

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
Sample Size	1509	203	153	103	102	502	347	99	737	772	437	526	546	178	258	249	278	250	296	227	263	247	210	263	298	501	497	281	635	477	397	365	469	229

Q21. [A zoo] Last time visit

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
In the last six months	8%	6%	14%	7%	14%	7%	7%	8%	8%	11%	10%	4%	11%	12%	13%	6%	4%	3%	12%	9%	4%	11%	11%	3%	7%	10%	11%	6%	10%	9%	8%	9%	5%	
In the last 2 years	21%	14%	28%	28%	33%	21%	19%	22%	21%	21%	28%	23%	13%	29%	28%	29%	17%	13%	13%	28%	23%	13%	29%	22%	13%	16%	24%	23%	18%	23%	22%	25%	22%	15%
In the last 5 years	19%	22%	15%	18%	21%	20%	18%	17%	20%	18%	19%	20%	17%	26%	15%	23%	18%	16%	18%	18%	22%	21%	20%	19%	15%	14%	19%	26%	16%	18%	25%	20%	20%	19%
More than 5 years ago	46%	53%	37%	43%	30%	47%	49%	44%	44%	48%	32%	42%	61%	31%	33%	30%	54%	62%	60%	32%	41%	58%	32%	44%	63%	54%	43%	37%	54%	42%	39%	43%	45%	57%
Never	6%	4%	5%	4%	2%	5%	7%	10%	6%	6%	8%	5%	5%	4%	12%	4%	5%	4%	9%	5%	4%	8%	5%	5%	9%	4%	3%	6%	6%	5%	4%	4%	4%	

Q21. [An aquarium] Last time visit

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
In the last six months	6%	8%	4%	2%	9%	6%	5%	3%	6%	5%	10%	6%	1%	11%	9%	9%	4%	2%	1%	10%	6%	2%	9%	7%	1%	4%	7%	8%	6%	4%	7%	3%	6%	6%
In the last 2 years	20%	20%	20%	18%	17%	22%	17%	15%	22%	18%	30%	20%	11%	34%	26%	24%	17%	12%	10%	32%	22%	12%	27%	19%	10%	13%	22%	26%	15%	22%	24%	22%	19%	18%
In the last 5 years	17%	21%	19%	20%	14%	16%	15%	12%	17%	16%	18%	15%	19%	15%	19%	18%	11%	18%	15%	18%	17%	18%	19%	13%	12%	17%	25%	12%	17%	24%	17%	19%	13%	
More than 5 years ago	42%	47%	40%	40%	41%	38%	48%	45%	41%	44%	25%	40%	58%	22%	28%	34%	46%	58%	59%	28%	40%	55%	25%	41%	61%	46%	44%	33%	47%	42%	36%	45%	43%	43%
Never	16%	5%	17%	20%	19%	17%	15%	26%	15%	16%	19%	14%	14%	14%	23%	14%	15%	16%	12%	17%	14%	14%	21%	14%	15%	25%	11%	9%	20%	16%	10%	13%	12%	20%

Q21. [An aquarium/A zoo] Last time visit

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
In the last six months	11%	11%	15%	9%	19%	11%	9%	7%	11%	10%	16%	12%	5%	17%	16%	17%	8%	6%	4%	17%	12%	7%	16%	12%	4%	9%	13%	14%	9%	11%	13%	10%	11%	8%
In the last 2 years	27%	23%	32%	27%	37%	28%	24%	29%	27%	27%	37%	29%	17%	43%	33%	33%	24%	16%	18%	37%	28%	18%	38%	30%	17%	21%	29%	32%	23%	30%	30%	32%	27%	24%
In the last 5 years	19%	22%	15%	24%	14%	20%	18%	17%	19%	19%	16%	20%	20%	19%	14%	22%	18%	19%	21%	15%	20%	21%	18%	20%	19%	13%	19%	26%	15%	19%	25%	17%	21%	20%
More than 5 years ago	39%	43%	33%	38%	30%	38%	43%	37%	38%	40%	24%	35%	54%	18%	29%	24%	45%	56%	52%	26%	36%	52%	22%	35%	56%	50%	36%	26%	48%	35%	29%	38%	37%	44%
Never	4%	2%	5%	2%	4%	6%	9%	4%	4%	6%	4%	4%	4%	3%	8%	3%	5%	3%	4%	6%	5%	3%	5%	3%	4%	7%	3%	2%	5%	5%	3%	3%	4%	4%

Q22. Which of the following is closest to your view on keeping wild animals in captivity (i.e., in zoos or aquariums)?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
Keeping wild animals in captivity is basically always wrong	17%	22%	10%	9%	18%	17%	15%	24%	16%	17%	18%	17%	16%	16%	19%	16%	18%	16%	15%	19%	15%	14%	16%	19%	17%	20%	16%	13%			15%	14%	12%	22%
It depends on the specific animal - what species, how intelligent, how endangered, etc.	55%	58%	51%	55%	49%	61%	48%	56%	53%	57%	62%	55%	50%	64%	61%	55%	54%	54%	47%	53%	56%	51%	73%	54%	50%	52%	57%	59%	52%	57%	59%	49%	64%	54%
Keeping wild animals in captivity is basically acceptable if they aren't being harmed	22%	16%	29%	32%	24%	15%	30%	18%	25%	18%	12%	23%	28%	13%	11%	24%	21%	24%	32%	19%	25%	32%	5%	20%	25%	21%	23%	21%	21%	23%	21%	33%	18%	18%
Not sure/Can't say	7%	3%	9%	4%	9%	8%	7%	2%	6%	7%	8%	6%	6%	8%	9%	5%	7%	7%	5%	10%	5%	3%	6%	7%	8%	8%	4%	6%	9%	5%	4%	3%	6%	6%

Q23. [Top2box] Agreement with statements

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
Zoos and aquariums are an important part of wildlife conservation efforts	78%	76%	81%	85%	79%	78%	77%	76%	81%	75%	74%	78%	80%	75%	73%	81%	76%	76%	84%	76%	82%	85%	71%	75%	77%	77%	76%	83%	76%	79%	79%	85%	80%	74%
Having a zoo or an aquarium makes a community a better place to live	62%	58%	68%	67%	66%	58%	68%	56%	68%	56%	59%	62%	64%	58%	59%	65%	59%	61%	67%	66%	69%	69%	51%	54%	61%	60%	62%	67%	61%	63%	63%	68%	65%	59%
It is wrong to keep any animal in captivity if it isn't hurt or endangered	50%	54%	35%	38%	52%	52%	52%	57%	47%	54%	56%	50%	46%	59%	53%	47%	52%	48%	45%	50%	48%	43%	63%	52%	49%	52%	51%	49%	50%	52%	49%	42%	52%	53%
Zoos and aquariums don't teach the public anything it couldn't learn from documentary films and TV shows	35%	33%	25%	24%	37%	38%	39%	38%	36%	35%	42%	34%	32%	44%	40%	34%	34%	32%	32%	40%	36%	34%	43%	32%	31%	41%	32%	36%	38%	32%	36%	33%	36%	37%

Q23. [Bottom2box] Agreement with statements

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
Zoos and aquariums are an important part of wildlife conservation efforts	14%	15%	11%	7%	13%	13%	17%	11%	13%	15%	16%	13%	13%	18%	15%	12%	14%	15%	11%	14%	12%	12%	18%	14%	14%	14%	16%	11%	13%	14%	14%	9%	13%	19%
Having a zoo or an aquarium makes a community a better place to live	25%	28%	22%	16%	27%	27%	21%	29%	21%	29%	28%	24%	23%	31%	26%	21%	27%	24%	23%	22%	18%	22%	35%	30%	24%	25%	27%	22%	25%	25%	25%	23%	23%	32%
It is wrong to keep any animal in captivity if it isn't hurt or endangered	40%	39%	53%	49%	39%	37%	39%	37%	46%	35%	31%	40%	47%	28%	33%	42%	38%	46%	48%	39%	43%	54%	23%	37%	41%	37%	42%	43%	38%	40%	44%	51%	41%	39%
Zoos and aquariums don't teach the public anything it couldn't learn from documentary films and TV shows	56%	62%	67%	68%	54%	53%	53%	51%	58%	55%	49%	59%	59%	47%	51%	60%	57%	56%	62%	53%	58%	61%	44%	60%	58%	49%	61%	57%	52%	61%	57%	63%	57%	54%

Q23. [Zoos and aquariums are an important part of wildlife conservation efforts

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
Agree strongly	31%	34%	34%	34%	26%	29%	35%	23%	34%	29%	30%	29%	35%	31%	29%	31%	26%	31%	39%	35%	29%	39%	24%	28%	32%	30%	32%	34%	32%	31%	30%	38%	33%	30%
Agree moderately	46%	42%	47%	50%	53%	49%	42%	53%	47%	46%	44%	50%	45%	44%	44%	49%	50%	45%	45%	41%	52%	46%	47%	47%	45%	47%	43%	49%	44%	48%	49%	48%	48%	44%
Disagree moderately	10%	9%	6%	6%	9%	10%	12%	8%	9%	10%	11%	9%	9%	12%	10%	7%	12%	11%	7%	9%	10%	9%	13%	9%	9%	12%	7%	8%	11%	7%	10%	7%	10%	13%
Disagree strongly	4%	7%	4%	1%	3%	4%	5%	3%	3%	5%	5%	4%	4%	6%	5%	5%	2%	4%	4%	5%	2%	3%	6%	5%	5%	4%	4%	5%	4%	3%	2%	3%	6%	
Not sure/Can't say	8%	9%	9%	8%	9%	8%	7%	13%	7%	10%	10%	8%	7%	8%	12%	8%	9%	9%	5%	10%	6%	4%	11%	11%	9%	10%	8%	7%	10%	7%	6%	6%	7%	
Top2box	78%	76%	81%	85%	79%	78%	77%	76%	81%	75%	74%	78%	80%	75%	73%	81%	76%	76%	84%	78%	82%	85%	71%	75%	77%	77%	76%	76%	79%	79%	85%	80%	74%	
Bottom2box	14%	15%	11%	7%	13%	13%	17%	11%	13%	15%	16%	13%	13%	18%	15%	12%	14%	15%	11%	14%	12%	12%	18%	14%	14%	14%	16%	11%	13%	14%	14%	9%	13%	19%

Q23. [Having a zoo or an aquarium makes a community a better place to live

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
Agree strongly	18%	15%	23%	25%	16%	14%	24%	19%	21%	16%	18%	17%	21%	18%	17%	17%	16%	19%	22%	22%	19%	22%	13%	15%	20%	18%	16%	22%	19%	19%	17%	26%	18%	15%
Agree moderately	43%	44%	44%	42%	50%	44%	43%	37%	47%	40%	41%	45%	44%	40%	42%	49%	42%	42%	45%	44%	51%	47%	38%	40%	41%	41%	45%	45%	42%	44%	46%	42%	47%	44%
Disagree moderately	15%	12%	14%	10%	19%	18%	13%	18%	14%	17%	17%	15%	15%	19%	15%	14%	16%	12%	17%	12%	13%	17%	21%	17%	14%	16%	15%	16%	14%	16%	17%	16%	15%	17%
Disagree strongly	10%	16%	8%	5%	7%	9%	8%	10%	7%	12%	12%	9%	9%	12%	11%	7%	11%	11%	6%	9%	5%	6%	14%	13%	11%	9%	11%	6%	11%	9%	7%	7%	15%	
Not sure/Can't say	13%	14%	10%	18%	7%	15%	11%	15%	11%	15%	13%	14%	12%	10%	15%	13%	14%	15%	9%	12%	13%	9%	14%	15%	15%	15%	11%	11%	14%	12%	9%	12%	9%	
Top2box	62%	58%	68%	67%	66%	58%	68%	56%	68%	56%	59%	62%	64%	58%	59%	65%	59%	61%	67%	66%	69%	69%	51%	54%	61%	60%	62%	67%	61%	63%	63%	68%	65%	59%
Bottom2box	25%	28%	22%	16%	27%	27%	21%	29%	21%	29%	28%	24%	23%	31%	26%	21%	27%	24%	23%	22%	18%	22%	35%	30%	24%	25%	27%	22%	25%	25%	25%	23%	23%	32%

Q23. [It is wrong to keep any animal in captivity if it isn't hurt or endangered]

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
		Agree strongly	20%	21%	13%	15%	15%	22%	21%	21%	18%	22%	23%	18%	20%	23%	23%	18%	18%	21%	19%	21%	14%	20%	25%	22%	20%	24%	19%	20%	22%	17%	20%	16%
Agree moderately	30%	33%	23%	23%	38%	30%	31%	36%	29%	32%	33%	32%	28%	37%	31%	30%	34%	27%	26%	29%	34%	38%	30%	29%	28%	32%	29%	27%	35%	28%	33%	32%		
Disagree moderately	31%	29%	39%	38%	30%	30%	35%	31%	34%	28%	26%	32%	34%	24%	27%	33%	32%	35%	32%	30%	35%	38%	21%	30%	29%	31%	35%	29%	30%	35%	36%	33%	30%	
Disagree strongly	9%	10%	15%	12%	9%	7%	10%	5%	11%	7%	5%	8%	13%	4%	6%	10%	6%	11%	16%	9%	9%	16%	2%	7%	11%	7%	11%	9%	10%	9%	15%	7%	9%	
Not sure/Can't say	10%	7%	11%	13%	9%	11%	9%	6%	8%	11%	13%	10%	7%	12%	13%	11%	10%	6%	8%	11%	9%	3%	14%	11%	10%	11%	7%	8%	12%	8%	7%	7%	8%	
Top2box	50%	54%	35%	38%	52%	52%	52%	57%	47%	54%	56%	50%	46%	59%	53%	47%	52%	48%	45%	50%	48%	43%	63%	52%	49%	52%	51%	49%	50%	52%	49%	42%	53%	
Bottom2box	40%	39%	53%	49%	39%	37%	39%	37%	46%	35%	31%	40%	47%	28%	33%	42%	38%	46%	48%	39%	43%	54%	23%	37%	41%	37%	42%	43%	38%	40%	44%	51%	41%	39%

Q23. [Zoos and aquariums don't teach the public anything it couldn't learn from documentary films and TV shows]

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
		Agree strongly	13%	13%	9%	10%	19%	13%	14%	16%	13%	13%	17%	12%	11%	19%	16%	10%	14%	12%	11%	15%	13%	11%	19%	11%	11%	16%	10%	12%	16%	13%	9%	10%
Agree moderately	22%	20%	16%	13%	19%	25%	24%	23%	24%	21%	24%	22%	21%	25%	24%	24%	20%	21%	21%	25%	23%	23%	24%	21%	19%	25%	22%	23%	22%	19%	26%	23%	24%	24%
Disagree moderately	37%	41%	40%	43%	38%	36%	33%	36%	36%	38%	36%	38%	37%	33%	37%	39%	36%	37%	37%	36%	35%	36%	35%	40%	38%	32%	40%	37%	34%	39%	38%	38%	37%	38%
Disagree strongly	20%	21%	28%	25%	15%	17%	21%	15%	22%	17%	14%	21%	23%	13%	14%	21%	22%	19%	25%	17%	22%	25%	9%	20%	21%	18%	20%	20%	18%	22%	19%	25%	20%	17%
Not sure/Can't say	8%	5%	8%	6%	9%	8%	8%	11%	6%	11%	9%	7%	8%	9%	10%	6%	9%	12%	5%	7%	6%	5%	8%	11%	9%	8%	7%	10%	7%	4%	7%	4%	7%	9%
Top2box	35%	33%	25%	24%	37%	38%	39%	38%	36%	35%	42%	34%	32%	44%	40%	34%	34%	32%	32%	40%	36%	34%	43%	32%	31%	41%	32%	36%	38%	32%	36%	33%	36%	37%
Bottom2box	56%	62%	67%	68%	54%	53%	53%	51%	58%	55%	49%	59%	59%	47%	51%	60%	57%	56%	62%	53%	58%	61%	44%	60%	58%	49%	61%	57%	52%	61%	57%	63%	57%	54%

Q24. What is your opinion on this issue of cetaceans in captivity?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			Last Fed Vote		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	Highschool or less	College/Te ch	University+	CPC	Liberal	NDP
		Keeping cetaceans in captivity should be BANNED	47%	40%	43%	37%	43%	54%	42%	55%	44%	50%	50%	43%	49%	51%	49%	39%	46%	51%	48%	43%	38%	51%	57%	47%	48%	50%	46%	50%	46%	49%	46%	42%
Keeping cetaceans in captivity should be ALLOWED	21%	35%	26%	26%	24%	15%	19%	16%	27%	15%	18%	23%	20%	19%	18%	26%	20%	17%	23%	23%	29%	28%	13%	17%	14%	18%	25%	22%	18%	20%	24%	33%	18%	16%
Not sure/Can't say	32%	25%	31%	37%	33%	31%	39%	29%	29%	35%	32%	34%	30%	30%	34%	35%	33%	32%	29%	34%	33%	21%	30%	36%	38%	32%	29%	27%	35%	31%	29%	26%	30%	33%