



**National Nanos RDD Crowdsourcing random survey of
1,000 Canadians conducted between June 8 and 11, 2013
for the Canadian Council on Animal Care (CCAC)**

Methodology

National Nanos RDD Crowdsourcing random survey of 1,000 Canadians conducted between June 8th and 11th, 2013. Participants were randomly recruited by telephone and administered a survey online. The results were statistically checked and weighted using the latest Census data.

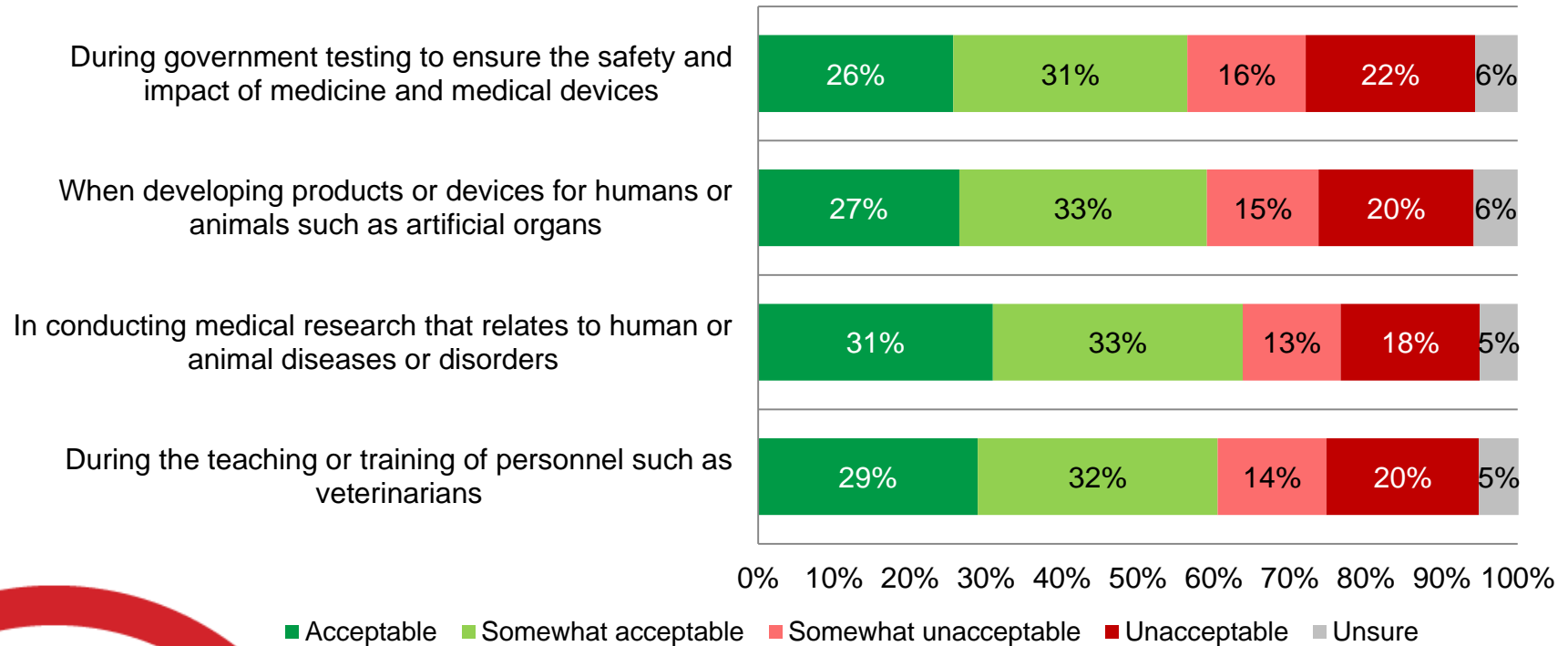
The margin of error for a random survey of 1,000 Canadians is $\pm 3.1\%$, 19 times out of 20.



Executive Summary

- The potential suffering of animals is at least somewhat acceptable to over half of Canadians. The reason for exposing animals to potential suffering does not play a significant role in how acceptable suffering is for the public. A significant minority thinks that the potential suffering is not acceptable.
- Nevertheless, 54% think that the welfare of the animal is important in determining what is an acceptable or unacceptable use of animals.

Acceptability of Potential Suffering

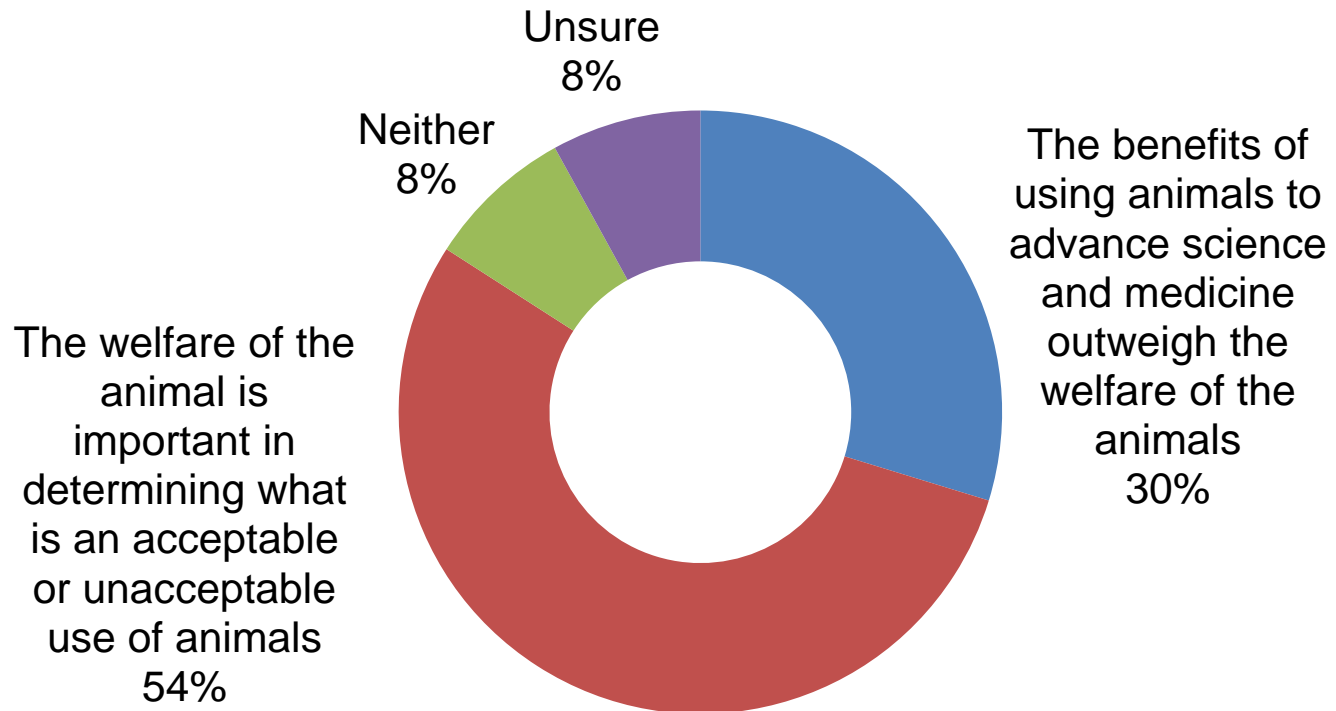


Question: Would you say that the potential suffering of animals used in the following types of situations is acceptable, somewhat acceptable, somewhat unacceptable or unacceptable?

Overall, Canadians do not differentiate when it comes to the potential suffering of animals. Almost as many think it is acceptable for safety testing of medicine as for conducting medical research.

- **Men are much more likely to say that suffering is acceptable in all cases.**

Trade-off of Benefits and Animal Welfare



Question: Some people think that the benefits of using animals to advance science and medicine outweigh the welfare of the animals while others believe that the welfare of the animal is important in determining what is an acceptable or unacceptable use of animals for science and medical testing. Which of these two views, if either, best reflects your opinion?

On balance, more than half of Canadians think that the welfare of the animal is important in determining what are acceptable uses of animals.

- **Women (60%) are much more likely than men (49%) to say that animal welfare is important.**

Would you say that the potential suffering of animals used in the following types of situations is acceptable, somewhat acceptable, somewhat unacceptable or unacceptable

			Region					Gender		Age					
			Canada 2013-06	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - During the teaching or training of personnel such as veterinarians	Total	Unwgt N	1000	100	250	300	200	150	499	501	152	138	221	232	257
		Wgt N	1000	100	250	300	200	150	503	497	206	169	208	178	239
	Acceptable	%	28.9	31.3	23.4	29.0	35.8	27.1	34.6	23.2	23.6	27.8	31.2	29.1	32.2
	Somewhat acceptable	%	31.6	33.7	35.7	30.8	30.6	26.2	32.7	30.4	33.3	26.3	31.0	30.6	35.0
	Somewhat unacceptable	%	14.3	14.9	13.8	11.6	14.7	19.3	13.7	14.8	18.7	19.3	14.3	11.6	8.9
	Unacceptable	%	20.1	16.2	19.2	24.4	15.3	21.9	15.3	24.9	19.1	21.6	16.2	24.3	20.1
	Unsure	%	5.2	3.9	7.9	4.2	3.6	5.5	3.8	6.6	5.3	5.1	7.3	4.3	3.9

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			Region					Gender		Age					
			Canada 2013-06	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 - In conducting medical research that relates to human or animal diseases or disorders	Total	Unwgt N	1000	100	250	300	200	150	499	501	152	138	221	232	257
		Wgt N	1000	100	250	300	200	150	503	497	206	169	208	178	239
	Acceptable	%	30.9	33.6	25.6	31.8	38.0	26.3	39.8	21.8	27.5	32.0	33.4	27.2	33.4
	Somewhat acceptable	%	32.9	35.6	34.5	32.9	29.9	32.4	33.2	32.6	40.6	26.4	31.8	32.7	32.1
	Somewhat unacceptable	%	12.9	11.7	13.8	10.5	13.1	17.0	9.9	16.0	11.4	16.9	12.0	11.9	13.0
	Unacceptable	%	18.3	16.9	17.5	20.6	15.9	18.8	13.4	23.2	15.2	18.7	16.2	23.6	18.3
	Unsure	%	5.0	2.3	8.4	4.2	3.1	5.6	3.7	6.4	5.4	5.8	6.5	4.7	3.2

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			Canada 2013-06	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - When developing products or devices for humans or animals such as artificial organs	Total	Unwgt N	1000	100	250	300	200	150	499	501	152	138	221	232	257
		Wgt N	1000	100	250	300	200	150	503	497	206	169	208	178	239
	Acceptable	%	26.5	26.5	24.2	26.5	33.1	21.5	34.8	18.0	23.0	27.5	27.4	24.6	29.4
	Somewhat acceptable	%	32.6	41.8	32.6	28.8	29.2	38.5	34.3	30.8	36.5	28.3	33.2	27.9	35.2
	Somewhat unacceptable	%	14.7	10.8	15.8	15.4	15.8	12.7	11.7	17.8	16.6	19.6	14.3	11.5	12.5
	Unacceptable	%	20.4	18.7	19.0	23.4	17.2	22.0	15.7	25.2	17.1	19.5	17.8	28.4	20.1
	Unsure	%	5.8	2.3	8.4	5.8	4.7	5.3	3.5	8.1	6.7	5.1	7.3	7.7	2.8

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			Canada 2013-06	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - During government testing to ensure the safety and impact of medicines and medical devices	Total	Unwgt N	1000	100	250	300	200	150	499	501	152	138	221	232	257
		Wgt N	1000	100	250	300	200	150	503	497	206	169	208	178	239
	Acceptable	%	25.7	24.3	23.2	26.5	30.5	22.8	34.3	17.0	23.8	29.1	26.1	24.9	25.1
	Somewhat acceptable	%	30.8	37.6	31.0	24.7	33.4	34.3	32.5	29.0	31.2	25.1	33.1	28.1	34.4
	Somewhat unacceptable	%	15.6	14.5	16.7	17.5	13.2	13.7	11.7	19.5	17.1	18.2	14.2	15.4	13.8
	Unacceptable	%	22.3	20.3	19.3	27.1	18.4	24.3	17.7	27.0	22.4	21.8	19.3	27.8	21.2
	Unsure	%	5.6	3.3	9.7	4.2	4.5	4.9	3.8	7.5	5.4	5.9	7.4	3.8	5.6

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			Region						Gender		Age				
			Canada 2013- 06	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - Some people think that the benefits of using animals to advance science and medicine outweigh the welfare of the animals while others believe that the welfare of the animal is important in determining what is an acceptable or unacceptable use of animals for science and medical testing. Which of these two views, if either, best reflects your personal opinion?	Total	Unwgt N	1000	100	250	300	200	150	499	501	152	138	221	232	257
		Wgt N	1000	100	250	300	200	150	503	497	206	169	208	178	239
		%	29.7	25.5	27.7	31.2	35.0	25.8	37.7	21.6	26.0	29.4	31.1	30.0	31.6
		%	54.3	62.6	53.5	52.3	51.2	58.5	48.5	60.2	56.2	54.7	50.8	59.3	51.9
		%	7.9	5.4	8.0	10.4	5.7	7.4	7.0	8.9	8.0	7.8	8.9	6.0	8.5
	Unsure	%	8.0	6.6	10.8	6.0	8.0	8.3	6.8	9.3	9.8	8.1	9.3	4.7	7.9

National Nanos RDD Crowdscore random survey of 1,000 Canadians conducted between June 8th and 11th, 2013. Participants were randomly recruited by telephone through the proprietary Nanos Crowdscore sample and administered a survey online. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1\%$, 19 times out of 20.