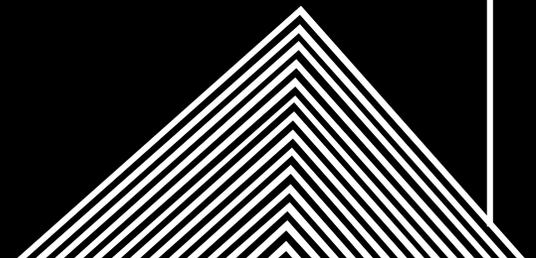




Canadians' Attitudes Towards a Global Wildlife Ban

for World Animal Protection
produced by Northstar Research Partners

July 23, 2020



Research Background & Objectives

- World Animal Protection is looking to understand Canadians' perceptions when it comes to the Global Wildlife Trade – specifically the level of support for having a global wildlife ban.
- In order to measure this, Northstar conducted an online quantitative study across Canada, approximately 5 minutes in length, attaining a **total of n=1001 interviews among a nationally representative sample of adults 18-74 years of age.**
- Colouring has been used to distinguish results which are statistically significant:
 - Findings that are statistically **higher** (calculated at a 95% confidence level) than the total sample are shown in **green**.
 - Findings that are statistically **lower** (calculated at a 95% confidence level) than the total sample are shown in **red**.
- Bases are shown unweighted; all gen pop data has been weighted to be representative of the Canadian population by age, gender and region.

This study was conducted by Northstar Research Partners, a global strategic research firm. The survey was conducted online from July 17-July 20, 2020 using an amalgamated group of best-in-class panels. The study was conducted among a nationally representative sample of Canadian residents, aged 18-74 years. Study results are accurate to within +/- 3.1 percentage points, 19 times out of 20.

The vast majority of Canadians are concerned with the impact of the global wildlife trade and support permanent bans on both wild animal markets and the commercial trade in wild animals.

- ~90% of Canadians believe that the global wildlife trade...
 - Threatens biodiversity and can cause species extinction
 - Threatens human health and can cause pandemics
 - Is cruel and can cause animal suffering
- 75% of Canadians support a permanent ban on wild animal markets
 - An additional 17% support measures to regulate the trade
- 70% support a permanent ban on commercial trade of wild animals
 - An additional 21% support measures to regulate the trade

Furthermore, most Canadians (~70%) also support stronger laws to reduce the trade in wild animals in Canada and want better tracking and monitoring of Canada's wildlife trade.

Canadians nearly universally do not support trophy hunting (90%), and 80% also do not support the capturing, breeding, and trading of wild animals for either the exotic pet industry or for their fur.

- Some Canadians do support the capturing, breeding and trading of wild animals for entertainment purposes – however, they represent the minority at 42%.

While there are some very slight differences by demographics (age, region and gender), the overall findings are consistent across Canada, suggesting that there is substantial support for WAP to pursue policies designed to permanently ban these activities.

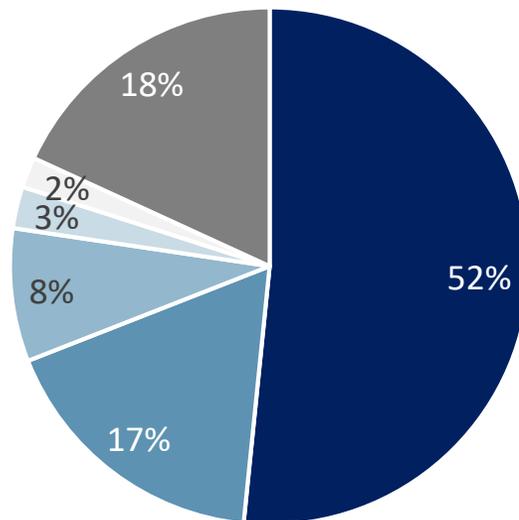
Executive Summary

50% of Canadians believe that COVID-19 originated in a wet market

- ‘Virus originating from a laboratory’ is the second most likely to be mentioned as the source for COVID-19, although this is mentioned by fewer than 20% of Canadians.
- A similar proportion (18%) are unsure how COVID-19 originated – this is slightly higher among those living in Quebec and females.
- While there are a few differences by sub-group, younger Canadians (18-34 years old) are slightly more likely than older Canadians to believe that COVID-19 originated by someone eating contaminated food or on a livestock farm.

Perceived Origin of C-19

Base: Canadians (n=1001)



- Wild animals sold at a wet market
- Laboratory
- Consumption of contaminated food
- Livestock farm
- Other
- Unsure

	West (n=315)	ON (n=384)	QC (n=234)	Atl (n=68)	18-34 (n=314)	35-54 (n=380)	55+ (n=307)	Male (n=487)	Female (n=510)
Wet market	53%	51%	49%	56%	47%	52%	55%	55%	49%
Laboratory	17%	18%	19%	12%	19%	16%	18%	19%	16%
Contaminated food	10%	9%	6%	7%	13%	6%	6%	7%	10%
Livestock farm	2%	4%	1%	5%	5%	2%	1%	4%	2%
Other	2%	2%	3%	0%	1%	3%	2%	1%	3%
Unsure	17%	16%	23%	21%	15%	21%	18%	15%	22%

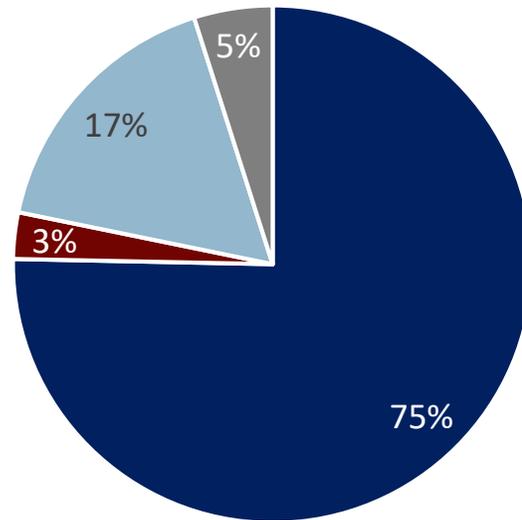
75% of Canadians support a permanent ban on wild animal markets

- ...and a further nearly 20% would support measures to regulate the trade. Fewer than 5% of Canadians do not support this measure. ***This suggests that there is likely to be a groundswell of support should WAP begin to press this agenda with the Canadian government.***
- Those in the Atlantic provinces and younger Canadians (18-34 years) are slightly less likely than average to support this ban – that said, the majority of those in these groups do support banning wild animal markets.

Should Canada Support a Permanent Ban on Wild Animal

Markets?

Base: Canadians (n=1001)



	West (n=315)	ON (n=384)	QC (n=234)	Atl (n=68)	18-34 (n=314)	35-54 (n=380)	55+ (n=307)	Male (n=487)	Female (n=510)
Yes	75%	78%	75%	65%	71%	76%	79%	75%	76%
No	4%	2%	3%	3%	3%	3%	2%	4%	2%
No, but support measures to regulate	15%	15%	19%	27%	20%	16%	16%	16%	17%
Unsure	6%	5%	4%	5%	6%	5%	4%	5%	5%

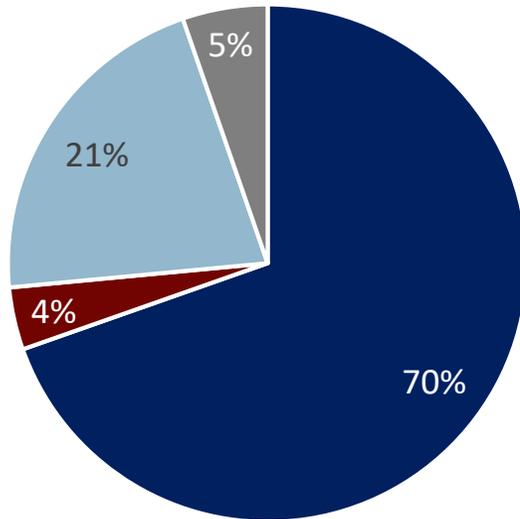
■ Yes ■ No ■ No, but I would support measures to regulate the trade ■ Unsure

...and 70% support a ban on the commercial trade in wild animals

- Similar to the previous question associated with banning wildlife markets, the vast majority (70%) of Canadians would also support a permanent ban on the commercial trade in wild animals, with a further 21% supporting measures to regulate the trade.
- Only 5% of Canadians would not support any measures to regulate the commercial trade in wild animals.
- As well, similar to the ban on wildlife markets, younger Canadians (18-34 years olds) are slightly less likely than average to support a full permanent ban on the commercial trade (again, however, it is worth noting that over 60% still support a full ban).

Should Canada Support a Permanent Ban on the Commercial Trade in Wild Animals?

Base: Canadians (n=1001)



	West (n=315)	ON (n=384)	QC (n=234)	Atl (n=68)	18-34 (n=314)	35-54 (n=380)	55+ (n=307)	Male (n=487)	Female (n=510)
Yes	68%	73%	69%	62%	62%	71%	76%	69%	70%
No	4%	4%	4%	2%	6%	3%	3%	5%	3%
No, but support measures to regulate	23%	19%	21%	25%	26%	20%	18%	21%	21%
Unsure	5%	4%	6%	11%	6%	6%	3%	5%	5%

■ Yes ■ No ■ No, but I would support measures to regulate the trade ■ Unsure

~70% support stronger laws to reduce the trade in wild animal trade in Canada plus better tracking and monitoring of Canada's wildlife trade

- While the majority (56%) support more funding for enforcement, this measure receives lower levels of support compared with the other two assessed.
- Interestingly, females are much more likely than males to say they support stronger laws to reduce the trade in wild animals in Canada.
- Almost 4 in 10 Canadians support implementing all three of these measures.

Measures Would Support

Base: Canadians (n=1001)



	West (n=315)	ON (n=384)	QC (n=234)	Atl (n=68)	18-34 (n=314)	35-54 (n=380)	55+ (n=307)	Male (n=487)	Female (n=510)
Stronger laws to reduce the trade in wild animals in Canada	72%	69%	67%	69%	64%	71%	73%	65%	74%
Better tracking and monitoring of Canada's wildlife trade	63%	71%	68%	67%	70%	65%	67%	67%	68%
More funding for enforcement at the border to stop the illegal wild animal trade	58%	59%	47%	57%	52%	54%	61%	54%	57%

38% of Canadians support all 3 measures

Canadians nearly universally do not support trophy hunting, and 80% also do not support capturing, breeding, and trading wild animals for either the exotic pet industry or for their fur

- Compared with the other activities, Canadians are slightly more likely to support the capturing, breeding and trading wild animals for entertainment purposes – however, those who support these activities (42%) are still in the minority.
- Of note, females are less likely to support any of these activities compared with males, while older Canadians (55+) are also the least likely to support these activities (especially using wild animals for the exotic pet industry or medicine).

Wild Animal Activities Do NOT Support

Base: Canadians (n=1001)



% who do not support...

	West (n=315)	ON (n=384)	QC (n=234)	Atl (n=68)	18-34 (n=314)	35-54 (n=380)	55+ (n=307)	Male (n=487)	Female (n=510)
Trophy hunting	90%	90%	91%	89%	86%	91%	93%	87%	93%
Fur (e.g. mink, fox)	82%	78%	83%	73%	80%	81%	79%	73%	86%
The exotic pet industry (e.g. turtles, snakes, parrots)	82%	79%	77%	76%	70%	80%	87%	78%	80%
Medicine (e.g. bear gallbladder, tiger bone)	77%	66%	67%	61%	57%	72%	79%	66%	72%
Entertainment (e.g. zoos, movies)	58%	57%	63%	56%	57%	60%	58%	55%	62%

■ Strongly Support ■ Somewhat Support ■ Somewhat Do Not Support ■ Strongly Do Not Support

Nearly all Canadians agree that the wildlife trade: is cruel, threatens biodiversity, and threatens health and can cause pandemics

- In fact, nearly 80% of Canadians believe that all three statements are true.

**% Who Believe the Following to be True
Regarding the Wildlife Trade**
Base: Canadians (n=1001)



	West (n=315)	ON (n=384)	QC (n=234)	Atl (n=68)	18-34 (n=314)	35-54 (n=380)	55+ (n=307)	Male (n=487)	Female (n=510)
Is cruel and can cause animal suffering	93%	93%	92%	96%	92%	94%	93%	90%	95%
Threatens biodiversity and can cause species extinction	90%	88%	88%	92%	88%	90%	89%	87%	91%
Threatens human health and can cause pandemics	91%	87%	88%	97%	89%	89%	90%	87%	91%

79% of Canadians believe all 3 statements are true