

100 Sparks St., Suite 1090  
Ottawa, Ontario, Canada  
K1P 5B7

Toll free: 1-888-757-1119

[abacusdata.ca](http://abacusdata.ca)

# Memo

**To:** The Seals and Sealing Network  
**From:** David Coletto  
**Date:** January 20, 2014  
**Re:** National Poll Results

---

Please find below detailed results of the four national survey questions purchased by the Seals and Sealing Network.

## *Methodology*

*The survey was conducted online with 1,996 respondents in English and French using an internet survey programmed and collected by Abacus Data. A random sample of panelists was invited to participate in the survey from a representative panel of Canadians. The survey was completed from January 14 to 18, 2014.*

*Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.*

*The margin of error for a probability-based random sample of 1,996 respondents using a probability sample is +/- 2.2%, 19 times out of 20.*

*The data was weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.*

## Of the following four statements, which best describes your personal opinion about seal hunting in Canada?

Sample size: 1,998  
Comparable MoE:  $\pm 2.2\%$ , 19 times out of 20  
Fields dates: Jan 14 to 18, 2014

Row %		All forms of seal hunting are acceptable.	All seal hunters should be allowed to hunt seals, but only if seal populations are not endangered and the animals do not suffer.	Only Inuit or other aboriginal groups should be allowed to hunt seals.	No form of seal hunting is acceptable.	DK	Raw	Weighted
	<b>Canada</b>	<b>5%</b>	<b>43%</b>	<b>22%</b>	<b>22%</b>	<b>7%</b>	<b>1996</b>	<b>1989</b>
Gender	Male	8%	52%	20%	14%	6%	996	962
	Female	2%	35%	25%	29%	8%	1000	1027
Age	18 to 29	6%	32%	20%	33%	9%	268	381
	30 to 44	5%	38%	25%	23%	9%	559	508
	45 to 59	4%	47%	23%	20%	6%	632	605
	60 and over	5%	52%	21%	15%	6%	537	494
Education	HS or Less	4%	42%	20%	25%	9%	496	855
	College	6%	43%	23%	21%	7%	800	637
	University	5%	45%	26%	18%	6%	700	498
Union member	Yes	5%	49%	24%	19%	4%	370	337
	No	5%	42%	22%	23%	8%	1626	1652
Region	BC	3%	40%	24%	25%	7%	420	272
	AB	7%	34%	26%	24%	9%	202	194
	SK/MB	3%	40%	26%	23%	7%	201	148
	ON	5%	36%	27%	24%	9%	505	728
	QC	4%	56%	16%	19%	5%	520	487
2011 Vote	ATL	12%	56%	9%	16%	7%	148	160
	CPC	6%	47%	21%	21%	5%	633	603
	LPC	5%	43%	24%	21%	6%	385	382
	NDP	5%	44%	25%	21%	5%	443	424
	GPC	7%	28%	43%	12%	10%	93	92
	BQ	3%	63%	14%	17%	3%	112	109
	Other	6%	45%	21%	11%	17%	30	28
	DNV	4%	32%	17%	32%	15%	300	350

Recently, the World Trade Organization (WTO) upheld a European Union ban on the import and sale of seal products. The EU had banned the product on grounds that it was protecting the "public morality" of its people. Do you strongly agree, agree, disagree, or strongly disagree with the following statements?

A country or group of countries should not be able to ban a legitimate commercial product from being imported into its country based on moral grounds unless the evidence used is fact-based and agreed upon by a credible independent third-party organization.

Sample size: 1,998  
 Comparable MoE:  $\pm 2.2\%$ , 19 times out of 20  
 Fields dates: Jan 14 to 18, 2014

Row %		Agree	Disagree	Raw	Weighted
	<b>Canada</b>	<b>69%</b>	<b>31%</b>	<b>1996</b>	<b>1989</b>
Gender	Male	71%	29%	996	962
	Female	67%	33%	1000	1027
Age	18 to 29	57%	43%	268	381
	30 to 44	67%	33%	559	508
	45 to 59	70%	30%	632	605
	60 and over	80%	20%	537	494
Education	HS or Less	71%	29%	496	855
	College	68%	32%	800	637
	University	67%	33%	700	498
Union member	Yes	69%	31%	370	337
	No	69%	31%	1626	1652
Region	BC	63%	37%	420	272
	AB	68%	32%	202	194
	SK/MB	68%	32%	201	148
	ON	70%	30%	505	728
	QC	70%	30%	520	487
	ATL	75%	25%	148	160
	CPC	75%	25%	633	603
	LPC	75%	25%	385	382
2011 Vote	NDP	67%	33%	443	424
	GPC	51%	49%	93	92
	BQ	67%	33%	112	109
	Other	58%	42%	30	28
	DNV	62%	38%	300	350

Recently, the World Trade Organization (WTO) upheld a European Union ban on the import and sale of seal products. The EU had banned the product on grounds that it was protecting the "public morality" of its people. Do you strongly agree, agree, disagree, or strongly disagree with the following statements?

If this WTO decision is allowed to stand, it will have unintended impacts for trade in other animal based industries like animal products (beef, seafood and leather), natural resources (forestry products, minerals) and energy products (oil and gas).

Sample size: 1,998  
 Comparable MoE:  $\pm 2.2\%$ , 19 times out of 20  
 Fields dates: Jan 14 to 18, 2014

Row %		Agree	Disagree	Raw	Weighted
	<b>Canada</b>	<b>63%</b>	<b>37%</b>	<b>1996</b>	<b>1989</b>
Gender	Male	67%	33%	996	962
	Female	60%	40%	1000	1027
Age	18 to 29	57%	43%	268	381
	30 to 44	63%	37%	559	508
	45 to 59	66%	34%	632	605
	60 and over	66%	34%	537	494
Education	HS or Less	65%	35%	496	855
	College	64%	36%	800	637
	University	59%	41%	700	498
Union member	Yes	67%	33%	370	337
	No	63%	37%	1626	1652
Region	BC	52%	48%	420	272
	AB	63%	37%	202	194
	SK/MB	63%	37%	201	148
	ON	60%	40%	505	728
	QC	73%	27%	520	487
	ATL	69%	31%	148	160
	CPC	69%	31%	633	603
2011 Vote	LPC	65%	35%	385	382
	NDP	62%	38%	443	424
	GPC	50%	50%	93	92
	BQ	68%	32%	112	109
	Other	64%	36%	30	28
	DNV	56%	44%	300	350

Recently, the World Trade Organization (WTO) upheld a European Union ban on the import and sale of seal products. The EU had banned the product on grounds that it was protecting the "public morality" of its people. Do you strongly agree, agree, disagree, or strongly disagree with the following statements?

The Canadian government should consider trade sanctions on European products until the ban on seal products is lifted.

Sample size: 1,998

Comparable MoE:  $\pm 2.2\%$ , 19 times out of 20

Fields dates: Jan 14 to 18, 2014

Row %		Agree	Disagree	Row n	Row Population
	<b>Canada</b>	<b>52%</b>	<b>48%</b>	<b>1996</b>	<b>1989</b>
Gender	Male	58%	42%	996	962
	Female	47%	53%	1000	1027
Age	18 to 29	47%	53%	268	381
	30 to 44	51%	49%	559	508
	45 to 59	55%	45%	632	605
	60 and over	55%	45%	537	494
Education	HS or Less	58%	42%	496	855
	College	51%	49%	800	637
	University	45%	55%	700	498
Union member	Yes	51%	49%	370	337
	No	53%	47%	1626	1652
Region	BC	38%	62%	420	272
	AB	40%	60%	202	194
	SK/MB	44%	56%	201	148
	ON	48%	52%	505	728
	QC	69%	31%	520	487
	ATL	65%	35%	148	160
2011 Vote	CPC	53%	47%	633	603
	LPC	55%	45%	385	382
	NDP	52%	48%	443	424
	GPC	32%	68%	93	92
	BQ	70%	30%	112	109
	Other	58%	42%	30	28
	DNV	48%	52%	300	350

Cross between Opinions about Seal Hunt and Agreement on Statements

Sample size: 1,998

Comparable MoE:  $\pm$  2.2%, 19 times out of 20

Fields dates: Jan 14 to 18, 2014

% Agree with Statement	The Canadian government should consider trade sanctions on European products until the ban on seal products is lifted.	A country or group of countries should not be able to ban a legitimate commercial product from being imported into its country based on moral grounds	If this WTO decision is allowed to stand, it will have unintended impacts for trade in other animal based industries like animal products (beef, seafood)
All forms of seal hunting are acceptable	77%	84%	81%
All seal hunters should be allowed to hunt seals, but only if seal populations are not endangered and the animals do no	63%	83%	77%
Only Inuit or other aboriginal groups should be allowed to hunt seals.	38%	67%	52%
No form of seal hunting is acceptable.	40%	43%	44%
Don't know	56%	63%	63%



ABACUS DATA

[abacusdata.ca](http://abacusdata.ca)