

January 28, 2008

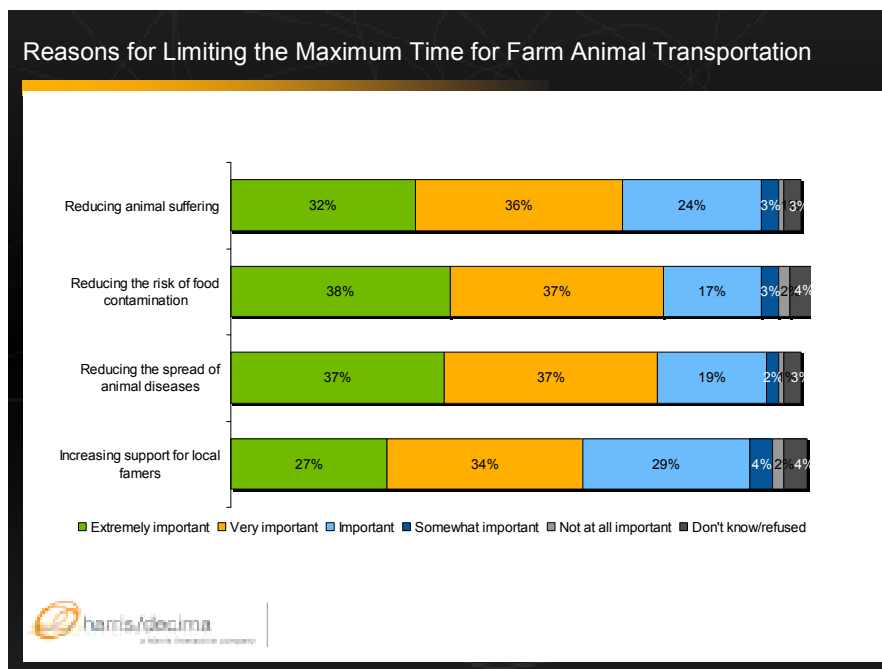
## WSPA – Farm Animal Welfare

Canadians feel it is important to treat farm animals humanely (96%). Specifically, two-thirds (68%) of Canadians feel that it is extremely or very important for farm animals to be treated humanely, and the additional 28% feel it's important or somewhat important. Women are more likely than men to indicate the importance of humane animal treatment (76% vs. 59%).

Almost all Canadians (92%) agree that there should be laws to protect animals from cruelty and abuse. More women than men think these laws should exist (94% vs. 89%).

Three-quarters (75%) of Canadians think the maximum limits of transportation times for animals are too long. Regionally, Albertans are less likely to think the transportation times are too long (63%). Instead, they are more likely to think the transportation times are about right (24%). More woman than men think the transportation times are too long (81% vs. 68%).

Respondents were told that current Canadian law allows pigs, horses and chickens to be transported up to 36 hours before being given the opportunity for food, water or rest. Cows, sheep and goats may be transported up to 52 hours without food, water or rest and newly hatched chicks for up to 72 hours. After hearing this, almost all Canadians (96%) indicated it is at least somewhat important to limit the maximum amount of time farm animals can be transported before they are provided with food, water, or rest, so animal suffering will be reduced. Over two-thirds (69%) of respondents think it is extremely or very important to limit the amount of time farm animals can be transported to reduce animal suffering. Albertans are less likely to think it is extremely or very important to reduce transportation times in order to reduce animal suffering (53%). Women, more so than men, agree that it is extremely or very important to reduce animal suffering by limiting transportation time (75% vs. 62%).



Again, almost all Canadians (94%) think it's at least somewhat important to reduce transportation times to limit food contamination. More specifically, three-quarters (74%) of Canadians think it is extremely or very important for transportation times to be limited, so the risk of food contamination will be reduced. More Atlantic Canadians (81%) and Quebecers (79%) agree with this. Again, more woman than men think transportation times should decrease, so there won't be as much contamination (78% vs. 70%).

Another reason for limiting transportation times of animals is to reduce the spread of animal diseases. The vast majority of Canadians (95%) think this reason is at least somewhat important to limit the amount of time animals can be transported without food, water, or rest. In particular, three-quarters (75%) of Canadians think it is an extremely or very important reason to reduce transportation times, so diseases can't be spread as easily. Atlantic Canadians (87%) are significantly more likely than those in other provinces to strongly agree with this statement. More women than men want to see a reduction in transportation time, so the spread of animal diseases won't be as prevalent (80% vs. 69%).

While reducing the transportation times of animals in order to increase support for local farmers is at least somewhat important to many Canadians (94%), fewer Canadians indicate it is as extremely or very important (60%) as the aforementioned reasons to lessen travel times of farm animals. Again, women are more likely than men to think it's extremely or very important to support a reduction of transportation times, so local farmers will receive more support (66% vs. 54%).

Most Canadians (82%) think it's at least somewhat important to buy cage-free meat and eggs in their local grocery store or supermarket, and almost half of Canadians (45%) feel it is extremely or very important. Regionally, Atlantic Canadians (60%) are most likely to indicate this importance. Half (51%) of women say it's extremely or very important to them to be able to buy cage-free meat and eggs, while two-in-five (39%) men do.

Many Canadians (67%) have done something in the past year out of concern for the welfare of animals. Two-in-five (42%) Canadians have purchased food products labeled as 'certified organic'; one-third (35%) have purchased cage-free, free-range, or free-run eggs; one-third (34%) have purchased free-range meat or poultry; and one-quarter (26%) have reduced the amount of meat or poultry they consume. Gender differences continue to exist with more women than men (46% vs. 37%) indicating they buy organic. Also, more women than men have reduced the amount of meat or poultry they eat (30% vs. 21%). Regionally, British Columbians are more likely to purchase cage-free, free-range, or free-run eggs (50%), as well as free-range meat or poultry (45%). Although many Canadians are making an effort to make choices that are better for farm animals' welfare, one-quarter (28%) of Canadians haven't purchased products that are certified organic, free-range, or SPCA certified, nor have they reduced meat consumption or avoided buying animal products in the past year out of concern for the treatment of farm animals.

### Things Done out of Concern for Treatment of Farm Animals



The Harris/Decima data was gathered between January 10<sup>th</sup> to January 13<sup>th</sup>, 2008, through Harris/Decima's weekly teleVox, the company's national omnibus survey. Results are based on a sample of 1,013 Canadians, and the corresponding margin of error is  $\pm 3.1\%$ , 19 times out of 20.