

Methodology:

Results are based on an online study conducted from November 10 to November 13, 2019, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is plus or minus 3.1 percentage points, 19 times out of 20.

Would you say you are in favour or opposed to each of the following?

“In favour” listed

Eating animals – 75%
Hunting animals for meat – 65%
Keeping animals in zoos or aquariums – 39%
Using animals in rodeos – 34%
Killing animals for their fur – 18%
Hunting animals for sport (trophy hunting) – 10%

“Opposed” listed

Hunting animals for sport (trophy hunting) – 85%
Killing animals for their fur – 75%
Using animals in rodeos – 59%
Keeping animals in zoos or aquariums – 52%
Hunting animals for meat – 29%
Eating animals – 19%

Majorities of Canadians Oppose Trophy Hunting and Fur Trade

More than half of residents are also against using animals in rodeos and keeping animals in zoos or aquariums.

Vancouver, BC [November 22, 2019] – Sizeable proportions of Canadians voice opposition to two practices related to human interaction with animals, a new Research Co. poll has found.

In the online survey of a representative national sample, more than four-in-five Canadians (85%) are opposed to hunting animals for sport and three-in-four (75%) are against killing animals for their fur.

Opposition to the fur trade is highest in Ontario (81%) and British Columbia (79%), but also includes most residents of Atlantic Canada (75%), Quebec (74%), Alberta (also 74%) and Manitoba and Saskatchewan (61%).

Almost three-in-five Canadians (59%) are opposed to using animals in rodeos. More than half (52%) are against keeping animals in zoos or aquariums.

Residents of Alberta are evenly divided when it comes to the use of animals in rodeos (Agree 49%, Disagree 49%). In Manitoba and Saskatchewan, respondents are more likely to endorse the practice (50%) than to be against it (43%).

Majorities in Atlantic Canada (67%), Quebec (65%), British Columbia (62%) and Ontario (59%) are opposed to using animals in rodeos, as well as 67% of women and 64% of Canadians aged 18-to-34.

Conversely, 75% of Canadians are in favour of eating animals and two thirds (65%) are in favour of hunting animals for meat.

“Canadians hold very different views on the issue of hunting depending on whether the practice will lead to sustenance,” says Mario Canseco, President of Research Co. “In both cases, the level of animosity towards hunting is higher among women than men.”

The Canadian Football League (CFL) is organizing a rodeo as part of this year's Grey Cup festivities in Calgary.

Across the country, 35% of Canadians agree with this decision by the CFL, while 46% disagree and 19% are undecided.

Opposition to the idea of holding a rodeo as part of the Grey Cup weekend is highest in British Columbia (53%) and Quebec (51%).



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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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