AMERICAN HUMANE
FIRST TO SERVE®

INNOVATION TO END EXTINCTION REPORT

TABLE OF CONTENTS

American Humane is dedicated to supporting **innovation** for the welfare and safety of animals.

For over a century, American Humane has been a pioneer in promoting the welfare and safety of animals and strengthening the bond between animals and people. To support their mission, they commissioned a first-of-its-kind international survey spotlighting the growing concern for endangered species and the overarching support for innovative approaches, such as rewilding and biosciences.

The findings reveal an international concern for animal welfare and endangered species preservation, with strong support for sustainable practices. However, there is a clear need for increased awareness and education on effective individual conservation efforts.

METHODOLOGY

An online survey was conducted in June 2024 with 3,054 participants (18+ years). A general population was surveyed in the U.S. (1,005 respondents), U.K. (1,001 respondents), Spain (542 respondents), and France (506 respondents).

EXECUTIVE SUMMARY

The urgency of the biodiversity crisis is clear: An average of 30,000 species are driven to extinction each year—equating to 6 per hour or 150 per day, while it is predicted that up to one-half of all species could face extinction by 2050.[1] The UN declared that 1 million animal and plant species are currently threatened, with native species in most land habitats having fallen by 20% since 1900. Innovative approaches like biosciences and rewilding are crucial tools to this biodiversity crisis.

Public awareness of rewilding is limited but growing: The 2024 American Humane Innovation to End Extinction Survey reveals that only 37% of people globally are familiar with rewilding. Awareness is notably low in the U.S. (22%) and France (13%), while higher in the U.K. (50%) and Spain (65%). Among those who know about rewilding, two-thirds (66%) view it positively. Additionally, 42% believe it increases biodiversity and 41% believe it can help remove animals from the endangered species list, while almost one-third (32%) believe it helps ecosystems adapt to climate change.

Knowledge gaps exist regarding biosciences, yet interest is high: The survey highlights a significant lack of familiarity with biosciences, with 28% of global respondents admitting they do not know enough about it. Despite this, there is notable interest in learning more, with one-third of international respondents interested in how biosciences and genetics can help prevent extinction, with more than one-quarter supporting it as a conservation tool.

**The need for increased education and awareness is evident:** With 81% of respondents concerned about endangered species, the findings underscore a global community that supports innovative approaches like rewilding and biosciences. However, there is a clear need for greater educational efforts to raise awareness and understanding of these conservation efforts. The data reveals a strong inclination towards these solutions, yet highlights a need for improved engagement and knowledge dissemination.

[1] According to research collected from Colossal

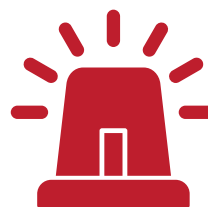# PROMOTING AND NURTURING THE BONDS BETWEEN ANIMALS AND HUMANS

2024 KEY FINDINGS

AMERICAN HUMANE
★★★★★★★★★
FIRST TO SERVE®
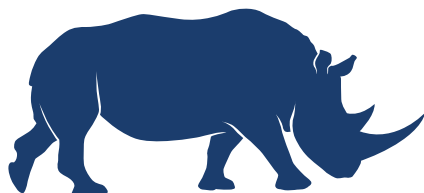
CONCERN FOR ENDANGERED SPECIES IS

HIGH

83%

BELIEVE ANIMAL EXTINCTION IS A THREAT FOR GENERATIONS TO COME

37%

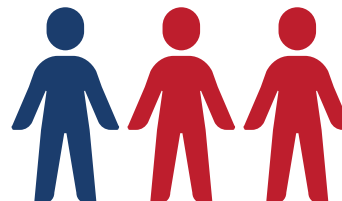**HAVE HEARD OF THE CONCEPT REWILDING**

2 in 3

FEEL POSITIVELY ABOUT REWILDING (U.S. IS LEAST POSITIVE AT 53%) AFTER BEING GIVEN THE DEFINITION

26%

**SUPPORT USING BIOSCIENCES TO COMBAT EXTINCTION**

1 IN 3 ARE INTERESTED IN LEARNING MORE ABOUT HOW BIOSCIENCES AND GENETICS CAN HELP PREVENT EXTINCTION

EXECUTIVE SUMMARY BY REGION

United States

American respondents have low familiarity with rewilding (22%) but of those who are familiar, half (53%) have a positive sentiment towards it. Almost half of respondents agree that rewilding can help remove animals from the endangered species list (44%) and 36% agree it can increase biodiversity. There is also low familiarity with biosciences, with 27% of Americans expressing that they don't know enough about the topic. However, there is significant curiosity, with one-third (34%) expressing interest in learning more about this innovative approach.

■ Familiarity With Rewilding

■ Positive Sentiment Among Those Familiar

53%

22%
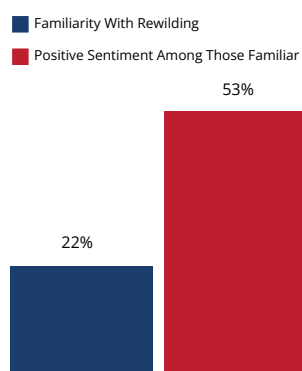
One-third would like to learn more about biosciences

United Kingdom

Half of U.K. respondents express familiarity with rewilding, and of them, 70% have a positive sentiment towards it. A majority believe rewilding increases biodiversity (58%) and contributes to removing animals from the endangered species list (56%). Concern for endangered species is the highest in the U.K., (86%). U.K. is the second highest region to support (29%) biosciences and genetics to combat extinction, with one-third interested in learning more (33%) and almost one-third (30%) expressing a lack of familiarity.
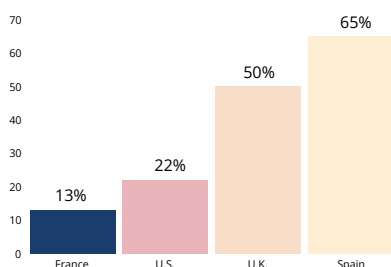
1 in 2 are familiar with rewilding

29%

Support for biosciences to combat extinction

EXECUTIVE SUMMARY BY REGION

France

French respondents show the lowest familiarity with rewilding (13%), but among those who are familiar, sentiment remains positive (67%). They agree that biodiversity is essential for human existence (47%) and that human interaction is the main cause of damage to the environment (42%). Concern for endangered species (79%) and species extinct in the wild (72%) is lower in comparison to other regions. One in five (21%) support biosciences and genetics to fight extinction, but there is a notable 35% unfamiliarity with the topic.

**Lowest familiarity
of rewilding (13%)**

**Lowest region concerned about endangered
species (79%), exotic species (60%), native
species (53%) and species extinct in wild (72%)**

Spain

Spanish respondents demonstrate higher familiarity with rewilding (65%) and the most positive sentiment (75%) among those familiar. They strongly believe that biodiversity is essential for human existence (44%) and that rewilding increases biodiversity (39%). Concern is high for endangered species (81%), while support for biosciences and genetics to combat extinction is relatively higher (32%) in comparison to other regions.

**Most positive region
about rewilding**
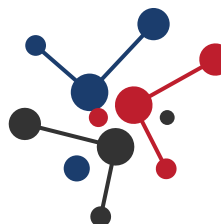
**Highest support
for biosciences (32%)**

BIOSCIENCES

BIOSCIENCES FINDINGS

Biosciences, also called de-extinction, is a cutting-edge application of advanced gene editing technology aimed at reconstructing the DNA of extinct species, particularly those that had significant positive impacts on ecosystems. This innovative approach combats the ongoing loss of biodiversity, addressing a modern problem with future implications. De-extinction involves generating organisms that resemble and are genetically similar to extinct species by resurrecting core genes, engineering natural resistances, and enhancing adaptability to thrive in today's challenging environments, including climate change, resource scarcity, disease, and human interference.

Biosciences and genetics are emerging as crucial tools in combating extinction, yet these findings reveal a significant gap in public knowledge.

- Around one-quarter support using biosciences to **combat extinction.**
- One-third of respondents **have an interest** in learning more about biosciences and genetics.
- There is a gap in public knowledge about biosciences, with around one-quarter of respondents admitting they **do not know enough** to form an opinion.

33%
would like to learn more about biosciences

3 in 4
people want to do more to prevent animal extinction but don't know how

REWILDING

REWILDING FINDINGS

Rewilding is a transformative conservation strategy that restores ecosystems by reintroducing native species, especially apex predators and keystone species. Despite its proven benefits in restoring ecological balances and enhancing biodiversity, rewilding is less understood across regions, suggesting a need for increased educational efforts.

- Only 37% of people across regions **have heard of or are knowledgeable of rewilding,** with that number dropping to a mere 13% in France and 22% in the United States.
- In line with current environmental policies, more European respondents (at least two in three) who are familiar with rewilding exhibit **a more positive attitude towards rewilding**, while only half (53%) of Americans feel positively about rewilding.
- Even among Americans with higher education degrees, only 8% of Americans are **knowledgeable about rewilding**, where as more Americans are knowledgeable about animal welfare and nature conservation.
- Around two in five people across regions agree that rewilding can **help remove animals from the endangered species list** and **increase biodiversity**, while almost one-third believe it helps **ecosystems adapt to climate change** and **protect communities from natural disasters**.

37%
have heard of or feel knowledgeable about rewilding
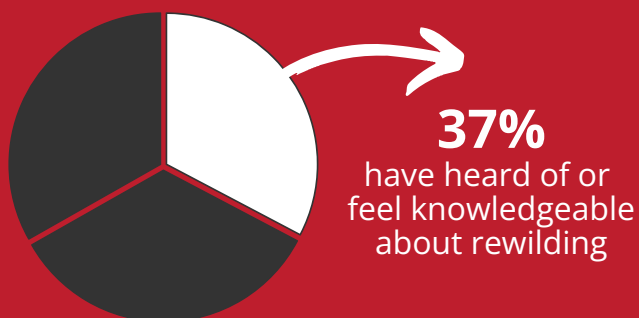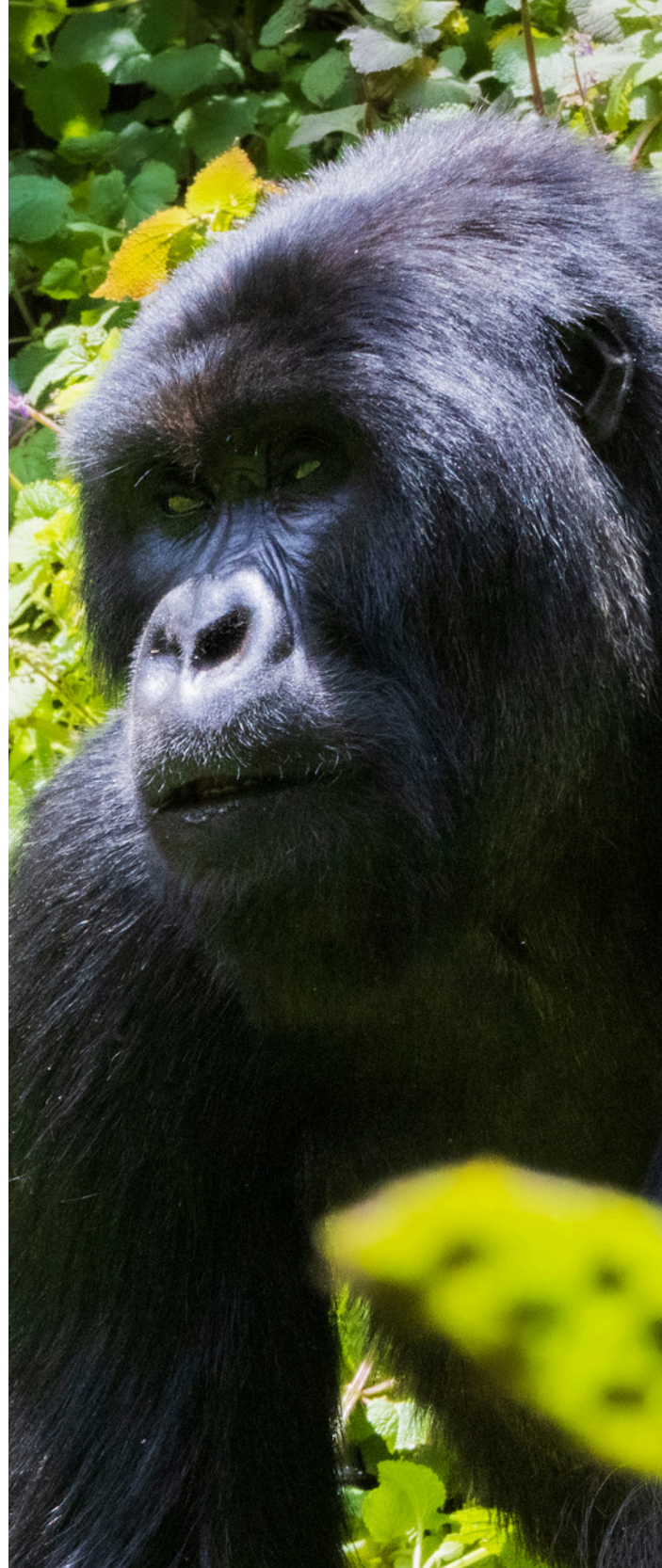
Respondents agree that rewilding can:

Help remove animals from endangered species list (41%)

Increases biodiversity (42%)

Helps ecosystems adapt to climate change (32%)

HELP US HELP MORE ANIMALS

About American Humane

American Humane is the United States' first national humane organization and the world's largest certifier of animal welfare, helping to ensure the humane treatment of more than one billion animals across the globe each year.

Founded in 1877, American Humane has been First to Serve™ the cause of animals and for over 145 years has been at the forefront of virtually every major advance in the humane movement.

For more information or to support our lifesaving work, please visit www.AmericanHumane.org and follow @AmericanHumane on Facebook, Instagram, X, and YouTube for the latest breaking news and features about the animals with whom we share our Earth.

APPENDIX

SURVEY RESULTS

1. Please select how familiar you are with the following terms: Select one per row.

Net familiar: *I have read/heard a little bit about this OR I am knowledgeable about this*	US	UK	Spain	France
Responsible travel	54%	68%	71%	68%
Ecotourism	37%	52%	65%	64%
Rewilding	22%	50%	65%	13%
Sustainable agriculture	63%	71%	82%	76%
Humane tourism	32%	33%	47%	50%
Nature conservation	77%	85%	87%	74%
Animal welfare	78%	92%	87%	83%
Sustainable lifestyle	73%	83%	84%	72%
Invasive species	70%	67%	78%	62%

2. How do you feel about the following terms? Select one per row. [Flip Scale]
Based on familiarity in Q1

Net positive: Very OR Somewhat positive	US	UK	Spain	France
Responsible travel	73%	73%	83%	79%
Ecotourism	53%	59%	69%	69%
Rewilding	53%	70%	75%	67%
Sustainable agriculture	78%	81%	83%	84%
Humane tourism	58%	60%	66%	44%
Nature conservation	83%	86%	87%	91%
Animal welfare	84%	86%	87%	90%
Sustainable lifestyle	74%	79%	82%	80%
Invasive species	21%	19%	32%	21%

Net negative: Very OR Somewhat negative	US	UK	Spain	France
Responsible travel	3%	3%	2%	4%
Ecotourism	5%	5%	4%	5%
Rewilding	7%	3%	4%	7%
Sustainable agriculture	3%	2%	4%	3%
Humane tourism	7%	5%	3%	19%
Nature conservation	2%	1%	3%	2%
Animal welfare	3%	3%	3%	2%
Sustainable lifestyle	4%	3%	4%	3%
Invasive species	54%	51%	45%	43%

3. Thinking about your personal connection to this topic/cause, please indicate how important the following are to you.

Net important: Very OR Somewhat important	US	UK	Spain	France
Responsible travel	73%	73%	79%	71%
Ecotourism	52%	54%	67%	69%
Rewilding	60%	68%	76%	64%
Sustainable agriculture	77%	78%	82%	81%
Humane tourism	60%	61%	64%	47%
Nature conservation	82%	86%	88%	88%
Animal welfare	84%	89%	88%	87%
Sustainable lifestyle	74%	78%	86%	79%
Invasive species	63%	55%	64%	45%

Net unimportant: Not very OR Not at all important	US	UK	Spain	France
Responsible travel	5%	6%	3%	5%
Ecotourism	10%	12%	4%	6%
Rewilding	7%	5%	5%	7%
Sustainable agriculture	4%	4%	4%	4%
Humane tourism	7%	7%	5%	13%
Nature conservation	3%	2%	1%	2%
Animal welfare	3%	2%	4%	3%
Sustainable lifestyle	5%	4%	3%	3%
Invasive species	10%	11%	10%	15%

4. Thinking about the treatment of animals, how important is it to you that animals are treated humanely in the following settings: Select one per row.

Net important: Very OR Somewhat important	US	UK	Spain	France
Natural habitats	88%	90%	85%	84%
Zoo	85%	89%	77%	78%
Aquarium	84%	86%	79%	70%
Safari	78%	87%	72%	70%
Ranches	86%	83%	72%	72%
Farms/Petting Zoos	83%	87%	77%	84%
Animal theme parks	79%	84%	75%	79%

4. continued.

Net unimportant: Not very OR Not at all important	US	UK	Spain	France
Natural habitats	2%	2%	4%	4%
Zoo	4%	4%	9%	8%
Aquarium	3%	3%	8%	9%
Safari	5%	4%	10%	12%
Ranches	3%	2%	8%	6%
Farms/Petting Zoos	5%	3%	9%	4%
Animal theme parks	7%	6%	11%	6%

5. Do you believe animals are treated humanely in the following settings: Select one per row.

Net believe: Strongly OR Somewhat believe	US	UK	Spain	France
Natural habitats	79%	75%	75%	66%
Zoo	63%	60%	50%	56%
Aquarium	67%	58%	56%	53%
Safari	60%	60%	52%	46%
Ranches	64%	48%	50%	58%
Farms/Petting Zoos	60%	63%	54%	69%
Animal theme parks	51%	46%	48%	60%

Net do not believe: Believe a little OR Do not believe at all	US	UK	Spain	France
Natural habitats	16%	21%	21%	30%
Zoo	33%	36%	45%	40%
Aquarium	26%	35%	39%	41%
Safari	30%	31%	41%	47%
Ranches	28%	37%	42%	35%
Farms/Petting Zoos	34%	31%	42%	28%
Animal theme parks	40%	45%	47%	36%

6. How concerned are you about the following? Select one.

Net concern: Very OR Somewhat concerned	US	UK	Spain	France
Invasive species	67%	63%	70%	49%
Endangered species	81%	86%	81%	79%
Exotic species	68%	70%	70%	60%
Native species	71%	74%	74%	53%
Species that are extinct in the wild	75%	79%	76%	72%

Net not concerned: Somewhat unconcerned OR Not at all concerned	US	UK	Spain	France
Invasive species	8%	7%	9%	12%
Endangered species	4%	3%	6%	7%
Exotic species	7%	5%	11%	10%
Native species	6%	4%	7%	11%
Species that are extinct in the wild	7%	5%	7%	8%

7. Please select how much you agree with the following statements:

Net agree: Strongly OR Somewhat agree	US	UK	Spain	France
I do not care about animals on the endangered list becoming extinct	16%	14%	25%	31%
I would like to do more to prevent animal extinction, but I don't know how	75%	79%	83%	81%
During my lifetime, I have witnessed an animal going extinct	50%	49%	54%	43%
I am not concerned about animal extinction in my lifetime	25%	20%	26%	27%
Animal extinction is a threat for future generations	81%	85%	84%	84%

Net disagree: Strongly OR Somewhat disagree	US	UK	Spain	France
I do not care about animals on the endangered list becoming extinct	79%	84%	72%	64%
I would like to do more to prevent animal extinction, but I don't know how	13%	12%	14%	12%
During my lifetime, I have witnessed an animal going extinct	20%	18%	28%	35%
I am not concerned about animal extinction in my lifetime	69%	76%	72%	69%
Animal extinction is a threat for future generations	13%	10%	13%	12%

8. Rewilding is an environmental movement aimed at restoring healthy ecosystems by creating wild, biodiverse spaces and reintroducing native animals and plants. Based on this definition, which of the following statements about 'rewilding' do you believe to be true? Select all that apply.

% selected	US	UK	Spain	France
Rewilding harms agricultural and farming businesses	5%	6%	11%	9%
Habitats that have been modified by humans do not need to be restored	6%	4%	6%	8%
Rewilding can cause harm to existing biodiversity	7%	7%	12%	11%
Biodiversity is essential for human existence	24%	39%	44%	47%
Rewilding helps ecosystems adapt to climate change	26%	41%	29%	32%
Rewilding increases the biodiversity of the areas where it's implemented	36%	58%	39%	37%
Rewilding can help protect communities from natural disasters (floods, hurricanes, etc.)	22%	36%	24%	30%
Human interaction is the main cause of damage to the environment	27%	39%	33%	42%
Rewilding can help remove animals from the endangered species list	44%	56%	31%	34%
None of the above	10%	4%	2%	4%

9. [Open end] If you see something labeled as "Humane Certified", what do you think this means?

Verbatim Examples
(US) It means that the animals were treated right
(US) I believe it means that no animals were harmed while making this product and (US) that the products were not tested on animals
(US) They are warranted to declare that the area is certifiably humane under specific laws or guidelines that are required by governed authorities
(US) I really don't know what humane certified means.
(US) No animals are used in the manufacturing of the product
(US) Human tested !
(UK) That the animals involved in the process in any way have been humanely treated
(UK) This indicates the product has been produced in an accordance with the standard requirement
(UK) It ensures that animals there are treated with respect
(UK) Animal are not kept in cages are treated humanely and are allowed to do what is natural to them
(UK) Humane certified means meeting a particular standard for animal care and welfare. When a farm or zoo is humane certified it means the animals are allowed to live like in their natural habitat without enclosure with enough space bedding material and environmental enrichment. Basically means living with rights like humans
(UK) Unsure but would think it means anything I the food chain has been humanly dealt with
(Spain) It is a guarantee certificate applicable to farms, slaughter centers and food industry processing centers.
(Spain) I suppose it is taking into account animals in danger of extinction and therefore vulnerable.
(Spain) That the animals have not suffered and have been treated well
(Spain) That the animals have been treated with respect in the area to which it refers.
(Spain) That the animals and their environment have not been harmed
(France) This is a label that assures consumers that food products come from products regarding precise standards.
(France) I do not know anything at all.
(France) This means that it is not tested on animals but not tested with human people.
(France) No animal testing, recyclable packaging
(France) Humane doesn't mean anything so I won't pay attention to it
(France) Improvement of animal living conditions

10. Biosciences and genetics are being used in the fight against extinction. De-Extinction is a functional application of advanced gene editing technology aimed at rebuilding the DNA of lost megafauna (large animals) and other creatures that had a measurably positive impact on our fragile ecosystems. How do you feel about this? Select the statement you most agree with.

% selected	US	UK	Spain	France
I support this	25%	29%	32%	21%
I do not support this	8%	5%	5%	8%
I do not know enough about this topic to decide my position	27%	30%	23%	35%
I would like to learn more about this topic to decide my position	34%	33%	35%	31%
I am not really interested in the topic of saving animals	6%	3%	5%	6%