerances for the survey

Approximate sampling tolerances applicable to percentages at or near these levels					
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Sample size					
969 (full sample)	2	3	3	3	3

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 following table is a guide to the sampling tolerances applicable to comparisons.

It should be highlighted that these tolerances are based on perfect random samples, and design effects such as clustering and weighting are likely to increase them. In practice, good quality quota sampling (as used here) has been found to be as accurate as random samples with a similar design.

Table 6.2 – Subgroup confidence intervals

Approximate differences required for significant at or near these percentages					
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Men vs. Women (477 vs. 492)	4	5	6	6	6
15-24 year olds vs. 65+ (174 vs. 218)	6	8	9	10	10

Table 6.3 – Cognitive interview details

Date:	Mon 17 th – Thurs 20 th February (4 interviews)
Recruitment quotas:	<p>Educational attainment: One with Masters/PhD or Bachelor's degree, one with A-level or equivalent, one with GCSE/O-level/NVQ, and one with no formal qualifications</p> <p>Age: Two aged 18 - 44 and two aged 45+</p> <p>Social grade: Two each from social grades ABC1 and C2DE</p> <p>Gender: Two males and two females</p>
Location:	Ipsos MORI London office (Borough)

Date:	Wednesday 19 th – Thursday 20 th February (3 interviews)
Quotas:	<p>Educational attainment: One with Masters/PhD or Bachelor's degree, one with GCSE/O-level/NVQ, and one with no formal qualifications</p> <p>Age: Two aged 18 - 44 and one aged 45+</p> <p>Social grade: Two from social grades ABC1 and one from C2DE</p> <p>Gender: Two males and one female</p>
Location:	Central Brighton

Date:	Thursday 20 th February (3 interviews)
Quotas:	<p>Educational attainment: One with Masters/PhD or Bachelor's degree, one with A-level or equivalent, and one with GCSE/O-level/NVQ</p> <p>Age: One aged 18 - 44 and two aged 45+</p> <p>Social grade: One from social grades ABC1 and two from C2DE</p> <p>Gender: One male and two females</p>
Location:	Central Bury St Edmunds

Table 6.4 – Demographic profile of 2014 sample

Gender

	2014	
	Unweighted	Weighted
	%	
Male	49	49
Female	51	51

Age

	2014	
	Unweighted	Weighted
	%	
15-24	18	16
25-34	14	17
35-44	14	16
45-54	16	17
55-64	15	14
65+	22	21

Social grade (see below for definitions)

	2014	
	Unweighted	Weighted
	%	
AB	19	26
C1	31	27
C2	22	22
DE	27	25

Respondent working status

	2014	
	Unweighted	Weighted
	%	
Working full-time (30+ hrs)	38	43
Working part-time (9-29 hrs)	10	10
Not working	53	47

Children in household

	2014	
	Unweighted	Weighted
	%	
Aged 0-5	15	17
Aged 6-9	10	10
Aged 10-15	15	15
None <16	70	68

Ethnicity

	2014	
	Unweighted	Weighted
	%	
White	84	87
Non-white	15	12

Brief guide to social grade definitions

Listed below is a summary of the social grade definitions on all surveys carried out by Ipsos MORI. These are based on classifications used by the Institute of Practitioners in Advertising.

A Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.

B People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.

C1 All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.

C2 Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.

D Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.

E Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income.

6.2 Topline survey results

The BIS views on animal research topline results are based on 969 interviews conducted face-to-face in home across Great Britain with adults aged 15+ between 7th and 13th March 2014.

Data is weighted to the profile of the population. Results are based on all respondents unless otherwise stated. An asterisk (*) indicates a finding of less than 0.5% but greater than zero. Where percentages do not add up to exactly 100% this is due to computer rounding, the exclusion of 'don't know' or to multiple answers.

This version of the questionnaire is a heavily amended version of a survey on the topic that runs back to 1999. The two are NOT directly comparable.

Q1 How well informed do you feel, if at all, about the use of animals in scientific research in the UK?

	%
Very well informed	4
Fairly well informed	26
Not very well informed	44
Not at all informed	24
Don't know	1
None of these	*

Q2 And how interested would you be, if at all in finding out about each of the things that I am about to read out?

Q2a ...the ongoing work to find alternatives to using animals in research?

	%
Very interested	14
Fairly interested	41
Not very interested	30
Not at all interested	13
Don't know	1

Q2b ...the ongoing work to improve the welfare of animals used in scientific research?

	%
Very interested	12
Fairly interested	42
Not very interested	32
Not at all interested	13
Don't know	2

Q3 How strongly do you agree or disagree with these general statements about the use of animals in scientific research in the UK?

	Strongly agree %	Tend to agree %	Neither/ nor %	Tend to disagree %	Strongly disagree %	Don't know %	Agree %	Disagree %
I can accept the use of animals in scientific research as long as it is for medical research purposes and there is no alternative	21	47	14	9	8	2	68	17
There needs to be more work done into alternatives to using animals in scientific research	39	37	17	4	1	1	76	5
I can accept the use of animals in scientific research as long as there is no unnecessary suffering to the animals and there is no alternative	26	43	15	8	7	2	69	14
I think that animals should not be used in any scientific research because of the importance I place on animal welfare	12	19	27	28	12	2	31	40
It does not bother me if animals are used in scientific research	5	14	20	30	29	2	19	59
The use of animals for medical research purposes should only be conducted for life -threatening or debilitating diseases	15	36	22	16	10	1	51	26
The UK government should ban the use of animals for any form of research	11	11	22	32	21	2	23	53
It is acceptable to use animals in research to help our understanding of the human body, where there is no alternative	17	43	18	12	9	2	60	21
It is acceptable to use animals in research to help our understanding of animal health, where there is no alternative	15	49	18	9	7	1	64	16
It is acceptable to use animals for all types of research where there is no alternative	8	29	19	26	15	2	37	42

Q3 How strongly do you agree or disagree with these general statements about the use of animals in scientific research in the UK?

	Strongly agree %	Tend to agree %	Neither/ nor %	Tend to disagree %	Strongly disagree %	Don't know %	Agree %	Disagree %
It is acceptable to use animals in scientific research to test <u>chemicals that could harm people</u>	8	33	19	21	17	1	41	39
It is acceptable to use animals in scientific research to test <u>chemicals that could harm pets, farm animals or wildlife</u>	6	32	23	21	16	2	38	37
It is acceptable to use animals in scientific research to test <u>chemicals that could harm plants or the environment</u>	4	19	25	29	23	2	23	52

Q4 **And which, if any, of these do you think is true?**

	%
Scientists could do more to reduce the suffering of animals used in scientific research	47
The use of animals for medical research purposes is important to human health	43
Researchers are working to find alternatives to using animals in scientific research	33
Scientific research using animals is not always carried out to high standards	31
Scientific research is carried out on animals only when there is no alternative	24
None	2
Don't know	8

Q5 **How strongly do you agree or disagree with the following statements about the rules and regulations on the use of animals in scientific research in the UK?**

	Strongly agree %	Tend to agree %	Neither/ nor %	Tend to disagree %	Strongly disagree %	Don't know %	Agree %	Disagree %
I do not trust the regulatory system around the use of animals in scientific research	11	22	35	20	5	5	34	26
I trust scientists not to cause unnecessary suffering to the animals used in scientific research	7	33	24	20	12	3	40	32
I feel that unnecessary duplication of scientific research involving animals MIGHT go on	15	45	28	5	1	5	61	6
Scientific research involving animals sometimes goes on without an official licence	15	35	29	9	3	9	50	12
The UK has strict rules on the use of animals in scientific research	14	37	28	7	4	9	51	12
The rules in the UK on scientific research involving animals are well enforced	5	30	35	12	7	11	35	19
I trust the regulators to uncover any misconduct at animal research facilities	8	34	24	17	12	5	42	29

Q6a Which, if any, of the following do you feel are acceptable things for an animal protection organisation to do? Please read out the letter or letters which apply.

	%
Hand out leaflets	80
Ask people to put a sticker / poster in their window	65
Occupy research facilities illegally	8
Release animals illegally	7
Destroy / damage property	2
None	4
Don't know	4
Depends on legality	-

Q6b And now thinking about demonstrations and protests. Which, if any, of these do you feel it is acceptable for an animal protection organisation to do?

	%
Organise a demonstration or protest outside research laboratories	61
Organise a demonstration or protest outside companies which transport research animals (e.g. road haulage or airlines)	33
Organise a demonstration or protest outside companies which supply services to animal research organisations (e.g. banks, cleaners, builders, caterers etc.)	29
Organise a demonstration or protest outside the homes of people who work in animal research facilities	6
None	17
Don't know	9
Depends on legality	-

Q6c **And now some other activities. Again, which if any of these do you feel it is acceptable for an animal protection organisation to do?**

	%
Organise petitions	72
Write letters to newspapers / MPs etc. to object to the use of animals in research	72
Organise an ONLINE campaign (e.g. via Twitter, chat rooms, blogs etc.) against people involved in animal research	41
Secretly film the activities in animal research facilities	33
Publicise without their permission the identity of people carrying out research involving animals	5
Set up road blocks illegally	4
Verbally harass people who carry out research on animals	3
Misrepresent or 'spin' the information about the use of animals to support their cause	2
Send 'hate mail' or abusive messages to those involved in animal research (either in the post or online)	1
Use physical violence against those who carry out scientific research on animals	1
Carry out serious crime (e.g. arson, car bombs, mail bombs)	1
None	5
Don't know	5
Depends on legality	-

Q7 **Which, if any, sources of information would you trust to give balanced information about the use of animals in scientific research?**

	%
Universities	36
People with a knowledge of the subject	34
Animal protection organisations	31
Medical research charities	28
Environmental organisations	24
The NHS	22
Government research institutes	21
Non-Government research institutes	19
Farming organisations	13
Patient groups	10
Organisations that support the use of animals in research	9
Companies and businesses which carry out research on animals	6
Politicians / MPs	6
Companies and businesses which sell products developed from the research	4
Other	1
None of these	11
Don't know	8

Q8 **And in which, if any, ways would you personally like to receive information about the use of animals in scientific research? Please pick up to three.**

	%
Television	44
National newspapers	30
Websites	25
National radio	14
Social media (e.g. Twitter, Facebook, online blogs, online chat rooms etc.)	13
Local newspapers	12
Billboards/hoardings/posters	10
Local radio	10
Specialist magazines (e.g. science or medical journals)	8
General interest magazines	7
Meetings/public meetings/talks with experts (e.g. researchers, specialist charities)	7
School/college	6
Telephone information line	1
Other	1
None of these	13
Don't know	5

Q9 How much, if anything, do you feel you know about the UK Government's work to...

Q9a ... Replace the use of animals in research with non-animal methods - such as computer models?

	%
A great deal	1
A fair amount	6
A little	21
Nothing at all	71
None of these	1

Q9b ... Reduce the number of animals used in research - for example by improving the design of experiments or sharing results?

	%
A great deal	*
A fair amount	5
A little	23
Nothing at all	71
None of these	1

Q9c ... Refine the use of animals in research to improve animal welfare - for example by developing non-invasive methods (that is, not needing to inject or enter the animals' bodies) and improving how the animals are kept?

	%
A great deal	1
A fair amount	7
A little	25
Nothing at all	67
None of these	1

Q10 Before this interview, did you or did you not know that there is a UK national scientific centre called NC3Rs that works with others to develop new approaches to replace, reduce and refine the use of animals in scientific research?

	%
Yes, I knew this	6
No, I did not know this	85
Not sure	8

Q11 Q11a: As far as you know, for which of these types of research, if any, are researchers currently allowed to use animals in the UK (with the applicable licence)? Just read out the letter or letters that apply

Q11b: And for which, if any, of these types of research should researchers be allowed to use animals? Please read out the letter or letters that apply

	Q11a %	Q11b %
Trying to develop new treatments / procedures for specific diseases	48	48
Developing new methods of medical diagnosis	44	41
Biological research to advance our understanding of the human body	41	39
Biological research to advance our understanding of animal health & welfare	35	37
Testing cosmetics / ingredients for cosmetics	31	5
Safety testing of non-medical products such as chemicals used in industry or farming	23	13
Safety testing of non-medical products such as the ingredients of home cleaning products	18	8
None of these	5	15
Don't know	22	14

Q12 **And which, if any, types of animals do you think it is acceptable to use for...**

	...Medical research to benefit people?	...Research into animal health?	...Environmental research (e.g. to look at the effect of chemicals on the food chain or the effect of air pollution on health)?
	%	%	%
Rats	47	45	40
Mice	44	42	37
Pigs	24	24	16
Fish	23	25	21
Amphibians e.g. frogs, toads, newts	22	23	17
Small mammals e.g. rabbits, ferrets	22	24	17
Small monkeys such as marmosets	19	18	12
Birds	18	22	16
Larger mammals e.g. sheep, cows	18	23	14
Large monkeys such as macaques	16	17	10
Cats	15	20	11
Great apes e.g. chimpanzees and gorillas	15	16	9
Dogs	14	19	10
Others	1	1	1
All animals	*	1	1
Depends on the research	*	*	*
None of these	23	24	29
Don't know	13	14	14

Q10 **Which, if any, of the following fit your view of organisations that use animals for UK scientific research?**

	%
They are secretive	44
They carry out work essential for human health	31
They are well regulated	22
They stick to good animal welfare standards	16
They are dishonest about the results of their work	13
They have poor animal welfare standards	11
They are open about their work	8
None of these	3
Don't know	16

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