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Ipsos MORI
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Public attitudes to animal research in 2016

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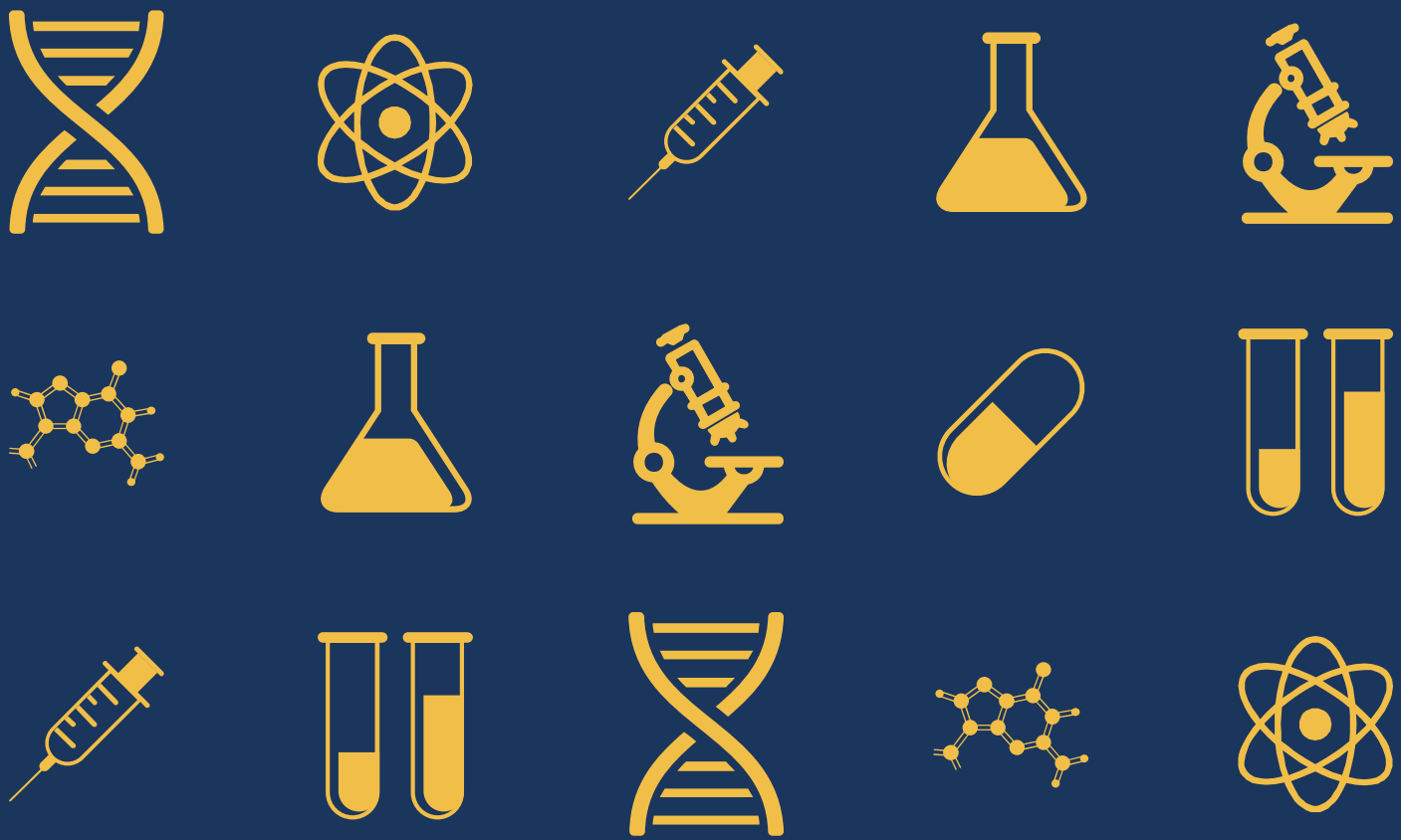

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Introduction and summary

Introduction to the survey

This report presents the findings of the 2016 survey into public awareness of, and attitudes towards, the use of animals in scientific research.

This is the second wave of a tracker survey initially conducted in 2014, which was also conducted by Ipsos MORI. Both waves were conducted using Ipsos MORI's face-to-face "Capibus" survey vehicle, allowing for greater robustness in cross-wave comparisons. The 2014 survey was broadly based on a long-term trend survey running from 1999; however, in 2014 a qualitative analysis of this long-term survey was conducted and the questions were reviewed and updated to reflect the changed context from when first asked in 1999. This new survey was run alongside the previous survey wave in 2014 to check for comparability of results to measure the impact of the new wordings. The comparison showed that the rewording did not have a significant impact on question response, however as the questions were different, direct comparisons between *pre*-2014 data and this year's results are not possible, and so have not been included.

Summary of findings

This year's wave of the survey finds public views towards animal research to be broadly similar to those of 2014: there is broad public acceptance of the use of animals in scientific research for medical and scientific purposes, but acceptance is conditional and dictated by the context of the research, and the animals that are under consideration. Public opinion is also dependant on context: 35 per cent think that animals should not be used in any scientific research on 'animal welfare' grounds, compared to 26 per cent who are in favour of a ban on the use of animals for any form of research when the term "animal welfare" is not used.

Public views on the use of animals

Public attitudes towards the use of animals in research has shifted little between 2014 and 2016. A majority (65%) say they can accept the use of animals in research as long as it is for medical purposes and there is no alternative, down (but not statistically significantly) from 68 per cent in 2014; while support for an outright ban on animal research stands at 26 per cent, up from 23 per cent in 2014, although this too is not a significant difference. However, this support is caveated; while medical and scientific research both attract majority acceptance, the public are less accepting of using animals in 'all types' of research, and there is a less than majority acceptance of all forms of non-medical chemical testing. When asked to consider which animals are most acceptable for use for a range of research purposes, rats and mice continue to head the list.

Many people continue to believe that cosmetics testing on animals is allowed in the UK (35% - up from 31% in 2014), and indeed more people this year think it *should* be allowed (9% - up from 5%).

Public views on regulation and behaviour

A sizeable proportion of the public neither agree nor disagree with the statements regarding the rules and regulations around animal research - which could suggest uncertainty about how the system works. One third (34%) say they neither trust nor distrust the regulatory system governing animal research in the UK, the same as the proportion who agree that

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they do not trust the regulatory system. However, a majority agree that the UK has strict rules governing the use of animals in research; 52 per cent agree and just 13 per cent expressly disagree with this statement.

Animal research organisations are widely viewed as secretive; 42 per cent selected this attribute from a list of positive and negative options. The overall public view of these organisations is mixed, with one third (34%) selecting only negative traits to describe them, and another third (34%) selecting only positive traits.

Protesting against animal research

Public support for the most acceptable forms of protest by animal protection organisations (handing out leaflets, organising petitions, writing letters and asking people to put stickers or posters in their window) is very similar to 2014 – each is endorsed by around 70 per cent. One in ten (11%) of the public now say animal protection organisations demonstrating outside the homes of those who work in animal research facilities is an acceptable strategy – up from 6 per cent in 2014. Also up is endorsement of publicising (without their knowledge) the identities of animal researchers (from 5% to 9%).

Information about animal research

A majority of the public do not feel well informed about the use of animals in research in the UK – 34 per cent say they feel either very or fairly well informed. While television remains the most popular medium for finding out more about animal research, a quarter of the public (28%) report having no interest in finding out more.

Interest in finding out about work to improve the welfare, and find alternatives to the use of, animals in scientific research has remained static, with just over half saying they are interested (54% / 55% respectively). Awareness of recent news about the use of animals in research is low too; marginally over three quarters (76%) are unable to recall any stories they have heard in the news on the topic in the past twelve months.

Vets who look after animals used in research are the most trusted source of balanced information about this field. There has been a marked decline in the proportion who say they would trust medical research charities (from 28% to 22%), whilst trust in the NHS on this topic has risen significantly (from 22% to 26%).

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1 Methodology

1.1 Overview

A sample of 987 adults aged 15+ from across Great Britain was interviewed between 4th March and 4th April 2016, using Ipsos MORI's "Capibus" vehicle – a face-to-face omnibus survey that uses a form of random location sampling to produce a high-quality representative sample. This is the same methodology and survey vehicle used in 2014, allowing for robust comparisons over time.

The final data has been "weighted" by gender, age, region, ethnicity, working status and social class to reflect the exact 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.

1.2 Reporting conventions

Percentage Points

Reference is sometimes made to "percentage points". This describes a numerical difference between two percentage figures - rather than an increase / decrease. For example, if awareness among one sub-group is 60% and in another is 70% this is a difference of 10 percentage points, but not of 10 per cent (which would be 60% and 66%).

Net scores

At some points in the report "net scores" are used to describe results. A net score is calculated, for example, 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. Net scores are calculated from full data and then rounded, which can sometimes mean that there appears to be slight discrepancies between the figures reported as net scores and the sum of percentages; however, the figures are correct and the discrepancy is only due to the rounding of data.

Publication of Data

As Ipsos MORI has been engaged to undertake an objective programme of research, it is important to protect our clients' 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.

The full data set has been published alongside this report. This can be found on the UK Data Service website.

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2 Public views on the use of animals in research

Key findings

Public attitudes towards the use of animals in research have shifted little between 2014 and 2016. A majority (65%) say they can accept the use of animals in research as long as it is for medical purposes and there is no alternative, whilst support for an outright ban on animal research stands at 26 per cent.

Provisos remain however – whilst medical and scientific research both attract majority acceptance, the public are less accepting of using animals in all types of research, and there is a less than majority acceptance of all forms of non-medical chemical testing.

Rats and mice continue to head the list of animals the public find acceptable for use in scientific and medical research. When asked to consider specific animals, between one quarter and one third say they cannot accept the use of any listed animals in scientific or medical research.

2.1 General attitudes towards animal research

Public acceptance of animal research

Public acceptance of animal research remains largely unchanged from 2014, with a majority saying they are accepting of the use of animals in research; however the level of acceptability differs somewhat depending on the purpose.

Two thirds (65%) of the public say they can accept the use of animals in research so long as it is for medical research purposes and there is no alternative, and a slightly higher proportion (71%) say they can accept the use of animals in scientific research so long as there is no unnecessary suffering and there is no alternative. This is a similar level of acceptance as in 2014, when 68 per cent and 69 per cent respectively agreed.

Public acceptance remains conditional, however. A smaller proportion – four in ten of the public (39%) – agree that it is acceptable to use animals in all types of research where there is no alternative, with a very similar proportion (40%) disagreeing and one in five (20%) unsure. This conditional approach to acceptance is underlined by the fact that a majority of the public say they are bothered by the use of animals in research – 59 per cent *disagree* that it does not bother them if animals are used in experimentation (identical to 2014), whilst one in five (22%) agree that it is not a concern to them.

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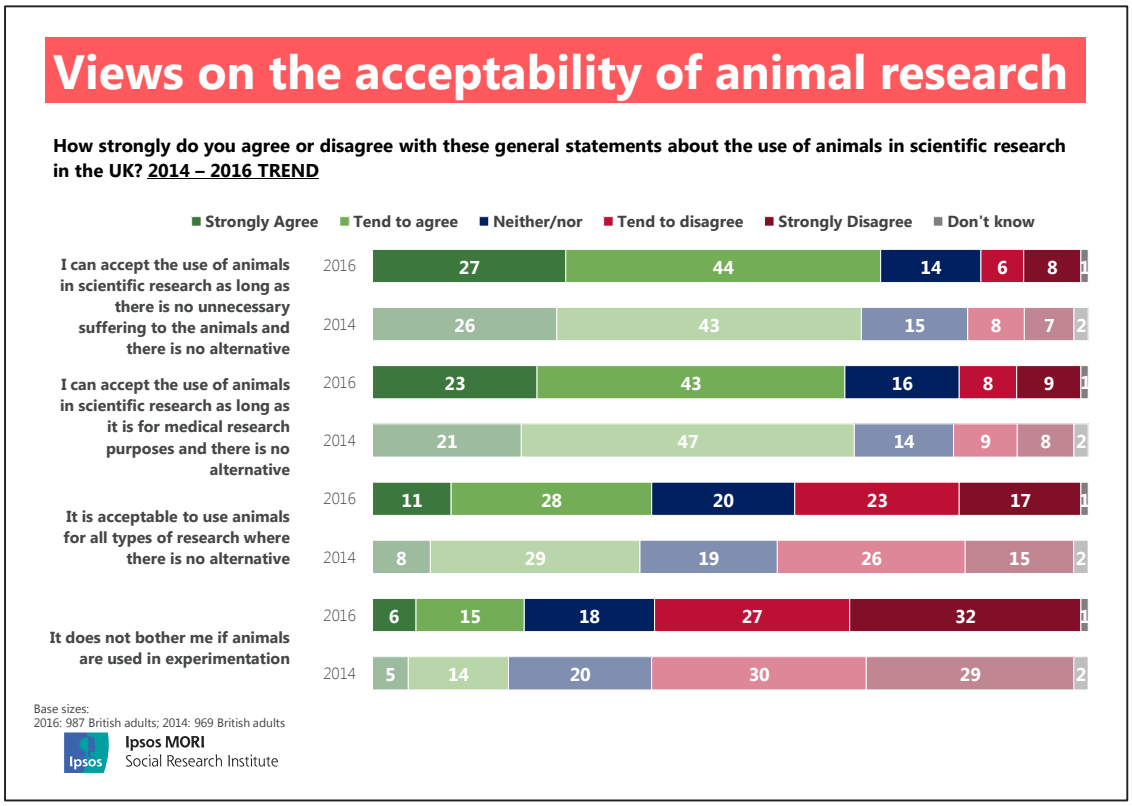
Figure 2.1: Views on the acceptability of animal research I



Acceptance of animal research on these measures varies to an extent by demographic factors. Men are typically more accepting of the use of animals in research than women (a familiar pattern from many other studies); 71 per cent of men can accept the use of animals in research for medical purposes where there is no alternative (compared to 60% of women overall, and just 49% of women aged 15-34). Close to half of men (47%) agree that it is acceptable to use animals for all types of research where there is no alternative, against one third (32%) of women. This figure rises to 55 per cent for men aged 55 and over.

Men are also more likely to say it does not bother them that animals are used in experimentation; three in ten (30%) say so, a figure just over twice that recorded for women (14%).

Views are similarly unchanged in regards to using animals in research to help understand animal health and the human body – almost two thirds (64%) can accept using animals in research to help understand animal health, and 57 per cent say the same in regards our understanding of the human body - in cases where there is no alternative. These figures have not changed significantly from the levels recorded in 2014 (64% and 60% respectively).

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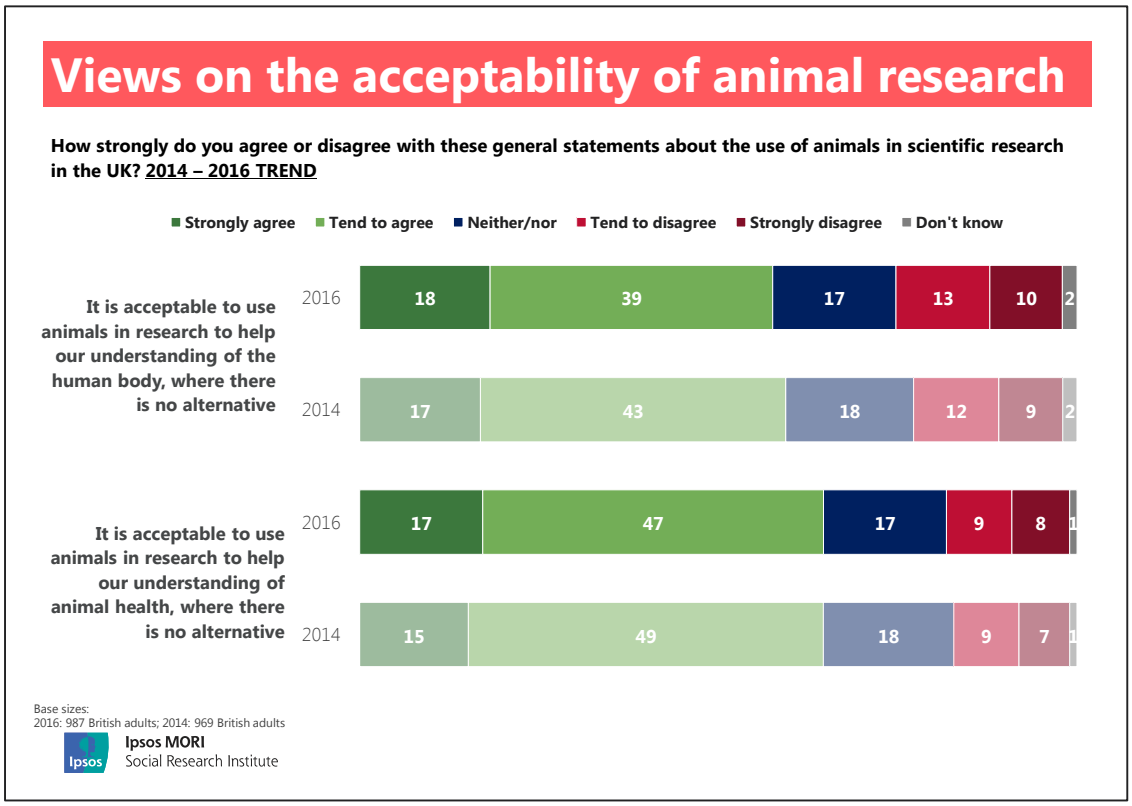
Figure 2.2: Views on the acceptability of animal research II



There is slightly wider acceptance of using animals to help understand animal health than for understanding the human body, perhaps because it is more immediately obvious how research using animals has applications to understanding animal health or that some feel ethically that the former is more acceptable. However, there are some differences in acceptance between demographic subgroups:

- While there are no significant differences across age groups in acceptance of using animals in research to help understand animal health, the acceptance of animals in research to help understand the human body ranges from 46 per cent for those aged 25-34 to 64 per cent for those aged 55 and over.
- Men are more accepting of both uses of research than are women, and the gap between them in accepting animal use to benefit human health rises from thirteen percentage points (64% of men versus 51% of women) to twenty percentage points in regards work to understand animal health (74% compared to 54%).
- In both these cases and in regard animal research generally, those from social grades AB are substantially more supportive than those from social grades DE.

Support for restricting animal research and work on alternatives

A majority of the public agree that more needs to be done to find alternatives to using animals in research – this year three quarters (74%) of the public agree, a similar level to 2014 when 76 per cent agreed. As in 2014, half (53%) of the public agree that the use of animals in medical research should be conducted only for life-threatening or debilitating diseases, with one quarter (24%) disagreeing.

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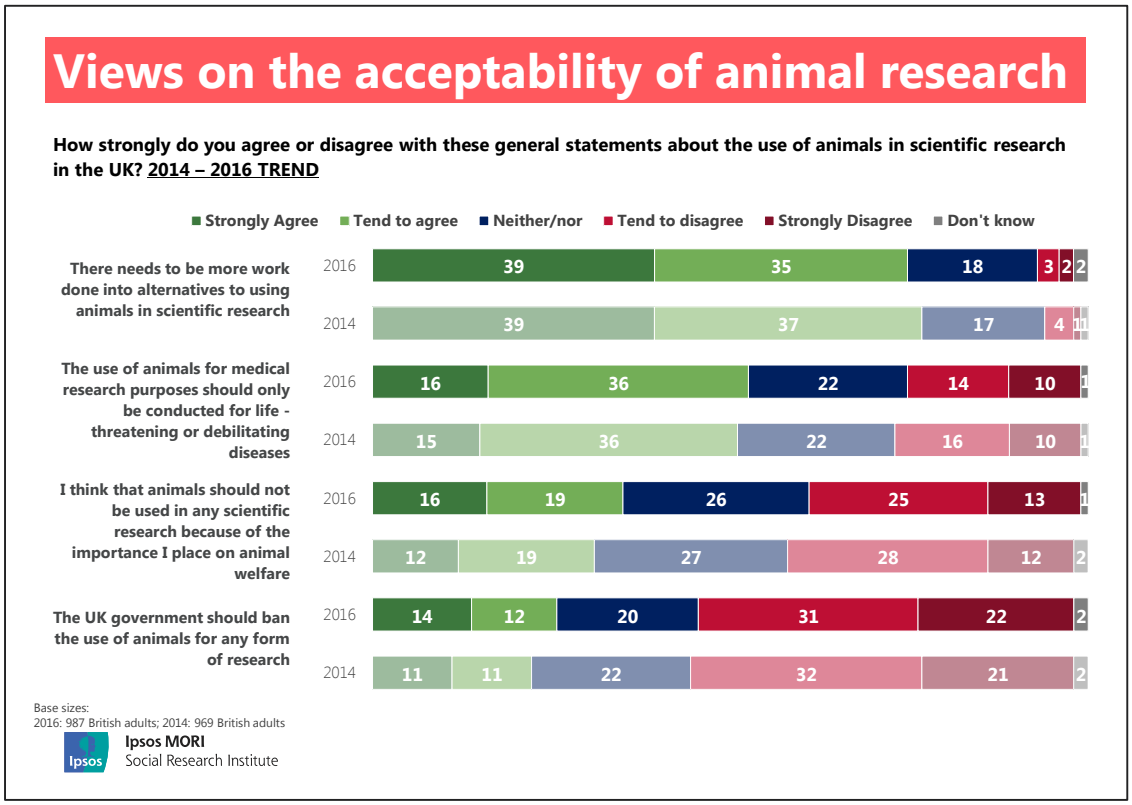
The proportion who agree that the UK Government should ban the use of animals for any form of research has risen since 2014, but the difference is not significant; just over one quarter (26%) agree with this statement, compared to 23 per cent in 2014. The proportion who *disagree* with this statement is identical to that of 2014, with a thin majority (53%) disagreeing with the statement. There has also been a similar-sized (but not significant) increase in the proportion who think that animals should not be used in scientific research on animal welfare grounds – from 31 per cent in 2014 to 35 per cent this year.

Figure 2.3: Views on the acceptability of animal research III



Support for a UK Government ban on using animals in any form of research is highest amongst those from social grades DE (34%), those with no formal educational qualifications (35%), and women aged 15-34 (37%). Views from these subgroups have not shifted dramatically since 2014 (at that point support for a ban in these groups stood at 30%, 34% and 38% respectively), which suggests that the small significant shift in opinion that has been registered this year is more widely spread amongst the public at large.

Those who disagree with a ban tend to be older and male – 58 per cent of men oppose it, compared to 47 per cent of women, rising to 65 per cent of men aged 55+. Again, this pattern echoes much other research on animal welfare issues. Newspaper readership is also an indicator (corresponding as it often does with social class) – with majorities of both broadsheet and mid-market papers disagreeing with a ban (65% and 63% respectively), against 45 per cent of tabloid readers. Even among this last group, though, more oppose than support a ban (45% vs 28%).

Views on animal research for non-medical purposes

Public acceptance of the use of animals in scientific research is lower for research that is non-medical in its nature. 38 per cent agree that they can accept the use of animals in scientific research to test chemicals that could harm people and 36

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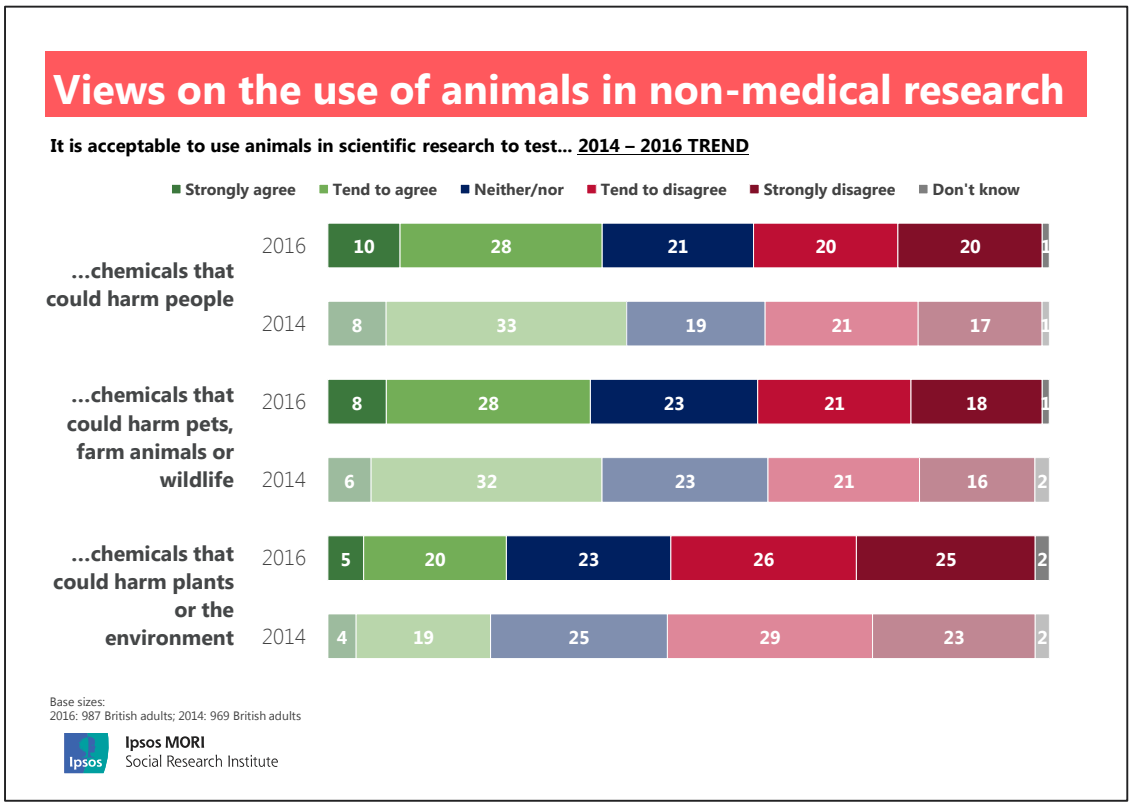
per cent say the same for chemicals that could harm pets, farm animals or wildlife, with one quarter (25%) agreeing that they could accept the use of animals in research to test chemicals that could harm plants or the environment.

Acceptance is notably weaker for this last option, and it is the only one of the three where a majority of the public (50%) say they cannot accept the use of animals in this research.

Figure 2.4: Views on the use of animals in non-medical research



The same demographic patterns hold for these three measures as for the other questions on public acceptance. Men are significantly more accepting than are women in all three cases; by 46 to 30 per cent for testing chemicals that could harm people, 45 to 27 per cent for chemicals that could harm pets, farm animals and wildlife, and by 33 to 18 per cent for chemicals that could harm plants or the environment.

2.2 Support for research using different animal species

Another question in the survey investigates whether public acceptance of animal research is contingent on the species of animal used – and in specific relation to three areas of research:

- Medical research to benefit people
- Research into animal health
- Environmental research (e.g. effect of chemicals on food chain / air pollution / health)

People were shown a list of animals from which rats and mice were the most acceptable for all types of research listed – almost half think that it is acceptable to use these animals in medical research to benefit people (48% and 47%

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respectively), and research into animal health (47% and 45%). Great apes and large monkeys were the least acceptable species for research into human benefit and animal health. Views remain similar to those recorded in 2014, although acceptance of dogs increased by four percentage points for research into both human and animal categories – a statistically significant increase.

Slightly fewer (42% and 38%) believe that it is acceptable to use rats and mice in environmental research, which matches with the slightly higher proportion who say that it is not acceptable to use any of the listed animals in this type of research (34%).

Just over a quarter say it is not acceptable to use any of the listed animals in research into human or animal health (28% and 27% respectively), and around one third (34%) say the same for environmental research. These levels are slightly lower than those observed in the previous section, where nearly four in ten (39%) said they would support the use of animals in all forms of research where there was no alternative, which suggests that acceptability declines when people are asked to consider specific animals that might be used in scientific research.

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Figure 2.5: And which, if any, types of animals do you think it is acceptable to use for…

	…Medical research to benefit people?	…Research into animal health?	…Environmental research (e.g. to look at the effect of chemicals on the food chain or the effect of air pollution on health)?
Rats	48	47	42
Mice	47	45	38
Pigs	25	27	19
Fish	23	27	23
Amphibians e.g. frogs, toads, newts	22	26	20
Small mammals e.g. rabbits, ferrets	21	24	17
Small monkeys such as marmosets	18	21	12
Birds	20	23	18
Larger mammals e.g. sheep, cows	19	24	16
Large monkeys such as macaques	17	19	11
Cats	19	23	13
Great apes e.g. chimpanzees and gorillas	16	18	10
Dogs	18	23	13
Others	*	*	*
Any/all animals	1	1	1
Depends on the research	*	*	*
None of these	28	27	34
Don't know	9	9	9

Public views broadly align with statistics on the *actual* use of animal species in research. According to annual returns published by the Home Office[1], mice comprised 61 per cent of all animals used in scientific research in Great Britain in 2015, with fish (14%), rats (12%) and birds (7%) the next most commonly used. Animals from the specially protected group (including primates, cats and dogs) – the use of which the public is much less likely to accept than rats / mice –

[1] https://www.gov.uk/government/statistics/statistics-of-scientific-procedures-on-living-animals-great-britain-2015

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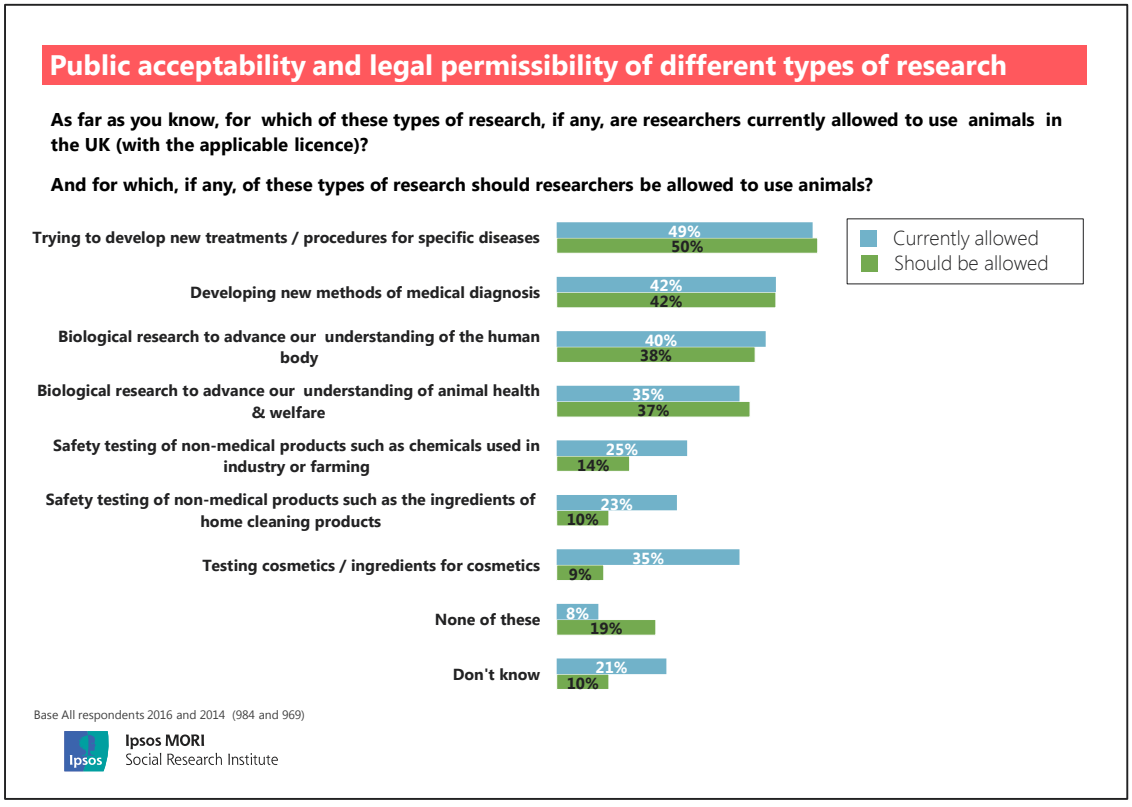
made up 0.8 per cent of all animals used in research during the reporting period (this 0.8% also included horses, which were not specifically listed in the opinion survey).

2.3 Public awareness of what is allowed in animal research

Around one third of the public continue to believe that animal research to test cosmetics and ingredients for cosmetics is allowed in the UK. This year, 35 per cent said that they believed this was the case, a slight increase on the 31 per cent in 2014. Testing cosmetics and ingredients for cosmetics on animals has been banned since 2009 across the European Union, and the sale of cosmetics that have been tested on animals elsewhere has been banned since 2013[2]. But this message has not reached a substantial portion of the public, and the trend data recorded here suggest that awareness is not rising.

Testing cosmetics on animals remains the area with the greatest difference between those who believe it *is* permitted and that it *should* be permitted; one in ten (9%) say that testing cosmetics on animals should be allowed - a statistically significant rise from 2014 (5%). These relatively small percentages disguise very large numbers of people: a conservative estimate equates the 9% to at least three million people.

Figure 2.6: The public acceptability and legal permissibility of different types of research



The knowledge that cosmetic testing on animals is banned in the UK appears to be somewhat greater amongst younger people, with 28 per cent of 15-24 year olds (against 35% overall) believing cosmetics testing is legal. However, there is a marked 'spike' of ignorance among 55-64 year olds, half of whom (49%) believe cosmetics testing is legal.

[2] http://ec.europa.eu/growth/sectors/cosmetics/animal-testing/index_en.htm

Notably, knowledge is consistent between men and women and across age within gender. So, for example, 15-24-year-old women are no more aware of the ban than people are generally. However, they are more likely to say that such testing *should* be allowed (13% against 9% overall – a gap accounted for in large part by 25-34 year olds (across gender), 15 per cent of whom endorse cosmetics testing on animals).

People from social grades AB are also slightly more accepting of the practice (13%), and also more likely to believe that it *is* currently legal (and so, unusually, are less well-informed here than other subgroups).

Table 2.1: Views on legal permissibility and acceptability of using animals in cosmetic testing – age breakdown

	Overall	Aged 15-24	Aged 25-34	Aged 35-54	Aged 55-64	Aged 65+
Believe testing on cosmetics is currently allowed	**35%**	28%	39%	35%	**49%**	30%
Believe testing on cosmetics should be allowed	**9%**	6%	15%	9%	12%	4%

There has, however, been a statistically significant rise in the proportion who say that animals should not be used for any of the listed research purposes; 19 per cent say this, compared to 15 per cent in 2014. This view is more prevalent amongst women (25%) than men (13%), and higher amongst DE (30%) than those from all other social grades (AB: 15%; C1:16%; C2:17%).

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3 Public views on regulation and behaviour

Key Findings

One third of the public (34%) say that they 'neither trust nor distrust' the regulatory system governing animal research in the UK, which could suggest uncertainty about how the system works. The same proportion (34%) say that they do not trust the regulatory system, and slightly fewer (27%) say that they do have trust in it.

A majority of the public agree that the UK has strict rules governing the use of animals in research; 52 per cent agree and just 13 per cent expressly disagree with this statement. This is tempered by the fact that less than half believe these rules are well-enforced (34%), or that they trust regulators to uncover misconduct (41%).

Animal research organisations are widely viewed as secretive. 42 per cent selected this from a list of positive and negative options. The public view of these organisations is very mixed; one third (34%) selected only negative traits, and another third (34%) selected only positive traits.

3.1 Views on the regulation of animal research

General views on regulation

Views on the regulation of animal research remain unchanged from 2014, with around one third of the public neither agreeing or disagreeing with statements around the rules and regulation. One third (34%) agree that they do not trust the system governing animal research in the UK, and just over one quarter (27%) do trust the system, while 34 per cent say they neither agree nor disagree. The high "neither/nor" score suggests that many people are unaware of what the regulatory system that governs animal research is, and how it functions.

As in 2014, there is slightly greater public trust in the scientists working in animal research than in the system itself. Four in ten (40%) agree that they trust scientists not to cause unnecessary suffering – against the third (34%) who do not.

However, there remains concern about how the system functions in practice; six in ten (60%) feel that unnecessary duplication of research using animals might go on and almost half (47%) agree that scientific research involving animals sometimes goes on without an official licence.

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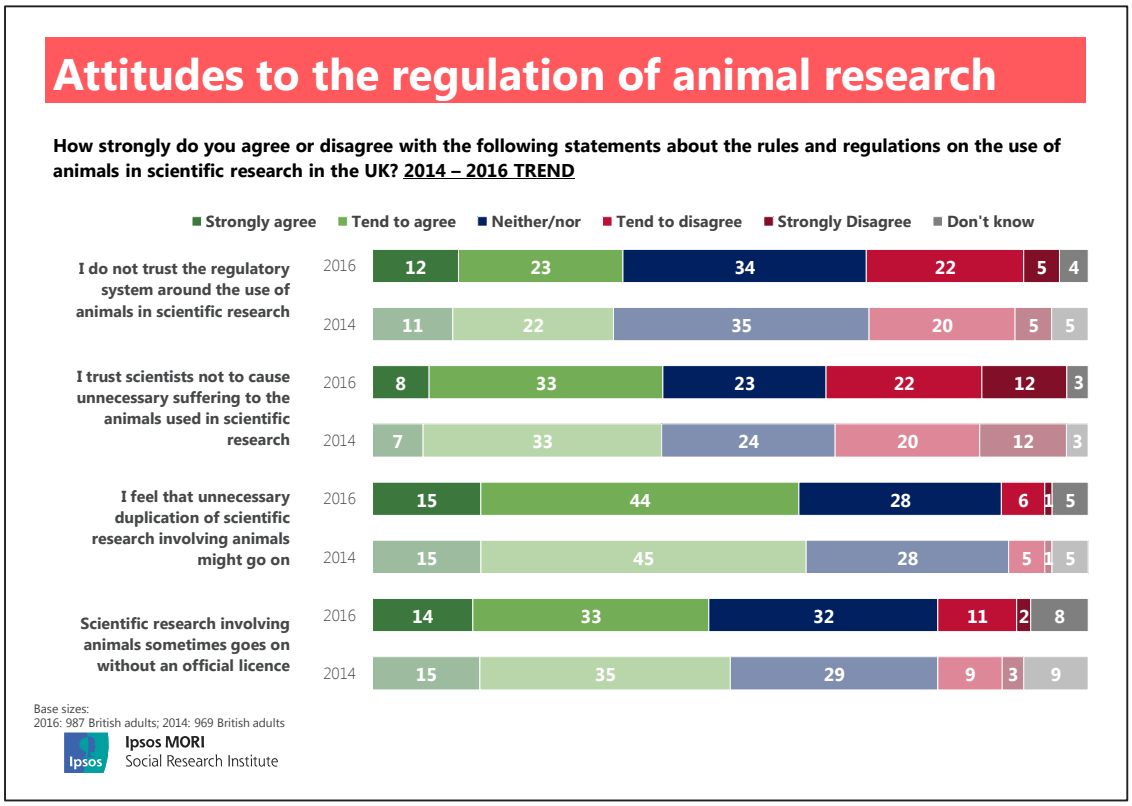
Figure 3.1: Attitudes to the regulation of animal research



Trust in scientists rises with age – a finding mirrored in the 2015 Ipsos MORI veracity index[3] – and this extends to trust in scientists not to cause unnecessary suffering to animals used in research. Around one third (32%) of those aged 15-24 say they trust scientists in this regard, a figure that rises to over four in ten (43%) of those aged 65+. However, express disagreement remains the same across all age brackets, with between 31 and 36 per cent disagreeing.

The same pattern is observed in the relationship between age and trust in the regulatory system, where older people are more likely to say they trust the regulatory system than younger people; 36 per cent of those aged 55-64 disagree with the statement "I do not trust the regulatory system around the use of animals in scientific research", compared to one in five (20%) of 15-24 year olds. Unlike trust in the scientists themselves, this relationship breaks down when those aged 65+ are considered; one quarter (25%) of this age group say they trust the system.

[3] https://www.ipsos-mori.com/researchpublications/researcharchive/3685/Politicians-are-still-trusted-less-than-estate-agents-journalists-and-bankers.aspx

Table 3.1: Relationships between age and trust in scientists and the regulatory system

	Overall	Aged 15-24	Aged 25-34	Aged 35-54	Aged 55-64	Aged 65+
I trust scientists not to cause unnecessary suffering to the animals used in research	Agree – 40%	32%	39%	43%	41%	43%
	Disagree – 34%	34%	33%	30%	36%	32%
I do not trust the regulatory system around the use of animals in scientific research	Agree – 34%	30%	42%	32%	31%	36%
	Disagree – 27%	20%	26%	29%	35%	25%

Views on the quality of the regulation of animal research

A thin majority of the public (52%) agree that the UK has strict rules on the use of animals in scientific research, a very similar level to 2014 (51%). However, as in the previous section, there are differences in response based on whether the question reflects on researchers' behaviour *in theory* or *in practice*. Four in ten (41%) trust regulators to uncover any misconduct at animal research facilities, and one third (34%) agree that the rules are well-enforced.

In all three cases express disagreement is limited – just over one in ten (13%) disagree that the UK has strict rules around animal research, one in five (21%) disagree that the rules are well-enforced, and three in ten (30%) say they do not trust regulators to uncover misconduct at animal research facilities. However, a substantial proportion again neither agree nor disagree, which may suggest they do not feel they know enough to give an answer. For instance, one in three (36%) say they neither agree nor disagree that the rules governing scientific research are well-enforced.

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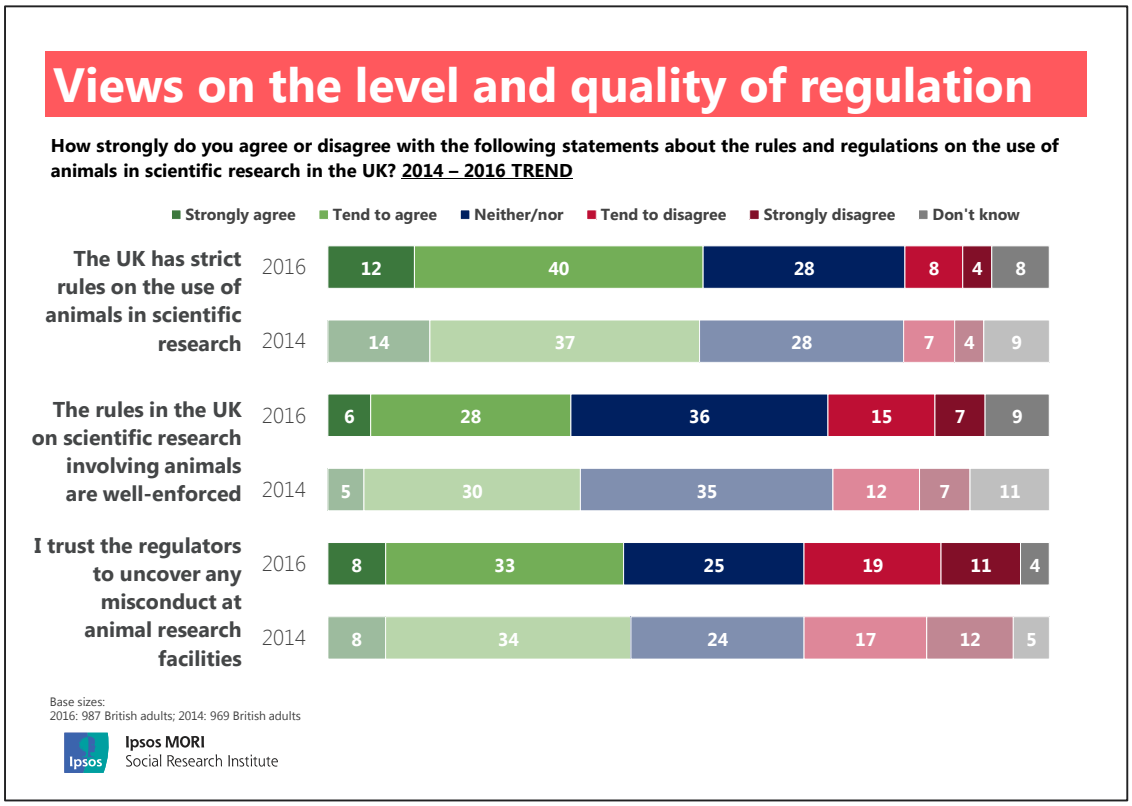
Figure 3.2: Views on the level and quality of regulation



Knowledge of the rules' strictness appears to increase with age; four in ten (39%) of those aged 15-24 say they neither agree nor disagree, compared to just one in five (20%) of those aged 55-64, and a quarter (25%) of those 65+. However, for the other two measures – around how well-enforced the rules are, and trust in regulators to uncover misconduct – variations by age are less marked.

3.2 Views on individuals and organisations involved in animal research

Public views of animal research organisations

The characteristic most commonly associated with animal research organisations is that they are secretive. Just over four in ten have this perception (42% - very similar to the 44% in 2014). Views on other characteristics – that they carry out work essential to human health (34%), are well-regulated (24%), and stick to good animal welfare standards (17%) – have also remained at levels similar to 2014.

Views on animal research organisations are broadly neutral overall. Equal proportions of the public selected positive and negative attributes from the list; three of these were negative, and four positive: half each selected at least one positive code (50%) and at least one negative code (51%). Looking at those who selected *only* positive or negative codes, the picture remains the same – 34 per cent and 34 per cent, respectively.

The proportion who do not feel that they know enough to provide an answer – those who selected "don't know" – has fallen significantly to 11 per cent, down from 16 per cent in 2014. This has not affected the balance of opinion however, as there has been no significant movement in any of the attributes listed since 2014.

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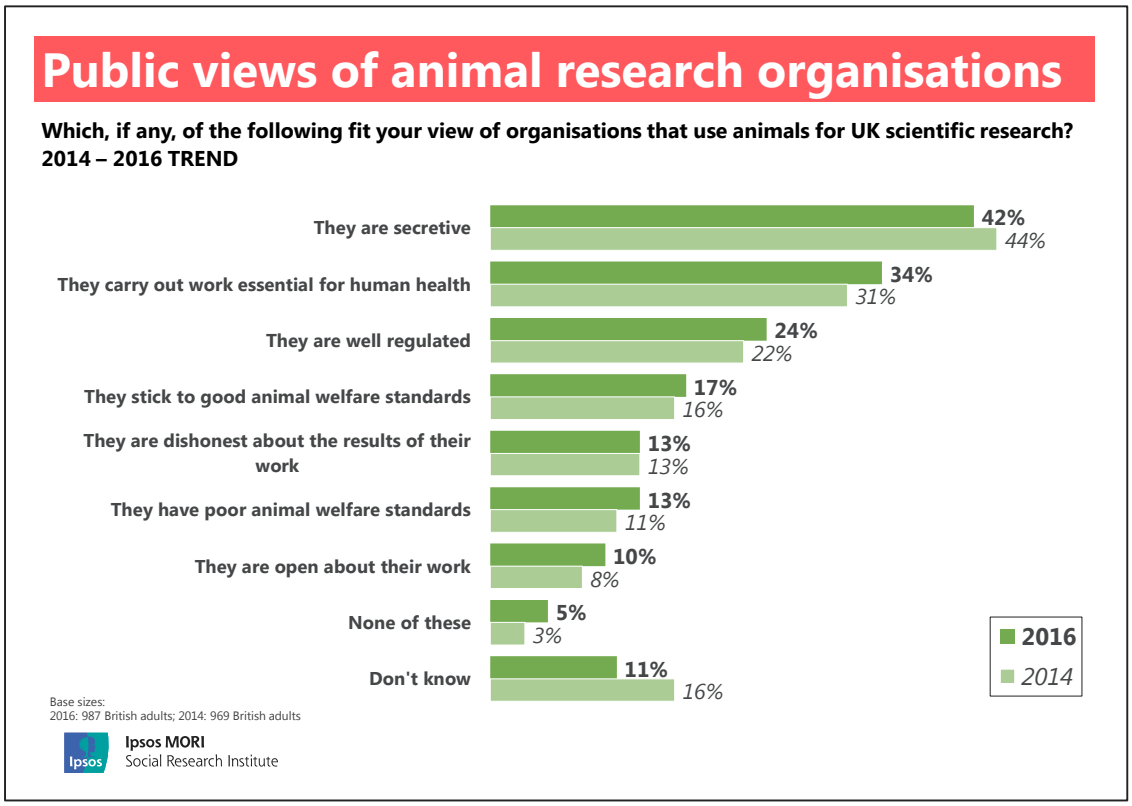
Figure 3.3: Public views of animal research organisations



Those who selected only positive attributes tend to be from social grades AB (41%, compared to 28% of DEs), hold a degree-level qualification (43%), and resident in Greater London (42%). By comparison, those who chose only negative attributes are significantly more likely to be female (40%, compared to 29% of men), to be aged 15-24 (44%), and from social grades DE (42%). Almost half of women aged 15-34 (47%) selected only negative attributes when asked to describe animal research organisations.

Similarly the belief that animal research organisations are secretive is higher amongst women than men (45% compared to 38%), but here it is older women who are the most negative (48%).

Public views towards animal research and researchers

There has been a significant increase in the proportion of the public who agree that researchers are working to find alternative to using animals in scientific research – four in ten (40%) now agree with this statement, compared to one third (33%) in 2014. In all other cases opinions are effectively unchanged since 2014 – almost half (48%) believe that scientists could do more to reduce the suffering of animals used in research, but a similar proportion (46%) agree that the use of animals for medical research purposes is important to human health.

Just one quarter (25%) agree that scientific research is carried out on animals only when there is no alternative, and over one in three (35%) feel that scientific research is not always carried out to high standards. Neither measure has risen significantly since 2014.

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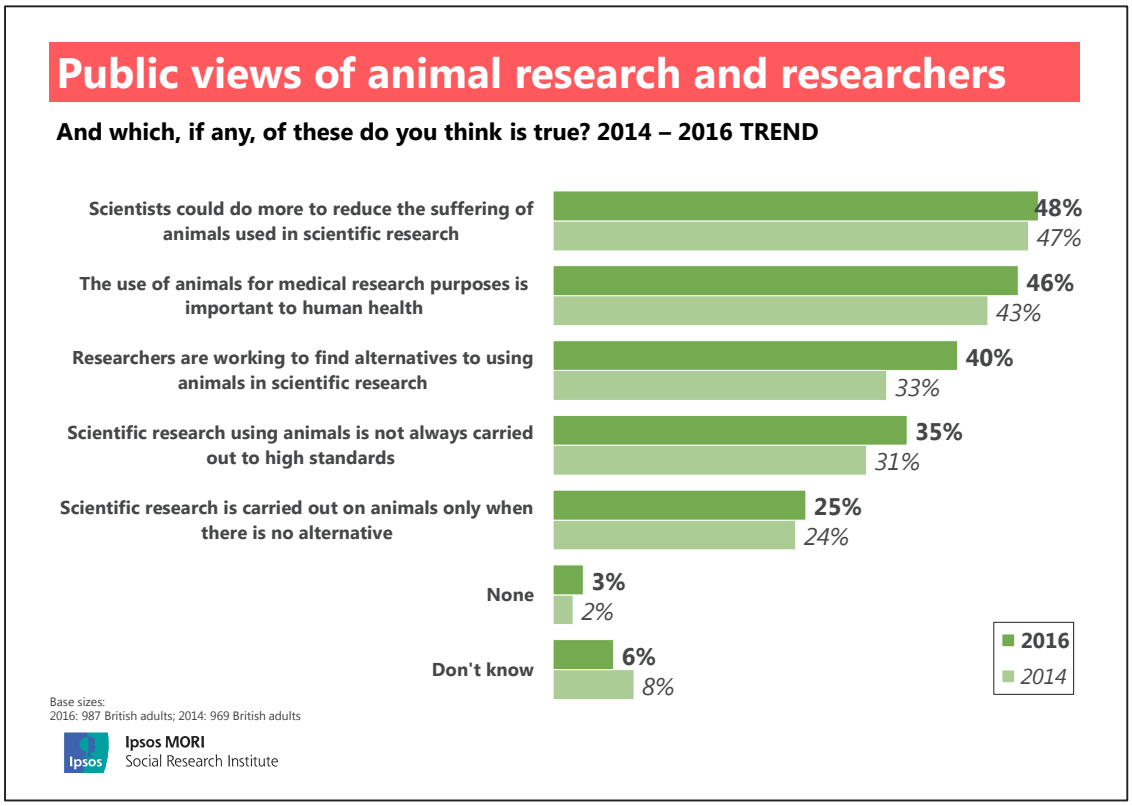
Figure 3.4: Public views of animal research and researchers



Those who prefer using the internet to receive more information about animal research are significantly more likely than average to agree that scientists could do more to reduce animals' suffering – two thirds (65%) of this group agree, compared to almost half (48%) overall. This may be related to the prevalence of negative stories about the use of animals in research online. Similarly, 61 per cent of those who believe that cosmetic testing is permitted agree that scientists could do more.

Even amongst those groups who are generally more positive about of animal research, there is considerable doubt that animal research is only carried out when there is no alternative. Three in ten men (30%) accept this - a similar proportion to those with a degree-level qualification (30%), and one third of ABs (34%). Agreement falls as low as 19 per cent of those aged 15-24 (a group that will also be receiving a great deal of their information online).

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4 Protesting against animal research

Key Findings

Public support for the most acceptable forms of protest by animal protection organisations (handing out leaflets, organising petitions, writing letters and asking people to put stickers or posters in their window) is the same as in 2014 – all are endorsed by at least 70 per cent. The next most acceptable protest actions attract minority support – online campaigns targeting people who work in animal research (44%), and secretly filming activities at animal research facilities (31%) – but these equate to tens of millions of people.

Demonstrations outside research laboratories continue to be seen as acceptable by a majority of the public (62%). There is a less than majority (but still substantial) acceptance of other forms of demonstration: demonstrating outside companies that transport research animals (35%) or firms that provide other services such as banking or cleaning to animal research organisations (32%). One in ten (11%) of the public now say animal protection organisations demonstrating outside the homes of those involved in animal research is an acceptable strategy – up from 6% in 2014. Also up is endorsement of publicising (without their knowledge) the identities of animal researchers (from 5% to 9%).

4.1 Initial considerations

Large majorities of the public feel that it is acceptable for animal protection organisations to hand out leaflets or ask people to put stickers or posters in their window. Over three quarters (78%) say it is acceptable for these organisations to hand out leaflets, and seven in ten (70%) say the same for asking people to put up stickers or posters. Support is very much lower for illegal actions – just under one in ten say it is acceptable for these organisations to release animals illegally (9%) or occupy research facilities illegally (8%), and four per cent view it as acceptable to destroy or damage property. Whilst these percentages are low, they represent the views of a substantial number of people across Great Britain, and so cannot be discounted.

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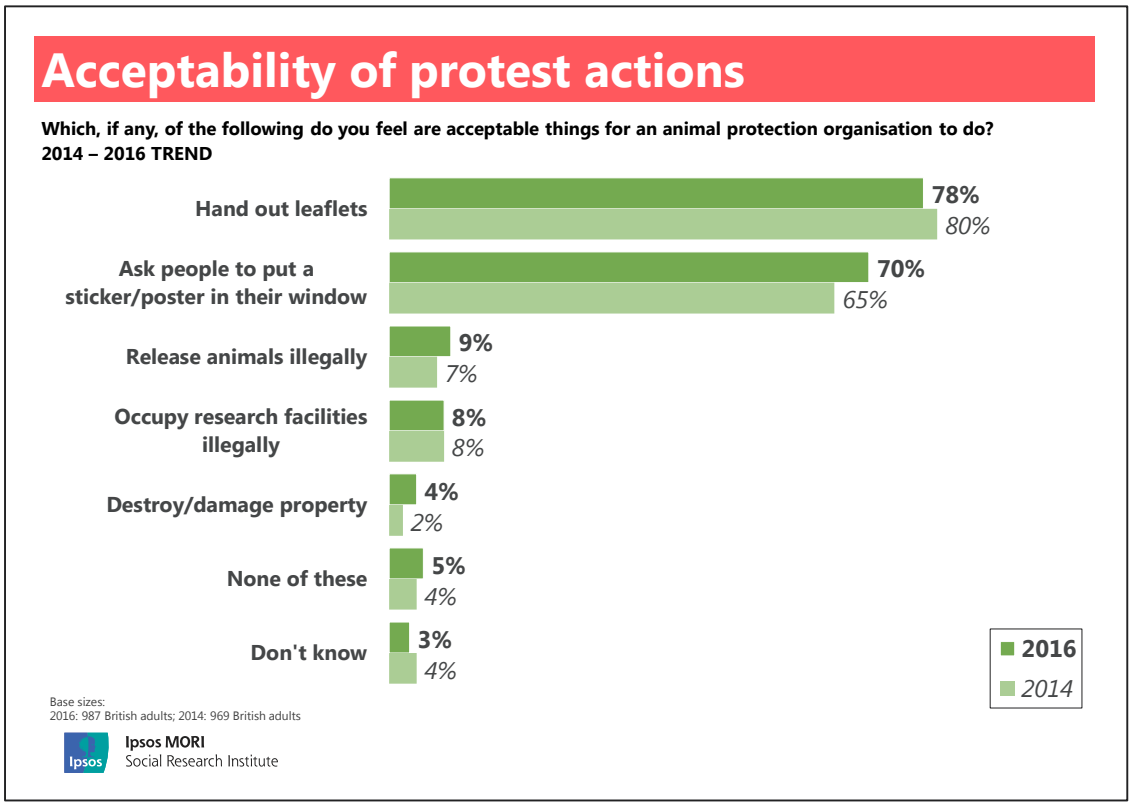
Figure 4.1: Acceptability of protest actions I



The acceptability of handing out leaflets and asking people to put up stickers or posters varies by social grade, with AB most likely to endorse these (86% for leaflets and 78% for posters/stickers, compared to 65 per cent and 64 per cent respectively amongst DEs). Those from a white British ethnic background are also more accepting of these measures – 80 per cent accept handing out leaflets, compared to 66 per cent of those from other ethnic backgrounds (and 73% and 52% respectively accept asking people to put up a sticker or poster).

There is less variation for the illegal actions, although some demographic groups are more accepting of these actions:

- 15 per cent of those aged 15-24 and 16 per cent of those resident in London say it is acceptable for an animal protection organisation to release animals illegally (compared to 9% overall)
- 15 per cent of broadsheet readers and the same proportion of those aged 45-54 say it is acceptable to occupy research facilities illegally (compared to 8% overall)
- Nine per cent of those from non-white ethnic backgrounds and 11 per cent of those resident in London say it is acceptable to destroy or damage property (compared to 4% overall).

4.2 Further considerations

Of the second set of protest actions, organising petitions and writing letters to MPs / newspapers are the only measures to have majority support. Three quarters (74%) endorse petitions, and seven in ten (69%) the writing of letters to newspapers or MPs. These are similar levels of acceptability to those recorded in 2014, when 72 per cent in each case expressed approval.

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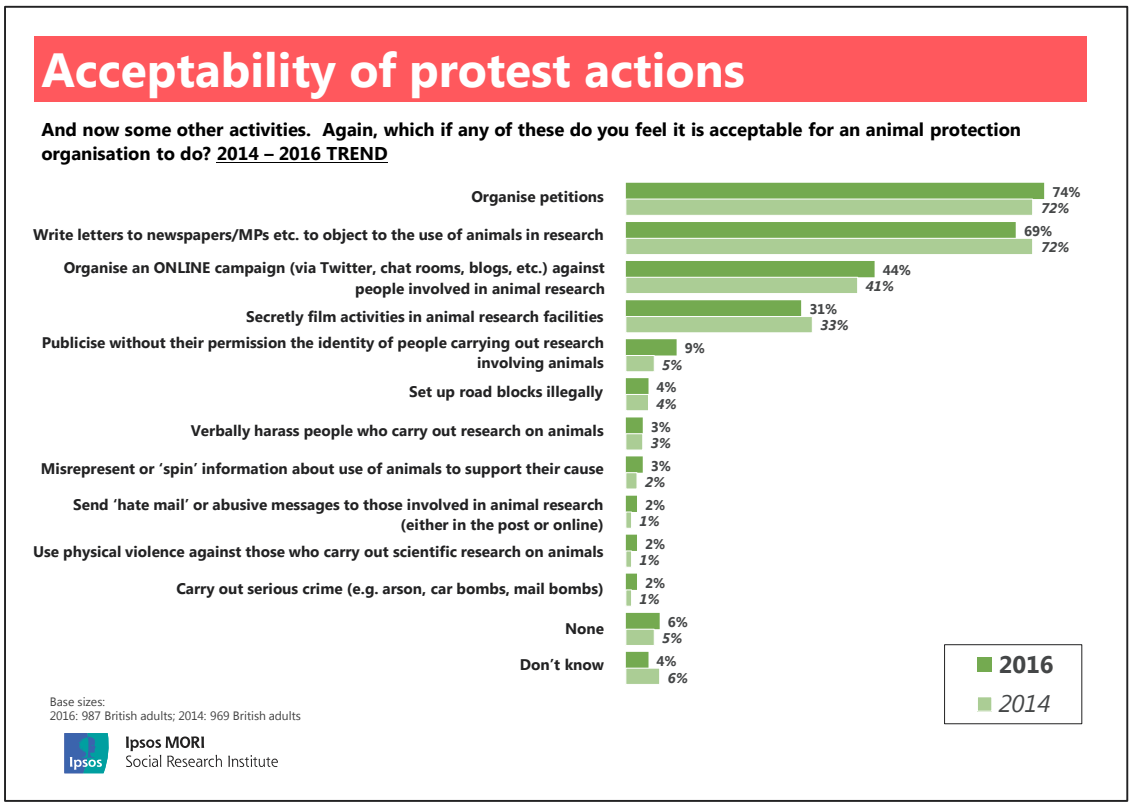
The only other measures on this list considered acceptable by more than one in ten of the public are the organising of online campaigns against people involved in animal research (44%), and secretly filming activities in animal research facilities (31%). These are broadly unchanged from 2014.

Of the more radical actions on this list, none are considered acceptable by more than ten per cent of the public. There has however been a significant increase in the proportion who feel it is acceptable to publicise the identity of people carrying out research involving animals without their consent – up from five per cent in 2014 to nine per cent this year.

Figure 4.2: Acceptability of protest actions II



Those who prefer to receive information via websites are significantly more likely than average to support a number of these more extreme actions, including half (49%) of this group who say they can accept an animal protection organisation covertly filming activities in animal research facilities, and one in seven (14%) who say they can accept these organisations publishing the details of those who work in animal research facilities without their permission.

This in part reflects the preponderance of younger people amongst those who seek out information primarily online. However, as the proportion in this online group accepting these measures (49%) is even higher than the proportion of those aged 15-24 who say they can accept the same measures (39%), and 14 per cent in this group can accept publishing the identities of those working in animal research without their permission, compared to 11 per cent of 15-24s, this suggests that those who are looking for information online belong to a more critical and potentially activist sub-sample of the population, distinct from any single demographic group.

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There are wide differences in the acceptability of online campaigns directed at those involved in animal research, particularly by age. Whilst 59 per cent of those aged 15-24 feel that this is acceptable, only 28 per cent of those aged 65+ agree. This may be related to the relative use of the internet, and social media specifically, between these two groups but also perhaps the general decline of deference in society over the past few decades.

For the most serious actions listed – "spinning" information to support their cause, sending hate mail, carrying out serious crime, and the use of physical violence against those who carry out scientific research on animals – there are few patterns in acceptability as at most three per cent of the population consider these actions to be acceptable. London stands out as an exception, as ten per cent of those resident there say that carrying out serious crime such as arson or car bombs is acceptable, six per cent can accept these animal protection organisations sending "hate mail" to those involved in animal research, and five per cent say the same for the use of physical violence.

For all protest actions listed, it is important to bear in mind that people are being asked about whether or not they see this as an acceptable tactic for an animal protection organisation to use – it does not mean that these people would use them themselves.

4.3 Acceptability of demonstrating against animal research

The public acceptability of organising demonstrations against the use of animals in research is highly context-driven. Whilst over six in ten (62%) think it is acceptable for an animal protection organisation to organise a demonstration outside research laboratories, as in previous years, there is markedly lower acceptance of their demonstrating outside organisations that are tangentially related to animal research, for instance haulage or transport firms (35%) or firms that provide services such as banking or cleaning to animal research organisations (32%). There is far lower acceptance still of demonstrating outside the homes of people who work at animal research facilities (11%) but this is significantly up, from 6 per cent in 2014.

One in five (20%) say that none of these protest actions are acceptable which is broadly in line with the 2014 figure of 17 per cent.

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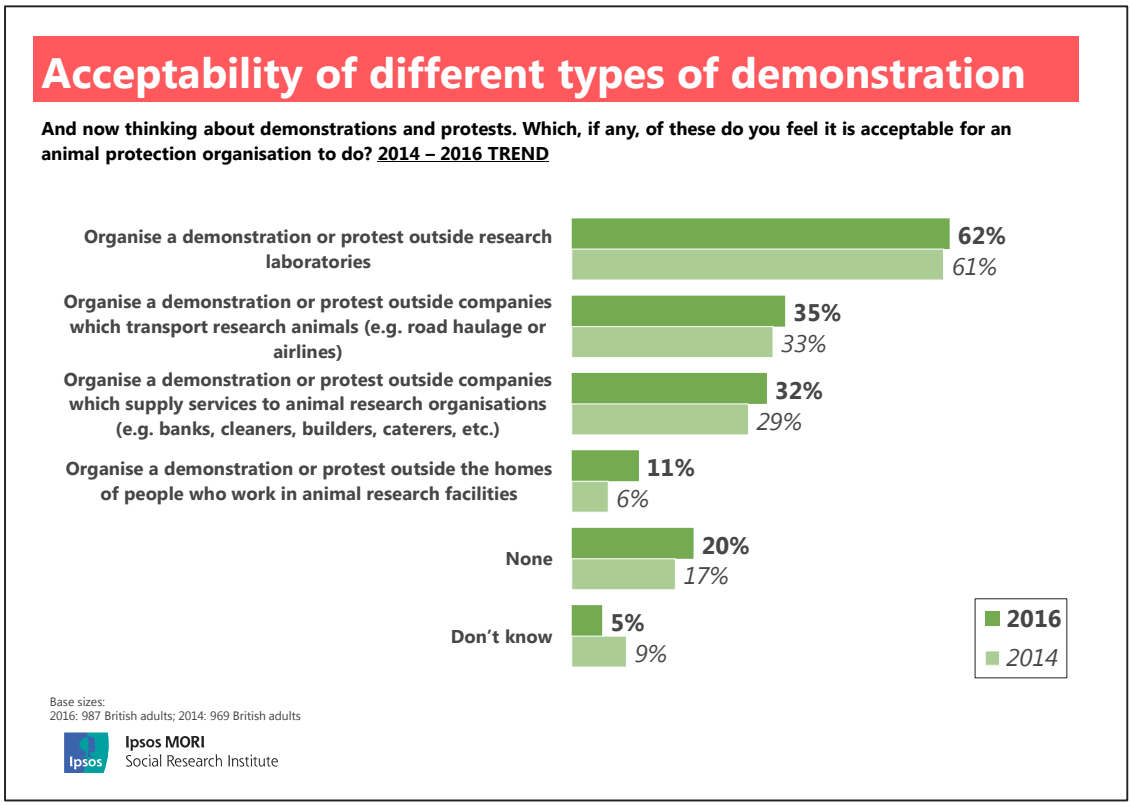
Figure 4.3: The acceptability of different types of demonstration



Again, younger people are the most accepting of animal protection organisations protesting outside workers' homes – one in five (20%) of those aged 15-24 say this is acceptable. People from social grades DE, as well as those of non-white ethnic backgrounds are also significantly more likely to say this is an acceptable step for such an organisation to take (both 17%), and almost one quarter (23%) of those who live in London are likely to say the same thing.

Patterns of views among DEs vary. Whilst they are amongst the most likely to accept demonstrations outside research workers' homes (17%), they are less accepting of demonstrating outside research laboratories (53% compared to 74% of ABs), and also more likely than average to say that none of the protest actions are acceptable (24% compared to 20% overall). This may reflect the views of the diverse groupings within these social grades; including pensioners and older people who are less accepting of any protest actions (33% of those aged 65+ oppose all the listed actions), and younger people with lower incomes who are more accepting of direct action generally.

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5 Information about animal research

Key Findings

A majority of the public do not feel well-informed about the use of animals in research in the UK – 34 per cent say they feel either very or fairly well informed. There is also continuing very low awareness of government work to promote the "three Rs" of animal research (replace, reduce and refine), with just one in twenty (5%) aware of the National Centre for the Three Rs (NC3Rs).

Interest in finding out about work to find alternatives to and improve the welfare of animals in scientific research has remained static, with just over half saying they are interested (55% / 54% respectively). Awareness of recent news about the use of animals in research is low too; three quarters (76%) are unable to recall any stories they have heard or seen on the topic in the past twelve months.

Television remains the most popular medium for finding out more about animal research; however a quarter of the public (28%) report having no interest in finding out more. Most importantly, television still has the broadest exposure across age and social groups compared to other sources such as social media, which (although growing) is concentrated amongst younger age groups, and national newspapers, which appeal more to older people.

Vets who look after animals used in research are the most trusted source of balanced information about this field. This group was not included in 2014, but tops the list this year, with four in ten of the public (41%) saying they would trust these vets. There has been a marked decline in the proportion who say they would trust medical research charities (from 28% to 22%), whilst trust in the NHS on this topic has risen significantly (from 22% to 26%).

5.1 How informed do the public feel about animal research?

Overall awareness of the use of animals in UK research

One third of the public feel either very or fairly well informed about the use of animals in scientific research. The level recorded this year (34%) is higher than that in 2014 (30%); however the difference is not statistically significant, so overall

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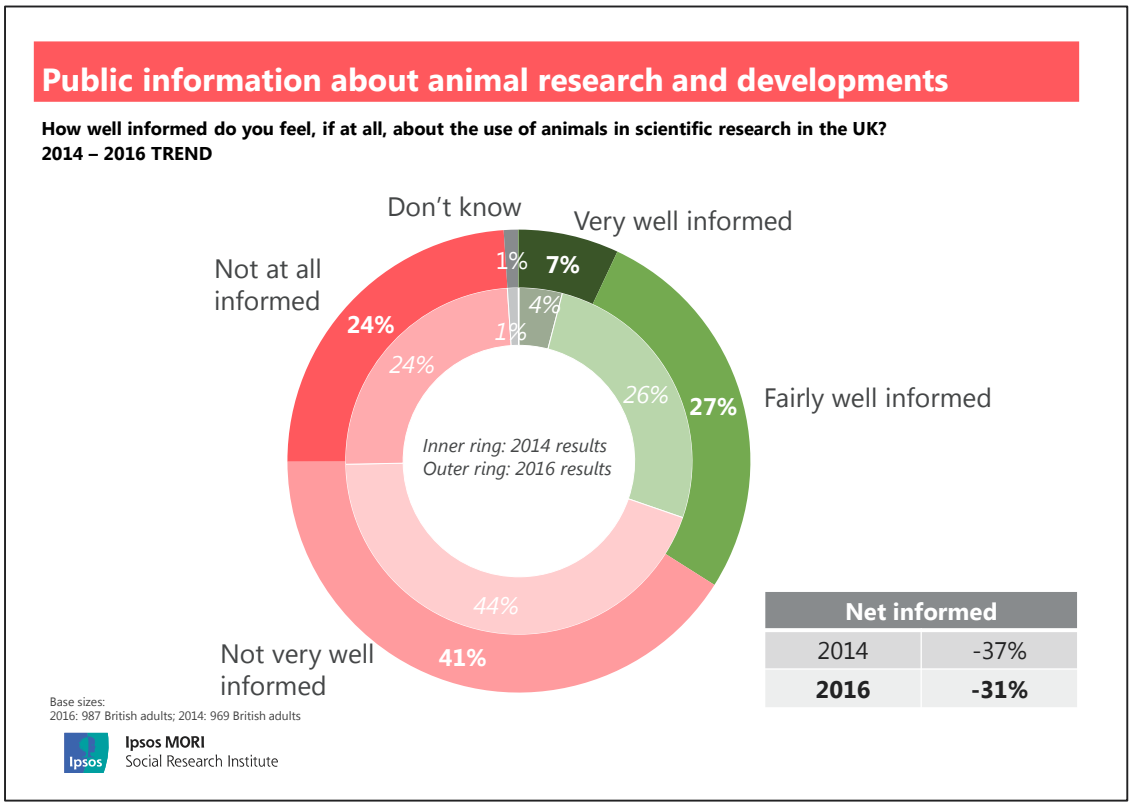
the public feel as informed this year as they did in 2014. The proportion who say they feel "not at all informed", at 24 per cent, remains unchanged from the level recorded in 2014.

Figure 5.1: Public information about animal research and developments



As in many other self-reported awareness questions, men are more likely to say they feel "very or fairly" informed than women (39% of men, compared to 30% of women), and ABs are also more likely to say they feel well informed (49%, compared to 34% overall and 28% of C2DEs). In age terms, it is the middle-aged who feel best informed; 44 per cent of 45-54 year olds and 39 per cent of 55-64 year olds say they are very of fairly well informed, compared to 30 per cent of 15-24 year olds and 29 per cent of those aged 65+.

Key stories in animal research

Three quarters of the public (76%) cannot recall having seen or heard a story about animal research in the past twelve months – that is between approximately March 2015 and April 2016 – although people often delve further back in answering such questions. This year a new question was added to the end of the survey, asking participants to explain (in their own words) any stories they had heard about animal research in the past year. Open-ended responses were typed verbatim by interviewers and the results subsequently coded into categories.

No one subject was pre-eminent or of much prevalence at all, but some of the relatively more common themes and terms relate to universities and medical treatment (especially in relation to cancer), with cosmetics testing also occasionally cited.

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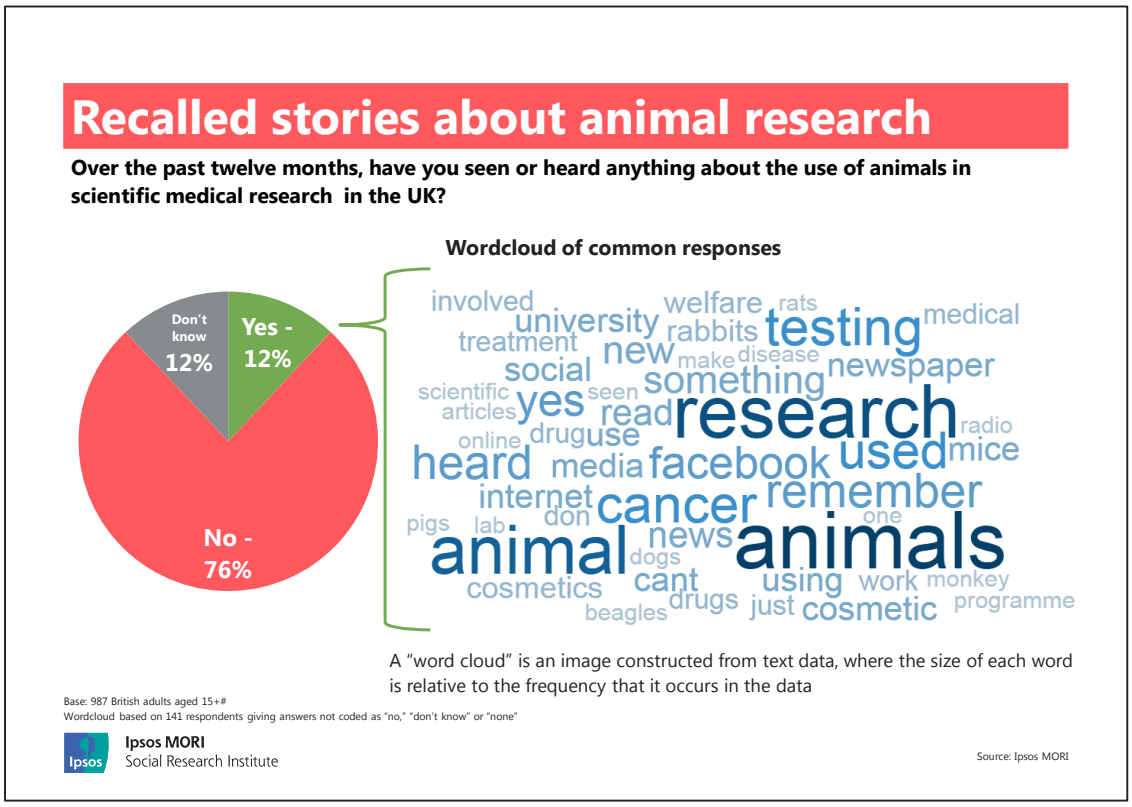
Many people who did recall a story said they had heard about it online – hence the frequent references to Facebook, the internet and online articles in the data word cloud[4] below.

Figure 5.2: Recalled stories about animal research



Public interest in animal research alternatives and animal welfare improvements

Overall levels of public interest in work to improve animal welfare and find alternatives to the use of animals in research are similar to 2014, but there has been a shift in emphasis. In both cases, there has been a polarisation of opinion since 2014, with a greater proportion of the public saying they are either "very" or "not at all" interested.

Thus, interest in the ongoing work to find alternatives to using animals stands at 55 per cent this year, which is the same level recorded in 2014. However, this year one in five (19%) say they are "very" interested, a significant increase from 2014 (14%). At the other end of the scale, nearly one in five (18%) say they are "not at all" interested - up significantly from 13 per cent in 2014.

[4] A "Word Cloud" is an image constructed from text data, where the size of each word is relative to the frequency that it occurs in the data.

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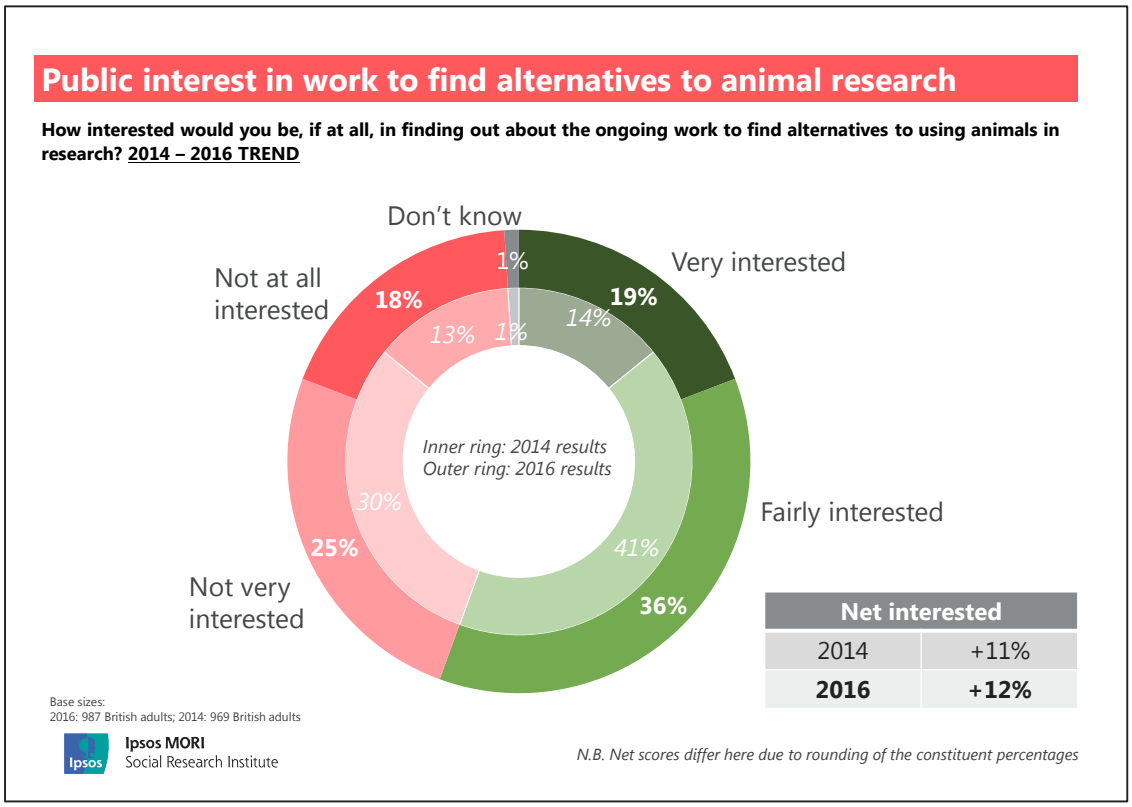
Figure 5.3: Public interest in work to find alternatives to animal research



The appetite for more information on alternatives is higher amongst ABs (64%) and 15-24 year olds (63%). The latter may reflect the fact that many in this age group will be studying science at school. Interest is also significantly higher than average amongst those resident in southern England excluding London (63%) and broadsheet readers (64%).

By contrast, those living in London itself and those without formal educational qualifications are especially likely to say they are "not very" or "not at all" interested – just over half (53%) and close to six in ten (57%) respectively say so.

Nor are those in Scotland especially interested, with 40 per cent 'not at all interested' (by far the highest score across the demographic board on this specific measure).

Just over half of the public (54%) are interested (either "very" or "fairly") in ongoing work to improve the welfare of animals used in scientific research. The polarising pattern observed here is similar to the previous question, with significant increases in both the proportions saying they are "very" interested (from 12% in 2014 to 17% now) and "not at all" interested (from 13% to 19%). The overall level of interest remains the same as recorded in 2014 (54%)

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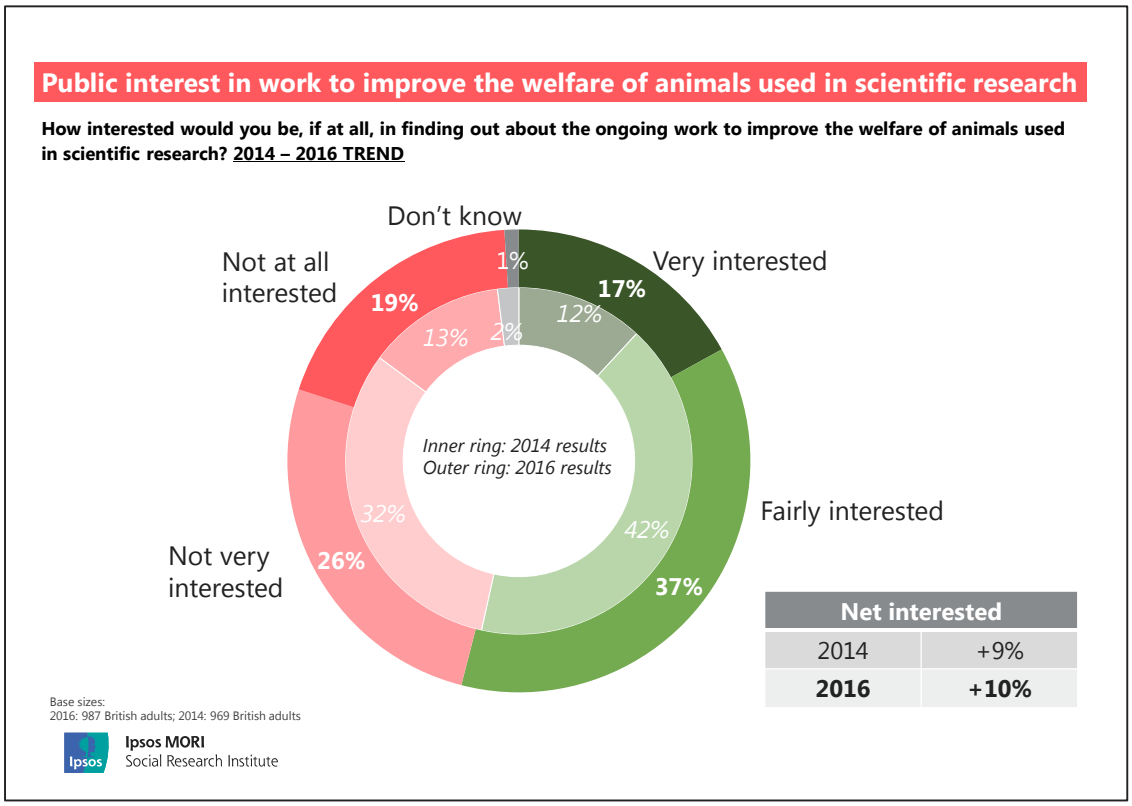
Figure 5.4: Public interest in work to improve the welfare of animals used in scientific research



As with the previous question, interest is more highly concentrated amongst those in the school/university age bracket (65% of 15-24 year olds are very/fairly interested); however there are no significant differences in interest by social grade. Women voice significantly more interest than do men (58% vs 50%) but, overall, interest in improving welfare is less concentrated amongst individual demographic groups than interest in finding alternatives. Whilst those living in southern England (61%), and readers of broadsheet newspapers (65%) are significantly more likely than average to say they are very/fairly interested, interest amongst those with degree-level or A-level equivalent qualifications is not significantly higher than average.

Once again those resident in London (55%) and those without formal educational qualifications (54%) are significantly more likely than average (45%) to say they are either "not very" or "not at all" interested in the topic. Scotland again records an exceptionally high proportion of people 'not at all interested' (37%).

5.2 Awareness of NC3Rs

Awareness of government work to promote the 'Three Rs'

There has been no movement in public awareness of the UK Government's work to promote the "three Rs" of animal research. As in 2014, a large majority of the public are unaware of government work to:

- Replace the use of animals in research with non-animal methods - such as computer models: Six per cent say they know a great deal or a fair amount about this work, in line with the seven per cent in 2014
- Reduce the number of animals used in research - for example by improving the design of experiments or sharing results: Again, six per cent know a great deal or a fair amount, compared to five per cent in 2014

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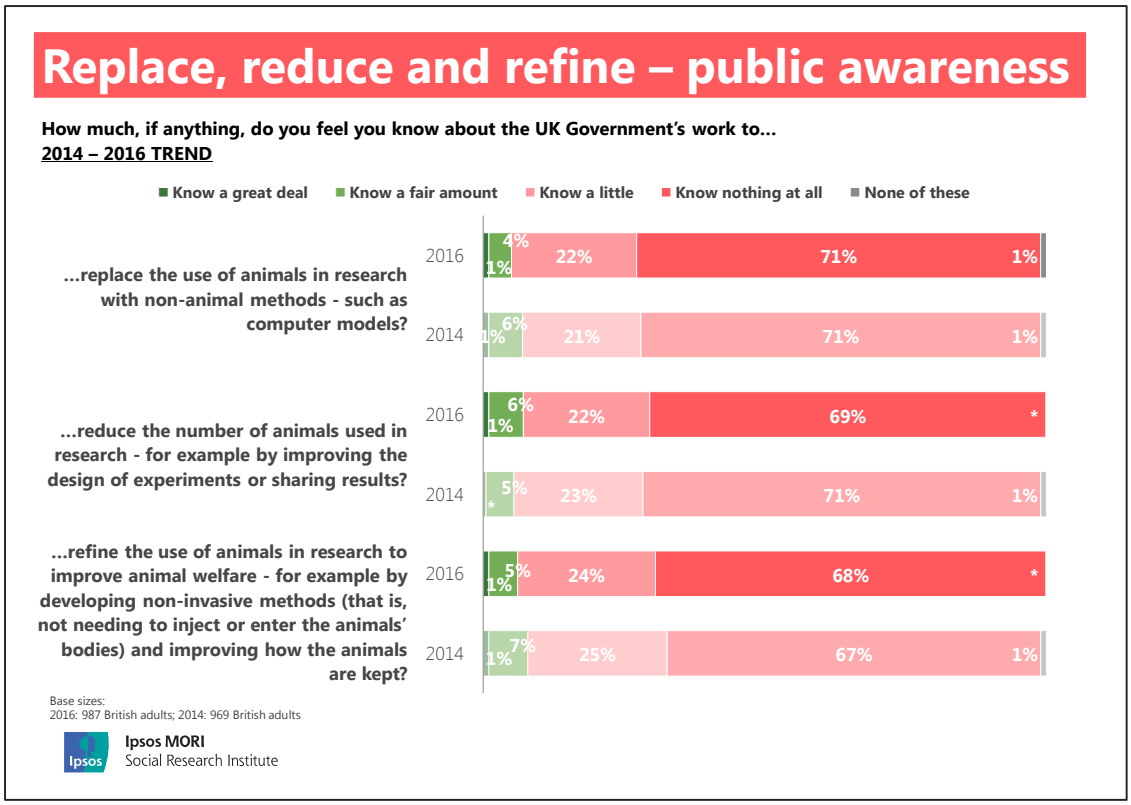
- Refine the use of animals in research to improve animal welfare - for example by developing non-invasive methods (that is, not needing to inject or enter the animals' bodies) and improving how the animals are kept; here too, six per cent know a great deal or a fair amount, a similar proportion to the eight per cent who said so in 2014.

Figure 5.5: Public awareness of the "three Rs" of animal research



With general awareness of all three "Rs" being low, there are few differences in awareness amongst demographic subgroups. However, on all three measures, those from non-white ethnic backgrounds are significantly more likely to say they know a great deal or a fair amount (Replace: 14%, Reduce: 12%, Refine: 11%). This pattern is also observed amongst those resident in the UK's most ethnically diverse region - London (11%, 11% and 13% respectively).

Awareness of NC3Rs

Awareness of the National Centre for the Three Rs (NC3Rs) also remains low – nine in ten (90%) do not know of its existence – up significantly from 85 per cent two years ago. Correspondingly, just one in twenty (5%) are now aware of its existence (compared to 6% in 2014).

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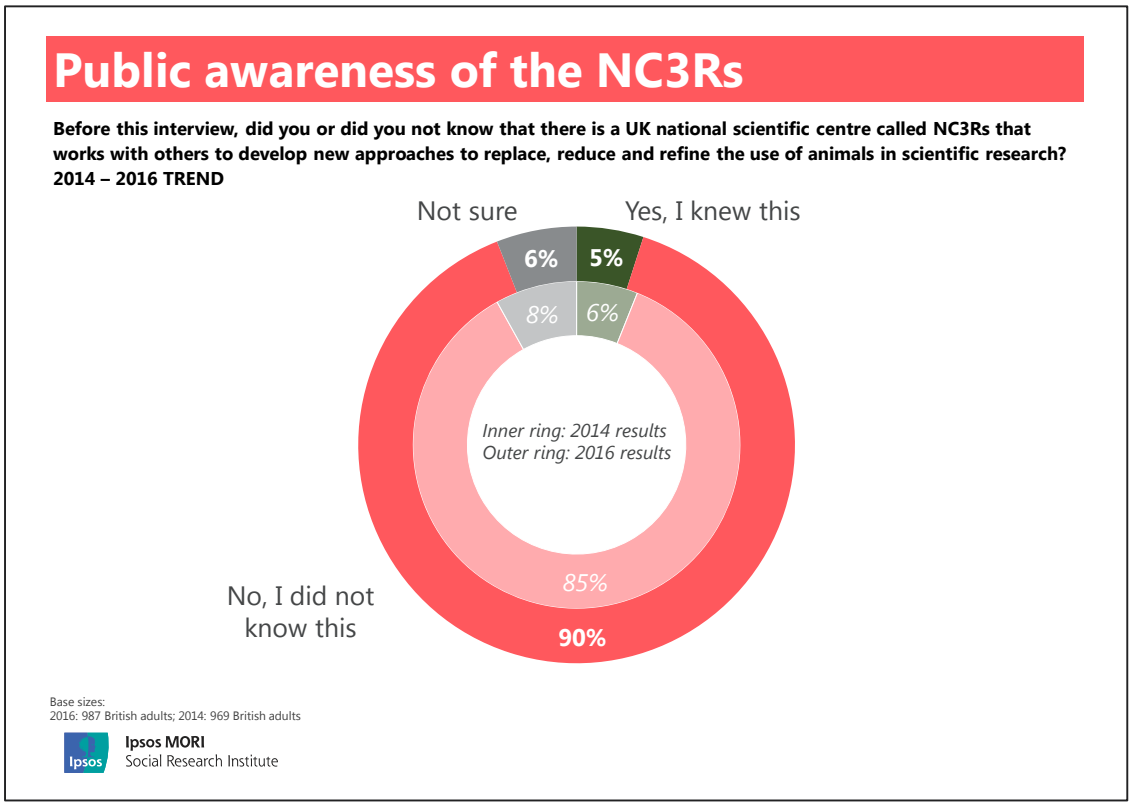
Figure 5.6: Public awareness of the NC3Rs



Whilst there are some small differences amongst subgroups between the proportions who say "no, I did not know this" and "not sure", there are no significant differences between any groups over the proportion who say that they do know of NC3Rs. Readers of middle-market newspapers are the only group to record even as much as 10 per cent claimed awareness.

5.3 Trusted and preferred sources of information on animal research

Preferred sources of information on animal research

As in 2014, television remains the preferred source of information on the use of animals in research. Of those who want more information on the topic, 48 per cent said that this would be one of the ways they would like to receive more information, a similar level to that recorded in 2014 (44%). The overall order of preference also remains similar to that recorded 2014, with few changes – however, national newspapers and websites are now equally popular (28% apiece), and social media's star continues to rise (up from 13% to 21% - the largest single increase this year).

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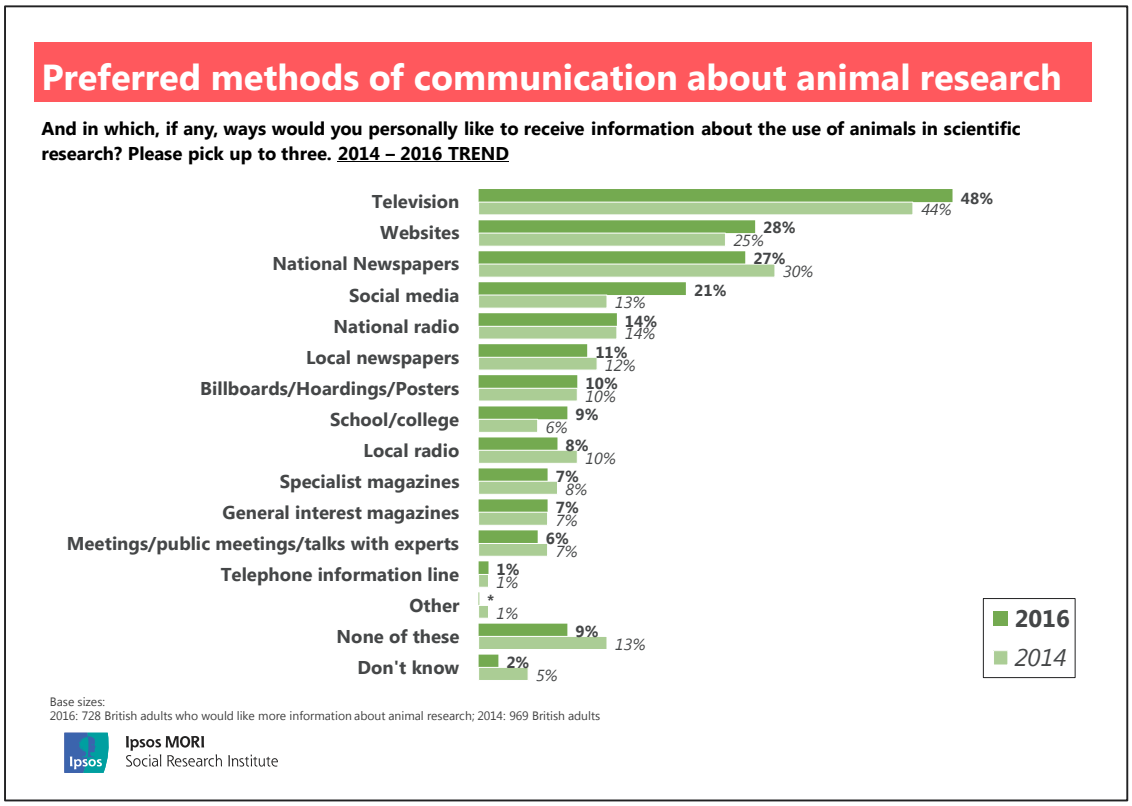
Figure 5.7: Preferred methods of communication about animal research I



Looking at people by their preferred channels for further information on animal research reveals new subgroups that differ in their level of knowledge and interest in the topic:

- Whilst television has the broadest appeal amongst almost all groups, it is especially popular with those who are less well-informed about animal research. Sixty per cent of those from social grade C2 and 52 per cent of those from social grades DE would like to receive more information through television, compared to 39 per cent of ABs, and 44 per cent of C1s. Looking at other knowledge-based questions this pattern is repeated further – 28 per cent of those favouring TV for information feel very or fairly well informed about the use of animals in research (compared to 34 per cent overall), whilst 40 per cent believe that cosmetics can be tested on animals in the UK (slightly higher than the population average of 35%).

- Those who selected national newspapers are equally spread across gender, social grade and educational attainment, but are likely to be older; 37 per cent of those aged 55-64 and 30 per cent of those aged 65+ would like to receive information this way, compared to 15 per cent of those aged 15-24. Those favouring national newspapers are slightly more likely than average to feel very/fairly well informed about animal research (37% compared to 34% overall), but those specifically reading *middle-market* papers are still slightly more likely than average to believe that cosmetic testing is permitted (43%, compared to 35% overall).

- Websites are more popular as an information source amongst younger and middle-aged people – for all age groups 55 and under, at least three in ten say they would like to receive information via websites (15-24: 42%; 25-34: 31%; 35-54: 32%). Websites are also more popular as a source amongst ABs (38%, compared to 28% overall and 24% of DEs). One third of website users (36%) feel very/fairly well informed about the use of animals in

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scientific research (in line with 34% overall), but four in ten (39%) wrongly believe that testing cosmetics on animals is permitted in the UK (compared to 35% overall).

- Those who would like to receive information via **social media** are more strongly concentrated in younger age brackets – four in ten (40%) of 15-24s chose this option, compared to just under three in ten (28%) of those aged 25-44, and less than one in five for any older age brackets (45-54: 17%; 55-64: 11%; 65+: 4%). However, there is a relatively even distribution across social grade. Those preferring social media as a source are equally likely as people overall (35%) to believe cosmetics testing is still legal.

This final social media group is attitudinally different to the previous three; whilst the proportion who feel very/fairly well informed about animal research in the UK is similar (33%, compared to 34% overall), they are more negative about animal research. When asked to select attributes that describe animal research organisations one quarter (25%) selected only positive attributes, compared to one third (34%) of the overall population, and 42 per cent believe that cosmetic testing on animals is permitted in the UK, compared to 35 per cent overall. In a similar vein, four in ten (40%) of this group agree that the UK Government should ban all forms of animal testing – significantly higher than the 26 per cent of the population overall who think so.

Those who do not want to know more about animal research

Over one quarter (28%) of the British public expressly 'do not want to receive more information' about the use of animals in research. The question on receiving more information about animal research was asked in a new format this year, with an "I do not want any more information" code included in the answer options *shown to respondents*. (The 'none of these' category was available but not shown directly in the 2014 survey.)

Those who 'do not want more information' are more likely to be male (32% vs 25% of women), and aged 55-64 (37%). They are also more likely to be from social grades AB (36%), and to be of a white British ethnic background (30%, compared to 15% of those from other ethnic backgrounds).

This group also has a noticeably different view of animal research. Whilst they are no more likely than average to feel well informed about animal research (36%, similar to the 34% overall), and are as likely as the rest of the population to think that cosmetic testing on animals is permitted (36%, against 35% overall), they are much less likely to agree that the UK government should ban all animal research – 17 per cent against 26 per cent overall. Three in ten (30%) agree that it does not bother them if animals are used in research, compared to just over one in five (22%) of the population.

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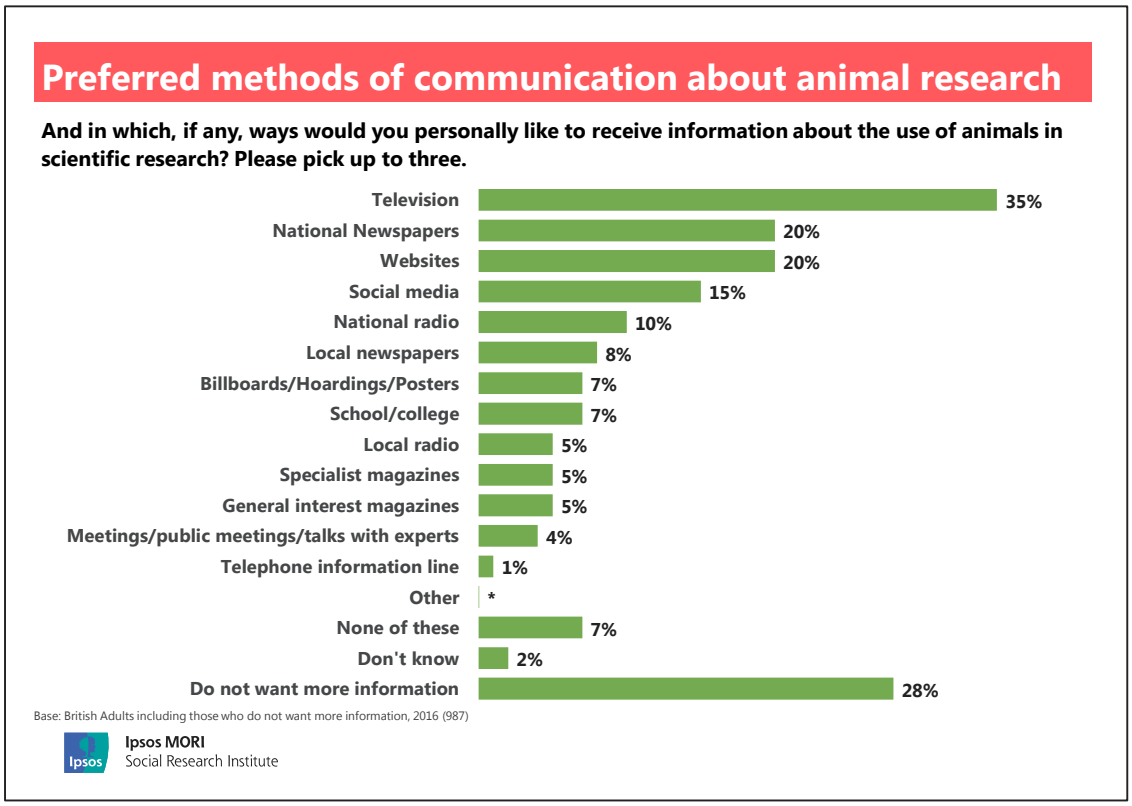
Figure 5.8: Preferred methods of communication about animal research II



Trusted sources of information on animal research

Vets who look after the animals used in research are the most trusted source of balanced information on the use of animals in research; 41 per cent of the public say they would trust vets, 36 per cent would trust universities and 33 per cent would trust animal protection organisations. 'Vets' is a new code added to the question this year.

Whilst the rank order of trusted organisations is mostly unchanged from 2014, there has been a six percentage point drop in the proportion who trust medical research charities, from 28 per cent in 2014 to 22 per cent this year – perhaps linked to the broader picture of more negative stories in the media about charities generally. There has also been a significant rise in the proportion who would trust the NHS to provide balanced information (rising from 22% to 26%).

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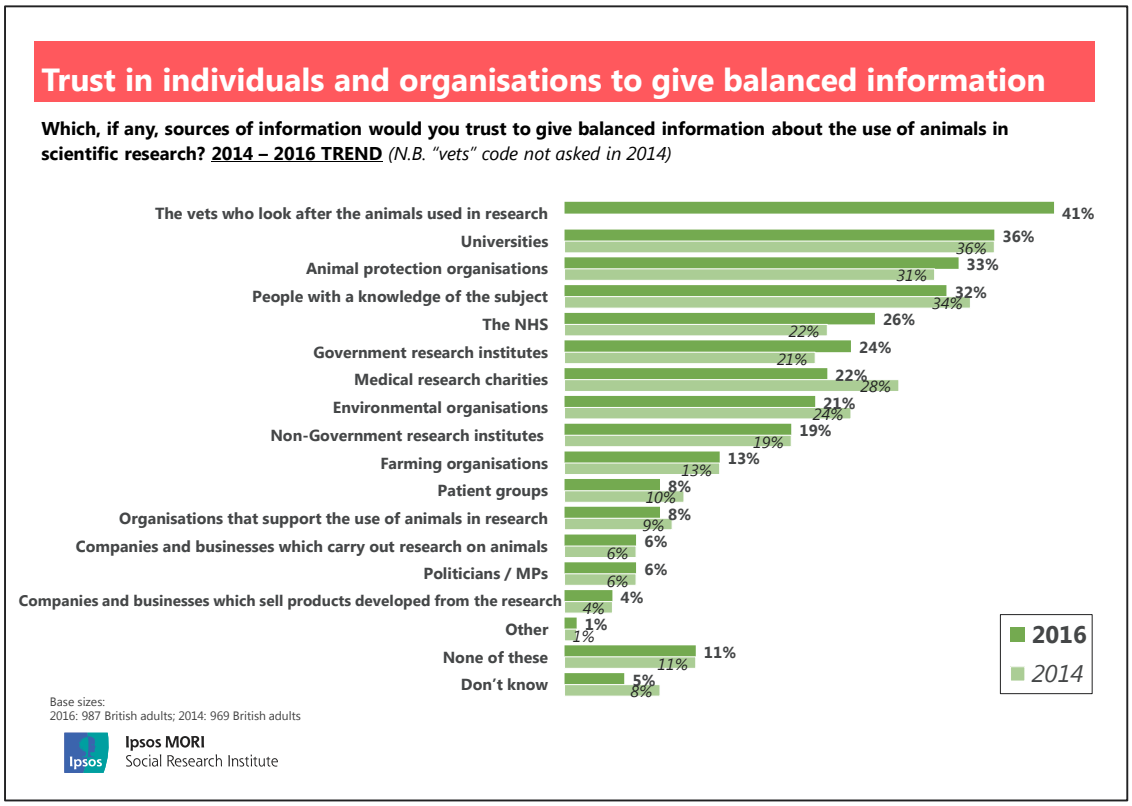
Figure 5.9: Trust in individuals and organisations to give balanced information



Whilst this general order broadly holds across the demographic groups, there are some notable variations:

- Trust in the vets who look after animals used in research is higher amongst those from social grades AB and C1 (49% and 46% respectively), as well as those living in southern England (54%). It is notably lower than average amongst those from non-white ethnic backgrounds (25%) and those resident in London (19%).

- Indeed, as with some other findings in this research, the contrast between London and the surrounding Southern region is especially stark. This is not usually the case in opinion research, and suggests that the subject of animal research 'taps into' a particular fault line between the two regions' populations – be it demographic or cultural.

- Men are more likely than women to trust universities to provide balanced information (41% compared to 32%), rising to 47 per cent amongst men aged 15-34. Readers of broadsheet newspapers (58%), people with degree-level qualifications (47%) and those resident in London (44%) are all more likely than average (36%) to trust universities.

- Animal protection organisations are more trusted by women than men (37% compared to 30%), and are also by those aged 15-24 (43%). Half (50%) of those who would like to receive more information about animal research over social media would trust these organisations to give balanced information – substantially more than average (33%), highlighting the receptiveness of social media users to messaging from these organisations.

  When considering these results, it is important to bear in mind that "animal protection organisations" is a term that may cover a wide range of organisations, ranging from institutions such as the Battersea Dogs and Cats Home, WWF and RSPCA, through to groups with more extreme or specific agendas.

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- Men are also more likely than women to trust the NHS in this area (29%, compared to 26% overall and 23% for women). Those from non-white ethnic backgrounds are also strong advocates of the NHS in this area (37%), to the extent that the NHS is the joint-most trusted source of information (alongside universities) for this group.

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Appendix One – Statistical reliability

The sampling tolerances that apply to the percentage results in this survey are given in the tables below. It should be highlighted that these tolerances are based on perfect random samples, and design effects such as clustering and weighting are likely to increase them. In practice, good quality quota sampling (as used here) has been found to be as accurate as random samples with a similar design.

The first 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 (to a lesser extent) the size of the percentage result. For example, on a question where 50 per cent of the people in a sample of 987 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 5.1: Sampling tolerances for the survey

	Approximate differences required for significant difference at or near these percentage results			
	10% or 90%	**30% or 70%**	**40% or 60%**	**50%**
Overall sample (987)	±2%	±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.

Table 5.2: Subgroup confidence intervals

	Approximate differences required for significant difference at or near these percentage results			
	10% or 90%	**30% or 70%**	**40% or 60%**	**50%**
Men vs. Women (496 vs 491)	±4%	±6%	±6%	±6%
15-24 vs. 65+ (146 vs 251)	±6%	±8%	±9%	±10%
White British versus Black and Minority ethnic background (862 vs 117)	±6%	±9%	±10%	±10%

Sampling tolerances must also be taken into account when making comparisons across the two waves of this survey. The third table highlights the sampling tolerances that must be considered before a result across waves can be seen as statistically significant.

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Table 5.3: Between-wave comparison confidence intervals

	Approximate differences required for significant difference at or near these percentage results			
	10% or 90%	**30% or 70%**	**40% or 60%**	**50%**
2016 all vs. 2014 all (987 vs 969)	±3%	±4%	±4%	±4%
2016 men vs. 2014 men (496 vs 477)	±4%	±6%	±6%	±6%

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Appendix Two – Demographic information

Social Grade Definitions

Listed below is a summary of the social grade definitions used in 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.

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The tables below outline the demographic profile of this year's sample, showing the proportion of the sample that make up each group both before and after weighting.

Table 5.4: Demographic profile of 2016 sample

	Unweighted	*Weighted*
Gender	%	
Male	50%	49%
Female	50%	51%
	Unweighted	*Weighted*
Age	%	
15-24	15%	15%
25-34	14%	17%
35-44	14%	16%
45-54	14%	17%
55-64	17%	14%
65+	25%	22%
	Unweighted	*Weighted*
Social grade *(see above for definitions)*	%	
AB	21%	27%
C1	31%	27%
C2	19%	21%
DE	29%	25%
	Unweighted	*Weighted*
Respondent working status	%	
Working full-time (30+ hrs)	40%	47%
Working part-time (9-29 hrs)	8%	9%
Not working (e.g. retired, student)	52%	44%
	Unweighted	*Weighted*
Children in household	%	
Aged 0-5	15%	17%
Aged 6-9	10%	11%
Aged 10-15	13%	15%
None <16	73%	69%
	Unweighted	*Weighted*
Ethnicity	%	
White	87%	86%
Non-white	12%	13%
	Unweighted	*Weighted*
Education	%	
No formal qualifications	17%	15%
GCSE/O Level/equivalent	30%	30%
A Level/equivalent	20%	20%
Degree or above	26%	29%

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Appendix Three – Questionnaire

Q1
How well informed do you feel, if at all, about the use of animals in scientific research in the UK? Just read out the letter that applies
ASK ALL. SINGLE CODE ONLY. REVERSE CODES.

A - Very Well Informed
B - Fairly Well Informed
C - Not Very Well Informed
D - Not At All Informed

(Not stated)
(DK/Not sure)

Q2
And how interested would you be, if at all, in finding out more about each of the things that I am about to read out? Again, just read out the letter that applies
ASK ALL. READ OUT 2A) AND 2B). ALTERNATE ORDER. REVERSE CODES. SINGLE CODE ONLY FOR EACH

2A) The ongoing work to find alternatives to using animals in scientific research

2B) The ongoing work to improve the welfare of animals used in scientific research

A - Very Interested
B - Fairly Interested
C - Not Very Interested
D - Not At All Interested

(Don't Know)

Q3
Using this card, how strongly do you agree or disagree with these general statements about the use of animals in scientific research in the UK? Again, just read out the letter that applies for each
ASK ALL. ROTATE ORDER OF READING OUT PARTS 3A - 3P. SINGLE CODE ONLY. REVERSE ANSWER CODES.

3A - I can accept the use of animals in scientific research as long as it is for medical research purposes and there is no alternative

3B - There needs to be more work done into alternatives to using animals in scientific research

3C - I can accept the use of animals in scientific research as long as there is no unnecessary suffering to the animals and there is no alternative

3D - I think that animals should not be used in any scientific research because of the importance I place on animal welfare

3E - It does not bother me if animals are used in scientific research

3F - The use of animals for medical research purposes should only be conducted for life -threatening or debilitating diseases

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3G – The UK government should ban the use of animals for any form of research

3H – It is acceptable to use animals in research to help our understanding of the human body, where there is no alternative

3I – It is acceptable to use animals in research to help our understanding of animal health, where there is no alternative

3J – IT IS ACCEPTABLE TO use animals for all types of research where there is no alternative

STATEMENTS 3K - 3M SHOULD ALWAYS BE ASKED AFTER STATEMENTS 3A – 3J IN THE Q3 BATTERY

It is acceptable to use animals in scientific research to test…
ALTERNATE ORDER. SINGLE CODE. REVERSE CODES.

3K - …chemicals that could harm people

3L - …chemicals that could harm pets, farm animals or wildlife

3M - …chemicals that could harm plants or the environment

A - Strongly Agree
B - Tend to Agree
C - Neither Agree nor Disagree
D - Tend to Disagree
E - Strongly Disagree

(Don't Know)

Q4
And which, if any, of these do you think is true? Just read out any letter or letters that apply from A to E
ASK ALL. MULTICODE. REVERSE CODES.

A The use of animals for medical research purposes is important to human health

B Scientists could do more to reduce the suffering of animals used in scientific research

C Scientific research using animals is not always carried out to high standards

D Scientific research is carried out on animals only when there is no alternative

E Researchers are working to find alternatives to using animals in scientific research

None
DK

Q5
And using this card, how strongly do you agree or disagree with the following statements about the rules and regulations on the use of animals in scientific research in the UK? You can just read out the letter that applies for each…
ASK ALL. ROTATE ORDER OF READING OUT PARTS 5A - 5G. SINGLE CODE ONLY FOR EACH PART 5A - 5G
ROTATE ANSWER CODES.

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5A - I do not trust the regulatory system around the use of animals in scientific research

5B - I trust scientists not to cause unnecessary suffering to the animals used in scientific research

5C - I feel that unnecessary duplication of scientific research involving animals MIGHT go on

5D - Scientific research involving animals sometimes goes on without an official licence

5E – The UK has strict rules on the use of animals in scientific research

5F - The rules in the UK on scientific research involving animals are well enforced

5G - I trust the regulators to uncover any misconduct at animal research facilities

A - Strongly Agree
B - Tend to Agree
C - Neither Agree nor Disagree
D - Tend to Disagree
E - Strongly Disagree

(Don't Know)

Q6A
Which, if any, of the following do you feel are acceptable things for an animal protection organisation to do? Please read out the letter or letters which apply.
ASK ALL. INTERVIEWER – IF RESPONDENT SAYS 'DEPENDS ON LEGALITY / WHETHER IT'S LEGAL' etc., PLEASE RECORD SEPARATELY

a. Ask people to put a sticker / poster in their window

b. Destroy / damage property

c. Release animals illegally

d. Hand out leaflets

e. Occupy research facilities illegally

None
DK
Depends on legality

Q6B And now thinking about demonstrations and protests. Which, if any, of these do you feel it is acceptable for an animal protection organisation to do?
ASK ALL.

f. Organise a demonstration or protest outside research laboratories

g. Organise a demonstration or protest outside the homes of people who work in animal research facilities

h. Organise a demonstration or protest outside companies which transport research animals (e.g. road haulage or airlines)

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i. Organise a demonstration or protest outside companies which supply services to animal research organisations (e.g. banks, cleaners, builders, caterers etc)

None
DK
Depends on legality

Q6C
And now some other activities. Again, which if any of these do you feel it is acceptable for an animal protection organisation to do?
ASK ALL.

j. Organise petitions

k. Send 'hate mail' or abusive messages to those involved in animal research (either in the post or online)

l. Set up road blocks Illegally

m. Use physical violence against those who carry out scientific research on animals

n. Carry out serious crime (e.g. arson, car bombs, mail bombs)

o. Organise an ONLINE campaign (e.g. via Twitter, chat rooms, blogs etc) against people involved in animal research

p. Publicise without their permission the identity of people carrying out research involving animals

q. Secretly film the activities in animal research facilities

r. Verbally harass people who carry out research on animals

s. Write letters to newspapers / MPs etc to object to the use of animals in research

t. Misrepresent or 'spin' the information about the use of animals to support their cause

None
DK
Depends on legality

Q7
Which, if any, sources of information would you trust to give balanced information about the use of animals in scientific research? Just read out the letter or letters that apply.
ASK ALL. MULTICODE OK. ROTATE CODES.

A Universities
B Animal protection organisations
C Organisations that support the use of animals in research
D Companies and businesses which carry out the research with animals
E Companies and businesses which sell products developed from the research
F Politicians / MPs
G Government research institutes
H Non-Government research institutes

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I Environmental organisations
J The NHS
K People with a knowledge of the subject
L Farming organisations
M Medical research charities
N Patient groups
O Vets who look after the animals used in research

(Other – WRITE IN)
(None of these / Nobody / None)
(Don't know)

Q8
And in which, if any, ways would you personally like to receive information about the use of animals in scientific research? Please pick up to three.
ASK ALL. MULTICODE UP TO THREE. ROTATE CODES.

A Billboards / Hoardings / Posters
B General interest magazines
C Specialist magazines (eg science or medical journals)
D Local newspapers
E National newspapers
F Websites
G Local radio
H National radio
I School / College
J Social media (e.g. Twitter, Facebook, online blogs, online chat rooms, etc.)
K Meetings / public meetings / talks with experts (eg researchers, specialist charities)
L Telephone information line
M Television

(None of these)
(Do not want more information)

(OTHER - record if mentioned)
(Don't Know)

Q9
How much, if anything, do you feel you know about the UK Government's work to:
ASK ALL. ALTERNATE ORDER OF 1) – 3). SINGLE CODE FOR EACH. ROTATE ANSWER CODES.

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

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

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

A - A Great Deal
B - A Fair Amount
C – A little

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D - Nothing At All

DK
Not Sure

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

Just read out the letter that best fits
ASK ALL. SINGLE CODE. ROTATE CODES.

A Yes, I knew this
B No, I did not know this
C Not sure

Q11A
As far as you know, for which of these types of research, if any, are researchers currently allowed to use animals in the UK (with the applicable licence)? Just read out the letter or letters that apply

Q11B
And for which, if any, of these types of research should researchers be allowed to use animals? Please read out the letter or letters that apply.
ASK ALL. MULTICODE. ROTATE ANSWER CODES.

a. Biological research to advance our understanding of the human body
b. Trying to develop new treatments / procedures for specific diseases
c. Biological research to advance our understanding of animal health & welfare
d. Testing cosmetics / ingredients for cosmetics
e. Developing new methods of medical diagnosis
f. Safety testing of non-medical products such as the ingredients of home cleaning products
g. Safety testing of non-medical products such as chemicals used in industry or farming

(None of these)
(Don't know)

Q12
And which, if any, types of animals do you think it is acceptable to use for….. Just read out any letters that apply.
ASK ALL. ALTERNATE ORDER OF 12A – 12C. MULTICODE OK FOR EACH. ROTATE ANSWER CODES.

12A…. Medical research to benefit people
12B…. Research into animal health
12C…. Environmental research (for example, to look at the effect of chemicals on the food chain or the effect of air pollution on health)

a. Fish
b. Amphibians e.g. frogs, toads, newts
c. Birds
d. Mice
e. Rats
f. Cats

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g. Dogs
h. Pigs
i. Small monkeys such as marmosets
j. Large monkeys such as macaques
k. Great apes e.g. chimpanzees and gorillas
l. Small mammals e.g. rabbits, ferrets
m. Larger mammals e.g. sheep, cows

DK
None of these
Other – WRITE IN

Q13

Which, if any, of the following fit your view of organisations that use animals for UK scientific research? Please read out the letter or letters that fit.

ASK ALL. MULTICODE OK. ROTATE CODES.

A) They are secretive
B) They are well regulated
C) They have poor animal welfare standards
D) They carry out work essential for human health
E) They stick to good animal welfare standards
F) They are open about their work
G) They are dishonest about the results of their work

(None of these)
(Don't know)

Q14

Over the past twelve months, have you seen or heard anything about the use of animals in scientific medical research in the UK?

USE PROMPT Where did you hear about that from?

ASK ALL. OPEN END.

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Appendix Four – Survey topline results

The public attitudes to animals in scientific research topline is a new trend survey built on an amended version of the original BEIS animal research survey that runs back to 1999. The technical information for each wave is as follows:

- 2016: Results are based on 987 interviews conducted face-to-face in home across Great Britain with adults aged 15+ between 4th March and 4th April 2016.
- 2014: Results are based on 969 interviews conducted face-to-face in home across Great Britain with adults aged 15+ between 7th and 13th March 2014.

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

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

	% 2014	**% 2016**
Very well informed	*4*	**7**
Fairly well informed	*26*	**27**
Not very well informed	*44*	**41**
Not at all informed	*24*	**24**
Don't know	*1*	**1**
None of these	*	*

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

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

	% 2014	**% 2016**
Very interested	*14*	19
Fairly interested	*41*	36
Not very interested	*30*	25
Not at all interested	*13*	18
Don't know	*1*	1

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

	% 2014	**% 2016**
Very interested	*12*	17
Fairly interested	*42*	37
Not very interested	*32*	26
Not at all interested	*13*	19
Don't know	*2*	1

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

		Strongly agree %	Tend to agree %	Neither/ nor %	Tend to disagree %	Strongly disagree %	Don't know %	*Agree %*	*Dis-agree %*
I can accept the use of animals in scientific research as long as it is for medical research purposes and there is no alternative	**2016**	**23**	**43**	**16**	**8**	**9**	**1**	***65***	***17***
	2014	21	47	14	9	8	2	*68*	*17*
There needs to be more work done into alternatives to using animals in scientific research	**2016**	**39**	**35**	**18**	**3**	**2**	**2**	***74***	***6***
	2014	39	37	17	4	1	1	76	5
I can accept the use of animals in scientific research as long as there is no unnecessary suffering to the animals and there is no alternative	**2016**	**27**	**44**	**14**	**6**	**8**	**1**	***71***	***14***
	2014	26	43	15	8	7	2	*69*	*14*
I think that animals should not be used in any scientific research because of the importance I place on animal welfare	**2016**	**16**	**19**	**26**	**25**	**13**	**1**	***35***	***38***
	2014	12	19	27	28	12	2	*31*	*40*
It does not bother me if animals are used in scientific research	**2016**	**6**	**15**	**18**	**27**	**32**	**1**	***22***	***59***
	2014	5	14	20	30	29	2	*19*	*59*
The use of animals for medical research purposes should only be conducted for life - threatening or debilitating diseases	**2016**	**16**	**36**	**22**	**14**	**10**	**1**	***53***	***24***
	2014	15	36	22	16	10	1	*51*	*26*

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		Strongly agree %	Tend to agree %	Neither/ nor %	Tend to disagree %	Strongly disagree %	Don't know %	*Agree* %	*Dis-agree* %
The UK government should ban the use of animals for any form of research	**2016**	**14**	**12**	**20**	**31**	**22**	**2**	***26***	***53***
	2014	*11*	*11*	*22*	*32*	*21*	*2*	*23*	*53*
It is acceptable to use animals in research to help our understanding of the human body, where there is no alternative	**2016**	**18**	**39**	**17**	**13**	**10**	**2**	***57***	***24***
	2014	*17*	*43*	*18*	*12*	*9*	*2*	*60*	*21*
It is acceptable to use animals in research to help our understanding of animal health, where there is no alternative	**2016**	**17**	**47**	**17**	**9**	**8**	**1**	***64***	***17***
	2014	*15*	*49*	*18*	*9*	*7*	*1*	*64*	*16*
It is acceptable to use animals for all types of research where there is no alternative	**2016**	**11**	**28**	**20**	**23**	**17**	**1**	**39**	**40**
	2014	*8*	*29*	*19*	*26*	*15*	*2*	*37*	*42*

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

		Strongly agree %	Tend to agree %	Neither/ nor %	Tend to disagree %	Strongly disagree %	Don't know %	*Agree* %	*Dis-agree* %
It is acceptable to use animals in scientific research to test chemicals that could harm people	**2016**	**10**	**28**	**21**	**20**	**20**	**1**	***38***	***40***
	2014	*8*	*33*	*19*	*21*	*17*	*1*	*41*	*39*
It is acceptable to use animals in scientific research to test chemicals that could harm pets, farm animals or wildlife	**2016**	**8**	**28**	**23**	**21**	**18**	**1**	***36***	***40***
	2014	*6*	*32*	*23*	*21*	*16*	*2*	*38*	*37*
It is acceptable to use animals in scientific research to test chemicals that could harm plants or the environment	**2016**	**5**	**20**	**23**	**26**	**25**	**2**	***25***	***50***
	2014	*4*	*19*	*25*	*29*	*23*	*2*	*23*	*52*

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

	% 2014	**% 2016**
Scientists could do more to reduce the suffering of animals used in scientific research	*47*	**48**
The use of animals for medical research purposes is important to human health	*43*	**46**
Researchers are working to find alternatives to using animals in scientific research	*33*	**40**
Scientific research using animals is not always carried out to high standards	*31*	**35**
Scientific research is carried out on animals only when there is no alternative	*24*	**25**
None	*2*	**3**
Don't know	*8*	**6**

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

		Strongly agree %	Tend to agree %	Neither/nor %	Tend to disagree %	Strongly disagree %	Don't know %	*Agree %*	*Dis-agree %*
I do not trust the regulatory system around the use of animals in scientific research	2016	**12**	**23**	**34**	**22**	**5**	**4**	**34**	**27**
	2014	*11*	*22*	*35*	*20*	*5*	*5*	*34*	*26*
I trust scientists not to cause unnecessary suffering to the animals used in scientific research	**2016**	**8**	**33**	**23**	**22**	**12**	***3***	***40***	***34***
	2014	*7*	*33*	*24*	*20*	*12*	*3*	*40*	*32*
I feel that unnecessary duplication of scientific research involving animals MIGHT go on	**2016**	**15**	**44**	**28**	**6**	**1**	***5***	***60***	***7***
	2014	*15*	*45*	*28*	*5*	*1*	*5*	*61*	*6*
Scientific research involving animals sometimes goes on without an official licence	**2016**	**14**	**33**	**32**	**11**	**2**	***8***	***47***	***13***
	2014	*15*	*35*	*29*	*9*	*3*	*9*	*50*	*12*
The UK has strict rules on the use of animals in scientific research	**2016**	**12**	**40**	**28**	**8**	**4**	***8***	***52***	***13***
	2014	*14*	*37*	*28*	*7*	*4*	*9*	*51*	*12*
The rules in the UK on scientific research involving animals are well enforced	**2016**	**6**	**28**	**36**	**15**	**7**	***9***	***34***	***21***
	2014	*5*	*30*	*35*	*12*	*7*	*11*	*35*	*19*
I trust the regulators to uncover any misconduct at animal research facilities	**2016**	**8**	**33**	**25**	**19**	**11**	***4***	***41***	***30***
	2014	*8*	*34*	*24*	*17*	*12*	*5*	*42*	*29*

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

	% 2014	**% 2016**
Hand out leaflets	*80*	**78**
Ask people to put a sticker / poster in their window	*65*	**70**
Release animals illegally	*7*	**9**
Occupy research facilities illegally	*8*	**8**
Destroy / damage property	*2*	**4**
None of these	*4*	**5**
Don't know	*4*	**3**
Depends on legality	*-*	*****

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

	% 2014	**% 2016**
Organise a demonstration or protest outside research laboratories	*61*	**62**
Organise a demonstration or protest outside companies which transport research animals (e.g. road haulage or airlines)	*33*	**35**
Organise a demonstration or protest outside companies which supply services to animal research organisations (e.g. banks, cleaners, builders, caterers etc.)	*29*	**32**
Organise a demonstration or protest outside the homes of people who work in animal research facilities	*6*	**11**
None of these	*17*	**20**
Don't know	*9*	**5**
Depends on legality	*-*	**1**

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

	% 2014	**% 2016**
Organise petitions	*72*	74
Write letters to newspapers / MPs etc. to object to the use of animals in research	*72*	69
Organise an ONLINE campaign (e.g. via Twitter, chat rooms, blogs etc.) against people involved in animal research	*41*	44
Secretly film the activities in animal research facilities	*33*	31
Publicise without their permission the identity of people carrying out research involving animals	*5*	9
Set up road blocks illegally	*4*	4
Verbally harass people who carry out research on animals	*3*	3
Misrepresent or 'spin' the information about the use of animals to support their cause	*2*	3
Send 'hate mail' or abusive messages to those involved in animal research (either in the post or online)	*1*	2
Use physical violence against those who carry out scientific research on animals	*1*	2
Carry out serious crime (e.g. arson, car bombs, mail bombs)	*1*	2
None of these	*5*	6
Don't know	*6*	4
Depends on legality	-	*

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

	% 2014	**% 2016**
Vets who look after the animals used in research	-	**41**
Universities	*36*	**36**
Animal protection organisations	*31*	**33**
People with a knowledge of the subject	*34*	**32**
The NHS	*22*	**26**
Government research institutes	*21*	**24**
Medical research charities	*28*	**22**
Environmental organisations	*24*	**21**
Non-Government research institutes	*19*	**19**
Farming organisations	*13*	**13**
Patient groups	*10*	**8**
Organisations that support the use of animals in research	*9*	**8**
Politicians / MPs	*6*	**6**
Companies and businesses which carry out research on animals	*6*	**6**
Companies and businesses which sell products developed from the research	*4*	**4**
Other	*1*	**1**
None of these	*11*	**11**
Don't know	*8*	**5**

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Q8a **And in which, if any, ways would you <u>personally</u> like to receive information about the use of animals in scientific research? Please pick up to three.**
2016 Base: All who want to receive more information (728)

	% 2014	**% 2016**
Television	*44*	**48**
Websites	*25*	**28**
National newspapers	*30*	**27**
Social media (e.g. Twitter, Facebook, online blogs, online chat rooms etc.)	*13*	**21**
National radio	*14*	**14**
Local newspapers	*12*	**12**
Billboards/hoardings/posters	*10*	**10**
School/college	*6*	**9**
Local radio	*10*	**8**
Specialist magazines (e.g. science or medical journals)	*8*	**7**
General interest magazines	*7*	**7**
Meetings/public meetings/talks with experts (e.g. researchers, specialist charities)	*7*	**6**
Telephone information line	*1*	**1**
Other	*1*	*
None of these	*13*	**9**
Don't know	*5*	**2**

Q8b **And in which, if any, ways would you <u>personally</u> like to receive information about the use of animals in scientific research? Please pick up to three.**

Television	**35**
National newspapers	**20**
Websites	**20**
Social media (e.g. Twitter, Facebook, online blogs, online chat rooms etc.)	**15**
National radio	**10**
Local newspapers	**8**
Billboards/hoardings/posters	**7**
School/college	**7**
Local radio	**5**
Specialist magazines (e.g. science or medical journals)	**5**
General interest magazines	**5**
Meetings/public meetings/talks with experts (e.g. researchers, specialist charities)	**4**
Telephone information line	**1**
Other	*
None of these	**7**
Don't know	**2**
Do not want more information	**28**

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

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

	% 2014	**% 2016**
A great deal	*1*	**1**
A fair amount	*6*	**4**
A little	*21*	**22**
Nothing at all	*71*	**71**
None of these	*1*	**1**

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

	% 2014	**% 2016**
A great deal	*	**1**
A fair amount	*5*	**6**
A little	*23*	**22**
Nothing at all	*71*	**69**
None of these	*1*	**

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

	% 2014	**% 2016**
A great deal	*1*	**1**
A fair amount	*7*	**5**
A little	*25*	**24**
Nothing at all	*67*	**68**
None of these	*1*	**

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

	% 2014	**% 2016**
Yes, I knew this	*6*	**5**
No, I did not know this	*85*	**90**
Not sure	*8*	**6**

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

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

	11a		11b	
	% 2014	**% 2016**	*% 2014*	**% 2016**
Trying to develop new treatments / procedures for specific diseases	*48*	**49**	*48*	**50**
Developing new methods of medical diagnosis	*44*	**42**	*41*	**42**
Biological research to advance our understanding of the human body	*41*	**40**	*39*	**38**
Biological research to advance our understanding of animal health & welfare	*35*	**35**	*37*	**37**
Testing cosmetics / ingredients for cosmetics	*31*	**35**	*5*	**9**
Safety testing of non-medical products such as chemicals used in industry or farming	*23*	**25**	*13*	**14**
Safety testing of non-medical products such as the ingredients of home cleaning products	*18*	**23**	*8*	**10**
None of these	*5*	**8**	*15*	**19**
Don't know	*22*	**21**	*14*	**10**

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

	…Medical research to benefit people		…Research into animal health		…Environmental research (e.g. to look at the effect of chemicals on the food chain or the effect of air pollution on health)	
	% 2014	**% 2016**	*% 2014*	**% 2016**	*% 2014*	**% 2016**
Rats	*47*	**48**	*45*	**47**	*40*	**42**
Mice	*44*	**47**	*42*	**45**	*37*	**38**
Pigs	*24*	**25**	*24*	**27**	*16*	**19**
Fish	*23*	**23**	*25*	**27**	*21*	**23**
Amphibians e.g. frogs, toads, newts	*22*	**22**	*23*	**26**	*17*	**20**
Small mammals e.g. rabbits, ferrets	*22*	**21**	*24*	**24**	*17*	**17**
Small monkeys such as marmosets	*19*	**18**	*18*	**21**	*12*	**12**
Birds	*18*	**20**	*22*	**23**	*16*	**18**
Larger mammals e.g. sheep, cows	*18*	**19**	*23*	**24**	*14*	**16**
Large monkeys such as macaques	*16*	**17**	*17*	**19**	*10*	**11**
Cats	*15*	**19**	*20*	**23**	*11*	**13**
Great apes e.g. chimpanzees and gorillas	*15*	**16**	*16*	**18**	*9*	**10**
Dogs	*14*	**18**	*19*	**23**	*10*	**13**
Others	*1*	*****	*1*	*****	*1*	*****
Any/all animals	*	**1**	*1*	**1**	*1*	**1**
Depends on the research	*	*****	*	*****	*	*****
None of these	*23*	**28**	*24*	**27**	*29*	**34**
Don't know	*13*	**9**	*14*	**9**	*14*	**9**

Q13 **Which, if any, of the following fit your view of organisations that use animals for UK scientific research?**

	% 2014	**% 2016**
They are secretive	*44*	**42**
They carry out work essential for human health	*31*	**34**
They are well regulated	*22*	**24**
They stick to good animal welfare standards	*16*	**17**
They are dishonest about the results of their work	*13*	**13**
They have poor animal welfare standards	*11*	**13**
They are open about their work	*8*	**10**
None of these	*3*	**5**
Don't know	*16*	**11**

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Q14 **Over the past twelve months, have you seen or heard anything about the use of animals in scientific medical research in the UK?** *(All mentions 1% and over)*

	%
Mentions of specific animals	**3**
On-social media/Facebook	**3**
Animals being used for cosmetics research	**2**
Animals being used for research	**2**
Cancer treatment drug trials/ research	**2**
On TV	**2**
TV programme/Documentary	**1**
Newspaper/magazines	**1**
Animal welfare/lack of animal welfare	**1**
Friends/family are doing research in college/university/school	**1**
Through work	**1**
Through school/university	**1**
Radio	**1**
Internet/online search	**1**
News/BBC news	**1**
No/nothing/not heard anything	**76**
No answer	**1**
Other	**2**
Don't know	**9**

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