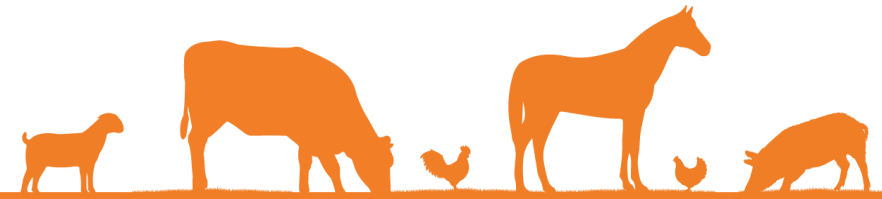




Antimicrobial Resistance Global Public Polling



Conducted by Flood + Partners, August 2020

Background and research objectives

World Animal Protection plan to raise the issue of AMR (antimicrobial resistance) to help improve the lives of farm animals worldwide.

Specific research objectives were to:

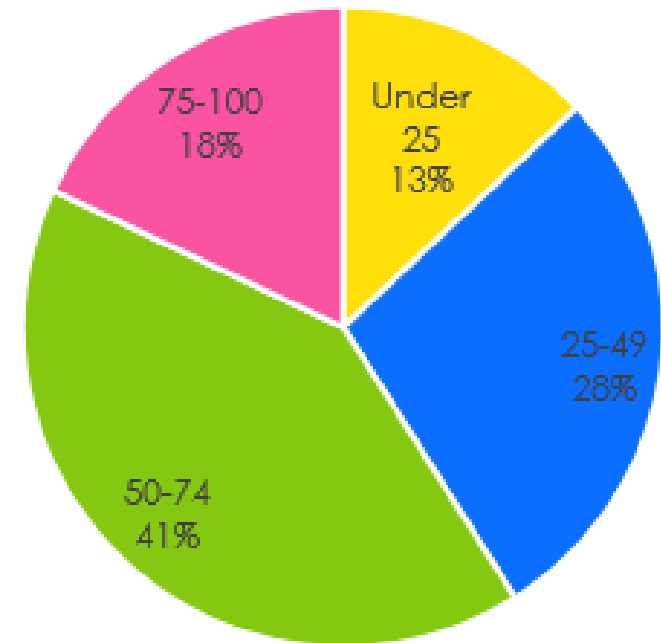
- Gain an understanding of people's knowledge and attitudes towards antimicrobial resistance
- Explore sentiments towards the use of antibiotics in farming (and role of retailers)
- Gauge concerns around human health impacts

Polling was conducted with over 15,700 individuals in UK, USA, Canada, Australia, New Zealand, Thailand, Spain, Kenya, India, Netherlands, Denmark, Sweden, Brazil, Mexico and Indonesia.

Vast majority under-estimate the amount of antibiotics that go to farm animals



- On average people guess **52%** of the world's antibiotics are used on farm animals
- The actual figure (provided by World Animal Protection) is **75%** ...
- **82%** of people think that it's under 75%
- The figure is 80% or over in all markets (except Thailand – 67%)



Q7: what percentage (%) of the world's antibiotics would you say are used on farm animals?

Base: Total

Unprompted comments show current awareness of the issue is low



“**This should be shared** to all people to understand”

“I had never thought much about this issue but having done this survey has **made me more aware** of this”

“**I didn't know** they used antibiotics”

“the **public needs to be educated** about animal welfare”

“**gave me great insight** in the ways animal treatment in farms could affect society on the whole”

“Very good survey, **has made me much more aware** of animal health and the quality of our food chain, thank you.”

“**I was not aware** of the full extent of antibiotics use in livestock until I saw it here. Thank you for bringing it to my attention.”

“**Folk need to know more** as what we don't know doesn't bother us”

Q: If you have any comments on any aspect of this study please enter them here

The vast majority feel that over-using antibiotics is wrong



Risking the rise of superbugs by overusing antibiotics in farm animals is ...

%



Q11. What do you think is right or wrong when it comes to the farming of animals?

Base: Total

The idea of superbugs coming from farm animals is a big concern



- In recent years, the overuse of antibiotics has led to the emergence of 'superbugs'
- Knowing that most (75%) of antibiotics are used on farm animals...
- **88%** are concerned about the possibility of 'superbugs' coming from farm animals



Q8. How concerned are you about the possibility of 'superbugs' coming from farm animals?

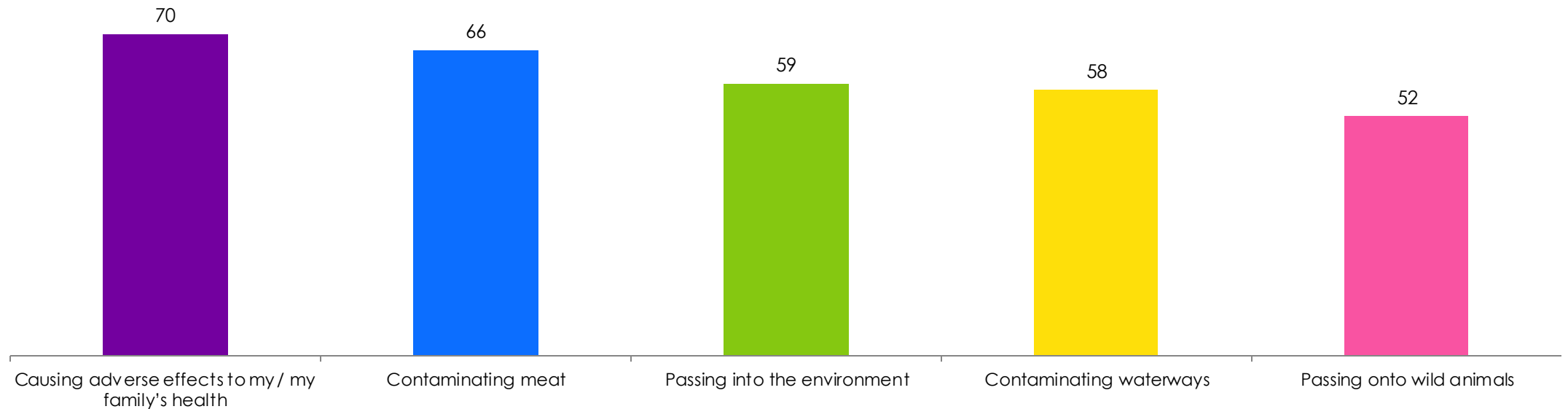
Base: Total



The most concerning element is possibility of adverse effects to 'personal' health

Concern about superbugs from animals ...

%



Q9. Which things concern you?

Base: Total

The possibility of a pandemic originating from farm animals is also a big concern



- Most of us have been impacted in some way by the ongoing coronavirus pandemic...
- **83%** are concerned about the possibility of a pandemic originating from farm animals



Q10. How concerned are you by the possibility of a pandemic originating from farm animals?

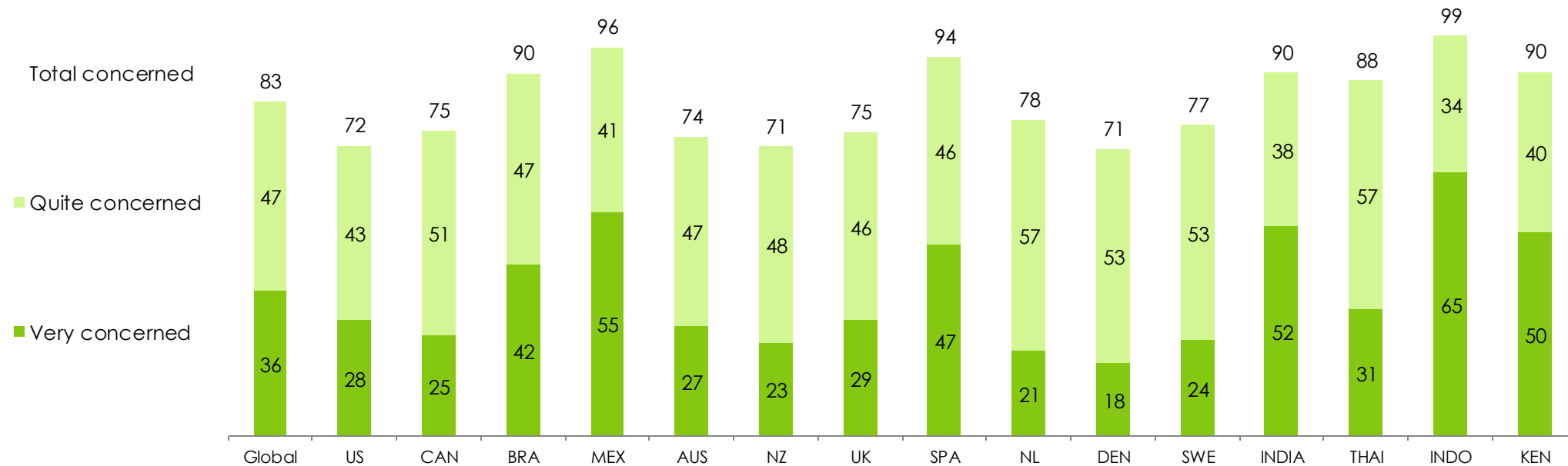
Base: Total

Concern about a pandemic originating from farm animals high in Latin America & Spain



Concern about the possibility of a pandemic originating from farm animals

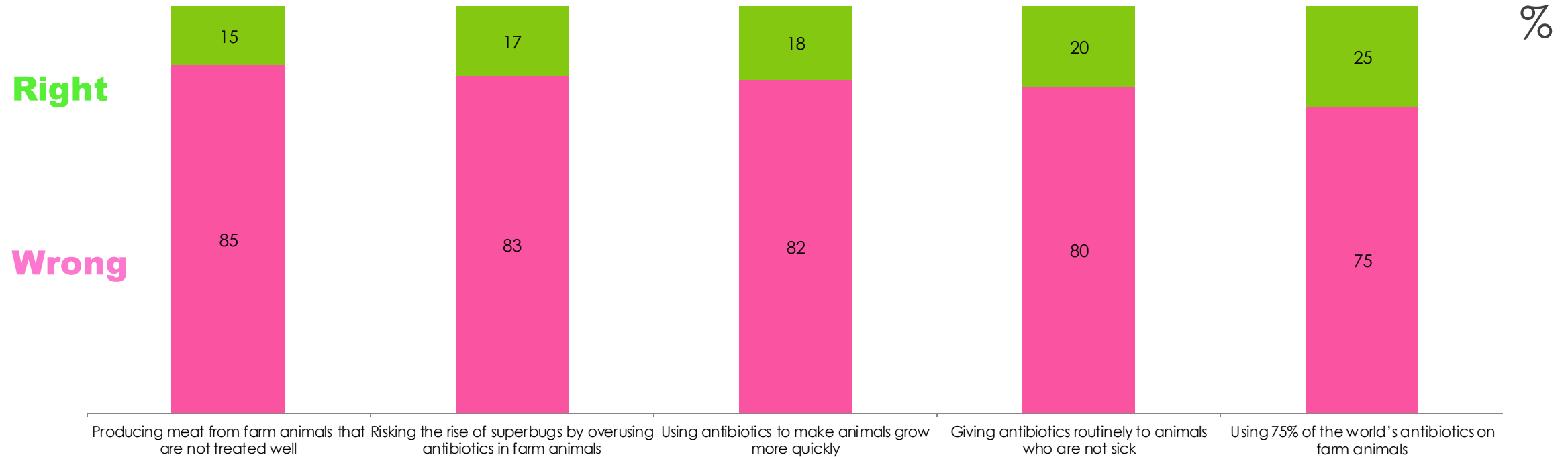
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Q10. How concerned are you by the possibility of a pandemic originating from farm animals?

Base: all

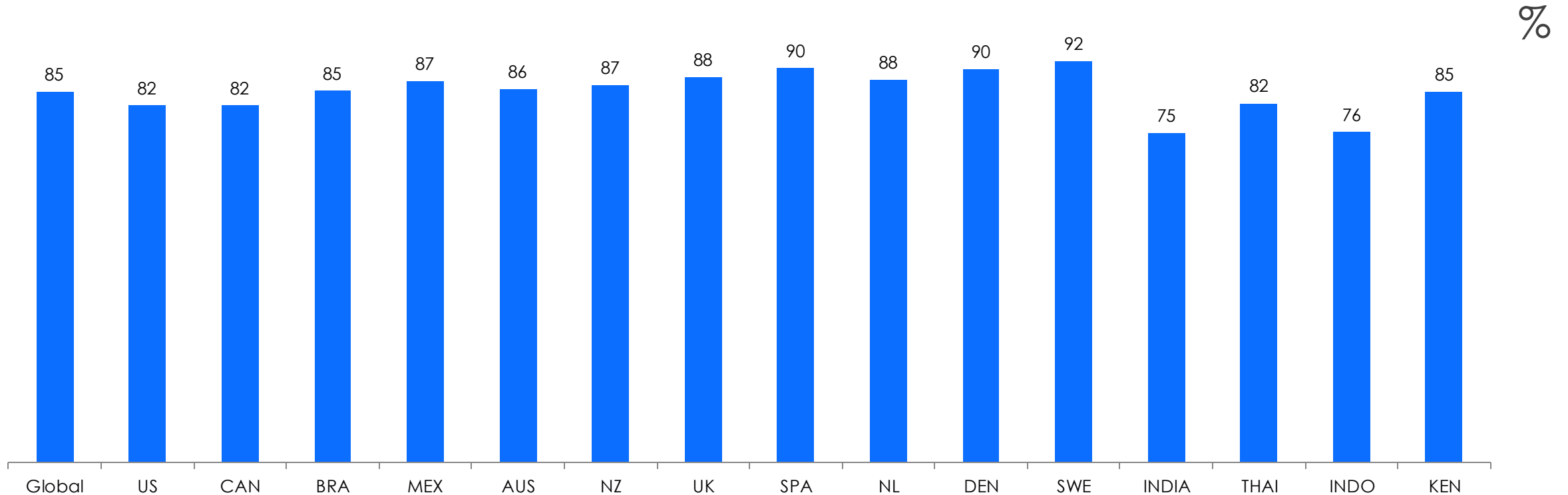
Most agree these things are 'wrong' when it comes to farm animals



Q11. What do you think is right or wrong when it comes to the farming of animals?

Base: all

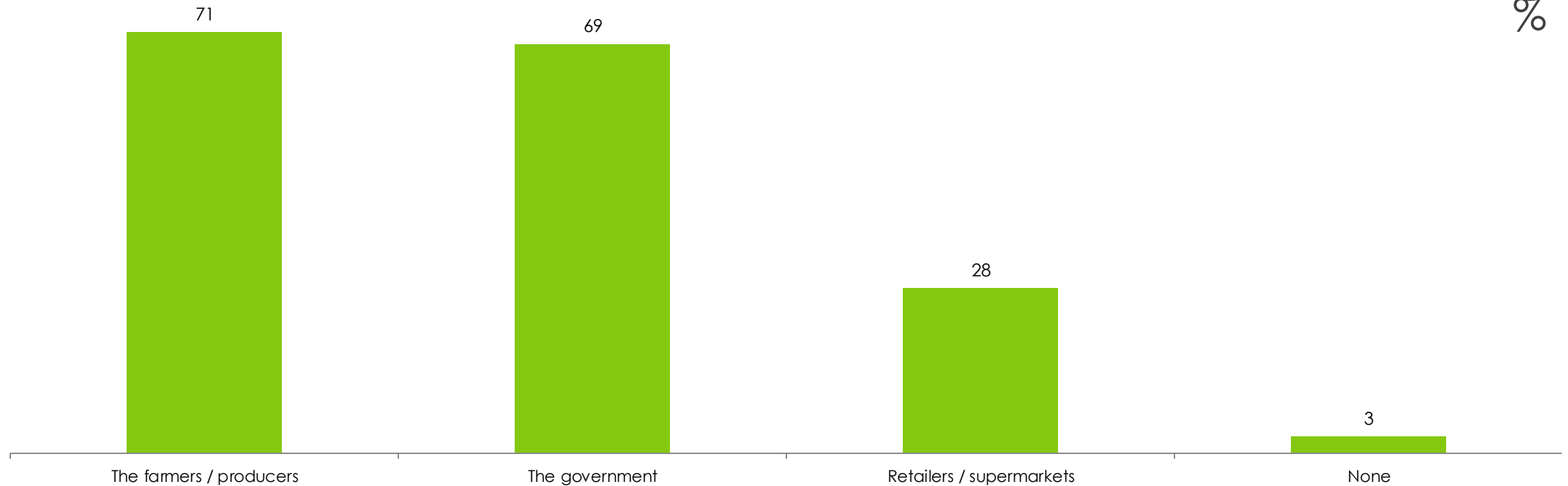
17 out of 20 think antibiotics should only be used on farm animals that are sick



Q12: Do you think antibiotics should only be used on farm animals that are sick?

Base: Total

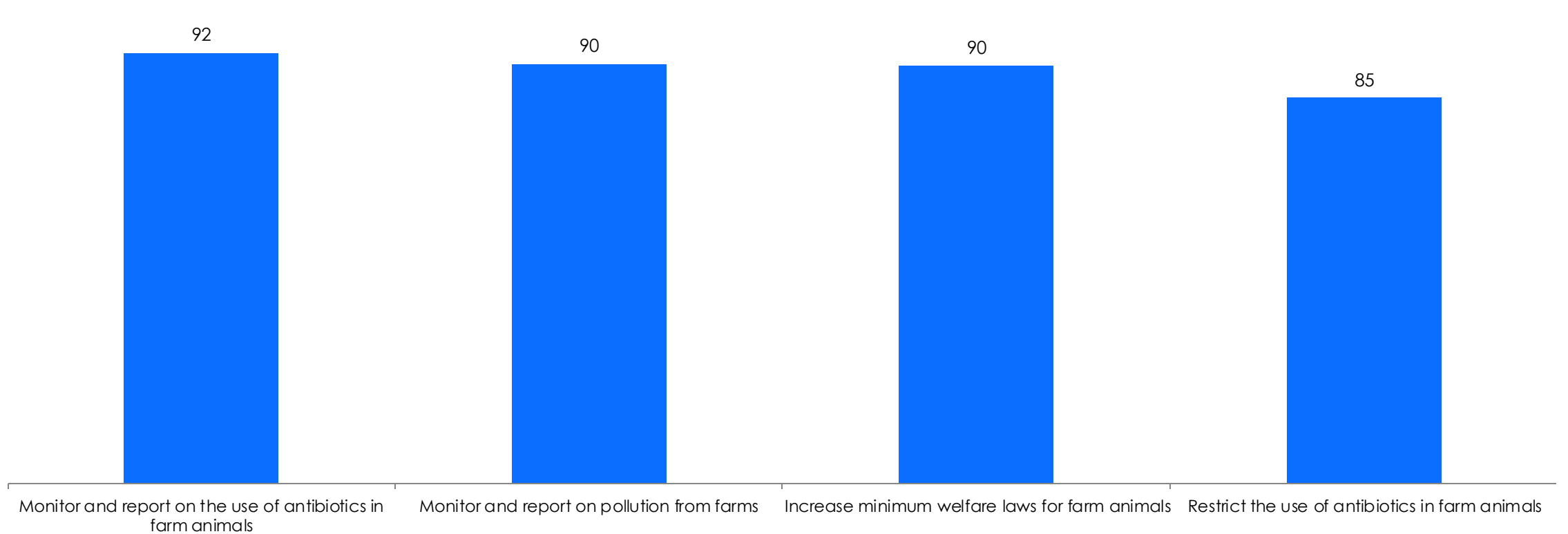
Producers and the government need to do more in relation to antibiotics in farm animals



Q13: Who needs to do more when it comes to the issue of antibiotics in farm animals?

Base: Total

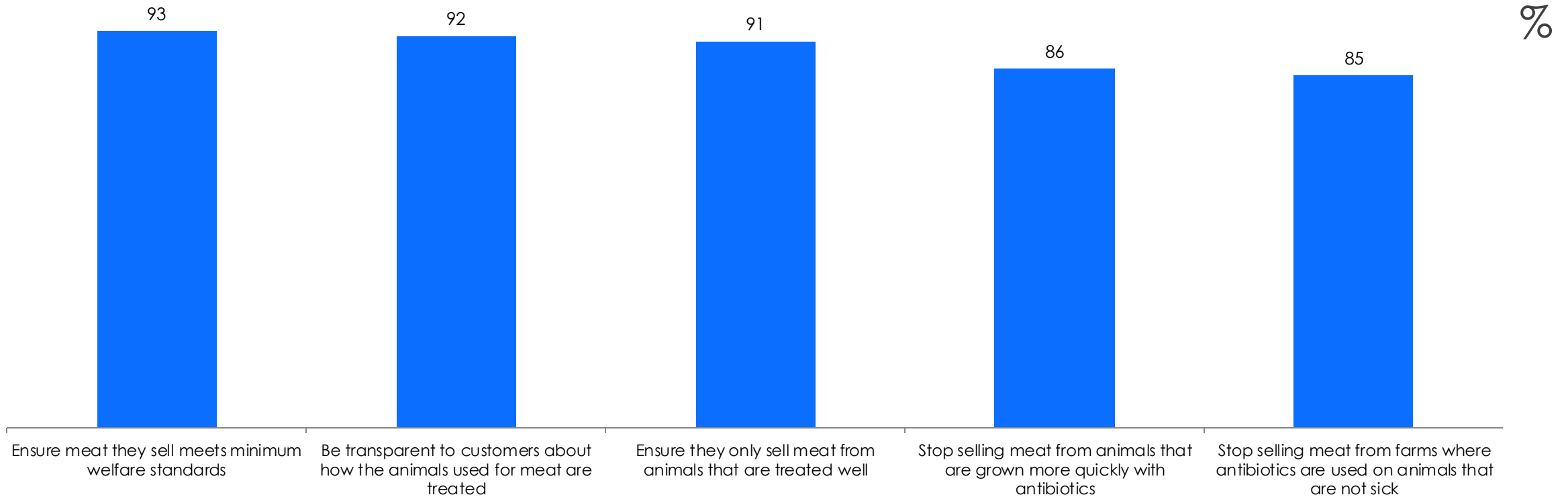
What should governments do?



Q14. Should the government ...?

Base: Total

What should retailers do?



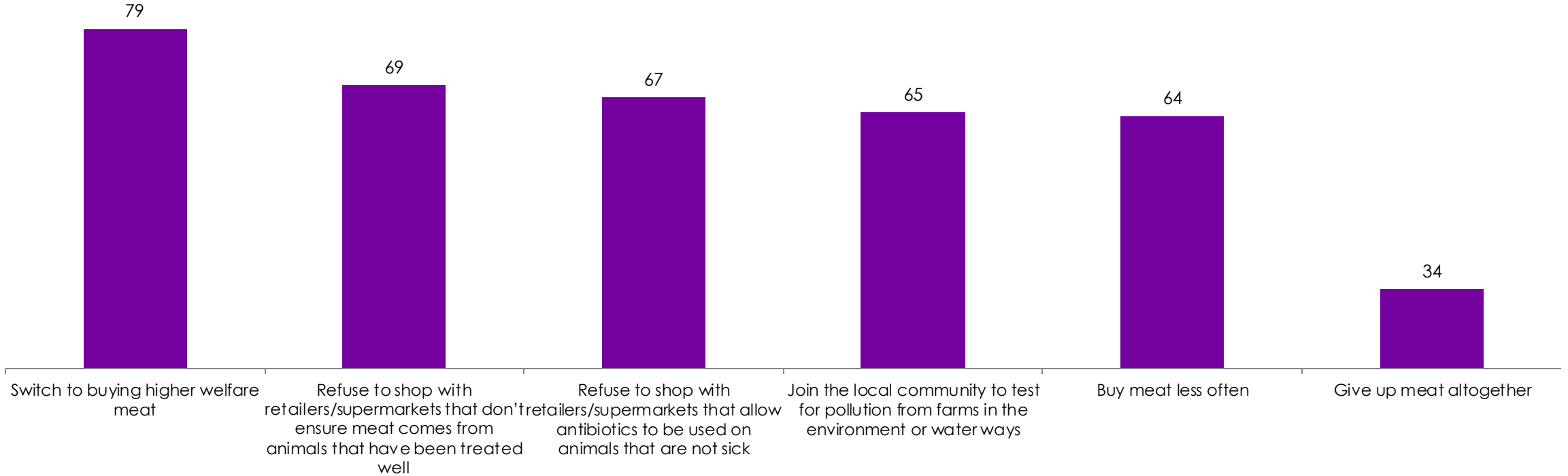
Q15. Should retailers / supermarkets ...?

Base: Total

4 in 5 would be prepared to switch to higher welfare meat



%



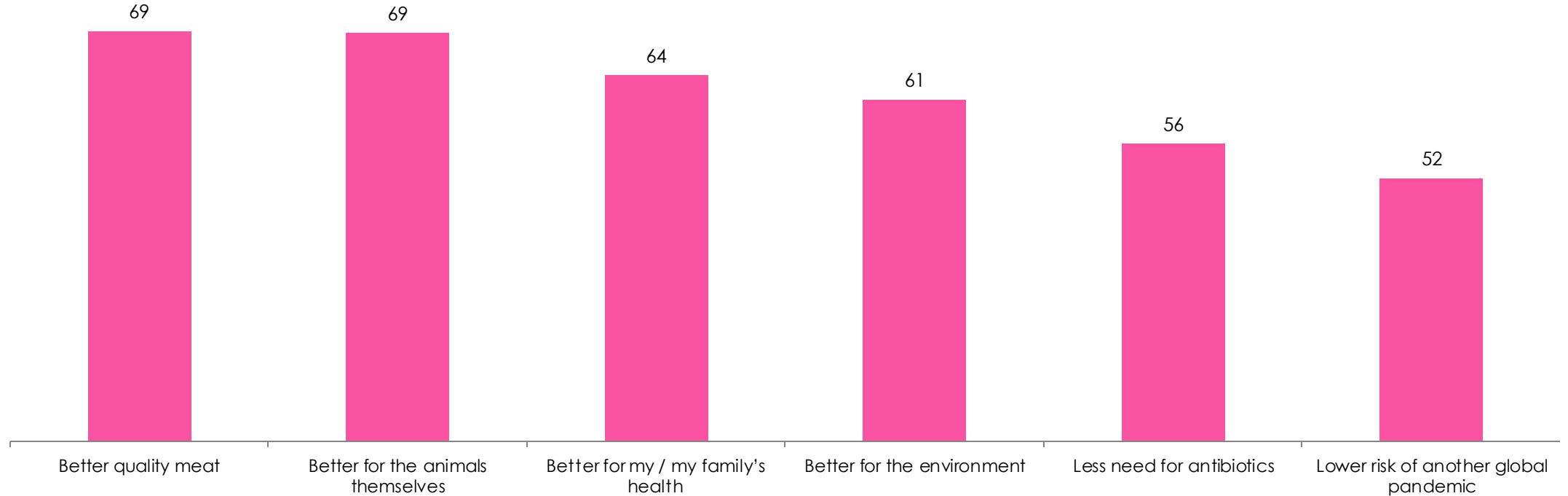
Q16: What would you do?

Base: Total

Benefits of treating farm animals better



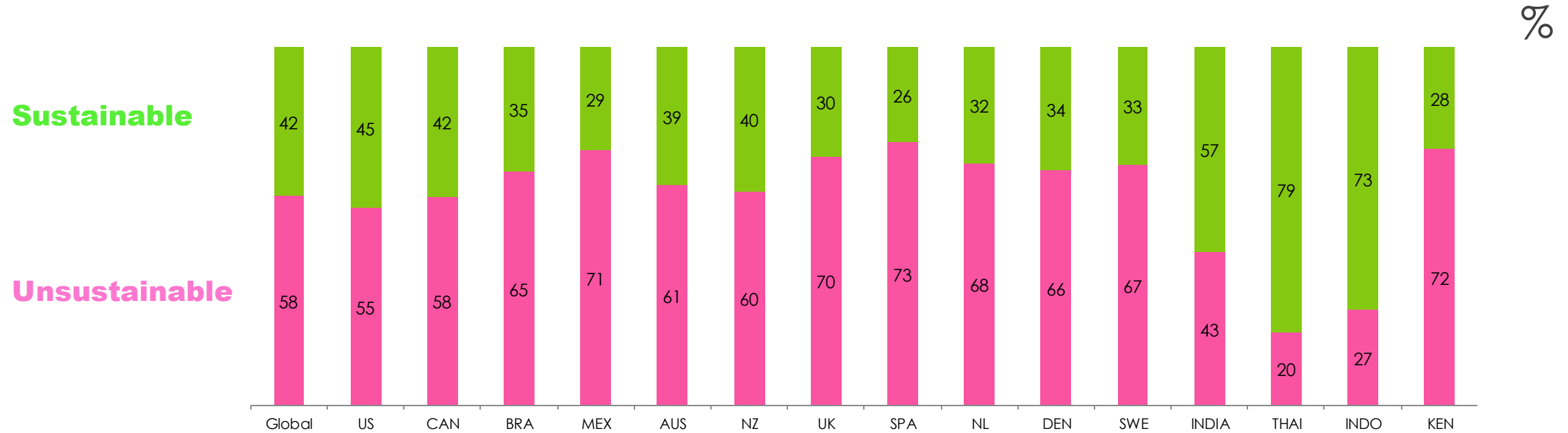
%



Q17: What do you think would be the benefits of treating farm animals better, if anything?

Base: Total

Except in India, Thai and Indo, most feel treatment of farm animals is unsustainable



Q18. Do you feel that the way farm animals are currently treated is sustainable for our health, and the health of the planet?
Base: Total