



PROJECT BACKGROUND

Tigers in America conducted a representative survey of the U.S. adult population in order to evaluate current knowledge and opinions relating to captive and wild tigers. Faunalytics assisted with survey design and analysis and managed data collection in partnership with Survey Sampling International. The survey was fielded from July 8-10, 2014 and invitations were balanced such that the survey sample matches U.S. Census Bureau figures for age, gender, and region of the country. The sample size is 1,200 respondents, which implies an overall margin of error of +/- 2.8% at a 95% confidence level.

The survey results are subject to several caveats. Online research methods can be limited given that some groups are not fully represented online; this typically results in under-representation of non-white, lower-income, and elderly individuals. Another caveat to these results is the reliance on self-reported data. Respondents' answers may differ from their actual opinions or beliefs for a variety of reasons including social desirability bias, misunderstanding the question, or not paying sufficient attention to the survey. Additionally, interpretation of some terms may vary from respondent to respondent.

Despite these caveats, Faunalytics believes that the results included in this report are a close approximation of the opinions and beliefs of the U.S. adult population.

SUMMARY OF RESULTS

- 77% of U.S. adults have seen a living tiger in the United States, with the vast majority of those sightings (78%) occurring at large/city zoos.
- 12% of U.S. adults say they have touched a living tiger or tiger cub.
- 61% of people believe there are 1,000 or fewer captive tigers in the U.S.
- 82% of U.S. adults think there are 5,000 or more tigers living in the wild throughout the world.
- 70% of people believe that U.S.-born captive tigers have been reintroduced into the wild.
- 94% of people believe that people have been killed by a tiger or other large cat in the U.S. in the past 25 years.



- 20% believe it is legal to own a tiger as a pet in the U.S., but 88% think it should be prohibited. Following are the proportions of respondents who think it should be illegal to own tigers as pets, by demographic group:

REGION	<u>Northeast</u> 89%	<u>Midwest</u> 92%	<u>South</u> 88%	<u>West</u> 86%
POLITICS	<u>Democrat</u> 86%	<u>Republican</u> 88%	<u>Independent</u> 91%	<u>Other</u> 94%
GENDER	<u>Male</u> 85%	<u>Female</u> 92%		

- 31% of U.S. adults believe it is legal to breed tigers in the U.S., but 87% think it should be prohibited. Following are the proportions of respondents who think it should be illegal to breed tigers, by demographic group:

REGION	<u>Northeast</u> 91%	<u>Midwest</u> 88%	<u>South</u> 86%	<u>West</u> 84%
POLITICS	<u>Democrat</u> 84%	<u>Republican</u> 85%	<u>Independent</u> 91%	<u>Other</u> 92%
GENDER	<u>Male</u> 83%	<u>Female</u> 91%		



PERSONAL EXPERIENCES WITH TIGERS

More than three-fourths of U.S. adults (77%) say they have seen a living tiger in the United States. These respondents are slightly more likely to be male than female and are more likely to be Republicans or Independents than Democrats. They are also more likely to live with pets and to live in the Western region of the U.S., while being less likely to live in the Northeast region.

Among respondents who have seen a living tiger in the U.S., the vast majority (78%) report *most recently* seeing a tiger at a large/city zoo. Six percent (6%) most recently saw a tiger at a theme park, while the same proportion (6%) most recently saw a tiger at a circus. Three percent (3%) most recently saw a tiger at a small/roadside zoo and another 3% said a sanctuary. All other responses combined account for 6%. Those who most recently saw a tiger in a large/city zoo are more likely to be those from the Midwest, those without companion animals, and those living in urban or suburban (not rural) areas.

A much smaller proportion of U.S. adults (12%) say that they have physically touched a living tiger or tiger cub in the U.S. These respondents are more likely to be those who live with pets and are slightly more likely to live in urban areas or large cities.

KNOWLEDGE OF CAPTIVE AND WILD TIGERS

When asked how many captive tigers there are in the U.S., most survey respondents drastically underestimated the actual figure of approximately 5,000. Six in ten U.S. adults (61%) said they think the number of captive tigers in the country is 1,000 or fewer. On the other hand, 7% of respondents overestimated the figure at 10,000 tigers. Only about a third of U.S. adults (32%) provided relatively close estimates that ranged from 3,000 to 7,000 captive tigers.

Respondents were also asked how many tigers they think live in the wild throughout the world, with the vast majority underestimating the actual figure of approximately 3,000 wild tigers. More than two-thirds of U.S. adults believe that there are 10,000 or more tigers living in the wild, while 7% of respondents think there are 1,000 or fewer wild tigers remaining. Only about one in ten respondents (11%) either knew or correctly guessed that there are roughly 3,000 tigers remaining in the wild.

When asked how many U.S.-born captive tigers were introduced into the wild in the last 50 years, nearly a fourth of U.S. adults (23%) believe the figure to be 3,000 or more. Nearly half of respondents (48%) said they think the number of reintroduced tigers is between 100 and 1,000. The remaining 30% of U.S. adults said they believe that no U.S.-born captive tigers have been reintroduced into the wild.



Survey respondents were also asked how many people they think have been killed by a tiger (or other large cat) in the U.S. during the last 25 years. About a fourth of U.S. adults (24%) believe this number to have been 20 or more people. About a third of the adult population (34%) believes that the number of people killed has been 10 or 15, while about the same proportion (35%) believes the number has been 1 or 5. Only 6% of U.S. adults believe that nobody in the U.S. has been killed by a tiger or other large cat.

OPINIONS OF TIGER OWNERSHIP AND BREEDING

One in five U.S. adults (20%) believe it is legal to own a tiger as a pet in the U.S., while two-thirds (66%) say it is not and 14% say they do not know. When asked if people should be *allowed* to privately own tigers as pets, however, only a small minority of respondents (12%) said “yes.” The vast majority of U.S. adults (88%) believe that private ownership of tigers should be prohibited. Interestingly, those living in urban areas or large cities are slightly more likely to say that owning a tiger should be allowed.

More than half of U.S. adults (54%) think a captive tiger should have at least 10 acres of space. A fourth of respondents (25%) say tigers should have 5 acres of space and about one in five adults (19%) say they should have one-half to one acre of space. Women are more likely than men to say that tigers should have the maximum amount of space (20 acres).

Nearly one in three U.S. adults (31%) believe it is legal to breed tigers in the U.S., while nearly half (45%) say it is not and about a fourth (24%) say they do not know. When asked if people should be *allowed* to privately breed tigers, however, a much smaller proportion of respondents (13%) said “yes.” Once again, the vast majority of U.S. adults (87%) believe that privately breeding tigers should be prohibited; moreover, this feeling is evident across all demographic segments.

RESPONDENT PROFILES

Consistent with the Census-matched sample, 51% of survey respondents are female and 49% are male, with 32% between the ages of 18 and 35, 37% between ages 36 and 55, and 31% over age 55. Also consistent with the overall U.S. population, 37% of survey respondents are from the U.S. South, 23% live in the West, 22% live in the Midwest, and 18% live in the Northeast.

A slight majority of survey respondents (54%) say they live in a suburban area or small city, while 29% live in an urban area or large city and 17% live in a rural area. More than a third of respondents (38%) identify themselves as Democrats, while nearly the same number (37%) say they are Independents or selected “other.” A fourth of survey respondents (25%) say they are Republicans. Consistent with national averages, two-thirds of survey respondents (65%) say they currently live with one or more companion animals.