



Research Factum | British Columbia

**Methodology:**

Results are based on an online study conducted from November 9 to November 11, 2025, among 801 adults in British Columbia.

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

The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

Southern mountain caribou, listed as threatened in Canada, depend on large, undisturbed mountain areas for food, safety, and raising their young. In British Columbia, their population has declined by 51% between 1991 and 2023. Of the 18 southern herds, six have gone and two are close to extinction.

Thinking about this, what do you consider to be the three greatest causes of this population decline?

- At least half of respondents identify three causes: damage to habitats from natural resource extraction (59%), damage to caribou habitats from forest fires (51%) and climate change (50%).
- More than one-in-four respondents mention urbanization (47%), hunting (28%), increased access/motorized access to their habitat (also 38%) and caribou health issues (18%).
- Only 9% include predation as a cause of the population decline.

Do you consider it appropriate or inappropriate for humans to hunt each of the following animals **for sport** (trophy hunting) in British Columbia?

- More than seven-in-ten respondents are opposed to the trophy hunting of grizzly bears (77%), wildcats, such as cougars, lynx and bobcat (also 77%), wolves (76%), black bears (75%), caribou (74%) and moose (71%).
- More than three-in-five are also opposed to hunting elk (69%) and deer (62%) for sport.

Are you aware that the provincial government authorizes wolf hunting and trapping across British Columbia, with no limit on the number of wolves that can be killed in most areas?

- Awareness of this directive stands at 27% across the province—rising to 39% in Northern BC.

Since the provincial government introduced the aerial wolf reduction program in 2015, over 2,500 wolves have been killed through that program alone, separate from those killed by licensed hunting and trapping. Were you aware of this?

- Awareness of the number of wolves that have been killed stands at 19% across the province—rising to 32% in Northern BC.

*Do you agree or disagree with killing wolves in British Columbia through each of these methods?*

- At least two thirds of respondents disagree with each of the four killing methods tested: wolf killing contests (77%), leg-hold traps (76%), neck snares (76%) and aerial gunning from helicopters (66%).

*Are you aware of the reasons the Province of British Columbia states for the need to reduce predators, like wolves, to increase the numbers of at-risk species, such as Mountain Caribou?*

- Awareness of the reasons stands at 31% across the province—rising to 41% in Northern BC.

*Do you agree or disagree with each of the following statements?*

- More than seven-in-ten respondents agree with two statements: wolves are an iconic Canadian species (73%) and wolves play a vital role in keeping ecosystems healthy and balanced, and should be protected (71%).
- More than half of respondents (52%) think the killing of wolves is wrong, even if it's done to save another species.
- Respondents are divided on whether the wolf cull is hurting British Columbia's reputation as a tourist destination (Agree 40%, Disagree 37%, Not sure 22%).

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