

YouGov / WSPA Survey Results

Sample Size: 3037 UK Adults

Fieldwork: 11th - 13th February 2014

July 2014																
	Voting intention				2010 Vote			Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	3037	X	X	X	X	884	715	617	1473	1564	361	771	1039	866	1731	1306
Unweighted Sample	3037	721	922	173	294	900	756	654	1386	1651	249	753	1189	846	2004	1033
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following issues will be important to you in deciding how you vote at the next election? Please tick all that apply.

The economy in general	67	77	68	74	62	72	67	75	71	64	55	62	71	74	70	63
Health	58	53	68	56	50	53	66	64	53	63	55	46	61	68	56	62
Immigration	57	70	48	28	89	74	49	46	55	59	41	48	58	71	53	62
Pensions	45	44	47	38	51	47	50	46	43	46	22	29	45	66	43	46
Welfare benefits	43	39	48	37	44	44	46	41	40	46	39	42	43	45	41	46
Unemployment	42	31	56	40	33	31	53	46	40	44	48	38	47	38	39	46
Schools and education	42	35	48	37	30	35	48	45	37	46	50	44	41	36	42	41
Crime	40	43	40	31	45	46	42	37	39	41	31	34	41	49	38	42
Europe	36	45	27	37	67	47	30	32	42	30	30	26	35	48	37	34
Housing	30	20	41	26	23	22	37	34	29	31	40	34	26	26	26	34
Transport in general	25	23	28	29	19	23	27	31	27	23	26	22	24	27	26	23
Defence	23	31	20	17	35	31	25	17	28	19	20	15	24	32	22	26
Animal welfare	14	10	14	16	11	10	13	15	10	18	20	13	15	12	11	17
Same-sex marriage	13	8	12	19	17	10	12	15	12	13	25	14	8	12	13	12
High Speed Two (HS2)	10	9	10	16	17	12	11	11	11	10	14	5	8	15	11	9
Other	3	2	3	6	1	2	2	5	3	3	3	4	3	2	4	2
None of these	4	2	3	0	0	2	3	2	4	5	7	8	3	2	3	6

YouGov / WSPA Survey Results

Sample Size: 3037 UK Adults
Fieldwork: 11th - 13th February 2014

July 2014

	Region												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	3037	152	301	273	209	277	282	377	414	260	149	258	85
Unweighted Sample	3037	133	303	251	185	235	279	503	382	257	189	270	50
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following issues will be important to you in deciding how you vote at the next election? Please tick all that apply.

The economy in general	67	74	62	67	65	61	67	61	70	68	71	78	77
Health	58	58	60	63	53	57	62	55	57	54	58	64	70
Immigration	57	52	53	64	56	64	59	56	62	59	48	51	48
Pensions	45	49	42	45	44	45	50	37	41	45	44	52	50
Welfare benefits	43	43	39	46	47	44	49	43	39	45	41	44	37
Unemployment	42	46	43	47	36	37	40	49	38	41	41	47	31
Schools and education	42	48	38	43	37	37	43	41	44	41	44	41	53
Crime	40	42	39	41	40	38	43	42	40	36	32	44	41
Europe	36	37	37	39	30	35	34	35	38	37	29	36	38
Housing	30	30	23	30	19	37	34	41	30	28	27	26	12
Transport in general	25	28	23	27	21	26	28	33	23	19	17	22	13
Defence	23	24	21	26	25	25	23	19	25	21	21	31	16
Animal welfare	14	16	11	17	11	20	14	12	14	11	18	10	21
Same-sex marriage	13	12	10	11	11	13	13	11	13	15	11	15	25
High Speed Two (HS2)	10	8	10	13	17	17	9	9	9	11	5	4	2
Other	3	2	2	2	3	2	3	5	4	2	4	3	3
None of these	4	5	6	5	7	5	3	4	6	3	2	2	2

Weighted Sample

Unweighted Sample

	Voting intention				2010 Vote			Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
3037	X	X	X	X	884	715	617	1473	1564	361	771	1039	866	1731	1306
3037	721	922	173	294	900	756	654	1386	1651	249	753	1189	846	2004	1033
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the previous question you said that the issue of animal welfare would be important to you in deciding how you vote at the next election.

Will you...

[Only asked to respondents who indicated that animal welfare would be an important issue to them in deciding how they would vote at the next general election; n=391]*

Be more likely to vote for a candidate/ party promoting animal welfare	87	83	85	93	95	86	86	83	87	87	92	85	84	89	86	87
Be less likely to vote for a candidate/ party promoting animal welfare	1	2	1	0	0	3	1	1	2	1	1	0	1	2	1	1
Don't know	12	15	14	7	5	11	13	16	11	13	7	15	15	8	12	12

For each of the following issues, please state whether you think they should be included on every political party's manifesto or do you think there are other important issues they should be focusing on?

General animal welfare protection

Should be on all parties/ candidates manifesto	44	35	51	48	36	35	47	47	39	48	56	47	44	35	42	46
There are other more important issues they should focus on	47	60	41	47	57	59	44	43	51	43	31	40	46	61	50	43
Don't know	10	5	9	6	6	6	10	9	10	10	13	14	10	5	8	11

Tackling wildlife crime

Should be on all parties/ candidates manifesto	43	35	49	42	41	35	46	46	40	46	50	43	44	39	41	46
There are other more important issues they should focus on	47	59	42	54	51	58	43	45	50	44	36	43	47	55	50	42
Don't know	10	6	9	4	8	8	11	9	10	11	14	14	9	6	9	12

Preventing factory farming

Should be on all parties/ candidates manifesto	45	38	50	37	45	38	47	48	38	52	52	41	44	47	42	48
There are other more important issues they should focus on	43	54	39	53	49	52	42	40	50	36	32	42	45	46	47	38
Don't know	12	8	11	11	7	10	11	11	12	12	16	16	12	7	10	14

Protection for marine animals

Should be on all parties/ candidates manifesto	46	37	53	45	44	37	50	51	44	48	54	46	46	43	45	47
There are other more important issues they should focus on	42	55	36	46	47	53	40	37	45	40	31	39	43	50	45	39
Don't know	12	7	11	8	9	10	10	11	11	12	16	16	12	7	10	14

Region													
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	
Weighted Sample	3037	152	301	273	209	277	282	377	414	260	149	258	85
Unweighted Sample	3037	133	303	251	185	235	279	503	382	257	189	270	50
	%	%	%	%	%	%	%	%	%	%	%	%	%

In the previous question you said that the issue of animal welfare would be important to you in deciding how you vote at the next election.

Will you...

[Only asked to respondents who indicated that animal welfare would be an important issue to them in deciding how they would vote at the next general election; n=391]*

Be more likely to vote for a candidate/ party promoting animal welfare	87	86	87	80	87	88	87	89	81	100	88	80	100
Be less likely to vote for a candidate/ party promoting animal welfare	1	0	0	0	4	0	0	5	0	0	0	5	0
Don't know	12	14	13	20	9	12	13	6	19	0	12	15	0

For each of the following issues, please state whether you think they should be included on every political party's manifesto or do you think there are other important issues they should be focusing on?

General animal welfare protection

Should be on all parties/ candidates manifesto	44	50	37	50	48	49	41	43	41	44	49	40	36
There are other more important issues they should focus on	47	43	50	41	44	42	50	45	49	48	44	50	59
Don't know	10	7	13	10	8	9	9	12	11	7	7	10	6

Tackling wildlife crime

Should be on all parties/ candidates manifesto	43	43	39	46	39	47	45	41	39	46	46	45	41
There are other more important issues they should focus on	47	46	48	43	53	40	47	47	50	49	44	43	52
Don't know	10	11	13	10	7	12	9	12	11	5	10	12	7

Preventing factory farming

Should be on all parties/ candidates manifesto	45	50	40	49	39	50	43	43	44	48	45	46	45
There are other more important issues they should focus on	43	40	45	39	53	39	42	43	43	43	46	41	46
Don't know	12	10	16	12	8	11	15	14	12	9	8	12	8

Protection for marine animals

Should be on all parties/ candidates manifesto	46	50	41	48	45	53	47	43	43	46	50	45	43
There are other more important issues they should focus on	42	39	46	40	44	36	39	42	44	46	42	43	50
Don't know	12	12	13	12	11	11	14	14	13	8	8	12	7

Weighted Sample

Unweighted Sample

	Voting intention				2010 Vote			Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
3037	X	X	X	X	884	715	617	1473	1564	361	771	1039	866	1731	1306
3037	721	922	173	294	900	756	654	1386	1651	249	753	1189	846	2004	1033
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, UK political party do you believe
has shown the most commitment to improving
animal welfare?

Green Party	18	14	23	21	11	12	20	24	20	16	25	18	19	13	20	15
Labour Party	4	1	11	1	2	1	11	3	5	3	3	5	4	3	3	5
Conservative Party	2	6	0	4	1	5	1	1	3	2	4	2	2	1	3	1
Liberal Democrats	2	1	1	9	0	1	1	2	2	1	1	3	1	1	2	1
Respect Party	1	0	1	1	1	0	0	1	1	0	3	0	0	0	0	1
Scottish National Party	1	0	0	0	0	0	1	0	1	0	2	0	1	1	1	1
Sinn Féin	1	0	0	3	0	0	1	0	0	1	1	1	1	1	0	1
United Kingdom Independence Party (UKIP)	1	0	1	1	4	1	0	1	1	1	1	1	0	1	0	1
Alliance Party of Northern Ireland	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Democratic Unionist Party	0	0	0	2	0	0	0	0	0	0	1	0	0	0	0	0
Plaid Cymru	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Social Democratic and Labour Party	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0
Ulster Unionist Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None, no political party has shown commitment to improving animal welfare	29	31	26	20	39	33	25	28	29	30	18	26	30	36	29	30
Don't know	42	46	36	36	42	47	38	40	37	46	38	43	41	43	40	44

Do you believe the UK Government is currently
doing all it reasonably can to tackle wildlife
crime in the UK or should it be doing more?

The UK Government are doing all they reasonably can to tackle wildlife crime in the UK	15	27	12	18	16	25	12	13	17	14	13	12	12	23	16	14
The government could be doing more to tackle wildlife crime in the UK	49	36	58	57	50	38	55	54	50	47	59	48	49	44	48	49
Don't know	36	37	30	25	34	38	33	34	33	39	27	40	39	33	36	37

Fieldwork: 11th - 13th February 2014

		Region												
		Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	3037	152	301	273	209	277	282	377	414	260	149	258	85	
Unweighted Sample	3037	133	303	251	185	235	279	503	382	257	189	270	50	
		%	%	%	%	%	%	%	%	%	%	%	%	

Which, if any, UK political party do you believe has shown the most commitment to improving animal welfare?

Green Party	18	15	18	16	22	13	20	21	18	20	17	16	5
Labour Party	4	6	4	7	4	6	1	6	2	2	3	4	0
Conservative Party	2	1	2	1	5	3	2	4	2	1	2	1	0
Liberal Democrats	2	1	2	1	1	1	2	2	2	1	1	1	2
Respect Party	1	0	0	0	3	1	0	2	0	1	0	0	0
Scottish National Party	1	0	0	0	0	0	0	0	0	0	0	6	5
Sinn Féin	1	1	0	0	0	2	0	0	0	0	0	0	13
United Kingdom Independence Party (UKIP)	1	0	0	0	1	0	1	1	2	0	1	0	0
Alliance Party of Northern Ireland	0	0	0	0	0	0	1	0	0	0	0	0	0
Democratic Unionist Party	0	0	0	0	0	0	1	1	0	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	2	0	0
Social Democratic and Labour Party	0	0	0	0	0	0	1	1	0	0	0	0	0
Ulster Unionist Party	0	0	0	0	0	0	0	0	0	0	0	0	0
None, no political party has shown commitment to improving animal welfare	29	33	28	32	22	39	24	22	33	27	32	31	30
Don't know	42	41	45	42	42	35	47	39	39	47	42	40	45

Do you believe the UK Government is currently doing all it reasonably can to tackle wildlife crime in the UK or should it be doing more?

The UK Government are doing all they reasonably can to tackle wildlife crime in the UK	15	17	16	17	24	10	17	15	18	12	10	13	4
The government could be doing more to tackle wildlife crime in the UK	49	50	41	57	42	56	48	44	45	47	56	55	50
Don't know	36	34	43	26	34	34	35	40	37	41	33	32	46

Weighted Sample

Unweighted Sample

	Voting intention				2010 Vote			Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
3037	X	X	X	X	884	715	617	1473	1564	361	771	1039	866	1731	1306
3037	721	922	173	294	900	756	654	1386	1651	249	753	1189	846	2004	1033
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The UK's single national wildlife crime enforcement body, the National Wildlife Crime Unit (NWCU) recently had its funding renewed until 2016.

Which of the following statements most closely represents your view?

I do not believe the National Wildlife Crime Unit should be funded at all	7	10	5	5	11	10	5	6	8	6	5	6	6	11	7	7
I believe the National Wildlife Crime Unit should be funded on a short term basis (1-2 years)	14	18	14	18	16	19	16	8	14	14	14	14	14	15	16	12
I believe the National Wildlife Crime Unit should be funded on a medium term basis or that of a UK Government's term (20	25	19	24	22	22	17	23	21	19	26	21	18	20	20	20
I believe the National Wildlife Crime Unit should be funded on a long term basis (5+ years)	34	26	41	38	33	27	40	41	33	35	31	31	39	33	34	34
Don't know	24	21	22	14	18	22	23	22	23	25	24	29	24	22	22	27

Which of the following wildlife issues concern you the most?

General/other wild animal cruelty	14	13	14	8	17	15	13	15	13	15	14	12	14	15	13	15
Collection and selling of endangered species and their parts	13	15	14	14	16	14	13	14	13	12	7	10	12	18	13	13
Protecting rare species and their habitats	13	15	12	20	11	10	13	17	15	12	16	14	15	9	14	11
Hunting with dogs	8	4	16	6	7	5	14	9	8	9	4	6	11	9	8	9
Poaching	4	5	3	2	5	4	3	4	5	4	10	3	3	4	5	4
Baiting	4	3	3	4	7	4	4	3	4	4	3	4	4	4	4	4
Import of wildlife into UK	3	3	3	5	4	2	4	2	2	3	2	3	3	3	3	2
Shooting animals	3	3	2	3	3	3	2	3	3	4	6	3	2	5	3	4
Culling	3	2	3	4	2	2	3	4	3	4	5	3	4	3	4	3
Use of wild animals in performances	3	4	3	3	3	4	3	2	2	4	4	3	3	3	3	4
Exotic animals as pets	3	6	2	1	4	5	2	2	2	4	4	2	2	6	3	3
Snaring	2	2	2	4	2	2	3	2	2	2	0	2	2	3	2	2
Pest control	2	3	2	2	4	3	2	2	2	3	3	3	2	2	3	2
Marine animal's protection	2	2	2	7	1	2	2	3	3	2	4	2	2	2	3	1
Export of UK wildlife	1	0	1	2	1	1	1	0	0	1	0	1	1	0	1	1
Farming of wild animals	1	1	1	0	1	1	1	0	1	1	1	1	1	0	0	1
Zoos/wildlife parks	1	2	1	1	1	1	1	1	1	1	0	1	2	1	1	1
Something else	1	1	1	3	1	1	1	1	1	1	0	2	0	1	1	1
None, no wildlife issue concerns me	9	10	7	6	9	12	7	7	11	7	4	11	9	9	9	9
Don't know	9	6	9	6	5	9	10	8	10	9	11	13	9	4	8	11

		Region											
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	3037	152	301	273	209	277	282	377	414	260	149	258	85
Unweighted Sample	3037	133	303	251	185	235	279	503	382	257	189	270	50
	%	%	%	%	%	%	%	%	%	%	%	%	%

The UK's single national wildlife crime enforcement body, the National Wildlife Crime Unit (NWCU) recently had its funding renewed until 2016.

Which of the following statements most closely represents your view?

I do not believe the National Wildlife Crime Unit should be funded at all	7	4	8	6	7	4	11	6	8	9	6	7	7
I believe the National Wildlife Crime Unit should be funded on a short term basis (1-2 years)	14	20	15	15	23	15	10	13	16	9	14	11	16
I believe the National Wildlife Crime Unit should be funded on a medium term basis or that of a UK Government's term (20	24	15	23	14	20	22	24	22	19	20	20	4
I believe the National Wildlife Crime Unit should be funded on a long term basis (5+ years)	34	28	35	35	30	34	36	31	29	37	40	40	48
Don't know	24	25	27	21	26	27	20	26	25	26	20	21	25

Which of the following wildlife issues concern you the most?

General/other wild animal cruelty	14	17	13	23	15	12	12	11	11	14	17	17	7
Collection and selling of endangered species and their parts	13	10	12	16	11	13	11	15	13	17	9	13	4
Protecting rare species and their habitats	13	11	13	13	14	13	13	17	13	10	13	13	16
Hunting with dogs	8	15	9	7	13	9	9	8	5	5	10	8	7
Poaching	4	2	3	2	4	6	3	3	8	8	2	4	0
Baiting	4	3	2	3	5	4	3	2	4	4	8	3	18
Import of wildlife into UK	3	5	3	2	0	5	2	2	3	1	1	3	1
Shooting animals	3	1	4	4	1	3	5	4	3	4	4	1	12
Culling	3	5	3	5	4	2	4	2	3	4	3	6	0
Use of wild animals in performances	3	5	3	1	4	5	2	2	5	1	4	4	3
Exotic animals as pets	3	5	4	1	3	3	4	3	4	3	2	3	1
Snaring	2	3	3	1	1	3	1	0	3	1	3	5	0
Pest control	2	1	1	1	3	2	2	6	3	3	3	1	3
Marine animal's protection	2	0	2	3	5	1	1	1	3	2	1	3	2
Export of UK wildlife	1	0	0	2	1	0	1	0	0	1	0	0	1
Farming of wild animals	1	0	0	0	0	0	0	1	2	1	2	1	0
Zoos/wildlife parks	1	0	1	1	0	2	1	1	0	1	1	1	3
Something else	1	0	2	1	0	1	2	1	0	1	1	1	0
None, no wildlife issue concerns me	9	6	10	7	10	7	13	8	10	10	7	7	11
Don't know	9	10	11	6	5	9	11	13	6	10	10	8	11

Fieldwork: 11th - 13th February 2014

July 2014																
	Voting intention				2010 Vote			Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	3037	X	X	X	X	884	715	617	1473	1564	361	771	1039	866	1731	1306
Unweighted Sample	3037	721	922	173	294	900	756	654	1386	1651	249	753	1189	846	2004	1033
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following do you care about more?

Animal conservation (preserving species, populations and habitats)	33	36	31	47	36	32	29	39	40	26	34	32	35	31	35	30
Animal welfare (protecting individual animal from ill-treatment or suffering)	48	46	53	42	50	47	53	47	39	56	48	43	47	54	48	48
Neither	9	10	8	6	8	12	10	6	11	8	4	13	10	8	9	10
Don't know	10	7	8	6	7	9	8	8	9	10	13	12	9	7	8	12

Currently, the police national crime database records crimes that are serious enough to punish with a jail sentence and some other crimes set out in law.

For example, failing to provide a breath test or stealing a bicycle are recordable offences but careless driving and driving without insurance are not.

Currently, not all wildlife crimes are considered recordable offences.

Do you think that ALL wildlife crime offences should or should not be made 'recordable offences'?

Should be made 'recordable offences'	73	73	76	62	79	71	78	75	71	74	68	71	76	73	72	74
Should not be made 'recordable offences'	9	11	8	13	10	11	8	9	11	8	11	10	8	10	11	8
Don't know	18	16	16	25	11	18	15	17	18	18	21	19	16	17	17	18

Weighted Sample

Unweighted Sample

	Region											
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
3037	152	301	273	209	277	282	377	414	260	149	258	85
3037	133	303	251	185	235	279	503	382	257	189	270	50
%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following do you care about more?

Animal conservation (preserving species, populations and habitats)	33	38	29	36	33	30	36	36	31	30	35	30	37
Animal welfare (protecting individual animal from ill-treatment or suffering)	48	42	48	48	53	53	42	44	48	51	51	54	41
Neither	9	7	9	9	7	8	10	10	11	10	6	7	19
Don't know	10	13	14	7	8	10	11	10	9	9	8	9	3

Currently, the police national crime database records crimes that are serious enough to punish with a jail sentence and some other crimes set out in law.

For example, failing to provide a breath test or stealing a bicycle are recordable offences but careless driving and driving without insurance are not.

Currently, not all wildlife crimes are considered recordable offences.

Do you think that ALL wildlife crime offences should or should not be made 'recordable offences'?

Should be made 'recordable offences'	73	74	69	74	69	77	75	66	72	75	81	75	74
Should not be made 'recordable offences'	9	7	8	8	12	7	9	12	11	11	6	10	6
Don't know	18	19	23	18	19	16	15	22	17	14	14	15	20

Weighted Sample

Unweighted Sample

	Voting intention				2010 Vote			Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
3037	X	X	X	X	884	715	617	1473	1564	361	771	1039	866	1731	1306
3037	721	922	173	294	900	756	654	1386	1651	249	753	1189	846	2004	1033
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Before taking this survey, did you know that all police forces in the UK are encouraged to have an officer specifically responsible for dealing with wildlife crime (called Wildlife Crime Officers), that the UK has its own National Wildlife Crime Unit (NWCU) and that there are other specialist units, for instance Border Force at UK airports which deal with the import and export of animals amongst other things? (Please tick all that apply)

Yes I knew about the Border Force dealing with animal imports and exports	29	29	28	37	33	30	29	32	27	30	30	20	27	38	29	28
Yes I knew about the National Wildlife Crime Unit	10	9	11	16	10	10	12	10	11	8	7	8	10	12	10	10
No, I did not know about any of these	61	61	61	44	54	58	60	56	59	62	61	70	62	51	60	61
Yes, I knew about local Wildlife Crime Officers	14	16	13	15	20	16	13	17	17	11	9	10	14	19	14	13

Before taking this survey, which, if any, of the following types of wildlife crime that occur in the UK were you aware of? (Please tick all that apply)

Wildlife crime affecting native species (e.g. swans, deer etc.)	58	61	60	62	66	61	61	64	57	59	54	50	60	66	59	58
Wildlife crime affecting exotic species (e.g. elephants, tigers etc.)	46	50	47	59	45	47	48	50	46	46	51	40	46	50	50	42
Neither of these	17	16	16	12	17	17	15	16	17	18	15	19	17	17	18	17
Don't know	13	9	14	6	7	10	13	10	14	12	15	18	12	7	10	16

Which ONE, if any, of the following would you contact FIRST if you witnessed wildlife crime?

Local police force	45	52	44	45	50	50	46	44	53	36	34	41	46	51	46	43
Animal charity (e.g. RSPCA, RSPB etc.)	37	33	40	36	38	33	40	42	29	45	39	35	40	35	38	37
National Wildlife Crime Unit	4	4	4	5	3	4	3	3	3	4	5	4	4	3	4	4
Local council	2	2	1	0	1	2	1	0	2	2	4	2	1	1	2	2
Police and Crime Commissioner	1	1	1	8	1	1	2	1	1	1	4	2	1	1	2	1
Political representative (e.g. councillor, MP)	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I would not contact anyone	2	2	1	1	1	2	1	1	2	1	1	2	2	1	1	2
Don't know	9	6	8	6	5	8	7	8	8	10	13	13	7	8	8	12

July 2014

	Region												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	3037	152	301	273	209	277	282	377	414	260	149	258	85
Unweighted Sample	3037	133	303	251	185	235	279	503	382	257	189	270	50
	%	%	%	%	%	%	%	%	%	%	%	%	%

Before taking this survey, did you know that all police forces in the UK are encouraged to have an officer specifically responsible for dealing with wildlife crime (called Wildlife Crime Officers), that the UK has its own National Wildlife Crime Unit (NWCU) and that there are other specialist units, for instance Border Force at UK airports which deal with the import and export of animals amongst other things? (Please tick all that apply)

Yes I knew about the Border Force dealing with animal imports and exports	29	26	27	27	28	31	29	31	27	31	29	31	15
Yes I knew about the National Wildlife Crime Unit	10	10	10	7	15	10	13	7	7	8	9	12	7
No, I did not know about any of these	61	56	62	62	58	59	62	62	64	60	60	51	81
Yes, I knew about local Wildlife Crime Officers	14	21	14	14	18	12	10	10	13	13	15	23	4

Before taking this survey, which, if any, of the following types of wildlife crime that occur in the UK were you aware of? (Please tick all that apply)

Wildlife crime affecting native species (e.g. swans, deer etc.)	58	13	16	12	12	13	11	13	12	10	14	9	28
Wildlife crime affecting exotic species (e.g. elephants, tigers etc.)	46	64	56	62	57	64	59	56	54	58	57	67	39
Neither of these	17	44	40	48	52	50	54	49	43	42	46	47	28
Don't know	13	18	16	15	15	15	15	18	19	23	18	15	25

Which ONE, if any, of the following would you contact FIRST if you witnessed wildlife crime?

Local police force	45	54	47	49	36	42	41	36	44	46	39	52	61
Animal charity (e.g. RSPCA, RSPB etc.)	37	34	34	35	40	40	37	39	39	38	43	35	24
National Wildlife Crime Unit	4	1	2	4	6	3	5	5	5	4	5	1	5
Local council	2	0	3	2	4	0	0	3	2	2	2	1	3
Police and Crime Commissioner	1	3	1	1	4	2	1	2	0	0	0	2	1
Political representative (e.g. councillor, MP)	0	0	0	0	1	0	2	0	0	0	1	0	0
Other	0	0	0	0	0	1	0	0	1	1	0	0	0
I would not contact anyone	2	1	1	1	1	1	2	3	2	3	2	1	0
Don't know	9	7	12	9	9	11	11	13	7	5	8	9	6