



PUBLIC ATTITUDE TOWARDS
“TROPHY” HUNTING REPORT

January 2024

Background

Recognizing the critical role of hunting in wildlife management and ecosystem sustainability, the European Federation for Hunting and Conservation (FACE) along with key partners including the Wild Sheep Foundation (WSF), the International Council for Game and Wildlife Conservation (CIC), Safari Club International (SCI), Dallas Safari Club (DSC), Conservation Force (CF), and International Professional Hunters Association (IPHA) acknowledged the necessity to present a better understanding of Europeans' attitudes towards hunting practices in Europe especially considering the Humane Society International (HSI)'s survey published in 2021 which claimed a Europe-wide opposition to "trophy" hunting. This survey, by emphasising the negative aspects of trophy hunting, risks shaping public opinion and policy based on a limited understanding of the full spectrum of hunting activities.

The importance and relevance of hunting extend far beyond the scope of the "trophy" in hunting. It encompasses vital contributions to species population control, habitat conservation, biodiversity support, and significant benefits to local communities, where an animal part can be maintained as a keepsake rather than wasted. However, the portrayal of hunting in the HSI survey focused predominantly on the potential adverse impacts on endangered species and raised ethical concerns, potentially overshadowing these broader benefits.

To inform policy and public opinion with a more accurate reflection of hunting's role in conservation and community development, FACE and its partners commissioned YouGov for its reputation in conducting unbiased and comprehensive research. The objective was to counter the prevailing misconceptions and highlight the multifaceted nature of hunting, including its ethical and regulatory aspects, its contribution to conservation efforts, and its importance in supporting rural economies and local communities.



Methodology

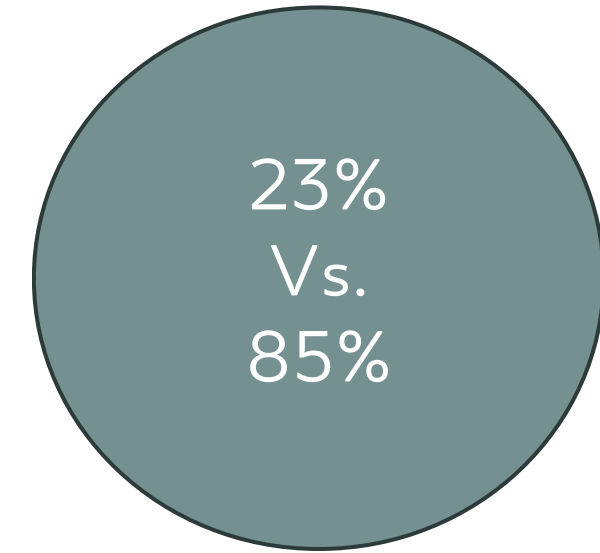
A consortium of sustainable use organisations from around the world commissioned independent polling company YouGov, who interviewed 7,188 European adults: 1,027 Danish, 2,045 German, 2,054 Italian, 1,003 Polish and 1,059 Spanish online between 30th of October and the 30th of November 2023.

Data was weighted to be nationally representative by key demographics such as age, gender and region. This is based on official population statistics.



Comparative Results:

On the question of whether it is acceptance for parts of legally hunted animals to be kept and imported if legal and regulated



Country	YouGov Acceptance	Humane Society Approval	YouGov Opposition	Humane Society Oppose
Italy	34%	5%	37%	89%
Denmark	66%	14%	7%	73%
Poland	62%	7%	17%	87%
Spain	49%	4%	32%	88%
Germany	55%	7%	21%	85%
Average	53,2%	7,4%	22,8%	84,4%
Austria*	69,4%	n/a	14%	n/a
Belgium	41,5%	9%	32%	91%

*Austria and Belgium were conducted seperately from this project but with the same methods and questions.

Question 1.

No matter your opinion on hunting, to what extent do you agree or disagree with the following statement:

- It is acceptable for other people in my country to hunt if they do so legally and in accordance with hunting laws and regulations.

Country	Agree	Disagree	Undecided
Italy	45%	32%	23%
Germany	60%	20%	19%
Spain	70%	19%	11%
Denmark*	90,3%	5,10%	4,50%
Poland	52%	26%	22%

*These figures are from a separate study conducted by YouGov in Denmark, full report available [here](#)

Question 2.

To what extent do you agree or disagree with the following statement:

- People in my country should be allowed to hunt in other countries where it is legal to do so.

Country	Agree	Disagree	Undecided
Italy	33%	34%	33%
Germany	33%	36%	30%
Spain	47%	30%	24%
Denmark	51%	13%	36%
Poland	45%	24%	31%

Question 3.

To what extent do you agree or disagree with the following statement:

- It is acceptable for a hunter from my country to keep a part of a legally hunted animal (e.g., horns, antlers) as a keepsake, provided that the hunt subsidizes conservation efforts and adheres to international regulations.

Country	Agree	Disagree	Undecided
Italy	34%	37%	29%
Germany	55%	21%	25%
Spain	49%	32%	19%
Denmark	66%	7%	27%
Poland	62%	17%	22%

Question 4.

To what extent do you agree or disagree with the following statement:

- It is acceptable for a hunter from your country to keep parts (meat, bones, antlers, etc.) of a legally hunted animal for personal use, both domestically and abroad, when the hunting program is essential to the conservation of the species, significantly benefits rural communities, and substantially invests in anti-poaching and habitat conservation.*

Country	Agree	Disagree	Undecided
Italy	38%	31%	31%
Germany	49%	23%	28%
Spain	50%	28%	22%
Denmark	63%	8%	29%
Poland	54%	19%	27%

*For further information on the phrasing of the question, please see the accompanying fact sheet [here](#)