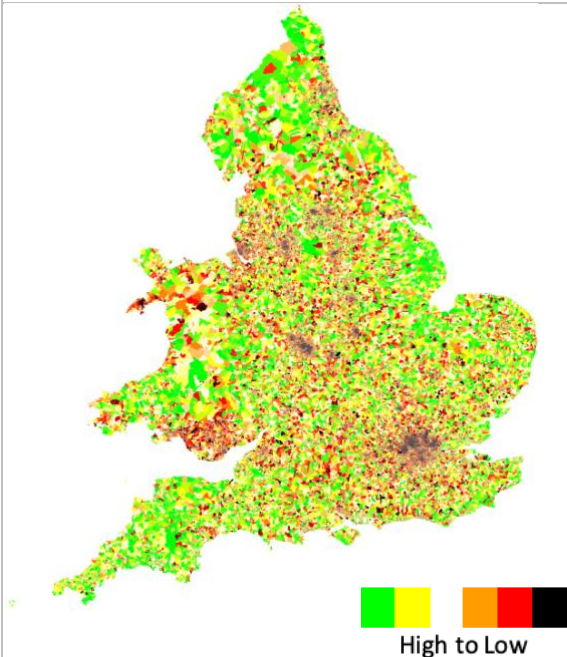
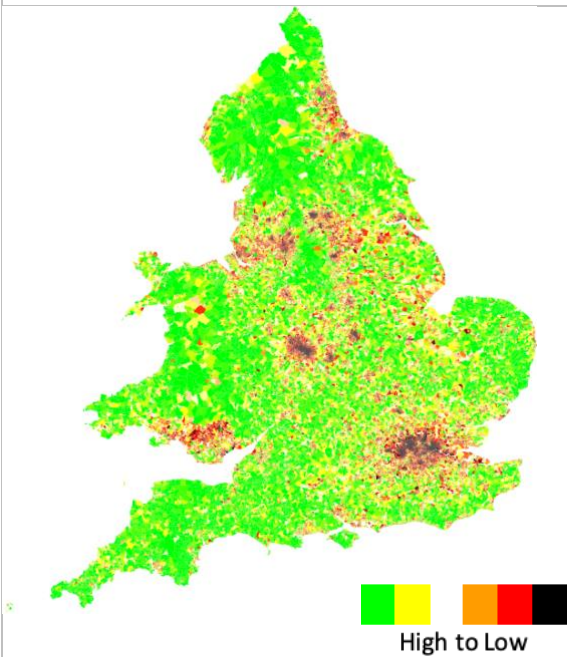
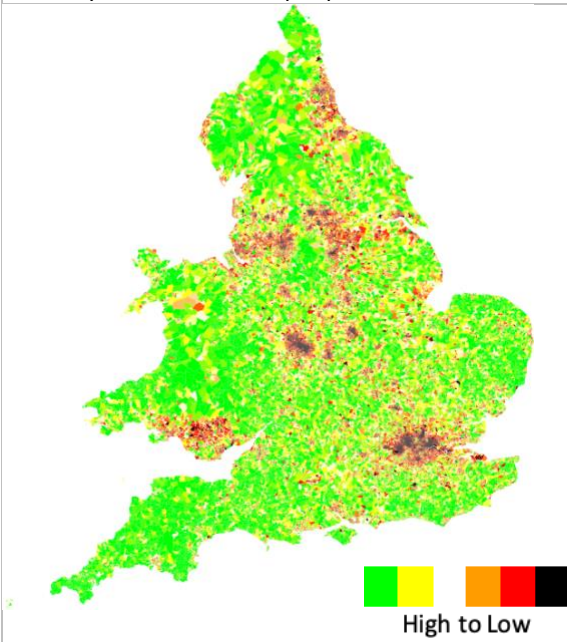
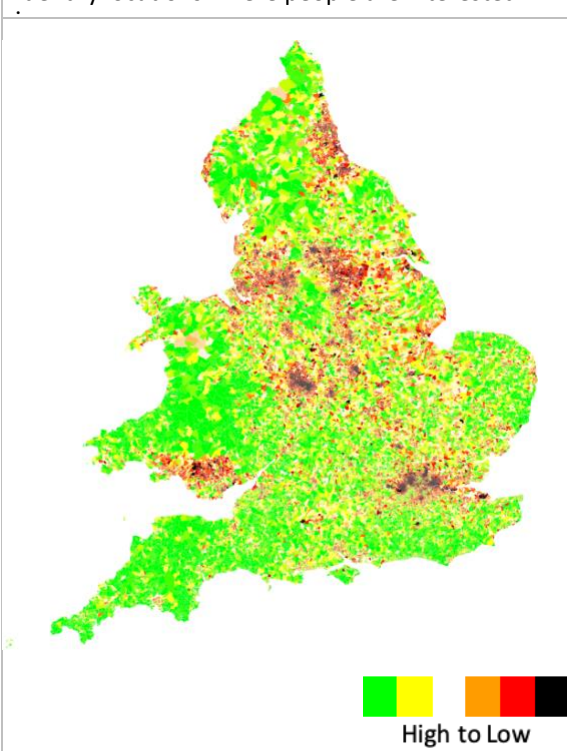


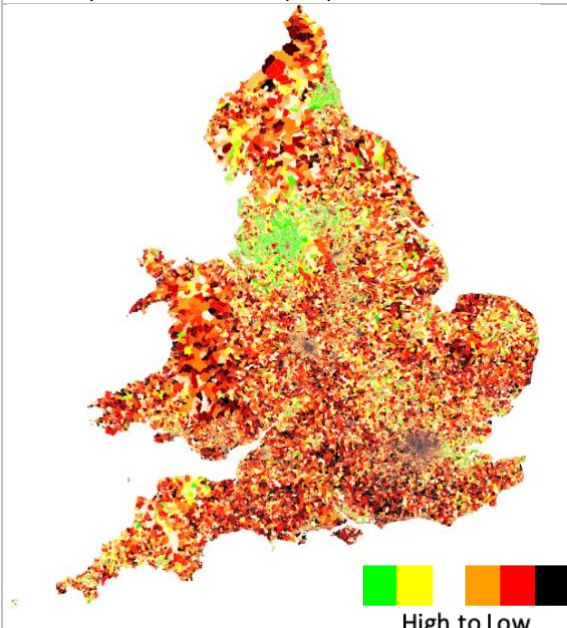
Data Set	<b>GeoSociety: Animal Welfare</b>			
<b>MM Code</b>	80000 series	<b>Methodology</b>	MM SAE	<b>Latest version</b> 15/02/2020
<b>Description</b>	A set of models that show which locations are interested in animal welfare issues, broken down into specific topics.			
<b>Geography</b>	UK (England, Wales, Scotland, Northern Ireland)			
<b>Uses</b>	Marketing, sales, insurance pricing, reporting. Not when subject to race discrimination legislation (refer to MM)			
<b>GDPR status</b>	Not Individual Personalised Data. No Individual Personalised Data used to produce it.			
<b>Source data</b>	UK Government Petitions 2017-2019	<b>Predictor data</b>	Full MM 2011 set	
<b>Key (1)</b>	Output Areas 2011			
<b>Data (5)</b>	Values of interest in each topic (modelled across UK and within each Home Country), percentile of UK interest (1 low to 100 high), and the rank (1 lowest interest to 60 highest) of each topic against the other topics. GeoSociety predictors have also been added to the GeoPredictor datasets.			
<b>Formats</b>	Data can be provided per theme, topic, data value or in total.			
<b>Data values</b>	For interpretation and use of GeoSociety data values refer to Data Sheet 80000: GeoSociety Data.			
<b>OA11 key</b>	For use of Postcode to provide >99.8% match to OA11 key refer to Data Sheet 20001: Postcode to OA11.			
<b>Copyright</b>	This data is © copyright More Metrics Ltd 2020. It may contain data provided by National Records of Scotland (Crown Copyright, OGL), Northern Ireland, Statistics and Research Agency (Crown Copyright, OGL), Office of National Statistics (Crown Copyright, OGL). Any maps presented here may contain data provided by OpenStreetMap (Copyright OSM contributors, CC-By) or Ordnance Survey (Crown Copyright & Database right, OGL) Full licence attributions are on the More Metrics website.			

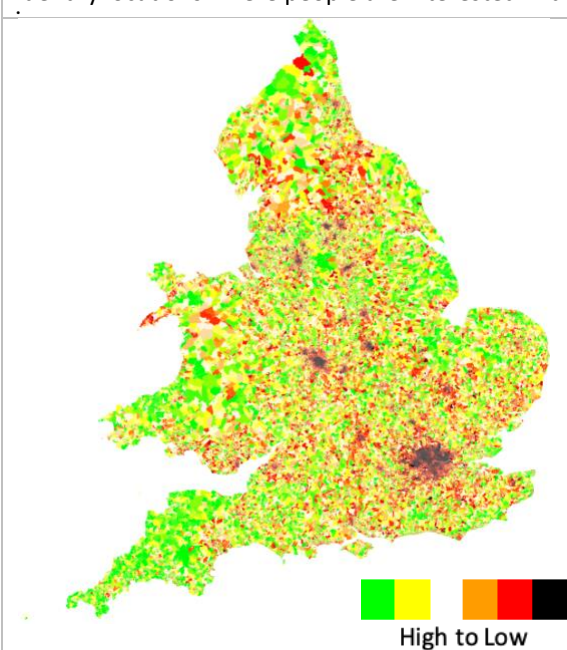
<b>A001</b>	<b>Care about Animal Welfare and Slaughter</b>
<p>Identify locations where people are interested in improving standards in the production and consumption of meat.</p>	
 <p style="text-align: center;">High to Low</p>	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Force all meat packaging to use images of slaughterhouses to deglamourise meat</li> <li>• End the animal cruelty laws exemptions for halal and shechita slaughter houses</li> <li>• End the animal cruelty laws exemptions given to UK halal and shechita abattoirs</li> <li>• Ban non-stun slaughter. Animal welfare must take priority over faith tradition.</li> <li>• End the animal cruelty laws exemptions given to UK halal and shechita abattoirs</li> <li>• For the introduction of non-lethal means of control of the Otter (Lutra- lutra)</li> <li>• Require plant-based options suitable for vegans on public sector menus every day</li> </ul>

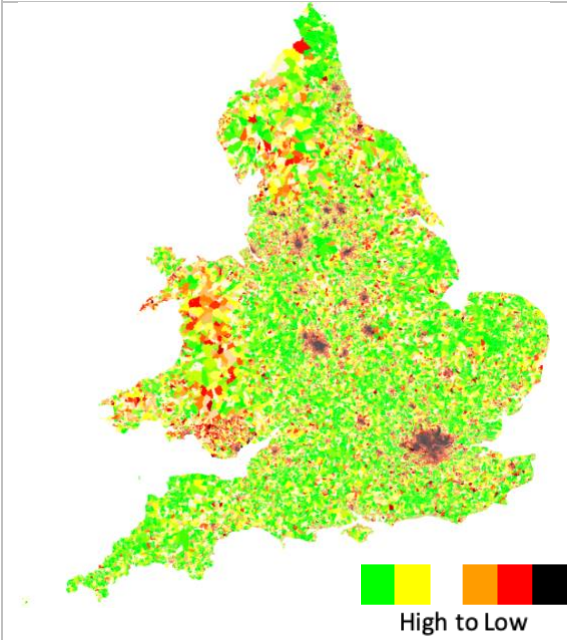
<b>A002</b>	<b>Care for Hunted Animals</b>
<p>Identify locations where people are interested in hunting and shooting issues, either positively or negatively.</p>	
 <p style="text-align: center;">High to Low</p>	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Grant the brown hare protection under S5 of the Wildlife and Countryside Act.</li> <li>• Scrap The Forestry Commission Licence Agreements With Fox &amp; Hare Hunts</li> <li>• License driven grouse shooting</li> <li>• Don't ban Grouse Shooting</li> <li>• Ban Driven Grouse Shooting Wilful blindness is no longer an option</li> <li>• Ban Driven Grouse Shooting</li> <li>• Bring in laws to protect horses being ridden on roads</li> <li>• Strengthen the 2004 Hunting Act</li> <li>• An independent study to find if driven grouse shooting is of economic benefit.</li> <li>• Make foxes a protected species</li> </ul>

<b>A003</b>	<b>Care for Treatment of Farm Animals</b>
Identify locations where people are interested in improving animal farming welfare.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• End the export of live farm animals after Brexit.</li> <li>• End the Cage Age: ban cages for all farmed animals.</li> <li>• Recognise animal sentience &amp; require that animal welfare has full regard in law</li> </ul>

<b>A004</b>	<b>Care for Wildlife</b>
Identify locations where people are interested in improving animal welfare, other than in farms or as pets.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Restrict the trade in and private keeping of dangerous wild animals</li> <li>• UK Government to ban the import of shark fins into the UK.</li> <li>• Ban the sale of animal fur in the UK.</li> <li>• Create a new independent welfare body to protect racehorses from abuse and death</li> <li>• Make 'netting' hedgerows to prevent birds from nesting a criminal offence.</li> <li>• Grant legal protection to Swallow Swift and Martin nest sites not just nests.</li> <li>• Make Hedgehogs a Protected Species</li> <li>• Call on DEFRA to withdraw UK approval of A24 trap sold in NZ to kill hedgehogs.</li> <li>• Halt the badger cull &amp; investigate alternative humane options for bTB control.</li> <li>• "Pass legislation making animals legally ""Sentient Beings"" in UK law."</li> <li>• Make grey squirrel rescue exempt from Invasive Alien Species Order 2019</li> <li>• Ban animal glue traps</li> </ul>

<b>A005</b>	<b>Care for Pets: Cats</b>
Identify locations where people are interested in cats.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• New law that cats injured/killed by a vehicle are checked for a chip: Round 2</li> <li>• Make it law that all cats injured/ killed by a vehicle are checked for a chip.</li> <li>• New law that cats injured/killed by a vehicle are checked for a chip: Round 3</li> </ul>

<b>A006</b>	<b>Care for Pets: Dogs</b>
Identify locations where people are interested in dogs.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Ban the sale of puppies by pet shops &amp; all commercial 3rd party dealers.</li> <li>• The Government should end experiments on dogs.</li> <li>• Require DEFRA to fund research into the cause/s of Alabama Rot (CRGV) in dogs</li> <li>• Introduce mandatory measures to prevent reselling/euthanasia of dogs</li> <li>• Revoke permission given for beagle breeding centre in Hull for animal testing</li> <li>• Reform the Dangerous Dogs Act 1991 and repeal Breed Specific Legislation.</li> <li>• Reject calls to add Staffordshire Bull Terriers to the Dangerous Dogs Act</li> </ul>

<b>A007</b>	<b>Care for Pets: Non-specific</b>
Identify locations where people are interested in pets in general.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"><li>• Reclassify the theft of a pet to a specific crime in its own right.</li><li>• Make it a criminal offence to leave animals especially dogs or cats in a hot car</li><li>• Pet Theft Reform: Amend animal welfare law to make pet theft a specific offence.</li><li>• Review the Animal Welfare Regulations 2018 and DEFRA Guidance notes</li><li>• Make vet best practice measures mandatory &amp; honour dual microchip registration.</li></ul>