

World Animal Protection South Africa Trophy Hunting Poll

INTRODUCTION

We conducted an engaging online poll with over 10,900 people, globally representative of the adult population by age and gender. South African tourists from the UK (n = 1 103), US (n = 1044), Germany (n = 1043), France (n = 1071), Netherlands (1015), Australia (n = 1020), Brazil (n = 1091), India (1170) and Canada (n = 1247) completed the poll. In addition, South African citizens (n = 1 111) also took part in the poll. The specific research objectives were to: 1) gain an understanding of attitudes in South Africa’s key tourism markets towards trophy hunting; and 2) explore South Africa’s citizens’ attitudes towards trophy hunting versus wildlife-friendly tourism.

FINDINGS

Part 1: Tourist Opinion

Poll statement 1: *“If the South African government decides to make trophy hunting a key part of the country’s economy and conservation policy, it will damage the country’s national reputation as a conservation leader in Africa.”*

Overall, 74% of tourists (n = 9804) agree that making trophy hunting a key pillar of South Africa’s economy and conservation policy will damage the country’s reputation; only 16% disagree with this statement. There is a high level of agreement across all tourist markets, with the UK and Germany most likely to agree (79% and 78% respectively), and the US and India least likely to agree (68% and 70% respectively; Fig. 1).

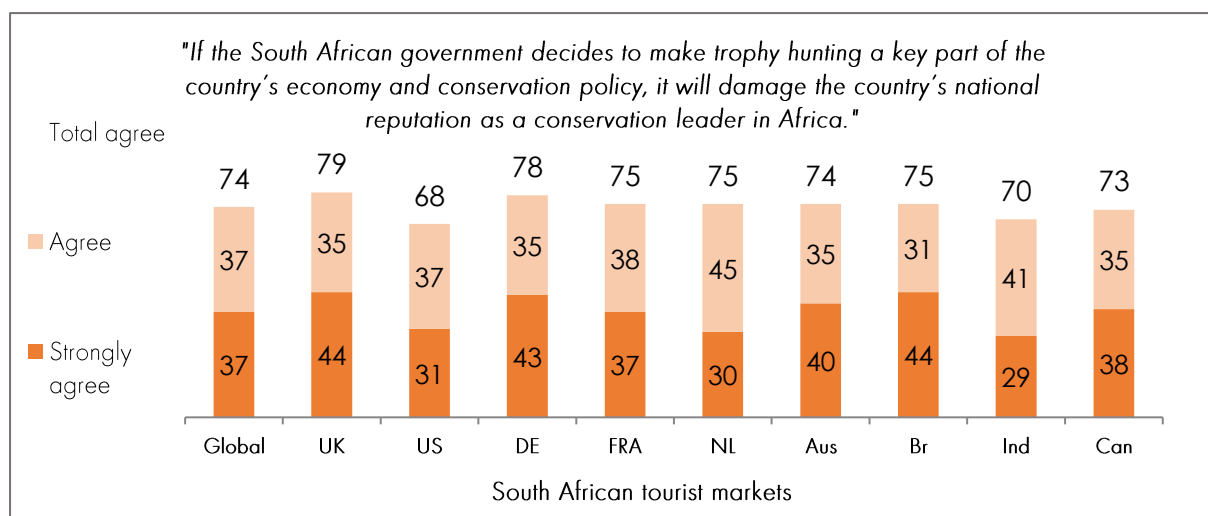


Fig 1. Percentage of South African tourists from ten global markets that agree with poll statement 1.

Poll statement 2: *“As a tourist, I would be put off from visiting a country that has made trophy hunting a key part of its economy and conservation policy.”*

Overall, 72% of tourists would be put off visiting a country that allows for trophy hunting; only 17% would not. Again, there is a high level of agreement across all markets, with tourists from the UK and Germany most likely to agree (both 79%), and tourists from the US, Brazil and India least likely to agree with this statement (65%, 66% and 68% respectively; Fig. 2).

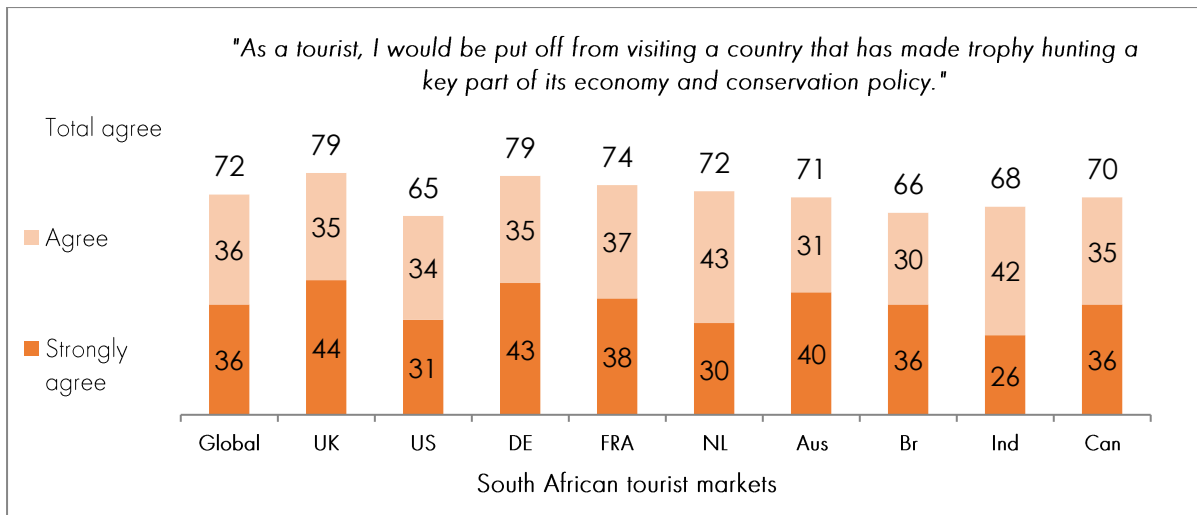


Fig 2. Percentage of South African tourists from ten global markets that agree with poll statement 2.

Poll statement 3: *"As a tourist, I would be put off from visiting a country that encourages trophy hunting as an acceptable and sustainable way of managing its wild animal populations."*

Overall, 71% of tourists are put off visiting a country that encourages trophy hunting as an acceptable way of managing its wild animal populations; only 18% are not. There is a high level of agreement across all markets, with tourists from the UK and Germany more likely to agree (both 77%), and tourists from the US and Brazil less likely to agree with this statement (65% and 68% respectively; Fig. 3).

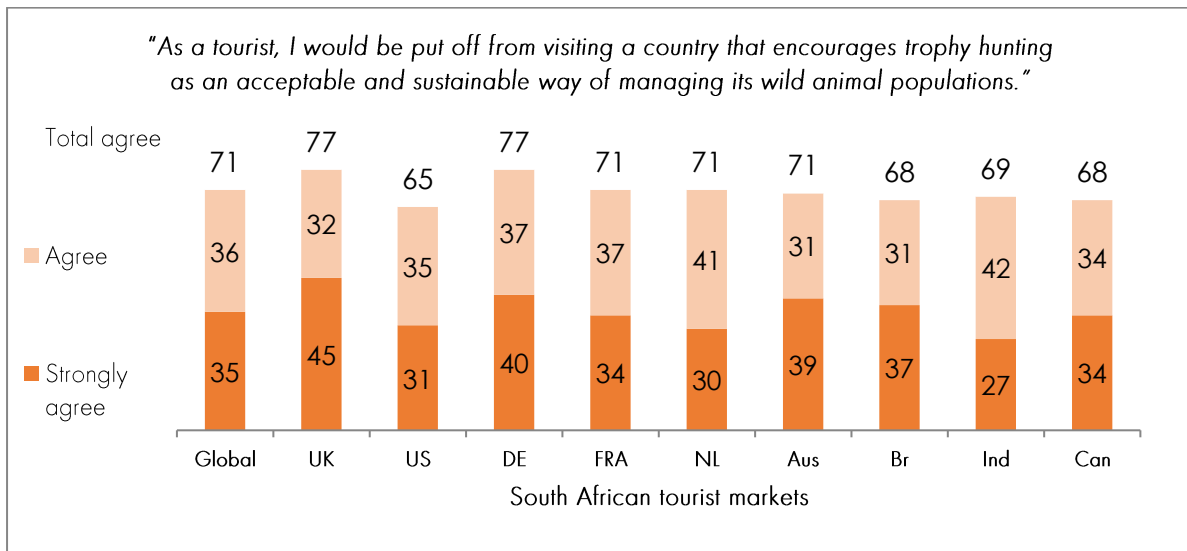


Fig 3. Percentage of South African tourists from ten global markets that agree with poll statement 3.

Poll statement 4: *"The South African government should prioritise wildlife-friendly tourism over trophy hunting as a key part of the country's economy and conservation policy."*

Overall, 84% of tourists agree that the South African government should prioritise wildlife-friendly tourism over trophy hunting; only 8% disagree. There is a universally high level of agreement across markets, with some significant differences between markets. Tourists from France (90%), Brazil (90%) and the UK (88%) were most likely to agree, and tourists from India (81%), Germany (81%) and the US (79%) were slightly less likely to agree with this statement (Fig. 4).

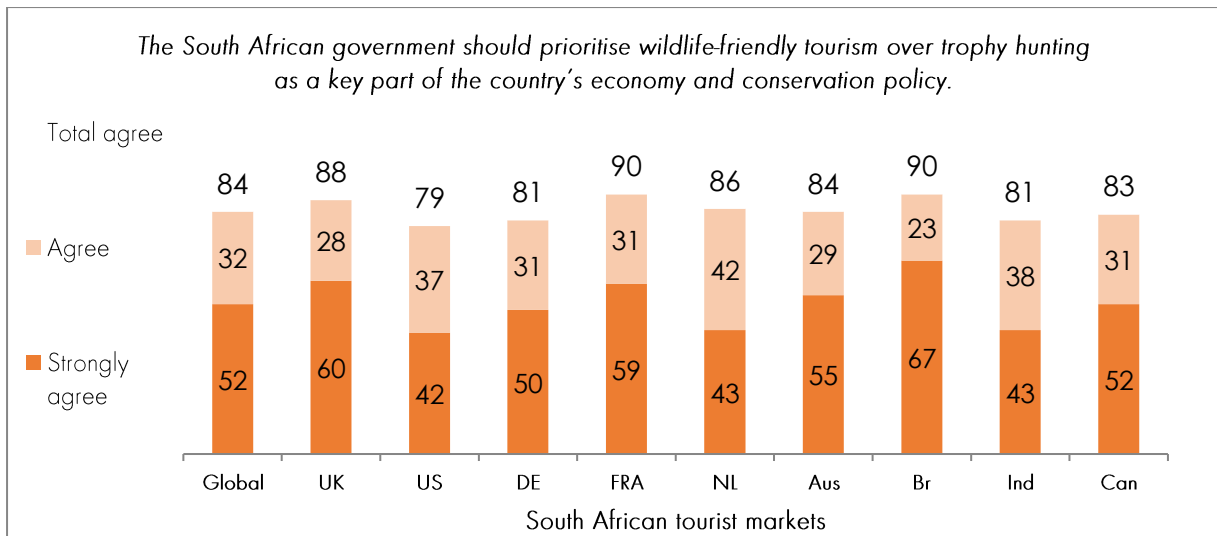


Fig 4. Percentage of South African tourists from ten global markets that agree with poll statement 4.

Part 2: South Africa Citizen Opinion

Poll statement 5: *“It is unacceptable for the South African government to make trophy hunting a key part of its economy and conservation policy if it damages the country's national reputation as a conservation leader in Africa.”*

Overall, 70% of South African citizens find it unacceptable to make trophy hunting a key part of the country's economy and conservation policy; only 22% disagree with this statement.

Poll statement 6: *“It is unacceptable for the South African government to make trophy hunting a key part of its economy and conservation policy if it causes international tourists to choose countries that have prohibited trophy hunting.”*

Two thirds (66%) of South African citizens find trophy hunting unacceptable if it causes tourist to travel elsewhere; only 22% disagree with this statement.

Poll statement 7: *“It is unacceptable and unsustainable for the South African government to make trophy hunting a key part of its efforts to manage its wild animal populations.”*

Just under two thirds of South African citizens (64%) find trophy hunting unacceptable as an effort to manage the country's wild animal populations (26% disagree with this statement).

Poll statement 8: *“It is unacceptable for the South African government to make trophy hunting a key part of its economy and conservation policy before wildlife-friendly tourism alternatives have been fully explored.”*

Three quarters (74%) of South African citizens agree that trophy hunting should not be allowed before exploring wildlife-friendly alternatives.

Poll statement 9: *“The Republic of South Africa would be a more attractive tourist destination country if they banned trophy hunting.”*

Most (70%) South African citizens agree that the country would be a more attractive tourist destination if it banned trophy hunting; only 20% disagree with this statement.

SUMMARY

In summary, amongst key tourism markets of South Africa there is high levels of agreement across all poll statements. Tourists from the UK and Germany are the most opposed to trophy hunting practices and agree strongly with most statements. Overall, 84% of tourists agree that the South African government should prioritise wildlife-friendly tourism over trophy hunting. Amongst South African citizens there are strong levels of agreement across all poll statements, and just under three quarters agree that South Africa would be a more attractive tourist destination country if they banned trophy hunting. When compared to tourists, significantly more South African citizens feel that hunting and killing of wild animals for sport and entertainment is unacceptable.