

YouGov Survey Results

Sample Size: 2054

Fieldwork: 19th - 21st June 2012

Gender	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

In which if any of the following places have you ever been on holiday abroad? (If you have never been on holiday abroad, please tick the 'Not applicable' option)

	2054	995	1059	242	302	394	403	713	1213	841	442	344	211	286	533	53	185
Unweighted Base	2054	995	1059	242	302	394	403	713	1213	841	442	344	211	286	533	53	185
Base: All GB Adults	2054	986	1068	246	321	400	368	719	1130	924	505	337	197	263	470	103	179
Africa	21%	23%	20%	17%	23%	19%	19%	25%	26%	16%	14%	16%	27%	30%	26%	26%	20%
Middle East (e.g. Egypt, Qatar, Saudi Arabia etc.)	19%	21%	17%	14%	16%	18%	16%	24%	22%	16%	15%	19%	19%	27%	21%	15%	14%
Asia (e.g. China, Japan, Korea etc.)	21%	25%	18%	16%	29%	21%	16%	23%	27%	15%	15%	17%	27%	38%	23%	19%	15%
South America	9%	9%	9%	8%	10%	9%	5%	10%	10%	8%	8%	7%	8%	11%	10%	14%	7%
North America	44%	48%	41%	38%	50%	41%	40%	48%	51%	35%	36%	42%	46%	56%	49%	37%	44%
Australasia (e.g. Australia, New Zealand, New Guinea)	14%	16%	11%	10%	17%	15%	10%	15%	17%	9%	10%	10%	17%	17%	18%	17%	9%
Europe (EXCLUDING the UK)	87%	86%	89%	84%	85%	87%	87%	90%	91%	83%	87%	86%	87%	87%	89%	82%	93%
Can't recall/ not sure	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	-	-
Not applicable - I have never been on holiday abroad	7%	7%	6%	10%	6%	7%	8%	5%	4%	10%	6%	10%	8%	3%	5%	13%	5%

Have you ever taken part in or been on an animal related activity whilst on holiday abroad (e.g. camel rides, horse trek, donkey ride, horse & carriage ride etc.) where you have been concerned for the welfare of any of the animals involved? (If you have never been on an animal related activity whilst on holiday abroad, please tick the 'Not applicable' option)

	1931	926	1005	219	285	371	375	681	1173	758	422	309	192	279	505	47	177
Unweighted Base	1931	926	1005	219	285	371	375	681	1173	758	422	309	192	279	505	47	177
All GB Adults who have been on holiday abroad	1918	915	1004	221	302	373	338	684	1084	835	476	302	182	254	445	90	170
Yes, I have	28%	31%	26%	33%	34%	27%	29%	25%	28%	28%	23%	30%	35%	34%	30%	18%	25%
No, I haven't	46%	46%	45%	36%	39%	50%	46%	49%	47%	44%	50%	41%	41%	38%	45%	63%	51%
Can't recall	3%	3%	3%	6%	3%	3%	1%	2%	2%	3%	2%	4%	2%	3%	3%	1%	2%
Not applicable - I have never been on an animal related activity whilst on holiday abroad	23%	21%	26%	25%	25%	20%	24%	24%	22%	25%	24%	25%	23%	25%	22%	18%	22%

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For the following questions, by the "mistreatment of animals" we mean animals that have been beaten, overworked, worked with illnesses or injuries, malnourished, being fed unsuitable food, wearing unsuitable equipment (e.g. improper noseband, badly made harness) as well as being subjected to any general mistreatment. Please do NOT include stray animals...

Have you ever seen animals being or that have been mistreated whilst on holiday abroad?

Unweighted Base	1931	926	1005	219	285	371	375	681	1173	758	422	309	192	279	505	47	177
All GB Adults who have been on holiday abroad	1918	915	1004	221	302	373	338	684	1084	835	476	302	182	254	445	90	170
Yes, I have	22%	23%	22%	26%	29%	19%	15%	24%	25%	19%	17%	27%	31%	28%	21%	17%	19%
No, I haven't	70%	70%	70%	60%	64%	74%	78%	71%	67%	74%	76%	66%	63%	63%	71%	77%	75%
Can't recall	7%	7%	8%	14%	8%	7%	7%	5%	7%	7%	6%	7%	7%	9%	9%	6%	6%

And have you ever seen animals working in the tourism industry (e.g. animals used in treks, used to carry luggage or people, used to pull carriages, used for photos etc.) being or that have been mistreated whilst on holiday abroad?

Unweighted Base	419	193	226	50	73	71	65	160	283	136	68	69	52	71	112	9	38
Base: All GB Adults who have seen animals mistreated whilst on holiday abroad	430	211	219	58	86	71	51	163	272	157	83	80	56	71	92	15	33
Yes, I have	71%	74%	69%	66%	76%	75%	70%	70%	72%	71%	68%	76%	81%	67%	75%	59%	58%
No, I haven't	20%	19%	21%	17%	13%	20%	27%	22%	19%	20%	28%	10%	15%	19%	18%	24%	33%
Can't recall	7%	6%	7%	11%	9%	5%	2%	6%	7%	6%	4%	9%	3%	8%	7%	17%	5%
Not applicable - I have never seen animals working in the tourism industry abroad	2%	2%	3%	6%	2%	1%	-	2%	2%	3%	-	4%	1%	6%	-	-	4%

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You said that you have seen animals being mistreated whilst on holiday abroad...

Which, if any, of the following animals have you seen being mistreated abroad? (Please tick all that apply)

	Unweighted Base	419	193	226	50	73	71	65	160	283	136	68	69	52	71	112	9	38
Base: All GB Adults who have seen animals mistreated whilst on holiday abroad		430	211	219	58	86	71	51	163	272	157	83	80	56	71	92	15	33
Dogs	25%	27%	24%	25%	29%	21%	21%	26%	26%	24%	18%	20%	29%	27%	26%	66%	26%	
Cats	16%	16%	16%	17%	20%	12%	19%	14%	16%	16%	9%	6%	14%	22%	19%	66%	15%	
Donkeys	45%	47%	43%	55%	41%	45%	49%	42%	46%	42%	40%	45%	46%	43%	48%	58%	42%	
Horses	35%	32%	37%	24%	38%	32%	43%	36%	35%	35%	32%	24%	51%	37%	40%	22%	31%	
Camels	24%	21%	28%	29%	34%	17%	12%	24%	24%	25%	26%	22%	33%	26%	21%	16%	21%	
Mules	16%	18%	14%	15%	12%	18%	17%	17%	15%	18%	16%	11%	21%	20%	9%	39%	19%	
Monkeys	24%	27%	21%	28%	16%	35%	18%	23%	23%	25%	28%	18%	24%	24%	24%	45%	17%	
Other	25%	28%	23%	23%	28%	21%	19%	29%	24%	28%	22%	18%	29%	41%	27%	-	20%	
Can't recall	2%	2%	2%	6%	1%	-	3%	1%	2%	3%	1%	1%	-	4%	1%	22%	-	

In which, if any, of the following places have you seen animals being mistreated whilst on holiday abroad? (Please tick all that apply)

	Unweighted Base	419	193	226	50	73	71	65	160	283	136	68	69	52	71	112	9	38
Base: All GB Adults who have seen animals mistreated whilst on holiday abroad		430	211	219	58	86	71	51	163	272	157	83	80	56	71	92	15	33
Africa	15%	14%	15%	12%	10%	18%	14%	17%	17%	12%	6%	7%	32%	13%	22%	9%	13%	
Middle East (e.g. Egypt, Qatar, Saudi Arabia etc.)	17%	17%	17%	14%	15%	19%	12%	19%	20%	12%	15%	10%	18%	25%	18%	22%	10%	
Asia (e.g. China, Japan, Korea etc.)	23%	31%	16%	17%	32%	26%	17%	22%	27%	17%	19%	13%	29%	39%	23%	15%	21%	
South America	4%	5%	3%	-	5%	2%	3%	6%	5%	2%	-	3%	10%	3%	4%	9%	4%	
North America	5%	6%	4%	1%	7%	5%	8%	4%	3%	8%	12%	1%	3%	2%	4%	9%	5%	
Australasia (e.g. Australia, New Zealand, New Guinea)	1%	1%	1%	2%	2%	-	-	1%	1%	1%	1%	-	-	1%	2%	-	3%	
Europe (EXCLUDING the UK)	57%	50%	64%	52%	49%	47%	71%	63%	56%	60%	59%	61%	46%	49%	57%	100%	61%	
Can't recall/ not sure	6%	8%	4%	10%	7%	9%	2%	4%	5%	7%	1%	13%	6%	7%	5%	-	5%	

Thinking about the last time you saw an animal being mistreated abroad...

Did you attempt to report it?

	Unweighted Base	419	193	226	50	73	71	65	160	283	136	68	69	52	71	112	9	38
Base: All GB Adults who have seen animals mistreated whilst on holiday abroad		430	211	219	58	86	71	51	163	272	157	83	80	56	71	92	15	33
Yes, I attempted to report it	18%	19%	17%	16%	28%	13%	18%	16%	15%	23%	18%	22%	13%	16%	15%	15%	34%	
No, I didn't attempt to report it	77%	75%	79%	73%	64%	82%	83%	81%	80%	72%	80%	74%	85%	75%	77%	85%	63%	
Can't recall	5%	6%	4%	11%	8%	5%	-	3%	5%	5%	1%	4%	3%	10%	9%	-	4%	

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Still thinking about the last time you saw an animal being mistreated abroad...

Which ONE of the following do you think was the MOST likely reason for the mistreatment?

	Unweighted Base	419	193	226	50	73	71	65	160	283	136	68	69	52	71	112	9	38
Base: All GB Adults who have seen animals mistreated whilst on holiday broad		430	211	219	58	86	71	51	163	272	157	83	80	56	71	92	15	33
Cruelty		7%	6%	7%	12%	7%	8%	7%	4%	5%	9%	8%	9%	4%	4%	6%	-	10%
Poverty		26%	31%	21%	31%	40%	32%	14%	18%	26%	27%	31%	28%	42%	19%	21%	-	24%
Lack of education		16%	16%	15%	14%	19%	19%	15%	13%	17%	13%	12%	15%	20%	20%	15%	22%	7%
Ignorance		39%	35%	42%	27%	23%	29%	49%	53%	39%	38%	33%	39%	22%	41%	45%	71%	45%
Other		7%	6%	7%	3%	3%	6%	10%	9%	6%	8%	11%	3%	9%	6%	4%	-	10%
Don't know		6%	6%	7%	13%	9%	5%	5%	3%	7%	5%	4%	6%	3%	10%	9%	7%	4%

Thinking about if you saw an animal being mistreated abroad, for example, a carriage horse being excessively whipped or a donkey carrying a heavy load...

Do you think this would put you off you from visiting the country again?

	Unweighted Base	2054	995	1059	242	302	394	403	713	1213	841	442	344	211	286	533	53	185
Base: All GB adults		2054	986	1068	246	321	400	368	719	1130	924	505	337	197	263	470	103	179
Yes, it would put me off		52%	46%	58%	43%	52%	56%	53%	54%	52%	53%	55%	52%	49%	41%	55%	62%	52%
No, it wouldn't put me off		27%	33%	22%	27%	26%	28%	28%	26%	30%	24%	25%	24%	31%	34%	26%	25%	28%
Not sure		21%	21%	20%	30%	22%	16%	19%	20%	18%	23%	20%	24%	20%	25%	19%	13%	20%

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Still thinking about if you saw an animal being mistreated abroad, for example, a carriage horse being excessively whipped or a donkey carrying a heavy load...

Do you think it would put you off from doing animal related activities there (e.g. camel rides, horse trek, donkey ride, etc.)?

	Unweighted Base	2054	995	1059	242	302	394	403	713	1213	841	442	344	211	286	533	53	185
Base: All GB adults		2054	986	1068	246	321	400	368	719	1130	924	505	337	197	263	470	103	179
Yes, it would put me off		75%	69%	81%	74%	77%	75%	75%	76%	76%	75%	79%	76%	74%	66%	76%	73%	78%
No, it wouldn't put me off		11%	16%	7%	12%	13%	11%	9%	12%	11%	11%	10%	10%	14%	17%	9%	11%	12%
Not sure		13%	15%	12%	14%	11%	14%	15%	12%	13%	14%	11%	14%	12%	17%	14%	15%	10%

Thinking about if you saw an animal being mistreated abroad...

Do you think you would know who to contact, in any country, with your concerns about the animals welfare?

	Unweighted Base	2054	995	1059	242	302	394	403	713	1213	841	442	344	211	286	533	53	185
Base: All GB adults		2054	986	1068	246	321	400	368	719	1130	924	505	337	197	263	470	103	179
Yes, I would		11%	12%	10%	10%	11%	12%	11%	10%	10%	11%	12%	12%	8%	12%	9%	13%	10%
No, I wouldn't		89%	88%	90%	90%	89%	88%	89%	90%	90%	89%	88%	88%	92%	88%	91%	87%	90%