

## **4. Conclusion**

- 4.1 This opinion survey on ivory consumption showed that over 80% of the Hong Kong people interviewed neither own nor know anyone who owns ivory products. Besides, more than 90% said they never purchase or did not know anyone who had bought ivory products in the last three years. For the very few who had bought ivory products before, “cultural significance” topped the list as their main reason.
- 4.2 Moreover, Hong Kong people in general do not have very good knowledge in ivory poaching. Figures show that less than half of the respondents were aware that “ivory poaching is linked to terrorist trade and international organized crime” and also “African elephant species could be extinct in the wild within our life time”. Yet, relatively more people knew that “elephants must die or be killed for their tusks”, taking up over 70% of the sample.
- 4.3 Lastly, most respondents were generally aware that it is illegal to import or export ivory out of Hong Kong without a license. Besides, they were also supportive to “stop issuing new licenses by AFCD” and “impose a ban on ivory selling in Hong Kong”. These can be considered as very positive feedback on ivory conservation locally.