

Wild Animals in Entertainment:  
Global Report

2019



# Method: online survey of at least 1000 respondents in each of 12 countries



Data was collected online, using TNS online omnibus. Fieldwork took place from 21-26 August 2014 and 12-16 January 2017 and 24-28 January 2019



14 countries were included in 2014, with 12 covered in 2017 and 2019 – ‘global’ totals are based solely on the 12 countries included in both years for comparability



Online data collection is less robust than F2F, particularly in Thailand and India, but this trade off was required to meet timings in 2014 and for comparability in 2017/2019



Data was weighted to be representative by age, gender and region within country

| Continent                          | Country      | Interviews 2014 | Interviews 2017 | Interviews 2019 | Age range |
|------------------------------------|--------------|-----------------|-----------------|-----------------|-----------|
| Europe                             | Denmark      | 1050            | 1023            | 1012            | 16-64     |
|                                    | Germany      | 1050            | 1034            | 1051            | 16-64     |
|                                    | Netherlands  | 1015            | 1049            | 1014            | 16-64     |
|                                    | Sweden       | 1030            | 1012            | 1021            | 16-64     |
|                                    | UK           | 1044            | 1056            | 1044            | 16-64     |
| Asia                               | China        | 1020            | 1047            | 1043            | 16-44     |
|                                    | India        | 1050            | 1007            | 1019            | 16-44     |
|                                    | Thailand     | 1008            | 1054            | 1051            | 16-44     |
| North America                      | Canada       | 1001            | 1050            | 1016            | 16-64     |
|                                    | USA          | 1035            | 1004            | 1050            | 16-64     |
| Australia                          | Australia    | 1039            | 1020            | 1009            | 16-64     |
|                                    | New Zealand  | 509             | NA              | NA              | 16-64     |
| South America                      | Brazil       | 1039            | 1022            | 1032            | 16-54     |
| Africa                             | South Africa | 503             | NA              | NA              | 16-44     |
| Total 12 countries (excl. NZ & SA) | Global       | 12,381          | 12,378          | 12,362          |           |

# Key Findings –

- **54%** of US respondents who indicated they had witnessed cruelty to wild animals in captivity while traveling said they **informed somebody about the cruelty**.
- Globally, **51% of respondents did not agree that using wild animals in entertainment helps protect wild animals** and only 25% of respondents believed that training wild animals for entertainment does not involve any suffering for the animals.
- **84% of US respondents agreed that wild animals belong in the wild where they can live naturally.**
- 80% of US respondents agreed that, if they had the chance, they would prefer to see wild animals in the wild.
- 78% of US respondents agreed that people should not make an income from keeping wild animals for entertainment if the animals suffer.
- Globally, **85% of respondents agreed that tour operators should avoid activities that cause suffering for wild animals**, and 64% agreed they would not travel with a tour operator if they knew they promoted the use of wild animals in entertainment.
- **79% of global respondents, and 75% of US respondents, indicated they would be prepared to pay more** to see wild animals in an entirely humane way where the animals do not suffer.
  - For US respondents, 53% would pay up to an extra half of the cost and 16% would pay twice the amount for experiences where wild animals do not suffer.