2018 Q2 Omnibus
Association of Zoos & Aquariums

Conducted by Prime Group
June 2018
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?

- 51% Yes
- 48% No
- 1% Don’t know

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

- **Strongly oppose:** 74%
- **Somewhat oppose:** 12%
- **Somewhat favor:** 4%
- **Strongly favor:** 5%
- **Don’t know:** 6%
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.

**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 extremely willing to take action.

- 8-10: 48%
- 7: 24%
- 6: 11%
- 5: 13%
- 4: 11%
- 3: 8%
- 2: 17%
- 1: 3%
- 0: 3%
- Don’t know: 2%
- 6%