

# YouGov / IFAW Survey Results



Sample Size: 2166 UK Adults  
Fieldwork: 29th - 30th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South	
<b>Weighted Sample</b>	<b>2166</b>	691	507	182	760	804	1050	1116	227	895	537	507	1235	931	1819	106	184	56	509	349	256	706	
<b>Unweighted Sample</b>	<b>2166</b>	729	497	192	906	835	979	1187	142	850	554	620	1336	830	1799	111	186	70	511	348	184	756	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following items, please select whether you think it is currently legal or illegal to bring them back to the UK from abroad.

### Wildlife skin goods (snake skins, furs etc)

It is illegal to bring this item back to the UK from abroad	<b>52</b>	54	52	53	53	55	47	56	38	50	52	61	51	53	52	60	50	47	52	51	51	52
It is legal to bring this item back to the UK from abroad	<b>20</b>	20	22	20	20	20	23	17	24	23	20	14	22	18	21	11	18	22	20	19	24	21
Don't know	<b>28</b>	25	26	28	27	25	30	27	38	28	27	25	27	30	28	28	32	31	29	29	25	27

### Coral or natural sponges

It is illegal to bring this item back to the UK from abroad	<b>35</b>	40	35	35	37	38	32	38	19	31	35	48	35	35	35	35	35	24	34	33	32	38
It is legal to bring this item back to the UK from abroad	<b>27</b>	26	30	30	27	28	28	27	32	31	27	20	30	24	27	28	29	25	27	27	30	26
Don't know	<b>38</b>	34	35	35	36	34	41	35	49	38	38	33	36	41	38	37	35	50	39	40	37	36

### Bone carvings

It is illegal to bring this item back to the UK from abroad	<b>37</b>	36	39	33	37	37	29	44	26	39	38	37	36	38	37	42	30	30	38	37	38	37
It is legal to bring this item back to the UK from abroad	<b>23</b>	25	23	26	23	26	29	18	31	23	21	23	25	20	23	20	25	22	21	23	23	25
Don't know	<b>40</b>	39	38	41	40	37	42	38	43	38	41	41	39	42	39	39	45	49	41	40	39	38

### Ivory trinkets

It is illegal to bring this item back to the UK from abroad	<b>76</b>	83	76	81	79	81	74	76	53	74	80	83	77	73	75	82	75	73	74	73	73	78
It is legal to bring this item back to the UK from abroad	<b>7</b>	6	8	6	6	6	7	7	10	7	8	6	7	8	7	2	7	4	8	10	7	6
Don't know	<b>17</b>	11	16	13	14	12	18	17	37	19	12	11	16	19	17	16	18	23	18	18	20	16

### Wild animal tooth (shark, big cats etc)

It is illegal to bring this item back to the UK from abroad	<b>36</b>	37	35	32	34	37	30	41	23	34	38	41	35	37	35	41	31	46	34	34	45	33
It is legal to bring this item back to the UK from abroad	<b>27</b>	25	29	29	27	27	30	24	37	31	22	20	29	24	27	24	28	14	26	29	18	30
Don't know	<b>38</b>	37	36	39	38	36	41	35	40	35	40	39	37	39	37	35	41	39	39	37	37	36

### Wild animal claw jewellery (birds of prey, big cats etc)

It is illegal to bring this item back to the UK from abroad	<b>40</b>	44	36	37	37	44	35	44	24	37	43	47	39	40	40	43	36	45	39	38	42	40
It is legal to bring this item back to the UK from abroad	<b>21</b>	20	25	24	23	20	23	19	31	24	18	15	23	19	22	15	23	13	19	24	20	23
Don't know	<b>39</b>	36	39	39	40	36	41	37	45	38	40	38	38	41	39	42	41	42	41	38	38	37

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the following questions, by 'wildlife crime', we refer to practices such as illegal hunting, badger baiting, poisoning of wild birds and illegal trade and trafficking of ivory.

To what extent would you support or oppose the UK Government setting up a formal reporting system to record wildlife crimes?

Strongly support	<b>62</b>	58	70	65	67	63	58	66	49	59	68	68	62	62	63	52	57	58	66	58	59	65
Tend to support	<b>30</b>	35	25	33	28	28	33	26	39	31	27	27	32	27	29	32	36	36	28	33	29	28
<b>TOTAL SUPPORT</b>	<b>92</b>	<b>93</b>	<b>95</b>	<b>98</b>	<b>95</b>	<b>91</b>	<b>91</b>	<b>92</b>	<b>88</b>	<b>90</b>	<b>95</b>	<b>95</b>	<b>94</b>	<b>89</b>	<b>92</b>	<b>84</b>	<b>93</b>	<b>94</b>	<b>94</b>	<b>91</b>	<b>88</b>	<b>93</b>
Tend to oppose	<b>2</b>	3	1	0	1	2	2	2	2	3	1	1	2	2	2	1	5	1	1	1	5	1
Strongly oppose	<b>1</b>	1	0	1	1	1	2	1	1	1	1	1	1	1	1	6	0	0	1	1	2	1
<b>TOTAL OPPOSE</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>7</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>7</b>	<b>2</b>
Don't know	<b>5</b>	4	4	1	3	5	5	6	9	6	4	3	3	7	5	9	2	5	4	8	5	5

For each of the following wildlife crimes in the UK, which penalty, if any, do you think is most appropriate?

## Killing wild animals

A fine	<b>7</b>	8	5	7	8	7	8	6	7	8	6	6	7	7	7	10	8	7	5	7	5	8
A community order	<b>14</b>	10	16	22	15	10	13	14	29	15	9	10	16	11	14	14	16	11	11	15	19	13
A prison sentence	<b>64</b>	68	65	56	64	69	62	67	48	61	71	70	63	66	65	56	61	63	69	61	63	66
Something else	<b>4</b>	5	3	3	4	5	5	3	1	4	4	5	4	5	4	4	3	7	5	5	3	4
N/A – I don't think there should be a penalty for this	<b>3</b>	2	2	2	2	3	4	2	3	3	2	3	2	3	2	6	3	1	2	2	1	3
Don't know	<b>8</b>	6	10	10	9	7	8	9	12	9	7	6	8	8	8	11	9	10	8	10	8	7

## Torturing wild animals

A fine	<b>3</b>	4	1	5	4	3	4	3	2	4	3	4	3	4	3	5	4	1	4	1	3	4
A community order	<b>6</b>	5	5	6	7	4	6	6	6	7	5	3	7	4	6	5	6	5	4	6	10	5
A prison sentence	<b>85</b>	86	88	86	84	88	83	86	83	82	87	88	86	84	85	80	83	86	85	87	82	86
Something else	<b>3</b>	2	2	2	2	2	3	2	1	3	3	3	2	3	3	3	2	2	3	2	1	3
N/A – I don't think there should be a penalty for this	<b>0</b>	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2	0	1	0	1	0	0
Don't know	<b>3</b>	2	4	2	3	2	3	3	8	4	2	1	2	4	3	6	5	4	2	3	4	2

## Illegally trafficking wild animals

A fine	<b>6</b>	6	5	6	6	6	7	6	9	6	5	6	6	7	6	6	8	5	4	6	7	8
A community order	<b>5</b>	4	6	6	6	4	5	6	9	7	4	4	7	4	5	8	8	7	5	7	5	5
A prison sentence	<b>81</b>	85	82	83	82	84	81	81	71	79	86	85	81	81	82	73	77	79	83	81	82	82
Something else	<b>2</b>	2	2	1	1	2	2	2	0	2	2	3	1	3	2	1	2	4	3	2	0	2
N/A – I don't think there should be a penalty for this	<b>1</b>	0	0	0	0	1	1	0	0	1	0	1	1	1	0	4	0	0	1	1	1	0
Don't know	<b>4</b>	3	5	5	4	3	4	5	11	5	2	3	4	5	4	8	6	5	4	4	5	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From what you know, do you think the government is doing everything it reasonably can to investigate and prosecute those engaging in wildlife crime, or should they be doing more?

The government is doing everything it reasonably can	7	12	3	7	5	10	9	4	4	5	7	10	7	6	7	11	4	4	6	5	9	8
The government should be doing more	63	59	66	64	66	60	61	65	60	63	64	63	62	64	63	61	63	70	64	64	53	65
Don't know	30	29	31	29	29	29	30	30	37	31	29	27	31	30	30	28	33	26	30	31	38	28

Have you ever witnessed or watched content involving the following wildlife crimes online?

Animal cruelty

Yes, once	10	10	10	10	8	10	9	10	10	11	7	9	9	10	10	12	9	7	8	8	13	10
Yes, multiple times	14	13	15	5	11	13	15	14	31	14	10	13	14	15	14	21	16	11	14	17	10	14
No, I have not	72	76	70	83	77	74	71	73	54	69	80	76	74	69	72	65	70	76	73	70	73	73
Don't know	4	2	5	3	4	3	5	3	5	5	3	2	3	5	4	1	5	5	5	4	4	4

Animal trafficking (such as trading in protected wildlife, e.g. parrots, tortoises being advertised online)

Yes, once	5	6	3	4	4	5	6	5	7	5	4	6	5	5	5	2	2	6	4	6	8	6
Yes, multiple times	5	6	6	2	4	4	7	4	12	4	4	6	5	6	5	7	9	1	4	4	5	6
No, I have not	85	85	83	91	87	87	82	87	73	86	88	86	86	83	85	87	84	87	86	84	82	85
Don't know	5	3	8	3	4	4	5	4	7	6	4	2	4	6	5	4	5	6	6	6	6	3

You previously indicated that you have at least once watched or witnessed content involving animal cruelty or animal trafficking online. Thinking about the most recent time, to what extent, if at all, were you negatively affected by the content you witnessed or watched?

[Asked only to those who have watched or witnessed this content; n=545]

A great deal	47	41	58	46	52	54	32	61	21	42	68	59	40	55	45	56	52	61	51	41	36	48
A fair amount	35	41	31	40	36	32	41	29	40	40	22	33	41	29	35	38	33	33	28	43	33	36
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>82</b>	<b>82</b>	<b>89</b>	<b>86</b>	<b>88</b>	<b>86</b>	<b>73</b>	<b>90</b>	<b>61</b>	<b>82</b>	<b>90</b>	<b>92</b>	<b>81</b>	<b>84</b>	<b>80</b>	<b>94</b>	<b>85</b>	<b>94</b>	<b>79</b>	<b>84</b>	<b>69</b>	<b>84</b>
Not very much	11	13	5	12	9	9	16	6	17	15	9	1	13	9	12	0	11	6	16	7	20	10
Not at all	5	3	6	0	2	2	9	1	16	2	0	4	5	4	5	4	2	0	5	9	11	1
<b>TOTAL NOT VERY MUCH / AT ALL</b>	<b>16</b>	<b>16</b>	<b>11</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>25</b>	<b>7</b>	<b>33</b>	<b>17</b>	<b>9</b>	<b>5</b>	<b>18</b>	<b>13</b>	<b>17</b>	<b>4</b>	<b>13</b>	<b>6</b>	<b>21</b>	<b>16</b>	<b>31</b>	<b>11</b>
Don't know	2	3	0	2	1	2	1	3	6	1	2	3	2	3	2	2	2	0	0	0	0	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Online Safety Act includes provisions that require online platforms to remove content involving animal abuse or cruelty. To what extent would you support or oppose extending this to include content involving illegal wildlife trafficking?

Strongly support	64	65	67	63	65	69	59	68	48	58	72	73	63	64	64	61	59	65	65	63	55	68
Tend to support	25	25	23	28	26	22	28	21	32	28	20	20	26	22	24	25	29	28	25	23	28	23
<b>TOTAL SUPPORT</b>	<b>89</b>	<b>90</b>	<b>90</b>	<b>91</b>	<b>91</b>	<b>91</b>	<b>87</b>	<b>89</b>	<b>80</b>	<b>86</b>	<b>92</b>	<b>93</b>	<b>89</b>	<b>86</b>	<b>88</b>	<b>86</b>	<b>88</b>	<b>93</b>	<b>90</b>	<b>86</b>	<b>83</b>	<b>91</b>
Tend to oppose	2	1	3	4	2	1	3	1	5	2	1	2	2	2	2	1	6	0	1	1	6	2
Strongly oppose	1	2	0	1	1	2	2	1	1	1	2	1	1	1	1	4	1	0	1	2	2	1
<b>TOTAL OPPOSE</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>2</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>3</b>
Don't know	8	6	7	4	5	7	7	9	13	10	6	4	7	10	8	10	6	7	8	12	9	7

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.