Research on attitudes to veterinary medicines

Online survey among European citizens
July 2016

Q5: With the following question, we are trying to find out what people know about animal medicines, including vaccines (for farm animals as well as pets) as used in the European Union. It is important to tell us if you DON’T know anything/much about the topic in the question. Please let us know whether you are aware of the following:

Awareness: Farm animals are vaccinated to prevent them becoming sick.

- Yes, I am aware of this
- No, I’m not aware of this
- Don’t know

<table>
<thead>
<tr>
<th>Country</th>
<th>Awareness</th>
<th>Don’t Know</th>
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<tbody>
<tr>
<td>n = 1000</td>
<td>74%</td>
<td>15%</td>
<td>11%</td>
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<tr>
<td>n = 6013</td>
<td>71%</td>
<td>17%</td>
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(Comments: With the following question, we are trying to find out what people know about animal medicines, including vaccines (for farm animals as well as pets) as used in the European Union. It is important to tell us if you DON’T know anything/much about the topic in the question. Please let us know whether you are aware of the following.)
**Awareness:** Farm animals are given medicines other than vaccines to **treat** them when they are sick.

- **European Union (n=6013):**
  - Yes, I am aware of this: 66%
  - No, I'm not aware of this: 15%
  - Don't know: 19%

- **United Kingdom (n=1000):**
  - Yes, I am aware of this: 75%
  - No, I'm not aware of this: 14%
  - Don't know: 12%

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**Awareness:** Farm animals are given medicines to **prevent** internal parasites such as worms.

- **European Union (n=6013):**
  - Yes, I am aware of this: 62%
  - No, I'm not aware of this: 22%
  - Don't know: 16%

- **United Kingdom (n=1000):**
  - Yes, I am aware of this: 70%
  - No, I'm not aware of this: 17%
  - Don't know: 14%
**Awareness: Farm animals are given medicines to prevent external parasites.**

- **n = 1000**
  - Yes, I am aware of this: 62%
  - No, I'm not aware of this: 21%
  - Don't know: 17%

- **n = 6013**
  - Yes, I am aware of this: 52%
  - No, I'm not aware of this: 29%
  - Don't know: 20%

**Awareness: Pets are given medicines other than vaccines to treat them when they are sick.**

- **n = 1000**
  - Yes, I am aware of this: 86%
  - No, I'm not aware of this: 6%
  - Don't know: 9%

- **n = 6013**
  - Yes, I am aware of this: 75%
  - No, I'm not aware of this: 15%
  - Don't know: 10%
Q 5: With the following question, we are trying to find out what people know about animal medicines, including vaccines (for farm animals as well as pets) as used in the European Union. It is important to tell us if you DON'T know anything/much about the topic in the questions. Please let us know whether you are aware of the following:

**Awareness:** Pets are given vaccines to prevent them becoming sick.

- **n = 6013**
  - 83% Yes, I am aware of this
  - 6% No, I’m not aware of this
  - 11% Don’t know

- **n = 1000**
  - 81% Yes, I am aware of this
  - 12% No, I’m not aware of this
  - 7% Don’t know

**Awareness:** Pets are given medicines to prevent internal parasites such as worms.

- **n = 6013**
  - 79% Yes, I am aware of this
  - 14% No, I’m not aware of this
  - 7% Don’t know

- **n = 1000**
  - 88% Yes, I am aware of this
  - 5% No, I’m not aware of this
  - 7% Don’t know
Q5: With the following question, we are trying to find out what people know about animal medicines, including vaccines (for farm animals as well as pets) as used in the European Union. It is important to tell us if you DON'T know anything/much about the topic in the questions. Please let us know whether you are aware of the following:

**Awareness: Pets are given medicines to prevent external parasites such as fleas or ticks.**

- Yes, I am aware of this: 85% (n = 1000)
- No, I’m not aware of this: 15% (n = 1000)
- Don’t know: 10% (n = 6013)  

**Awareness: Animal medicines are tested and reviewed before being allowed to be sold.**

- Yes, I am aware of this: 61% (n = 1000)
- No, I’m not aware of this: 19% (n = 1000)
- Don’t know: 24% (n = 6013)
Q 5: With the following question, we are trying to find out what people know about animal medicines, including vaccines (for farm animals as well as pets) as used in the European Union. It is important to tell us if you DON’T know anything about the topic in the questions. Please let us know whether you are aware of the following:

**Awareness:** The prescription and sale of animal medicines is strictly regulated.

- **n = 1000**
  - 26% Yes, I am aware of this
  - 22% No, I’m not aware of this
  - 53% Don’t know

- **n = 6013**
  - 25% Yes, I am aware of this
  - 27% No, I’m not aware of this
  - 48% Don’t know

**Awareness:** The use of antibiotics in farm animals is regulated and controlled by national authorities.

- **n = 1000**
  - 25% Yes, I am aware of this
  - 24% No, I’m not aware of this
  - 51% Don’t know

- **n = 6013**
  - 22% Yes, I am aware of this
  - 24% No, I’m not aware of this
  - 55% Don’t know
Concerns: I have concerns about... 
...the use of medicines to treat sick farm animals.

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<tr>
<td>7</td>
<td>Don't know</td>
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Mean: 3.6

Concerns: I have concerns about... 
...the use of vaccines to prevent farm animals from becoming sick.

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<th>Does not apply at all</th>
<th>Completely applies</th>
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<tr>
<td>7</td>
<td>Don't know</td>
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</table>

Mean: 3.7
Concerns: I have concerns about…
…the amount of antibiotics being given to farm animals.

Concerns: I have concerns about…
…antibiotic-resistant bacteria from farm animals being passed to people.
Farmers have implemented alternative measures and tools in order to reduce the use of antibiotics in farm animals.

Q 12: In the following section you will see some statements about the use of antibiotics in farm animals. Please state your point of view on a scale from 1 to 7, where 1 means “does not apply at all” and 7 means “completely applies”.

Concerns: I have concerns about... residues from animal medicines getting into the food I eat.

Q 6: Thinking about the following topics related to the use of animal medicines, food safety and public health. Do you have any concerns?
Concerns: Farm animals are given antibiotics to make them grow faster even though antibiotics are banned in Europe for growth promotion.

Attitudes: A healthy farm animal will produce better quality products (e.g. milk).
Attitudes: Thinking about farm animals, it is better to prevent disease than to cure it.

Q 8: In the following section you will see some statements about disease prevention and the vaccination of animals (farm animals as well as pets). Please state your point of view on a scale from 1 to 7, where 1 means "does not apply at all" and 7 means "completely applies".

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<thead>
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n = 1000

Attitudes: Thinking about pets, it is better to prevent disease than to cure it.

Q 8: In the following section you will see some statements about disease prevention and the vaccination of animals (farm animals as well as pets). Please state your point of view on a scale from 1 to 7, where 1 means "does not apply at all" and 7 means "completely applies".

<table>
<thead>
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n = 1000
**Attitudes:** It is important to regularly use tick and flea prevention when keeping a pet.

**Attitudes:** Pets should be vaccinated regularly just like our children.
Attitudes: Farm animals should be vaccinated regularly just like our children.

Concerns: Pets have the same right to receive medicines as people.
### Concerns: Farm animals have the same right to receive medicines as people.

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<th>Does not apply at all</th>
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<tr>
<td>5% 5% 5% 16% 20% 16%</td>
<td>25% 8%</td>
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**n = 1000**

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<td>5% 5% 7% 17% 20% 16%</td>
<td>23% 8%</td>
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**n = 6013**

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### Concerns: Medicines have a positive impact on the welfare of pets.

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<td>17% 30% 21% 16% 9%</td>
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**n = 1000**

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<td>7% 20% 24% 17% 12% 14%</td>
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**n = 6013**
Concerns: Medicines have a positive impact on the welfare of farm animals.

Q 7: In the following section you will see some statements about the use of animal medicines (farm animals as well as pets). Please state your point of view on a scale from 1 to 7, where 1 means “does not apply at all” and 7 means “completely applies”.

Pets vs. farm animals

Veterinary medicines aim to keep both pets and farm animals healthy. Respondents, however, have different views on the use of medicines for these two types of animals.

- 2/3 say pets should be vaccinated regularly just like our children.
- 1/2 say farm animals should be vaccinated regularly just like our children.
- 65% say pets have the same right to receive medicines as people.
- 59% say farm animals have the same right to receive medicines as people.
- 53% say medicines have a positive impact on the welfare of pets.
- 40% say medicines have a positive impact on the welfare of farm animals.

“All animals are equal but some animals are more equal than others”

George Orwell Animal Farm (1945)
Concerns: Medicines given to farm animals make food safer.

Concerns: Medicines have a positive impact on the welfare of farm animals.

Q: In the following section you will see some statements about the use of animal medicines (farm animals as well as pets). Please state your point of view on a scale from 1 to 7, where 1 means “does not apply at all” and 7 means “completely applies.”
**Concerns:** I have concerns about... ...diseases from pets being passed on to people.

Q 6: Thinking about the following topics related to the use of animal medicines, food safety and public health. Do you have any concerns?

- **n = 6013**

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<td>6%</td>
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**Attitudes:** The manufacturers of animal medicines comply with all legal requirements for the production, distribution and sale of animal medicines.

Q 9: In the following section you will see some statements about the role of animal owners, veterinarians and manufacturers of animal medicines. Please state your point of view on a scale from 1 to 7, where 1 means ‘does not apply at all’ and 7 means ‘completely applies’.

- **n = 6013**

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Setting the record straight: The benefits of veterinary medicines for farm animals and pets

Food safety

Perception: Over 70%. Don’t know or agree that medicines go to the animals instead of the food chain.

Reality: Depending on what we eat, they can enter the food chain and pose a health risk.

Example: The use of medicines in poultry or pig farming practices can cause serious illness in people related to about 3% of the cases.

Animal welfare

Perception: 90%. Don’t know or agree that medicines have a positive impact on the welfare of farm animals.

Reality: The use of medicines results in animal welfare by reducing pain and distress from disease. They are a prerequisite for good welfare.

Example: A common practice in some countries involves the use of medicines to maintain the health of animals, thus reducing the risk of disease and improving their overall welfare.

Transfer of diseases to people (Zoonoses)

Perception: Over 80%. Don’t know or agree that the medications used to treat animals lead to people getting the same illnesses.

Reality: Pets can develop harmful diseases from medications used. It is important to handle them, so they don’t suffer and people can enjoy their pets safely.

Example: Farmers are at risk of developing zoonotic diseases, which can be transmitted to humans through contact with infected animals.

Legal compliance

Perception: Over 90%. Don’t know or agree that legal requirements for medicines are too strict.

Reality: The European Union has strict regulations to protect both animals and people.

Example: The provision of medicines for companion animals, including those used in breeding and distribution testing, is governed by stringent requirements.

Attitudes: British farmers care for the health and welfare of their animals.

Q9: In the following section you will see some statements about the role of animal owners, veterinarians and manufacturers of animal medicines. Please state your point of view on a scale from 1 to 7, where 1 means “does not apply at all” and 7 means “completely applies”.

<table>
<thead>
<tr>
<th>Statement</th>
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<tr>
<td>Attitudes</td>
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<th>UK only</th>
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<td>5.4</td>
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</table>
**Attitudes:** Veterinarians adhere to high professional standards.

Q 9: In the following section you will see some statements about the role of animal owners, veterinarians and manufacturers of animal medicines. Please state your point of view on a scale from 1 to 7, where 1 means “does not apply at all” and 7 means “completely applies.”

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<thead>
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<td><strong>n = 1000</strong></td>
<td>9%</td>
<td>21%</td>
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<tr>
<td><strong>n = 6013</strong></td>
<td>8%</td>
<td>14%</td>
<td>23%</td>
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© In the following section you will see some statements about the role of animal owners, veterinarians and manufacturers of animal medicines. Please state your point of view on a scale from 1 to 7, where 1 means “does not apply at all” and 7 means “completely applies.”

**Attitudes:** All new technologies should be allowed in order to help develop new medicines for animals.

Q 11: In the following section you will see some statements about the regulation and control of animal medicines. Please state your point of view on a scale from 1 to 7, where 1 means “does not apply at all” and 7 means “completely applies.”

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<tr>
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<td><strong>n = 6013</strong></td>
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© In the following section you will see some statements about the regulation and control of animal medicines. Please state your point of view on a scale from 1 to 7, where 1 means “does not apply at all” and 7 means “completely applies.”
**Attitudes:** Scientists should be allowed to use new technologies to develop new medicines.

Q 11: In the following section you will see some statements about the regulation and control of animal medicines. Please state your point of view on a scale from 1 to 7, where 1 means “does not apply at all” and 7 means “completely applies.”

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© 11: In the following section you will see some statements about the regulation and control of animal medicines. Please state your point of view on a scale from 1 to 7, where 1 means “does not apply at all” and 7 means “completely applies.”

**Call to action:** How well do you feel informed by the media in general regarding the use of animal medicines?

Q 13: How well do you feel informed by the media in general regarding the use of animal medicines? Please give your answer on a scale from 1 to 7, where 1 means “Not informed at all” and 7 means “Very well informed.”

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© 13: How well do you feel informed by the media in general regarding the use of animal medicines? Please give your answer on a scale from 1 to 7, where 1 means “Not informed at all” and 7 means “Very well informed.”