

OPINION SURVEY: EUROPEAN COMMISSIONER FOR ANIMAL WELFARE



European study

June 2024



GAME CHANGERS



INTRODUCTION

1

BACKGROUND & RESEARCH OBJECTIVES



BACKGROUND

An EU commissioner is a member of the European Commission. Just like national ministers, each EU commissioner is assigned a topic on which he/she makes policy.

He/she does this by designing, proposing and implementing laws, taking into account the current policy and the available budget.

In this way, the topic is given the necessary attention and it is possible to draft rules that apply to the entire European Union.

At this moment, there is no European commissioner for Animal Welfare.



RESEARCH OBJECTIVES

GAIA wants to know whether European citizens think that there should be a European commissioner for Animal Welfare.



METHODOLOGY

SAMPLE DESCRIPTION



Adults (18-65 y.o.) in the 10 largest EU countries (covers 81% of EU population)

SAMPLE SIZE



n=3500
(n=300 - 400 per country depending on country size)

QUOTA



For each country

- Gender
- Age
- Region

DATA COLLECTION METHOD



Online interviews on Ipsos panel

AVG. INTERVIEW DURATION



2 minutes

FIELDWORK PERIOD

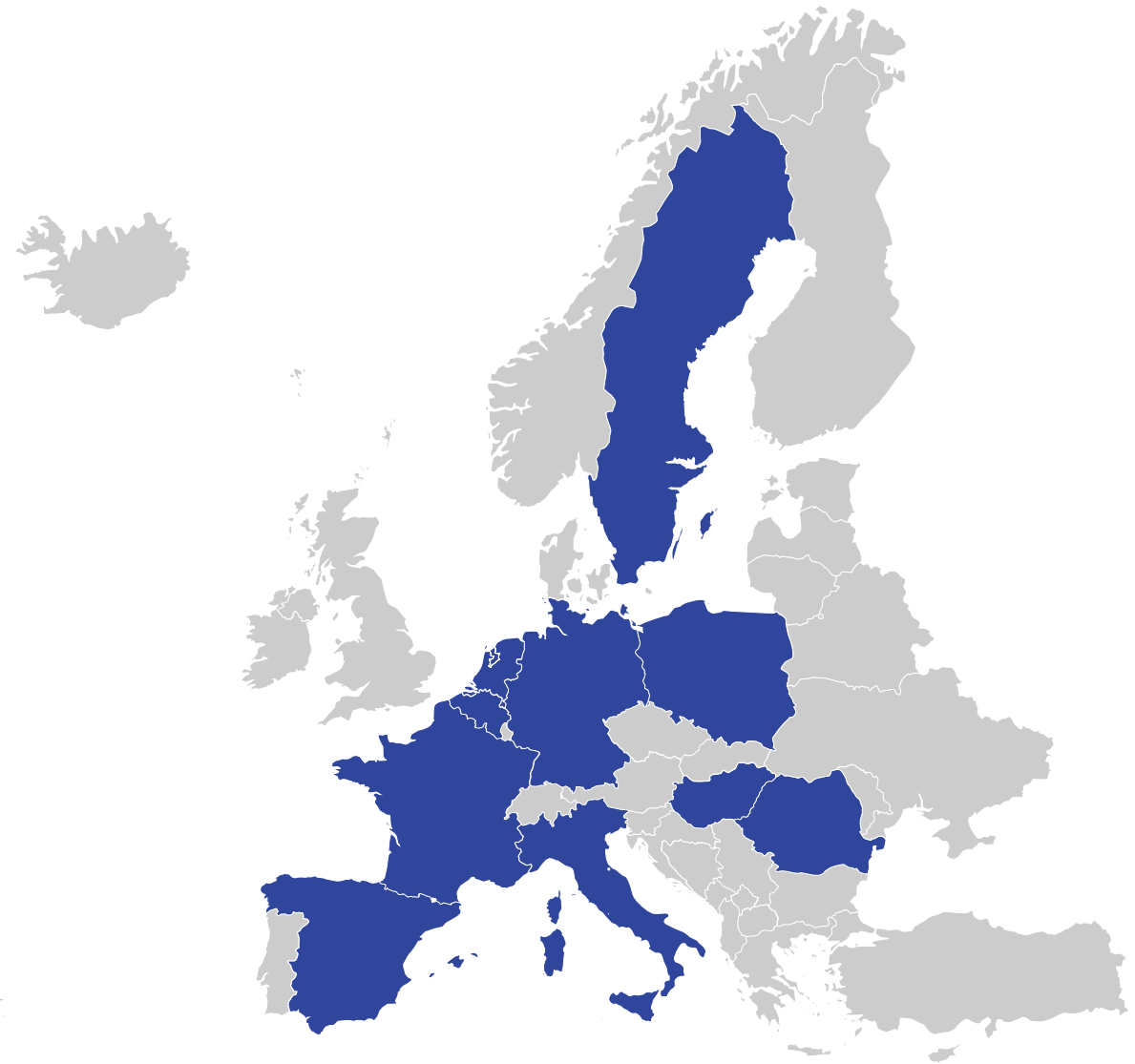


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GEOGRAPHICAL SCOPE

The study is conducted in **10 countries**

1. **Belgium** (n=300)
2. **France** (n=400)
3. **Germany** (n=400)
4. **Hungary** (n=300)
5. **Italy** (n=400)
6. **Netherlands** (n=300)
7. **Poland** (n=400)
8. **Romania** (n=300)
9. **Spain** (n=400)
10. **Sweden** (n=300)



i Note: The data is weighted to the national representative figures of each country and to the population size of each country.

i When looking at 'European' results, data is weighted according to the population size of the country.

RESULTS

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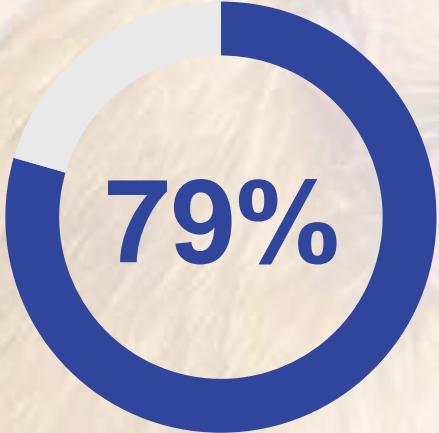
EU COMMISSIONER FOR ANIMAL WELFARE: YES, OR NO?

2.1

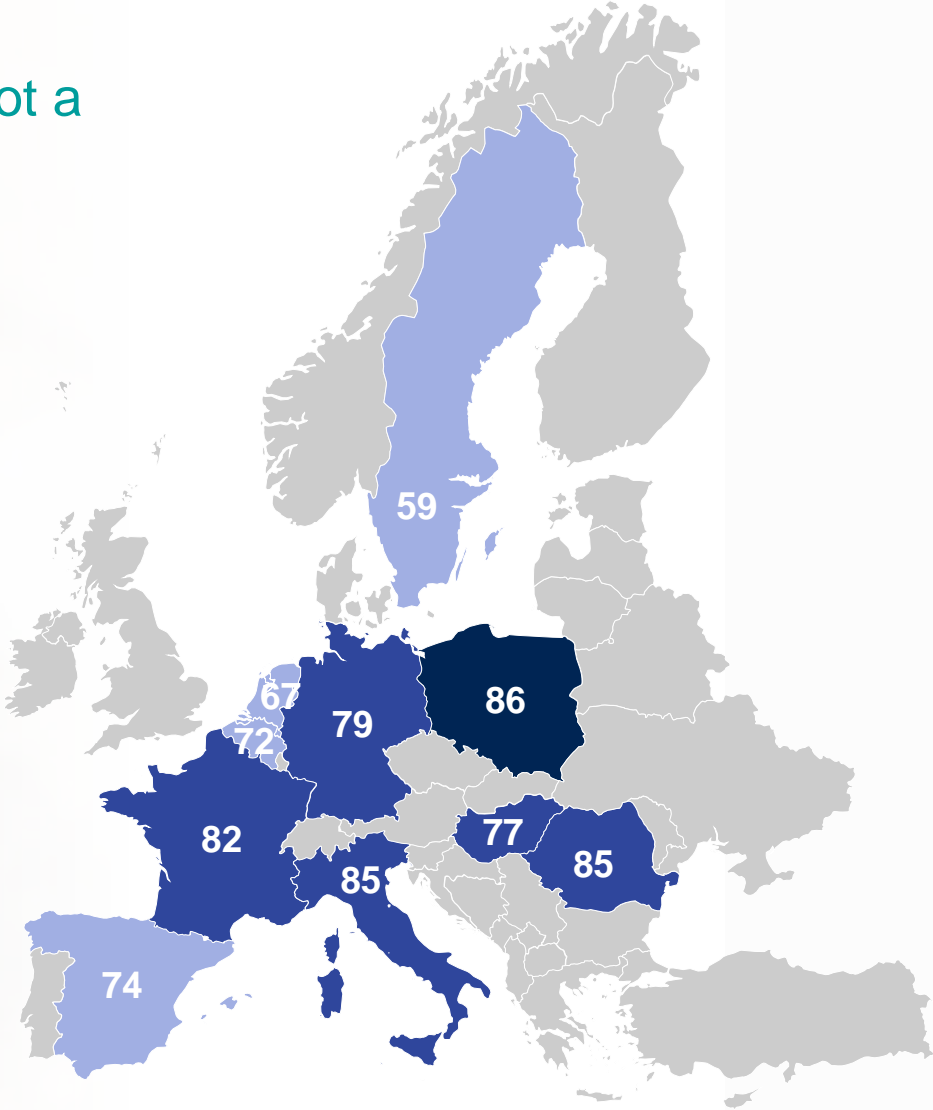
2. RESULTS

AWARENESS EUROPEAN COMMISSIONER FOR ANIMAL WELFARE

The large majority of Europeans know that there is currently not a European commissioner for Animal Welfare.



Of Europeans think there is no EU commissioner for Animal Welfare

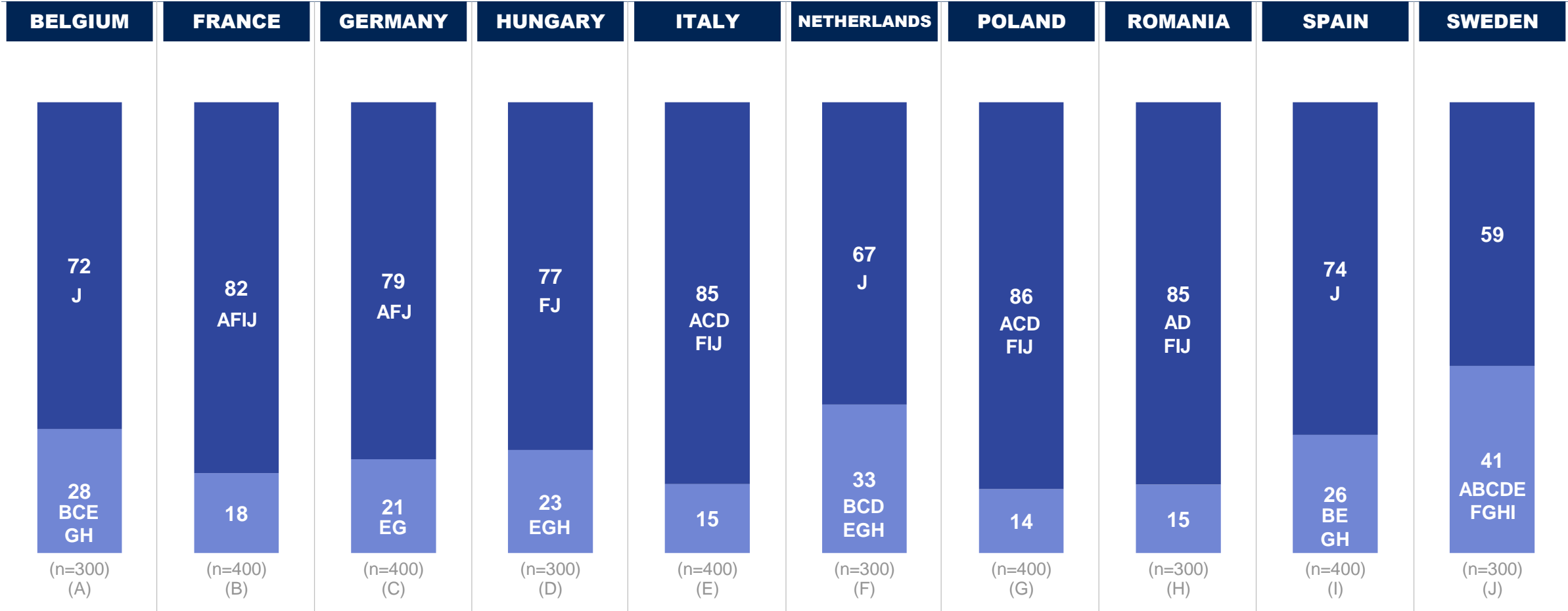


- >85% think there is no commissioner for Animal Welfare
- 75-85% think there is no commissioner for Animal Welfare
- <75% think there is no commissioner for Animal Welfare

Base: Top 10 largest EU countries 2024 (n=3500)
Question: Q1. Of which of the following topics do you think the European Commission has a commissioner?

AWARENESS EUROPEAN COMMISSIONER FOR ANIMAL WELFARE

Within The Netherlands and Sweden, citizens most often think there is already a commissioner for Animal Welfare.



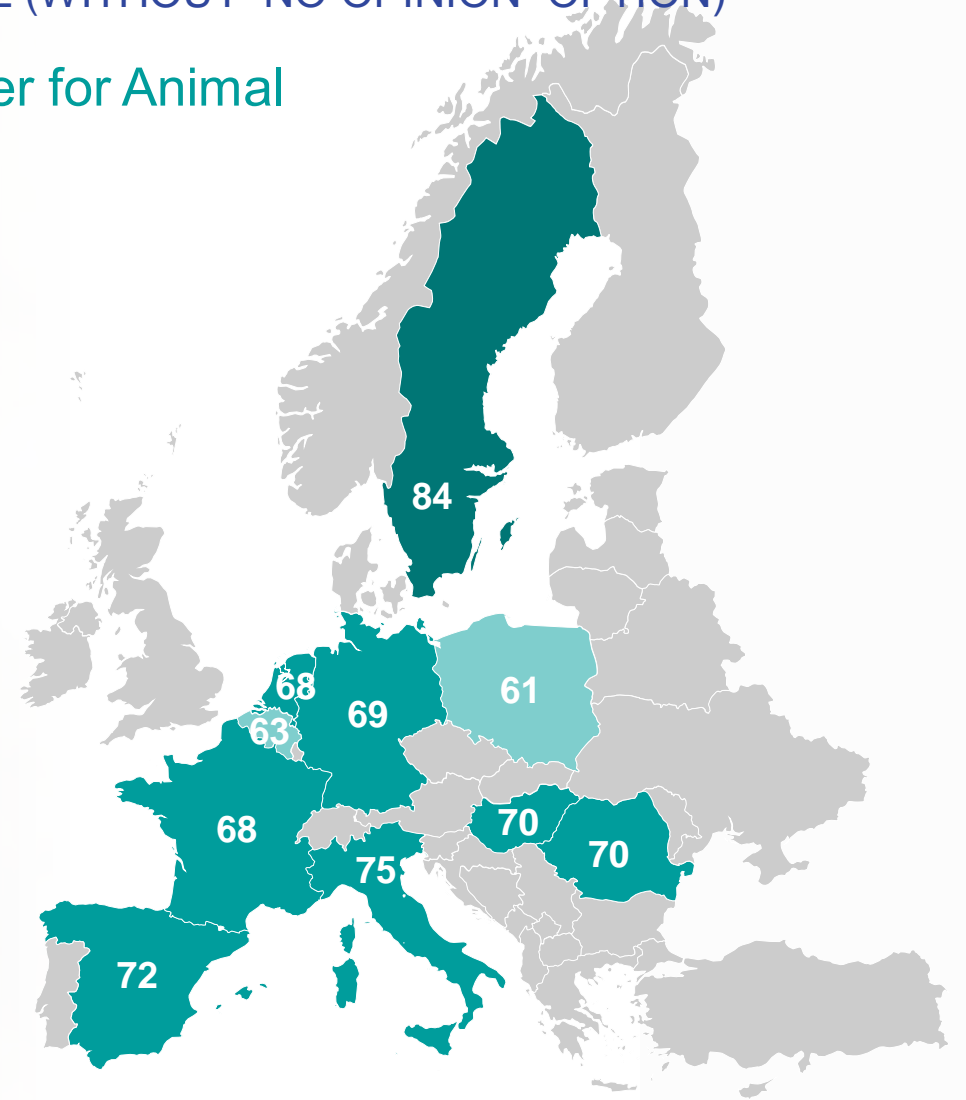
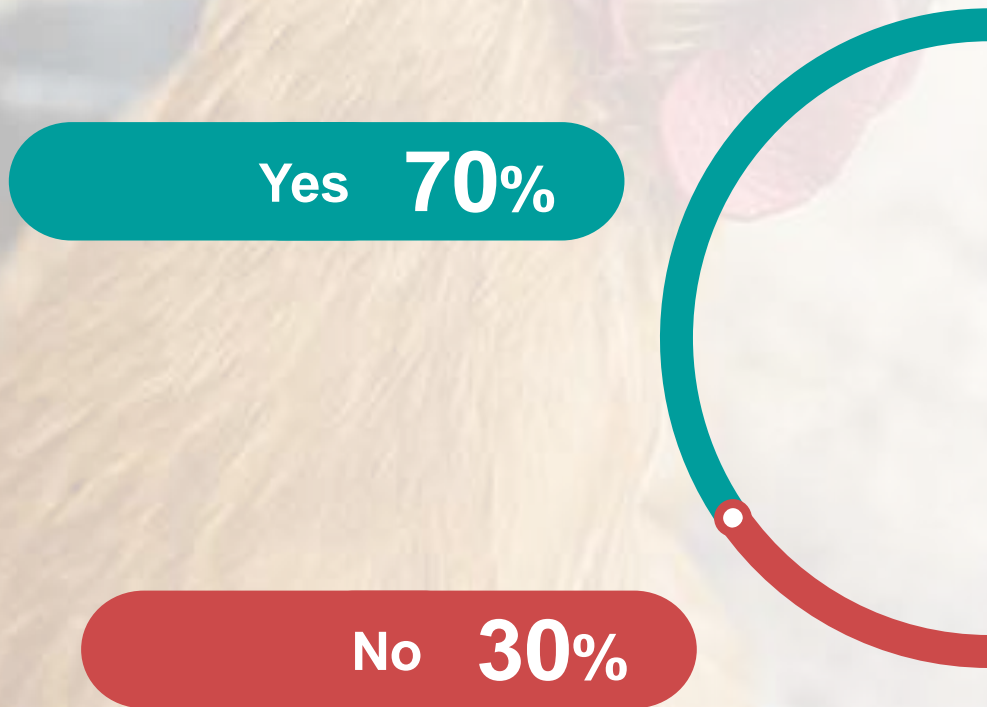
Base: Top 10 largest EU countries 2024 (n=3500)
 Question: Q1. Of which of the following topics do you think the European Commission has a commissioner?

■ Europeans think there is no commissioner for Animal Welfare
 ■ Europeans think there is a commissioner for Animal Welfare

OPINION ABOUT A EUROPEAN COMMISSIONER FOR ANIMAL WELFARE (WITHOUT “NO OPINION” OPTION)

7 out of 10 Europeans would say “Yes” to an EU commissioner for Animal Welfare.

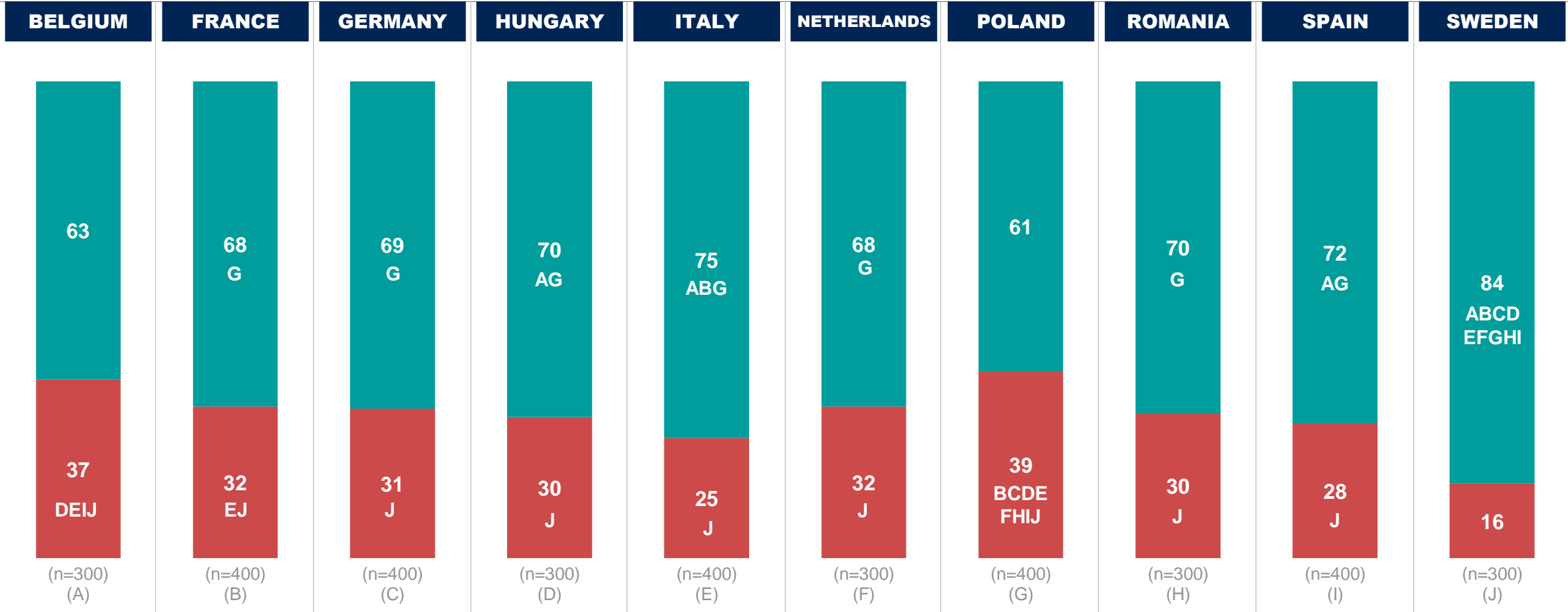
“Do you think there should be a European commissioner for Animal Welfare?”



- >75% of Europeans think there should be an EU commissioner for Animal Welfare
- 65-75% of Europeans think there should be an EU commissioner for Animal Welfare
- <65% of Europeans think there should be an EU commissioner for Animal Welfare

OPINION ABOUT A EUROPEAN COMMISSIONER FOR ANIMAL WELFARE (WITHOUT “NO OPINION” OPTION)

In all countries, the majority of citizens think there should be a European commissioner for Animal Welfare. The support is the highest amongst citizens of Italy and Sweden.



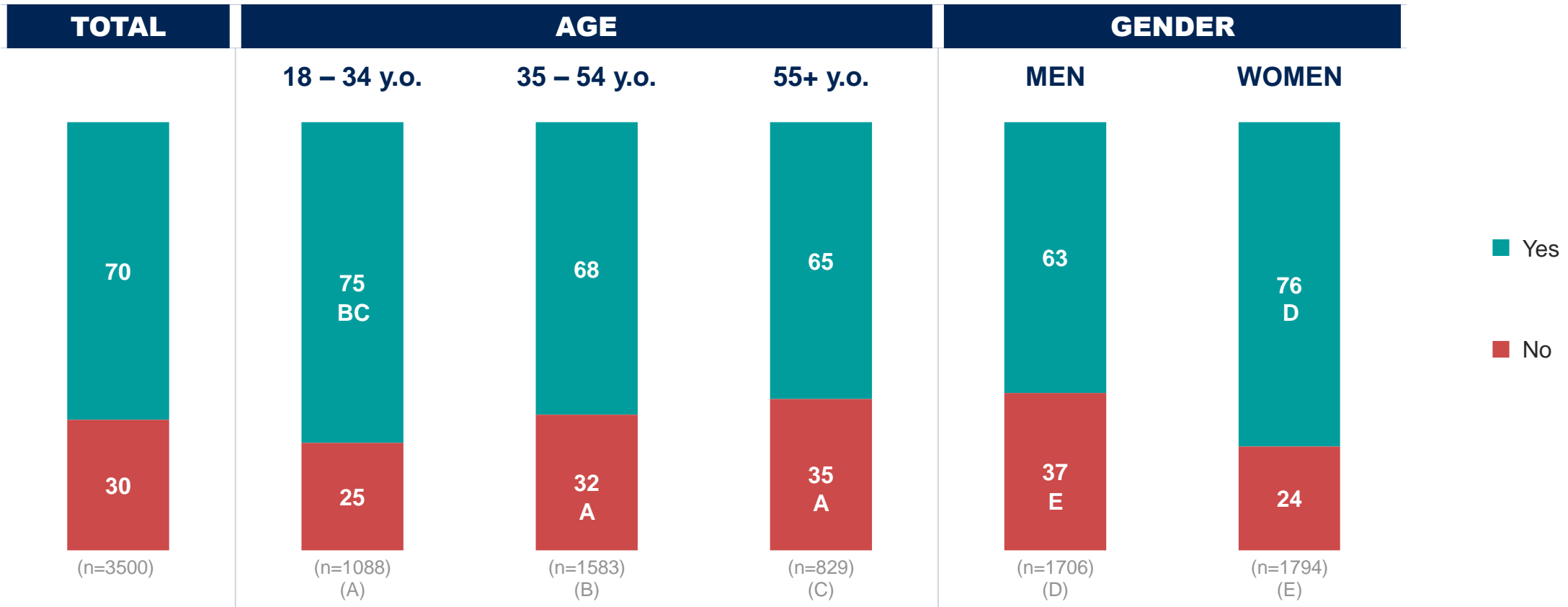
Base: Top 10 largest EU countries 2024 (n=3500)
 Question: Q2a. Do you think there should be a European commissioner for Animal Welfare?
 Q2b. Assuming you have to choose, do you think there should be a European commissioner for Animal Welfare?

■ Yes
 ■ No

OPINION ABOUT A EUROPEAN COMMISSIONER FOR ANIMAL WELFARE ACCORDING TO AGE AND GENDER (WITHOUT “NO OPINION” OPTION)

The idea of a European commissioner is significantly more supported by younger Europeans (18-34 y.o.) and women.

“Do you think there should be a European commissioner for Animal Welfare?”



PRIORITY OF ANIMAL WELFARE

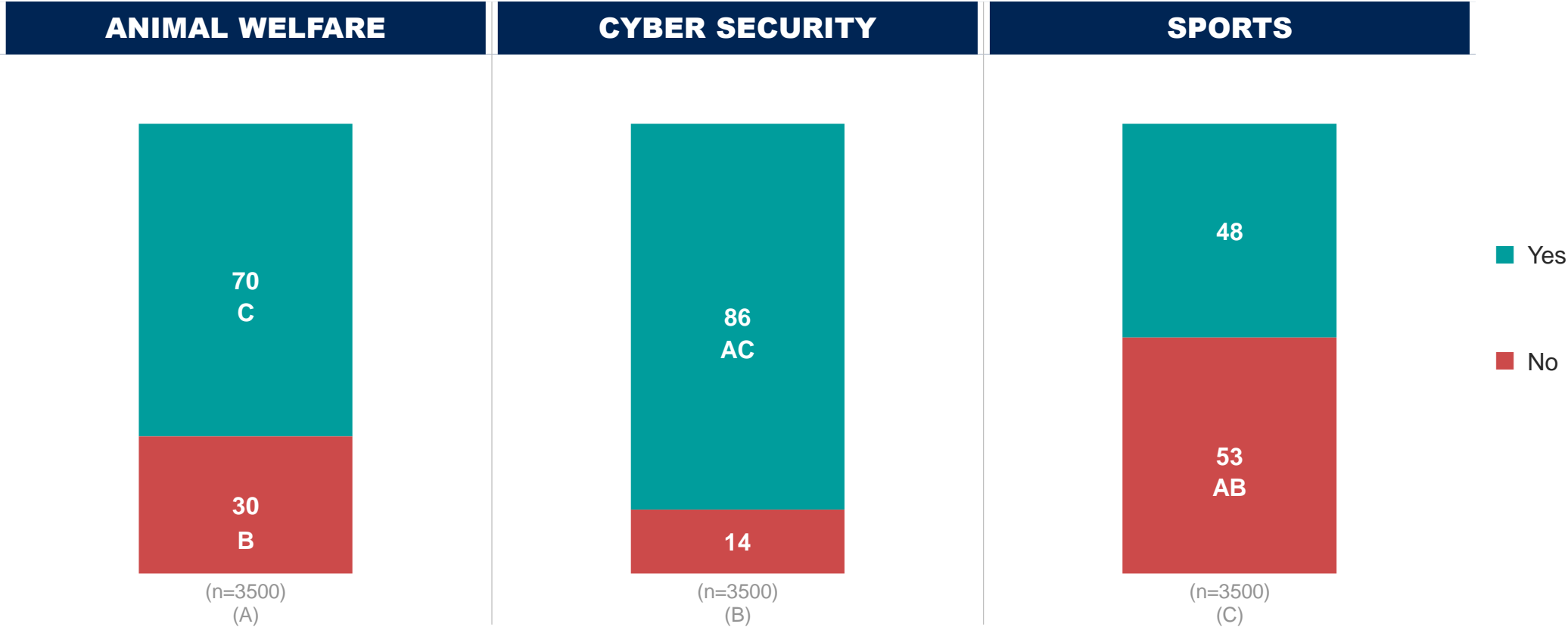
2.2

2. RESULTS

OPINION ABOUT A EUROPEAN COMMISSIONER FOR ANIMAL WELFARE, SPORTS AND CYBER SECURITY

The support for a European Commissioner for cyber security and animal welfare is the highest. European citizens are less inclined to support a European Commissioner for Sports.

“Do you think there should be a European commissioner for ... ?”



Base: Top 10 largest EU counties 2024 (n=3500)
Question: Q2a. Do you think there should be a European commissioner for Animal Welfare?
Q3a. Do you think there should be a European commissioner for Cyber Security?
Q4a. Do you think there should be a European commissioner for Sports?

CONCLUSIONS

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CONCLUSIONS

1

EU citizens are well aware that there isn't currently an EU commissioner for Animal Welfare.

In all European countries, the majority of citizens are aware that there is currently not an EU commissioner for Animal Welfare.

2

The majority of the citizens is in favour of an EU commissioner in every country.

Even though there is more support for an EU commissioner in one country compared to another country, in all countries more than 60% of the citizens support it. The support is highest amongst citizens from Sweden and Italy.

3

The support for a European commissioner for Animal Welfare is higher amongst young Europeans (18-34 y.o.) and women.

THANK YOU!

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