

3. Survey Findings

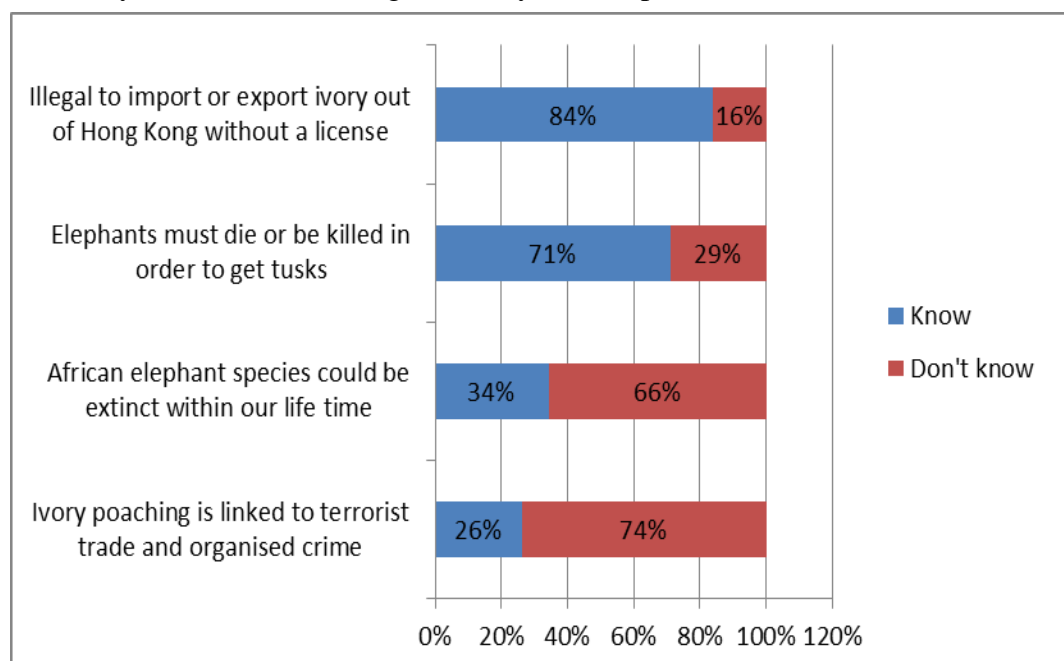
The questionnaire comprised a total of 11 opinion questions and ended by capturing some basic demographics of the respondents. The key findings are highlighted in this section, please refer to the relevant frequency tables in Appendix II for details. It should be noted that figures reported herewith have been rounded up to the nearest integer. If the first decimal place is 5, the figure will be rounded up by considering the second decimal place. Thus, figures reported hereafter may not be the same as those listed in the frequency tables and this is not an error.

- 3.1 The survey began by asking if the respondents owned any ivory or ivory products themselves. Results showed that a landslide majority of 91% of the respondents did not own any ivory products as compared to only 9% who did at the time of survey. Apart from themselves, 82% of the respondents said they knew nobody who owned ivory or ivory products, while 11% said they knew someone who did, while 7% had no idea (Tables 3 & 4).
- 3.2 The survey continued by asking if respondents knew anyone who had bought ivory or ivory products in the last three years. Results showed that 90% gave a negative answer. Only 2% could recall someone they knew had done so in the past three years, and 8% did not have a clue. Back to the respondents themselves, only less than 1% admitted that they had bought ivory products within the last three years, another 3% had done so more than three years ago, whereas 96% claimed that they had never bought any ivory products before (Tables 5 & 6).
- 3.3 As regards the reasons for buying ivory or ivory products, among the 33 respondents who had such experience before, “cultural significance” topped the list with 7 of them mentioning this reason, “durability of material” and “beauty of material” followed with 4 respondents each mentioning them. Besides, 2 people said “investment” and the other 12 had given a different reason each, while the remaining 5 could not provide any specific reason (Table 7).

3.4 The next set of questions aimed to gauge the general public's awareness on some facts related to ivory consumption and extinction of elephants. First of all, results showed that, 71% of the respondents were aware of the fact that “elephant tusks do not fall out like teeth but in order to get the ivory, elephants must die or be killed”, as contrast to 29% who did not know about this. Next, 34% said they were aware that “African elephant species could be extinct in the wild within our life time at the current poaching rate at one elephant killed every fifteen minutes”, yet 66% claimed ignorance to this. On the other hand, 26% said they knew that “ivory poaching is linked with terrorist trade and international organized crime”, but as high as 74% were not aware of this fact (Tables 8 to 10, Summary Chart 1).

3.5 The last section was about issuing ivory licenses and ivory selling in Hong Kong. Results revealed that 84% of the respondents were aware that it is illegal to import or export ivory out of Hong Kong without a license, nonetheless, 16% did not know about this. Besides, 75% agreed that the Agriculture, Fisheries and Conservation Department (AFCD) should stop issuing new licenses in future for ivory possession, while 12% supported AFCD should continue to issue licenses (Tables 11 & 12, Summary Chart 1).

Summary Chart 1 – Knowledge on ivory consumption and license



3.6 Lastly, 75% of the respondents expressed support on a ban on ivory selling in Hong Kong (with 55% “very much support” and 21% “quite support”). On the contrary, 12% of the respondents opposed to such ban (with 5% “quite oppose” and 7% “very much oppose”). Meanwhile, 7% said “half-half” and 6% did not have a view on this (Table 13, Summary Chart 2).

Summary Chart 2 – Degree of support over a ban on ivory selling in Hong Kong

