

2018 Q2 Omnibus

Association of Zoos & Aquariums

Conducted by Prime Group
June 2018

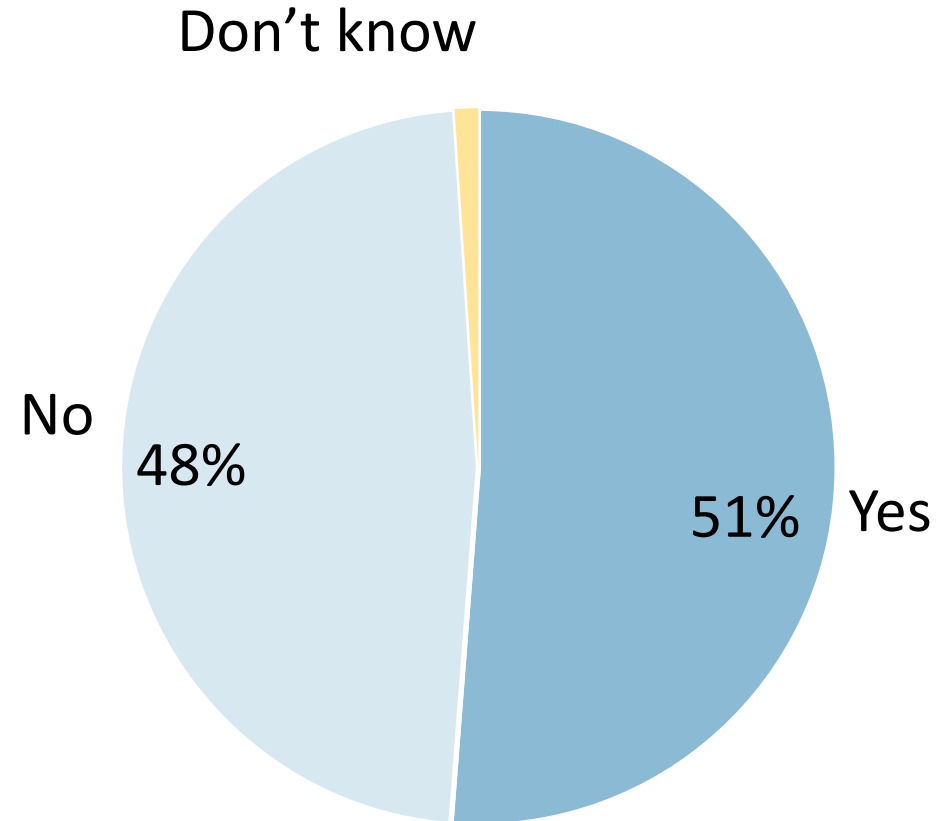
**ASSOCIATION
OF ZOOS &
AQUARIUMS**

Methodology

- Online nationwide survey fielded June 11-14, 2018
- Nationwide census-representative sample
- n=1,228 completes
- 15th in a series of quarterly tracking surveys

Question wording: Have you recently heard or read anything about the illegal buying and selling of [split sample: wildlife (n=613)/animal (n=615)*] body parts of endangered and vulnerable species, such as elephant ivory, rhino horns, or tiger skins?

Awareness of Illegal Wildlife Trade

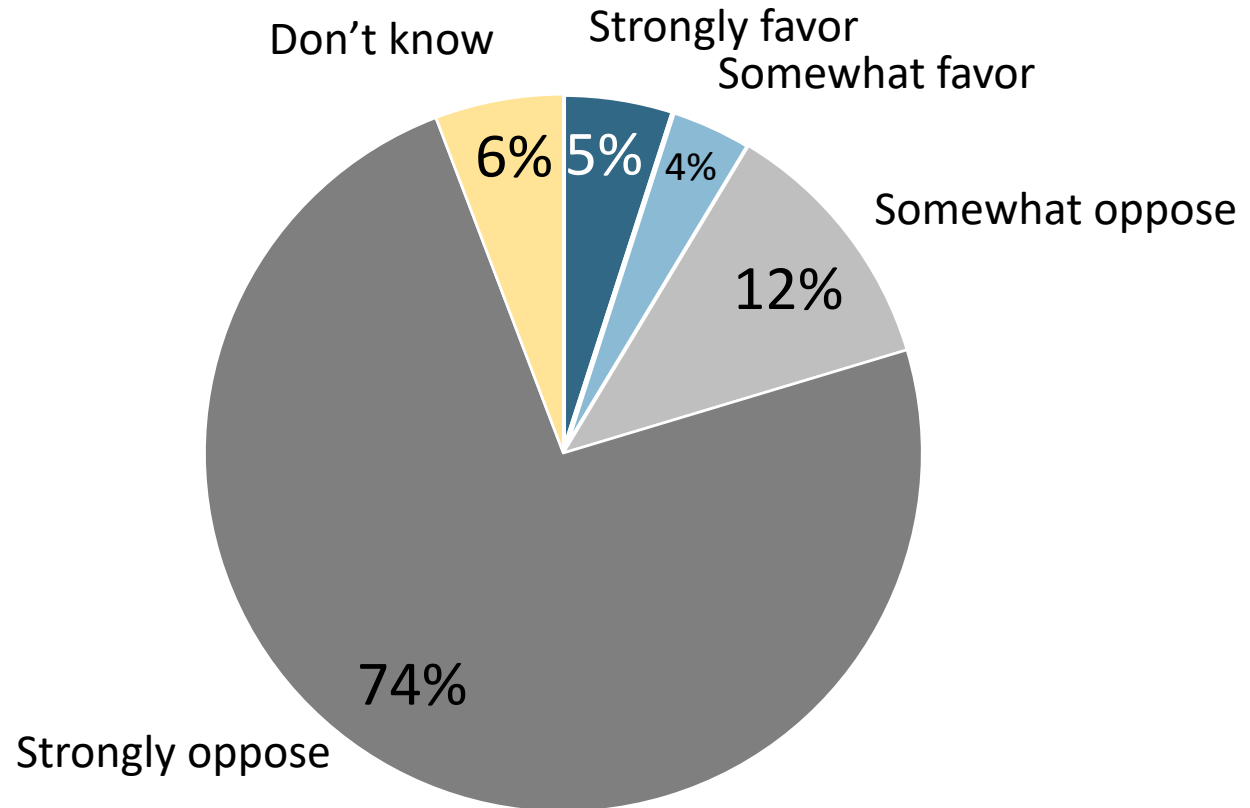


*Virtually no difference in results by "wildlife" and "animal". Combined sample is shown in this and the next two slides.

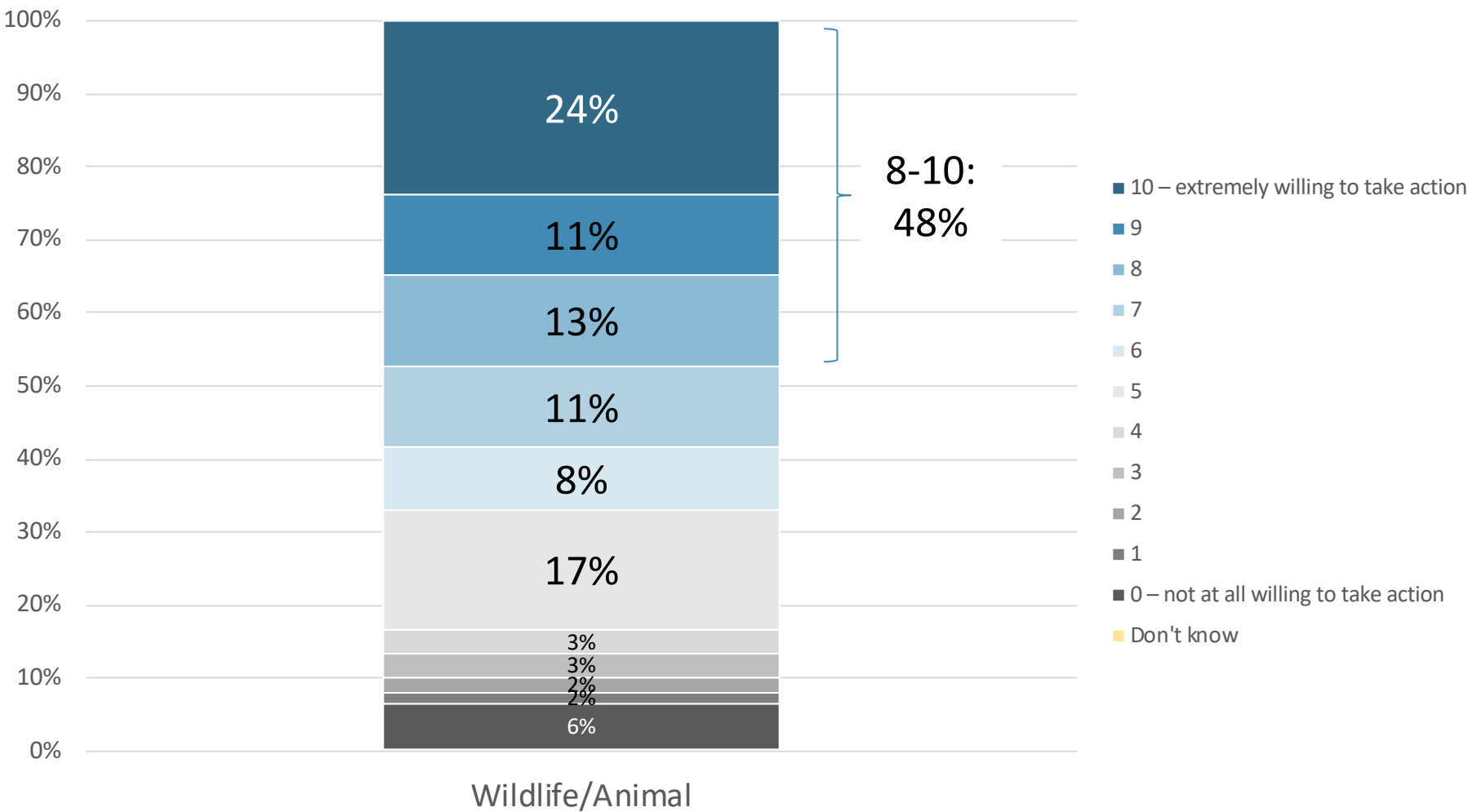
Question wording: Generally speaking, do you favor or oppose the buying and selling of [split sample: wildlife (n=613)/animal (n=615)*] body parts of endangered and vulnerable species, such as elephant ivory, rhino horns, or tiger skins?

Opposition to Wildlife Trade

Not surprisingly, the general public is opposed to endangered species wildlife trade in overwhelming numbers (86% strongly or somewhat oppose).



Question wording: How willing would you be to take action to oppose the illegal buying and selling of [split sample: wildlife (n=613)/animal (n=615)*] products of endangered or vulnerable species, such as promoting it on social media or signing a petition? Please use the scale from 0 to 10 below, where 0 means you would be not at all willing to take action and 10 means you would be extremely willing to take action.



Willingness to Take Action on Illegal Wildlife Trade

About half of the general public say they would be willing to take action (8-10 on the 0 to 10 scale) to oppose illegal wildlife trade.