

Savanta:

Live Animal Transport Polling

2025 Report

savanta.com | Make Better Decisions



Contents

03 **Background and methodology**

08 **Awareness and attitudes**

16 **Expectations for standards and
policy**

20 **Advocacy and support for
legislation**

31 **Country profiles**

51 **Appendix**

Background and methodology

Methodology

Savanta interviewed 8,531 adults online from 20th October to 5th November 2025 across 9 countries:

- Belgium, Cyprus, France, Ireland, Italy, Poland, Portugal, Romania and Spain

Data were weighted in each country to be nationally representative by age, gender and region. See Appendix for detailed breakdown of the total sample and by country.



Background and objectives

The European Commission has recently proposed changes to the rules governing live animal transport, with negotiations now underway in the European Parliament and Council. This research offers timely insight into views across selected EU Member States, providing evidence to support advocacy throughout the negotiation period.

Research Objectives

- To **understand public attitudes and concerns regarding live animal transport**, including views on journey lengths, welfare in extreme weather, and the transport of vulnerable animals.
- To **assess support for specific policy measures and stricter regulations**, such as journey time limits, local slaughter versus live transport, and willingness to accept potential impacts on prices or trade.
- To provide robust data to **inform Eurogroup for Animals' advocacy** during EU legislative negotiations, ensuring public opinion contributes to higher animal welfare standards in transport.

Executive summary (1)

- Awareness of **live animal transport practices** is high across surveyed countries, with nearly three in four (73%) respondents at least somewhat familiar with the concept. However, around one in two (48%) **report limited understanding of current EU regulations**, with **Romania** standing out for higher awareness and **Poland** for greater understanding.
- Over one in two (57%) respondents say **long-distance journeys are never acceptable**, and there is consistent evidence of **support for animal welfare**. More than four in five (82%) express **concern for animals during transport**, and there is widespread agreement that **extreme weather** (89%) and the transport of **very young or pregnant animals** (83%) pose significant welfare risks, driving calls for **stricter rules and safeguards** (84%).
- Opinions on journey length are strong, with about one in three (31%) saying **live animals should not be transported long distances at all**, with a similar proportion (31%) supporting a **strict four-hour limit**.
- **Confidence in existing EU standards is low**, with fewer than one in four (22%) convinced that protections are adequate. However, confidence increases among those that say they have a high understanding of the rules, suggesting an issue around **communication of regulations** rather than their substance.

Executive summary (2)

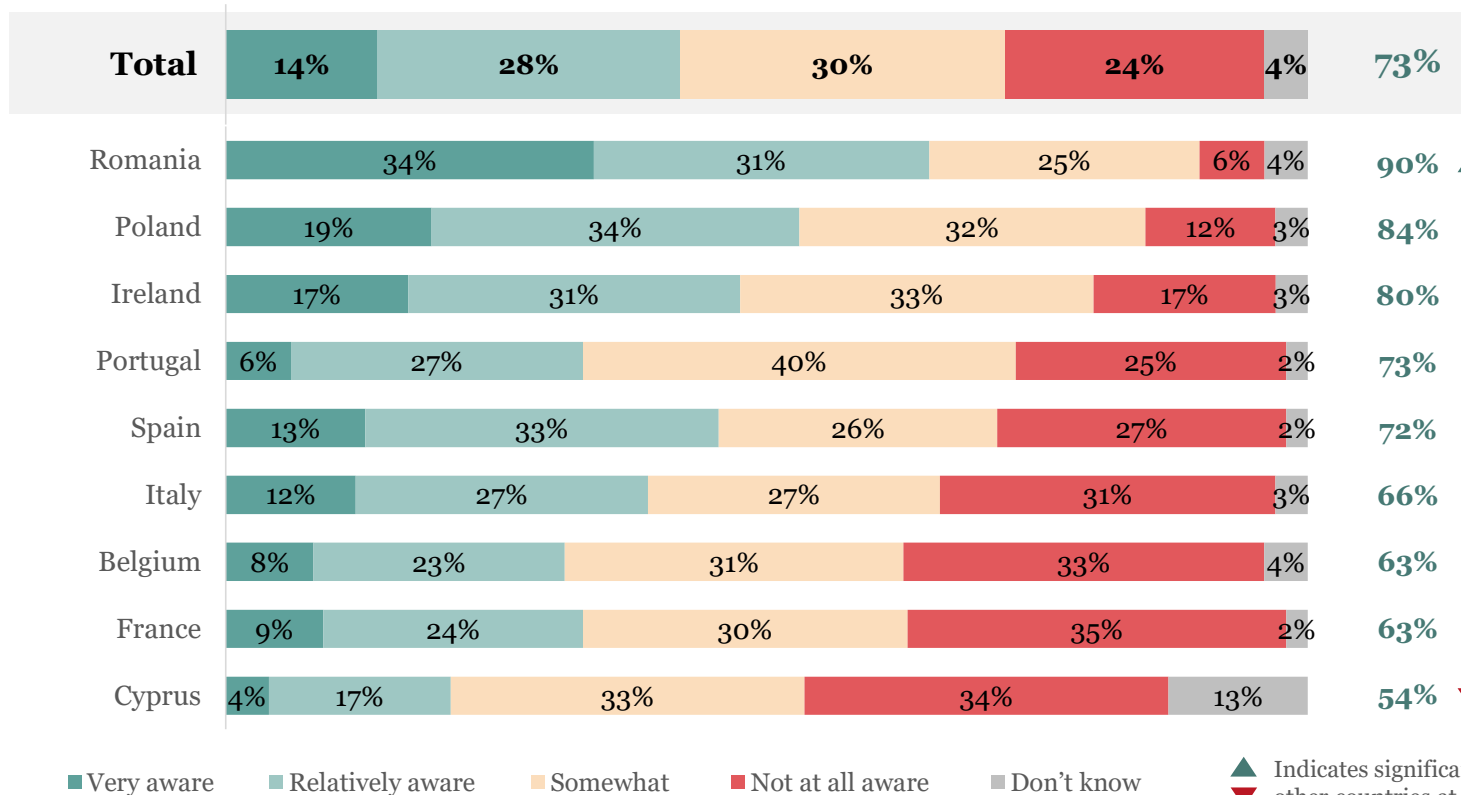
- Policy preferences centre on **robust enforcement**, with around two in five calling for **stronger penalties** (43%) and **journey time caps** (40%). Around one in two (46%) believe **special provisions may be justified in emergencies**, but nearly one in five (18%) **favour applying the same rules at all times**.
- The public shows **readiness for consumer impact**. Nearly two in three (64%) say they are **likely to pay more for products from animals with high welfare standards** during transport. Faced with stricter EU rules, respondents indicate they are willing to accept **higher prices** (64%) and **reduced availability of animal products** (59%) if animal welfare is at stake.
- Support for **enforcing national and EU laws** is strong, especially in **Italy (81%)** and **Portugal (77%)**, countries that also exhibit high concern about the possible weakening of transport standards (78% and 84% respectively). Respondents place **responsibility** for welfare during transport with **national governments** (50%) and **EU authorities** (48%). However, **confidence in national enforcement is low** (32%), indicating a potential role for EU legislation.
- **Animal welfare is central in shaping political opinions** for over one in three (37%) respondents, with those in Belgium most likely to factor it into political decisions. More than one in two (54%) say their opinion of a **political party would worsen** if it failed to support improvements to live animal transport standards.

Awareness and attitudes

Nearly three in four (73%) respondents say they are at least somewhat aware of the practice of 'live animal transport', with Romania having the highest awareness among surveyed nations

Awareness of the practice of 'live animal transport'
 % selecting, total and by country, ranked by NET: Very/relatively aware

NET: At least somewhat aware



Men are significantly more likely than women to say they are at least somewhat aware of the practice of 'live animal transport' (75% vs 70%).

Younger **respondents aged 16-34 and 35-54** are significantly more likely than those aged 55+ to say they are least somewhat aware of 'live animal transport' (78% and 77% vs 67%).

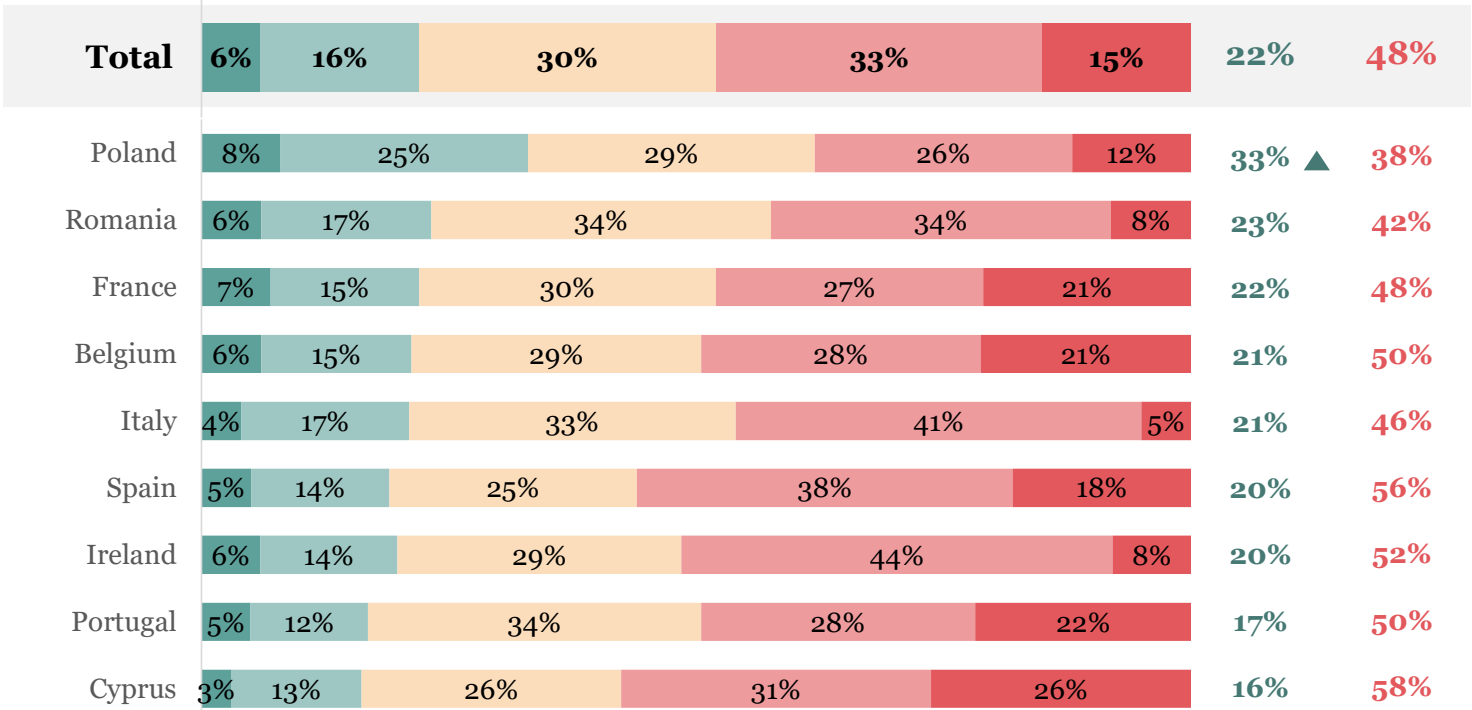
Respondents in **Romania** are significantly less likely than all other surveyed nations to say they are not at all aware of 'live animal transport' (6%).

Q1. To what extent are you aware of the practice of 'live animal transport' – where animals are moved between countries for slaughter or farming purposes?
 Base: All respondents (8,513), Belgium (1,000), Cyprus (504), France (1,001), Ireland (1,002), Italy (1,002), Poland (1,000), Portugal (1,000), Romania (1,002), Spain (1,002)

Nearly one in two (48%) respondents say have either don't understand the current rules on live animal transport in the EU or have never heard of them. However, understanding is notably higher in Poland

Understanding of current EU animal transport rules
 % selecting, total and by country, ranked by NET: Very/quite well

NET: Very/quite well
 NET: Not well/ Never heard



Respondents from **Cyprus** are significantly more likely than any other surveyed country to say they have **never heard** of the current rules on live animal transport in the EU (26%).

Men are significantly more likely than women to say they understand current rules at least 'quite well' (24% vs 20%).

Younger **respondents aged 16-34 and 35-54** are significantly more likely than those aged 55+ to say they understand current rules at least 'quite well' (30% and 24% vs 15%).

Very well, Quite well, Somewhat, Not well, Never heard of these rules

▲ Indicates significant differences against other countries at 95% confidence level

10 Q3. How well do you feel you understand the current rules on live animal transport in the European Union (EU)? Base: All respondents (8,513), Belgium (1,000), Cyprus (504), France (1,001), Ireland (1,002), Italy (1,002), Poland (1,000), Portugal (1,000), Romania (1,002), Spain (1,002)

Over one in two (57%) say that long distance travel of live animals is not acceptable regardless of the circumstances

Which of the following best reflects your views?

% selecting, total



Respondents from **Cyprus** are significantly more likely than all other surveyed countries to say they have **no strong opinion** (31%).

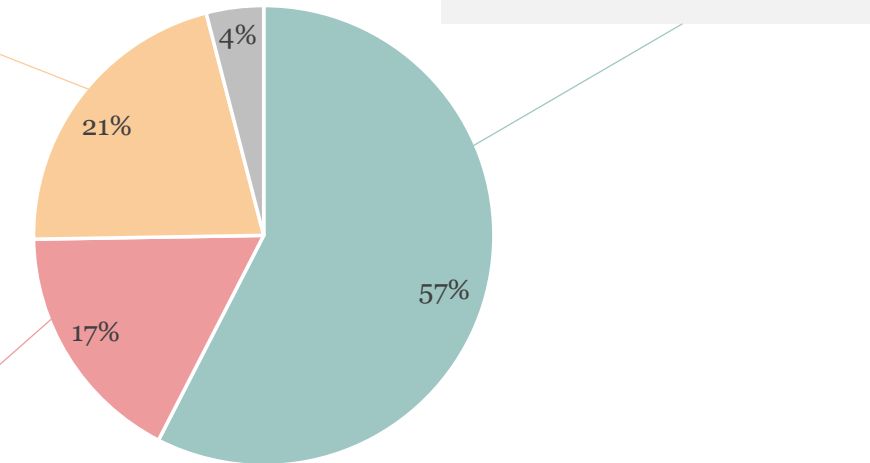
Only 5% of respondents in **Italy** say they have no strong opinion, significantly less than all other surveyed nations



Respondents from **Spain** are most likely to say it is **acceptable** to transport live animals long distances (22%), significantly higher than all surveyed countries aside from **Poland** (19%).



Respondents from **Italy** are significantly more likely than all other surveyed countries to say that long distance travel of live animals is **not acceptable** regardless of the circumstances (71%).



- Long distance transport of live animals is not acceptable, regardless of the circumstances
- It is acceptable to transport live animals long distances
- I have no strong opinion

Cyprus and **Spain** are the only surveyed countries in which less than a majority of participants said long distance travel of live animals is **not acceptable** regardless of the circumstances (47% and 50%).

Women are significantly more likely than men to say that long distance travel of live animals is **not acceptable** regardless of the circumstances (63% vs 52%).

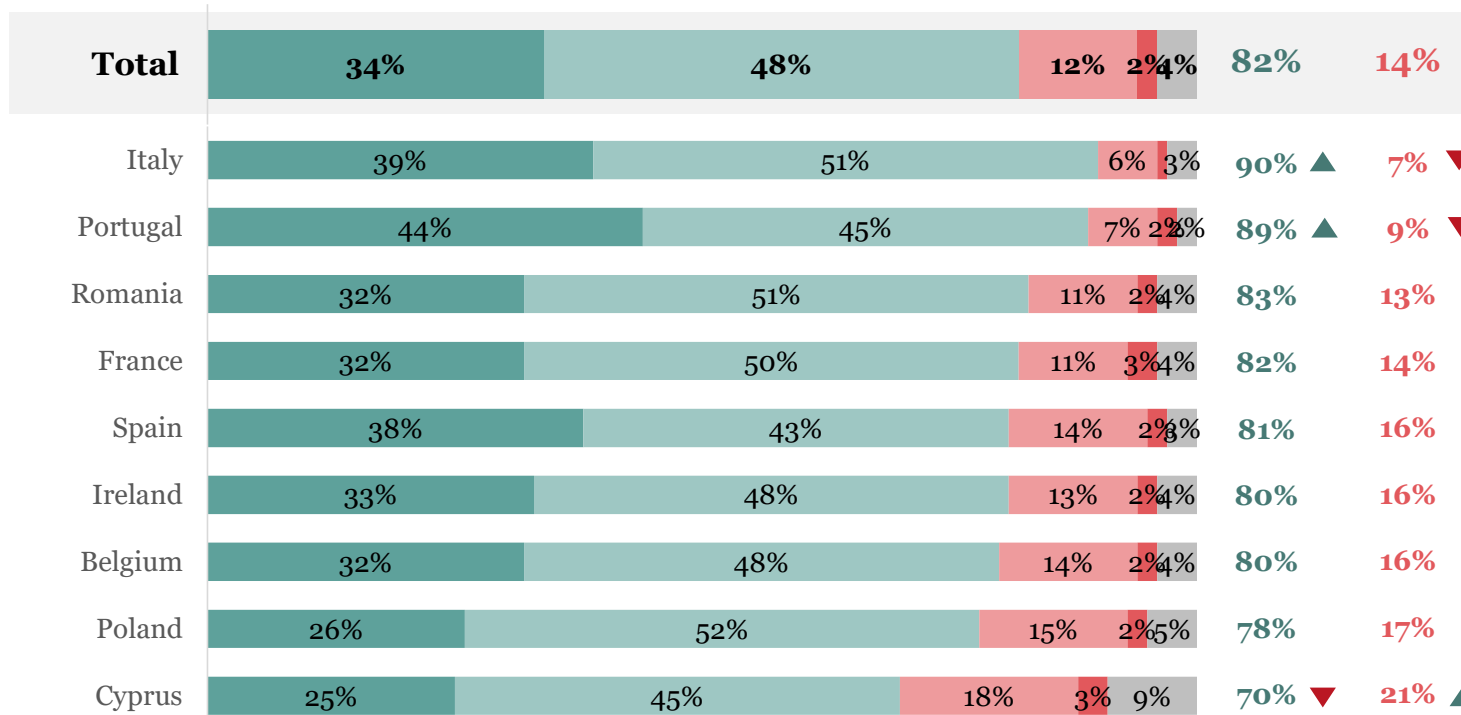
Respondents aged 55+ are significantly more likely 35-54- and 16-34-year-olds to say that long distance travel of live animals is **not acceptable** regardless of the circumstances (59% vs 57% and 56%).

Over four in five (82%) respondents say there are at least quite concerned about the welfare of animals during live transport

Concern for animal welfare during live transport

% selecting, total and by country, ranked by NET: Concerned

NET: Concerned
NET: Not concerned



Women are significantly more likely than men to say there are at least 'quite concerned' about the welfare of animals during live transport (86% vs 77%).

Diet is strongly related to levels of concern for animal welfare during live transport. 95% of **vegan or plant-based** respondents say they are at least 'quite concerned' compared to 88% of **pescatarians** and 85% of **vegetarians**. All three groups are significantly more likely to express concern than those who eat all types of meat and animal products (82%).

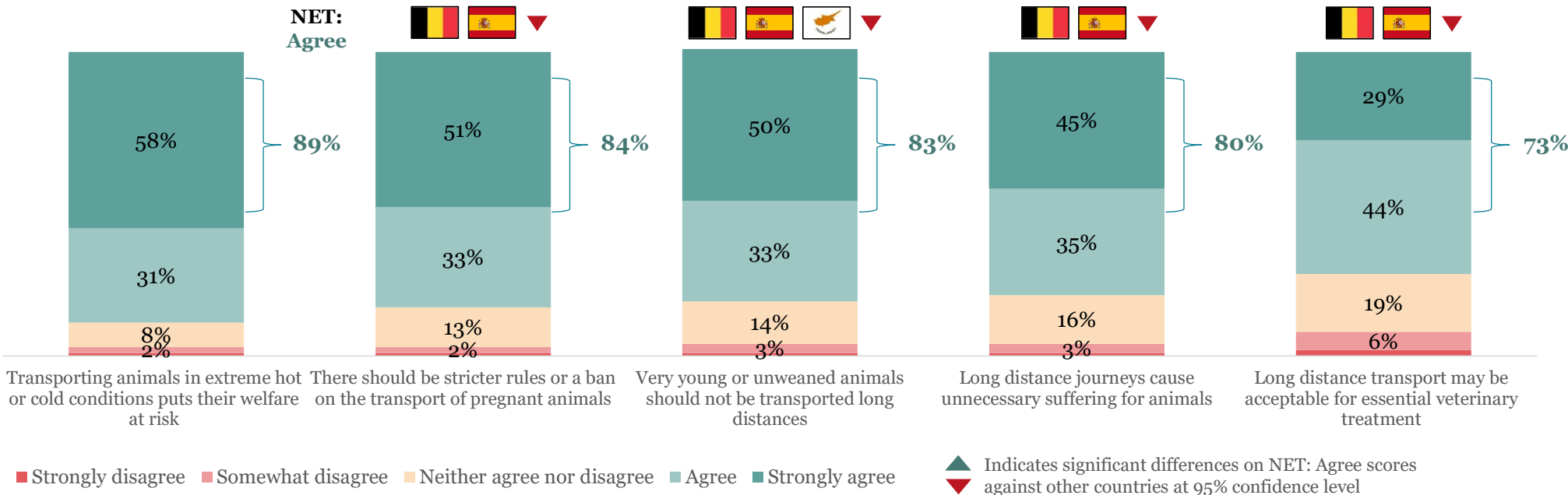
■ Very concerned ■ Quite concerned ■ Not very concerned ■ Not at all concerned ■ Don't know

▲ Indicates significant differences against other countries at 95% confidence level
▼

Respondents widely agree with a range of statements about live animal transport, such as that extreme weather conditions put animals at risk, very young animals should not be transported long distances, and there should be stricter rules on the transport of pregnant animals

To what extent do you agree or disagree with the following statements?

% selecting, total

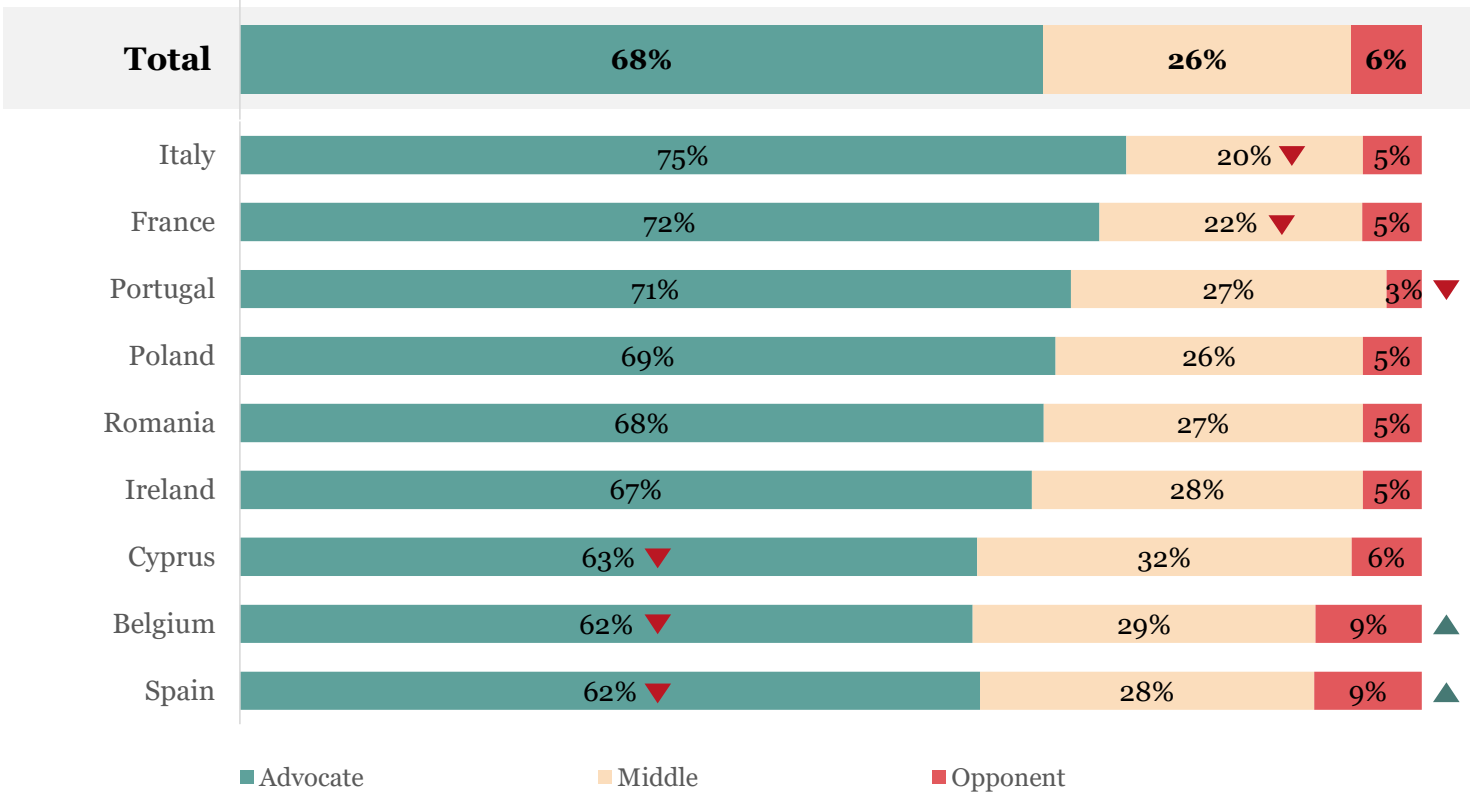


13 Q7. To what extent do you agree or disagree with following statements? Base: All respondents (8,513), Belgium (1,000), Cyprus (504), France (1,001), Ireland (1,002), Italy (1,002), Poland (1,000), Portugal (1,000), Romania (1,002), Spain (1,002)

Two in three (68%) respondents are ‘advocates’ on live animal transport issues

Segmentation

% selecting, total and by country



Segmentation approach

Each respondents received a score (0–21 pts) based on their:

- **Acceptability** of live animal transport (Q5)
- **Level of concern** about animal transport (Q6)
- **Agreement with statements** on animal welfare (Q7)

Segments:

- **Advocate** (14–21): Strongly opposed and highly concerned about animal transport
- **Middle** (8–13): Moderate or mixed views
- **Opponent** (0–7): Accepting and less concerned about animal transport

Women are significantly more likely to be ‘advocates’ than men (74% vs 61%).

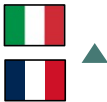
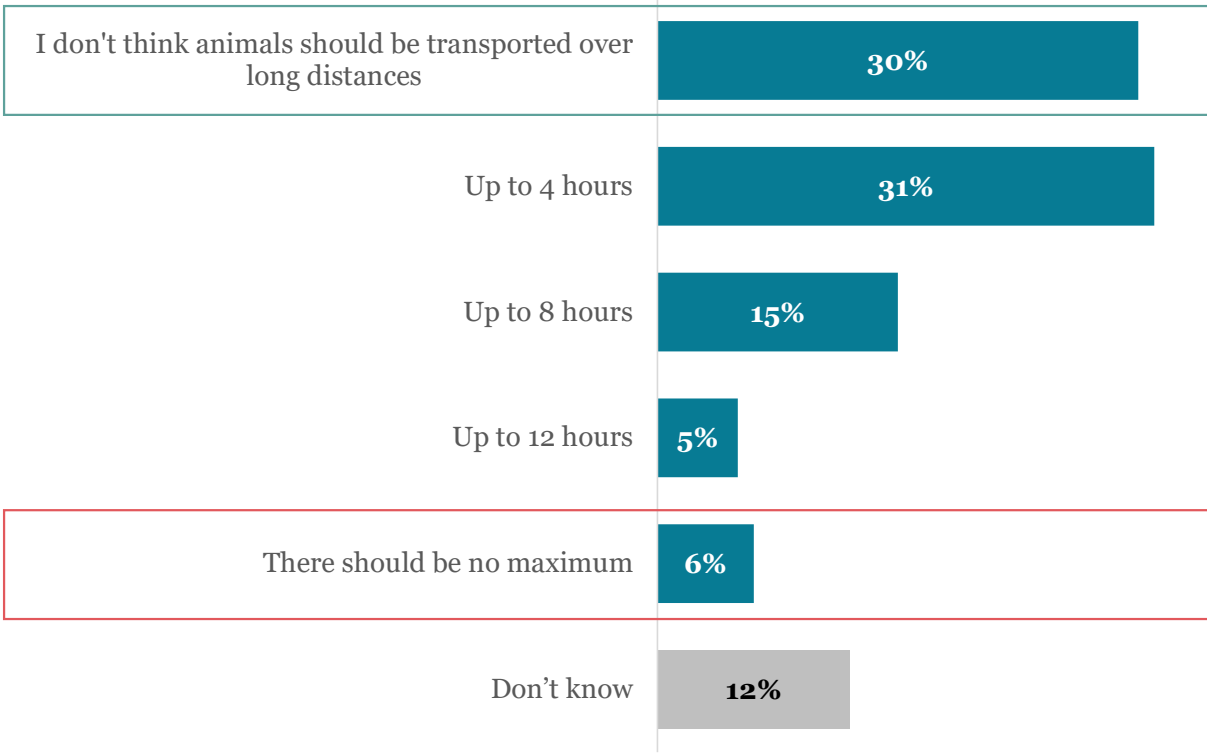
There are **no significant differences** in segmentation scores across age groups.

Those with **modified diets** are significantly more likely to be ‘advocates’: 86% of those following a plant-based diet, 72% of vegetarians, and 71% of pescatarians, compared to 68% of those that eat all meat products.

Around a third (30%) of respondents say they don't think animals should be transported over long distances, with a similar proportion saying journeys should be limited to 4 hours

What do you think should be the maximum journey time allowed for live animal transport?

% selecting, total



Respondents from **Italy** and **France** are significantly more likely than all other surveyed countries to say that they don't think animals should be transported over long distances (38% and 34%).

Women are significantly more likely than men to say that they **don't think** animals should be transported over long distances (36% vs 24%).

Respondents aged 55+ and 35-54 are significantly more likely 16-34-year-olds to say to say that they **don't think** animals should be transported over long distances (32% and 31% vs 25%).

However, respondents aged 55+ are also significantly more likely than other age groups to say **there should be no maximum** journey time allowed, highlighting a polarised stance.

▲ Indicates significant differences against other countries at 95% confidence level

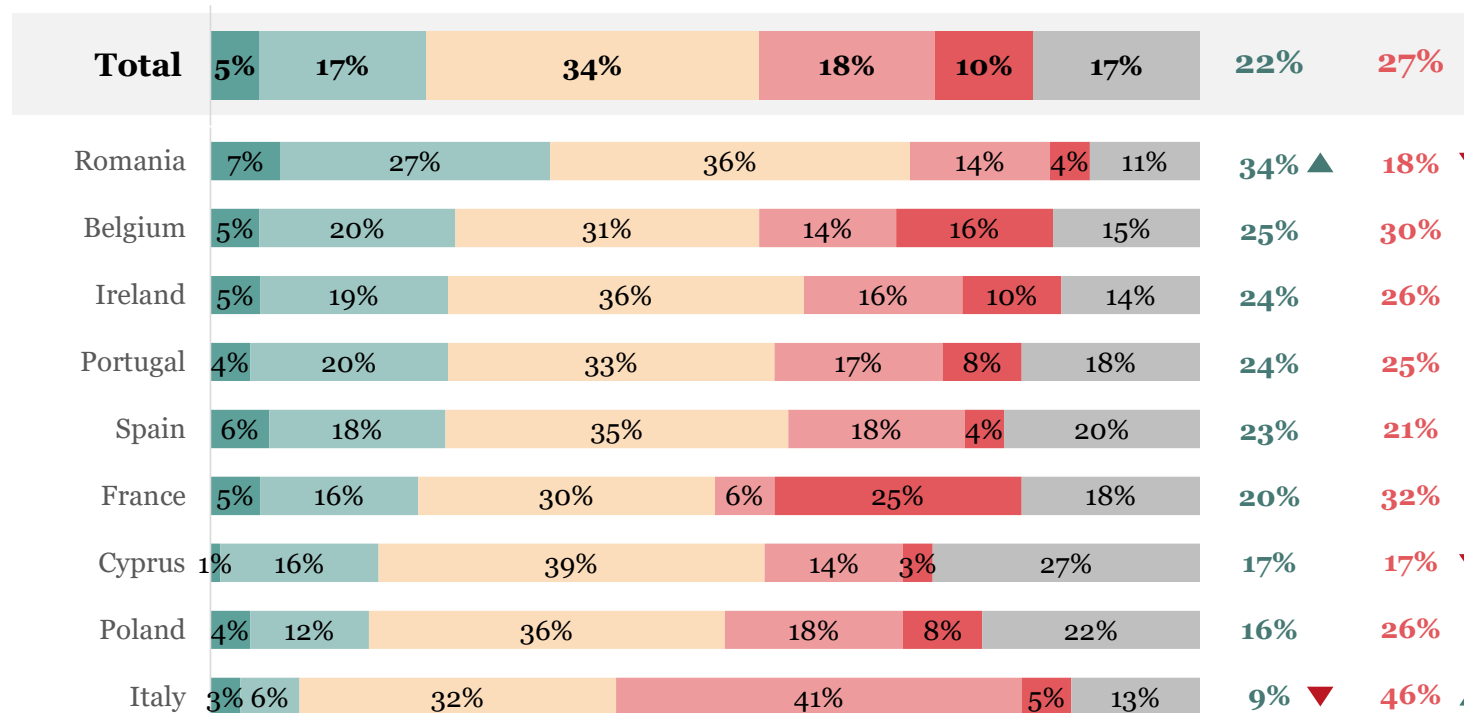
Expectations for standards and policy

Less than one in four (22%) respondents have high belief that current EU standards sufficiently protect animals during transport. However, belief in their adequacy is higher among those with a high understanding of the rules

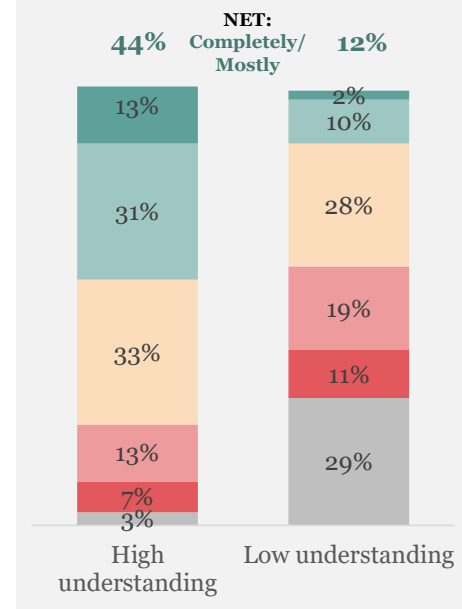
Belief in current EU animal transport standards

% selecting, total and by country, ranked by NET: Completely/mostly

NET: Completely/ Mostly
NET: A little/ Not at all



% selecting, total, subgroup analysis based on understanding of current EU live animal transport rules (Q3)



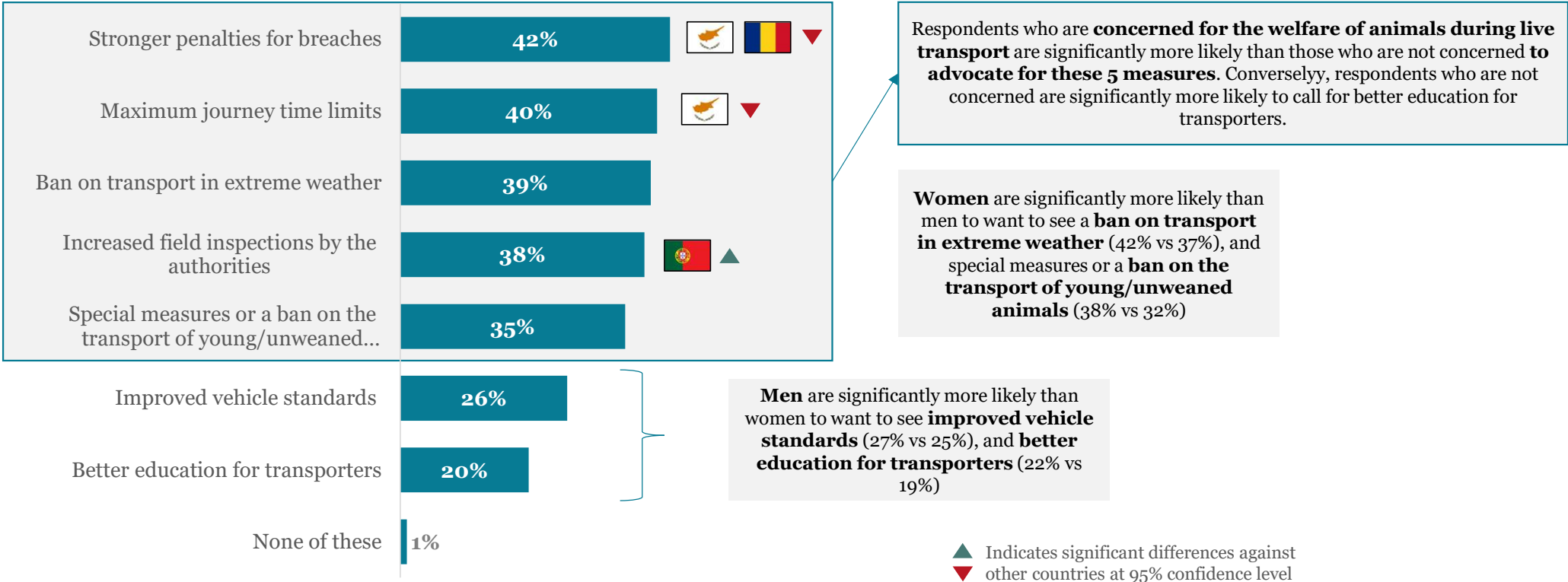
■ Completely ■ Mostly ■ Somewhat ■ A little ■ Not at all ■ Don't know

▲ Indicates significant differences against other countries at 95% confidence level
▼

Stronger penalties for breaches and maximum journey limits are the most popular measures respondents would like to see enforced for live animal transport

Which of the following measures would you most like to see enforced for live animal transport?

% selecting, total

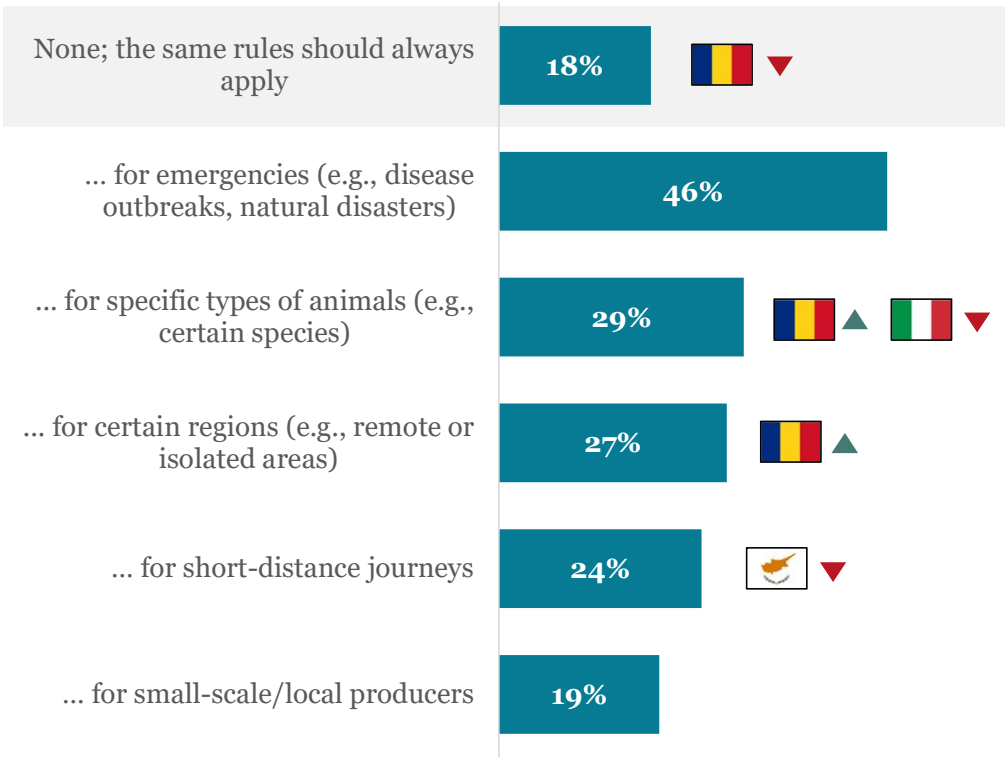


18 Q15. Which of the following measures would you most like to see enforced for live animal transport? Base: All respondents (8,513), Belgium (1,000), Cyprus (504), France (1,001), Ireland (1,002), Italy (1,002), Poland (1,000), Portugal (1,000), Romania (1,002), Spain (1,002)

Nearly one in two (46%) respondents say special provisions to the rules on live animal transport should be allowed for emergencies. Around two in five (18%) believe the same rules should always apply

Which of the following special provisions do you think should be allowed?

% selecting, total



Women are significantly more likely than men to say **no special provisions** to the rules on live animal transport should be allowed (19% vs 16%).

Respondents aged **55+** and **35-54** are significantly more likely than 16-34-year-olds to say **no special provisions** to the rules on live animal transport should be allowed (21% and 17% vs 12%).

The belief that the same rules on live animal transport should always apply is also significantly higher among those **concerned for the welfare of animals during live transport**, and those with a **vegan/plant-based diet**.

Compared to older respondents aged 55+, those aged **16-34** and **35-54** are significantly more likely to call for special provisions for **specific types of animals** (31% and 29% vs 27%) and **certain regions** (28% and 28% vs 25%) to be allowed.

▲ Indicates significant differences against other countries at 95% confidence level
▼

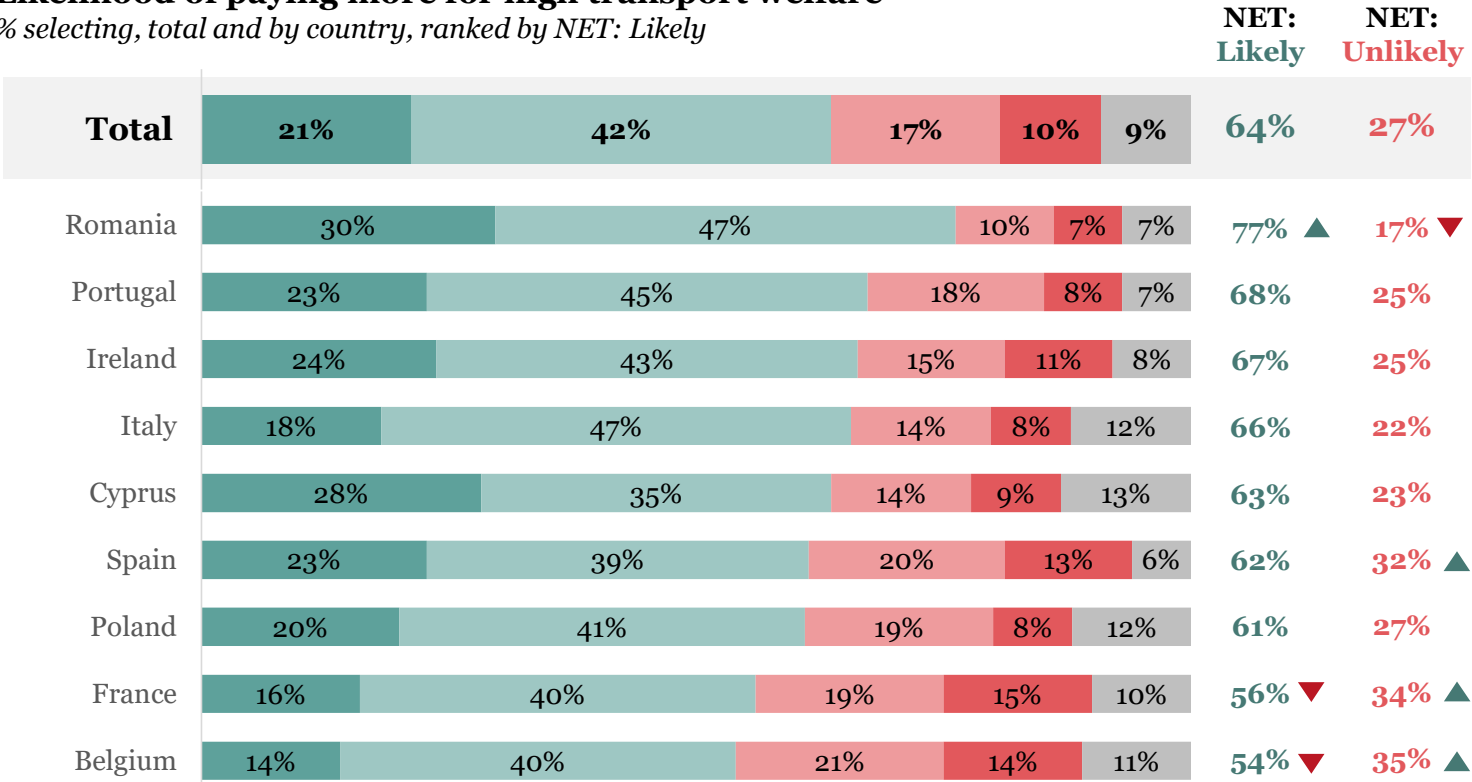
19 Q16. In some cases, special provisions to the rules on live animal transport are proposed. Which, if any, of the following do you think should be allowed? Base: All respondents (8,513), Belgium (1,000), Cyprus (504), France (1,001), Ireland (1,002), Italy (1,002), Poland (1,000), Portugal (1,000), Romania (1,002), Spain (1,002)

Advocacy and support for legislation

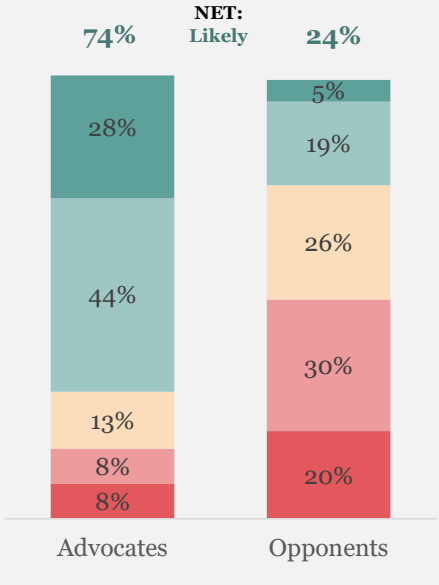
Nearly two in three (64%) say they are likely to pay more for products sourced from animals with high welfare standards in transport

Likelihood of paying more for high transport welfare

% selecting, total and by country, ranked by NET: Likely



% NET: Likely, total, subgroup analysis based on segmentation



■ Very likely ■ Somewhat likely ■ Somewhat unlikely ■ Very unlikely ■ Don't know
▲ Indicates significant differences against other countries at 95% confidence level
▼ Indicates significant differences against other countries at 95% confidence level

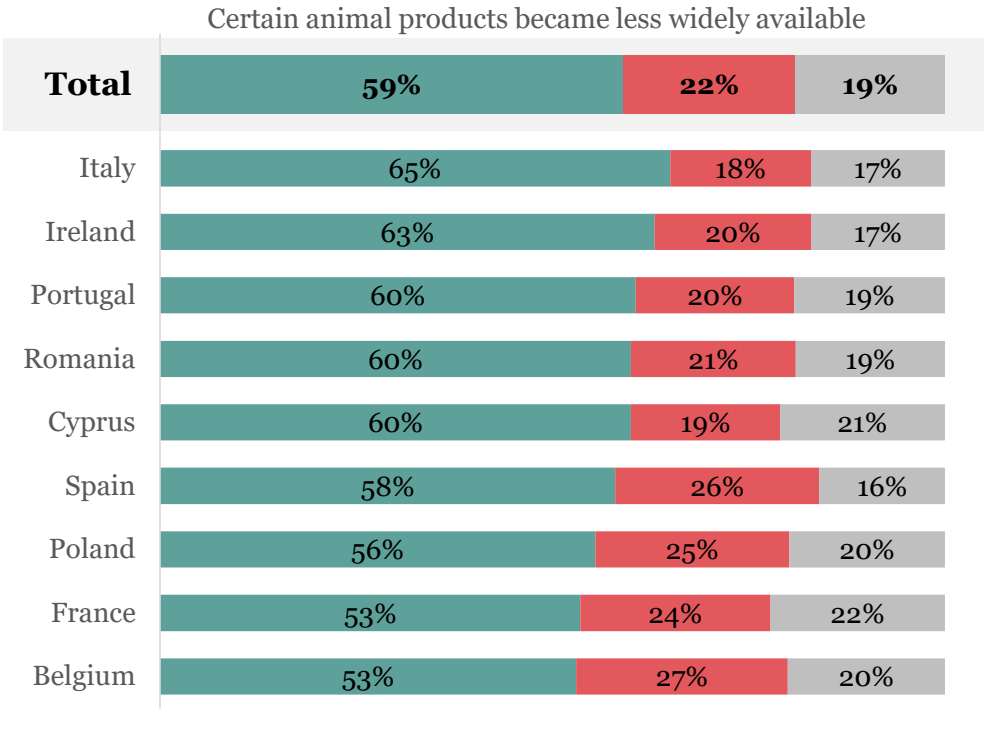
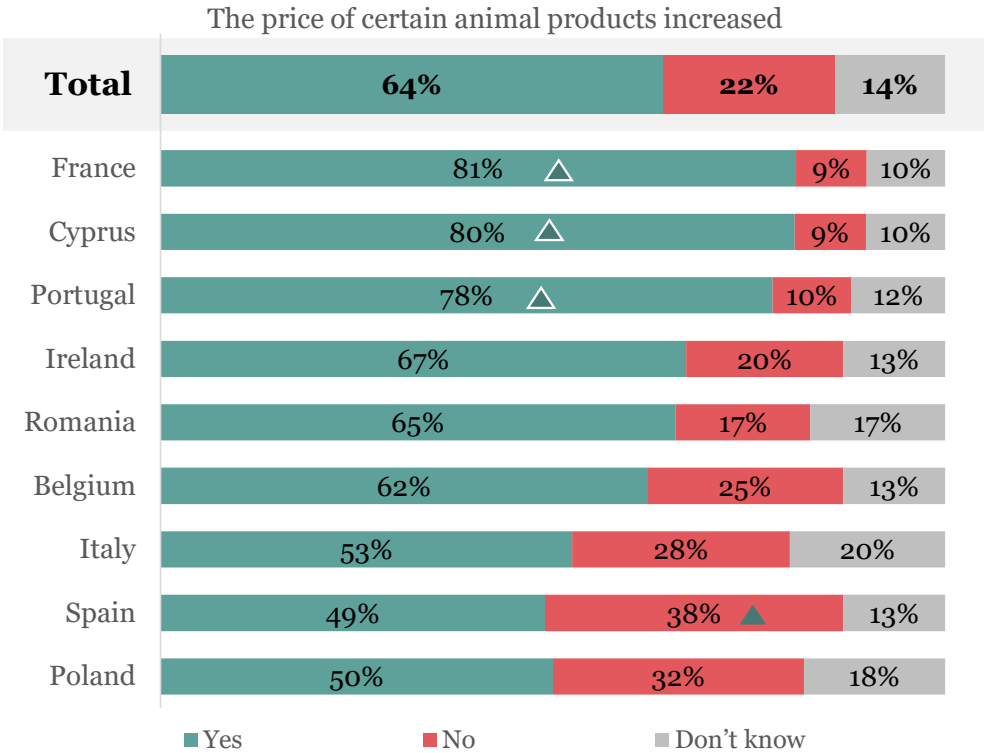
21 Q18. How likely would you be to pay more for products sourced from animals with high welfare standards in transport? Base: All respondents (8,513), Belgium (1,000), Cyprus (504), France (1,001), Ireland (1,002), Italy (1,002), Poland (1,000), Portugal (1,000), Romania (1,002), Spain (1,002)

And respondents are more willing to accept higher prices than reduced availability of animal products, if it means better animal welfare

Would you support stricter EU rules on live animal even if it resulted in...

% selecting, total and by country, ranked by 'Yes' responses

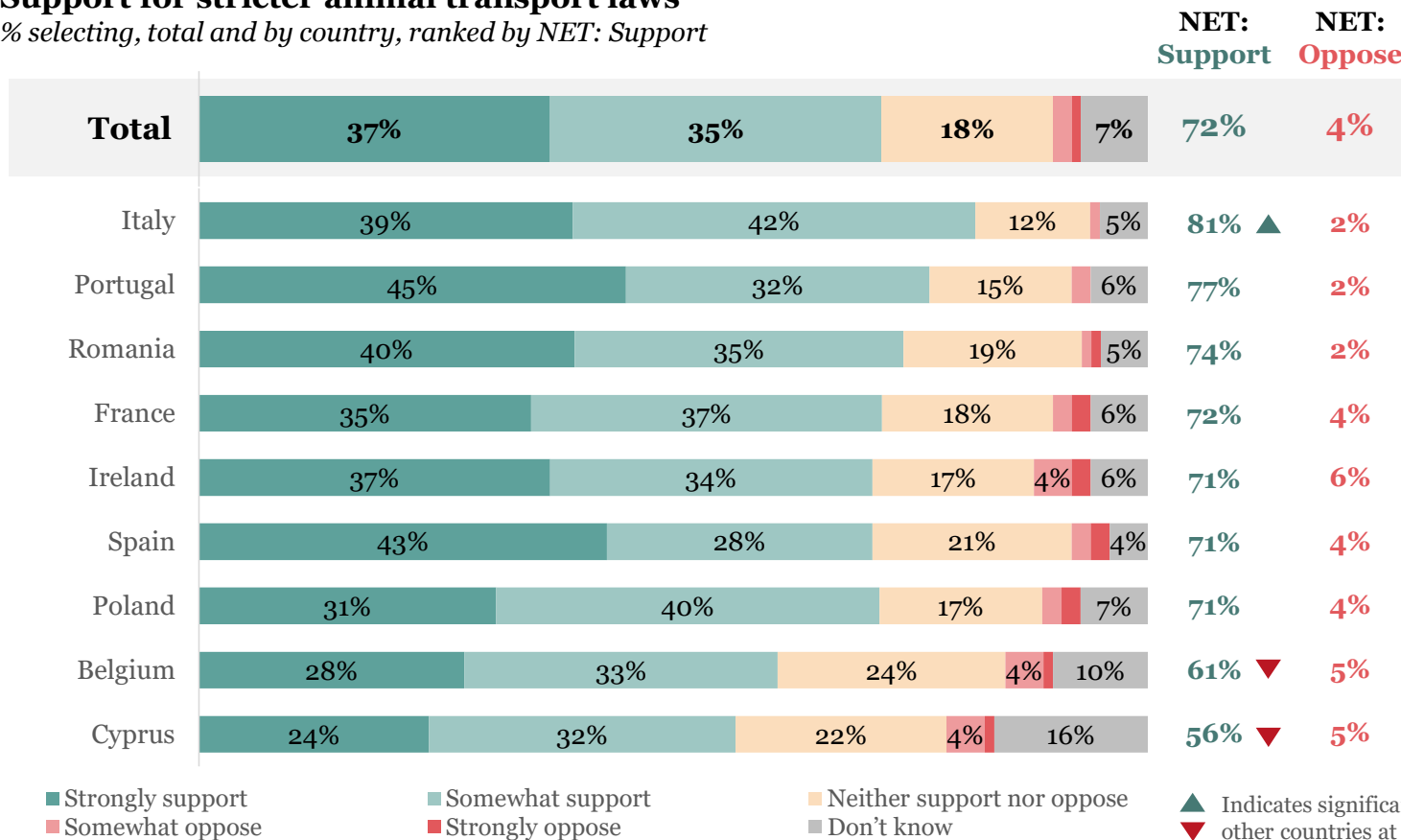
▲ Indicates significant differences against other countries at 95% confidence level



22 Q17. Would you support stricter EU rules on live animal transport, knowing these changes would mean less animal suffering and better treatment - even if it resulted in the following? | Q19. In your opinion, which is more important? Base: All respondents (8,513), Belgium (1,000), Cyprus (504), France (1,001), Ireland (1,002), Italy (1,002), Poland (1,000), Portugal (1,000), Romania (1,002), Spain (1,002)

There is strong support for stricter national and EU animal transport laws, especially in Italy and Portugal

Support for stricter animal transport laws
% selecting, total and by country, ranked by NET: Support



Respondents **aged 55+** are significantly more likely than 35-54 16-34-year-olds to say they support national and EU authorities creating and enforcing laws to improve live animal transport standards (75% vs 69% and 68%).

Support for creating and enforcing laws to improve live animal transport standards is also significantly higher among those with a **high understanding of current EU live animal transport rules** compared to those with low knowledge (79% vs 67%), suggesting a current perceived weakness.

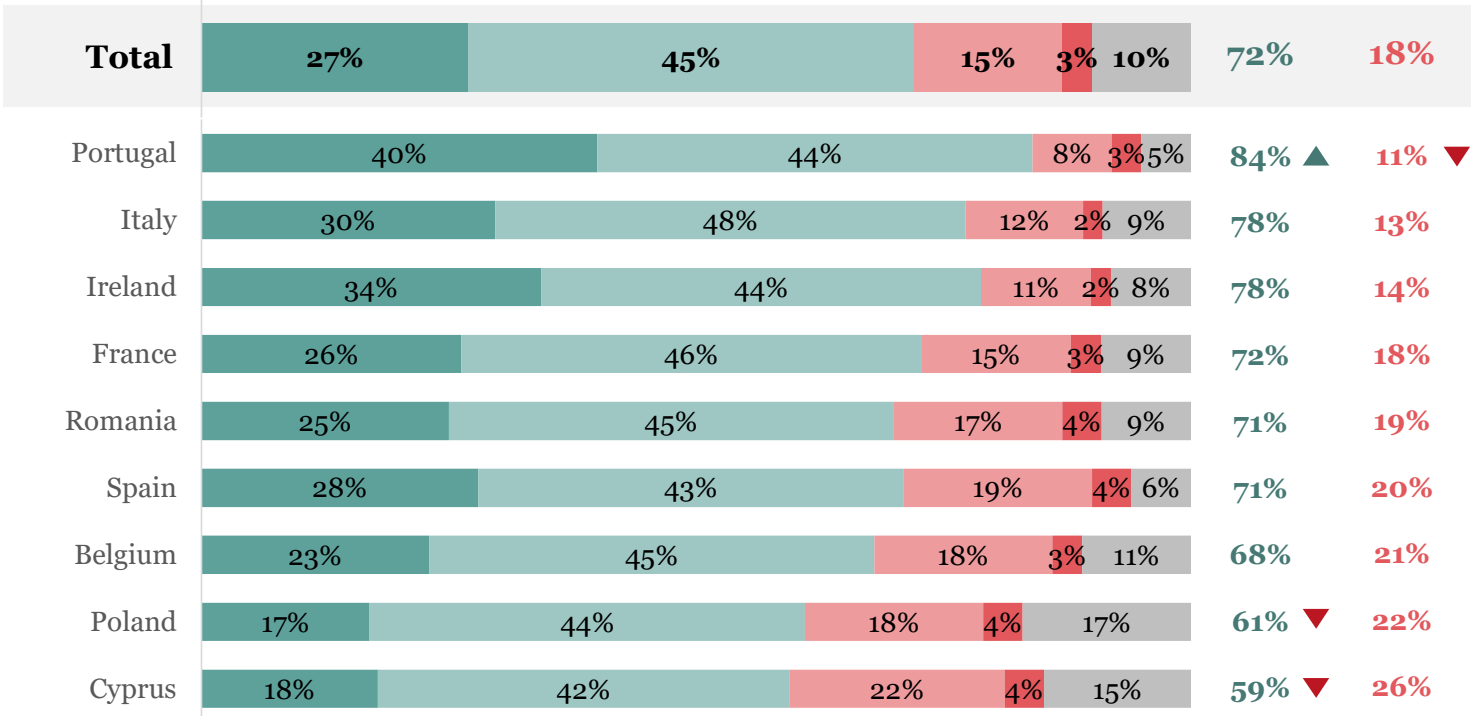
23 Q24. To what extent do you support or oppose national and EU authorities creating and enforcing laws to improve live animal transport standards? Base: All respondents (8,513), Belgium (1,000), Cyprus (504), France (1,001), Ireland (1,002), Italy (1,002), Poland (1,000), Portugal (1,000), Romania (1,002), Spain (1,002)

Italy and Portugal also demonstrate the highest concern about the EU potentially making the rules on live animal transport weaker

Concern over weaker animal transport rules

% selecting, total and by country, ranked by NET: Concerned

NET: Concerned NET: Not Concerned



Women are significantly more likely than men to say they would be concerned if the EU were considering making the rules on live animal transport weaker (75% vs 70%).

Respondents **aged 55+** are significantly more likely than those 35-54 and 16-34 to say they would be concerned if the EU were considering making the rules on live animal transport weaker (74% vs 71% and 71%).

Concern is also significantly higher among those with a **high understanding of current EU live animal transport rules** compared to those with low knowledge (82% vs 66%).

Very concerned Quite concerned Not very concerned Not at all concerned Don't know

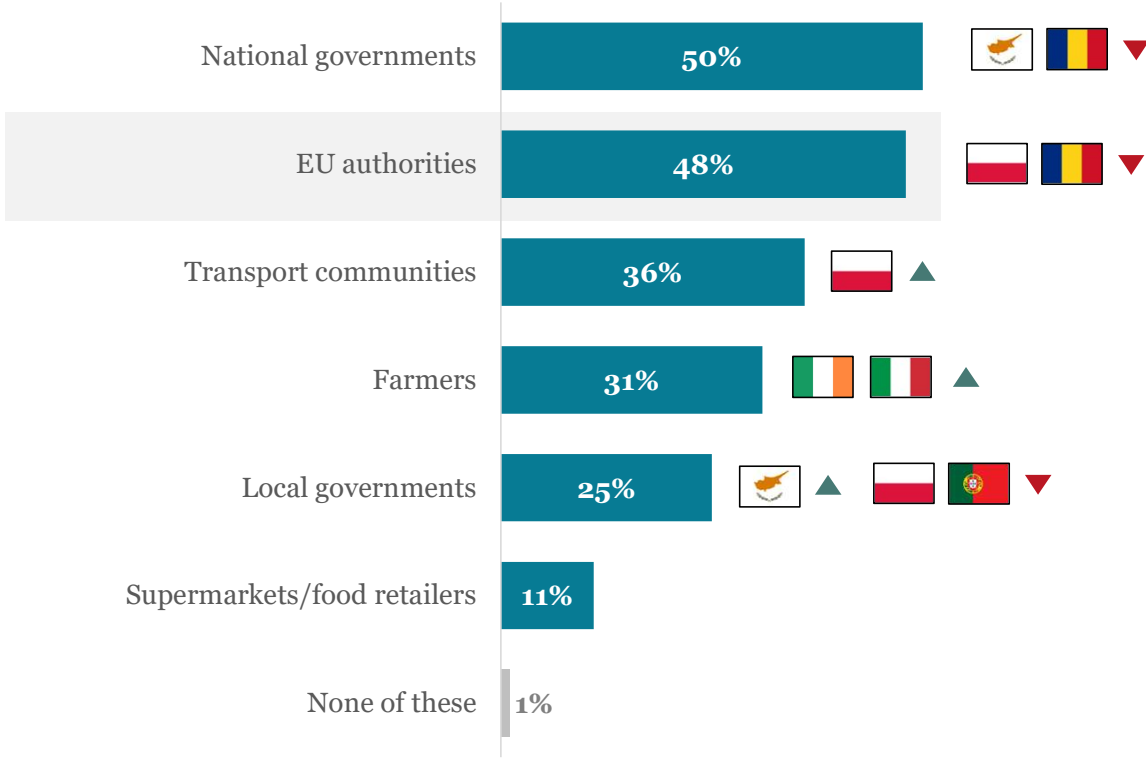
▲ Indicates significant differences against other countries at 95% confidence level
▼

24 Q25. If the European Parliament and Council were considering making the rules on live animal transport weaker (e.g. reducing the number or strength protections for animals being transported alive), how concerned would you feel? Base: All respondents (8,513), Belgium (1,000), Cyprus (504), France (1,001), Ireland (1,002), Italy (1,002), Poland (1,000), Portugal (1,000), Romania (1,002), Spain (1,002)

Around one in two respondents believe national governments (50%) and EU authorities (48%) are mainly responsible for improving animal welfare standards during transport

Who should be mainly responsible for improving animal welfare standards?

% ranking Top 3, total



Respondents aged **55+** are significantly more likely than those aged **16-34** and **35-54** to attribute responsibility to **national governments** (54% vs 44% and 49%) and **transport communities** (40% vs 32% and 33%).

Women are significantly more likely than men to believe responsibility lies with farmers (33% vs 30%).

Belgium (52% vs 46%) and **Cyprus** (49% vs 39%) are the only two surveyed nations that place greater responsibility on EU authorities to improve standards than those in their own country.

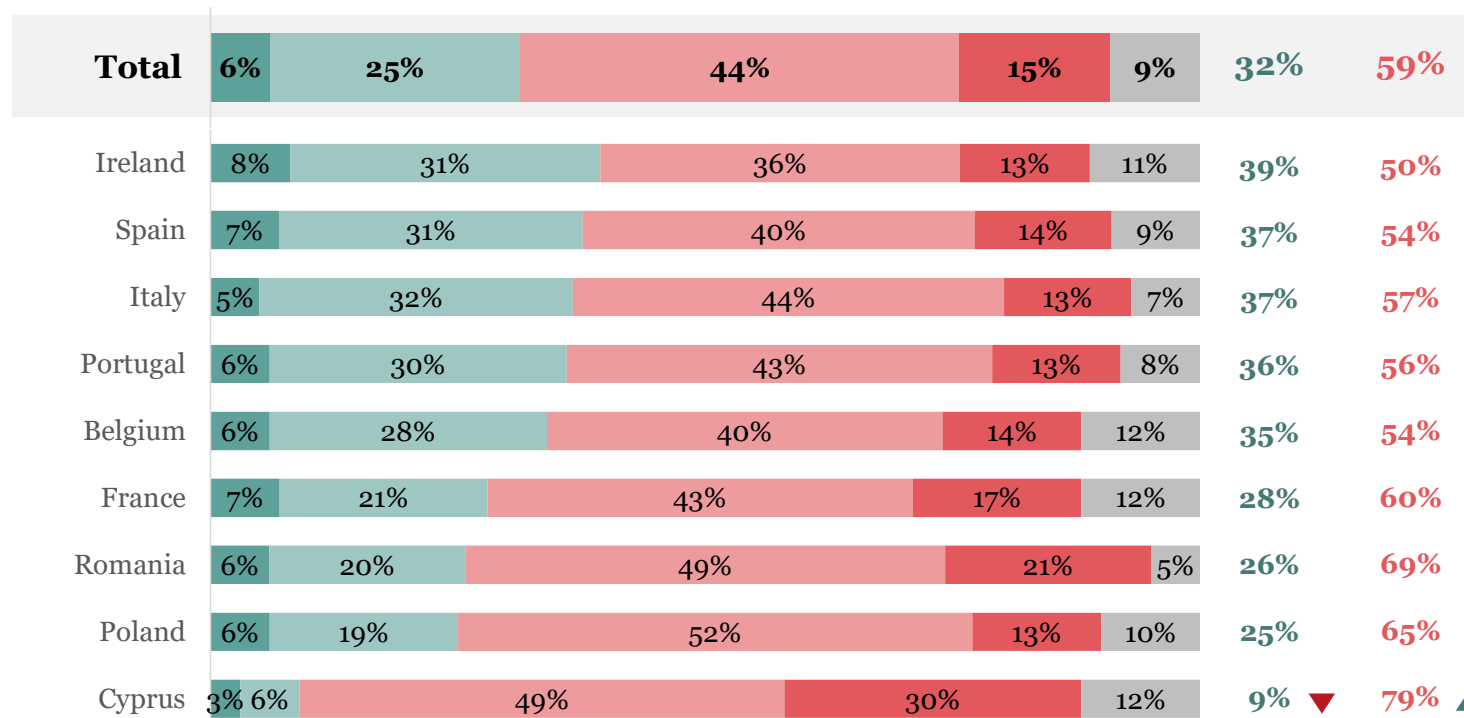
▲ Indicates significant differences against other countries at 95% confidence level
▼

Less than one in three (32%) respondents say they are confident that the authorities in their country effectively enforce 'live animal transport' rules, with confidence lowest in Cyprus

Confidence in authorities' enforcement in respondents' own country

% selecting, total and by country, ranked by NET: Confident

NET: Confident NET: Not Confident



Age plays a role in respondents' confidence in their country's authorities. Those **aged 16-34** and **35-54** are significantly more likely than those 55+ to say they are confident (36% and 33% vs 28%), while **55+ year olds** are most likely to lack confidence (62% vs 57% of 16-34s and 57% of 35-54s).

Confidence in one's national authority is also significantly higher among **men** compared to women (37% vs 27%).

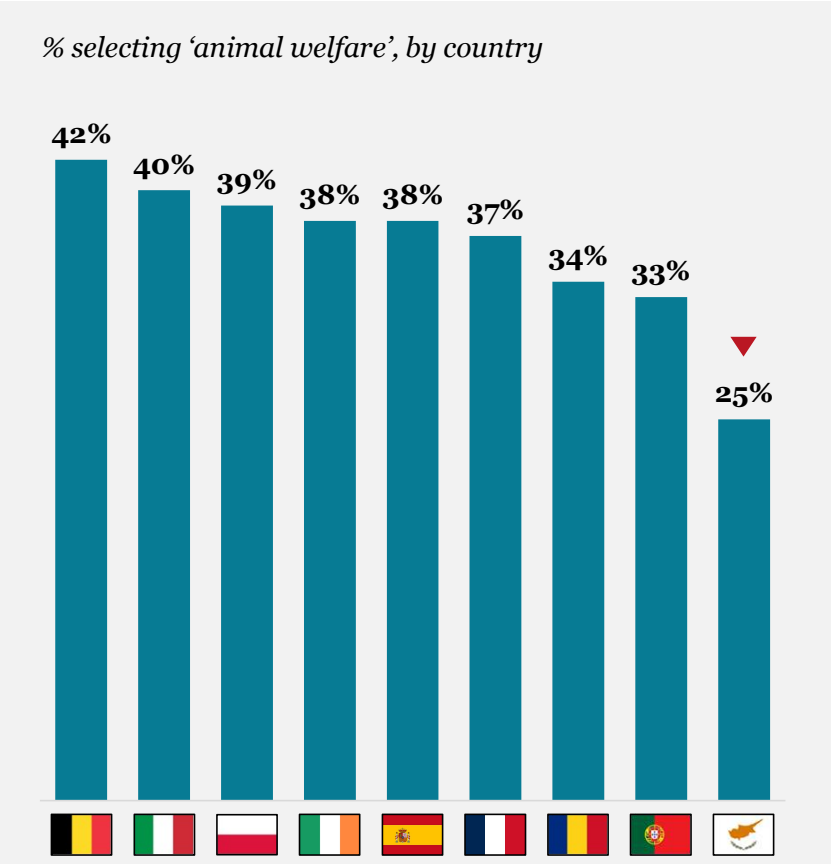
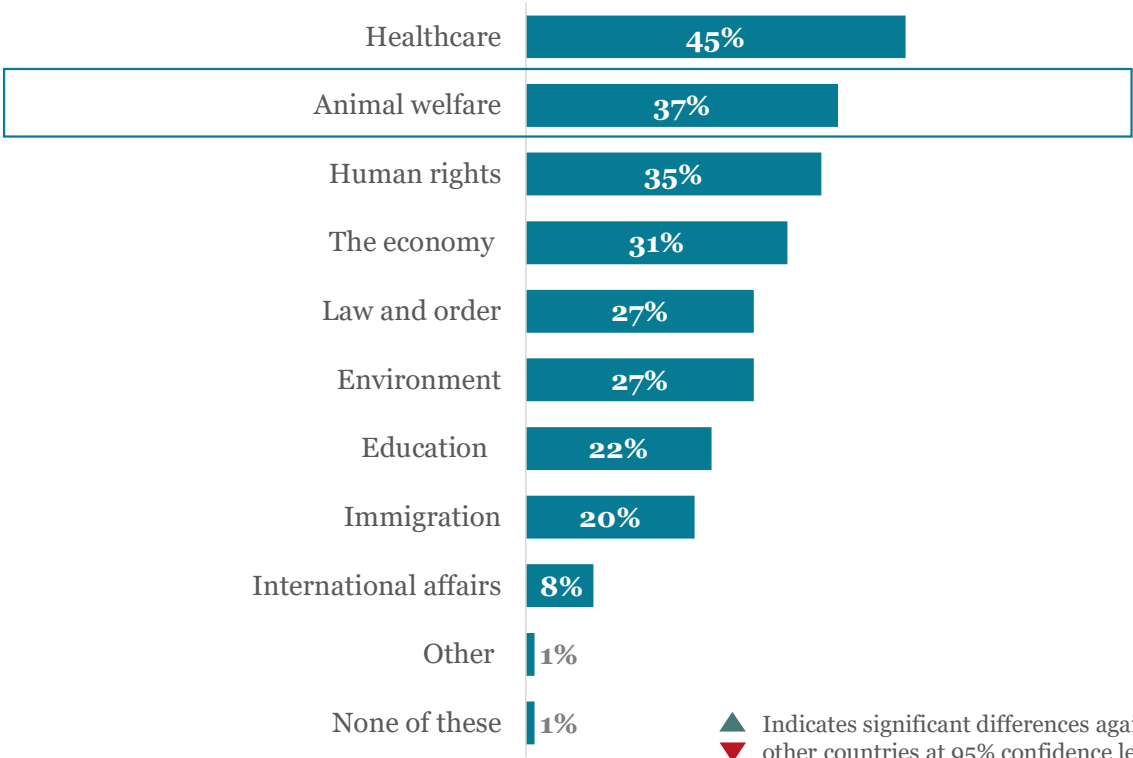
Advocates are significantly more likely than Opponents to say they are not confident that the authorities in their country effectively animal transport enforce rules (66% vs 39%).

Very confident Quite confident Not very confident Not at all confident Don't know

▲ Indicates significant differences against other countries at 95% confidence level ▼

Animal welfare is an important political issue for over one in three (37%) respondents with those from Belgium the most likely to factor it into their support for policies or candidates

Most important factor in policy/candidate support
% selecting, total



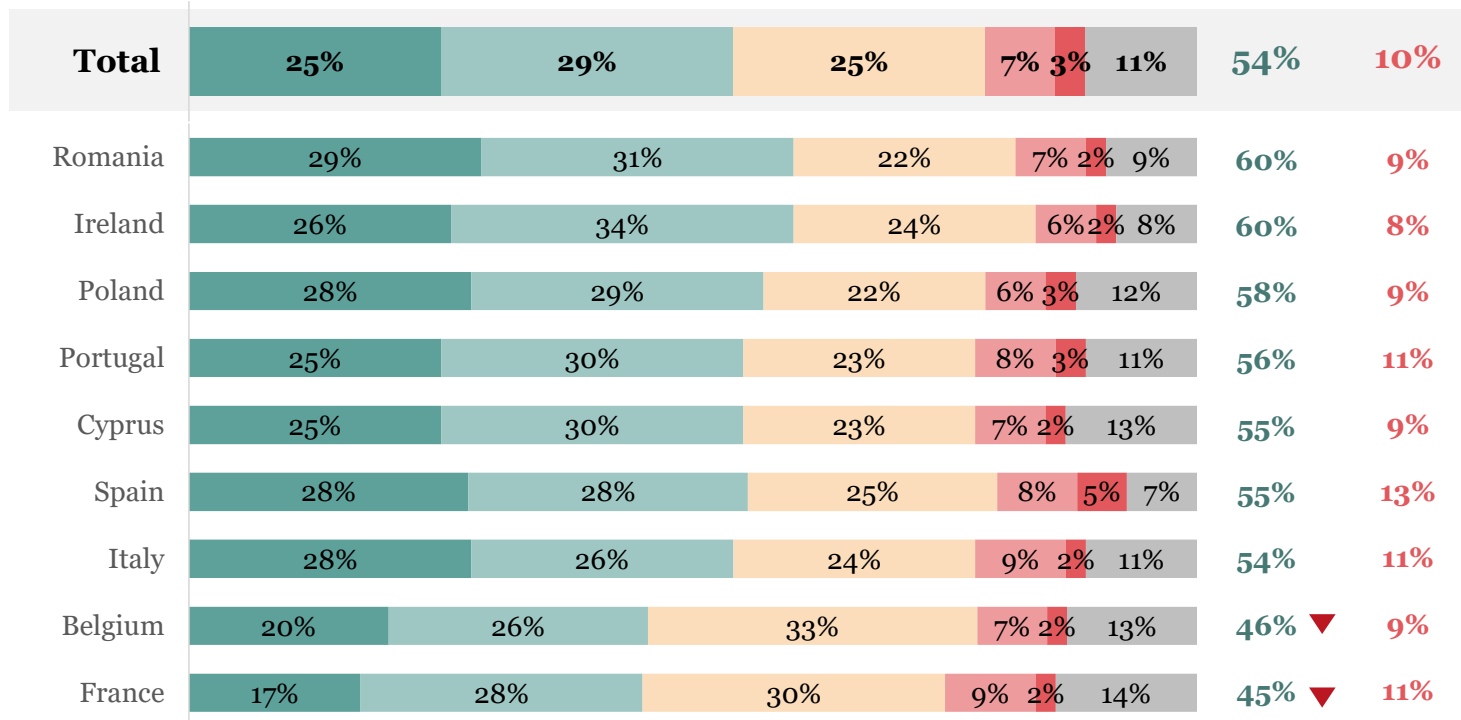
Consequently, over one in two (54%) say their opinion of a political party would worsen if they did not support improvement to live animal transport standards

Impact on political opinion

% selecting, total and by country, ranked by NET: Would worsen opinion

NET:
Would
worsen

NET:
Would
improve



Women are more significantly more likely than men to say their opinion of a political party would worsen if they did not support improvement to live animal transport standards (57% vs 52%).

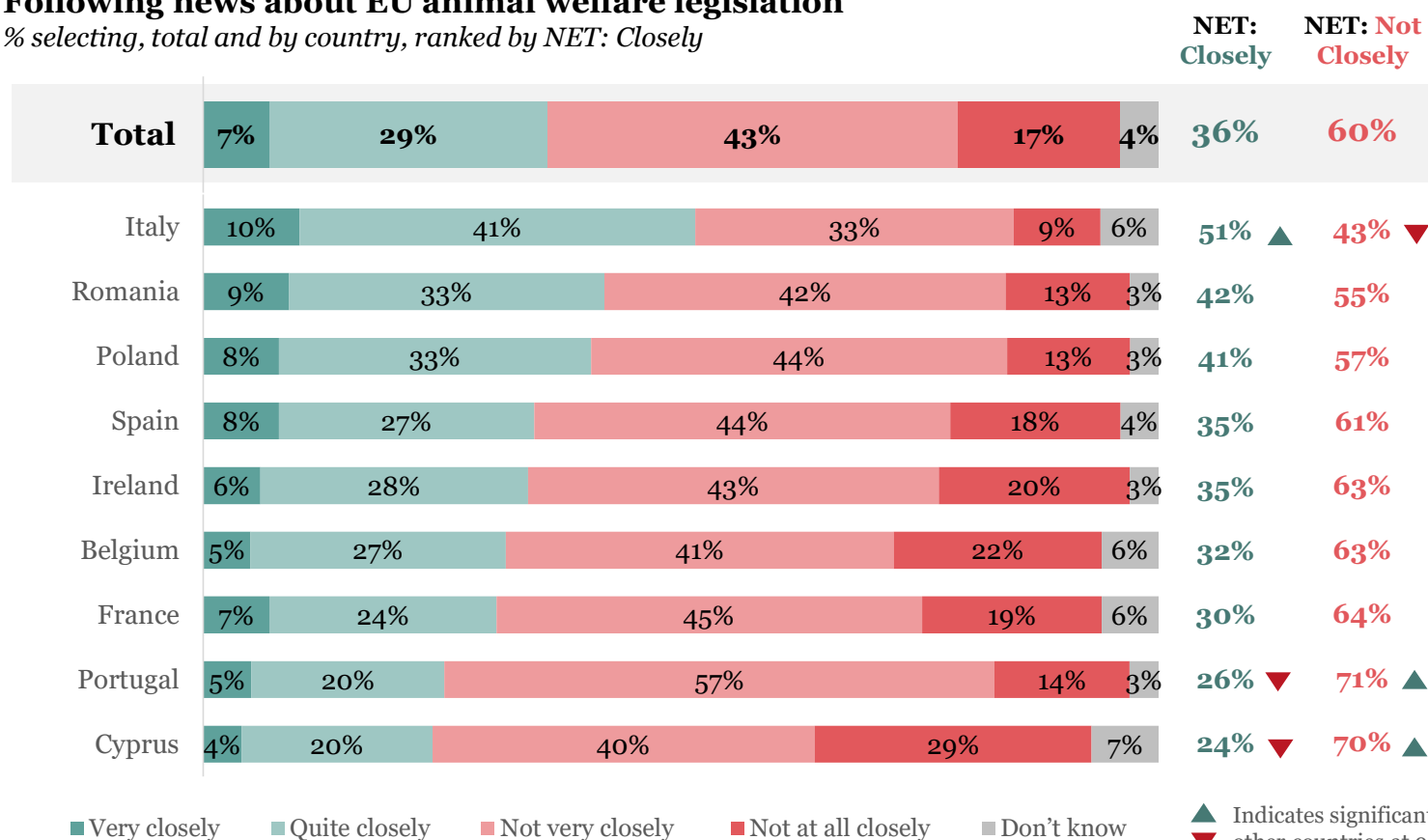
- My opinion would greatly worsen
- My opinion would somewhat worsen
- My opinion would not change
- My opinion would somewhat improve
- My opinion would greatly improve
- Don't know

▲ Indicates significant differences against other countries at 95% confidence level

Respondents in Italy are most likely to closely follow news or discussions about EU legislation on animal welfare, reflecting their high concern about the welfare of animals during live transport

Following news about EU animal welfare legislation

% selecting, total and by country, ranked by NET: Closely



Respondents **aged 16-34** and **35-54** are significantly more likely than those 55+ to closely follow news or discussions about EU legislation on animal welfare (41% and 37% vs 31%).

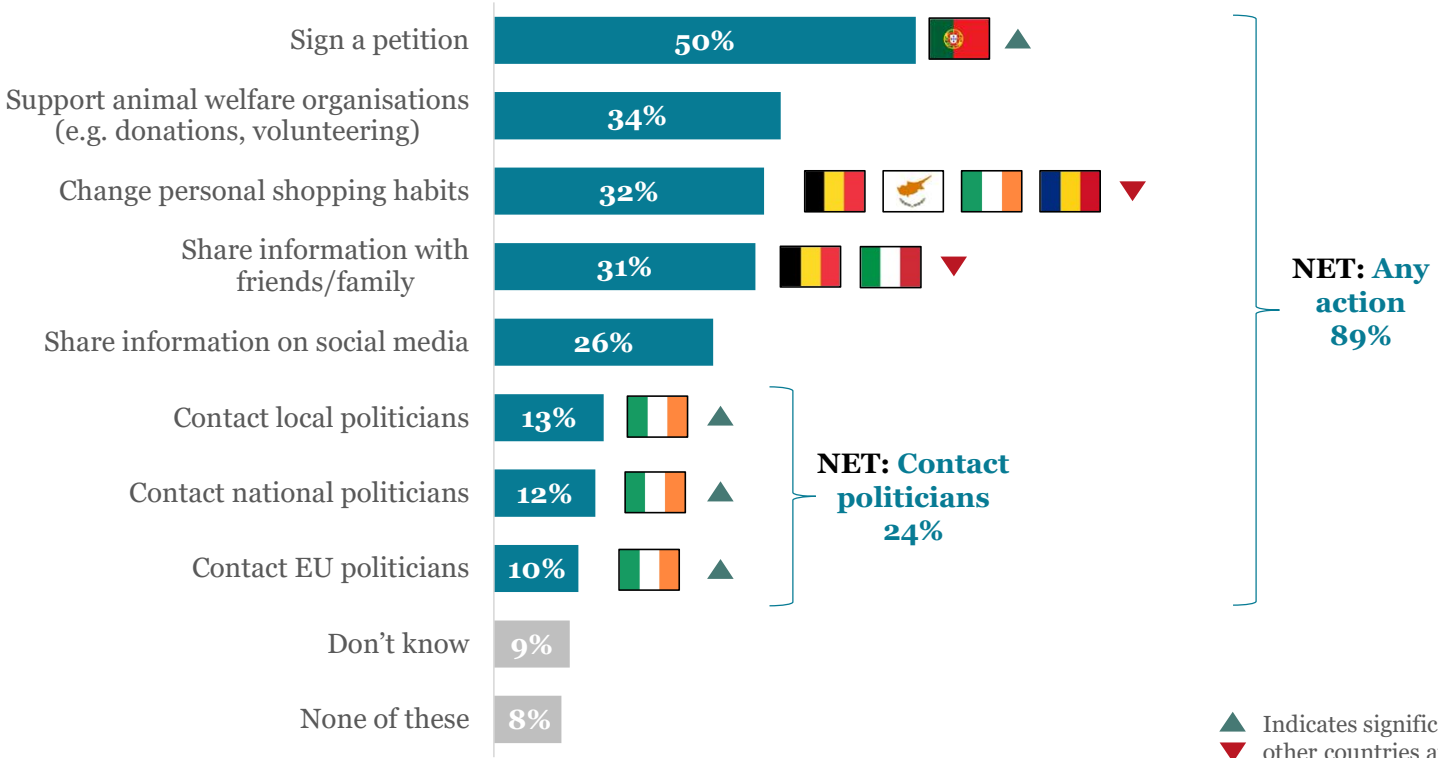
Diet is closely related to engagement with news and discussions about EU legislation. 62% of **vegan or plant-based** respondents say they follow closely, as do 56% of **pescatarians** and 53% of **vegetarians**. All three groups are significantly more likely to engage than those who eat all types of meat and animal products (32%).

Advocates are significantly more likely than Opponents to say they closely follow news or discussion about EU legislation on animal welfare (41% vs 18%).

Signing a petition is the action respondents are most willing to take to support higher welfare standards in transport (50%). Compared to other countries, people in Ireland are significantly more likely to contact a politician (24%).

Which would you be willing to do to support higher animal welfare standards in transport?

% selecting, total



Respondents **aged 16-34** and **35-54** are significantly more likely than those 55+ to say they would **contact EU politicians** to support higher animal welfare standards (13% and 12% vs 10%).

Men are more likely than **women** to **contact a politician of any kind** (27% vs 22%). However, **women** are significantly more likely to **sign a petition** (50% vs 45%), **support animal welfare organisations** (38% vs 33%) or **change their shopping habits** (35% vs 30%).

Those **concerned** for the welfare of animals during live transport are significantly more likely to be willing to do **all** of the tested actions.

30 Q26. Which, if any, would you be willing to do to support higher animal welfare standards in transport? Base: All respondents (8,513), Belgium (1,000), Cyprus (504), France (1,001), Ireland (1,002), Italy (1,002), Poland (1,000), Portugal (1,000), Romania (1,002), Spain (1,002)

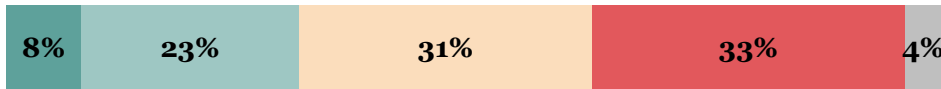
Country profiles



Belgium

Awareness of live animal transport

NET: At least somewhat aware
63%



Very aware Relatively aware Somewhat Not at all aware Don't know

How concerned are you about the welfare of animals during live transport?

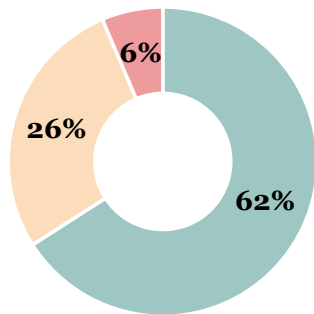
NET: Concerned
80%

NET: Not concerned
16%



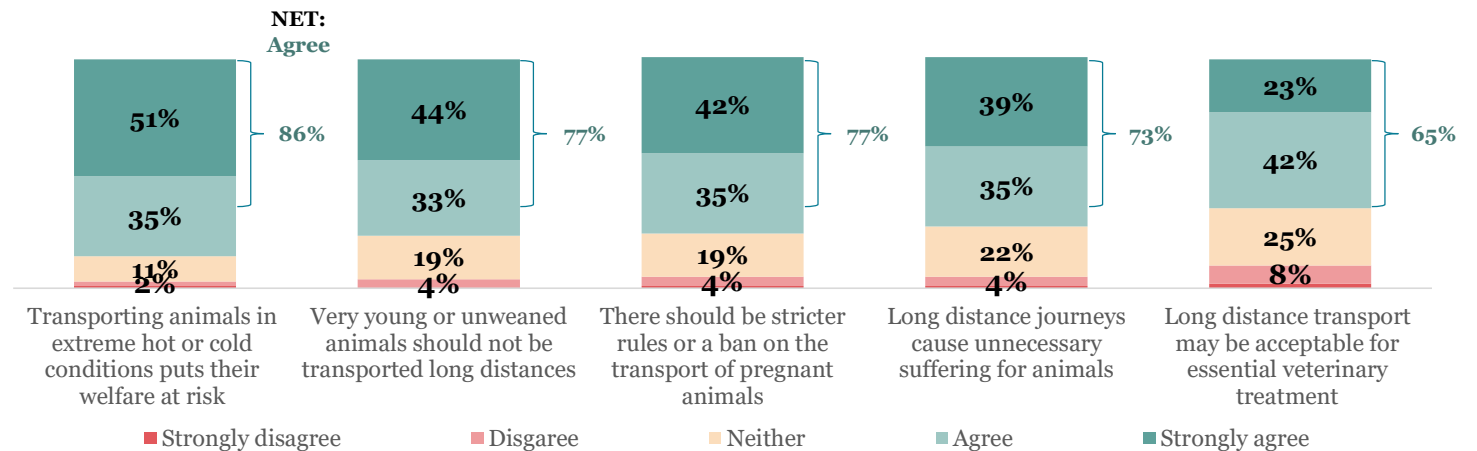
Very concerned Quite concerned Not very concerned Not at all concerned Don't know

Supporter profile



Advocate Middle Opponent

To what extent do you agree or disagree with following statements?





Belgium

How confident are you that the authorities in your country effectively enforce rules?

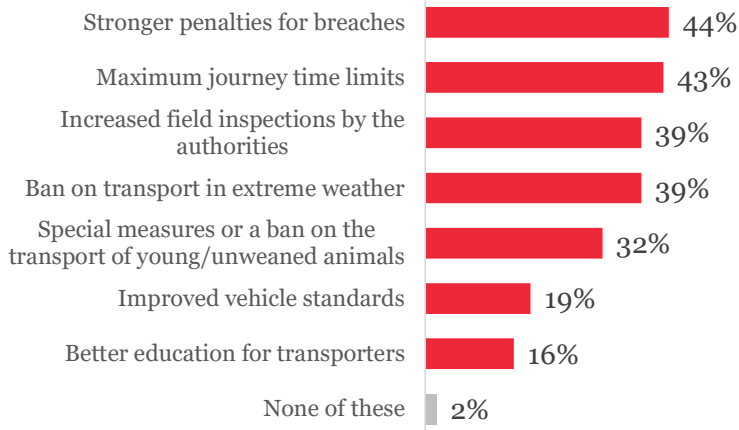
NET: Confident
35%

NET: Not confident
54%



Very confident | Quite confident | Not very confident | Not at all confident | Don't know

Which measures would you most like to see enforced for live animal transport?

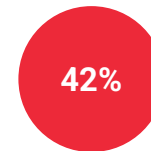


33 Base: Belgium total (1,000).

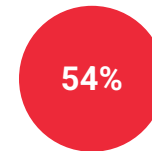
To what extent do you believe current EU standards sufficiently protect animals?



Completely | Mostly | Somewhat | A little | Not at all | Don't know



rank **animal rights** among their top three factors when choosing political policies or candidates



say they are **likely to pay more for products** sourced from animals with **high welfare standards in transport**

Only 62% of respondents in Belgium are classified as are 'advocates' (strongly opposed and highly concerned about animal transport) according to this research's segmentation, the lowest proportion of all surveyed nations.

However, animal welfare was still a priority political issue for 42% - the highest score of surveyed countries. This suggests that, while live animal transport isn't a pressing concern, there may be broader animal welfare issues driving public interest and debate.



Cyprus

Awareness of live animal transport

NET: At least somewhat aware
54%

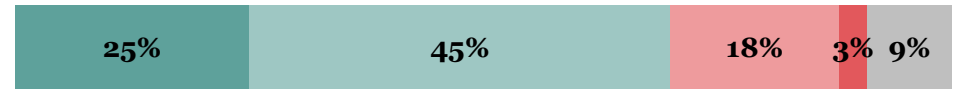


Very aware Relatively aware Somewhat Not at all aware Don't know

How concerned are you about the welfare of animals during live transport?

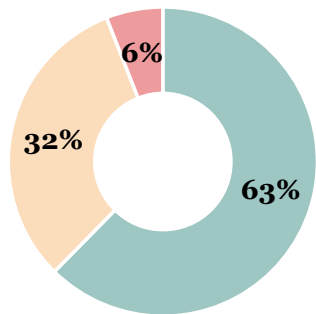
NET: Concerned
70%

NET: Not concerned
21%



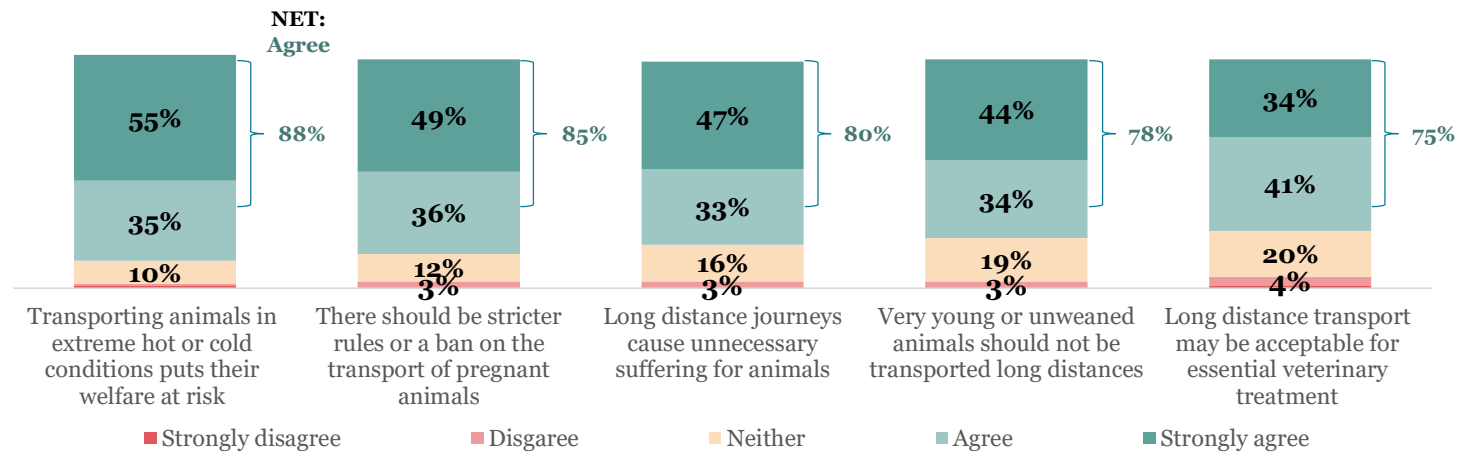
Very concerned Quite concerned Not very concerned Not at all concerned Don't know

Supporter profile



Advocate Middle Opponent

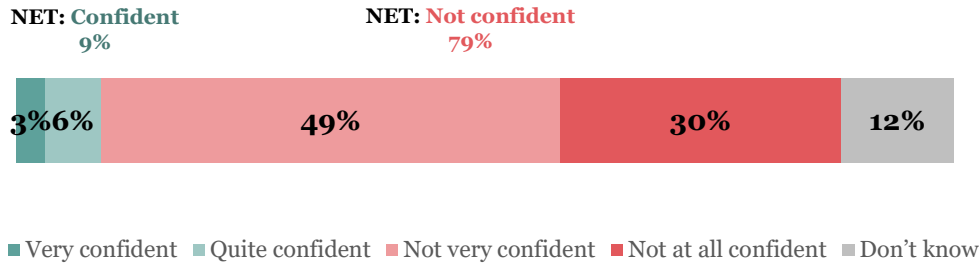
To what extent do you agree or disagree with following statements?



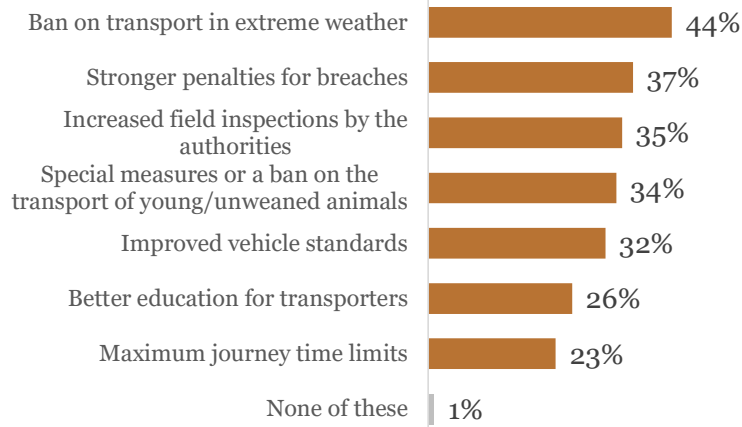


Cyprus

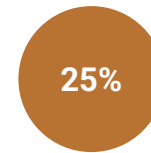
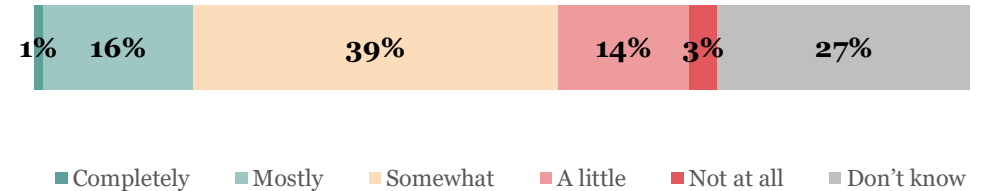
How confident are you that the authorities in your country effectively enforce rules?



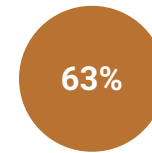
Which measures would you most like to see enforced for live animal transport?



To what extent do you believe current EU standards sufficiently protect animals?



rank **animal rights** among their top three factors when choosing political policies or candidates



say they are **likely to pay more for products** sourced from animals with **high welfare standards in transport**

Respondents in Cyprus demonstrate the lowest awareness of the practice of live animal transport (54% at least somewhat aware) and the lowest understanding of current EU animal transport rules (16%), among surveyed nations.

This low public engagement means 31% have no strong opinion on whether it is acceptable to transport animals long distances, the highest score recorded. 56% do call for stricter laws, however, this remains the lowest level of support observed.



France

Awareness of live animal transport

NET: At least somewhat aware
63%



Very aware Relatively aware Somewhat Not at all aware Don't know

How concerned are you about the welfare of animals during live transport?

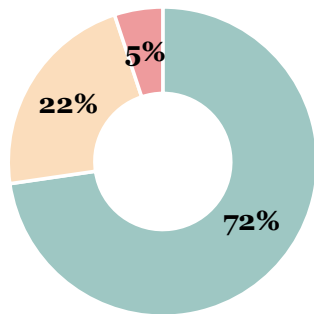
NET: Concerned
82%

NET: Not concerned
14%



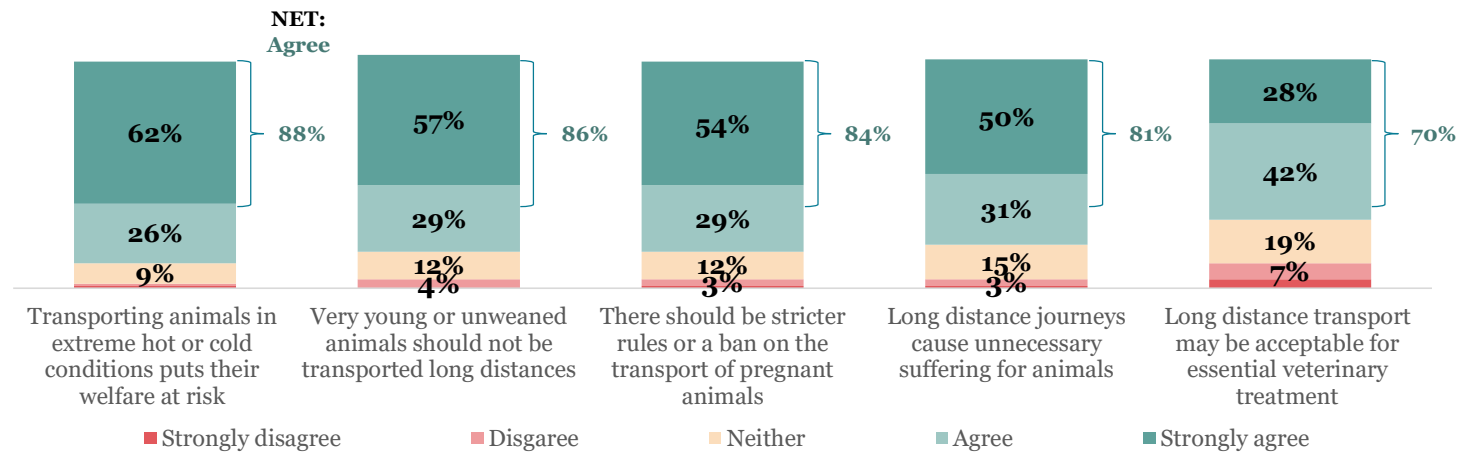
Very concerned Quite concerned Not very concerned Not at all concerned Don't know

Supporter profile



Advocate Middle Opponent

To what extent do you agree or disagree with following statements?

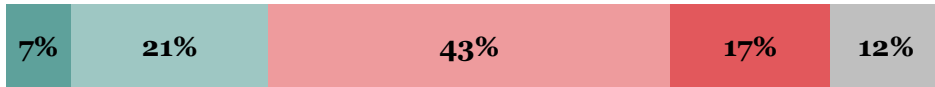


France

How confident are you that the authorities in your country effectively enforce rules?

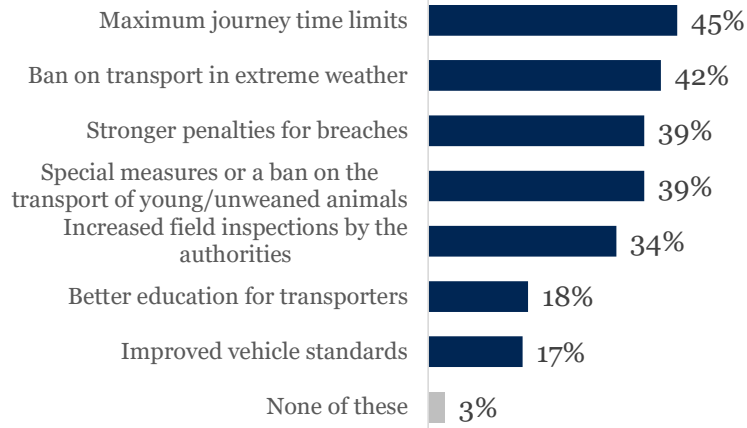
NET: Confident
28%

NET: Not confident
60%



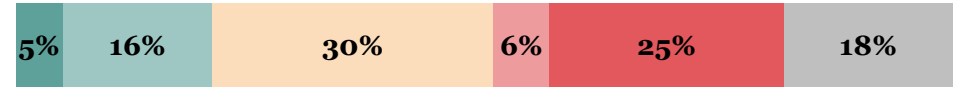
Very confident | Quite confident | Not very confident | Not at all confident | Don't know

Which measures would you most like to see enforced for live animal transport?

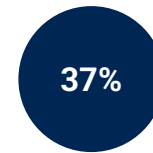


37 Base: France total (1,001).

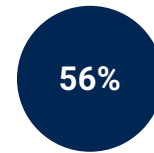
To what extent do you believe current EU standards sufficiently protect animals?



Completely | Mostly | Somewhat | A little | Not at all | Don't know



rank **animal rights** among their top three factors when choosing political policies or candidates



say they are **likely to pay more for products** sourced from animals with **high welfare standards in transport**

Respondents in France report the second lowest awareness of live animal transport, with only 63% at least somewhat aware. Nonetheless, they are more likely than other nations (Italy aside) to oppose transporting animals over long distances, with 34% saying so.

Despite these attitudes, just 45% say their opinion of a political party would worsen if it did not support improvements to live animal transport standards, marking the lowest level of political impact observed across all countries surveyed.

Ireland

Awareness of live animal transport

NET: At least somewhat aware
80%



Very aware Relatively aware Somewhat Not at all aware Don't know

How concerned are you about the welfare of animals during live transport?

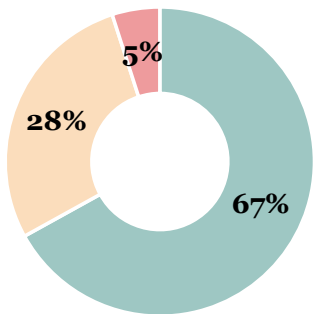
NET: Concerned
80%

NET: Not concerned
16%



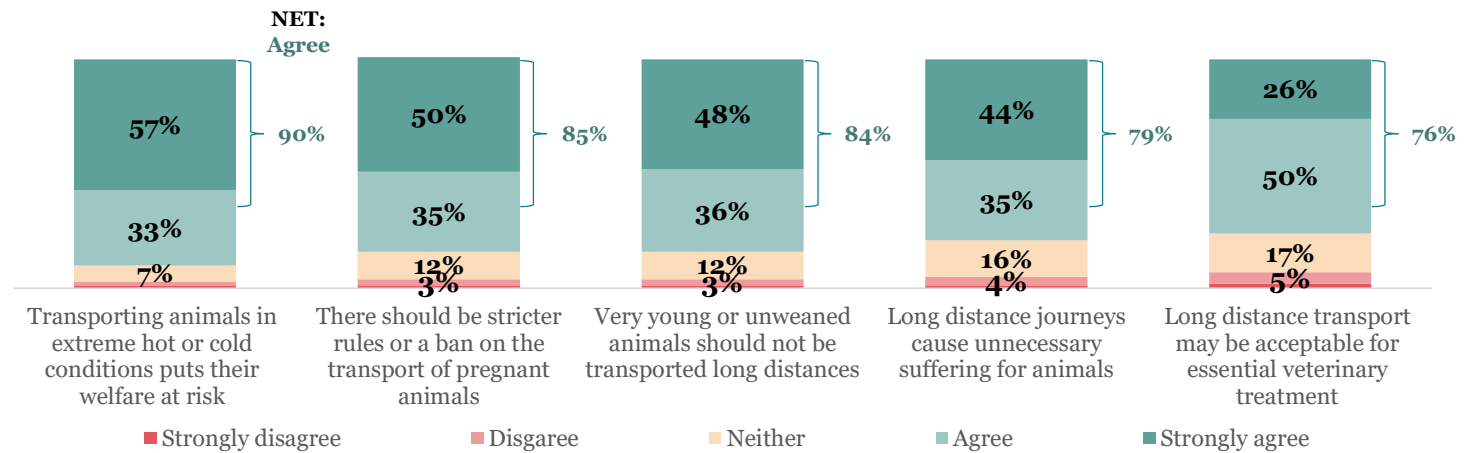
Very concerned Quite concerned Not very concerned Not at all concerned Don't know

Supporter profile



Advocate Middle Opponent

To what extent do you agree or disagree with following statements?



Ireland

How confident are you that the authorities in your country effectively enforce rules?

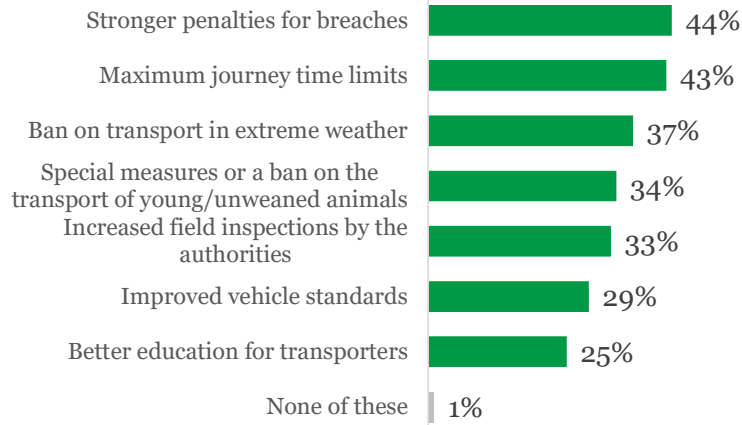
NET: Confident
39%

NET: Not confident
50%



Very confident | Quite confident | Not very confident | Not at all confident | Don't know

Which measures would you most like to see enforced for live animal transport?



39 Base: Ireland total (1,002).

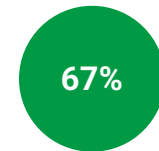
To what extent do you believe current EU standards sufficiently protect animals?



Completely | Mostly | Somewhat | A little | Not at all | Don't know



rank **animal rights** among their top three factors when choosing political policies or candidates



say they are **likely to pay more for products** sourced from animals with **high welfare standards in transport**

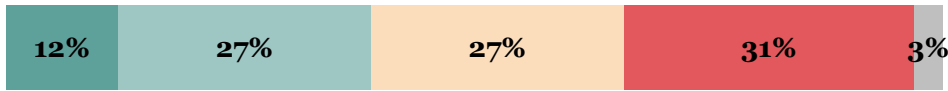
Political attitudes around animal welfare are particularly pronounced in Ireland. Respondents show the highest confidence in their authorities to enforce live animal transport rules (39%), and 60% say their opinion of a political party would worsen if it did not back improvements to transport standards, the joint highest figure

Ireland also stands out for direct political engagement, with respondents significantly more likely to contact a politician in support of higher animal welfare (38%).

Italy

Awareness of live animal transport

NET: At least somewhat aware
66%



Very aware Relatively aware Somewhat Not at all aware Don't know

How concerned are you about the welfare of animals during live transport?

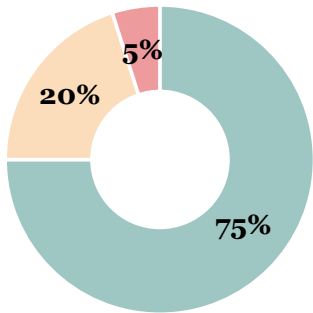
NET: Concerned
90%

NET: Not concerned
7%



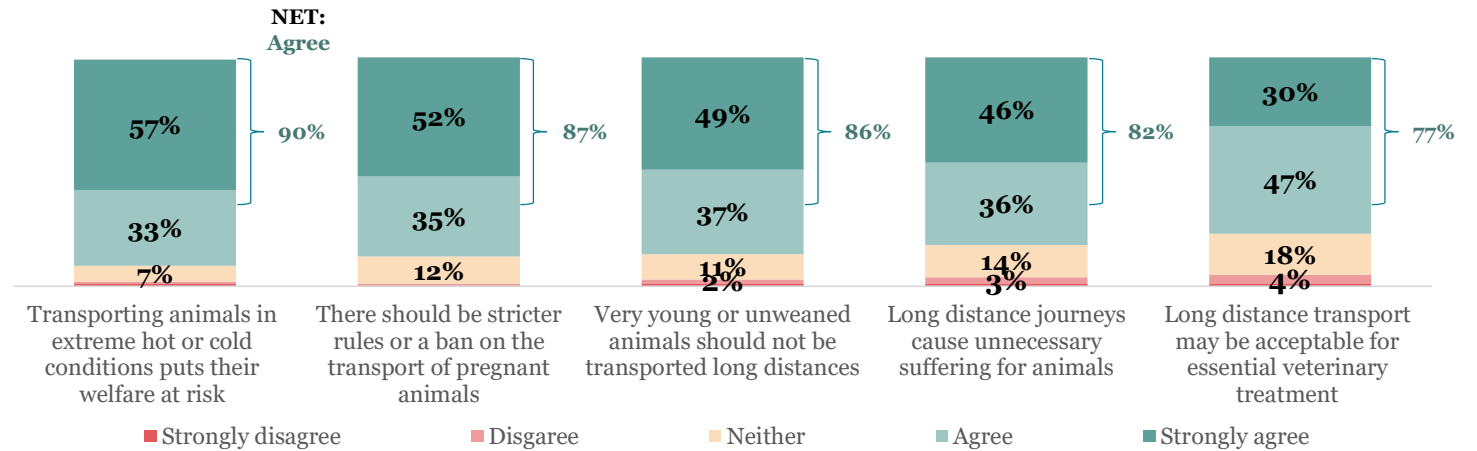
Very concerned Quite concerned Not very concerned Not at all concerned Don't know

Supporter profile



Advocate Middle Opponent

To what extent do you agree or disagree with following statements?



Italy

How confident are you that the authorities in your country effectively enforce rules?

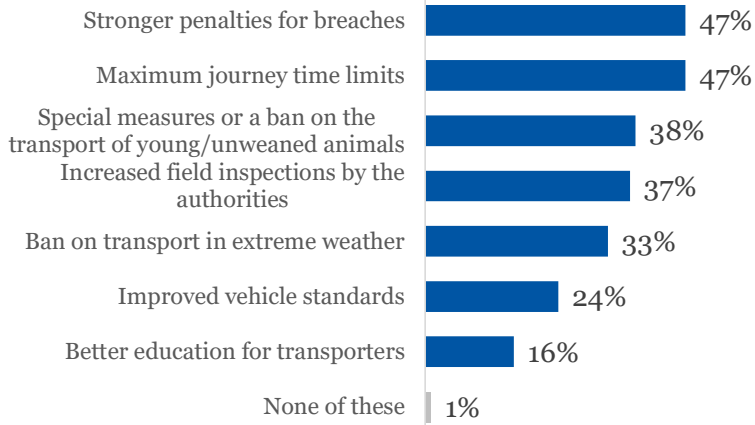
NET: Confident
37%

NET: Not confident
57%



Very confident | Quite confident | Not very confident | Not at all confident | Don't know

Which measures would you most like to see enforced for live animal transport?

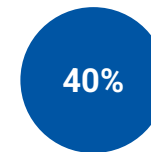


41 Base: Italy total (1,002).

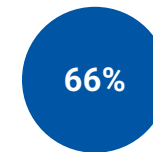
To what extent do you believe current EU standards sufficiently protect animals?



Completely | Mostly | Somewhat | A little | Not at all | Don't know



rank **animal rights** among their top three factors when choosing political policies or candidates



say they are **likely to pay more for products** sourced from animals with **high welfare standards in transport**

Respondents in Italy are the most likely of any nation to say long-distance travel of live animals is never acceptable (71%). Concern for animal welfare is also notably strong, with 90% expressing worry during live transport and 75% classified as 'advocates' the highest for both measures.

Concern about the issue translates into interest, with 51% following news about EU animal welfare legislation at least quite closely, the highest of all countries surveyed.



Poland

Awareness of live animal transport

NET: At least somewhat aware
84%



Very aware Relatively aware Somewhat Not at all aware Don't know

How concerned are you about the welfare of animals during live transport?

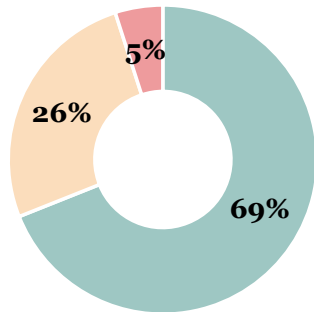
NET: Concerned
78%

NET: Not concerned
17%



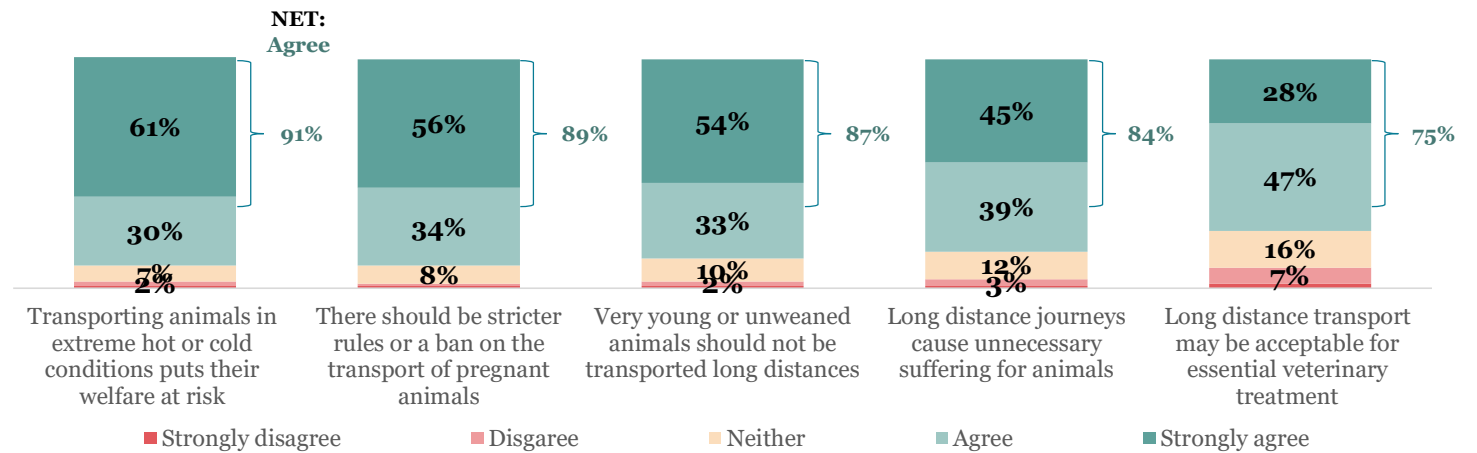
Very concerned Quite concerned Not very concerned Not at all concerned Don't know

Supporter profile



Advocate Middle Opponent

To what extent do you agree or disagree with following statements?





Poland

How confident are you that the authorities in your country effectively enforce rules?

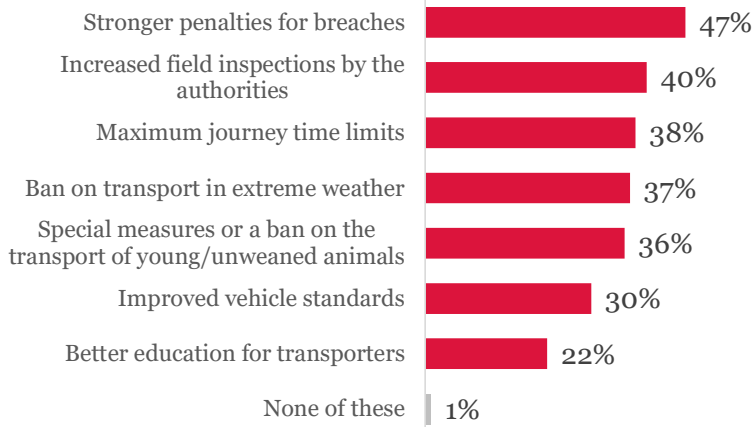
NET: Confident
25%

NET: Not confident
65%



Very confident | Quite confident | Not very confident | Not at all confident | Don't know

Which measures would you most like to see enforced for live animal transport?

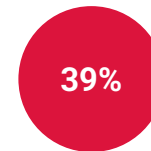


43 Base: Poland total (1,000).

To what extent do you believe current EU standards sufficiently protect animals?



Completely | Mostly | Somewhat | A little | Not at all | Don't know



rank **animal rights** among their top three factors when choosing political policies or candidates



say they are **likely to pay more for products** sourced from animals with **high welfare standards in transport**

Poland ranks second highest for awareness of live animal transport (84%) and leads all countries in understanding of current EU animal transport rules (33%).

Nonetheless, acceptance of live animal transport is relatively high, with 19% believing long distance travel is acceptable - the second highest score among surveyed nations. Relatedly, concern about animal welfare during transport is low (70%), as is the number of people that are worried about the potential weakening of EU rules.



Portugal

Awareness of live animal transport

NET: At least somewhat aware
73%



Very aware Relatively aware Somewhat Not at all aware Don't know

How concerned are you about the welfare of animals during live transport?

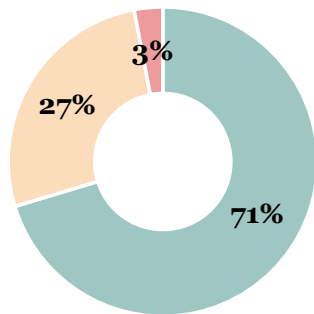
NET: Concerned
89%

NET: Not concerned
9%



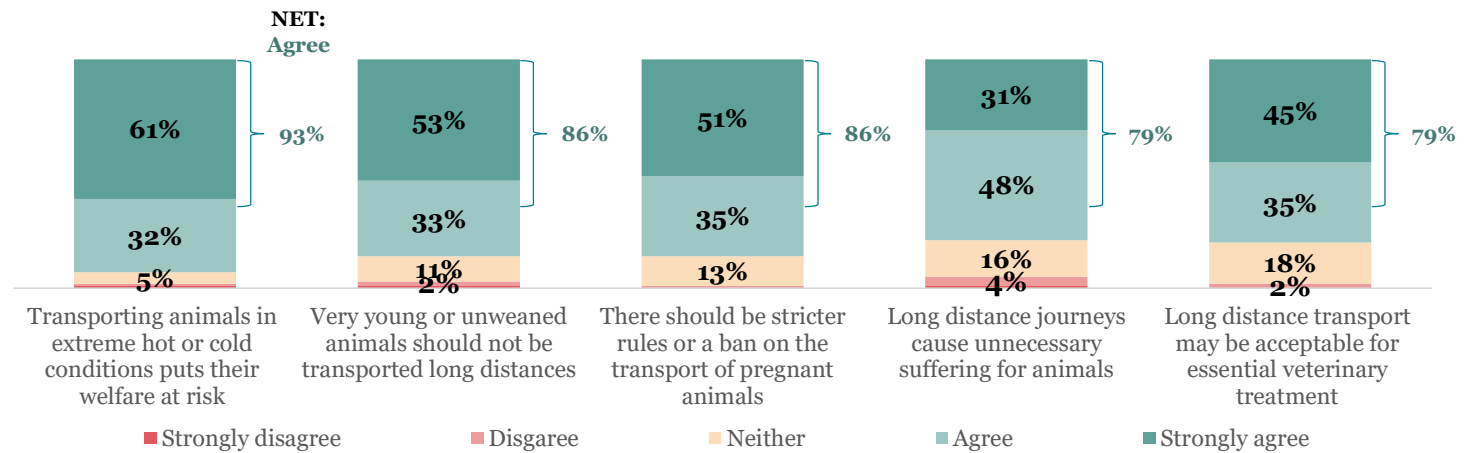
Very concerned Quite concerned Not very concerned Not at all concerned Don't know

Supporter profile



Advocate Middle Opponent

To what extent do you agree or disagree with following statements?





Portugal

How confident are you that the authorities in your country effectively enforce rules?

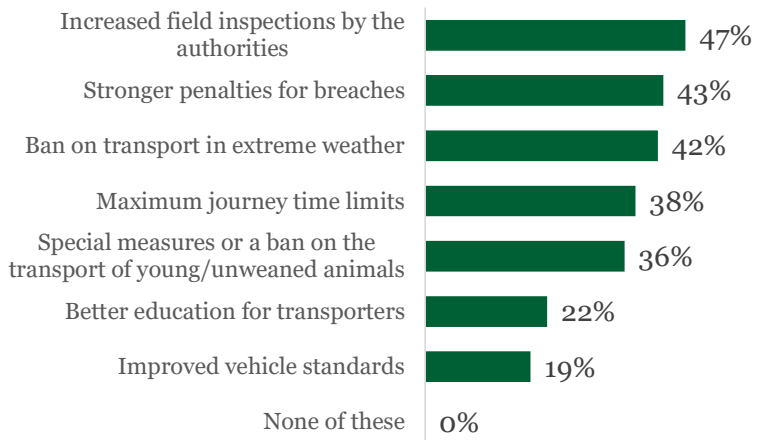
NET: Confident
36%

NET: Not confident
56%



Very confident | Quite confident | Not very confident | Not at all confident | Don't know

Which measures would you most like to see enforced for live animal transport?

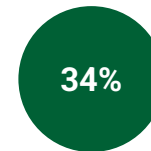


45 Base: Portugal total (1,000).

To what extent do you believe current EU standards sufficiently protect animals?



Completely | Mostly | Somewhat | A little | Not at all | Don't know



rank **animal rights** among their top three factors when choosing political policies or candidates



say they are **likely to pay more for products** sourced from animals with **high welfare standards in transport**

Respondents in Portugal show strong concern for animal welfare during live animal transport, ranking second highest at 89%. Consequently, there is broad support for stricter animal transport laws (78%) and concern about potential weakening of these rules is the highest across all counties surveyed (84%). Reflecting this commitment, respondents are willing to support EU rules even if it leads to higher prices or reduced availability of animal products, placing Portugal third on both measures.



Romania

Awareness of live animal transport

NET: At least somewhat aware
90%



Very aware Relatively aware Somewhat Not at all aware Don't know

How concerned are you about the welfare of animals during live transport?

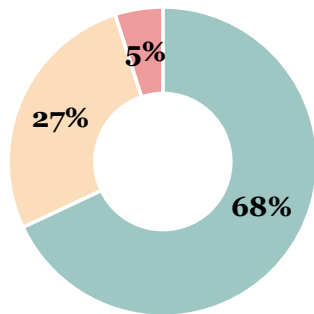
NET: Concerned
83%

NET: Not concerned
13%



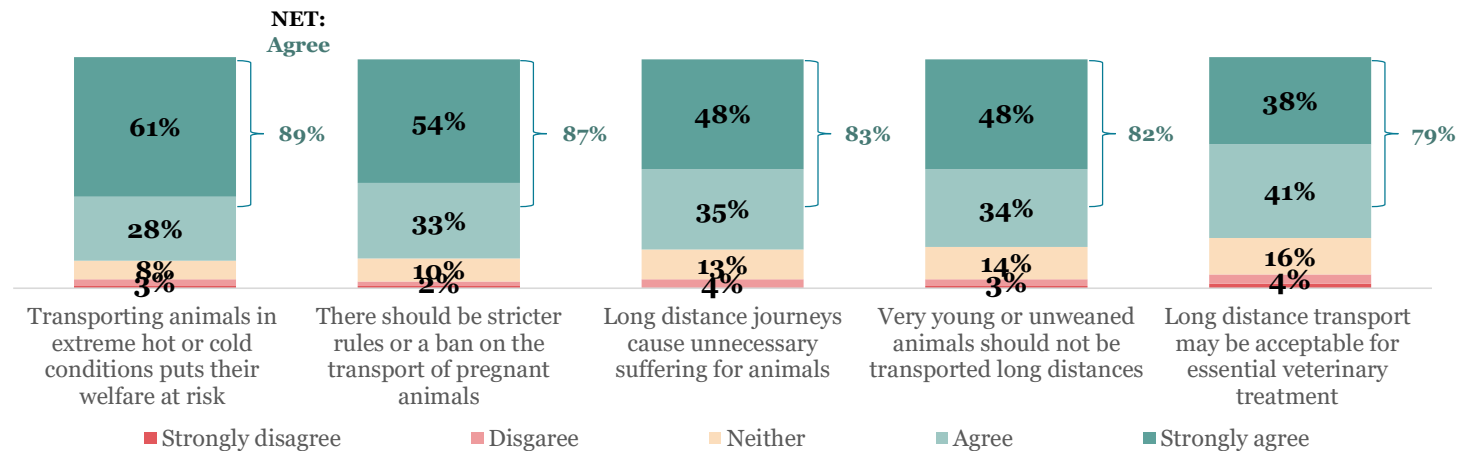
Very concerned Quite concerned Not very concerned Not at all concerned Don't know

Supporter profile



Advocate Middle Opponent

To what extent do you agree or disagree with following statements?



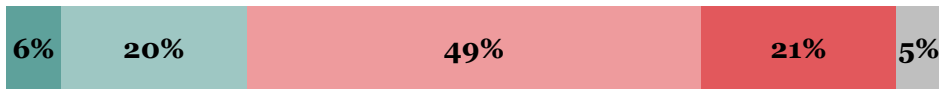


Romania

How confident are you that the authorities in your country effectively enforce rules?

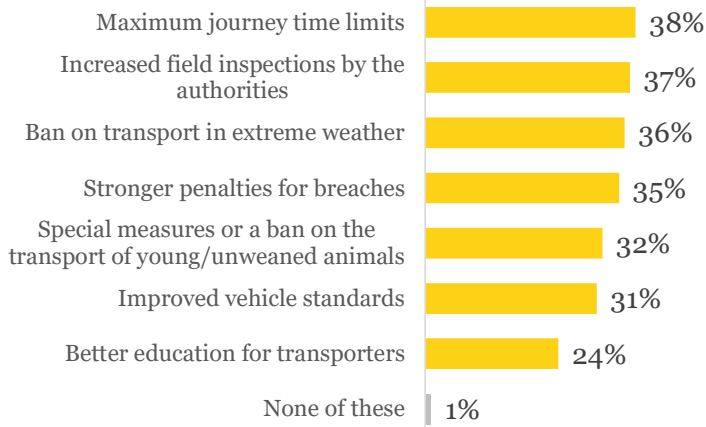
NET: Confident
26%

NET: Not confident
69%



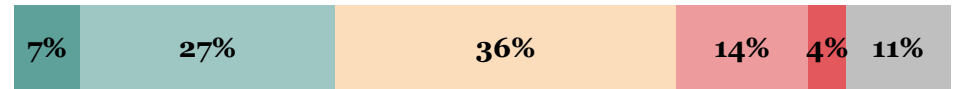
Very confident | Quite confident | Not very confident | Not at all confident | Don't know

Which measures would you most like to see enforced for live animal transport?

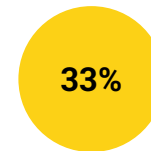


47 Base: Romania total (1,002).

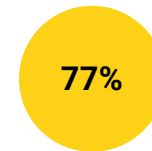
To what extent do you believe current EU standards sufficiently protect animals?



Completely | Mostly | Somewhat | A little | Not at all | Don't know



rank **animal rights** among their top three factors when choosing political policies or candidates



say they are **likely to pay more for products** sourced from animals with **high welfare standards in transport**

Respondents in Romania show the highest awareness of live animal transport (90%) and are second only to Poland in understanding current EU rules. They are also the most likely to believe that EU standards are sufficient in protecting animals during transport.

Support for stricter national and EU laws is strong (74% support), and political attitudes reflect this engagement, with 60% saying their opinion of a party would worsen if it did not support improvements to animal transport standards - the highest figure recorded.



Spain

Awareness of live animal transport

NET: At least somewhat aware
72%



Very aware Relatively aware Somewhat Not at all aware Don't know

How concerned are you about the welfare of animals during live transport?

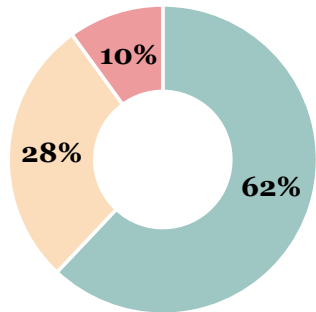
NET: Concerned
81%

NET: Not concerned
16%



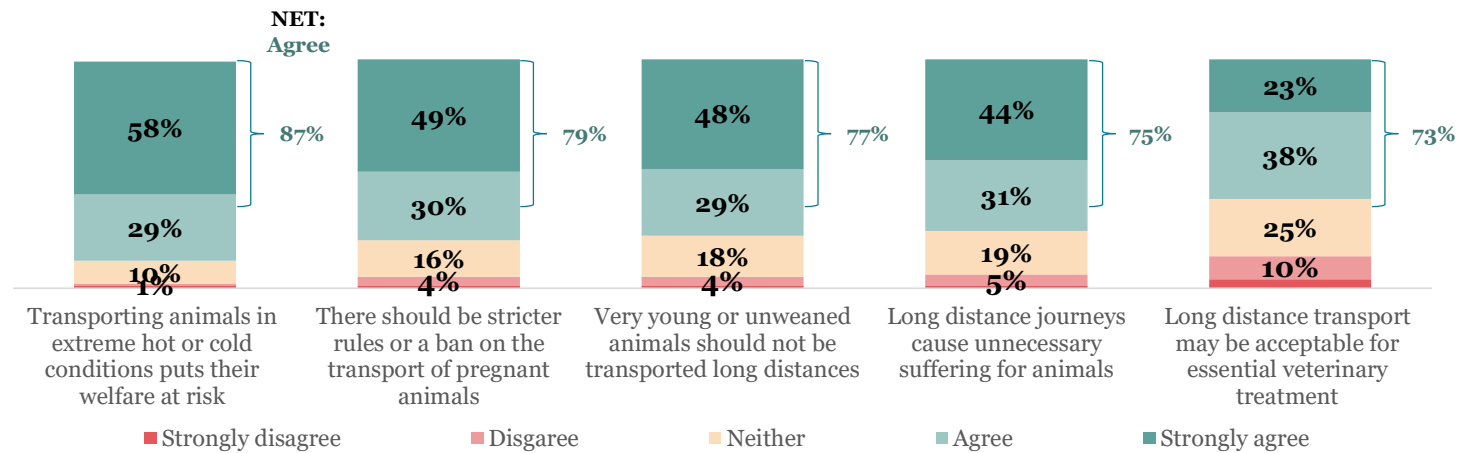
Very concerned Quite concerned Not very concerned Not at all concerned Don't know

Supporter profile



Advocate Middle Opponent

To what extent do you agree or disagree with following statements?





Spain

How confident are you that the authorities in your country effectively enforce rules?

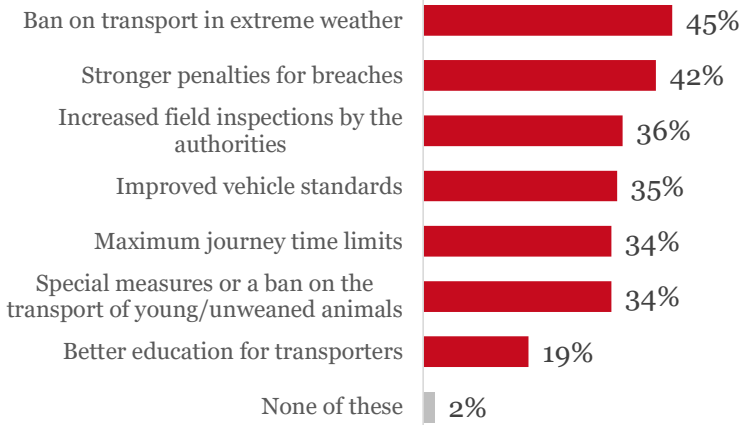
NET: Confident
37%

NET: Not confident
54%



Very confident | Quite confident | Not very confident | Not at all confident | Don't know

Which measures would you most like to see enforced for live animal transport?

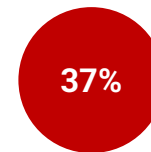


49 Base: Spain total (1,002).

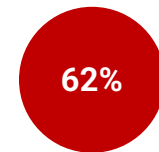
To what extent do you believe current EU standards sufficiently protect animals?



Completely | Mostly | Somewhat | A little | Not at all | Don't know



rank **animal rights** among their top three factors when choosing political policies or candidates



say they are **likely to pay more for products** sourced from animals with **high welfare standards in transport**

Respondents in Spain are the most likely to say it is acceptable to transport live animals long distances (22%). They boast lower agreement levels to a range of statements about live animal transport, such as that very young animals should not be transported long distances, that long distance journeys cause unnecessary suffering, and that there should be stricter rules. As a result, only 62% are segmented as 'advocates' - the lowest proportion among surveyed nations - while 9% are classified as opponents, the highest of all countries.

Savanta:



Callum Macmillan
Senior Research Executive
callum.macmillan@savanta.com



Dan Holden
Director
dan.holden@savanta.com

better.decisions@savanta.com

+44 (0) 20 7632 3434

London

60 Great Portland Street
London
W1W 7RT
UK

New York

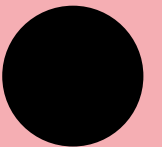
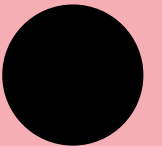
666 Third Ave.
7th Floor
New York NY 10017
USA

Amsterdam

Grote Bickersstraat 74-78
1013 KS
Amsterdam
Netherlands

Make Better Decisions

Appendix



Demographic summary: Total

Sample size

8,513 respondents

Country	Count (unweighted)	Count (weighted)	% of total (weighted)
Belgium	1,000	1,000	12%
Cyprus	504	504	6%
France	1,001	1,001	12%
Ireland	1,002	1,002	12%
Italy	1,002	1,002	12%
Poland	1,000	1,000	12%
Portugal	1,000	1,000	12%
Romania	1,002	1,002	12%
Spain	1,002	1,002	12%

Gender	Count (unweighted)	Count (weighted)	% of total (weighted)
Female	4,405	4,394	52%
Male	4,079	4,405	48%
Other	12	12	<1%

Age	Count (unweighted)	Count (weighted)	% of total (weighted)
18-24	793	809	10%
25-34	1,348	1,253	15%
35-44	1,578	1,454	17%
45-54	1,577	1,492	18%
55-64	1,465	1,585	19%
65+	1,752	1,919	23%

Demographic summary: Belgium

Sample size

1,000 respondents

Gender	Count (unweighted)	Count (weighted)	% of total (weighted)
Female	513	510	51%
Male	486	489	49%
Other	1	1	<1%

Age	Count (unweighted)	Count (weighted)	% of total (weighted)
18-24	101	103	10%
25-34	163	161	16%
35-44	164	163	16%
45-54	169	161	16%
55-64	169	164	16%
65+	234	249	25%

Region	Count (unweighted)	Count (weighted)	% of total (weighted)
Région de Bruxelles-Capitale	106	112	11%
Antwerpen	165	161	16%
Limburg	78	76	8%
Oost-Vlaanderen	126	133	13%
Vlaams-Brabant	87	100	10%
West-Vlaanderen	109	101	11%
Brabant wallon	34	35	3%
Hainaut	119	116	12%
Liège	101	96	10%
Luxembourg	27	26	3%
Namur	48	44	4%

Demographic summary: Cyprus

Sample size

504 respondents

Gender	Count (unweighted)	Count (weighted)	% of total (weighted)
Female	256	255	51%
Male	241	242	48%
Other	2	2	<1%

Age	Count (unweighted)	Count (weighted)	% of total (weighted)
18-24	62	48	9%
25-34	136	89	18%
35-44	145	101	20%
45-54	110	81	16%
55-64	40	148	29%
65+	11	37	7%

Region	Count (unweighted)	Count (weighted)	% of total (weighted)
Lefkosia	224	191	38%
Ammochostos	32	32	6%
Larnaka	85	84	17%
Lemesos	105	141	28%
Pafos	58	56	11%

Demographic summary: France

Sample size

1,001 respondents

Gender	Count (unweighted)	Count (weighted)	% of total (weighted)
Female	523	521	52%
Male	475	477	48%
Other	3	3	<1%

Age	Count (unweighted)	Count (weighted)	% of total (weighted)
18-24	68	103	10%
5-34	148	149	15%
35-44	158	159	16%
45-54	170	160	16%
55-64	190	159	16%
65+	267	272	27%

Region	Count (unweighted)	Count (weighted)	% of total (weighted)
Île de France	213	184	18%
Centre - Val de Loire	46	39	4%
Bourgogne - Franche-Comté	40	43	4%
Normandie	49	50	5%
Hauts-de-France	89	88	9%
Grand Est	92	84	8%
Pays-de-la-Loire	41	59	6%
Bretagne	52	53	5%
Nouvelle-Aquitaine	79	95	10%
Occitanie	102	94	9%
Auvergne - Rhône-Alpes	123	125	13%
Provence-Alpes-Côte d'Azur	72	80	8%
Corse	3	7	1%

Demographic summary: Ireland

Sample size

1,002 respondents

Gender	Count (unweighted)	Count (weighted)	% of total (weighted)
Female	515	510	51%
Male	483	588	49%
Other	2	2	<1%

Age	Count (unweighted)	Count (weighted)	% of total (weighted)
18-24	116	113	11%
25-34	162	160	16%
35-44	207	201	20%
45-54	187	180	18%
55-64	186	197	20%
65+	144	152	15%

Region	Count (unweighted)	Count (weighted)	% of total (weighted)
Cavan	19	18	2%
Donegal	24	23	2%
Galway City	23	22	2%
Galway County	32	31	3%
Leitrim	43	43	4%
Mayo	18	17	2%
Monaghan	6	6	1%
Roscommon	9	9	1%
Sligo	7	7	1%
Carlow	11	11	1%
Clare	25	26	3%
Cork City	52	54	5%
Cork County	63	65	6%
Kerry	25	26	3%
Kilkenny	21	22	2%
Limerick City and County	36	37	4%
Tipperary	32	33	3%
Waterford City and County	25	26	3%
Wexford	33	34	3%
Dublin City	207	203	20%
Dun-Laoghaire-Rathdown	23	23	2%
Fingal	41	42	4%
Kildare	37	37	4%
Laois	12	12	1%
Longford	6	6	1%
Louth	30	30	3%
Meath	25	24	2%
Offaly	21	21	2%
South Dublin	44	44	4%
Weastmeath	25	25	3%
Wicklow	27	27	3%

Demographic summary: Italy

Sample size

1,002 respondents

Gender	Count (unweighted)	Count (weighted)	% of total (weighted)
Female	515	513	51%
Male	481	483	49%
Other	1	1	<1%

Age	Count (unweighted)	Count (weighted)	% of total (weighted)
18-24	79	83	8%
25-34	129	125	12%
35-44	153	142	14%
45-54	192	183	18%
55-64	175	182	18%
65+	274	287	29%

Region	Count (unweighted)	Count (weighted)	% of total (weighted)
Piemonte	46	61	6%
Valle d'Aosta/Vallée d'Aoste	1	1	<1%
Liguria	13	16	2%
Lombardia	145	191	19%
Provincia Autonoma di Bolzano/Bozen	3	2	<1%
Provincia Autonoma di Trento	13	10	1%
Veneto	95	73	7%
Friuli-Venezia Giulia	30	23	2%
Emilia-Romagna	118	89	9%
Toscana	56	55	6%
Umbria	12	12	1%
Marche	21	22	2%
Lazio	113	110	11%
Abruzzo	27	27	3%
Molise	7	7	1%
Campania	81	81	8%
Puglia	72	73	7%
Basilicata	6	6	1%
Calabria	34	33	3%
Sicilia	80	79	8%
Sardegna	29	29	3%

Demographic summary: Poland

Sample size

1,000 respondents

Gender	Count (unweighted)	Count (weighted)	% of total (weighted)
Female	523	522	52%
Male	475	476	48%
Other	1	1	<1%

Age	Count (unweighted)	Count (weighted)	% of total (weighted)
18-24	90	86	9%
25-34	176	168	17%
35-44	200	198	20%
45-54	161	158	15%
55-64	164	161	17%
65+	209	229	22%

Region	Count (unweighted)	Count (weighted)	% of total (weighted)
Dolnośląskie	84	76	8%
Kujawsko-pomorskie	57	54	5%
Lubelskie	55	55	5%
Lubuskie	23	26	3%
Łódzkie	67	65	6%
Małopolskie	89	88	9%
Opolskie	26	26	3%
Podkarpackie	48	55	6%
Podlaskie	31	30	3%
Pomorskie	56	60	6%
Śląskie	129	120	12%
Swietokrzyskie	31	33	3%
Warmińsko-mazurskie	31	37	4%
Wielkopolskie	84	90	9%
Zachodniopomorskie	43	44	4%
Mazowiecki Regionalny	146	140	14%

Demographic summary: Portugal

Sample size

1,000 respondents

Gender	Count (unweighted)	Count (weighted)	% of total (weighted)
Female	528	526	53%
Male	468	470	47%
Other	6	1	<1%

Age	Count (unweighted)	Count (weighted)	% of total (weighted)
18-24	94	92	9%
25-34	144	130	13%
35-44	166	150	15%
45-54	189	179	18%
55-64	226	247	25%
65+	181	201	20%

Region	Count (unweighted)	Count (weighted)	% of total (weighted)
Norte	359	354	25%
Centro	231	211	21%
Lisboa	295	276	28%
Alentejo	44	65	6%
Algarve	46	44	4%
R. Autónoma dos Açores	10	24	2%
R. Autónoma da Madeira	15	25	3%

Demographic summary: Romania

Sample size

1,002 respondents

Gender	Count (unweighted)	Count (weighted)	% of total (weighted)
Female	517	520	49%
Male	483	480	51%
Other	1	1	<1%

Age	Count (unweighted)	Count (weighted)	% of total (weighted)
18-24	93	92	9%
25-34	152	136	14%
35-44	185	175	17%
45-54	201	194	19%
55-64	146	157	16%
65+	225	248	25%

Region	Count (unweighted)	Count (weighted)	% of total (weighted)
București-Ilfov	152	122	12%
Centru	118	119	12%
Nord-Vest	124	133	13%
RO21 Nord-Est	141	163	16%
Sud-Est	143	124	12%
Sud-Muntenia	133	151	15%
Sud-Vest Oltenia	97	101	10%
Vest	93	89	9%

Demographic summary: Spain

Sample size

1,002 respondents

Gender	Count (unweighted)	Count (weighted)	% of total (weighted)
Female	515	516	51%
Male	487	486	49%
Other	0	0	0%

Age	Count (unweighted)	Count (weighted)	% of total (weighted)
18-24	90	90	9%
25-34	138	135	13%
35-44	200	166	17%
45-54	198	197	20%
55-64	169	170	17%
65+	207	245	24%

Region	Count (unweighted)	Count (weighted)	% of total (weighted)
Galicia	60	56	6%
Principado de Asturias	23	22	2%
Cantabria	14	14	1%
País Vasco	44	45	4%
Comunidad Foral de Navarra	12	12	1%
La Rioja	5	6	1%
Aragón	31	32	3%
Comunidad de Madrid	147	144	14%
Castilla y León	50	54	5%
Castilla-la Mancha	42	44	4%
Extremadura	16	17	2%
Cataluña	187	187	19%
Comunitat Valenciana	104	104	10%
Illes Balears	8	8	1%
Andalucía	193	188	19%
Región de Murcia	20	19	2%
Ciudad de Ceuta	2	1	<1%
Ciudad de Melilla	1	1	<1%
Canarias	43	47	5%