



Development of a public attitude monitoring scheme

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Background - Rationale

- Increasing concern for animal welfare
 - In Australia 29% concerned in 1994 increased to 54% concerned in 2000
- Consumer trends
 - ↓ Meat consumption
e.g., US, UK, Finland
 - ↑ 'Animal welfare friendly products' e.g., free-range eggs
- Community behaviours
 - 56% of Australians engaged in activities in opposition to livestock farming (e.g., petitions, donations, talking)

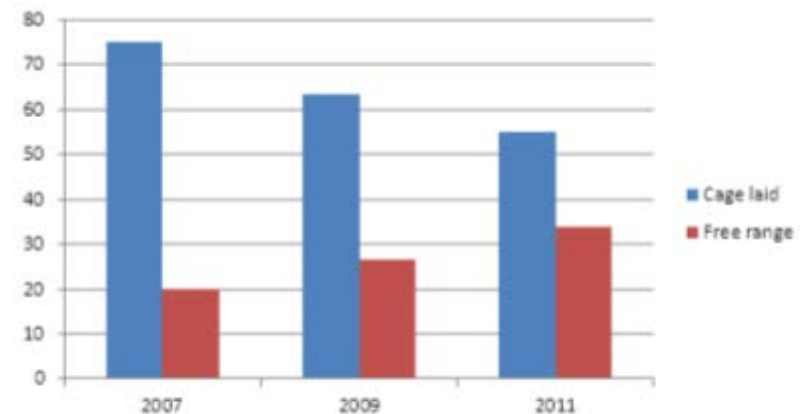
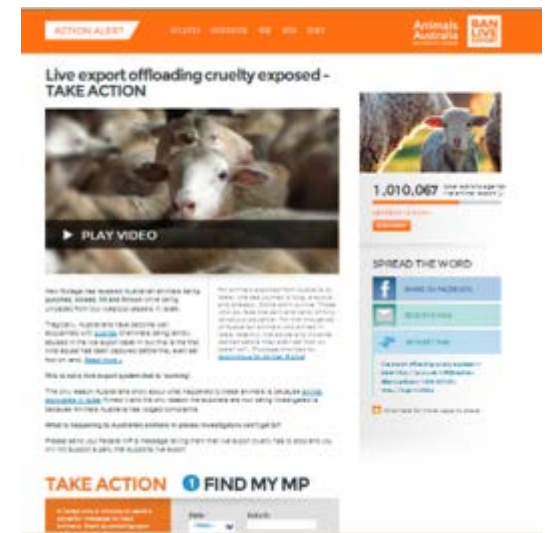


Figure 1. Percentage (Volume) Market share: Cage laid versus Free range eggs.
Retrieved 20th from August www.aecl.org

Background - Rationale

- Government reactions to NGOs
 - Increased or changes in regulations
 - E.g., Save Babe campaign, PETAs campaign against mulesing



Background - Rationale

- Monitoring public perceptions is therefore an important undertaking if the livestock industry is to be sustainable.
- This knowledge will:
 - Be used to inform the industry of possible changes in practice throughout the supply chain
 - Provide a basis for educating the public where this is desirable.
 - Allow industry and government to align their policies with consumer and community attitudes and behaviours.

Aims

- To develop a community attitudes survey that enables exploration and ongoing monitoring of:
 1. public knowledge of livestock practices
 2. public knowledge of the impact of livestock farming in animal welfare, health and behaviour
 3. value and attitude shifts towards livestock animals and how or whether these translate into behaviour.
 4. the existence and role of opinion leaders in disseminating welfare information in the community
 5. the level of trust in agriculture

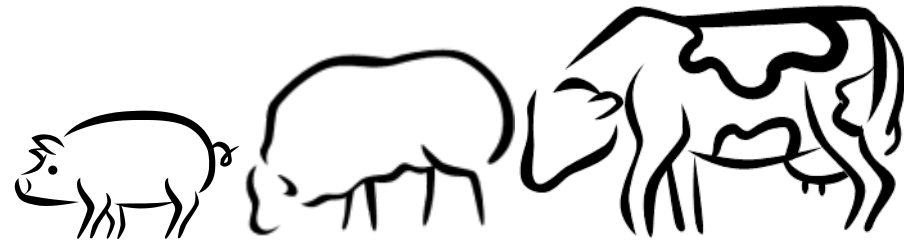
Method

Procedure

- A questionnaire will be developed in consultation with key industry, research and government representatives
- Piloted on a convenience sample of 100
- Final questionnaire administered by telephone to 500 randomly selected Australians, 50:50 gender split
- Adequate representation of urban, regional and rural respondents

Materials

- The questionnaire will consist of
 - A generic component
 - An industry specific component
- Questionnaire duration 30 minutes



Progress




• Assemble all existing questionnaires and create question bank (August 2013)



• Develop a draft questionnaire (August 2013)



• Pilot questionnaire (September 2013)



• Develop and administer final questionnaire (October 2013)





• Analyse and prepare draft report (November 2013)



• Produce final report (January 2014)

Progress

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- Assemble all existing questionnaires and create question bank
 - Literature review
 - Consultation with key industry, government and research representatives
 - Creation and circulation of a ~ 200 item question bank for comment

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- Development of a draft questionnaire
 - In consultation with key representatives the question bank was reduced to 73 items
 - Redrafted in print ready format
 - ★ Currently in circulation

Key variables and examples

Variable	Example items
Consumer behaviour	<p>How often would you eat the following foods in an average week? (1 = never to 5 = more than 3 time a week)</p> <ul style="list-style-type: none"> - Beef - Lamb - Pork
Community behaviour	<p>Have you ever done any of the following activities to express your dissatisfaction/support with any aspect of livestock farming? (yes/no)</p> <ul style="list-style-type: none"> - written a letter to a politician - attended a public rally or demonstration
Knowledge	<p>What do the following livestock procedures involve?</p> <p>Tail docking.....</p> <ul style="list-style-type: none"> a) cutting and removal of skin around the rear end of an animal b) removal of a tail c) removing the hair from a tail d) clipping the tail back with a peg
Information	<p>How regularly do you access animal welfare information from the following sources? (1=never to 5 = always)</p> <ul style="list-style-type: none"> - Read or watch farm animal welfare social network sites - Read farm animal welfare related print media (e.g., newspapers)

Key variables and example items

Variable	Example items
Welfare perceptions	<p>How would you rate the welfare of the following farmed animals where 1=very poor and 5=very good</p> <ul style="list-style-type: none">- Pigs (meat)- Sheep (wool)
Attitudes towards farming	<p>Please tell me the extent to which you agree or disagree with each statement (1=strongly disagree and 5 = strongly agree)</p> <ul style="list-style-type: none">- Australian farmers deserve the full support of the Australian public- Increased regulation of the treatment of animals in farming is needed- I trust farmers to care for their animals- I trust farmers in the livestock industry to protect the environment
Trust in information sources	<p>Suppose that each of the following has provided information about farm animal welfare. Please indicate to what extent you would trust that information (1=no trust to 5=complete trust)</p> <ul style="list-style-type: none">- Labels (Product label)- Famers/breeders- University scientists <p>In rank order can you please name the top three animal protection organisations that you would trust for farm animal welfare information? (Unprompted)</p>

Key variables and example items

Variable	Example items
Opinion leadership	<p>Please rate yourself on the following scales relating to your interactions with friends and neighbours regarding farm animal welfare.</p> <ul style="list-style-type: none">- In general, do you talk to your friends and neighbours about farm animal welfare? (1=never to 5=very often)- When you talk to your friends and neighbours about farm animal welfare do you? (1=give very little information to 5=give a great deal of information)- During the past six months, how many people have you told about farm animal welfare? (1=told no one to 5=told a number of people)- Compared with your friends, how likely are you to be asked about farm animal welfare? (1=not at all likely to be asked to 5=very likely to be asked)- Overall, in all of your discussions with friends and neighbours are you? (1=not used as a source of advice to 5=often used as a source of advice)

Thank-you! Questions?

