Wild Meat Preference During a Global Pandemic
Nigeria Bushmeat Consumption Research 2020

A presentation from GlobeScan Incorporated
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Agenda

• Context and Research Description
• Bushmeat Consumption
• Influences, Attitudes, and Drivers of Bushmeat Consumption
• Deterrents and Legality of Buying Bushmeat
• General Wildlife Trade in Nigeria
• Key Findings
Context and Research Description
Context: Bushmeat trade in Nigeria

- The consumption of bushmeat in West and Central Africa has risen in the past decades.

- Some people rely on the protein from wild meat.

- However, increasing urban consumption is driving species towards extinction.
Context: Research questions

- To identify the demographic profile of urban bushmeat consumers in Nigeria.
- To understand the consumption habits and frequency of bushmeat consumption.
- To determine the drivers and deterrents of bushmeat consumption.
- To establish the perceived legal risks to consuming bushmeat.
- To investigate the perceived links between bushmeat consumption and COVID-19.
- To contextualize this information with people’s perceptions and knowledge of overall wildlife trade.
Quantitative Research: September – October 2020

- Conducted online; respondents invited via email and could answer on their mobile
- Total sample size $n=2,000$, including 901 people who had consumed bushmeat in the past 12 months.
- Sample taken from four cities in Nigeria (Lagos 800; Port Harcourt 450; Abuja 450; Calabar 300)
- Questionnaire median length approximately 15 minutes
Bushmeat Consumption
Bushmeat Consumption Habits

71% of people have consumed bushmeat before

Animals That People Eat Most
- Grasscutter: 44%
- Antelope/deer: 25%
- Snake: 21%
- Wild pig: 15%
- Monkey: 11%

Most Preferable Species (If Money Is Not a Factor)
- Grasscutter: 52%
- Antelope/deer: 42%
- Wild pig: 21%
- Porcupine: 10%
- Snake: 10%

Most Suitable Substitute
- Fish: 33%
- Chicken: 22%
- Goat / turkey: 18%
- Beef: 10%
- Vegetables: 9%
Influences, Attitudes, and Drivers of Bushmeat Consumption
Reasons for Choosing Bushmeat

Drivers and Deterrents for Bushmeat Consumption

Top reasons to consume bushmeat over regular meat
- Bushmeat is tastier than regular meat (51%)
- Eating bushmeat is part of my culture (30%)
- Bushmeat has fewer chemicals (28%)

Top reasons to consume regular meat over bushmeat
- Regular meat is more accessible (48%)
- Regular meat is cheaper (40%)
- I am concerned about animals going extinct in the wild (38%)

Top Influences for Bushmeat Consumption

- My parents: 47
- My friends: 34
- My acquaintances: 14
- My work colleagues: 11
- Traditional media sources (e.g., television/newspaper): 8
- Information from the internet (e.g., blog/website): 5
- A doctor: 5
- My child/children: 3
- Someone influential I don’t immediately know (e.g., government officials / celebrities): 3
- My supervisors: 3
- I made the decision solely by myself: 40
### Situations for Eating Bushmeat

#### Occasions of Eating Bushmeat

<table>
<thead>
<tr>
<th>Occasion</th>
<th>P12M Consumers</th>
<th>Frequent Bushmeat Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>No specific occasion</td>
<td>35</td>
<td>27</td>
</tr>
<tr>
<td>A festival</td>
<td>31</td>
<td>39</td>
</tr>
<tr>
<td>A birthday</td>
<td>7</td>
<td>10</td>
</tr>
</tbody>
</table>

#### Environments in Which People Eat Bushmeat

<table>
<thead>
<tr>
<th>Environment</th>
<th>P12M Consumers</th>
<th>Frequent Bushmeat Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>At my home</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Home village or town</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>In a restaurant</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>At a friend's/relative's home</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

### Ease of Buying Bushmeat

- **Total**
  - Very easy + easy: 33%
  - Moderate: 37%
  - Hard + very hard: 28%

- **Abuja**
  - Very easy + easy: 29%
  - Moderate: 37%
  - Hard + very hard: 32%

- **Calabar**
  - Very easy + easy: 55%
  - Moderate: 30%
  - Hard + very hard: 14%

- **Lagos**
  - Very easy + easy: 26%
  - Moderate: 39%
  - Hard + very hard: 32%

- **Port Harcourt**
  - Very easy + easy: 33%
  - Moderate: 39%
  - Hard + very hard: 27%
Eating Bushmeat in the Future

Likelihood of Buying Bushmeat in the Future

- Very Likely: 51%
- Likely: 24%
- Neither Likely nor Unlikely: 8%
- Unlikely: 5%
- Very Unlikely: 13%

Typical Buyer Profile
- Gender: Male
- Age: 25 - 34
- City: Calabar (marginal)

Has the availability of bushmeat changed

- A lot more: 12%
- Some more: 15%
- No Change: 10%
- A bit less: 42%
- A lot less: 17%
Deterrents and Legality of Buying Bushmeat
Relationship Between COVID and Bushmeat

Perceived Primary Source of Diseases

- Lack of hygiene: 51%
- Contact with wild animals: 44%
- Lab experiments / research: 43%
- Environmental deterioration: 31%
- Eating bushmeat: 24%
- Lack of suitable medicine: 12%
- Contact with domestic animals: 12%
- Eating regular meat: 2%
- Other: 6%

Bushmeat Species as the Source of COVID-19

- Bats: 49%
- Monkeys: 20%
- Rats: 14%
- Pangolins: 13%
- Chimpanzees: 12%
- Other: 17%
- Not sure: 25%

How has COVID Affected Your Bushmeat Purchase

- Eat more: 27%
- Eat less: 31%
- Not affected: 40%
- Stopped buying: 27%
Legality of Bushmeat Products

Legality of Buying Bushmeat

- All species are legal: 54%
- Some species are legal: 31%
- No species are legal: 4%
- I don’t know: 11%

Which Species are Legal

- Grasscutter: 74%
- Antelope/deer: 53%
- Snake: 39%
- Wild pig: 34%
- Tortoise: 24%
- Porcupine: 22%
- Monitor lizard: 19%
- Monkey: 19%
- Other bushmeat: 32%

Note: Some species are legal to trade as bushmeat in Nigeria, though many of the species referred to in this study, such as most species of primate or ungulate, tortoises, crocodiles, bats, pangolins and many others are protected.
General Wildlife Trade in Nigeria
Wildlife Protection in Nigeria

Nigeria Compared to Other Countries in West Africa

<table>
<thead>
<tr>
<th>Travel behavior</th>
<th>Total</th>
<th>Never</th>
<th>Occasionally</th>
<th>Regularly</th>
<th>Often</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very low</td>
<td>6</td>
<td>6</td>
<td>7</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Moderately low</td>
<td>20</td>
<td>19</td>
<td>24</td>
<td>18</td>
<td>13</td>
</tr>
<tr>
<td>The same as other countries</td>
<td>10</td>
<td>9</td>
<td>14</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>Moderately high</td>
<td>31</td>
<td>32</td>
<td>32</td>
<td>33</td>
<td>23</td>
</tr>
<tr>
<td>Very high</td>
<td>24</td>
<td>24</td>
<td>16</td>
<td>35</td>
<td>47</td>
</tr>
<tr>
<td>Do not know</td>
<td>8</td>
<td>11</td>
<td>7</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Opinions on Nigeria’s Wildlife

- I think these animals should be protected: 69
- These animals are important for our national heritage: 59
- I would like to see these animals: 45
- I am proud of Nigerian wildlife: 30
- I am afraid of these animals: 14
- I believe it is ok to hunt these animals: 4
- I did not know these animals lived in Nigeria: 3
- I have no interest in Nigerian wildlife: 2
Wildlife Protection in Nigeria

Who is Responsible for Protecting Nigeria’s Wildlife

<table>
<thead>
<tr>
<th>Entity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal government</td>
<td>77</td>
</tr>
<tr>
<td>State government</td>
<td>46</td>
</tr>
<tr>
<td>Scientific/academic research institutions</td>
<td>36</td>
</tr>
<tr>
<td>Individuals</td>
<td>29</td>
</tr>
<tr>
<td>NGOs</td>
<td>19</td>
</tr>
</tbody>
</table>

Most Trusted Messengers for Information

<table>
<thead>
<tr>
<th>Entity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nigeria Centre for Disease Control [NCDC]</td>
<td>50</td>
</tr>
<tr>
<td>Doctors/pharmacist</td>
<td>35</td>
</tr>
<tr>
<td>Scientists</td>
<td>25</td>
</tr>
<tr>
<td>Federal government</td>
<td>25</td>
</tr>
<tr>
<td>Academics or research institution</td>
<td>23</td>
</tr>
</tbody>
</table>

Perceived Performance of the Government

- The government is not doing anything: 14
- The government is doing poorly: 22
- The government is doing well: 20
- The government is doing everything possible: 38
- I don't know: 5
Key Findings, Conclusions and Recommendations
Key Findings

71% Of urban Nigerians have eaten bushmeat in their lives; 45% of urban Nigerians had eaten it in the last year

75% Of people are likely to eat bushmeat in the future. Grasscutter is the most popular species; fish is the most popular substitute

88% Of people believe that some or all bushmeat should be legal

56% Of people believe wild animals cause zoonotic diseases

58% Of people have consumed less or stopped buying bushmeat because of COVID
Recommendations

- Focus messaging and narratives on the decline of animal populations in the wild
- Promote sustainable alternates to bushmeat
- Link bushmeat consumption with COVID-19 and other zoonotic diseases
- Target cities equally
- The NCDC are the most trusted messenger for information on bushmeat
Thank You! Questions?

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