

Over four in five Canadians say that it is important that all organizations using animals for medical and scientific purposes in Canada be mandated to adhere to an ethical standards and oversight system.

National Survey | Summary | Confidential
Conducted by Nanos for the CCAC, November 2024
Field: October 21-30, 2024
Submission 2024-2667



Summary

The research gauged the opinions among Canadians on the use of animals for scientific and medical purposes in Canada, the level of awareness, level of acceptability of animal use when no alternatives are available and the importance of considering animal welfare in research. Additionally, the survey examined opinions on the necessity of ethical oversight and transparency from research institutions, as well as trust in various sources of information related to animal use in science.

Nanos conducted an online representative survey of 1,040 Canadians, 18 years of age or older, between October 21st and 30th, 2024. A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 1040 respondents would have a margin of error of ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by CCAC and was conducted by Nanos Research.



Key Findings

1

A STRONG MAJORITY OF CANADIANS SAY THAT ALL ORGANIZATIONS USING ANIMALS FOR MEDICAL AND SCIENTIFIC PURPOSES IN CANADA SHOULD BE MANDATED TO ADHERE TO AN ETHICAL STANDARDS AND OVERSIGHT SYSTEM.

Over eight in ten Canadians (82%) (a mean of 8.8) say that it is important (a score of 7-10 out of 10) that all organizations using animals for medical and scientific purposes in Canada be mandated to adhere to an ethical standards and oversight system, while under one in ten (two per cent) say it is not important (a score of 0-3 out of 10).

2

A MAJORITY OF CANADIANS SAY IT IS ACCEPTABLE OR SOMEWHAT ACCEPTABLE TO USE ANIMALS FOR MEDICAL AND SCIENTIFIC PURPOSES WHEN NO EFFECTIVE ALTERNATIVES ARE AVAILABLE.

Canadians are more likely to say it is acceptable (17%) or somewhat acceptable (57%) to use animals for medical and scientific purposes when no effective alternatives are available, compared to those that say it is unacceptable (18%) or somewhat unacceptable (18%). British Columbia residents are more likely to say it is acceptable (22%) or somewhat acceptable (49%) compared to Quebec residents (13% say it is acceptable and 36% say somewhat acceptable). Men are more likely to say it is acceptable (21%) or somewhat acceptable (44%), compared to women (12% acceptable and 44% somewhat acceptable).

3

MOST CANADIANS SAY IT IS ACCEPTABLE TO RESEARCH WILDLIFE TO UNDERSTAND THE HEALTH OF AN ANIMAL SPECIES OR AID IN CONSERVATION EFFORTS.

When asked to rate the use of animals in medical and scientific procedures when there are no alternatives available, Canadians gave the highest level of acceptability to researching wildlife to understand the health of an animal species or aid in conservation efforts (a mean of 8.0) and teaching or training of personnel such as veterinarians (a mean of 7.9), and the lowest rating to using animals to ensure the safety and effectiveness of a medicine and drugs (a mean of 6.5).

4

A MAJORITY SAY THEY AGREE OR SOMEWHAT AGREE THAT ORGANIZATIONS THAT USE ANIMALS FOR MEDICAL AND SCIENTIFIC PURPOSES CARRY OUT WORK ESSENTIAL FOR HUMAN AND/OR ANIMAL HEALTH.

Over two in three Canadians say they agree (27%) or somewhat agree (41%) that organizations that use animals for medical and scientific purposes carry out work essential for human and/or animal health, compared to those who disagree (nine per cent) or somewhat disagree (12%). BC residents are more likely to say they agree (28%) or somewhat agree (52%) compared to residents of Quebec (23% agree and 37% somewhat agree).



Key Findings

5

CANADIANS SAY AN INDEPENDENT ETHICAL OVERSIGHT BODY IS THE FIRST MOST TRUSTED SOURCE OF INFORMATION.

When asked to rank sources of information in order of trust, Canadians most frequently gave the highest rank to an independent ethical oversight body (29%), followed by animal welfare and protection organizations such as the Society for the Prevention of Cruelty to Animals (SPCA) or Humane Canada (19%). Canadians ranked private companies that use animals in science (two per cent) and individual scientists who use animals in science (four per cent) first the least often.

6

MOST CANADIANS CARE OR SOMEWHAT CARE ABOUT THE USE OF ANIMALS IN CANADIAN SCIENCE FOR MEDICAL AND SCIENTIFIC PURPOSES.

Around three in four Canadians say they care (35%) or somewhat care (39%) about the use of animals in Canadian science for medical and scientific purposes, while under one in four say they do not care (eight per cent) or somewhat do not care (13%). Women are more likely to say they care (42%) or somewhat care (40%), compared to men (28% care and 38% somewhat care).

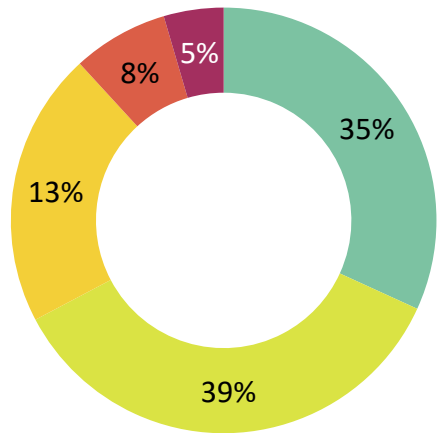
7

MORE CANADIANS SAY THEY ARE NOT INFORMED ON THE TOPIC OF ANIMAL USE IN CANADIAN SCIENCE FOR MEDICAL AND SCIENTIFIC PURPOSES.

Canadians are more like to say they are not informed (a score of 0-3 out of 10) (44%) on the topic of animal use in Canadian science for medical and scientific purposes than say they are well informed (a score of 7-10 out of 10) (16%). Residents of the Atlantic are more likely to say they are not informed (a score of 0-3 out of 10) (52%), compared to residents of Ontario (42%), the Prairies (42%) and Quebec (43%).



Care for Animal Use in Science



- Care
- Somewhat care
- Somewhat do not care
- Do not care
- Unsure

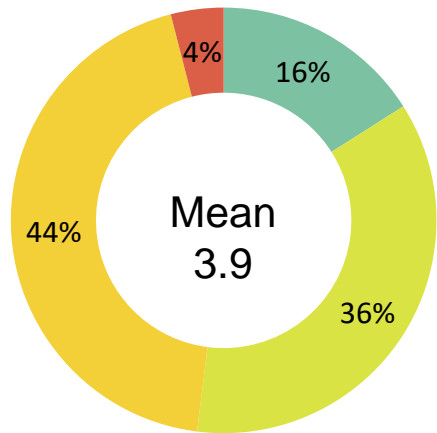
* Weighted to the true population proportion.
 * Charts may not add up to 100 due to rounding.

Q How much do you personally care about the use of animals in Canadian science for medical and scientific purposes?

	Atlantic (n=102)	Québec (n=254)	Ontario (n=312)	Prairies (n=209)	BC (n=160)
Care / Somewhat care	83.6%	63.4%	76.3%	77.4%	77.7%
Men (n=506)		Women (n=528)	18 to 34 (n=203)	35 to 54 (n=328)	55 plus (n=506)
66.0%	82.1%	69.1%	72.3%	79.0%	
Somewhat do not care / Do not care					
Atlantic (n=102)	Québec (n=254)	Ontario (n=312)	Prairies (n=209)	BC (n=160)	
12.3%	31.3%	19.3%	17.4%	14.9%	
Men (n=506)	Women (n=528)	18 to 34 (n=203)	35 to 54 (n=328)	55 plus (n=506)	
27.6%	13.9%	23.1%	23.2%	17.0%	



Awareness of Animal Use in Science



- Well informed (7-10)
- Neutral (4-6)
- Not informed (0-3)
- Unsure



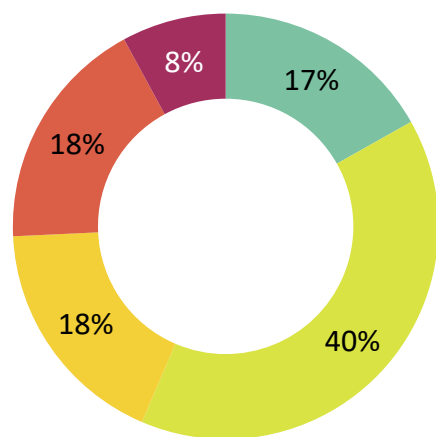
On a scale from 0 to 10, where 0 is not informed at all and 10 is very well informed, how informed are you on the topic of animal use in Canadian science for medical and scientific purposes?

	Atlantic (n=103)	Québec (n=255)	Ontario (n=313)	Prairies (n=209)	BC (n=160)
Mean	3.6	4.0	3.9	4.0	3.6
Men (n=508)		Women (n=529)	18 to 34 (n=204)	35 to 54 (n=329)	55 plus (n=507)
	3.9	3.8	4.0	4.0	3.7

* Weighted to the true population proportion.
 * Charts may not add up to 100 due to rounding.



Level of Acceptability of Animal Use in Research



- Acceptable
- Somewhat acceptable
- Somewhat unacceptable
- Unacceptable
- Unsure

- * Weighted to the true population proportion.
- * Charts may not add up to 100 due to rounding.

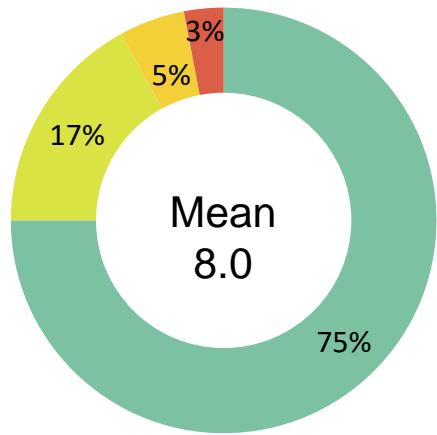


Do you think it is acceptable, somewhat acceptable, somewhat unacceptable or unacceptable to use animals for medical and scientific purposes when no effective alternatives are available?

	Atlantic (n=103)	Québec (n=250)	Ontario (n=311)	Prairies (n=209)	BC (n=160)
Acceptable / Somewhat acceptable	58.8%	48.4%	55.1%	58.9%	70.3%
Men (n=505)		Women (n=525)	18 to 34 (n=200)	35 to 54 (n=327)	55 plus (n=506)
65.7%	48.0%	48.3%	56.3%	62.1%	
Somewhat unacceptable / Unacceptable	34.8%	44.0%	36.1%	33.9%	23.8%
Men (n=505)		Women (n=525)	18 to 34 (n=200)	35 to 54 (n=327)	55 plus (n=506)
27.9%	43.1%	41.3%	37.4%	30.8%	



Importance of Considering the Welfare of the Animals When Deciding Whether to Use Them for Medical and Scientific Purposes



- Very important (7-10)
- Neutral (4-6)
- Not important (0-3)
- Unsure



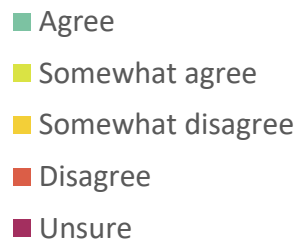
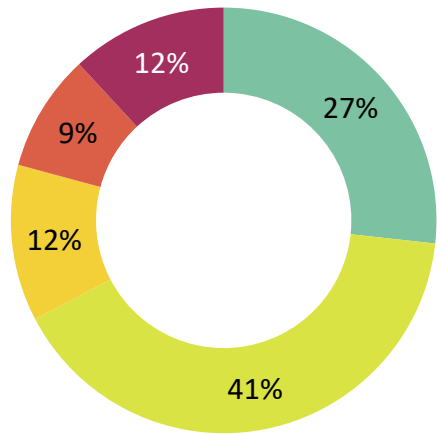
On a scale from 0 to 10, where 0 is not important at all and 10 is very important, how important is it to consider the welfare of the animals when deciding whether to use them for medical and scientific purposes?

	Atlantic (n=103)	Québec (n=254)	Ontario (n=312)	Prairies (n=208)	BC (n=160)
Mean	8.2	8.3	7.9	7.9	7.8
Men (n=506)		Women (n=528)	18 to 34 (n=204)	35 to 54 (n=329)	55 plus (n=504)
	7.4	8.6	7.8	7.9	8.1

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Necessity of Animal Research



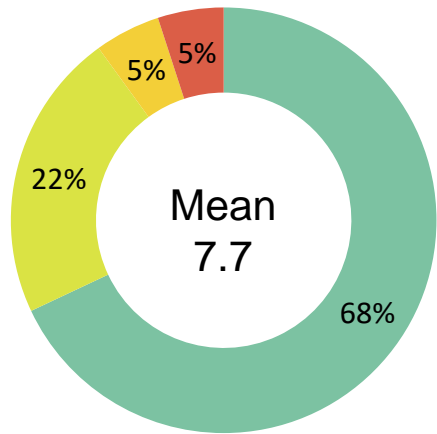
Do you agree, somewhat agree, somewhat disagree or disagree that organizations that use animals for medical and scientific purposes carry out work essential for human and/or animal health?

	Atlantic (n=103)	Québec (n=255)	Ontario (n=308)	Prairies (n=207)	BC (n=159)
Agree / Somewhat agree	67.4%	60.0%	66.3%	73.9%	80.7%
Men (n=506)		Women (n=523)	18 to 34 (n=202)	35 to 54 (n=329)	55 plus (n=501)
75.5%	61.2%	59.5%	69.6%	72.8%	
Somewhat disagree / Disagree	18.2%	27.5%	22.8%	12.9%	11.5%
Men (n=506)		Women (n=523)	18 to 34 (n=202)	35 to 54 (n=329)	55 plus (n=501)
15.6%	24.7%	24.6%	19.1%	18.3%	

* Weighted to the true population proportion.
* Charts may not add up to 100 due to rounding.



Importance of Finding Alternatives to Animal Use



- Important (7-10)
- Average (4-6)
- Not important (0-3)
- Unsure



On a scale from 0 to 10, where 0 is not important at all and 10 is very important, how important is it to find effective alternatives to animal use in medical and scientific purposes in Canada?

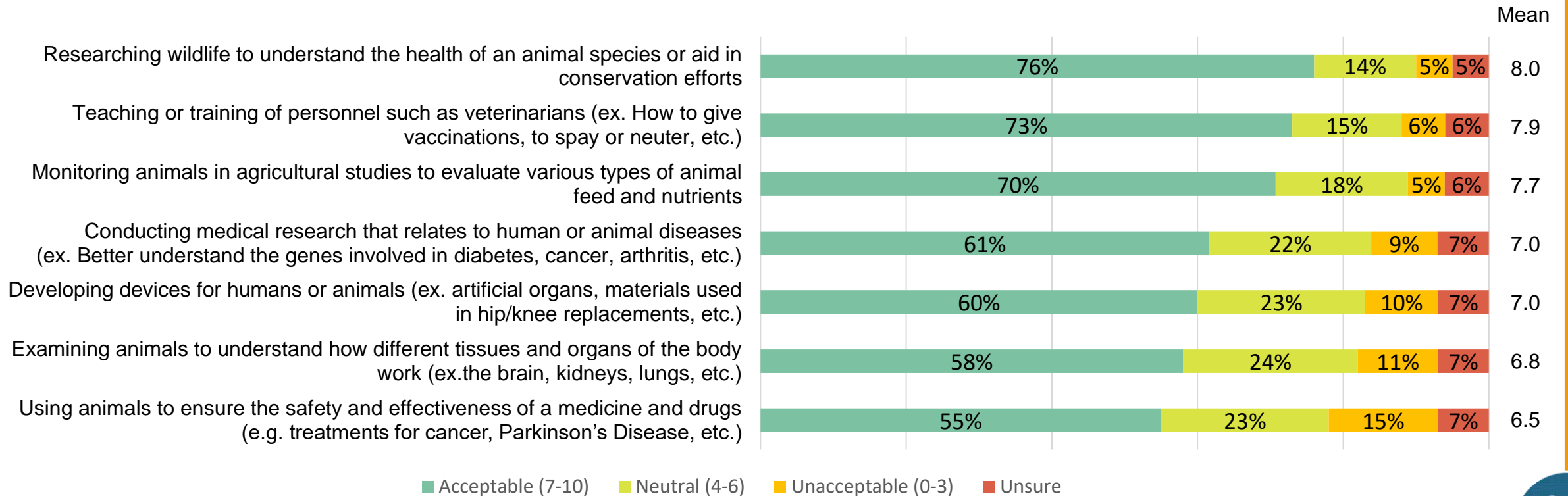
Mean	Atlantic (n=103)	Québec (n=254)	Ontario (n=312)	Prairies (n=209)	BC (n=160)
	7.8	8.0	7.7	7.3	7.5
Men (n=508)	Women (n=527)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=506)	
	7.2	8.1	7.5	7.6	7.9

- * Weighted to the true population proportion.
- * Charts may not add up to 100 due to rounding.

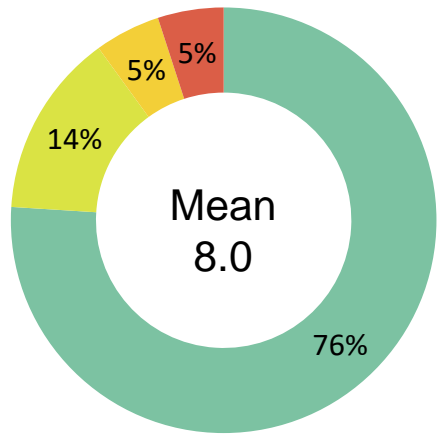


Acceptability of Animal Use in Medical, Scientific, and Educational Procedures

Q On a scale from 0 to 10, where 0 is completely unacceptable and 10 is completely acceptable, please rate the following in terms of the use of animals in medical and scientific procedures, when there are no effective alternatives available? [RANDOMIZE]



Acceptability of Animal Use in Wildlife Research and Conservation



- Acceptable (7-10)
- Neutral (4-6)
- Unacceptable (0-3)
- Unsure



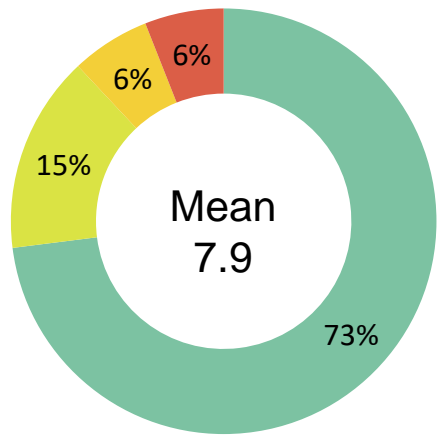
On a scale from 0 to 10, where 0 is completely unacceptable and 10 is completely acceptable, please rate the following in terms of the use of animals in medical and scientific procedures, when there are no effective alternatives available? [RANDOMIZE]
Researching wildlife to understand the health of an animal species or aid in conservation efforts

	Atlantic (n=103)	Québec (n=254)	Ontario (n=313)	Prairies (n=209)	BC (n=160)
Mean	8.1	7.9	8.0	8.2	8.2
	Men (n=507)	Women (n=529)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=507)
	8.0	8.1	8.2	7.8	8.2

- * Weighted to the true population proportion.
- * Charts may not add up to 100 due to rounding.



Use of Animals in Veterinary Education and Training



- Acceptable (7-10)
- Neutral (4-6)
- Unacceptable (0-3)
- Unsure

Q

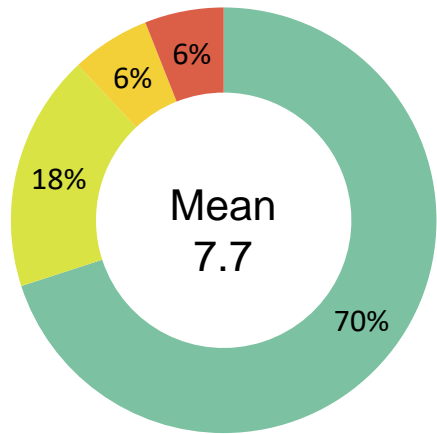
On a scale from 0 to 10, where 0 is completely unacceptable and 10 is completely acceptable, please rate the following in terms of the use of animals in medical and scientific procedures, when there are no effective alternatives available? [RANDOMIZE]
Teaching or training of personnel such as veterinarians (ex. How to give vaccinations, to spay or neuter, etc.)

	Atlantic (n=103)	Québec (n=254)	Ontario (n=313)	Prairies (n=208)	BC (n=159)
Mean	8.2	7.7	7.7	8.3	8.2
	Men (n=506)	Women (n=528)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=505)
	7.8	8.0	7.7	7.8	8.1

- * Weighted to the true population proportion.
- * Charts may not add up to 100 due to rounding.



Acceptability of Animal Use in Agricultural Research and Nutrition Studies



- Acceptable (7-10)
- Neutral (4-6)
- Unacceptable (0-3)
- Unsure



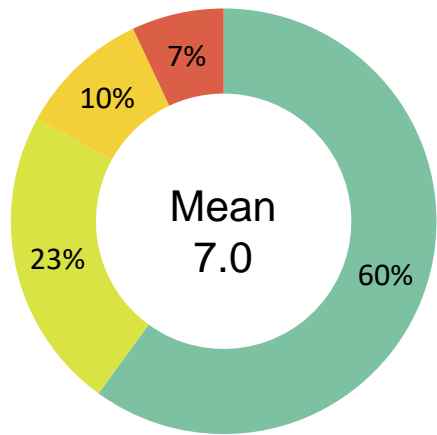
On a scale from 0 to 10, where 0 is completely unacceptable and 10 is completely acceptable, please rate the following in terms of the use of animals in medical and scientific procedures, when there are no effective alternatives available? [RANDOMIZE]
Monitoring animals in agricultural studies to evaluate various types of animal feed and nutrients

Mean	Atlantic (n=103)	Québec (n=254)	Ontario (n=313)	Prairies (n=208)	BC (n=160)
	7.7	7.4	7.6	8.0	7.9
	Men (n=506)	Women (n=529)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=506)
	7.7	7.7	7.4	7.5	8.0

- * Weighted to the true population proportion.
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Acceptability of Animal Use in Medical Device Development



- Acceptable (7-10)
- Neutral (4-6)
- Unacceptable (0-3)
- Unsure



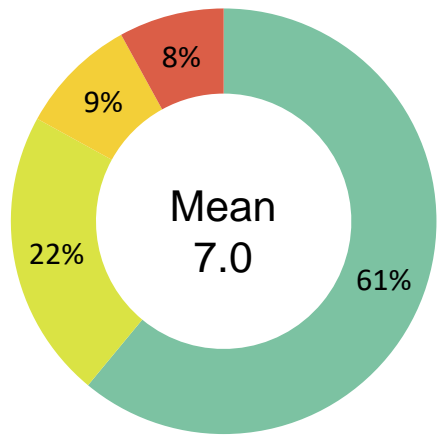
On a scale from 0 to 10, where 0 is completely unacceptable and 10 is completely acceptable, please rate the following in terms of the use of animals in medical and scientific procedures, when there are no effective alternatives available? [RANDOMIZE]
Developing devices for humans or animals (ex. artificial organs, materials used in hip/knee replacements, etc.)

Mean	Atlantic (n=103)	Québec (n=253)	Ontario (n=313)	Prairies (n=209)	BC (n=160)
	7.0	6.8	6.9	7.3	7.2
	Men (n=507)	Women (n=528)	18 to 34 (n=203)	35 to 54 (n=328)	55 plus (n=507)
	7.3	6.7	6.6	7.0	7.2

- * Weighted to the true population proportion.
- * Charts may not add up to 100 due to rounding.



Acceptability of Animal Use in Disease-Related Medical Research



- Acceptable (7-10)
- Neutral (4-6)
- Unacceptable (0-3)
- Unsure



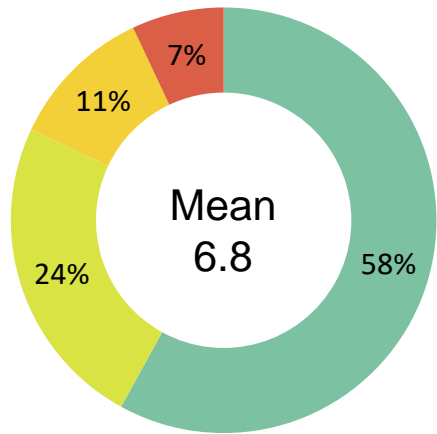
On a scale from 0 to 10, where 0 is completely unacceptable and 10 is completely acceptable, please rate the following in terms of the use of animals in medical and scientific procedures, when there are no effective alternatives available? [RANDOMIZE]
Conducting medical research that relates to human or animal diseases (ex. better understand the genes involved in diabetes, cancer, arthritis, etc.)

	Atlantic (n=103)	Québec (n=254)	Ontario (n=312)	Prairies (n=209)	BC (n=160)
Mean	7.4	6.8	6.9	7.3	7.2
	Men (n=507)	Women (n=528)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=506)
	7.4	6.7	6.9	6.8	7.3

* Weighted to the true population proportion.
 * Charts may not add up to 100 due to rounding.



Acceptability of Animal Use in Physiological and Organ Function Research



- Acceptable (7-10)
- Neutral (4-6)
- Unacceptable (0-3)
- Unsure



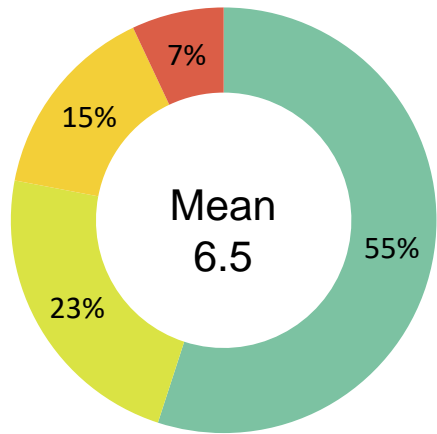
On a scale from 0 to 10, where 0 is completely unacceptable and 10 is completely acceptable, please rate the following in terms of the use of animals in medical and scientific procedures, when there are no effective alternatives available? [RANDOMIZE]
Examining animals to understand how different tissues and organs of the body work (ex. the brain, kidneys, lungs, etc.)

Mean	Atlantic (n=103)	Québec (n=254)	Ontario (n=312)	Prairies (n=209)	BC (n=160)
	7.0	6.7	6.8	7.1	6.9
	Men (n=506)	Women (n=529)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=506)
	7.0	6.6	6.8	6.8	6.9

- * Weighted to the true population proportion.
- * Charts may not add up to 100 due to rounding.



Acceptability of Animal Use in Medical Scientific Applications in Ensuring the Safety and Effectiveness of Medicines and Drugs



- Acceptable (7-10)
- Neutral (4-6)
- Unacceptable (0-3)
- Unsure



On a scale from 0 to 10, where 0 is completely unacceptable and 10 is completely acceptable, please rate the following in terms of the use of animals in medical and scientific procedures, when there are no effective alternatives available? [RANDOMIZE]
Using animals to ensure the safety and effectiveness of a medicine and drugs (e.g. treatments for cancer, Parkinson's Disease, etc.)

Mean	Atlantic (n=103)	Québec (n=254)	Ontario (n=312)	Prairies (n=209)	BC (n=160)
	6.6	6.2	6.5	6.5	7.0
	Men (n=506)	Women (n=529)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=506)
	7.0	6.0	6.2	6.3	6.8

- * Weighted to the true population proportion.
- * Charts may not add up to 100 due to rounding.



Importance of Ethical Standards and Financial Independence of National Oversight System

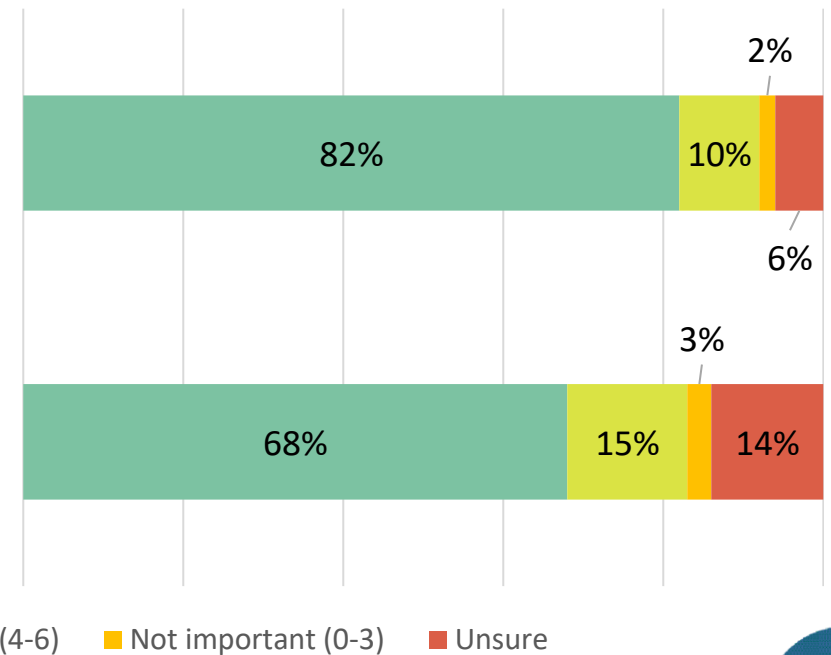
A significant majority of Canadians say that it is important (a score of 7-10 out of 10) that all organizations using animals for medical and scientific purposes in Canada be mandated to adhere to an ethical standards and oversight system (82%), and that the national oversight system be financially independent from the organizations it certifies (68%).



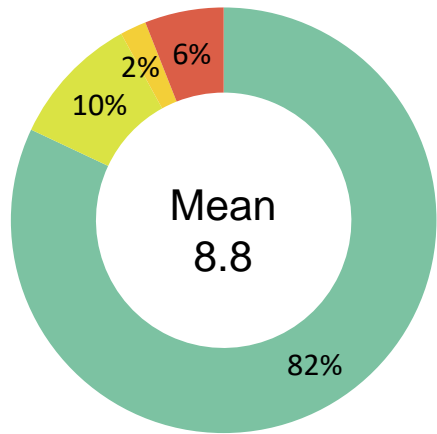
On a scale from 0 to 10, where 0 is not important at all and 10 is very important, how important are the following for animal research, teaching and testing? [Rotate]

That all organizations using animals for medical and scientific purposes in Canada be mandated to adhere to an ethical standards and oversight system

That the national oversight system for animal use in Canadian science be financially independent from the organizations it certifies



Importance of Mandated Ethical Standards for Animal Research



- Important (7-10)
- Neutral (4-6)
- Not important (0-3)
- Unsure



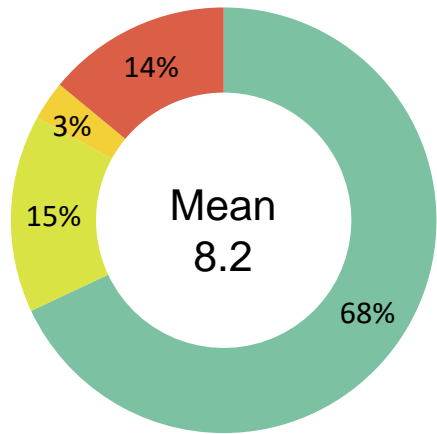
On a scale from 0 to 10, where 0 is not important at all and 10 is very important, how important are the following for animal research, teaching and testing? [Rotate]
That all organizations using animals for medical and scientific purposes in Canada be mandated to adhere to an ethical standards and oversight system

	Atlantic (n=103)	Québec (n=254)	Ontario (n=313)	Prairies (n=207)	BC (n=160)
Mean	9.1	9.0	8.6	8.8	8.9
	Men (n=505)	Women (n=529)	18 to 34 (n=201)	35 to 54 (n=329)	55 plus (n=507)
	8.5	9.1	8.4	8.5	9.3

* Weighted to the true population proportion.
 * Charts may not add up to 100 due to rounding.



Importance of Financial Independence of the National Oversight System



- Important (7-10)
- Neutral (4-6)
- Not important (0-3)
- Unsure



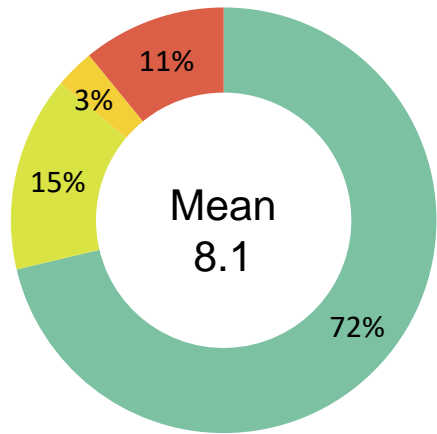
On a scale from 0 to 10, where 0 is not important at all and 10 is very important, how important are the following for animal research, teaching and testing? [Rotate]
That the national oversight system for animal use in Canadian science be financially independent from the organizations it certifies

	Atlantic (n=103)	Québec (n=254)	Ontario (n=313)	Prairies (n=209)	BC (n=160)
Mean	8.4	8.3	8.1	8.2	8.3
Men (n=507)		Women (n=529)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=507)
	8.0	8.5	7.7	8.0	8.7

* Weighted to the true population proportion.
 * Charts may not add up to 100 due to rounding.



Views on the Level of Independent Ethical Oversight There Should Be In Animal Research



- High oversight (7-10)
- Neutral (4-6)
- Low oversight (0-3)
- Unsure

There is currently no federal legislation overseeing the use of animals in Canadian science. Instead, the Canadian Council on Animal Care (CCAC), a non-governmental, independent, and non-profit organization, provides an independent framework of high ethical standards, assessment, and certification. Independent oversight refers to having a group or organization that supervises or directs others but operates separately and without influence from the institutions it reviews or evaluates.



On a scale from 0 to 10, where 0 is no oversight and 10 is complete oversight, please rate how much independent ethical oversight there should be for the use of animals for medical and scientific purposes?

Mean	Atlantic (n=103)	Québec (n=254)	Ontario (n=313)	Prairies (n=209)	BC (n=160)
	8.3	8.2	8.0	8.1	7.9
Men (n=507)	Women (n=529)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=507)	
	7.8	8.3	7.9	8.0	8.3

* Weighted to the true population proportion.
 * Charts may not add up to 100 due to rounding.

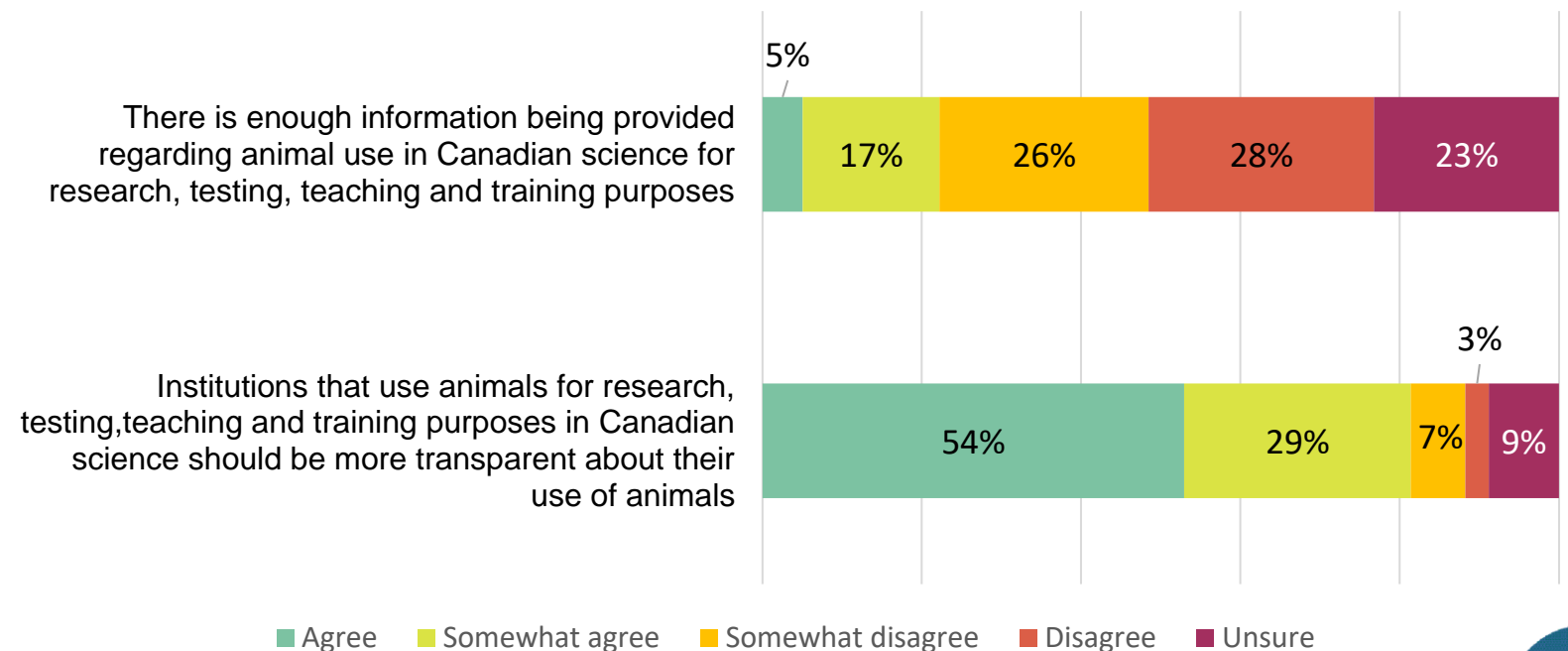


Transparency and Information in Animal Use for Research and Teaching

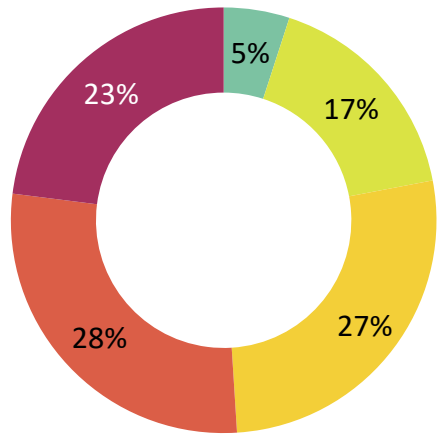
Over two in three Canadians say they disagree (28%) or somewhat disagree (26%) that there is enough information being provided regarding animal use in Canadian science for research, testing, teaching and training purposes, compared to those that agree (five per cent) or somewhat agree (17%). Canadians are over eight times more likely to say they agree (54%) or somewhat agree (29%) than say they disagree (three per cent) or somewhat disagree (seven per cent) that institutions that use animals for research, testing, teaching and training purposes in Canadian science should be more transparent about their use of animals.



Do you agree, somewhat agree, somewhat disagree or disagree in the following statements on animal use in Canadian science? [ROTATE]



Information Availability on Animal Use in Canadian Science



- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Unsure



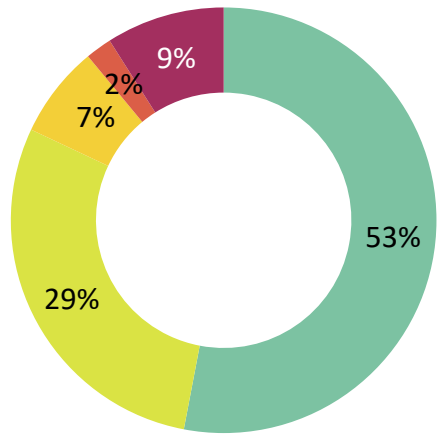
Do you agree, somewhat agree, somewhat disagree or disagree in the following statements on animal use in Canadian science? [ROTATE]
There is enough information being provided regarding animal use in Canadian science for research, testing, teaching and training purposes

	Atlantic (n=103)	Québec (n=253)	Ontario (n=313)	Prairies (n=209)	BC (n=160)
Somewhat disagree / Disagree	54.2%	50.3%	58.5%	48.6%	57.4%
	Men (n=506)	Women (n=529)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=506)
	51.0%	57.7%	55.1%	57.4%	51.7%

* Weighted to the true population proportion.
 * Charts may not add up to 100 due to rounding.



Transparency in Animal Use for Scientific Research



- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Unsure



Do you agree, somewhat agree, somewhat disagree or disagree in the following statements on animal use in Canadian science? [ROTATE]
Institutions that use animals for research, testing, teaching and training purposes in Canadian science should be more transparent about their use of animals

Agree / Somewhat agree	Atlantic (n=103)	Québec (n=254)	Ontario (n=313)	Prairies (n=209)	BC (n=160)
		85.6%	82.3%	82.3%	80.3%
	Men (n=507)	Women (n=529)	18 to 34 (n=203)	35 to 54 (n=329)	55 plus (n=507)
	79.0%	85.0%	73.3%	83.0%	86.9%

* Weighted to the true population proportion.
 * Charts may not add up to 100 due to rounding.



Sources of Balanced Information on Animal Use in Science

Balanced information refers to factual information that is unbiased, neither for nor against animal use.



Please rank the following sources of information in order of trust to give balanced information about the use of animals in science for research, testing, teaching and training purposes, where 1 is most trusted, 2 second most trusted and 3 the third most trusted. [RANDOMIZE]

	RANK 1 (n=1006)	RANK 2 (n=948)	RANK 3 (n=876)
An independent ethical oversight body	28.5%	16.5%	12.3%
Animal welfare and protection organizations such as the Society for the Prevention of Cruelty to Animals (SPCA) or Humane Canada	19.0%	20.0%	16.0%
Veterinarians who look after the animals used in science	12.8%	15.0%	16.0%
Animal rights organizations such as People for the Ethical Treatment of Animals (PETA) or Animal Justice	9.8%	12.0%	10.7%
Academic and research institutions that use animals in science	8.6%	12.6%	15.9%
The federal and provincial governments	7.5%	10.7%	9.1%
Government departments that use animals in science	4.6%	6.4%	8.4%
Individual scientists who use animals in science	3.5%	3.5%	8.4%
Private companies that use animals in science	1.5%	2.7%	2.8%
Unsure	4,2 %	-	-
Other	-	0.6%	0.3%



Methodology

Nanos conducted a representative non-probability online survey of 1040 Canadians, 18 years of age or older, between October 21st and 30th, 2024. The sample is geographically stratified to be representative of Canada.

A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 1040 respondents would have a margin of error of ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by the CCAC and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Technical Note

Element	Description
Research sponsor	Canadian Council on Animal Care
Population and Final Sample Size	1040 Canadians
Source of Sample	Sago
Type of Sample	Representative non-probability
Margin of Error (for a comparative probability sample)	For comparison purposes, a probability sample of 1040 respondents would have a margin of error of ± 3.0 percentage points, 19 times out of 20.
Mode of Survey	Online survey
Sampling Method Base	Non-probability
Demographics (Captured)	Atlantic, Quebec, Ontario, Prairies and BC ; Men and Women; 18 years or older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender and education
Field Dates	October 21st to 30th, 2024
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada.
Estimated Response Rate	Not applicable
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	All questions asked are contained in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com
Data Tables	By region, age and gender: 2024-2667 CCAC Tables - Formatted.xlsx



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

Any questions?



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