

### Methodology:

Results are based on an online study conducted from March 17 to March 19, 2023, among 1,000 adults in Canada.

The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada.

The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

### The Fur-Bearers Wolf Survey – 2023

*Over the course of your life, what are the primary ways you have learned about wolves?*

- Almost half of Canadians have learned about wolves through media (social media, movies, tv shows) (46%) or the education system (44%).
- More than a third of Canadians have learned about wolves through wildlife organizations (41%) or books and their own research (36%).
- Fewer Canadians have learned about wolves through family and friends (26%), folklore and myths (24%), oral traditions (10%), personal experience and interactions with wolves (9%) or government agencies (6%).
- Only 5% of Canadians have never learned about wolves.

*Have you ever seen or heard a wolf (or wolves) in Canada?*

- Only one-in-five Canadians (20%) have never seen or heard a wolf (or wolves) in Canada.
- A third of Canadians (33%) have seen or heard a wolf in a zoo or sanctuary, while more than a quarter (27%) have seen or heard a wolf in a wilderness area.
- Fewer Canadians have seen or heard wolves in a provincial or national park (21%), or near their home (12%).
- Just under one-in-five Canadians (19%) are not sure if what they heard was a wolf, a coyote or a dog.

*How would you describe your overall attitude toward wolves?*

- Seven-in-ten Canadians (70%) describe their overall attitude towards wolves as “very positive” (29%) or “moderately positive” (41%).

- The proportion of positive responses is lowest in Atlantic Canada (60%), but rises in British Columbia (69%), Alberta, Saskatchewan and Manitoba and Quebec (each at 70%) and Ontario (71%).

*Do you agree or disagree with this statement? – “Wolves are a primary threat to sheep, chickens, cows, and other livestock in Canada.”*

- Three-in-five Canadians (60%) agree that wolves are a primary threat to sheep, chickens, cows, and other livestock in Canada, while 31% disagree and 10% are not sure.

*Do you agree or disagree with this statement? – “The killing of wolves is wrong, even if it's done to save another species.”*

- Just over two thirds of Canadians (68%) agree that the killing of wolves is wrong, even if it's done to save another species, while 21% disagree and 11% are not sure.

*Do you agree or disagree with this statement? – “Wolves are important members of Canadian ecosystems and should be protected.”*

- More than four-in-five Canadians (83%) agree that wolves are important members of Canadian ecosystems and should be protected, while 9% disagree and 7% are not sure.

*Do you agree or disagree with this statement? – “Wolves are an iconic Canadian species.”*

- More than three-in-four Canadians (77%) agree that wolves are an iconic Canadian species, while 15% disagree and 8% are not sure.

*I would accept having wolves live...*



- About one-in-four Canadians (24%) would not accept wolves living any distance from their home.
- Almost half of Canadians (48%) are comfortable with wolves living either within 50km (26%) or within 20km (22%) of their homes.
- Fewer than one-in-five Canadians (16%) would accept having wolves living within 5km of their home.

*Who should be responsible for the management of wolf populations in Canada?*

- More than seven-in-ten Canadians (72%) think the responsibility for the management of wolf populations in Canada should be in the hands of government agencies.
- Significantly fewer Canadians would put hunters and trappers (7%), Indigenous Peoples (4%) or farmers (also 4%) in charge.
- About one-in-seven Canadians (14%) think wolves do not need management.

*Which of the following circumstances would encourage you to advocate for the protection of wolves in Canada?*

- At least a third of Canadians would be encouraged to protect wolves in four circumstances: decreasing wolf populations (42%), learning more about the ecosystem benefits that wolves provide (41%), learning that a wolf has been killed illegally (also 41%) and seeing a news report about wolf habitats being threatened (33%).
- Fewer Canadians would be encouraged by five other circumstances: hearing about a wolf suffering in the wild (30%), learning that there is a wolf hunt in their area (25%), knowing that their provincial government kills wolves to protect



other species (21%), seeing or hearing a wolf near their property (17%) and learning that a wolf has been killed legally (15%).

- While 11% of Canadians would not be encouraged by any of these nine circumstances, more than a quarter (27%) think wolves have an inherent right to be protected, regardless of the circumstances.

==30==



mario.canseco  
@researchco.ca



mario\_canseco



778.929.0490



Mario Canseco