

# European Opinion on Animal Use and Trade

*A survey of 2,407 residents of Six European Countries*  
April 2014



# Sample Composition and Methodology

Abacus Data has just completed a survey of 2,407 residents aged 18 and older living in Italy, the Netherlands, the United Kingdom, Germany, France, and Spain. A total of 400 interviews were conducted online with a representative sample of residents in each country from April 11 to 22, 2014.

The sample was randomly recruited from the *Valued Opinions* online panels. The panels are recruited. The size of each panel is detailed below. The panels are recruited using a "By-Invitation-Only"® approach and through online marketing with over 300 diverse online affiliate partners and targeted website advertising. The panels also comply with, or exceed, all applicable industry standards published by: ESOMAR, the MRS, and BVM (Germany).

The data was weighted by age, gender, and region according to national population statistics in each country. The overall six country average was weighted according to the population of each country.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys. The margin of error for a comparable probability-based random sample of the same size is +/- 2.0%, 19 times out of 20. The margin of error for a comparable probability-based random sample of 400 is +/- 5.0%, 19 times out of 20.

REGION			
	Weighted Count	Unweighted Count	Panel Size <i>Valued Opinions</i>
UK	457	400	381,728
Germany	578	400	161,446
France	457	400	220,847
Netherlands	120	400	107,957
Italy	433	400	47,123
Spain	337	400	94,091

AGE	
	Weighted Count
18 to 29	481
30 to 44	650
45 to 59	578
60+	722

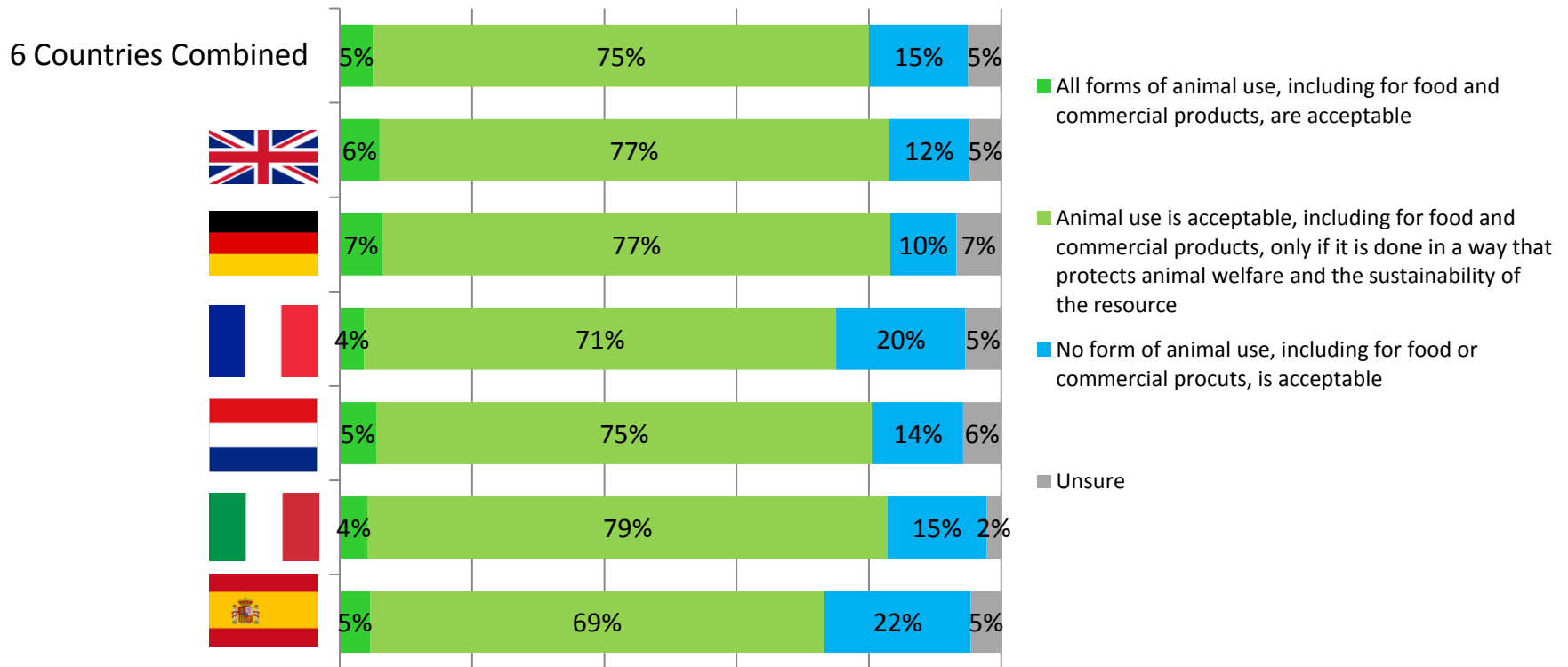
GENDER	
	Weighted Count
Male	1204
Female	1203

# Key Findings

- 75% of respondents saw the use of animals as acceptable, so long it is done in a way that protects animal welfare and sustainability of the resource
- Half of respondents (50%) agreed that a country or group of countries should not be able to ban a commercial product from being imported based on moral grounds unless the evidence used is fact-based and agreed upon by a credible independent third-party organization.
- A majority of respondents (57%) agreed that if the EU's ban on the import and sale of seal products is allowed to stand it could set a dangerous precedent for other animal products or natural resources
- A majority of respondents felt that seal hunting was acceptable under in some circumstances compared with a third (33%) who felt that no form of seal hunting is acceptable.
- There was less division when it come to opinions about wild boar hunting: 82% of respondents supported wild boar hunting in some capacity while 14% were completely opposed.

# Evaluating Animal Use

In Europe, and around the world, animals are raised and hunted for many different reasons including for food, commercial products and managing wildlife populations according to scientific, technical and traditional knowledge. Of the following three statements, which best describes your personal opinion about the use of animals?



# Controlling Animal Populations

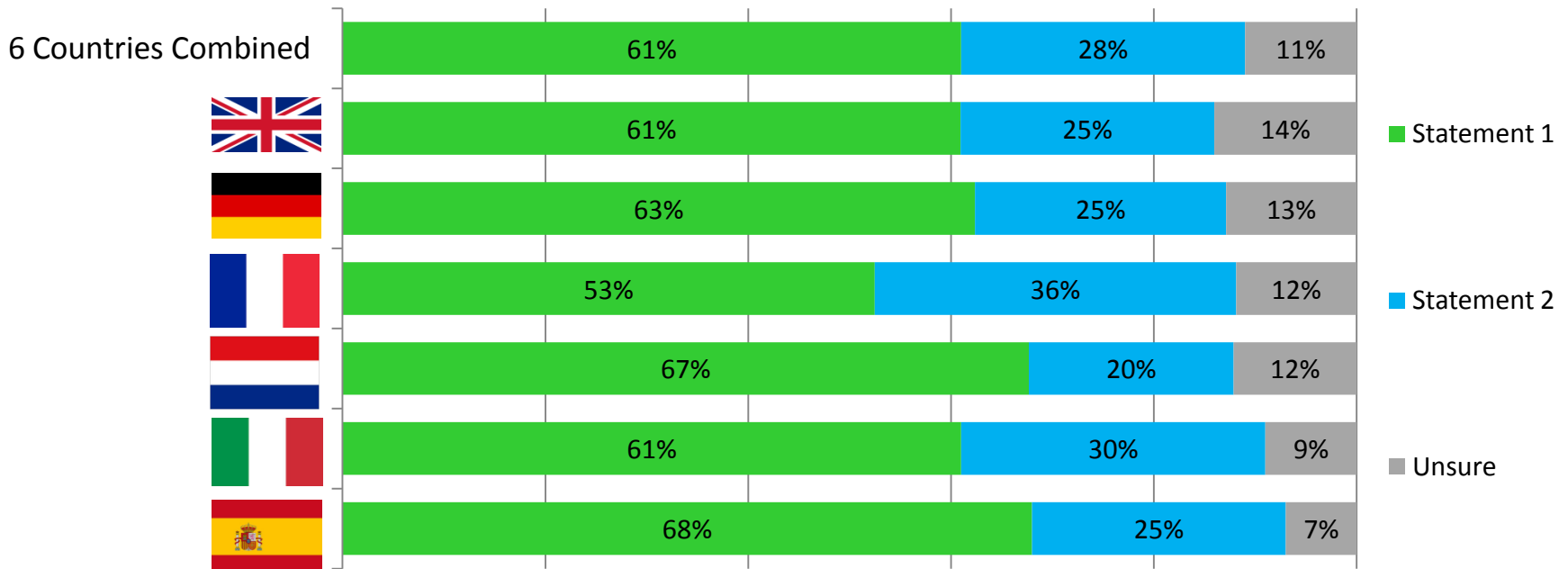
Managing wildlife through hunting and trapping is done to help balance the needs of wildlife with the needs of people, using the best available science. Sometimes animals are captured or killed according to accepted wildlife management processes in order to protect the health of wild animals, people, crops, or the biodiversity of the ecosystem.

## Statement 1:

Some people argue that if animal populations need to be controlled, animals that are culled should be used to benefit society, including for food and other commercial purposes rather than being discarded.

## Statement 2:

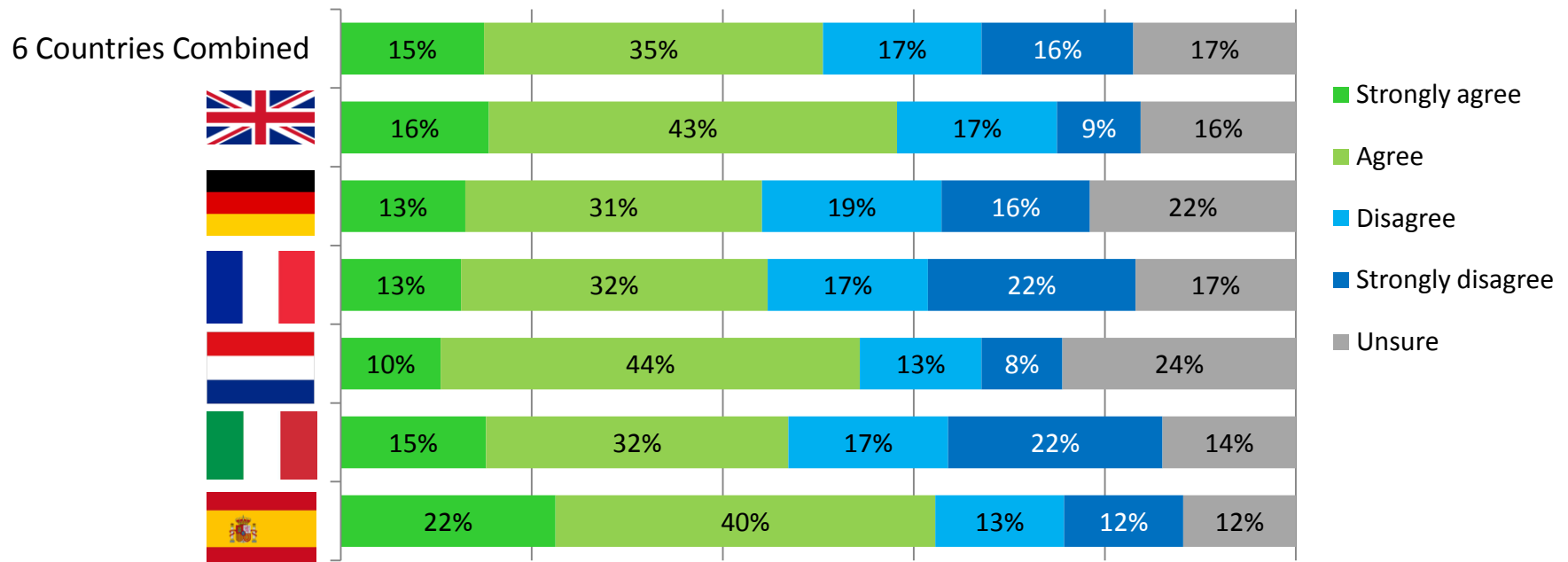
Others believe that if animal populations need to be controlled, there should be no economic benefit, whether for food or other purposes, from those animals. Which of the following statements comes closest to your view?



# Evaluating WTO Ban on Animal Products

Recently, the World Trade Organization (WTO) upheld a European Union ban on the import and sale of animal products, in this case, seal products. The EU had banned the product on grounds that it was protecting "public morality". Do you strongly agree, agree, disagree, or strongly disagree with the following statements?

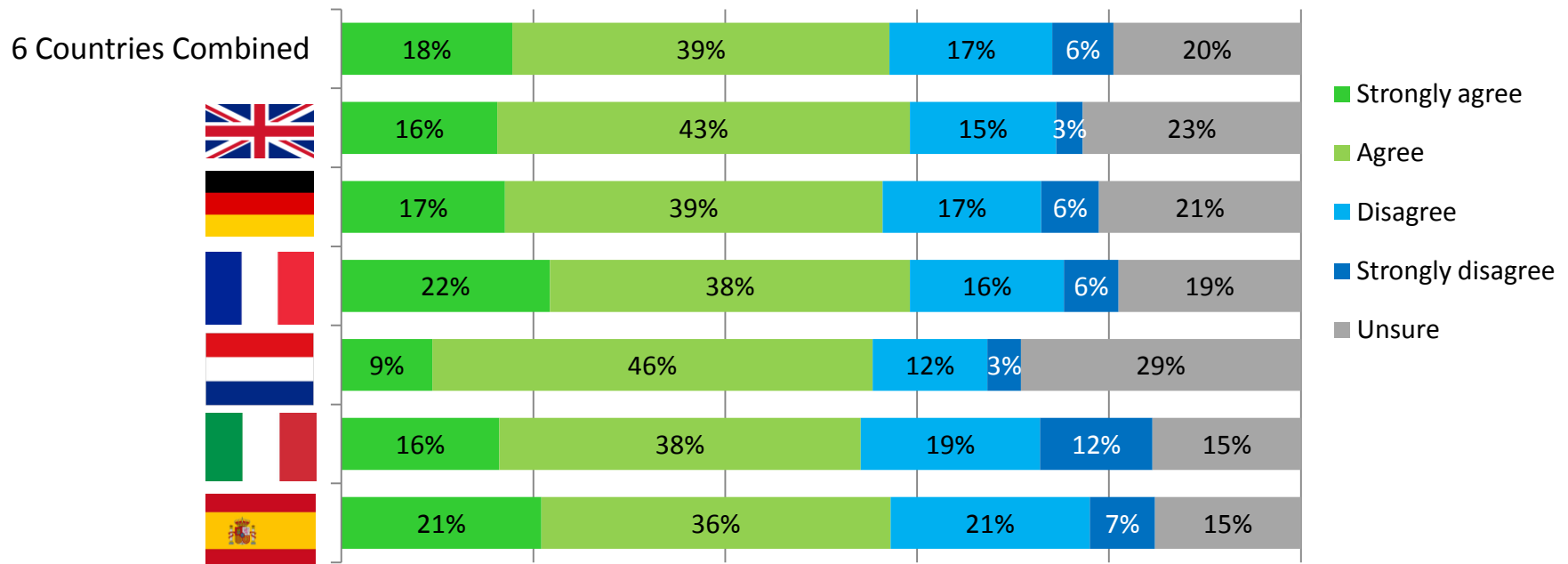
**A country or group of countries should not be able to ban a legitimate commercial product from being imported into its country based on moral grounds unless the evidence used is fact-based and agreed upon by a credible independent third-party organization.**



# Evaluating WTO Ban on Animal Products, con't

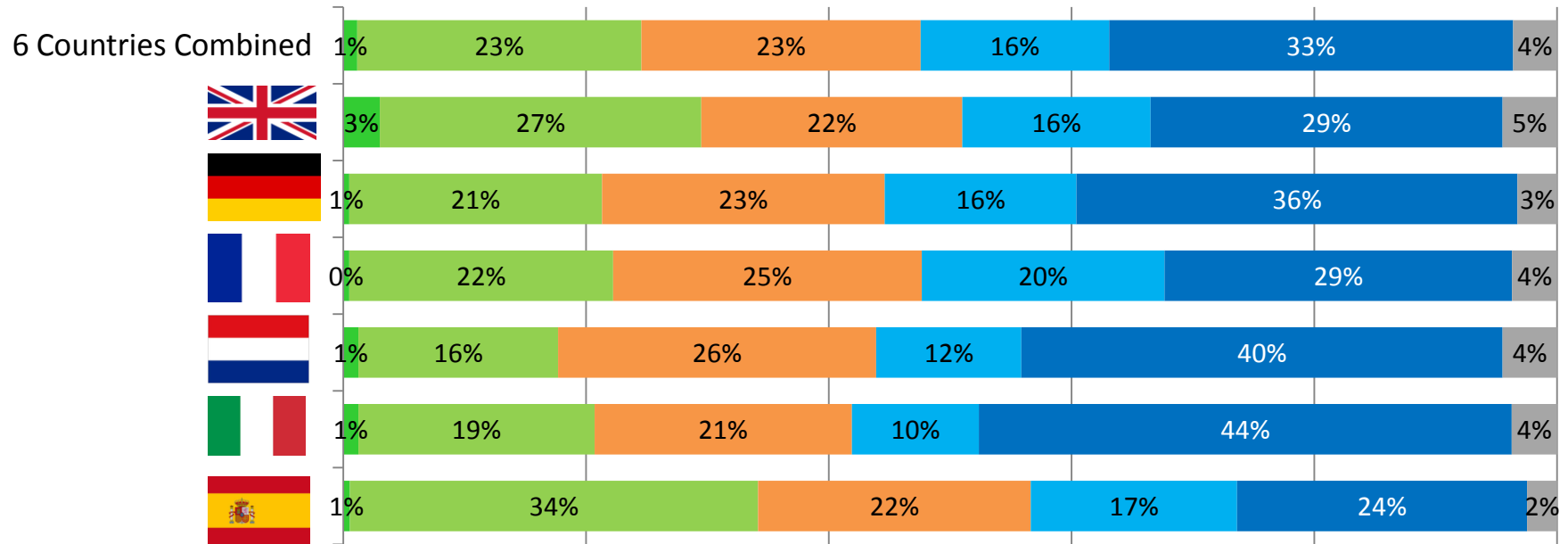
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**If this WTO decision is allowed to stand, it might set a precedent to limit trade in other animal based industries like animal products (beef, seafood and leather), natural resources (forestry products, minerals) and energy products (oil and gas).**



# Opinions on the Seal Hunt

Around the world, including in Europe, seals are hunted for either commercial purposes, personal use and/or for managing populations in relation to commercial fish stocks. Of the following statements, which best describes your personal opinion about hunting seals?

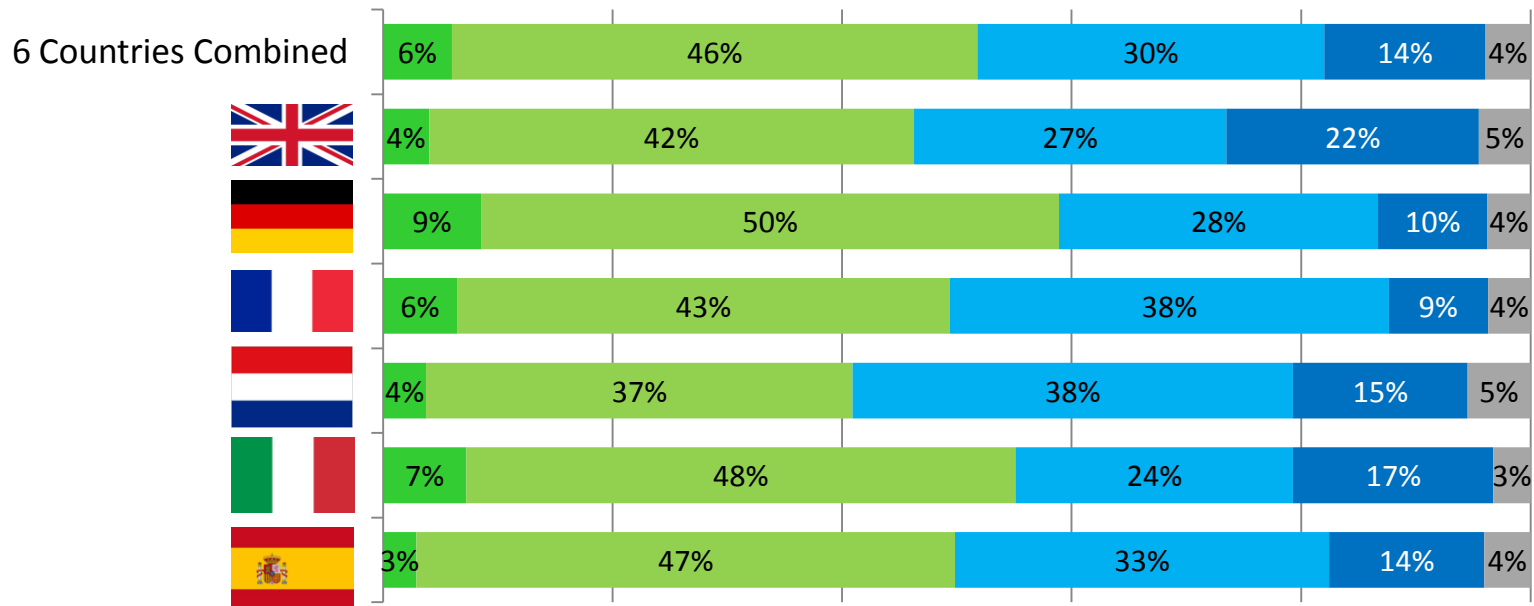


- All forms of seal hunting are acceptable
- Seals should be allowed to be hunted, but only if seal populations are not endangered and the animals do not suffer
- Only Inuit or other indigenous groups should be allowed to hunt seals
- Seals should only be hunted to protect other wildlife resources, but the animals should not be used to benefit coastal communities
- No form of seal hunting is acceptable
- Unsure



# Opinions on Hunting Wild Boar

Across Europe, wild boar are hunted for either commercial purposes, personal use and/or for managing populations. Of the following statements, which best describes your personal opinion about hunting wild boar?



■ All forms of wild boar hunting and utilization are acceptable

■ Wild boar should be allowed to be hunted for personal and commercial use, but only if wild boar populations are not endangered and the animals do not suffer

■ Wild boar should only be hunted to protect other wildlife resources, but the animals should not be used to benefit communities and hunters

■ No form of wild boar hunting or utilization is acceptable

■ Don't know

# Top Issues

What are the most important issues facing [YOUR COUNTRY]? Please rank the top three issues that you think are most important. The table below shows the percentage of respondents from within each group who ranked each item within their top 3.

	6 Countries	The UK	Germany	France	The Netherlands	Italy	Spain
Unemployment	58%	33%	29%	<b>78%</b>	<b>57%</b>	<b>80%</b>	<b>89%</b>
Poverty and inequality	39%	25%	<b>49%</b>	<b>34%</b>	27%	<b>41%</b>	<b>48%</b>
The economy	36%	<b>48%</b>	15%	33%	<b>42%</b>	<b>40%</b>	<b>54%</b>
Inflation, prices and the cost of living	33%	<b>44%</b>	27%	<b>44%</b>	24%	35%	16%
Retirement security and pensions	27%	16%	<b>60%</b>	19%	22%	19%	9%
Immigration and integration	23%	<b>43%</b>	23%	19%	17%	21%	9%
Health care	21%	30%	19%	11%	<b>49%</b>	14%	22%
Education	17%	14%	22%	11%	11%	12%	28%
Crime and community safety	15%	15%	13%	15%	29%	21%	7%
Pollution and climate change	15%	12%	<b>30%</b>	15%	8%	10%	3%
Housing	10%	17%	3%	16%	8%	3%	14%
Animal welfare and protection	4%	3%	9%	2%	4%	2%	1%
Agriculture	1%	1%	2%	1%	1%	2%	1%