



South Africa National Public Opinion

August 2018

Survey conducted August 17 through August 20, 2018. 1,264 South Africans 18 years and older participated in the survey. Survey weighted to match demographics of the country. Margin of Error is +/- 2.71% with a 95% level of confidence. Totals do not always equal 100% due to rounding.

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Abbreviations

EC	Eastern Cape
FS	Free State
GP	Gauteng
KZN	KwaZulu Natal
LP	Limpopo
MP	Mpumalanga
NC	Northern Cape
NW	North West
WC	Western Cape

1) Background and Methodology

Humane Society International approached Ipsos to conduct a nationally representative poll regarding South African opinions toward lion cub petting and canned lion hunting in the country. Ipsos employed a mobile SMS methodology in order to reach a nationally representative sample as over 90% of South Africans have a phone capable of sending and receiving SMS (smart phone penetration is lower than feature phone penetration). Respondents do not pay to respond to the survey and a small incentive is provided in the form of airtime – thus, no group was excluded due to infrastructural or financial constraints. Data were weighted by province, age, race and gender.

1,264 South Africans over the age of 18 participated in the survey which consisted of 4 questions.

2) Results overview

Q1: Some citizens have said that lion breeding industry & associated activities are harming international reputation of South Africa. Do you agree/disagree with them?

Strongly Agree/Agree	65%
Strongly Disagree/Disagree	21%
Neither & Don't know	15%

Q2. Conservationists say trade in the bones of lions will stimulate market demand leading to increased poaching of lions and big cats. Do you agree/disagree with conservationists?

Strongly Agree/Agree	77%
Strongly Disagree/Disagree	13%
Neither & Don't know	10%

Q3: Trophy hunting is killing an animal to display the head, skin etc. Thus, the animal is not killed for purposes such as eating. Do you support/oppose trophy hunting?

Fully support/ Support to some extent	34%
Fully oppose/oppose to some extent	56%
Neither & Don't know	10%

Q4: Canned lion hunting is where a captive lion who is used to being with humans, is killed in an area from which it cannot escape. Do you support/oppose canned lion hunting?

Fully support/ Support to some extent	31%
Fully oppose/oppose to some extent	60%
Neither & Don't know	9%

3) Detailed Results

Q1– Harming international reputation

Some citizens have said that lion breeding industry & associated activities are harming international reputation of South Africa. Do you agree/disagree with them?

TOTAL BREAKDOWN	Q1
Strongly Agree/Agree	65%
Strongly Disagree/Disagree	21%
Neither & Don't know	15%

GENDER BREAKDOWN Q1	Female %	Male %
Strongly Agree/Agree	67%	63%
Strongly Disagree/Disagree	18%	23%
Neither & Don't know	15%	14%

PROVINCIAL BREAKDOWN Q1	EC %	FS %	GP %	KZN %	LP %	MP %	NW %	NC %	WC %
Strongly Agree/Agree	67%	66%	63%	63%	77%	65%	71%	56%	61%
Strongly Disagree/Disagree	17%	18%	22%	21%	10%	24%	17%	25%	25%
Neither & Don't know	16%	16%	15%	16%	13%	11%	11%	19%	14%

AGE BREAKDOWN Q1	18 – 24 %	25 – 34 %	35 – 49 %	50+ %
Strongly Agree/Agree	67%	68%	60%	65%
Strongly Disagree/Disagree	20%	20%	22%	21%
Neither & Don't know	13%	12%	19%	14%

Q2 – Stimulate market demand, increase poaching

Conservationists say trade in the bones of lions will stimulate market demand leading to increased poaching of lions and big cats. Do you agree/disagree with conservationists?

TOTAL	Q2
Strongly Agree/Agree	77%
Strongly Disagree/Disagree	13%
Neither & Don't know	10%

GENDER BREAKDOWN	Female %	Male %
Strongly Agree/Agree	78%	76%
Strongly Disagree/Disagree	11%	15%
Neither & Don't know	11%	9%

PROVINCIAL BREAKDOWN	EC %	FS %	GP %	KZN %	LP %	MP %	NW %	NC %	WC %
Strongly Agree/Agree	82%	77%	72%	77%	90%	72%	79%	78%	77%
Strongly Disagree/Disagree	8%	14%	17%	11%	4%	19%	11%	13%	15%
Neither & Don't know	10%	9%	11%	11%	6%	10%	10%	9%	8%

AGE BREAKDOWN	18 – 24 %	25 – 34 %	35 – 49 %	50+ %
Strongly Agree/Agree	81%	76%	75%	78%
Strongly Disagree/Disagree	9%	11%	14%	17%
Neither & Don't know	10%	14%	12%	5%

Q3 - Support/oppose trophy hunting

Trophy hunting is killing an animal to display the head, skin etc. Thus, the animal is not killed for purposes such as eating. Do you support/oppose trophy hunting?

TOTAL	Q3
Fully support/ Support to some extent	34%
Fully oppose/oppose to some extent	56%
Neither & Don't know	10%

GENDER BREAKDOWN	Female %	Male %
Fully support/ Support to some extent	34%	35%
Fully oppose/oppose to some extent	56%	55%
Neither & Don't know	10%	10%

PROVINCIAL BREAKDOWN	EC %	FS %	GP %	KZN %	LP %	MP %	NW %	NC %	WC %
Fully support/ Support to some extent	35%	34%	37%	36%	55%	47%	38%	19%	14%
Fully oppose/oppose to some extent	54%	48%	54%	54%	42%	44%	52%	54%	75%
Neither & Don't know	11%	19%	8%	10%	4%	9%	10%	27%	11%

AGE BREAKDOWN	18 – 24 %	25 – 34 %	35 – 49 %	50+ %
Fully support/ Support to some extent	40%	34%	31%	33%
Fully oppose/oppose to some extent	49%	55%	57%	58%
Neither & Don't know	11%	10%	12%	8%

Q4 – Support/oppose canned lion hunting

Canned lion hunting is where a captive lion who is used to being with humans, is killed in an area from which it cannot escape. Do you support/oppose canned lion hunting?

TOTAL	Q4
Fully support/ Support to some extent	31%
Fully oppose/oppose to some extent	60%
Neither & Don't know	9%

GENDER BREAKDOWN	Female %	Male %
Fully support/ Support to some extent	35%	27%
Fully oppose/oppose to some extent	54%	65%
Neither & Don't know	11%	8%

PROVINCIAL BREAKDOWN	EC %	FS %	GP %	KZN %	LP %	MP %	NW %	NC %	WC %
Fully support/ Support to some extent	35%	26%	26%	38%	53%	45%	35%	14%	15%
Fully oppose/oppose to some extent	59%	52%	64%	52%	45%	49%	53%	64%	76%
Neither & Don't know	6%	22%	9%	10%	2%	6%	12%	22%	8%

AGE BREAKDOWN	18 – 24 %	25 – 34 %	35 – 49 %	50+ %
Fully support/ Support to some extent	38%	35%	31%	23%
Fully oppose/oppose to some extent	51%	55%	61%	69%
Neither & Don't know	11%	10%	8%	8%

4) Ipsos Contact details

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