

Animal Welfare Perceptions Survey

June 2024

BLOOM

RESEARCH COMPANY



Research Objectives

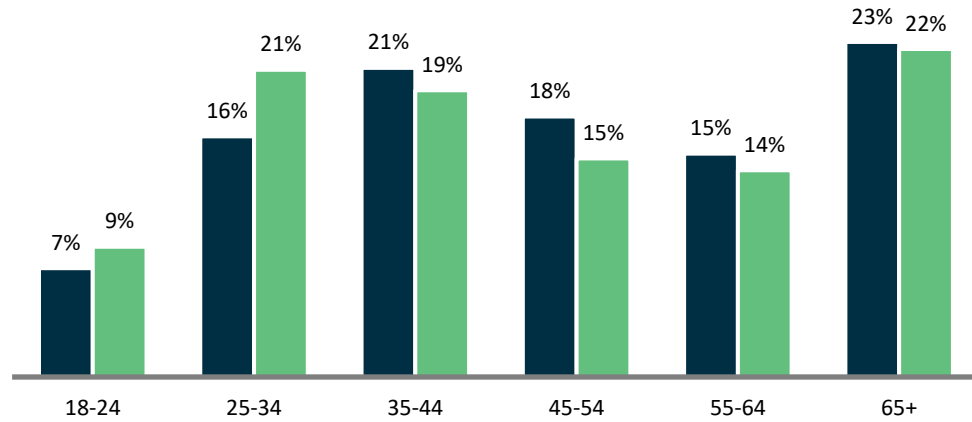
- The Office of the Commissioner for Animal Welfare has requested a research assignment with a view to gaining insight into people's perceptions regarding various animal welfare-related issues in Malta.
- The research study assessed the general public's perceptions regarding various animal welfare-related issues in Malta such as:
 - Animal welfare enforcement
 - Legal proceedings
 - Public awareness
 - Veterinary services
 - Pricing
 - Challenges faced
 - Confidence in local authorities
 - The role of the Commissioner for Animal Welfare.
- A quantitative methodology was used for this research study.

Methodology

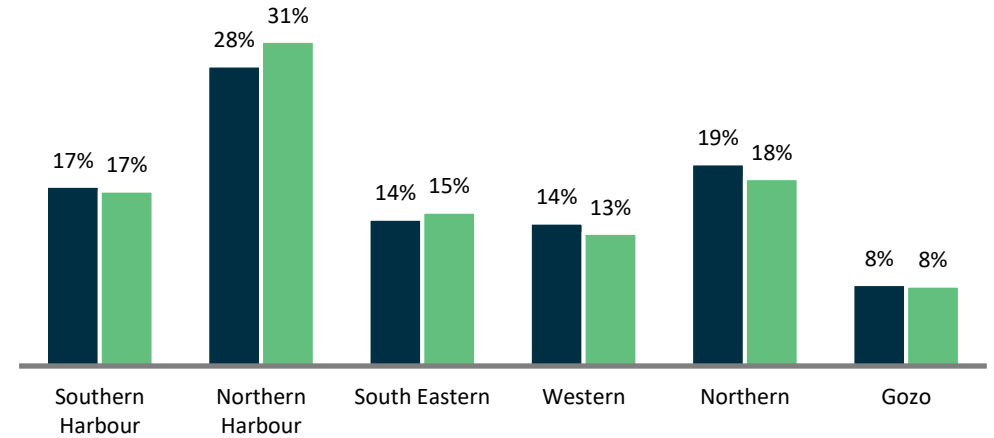
- A sample of 516 respondents from the General Public were interviewed by means of CATI (Computer-Aided Telephone Interviewing) in Malta and Gozo.
- The target population consisted of respondents aged 18 years and over.
- The sample was nationally representative by gender, age and region.
- A quota sampling technique was used to make sure that the above-mentioned segments are represented.
- A **random-sampling design** was used by means of random-digit dialing (RDD).
- The questionnaire was designed by the client and was reviewed and translated by Bloom Research. The client approved both English and Maltese versions prior to project launch. The interviews were conducted in English or Maltese depending on the preferred language of the respondent.
- Fieldwork was carried out between the 10th June 2024 and the 26th June 2024 and the interviewers were supervised by a trained Fieldwork Supervisor during data collections. All CATI interviews were carried out in-house, from Bloom's CATI Centre.
- The director of Bloom Research is a member of ESOMAR and complies with the ICC Code of Market and Social Research Practice.

Sample Profile

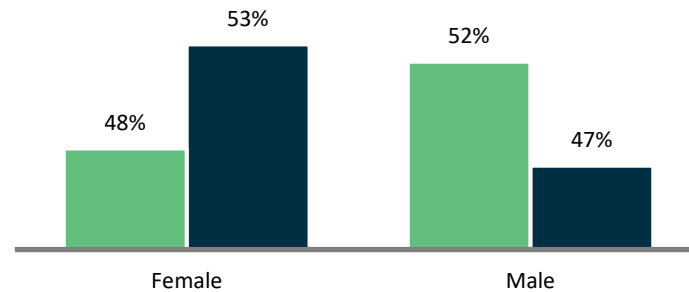
Age



Region



Gender



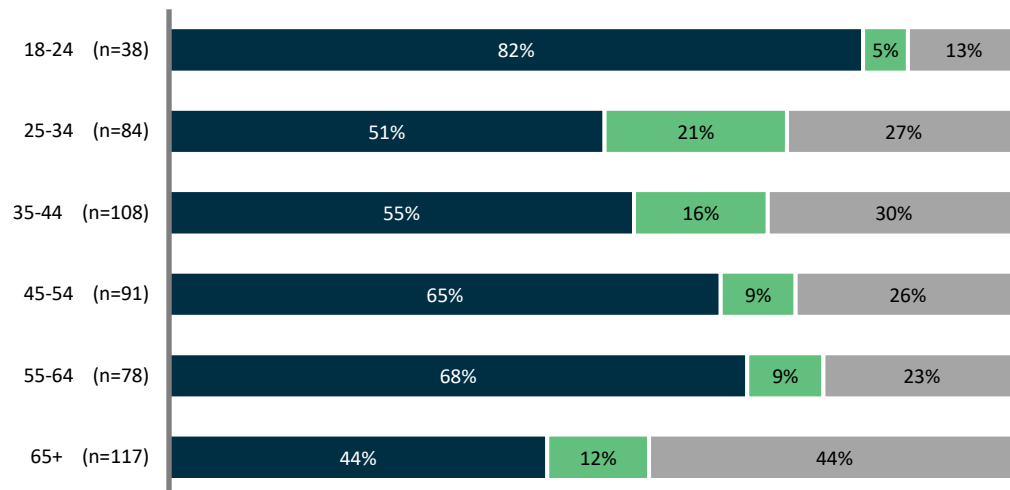
Sample
■

Population
■

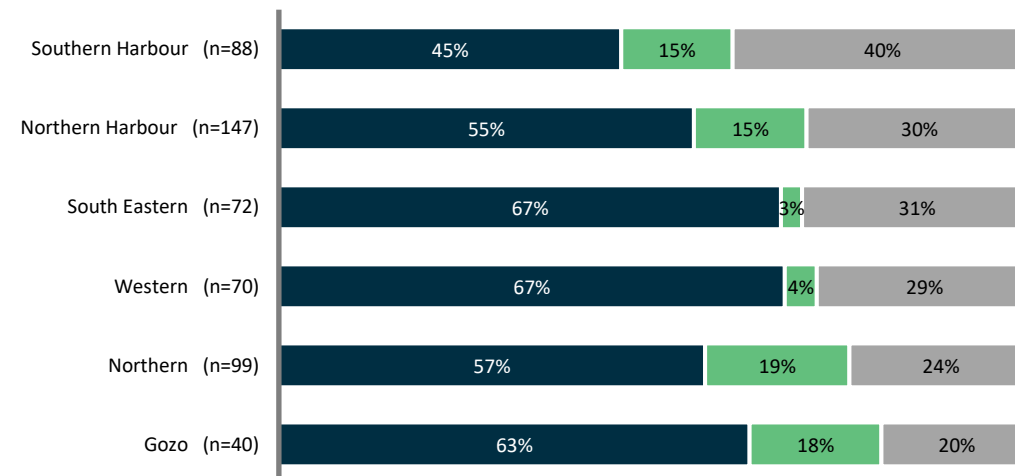
Pet Ownership

Q. Do you have any pets, or did you have any pets in the past?

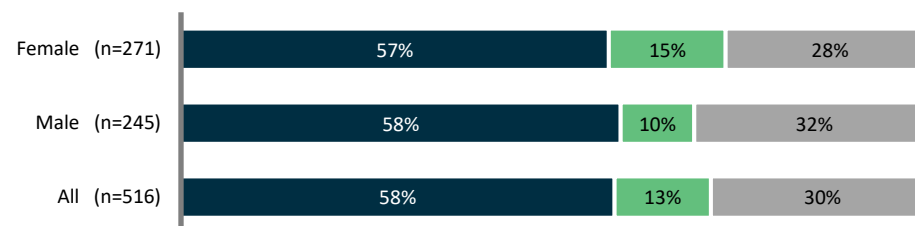
Age



Region



Gender



I have pets



I never had any pets



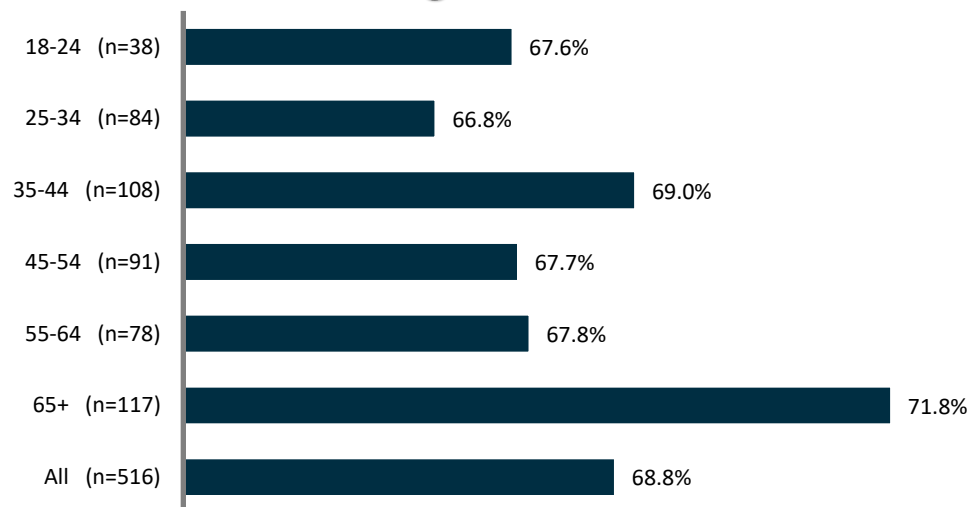
I used to be a pet owner, now not anymore



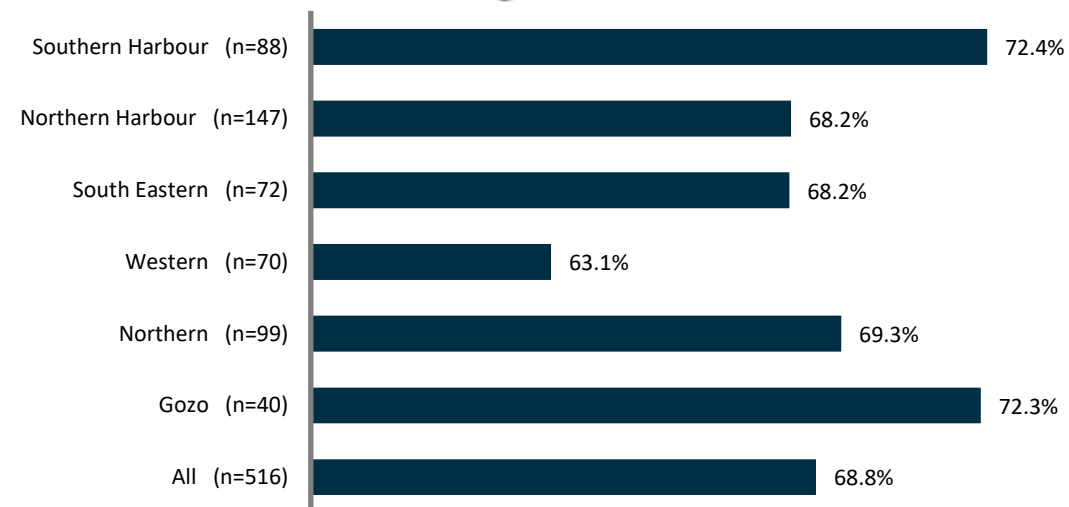
Enforcement Effectiveness

Q. On a scale of 1 to 10, with 10 being very effective and 1 being not effective at all, how effective do you perceive current enforcement efforts in ensuring animal welfare laws are upheld in Malta?
(MEAN SCORES)

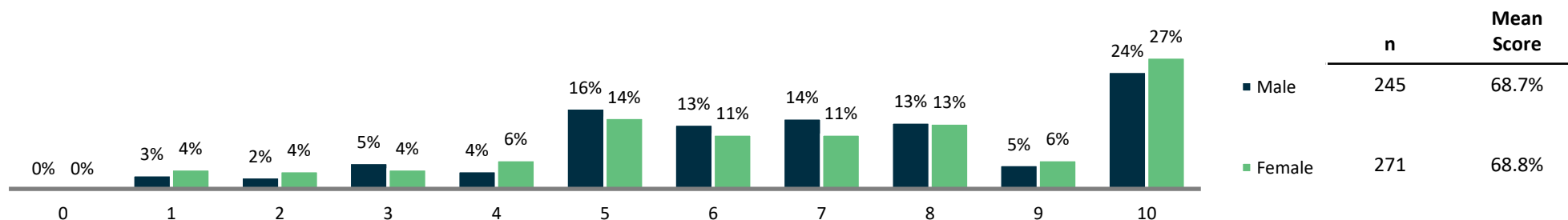
Age



Region

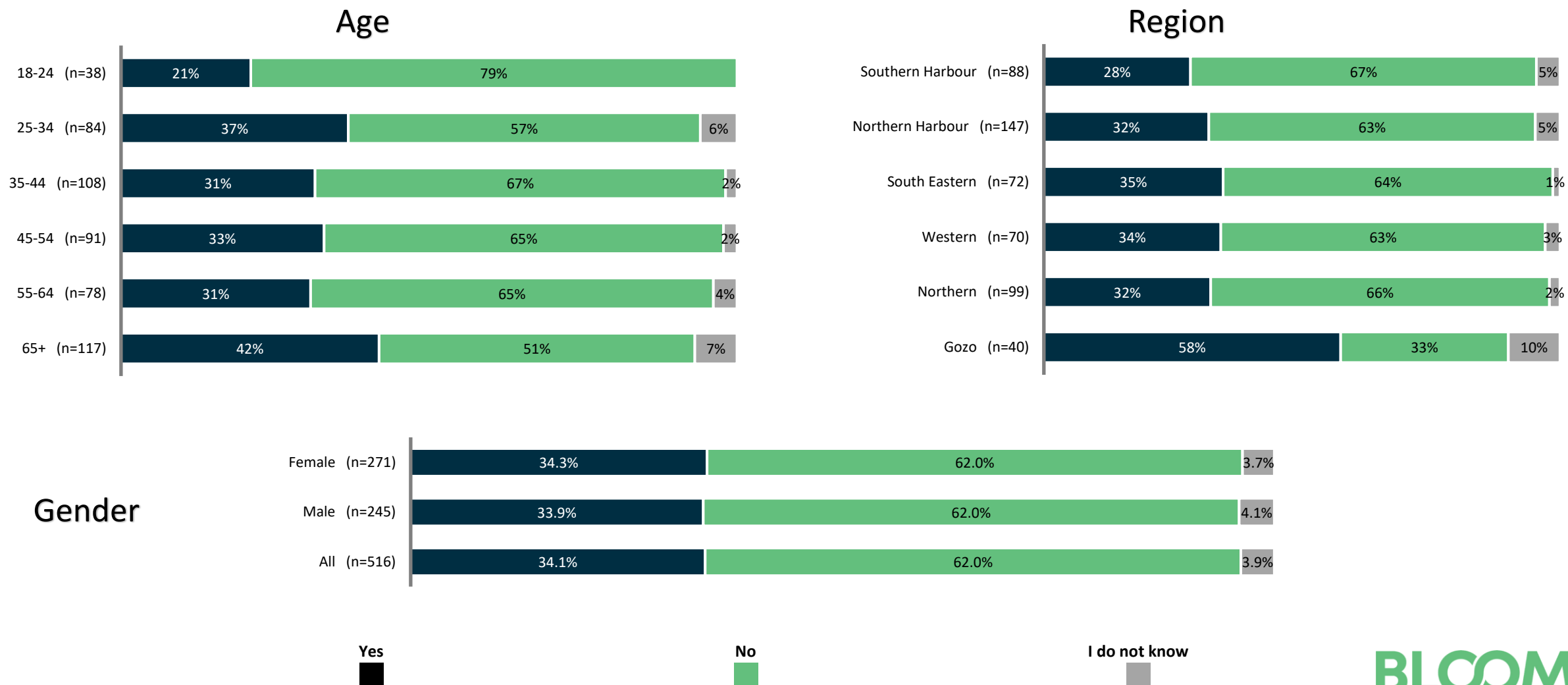


Gender



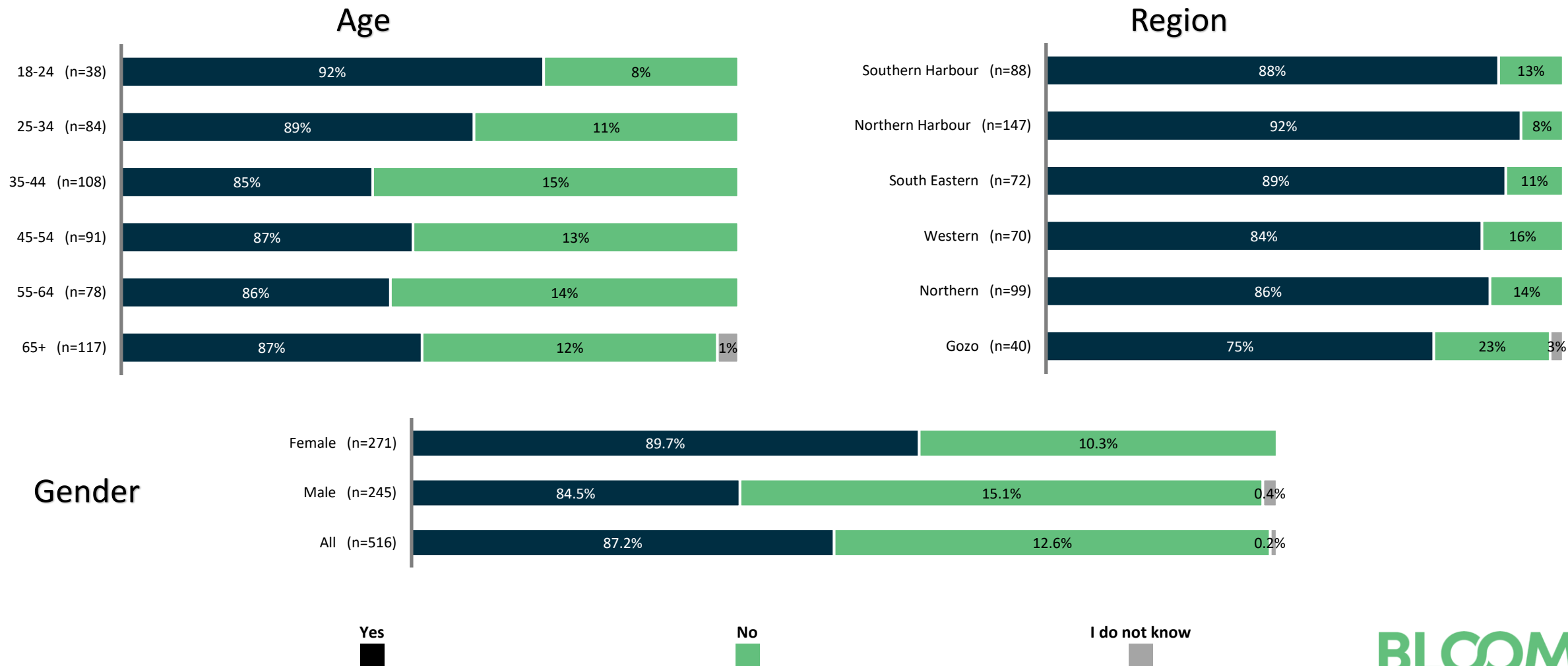
Courts' Firmness

Q. Do you believe that courts in Malta are sufficiently harsh with individuals found guilty of animal welfare violations?



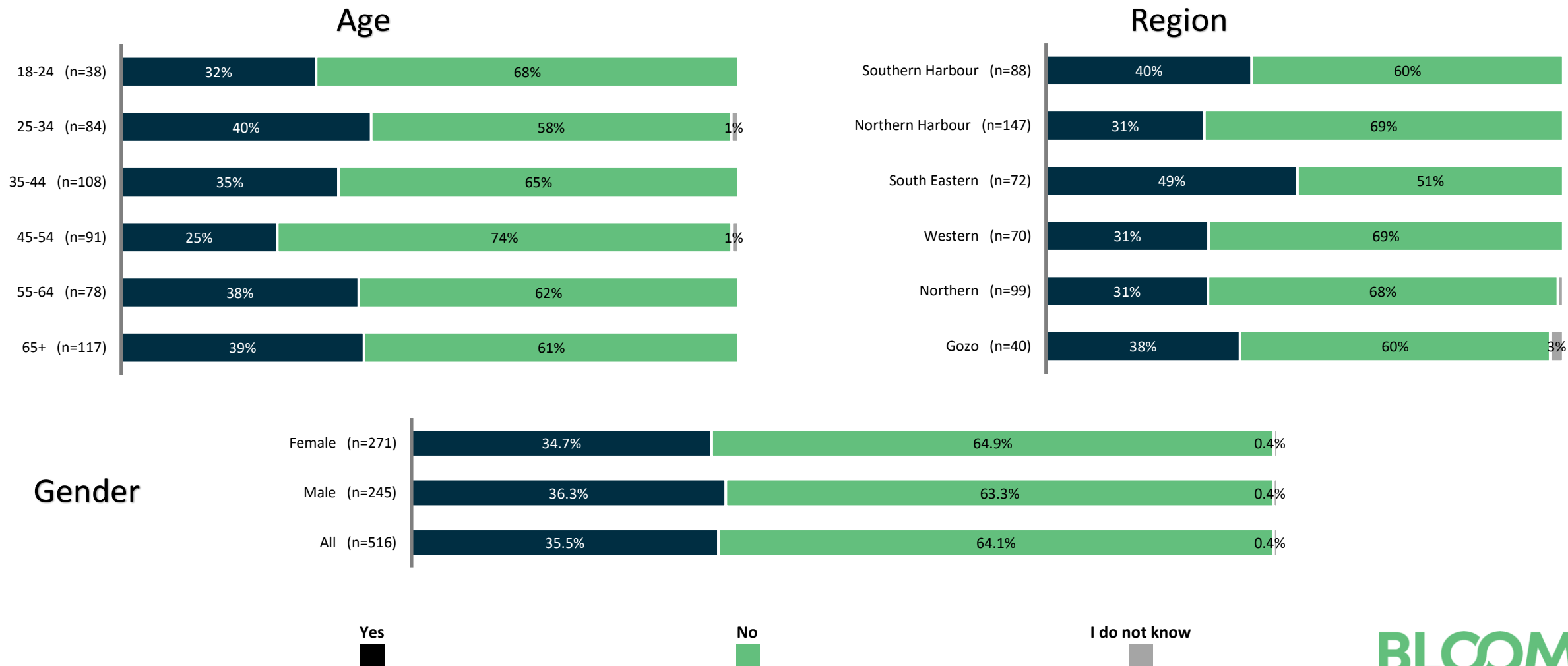
Dedicated Judiciary

Q. Do you think that there should be a dedicated magistrate who would be specialised and trained in hearing animal-welfare related cases?



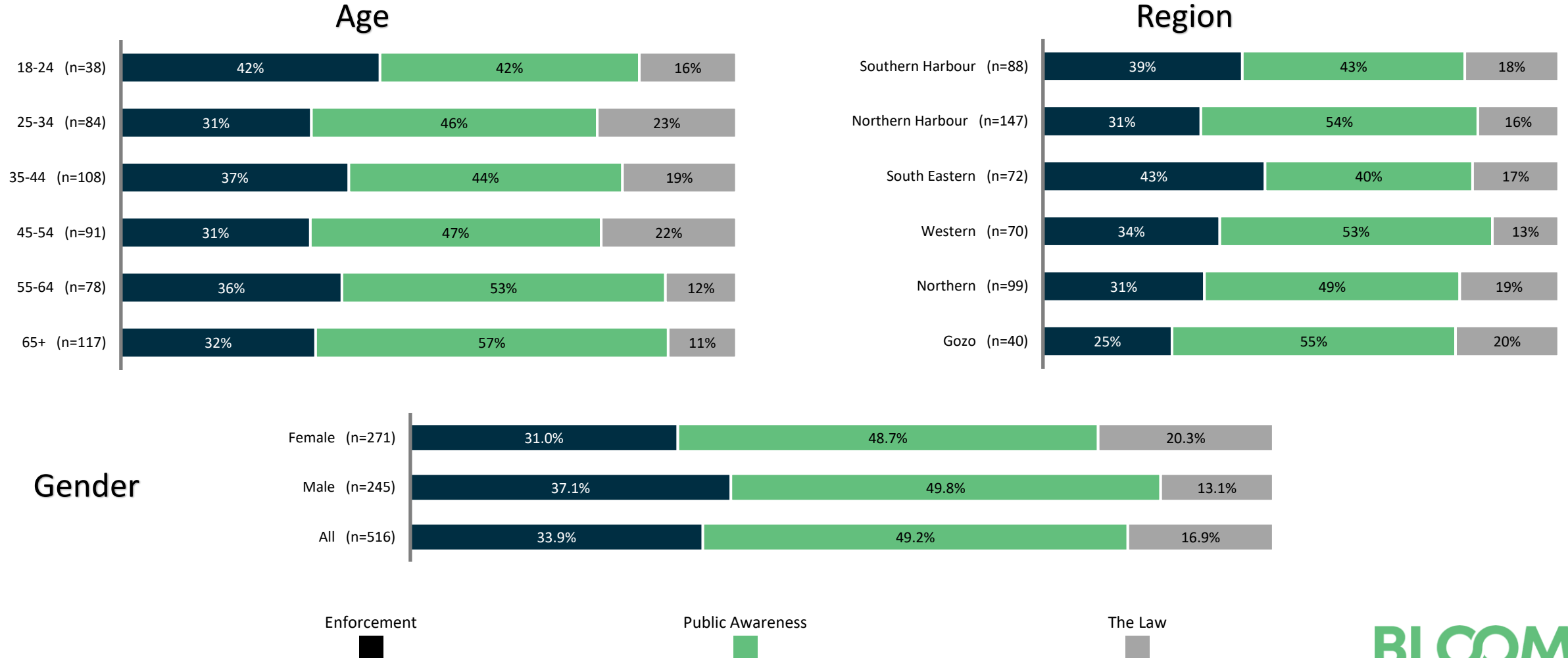
Public Awareness

Q. Do you believe there is adequate awareness among the public regarding animal welfare issues in Malta?



Animal Welfare Challenges

Q. From these three that I am going to read out to you, which do you think is the biggest challenge related to Animal Welfare?



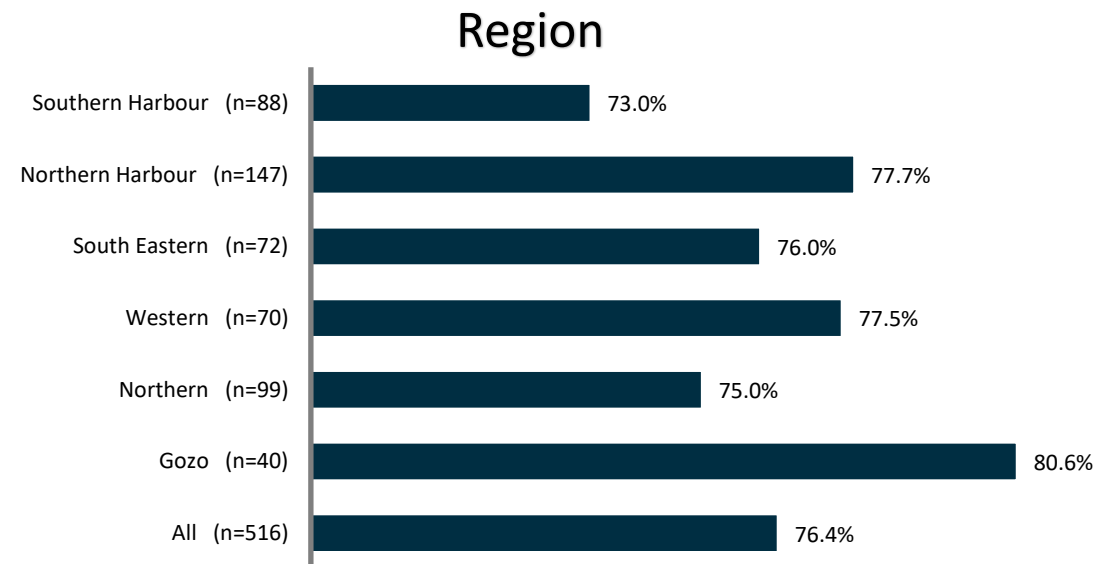
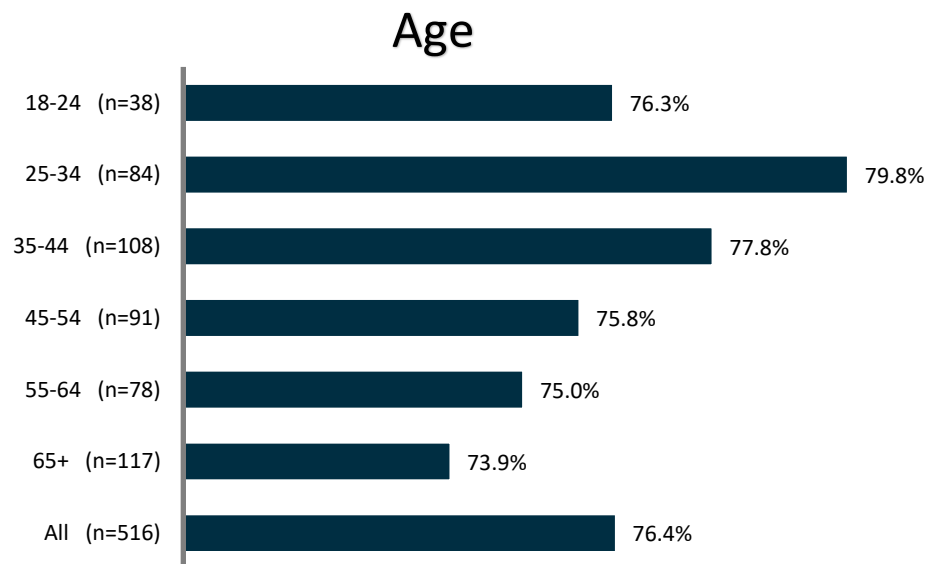
Other Challenges

Q. Are there any other challenges you can think of?

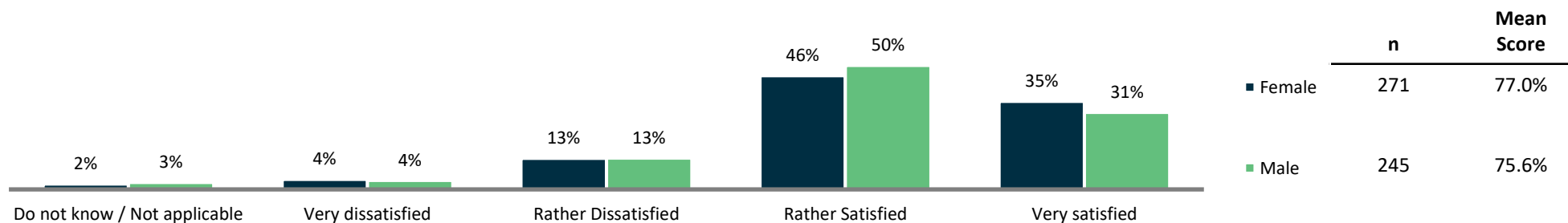
Other Challenges	Count	%
People are neglecting their pets or animals in general / Lack of responsibility	120	23%
Laws need to be harsher, and they need to be reinforced	85	16%
Public lacks general awareness	78	15%
Lack of funding for volunteers or NGOs / Difficulty to find a home / Full up	31	6%
Still a lot of cat/dog in the streets	25	5%
Lack of beaches / places where one can take their dog / Restrictions where one can take their pet	18	3%
People do not pick up the pet's waste / More bins needed	17	3%
Animal Welfare didn't help when we needed them	8	2%
Clinics / services are very expensive	7	1%
Ambulance service is not good / Takes long to pick up for help or no one answers	4	1%
No animal cemetery	3	1%
Lack of resources / Lack of employees	3	1%
There isn't a long term strategy in place	1	0%
Do not know	146	28%
	<i>Mentions</i>	546
	<i>N</i>	516

Satisfaction: Veterinary Services

Q. How satisfied are you with the quality of veterinary services available for animals in Malta?
(MEAN SCORES)



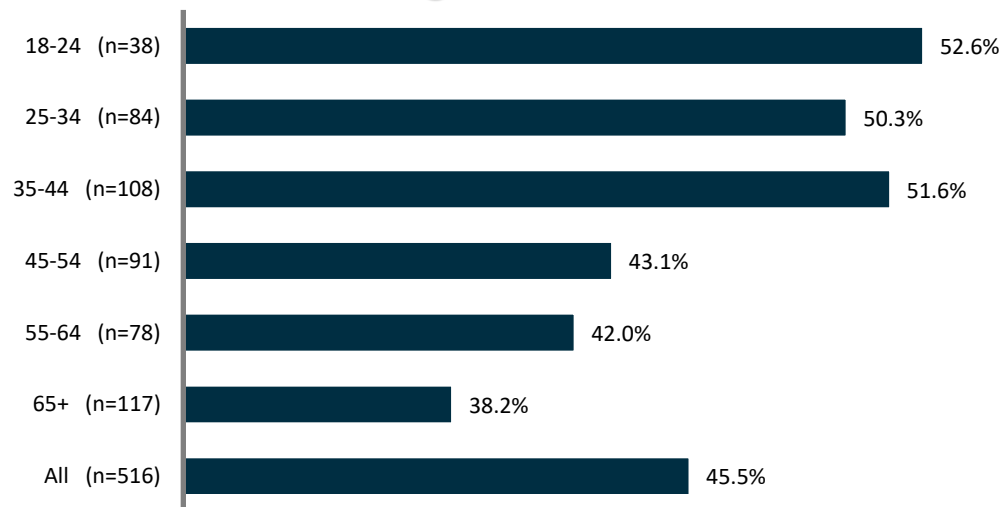
Gender



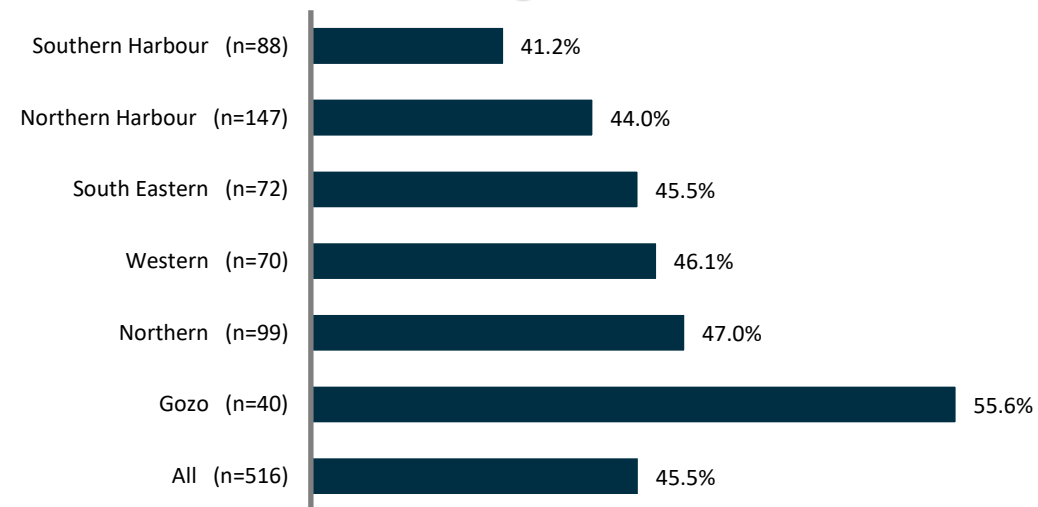
Veterinary Fees

Q. How do you perceive the pricing of veterinary services available for animals in Malta?
(MEAN SCORES)

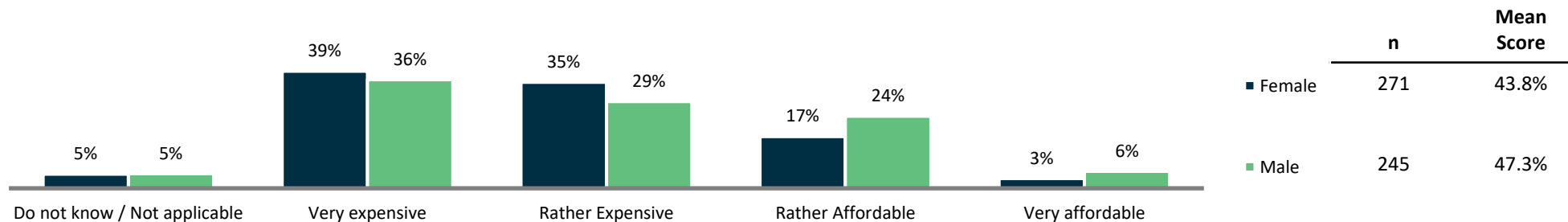
Age



Region

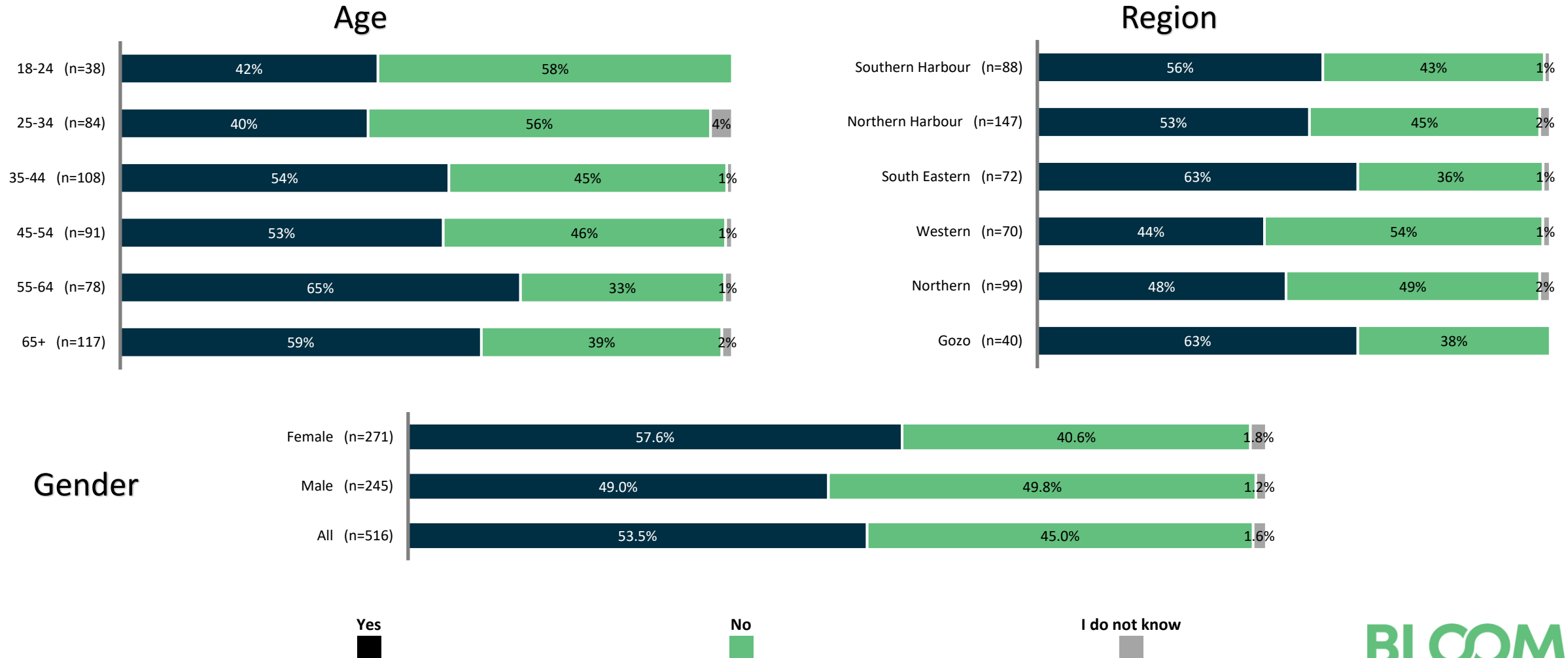


Gender



Improvements

Q. Have you observed any improvements in animal welfare in Malta over the past three years?



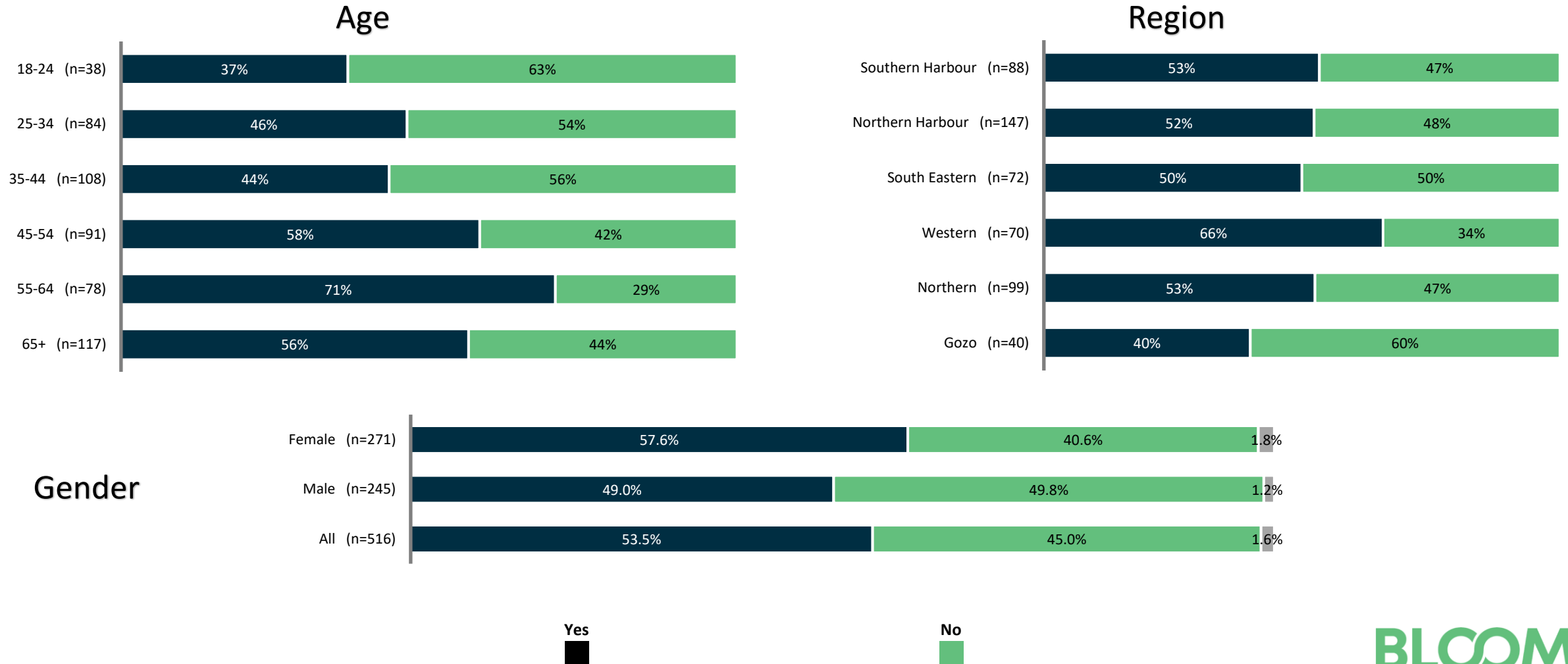
Improvements

Q. Could you please elaborate on what improvements you noticed in the past three years?

Improvement Noticed	Count	%
There is more awareness about animal cruelty	81	29%
Less strays in the streets / Take care of strays in the streets or shelters / Better shelters	55	20%
People are becoming more responsible and are taking care of their pets and take action to help other animals too	43	16%
Better laws to protect animals	38	14%
Animal Welfare are more active (quick to act in general) and are taking action when it comes to animal cruelty	26	9%
More clinics available and improved / Free check-ups at Ta' Qali / Ambulance service	22	8%
One can now take people to court for mistreating animals	20	7%
There are more beaches, parks for pets / They are being accepted at more public places	18	7%
More checks in place by the Animal Welfare	7	3%
There are more volunteers	6	2%
General improvements in the past three years	5	2%
Do not know	5	2%
	<i>Mentions</i>	326
	<i>n</i>	276

Commissioner

Q. Have you heard about the Commissioner for Animal Welfare?

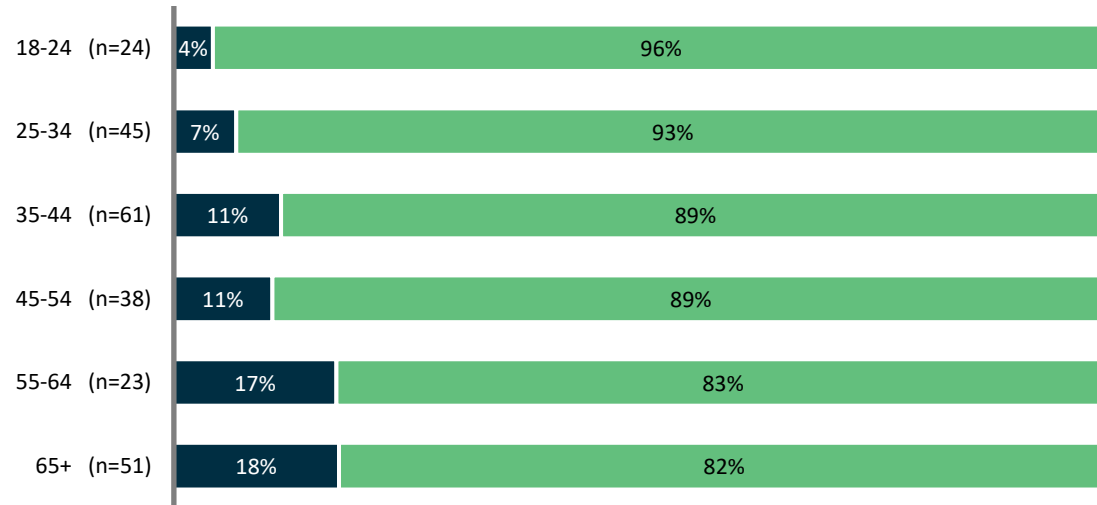


Commissioner

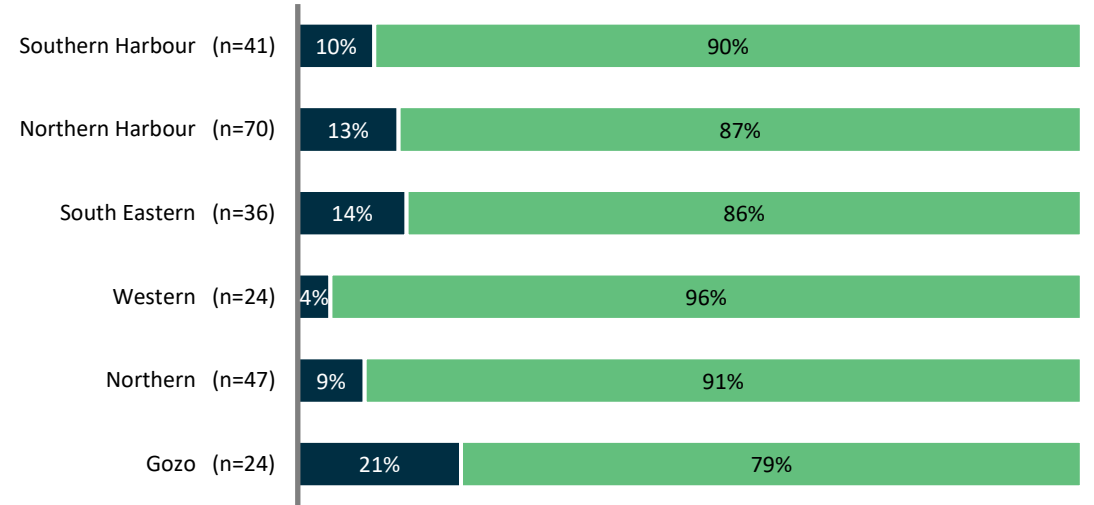
Q. The Commissioner for Animal Welfare is Alison Bezzina. Her office works to safeguard the rights and welfare of animals in Malta and Gozo. After hearing this definition... Have you heard about this entity?

This question is asked only to those respondents who did not hear about the Commissioner of Animal Welfare.

Age



Region



Gender



Yes



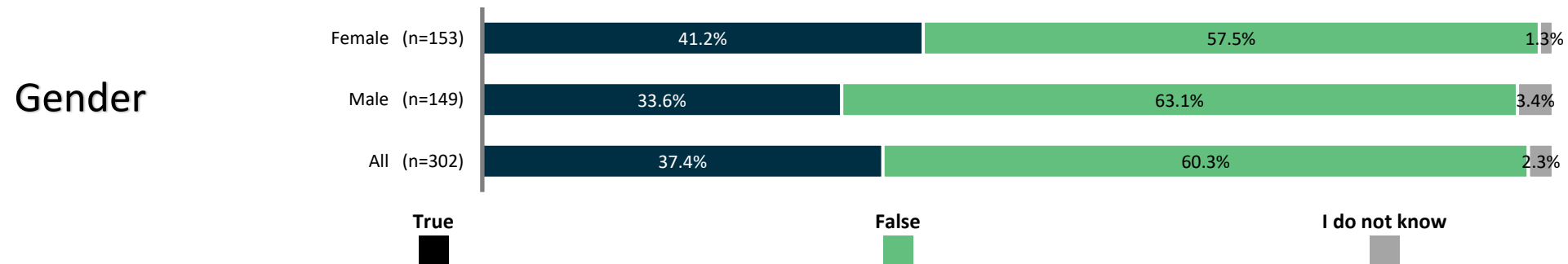
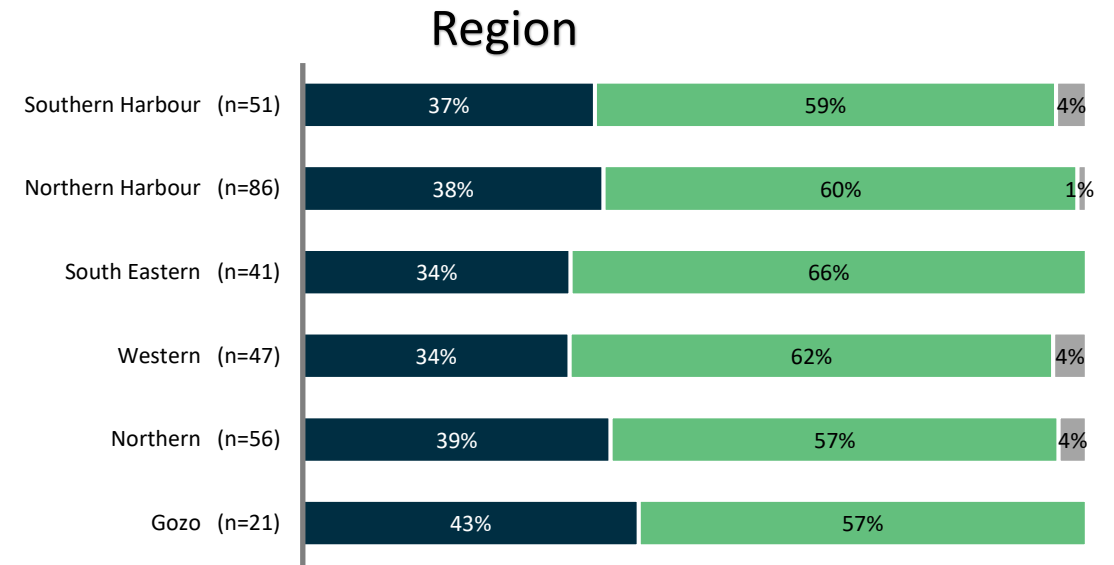
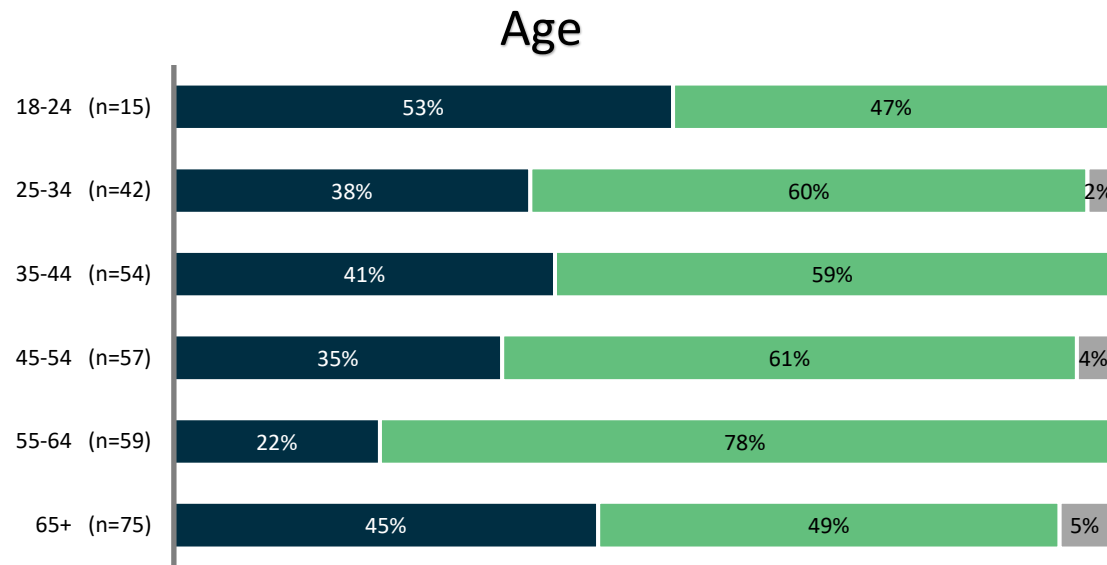
No



Statements - A

Q. I am now going to read out a few statements about the Commissioner for Animal Welfare. From what you have seen or heard, could you please tell whether each statement is true or false.

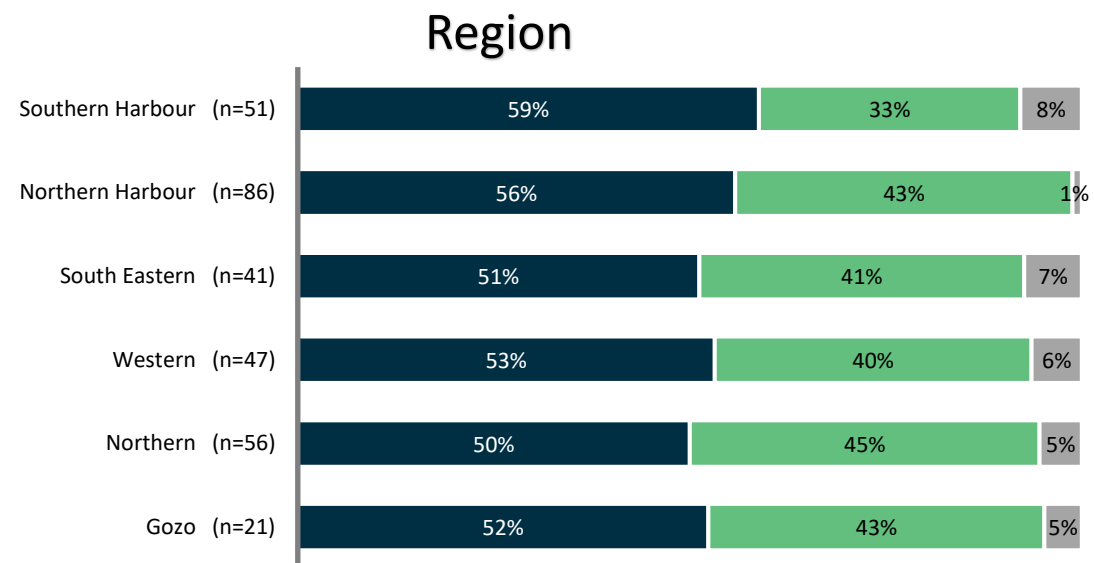
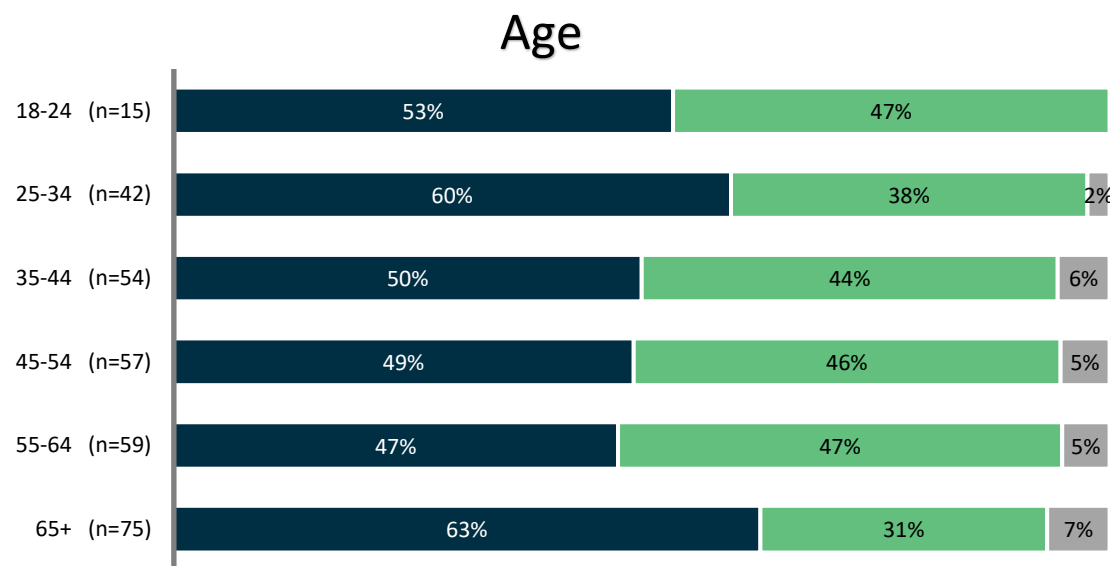
“The Commissioner decides what punishments abusers get.”



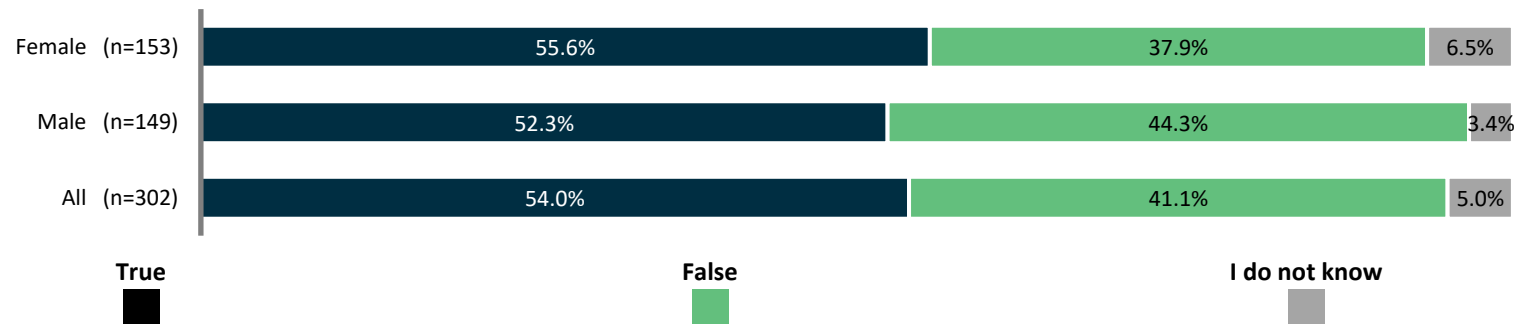
Statements - B

Q. I am now going to read out a few statements about the Commissioner for Animal Welfare. From what you have seen or heard, could you please tell whether each statement is true or false.

“The Commissioner manages the functions of the animal ambulance service.”



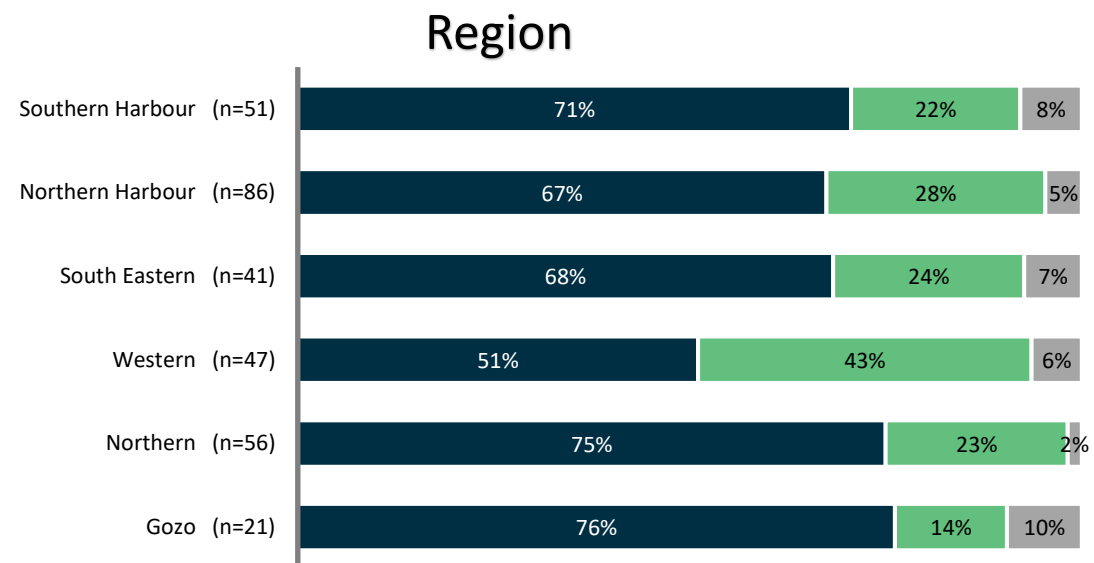
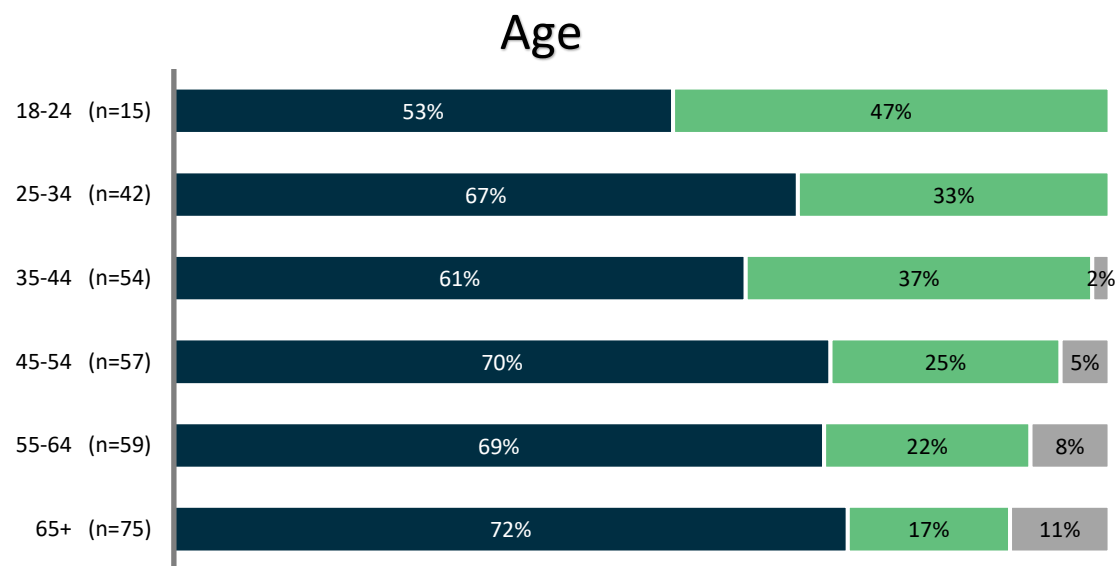
Gender



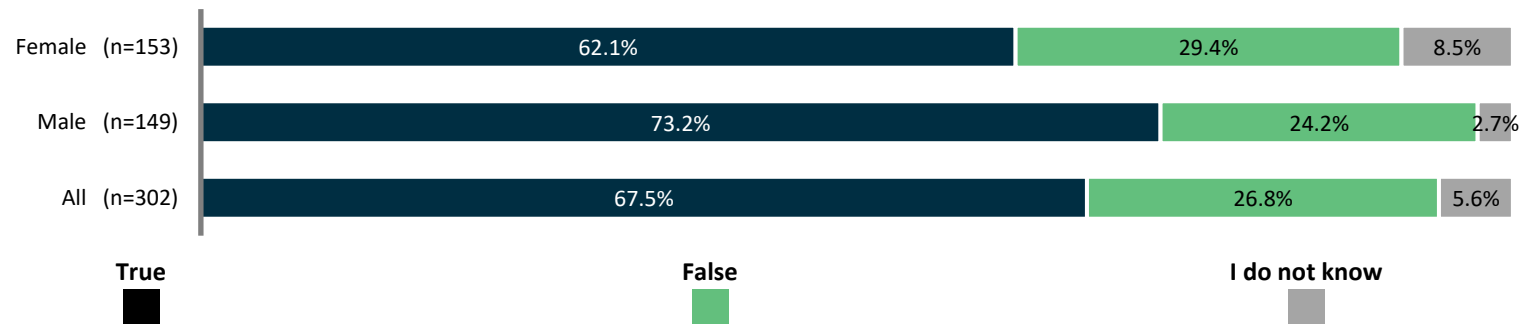
Statements - C

Q. I am now going to read out a few statements about the Commissioner for Animal Welfare. From what you have seen or heard, could you please tell whether each statement is true or false.

“The Commissioner's role is purely consultative.”



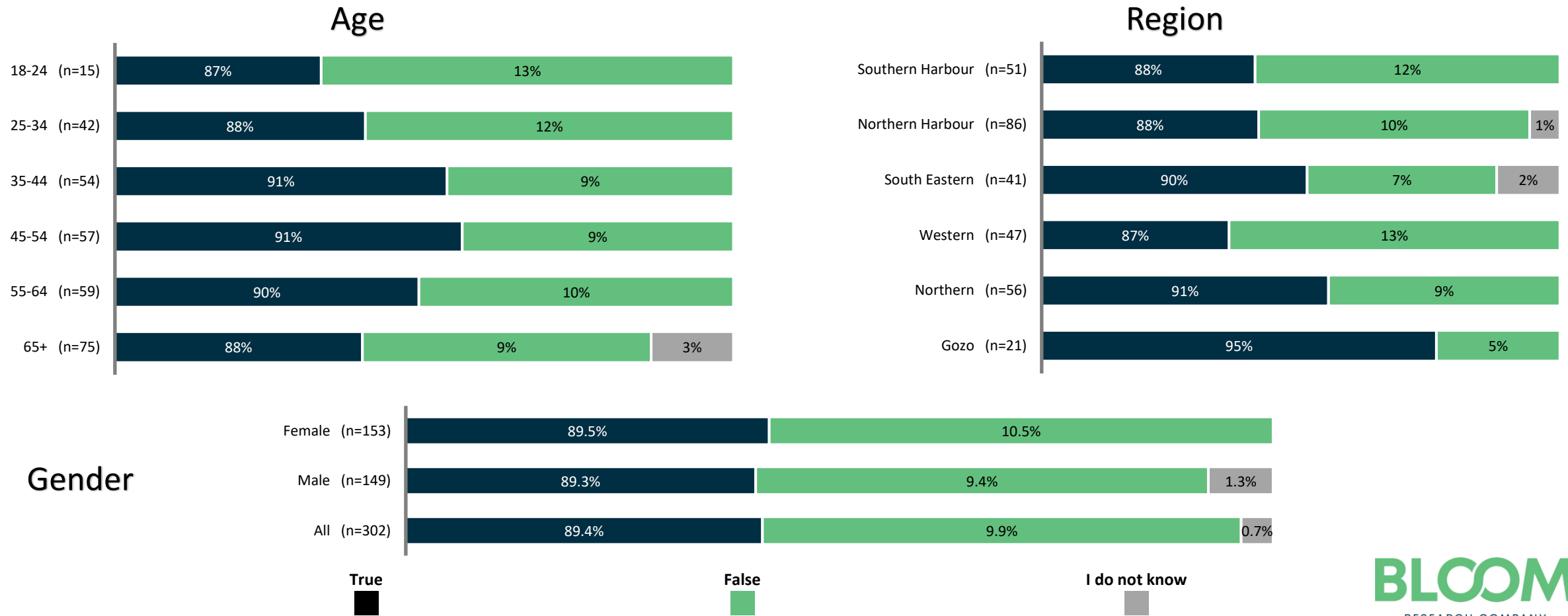
Gender



Statements - D

Q. I am now going to read out a few statements about the Commissioner for Animal Welfare. From what you have seen or heard, could you please tell whether each statement is true or false.

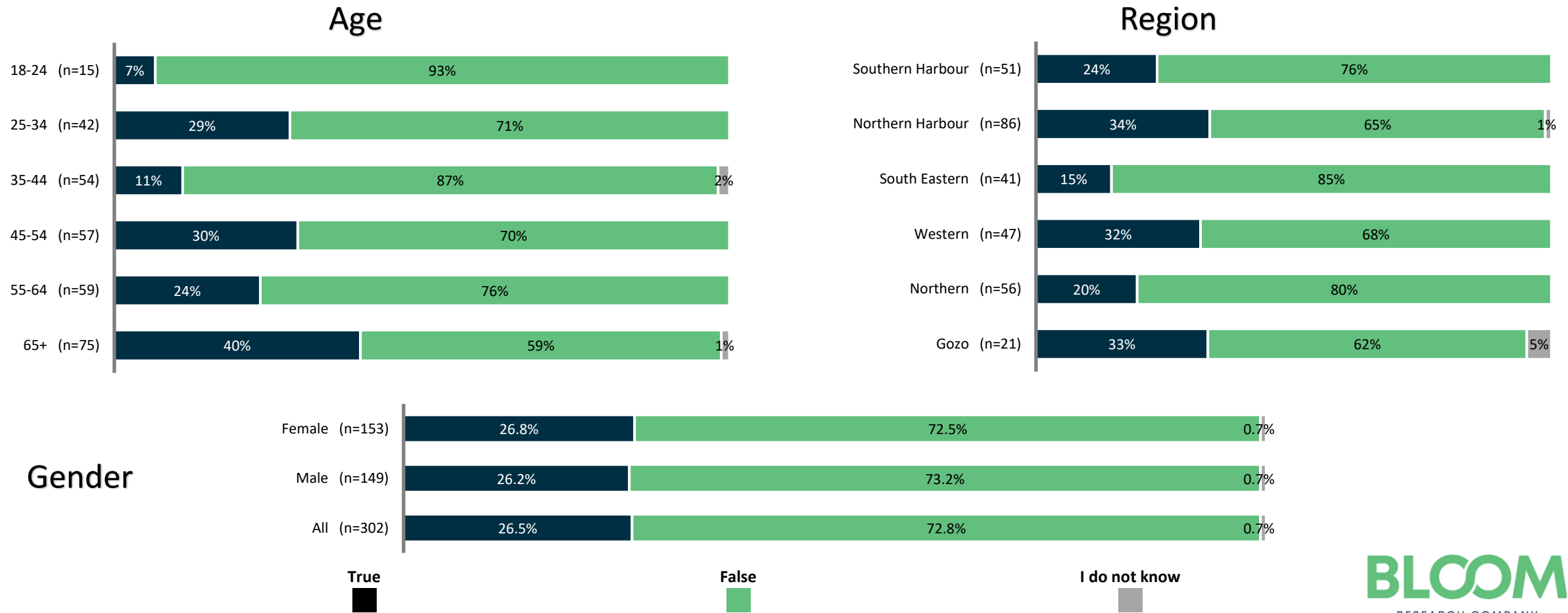
“The Commissioner can suggest changes to the law.”



Statements - E

Q. I am now going to read out a few statements about the Commissioner for Animal Welfare. From what you have seen or heard, could you please tell whether each statement is true or false.

“The Commissioner can change the law.”



Points to Note

- The 18 to 24 years category has the highest percentage in pet ownership, at 82%. Respondents in 65 years and over category have the lowest percentage of 44%. This may be due to the costs associated with caring for animals as indicated in the veterinary prices outcome with a mean score of 38% for the 65+ years category. This suggests that oldest category of respondents perceive veterinary fees as expensive.
- In almost all age categories, respondents think that the biggest challenge of animal welfare is Public Awareness. The youngest age category (18 to 24 years) has an equal outcome of 42% in both Enforcement and Public Awareness. Other challenges worth of mention are people's lack of responsibility in the regard of animals and the need of harsher and enforcement of laws.
- On average, three out of four respondents tend to be satisfied with veterinary services, while respondents consider veterinary prices expensive with a mean score of 44.5%

Points to Note

- Slightly more than half of the respondents observed improvements in animal welfare in Malta over the past three years. This observation ties with the challenge of Public Awareness, where more effort is needed to educate/create more awareness about animal welfare.
- Around fifty-three percent of the respondents claim to have heard about the Commissioner for Animal Welfare. This suggests that more effort seems necessary to improve the commissioner's exposure to the public, in terms of animal welfare advocacy. If an animal welfare charter is in place, this can be promoted by the commissioner in all media touchpoints.