



Community attitudes
to rodeos in Queensland

Introduction

Animal Liberation Qld (ALQ) opposes rodeos for the psychological stress and pain they cause to participating animals, along with the risk of injury and death. There is general acceptance amongst animal protection groups in Queensland (and around Australia) that 'rope and tie' (calf roping) is the worst commonly conducted rodeo event, given that the participating young animals display many behaviours indicating distress. Scientific research supports these observations. In early 2019, ALQ commissioned research on attitudes to the use of animals at rodeos using a representative online sample of the Queensland population. The methodology and results are provided below.

Methodology

Data from two representative samples of 1,000 Queensland respondents were collected between 25 February 2019 and 1 March 2019. Respondents were asked about the extent to which they agreed or disagreed with one of two statements about rodeo events (separate representative samples were used for the two statements to ensure one statement did not influence responses to the other). A statement relating to calf roping involved an informed approach, whereby respondents were provided with basic factual information about calf-roping events. For the statement relating to rodeos, more generally, both positive and negative wording were presented simultaneously, with wording on the potential stress caused to animals provided alongside the importance of rodeos to regional and rural communities in Australia.

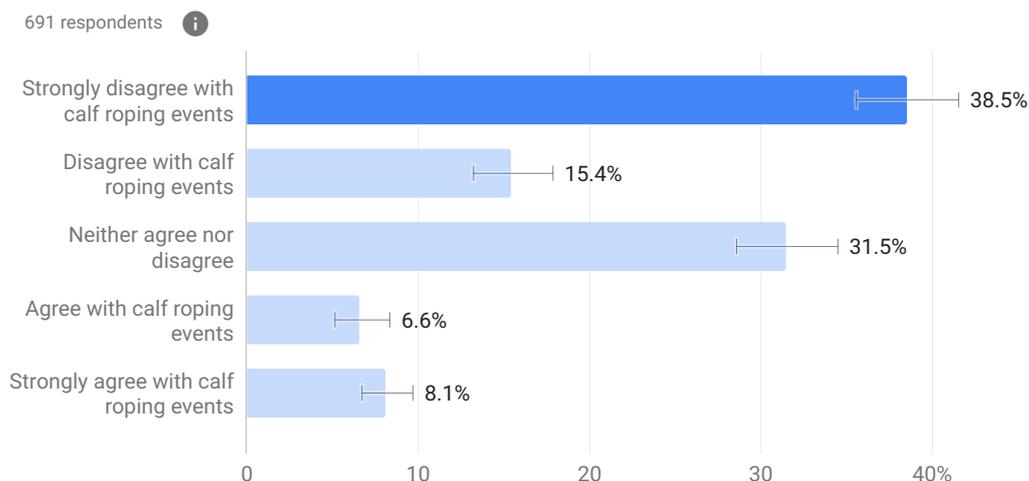
The data for each of the two samples of 1,000 respondents was weighted to be representative of the Queensland population. This resulted in a weighted sample size of 691 and 736 respondents respectively. The data for both samples has a 2-3% (+-) error margin. The online representative data (using demographic targeting by age, gender and geographic region) were collected by Google via their publisher network. Google's survey platform is an effective tool that allows researchers to run preliminary analyses of election and policy polling questions and has been used successfully for U.S. elections (Refer to: <https://analytics.googleblog.com/2016/09/google-consumer-surveys-launches-weekly.html>).

Results

Q. During calf roping at rodeos, young calves are chased, roped, picked up, thrown down and tied up. This no longer occurs in VIC or SA. Do you agree or disagree with this event?

Having been provided with factual information about calf-roping events, including that the practice no longer occurs in two other states, the majority of respondents (53.9%) reported that they disagreed with the event, 14.7% reported they agreed and the remainder were undecided. The largest proportion reported that they strongly disagreed (for breakdown see graph).

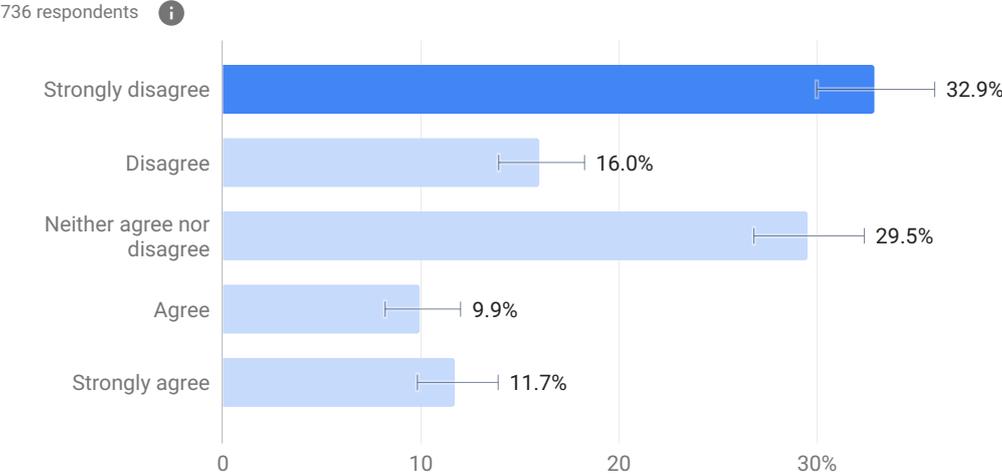
As the elements of the calf roping event are not general knowledge, in the case of this question only we asked respondents about their views after they had been provided with minimal factual information about the event (calf is roped, picked up and tied). Responses to this question, therefore, provide us with data on how Queenslanders may respond once informed, at least at a basic level.



Answers	
Strongly disagree with calf roping events	38.5% +3.0% / -2.9%
Disagree with calf roping events	15.4% +2.5% / -2.2%
Neither agree nor disagree	31.5% +3.0% / -2.9%
Agree with calf roping events	6.6% +1.8% / -1.4%
Strongly agree with calf roping events	8.1% +1.6% / -1.4%
Total Respondent count	100.0% 691

Q. Any stress caused to animals at rodeos is justified given the importance of rodeos to rural and regional communities in Australia. To what extent do you agree or disagree?

Using a separate sample to the above, the largest proportion of respondents (48.9%) disagreed that any stress caused to animals was justified given its importance to Australian regional and rural communities, 21.6% agreed it was justified, with the remainder undecided. The largest proportion strongly disagreed it was justified (for breakdown see graph). Older respondents were more likely than younger to disagree. For example, a clear majority of those 45 years and above disagreed that any stress caused to animals was justified given the importance of rodeos to these communities.



Answers	
Strongly disagree	32.9% +3.0% / -2.9%
Disagree	16.0% +2.3% / -2.0%
Neither agree nor disagree	29.5% +2.9% / -2.7%
Agree	9.9% +2.1% / -1.7%
Strongly agree	11.7% +2.2% / -1.9%
Total Respondent count	100.0% 736



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Animal Liberation Queensland (ALQ) is an independent animal advocacy organisation founded in 1979. ALQ is a not-for-profit organisation in the state of Queensland and a registered charity. More information is available at www.alq.org.au.



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QUEENSLAND**