exact identity of the animals involved this is true. To respond to a panda, it is obviously necessary to learn of its existence. There is no inborn panda response. But this is not the point. The choice of the panda may be culturally determined, but the reasons for choosing it do reflect a deeper, more biological process at work. If the investigation were repeated in another culture, the favourite species might be different, but they would still be selected according to our fundamental symbolic needs. The first and second law of animal appeal would still operate.

Turning now to animal `hates', we can subject the figures to a similar analysis. The top ten most disliked animals are as follows: i. Snake (x7 per cent). x. Spider (g-5 per cent). g. Crocodile (4.5 per cent). 4. Lion (4-5 per cent). 5. Rat (4 per cent). 6. Skunk (g per cent). 7. Gorilla (g per cent). 8. Rhinoceros (g per cent). g. Hippopotamus (x.5 per cent). io. Tiger (x.5 per cent).

These animals share ‚one important feature: they are dangerous. The crocodile, the lion and the tiger are carnivorous killers. The gorilla, the rhinoceros and the hippopotamus can easily kill if provoked. The skunk indulges in a violent form of chemical warfare. The rat is a pest that spreads disease. There are venomous snakes and poisonous spiders.

Most of these creatures are also markedly lacking in the anthropomorphic features that typify the top ten favourites. The lion and the gorilla are exceptions. The lion is the only form to appear in both the top ten lists. The ambivalence of the response to this species is due to this animal's unique combination of attractive anthropomorphic characters and violent predatory behaviour. The gorilla is strongly endowed with anthropomorphic characters, but unfortunately for him his facial structure is such that he appears to be in a constantly aggressive and fearsome mood. This is merely an accidental outcome of his bone structure and bears no relationship to his true (and rather gentle) personality, but combined with his great physical strength it immediately converts him into a perfect symbol of savage brute force.

The most striking feature of the list of top ten hates is the massive response to the snake and the spider.