Ipsos MORI
Social Research Institute

Attitudes to animal research
A long-term survey of public views 1999-2014

A report for the Department for Business Innovation & Skills

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Summary and Conclusions

1 Summary and Conclusions

This report details the findings of the tenth wave of research on animal research that Ipsos MORI (formerly MORI) has conducted. This wave was commissioned by the Department for Business, Innovation & Skills (BIS) and was designed to track public attitudes to the use of animals in scientific research in Great Britain, covering the period 1999–2014. Ipsos MORI (previously MORI) has conducted each wave of the survey employing the same face-to-face methodology and, where possible, consistent question wording, so that trend data in this report provides a clear picture over time of public attitudes to the use of animals in scientific research.

This volume is complemented by a separate report, giving findings from a newly-developed (rather than trend-based) set of questions on the same subjects. This report, entitled 'Attitudes to animal research in 2014' is published simultaneously.

Key findings and trend data

On balance the public is supportive of the use of animals in research; for example, almost two thirds (64%) 'can accept animal experimentation so long as it is for medical research purposes'. However, trend analysis reveals a waning in support; the current 64% acceptance compares to the high point of 76% last seen in the 2010 survey, and there are similar falls in those willing to endorse animal experimentation for research (medical or otherwise) – even 'where there is no alternative'. In regard to testing chemicals on animals, support is stronger for procedures that might avoid harm to people than to wildlife or the environment.

There remains relatively little public appetite for the government to actually **ban** all experiments on animals - but the 22% who now want this is slightly higher than usual.

Public trust in the regulatory mechanisms governing animal research remains solid if not overwhelming; half (50%) now say they expect that the rules in Britain on animal experimentation 'are well enforced' (partially recovering ground lost between 2010 and 2012 when the figure fell from 56% to 44%). A similar proportion (55%) now agrees that Britain 'probably has tough rules governing animal experimentation' (against 65% in 2010 and 54% in 2012).

Public interest in animal experimentation is down this year, with around one fifth (19%) now agreeing that it does not interest them – marginally up on the 16% from the 2012 study and markedly so from the 12% in the first (1999) survey. However, those expressly 'not bothered' about the use of animals remain clearly in the minority (18%).

At the same time there is **significantly lower awareness this year of efforts to find alternatives to animal use (down from 27% in the 2012 study to 15% now) and to improve the welfare of such animals (down from 29% to 20%)**. This may in part be responsible for the moderate fall in support for animal research seen this year. Public awareness specifically of 'Government initiatives' in these areas has remained at a

low level since first measured in 2009 – with those knowing at least 'a fair amount' accounting for no more than 10% over that period.

Attitudes towards conduct, regulation and monitoring

Attitudes to the conduct of scientists remain on balance positive; for instance just under half (45%) say they trust scientists not to cause unnecessary harm to animals – albeit a drop from the 50%+ scores seen in the surveys through much of the 2000s. Around three in ten (31%) now expressly **dis**trust scientists in this regard.

There also remains a **widespread public feeling that unregulated and unnecessarily duplicated animal experiments may go on.** In both cases, people accept rather than reject the possibility by a ratio of around 5:1.

Attitudes towards the activities of animal rights organisations

Views on what actions are acceptable for animal rights organisations to take in opposition to animal testing have remained generally steady. Writing letters, handing out leaflets, organising petitions, and asking people to put protest stickers in their windows remain the most acceptable forms of protest.

Committing terrorist acts (e.g. the use of mail or car bombs), using physical violence or destroying property, sending hate mail and verbal harassment all remain unacceptable to a large majority. However, the proportion who see freeing animals from research laboratories as unacceptable has fallen to a minority (45%) this year from 50% in the 2012 research and 54% in the 2010 study.

General views of science and research

A majority of the public (63%) feels uninformed about science and scientific research and developments – a level very similar to that recorded in previous waves of this survey, but higher than that seen in more overtly science-focused projects such as the Public Attitudes to Science (PAS) 2014 study. At the same time, a large majority (78%) in this latest animal-related research feel that 'science makes a good contribution to society'.

Alternatives to the use of animals in research

Public awareness of a "UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare" has traditionally been low, and has fallen a little more since the 2012 research – from 9% to now 6% who 'definitely' knew about it. (The Centre was NOT referred to by name in any of the trend research waves).

Long-term trends

Most of the long-term trends are characterised by broad consistency rather than substantial change. This year's results have seen a partial if patchy recovery from the falls between 2010 and 2012 (e.g. confidence that rules are well-enforced, which has increased by six points to 50% and the belief that inspectors will bring any

misconduct to light which has increased by four points to 58%). In the longer term context, though, there remains a sense of the public slightly cooling towards animal-based research – though certainly not turning fully against it.

For example, people are less accepting of medical-based or other animal experiments than once they were – and the caveats of 'no unnecessary suffering to the animals' and 'where there is no alternative' hold slightly less sway than previously. Nor is the public now quite so convinced that animals will always be used for such research, or that to do so is a 'necessary evil'.

Conclusions

'Animal experimentation' (as it has been traditionally referred to in this trend survey) continues to have majority public support – though recent results suggest a slight cooling in support, and caveats around animal welfare and possible alternatives remain important.

The public is not consciously *un*interested in animal experimentation – but a lack of knowledge about efforts to improve procedures and animal welfare means there is hesitancy in giving the sector an entirely clean bill of health. While there is widespread trust that scientists and regulators are acting appropriately – with tough, well-enforced rules, vigilant inspectors and, on balance, welfare-minded scientists – that trust is often not based on factual information.

Public views on the acceptability (or not) of protest actions remain largely clear-cut; the more extreme (and presumably illegal) the action, the less support it has. However, there are potentially sizeable numbers of people – typically around one in ten – who endorse animal rights groups occupying research facilities, demonstrating outside workers'/investors' homes, freeing animals or disrupting suppliers.

Many people would still like more information before forming a firm opinion on animal experimentation. While people are not necessarily willing to *seek out* such information, it does suggest that many 'hearts and minds' are yet to be won over one way or the other. However, those who are better informed tend to be more supportive.

2 Introduction

2.1 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 study also looks at awareness of possible alternatives to and refinements of animal use in scientific research.

This is the tenth wave of research on this topic which Ipsos MORI (and previously MORI) has conducted. In previous years the work has been sponsored by the Medical Research Council and *New Scientist* magazine (1999), the Coalition for Medical Progress (in 2002 and 2005), the Department of Trade and Industry (in 2006), Department for Business, Enterprise and Regulatory Reform (BERR) in 2007 and the Department for Business, Innovation & Skills (BIS) since 2008.

2.2 Methodology

To ensure comparability, all waves of the research have been conducted using nationally-representative face-to-face 'omnibus' surveys. In the latest wave (conducted on Ipsos MORI's weekly 'Capibus'), a nationally-representative sample of 1,000 adults from across Great Britain aged 15+ was interviewed face-to-face in-home between 7-13 March 2014.

The data have been 'weighted' by gender, age, region, work status, ethnicity and social class (see appendices for definition) to reflect the known (aged 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 50% were men and 50% were women. In fact the GB age 15+ population profile is 49% men and 51% women (as women tend to live longer than men). The men have therefore been marginally 'down-weighted' from 50% to 49% and the women marginally 'up-weighted' from 50% to 51% to ensure that each 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.

2.3 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. Overall data from previous studies are also included on most charts, for comparison.

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 made throughout the report to "percentage points". This describes a numerical difference between two percentage figures - rather than an increase / decrease. For example if satisfaction has increased from 60% in 2011 to 70% in 2012 this is an increase of 10 percentage points, but not an increase of 10 per cent (which would be 60% to 66%).

Net scores

At some points in the report, where possible, "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.

3 Acceptance of animal research

Key findings

There remains majority support for animal experimentation for medical research purposes - 64% agree – but this figure has again slipped this year (now twelve percentage points adrift from the high point of 76% last seen in the 2010 study, and the lowest seen for over a decade).

Other key 2014 results include:

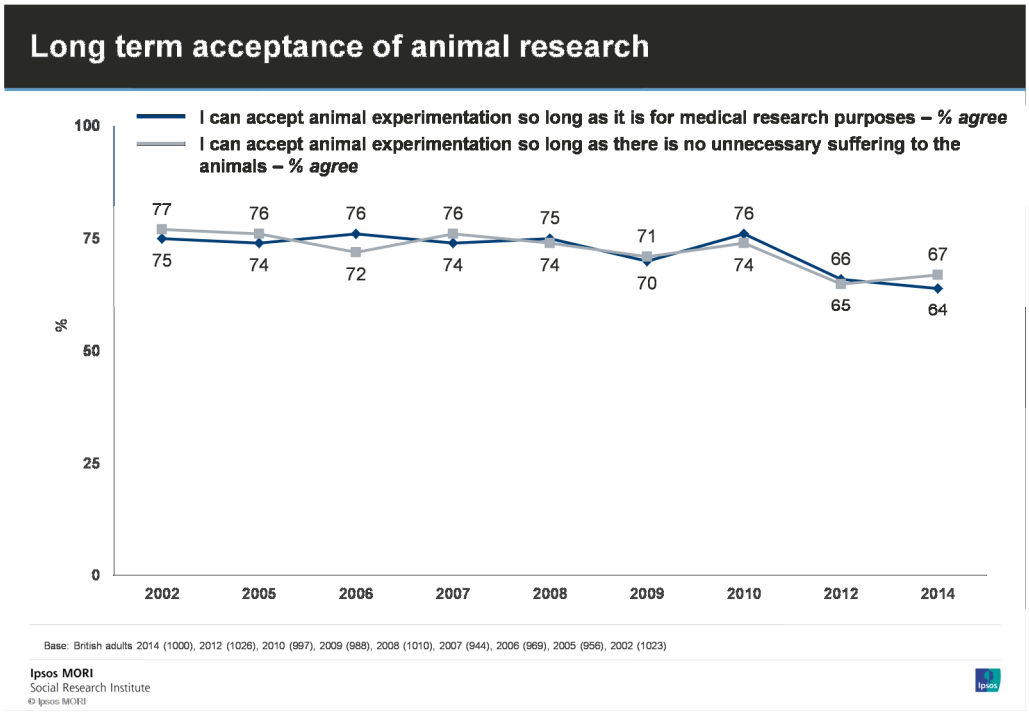
- Around two thirds (67%) accept animal experimentation so long as there is no unnecessary suffering to the animals. As in the 2012 study, this is somewhat below the usual (typically 70%+) score.
- Just over half (54%) now reject the idea of a total government ban on animal use in experiments and 22% agree with it – a ratio of about 5:2. This again hints at slightly weakening public support for animal use. Usually the ratio is over 3:1
- However, the public continues to back greater efforts to find alternatives: 79% do so this year – closely in line with previous surveys.

3.1 Trends in public acceptance

About two thirds (64%) now say they can 'accept animal experimentation so long as it is for medical research purposes' – a movement of two percentage points since the 2012 research (then 66%) after the marked decline that year from the 2010 result (76%). However, it should be noted that the fall of 2 percentage points between 2012 and 2014 is not significant.

Similarly, 67% now accept the practice with the proviso of 'no unnecessary suffering to the animals' – effectively unchanged since the 2012 wave (65%) but significantly down from the 2010 study (74%).

Figure 3.1 – Long term acceptance of animal research



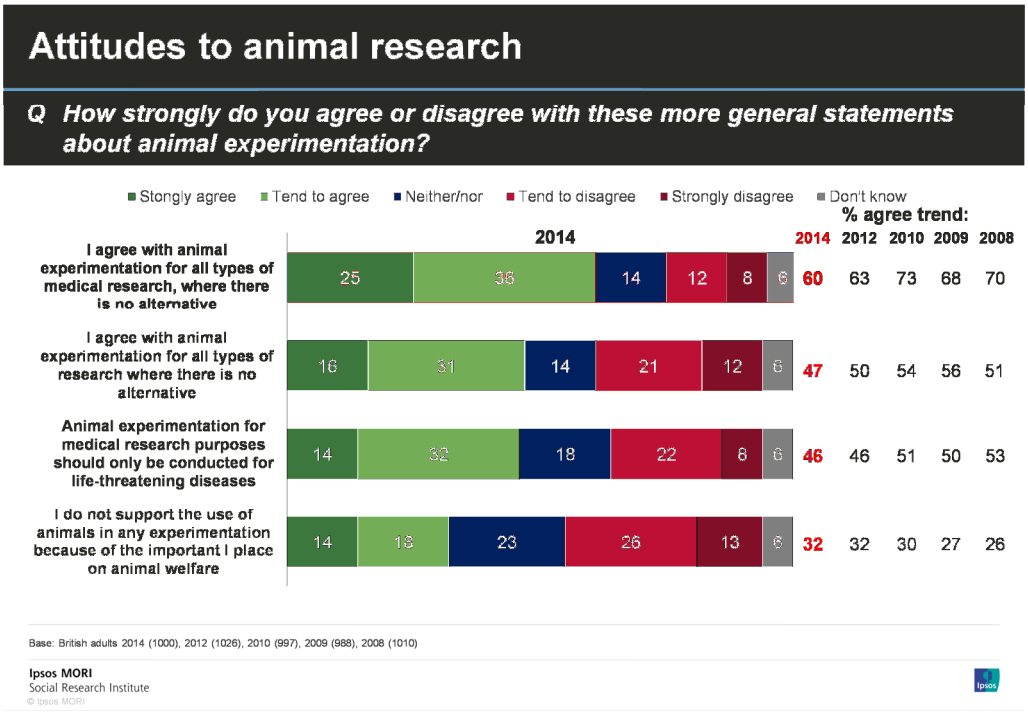
67% of respondents say they can accept animal research as long as the animals experience no unnecessary suffering

The *purpose* of such research continues to have a bearing on public views. The use of animals in medical research prompts greater endorsement than it does for research generally. This year, 60% and 47% respectively agree with these two practices 'where there is no alternative' – a fairly typical differential between the two, but again notably down on the 2010 survey scores (73% and 54% respectively).

Within the field of medical research, there are further distinctions. Almost half (46% - the same percentage as in the 2012 research) say animals should only be used in work on life-threatening diseases, while 30% disagree.

Animal welfare is an important consideration for the public - overall, 32% say they do not support animal experimentation 'because of the importance I place on animal welfare'. Nearly two fifths - 39% - disagree.

Figure 3.2 – Public attitudes to contextualised animal research



3.2 Future use of animals in research

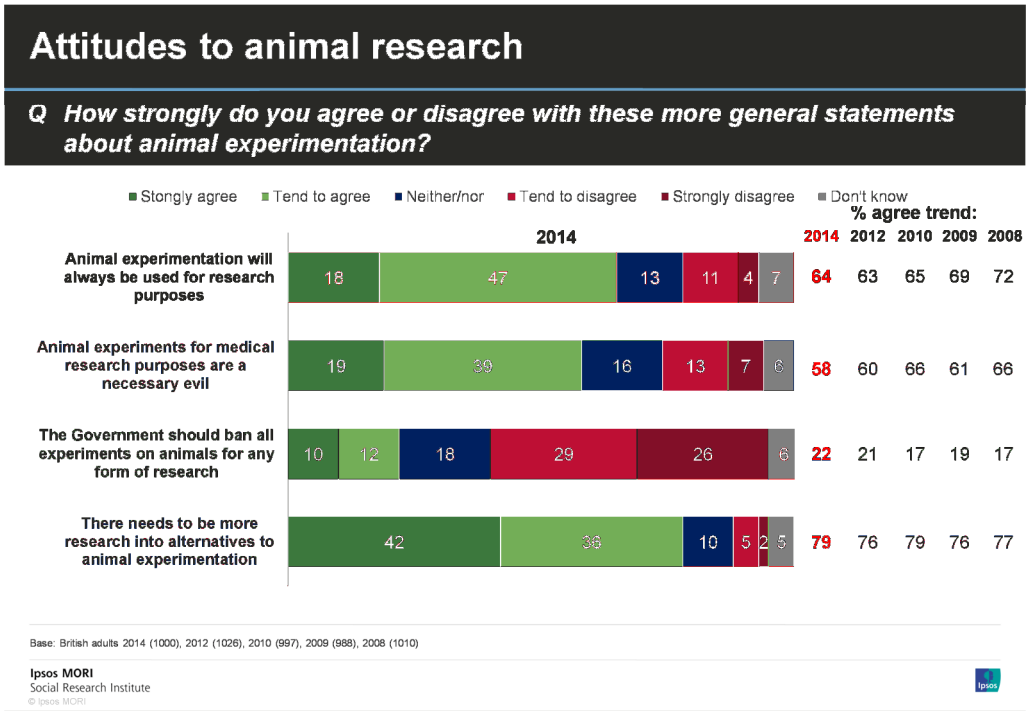
Most people (64%) believe that animal experimentation will always be used for research purposes – in line with the last few years' data. A similar proportion view the practice as a 'necessary evil' (58%), though this has moved from the 66% seen in 2010.

58% of respondents agree that animal research is a "necessary evil"

The public's appetite for a total ban on animal use in research is still weak overall – though the latest proportions in support of such a ban (22%) and opposition to it (54%) suggest that people are at present more-than-usually amenable to the idea – and significantly more so than in the research of just four years ago (when 17% supported and 65% opposed a ban).

Whatever the prevailing views on a ban, the public has consistently and strongly backed the need for alternatives to be sought to animal use. This year 79% say so, against just 7% in disagreement.

Figure 3.3 – Public views on the future use of animals in research

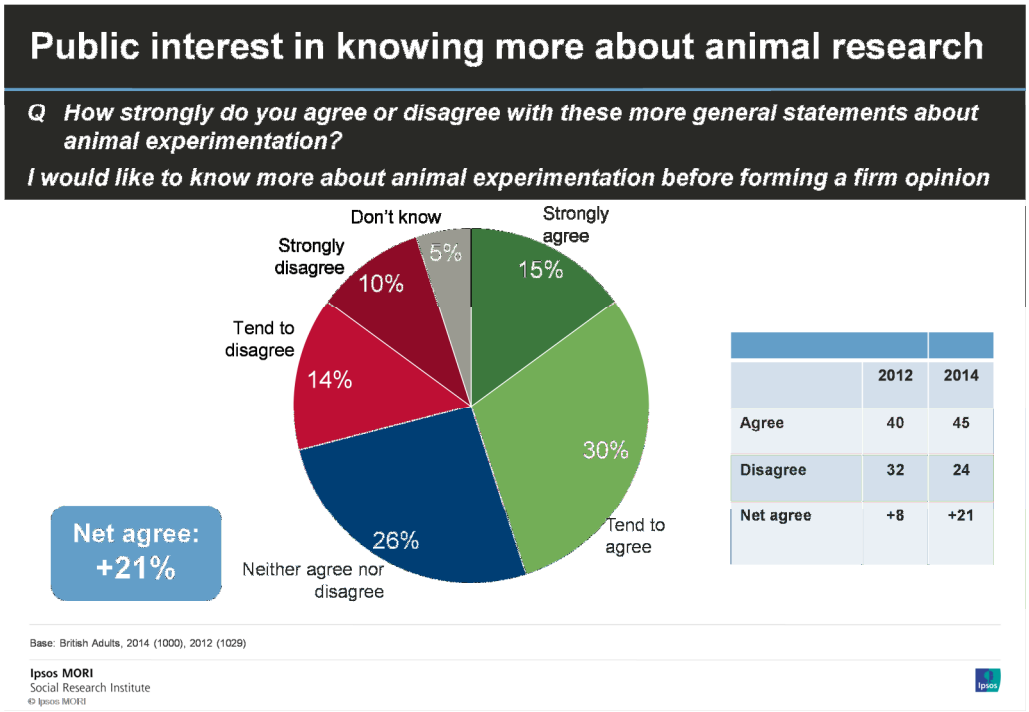


79% of respondents agree that there needs to be more research into alternatives to animal research

However many people are still undecided about the subject more widely, saying they would like to know more about animal experimentation before forming a firm opinion. Indeed, this proportion (45%) has rebounded upwards this year - after falling in the 2012 results - while just 24% now expressly disagree. The remainder are neutral (26%) or don't know (5%).

On that basis, about three-quarters (76%) feel less than definitively informed about the issue of animal experimentation.

Figure 3.4 – Public interest in knowing more about animal research



4 Conduct, regulation and monitoring

Key findings

Overall, levels of trust in the regulation of animal research, and in those individuals involved in regulation, have remained at similar levels to those recorded in the 2012 research. Public attitudes towards the regulation of animal research and towards scientists themselves appear to be slightly less positive compared to recent years.

- Around two thirds (65%) believe that some animal experimentation may go on behind closed doors without a licence.
- Slightly fewer, but still more than half – 58% – believe that unnecessary duplication of animal experiments may go on.
- Just under half (45%) trust scientists not to cause unnecessary suffering to the animals, while 31% expressly distrust them in this regard.

4.1 Trends in attitudes towards regulation

Attitudes towards the regulatory system and scientists

In the 2014 survey, public views on trust in the regulatory system around animal research remain split - as in the 2012 research. Those expressing a **lack of trust in the regulatory system** (31%) broadly matches those who do trust it (33%) - but with about a quarter (26%) saying they neither agree nor disagree.

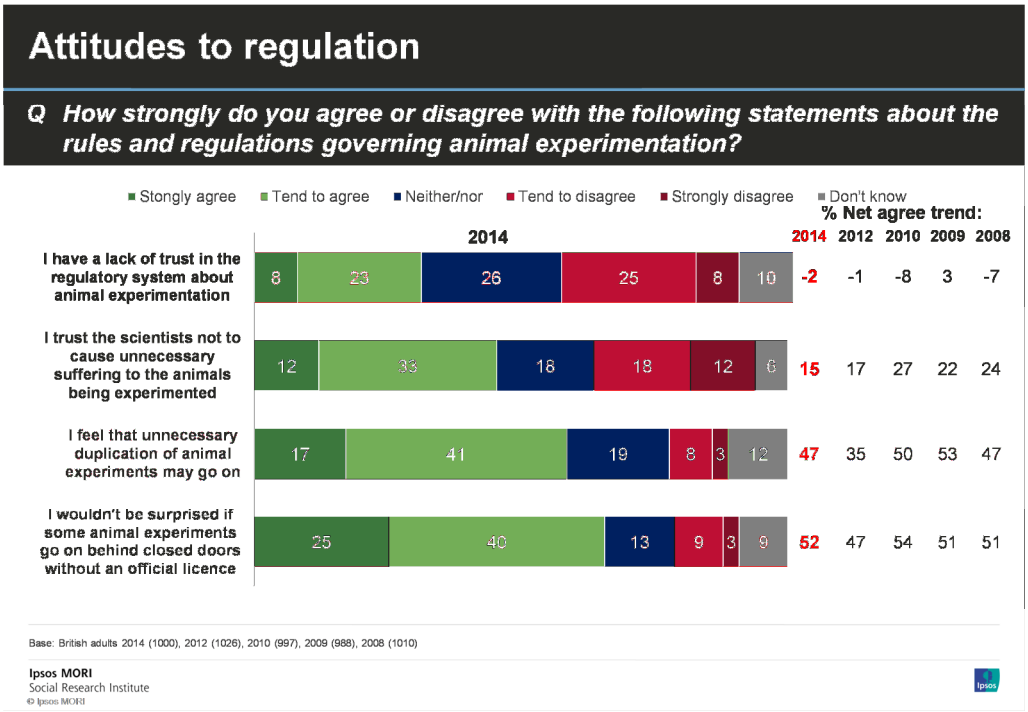
31% of respondents express a lack of trust in the regulatory system about animal experimentation

The proportion agreeing that **unlicensed experiments might go on behind closed doors** has remained effectively static – at 65% in the 2014 survey and 64% in the 2012 study.

The proportion trusting scientists not to cause unnecessary suffering to animals has remained similarly static since the 2012 research (45% now and 47% then) but before then the scores tended to be 50%+.

Other measures show a more significant change in opinion – almost six in ten (58%) feel that **unnecessary duplication of animal experiments** may go on, compared to about half (52%) in the 2012 wave. This year's figure is closer to those observed in the surveys prior to 2012.

Figure 4.1 – Attitudes to regulation



As in previous years, men tend to trust the regulatory system more than women. Those with a university-level degree are also most trusting; they are significantly more likely to disagree that they lack trust in the regulatory system (45%), compared to those with qualifications at the A-Level grade (33%), GCSE level (28%), and those with no formal educational qualifications at all (23%).

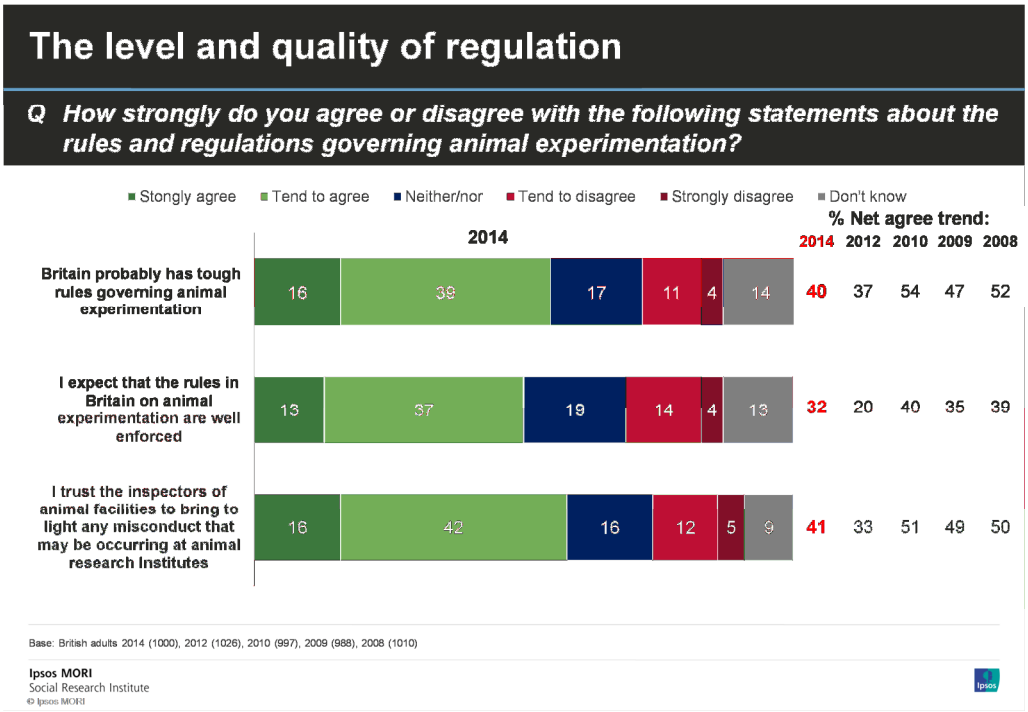
The level and quality of regulation

The proportion who feels that "**Britain probably has tough rules governing animal experimentation**" has barely risen from the low recorded in 2012's results; 55% now agree with this statement, compared to 54% in 2012. Both remain well below the high point of 65% recorded in the 2010 study.

Agreement that the **rules on animal experimentation in Britain are well enforced** has risen significantly since 2012's survey, with half (50%) now agreeing with this compared to 44% in 2012. However, the latest score remains historically quite low (down from the high of 57% in the 2008 study).

Trust in the inspectors of animal facilities to bring misconduct to light has similarly recovered (partly) from the lower scores recorded in the 2012 survey – this time from 54% in 2012 to 58% now – but still well behind the 66% of 2010's research.

Figure 4.2 – Views on the level and quality of regulation



50% of respondents agree that the rules on animal experimentation in Britain are well enforced

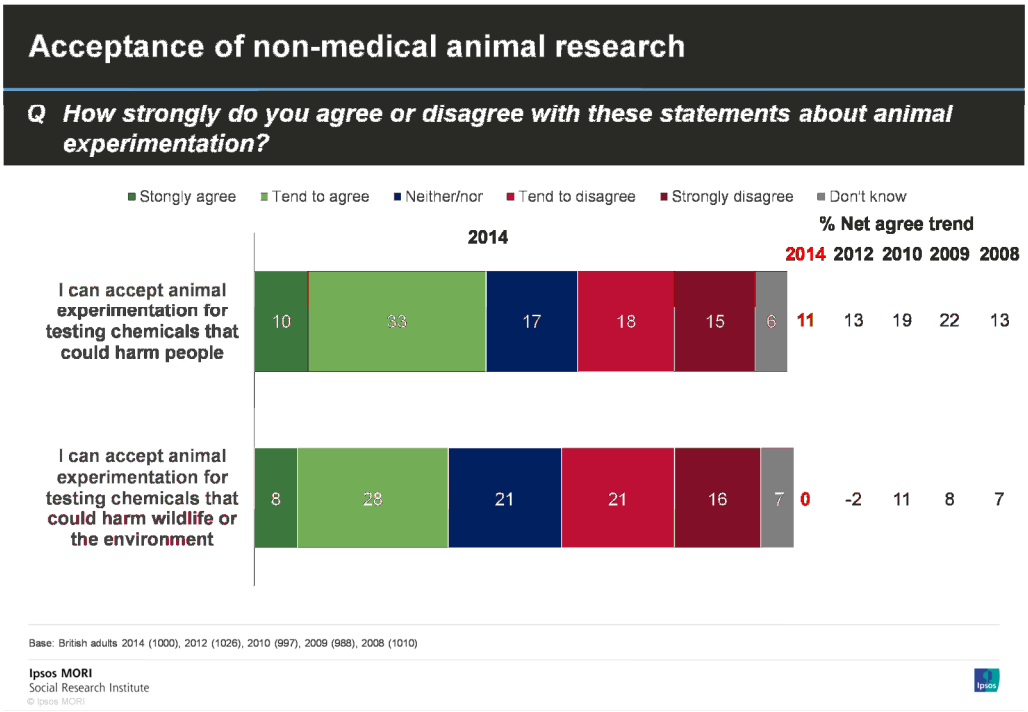
Across these three measures those earning higher incomes, those from social grades A and B (professional and managerial) and those with university-level education stand out as having more trust in the level and quality of regulation of animal research. These groups also claim a better understanding of science / scientific research generally – and this 'familiarity breeds favourability' pattern applies very commonly in opinion research regardless of the subject.

4.2 Views on animal research for non-medical purposes

Slightly fewer than half (44%) say they can accept **animal experimentation for testing chemicals that could harm people** – little changed from the 2012 result (46%).

About a third (36%) can accept **animal testing of chemicals that may harm wildlife or the environment**: unchanged from the 2012 score. Prior to this point however, public attitudes were more supportive; in the 2010 study 44% accepted this kind of animal testing.

Figure 4.3 – Acceptance of non-medical animal research



44% of respondents can accept the use of animal testing for chemicals that may harm humans; 33% cannot

Men are significantly more likely than women to accept the use of animals to test chemicals that may harm people (48% versus 40%), and wildlife or the environment (41% to 31%). As in other questions, those with higher earnings, a greater level of education, or in social grades AB are more likely to accept testing of chemicals on animals.

5 Attitudes towards the activities of animal rights organisations

Views on acceptable forms of protest

Views on which forms of protest are acceptable for an animal rights organisation to employ are fairly consistent across demographic groups - though some subtle differences are evident:

- The most acceptable measures – including writing letters, handing out leaflets and signing petitions – are even more widely endorsed among ABs.

Views on unacceptable forms of protest

Results on which are the most unacceptable forms of protest tend to mirror the results for the most acceptable forms:

- Just as ABs tend to endorse practices such as leaflets and petitions more widely, they are also more opposed to terrorism, physical violence and similar actions.
- 15-24 year olds – in common with all other age groups – widely oppose terrorism, physical violence and hate mail. However, they are less opposed than others to occupying research facilities and freeing animals. Those aged 65+ tend to shy away from endorsing active protest more generally.

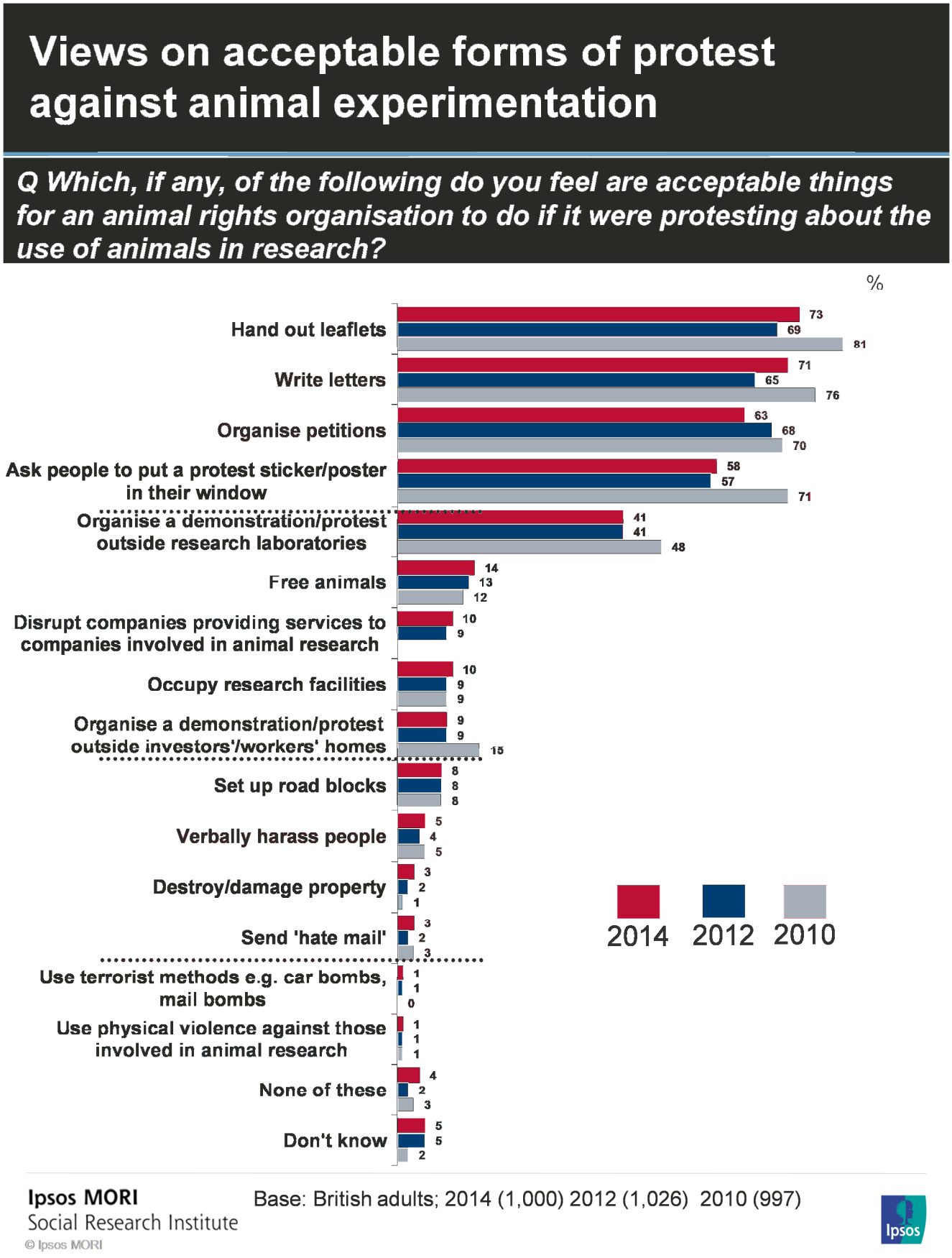
5.1 Acceptable forms of protest

Overall, the most widely acceptable forms of protest are the handing out of leaflets (73%), writing letters (71%), organising petitions (63%), and asking people to put a protest sticker / poster in their window (58%).

No other specific action was considered acceptable by a majority of people, and results were broadly similar with the 2012 findings.

People **not** citing an action as 'acceptable' are not necessarily opposed to it – they may simply not know or be relatively neutral – and so we then asked which of the (same) actions people did indeed view as unacceptable (see next section / figure 5.2).

Figure 5.1 – Views on the acceptability of different protest forms



5.2 Unacceptable forms of protest

When measuring which actions the public feel are *not* acceptable for animal rights groups to pursue, the results tend to mirror the 'acceptable' responses.

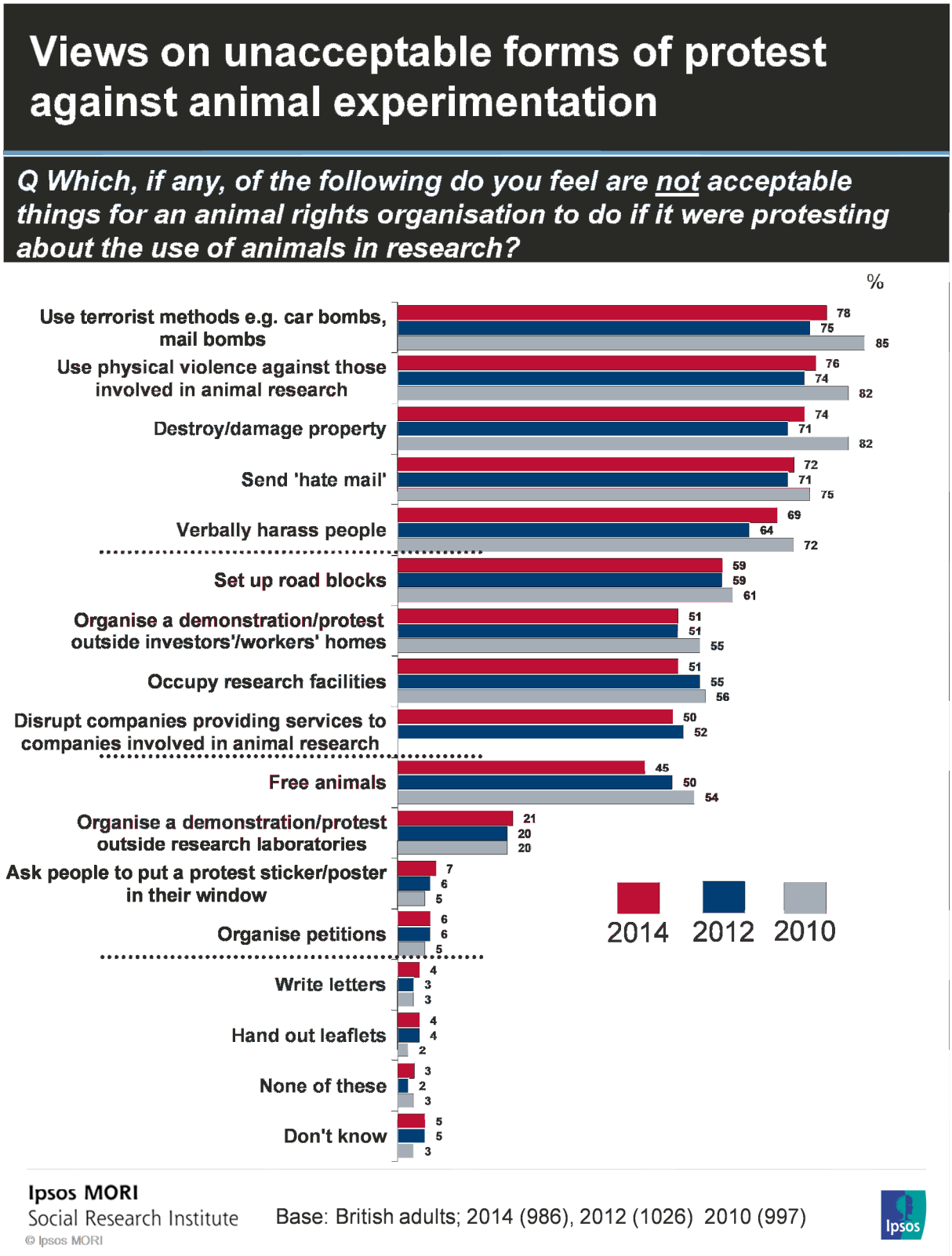
The same caveat applies on interpretation: if a participant did not select a particular option, this does not imply that they support it – only that they chose not to explicitly oppose it. This data should be viewed in combination with the data listed in section 5.1 above.

The use of terrorist methods (e.g. car or nail bombs) remains the most unacceptable form of action an animal rights organisation might take, with just over three quarters (78%) explicitly opposed. This is a small increase on the 2012 survey result (75%), but still below the figure from the 2010 research (85%). The other most widely-condemned methods – using physical violence against those involved in research (76% say it is 'not acceptable'), destroying or damaging property (74%), sending "hate mail" (72%), and verbally harassing people (69%) – have tended to see public opinion harden marginally against them since the 2012 study – though not back to the levels of 2010's survey.

At least half of the public is opposed in each case to animal rights organisations setting up road blocks (59% 'not acceptable'), protesting outside the homes of those involved in animal research (51%), occupying research facilities (51%), and disrupting companies providing services to those companies involved in animal research (50%).

Public sentiment has marginally softened since 2010 towards freeing animals (viewed as unacceptable by 54% in the 2010 research, 50% in the 2012 study and 45% now) and towards occupying research facilities (deemed unacceptable by 56%, 55% and 51% respectively). However, this has not been matched by a similar rise in the proportions expressly accepting these methods.

Figure 5.2 – Views on unacceptable forms of protest



6 General views on science and scientific research

Key findings

A majority of the public (63%) feels uninformed about science and scientific research/ developments – with levels very similar to those recorded in recent waves of this survey. By comparison, Ipsos MORI's latest 2014 Public Attitudes to Science (PAS) survey recorded 55% uninformed.

There is widespread agreement that science makes a positive contribution to society - 78% feel so in 2014 - although still markedly lower than the proportion who agreed with this in the 2010 wave (87%). Younger age groups (15-34) are slightly less likely to acknowledge science's contribution, while those aged 35-64 are the most positive. 'Science' is often a field with particular resonance for men and for ABs, and so it proves here with both these groups more-than-usually informed and enthused.

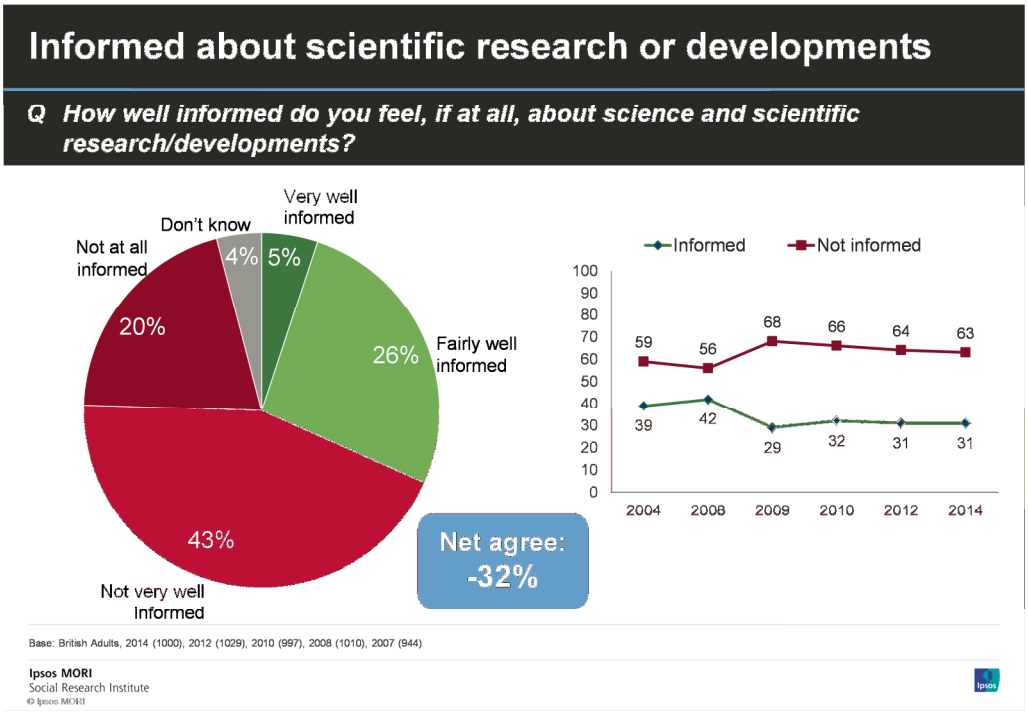
Two questions were asked which examined broader public attitudes to the role of science and research in society; these have been asked as part of this survey since 2008.

6.1 Feeling informed about science

More than six in ten (63%) people **feel uninformed about science and scientific research/developments**, while one third (31%) say that they do feel informed. As seen below, this is very similar to the sentiment in the 2012 survey, and in all these studies back to 2009. (Prior to that, the picture was slightly more positive). Those at the extremes of the scale – feeling either "very well" or "not at all" informed - have also remained static in comparison with last year's findings.

Twice as many feel poorly informed about science **(63%)** as feel well informed **(31%)**

Figure 6.1 – Being informed about science and scientific research



Best informed are those with a university level education (50% informed), readers of broadsheet newspapers (51%), as well as those who are white (33%) or male (36%). While in most cases there is no strong relationship between age groups and level of awareness, those aged 65+ are the most likely to feel "not at all informed" (23%) – a pattern which holds true for many subjects.

People's claimed knowledge depends greatly on their income / education / social class - but the age of people's *children* makes very little difference.

The proportion who feel informed about science and scientific research is significantly lower than the figures recorded in this year's Public Attitudes to Science survey[1] (**PAS 2014**), where in response to the same question **45% said they felt informed about science and scientific research, and 55% said not**. The PAS survey was more overtly focused from the start on 'science' – perhaps prompting somewhat greater perceived knowledge of the field as a whole – while the research reported here centred around animal research and only sporadically referenced the wider sector.

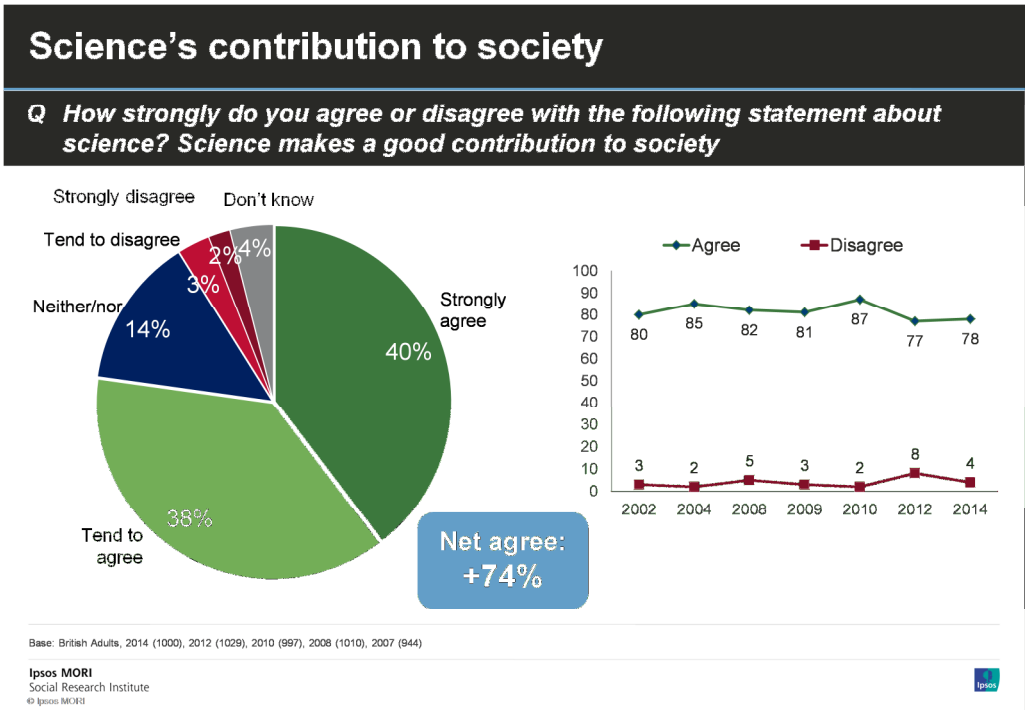
6.2 Science's contribution to society

Although about two thirds of the public feel uninformed about science, just over three quarters (78%) feel that **science makes a good contribution to society** – including four in ten (40%) who *strongly* agree this is the case. However this figure lags behind

[1] Data and report available here: https://www.gov.uk/government/publications/public-attitudes-to-science-2014

the level recorded in 2010's survey (87%). The proportion which disagrees has fallen from 8% in the 2012 research to 4% in 2014's study.

Figure 6.2 – Science's contribution to society



People of all age groups are widely positive about the contribution of science to society, although younger people – those aged 15-24 and 25-34 – are relatively the least positive. Around seven in ten 25-34 year olds (69%) and 15-24 year olds (72%) feel that science makes a positive contribution - whereas the older groups typically record scores of 80%+ (and the 35-44s are particularly positive at 88%).

88% of 35-44 year olds believe that science makes a positive contribution to society

Whatever the age group, however, very few are expressly critical; they tend rather to be neutral (if not positive).

In the Public Attitudes to Science 2014 (PAS 2014) survey, we asked whether people feel that *scientists themselves*[2] make a valuable contribution to society. With caveats around comparing results of surveys with different methodologies and slightly different wordings, it would appear that people view "scientists" slightly more positively than "science" : nine in ten (90%) agreed that "scientists make a valuable contribution to society" in the survey. This figure has remained broadly unchanged since 2005, the first year it was asked in a PAS survey.

[2] Precise question statement wording: "Scientists make a valuable contribution to society"

7 Alternatives to the use of animals in scientific research

Key findings

Public awareness of alternatives to the use of animals in scientific research remains low and has fallen in a number of measures.

- Just over three quarters (78%) say they are not well informed about efforts to find alternatives to using animals in scientific research. This has risen markedly since the 2012 research (70%).
- The proportion feeling well informed about efforts to improve the welfare of animals currently used in scientific research purposes is now two in ten (20%); a significant reduction from the almost three in ten (29%) of the 2012 study.

Awareness of government initiatives in these areas remains low – as does that of 'a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare during research' (NB: NC3Rs and 'the three Rs' were *not* asked about by name in this trend survey)

- Awareness of government initiatives and awareness of the UK national scientific centre has fallen slightly since the 2012 survey.

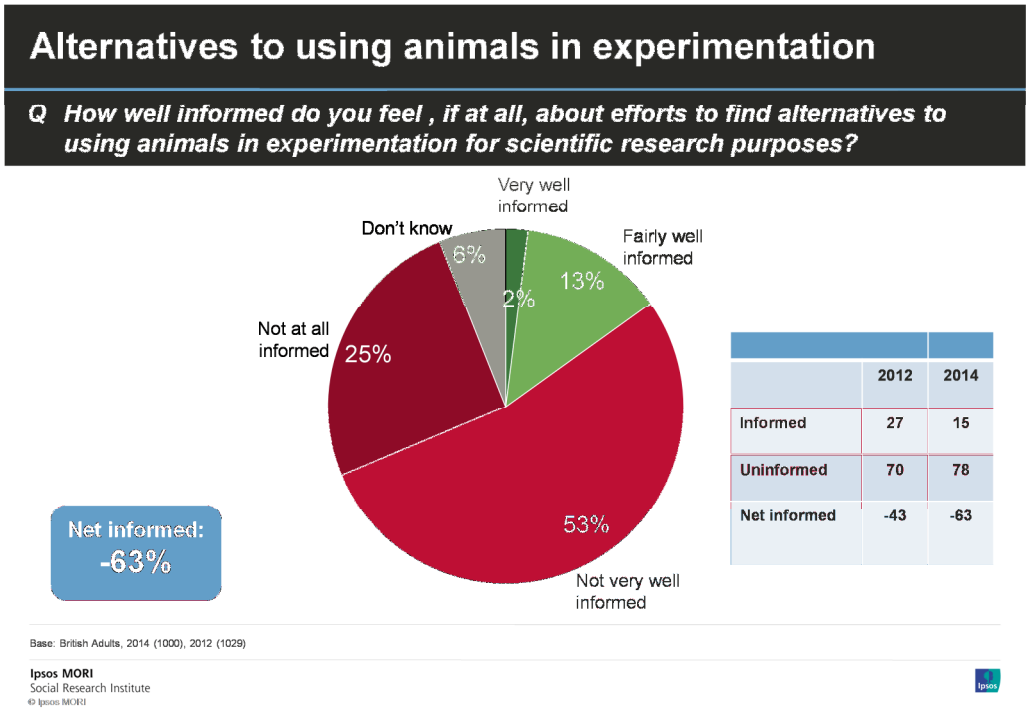
7.1 Awareness of animal research mitigation measures

The proportion of the public which feels informed about **efforts to find alternatives to using animals in experimentation for scientific research** purposes has fallen significantly since the 2012 study – from 27% to 15% now feeling very, or fairly, well informed. As a result, scores are broadly back to the level of the 2010 survey (18%).

Correspondingly, more now feel 'not very well informed' than two years ago (53% vs 40%).

25% of respondents say they are not at all informed about efforts to find alternatives to using animals in research

Figure 7.1 – Awareness of alternatives to animal experimentation

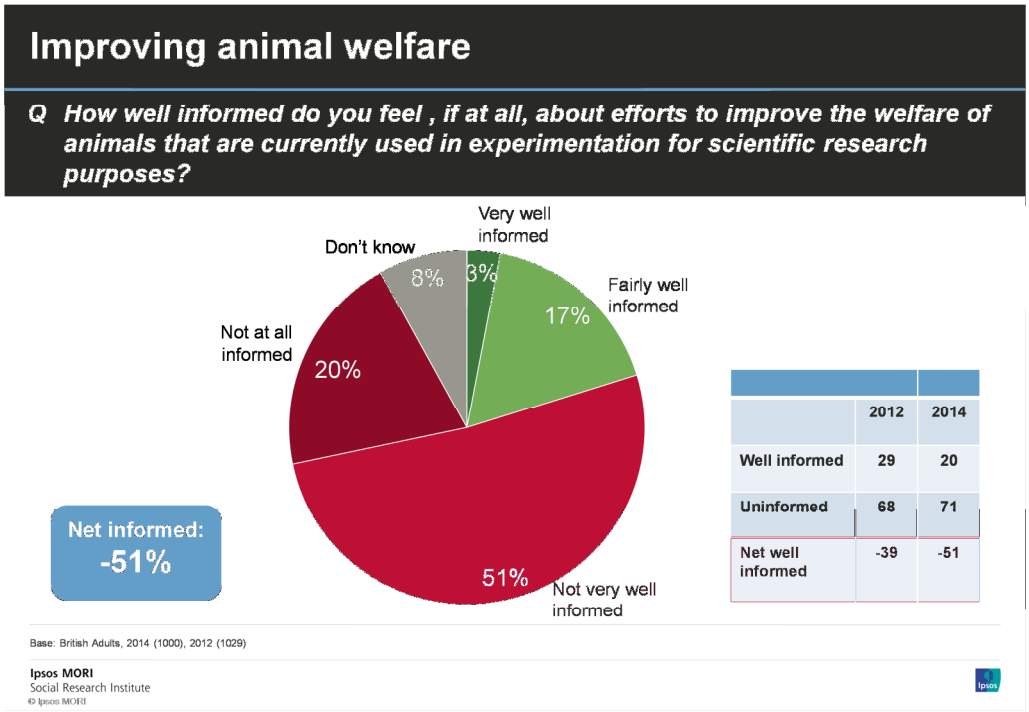


No specific demographic group is well-informed on alternatives to animal testing - even ABs – although men claim to be marginally more aware than do women.

The proportion aware of **efforts to improve the welfare of animals currently used for experimentation** has also fallen. Two in ten (20%) now claim to be well informed, compared to almost three in ten (29%) in 2012. The latest figure is the lowest recorded in the last four surveys, and mirrored by an increase in those 'not very well informed', which grew from 41% in 2012 to 51% in 2014.

20% of respondents are aware of efforts to improve the welfare of animals used for scientific research

Figure 7.2 – Awareness of efforts to improve animal welfare



As before, there are more similarities than differences across the demographic groups - although those with no formal educational qualifications (79%) and women (75%) are particularly likely to say that they do not feel well informed, compared with seven in ten (71%) overall. ABs are no better informed than people generally – but broadsheet readers are.

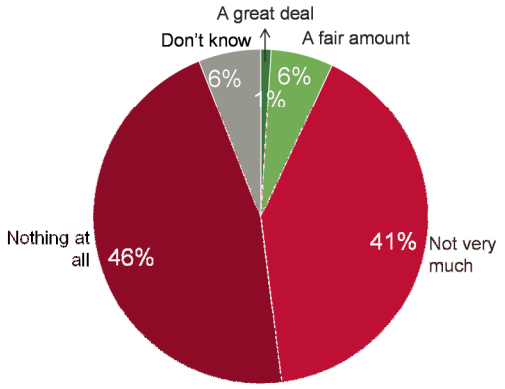
Awareness of government initiatives to develop non-animal testing methods of scientific research remains very low; 7% report knowing a great deal or a fair amount about such initiatives, while almost half (46%) say they know nothing at all. This is a similar level of awareness to that recorded in previous years' studies.

46% of respondents know nothing at all of Government initiatives to develop non-animal methods of scientific research

Figure 7.3 – Government initiatives to develop non-testing methods

New Government initiatives

Q ***How much, if anything, do you feel you know about Government initiatives to develop non-animal methods of scientific research and testing?***



	2012	2014
Great deal/fair amount	8	7
Not very much/nothing at all	88	87
Net informed	-80	-79

Base: British Adults, 2014 (1000), 2012 (1029)

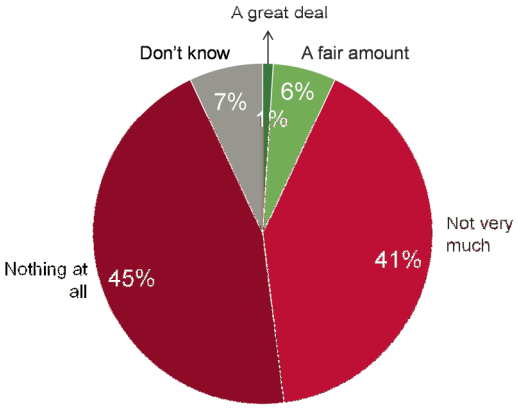
Ipsos MORI
Social Research Institute

Similarly, **awareness of government initiatives to improve animal welfare in scientific research** is very low – with just 7% claiming any degree of knowledge.

Figure 7.4 – Government initiatives to improve animal welfare

New government initiatives

Q ***And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific research?***



	2012	2014
Great deal/fair amount	10	7
Not very much/nothing at all	87	86
Net informed	-77	-79

Base: British Adults, 2014 (1000), 2012 (1029)

Ipsos MORI
Social Research Institute

7.2 Awareness of 'a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare during research'

Awareness of the NC3Rs (referred to not by name but as indicated above) fell slightly compared to previous years' findings - from an already very low base.

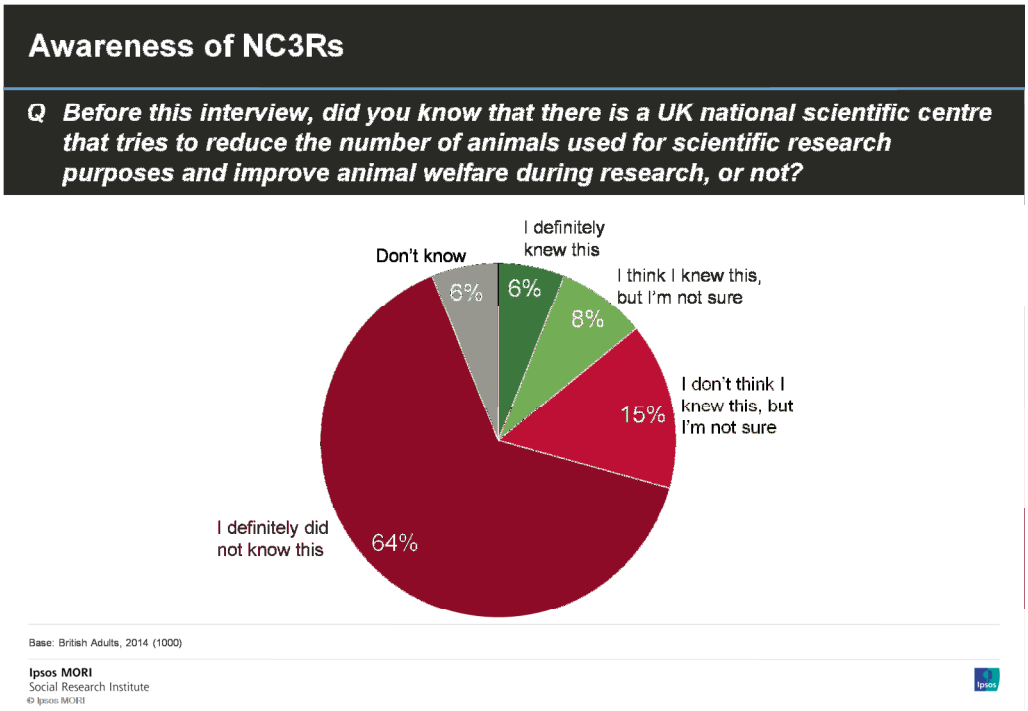
The National Centre for the Replacement, Refinement and Reduction of Animals in Research (NC3Rs) is an independent scientific organisation which supports the UK science base by driving and funding innovation and technological developments that replace or reduce the need for animals in research and testing, and which lead to improvements in welfare where animals continue to be used. The three Rs - Replacement, Refinement and Reduction – are an ethical framework for conducting scientific experiments using animals humanely. NC3Rs is the main funder of 3Rs research in the UK[3]

64% of respondents said they definitely did not know about the NC3Rs

(NB: The above information - taken from NC3Rs' website - was not presented to respondents: it is included here for information).

In this year's study 14% of people said they were aware of the centre; a significant fall from 22% in the 2012 research. Almost two thirds of people (64%) said that they definitely did not know about it prior to the interview.

Figure 7.5 – Awareness of NC3Rs



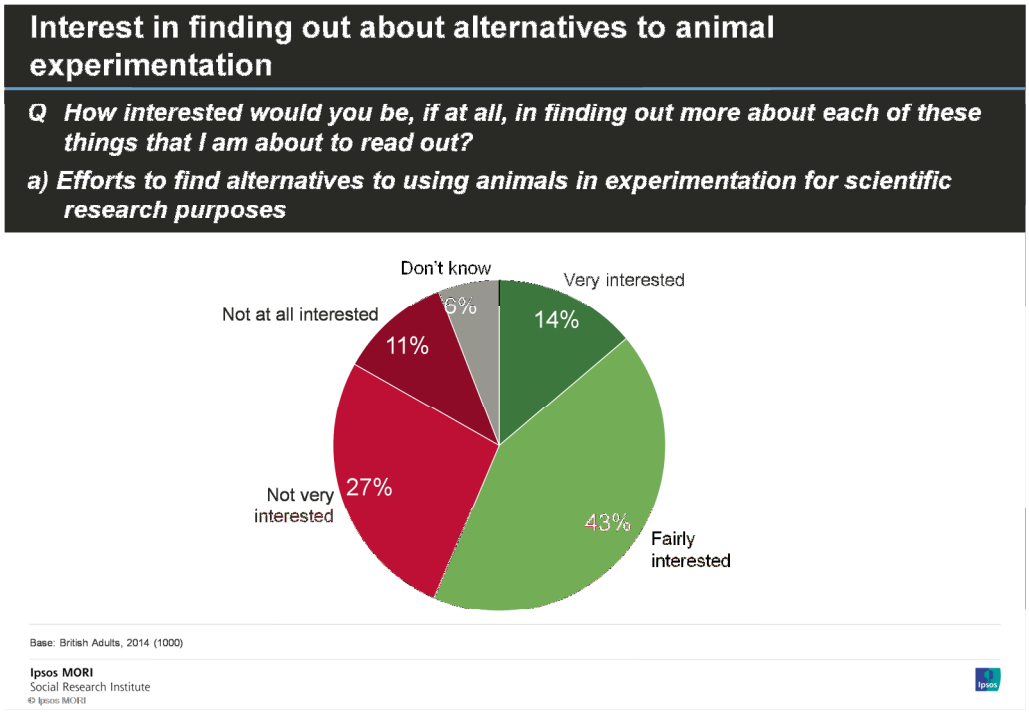
[3] http://www.nc3rs.org.uk/researchportfolio/page.asp?id=11

Those with higher educational qualifications such as A Levels or equivalents (20%), or university degrees (19%), are slightly more likely to have heard of the centre; but overall awareness is low across the board.

Public interest in the work around animal research-related alternatives and animal welfare has risen compared to last year's research by some measures, but fallen in others.

Almost six in ten (57%) would be interested in finding out more about efforts to find alternatives to using animals in experimentation for scientific research purposes, while almost four in ten (37%) would not be interested. In the 2012 survey this was more evenly split (48% and 49% respectively).

Figure 7.6 – Interest in finding out alternatives to animal experimentation

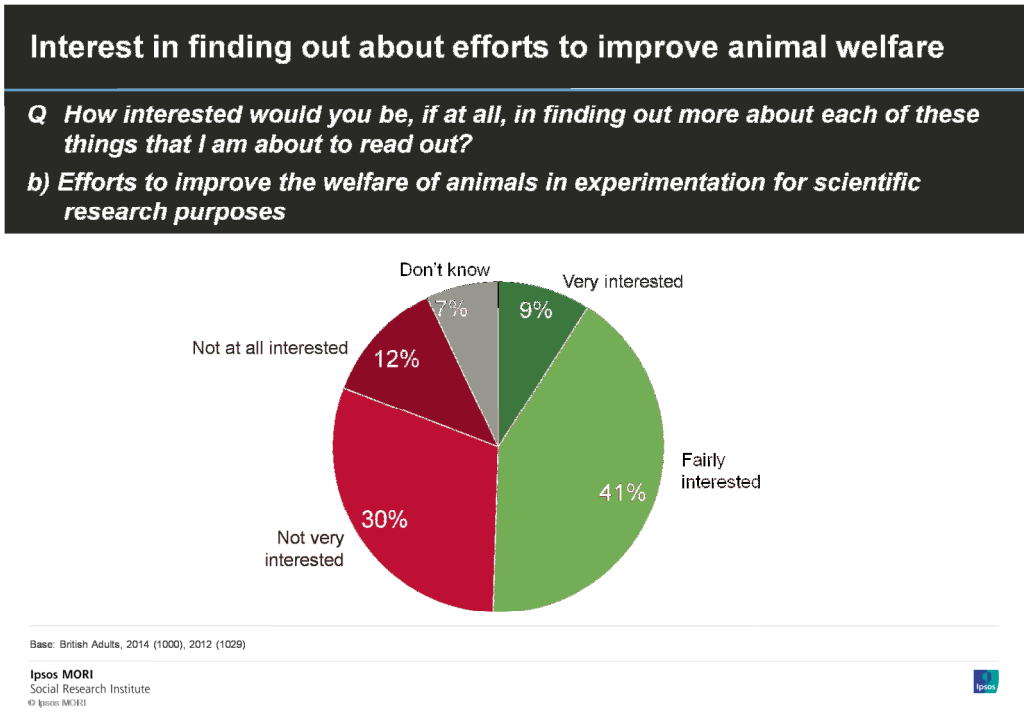


About half (51%) express some interest in learning about efforts to improve research animals' welfare

Those aged 55+ voice relatively least interest, while ABC1s express more than usual enthusiasm. In this case, there is no marked difference by gender.

Overall, about half (51%) said they would be **interested in finding out more about efforts to improve the welfare of animals in experimentation** for scientific research purposes, while over four in ten (43%) would not. The level of interest has fallen by four percentage points since the 2012 survey, while the proportion expressing little or no interest has remained little changed.

Figure 7.7 – Interest in finding out efforts to improve animal welfare



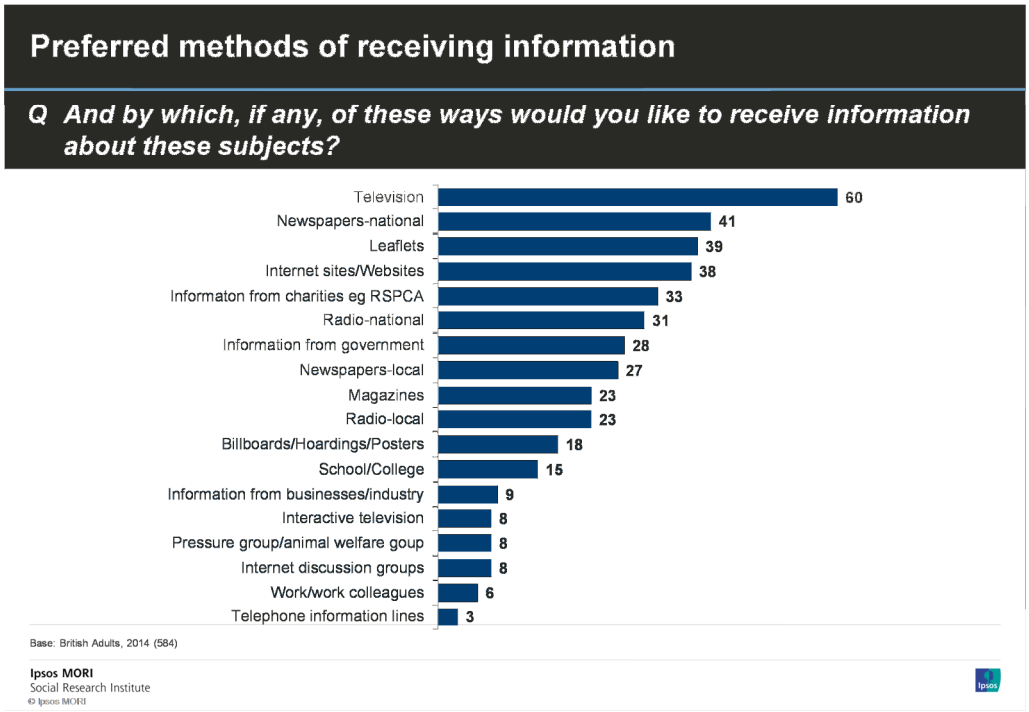
7.3 Preferred methods of communication about animal research

Of those who show an interest in receiving more information about either / both of these subjects (584 respondents – 58%), the **preferred method of communication remains television**, which was cited by six in ten (60%). This is a significant increase from the figure reported in the 2012 research (39%), and also higher than the baseline figures from 2010 and 2009 (both 40%).

Other large increases from previous years' figures include those wanting to receive more information through leaflets - which more than doubled from 18% to 39% to become the third most popular option. Increases were reported across a series of categories, including national newspapers (from 28% to 41%), the internet/websites (from 26% to 38%), and information from Government (from 13% to 28%).

60% of interested respondents would prefer to receive information about efforts to improve animal research through television

Figure 7.8 – Preferred methods of receiving information



Indeed the proportions have increased for each communication method included in the question; yet the order and relations between the options remain roughly in line with previous years' results.

ABs and higher income groups have a greater-than-usual appetite for many of the options tested – but demand for information from **television** is similarly high across all social grade / employment / age groups, marking it out as a uniquely broad-ranging communications tool on this subject.

Reflecting the patterns of internet penetration in this country, younger groups are more supportive of the use of the internet / websites for receiving information – 51% of 15-24 year olds cite this as a preferred method, compared to just 16% of those aged 65+. Demand for information from the government is driven by high support among 35-44 year olds (41% of them selected this option).

51% of respondents aged 15-24 would prefer to receive information online – in contrast to just 16% of those aged 65+

8 Long-term trends

Key findings

Examining long-term data on animal research, a number of key trends can be identified:

- **Acceptance of animal research for medical purposes has fallen somewhat since the high point last seen in the 2010 survey –** having been fairly consistent before that.
- **Interest in the topic of animal research has tended to slightly decline over the past decade –** but most people still reject the idea of not being 'bothered' about animals' use in research.
- **Trust in scientists and the regulatory framework for animal research increased sharply between the results of 1999 and the mid-2000s, but has remained broadly stable since then.** After the falls in the 2012 study, there has been some recovery in public confidence – but it is patchy.

8.1 Acceptance of and interest in animal research

Acceptance of animal experimentation – within the field of medical research – remains high but has dropped over the past 12 years. In this year's study almost two thirds (64%) of people agree that "I can accept animal experimentation so long as it is for medical research purposes", against scores of 70%+ consistently in the surveys between 2002 and 2010. Nearly one in five (19%) now expressly disagrees, against an average of around 13% between 2002-2010. This hints at a slight attitudinal shift against the practice, though perhaps in part due to lack of awareness and interest.

63% reject the idea of not being 'bothered' about animals' use in research

Expressed public interest in animal-based research has tended to slip over the past 15 years. Almost one in five (19%) now agrees that **they are not interested in the topic of animal experimentation** – marginally the highest level recorded so far. Correspondingly, the proportion disagreeing has declined overall since the first survey in 1999 - when about three quarters (76%) disagreed - to just over half (53%) in this year's findings.

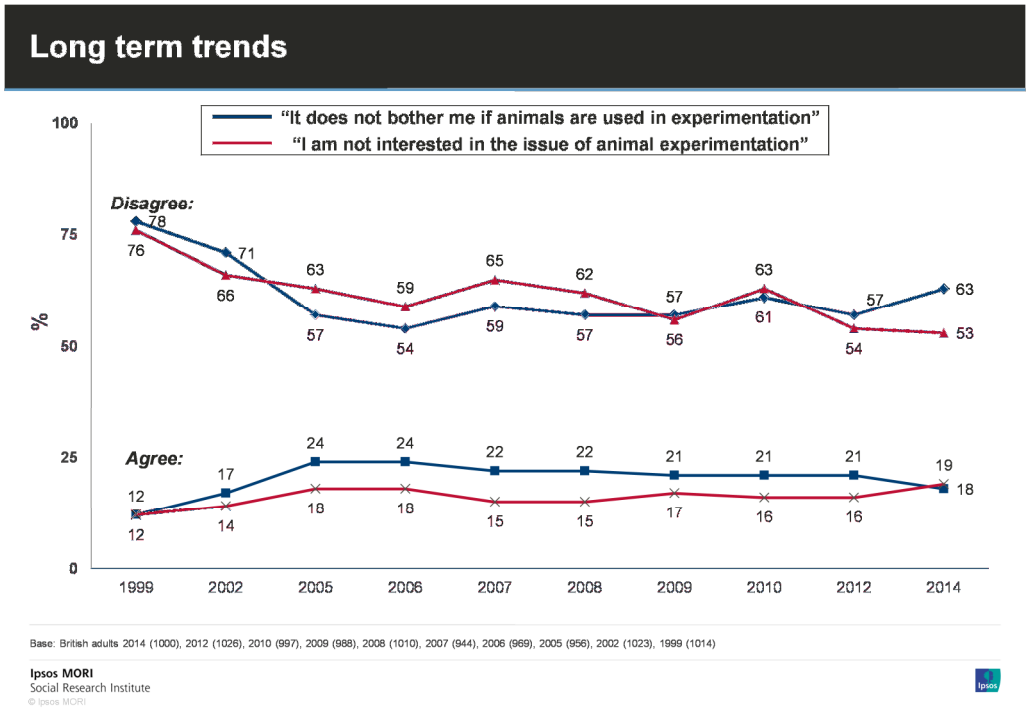
The proportion who say '**it does not bother me if animals are used in experimentation'** has remained at a similar level (around one in five) since 2005. Those *dis*agreeing form the majority, with this year's result of 63% the highest recorded since 2002 – albeit still well below the 78% from the initial 1999 study.

Ipsos MORI's work for UAR[4] on openness in animal research in 2013 indicated a causal link between a lack of knowledge about animal research (as a result of the sector being perceived as 'secretive') and opposition to the practice. The more that

[4] http://www.sciencewise-erc.org.uk/cms/assets/Uploads/1303480801UAROpenness-in-animal-research-report-FINAL4-Nov-2.pdf

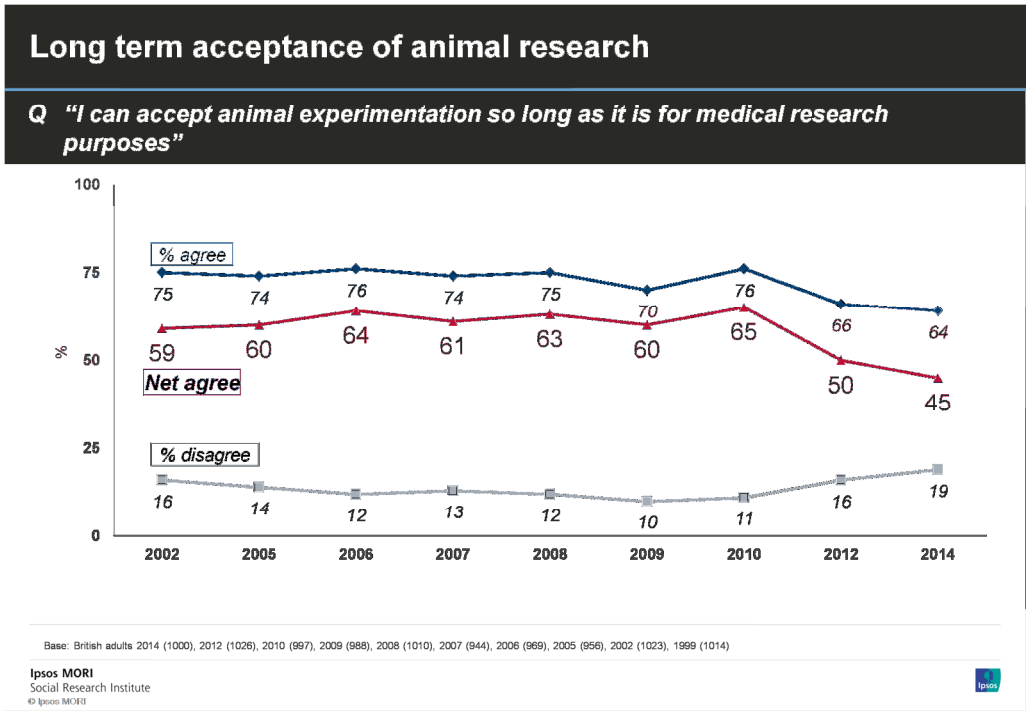
participants talked about the subject, and were able to hear to hear the pros and cons, the more likely they were to support the principle behind it.

Figure 8.1 – Long term interest in animal research



64% of respondents can accept animal experimentation so long as it is for medical research purposes

Figure 8.2 – Long term acceptance of animal research



A similar question in the Public Attitudes to Science 2014 (PAS 2014) survey – "*Scientists should be allowed to carry out research with animals, if this can lead to improvements in human health*" – produced a similar result. The PAS 2014 question also found around two thirds (67%) in favour of animal testing for human health benefits.

8.2 Trust in the regulatory system and scientists over time

In general, **public confidence in the rules and regulations surrounding animal research and the enforcement of these rules** is markedly higher than in the first two waves of this research in 1999 and 2002 – but has not consistently increased since then.

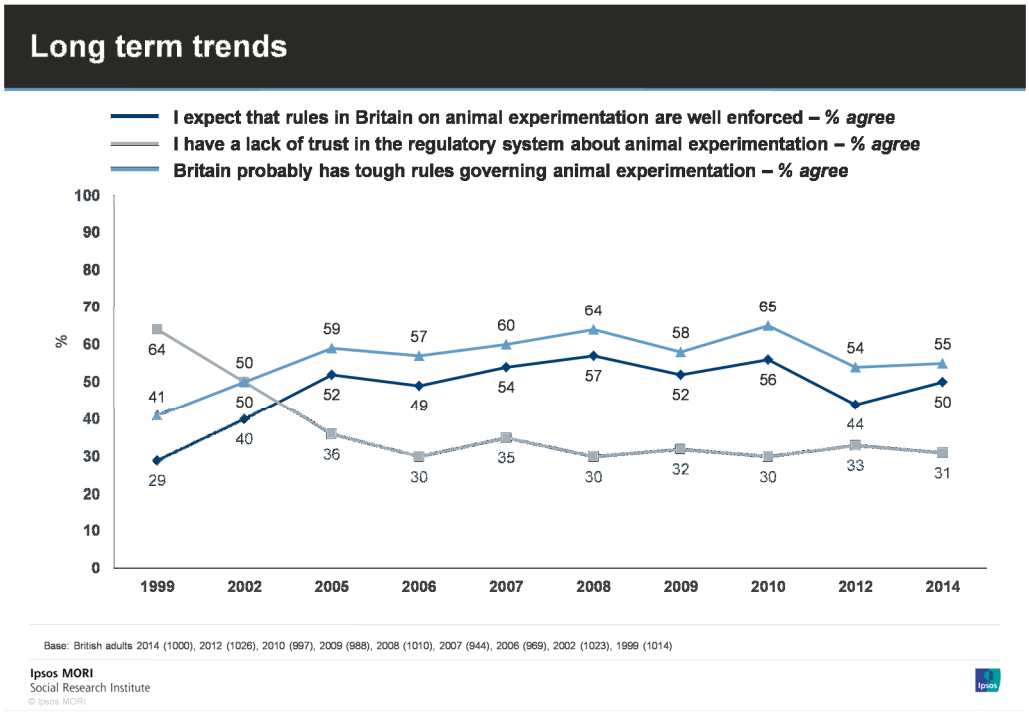
Half (50%) now expect that the **rules on animal experimentation in Britain are well enforced**. This marks an increase of 21 percentage points since the 1999 survey, including a recovery of six points from the 44% of 2012. However the 2014 figure remains below that recorded in 2010 (56%).

Just over half (55%) agree that **Britain probably has tough rules governing animal experimentation**. This score is very similar to that of the 2012 research (54%), and just under the long term average of 58% - although significantly down still on the 2010 study figure (65%).

The proportion who **lack trust in the regulatory system about animal experimentation** now stands at around three in ten (31%). It has fallen by two percentage points from 33% in the 2012 survey, and by 33 percentage points from the 1999 baseline study (64%) – though has remained roughly the same in each study since 2005.

50% of respondents feel that the rules on animal research are well enforced – compared to 29% in 1999 and 57% in 2008

Figure 8.3 – Long term trends on regulation



Attitudes to the actions of scientists have remained broadly the same over the past decade, although there has been a rise this year (largely reversing the fall in the 2012 study) in the proportion who suspect unnecessary duplication of animal experiments may go on.

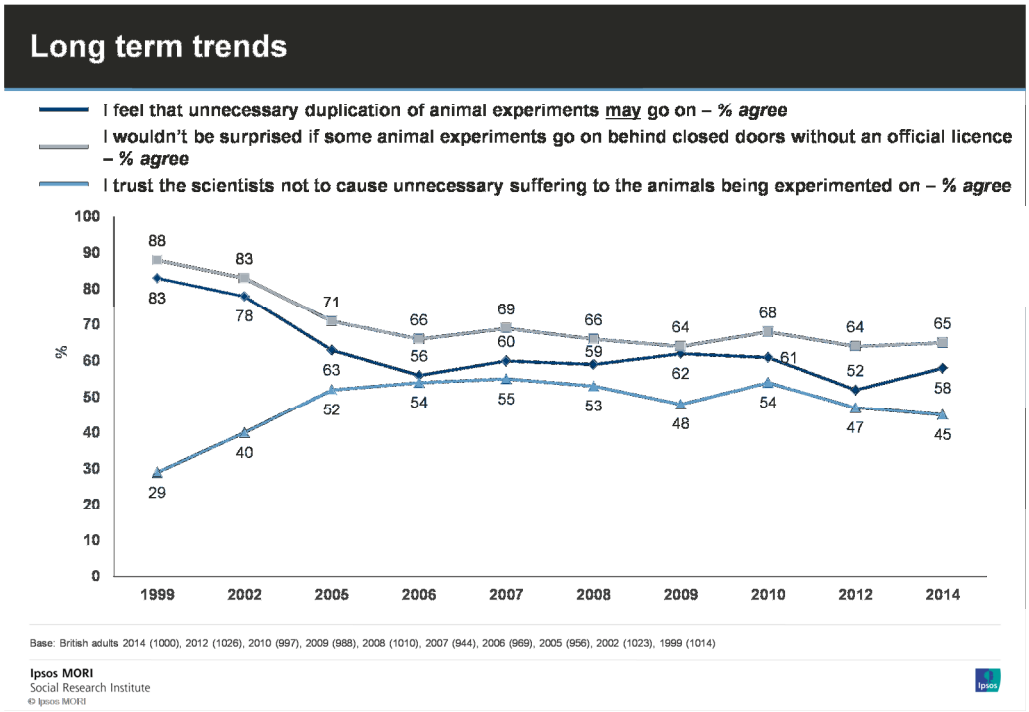
Nearly six in ten (58%), now think that **unnecessary duplication of experiments** may go on - significantly more than the 52% who agreed with this in 2012. The latest figure is closer to those recorded between 2005-2010, but remains far below the 83% of the 1999 wave.

About two thirds (65%) said that **they would not be surprised if some animal experimentation occurs behind closed doors without an official licence**. This is similar to results recorded in the surveys back to 2006 (including those of 2010 and 2012), but again substantially below the baseline measure of 88% in 1999.

Slightly fewer than half (45%) now **trust scientists not to cause unnecessary suffering to the animals being experimented on** – a small drop since the 2012 research (47%), and the lowest score recorded since 2002 (40%).

65% 'wouldn't be surprised if some animal experiments go on behind closed doors without an official licence' – against 88% in the 1999 research

Figure 8.4 – Long term trust in scientists



Appendices

9 Appendices

9.1 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 1,000 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 9.1 – 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					
1,000	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 purely random samples, and design effects such as clustering and weighting are likely to increase them. In practice, good quality quota sampling (as used in this survey) has been found to be as accurate as random samples with a similar design.

Table 9.2 – Sub group 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 (496 vs. 504)	4	5	6	6	6
15-24 year olds vs. 65+ (178 vs. 224)	6	8	9	10	10

Table 9.3 – Demographic profile of 2014 sample

Gender

	2014	
	Unweighted	*Weighted*
	%	
Male	50	49
Female	50	51

Age

	2014	
	Unweighted	*Weighted*
	%	
15-24	18	16
25-34	15	17
35-44	13	16
45-54	15	17
55-64	17	14
65+	22	21

Social grade *(see below for definitions)*

	2014	
	Unweighted	*Weighted*
	%	
AB	20	26
C1	31	27
C2	21	22
DE	27	25

Respondent working status

	2014	
	Unweighted	*Weighted*
	%	
Working full-time (30+ hrs)	37	42
Working part-time (9-29 hrs)	10	11
Not working	53	47

Children in household

	2014	
	Unweighted	*Weighted*
	%	
Aged 0-5	15	16
Aged 6-9	10	10
Aged 10-15	13	13
None <16	72	69

Ethnicity

	2014	
	Unweighted	*Weighted*
	%	
White	86	88
Non-white	14	12

9.2 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.

9.3 Topline results

Methodological information for each wave of the survey from 2002 onwards is available below, and the full trend topline begins overleaf.

Table 9.4 – Trend survey information 2002-2014

2014 Omnibus survey ***Ipsos MORI/BIS***	○ 1,000 interviews with adults aged 15+ ○ Conducted in-home, face-to-face ○ Fieldwork conducted 7 – 13 March 2014
2012 Omnibus survey ***Ipsos MORI/BIS***	○ 1,026 interviews with adults aged 15+ ○ Conducted in-home, face-to-face ○ Fieldwork conducted 31 March – 8 April 2012
2010 Omnibus survey ***Ipsos MORI/BIS***	○ 997 interviews with adults aged 15+ ○ Conducted in-home, face-to-face ○ Fieldwork conducted 10 – 16 December 2010
2009 Omnibus survey ***Ipsos MORI/BIS***	○ 988 interviews with adults aged 15+ ○ Conducted in-home, face-to-face ○ Fieldwork conducted 11 – 21 December 2009
2008 Omnibus survey ***Ipsos MORI/BERR***	○ 1,010 interviews with adults aged 16+ ○ Conducted in-home, face-to-face ○ Fieldwork conducted 11 – 16 December 2008
2007 Omnibus survey ***Ipsos MORI/BERR***	○ 944 interviews with adults aged 15+ ○ Conducted in-home, face-to-face ○ Fieldwork conducted 29 November – 7 December 2007
2006 Omnibus survey ***Ipsos MORI/DTI***	○ 969 interviews with adults aged 15+ ○ Conducted in-home, face-to-face ○ Fieldwork conducted 7 – 12 December 2006
2005 Omnibus survey ***MORI/CMP***	○ 956 interviews with adults aged 15+ ○ Conducted in-home, face-to-face ○ Fieldwork conducted 20 – 24 January 2005
2002 Omnibus survey ***MORI/CMP***	○ 1,023 interviews with adults aged 15+ ○ Conducted in-home, face-to-face ○ Fieldwork conducted 8 – 24 April 2002
1999 Animals and Medicine and Science Study ***MORI/MRC***	○ 1,014 interviews with adults aged 15+ ○ Conducted in-home, face-to-face ○ Fieldwork conducted 1– 26 September 1999

Q1. How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
ALTERNATE ORDER. SINGLE CODE ONLY FOR EACH STATEMENT.

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
a	I have a lack of trust in the regulatory system about animal experimentation	Strongly agree	16	10	7	9	7	9	8	12	8
		Tend to agree	34	26	23	26	23	23	22	21	23
		Neither agree nor disagree	25	21	28	23	26	31	24	23	26
		Tend to disagree	16	31	28	29	31	22	31	26	25
		Strongly disagree	4	6	6	7	6	7	7	8	8
		Don't know	5	6	8	6	6	8	9	10	10
		Agree	50	36	30	35	30	32	30	33	31
		Disagree	20	37	34	36	37	29	38	34	33
		Net agree	30	-1	-4	-1	-7	3	-8	-1	-2
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
b	I trust the scientists not to cause unnecessary suffering to the animals being experimented on	Strongly agree	9	13	11	15	10	13	11	13	12
		Tend to agree	31	39	43	40	43	35	43	34	33
		Neither agree nor disagree	15	13	16	13	15	20	14	16	18
		Tend to disagree	29	21	17	20	19	16	18	17	18
		Strongly disagree	15	10	8	9	10	10	9	13	12
		Don't know	2	4	5	3	4	6	5	8	6
		Agree	40	52	54	55	53	48	54	47	45
		Disagree	44	31	25	29	29	26	27	30	30
		Net agree	-4	21	29	26	24	22	27	17	15
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
c	I feel that unnecessary duplication of animal experiments <u>may</u> go on	Strongly agree	28	15	12	16	16	14	14	16	17
		Tend to agree	50	48	44	44	43	48	47	35	41
		Neither agree nor disagree	10	17	20	19	21	20	18	19	19
		Tend to disagree	6	11	10	11	10	6	9	13	8
		Strongly disagree	2	2	3	3	2	3	2	4	3
		Don't know	4	8	10	7	9	9	10	12	11
		Agree	78	63	56	60	59	62	61	52	58
		Disagree	8	13	13	14	12	9	11	17	11
		Net agree	70	50	43	46	47	53	50	35	47

d	I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence		2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	**2014 %**
		Strongly agree	46	23	24	26	24	23	24	27	**25**
		Tend to agree	37	48	42	43	42	41	44	37	**40**
		Neither agree nor disagree	7	9	13	11	13	16	11	11	**13**
		Tend to disagree	4	11	10	10	12	9	10	12	**9**
		Strongly disagree	3	3	4	5	3	4	4	5	**3**
		Don't know	3	6	7	5	6	7	6	8	**9**
		Agree	83	71	66	69	66	64	68	64	**65**
		Disagree	7	14	14	15	15	13	14	17	**13**
		Net agree	76	57	52	54	51	51	54	47	**52**
e	Britain probably has tough rules governing animal experimentation		2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	**2014 %**
		Strongly agree	9	12	10	14	13	14	17	14	**16**
		Tend to agree	41	47	47	46	51	44	48	39	**39**
		Neither agree nor disagree	23	15	17	18	15	20	14	18	**17**
		Tend to disagree	13	12	12	12	9	7	9	12	**11**
		Strongly disagree	5	4	2	3	3	4	2	4	**4**
		Don't know	10	11	11	8	9	11	10	12	**14**
		Agree	50	59	57	60	64	58	65	54	**55**
		Disagree	18	16	14	15	12	11	11	17	**15**
		Net agree	32	43	43	45	52	47	54	37	**40**
f	I expect that the rules in Britain on animal experimentation are well enforced		2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	**2014 %**
		Strongly agree	6	10	8	10	9	10	12	10	**13**
		Tend to agree	34	42	41	44	48	42	44	33	**37**
		Neither agree nor disagree	23	16	21	19	15	22	18	20	**19**
		Tend to disagree	22	18	16	15	14	13	13	16	**14**
		Strongly disagree	7	5	4	4	4	4	3	8	**4**
		Don't know	8	10	10	7	9	9	10	12	**13**
		Agree	40	52	49	54	57	52	56	44	**50**
		Disagree	29	23	20	19	18	17	16	24	**18**
		Net agree	11	29	29	35	39	35	40	20	**32**

G			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
	I trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research institutes	Strongly agree	12	16	13	18	15	16	18	15	16
		Tend to agree	43	46	50	49	50	47	48	39	42
		Neither agree nor disagree	18	14	14	14	15	16	12	16	16
		Tend to disagree	19	14	13	11	10	10	11	14	12
		Strongly disagree	5	4	3	4	5	4	4	7	5
		Don't know	3	6	7	3	5	7	7	9	9
		Agree	55	62	63	67	65	63	66	54	**58**
		Disagree	24	18	16	15	15	14	15	21	**17**
		Net agree	31	44	47	52	50	49	51	33	**41**

Q2.	SHOWCARD (R) And **using this card, how strongly do you agree or disagree with these more general statements about animal experimentation?** READ OUT a-m. ALTERNATE ORDER. SINGLE CODE ONLY FOR EACH STATEMENT.										
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
a	I can accept animal experimentation so long as it is for medical research purposes	Strongly agree	30	21	23	22	22	23	21	21	**22**
		Tend to agree	45	53	53	52	53	47	55	45	**42**
		Neither agree nor disagree	9	9	10	12	10	16	10	13	**12**
		Tend to disagree	9	9	8	8	8	6	7	10	**11**
		Strongly disagree	7	5	4	5	4	4	4	7	**7**
		Don't know	1	2	2	2	3	4	3	4	**5**
		Agree	75	74	76	74	75	70	76	66	**64**
		Disagree	16	14	12	13	12	10	11	16	**19**
		Net agree	59	60	64	61	63	60	65	50	**45**
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012%	2014 %
b	There needs to be more research into alternatives to animal experimentation	Strongly agree	56	33	31	36	38	38	35	39	**42**
		Tend to agree	32	49	46	42	39	38	44	38	**36**
		Neither agree nor disagree	5	9	14	14	13	14	11	12	**10**
		Tend to disagree	3	5	5	4	5	5	4	5	**5**
		Strongly disagree	1	1	1	1	1	2	1	2	**2**
		Don't know	1	4	3	3	3	5	4	5	**5**
		Agree	88	82	77	78	77	76	79	76	**79**
		Disagree	4	6	6	5	6	7	5	7	**7**
		Net agree	84	76	71	73	71	69	74	69	**72**

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	**2014 %**
c	I can accept animal experimentation so long as there is no unnecessary suffering to the animals	Strongly agree	32	25	24	29	25	25	21	23	**26**
		Tend to agree	45	51	48	47	49	46	53	42	**41**
		Neither agree nor disagree	8	9	14	11	12	15	12	13	**12**
		Tend to disagree	9	10	7	7	7	6	8	9	**10**
		Strongly disagree	6	3	3	5	5	5	3	8	**6**
		Don't know	1	2	3	2	2	4	3	4	**5**
		Agree	77	76	72	76	74	71	74	65	**67**
		Disagree	15	13	10	12	12	11	11	17	**16**
		Net agree	62	63	62	64	62	60	63	48	**51**
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	**2014 %**
d	I would like to know more about animal experimentation before forming a firm opinion	Strongly agree	22	12	11	13	11	13	12	14	**15**
		Tend to agree	39	38	39	37	35	35	34	26	**30**
		Neither agree nor disagree	19	19	20	21	24	25	20	24	**26**
		Tend to disagree	12	22	21	19	19	14	24	20	**14**
		Strongly disagree	7	7	6	7	7	9	6	12	**10**
		Don't know	1	2	3	3	3	5	3	4	**5**
		Agree	61	50	50	50	46	48	46	40	**45**
		Disagree	19	29	27	26	26	23	30	32	**24**
		Net agree	42	21	23	24	20	25	16	8	**21**
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	**2014 %**
e	I do not support the use of animals in any experimentation because of the important I place on animal welfare	Strongly agree	21	15	10	8	11	10	12	14	**14**
		Tend to agree	18	20	18	15	15	17	18	18	**18**
		Neither agree nor disagree	20	19	19	23	22	23	26	21	**23**
		Tend to disagree	25	33	39	38	35	33	28	33	**26**
		Strongly disagree	13	12	12	13	14	13	13	11	**13**
		Don't know	3	1	3	4	3	3	4	4	**6**
		Agree	39	35	28	23	26	27	30	32	**32**
		Disagree	38	45	51	51	49	46	41	43	**39**
		Net agree	1	-10	-23	-28	-23	-19	-11	-12	**-7**

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
f	Animal experimentation will always be used for research purposes	Strongly agree	20	14	14	15	17	14	14	17	**18**
		Tend to agree	52	55	55	54	55	55	51	47	**47**
		Neither agree nor disagree	10	13	15	12	13	16	17	15	**13**
		Tend to disagree	11	13	9	11	7	8	11	12	**11**
		Strongly disagree	4	2	3	4	2	2	3	4	**4**
		Don't know	3	3	5	4	5	5	5	6	**7**
		Agree	72	69	69	69	72	69	65	63	**64**
		Disagree	15	15	12	15	9	10	14	17	**15**
		Net agree	57	54	57	54	63	59	51	47	**49**
g	It does not bother me if animals are used in experimentation		2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
		Strongly agree	3	3	4	5	4	5	4	5	**6**
		Tend to agree	14	21	20	17	18	16	18	16	**12**
		Neither agree nor disagree	11	16	19	18	19	19	15	18	**15**
		Tend to disagree	30	32	31	32	28	29	35	27	**34**
		Strongly disagree	41	25	23	27	29	27	26	29	**29**
		Don't know	*	2	3	2	2	3	2	4	**4**
		Agree	17	24	24	22	22	21	22	21	**18**
		Disagree	71	57	54	59	57	56	61	57	**63**
		Net agree	-54	-33	-30	-37	-35	-35	-39	-36	**-45**
h	I am not interested in the issue of animal experimentation		2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
		Strongly agree	3	3	3	3	3	4	4	3	**4**
		Tend to agree	11	15	15	12	12	13	13	13	**14**
		Neither agree nor disagree	20	17	20	19	21	23	17	26	**24**
		Tend to disagree	35	42	37	39	38	32	41	30	**32**
		Strongly disagree	31	21	22	26	24	24	22	24	**22**
		Don't know	1	2	3	1	1	3	3	4	**4**
		Agree	14	18	18	15	15	17	17	16	**19**
		Disagree	66	63	59	65	62	56	63	54	**53**
		Net agree	-52	-45	-41	-50	-47	-39	-46	-39	**-34**

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
i	Animal experiments for medical research purposes are a necessary evil	Strongly agree	16	15	16	20	18	18	18	19	19
		Tend to agree	46	47	45	46	48	43	48	42	39
		Neither agree nor disagree	13	15	13	15	13	19	13	15	16
		Tend to disagree	15	16	16	10	13	10	11	12	13
		Strongly disagree	9	5	6	5	5	6	5	8	7
		Don't know	1	3	4	3	3	5	4	4	6
		Agree	62	62	61	66	66	61	66	60	58
		Disagree	24	21	22	15	18	16	16	20	20
		Net agree	38	41	39	51	48	45	50	41	38

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
j	Animal experimentation for medical research purposes should only be conducted for life-threatening diseases	Strongly agree	16	14	13	15	13	14	13	13	14
		Tend to agree	37	39	36	35	40	36	38	34	32
		Neither agree nor disagree	15	16	18	16	17	19	15	16	18
		Tend to disagree	20	23	24	21	20	18	25	24	22
		Strongly disagree	9	5	7	9	7	8	7	8	8
		Don't know	1	2	3	3	3	5	3	6	6
		Agree	53	53	49	50	53	50	51	46	46
		Disagree	29	28	31	30	27	26	32	32	30
		Net agree	24	25	18	20	26	24	19	15	16

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
k	The Government should ban all experiments on animals for any form of research	Strongly agree	11	7	6	8	7	7	7	10	10
		Tend to agree	10	11	11	10	10	12	10	11	12
		Neither agree nor disagree	13	13	16	16	16	17	13	16	18
		Tend to disagree	40	42	33	33	36	32	40	33	29
		Strongly disagree	25	24	31	31	28	28	25	25	26
		Don't know	1	2	4	2	3	4	4	5	6
		Agree	21	18	17	18	17	19	17	21	22
		Disagree	65	66	64	64	64	60	65	58	54
		Net agree	-44	-48	-47	-46	-47	-41	-48	-37	-32

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
l	I agree with animal experimentation for all types of medical research, where there is no alternative	Strongly agree	25	22	23	28	25	23	23	23	25
		Tend to agree	44	49	45	43	45	45	50	41	36
		Neither agree nor disagree	10	9	13	14	14	18	11	13	14
		Tend to disagree	10	12	10	9	8	6	9	11	12
		Strongly disagree	8	4	6	4	5	4	4	8	8
		Don't know	2	3	3	3	3	4	3	4	6
		Agree	69	71	68	71	70	68	73	63	60
		Disagree	18	16	16	13	13	10	13	20	20
		Net agree	51	55	52	58	57	58	60	44	40
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
m	I agree with animal experimentation for all types of research where there is no alternative	Strongly agree	9	14	16	16	14	17	14	17	16
		Tend to agree	29	37	35	37	37	39	40	33	31
		Neither agree nor disagree	14	12	17	16	16	18	14	15	14
		Tend to disagree	26	24	20	18	19	14	20	17	21
		Strongly disagree	19	10	9	10	11	7	9	13	12
		Don't know	2	3	3	3	3	4	3	5	6
		Agree	38	51	51	53	51	56	54	50	47
		Disagree	45	34	29	28	30	21	29	30	33
		Net agree	-7	17	22	25	21	35	25	19	14

Q3. SHOWCARD (R) AGAIN **And using this card again, how strongly do you agree or disagree with these statements about animal experimentation?** READ OUT. ALTERNATE ORDER. **SINGLE CODE ONLY FOR EACH STATEMENT.**

			2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
a	I can accept animal experimentation for testing chemicals that could harm people	Strongly agree	10	9	10	14	8	11	10
		Tend to agree	40	35	35	34	42	35	33
		Neither agree nor disagree	17	20	19	21	16	16	17
		Tend to disagree	21	21	21	15	22	19	18
		Strongly disagree	10	11	11	11	9	14	15
		Don't know	2	3	4	6	3	5	6
		Agree	50	44	45	48	50	46	**44**
		Disagree	31	32	32	26	31	33	**33**
		Net agree	19	12	13	22	19	13	**11**

			2006 %	2007 %	2008 %	2009 %	2010 %	2012 %	2014 %
b	I can accept animal experimentation for testing chemicals that could harm wildlife or the environment	Strongly agree	7	7	8	8	5	6	8
		Tend to agree	35	32	32	31	39	30	28
		Neither agree nor disagree	19	22	23	23	18	20	21
		Tend to disagree	25	24	21	20	24	22	21
		Strongly disagree	11	11	12	11	9	17	16
		Don't know	3	3	4	6	4	5	7
		Agree	42	39	40	39	44	36	**36**
		Disagree	36	35	33	31	33	38	**36**
		Net agree	6	4	7	8	11	-2	**0**

Q4. SHOWCARD (R) **Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research? Please read out the letter or letters which apply.** MULTICODE OK.

Q5. SHOWCARD (R) AGAIN **And which, if any, of the following do you feel are <u>not</u> acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?** MULTICODE OK.
IF RESPONDENT SELECTS A CODE FROM THE SHOWCARD WHICH DOES NOT APPEAR ON YOUR SCREEN, ADD: **You cannot choose "acceptable" and "not acceptable". The previous question was "acceptable", this question is "not acceptable". Which do you think this is?**

	2007		2008		2009		2010		2012		2014	
	ACCEPT-ABLE	NOT ACCEP-TABLE	ACCEP-TABLE	NOT ACCEP-TABLE	ACCEP-TABLE	NOT ACCEP-TABLE	ACCEP-TABLE	NOT ACCEP-TABLE	ACCEP-TABLE	NOT ACCEP-TABLE	ACCEPTABLE	NOT ACCEPTABLE
	%	%	%	%	%	%	%	%	%	%	%	%
Ask people to put a protest sticker/poster in their window	72	4	71	5	61	5	71	5	57	6	**58**	**7**
Destroy/Damage property	2	81	1	80	3	69	1	82	2	71	**3**	**74**
Free animals	11	55	12	55	10	50	12	54	13	50	**14**	**45**
Hand out leaflets	83	2	84	3	70	3	81	2	69	4	**73**	**4**
Occupy research facilities	6	58	7	57	6	49	9	56	9	55	**10**	**51**
Organise a demonstration/ protest outside research laboratories	47	22	47	21	38	18	48	20	41	20	**41**	**21**
Organise a demonstration/ protest outside investors'/workers' homes	9	56	9	57	7	45	15	55	9	51	**9**	**51**
Organise petitions	69	5	69	5	63	3	70	5	68	6	**63**	**6**
Send 'hate mail'*	1	75	1	77	1	65	3	75	2	71	**3**	**72**
Set up road blocks	5	64	8	62	5	55	8	61	8	59	**8**	**59**
Use physical violence against those involved in animal research	*	83	1	83	*	71	1	82	1	74	**1**	**76**
Disrupt companies providing services to companies involved in animal research									9	52	**10**	**50**
Use terrorist methods e.g. car bombs, mail bombs	1	85	*	84	*	75	*	85	1	75	**1**	**78**
Verbally harass people	2	70	4	72	3	58	5	72	4	64	**5**	**69**
Write letters*	74	3	74	3	56	3	76	3	65	3	**71**	**4**
Other	-	-	-	*	*	*	-	-	*	*	**1**	*
None of these	2	2	2	3	5	5	3	3	2	2	**4**	**3**
Don't know	3	2	2	2	5	6	2	3	5	5	**5**	**5**

Please see overleaf for 2002 data for questions 4 and 5.

*Please note that in 2002, 'Send 'hate mail'' and 'Write letters' were combined as one category, whereas they are split into two categories in 2006 - 2009 Therefore, direct comparisons between data for any 2002 and 2006-2009 categories should not be made.

Q4. SHOWCARD (R) **Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research? Please read out the letter or letters which apply.** MULTICODE OK.

Q5. SHOWCARD (R) AGAIN **And which, if any, of the following do you feel are <u>not</u> acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?** MULTICODE OK.

PLEASE ENSURE THAT CODES FROM Q4 ARE NOT REPEATED FOR Q5.

IF RESPONDENT SELECTS A CODE FROM THE SHOWCARD WHICH DOES NOT APPEAR ON YOUR SCREEN, ADD: **You cannot choose "acceptable" and "not acceptable". The previous question was "acceptable", this question is "not acceptable". Which do you think this is?**

		2002	
		ACCEPTABLE	NOT ACCEPTABLE
		%	%
A	Ask people to put a protest sticker/poster in their window	81	5
B	Destroy/Damage property	2	83
C	Free animals	20	50
D	Hand out leaflets	91	2
E	Occupy research facilities	12	52
F	Organise a demonstration/ protest outside research laboratories	58	18
G	Organise a demonstration/ protest outside investors'/workers' homes	15	55
H	Organise petitions	81	4
I	Send 'hate mail'[5]	N/A	N/A
J	Set up road blocks	15	52
K	Use physical violence against those involved in animal research	1	89
L	Use terrorist methods e.g. car bombs, mail bombs	1	94
M	Verbally harass people	7	73
N	Write letters[6]	N/A	N/A
	Other	2	4
	Violence/terrorism	2	97
	None of these	2	1
	Don't know	1	*

[5] In 2002, 'Send hate mail' and 'write letters' were combined. In 2006 and 2007, these were separated into two different categories.
[6] Ibid (8)

Q6. SHOWCARD (R) **How well informed do you feel, if at all, about science and scientific research/developments? Just read out the letter that applies.** SINGLE CODE ONLY

		2004 %	2008 %	2009 %	2010 %	2012 %	**2014 %**
A	Very well informed	5	6	4	4	6	**5**
B	Fairly well informed	34	36	25	28	25	**26**
C	Not very well informed	42	39	45	50	44	**43**
D	Not at all informed	17	17	23	16	20	**20**
	Not stated	*	1	1	*	2	**1**
	Don't know	*	1	3	1	4	**4**
	Well informed	39	42	29	32	31	**31**
	Not well informed	59	56	68	66	64	**63**
	Net informed	-18	-14	-39	-34	-33	**-32**

Q7. SHOWCARD (R) AGAIN **And using this card, how strongly do you agree or disagree with the following statement about science…? Science makes a good contribution to society.** READ OUT. SINGLE CODE ONLY.

	2002 %	2004 %	2008 %	2009 %	2010 %	2012 %	**2014 %**
Strongly agree	20	27	35	35	40	37	**40**
Tend to agree	60	58	47	46	47	40	**38**
Neither agree nor disagree	15	11	11	13	9	11	**14**
Tend to disagree	2	2	4	2	2	5	**3**
Strongly disagree	1	*	1	1	*	3	**2**
Don't know	2	1	2	3	1	4	**4**
Agree	80	85	82	81	87	76	**78**
Disagree	3	2	5	3	2	8	**4**
Net agree	77	83	77	78	85	68	**74**

Q8. **Using this card, how well informed do you feel, if at all, about efforts to find alternatives to using animals in experimentation for scientific research purposes?**

	2009 %	2010 %	2012 %	**2014 %**
Very well informed	3	2	5	**2**
Fairly well informed	18	16	22	**13**
Not very well informed	46	43	40	**53**
Not at all informed	29	37	29	**25**
Don't know	4	2	3	**6**
Well informed	21	18	27	**15**
Not well informed	75	80	70	**78**
Net informed	-54	-62	-43	**-63**

Q9. Using this card, how well informed do you feel, if at all, about efforts to improve the welfare of animals that are currently used in experimentation for scientific research purposes?

	2009 %	2010 %	2012 %	2014 %
Very well informed	4	4	5	3
Fairly well informed	23	20	24	17
Not very well informed	43	41	41	51
Not at all informed	27	34	28	20
Don't know	3	1	3	8
Well informed	27	24	29	20
Not well informed	70	75	68	71
Net informed	-43	-51	-39	-51

Q10a How interested would you be, if at all, in finding out more about each of these things that I am about to read out?
a) Efforts to find alternatives to using animals in experimentation for scientific research purposes

	2009 %	2010 %	2012 %	2014 %
Very interested	15	11	11	14
Fairly interested	38	42	37	43
Not very interested	30	30	29	27
Not at all interested	13	16	20	11
Don't know	4	2	3	6
Interested	53	53	48	57
Not interested	43	46	49	37
Net interested	10	7	-1	20

Q10b How interested would you be, if at all, in finding out more about each of these things that I am about to read out?
b) Efforts to improve the welfare of animals in experimentation for scientific research purposes

	2009 %	2010 %	2012 %	2014 %
Very interested	20	16	14	9
Fairly interested	39	39	41	41
Not very interested	27	29	25	30
Not at all interested	11	15	17	12
Don't know	4	2	4	7
Interested	59	55	55	51
Not interested	38	44	42	43
Net interested	21	11	13	8

Q11. **And by which, if any, of these ways would you like to receive information about these subjects? Please read out the letter or letters that apply.**

	2009 (Base = 592) %	2010 (Base = 588) %	2012 (Base = 594) %	**2014 (Base = 584)**
Television	40	40	39	**60**
Leaflets	32	26	18	**39**
Newspapers – national	32	31	28	**41**
Internet sites/Websites	27	34	26	**38**
Information from charities e.g. RSPCA	22	25	14	**33**
Information from government	21	20	13	**28**
Newspapers – local	21	22	11	**27**
Magazines	18	14	11	**23**
Radio – national	17	21	13	**31**
Billboards/Hoardings/Posters	14	13	10	**18**
Radio – local	14	15	11	**23**
Interactive television	8	12	6	**8**
School/College	6	8	6	**15**
Internet discussion groups/Internet chat rooms	5	5	4	**8**
Information from businesses/industry	5	7	3	**9**
Pressure group/animal welfare group	5	5	5	**8**
Work/work colleagues	3	3	4	**6**
Telephone information lines	1	2	2	**3**
Other (specify)	*	*	*	**1**
None of these	5	3	5	**3**
Don't know	3	1	1	**1**

Q12. **How much, if anything, do you feel you know about Government initiatives to develop non-animal methods of scientific research and testing?**

	2009 %	2010 %	2012 %	**2014 %**
A great deal	1	*	1	**1**
A fair amount	9	9	7	**6**
Not very much	37	38	38	**41**
Nothing at all	48	50	50	**46**
Don't know	4	3	4	**6**

Q13. **And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific research?**

	2009 %	2010 %	2012 %	**2014 %**
A great deal	1	1	1	**1**
A fair amount	8	8	9	**6**
Not very much	40	39	38	**41**
Nothing at all	47	49	49	**45**
Don't know	4	3	4	**7**

Q14. **Before this interview, did you know that there is a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare during research, or not?**

	2009 %	2010 %	2012 %	**2014 %**
I definitely knew this	6	6	9	**6**
I think I knew this, but I'm not sure	9	10	13	**8**
I don't think I knew this, but I'm not sure	11	10	12	**15**
I definitely did not know this	71	71	63	**64**
Don't know	4	3	3	**6**

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About Ipsos MORI's Social Research Institute

The Social Research Institute works closely with national government, local public services and the not-for-profit sector. Its 200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methodological and communications expertise, ensures that our research makes a difference for decision makers and communities.