PRESS RELEASE

MUST CREDIT SAVE THE ASIAN ELEPHANTS

On behalf of 'Save the Asian Elephants', Electoral Calculus has run a poll on the public's attitudes to the new Animals (Low-Welfare Activities Abroad) Act 2023.

This act was designed to ban UK advertising of poor animal practices happening abroad, but government has not yet implemented the law.

Our poll asked respondents whether they support or oppose the law, and with what priority government should implement the law soon.

Headlines

We asked the public if they support or oppose the new law. Seventy-nine per cent of respondents who expressed an opinion support the law. This rises to over 80% for those who voted Labour, Liberal Democrat or Conservative at the recent general election.

This very high level of support is very consistent with polling we conducted in 2022 before the legislation was passed.

We also asked our respondents how much of a priority it should be for the government to implement this law soon. Fifty-five per cent of those with an opinion said it should be a "high" or "very high" priority. And 84% said it should be a "medium" priority or higher.

Introduction

Asian elephants used in tourism are taken from the wild when young and trained into obedience. This involves isolation, deprivation of food, water and sleep, and beating and stabbing with rods, chains and bullhooks. This treatment sometimes results in death. Other endangered species can also suffer and die in tourism such as monkeys, lions, tigers, bears and dolphins. People themselves can die or be injured by captive wild animals.

Critics say this is cruel and that more humane standards and ethical tourism should

be encouraged to protect these endangered species, some of which are nearing extinction.

Supporters say it gives entertainment to tourists, creates jobs for locals, and that western countries shouldn't impose their values and culture on others.

About 1,200 UK based companies currently advertise some 300 or more venues abroad where such treatment happens to elephants.

Over a year ago a law was passed to ban British adverts for practices happening abroad which would be illegal here. The government has not yet implemented this law.

Poll results

We asked over 2,000 people. The results are shown in the tables below.

Q1: [After showing introduction section above.] Do you support or oppose this law?

Responses	All voters	CON voters in 2024	LAB voters in 2024	LIB voters in 2024
Support Strongly/ Support	79%	82%	83%	88%
Neither support nor oppose	13%	9%	13%	5%
Oppose Strongly/ Oppose	8%	8%	5%	6%

Note: Figures exclude those who didn't know (17%) or didn't want to answer (10%).

Q2: How much of a priority should it be for the government to implement this law soon?

Responses	All voters	CON voters in 2024	LAB voters in 2024	LIB voters in 2024
High or Very High Priority	55%	61%	46%	52%

Medium Priority	29%	25%	34%	36%
Low or No Priority	16%	14%	20%	13%

Note: Figures exclude those who didn't know (21%) or didn't want to answer (10%).

Technical Details

Electoral Calculus used online pollster Find Out Now to poll 2,098 GB adults online between 4-8 October 2024. Data were weighted to be demographically representative of all GB adults by gender, age, social grade, other demographics and past voting patterns

Find Out Now and Electoral Calculus are both members of the British Polling Council and abide by its rules.

Data tables are available here

Electoral Calculus

Electoral Calculus is a pollster and political consultancy specialising in quantitative analysis and modelling for electoral and other market research projects. It has successfully predicted UK general elections since 2010. It was founded by Martin Baxter, its CEO.

Electoral Calculus is a Market Research Society Company Partner and a member of the British Polling Council.

Find Out Now

Find Out Now gathers poll responses from Pick My Postcode, a daily panel from 2.8 million members. Highly profiled respondents can be targeted instantly, and at scale to deliver reliable results fast.

More than 100 million responses have been received to Find Out Now's polls since it launched in November 2018. Find Out Now are Market Research Society Company Partners and a member of the British Polling Council.