

League Against Cruel Sports Fieldwork - 19-20th March 2014

GB Sample: 2,370 British Adults

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following tend to be important to you when deciding on a country for a holiday destination? (Please tick all that apply)

Unweighted base	2370	1175	1195	229	283	424	531	903	1326	1044	554	366	242	339	538	104	227
Base: All GB Adults	2370	1137	1233	284	372	446	439	830	1303	1067	583	389	228	303	543	118	206
The weather	1639	760	879	197	268	303	290	581	942	697	418	255	157	209	361	86	153
The language spoken	375	193	182	59	65	71	62	118	209	166	86	45	33	64	96	14	37
The food	1063	515	548	138	183	184	173	386	612	452	254	148	113	146	241	64	97
The facilities available	1192	551	641	144	184	219	214	432	681	511	302	188	118	131	290	57	106
The accommodation available	1481	674	807	178	238	255	270	540	856	625	365	230	137	186	353	77	133
The cost of travel (i.e. the cost of getting there)	1692	791	901	210	299	339	297	547	963	729	413	260	160	215	402	86	155
The country's economy (i.e how far my money goes whilst there)	679	336	343	99	92	118	118	251	391	288	169	97	68	97	164	25	59
The country's animal welfare standards	178	71	107	23	27	26	35	69	102	76	45	33	11	20	45	10	13
The country's social welfare standards	240	103	137	38	43	39	38	81	127	112	59	36	17	33	64	10	22
Other	145	81	64	18	17	29	34	46	98	47	30	20	7	23	37	8	19
Don't know	42	24	18	5	8	-	13	16	19	23	12	10	2	6	10	2	*
Not applicable – I've never decided on a country for a holiday destination	255	117	138	23	15	49	51	118	95	160	66	51	26	28	55	12	17

Birds migrating between Europe and Africa often fly through Malta, and the spring and autumn migrations attract hunters. EU law states that certain species should not be hunted during migration, but hunting remains widespread in Malta. To what extent do you agree or disagree with the following statement? "The Maltese government should do more to enforce EU law and not permit the hunting of migratory birds in Malta."

Unweighted base	2370	1175	1195	229	283	424	531	903	1326	1044	554	366	242	339	538	104	227
Base: All GB Adults	2370	1137	1233	284	372	446	439	830	1303	1067	583	389	228	303	543	118	206
Strongly agree	1120	531	589	98	132	188	212	490	609	511	278	198	105	122	268	61	87
Tend to agree	637	275	362	90	118	134	109	186	399	238	155	94	58	96	142	26	66
Neither agree or disagree	315	180	134	39	55	75	57	88	153	162	83	38	40	46	71	5	31
Tend to disagree	46	31	15	12	6	8	14	6	27	20	6	4	5	7	14	4	6
Strongly disagree	27	25	2	4	7	2	8	6	15	12	9	5	2	4	4	-	4
Don't know	225	95	130	41	53	39	39	53	100	125	52	49	17	28	44	22	13

League Against Cruel Sports

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GB Sample: 2,370 British Adults

Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which, if any, of the following tend to be important to you when deciding on a country for a holiday destination? (Please tick all that apply)

	Unweighted base	103	274	177	168	198	242	339	311	227	104	227
Base: All GB Adults		117	286	181	180	209	228	303	320	222	118	206
The weather		85	199	134	117	138	157	209	215	146	86	153
The language spoken		16	36	35	20	25	33	64	55	41	14	37
The food		60	111	83	63	85	113	146	138	103	64	97
The facilities available		45	145	113	84	104	118	131	166	124	57	106
The accommodation available		70	177	118	105	125	137	186	215	138	77	133
The cost of travel (i.e. the cost of getting there)		85	193	135	114	146	160	215	244	159	86	155
The country's economy (i.e how far my money goes whilst there)		36	71	62	49	48	68	97	99	65	25	59
The country's animal welfare standards		10	22	14	10	23	11	20	27	19	10	13
The country's social welfare standards		10	22	27	19	17	17	33	34	30	10	22
Other		10	9	10	12	8	7	23	23	13	8	19
Don't know		3	7	2	1	9	2	6	4	6	2	*
Not applicable – I've never decided on a country for a holiday destination		16	34	16	27	24	26	28	30	24	12	17

Birds migrating between Europe and Africa often fly through Malta, and the spring and autumn migrations attract hunters. EU law states that certain species should not be hunted during migration, but hunting remains widespread in Malta. To what extent do you agree or disagree with the following statement? "The Maltese government should do more to enforce EU law and not permit the hunting of migratory birds in Malta."

	Unweighted base	103	274	177	168	198	242	339	311	227	104	227
Base: All GB Adults		117	286	181	180	209	228	303	320	222	118	206
Strongly agree		60	138	80	86	112	105	122	160	108	61	87
Tend to agree		35	72	49	56	38	58	96	100	42	26	66
Neither agree or disagree		10	41	32	15	24	40	46	34	37	5	31
Tend to disagree		-	3	3	1	3	5	7	7	7	4	6
Strongly disagree		1	5	2	1	4	2	4	-	4	-	4
Don't know		12	26	15	21	28	17	28	20	24	22	13

**League Against Cruel Sports
Fieldwork - 19-20th March 2014**

GB Sample: 2,370 British Adults

Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following tend to be important to you when deciding on a country for a holiday destination? (Please tick all that apply)

Unweighted base	1192	208	1400	124	596	92	158	1133	226	209	60	455
Base: All GB Adults	1212	219	1431	140	546	96	157	1067	224	200	55	496
The weather	867	161	1028	98	373	51	88	743	161	128	39	324
The language spoken	193	31	224	34	77	19	21	140	38	28	15	107
The food	547	110	657	63	250	29	65	485	89	74	32	211
The facilities available	622	121	743	57	282	42	69	533	107	98	34	245
The accommodation available	769	145	914	82	355	49	81	688	131	121	35	297
The cost of travel (i.e. the cost of getting there)	918	171	1089	98	348	60	97	730	177	138	43	367
The country's economy (i.e how far my money goes whilst there)	330	76	406	39	167	26	41	297	69	67	14	140
The country's animal welfare standards	75	21	96	10	48	10	14	61	19	20	6	45
The country's social welfare standards	95	24	119	22	62	10	26	97	21	18	1	66
Other	79	10	89	8	32	6	11	60	14	9	2	39
Don't know	22	2	23	5	8	2	4	25	1	3	1	11
Not applicable – I've never decided on a country for a holiday destination	84	18	102	12	87	20	34	123	22	25	3	45

Birds migrating between Europe and Africa often fly through Malta, and the spring and autumn migrations attract hunters. EU law states that certain species should not be hunted during migration, but hunting remains widespread in Malta. To what extent do you agree or disagree with the following statement? "The Maltese government should do more to enforce EU law and not permit the hunting of migratory birds in Malta."

Unweighted base	1192	208	1400	124	596	92	158	1133	226	209	60	455
Base: All GB Adults	1212	219	1431	140	546	96	157	1067	224	200	55	496
Strongly agree	503	106	609	41	345	42	83	520	116	98	27	197
Tend to agree	365	60	424	44	113	28	28	270	52	57	15	147
Neither agree or disagree	182	24	206	24	55	9	20	142	20	26	9	76
Tend to disagree	29	*	30	5	5	4	3	20	5	6	-	15
Strongly disagree	14	4	17	4	4	1	1	9	5	3	2	6
Don't know	119	25	143	23	24	12	23	106	27	12	3	55

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GB Sample: 2,370 British Adults

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

Which, if any, of the following tend to be important to you when deciding on a country for a holiday destination? (Please tick all that apply)

Unweighted base	1656	300	213	74	587	127	1619	322	152	549
Base: All GB Adults	1614	305	228	87	620	136	1673	296	153	568
The weather	1112	215	162	61	438	89	1195	225	103	395
The language spoken	270	39	35	14	88	17	273	52	29	85
The food	738	127	101	33	261	64	769	145	64	263
The facilities available	801	160	130	40	330	62	859	162	76	288
The accommodation available	1028	187	142	49	379	74	1051	208	99	384
The cost of travel (i.e. the cost of getting there)	1172	220	163	59	442	79	1245	234	100	426
The country's economy (i.e how far my money goes whilst there)	478	78	61	27	167	33	502	94	48	166
The country's animal welfare standards	139	15	10	2	26	13	123	30	18	52
The country's social welfare standards	172	23	21	8	52	16	171	40	22	69
Other	110	13	8	1	22	13	94	28	4	34
Don't know	26	8	5	-	12	5	19	4	3	6
Not applicable – I've never decided on a country for a holiday destination	175	34	18	9	61	19	167	13	21	41

Birds migrating between Europe and Africa often fly through Malta, and the spring and autumn migrations attract hunters. EU law states that certain species should not be hunted during migration, but hunting remains widespread in Malta. To what extent do you agree or disagree with the following statement? "The Maltese government should do more to enforce EU law and not permit the hunting of migratory birds in Malta."

Unweighted base	1656	300	213	74	587	127	1619	322	152	549
Base: All GB Adults	1614	305	228	87	620	136	1673	296	153	568
Strongly agree	808	131	90	34	254	58	773	134	74	257
Tend to agree	427	76	78	25	179	31	481	89	39	170
Neither agree or disagree	198	43	34	18	95	22	218	41	18	75
Tend to disagree	29	5	6	3	13	4	34	5	1	15
Strongly disagree	17	3	1	1	6	4	15	3	3	5
Don't know	135	48	20	5	73	18	153	23	17	46

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

If the Maltese government were to do more to enforce EU laws on the hunting of migratory birds, to what extent would you be more or less likely to choose Malta as a holiday destination, or would it make no difference?

Unweighted base	2370	1175	1195	229	283	424	531	903	1326	1044	554	366	242	339	538	104	227
Base: All GB Adults	2370	1137	1233	284	372	446	439	830	1303	1067	583	389	228	303	543	118	206
Much more likely	180	83	96	20	15	27	34	83	75	105	38	38	15	25	44	7	12
Somewhat more likely	316	152	164	32	59	51	69	105	167	149	68	52	27	42	77	18	31
No difference	1569	774	796	184	244	317	281	544	928	641	392	248	163	198	346	79	144
Somewhat less likely	38	21	17	8	6	5	3	16	23	14	12	3	4	2	16	-	1
Much less likely	38	20	18	5	5	11	5	11	23	15	11	8	2	1	9	2	5
Don't know	229	88	141	35	42	35	47	70	87	142	61	39	16	36	51	13	13

If the Maltese government were to do more to enforce EU laws on the hunting of migratory birds, to what extent would you be more or less likely to choose Malta as a holiday destination, or would it make no difference?

Unweighted base	185	77	108	19	21	25	44	76	108	77	46	30	14	22	45	13	15
Base: All GB Adults who consider animal welfare standards when choosing their holidays	178	71	107	23	27	26	35	69	102	76	45	33	11	20	45	10	13
Much more likely	58	22	35	7	7	8	7	28	24	34	17	8	3	6	20	1	4
Somewhat more likely	49	24	26	3	11	5	18	13	30	19	8	9	4	5	11	5	7
No difference	52	15	38	10	3	8	9	22	38	14	12	14	4	6	12	4	*
Somewhat less likely	4	4	-	-	4	-	-	-	4	-	4	-	-	-	-	-	-
Much less likely	6	4	2	-	1	3	-	1	1	4	1	1	-	-	2	-	1
Don't know	9	2	7	2	-	1	2	4	4	5	4	2	-	3	1	-	-

Cell Contents (Count)

Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

If the Maltese government were to do more to enforce EU laws on the hunting of migratory birds, to what extent would you be more or less likely to choose Malta as a holiday destination, or would it make no difference?

Unweighted base	103	274	177	168	198	242	339	311	227	104	227
Base: All GB Adults	117	286	181	180	209	228	303	320	222	118	206
Much more likely	7	22	9	20	18	15	25	29	15	7	12
Somewhat more likely	15	30	23	19	33	27	42	48	29	18	31
No difference	76	198	118	118	130	163	198	201	145	79	144
Somewhat less likely	3	6	3	2	1	4	2	8	8	-	1
Much less likely	4	2	5	4	4	2	1	5	3	2	5
Don't know	12	26	22	16	23	16	36	29	22	13	13

If the Maltese government were to do more to enforce EU laws on the hunting of migratory birds, to what extent would you be more or less likely to choose Malta as a holiday destination, or would it make no difference?

Unweighted base	8	26	12	11	19	14	22	21	24	13	15
Base: All GB Adults who consider animal welfare standards when choosing their holidays	10	22	14	10	23	11	20	27	19	10	13
Much more likely	4	11	1	5	3	3	6	13	7	1	4
Somewhat more likely	2	2	4	*	8	4	5	4	7	5	7
No difference	2	6	4	5	8	4	6	8	4	4	*
Somewhat less likely	-	1	3	-	-	-	-	-	-	-	-
Much less likely	1	-	-	-	1	-	-	2	-	-	1
Don't know	-	2	2	-	2	-	3	-	1	-	-

Working status							Marital Status					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

If the Maltese government were to do more to enforce EU laws on the hunting of migratory birds, to what extent would you be more or less likely to choose Malta as a holiday destination, or would it make no difference?

Unweighted base	1192	208	1400	124	596	92	158	1133	226	209	60	455
Base: All GB Adults	1212	219	1431	140	546	96	157	1067	224	200	55	496
Much more likely	62	16	78	14	63	5	20	90	15	15	6	30
Somewhat more likely	163	39	201	12	74	15	15	124	37	27	6	68
No difference	847	129	976	86	356	60	92	722	149	121	35	332
Somewhat less likely	11	3	14	5	12	3	4	12	4	7	2	8
Much less likely	19	3	22	3	8	1	3	13	4	4	3	9
Don't know	112	29	140	21	33	12	24	106	16	26	4	48

If the Maltese government were to do more to enforce EU laws on the hunting of migratory birds, to what extent would you be more or less likely to choose Malta as a holiday destination, or would it make no difference?

Unweighted base	84	17	101	9	52	9	14	71	21	21	5	43
Base: All GB Adults who consider animal welfare standards when choosing their holidays	75	21	96	10	48	10	14	61	19	20	6	45
Much more likely	19	6	25	5	18	2	8	24	5	6	2	15
Somewhat more likely	25	5	30	2	11	4	2	14	5	5	-	12
No difference	24	7	31	1	16	3	2	16	7	6	2	13
Somewhat less likely	1	3	4	-	-	-	-	-	-	-	-	1
Much less likely	3	2	5	-	-	1	-	3	-	1	-	1
Don't know	2	-	2	2	3	-	2	4	1	-	2	3

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

If the Maltese government were to do more to enforce EU laws on the hunting of migratory birds, to what extent would you be more or less likely to choose Malta as a holiday destination, or would it make no difference?

Unweighted base	1656	300	213	74	587	127	1619	322	152	549
Base: All GB Adults	1614	305	228	87	620	136	1673	296	153	568
Much more likely	133	12	18	7	36	10	123	15	13	38
Somewhat more likely	222	44	23	13	81	13	234	50	25	79
No difference	1068	205	166	53	424	77	1114	203	93	403
Somewhat less likely	22	4	1	5	10	6	27	1	5	6
Much less likely	23	5	2	4	11	3	27	7	6	10
Don't know	145	35	17	6	58	26	148	19	10	33

If the Maltese government were to do more to enforce EU laws on the hunting of migratory birds, to what extent would you be more or less likely to choose Malta as a holiday destination, or would it make no difference?

Unweighted base	147	13	13	2	28	10	126	32	16	53
Base: All GB Adults who consider animal welfare standards when choosing their holidays	139	15	10	2	26	13	123	30	18	52
Much more likely	44	*	5	2	7	7	37	6	5	11
Somewhat more likely	37	7	4	-	11	1	39	11	2	17
No difference	45	4	1	-	6	2	34	10	7	19
Somewhat less likely	1	3	-	-	3	-	4	-	3	3
Much less likely	3	-	-	-	-	3	3	-	1	1
Don't know	9	-	-	-	-	-	6	2	-	1