

Welcome

NOAH press briefing 26 March 2015

- Consumer attitudes to animal medicines
- NOAH's response
- Brief update on EU veterinary medicines regulations and medicated feed directive
- The NOAH manifesto

Research objectives

#1 To track changes in attitudes to animal medicines and vaccinations

#2 To understand why shoppers believe myths around medicines and vaccines in animals

#3 To understand consumer reaction to NOAH communication propositions that overcome the consumer myths

#4 To identify a course of action for the future

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Methodology 

PHASE 1

Quantitative survey

- 1,007 interviews
- Face to face
- Representative of GB population
- August 2014



PHASE 2



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Methodology 

PHASE 1

Quantitative survey

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PHASE 2

Qualitative focus groups

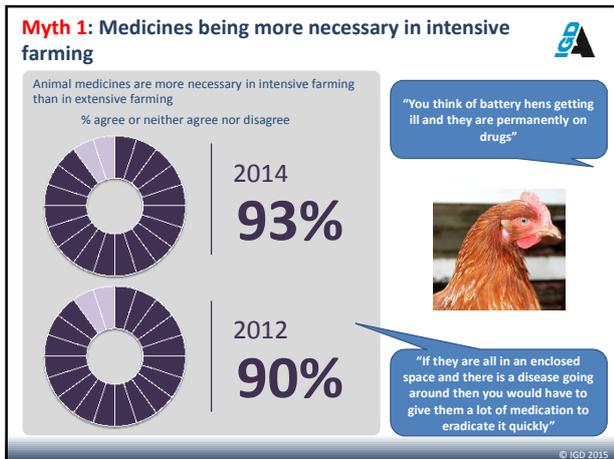
- 3 groups
- Enfield, Nottingham
Leicester
- December 2014



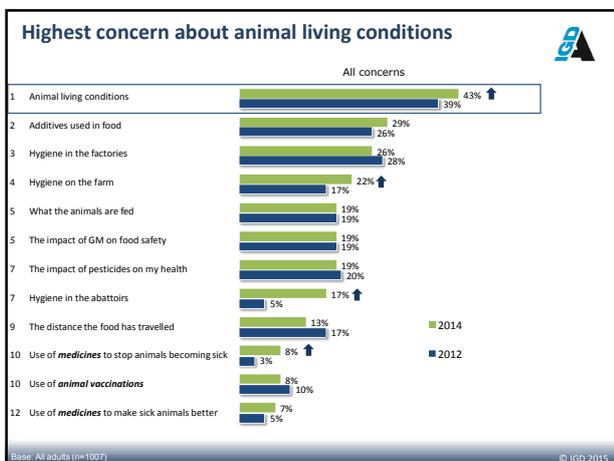
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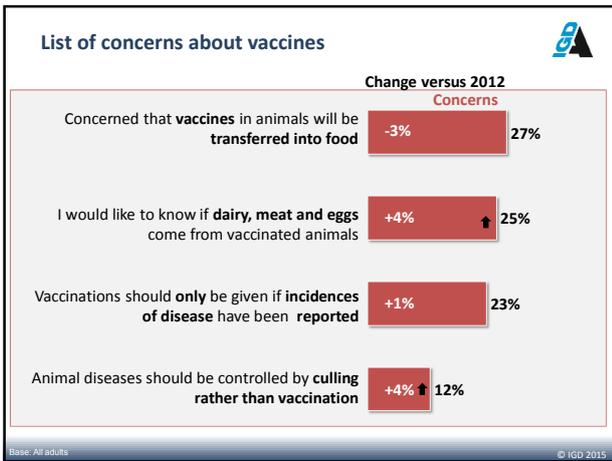
CONTEXT 

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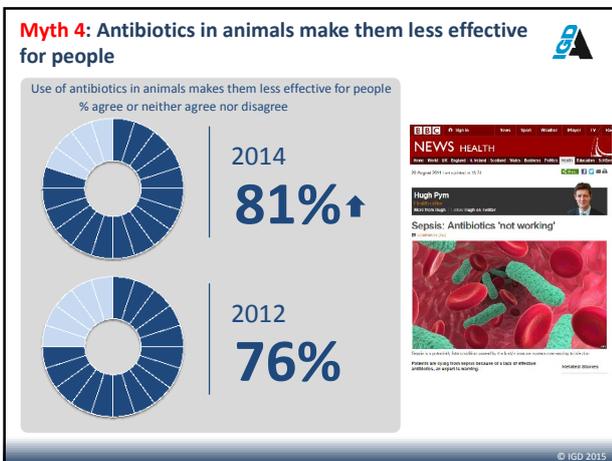












Many don't want to know




"You may be trying to alleviate some scaremongering, however, it has the reverse effect. You may cause more damage by focussing on things that people don't want to know"

"it's enough to turn me vegetarian"

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TRUST



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More trust Government to inform about food safety



Change since 2012

	First mentions	Change since 2012
1 Food Standards Agency	33%	+2
2 Government (DEFRA)	19%	+7
3 Consumer groups (Which?, Consumer Focus)	8%	-4
4 Welfare bodied (RSPCA)	8%	+3
5 Butcher	6%	-6
6 Farmer	4%	-4
7 Supermarkets	4%	+2
8 Individuals (friends/family)	3%	+2
9 Media (TV celebrities)	3%	+1
10 Other	2%	No change

Base: All adults n= 1007

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