

# Letters

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## **The Eternal Gap Between Ideals and Behavior**

The inconsistencies between attitudes and behavior illuminated by the Braithwaite survey (*Int J Stud Anim Prob* 3(1):42, 1982) are not confined to the general public; they are also rife within the animal welfare movement.

Thus, we see that otherwise credible humane societies are in the persistent habit of serving up their own "welfare" meetings the products of that very cruelty which they campaign against. Is it surprising that they fail to influence the public as much as they would wish?

I would submit that the discrepancy between attitude and behavior may not simply be the result of failing to live up to one's own ideals. The alternative explanation for the behavior could be that those displaying it have been less than truthful about their attitudes. Every day human society demonstrates in numerous ways that it does not really care that much about animal suffering.

It is, after all, much easier to fill in a questionnaire than to alter one's habits.

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