



Opinion:

# ATTITUDES TO WHALING: NORWAY 2019

A survey commissioned on behalf of: Animal Welfare Institute, Cetacean Society International, Humane Society International, NOAH: For Dyrs Rettigheter, OceanCare, Pro Wildlife, and WDC, Whale and Dolphin Conservation.

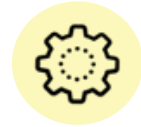


# About the study



## CLIENT

Whale and Dolphin Conservation  
w/ Vanessa Williams-Grey



## METHODOLOGY

Quantitative, web and telephone  
interviews



## OBJECTIVE

Mapping of attitudes to whaling in the  
Norwegian population



## TARGET GROUP

Norwegian population (18+ years)



## TIMING

Field work conducted July 2019,  
by Norstat Norway



## SAMPLE

Web: 871 respondents

Telephone: 200 respondents  
(70+ years old)

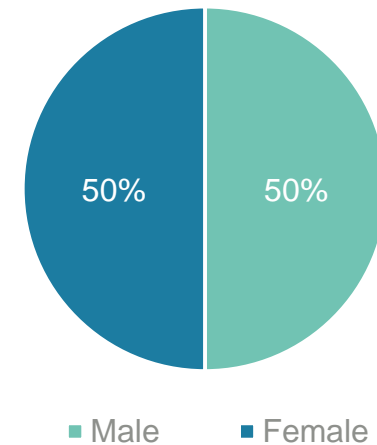


# About the sample

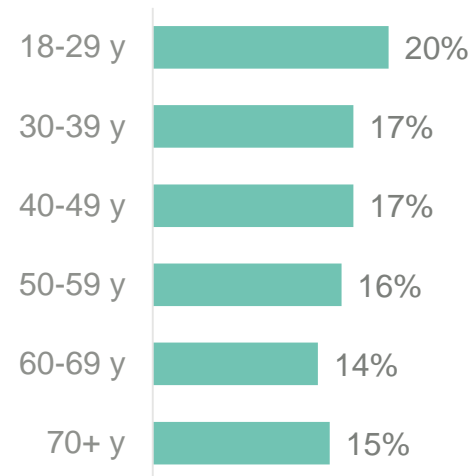
- The sample is representative of the Norwegian population, and weighted on gender, age and region.
  - No weights higher than 1,8
- In the age group 70+ years 200 interviews are conducted by telephone; this must be taken into consideration when interpreting the results.

**1071**  
interviews

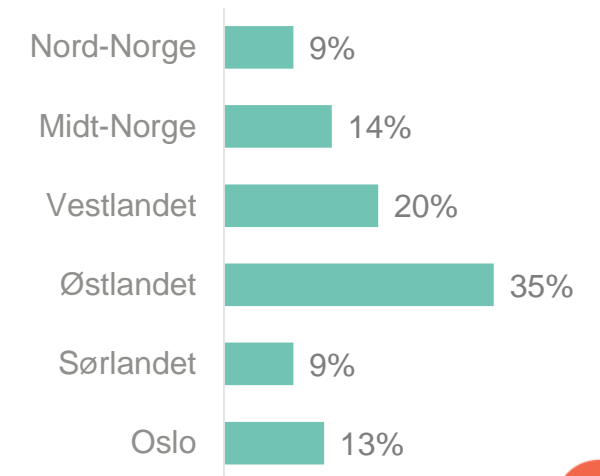
Gender



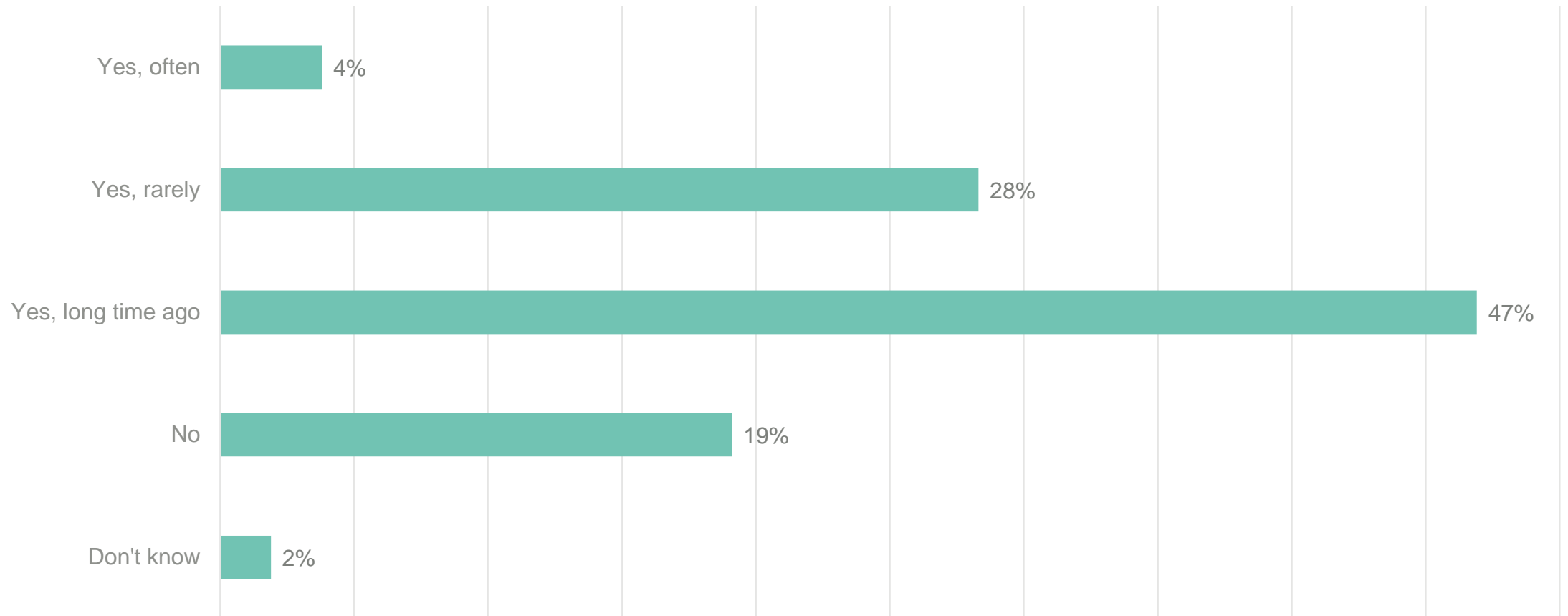
Age



Region



# Consumption of whale meat



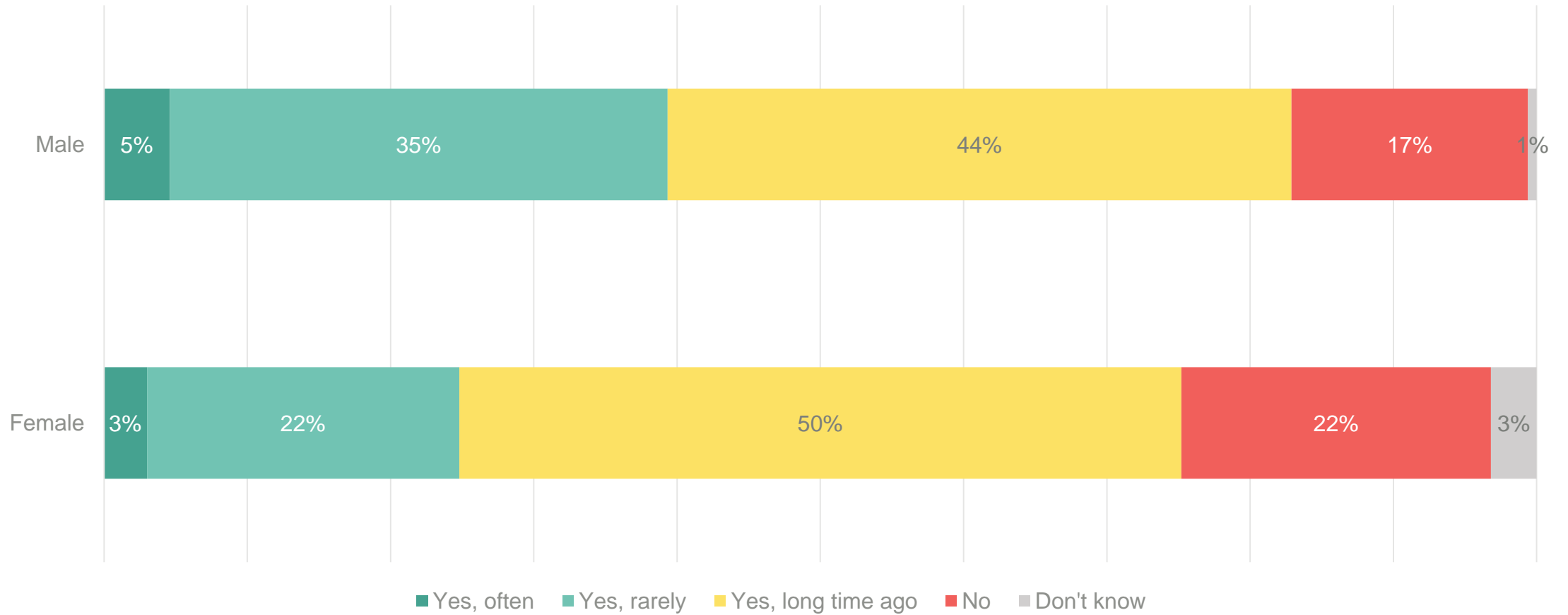
n= 1071

? Have you ever eaten whale meat?



# Consumption of whale meat by gender

Significantly more men than women eat whale meat rarely or more often.



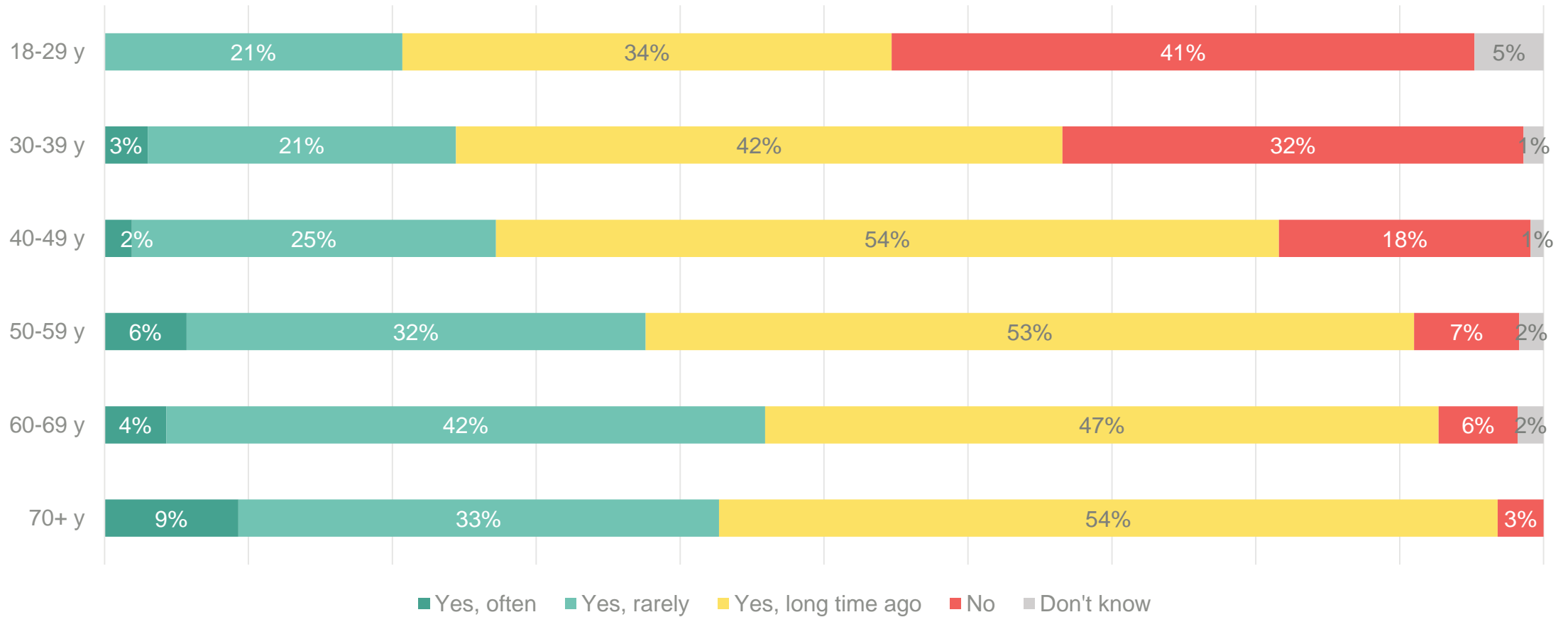
n= 1071

? Have you ever eaten whale meat?



# Consumption of whale meat by age

Consumption of whale meat increase with age. Significantly more people under the age of 39 years have never eaten whale meat than those over 50 years old.



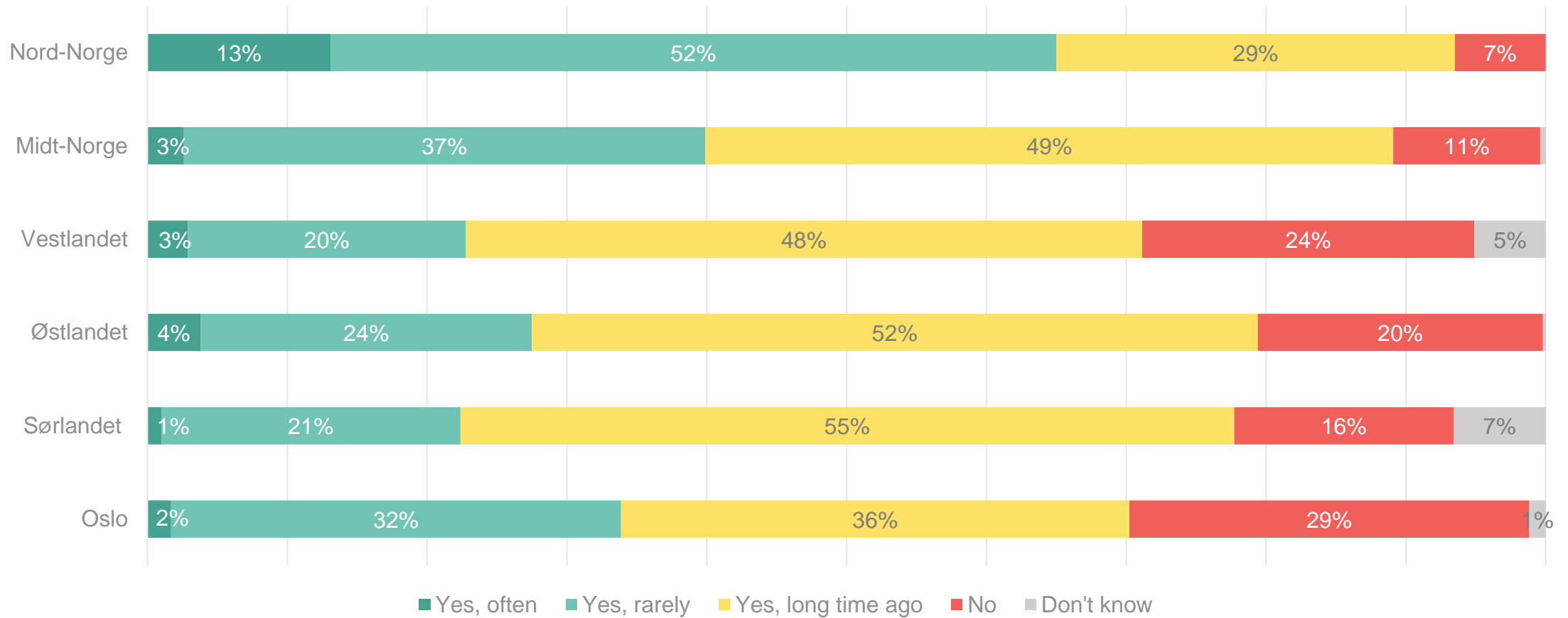
n= 1071

? Have you ever eaten whale meat?



# Consumption of whale meat by geography

People in northern Norway consume whale meat both “often” and “rarely” significantly more than all other regions in Norway.

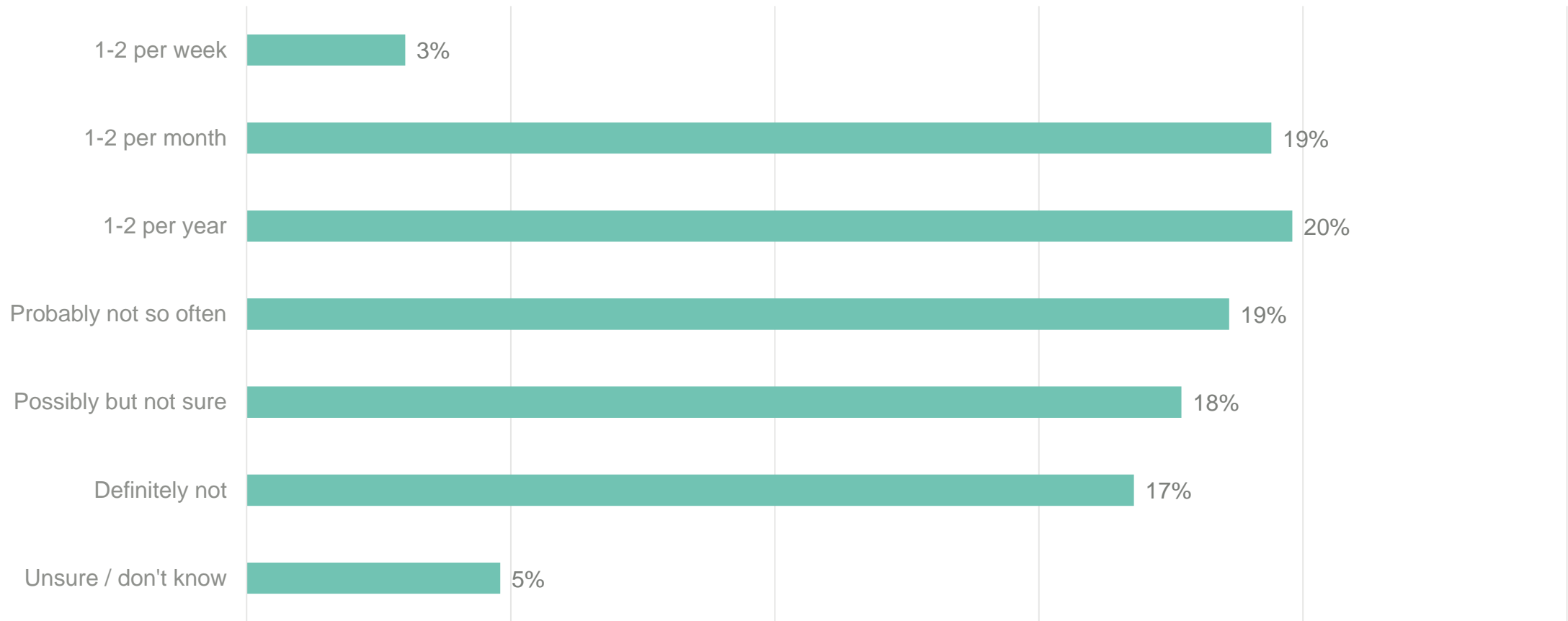


n= 1071

? Have you ever eaten whale meat?



# Future consumption of whale meat



n= 1071

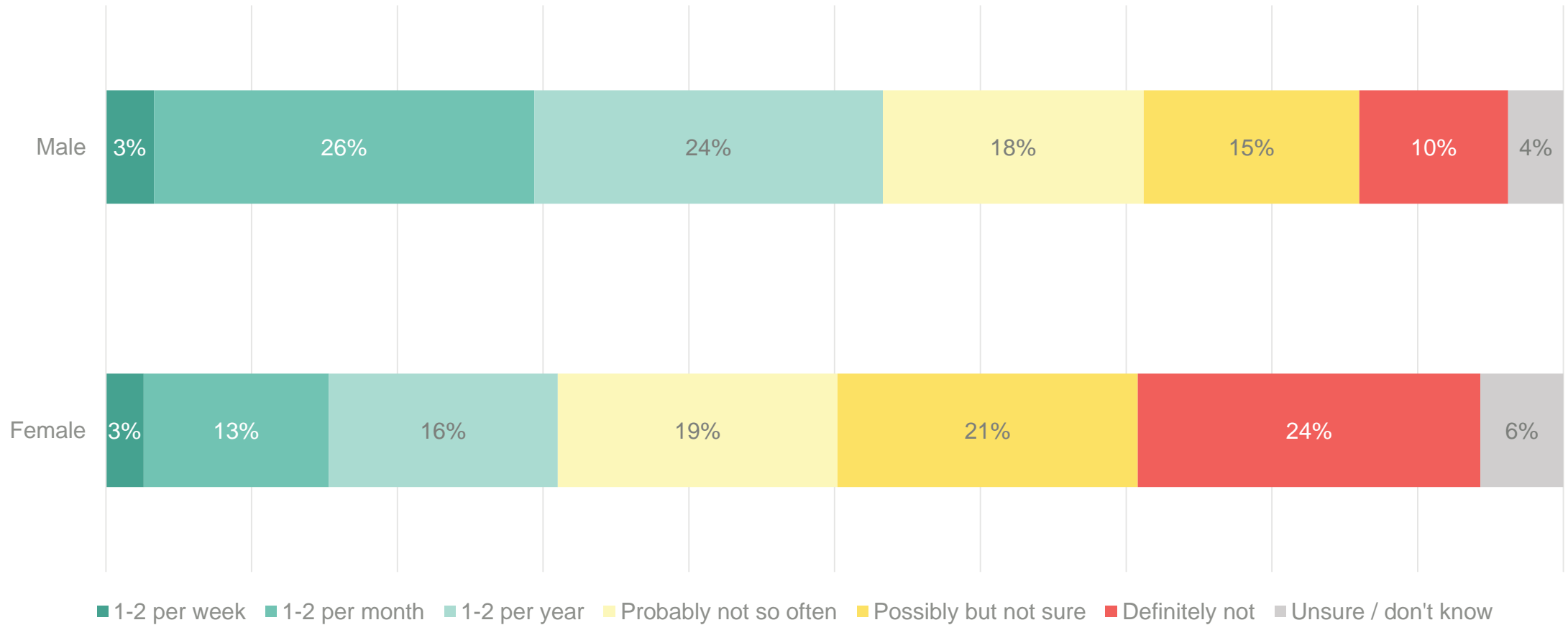
? Do you think you will eat whale meat in future?





# Future consumption of whale meat by gender

Significantly more women than men will “definitely not” eat whale meat in the future.



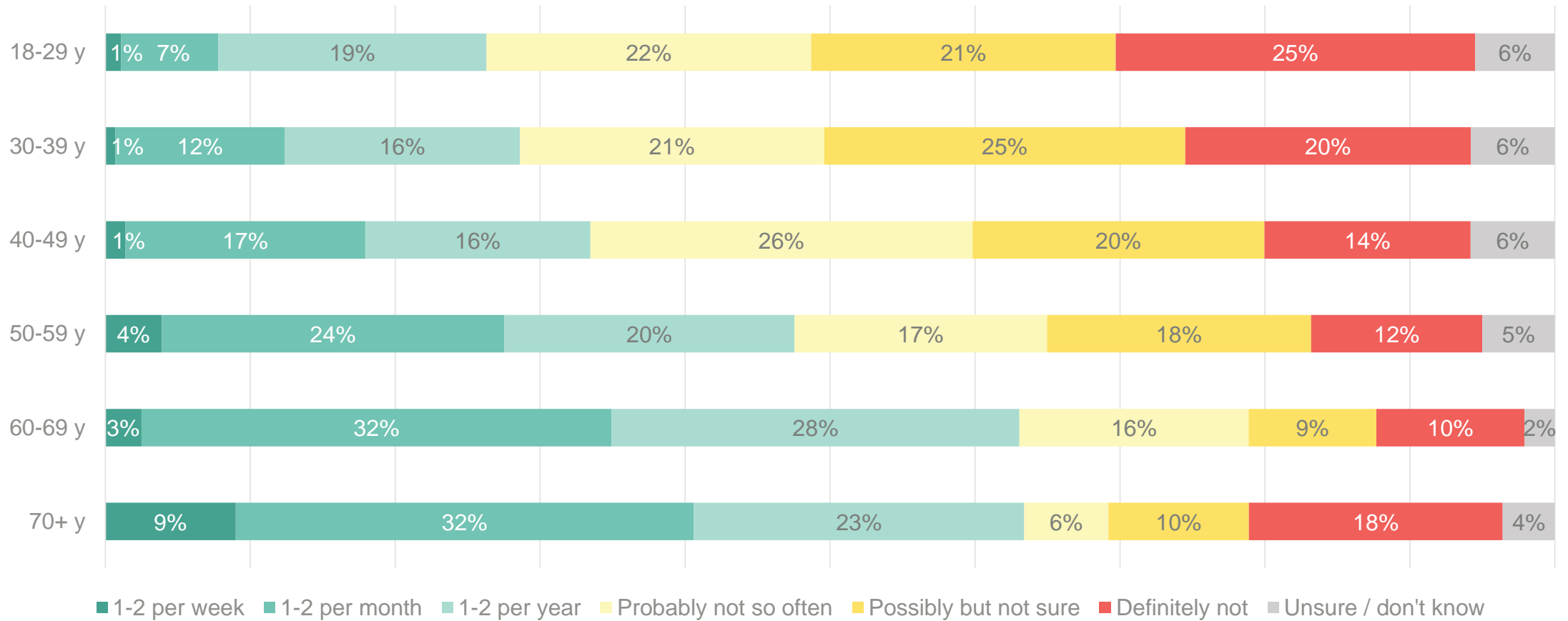
n= 1071

? Do you think you will eat whale meat in future?



# Future consumption of whale meat by age

Future consumption of whale meat increase with age.

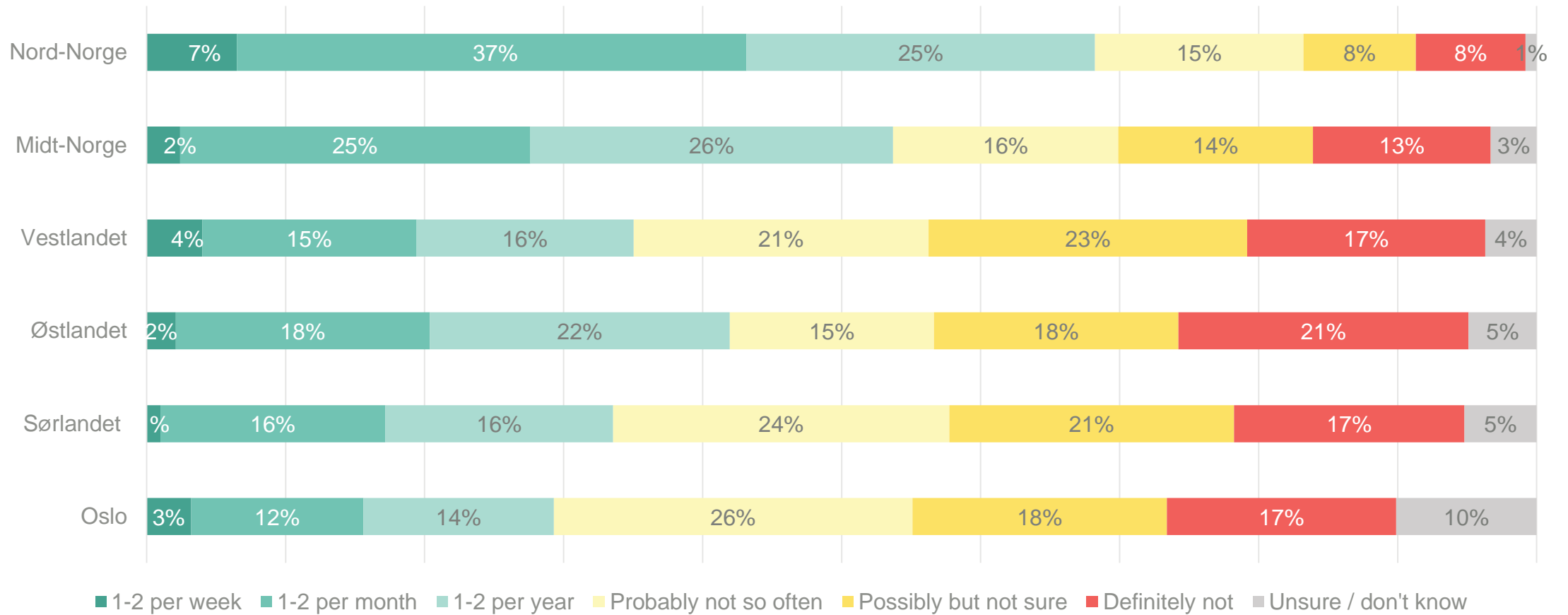


n= 1071

? Do you think you will eat whale meat in future?



# Future consumption of whale meat by geography

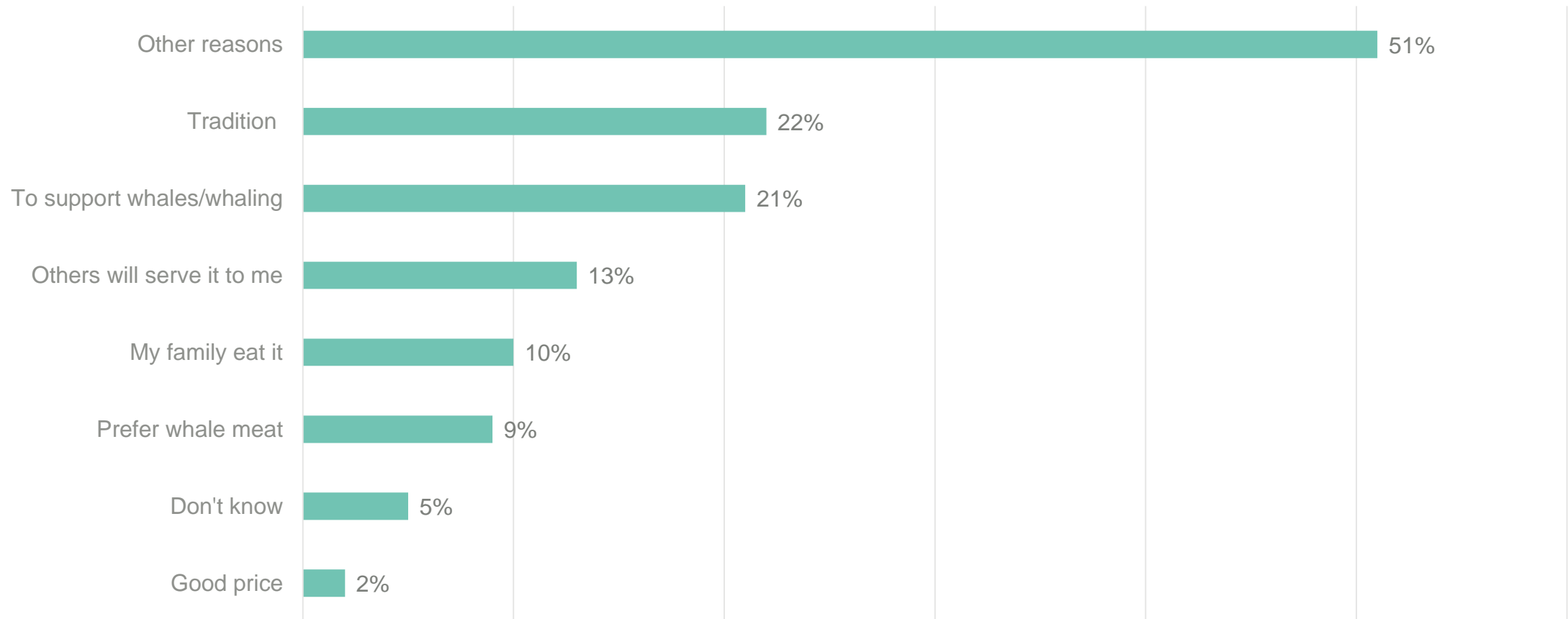


n= 1071

? Do you think you will eat whale meat in future?



# Reasons for consuming whale meat



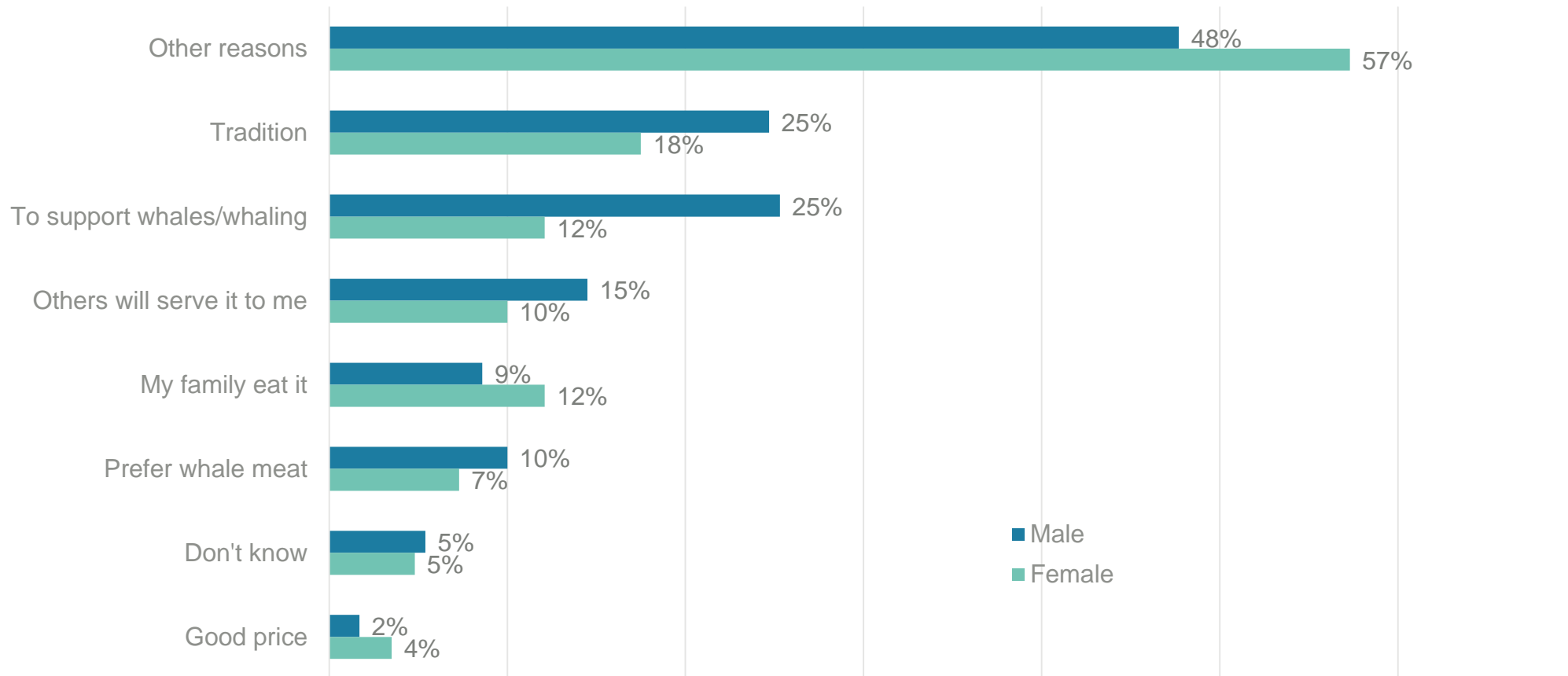
n= 452

? What are the reasons you would like to eat whale meat in the future?



# Reasons for consuming whale meat by gender

Significantly more men than women eat whale meat to support whales/ whaling.



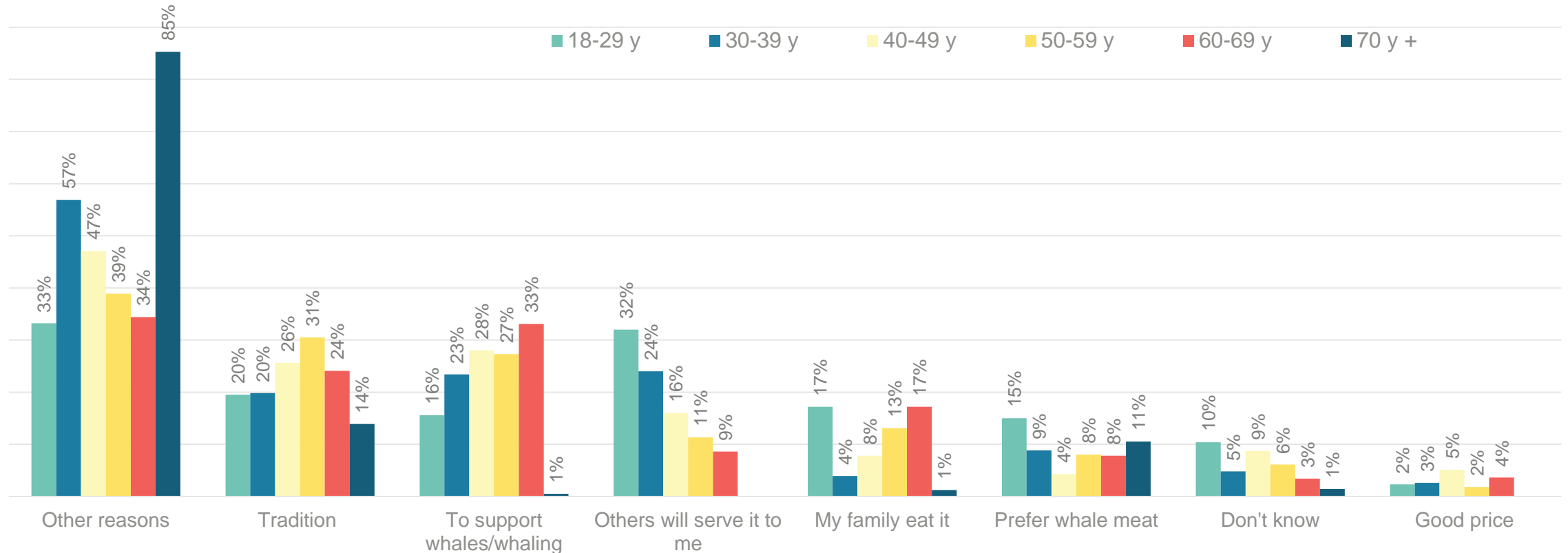
n= 452

? What are the reasons you would like to eat whale meat in the future?



# Reasons for consuming whale meat by age

Significantly more people under 29 years will eat whale meat in the future because others will serve it to them than those over 40 years. Due to methodology (telephone interviews) significantly more people over the age of 70 years answer other reasons.

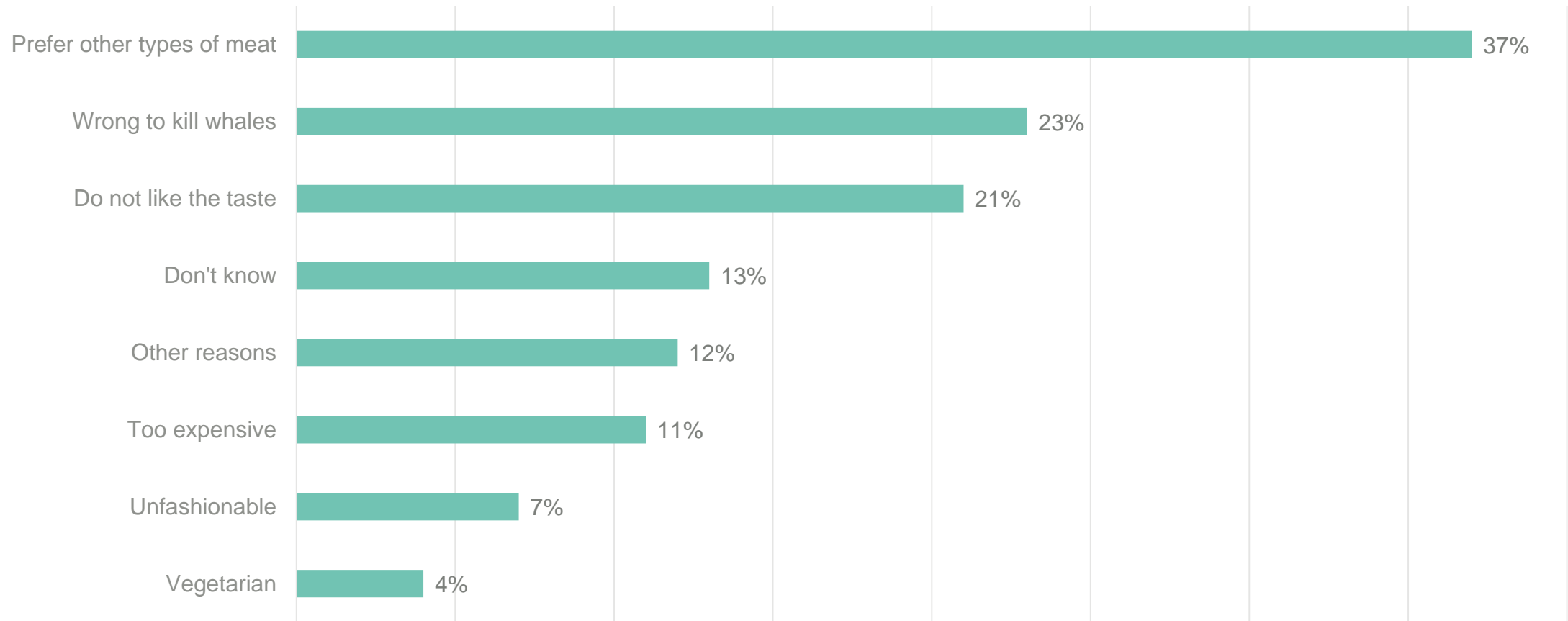


n= 452

? What are the reasons you would like to eat whale meat in the future?



# Reasons for not consuming whale meat

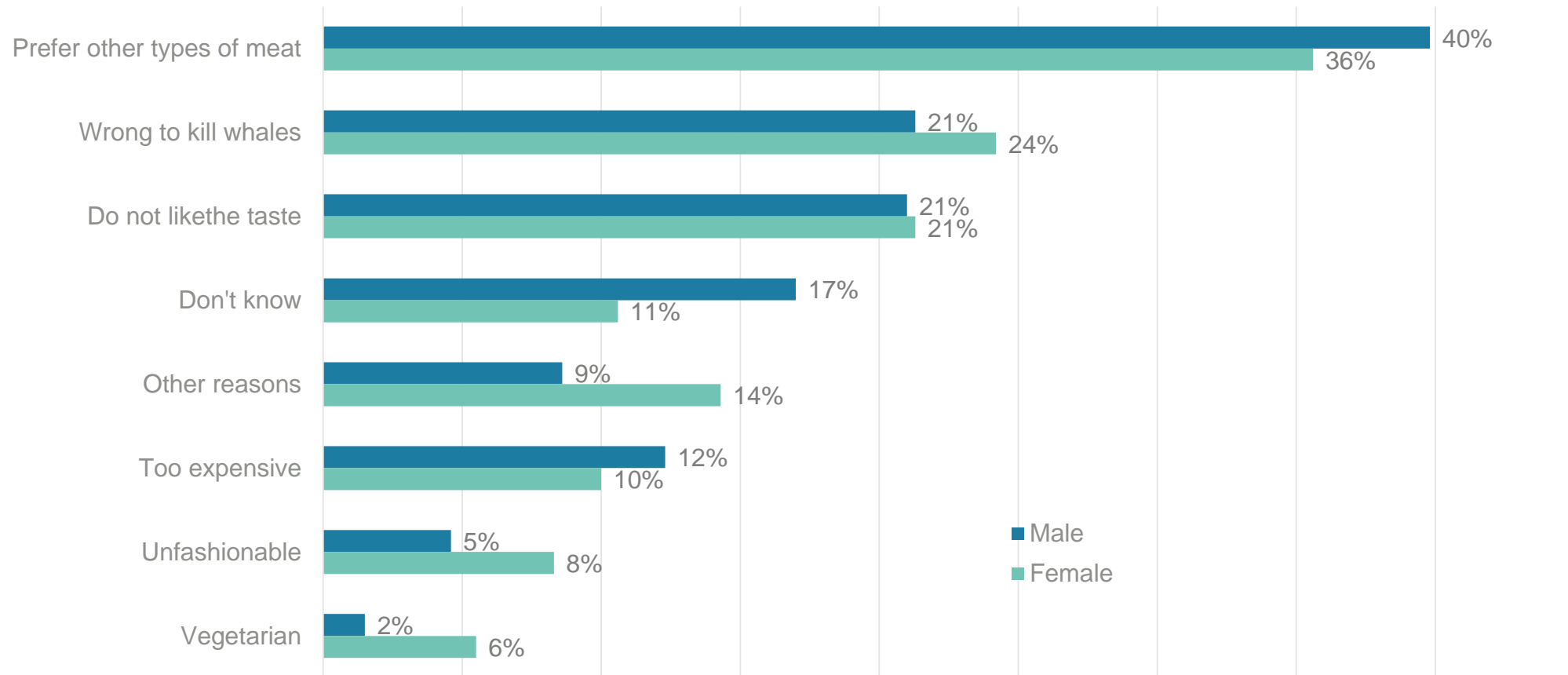


n= 568

? What are the reasons you would not like to eat whale meat in the future?



# Reasons for not consuming whale meat by gender



n= 568

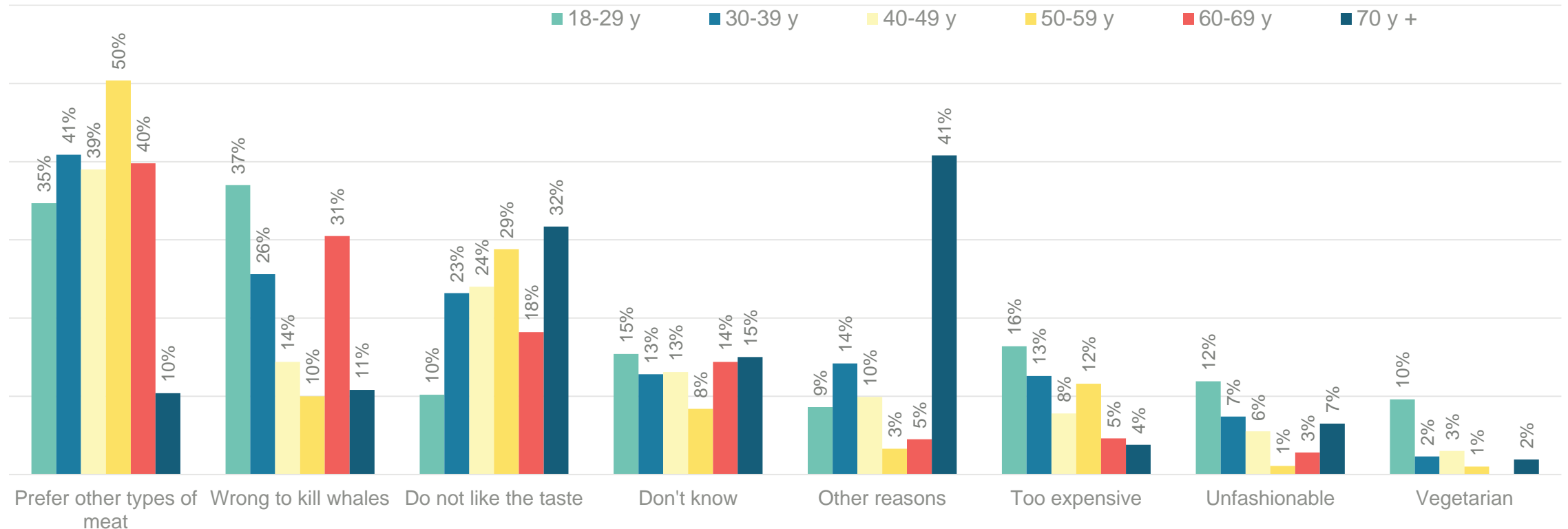
? What are the reasons you would not like to eat whale meat in the future?





# Reasons for not consuming whale meat

Significantly more people in the age groups 18-39 and 60-69 will not eat whale meat because they believe that it is wrong to kill whales, than those in the age groups of 40-59 and 70+.



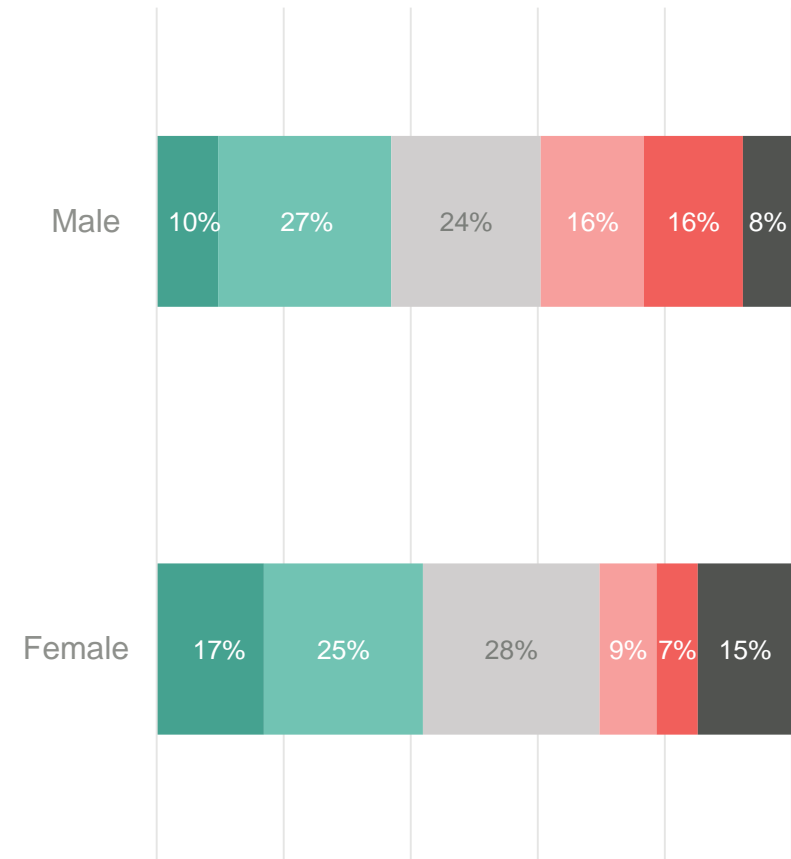
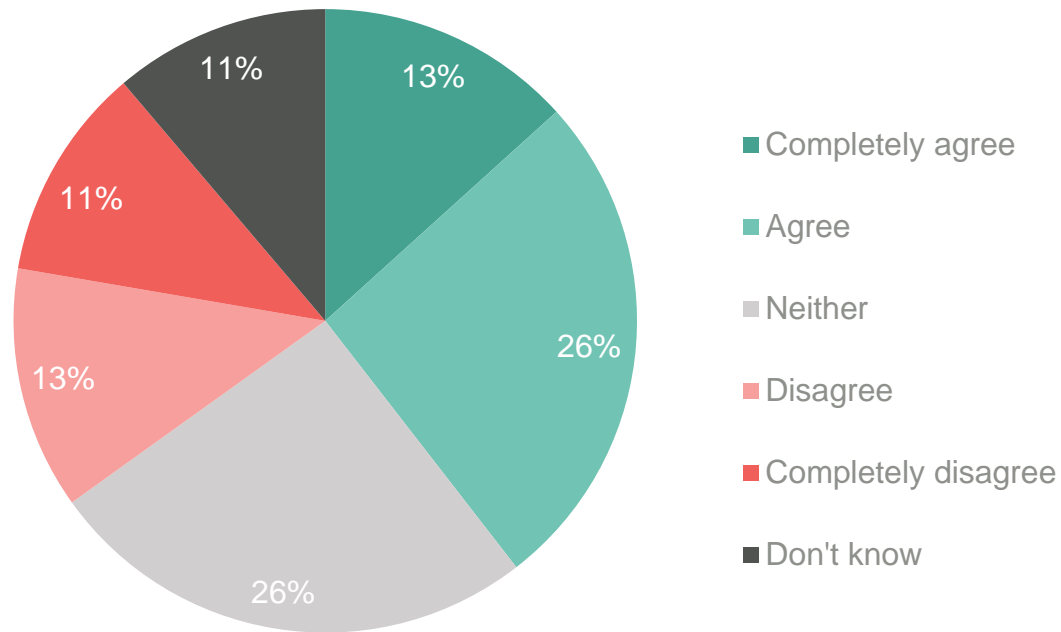
n= 568

? What are the reasons you would not like to eat whale meat in the future?



# “Whaling gives Norway a bad reputation”:

4 in 10 agrees, 1 in 4 disagrees with the statement. Significantly more men than women disagree with the statement.



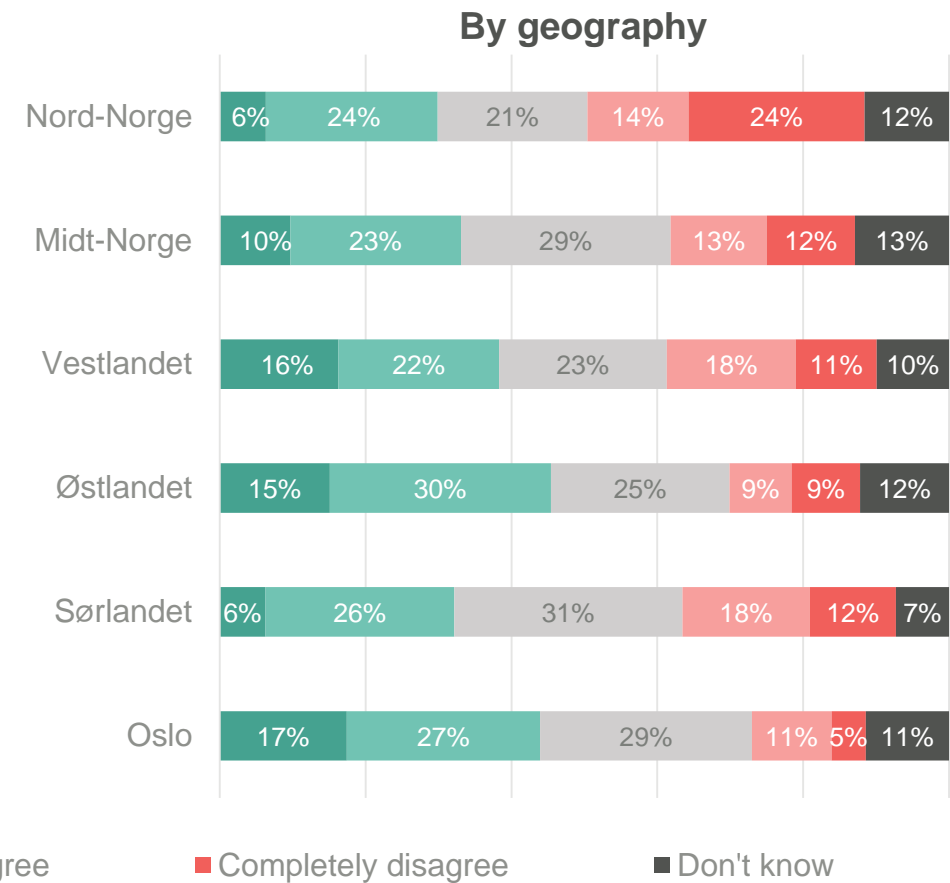
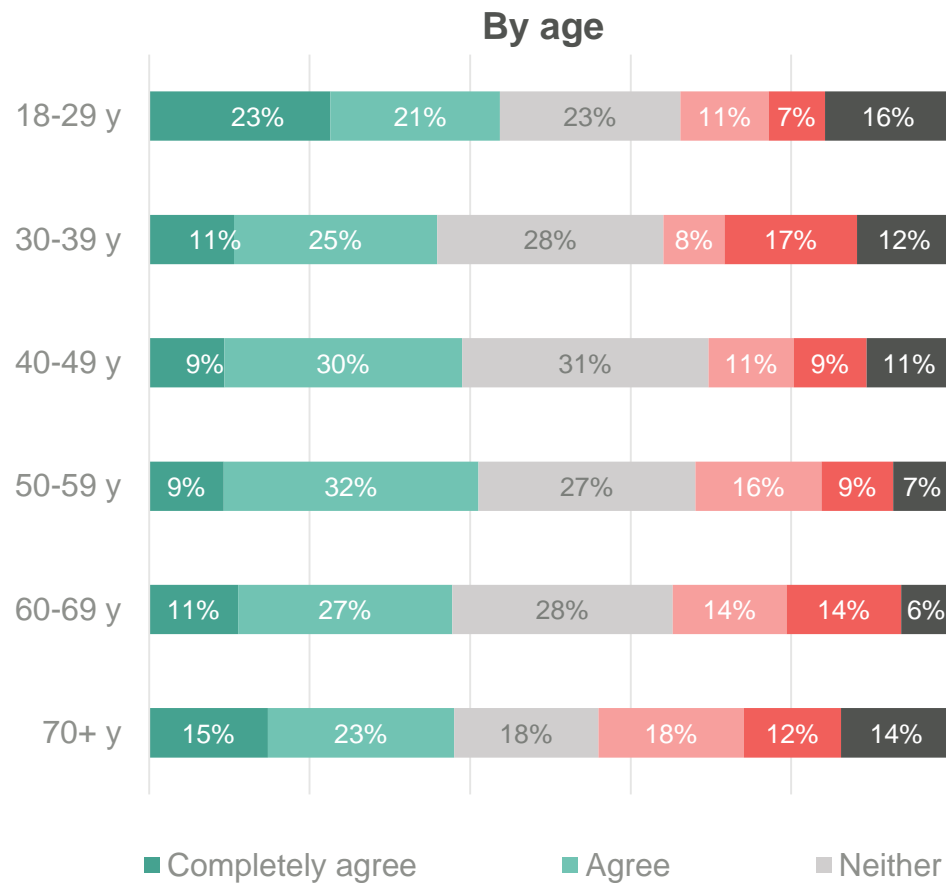
n= 1071

? Please give your opinion on the following statements:



# “Whaling gives Norway a bad reputation” By age and geography

Significantly more people under the age of 29 years completely agree with the statement than those 30+ years.

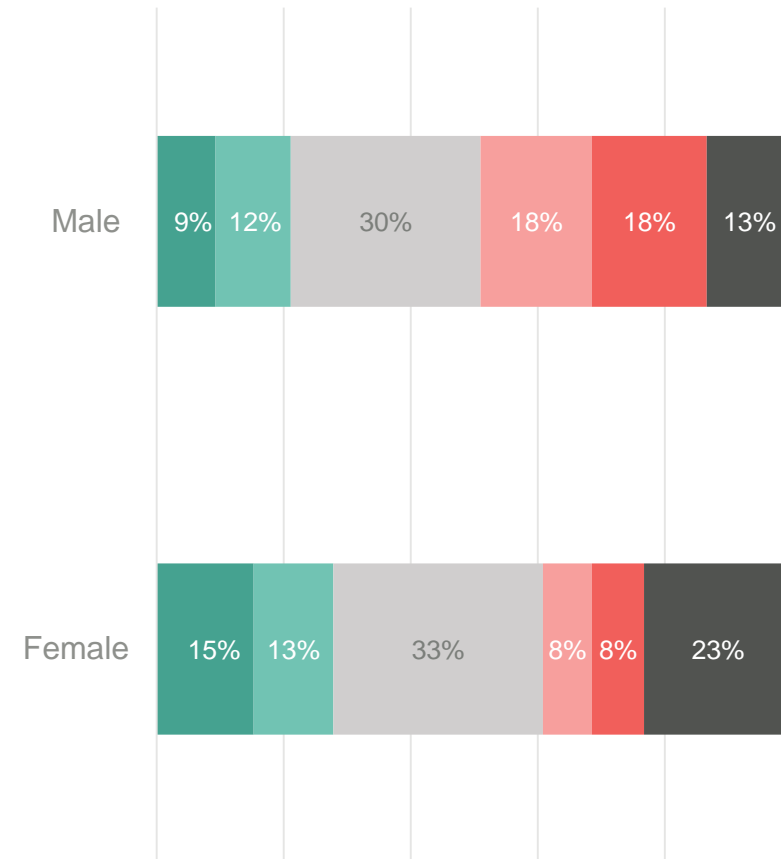
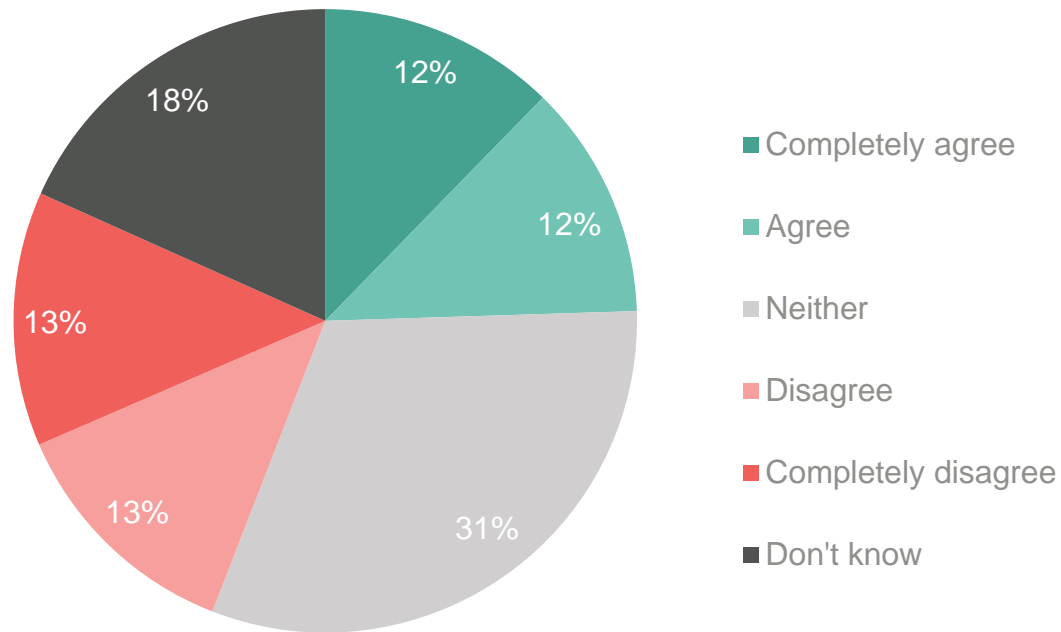


n= 1071 ? Please give your opinion on the following statements:



# “It is time to end whaling in Norway”

1 in 4 agrees, 1 in 4 disagrees with the statement. Significantly more men than women disagree with the statement.



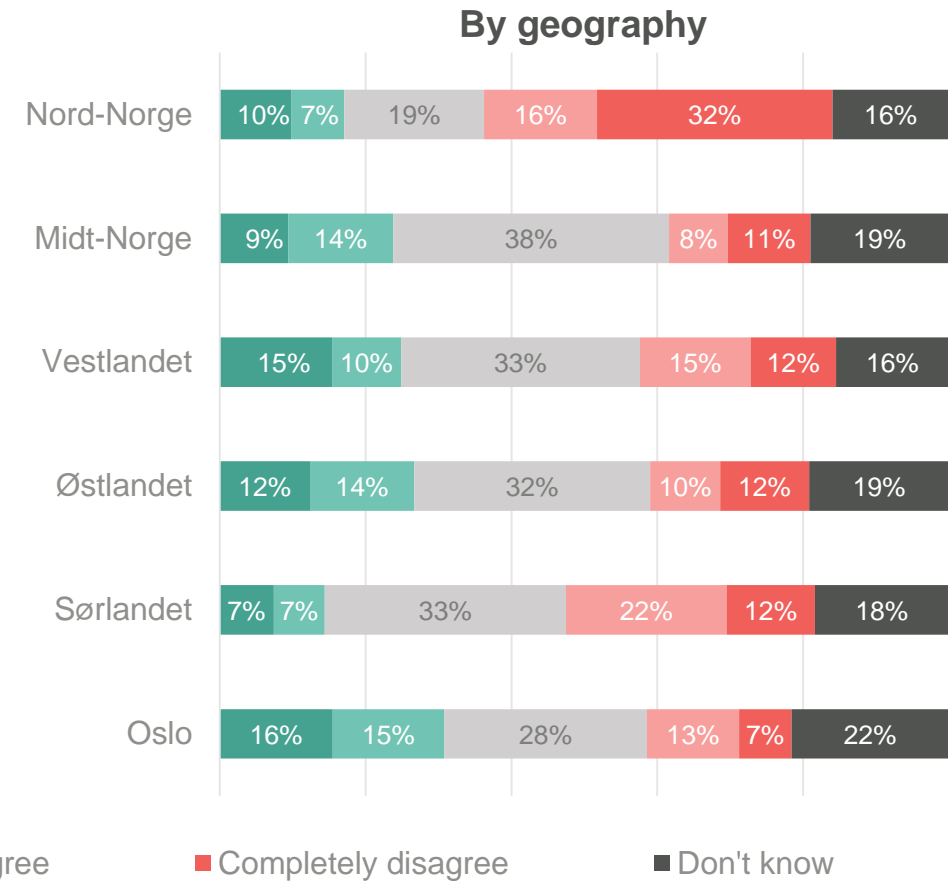
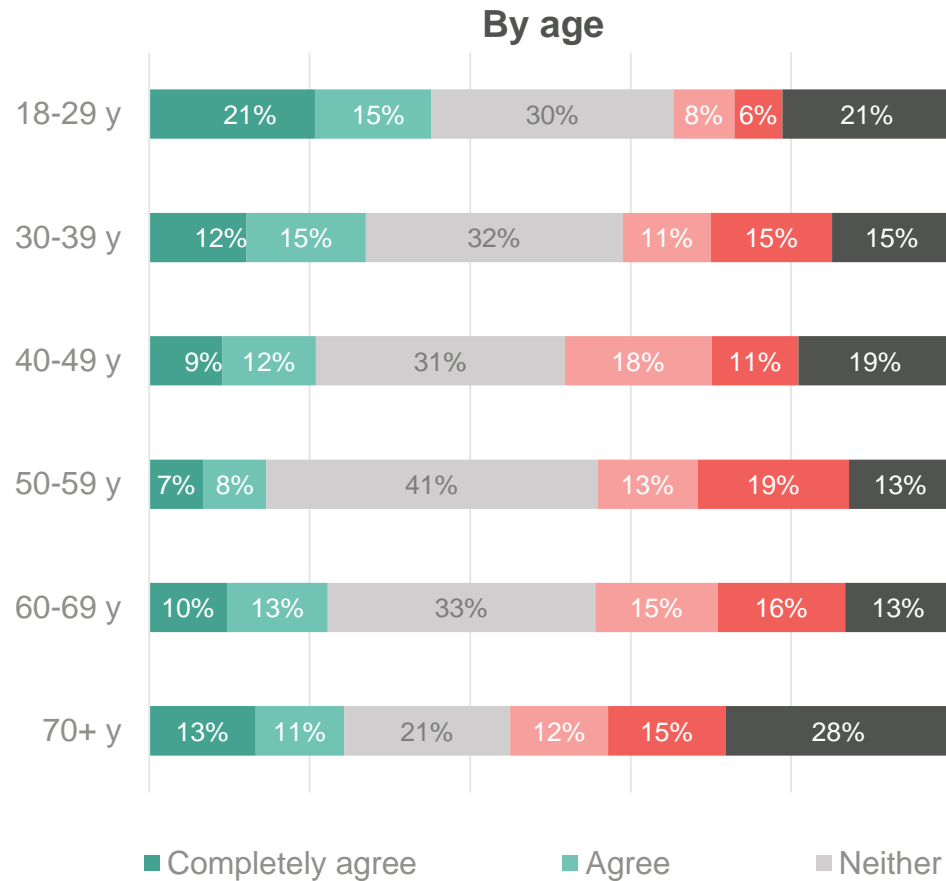
n= 1071

? Please give your opinion on the following statements:



# “It is time to end whaling in Norway” by age and geography

Significantly more people under the age of 29 years completely agree with the statement than those 30+ years. Significantly more people in Northern Norway completely disagree with the statement than in the rest of Norway.



n= 1071 ? Please give your opinion on the following statements:

