Ipsos MORI

Views on the use of animals in scientific research

19 October 2012

BIS | Department for Business Innovation & Skills

Legal notice

Contents

Introduction

Overview

This report presents the findings of a 2012 survey on awareness of, and public attitudes towards, the use of animals in scientific research. The study also looks at awareness of possible alternatives to the use of animals in scientific research.

This is the twelfth wave of research which Ipsos MORI (and previously MORI) has conducted. In previous years the work has been sponsored by the Medical Research Council (in 1999), *New Scientist* magazine (in 1999), the Coalition for Medical Progress (in 2002 and 2005), the Department of Trade and Industry (in 2006), BERR (in 2007) and BIS (since 2008). In 2012, the study was sponsored by the Department for Business, Innovation and Skills (BIS).

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'), 1,026 adults from across Great Britain aged 15+ were interviewed in-home from 31 March – 8 April 2012. The data have been weighted by gender, age, region, and social class, to reflect the known 15+ population profile of Great Britain.

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.

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. For much of the research, 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 percent, 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 2010 to 70% in 2012 this is an increase of 10 percentage points, but not an increase of 10 percent (which would be 60% to 66%).

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.

Executive summary

Executive summary

This is the latest in a series of studies carried out since 1999 to gauge public views on the use of animals in scientific research.

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'), 1,026 adults from across Great Britain aged 15+ were interviewed in-home from 31 March – 8 April 2012. The data have been weighted by gender, age, region, and social class, to reflect the known 15+ population profile of Great Britain.

Over four-fifths (85%) are 'conditional acceptors' of the use of animals in scientific research (i.e. they agree with at least 1 of 4 statements regarding the use of animals in scientific research for medical purposes and/or under high welfare conditions), five percentage points down on 2010. Specifically, two-thirds (66%) support the use of animals in research as long as it is for medical research purposes (down from 76% in 2010). Of the remaining third (34%), 16% disagree and 13% say they neither agree or disagree.

Unconditional acceptance (i.e. those who agree with one or both of the following statements "It does not bother me if animals are used in experimentation" and "I agree with animal experimentation for all types of research where there is no alternative"), has also fallen (by five percentage points to 55%), whilst the proportion of objectors those who agree with one or both of the following statements "I do not support the use of animals in any experimentation because of the importance I place on animal welfare and "The Government should ban all experiments on animals for any form of research") has risen steadily since 2006 (and now stands at 37%).

A fifth (21%) agree that 'the Government should ban all experiments on animals for any form of research', and a third (32%) cannot support animal research due to the importance they place on animal welfare. These statements have seen small increases since 2010.

A significant proportion (40%) of those sampled would like to know more about animal experimentation before they form a firm opinion.

Over half (54%) trust the Government's inspectorate and a similar proportion (53%) believe that Britain probably has tough rules in place to govern animal experimentation. However, trust has fallen in 2012; a significant proportion lack trust in the regulatory system around animal experimentation (43%) which is higher than in 2010. Many still would not be surprised if experimentation went on behind closed doors (64%).

In 2004 the Government set up the National Centre for the Replacement, Refinement and Reduction of Animals in Research (NC3Rs) to support science, innovation and animal welfare. In 2012, two-thirds (66%) are not aware that such an organisation exists. Three-quarters (76%) agree there needs to be more research into alternatives to animal research and around a half (48%) would be interested in finding out more about alternatives.

Views on the use of animals in scientific research

Acceptance of the use of animals in scientific research

As in the previous surveys, three 'typologies' were used to categorise people's views:

Conditional Acceptors

Unconditional Acceptors

Objectors

Conditional Acceptors of the use of animals in scientific research are defined as those who accept that experiments can be conducted on animals, provided that one or more of the following four conditions are met:

Question 2A: I can accept animal experimentation so long as it is for medical research purposes (66% agree);

Question 2C: I can accept animal experimentation so long as there is no unnecessary suffering to the animals (66% agree);

Question 2J: Animal experimentation for medical research purposes should only be conducted for life-threatening diseases (46% agree);

Question 2L: I agree with animal experimentation for all types of medical research, where there is no alternative (63% agree).

Conditional acceptance was examined in two ways. Firstly, by the proportions agreeing with any one or more of the four statements above (A, C, J and L) - and secondly by agreement with any of specific statements (A, C or L).[1]

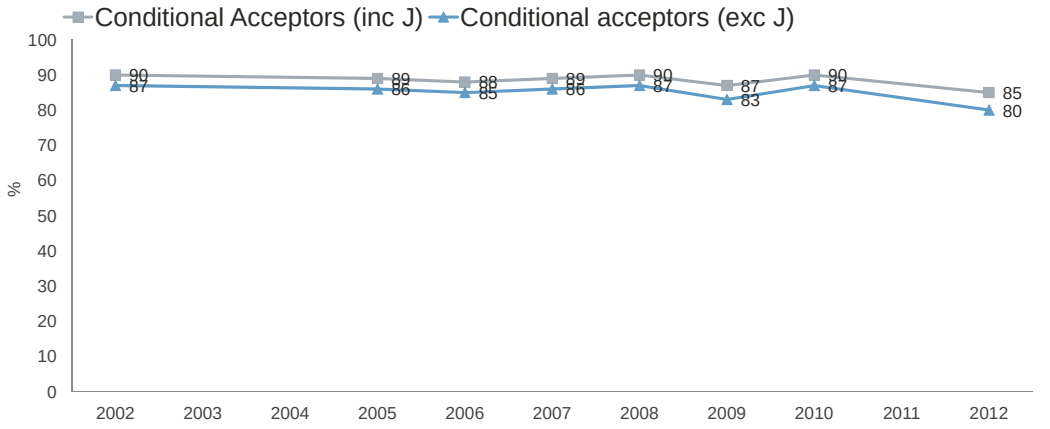
Overall the acceptance of the use of animals in scientific research under some conditions remains high with 85% of those sampled being conditional acceptors.

Conditional Acceptors (agree with one or more of statements A, C, J or L):	85%
Conditional Acceptors (agree with one or more statements A, C or L[2]):	80%

Although Conditional Acceptors still represent a large majority of the public, the proportion now stands at its lowest level since the questions were first asked.

[1] Please note that most respondents agreed with one or more statement and disagreed with one or more of the others.
[2] Please note that measurement of conditional acceptance including statements A, C or L commenced in 2002.

Conditional acceptance has fallen slightly from 2010 levels



Base: British adults 2012 (1026), 2010 (997), 2009 (988), 2008 (1010), 2007 (944), 2006 (969), 2005 (956), 2002,(1023)

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The four individual statements that make up conditional acceptance have seen some significant changes. The two statements of agreement to research for medical purposes (A (66%) and L (63%) agree) and the acceptance of the use of animals in scientific research so long as there is no unnecessary suffering to the animals (66% agree) have all seen a 10 percentage point drop on 2010, and are now at their lowest levels.

Additionally, two-fifths (40%) of the public would like to know more about the use of animals in scientific research before forming a firm opinion, although a third (32%) disagree.

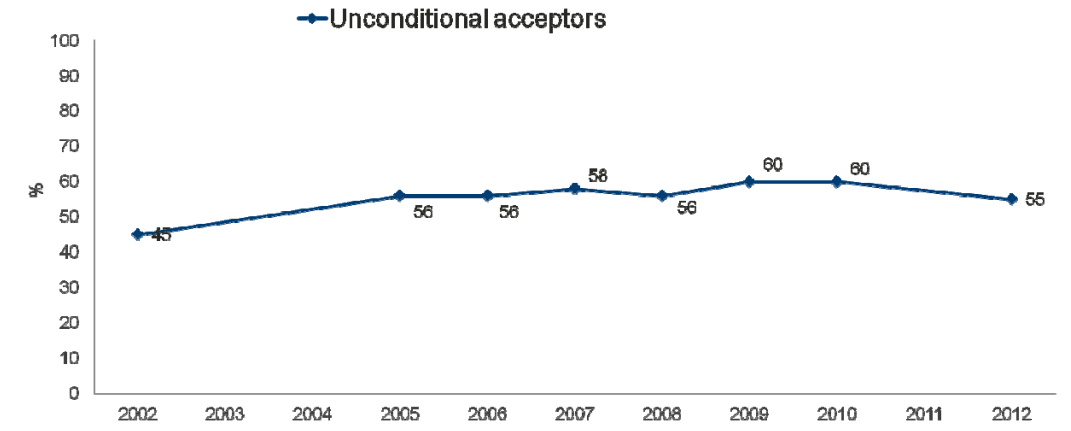
Those of social grades AB and men aged over 55 are the most likely to be conditional acceptors (both 90% including J, and 84% and 88% respectively excluding J). Among those least likely to be conditional acceptors (including J) are those aged 25-34 (79%), women aged over 55 (79%) and those with no formal qualifications (79%).

Unconditional acceptors[3] of the use of animals in scientific research are defined as those who agree with one or both of the following statements:

> **Question 2G: It does not bother me if animals are used in experimentation** (21% agree);
>
> **Question 2M: I agree with animal experimentation for all types of research where there is no alternative** (50% agree).

The proportion of those surveyed agreeing with G and / or M now stands at 55%, a five percentage point fall from 2010.

Unconditional acceptors



Base: British adults: 2012 (1026), 2010 (997), 2009 (988), 2008 (1010)

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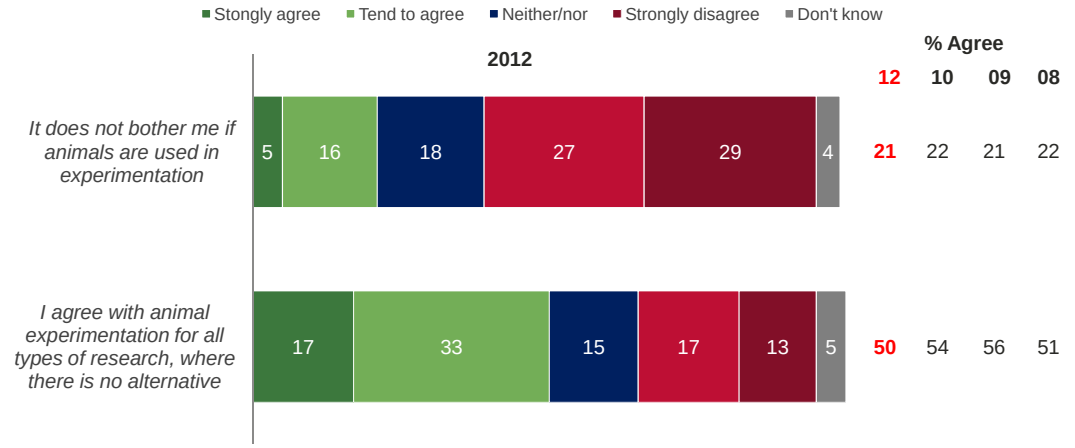
[3] Because it is possible for respondents to have agreed with one or more of the conditional acceptor statements and one or more of the unconditional acceptor statements, it is possible for the same respondent to be a conditional and an unconditional acceptor.

The proportion of those not bothered by animals being used in experimentation (21%) has remained broadly unchanged since 2005. However, those disagreeing with this statement have fallen by 5 percentage points since 2010 to 57%.

Half of people (50%) agree with animal experimentation for *all* types of research, when there are no alternatives. This proportion has slightly fallen by 4 percentage points (from 54% in 2010) but has generally remained fairly stable since 2005. Three in ten disagree (30%).

Unconditional acceptors

Q How strongly do you agree or disagree with these more general statements about animal experimentation?



Base: British adults 2012 (1026), 2010 (997), 2009 (988), 2008 (1010)

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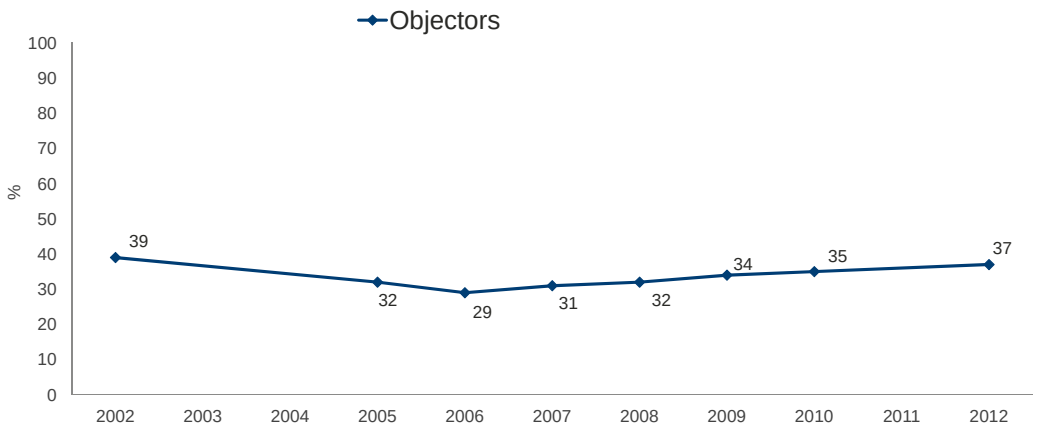
Men (61%) are more often unconditional acceptors than are women (61% vs 50%) - in particular, men aged over 55 (69%). Those with A Level or equivalent qualifications are the next most likely to be unconditional acceptors (66%).

Objectors to the use of animals in scientific research are those who agree with one or both of the following statements[4]:

> **Question 2E**: I do not support the use of animals in any experimentation because of the importance I place on animal welfare (32% agree);
>
> **Question 2K**: The Government should ban all experiments on animals for any form of research (21% agree).

Of those surveyed, over a third (37%) are now 'objectors'. Although this does not represent a *significant* change from 2010 (35%), there has been a gradual increase in this group of 8 percentage points since 2006. However, despite this, they still remain below the 2002 level of 39%.

The proportion of objectors has been rising slowly since 2006



Base: British adults 2012 (1026), 2010 (997), 2009 (988), 2008 (1010)

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Women are more likely than men (41% against 33%) to be objectors – and this reflects their somewhat greater concern for animal welfare seen in other research undertaken by Ipsos MORI. As in 2010, people aged 15-24 are also more likely to be objectors (53%) – as are the least affluent DE group, in strong contrast to ABs (51% vs 23% respectively).

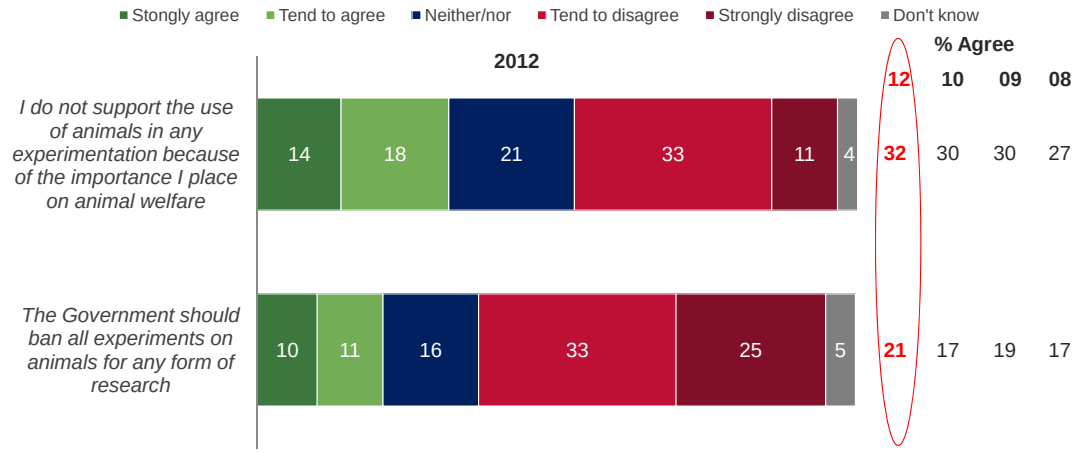
[4] Please note that the statements used to calculate acceptance and opposition are not mutually exclusive. It is possible for respondents to have agreed with one or more of the conditional acceptor statements and also one or more of the unconditional acceptor statements while also agreeing with one or more of the objector statements. In this case, the same respondent can be a conditional acceptor, an unconditional acceptor and an objector.

The third (32%) who do not support the use of animals in *any* experimentation because of the importance they place on animal welfare is broadly similar to 2010 levels (30%). Two fifths (43%) disagree.

The fifth of respondents (21%) who agree that animal experimentation in all forms should be banned represents an increase of 4 percentage points from 2010. Agreement is now at its highest level since 2002. However, three fifths (58%) disagree, and this is also at its lowest level since 2002.

A third (32%) do not support animal experimentation, whilst one fifth (21%) think it should be banned

Q *How strongly do you agree or disagree with these more general statements about animal experimentation?*



Base: British adults 2012 (1026), 2010 (997), 2009 (988), 2008 (1010)

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Young people, aged 15-24, are most likely to *not* support animal research because of the importance they place on animal welfare (46%). Again, there is a marked split in the views of DEs and ABs, with the former far more widely opposed to research. A similar pattern is evident in regards the banning of all animal experiments: ABs far more widely *disagree* with this notion – by 74% to 43% of DEs.

Conduct, regulation and monitoring

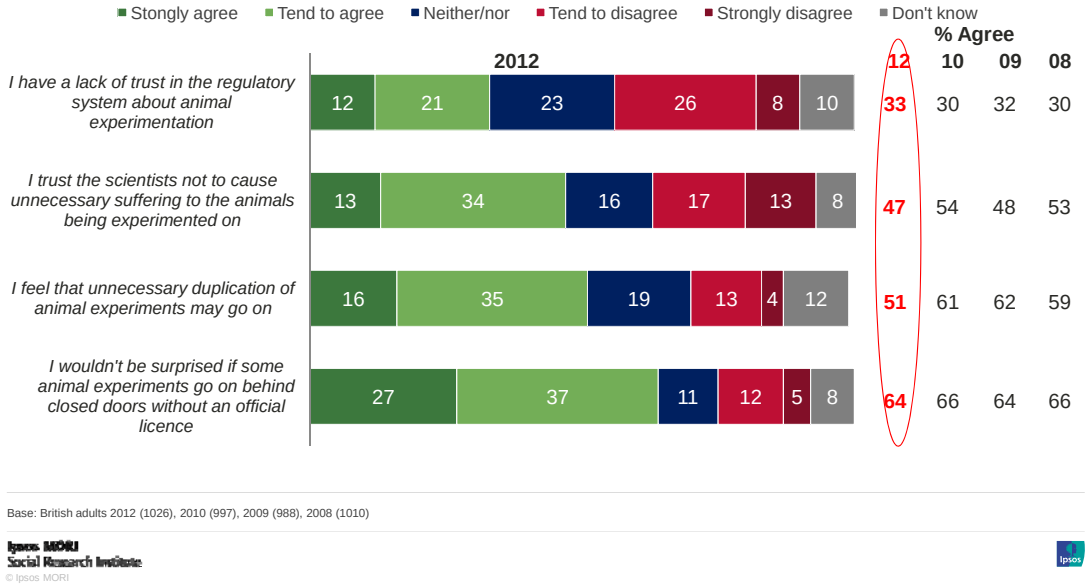
In 2012, the public are less trusting of scientists not to cause unnecessary suffering to the animals involved (47% now, 54% in 2010), but are also less alert to the possibility of experiments being needlessly duplicated (51% now, 61% in 2010).

Similarly, a marginally greater lack of trust in the regulatory system (33% distrust it now, against 30% in 2010) is countered by slightly less concern about unlicenced experiments (64% now, 66% in 2010).

In each case, people were asked for their *strength* of agreement / disagreement – and the patterns are revealing. The largest changes since 2010 are usually the declines in those who 'tend to agree' with the statements, while more strongly-held views (either way) are generally more entrenched. There has certainly been *some* hardening of negative attitudes – but the sense is also one of drift towards less knowledge and greater uncertainty.

Changes in attitudes to regulation

Q *How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?*



Base: British adults 2012 (1026), 2010 (997), 2009 (988), 2008 (1010)

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Looking at the sub groups, *lack* of trust in the regulatory system is higher among women than men (37% vs 29%), and more pronounced among less affluent groups. Similarly, women are more suspicious that unlicenced or duplicated experiments may occur, while the most affluent (and usually best-informed) AB group are notably more trusting of behaviour – especially in relation to unlicenced experiment.

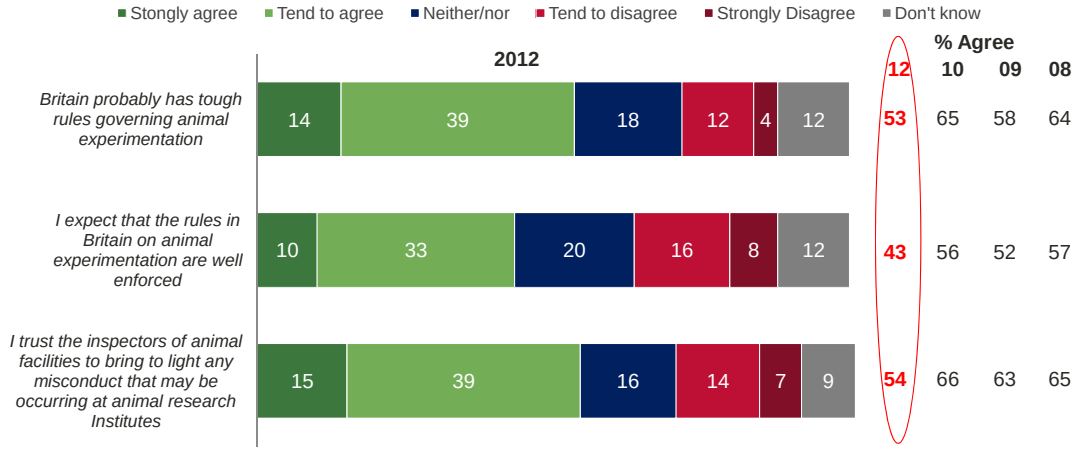
Just over half (53%) currently agree that 'Britain probably has tough rules governing animal experimentation'. This has fallen by twelve points since 2010, with corresponding rises in those expressly disagreeing (up by 6 points to 17%) and those not sure/neutral (up 4 points to 30%).

Similarly, fewer (43%) now 'expect that the rules in Britain on animal experimentation are well enforced' – down 13 points since 2010. Again the 'don't knows'/neutrals are more prevalent this year, but here there has been a more notable rise in those who expressly *disagree* (to 24%, the highest figure in seven years).

Finally, 54% (against 66% in 2010) now 'trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research institutes'. Those disagreeing or undecided/neutral are correspondingly up by 6 points apiece.

Trends in attitudes to regulation (2)

Q How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?



Base: British adults 2012 (1026), 2010 (997), 2009 (988), 2008 (1010)

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Women tend to be more doubtful than men of the standards achieved, while ABs contrast with DEs as the social grades most and least convinced respectively of good practice in these areas.

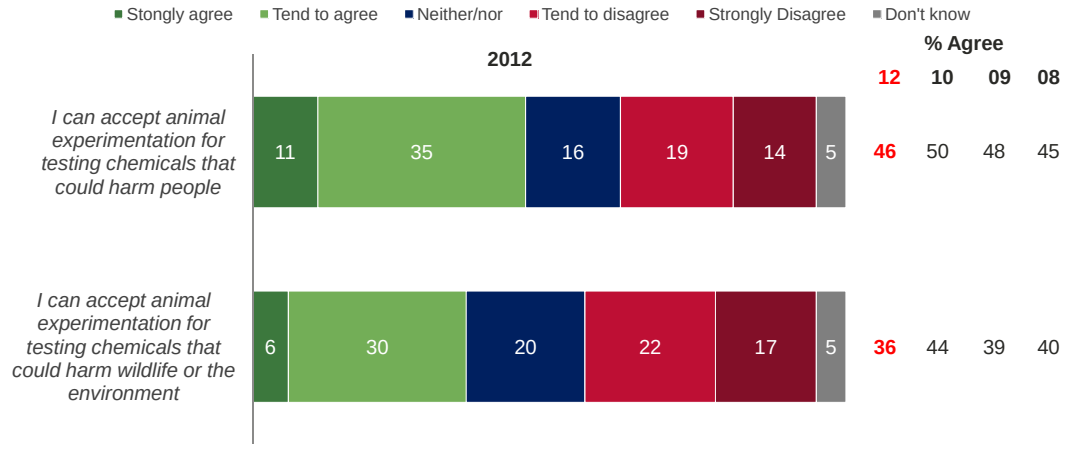
Views on animal research for non-medical purposes

Fewer than half (46%) can accept animal testing for chemicals that may harm people - a 4 percentage point fall from 2010. Acceptance is now at 2008 levels (45%) while there has also been a 'hardening' against the practice – with 14% now strongly disagreeing (up from 9% in 2010).

Public views have also hardened towards animal testing for *environmentally* or *animal-harmful* chemicals (36% can now accept it, compared to 44% in 2010). Similarly, strong disagreement is up from 9% to 17% over the same period.

Chemicals and environmental benefits

Q *How strongly do you agree or disagree with these statements about animal experimentation?*



Base: British adults 2012 (1026), 2010 (997), 2009 (988), 2008 (1010)

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Attitudes towards the activities of animal rights organisations

Acceptable forms of protest

As the following chart shows, different types of 'protest' by animal rights organisations about the use of animals in research garner very different levels of public endorsement, although almost all have seen a fall in 2012.

Most widely acceptable are the handing out of leaflets (69%), organising petitions (68%), writing letters (65%) and asking people to put a protest sticker / poster in their window (57%).

This year a new option ('*disrupt companies providing services to companies involved in animal research'*) was added to the list, and one in eleven (9%) thought it acceptable[5].

Organising a demonstration / protest outside investors' / workers' homes has fallen back to 2009 levels (7% in 2009 and now 9%). The activities felt *least* acceptable were destroying / damaging property (2%), sending hate mail (2%), using physical violence against those involved in animal research (1%) and using terrorist methods e.g. car bombs, mail bombs (1%). These percentages have generally remained fairly consistent since 2007.

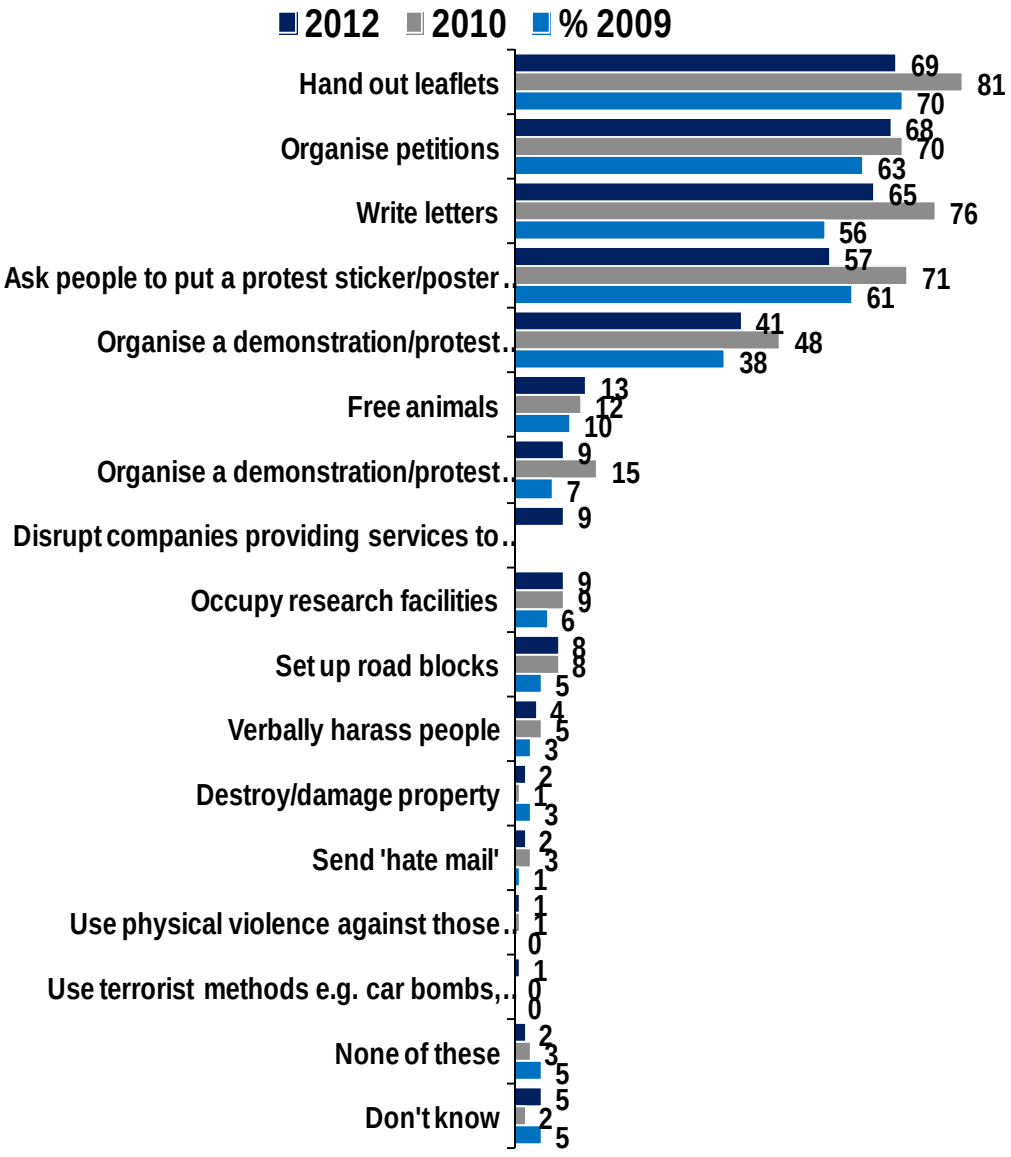
Overall, 2% feel that none of the actions are acceptable – while 2% say that none are unacceptable.

Views on what are deemed acceptable are fairly consistent across demographic groups - though some subtle differences are evident. Younger people aged 15-24 are more supportive of freeing animals, disrupting suppliers and occupying research facilities (19%, 11% and 14%). The less extreme measures – petitions, leaflets, posters, letters and demonstrations outside facilities – are even more widely endorsed by ABs than by DEs, but this zeal does not extend to the more extreme actions. Women are marginally more supportive than are men of the 'mainstream' activities – but again they stop well short of endorsing more combative measures.

[5] Adding an additional option to this questions might have had a slight impact on trends.

Views on acceptable forms of protest against animal experimentation since 2009

Q 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?



Base: British adults,2012 (1026) 2010 (997), 2009 (988)

Source: Ipsos MORI

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Unacceptable forms of protest

As in previous years, the question was also posed the opposite way around, so respondents were asked which of these activities they thought would be not acceptable for animal rights groups to engage in.

In general, as the following chart shows, findings between the two sets of questions match fairly closely – but do highlight the fact that some people are neither expressly in support or against the specific actions.

The action that most would find unacceptable is the use of terrorist methods (75%), though there has been a ten percentage point fall from 2010[6]. Other widely-rejected activities were destruction or damage of property (71%, although an 11 percentage point drop from 2010), sending of hate mail (71%, down 4 points) and use of physical violence against those involved in research (74%, down 8 points).

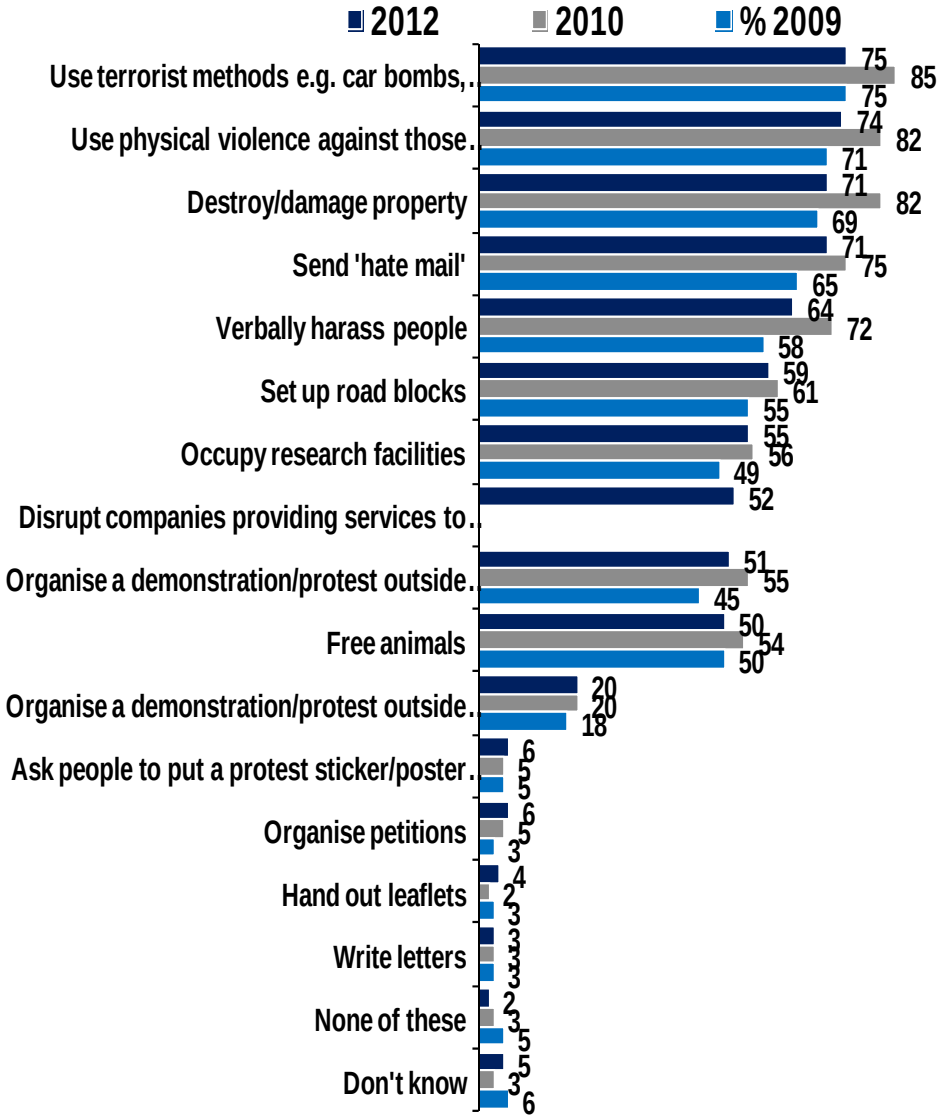
This apparent weakening of opposition to these extreme methods is in fact not matched by growing express support for them: rather, more people are not commenting one way or another.

Just as ABs tend to more widely endorse practices such as leaflets and petitions, so they are also more vociferous in opposing terrorism, physical violence, hate mail and similar actions - suggesting that they perhaps tend to have more fully-formed views on the subject generally or to be more likely to express them. 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.

[6] Although again remember that the addition of a extra option this year might have had a slight impact on the trends

Views on unacceptable forms of protest against animal experimentation since 2009

Q Which, if any, of the following do you feel are not acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?



Base: British adults,2012 (1026) 2010 (997), 2009 (988)

Source: Ipsos MORI

Ipsos MORI

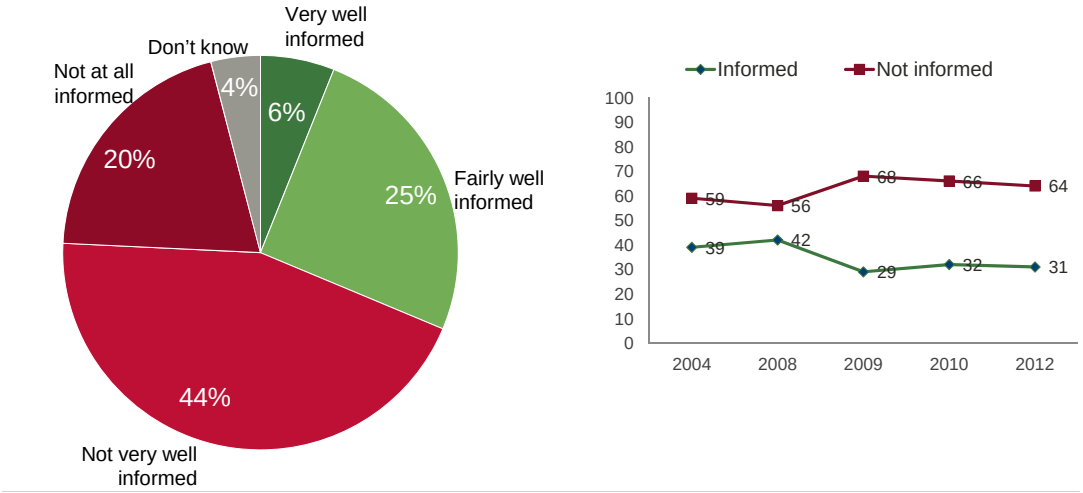
General views on science and scientific research

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

Over three-fifths (64%) of the British public feel uninformed about science, scientific research and developments, while three in ten (31%) feel informed. Levels have remained broadly consistent from 2010. Among those who do not feel informed, there has been a slight shift from 2010, with more now feeling 'not at all informed' (20% vs 16%) rather than 'not very well informed' (44% vs 50%).

Informed about scientific research or developments

Q How well informed do you feel, if at all, about science and scientific research/developments?



Base: British Adults, 2012 (1029), 2010 (997), 2008 (1010), 2007 (944)

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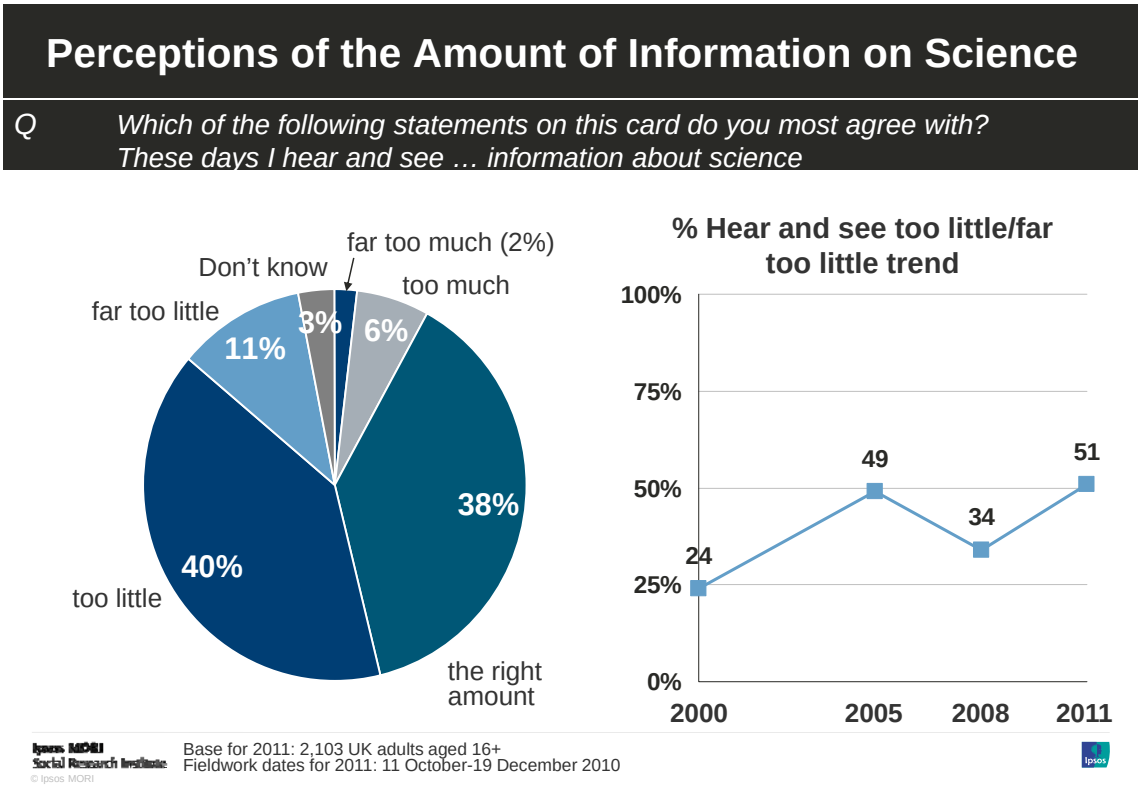
Reflecting other research undertaken by Ipsos MORI, men are more likely than women to consider themselves informed about science-related issues (36% against 26%). Similarly ABs report being far better informed than do DEs (42% and 23%). In age terms, knowledge tends to peak in middle age.

In other studies Ipsos MORI has undertaken[7] – shown in the following chart - half of the public (51%) feel they hear and see too little or far too little information about science, and this has proportion has sporadically grown since 2000.

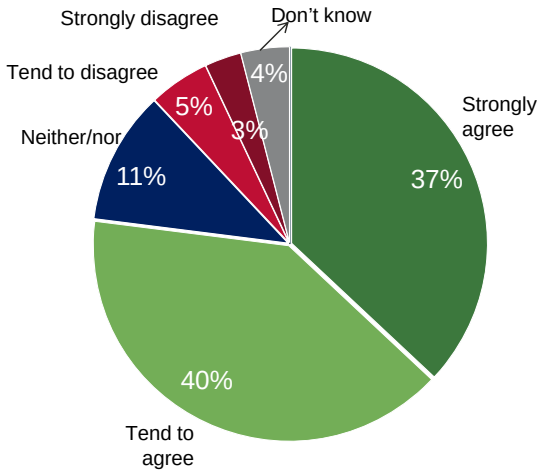


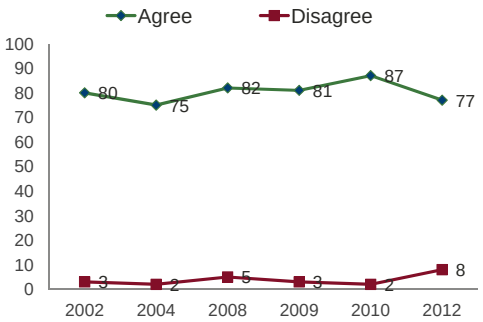
[7] Public Attitudes to Science Survey, 2011 http://www.ipsos-mori.com/researchpublications/researcharchive/2764/Public-attitudes-to-science-2011.aspx

While the large majority (76%) agree that science makes a good contribution to society, this figure has fallen from 87% in 2010. Around one in twelve (8%) now either strongly disagree or tend to disagree with this statement, compared with just 2% in 2010.

Science's contribution to society

Q How strongly do you agree or disagree with the following statement about science? Science makes a good contribution to society





Base: British Adults, 2012 (1029), 2010 (997), 2008 (1010), 2007 (944)

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Greater knowledge of science tends to garner more favourability towards it – so ABs are more positive about science's role (84%), just as they claim to be best informed about scientific developments. Likewise, those in the 35-64 age bands tend to be most positive, with 80%+ saying science's contribution is a good one.

Alternatives to the use of animals in scientific research

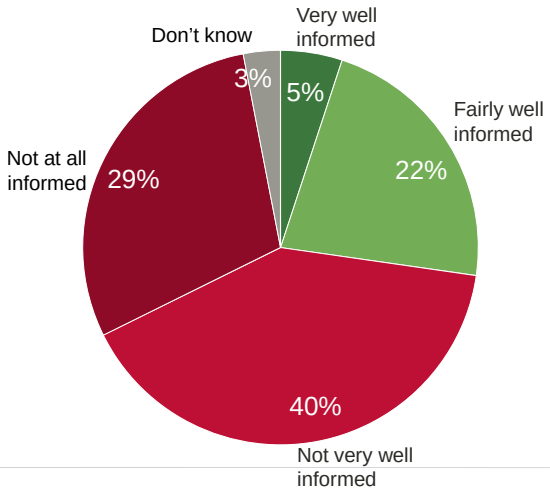
Alternatives to the use of animals in scientific research

Awareness of efforts to find alternatives to using animals in research and improving their welfare

More in 2012 claim to know about efforts to find alternatives to using animals in research and improving their welfare; a quarter (27%) feel at least fairly well informed, a 9 percentage point rise from 2010 (when the proportion was 18%). A significant majority do not feel informed (69%) but this is an 11 percentage point fall from the 80% in 2010. The proportion of those who 'do not feel at all informed' has fallen back to 29%, the same as in 2009.

Alternatives to using animals in scientific research

Q 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?



	2012
Well informed	27
Not well informed	70

Base: British Adults, 2012 (1029)

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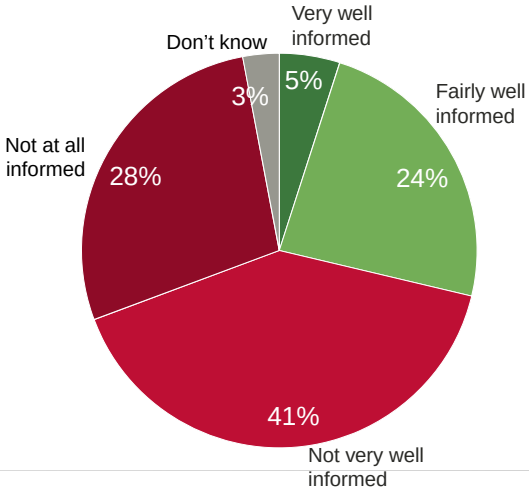
Three in ten (29%) feel at least fairly well informed about efforts to improve the welfare of animals that are currently used in experimentation for scientific research purposes, a 5 percentage point rise since 2010. Seven in ten (69%) do not.

Improving animal welfare

Q ***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?***



	2012
Well informed	29
Not well informed	68

Base: British Adults, 2012 (1029)

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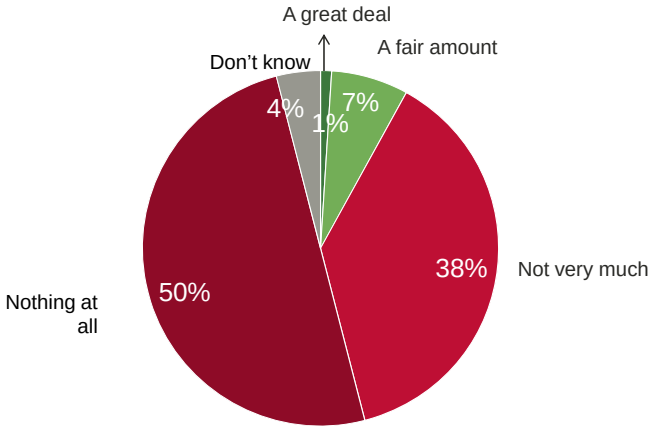
Those from younger age groups (76% of 15-24 year olds and 72% of 25-34 year olds) are among the least informed about efforts to improve animal wellbeing, as are DEs (74%).

Given the still-low knowledge about efforts in these fields, it follows that there is very little knowledge of related *Government* initiatives. Just 8% (almost identical to 2010) claim they know at least a fair amount about initiatives to develop non-animal methods of scientific research and testing – while knowledge about initiatives to improve animal welfare remains around 1 in 10.

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
Well informed	8
Not well informed	88

Base: British Adults, 2012 (1029)

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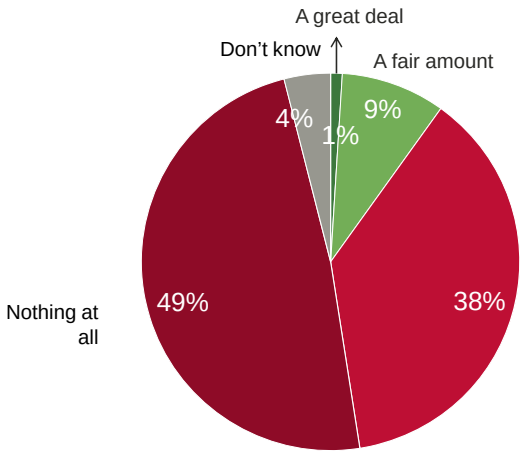
Initiatives to improve animal welfare

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



	2012
A great deal/fair amount	9
Not very much/nothing at all	86

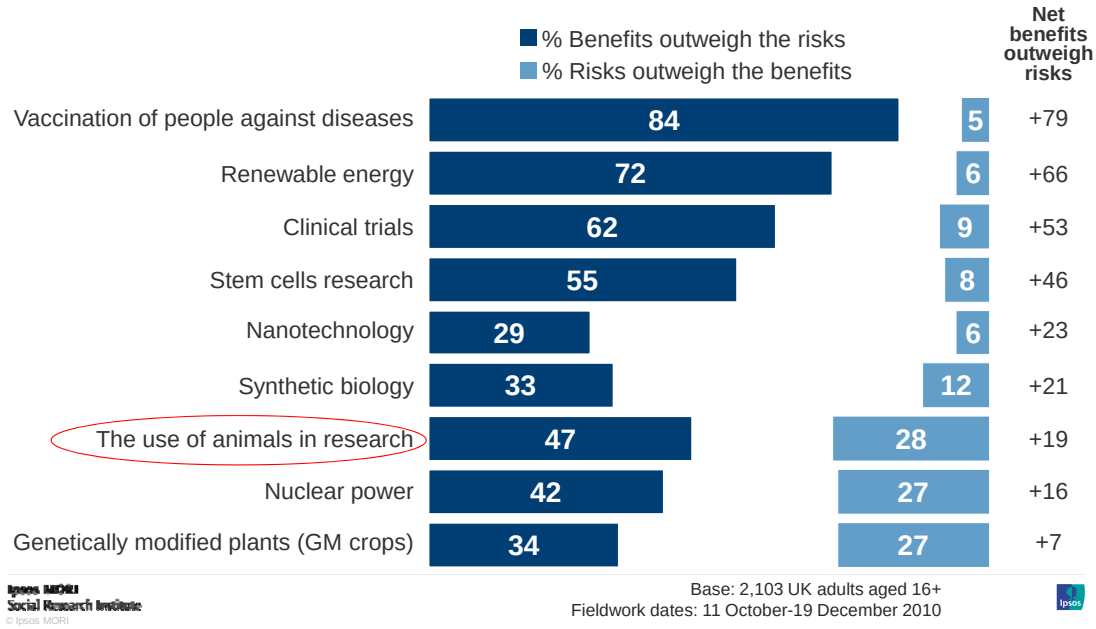
Base: British Adults, 2012 (1029)

Ipsos MORI Social Research Institute

On a similar theme, separate research conducted by Ipsos MORI in 2010[8] showed that the public in many cases believed the perceived benefits to outweigh the risks in several areas of science (including – although only on balance - the use of animals in research and less so than some other examples). However, in this and some other areas, there was a good deal of uncertainty.

Perceived risks mostly outweigh benefits

Q From what you know or have heard about … , which of these statements, if any, most closely reflects your own opinion?



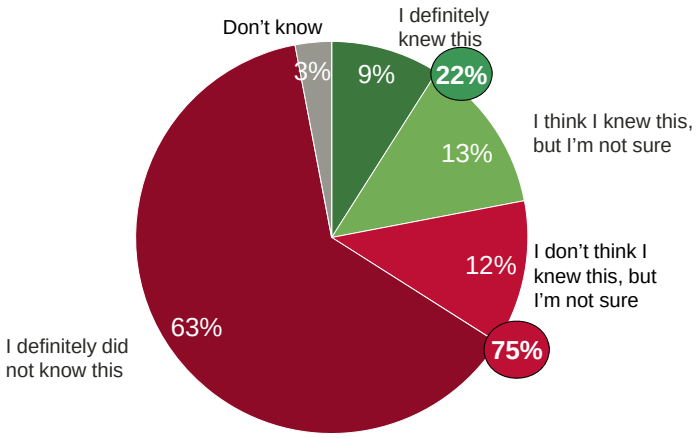
[8] [8] Public Attitudes to Science Survey, 2011 http://www.ipsos-mori.com/researchpublications/researcharchive/2764/Public-attitudes-to-science-2011.aspx

Another trend question tested awareness of *the concept* of NC3Rs. The National Centre for the Replacement, Refinement and Reduction of Animals in Research (NC3Rs) is an independent scientific organisation, tasked by Government with supporting the UK science base through the application of the 3Rs. The three Rs - Replacement, Refinement and Reduction - are an ethical framework for conducting scientific experiments using animals humanely. NC3Rs is the UK's largest funder of 3Rs research.

Claimed awareness has improved from 16% to 22%. However, the proviso should be added that it does not represent awareness of NC3Rs *specifically*, as this was not cited by name.

Awareness of The National Centre for the Replacement, Refinement and Reduction of Animals in Research (NC3Rs)

Q 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?



Base: British Adults, 2012 (1029)

Ipsos MORI Social Research Institute

There is a clear divide in newspaper readership, with a far greater proportion of broadsheet readers (35%) being aware of the concept than are tabloid readers (20%). This ties in partly to the noted differences among social grades.

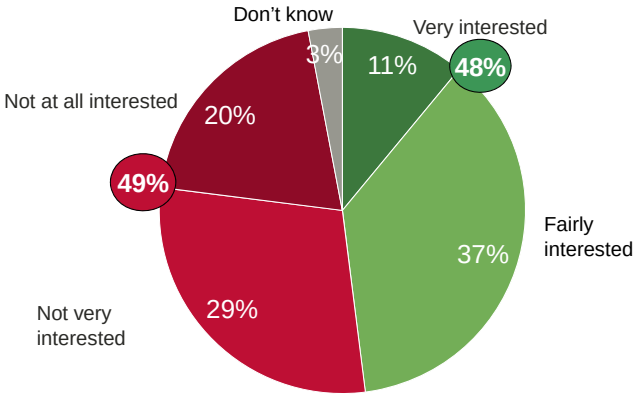
Interest in the work of the Replacement, Refinement and Reduction of Animals in Research (NC3Rs)

Respondents are evenly split on whether they would like to find out more information about work that falls under NC3R's remit: in the case of finding alternatives to using animals in experimentation for scientific research purposes, 48% would be interested to know more, down from 53% in 2010), while 49% would not (up from 46% in 2010).

Around half (48%) would be interested in finding out about alternatives to animal experimentation

Q 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



Base: British Adults, 2012 (1029)

Ipsos MORI Social Research Institute

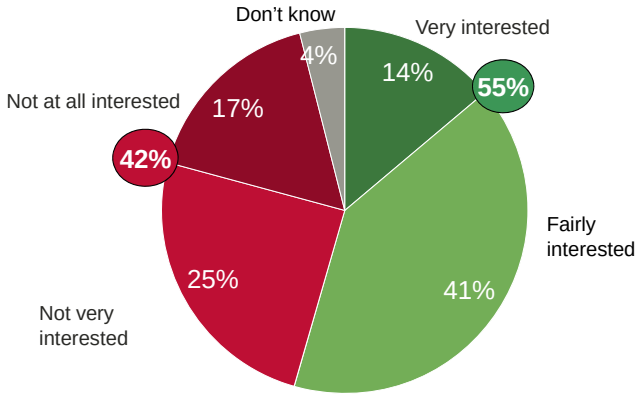
As usual, interest corresponds to some degree with educational level / affluence. Women are generally also more interested – but by contrast men aged 15-34 are among the least so.

Overall, a slightly greater proportion (55%) would be interested in finding out about efforts to improve the welfare of animals in experimentation for scientific research purposes. Two-fifths (42%) would not. These figures are very little changed since 2010.

Over half (54%) would be interested in finding out about efforts to improve animal welfare

Q 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



Base: British Adults, 2012 (1029)

Ipsos MORI Social Research Institute

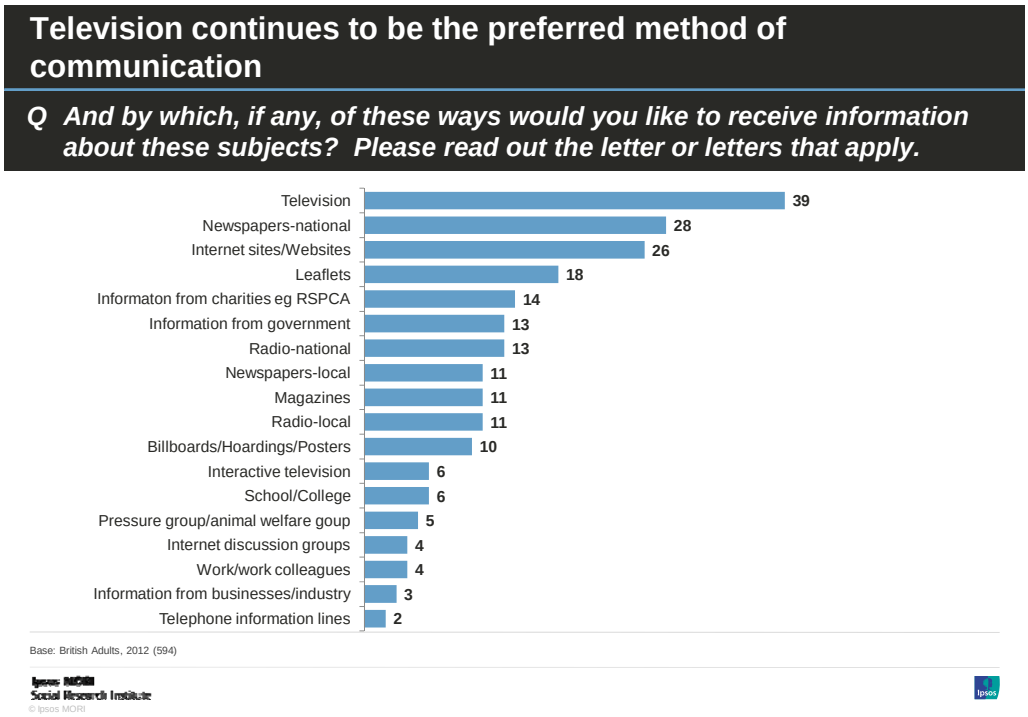
As with the previous question, women are more likely than men to take an interest here (58% vs 51%), along with ABs (65%, against 46% of DEs).

Of those who show an interest in receiving more information about either or both of these subjects (594 respondents), the preferred method of communication remains television (39%).

While preference for the internet went from 27% in 2010 to 34% in 2010, this year it has fallen back to 26%. National newspapers (although also marginally down this year) are now almost on a par with the internet at 28%.

Within the population, internet penetration remains far lower among the 65+ age group – so there is some potential for that particular channel to grow in time, although realistically it will not supplant more traditional sources in the foreseeable future among this group.

One in eight (13%) would like to receive information on animal experimentation from the government, a drop of 7 percentage points from 2010.



Long-term trends

Long-term trends

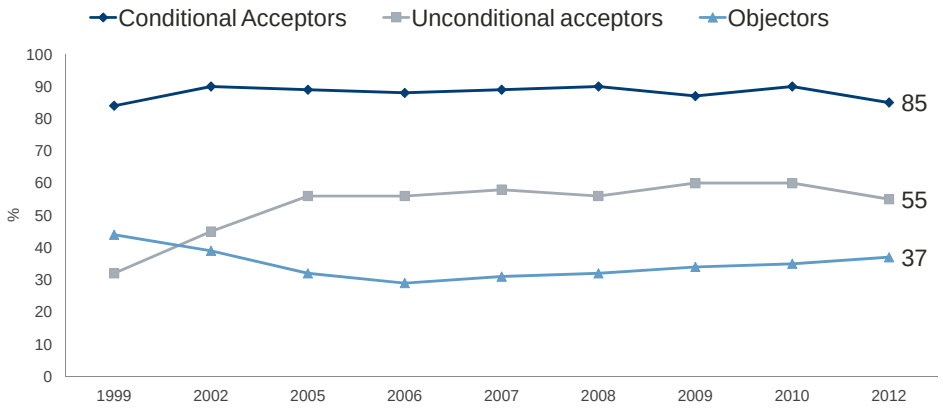
Acceptance of animal research

In general, the level of 'conditional acceptors' has remained at a fairly consistent level, though the 85% of people who can be classified in this group, is a five percentage point fall from 2010.

The proportion of unconditional acceptors has risen by 23% since 1999 but, as with the proportion of conditional acceptors, has fallen in 2012.

In contrast, the only group not to have seen a lower proportion of people fall into is the 'objectors' group, which has slowly been rising back to 1999/2002 levels.

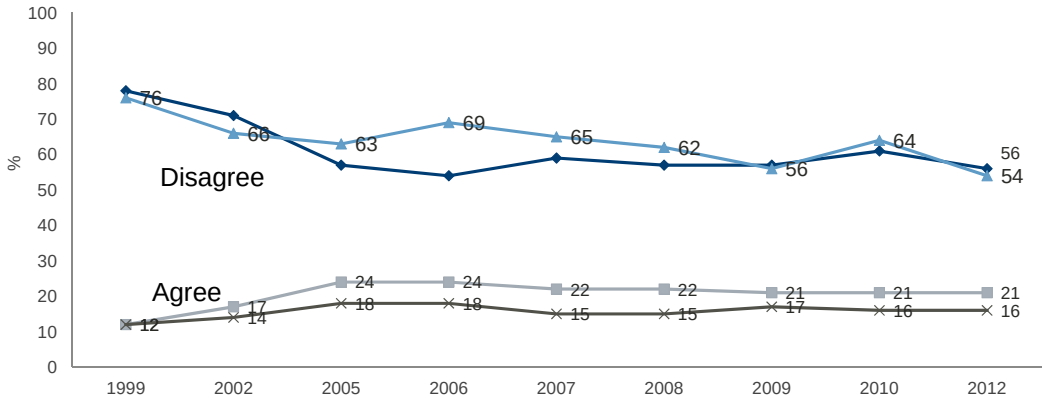
Acceptance of animal experimentation has, generally, increased



Base: British adults 2012 (1026), 2010 (997), 2009 (988), 2008 (1010), 2007 (944), 2006 (969), 2002 (1023), 1999 (1014)

Levels of interest have, for the most part, increased from 1999

Statement A – It does not bother me if animals are used in experimentation
Statement B – I am not interested in the issue of animal experimentation



Base: British adults 2012 (1026), 2010 (997), 2009 (988), 2008 (1010), 2007 (944), 2006 (969), 2002 (1023), 1999 (1014)

Ipsos MORI Social Research Institute

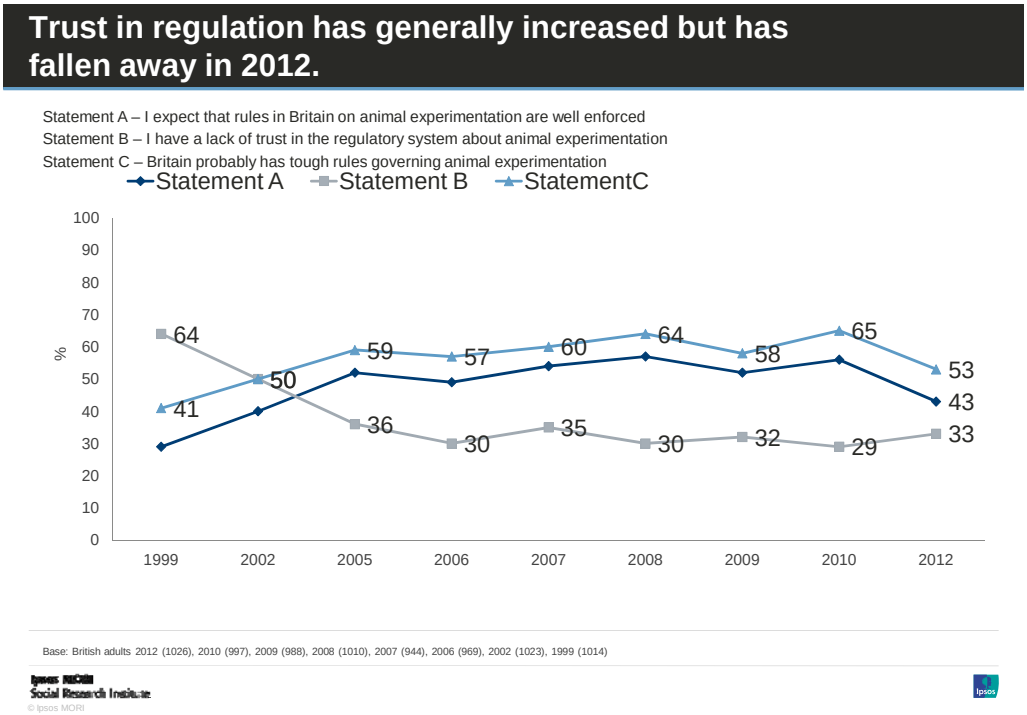
Trust in the regulatory system

Generally, public confidence in the rules and regulations surrounding animal research and the enforcement of these rules has risen since this research commenced in 1999, but with a fall in the last two years:

Over two fifths (43%) think the rules on animal experimentation in Britain are well enforced. Although there has been a 14 percentage points increase in those agreeing with this since 1999 (from 29%), there has been a fall since the peak in 2010 of 13 percentage points (from 56%). A quarter (24%) do not agree the rules are well enforced (an 8 percentage points increase since 2010 with those strongly disagreeing increasing by 5 percentage points to 8%);

Over half (53%) think Britain probably has tough rules governing animal experimentation. As with the previous statement, although this represents a 12 percentage points increase in this since 1999, there has been a significant fall since 2010 from 65%; and

The proportion of respondents who lack trust in the regulatory system about animal experimentation services has fallen from two-thirds (64%) in 1999 to one-third (33%) in 2012 (although again it was even lower in 2010).



Similarly, trust in the scientists conducting the experiments has improved, possibly as a result of increased faith in the regulations that they must adhere to:

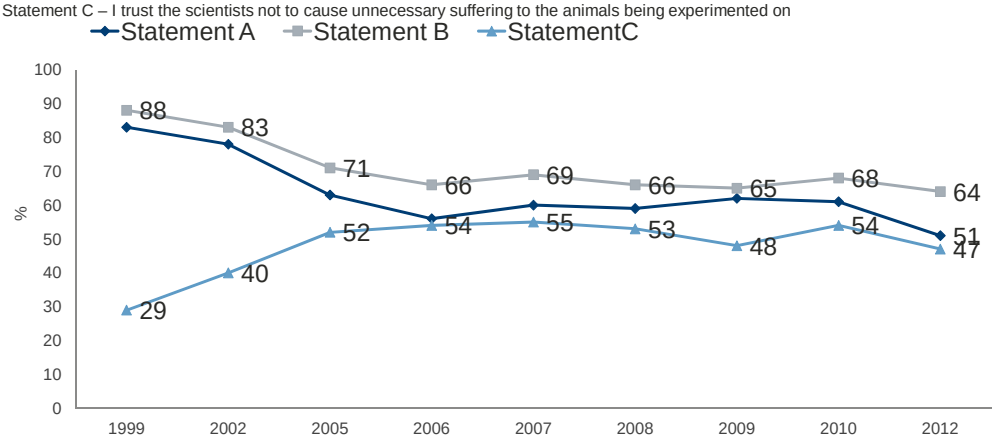
Half (51%), now, think that unnecessary duplication of experiments may go on, less than the three-fifths (61%) in 2010 and over four fifths (83%) in 1999.

Over three fifths (64%) would not be surprised if animal experimentation occurs, on occasion, without a licence. Though this figure is still high, it is now at its lowest point since the survey began (88% in 1999); and

Nearly half (47%) trust scientists not to cause unnecessary suffering, a 7 percentage point fall since 2010.

Trust in regulation has generally increased but has fallen away in 2012.

Statement A – I feel that unnecessary duplication of animal experiments may go on
Statement B – I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence
Statement C – I trust the scientists not to cause unnecessary suffering to the animals being experimented on



Base: British adults 2012 (1026), 2010 (997), 2009 (988), 2008 (1010), 2007 (944), 2006 (969), 2002 (1023), 1999 (1014)

Ipsos MORI
Social Research Institute

Appendices –

Definitions

Demographic profiles

Statistical reliability

Social grades

Trend topline data

Appendices

Definitions

Conditional Acceptor

A respondent who agrees with at least one of the following statements:

i) I can accept animal experimentation so long as it is for medical research purposes

ii) I can accept animal experimentation as long as there is no unnecessary suffering caused to the animals

iii) Animal experimentation for medical research purposes should only be conducted for life-threatening diseases (Statement J)

iv) I agree with animal experimentation for all types of medical research, where there is no alternative

Unconditional Acceptor

A respondent who agrees with at least one of the following statements:

i) It does not bother me if animals are used in experimentation

ii) I agree with animal experimentation for all types of research where there is no alternative

Objector

A respondent who agrees with at least one of the following statements:

i) I do not support the use of animals in any experimentation because of the importance I place on animal welfare

ii) The Government should ban all experiments on animals for any form of research

Demographic Details

The following table shows the demographic penetrations by key group for Conditional Acceptors (including and excluding statement J), Unconditional Acceptors and Objectors.

Profile of GB adult population and those who are conditional acceptors, unconditional acceptors and objectors

	Conditional acceptors (inc. J)	Conditional acceptors (exc. J)	Unconditional acceptors	Objectors
Base	874 %	826 %	670 %	382 %
All	85	80	55	37
Men	87	83	61	33
Women	83	78	50	41
15-24	89	77	56	53
25-34	79	75	50	37
35-44	83	80	48	35
45-54	90	86	60	34
55-64	84	82	60	28
65+	84	80	58	35
AB	90	84	54	23
C1	83	80	58	37
C2	85	82	61	38
DE	80	75	49	51
GCSE/O-Level/CSE/NVQ12	85	79	53	44
A-Level or equivalent	88	84	66	36
Degree/Masters/PhD	85	81	53	26
No formal qualifications	79	76	54	47

Source: Ipsos MORI

Statistical reliability

The respondents in this study are only samples of the total "population", so we cannot be certain that the figures obtained are exactly those we would have if everybody had been surveyed and responded. But we can predict the variation between the sample results and the "true" values from knowledge of the size of the samples on which the results are based and the number of times that particular answer is given. The confidence with which we can make this prediction is usually 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range.

The table below illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval". A*n indication of approximate sampling tolerances is given in the table below. Strictly speaking, the tolerances shown here apply only to random samples, so the comparison with postal research is indicative.*

Size of sample on which the survey results are based	**Approximate sampling tolerances applicable to percentages at or near these levels**		
	10% or 90% ±	**30% or 70%** ±	**50%** ±
100 surveyed	6	9	10
200 surveyed	4	6	7
500 surveyed	3	4	4
1,000 surveyed	2	3	3
1,026 surveyed	**2**	**3**	**3**

Social Grades

The grades detailed below are the definitions as used by the Institute of Practitioners in Advertising, and are standard on all surveys carried out by Ipsos MORI.

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.

Trend Topline Results

2012 Omnibus survey Ipsos MORI

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

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.									
a	**I have a lack of trust in the regulatory system about animal experimentation**		2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
		Strongly agree	16	10	7	9	7	9	8	12
		Tend to agree	34	26	23	26	23	23	22	21
		Neither agree nor disagree	25	21	28	23	26	31	24	23
		Tend to disagree	16	31	28	29	31	22	31	26
		Strongly disagree	4	6	6	7	6	7	7	8
		Don't know	5	6	8	6	6	8	9	10
		Agree	50	36	30	35	30	32	30	33
		Disagree	20	37	34	36	37	29	38	34
		Net agree	30	-1	-4	-1	-7	3	-8	-1
b	**I trust the scientists not to cause unnecessary suffering to the animals being experimented on**		2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
		Strongly agree	9	13	11	15	10	13	11	13
		Tend to agree	31	39	43	40	43	35	43	34
		Neither agree nor disagree	15	13	16	13	15	20	14	16
		Tend to disagree	29	21	17	20	19	16	18	17
		Strongly disagree	15	10	8	9	10	10	9	13
		Don't know	2	4	5	3	4	6	5	8
		Agree	40	52	54	55	53	48	54	47
		Disagree	44	31	25	29	29	26	27	30
		Net agree	-4	21	29	26	24	22	27	17
c	**I feel that unnecessary duplication of animal experiments <u>may</u> go on**		2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
		Strongly agree	28	15	12	16	16	14	14	16
		Tend to agree	50	48	44	44	43	48	47	35
		Neither agree nor disagree	10	17	20	19	21	20	18	19
		Tend to disagree	6	11	10	11	10	6	9	13
		Strongly disagree	2	2	3	3	2	3	2	4
		Don't know	4	8	10	7	9	9	10	12
		Agree	78	63	56	60	59	62	61	51
		Disagree	8	13	13	14	12	9	11	17
		Net agree	70	50	43	46	47	53	50	34

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
d	**I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence**	Strongly agree	46	23	24	26	24	23	24	27
		Tend to agree	37	48	42	43	42	41	44	37
		Neither agree nor disagree	7	9	13	11	13	16	11	11
		Tend to disagree	4	11	10	10	12	9	10	12
		Strongly disagree	3	3	4	5	3	4	4	5
		Don't know	3	6	7	5	6	7	6	8
		Agree	83	71	66	69	66	64	68	64
		Disagree	7	14	14	15	15	13	14	17
		Net agree	76	57	52	54	51	51	54	47
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
e	**Britain probably has tough rules governing animal experimentation**	Strongly agree	9	12	10	14	13	14	17	14
		Tend to agree	41	47	47	46	51	44	48	39
		Neither agree nor disagree	23	15	17	18	15	20	14	18
		Tend to disagree	13	12	12	12	9	7	9	12
		Strongly disagree	5	4	2	3	3	4	2	4
		Don't know	10	11	11	8	9	11	10	12
		Agree	50	59	57	60	64	58	65	53
		Disagree	18	16	14	15	12	11	11	17
		Net agree	32	43	43	45	52	47	54	36
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
f	**I expect that the rules in Britain on animal experimentation are well enforced**	Strongly agree	6	10	8	10	9	10	12	10
		Tend to agree	34	42	41	44	48	42	44	33
		Neither agree nor disagree	23	16	21	19	15	22	18	20
		Tend to disagree	22	18	16	15	14	13	13	16
		Strongly disagree	7	5	4	4	4	4	3	8
		Don't know	8	10	10	7	9	9	10	12
		Agree	40	52	49	54	57	52	56	43
		Disagree	29	23	20	19	18	17	16	24
		Net agree	11	29	29	35	39	35	40	19

G			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
	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
		Tend to agree	43	46	50	49	50	47	48	39
		Neither agree nor disagree	18	14	14	14	15	16	12	16
		Tend to disagree	19	14	13	11	10	10	11	14
		Strongly disagree	5	4	3	4	5	4	4	7
		Don't know	3	6	7	3	5	7	7	9
		Agree	55	62	63	67	65	63	66	54
		Disagree	24	18	16	15	15	14	15	21
		Net agree	31	44	47	52	50	49	51	33

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 %
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
		Tend to agree	45	53	53	52	53	47	55	45
		Neither agree nor disagree	9	9	10	12	10	16	10	13
		Tend to disagree	9	9	8	8	8	6	7	10
		Strongly disagree	7	5	4	5	4	4	4	7
		Don't know	1	2	2	2	3	4	3	4
		Agree	75	74	76	74	75	70	76	66
		Disagree	16	14	12	13	12	10	11	16
		Net agree	59	60	64	61	63	60	65	50

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
b	**There needs to be more research into alternatives to animal experimentation**	Strongly agree	56	33	31	36	38	38	35	39
		Tend to agree	32	49	46	42	39	38	44	38
		Neither agree nor disagree	5	9	14	14	13	14	11	12
		Tend to disagree	3	5	5	4	5	5	4	5
		Strongly disagree	1	1	1	1	1	2	1	2
		Don't know	1	4	3	3	3	5	4	5
		Agree	88	82	77	78	77	76	79	76
		Disagree	4	6	6	5	6	7	5	7
		Net agree	84	76	71	73	71	69	74	69

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
c	**I can accept animal experimentation so long as there is no unnecessary suffering to the animals**	Strongly agree	30	21	23	22	22	23	21	23
		Tend to agree	45	53	53	52	53	47	55	42
		Neither agree nor disagree	9	9	10	12	10	16	10	13
		Tend to disagree	9	9	8	8	8	6	7	9
		Strongly disagree	7	5	4	5	4	4	4	8
		Don't know	1	2	2	2	3	4	3	4
		Agree	75	74	76	74	75	70	76	66
		Disagree	16	14	12	13	12	10	11	17
		Net agree	59	60	64	61	63	60	65	49
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
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
		Tend to agree	39	38	39	37	35	35	34	26
		Neither agree nor disagree	19	19	20	21	24	25	20	24
		Tend to disagree	12	22	21	19	19	14	24	20
		Strongly disagree	7	7	6	7	7	9	6	12
		Don't know	1	2	3	3	3	5	3	4
		Agree	61	50	50	50	46	48	46	40
		Disagree	19	29	27	26	26	23	30	32
		Net agree	42	21	23	24	20	25	16	8
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
e	**I do not support the use of animals in any experimentation because of the importance I place on animal welfare**	Strongly agree	21	15	10	8	11	10	12	14
		Tend to agree	18	20	18	15	15	17	18	18
		Neither agree nor disagree	20	19	19	23	22	23	26	21
		Tend to disagree	25	33	39	38	35	33	28	33
		Strongly disagree	13	12	12	13	14	13	13	11
		Don't know	3	1	3	4	3	3	4	4
		Agree	39	35	28	23	26	27	30	32
		Disagree	38	45	51	51	49	46	41	43
		Net agree	1	-10	-23	-28	-23	-19	-11	-12

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

			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
i	**Animal experiments for medical research purposes are a necessary evil**	Strongly agree	16	15	16	20	18	18	18	19
		Tend to agree	46	47	45	46	48	43	48	42
		Neither agree nor disagree	13	15	13	15	13	19	13	15
		Tend to disagree	15	16	16	10	13	10	11	12
		Strongly disagree	9	5	6	5	5	6	5	8
		Don't know	1	3	4	3	3	5	4	4
		Agree	62	62	61	66	66	61	66	60
		Disagree	24	21	22	15	18	16	16	20
		Net agree	38	41	39	51	48	45	50	41
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
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
		Tend to agree	37	39	36	35	40	36	38	34
		Neither agree nor disagree	15	16	18	16	17	19	15	16
		Tend to disagree	20	23	24	21	20	18	25	24
		Strongly disagree	9	5	7	9	7	8	7	8
		Don't know	1	2	3	3	3	5	3	6
		Agree	53	53	49	50	53	50	51	46
		Disagree	29	28	31	30	27	26	32	32
		Net agree	24	25	18	20	26	24	19	15
			2002 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
k	**The Government should ban all experiments on animals for any form of research**	Strongly agree	11	7	6	8	7	7	7	10
		Tend to agree	10	11	11	10	10	12	10	11
		Neither agree nor disagree	13	13	16	16	16	17	13	16
		Tend to disagree	40	42	33	33	36	32	40	33
		Strongly disagree	25	24	31	31	28	28	25	25
		Don't know	1	2	4	2	3	4	4	5
		Agree	21	18	17	18	17	19	17	21
		Disagree	65	66	64	64	64	60	65	58
		Net agree	-44	-48	-47	-46	-47	-41	-48	-37

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

Q2 Summary Table	2002	2005	2006	2007	2008	2009	2010	2012
	%	%	%	%	%	%	%	%
Conditional Acceptors - Agree with A, C, J or L	90	89	88	89	90	87	90	85
- Agree with A, C or L	87	86	85	86	87	83	87	80
Unconditional Acceptors - Agree with G or M	45	56	56	58	56	60	60	55
Objectors - Agree with E or K	39	32	29	31	32	34	35	37

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 %
a	**I can accept animal experimentation for testing chemicals that could harm people**	Strongly agree	10	9	10	14	8	11
		Tend to agree	40	35	35	34	42	35
		Neither agree nor disagree	17	20	19	21	16	16
		Tend to disagree	21	21	21	15	22	19
		Strongly disagree	10	11	11	11	9	14
		Don't know	2	3	4	6	3	5
		Agree	50	44	45	48	50	46
		Disagree	31	32	32	26	31	33
		Net agree	19	12	13	22	19	13
			2006 %	2007 %	2008 %	2009 %	2010 %	2012 %
b	**I can accept animal experimentation for testing chemicals that could harm wildlife or the environment**	Strongly agree	7	7	8	8	5	6
		Tend to agree	35	32	32	31	39	30
		Neither agree nor disagree	19	22	23	23	18	20
		Tend to disagree	25	24	21	20	24	22
		Strongly disagree	11	11	12	11	9	17
		Don't know	3	3	4	6	4	5
		Agree	42	39	40	39	44	36
		Disagree	36	35	33	31	33	38
		Net agree	6	4	7	8	11	-2

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

[9] In 2002, 'Send hate mail' and 'write letters' were combined. From 2006, these were separated into two different categories.
[10] Ibid (2)

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?**

		2012	
		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'[11]	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[12]	N/A	N/A
	Other	2	4
	Violence/terrorism	2	97
	None of these	2	1
	Don't know	1	*

[11] In 2002, 'Send hate mail' and 'write letters' were combined. In 2006 and 2007, these were separated into two different categories.

[12] 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 %
A	Very well informed	5	6	4	4	6
B	Fairly well informed	34	36	25	28	25
C	Not very well informed	42	39	45	50	44
D	Not at all informed	17	17	23	16	20
	Not stated	*	1	1	*	2
	Don't know	*	1	3	1	4
	Well informed	39	42	29	32	31
	Not well informed	57	56	68	66	64
	Net informed	-18	-14	-39	-34	-33

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

ASK ALL

Q1. **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 %
Very well informed	3	2	5
Fairly well informed	18	16	22
Not very well informed	46	43	40
Not at all informed	29	37	29
Don't know	4	2	3
Well informed	21	18	27
Not well informed	75	80	70
Net informed	-54	-62	-43

ASK ALL

Q2. **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
	%		%
Very well informed	4	4	5
Fairly well informed	23	20	24
Not very well informed	43	41	41
Not at all informed	27	34	28
Don't know	3	1	3
Well informed	27	24	29
Not well informed	70	75	68
Net informed	-43	-51	-39

ASK ALL

Q3a **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
	%		%
Very interested	15	11	11
Fairly interested	38	42	37
Not very interested	30	30	29
Not at all interested	13	16	20
Don't know	4	2	3
Interested	53	53	48
Not interested	43	46	49
Net interested	10	7	-1

Q3b **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
	%		%
Very interested	20	16	14
Fairly interested	39	39	41
Not very interested	27	29	25
Not at all interested	11	15	17
Don't know	4	2	4
Interested	59	55	55
Not interested	38	44	42
Net interested	21	11	13

ASK Q4 OF ALL WHO SELECT 'VERY INTERESTED' OR 'FAIRLY INTERESTED' AT Q3a AND/OR Q3b. BASE = 588

Q4. **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) %
Television	40	40	39
Leaflets	32	26	18
Newspapers – national	32	31	28
Internet sites/Websites	27	34	26
Information from charities e.g. RSPCA	22	25	14
Information from government	21	20	13
Newspapers – local	21	22	11
Magazines	18	14	11
Radio – national	17	21	13
Billboards/Hoardings/Posters	14	13	10
Radio – local	14	15	11
Interactive television	8	12	6
School/College	6	8	6
Internet discussion groups/Internet chat rooms	5	5	4
Information from businesses/industry	5	7	3
Pressure group/animal welfare group	5	5	5
Work/work colleagues	3	3	4
Telephone information lines	1	2	2
Other (specify)	*	*	*
None of these	5	3	5
Don't know	3	1	1

ASK ALL

Q5. **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 %
A great deal	1	*	1
A fair amount	9	9	7
Not very much	37	38	38
Nothing at all	48	50	50
Don't know	4	3	4

ASK ALL

Q6. **And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific research?**

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

ASK ALL

Q7. **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
	%		%
I definitely knew this	6	6	9
I think I knew this, but I'm not sure	9	10	13
I don't think I knew this, but I'm not sure	11	10	12
I definitely did not know this	71	71	63
Don't know	4	3	3