



## TOPLINE & METHODOLOGY

### One in ten Americans interested in resurrecting Dinosaurs Men are more interested than women in bringing back different animal species

**Washington, DC, September 22, 2021** – A recent Ipsos poll finds that one in ten Americans are interested in bringing back long extinct species, like Dinosaurs and Mastodons. However, more Americans want to resurrect recently extinct animal species such as Giant Tortoises and Northern White Rhinoceros. Overall, men show more interest than women in bringing back different animal species.

#### Detailed Findings

1. One in ten Americans are interested in bringing back long extinct species, like Dinosaurs (12%) and Mastodons (10%).
  - The animal species Americans would most like to resurrect are Giant Tortoises (26%), Northern White Rhinoceros (23%) and Dodo birds (22%).
  - Overall, men show more interest than women in bringing back different animal species, particularly for Mastodons (14% of Men, 6% of Women), Tasmanian Tigers (19% of Men, 12% of Women) and Dinosaurs (15% Men, 9% women).
  - About a third (30%) of Americans are uninterested in bringing back any species, and a third (33%) also say it is unethical for scientist to try and bring back extinct animal species. Nearly half of all Americans (46%) are undecided on if it is ethical, with slightly more women (50%) than men (42%) saying they are unsure.

*These are the findings of an Ipsos poll conducted between September 17-20, 2021. For this study, a sample of 1,021 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.*



## TOPLINE & METHODOLOGY

### Ipsos Poll

Conducted by Ipsos using KnowledgePanel®  
A survey of the American general population (ages 18+)

Interview dates: September 17 – September 20, 2021

Number of interviews: 1,021

Number of Male interviews: 512

Number of Female interviews: 509

Margin of error: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

#### Annotated Questionnaire:

1. If it was possible to bring back extinct species, which of the following animals would you want to bring back?

	Total (N=1,021)	Male (N=512)	Female (N=509)
Giant Tortoise	26%	27%	25%
Northern White Rhinoceros	23%	26%	20%
Dodo birds	22%	25%	20%
Woolly Mammoths	19%	22%	16%
Tasmanian Tigers	16%	19%	12%
Saber-Toothed Tigers	13%	15%	11%
Dinosaurs	12%	15%	9%
Mastodon	10%	14%	6%
Other	3%	4%	2%
I don't know	23%	20%	26%
I wouldn't want to bring any species back	30%	29%	31%
Skipped	*	-	1%

2. How concerned are you about the current rate of animal extinction?

	Total	Male	Female
Very concerned	27%	26%	28%
Somewhat concerned	41%	42%	39%
Not very concerned	15%	15%	15%
Not at all concerned	8%	10%	6%
I don't know	10%	7%	13%
Skipped	*	-	*
<b>Concerned (net)</b>	<b>67%</b>	<b>68%</b>	<b>67%</b>
<b>Not Concerned (net)</b>	<b>23%</b>	<b>26%</b>	<b>20%</b>





## TOPLINE & METHODOLOGY

3. In your opinion, is it ethical for scientists to try to bring back extinct animal species?

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Yes	21%	28%	14%
No	33%	30%	35%
I'm not sure	46%	42%	50%
Skipped	*	-	*





## TOPLINE & METHODOLOGY

### About the Study

This Ipsos poll was conducted September 17 – 20, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,021 general population adults age 18 or older. The sample includes 512 Males and 509 Females.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.14. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





## TOPLINE & METHODOLOGY

### About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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