

# #JoinTheHerd

## FALSE ASSUMPTION ON A GLOBAL SCALE THAT THE IVORY TRADE IS ALREADY **ILLEGAL**

A recent global survey has uncovered the widespread lack of public awareness that ivory trade is legal in their country. The vast majority (78% of 10,230 people surveyed in 10 countries) think it is already illegal. Once they are told the truth, the public want to see change.

Survey commissioned by WildAid Stop Ivory, Tusk, EIA, ZSL, Global March for Elephants and Rhinos, conducted by TNS 8-12 September 2016.  
Sample sizes: France 1018, Germany 1025, Italy 1050, Spain 1029, Sweden 1009, UK 1044, Netherlands 1012, Canada 1010, USA 1013, Australia 1020  
Questions: Do you think it is legal or illegal to sell ivory in your country? It is in fact legal to buy and sell ivory products in your country. Do you think the buying and selling of ivory in your country should be banned?

% OF ADULTS WHO THINK IT IS ALREADY  
**ILLEGAL TO SELL IVORY IN THEIR COUNTRY**



**GLOBAL AVG. 78%**

% WHEN TOLD THE IVORY TRADE IS LEGAL IN THEIR COUNTRY,  
**ADULTS WHO THINK IT SHOULD BE BANNED**



**GLOBAL AVG. 85%**

In Australia, 77% of adults already think that it is illegal to sell ivory in the country and 86%, when told the ivory trade was legal, said it should be banned.

#NoDomesticTrade

#RhinosMatter

#EyesOnIvory