



Mercy For Animals

Fall 2015 National Survey – Report

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Prepared by:
NRG Research Group

Andrew J. Enns
aenns@nrgresearchgroup.com

204.989.8986



Llisa Morrow
lmorrow@nrgresearchgroup.com

204-989-8953

Suite 1910-360 Main Street
Winnipeg, MB R3C 3Z3

- An overwhelming number of Canadians (97%) surveyed said it is important for animals to be transported in a humane manner that addresses their basic needs. Eighty-one percent said doing this was *extremely or very important*.
- Ninety percent of Canadians surveyed support the introduction of new regulations to improve protections for farmed animals when they are being transported.
- Respondents provided an average score (mean score) of an 8 out of 10 or higher in support of the five proposed regulations presented in the survey, an indication that support for all proposed regulations is strong. Individually, the highest rated proposed rule change was the introduction of *more effective penalties for transportation companies not following the rules* (mean 8.7 out of 10). The lowest rated rule proposal was *limiting trips to no more than 8 hours in duration before animals must be provided food, water and a break from travel* (mean 8.3 out of 10)
- When offered the list of 5 regulatory proposals tested, 38% of the Canadians surveyed said their most important proposed regulation change is *ensuring that for all trips over 8 hours, food and water is available to animals in a manner that ensure it is reliably available for the duration of the trip and not prone to interruption due to spillage or other occurrences*.
- Forty-two percent of Canadians surveyed believe that the Canadian regulations should be stronger than the regulations in European Union (EU) with 30% saying Canada's regulations should be about the same as the EU. In the context of US regulations, however, a larger number of respondents (55%) said Canadian regulations should be stronger than the regulations in the United States with 25% saying the regulations should be about the same.
- Seventy-one percent of respondents are of the view that Canada could adopt similar regulations to what the EU has in place as it would be a significant improvement from the current rules now in place. Less than a quarter of respondents (23%) were of the view Canada could not adopt regulations which were similar to the EU given the travel distances in Canada and our severe climate.
- Ninety-five percent of Canadians surveyed agree that even if ensuring farmed animals are protected from weather extremes and provided with food, water and rest during transportation means higher costs for livestock producers, transport companies and consumers, it is still important to ensure animals are treated humanely.

Mercy For Animals is a not-for-profit organization focused on improving the rules and treatment of Canadian farmed animals. Currently the organization is focused on working with the Government of Canada to implement a series of regulatory changes to improve the manner in which farmed animals are transported in Canada.

The objective of the research was to determine the impressions of Canadians regarding the treatment of farmed animals during transportation and to measure the support for various proposed regulatory changes Mercy for Animals has put forward to the government for consideration.

Mercy For Animals contracted NRG Research Group (NRG) to conduct a methodologically sound quantitative research study of Canadians on this subject matter. NRG research professionals worked with Mercy For Animals staff in the design of the questionnaire as well as other elements required to properly execute the study.

A total of 1002 interviews were conducted from October 21st to October 27th, 2015. The results of this study are accurate +/- 3.10%, 19 times out of 20. Regional quotas were established to ensure a representative sample of Canadians across the country. Within each region gender quotas were also set. The final sample was weighted by age and gender to ensure it accurately reflected the actual population demographic distribution based on the 2011 census data.

The sample for this study consisted of randomly selected landline records. The interviewing was done by live agent calling from NRG's field centre located in Winnipeg, Manitoba. The interviews averaged eight minutes to complete.

Variable	% of N=1002	Variable	% of N=1002
Gender		Education	
Male	49	Less than high school	7
Female	51	High school	22
		Some college, technical school or university	11
Age		College, technical school or university degree	48
18-34	28	Post-graduate, doctoral degree	10
35-54	36		
55+	35	Region	
		BC	14
*Agricultural Background		Prairies	17
Yes	49	Ontario	38
No	51	Quebec	24
		Atlantic	7

** Would you describe yourself as having some farming background or agricultural background, either from growing up, through family or from work experience?*

Survey Findings – General Attitudes

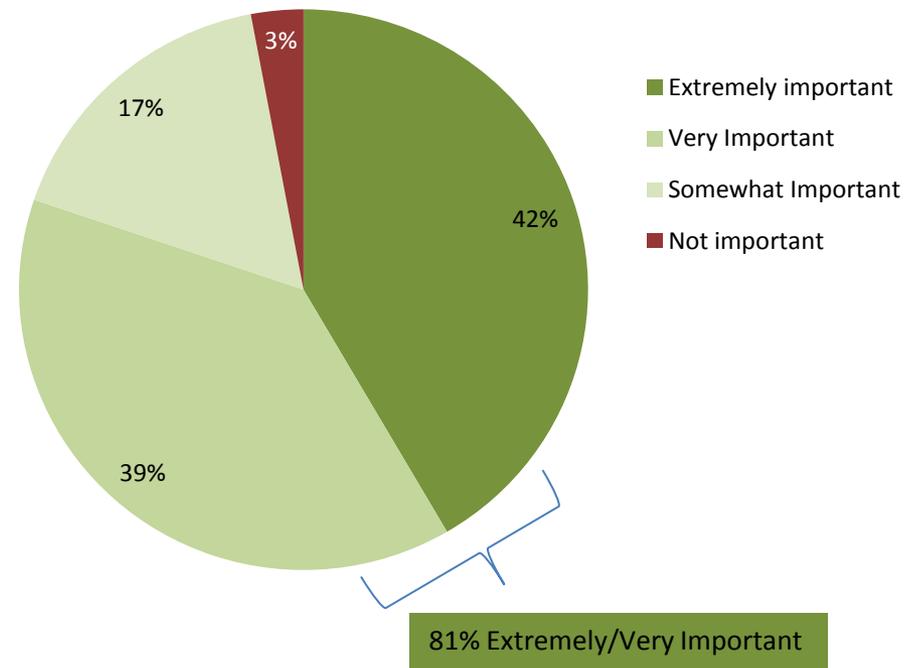
Importance of Humane Animal Transportation

Q1. Everyday in Canada millions of farmed animals, such as cows, pigs and chickens are loaded onto trucks across the country and transported as part of the food production system. How important is it that these animals be transported in a humane manner that address their basic needs?

A total of 97% of respondents indicated they felt it was important for animals to be transported in a humane manner that addresses their basic needs. Forty-two percent believed this to be extremely important, 39% very important, and 17% believed this to be somewhat important.

Female respondents were significantly more likely to say *Extremely Important* in comparison to male respondents (51% vs. 31%).

Respondents in the Atlantic region (61%) were significantly more likely to say *Extremely Important* in comparison to respondents in the Prairie region (40%), Ontario (41%), and Quebec (33%).



Support-Oppose New Animal Transportation Regulations

Q2. Every year more than 8 million farmed animals, such as cows, pigs and chickens dies as a result of the conditions they are exposed to during transport. Some die in trucks, others become so sick or injured that they are declared unfit for human consumption. Knowing this, do you support or oppose the introduction of new regulations to improve protections for farmed animals when they are being transported?

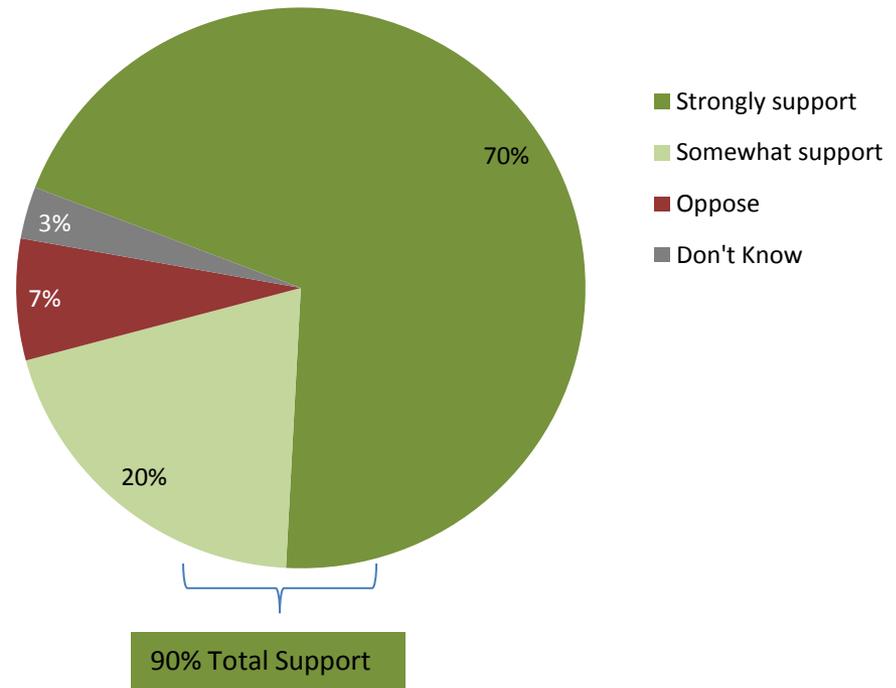
Ninety percent of respondents stated they would support the introduction of new regulations to improve protections for farmed animals while in transport. Of this ninety percent, 70% strongly supported and 20% somewhat supported the introduction of new regulations. Of the seven percent that opposed, 3% somewhat opposed and 4% strongly opposed.

Female respondents were significantly more likely to support (total) new regulations in comparison to male respondents (94% vs. 85%).

Respondents between the ages of 18 and 34 were significantly more likely to support the introduction of new regulations (95%) in comparison to those 35 to 54 years of age (86%) and those 55+ (89%).

Respondents without a farming or agricultural background were significantly more likely to indicate their support of new regulations (93%) in comparison to respondents who indicated they have some type of farming or agricultural background (86%).

Support for new regulations was fairly consistent across the country.



N=1002

Findings – Proposed Regulatory Changes

Support-Oppose Proposed Regulations – SUMMARY OF RATINGS

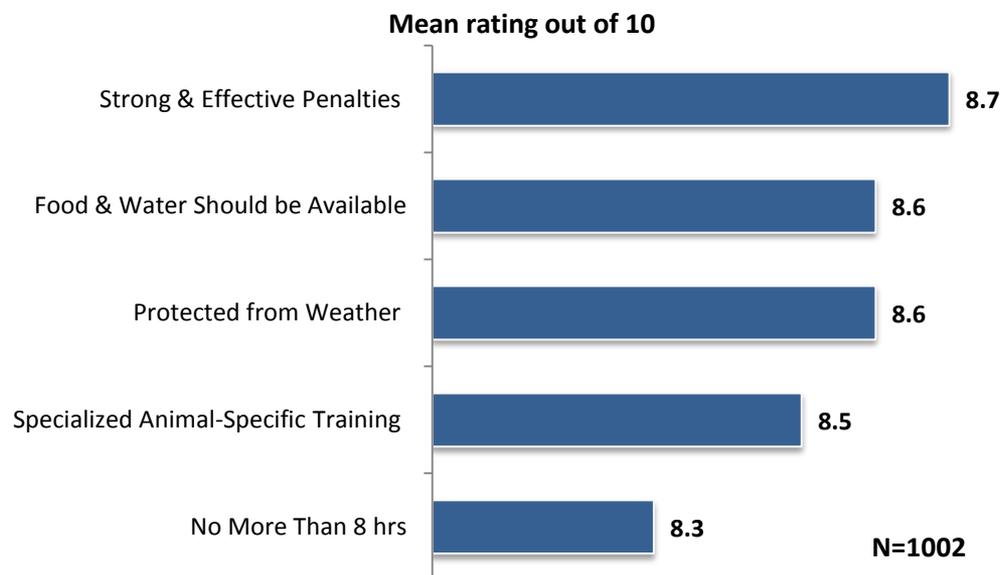
Q6. Regulations should provide for **strong and effective penalties**, such as stiff fines, if livestock companies do not follow the rules ensuring the humane treatment of animals during transportation.

Q3. For trips over 8 hours, **food and water should be available** to animals in a manner that ensures it is reliably available for the duration of the trip and not prone to interruption due to spillage or other occurrences.

Q7. Given Canada's hot and cold **weather extremes**, rules should be in place to ensure farmed animals in transport are properly protected from these extremes.

Q5. Individuals employed with livestock transportation companies should be required to take **specialized animal-specific training** regarding the humane transportation of farmed animals, and how to cope with emergencies such as traffic accidents, extreme weather conditions or unexpected delays.

Q4. Currently during transportation farmed animals such as chickens and pigs can remain on trucks for up to 36 hours while cows can be on a truck for up to 52 hours- all without a break for food, water, or rest. New rules should be in place to limit the time a farmed animal can be kept on trucks without food, water or rest to **no more than 8 hours**.



Attribute	Top Box (rated 8-10/10)
Strong & Effective Penalties	80%
Food & Water Should be Available	78%
Protected from Weather	78%
Specialized Animal-Specific Training	77%
No More Than 8 hrs	73%

Q6. Regulations should provide for strong and effective penalties, such as stiff fines, if livestock companies do not follow the rules ensuring the humane treatment of animals during transportation.



Mean Score by Region	BC	Prairie	ONT	PQ	Atlantic
	8.7	8.3	8.6	8.8	9.2

The mean score of female respondents (mean 9.1) was significantly higher in comparison to male respondents (8.3).

Respondents without a farming or agricultural background were significantly more likely to say they support this regulatory change (mean 8.7) in comparison to respondents who indicated they have some type of farming or agricultural background (8.4).

Proposed Regulation: Food & Water Should be Available

Q3. For trips over 8 hours, food and water should be available to animals in a manner that ensures it is reliably available for the duration of the trip and not prone to interruption due to spillage or other occurrences.



Mean Score by Region	BC	Prairie	ONT	PQ	Atlantic
	8.5	8.3	8.4	8.8	9.3

The mean score of female respondents (9.0) was significantly higher in comparison to male respondents (8.1).

Respondents without a farming or agricultural background provided a significantly higher means score (mean 8.8) in comparison to respondents who indicated they have some type of farming or agricultural background (8.3).

Q7. Given Canada's hot and cold weather extremes, rules should be in place to ensure farmed animals in transport are properly protected from these extremes.



Mean Score by Region	BC	Prairie	ONT	PQ	Atlantic
	8.6	8.4	8.4	8.8	9.1

Female respondents mean score (9.1) was significantly higher than male respondents (8.6).

Respondents 55 years of age or older were more supportive of this proposed regulation compared to those 35 to 54 years of age (mean of 8.7 vs. 8.4).

Respondents without a farming or agricultural background were more likely to support this regulatory change (mean 8.7) in comparison to respondents who indicated they have some type of farming or agricultural background (8.4).

Q5. Individuals employed with livestock transportation companies should be required to take specialized animal-specific training regarding the humane transportation of farmed animals, and how to cope with emergencies such as traffic accidents, extreme weather conditions or unexpected delays.

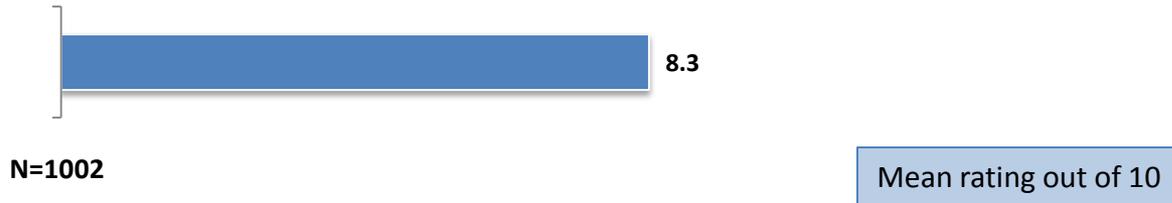


Mean Score by Region	BC	Prairie	ONT	PQ	Atlantic
	8.7	8.3	8.4	8.8	8.7

Female respondents' mean score (9.0) was significantly higher than male respondents (8.1).

Proposed Regulation: No More Than 8 hours

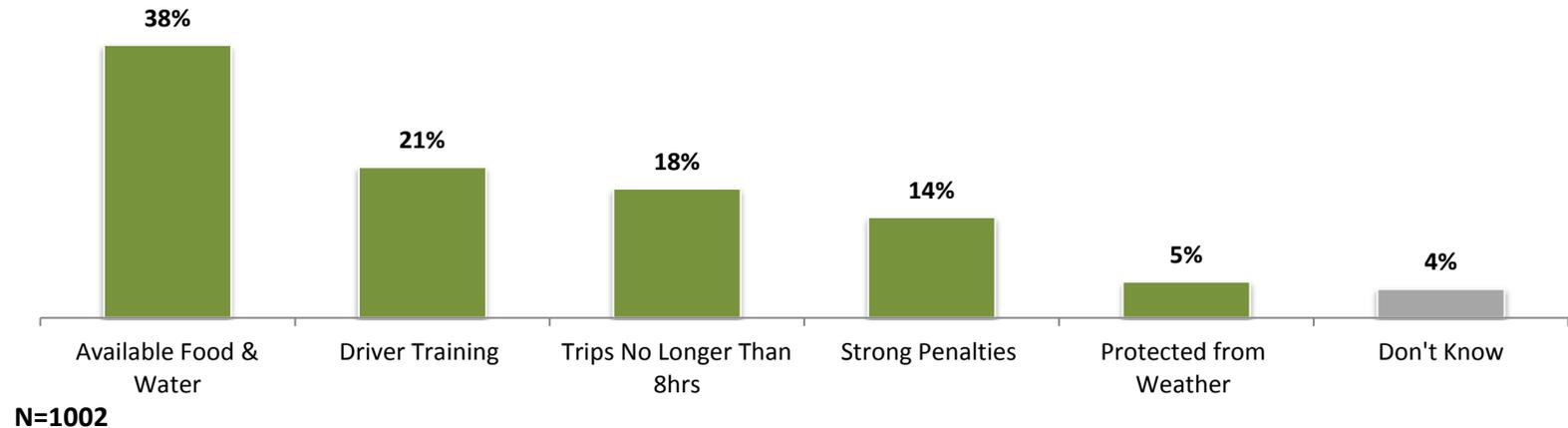
Q4. Currently during transportation farmed animals such as chickens and pigs can remain on trucks for up to 36 hours while cows can be on a truck for up to 52 hours- all without a break for food, water, or rest. New rules should be in place to limit the time a farmed animal can be kept on trucks without food, water or rest to no more than 8 hours.



Mean Score by Region	BC	Prairie	ONT	PQ	Atlantic
	8.3	8.0	8.2	8.7	8.8

Women were more supportive of this policy (mean 8.9) than male respondents (7.7).

Q8. Based on what we have just covered, what is the one most important rule change in your opinion? SINGLE MENTION



Thirty-eight percent of respondents selected *'Requirement to provide reliable access to food and water for trips over eight hours'* as the most important rule change. Female respondents were significantly more likely to select this as the most important rule change compared to male participants (44% vs. 32%).

Respondents without a farming or agricultural background were significantly more likely to select *'Requirement to provide reliable access to food and water for trips over eight hours'* as the most important rule change in comparison to respondents who indicated they have some type of farming or agricultural background (44% vs. 32%).

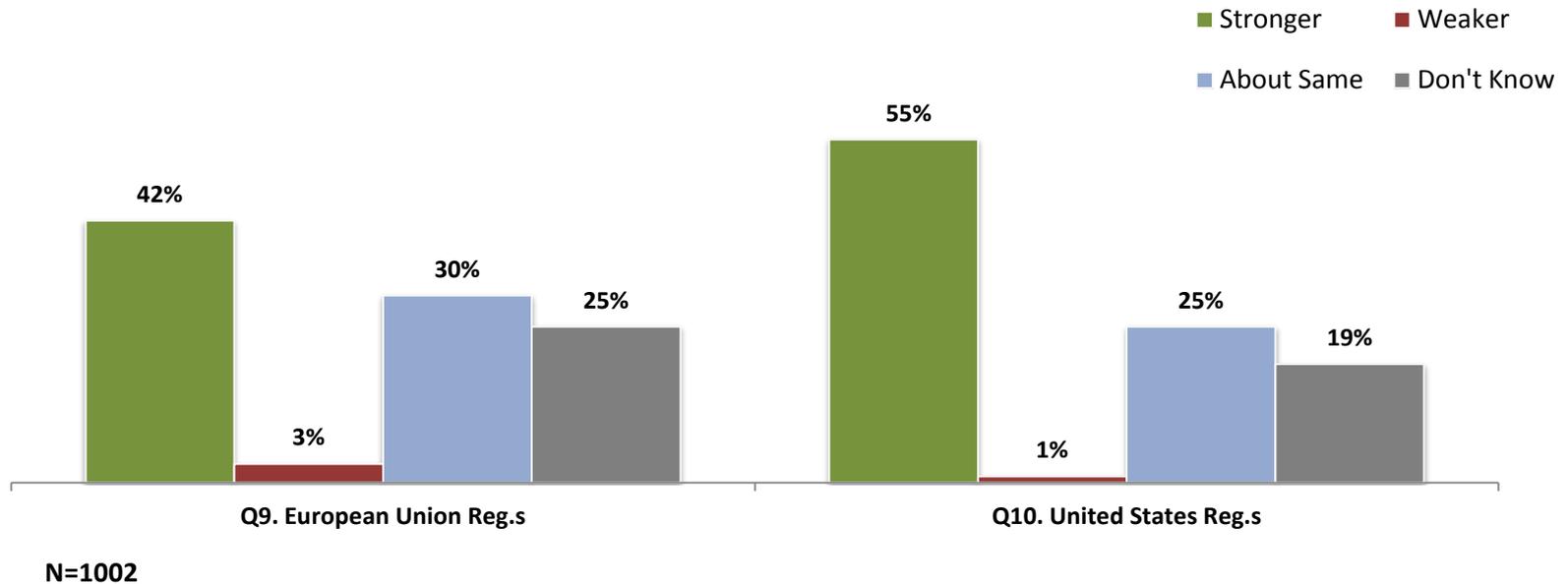
Male respondents were significantly more likely to select *'Driver training in animal welfare'* as the most important rule change in comparison to female respondents (26% vs. 16%).

Male respondents were significantly more likely to select *'Protection from the weather elements'* as an important rule change in comparison to female respondents (8% vs. 3%).

Findings – Canada's Regulations vs. Other Countries

Q9. Do you think Canadian regulations to ensure the humane transportation of farmed animals should be stronger, weaker or about the same as the regulations in the European Union?

Q10. Do you think Canadian regulations to ensure the humane transportation of farmed animals should be stronger, weaker or about the same as the regulations in the United States.



Views regarding European Union Regulations

Forty-two percent of respondents believed the Canadian regulations should be stronger than the regulations in the European Union. Women aged 55 and older were significantly more likely to say this (50%) in comparison to male respondents 35 to 54 years of age (39%) and male respondents 55 and older (38%).

Male respondents were significantly more likely to select *'About the same'* (35%) in comparison to female respondents (25%). Respondents in Ontario were significantly more likely to select this response in comparison to those in Quebec (33% vs. 23% *About the same*). Respondents without a farming or agricultural background were also significantly more likely to select *'About the same'* in comparison to respondents who indicated they have some type of farming or agricultural background (34% vs. 25%).

Female respondents were significantly more likely to select *'Don't know'* (30%) in comparison to male respondents (20%).

Views Regarding United States Regulations

Fifty-five percent of respondents believed the Canadian regulations should be stronger than the regulations in the United States.

Male respondents were significantly more likely to select *'About the same'* (29%) in comparison to female respondents (21%). Respondents in Ontario were significantly more likely to select this response in comparison to those in Quebec (28% vs. 19%).

Respondents aged 55 and older were significantly more likely to select *'Don't know'* (23%) in comparison to respondents aged 18 to 34 years of age (13%).

Findings – Improved Regulations vs. Higher Cost

Q11. The European Union has much higher standards regarding the treatment of farmed animals during transportation.

Some people suggest Canada should adopt similar regulations as it would be a significant improvement from the current rules now in place, and if the European agricultural sector can do this there is no reason Canada cannot have **equally high standards** in place.

Other people say Canada can't have the same farmed animal transportation rules as Europe because the travel distances and climate conditions in Canada are very different. Enforcing higher transportation standards would increase farmed animal transportation costs which ultimately would result in **higher costs for consumers**.

Which point of view is closest to your own?

Canada Can Have Equally High Standards

Seventy-one percent of respondents held the view, 'Canada should adopt similar regulations...'

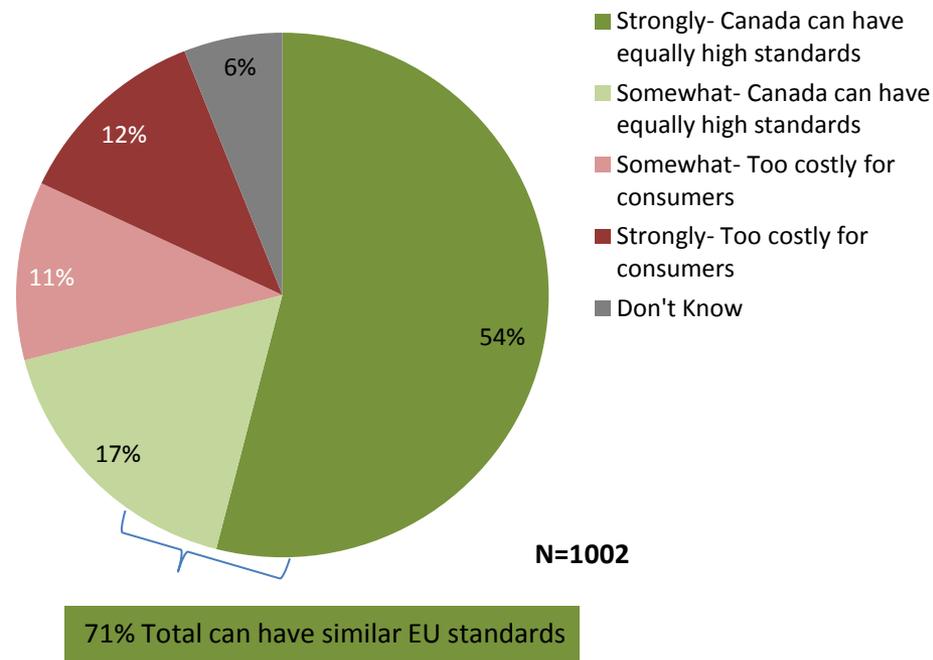
Female respondents aged 35-54 were significantly more likely to indicate support in comparison to males 55 years of age and older (75% vs. 63%).

Respondents without a farming or agricultural background were also significantly more likely to indicate support in comparison to respondents who indicated they have some type of farming or agricultural background (77% vs. 65%).

Canada Cannot Adopt EU Style Standards

Twenty-three percent of respondents were of the view, 'Canada can't have the same farmed animal transportation rules...'

Male respondents 55 years of age and older were significantly more likely to support this statement (30%) in comparison to female respondents 35 to 54 years of age and 55 years and older (18% and 22% respectively).

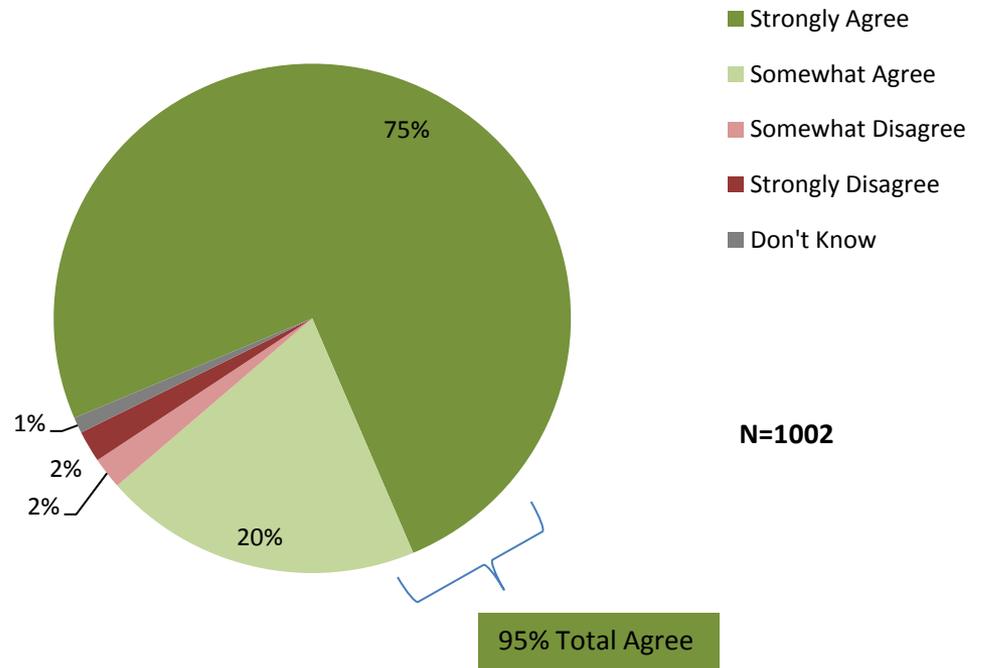


Agree-Disagree New Regulations Important Even if Impact on Costs

Q12. Please tell me if you agree or disagree with this statement... Even if ensuring farmed animals are protected from weather extremes and provided with food, water and rest during transportation means higher costs for livestock producers, transport companies and consumers, it is still important to ensure these animals are treated humanely.

Ninety-five percent of respondents agreed with the statement. Respondents who were 55 years of age and older were significantly more likely to agree with the statement in comparison to those 35 to 54 years of age (97% vs. 93%).

Respondents without a farming or agricultural background were also significantly more likely to agree with the statement in comparison to respondents who indicated they have some type of farming or agricultural background (97% vs. 93%).



Final Thoughts

This survey provides strong evidence that the Canadian public is very supportive of the development and introduction of new rules governing the transportation of farmed animals in Canada. Very strong majorities of the public, across all demographics support new regulations to improve the humane treatment of animals while in transport.

Individually, all of the 5 proposed regulatory changes tested received strong support from the public, with mean scores over 8 out of 10 and top box—intensity of support ratings—ranging from 80% to 73%. These are strong indications of support for the rule changes tested in the survey. From a general public communication perspective it may be beneficial to focus on the individual regulatory proposals that received the strongest levels of support. These would be:

- Strong & Effective Penalties
- Food & Water Should be Available
- Protection from Weather
- Specialized Animal-Specific Training

A majority of Canadians say that Canada should have farmed animal transport regulations stronger than what is in place in the US. About 4 in 10 Canadians say Canada's regulatory approach should be stronger than what is found in EU countries. Given Canada currently lags behind both these jurisdictions in regards to its farmed animal transportation rules, these results are another factor supporting an update of Canada's rules in this area.

The argument that Canada is too different from the EU in terms of travel distances and climate to be able to adopt similar regulatory regime is not supported by the Canadian public. Over 70% of those surveyed were of the view that Canada could indeed adopt similar regulations as in the EU. Less than a quarter of Canadians were of the view that given Canada large travel distances and extreme weather conditions make it too difficult on the livestock industry and ultimately too costly to consumers to adopt regulations similar to what are in place in the EU.

Canadians surveyed in this study overwhelmingly agreed (95%) that *Even if ensuring farmed animals are protected from weather extremes and provided with food, water and rest during transportation means higher costs for livestock producers, transport companies and consumers, it is still important to ensure these animals are treated humanely.* This is an indication that the consumers are prepared to bear some additional cost should this arise as a result of the introduction of new regulations governing the transportation of farmed animals.

End