



Animal Politics in Germany

Barometer 2023

Animal Society



Part of the INTEGRAL-SINUS-OPINION Group

Method

- Representative Survey in Germany with n=1.002 Interviewees
- Population: German-speaking population between the ages of 18 and 69
- Survey duration: 4 minutes



Target group

- 18-69 year old



Sample

n=1.002



Method

Online-interviews (CAWI)

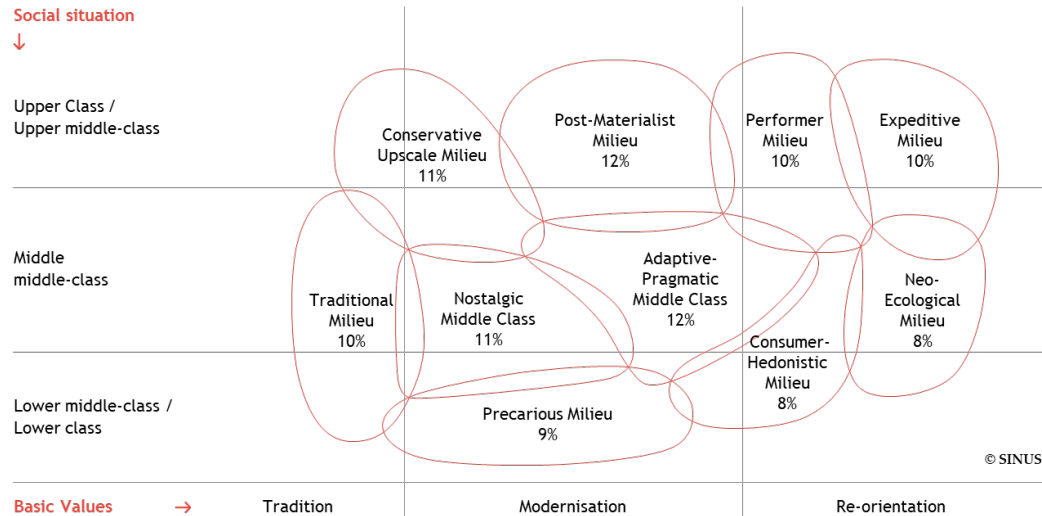


Time period

October 2023

What are Sinus-Milieus® ?

The Sinus-Milieus are considered the gold standard of target group segmentation.



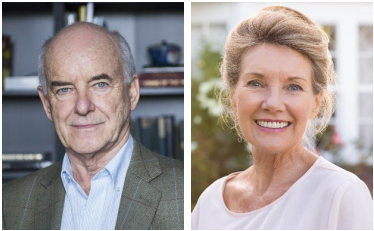
The Sinus-Milieu models all have a very similar graphical structure ("potato graphic"). The vertical axis shows the social situation and the horizontal axis the value orientation. The higher a milieu is located, the higher its education, income, and occupational group; the further to the right, the more modern its basic sociocultural orientation.

The Sinus-Milieus are a model of society. The Sinus-Milieus were developed by SINUS over 40 years ago. They group people with similar values and a comparable social situation into "groups of like-minded people". The transitions between the milieus are fluid. We call this the "uncertainty principle of everyday reality".

The Sinus-Milieus illustrate what moves the various lifeworlds (values, lifestyles) - and how they can be moved (media and communication preferences). Products, brands, parties, media, etc. can be positioned in the milieu map.

Short introduction of the Sinus-Milieus®

Overview



Conservative Upscale Milieu
The older, structural
conservative elite



Post-Materialist Milieu
The sovereign educated elite
with post-material roots



Performer Milieu
Efficiency- and progress-oriented
technocratic high achievers



Expeditive Milieu
Ambitious creative bohemians
looking for new frontiers



Neo-Ecological Milieu
The progressive realists



**Adaptive-Pragmatic
Middle Class**
The modern social mainstream



Consumer-Hedonistic Milieu
The consumption- and
entertainment-focused lower
middle class



Precarious Milieu
The lower class striving for
orientation and participation



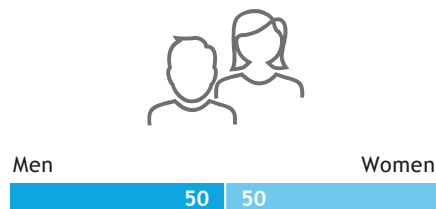
Nostalgic Middle Class
Harmony-oriented middle- and
working-class centre of society



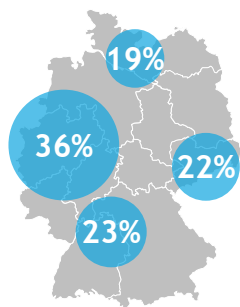
Traditional Milieu
The security- and order-loving
older generation

Demographic structure of the sample

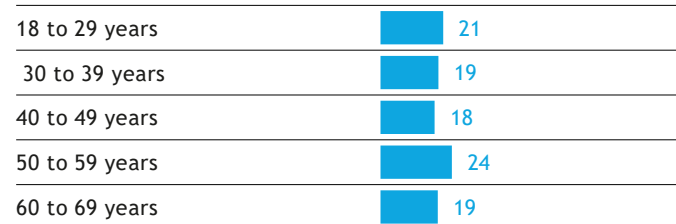
Gender



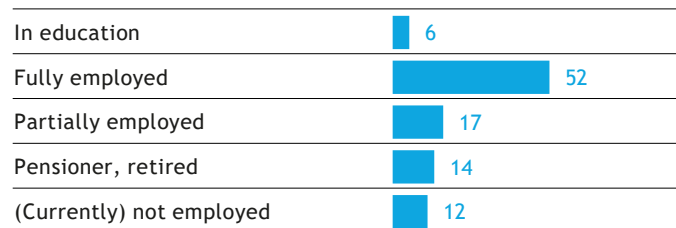
Location



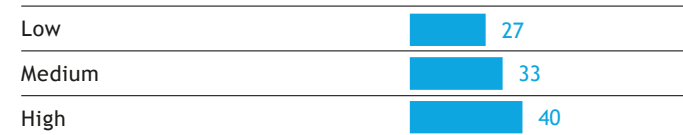
Age



Employment category



Educational level (grouped)



Sample size: n = 1.002; all interviewees
Figures in %



Results

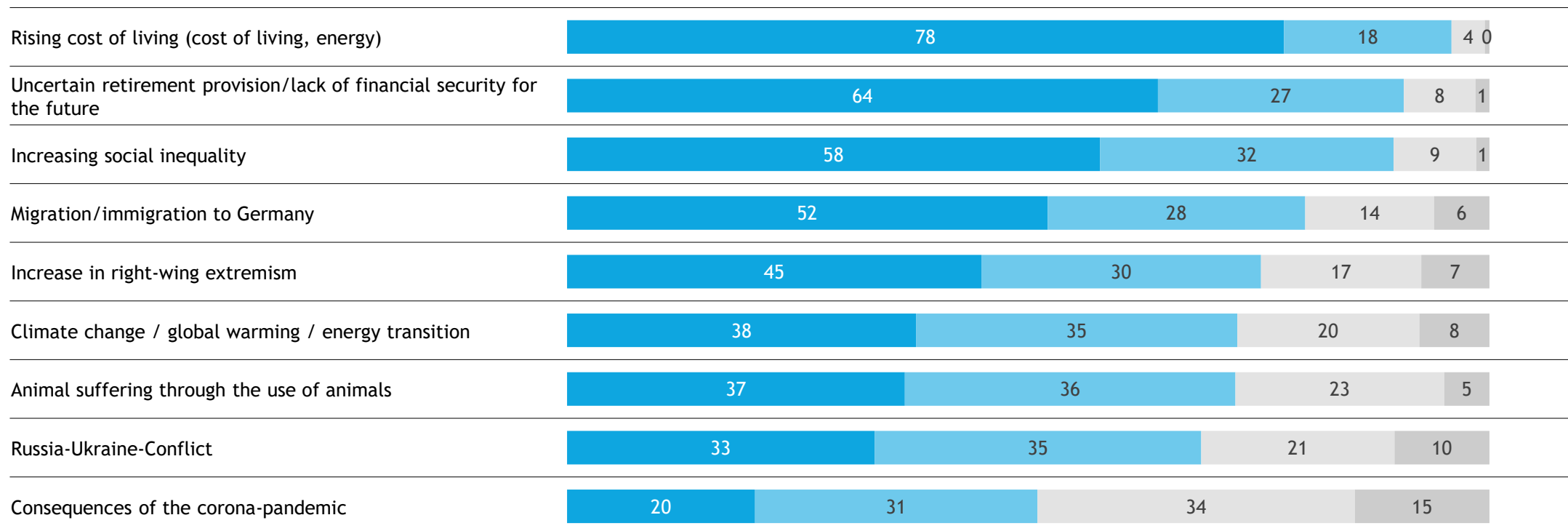
Short survey

Animal Society

Important topics and crises

General

Many topics, problems, conflicts and crises are currently being discussed. How important are the following problems/topics to you?



Sample size: n = 1.002; all interviewees
Figures in %

Very important
Rather important

Less important
Not important at all

Important topics and crises- Very important

By Sinus-Milieus

Many topics, problems, conflicts and crises are currently being discussed. How important are the following problems/topics to you?

		Overall	CON	PMA	PER	EPE	NEO	ADA	HED	PRE	NOS	TRA
Rising cost of living (cost of living, energy)	78	78	78	77	74	67	82	73	74	89	88	81
Uncertain retirement provision/lack of financial security	64	64	60	59	62	53	69	65	58	75	79	65
Increasing social inequality	58	58	59	60	54	49	60	50	53	72	67	58
Migration/immigration to Germany	52	52	59	39	60	42	47	51	61	58	61	50
Increase in right-wing extremism	45	45	29	66	56	59	49	33	33	28	37	46
Climate change / global warming / energy transition	38	38	33	62	50	45	42	21	20	30	26	36
Animal suffering through the use of animals	37	37	37	49	42	30	33	25	30	41	38	41
Russia-Ukraine-Conflict	33	33	25	42	39	38	40	34	35	27	19	28
Consequences of the corona-pandemic	20	20	26	16	32	15	17	14	19	22	16	32

Sample size: n = 1.002; all interviewees
Figures in %

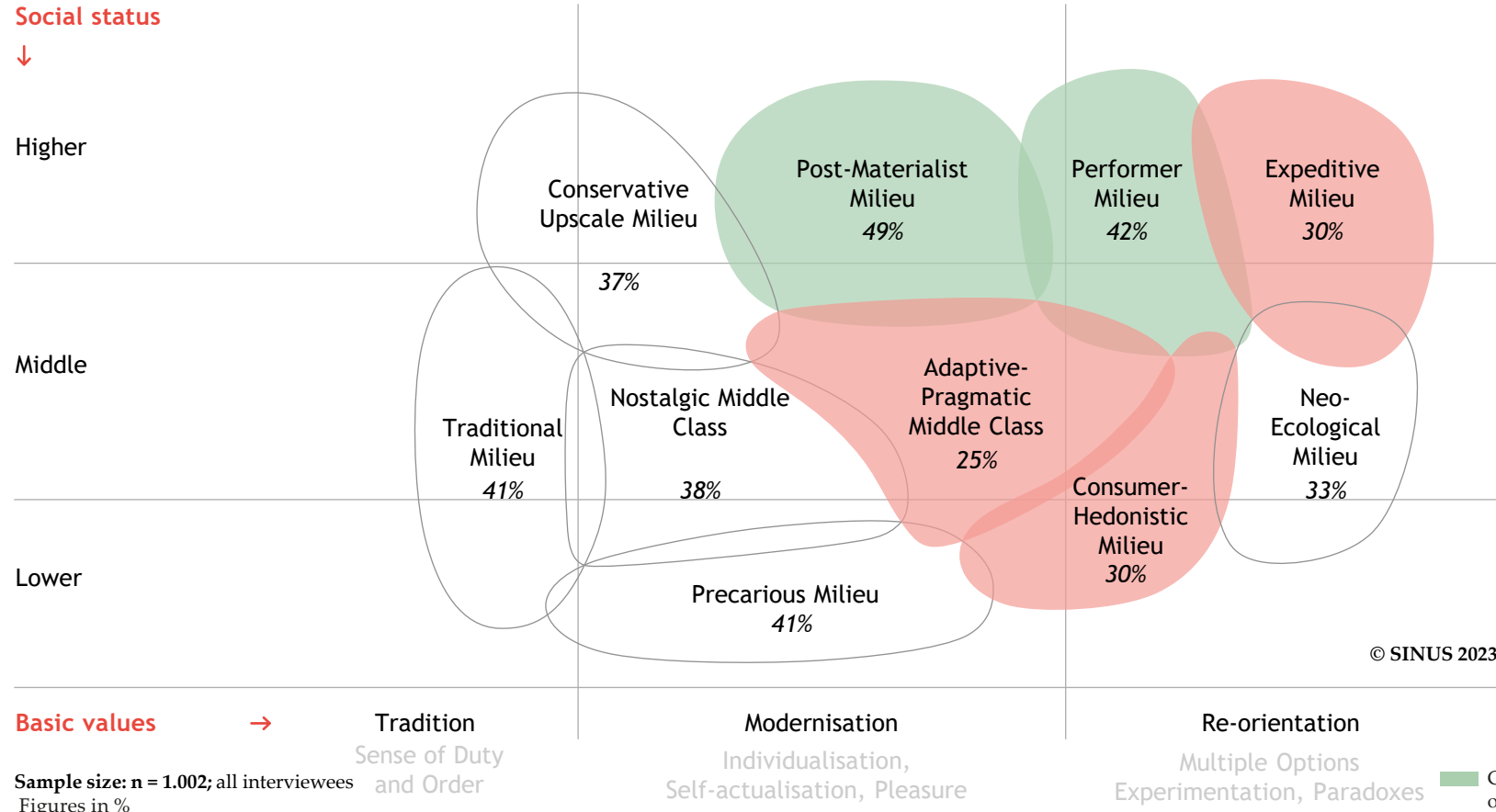
Greatly
overrepresented

Greatly
underrepresented

Important problems- Animal suffering due to the use of animals

Very important(37%)

Social status



By sociodemography

	in %
Overall	37
Female	47
Male	27
18 to 29 y/o	34
30 to 39 y/o	29
40 to 49 y/o	36
50 to 59 y/o	44
60 to 69 y/o	39
Lower education	44
Middle education	41
Higher education	28
CDU/CSU(christian dem.)	33
SPD (social democrats)	33
Die Grünen (Greens)	36
Die Linke (radical left)	52
FDP (liberal)	22
AfD (radical right)	32
Tierschutzpartei (Animal party)	75

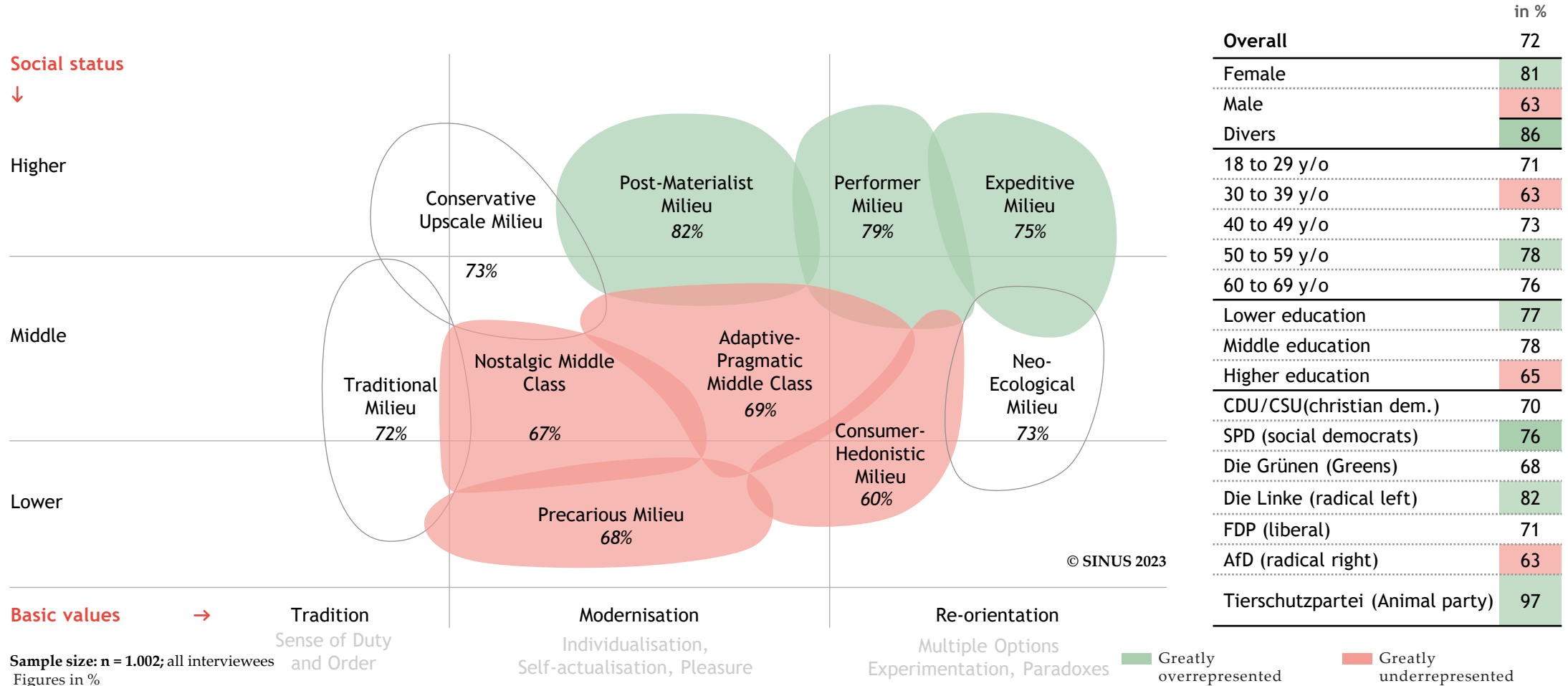
Greatly overrepresented

Greatly underrepresented

Sample size: n = 1.002; all interviewees
Figures in %

Important problems- Animal suffering due to the use of animals

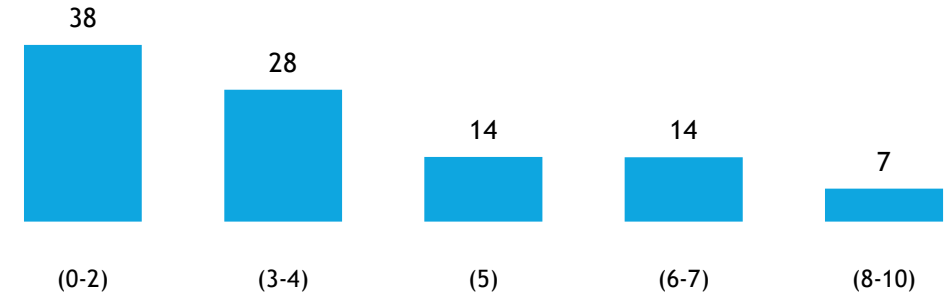
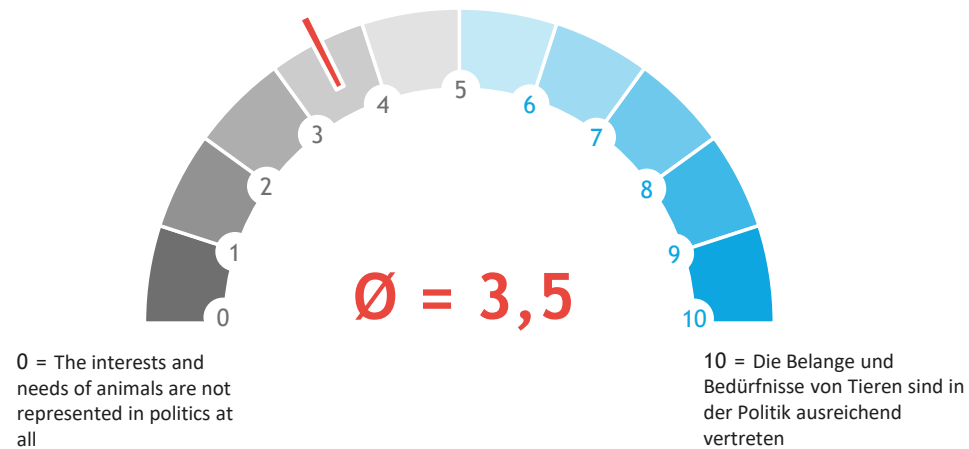
Very important/Important(72%)



Interests and needs of animals in politics

Overall

To what extent do you think the interests and needs of animals are sufficiently represented in politics?








Sample size: n = 1.002; all interviewees
Figures in %


Interests and needs of animals in politics


By Sinus-Milieus

To what extent do you think the interests and needs of animals are sufficiently represented in politics?

		Overall	CON	PMA	PER	EPE	NEO	ADA	HED	PRE	NOS	TRA
0-2 The interests and needs of animals are not represented in politics at all	 38	38	25	41	33	27	32	41	38	54	42	46
3-4	 28	28	33	31	25	38	34	24	20	20	24	27
5	 14	14	17	14	17	10	16	11	13	12	14	15
6-7	 14	14	17	12	15	17	16	17	16	9	10	4
8-10 Die Belange und Bedürfnisse von Tieren sind in der Politik ausreichend vertreten	 7	7	8	2	9	7	2	7	14	5	10	8

Sample size: n = 1.002; all interviewees
Figures in %

 Greatly overrepresented

 Greatly underrepresented

Representatives of animals in Germany politics

By Sinus-Milieus

To your knowledge, who currently represents the interests of animals in German politics?

		Gesamt	CON	PMA	PER	EPE	NEO	ADA	HED	PRE	NOS	TRA
Animal welfare associations, animal rights organizations	52	52	49	55	49	70	60	47	44	40	51	51
Federal Commissioner for Animal Welfare	32	32	32	37	31	43	34	31	29	23	30	27
State Commissioner for Animal Welfare	31	31	24	39	26	46	32	30	29	23	29	24
Animal welfare representatives in state committees/etc..	30	30	27	31	32	35	30	36	23	25	25	28
Veterinary offices / veterinarians	27	27	33	31	27	26	26	29	21	21	25	26
Bundesministerium für Ernährung und Landwirtschaft (BMEL)	22	22	24	26	25	28	19	16	24	21	13	24
Non-governmental organizations (NGOs)	16	16	5	26	22	28	17	11	15	7	11	7
Ministry of the Environment	12	12	10	14	20	19	11	8	15	4	8	7
Some of the members of parliament	10	10	8	9	11	16	10	7	13	4	8	9
All members of parliament	2	2	0	2	6	3	1	2	3	0	2	3
I don't know	19	19	17	14	19	9	18	23	19	36	17	26

Sample size: n = 1.002; all interviewees
Figures in %




Greatly
overrepresented

Greatly
underrepresented




State commissioner/ Federal ministry for Animal Welfare

By Sinus-Milieus


At federal level and in most federal states, there are state commissioners for animal welfare. These should work independently for the interests of animals. Should every federal state have such a commissioner?


		Overall	CON	PMA	PER	EPE	NEO	ADA	HED	PRE	NOS	TRA
Yes		81	82	94	79	85	81	74	70	86	84	69
No		10	6	3	14	8	7	16	15	4	12	15
I don't know		9	12	3	7	6	12	11	15	10	4	16

And what do you think, should there be a Federal Ministry for Animal Welfare?

		Gesamt	CON	PMA	PER	EPE	NEO	ADA	HED	PRE	NOS	TRA
Yes		64	65	73	67	56	63	61	59	64	67	65
No		24	23	19	24	34	20	29	33	21	20	23
I don't know		11	12	8	9	10	17	10	9	15	13	12

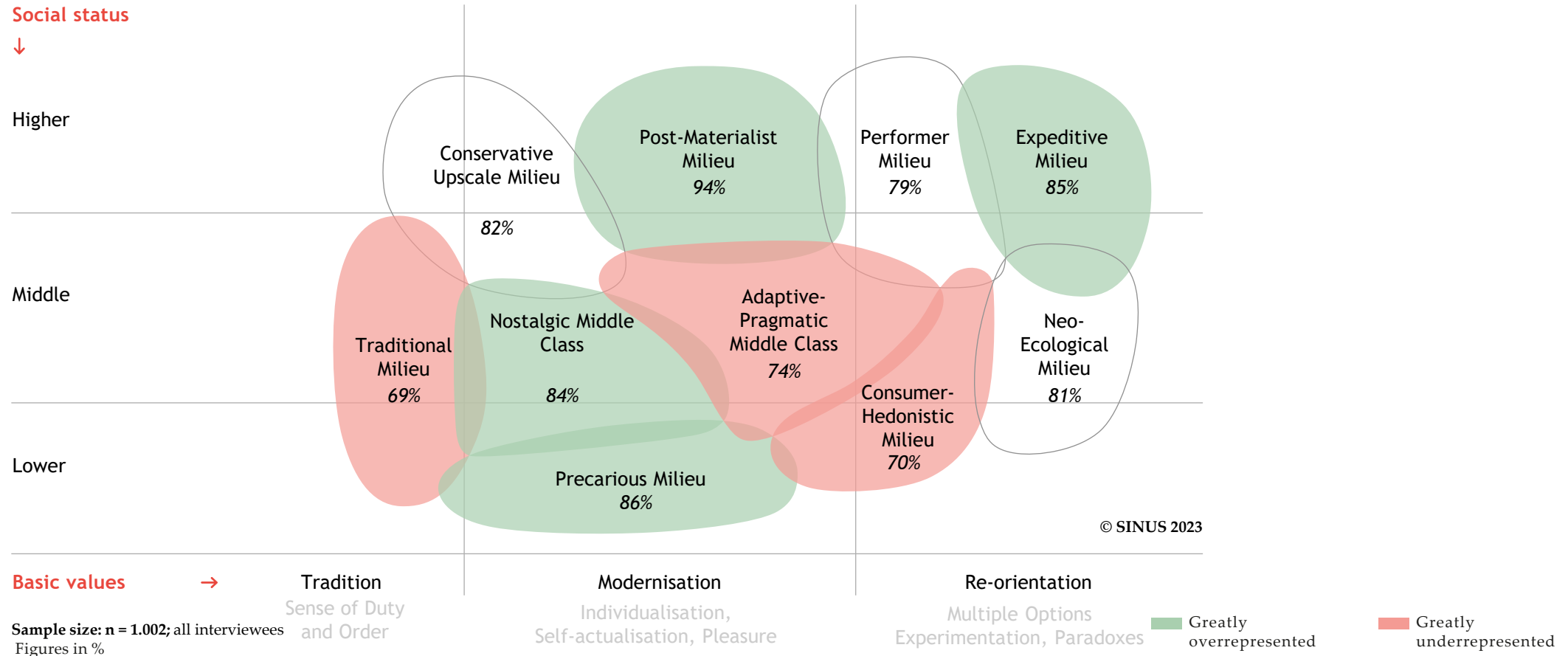
Sample size: n = 1.002; all interviewees
Figures in %

 Greatly
overrepresented

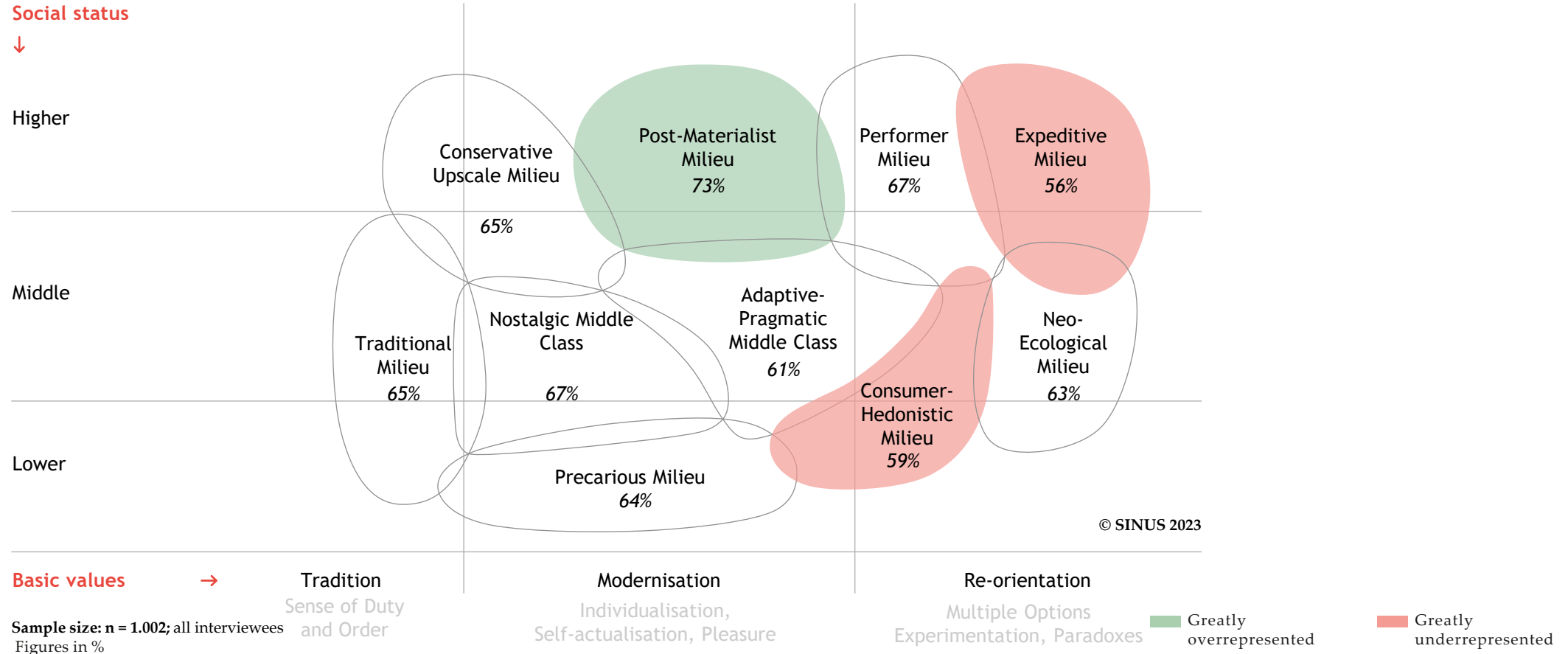
 Greatly
underrepresented

At federal level and in most federal states, there are state commissioners for animal welfare. Should every federal state have such a commissioner?- **Yes (81%)**

Social status



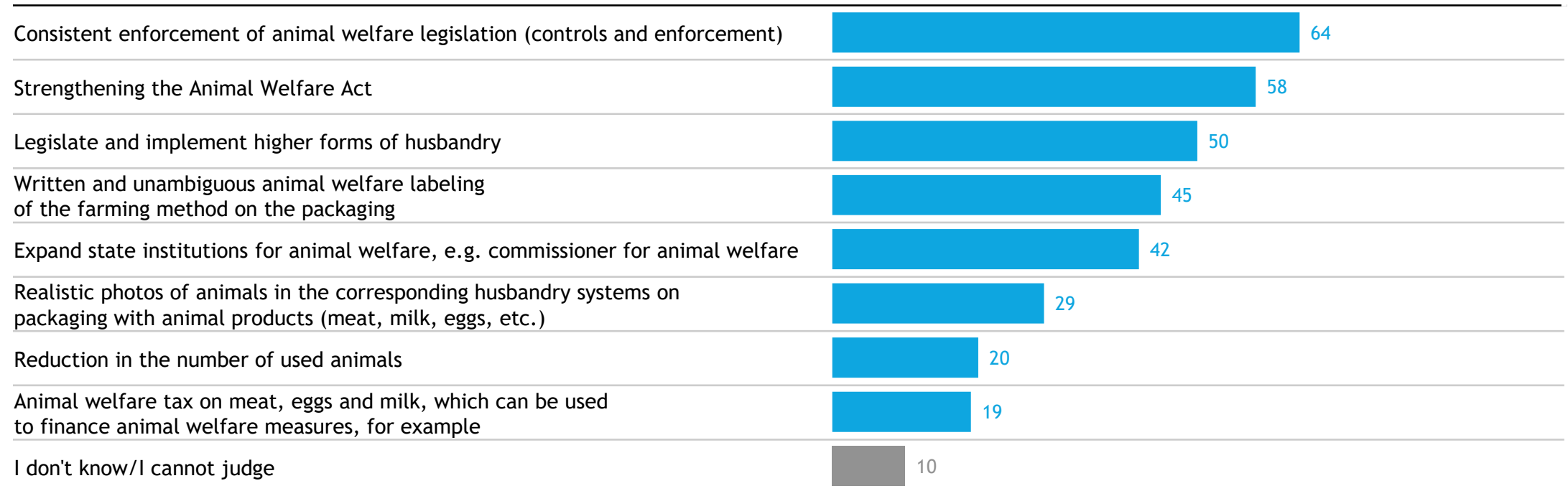
And what do you think, should there be a Federal Ministry for Animal Welfare?- Yes (64%)



Animal Welfare measures

Overall

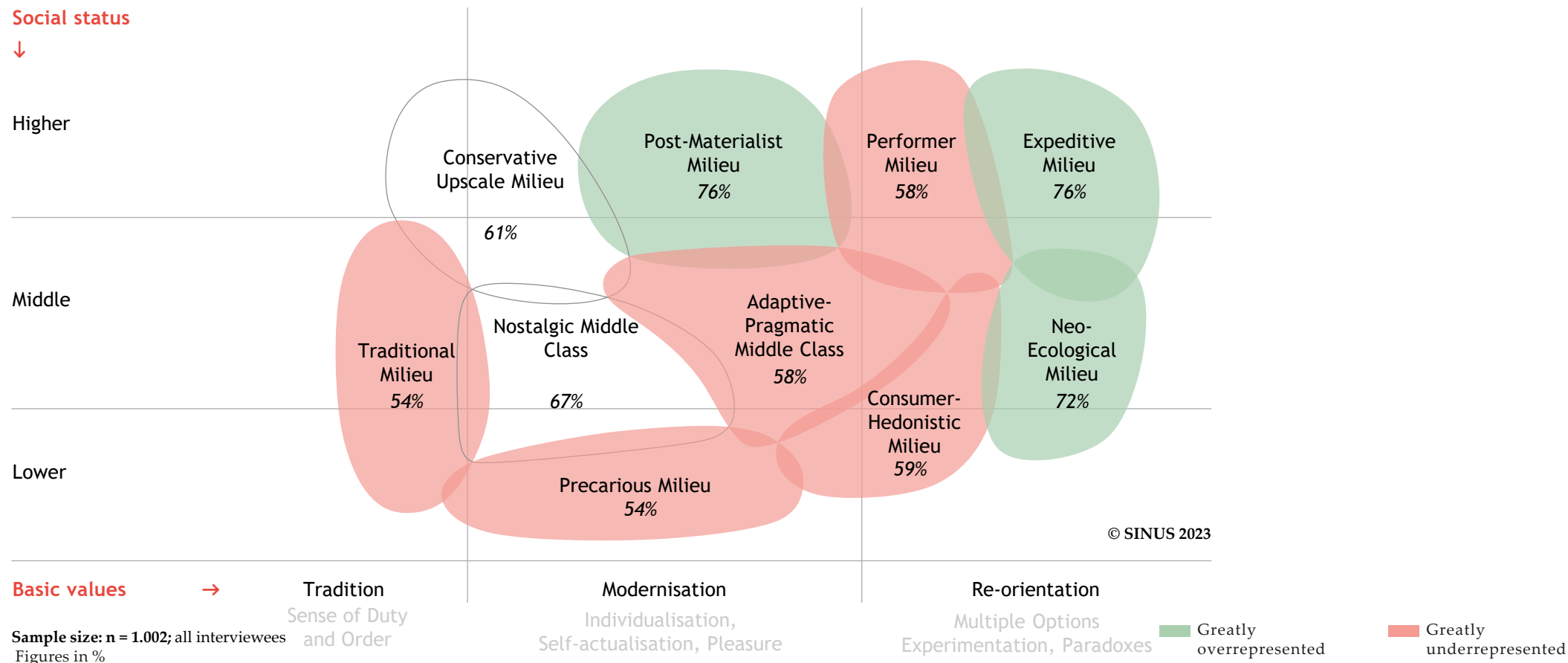
Which of the following measures are you in favor of to promote animal welfare?



Sample size: n = 1.002; all interviewees
Figures in %

Animal Welfare measures

Consistent enforcement of animal welfare legislation(64%)



Animal Welfare measures

Strengthening the Animal Welfare Act(58%)

Social status



Higher

Middle

Lower

Basic values



Tradition
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

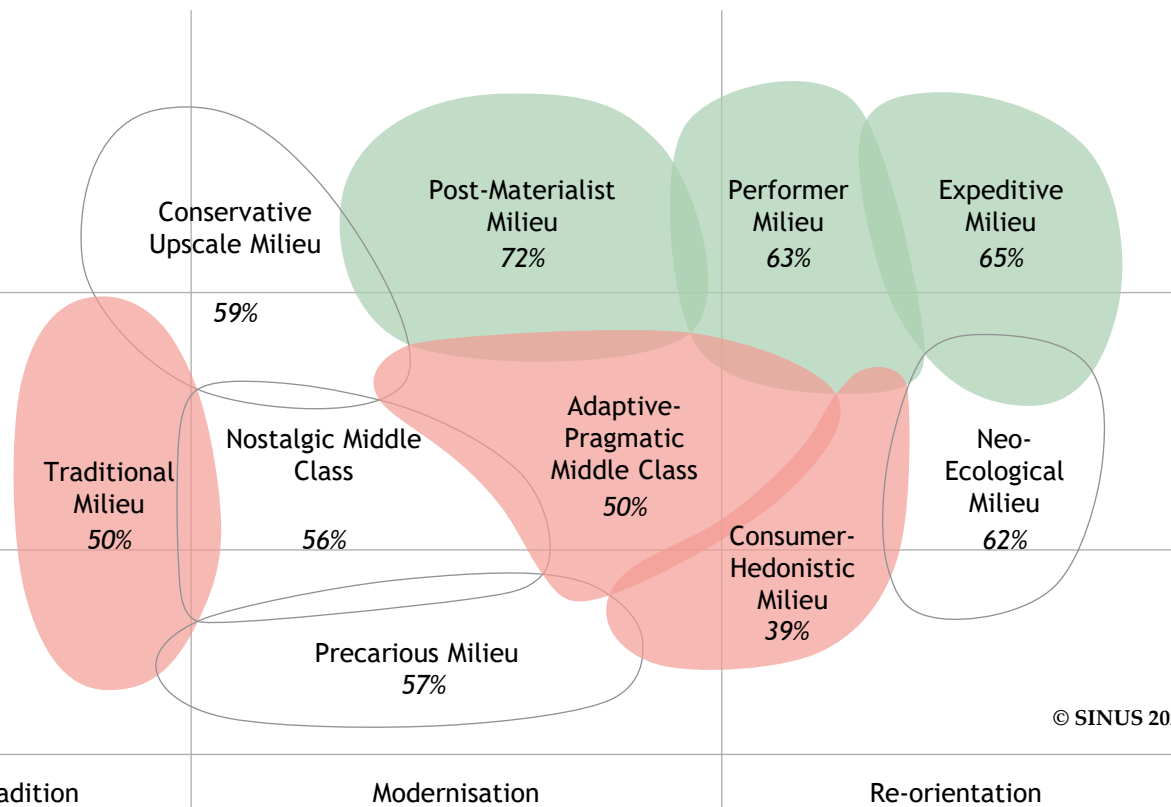
Re-orientation
Multiple Options
Experimentation, Paradoxes

Sample size: n = 1.002; all interviewees
Figures in %

© SINUS 2023

Greatly
overrepresented

Greatly
underrepresented



Animal Welfare measures

Legislate and implement higher forms of husbandry(50%)

Social status



Higher

Middle

Lower

Basic values



Tradition
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

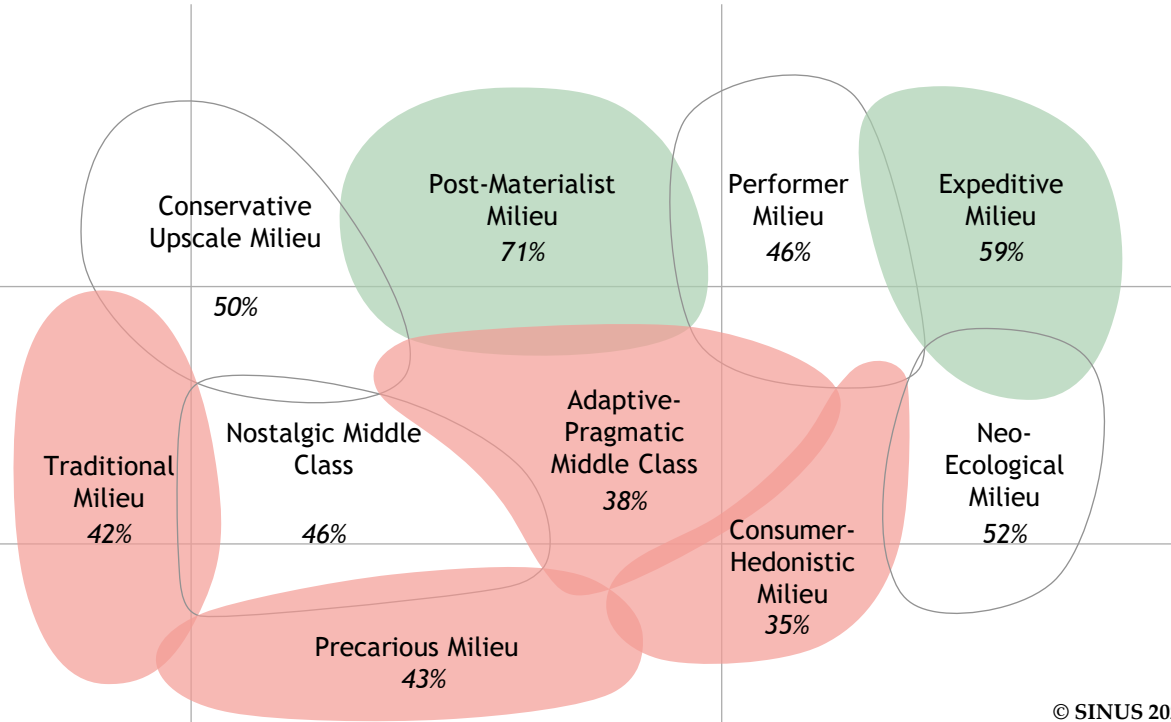
Re-orientation
Multiple Options
Experimentation, Paradoxes

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Sample size: n = 1.002; all interviewees
Figures in %

Greatly
overrepresented

Greatly
underrepresented



Animal Welfare measures

Written and unambiguous animal welfare labeling of the farming method on the packaging(45%)

Social status



Higher

Middle

Lower

Basic values



Tradition
Sense of Duty
and Order

Modernisation

Individualisation,
Self-actualisation, Pleasure

Re-orientation

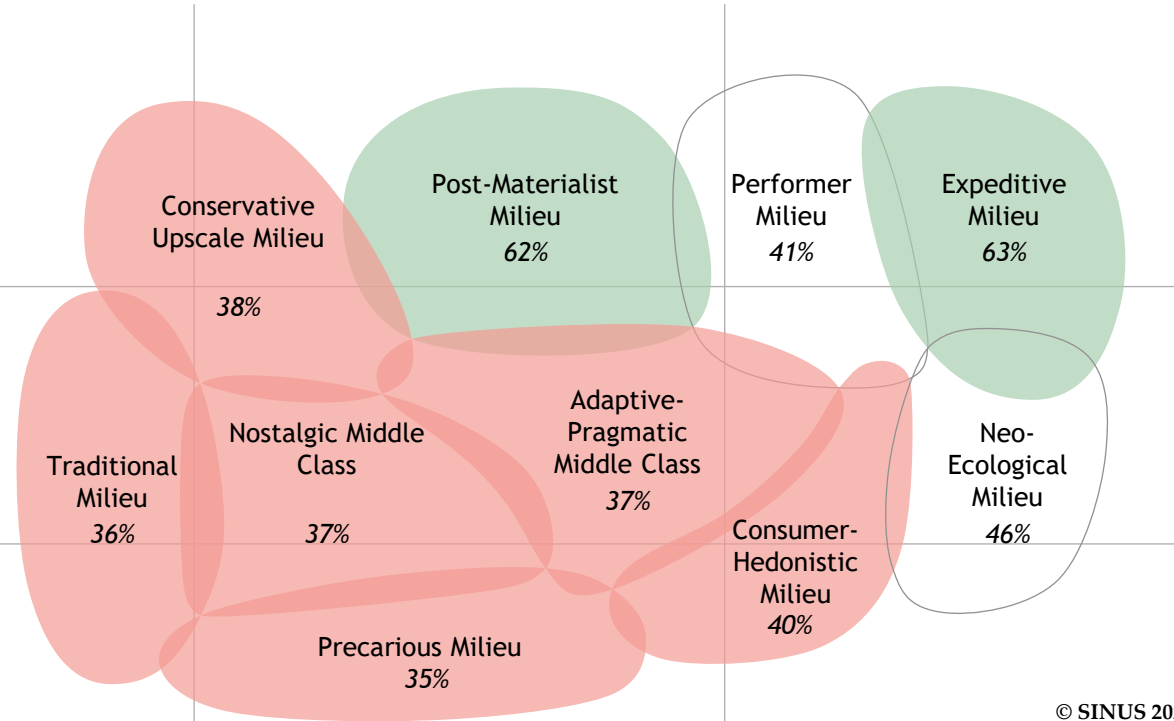
Multiple Options
Experimentation, Paradoxes

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Sample size: n = 1.002; all interviewees
Figures in %

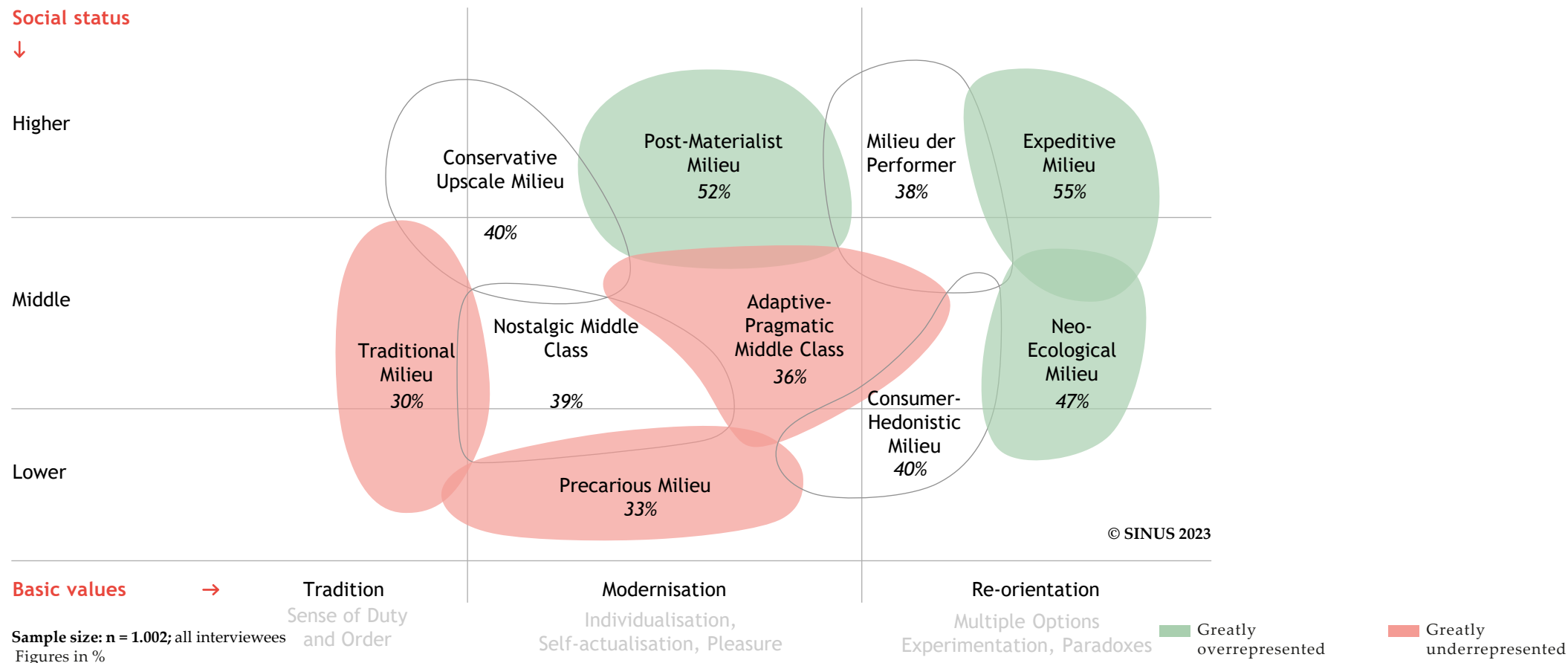
Greatly
overrepresented

Greatly
underrepresented



Animal Welfare measures

Expand state institutions for animal welfare, e.g. commissioner for animal welfare(42%)



Animal Welfare measures

Realistic photos of animals in the corresponding husbandry systems on packaging with animal products (meat, milk, eggs, etc.)(29%)

Social status



Higher

Middle

Lower

Basic values



Tradition
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

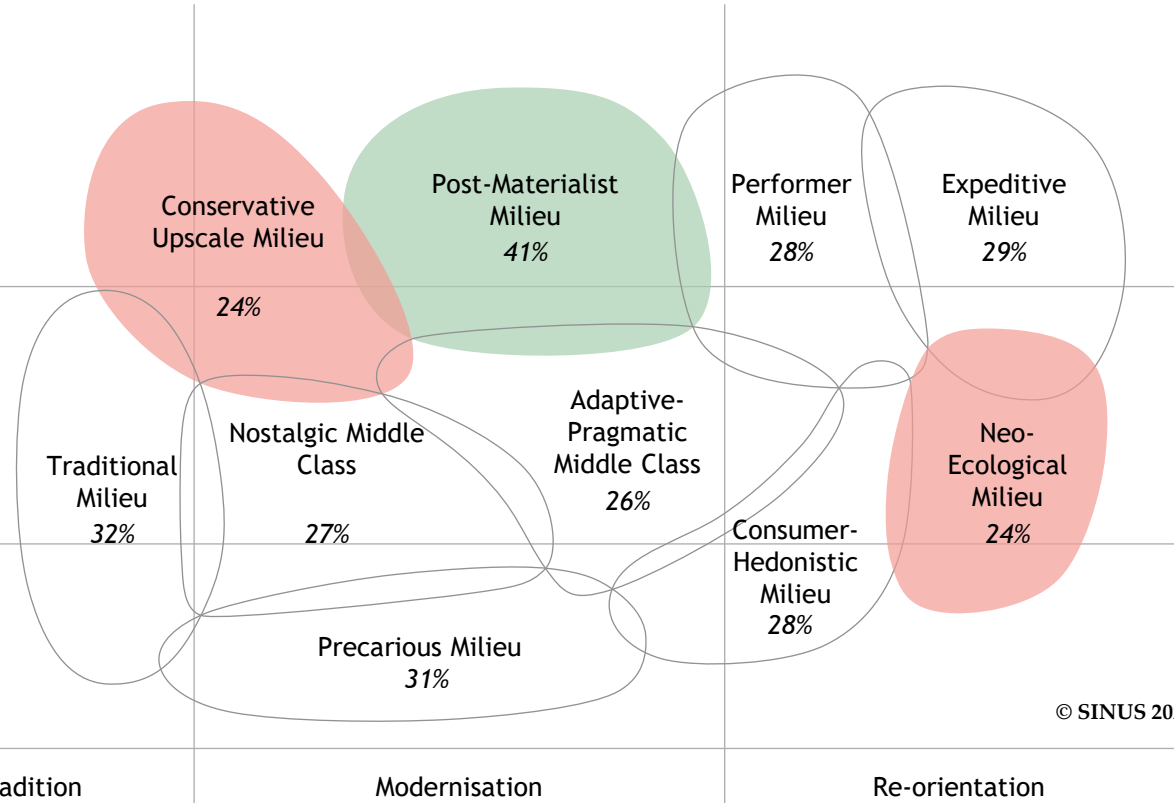
Re-orientation
Multiple Options
Experimentation, Paradoxes

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Sample size: n = 1.002; all interviewees
Figures in %

Greatly
overrepresented

Greatly
underrepresented



Animal Welfare measures

Reduction in the number of used animals(20%)

Social status



Higher

Middle

Lower

Basic values



Tradition
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

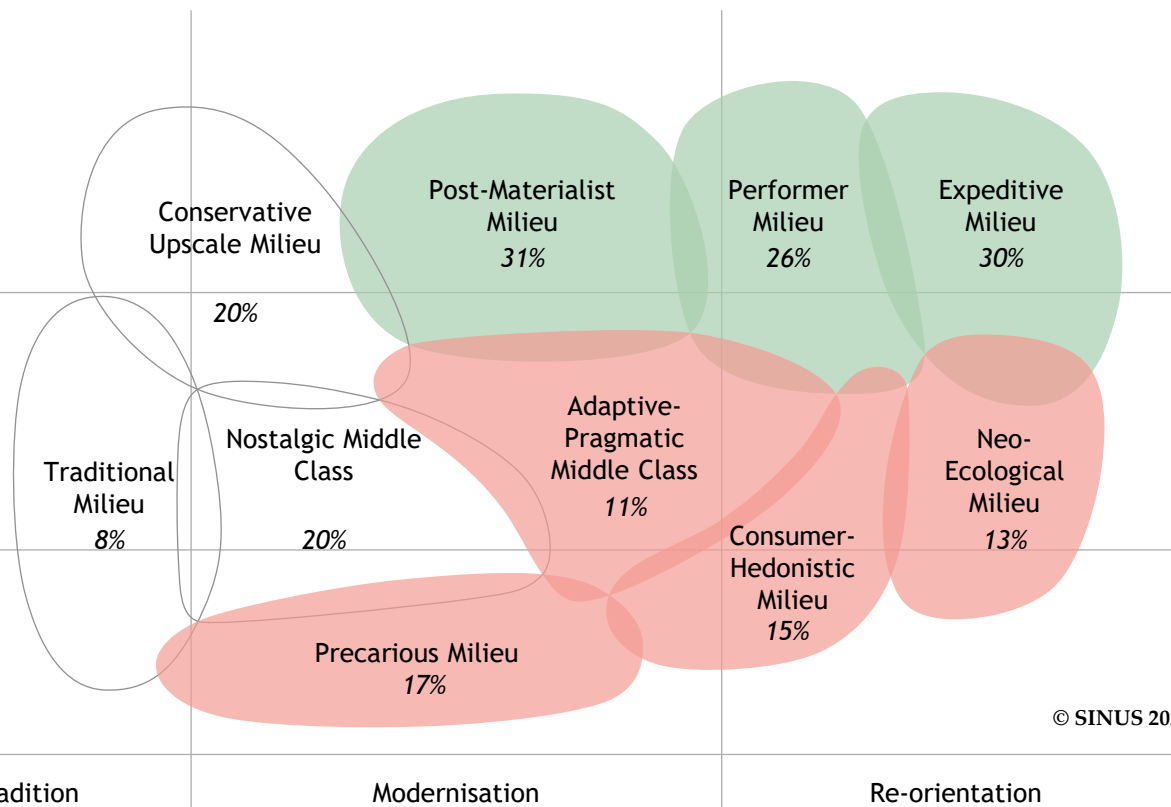
Re-orientation
Multiple Options
Experimentation, Paradoxes

Sample size: n = 1.002; all interviewees
Figures in %

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Greatly
overrepresented

Greatly
underrepresented



Animal Welfare measures

Animal welfare tax on meat, eggs and milk, which can be used to finance animal welfare measures, for example(19%)

Social status



Higher

Middle

Lower

Basic values



Tradition
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

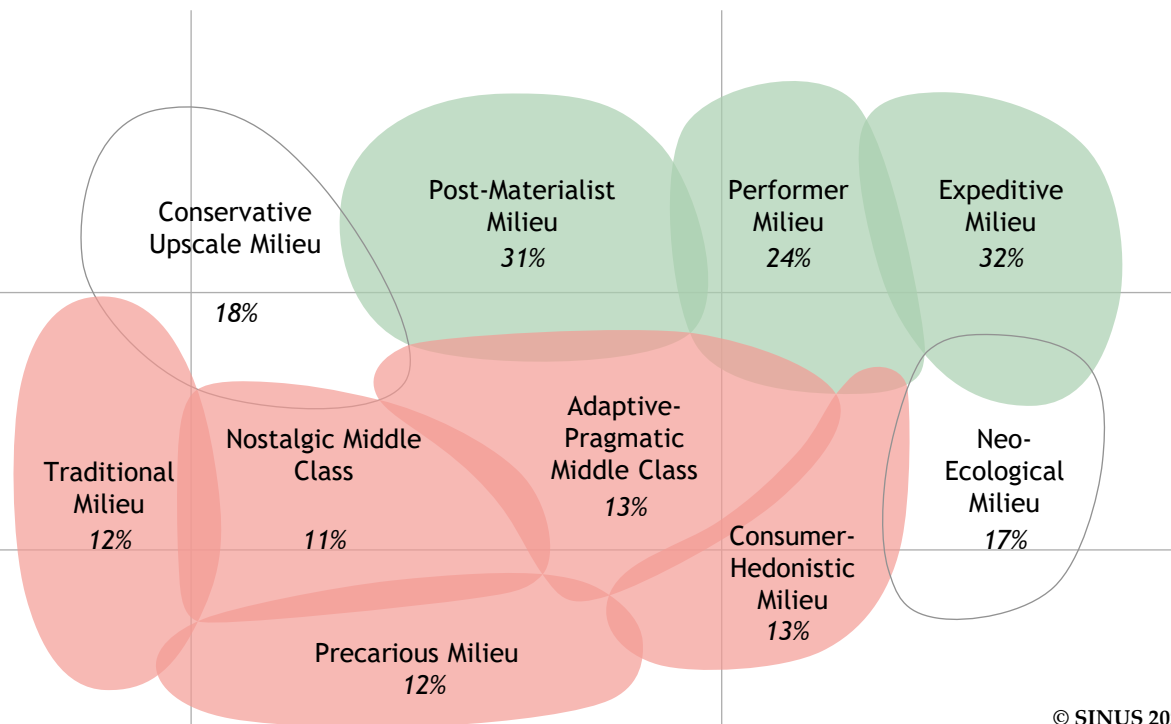
Re-orientation
Multiple Options
Experimentation, Paradoxes

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Sample size: n = 1.002; all interviewees
Figures in %

Greatly
overrepresented

Greatly
underrepresented



EU-Wide Animal Welfare Standards

By Sinus-Milieus

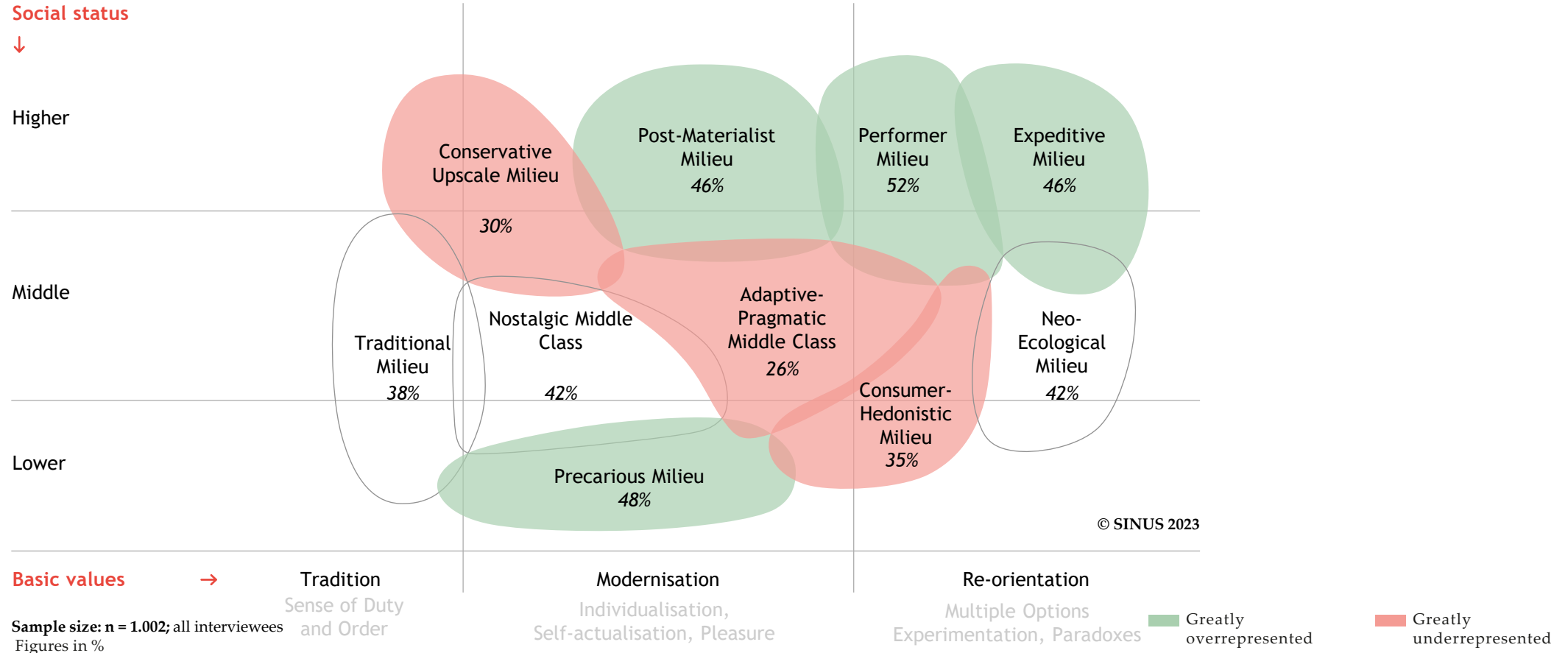
How do you rate the following statement: Germany should do more in the EU to implement high animal welfare standards throughout Europe.

			Gesamt	CON	PMA	PER	EPE	NEO	ADA	HED	PRE	NOS	TRA
Totally agree	<div><div></div></div>	41	41	30	46	52	46	42	26	35	48	42	38
Rather agree	<div><div></div></div>	40	40	49	46	34	39	40	46	40	30	36	34
Rather disagree	<div><div></div></div>	10	10	16	4	6	8	10	17	8	10	10	12
Disagree at all	<div><div></div></div>	4	4	1	2	2	4	2	6	13	4	5	7
I don't know	<div><div></div></div>	5	5	4	3	7	3	6	4	5	9	7	9

Sample size: n = 1.002; all interviewees
Figures in %

stark überrepräsentiert stark unterrepräsentiert

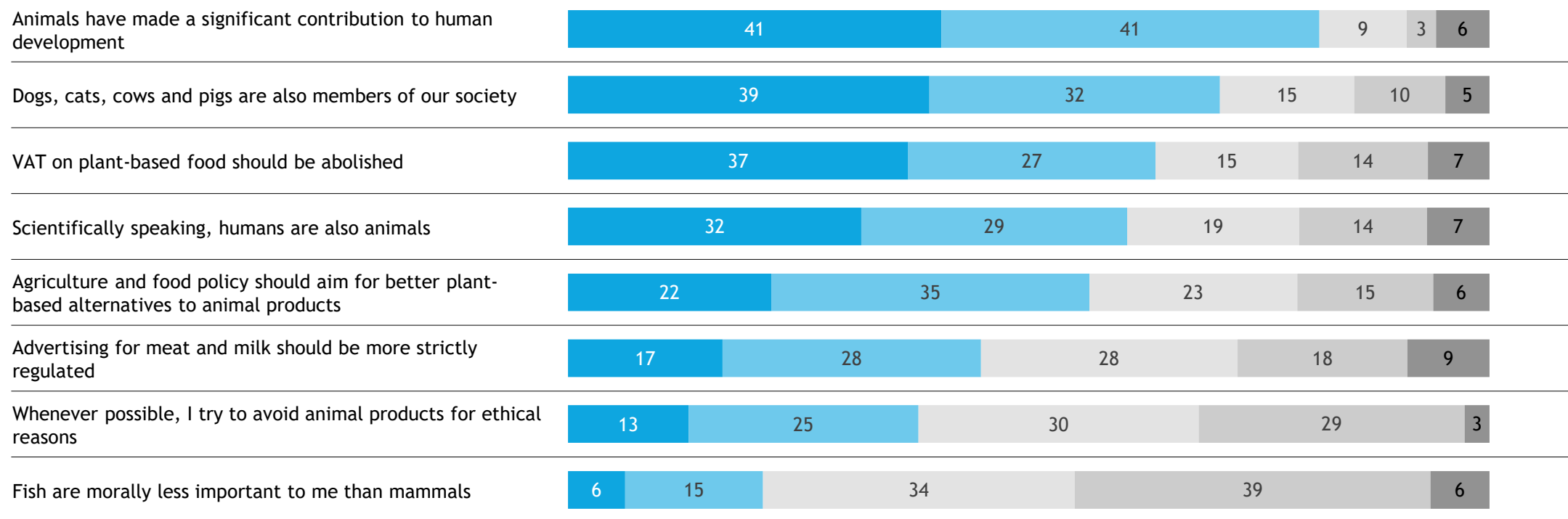
Germany should do more in the EU to implement high animal welfare standards throughout Europe - **Totally agree(41%)**



Statements

Overall

To what extent do you agree with the following statements?



Sample size: n = 1.002; all interviewees
Figures in %









Totally agree
Rather agree

Rather disagree
Totally disagree
I don't know

Statements - totally agree/ rather agree

By Sinus-Milieus

To what extent do you agree with the following statements?

		Gesamt	EST	INT	PER	COS	PRO	ADA	SEN	CMA	CMS	TRA
Animals have made a significant contribution to human development	 82	82	81	89	87	85	77	75	85	83	74	76
Dogs, cats, cows and pigs are also members of our society	 71	71	72	71	74	72	73	69	59	74	72	72
VAT on plant-based food should be abolished	 64	64	64	71	64	59	62	56	66	68	66	61
Scientifically speaking, humans are also animals	 61	61	53	62	59	59	60	61	64	69	67	51
Agriculture and food policy should aim for better plant-based alternatives to animal products	 57	57	53	77	64	65	61	35	45	51	54	51
Advertising for meat and milk should be more strictly regulated	 45	45	45	51	48	42	43	33	40	54	46	47
Whenever possible, I try to avoid animal products for ethical reasons	 38	38	32	49	44	45	38	26	41	25	37	38
Fish are morally less important to me than mammals	 21	21	16	23	25	17	21	21	35	22	17	16

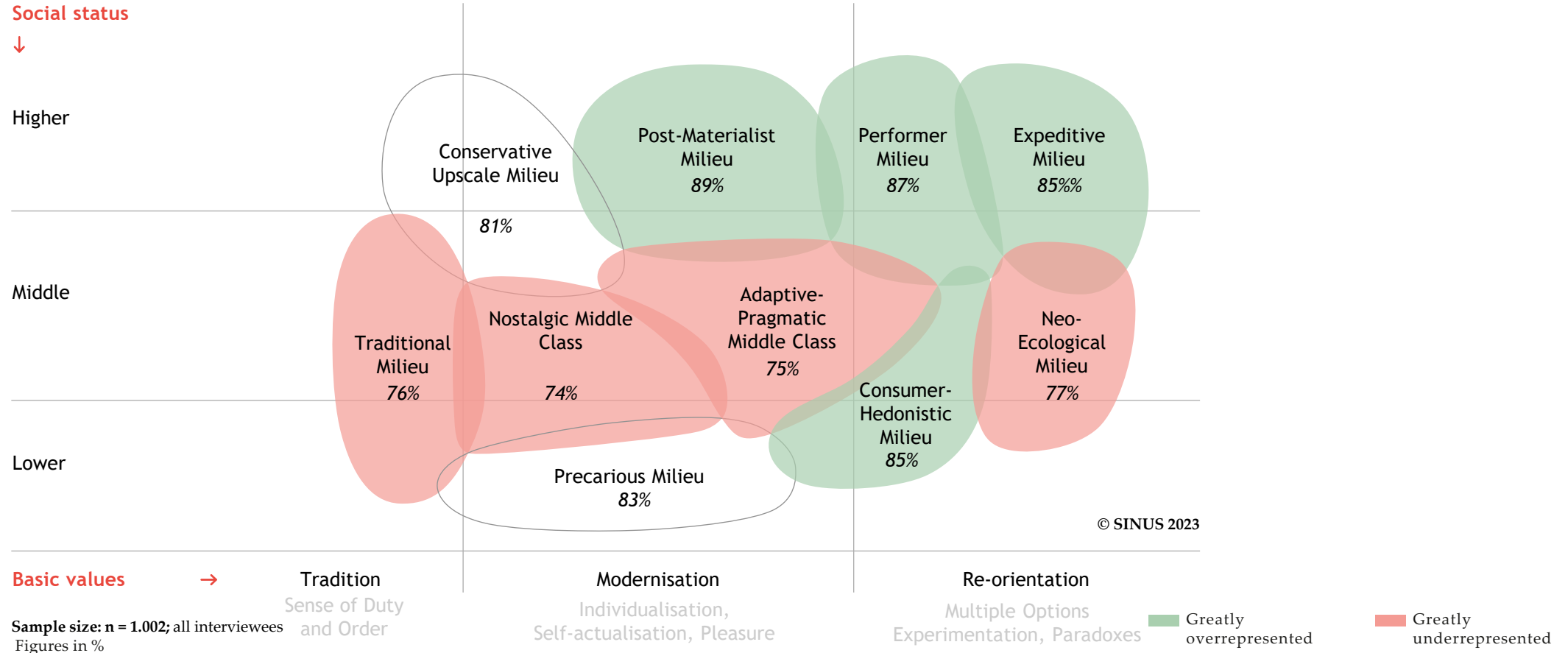
Sample size: n = 1.002; all interviewees
Figures in %

 Strongly overrepresented  Strongly underrepresented

Animals have made a significant contribution to human development

Totally agree/ rather agree (82%)

Social status



Dogs, cats, cows and pigs are also members of our society

Totally agree/Rather agree(71%)

Social status



Higher

Middle

Lower

Basic values



Tradition
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

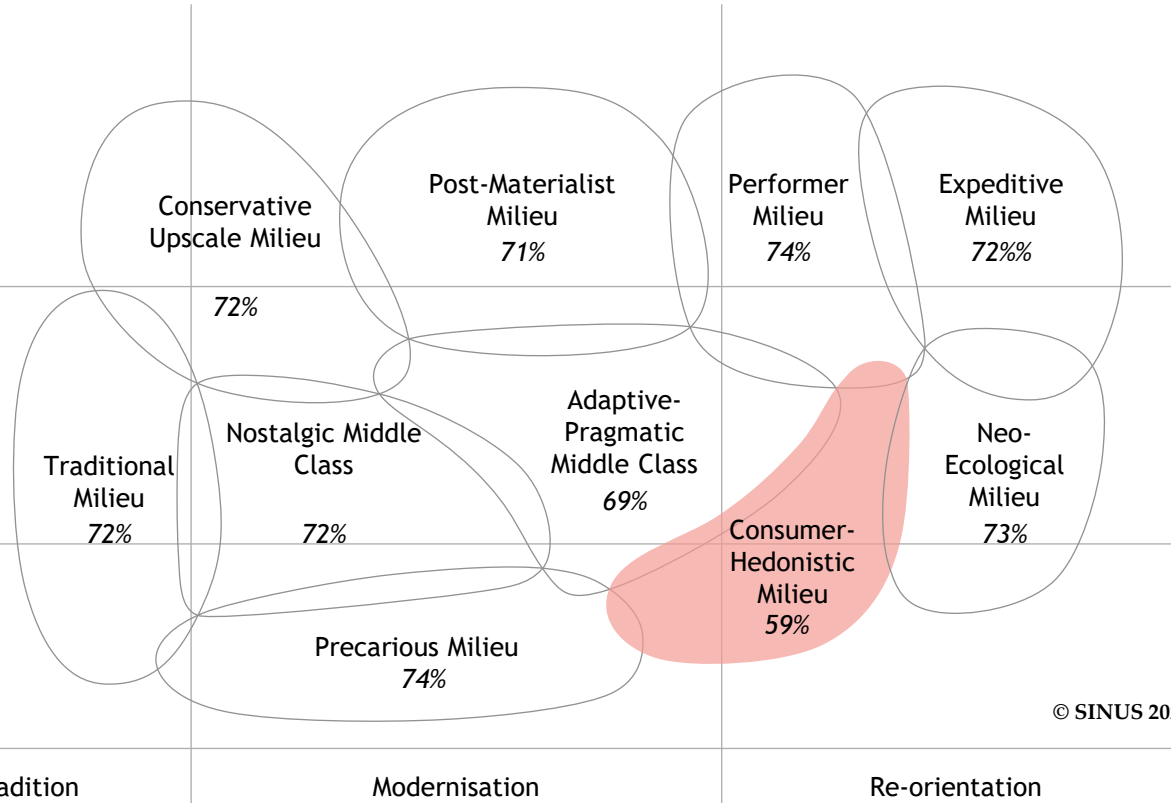
Re-orientation
Multiple Options
Experimentation, Paradoxes

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Sample size: n = 1.002; all interviewees
Figures in %

Greatly
overrepresented

Greatly
underrepresented



VAT on plant-based food should be abolished

Totally agree/Rather agree(64%)

Social status



Higher

Middle

Lower

Basic values



Tradition
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

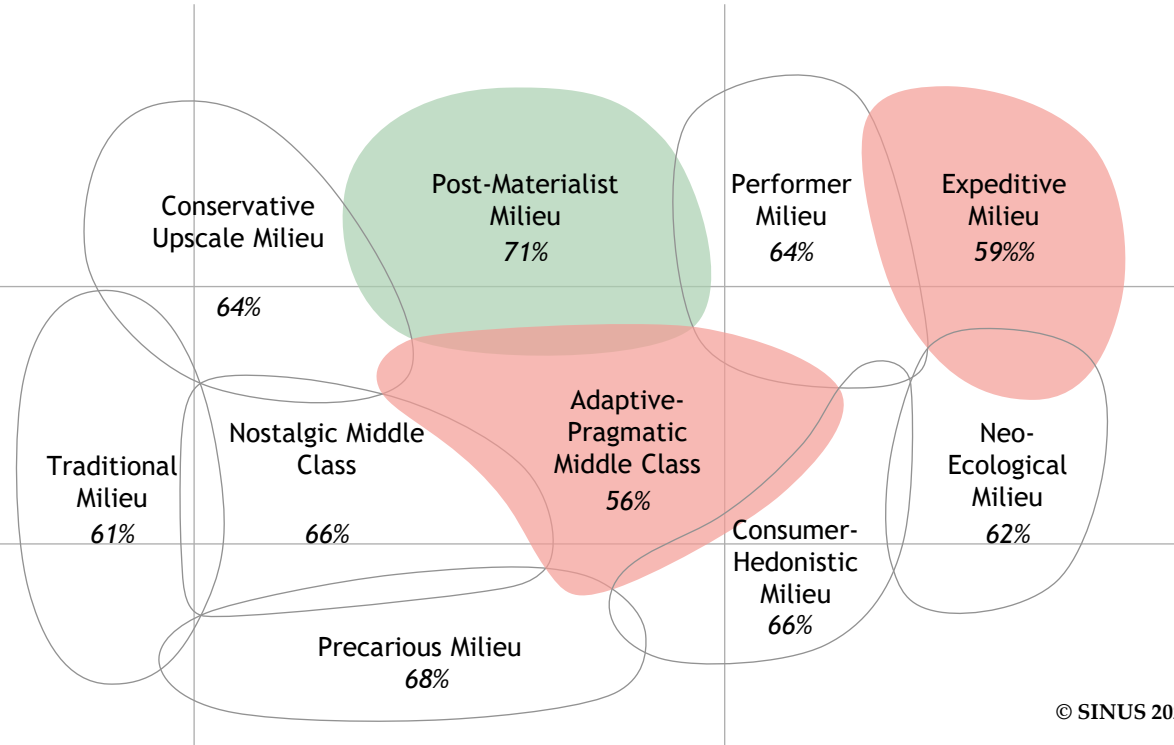
Re-orientation
Multiple Options
Experimentation, Paradoxes

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Sample size: n = 1.002; all interviewees
Figures in %

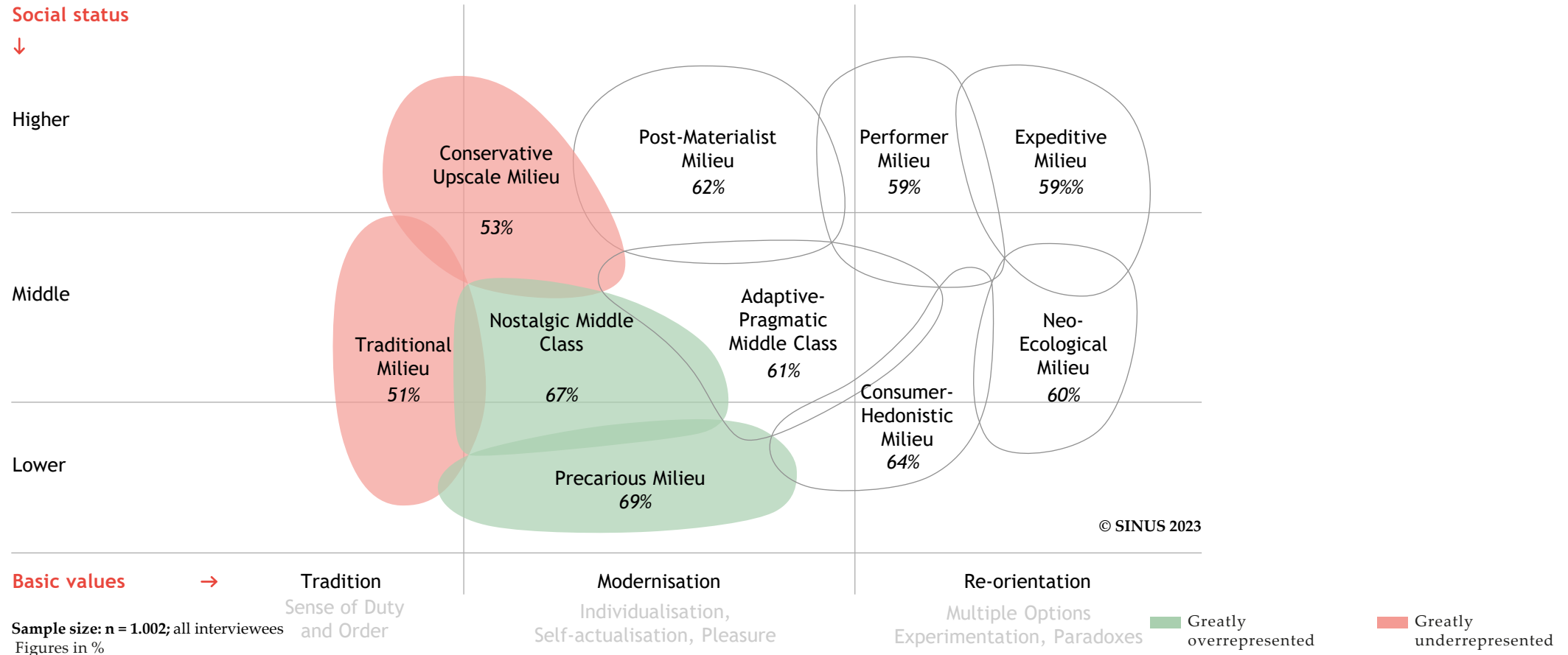
Greatly
overrepresented

Greatly
underrepresented



Scientifically speaking, humans are also animals

Totally agree/Rather agree(61%)



Agriculture and food policy should aim for better plant-based alternatives to animal products

Totally agree/rather agree(57%)

Social status



Higher

Middle

Lower

Basic values



Tradition
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

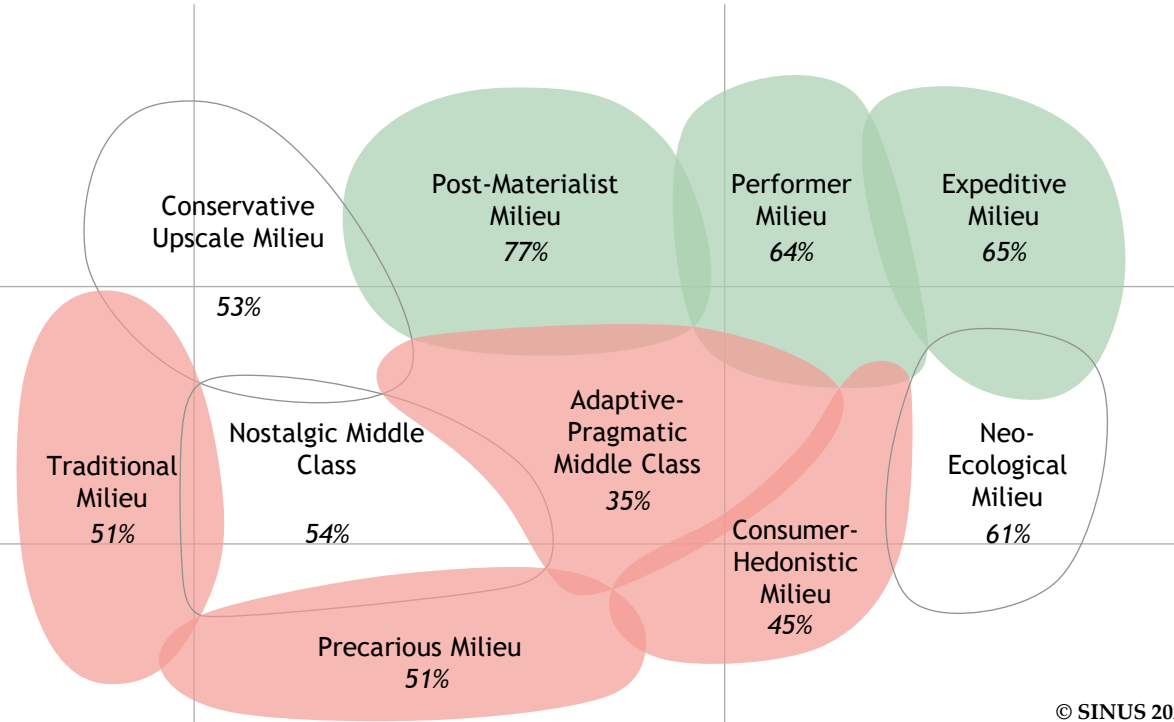
Re-orientation
Multiple Options
Experimentation, Paradoxes

© SINUS 2023

Sample size: n = 1.002; all interviewees
Figures in %

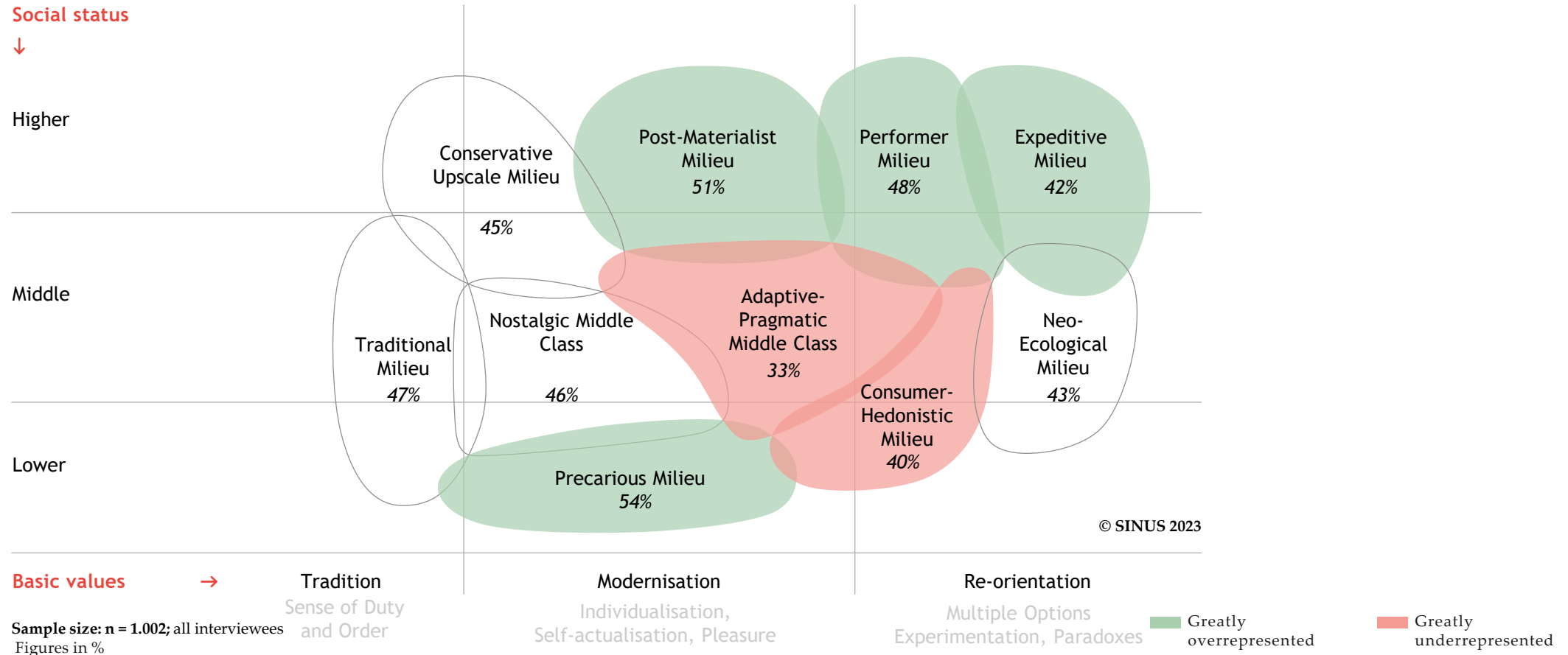
Greatly
overrepresented

Greatly
underrepresented



Advertising for meat and milk should be more strictly regulated

Totally agree/Rather agree(45%)



Statement federal elections

Overall

Imagine it was a federal election. To what extent do you agree or disagree with the following statements?

I would vote for the candidate who pays political attention to animal ethics





I would vote for the candidate who is against animal rights






The candidate who pays political attention to animal ethics is likely to be friendlier/ kinder/ nicer
The candidate who pays political attention to animal ethics is likely to be friendlier/ kinder/ nicer



Sample size: n = 1.002; all interviewees
Figures in %

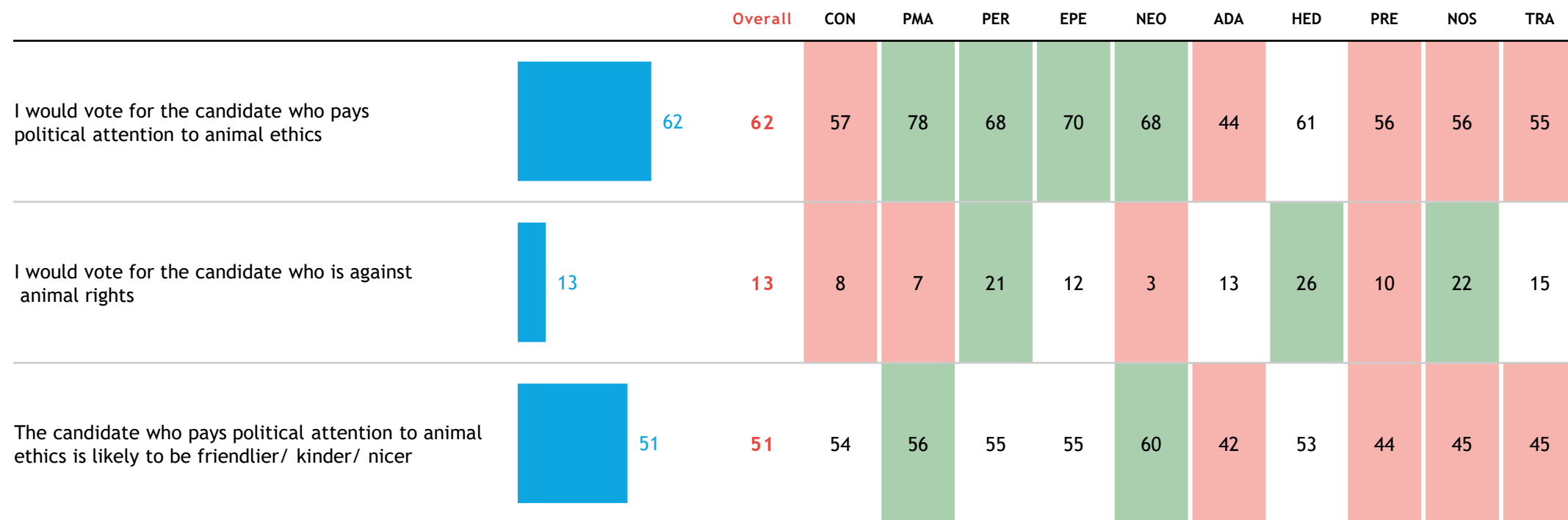
 Totally agree
 Rather agree

 Rather disagree
 Totally disagree
 I don't know

Statements Federal Elections- Totally agree/rather agree

By Sinus-Milieu

Imagine it was a federal election. To what extent do you agree or disagree with the following statements?



Sample size: n = 1.002; all interviewees
Figures in %

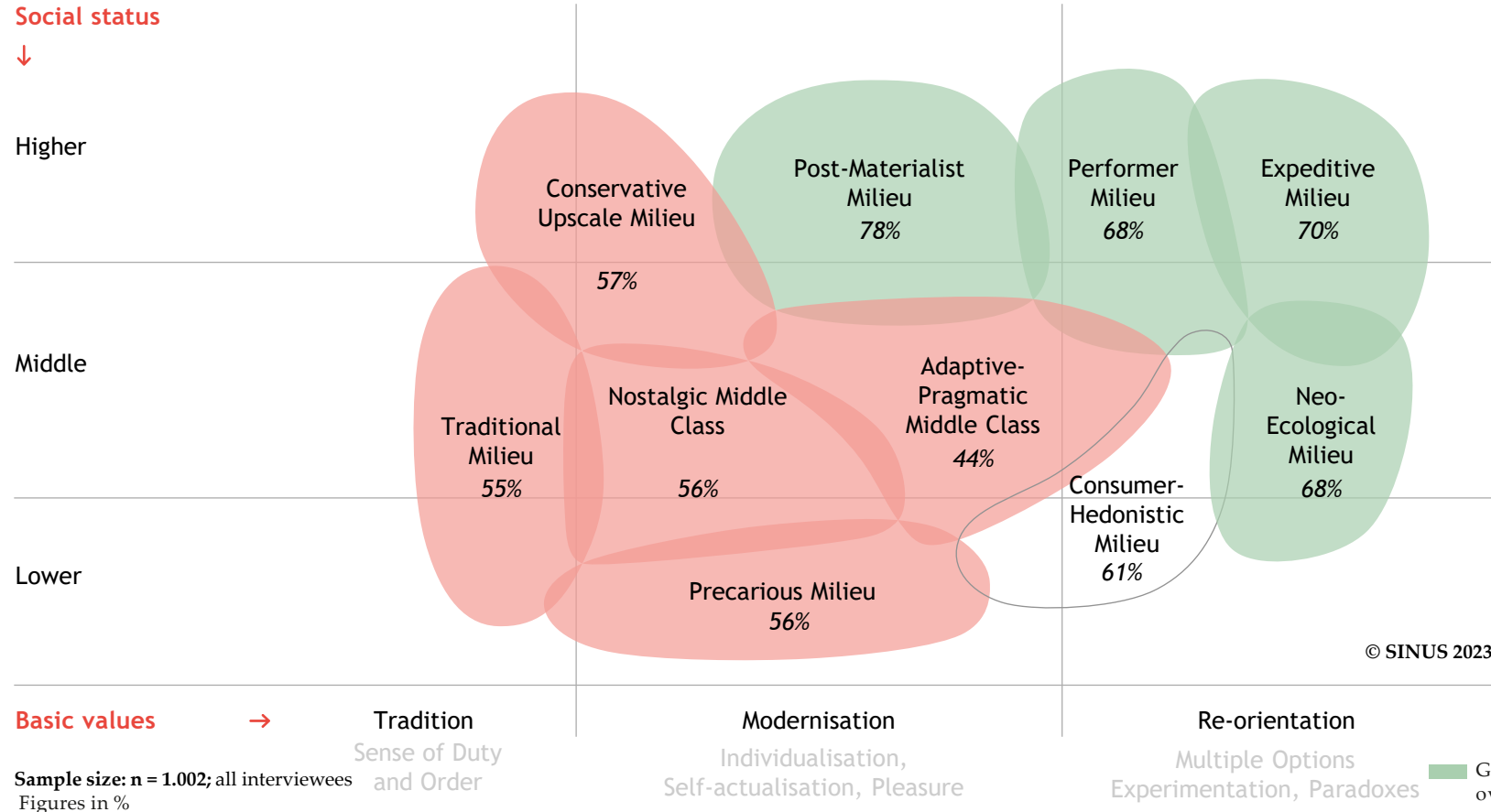
Greatly
overrepresented

Greatly
underrepresented

I would vote for the candidate who pays political attention to animal ethics

Totally agree/rather agree (62%)

Social status



By Sociodemography

	in %
OVERALL	62
Female	65
Male	59
18 to 29 y/o	63
30 to 39 y/o	63
40 to 49 y/o	61
50 to 59 y/o	64
60 to 69 y/o	58
Lower education	60
Middle education	62
Higher education	63
CDU/CSU (Christian Dem.)	65
SPD (Social Democrats)	65
Die Grünen (The Greens)	73
Die Linke (Radical Left)	75
FDP (Liberals)	45
AfD (Radical Right)	51
Tierschutzpartei (Animal Party)	85

Diet

By Sinus-Milieus

How would you best characterize your eating habits?

		Gesamt	CON	PMA	PER	EPE	NEO	ADA	HED	PRE	NOS	TRA
Vegan (exclusively plant-based foods)	2	2	1	3	6	4	0	2	3	0	1	1
Vegetarian (plant-based foods, eggs and dairy products)	5	5	5	6	5	7	8	2	5	4	3	4
Pescetarian (plant-based foods, eggs, dairy products and fish)	4	4	6	5	7	4	2	2	5	4	4	4
Flexitarian (predominantly plant-based lifestyle, conscious and reduced consumption of animal products)	26	26	21	39	23	37	23	19	23	21	29	19
Mixed diet (plant and animal products including meat)	50	50	58	41	51	40	62	51	41	59	51	54
Meat-heavy	12	12	9	6	9	8	4	24	24	12	12	18

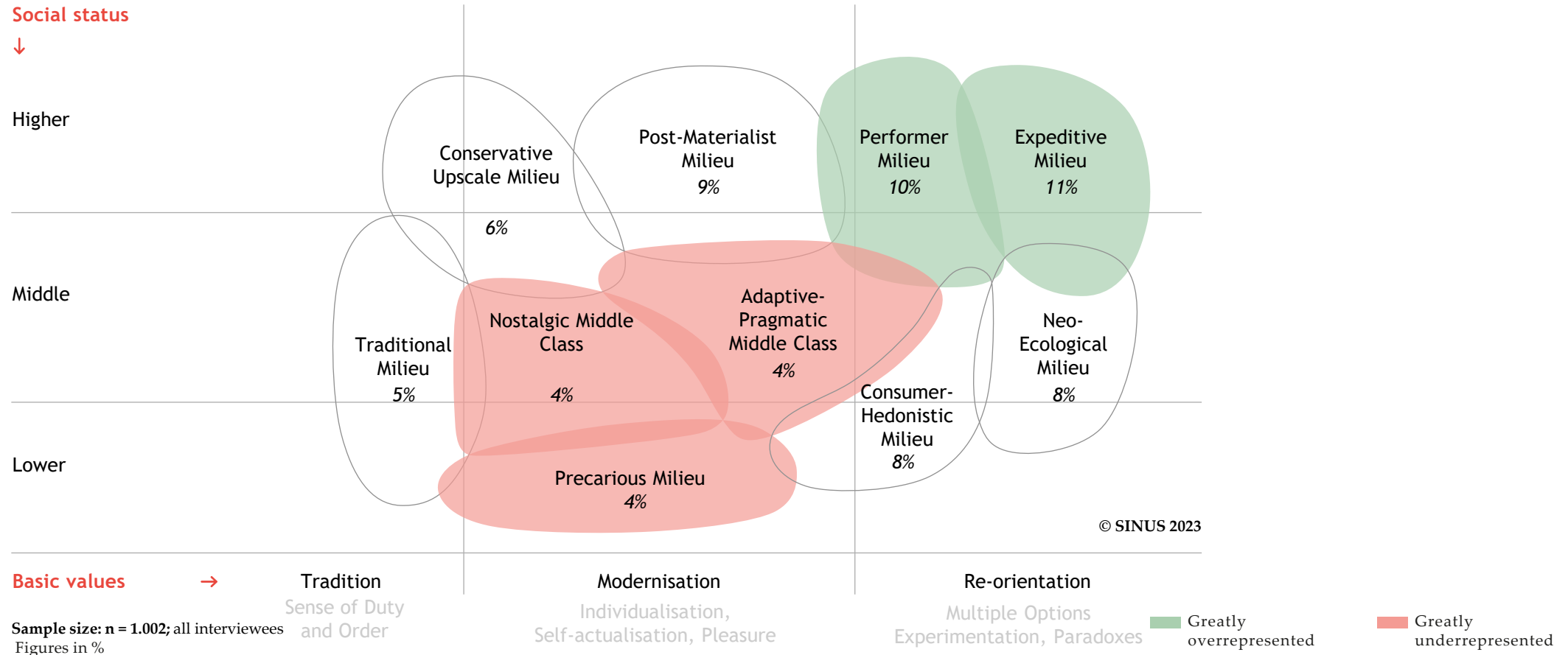
Sample size: n = 1.002; all interviewees
Figures in %

Greatly
overrepresented

Greatly
underrepresented

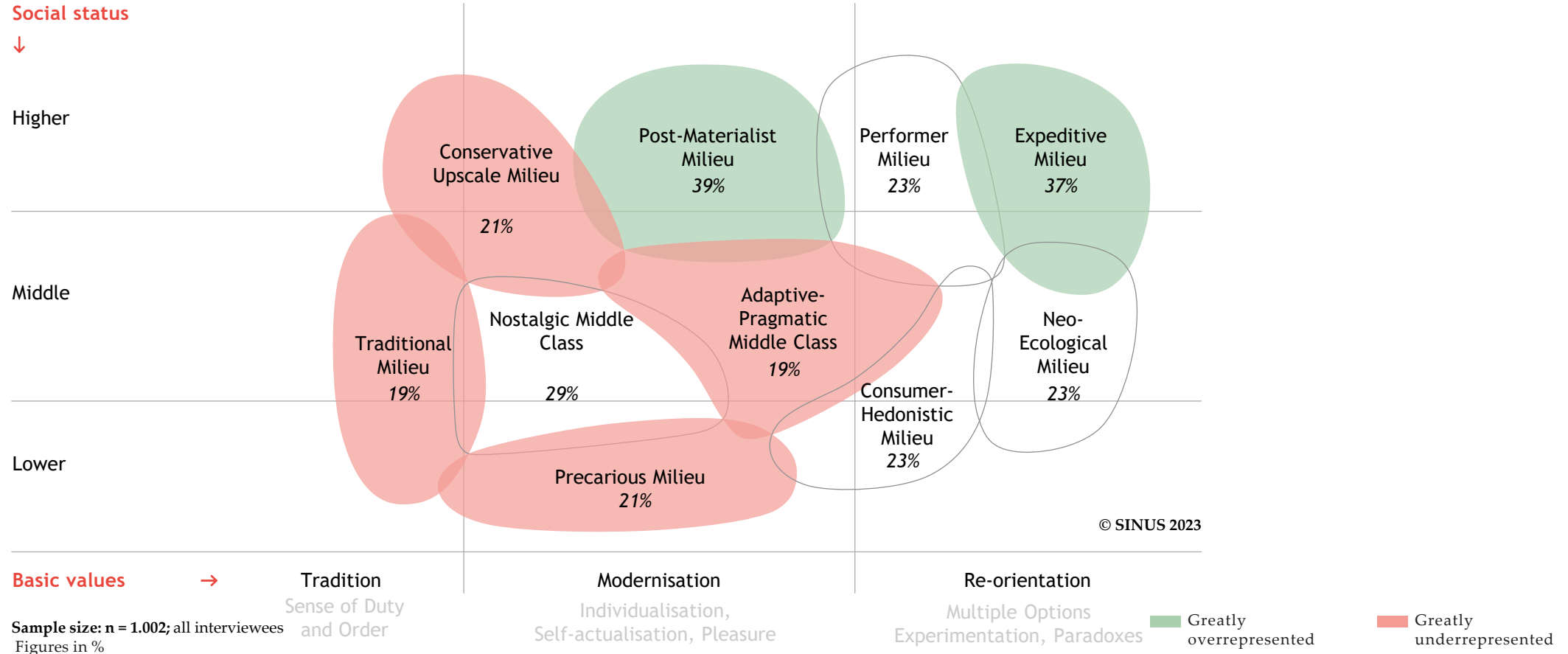
How would you best characterize your eating habits?

Vegan / Vegetarian (7%)



How would you best characterize your eating habits?

Flexitarian (26%)



How would you best characterize your eating habits?

Meat-Heavy (12%)

Social status



Higher

Middle

Lower

Basic values



Tradition
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

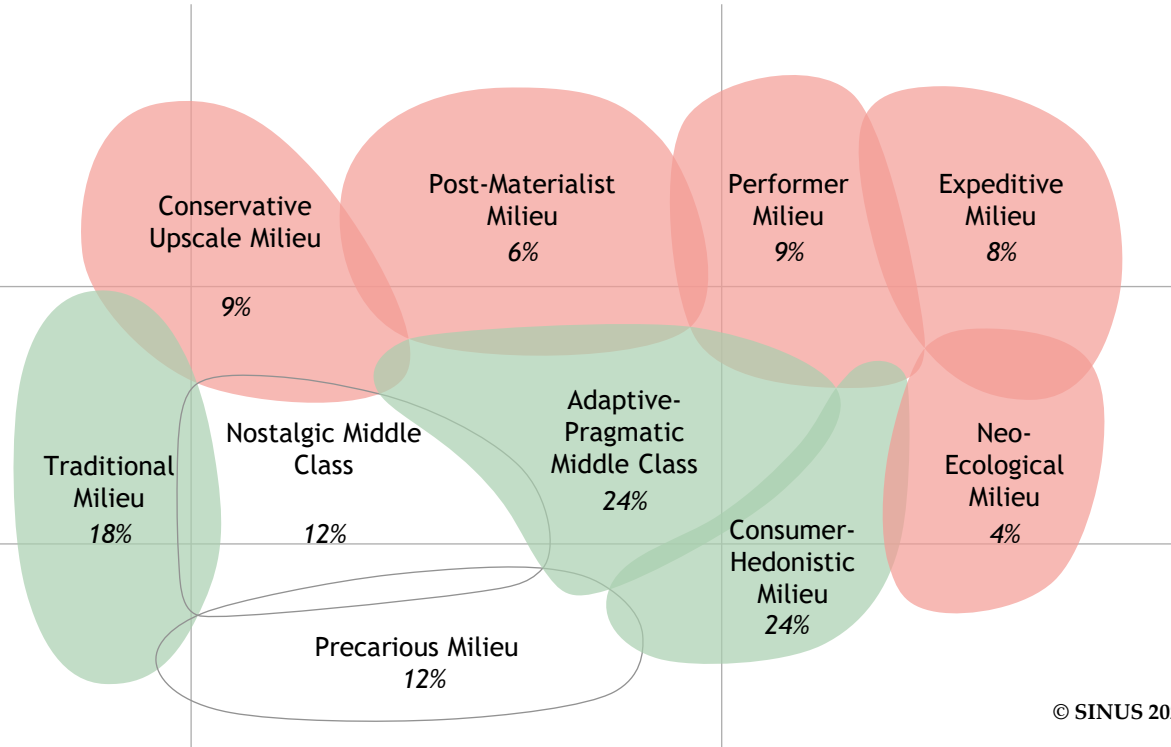
Re-orientation
Multiple Options
Experimentation, Paradoxes

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Sample size: n = 1.002; all interviewees
Figures in %

Greatly
overrepresented

Greatly
underrepresented



Summary

Animal welfare is important to people in Germany. Animal suffering caused by the use of animals is an important problem for 73% of the German population.

In particular, the improvement of the animal welfare laws and their enforcement is considered important, but also labeling and transparency.

The more animal welfare also has implications on people purchasing power (e.g. not eating meat or higher prices for meat consumption), the lower the approval rating.

Attitudes towards animal welfare are closely linked to people's fundamental values.

Contact

Animal Society:
info@animalsociety.de
Sinus Institute:
info@sinus-institut.de

sinus:

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