

Ban on sale of seal products – poll of 11 EU countries**Topline Results****For Internal Use Only****Technical details**

- Belgium results are based on 502 adults aged 15+, interviewed face-to-face between 12th and 23rd May 2011.
- France results are based on 517 adults aged 15+, interviewed by telephone between 29th April and 2nd May 2011.
- Germany results are based on 524 adults aged 14+, interviewed by telephone between 21st and 27th April 2011.
- Great Britain results are based on 1,004 adults aged 18+, interviewed by telephone between 21st and 25th April 2011.
- Italy results are based on 518 adults aged 15+, interviewed face-to-face between 27th April and 3rd May 2011.
- Lithuania results are based on 500 adults aged 15+, interviewed by telephone between 4th and 13th May 2011.
- Netherlands results are based on 502 adults aged 15+, interviewed by telephone between 26th April and 16th May 2011.
- Poland results are based on 501 adults aged 15+, interviewed face-to-face between 6th and 9th May 2011.
- Romania results are based on 1,040 adults aged 15+, interviewed face-to-face between 6th and 12th May 2011.
- Spain results are based on 516 adults aged 15+, interviewed face-to-face between 3rd and 15th May 2011.
- Sweden results are based on 500 adults aged 15+, interviewed by telephone between 3rd and 8th May 2011.

Data are weighted to the profile of the population in each country.

Combined EU 11 results are based on the data collected in the 11 countries (covering over 80% of the EU population), totalling 6,102 interviews. The data was first weighted to the profile of the population of each individual country and was then weighted to match the proportion of the combined 11 countries. For example, the German population (aged 14+) makes up 20.75% of the combined population of the 11 countries, therefore the data from Germany makes up 20.75% of the combined results.

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 knows” or to multiple answers.

Prior to question 2, interviewers read out an introduction providing respondents with some information on commercial seal hunting and the EU ban on the sale of seal products. In Great Britain, half of the respondents were not read the introduction in order to see what effect providing extra information had on responses. The two halves of the sample are separated out in these topline results at question 2. The “combined EU” data only includes the half of the Great Britain sample that was read the long introduction (as in other countries).

Q1 “Thinking about commercial seal hunting, how much — if at all — would you say you personally know about this?”

Base: All

	A great deal	A fair amount	Not very much	Nothing at all but have heard of it	Never heard of it	Not sure
	%	%	%	%	%	%
11-country total	3	18	30	23	25	1
Belgium	10	30	31	17	11	1
France	2	25	16	30	27	-
Germany	2	23	50	22	3	-
Great Britain	4	18	26	15	38	-
Italy	5	16	33	18	27	1
Lithuania	1	4	15	29	50	1
Netherlands	4	34	29	22	10	1
Poland	1	4	13	38	42	4
Romania	1	3	13	16	66	1
Spain	3	15	35	22	20	4
Sweden	1	12	40	41	6	1

Q2 (USED IN ALL COUNTRIES, INCLUDING HALF OF THE GB SAMPLE). “In March 2011, the Canadian Government said it would allow the hunting of over 400,000 seals during this year’s commercial seal hunt. While it is prohibited in Canada to trade in the skins of newborn seals (known as “whitecoats”), these pups are no longer protected when they begin to shed their white fur – when they can be as young as 12 days old. In fact, the large majority of the seals killed in Canada’s commercial seal hunt are under three months old. Commercial hunts will also take place in some other countries, such as Norway.

Some people support commercial seal hunting because they say it is important to the livelihoods of the people who hunt seals and because they say seal populations should be controlled. Other people oppose commercial seal hunting because they say hunting seals is wrong, since they feel some of the methods used to kill seals cause too much pain or distress.

As you may know, last year the European Union (the EU) banned seal products from the commercial seal hunts (such as seal fur) from being sold in Europe. The EU did this because it believed there was concern among the public in Europe about seals being killed using methods that cause too much pain or distress.

From what you know, do you support or oppose the EU ban on the sale of seal products in Europe? Would you say you...”

Q2 (USED ONLY IN GB FOR HALF OF THE SAMPLE). “As you may know, last year the European Union (the EU) banned seal products from the commercial seal hunts (such as seal fur) from being sold in Europe.

From what you know, do you support or oppose the EU ban on the sale of seal products in Europe? Would you say you...”

Base: All

	Strongly support	Tend to support	Neither/nor	Tend to oppose	Strongly oppose	Don't know/no opinion	Support	Oppose
	%	%	%	%	%	%	%	%
11-country total	56	16	8	4	10	6	72	13
Belgium	68	16	7	2	4	3	84	6
France	57	24	9	4	5	1	81	9
Germany	71	17	6	2	3	1	88	5
Great Britain (with intro)	56	17	11	5	9	2	73	14
Great Britain (without intro)	46	18	16	4	9	7	64	13
Italy	43	9	6	5	29	8	52	33
Lithuania	57	18	9	5	7	3	75	13
Netherlands	53	13	10	3	14	7	66	17
Poland	55	18	7	4	6	11	73	10
Romania	52	10	13	2	3	20	61	6
Spain	49	13	12	5	10	11	62	15
Sweden	55	19	10	4	4	8	73	9