

# CHANGES OF EUROBAROMETER AS A TOOL FOR COLLECTING EU CITIZENS' OPINION ON ANIMAL WELFARE

Giorgia Riuzzi, Barbara Contiero, Severino Segato, Giulio Cozzi, Flaviana Gottardo

Padova University, Dept. of Animal Medicine, Production and Health

**Session 88 – How the dairy sector copes with EU-Green deal**

**Abstract # 2214188**



EN

Translate

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# Eurobarometer

## Public Opinion in the European Union



*“The combination of the wide range of topics covered consistently over a long time, the regularity of publications and geographical coverage makes the Eurobarometer a **unique source of knowledge and information in the European Union.**”*

*(<https://europa.eu/eurobarometer/about/eurobarometer>)*



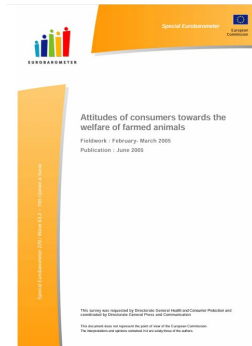
# 50 years of listening to Europeans' opinions

Celebrating 50 years of **Eurobarometer**, the European Union's public opinion service

- Since 1974
- EC, EP, EU institutions
- Several survey tools
- Randomly selected sample
- EU Member states+
- At least 1000 persons per country or territory
- 1200+ surveys
- 18 broad themes

# «Attitudes of Europeans towards animal welfare»

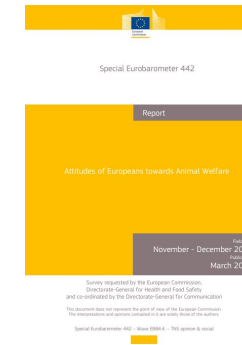
2005



2007



2016



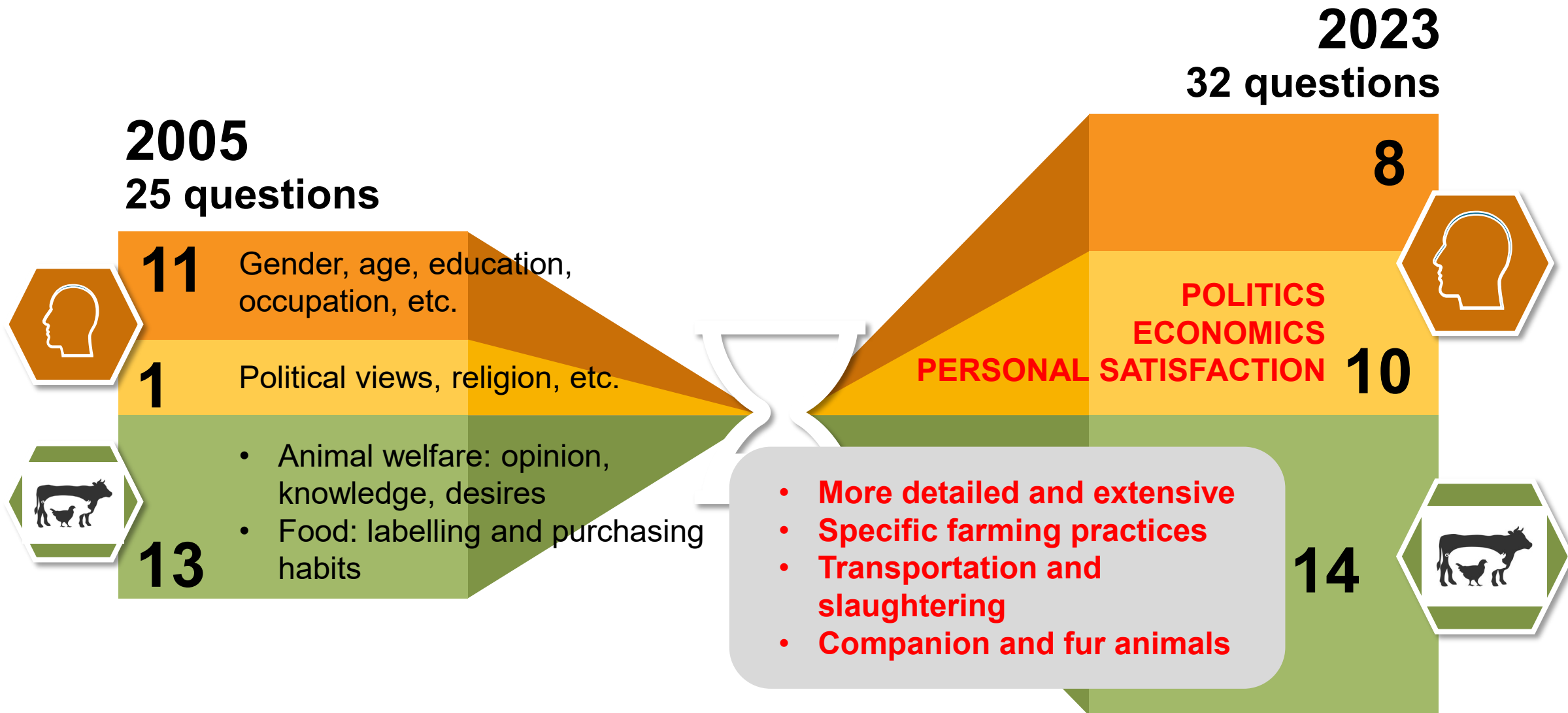
2023



- Face-to-face interviews
- 26,000+ respondents
- 750,000+ data entry / dataset



# EUROBAROMETER EVOLUTION



# How to exploit the useful summary

- ☐ 2023 survey
- ☐ 12 questions on animal welfare, food, and shopping habits
- ☐ 6 socio-economics variables

Importance of farmed animal welfare

Time for transport

Welfare at slaughterhouse

Qualified personnel

Enough space

Food and adapted environment

No mutilation

No individual cages

More information

Better protection

Welfare-friendly labels

Sufficient welfare-friendly products

Gender

Age

Level of education

Professional category

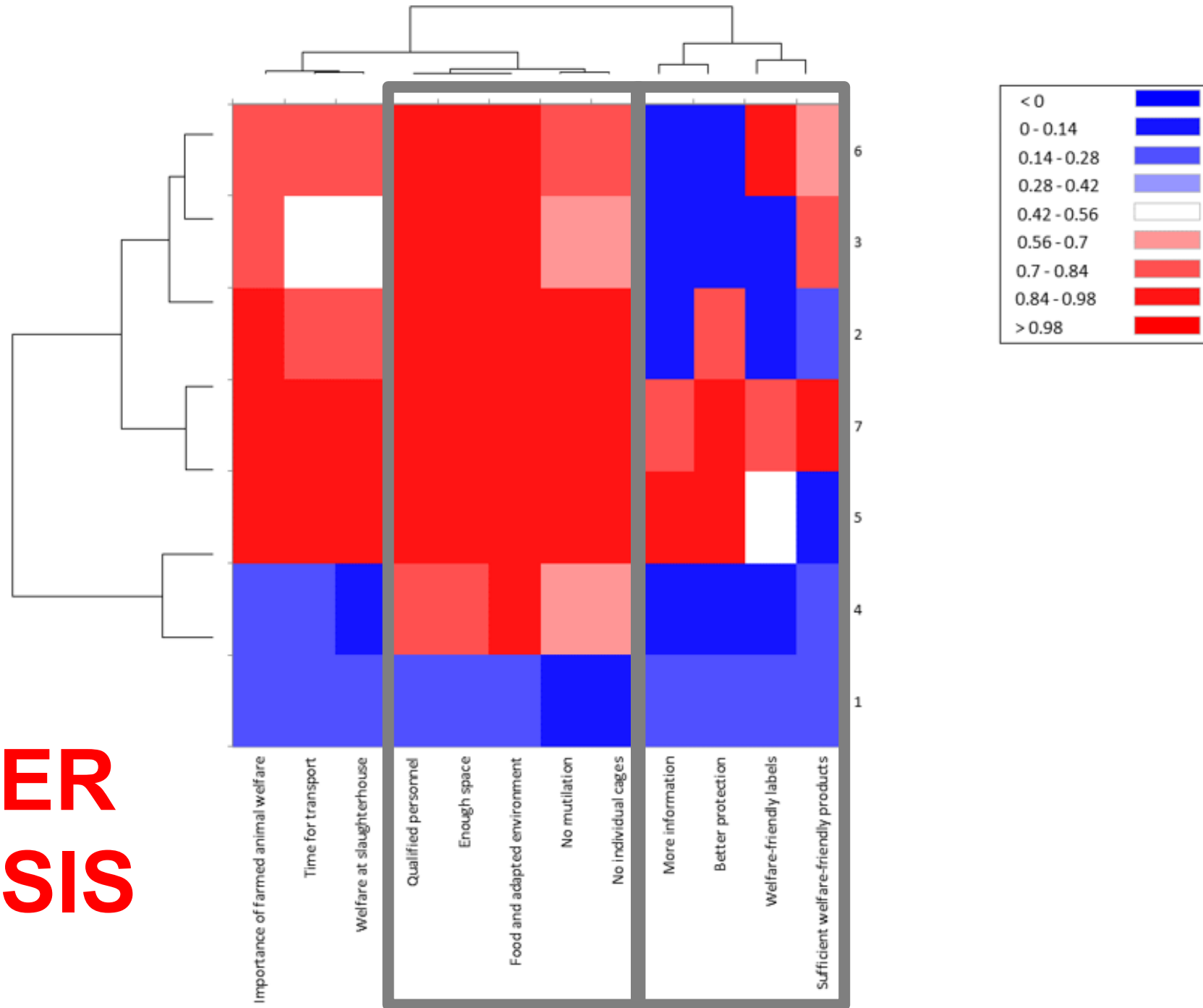
Country

Regular contact with  
animals

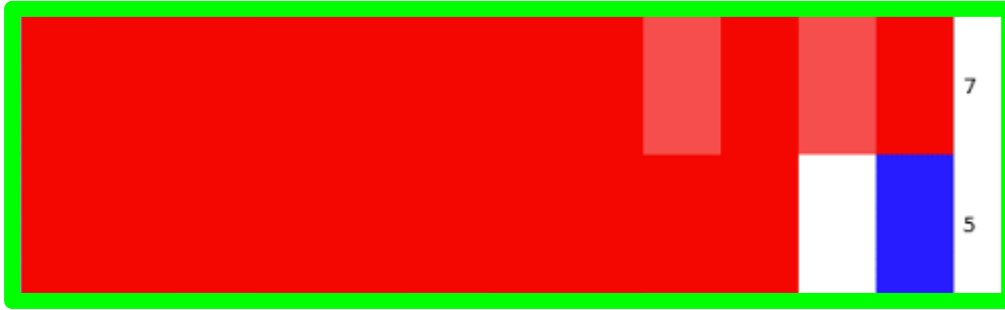
# GOALS AND METHODS

| Original question                                                                                                                                                                                                                                        | Question label                      | Possible answers     | Grouped answers |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------------------|-----------------|
| QC1 Would you like to have more information about the conditions in which farmed animals are raised in (OUR COUNTRY)?                                                                                                                                    | More information                    | Yes, certainly       | Yes             |
|                                                                                                                                                                                                                                                          |                                     | Yes, probably        |                 |
|                                                                                                                                                                                                                                                          |                                     | No, probably not     | No              |
|                                                                                                                                                                                                                                                          |                                     | No, certainly not    |                 |
|                                                                                                                                                                                                                                                          |                                     | Don't know           | Don't know      |
| QC2 In your opinion, how important is it to protect the welfare of farmed animals (e.g. pigs, cattle, poultry, etc.) to ensure that they have decent living conditions?                                                                                  | Importance of farmed animal welfare | Very important       | Important       |
|                                                                                                                                                                                                                                                          |                                     | Somewhat important   |                 |
|                                                                                                                                                                                                                                                          |                                     | Not very important   | Not important   |
|                                                                                                                                                                                                                                                          |                                     | Not at all important |                 |
|                                                                                                                                                                                                                                                          |                                     | Don't know           | Don't know      |
| QC3 Do you believe that in general the welfare of farmed animals in (OUR COUNTRY) should be better protected than it is now?                                                                                                                             | Better protection                   | Yes, certainly       | Yes             |
|                                                                                                                                                                                                                                                          |                                     | Yes, probably        |                 |
|                                                                                                                                                                                                                                                          |                                     | No, probably not     | No              |
|                                                                                                                                                                                                                                                          |                                     | No, certainly not    |                 |
|                                                                                                                                                                                                                                                          |                                     | Don't know           | Don't know      |
| QC5 How important do you consider that each of the following elements is to ensure that farming and breeding practices (both for farmed animals and the breeding of cats and dogs for commercial purposes) meet our ethical responsibilities to animals? |                                     |                      |                 |
| QC5_1: Banning the cutting of certain body parts of the animals (tails, ears, beaks, testicles, teeth, etc.) unless it's necessary to protect the safety of workers/farmers (in which case anaesthesia will be used)                                     | No mutilation                       | Very important       | Important       |
|                                                                                                                                                                                                                                                          |                                     | Somewhat important   |                 |
|                                                                                                                                                                                                                                                          |                                     | Not very important   | Not important   |
|                                                                                                                                                                                                                                                          |                                     | Not at all important |                 |
|                                                                                                                                                                                                                                                          |                                     | Don't know           | Don't know      |
| QC5_2: Ensuring that animals are not kept in individual cages                                                                                                                                                                                            | No individual cages                 | Very important       | Important       |
|                                                                                                                                                                                                                                                          |                                     | Somewhat important   |                 |
|                                                                                                                                                                                                                                                          |                                     | Not very important   | Not important   |
|                                                                                                                                                                                                                                                          |                                     | Not at all important |                 |

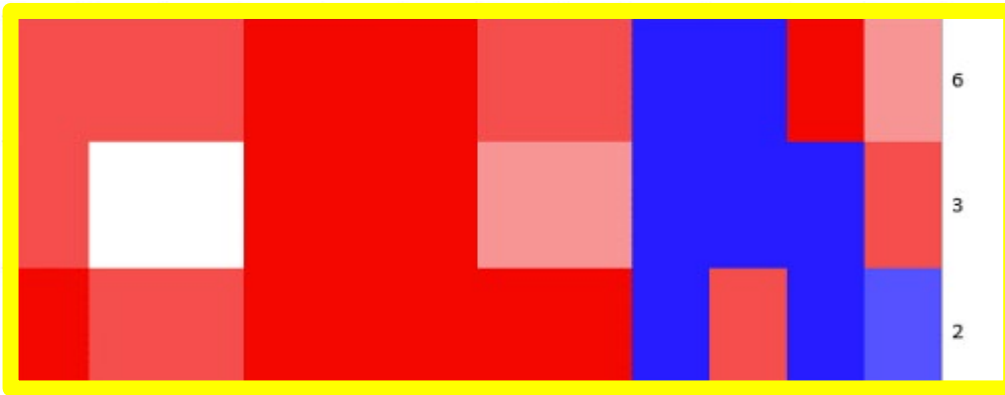
# CLUSTER ANALYSIS



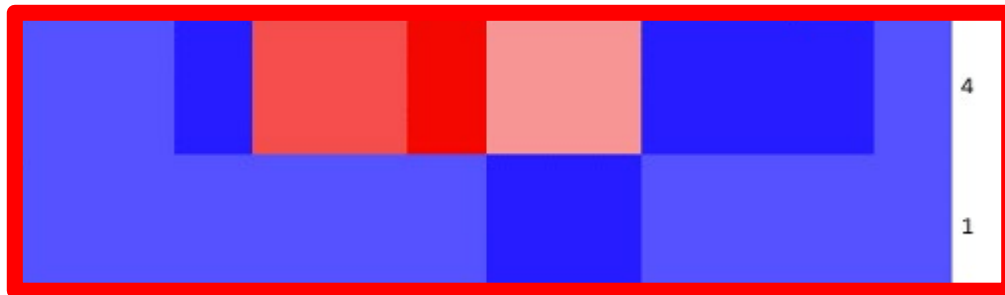




**Highly concerned overall**  
75%



**Mixed attitudes / opinions**  
19%



**Poorly concerned overall**  
6%

**CLUSTER  
PROFILE #1**

k-proportions test, post-hoc  
pairwise comparisons

## CLUSTER PROFILE #2

k-proportions test, post-hoc pairwise comparisons

75%

- **Females**
- Younger
- **Tertiary education level**
- Active
- Southern European
- Contact with **companion animals**

19%

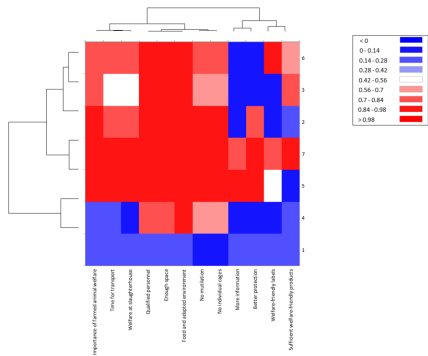
- Older
- Mixed education level
- Inactive / Retired
- Contact with farmed animals

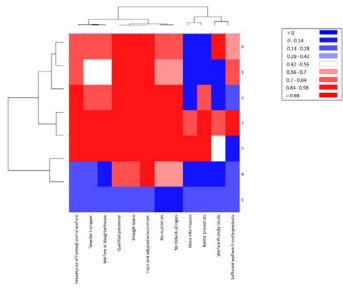
6%

- **Males**
- Younger
- **Secondary education level**
- Manual workers
- Eastern European
- Contact with **farmed animals**

# FOOD FOR THOUGHT...

- ✓ Sceptical attitude (75%)
- ✓ Effective past campaigns of animal protection associations
- ✓ Dissociation: respondents' declarations vs. actual shopping habits (live animals vs. food; willingness to pay)
- ✓ Approach to animal welfare at a whole European level





# FUTURE CHALLENGES...

- ✓ Effective and simple communication to the wider public, tailored to the socio-economic group???
- ✓ Companion and fur animals???
- ✓ Data on: actual knowledge, dietary habits and religious beliefs, income and family composition, sources of information, «drivers for shopping habits»

> Thank you!  
> [giorgia.riuzzi@phd.unipd.it](mailto:giorgia.riuzzi@phd.unipd.it)