



Research on attitudes to animal medicines

Online survey among European citizens

September 2016



Overview

I. Aim

II. Methodology

III. Results

1. Right to medicines
2. Animal welfare
3. Disease prevention
4. Zoonoses
5. Cure
6. Food safety and sustainability
7. Legal compliance
8. Innovation
9. General awareness

IV. Take-home messages and Commitment

I. Aim



Get a good understanding of EU citizens' perceptions and attitudes towards animal medicines and on the benefits they provide to society:

- treatment and prevention of diseases
- pets and farm animals
- food safety and public health

II. Methodology

Methodology

Online interviews

Fieldwork period

March / April 2016

Countries

Denmark / Germany / the Netherlands / Poland / Spain / UK (6)

Target group

Representative sample of European citizens: regional distribution, gender and age (> 18 years).

Sample

Size = 6,000 respondents (1,000 per country)
Balanced sample of the target group



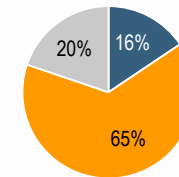
III. Results



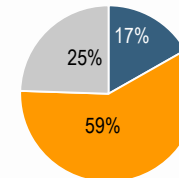


1. Animals have the same right to medicines as people

- 65% agree for **pets**



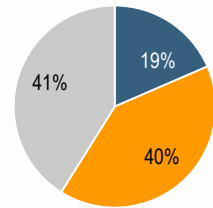
- 59% agree for **farm animals**



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

Animal Farm, George Orwell

2. Medicines have a positive impact on animal welfare



60%

don't know/think medicines have a positive impact on the welfare of **farm animals**

Yes

No

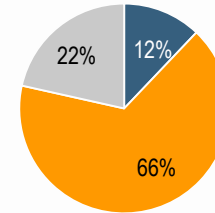
Don't know

7

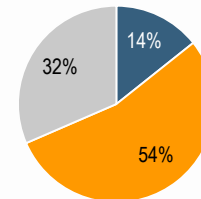
3. Prevention: animals should be vaccinated regularly



- 2/3 agree for **pets**

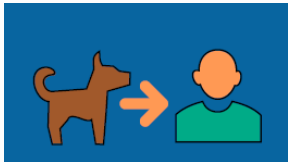


- 1/2 agree for **farm animals**



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

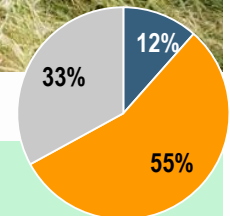
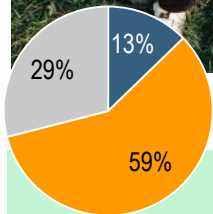
Animal Farm, George Orwell



4. Zoonoses: vaccination of animals helps prevent transfer of disease from animals to people

3/5 agree for pets

1/2 agree for farm animals



over 40%

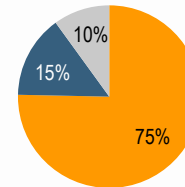
don't **know /believe** that vaccination of **animals** prevent disease transfer from animals to people



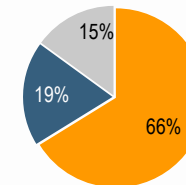
5. Cure: animals are given medicines to treat them when sick

Disease treatment

- 3 out of 4 are aware for pets



- 2 in 3 are aware for farm animals



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

Animal Farm, George Orwell

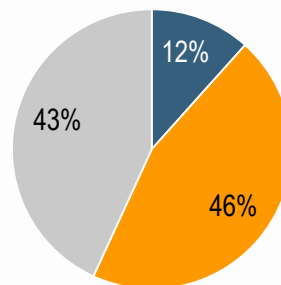


5. Cure: antibiotics are routinely given to farm animal even when they are not sick

Antibiotic treatment



46%
believe



43%
don't know

Yes

No

Don't know



6. Food safety and sustainability

Food quality

+80% agree that healthy animals will produce better quality products (e.g. milk)



Sustainable production

75 % agree that healthy animals enable a sustainable food production and supply



Yes



No

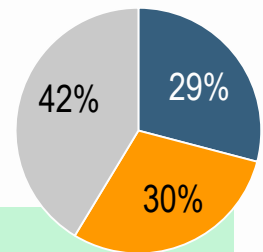


Don't know



6. Food safety and sustainability

Food safety



70 %

don't know /agree that medicines given to farm animals make food safer

7. Legal compliance

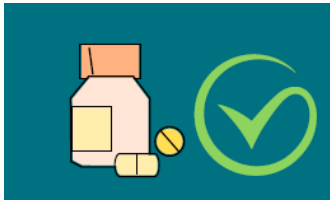


Citizens

- **62% know:** animal medicines are **tested and reviewed** before being sold.
- **<1/2 are unaware:** use of antibiotics in farm animals is **regulated and controlled** by national authorities.

Citizens.....

- **>50% aren't aware:** animal medicines meet **same safety standards** as medicines for people.
- **>1/2 don't know:** animal medicines are **assessed by independent scientists** before being licensed.
- **52% are unaware:** prescription and sale of animal medicines is **strictly regulated**.
- **60% don't know:** manufacturers of animal medicines **comply with all legal requirements** (production, distribution & sale).



7. Legal compliance



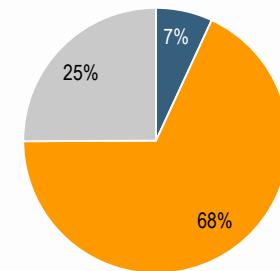
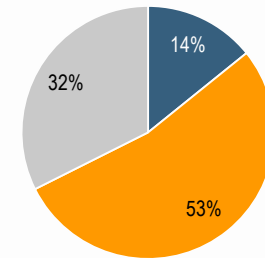
60%

don't realise that manufacturers of animal medicines need to **comply** with all **legal requirements** (production, distribution and sale) before they can be used.



8. Innovation

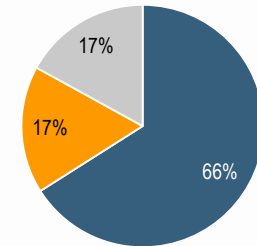
- **53% agree that all new technologies should be allowed to help develop new medicines for animals**
- **68% agree that scientists should be allowed to use new technologies to develop new medicines**





9. General awareness: how well do you feel informed by the media in general regarding the use of animal medicines

- 17% fell well informed
- 17% don't know



66%

don't feel well informed

IV. Take-home messages and commitment



Take-home messages



1. Let's note that the animal health industry: investment in developing, testing and manufacturing → safe, effective and quality medicines & vaccines

R&D spend: 7.8 % of turnover



2. Don't forget that Europe has one of the world's most stringent system → for licensing & controlling animal medicines & vaccines



3. Mind the gap: there is an urgent and serious need to increase public awareness about animal medicines & vaccines and to communicate on

- **Benefits:** animal health & welfare, human health and food safety
- **Legal compliance:** stringent regulation & control
- **Responsible use:** all key stakeholders are working together

Our commitment



We as AnimalhealthEurope will **continue to work together with authorities and stakeholders** in animal health and welfare, human health and the food sectors **to increase people's knowledge** about animal medicines and vaccines, and **to address public concerns.**

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