



# Research on attitudes to animal medicines

Online survey among European citizens



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IFAH-Europe Secretary General  
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# Overview

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

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# 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



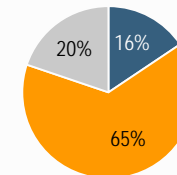
# III. Results



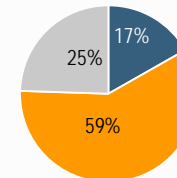


# 1. Animals have the same right to medicines as people

- **65% agree for pets**



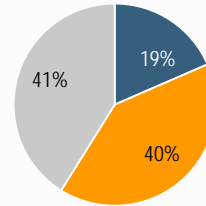
- **59% agree for farm animals**



**“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

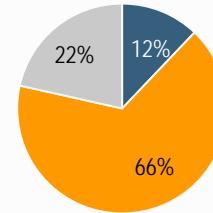


Don't know

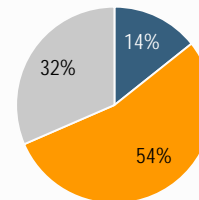
# 3. Prevention: animals should be vaccinated regularly



- 2/3 agree for **pets**



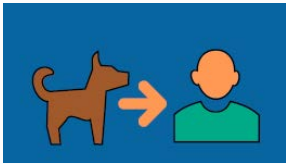
- 1/2 agree for **farm animals**



**“All animals are equal, but  
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*Animal Farm, George Orwell*

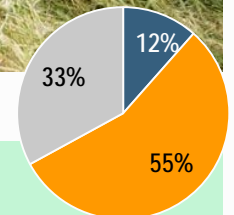
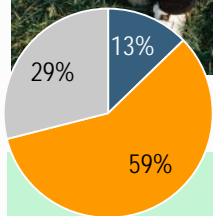
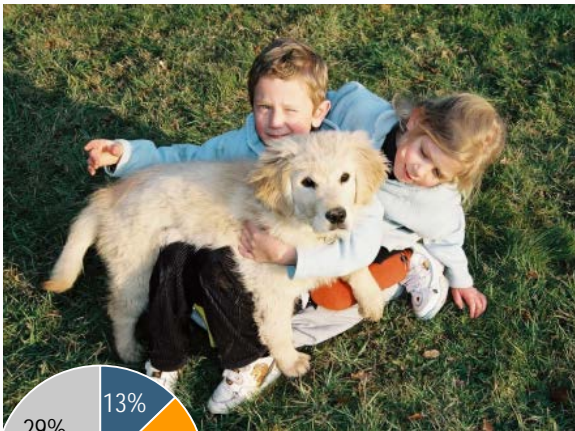




## 4. Zoonoses: vaccination of animals helps prevent transfer of disease from animals to people

**3/5** agree for pets

**1/2** agree for farm animals



# over 40%

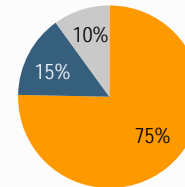
don't **know /believe** that vaccination of **animals** prevent disease transfer from animals to people



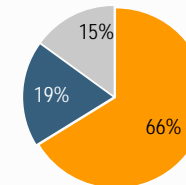
## 5. Cure: animals are given medicines to treat them when sick

### 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*

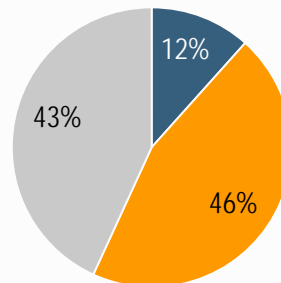


## 5. Cure: antibiotics are routinely given to farm animal even when they are not sick

Antibiotic treatment



**46%**  
believe



**43%**  
don't know



## 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



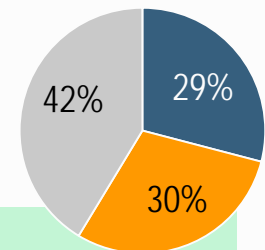
Don't know





## 6. Food safety and sustainability

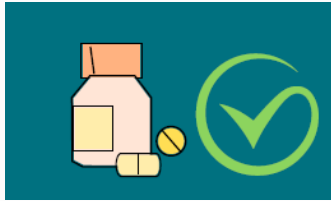
### Food safety



**70 %**

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

## 7. Legal compliance

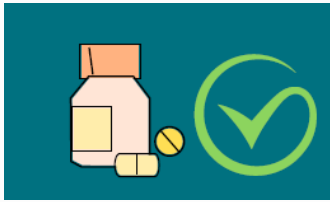


### Citizens .....

- **62% know:** animal medicines are **tested and reviewed** before being sold.
- **>1/2 are aware:** 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



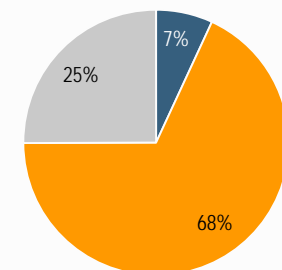
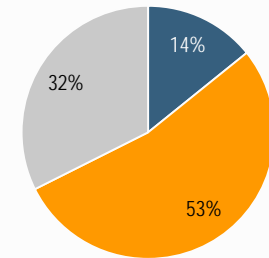
# 60%

**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**

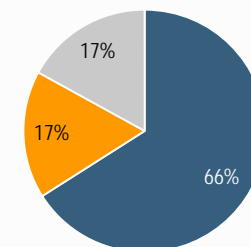






## 9. General awareness: how well do you feel informed by the media in general regarding the use of animal medicines

- 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 IFAH-Europe 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**.

## IFAH-Europe

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