ATTITUDES TO WHALING: NORWAY 2019

About the study

CLIENT
Whale and Dolphin Conservation
w/ Vanessa Williams-Grey

OBJECTIVE
Mapping of attitudes to whaling in the Norwegian population

TIMING
Field work conducted July 2019, by Norstat Norway

METHODOLOGY
Quantitative, web and telephone interviews

TARGET GROUP
Norwegian population (18+ years)

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.

### Age

- 18-29 y: 20%
- 30-39 y: 17%
- 40-49 y: 17%
- 50-59 y: 16%
- 60-69 y: 14%
- 70+ y: 15%

### Region

- Nord-Norge: 9%
- Midt-Norge: 14%
- Vestlandet: 20%
- Østlandet: 35%
- Sørlandet: 9%
- Oslo: 13%

1071 interviews
Consumption of whale meat

- Yes, often: 4%
- Yes, rarely: 28%
- Yes, long time ago: 47%
- No: 19%
- Don't know: 2%

Have you ever eaten whale meat?

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Consumption of whale meat by gender

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

- **Male**
  - Yes, often: 5%
  - Yes, rarely: 35%
  - Yes, long time ago: 44%
  - No: 17%
  - Don't know: 3%

- **Female**
  - Yes, often: 3%
  - Yes, rarely: 22%
  - Yes, long time ago: 50%
  - No: 22%
  - Don't know: 3%

Have you ever eaten whale meat?

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- ?

- Yes, often
- Yes, rarely
- Yes, long time ago
- No
- Don't know
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.
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.

<table>
<thead>
<tr>
<th>Region</th>
<th>Yes, often</th>
<th>Yes, rarely</th>
<th>Yes, long time ago</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nord-Norge</td>
<td>52%</td>
<td>13%</td>
<td>29%</td>
<td>7%</td>
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<tr>
<td>Midt-Norge</td>
<td>48%</td>
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<tr>
<td>Oslo</td>
<td>36%</td>
<td>32%</td>
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<td>7%</td>
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</tbody>
</table>

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Have you ever eaten whale meat?
## Future consumption of whale meat

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>1-2 per week</td>
<td>3%</td>
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<tr>
<td>1-2 per month</td>
<td>19%</td>
</tr>
<tr>
<td>1-2 per year</td>
<td>20%</td>
</tr>
<tr>
<td>Probably not so often</td>
<td>19%</td>
</tr>
<tr>
<td>Possibly but not sure</td>
<td>18%</td>
</tr>
<tr>
<td>Definitely not</td>
<td>17%</td>
</tr>
<tr>
<td>Unsure / don't know</td>
<td>5%</td>
</tr>
</tbody>
</table>

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**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.

Male
- 3% 1-2 per week
- 26% 1-2 per month
- 24% 1-2 per year
- 18% Probably not so often
- 15% Possibly but not sure
- 10% Definitely not
- 4% Unsure / don't know

Female
- 3% 1-2 per week
- 13% 1-2 per month
- 16% 1-2 per year
- 19% Probably not so often
- 21% Possibly but not sure
- 24% Definitely not
- 6% Unsure / don't know

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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.

Do you think you will eat whale meat in future?

- 1-2 per week
- 1-2 per month
- 1-2 per year
- Probably not so often
- Possibly but not sure
- Definitely not
- Unsure / don't know

<table>
<thead>
<tr>
<th>Age Group</th>
<th>1-2 per week</th>
<th>1-2 per month</th>
<th>1-2 per year</th>
<th>Probably not so often</th>
<th>Possibly but not sure</th>
<th>Definitely not</th>
<th>Unsure / don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29 y</td>
<td>1%</td>
<td>7%</td>
<td>19%</td>
<td>22%</td>
<td>21%</td>
<td>25%</td>
<td>6%</td>
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<td>30-39 y</td>
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<td>20%</td>
<td>6%</td>
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<tr>
<td>40-49 y</td>
<td>1%</td>
<td>17%</td>
<td>16%</td>
<td>26%</td>
<td>20%</td>
<td>14%</td>
<td>6%</td>
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<tr>
<td>50-59 y</td>
<td>4%</td>
<td>24%</td>
<td>20%</td>
<td>17%</td>
<td>18%</td>
<td>12%</td>
<td>5%</td>
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<tr>
<td>60-69 y</td>
<td>3%</td>
<td>32%</td>
<td>28%</td>
<td>16%</td>
<td>9%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>70+ y</td>
<td>9%</td>
<td>32%</td>
<td>23%</td>
<td>6%</td>
<td>10%</td>
<td>18%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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Do you think you will eat whale meat in future?
Future consumption of whale meat by geography

Do you think you will eat whale meat in future?

- 1-2 per week
- 1-2 per month
- 1-2 per year
- Probably not so often
- Possibly but not sure
- Definitely not
- Unsure / don't know

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- Nord-Norge
- Midt-Norge
- Vestlandet
- Østlandet
- Sørlandet
- Oslo

<table>
<thead>
<tr>
<th>Geography</th>
<th>1-2 per week</th>
<th>1-2 per month</th>
<th>1-2 per year</th>
<th>Probably not so often</th>
<th>Possibly but not sure</th>
<th>Definitely not</th>
<th>Unsure / don't know</th>
</tr>
</thead>
</table>
Reasons for consuming whale meat

- Other reasons: 51%
- Tradition: 22%
- To support whales/whaling: 21%
- Others will serve it to me: 13%
- My family eat it: 10%
- Prefer whale meat: 9%
- Don't know: 5%
- Good price: 2%

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.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Male</th>
<th>Female</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other reasons</td>
<td>48%</td>
<td>57%</td>
<td>9%</td>
</tr>
<tr>
<td>Tradition</td>
<td>25%</td>
<td>18%</td>
<td>-7%</td>
</tr>
<tr>
<td>To support whales/whaling</td>
<td>25%</td>
<td>12%</td>
<td>-13%</td>
</tr>
<tr>
<td>Others will serve it to me</td>
<td>15%</td>
<td>10%</td>
<td>-5%</td>
</tr>
<tr>
<td>My family eat it</td>
<td>12%</td>
<td>9%</td>
<td>-3%</td>
</tr>
<tr>
<td>Prefer whale meat</td>
<td>10%</td>
<td>7%</td>
<td>-3%</td>
</tr>
<tr>
<td>Don't know</td>
<td>5%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Good price</td>
<td>2%</td>
<td>4%</td>
<td>-2%</td>
</tr>
</tbody>
</table>

*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.
Reasons for not consuming whale meat

- Prefer other types of meat: 37%
- Wrong to kill whales: 23%
- Do not like the taste: 21%
- Don't know: 13%
- Other reasons: 12%
- Too expensive: 11%
- Unfashionable: 7%
- Vegetarian: 4%

What are the reasons you would not like to eat whale meat in the future?
Reasons for **not** consuming whale meat by gender

- **Prefer other types of meat**
  - Male: 36%
  - Female: 40%
- **Wrong to kill whales**
  - Male: 21%
  - Female: 24%
- **Do not like the taste**
  - Male: 21%
  - Female: 21%
- **Don't know**
  - Male: 17%
  - Female: 11%
- **Other reasons**
  - Male: 14%
  - Female: 9%
- **Too expensive**
  - Male: 12%
  - Female: 10%
- **Unfashionable**
  - Male: 8%
  - Female: 5%
- **Vegetarian**
  - Male: 6%
  - Female: 2%

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+.

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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.

Please give your opinion on the following statements:

- Completely agree
- Agree
- Neither
- Disagree
- Completely disagree
- Don’t know

Male

- 10% Completely agree
- 27% Agree
- 24% Neither
- 16% Disagree
- 16% Completely disagree
- 8% Don’t know

Female

- 17% Completely agree
- 25% Agree
- 28% Neither
- 9% Disagree
- 7% Completely disagree
- 15% Don’t know

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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.

### By age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Completely agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Completely disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29 y</td>
<td>23%</td>
<td>21%</td>
<td>23%</td>
<td>11%</td>
<td>7%</td>
<td>16%</td>
</tr>
<tr>
<td>30-39 y</td>
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<td>40-49 y</td>
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### By geography

<table>
<thead>
<tr>
<th>Region</th>
<th>Completely agree</th>
<th>Agree</th>
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<tbody>
<tr>
<td>Nord-Norge</td>
<td>6%</td>
<td>24%</td>
<td>21%</td>
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<tr>
<td>Oslo</td>
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<td>27%</td>
<td>29%</td>
<td>11%</td>
<td>5%</td>
<td>11%</td>
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</table>

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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.

Please give your opinion on the following statements:

- Completely agree
- Agree
- Neither
- Disagree
- Completely disagree
- Don't know

Male: 9% Completely agree, 12% Agree, 30% Neither, 18% Disagree, 18% Completely disagree, 13% Don't know

Female: 15% Completely agree, 13% Agree, 33% Neither, 8% Disagree, 8% Completely disagree, 23% Don't know

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“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.

<table>
<thead>
<tr>
<th>By age</th>
<th>Completely agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Completely disagree</th>
<th>Don't know</th>
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<tr>
<td>18-29 y</td>
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<table>
<thead>
<tr>
<th>By geography</th>
<th>Completely agree</th>
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<td>Nord-Norge</td>
<td>10%</td>
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Please give your opinion on the following statements: