

accounted for only 1.6 per cent, reptiles 1.0 per cent, fish 0.1 per cent, invertebrates 0.1 per cent, and amphibians 0.05 per cent. Obviously there is something special about mammals in this context.

(It should perhaps be pointed out that the replies to the questions were written, not spoken, and it was sometimes difficult to identify the animals from the names given, especially in the case of very young children. It was easy enough to decipher loins, hores, bores, penny kings, panders, tapers and leapolds, but almost impossible to be certain of the species referred to as bettle twigs, the skipping worm, the otamus, or the coco-cola beast. Entries supporting these appealing creatures were reluctantly rejected.)

If we now narrow our sights to the 'top ten animal loves' the figures emerge as follows: 1. Chimpanzee (13.5 per cent). 2. Monkey (13 per cent). 3. Horse (9 per cent). 4. Bushbaby (8 per cent). 5. Panda (7.5 per cent). 6. Bear (7 per cent). 7. Elephant (6 per cent). 8. Lion (5 per cent). 9. Dog (4 per cent). 10. Giraffe (3.5 per cent).

It is immediately clear that these preferences do not reflect powerful economic or aesthetic influences. A list of the ten most important economic species would read very differently. Nor are these animal favourites the most elegant and brightly coloured of species. They include instead a high proportion of rather clumsy, heavy-set and dully coloured forms. They are, however, well endowed with anthropomorphic features and it is to these that the children are responding when making their choices. This is not a conscious process. Each of the species listed provides certain key stimuli strongly reminiscent of special properties of our own species, and to these we react automatically without any realisation of what it is exactly that appeals to us. The most significant of these anthropomorphic features in the top ten animals are as follows:

1. They all have hair, rather than feathers or scales. 2. They have rounded outlines (chimpanzee, monkey, bushbaby, panda, bear, elephant). 3. They have flat faces (chimpanzee, monkey, bushbaby, bear, panda, lion). 4. They have facial expressions (chimpanzee, monkey, horse, lion, dog). 5. They can 'manipulate' 198