

Insights West BC Survey on Animals (November 26, 2013)

Would you say you are in favour or opposed to each of the following? - **Eating animals**

	Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50K- <\$100K	\$100K+	Lower Mainland	Vancouver Island	Other BC
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	704	341	363	189	257	258	197	265	124	524	77	103
UNWEIGHTED BASE	704	207	497	104	293	307	200	246	117	499	85	120
Strongly in favour	50%	60%	41%	57%	49%	46%	45%	55%	54%	50%	46%	55%
Somewhat in favour	35%	30%	41%	25%	39%	39%	36%	32%	41%	35%	42%	34%
Somewhat opposed	9%	5%	13%	10%	7%	10%	12%	8%	4%	9%	7%	7%
Strongly opposed	4%	3%	4%	4%	2%	4%	4%	4%	1%	4%	5%	2%
Not sure	2%	3%	2%	4%	2%	1%	3%	2%	1%	3%	2%	1%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHI/JKL

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Insights West BC Survey on Animals (November 26, 2013)

Would you say you are in favour or opposed to each of the following? - **Using animals in rodeos**

	Gender		Age			Household Income			Region			
	Male	Female	18-34	35-54	55+	<\$50K	\$50K- <\$100K	\$100K+	Lower Mainland	Vancouver Island	Other BC	
Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
BASE: All Respondents	704	341	363	189	257	258	197	265	124	524	77	103
UNWEIGHTED BASE	704	207	497	104	293	307	200	246	117	499	85	120
Strongly in favour	8%	11%	5%	6%	7%	10%	7%	8%	10%	7%	4%	14%
Somewhat in favour	30%	35%	26%	31%	29%	30%	29%	32%	33%	29%	31%	36%
Somewhat opposed	34%	35%	33%	28%	36%	36%	36%	33%	32%	35%	32%	30%
Strongly opposed	22%	12%	31%	21%	24%	21%	20%	21%	20%	22%	31%	15%
Not sure	6%	7%	6%	13%	4%	3%	7%	6%	5%	7%	2%	4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHI/JKL

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Insights West BC Survey on Animals (November 26, 2013)

Would you say you are in favour or opposed to each of the following? - **Killing animals for their fur**

	Gender		Age			Household Income			Region			
	Male	Female	18-34	35-54	55+	<\$50K	\$50K- <\$100K	\$100K+	Lower Mainland	Vancouver Island	Other BC	
Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
BASE: All Respondents	704	341	363	189	257	258	197	265	124	524	77	103
UNWEIGHTED BASE	704	207	497	104	293	307	200	246	117	499	85	120
Strongly in favour	2%	4%	1%	0%	2%	5%	2%	4%	2%	1%	3%	8%
Somewhat in favour	13%	19%	7%	14%	10%	15%	14%	12%	15%	13%	14%	12%
Somewhat opposed	23%	26%	20%	31%	19%	21%	21%	25%	25%	23%	24%	23%
Strongly opposed	58%	46%	69%	48%	66%	56%	58%	57%	51%	58%	59%	53%
Not sure	4%	5%	3%	7%	2%	3%	5%	2%	7%	4%	1%	4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHI/JKL

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Insights West BC Survey on Animals (November 26, 2013)

Would you say you are in favour or opposed to each of the following? - **Hunting animals for meat**

	Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50K- <\$100K	\$100K+	Lower Mainland	Vancouver Island	Other BC
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	704	341	363	189	257	258	197	265	124	524	77	103
UNWEIGHTED BASE	704	207	497	104	293	307	200	246	117	499	85	120
Strongly in favour	33%	39%	27%	38%	34%	27%	32%	35%	35%	30%	37%	41%
Somewhat in favour	40%	40%	41%	35%	43%	42%	39%	39%	45%	41%	40%	37%
Somewhat opposed	15%	12%	18%	17%	13%	15%	18%	16%	9%	16%	13%	11%
Strongly opposed	9%	7%	11%	5%	8%	13%	10%	7%	8%	9%	9%	8%
Not sure	3%	2%	3%	4%	2%	3%	2%	2%	3%	3%	2%	3%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHI/JKL

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Insights West BC Survey on Animals (November 26, 2013)

Would you say you are in favour or opposed to each of the following? - **Hunting animals for sport (trophy hunting)**

	Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50K- <\$100K	\$100K+	Lower Mainland	Vancouver Island	Other BC
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	704	341	363	189	257	258	197	265	124	524	77	103
UNWEIGHTED BASE	704	207	497	104	293	307	200	246	117	499	85	120
Strongly in favour	2%	4%	0%	3%	2%	1%	2%	1%	5%	2%	0%	3%
Somewhat in favour	8%	12%	4%	9%	6%	8%	7%	9%	9%	6%	19%	11%
Somewhat opposed	19%	25%	13%	28%	16%	15%	16%	21%	25%	20%	12%	16%
Strongly opposed	69%	57%	81%	55%	74%	74%	73%	66%	58%	69%	66%	69%
Not sure	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	3%	1%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHI/JKL

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Insights West

BC Survey on Animals (November 26, 2013)

Would you say you are in favour or opposed to each of the following? - **Keeping animals in zoos or aquariums**

	Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50K- <\$100K	\$100K+	Lower Mainland	Vancouver Island	Other BC
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	704	341	363	189	257	258	197	265	124	524	77	103
UNWEIGHTED BASE	704	207	497	104	293	307	200	246	117	499	85	120
Strongly in favour	10%	13%	7%	10%	9%	10%	5%	15%	7%	10%	8%	10%
Somewhat in favour	46%	51%	42%	46%	44%	48%	48%	44%	49%	46%	38%	49%
Somewhat opposed	30%	26%	33%	27%	34%	27%	36%	25%	32%	29%	40%	27%
Strongly opposed	10%	6%	13%	8%	8%	12%	6%	11%	6%	9%	13%	10%
Not sure	5%	5%	6%	9%	5%	3%	4%	4%	6%	6%	2%	4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHI/JKL

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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