

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 1
JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I have a lack of trust in the regulatory system about animal experimentation
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Strongly agree	80 8%	38 8%	41 8%	16 10%	13 8%	13 8%	10 6%	7 5%	22 11%e	11 4%	23 8%	20 9%i	26 11%i	71 8%	7 6%	14 8%	12 7%	13 8%	15 10%	11 6%	16 9%
Tend to agree	223 23%	106 22%	118 23%	40 25%	36 22%	25 16%	41 25%	34 25%	48 23%	50 19%	60 22%	57 27%	56 23%	190 22%	33 27%	45 28%q	34 21%	27 17%	30 19%	32 20%	55 30%qrs
Neither agree nor disagree	253 26%	109 23%	143 28%	38 25%	41 25%	47 30%	44 26%	31 23%	51 25%	68 26%	63 23%	62 29%	60 25%	224 26%	27 22%	35 21%	41 25%	34 21%	45 28%	50 31%	48 26%
Tend to disagree	248 25%	132 27%	116 23%	31 20%	44 27%	41 26%	49 29%	37 28%	45 22%	84 33%kl	72 27%	44 21%	48 20%	223 26%	23 19%	35 22%	47 29%t	51 32%ot	40 25%	44 27%t	32 18%
Strongly disagree	81 8%	49 10%h	31 6%	11 7%	10 6%	11 7%	12 7%	19 14%ab	18 9%	30 12%l	23 9%	13 6%	14 6%	71 8%	10 8%	15 10%r	11 7%	23 14%rs	5 3%	11 7%	15 8%
Don't know	102 10%	47 10%	55 11%	20 13%e	20 12%	21 13%e	11 7%	7 5%	22 11%	15 6%	30 11%	18 9%	39 16%ik	81 9%	21 17%om	17 11%	18 11%	12 8%	23 14%	15 9%	17 9%
Agree	303 31%	144 30%	159 32%	55 36%c	49 30%	37 24%	51 30%	41 30%	70 34%	61 24%	83 31%	77 36%i	82 34%i	261 30%	40 33%	59 37%q	45 28%	40 25%	45 29%	43 26%	71 39%qs
Disagree	329 33%	182 38%h	147 29%	42 27%	54 33%	52 33%	61 37%	57 42%af	64 31%	115 44%kl	95 35%l	57 27%	62 25%	294 34%	34 27%	50 31%	58 36%	73 46%orst	45 29%	55 34%	47 26%
Net agree	-26 -3%	-38 -8%	12 2%	14 9%bd f	-5 -3%	-14 -9%	-10 -6%	-16 -12%	6 3%b	-53 -21%	-13 -5%	20 9%j	21 8%j	-33 -4%	7 5%	8 5%r	-13 -8%	-34 -21%	* *	-12 -7%	24 13%oprs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 2
JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I have a lack of trust in the regulatory system about animal experimentation
BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	80 8%	26 8%	28 10%	26 7%	43 8%	22 9%	14 9%	32 8%	4 3%	44 10%	7 5%	12 14%j	11 9%	12 12%o	22 19%o	21 5%	13 8%	5 5%	7 5%	58 9%
Tend to agree	223 23%	68 20%	70 25%	86 23%	124 22%	63 25%	35 23%	97 24%	24 21%	102 22%	25 17%	13 16%	26 20%	24 25%	21 18%	88 21%	32 20%	14 13%	25 18%	167 24%q
Neither agree nor disagree	253 26%	86 26%	74 27%	93 25%	149 26%	61 24%	42 28%	105 25%	33 30%	115 25%	37 25%	19 24%	32 25%	25 27%	27 24%	111 27%	43 27%	39 38%ps	41 31%	160 23%
Tend to disagree	248 25%	80 24%	64 23%	104 28%	164 28%ef	52 20%	31 20%	110 27%	37 33%l	101 22%	52 35%	24 30%	31 24%	15 16%	27 23%	129 31%mn	39 24%	24 23%	36 27%	168 25%
Strongly disagree	81 8%	42 12%bc	17 6%	22 6%	49 9%	18 7%	13 9%	35 8%	6 5%	40 9%	18 12%	7 8%	14 11%	5 6%	5 4%	46 11%n	10 6%	3 3%	12 9%q	62 9%
Don't know	102 10%	34 10%	25 9%	43 12%	45 8%	36 14%d	19 12%	35 8%	9 8%	59 13%	10 7%	6 8%	16 13%	13 13%o	14 12%o	18 4%	22 14%	17 17%	13 10%	67 10%
Agree	303 31%	94 28%	98 35%	111 30%	168 29%	85 34%	49 32%	129 31%	28 25%	146 32%	32 21%	25 30%	37 28%	36 38%o	43 37%o	108 26%	45 28%q	19 18%	31 24%	225 33%q
Disagree	329 33%	122 36%	80 29%	127 34%	213 37%e	70 28%	44 28%	145 35%	42 38%	142 31%	69 47%l	31 38%	45 35%	21 22%	31 27%	174 42%mn	49 31%	27 27%	48 36%	230 34%
Net agree	-26 -3%	-28 -8%	18 6%c	-15 -4%	-45 -8%	15 6%	6 4%	-16 -4%	-15 -13%	5 1%	-38 -26%	-6 -8%	-8 -6%	15 16%	12 10%	-66 -16%	-4 -2%	-9 -8%	-17 -13%	-4 -1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 3

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I have a lack of trust in the regulatory system about animal experimentation

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	80 8%	22 7%	18 10% ^c	12 4%	19 13% ^c	29 9%	17 6%	12 13% ^{fh}	11 6%	7 11%
Tend to agree	223 23%	71 24%	44 23%	53 20%	38 26%	68 22%	74 23%	17 19%	45 23%	18 27%
Neither agree nor disagree	253 26%	87 29%	46 24%	67 25%	36 25%	80 26%	88 28%	16 17%	55 28% ^g	11 16%
Tend to disagree	248 25%	61 20%	46 25%	95 35% ^{ab} d	23 16%	81 26%	83 26%	17 19%	50 26%	14 22%
Strongly disagree	81 8%	23 8%	16 9%	25 9%	11 7%	29 9%	27 9%	6 7%	14 7%	3 5%
Don't know	102 10%	36 12% ^c	18 10%	16 6%	19 13% ^c	26 8%	25 8%	21 24% ^{efh}	17 9%	12 19% ^{efh}
Agree	303 31%	93 31%	62 33%	65 24%	57 39% ^c	96 31%	91 29%	29 33%	56 29%	25 38%
Disagree	329 33%	84 28%	63 33% ^d	120 45% ^{ab} d	34 23%	111 35%	110 35%	23 26%	64 33%	17 27%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 3

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I have a lack of trust in the regulatory system about animal experimentation

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
TOTAL	986	300	188	268	147	313	315	89*	192	66*
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	-26	9	-1	-56	23	-14	-19	6	-8	8
	-3%	3% ^b	*	-21%	16% ^{cab}	-5%	-6%	7%	-4%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 4
JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I trust the scientists not to cause unnecessary suffering to the animals being experimented on
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496 504	178 151	134 145	168 224	204 314	211 271	855 141	171 122	203 158	157 189									
Weighted Base	986	483 504	155 164	158 167	135 207	259 270	214 243	860 122	161 162	160 158	163 183									
Strongly agree	120 12%	68 51 14% 10%	16 21 10% 13%	19 15 12% 9%	19 30 14% 14%	33 40 13% 15% ^{kl}	19 27 9% 11%	105 13 12% 11%	24 19 15% 12%	25 13 16% ^r 8%	15 23 9% 13%									
Tend to agree	327 33%	171 156 35% 31%	46 46 29% 28%	57 56 36% 33%	51 72 38% 35%	108 84 42% ^{jl} 31%	72 63 34% 26%	285 39 33% 32%	47 57 29% 35%	67 44 42% ^{or} 28%	56 56 34% 30%									
Neither agree nor disagree	176 18%	86 90 18% 18%	31 29 20% 18%	24 29 15% 17%	28 36 20% 17%	44 41 17% 15%	41 50 19% 20%	146 30 17% 24% ^m	29 28 18% 17%	29 31 18% 20%	24 34 15% 19%									
Tend to disagree	181 18%	77 104 16% 21%	32 31 21% 19%	20 39 13% 23% ^c	23 37 17% 18%	48 49 18% 18%	37 47 17% 19%	163 18 19% 15%	31 26 19% 16%	20 32 13% 20%	33 39 20% 21% ^q									
Strongly disagree	121 12%	53 68 11% 14%	18 22 12% 14%	26 23 14% 9%	12 20 10%	17 38 7% 14% ⁱ	33 33 15% ⁱ 14% ⁱ	118 3 14% ⁿ 2%	18 23 11% 14%	12 22 7% 14%	26 20 16% ^q 11%									
Don't know	63 6%	28 35 6% 7%	13 15 8% ^e 9% ^e	11 7 7% 4%	3 14 3% 7%	8 18 3% 7%	12 24 6% 10% ⁱ	42 19 5% 16% ^m	12 9 7% 6%	7 16 4% 10%	9 10 6% 6%									
Agree	446 45%	239 207 50% ^h 41%	61 67 39% 41%	76 71 48% 42%	70 101 51% ^a 49%	141 124 55% ^{kl} 46% ^l	91 90 42% 37%	390 53 45% 43%	71 76 44% 47%	92 57 58% ^{or} 36%	71 79 44% 43%									
Disagree	302 31%	130 172 27% 34% ^g	50 53 32% 32%	47 61 30% 37%	35 57 26% 27%	65 88 25% 32%	70 79 33% 33%	282 20 33% ⁿ 17%	49 49 31% ^q 30%	32 54 20% 34% ^q	59 59 36% ^q 32% ^q									
Net agree	144 15%	109 35 23% ^h 7%	11 14 7% 9%	29 10 19% ^{abd} 6%	35 45 26% ^{ab} 22% ^{ab}	76 37 30% ^{jk} 14% ^l	21 10 10% ^l 4%	108 32 13% 26% ^m	22 27 14% ^r 17% ^{rs}	60 3 38% ^{opr} 2%	12 20 7% ^r 11% ^r									

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 5
JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I trust the scientists not to cause unnecessary suffering to the animals being experimented on
BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	120 12%	52 16%	28 10%	39 10%	76 13%	23 9%	21 14%	47 11%	15 14%	57 12%	24 17%	8 10%	17 13%	12 12%	13 11%	59 14%	24 15%	11 10%	10 8%	85 12%
Tend to agree	327 33%	116 34%	100 36%	111 30%	196 34%	69 27%	60 39%e	147 35%	35 32%	144 31%	58 40%	32 40%	46 36%	28 29%	42 36%	147 36%	51 32%	34 33%	45 34%	229 34%
Neither agree nor disagree	176 18%	50 15%	45 16%	80 21%a	110 19%	42 17%	23 15%	73 18%	16 14%	87 19%	26 18%	10 12%	15 12%	15 16%	14 12%	76 18%	29 18%	19 18%	29 22%	115 17%
Tend to disagree	181 18%	56 17%	49 18%	76 20%	101 18%	56 22%	23 15%	74 18%	20 18%	87 19%	23 16%	15 19%	25 19%	22 23%	16 14%	77 19%	22 14%	17 16%	26 20%	130 19%
Strongly disagree	121 12%	46 14%	39 14%	36 10%	66 12%	38 15%	16 11%	54 13%	18 16%	49 11%	9 6%	13 16%j	17 13%	11 12%	25 22%o	42 10%	23 14%	10 10%	12 9%	85 12%
Don't know	63 6%	16 5%	14 5%	32 9%a	27 5%	25 10%d	11 7%	19 5%	8 7%	36 8%	6 4%	2 3%	10 8%	8 8%o	5 5%	10 3%	11 7%	13 12% ^s	10 7%	38 6%
Agree	446 45%	168 50% ^c	129 46%	150 40%	272 47% ^e	91 36%	81 52% ^e	193 47%	51 45%	202 44%	83 56%	41 50%	63 49%	39 42%	55 47%	206 50%	74 47%	44 43%	55 42%	314 46%
Disagree	302 31%	102 30%	88 32%	112 30%	167 29%	94 37% ^{df}	39 25%	128 31%	38 34%	136 30%	33 22%	28 35% ^j	42 32%	33 34%	42 36%	120 29%	45 28%	27 26%	38 29%	215 31%
Net agree	144 15%	66 20% ^c	40 15%	38 10%	104 18% ^e	-2 -1%	42 27% ^{de}	65 16%	13 12%	66 14%	50 34% ^{kl}	12 15%	22 16%	7 7%	13 11%	87 21% ^{mn}	29 18%	18 17%	17 13%	99 15%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 6
JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I trust the scientists not to cause unnecessary suffering to the animals being experimented on
BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	120 12%	35 12%	25 13%	41 15%	14 10%	44 14%	36 11%	8 9%	25 13%	5 8%
Tend to agree	327 33%	78 26%	70 37%a	103 39%a	49 33%	118 38%g	101 32%	23 26%	63 33%	18 27%
Neither agree nor disagree	176 18%	59 20%	31 16%	41 15%	27 18%	61 19%	52 17%	15 17%	39 20%	7 10%
Tend to disagree	181 18%	57 19%	32 17%	51 19%	27 19%	46 15%	65 21%	17 19%	33 17%	17 27%e
Strongly disagree	121 12%	49 16%c	22 12%	22 8%	18 12%	29 9%	46 14%	13 14%	21 11%	11 16%
Don't know	63 6%	22 7%	7 4%	10 4%	11 8%	16 5%	14 5%	13 15%efh	12 6%	8 12%f
Agree	446 45%	112 38%	96 51%a	145 54%ad	63 43%	162 52%gi	138 44%	31 35%	88 46%	23 35%
Disagree	302 31%	106 35%	54 29%	73 27%	46 31%	75 24%	111 35%e	30 33%	54 28%	28 43%eh

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 6

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I trust the scientists not to cause unnecessary suffering to the animals being experimented on**

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	144 15%	6 2%	41 22% ^{ad}	72 27% ^{ad}	18 12% ^{ca}	87 28% ^{fgh}	27 9% ^{gi}	1 2%	34 18% ^{fg}	-5 -8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 7
JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I feel that unnecessary duplication of animal experiments MAY go on
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Strongly agree	170 17%	84 17%	85 17%	21 14%	24 15%	29 19%	36 22%	20 14%	39 19%	38 15%	53 19%	34 16%	45 19%	157 18% ⁿ	12 10%	24 15%	35 22%	25 16%	22 14%	30 18%	34 18%
Tend to agree	406 41%	189 39%	217 43%	66 42%	63 39%	62 39%	83 50% ^f	60 44%	72 35%	123 48% ^l	109 40%	92 43% ^l	81 33%	365 42% ⁿ	40 33%	59 37%	67 42%	63 39%	70 44%	78 48%	69 38%
Neither agree nor disagree	192 19%	94 20%	98 19%	33 21%	33 20%	33 21%	25 15%	43 19%	43 21%	51 20%	45 17%	43 20%	53 22%	164 19%	28 23%	38 24%	25 15%	31 20%	28 18%	34 21%	36 20%
Tend to disagree	80 8%	44 9%	36 7%	11 7%	20 13%	12 8%	12 7%	11 8%	13 6%	20 8%	16 6%	18 8%	27 11% ^j	68 8%	12 10%	19 12%	13 8%	13 8%	11 7%	12 6%	
Strongly disagree	31 3%	15 3%	16 3%	9 6% ^d	5 3%	3 2%	2 1%	6 5%	5 3%	7 3%	13 5%	4 2%	6 3%	26 3%	4 3%	6 4%	4 2%	5 3%	7 5%	2 1%	6 3%
Don't know	107 11%	56 12%	52 10%	15 10%	18 11%	18 12%	8 5%	13 9%	35 17% ^{de}	20 8%	34 12%	24 11%	30 12%	80 9%	27 22% ^m	15 10%	18 11%	22 14% ^s	17 11%	8 5%	26 14% ^s
Agree	576 58%	273 57%	302 60%	87 56%	88 54%	91 58%	119 71% ^{ab}	80 59%	111 54%	161 62% ^l	162 60%	126 59%	127 52%	522 61% ⁿ	52 42%	83 51%	103 63%	88 55%	92 58%	108 66% ^o	103 56%
Disagree	111 11%	59 12%	52 10%	20 13%	25 15%	15 10%	15 9%	18 13%	18 9%	27 10%	30 11%	21 10%	33 14%	94 11%	16 13%	25 16%	16 10%	18 11%	20 13%	13 8%	18 10%
Net agree	464 47%	214 44%	250 50%	67 43%	63 38%	76 48%	105 62% ^{ab}	62 46%	93 45%	134 52% ^l	132 49% ^l	105 49% ^l	93 38%	428 50% ⁿ	36 29%	58 36%	86 53% ^o	70 44%	72 45%	94 58% ^{ooq}	85 46% ^{rt}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 8
JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I feel that unnecessary duplication of animal experiments MAY go on
BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	170 17%	64 19% ^c	58 21% ^c	47 13%	99 17%	39 15%	29 19%	82 20% ^h	10 9%	77 17%	14 10%	14 18%	33 25% ^j	19 20%	23 20%	75 18%	26 16% ^q	7 7%	25 19% ^q	121 18% ^q
Tend to agree	406 41%	139 42%	111 40%	156 42%	246 43%	100 39%	60 39%	181 44% ⁱ	58 52% ⁱ	167 36%	76 51%	36 44%	56 43%	28 30%	40 35%	195 47% ^{mn}	59 37%	43 42%	52 39%	287 42%
Neither agree nor disagree	192 19%	51 15%	57 21%	84 23% ^a	114 20%	45 18%	33 22%	71 17%	22 20%	98 21%	26 18%	12 14%	20 16%	19 20%	23 20%	75 18%	34 21%	28 27% ^s	33 25%	121 18%
Tend to disagree	80 8%	32 9%	14 5%	35 9%	48 8% ^f	28 11% ^f	5 3%	36 9%	8 7%	37 8%	14 9%	9 12% ^l	5 4%	8 9%	11 10%	32 8%	17 11%	8 8%	10 7%	54 8%
Strongly disagree	31 3%	14 4%	7 2%	11 3%	15 3%	14 5%	2 1%	11 3%	3 3%	17 4%	4 3%	3 3%	4 3%	6 6%	2 2%	14 3%	6 4%	1 1%	3 2%	23 3%
Don't know	107 11%	36 11%	30 11%	41 11%	54 9%	28 11%	26 17% ^d	31 8%	11 10%	65 14% ^g	13 9%	7 9%	13 10%	14 15% ^o	16 14% ^o	21 5%	17 11%	17 16% ^r	10 7%	77 11%
Agree	576 58%	203 61%	169 61%	203 54%	345 60%	138 55%	88 57%	264 64% ⁱ	67 60%	245 53%	90 61%	50 62%	89 68%	48 51%	64 55%	270 66% ^m	85 53%	50 48%	77 58%	408 60%
Disagree	111 11%	45 13% ^b	20 7%	46 12%	63 11% ^f	41 16% ^{df}	7 4%	47 11%	11 10%	54 12%	18 12%	12 15% ^l	8 6%	14 15%	13 11%	46 11%	23 15%	9 8%	13 10%	76 11%
Net agree	464 47%	158 47%	149 54% ^c	157 42%	282 49% ^e	97 38%	81 53% ^{ee}	217 53% ⁱ	57 51%	191 41%	73 49%	38 47%	81 62% ^{jk}	34 36%	51 44%	224 54% ^m	62 39%	41 40%	64 48%	332 49% ^p

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 9

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I feel that unnecessary duplication of animal experiments MAY go on**

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	170 17%	53 18%	33 17%	48 18%	25 17%	51 16%	66 21%h	16 18%	23 12%	11 17%
Tend to agree	406 41%	118 39%	88 47%	119 44%	55 37%	119 38%	141 45%	33 37%	84 44%	25 39%
Neither agree nor disagree	192 19%	63 21%	32 17%	46 17%	27 18%	68 22%	53 17%	15 17%	42 22%	11 17%
Tend to disagree	80 8%	18 6%	18 10%	29 11%	10 7%	25 8%	22 7%	2 2%	22 12%g	7 11%g
Strongly disagree	31 3%	15 5%	3 2%	6 2%	5 4%	8 2%	8 3%	6 6%	6 3%	3 4%
Don't know	107 11%	33 11%	14 8%	21 8%	25 17%bc	42 13%f	25 8%	17 20%fh	15 8%	8 12%
Agree	576 58%	171 57%	121 64%	166 62%	80 54%	170 54%	207 66%eh	49 55%	107 55%	37 56%
Disagree	111 11%	33 11%	21 11%	35 13%	16 11%	33 11%	30 9%	8 9%	28 15%	10 15%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 9

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I feel that unnecessary duplication of animal experiments MAY go on**

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	464 47%	138 46%	100 53%	131 49%	64 44%	137 44%	178 56%eh	41 46%	78 41%	27 41%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 10

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence**

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Strongly agree	249 25%	120 25%	129 26%	50 32%	41 25%	36 23%	38 23%	33 25%	51 24%	61 23%	66 24%	50 23%	72 30%	231 27% _n	16 13%	45 28%	40 25%	35 22%	45 29%	34 21%	49 27%
Tend to agree	395 40%	187 39%	208 41%	55 35%	67 41%	61 38%	83 50% _{af}	57 42%	73 35%	93 36%	125 46% _{il}	99 46% _{il}	79 33%	352 41%	44 36%	58 36%	69 42%	60 38%	63 40%	75 46%	70 38%
Neither agree nor disagree	127 13%	64 13%	63 13%	16 10%	25 15%	22 14%	13 8%	25 18% _{ad}	27 13%	40 16% _j	24 9%	28 13%	35 14% _j	103 12%	23 19% _m	21 13%	16 10%	27 17%	19 12%	19 12%	25 13%
Tend to disagree	92 9%	52 11%	40 8%	14 9%	15 9%	16 10%	19 11%	7 5%	21 10%	40 16% _{ijkl}	20 7%	13 6%	19 8%	85 10%	7 6%	15 9%	22 13%	16 10%	14 9%	13 8%	12 7%
Strongly disagree	35 3%	18 4%	17 3%	6 4%	3 2%	8 5%	5 3%	7 5%	5 3%	8 3%	11 4%	8 4%	7 3%	28 3%	7 6%	8 5% _r	3 2%	6 4% _r	1 *	10 6% _r	7 4%
Don't know	89 9%	42 9%	47 9%	16 10%	13 8%	15 9%	9 5%	6 4%	30 15% _{bde}	17 6%	25 9%	16 7%	31 13% _i	62 7%	25 20% _m	14 8%	12 8%	16 10%	14 9%	12 7%	20 11%
Agree	644 65%	307 64%	337 67%	105 67%	108 66%	96 61%	122 73% _f	90 67%	124 60%	154 59%	191 71% _{il}	148 69% _i	151 62%	582 68% _n	60 49%	104 64%	109 67%	95 59%	109 69%	109 67%	119 65%
Disagree	127 13%	69 14%	57 11%	19 12%	19 11%	24 15%	24 14%	14 11%	26 13%	48 19% _{jk}	31 11%	21 10%	26 11%	112 13%	14 12%	23 14%	25 15%	22 14%	15 10%	23 14%	19 10%
Net agree	518 52%	238 49%	280 56%	85 55%	89 54%	72 46%	98 59% _{cf}	76 56%	98 47%	106 41%	160 59% _i	127 60% _i	125 51% _i	470 55% _n	46 38%	81 50%	84 52%	73 46%	94 59% _q	86 53%	100 55%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 11

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence**

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	249 25%	101 30% ^c	69 25%	79 21%	140 24%	69 27%	37 24%	109 26%	27 24%	114 25%	23 15%	24 30% ^j	41 32% ^j	31 33%	35 30%	97 24%	35 22%	17 16%	28 21%	182 27% ^q
Tend to agree	395 40%	129 39%	117 42%	149 40%	235 41%	100 40%	58 38%	184 45% ⁱ	45 40%	166 36%	61 41%	34 42%	48 37%	33 35%	39 34%	180 44%	62 39%	36 35%	54 41%	276 40%
Neither agree nor disagree	127 13%	30 9%	37 13%	60 16% ^a	81 14%	23 9%	24 15%	50 12%	14 12%	63 14%	16 11%	5 6%	15 11%	9 9%	19 16%	52 13%	25 16%	16 16%	24 18%	80 12%
Tend to disagree	92 9%	32 9%	27 10%	33 9%	57 10%	26 10%	10 6%	38 9%	12 11%	42 9%	27 18% ^l	10 12%	10 7%	8 8%	12 11%	47 11%	16 10%	13 13%	14 11%	58 9%
Strongly disagree	35 3%	13 4%	7 2%	15 4%	22 4%	6 2%	7 4%	12 3%	3 2%	20 4%	8 6%	* 1%	4 3%	3 3%	3 3%	17 4%	6 4%	3 2%	4 3%	27 4%
Don't know	89 9%	29 9%	20 7%	39 11%	40 7%	29 11%	19 13% ^d	20 5%	12 11% ^g	57 12% ^g	13 9%	8 10%	13 10%	11 12% ^o	7 6%	19 5%	16 10%	18 18% ^r	8 6%	59 9%
Agree	644 65%	231 69% ^c	186 67%	227 61%	375 65%	169 67%	95 62%	293 71% ⁱ	72 64%	280 61%	84 57%	57 71% ^j	89 68%	64 68%	74 64%	277 67%	96 61%	53 51%	82 62%	458 67% ^q
Disagree	127 13%	45 13%	34 12%	48 13%	79 14%	32 13%	16 10%	50 12%	14 13%	62 13%	35 24% ^{kl}	10 13%	14 11%	11 11%	16 14%	64 16%	22 14%	16 15%	19 14%	85 12%
Net agree	518 52%	185 55%	152 55%	180 48%	296 52%	137 54%	79 51%	242 59% ⁱ	57 51%	218 47%	48 33%	47 59% ^j	75 57% ⁱ	53 57%	58 50%	213 52%	75 47%	37 36%	63 48% ^q	373 55% ^c

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 12

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence**

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	249 25%	87 29% ^c	48 25%	56 21%	40 27%	71 23%	79 25%	20 23%	47 25%	24 37% ^{ee}
Tend to agree	395 40%	117 39%	85 45%	108 40%	59 40%	124 40%	135 43%	35 40%	73 38%	26 39%
Neither agree nor disagree	127 13%	39 13%	19 10%	33 12%	23 16%	48 15% ⁱ	38 12%	7 8%	31 16% ⁱ	3 5%
Tend to disagree	92 9%	15 5%	22 12% ^{ad}	39 15% ^{ad}	6 4%	30 10%	31 10%	4 4%	23 12% ^g	4 6%
Strongly disagree	35 3%	11 4%	4 2%	14 5%	4 3%	5 2%	14 4%	5 6% ^e	7 4%	1 2%
Don't know	89 9%	31 11%	10 5%	19 7%	16 11%	35 11% ^f	17 6%	18 20% ^{efh}	12 6%	7 11%
Agree	644 65%	204 68%	132 70%	164 61%	99 67%	195 62%	214 68%	56 62%	120 62%	50 76% ^{eh}
Disagree	127 13%	26 9%	26 14% ^d	53 20% ^{ad}	10 7%	36 11%	45 14%	9 10%	30 16%	5 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 12

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence**

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
TOTAL	986	300	188	268	147	313	315	89*	192	66*
Weighted Base	518	178	106	111	89	159	170	47	89	45
Net agree	52%	60% ^c	56% ^c	41%	60% ^c	51%	54%	53%	47%	69% ^{efgh}

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 13

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?

Britain probably has tough rules governing animal experimentation

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Strongly agree	162 16%	98 20%h	64 13%	15 9%	28 17%	27 17%	35 21%a	27 20%a	31 15%	56 22%kl	48 18%	28 13%	31 13%	144 17%	18 15%	31 20%r	31 19%r	36 22%rt	11 7%	30 19%r	22 12%
Tend to agree	383 39%	191 40%	192 38%	59 38%	46 28%	62 40%	62 37%	64 48%b	88 43%b	124 48%kl	107 40%l	79 37%	72 30%	347 40%n	35 28%	54 33%	62 38%	76 48%or	52 33%	63 39%	77 42%
Neither agree nor disagree	164 17%	64 13%	100 20%g	28 18%	40 24%ce	21 13%	29 17%	17 12%	30 14%	29 11%	43 16%	43 20%i	49 20%i	140 16%	24 20%	33 21%pq	14 9%	17 10%	34 22%pq	36 22%pq	30 16%
Tend to disagree	108 11%	53 11%	55 11%	23 15%e	19 11%	19 12%	18 11%	10 7%	20 10%	22 8%	25 9%	25 11%	37 15%ij	89 10%	16 13%	19 12%	20 12%	14 9%	23 14%	17 10%	16 9%
Strongly disagree	35 4%	17 4%	18 4%	5 3%	8 5%	4 3%	6 3%	4 3%	9 4%	3 1%	10 4%	11 5%i	11 4%i	33 4%	3 2%	4 3% _s	10 6% _s	3 2%	9 5% _s	- -	9 5% _s
Don't know	134 14%	59 12%	75 15%	26 17%	22 14%	25 16%	18 11%	13 10%	30 14%	24 9%	38 14%	28 13%	44 18%i	107 12%	27 22% _m	20 12%	26 16%	14 9%	29 18% _q	17 11%	29 16% _g
Agree	545 55%	289 60%h	256 51%	74 48%	75 46%	89 56%	97 58%	92 68%ab	119 57% _b	180 70% _{jk}	155 57% _l	107 50%	102 42%	491 57% _n	53 43%	85 53% _r	93 57% _r	111 70% _{op}	64 40%	93 57% _r	99 54% _r
Disagree	143 15%	70 15%	73 14%	27 18%	27 16%	22 14%	24 14%	14 10%	29 14%	25 10%	35 13%	36 17%i	47 20% _{ij}	122 14%	19 15%	23 14%	29 18%	18 11%	31 20% _{qs}	17 10%	25 14%
Net agree	402 41%	219 45%h	183 36%	47 30%	48 29%	66 42% _{ab}	73 44% _{ab}	78 58% _{ab}	90 43% _{ab}	155 60% _{jk}	120 44% _{kl}	71 33% _l	55 23%	370 43% _n	34 28%	62 39% _r	63 39% _r	94 59% _{op}	32 21%	76 47% _r	74 40% _r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 14

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?

Britain probably has tough rules governing animal experimentation

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	162 16%	74 22%bc	33 12%	55 15%	104 18%	37 14%	21 14%	72 17%	18 16%	72 16%	29 20%	11 14%	21 16%	12 13%	17 15%	91 22%	22 14%	17 16%	23 17%	122 18%
Tend to agree	383 39%	129 39%	124 45%c	129 35%	244 42%e	81 32%	58 38%	165 40%	49 44%	169 37%	73 49%	37 46%	52 40%	32 34%	33 28%	184 45%n	57 36%	34 33%	49 37%	270 40%
Neither agree nor disagree	164 17%	47 14%	49 18%	68 18%	88 15%	47 19%	29 19%	70 17%	16 15%	78 17%	12 8%	13 16%	23 18%j	16 17%	22 19%	56 13%	35 22%q	13 12%	19 14%	108 16%
Tend to disagree	108 11%	32 10%	24 9%	51 14%	54 9%	38 15% ^d	14 9%	44 11%	9 8%	54 12%	12 8%	8 10%	11 8%	17 18% ^o	17 15% ^o	33 8%	20 13%	11 10%	17 13%	73 11%
Strongly disagree	35 4%	12 4%	9 3%	14 4%	20 3%	9 4%	6 4%	17 4%	2 2%	16 4%	4 3%	4 5%	6 4%	3 3%	8 6%	14 3%	2 1%	2 1%	6 4%	28 4%
Don't know	134 14%	41 12%	37 13%	57 15%	66 11%	41 16%	26 17%	45 11%	17 15%	72 16%	17 12%	8 10%	18 13%	14 15%	19 16% ^o	34 8%	23 14%	28 27% ^{qpr}	19 14%	82 12%
Agree	545 55%	203 61% ^c	157 57%	184 49%	348 60% ^{ef}	117 47%	79 51%	236 57%	67 60%	241 52%	102 69% ^l	49 60%	74 56%	44 47%	50 43%	275 67% ^{mn}	79 50%	50 49%	72 54%	392 57%
Disagree	143 15%	44 13%	34 12%	65 17%	73 13%	46 18% ^d	21 13%	61 15%	11 10%	71 15%	16 11%	12 14%	17 13%	20 21% ^o	25 21% ^o	47 11%	22 14%	12 12%	23 17%	101 15%
Net agree	402 41%	159 47% ^c	123 45% ^c	119 32%	274 48% ^{ef}	71 28%	58 38%	175 42%	56 50% ⁱ	171 37%	86 58% ^l	37 46%	57 44%	24 26%	25 22%	228 55% ^{mn}	57 36%	38 37%	49 37%	291 43%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 15

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
Britain probably has tough rules governing animal experimentation

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	162 16%	40 13%	31 17% ^d	71 26% ^{abd}	12 8%	57 18%	54 17%	11 12%	31 16%	8 12%
Tend to agree	383 39%	106 35%	77 41%	110 41%	56 38%	136 44% ⁱ	128 41%	29 32%	67 35%	18 27%
Neither agree nor disagree	164 17%	56 19%	29 15%	34 13%	26 18%	45 14%	44 14%	10 11%	45 23% ^{ef}	17 25% ^{efg}
Tend to disagree	108 11%	37 12% ^c	34 18% ^c	17 6%	16 11%	29 9%	38 12%	9 10%	21 11%	8 13%
Strongly disagree	35 4%	13 4%	2 1%	7 3%	8 6% ^b	9 3%	11 3%	4 5%	8 4%	4 5%
Don't know	134 14%	47 16% ^b	15 8%	30 11%	29 19% ^{bc}	36 11%	39 13%	26 29% ^{ef}	21 11%	11 17%
Agree	545 55%	146 49%	108 58% ^d	181 67% ^{ad}	68 46%	194 62% ^{gh}	182 58% ^{gi}	40 45%	98 51%	26 40%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 15

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
Britain probably has tough rules governing animal experimentation

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Disagree	143 15%	50 17% ^c	36 19% ^c	24 9%	24 17% ^c	39 12%	49 15%	13 15%	28 15%	12 18%
Net agree	402 41%	96 32%	72 38%	157 59% ^{ab} d	44 30%	155 50% ^{gh} i	134 43% ^{gi}	27 30%	70 36% ⁱ	14 22%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 16

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?

I expect that the rules in Britain on animal experimentation are well enforced

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Strongly agree	126 13%	83 17% ^h	43 9%	21 13%	18 11%	21 13%	20 12%	21 16%	24 12%	35 13%	41 15%	20 9%	30 12%	106 12%	20 16%	27 17% ^{rt}	25 15%	31 19% ^{rst}	12 7%	17 10%	15 8%
Tend to agree	365 37%	183 38%	182 36%	56 36%	46 28%	66 42% ^b	66 40%	59 43% ^b	71 34%	123 48% ^{kl}	108 40% ^{kl}	61 29%	73 30%	325 38%	39 32%	54 33%	66 41%	64 40%	49 31%	67 41%	66 36%
Neither agree nor disagree	183 19%	85 18%	98 19%	35 22% ^c	34 21%	20 13%	36 21%	21 15%	38 18%	35 13%	45 17%	57 27% ^{ij}	47 19%	155 18%	28 23%	37 23%	24 15%	24 15%	32 20%	32 20%	34 18%
Tend to disagree	137 14%	57 12%	80 16%	18 12%	28 17%	25 16%	28 17%	13 10%	25 12%	33 13%	32 12%	38 18%	34 14%	127 15% ⁿ	7 6%	15 9%	27 17%	15 9%	30 19% ^{oq}	26 16%	24 13%
Strongly disagree	43 4%	21 4%	22 4%	5 3%	12 7%	7 4%	4 2%	6 5%	9 5%	7 3%	10 4%	11 5%	15 6%	42 5%	1 1%	8 5%	6 4%	6 4%	8 5%	5 3%	10 5%
Don't know	131 13%	53 11%	79 16% ^g	20 13%	26 16%	18 11%	13 8%	15 11%	39 19% ^{de}	26 10%	34 13%	27 13%	44 18% ⁱ	105 12%	26 21% ^m	19 12%	15 9%	19 12%	27 17%	17 10%	35 19% ^{ps}
Agree	491 50%	266 55% ^h	225 45%	77 50%	64 39%	87 55% ^b	87 52% ^b	80 59% ^{bf}	96 46%	158 61% ^{kl}	148 55% ^{kl}	82 38%	103 43%	430 50%	59 49%	81 50% ^r	90 56% ^r	95 60% ^{rt}	60 38%	84 51% ^r	81 44%
Disagree	181 18%	78 16%	102 20%	23 15%	39 24%	32 20%	32 19%	20 15%	35 17%	40 16%	43 16%	48 23%	50 20%	169 20% ⁿ	9 7%	24 15%	33 21%	21 13%	39 24% ^{oq}	30 19%	33 18%
Net agree	311 31%	188 39% ^h	122 24%	54 35% ^b	25 15%	55 35% ^b	55 33% ^b	60 45% ^{bd}	61 29% ^b	117 45% ^{kl}	106 39% ^{kl}	33 16%	54 22%	261 30%	51 42% ^m	57 36% ^r	57 35% ^r	74 46% ^{rs}	22 14%	53 33% ^r	47 26% ^f

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 17

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?

I expect that the rules in Britain on animal experimentation are well enforced

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	126 13%	53 16%	34 12%	40 11%	78 14%	33 13%	14 9%	56 14%	11 10%	59 13%	22 15%	9 11%	17 13%	8 9%	15 13%	65 16%	20 12%	7 7%	18 14%	91 13%
Tend to agree	365 37%	127 38%	109 39%	129 34%	224 39%	85 34%	57 37%	165 40%	42 37%	158 34%	68 46%l	38 48%	44 34%	36 38%	38 33%	170 41%	59 37%	41 40%	48 36%	256 37%
Neither agree nor disagree	183 19%	57 17%	56 20%	70 19%	102 18%	48 19%	32 21%	70 17%	24 21%	89 19%	18 12%	13 16%	26 20%	18 19%	24 20%	61 15%	27 17%	19 18%	30 23%	121 18%
Tend to disagree	137 14%	47 14%	25 9%	65 17%b	80 14%	38 15%	18 12%	58 14%	19 17%	60 13%	17 11%	10 13%	17 13%	12 13%	17 15%	65 16%	25 16%	11 11%	16 12%	94 14%
Strongly disagree	43 4%	18 5%	14 5%	12 3%	27 5%	13 5%	3 2%	22 5%	3 3%	19 4%	7 5%	4 5%	6 5%	3 4%	7 6%	15 4%	7 4%	4 4%	4 3%	33 5%
Don't know	131 13%	34 10%	38 14%	59 16%a	65 11%	36 14%	30 19% ^d	42 10%	13 12%	76 17% ^g	16 11%	7 8%	20 16%	17 18% ^o	15 13%	36 9%	23 14%	20 19%	17 13%	88 13%
Agree	491 50%	180 54% ^c	143 52%	169 45%	301 52%	117 47%	71 46%	222 54%	53 47%	217 47%	90 61% ^l	47 58%	62 47%	44 47%	53 46%	235 57% ⁿ	79 49%	49 47%	66 50%	347 51%
Disagree	181 18%	64 19%	39 14%	77 21%	107 19%	51 20%	21 14%	79 19%	22 20%	79 17%	24 16%	14 18%	23 18%	15 16%	24 21%	80 19%	32 20%	16 15%	20 15%	127 19%
Net agree	311 31%	115 34% ^c	103 37% ^c	92 24%	195 34% ^e	66 26%	50 32%	142 35%	31 28%	137 30%	66 45% ^l	33 41%	39 29%	29 31%	29 25%	155 38% ⁿ	47 30%	33 32%	46 35%	219 32%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 18

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I expect that the rules in Britain on animal experimentation are well enforced**

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	126 13%	36 12%	22 12%	49 18% ^d	12 8%	38 12%	50 16%	7 8%	24 13%	4 7%
Tend to agree	365 37%	99 33%	75 40%	113 42% ^{ad}	44 30%	133 43% ^g	114 36%	25 28%	70 37%	21 32%
Neither agree nor disagree	183 19%	67 22% ^c	34 18%	38 14%	29 20%	51 16%	60 19%	14 15%	44 23%	12 18%
Tend to disagree	137 14%	40 13%	37 20%	36 13%	23 16%	30 10%	54 17% ^{eh}	18 20% ^{eh}	19 10%	12 19% ^e
Strongly disagree	43 4%	19 6% ^{bc}	3 2%	5 2%	9 6% ^{bc}	16 5%	10 3%	2 2%	10 5%	6 8%
Don't know	131 13%	40 13%	17 9%	28 11%	29 20% ^{bc}	46 15% ^f	26 8%	24 27% ^{ef}	24 12%	11 17% ^f
Agree	491 50%	134 45%	98 52% ^d	162 60% ^{ad}	57 38%	171 55% ^{gi}	164 52% ^g	32 36%	95 49% ^g	25 38%
Disagree	181 18%	59 20%	40 21%	41 15%	32 22%	45 15%	64 20%	19 22%	29 15%	18 27% ^{eh}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 18

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I expect that the rules in Britain on animal experimentation are well enforced**

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	311	75	58	121	24	126	100	13	65	7
	31%	25% ^d	31% ^d	45% ^{ab}	16% ^d	40% ^{gi}	32% ^{gi}	14%	34% ^{gi}	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 19

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research institutes

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Strongly agree	160 16%	102 21%h	58 12%	17 11%	23 14%	33 21%a	24 14%	30 22%a	33 16%	58 22%k	46 17%k	19 9%	37 15%k	144 17%	16 13%	28 17%r	36 22%rs	37 23%rst	12 7%	20 13%	26 14%
Tend to agree	412 42%	192 40%	220 44%	62 40%	61 37%	72 46%	78 46%	56 41%	85 41%	128 50%l	118 44%l	89 42%l	77 31%	366 43%	44 36%	52 32%	73 45%o	67 42%	71 45%o	76 47%o	73 40%
Neither agree nor disagree	155 16%	77 16%	78 16%	23 15%	36 22%c	17 10%	29 17%	20 15%	31 15%	26 10%	41 15%	45 21%i	44 18%i	132 15%	23 19%	37 23%pq	17 11%	23 14%	22 14%	28 17%	28 15%
Tend to disagree	120 12%	53 11%	67 13%	23 15%	15 9%	16 10%	22 13%	17 13%	26 13%	22 8%	29 11%	33 16%i	36 15%i	105 12%	14 11%	21 13%	15 9%	17 11%	17 11%	24 15%	27 15%
Strongly disagree	48 5%	24 5%	24 5%	11 7%	8 5%	9 6%	5 3%	5 3%	9 4%	11 4%	13 5%	12 5%	13 5%	46 5%	2 2%	7 4%	10 6%	7 5%	13 8%	5 3%	6 3%
Don't know	91 9%	35 7%	56 11%	19 12%de	21 13%de	11 7%	9 5%	7 5%	24 11%e	14 5%	24 9%	17 8%	36 15%ijk	66 8%	24 19%m	16 10%	10 6%	8 5%	23 15%pqs	10 6%	23 12%q
Agree	572 58%	294 61%	278 55%	78 50%	84 51%	104 66%ab	102 61%	86 64%ab	118 57%	187 72%jk	164 61%kl	108 50%	114 47%	510 59%n	60 49%	80 50%	110 68%or	104 65%or	82 52%	97 59%	99 54%
Disagree	168 17%	77 16%	92 18%	35 22%	23 14%	26 16%	28 17%	22 16%	35 17%	33 13%	42 15%	45 21%i	49 20%i	151 18%	16 13%	28 17%	25 15%	24 15%	30 19%	29 18%	33 18%
Net agree	404 41%	217 45%h	187 37%	43 28%	61 37%	79 50%ab	74 44%a	64 48%a	83 40%a	154 59%jk	122 45%kl	63 29%	65 27%	359 42%	44 36%	52 32%	85 52%or	80 50%or	52 33%	68 42%	67 36%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 20

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
I trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research institutes

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	160 16%	76 23%bc	41 15%	43 12%	105 18%e	28 11%	26 17%	75 18%	15 14%	70 15%	25 17%	9 12%	28 22%	14 15%	16 14%	87 21%	28 17%	15 15%	23 18%	108 16%
Tend to agree	412 42%	141 42%	118 43%	153 41%	261 45%f	98 39%	52 34%	179 43%	56 50%	177 38%	76 52%	43 53%	54 41%	33 35%	49 42%	191 46%	65 41%	50 49%	54 41%	283 42%
Neither agree nor disagree	155 16%	42 13%	41 15%	72 19%a	83 15%	40 16%	31 20%	63 15%	14 12%	79 17%	16 11%	10 12%	15 11%	17 18%	16 13%	54 13%	24 15%	14 14%	24 18%	107 16%
Tend to disagree	120 12%	35 10%	32 12%	53 14%	55 10%	39 16%d	24 16% ^d	48 12%	12 11%	59 13%	12 8%	9 11%	15 12%	13 14%	14 12%	47 11%	16 10%	6 6%	16 12%	90 13%
Strongly disagree	48 5%	21 6%	16 6%	11 3%	30 5%	13 5%	5 3%	24 6%	3 3%	21 5%	5 3%	3 4%	8 6%	7 7%	10 9% ^o	14 3%	11 7%	3 3%	5 3%	33 5%
Don't know	91 9%	21 6%	28 10%	42 11% ^a	40 7%	34 14%d	16 10%	24 6%	12 11%	55 12% ^g	14 10%	6 7%	11 9%	10 11% ^o	11 10% ^o	18 4%	16 10%	15 14%	11 8%	61 9%
Agree	572 58%	217 65% ^c	159 57%	196 52%	367 64% ^{ef}	125 50%	78 51%	254 61% ⁱ	71 64%	247 54%	101 69%	52 65%	82 62%	47 50%	65 56%	278 68% ^{mn}	93 58%	65 64%	78 58%	392 57%
Disagree	168 17%	55 16%	49 18%	64 17%	85 15%	52 21% ^d	29 19%	72 18%	15 14%	81 17%	16 11%	12 15%	23 18%	19 21%	25 21%	61 15%	27 17% ^q	9 9%	20 15%	123 18% ^q
Net agree	404 41%	162 48% ^{bc}	110 40%	132 35%	282 49% ^{ef}	73 29%	49 32%	181 44% ⁱ	56 50% ⁱ	167 36%	85 58% ^l	40 50%	59 45%	28 29%	40 35%	217 53% ^{mn}	66 41%	56 55% ^{ps}	57 43%	269 39%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 21

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research institutes**

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	160 16%	49 16%d	38 20%d	52 19%d	12 8%	56 18%	65 21%hi	11 13%	22 11%	6 9%
Tend to agree	412 42%	104 35%	82 44%	139 52%ad	53 36%	140 45%g	144 46%g	26 29%	77 40%	23 35%
Neither agree nor disagree	155 16%	58 19%bc	22 12%	32 12%	29 20%bc	48 15%	40 13%	11 12%	44 23%ef g	11 17%
Tend to disagree	120 12%	43 14%	25 13%	23 9%	25 17%c	33 11%	35 11%	13 15%	21 11%	14 21%efh
Strongly disagree	48 5%	19 6%c	9 5%	7 3%	8 6%	14 4%	14 4%	6 7%	10 5%	3 5%
Don't know	91 9%	27 9%	13 7%	15 5%	20 13%bc	22 7%	18 6%	22 24%ef h	19 10%	9 13%
Agree	572 58%	153 51%	120 64%ad	192 71%ad	65 44%	196 63%gh i	209 66%gh i	38 42%	99 51%	29 44%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 21

**JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?
 I trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research institutes**

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Disagree	168 17%	62 21% ^c	34 18%	30 11%	33 23% ^c	47 15%	48 15%	19 21%	31 16%	17 26% ^e
Net agree	404 41%	91 30%	86 46% ^{ad}	162 60% ^{ab}	32 22% d	148 47% ^{gh} i	161 51% ^{gh} i	19 21%	67 35% ^{gi}	12 18%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 22

JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?

Summary table

BASE: ALL RESPONDENTS

	I have a lack of trust in the regulatory system about animal experimentation	I trust the scientists not to cause unnecessary suffering to the animals being experimented on	I feel that unnecessary duplication of animal experiments MAY go on	I wouldn't be surprised if some animal experiments go on behind closed doors without an official licence	Britain probably has tough rules governing animal experimentation	I expect that the rules in Britain on animal experimentation are well enforced	I trust the inspectors of animal facilities to bring to light any misconduct that may be occurring at animal research institutes
Unweighted Base	1000	1000	1000	1000	1000	1000	1000
Weighted Base	986	986	986	986	986	986	986
Strongly agree	80 8%	120 12%	170 17%	249 25%	162 16%	126 13%	160 16%
Tend to agree	223 23%	327 33%	406 41%	395 40%	383 39%	365 37%	412 42%
Neither agree nor disagree	253 26%	176 18%	192 19%	127 13%	164 17%	183 19%	155 16%
Tend to disagree	248 25%	181 18%	80 8%	92 9%	108 11%	137 14%	120 12%
Strongly disagree	81 8%	121 12%	31 3%	35 3%	35 4%	43 4%	48 5%
Don't know	102 10%	63 6%	107 11%	89 9%	134 14%	131 13%	91 9%
Agree	303 31%	446 45%	576 58%	644 65%	545 55%	491 50%	572 58%
Disagree	329 33%	302 31%	111 11%	127 13%	143 15%	181 18%	168 17%
Net agree	-26 -3%	144 15%	464 47%	518 52%	402 41%	311 31%	404 41%

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 23
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I can accept animal experimentation so long as it is for medical research purposes
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Strongly agree	215 22%	106 22%	110 22%	21 14%	27 17%	38 24%a	44 26%a	34 25%a	52 25%a	67 26%	63 23%	39 18%	46 19%	201 23%n	14 12%	24 15%	38 23%	45 28%or	25 16%	44 27%or	41 22%
Tend to agree	418 42%	206 43%	212 42%	68 44%	58 35%	65 41%	68 40%	90 51%b	90 44%	122 47%l	111 41%	95 44%	90 37%	360 42%	57 46%	63 39%	69 43%	74 46%	63 40%	64 39%	85 46%
Neither agree nor disagree	123 12%	68 14%	55 11%	25 16%e	23 14%	23 14%	19 11%	11 8%	22 11%	29 11%	31 12%	30 14%	33 14%	105 12%	18 15%	29 18%t	20 13%	18 11%	19 12%	21 13%	15 8%
Tend to disagree	113 11%	55 11%	58 11%	22 14%f	30 18%ef	16 10%	20 12%	11 9%	14 7%	24 9%	27 10%	26 12%	35 14%	97 11%	13 10%	26 16%qt	17 10%	13 8%	26 17%qt	19 12%	13 7%
Strongly disagree	70 7%	30 6%	41 8%	13 8%	14 8%	9 6%	11 6%	6 5%	17 8%	5 2%	29 11%i	17 8%i	20 8%i	64 7%	6 5%	14 9%q	11 7%	5 3%	13 8%	9 6%	19 10%q
Don't know	47 5%	18 4%	29 6%	7 4%	12 7%	7 4%	6 3%	4 3%	12 6%	12 5%	9 3%	7 3%	19 8%jk	32 4%	14 12%m	6 4%	7 5%	5 3%	13 8%q	5 3%	11 6%
Agree	633 64%	312 65%	321 64%	90 58%	85 52%	103 65%b	112 67%b	102 75%ab	142 69%ab	189 73%kl	174 64%	135 63%	136 56%	562 65%	71 58%	87 54%	107 66%	119 74%or	88 56%	108 66%o	125 69%or
Disagree	183 19%	85 18%	98 19%	34 22%e	44 27%ce	25 16%	31 18%	18 13%	31 15%	29 11%	56 21%i	43 20%i	55 23%i	161 19%	19 16%	39 24%q	28 17%	18 11%	39 24%q	28 17%	31 17%
Net agree	450 46%	227 47%	223 44%	55 36%	41 25%	78 50%ab	81 48%ab	84 62%ab	111 53%ab	159 62%jk	118 44%l	92 43%l	81 33%	401 47%	51 42%	47 29%	79 49%or	101 63%op	49 31%	80 49%or	94 51%or

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 24

**JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
 I can accept animal experimentation so long as it is for medical research purposes**

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	215 22%	104 31%bc	54 19%	57 15%	141 24%e	37 15%	37 24%e	86 21%	31 28%	99 21%	40 27%	17 21%	26 20%	19 20%	26 23%	117 28%	32 20%	24 23%	25 19%	161 24%
Tend to agree	418 42%	120 36%	114 41%	184 49%a	253 44%	96 38%	68 44%	168 41%	40 35%	210 46%	69 47%	39 48%	52 40%	43 45%	41 35%	177 43%	62 39%	42 41%	67 50%p	283 41%
Neither agree nor disagree	123 12%	37 11%	36 13%	50 13%	65 11%	39 15%	19 12%	59 14%	13 11%	51 11%	13 8%	10 13%	19 14%	10 11%	14 12%	43 11%	20 13%	10 9%	16 12%	83 12%
Tend to disagree	113 11%	37 11%	34 12%	42 11%	54 9%	47 19%df	10 7%	55 13%	15 13%	43 9%	12 8%	9 11%	14 11%	10 11%	18 15%	46 11%	24 15%	10 10%	10 8%	80 12%
Strongly disagree	70 7%	23 7%	30 11%c	17 5%	41 7%	18 7%	10 6%	30 7%	9 8%	31 7%	9 6%	4 5%	14 11%	7 7%	12 10%o	17 4%	12 8%	4 4%	8 6%	51 7%
Don't know	47 5%	14 4%	8 3%	24 6%	22 4%	15 6%	10 6%	15 4%	5 4%	28 6%	6 4%	1 1%	5 4%	6 6%	5 4%	11 3%	10 6%	13 13%prs	7 5%	26 4%
Agree	633 64%	224 67%	168 61%	241 64%	393 68%e	133 53%	105 68%e	254 61%	71 63%	309 67%	109 74%l	56 70%	79 60%	62 66%	67 58%	295 72%n	93 59%	66 64%	92 69%	444 65%
Disagree	183 19%	60 18%	64 23%c	59 16%	95 16%	65 26%df	20 13%	85 21%	24 21%	74 16%	20 14%	13 16%	28 22%	17 18%	30 26%o	63 15%	36 22%r	14 14%	18 13%	130 19%
Net agree	450 46%	165 49%b	104 38%	182 48%b	298 52%e	68 27%	85 55%e	168 41%	47 42%	235 51%g	89 60%l	44 54%l	51 39%	45 48%n	37 32%	232 56%n	58 36%	52 50%p	74 56%p	313 46%p

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 25

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I can accept animal experimentation so long as it is for medical research purposes

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	215 22%	56 19%	41 22%	75 28%a	30 20%	81 26%gh i	81 26%gh i	12 14%	33 17%	7 11%
Tend to agree	418 42%	121 41%	87 46%	114 42%	63 42%	141 45%	128 41%	36 40%	84 44%	26 40%
Neither agree nor disagree	123 12%	44 15%	18 9%	29 11%	19 13%	30 9%	40 13%	14 15%	25 13%	13 20%e
Tend to disagree	113 11%	39 13%	25 13%	27 10%	14 9%	29 9%	34 11%	6 7%	32 17%eg	10 15%
Strongly disagree	70 7%	25 8%	12 6%	13 5%	14 10%	20 6%	20 6%	10 11%	11 6%	6 9%
Don't know	47 5%	13 4%	7 4%	11 4%	8 6%	12 4%	12 4%	12 13%efh	8 4%	4 6%
Agree	633 64%	177 59%	127 68%	189 70%a	93 63%	222 71%gh i	209 66%gi	48 54%	116 60%	33 51%
Disagree	183 19%	65 22%	37 19%	40 15%	28 19%	49 16%	54 17%	16 18%	43 22%	15 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 25

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I can accept animal experimentation so long as it is for medical research purposes

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	450 46%	113 38%	91 48%a	149 55%ad	65 44%	173 55%gh	155 49%gh	32 36%	73 38%	18 27%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 26

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

There needs to be more research into alternatives to animal experimentation

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496 504	178 151	134 145	168 224	204 314	211 271	855 141	171 122	203 158	157 189									
Weighted Base	986	483 504	155 164	158 167	135 207	259 270	214 243	860 122	161 162	160 158	163 183									
Strongly agree	417 42%	195 222 40% 44%	59 64 38% 39%	77 80 49% 48%	54 82 40% 39%	110 122 42% 45%	89 96 41% 40%	381 35 44%n 28%	61 75 38% 47%	59 63 37% 40%	82 77 50%oq 42%									
Tend to agree	360 36%	178 182 37% 36%	59 58 38% 36%	51 66 32% 40%	49 77 36% 37%	104 106 40% 39%	71 78 33% 32%	315 42 37% 35%	55 59 34% 37%	63 62 40% 39%	58 63 35% 34%									
Neither agree nor disagree	96 10%	50 46 10% 9%	18 12 11% 8%	16 10 10% 6%	23 23 11% 11%	23 17 9% 6%	26 30 12%j 12%j	76 20 9% 16%m	19 13 12% 8%	18 11 11% 7%	21 13 8% 8%									
Tend to disagree	45 5%	25 20 5% 4%	7 10 4% 6%	4 5 2% 3%	12 8 9%cdf 4%	8 10 3% 4%	15 15 5% 6%	37 8 4% 6%	11 2 7%p 1%	5 7 7%p 3%	8 4 4% 4%									
Strongly disagree	21 2%	13 8 3% 2%	4 9 3% 6%ce	- 3 - 2%	1 4 1% 2%	3 5 1% 2%	8 4 4% 2%	18 3 2% 2%	11 1 7%pqrs	2 1 1% 1%	4 2 1% 2%									
Don't know	49 5%	22 27 5% 5%	9 10 6% 6%	11 3 7%d 2%	3 3 2% 2%	14 11 7%e 4%	11 8 4% 4%	33 15 4% 13%m	4 11 3% 7%st	6 14 4% 9%os	10 2 6% 1%									
Agree	776 79%	373 403 77% 80%	118 123 76% 75%	128 147 81% 88%ab	103 158 76% 76%	214 228 82%l 84%kl	160 174 75% 72%	696 77 81%n 63%	116 135 72% 83%o	122 125 77% 79%	140 139 86%oq 76%									
Disagree	66 7%	38 28 8% 6%	11 19 7% 12%cd	4 8 2% 5%	13 12 10%cc 6%	12 15 4% 5%	20 20 9% 8%	56 10 6% 8%	22 3 14%prs	7 13 8%p 5%	12 8 5% 7%									
Net agree	711 72%	335 376 69% 75%	107 104 69% 63%	124 139 79%be 83%ab	90 147 66% 71%	202 214 78%kl 79%kl	140 155 66% 64%	640 67 74%n 55%	94 132 58% 81%oq	109 117 69% 74%o	127 127 81%oq 69%o									

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 27

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

There needs to be more research into alternatives to animal experimentation

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	417 42%	164 49% ^c	119 43%	134 36%	256 45%	97 39%	59 38%	186 45%	45 40%	186 40%	57 39%	35 43%	59 45%	33 35%	60 52% ^m	185 45%	62 39%	34 33%	61 46% ^q	295 43%
Tend to agree	360 36%	105 31%	110 40% ^a	145 39%	206 36%	99 39%	54 35%	160 39%	40 36%	159 35%	68 46% ^l	33 41%	38 29%	37 40%	34 29%	167 41% ⁿ	59 37%	37 36%	45 34%	249 37%
Neither agree nor disagree	96 10%	27 8%	24 9%	44 12%	51 9%	22 9%	22 14%	27 7%	13 12%	55 12% ^g	8 5%	8 9%	19 14% ^j	9 10%	7 6%	31 8%	14 9%	17 17% ^{ps}	17 13%	62 9%
Tend to disagree	45 5%	14 4%	11 4%	20 5%	25 4%	15 6%	5 3%	19 5%	4 4%	22 5%	7 5%	2 2%	3 3%	3 3%	6 5%	16 4%	6 4%	4 3%	4 3%	35 5%
Strongly disagree	21 2%	9 3%	4 1%	8 2%	10 2%	8 3%	4 2%	9 2%	1 1%	11 2%	1 1%	1 1%	6 5%	4 4%	4 4%	5 1%	6 4%	1 1%	2 1%	14 2%
Don't know	49 5%	16 5%	9 3%	24 6%	26 5%	12 5%	11 7%	12 3%	8 7%	29 6% ^g	7 5%	2 2%	5 3%	8 8% ^o	5 4%	7 2%	13 8%	10 9% ^{rs}	4 3%	27 4%
Agree	776 79%	269 80%	229 83% ^c	278 74%	463 80%	196 78%	113 73%	346 84% ⁱ	85 76%	345 75%	125 85%	68 85%	98 75%	70 74%	94 81%	352 85% ^m	121 76%	71 69%	106 80% ^q	545 80% ^q
Disagree	66 7%	23 7%	14 5%	28 8%	35 6%	22 9%	9 6%	28 7%	5 5%	32 7%	8 6%	3 4%	10 7%	7 7%	10 9%	22 5%	12 8%	5 5%	6 4%	48 7%
Net agree	711 72%	246 73%	215 78% ^c	250 67%	428 74%	174 69%	104 68%	318 77% ⁱ	80 72%	313 68%	117 79% ^l	65 81% ^l	88 67%	63 67%	84 72%	330 80% ^m	109 68%	66 64%	100 75% ^q	496 73%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 28

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

There needs to be more research into alternatives to animal experimentation

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	417 42%	137 46%	87 46%	108 40%	56 38%	122 39%	158 50%eg h	28 32%	73 38%	30 45%
Tend to agree	360 36%	92 31%	63 34%	124 46%ab d	49 33%	127 41%f	100 32%	34 38%	75 39%	21 31%
Neither agree nor disagree	96 10%	28 9%	21 11%	16 6%	20 14% c	33 11%	25 8%	8 9%	22 11%	5 8%
Tend to disagree	45 5%	22 7% c	8 4%	7 2%	6 4%	14 4%	12 4%	5 6%	10 5%	3 5%
Strongly disagree	21 2%	9 3%	4 2%	4 2%	3 2%	3 1%	7 2%	3 4%	4 2%	2 2%
Don't know	49 5%	12 4%	4 2%	10 4%	13 9% abc	14 4%	13 4%	10 12% efh	7 4%	5 8%
Agree	776 79%	229 76%	151 80%	232 86% ad	105 71%	250 80%	258 82% g	62 70%	148 77%	50 77%
Disagree	66 7%	31 10% c	12 6%	11 4%	9 6%	17 5%	19 6%	8 9%	15 8%	5 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 28

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
There needs to be more research into alternatives to animal experimentation

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	711 72%	198 66%	139 74%	221 82% ^{ab}	96 65%	233 74% ^g	239 76% ^g	54 61%	134 70%	45 69%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 29

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I can accept animal experimentation so long as there is no unnecessary suffering to the animals

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496 504	178 151	134 145	168 224	204 314	211 271	855 141	171 122	203 158	157 189									
Weighted Base	986	483 504	155 164	158 167	135 207	259 270	214 243	860 122	161 162	160 158	163 183									
Strongly agree	258 26%	145 113 30%h 22%	36 35 23% 22%	40 46 26% 28%	38 62 28% 30%	79 71 30% 26%	48 60 23% 25%	229 29 27% 23%	40 48 25% 30%	56 31 35%or 20%	38 44 23% 24%									
Tend to agree	407 41%	189 219 39% 43%	61 71 39% 43%	56 76 36% 45%	56 87 42% 42%	107 118 41% 44%l	99 83 46%l 34%	358 46 42% 38%	61 64 38% 39%	64 64 40% 40%	71 68 45% 42%	80								
Neither agree nor disagree	118 12%	51 67 11% 13%	20 19 13% 11%	23 16 15% 10%	13 27 9% 13%	27 31 11% 11%	25 35 12% 15%	97 20 11% 16%	23 16 14% 10%	12 16 8% 10%	24 27 15% 15%o									
Tend to disagree	96 10%	47 50 10% 10%	18 13 11% 8%	19 21 12% 12%	14 13 10% 6%	27 23 10% 9%	22 24 10% 10%	88 8 10% 7%	16 15 10% 9%	16 15 10% 10%	24 10 15%t 6%									
Strongly disagree	61 6%	28 32 6% 6%	12 13 8% 8%	9 6 6% 4%	11 10 8% 5%	10 18 4% 7%	14 18 7% 7%	55 6 6% 5%	13 9 8% 6%	6 12 4% 8%	6 15 4% 8%									
Don't know	46 5%	23 23 5% 5%	8 13 5% 8% ^d	10 3 6% 2%	4 8 3% 4%	9 9 4% 3%	6 22 3% 9% ^{ijk}	32 13 4% 11% ^m	9 10 5% 6%	5 13 3% 8% ^{qs}	3 7 2% 4%									
Agree	665 67%	333 332 69% 66%	97 106 63% 65%	97 122 61% 73%	94 149 70% 72%	185 189 72%l 70%l	147 143 69%l 59%	588 75 68% 61%	101 112 63% 69%	120 102 75%or 65%	106 123 65% 67%									
Disagree	157 16%	75 82 16% 16%	30 26 19% ^f 16%	28 27 18% 16%	25 23 18% 11%	37 41 14% 15%	36 42 17% 17%	143 14 17% 12%	28 25 18% 15%	22 27 14% 17%	30 25 18% 14%									
Net agree	508 51%	258 250 54% 50%	68 80 44% 49%	69 95 44% 57% ^{ac}	70 127 51% 61% ^{ab}	148 148 57% ^l 55% ^l	111 101 52% ^l 42%	445 60 52% 50%	73 88 45% 54%	98 75 61% ^{or} 48%	98 77 47% 54%									

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 30

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

I can accept animal experimentation so long as there is no unnecessary suffering to the animals

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	258 26%	102 30% ^c	72 26%	84 22%	159 28% ^e	52 21%	47 30% ^{ee}	95 23%	34 30%	129 28%	49 33%	29 37%	34 26%	25 26%	29 25%	130 31%	34 21%	23 23%	29 22%	190 28%
Tend to agree	407 41%	131 39%	116 42%	160 43%	248 43%	97 38%	60 39%	179 43%	41 37%	187 41%	68 46%	33 40%	54 41%	43 46%	39 33%	176 43%	69 44%	38 37%	64 48%	279 41%
Neither agree nor disagree	118 12%	36 11%	29 10%	53 14%	57 10%	39 16% ^d	21 14%	49 12%	11 9%	58 13%	8 6%	10 12%	15 11%	11 12%	21 18% ^o	36 9%	20 13%	15 15%	14 10%	80 12%
Tend to disagree	96 10%	26 8%	33 12%	38 10%	55 10%	30 12%	11 7%	43 11%	14 12%	39 8%	10 7%	4 5%	10 8%	6 6%	10 8%	44 11%	15 9%	11 11%	13 10%	66 10%
Strongly disagree	61 6%	26 8% ^c	21 8% ^c	14 4%	34 6%	19 8%	7 5%	35 8% ⁱ	5 4%	21 5%	7 5%	3 4%	11 9%	3 3%	12 10% ^{mo}	20 5%	10 6%	4 4%	8 6%	43 6%
Don't know	46 5%	13 4%	6 2%	27 7% ^b	22 4%	15 6%	8 5%	12 3%	7 7%	27 6% ^g	6 4%	2 2%	7 5%	7 7% ^o	5 4%	7 2%	11 7%	12 11% ^{rs}	5 4%	24 4%
Agree	665 67%	233 70%	188 68%	244 65%	407 71% ^e	149 59%	107 69% ^{ee}	274 66%	75 67%	316 68%	117 79% ^l	62 77%	87 67%	68 72%	68 59%	306 74% ⁿ	103 65%	61 60%	93 70%	469 69%
Disagree	157 16%	52 16%	53 19%	51 14%	88 15%	49 19% ^f	18 12%	78 19% ⁱ	19 17%	60 13%	17 11%	7 8%	22 17%	8 9%	22 19% ^m	63 15%	25 15%	15 14%	21 15%	109 16%
Net agree	508 51%	181 54%	135 49%	192 51%	319 55% ^e	100 40%	89 58% ^{ee}	195 47%	57 51%	256 55% ^g	100 67% ^l	55 68% ^l	66 50%	60 63% ⁿ	46 40%	242 59% ⁿ	79 49%	47 46%	73 55%	360 53%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 31

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I can accept animal experimentation so long as there is no unnecessary suffering to the animals

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	258 26%	76 25%	42 22%	88 33%b	39 26%	86 27%	94 30%g	16 18%	41 21%	17 25%
Tend to agree	407 41%	112 37%	94 50%ad	109 41%	53 36%	137 44%	127 40%	34 39%	83 43%	21 32%
Neither agree nor disagree	118 12%	47 16%bc	13 7%	25 9%	21 14%b	36 12%	27 9%	12 13%	33 17%f	9 14%
Tend to disagree	96 10%	32 11%	17 9%	27 10%	15 10%	27 9%	34 11%	11 12%	16 8%	9 13%
Strongly disagree	61 6%	19 6%	15 8%	11 4%	10 7%	18 6%	22 7%	5 5%	10 5%	4 6%
Don't know	46 5%	14 5%	7 4%	9 3%	9 6%	9 3%	10 3%	11 12%efh	10 5%	7 11%ef
Agree	665 67%	187 63%	137 73%ad	197 73%ad	92 62%	223 71%gi	221 70%g	51 57%	125 65%	37 57%
Disagree	157 16%	51 17%	32 17%	38 14%	25 17%	45 14%	57 18%	16 18%	26 13%	12 19%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 31

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I can accept animal experimentation so long as there is no unnecessary suffering to the animals

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
TOTAL	986	300	188	268	147	313	315	89*	192	66*
Weighted Base	508	136	105	159	66	178	165	35	99	25
Net agree	51%	45%	56% ^a	59% ^{ad}	45%	57% ^{gi}	52% ^g	39%	51%	38%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 32
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I would like to know more about animal experimentation before forming a firm opinion
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Strongly agree	148 15%	73 15%	75 15%	30 20% ^e	22 13%	29 19% ^{ee}	27 16%	11 8%	29 14%	37 14%	45 17%	29 14%	37 15%	129 15%	19 16%	30 18% ^q	28 18%	15 10%	22 14%	27 17%	25 14%
Tend to agree	297 30%	143 30%	153 30%	61 39% ^{ce}	48 29% ^f	43 27%	54 32%	36 27%	55 26%	76 29%	90 33%	64 30%	67 28%	247 29%	49 40% ^m	49 30%	50 31%	45 28%	60 38% ^t	47 29%	46 25%
Neither agree nor disagree	255 26%	127 26%	127 25%	31 20%	46 28%	36 23%	48 29%	34 25%	60 29% ^a	72 28%	59 22%	68 32% ^{jl}	55 23%	231 27% ⁿ	23 19%	43 27%	40 24%	45 28%	33 21%	45 28%	49 27%
Tend to disagree	139 14%	72 15%	68 13%	14 9%	20 12%	21 13%	22 13%	32 23% ^{ab}	31 15% ^{cd}	31 12%	37 14%	29 13%	43 18%	129 15% ⁿ	10 8%	19 12%	19 11%	34 21% ^{opr}	15 9%	25 15%	28 15%
Strongly disagree	95 10%	46 10%	48 10%	11 7%	13 8%	21 14%	12 7%	17 12%	21 10%	32 12%	26 10%	18 8%	20 8%	88 10%	7 6%	14 9%	18 11%	14 9%	10 6%	15 9%	24 13% ^r
Don't know	53 5%	21 4%	32 6%	9 6%	15 9% ^d	7 4%	5 3%	6 4%	12 6%	11 4%	13 5%	7 3%	22 9% ^k	36 4%	14 12% ^m	6 4%	7 5%	7 4%	18 11% ^{oqs}	4 3%	10 6%
Agree	445 45%	217 45%	228 45%	91 59% ^{bc}	70 43% ^{ef}	72 46%	81 48% ^e	47 35%	84 40%	113 44%	135 50%	93 43%	104 43%	376 44%	68 55% ^m	79 49% ^q	78 48%	60 38%	82 52% ^{qt}	74 46%	71 39%
Disagree	234 24%	118 24%	116 23%	25 16%	33 20%	42 27% ^a	34 20%	49 36% ^{ab}	52 25% ^a	62 24%	63 23%	46 22%	62 26%	217 25% ⁿ	17 14%	33 21%	37 23%	48 30% ^r	25 16%	39 24%	52 28% ^r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 32

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

I would like to know more about animal experimentation before forming a firm opinion

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Weighted Base	986		155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Net agree	211		66	37	30	47	-1	32	51	72	46	42	159	50	45	41	12	58	35	19
	21%		43% ^{bc}	23% ^e	19% ^e	28% ^{ef}	-1%	16% ^e	20%	27% ^l	22%	17%	19%	41% ^m	28% ^{qt}	26% ^{qt}	7%	37% ^{qs}	22% ^{qt}	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 33

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I would like to know more about animal experimentation before forming a firm opinion

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	148 15%	66 20%bc	35 13%	46 12%	88 15%	44 18%	16 10%	50 12%	20 18%	78 17%	23 15%	17 21%	19 14%	14 14%	23 20%	55 13%	27 17%	22 21%	21 16%	98 14%
Tend to agree	297 30%	75 22%	90 32%a	132 35%a	167 29%	87 34%	42 27%	139 34%	27 24%	131 28%	51 34%	27 33%	38 29%	31 32%	25 22%	125 30%	48 30%r	23 22%	26 20%	220 32%r
Neither agree nor disagree	255 26%	81 24%	72 26%	101 27%	157 27%	56 22%	39 25%	112 27%	31 28%	112 24%	34 23%	17 21%	34 26%	23 25%	29 25%	116 28%	44 27%	25 24%	40 30%	167 25%
Tend to disagree	139 14%	59 18%	35 13%	46 12%	82 14%	30 12%	27 17%	57 14%	17 15%	65 14%	19 13%	11 13%	17 13%	15 15%	18 15%	56 14%	16 10%	13 12%	22 16%	103 15%
Strongly disagree	95 10%	40 12%c	35 13%c	19 5%	54 9%	19 7%	21 14%e	43 10%	9 8%	43 9%	15 10%	7 8%	17 13%	6 6%	15 13%	48 12%	10 7%	8 8%	18 14%p	66 10%
Don't know	53 5%	14 4%	9 3%	30 8%ab	27 5%	16 6%	9 6%	11 3%	8 8%g	33 7%g	6 4%	2 3%	5 4%	6 7%	7 6%	12 3%	14 9% _s	13 12% _{rs}	5 4%	28 4%
Agree	445 45%	141 42%	125 45%	178 48%	255 44%	131 52%f	58 38%	190 46%	47 42%	209 45%	74 50%	44 54%	57 43%	44 47%	48 41%	180 44%	75 47%	45 43%	47 36%	318 47% _r
Disagree	234 24%	99 30% _c	70 25% _c	65 17%	136 24%	48 19%	48 31% _e	100 24%	26 23%	108 23%	34 23%	18 22%	35 27%	21 22%	33 28%	104 25%	27 17%	21 20%	40 30% _p	169 25%
Net agree	211 21%	42 13%	55 20% _a	114 30% _{ab}	119 21% _f	83 33% _{df}	10 6%	90 22%	21 18%	101 22%	40 27% _l	26 32% _l	22 17%	24 25% _n	15 13%	76 18%	48 30% _{rs}	24 23% _r	7 5%	150 22% _r

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 34

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I would like to know more about animal experimentation before forming a firm opinion

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	148 15%	45 15%	29 16%	46 17%	19 13%	38 12%	59 19%e	11 13%	27 14%	11 17%
Tend to agree	297 30%	76 25%	63 33%	89 33%	40 27%	94 30%	81 26%	25 28%	69 36%f	20 31%
Neither agree nor disagree	255 26%	92 31%	42 22%	63 24%	37 25%	79 25%	87 28%	21 24%	53 28%	12 19%
Tend to disagree	139 14%	44 15%	28 15%	33 12%	25 17%	53 17%	40 13%	11 12%	23 12%	11 17%
Strongly disagree	95 10%	25 8%	20 11%	27 10%	17 11%	35 11%	35 11%	8 8%	12 6%	5 8%
Don't know	53 5%	18 6%	6 3%	10 4%	10 7%	13 4%	13 4%	13 15%efh	8 4%	5 8%
Agree	445 45%	120 40%	92 49%	135 50%ad	59 40%	133 42%	140 44%	36 41%	97 50%	32 49%
Disagree	234 24%	70 23%	48 26%	60 22%	41 28%	88 28%h	75 24%	18 20%	34 18%	16 25%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 34

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I would like to know more about animal experimentation before forming a firm opinion

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	211 21%	51 17%	44 23% ^d	75 28% ^{ad}	17 12%	45 14%	65 21%	18 20%	62 32% ^{ef}	15 24%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 35
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I do not support the use of animals in any experimentation because of the importance I place on animal welfare
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Strongly agree	136 14%	53 11%	83 16%g	29 19%f	25 15%	20 13%	21 12%	18 13%	23 11%	12 5%	44 16%i	36 17%i	44 18%i	123 14%	13 10%	20 12%	22 13%	11 7%	34 22%oq	19 12%	29 16%q
Tend to agree	182 18%	81 17%	101 20%	49 31%bc def	34 21%	24 15%	22 13%	16 12%	37 18%	34 13%	48 18%	41 19%	58 24%i	145 17%	36 29% m	44 28% pqt	13 8%	24 15%	38 24% pq	33 20% p	29 16% p
Neither agree nor disagree	224 23%	111 23%	113 22%	40 26%	40 25%	33 21%	33 19%	34 25%	44 21%	51 20%	60 22%	66 31% ij l	47 19%	192 22%	32 26%	43 27%	32 20%	36 22%	37 23%	34 21%	42 23%
Tend to disagree	257 26%	142 29%h	115 23%	21 13%	30 18%	49 31%ab	55 33%ab	41 30%ab	61 29%ab	87 34%kl	81 30%kl	44 21%	44 18%	240 28%n	17 14%	30 19%	59 36%or	53 33%or	20 13%	46 28%r	49 27%r
Strongly disagree	128 13%	72 15%	56 11%	6 4%	17 11%a	22 14%a	28 17%a	23 17%a	32 16%a	60 23% jkl	25 9%	19 9%	24 10%	120 14%n	9 7%	15 9%	25 16%r	31 20%or	8 5%	25 15%r	24 13%or
Don't know	60 6%	24 5%	36 7%	11 7%e	17 10%e	9 6%	8 5%	3 2%	12 6%	15 6%	12 5%	7 3%	26 11% jkl	41 5%	17 14% m	9 5%	11 7%	4 3%	20 13% oqs	6 4%	10 5%
Agree	317 32%	134 28%	183 36%g	78 50%bc def	59 36%e	44 28%	43 26%	34 25%	59 29%	46 18%	91 34% i	78 36% i	102 42% i	268 31%	48 39%	64 40% pq	35 21%	35 22%	73 46% pq	52 32% q	59 32% q
Disagree	386 39%	214 44%h	172 34%	26 17%	47 29%a	71 45%ab	84 50%ab	64 48%ab	93 45%ab	147 57% jkl	107 39% kl	63 30%	69 28%	359 42% n	25 21%	45 28%r	84 52% or	85 53% or	28 18%	71 44% or	72 40% or

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 35

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

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

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Net agree	-68	-80	12	51	12	-27	-41	-30	-34	-101	-15	15	33	-91	23	19	-49	-50	44	-19	-14
	-7%	-17%	2%	33% ef	bcd 8%	-17%	-24%	-22%	-16%	-39%	-6%	7%	14% kj	-11%	19%	12% s	-30%	-31%	28% o	-12%	-8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 36

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I do not support the use of animals in any experimentation because of the importance I place on animal welfare

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	136 14%	51 15% ^c	48 17% ^c	37 10%	73 13%	42 17%	19 12%	64 15%	13 12%	59 13%	10 7%	11 13%	25 19% ^j	16 17% ^o	23 20% ^o	39 9%	21 13%	10 10%	18 14%	96 14%
Tend to agree	182 18%	51 15%	52 19%	78 21%	91 16%	69 28% ^{df}	20 13%	72 17%	22 20%	87 19%	23 15%	15 18%	24 19%	18 19%	21 18%	65 16%	32 20%	15 14%	22 16%	130 19%
Neither agree nor disagree	224 23%	82 25%	57 20%	85 23%	122 21%	63 25%	37 24%	93 23%	22 19%	108 24%	28 19%	21 26%	28 22%	23 24%	20 18%	86 21%	41 26%	17 17%	27 21%	154 23%
Tend to disagree	257 26%	85 25%	81 29%	92 24%	174 30% ^e	38 15%	45 29% ^e	112 27%	28 25%	118 25%	49 33%	23 29%	30 23%	21 22%	36 31%	129 31%	34 21%	32 31%	38 29%	183 27%
Strongly disagree	128 13%	50 15%	27 10%	52 14%	81 14% ^e	22 9%	25 16% ^e	56 14%	17 15%	55 12%	30 20%	10 12%	15 12%	10 11%	12 10%	85 21% ^{mn}	13 8%	15 14%	22 17% ^p	89 13%
Don't know	60 6%	17 5%	12 4%	31 8%	34 6%	18 7%	9 6%	16 4%	10 9%	34 7% ^g	7 5%	1 1%	7 6%	7 7% ^o	4 3%	9 2%	18 11% ^{rs}	14 13% ^{rs}	5 4%	31 4%
Agree	317 32%	102 30%	100 36%	115 31%	164 29%	111 44% ^{df}	39 25%	136 33%	35 32%	146 32%	33 22%	25 31%	50 38% ^j	34 36% ^o	44 38% ^o	103 25%	53 33%	25 24%	40 30%	226 33%
Disagree	386 39%	134 40%	108 39%	143 38%	255 44% ^e	60 24%	70 45% ^e	168 41%	45 40%	173 37%	79 54% ^l	33 41%	46 35%	31 33%	48 41%	214 52% ^m	47 30%	46 45% ^p	60 45% ^p	272 40% ^p
Net agree	-68 -7%	-32 -10%	-8 -3%	-28 -7%	-91 -16%	51 20% ^f	-31 -20%	-32 -8%	-10 -9%	-27 -6%	-46 -31%	-8 -10%	4 3%	3 3%	-4 -3%	-111 -27%	6 4%	-22 -21%	-20 -15%	-46 -7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 37

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I do not support the use of animals in any experimentation because of the importance I place on animal welfare

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	136 14%	47 16%	26 14%	27 10%	28 19% ^c	36 12%	43 14%	17 19%	26 14%	11 16%
Tend to agree	182 18%	64 21% ^c	37 20%	33 12%	27 18%	55 18%	45 14%	24 27% ^f	43 22% ^f	12 18%
Neither agree nor disagree	224 23%	59 20%	58 31% ^{ac}	48 18%	40 27% ^c	63 20%	65 21%	15 16%	61 32% ^{ef}	19 28%
Tend to disagree	257 26%	73 24%	32 17%	97 36% ^{ab}	33 23% ^d	97 31% ^{gh}	96 30% ^{gh}	15 17%	35 18%	13 20%
Strongly disagree	128 13%	35 12%	24 13%	54 20% ^{ad}	9 6%	48 15% ^g	49 15% ^g	5 6%	19 10%	6 10%
Don't know	60 6%	21 7%	11 6%	10 4%	9 6%	14 4%	17 5%	14 15% ^{efh}	9 5%	5 8%
Agree	317 32%	112 37% ^c	63 34% ^c	59 22%	56 38% ^c	91 29%	89 28%	41 46% ^{ef}	69 36%	23 34%
Disagree	386 39%	108 36%	56 30%	151 56% ^{ab}	43 29% ^d	146 47% ^{gh}	144 46% ^{gh}	20 23%	53 28%	20 30%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 37

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I do not support the use of animals in any experimentation because of the importance I place on animal welfare

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	-68	3	7	-92	13	-54	-56	21	16	3
	-7%	1%	4%	-34%	9% ^a	-17%	-18%	23% ^{hi}	8%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 38

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

Animal experimentation will always be used for research purposes

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Strongly agree	174 18%	91 19%	83 16%	23 15%	28 17%	24 15%	38 23%	22 17%	40 19%	49 19%	46 17%	32 15%	47 19%	159 18%	16 13%	28 18%	29 18%	34 22%	23 14%	33 20%	27 15%
Tend to agree	460 47%	215 45%	245 49%	66 42%	62 38%	70 45%	88 52%b	68 51%b	106 51%b	129 50%	133 49%	100 47%	99 41%	417 49% ⁿ	43 35%	58 36%	76 47%	81 51% ^o	70 44%	82 50% ^o	93 51% ^o
Neither agree nor disagree	133 13%	64 13%	68 14%	24 15%	25 16%	19 12%	17 10%	18 13%	30 14%	22 9%	35 13%	39 18% ⁱ	36 15%	104 12%	29 24% ^m	31 19% ^p	14 9%	20 12%	19 12%	22 13%	28 15%
Tend to disagree	109 11%	59 12%	49 10%	22 14% ^f	19 12% ^f	28 18% ^{df}	14 8%	17 12% ^f	9 4%	33 13%	28 10%	21 10%	26 11%	94 11%	12 10%	22 14% ^t	24 15% ^t	13 8%	19 12%	18 11%	12 7%
Strongly disagree	40 4%	20 4%	20 4%	10 7%	7 4%	5 3%	5 3%	4 3%	9 4%	12 5%	13 5% ^l	10 5%	4 2%	37 4%	2 2%	10 6%	6 4%	4 3%	8 5%	4 2%	9 5%
Don't know	71 7%	32 7%	39 8%	10 7%	22 14% ^{de}	11 7%	6 4%	6 4%	15 7%	13 5%	15 6%	11 5%	32 13% ^{ijk}	50 6%	20 16% ^m	13 8%	13 8%	7 4%	20 13% ^{qs}	4 3%	14 8% ^s
Agree	635 64%	307 64%	328 65%	89 57%	90 55%	94 60%	126 75% ^{ab}	91 67% ^b	145 70% ^{ab}	178 69%	179 66%	132 62%	146 60%	576 67% ⁿ	59 48%	86 53%	105 65%	116 73% ^{or}	92 58%	115 71% ^{or}	120 66% ^o
Disagree	148 15%	79 16%	69 14%	32 21% ^{df}	26 16% ^f	33 21% ^{df}	19 11%	21 15% ^f	17 8%	45 18%	41 15%	32 15%	30 12%	130 15%	14 12%	32 20% ^{qt}	30 19%	17 11%	27 17%	22 13%	21 11%
Net agree	486 49%	228 47%	258 51%	57 36%	63 39%	61 39%	107 64% ^{ab}	70 52% ^{ab}	128 62% ^{ab}	133 51%	137 51%	101 47%	115 47%	446 52% ⁿ	44 36%	54 34%	75 46%	99 62% ^{op}	66 42%	93 57% ^{or}	99 54% ^{or}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 39

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

Animal experimentation will always be used for research purposes

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	174 18%	79 24%bc	45 16%	50 13%	103 18%	33 13%	35 23%e	69 17%	25 23%	80 17%	23 15%	20 25%	32 24%	18 19%	20 18%	85 21%	30 19%	16 16%	25 19%	119 17%
Tend to agree	460 47%	143 43%	148 53%a	169 45%	289 50%e	96 38%	73 47%	200 48%	47 42%	213 46%	75 50%	41 51%	65 50%	44 47%	56 49%	191 46%	71 45%	39 38%	64 48%	327 48%
Neither agree nor disagree	133 13%	39 12%	28 10%	65 17%ab	71 12%	43 17%	18 12%	54 13%	10 9%	69 15%	18 12%	8 10%	15 11%	11 12%	15 13%	49 12%	22 14%	16 16%	18 13%	91 13%
Tend to disagree	109 11%	42 12%	24 9%	43 11%	53 9%	45 18%df	10 7%	46 11%	20 18%i	43 9%	17 11%	4 5%	6 5%	9 10%	9 8%	51 12%	15 10%	18 18%p	16 12%	73 11%
Strongly disagree	40 4%	11 3%	15 5%	14 4%	23 4%	12 5%	4 3%	24 6%	1 1%	15 3%	8 5%	6 8%	4 3%	2 2%	8 6%	19 5%	4 2%	- -	6 5%q	30 4%
Don't know	71 7%	21 6%	17 6%	34 9%	35 6%	22 9%	14 9%	20 5%	9 8%	42 9%g	8 5%	2 2%	10 7%	10 10%o	8 7%	16 4%	17 11%r	13 12%r	4 3%	44 6%
Agree	635 64%	223 66%c	193 70%c	219 58%	392 68%e	129 51%	108 70%e	270 65%	73 65%	292 63%	97 66%	61 75%	97 74%	62 66%	77 66%	276 67%	101 63%	55 54%	89 67%q	446 65%q
Disagree	148 15%	53 16%	39 14%	57 15%	76 13%	58 23%df	14 9%	69 17%	21 19%	58 13%	25 17%i	10 12%	10 8%	11 12%	16 14%	70 17%	19 12%	18 18%	22 17%	102 15%
Net agree	486 49%	170 51%	154 56%c	162 43%	316 55%e	72 28%	94 61%e	200 48%	51 46%	235 51%	73 49%	51 63%j	87 66%j	51 54%	61 52%	206 50%	82 51%q	37 36%	67 50%q	344 50%q

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 40
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
Animal experimentation will always be used for research purposes
BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	174 18%	51 17%	28 15%	54 20%	32 21%	59 19%	62 20%	19 21%	26 13%	8 12%
Tend to agree	460 47%	140 47%	98 52%	124 46%	60 41%	154 49%	158 50%	35 39%	84 44%	26 40%
Neither agree nor disagree	133 13%	47 16% ^c	22 12%	25 9%	23 16%	47 15% ^f	27 9%	9 10%	34 18% ^f	13 19% ^f
Tend to disagree	109 11%	27 9%	24 13% ^d	40 15% ^d	9 6%	25 8%	40 13%	9 11%	27 14% ^e	4 5%
Strongly disagree	40 4%	13 4%	9 5%	9 3%	5 4%	11 3%	12 4%	2 2%	10 5%	3 5%
Don't know	71 7%	21 7%	7 4%	16 6%	18 13% ^{bc}	17 5%	16 5%	15 17% ^{efh}	11 6%	12 18% ^{efh}
Agree	635 64%	191 64%	125 67%	179 67%	92 62%	214 68% ^{hi}	220 70% ^{hi}	54 60%	109 57%	35 53%
Disagree	148 15%	40 13%	33 18% ^d	49 18% ^d	14 10%	35 11%	52 17%	11 13%	38 20% ^e	7 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 40

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

Animal experimentation will always be used for research purposes

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	486	151	92	130	78	178	167	42	72	28
	49%	50%	49%	48%	53%	57%hi	53%h	47%	37%	42%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 41
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
It does not bother me if animals are used in experimentation
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Strongly agree	61 6%	31 6%	29 6%	3 2%	9 6%	6 4%	13 8%a	9 6%a	21 10%ac	20 8%	12 5%	11 5%	17 7%	56 6%	5 4%	5 3%	11 7%	15 10%o	7 5%	8 5%	15 8%
Tend to agree	119 12%	62 13%	58 11%	17 11%	16 10%	20 13%	21 13%	20 15%	25 12%	39 15%	29 11%	26 12%	25 10%	98 11%	22 18% ^m	20 12%	16 10%	25 16% ^r	13 8%	25 16%	19 11%
Neither agree nor disagree	148 15%	82 17%	65 13%	31 20% ^f	24 14%	23 15%	28 17%	17 12%	25 12%	32 12%	42 16%	43 20% ^l	31 13%	123 14%	24 20%	32 20% ^t	30 18%	20 13%	23 14%	21 13%	21 12%
Tend to disagree	331 34%	167 35%	164 33%	45 29%	59 36%	59 37%	56 34%	40 30%	72 35%	91 35%	95 35%	70 33%	75 31%	291 34%	39 32%	57 35%	61 37%	50 31%	48 30%	54 33%	62 34%
Strongly disagree	285 29%	122 25%	164 33% ^g	55 35%	43 26%	42 27%	43 26%	48 35%	55 27%	67 26%	82 30%	59 28%	77 32%	265 31% ⁿ	18 14%	41 26%	35 22%	45 28%	56 36% ^p	50 31%	58 32%
Don't know	42 4%	19 4%	24 5%	5 3%	12 7% ^{ee}	8 5%	5 3%	3 2%	9 4%	9 4%	10 4%	4 2%	19 8% ^{jk}	27 3%	15 12% ^m	6 4%	9 5%	4 2%	11 7%	5 3%	8 4%
Agree	180 18%	93 19%	87 17%	19 12%	26 16%	26 16%	35 21%	28 21% ^a	46 22% ^{aa}	60 23% ^j	41 15%	38 18%	41 17%	154 18%	27 22%	25 15%	27 17%	41 26% ^{or}	20 13%	33 20%	34 19%
Disagree	617 63%	289 60%	328 65%	100 64%	102 62%	101 64%	100 59%	88 65%	127 61%	158 61%	177 66%	129 60%	152 63%	556 65% ⁿ	57 47%	98 61%	96 59%	95 59%	104 66%	104 64%	120 65%
Net agree	-436 -44%	-196 -41%	-241 -48%	-81 -52%	-76 -46%	-75 -48%	-65 -39%	-59 -44%	-80 -39%	-98 -38%	-136 -50%	-92 -43%	-111 -46%	-402 -47%	-30 -25%	-73 -45%	-68 -42%	-54 -34%	-83 -53%	-72 -44%	-86 -47%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 42

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

It does not bother me if animals are used in experimentation

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	61 6%	27 8%	13 5%	21 5%	34 6%	10 4%	17 11% ^{de}	13 3%	7 6%	40 9% ^g	9 6%	4 5%	8 6%	5 6%	14 12%	30 7%	8 5%	5 5%	8 6%	43 6%
Tend to agree	119 12%	36 11%	39 14%	44 12%	65 11%	34 13%	21 14%	47 11%	12 11%	61 13%	27 18% ^l	11 13%	10 8%	15 15%	14 12%	51 12%	15 10%	14 13%	17 13%	87 13%
Neither agree nor disagree	148 15%	43 13%	37 13%	67 18%	93 16%	35 14%	19 12%	59 14%	19 17%	70 15%	22 15%	12 15%	24 18%	15 16%	10 9%	55 13%	29 19%	21 20%	22 16%	91 13%
Tend to disagree	331 34%	105 31%	88 32%	138 37%	200 35%	78 31%	53 34%	165 40% ⁱ	34 31%	132 29%	52 35%	22 28%	37 29%	18 20%	36 31%	159 38% ^m	50 32%	39 38%	48 36%	229 34%
Strongly disagree	285 29%	111 33% ^c	91 33% ^c	83 22%	161 28%	83 33%	37 24%	120 29%	32 29%	133 29%	32 22%	30 38% ^j	45 34% ^j	36 38% ^o	38 33%	112 27%	45 28% ^q	14 14%	34 25% ^q	212 31% ^q
Don't know	42 4%	12 3%	9 3%	22 6%	22 4%	12 5%	8 5%	9 2%	8 7% ^g	26 6% ^g	6 4%	1 1%	7 6%	5 6% ^o	4 3%	5 1%	11 7% ^s	11 10% ^{rs}	5 3%	21 3%
Agree	180 18%	64 19%	51 19%	65 17%	99 17%	43 17%	38 24%	60 14%	19 17%	101 22% ^g	35 24% ^l	14 18%	18 14%	20 21%	28 24%	81 20%	24 15%	18 18%	25 19%	130 19%
Disagree	617 63%	216 65%	180 65%	221 59%	361 63%	161 64%	90 58%	285 69% ⁱ	66 59%	265 57%	84 57%	53 65%	82 63%	55 58%	74 64%	271 66%	95 60%	53 51%	81 61%	441 65% ^q
Net agree	-436 -44%	-153 -46%	-128 -46%	-156 -42%	-262 -46%	-118 -47%	-52 -34%	-225 -55%	-47 -42%	-164 -36%	-49 -33%	-38 -48%	-64 -49%	-35 -37%	-46 -39%	-190 -46%	-71 -45%	-34 -33%	-56 -42%	-311 -46%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 43

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

It does not bother me if animals are used in experimentation

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	61 6%	20 7%	9 5%	20 8%	9 6%	27 8%	14 4%	8 9%	8 4%	5 7%
Tend to agree	119 12%	36 12%	27 15% ^d	33 12%	11 8%	42 13%	31 10%	8 9%	31 16%	8 12%
Neither agree nor disagree	148 15%	35 12%	25 13%	44 17%	27 18%	41 13%	50 16%	15 17%	33 17%	6 9%
Tend to disagree	331 34%	107 36%	60 32%	99 37%	45 30%	112 36%	116 37%	24 27%	55 29%	21 32%
Strongly disagree	285 29%	88 30%	62 33% ^c	64 24%	46 32%	83 27%	93 29%	22 24%	60 31%	21 33%
Don't know	42 4%	14 5%	4 2%	8 3%	9 6%	9 3%	11 3%	12 14% ^{efh}	6 3%	4 7%
Agree	180 18%	55 18%	37 19%	53 20%	21 14%	68 22% ^f	45 14%	16 18%	38 20%	13 19%
Disagree	617 63%	195 65%	122 65%	163 61%	91 62%	195 62%	209 66% ^g	46 51%	115 60%	42 65%
Net agree	-436 -44%	-140 -47%	-85 -45%	-110 -41%	-71 -48%	-127 -41%	-164 -52%	-30 -34%	-77 -40%	-30 -45%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 44
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I am not interested in the issue of animal experimentation
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496 504	178 151	134 145	168 224	204 314	211 271	855 141	171 122	203 158	157 189									
Weighted Base	986	483 504	155 164	158 135	207 259	270 214	243 860	122 161	162 160	158 163	183 860	122 161	162 160	158 163	183 860	122 161	162 160	158 163	183 860	122 161
Strongly agree	44 4%	23 21 5% 4%	2 10 1% 6%a	7 6 4% 3%	8 11 6% 5%	10 9 4% 3%	10 15 5% 6%	36 8 4% 7%	7 6 5% 4%	10 5 6% 3%	9 6 4% 5%	36 8 4% 7%	8 7 7% 5%	7 6 5% 4%	10 10 6% 6%	5 5 3% 3%	6 6 4% 4%	9 9 5% 5%	9 9 5% 5%	9 9 5% 5%
Tend to agree	143 14%	77 65 16% 13%	14 31 9% 19%a	19 23 12% 14%	18 38 13% 18%a	35 36 14% 13%	31 40 14% 16%	114 27 13% 22% ^m	23 23 15% 14%	30 30 19% 14%	22 18 14% 11%	114 27 13% 22% ^m	27 27 22% ^m 22% ^m	23 23 15% 14%	30 30 19% 14%	22 22 14% 11%	18 18 11% 11%	25 25 14% 14%	25 25 14% 14%	25 25 14% 14%
Neither agree nor disagree	238 24%	123 114 26% 23%	37 38 24% 23%	48 44 30% ^e 26%	25 46 19% 22%	59 59 23% 22%	69 51 32% ^{ij} 21%	202 35 24% 28%	43 50 27% 31% ^q	31 32 19% 20%	42 40 26% 22%	202 35 24% 28%	35 35 28% 28%	43 43 27% 27%	50 50 31% ^q 31% ^q	31 31 19% 19%	32 32 20% 20%	42 42 26% 26%	40 40 22% 22%	40 40 22% 22%
Tend to disagree	312 32%	151 160 31% 32%	57 41 36% ^b 25%	48 30 30% 35%	51 58 38% ^b 28%	83 99 32% 36% ^l	63 68 29% 28%	285 27 33% ⁿ 22%	49 49 30% 30%	54 48 34% 31%	57 55 35% 30%	285 27 33% ⁿ 22%	27 27 22% 22%	49 49 30% 30%	54 54 34% 34%	48 48 31% 31%	57 57 35% 35%	55 55 30% 30%	55 55 30% 30%	
Strongly disagree	213 22%	89 124 18% 25% ^g	39 32 25% 20%	31 35 20% 21%	31 44 23% 21%	65 60 25% ^k 22%	36 52 17% 21%	197 15 23% ⁿ 12%	32 28 20% 18%	29 40 18% 25%	38 46 23% 25%	197 15 23% ⁿ 12%	15 15 12% 12%	32 32 20% 20%	28 28 18% 18%	29 29 18% 18%	40 40 25% 25%	38 38 23% 23%	46 46 25% 25%	
Don't know	37 4%	18 19 4% 4%	7 10 4% 6% ^d	5 3 3% 1%	2 3 2% 2%	10 7 5% ^d 3%	10 5 7% ^{ijk} 3%	26 10 3% 9% ^m	7 5 4% 3%	6 6 4% 4%	10 2 7% ^s 1%	26 10 3% 9% ^m	10 10 7% ^m 7% ^m	7 7 4% 4%	5 5 3% 3%	6 6 4% 4%	10 10 7% ^s 7% ^s	2 2 1% 1%	7 7 4% 4%	
Agree	187 19%	100 86 21% 17%	16 42 10% 25% ^a	26 28 16% 17%	25 49 19% ^a 24% ^a	45 46 17% 17%	41 55 19% 23%	150 35 17% 29% ^m	31 30 19% 18%	40 40 25% ^s 17%	24 35 15% 19%	150 35 17% 29% ^m	35 35 29% ^m 29% ^m	31 31 19% 19%	30 30 18% 18%	40 40 25% ^s 25% ^s	27 27 17% 17%	24 24 15% 15%	35 35 19% 19%	
Disagree	525 53%	241 284 50% 56%	96 73 62% ^{bf} 45%	79 50 50% 56%	82 102 61% ^{bf} 49%	148 158 57% ^k 59% ^{kl}	99 120 46% 49%	482 42 56% ⁿ 34%	80 77 50% 48%	83 88 52% 56%	101 101 58% 55%	482 42 56% ⁿ 34%	42 42 34% 34%	80 80 50% 50%	77 77 48% 48%	83 83 52% 52%	88 88 56% 56%	95 95 58% 58%	101 101 55% 55%	
Net agree	-339 -34%	-140 -198 -29% -39%	-80 -31 -51% -19%	-53 -65 -34% -39%	-57 -52 -42% -25%	-103 -113 -40% -42%	-58 -65 -27% -27%	-332 -7 -39% -5%	-50 -48 -31% -29%	-43 -61 -27% -39%	-66 -66 -43% -36%	-332 -7 -39% -5%	-7 -7 -5% -5%	-50 -50 -31% -31%	-48 -48 -29% -29%	-43 -43 -27% -27%	-61 -61 -39% -39%	-70 -70 -43% -43%	-66 -66 -36% -36%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 45
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I am not interested in the issue of animal experimentation
BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	44 4%	20 6% ^c	15 6% ^c	8 2%	26 5%	8 3%	9 6%	17 4%	6 5%	22 5%	4 3%	2 2%	10 8%	4 5%	11 10%	19 5%	5 3%	6 6%	11 8%	29 4%
Tend to agree	143 14%	40 12%	52 19% ^a	51 14%	98 17% ^e	19 7%	25 16% ^e	59 14%	18 16%	65 14%	22 15%	11 14%	17 13%	14 15%	16 14%	63 15%	33 21%	14 13%	18 14%	97 14%
Neither agree nor disagree	238 24%	89 26% ^b	51 18%	99 26% ^b	134 23%	57 22%	47 30%	103 25%	24 22%	110 24%	29 20%	14 17%	33 25%	23 24%	20 17%	100 24%	42 27%	36 35% ^s	42 32% ^s	145 21%
Tend to disagree	312 32%	92 27%	88 32%	132 35% ^a	171 30%	99 39% ^{df}	41 27%	135 33%	38 34%	139 30%	55 38% ^l	30 38%	34 26%	26 27%	39 34%	137 33%	47 29%	28 27%	39 29%	221 32%
Strongly disagree	213 22%	84 25% ^c	63 23%	67 18%	130 23%	57 22%	26 17%	91 22%	21 19%	100 22%	32 22%	21 26%	31 23%	25 26%	26 22%	87 21%	24 15%	11 10%	21 16%	169 25% ^{pqr}
Don't know	37 4%	11 3%	8 3%	18 5%	17 3%	13 5%	7 5%	7 2%	5 4%	25 5% ^g	5 3%	3 4%	6 5%	3 3%	4 4%	6 1%	8 5%	9 9% ^{rs}	2 2%	21 3%
Agree	187 19%	60 18%	67 24% ^c	59 16%	124 22% ^e	27 11%	34 22% ^e	76 18%	24 21%	87 19%	26 17%	13 16%	27 21%	18 19%	27 23%	82 20%	38 24%	20 19%	29 22%	126 18%
Disagree	525 53%	176 52%	151 55%	199 53%	300 52%	156 62% ^{df}	67 43%	227 55%	59 53%	239 52%	88 59%	51 64% ^l	65 49%	50 53%	65 56%	224 54%	71 44%	38 37%	60 45%	391 57% ^{pqr}
Net agree	-339 -34%	-115 -34%	-83 -30%	-140 -37%	-176 -31%	-128 -51%	-33 -22%	-151 -37%	-35 -32%	-152 -33%	-62 -42%	-38 -48%	-37 -29%	-32 -34%	-38 -33%	-142 -35%	-33 -21%	-19 -18%	-31 -24%	-265 -39%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 46
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I am not interested in the issue of animal experimentation
BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	44 4%	19 6%	6 3%	8 3%	10 7%	18 6%	14 4%	4 5%	7 3%	1 2%
Tend to agree	143 14%	45 15%	27 15%	36 13%	19 13%	53 17%	37 12%	12 13%	31 16%	8 12%
Neither agree nor disagree	238 24%	77 26%	44 23%	58 22%	36 24%	68 22%	89 28% ⁱ	20 23%	50 26%	9 14%
Tend to disagree	312 32%	91 30%	62 33%	95 36%	44 30%	100 32%	93 30%	26 29%	63 33%	26 39%
Strongly disagree	213 22%	54 18%	46 25%	64 24%	31 21%	63 20%	72 23%	17 19%	38 20%	19 28%
Don't know	37 4%	12 4%	3 2%	7 3%	8 5%	10 3%	9 3%	10 12% ^{efh}	5 3%	3 4%
Agree	187 19%	65 22%	33 18%	44 16%	29 20%	71 23%	51 16%	16 18%	37 19%	9 14%
Disagree	525 53%	146 49%	109 58%	159 59% ^a	75 51%	164 52%	166 53%	43 48%	100 52%	44 67% ^{efgh}
Net agree	-339 -34%	-81 -27%	-76 -40%	-115 -43%	-45 -31%	-93 -30%	-114 -36%	-27 -30%	-63 -33%	-35 -53%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 47
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
Animal experiments for medical research purposes are a necessary evil
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Strongly agree	183 19%	102 21%	81 16%	13 8%	25 15%	38 24%a	36 21%a	31 23%a	41 20%a	61 24%k	44 16%	30 14%	47 19%	167 19%n	14 11%	23 14%	38 24%r	40 25%or	15 9%	35 22%r	31 17%r
Tend to agree	387 39%	195 40%	192 38%	52 34%	51 31%	54 34%	74 44%b	58 43%b	98 47%ab	115 44%l	122 45%kl	74 34%	76 31%	340 40%	46 38%	52 33%	71 44%	71 44%or	51 32%	56 35%	85 47%ors
Neither agree nor disagree	155 16%	81 17%	74 15%	39 25%cd ef	33 20%e	20 13%	22 13%	15 11%	26 12%	36 14%	35 13%	44 21%j	40 16%	132 15%	23 18%	40 25%ppq st	23 14%	18 11%	32 20%q	20 12%	23 12%
Tend to disagree	133 13%	57 12%	76 15%	28 18%f	24 15%	26 16%	20 12%	15 11%	20 10%	28 11%	32 12%	32 15%	40 17%	114 13%	17 14%	29 18%pt	11 7%	17 11%	24 15%p	34 21%pq t	18 10%
Strongly disagree	68 7%	26 5%	42 8%	12 8%	13 8%	10 6%	11 7%	11 8%	11 5%	7 3%	23 9%i	22 10%i	15 6%	64 7%	4 3%	9 6%	9 5%	8 5%	15 10%	13 8%	14 8%
Don't know	61 6%	22 5%	39 8%	12 7%	19 11%de	10 6%	5 3%	5 3%	12 6%	11 4%	14 5%	12 6%	24 10%ij	41 5%	19 15%m	8 5%	10 6%	4 3%	22 14%opq st	5 3%	12 7%
Agree	570 58%	296 61%h	274 54%	65 42%	76 46%	92 58%a	109 65%ab	89 66%ab	139 67%ab	176 68%kl	167 62%kl	104 49%	123 51%	507 59%n	60 49%	75 47%	110 68%or	111 70%or	65 41%	92 56%r	117 64%or
Disagree	201 20%	83 17%	117 23%g	40 26%f	37 23%	36 23%	31 19%	26 19%	31 15%	36 14%	55 20%	54 25%i	56 23%i	179 21%	21 17%	38 23%p	20 12%	25 16%	39 25%p	46 29%pq t	32 17%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 47

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

Animal experiments for medical research purposes are a necessary evil

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Weighted Base	986																				
Net agree	369																				
	37%																				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 48

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

Animal experiments for medical research purposes are a necessary evil

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	183 19%	81 24%bc	45 16%	57 15%	111 19%	38 15%	33 21%	71 17%	23 20%	89 19%	35 24%	11 13%	22 17%	16 17%	18 16%	98 24%	27 17%	24 23%	27 21%	126 18%
Tend to agree	387 39%	114 34%	125 45%a	148 40%	232 40%e	82 33%	70 46%e	178 43%h	26 24%	182 40%h	72 49%l	43 53%l	48 37%	35 37%	43 37%	175 43%	46 29%	31 31%	49 37%	288 42%pq
Neither agree nor disagree	155 16%	50 15%	34 12%	71 19%b	88 15%	48 19%	19 12%	56 14%	21 18%	78 17%	10 7%	8 10%	23 18%j	15 16%	18 16%	54 13%	30 19%	16 16%	26 20%	96 14%
Tend to disagree	133 13%	49 15%	39 14%	45 12%	70 12%	48 19%df	13 8%	54 13%	23 21%l	55 12%	16 11%	13 16%	14 11%	13 14%	18 16%	46 11%	27 17%	12 12%	16 12%	91 13%
Strongly disagree	68 7%	23 7%	25 9%	20 5%	41 7%	17 7%	10 7%	33 8%	10 9%	25 5%	9 6%	4 5%	15 11%	6 6%	12 11%	26 6%	12 7%	7 7%	9 7%	48 7%
Don't know	61 6%	18 5%	9 3%	34 9%b	33 6%	19 8%	9 6%	20 5%	10 9%	32 7%	5 3%	1 1%	9 7%	9 10%o	6 5%	13 3%	17 11%rs	12 11%rs	4 3%	33 5%
Agree	570 58%	195 58%	170 61%	205 55%	343 60%e	120 48%	103 67%e	250 60%h	49 44%	271 59%h	108 73%l	53 66%	70 54%	51 54%	61 53%	273 66%mn	73 46%	55 54%	77 58%p	413 61%p
Disagree	201 20%	72 21%	64 23%	65 17%	111 19%	65 26%df	23 15%	88 21%	33 29%i	80 17%	25 17%	18 22%	28 22%	19 20%	31 26%o	72 17%	39 24%	20 19%	26 19%	139 20%
Net agree	369 37%	123 37%	106 38%	141 38%	232 40%e	55 22%	80 52%de	162 39%h	16 15%	191 41%h	83 56%l	36 44%	42 32%	32 34%	31 26%	201 49%mn	34 22%	35 35%p	51 38%p	274 40%p

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 49

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

Animal experiments for medical research purposes are a necessary evil

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	183 19%	47 16%	32 17%	63 23%a	28 19%	69 22%hi	63 20%i	14 16%	28 14%	5 8%
Tend to agree	387 39%	113 38%	74 39%	113 42%	57 39%	137 44%g	127 40%	27 30%	68 35%	25 38%
Neither agree nor disagree	155 16%	56 19%c	29 16%	29 11%	23 16%	39 13%	48 15%	15 17%	35 18%	13 19%
Tend to disagree	133 13%	35 12%	33 18%	40 15%	17 11%	32 10%	42 13%	11 12%	37 19%e	10 16%
Strongly disagree	68 7%	24 8%	14 7%	13 5%	11 7%	19 6%	21 7%	9 10%	12 6%	6 9%
Don't know	61 6%	23 8%	6 3%	11 4%	12 8%	17 5%	12 4%	14 16%efh	12 6%	6 9%
Agree	570 58%	161 54%	106 56%	176 65%a	85 58%	206 66%gh i	191 61%gh	41 46%	96 50%	30 46%
Disagree	201 20%	60 20%	47 25%	53 20%	27 19%	51 16%	64 20%	19 22%	49 25%e	16 25%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 49

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

Animal experiments for medical research purposes are a necessary evil

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	369 37%	101 34%	59 31%	123 46%ab	57 39%	155 49%fg hi	127 40%gh i	22 24%	47 25%	14 21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 50

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

Animal experimentation for medical research purposes should only be conducted for life-threatening diseases

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Strongly agree	139 14%	74 15%	65 13%	24 15%	14 9%	20 13%	24 14%	17 12%	41 20%b	32 12%	35 13%	27 13%	45 18%	121 14%	18 15%	19 12%	29 18%	26 17%	19 12%	15 9%	31 17% ^s
Tend to agree	316 32%	147 31%	169 34%	50 32%	54 33%	51 33%	47 28%	50 37%	64 31%	79 30%	81 30%	81 38%	76 31%	270 31%	42 34%	55 34%	38 23%	55 34%	49 31%	60 37% ^p	59 32%
Neither agree nor disagree	178 18%	81 17%	97 19%	22 14%	37 23% ^e	29 18%	39 23% ^e	15 11%	37 18%	43 17%	56 21%	41 19%	37 15%	154 18%	24 20%	28 17%	36 22% ^q	16 10%	31 19% ^q	31 19% ^q	36 19% ^q
Tend to disagree	213 22%	108 22%	104 21%	42 27% ^{bf}	22 14%	34 22%	43 26% ^b	33 25% ^b	37 18%	73 28% ^{kl}	58 21%	37 17%	45 19%	196 23% ⁿ	17 14%	33 20%	35 22%	41 25% ^t	32 20%	43 26% ^t	30 16%
Strongly disagree	81 8%	46 10%	35 7%	5 4%	18 11% ^a	14 9%	12 7%	14 10% ^a	18 9%	23 9%	24 9%	18 8%	16 7%	76 9%	5 4%	15 9%	15 10%	16 10%	9 6%	10 6%	16 9%
Don't know	59 6%	26 5%	33 7%	12 8% ^d	18 11% ^{df}	10 6%	3 2%	6 5%	11 5%	9 4%	16 6%	10 5%	24 10% ^{ik}	43 5%	15 12% ^m	12 7% ^s	9 5%	5 3%	18 12% ^{qs}	4 2%	11 6%
Agree	455 46%	222 46%	234 46%	73 47%	69 42%	71 45%	71 42%	67 50%	104 50%	111 43%	116 43%	107 50%	121 50%	392 46%	60 49%	74 46%	67 41%	81 51%	68 43%	76 46%	90 49%
Disagree	294 30%	154 32%	139 28%	48 31%	40 25%	48 30%	55 33%	47 35%	55 27%	96 37% ^{kl}	82 30%	55 26%	61 25%	271 32% ⁿ	23 19%	47 29%	51 31%	57 35% ^t	41 26%	53 32%	46 25%
Net agree	162 16%	67 14%	94 19%	25 16%	28 17%	24 15%	15 9%	20 15%	49 24% ^{de}	15 6%	34 13% ⁱ	52 24% ^{ij}	60 25% ^{ij}	120 14%	37 31% ^m	26 16%	16 10%	25 15%	27 17%	23 14%	44 24% ^{pqs}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 51

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

Animal experimentation for medical research purposes should only be conducted for life-threatening diseases

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	139 14%	66 20%bc	36 13%	37 10%	77 13%	30 12%	32 20%de	49 12%	12 11%	78 17%	16 11%	16 19%	25 19%	16 17%	17 15%	49 12%	16 10%	10 10%	18 13%	107 16%
Tend to agree	316 32%	104 31%	91 33%	120 32%	175 30%	91 36%	49 32%	135 33%	37 33%	145 31%	37 25%	29 36%	42 32%	36 38%	31 27%	131 32%	46 29%	31 31%	40 30%	225 33%
Neither agree nor disagree	178 18%	47 14%	50 18%	80 21%a	107 19%	42 16%	29 19%	77 19%	12 10%	89 19%h	29 20%	8 10%	19 14%	15 16%	25 21%	69 17%	40 25% s	24 23%	28 21%	106 15%
Tend to disagree	213 22%	70 21%	67 24%	76 20%	139 24% f	52 21%	21 13%	93 22%	33 29% i	87 19%	48 32% l	19 24%	24 18%	13 14%	22 19%	107 26% m	33 21%	22 22%	28 21%	151 22%
Strongly disagree	81 8%	33 10%	21 7%	28 7%	50 9%	17 7%	14 9%	40 10%	10 9%	31 7%	12 8%	5 6%	12 9%	8 9%	13 11%	45 11%	12 7%	5 4%	12 9%	58 9%
Don't know	59 6%	15 5%	12 4%	32 9% ab	27 5%	21 8%	9 6%	19 5%	9 8%	31 7%	6 4%	3 4%	10 7%	6 7%	9 8% o	11 3%	13 8%	10 10%	7 5%	35 5%
Agree	455 46%	170 51% c	127 46%	158 42%	252 44%	121 48%	81 53%	184 45%	49 44%	223 48%	53 36%	44 55% j	67 51% j	52 55%	48 41%	180 44%	62 39%	42 40%	58 43%	332 49% p
Disagree	294 30%	102 30%	87 32%	104 28%	189 33% f	69 27%	35 23%	133 32% i	42 38% i	118 26%	60 40% l	25 31%	35 27%	21 23%	35 30%	152 37% m	45 28%	27 26%	40 30%	210 31%
Net agree	162 16%	68 20% c	40 14%	54 14%	63 11%	52 20% d	46 30% de	51 12%	6 6%	104 23% gh	-6 -4%	20 25% j	32 25% i	30 32% no	13 11%	29 7%	17 11%	15 14%	17 13%	122 18% p

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 52

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
Animal experimentation for medical research purposes should only be conducted for life-threatening diseases

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	139 14%	51 17% ^c	24 13%	24 9%	26 18% ^c	40 13%	46 15%	20 22% ^{eh}	17 9%	14 22% ^h
Tend to agree	316 32%	82 27%	72 38% ^a	86 32%	51 34%	114 36% ^f	88 28%	26 29%	68 35%	16 24%
Neither agree nor disagree	178 18%	58 19%	34 18%	46 17%	26 18%	54 17%	61 19%	13 14%	38 20%	12 18%
Tend to disagree	213 22%	61 20%	39 21%	78 29% ^{ad}	25 17%	68 22%	77 25%	14 16%	41 21%	12 18%
Strongly disagree	81 8%	25 9%	13 7%	23 9%	11 7%	27 9%	30 9%	4 5%	14 7%	5 8%
Don't know	59 6%	22 7%	7 4%	11 4%	9 6%	11 4%	13 4%	13 14% ^{ef}	15 8% ^e	7 11% ^{ef}
Agree	455 46%	133 44%	96 51%	110 41%	77 52% ^c	153 49%	134 43%	46 51%	85 44%	30 45%
Disagree	294 30%	86 29%	52 28%	101 38% ^{ab}	35 24% ^d	95 30%	107 34% ^g	18 20%	55 28%	17 26%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 52

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
Animal experimentation for medical research purposes should only be conducted for life-threatening diseases

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
TOTAL	986	300	188	268	147	313	315	89*	192	66*
Weighted Base	162	47	44	9	42	59	27	28	30	13
Net agree	16%	16% ^c	23% ^{ac}	3%	28% ^{ac}	19% ^f	9%	31% ^{ef}	16% ^f	20% ^f

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 53
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
The Government should ban all experiments on animals for any form of research
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496 504	178 151	134 145	168 224	204 314	211 271	855 141	171 122	203 158	157 189									
Weighted Base	986	483 504	155 164	158 167	135 207	259 270	214 243	860 122	161 162	160 158	163 183									
Strongly agree	95 10%	41 54 9% 11%	23 17 15% 10%	14 14 9% 8%	10 18 8% 9%	11 23 4% 9%	29 32 13% ⁱ 13% ⁱ	86 9 10% 7%	19 14 12% ^q 9%	8 20 5% 13% ^q	14 20 8% 11%									
Tend to agree	121 12%	58 63 12% 13%	33 24 21% ^{cd} 15%	14 15 9% 9%	11 24 8% 12%	20 30 8% 11%	29 43 14% 18% ^{ij}	97 23 11% 19% ^m	31 12 19% ^{pqt} 7%	16 26 10% 16% ^p	18 20 11% 11%									
Neither agree nor disagree	176 18%	80 97 16% 19%	30 33 20% 20%	33 24 21% 14%	24 31 18% 15%	38 48 15% 18%	45 45 21% 19%	145 31 17% 26% ^m	30 28 19% 17%	22 34 14% 21%	30 33 18% 18%									
Tend to disagree	284 29%	132 151 27% 30%	36 40 23% 24%	43 54 27% 32%	43 68 32% 33% ^{aa}	69 82 26% 30%	68 66 32% 27%	253 28 29% 23%	36 46 22% 28%	50 39 31% 25%	62 34 31% 34% ^o									
Strongly disagree	252 26%	147 104 31% ^h 21%	24 33 16% 20%	46 53 29% ^{aa} 32% ^{ab}	40 55 30% ^{aa} 27% ^{aa}	111 72 43% ^{jk} 27% ^{kl}	33 35 15% 15%	236 16 27% ⁿ 13%	36 53 23% ^r 33% ^{rt}	57 21 36% ^{or} 13%	45 38 28% ^r 21%									
Don't know	58 6%	24 34 5% 7%	9 17 6% 11%	8 8 5% 5%	6 10 5% 5%	10 16 4% 6%	10 22 5% 9% ⁱ	43 15 5% 12% ^m	9 9 5% 6%	6 18 4% 11% ^{qs}	6 11 4% 6%									
Agree	216 22%	99 117 21% 23%	55 41 36% ^{cd} 25%	28 29 18% 17%	21 42 16% 20%	31 53 12% 20% ⁱ	58 74 27% ⁱ 31% ^{ij}	183 32 21% 26%	50 26 31% ^{pq} 16%	24 46 15% 29% ^{pq}	39 31 19% 21%									
Disagree	535 54%	280 256 58% ^h 51%	60 72 39% 44%	89 107 56% ^{aa} 64% ^{ab}	84 124 62% ^{ab} 60% ^{ab}	180 154 69% ^{jk} 57% ^{kl}	100 101 47% 42%	489 44 57% ⁿ 36%	72 100 45% 61% ^{or}	108 60 67% ^{or} 38%	96 100 59% ^{or} 55% ^{rf}									
Net agree	-319 -32%	-180 -139 -37% -28%	-5 -31 -3% -19%	-61 -78 -39% -46%	-62 -82 -46% -39%	-149 -101 -58% -37%	-42 -27 -20% -11%	-306 -12 -36% -10%	-23 -74 -14% -46%	-84 -14 -52% -9%	-65 -61 -40% -33%									

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 54
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
The Government should ban all experiments on animals for any form of research
BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	95 10%	30 9%	36 13% ^c	29 8%	56 10%	26 10%	11 7%	37 9%	11 10%	46 10%	5 3%	6 8%	20 15% ^j	12 12% ^o	17 15% ^o	26 6%	21 13% ^q	6 5%	13 10%	64 9%
Tend to agree	121 12%	32 10%	35 13%	54 14%	48 8%	50 20% ^d	22 14% ^d	46 11%	10 9%	65 14%	13 9%	8 10%	14 10%	21 22% ^{no}	13 11%	26 6%	15 9%	8 8%	13 10%	95 14%
Neither agree nor disagree	176 18%	57 17%	46 17%	73 19%	102 18%	49 19%	26 17%	85 21%	19 17%	72 16%	10 7%	13 16% ^j	23 18% ^j	12 13%	21 18%	62 15%	43 27% ^{rs}	18 18%	23 17%	111 16%
Tend to disagree	284 29%	87 26%	93 34%	103 28%	178 31%	62 25%	43 28%	122 30%	26 23%	136 30%	46 31%	29 36%	34 26%	27 29%	38 33%	124 30%	38 24%	31 30%	39 29%	202 30%
Strongly disagree	252 26%	112 34% ^{bc}	55 20%	84 22%	161 28% ^e	45 18%	45 29% ^{ee}	105 26%	35 31%	111 24%	67 45% ^{kl}	22 27%	32 24%	18 19%	20 17%	163 40% ^{mn}	30 19%	29 28%	37 28%	179 26%
Don't know	58 6%	16 5%	10 4%	32 9% ^b	31 5%	19 8%	8 5%	17 4%	11 10% ^g	30 7%	7 5%	2 2%	8 6%	4 5%	7 6%	11 3%	12 8%	11 11% ^s	8 6%	33 5%
Agree	216 22%	62 19%	72 26% ^a	82 22%	104 18%	77 30% ^d	33 21%	83 20%	22 19%	111 24%	18 12%	14 18%	33 25% ^j	33 35% ^o	30 26% ^o	52 13%	37 23% ^q	13 13%	26 20%	158 23% ^q
Disagree	535 54%	200 60% ^c	148 54%	187 50%	339 59% ^e	107 43%	88 57% ^{ee}	227 55%	61 54%	247 54%	113 76% ^{kl}	51 64%	66 50%	45 48%	58 50%	287 70% ^{mn}	68 43%	60 58% ^p	76 57% ^p	381 56% ^p
Net agree	-319 -32%	-138 -41%	-76 -28%	-105 -28%	-235 -41%	-31 -12%	-56 -36%	-144 -35%	-39 -35%	-136 -29%	-95 -64%	-37 -46%	-33 -25%	-12 -13%	-28 -24%	-235 -57%	-31 -20%	-47 -45%	-50 -37%	-223 -33%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 55

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

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

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	95 10%	39 13% ^c	15 8%	15 6%	20 14% ^c	24 8%	30 10%	15 17% ^{eh}	16 8%	8 13%
Tend to agree	121 12%	40 13%	26 14%	22 8%	25 17% ^c	38 12% ^f	20 6%	16 18% ^f	34 18% ^f	13 20% ^f
Neither agree nor disagree	176 18%	58 19% ^c	39 21% ^c	31 12%	32 22% ^c	45 14%	52 17%	19 21%	43 22% ^e	15 22%
Tend to disagree	284 29%	84 28%	53 28%	79 29%	39 27%	102 33% ^g	96 31% ^g	17 19%	49 26%	16 24%
Strongly disagree	252 26%	59 20% ^d	49 26% ^d	112 42% ^{ab} d	17 12%	95 30% ^{gh} i	99 31% ^{gh} i	10 11%	38 20%	8 11%
Don't know	58 6%	19 6%	7 4%	10 4%	13 9% ^{bc}	11 4%	17 5%	13 15% ^{efh}	11 6%	6 9%
Agree	216 22%	79 26% ^c	40 21% ^c	36 14%	45 31% ^c	61 19%	50 16%	30 34% ^{ef}	50 26% ^f	21 33% ^{ef}
Disagree	535 54%	144 48%	102 54% ^d	191 71% ^{ab} d	56 38%	197 63% ^{gh} i	196 62% ^{gh} i	27 30%	88 46% ^g	24 36%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 55

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
The Government should ban all experiments on animals for any form of research

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	-319	-65	-62	-155	-11	-135	-145	3	-38	-2
	-32%	-22%	-33%	-58%	-8%	-43%	-46%	4%i	-20%	-3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 56
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I agree with animal experimentation for all types of MEDICAL research, where there is no alternative
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496 504	178 151	134 145	168 224	204 314	211 271	855 141	171 122	203 158	157 189									
Weighted Base	986	483 504	155 164	158 167	135 207	259 270	214 243	860 122	161 162	160 158	163 183									
Strongly agree	244 25%	124 120 26% 24%	24 34 16% 20%	45 56 28%a f	39 47 33%ab 29%a	85 70 33%kl 26%l	46 43 22% 18%	222 21 26%n 17%	27 45 17% 28%o	52 31 33%or 19%	56 34 34%or 18%									
Tend to agree	351 36%	171 180 35% 36%	57 57 37% 35%	46 59 29% 35%	54 78 40% 37%	92 105 36% 39%	71 83 33% 34%	305 45 35% 37%	60 54 37% 33%	57 54 36% 34%	51 75 31% 41%									
Neither agree nor disagree	138 14%	66 72 14% 14%	24 24 16% 14%	25 20 16% 12%	15 31 11% 15%	24 27 9% 10%	45 42 21%ij 17%ij	116 22 14% 18%	30 16 18% 10%	21 18 13% 11%	29 25 18% 14%									
Tend to disagree	118 12%	59 59 12% 12%	29 21 19%ef 13%	18 19 11% 12%	10 20 7% 10%	36 32 14% 12%	21 28 10% 12%	100 16 12% 13%	23 23 14% 14%	13 27 8% 17%qst	14 17 9% 10%									
Strongly disagree	77 8%	37 40 8% 8%	14 12 9% 7%	15 8 10% 5%	10 17 8% 8%	11 23 4% 9%	18 24 9% 10%ii	73 3 9%n 3%	11 16 7% 10%	9 14 6% 9%	8 18 5% 10%									
Don't know	58 6%	26 33 5% 6%	7 17 5% 11%de	8 5 5% 3%	6 15 4% 7%	11 13 4% 5%	11 23 5% 10%ii	43 15 5% 12%m	11 8 7% 5%	7 14 4% 9%st	5 14 3% 8%									
Agree	596 60%	295 300 61% 60%	81 90 52% 55%	91 115 58% 69%ab	94 124 70%ab 60%	177 175 69%kl 65%kl	118 125 55% 52%	527 66 61% 54%	87 99 54% 61%	110 85 69%or 54%	109 107 66%or 59%									
Disagree	194 20%	95 99 20% 20%	43 32 28%de 20%	33 28 21% 17%	20 38 15% 18%	47 55 18% 20%	40 52 19% 22%	173 20 20% 16%	34 39 21% 24%qs	22 41 14% 26%qs	22 36 13% 19%									
Net agree	401 41%	200 201 41% 40%	38 58 25% 35%	57 87 36%a c	74 87 52%ab 42%a c	130 120 50%kl 44%l	78 73 36% 30%	354 46 41% 37%	53 60 33% 37%	87 43 55%op 27%	85 73 52%op 40%rt									

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 57

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

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

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	244 25%	105 31%bc	60 22%	79 21%	156 27%e	49 19%	40 26%	101 24%	37 33%i	106 23%	52 36%kl	19 23%	24 18%	20 21%	28 25%	136 33%m	36 23%	28 27%	36 27%	171 25%
Tend to agree	351 36%	109 32%	113 41%a	129 34%	210 36%	82 33%	58 37%	146 35%h	27 24%	178 39%h	54 37%	31 38%	45 34%	38 40%	33 28%	149 36%	52 33%	28 27%	44 33%	252 37%
Neither agree nor disagree	138 14%	45 13%	27 10%	66 18%b	72 13%	44 17%	22 14%	60 15%	18 16%	60 13%	11 8%	12 15%	22 17%j	12 12%	17 15%	45 11%	26 16%	15 15%	19 15%	91 13%
Tend to disagree	118 12%	34 10%	34 12%	50 13%	63 11%	40 16%f	12 8%	53 13%	16 14%	48 10%	17 11%	12 15%	18 14%	13 13%	13 11%	50 12%	21 13%	13 13%	19 15%	79 12%
Strongly disagree	77 8%	29 9%c	31 11%c	16 4%	46 8%	19 7%	11 7%	32 8%	9 8%	36 8%	7 5%	6 8%	12 9%	7 7%	16 14%o	22 5%	13 8%	7 6%	8 6%	52 8%
Don't know	58 6%	14 4%	11 4%	34 9%ab	28 5%	18 7%	12 8%	20 5%	5 5%	33 7%	6 4%	1 1%	10 8%k	5 6%	9 8%o	10 3%	11 7%	12 12%rs	5 4%	37 5%
Agree	596 60%	214 64%c	174 63%	208 56%	365 64%e	131 52%	97 63%e	247 60%	64 57%	284 62%	107 72%l	49 61%	69 53%	58 61%	61 53%	285 69%n	88 55%	56 55%	81 61%	423 62%
Disagree	194 20%	63 19%	65 23%	67 18%	109 19%	59 23%	23 15%	85 21%	25 22%	84 18%	24 16%	18 22%	30 23%	19 21%	29 25%	72 17%	34 22%	20 19%	28 21%	132 19%
Net agree	401 41%	151 45%	109 39%	141 38%	256 44%e	73 29%	74 48%e	162 39%	39 35%	200 43%	83 56%kl	31 39%	39 30%	39 41%	32 28%	213 52%n	54 34%	36 35%	53 40%	292 43%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 58

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I agree with animal experimentation for all types of MEDICAL research, where there is no alternative

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	244 25%	67 22%	48 26% ^d	93 35% ^{ad}	24 16%	83 27% ⁱ	88 28% ⁱ	19 21%	44 23%	8 13%
Tend to agree	351 36%	86 29%	75 40% ^a	94 35%	61 41% ^a	118 38% ^g	112 35% ^g	21 24%	74 38% ^g	21 32%
Neither agree nor disagree	138 14%	60 20% ^{bc}	16 8%	28 10%	23 16% ^b	45 14%	30 9%	17 19% ^f	32 17% ^f	13 20% ^f
Tend to disagree	118 12%	45 15% ^d	26 14% ^d	27 10%	9 6%	30 10%	45 14%	8 9%	23 12%	10 15%
Strongly disagree	77 8%	23 8%	14 7%	17 6%	19 13% ^c	22 7%	28 9%	8 9%	10 5%	9 13% ^h
Don't know	58 6%	19 6%	10 5%	10 4%	11 7%	15 5%	12 4%	16 18% ^{efh}	10 5%	5 7%
Agree	596 60%	154 51%	123 65% ^a	187 70% ^{ad}	84 57%	202 64% ^{gi}	200 63% ^{gi}	40 44%	118 61% ^{gi}	29 45%
Disagree	194 20%	67 22%	40 21%	43 16%	29 20%	52 17%	73 23%	16 18%	32 17%	18 28% ^{ee}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 58

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I agree with animal experimentation for all types of MEDICAL research, where there is no alternative

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
TOTAL	986	300	188	268	147	313	315	89*	192	66*
Weighted Base	401	86	83	144	56	150	127	24	85	11
Net agree	41%	29%	44% ^a	54% ^{ad}	38%	48% ^{gi}	40% ^{gi}	26%	44% ^{gi}	17%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 59

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

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

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	TOTAL	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Strongly agree	154 16%	88 18%h	66 13%	15 10%	15 9%	27 17%	31 19%ab	23 17%	42 20%ab	44 17%	40 15%	31 14%	38 16%	134 16%	19 16%	15 10%	33 20%or	40 25%or	15 10%	25 16%	25 14%
Tend to agree	306 31%	145 30%	161 32%	44 28%	47 29%	49 31%	49 29%	48 35%	70 34%	80 31%	91 34%	63 30%	71 29%	264 31%	41 33%	45 28%	51 31%	50 31%	46 29%	47 29%	69 37%
Neither agree nor disagree	140 14%	73 15%	66 13%	23 15%	32 19%	19 12%	19 11%	19 14%	28 14%	27 10%	33 12%	46 22%ij	33 14%	121 14%	18 15%	35 22%prt	15 9%	23 15%	19 12%	24 14%	24 13%
Tend to disagree	208 21%	97 20%	112 22%	43 28%f	33 20%	29 19%	43 26%f	28 20%	32 16%	75 29%jk	49 18%	33 16%	51 21%	189 22%	19 15%	36 22%	32 20%	29 18%	40 26%	41 25%	31 17%
Strongly disagree	117 12%	51 11%	66 13%	20 13%	24 15%	22 14%	19 12%	13 10%	18 9%	21 8%	40 15%i	28 13%	27 11%	109 13%	8 7%	21 13%q	21 13%q	9 6%	23 15%q	20 12%q	22 12%q
Don't know	61 6%	28 6%	34 7%	10 6%	13 8%	11 7%	6 4%	5 4%	16 8%	11 4%	16 6%	12 5%	23 9%	43 5%	17 14%m	9 5%	11 7%	8 5%	14 9%	7 4%	13 7%
Agree	460 47%	233 48%	227 45%	59 38%	62 38%	76 48%	80 48%	71 52%ab	113 54%ab	125 48%	132 49%	94 44%	109 45%	398 46%	60 49%	60 37%	83 52%or	90 56%or	61 39%	72 44%	94 51%ors
Disagree	325 33%	148 31%	177 35%	63 41%f	57 35%f	52 33%	62 37%f	41 30%	50 24%	96 37%	90 33%	62 29%	78 32%	297 35%n	27 22%	57 35%q	53 33%	38 24%	63 40%qt	61 37%q	53 29%
Net agree	135 14%	85 18%h	49 10%	-3 -2%	5 3%a	24 15%ab	17 10%ab	30 22%ab	62 30%ab	29 11%	42 15%	32 15%	31 13%	101 12%	33 27%m	4 2%r	30 19%or	51 32%op	-2 -1%	11 7%r	41 22%ors

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 60

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

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

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	154 16%	64 19% ^c	45 16%	45 12%	96 17%	30 12%	28 18%	53 13%	15 13%	86 19% ^g	32 22%	16 20%	19 14%	17 18%	19 16%	76 18%	21 13%	18 18%	18 13%	113 17%
Tend to agree	306 31%	92 28%	91 33%	123 33%	187 33%	65 26%	53 35%	136 33%	31 28%	139 30%	51 34%	29 36%	40 31%	31 33%	30 26%	134 33%	48 30%	28 27%	42 32%	211 31%
Neither agree nor disagree	140 14%	47 14%	27 10%	66 18% ^b	72 13%	43 17%	25 16%	55 13%	14 13%	71 15%	9 6%	10 12%	23 17% ^j	18 19%	15 13%	49 12%	27 17%	12 12%	22 17%	91 13%
Tend to disagree	208 21%	69 20%	63 23%	77 21%	126 22% ^f	63 25% ^f	19 12%	91 22%	33 29% ⁱ	85 18%	36 24%	19 23%	21 16%	12 13%	20 17%	96 23% ^m	31 20%	19 18%	28 21%	152 22%
Strongly disagree	117 12%	47 14% ^c	41 15% ^c	29 8%	64 11%	32 13%	18 12%	57 14%	15 14%	44 10%	12 8%	6 7%	18 14%	10 11%	24 21% ^o	47 11%	17 11%	11 11%	18 13%	80 12%
Don't know	61 6%	17 5%	11 4%	34 9% ^{ab}	30 5%	20 8%	11 7%	21 5%	4 3%	37 8%	7 5%	1 1%	10 8% ^k	7 7% ^o	8 7% ^o	9 2%	14 9%	14 14% ^{rs}	5 4%	35 5%
Agree	460 47%	156 47%	136 49%	168 45%	283 49% ^e	95 38%	82 53% ^{ee}	190 46%	46 41%	224 49%	83 56%	45 56%	59 45%	47 50%	49 42%	210 51%	69 44%	46 45%	60 45%	325 48%
Disagree	325 33%	115 34%	103 37% ^c	106 28%	190 33% ^f	95 38% ^f	37 24%	148 36% ⁱ	48 43% ⁱ	129 28%	49 33%	25 31%	39 30%	22 23%	45 38% ^m	143 35% ^m	48 30%	30 29%	46 34%	232 34%
Net agree	135 14%	41 12%	32 12%	62 16%	92 16% ^e	* *	45 29% ^{de}	41 10% ^h	-2 -2%	95 21% ^{gh}	34 23%	20 25%	20 15%	25 27% ^{no}	4 4%	67 16% ⁿ	21 13%	16 16%	14 11%	93 14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 61

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I agree with animal experimentation for all types of research where there is no alternative

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	154 16%	41 14%	28 15%	56 21%a	22 15%	56 18%	48 15%	18 20%	22 12%	9 13%
Tend to agree	306 31%	86 29%	56 30%	82 30%	50 34%	102 32%	102 32%	23 26%	59 31%	17 25%
Neither agree nor disagree	140 14%	47 16%c	31 16%c	23 8%	26 17%c	41 13%	36 11%	12 13%	35 18%f	14 22%f
Tend to disagree	208 21%	68 23%d	39 21%	69 26%d	22 15%	69 22%g	71 23%g	10 11%	45 23%g	12 18%
Strongly disagree	117 12%	40 13%	26 14%	26 10%	15 10%	27 9%	46 15%e	12 13%	21 11%	9 13%
Don't know	61 6%	18 6%	8 4%	12 5%	13 9%	19 6%	12 4%	15 17%efh	10 5%	5 8%
Agree	460 47%	127 42%	84 45%	138 51%	73 49%	157 50%	150 48%	41 46%	81 42%	25 39%
Disagree	325 33%	108 36%d	66 35%	96 36%d	37 25%	96 31%	117 37%g	22 24%	66 35%	21 31%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 61

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
I agree with animal experimentation for all types of research where there is no alternative

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
TOTAL	986	300	188	268	147	313	315	89*	192	66*
Weighted Base	135	19	18	42	36	62	32	19	15	5
Net agree	14%	6%	10%	16%a	24%ab c	20%fh	10%	21%fhi	8%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 62
JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?
Summary Table
BASE: ALL RESPONDENTS

	I can accept animal experimentation so long as it is for medical research purposes	There needs to be more research into alternatives to animal experimentation	I can accept animal experimentation so long as there is no unnecessary suffering to the animals	I would like to know more about animal experimentation before forming a firm opinion	I do not support the use of animals in any experimentation because of the importance I place on animal welfare	Animal experimentation will always be used for research purposes	It does not bother me if animals are used in experimentation	I am not interested in the issue of animal experimentation	Animal experiments for medical research purposes are a necessary evil	Animal experimentation for medical research purposes should only be conducted for life-threatening diseases	The Government should ban all experiments on animals for any form of research	I agree with animal experimentation for all types of MEDICAL research, where there is no alternative	I agree with animal experimentation for all types of research where there is no alternative
Unweighted Base	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Weighted Base	986	986	986	986	986	986	986	986	986	986	986	986	986
Strongly agree	215 22%	417 42%	258 26%	148 15%	136 14%	174 18%	61 6%	44 4%	183 19%	139 14%	95 10%	244 25%	154 16%
Tend to agree	418 42%	360 36%	407 41%	297 30%	182 18%	460 47%	119 12%	143 14%	387 39%	316 32%	121 12%	351 36%	306 31%
Neither agree nor disagree	123 12%	96 10%	118 12%	255 26%	224 23%	133 13%	148 15%	238 24%	155 16%	178 18%	176 18%	138 14%	140 14%
Tend to disagree	113 11%	45 5%	96 10%	139 14%	257 26%	109 11%	331 34%	312 32%	133 13%	213 22%	284 29%	118 12%	208 21%
Strongly disagree	70 7%	21 2%	61 6%	95 10%	128 13%	40 4%	285 29%	213 22%	68 7%	81 8%	252 26%	77 8%	117 12%
Don't know	47 5%	49 5%	46 5%	53 5%	60 6%	71 7%	42 4%	37 4%	61 6%	59 6%	58 6%	58 6%	61 6%
Agree	633 64%	776 79%	665 67%	445 45%	317 32%	635 64%	180 18%	187 19%	570 58%	455 46%	216 22%	596 60%	460 47%
Disagree	183 19%	66 7%	157 16%	234 24%	386 39%	148 15%	617 63%	525 53%	201 20%	294 30%	535 54%	194 20%	325 33%

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 62

JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?

Summary Table

BASE: ALL RESPONDENTS

	I can accept animal experimentation so long as it is for medical research purposes	There needs to be more research into alternatives to animal experimentation	I can accept animal experimentation so long as there is no unnecessarily suffering to the animals	I would like to know more about animal experimentation before forming a firm opinion	I do not support the use of animals in any experimentation because of the importance I place on animal welfare	Animal experimentation will always be used for research purposes	It does not bother me if animals are used in experimentation	I am not interested in the issue of animal experimentation	Animal experiments for medical research purposes are a necessary evil	Animal experimentation for medical research purposes should only be conducted for life-threatening diseases	The Government should ban all experiments on animals for any form of research	I agree with animal experimentation for all types of MEDICAL research, where there is no alternative	I agree with animal experimentation for all types of research where there is no alternative
Weighted Base	986	986	986	986	986	986	986	986	986	986	986	986	986
Net agree	450 46%	711 72%	508 51%	211 21%	-68 -7%	486 49%	-436 -44%	-339 -34%	369 37%	162 16%	-319 -32%	401 41%	135 14%

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 63
JR03 How strongly do you agree or disagree with these statements about animal experimentation?
I can accept animal experimentation for testing chemicals that could harm people
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Strongly agree	102 10%	61 13%h	41 8%	4 3%	15 9%a	22 14%a	22 13%a	17 12%a	23 11%a	32 12%	28 11%	15 7%	27 11%	93 11%	9 8%	13 8%	25 16%r	22 14%r	6 4%	19 11%r	17 9%r
Tend to agree	329 33%	171 35%	158 31%	39 25%	48 30%	56 35%	63 37%a	47 35%	76 36%a	111 43%jk	89 33%l	70 33%	59 24%	286 33%	41 34%	44 27%	64 39%	63 40%or	44 28%	55 34%	59 32%
Neither agree nor disagree	169 17%	89 18%	80 16%	33 21%f	32 20%	27 17%	27 16%	23 17%	27 13%	27 11%	48 18%i	52 25%i	41 17%	141 16%	27 22%	43 27%pq	21 13%	25 16%	22 14%	33 20%	25 14%
Tend to disagree	179 18%	77 16%	101 20%	43 28%bc	20 12%	26 17%	32 19%	27 20%	29 14%	49 19%	46 17%	36 17%	48 20%	161 19%	15 13%	23 14%	29 18%	26 16%	41 26%oq	30 18%	31 17%
Strongly disagree	146 15%	64 13%	83 16%	30 19%	31 19%	18 12%	19 11%	16 11%	33 16%	25 10%	46 17%i	30 14%	46 19%i	136 16%n	10 8%	30 19%q	17 11%	16 10%	31 20%q	20 12%	32 17%
Don't know	62 6%	21 4%	41 8%g	6 4%	16 10%d	9 6%	5 3%	6 4%	20 10%ad	13 5%	14 5%	11 5%	23 9%	43 5%	18 15%m	7 5%	7 4%	7 4%	15 9%	7 4%	19 10%qs
Agree	431 44%	232 48%h	199 40%	43 28%	63 39%	78 49%a	84 50%a	64 47%a	98 47%a	144 55%jk	117 43%	85 40%	85 35%	379 44%	51 42%	57 36%	89 55%or	86 54%or	49 31%	74 45%r	76 42%
Disagree	325 33%	141 29%	184 36%g	73 47%bc	52 32%	45 28%	51 30%	43 31%	62 30%	74 29%	91 34%	65 31%	94 39%i	297 35%n	25 21%	53 33%	46 28%	42 26%	71 45%op	50 30%	63 34%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 63

JR03 How strongly do you agree or disagree with these statements about animal experimentation?

I can accept animal experimentation for testing chemicals that could harm people

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Net agree	106	90	16	-30	12	33	33	21	36	69	26	20	-8	82	26	4	43	44	-22	24	14
	11%	19%h	3%	-19%	7%	21%ab	20%ab	16%b	18%ab	27%jk	10%l	9%l	-3%	10%	21% m	2%	26% or st	27% o rst	-14%	15% ort	8% o

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 64
JR03 How strongly do you agree or disagree with these statements about animal experimentation?
I can accept animal experimentation for testing chemicals that could harm people
BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	102 10%	46 14% ^b	22 8%	34 9%	68 12% ^e	17 7%	17 11%	43 10%	14 12%	46 10%	19 13%	7 9%	11 9%	9 10%	13 11%	61 15%	15 10%	10 10%	18 13%	71 10%
Tend to agree	329 33%	105 31%	97 35%	127 34%	199 35%	74 29%	55 36%	148 36%	31 28%	150 33%	63 42%	25 31%	46 35%	32 34%	31 26%	155 38% ⁿ	45 28%	29 29%	50 37%	230 34%
Neither agree nor disagree	169 17%	54 16%	45 16%	70 19%	89 15%	50 20%	29 19%	71 17%	20 18%	78 17%	17 11%	16 20%	21 16%	13 13%	22 19%	63 15%	32 20%	20 19%	28 21%	110 16%
Tend to disagree	179 18%	54 16%	53 19%	72 19%	98 17%	57 23% ^f	22 14%	70 17%	24 21%	85 18%	27 18%	17 21%	18 14%	17 18%	18 16%	74 18%	31 20%	19 19%	17 13%	125 18%
Strongly disagree	146 15%	60 18% ^c	47 17% ^c	39 10%	88 15%	39 16%	17 11%	65 16%	15 14%	66 14%	13 9%	15 19% ^j	25 19% ^j	17 18%	26 22% ^o	47 11%	23 15%	11 11%	13 10%	110 16%
Don't know	62 6%	17 5%	12 4%	33 9% ^b	33 6%	15 6%	14 9%	17 4%	8 7%	37 8% ^g	10 7%	1 1%	9 7%	6 6%	6 6%	12 3%	13 8%	13 13% ^r	7 5%	37 5%
Agree	431 44%	151 45%	119 43%	161 43%	267 46% ^e	91 36%	72 47% ^e	190 46%	45 40%	196 42%	82 55% ^k	32 40%	57 44%	41 44%	43 37%	216 52% ⁿ	60 38%	40 39%	67 51% ^p	300 44%
Disagree	325 33%	114 34%	100 36%	111 30%	186 32%	97 38% ^f	39 25%	135 33%	39 35%	151 33%	40 27%	32 39% ^j	43 33%	35 37%	44 38%	122 29%	55 34% ^r	30 29%	30 23%	235 34% ^r
Net agree	106 11%	38 11%	19 7%	49 13% ^b	81 14% ^e	-6 -2%	33 21% ^{de}	56 13% ^h	6 5%	45 10%	42 29% ^{kl}	* *	14 11% ^k	7 7% ⁿ	-1 -1%	94 23% ^{mn}	6 3%	10 9% ^p	37 28% ^{pq}	65 10% ^p

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 65
JR03 How strongly do you agree or disagree with these statements about animal experimentation?
I can accept animal experimentation for testing chemicals that could harm people
BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	102 10%	36 12%d	16 8%	39 15%d	8 6%	40 13%	29 9%	8 8%	21 11%	4 7%
Tend to agree	329 33%	86 29%	64 34%	107 40%a	46 31%	115 37%	103 33%	23 26%	65 34%	21 32%
Neither agree nor disagree	169 17%	65 22%c	30 16%	26 10%	29 19%c	51 16%	52 16%	13 15%	36 19%	13 20%
Tend to disagree	179 18%	51 17%	38 20%	46 17%	30 20%	44 14%	66 21%e	16 18%	35 18%	16 24%
Strongly disagree	146 15%	42 14%	32 17%	37 14%	21 14%	44 14%	48 15%	16 18%	28 15%	8 12%
Don't know	62 6%	20 7%	7 4%	13 5%	13 9%	20 6%	18 6%	13 15%efh	8 4%	4 6%
Agree	431 44%	121 41%	80 43%	147 55%ab d	54 37%	155 49%g	131 42%	31 34%	86 45%	25 39%
Disagree	325 33%	93 31%	71 38%	83 31%	51 35%	88 28%	114 36%e	32 36%	63 33%	23 36%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 65

JR03 How strongly do you agree or disagree with these statements about animal experimentation?
I can accept animal experimentation for testing chemicals that could harm people

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	106 11%	28 10% ^d	10 5%	64 24% ^{abd}	3 2%	67 21% ^{fgh}	17 5% ^g	-2 -2%	23 12% ^{fgi}	2 3% ^g

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 66
JR03 How strongly do you agree or disagree with these statements about animal experimentation?
I can accept animal experimentation for testing chemicals that could harm wildlife or the environment
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Strongly agree	76 8%	44 9%	32 6%	5 3%	10 6%	12 8%	16 9%a	13 9%a	20 10%a	27 11%k	18 7%	8 4%	21 9%k	67 8%	9 7%	10 6%	15 9%r	18 11%r	5 3%	13 8%	14 8%
Tend to agree	278 28%	154 32%h	124 25%	40 26%	36 22%	44 28%	62 37%ab	40 30%	56 27%	77 30%	77 28%	65 30%	59 24%	238 28%	39 32%	43 27%	57 35%rt	53 33%rt	33 21%	49 30%	43 23%
Neither agree nor disagree	206 21%	115 24%h	91 18%	26 17%	40 24%	36 23%	33 20%	28 21%	43 21%	53 20%	52 19%	58 27%l	43 18%	179 21%	26 21%	43 27%r	39 24%	33 21%	23 15%	30 18%	38 21%
Tend to disagree	202 21%	84 17%	118 23%g	45 29%abc f	29 17%	29 18%	34 21%	31 23%	34 16%	61 23%	53 20%	39 18%	50 21%	181 21%	19 16%	28 18%	27 17%	29 18%	45 29%op q	36 22%	37 20%
Strongly disagree	154 16%	61 13%	93 18%g	31 20%d	31 19%	25 16%	17 10%	17 13%	33 16%	24 9%	52 19%i	34 16%	45 18%i	144 17%n	11 9%	27 17%	16 10%	18 11%	34 22%pq	26 16%	32 18%
Don't know	71 7%	25 5%	46 9%g	8 5%	18 11%de	13 8%	4 3%	6 4%	21 10%de	18 7%	18 6%	10 5%	25 10%k	51 6%	19 15%m	9 6%	7 5%	9 5%	17 11%	10 6%	19 10%
Agree	353 36%	197 41%h	156 31%	45 29%	46 28%	56 35%	78 46%ab	52 39%	76 37%	104 40%	95 35%	73 34%	80 33%	305 35%	48 39%	54 33%	72 45%rt	72 45%or t	37 24%	61 38%r	57 31%
Disagree	357 36%	145 30%	211 42%g	76 49%bc def	60 36%	54 34%	52 31%	49 36%	67 32%	84 33%	105 39%	72 34%	95 39%	325 38%n	30 24%	56 35%	43 27%	46 29%	80 51%op qst	62 38%	69 38%
Net agree	-3 *	52 11%	-55 -11%	-31 -20%	-14 -8%	2 1%	26 15%bce f	4 3%	10 5%	20 8%jk l	-10 -4%	1 *	-15 -6%	-20 -2%	18 15%	-2 -1%	29 18%os t	25 16%o st	-42 -27%	-1 -1%	-12 -6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 67
JR03 How strongly do you agree or disagree with these statements about animal experimentation?
I can accept animal experimentation for testing chemicals that could harm wildlife or the environment
BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	76 8%	33 10% ^c	22 8%	21 6%	45 8%	18 7%	12 8%	29 7%	5 5%	41 9%	17 11%	8 10%	7 5%	6 7%	10 9%	39 10%	11 7%	7 7%	8 6%	58 9%
Tend to agree	278 28%	84 25%	79 29%	115 31%	163 28%	71 28%	43 28%	128 31%	29 26%	121 26%	46 31%	22 28%	45 34%	31 33% ⁿ	23 20%	131 32% ⁿ	36 23%	25 24%	44 33%	195 29%
Neither agree nor disagree	206 21%	61 18%	62 23%	82 22%	122 21%	45 18%	38 24%	90 22%	16 14%	99 22%	35 24%	18 22%	24 18%	19 20%	28 24%	85 21%	36 22%	22 22%	33 25%	134 20%
Tend to disagree	202 21%	67 20%	57 20%	79 21%	117 20%	59 24%	25 16%	80 19%	32 29%	90 20%	27 18%	17 21%	17 13%	16 17%	22 19%	86 21%	37 23%	25 24%	25 19%	135 20%
Strongly disagree	154 16%	68 20% ^c	44 16%	42 11%	89 16%	42 17%	22 14%	66 16%	18 16%	70 15%	14 9%	13 16%	30 23% ^j	18 19%	23 20%	53 13%	27 17%	11 11%	17 13%	114 17%
Don't know	71 7%	22 7%	13 5%	35 9% ^b	38 7%	17 7%	16 10%	20 5%	11 10%	40 9% ^g	10 6%	2 3%	8 6%	5 6%	9 7%	17 4%	12 7%	12 12% ^r	6 5%	46 7%
Agree	353 36%	117 35%	101 36%	136 36%	208 36%	89 35%	55 36%	157 38%	35 31%	162 35%	63 42%	31 38%	52 40%	37 39%	33 29%	171 41% ⁿ	47 29%	32 31%	52 39%	254 37%
Disagree	357 36%	135 40% ^c	100 36%	121 32%	206 36%	101 40% ^f	46 30%	146 35%	50 45%	160 35%	41 27%	30 37%	47 36%	33 35%	46 40%	139 34%	65 41%	36 35%	42 32%	248 36%
Net agree	-3 *	-18 -5%	* *	15 4% ^b	2 *	-12 -5%	9 6% ^d	11 3% ⁱ	-16 -14%	2 *	22 15% ^{kl}	1 1%	5 4%	4 4%	-12 -11%	31 8% ⁿ	-18 -11%	-4 -4%	10 7% ^{qs}	5 1% ^c

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 68
JR03 How strongly do you agree or disagree with these statements about animal experimentation?
I can accept animal experimentation for testing chemicals that could harm wildlife or the environment
BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	76 8%	24 8%	11 6%	33 12% ^{bd}	6 4%	33 10% ^f	16 5%	10 11% ^{fi}	15 8%	2 3%
Tend to agree	278 28%	80 27%	50 27%	87 32%	37 25%	94 30%	89 28%	21 23%	60 31%	14 22%
Neither agree nor disagree	206 21%	65 22%	39 21%	47 17%	36 24%	64 20%	64 20%	17 19%	40 21%	18 28%
Tend to disagree	202 21%	60 20%	40 21%	55 20%	32 22%	57 18%	76 24% ^g	11 13%	38 19%	17 25%
Strongly disagree	154 16%	48 16%	41 22% ^c	28 11%	24 16%	44 14%	50 16%	16 18%	30 15%	11 17%
Don't know	71 7%	22 7%	7 3%	19 7%	13 8%	22 7%	20 6%	14 16% ^{efh}	11 5%	4 6%
Agree	353 36%	104 35%	62 33%	120 45% ^{ab} d	43 29%	126 40% ⁱ	105 33%	31 35%	75 39% ⁱ	16 24%
Disagree	357 36%	108 36%	81 43% ^c	83 31%	56 38%	101 32%	126 40%	28 31%	67 35%	28 42%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 68

JR03 How strongly do you agree or disagree with these statements about animal experimentation?
I can accept animal experimentation for testing chemicals that could harm wildlife or the environment

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	-3 *	-4 -1%	-20 -10%	37 14% ^{ab} -9% d	-13	25 8% ^{fi}	-21 -7%	3 4%	8 4%	-12 -18%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 69
JR03 How strongly do you agree or disagree with these statements about animal experimentation?
Summary table
BASE: ALL RESPONDENTS

	I can accept animal experimentation for testing chemicals that could harm people	I can accept animal experimentation for testing chemicals that could harm wildlife or the environment
Unweighted Base	1000	1000
Weighted Base	986	986
Strongly agree	102 10%	76 8%
Tend to agree	329 33%	278 28%
Neither agree nor disagree	169 17%	206 21%
Tend to disagree	179 18%	202 21%
Strongly disagree	146 15%	154 16%
Don't know	62 6%	71 7%
Agree	431 44%	353 36%
Disagree	325 33%	357 36%
Net agree	106 11%	-3 *

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 70

JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Hand out leaflets	723 73%	340 70%	382 76%	110 71%	112 68%	122 78%	131 78% ^f	106 79% ^f	140 68%	219 85% ^{jk}	205 76% ^l	149 69%	150 62%	667 78% ⁿ	54 44%	107 66%	117 73%	116 73%	115 73%	136 83% ^{op}	131 72% ^q
Write letters	700 71%	345 71%	355 70%	114 74%	103 63%	116 73%	127 76% ^b	96 71%	144 69%	209 81% ^{kl}	203 75% ^{kl}	136 63%	152 62%	635 74% ⁿ	61 50%	106 65%	119 73%	121 76% ^{ot}	112 71%	124 76% ^t	119 65%
Organise petitions	620 63%	298 62%	322 64%	106 68% ^{bf}	93 57%	118 75% ^{bd}	105 63% ^f	90 66% ^f	107 52%	202 78% ^{jk}	181 67% ^{kl}	113 53%	124 51%	575 67% ⁿ	44 36%	93 58%	108 67%	96 60%	106 67% ^t	116 71% ^{oq}	101 55% ^t
Ask people to put a protest sticker/poster in their window	574 58%	280 58%	294 58%	86 55%	85 52%	101 64% ^f	114 68% ^{ab}	85 63% ^f	103 50%	195 75% ^{jk}	169 63% ^{kl}	108 50%	102 42%	532 62% ⁿ	41 34%	84 52%	106 65% ^o	90 56%	87 55%	109 67% ^{or}	98 54% ^t
Organise a demonstration/protest outside research laboratories	408 41%	210 44%	198 39%	70 45% ^f	64 39% ^f	79 50% ^f	89 53% ^{bf}	56 42% ^f	50 24%	145 56% ^{jk}	121 45% ^{kl}	70 33%	72 30%	387 45% ⁿ	20 16%	71 44% ^{qt}	86 53% ^{qr}	53 33%	63 40% ^t	82 50% ^{qt}	53 29% ^t
Free animals	135 14%	63 13%	72 14%	35 22% ^{de}	27 17% ^f	28 18% ^f	17 10%	13 10%	15 7%	34 13%	36 13%	26 12%	39 16%	119 14%	15 13%	31 19% ^{qt}	23 14% ^q	9 6%	31 20% ^{qt}	22 14% ^q	19 10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 70

JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	TOTAL	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Disrupt companies providing services to companies involved in animal research	101 10%	50 10%	51 10%	30 20% bde f	13 8%	17 11%	18 11%	12 9%	10 5%	35 13% k	30 11%	14 6%	23 9%	92 11%	9 8%	26 16% qt	15 9%	9 6%	18 11%	20 12% q	13 7%
Occupy research facilities	99 10%	46 10%	53 11%	29 19% bd ef	17 10% f	19 12% f	15 9% f	11 8%	8 4%	30 12%	31 12%	15 7%	23 10%	89 10%	10 8%	27 17% qt	14 8%	6 4%	19 12% q	21 13% q	13 7%
Organise a demonstration/protest outside investors/workers homes	93 9%	50 10%	43 9%	24 15% f	15 9%	12 8%	15 9%	15 11%	12 6%	32 12% l	28 10%	19 9%	14 6%	83 10%	9 8%	23 15%	14 9%	12 8%	15 10%	13 8%	14 8%
Set up road blocks	80 8%	39 8%	41 8%	10 6%	13 8% f	20 12% f	22 13% f	9 7%	6 3%	30 12%	19 7%	14 7%	17 7%	78 9% n	2 1%	9 6%	22 13% qt	8 5%	14 9%	20 12% qt	8 4%
Verbally harass people	46 5%	24 5%	22 4%	3 2%	4 3%	12 7% a	10 6%	8 6%	10 5%	17 7%	10 4%	7 3%	13 5%	46 5% n	1 *	4 3%	12 8% r	7 5%	3 2%	9 5%	11 6%
Destroy/Damage property	25 3%	16 3%	9 2%	4 3%	2 1%	6 4%	6 4%	4 3%	3 2%	14 5% j l	4 1%	6 3%	2 1%	24 3%	1 1%	4 3%	8 5%	3 2%	1 1%	4 3%	4 2%
Send hate mail	25 3%	15 3%	10 2%	6 4%	7 4%	2 1%	5 3%	3 2%	3 1%	6 2%	8 3%	4 2%	7 3%	23 3%	2 2%	6 3%	5 3%	5 3%	7 5% t	2 1%	1 1%
Use terrorist methods e.g. car bombs, mail bombs	9 1%	4 1%	4 1%	3 2%	1 1%	-	3 2%	-	2 1%	4 2%	-	2 1%	2 1%	9 1%	-	2 1%	2 1%	1 1%	2 1%	1 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 70

JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Use physical violence against those involved in animal research	7 1%	3 1%	5 1%	3 2%	1 1%	- -	3 2%	- -	1 1%	2 1%	1 *	3 1%	1 *	7 1%	1 *	1 1%	2 1%	- -	3 2%	1 1%	1 1%
Other	10 1%	7 2%	3 1%	1 1%	- -	4 3%	2 1%	* *	2 1%	2 1%	3 1%	3 2%	2 1%	9 1%	2 1%	- -	5 3%	2 1%	1 1%	1 1%	1 1%
None of these	37 4%	13 3%	24 5%	2 2%	5 3%	8 5%	2 1%	8 6%	12 6%	11 4%	9 3%	4 2%	13 5%	29 3%	8 7%	3 2%	6 4%	4 3%	4 3%	4 2%	16 9%
Don't know	46 5%	22 5%	24 5%	6 4%	10 6%	7 4%	8 5%	3 2%	13 6%	2 1%	7 2%	15 7%	23 9%	24 3%	22 18%	8 5%	7 5%	6 4%	8 5%	7 4%	10 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 71

JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Hand out leaflets	723 73%	254 76%	200 72%	269 72%	440 77%ef	174 69%	103 67%	320 77% <i>i</i>	88 78%	315 68%	119 80%	66 82%	98 75%	54 57%	86 74% <i>m</i>	348 85% <i>mn</i>	102 64%	70 68%	103 78% <i>p</i>	506 74% <i>p</i>
Write letters	700 71%	240 72%	194 70%	266 71%	414 72%	175 69%	107 69%	308 75% <i>i</i>	78 70%	313 68%	120 81%	56 70%	92 70%	60 63%	71 61%	342 83% <i>mn</i>	103 65%	69 68%	96 72%	492 72%
Organise petitions	620 63%	215 64%	171 62%	234 62%	384 67% <i>f</i>	151 60%	81 53%	282 68% <i>i</i>	73 65%	264 57%	115 78% <i>kl</i>	47 59%	80 61%	42 44%	58 50%	325 79% <i>mn</i>	96 60%	58 57%	93 70% <i>q</i>	425 62%
Ask people to put a protest sticker/poster in their window	574 58%	201 60%	148 54%	224 60%	349 61%	139 55%	81 53%	264 64% <i>i</i>	69 61%	241 52%	104 70% <i>k</i>	43 54%	81 62%	38 41%	64 55% <i>m</i>	286 69% <i>mn</i>	79 49%	56 55%	77 58%	405 59% <i>p</i>
Organise a demonstration/protest outside research laboratories	408 41%	151 45%	109 39%	148 39%	251 44% <i>f</i>	105 42% <i>f</i>	48 31%	205 50% <i>i</i>	46 41%	156 34%	71 48%	30 37%	59 45%	29 31%	41 35%	229 56% <i>mn</i>	64 40%	43 42%	68 51% <i>s</i>	274 40%
Free animals	135 14%	49 15%	38 14%	47 13%	71 12%	47 18% <i>df</i>	14 9%	61 15%	16 14%	57 12%	19 13%	11 13%	18 14%	15 15%	19 16%	55 13%	27 17%	10 9%	25 19% <i>q</i>	85 12%
Disrupt companies providing services to companies involved in animal research	101 10%	31 9%	32 12%	38 10%	54 9%	35 14% <i>f</i>	8 5%	49 12%	12 11%	40 9%	15 10%	5 6%	10 8%	9 9%	7 6%	41 10%	7 4%	9 8%	15 11% <i>p</i>	76 11% <i>p</i>

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 71

JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Occupy research facilities	99 10%	32 9%	35 13%	33 9%	54 9% ^f	38 15% ^{df}	6 4%	41 10%	16 14%	42 9%	18 12%	7 9%	11 8%	7 7%	9 7%	33 8%	12 8%	8 8%	12 9%	74 11%
Organise a demonstration/ protest outside investors/workers homes	93 9%	34 10%	28 10%	31 8%	56 10%	28 11%	8 5%	43 10%	13 11%	37 8%	16 11%	7 9%	14 10%	11 11%	6 5%	46 11%	11 7%	8 8%	14 10%	66 10%
Set up road blocks	80 8%	30 9%	18 6%	32 8%	46 8%	23 9%	10 6%	39 10%	10 9%	31 7%	12 8%	4 4%	10 7%	9 10%	4 4%	41 10%	14 9%	10 10%	12 9%	50 7%
Verbally harass people	46 5%	17 5%	14 5%	15 4%	26 5%	11 4%	8 5%	17 4%	5 5%	24 5%	5 3%	4 5%	8 6%	10 11% ^o	7 6%	15 4%	9 6%	4 3%	8 6%	30 4%
Destroy/Damage property	25 3%	7 2%	7 3%	11 3%	14 2%	8 3%	3 2%	12 3%	2 2%	11 2%	8 5% ^{kl}	-	-	4 4%	3 2%	13 3%	4 2%	3 3%	3 2%	17 2%
Send hate mail	25 3%	8 2%	6 2%	11 3%	13 2%	8 3%	3 2%	9 2%	3 2%	13 3%	3 2%	2 2%	3 2%	4 4%	5 4%	9 2%	6 4%	1 1%	6 5%	13 2%
Use terrorist methods e.g. car bombs, mail bombs	9 1%	3 1%	3 1%	3 1%	3 1%	3 1%	2 1%	2 *	-	7 1%	3 2%	-	1 1%	3 3% ^o	1 1%	2 *	4 3% ^s	1 1%	2 1%	3 *
Use physical violence against those involved in animal research	7 1%	1 *	3 1%	4 1%	2 *	4 1%	2 1%	1 *	-	7 1% ^g	2 2%	-	-	3 3% ^o	-	1 *	2 1%	1 1%	2 2%	4 1%
Other	10 1%	3 1%	2 1%	5 1%	6 1%	3 1%	1 1%	5 1%	2 2%	3 1%	2 1%	2 3%	-	3 3%	1 1%	4 1%	2 1%	-	1 1%	8 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 71

JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIV- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
None of these	37 4%	13 4%	11 4%	12 3%	19 3%	8 3%	9 6%	10 2%	5 4%	22 5%	3 2%	2 2%	2 1%	7 7% _o	4 3%	7 2%	4 3%	6 6%	3 2%	27 4%
Don't know	46 5%	13 4%	12 4%	22 6%	23 4%	14 6%	9 6%	13 3%	3 3%	30 7% _g	3 2%	3 4%	6 4%	6 6% _o	6 5% _o	1 *	11 7%	10 10% _s	10 8%	27 4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 72

JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Hand out leaflets	723 73%	222 74%d	146 78%d	216 80%d	82 56%	232 74%	255 81%gh	59 66%	127 66%	41 63%
Write letters	700 71%	214 71%d	133 70%d	213 79%d	85 57%	221 71%i	239 76%gi	57 64%	136 70%i	36 55%
Organise petitions	620 63%	183 61%d	131 70%d	204 76%ad	59 40%	183 58%	228 72%eg	44 49%	126 66%gi	30 46%
Ask people to put a protest sticker/poster in their window	574 58%	172 57%d	119 63%d	188 70%ad	59 40%	172 55%	211 67%eg	48 54%	104 54%	32 48%
Organise a demonstration/protest outside research laboratories	408 41%	117 39%d	88 47%d	147 55%ad	29 20%	104 33%	171 54%eg	26 29%	79 41%g	24 36%
Free animals	135 14%	45 15%	33 18%	30 11%	20 13%	30 10%	43 14%	14 16%	37 19%e	10 15%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 72

JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Disrupt companies providing services to companies involved in animal research	101 10%	25 8%	25 13% ^d	35 13% ^d	6 4%	28 9%	35 11%	9 10%	24 12%	5 8%
Occupy research facilities	99 10%	27 9%	23 12%	32 12%	10 7%	25 8%	36 11%	8 9%	25 13%	5 7%
Organise a demonstration/protest outside investors/workers homes	93 9%	21 7%	22 12%	32 12%	9 6%	24 8%	31 10%	6 7%	25 13% ^{ee}	4 7%
Set up road blocks	80 8%	16 5%	21 11% ^{ad}	34 13% ^{ad}	3 2%	15 5%	40 13% ^{eh}	5 6%	12 6%	7 11%
Verbally harass people	46 5%	13 4%	13 7%	13 5%	6 4%	18 6% ^h	17 5% ^h	3 3%	2 1%	6 9% ^h
Destroy/Damage property	25 3%	4 1%	2 1%	15 6% ^{abd}	1 1%	6 2%	11 4%	2 3%	3 2%	2 3%
Send hate mail	25 3%	2 1%	10 5% ^a	7 3%	2 1%	3 1%	9 3%	2 2%	8 4% ^e	3 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 72

JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Use terrorist methods e.g. car bombs, mail bombs	9 1%	2 1%	2 1%	4 1%	1 1%	2 1%	3 1%	2 2%h	-	2 2%h
Use physical violence against those involved in animal research	7 1%	1 *	1 1%	3 1%	1 1%	1 *	2 1%	1 1%	1 1%	2 3%e
Other	10 1%	1 *	2 1%	4 1%	3 2%	3 1%	4 1%	1 1%	-	3 5%eh
None of these	37 4%	15 5%b	2 1%	8 3%	10 7%b	12 4%	7 2%	4 4%	8 4%	5 8%f
Don't know	46 5%	8 3%	8 4%	7 3%	18 12%abc	20 7%f	3 1%	9 10%f	9 5%f	4 6%f

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 73
JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Use terrorist methods e.g. car bombs, mail bombs	767 78%	375 78%	392 78%	124 80%b	113 69%	131 83%b	132 79%	113 84%bf	154 74%	230 89%kl	226 84%kl	162 75%l	150 62%	700 81%n	63 52%	113 70%	134 83%o	128 80%o	124 79%	128 79%	140 76%
Use physical violence against those involved in animal research	747 76%	363 75%	383 76%	113 73%	104 64%	130 82%b	134 80%b	109 81%b	156 75%b	233 90%jk	218 81%kl	152 71%l	144 59%	690 80%n	55 45%	108 67%	134 83%or	122 76%	109 69%	131 80%or	144 79%o
Destroy/Damage property	734 74%	355 74%	379 75%	120 77%b	102 62%	121 77%b	129 77%b	108 80%b	155 74%b	214 83%kl	226 84%kl	150 70%l	144 59%	663 77%n	69 56%	111 69%	120 74%	124 78%	111 71%	129 79%o	139 76%
Send hate mail	710 72%	339 70%	371 74%	106 69%	98 60%	118 75%b	130 78%b	107 79%ab	150 72%b	220 85%jk	209 77%kl	143 67%l	138 57%	659 77%n	49 40%	99 62%	121 74%o	120 75%o	105 67%	128 79%or	138 75%o
Verbally harass people	684 69%	332 69%	352 70%	113 73%b	97 60%	109 69%	119 71%b	99 73%b	147 71%b	207 80%kl	195 72%l	146 68%l	135 56%	623 72%n	60 49%	101 63%	113 70%	118 74%o	109 69%	115 71%	128 70%
Set up road blocks	580 59%	293 61%	287 57%	86 56%	81 50%	87 55%	96 57%	91 67%ab	139 67%ab	181 70%jk	163 60%l	125 58%l	111 46%	531 62%n	48 40%	87 54%	95 59%	111 69%or	80 51%	88 54%	119 65%ors
Organise a demonstration/ protest outside investors/workers homes	505 51%	247 51%	259 51%	65 42%	67 41%	85 54%b	96 57%ab	78 58%ab	115 55%ab	167 65%jk	144 53%l	101 47%	92 38%	469 54%n	36 29%	61 38%	93 57%o	92 58%or	71 45%	87 54%o	100 55%o

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 73

JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Weighted Base	986																				
Occupy research facilities	503 51%	249 52%	254 50%	57 37%	69 42%	85 54%a	88 53%a	76 56%ab	128 62%ab	174 67%jk	142 52%l	102 48%l	85 35%	468 54%n	33 27%	60 37%	87 54%o	102 64%or	66 42%	86 53%o	102 56%or
Disrupt companies providing services to companies involved in animal research	497 50%	246 51%	251 50%	60 39%	70 43%	83 53%a	82 49%	81 60%ab	120 58%ab	163 63%jk	144 53%l	103 48%l	87 36%	458 53%n	38 31%	64 39%	86 53%o	96 60%or	67 42%	79 49%	105 57%or
Free animals	444 45%	219 45%	225 45%	38 24%	54 33%	72 46%ab	86 52%ab	73 54%ab	122 59%abc	149 58%kl	136 50%l	88 41%l	71 29%	415 48%n	30 24%	42 26%	82 51%or	95 60%or	50 31%	76 46%or	100 55%or
Organise a demonstration/ protest outside research laboratories	205 21%	99 20%	106 21%	27 17%	26 16%	30 19%	25 15%	32 24%	65 31%abcd	61 24%l	58 22%l	51 24%l	34 14%	181 21%	23 19%	23 15%	28 17%	47 29%op	29 19%	27 16%	50 27%ors
Ask people to put a protest sticker/ poster in their window	65 7%	39 8%	26 5%	10 6%	10 6%	11 7%	9 5%	5 4%	20 10%e	16 6%	23 8%	11 5%	16 6%	54 6%	11 9%	13 8%	14 9%	11 7%	7 4%	6 3%	14 8%
Organise petitions	56 6%	25 5%	31 6%	6 4%	8 5%	4 2%	7 4%	9 6%	23 11%acd	12 5%	16 6%	13 6%	14 6%	45 5%	11 9%	9 6%	6 4%	10 6%	5 3%	4 3%	21 12%prs
Write letters	37 4%	22 5%	15 3%	4 2%	5 3%	4 2%	9 6%	6 4%	10 5%	14 6%	8 3%	7 3%	8 3%	28 3%	9 7% m	7 5% r	8 5% r	6 4%	1 1%	5 3%	10 5% r

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 73

JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Hand out leaflets	35 4%	22 5%	13 3%	5 3%	3 2%	6 4%	6 4%	4 3%	10 5%	8 3%	7 3%	10 5%	10 4%	23 3%	12 10% ^m	4 3%	12 7% ^s	6 4% ^s	4 2%	1 *	8 5% ^s
Other	1 *	1 *	-	-	-	-	-	1 1%	-	-	1 *	-	-	1 *	-	-	-	1 *	-	-	-
None of these	34 3%	11 2%	23 5%	6 4%	9 6%	4 2%	7 4%	3 2%	6 3%	6 2%	7 3%	7 3%	14 6%	29 3%	6 5%	7 5% ^p	-	4 2%	8 5% ^p	11 7% ^p	4 2%
Don't know	51 5%	27 6%	24 5%	6 4%	11 7%	8 5%	6 3%	4 3%	16 8%	2 1%	9 4% ⁱ	12 5% ⁱ	28 12% ^{ijk}	30 4%	20 16% ^m	10 6%	10 6%	7 5%	8 5%	4 2%	13 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 74

JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Use terrorist methods e.g. car bombs, mail bombs	767 78%	268 80%	210 76%	289 77%	460 80%	186 74%	117 76%	342 83% ⁱ	90 81%	335 73%	123 83%	71 88% ^l	99 75%	60 63%	86 74%	370 90% ^{mn}	116 73%	78 76%	105 79%	538 79%
Use physical violence against those involved in animal research	747 76%	262 78%	209 76%	275 74%	458 80% ^e	167 66%	117 76%	340 82% ⁱ	83 74%	324 70%	122 83%	71 88%	101 77%	59 63%	89 76% ^m	362 88% ^{mn}	102 64%	74 72%	99 74%	533 78% ^p
Destroy/Damage property	734 74%	254 76%	205 74%	275 73%	444 77% ^e	173 68%	114 74%	320 78%	80 72%	334 72%	118 80%	64 79%	102 78%	61 65%	87 75%	350 85% ^{mn}	107 67%	70 68%	106 80% ^{pq}	513 75%
Send hate mail	710 72%	247 74%	204 74%	259 69%	431 75% ^e	161 64%	114 74% ^e	321 78% ⁱ	83 74%	307 66%	116 79%	66 82%	99 76%	62 66%	74 64%	352 85% ^{mn}	95 60%	72 70%	94 71%	509 75% ^p
Verbally harass people	684 69%	232 69%	192 69%	260 69%	406 71%	164 65%	110 72%	308 75% ⁱ	77 69%	298 65%	106 72%	63 78%	97 74%	51 54%	76 65%	336 82% ^{mn}	95 60%	67 65%	91 69%	486 71% ^p
Set up road blocks	580 59%	205 61%	166 60%	209 56%	362 63% ^e	120 47%	96 62% ^{ee}	258 62%	59 53%	263 57%	101 68%	56 69%	84 64%	42 45%	59 51%	287 70% ^{mn}	79 49%	55 54%	73 55%	423 62% ^p
Organise a demonstration/ protest outside investors/workers homes	505 51%	175 52%	144 52%	186 50%	312 54% ^e	102 40%	87 56% ^{ee}	219 53%	53 48%	232 50%	88 60%	51 63%	67 51%	39 41%	58 50%	248 60% ^m	76 47%	49 47%	69 52%	354 52%
Occupy research facilities	503 51%	180 54%	136 49%	187 50%	314 55% ^e	94 37%	93 60% ^{ee}	228 55%	51 46%	224 49%	93 63%	49 61%	70 54%	38 40%	58 50%	262 64% ^{mn}	74 46%	46 45%	62 47%	356 52%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 74

JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Disrupt companies providing services to companies involved in animal research	497 50%	173 52%	140 51%	184 49%	320 56%e	90 36%	87 56%e	215 52%	55 49%	227 49%	88 60%	52 65%	71 54%	39 41%	52 45%	250 61%mn	82 51%	54 52%	58 44%	350 51%
Free animals	444 45%	152 45%	122 44%	170 45%	287 50%e	75 30%	82 53%e	199 48%h	37 33%	209 45%h	87 59%	42 52%	61 47%	35 37%	49 42%	232 56%mn	57 36%	42 41%	50 38%	328 48%p
Organise a demonstration/protest outside research laboratories	205 21%	67 20%	60 22%	78 21%	118 21%	40 16%	45 29%de	77 19%	24 22%	103 22%	33 23%	23 28%	26 20%	20 21%	21 18%	84 20%	27 17%	23 22%	18 14%	153 22%r
Ask people to put a protest sticker/poster in their window	65 7%	25 8%	21 8%	19 5%	42 7%	10 4%	13 8%	30 7%	2 2%	33 7%h	8 6%	5 7%	13 10%	11 11%n	3 2%	28 7%	14 9%	7 7%	9 6%	44 6%
Organise petitions	56 6%	24 7%	12 4%	20 5%	26 5%	10 4%	19 12%de	14 3%	6 5%	36 8%g	7 5%	8 10%	8 6%	12 13%o	8 7%	12 3%	8 5%	7 7%	6 5%	43 6%
Write letters	37 4%	16 5%	8 3%	13 3%	24 4%	4 2%	9 6%e	17 4%	2 2%	18 4%	6 4%	4 5%	7 6%	4 5%	1 1%	9 2%	6 3%	5 5%	3 2%	27 4%
Hand out leaflets	35 4%	9 3%	8 3%	18 5%	19 3%	9 4%	6 4%	13 3%	2 2%	19 4%	4 3%	2 3%	4 3%	8 8%no	1 1%	11 3%	7 5%	6 6%	5 4%	21 3%
Other	1 *	-	-	1 *	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *	-	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 74

JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)	
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
None of these	34	10	14	11	18	12	4	10	4	20	6	-	3	3	1	11	9	5	4	22
	3%	3%	5%	3%	3%	5%	3%	2%	4%	4%	4%	-	2%	3%	1%	3%	6%	5%	3%	3%
Don't know	51	19	11	21	21	18	12	12	4	35	6	5	6	7	7	3	10	11	7	31
	5%	6%	4%	6%	4%	7% ^d	8% ^d	3%	4%	8% ^g	4%	6%	4%	8% ^o	6% ^o	1%	6%	11% ^s	5%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 75

JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Use terrorist methods e.g. car bombs, mail bombs	767 78%	228 76%d	157 83%d	232 87%ad	91 62%	238 76%i	271 86%eg hi	63 71%	144 75%	42 64%
Use physical violence against those involved in animal research	747 76%	220 74%d	153 82%d	223 83%ad	93 63%	239 76%	264 84%eg hi	60 68%	135 70%	42 64%
Destroy/Damage property	734 74%	230 77%d	154 82%d	211 79%d	86 58%	240 77%gi	255 81%gi	55 62%	141 74%gi	35 53%
Send hate mail	710 72%	218 73%d	145 77%d	211 79%d	89 61%	232 74%gh	257 82%eg hi	54 61%	120 63%	40 62%
Verbally harass people	684 69%	207 69%d	135 72%d	198 74%d	87 59%	218 70%	233 74%i	58 65%	130 68%	38 57%
Set up road blocks	580 59%	176 59%	118 62%d	169 63%d	74 50%	204 65%gi	188 60%g	41 46%	110 57%	31 47%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 75

JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Organise a demonstration/ protest outside investors/workers homes	505 51%	153 51% ^d	103 55% ^d	159 59% ^d	58 39%	170 54% ^h	184 58% ^{gh}	40 45%	78 41%	28 42%
Occupy research facilities	503 51%	144 48%	101 53% ^d	162 60% ^{ad}	62 42%	184 59% ^{gh} i	176 56% ^{gh} i	35 39%	81 42%	23 36%
Disrupt companies providing services to companies involved in animal research	497 50%	150 50% ^d	101 53% ^d	156 58% ^d	58 39%	171 55% ^h	167 53%	39 44%	87 45%	28 43%
Free animals	444 45%	124 41%	80 43%	153 57% ^{ab} d	57 39%	176 56% ^{fg} hi	148 47% ^{gh} i	30 34%	67 35%	18 28%
Organise a demonstration/ protest outside research laboratories	205 21%	66 22%	41 22%	55 20%	30 21%	83 27% th i	60 19%	15 17%	34 18%	9 13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 75

JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of animals in research?

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Ask people to put a protest sticker/poster in their window	65 7%	16 5%	16 8%	14 5%	13 9%	26 8%	15 5%	2 2%	18 9%g	3 5%
Organise petitions	56 6%	21 7%c	5 3%	8 3%	17 11%bc	24 8%	12 4%	4 5%	11 6%	4 7%
Write letters	37 4%	12 4%	7 4%	6 2%	6 4%	17 6%	13 4%	1 2%	4 2%	1 2%
Hand out leaflets	35 4%	14 5%	7 3%	7 3%	6 4%	11 3%	8 2%	4 4%	10 5%	3 4%
Other	1 *	1 *	-	-	-	-	-	-	1 *	-
None of these	34 3%	13 4%	4 2%	7 2%	6 4%	7 2%	8 3%	5 6%	5 3%	6 10%efh
Don't know	51 5%	13 4%	8 4%	6 2%	18 12%abc	18 6%f	7 2%	12 13%efh	10 5%	4 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 76
JR06 How well informed do you feel, if at all, about science and scientific research/developments?
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000	496 504	178 151	134 145	168 224	204 314	211 271	855 141	171 122	203 158	157 189										
Weighted Base	986	483 504	155 164	158 167	135 207	259 270	214 243	860 122	161 162	160 158	163 183										
Very well informed	53 5%	36 18 7%h 3%	7 10 5% 6%	13 9 8% 5%	7 8 5% 4%	28 14 11%jkl 5%	4 8 2% 3%	45 8 5% 7%	13 16 8%r 10%r	8 4 5% 3%	6 7 4% 4%										
Fairly well informed	261 26%	140 121 29% 24%	35 40 23% 24%	50 43 31% 25%	37 57 27% 27%	90 77 35%kl 28%l	49 45 23% 19%	241 20 28%n 16%	40 45 25% 28%	54 35 34%rt 22%	47 39 29% 21%										
Not very well informed	428 43%	200 227 41% 45%	73 68 47% 42%	66 84 42% 50%	54 84 40% 40%	105 124 40% 46%	106 92 50%l 38%	381 45 44% 37%	65 73 41% 45%	62 75 39% 48%	77 76 47% 41%										
Not at all informed	196 20%	80 115 17% 23%g	30 37 19% 22%	21 29 13% 17%	31 48 23%c 23%c	35 47 13% 17%	45 69 21% 28%ij	167 27 19% 22%	31 23 19% 14%	27 35 17% 22%	27 53 17% 29%pq										
Not stated	8 1%	5 3 1% 1%	1 2 * 1%	- 1 * 1%	1 3 1% 1%	1 3 * 1%	3 4 1% 1%	5 3 1% 2%	2 - 1% -	2 1 1% *	2 1 * 1%										
Don't know	42 4%	22 20 4% 4%	10 7 6% 4%	8 3 5% 2%	5 9 4% 4%	1 9 * 3%i	7 25 3%i 10%ijk	21 20 2% 16%m	9 6 6% 4%	7 8 4% 5%	5 7 3% 4%										
Well informed	314 32%	176 138 36%h 27%	43 49 28% 30%	63 52 40%a 31%	44 64 32% 31%	118 91 46%jk 34%kl	53 53 25% 22%	286 28 33%n 23%	53 61 33% 38%rt	62 39 39%rt 25%	46 53 33% 25%										
Not well informed	623 63%	281 343 58% 68%g	102 105 66% 64%	87 112 55% 67%	85 132 63% 63%	139 171 54% 63%	152 162 71%i 66%i	548 72 64% 59%	96 95 60% 59%	89 110 56% 70%q	104 128 64% 70%q										
Net informed	-309 -31%	-105 -204 -22% -41%	-59 -56 -38% -34%	-24 -61 -15% -36%	-41 -68 -31% -33%	-21 -80 -8% -30%	-99 -109 -46% -45%	-261 -44 -30% -36%	-43 -35 -27% -21%	-27 -72 -17% -45%	-50 -82 -31% -45%										

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 77

JR06 How well informed do you feel, if at all, about science and scientific research/developments?

BASE: ALL RESPONDENTS

TOTAL	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD			
	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base 1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base 986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Very well informed 53 5%	16 5%	10 4%	27 7%	34 6%	13 5%	7 4%	27 7%	5 4%	21 5%	11 7%	3 4%	4 3%	2 3%	3 3%	39 9% ^{mn}	9 6%	6 6%	8 6%	35 5%
Fairly well informed 261 26%	88 26%	75 27%	98 26%	163 28% ^f	65 26%	31 20%	123 30%	23 21%	114 25%	65 44% ^{kl}	22 27%	32 25%	15 16%	27 23%	146 35% ^{mn}	41 25%	24 24%	36 27%	184 27%
Not very well informed 428 43%	135 40%	136 49% ^a	157 42%	255 44%	104 41%	68 44%	182 44%	61 55% ⁱ	184 40%	58 39%	44 54% ^j	55 42%	39 41%	59 51%	172 42%	62 39%	42 41%	59 44%	297 44%
Not at all informed 196 20%	79 24%	49 18%	67 18%	103 18%	50 20%	41 26% ^d	70 17%	17 15%	109 24% ^g	11 8%	8 10%	32 24% ^{jk}	29 31% ^{no}	21 18%	49 12%	38 24%	21 20%	26 20%	135 20%
Not stated 8 1%	2 1%	-	5 1%	3 1%	3 1%	1 1%	1 *	1 1%	5 1%	1 1%	-	1 1%	1 1%	1 1%	1 *	1 *	2 2%	1 1%	6 1%
Don't know 42 4%	15 4%	7 2%	20 5%	17 3%	17 7% ^d	7 4%	9 2%	5 5%	27 6% ^g	3 2%	4 5%	5 4%	8 8% ^o	5 4% ^o	4 1%	9 6%	7 7%	4 3%	26 4%
Well informed 314 32%	104 31%	85 31%	125 33%	197 34% ^f	78 31%	38 24%	150 36% ^{hi}	28 25%	136 29%	75 51% ^{kl}	25 31%	37 28%	18 19%	30 26%	185 45% ^{mn}	50 31%	31 30%	43 33%	218 32%
Not well informed 623 63%	214 64%	185 67%	224 60%	358 62%	154 61%	109 70%	252 61%	78 70%	293 64%	69 47%	51 64% ^j	87 67% ^{jl}	67 71% ^o	80 69% ^o	222 54%	99 62%	63 61%	85 64%	432 63%
Net informed -309 -31%	-110 -33%	-100 -36%	-100 -27%	-161 -28%	-76 -30%	-71 -46%	-102 -25%	-50 -45%	-157 -34%	6 4%	-26 -33%	-51 -39%	-50 -52%	-50 -43%	-36 -9%	-49 -31%	-32 -31%	-42 -31%	-214 -31%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 78
JR06 How well informed do you feel, if at all, about science and scientific research/developments?
BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Very well informed	53 5%	11 4%	7 4%	33 12%abd	3 2%	12 4%	23 7%	4 4%	11 6%	2 3%
Fairly well informed	261 26%	51 17%	64 34%ad	102 38%ad	24 16%	95 30%i	84 27%	20 22%	49 25%	11 16%
Not very well informed	428 43%	149 50%cd	81 43%	102 38%	56 38%	137 44%	143 46%	31 34%	83 43%	31 47%
Not at all informed	196 20%	74 25%bc	32 17%	27 10%	49 33%bc	56 18%	56 18%	23 26%	39 20%	18 27%
Not stated	8 1%	3 1%	-	1 *	3 2%	2 1%	-	* 1%	4 2%f	1 1%
Don't know	42 4%	13 4%	5 2%	3 1%	13 9%bc	11 3%	8 3%	12 14%efh	6 3%	4 6%
Well informed	314 32%	62 21%	71 38%ad	134 50%ab d	27 18%	107 34%i	107 34%i	23 26%	60 31%	12 19%
Not well informed	623 63%	222 74%bc	113 60%c	130 48%	105 71%bc	193 62%	199 63%	53 60%	122 63%	49 74%
Net informed	-309 -31%	-161 -54%	-42 -22%	4 2%	-78 -53%	-86 -27%	-92 -29%	-30 -34%	-62 -32%	-36 -56%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 79
JR07 How strongly do you agree or disagree with the following statement about science?
Science makes a good contribution to society
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000																				
Weighted Base	986																				
Strongly agree	398 40%	222 46%h	176 35%	50 32%	57 35%	87 55%ab def	67 40%	57 42%	80 39%	157 61%jk	113 42%kl	67 31%	61 25%	369 43%n	29 24%	56 35%	82 50%or t	85 53%or	51 32%	73 45%rt	52 29%
Tend to agree	375 38%	162 33%	214 42%g	62 40%	56 34%	51 33%	66 39%	58 43%	83 40%	80 31%	108 40%	88 41%i	99 41%i	329 38%	45 37%	56 35%	53 33%	53 33%	62 39%	64 40%	88 48%opq
Neither agree nor disagree	133 14%	62 13%	71 14%	25 16%e	34 21%ce	15 9%	23 13%	9 7%	27 13%	14 6%	35 13%i	39 18%i	45 19%i	102 12%	30 25%m	32 20%qs	21 13%q	9 5%	27 17%q	16 10%	28 15%q
Tend to disagree	25 3%	10 2%	15 3%	7 4%c	8 5%c	1 *	4 2%	1 1%	6 3%	1 *	4 1%	7 3%i	13 5%ij	20 2%	5 4%	6 4%	1 *	4 2%	8 5%p	3 2%	3 2%
Strongly disagree	16 2%	9 2%	7 1%	2 1%	3 2%	- -	4 2%	4 3%c	4 2%	3 1%	6 2%	2 1%	6 2%	15 2%	2 1%	2 1%	2 3%	6 2%	3 2%	2 1%	3 1%
Don't know	38 4%	18 4%	21 4%	10 6%	7 4%	4 3%	4 2%	5 4%	8 4%	3 1%	5 2%	12 6%ij	19 8%ij	25 3%	12 10%m	9 6%	4 3%	4 3%	7 5%	4 3%	9 5%
Agree	773 78%	384 80%	390 77%	112 72%	112 69%	138 88%ab f	133 80%b	115 85%ab	163 78%b	237 92%jk	221 82%kl	155 72%	160 66%	698 81%n	73 60%	112 69%	134 83%or	138 86%or	112 71%	137 84%or	140 77%
Disagree	41 4%	19 4%	22 4%	8 5%c	10 6%c	1 *	7 4%c	5 4%c	9 5%c	4 2%	10 4%	9 4%	19 8%ij	35 4%	6 5%	8 5%	2 1%	9 6%	11 7%p	6 3%	6 3%
Net agree	732 74%	365 76%	367 73%	103 66%	102 62%	137 87%ab df	126 75%b	110 81%ab	153 74%b	233 90%jk	211 78%kl	146 68%l	141 58%	663 77%n	67 55%	104 65%	132 82%or	129 81%or	101 64%	131 81%or	135 74%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 80
JR07 How strongly do you agree or disagree with the following statement about science?
Science makes a good contribution to society
BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Strongly agree	398 40%	153 46%b	95 34%	150 40%	249 43%e	87 35%	60 39%	174 42%	42 38%	182 39%	88 59%kl	32 39%	52 40%	27 29%	42 36%	220 53%mn	60 37%	44 43%	58 44%	266 39%
Tend to agree	375 38%	119 35%	122 44%a	135 36%	222 39%	90 36%	62 40%	156 38%	49 44%	170 37%	46 31%	29 36%	51 39%	37 39%	47 41%	140 34%	59 37%	33 32%	50 38%	268 39%
Neither agree nor disagree	133 14%	37 11%	37 13%	60 16%	67 12%	46 18%d	19 12%	58 14%	12 11%	63 14%	8 5%	13 16%j	17 13%j	13 14%	21 18%o	36 9%	26 17%	18 18%	16 12%	91 13%
Tend to disagree	25 3%	5 2%	14 5%ac	6 2%	10 2%	11 4%d	3 2%	8 2%	1 1%	15 3%	1 *	- -	3 2%	4 4%o	1 1%	3 1%	3 2%	2 2%	3 3%	19 3%
Strongly disagree	16 2%	5 2%	6 2%	5 1%	8 1%	4 1%	4 3%	8 2%	1 1%	7 2%	4 3%	5 6%	3 2%	5 6%o	3 2%	7 2%	- -	1 1%	3 2%	13 2%
Don't know	38 4%	17 5%b	3 1%	19 5%b	18 3%	14 6%	6 4%	9 2%	6 5%	24 5%g	2 1%	2 3%	5 4%	8 8%no	2 2%	5 1%	11 7%r	4 4%	2 1%	24 4%
Agree	773 78%	271 81%	217 78%	285 76%	471 82%e	178 70%	122 79%	330 80%	92 82%	352 76%	133 90%kl	61 76%	102 78%	64 68%	89 77%	360 87%mn	119 75%	78 76%	109 82%	535 78%
Disagree	41 4%	10 3%	20 7%ac	11 3%	18 3%	15 6%	7 4%	16 4%	2 2%	23 5%	5 3%	5 6%	6 5%	9 10%o	4 4%	10 3%	3 2%	2 2%	6 5%	33 5%
Net agree	732 74%	261 78%	197 71%	274 73%	453 79%e	163 64%	116 75%e	314 76%	89 80%	329 71%	128 87%kl	56 70%	96 74%	55 58%	85 73%o	350 85%mn	115 72%	75 73%	103 77%	502 74%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 81
JR07 How strongly do you agree or disagree with the following statement about science?
Science makes a good contribution to society
BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Strongly agree	398 40%	102 34%d	84 45%ad	159 59%ab	32 22% d	126 40%g	145 46%g	22 25%	75 39%g	24 36%
Tend to agree	375 38%	122 41%c	69 37%	82 31%	64 43% c	125 40%	129 41%	32 36%	64 33%	24 37%
Neither agree nor disagree	133 14%	53 18%c	22 12%c	16 6%	27 19% c	36 12%	26 8%	21 23% ef	38 20% ef	10 15%
Tend to disagree	25 3%	7 2%	7 4% c	1 *	9 6% c	9 3%	3 1%	2 2%	9 5% f	2 2%
Strongly disagree	16 2%	2 1%	2 1%	5 2%	6 4% a	6 2%	5 1%	3 3%	2 1%	1 2%
Don't know	38 4%	14 5%	4 2%	6 2%	9 6%	11 4%	7 2%	9 11% efh	6 3%	5 7% f
Agree	773 78%	223 74% d	153 81% d	241 90% ab	96 65% d	252 80% gh	275 87% eg	54 61% hi	138 72%	48 73%
Disagree	41 4%	9 3%	9 5%	6 2%	15 10% ac	14 5%	7 2%	5 6%	11 6%	3 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 81

JR07 How strongly do you agree or disagree with the following statement about science?

Science makes a good contribution to society

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Net agree	732 74%	214 71% ^d	145 77% ^d	235 88% ^{ab}	81 55%	238 76% ^{gh}	267 85% ^{eg}	49 55%	128 66%	45 69%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 82
JR08 How well informed do you feel, if at all, about efforts to find alternatives to using animals in experimentation for scientific research purposes?
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000	496 504	178 151	134 145	168 224	204 314	211 271	855 141	171 122	203 158	157 189										
Weighted Base	986	483 504	155 164	158 167	135 207	259 270	214 243	860 122	161 162	160 158	163 183										
Very well informed	21 2%	15 6 3% 1%	2 3 1% 2%	2 5 1% 3%	4 5 3% 2%	11 6 4%kl 2%	2 2 1% 1%	16 5 2% 4%	5 7 3%rs 4%rs	3 - 2% -	- - -	6 3%rs									
Fairly well informed	132 13%	73 59 15% 12%	23 29 15% 18%e	19 23 12% 14%	12 25 9% 12%	35 38 14% 14%	25 34 12% 14%	107 23 12% 19% m	31 19 19%t 12%	22 21 14% 13%	23 16 14% 9%										
Not very well informed	519 53%	247 271 51% 54%	84 77 54% 47%	92 95 58% 57%	69 101 51% 49%	147 139 57%l 51%	122 110 57%l 45%	465 52 54%n 43%	73 88 46% 54%	86 88 54% 56%	99 85 61%ot 46%										
Not at all informed	251 25%	114 137 24% 27%	35 42 23% 26%	33 39 21% 23%	43 60 32% c 29%	58 73 22% 27%	50 70 23% 29%	227 23 26% 19%	37 36 23% 22%	40 40 25% 25%	35 63 21% 34% ops										
Don't know	64 6%	34 30 7% 6%	11 13 7% 8%	12 5 8% 3%	7 15 5% 7%	7 15 3% 5%	15 27 7% 11% ij	44 19 5% 15% m	14 11 9% 7%	8 9 5% 6%	7 14 4% 8%										
Well informed	153 15%	87 65 18%h 13%	25 32 16% 20%	21 28 13% 17%	16 31 12% 15%	46 43 18% 16%	27 36 13% 15%	123 28 14% 23% m	36 26 22% rt 16%	25 21 16% 13%	23 22 14% 12%										
Not well informed	770 78%	361 409 75% 81% g	119 119 77% 73%	124 134 79% 80%	112 162 83% b 78%	205 213 79% 79%	172 180 80% 74%	692 75 81% n 62%	111 124 69% 77%	126 128 79% o 81% o	133 147 82% o 81% o										
Net informed	-617 -63%	-274 -344 -57% -68%	-95 -87 -61% -53%	-103 -105 -66% -63%	-96 -131 -71% -63%	-159 -169 -61% -63%	-145 -144 -68% -59%	-569 -48 -66% -39%	-75 -98 -46% -61%	-101 -107 -63% -68%	-111 -126 -68% -69%										

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 83

JR08 How well informed do you feel, if at all, about efforts to find alternatives to using animals in experimentation for scientific research purposes?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Very well informed	21 2%	6 2%	1 1%	14 4%b	11 2%	5 2%	5 3%	12 3%	- -	8 2%	6 4%	- -	4 3%	2 2%	1 1%	13 3%	5 3%	- -	2 1%	16 2%
Fairly well informed	132 13%	44 13%	44 16%	44 12%	80 14%	39 15%	13 8%	59 14%	12 11%	61 13%	29 19%	13 16%	22 16%	13 14%	16 14%	62 15%	20 12%	13 13%	21 16%	91 13%
Not very well informed	519 53%	171 51%	153 55%	195 52%	310 54%	128 51%	78 51%	221 54%	70 63%i	228 49%	76 51%	43 53%	55 42%	35 37%	66 57%m	234 57%m	81 51%	53 52%	74 56%	356 52%
Not at all informed	251 25%	94 28%	71 26%	86 23%	138 24%	61 24%	50 33% ^d	103 25%	21 19%	127 28%	30 20%	23 28%	39 30%	32 34% ^{no}	25 22%	92 22%	41 26%	23 22%	28 21%	182 27%
Don't know	64 6%	21 6% ^b	7 2%	36 10% ^b	35 6%	21 8%	8 5%	18 4%	9 8%	37 8% ^g	8 6%	2 3%	11 8%	12 13% ^o	7 6%	11 3%	13 8%	14 13% ^{rs}	7 5%	37 5%
Well informed	153 15%	49 15%	46 17%	58 15%	91 16%	43 17%	18 12%	71 17%	12 11%	69 15%	34 23%	13 16%	26 20%	16 16%	17 15%	75 18%	24 15%	13 13%	23 17%	107 16%
Not well informed	770 78%	265 79%	224 81%	281 75%	448 78%	188 75%	128 83%	324 78%	92 82%	355 77%	105 71%	66 81%	94 72%	67 71%	91 79%	327 79%	122 77%	76 74%	103 77%	538 79%
Net informed	-617 -63%	-216 -64%	-178 -64%	-223 -60%	-357 -62%	-145 -58%	-110 -72%	-252 -61%	-80 -71%	-285 -62%	-71 -48%	-53 -65%	-68 -52%	-51 -54%	-74 -64%	-252 -61%	-98 -62%	-62 -61%	-79 -60%	-431 -63%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 84

JR08 How well informed do you feel, if at all, about efforts to find alternatives to using animals in experimentation for scientific research purposes?

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Very well informed	21 2%	3 1%	4 2%	12 4% ^a	2 1%	5 2%	9 3%	1 1%	3 2%	2 3%
Fairly well informed	132 13%	39 13%	25 13%	42 16%	13 9%	41 13%	34 11%	16 18%	31 16%	6 9%
Not very well informed	519 53%	162 54%	95 50%	152 57% ^d	67 46%	166 53%	178 56% ^g	38 42%	99 52%	36 55%
Not at all informed	251 25%	76 25%	58 31% ^c	49 18%	50 34% ^c	84 27%	80 25%	19 22%	47 25%	18 27%
Don't know	64 6%	20 7%	6 3%	13 5%	16 11% ^{bc}	16 5%	14 4%	15 17% ^{efh}	12 6%	5 7%
Well informed	153 15%	41 14%	29 16%	54 20% ^d	15 10%	46 15%	44 14%	17 19%	33 17%	7 11%
Not well informed	770 78%	239 80%	153 81%	202 75%	117 79%	250 80% ^g	257 82% ^g	57 64%	147 76% ^g	54 82% ^g
Net informed	-617 -63%	-197 -66%	-123 -65%	-148 -55%	-102 -69%	-204 -65%	-214 -68%	-40 -45%	-113 -59%	-46 -71%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 85

JR09 How well informed do you feel, if at all, about efforts to improve the welfare of animals that are currently used in experimentation for scientific research purposes?

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496 504	178 151	134 145	168 224	204 314	211 271	855 141	171 122	203 158	157 189									
Weighted Base	986	483 504	155 164	158 167	135 207	259 270	214 243	860 122	161 162	160 158	163 183									
Very well informed	30 3%	21 9 4%h 2%	3 5 2% 3%	2 6 1% 3%	5 10 3% 5%	12 7 5%k 3%	1 9 1% 4%k	23 7 3% 6%	7 8 4% _s 5% _s	7 7 4% _s 4% _s	1 - 1% -	8 8 4% _s 4% _s								
Fairly well informed	171 17%	90 81 19% 16%	27 30 17% 18%	28 26 18% 16%	27 32 20% 16%	40 47 16% 17%	44 40 20% 17%	148 23 17% 19%	30 24 19% 15%	36 27 22% _t 17%	30 24 19% 17%	24 36 15% 22% _t								
Not very well informed	502 51%	238 264 49% 52%	84 71 54% 43%	87 101 55% 60% _{be}	63 95 47% 46%	146 141 56% _l 52% _l	114 101 53% _l 41%	448 52 52% 43%	76 92 47% 57% _q	71 80 44% 51%	87 97 59% _{oq} 48%									
Not at all informed	202 20%	87 114 18% 23%	29 39 19% 24%	26 27 16% 16%	32 48 24% 23%	40 62 15% 23%	39 61 18% 25% _i	179 20 21% 16%	32 24 20% 15%	31 36 19% 23%	28 49 17% 27% _{ps}									
Don't know	82 8%	47 35 10% 7%	12 18 8% 11%	14 8 9% 5%	8 22 6% 11% _d	20 14 8% 5%	16 32 7% 13% _{jk}	61 20 7% 16% _m	17 14 10% 9%	16 13 10% 8%	15 8 5% 8%									
Well informed	201 20%	110 91 23% 18%	30 35 19% 22%	30 32 19% 19%	32 42 24% 20%	53 54 20% 20%	45 49 21% 20%	171 30 20% 24%	36 32 23% 20%	42 28 26% _t 18%	30 32 19% 17%									
Not well informed	703 71%	325 378 67% 75% _g	114 111 73% 68%	113 128 72% 76%	95 143 70% 69%	186 203 72% 75% _l	153 162 72% 67%	627 72 73% _n 59%	108 116 67% 71%	102 116 64% 74%	125 136 77% _q 75% _q									
Net informed	-502 -51%	-215 -287 -45% -57%	-84 -75 -54% -46%	-83 -96 -53% -57%	-63 -101 -47% -48%	-133 -149 -51% -55%	-108 -112 -51% -46%	-456 -42 -53% -35%	-72 -84 -45% -52%	-59 -88 -37% -56%	-95 -105 -58% -57%									

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 86

JR09 How well informed do you feel, if at all, about efforts to improve the welfare of animals that are currently used in experimentation for scientific research purposes?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Very well informed	30 3%	10 3%	5 2%	14 4%	18 3%	6 2%	6 4%	14 3%	1 1%	16 3%	8 6%	1 1%	3 2%	2 3%	3 2%	18 4%	5 3%	1 1%	1 1%	24 4%
Fairly well informed	171 17%	57 17%	48 17%	66 18%	103 18%	47 19%	20 13%	79 19%	18 16%	74 16%	36 24%	13 17%	29 22%	14 15%	24 21%	80 20%	24 15%	18 18%	29 22%	119 17%
Not very well informed	502 51%	163 49%	152 55%	187 50%	296 51%	127 50%	77 50%	218 53%	61 55%	223 48%	74 50%	45 55%	56 42%	39 42%	52 45%	230 56% ^{mn}	74 46%	47 45%	71 53%	349 51%
Not at all informed	202 20%	83 25% ^c	54 20%	65 17%	114 20%	47 19%	38 25%	78 19%	22 20%	101 22%	17 12%	15 19%	35 27% ^j	27 28% ^o	27 23%	63 15%	40 25%	23 22%	24 18%	139 20%
Don't know	82 8%	22 7%	18 6%	43 11% ^{ab}	43 8%	25 10%	13 9%	24 6%	10 9%	48 10% ^g	12 8%	7 8%	9 7%	12 12% ^o	10 9%	20 5%	17 10%	14 14% ^r	8 6%	51 8%
Well informed	201 20%	67 20%	53 19%	80 21%	121 21%	53 21%	26 17%	93 22%	19 17%	89 19%	44 30% ^k	14 17%	32 24%	17 18%	27 23%	98 24%	29 18%	19 19%	30 22%	143 21%
Not well informed	703 71%	246 73%	206 74%	252 67%	410 71%	174 69%	115 75%	296 72%	84 75%	324 70%	91 62%	60 74% ^j	90 69%	66 70%	79 68%	293 71%	114 71%	69 68%	95 71%	488 71%
Net informed	-502 -51%	-178 -53%	-153 -55%	-171 -46%	-289 -50%	-122 -48%	-89 -58%	-203 -49%	-65 -58%	-234 -51%	-47 -32%	-46 -57%	-59 -45%	-49 -52%	-52 -45%	-195 -47%	-85 -53%	-50 -49%	-65 -49%	-345 -51%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 87

JR09 How well informed do you feel, if at all, about efforts to improve the welfare of animals that are currently used in experimentation for scientific research purposes?

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Very well informed	30 3%	8 3%d	4 2%	16 6%d	-	10 3%	9 3%	3 3%	6 3%	1 1%
Fairly well informed	171 17%	45 15%	45 24%ad	50 19%	17 12%	60 19%	42 13%	19 21%	38 20%	10 15%
Not very well informed	502 51%	156 52%	87 46%	145 54%	72 49%	148 47%	185 59%eg	33 37%	95 50%	36 55%g
Not at all informed	202 20%	60 20%	41 22%	40 15%	44 30%ac	66 21%	62 20%	17 19%	40 21%	13 19%
Don't know	82 8%	30 10%	11 6%	17 6%	14 10%	29 9%	17 5%	17 19%efh	13 7%	6 9%
Well informed	201 20%	53 18%	49 26%ad	66 25%d	17 12%	70 22%	51 16%	22 25%	44 23%	11 17%
Not well informed	703 71%	216 72%	128 68%	185 69%	116 79%bc	214 68%g	247 78%eg	50 56%	135 70%g	49 74%g
Net informed	-502 -51%	-163 -54%	-79 -42%	-119 -44%	-99 -67%	-144 -46%	-195 -62%	-28 -32%	-91 -48%	-38 -58%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 88
JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out?
Efforts to find alternatives to using animals in experimentation for scientific research purposes
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496 504	178 151	134 145	168 224	204 314	211 271	855 141	171 122	203 158	157 189									
Weighted Base	986	483 504	155 164	158 167	135 207	259 270	214 243	860 122	161 162	160 158	163 183									
Very interested	137 14%	58 80 12% 16%	19 19 12% 12%	22 23 14% 14%	21 33 16% 16%	37 44 14% 16%	21 35 10% 14%	124 13 14% 10%	14 23 8% 14%	21 25 13% 16%	22 33 13% 18%									
Fairly interested	424 43%	214 210 44% 42%	76 73 49%ef 45%	76 79 49%ef 47%ef	47 74 35% 35%	127 129 49%l 48%l	84 83 39% 34%	378 43 44% 36%	73 80 45%t 49%t	61 76 38% 48%t	75 59 46%t 32%									
Not very interested	262 27%	130 132 27% 26%	41 46 26% 28%	37 39 24% 24%	41 57 30% 28%	67 54 26% 20%	73 67 34%j 28%j	221 39 26% 32%	52 34 32% 21%	45 35 28% 22%	43 54 26% 29%									
Not at all interested	105 11%	52 53 11% 11%	13 14 8% 9%	8 19 5% 11%	21 30 15%c 15%c	21 27 8% 10%	21 36 10% 15%i	95 10 11% 8%	16 11 10% 7%	26 11 16%pr 7%	16 25 10% 14%									
Don't know	58 6%	29 29 6% 6%	7 11 4% 7%	14 8 9% 5%	6 13 4% 6%	7 16 3% 6%	14 22 6% 9%i	41 16 5% 13%m	7 15 4% 9%	7 10 5% 7%	7 12 4% 6%									
Interested	561 57%	271 290 56% 58%	95 92 61% 56%	98 102 62% 61%	68 106 50% 51%	164 173 63%kl 64%kl	106 118 49% 49%	502 56 58%n 46%	86 103 54% 64%qt	82 101 51% 64%qt	97 92 59% 50%									
Not interested	367 37%	182 185 38% 37%	54 61 35% 37%	46 58 29% 35%	62 88 46%c 42%c	88 81 34% 30%	95 103 44%ij 42%j	317 50 37% 41%	68 44 42%pr 27%	71 47 44%pr 30%	59 79 36% 43%pr									
Net interested	194 20%	89 105 18% 21%	41 32 26%ef 19%ef	52 44 33%be 26%ef	6 18 5% 9%	76 92 29%kl 34%kl	11 15 5% 6%	186 7 22%n 5%	19 59 12% 36%oqs	11 54 7% 34%oq	14 14 23%oqt 7%									

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 89

JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out?

Efforts to find alternatives to using animals in experimentation for scientific research purposes

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Very interested	137 14%	51 15%	38 14%	48 13%	80 14%	42 17%	15 10%	59 14%	11 10%	67 14%	22 15%	14 17%	12 9%	15 16%	23 20%	56 14%	14 9%	9 9%	9 7%	111 16%pr
Fairly interested	424 43%	144 43%	128 46%	152 41%	249 43%	113 45%	58 38%	201 49%i	48 43%	175 38%	75 51%	42 53%	52 40%	28 30%	38 33%	204 50%mn	67 42%	43 42%	72 54%pq	282 41%
Not very interested	262 27%	79 24%	79 29%	104 28%	154 27%	59 23%	48 31%	100 24%	38 34%	124 27%	32 22%	13 17%	37 28%	28 30%	43 37%o	102 25%	50 31%	28 27%	37 28%	174 25%
Not at all interested	105 11%	47 14%b	23 8%	36 10%	59 10%	24 9%	23 15%	33 8%	7 7%	65 14%g	10 7%	8 9%	24 18%j	13 13%	9 8%	38 9%	14 9%	11 11%	13 9%	80 12%
Don't know	58 6%	15 4%	9 3%	35 9%ab	34 6%	15 6%	10 6%	20 5%	8 7%	31 7%	9 6%	3 4%	6 4%	10 11%no	3 3%	12 3%	14 9%r	12 11%rs	2 2%	36 5%
Interested	561 57%	195 58%	166 60%	200 53%	329 57%f	155 61%f	73 47%	260 63%i	59 53%	242 52%	97 65%l	56 70%l	64 49%	43 46%	61 53%	261 63%mn	81 51%	52 50%	81 61%	393 58%
Not interested	367 37%	126 38%	102 37%	139 37%	212 37%	83 33%	71 46%de	133 32%	45 40%	189 41%g	42 28%	21 26%	61 46%jk	41 43%	52 45%o	140 34%	64 40%	39 38%	50 38%	254 37%
Net interested	194 20%	69 20%	64 23%c	61 16%	117 20%f	72 29%df	2 1%	126 31%hi	14 12%	54 12%	55 37%l	35 43%l	4 3%	3 3%	9 8%	121 29%mn	17 11%	13 12%	31 23%pq	140 20%p

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 90

**JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out?
 Efforts to find alternatives to using animals in experimentation for scientific research purposes**

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Very interested	137 14%	31 10%	31 16%	42 16%	19 13%	45 15%	43 14%	17 19%	22 11%	8 11%
Fairly interested	424 43%	123 41% ^d	89 47% ^d	139 52% ^{ad}	45 31%	111 35%	152 48% ^{eg}	32 36%	91 47% ^e	32 49%
Not very interested	262 27%	98 33% ^c	47 25%	52 19%	38 25%	91 29%	80 26%	19 21%	55 29%	15 23%
Not at all interested	105 11%	26 9%	17 9%	26 10%	32 22% ^{ab} c	52 17% ^{fh}	23 7%	11 13%	12 6%	6 9%
Don't know	58 6%	21 7%	5 3%	9 3%	14 9% ^{bc}	14 4%	16 5%	11 12% ^{ef}	13 7%	5 8%
Interested	561 57%	154 51%	120 64% ^{ad}	181 68% ^{ad}	64 44%	156 50%	196 62% ^e	49 55%	112 58%	40 60%
Not interested	367 37%	124 42% ^c	63 34%	79 29%	70 47% ^{bc}	143 46% ^{fg} h	103 33%	30 33%	67 35%	21 32%
Net interested	194 20%	29 10% ^d	56 30% ^{ad}	103 38% ^{ad}	-5 -4%	13 4%	92 29% ^e	19 21% ^e	45 24% ^e	18 28% ^e

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 91

JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out?
Efforts to improve the welfare of animals in experimentation for scientific research purposes

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
Very interested	93 9%	40 8%	53 10%	17 11%	13 8%	15 9%	21 12%	12 9%	16 8%	24 9%	27 10%	17 8%	24 10%	84 10%	9 7%	13 8%	20 12%q	8 5%	17 11%	16 10%	21 11%q
Fairly interested	408 41%	202 42%	206 41%	70 45%	68 41%	75 48%f	70 42%	52 38%	73 35%	123 48%kl	129 48%kl	74 35%	81 33%	360 42%	44 36%	68 42%	70 43%	64 40%	70 44%t	75 46%t	60 33%
Not very interested	298 30%	147 30%	151 30%	48 31%	50 31%	41 26%	52 31%	44 33%	63 30%	75 29%	69 25%	84 39%ij	69 29%	258 30%	40 33%	50 31%	45 28%	51 32%	48 30%	47 29%	56 30%
Not at all interested	122 12%	57 12%	65 13%	12 8%	20 12%	11 7%	18 10%	21 16%ac	39 19%acd	27 11%	29 11%	23 11%	42 17%ij	111 13%	10 9%	19 12%	10 6%	28 17%pr	13 8%	19 11%	33 18%pr
Don't know	66 7%	36 7%	30 6%	7 4%	13 8%	16 10%	8 5%	6 4%	16 8%	9 3%	16 6%	15 7%	26 11%i	47 5%	18 15%m	10 6%	17 11% ^s	8 5%	10 6%	6 4%	13 7%
Interested	501 51%	243 50%	259 51%	87 56%f	80 49%	90 57%f	91 54%	64 47%	89 43%	148 57%kl	156 58%kl	92 43%	105 43%	444 52%	53 44%	81 50%	89 55%	72 45%	87 55%	91 56%t	81 44%
Not interested	420 43%	204 42%	215 43%	61 39%	70 43%	52 33%	69 41%	66 49% ^c	102 49% ^c	103 40%	98 36%	108 50%ij	112 46%j	369 43%	51 42%	70 43%	55 34%	79 50%p	61 39%	66 40%	89 48%p
Net interested	82 8%	39 8%	43 9%	27 17% ^{bef}	10 6% ^{ee}	38 24% ^{bd}	21 13% ^{ef}	-2 -1%	-13 -6%	45 17%kl	59 22%kl	-16 -7%	-6 -3%	75 9% ⁿ	3 2%	11 7% ^{qt}	34 21% ^{oq}	-7 -4%	25 16% ^{oq}	25 16% ^{oq}	-8 -4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 92

JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out?
Efforts to improve the welfare of animals in experimentation for scientific research purposes

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
Very interested	93 9%	33 10%	27 10%	33 9%	56 10%	25 10%	12 8%	47 11%	11 10%	35 8%	15 10%	10 13%	11 8%	9 10%	15 13%	44 11%	10 6%	6 5%	8 6%	74 11%
Fairly interested	408 41%	138 41%	115 42%	155 41%	242 42%	111 44%	52 34%	188 46% ⁱ	47 42%	174 38%	75 51% ^l	40 49%	49 37%	30 31%	42 36%	184 45% ^m	66 41%	44 42%	64 48%	278 41%
Not very interested	298 30%	95 28%	92 33%	110 29%	173 30%	77 30%	47 31%	116 28%	38 34%	145 31%	38 26%	17 20%	38 29%	28 29%	44 38%	126 31%	54 34%	29 28%	42 32%	197 29%
Not at all interested	122 12%	50 15%	35 13%	37 10%	70 12%	22 9%	29 19% ^{de}	39 9%	9 8%	74 16% ^g	11 7%	10 12%	27 21% ^j	16 17%	12 10%	41 10%	15 10%	11 10%	14 11%	93 14%
Don't know	66 7%	19 6%	7 3%	39 10% ^{ab}	34 6%	18 7%	13 9%	24 6%	8 7%	34 7%	9 6%	4 5%	6 4%	12 13% ^{no}	4 3%	17 4%	14 9%	14 13% ^{rs}	5 3%	41 6%
Interested	501 51%	171 51%	142 51%	188 50%	299 52% ^f	135 54% ^f	64 42%	235 57% ⁱ	58 51%	209 45%	90 61% ^l	50 62% ^l	60 46%	39 41%	57 49%	228 55% ^m	76 48%	49 48%	72 54%	352 52%
Not interested	420 43%	145 43%	127 46%	147 39%	243 42%	98 39%	77 50% ^{de}	154 37%	47 42%	219 47% ^g	49 33%	26 32%	65 50% ^{jk}	43 46%	55 48%	167 41%	69 43%	40 39%	56 42%	289 42%
Net interested	82 8%	26 8%	15 5%	41 11% ^b	56 10% ^f	37 15% ^f	-12 -8%	81 20% ^{hi}	11 10% ⁱ	-10 -2%	41 28% ^l	24 30% ^l	-5 -4%	-4 -5%	1 1%	61 15% ^{mn}	7 4%	9 9%	15 12% ^p	63 9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 93

**JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out?
 Efforts to improve the welfare of animals in experimentation for scientific research purposes**

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
Very interested	93 9%	20 7%	24 13%a	25 9%	12 8%	19 6%	39 12%e	10 11%	15 8%	8 11%
Fairly interested	408 41%	118 39%d	82 44%d	137 51%ad	42 28%	114 37%	141 45%	33 37%	84 44%	28 43%
Not very interested	298 30%	103 34%	55 29%	71 26%	39 26%	101 32%	90 29%	22 25%	65 34%	19 28%
Not at all interested	122 12%	35 12%	21 11%	25 9%	38 26%ab c	61 20%fh	27 9%	13 15%h	13 7%	6 9%
Don't know	66 7%	23 8%	7 3%	10 4%	17 12%bc	17 6%	18 6%	11 12%ef	15 8%	5 8%
Interested	501 51%	138 46%	106 56%ad	162 61%ad	54 36%	134 43%	180 57%e	43 49%	100 52%e	36 54%
Not interested	420 43%	138 46%c	75 40%	96 36%	76 52%bc	162 52%fg h	117 37%	35 39%	78 41%	25 38%
Net interested	82 8%	1 *	31 16%ad	66 25%a d	-22 -15%	-28 -9%	63 20%eg h	9 10%	22 11%	11 17%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 94
JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out?
Summary table
BASE: ALL RESPONDENTS

	Efforts to find alternatives to using animals in experimentation for scientific research purposes	Efforts to improve the welfare of animals in experimentation for scientific research purposes
Unweighted Base	1000	1000
Weighted Base	986	986
Very interested	137 14%	93 9%
Fairly interested	424 43%	408 41%
Not very interested	262 27%	298 30%
Not at all interested	105 11%	122 12%
Don't know	58 6%	66 7%
Interested	561 57%	501 51%
Not interested	367 37%	420 43%
Net interested	194 20%	82 8%

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 95

JR11 And by which, if any, of these ways would you like to receive information about these subjects?

Please read out the number or numbers that apply.

BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL EXPERIMENTATION AND/OR IMPROVE ANIMAL WELFARE

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	TOTAL	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	584	287	297	115	91	83	88	86	121	129	203	107	145	509	72	104	75	108	102	96	99
Weighted Base	584	284	301	98*	98*	101*	103*	70*	114	168	180	110*	126	518	63*	93*	104*	87*	102*	101*	98*
Television	350 60%	173 61%	177 59%	59 60%	51 52%	68 67%	64 62%	39 56%	68 60%	113 67%l	105 58%	66 60%	66 52%	313 61%	36 57%	48 52%	74 71%o	50 58%	62 61%	58 58%	57 59%
Newspapers - national	242 41%	114 40%	128 43%	45 46%	36 36%	41 40%	44 42%	29 41%	49 43%	88 52%l	75 42%l	46 41%l	34 27%	219 42%	23 36%	41 44%	41 39%	33 38%	39 39%	44 44%	45 46%
Leaflets	230 39%	90 32%	140 47%g	47 49%ef	37 38%	45 44%	45 43%	22 31%	34 30%	67 40%	79 44%	37 34%	47 37%	213 41%n	17 27%	35 37%	32 31%	23 27%	50 49%pq	58 57%op	33 34%
Internet sites/ Websites	224 38%	107 38%	116 39%	49 51%df	45 46%f	50 49%df	33 32%f	27 39%f	19 16%	71 42%k	87 48%kl	27 25%	39 31%	210 41%n	14 22%	45 48%qt	37 36%t	25 29%	49 48%qt	46 46%qt	21 21%
Information from charities e.g. RSPCA	190 33%	86 30%	104 35%	40 41%f	28 28%	44 44%f	31 30%	23 33%f	24 21%	65 39%k	66 36%k	24 22%	35 28%	178 34%n	12 20%	30 32%	35 33%	22 25%	38 37%	41 41%qt	25 26%
Radio - national	179 31%	86 30%	92 31%	28 29%	27 28%	28 28%	40 38%	19 27%	37 32%	76 45%jk	51 28%	24 21%	28 22%	166 32%	13 20%	30 32%	29 28%	27 32%	26 25%	39 38%	28 29%
Information from government	162 28%	84 29%	78 26%	26 27%	18 19%	42 41%bf	33 32%	18 26%	25 22%	68 40%kl	57 32%kl	18 16%	19 15%	151 29%	11 18%	21 23%	38 36%t	25 29%	23 23%	37 36%or	18 19%
Newspapers - local	155 27%	72 25%	84 28%	34 35%e	24 24%	23 23%	32 31%	15 21%	28 24%	50 30%	55 31%	22 20%	28 22%	139 27%	15 24%	31 33%	22 22%	19 21%	27 27%	32 32%	24 24%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 95

JR11 And by which, if any, of these ways would you like to receive information about these subjects?*Please read out the number or numbers that apply.***BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL EXPERIMENTATION AND/OR IMPROVE ANIMAL WELFARE**

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	TOTAL	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Weighted Base	584	284	301	98*	98*	101*	103*	70*	114	168	180	110*	126	518	63*	93*	104*	87*	102*	101*	98*
Magazines	136 23%	63 22%	73 24%	26 27%	27 27%	25 25%	26 25%	13 18%	19 17%	48 29%k	50 28%k	10 9%	28 22%k	124 24%	12 18%	29 31%q	20 20%	14 16%	24 24%	30 30%q	18 19%
Radio - local	134 23%	64 22%	70 23%	25 26%	25 25%	25 24%	24 23%	14 20%	22 19%	47 28%k	52 29%k	10 9%	25 20%k	122 24%	12 19%	27 29%	21 21%	15 18%	23 23%	27 27%	21 21%
Billboards/ Hoardings/Posters	105 18%	56 20%	49 16%	34 35%bc def	13 14%	19 19%	19 18%	8 12%	11 10%	31 19%	36 20%	17 15%	22 17%	91 18%	14 22%	24 26%t	20 19%t	12 14%	24 23%t	18 18%t	8 8%
School/College	87 15%	42 15%	45 15%	37 38%bc def	16 16%ef	14 14%ef	13 13%f	3 4%	4 4%	24 14%	37 21%k	10 9%	17 13%	75 15%	12 19%	23 24%qt	13 12%t	7 8%t	31 30%pq st	14 14%t	- -
Information from businesses/ industry	51 9%	30 11%	21 7%	12 12%f	10 11%f	13 12%f	10 10%f	6 9%f	- -	18 11%l	19 11%l	9 8%	5 4%	49 9%	2 3%	11 12%t	15 15%qt	4 4%	11 11%t	8 7%	3 3%
Interactive television	49 8%	26 9%	23 8%	13 13%f	11 11%f	10 10%	5 5%	7 9%	4 4%	15 9%	17 9%	6 6%	11 9%	40 8%	10 16%m	10 11%t	8 8%	8 9%	14 13%t	7 7%	3 3%
Internet discussion groups/ Internet chat rooms	45 8%	23 8%	23 8%	14 15%df	11 11%f	11 11%f	5 5%f	4 6%f	- -	8 5%	24 13%ik	4 3%	9 8%	38 7%	6 10%	14 15%qt	6 6%	2 3%	11 11%qt	10 10%t	2 2%
Pressure group/ animal welfare group	45 8%	26 9%	19 6%	18 18%bcd f	6 6%	4 4%	6 6%	7 10%	4 4%	14 8%	17 9%	4 4%	11 9%	41 8%	4 7%	15 16%pst	4 4%	7 8%	9 9%	6 6%	4 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 95

JR11 And by which, if any, of these ways would you like to receive information about these subjects?

Please read out the number or numbers that apply.

BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL EXPERIMENTATION AND/OR IMPROVE ANIMAL WELFARE

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Weighted Base	584	284	301	98*	98*	101*	103*	70*	114	168	180	110*	126	518	63*	93*	104*	87*	102*	101*	98*
Work / Work colleagues	35 6%	17 6%	18 6%	14 15% cde f	8 8% f	5 5%	3 3%	3 4%	1 1%	14 8%	10 6%	5 4%	7 5%	30 6%	3 5%	11 12% pt	3 3%	3 4%	12 11% pt	5 5%	1 1%
Telephone information line	18 3%	12 4%	6 2%	4 5%	5 5%	2 2%	2 2%	1 2%	4 3%	4 3%	5 3%	2 2%	6 5%	17 3%	2 3%	5 6%	3 3%	4 5%	4 4%	1 1%	1 1%
Email	2 *	* *	2 1%	1 1%	1 1%	- -	- -	- -	- -	1 *	- -	1 1%	* *	2 *	- -	* *	- -	- -	2 2%	- -	- -
Other	7 1%	3 1%	3 1%	1 1%	1 1%	1 1%	2 2%	1 2%	- -	2 1%	2 1%	1 1%	2 1%	7 1%	- -	* *	2 2%	1 1%	2 2%	1 1%	1 1%
None of these	19 3%	12 4%	7 2%	4 4%	2 2%	- -	3 3%	4 5% c	7 6% c	7 4%	2 1%	4 4%	6 5%	17 3%	3 4%	4 4%	3 3%	6 7% s	2 2%	- -	5 5% s
Don't know	5 1%	4 2%	1 *	2 2%	1 1%	- -	- -	- -	3 2%	- -	2 1%	2 2%	2 2%	4 1%	1 2%	2 2%	- -	3 3%	1 1%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 96

JR11 And by which, if any, of these ways would you like to receive information about these subjects?

Please read out the number or numbers that apply.

BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL EXPERIMENTATION AND/OR IMPROVE ANIMAL WELFARE

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	584	211	164	209	324	175	81	231	54	299	94	65	67	58	69	235	81	50	80	423
Weighted Base	584	200	176	208	341	160	79*	266	62*	257	99*	61*	68*	48*	66*	264	88*	54*	85*	409
Television	350 60%	128 64%	99 56%	124 59%	197 58%	101 63%	49 63%	156 59%	37 61%	156 61%	59 59%	35 59%	44 65%	27 58%	30 46%	168 64% ⁿ	47 54%	33 60%	54 63%	244 60%
Newspapers - national	242 41%	85 43%	76 43%	82 39%	135 40%	70 44%	37 47%	111 42%	27 44%	105 41%	66 67%	37 61%	39 58%	17 35%	30 45%	123 47%	26 30%	22 41%	41 48% ^p	174 43% ^p
Leaflets	230 39%	93 46% ^b	60 34%	77 37%	128 38%	79 49% ^{df}	22 27%	109 41%	30 48%	91 35%	43 44%	24 39%	24 35%	20 41%	27 40%	110 42%	35 39%	27 49%	41 48%	152 37%
Internet sites/ Websites	224 38%	76 38%	65 37%	83 40%	129 38% ^f	79 49% ^{df}	14 18%	109 41%	27 44%	87 34%	45 46% ^l	24 40%	18 26%	10 22%	21 32%	117 44% ^m	34 38%	24 44%	25 29%	156 38%
Information from charities e.g. RSPCA	190 33%	73 37%	60 34%	57 27%	108 32% ^f	66 41% ^{df}	14 18%	88 33%	29 46% ⁱ	74 29%	42 42%	19 31%	21 30%	15 31%	15 24%	108 41% ⁿ	21 23%	21 38% ^p	32 37% ^p	131 32%
Radio - national	179 31%	70 35%	48 27%	61 29%	105 31%	55 35%	17 22%	88 33%	19 30%	72 28%	44 44% ^{kl}	16 27%	17 25%	17 35%	17 26%	97 37%	20 23%	9 16%	25 29%	134 33% ^q
Information from government	162 28%	60 30%	49 28%	52 25%	96 28%	50 31%	15 19%	87 33% ⁱ	22 36% ⁱ	52 20%	44 44% ^{kl}	13 22%	11 16%	9 19%	10 16%	95 36% ^{mn}	18 20%	19 36% ^p	25 30%	111 27%
Newspapers - local	155 27%	68 34% ^{bc}	42 24%	45 22%	85 25%	49 31%	21 26%	77 29%	21 33%	58 22%	42 42%	17 29%	25 36%	11 24%	15 23%	78 29%	20 23%	13 25%	21 25%	111 27%
Magazines	136 23%	54 27%	39 22%	43 21%	76 22%	45 28%	14 18%	70 26% ⁱ	18 30%	47 18%	27 27%	16 26%	14 20%	10 22%	10 16%	71 27%	19 22%	11 20%	15 17%	97 24%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 96

JR11 And by which, if any, of these ways would you like to receive information about these subjects?

Please read out the number or numbers that apply.

BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL EXPERIMENTATION AND/OR IMPROVE ANIMAL WELFARE

	TOTAL	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD			
		NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Weighted Base	584	200	176	208	341	160	79*	266	62*	257	99*	61*	68*	48*	66*	264	88*	54*	85*	409
Radio - local	134 23%	62 31%bc	33 19%	39 19%	73 22%	46 29%	14 17%	65 24%	18 29%	51 20%	29 29%	11 19%	13 19%	15 31%	16 25%	69 26%	13 15%	10 19%	16 19%	100 25%
Billboards/ Hoardings/Posters	105 18%	44 22%	28 16%	32 16%	54 16%	44 28%df	6 7%	41 15%	21 34%gi	44 17%	24 25%l	12 20%	6 8%	10 21%	7 11%	51 19%	8 9%	12 22%p	18 21%p	76 19%p
School/College	87 15%	46 23%bc	24 13%	17 8%	40 12%	42 26%df	5 7%	40 15%	10 17%	37 14%	17 17%	7 12%	6 9%	7 14%	6 10%	43 16%	8 10%	4 7%	16 19%	63 15%
Information from businesses/ industry	51 9%	17 8%	15 9%	19 9%	28 8%	20 12%f	3 4%	34 13%i	4 7%	13 5%	12 12%	4 6%	5 7%	5 10%	1 2%	32 12%n	8 9%	5 10%	4 5%	35 8%
Interactive television	49 8%	20 10%	12 7%	17 8%	27 8%	21 13%f	1 2%	24 9%	6 9%	20 8%	12 13%	4 6%	2 3%	7 14%	5 8%	23 9%	7 8%	6 12%	7 8%	35 9%
Internet discussion groups/ Internet chat rooms	45 8%	20 10%c	17 10%c	8 4%	24 7%	20 13%f	1 2%	23 9%	7 11%	16 6%	12 12%	2 3%	2 3%	4 8%	3 5%	20 8%	6 7%	7 12%	5 5%	32 8%
Pressure group/ animal welfare group	45 8%	19 9%	15 8%	12 6%	18 5%	26 16%df	2 2%	20 8%	5 8%	20 8%	18 18%k	3 5%	6 9%	6 12%n	2 2%	21 8%	4 4%	3 5%	6 7%	34 8%
Work / Work colleagues	35 6%	15 7%	9 5%	11 5%	17 5%	14 9%	4 5%	16 6%	6 9%	13 5%	9 9%	1 2%	2 2%	2 5%	2 3%	15 6%	4 5%	3 6%	3 4%	24 6%
Telephone information line	18 3%	9 5%c	7 4%	2 1%	7 2%	7 4%	3 3%	12 4%	-	6 2%	3 3%	2 4%	2 3%	2 5%	5 7%	8 3%	3 4%	-	1 1%	14 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 96

JR11 And by which, if any, of these ways would you like to receive information about these subjects?

Please read out the number or numbers that apply.

BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL EXPERIMENTATION AND/OR IMPROVE ANIMAL WELFARE

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Weighted Base	584	200	176	208	341	160	79*	266	62*	257	99*	61*	68*	48*	66*	264	88*	54*	85*	409
Email	2 *	1 *	1 1%	* *	2 1%	- -	- -	1 *	- -	1 *	1 1%	- -	1 1%	1 1%	- -	1 *	1 1%	- -	- -	1 *
Other	7 1%	1 1%	2 1%	4 2%	6 2%	- -	- -	3 1%	- -	3 1%	2 2%	1 2%	1 1%	1 1%	- -	4 2%	1 1%	- -	- -	6 1%
None of these	19 3%	3 1%	10 6%a	6 3%	10 3%	6 4%	3 4%	6 2%	- -	13 5%	2 2%	3 5%	2 3%	3 6%	3 4%	5 2%	- -	- -	- -	19 5%
Don't know	5 1%	1 *	2 1%	2 1%	- -	2 1%	3 3% ^d	1 *	- -	4 2%	- -	- -	2 2%	1 2%	2 2%	1 *	- -	1 1%	1 1%	4 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 97

JR11 And by which, if any, of these ways would you like to receive information about these subjects?

Please read out the number or numbers that apply.

BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL EXPERIMENTATION AND/OR IMPROVE ANIMAL WELFARE

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	584	164	131	162	80	174	167	55	138	42
Weighted Base	584	162	125	186	69*	167	201	50*	119	40*
Television	350 60%	95 59%	75 60%	112 60%	45 65%	92 55%	143 71% ^{eh}	29 59%	64 54%	17 43%
Newspapers - national	242 41%	62 39%	54 43%	85 46%	22 33%	81 49% ^{gh}	88 44%	15 29%	42 36%	12 31%
Leaflets	230 39%	67 41% ^d	60 48% ^d	71 38%	19 27%	61 36%	77 38%	19 39%	51 43%	19 49%
Internet sites/ Websites	224 38%	60 37% ^d	62 50% ^{ad}	85 46% ^d	5 7%	49 29%	85 43% ^e	17 34%	54 45% ^e	13 33%
Information from charities e.g. RSPCA	190 33%	48 30% ^d	57 46% ^{ac}	63 34% ^d	9 14%	43 26%	78 39% ^e	12 24%	40 34%	14 35%
Radio - national	179 31%	39 24%	40 32%	72 39% ^{ad}	14 21%	58 35% ⁱ	61 31% ⁱ	11 23%	43 36% ⁱ	4 11%
Information from government	162 28%	28 18%	36 29% ^{ad}	77 42% ^{abd}	8 12%	40 24% ^g	69 35% ^{eg}	5 10%	35 30% ^g	11 28% ^g
Newspapers - local	155 27%	39 24%	35 28%	57 31%	15 22%	52 31%	50 25%	12 25%	32 27%	8 20%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 97

JR11 And by which, if any, of these ways would you like to receive information about these subjects?

Please read out the number or numbers that apply.

BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL EXPERIMENTATION AND/OR IMPROVE ANIMAL WELFARE

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Weighted Base	584	162	125	186	69*	167	201	50*	119	40*
Magazines	136 23%	34 21% ^d	30 24% ^d	57 31% ^d	6 8%	38 23%	47 23%	8 16%	33 28%	9 23%
Radio - local	134 23%	30 19%	32 25%	51 28%	16 23%	39 23%	48 24%	10 19%	30 26%	5 13%
Billboards/ Hoardings/Posters	105 18%	23 15%	33 26% ^{ad}	37 20%	8 12%	22 13%	36 18%	7 14%	29 25% ^{ee}	6 16%
School/College	87 15%	19 12% ^d	33 26% ^{ac} ^d	30 16% ^d	2 3%	11 7%	37 19% ^{ei}	6 12%	28 24% ^{ei}	1 3%
Information from businesses/ industry	51 9%	12 7% ^d	16 13% ^d	19 10% ^d	1 1%	3 2%	20 10% ^e	3 6%	17 15% ^e	8 21% ^{eg}
Interactive television	49 8%	9 6%	18 14% ^a	15 8%	4 6%	9 5%	20 10%	5 10%	12 10%	1 2%
Internet discussion groups/ Internet chat rooms	45 8%	9 6%	17 14% ^{ad}	15 8% ^d	1 1%	6 3%	19 9% ^e	3 6%	16 13% ^e	3 7%
Pressure group/ animal welfare group	45 8%	12 7% ^d	18 15% ^{acd}	13 7%	1 1%	10 6%	16 8%	4 8%	11 10%	4 10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 97

JR11 And by which, if any, of these ways would you like to receive information about these subjects?

Please read out the number or numbers that apply.

BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL EXPERIMENTATION AND/OR IMPROVE ANIMAL WELFARE

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Weighted Base	584	162	125	186	69*	167	201	50*	119	40*
Work / Work colleagues	35 6%	5 3%	16 13% ^{ad}	11 6% ^d	- -	6 4%	9 5%	3 5%	13 11% ^{ef}	1 3%
Telephone information line	18 3%	5 3%	6 5%	4 2%	2 3%	6 3%	3 1%	3 6%	6 5%	- -
Email	2 *	1 1%	1 1%	- -	- -	- -	- -	- -	2 2%	- -
Other	7 1%	3 2%	1 1%	1 *	2 2%	1 *	2 1%	- -	3 2%	1 3%
None of these	19 3%	2 1%	3 3%	8 4%	3 4%	6 4%	4 2%	2 4%	5 5%	1 2%
Don't know	5 1%	2 1%	- -	1 *	2 3%	3 2%	- -	1 2%	1 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 98

JR12 How much, if anything, do you feel you know about Government initiatives to develop non-animal methods of scientific research and testing?

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	TOTAL	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
A great deal	14 1%	8 2%	7 1%	2 1%	4 2%	3 2%	4 3%	1 1%	2 1%	4 1%	3 1%	1 1%	6 3%	9 1%	6 5% ^m	5 3% ^{qr}	2 1%	- -	- -	5 3% ^{qr}	2 1%
A fair amount	59 6%	34 7%	24 5%	11 7%	16 10% ^f	11 7%	8 5%	6 5%	8 4%	12 5%	20 7%	13 6%	14 6%	46 5%	13 10% ^m	17 11% ^t	9 6%	8 5%	10 6%	9 5%	6 3%
Not very much	400 41%	200 41%	200 40%	65 42%	63 38%	60 38%	75 45%	51 38%	86 41%	119 46%	104 38%	87 41%	91 37%	343 40%	56 45%	66 41%	64 40%	70 44%	62 39%	71 44%	67 37%
Nothing at all	450 46%	207 43%	243 48%	67 43%	67 41%	72 46%	76 45%	70 52%	98 47%	121 47%	129 48%	97 45%	102 42%	421 49% ⁿ	27 22%	57 36%	78 48%	72 45%	77 48% ^o	70 43%	96 53% ^o
Don't know	63 6%	34 7%	29 6%	11 7%	14 9% ^d	12 8%	4 3%	7 5%	14 7%	3 1%	15 5% ⁱ	16 7% ⁱ	29 12% ⁱⁱ	41 5%	21 17% ^m	15 10%	8 5%	10 6%	10 6%	8 5%	11 6%
Knowledgeable	73 7%	42 9%	31 6%	12 8%	19 12% ^{ef}	13 8%	12 7%	7 5%	9 5%	16 6%	23 8%	14 7%	21 8%	55 6%	18 15% ^m	22 14% ^{qrt}	12 7%	8 5%	10 6%	13 8%	8 5%
Not knowledgeable	850 86%	407 84%	443 88%	131 85%	130 80%	132 84%	151 90% ^b	122 90% ^b	184 89% ^b	240 93% ^{ijk}	233 86% ^l	184 86%	193 79%	764 89% ⁿ	82 67%	123 77%	142 88% ^o	141 89% ^o	138 88% ^o	141 87% ^o	164 89% ^o
Net knowledgeable	-777 -79%	-365 -76%	-411 -82%	-119 -77%	-111 -68%	-119 -75%	-139 -83%	-115 -85%	-174 -84%	-224 -87%	-210 -78%	-170 -79%	-173 -71%	-709 -82%	-64 -52%	-101 -63%	-131 -81%	-134 -84%	-128 -81%	-128 -78%	-155 -85%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 99

JR12 How much, if anything, do you feel you know about Government initiatives to develop non-animal methods of scientific research and testing?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
A great deal	14 1%	5 1%	3 1%	7 2%	8 1%	6 2%	1 *	9 2%	- -	5 1%	2 2%	- -	3 2%	1 1%	1 1%	7 2%	- -	2 2%	- -	13 2%
A fair amount	59 6%	21 6%	15 6%	22 6%	36 6%	17 7%	5 3%	30 7%	6 5%	23 5%	18 12%	4 5%	9 7%	7 8%	7 6%	31 8%	10 6%	7 7%	7 5%	42 6%
Not very much	400 41%	139 41%	110 40%	151 40%	245 43%f	103 41%	50 33%	164 40%	55 49%	181 39%	68 46%	32 40%	50 38%	28 30%	55 47%m	179 44%m	71 45%	41 40%	68 51% s	261 38%
Nothing at all	450 46%	151 45%	142 51%c	157 42%	260 45%	101 40%	86 56% de	194 47%	45 40%	211 46%	56 38%	41 51%	61 47%	49 52%	49 43%	187 45%	66 42%	42 41%	53 40%	325 48%
Don't know	63 6%	20 6% b	6 2%	37 10% b	26 5%	25 10% d	13 8%	17 4%	6 5%	41 9% g	3 2%	3 4%	7 6%	9 10% o	4 4%	8 2%	11 7%	11 11% r	5 3%	42 6%
Knowledgeable	73 7%	26 8%	18 7%	29 8%	44 8%	23 9% f	5 4%	39 9%	6 5%	29 6%	20 14% k	4 5%	12 9%	8 8%	8 6%	38 9%	10 6%	8 8%	7 5%	54 8%
Not knowledgeable	850 86%	290 86%	252 91% c	308 82%	505 88% e	204 81%	136 88%	357 86%	101 90%	392 85%	124 84%	73 91%	112 85%	77 82%	105 90%	366 89%	138 86%	83 81%	121 91% q	586 86%
Net knowledgeable	-777 -79%	-264 -79%	-234 -85%	-279 -74%	-462 -80%	-181 -72%	-131 -85%	-318 -77%	-95 -85%	-364 -79%	-104 -70%	-69 -86%	-100 -76%	-69 -73%	-97 -84%	-328 -80%	-127 -80%	-74 -72%	-114 -86%	-531 -78%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 100

JR12 How much, if anything, do you feel you know about Government initiatives to develop non-animal methods of scientific research and testing?

BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
A great deal	14 1%	3 1%	3 1%	8 3%	1 *	3 1%	5 2%	2 2%	4 2%	- -
A fair amount	59 6%	17 6%	14 7%	18 7%	7 4%	19 6%	12 4%	6 7%	19 10%f	2 3%
Not very much	400 41%	130 43%	69 37%	110 41%	50 34%	134 43%	128 41%	30 34%	82 43%	23 35%
Nothing at all	450 46%	128 43%	94 50%	122 45%	74 50%	143 46%	159 50%gh	33 37%	72 37%	36 54%gh
Don't know	63 6%	22 7%	8 4%	9 3%	16 11%bc	14 4%	11 3%	17 19%efh i	16 8%f	5 8%
Knowledgeable	73 7%	19 6%	16 9%	27 10%	7 5%	23 7%	17 5%	9 10%	23 12%fi	2 3%
Not knowledgeable	850 86%	258 86%	163 87%	232 87%	124 84%	277 88%gh	287 91%gh	63 71%	153 80%	59 89%g
Net knowledgeable	-777 -79%	-238 -80%	-147 -78%	-206 -77%	-117 -79%	-254 -81%	-270 -86%	-55 -61%	-130 -68%	-57 -86%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 101
JR13 And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific research?
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	TOTAL	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
A great deal	11 1%	8 2%	2 *	2 2%	3 2%	- -	2 1%	1 1%	3 1%	3 1%	3 1%	1 *	4 2%	7 1%	4 3% ^m	5 3% ^{rs}	2 1%	1 1%	- -	- -	2 1%
A fair amount	59 6%	34 7%	25 5%	9 6%	16 10% ^{de}	11 7%	6 3%	5 4%	12 6%	14 5%	19 7%	11 5%	15 6%	46 5%	13 10% ^m	17 11% ^t	7 4%	10 6%	8 5%	10 6%	7 4%
Not very much	404 41%	199 41%	205 41%	74 48% ^b	59 36%	61 39%	77 46%	52 39%	80 39%	120 46%	107 40%	84 39%	92 38%	343 40%	57 47%	65 41%	64 40%	69 43%	68 43%	74 45% ^t	63 35%
Nothing at all	445 45%	207 43%	238 47%	57 37%	70 43%	72 46%	77 46%	70 52% ^a	98 47%	117 45%	127 47%	101 47%	99 41%	419 49% ⁿ	25 20%	58 36%	81 50% ^o	69 43%	70 44%	68 42%	100 55% ^{oqs}
Don't know	68 7%	35 7%	33 7%	12 8%	16 10% ^d	13 8%	6 3%	7 5%	14 7%	5 2%	14 5%	16 8% ⁱ	32 13% ^{ij}	44 5%	23 19% ^m	15 10%	8 5%	11 7%	12 8%	11 7%	10 6%
Knowledgeable	70 7%	42 9%	28 5%	11 7%	19 12% ^{de}	11 7%	8 5%	5 4%	15 7%	17 6%	22 8%	12 5%	19 8%	53 6%	17 14% ^m	22 14% ^{pqr}	9 6%	11 7%	8 5%	10 6%	10 5%
Not knowledgeable	849 86%	406 84%	443 88%	132 85%	129 79%	133 85%	154 92% ^b	122 91% ^b	178 86%	238 92% ^l	234 86% ^l	186 87% ^l	192 79%	763 89% ⁿ	82 68%	123 77%	145 89% ^o	138 86% ^o	137 87% ^o	142 87% ^o	163 89% ^o
Net knowledgeable	-779 -79%	-364 -75%	-415 -82%	-121 -78%	-110 -67%	-122 -77%	-146 -87%	-117 -87%	-163 -79%	-221 -85%	-212 -78%	-174 -81%	-172 -71%	-710 -83%	-66 -54%	-101 -63%	-136 -84%	-127 -80%	-130 -82%	-132 -81%	-154 -84%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 102

JR13 And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific research?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
A great deal	11 1%	3 1%	1 *	6 2%	5 1%	5 2%	1 *	7 2%	- -	4 1%	2 2%	* 1%	3 2%	1 1%	- -	6 2%	- -	- -	- -	11 2%
A fair amount	59 6%	23 7%	17 6%	19 5%	33 6%	18 7%	7 4%	29 7%	6 5%	25 5%	14 9%	2 3%	8 6%	7 8%	5 4%	30 7%	11 7%	9 8%	9 6%	39 6%
Not very much	404 41%	134 40%	115 42%	154 41%	247 43%f	105 42%	50 33%	165 40%	62 55%gi	177 38%	72 49%kl	29 36%	47 36%	26 28%	56 49%m	181 44%m	66 42%	42 41%	65 49%	269 39%
Nothing at all	445 45%	156 46%	135 49%	155 41%	262 46%	98 39%	83 53%e	195 47%h	37 33%	213 46%h	56 38%	45 56%j	67 51%j	51 54%	50 43%	187 45%	68 43%	41 40%	55 41%	319 47%
Don't know	68 7%	19 6%	9 3%	40 11%ab	28 5%	26 10%d	14 9%	18 4%	7 6%	43 9%g	3 2%	4 5%	6 5%	10 11%no	4 4%	9 2%	14 9%	11 11%r	5 3%	45 7%
Knowledgeable	70 7%	26 8%	18 7%	25 7%	38 7%	23 9%	7 5%	35 9%	6 5%	29 6%	16 11%k	3 4%	11 8%	8 8%	5 4%	36 9%	11 7%	9 8%	9 6%	50 7%
Not knowledgeable	849 86%	290 87%	249 90%c	309 83%	509 88%e	203 81%	133 86%	360 87%	99 89%	390 84%	128 87%	74 92%	114 87%	77 81%	107 92%m	367 89%m	134 84%	83 80%	120 90%q	588 86%
Net knowledgeable	-779 -79%	-264 -79%	-231 -84%	-284 -76%	-470 -82%	-180 -71%	-126 -81%	-325 -79%	-94 -84%	-361 -78%	-112 -76%	-71 -88%	-103 -79%	-69 -73%	-102 -88%	-331 -80%	-123 -77%	-74 -72%	-111 -84%	-539 -79%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 103

JR13 And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific research?

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
A great deal	11 1%	1 *	2 1%	7 3%a	- -	5 1%	4 1%	- -	3 1%	- -
A fair amount	59 6%	12 4%	14 8%	22 8%	7 5%	18 6%	15 5%	4 5%	20 10%f	2 2%
Not very much	404 41%	132 44%	76 40%	106 40%	53 36%	132 42%	128 41%	32 36%	80 41%	25 38%
Nothing at all	445 45%	128 43%	88 47%	124 46%	72 49%	144 46%	155 49%h	35 39%	74 38%	33 50%
Don't know	68 7%	27 9%c	8 4%	9 3%	16 11%bc	14 5%	12 4%	18 21%efh	17 9%f	6 9%
Knowledgeable	70 7%	13 4%	16 9%	29 11%ad	7 5%	23 7%	19 6%	4 5%	22 12%fi	2 2%
Not knowledgeable	849 86%	260 87%	164 87%	230 86%	124 84%	276 88%gh	283 90%gh	67 75%	153 80%	58 89%g
Net knowledgeable	-779 -79%	-247 -82%	-147 -78%	-201 -75%	-117 -80%	-253 -81%	-265 -84%	-63 -70%	-131 -68%	-57 -86%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 104
JR12/13 How much, if anything, do you feel you know about ... Summary table
BASE: ALL RESPONDENTS

	Government initiatives to develop non-animal methods of scientific research and testing	Government initiatives to improve animal welfare in scientific research?
Unweighted Base	1000	1000
Weighted Base	986	986
A great deal	14 1%	11 1%
A fair amount	59 6%	59 6%
Not very much	400 41%	404 41%
Nothing at all	450 46%	445 45%
Don't know	63 6%	68 7%
Knowledgeable	73 7%	70 7%
Not knowledgeable	850 86%	849 86%
Net knowledgeable	-777 -79%	-779 -79%

For further information, please contact the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 105

JR14 Before this interview, did you know that there is a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare during research, or not?

BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Unweighted Base	1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
I definitely knew this	62	39	23	10	10	10	14	5	13	23	21	5	14	51	11	15	12	12	5	12	7
	6%	8%h	5%	6%	6%	6%	8%	4%	6%	9%k	8%k	2%	6%	6%	9%	9%rt	7%	7%	3%	7%	4%
I think I knew this, but I'm not sure	80	35	45	15	15	14	13	9	15	20	23	18	19	67	13	14	11	10	15	15	14
	8%	7%	9%	9%	9%	9%	8%	7%	7%	8%	8%	9%	8%	8%	11%	9%	7%	6%	10%	10%	8%
I don't think I knew this, but I'm not sure	149	84	65	24	28	22	32	19	23	36	44	35	34	126	22	32	31	21	20	23	21
	15%	17%	13%	16%	17%	14%	19%f	14%	11%	14%	16%	17%	14%	15%	18%	20%t	19%	13%	13%	14%	12%
I definitely did not know this	635	294	341	94	96	102	104	95	144	176	169	142	148	581	51	86	100	108	104	106	131
	64%	61%	68%g	60%	59%	64%	62%	71%b	69%b	68%	63%	66%	61%	68%n	41%	53%	62%	68%o	66%o	65%o	71%o
Don't know	61	31	30	13	15	10	4	6	13	4	14	14	29	35	25	14	8	9	14	6	10
	6%	6%	6%	8%d	9%d	6%	3%	4%	6%	2%	5%i	6%i	12%ii	4%	21%m	9%	5%	6%	9%	4%	5%
Knowledgeable	142	74	68	24	24	24	27	14	28	43	43	23	32	118	24	29	23	21	20	28	21
	14%	15%	14%	16%	15%	15%	16%	11%	14%	17%	16%	11%	13%	14%	20%	18%	14%	13%	12%	17%	12%
Not knowledgeable	784	378	406	118	124	124	136	115	167	212	213	177	182	707	73	118	131	129	124	129	152
	79%	78%	81%	76%	76%	79%	81%	85%	80%	82%	79%	83%l	75%	82%n	60%	73%	81%	81%	79%	79%	83%o
Net knowledgeable	-642	-304	-337	-94	-100	-100	-109	-100	-138	-169	-170	-154	-150	-589	-49	-89	-108	-108	-105	-101	-131
	-65%	-63%	-67%	-60%	-61%	-63%	-65%	-74%	-67%	-65%	-63%	-72%	-62%	-69%	-40%	-55%	-67%	-68%	-66%	-62%	-72%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 106

JR14 Before this interview, did you know that there is a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare during research, or not?

BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Unweighted Base	1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
I definitely knew this	62 6%	23 7%	16 6%	23 6%	35 6%	18 7%	9 6%	34 8%	5 5%	23 5%	17 12% ^l	5 6%	5 4%	2 2%	5 5%	37 9% ^m	8 5%	9 9%	8 6%	43 6%
I think I knew this, but I'm not sure	80 8%	30 9%	23 8%	27 7%	48 8%	23 9%	9 6%	37 9%	7 6%	35 8%	17 11%	9 11%	9 7%	7 8%	9 8%	35 8%	13 8%	9 9%	12 9%	56 8%
I don't think I knew this, but I'm not sure	149 15%	42 13%	40 14%	66 18%	83 14%	48 19%	18 11%	59 14%	26 23% ^g	64 14%	20 14%	10 13%	13 10%	11 12%	20 17%	56 14%	25 15%	14 13%	18 14%	106 15%
I definitely did not know this	635 64%	222 66%	190 69% ^c	223 59%	384 67% ^e	140 56%	107 69% ^e	269 65%	66 59%	300 65%	90 61%	55 68%	99 75% ^j	63 67%	79 68%	276 67%	100 63%	62 60%	89 67%	440 64%
Don't know	61 6%	17 5%	8 3%	36 9% ^{ab}	25 4%	23 9% ^d	12 8%	14 3%	8 7%	39 8% ^g	4 3%	2 3%	5 4%	12 12% ^{no}	3 2%	8 2%	14 9%	9 9%	6 4%	38 6%
Knowledgeable	142 14%	53 16%	39 14%	50 13%	83 14%	41 16%	17 11%	71 17%	12 11%	59 13%	34 23% ^l	13 16%	14 11%	9 9%	15 13%	72 17%	20 13%	18 18%	20 15%	100 15%
Not knowledgeable	784 79%	265 79%	230 83%	289 77%	467 81% ^e	189 75%	125 81%	328 79%	92 82%	364 79%	110 75%	65 81%	111 85% ^j	74 78%	99 85%	332 81%	125 78%	76 74%	107 80%	545 80%
Net knowledgeable	-642 -65%	-212 -63%	-191 -69%	-239 -64%	-385 -67%	-148 -59%	-107 -70%	-257 -62%	-79 -71%	-305 -66%	-76 -52%	-52 -64%	-97 -74%	-65 -69%	-84 -72%	-260 -63%	-104 -65%	-58 -56%	-87 -65%	-446 -65%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 107

JR14 Before this interview, did you know that there is a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare during research, or not?

BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
I definitely knew this	62 6%	13 4%	17 9% ^{ad}	25 9% ^{ad}	3 2%	15 5%	28 9% ⁱ	4 5%	13 7% ⁱ	- -
I think I knew this, but I'm not sure	80 8%	24 8% ^d	20 11% ^d	27 10% ^d	4 3%	30 9%	17 5%	9 10%	22 11% ^f	3 4%
I don't think I knew this, but I'm not sure	149 15%	50 17%	31 17%	38 14%	15 10%	48 15%	51 16%	13 15%	28 15%	8 12%
I definitely did not know this	635 64%	193 64%	114 61%	168 62%	110 75% ^{abc}	207 66% ^g	210 67% ^g	48 53%	112 58%	48 73% ^{gh}
Don't know	61 6%	20 7%	6 3%	11 4%	16 11% ^{bc}	13 4%	8 3%	15 17% ^{ef}	18 9% ^{ef}	7 10% ^{ef}
Knowledgeable	142 14%	38 13% ^d	37 20% ^{ad}	52 19% ^{ad}	7 4%	45 14% ⁱ	45 14% ⁱ	13 15% ⁱ	35 18% ⁱ	3 4%
Not knowledgeable	784 79%	242 81%	145 77%	205 77%	125 85%	255 82% ^{gh}	261 83% ^{gh}	61 68%	140 73%	56 85% ^{gh}
Net knowledgeable	-642 -65%	-204 -68%	-108 -57%	-153 -57%	-119 -80%	-210 -67%	-216 -69%	-48 -54%	-105 -55%	-53 -81%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 108
DEMOGRAPHICS
BASE: ALL RESPONDENTS

TOTAL	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Unweighted Base 1000	496	504	178	151	134	145	168	224	204	314	211	271	855	141	171	122	203	158	157	189
Weighted Base 986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183

AGE

18-24	137 14%	63 13%	73 15%	137 88%bcd ef	-	-	-	-	18 7%	50 18%ik	23 11%	46 19%ik	117 14%	20 16%	63 39%pqs t	-	-	73 46%pqs t	-	-
25-34	164 17%	81 17%	82 16%	-	164 100%acd ef	-	-	-	27 11%	47 17%i	38 18%i	51 21%i	132 15%	30 24% m	81 51%pqs t	-	-	82 52%pqs t	-	-
35-44	158 16%	79 16%	78 16%	-	-	158 100%abd ef	-	-	58 22%l	42 15%	34 16%	24 10%	133 15%	25 20%	-	79 49%oqr t	-	-	78 48%oqr t	-
45-54	167 17%	83 17%	85 17%	-	-	-	167 100%abc ef	-	48 19%l	51 19%l	43 20%l	25 10%	149 17%	19 15%	-	83 51%oqr t	-	-	85 52%oqr t	-
55-64	135 14%	67 14%	68 13%	-	-	-	-	135 100%abc df	47 18%j	29 11%	30 14%	29 12%	126 15%n	8 7%	-	-	67 42%opr s	-	-	68 37%opr s
65+	207 21%	92 19%	115 23%	-	-	-	-	207 100%ab cde	55 21%	48 18%	42 20%	62 25%j	195 23%n	10 9%	-	-	92 58%opr s	-	-	115 63%opr s

GENDER

MALE 483 49%	483 100%h	-	80 51%	81 50%	79 50%	83 49%	67 50%	92 44%	133 52%	123 46%	116 54%	111 45%	408 47%	72 59% m	161 100% rst	162 100% rst	160 100% rst	-	-	-
---------------------------	--------------	---	-----------	-----------	-----------	-----------	-----------	-----------	------------	------------	------------	------------	------------	----------------	--------------------	--------------------	--------------------	---	---	---

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 108
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	TOTAL	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
FEMALE	504	-	504	76	82	78	85	68	115	126	147	98	133	451	50	-	-	-	158	163	183
	51%	-	100%g	49%	50%	50%	51%	50%	56%	48%	54%	46%	55%	53%n	41%	-	-	-	100%o	100%o	100%opq
SOCIAL GRADE																					
AB	259	133	126	24	27	58	48	47	55	259	-	-	-	241	16	22	53	58	29	52	44
	26%	28%	25%	15%	17%	37%ab	29%ab	35%ab	27%a	100%ijkl	-	-	-	28%n	13%	14%	33%or	36%or	18%	32%or	24%o
C1	270	123	147	54	47	42	51	29	48	-	270	-	-	234	36	49	48	27	52	45	51
	27%	26%	29%	35%ef	29%	26%	30%	22%	23%	-	100%ikl	-	-	27%	30%	30%q	30%q	17%	33%q	27%q	28%q
C2	214	116	98	26	38	34	43	30	42	-	-	214	-	186	28	37	44	35	27	34	37
	22%	24%	20%	17%	23%	22%	26%	22%	20%	-	-	100%ijl	-	22%	23%	23%	27%	22%	17%	21%	20%
DE	243	111	133	52	51	24	25	29	62	-	-	-	243	199	42	54	17	40	49	32	51
	25%	23%	26%	33%cd	31%cd	15%	15%	21%	30%cd	-	-	-	100%ij	23%	34%m	33%ps	10%	25%p	31%ps	20%p	28%p
ETHNICITY																					
WHITE	860	408	451	125	132	133	149	126	195	241	234	186	199	860	-	122	136	150	135	145	171
	87%	85%	90%g	81%	81%	84%	89%	93%ab	94%ab	93%jk	87%	87%	82%	100%n	-	76%	84%	94%op	86%o	89%o	93%opr
NONWHITE	122	72	50	30	30	25	19	8	10	16	36	28	42	-	122	39	26	7	21	18	11
	12%	15%h	10%	19%ef	18%ef	16%ef	11%f	6%	5%	6%	13%i	13%i	17%i	-	100%lm	24%qr	16%qt	5%	13%qt	11%q	6%
STANDARD REGION																					
NORTH	335	160	175	56	49	67	59	43	61	92	84	62	97	305	29	55	58	47	50	68	57
	34%	33%	35%	36%	30%	42%bf	35%	32%	30%	36%	31%	29%	40%jk	35%n	24%	34%	36%	29%	32%	42%q	31%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 108
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	TOTAL	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
MIDLANDS	277 28%	138 29%	138 27%	43 28%	43 26%	33 21%	49 29%	42 31%	66 32% ^c	64 25%	89 33%	57 26%	67 27%	251 29%	25 21%	46 29%	37 23%	55 34% ^p	40 25%	45 27%	53 29%
SOUTH	375 38%	185 38%	190 38%	56 36%	72 44%	58 37%	59 35%	50 37%	80 39%	102 39%	98 36%	96 45% ^l	79 33%	304 35%	68 55% ^m	60 37%	67 41%	58 36%	68 43% ^s	50 31%	72 39%
MARITAL STATUS																					
MAR/ LIVING AS	575 58%	292 61%	283 56%	32 20%	117 71% ^{af}	116 74% ^{af}	112 67% ^{af}	95 71% ^{af}	103 50% ^a	182 70% ^{jl}	155 57% ^l	141 66% ^l	98 40%	501 58%	72 59%	64 40%	123 76% ^{or}	105 66% ^{or}	84 53% ^o	105 64% ^{ot}	94 51% ^o
SINGLE	252 26%	134 28%	118 23%	120 78% ^{bc} def	46 28% ^{de} f	28 18% ^f	27 16% ^f	18 13% ^f	13 6%	40 16%	72 27% ^{il}	42 19%	98 40% ^{ij} k	210 24%	41 33% ^m	96 60% ^{pq} rst	22 14%	16 10%	71 45% ^{pq} st	33 21% ^{qt}	14 8%
WID/ DIV/ SEP	154 16%	54 11%	100 20% ^g	2 1%	- -	13 8% ^{ab}	26 16% ^{ab}	22 16% ^{ab}	91 44% ^{ab} c	37 14%	43 16%	32 15%	43 18%	144 17% ⁿ	10 8%	1 *	16 10% ^{or}	38 24% ^{opr}	1 1%	24 14% ^{or}	75 41% ^{opqrs} s
WORKING STATUS																					
FULL TIME	413 42%	258 53% ^h	155 31%	47 31% ^f	99 60% ^{ae} f	93 59% ^{ae} f	107 64% ^{ae} f	59 44% ^{af}	7 3%	123 48% ^l	130 48% ^l	103 48% ^l	57 24%	361 42%	51 41%	90 56% ^{qr} t	128 79% ^{oq} rst	40 25% ^t	56 36% ^{qt}	73 45% ^{qt}	26 14%
PART TIME	112 11%	29 6%	83 17% ^g	18 11% ^f	24 15% ^f	35 22% ^{ad} ef	19 11% ^f	14 10% ^f	3 1%	38 15% ^l	27 10%	27 12%	20 8%	99 11%	12 9%	11 7%	13 8% ^q	4 3%	31 20% ^{op} qt	40 25% ^{opq} t	12 7%
NOT WORKING	461 47%	197 41%	265 53% ^g	90 58% ^{bc} de	41 25%	30 19%	41 25%	62 46% ^{bc} d	198 95% ^{ab} cde	98 38%	113 42%	85 40%	166 68% ^{ij} k	400 46%	60 49%	60 37% ^p	21 13%	116 73% ^{op}	71 45% ^{ps}	50 31% ^p	144 79% ^{oprs} rs

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 108
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Weighted Base	986	483	504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
DAILY READERSHIP																					
BROAD SHEET	148 15%	80 17%	68 14%	18 12%	13 8%	21 14%	20 12%	25 19% ^b	50 24% ^{ab}	75 29% ^{jk}	40 15% ^{kl}	10 5%	22 9%	133 15%	14 11%	15 10%	22 14%	42 26% ^{op}	16 10%	19 12%	33 18% ^{or}
MID MARKET	81 8%	32 7%	49 10%	6 4%	7 4%	4 2%	10 6%	20 14% ^{ab}	34 16% ^{ab}	28 11%	20 7%	17 8%	16 7%	76 9% ⁿ	3 3%	7 4%	3 2%	22 14% ^{opr}	7 4%	10 6%	32 18% ^{oprs}
TABLOID	131 13%	72 15%	59 12%	12 7%	21 13%	19 12%	26 16% ^a	19 14%	34 16% ^a	14 5%	27 10%	40 19% ^{ij}	49 20% ^{ij}	125 15% ⁿ	5 4%	19 12%	31 19% ^{rs}	22 14%	13 9%	14 9%	31 17% ^{rs}
INCOME																					
UP TO 9499	94 10%	32 7%	62 12% ^g	20 13% ^{bc}	8 5%	7 4%	17 10%	14 10%	29 14% ^{bc}	4 1%	23 8% ⁱ	19 9% ⁱ	50 20% ^{ij}	84 10%	10 8%	8 5%	9 6%	15 9%	20 13% ^o	14 9%	28 15% ^{op}
9500 - 17499	116 12%	50 10%	66 13%	10 6%	22 14% ^a	19 12%	17 10%	18 13% ^a	31 15% ^a	15 6%	31 11% ⁱ	32 15% ⁱ	38 16% ⁱ	104 12%	11 9%	16 10%	15 9%	19 12%	16 10%	21 13%	29 16%
17500 PLUS	412 42%	212 44%	200 40%	33 21%	71 44% ^{af}	85 54% ^{af}	99 59% ^{ab}	65 48% ^{af}	58 28% ^f	174 67% ^{jk}	117 43% ^l	76 35% ^l	45 19%	387 45% ⁿ	24 20%	47 29%	96 59% ^{oq}	69 43% ^{ot}	57 36%	88 54% ^{or}	55 30% ^t
CHILDREN IN HOUSEHOLD																					
AGED 0-5	159 16%	64 13%	96 19% ^g	25 16% ^{de}	69 42% ^{ad}	52 33% ^{ade}	12 7% ^{ef}	1 1%	1 *	42 16%	48 18%	35 16%	35 15%	126 15%	31 25% ^m	29 18% ^{qt}	33 20% ^{qt}	1 1%	64 41% ^{op}	30 19% ^{qt}	1 1%
AGED 6-9	103 10%	50 10%	53 10%	6 4% ^f	22 14% ^{ae}	57 36% ^{abd}	15 9% ^{ef}	2 2% ^f	-	35 14%	24 9%	19 9%	24 10%	76 9%	25 21% ^m	11 7% ^{qt}	38 23% ^{oqr}	1 1%	17 11% ^{qt}	34 21% ^{oqr}	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.



J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 108
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER						
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)	
Weighted Base	986	483 504	155 164	158 167	135 207	259 270	214 243	860 122	161 162	160 158	163 183										
AGED 10-15	133 13%	58 12% 74 15%	17 11%ef	18 11%ef	44 28%ab ef	45 27%abe f	5 3%	3 2%	38 15%	28 10%	33 15%	35 14%	101 12%	31 25% m	18 11% qt	35 22% oqr	5 3%	17 11% qt	54 33% oqr	4 2%	
NONE < 16	682 69%	354 73% h	329 65%	112 72% bc	80 49% c	48 31%	110 65% bc	129 96% ab	203 98% ab	169 65%	192 71%	146 68%	175 72%	618 72% n	63 52%	114 71% pr	85 52%	155 97% op	78 50%	73 45%	177 97% oprs
EDUCATION																					
GCSE/ O-LV/ CSE/ NVQ12	300 30%	132 27% 167 33%	58 38% f	50 31%	45 29%	60 36% f	38 28%	47 23%	48 18%	82 30% i	82 38% i	88 36% i	267 31%	32 26%	58 36% q	46 28%	29 18%	51 32% q	60 37% q	56 31% q	
A-LVL OR EQUIV	188 19%	97 20% 91 18%	53 34% cd	39 24% ef	34 22% f	28 17% f	17 13%	16 8%	27 10%	62 23% i	51 24% i	49 20% i	164 19%	23 19%	46 29% qs	33 21% qt	17 11%	46 29% qs	29 17% t	17 9%	
DEGR/ MAST/ PHD	268 27%	141 29% 127 25%	21 13%	52 32% af	65 41% ad	49 29% a	39 29% a	42 20%	154 59% jk	76 28% kl	20 9%	18 8%	234 27%	33 27%	31 19%	60 37% ot	50 31% ot	42 27% t	53 33% ot	32 17%	
NO FORML QUAL	147 15%	69 14% 79 16%	4 3%	14 9% a	8 5%	18 11% a	27 20% ab	77 37% abc	13 5%	21 8%	43 20% ij	69 29% ij	125 15%	22 18%	13 8%	12 7%	44 28% opr	5 3%	14 9%	59 32% oprs	
TENURE																					
OWNED OUTRIGHT BY HOUSEHOLD	313 32%	156 32% 157 31%	18 12%	19 12%	14 9%	36 22% ab	70 52% ab	156 75% ab	99 38% l	82 30%	63 30%	69 28%	282 33% n	29 24%	25 16% r	21 13%	110 69% opr	12 8%	29 18% r	117 64% oprs	
BEING BOUGHT ON A MORTGAGE	315 32%	150 31% 165 33%	35 23% f	52 32% f	84 53% ab	88 53% ab	42 31% f	14 7%	121 47% jk	97 36% l	65 30% l	32 13%	285 33% n	29 23%	37 23% q	91 56% oq	22 14%	51 32% qt	81 50% oq	34 18%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 108
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	GENDER		AGE						SOCIAL GRADE				ETHNICITY		AGE WITHIN GENDER					
	MALE (g)	FE- MALE (h)	15-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	NON- WHITE (n)	MALE 15-34 (o)	MALE 35-54 (p)	MALE 55+ (q)	FE- MALE 15-34 (r)	FE- MALE 35-54 (s)	FE- MALE 55+ (t)
Weighted Base	986	483 504	155	164	158	167	135	207	259	270	214	243	860	122	161	162	160	158	163	183
RENTED FROM LOCAL AUTHORITY	89 9%	35 7% 54 11%	16 10%	16 10%	14 9%	12 7%	9 7%	21 10%	3 1%	14 5%i	27 12%ij	45 19%ij	70 8%	19 16%m	12 7%	9 6%	14 9%	20 13%	17 11%	17 9%
RENTED FROM A PRIVATE LANDLORD	192 20%	105 22% 87 17%	65 42%cd ef	62 38%cd ef	35 22%def	14 8%	7 5%	9 4%	27 11%	62 23%i	47 22%i	56 23%i	158 18%	35 28%m	70 43%pq st	26 16%qt	9 6%	57 36%pq st	23 14%qt	7 4%
OTHER	66 7%	31 6% 35 7%	13 8%	13 8%	11 7%	16 10%f	6 4%	7 3%	7 3%	11 4%	9 4%	38 16%ijk	59 7%	7 6%	12 7%	15 9%q	4 3%	14 9%q	12 8%q	9 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n - o/p/q/r/s/t
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 109
DEMOGRAPHICS
BASE: ALL RESPONDENTS

TOTAL	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)	
Unweighted Base 1000	359	261	380	561	272	162	368	98	534	139	88	137	110	123	374	147	98	128	717	
Weighted Base 986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682	
AGE																				
18-24	137 14%	48 14%	40 15%	48 13%	30 5%f	104 41%df	1	45 11%	18 16%	74 16%g	16 11%	5 6%	9 7%	20 21%no	10 8%	33 8%	22 14%qr	2 2%	7 5%	108 16%qr
25-34	164 17%	49 14%	43 16%	72 19%	117 20%f	46 18%f	-	99 24%i	24 22%i	41 9%	13 9%	7 9%	21 16%	8 9%	22 19%m	71 17%ms	69 43%qr	22 22%ss	18 14%	80 12%
35-44	158 16%	67 20%b	33 12%	58 15%	116 20%ef	28 11%	13 9%	93 23%i	35 31%i	30 6%	21 14%k	4 4%	19 14%k	7 7%	19 16%m	85 21%ms	52 32%ss	57 56%pr	44 33%ss	48 7%
45-54	167 17%	59 18%	49 18%	59 16%	112 19%e	27 11%	26 17%	107 26%i	19 17%i	41 9%	20 13%	10 12%	26 20%	17 18%	17 14%	99 24%ns	12 7%	15 15%ps	45 34%pq	110 16%ps
55-64	135 14%	43 13%	42 15%	50 13%	95 17%e	18 7%	22 14%e	59 14%	14 12%	62 13%	25 17%	20 24%	19 14%	14 15%	18 15%	65 16%	1 1%	2 2%	5 4%	129 19%psqr
65+	207 21%	61 18%	66 24%	80 21%	103 18%e	13 5%	91 59%de	7 2%	3 3%	198 43%gh	50 34%	34 42%l	34 26%	29 31%o	31 27%o	58 14%	1 1%	-	3 3%	203 30%psqr
GENDER																				
MALE	483 49%	160 48%	138 50%	185 49%	292 51%f	134 53%f	54 35%	258 62%hi	29 26%	197 43%h	80 54%k	32 39%	72 55%k	32 34%	50 43%	212 51%ms	64 40%	50 48%	58 44%	354 52%ps
FEMALE	504 51%	175 52%	138 50%	190 51%	283 49%	118 47%	100 65%de	155 38%	83 74%gi	265 57%g	68 46%	49 61%jl	59 45%	62 66%o	66 57%	200 49%	96 60%ss	53 52%	74 56%	329 48%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 109
DEMOGRAPHICS
 BASE: ALL RESPONDENTS

TOTAL	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)	
Weighted Base 986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682	
SOCIAL GRADE																				
AB	259 26%	92 28%	64 23%	102 27%	182 32%e	40 16%	37 24%	123 30%i	38 34%i	98 21%	75 51%kl	28 34%l	14 11%	4 4%	15 13% ^m	174 42% ^{mn}	42 26%	35 34%	38 29%	169 25%
C1	270 27%	84 25%	89 32%	98 26%	155 27%	72 29%	43 28%	130 31%i	27 24%	113 25%	40 27%	20 25%	27 21%	23 24%	31 27%	117 28%	48 30%	24 24%	28 21%	192 28%
C2	214 22%	62 18%	57 20%	96 26% ^a	141 24% ^e	42 17%	32 20%	103 25%i	27 24%	85 18%	10 7%	17 21% ^j	40 31% ^j	19 20%	32 28% ^o	76 18%	35 22%	19 19%	33 25%	146 21%
DE	243 25%	97 29% ^c	67 24%	79 21%	98 17%	98 39% ^{df}	43 28% ^d	57 14%	20 18%	166 36% ^{gh}	22 15%	16 20%	49 38% ^{ik}	50 52% ^{no}	38 33% ^o	45 11%	35 22%	24 23%	35 26%	175 26%
ETHNICITY																				
WHITE	860 87%	305 91% ^c	251 91% ^c	304 81%	501 87%	210 83%	144 93% ^{de}	361 87%	99 88%	400 87%	133 90%	76 95%	125 96%	84 89%	104 90%	387 94%	126 79%	76 74%	101 76%	618 91% ^{pqr}
NONWHITE	122 12%	29 9%	25 9%	68 18% ^{ab}	72 12% ^f	41 16% ^f	10 6%	51 12%	12 10%	60 13%	14 9%	3 4%	5 4%	10 11%	11 10%	24 6%	31 19% ^s	25 25% ^s	31 23% ^s	63 9%
STANDARD REGION																				
NORTH	335 34%	335 100% ^{bc}	-	-	184 32%	94 37%	55 36%	125 30%	51 46% ^{gi}	158 34%	45 31%	22 27%	54 42% ^k	43 46% ^o	44 38%	140 34%	57 36%	40 39%	56 42% ^s	222 32%
MIDLANDS	277 28%	-	277 100% ^{ac}	-	164 28%	58 23%	53 34% ^e	117 28%	27 24%	133 29%	30 21%	28 35% ^j	32 25%	31 33%	30 26%	100 24%	48 30% ^q	18 18%	38 29% ^q	192 28%
SOUTH	375 38%	-	-	375 100% ^{ab}	227 40% ^f	100 40%	46 30%	171 41%	34 30%	170 37%	72 49% ^l	30 38%	44 34%	20 22%	42 36% ^m	171 42% ^m	54 34%	44 43% ^r	39 29%	269 39% ^r

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 109
DEMOGRAPHICS
BASE: ALL RESPONDENTS

TOTAL	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)	
986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682	
MARITAL STATUS																				
MAR/ LIVING AS	575 58%	184 55%	164 59%	227 61%	575 100%ef	- -	289 70%i	78 70%i	208 45%	96 65%	57 71%	84 64%	23 24%	56 48%m	311 75%mn	138 86%rs	83 81%rs	82 62%s	347 51%	
SINGLE	252 26%	94 28%	58 21%	100 27%	- 100%df	- -	96 23%	23 21%	133 29%	32 22%k	9 11%	19 14%	39 42%no	27 23%o	62 15%	18 11%	14 13%	30 23%pq	201 29%pq	
WID/ DIV/ SEP	154 16%	55 16%	53 19%c	46 12%	- -	154 100%de	27 7%	11 10%	116 25%gh	20 14%	15 19%	26 20%	31 33%o	32 27%o	39 9%	3 2%	5 5%	18 14%pq	133 19%pq	
WORKING STATUS																				
FULL TIME	413 42%	125 37%	117 42%	171 46%a	289 50%ef	96 38%f	27 18%	413 100%hi	- -	- -	51 34%	23 29%	65 50%jk	6 6%	44 38%m	253 61%mn	81 51%s	53 51%s	58 44%	266 39%
PART TIME	112 11%	51 15%c	27 10%	34 9%	78 14%f	23 9%	11 7%	- -	112 100%gi	- -	17 11%	6 8%	7 6%	7 7%	16 14%	47 12%	32 20%s	21 21%s	25 19%s	49 7%
NOT WORKING	461 47%	158 47%	133 48%	170 45%	208 36%	133 53%d	116 75%de	- -	- -	461 100%gh	80 54%	51 63%l	58 45%	82 87%no	56 48%o	112 27%	47 29%	29 28%	50 38%	368 54%pq
DAILY READERSHIP																				
BROAD SHEET	148 15%	45 13%	30 11%	72 19%ab	96 17%	32 13%	20 13%	51 12%	17 15%	80 17%g	148 100%kl	14 17%	12 9%	7 8%	6 5%	100 24%mn	14 9%	19 19%p	15 12%	112 16%p
MID MARKET	81 8%	22 7%	28 10%	30 8%	57 10%e	9 3%	15 10%e	23 6%	6 6%	51 11%g	14 9%	81 100%jl	6 5%	4 5%	15 13%	31 8%	2 1%	1 1%	5 4%	75 11%ppq
TABLOID	131 13%	54 16%	32 12%	44 12%	84 15%e	19 7%	26 17%e	65 16%h	7 7%	58 13%	12 8%	6 8%	131 100%jk	15 16%	18 16%	46 11%	18 12%	11 11%	21 16%	92 14%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 109
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD				
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682
INCOME																				
UP TO 9499	94 10%	43 13% ^c	31 11% ^c	20 5%	23 4%	39 16% ^d	31 20% ^d	6 1%	7 6% ^g	82 18% ^{gh}	7 5%	4 5%	15 11%	94 100% ^{no}	-	-	12 7%	4 4%	11 9%	73 11%
9500 - 17499	116 12%	44 13%	30 11%	42 11%	56 10%	27 11%	32 21% ^{de}	44 11%	16 14%	56 12%	6 4%	15 18% ^j	18 14% ^j	-	116 100% ^{mo}	-	18 11%	17 17%	20 15%	78 11%
17500 PLUS	412 42%	140 42%	100 36%	171 46% ^b	311 54% ^{ef}	62 24%	39 25%	253 61% ^{hi}	47 42% ⁱ	112 24%	100 67% ^{kl}	31 39%	46 35%	-	-	412 100% ^{mn}	74 47%	53 52% ^s	64 48%	262 38%
CHILDREN IN HOUSEHOLD																				
AGED 0-5	159 16%	57 17%	48 17%	54 15%	138 24% ^{ef}	18 7% ^f	3 2%	81 20% ⁱ	32 28% ⁱ	47 10%	14 10% ^k	2 3%	18 14% ^k	12 13%	18 15%	74 18%	159 100% ^{qr}	40 39% ^{rs}	25 19% ^s	-
AGED 6-9	103 10%	40 12% ^b	18 7%	44 12% ^b	83 15% ^{ef}	14 5%	5 3%	53 13% ⁱ	21 19% ⁱ	29 6%	19 13% ^k	1 1%	11 9% ^k	4 5%	17 15% ^m	53 13% ^m	40 25% ^s	103 100% ^{pr}	38 29% ^s	-
AGED 10-15	133 13%	56 17% ^c	38 14%	39 10%	82 14%	30 12%	18 12%	58 14%	25 22% ⁱ	50 11%	15 10%	5 6%	21 16% ^k	11 12%	20 17%	64 15%	25 16% ^s	38 37% ^p	133 100% ^{pqs}	-
NONE < 16	682 69%	222 66%	192 69%	269 72%	347 60%	201 80% ^d	133 86% ^d	266 64% ^h	49 44%	368 80% ^{gh}	112 76%	75 92% ^{jl}	92 71%	73 77% ^o	78 67%	262 64%	-	-	-	682 100% ^{pqr}
EDUCATION																				
GCSE/ O-LV/ CSE/ NVQ12	300 30%	101 30%	83 30%	115 31%	164 28%	85 34%	49 31%	123 30%	47 42% ^{gi}	130 28%	23 16%	23 29% ^j	54 42% ^j	21 23%	46 39% ^{mo}	110 27%	52 33%	31 30%	50 37%	199 29%
A-LVL OR EQUIV	188 19%	81 24% ^b	35 13%	72 19% ^b	101 17% ^f	72 29% ^{df}	15 9%	84 20%	24 22%	80 17%	29 19%	12 15%	27 20%	22 23%	21 18%	83 20%	36 23%	22 21%	31 23%	124 18%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 109
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	STANDARD REGION			MARITAL STATUS			WORKING STATUS			DAILY READERSHIP			INCOME			CHILDREN IN HOUSEHOLD					
	TOTAL	NORTH (a)	MID- LANDS (b)	SOUTH (c)	MAR/ LIVI- NG AS (d)	SI- NGLE (e)	WID/ DIV/ SEP (f)	FULL TIME (g)	PART TIME (h)	NOT WOR- KING (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	UP TO 9499 (m)	9500 - 17499 (n)	17500 PLUS (o)	AGED 0-5 (p)	AGED 6-9 (q)	AGED 10-15 (r)	NONE < 16 (s)	
Weighted Base	986	335	277	375	575	252	154	413	112*	461	148	81*	131	94*	116	412	159	103*	133	682	
DEGR/ MAST/ PHD	268	85	67	116	188	53	27	154	28	86	78	19	15	8	17	170	53	42	32	168	
	27%	25%	24%	31%	33%ef	21%	17%	37%hi	25%	19%	53%kl	23%l	11%	9%	14%	41%mn	33% ^s	41% ^{rs}	24%	25%	
NO FORML QUAL	147	51	51	46	79	17	51	30	4	113	10	16	28	31	24	26	9	7	13	126	
	15%	15%	18%	12%	14%e	7%	33%de	7%	4%	25%gh	7%	20%j	22%j	33%no	20%o	6%	6%	7%	9%	18% ^{pqr}	
TENURE																					
OWNED OUTRIGHT BY HOUSEHOLD	313	106	88	119	191	45	77	83	16	214	72	43	44	26	39	129	15	10	16	282	
	32%	32%	32%	32%	33%e	18%	50%de	20%	14%	46%gh	49%l	53%l	34%	27%	34%	31%	9%	10%	12%	41% ^{pqr}	
BEING BOUGHT ON A MORTGAGE	315	112	96	107	230	56	27	191	65	58	38	18	35	10	27	191	75	56	69	157	
	32%	33%	35%	29%	40%ef	22%	18%	46%i	58%i	13%	25%	22%	27%	11%	23% ^m	46% ^{mn}	47% ^s	55% ^s	52% ^s	23%	
RENTED FROM LOCAL AUTHORITY	89	27	25	38	37	30	22	21	9	60	4	4	18	15	16	15	13	11	14	62	
	9%	8%	9%	10%	6%	12% ^d	14% ^d	5%	8%	13% ^g	3%	5%	14% ^{jk}	15% ^o	14% ^o	4%	8%	11%	11%	9%	
RENTED FROM A PRIVATE LANDLORD	192	66	43	84	91	84	17	94	15	83	24	9	18	29	23	62	43	20	21	129	
	20%	20%	16%	22% ^{ab}	16%	33% ^{df}	11%	23%	14%	18%	16%	11%	14%	30% ^o	20%	15%	27% ^{rs}	20%	16%	19%	
OTHER	66	21	19	25	23	31	11	21	5	40	9	8	14	15	10	15	11	5	11	44	
	7%	6%	7%	7%	4%	12% ^d	7%	5%	4%	9%	6%	9%	11%	16% ^o	9% ^o	4%	7%	5%	9%	6%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o - p/q/r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 110
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Unweighted Base	1000	309	195	239	166	328	267	101	222	70
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
AGE										
18-24	137 14%	47 16%cd	53 28%acd	21 8%d	3 2%	11 4%	29 9%e	13 14%e	65 34%ef gi	12 18%e
25-34	164 17%	50 17%	39 21%d	52 19%d	14 10%	19 6%	52 16%e	16 18%e	62 32%ef g	13 19%e
35-44	158 16%	45 15%d	34 18%d	65 24%ad	8 5%	14 4%	84 27%eg h	14 16%e	35 18%e	11 17%e
45-54	167 17%	60 20%d	28 15%	49 18%	18 12%	36 12%	88 28%eg h	12 14%	14 7%	16 25%eh
55-64	135 14%	38 13%	17 9%	39 15%	27 18%b	70 22%fg hi	42 13%h	9 10%h	7 4%	6 9%
65+	207 21%	47 16%b	16 9%	42 16%b	77 52%ab c	156 50%fgh i	14 5%	21 24%fhi	9 5%	7 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 110
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
GENDER										
MALE	483 49%	132 44%	97 51%	141 53%	69 47%	156 50%	150 48%	35 39%	105 55%g	31 47%
FEMALE	504 51%	167 56%	91 49%	127 47%	79 53%	157 50%	165 52%	54 61%h	87 45%	35 53%
SOCIAL GRADE										
AB	259 26%	48 16%	27 14%	154 57%abd	13 9%	99 32%gh i	121 38%ghi	3 4%	27 14%g	7 11%
C1	270 27%	82 27%d	62 33%d	76 28%d	21 14%	82 26%g	97 31%gi	14 16%	62 32%gi	11 16%
C2	214 22%	82 27%c	51 27%c	20 7%	43 29%cd	63 20%	65 21%	27 30%i	47 25%	9 14%
DE	243 25%	88 30%c	49 26%c	18 7%	69 47%ab c	69 22%f	32 10%	45 51%ef	56 29%f	38 59%efh h
ETHNICITY										
WHITE	860 87%	267 89%	164 87%	234 87%	125 85%	282 90%gh	285 91%gh	70 79%	158 82%	59 90%
NONWHITE	122 12%	32 11%	23 12%	33 12%	22 15%	29 9%	29 9%	19 21%ef	35 18%ef	7 10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 110
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
STANDARD REGION										
NORTH	335 34%	101 34%	81 43% ^c	85 32%	51 34%	106 34%	112 36%	27 30%	66 34%	21 32%
MIDLANDS	277 28%	83 28% ^b	35 19%	67 25%	51 34% ^b	88 28%	96 30%	25 28%	43 22%	19 30%
SOUTH	375 38%	115 38%	72 38%	116 43% ^d	46 31%	119 38%	107 34%	38 42%	84 44% ^f	25 38%
MARITAL STATUS										
MAR/ LIVING AS	575 58%	164 55%	101 53%	188 70% ^{ab} d	79 53%	191 61% ^{gh} i	230 73% ^{eg} hi	37 41%	91 47%	23 35%
SINGLE	252 26%	85 28% ^{cd}	72 38% ^{ac} d	53 20%	17 12%	45 14%	56 18%	30 34% ^{ef}	84 44% ^{ef}	31 47% ^{ef}
WID/ DIV/ SEP	154 16%	49 16% ^{bc}	15 8%	27 10%	51 34% ^{ab} c	77 25% ^{fh}	27 9%	22 24% ^{fh}	17 9%	11 17%
WORKING STATUS										
FULL TIME	413 42%	123 41% ^d	84 45% ^d	154 57% ^{ab} d	30 20%	83 27%	191 61% ^{eg} hi	21 23%	94 49% ^{eg} i	21 32%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 110
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	TOTAL	EDUCATION				TENURE				
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
PART TIME	112 11%	47 16%d	24 13%d	28 10%d	4 3%	16 5%	65 21%eg hi	9 10%	15 8%	5 8%
NOT WORKING	461 47%	130 43%c	80 42%c	86 32%	113 77%ab c	214 68%fh	58 18%	60 67%fh	83 43%f	40 60%fh
DAILY READERSHIP										
BROAD SHEET	148 15%	23 8%	29 15%ad	78 29%abd	10 7%	72 23%fg h	38 12%g	4 4%	24 12%g	9 14%eg
MID MARKET	81 8%	23 8%	12 6%	19 7%	16 11%	43 14%fgh	18 6%	4 4%	9 5%	8 12%
TABLOID	131 13%	54 18%c	27 14%c	15 5%	28 19%cd	44 14%	35 11%	18 20%fh	18 9%	14 21%fh
INCOME										
UP TO 9499	94 10%	21 7%c	22 11%c	8 3%	31 21%abc	26 8%f	10 3%	15 16%ef	29 15%ef	15 23%ef
9500 - 17499	116 12%	46 15%c	21 11%	17 6%	24 16%cd	39 13%	27 8%	16 18%f	23 12%	10 15%
17500 PLUS	412 42%	110 37%d	83 44%d	170 63%ab d	26 18%	129 41%gh i	191 61%eg hi	15 17%	62 32%g	15 23%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 110
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
CHILDREN IN HOUSEHOLD										
AGED 0-5	159 16%	52 17% ^d	36 19% ^d	53 20% ^d	9 6%	15 5%	75 24% ^e	13 15% ^e	43 22% ^e	11 17% ^e
AGED 6-9	103 10%	31 10%	22 11% ^d	42 16% ^d	7 5%	10 3%	56 18% ^{eh}	11 12% ^e	20 11% ^e	5 7%
AGED 10-15	133 13%	50 17% ^d	31 16% ^d	32 12%	13 9%	16 5%	69 22% ^{eh}	14 16% ^e	21 11% ^e	11 17% ^e
NONE < 16	682 69%	199 66%	124 66%	168 63%	126 85% ^{ab} c	282 90% ^{fg} hi	157 50%	62 69% ^f	129 67% ^f	44 67% ^f
EDUCATION										
GCSE/ O-LV/ CSE/ NVQ12	300 30%	300 100% ^{bcd}	-	-	-	76 24%	89 28%	43 48% ^{ef} h	59 31%	27 41% ^e
A-LVL OR EQUIV	188 19%	-	188 100% ^{acd}	-	-	36 12%	69 22% ^e	13 14%	58 30% ^{ef} gi	10 15%
DEGR/ MAST/ PHD	268 27%	-	-	268 100% ^{abd}	-	91 29% ^{gi}	115 36% ^{ghi}	3 4%	47 25% ^g	9 14% ^g

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

J13067067-10-03 07-MAR - 13-MAR 2014
INTERNAL/CLIENT USE ONLY - FINAL
BIS ANIMAL TESTING - OLD FORMAT QUESTIONNAIRE JR MODULE

18 Jun 2014

Table 110
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	EDUCATION				TENURE					
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	OWNED OUT- RIGHT BY HOUS- EHOLD (e)	BEING BO- UGHT ON A MOR- TGAGE (f)	RE- NTED FROM LOCAL AUTH- ORITY (g)	RE- NTED FROM A PR- IVATE LAND- LORD (h)	OTHER (i)	
Weighted Base	986	300	188	268	147	313	315	89*	192	66*
NO FORML QUAL	147	-	-	-	147	72	21	24	13	17
	15%	-	-	-	100%abc	23%fh	7%	27%fh	7%	27%fh
TENURE										
OWNED OUTRIGHT BY HOUSEHOLD	313	76	36	91	72	313	-	-	-	-
	32%	25%	19%	34%ab	49%abcd	100%efgh	-	-	-	-
BEING BOUGHT ON A MORTGAGE	315	89	69	115	21	-	315	-	-	-
	32%	30%d	36%d	43%ad	15%	-	100%efgh	-	-	-
RENTED FROM LOCAL AUTHORITY	89	43	13	3	24	-	-	89	-	-
	9%	14%bc	7%c	1%	16%bc	-	-	100%efh	-	-
RENTED FROM A PRIVATE LANDLORD	192	59	58	47	13	-	-	-	192	-
	20%	20%d	31%acd	18%d	9%	-	-	-	100%efg	-
OTHER	66	27	10	9	17	-	-	-	-	66
	7%	9%c	5%	4%	12%bc	-	-	-	-	100%efgh

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

	Pag	Tab	Title	Base Description	Bas
•	1	1	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	100
•	2	2	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	100
•	3	3	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	100
•	4	3	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	986
•	5	4	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation? I trust the scientists not to cause	BASE: ALL RESPONDENTS	100
•	6	5	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	100
			with the following statements about the rules and regulations governing animal experimentation?	RESPONDENTS	

	Pag	Tab	Title	Base Description	Bas
•	11	9	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	100
•	12	9	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	986
•	13	10	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation? I wouldn't be surprised if some animal	BASE: ALL RESPONDENTS	100
•	14	11	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation? I wouldn't be surprised if some animal	BASE: ALL RESPONDENTS	100
•	15	12	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	100
			I wouldn't be surprised if some animal		
•	16	12	JR01 How strongly do you agree or disagree with the following statements about the rules	BASE: ALL RESPONDENTS	986

	Pag	Tab	Title	Base Description	Bas
•	21	16	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	100
•	22	17	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	100
•	23	18	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	100
•	24	18	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	986
•	25	19	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation? I trust the inspectors of animal facilities to	BASE: ALL RESPONDENTS	100
•	26	20	JR01 How strongly do you agree or disagree with the following statements about the rules and regulations governing animal experimentation?	BASE: ALL RESPONDENTS	100
			with the following statements about the rules and regulations governing animal experimentation?	RESPONDENTS	

	Pag	Tab	Title	Base Description	Bas
•	31	24	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I can accept animal experimentation so long	BASE: ALL RESPONDENTS	100
•	32	25	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I can accept animal experimentation so long	BASE: ALL RESPONDENTS	100
•	33	25	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I can accept animal experimentation so long	BASE: ALL RESPONDENTS	986
•	34	26	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? There needs to be more research into	BASE: ALL RESPONDENTS	100
•	35	27	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? There needs to be more research into	BASE: ALL RESPONDENTS	100
•	36	28	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? There needs to be more research into	BASE: ALL RESPONDENTS	100
•	37	28	JR02 And how strongly do you agree or	BASE: ALL	986

	Pag	Tab	Title	Base Description	Bas
•	41	31	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I can accept animal experimentation so long as there is no unnecessary suffering to the	BASE: ALL RESPONDENTS	986
•	42	32	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I would like to know more about animal	BASE: ALL RESPONDENTS	100
•	43	32	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I would like to know more about animal	BASE: ALL RESPONDENTS	986
•	44	33	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I would like to know more about animal	BASE: ALL RESPONDENTS	100
•	45	34	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I would like to know more about animal	BASE: ALL RESPONDENTS	100
•	46	34	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I would like to know more about animal	BASE: ALL RESPONDENTS	986
			disagree with these more general statements about animal experimentation? I would like to know more about animal	RESPONDENTS	

	Pag	Tab	Title	Base Description	Bas
•	51	37	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I do not support the use of animals in any experimentation because of the importance I	BASE: ALL RESPONDENTS	986
•	52	38	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Animal experimentation will always be used	BASE: ALL RESPONDENTS	100
•	53	39	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Animal experimentation will always be used	BASE: ALL RESPONDENTS	100
•	54	40	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Animal experimentation will always be used	BASE: ALL RESPONDENTS	100
•	55	40	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Animal experimentation will always be used	BASE: ALL RESPONDENTS	986
•	56	41	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? It does not bother me if animals are used in	BASE: ALL RESPONDENTS	100

	Pag	Tab	Title	Base Description	Bas
•	62	47	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Animal experiments for medical research	BASE: ALL RESPONDENTS	100
•	63	47	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Animal experiments for medical research	BASE: ALL RESPONDENTS	986
•	64	48	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Animal experiments for medical research	BASE: ALL RESPONDENTS	100
•	65	49	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Animal experiments for medical research	BASE: ALL RESPONDENTS	100
•	66	49	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Animal experiments for medical research	BASE: ALL RESPONDENTS	986
•	67	50	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Animal experimentation for medical research purposes should only be conducted for	BASE: ALL RESPONDENTS	100

	Pag	Tab	Title	Base Description	Bas
•	72	54	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? The Government should ban all experiments	BASE: ALL RESPONDENTS	100
•	73	55	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? The Government should ban all experiments	BASE: ALL RESPONDENTS	100
•	74	55	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? The Government should ban all experiments	BASE: ALL RESPONDENTS	986
•	75	56	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I agree with animal experimentation for all types of MEDICAL research, where there is	BASE: ALL RESPONDENTS	100
•	76	57	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I agree with animal experimentation for all types of MEDICAL research, where there is	BASE: ALL RESPONDENTS	100
•	77	58	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation?	BASE: ALL RESPONDENTS	100

	Pag	Tab	Title	Base Description	Bas
•	82	61	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? I agree with animal experimentation for all	BASE: ALL RESPONDENTS	986
	83	62	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Summary Table	BASE: ALL RESPONDENTS	100
	84	62	JR02 And how strongly do you agree or disagree with these more general statements about animal experimentation? Summary Table	BASE: ALL RESPONDENTS	986
•	85	63	JR03 How strongly do you agree or disagree with these statements about animal experimentation? I can accept animal experimentation for	BASE: ALL RESPONDENTS	100
•	86	63	JR03 How strongly do you agree or disagree with these statements about animal experimentation? I can accept animal experimentation for	BASE: ALL RESPONDENTS	986
•	87	64	JR03 How strongly do you agree or disagree with these statements about animal experimentation? I can accept animal experimentation for	BASE: ALL RESPONDENTS	100
•	88	65	JR03 How strongly do you agree or disagree	BASE: ALL	100

	Pag	Tab	Title	Base Description	Bas
•	92	68	JR03 How strongly do you agree or disagree with these statements about animal experimentation? I can accept animal experimentation for testing chemicals that could harm wildlife or	BASE: ALL RESPONDENTS	100
•	93	68	JR03 How strongly do you agree or disagree with these statements about animal experimentation? I can accept animal experimentation for testing chemicals that could harm wildlife or	BASE: ALL RESPONDENTS	986
	94	69	JR03 How strongly do you agree or disagree with these statements about animal experimentation? Summary table	BASE: ALL RESPONDENTS	100
•	95	70	JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in	BASE: ALL RESPONDENTS	100
•	96	70	JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in	BASE: ALL RESPONDENTS	986
•	97	70	JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting	BASE: ALL RESPONDENTS	986

	Pag	Tab	Title	Base Description	Bas
•	103	72	JR04 Which, if any, of the following do you feel are acceptable things for an animal rights organisation to do if it were protesting about the use of animals in	BASE: ALL RESPONDENTS	986
•	104	73	JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of	BASE: ALL RESPONDENTS	100
•	105	73	JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of	BASE: ALL RESPONDENTS	986
•	106	73	JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of	BASE: ALL RESPONDENTS	986
•	107	74	JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of	BASE: ALL RESPONDENTS	100
•	108	74	JR05 And which, if any, of the following do you feel are NOT acceptable things for an animal rights organisation to do if it were protesting about the use of	BASE: ALL RESPONDENTS	986
•	109	74	JR05 And which, if any, of the following do	BASE: ALL	986

	Pag	Tab	Title	Base Description	Bas
•	115	78	JR06 How well informed do you feel, if at all, about science and scientific research/developments?	BASE: ALL RESPONDENTS	100
•	116	79	JR07 How strongly do you agree or disagree with the following statement about science? Science makes a good contribution to society	BASE: ALL RESPONDENTS	100
•	117	80	JR07 How strongly do you agree or disagree with the following statement about science? Science makes a good contribution to society	BASE: ALL RESPONDENTS	100
•	118	81	JR07 How strongly do you agree or disagree with the following statement about science? Science makes a good contribution to society	BASE: ALL RESPONDENTS	100
•	119	81	JR07 How strongly do you agree or disagree with the following statement about science? Science makes a good contribution to society	BASE: ALL RESPONDENTS	986
•	120	82	JR08 How well informed do you feel, if at all, about efforts to find alternatives to using animals in experimentation for scientific	BASE: ALL RESPONDENTS	100
•	121	83	JR08 How well informed do you feel, if at all, about efforts to find alternatives to using animals in experimentation for scientific	BASE: ALL RESPONDENTS	100
•	122	84	JR08 How well informed do you feel, if at all, about efforts to find alternatives to using animals in experimentation for scientific	BASE: ALL RESPONDENTS	100
•	123	85	JR09 How well informed do you feel, if at all,	BASE: ALL	100

	Pag	Tab	Title	Base Description	Bas
•	128	90	JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out? Efforts to find alternatives to using animals in experimentation for scientific research	BASE: ALL RESPONDENTS	100
•	129	91	JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out? Efforts to improve the welfare of animals in experimentation for scientific research	BASE: ALL RESPONDENTS	100
•	130	92	JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out? Efforts to improve the welfare of animals in experimentation for scientific research	BASE: ALL RESPONDENTS	100
•	131	93	JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out? Efforts to improve the welfare of animals in experimentation for scientific research	BASE: ALL RESPONDENTS	100
	132	94	JR10 How interested would you be, if at all, in finding out more about each of these things that I am about to read out? Summary table	BASE: ALL RESPONDENTS	100
•	133	95	JR11 And by which, if any, of these ways	BASE: ALL WHO	584

	Pag	Tab	Title	Base Description	Bas
•	136	96	JR11 And by which, if any, of these ways would you like to receive information about these subjects? Please read out the number or numbers that apply.	BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL	584
•	137	96	JR11 And by which, if any, of these ways would you like to receive information about these subjects? Please read out the number or numbers that apply.	BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL	584
•	138	96	JR11 And by which, if any, of these ways would you like to receive information about these subjects? Please read out the number or numbers that apply.	BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL	584
•	139	97	JR11 And by which, if any, of these ways would you like to receive information about these subjects? Please read out the number or numbers that apply.	BASE: ALL WHO STATED THEY WERE INTERESTED IN EFFORTS TO FIND ALTERNATIVES TO ANIMAL	584
•	140	97	JR11 And by which, if any, of these ways	BASE: ALL WHO	584

Pag	Tab	Title	Base Description	Bas
• 145	101	JR13 And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific	BASE: ALL RESPONDENTS	100
• 146	102	JR13 And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific	BASE: ALL RESPONDENTS	100
• 147	103	JR13 And how much, if anything, do you feel you know about Government initiatives to improve animal welfare in scientific	BASE: ALL RESPONDENTS	100
148	104	JR12/13 How much, if anything, do you feel you know about ... Summary table	BASE: ALL RESPONDENTS	100
• 149	105	JR14 Before this interview, did you know that there is a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare during research,	BASE: ALL RESPONDENTS	100
• 150	106	JR14 Before this interview, did you know that there is a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes and improve animal welfare during research,	BASE: ALL RESPONDENTS	100
• 151	107	JR14 Before this interview, did you know that there is a UK national scientific centre that tries to reduce the number of animals used for scientific research purposes	BASE: ALL RESPONDENTS	100

	Pag	Tab	Title	Base Description	Bas
•	162	109	DEMOGRAPHICS	BASE: ALL RESPONDENTS	986
•	163	110	DEMOGRAPHICS	BASE: ALL RESPONDENTS	100
•	164	110	DEMOGRAPHICS	BASE: ALL RESPONDENTS	986
•	165	110	DEMOGRAPHICS	BASE: ALL RESPONDENTS	986
•	166	110	DEMOGRAPHICS	BASE: ALL RESPONDENTS	986
•	167	110	DEMOGRAPHICS	BASE: ALL RESPONDENTS	986
•	168	110	DEMOGRAPHICS	BASE: ALL RESPONDENTS	986
