

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 1

Q1. The next few questions are about Asian elephants, in particular the role that they play in tourism in India and South East Asia. A large proportion of Asian elephants are taken from the wild for the live elephant trade and tourism industry, for example in trekking, in festivals and at temples. These are mostly young elephants. Their capture often involves the killing of the mother and other herd members that try to protect their young and can sometimes result in the death of the young elephant. To what extent would you support or oppose the taking of elephants from the wild for use in the tourist industry?

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East		South West	Public	Pri-vate	
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203	
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216	
NET: Support	199	109	90	25	35	33	37	25	45	62	54	43	40	17	10	29	8	17	11	8	22	38	30	8	42	79	41	
	10%	11%	9%	11%	10%	10%	10%	8%	9%	11%	9%	10%	8%	9%	11%	12%	4%	9%	7%	8%	11%	14%	11%	4%	12%	9%	19%	
Strongly support	(+2)	113	58	55	11	17	15	15	21	34	39	30	25	18	12	6	14	4	7	7	3	12	24	18	4	27	38	21
		5%	6%	5%	5%	5%	4%	4%	7%	7%	7%	5%	6%	3%	7%	7%	6%	2%	4%	5%	3%	6%	9%	6%	2%	8%	4%	10%
Slightly support	(+1)	86	51	35	14	18	18	21	4	11	23	24	18	22	5	3	15	4	11	4	5	10	14	12	4	15	41	19
		4%	5%	3%	6%	5%	5%	6%	1%	2%	4%	4%	4%	4%	3%	4%	6%	2%	6%	3%	5%	5%	5%	4%	2%	4%	5%	9%
Neither support nor oppose	(0)	196	114	81	35	41	43	24	25	27	56	45	45	49	16	9	19	22	17	16	8	17	32	28	11	40	93	33
		9%	11%	8%	15%	11%	13%	7%	8%	6%	10%	8%	11%	10%	9%	11%	8%	13%	9%	10%	7%	8%	12%	10%	6%	11%	11%	15%
Slightly oppose	(-1)	204	116	88	35	51	30	35	19	33	62	66	40	36	17	6	29	21	20	21	8	14	31	24	13	42	106	26
		10%	11%	8%	15%	14%	9%	10%	6%	7%	11%	11%	9%	7%	9%	7%	12%	12%	11%	14%	7%	7%	11%	8%	7%	12%	13%	12%
Strongly oppose	(-2)	1467	669	798	136	228	226	271	235	370	372	411	297	387	131	62	160	123	131	106	80	146	173	205	149	229	559	116
		71%	66%	75%	59%	64%	68%	74%	77%	78%	67%	71%	70%	76%	72%	71%	67%	71%	71%	69%	77%	74%	63%	72%	82%	65%	67%	54%
NET: Oppose		1670	785	886	171	279	256	306	254	404	435	476	337	423	148	67	190	144	151	128	87	159	204	229	163	271	665	143
		81%	78%	84%	74%	79%	77%	83%	84%	85%	79%	83%	79%	83%	82%	78%	80%	83%	81%	82%	85%	80%	74%	80%	89%	77%	79%	66%
Mean		-1.37	-1.28	-1.46	-1.18	-1.28	-1.31	-1.43	-1.46	-1.46	-1.28	-1.40	-1.33	-1.47	-1.38	-1.30	-1.29	-1.47	-1.39	-1.39	-1.51	-1.37	-1.14	-1.35	-1.65	-1.22	-1.32	-0.91
Standard deviation		1.15	1.19	1.11	1.17	1.15	1.16	1.11	1.15	1.17	1.23	1.13	1.19	1.06	1.17	1.25	1.20	0.96	1.10	1.08	1.04	1.20	1.32	1.20	0.87	1.26	1.13	1.39
Standard error		0.03	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.05	0.05	0.07	0.05	0.09	0.14	0.08	0.07	0.08	0.08	0.10	0.08	0.08	0.07	0.07	0.07	0.04	0.10

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Table 2

Q2. Elephants used in tourism and temples are trained into obedience from a young age using a process called 'pajan'. This involves isolation from other elephants, deprivation of food, water and sleep, and beating with rods, chains or bullhooks, which can result in death. Critics say that the 'pajan' is a cruel process that is used to break the spirit of young elephants and should be banned. Supporters say that the 'pajan' is a necessary process allowing tourists to experience riding elephants and allowing elephants to be kept in temples and used for festivals and other entertainment. To what extent would you say you believe the process of 'pajan' is justified or unjustified in training elephants for use in the tourist industry and in temples?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London		South East	South West	Public	Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Justified	105	72	33	17	30	26	22	4	6	43	26	23	13	9	9	12	5	11	2	4	2	34	12	4	25	60	39
	5%	7%	3%	7%	8%	8%	6%	1%	1%	8%	5%	5%	3%	5%	10%	5%	3%	6%	1%	4%	1%	12%	4%	2%	7%	7%	18%
Completely justified	(4)	28	12	16	7	12	5	4	1	9	9	6	3	2	4	2	1	4	1	-	-	8	7	-	5	15	12
	1%	1%	2%	3%	3%	2%	1%	*	-	2%	2%	2%	1%	1%	4%	1%	1%	2%	*	-	-	3%	2%	-	1%	2%	5%
Somewhat justified	(3)	77	61	17	10	18	21	19	4	34	17	17	10	7	5	10	4	7	2	4	2	26	5	4	20	45	27
	4%	6%	2%	4%	5%	6%	5%	1%	1%	6%	3%	4%	2%	4%	6%	4%	2%	4%	1%	4%	1%	10%	2%	2%	6%	5%	13%
Somewhat unjustified	(2)	217	128	90	35	46	42	31	16	73	56	46	42	13	3	27	16	20	24	6	21	45	31	11	36	104	38
	11%	13%	8%	15%	13%	13%	8%	5%	10%	13%	10%	11%	8%	7%	4%	11%	9%	11%	15%	6%	11%	16%	11%	6%	10%	12%	18%
Completely unjustified	(1)	1628	745	883	159	248	237	303	269	412	463	328	426	150	73	192	138	144	120	87	162	187	226	151	268	620	128
	79%	74%	84%	69%	70%	71%	82%	88%	87%	74%	80%	77%	83%	82%	84%	81%	79%	78%	77%	84%	82%	68%	79%	83%	76%	74%	59%
NET: Unjustified	1846	873	973	195	293	279	334	284	460	485	519	374	468	163	76	219	154	165	143	93	184	232	256	162	304	724	166
	89%	87%	92%	84%	83%	84%	91%	94%	97%	88%	90%	88%	91%	90%	88%	92%	89%	89%	93%	90%	93%	84%	89%	89%	86%	87%	77%
Don't know	114	63	51	20	31	27	11	15	9	25	30	28	30	10	2	6	15	10	9	6	13	9	19	15	25	52	11
	6%	6%	5%	9%	9%	8%	3%	5%	2%	5%	5%	7%	6%	5%	2%	3%	8%	5%	6%	6%	6%	3%	7%	9%	7%	6%	5%
Mean	1.23	1.30	1.17	1.36	1.36	1.33	1.22	1.09	1.13	1.32	1.22	1.25	1.15	1.20	1.29	1.23	1.17	1.26	1.20	1.16	1.13	1.45	1.23	1.11	1.27	1.31	1.62
Standard deviation	0.59	0.64	0.52	0.72	0.75	0.68	0.58	0.34	0.37	0.67	0.58	0.61	0.46	0.56	0.78	0.57	0.48	0.64	0.46	0.48	0.37	0.79	0.61	0.38	0.64	0.67	0.92
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.02	0.02	0.03	0.02	0.03	0.02	0.04	0.09	0.04	0.04	0.05	0.04	0.05	0.03	0.05	0.04	0.03	0.04	0.02	0.07

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Table 3

Q3. Many elephants are taken from the wild for use at temples, in religious ceremonies and in festivals. Critics say that keeping elephants in temples is cruel as it subjects them to solitary confinement, malnourishment and abuse, and to repeated use in festival parades carrying excessive weights on their backs. Supporters say that the use of elephants in temples and festivals is a traditional part of religious ceremony and contributes towards the economy. To what extent would you say you believe the use of elephants in temples is justified or unjustified?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West		Public	Private	
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203	
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216	
NET: Justified	124	76	48	19	44	24	17	8	12	52	35	20	16	13	6	12	9	14	11	3	3	33	13	6	27	68	39	
	6%	8%	5%	8%	12%	7%	5%	3%	3%	9%	6%	5%	3%	7%	7%	5%	5%	8%	7%	3%	2%	12%	4%	3%	8%	8%	18%	
Completely justified	(4)	18	11	7	4	8	3	1	1	-	6	4	6	2	-	1	1	3	1	-	-	5	4	-	5	9	6	
		1%	1%	1%	2%	2%	1%	*	*	-	1%	1%	1%	*	-	1%	1%	2%	1%	-	-	2%	1%	-	1%	1%	3%	
Somewhat justified	(3)	106	66	41	15	35	21	16	7	12	46	32	15	14	6	11	8	11	10	3	3	28	9	6	22	60	33	
		5%	7%	4%	6%	10%	6%	4%	2%	3%	8%	5%	3%	3%	6%	7%	5%	6%	6%	3%	2%	10%	3%	3%	6%	7%	15%	
Somewhat unjustified	(2)	300	163	137	49	58	51	49	29	64	96	83	65	57	18	11	38	21	28	19	9	36	49	50	21	51	141	45
		15%	16%	13%	21%	16%	15%	13%	9%	14%	17%	14%	15%	11%	10%	13%	16%	12%	15%	12%	9%	18%	18%	17%	12%	14%	17%	21%
Completely unjustified	(1)	1514	700	814	140	223	231	284	251	384	377	419	313	405	143	68	175	130	130	116	85	146	180	205	137	243	574	124
		73%	69%	77%	61%	63%	70%	77%	83%	81%	68%	73%	74%	79%	79%	79%	74%	75%	70%	75%	82%	74%	65%	71%	76%	69%	69%	57%
NET: Unjustified		1815	863	952	190	281	282	333	280	449	473	502	378	462	160	80	213	151	157	135	94	182	229	255	159	294	714	168
		88%	86%	90%	82%	79%	85%	91%	92%	94%	86%	87%	89%	90%	88%	92%	90%	87%	85%	87%	91%	92%	83%	89%	87%	83%	85%	78%
Don't know		126	68	58	22	30	26	18	15	15	28	38	26	34	9	1	12	13	14	8	6	13	13	19	17	32	54	9
		6%	7%	5%	10%	8%	8%	5%	5%	3%	5%	7%	6%	7%	5%	1%	5%	8%	8%	5%	6%	6%	5%	7%	9%	9%	6%	4%
Mean		1.29	1.35	1.24	1.44	1.47	1.33	1.24	1.16	1.19	1.39	1.29	1.28	1.19	1.26	1.27	1.28	1.26	1.35	1.29	1.15	1.23	1.46	1.30	1.20	1.34	1.37	1.62
Standard deviation		0.61	0.66	0.56	0.72	0.79	0.65	0.54	0.45	0.46	0.70	0.61	0.60	0.49	0.62	0.58	0.58	0.58	0.69	0.63	0.44	0.46	0.76	0.60	0.49	0.68	0.67	0.86
Standard error		0.01	0.02	0.02	0.05	0.05	0.04	0.03	0.03	0.02	0.03	0.03	0.03	0.02	0.05	0.06	0.04	0.04	0.05	0.05	0.04	0.03	0.05	0.04	0.04	0.04	0.02	0.06

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Absolutes/col percents

Table 4

Q4. Elephants are also taken from the wild for use in entertainment and for tourist trekking, in which they carry up to four people on their backs in metal chairs. Critics say that using elephants in tourist trekking and shows is cruel as they are subjected to fear and pain to train them to accept riders and to perform, and they are forced to carry excessive weights, including heavy statues, metal seats and tourists, on their backs. Supporters say that the use of elephants in tourist trekking and entertainment contributes to the economy and allows tourists to experience riding and watching elephants up close. To what extent would you say you believe the use of elephants in tourist trekking and entertainment is justified or unjustified?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Justified	136 7%	93 9%	43 4%	25 11%	30 9%	29 9%	28 8%	9 3%	15 3%	52 9%	30 5%	28 7%	26 5%	14 8%	13 14%	8 4%	9 5%	15 8%	16 10%	5 5%	7 3%	29 11%	17 6%	3 2%	32 9%	67 8%	44 20%
Completely justified	(4) 14 1%	9 1%	5 *	3 1%	3 1%	4 1%	1 *	1 *	2 *	6 1%	2 *	3 1%	2 *	2 1%	3 3%	-	*	1 *	1 1%	-	-	5 2%	2 1%	-	2 *	7 1%	6 3%
Somewhat justified	(3) 122 6%	85 8%	37 4%	22 10%	27 8%	24 7%	28 8%	8 3%	13 3%	46 8%	27 5%	25 6%	24 5%	12 7%	10 11%	8 4%	9 5%	14 7%	15 10%	5 5%	7 3%	24 9%	15 5%	3 2%	30 9%	60 7%	39 18%
Somewhat unjustified	(2) 315 15%	171 17%	144 14%	39 17%	64 18%	55 17%	47 13%	38 12%	73 15%	101 18%	92 16%	68 16%	55 11%	19 10%	7 8%	39 16%	27 15%	34 18%	20 13%	10 9%	30 15%	54 20%	50 17%	27 15%	54 15%	141 17%	45 21%
Completely unjustified	(1) 1494 72%	674 67%	819 78%	144 62%	228 64%	223 67%	278 76%	244 80%	377 79%	375 68%	417 72%	302 71%	400 78%	138 76%	66 76%	177 75%	123 71%	126 68%	112 72%	82 79%	153 77%	178 65%	204 71%	135 74%	239 68%	570 68%	115 53%
NET: Unjustified	1809 88%	845 84%	963 91%	183 79%	292 82%	278 84%	324 88%	281 93%	450 95%	476 86%	508 88%	369 87%	455 89%	157 87%	73 84%	216 91%	150 86%	160 86%	132 85%	92 89%	182 92%	232 84%	254 88%	162 89%	294 83%	712 85%	160 74%
Don't know	120 6%	69 7%	51 5%	23 10%	33 9%	25 8%	15 4%	14 5%	11 2%	25 4%	37 6%	27 6%	31 6%	11 6%	1 1%	13 6%	15 8%	11 6%	7 5%	6 6%	9 5%	14 5%	16 6%	16 9%	27 8%	58 7%	12 6%
Mean	1.31	1.39	1.23	1.44	1.40	1.38	1.29	1.19	1.22	1.40	1.29	1.32	1.23	1.28	1.40	1.25	1.28	1.37	1.36	1.21	1.23	1.45	1.32	1.20	1.37	1.36	1.68
Standard deviation	0.62	0.69	0.53	0.74	0.68	0.69	0.61	0.48	0.50	0.69	0.58	0.63	0.55	0.64	0.82	0.51	0.57	0.65	0.69	0.53	0.50	0.74	0.61	0.45	0.67	0.66	0.88
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.02	0.03	0.02	0.04	0.02	0.05	0.09	0.04	0.04	0.05	0.06	0.05	0.04	0.05	0.04	0.04	0.04	0.02	0.06

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Absolutes/col percents

Table 5

Q5. Thinking about the use of Asian elephants in the tourist industry, to what extent would you agree or disagree with the below statements?

Summary**Base: All respondents**

	Statements				
	I would avoid visiting a tourist experience involving elephants if I discovered that they had been treated badly	I would not book a holiday with a company that I know offers riding on elephants that have been captured and mistreated	I am interested in participating in high welfare animal experiences, such as sanctuary visits, when on holiday	I would pay more for an elephant experience that is kinder to the animals	I think that UK travel companies should offer only high welfare experiences with wild animals
Unweighted base	2065	2065	2065	2065	2065
Weighted base	2065	2065	2065	2065	2065
NET: Agree	1806 87%	1747 85%	1047 51%	1197 58%	1603 78%
Agree strongly (+2)	1577 76%	1457 71%	494 24%	684 33%	1192 58%
Agree slightly (+1)	229 11%	290 14%	553 27%	512 25%	411 20%
Neither agree nor disagree (0)	204 10%	242 12%	632 31%	619 30%	367 18%
Disagree slightly (-1)	28 1%	39 2%	153 7%	68 3%	35 2%
Disagree strongly (-2)	27 1%	37 2%	234 11%	180 9%	60 3%
NET: Disagree	55 3%	76 4%	387 19%	249 12%	95 5%
Mean	1.60	1.50	0.45	0.70	1.28
Standard deviation	0.82	0.90	1.25	1.21	1.00
Standard error	0.02	0.02	0.03	0.03	0.02

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Absolutes/col percents

Table 6

**Q5. Thinking about the use of Asian elephants in the tourist industry, to what extent would you agree or disagree with the below statements?
I would avoid visiting a tourist experience involving elephants if I discovered that they had been treated badly**

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London		South East	South West	Public	Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Agree	1806	848	958	173	289	290	331	281	442	471	516	368	450	164	78	207	146	154	139	92	178	233	247	166	298	706	180
	87%	84%	91%	75%	81%	87%	90%	93%	93%	85%	90%	87%	88%	90%	90%	87%	84%	83%	90%	89%	90%	85%	86%	92%	84%	84%	83%
Agree strongly	(+2) 1577	724	853	138	239	238	290	262	410	403	447	323	404	143	66	185	126	132	118	81	160	190	225	151	244	607	143
	76%	72%	81%	60%	67%	72%	79%	86%	86%	73%	78%	76%	79%	79%	76%	78%	72%	71%	76%	79%	81%	69%	78%	83%	69%	73%	66%
Agree slightly	(+1) 229	125	104	36	50	52	41	19	32	69	70	45	46	21	12	22	21	23	21	11	18	44	22	16	53	99	37
	11%	12%	10%	15%	14%	16%	11%	6%	7%	12%	12%	11%	9%	11%	14%	9%	12%	12%	14%	11%	9%	16%	8%	9%	15%	12%	17%
Neither agree nor disagree	(0) 204	125	80	44	49	34	28	19	31	62	50	44	48	16	7	23	20	26	13	8	19	31	28	15	42	103	29
	10%	12%	8%	19%	14%	10%	8%	6%	6%	11%	9%	10%	9%	9%	8%	10%	11%	14%	9%	8%	9%	11%	10%	8%	12%	12%	14%
Disagree slightly	(-1) 28	21	7	6	9	5	5	1	2	9	4	9	6	2	-	5	1	5	2	3	1	4	4	1	7	13	5
	1%	2%	1%	3%	2%	2%	1%	*	*	2%	1%	2%	1%	1%	-	2%	1%	3%	1%	3%	1%	2%	1%	*	2%	2%	2%
Disagree strongly	(-2) 27	14	13	8	8	3	4	2	2	10	4	4	8	1	1	2	7	1	1	-	-	6	8	-	6	15	2
	1%	1%	1%	4%	2%	1%	1%	1%	*	2%	1%	1%	2%	*	2%	1%	4%	*	*	-	-	2%	3%	-	2%	2%	1%
NET: Disagree	55	35	20	14	17	8	9	3	3	19	9	13	14	2	1	7	8	6	3	3	1	11	12	1	13	27	7
	3%	3%	2%	6%	5%	2%	2%	1%	1%	4%	2%	3%	3%	1%	2%	3%	4%	3%	2%	3%	1%	4%	4%	*	4%	3%	3%
Mean	1.60	1.51	1.68	1.25	1.42	1.56	1.66	1.77	1.78	1.53	1.65	1.59	1.63	1.67	1.63	1.62	1.48	1.50	1.63	1.65	1.70	1.48	1.58	1.74	1.48	1.52	1.45
Standard deviation	0.82	0.89	0.75	1.07	0.98	0.80	0.76	0.65	0.60	0.89	0.73	0.83	0.83	0.71	0.77	0.81	0.99	0.87	0.74	0.75	0.67	0.92	0.93	0.62	0.90	0.89	0.88
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.05	0.04	0.05	0.09	0.05	0.07	0.06	0.06	0.07	0.05	0.06	0.05	0.05	0.05	0.03	0.06

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 7

Q5. Thinking about the use of Asian elephants in the tourist industry, to what extent would you agree or disagree with the below statements?

I would not book a holiday with a company that I know offers riding on elephants that have been captured and mistreated

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London		South East	South West	Public	Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Agree	1747	829	918	183	282	266	318	270	428	457	485	370	436	158	76	206	134	159	129	89	171	222	242	160	285	689	174
	85%	82%	87%	79%	80%	80%	87%	89%	90%	83%	84%	87%	85%	87%	88%	87%	77%	86%	83%	87%	86%	81%	84%	88%	81%	82%	80%
Agree strongly	(+2) 1457	672	785	120	222	220	265	244	386	367	395	308	387	133	64	172	113	128	112	76	151	164	206	138	225	563	137
	71%	67%	74%	52%	63%	66%	72%	80%	81%	66%	69%	72%	76%	73%	73%	72%	65%	69%	73%	73%	76%	60%	72%	76%	64%	67%	63%
Agree slightly	(+1) 290	157	133	63	60	46	53	26	42	89	90	62	48	25	12	34	22	32	17	14	20	58	36	21	60	126	37
	14%	16%	13%	27%	17%	14%	15%	9%	9%	16%	16%	15%	9%	14%	14%	14%	12%	17%	11%	13%	10%	21%	12%	12%	17%	15%	17%
Neither agree nor disagree	(0) 242	137	105	39	53	52	39	22	38	69	74	36	62	19	5	28	30	23	20	8	21	36	33	19	51	112	32
	12%	14%	10%	17%	15%	16%	10%	7%	8%	12%	13%	9%	12%	11%	6%	12%	17%	12%	13%	7%	11%	13%	12%	10%	14%	13%	15%
Disagree slightly	(-1) 39	26	13	5	9	7	6	8	5	11	10	12	6	2	3	2	3	3	4	5	1	6	7	3	13	14	7
	2%	3%	1%	2%	3%	2%	2%	3%	1%	2%	2%	3%	1%	1%	3%	1%	1%	1%	3%	4%	1%	2%	2%	2%	4%	2%	3%
Disagree strongly	(-2) 37	16	21	5	11	7	5	4	5	16	6	7	8	2	3	1	7	1	1	2	5	11	5	-	5	20	4
	2%	2%	2%	2%	3%	2%	1%	1%	1%	3%	1%	2%	1%	1%	3%	1%	4%	*	1%	2%	3%	4%	2%	-	1%	2%	2%
NET: Disagree	76	42	34	9	20	14	11	12	10	27	16	19	14	4	5	4	9	3	6	6	6	17	12	3	18	35	10
	4%	4%	3%	4%	6%	4%	3%	4%	2%	5%	3%	4%	3%	2%	6%	2%	5%	2%	4%	6%	3%	6%	4%	2%	5%	4%	5%
Mean	1.50	1.43	1.56	1.25	1.34	1.40	1.54	1.64	1.68	1.41	1.49	1.53	1.57	1.57	1.52	1.57	1.33	1.52	1.51	1.52	1.56	1.31	1.50	1.62	1.38	1.43	1.37
Standard deviation	0.90	0.93	0.87	0.94	1.02	0.97	0.84	0.83	0.76	0.98	0.86	0.89	0.86	0.80	0.96	0.78	1.06	0.80	0.89	0.93	0.90	1.04	0.92	0.75	0.95	0.95	0.96
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.04	0.05	0.03	0.04	0.04	0.05	0.04	0.06	0.11	0.05	0.08	0.06	0.07	0.09	0.06	0.06	0.05	0.06	0.05	0.03	0.07

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 8

Q5. Thinking about the use of Asian elephants in the tourist industry, to what extent would you agree or disagree with the below statements?

I am interested in participating in high welfare animal experiences, such as sanctuary visits, when on holiday

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East		South West	Public	Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Agree	1047	493	554	144	224	174	193	119	194	311	303	211	221	102	45	103	74	93	70	52	112	149	152	96	200	464	154
	51%	49%	52%	62%	63%	52%	53%	39%	41%	56%	53%	50%	43%	56%	52%	43%	43%	50%	45%	50%	56%	54%	53%	53%	57%	56%	71%
Agree strongly (+2)	494	237	257	63	112	83	89	59	89	138	147	107	102	41	18	41	40	46	34	24	63	77	66	44	90	235	76
	24%	24%	24%	27%	31%	25%	24%	20%	19%	25%	26%	25%	20%	23%	21%	17%	23%	25%	22%	24%	32%	28%	23%	24%	25%	28%	35%
Agree slightly (+1)	553	256	297	81	112	91	105	59	105	174	156	104	119	61	26	62	34	47	36	27	49	71	86	52	110	229	79
	27%	25%	28%	35%	32%	27%	29%	20%	22%	31%	27%	25%	23%	33%	31%	26%	20%	26%	23%	26%	25%	26%	30%	29%	31%	27%	36%
Neither agree nor disagree (0)	632	328	304	58	83	98	110	129	154	143	166	123	199	52	20	84	61	61	49	31	61	80	81	54	94	230	45
	31%	33%	29%	25%	23%	30%	30%	43%	32%	26%	29%	29%	39%	29%	24%	35%	35%	33%	31%	30%	31%	29%	28%	30%	27%	28%	21%
Disagree slightly (-1)	153	77	76	16	20	29	25	18	45	45	39	43	26	9	5	22	14	16	15	4	9	19	24	16	27	54	8
	7%	8%	7%	7%	6%	9%	7%	6%	9%	8%	7%	10%	5%	5%	6%	9%	8%	9%	10%	4%	4%	7%	8%	9%	8%	6%	4%
Disagree strongly (-2)	234	110	124	14	28	31	39	38	83	53	67	47	66	19	16	28	25	16	21	17	17	27	31	16	32	88	9
	11%	11%	12%	6%	8%	9%	11%	13%	18%	10%	12%	11%	13%	10%	19%	12%	14%	8%	14%	16%	9%	10%	11%	9%	9%	11%	4%
NET: Disagree	387	187	200	30	48	60	64	56	128	98	106	90	93	28	21	50	39	32	36	21	26	46	55	32	59	142	17
	19%	19%	19%	13%	14%	18%	17%	18%	27%	18%	18%	21%	18%	15%	25%	21%	22%	17%	24%	20%	13%	17%	19%	18%	17%	17%	8%
Mean	0.45	0.43	0.46	0.70	0.73	0.50	0.49	0.28	0.15	0.54	0.48	0.43	0.32	0.53	0.29	0.28	0.29	0.49	0.29	0.37	0.66	0.56	0.46	0.51	0.56	0.56	0.94
Standard deviation	1.25	1.23	1.26	1.12	1.19	1.22	1.23	1.21	1.32	1.22	1.26	1.27	1.23	1.20	1.38	1.20	1.30	1.20	1.29	1.33	1.22	1.24	1.24	1.20	1.20	1.25	1.04
Standard error	0.03	0.04	0.04	0.08	0.06	0.07	0.06	0.07	0.06	0.05	0.05	0.07	0.05	0.09	0.15	0.08	0.10	0.09	0.10	0.13	0.08	0.08	0.07	0.10	0.07	0.04	0.07

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 9

Q5. Thinking about the use of Asian elephants in the tourist industry, to what extent would you agree or disagree with the below statements?

I would pay more for an elephant experience that is kinder to the animals

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector		Opinion Influencer					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London		South East	South West	Public	Private	
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203	
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216	
NET: Agree	1197	554	643	168	245	189	227	146	222	335	352	252	257	101	53	138	92	123	83	60	114	153	174	105	215	516	151	
	58%	55%	61%	73%	69%	57%	62%	48%	47%	61%	61%	59%	50%	56%	61%	58%	53%	66%	54%	58%	56%	61%	58%	61%	62%	70%		
Agree strongly	(+2)	684	315	369	98	148	106	125	78	130	191	206	146	62	31	70	56	68	48	37	67	88	95	62	126	307	96	
		33%	31%	35%	43%	42%	32%	34%	26%	27%	34%	36%	34%	28%	34%	29%	32%	37%	31%	36%	34%	32%	33%	34%	36%	37%	44%	
Agree slightly	(+1)	512	238	274	70	97	83	102	68	92	144	147	106	115	39	22	68	36	55	35	22	47	66	79	43	89	209	55
		25%	24%	26%	30%	27%	25%	28%	22%	19%	26%	26%	25%	22%	22%	25%	29%	21%	30%	23%	22%	24%	24%	28%	24%	25%	25%	26%
Neither agree nor disagree	(0)	619	313	306	49	76	110	94	100	190	158	154	125	183	64	23	58	59	49	53	26	62	88	76	60	102	219	46
		30%	31%	29%	21%	21%	33%	26%	33%	40%	29%	27%	29%	36%	35%	27%	25%	34%	26%	34%	25%	31%	32%	27%	33%	29%	26%	21%
Disagree slightly	(-1)	68	41	28	6	6	10	13	18	17	21	18	15	15	5	2	8	7	5	4	5	6	9	9	7	7	31	6
		3%	4%	3%	3%	2%	3%	3%	6%	4%	4%	3%	4%	3%	3%	3%	4%	3%	3%	5%	3%	3%	3%	4%	2%	4%	3%	
Disagree strongly	(-2)	180	100	81	8	29	24	33	40	46	39	51	33	57	12	8	33	15	8	14	13	16	24	28	9	29	71	14
		9%	10%	8%	3%	8%	7%	9%	13%	10%	7%	9%	8%	11%	7%	9%	14%	9%	4%	9%	12%	8%	9%	10%	5%	8%	8%	6%
NET: Disagree		249	140	109	13	34	34	46	58	63	60	69	48	72	17	10	41	22	13	19	17	22	33	37	17	35	101	20
		12%	14%	10%	6%	10%	10%	13%	19%	13%	11%	12%	11%	14%	9%	12%	17%	13%	7%	12%	17%	11%	12%	13%	9%	10%	12%	9%
Mean		0.70	0.62	0.78	1.06	0.93	0.71	0.74	0.42	0.51	0.77	0.76	0.75	0.53	0.73	0.77	0.56	0.63	0.92	0.64	0.65	0.73	0.67	0.71	0.78	0.78	0.78	0.99
Standard deviation		1.21	1.24	1.18	1.02	1.19	1.16	1.22	1.29	1.21	1.17	1.22	1.19	1.24	1.16	1.23	1.32	1.22	1.06	1.21	1.34	1.19	1.21	1.23	1.12	1.19	1.22	1.16
Standard error		0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.07	0.05	0.05	0.05	0.07	0.05	0.09	0.14	0.09	0.09	0.08	0.09	0.13	0.08	0.07	0.07	0.09	0.07	0.04	0.08

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 10

Q5. Thinking about the use of Asian elephants in the tourist industry, to what extent would you agree or disagree with the below statements?
I think that UK travel companies should offer only high welfare experiences with wild animals

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London		South East	South West	Public	Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Agree	1603	770	833	170	259	260	293	229	391	439	466	326	372	136	69	187	133	147	112	83	161	200	226	149	271	635	180
	78%	76%	79%	73%	73%	78%	80%	75%	82%	79%	81%	77%	73%	75%	79%	79%	77%	79%	72%	80%	81%	73%	79%	82%	77%	76%	83%
Agree strongly	(+2) 1192	559	633	106	192	179	218	180	316	333	341	232	286	94	54	130	102	102	86	62	129	143	176	111	183	471	120
	58%	55%	60%	46%	54%	54%	59%	59%	66%	60%	59%	55%	56%	52%	63%	55%	59%	55%	56%	60%	65%	52%	61%	61%	52%	56%	55%
Agree slightly	(+1) 411	211	200	64	67	81	75	49	75	106	125	94	86	41	14	57	31	45	26	20	31	57	50	38	88	164	60
	20%	21%	19%	28%	19%	24%	20%	16%	16%	19%	22%	22%	17%	23%	17%	24%	18%	24%	17%	19%	16%	21%	17%	21%	25%	20%	28%
Neither agree nor disagree	(0) 367	194	173	53	68	59	62	54	71	94	83	80	110	36	12	39	33	34	35	19	28	59	45	27	63	157	32
	18%	19%	16%	23%	19%	18%	17%	18%	15%	17%	14%	19%	21%	20%	14%	17%	19%	18%	23%	18%	14%	21%	16%	15%	18%	19%	15%
Disagree slightly	(-1) 35	20	16	3	11	6	5	5	6	10	6	12	8	4	2	2	3	4	3	-	4	6	7	1	6	18	3
	2%	2%	1%	1%	3%	2%	1%	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%	2%	2%	-	2%	2%	2%	*	2%	2%	1%
Disagree strongly	(-2) 60	25	35	5	17	7	8	16	7	10	21	7	22	6	4	9	4	1	5	2	6	9	9	5	14	27	1
	3%	2%	3%	2%	5%	2%	2%	5%	1%	2%	4%	2%	4%	3%	5%	4%	2%	1%	3%	2%	3%	3%	3%	3%	4%	3%	1%
NET: Disagree	95	44	51	8	28	13	13	20	13	20	27	19	30	10	6	11	7	5	7	2	10	16	16	5	19	45	4
	5%	4%	5%	4%	8%	4%	3%	7%	3%	4%	5%	4%	6%	5%	7%	5%	4%	3%	5%	2%	5%	6%	6%	3%	6%	5%	2%
Mean	1.28	1.25	1.31	1.13	1.15	1.26	1.33	1.23	1.45	1.34	1.32	1.25	1.18	1.18	1.31	1.26	1.29	1.31	1.20	1.36	1.39	1.16	1.31	1.38	1.19	1.24	1.36
Standard deviation	1.00	0.99	1.02	0.97	1.12	0.96	0.95	1.12	0.90	0.94	1.00	0.96	1.09	1.04	1.09	1.01	0.99	0.88	1.05	0.92	1.00	1.06	1.03	0.93	1.04	1.03	0.83
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.06	0.04	0.04	0.04	0.05	0.05	0.08	0.12	0.07	0.07	0.07	0.08	0.09	0.07	0.06	0.06	0.07	0.06	0.04	0.06

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 11

Q6. In India, loss of habitat and migration corridors, human/elephant conflict, poaching for ivory and meat, and capture from the wild to supply tourist attractions and festivals have led to a serious decline in wild Asian elephant populations in the last few decades. Captive Asian elephants in tourism and festival use are trained using solitary confinement and beatings, and are often kept throughout their lives in poor conditions including being chained so that they have a very limited ability to move. Do you think that the Indian government is or is not doing enough to protect Asian elephants?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Is doing enough	69 3%	46 5%	23 2%	18 8%	27 7%	8 3%	10 3%	4 1%	2 *	21 4%	16 3%	24 6%	8 2%	5 3%	5 6%	7 3%	7 4%	7 4%	5 3%	3 3%	2 1%	22 8%	3 1%	2 1%	17 5%	42 5%	32 15%
Is not doing enough	1606 78%	762 76%	844 80%	166 72%	258 73%	250 75%	290 79%	246 81%	396 83%	424 77%	450 78%	321 76%	411 80%	144 79%	69 79%	198 83%	132 76%	131 70%	122 79%	80 78%	157 79%	208 76%	229 80%	137 75%	261 74%	634 76%	160 74%
Don't know	390 19%	200 20%	190 18%	47 20%	70 20%	73 22%	67 18%	54 18%	77 16%	108 20%	110 19%	80 19%	92 18%	33 18%	13 15%	33 14%	34 20%	48 26%	28 18%	20 20%	39 20%	45 16%	55 19%	43 23%	75 21%	161 19%	25 11%

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 12

Q7. In their 2015 election manifesto, the UK Conservative Party pledged to support the Indian Government in protecting the Asian elephant and has since repeated this pledge. How important or unimportant do you think it is that the UK government takes action to provide this support to the Indian Government?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private	
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203	
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216	
NET: Important	1701	787	914	175	288	283	300	259	395	455	468	342	436	162	73	204	133	160	122	85	162	216	234	150	278	686	177	
		82%	78%	86%	76%	81%	85%	82%	85%	83%	82%	81%	81%	85%	89%	84%	86%	77%	86%	79%	83%	82%	78%	82%	82%	79%	82%	82%
Very important	(4)	865	387	478	80	125	123	162	155	221	211	228	172	254	86	36	108	63	79	55	45	96	105	128	65	139	338	97
		42%	38%	45%	34%	35%	37%	44%	51%	46%	38%	40%	40%	50%	47%	42%	45%	36%	43%	35%	44%	48%	38%	45%	36%	39%	40%	45%
Fairly important	(3)	836	400	435	96	163	160	138	105	175	244	240	170	182	76	37	97	70	80	68	40	66	110	106	85	139	348	81
		40%	40%	41%	41%	46%	48%	38%	35%	37%	44%	42%	40%	36%	42%	43%	41%	41%	43%	44%	39%	33%	40%	37%	47%	39%	42%	37%
Not very important	(2)	267	149	118	49	54	31	49	32	52	77	85	56	49	15	6	28	33	19	21	12	24	46	42	22	59	110	34
		13%	15%	11%	21%	15%	9%	13%	11%	11%	14%	15%	13%	10%	8%	7%	12%	19%	10%	14%	12%	12%	17%	15%	12%	17%	13%	16%
Not at all important	(1)	97	71	25	6	13	18	18	12	28	20	23	27	26	5	8	5	7	7	11	6	13	13	11	10	16	40	5
		5%	7%	2%	3%	4%	5%	5%	4%	6%	4%	4%	6%	5%	3%	9%	2%	4%	4%	7%	6%	6%	5%	4%	6%	4%	5%	2%
NET: Not important		364	220	143	56	67	49	68	44	80	98	108	83	76	20	13	33	40	26	33	18	37	59	53	32	75	150	39
		18%	22%	14%	24%	19%	15%	18%	15%	17%	18%	19%	15%	15%	11%	16%	14%	23%	14%	21%	17%	18%	22%	18%	18%	21%	18%	18%
Mean		3.20	3.09	3.29	3.07	3.13	3.17	3.21	3.32	3.24	3.17	3.15	3.30	3.34	3.18	3.29	3.09	3.25	3.07	3.21	3.23	3.12	3.22	3.12	3.14	3.18	3.24	
Standard deviation		0.84	0.90	0.76	0.82	0.80	0.81	0.86	0.82	0.87	0.80	0.82	0.88	0.84	0.74	0.90	0.76	0.85	0.79	0.88	0.86	0.90	0.86	0.84	0.83	0.85	0.83	0.80
Standard error		0.02	0.03	0.02	0.05	0.04	0.04	0.05	0.05	0.04	0.03	0.03	0.05	0.04	0.06	0.10	0.05	0.06	0.06	0.07	0.08	0.06	0.05	0.05	0.07	0.05	0.03	0.06

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 13

Q8. According to the Ministry of Tourism in New Delhi, around a quarter of India's tourists come from the UK. Numerous Asian elephant related holidays and attractions in India and South East Asia are advertised in the UK. How strongly would you support or oppose the UK government introducing a ban on the advertising and supply from the UK of Asian elephant related holidays that may involve violence and abuse towards Asian elephants?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Pri-vate
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Support	1540 75%	727 72%	813 77%	150 65%	253 71%	246 74%	271 74%	246 81%	374 79%	424 77%	426 74%	301 71%	389 76%	136 75%	69 80%	176 74%	122 70%	142 77%	103 66%	77 74%	150 76%	197 72%	227 79%	141 78%	259 73%	596 71%	147 68%
Strongly support	(+2) 1209 59%	562 56%	647 61%	107 46%	189 53%	188 56%	202 55%	210 69%	312 66%	322 58%	325 56%	242 57%	320 62%	108 59%	57 65%	139 59%	97 56%	112 60%	80 51%	64 62%	119 60%	145 53%	175 61%	112 62%	195 55%	453 54%	111 51%
Somewhat support	(+1) 331 16%	165 16%	166 16%	42 18%	64 18%	59 18%	68 19%	35 12%	62 13%	102 18%	101 18%	59 14%	69 14%	28 15%	13 15%	36 15%	24 14%	30 16%	23 15%	13 12%	31 16%	52 19%	52 18%	29 16%	64 18%	143 17%	36 16%
Neither support nor oppose	(0) 235 11%	142 14%	93 9%	37 16%	47 13%	32 10%	48 13%	25 8%	46 10%	60 11%	68 12%	58 14%	49 10%	23 13%	4 4%	21 9%	24 14%	25 13%	23 15%	12 12%	23 12%	32 12%	28 10%	20 11%	45 13%	109 13%	33 15%
Somewhat oppose	(-1) 60 3%	35 4%	24 2%	14 6%	9 2%	8 2%	9 2%	6 2%	15 3%	23 4%	14 2%	14 3%	8 2%	4 2%	3 3%	7 3%	9 5%	2 1%	5 3%	2 2%	4 2%	12 4%	8 3%	5 3%	12 3%	29 3%	15 7%
Strongly oppose	(-2) 101 5%	47 5%	54 5%	10 4%	9 3%	12 4%	21 6%	20 6%	29 6%	20 4%	26 5%	25 6%	30 6%	11 6%	3 3%	17 7%	7 4%	9 5%	14 9%	5 5%	11 5%	12 4%	9 3%	3 2%	12 3%	42 5%	11 5%
NET: Oppose	161 8%	83 8%	78 7%	24 10%	18 5%	20 6%	30 8%	25 8%	43 9%	43 8%	41 7%	39 9%	38 7%	15 8%	5 6%	24 10%	16 9%	10 5%	19 12%	7 7%	14 7%	24 9%	17 6%	8 4%	24 7%	71 8%	26 12%
Don't know	130 6%	56 6%	73 7%	21 9%	36 10%	34 10%	19 5%	8 3%	12 3%	25 5%	41 7%	27 6%	36 7%	8 5%	8 9%	17 7%	13 7%	8 5%	10 6%	7 7%	10 5%	21 8%	15 5%	12 7%	26 7%	60 7%	10 5%
Mean	1.28	1.22	1.35	1.06	1.30	1.35	1.21	1.39	1.33	1.29	1.28	1.20	1.35	1.26	1.50	1.24	1.22	1.33	1.03	1.33	1.30	1.21	1.38	1.43	1.28	1.21	1.07
Standard deviation	1.12	1.14	1.10	1.17	1.02	1.04	1.15	1.15	1.16	1.08	1.10	1.19	1.13	1.16	0.98	1.23	1.15	1.07	1.32	1.13	1.13	1.13	1.01	0.94	1.06	1.15	1.21
Standard error	0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.09	0.11	0.09	0.09	0.08	0.11	0.11	0.08	0.07	0.06	0.08	0.06	0.04	0.09

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 14
Gender
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Male	1008	1008	-	96	162	180	186	153	231	324	260	211	212	94	44	109	84	88	76	53	96	142	130	91	148	477	127
	49%	100%	-	42%	46%	54%	51%	50%	49%	59%	45%	50%	42%	52%	51%	46%	49%	47%	49%	51%	48%	52%	45%	50%	42%	57%	59%
Female	1057	-	1057	135	193	153	182	151	245	229	315	214	299	87	42	129	89	98	79	51	102	133	157	91	205	360	89
	51%	-	100%	58%	54%	46%	49%	50%	51%	41%	55%	50%	58%	48%	49%	54%	51%	53%	51%	49%	52%	48%	55%	50%	58%	43%	41%

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 15
Age
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Opinion Influencer
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
18-24	231	96	135	231	-	-	-	-	-	76	70	44	42	21	5	31	21	21	14	9	21	45	28	16	40	93	45
	11%	10%	13%	100%	-	-	-	-	-	14%	12%	10%	8%	12%	5%	13%	12%	11%	9%	8%	11%	16%	10%	9%	11%	11%	21%
25-34	355	162	193	-	355	-	-	-	-	117	101	74	63	32	18	24	27	41	30	20	25	69	40	30	78	217	57
	17%	16%	18%	-	100%	-	-	-	-	21%	18%	17%	12%	17%	20%	10%	15%	22%	19%	20%	13%	25%	14%	16%	22%	26%	27%
35-44	332	180	153	-	-	332	-	-	-	99	91	76	66	34	13	29	39	21	27	12	39	53	33	32	71	201	51
	16%	18%	14%	-	-	100%	-	-	-	18%	16%	18%	13%	19%	15%	12%	22%	11%	18%	11%	20%	19%	12%	18%	20%	24%	24%
45-54	367	186	182	-	-	-	367	-	-	69	110	87	101	32	25	50	36	36	15	24	33	41	49	26	92	184	25
	18%	18%	17%	-	-	-	100%	-	-	13%	19%	21%	20%	18%	29%	21%	21%	19%	10%	23%	17%	15%	17%	14%	26%	22%	11%
55-64	304	153	151	-	-	-	-	304	-	59	85	60	99	24	12	42	21	26	27	15	27	25	57	29	64	105	17
	15%	15%	14%	-	-	-	-	100%	-	11%	15%	14%	19%	13%	13%	18%	12%	14%	17%	14%	14%	9%	20%	16%	18%	13%	8%
65+	476	231	245	-	-	-	-	-	476	132	118	84	142	39	15	62	29	41	42	25	54	43	80	49	8	36	21
	23%	23%	23%	-	-	-	-	-	100%	24%	20%	20%	28%	21%	17%	26%	17%	22%	27%	24%	27%	15%	28%	27%	2%	4%	10%
NET: 18-34	586	258	328	231	355	-	-	-	-	193	171	118	105	53	22	54	48	62	44	29	46	114	68	46	118	310	102
	28%	26%	31%	100%	100%	-	-	-	-	35%	30%	28%	20%	29%	25%	23%	28%	34%	28%	28%	23%	41%	24%	25%	34%	37%	47%
NET: 35-54	700	366	334	-	-	332	367	-	-	169	201	163	167	66	38	80	75	57	43	35	72	93	83	58	163	385	76
	34%	36%	32%	-	-	100%	100%	-	-	31%	35%	38%	33%	36%	44%	34%	43%	30%	27%	34%	36%	34%	29%	32%	46%	46%	35%
NET: 55+	779	384	396	-	-	-	-	304	476	191	203	144	240	63	27	103	50	67	68	39	81	67	136	78	72	141	38
	38%	38%	37%	-	-	-	-	100%	100%	35%	35%	34%	47%	35%	31%	44%	29%	36%	44%	38%	41%	24%	48%	43%	20%	17%	18%
Average age	48.03	48.73	47.36	21.65	30.21	39.93	49.91	59.45	71.07	46.16	47.17	47.49	51.47	47.25	47.57	50.09	46.21	46.74	48.84	48.90	50.09	42.59	50.95	49.57	42.55	41.30	39.12

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 16
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
A	142 7%	82 8%	59 6%	28 12%	27 8%	34 10%	16 4%	7 2%	30 6%	142 26%	-	-	-	10 6%	6 7%	17 7%	11 6%	10 5%	7 5%	5 5%	11 6%	38 14%	16 5%	11 6%	20 6%	77 9%	39 18%
B	411 20%	241 24%	169 16%	48 21%	90 25%	65 20%	53 14%	52 17%	103 22%	411 74%	-	-	-	37 20%	20 24%	39 16%	30 17%	40 22%	36 23%	15 14%	45 23%	67 24%	47 16%	36 20%	96 27%	172 21%	67 31%
C1	575 28%	260 26%	315 30%	70 30%	101 28%	91 27%	110 30%	85 28%	118 25%	-	575 100%	-	-	50 27%	23 27%	65 27%	56 32%	40 22%	39 25%	29 28%	48 24%	87 32%	75 26%	63 35%	133 38%	242 29%	49 23%
C2	425 21%	211 21%	214 20%	44 19%	74 21%	76 23%	87 24%	60 20%	84 18%	-	-	425 100%	-	37 21%	16 18%	51 21%	39 23%	48 26%	34 22%	23 22%	46 23%	44 16%	58 20%	29 16%	64 18%	220 26%	48 22%
D	242 12%	110 11%	132 12%	28 12%	41 11%	39 12%	48 13%	49 16%	37 8%	-	-	-	242 47%	18 10%	13 15%	30 13%	23 13%	18 10%	23 15%	19 19%	23 12%	13 5%	44 15%	18 10%	39 11%	120 14%	12 6%
E	270 13%	102 10%	168 16%	14 6%	22 6%	27 8%	52 14%	50 16%	104 22%	-	-	-	270 53%	30 17%	8 9%	36 15%	15 9%	30 16%	16 11%	12 12%	25 13%	26 10%	47 16%	24 13%	2 *	5 1%	1 1%
NET: AB	553 27%	324 32%	229 22%	76 33%	117 33%	99 30%	69 19%	59 19%	132 28%	553 100%	-	-	-	47 26%	27 31%	55 23%	40 23%	50 27%	43 28%	20 19%	56 28%	104 38%	63 22%	47 26%	115 33%	248 30%	106 49%
NET: ABC1	1128 55%	584 58%	544 51%	146 63%	218 61%	191 57%	179 49%	144 48%	250 53%	553 100%	575 100%	-	-	97 53%	50 58%	120 51%	97 56%	90 49%	82 53%	49 47%	103 52%	191 70%	138 48%	110 61%	249 70%	491 59%	155 72%
NET: C2DE	937 45%	424 42%	513 49%	85 37%	137 39%	142 43%	188 51%	159 52%	225 47%	-	-	425 100%	512 100%	85 47%	37 42%	117 49%	77 44%	96 51%	73 47%	55 53%	95 48%	83 30%	149 52%	71 39%	105 30%	345 41%	62 28%
NET: DE	512 25%	212 21%	299 28%	42 18%	63 18%	66 20%	101 27%	99 33%	142 30%	-	-	-	512 100%	48 26%	21 24%	66 28%	38 22%	48 26%	39 25%	32 31%	49 25%	39 14%	90 32%	42 23%	41 12%	125 15%	14 6%

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 17
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Opin-ion Influ-encer	
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203	
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216	
Scotland	182	94	87	21	32	34	32	24	39	47	50	37	48	182	-	-	-	-	-	-	-	-	-	-	39	62	20	
	9%	9%	8%	9%	9%	10%	9%	8%	8%	9%	9%	9%	9%	100%	-	-	-	-	-	-	-	-	-	-	11%	7%	9%	
North East	87	44	42	5	18	13	25	12	15	27	23	16	21	-	87	-	-	-	-	-	-	-	-	-	19	41	9	
	4%	4%	4%	2%	5%	4%	7%	4%	3%	5%	4%	4%	4%	-	100%	-	-	-	-	-	-	-	-	-	19	41	9	
North West	237	109	129	31	24	29	50	42	62	55	65	51	66	-	-	237	-	-	-	-	-	-	-	-	44	85	25	
	12%	11%	12%	13%	7%	9%	14%	14%	13%	10%	11%	12%	13%	-	-	100%	-	-	-	-	-	-	-	-	-	12%	10%	12%
Yorkshire & Humberside	173	84	89	21	27	39	36	21	29	40	56	39	38	-	-	-	173	-	-	-	-	-	-	-	27	85	15	
	8%	8%	8%	9%	8%	12%	10%	7%	6%	7%	10%	9%	7%	-	-	-	100%	-	-	-	-	-	-	-	8%	10%	7%	
West Midlands	186	88	98	21	41	21	36	26	41	50	40	48	48	-	-	-	-	186	-	-	-	-	-	-	33	72	16	
	9%	9%	9%	9%	12%	6%	10%	9%	9%	9%	7%	11%	9%	-	-	-	-	100%	-	-	-	-	-	-	9%	9%	8%	
East Midlands	155	76	79	14	30	27	15	27	42	43	39	34	39	-	-	-	-	-	155	-	-	-	-	-	25	61	17	
	8%	8%	7%	6%	8%	8%	4%	9%	9%	8%	7%	8%	8%	-	-	-	-	-	100%	-	-	-	-	-	7%	7%	8%	
Wales	103	53	51	9	20	12	24	15	25	20	29	23	32	-	-	-	-	-	-	103	-	-	-	-	25	39	13	
	5%	5%	5%	4%	6%	3%	6%	5%	5%	4%	5%	5%	6%	-	-	-	-	-	-	100%	-	-	-	-	7%	5%	6%	
Eastern	198	96	102	21	25	39	33	27	54	56	48	46	49	-	-	-	-	-	-	-	198	-	-	-	24	77	9	
	10%	10%	10%	9%	7%	12%	9%	9%	11%	10%	8%	11%	10%	-	-	-	-	-	-	-	100%	-	-	-	7%	9%	4%	
London	275	142	133	45	69	53	41	25	43	104	87	44	39	-	-	-	-	-	-	-	-	275	-	-	50	141	58	
	13%	14%	13%	20%	19%	16%	11%	8%	9%	19%	15%	10%	8%	-	-	-	-	-	-	-	-	100%	-	-	14%	17%	27%	
South East	287	130	157	28	40	33	49	57	80	63	75	58	90	-	-	-	-	-	-	-	-	-	287	-	40	106	12	
	14%	13%	15%	12%	11%	10%	13%	19%	17%	11%	13%	14%	18%	-	-	-	-	-	-	-	-	-	100%	-	11%	13%	6%	
South West	182	91	91	16	30	32	26	29	49	47	63	29	42	-	-	-	-	-	-	-	-	-	-	182	28	67	22	
	9%	9%	9%	7%	8%	10%	7%	10%	10%	9%	11%	7%	8%	-	-	-	-	-	-	-	-	-	-	100%	8%	8%	10%	

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 18
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Yes	1291	630	661	186	250	220	209	156	270	438	367	255	231	95	53	152	111	114	101	64	114	212	166	109	251	587	174
	62%	62%	63%	80%	70%	66%	57%	51%	57%	79%	64%	60%	45%	52%	61%	64%	64%	62%	65%	62%	57%	77%	58%	60%	71%	70%	81%
No	774	378	396	46	105	112	158	147	206	115	208	170	281	86	34	86	63	71	54	39	85	62	121	73	103	250	42
	38%	38%	37%	20%	30%	34%	43%	49%	43%	21%	36%	40%	55%	48%	39%	36%	36%	38%	35%	38%	43%	23%	42%	40%	29%	30%	19%

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 19
Opinion Influencer
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Yes	216	127	89	45	57	51	25	17	21	106	49	48	14	20	9	25	15	16	17	13	9	58	12	22	49	127	216
	10%	13%	8%	19%	16%	15%	7%	6%	4%	19%	8%	11%	3%	11%	10%	11%	8%	9%	11%	12%	4%	21%	4%	12%	14%	15%	100%
No	1849	880	968	186	298	281	343	286	454	446	527	377	498	162	78	212	159	170	138	91	190	217	275	160	304	710	-
	90%	87%	92%	81%	84%	85%	93%	94%	96%	81%	92%	89%	97%	89%	90%	89%	92%	91%	89%	88%	96%	79%	96%	88%	86%	85%	-

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 20
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West		Public	Pri- vate
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Homeowners	1338	659	679	133	182	190	235	207	391	428	392	292	227	109	57	145	112	139	105	73	134	151	184	128	243	515	143
	65%	65%	64%	57%	51%	57%	64%	68%	82%	77%	68%	69%	44%	60%	66%	61%	65%	75%	68%	71%	68%	55%	64%	70%	69%	62%	66%
Owned outright - without mortgage	746	386	360	50	51	55	93	141	356	212	216	159	158	54	28	91	66	70	52	41	83	68	109	84	90	187	61
	36%	38%	34%	22%	14%	17%	25%	46%	75%	38%	38%	37%	31%	30%	32%	38%	38%	38%	34%	40%	42%	25%	38%	46%	25%	22%	28%
Owned with a mortgage or loan	592	273	319	83	131	135	142	66	35	216	176	133	68	55	30	54	46	69	53	32	51	83	76	44	153	328	82
	29%	27%	30%	36%	37%	41%	39%	22%	7%	39%	31%	31%	13%	30%	34%	23%	27%	37%	34%	31%	26%	30%	26%	24%	43%	39%	38%
NET: Renters	698	331	368	83	167	140	130	95	83	115	175	129	279	70	28	88	58	42	49	30	63	119	100	51	108	307	69
	34%	33%	35%	36%	47%	42%	35%	31%	18%	21%	30%	30%	55%	38%	33%	37%	34%	23%	32%	29%	32%	43%	35%	28%	30%	37%	32%
NET: Rent from Council/ Housing Association	414	192	221	41	71	77	94	70	61	44	94	76	200	53	17	61	35	19	22	17	40	69	56	26	60	144	38
	20%	19%	21%	18%	20%	23%	26%	23%	13%	8%	16%	18%	39%	29%	19%	26%	20%	10%	14%	16%	20%	25%	20%	14%	17%	17%	18%
Rented from the council	268	123	146	19	52	48	64	45	41	27	57	56	129	38	12	32	29	10	15	10	27	46	36	13	38	93	25
	13%	12%	14%	8%	15%	14%	17%	15%	9%	5%	10%	13%	25%	21%	14%	13%	17%	5%	10%	10%	14%	17%	13%	7%	11%	11%	12%
Rented from a housing association	145	70	76	22	19	29	30	25	20	17	36	21	71	15	5	29	6	9	7	7	13	23	20	12	22	51	13
	7%	7%	7%	9%	5%	9%	8%	8%	4%	3%	6%	5%	14%	8%	6%	12%	3%	5%	4%	7%	6%	8%	7%	7%	6%	6%	6%
Rented from someone else	284	138	146	42	96	64	36	25	22	71	82	52	79	17	12	27	24	23	27	13	23	50	44	25	48	163	30
	14%	14%	14%	18%	27%	19%	10%	8%	5%	13%	14%	12%	16%	9%	14%	11%	14%	12%	18%	13%	12%	18%	15%	14%	13%	20%	14%
Rent free	29	18	11	16	6	2	2	2	1	10	8	5	6	3	1	4	3	5	1	1	1	5	2	3	3	14	5
	1%	2%	1%	7%	2%	1%	1%	1%	*	2%	1%	1%	1%	2%	1%	2%	2%	3%	1%	1%	*	2%	1%	2%	1%	2%	2%

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 21
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
No formal education	21	9	12	1	-	3	3	9	5	3	1	5	11	1	-	2	3	1	3	1	4	5	-	3	1	6	-
	1%	1%	1%	*	-	1%	1%	3%	1%	1%	*	1%	2%	*	-	1%	2%	*	2%	1%	2%	2%	-	2%	*	1%	-
Primary	15	10	5	-	4	2	2	4	3	-	1	7	7	-	-	1	1	-	2	3	2	3	4	-	1	7	2
	1%	1%	1%	-	1%	1%	1%	1%	1%	-	*	2%	1%	-	-	*	1%	-	1%	3%	1%	1%	1%	-	*	1%	1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1250	576	674	92	160	177	251	223	347	193	332	307	417	109	53	162	113	115	89	70	126	112	202	99	171	467	76
	61%	57%	64%	40%	45%	53%	68%	73%	73%	35%	58%	72%	81%	60%	61%	68%	65%	62%	58%	68%	64%	41%	70%	54%	48%	56%	35%
University degree or equivalent professional qualification, NVQ level 4, etc.	527	282	246	78	133	91	78	54	93	240	179	65	43	43	17	57	43	50	36	24	58	91	57	52	114	259	84
	26%	28%	23%	34%	37%	28%	21%	18%	20%	43%	31%	15%	8%	24%	20%	24%	25%	27%	23%	23%	29%	33%	20%	29%	32%	31%	39%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	184	95	90	20	52	52	28	13	19	101	39	31	14	20	14	13	7	15	20	5	6	48	17	19	63	82	48
	9%	9%	8%	9%	15%	16%	8%	4%	4%	18%	7%	7%	3%	11%	16%	5%	4%	8%	13%	5%	3%	17%	6%	11%	18%	10%	22%
Still in full time education	43	19	24	37	4	1	2	-	-	13	16	5	9	5	2	2	4	5	3	1	2	13	5	3	1	7	6
	2%	2%	2%	16%	1%	*	*	-	-	2%	3%	1%	2%	3%	2%	1%	2%	2%	2%	1%	1%	5%	2%	1%	*	1%	3%
Don't know	6	4	2	-	1	3	-	-	2	-	2	3	1	2	-	-	-	1	1	-	-	-	-	2	2	1	-
	*	*	*	-	*	1%	-	-	*	-	*	1%	*	1%	-	-	-	*	*	-	-	-	-	1%	1%	*	-
Prefer not to answer	18	13	5	3	2	2	4	2	6	2	6	2	9	1	1	1	2	-	1	-	1	4	3	3	-	7	1
	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*	2%	1%	2%	1%	1%	-	1%	-	*	1%	1%	2%	-	1%	*

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 22

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Yes - responsible for half or more of the items bought	1860	865	995	149	328	320	342	289	431	475	520	391	473	169	80	208	163	167	144	95	173	251	261	150	329	761	195
	90%	86%	94%	65%	92%	96%	93%	95%	91%	86%	90%	92%	92%	93%	93%	87%	94%	90%	93%	92%	87%	91%	91%	83%	93%	91%	90%
No - not responsible for most of the items bought	205	143	62	82	27	12	25	15	45	78	55	33	39	13	6	30	11	19	11	9	25	24	26	32	25	75	21
	10%	14%	6%	35%	8%	4%	7%	5%	9%	14%	10%	8%	8%	7%	7%	13%	6%	10%	7%	8%	13%	9%	9%	17%	7%	9%	10%

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Absolutes/col percents

Table 23
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
No cars in the household	433	188	246	40	92	66	85	65	85	74	122	57	179	47	21	49	37	29	22	11	38	102	52	26	67	146	42
	21%	19%	23%	17%	26%	20%	23%	21%	18%	13%	21%	14%	35%	26%	24%	20%	21%	15%	14%	11%	19%	37%	18%	14%	19%	17%	20%
NET: Any	1632	820	811	191	263	266	282	239	390	478	453	367	333	135	66	189	137	157	133	92	160	172	236	155	286	690	174
	79%	81%	77%	83%	74%	80%	77%	79%	82%	87%	79%	86%	65%	74%	76%	80%	79%	85%	86%	89%	81%	63%	82%	86%	81%	83%	80%
1	838	435	403	53	136	140	135	129	245	214	232	180	211	78	44	95	69	70	69	49	80	97	108	78	134	325	78
	41%	43%	38%	23%	38%	42%	37%	42%	52%	39%	40%	42%	41%	43%	50%	40%	40%	38%	45%	48%	40%	35%	38%	43%	38%	39%	36%
2	604	307	298	69	103	103	117	80	132	199	162	141	103	41	16	73	51	73	47	29	64	57	102	52	109	278	62
	29%	30%	28%	30%	29%	31%	32%	26%	28%	36%	28%	33%	20%	23%	19%	31%	30%	39%	30%	28%	32%	21%	36%	29%	31%	33%	28%
3+	190	79	111	69	24	23	30	30	14	65	60	46	19	16	6	21	16	14	17	14	16	18	25	25	43	87	35
	9%	8%	10%	30%	7%	7%	8%	10%	3%	12%	10%	11%	4%	9%	7%	9%	9%	8%	11%	14%	8%	7%	9%	14%	12%	10%	16%

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Absolutes/col percents

Table 24
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private	
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203	
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216	
White	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: BAME	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mixed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other ethnic group	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 25
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Christian	962	472	490	57	87	120	183	186	329	227	281	203	251	91	39	133	77	82	71	50	91	108	142	79	151	342	100
	47%	47%	46%	24%	25%	36%	50%	61%	69%	41%	49%	48%	49%	50%	45%	56%	44%	44%	46%	49%	46%	39%	50%	43%	43%	41%	46%
NET: Other	131	60	70	27	42	25	13	13	11	43	37	23	28	3	1	10	12	18	9	2	8	52	6	9	34	52	27
	6%	6%	7%	12%	12%	8%	3%	4%	2%	8%	6%	5%	6%	2%	2%	4%	7%	10%	6%	2%	4%	19%	2%	5%	10%	6%	13%
Muslim	67	35	32	18	28	12	6	1	2	23	18	9	17	-	-	7	10	16	4	1	-	28	2	1	23	24	14
	3%	3%	3%	8%	8%	4%	2%	*	*	4%	3%	2%	3%	-	-	3%	6%	9%	2%	1%	-	10%	1%	1%	6%	3%	6%
Hindu	12	6	6	1	7	2	-	2	-	3	5	1	2	1	-	-	-	-	1	*	-	8	1	-	4	5	4
	1%	1%	1%	*	2%	*	-	1%	-	1%	1%	*	*	*	-	-	-	-	1%	*	-	3%	*	-	1%	1%	2%
Jewish	20	9	11	2	3	5	1	3	4	6	4	7	3	-	-	1	-	-	-	5	9	2	2	1	11	5	
	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	2%	1%	-	-	*	-	-	-	3%	3%	1%	1%	*	*	1%	2%
Sikh	6	5	1	3	1	1	-	-	-	1	2	2	1	-	-	-	-	1	-	-	-	4	1	-	-	4	-
	*	*	*	1%	*	*	-	-	-	*	*	*	*	-	-	-	-	1%	-	-	-	1%	*	-	-	*	-
Buddhist	7	2	5	1	1	-	1	2	1	3	3	-	*	-	1	-	1	1	*	-	-	2	-	2	2	2	*
	*	*	*	1%	*	-	*	1%	*	1%	1%	-	*	-	2%	-	*	*	*	-	-	1%	-	1%	1%	*	*
Other	19	4	15	1	1	4	4	4	4	6	4	4	5	2	-	3	1	-	3	1	3	1	1	4	4	6	4
	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	2%	1%	1%	*	*	2%	1%	1%	2%
None	940	456	484	139	214	183	167	103	133	271	246	197	227	85	44	89	85	83	72	50	98	104	137	93	164	428	83
	46%	45%	46%	60%	60%	55%	46%	34%	28%	49%	43%	46%	44%	47%	50%	38%	49%	45%	46%	48%	50%	38%	48%	51%	46%	51%	39%
Prefer not to say	32	20	12	8	11	4	4	1	3	12	12	2	6	2	3	5	-	2	3	1	1	10	2	2	5	15	6
	2%	2%	1%	4%	3%	1%	1%	*	1%	2%	2%	*	1%	1%	3%	2%	-	1%	2%	1%	1%	4%	1%	1%	1%	2%	3%

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 26
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Urban	1640	819	822	185	310	280	299	233	333	446	465	327	403	135	81	199	124	164	109	76	136	272	218	126	293	691	181
	79%	81%	78%	80%	87%	84%	81%	77%	70%	81%	81%	77%	79%	74%	93%	84%	71%	88%	70%	74%	69%	99%	76%	70%	83%	83%	84%
Urban - Population over 10,000	884	472	412	115	193	174	142	108	152	254	259	176	195	67	39	86	69	80	53	29	65	227	94	76	166	384	113
	43%	47%	39%	50%	54%	52%	39%	36%	32%	46%	45%	41%	38%	37%	45%	36%	40%	43%	34%	29%	33%	83%	33%	42%	47%	46%	52%
Town and Fringe	756	347	410	70	117	107	157	125	181	191	206	151	208	68	42	114	55	85	56	47	71	45	124	50	127	307	68
	37%	34%	39%	30%	33%	32%	43%	41%	38%	35%	36%	36%	41%	38%	48%	48%	32%	46%	36%	45%	36%	16%	43%	28%	36%	37%	32%
NET: Rural	425	189	236	46	45	52	68	71	142	107	110	98	109	47	6	38	49	22	46	27	62	3	69	55	60	145	35
	21%	19%	22%	20%	13%	16%	19%	23%	30%	19%	19%	23%	21%	26%	7%	16%	29%	12%	30%	26%	31%	1%	24%	30%	17%	17%	16%
Village	380	172	209	44	44	48	63	57	124	96	95	90	99	32	6	34	49	19	46	21	55	3	64	50	55	134	31
	18%	17%	20%	19%	12%	14%	17%	19%	26%	17%	16%	21%	19%	18%	7%	14%	28%	10%	30%	21%	28%	1%	22%	27%	16%	16%	14%
Hamlet & Isolated Dwelling	44	17	27	2	1	4	5	13	18	11	16	8	10	14	-	4	1	2	-	6	7	-	5	6	5	11	4
	2%	2%	3%	1%	*	1%	1%	4%	4%	2%	3%	2%	2%	8%	-	2%	*	1%	-	6%	3%	-	2%	3%	1%	1%	2%

Asian Elephants Survey

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Absolutes/col percents

Table 27
Which of the following best describes your current working status?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London		South East	South West	Public	Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Working	1189	625	564	133	295	272	275	169	44	364	376	284	166	101	60	129	112	105	86	64	101	190	146	95	353	836	176
	58%	62%	53%	57%	83%	82%	75%	56%	9%	66%	65%	67%	32%	56%	69%	54%	65%	57%	55%	62%	51%	69%	51%	52%	100%	100%	81%
Working full time - working 30 hours per week or more	937	559	379	101	258	228	219	116	15	313	289	218	117	85	51	96	87	86	64	54	75	164	104	72	299	638	149
	45%	55%	36%	44%	73%	69%	60%	38%	3%	57%	50%	51%	23%	47%	58%	40%	50%	46%	42%	52%	38%	60%	36%	40%	85%	76%	69%
Working part time - working between 8 and 29 hours per week	252	66	186	32	37	45	57	53	29	50	86	66	49	16	9	34	25	19	21	10	26	26	42	22	54	198	27
	12%	7%	18%	14%	10%	13%	15%	17%	6%	9%	15%	16%	10%	9%	11%	14%	15%	10%	14%	10%	13%	10%	15%	12%	15%	24%	12%
NET: Not working	876	383	493	98	60	60	92	135	431	189	200	141	346	80	27	108	61	81	69	39	97	84	141	87	-	-	40
	42%	38%	47%	43%	17%	18%	25%	44%	91%	34%	35%	33%	68%	44%	31%	46%	35%	43%	45%	38%	49%	31%	49%	48%	-	-	19%
Not working but seeking work or temporarily unemployed or sick	83	44	39	16	14	11	27	13	2	7	12	9	55	9	3	9	4	9	6	4	11	11	14	4	-	-	3
	4%	4%	4%	7%	4%	3%	7%	4%	*	1%	2%	2%	11%	5%	3%	4%	3%	5%	4%	4%	5%	4%	5%	2%	-	-	1%
Not working and not seeking work/ student	171	83	87	76	14	18	29	33	-	29	35	17	90	21	4	19	11	13	14	7	13	21	25	22	-	-	16
	8%	8%	8%	33%	4%	5%	8%	11%	-	5%	6%	4%	18%	12%	5%	8%	6%	7%	9%	7%	7%	7%	9%	12%	-	-	7%
Retired on a state pension only	150	38	111	-	-	1	*	4	145	15	8	14	113	13	4	22	4	17	12	8	12	13	28	16	-	-	4
	7%	4%	11%	-	-	*	*	1%	31%	3%	1%	3%	22%	7%	5%	9%	3%	9%	8%	8%	6%	5%	10%	9%	-	-	2%
Retired with a private pension	347	205	142	-	-	-	3	60	284	119	117	73	38	28	10	47	30	27	27	14	47	28	54	37	-	-	14
	17%	20%	13%	-	-	-	1%	20%	60%	22%	20%	17%	7%	15%	11%	20%	17%	14%	17%	14%	24%	10%	19%	20%	-	-	6%
House person, housewife, househusband, etc.	126	12	113	7	31	31	32	25	-	19	27	29	51	9	6	11	12	15	10	6	14	12	21	9	-	-	4
	6%	1%	11%	3%	9%	9%	9%	8%	-	3%	5%	7%	10%	5%	6%	5%	7%	8%	7%	6%	7%	5%	7%	5%	-	-	2%

Asian Elephants Survey

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Absolutes/col percents

Table 28
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region								Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East		South West	Public	Private
Unweighted base	1129	611	518	117	274	270	257	166	45	387	373	208	161	86	54	112	111	101	85	63	101	190	147	79	328	801	156
Weighted base	1189	625	564	133	295	272	275	169	44	364	376	284	166	101	60	129	112	105	86	64	101	190	146	95	353	836	176
NET: Public Sector	353	148	205	40	78	71	92	64	8	115	133	64	41	39	19	44	27	33	25	25	24	50	40	28	353	-	49
	30%	24%	36%	30%	27%	26%	33%	38%	19%	32%	35%	22%	25%	39%	32%	34%	24%	31%	29%	39%	24%	26%	27%	29%	100%	-	28%
A nationalised industry/state corporation	21	12	9	4	3	7	2	5	-	8	2	10	2	2	1	3	-	4	1	2	1	2	6	-	21	-	4
	2%	2%	2%	3%	1%	3%	1%	3%	-	2%	*	4%	1%	2%	1%	2%	-	4%	2%	2%	1%	1%	4%	-	6%	-	2%
Central government or civil service (including Courts service and Bank of England)	37	24	13	4	11	7	9	5	2	20	13	4	-	4	3	1	3	1	3	6	2	8	*	7	37	-	5
	3%	4%	2%	3%	4%	2%	3%	3%	5%	6%	3%	2%	-	4%	5%	1%	3%	1%	3%	9%	2%	4%	*	7%	11%	-	3%
Local government or council (including fire services, police and local authority controlled schools/colleges)	118	60	58	8	26	30	28	26	1	40	52	19	7	20	6	13	12	9	9	5	5	12	16	12	118	-	15
	10%	10%	10%	6%	9%	11%	10%	15%	3%	11%	14%	7%	4%	20%	10%	10%	10%	8%	10%	8%	5%	7%	11%	13%	33%	-	8%
A university, or other grant funded establishment (include opted-out schools)	46	19	27	6	12	9	14	6	1	22	13	6	4	5	2	9	2	6	4	2	2	8	5	1	46	-	11
	4%	3%	5%	4%	4%	3%	5%	3%	2%	6%	4%	2%	3%	5%	3%	7%	2%	6%	5%	3%	2%	4%	3%	1%	13%	-	6%
A health authority or NHS Trust	91	20	70	14	22	9	29	14	3	15	39	14	22	5	7	15	7	10	4	7	8	10	9	8	91	-	14
	8%	3%	12%	10%	7%	3%	11%	8%	7%	4%	10%	5%	13%	5%	11%	12%	6%	10%	4%	11%	8%	5%	6%	9%	26%	-	8%
The armed forces	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-
	*	-	*	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-
Other public sector occupation (Please specify as much detail as possible)	39	13	26	5	4	10	10	9	1	10	14	10	6	3	1	3	3	3	5	3	6	8	4	-	39	-	1
	3%	2%	5%	4%	1%	4%	4%	5%	2%	3%	4%	3%	3%	3%	1%	2%	3%	3%	5%	5%	6%	4%	2%	-	11%	-	1%
NET: Private Sector	836	477	360	93	217	201	184	105	36	248	242	220	125	62	41	85	85	72	61	39	77	141	106	67	-	836	127
	70%	76%	64%	70%	73%	74%	67%	62%	81%	68%	65%	78%	75%	61%	68%	66%	76%	69%	71%	61%	76%	74%	73%	71%	-	100%	72%

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Absolutes/col percents

Table 28
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Weighted base	1189	625	564	133	295	272	275	169	44	364	376	284	166	101	60	129	112	105	86	64	101	190	146	95	353	836	176
A charity, voluntary organisation or trust	35	14	21	4	11	6	4	8	2	9	16	6	5	2	-	6	3	2	3	2	2	9	4	2	-	35	10
	3%	2%	4%	3%	4%	2%	2%	5%	4%	2%	4%	2%	3%	2%	-	5%	3%	1%	4%	4%	2%	5%	3%	2%	-	4%	6%
Self-employed (Private sector)	134	84	51	8	32	33	36	15	10	39	46	34	16	9	5	21	6	9	3	11	13	21	22	13	-	134	18
	11%	13%	9%	6%	11%	12%	13%	9%	23%	11%	12%	12%	10%	9%	9%	16%	6%	8%	4%	18%	13%	11%	15%	14%	-	16%	11%
None of the above/ I work in the Private sector	667	379	288	80	174	163	143	82	24	200	181	181	104	51	35	58	75	62	54	25	62	111	80	52	-	667	98
	56%	61%	51%	61%	59%	60%	52%	48%	55%	55%	48%	64%	63%	50%	59%	45%	67%	59%	63%	40%	61%	58%	55%	55%	-	80%	56%

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Absolutes/col percents

Table 29
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
No children aged 18 or under	1521	755	766	199	198	147	240	270	467	420	427	273	400	122	56	175	114	130	117	78	150	202	239	139	229	542	119
	74%	75%	72%	86%	56%	44%	65%	89%	98%	76%	74%	64%	78%	67%	65%	74%	65%	70%	75%	76%	76%	73%	83%	76%	65%	65%	55%
NET: Yes	532	246	285	29	153	182	127	33	9	129	142	150	111	57	31	59	60	56	37	25	48	68	48	42	122	286	93
	26%	24%	27%	12%	43%	55%	34%	11%	2%	23%	25%	35%	22%	31%	35%	25%	35%	30%	24%	24%	24%	25%	17%	23%	35%	34%	43%
NET: Any 5-18	417	192	225	14	81	161	120	33	9	98	106	129	85	41	28	53	46	40	27	20	39	51	38	35	107	214	78
	20%	19%	21%	6%	23%	48%	33%	11%	2%	18%	18%	30%	17%	22%	32%	22%	26%	21%	17%	19%	20%	19%	13%	19%	30%	26%	36%
NET: Any 11-18	275	130	144	5	16	110	107	29	7	51	69	93	62	28	20	37	32	22	17	11	27	36	23	22	69	147	45
	13%	13%	14%	2%	4%	33%	29%	10%	2%	9%	12%	22%	12%	15%	24%	16%	19%	12%	11%	11%	14%	13%	8%	12%	20%	18%	21%
Yes - children aged under 5 years old	198	91	107	20	117	48	12	-	1	54	58	45	42	22	8	14	23	31	16	9	13	28	20	16	32	114	37
	10%	9%	10%	9%	33%	15%	3%	-	*	10%	10%	10%	8%	12%	10%	6%	13%	16%	10%	8%	6%	10%	7%	9%	9%	14%	17%
Yes - children aged 5 to 10 years old	221	99	121	11	75	96	30	8	1	60	53	62	44	21	12	27	21	24	17	9	23	27	21	20	53	108	46
	11%	10%	11%	5%	21%	29%	8%	3%	*	11%	9%	15%	9%	11%	13%	11%	12%	13%	11%	9%	12%	10%	7%	11%	15%	13%	21%
Yes - children aged 11 to 15 years old	213	98	115	2	16	93	82	18	3	40	54	73	46	22	16	29	22	16	12	9	25	26	17	19	55	116	33
	10%	10%	11%	1%	4%	28%	22%	6%	1%	7%	9%	17%	9%	12%	18%	12%	13%	8%	8%	9%	12%	10%	6%	11%	16%	14%	15%
Yes - children aged 16 to 18 years old	112	55	57	3	2	33	54	15	6	19	30	35	29	7	9	14	18	7	8	6	6	18	13	6	27	58	21
	5%	5%	5%	1%	*	10%	15%	5%	1%	3%	5%	8%	6%	4%	10%	6%	10%	4%	5%	6%	3%	6%	5%	3%	8%	7%	10%
Refused	12	6	6	3	5	3	1	1	-	3	6	2	1	2	-	3	-	-	2	-	-	4	-	1	2	8	4
	1%	1%	1%	1%	1%	1%	*	*	-	1%	1%	*	*	1%	-	1%	-	-	1%	-	-	2%	-	*	1%	1%	2%

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Absolutes/col percents

Table 30
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Anglia	221	102	119	26	33	43	30	29	60	62	56	45	58	1	-	3	-	1	24	-	178	-	14	-	25	87	9
	11%	10%	11%	11%	9%	13%	8%	10%	13%	11%	10%	11%	11%	1%	-	1%	-	1%	15%	-	90%	-	5%	-	7%	10%	4%
Border	26	12	13	2	2	5	4	3	9	4	4	7	10	16	-	10	-	-	-	-	-	-	-	-	5	9	2
	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	9%	-	4%	-	-	-	-	-	-	-	-	1%	1%	1%
Central	286	137	149	31	56	40	47	45	68	73	71	72	70	-	-	3	-	174	99	2	-	-	2	6	52	116	31
	14%	14%	14%	13%	16%	12%	13%	15%	14%	13%	12%	17%	14%	-	-	1%	-	94%	64%	2%	-	-	1%	3%	15%	14%	14%
Granada	225	106	119	26	25	26	48	40	60	55	60	53	57	-	-	216	-	1	4	3	-	-	*	-	45	73	21
	11%	11%	11%	11%	7%	8%	13%	13%	13%	10%	10%	12%	11%	-	-	91%	-	1%	3%	3%	-	-	*	-	13%	9%	10%
London	358	173	185	60	83	58	54	43	60	129	106	65	58	-	-	-	-	-	-	-	19	275	63	1	67	172	64
	17%	17%	17%	26%	23%	18%	15%	14%	13%	23%	18%	15%	11%	-	-	-	-	-	-	-	10%	100%	22%	1%	19%	21%	30%
Meridian	231	110	121	14	28	33	40	44	71	51	63	40	77	-	-	-	-	2	1	-	1	-	204	24	23	86	9
	11%	11%	11%	6%	8%	10%	11%	15%	15%	9%	11%	9%	15%	-	-	-	-	1%	1%	-	1%	-	71%	13%	6%	10%	4%
STV	166	89	78	20	30	31	28	22	35	46	48	30	43	165	-	-	-	-	-	-	-	-	1	1	34	58	20
	8%	9%	7%	9%	9%	9%	8%	7%	7%	8%	8%	7%	8%	91%	-	-	-	-	-	-	-	-	*	*	10%	7%	9%
Tyne Tees	88	46	42	5	18	13	25	12	16	27	23	17	22	-	87	-	1	-	-	-	-	-	-	-	19	41	9
	4%	5%	4%	2%	5%	4%	7%	4%	3%	5%	4%	4%	4%	-	100%	-	1%	-	-	-	-	-	-	-	5%	5%	4%
Wales	98	50	48	9	19	12	24	13	22	17	29	21	31	-	-	-	-	-	-	98	-	-	-	-	22	39	13
	5%	5%	5%	4%	5%	3%	6%	4%	5%	3%	5%	5%	6%	-	-	-	-	-	-	95%	-	-	-	-	6%	5%	6%
West	60	35	26	7	12	12	9	4	16	18	17	9	16	-	-	6	-	7	-	-	-	-	-	48	13	19	11
	3%	3%	2%	3%	4%	4%	2%	1%	3%	3%	3%	2%	3%	-	-	2%	-	4%	-	-	-	-	-	27%	4%	2%	5%
Westcountry	103	48	55	9	18	13	18	22	24	23	38	19	24	-	-	-	-	1	-	-	-	-	1	102	18	37	8
	5%	5%	5%	4%	5%	4%	5%	7%	5%	4%	7%	4%	5%	-	-	-	-	*	-	-	-	-	*	56%	5%	4%	4%
Yorkshire	199	98	102	22	30	47	39	26	37	47	62	45	46	-	-	-	172	-	27	-	1	-	-	-	30	97	19
	10%	10%	10%	9%	8%	14%	11%	8%	8%	9%	11%	11%	9%	-	-	-	99%	-	17%	-	*	-	-	-	8%	12%	9%
UTV	2	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-
	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	-

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 31
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Single	577	303	274	186	137	95	92	42	26	163	174	97	143	48	27	63	58	46	39	27	49	105	71	44	96	280	78
	28%	30%	26%	80%	39%	29%	25%	14%	5%	29%	30%	23%	28%	26%	31%	27%	33%	25%	26%	25%	38%	25%	24%	27%	33%	36%	
NET: Married/ Civil partnership/ co habiting	1198	611	588	41	208	220	227	191	311	336	317	291	255	115	49	148	96	113	91	61	111	134	165	116	218	481	128
	58%	61%	56%	18%	59%	66%	62%	63%	65%	61%	55%	69%	50%	63%	57%	62%	55%	61%	58%	59%	56%	49%	58%	64%	62%	57%	59%
Married	876	470	406	13	111	146	163	154	289	255	216	228	178	79	40	105	69	93	67	43	86	92	119	83	155	310	99
	42%	47%	38%	6%	31%	44%	44%	51%	61%	46%	38%	54%	35%	43%	46%	44%	40%	50%	44%	42%	43%	33%	41%	46%	44%	37%	46%
Civil Partnership	23	13	10	-	9	6	5	3	-	6	4	6	8	1	2	2	2	1	4	1	2	5	3	1	5	14	2
	1%	1%	1%	-	3%	2%	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	1%	*	3%	1%	1%	2%	1%	*	1%	2%	1%
Co Habiting	299	127	172	27	87	68	60	34	23	75	97	57	69	35	8	42	24	19	19	17	24	37	44	32	58	156	27
	14%	13%	16%	12%	25%	21%	16%	11%	5%	14%	17%	13%	13%	19%	9%	18%	14%	10%	12%	17%	12%	13%	15%	18%	16%	19%	12%
NET: Widowed/ separated/ divorced	278	88	189	-	5	15	48	71	139	52	81	33	112	19	11	26	19	24	25	16	35	31	51	21	35	70	9
	13%	9%	18%	-	1%	5%	13%	23%	29%	9%	14%	8%	22%	11%	13%	11%	13%	16%	15%	18%	11%	18%	12%	10%	8%	4%	
Widowed	80	23	56	-	1	2	4	14	59	10	25	8	36	5	5	7	7	5	9	5	8	11	13	5	6	11	2
	4%	2%	5%	-	*	*	1%	5%	12%	2%	4%	2%	7%	3%	6%	3%	4%	3%	6%	5%	4%	4%	5%	3%	2%	1%	1%
Separated	27	14	12	-	1	5	7	7	7	4	7	10	6	-	1	*	5	4	5	1	3	2	5	-	3	11	1
	1%	1%	1%	-	*	2%	2%	2%	1%	1%	1%	2%	1%	-	1%	*	3%	2%	3%	1%	1%	1%	2%	-	1%	1%	1%
Divorced	171	51	120	-	2	9	37	50	73	38	49	15	69	15	5	18	7	16	11	9	24	18	32	16	26	48	5
	8%	5%	11%	-	1%	3%	10%	17%	15%	7%	9%	4%	13%	8%	6%	8%	4%	8%	7%	9%	12%	6%	11%	9%	7%	6%	3%
Prefer not to answer	12	6	6	4	5	2	-	-	-	2	4	3	3	-	-	-	1	2	-	-	3	5	1	1	4	5	1
	1%	1%	1%	2%	2%	1%	-	-	-	*	1%	1%	1%	-	-	-	1%	1%	-	-	1%	2%	*	*	1%	1%	*

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 32
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Glasgow	103	60	43	16	18	22	17	14	16	20	28	24	31	103	-	-	-	-	-	-	-	-	-	-	24	33	10
	5%	6%	4%	7%	5%	7%	5%	4%	3%	4%	5%	6%	6%	56%	-	-	-	-	-	-	-	-	-	-	7%	4%	5%
Edinburgh	60	26	34	5	10	11	12	10	13	22	16	10	12	59	1	-	-	-	-	-	-	-	-	-	16	23	9
	3%	3%	3%	2%	3%	3%	3%	3%	3%	4%	3%	2%	2%	32%	2%	-	-	-	-	-	-	-	-	-	5%	3%	4%
Newcastle	90	46	44	4	17	15	24	12	18	26	22	16	25	-	81	8	1	-	-	-	-	-	-	-	18	42	10
	4%	5%	4%	2%	5%	5%	6%	4%	4%	5%	4%	4%	5%	-	94%	3%	*	-	-	-	-	-	-	-	5%	5%	5%
Leeds	84	37	47	14	11	17	12	14	16	21	29	20	14	-	2	1	81	-	-	-	-	-	-	-	13	37	7
	4%	4%	4%	6%	3%	5%	3%	5%	3%	4%	5%	5%	3%	-	3%	*	47%	-	-	-	-	-	-	-	4%	4%	3%
Hull	37	18	19	4	5	5	7	2	13	9	12	6	11	-	-	-	30	-	7	-	-	-	-	-	2	12	3
	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%	1%	2%	-	-	-	17%	-	5%	-	-	-	-	-	1%	1%	1%
Sheffield	65	36	28	5	11	21	17	5	6	14	19	16	16	-	-	-	53	-	12	-	-	-	-	-	16	34	10
	3%	4%	3%	2%	3%	6%	4%	2%	1%	3%	3%	4%	3%	-	-	-	30%	-	8%	-	-	-	-	-	4%	4%	4%
Manchester	180	82	98	24	19	25	33	26	53	47	47	39	47	-	-	160	2	14	1	3	-	-	-	-	38	58	20
	9%	8%	9%	11%	5%	8%	9%	9%	11%	9%	8%	9%	9%	-	-	67%	1%	8%	1%	2%	-	-	-	-	11%	7%	9%
Liverpool	73	35	38	8	10	7	18	14	17	14	19	19	23	-	-	55	-	1	-	17	-	-	-	-	13	27	7
	4%	4%	4%	3%	3%	2%	5%	5%	4%	2%	3%	4%	4%	-	-	23%	-	1%	-	17%	-	-	-	-	4%	3%	3%
Nottingham	94	45	49	11	11	15	10	21	26	26	32	17	19	-	-	-	3	1	87	-	2	-	1	-	17	39	10
	5%	4%	5%	5%	3%	5%	3%	7%	6%	5%	6%	4%	4%	-	-	-	2%	1%	56%	-	1%	-	*	-	5%	5%	5%
Birmingham	167	77	90	17	42	19	35	21	32	44	37	47	38	-	-	-	-	152	13	1	-	-	-	-	32	71	13
	8%	8%	9%	7%	12%	6%	9%	7%	7%	8%	6%	11%	7%	-	-	-	-	82%	9%	1%	-	-	-	-	9%	8%	6%
Norwich	94	47	47	15	12	18	14	9	26	27	19	22	25	-	-	-	-	-	-	93	-	1	-	-	9	34	5
	5%	5%	4%	6%	3%	6%	4%	3%	6%	5%	3%	5%	5%	-	-	-	-	-	-	47%	-	*	-	-	2%	4%	2%
Milton Keynes	63	31	31	8	13	10	8	8	16	19	16	8	19	-	-	-	-	1	24	-	28	1	10	-	9	22	3
	3%	3%	3%	4%	4%	3%	2%	2%	3%	4%	3%	2%	4%	-	-	-	-	*	15%	-	14%	*	3%	-	2%	3%	1%
Brighton	55	29	26	1	7	6	12	14	14	13	15	14	13	-	-	-	-	-	-	-	-	-	53	2	8	22	2
	3%	3%	2%	*	2%	2%	3%	5%	3%	2%	3%	3%	2%	-	-	-	-	-	-	-	-	-	19%	1%	2%	3%	1%

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 32
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Oxford	32 2%	18 2%	14 1%	4 2%	7 2%	2 1%	3 1%	2 1%	12 3%	13 2%	9 2%	1 *	9 2%	-	-	-	-	3 2%	1 1%	-	-	-	17 6%	10 6%	4 1%	8 1%	1 1%
London	460 22%	220 22%	241 23%	64 28%	98 27%	83 25%	75 20%	57 19%	84 18%	148 27%	134 23%	89 21%	89 17%	-	-	-	-	-	1 1%	-	57 29%	274 100%	128 45%	1 *	78 22%	222 26%	68 31%
Southampton	85 4%	40 4%	45 4%	6 3%	8 2%	16 5%	7 2%	20 7%	28 6%	16 3%	28 5%	10 2%	31 6%	-	-	-	-	-	-	-	-	-	60 21%	25 14%	6 2%	32 4%	6 3%
Bristol	79 4%	43 4%	36 3%	9 4%	10 3%	18 5%	10 3%	9 3%	23 5%	23 4%	24 4%	15 4%	17 3%	-	-	-	-	3 2%	-	-	-	-	-	76 42%	11 3%	25 3%	15 7%
Plymouth	59 3%	29 3%	30 3%	3 1%	13 4%	5 1%	13 4%	14 5%	11 2%	12 2%	23 4%	11 3%	13 3%	-	-	-	-	-	-	-	-	-	-	59 32%	13 4%	24 3%	1 *
Cardiff	75 4%	40 4%	35 3%	7 3%	17 5%	7 2%	19 5%	10 3%	14 3%	15 3%	23 4%	17 4%	20 4%	-	-	-	-	2 1%	-	72 69%	-	-	-	1 1%	16 4%	34 4%	13 6%
None of these	110 5%	48 5%	62 6%	7 3%	16 4%	10 3%	21 6%	21 7%	36 8%	23 4%	25 4%	24 6%	39 8%	20 11%	2 2%	14 6%	5 3%	8 4%	7 5%	11 10%	18 9%	-	17 6%	8 4%	12 3%	37 4%	2 1%

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 33
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector		Opinion Influencer					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London		South East	South West	Public	Pri- vate	
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203	
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216	
Up to £7,000	(3.5)	96	42	55	19	17	11	22	20	8	4	21	10	61	7	4	21	4	6	6	13	10	15	4	5	24	10	
		5%	4%	5%	8%	5%	3%	6%	6%	2%	1%	4%	2%	12%	4%	4%	9%	2%	3%	4%	6%	7%	4%	5%	2%	1%	3%	5%
£7,001 to £14,000	(10.5)	256	94	161	22	29	32	43	43	86	16	60	30	150	29	14	23	13	27	17	25	25	38	28	15	61	13	
		12%	9%	15%	10%	8%	10%	12%	14%	18%	3%	10%	7%	29%	16%	16%	10%	8%	14%	17%	12%	9%	13%	15%	4%	7%	6%	
£14,001 to £21,000	(17.5)	337	160	178	20	47	37	59	61	114	46	102	68	122	28	12	38	33	28	36	17	39	25	52	30	40	126	26
		16%	16%	17%	9%	13%	11%	16%	20%	24%	8%	18%	16%	24%	15%	13%	16%	19%	15%	23%	16%	20%	9%	18%	16%	11%	15%	12%
£21,001 to £28,000	(24.5)	351	167	184	26	56	46	55	62	105	76	110	92	73	34	21	33	26	43	27	22	30	35	50	30	50	131	17
		17%	17%	17%	11%	16%	14%	15%	20%	22%	14%	19%	22%	14%	19%	24%	14%	15%	23%	17%	22%	15%	13%	17%	17%	14%	16%	8%
£28,001 to £34,000	(31)	263	138	125	16	41	48	48	41	69	72	80	68	43	22	6	38	26	29	19	14	21	32	34	23	61	107	28
		13%	14%	12%	7%	12%	14%	13%	13%	14%	13%	14%	16%	8%	12%	7%	16%	15%	16%	12%	13%	11%	12%	12%	13%	17%	13%	13%
£34,001 to £41,000	(37.5)	183	95	87	20	29	34	43	25	32	67	48	49	17	10	9	18	13	17	12	10	19	24	30	22	49	90	24
		9%	9%	8%	9%	8%	10%	12%	8%	7%	12%	8%	12%	3%	5%	10%	8%	7%	9%	8%	10%	9%	9%	10%	12%	14%	11%	11%
£41,001 to £48,000	(44.5)	136	72	63	19	34	28	18	18	20	47	48	28	13	7	4	16	16	9	13	4	17	14	21	15	27	79	16
		7%	7%	6%	8%	10%	8%	5%	6%	4%	8%	8%	6%	3%	4%	4%	7%	9%	5%	8%	4%	8%	5%	7%	8%	8%	9%	7%
£48,001 to £55,000	(51.5)	92	43	49	7	24	22	23	4	11	40	26	22	4	12	5	11	9	5	10	1	8	14	7	9	28	47	10
		4%	4%	5%	3%	7%	7%	6%	1%	2%	7%	5%	5%	1%	7%	6%	5%	5%	3%	7%	1%	4%	5%	3%	5%	8%	6%	4%
£55,001 to £62,000	(58.5)	56	33	23	10	14	12	9	8	4	35	15	5	1	5	2	9	7	8	1	3	1	15	5	1	25	21	12
		3%	3%	2%	4%	4%	4%	2%	3%	1%	6%	3%	1%	*	3%	3%	4%	4%	4%	1%	3%	1%	5%	2%	*	7%	2%	6%
£62,001 to £69,000	(65.5)	40	29	11	6	9	9	10	3	2	26	10	4	-	5	4	6	2	1	3	-	4	8	3	3	10	23	9
		2%	3%	1%	3%	3%	3%	3%	1%	1%	5%	2%	1%	-	3%	5%	2%	1%	1%	2%	-	2%	3%	1%	2%	3%	3%	4%
£69,001 to £76,000	(72.5)	20	6	14	4	3	8	4	1	-	17	3	-	-	3	2	-	2	1	-	-	1	8	1	3	3	13	5
		1%	1%	1%	2%	1%	2%	1%	*	-	3%	*	-	-	2%	2%	-	1%	*	-	-	*	3%	*	1%	1%	2%	2%
£76,001 to £83,000	(79.5)	28	17	11	9	6	3	5	-	5	19	3	6	-	3	-	1	1	3	1	-	2	13	3	1	3	16	9
		1%	2%	1%	4%	2%	1%	1%	-	1%	3%	*	1%	-	1%	-	1%	1%	2%	1%	-	1%	5%	1%	*	1%	2%	4%
£83,001 or more	(86)	56	38	18	15	18	18	4	1	-	44	5	7	-	2	-	6	9	1	2	-	4	24	4	2	9	39	22
		3%	4%	2%	6%	5%	5%	1%	*	-	8%	1%	2%	-	1%	-	3%	5%	1%	1%	-	2%	9%	2%	1%	3%	5%	10%

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 33

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public		Private
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
Prefer not to answer	151	73	78	39	26	24	24	17	21	45	44	36	26	17	4	17	13	8	8	9	14	26	24	11	27	61	14
	7%	7%	7%	17%	7%	7%	7%	6%	4%	8%	8%	8%	5%	9%	5%	7%	8%	4%	5%	9%	7%	9%	8%	6%	8%	7%	6%
Average income (£000's)	30.15	32.35	28.06	36.16	34.64	35.59	29.79	24.92	24.25	43.19	28.93	30.37	17.68	29.01	28.75	29.42	33.31	28.09	28.12	23.93	28.02	40.22	27.59	28.80	36.42	34.77	41.16

Asian Elephants Survey

ONLINE Fieldwork: 22nd-24th June 2018

Absolutes/col percents

Table 34

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2065	1047	1018	223	337	339	360	321	485	604	602	330	529	168	82	219	181	183	164	113	206	273	316	160	328	801	203
Weighted base	2065	1008	1057	231	355	332	367	304	476	553	575	425	512	182	87	237	173	186	155	103	198	275	287	182	353	836	216
NET: Yes	463	210	253	42	63	63	87	90	118	88	108	80	187	47	15	57	38	23	29	20	61	51	71	50	46	118	41
	22%	21%	24%	18%	18%	19%	24%	30%	25%	16%	19%	19%	37%	26%	18%	24%	22%	13%	19%	19%	31%	19%	25%	28%	13%	14%	19%
Yes - physical condition	289	125	164	15	29	33	59	60	94	52	67	55	115	28	8	34	23	13	20	15	42	27	46	33	26	64	24
	14%	12%	16%	6%	8%	10%	16%	20%	20%	9%	12%	13%	22%	15%	9%	14%	13%	7%	13%	14%	21%	10%	16%	18%	7%	8%	11%
Yes - mental condition	194	86	108	30	43	37	39	31	13	39	37	29	88	17	6	28	16	10	13	7	23	24	33	17	14	59	21
	9%	9%	10%	13%	12%	11%	11%	10%	3%	7%	6%	7%	17%	9%	7%	12%	9%	5%	8%	7%	12%	9%	12%	9%	4%	7%	10%
Yes - disability	151	80	71	3	13	16	37	39	42	27	30	20	73	17	2	20	10	8	10	12	19	16	21	17	9	27	9
	7%	8%	7%	1%	4%	5%	10%	13%	9%	5%	5%	5%	14%	9%	2%	8%	6%	4%	6%	11%	10%	6%	7%	9%	3%	3%	4%
Yes - other	15	10	6	-	1	4	4	3	3	2	8	1	5	-	1	-	1	-	2	3	4	2	3	1	3	4	1
	1%	1%	1%	-	*	1%	1%	1%	1%	*	1%	*	1%	-	1%	-	*	-	1%	3%	2%	1%	1%	*	1%	*	*
No	1552	768	784	180	283	259	268	207	355	453	451	335	312	132	70	177	131	158	124	82	135	209	204	129	301	694	169
	75%	76%	74%	78%	80%	78%	73%	68%	75%	82%	78%	79%	61%	72%	81%	74%	76%	85%	80%	80%	68%	76%	71%	71%	85%	83%	78%
Prefer not to say	50	29	21	10	9	11	12	6	3	12	16	10	13	3	1	3	4	5	2	1	2	15	12	2	7	25	7
	2%	3%	2%	4%	2%	3%	3%	2%	1%	2%	3%	2%	3%	2%	1%	1%	2%	3%	1%	1%	1%	5%	4%	1%	2%	3%	3%