

Animal Welfare Survey
ONLINE Fieldwork: 22nd to 24th October 2021

Absolutes/col percents

Table 1
Q1. Farmers in the UK have to meet certain standards, including on food safety, animal welfare and environmental impacts. This includes dairy farmers who milk cows, with some milk being sold as milk and other milk being turned into dairy products (like a block of cheese or yoghurt) or into ingredients (e.g. cheese toppings on pizza). To what extent do you agree or disagree with the following statements?

Summary**Base: All respondents**

	Animal welfare and environmental standards relating to dairy products should be at least as high as the animal welfare and environmental standards for milk	Animal welfare and environmental standards relating to dairy ingredients should be at least as high as the animal welfare and environmental standards for milk	I would like to support UK dairy farmers that have high animal welfare and environmental standards	What we eat and how our food is produced, transported, stored, cooked and thrown away is a significant contributor to climate change
Unweighted base	2079	2079	2079	2079
Weighted base	2079	2079	2079	2079
NET: Agree	1599 77%	1590 76%	1586 76%	1380 66%
Strongly agree (+2)	1076 52%	1048 50%	1017 49%	762 37%
Tend to agree (+1)	523 25%	542 26%	569 27%	617 30%
Neither agree nor disagree (0)	234 11%	251 12%	262 13%	327 16%
Tend to disagree (-1)	76 4%	63 3%	69 3%	125 6%
Strongly disagree (-2)	88 4%	95 5%	105 5%	129 6%
NET: Disagree	164 8%	158 8%	174 8%	253 12%
Don't know	82 4%	80 4%	57 3%	119 6%
Mean	1.21	1.19	1.15	0.90
Standard deviation	1.08	1.08	1.10	1.18
Standard error	0.02	0.02	0.02	0.03

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Table 2
Q1. Farmers in the UK have to meet certain standards, including on food safety, animal welfare and environmental impacts. This includes dairy farmers who milk cows, with some milk being sold as milk and other milk being turned into dairy products (like a block of cheese or yoghurt) or into ingredients (e.g. cheese toppings on pizza). To what extent do you agree or disagree with the following statements?

Animal welfare and environmental standards relating to dairy products (like a block of a cheese or yoghurt) should be at least as high as the animal welfare and environmental standards for milk

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
NET: Agree	1599 77%	750 74%	849 80%	146 65%	244 68%	233 70%	276 76%	270 85%	431 89%	410 75%	472 79%	342 79%	375 76%	142 80%	63 74%	183 79%	134 78%	129 72%	110 74%	78 79%	152 79%	198 72%	224 79%	143 80%	43 74%	272 71%	585 72%	116 67%
Strongly agree (+2)	1076 52%	481 47%	595 56%	76 34%	144 40%	159 48%	193 53%	196 62%	310 64%	271 50%	320 53%	225 52%	260 52%	105 59%	47 55%	137 59%	81 47%	76 43%	73 49%	55 56%	107 55%	123 45%	146 52%	93 52%	31 54%	175 46%	385 47%	76 44%
Tend to agree (+1)	523 25%	269 27%	253 24%	70 31%	100 28%	74 22%	83 23%	75 23%	121 25%	139 25%	152 25%	117 27%	115 23%	37 21%	17 19%	46 20%	53 31%	53 30%	37 25%	22 23%	45 23%	75 27%	77 27%	49 28%	12 20%	97 26%	200 25%	41 23%
Neither agree nor disagree (0)	234 11%	135 13%	100 9%	30 13%	62 17%	54 16%	34 10%	25 8%	29 6%	61 11%	59 10%	48 11%	66 13%	18 10%	17 20%	27 12%	22 13%	19 11%	24 16%	11 11%	20 10%	26 10%	28 10%	14 8%	9 15%	51 13%	110 14%	24 14%
Tend to disagree (-1)	76 4%	40 4%	35 3%	20 9%	18 5%	19 6%	9 2%	4 1%	6 1%	27 5%	20 3%	12 3%	16 3%	9 5%	2 2%	11 5%	2 1%	7 4%	3 2%	2 2%	5 3%	17 6%	11 4%	8 4%	- -	18 5%	44 5%	20 12%
Strongly disagree (-2)	88 4%	54 5%	35 3%	10 4%	19 5%	11 3%	23 6%	12 4%	13 3%	27 5%	20 3%	17 4%	24 5%	6 3%	3 3%	5 2%	5 3%	7 5%	3 4%	5 2%	23 9%	14 5%	7 4%	4 8%	17 4%	41 5%	10 6%	
NET: Disagree	164 8%	94 9%	70 7%	30 13%	37 10%	30 9%	32 9%	16 5%	19 4%	54 10%	40 7%	29 7%	41 8%	15 8%	4 5%	16 7%	8 4%	13 7%	9 6%	6 6%	10 5%	40 15%	25 9%	15 8%	4 8%	34 9%	85 10%	31 18%
Don't know	82 4%	37 4%	44 4%	19 9%	15 4%	14 4%	20 6%	6 2%	7 1%	22 4%	29 5%	16 4%	15 3%	2 1%	1 1%	5 2%	9 5%	18 10%	6 4%	4 4%	12 6%	10 4%	6 2%	8 4%	2 3%	23 6%	33 4%	2 1%
Mean	1.21	1.11	1.31	0.88	0.97	1.10	1.21	1.41	1.48	1.14	1.28	1.24	1.18	1.29	1.21	1.33	1.24	1.17	1.16	1.31	1.35	0.98	1.20	1.25	1.16	1.11	1.08	0.88
Standard deviation	1.08	1.13	1.01	1.16	1.15	1.11	1.15	0.97	0.88	1.13	1.02	1.04	1.11	1.07	1.05	1.01	0.96	1.03	1.08	1.02	0.96	1.27	1.10	1.06	1.19	1.11	1.15	1.27
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.05	0.04	0.05	0.04	0.05	0.05	0.08	0.11	0.07	0.08	0.08	0.09	0.10	0.07	0.07	0.07	0.08	0.15	0.06	0.04	0.10

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Table 3
Q1. Farmers in the UK have to meet certain standards, including on food safety, animal welfare and environmental impacts. This includes dairy farmers who milk cows, with some milk being sold as milk and other milk being turned into dairy products (like a block of cheese or yoghurt) or into ingredients (e.g. cheese toppings on pizza). To what extent do you agree or disagree with the following statements?

Animal welfare and environmental standards relating to dairy ingredients (e.g. the cheese in a cheese sandwich you buy in a shop or the cheese topping on a pizza) should be at least as high as the animal welfare and environmental standards for milk

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
NET: Agree	1590	742	848	146	245	232	274	266	427	409	477	339	364	146	64	181	132	124	115	77	150	193	223	142	44	278	571	114
	76%	73%	80%	65%	69%	70%	76%	84%	88%	75%	79%	78%	73%	82%	75%	78%	76%	69%	77%	79%	78%	70%	79%	80%	75%	73%	70%	66%
Strongly agree	(+2) 1048	455	593	78	135	160	184	193	298	260	320	220	249	98	43	137	80	76	76	54	104	117	146	89	28	166	380	73
	50%	45%	56%	35%	38%	48%	51%	61%	61%	47%	53%	51%	50%	55%	51%	59%	46%	43%	51%	55%	54%	43%	52%	50%	48%	44%	47%	42%
Tend to agree	(+1) 542	287	255	68	109	72	90	74	129	150	157	119	116	48	20	44	51	48	39	23	46	76	77	53	16	112	191	41
	26%	28%	24%	30%	31%	22%	25%	23%	26%	27%	26%	27%	23%	27%	24%	19%	30%	27%	26%	23%	24%	28%	27%	30%	27%	29%	23%	23%
Neither agree nor disagree	(0) 251	146	105	37	61	54	40	25	34	63	64	54	69	17	17	25	18	29	20	12	22	38	31	18	6	54	121	32
	12%	14%	10%	16%	17%	16%	11%	8%	7%	12%	11%	12%	14%	9%	19%	11%	11%	16%	13%	12%	11%	14%	11%	10%	10%	14%	15%	19%
Tend to disagree	(-1) 63	35	29	16	18	10	10	4	5	23	12	9	19	6	2	10	6	4	3	2	5	8	10	4	2	13	40	12
	3%	3%	3%	7%	5%	3%	3%	1%	1%	4%	2%	2%	4%	4%	3%	4%	4%	2%	2%	2%	3%	3%	4%	2%	3%	3%	5%	7%
Strongly disagree	(-2) 95	55	40	11	19	20	21	13	12	33	22	16	24	6	2	8	7	7	7	3	5	28	12	5	5	20	45	14
	5%	5%	4%	5%	5%	6%	6%	4%	2%	6%	4%	4%	5%	3%	2%	3%	4%	4%	5%	4%	2%	10%	4%	3%	8%	5%	6%	8%
NET: Disagree	158	90	69	27	36	30	31	17	17	57	34	25	42	12	4	17	13	11	10	6	10	36	22	9	7	33	85	26
	8%	9%	6%	12%	10%	9%	9%	5%	3%	10%	6%	6%	9%	7%	5%	8%	7%	6%	7%	6%	5%	13%	8%	5%	12%	9%	10%	15%
Don't know	80	38	41	15	15	15	18	9	9	18	25	17	20	2	1	8	10	15	5	4	11	7	6	9	2	16	36	1
	4%	4%	4%	7%	4%	4%	5%	3%	2%	3%	4%	4%	4%	1%	1%	3%	6%	8%	3%	4%	6%	3%	2%	5%	3%	4%	4%	*
Mean	1.19	1.08	1.30	0.89	0.95	1.08	1.18	1.39	1.46	1.09	1.29	1.24	1.15	1.29	1.19	1.31	1.18	1.11	1.20	1.29	1.32	0.92	1.21	1.28	1.07	1.07	1.06	0.85
Standard deviation	1.08	1.12	1.03	1.15	1.13	1.17	1.13	0.99	0.87	1.16	1.01	1.02	1.12	1.02	1.00	1.05	1.05	1.05	1.08	1.03	0.97	1.28	1.07	0.96	1.24	1.11	1.17	1.27
Standard error	0.02	0.04	0.03	0.08	0.06	0.07	0.06	0.05	0.04	0.05	0.04	0.05	0.05	0.08	0.10	0.07	0.09	0.08	0.09	0.10	0.07	0.08	0.07	0.08	0.16	0.06	0.04	0.10

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Table 4
Q1. Farmers in the UK have to meet certain standards, including on food safety, animal welfare and environmental impacts. This includes dairy farmers who milk cows, with some milk being sold as milk and other milk being turned into dairy products (like a block of cheese or yoghurt) or into ingredients (e.g. cheese toppings on pizza). To what extent do you agree or disagree with the following statements?

I would like to support UK dairy farmers that have high animal welfare and environmental standards

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East		South West	North-ern Ireland	Public	Private
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
NET: Agree	1586	743	842	140	255	239	270	265	417	409	474	342	360	141	61	183	144	129	111	76	156	194	214	134	42	282	577	122
	76%	73%	79%	62%	71%	72%	75%	83%	86%	75%	79%	79%	73%	80%	72%	79%	83%	72%	74%	78%	81%	71%	76%	75%	72%	74%	71%	71%
Strongly agree	(+2) 1017	446	570	86	136	162	172	171	288	256	306	222	233	89	40	126	86	82	71	53	99	122	136	84	27	173	364	78
	49%	44%	54%	38%	38%	49%	48%	54%	59%	47%	51%	51%	47%	50%	47%	54%	50%	46%	48%	55%	51%	45%	48%	47%	47%	46%	45%	45%
Tend to agree	(+1) 569	297	272	54	118	77	98	93	129	152	168	121	128	52	21	57	58	47	40	22	58	72	78	50	15	109	213	45
	27%	29%	26%	24%	33%	23%	27%	29%	26%	28%	28%	28%	26%	29%	24%	25%	34%	26%	26%	23%	30%	26%	28%	28%	25%	29%	26%	26%
Neither agree nor disagree	(0) 262	154	108	36	50	47	47	36	45	68	62	52	81	17	18	27	17	27	28	10	22	29	33	25	8	48	127	19
	13%	15%	10%	16%	14%	14%	13%	11%	9%	12%	10%	12%	16%	9%	21%	12%	10%	15%	19%	11%	11%	11%	12%	14%	14%	13%	16%	11%
Tend to disagree	(-1) 69	40	29	21	16	14	8	4	6	28	16	12	14	10	4	8	1	6	3	3	5	15	8	5	1	20	35	17
	3%	4%	3%	9%	4%	4%	2%	1%	1%	5%	3%	3%	3%	5%	5%	3%	1%	4%	2%	3%	2%	6%	3%	3%	2%	5%	4%	10%
Strongly disagree	(-2) 105	56	49	11	20	25	25	10	14	30	31	18	26	7	3	7	8	4	5	4	6	28	17	9	5	20	50	12
	5%	6%	5%	5%	5%	8%	7%	3%	3%	5%	5%	4%	5%	4%	3%	3%	5%	2%	3%	4%	3%	10%	6%	5%	9%	5%	6%	7%
NET: Disagree	174	96	78	32	35	39	33	15	20	58	46	30	40	17	7	15	9	11	7	7	11	44	25	14	6	40	85	30
	8%	9%	7%	14%	10%	12%	9%	5%	4%	11%	8%	7%	8%	10%	8%	7%	5%	6%	5%	7%	6%	16%	9%	8%	11%	10%	10%	17%
Don't know	57	23	34	17	17	6	11	2	5	12	18	11	15	2	-	5	2	11	3	5	4	7	10	5	2	10	24	2
	3%	2%	3%	7%	5%	2%	3%	1%	1%	2%	3%	3%	3%	1%	-	2%	1%	6%	2%	5%	2%	3%	4%	3%	3%	3%	3%	1%
Mean	1.15	1.04	1.25	0.88	0.99	1.03	1.09	1.30	1.39	1.08	1.21	1.21	1.09	1.18	1.08	1.27	1.24	1.17	1.16	1.28	1.25	0.91	1.13	1.12	1.02	1.07	1.02	0.92
Standard deviation	1.10	1.13	1.07	1.21	1.12	1.23	1.17	0.96	0.92	1.15	1.08	1.05	1.12	1.08	1.07	1.03	1.00	1.01	1.02	1.06	0.99	1.32	1.14	1.10	1.25	1.14	1.17	1.27
Standard error	0.02	0.04	0.03	0.09	0.06	0.07	0.06	0.05	0.04	0.05	0.05	0.05	0.05	0.08	0.11	0.07	0.08	0.08	0.08	0.10	0.07	0.08	0.07	0.09	0.16	0.06	0.04	0.10

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Table 5
Q1. Farmers in the UK have to meet certain standards, including on food safety, animal welfare and environmental impacts. This includes dairy farmers who milk cows, with some milk being sold as milk and other milk being turned into dairy products (like a block of cheese or yoghurt) or into ingredients (e.g. cheese toppings on pizza). To what extent do you agree or disagree with the following statements?

What we eat and how our food is produced, transported, stored, cooked and thrown away is a significant contributor to climate change

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector			Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West		North-ern Ireland	Public	Private
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
NET: Agree	1380 66%	612 60%	767 72%	143 64%	231 65%	216 65%	242 67%	215 68%	332 68%	369 67%	417 69%	292 67%	302 61%	124 70%	56 66%	154 67%	124 72%	116 65%	90 60%	60 62%	136 70%	174 64%	200 71%	107 60%	39 66%	253 66%	521 64%	111 64%
Strongly agree (+2)	762 37%	320 32%	442 42%	76 34%	128 36%	139 42%	137 38%	110 35%	172 35%	214 39%	226 38%	156 36%	166 33%	73 42%	34 40%	86 37%	60 35%	59 33%	51 34%	41 42%	77 40%	100 36%	110 39%	50 28%	22 37%	144 38%	292 36%	74 43%
Tend to agree (+1)	617 30%	292 29%	325 31%	67 30%	104 29%	77 23%	105 29%	105 33%	160 33%	155 28%	191 32%	136 31%	136 27%	50 28%	22 26%	68 30%	64 37%	57 32%	39 26%	19 20%	59 30%	75 27%	90 32%	57 32%	17 29%	108 29%	229 28%	37 21%
Neither agree nor disagree (0)	327 16%	198 20%	129 12%	32 14%	57 16%	55 17%	51 14%	50 16%	81 17%	73 13%	85 14%	78 18%	91 18%	24 13%	15 18%	33 14%	27 16%	33 18%	30 20%	21 21%	35 18%	37 13%	33 12%	31 18%	8 14%	58 15%	137 17%	29 17%
Tend to disagree (-1)	125 6%	74 7%	51 5%	17 8%	24 7%	23 7%	22 6%	16 5%	23 5%	43 8%	30 5%	21 5%	31 6%	11 6%	2 3%	16 7%	9 5%	4 2%	12 8%	4 4%	9 4%	27 10%	15 5%	13 7%	3 5%	23 6%	56 7%	19 8%
Strongly disagree (-2)	129 6%	78 8%	50 5%	15 7%	21 6%	18 5%	26 7%	16 5%	32 7%	33 6%	32 5%	25 6%	39 8%	11 6%	8 9%	9 4%	6 4%	10 6%	8 5%	7 7%	8 4%	23 8%	20 7%	14 8%	5 9%	21 6%	55 7%	14 8%
NET: Disagree	253 12%	152 15%	101 10%	32 14%	45 13%	41 12%	48 13%	32 10%	55 11%	75 14%	62 10%	46 11%	70 14%	22 12%	10 12%	25 11%	16 9%	14 8%	20 13%	11 11%	16 8%	50 18%	34 12%	27 15%	8 14%	44 12%	111 14%	33 19%
Don't know	119 6%	54 5%	65 6%	18 8%	23 6%	19 6%	21 6%	21 6%	19 4%	30 5%	37 6%	20 5%	33 7%	8 4%	3 4%	18 8%	6 3%	16 9%	10 7%	6 6%	7 4%	13 5%	15 5%	14 8%	3 6%	25 7%	43 5%	* *
Mean	0.90	0.73	1.06	0.83	0.88	0.95	0.89	0.94	0.89	0.92	0.97	0.91	0.78	0.97	0.87	0.97	0.97	0.93	0.81	0.91	1.01	0.77	0.96	0.70	0.85	0.93	0.84	0.79
Standard deviation	1.18	1.23	1.11	1.22	1.18	1.20	1.22	1.11	1.16	1.20	1.13	1.14	1.24	1.19	1.27	1.11	1.05	1.10	1.19	1.24	1.08	1.30	1.19	1.22	1.28	1.17	1.21	1.32
Standard error	0.03	0.04	0.03	0.09	0.06	0.07	0.07	0.06	0.05	0.05	0.05	0.06	0.06	0.09	0.13	0.08	0.08	0.09	0.10	0.12	0.08	0.08	0.08	0.10	0.16	0.06	0.04	0.10

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Absolutes/col percents

Table 6
Gender
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Male	1016	1016	-	99	182	159	167	169	240	308	282	206	220	82	50	110	90	80	67	36	91	153	141	89	28	174	451	113
	49%	100%	-	44%	51%	48%	46%	53%	49%	56%	47%	47%	44%	46%	58%	48%	52%	45%	45%	37%	47%	56%	50%	50%	48%	46%	55%	65%
Female	1063	-	1063	126	175	172	195	149	246	239	319	230	276	95	35	121	83	99	83	62	102	121	142	90	30	206	362	60
	51%	-	100%	56%	49%	52%	54%	47%	51%	44%	53%	53%	56%	54%	42%	52%	48%	55%	55%	63%	53%	44%	50%	50%	52%	54%	45%	35%

Animal Welfare Survey

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Absolutes/col percents

Table 7
Age
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector			Opinion Influencer
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-ate	
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
18-24	225 11%	99 10%	126 12%	225 100%	-	-	-	-	-	80 15%	65 11%	32 7%	49 10%	13 8%	7 8%	19 8%	19 11%	21 12%	21 14%	8 8%	17 9%	52 19%	33 12%	13 7%	2 3%	41 11%	94 12%	33 19%
25-34	357 17%	182 18%	175 16%	-	357 100%	-	-	-	-	119 22%	131 22%	58 13%	48 10%	32 18%	14 16%	44 19%	26 15%	32 18%	26 17%	13 13%	23 12%	64 23%	47 17%	31 18%	6 10%	102 27%	200 25%	59 34%
35-44	331 16%	159 16%	172 16%	-	-	331 100%	-	-	-	95 17%	76 13%	84 19%	77 15%	32 18%	7 8%	38 16%	29 17%	31 17%	23 15%	11 11%	28 15%	54 20%	46 16%	22 13%	10 17%	88 23%	167 21%	40 23%
45-54	362 17%	167 16%	195 18%	-	-	-	362 100%	-	-	74 14%	100 17%	102 23%	85 17%	44 25%	18 21%	37 16%	28 17%	38 21%	16 10%	19 20%	30 15%	42 15%	39 14%	37 21%	14 25%	83 22%	198 24%	18 10%
55-64	318 15%	169 17%	149 14%	-	-	-	-	318 100%	-	72 13%	65 11%	62 14%	119 24%	22 12%	19 22%	33 14%	33 19%	17 9%	31 21%	19 19%	30 15%	36 13%	44 16%	22 12%	12 21%	54 14%	120 15%	9 5%
65+	486 23%	240 24%	246 23%	-	-	-	-	-	486 100%	107 20%	162 27%	99 23%	118 24%	34 19%	21 25%	60 26%	37 22%	40 22%	34 22%	28 28%	66 34%	27 10%	73 26%	53 29%	14 24%	12 3%	34 4%	14 8%
NET: 18-34	582 28%	281 28%	301 28%	225 100%	357 100%	-	-	-	-	199 36%	196 33%	90 21%	97 20%	45 26%	21 24%	62 27%	45 26%	53 30%	47 31%	21 22%	40 21%	116 42%	80 28%	45 25%	8 13%	144 38%	294 36%	92 53%
NET: 35-54	693 33%	326 32%	367 34%	-	-	331 100%	362 100%	-	-	170 31%	176 29%	185 43%	162 33%	76 43%	24 29%	75 33%	57 33%	69 39%	38 26%	30 31%	58 30%	95 35%	86 30%	59 33%	24 42%	171 45%	365 45%	58 34%
NET: 55+	804 39%	409 40%	395 37%	-	-	-	-	318 100%	486 100%	178 33%	228 38%	161 37%	237 48%	56 32%	40 47%	93 40%	71 41%	57 32%	65 43%	47 48%	96 49%	63 23%	117 41%	75 42%	26 45%	66 17%	154 19%	23 13%
Average age	48.32	48.82	47.85	21.89	30.07	39.65	49.52	59.47	71.69	45.01	48.01	49.55	51.27	47.92	50.72	49.38	48.74	46.93	47.94	51.56	52.45	40.98	48.96	50.20	52.42	40.93	41.67	37.36

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Absolutes/col percents

Table 8
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
A	148 7%	93 9%	55 5%	26 11%	32 9%	33 10%	21 6%	15 5%	21 4%	148 27%	-	-	-	10 6%	7 8%	17 7%	10 6%	5 3%	9 6%	1 1%	14 7%	44 16%	17 6%	7 4%	5 9%	39 10%	64 8%	41 24%
B	399 19%	215 21%	184 17%	55 24%	87 24%	62 19%	53 15%	57 18%	85 18%	399 73%	-	-	-	27 15%	11 13%	48 21%	17 10%	40 22%	32 22%	18 18%	25 13%	89 32%	51 18%	28 16%	14 24%	101 27%	159 20%	59 34%
C1	600 29%	282 28%	319 30%	65 29%	131 37%	76 23%	100 28%	65 21%	162 33%	-	600 100%	-	-	63 36%	19 23%	63 27%	60 35%	39 22%	44 29%	27 27%	55 28%	66 24%	83 29%	64 36%	16 28%	130 34%	244 30%	42 24%
C2	436 21%	206 20%	230 22%	32 14%	58 16%	84 25%	102 28%	62 19%	99 20%	-	-	436 100%	-	30 17%	20 23%	44 19%	39 22%	51 28%	29 19%	24 25%	47 24%	38 14%	75 27%	28 16%	11 19%	75 20%	200 25%	18 10%
D	236 11%	119 12%	117 11%	34 15%	31 9%	32 10%	50 14%	55 17%	35 7%	-	-	-	236 48%	21 12%	15 17%	27 12%	31 18%	20 11%	17 11%	11 11%	25 13%	17 6%	29 10%	21 12%	4 6%	33 9%	136 17%	10 6%
E	260 12%	101 10%	159 15%	15 7%	17 5%	44 13%	36 10%	64 20%	84 17%	-	-	-	260 52%	26 15%	14 16%	31 13%	16 9%	24 14%	18 12%	17 17%	27 14%	21 8%	28 10%	31 17%	8 13%	2 1%	10 1%	4 2%
NET: AB	547 26%	308 30%	239 22%	80 36%	119 33%	95 29%	74 21%	72 23%	107 22%	547 100%	-	-	-	37 21%	18 21%	66 28%	27 16%	45 25%	42 28%	19 20%	39 20%	133 48%	67 24%	35 20%	19 33%	140 37%	222 27%	99 57%
NET: ABC1	1147 55%	590 58%	557 52%	145 64%	250 70%	171 52%	175 48%	137 43%	269 55%	547 100%	600 100%	-	-	101 57%	37 43%	129 56%	87 51%	84 47%	86 57%	46 47%	94 49%	199 72%	151 53%	99 56%	36 61%	270 71%	466 57%	141 81%
NET: C2DE	932 45%	426 42%	505 48%	80 36%	107 30%	160 48%	187 52%	181 57%	217 45%	-	-	436 100%	496 100%	76 43%	48 57%	102 44%	85 49%	95 53%	64 43%	52 53%	99 51%	76 28%	132 47%	79 44%	23 39%	110 29%	346 43%	32 19%
NET: DE	496 24%	220 22%	276 26%	49 22%	48 14%	77 23%	85 24%	119 37%	118 24%	-	-	-	496 100%	46 26%	29 34%	58 25%	47 27%	44 25%	35 23%	28 28%	52 27%	38 14%	57 20%	52 29%	12 20%	36 9%	146 18%	14 8%

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Absolutes/col percents

Table 9
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Scotland	177	82	95	13	32	44	22	34	37	63	30	46	177	-	-	-	-	-	-	-	-	-	-	-	-	33	65	11
	8%	8%	9%	6%	9%	10%	12%	7%	7%	11%	7%	10%	9%	100%	-	-	-	-	-	-	-	-	-	-	-	9%	8%	6%
North East	85	50	35	7	14	7	18	19	21	18	19	20	29	-	85	-	-	-	-	-	-	-	-	-	-	12	28	5
	4%	5%	3%	3%	4%	2%	5%	6%	4%	3%	3%	5%	6%	-	100%	-	-	-	-	-	-	-	-	-	-	3%	3%	3%
North West	231	110	121	19	44	38	37	33	60	66	63	44	58	-	-	231	-	-	-	-	-	-	-	-	-	56	74	13
	11%	11%	11%	8%	12%	11%	10%	10%	12%	12%	11%	10%	12%	-	-	100%	-	-	-	-	-	-	-	-	-	15%	9%	7%
Yorkshire & Humberside	173	90	83	19	26	29	28	33	37	27	60	39	47	-	-	-	173	-	-	-	-	-	-	-	-	34	71	13
	8%	9%	8%	8%	7%	9%	8%	11%	8%	5%	10%	9%	9%	-	-	-	100%	-	-	-	-	-	-	-	-	9%	9%	7%
West Midlands	179	80	99	21	32	31	38	17	40	45	39	51	44	-	-	-	-	179	-	-	-	-	-	-	-	25	76	10
	9%	8%	9%	9%	9%	9%	10%	5%	8%	8%	6%	12%	9%	-	-	-	-	100%	-	-	-	-	-	-	-	7%	9%	6%
East Midlands	150	67	83	21	26	23	16	31	34	42	44	29	35	-	-	-	-	-	150	-	-	-	-	-	-	30	54	9
	7%	7%	8%	9%	7%	7%	4%	10%	7%	8%	7%	7%	7%	-	-	-	-	-	100%	-	-	-	-	-	-	8%	7%	5%
Wales	98	36	62	8	13	11	19	19	28	19	27	24	28	-	-	-	-	-	-	98	-	-	-	-	-	7	36	6
	5%	4%	6%	4%	4%	3%	5%	6%	6%	3%	4%	6%	6%	-	-	-	-	-	-	100%	-	-	-	-	-	2%	4%	3%
Eastern	193	91	102	17	23	28	30	30	66	39	55	47	52	-	-	-	-	-	-	-	193	-	-	-	-	32	72	11
	9%	9%	10%	7%	6%	8%	8%	9%	14%	7%	9%	11%	10%	-	-	-	-	-	-	-	100%	-	-	-	-	8%	9%	6%
London	274	153	121	52	64	54	42	36	27	133	66	38	38	-	-	-	-	-	-	-	-	274	-	-	-	61	135	67
	13%	15%	11%	23%	18%	16%	11%	11%	6%	24%	11%	9%	8%	-	-	-	-	-	-	-	-	100%	-	-	-	16%	17%	39%
South East	283	141	142	33	47	46	39	44	73	67	83	75	57	-	-	-	-	-	-	-	-	-	283	-	-	43	123	19
	14%	14%	13%	15%	13%	14%	11%	14%	15%	12%	14%	17%	11%	-	-	-	-	-	-	-	-	-	100%	-	-	11%	15%	11%
South West	179	89	90	13	31	22	37	22	53	35	64	28	52	-	-	-	-	-	-	-	-	-	-	179	-	31	61	8
	9%	9%	8%	6%	9%	7%	10%	7%	11%	6%	11%	6%	10%	-	-	-	-	-	-	-	-	-	-	100%	-	8%	8%	4%
Northern Ireland	58	28	30	2	6	10	14	12	14	19	16	11	12	-	-	-	-	-	-	-	-	-	-	58	15	16	4	
	3%	3%	3%	1%	2%	3%	4%	4%	3%	3%	3%	3%	2%	-	-	-	-	-	-	-	-	-	-	100%	4%	2%	2%	

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Table 10
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Yes	1036	516	520	135	225	148	164	145	220	345	301	216	174	79	40	125	83	87	62	45	74	172	145	92	32	225	434	121
	50%	51%	49%	60%	63%	45%	45%	46%	45%	63%	50%	50%	35%	45%	47%	54%	48%	49%	41%	46%	38%	63%	51%	51%	55%	59%	53%	70%
No	1043	500	543	90	132	183	198	173	267	202	299	220	322	97	45	106	89	92	88	53	119	102	138	87	26	155	379	52
	50%	49%	51%	40%	37%	55%	55%	54%	55%	37%	50%	50%	65%	55%	53%	46%	52%	51%	59%	54%	62%	37%	49%	49%	45%	41%	47%	30%

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Table 11
Opinion Influencer
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Yes	173	113	60	33	59	40	18	9	14	99	42	18	14	11	5	13	13	10	9	6	11	67	19	8	4	59	92	173
	8%	11%	6%	15%	17%	12%	5%	3%	3%	18%	7%	4%	3%	6%	6%	5%	7%	6%	6%	6%	6%	24%	7%	4%	6%	15%	11%	100%
No	1906	903	1003	192	298	291	344	309	472	448	559	418	482	166	81	218	160	169	141	92	183	208	264	171	55	321	721	-
	92%	89%	94%	85%	83%	88%	95%	97%	97%	82%	93%	96%	97%	94%	94%	95%	93%	94%	94%	94%	94%	76%	93%	96%	94%	85%	89%	-

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Absolutes/col percents

Table 12
Tenure
Base: All respondents

	Gender		Age							Social Grade					Region							Employment Sector			Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West		North-ern Ireland	Public	Private
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
NET: Homeowners	1410	700	710	117	205	209	244	227	408	424	425	318	244	109	59	155	121	128	100	61	143	168	194	126	46	273	534	119
	68%	69%	67%	52%	57%	63%	67%	71%	84%	78%	71%	73%	49%	62%	69%	67%	70%	72%	67%	63%	74%	61%	69%	70%	79%	72%	66%	69%
Owned outright - without mortgage	821	427	395	63	59	65	102	149	382	235	254	176	157	54	33	85	69	66	62	42	100	102	105	78	26	107	218	62
	40%	42%	37%	28%	17%	20%	28%	47%	79%	43%	42%	40%	32%	30%	39%	37%	40%	37%	41%	43%	52%	37%	37%	43%	44%	28%	27%	36%
Owned with a mortgage or loan	589	274	315	54	146	144	142	77	26	189	171	142	87	55	26	69	51	63	39	19	42	66	89	49	20	166	316	57
	28%	27%	30%	24%	41%	44%	39%	24%	5%	35%	28%	33%	18%	31%	31%	30%	30%	35%	26%	19%	22%	24%	32%	27%	35%	44%	39%	33%
NET: Renters	641	302	340	95	144	120	115	90	78	114	171	111	245	66	25	74	50	48	45	34	48	101	83	53	12	100	271	52
	31%	30%	32%	42%	40%	36%	32%	28%	16%	21%	29%	26%	49%	38%	30%	32%	29%	27%	30%	35%	25%	37%	30%	30%	21%	26%	33%	30%
NET: Rent from Council/ Housing Association	379	180	200	49	64	73	66	70	56	53	79	70	179	45	16	44	31	33	28	21	30	53	45	28	6	54	140	22
	18%	18%	19%	22%	18%	22%	18%	22%	12%	10%	13%	16%	36%	25%	18%	19%	18%	19%	19%	22%	15%	19%	16%	16%	10%	14%	17%	13%
Rented from the council	249	115	134	23	48	53	41	48	35	34	43	46	126	34	12	19	22	21	19	17	21	39	26	15	4	33	90	14
	12%	11%	13%	10%	14%	16%	11%	15%	7%	6%	7%	11%	25%	19%	15%	8%	13%	11%	12%	17%	11%	14%	9%	8%	7%	9%	11%	8%
Rented from a housing association	131	65	66	26	16	21	25	22	21	18	35	24	53	11	3	25	9	13	9	5	9	14	19	13	2	21	49	7
	6%	6%	6%	12%	4%	6%	7%	7%	4%	3%	6%	5%	11%	6%	4%	11%	5%	7%	6%	5%	4%	5%	7%	7%	3%	5%	6%	4%
Rented from someone else	262	122	140	45	80	46	49	20	21	61	93	42	67	22	10	30	19	15	18	13	18	49	38	25	6	46	132	30
	13%	12%	13%	20%	22%	14%	14%	6%	4%	11%	15%	10%	13%	12%	11%	13%	11%	8%	12%	13%	10%	18%	14%	14%	11%	12%	16%	18%
Rent free	27	14	13	13	8	2	3	1	*	10	4	6	7	2	1	2	2	2	4	2	2	5	5	-	-	7	7	2
	1%	1%	1%	6%	2%	1%	1%	*	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%	2%	2%	-	-	2%	1%	1%

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Absolutes/col percents

Table 13
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
No formal education	21 1%	9 1%	12 1%	3 1%	1 *	5 2%	1 *	7 2%	5 1%	3 *	4 1%	3 1%	11 2%	-	3 4%	2 1%	4 3%	-	3 2%	-	-	1 *	5 2%	2 1%	1 2%	4 1%	8 1%	2 1%
Primary	10 *	6 1%	3 *	1 *	1 *	* *	1 *	1 *	5 1%	1 *	2 *	2 *	5 1%	1 1%	-	2 1%	2 1%	1 *	-	3 3%	-	-	-	1 *	* 1%	2 *	1 *	1 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1053 51%	501 49%	552 52%	101 45%	111 31%	159 48%	202 56%	175 55%	305 63%	169 31%	264 44%	280 64%	340 69%	86 49%	53 63%	123 53%	97 56%	112 62%	70 47%	48 50%	120 62%	83 30%	135 48%	104 58%	22 37%	120 32%	388 48%	28 16%
University degree or equivalent professional qualification, NVQ level 4, etc.	670 32%	326 32%	343 32%	69 31%	161 45%	99 30%	111 31%	102 32%	128 26%	215 39%	233 39%	115 26%	107 22%	59 33%	18 21%	70 30%	43 25%	52 29%	48 32%	32 32%	52 27%	124 45%	99 35%	53 30%	21 35%	166 44%	287 35%	64 37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	271 13%	143 14%	128 12%	18 8%	76 21%	64 19%	42 12%	32 10%	40 8%	146 27%	80 13%	24 5%	21 4%	24 14%	7 8%	29 13%	24 14%	12 7%	25 16%	11 11%	18 9%	54 20%	37 13%	18 10%	13 23%	86 23%	114 14%	71 41%
Still in full time education	39 2%	18 2%	21 2%	32 14%	6 2%	-	1 *	-	-	11 2%	17 3%	6 1%	5 1%	4 2%	1 2%	4 2%	2 1%	1 1%	3 2%	4 4%	-	11 4%	5 2%	1 1%	1 2%	2 *	7 1%	5 3%
Don't know	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	-	1 *	-
Prefer not to answer	14 1%	12 1%	2 *	1 1%	2 *	4 1%	3 1%	* *	4 1%	2 *	-	6 1%	6 1%	2 1%	3 3%	-	1 1%	1 1%	-	4 2%	2 1%	1 *	* *	-	1 *	7 1%	2 1%	

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Table 14

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Yes - responsible for half or more of the items bought	1907	896	1011	160	329	315	350	306	448	491	554	390	471	167	81	213	159	165	135	90	182	246	246	167	55	359	750	162
	92%	88%	95%	71%	92%	95%	97%	96%	92%	90%	92%	90%	95%	94%	95%	92%	93%	90%	92%	94%	90%	90%	87%	93%	94%	95%	92%	93%
No - not responsible for most of the items bought	172	121	52	65	28	17	12	12	38	56	46	46	25	10	4	18	14	13	15	8	11	28	37	12	3	21	62	11
	8%	12%	5%	29%	8%	5%	3%	4%	8%	10%	8%	10%	5%	6%	5%	8%	8%	7%	10%	8%	6%	10%	13%	7%	6%	5%	8%	7%

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Absolutes/col percents

Table 15
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
No cars in the household	377	169	208	53	63	62	72	58	68	65	115	53	144	40	24	47	27	32	22	15	31	69	41	22	8	67	128	31
	18%	17%	20%	24%	18%	19%	20%	18%	14%	12%	19%	12%	29%	23%	28%	20%	16%	18%	15%	15%	16%	25%	15%	12%	13%	18%	16%	18%
NET: Any	1702	847	855	172	294	269	290	260	418	482	485	382	352	136	62	184	145	147	128	83	163	206	241	157	51	313	685	142
	82%	83%	80%	76%	82%	81%	80%	82%	86%	88%	81%	88%	71%	77%	72%	80%	84%	82%	85%	85%	84%	75%	85%	88%	87%	82%	84%	82%
1	1049	512	537	70	160	154	179	179	306	271	297	206	275	96	43	115	104	80	84	61	96	131	128	84	26	158	392	72
	50%	50%	51%	31%	45%	46%	50%	57%	63%	49%	50%	47%	55%	54%	51%	50%	60%	45%	56%	63%	50%	48%	45%	47%	44%	42%	48%	42%
2	508	261	248	63	108	100	84	57	97	170	154	128	56	33	17	59	35	52	33	18	52	60	87	45	19	126	224	55
	24%	26%	23%	28%	30%	30%	23%	18%	20%	31%	26%	29%	11%	18%	20%	26%	20%	29%	22%	18%	27%	22%	31%	25%	33%	33%	28%	32%
3+	145	75	70	39	26	15	26	24	15	41	34	48	21	8	2	10	7	15	11	4	14	15	26	27	5	28	69	15
	7%	7%	7%	17%	7%	5%	7%	7%	3%	8%	6%	11%	4%	4%	2%	4%	4%	9%	8%	4%	7%	6%	9%	15%	9%	7%	8%	9%

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Table 16
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
White	1791	873	917	179	270	261	318	289	473	408	529	402	452	165	80	211	148	143	130	87	182	160	259	169	57	294	680	112
	86%	86%	86%	80%	76%	79%	88%	91%	97%	75%	88%	92%	91%	93%	94%	91%	86%	80%	87%	89%	94%	58%	91%	94%	98%	77%	84%	65%
NET: BAME	268	132	136	44	84	63	42	24	11	130	65	31	42	9	5	20	25	35	18	10	7	107	21	9	-	80	125	58
	13%	13%	13%	19%	24%	19%	12%	8%	2%	24%	11%	7%	8%	5%	6%	9%	14%	19%	12%	11%	4%	39%	7%	5%	-	21%	15%	34%
Mixed	49	24	25	4	16	14	4	8	4	28	12	3	6	5	3	6	5	3	1	4	4	11	4	2	-	14	23	11
	2%	2%	2%	2%	4%	4%	1%	2%	1%	5%	2%	1%	1%	3%	3%	2%	3%	2%	1%	4%	2%	4%	1%	1%	-	4%	3%	7%
Asian	116	53	63	24	33	31	15	9	3	51	31	17	18	2	1	9	11	21	9	3	3	41	10	5	-	31	57	14
	6%	5%	6%	11%	9%	9%	4%	3%	1%	9%	5%	4%	4%	1%	2%	4%	7%	11%	6%	3%	2%	15%	4%	3%	-	8%	7%	8%
Black	68	38	30	12	20	15	14	5	2	35	12	10	11	2	-	2	4	10	5	2	-	37	4	2	-	26	31	26
	3%	4%	3%	5%	6%	5%	4%	2%	*	6%	2%	2%	2%	1%	-	1%	2%	6%	3%	2%	-	13%	2%	1%	-	7%	4%	15%
Chinese	19	9	10	1	8	2	6	2	-	12	5	-	2	-	1	2	-	-	1	1	-	12	-	-	-	5	10	3
	1%	1%	1%	1%	2%	*	2%	*	-	2%	1%	-	*	-	1%	1%	1%	-	1%	1%	-	4%	-	-	-	1%	1%	1%
Other ethnic group	15	7	8	2	7	2	3	-	2	4	4	2	5	-	-	1	2	1	2	-	1	6	2	-	-	3	4	4
	1%	1%	1%	1%	2%	*	1%	-	*	1%	1%	*	1%	-	-	1%	1%	*	1%	-	*	2%	1%	-	-	1%	1%	2%
Prefer not to answer	21	11	10	2	3	7	1	5	2	9	6	3	2	3	-	-	-	1	1	-	4	7	3	1	1	7	8	3
	1%	1%	1%	1%	1%	2%	*	2%	*	2%	1%	1%	*	2%	-	-	-	*	1%	-	2%	3%	1%	1%	2%	2%	1%	2%

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Table 17
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Christian	972	485	486	79	121	117	157	173	324	238	280	206	248	71	37	122	85	82	68	46	84	125	136	83	33	148	341	101
	47%	48%	46%	35%	34%	35%	43%	54%	67%	43%	47%	47%	50%	40%	43%	53%	49%	46%	45%	47%	43%	45%	48%	47%	57%	39%	42%	59%
NET: Other	167	79	89	29	42	40	22	19	15	65	40	33	30	6	2	13	15	23	14	10	6	53	17	5	2	46	69	27
	8%	8%	8%	13%	12%	12%	6%	6%	3%	12%	7%	8%	6%	4%	3%	6%	9%	13%	9%	10%	3%	19%	6%	3%	3%	12%	9%	15%
Muslim	83	42	41	21	27	21	10	4	1	36	18	17	13	-	2	9	9	17	8	2	3	28	3	2	-	26	36	20
	4%	4%	4%	9%	7%	6%	3%	1%	*	7%	3%	4%	3%	-	2%	4%	5%	9%	5%	2%	1%	10%	1%	1%	-	7%	4%	12%
Hindu	21	10	11	3	8	5	-	3	2	13	5	2	1	1	-	-	1	2	3	1	-	11	3	-	-	4	12	4
	1%	1%	1%	1%	2%	1%	-	1%	*	2%	1%	*	*	1%	-	-	1%	1%	2%	1%	-	4%	1%	-	-	1%	1%	2%
Jewish	5	1	5	-	1	-	2	1	2	1	2	1	2	-	-	-	1	*	-	-	-	3	1	1	-	1	3	-
	*	*	*	-	*	-	*	*	*	*	*	*	*	-	-	-	*	*	-	-	-	1%	*	1%	-	*	*	-
Sikh	12	7	5	2	1	5	3	1	-	4	3	3	2	-	-	-	3	4	-	-	-	4	2	-	-	4	5	1
	1%	1%	*	1%	*	1%	1%	*	-	1%	*	1%	*	-	-	-	2%	2%	-	-	-	1%	1%	-	-	1%	1%	*
Buddhist	11	6	6	1	1	1	1	3	4	5	3	2	1	-	-	-	*	-	2	2	1	5	1	-	-	4	4	2
	1%	1%	1%	1%	*	*	*	1%	1%	1%	1%	*	*	-	-	-	*	-	1%	2%	1%	2%	*	-	-	1%	*	1%
Other	34	14	21	2	4	8	6	7	7	5	9	9	11	5	1	3	1	1	2	5	3	3	7	2	2	7	9	1
	2%	1%	2%	1%	1%	3%	2%	2%	1%	1%	2%	2%	2%	3%	1%	1%	1%	*	1%	5%	3%	1%	3%	1%	3%	2%	2%	*
None	896	429	467	113	181	162	177	125	138	229	267	187	213	94	45	95	72	70	68	41	97	87	119	85	22	176	382	38
	43%	42%	44%	50%	51%	49%	49%	39%	28%	42%	45%	43%	43%	53%	52%	41%	42%	39%	45%	42%	50%	32%	42%	47%	38%	46%	47%	22%
Prefer not to say	44	24	21	4	13	12	6	1	9	16	13	10	6	5	1	1	*	4	-	1	6	10	10	6	1	10	20	7
	2%	2%	2%	2%	4%	4%	2%	*	2%	3%	2%	2%	1%	3%	1%	*	*	2%	-	1%	3%	3%	4%	3%	2%	3%	2%	4%

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Table 18
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
NET: Urban	1672	829	843	198	315	289	273	238	359	459	483	335	395	136	67	197	124	164	111	59	135	271	230	140	39	335	659	154
	80%	82%	79%	88%	88%	87%	75%	75%	74%	84%	81%	77%	80%	77%	78%	85%	72%	91%	74%	60%	70%	99%	81%	78%	68%	88%	81%	89%
Urban - Population over 10,000	915	500	415	122	204	157	153	114	165	302	267	163	183	73	30	94	70	91	59	24	63	237	93	62	19	185	392	130
	44%	49%	39%	54%	57%	47%	42%	36%	34%	55%	44%	37%	37%	42%	35%	41%	41%	51%	40%	25%	32%	86%	33%	34%	32%	49%	48%	75%
Town and Fringe	756	329	428	75	112	131	120	124	194	157	216	171	212	63	37	103	54	72	52	35	72	34	137	78	21	150	267	24
	36%	32%	40%	33%	31%	40%	33%	39%	40%	29%	36%	39%	43%	36%	43%	45%	31%	40%	35%	35%	37%	12%	48%	44%	36%	40%	33%	14%
NET: Rural	407	188	220	27	42	42	89	80	127	89	117	101	101	41	18	34	49	15	39	39	59	3	53	39	19	45	154	19
	20%	18%	21%	12%	12%	13%	25%	25%	26%	16%	19%	23%	20%	23%	22%	15%	28%	9%	26%	40%	30%	1%	19%	22%	32%	12%	19%	11%
Village	346	156	190	22	41	36	71	66	110	69	99	91	88	31	17	29	47	13	35	31	55	1	47	32	9	38	129	16
	17%	15%	18%	10%	11%	11%	20%	21%	23%	13%	16%	21%	18%	18%	20%	12%	27%	8%	23%	32%	28%	*	17%	18%	16%	10%	16%	9%
Hamlet & Isolated Dwelling	61	32	29	5	1	7	18	13	17	20	18	10	13	9	1	5	2	2	4	8	4	2	6	7	10	6	24	3
	3%	3%	3%	2%	*	2%	5%	4%	4%	4%	3%	2%	3%	5%	2%	2%	1%	1%	3%	8%	2%	1%	2%	4%	17%	2%	3%	2%

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Absolutes/col percents

Table 19

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

Base: All respondents

	Gender			Age						Social Grade				Region									Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
NET: Working	1230	636	594	114	313	261	287	189	66	360	384	276	210	106	41	132	104	103	84	48	114	207	161	97	33	363	773	150
	59%	63%	56%	51%	88%	79%	79%	59%	13%	66%	64%	63%	42%	60%	48%	57%	60%	58%	56%	50%	59%	75%	57%	54%	57%	96%	95%	87%
NET: Employed	1106	561	545	110	290	245	254	160	47	334	334	252	187	94	37	121	94	98	76	40	102	185	150	81	30	355	670	139
	53%	55%	51%	49%	81%	74%	70%	50%	10%	61%	56%	58%	38%	53%	43%	52%	54%	55%	51%	41%	53%	67%	53%	45%	51%	93%	82%	80%
Working full time - working 30 hours per week or more	906	504	402	88	259	207	208	118	25	292	272	197	145	79	32	100	77	83	63	30	78	160	116	61	28	297	560	120
	44%	50%	38%	39%	73%	63%	57%	37%	5%	53%	45%	45%	29%	45%	38%	43%	44%	47%	42%	30%	40%	58%	41%	34%	47%	78%	69%	69%
Working part-time - working between 8 and 29 hours per week	201	58	143	22	30	38	46	42	22	42	62	55	42	15	5	22	17	14	13	10	23	25	33	21	2	58	110	19
	10%	6%	13%	10%	8%	11%	13%	13%	5%	8%	10%	13%	8%	9%	5%	9%	10%	8%	9%	11%	12%	9%	12%	12%	4%	15%	14%	11%
NET: Self-employed	123	75	49	4	24	16	33	28	19	26	50	23	24	12	4	10	11	6	8	8	12	22	12	16	3	8	103	11
	6%	7%	5%	2%	7%	5%	9%	9%	4%	5%	8%	5%	5%	7%	5%	5%	6%	3%	5%	9%	6%	8%	4%	9%	6%	2%	13%	6%
Self-employed - working 30 hours per week or more	85	61	24	2	15	12	24	22	10	17	37	16	16	8	2	7	10	4	6	4	7	13	8	11	3	7	72	6
	4%	6%	2%	1%	4%	4%	7%	7%	2%	3%	6%	4%	3%	5%	3%	3%	6%	2%	4%	5%	4%	5%	3%	6%	6%	2%	9%	4%
Self-employed - working between 8 and 29 hours per week	38	13	25	2	8	4	10	6	8	9	13	8	8	4	2	3	*	2	2	4	5	9	3	5	-	1	31	4
	2%	1%	2%	1%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	*	1%	1%	4%	2%	3%	1%	3%	-	*	4%	3%
NET: Not working	849	380	469	111	44	70	75	129	421	187	216	160	286	71	44	99	68	75	66	49	80	68	122	82	25	17	39	23
	41%	37%	44%	49%	12%	21%	21%	41%	87%	34%	36%	37%	58%	40%	52%	43%	40%	42%	44%	50%	41%	25%	43%	46%	43%	4%	5%	13%
Not working but seeking work or temporarily unemployed or sick	77	44	33	16	10	16	16	17	1	14	7	11	45	8	1	11	6	9	8	1	7	9	10	6	1	5	14	2
	4%	4%	3%	7%	3%	5%	4%	5%	*	2%	1%	3%	9%	5%	1%	5%	3%	5%	5%	1%	4%	3%	3%	3%	1%	1%	2%	1%
Not working and not seeking work	103	48	55	4	9	21	21	41	7	6	11	6	79	12	10	9	6	8	6	7	7	11	11	12	3	-	4	*
	5%	5%	5%	2%	3%	6%	6%	13%	1%	1%	2%	1%	16%	7%	12%	4%	4%	4%	4%	8%	4%	4%	4%	7%	5%	-	1%	*
Student	96	42	55	87	10	-	-	-	-	38	36	10	12	8	6	7	8	11	9	4	4	16	18	5	2	10	14	6
	5%	4%	5%	38%	3%	-	-	-	-	7%	6%	2%	3%	5%	7%	3%	5%	6%	6%	4%	2%	6%	6%	3%	3%	3%	2%	4%

Animal Welfare Survey
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Absolutes/col percents

Table 19

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Retired on a state pension only	114	33	81	-	-	-	-	2	111	6	13	16	79	8	6	14	8	10	7	6	18	5	14	12	5	-	-	1
	5%	3%	8%	-	-	-	-	1%	23%	1%	2%	4%	16%	5%	7%	6%	4%	5%	5%	7%	9%	2%	5%	7%	8%	-	-	1%
Retired with a private pension	334	202	132	1	-	-	3	34	296	108	133	72	21	26	15	41	29	26	25	21	33	19	52	37	10	2	1	10
	16%	20%	12%	*	-	-	1%	11%	61%	20%	22%	17%	4%	15%	18%	18%	17%	15%	17%	21%	17%	7%	18%	21%	17%	1%	*	6%
House person, housewife, househusband, etc.	126	12	114	3	15	34	34	34	5	16	16	45	49	8	7	17	12	13	11	10	10	8	17	10	6	-	6	3
	6%	1%	11%	1%	4%	10%	10%	11%	1%	3%	3%	10%	10%	4%	8%	7%	7%	7%	7%	10%	5%	3%	6%	6%	9%	-	1%	2%

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Table 20

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
NET: Working	1193	625	568	135	302	255	281	174	46	362	374	275	182	98	40	130	105	101	84	43	104	197	166	93	31	380	813	150
	57%	61%	53%	60%	85%	77%	78%	55%	9%	66%	62%	63%	37%	56%	47%	56%	61%	57%	56%	44%	54%	72%	59%	52%	54%	100%	100%	87%
NET: Employed	1074	553	521	127	280	238	249	148	33	333	326	252	163	89	37	120	93	94	76	34	95	177	153	79	28	372	702	138
	52%	54%	49%	57%	78%	72%	69%	47%	7%	61%	54%	58%	33%	50%	44%	52%	54%	53%	51%	35%	49%	64%	54%	44%	48%	98%	86%	79%
Working full time - working 30 hours per week or more	840	472	367	90	241	192	197	104	15	272	260	191	117	74	31	89	74	77	61	25	72	138	118	56	25	293	546	109
	40%	46%	35%	40%	67%	58%	54%	33%	3%	50%	43%	44%	24%	42%	37%	38%	43%	43%	41%	25%	37%	50%	42%	31%	43%	77%	67%	63%
Working part-time - working between 8 and 29 hours per week	234	81	154	37	39	45	52	44	17	61	67	61	45	15	6	31	20	17	15	9	22	39	34	23	3	79	155	29
	11%	8%	14%	16%	11%	14%	14%	14%	4%	11%	11%	14%	9%	8%	7%	13%	11%	10%	10%	9%	11%	14%	12%	13%	5%	21%	19%	17%
NET: Self-employed	119	72	47	8	23	17	32	26	13	29	48	23	19	10	3	10	12	7	8	9	10	20	13	14	3	8	111	13
	6%	7%	4%	3%	6%	5%	9%	8%	3%	5%	8%	5%	4%	6%	4%	4%	7%	4%	5%	9%	5%	7%	5%	8%	6%	2%	14%	7%
Self-employed - working 30 hours per week or more	63	47	16	*	14	13	18	13	4	14	27	11	12	5	2	5	10	2	6	3	4	8	8	7	3	6	57	5
	3%	5%	2%	*	4%	4%	5%	4%	1%	3%	4%	2%	2%	3%	2%	2%	6%	1%	4%	3%	2%	3%	3%	4%	6%	2%	7%	3%
Self-employed - working between 8 and 29 hours per week	55	25	31	7	9	4	14	13	8	15	21	12	7	5	1	5	2	5	2	7	6	12	6	6	-	2	54	8
	3%	2%	3%	3%	2%	1%	4%	4%	2%	3%	3%	3%	2%	3%	1%	2%	1%	3%	1%	7%	3%	4%	2%	4%	-	*	7%	4%
NET: Not working	886	392	495	90	55	76	81	143	441	185	226	161	314	78	45	101	68	78	65	55	89	78	117	86	27	-	-	23
	43%	39%	47%	40%	15%	23%	22%	45%	91%	34%	38%	37%	63%	44%	53%	44%	39%	43%	44%	56%	46%	28%	41%	48%	46%	-	-	13%
Not working but seeking work or temporarily unemployed or sick	103	51	52	15	18	23	22	22	4	13	10	13	68	14	2	9	7	12	9	3	9	18	10	9	2	-	-	1
	5%	5%	5%	7%	5%	7%	6%	7%	1%	2%	2%	3%	14%	8%	2%	4%	4%	7%	6%	3%	5%	6%	4%	5%	3%	-	-	1%
Not working and not seeking work	94	42	52	4	8	19	18	42	3	3	13	3	76	13	7	10	5	6	6	8	6	10	9	10	4	-	-	*
	5%	4%	5%	2%	2%	6%	5%	13%	1%	1%	2%	1%	15%	7%	8%	4%	3%	3%	4%	8%	3%	4%	3%	6%	7%	-	-	*
Student	83	38	46	65	14	1	3	-	-	28	39	8	8	8	7	9	8	9	8	3	4	14	10	4	1	-	-	7
	4%	4%	4%	29%	4%	*	1%	-	-	5%	6%	2%	2%	4%	8%	4%	5%	5%	5%	4%	2%	5%	3%	2%	2%	-	-	4%

Animal Welfare Survey

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Absolutes/col percents

Table 20

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Retired on a state pension only	122 6%	32 3%	90 8%	-	-	-	-	3 1%	119 25%	6 1%	14 2%	15 3%	87 18%	11 6%	6 7%	17 7%	8 4%	10 6%	8 5%	7 7%	20 10%	5 2%	14 5%	12 7%	5 8%	-	-	1 1%
Retired with a private pension	357 17%	217 21%	141 13%	1 *	-	-	3 1%	43 14%	311 64%	116 21%	138 23%	77 18%	26 5%	25 14%	17 21%	42 18%	29 17%	27 15%	27 18%	22 23%	38 20%	22 8%	57 20%	40 22%	9 15%	-	-	11 6%
House person, housewife, househusband, etc.	127 6%	12 1%	115 11%	6 2%	14 4%	33 10%	36 10%	34 11%	4 1%	19 3%	13 2%	45 10%	51 10%	7 4%	7 8%	15 6%	11 6%	14 8%	8 5%	11 11%	11 6%	9 3%	16 6%	11 6%	6 10%	-	-	2 1%

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Absolutes/col percents

Table 21
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	1146	572	574	118	294	238	262	185	49	374	333	254	185	88	41	121	91	95	86	49	104	211	146	83	31	360	786	149
Weighted base	1193	625	568	135	302	255	281	174	46	362	374	275	182	98	40	130	105	101	84	43	104	197	166	93	31	380	813	150
NET: Public Sector	380	174	206	41	102	88	83	54	12	140	130	75	36	33	12	56	34	25	30	7	32	61	43	31	15	380	-	59
	32%	28%	36%	31%	34%	34%	29%	31%	26%	39%	35%	27%	20%	34%	31%	43%	33%	25%	35%	17%	31%	31%	26%	34%	48%	100%	-	39%
A nationalised industry/state corporation	43	34	9	7	17	10	5	4	-	25	4	5	10	4	2	6	3	2	1	-	2	14	4	3	2	43	-	21
	4%	5%	2%	5%	6%	4%	2%	3%	-	7%	1%	2%	5%	4%	6%	4%	3%	2%	1%	-	2%	7%	2%	3%	6%	11%	-	14%
Central government or civil service (including Courts service and Bank of England)	42	26	15	9	4	10	8	9	1	23	8	6	4	2	-	5	6	1	3	2	2	12	4	3	2	42	-	11
	3%	4%	3%	7%	1%	4%	3%	5%	2%	6%	2%	2%	2%	3%	-	4%	5%	1%	4%	4%	1%	6%	2%	3%	6%	11%	-	7%
Local government or council (including fire services, police and local authority controlled schools/colleges)	126	48	77	11	28	36	30	16	5	35	56	25	10	8	4	16	10	12	10	3	14	11	22	13	3	126	-	9
	11%	8%	14%	8%	9%	14%	11%	9%	12%	10%	15%	9%	5%	8%	9%	12%	9%	12%	12%	7%	13%	6%	13%	15%	11%	33%	-	6%
A university, or other grant funded establishment (include opted-out schools)	37	15	22	4	8	7	13	6	-	14	15	6	2	3	3	5	4	-	7	-	6	5	2	2	1	37	-	8
	3%	2%	4%	3%	3%	3%	5%	4%	-	4%	4%	2%	1%	4%	7%	4%	3%	-	8%	-	5%	3%	1%	2%	4%	10%	-	6%
A health authority or NHS Trust	107	37	70	5	37	26	21	13	5	39	36	25	8	13	3	18	11	8	8	3	8	14	8	9	3	107	-	8
	9%	6%	12%	4%	12%	10%	8%	7%	10%	11%	10%	9%	4%	13%	7%	14%	11%	8%	9%	6%	8%	7%	5%	10%	11%	28%	-	5%
The armed forces	2	2	-	-	1	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	2	-	-
	*	*	-	-	*	-	*	-	-	*	-	-	1%	-	3%	-	-	-	-	-	-	-	-	-	2%	*	-	-
Other public sector occupation (Please specify as much detail as possible)	23	11	12	5	7	-	5	6	1	3	10	9	2	2	-	7	1	1	1	-	1	4	3	2	2	23	-	2
	2%	2%	2%	4%	2%	-	2%	3%	2%	1%	3%	3%	1%	2%	-	5%	1%	1%	1%	-	1%	2%	2%	2%	8%	6%	-	1%
NET: Private Sector	813	451	362	94	200	167	198	120	34	222	244	200	146	65	28	74	71	76	54	36	72	135	123	61	16	-	813	92
	68%	72%	64%	69%	66%	66%	71%	69%	74%	61%	65%	73%	80%	66%	69%	57%	67%	75%	65%	83%	69%	69%	74%	66%	52%	-	100%	61%

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Table 21
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Weighted base	1193	625	568	135	302	255	281	174	46	362	374	275	182	98	40	130	105	101	84	43	104	197	166	93	31	380	813	150
A charity, voluntary organisation or trust	49	21	29	8	12	8	12	7	3	12	21	9	7	8	2	5	2	5	1	4	4	9	5	3	1	-	49	6
	4%	3%	5%	6%	4%	3%	4%	4%	6%	3%	6%	3%	4%	8%	5%	4%	2%	5%	1%	10%	4%	5%	3%	3%	5%	-	6%	4%
Self-employed (Private sector)	151	98	54	16	33	22	35	31	14	42	53	35	20	10	2	11	14	10	10	12	12	37	16	14	2	-	151	28
	13%	16%	9%	12%	11%	9%	13%	18%	30%	12%	14%	13%	11%	10%	6%	8%	13%	10%	12%	27%	11%	19%	10%	15%	7%	-	19%	19%
None of the above/ I work in the Private sector	612	332	280	70	155	136	151	82	17	168	170	156	119	47	24	58	55	61	44	20	57	89	102	44	13	-	612	57
	51%	53%	49%	52%	51%	53%	54%	47%	38%	46%	45%	57%	65%	48%	59%	45%	52%	61%	52%	46%	54%	45%	61%	48%	40%	-	75%	38%

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Table 22
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
No children aged 18 or under	1524	754	770	195	202	134	225	289	479	389	466	289	380	130	63	170	131	123	114	73	154	188	216	128	35	223	526	85
	73%	74%	72%	87%	56%	40%	62%	91%	98%	71%	78%	66%	77%	74%	73%	74%	76%	69%	76%	74%	79%	68%	76%	72%	60%	59%	65%	49%
NET: Yes	541	254	287	28	148	197	133	28	6	155	131	140	115	44	22	59	42	54	36	24	37	85	66	50	23	154	277	83
	26%	25%	27%	12%	42%	60%	37%	9%	1%	28%	22%	32%	23%	25%	25%	26%	24%	30%	24%	24%	19%	31%	23%	28%	40%	40%	34%	48%
NET: Any 5-18	443	209	234	12	86	179	132	28	6	124	100	117	101	41	16	53	34	40	29	18	32	68	56	35	20	127	229	62
	21%	21%	22%	5%	24%	54%	36%	9%	1%	23%	17%	27%	20%	23%	19%	23%	20%	23%	20%	18%	17%	25%	20%	20%	34%	33%	28%	36%
NET: Any 11-18	278	125	153	8	29	99	109	25	6	77	59	76	65	27	10	31	25	23	21	10	23	38	32	22	16	79	139	39
	13%	12%	14%	4%	8%	30%	30%	8%	1%	14%	10%	18%	13%	15%	12%	14%	14%	13%	14%	10%	12%	14%	11%	12%	28%	21%	17%	23%
Yes - children aged under 5 years old	190	90	100	16	104	65	4	*	-	51	61	43	36	12	7	16	15	26	11	9	12	27	28	20	7	48	101	36
	9%	9%	9%	7%	29%	20%	1%	*	-	9%	10%	10%	7%	7%	8%	7%	9%	14%	7%	9%	6%	10%	10%	11%	13%	13%	12%	21%
Yes - children aged 5 to 10 years old	257	130	127	5	74	122	50	4	2	78	61	61	58	20	7	29	22	26	14	13	13	47	37	21	7	72	140	42
	12%	13%	12%	2%	21%	37%	14%	1%	*	14%	10%	14%	12%	11%	8%	13%	13%	15%	9%	13%	7%	17%	13%	12%	13%	19%	17%	24%
Yes - children aged 11 to 15 years old	201	93	108	5	28	81	74	11	3	59	46	50	47	16	8	21	20	14	15	7	14	28	26	19	13	58	103	30
	10%	9%	10%	2%	8%	24%	20%	4%	1%	11%	8%	11%	9%	9%	10%	9%	12%	8%	10%	7%	7%	10%	9%	11%	22%	15%	13%	17%
Yes - children aged 16 to 18 years old	128	59	70	4	4	39	59	17	6	35	21	40	33	16	6	15	11	11	11	4	12	15	14	7	7	35	59	13
	6%	6%	7%	2%	1%	12%	16%	5%	1%	6%	3%	9%	7%	9%	7%	7%	6%	6%	7%	4%	6%	6%	5%	4%	13%	9%	7%	7%
Refused	15	8	6	2	7	*	3	-	1	4	3	7	1	2	1	2	-	3	-	1	3	2	1	-	-	3	10	5
	1%	1%	1%	1%	2%	*	1%	-	*	1%	*	2%	*	1%	1%	1%	-	1%	-	1%	1%	1%	*	-	-	1%	1%	3%

Animal Welfare Survey

ONLINE Fieldwork: 22nd to 24th October 2021

Absolutes/col percents

Table 23
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Anglia	197	84	112	22	24	28	30	33	60	37	48	51	60	-	-	-	-	4	20	-	162	-	11	-	-	26	78	12
	9%	8%	11%	10%	7%	9%	8%	10%	12%	7%	8%	12%	12%	-	-	-	-	2%	13%	-	84%	-	4%	-	-	7%	10%	7%
Border	19	6	12	2	4	4	3	3	3	3	4	5	7	10	1	9	-	-	-	-	-	-	-	-	-	4	7	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	5%	1%	4%	-	-	-	-	-	-	-	-	-	1%	1%	-
Central	267	123	144	29	46	43	50	38	61	67	70	66	65	-	-	2	-	158	100	-	1	-	5	2	-	45	111	12
	13%	12%	14%	13%	13%	13%	14%	12%	13%	12%	12%	15%	13%	-	-	1%	-	88%	67%	-	1%	-	2%	1%	-	12%	14%	7%
Granada	222	105	117	16	39	41	35	32	59	62	58	44	57	-	-	213	-	2	4	-	1	-	3	-	-	57	68	10
	11%	10%	11%	7%	11%	12%	10%	10%	12%	11%	10%	10%	12%	-	-	92%	-	1%	3%	-	*	-	1%	-	-	15%	8%	6%
London	394	211	183	63	84	72	55	52	67	163	104	61	66	-	2	1	-	1	-	-	29	274	81	5	-	86	176	77
	19%	21%	17%	28%	24%	22%	15%	16%	14%	30%	17%	14%	13%	-	2%	1%	-	1%	-	-	15%	100%	29%	3%	-	23%	22%	45%
Meridian	210	105	105	26	36	34	36	31	48	51	65	58	36	-	1	1	-	-	1	-	1	-	184	22	-	30	98	14
	10%	10%	10%	11%	10%	10%	10%	10%	10%	9%	11%	13%	7%	-	1%	*	-	-	1%	-	*	-	65%	12%	-	8%	12%	8%
STV	168	80	88	13	30	29	42	20	33	38	62	26	43	167	-	-	-	-	1	-	-	-	-	-	-	31	61	12
	8%	8%	8%	6%	9%	9%	12%	6%	7%	7%	10%	6%	9%	95%	-	-	-	-	1%	-	-	-	-	-	-	8%	8%	7%
Tyne Tees	87	52	35	6	15	5	19	20	23	16	21	19	31	-	82	-	5	-	-	-	-	-	-	-	-	12	28	4
	4%	5%	3%	2%	4%	2%	5%	6%	5%	3%	3%	4%	6%	-	96%	-	3%	-	-	-	-	-	-	-	-	3%	3%	3%
Wales	96	35	61	7	13	11	18	19	28	19	26	24	27	-	-	-	-	-	-	96	-	-	-	-	-	7	34	6
	5%	3%	6%	3%	4%	3%	5%	6%	6%	3%	4%	6%	5%	-	-	-	-	-	-	98%	-	-	-	-	-	2%	4%	3%
West	61	30	31	9	17	10	10	3	12	22	20	5	13	-	-	3	-	14	1	1	-	-	-	42	-	12	24	8
	3%	3%	3%	4%	5%	3%	3%	1%	2%	4%	3%	1%	3%	-	-	1%	-	8%	*	1%	-	-	-	23%	-	3%	3%	5%
Westcountry	109	58	50	9	17	11	21	16	35	18	38	21	32	-	-	-	-	-	*	1	-	-	-	107	-	16	34	3
	5%	6%	5%	4%	5%	3%	6%	5%	7%	3%	6%	5%	6%	-	-	-	-	-	*	1%	-	-	-	60%	-	4%	4%	2%
Yorkshire	191	98	93	21	26	32	30	39	42	31	68	44	48	-	-	1	167	-	22	-	-	-	-	-	-	38	77	12
	9%	10%	9%	10%	7%	10%	8%	12%	9%	6%	11%	10%	10%	-	-	1%	97%	-	15%	-	-	-	-	-	-	10%	9%	7%
UTV	58	28	30	2	6	10	14	12	14	19	16	11	12	-	-	-	-	-	-	-	-	-	-	-	58	15	16	4
	3%	3%	3%	1%	2%	3%	4%	4%	3%	3%	3%	3%	2%	-	-	-	-	-	-	-	-	-	-	-	100%	4%	2%	2%

Animal Welfare Survey

ONLINE Fieldwork: 22nd to 24th October 2021

Absolutes/col percents

Table 24
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Single	633 30%	325 32%	308 29%	180 80%	137 38%	97 29%	100 28%	84 26%	36 7%	172 31%	201 33%	93 21%	168 34%	61 35%	27 32%	66 29%	54 31%	51 28%	46 31%	27 27%	57 29%	113 41%	78 27%	47 26%	7 12%	126 33%	282 35%	51 30%
NET: Married/ Civil partnership/ co habiting	1148 55%	583 57%	565 53%	42 19%	212 59%	218 66%	219 61%	162 51%	296 61%	323 59%	297 49%	304 70%	224 45%	86 49%	52 61%	129 56%	95 55%	107 60%	78 52%	56 57%	100 52%	138 50%	162 57%	105 59%	40 69%	221 58%	458 56%	113 65%
Married	862 41%	450 44%	412 39%	14 6%	121 34%	158 48%	162 45%	134 42%	271 56%	246 45%	220 37%	228 52%	168 34%	62 35%	40 47%	90 39%	71 41%	83 46%	55 37%	43 44%	76 40%	107 39%	123 43%	79 44%	32 55%	157 41%	322 40%	95 55%
Civil Partnership	22 1%	9 1%	12 1%	6 3%	4 1%	4 1%	2 1%	3 1%	2 *	7 1%	6 1%	4 1%	5 1%	- -	- -	3 1%	1 *	3 2%	2 1%	4 4%	2 1%	3 1%	3 1%	- -	1 1%	6 2%	7 1%	4 2%
Co Habiting	265 13%	125 12%	141 13%	22 10%	86 24%	56 17%	54 15%	25 8%	23 5%	70 13%	72 12%	72 17%	51 10%	24 14%	12 14%	36 16%	23 13%	21 12%	21 14%	9 9%	22 11%	27 10%	36 13%	26 14%	7 13%	58 15%	128 16%	14 8%
NET: Widowed/ separated/ divorced	280 13%	99 10%	181 17%	- -	5 1%	14 4%	38 11%	72 23%	151 31%	47 9%	98 16%	34 8%	101 20%	25 14%	6 7%	34 15%	23 14%	20 11%	25 17%	15 16%	32 16%	22 8%	41 14%	25 14%	11 19%	28 7%	67 8%	7 4%
Widowed	75 4%	24 2%	50 5%	- -	- *	1 1%	3 4%	14 4%	57 12%	10 2%	34 6%	4 1%	26 5%	3 2%	1 1%	10 4%	7 4%	5 3%	7 5%	7 7%	11 6%	8 3%	9 3%	5 3%	3 5%	3 1%	6 1%	2 1%
Separated	31 1%	14 1%	17 2%	- -	2 1%	2 1%	10 3%	9 3%	7 1%	5 1%	7 1%	9 2%	10 2%	3 2%	1 1%	4 2%	1 *	3 1%	4 3%	1 1%	2 1%	2 1%	7 2%	2 1%	1 3%	5 1%	15 2%	- -
Divorced	175 8%	61 6%	114 11%	- -	3 1%	11 3%	25 7%	49 16%	87 18%	32 6%	57 10%	21 5%	64 13%	19 11%	5 6%	21 9%	15 9%	13 7%	14 10%	8 8%	18 10%	13 5%	25 9%	17 10%	7 12%	20 5%	46 6%	5 3%
Prefer not to answer	17 1%	9 1%	8 1%	3 1%	3 1%	2 1%	5 1%	- -	4 1%	5 1%	5 1%	4 1%	3 1%	4 2%	- -	1 *	- -	1 1%	- -	- -	5 2%	2 1%	2 1%	2 1%	- -	6 2%	5 1%	2 1%

Animal Welfare Survey

ONLINE Fieldwork: 22nd to 24th October 2021

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Glasgow	90 4%	35 3%	54 5%	9 4%	22 6%	16 5%	22 6%	10 3%	12 3%	14 3%	34 6%	14 3%	28 6%	89 50%	-	-	-	-	-	-	-	-	*	-	-	19 5%	33 4%	5 3%
Edinburgh	81 4%	43 4%	38 4%	5 2%	10 3%	17 5%	21 6%	12 4%	17 4%	24 4%	26 4%	15 4%	16 3%	80 45%	1 1%	-	-	-	-	-	-	-	-	-	-	14 4%	31 4%	5 3%
Newcastle	86 4%	50 5%	36 3%	7 3%	17 5%	5 1%	17 5%	18 6%	23 5%	18 3%	20 3%	19 4%	29 6%	-	78 92%	5 2%	2 1%	-	-	-	-	-	-	1 *	-	13 3%	29 4%	6 3%
Leeds	93 4%	46 5%	47 4%	11 5%	16 4%	16 5%	15 4%	14 4%	21 4%	16 3%	36 6%	23 5%	18 4%	-	1 2%	3 1%	89 52%	-	-	-	-	-	-	-	-	23 6%	31 4%	11 6%
Hull	33 2%	15 1%	18 2%	4 2%	2 1%	5 1%	4 1%	10 3%	9 2%	6 1%	11 2%	9 2%	7 1%	-	-	-	29 17%	-	4 3%	-	-	-	-	-	5 1%	15 2%	-	
Sheffield	53 3%	35 3%	19 2%	8 4%	12 3%	4 1%	9 2%	13 4%	8 2%	5 3%	18 3%	9 2%	22 4%	-	-	-	44 26%	-	9 6%	-	-	-	-	-	-	7 2%	27 3%	2 1%
Manchester	152 7%	75 7%	76 7%	15 7%	29 8%	25 8%	21 6%	21 6%	41 8%	42 8%	37 6%	35 8%	38 8%	-	1 2%	135 58%	1 1%	9 5%	2 1%	4 4%	-	-	-	-	-	39 10%	52 6%	11 6%
Liverpool	87 4%	39 4%	48 4%	3 1%	15 4%	19 6%	17 5%	12 4%	21 4%	28 5%	28 5%	12 3%	19 4%	-	-	77 33%	-	-	-	8 8%	-	1 *	-	1 1%	-	19 5%	29 4%	4 2%
Nottingham	92 4%	43 4%	49 5%	11 5%	18 5%	13 4%	9 3%	19 6%	20 4%	26 5%	32 5%	13 3%	19 4%	-	-	-	1 1%	1 *	89 59%	-	1 *	-	-	-	-	22 6%	35 4%	5 3%
Birmingham	165 8%	73 7%	92 9%	20 9%	27 8%	30 9%	34 9%	18 6%	37 8%	42 8%	38 6%	48 11%	38 8%	-	-	-	155 87%	8 5%	1 1%	-	-	-	2 1%	-	25 7%	68 8%	11 6%	
Norwich	85 4%	35 3%	50 5%	11 5%	12 3%	7 2%	14 4%	11 4%	30 6%	16 3%	22 4%	22 5%	25 5%	-	-	-	-	-	1 *	-	84 44%	-	-	-	-	12 3%	31 4%	7 4%
Milton Keynes	45 2%	18 2%	28 3%	4 2%	5 1%	8 3%	3 1%	12 4%	14 3%	10 2%	9 2%	11 3%	15 3%	-	-	-	-	16 11%	-	21 11%	-	8 3%	-	-	6 1%	15 2%	4 2%	
Brighton	45 2%	30 3%	15 1%	5 2%	8 2%	9 3%	7 2%	3 1%	13 3%	5 1%	18 3%	15 4%	6 1%	-	-	-	-	-	-	-	-	-	45 16%	-	5 1%	24 3%	1 1%	

Animal Welfare Survey

ONLINE Fieldwork: 22nd to 24th October 2021

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Oxford	39 2%	10 1%	29 3%	6 3%	10 3%	3 1%	3 1%	5 2%	12 2%	12 2%	13 2%	7 2%	7 1%	-	-	-	-	*	1 1%	-	-	*	35 12%	3 2%	-	8 2%	16 2%	7 4%
London	469 23%	255 25%	214 20%	73 33%	81 23%	93 28%	72 20%	64 20%	85 18%	176 32%	121 20%	85 20%	87 18%	-	2 2%	-	-	1 1%	-	-	67 35%	271 99%	127 45%	2 1%	-	92 24%	208 26%	75 43%
Southampton	81 4%	33 3%	48 5%	10 4%	17 5%	10 3%	16 4%	13 4%	16 3%	24 4%	24 4%	17 4%	16 3%	-	-	-	-	-	1 1%	-	-	2 1%	56 20%	22 13%	-	13 3%	40 5%	7 4%
Bristol	75 4%	40 4%	35 3%	5 2%	17 5%	11 3%	18 5%	10 3%	15 3%	21 4%	22 4%	10 2%	22 5%	-	-	-	-	2 1%	-	2 2%	-	-	-	72 40%	-	12 3%	35 4%	5 3%
Plymouth	67 3%	36 4%	31 3%	5 2%	7 2%	9 3%	11 3%	9 3%	27 5%	10 2%	28 5%	15 4%	14 3%	-	-	-	-	-	-	-	-	-	-	67 38%	-	14 4%	15 2%	1 *
Cardiff	70 3%	25 3%	45 4%	6 3%	11 3%	10 3%	15 4%	8 2%	20 4%	11 2%	16 3%	23 5%	20 4%	-	-	-	-	2 1%	-	68 70%	-	-	-	-	-	5 1%	25 3%	2 1%
Belfast	58 3%	28 3%	30 3%	2 1%	6 2%	10 3%	14 4%	12 4%	14 3%	19 3%	16 3%	11 3%	12 2%	-	-	-	-	-	-	-	-	-	-	-	58 100%	15 4%	16 2%	4 2%
None of these	110 5%	49 5%	61 6%	6 2%	15 4%	13 4%	20 6%	26 8%	31 6%	22 4%	30 5%	20 5%	38 8%	7 4%	2 2%	11 5%	5 3%	9 5%	19 13%	15 16%	21 11%	-	10 4%	11 6%	-	15 4%	36 4%	2 1%

Animal Welfare Survey

ONLINE Fieldwork: 22nd to 24th October 2021

Absolutes/col percents

Table 26

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer	
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175	
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173	
Up to £7,000	(3.5)	76 4%	37 4%	39 4%	13 6%	10 3%	16 3%	11 3%	20 6%	7 1%	7 1%	9 2%	10 2%	49 10%	11 5%	5 2%	4 3%	4 3%	6 6%	7 3%	16 6%	10 4%	2 1%	2 3%	3 1%	16 2%	7 4%		
£7,001 to £14,000	(10.5)	270 13%	118 12%	152 14%	23 10%	23 7%	39 12%	41 11%	62 19%	82 17%	36 7%	80 13%	27 6%	126 25%	33 18%	15 12%	27 11%	19 19%	34 15%	22 17%	17 8%	28 10%	22 8%	27 15%	9 16%	22 6%	65 8%	14 8%	
£14,001 to £21,000	(17.5)	350 17%	162 16%	188 18%	19 8%	32 9%	51 15%	55 15%	69 22%	124 26%	60 11%	108 18%	64 15%	117 24%	22 13%	18 21%	41 18%	34 20%	29 16%	33 22%	21 21%	33 17%	28 10%	46 16%	36 20%	8 14%	48 13%	113 14%	15 9%
£21,001 to £28,000	(24.5)	328 16%	175 17%	153 14%	29 13%	53 15%	38 12%	58 16%	46 14%	104 21%	75 14%	115 19%	70 16%	68 14%	29 16%	13 19%	44 20%	34 17%	31 20%	30 16%	15 17%	32 12%	33 13%	38 12%	21 13%	8 12%	45 16%	130 16%	17 10%
£28,001 to £34,000	(31)	189 9%	86 8%	104 10%	12 5%	34 10%	34 10%	39 11%	25 8%	46 9%	45 8%	60 10%	60 14%	24 5%	18 10%	5 6%	22 10%	26 15%	12 7%	10 7%	13 13%	19 10%	18 7%	26 9%	16 9%	4 9%	34 9%	83 10%	9 5%
£34,001 to £41,000	(37.5)	162 8%	74 7%	87 8%	18 8%	42 12%	20 6%	26 7%	25 8%	30 6%	49 9%	44 7%	42 10%	27 5%	15 8%	5 6%	20 9%	15 8%	20 11%	10 7%	5 5%	18 10%	16 6%	21 7%	13 7%	5 8%	43 11%	69 9%	18 10%
£41,001 to £48,000	(44.5)	119 6%	57 6%	62 6%	16 7%	27 8%	19 6%	34 9%	6 2%	16 3%	33 6%	39 7%	31 7%	15 3%	8 5%	5 4%	10 4%	8 5%	9 5%	5 3%	2 2%	19 10%	17 6%	15 5%	18 10%	4 7%	36 9%	54 7%	8 5%
£48,001 to £55,000	(51.5)	112 5%	58 6%	54 5%	17 8%	25 7%	29 9%	21 6%	14 4%	6 1%	38 7%	30 5%	35 8%	10 2%	9 5%	4 5%	12 5%	6 3%	9 4%	6 5%	5 3%	32 12%	14 5%	8 4%	2 4%	32 8%	65 8%	12 7%	
£55,001 to £62,000	(58.5)	72 3%	43 4%	30 3%	15 6%	22 6%	18 5%	11 3%	4 1%	4 1%	29 5%	21 3%	16 4%	7 1%	2 1%	3 3%	11 5%	6 3%	2 1%	2 2%	2 2%	5 4%	11 4%	13 5%	11 6%	4 8%	25 7%	35 4%	12 7%
£62,001 to £69,000	(65.5)	53 3%	34 3%	19 2%	7 3%	17 5%	8 3%	11 3%	5 2%	4 1%	27 5%	16 3%	9 2%	1 *	5 3%	1 1%	6 3%	2 1%	4 2%	2 2%	- 2%	4 2%	10 4%	16 6%	2 1%	1 1%	16 4%	29 4%	10 6%
£69,001 to £76,000	(72.5)	41 2%	22 2%	19 2%	5 2%	12 3%	12 4%	6 2%	2 1%	3 1%	21 4%	7 1%	13 3%	- -	1 1%	3 3%	4 2%	1 1%	3 2%	- -	- -	3 1%	9 3%	14 5%	1 1%	1 2%	13 3%	23 3%	10 6%
£76,001 to £83,000	(79.5)	28 1%	17 2%	11 1%	2 1%	4 1%	10 3%	8 2%	2 1%	2 *	21 4%	4 1%	3 1%	- -	2 1%	- -	- -	1 *	3 2%	2 2%	2 1%	8 3%	8 3%	1 1%	1 2%	9 2%	17 2%	6 3%	
£83,001 or more	(86)	96 5%	67 7%	29 3%	16 7%	29 8%	17 5%	15 4%	14 4%	5 1%	70 13%	14 2%	11 3%	1 *	12 7%	- -	7 3%	4 3%	4 2%	6 4%	1 2%	12 6%	25 9%	16 6%	5 3%	4 6%	32 8%	52 6%	27 15%

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Table 26

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Prefer not to answer	183	68	115	33	28	20	26	23	54	36	51	45	50	10	9	23	12	17	17	8	20	22	24	16	6	22	59	8
	9%	7%	11%	15%	8%	6%	7%	7%	11%	7%	9%	10%	10%	6%	11%	10%	7%	9%	11%	8%	10%	8%	8%	9%	10%	6%	7%	5%
Average income (£000's)	32.38	34.62	30.14	37.49	40.51	35.94	33.81	26.66	24.14	44.18	30.47	34.25	19.58	30.68	25.83	31.34	28.66	28.56	28.25	25.68	33.67	39.56	37.97	30.95	34.52	41.84	37.66	46.18

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Table 27

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
NET: Yes	522	232	289	37	53	80	97	107	148	88	131	108	195	64	30	67	40	39	40	30	43	34	66	50	19	59	122	28
	25%	23%	27%	17%	15%	24%	27%	34%	30%	16%	22%	25%	39%	36%	35%	29%	23%	22%	27%	31%	22%	12%	23%	28%	33%	16%	15%	16%
Yes - physical condition	350	151	199	13	25	44	66	76	125	61	74	81	135	43	21	46	22	28	25	22	26	22	48	33	14	35	71	19
	17%	15%	19%	6%	7%	13%	18%	24%	26%	11%	12%	19%	27%	24%	25%	20%	13%	16%	17%	23%	14%	8%	17%	18%	24%	9%	9%	11%
Yes - mental condition	212	92	120	24	32	55	48	39	14	28	55	40	89	28	14	28	16	16	21	14	11	12	25	23	4	29	63	9
	10%	9%	11%	11%	9%	17%	13%	12%	3%	5%	9%	9%	18%	16%	16%	12%	9%	9%	14%	14%	6%	4%	9%	13%	7%	8%	8%	5%
Yes - disability	149	64	85	11	6	22	24	41	45	15	28	27	79	19	6	18	9	7	13	8	19	10	21	14	5	7	16	5
	7%	6%	8%	5%	2%	7%	7%	13%	9%	3%	5%	6%	16%	11%	7%	8%	5%	4%	9%	8%	10%	4%	7%	8%	8%	2%	2%	3%
Yes - other	18	7	11	2	2	3	3	2	7	2	6	2	8	4	-	3	4	1	2	1	1	1	2	-	-	1	3	2
	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	*	2%	2%	-	1%	2%	1%	1%	1%	*	*	1%	-	-	*	*	1%
No	1509	762	746	183	289	239	261	206	329	444	458	317	289	109	54	161	132	137	107	68	143	228	208	125	38	309	672	139
	73%	75%	70%	81%	81%	72%	72%	65%	68%	81%	76%	73%	58%	62%	64%	70%	76%	76%	72%	69%	74%	83%	74%	70%	65%	81%	83%	80%
Prefer not to say	49	22	27	5	14	12	4	4	9	15	11	10	12	4	1	3	*	3	2	-	8	13	8	4	1	12	19	7
	2%	2%	3%	2%	4%	4%	1%	1%	2%	3%	2%	2%	2%	2%	2%	1%	*	2%	2%	-	4%	5%	3%	2%	2%	3%	2%	4%

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Table 28

Which of the following options best describes how you think of yourself?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Unweighted base	2079	979	1100	204	358	325	346	342	504	583	557	402	537	169	94	219	160	180	161	108	202	301	253	168	64	360	786	175
Weighted base	2079	1016	1063	225	357	331	362	318	486	547	600	436	496	177	85	231	173	179	150	98	193	274	283	179	58	380	813	173
Heterosexual/ straight	1824	895	930	180	314	288	310	292	440	491	517	387	429	147	70	211	161	161	129	88	168	235	244	159	52	346	716	153
	88%	88%	87%	80%	88%	87%	86%	92%	90%	90%	86%	89%	87%	83%	82%	92%	93%	90%	86%	90%	87%	86%	86%	89%	90%	91%	88%	88%
Lesbian/ gay woman	18	-	18	4	2	3	4	2	2	3	10	-	5	4	1	2	1	-	2	2	2	2	1	1	-	5	5	2
	1%	-	2%	2%	*	1%	1%	1%	*	1%	2%	-	1%	2%	1%	1%	*	-	1%	2%	1%	1%	*	1%	-	1%	1%	1%
Gay man	42	42	-	6	10	7	10	4	5	11	19	4	8	6	2	5	5	2	2	1	3	8	5	2	-	4	21	3
	2%	4%	-	3%	3%	2%	3%	1%	1%	2%	3%	1%	2%	3%	2%	2%	3%	1%	2%	1%	2%	3%	2%	1%	-	1%	3%	2%
Bisexual	72	37	35	20	14	6	18	4	10	13	26	14	19	12	5	7	2	3	7	3	3	7	15	6	1	9	29	8
	3%	4%	3%	9%	4%	2%	5%	1%	2%	2%	4%	3%	4%	7%	6%	3%	1%	2%	5%	3%	2%	3%	5%	3%	3%	2%	4%	4%
Prefer to self-describe	15	6	9	3	2	5	2	2	1	3	5	4	3	2	1	1	-	1	-	1	3	2	5	1	-	1	6	2
	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	*	-	1%	2%	1%	2%	*	-	*	1%	1%
Prefer not to say	108	37	71	11	16	21	17	14	28	25	24	27	32	7	7	4	4	12	9	3	14	20	14	10	4	16	36	6
	5%	4%	7%	5%	4%	6%	5%	5%	6%	5%	4%	6%	6%	4%	8%	2%	2%	7%	6%	3%	7%	7%	5%	5%	8%	4%	4%	4%