



Research Factum | Canada

Vancouver Humane Society

Methodology:

Results are based on an online study conducted from February 23 to February 25, 2024, among 1,315 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 +/- 2.7 percentage points, nineteen times out of twenty.

To what degree do these photos make you want to watch this rodeo event? - Calf roping

- More than seven-in-ten Canadians (71%) say they would "definitely" (46%) or "probably" (25%) not watch this rodeo event.
- Rejection of calf roping reaches 62% in Calgary and 61% in Edmonton.

To what degree do these photos make you want to watch this rodeo event? - Steer wrestling

- Seven-in-ten Canadians (70%) say they would "definitely" (46%) or "probably" (24%) not watch this rodeo event.
- Rejection of steer wrestling reaches 60% in Calgary and 59% in Edmonton.

To what degree do these photos make you want to watch this rodeo event? - Bull riding

- Just under three-in-five Canadians (59%) say they would "definitely" (38%) or "probably" (21%) not watch this rodeo event.
- Rejection of bull riding reaches 44% in Calgary and 53% in Edmonton.

To what degree do these photos make you want to watch this rodeo event? - Bronc riding

- Just under three-in-five Canadians (58%) say they would "definitely" (36%) or "probably" (22%) not watch this rodeo event.
- Rejection of bronc riding reaches 49% in Calgary and 54% in Edmonton.

To what degree do these photos make you want to watch this rodeo event? - Chuckwagon racing

- More than three-in-five Canadians (62%) say they would "definitely" (38%) or "probably" (24%) not watch this rodeo event.
- Rejection of chuckwagon racing reaches 47% in Calgary and 59% in Edmonton.

Common animal welfare concerns around rodeo events include:

*Fear and stress due to rough handling of prey animals.
Discomfort and pain due to boot spurs and flank straps that are used to cause bucking.
Injury and death due to high-risk handling practices during fast-paced events.*

Thinking about this, do you agree or disagree with the use of animals in each of these rodeo events?

- More than half of Canadians disagree with the use of animals in the five rodeo events tested: steer wrestling (61%), calf roping (60%), bull riding (55%), bronc riding (also 55%) and chuckwagon racing (53%).
- In Calgary, more than half of residents (52%) disagree with the use of animals in bronc riding. The proportions are lower for bull riding (49%), steer wrestling (also 49%), calf roping (47%) and chuckwagon racing (46%).
- In Edmonton, majorities disagree with the use of animals in steer wrestling (64%), calf roping (59%), bronc riding (54%), chuckwagon racing (53%) and bull riding (52%).



Do you support or oppose government funding being provided to rodeo events?

- Almost two thirds of Canadians (65%) disagree with government funding for rodeo events, while one-in-four (25%) agree and 10% are undecided.
- Disagreement with government funding of rodeo events reaches 70% among women and 75% among Canadians aged 55 and over.
- Residents of Edmonton are more likely to disagree with government funding of rodeo events (63%) than their counterparts in Calgary (51%).

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