



Research Factum | Canada

Vancouver Humane Society

Methodology:

Results are based on an online study conducted from July 23 to July 25, 2024, among 1,320 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

- Three-in-five Canadians (75%, +4 since February) say they would "definitely" (51%) or "probably" (24%) not watch this rodeo event.
- Rejection of calf roping reaches 71% in Calgary and 68% in Edmonton.

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

- Just over seven-in-ten Canadians (72%, +2) say they would "definitely" (46%) or "probably" (24%) not watch this rodeo event.
- Rejection of steer wrestling reaches 68% in Calgary and 66% 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" (37%) or "probably" (22%) not watch this rodeo event.
- Rejection of bull riding reaches 52% in Calgary and 54% in Edmonton.

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

- Just under three-in-five Canadians (57%, -1) say they would "definitely" (35%) or "probably" (22%) not watch this rodeo event.
- Rejection of bronc riding reaches 56% 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 (61%, -1) say they would "definitely" (36%) or "probably" (25%) not watch this rodeo event.
- Rejection of chuckwagon racing reaches 59% in both Calgary and 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: calf roping (68%, +8), steer wrestling (67%, +6), bronc riding (60%, +5), chuckwagon racing (59%, +6) and bull riding (58%, +3).
- In Calgary, more than half of residents disagree with the use of animals in calf roping (58%, +11), steer wrestling (57%, +8), chuckwagon racing (54%, +8) and bronc riding (51%, -1). The proportion is lower for bull riding (49%, =).
- In Edmonton, majorities disagree with the use of animals in steer wrestling (70%, +6), calf roping (also 70%, +11), chuckwagon racing (also 60%, +7), bronc riding (59%, +5) and bull riding (53%, +1).



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

- More than seven-in-ten Canadians (71%, +6) disagree with government funding for rodeo events, while just over one-in-five (21%, -4) agree and 8% (-2) are undecided.
- Disagreement with government funding of rodeo events reaches 75% among women and 78% among Canadians aged 55 and over.
- Residents of Edmonton are more likely to disagree with government funding of rodeo events (76%) than their counterparts in Calgary (67%).

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