



# Wild Meat Preference During a Global Pandemic

## Nigeria Bushmeat Consumption Research 2020

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A presentation from GlobeScan Incorporated  
January 2020

**WILDAID**

# 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

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## 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.

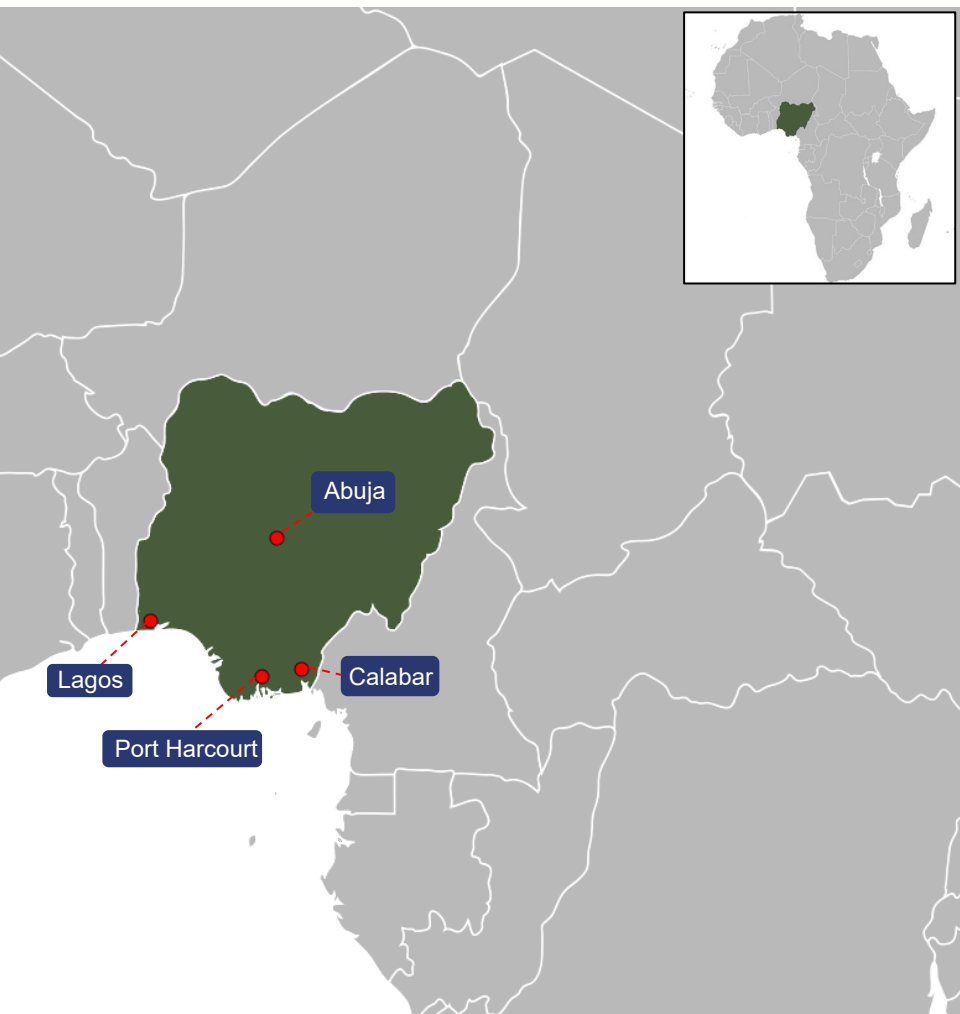


## Context: Research questions

- ❖ 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.



# How We Did It: Research Design and Specifications



## 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



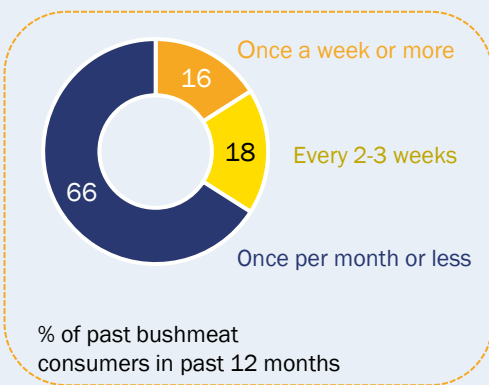
# Bushmeat Consumption Habits

## Past Bushmeat Consumption Habits

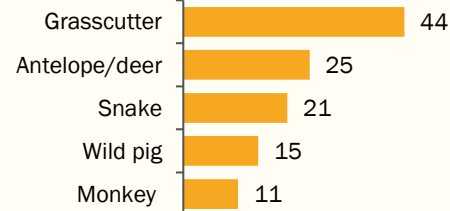
**71%** of people have consumed bushmeat before



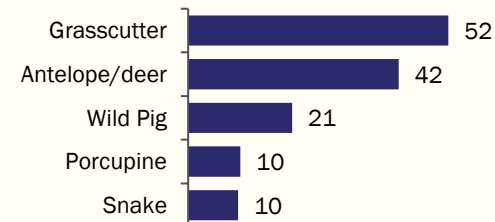
## Consumption frequency



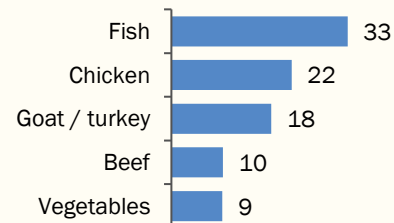
## Animals That People Eat Most



## Most Preferable Species (If Money Is Not a Factor)



## Most Suitable Substitute



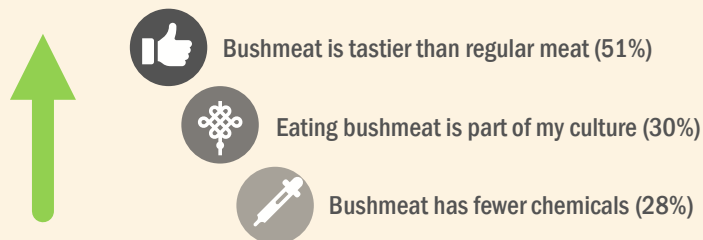


# Influences, Attitudes, and Drivers of Bushmeat Consumption

# Reasons for Choosing Bushmeat

## Drivers and Deterrents for Bushmeat Consumption

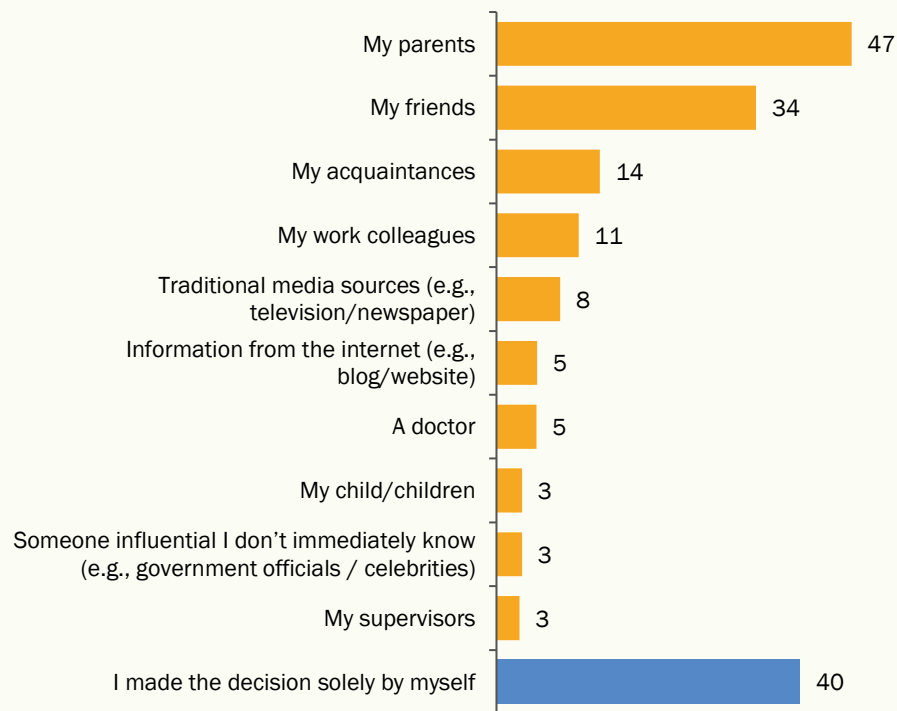
Top reasons to consume  
**bushmeat** over regular meat



Top reasons to consume  
**regular meat** over bushmeat

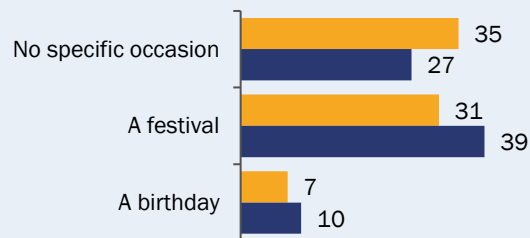


## Top Influences for Bushmeat Consumption



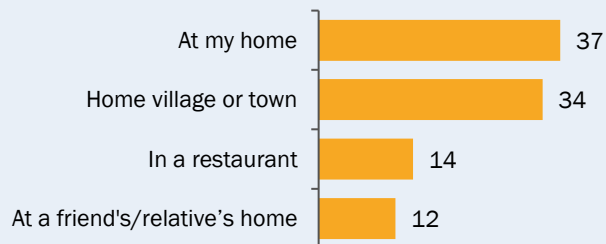
# Situations for Eating Bushmeat

## Occasions of Eating Bushmeat



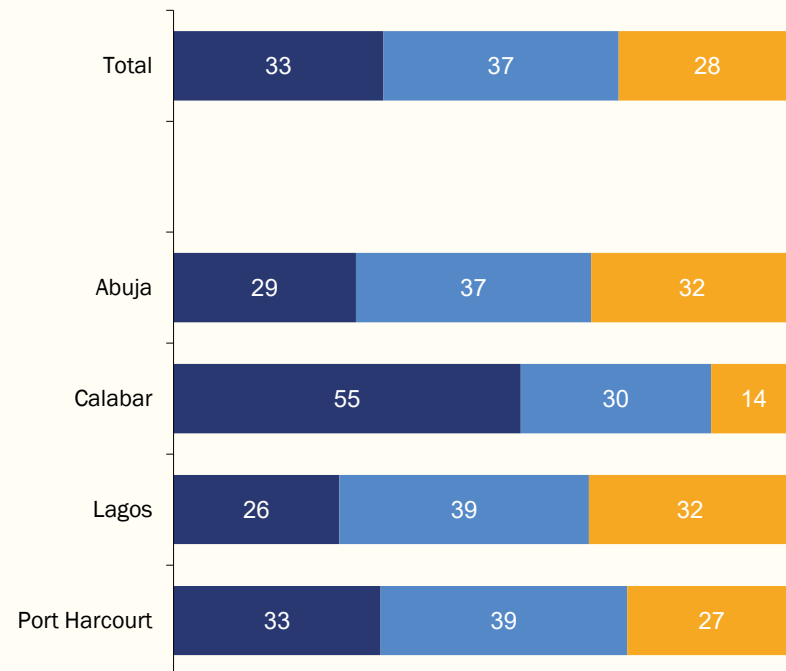
■ P12M Consumers  
■ Frequent Bushmeat Consumers

## Environments in Which People Eat Bushmeat



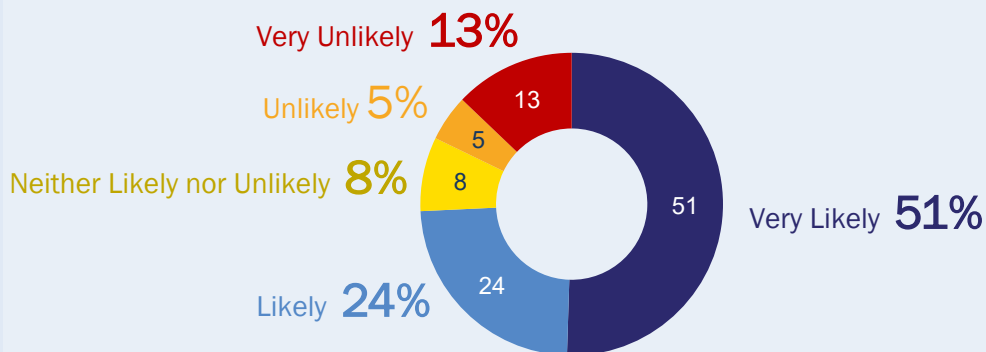
## Ease of Buying Bushmeat

■ Very easy + easy   
 ■ Moderate   
 ■ Hard + very hard   
 ■ Impossible

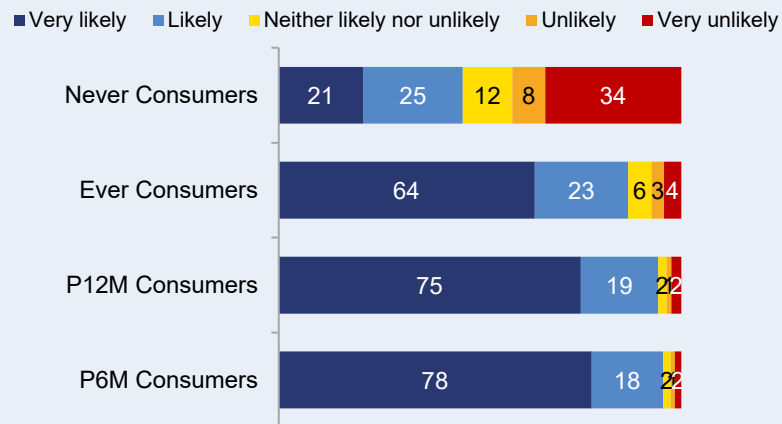


# Eating Bushmeat in the Future

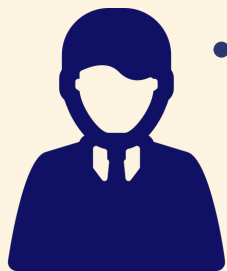
## Likelihood of Buying Bushmeat in the Future



## Likelihood of Buying Bushmeat in the Future

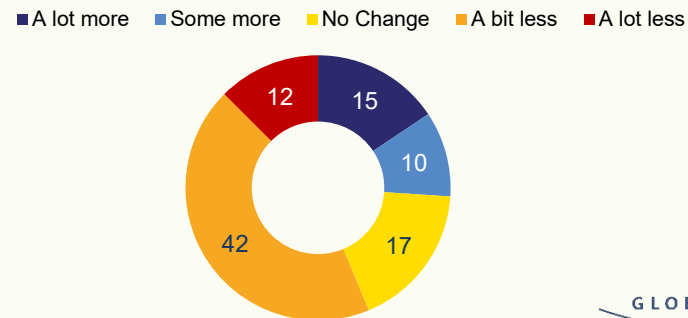


## Typical Buyer Profile



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

## Has the availability of bushmeat changed



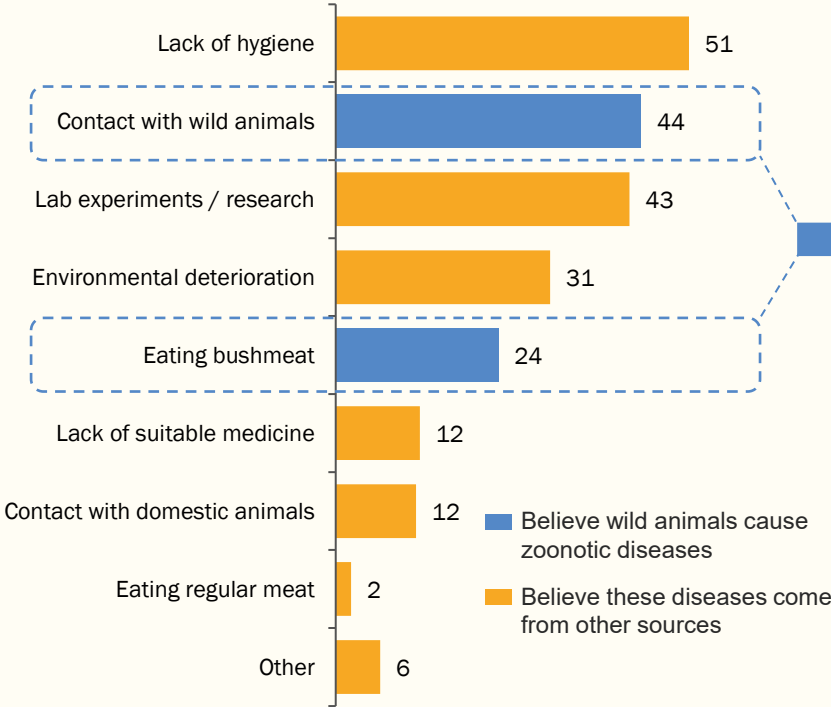
# Deterrents and Legality of Buying Bushmeat

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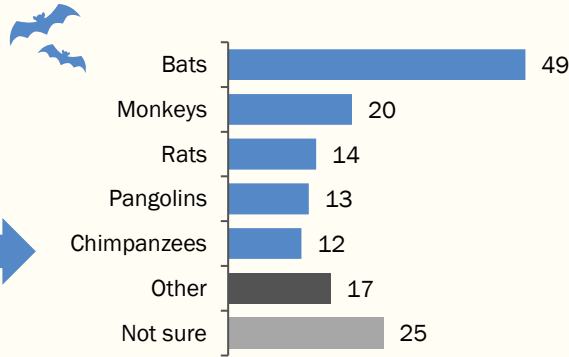
# Relationship Between COVID and Bushmeat

Perceived Primary Source of Diseases

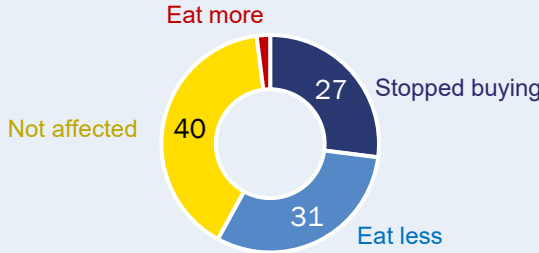


56%  
combined

Bushmeat Species as the Source of COVID-19

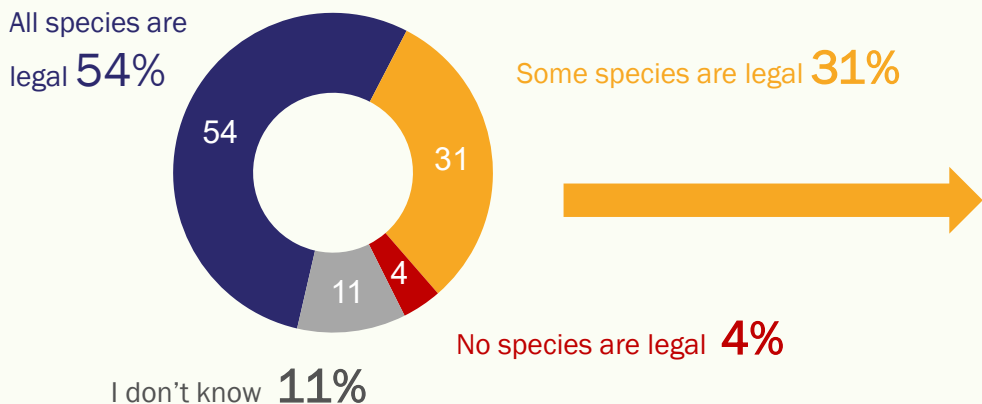


How has COVID Affected Your Bushmeat Purchase

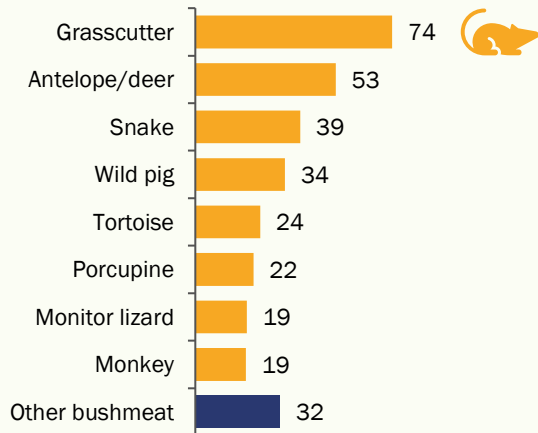


# Legality of Bushmeat Products

## Legality of Buying Bushmeat

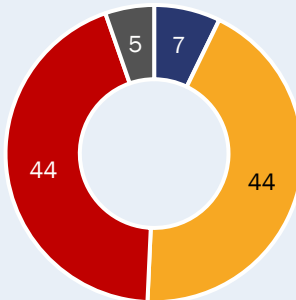


## Which Species are Legal



## Should the Sale of Bushmeat be Legal

- All should be illegal
- Some species should be legal
- All should be legal
- I don't know



**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

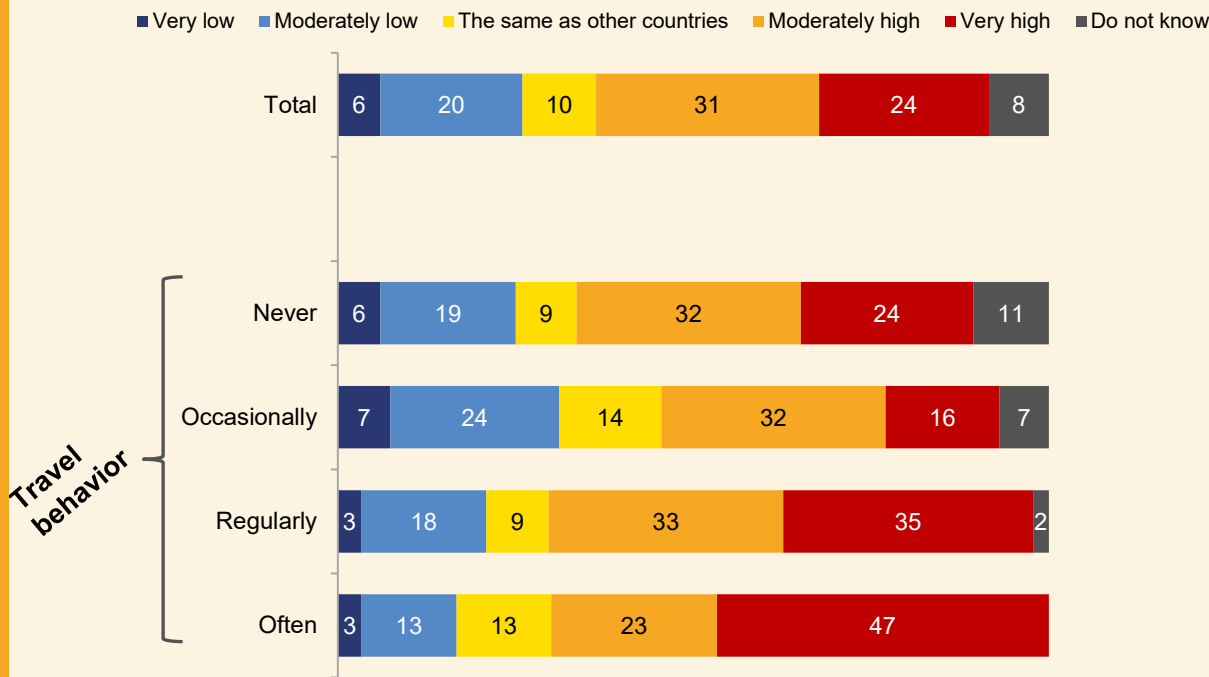


# General Wildlife Trade in Nigeria

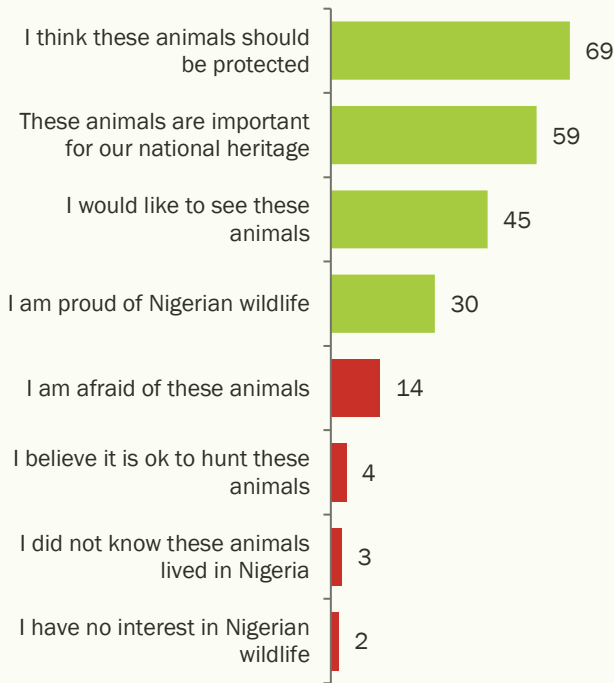
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# Wildlife Protection in Nigeria

## Nigeria Compared to Other Countries in West Africa

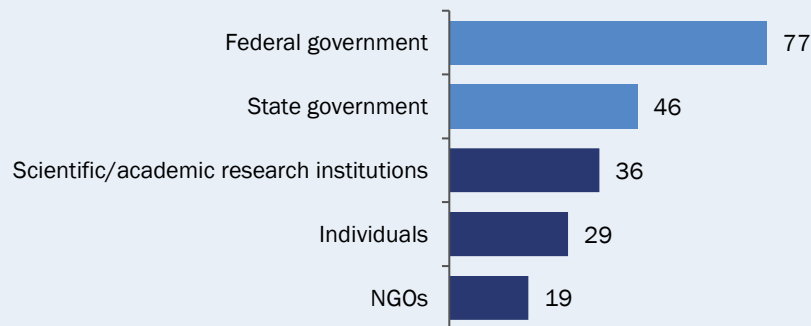


## Opinions on Nigeria's Wildlife

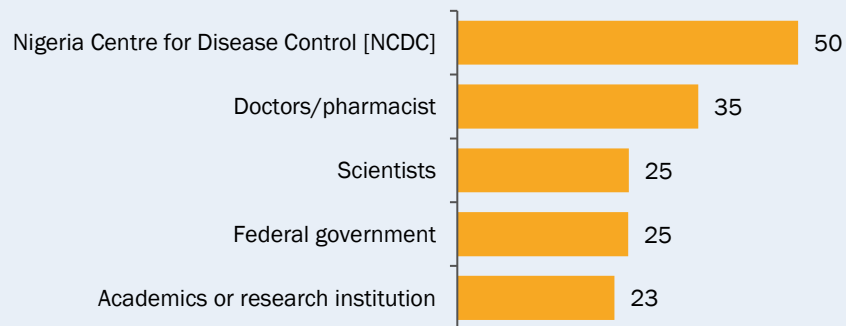


# Wildlife Protection in Nigeria

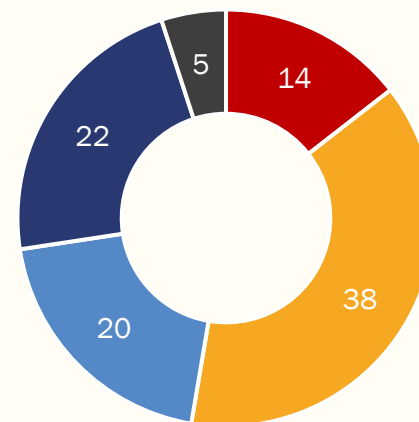
## Who is Responsible for Protecting Nigeria's Wildlife



## Most Trusted Messengers for Information



## Perceived Performance of the Government



- The government is not doing anything
- The government is doing poorly
- The government is doing well
- The government is doing everything possible
- I don't now



# 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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