

HUMANE SOCIETY INTERNATIONAL

Report: Hunting

Ipsos Khayabus W1 2022

Conducted by: Ipsos South Africa



**HUMANE SOCIETY
INTERNATIONAL**

GAME CHANGERS



INDEX PAGE

SLIDE 03

01

BACKGROUND AND OVERVIEW

SLIDE 05

02

METHODOLOGY

SLIDE 10

03

DEMOGRAPHICS

SLIDE 14

04

REPORT SUMMARY

SLIDE 18

05

PERCEPTIONS OF TROPHY HUNTING

SLIDE 34

06

PERCEPTIONS OF CANNED LION HUNTING

SLIDE 37

07

PERCEPTIONS OF EXPORT HUNTING QUOTAS

SLIDE 44

08

CONCLUSIONS

BACKGROUND AND OBJECTIVES

1

BACKGROUND AND CONTEXT

BACKGROUND

Humane Society International ("HSI") is a global animal protection organisation that works to protect all animals, including animals in laboratories, farm animals, companion animals and wildlife. HSI is dedicated to protecting wildlife from cruelty, exploitation, conflict with humans and loss of habitat through, amongst other things, promoting its protection and preservation at an individual, species and population level, and opposing its commodification. In 2018, HSI commissioned Ipsos to conduct a quantitative SMS-based survey exploring the views of canned hunting.

The 2020 survey adopted a face-to-face, nationally representative approach providing a more robust, nationally representative view of South Africans' opinions towards lion engagement activities and opinions about conservation.

In 2022, the same survey approach was adopted using Ipsos' national Khayabus survey, with some question changes being made to the survey.

Research Objectives

This year, the survey aimed to:

- Measure the level of opposition to or support for trophy hunting and canned lion hunting
- Determine opposition to or support for trophy hunting across different animal species, and
- Understand perceptions towards specific export trophy hunting quotas.



METHODOLOGY

2



IPSOS OMNIBUS OFFERING: THE KHAYABUS

What is an omnibus:

A cost effective quantitative methodology that provides you access to a nationally representative sample of adult South Africans.



Nationally representative

Inclusive of metropolitan areas, cities, large towns, small towns, villages and rural areas.



Sampling

Stratified random probability sampling



Respondent profile

South Africans 15 years and older
Data weighted and projected to latest Census/ Mid-Year Estimates

Methodology

Computer assisted personal interviews
Face-to-face, in-home interviews

HOW IT WORKS

Client A Questions



Client B Questions



Client C Questions



Nationally Representative

n=3,599


Questionnaire translation

1. Afrikaans
2. isiZulu
3. isiXhosa
4. Sepedi
5. Sesotho
6. Setswana

Ipsos iField

- Automatic routing
- Automatic data validation
- Random voice recording
- GPS tracking



Questionnaire scripting



Fieldwork

Computer Assisted Personal Interviews In-Home

- 1:4 supervising in-field
- 10% back-checking in-field
- 10% telephonic back-checking

Data weighted and project

- South African population 15 years and older
- Latest Census projection data



Data Processing



Client A Data & Presentation



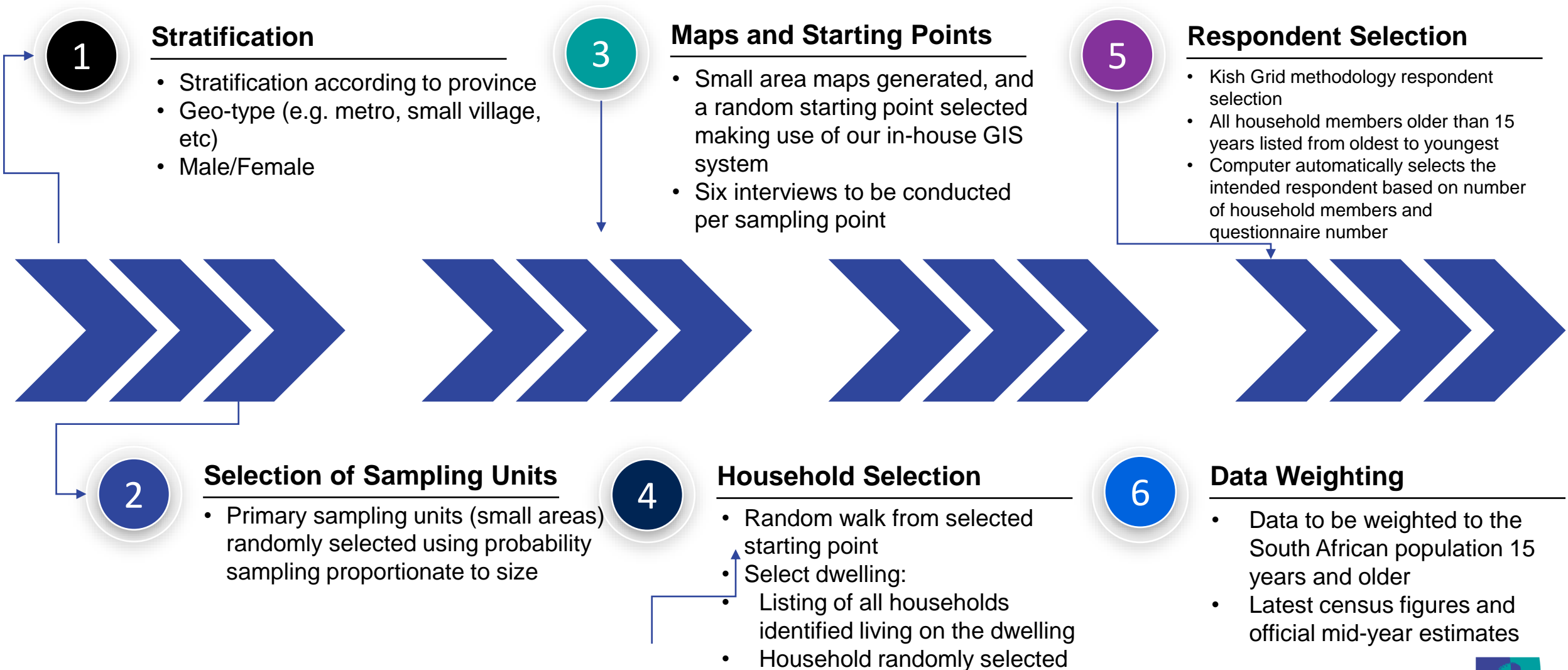
Client B Data & Presentation



Client C Data & Presentation

Fieldwork period: 14th of May – 3rd of July 2022.

KHAYABUS: STRATIFIED RANDOM PROBABILITY SAMPLING



UNDERSTANDING THE SLIDES

OMO

One Mention Only
(answers will add up to 100%)

MMP

Multiple Mention
(answers will add up to over 100%)

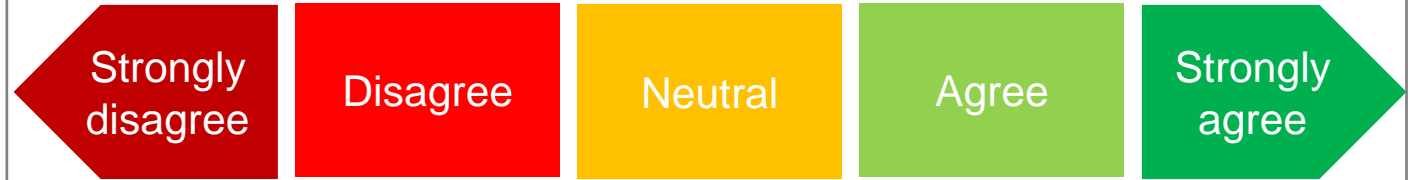
n

Sample size

N

Weighted sample size

Based on different methodologies implemented between 2018 and 2020 differences in results should be interpreted with caution



Bottom 2 Box %

B2B

Top 2 Box %

T2B



Significantly lower than previous wave at a 95% confidence level



Significantly higher than previous wave at a 95% confidence level

Colour coding



2018



2020



2022

DEMOGRAPHICS

3

DEMOGRAPHICS

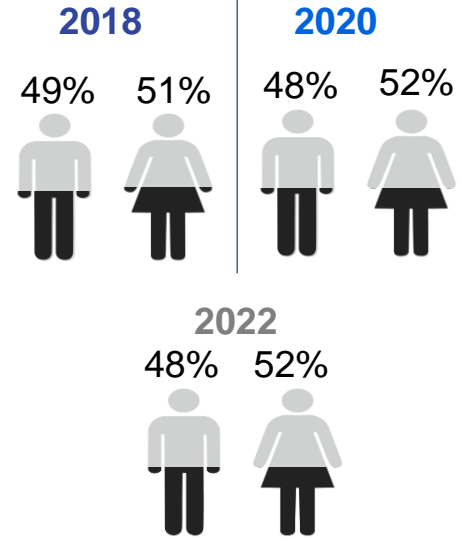
Household Income

	2020	2022
No HH income	6%	1%
Up to R1199	6%	3%
R1200-R2499	8%	5%
R2500-R4999	11%	10%
R5000-R7999	10%	11%
R8000-R11999	10%	12%
R12000+	18%	24%
Refuse/DK	31%	34%

Marital Status

	2020	2022
Single	59%	60%
Married	25%	24%
Living Together	7%	9%
Widowed	6%	4%
Divorced	2%	2%
Separated	1%	1%

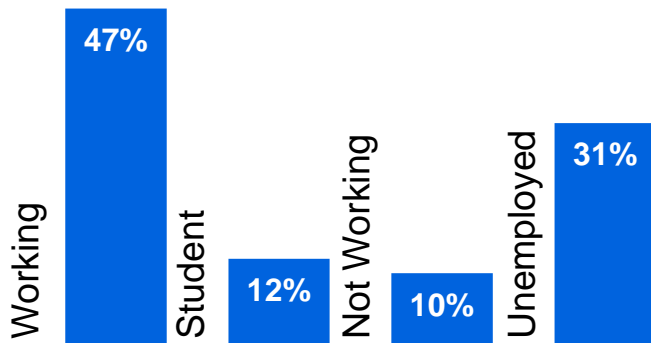
Gender



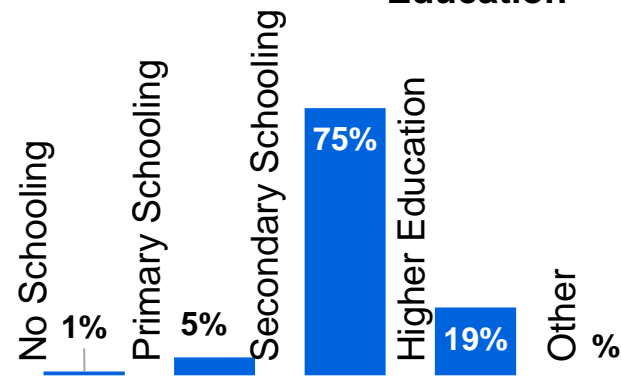
Home Language

	2020	2022
isiZulu	22%	22%
isiXhosa	15%	15%
Afrikaans	15%	15%
English	12%	12%
Sepedi	9%	9%
Setswana	8%	8%
Sesotho	8%	8%
Xitsonga	4%	4%
siSwati	2%	2%
Tshivenda	2%	2%
isiNdebele	2%	2%
Other	1%	1%

Employment Status



Education



Age

	2018	2020	2022
15-17	0%	4%	5%
18-24	19%	19%	19%
25-34	25%	27%	27%
35-49	26%	28%	30%
50+	30%	22%	19%

n=1,264

n=3,599

n=3,599

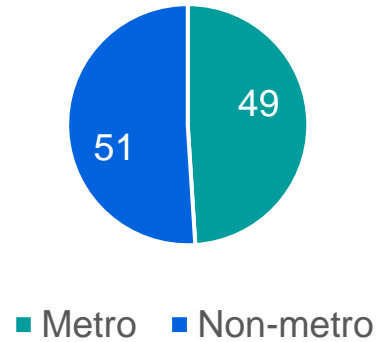


DEMOGRAPHICS

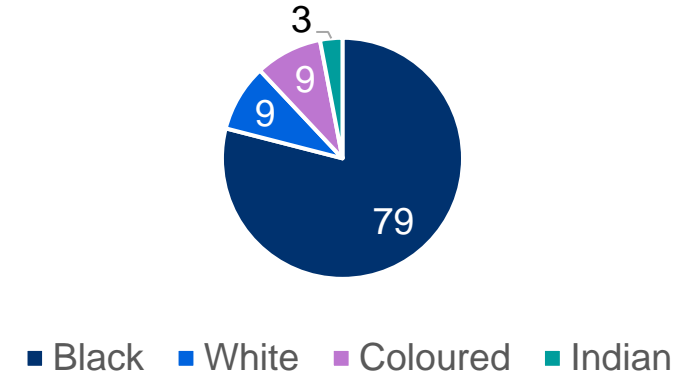
Province

	2018	2020	2022
Western Cape	17%	12%	12%
Eastern Cape	11%	11%	11%
Northern Cape	2%	2%	2%
Free State	5%	5%	5%
KwaZulu Natal	16%	19%	18%
North West	8%	7%	7%
Gauteng	26%	28%	28%
Mpumalanga	7%	7%	8%
Limpopo	8%	9%	9%

Community Size



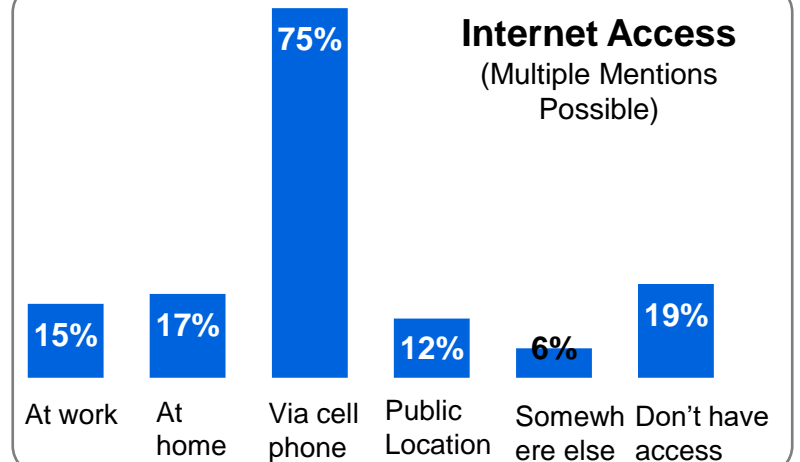
Race



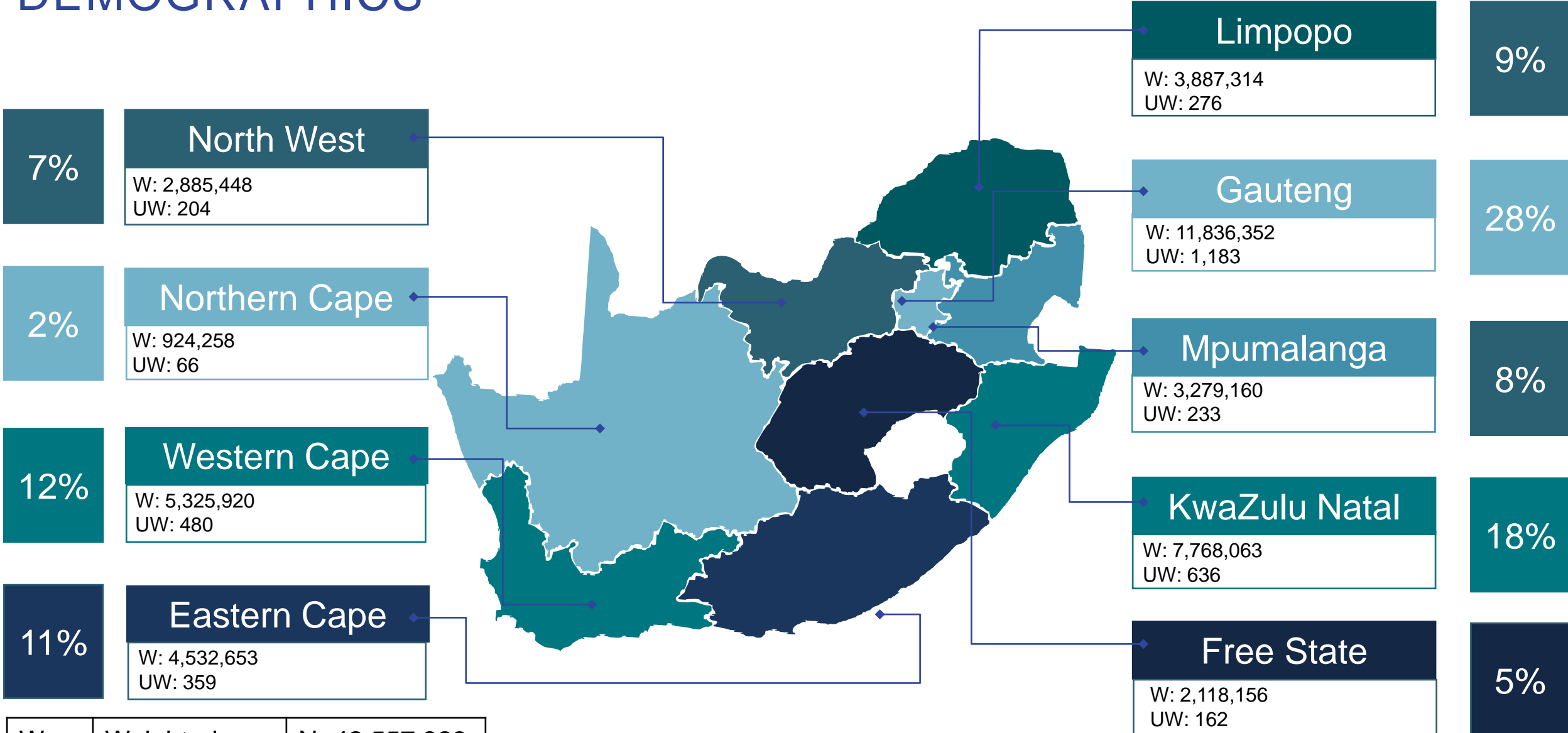
Living Standard Measurement

	2020	2022
LSM 1-4	15%	10%
LSM 5-7	62%	70%
LSM 8-10	23%	20%

Internet Access (Multiple Mentions Possible)



DEMOGRAPHICS

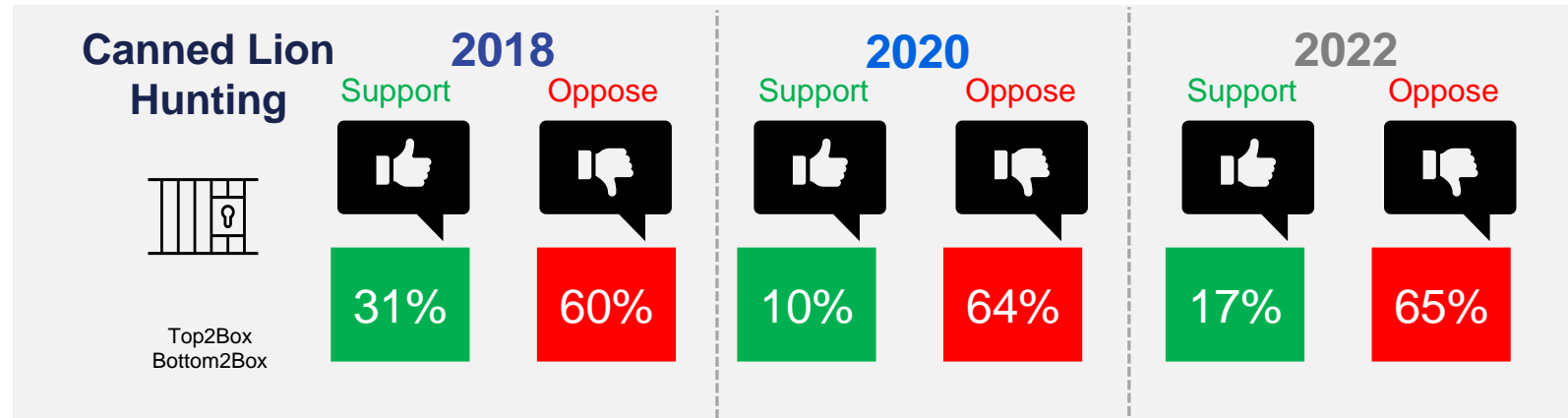
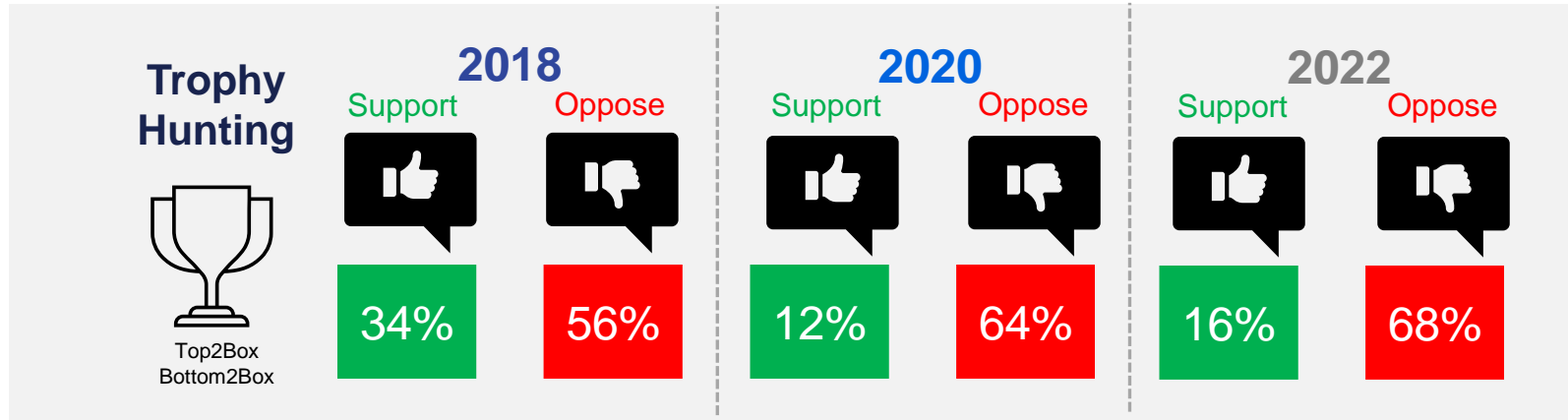


W	Weighted	N=42,557,323
UW	Unweighted	n=3,599

REPORT SUMMARY

4

REPORT SUMMARY (1/3)



n=1,264

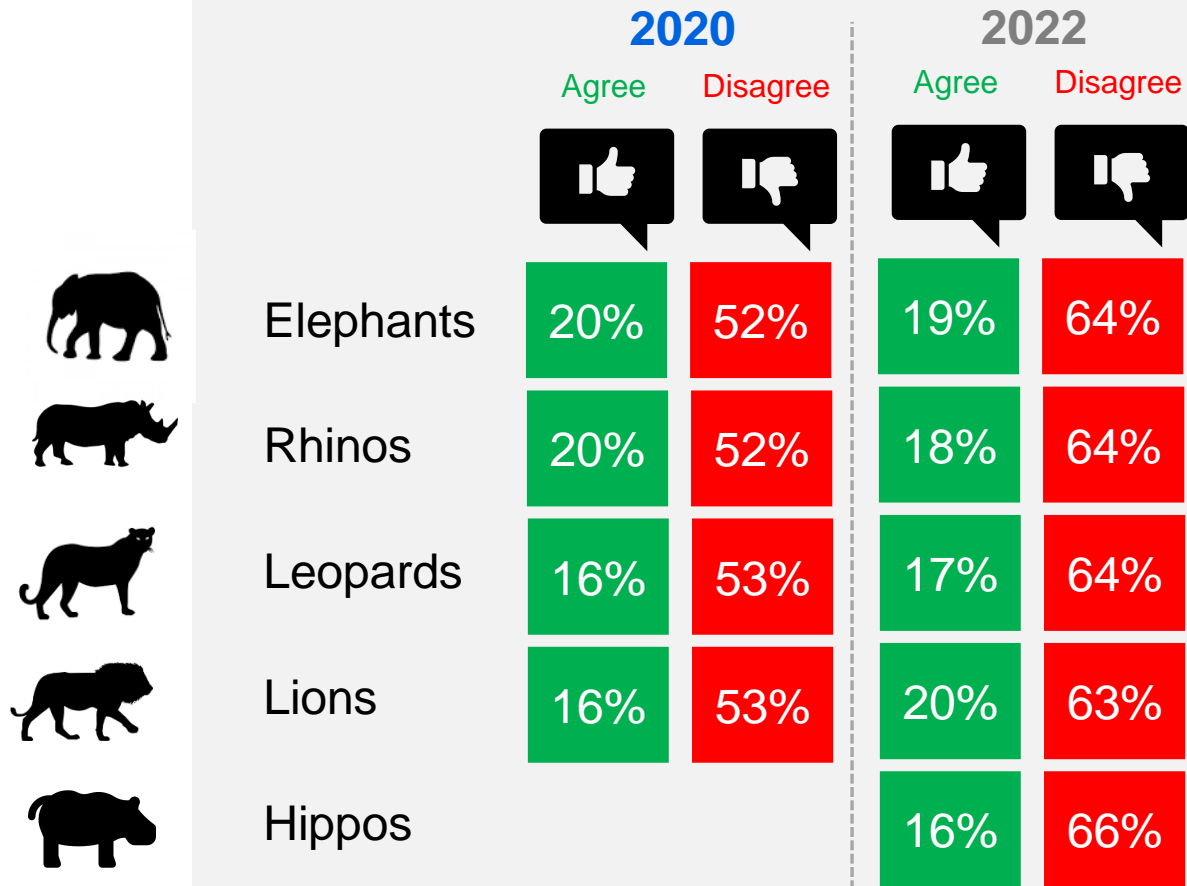
n=3,599

n=3,599

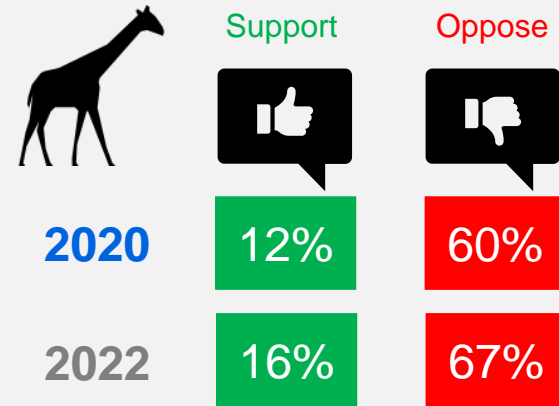


REPORT SUMMARY (2/3)

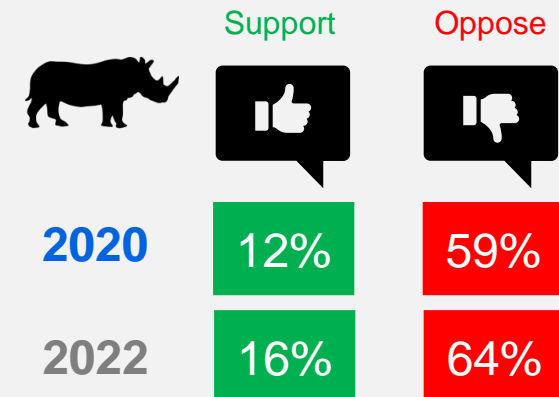
Agree or disagree with the practice of trophy hunting of the following animals



Support or oppose trophy hunting of giraffe



Support or oppose South Africa allowing black rhinos to be trophy hunted



REPORT SUMMARY (3/3)

Agree or disagree with the following export trophy hunting quotas

2022

Agree

Disagree



150 Elephants

18%

63%



10 Black Rhinos

19%

62%



10 Leopards

19%

61%

n=1,264

n=3,599

n=3,599



PERCEPTIONS OF TROPHY HUNTING

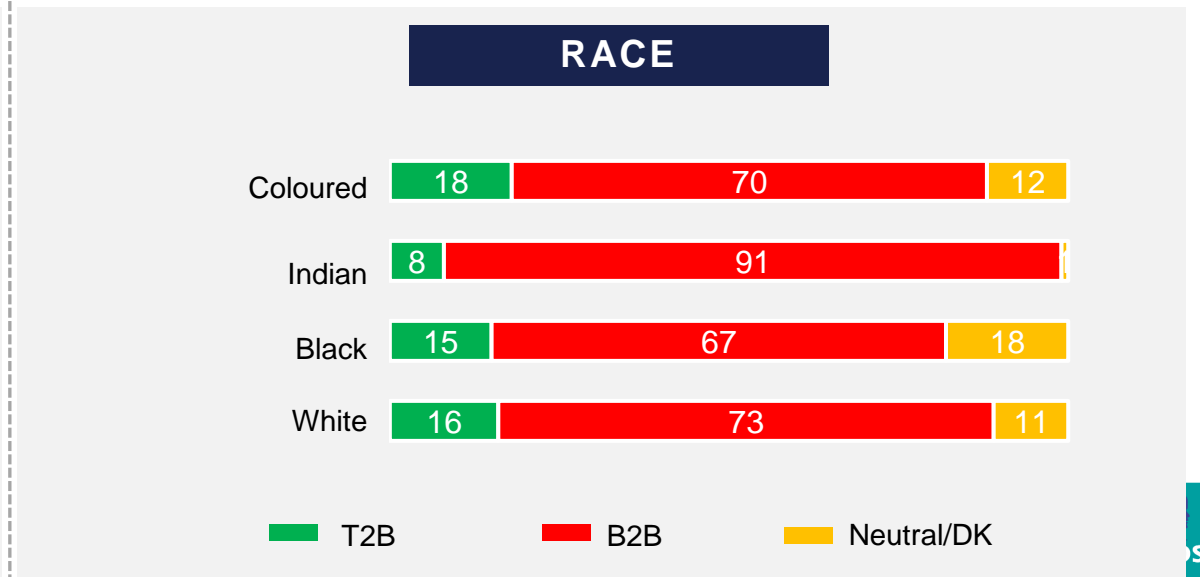
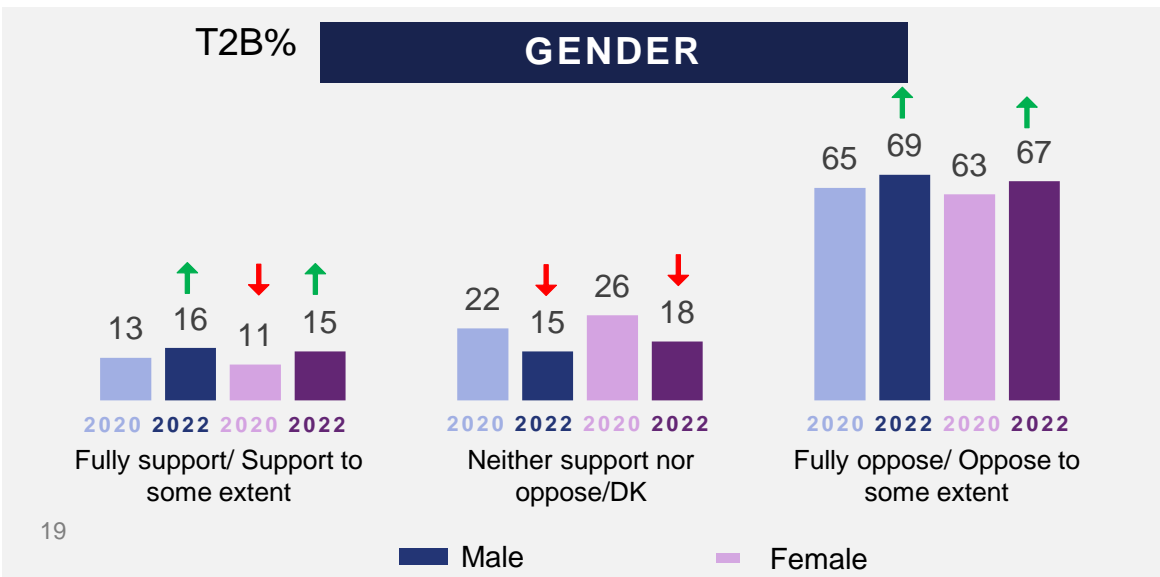
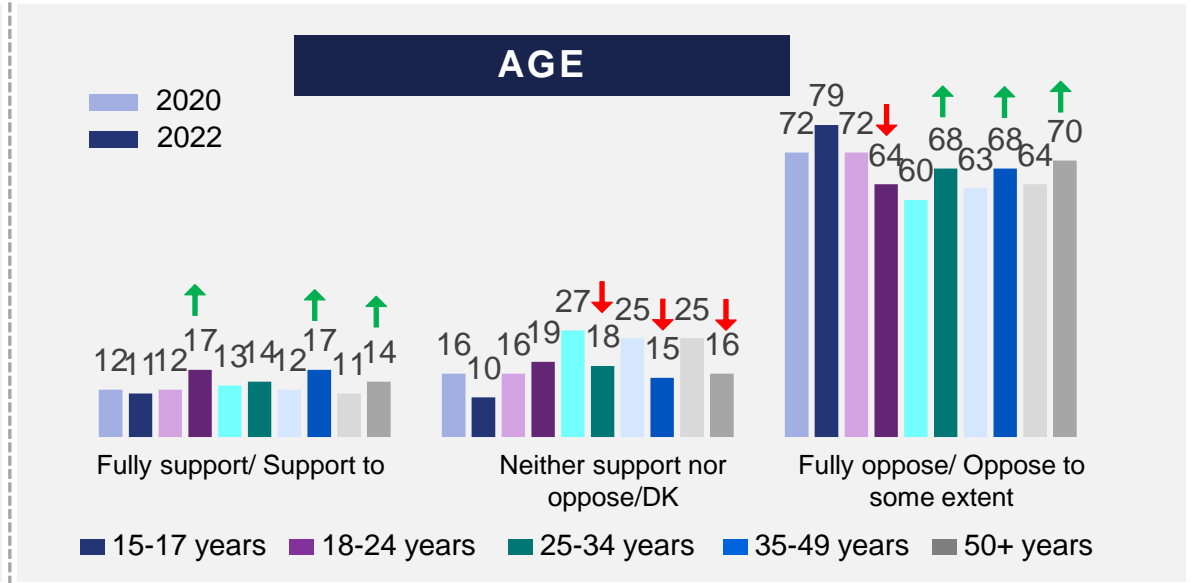
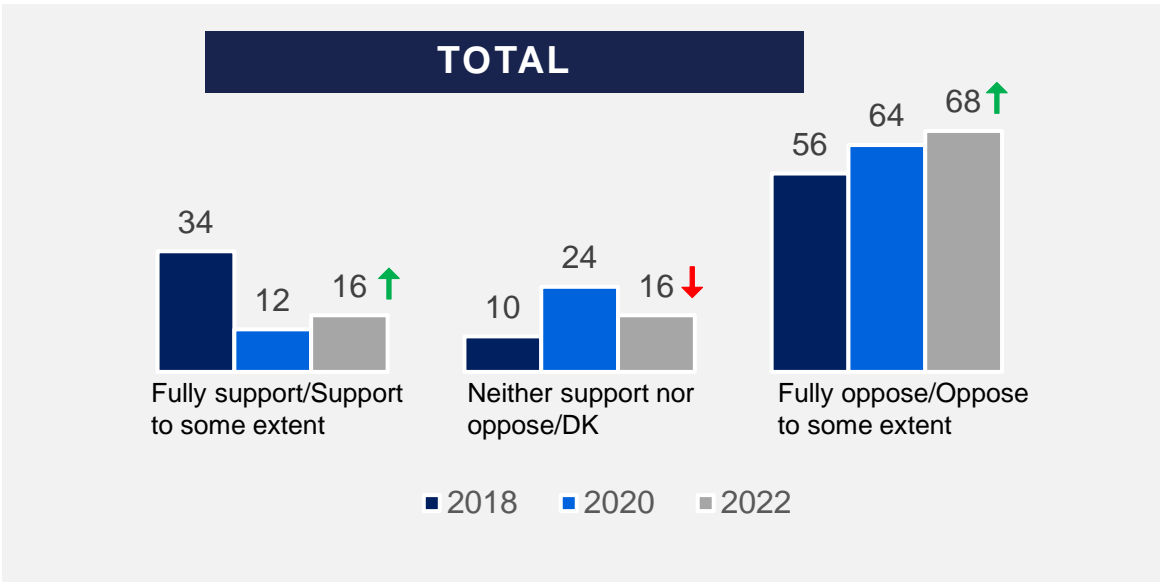
5

SUPPORT/OPPOSE TROPHY HUNTING

Sample Size	2018	2020	2022
N	N/A	40,672,411	42,557,323
n	1,264	3,599	3,599

Extent of support or opposition to trophy hunting

↑ ↓ Significantly higher/ lower than previous wave at a 95% confidence level

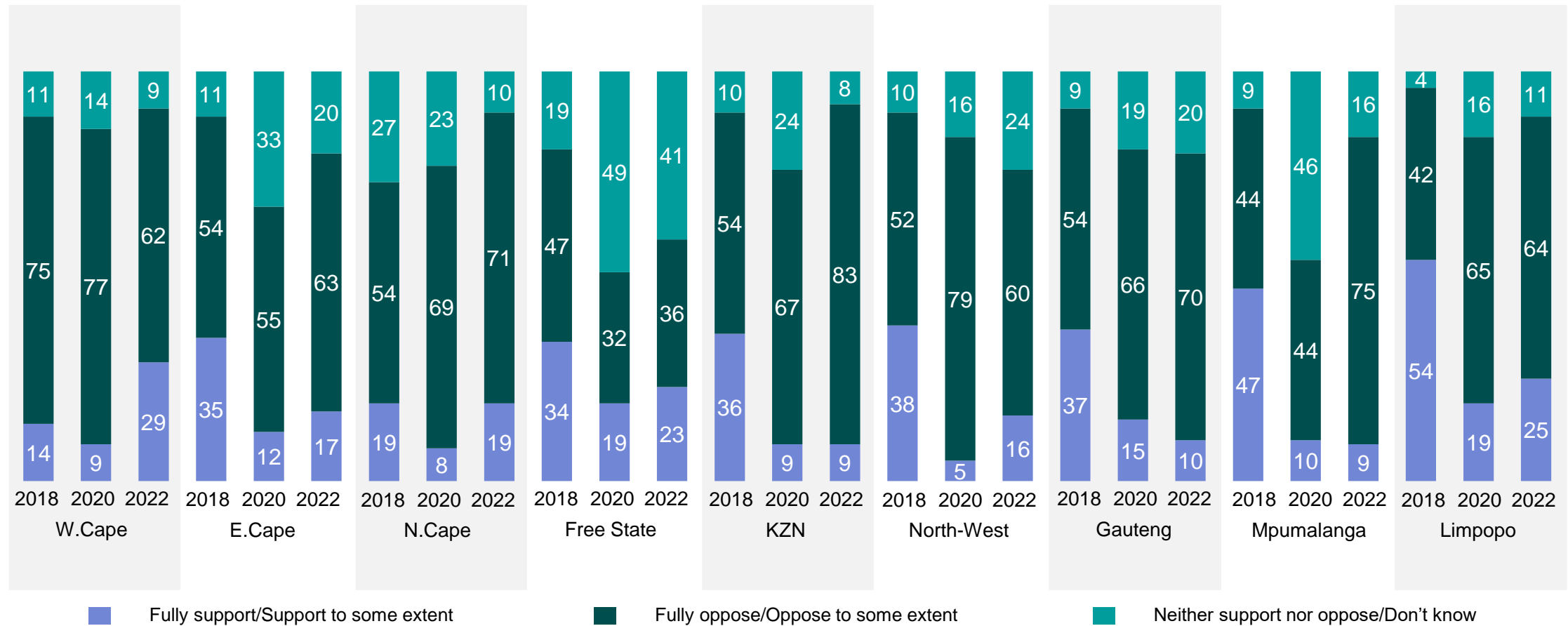


QA1. On a scale of 1 to 5, where 5 is fully support, 4 is support to some extent, 3 is neither support nor oppose, 2 is oppose to some extent and 1 is fully oppose, how strongly do you support or oppose trophy hunting?

SUPPORT/OPPOSE TROPHY HUNTING

Sample Size	2018	2020	2022
N	N/A	40,672,411	42,557,323
n	1,264	3,599	3,599

PROVINCE

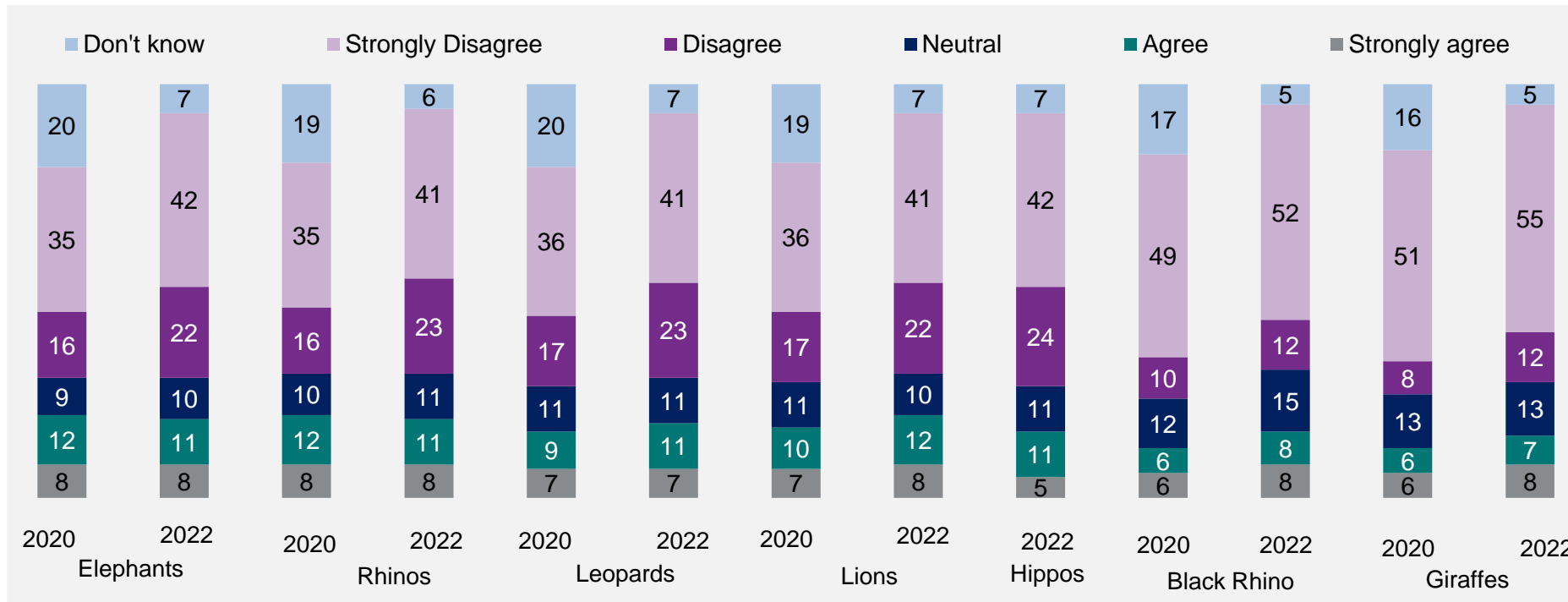


TROPHY HUNTING - SUMMARY

Sample Size	2018	2020
N	N/A	40 672 411
n	1264	3599

Level of support for trophy hunting of individual animals remains similar to 2020, but opposition has grown across the board.

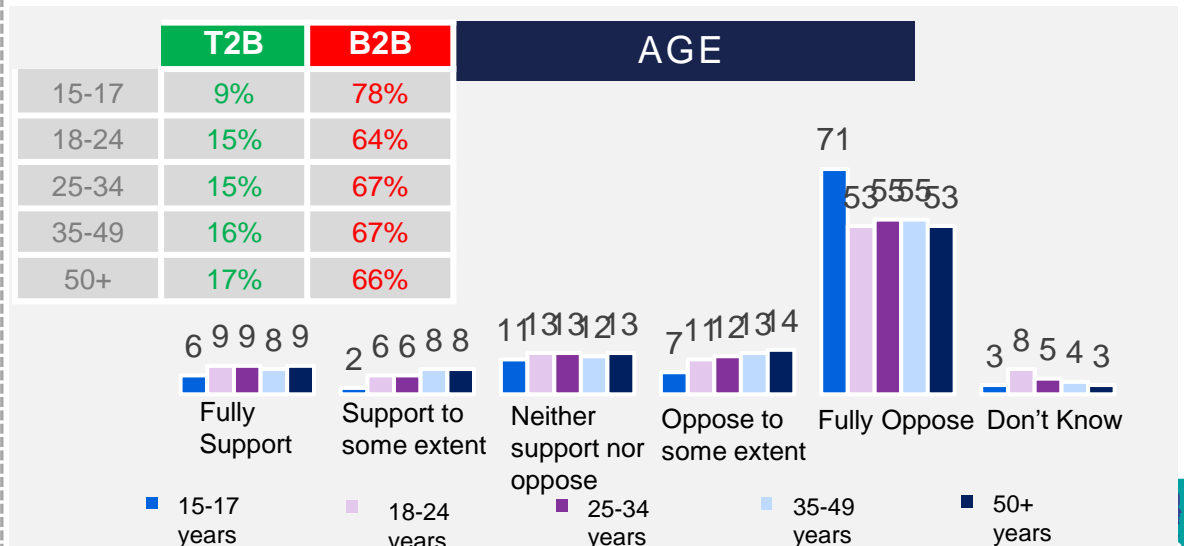
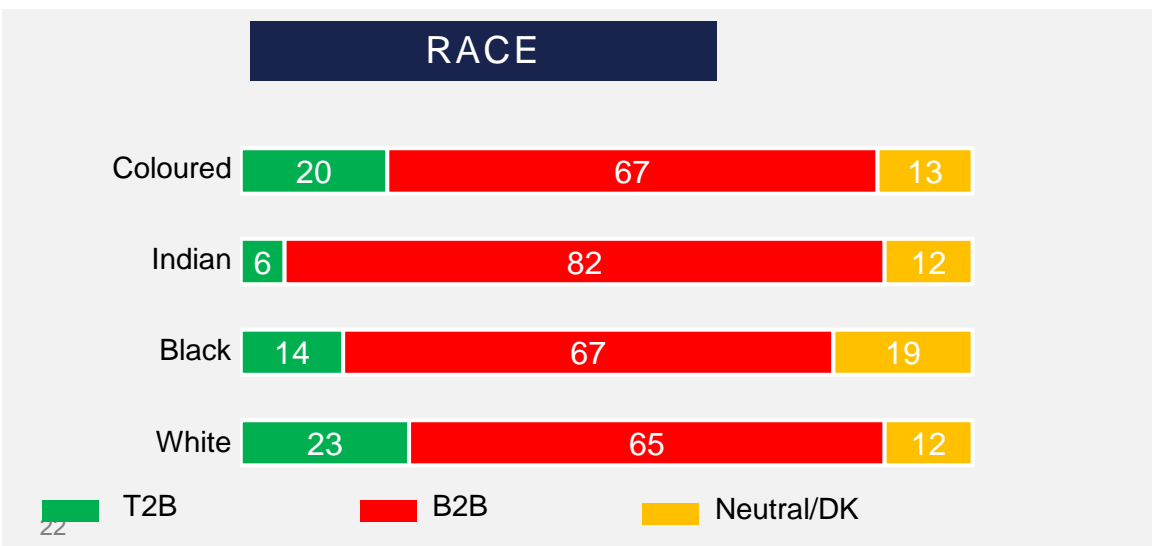
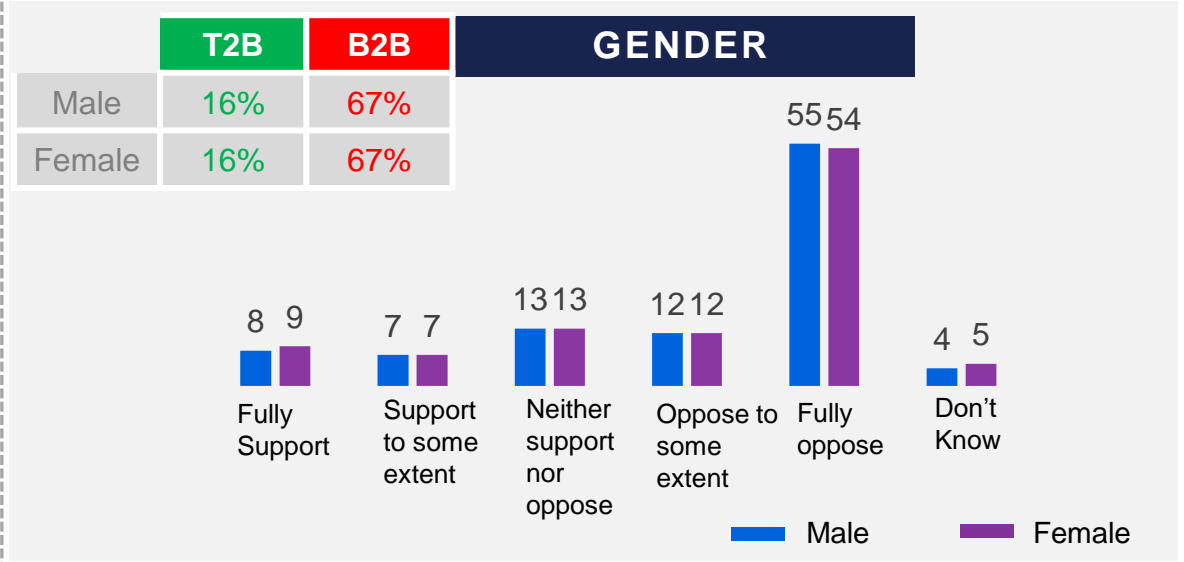
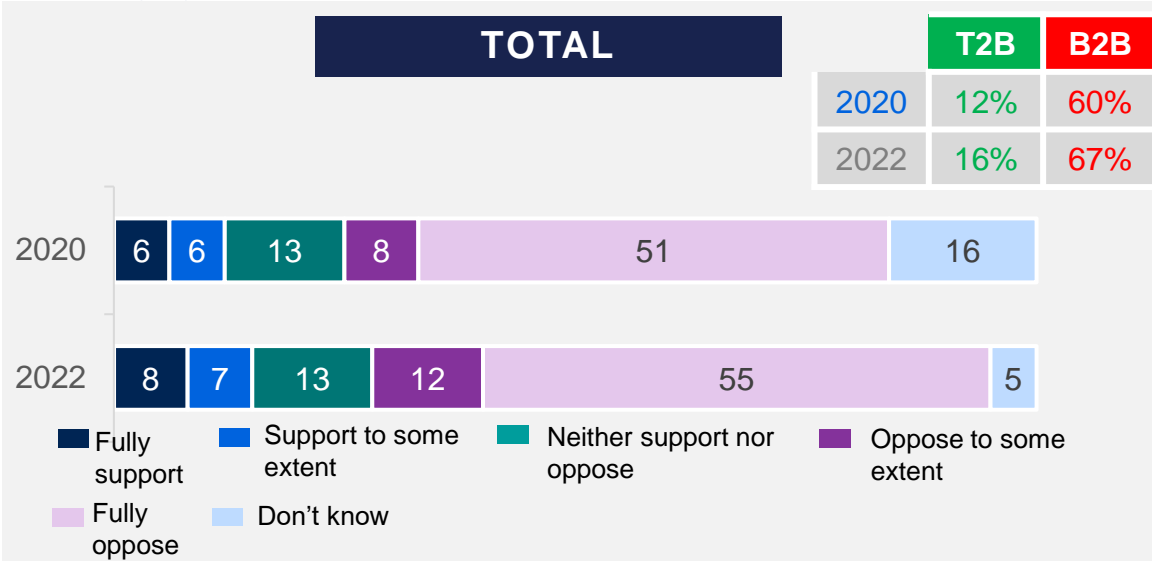
	Elephants		Rhinos		Leopards		Lions		Hippos	Black Rhino		Giraffes	
	2020	2022	2020	2022	2020	2022	2020	2022	2022	2020	2022	2020	2022
T2B	20%	19%	20%	18%	16%	17%	16%	20%	16%	12%	16%	12%	16%
B2B	52%	64%	52%	64%	53%	64%	53%	63%	66%	59%	64%	60%	67%



TROPHY HUNTING OF GIRAFFES

Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

Both opposition to and support of hunting of giraffes appears to have increased to some extent. Opposition to trophy hunting of giraffes is particularly high among the 15-17 age group.

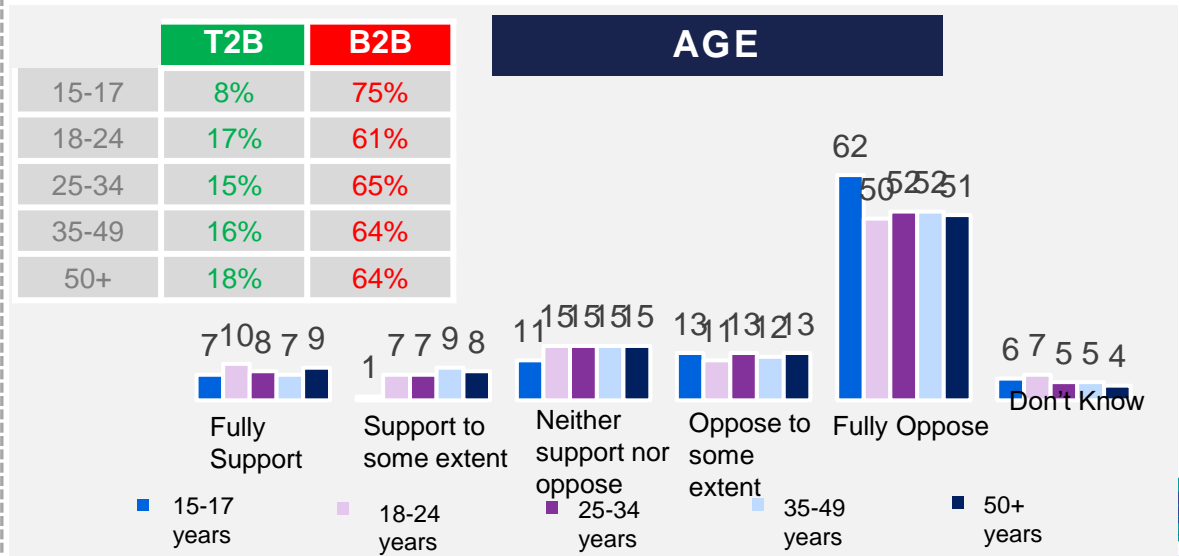
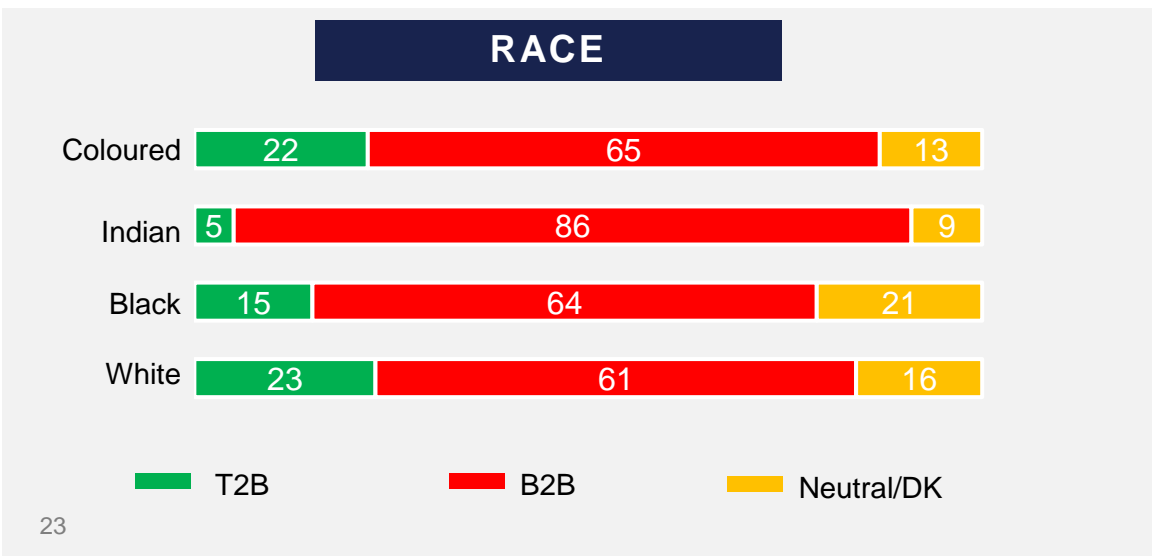
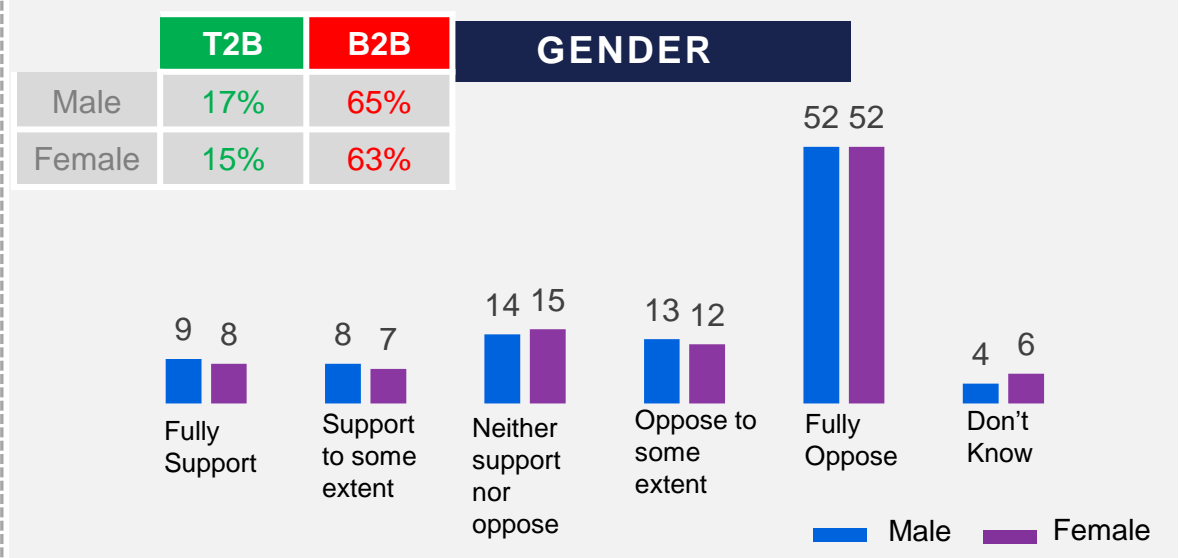
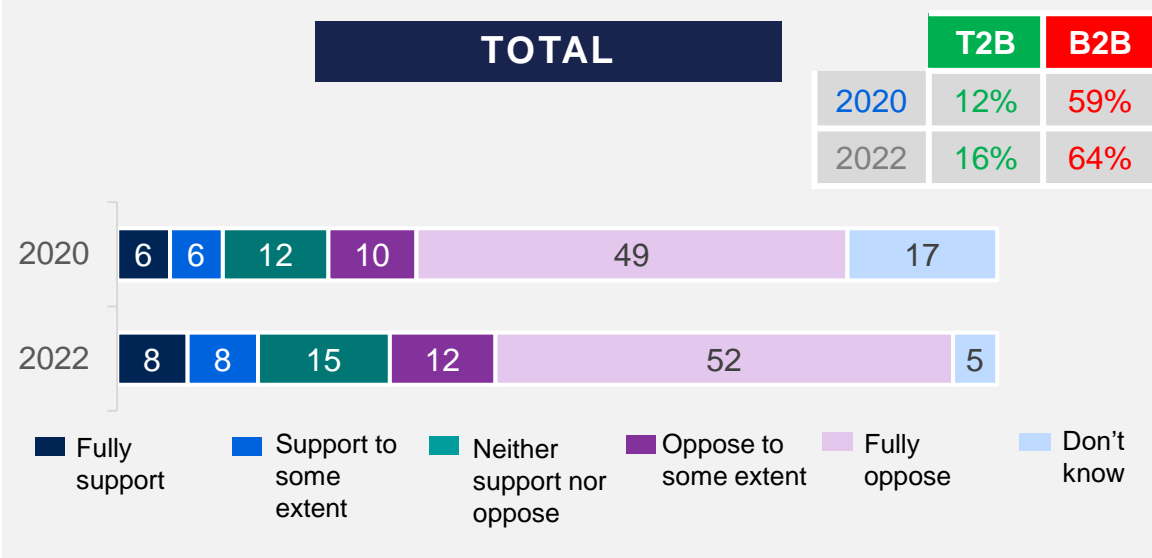


QA12. On a scale of 1 to 5, where 5 is fully support, 4 is support to some extent, 3 is neither support nor oppose, 2 is oppose to some extent and 1 is fully oppose, how strongly do you support or oppose trophy hunting of giraffes?

TROPHY HUNTING OF BLACK RHINO

The black rhino has been classified as a critically endangered species since 1996 on the International Union for Conservation of Nature Red List of Threatened Species

Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599



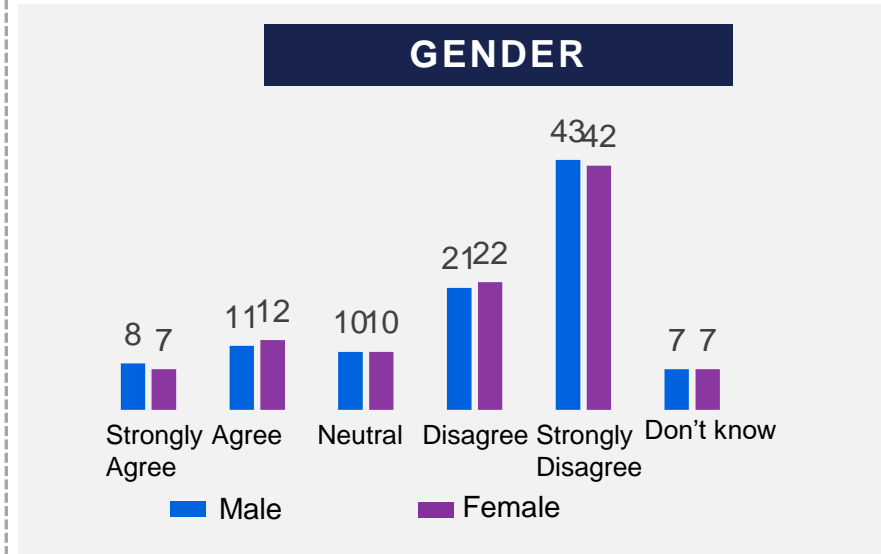
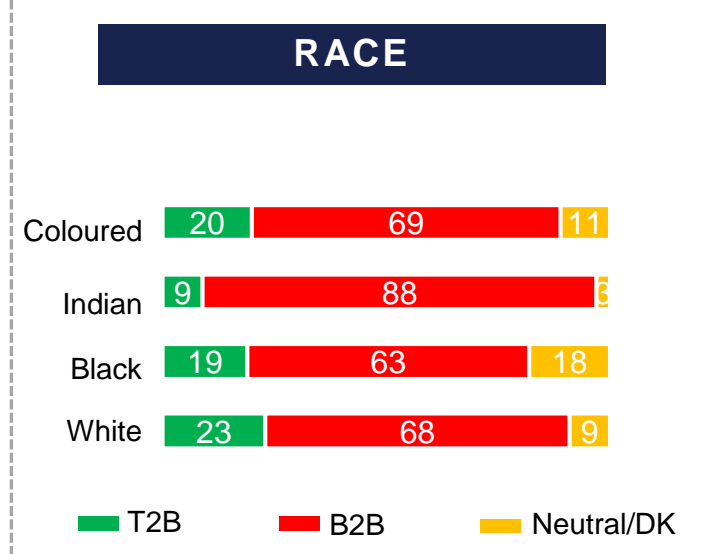
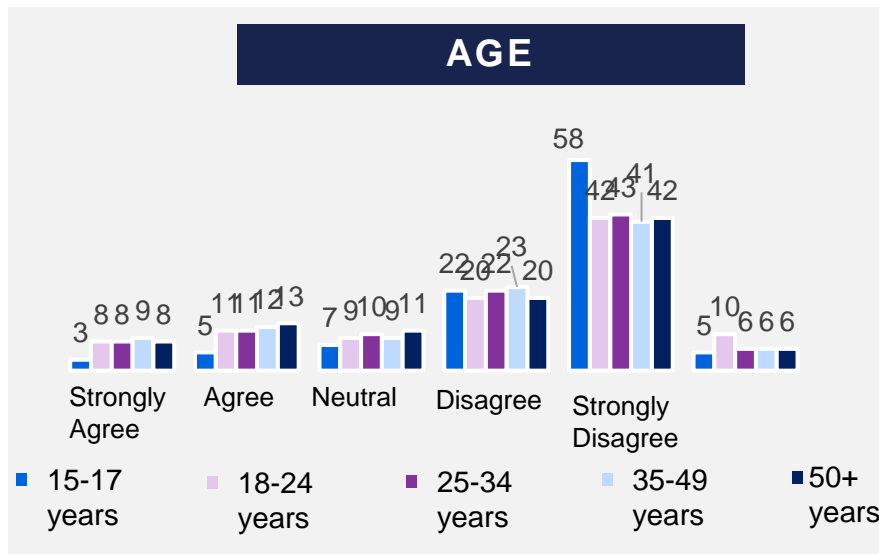
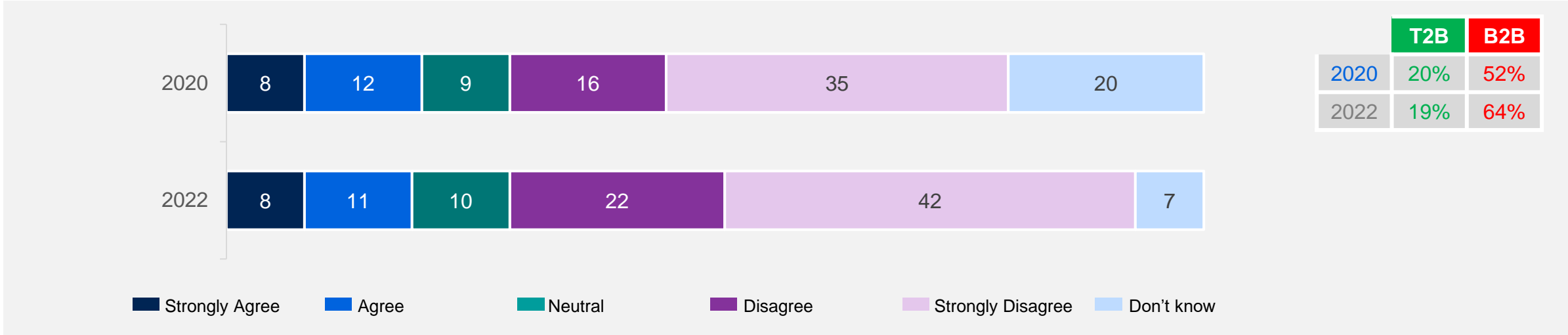
QA13. On a scale of 1 to 5, where 5 is fully support, 4 is support to some extent, 3 is neither support nor oppose, 2 is oppose to some extent and 1 is fully oppose, how strongly do you support or oppose South Africa allowing black rhinos to be trophy hunted?

TROPHY HUNTING OF ELEPHANTS (1/2)



Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

Opposition to trophy hunting of elephants has grown significantly in the past two years.



QA11. On a scale of 1 to 5, where 5 is strongly agree, 4 is agree, 3 is neutral, 2 is disagree and 1 is strongly disagree, how strongly do you agree or disagree with the practice of trophy hunting of:

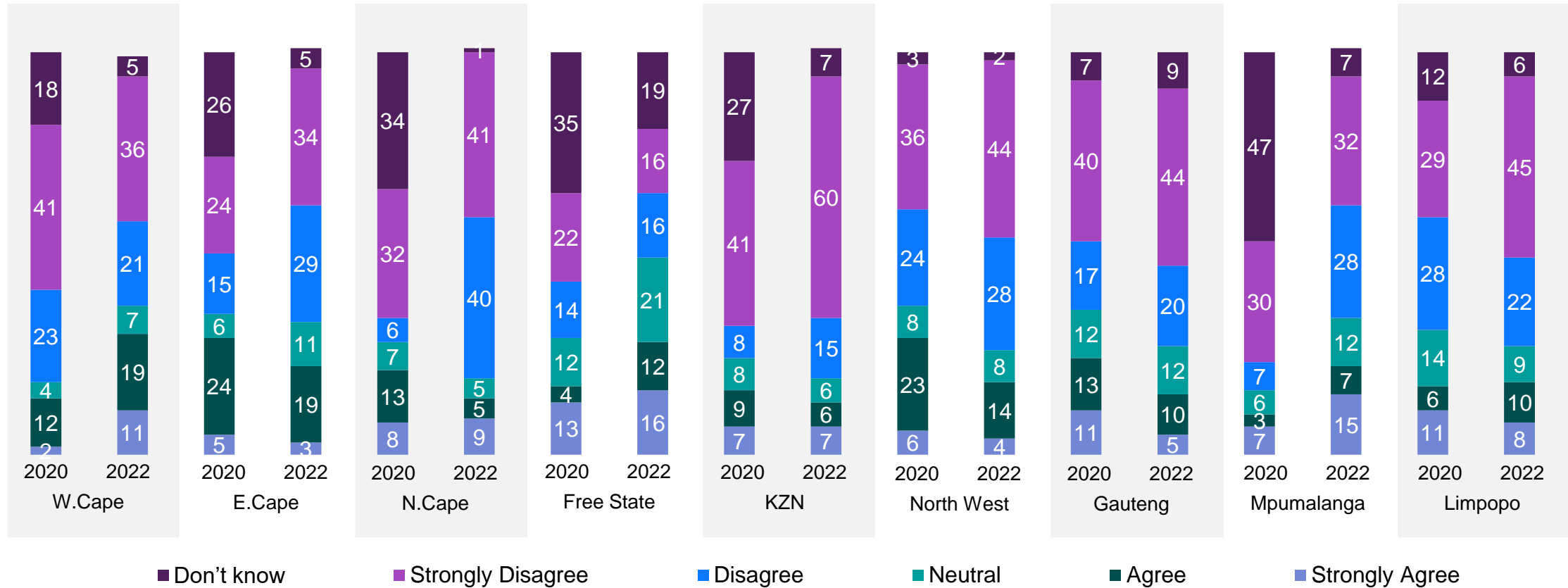
TROPHY HUNTING OF ELEPHANTS (2/2)



Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

Opposition to the hunting of elephants is significantly lower in the Free State than in other provinces.

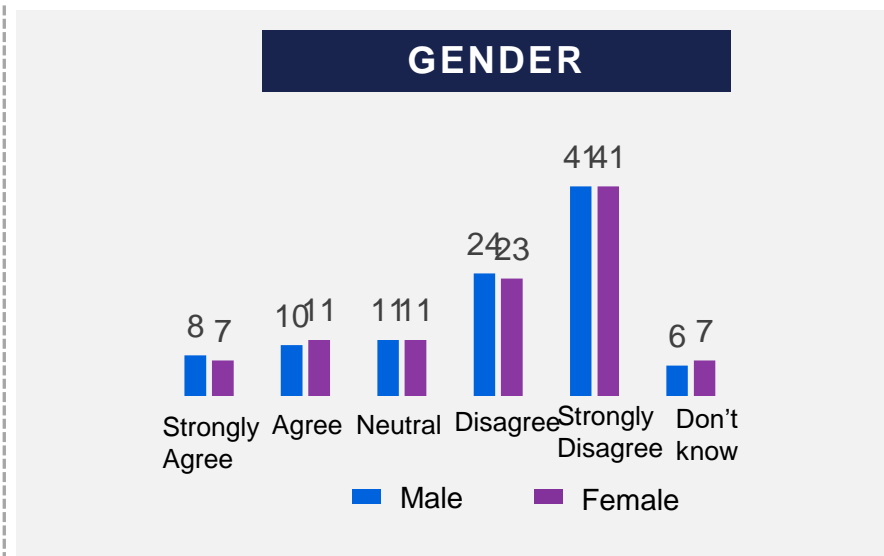
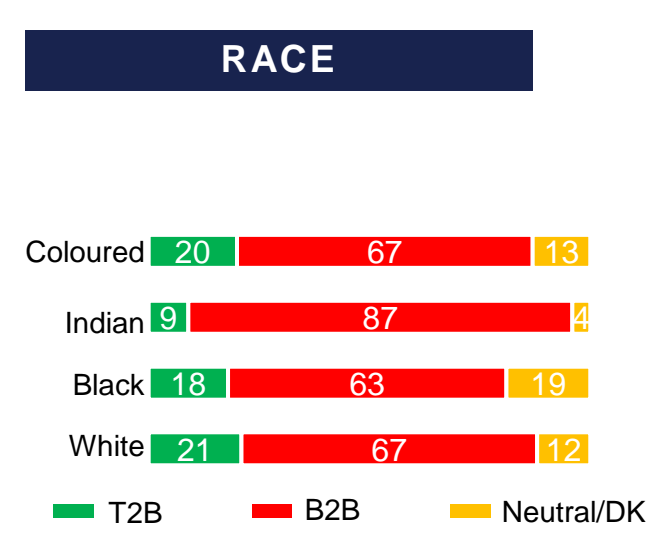
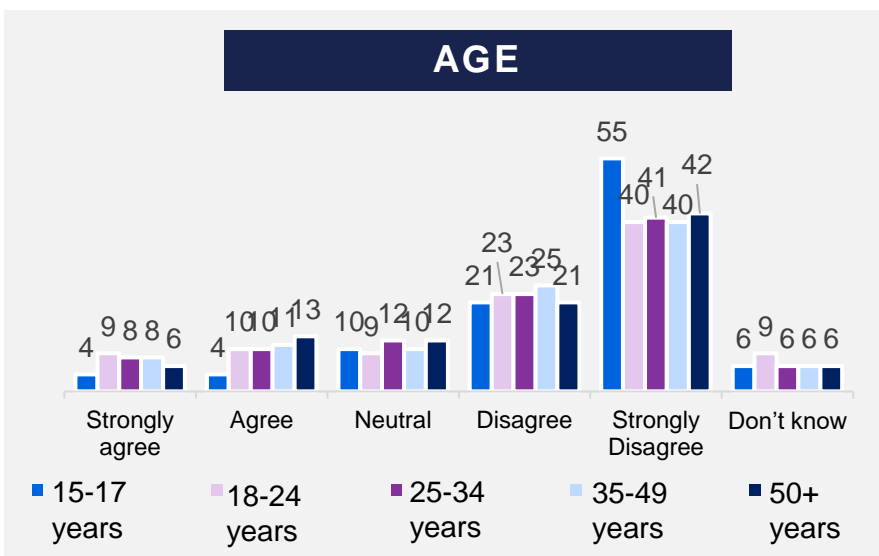
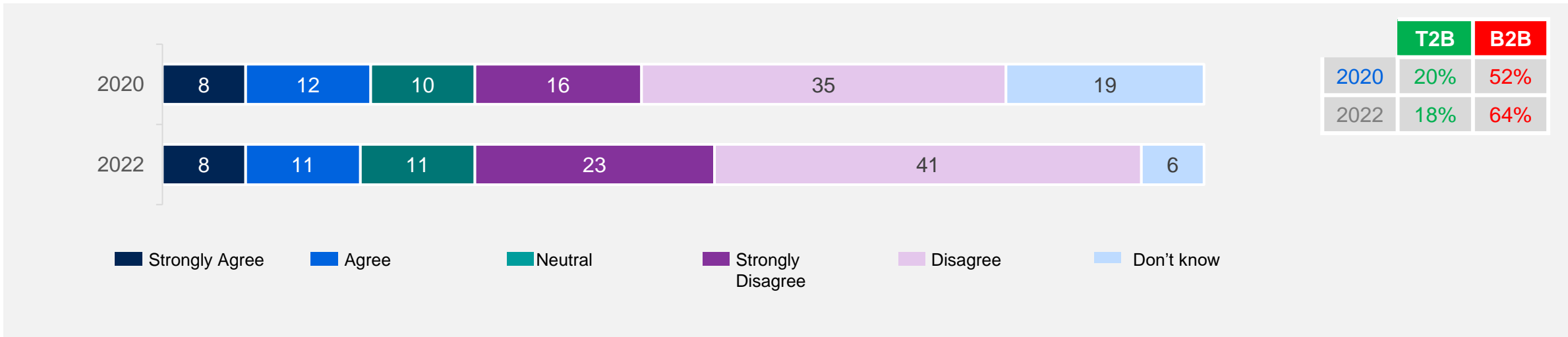
PROVINCE



TROPHY HUNTING OF RHINOS (1/2)

Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

As is the case with elephants, opposition to the hunting of rhinos is increasing.



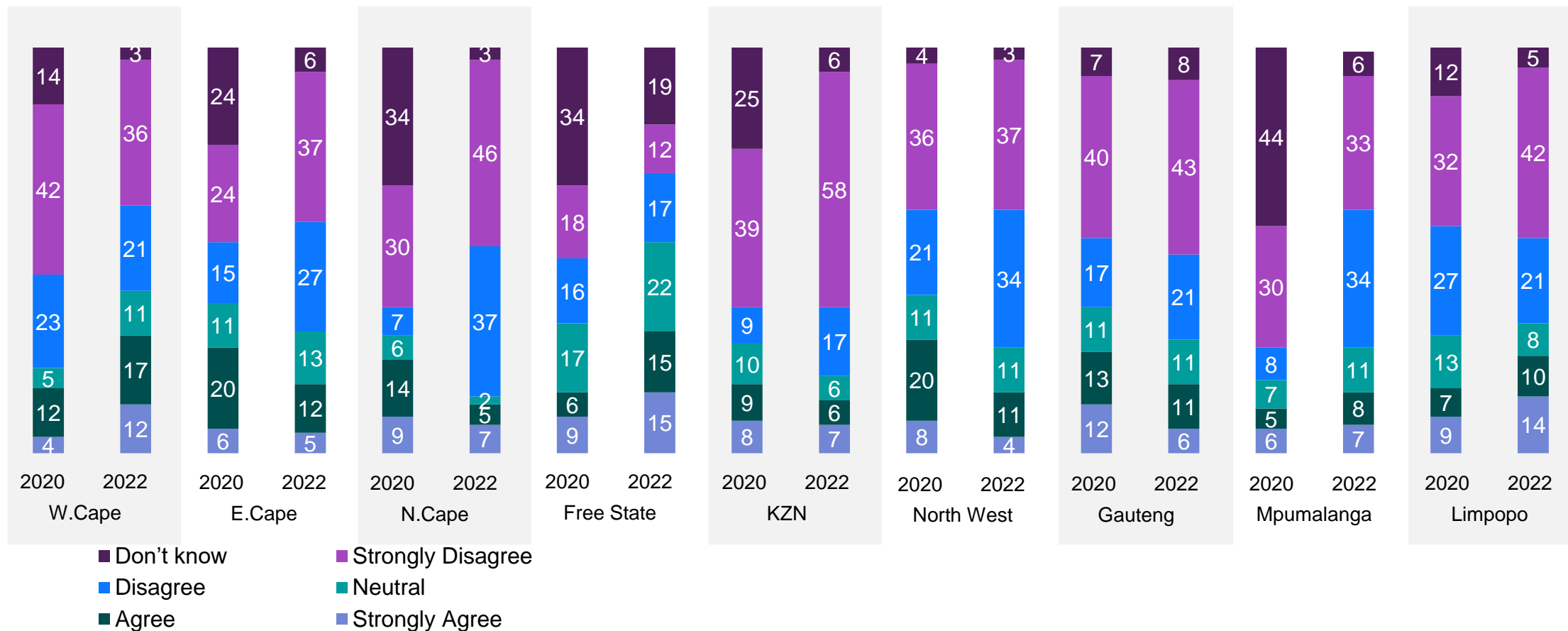
QA11. On a scale of 1 to 5, where 5 is strongly agree, 4 is agree, 3 is neutral, 2 is disagree and 1 is strongly disagree, how strongly do you agree or disagree with the practice of trophy hunting of:

TROPHY HUNTING OF RHINOS (2/2)

Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

Support for hunting of rhinos is highest in the Free State and Western Cape.

PROVINCE

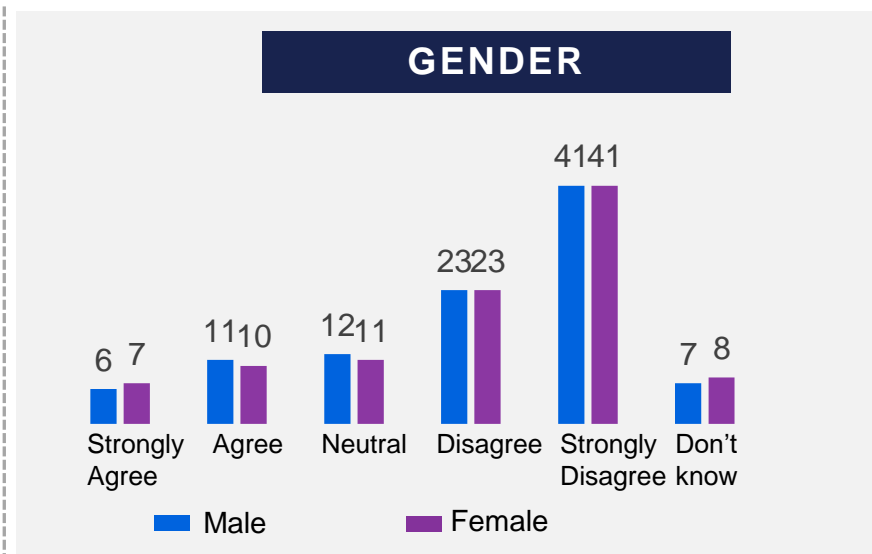
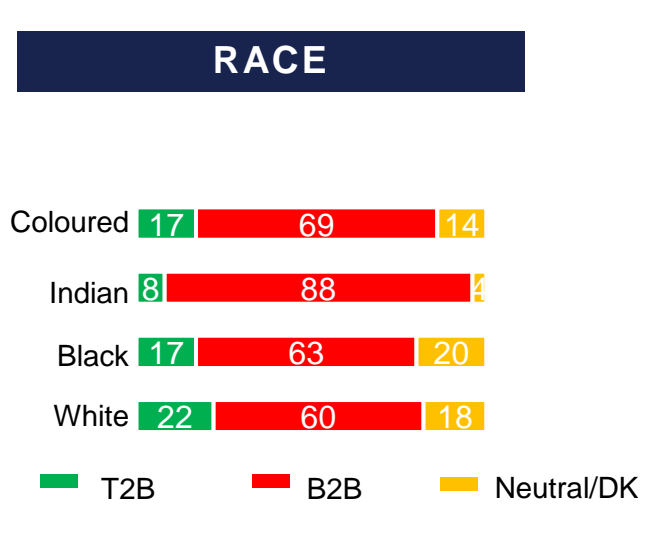
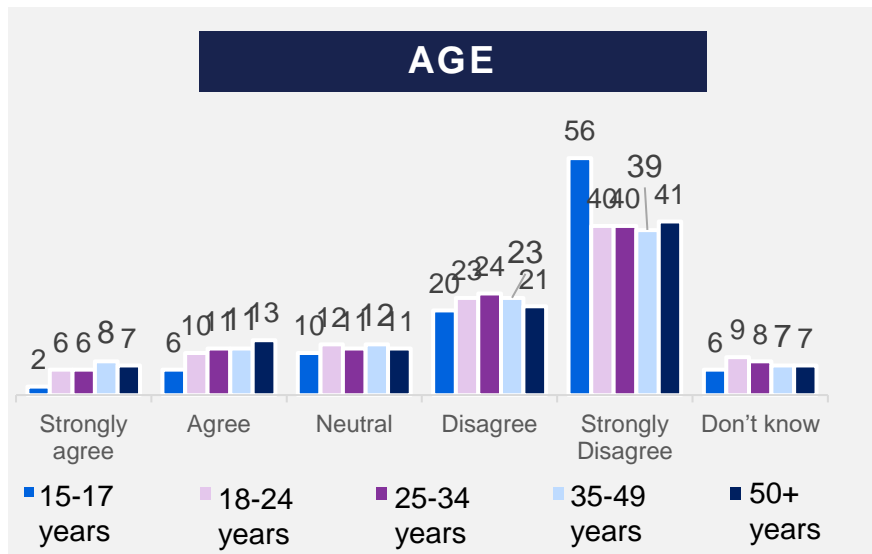
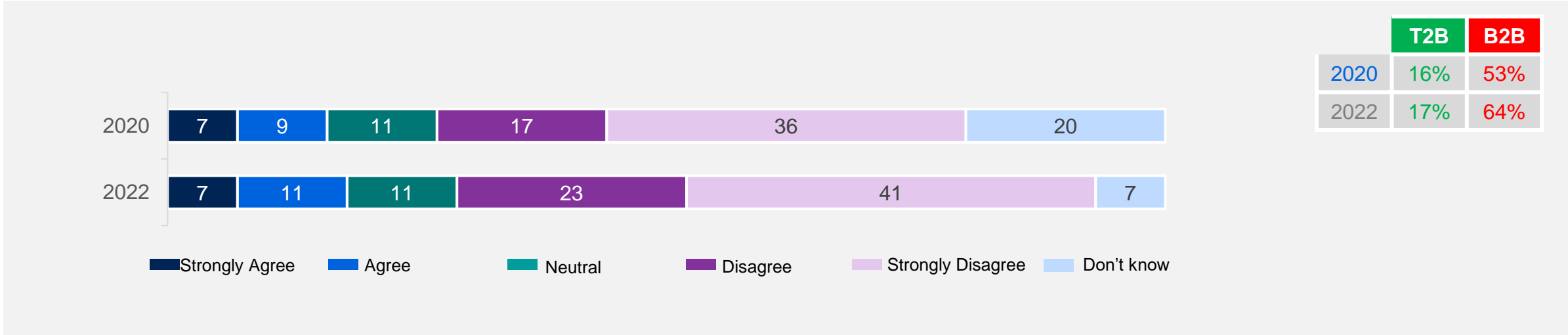


TROPHY HUNTING OF LEOPARDS (1/2)



Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

Opposition to hunting of leopards has also increased in 2022.



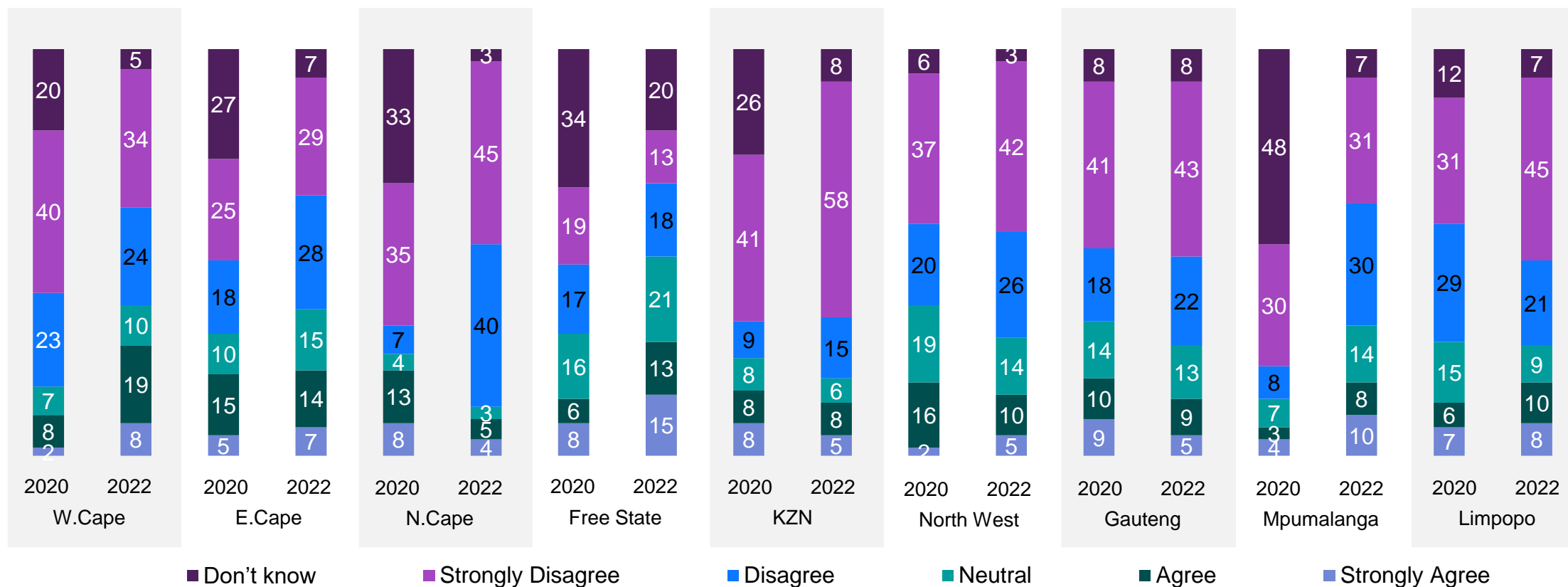
QA11. On a scale of 1 to 5, where 5 is strongly agree, 4 is agree, 3 is neutral, 2 is disagree and 1 is strongly disagree, how strongly do you agree or disagree with the practice of trophy hunting of:

TROPHY HUNTING OF LEOPARDS (2/2)



Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

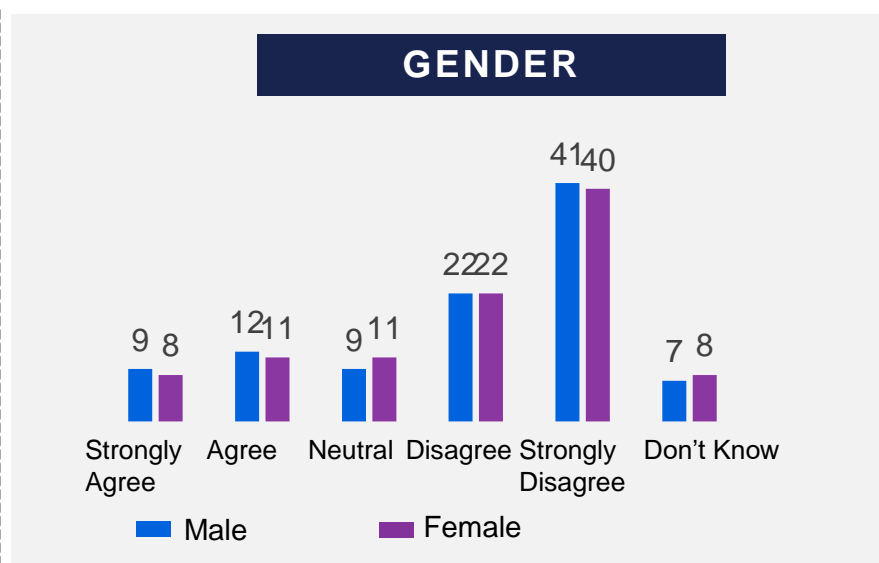
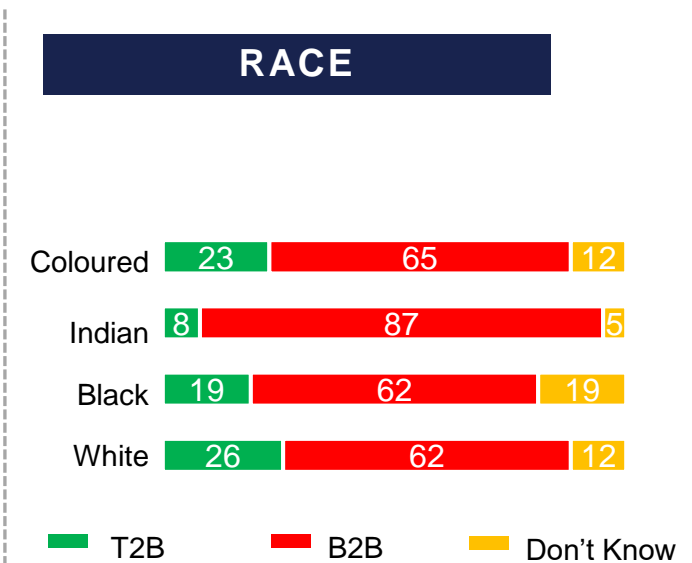
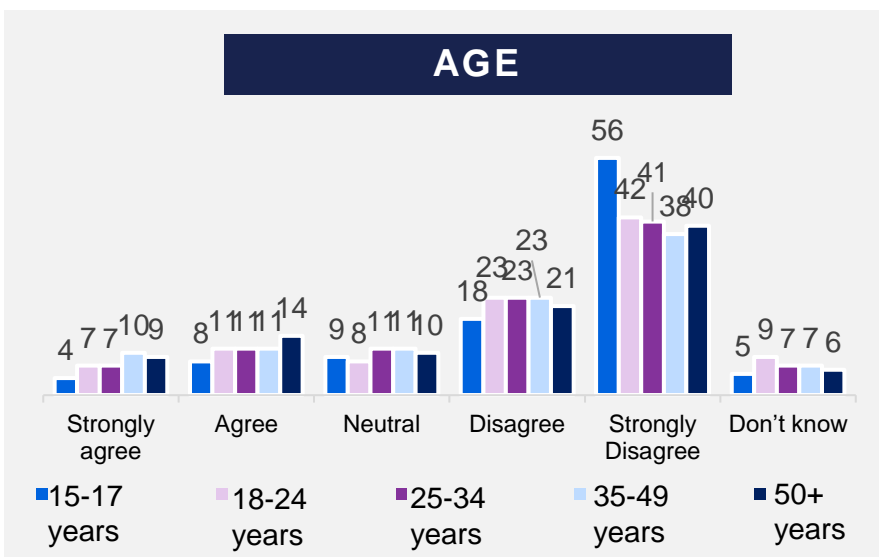
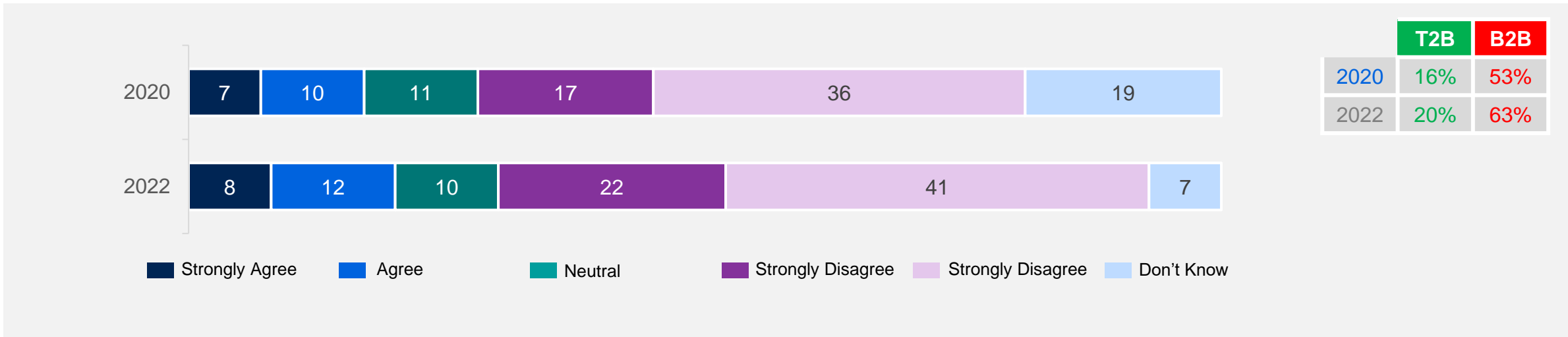
PROVINCE



TROPHY HUNTING OF LIONS (1/2)

Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

Ten percent increase in opposition to trophy hunting of lions in the past two years.



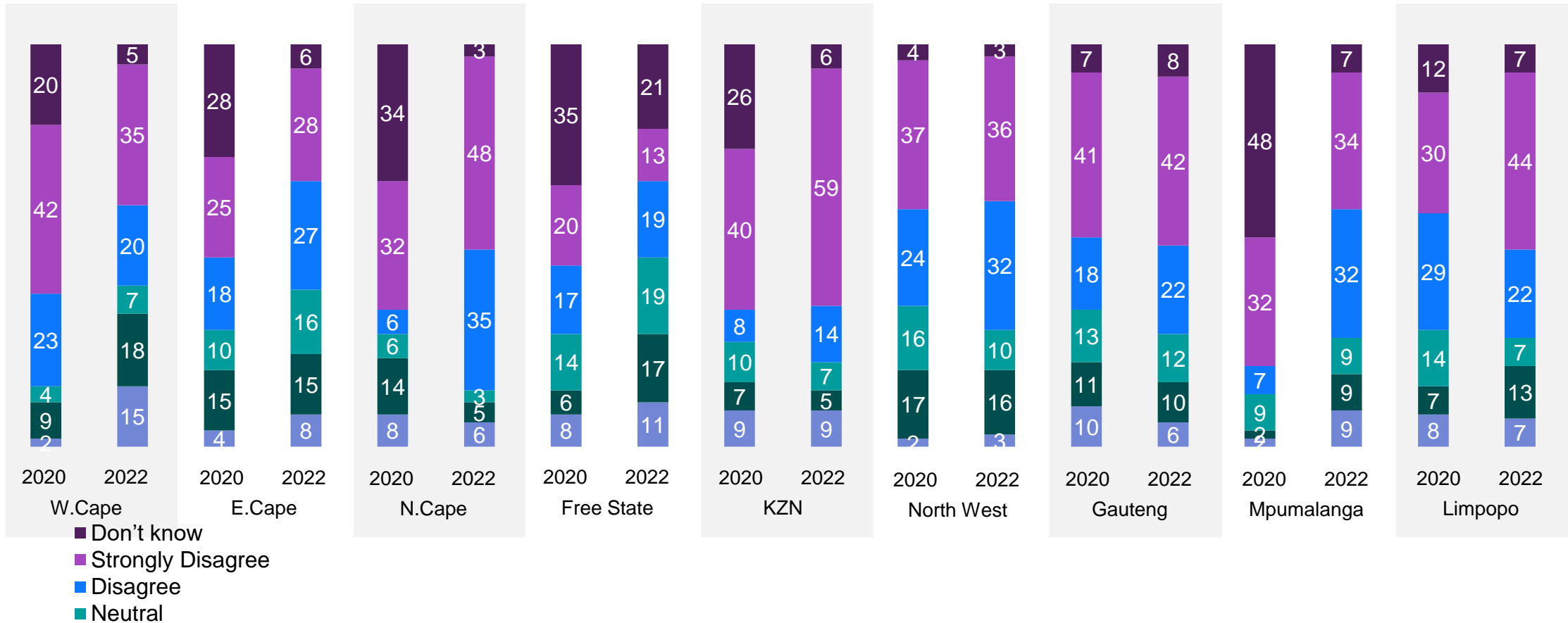
QA11. On a scale of 1 to 5, where 5 is strongly agree, 4 is agree, 3 is neutral, 2 is disagree and 1 is strongly disagree, how strongly do you agree or disagree with the practice of trophy hunting of:

TROPHY HUNTING OF LIONS (2/2)

Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

Support for trophy hunting of lions is highest in the Western Cape and Free State.

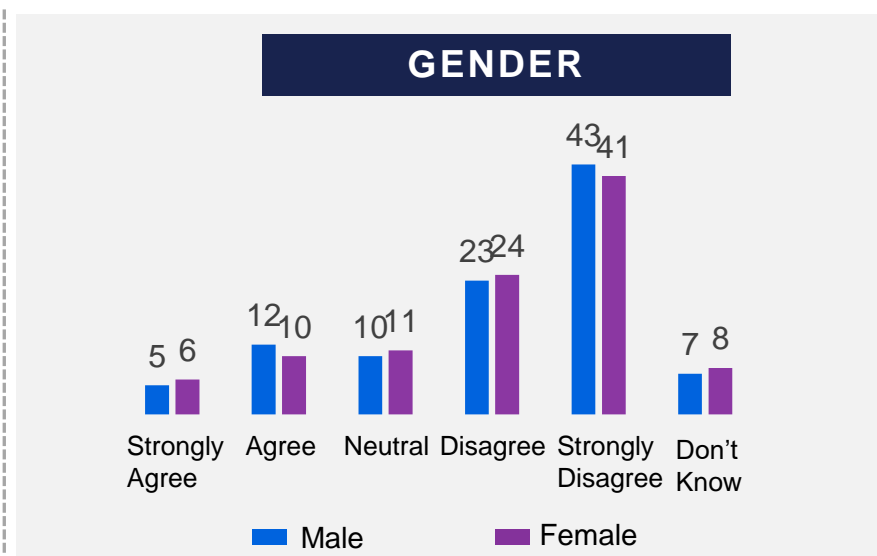
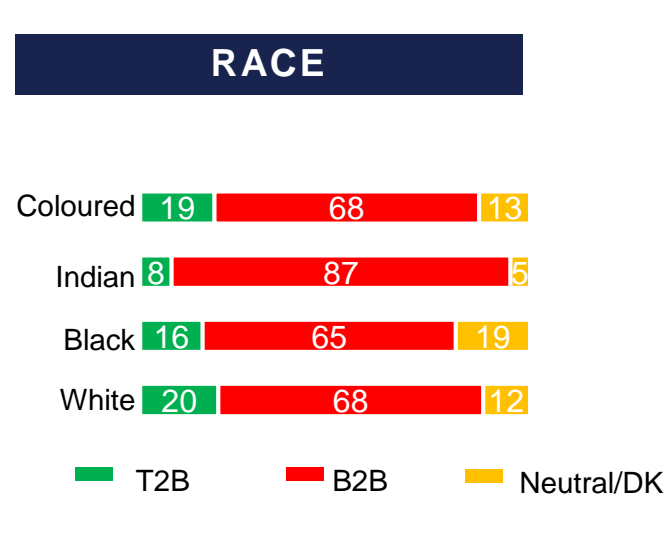
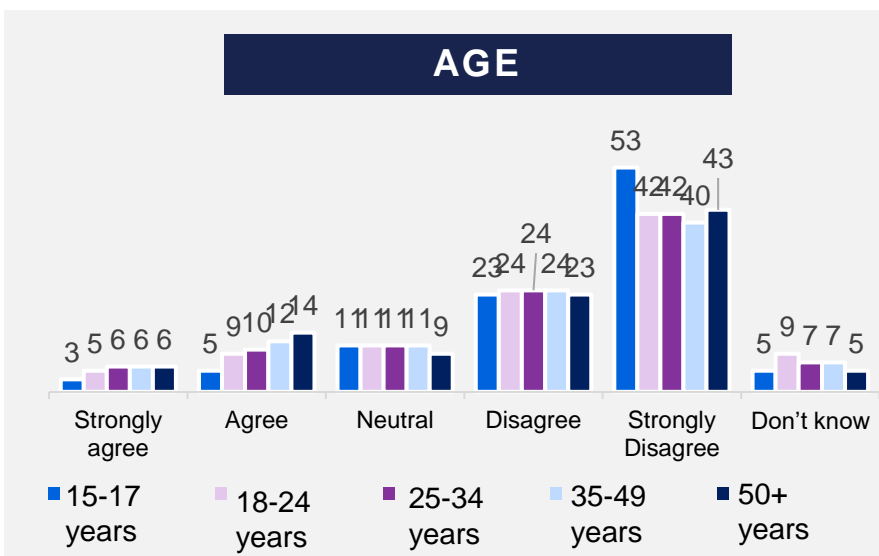
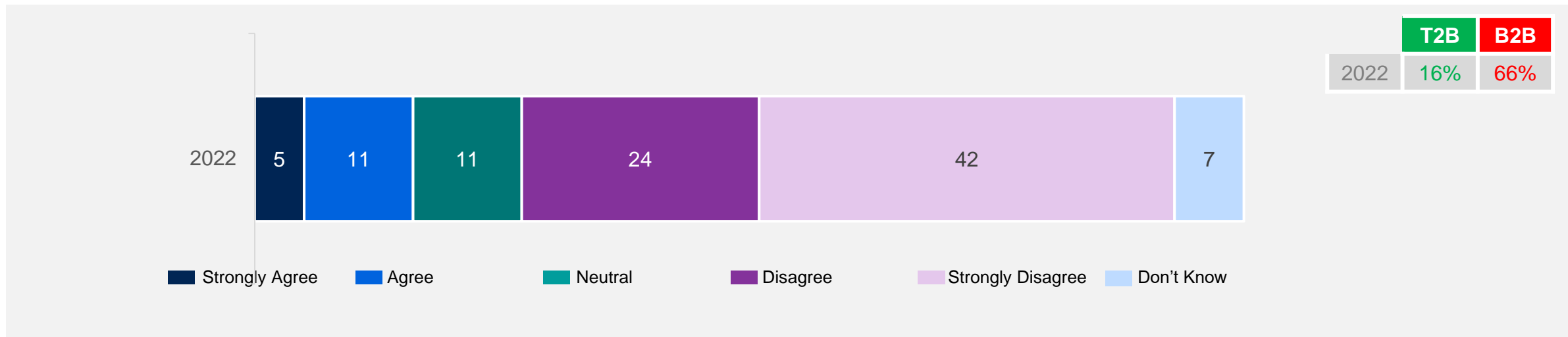
PROVINCE



TROPHY HUNTING OF HIPPOS (1/2)

Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

Results across the two genders are very consistent.

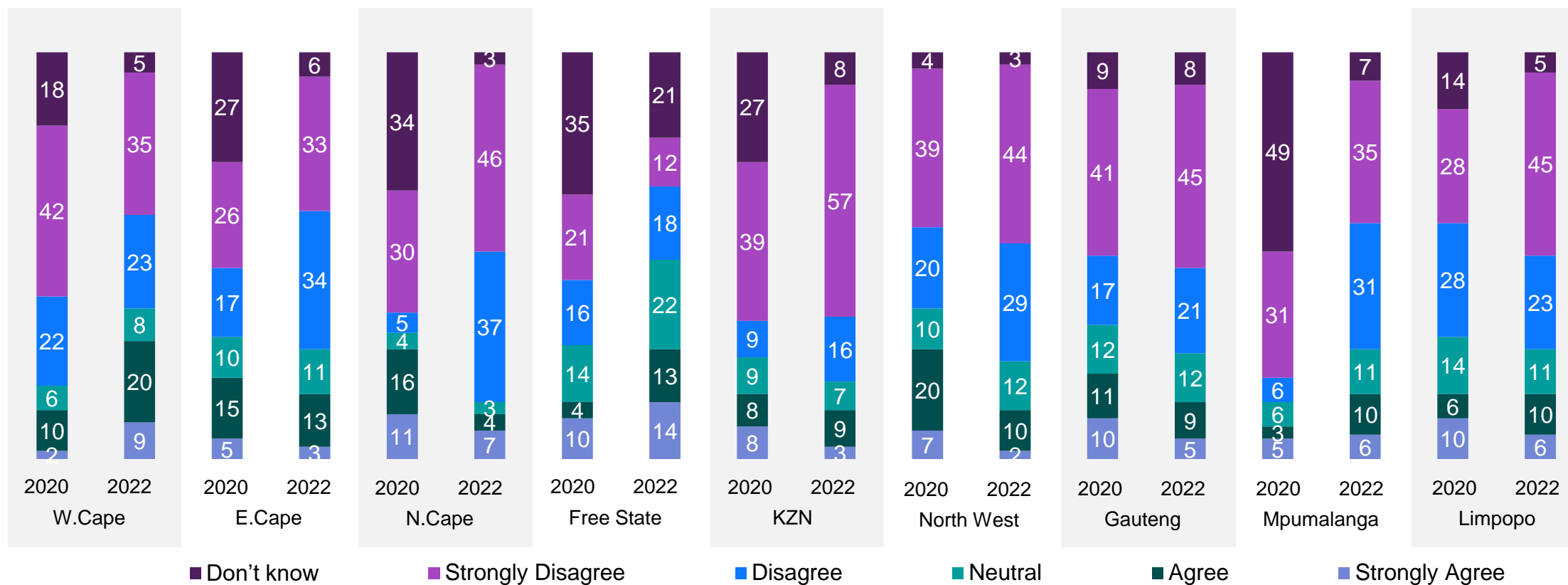


TROPHY HUNTING OF HIPPOS (2/2)

Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

Trophy hunting of hippos measured among the highest opposition levels, after hunting of giraffe.

PROVINCE



PERCEPTIONS OF CANNED LION HUNTING

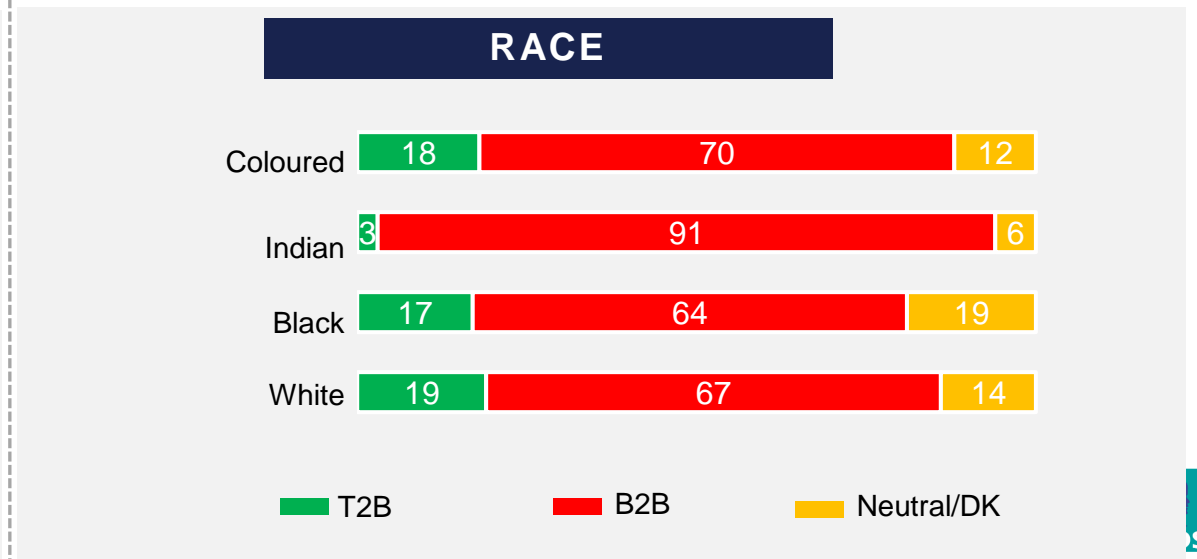
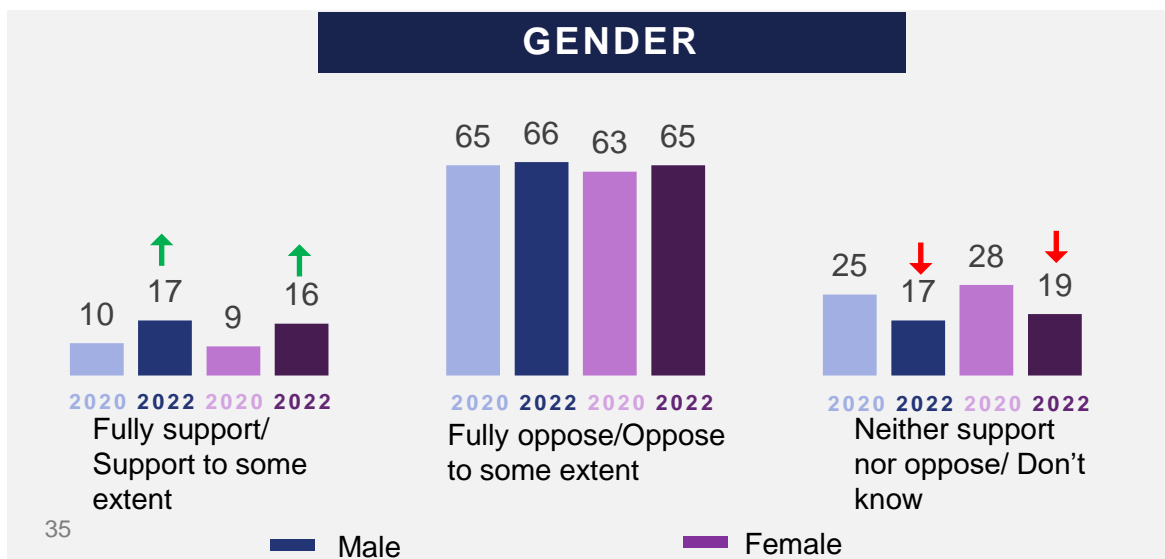
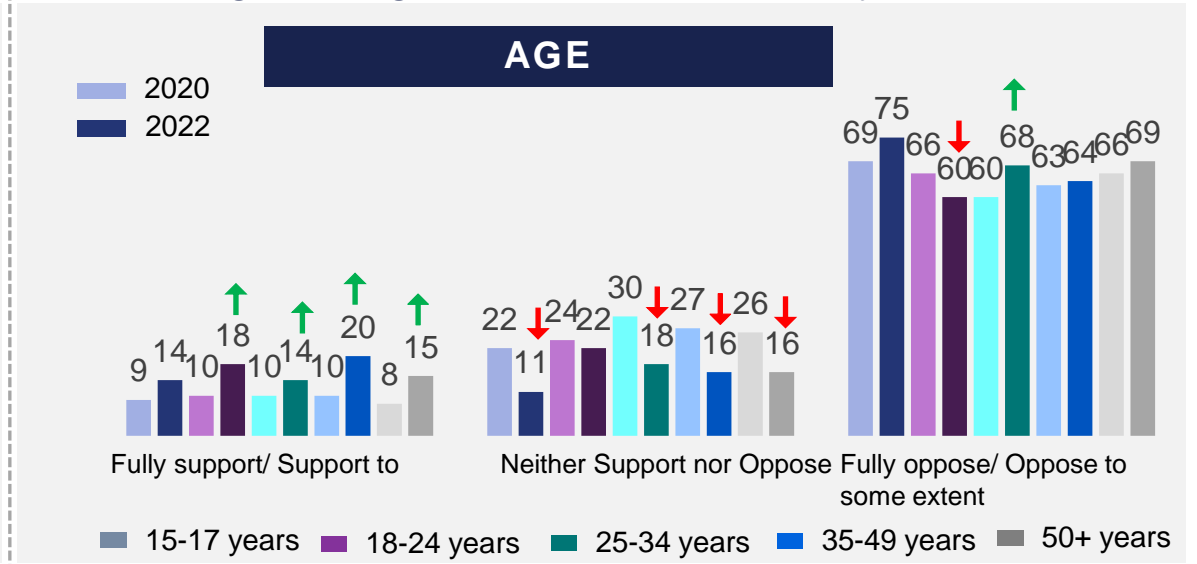
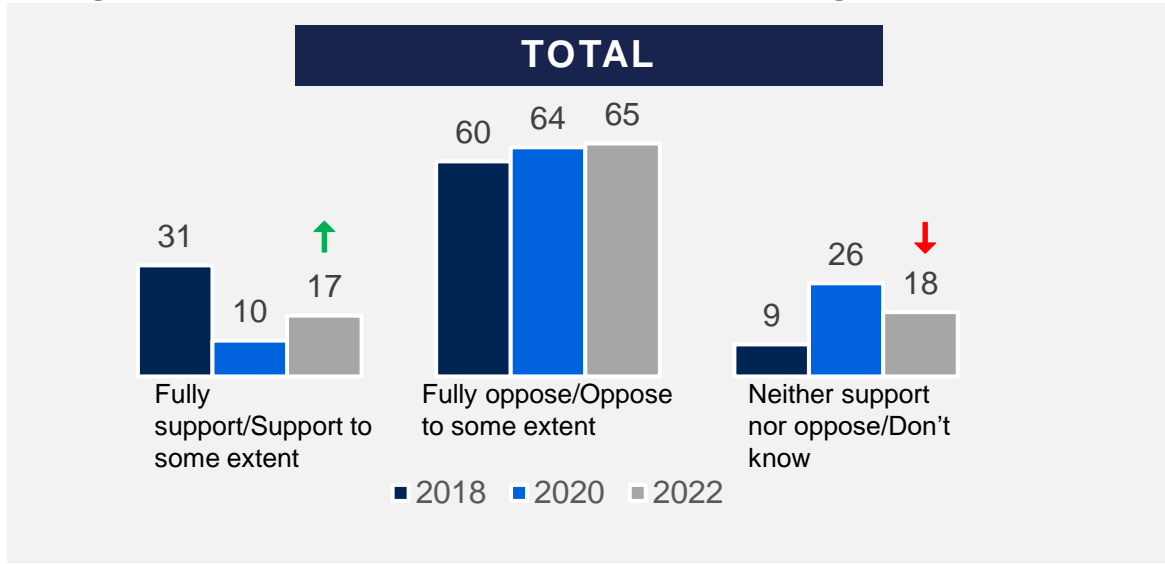
6

SUPPORT/OPPOSE CANNED LION HUNTING

Sample Size	2018	2020	2022
N	N/A	40,672,411	42,557,323
n	1,264	3,599	3,599

↑ ↓ Significantly higher/ lower than previous wave at a 95% confidence level

Huge opposition to canned lion hunting and other forms of hunting among the Indian community.

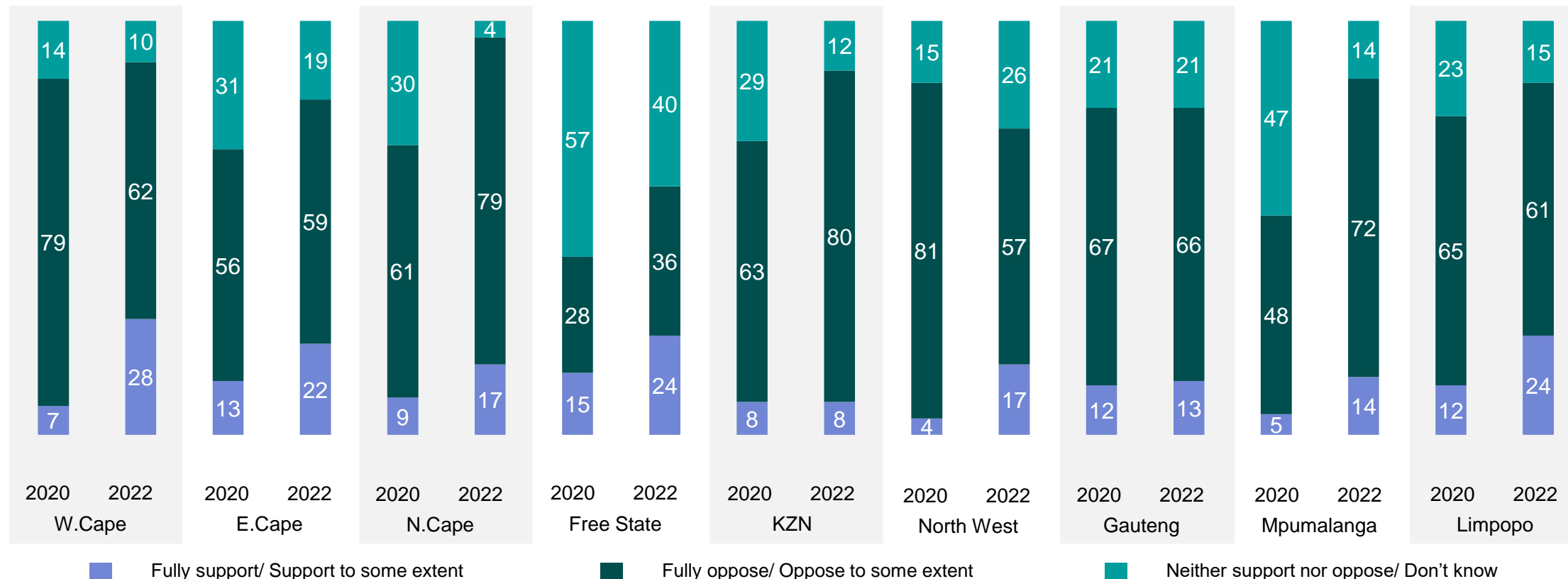


QA2. On a scale of 1 to 5, where 5 is fully support, 4 is support to some extent, 3 is neither support nor oppose, 2 is oppose to some extent and 1 is fully oppose, how strongly do you support or oppose canned lion hunting?

SUPPORT/OPPOSE CANNED LION HUNTING

Sample Size	2020	2022
N	40,672,411	42,557,323
n	3,599	3,599

PROVINCE



PERCEPTIONS OF EXPORT HUNTING QUOTAS

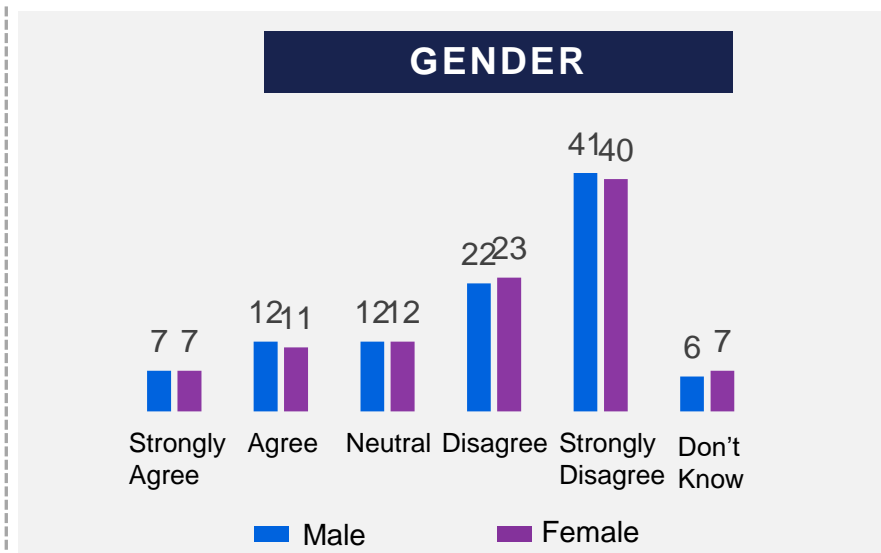
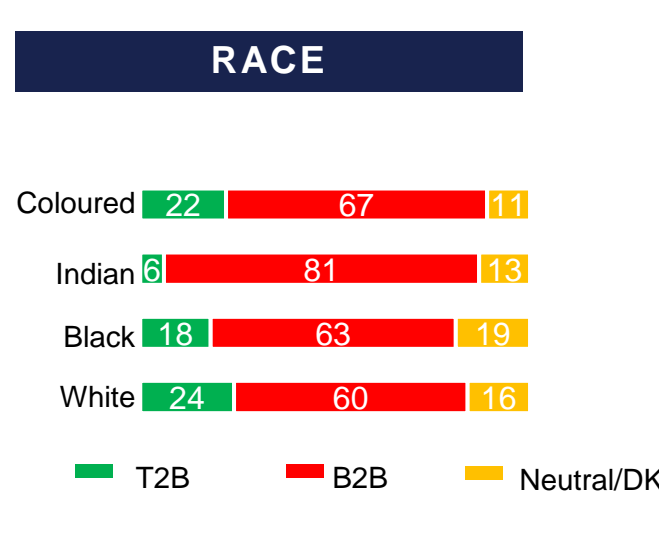
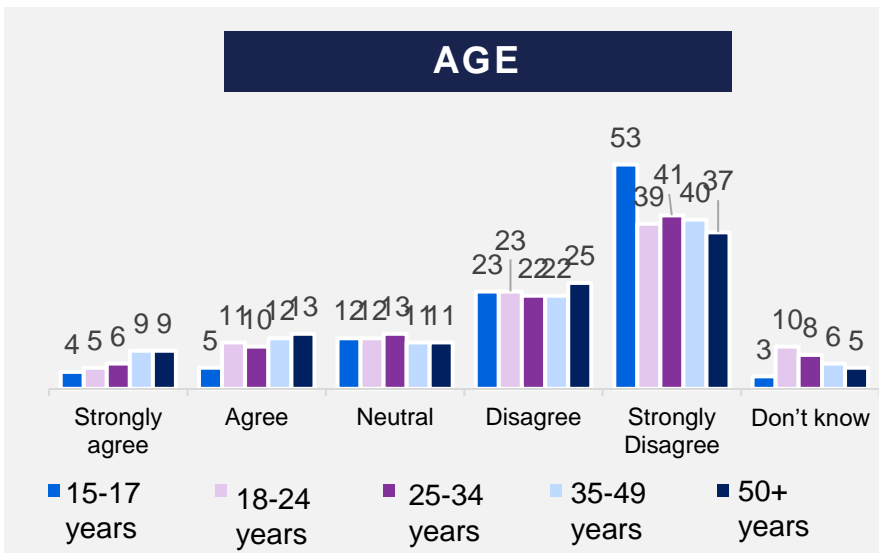
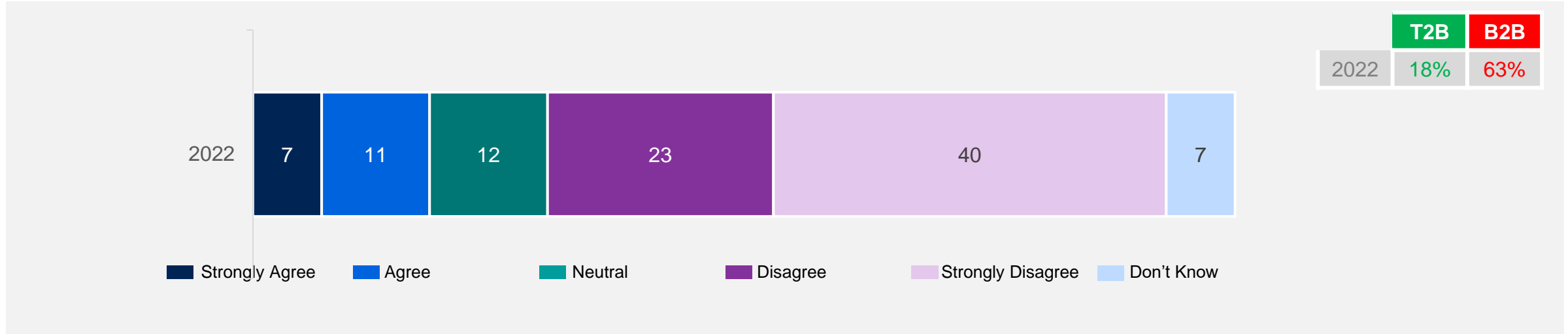
7

EXPORT HUNTING QUOTAS OF ELEPHANTS (1/2)



Sample Size	2022
N	42,557,323
n	3,599

Consistently higher opposition to hunting for all animals measured.

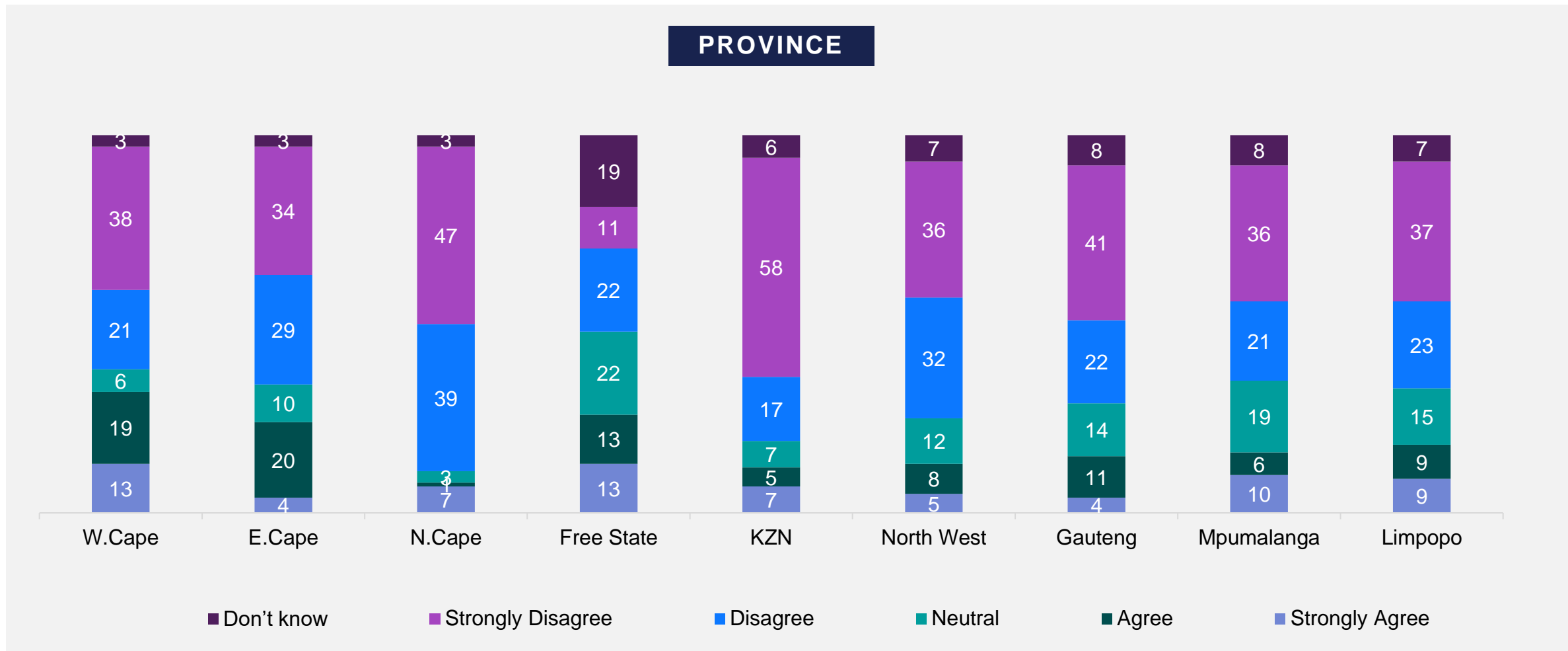


QA6. On a scale of 1 to 5, where 5 is strongly agree, 4 is agree, 3 is neutral, 2 is disagree and 1 is strongly disagree, how strongly do you agree or disagree with these export trophy hunting quotas

EXPORT HUNTING QUOTAS OF ELEPHANTS (2/2)



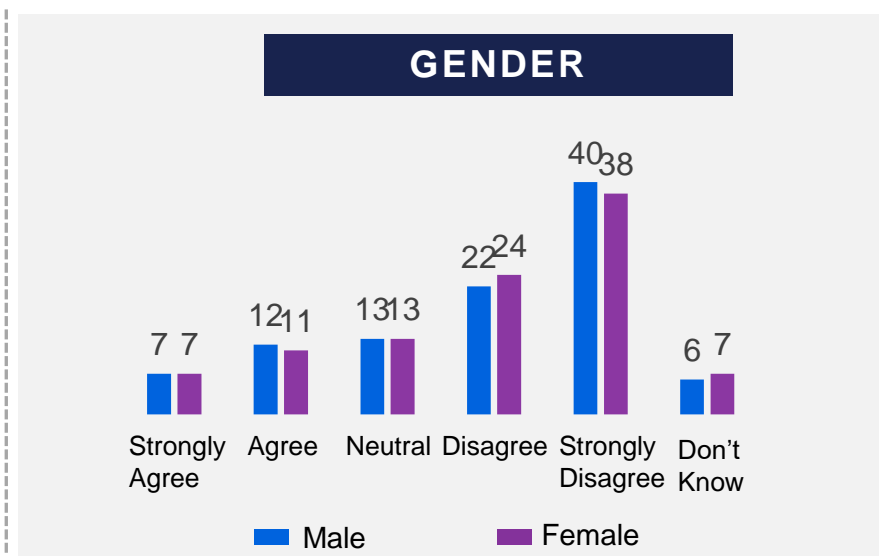
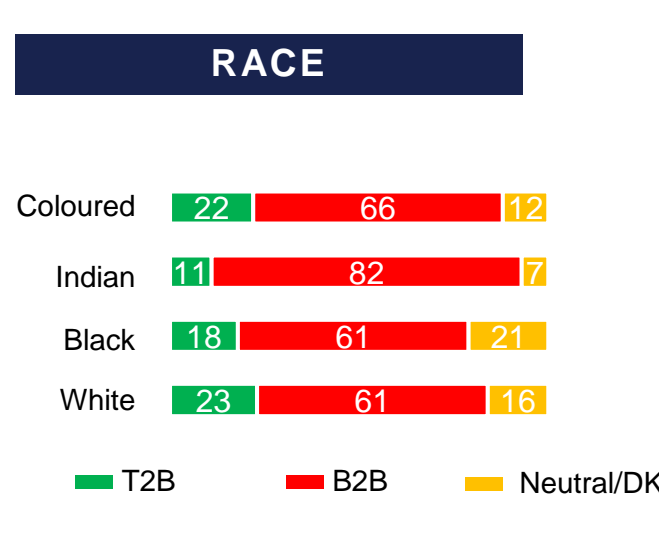
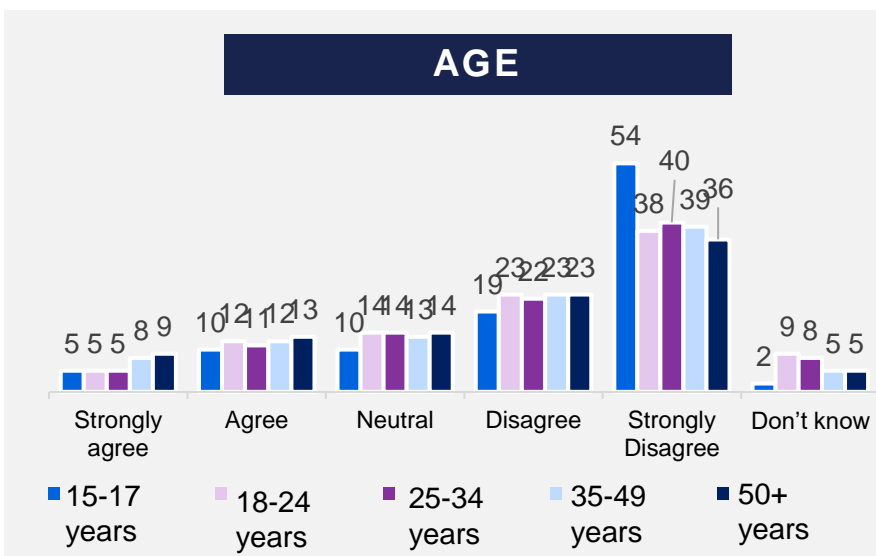
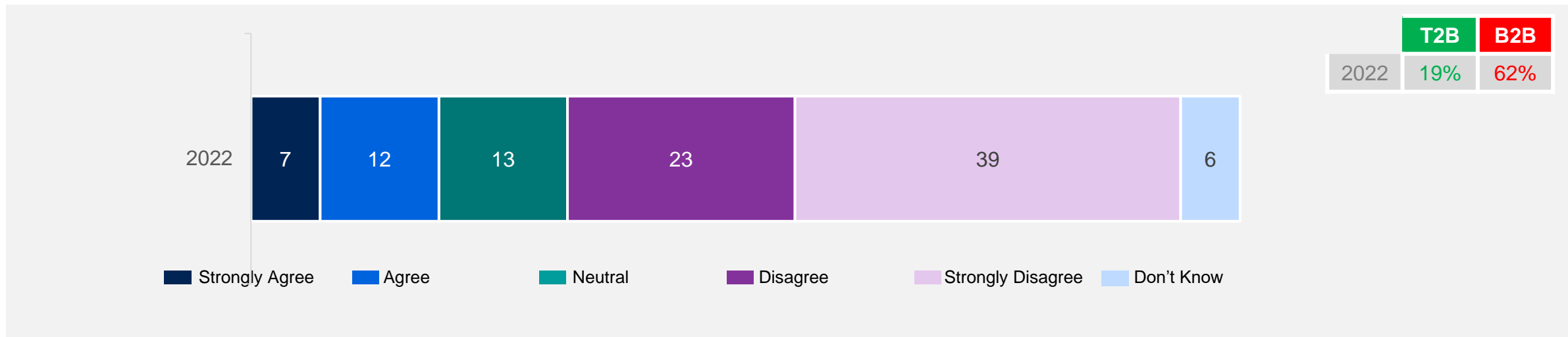
Sample Size	2022
N	42,557,323
n	3,599



EXPORT HUNTING QUOTAS OF BLACK RHINOS (1/2)

Sample Size	2022
N	42,557,323
n	3,599

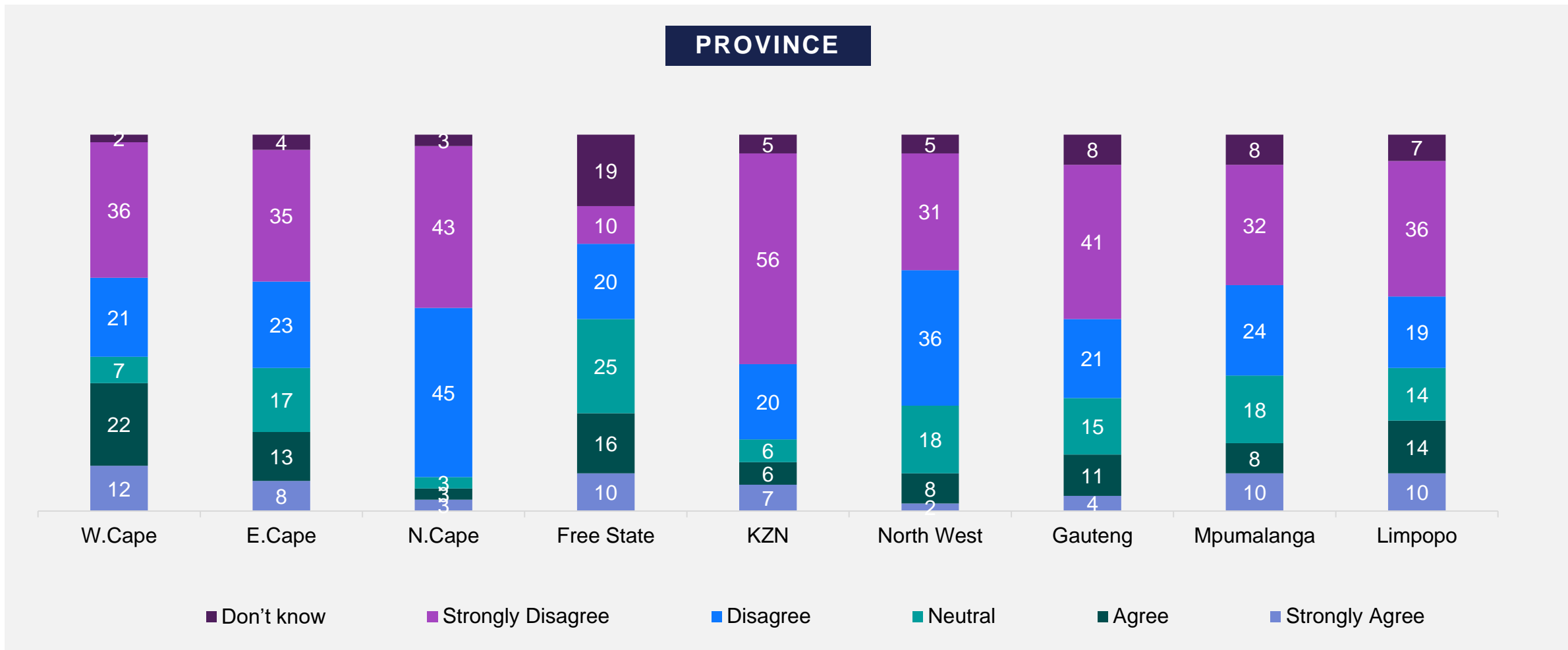
Consistently higher opposition to hunting for all animals measured.



EXPORT HUNTING QUOTAS OF BLACK RHINOS (2/2)



Sample Size	2022
N	42,557,323
n	3,599

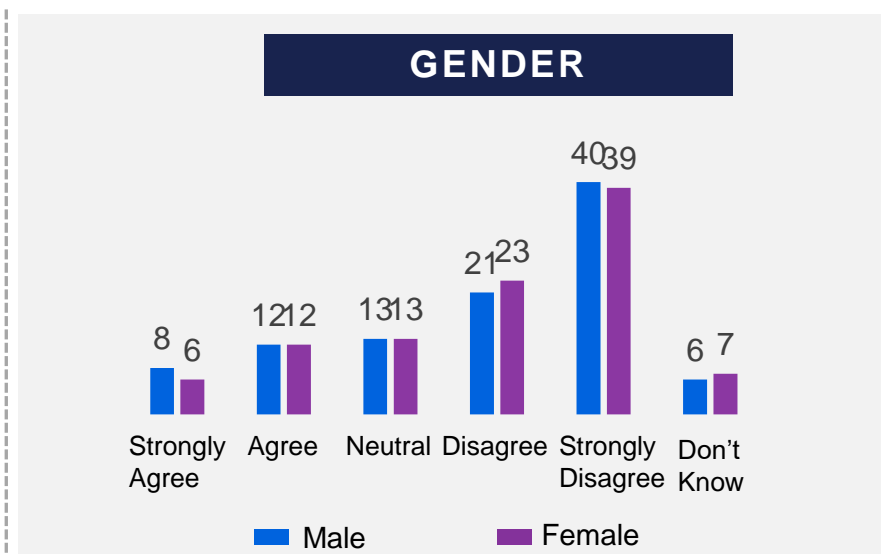
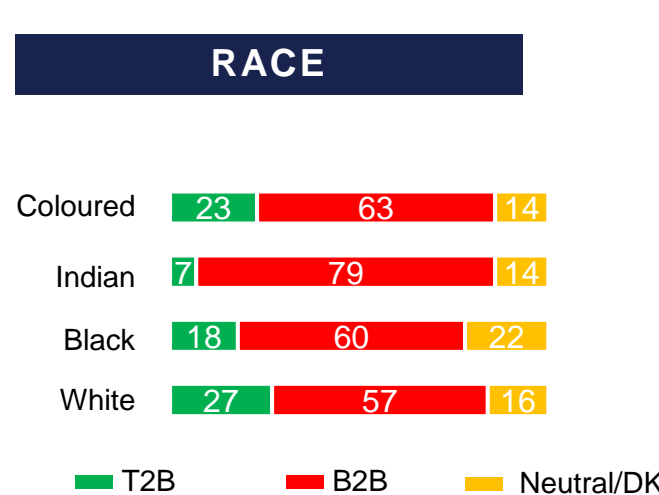
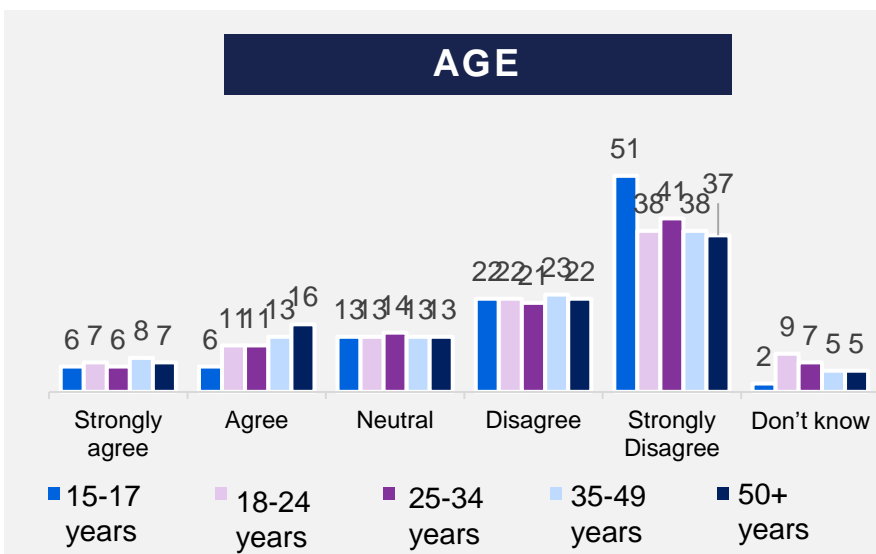
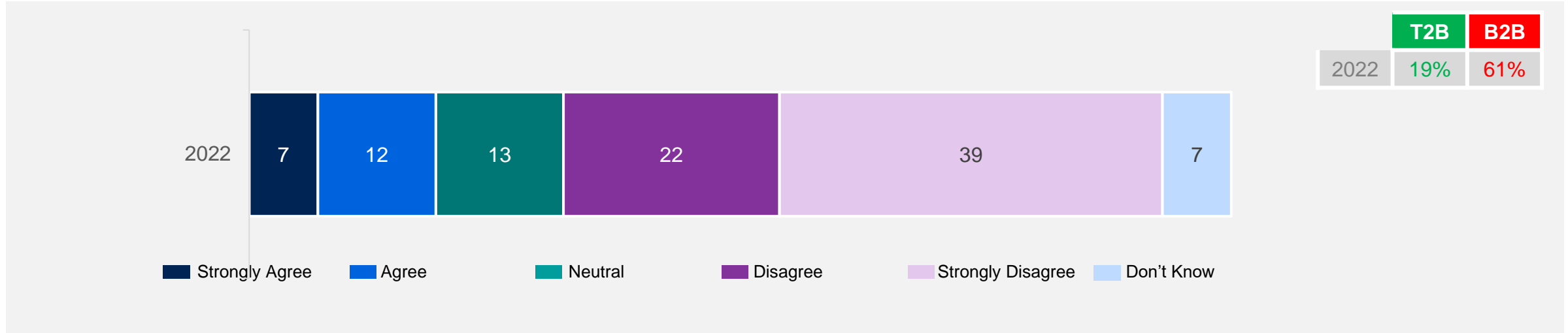


EXPORT HUNTING QUOTAS OF LEOPARDS (1/2)



Sample Size	2022
N	42,557,323
n	3,599

Consistently higher opposition to hunting for all animals measured.

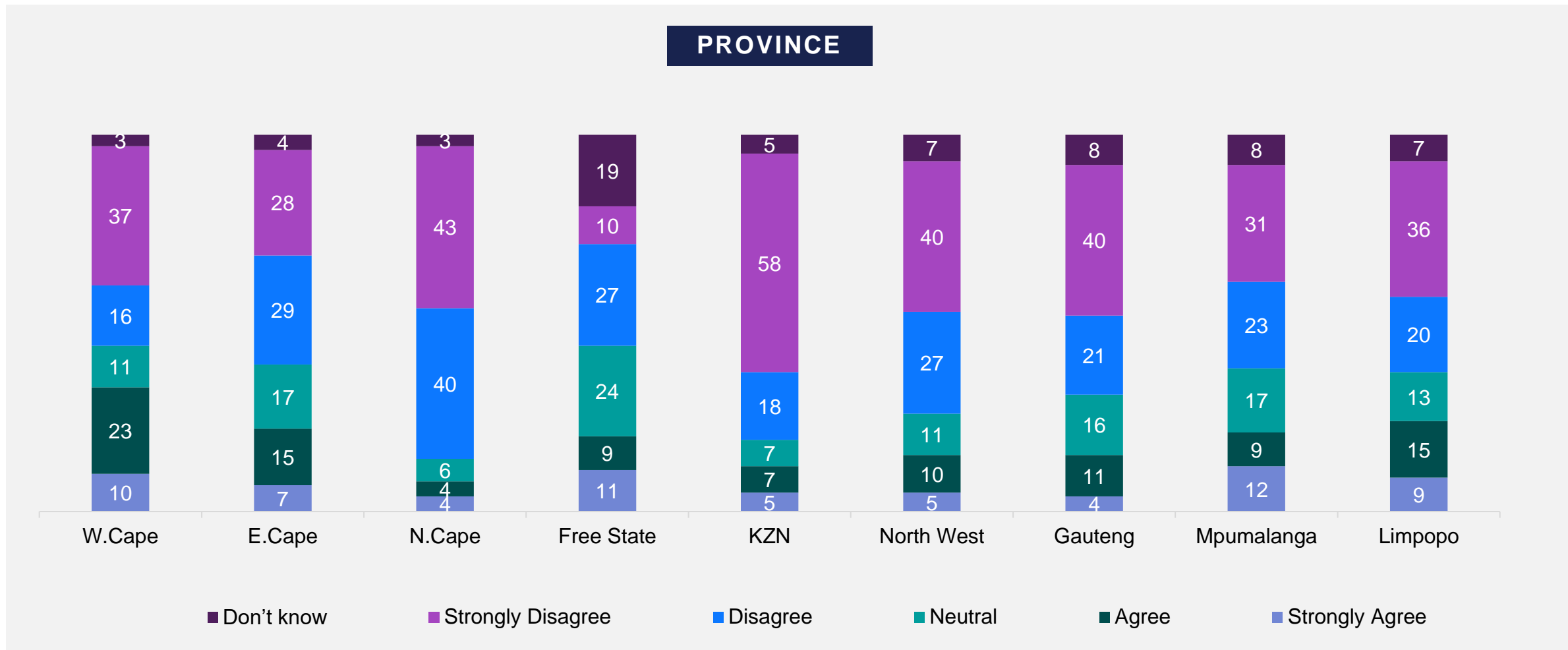


QA6. On a scale of 1 to 5, where 5 is strongly agree, 4 is agree, 3 is neutral, 2 is disagree and 1 is strongly disagree, how strongly do you agree or disagree with these export trophy hunting quotas?

EXPORT HUNTING QUOTAS OF LEOPARDS (2/2)



Sample Size	2022
N	42,557,323
n	3,599



CONCLUSIONS

8

CONCLUSIONS

Trophy hunting overall	<p>Opposition to trophy hunting continues to grow, with a 4 percentage point increase in opposition to trophy hunting overall, taking opposition levels (those who fully oppose or oppose to some extent) among the South African adult population to 68%.</p> <p>Opposition to trophy hunting is more marked among the youngest age group (15-17 year-olds), with a bottom two box) (B2B - fully oppose/oppose to some extent) score of 79%, compared to 68% of 25-34 year-olds. This trend is consistent across all results.</p>
Canned lion hunting overall	<p>Opposition to canned lion hunting increased slightly to 65%, indicating that the majority of South Africans remain firmly opposed to the practice. Whilst there was a significant increase in support of canned lion hunting over the past two years, the overall four-year trend remains strongly negative (down from 31% to 17%).</p>
Trophy hunting of elephant, rhino, leopard, lion and hippo	<p>Opposition levels to trophy hunting of these animals is fairly similar, with the greatest objection to the hunting of hippo (66% B2B). Opposition to trophy hunting of all these animals has increased significantly over the past two years.</p> <p>In terms of gender, males and females appear to be equally opposed to all forms of trophy hunting and canned lion hunting.</p>
Trophy hunting of giraffe	<p>Two-thirds of South Africans oppose the trophy hunting of giraffe (67%), compared to 60% in 2020.</p>
Trophy hunting of black rhino	<p>Although opposition to this type of hunting has increased, as has been the case for all other forms of trophy hunting, these results have recorded the smallest increase, moving from 59% in 2020 to 64% in 2022.</p>
Trophy hunting quotas	<p>Despite strong opposition to trophy hunting overall, opposition is marginally lower when it comes to the idea of export trophy hunting quotas.</p>