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# WWF survey on attitudes towards commercial whaling in the Caribbean and the Pacific

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This report contains the findings of the survey, reported in the order the questions were asked. WWF welcomes enquiries; Please contact Chris Howe ([chowe@wwf.org.nz](mailto:chowe@wwf.org.nz)) or Sarah Anderson ([sanderson@wwf.org.nz](mailto:sanderson@wwf.org.nz)).

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WWF is one of the world's largest and most experienced independent conservation organisations, with almost 5 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable nature resources is sustainable
- promoting the reduction of pollution and wasteful consumption



# Introduction

- WWF, the global conservation organisation, commissioned public opinion research in ten Pacific and Caribbean countries to measure opinions on commercial whaling.
- The ten countries are: Grenada, Antigua and Barbuda, St Kitts and Nevis, Dominica, St Lucia, Palau, the Solomon Islands, Tuvalu, the Marshall Islands and Kiribati.
- The questions were about awareness of the IWC, whether countries should vote for or against a return to commercial whaling (defined as votes for proposals to establish commercial quota), and support for votes in the past to return to commercial whaling.
- Meridian Marketing Support Services Ltd conducted the research in the Caribbean, and Tebbutt Research conducted the research in the Pacific.



# Overview of results

- In the Pacific, in each country a majority of people are unaware of the IWC, are against their country voting for a return to commercial whaling, and if their country has voted for a return in the past, think that their country should not have done so.
- In the Caribbean, in 4 countries the majority of people are aware of the IWC, but in none of the 5 countries does a majority think their country should vote for a return to commercial whaling, or think their country should have, in the past, voted for a return to commercial whaling.



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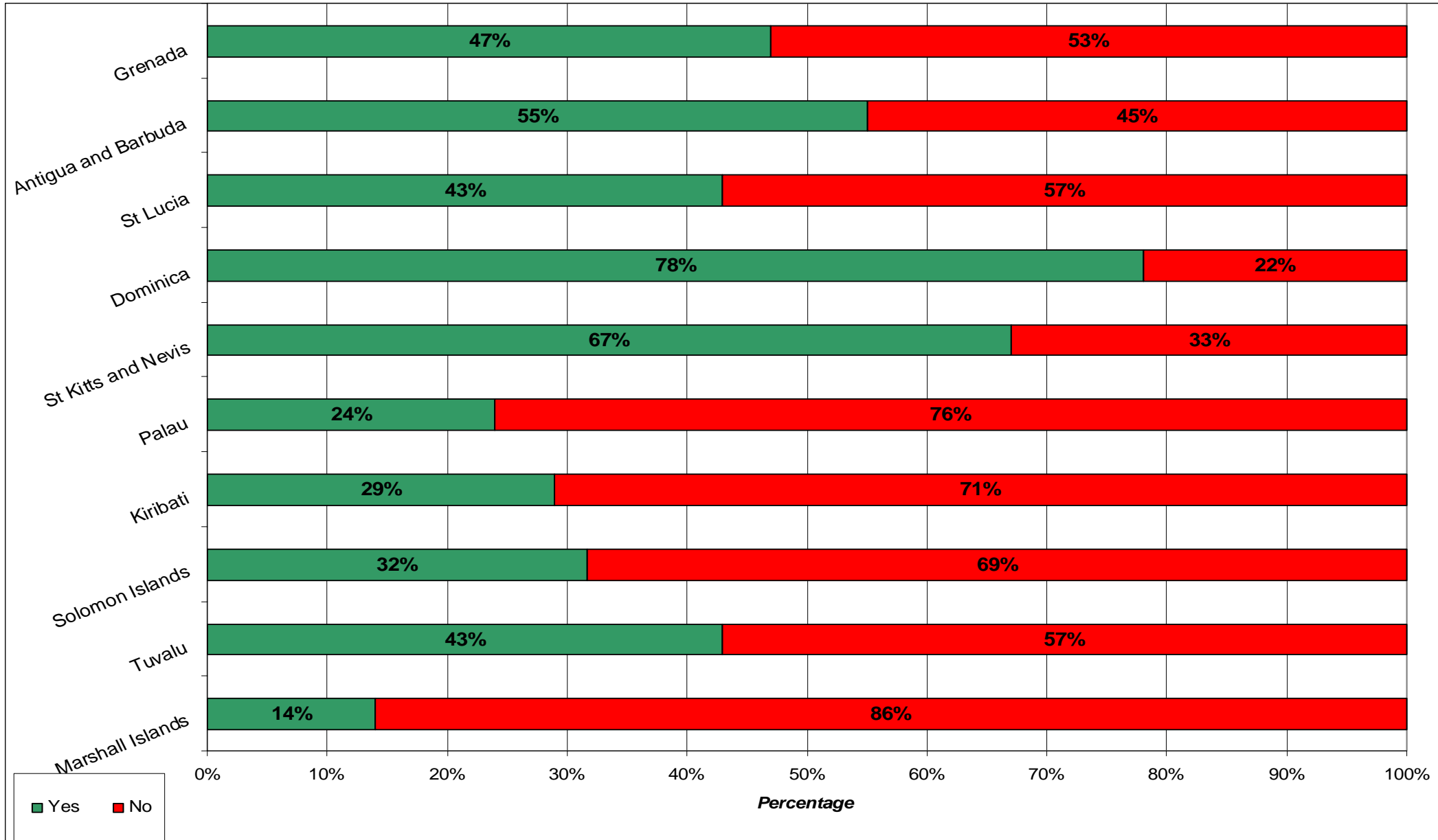
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# Results: All countries



# Awareness of the IWC

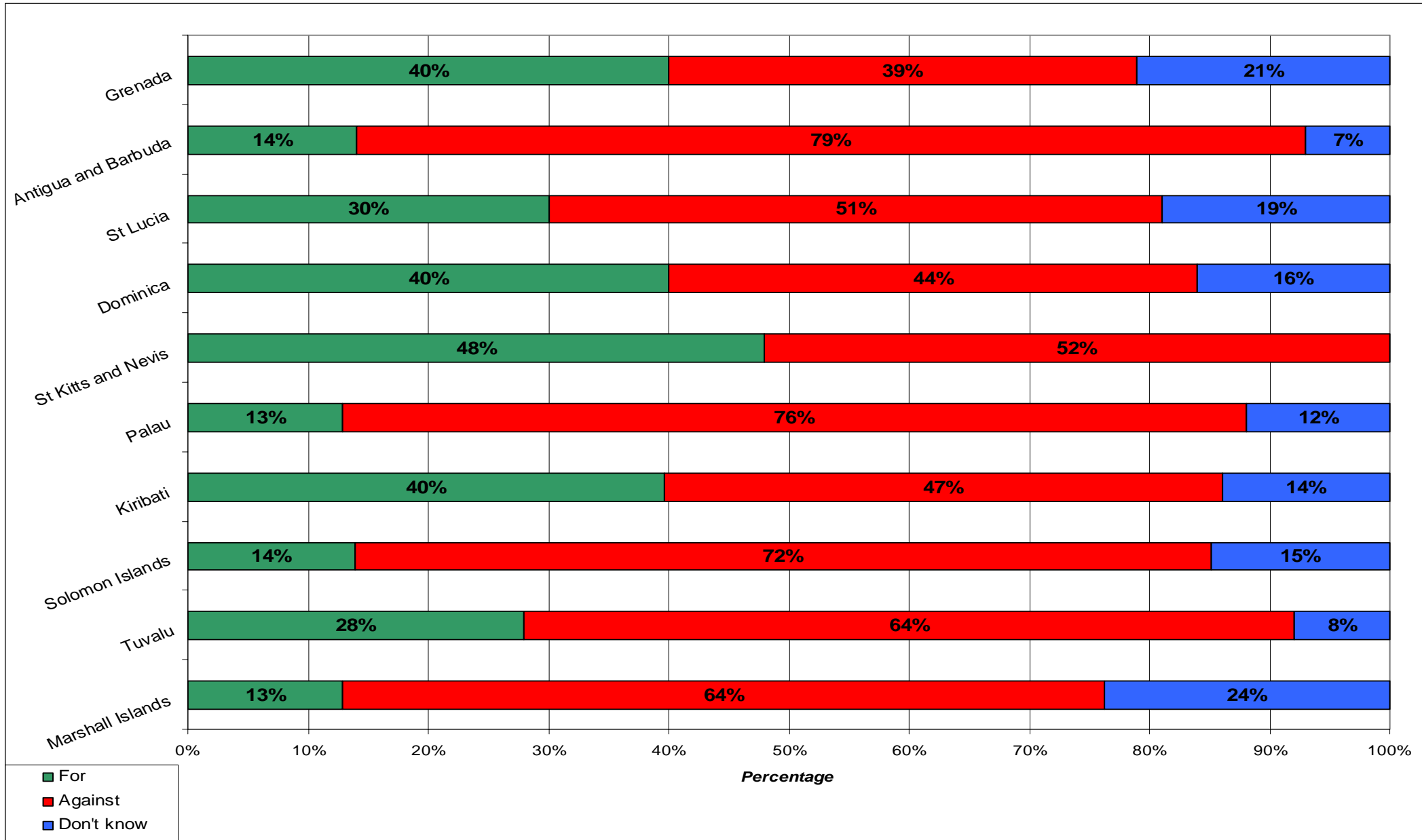
*“The International Whaling Commission, also known as the IWC, was established in 1946 to conserve whale stocks and regulate the whaling industry: Do you know that your country is a member of the IWC?”*





# Return to commercial whaling

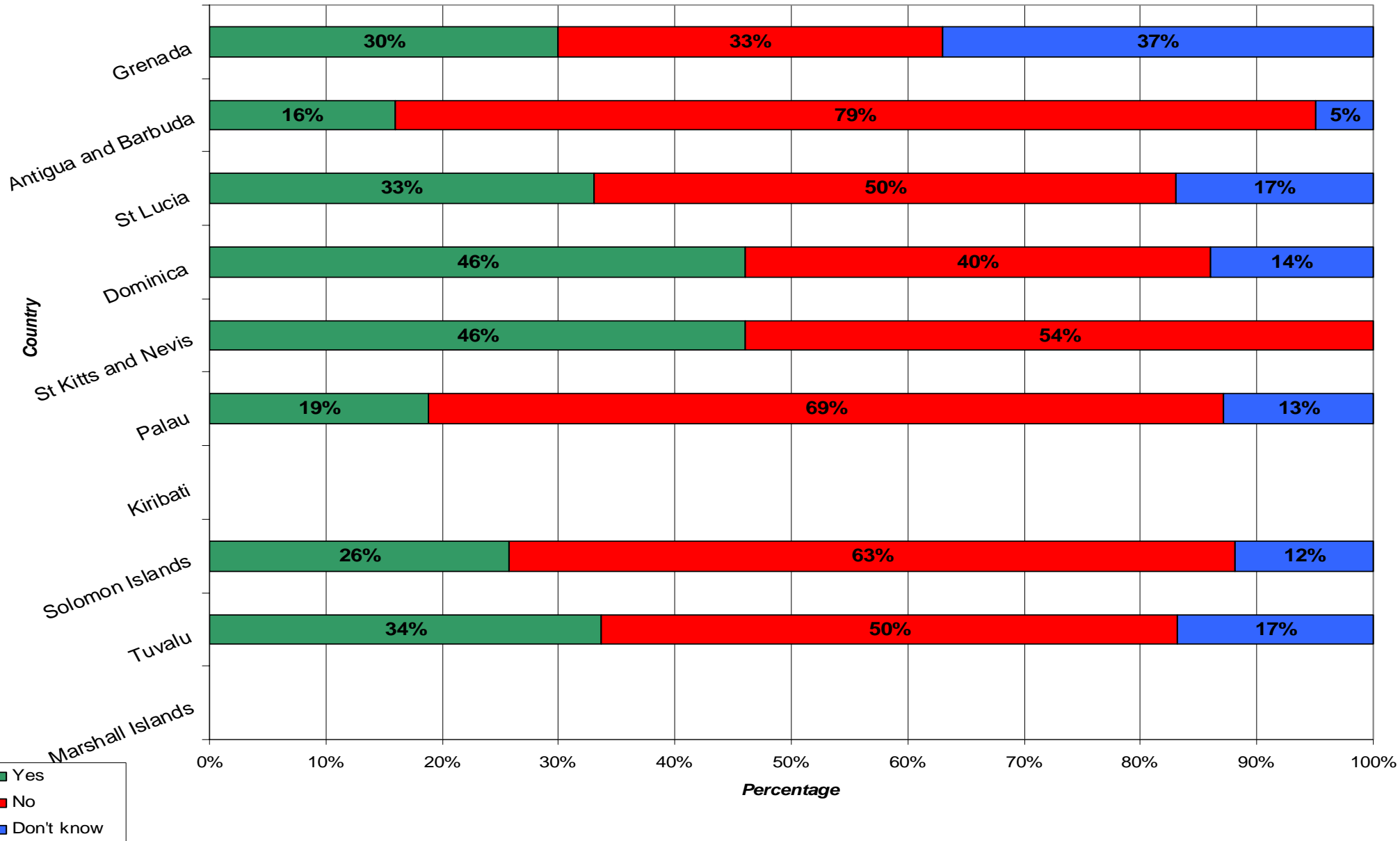
*“In June this year the International Whaling Commission will meet to discuss whether to return to commercial whaling, which has been banned since 1986. By commercial whaling I mean the hunting and killing of whales to sell. Do you think your country should vote for or against a return to commercial whaling?”*





# Voting behaviour

*“The representative of your country has in past meetings of the IWC voted for a return to commercial whaling. Do you think your country should have voted this way?”*







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# Results: Pacific



# Pacific methodology

- The surveys were conducted by telephone, using randomly selected numbers from phone books for each country.
- Respondents were selected randomly from the household, and all were adult citizens of the country they reside in.
- Interviews were conducted in 4 languages – English, Pidgin, I-Kiribati, and Tuvaluan.
- All interviews, validation, quality control, data entry, and analysis were conducted in-house by Tebbutt Research to strict standards according to ESOMAR guidelines.



# Pacific sample information

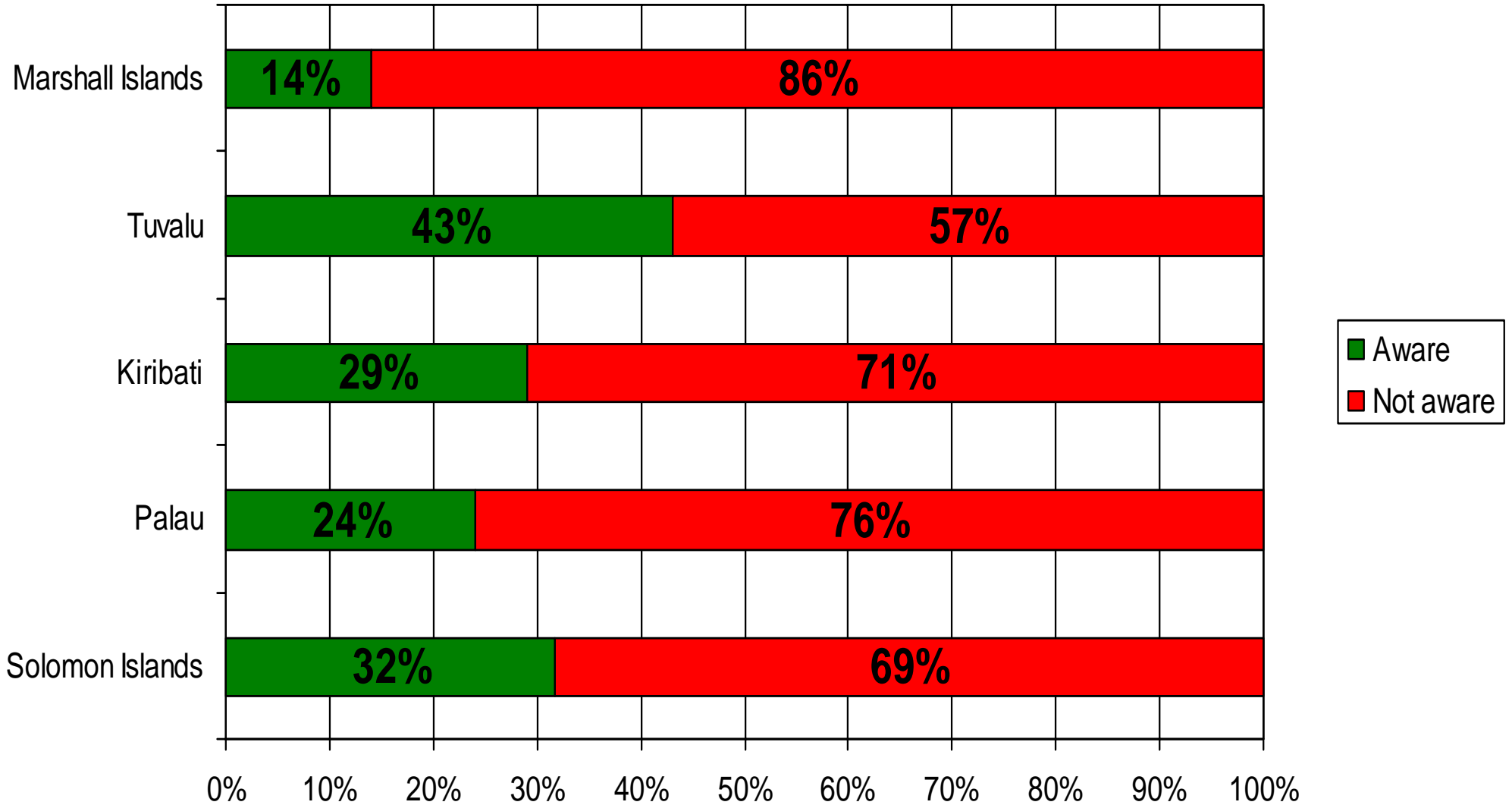
- 200 interviews were conducted in each country (1000 in total), between 25 May and 6 June 2006.
- Using population data from the CIA World Factbook, the sample size selected gives a maximum statistical margin of error of less than 7% for each country at the 95% confidence level.
- All data were analysed with significance testing at the 5% significance level.
- The demographic breakdown was:

	Total	Male	Female	18-29	30-44	45+
Solomon Islands	200	95 47.5%	105 52.5%	104 52%	64 32%	32 16%
Palau	200	79 39.5%	121 60.5%	48 24%	58 29%	94 47%
Kiribati	200	66 33%	134 67%	81 40.5%	66 33%	53 26.5%
Tuvalu	200	89 44.5%	111 55.5%	63 31.5%	58 29%	79 39.5%
Marshall Islands	200	100 50%	100 50%	75 37.5%	66 33%	59 29.5%



# Awareness of the IWC

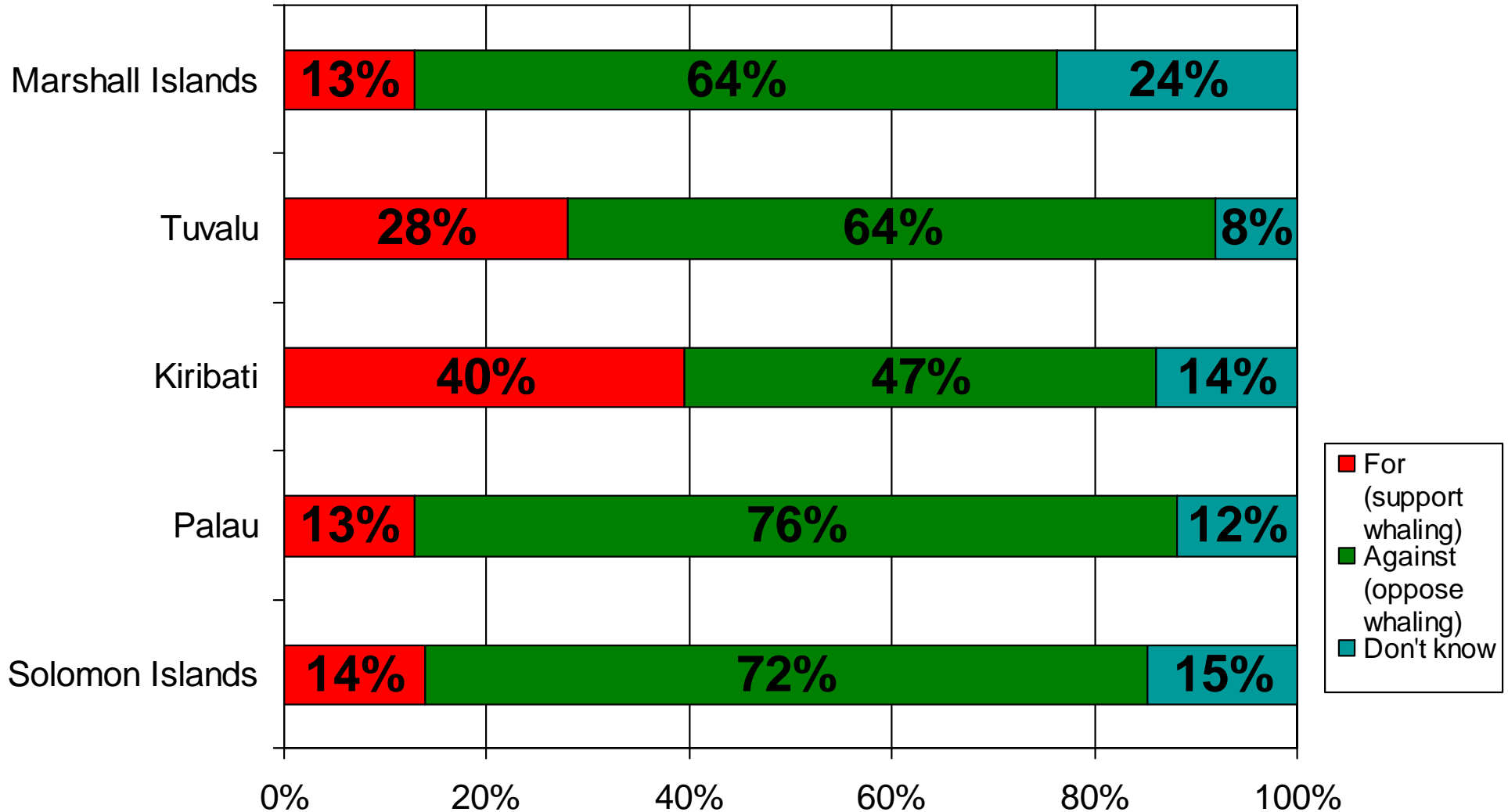
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# Return to commercial whaling

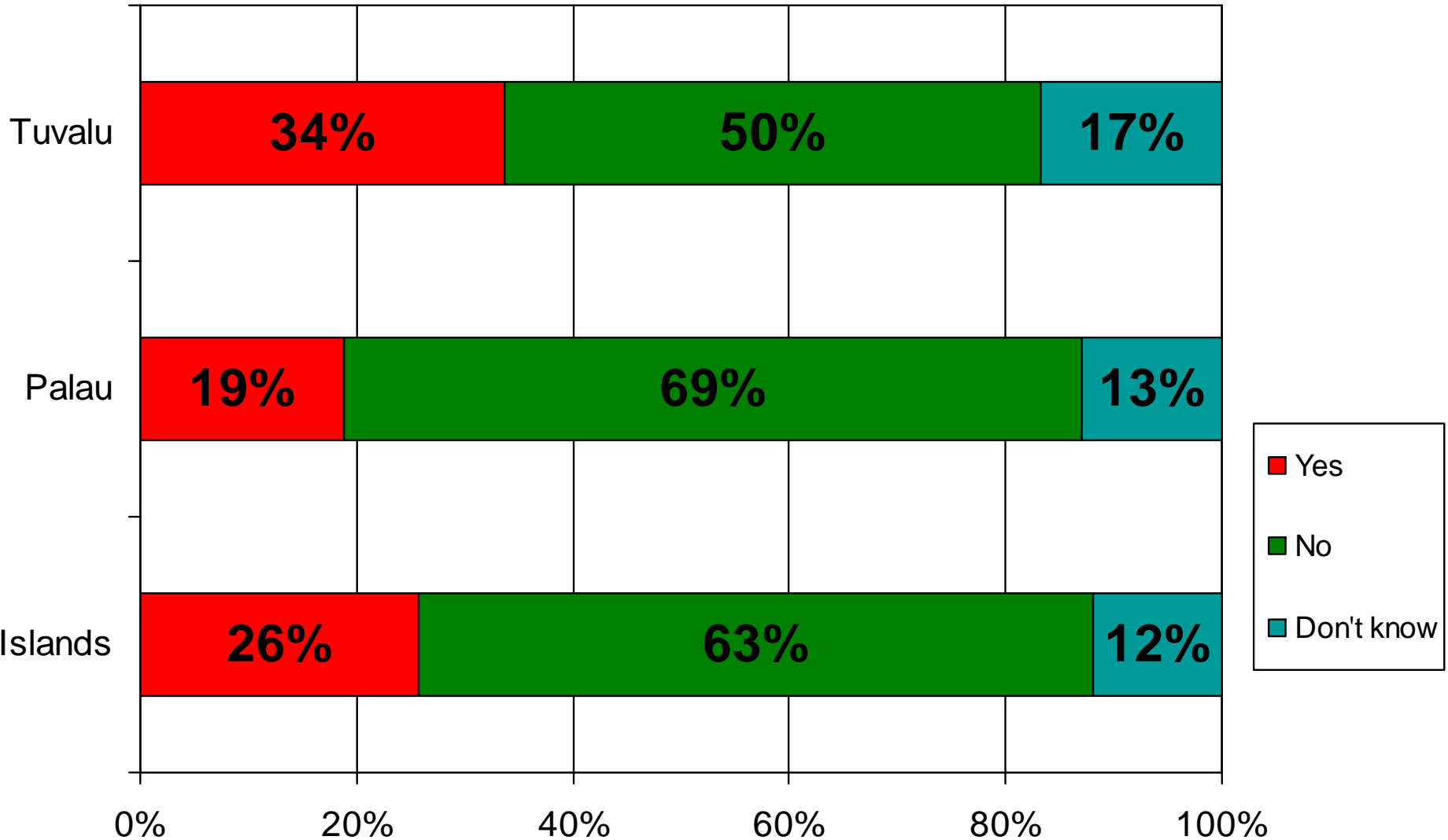
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# Results: Caribbean



# Caribbean methodology

- The poll was taken using a prepared questionnaire between 25 May and 8 June 2006
- Individuals polled were selected via a random method and using the local telephone listing as the sampling frame
- Individuals were polled via telephone interviews
- Data collected was summarized and reported

## Caribbean sample information

In each territory:

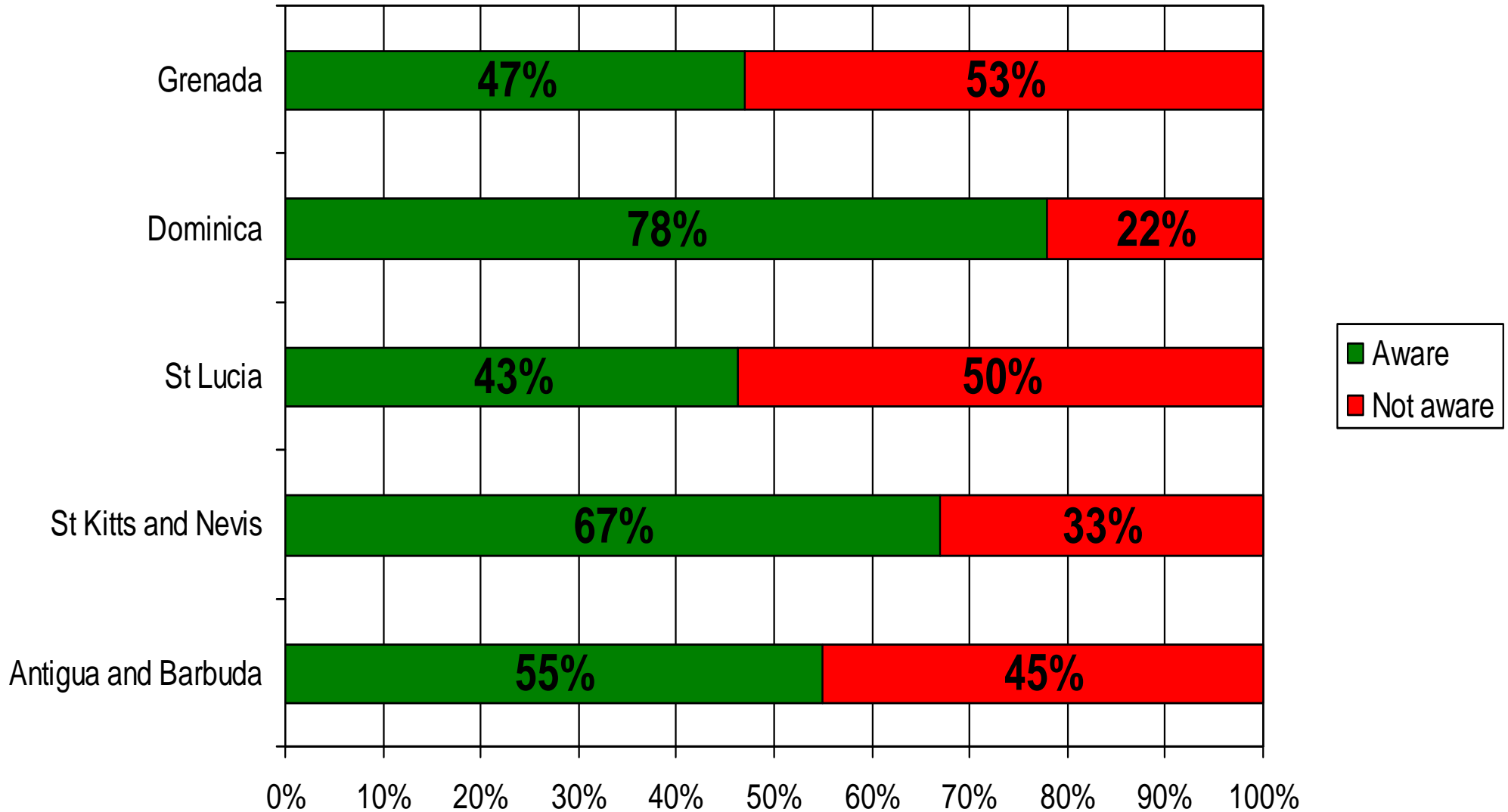
- Margin of error is 4%, with a confidence interval of 95%
- Sample size – 300 persons
- Gender – 50% Male; 50% Female
- Age groups
  - 18-24 years – 25%
  - 25-34 years – 25%
  - 35-44 years – 25%
  - 45 years and over – 25%





# Awareness of the IWC

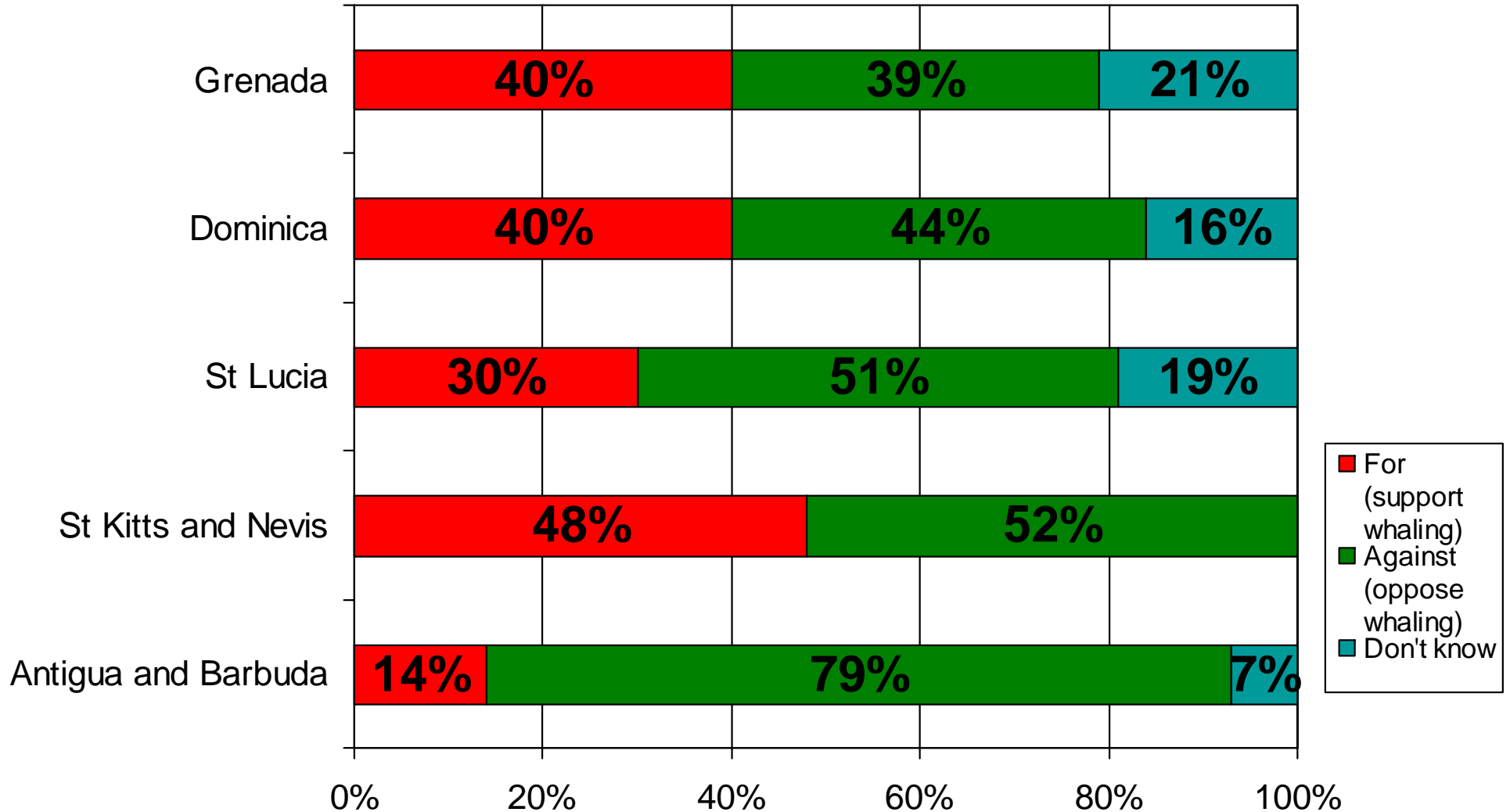
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# Return to commercial whaling

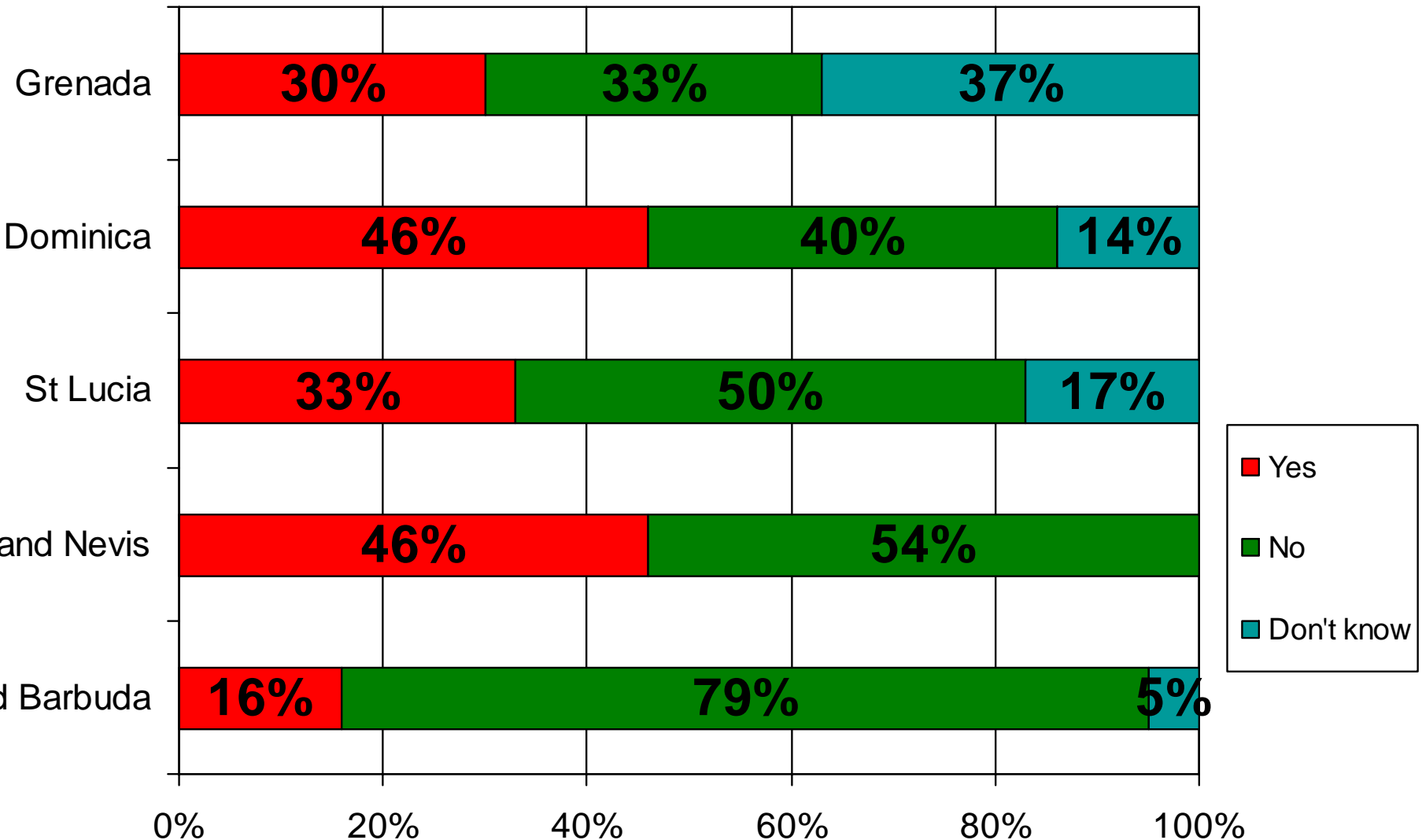
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