

OPINION SURVEY: EUROPEAN COMMISSIONER FOR ANIMAL WELFARE



European study

June 2021



GAME CHANGERS



INTRODUCTION

1

BACKGROUND & RESEARCH OBJECTIVES



BACKGROUND

An EU commissioner is a member of the European Commission. Just like national ministers, each EU commissioner is assigned a topic on which he/she makes policy.

He/she does this by designing, proposing and implementing laws, taking into account the current policy and the available budget.

In this way, the topic is given the necessary attention and it is possible to draft rules that apply to the entire European Union.

At this moment, there is no European commissioner for Animal Welfare.



RESEARCH OBJECTIVES

GAIA wants to know whether European citizens think that there should be a European commissioner for Animal Welfare.



METHODOLOGY

SAMPLE DESCRIPTION



Adults (18-65 y.o.) in the 10 largest EU countries (covers 81% of EU population)

SAMPLE SIZE



n=3500
(n=300 - 400 per country depending on country size)

QUOTA



For each country

- Gender
- Age
- Region

DATA COLLECTION METHOD



Online interviews on Ipsos panel

AVG. INTERVIEW DURATION



2 minutes

FIELDWORK PERIOD

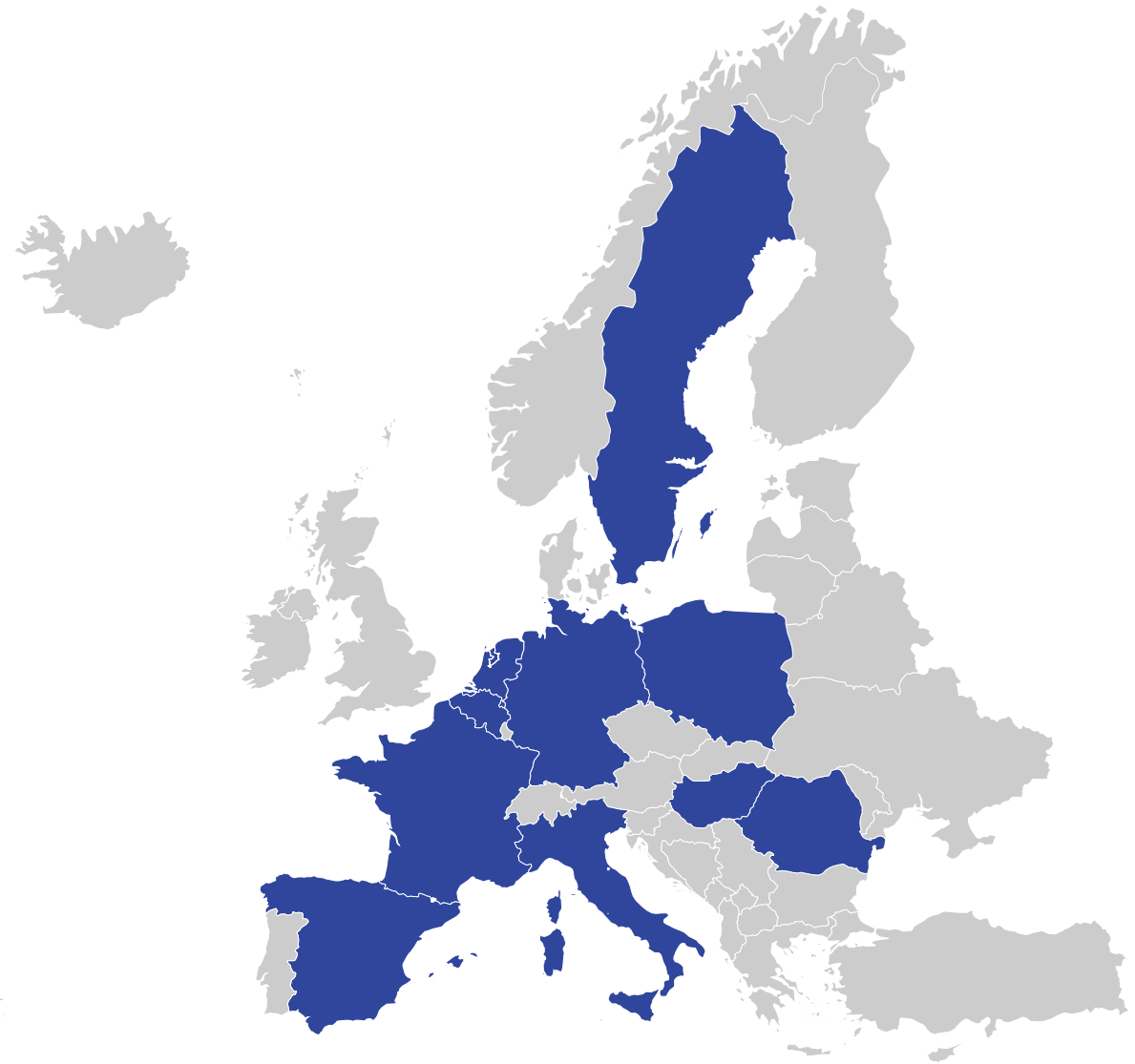


June 2021

GEOGRAPHICAL SCOPE

The study is conducted in **10 countries**

1. **Belgium** (n=300)
2. **France** (n=400)
3. **Germany** (n=400)
4. **Hungary** (n=300)
5. **Italy** (n=400)
6. **Netherlands** (n=300)
7. **Poland** (n=400)
8. **Romania** (n=300)
9. **Spain** (n=400)
10. **Sweden** (n=300)



i Note: The data is weighted to the national representative figures of each country and to the population size of each country.

i When looking at 'European' results, data is weighted according to the population size of the country.

RESULTS

2

EU COMMISSIONER FOR ANIMAL WELFARE: YES, OR NO?

2.1

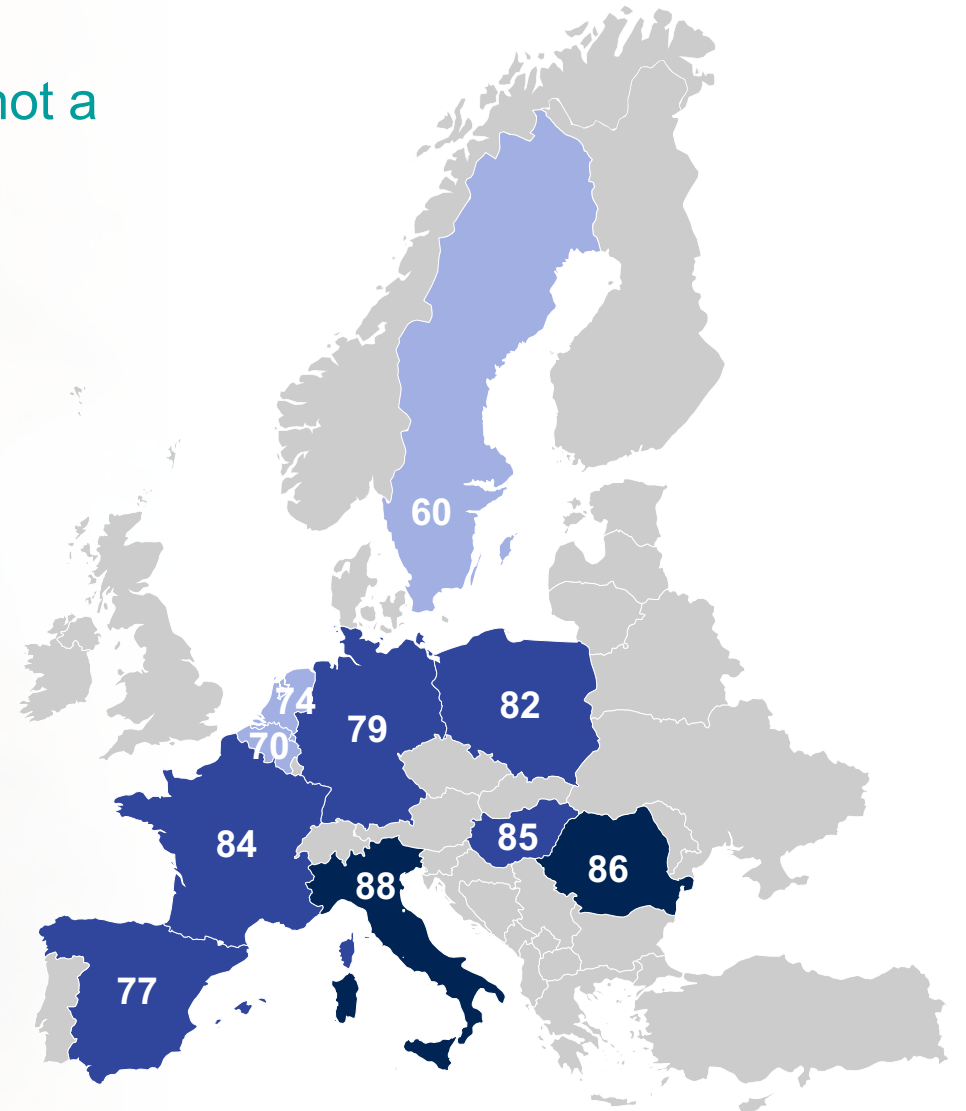
2. RESULTS

AWARENESS EUROPEAN COMMISSIONER FOR ANIMAL WELFARE

The large majority of Europeans know that there is currently not a commissioner for Animal Welfare.



Thinks there is no EU commissioner for Animal Welfare

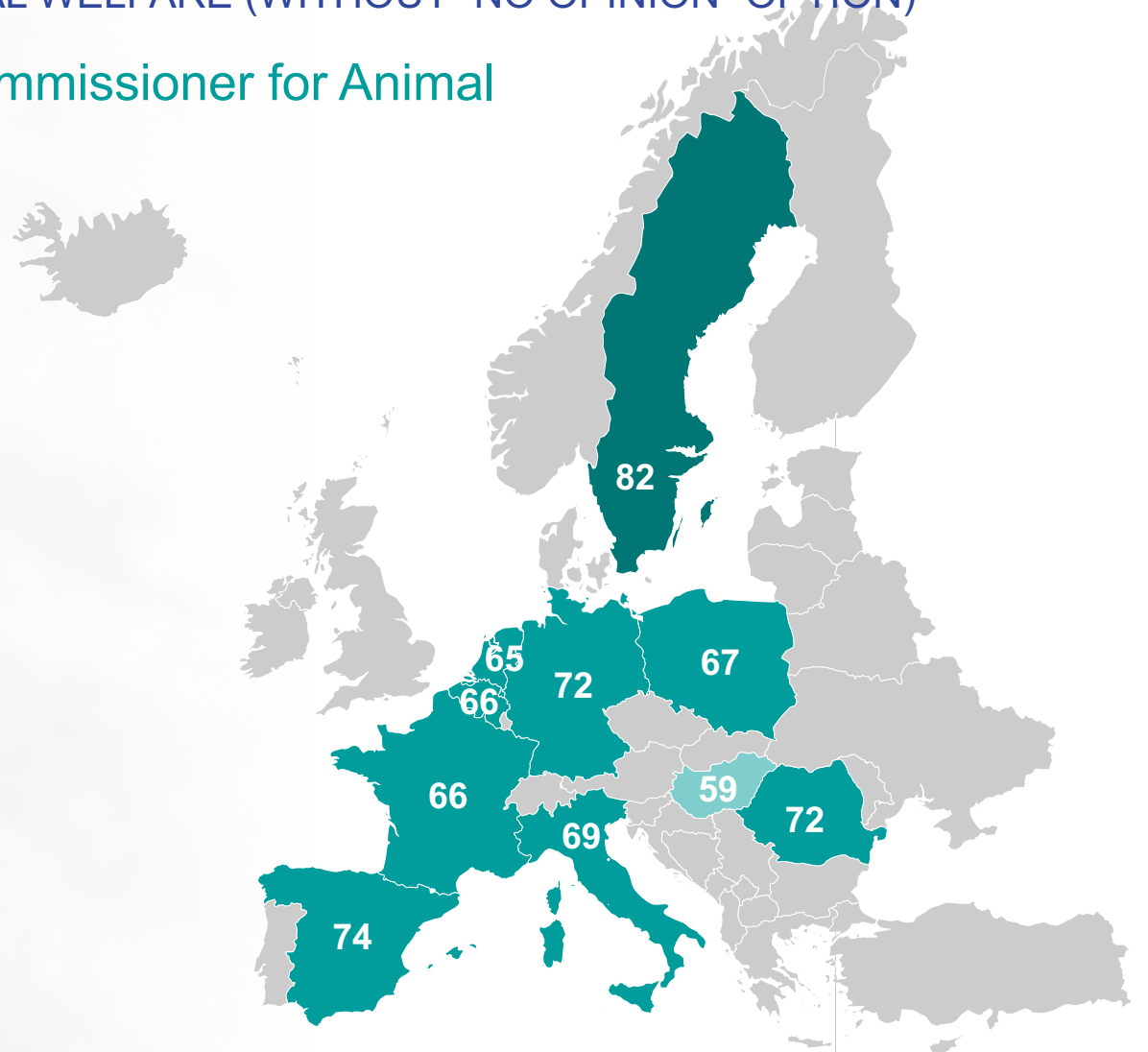
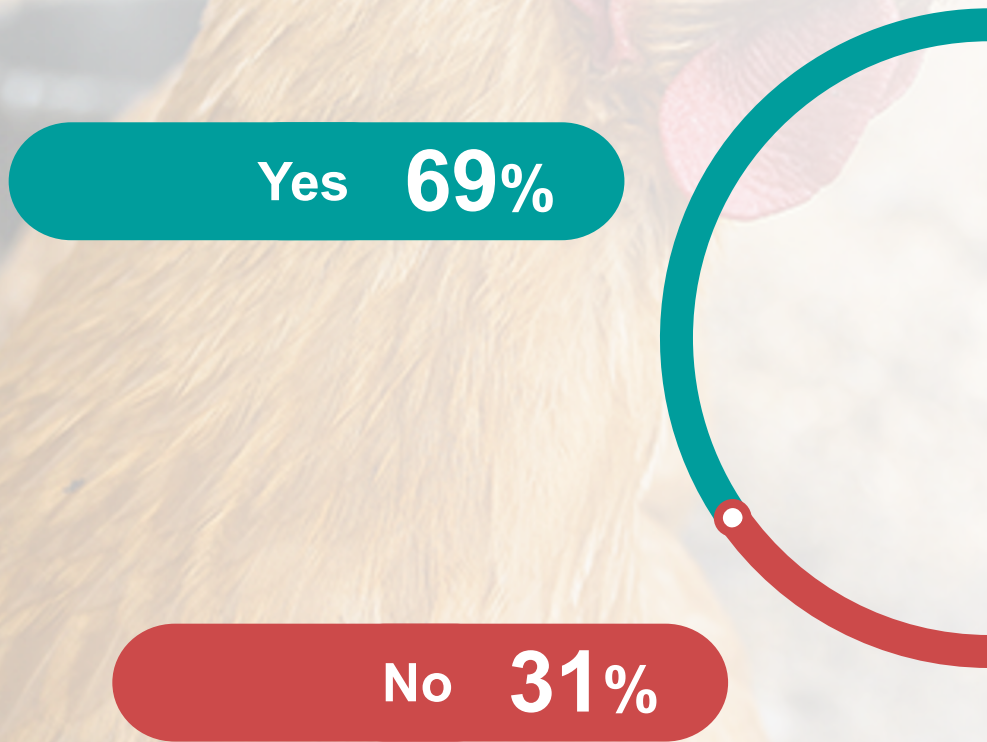


- >85% think there is no commissioner for Animal Welfare
- 75-85% think there is no commissioner for Animal Welfare
- <75% think there is no commissioner for Animal Welfare

OPINION ABOUT A EUROPEAN COMMISSIONER FOR ANIMAL WELFARE (WITHOUT “NO OPINION” OPTION)

7 out of 10 Europeans would say “Yes” to an EU commissioner for Animal Welfare.

“Do you think there should be a European commissioner for Animal Welfare?”

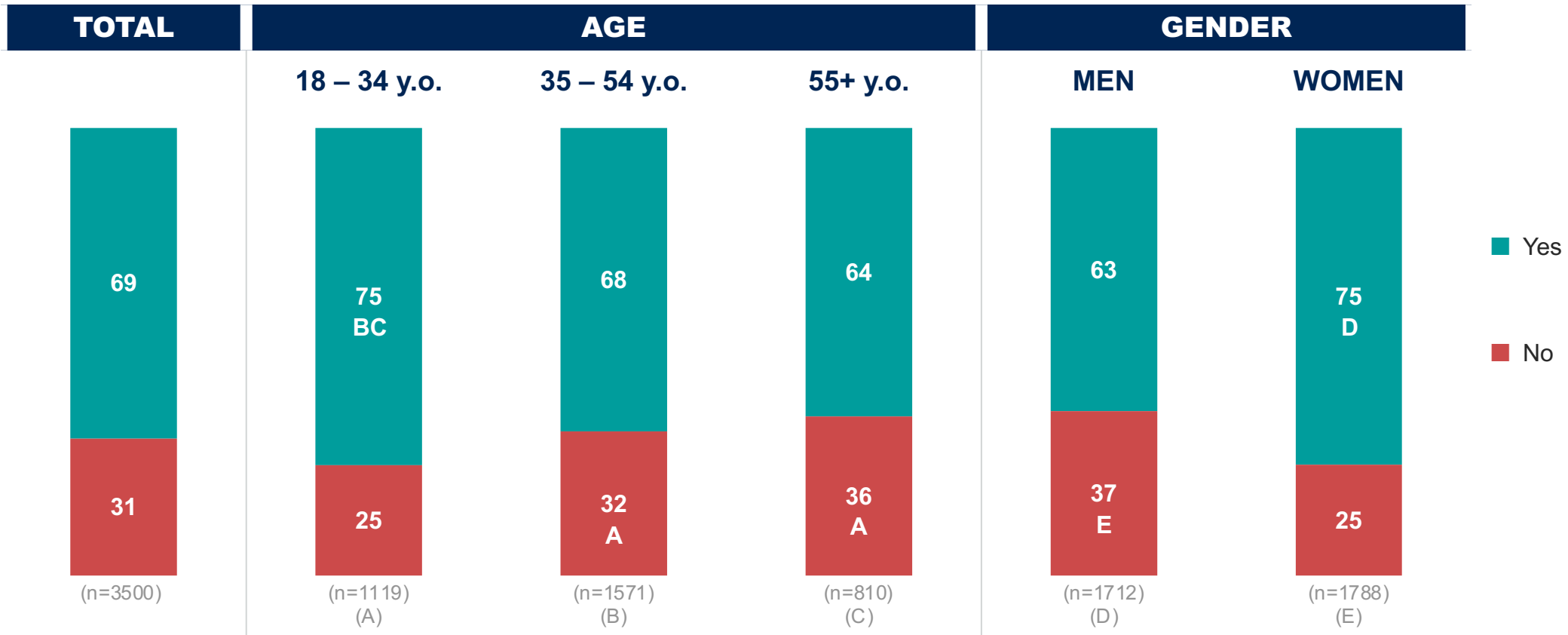


- >75% think there should be an EU commissioner for Animal Welfare
- 65-75% think there should be an EU commissioner for Animal Welfare
- <65% think there should be an EU commissioner for Animal Welfare

OPINION ABOUT A EUROPEAN COMMISSIONER FOR ANIMAL WELFARE ACCORDING TO AGE AND GENDER

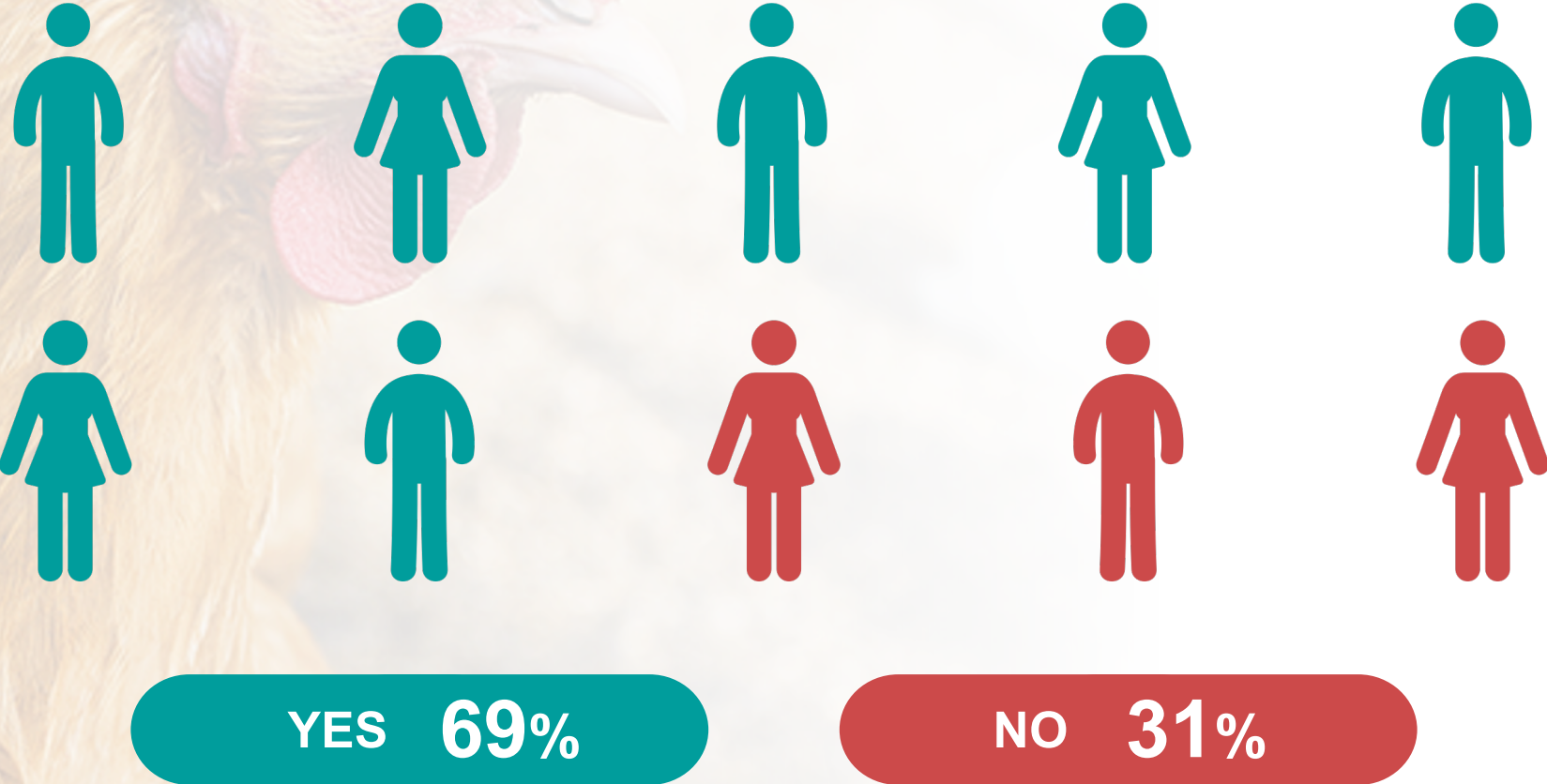
The idea of a European commissioner is significantly more supported by younger Europeans (18-34 y.o.) and women.

“Do you think there should be a European commissioner for Animal Welfare?”



OPINION ABOUT A EUROPEAN COMMISSIONER FOR ANIMAL WELFARE (WITHOUT “NO OPINION” OPTION)

The ratio YES / NO is 2,3. This means that for every European who is against an EU commissioner for Animal Welfare, there are 2,3 Europeans who are in favour.



PRIORITY OF ANIMAL WELFARE

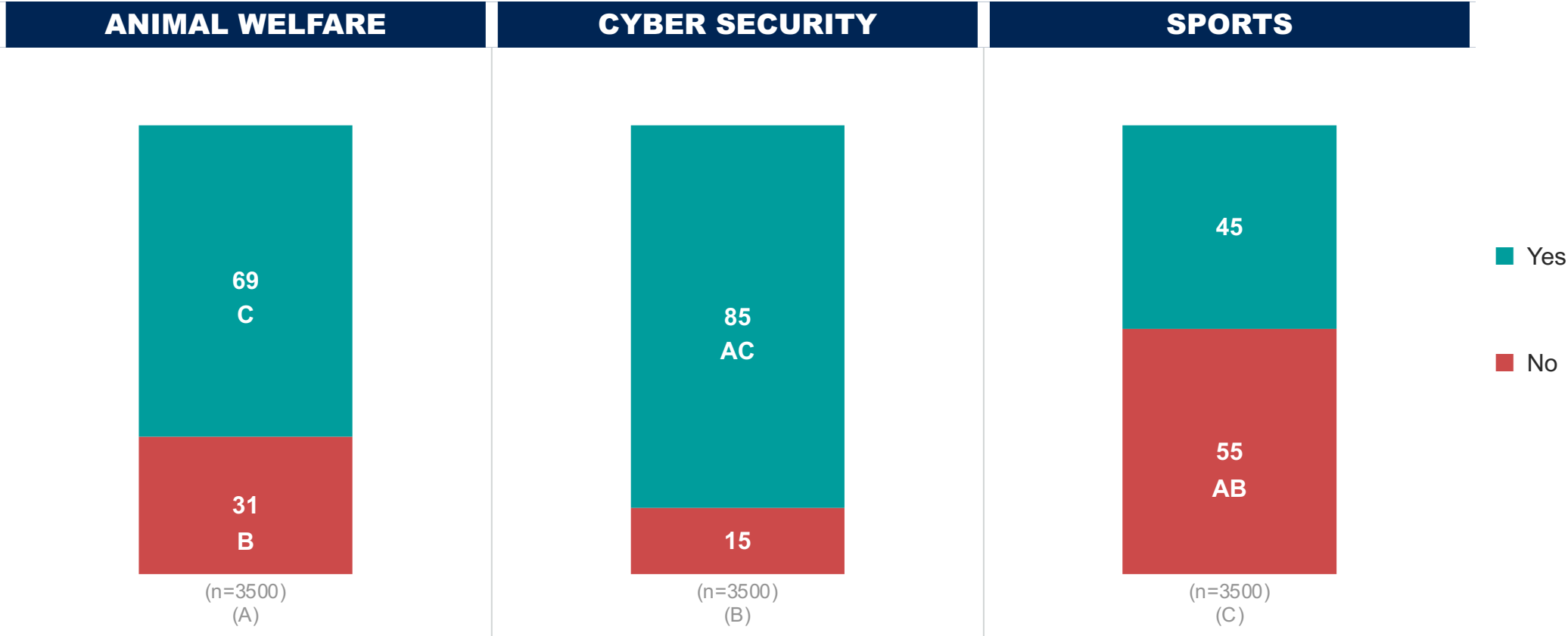
2.2

2. RESULTS

OPINION ABOUT A EUROPEAN COMMISSIONER FOR ANIMAL WELFARE, SPORTS AND CYBER SECURITY

There are less European citizens who would support an EU commissioner for Animal Welfare compared to a commissioner for Cyber Security. On the other hand the support for animal welfare is higher compared to sports.

“Do you think there should be a European commissioner for ... ?”



Base: Top 10 largest EU countries (n=3500)
Question: Q2a. Do you think there should be a European commissioner for Animal Welfare?
Q3a. Do you think there should be a European commissioner for Cyber Security?
Q4a. Do you think there should be a European commissioner for Sports?

CONCLUSIONS

3

CONCLUSIONS

1 **EU citizens are well aware that there isn't currently an EU commissioner for Animal Welfare.**

In all European countries, the majority of citizens was aware that there is currently not an EU commissioner for Animal Welfare.

2 **7 out of 10 European citizens are in favour of an EU commissioner for Animal Welfare. For every European citizen who is against, are on average 2,3 European citizens in favour.**

3 **The majority of the citizens is in favour of an EU commissioner in every country.**

Even though there is more support for an EU commissioner in one country compared to another country, in all countries more than 50% of the citizens would support it.

4 **The support for a European commissioner for Animal Welfare is higher amongst young Europeans (18-34 y.o.) and women.**

5 **Relative to other topics with a potential European commissioner, animal welfare receives less support than cyber security, but more support compared to sports.**

THANK YOU!

GEERT FRANCKEN

Service Line Director

✉ Geert.Francken@ipsos.com

☎ +32 495 27 88 63

MEIKE VAN EYNDE

Research Executive

✉ Meike.Vaneynde@ipsos.com

☎ +32 9 216 22 34

JASPER CLAES

Sr. Research Consultant

✉ Jasper.Claes@ipsos.com

☎ +32 479 87 51 77

GAME CHANGERS



**BE
SURE.
MOVE
FASTER.**

GAME CHANGERS



ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily in our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA,
Bloomberg IPS:FP
www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.