

19 October 2023

Standing Committee on Plants, Animals, Food and Feed  
Section Animal Health and Welfare

AHW.A.13.EFSA.

# EU CITIZENS' FLASH POLL ON AVIAN INFLUENZA (AI): OVERVIEW OF RESULTS

Joana Sousa Lourenço  
Social Scientist  
Communications Unit

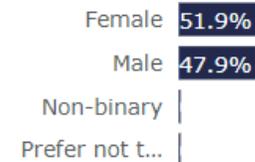


# AI FLASH POLL: SAMPLE OVERVIEW

- **Online survey (19-26 June 2023) in 24 MSs (EU27 minus LU, CY, MT)**
- **8,600 respondents**

Country	Respondents	Share of total respondents
Austria	300	3%
Belgium	400	5%
Bulgaria	300	3%
Croatia	300	3%
Czech Rep	400	5%
Denmark	300	3%
Estonia	300	3%
Finland	300	3%
France	500	6%
Germany	500	6%
Greece	400	5%
Hungary	300	3%
Ireland	300	3%
Italy	500	6%
Latvia	300	3%
Lithuania	300	3%
Netherlands	400	5%
Poland	400	5%
Portugal	300	3%
Romania	400	5%
Slovakia	300	3%
Slovenia	300	3%
Spain	500	6%
<b>Total</b>	<b>8600</b>	<b>100%</b>

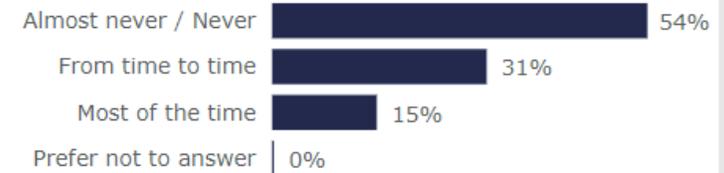
## What is your gender?



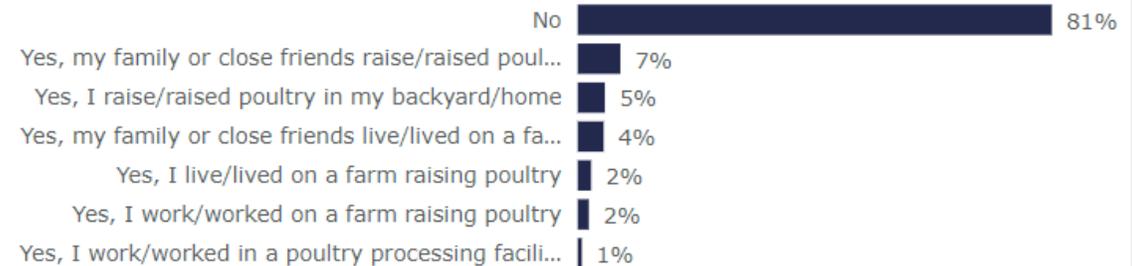
## Age Category



## During the last twelve months, would you say you had difficulties to pay your bills at the end of the month?



## Do you currently have or have you had in the past 6 months connections to raising or production of poultry animals (e.g. chickens, turkey)?



# AI AWARENESS

Answer ● 1. Yes ● 2. No ● 3. Not asked

(Questions 2 and 3 asked to subset of respondents, as they were conditional on answer to previous question. I.e. 2 asked if Q1="Yes"; 3 asked if Q2="Yes".)

Close to 9 in 10 (86%) aware of AI

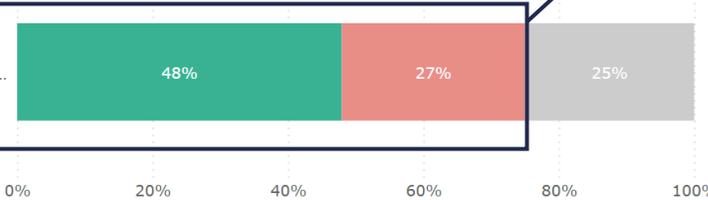
1. Have you heard of Avian Influenza (AI) prior to now?



2. (If Yes to 1), have you heard of wild or domestic birds (e.g. poultry) in Europe being i...



3. (If Yes to 2), have you heard of birds in Europe being infected with AI in recent years...



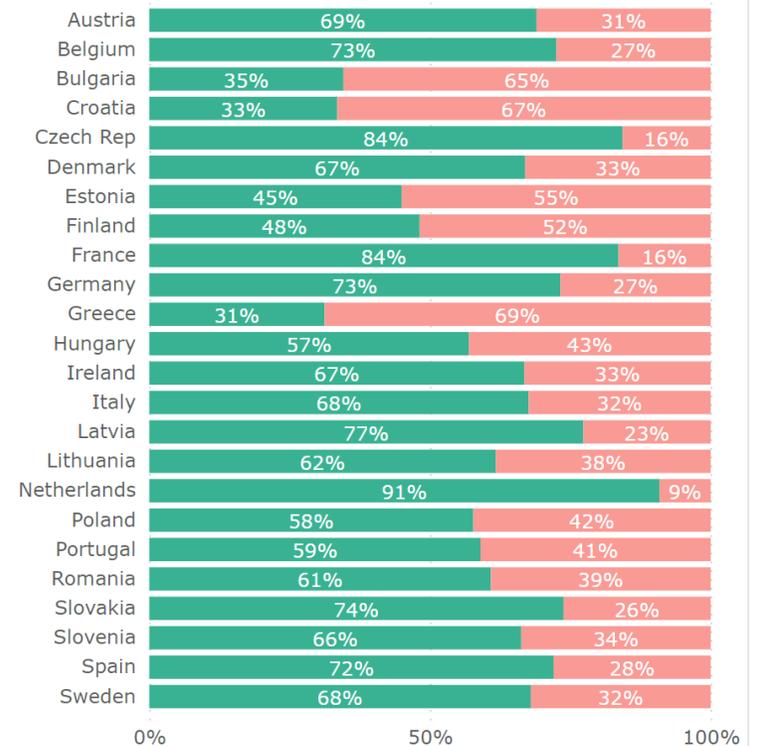
Around half (48%) aware of birds in Europe being infected in 2022-23.

3 in 4 (75%) had heard of AI and of wild or domestic birds (e.g. poultry) in Europe being infected.

Among those asked Q3, close to two-thirds (64%) heard of birds in Europe being infected with AI in recent years (2022-2023), whereas the remaining (36%) had not.

But differences per country: Awareness highest in NL (91%) and CZ, FR (84%) and lowest in BU, HR, EL (31-35%)

Answer ● 1. Yes ● 2. No

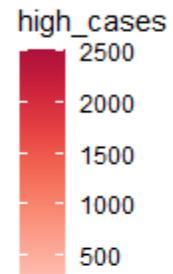
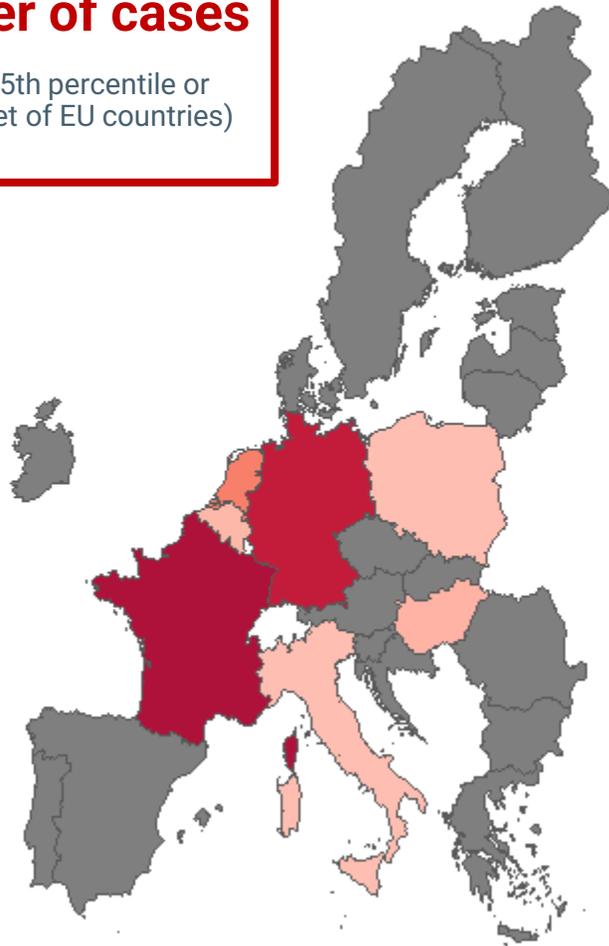


N = 6,451 (respondents who had heard of AI (Yes" to Q1) and of birds in Europe being infected (Yes" to Q2))

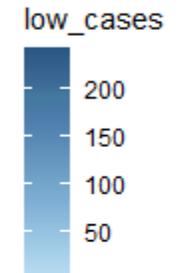
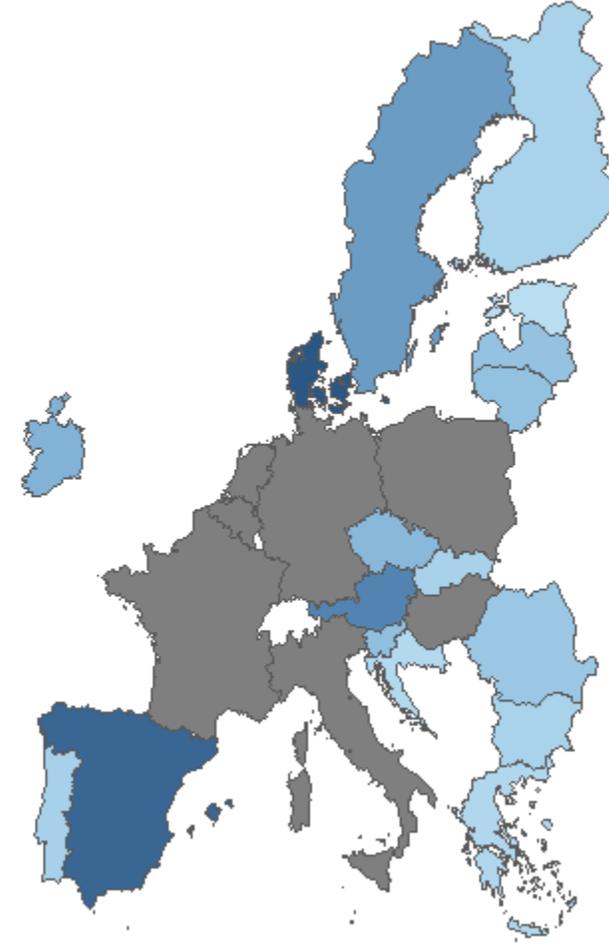
# AI CASES BY COUNTRY

## EU countries with high number of cases

(High number = 75th percentile or above, using dataset of EU countries)



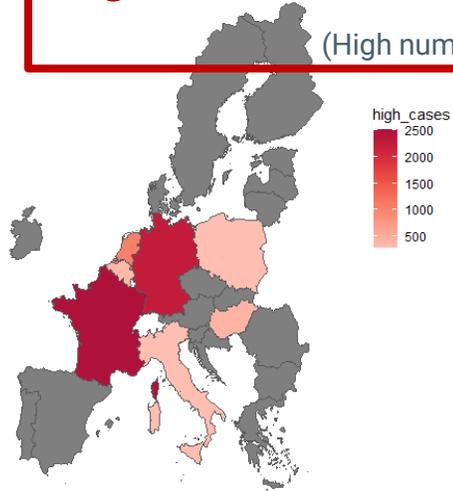
## EU countries with low number of cases



# AI CASES BY COUNTRY TYPE

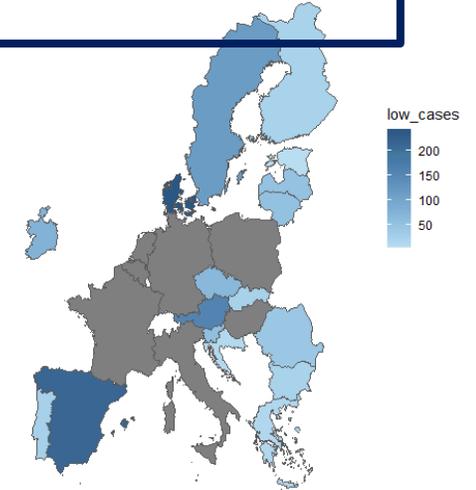
## High-case countries

(High number = 75th percentile or above)



Higher awareness of birds in Europe being infected w/ AI in recent years

## Low-case countries

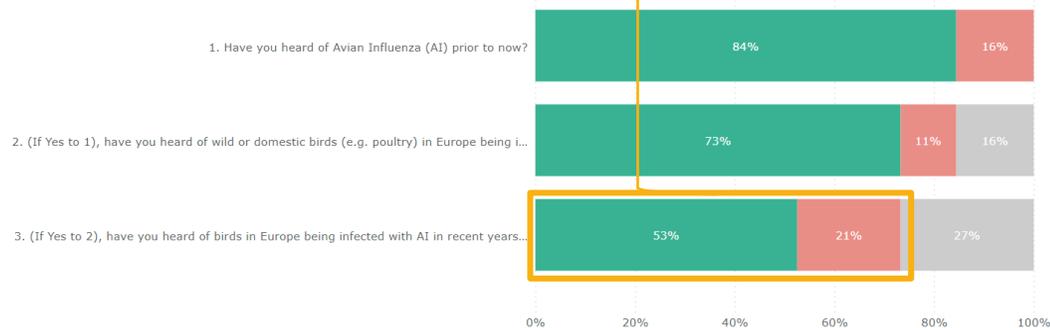


Among respondents who had heard of AI (Q1) and of birds in Europe being infected (Q2):

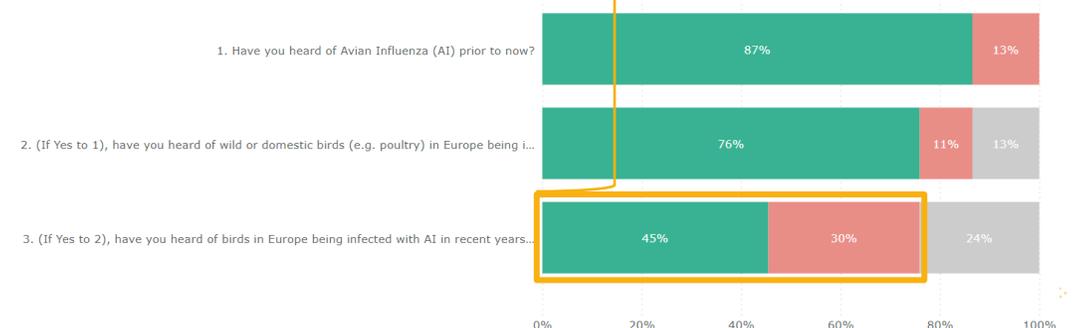
**High-case countries: 7 in 10 (72%) heard about birds in Europe being infected with AI in recent years (28% didn't) (Q3)**

**Low-case countries: 6 in 10 (60%) heard about it (40% didn't) (Q3)**

Answer ● 1. Yes ● 2. No ● 3. Not asked



Answer ● 1. Yes ● 2. No ● 3. Not asked

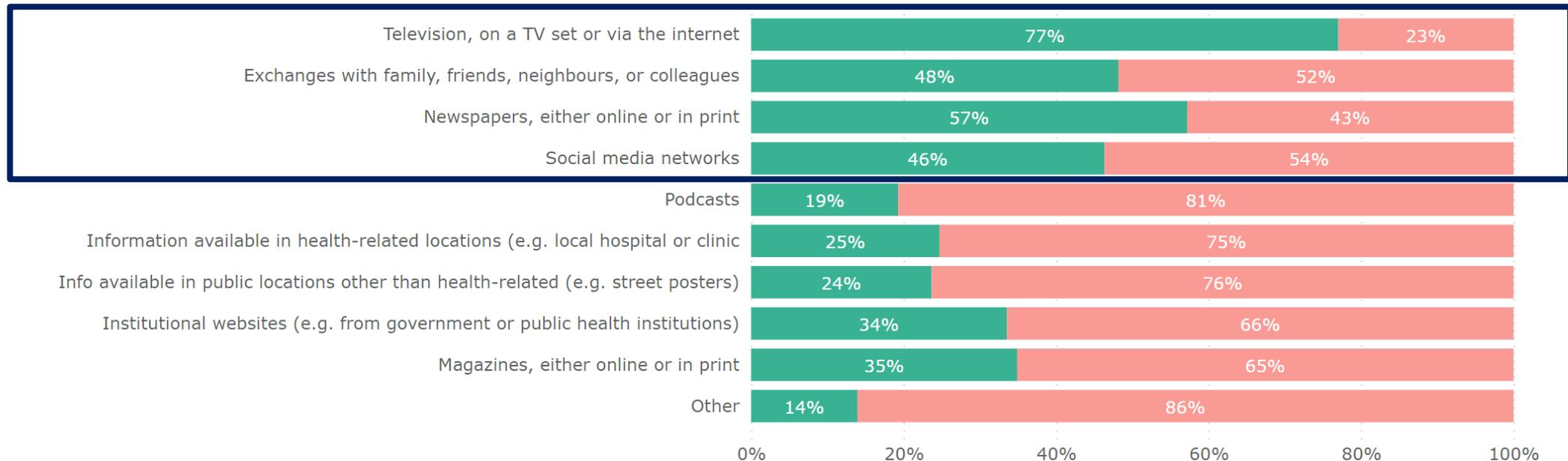


# INFORMATION SOURCES

Among respondents aware of **birds in Europe being infected w/ AI** in recent years (48%), **around 3 in 4 (77%)** heard about it on **TV** in the past 3 months.

Answer ● Yes ● No

Q: Have you seen or heard anything about avian influenza in Europe from any of the sources listed below in the past 3 months?

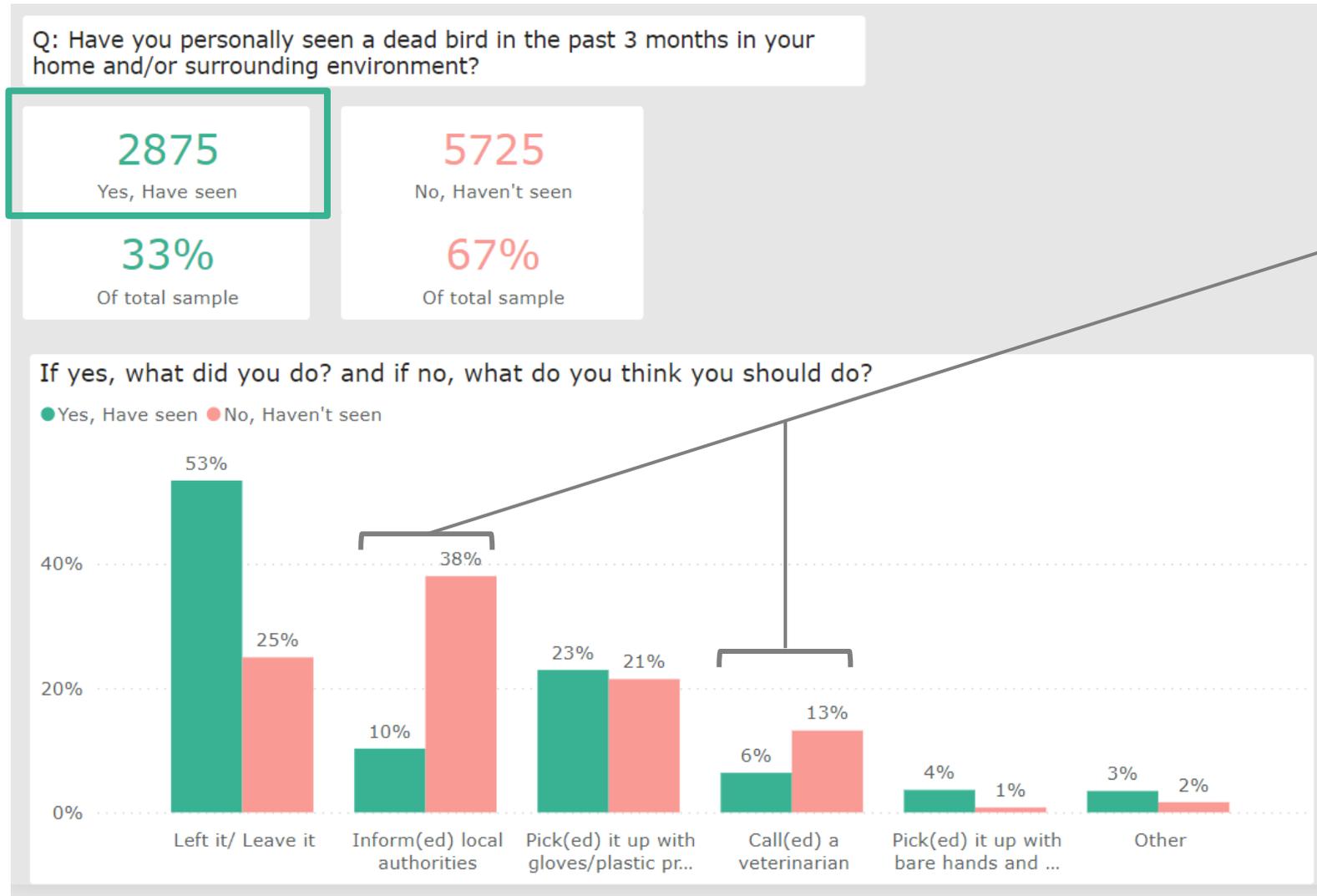


# ENCOUNTER & HANDLING OF DEAD BIRDS

**3 in 10 in EU countries with high number of AI cases have seen a dead bird**

VS.

**2 in 10 in EU countries with low number**



Suggests intention-action gap

High-case countries (BE, FR, DE, HU, IT, NL, PO): 988 respondents out of 3,000

Low-case countries: 1,887 respondents out of 5,600

N = 8,600/All



# PERCEIVED LIKELIHOOD OF INFECTION BY SUBGROUPS

Overall, more than 8 in 10 perceive the likelihood of infection from touching live birds and/or their droppings as moderate or high. This is the highest share of all three items

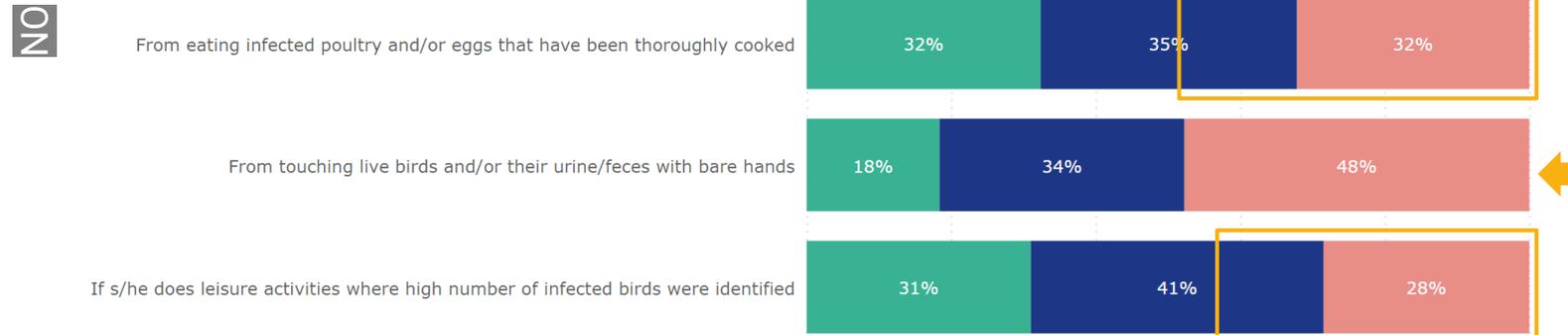
Among those with connection to raising poultry animals\*, higher share perceives a high likelihood of infection from eating infected poultry/eggs not thoroughly cooked (45% vs 32%) from doing leisure activities in areas with high number of cases identified (40% vs 28% for those w/out)

CONNECTION WITH RAISING POULTRY ANIMALS

On a scale of 0 to 10, how likely or unlikely you think it is that a person gets infected with avian influenza ...

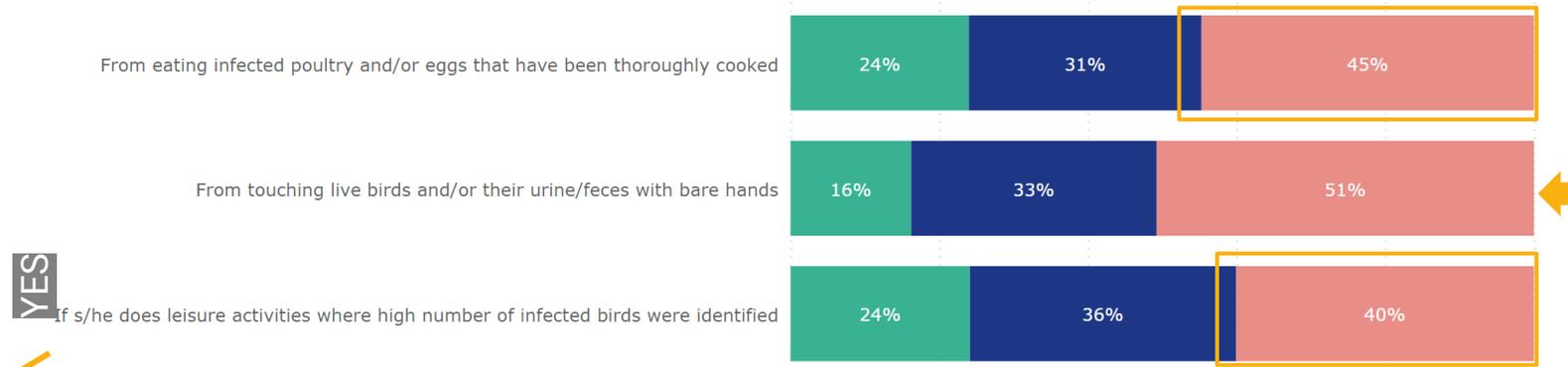
Likelihood ● 1. Low (0-3) ● 2. Moderate (4-6) ● 3. High (7-10)

Q: On a scale of 0 to 10, how likely or unlikely you think it is that a person gets infected with AI (bird flue)...



On a scale of 0 to 10, how likely or unlikely you think it is that a person gets infected with avian influenza ...

Likelihood ● 1. Low (0-3) ● 2. Moderate (4-6) ● 3. High (7-10)



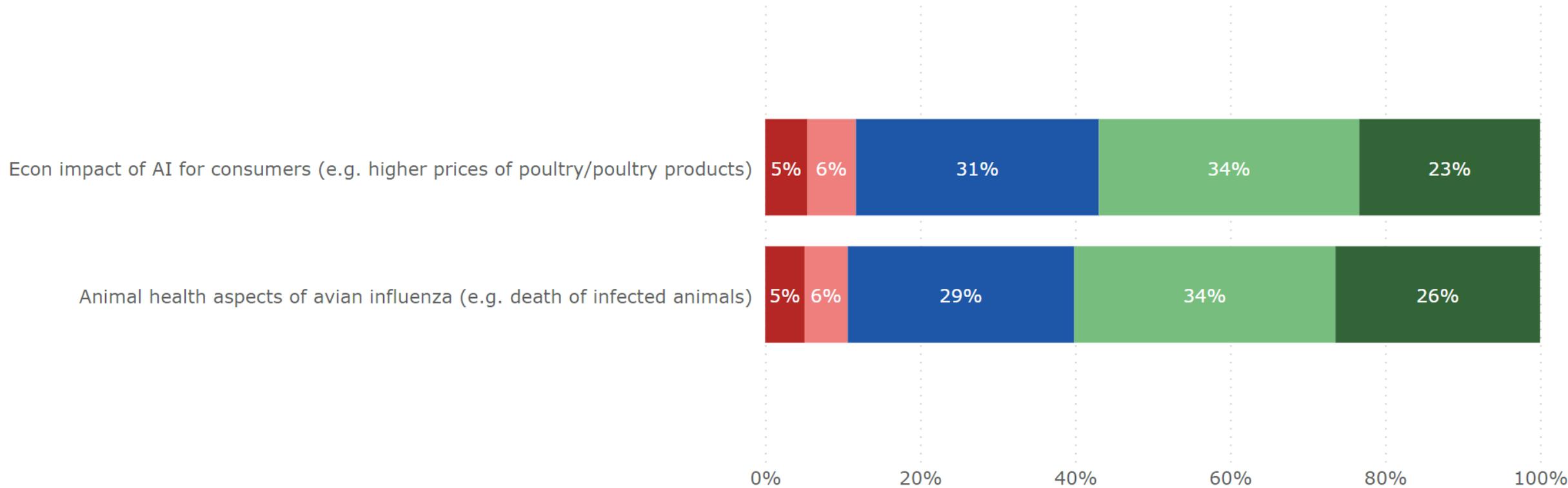
N = 1,442 (Out of the 7,380 who had heard of AI (Yes' to Q1), those with connection to raising poultry animals)\*

\*I.e. Answered "Yes" to one or more of: I live/lived on a farm raising poultry; I work/worked on a farm ...; My family or close friends live/lived on a farm ...; I raise/raised poultry in my backyard/home; My family or close friends raise/raised poultry in their backyard/home; I work/worked in a poultry processing facility, slaughterhouse, or butcher

# AI CONCERN

To what extent are you concerned or not about the following...

**Concern** ● 1. Very low (0-1) ● 2. Low (2-3) ● 3. Moderate (4-6) ● 4. High (7-8) ● 5. Very high (9-10)

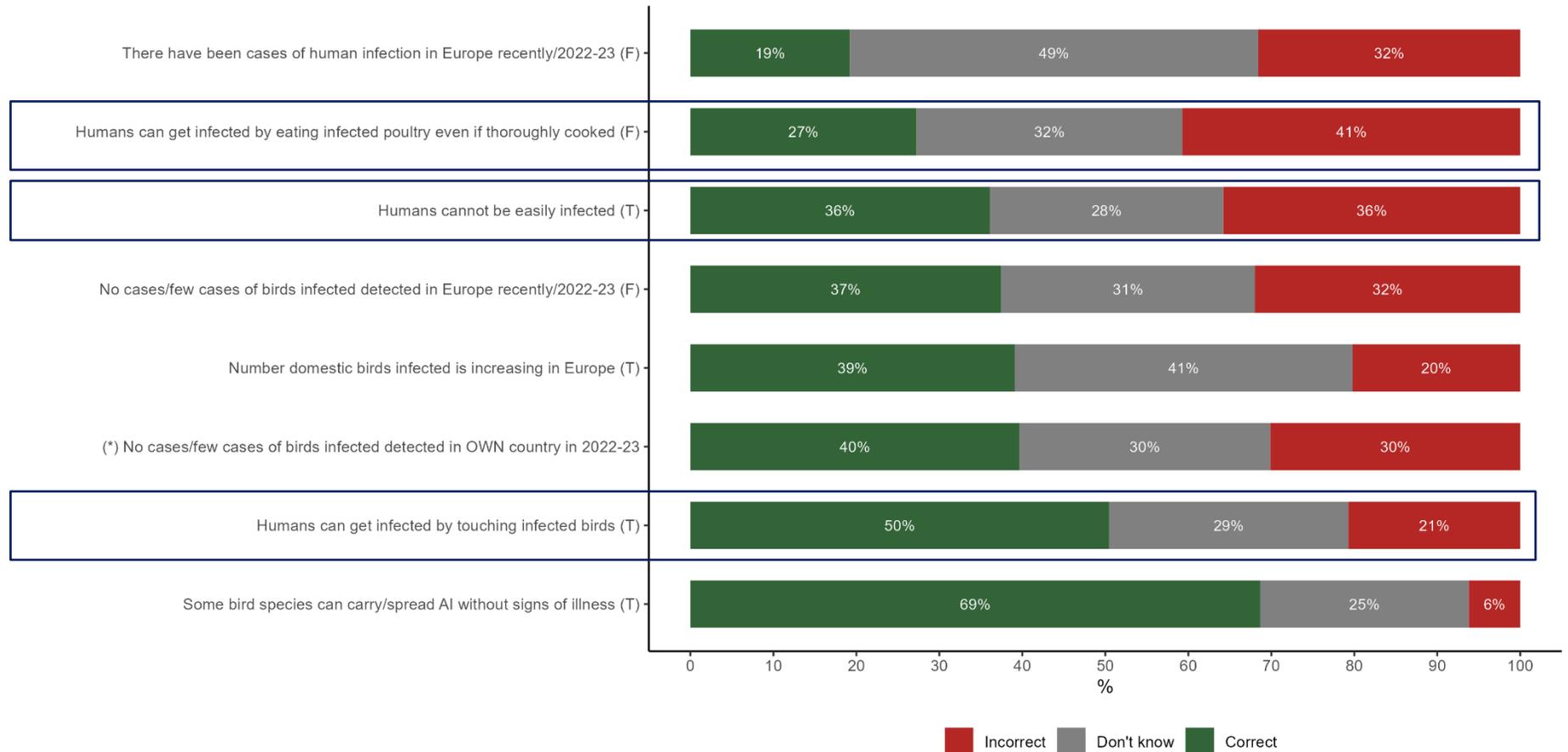


# KNOWLEDGE

Close to **two-thirds either incorrectly** believe that **humans can be easily infected with AI (36%)** or **DK** that this is not the case (28%).

While half (50%) know that **humans can catch AI by touching infected birds, 2 in 10 (21%) incorrectly** believe this is not the case and **3 in 10 DK (29%)**

**4 in 10 (41%)** incorrectly believe humans can **catch AI from eating infected poultry even if thoroughly cooked; 3 in 10 DK (32%)**



N = 8,600/All

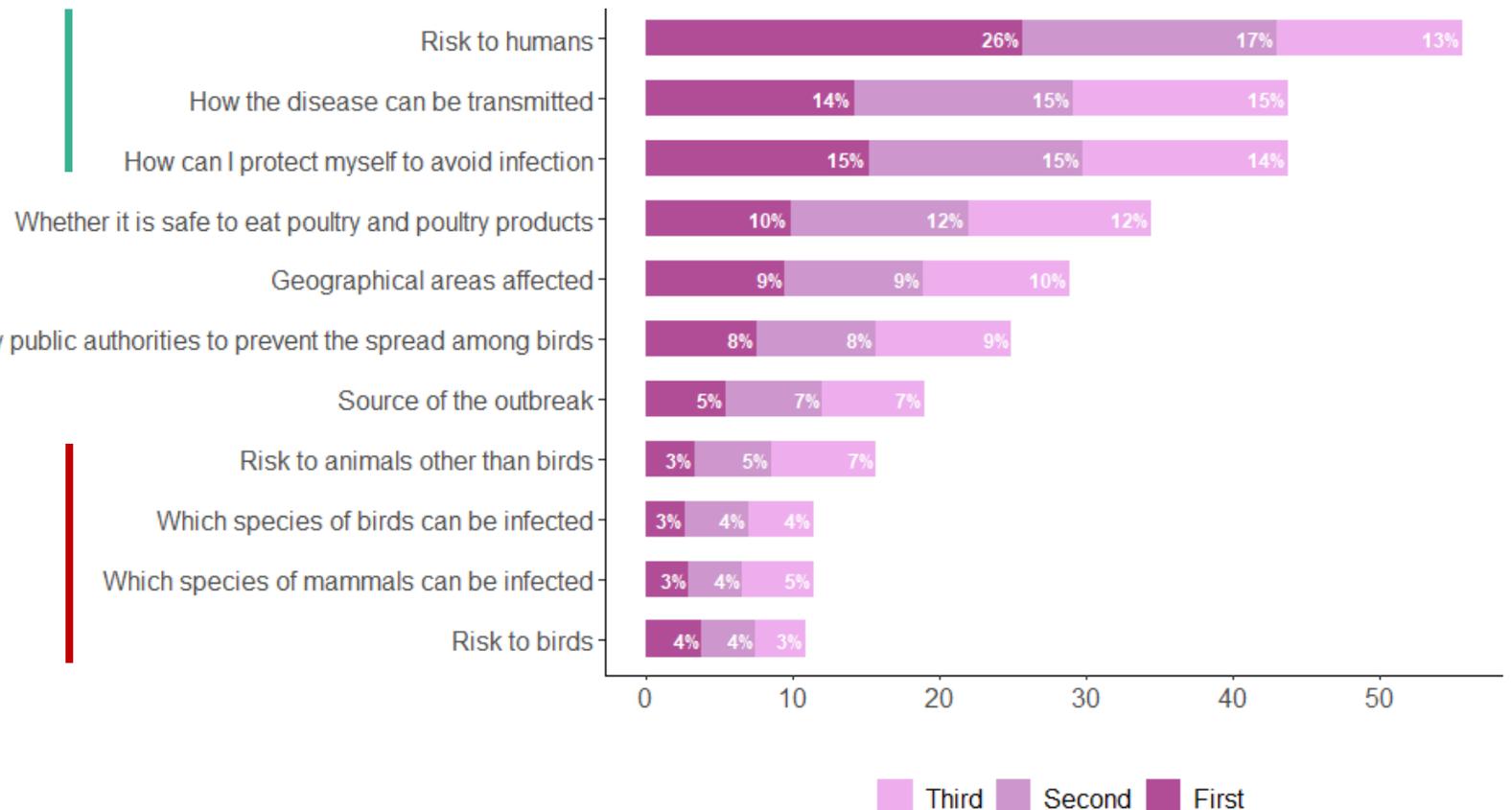
# TOPICS OF INTEREST ON AI

**Risks to humans** is the topic that most respondents would be interested to know about, with close to 6 in 10 selecting as first (26%), second (17%) or third (13%).

**How the disease can be transmitted** and **how to protect oneself** are next in interest, with over 4 in 10 selecting them (44%).

Only 1 in 10 (11-12%) interested to know about **risks to animals (birds or others)** or **which species (birds or mammals) can be infected**. These topics are at bottom.

Q: Suppose that you would encounter an article in a newspaper, printed or online, on the AI (bird flu) outbreak. Which of the following aspects would you like to see covered in the article. Firstly? Secondly? Thirdly?





Thank you!

#OpenEFSA



# STAY CONNECTED

## SUBSCRIBE TO

[efsa.europa.eu/en/news/newsletters](https://efsa.europa.eu/en/news/newsletters)  
[efsa.europa.eu/en/rss](https://efsa.europa.eu/en/rss)  
[Careers.efsa.europa.eu](https://careers.efsa.europa.eu) – job alerts



## LISTEN TO OUR PODCAST

Science on the Menu – Spotify, Apple Podcast and YouTube



## FOLLOW US ON TWITTER

[@efsa\\_eu](https://twitter.com/efsa_eu)                      [@methods\\_efsa](https://twitter.com/methods_efsa)  
[@plants\\_efsa](https://twitter.com/plants_efsa)                [@animals\\_efsa](https://twitter.com/animals_efsa)



## FOLLOW US ON LINKEDIN

[Linkedin.com/company/efsa](https://linkedin.com/company/efsa)



## FOLLOW US ON INSTAGRAM

[@one\\_healthenv\\_eu](https://instagram.com/one_healthenv_eu)



## CONTACT US

[efsa.europe.eu/en/contact/askefsa](https://efsa.europe.eu/en/contact/askefsa)

