



PRESS RELEASE | Canada and the United States

Methodology:

Results are based on an online survey conducted from November 21 to November 23, 2025, among 1,002 adults in Canada and 1,001 adults in the United States. The data has been statistically weighted according to Canadian census figures for age, gender and region in each country. The margin of error—which measures sample variability—is plus or minus 3.1 percentage points, 19 times out of 20, for each country.

Would you say you are in favour or opposed to each of the following? – “In favour” listed

Canada

Eating animals – 69%
Hunting animals for meat – 60%
Keeping animals in zoos and aquariums – 34%
Using animals in rodeos – 25%
Killing animals for their fur – 16%
Hunting animals for sport – 12%

United States

Eating animals – 69%
Hunting animals for meat – 66%
Keeping animals in zoos and aquariums – 52%
Using animals in rodeos – 41%
Hunting animals for sport – 21%
Killing animals for their fur – 19%

Similar Views on Animals in Canada and the United States

Fewer than one-in-five residents of each country are in favour of killing animals for their fur.

Vancouver, BC [December 4, 2025] – Few residents of Canada and the United States voice support for two practices related to animals, a new two-country Research Co. poll has found.

In the online survey of representative national samples, only 19% of Americans (-6 since a similar Research Co. poll [conducted in September 2020](#)) and 16% of Canadians (-1 since a similar Research Co. poll [conducted in July 2024](#)) are in favour of killing animals for their fur.

“There is a significant gender gap when it comes to killing animals for their fur in the Canada and the United States,” says Mario Canseco, President of Research Co. “While 25 of American men and 22% of Canadian men see no problem with this practice, only 12% of women in each of the two countries feel the same way.”

On a regional basis, acceptance of killing animals for their fur in Canada is highest in Atlantic Canada (22%) and Saskatchewan and Manitoba (also 22%), followed by British Columbia (17%), Ontario (16%), Quebec (15%) and Alberta (13%).

In the United States, the results on this question are steady across all four census regions: South (20%), West (19%), Northeast (18%) and Midwest (17%).

In Canada, similar proportions of respondents of four different ethnicities are in favour of killing animals for their fur: Indigenous (17%), East Asian (16%), European (also 16%) and South Asian (14%).

Just under one-in-four African Americans (24%) are in favour of killing animals for their fur. The proportions are lower among respondents in the United States who are white (18%) or Hispanic (14%).

There are two issues where there is a sizeable difference between the two countries.

The use of animals in rodeos is endorsed by 41% of Americans (-5) and 25% of Canadians (-1).

More than half of Americans who identify as Republicans (56%) are in favour of using animals in rodeos, compared to 39% among Independents and 32% among Democrats.



In Canada, just over a third of people who voted for the Conservative Party in this year's federal election (34%) see no problem with using animals in rodeos. The proportions are lower among those who cast ballots for the Liberal Party (22%) or the New Democratic Party (NDP) (15%).

While more than half of Americans (52%, -12) favour keeping animals in zoos and aquariums, only 34% of Canadians (-2) concur.

Once again, political allegiance plays a role in public perceptions. More than three-in-ten Republicans (63%) are in favour of keeping animals in zoos and aquariums, compared to just under half of Democrats (48%) and Independents (47%).

In Canada, support for keeping animals in zoos and aquariums is highest among Conservative voters (38%), followed by Liberals (33%) and New Democrats (25%).

Just over one-in-five Americans (21%, -4) are in favour of hunting animals for sport, compared to only 12% (+1) of Canadians.

Republicans in the United States are more likely to voice support for hunting animals for sport (30%) than Independents (19%) or Democrats (16%). The political fluctuations are not as deep in Canada, with similar proportions of residents who voted for the Conservatives (14%), the Liberals (11%) and the New Democrats this year (also 11%) being in favour of trophy hunting.

The views of residents are significantly different on hunting animals for meat, with three-in-five Canadians (60%, =) and two thirds of Americans (66%, -1) favouring this practice.

American men (75%) and Canadian men (67%) are more supportive of hunting animals for meat than American women (56%) and Canadian women (55%).

Almost seven-in-ten respondents in the two countries (69% each) are in favour of eating animals. In each country, the proportion of supporters is highest among residents aged 55 and over (72% in Canada and 73% in the United States).

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About Research Co.





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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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