Species extinction now or then

TORONTO, March 15, 2024—A Maru Public Opinion survey reveals that if given the choice, the vast majority (88%) of Canadians would rather spend time and resources to save animals that are on the planet but may soon be extinct rather than trying to bring back extinct animals through cloning and genetic engineering techniques (12%).

The findings come on the heels of a recent announcement that a biotech company hopes to use the latest cloning and genetic engineering techniques to regenerate and produce extinct species (like the Woolly mammoth that died off 4,000 years ago and the dodo bird that vanished between 1664–1674). That revelation sparked a great deal of debate among the scientific and wildlife care communities—and now public opinion is being brought to life to add to that discussion.

Focus on the animals soon to be extinct, not those that are already gone

Given the choice, almost nine in 10 (88%) of Canadians say that scientists, educational institutions, and financers should spend their efforts and funding focussed on saving animals that are currently on the planet and may soon be extinct as opposed to spending the time and resources to bring back extinct animals through cloning and genetic engineering techniques (12%)

- Those Canadians most likely to say the fucus should be to bring back extinct animals (12%) are the youngest (aged 18-34 20%), men (17% versus women 7%), those living in Manitoba/Saskatchewan (17%), and those with the highest level of education (University+ 15%).

- Those Canadians who are most likely to believe the focus should be on saving animals that are on the planet but may soon be extinct (88%) are those who are the oldest (55+ 94%/35-54 88%), women (93% versus men 83%), those living in Atlantic Canada/British Columbia (90%), and those with the least amount of education (HS or less 90%).

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Methodology

These are some of the findings from a study released by Maru Public Opinion that was undertaken by its sample and data collection experts at Maru/Blue on March 8-11, 2024, among a random selection of 2,903 Canadian adults who are Maru Voice Canada online panelists. The results have been weighted by education, age, gender, and region (and, in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 1.8%, 19 times out of 20. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider Maru/Blue is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Maru Public opinion is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion is a research and insight channel of the Maru Group and is a proud member of the Stagwell Marketing Cloud. The division has a public polling release specialty for clients and collaborative media partners. A full description of the channel and access to polls released into the public domain can be found at Maru Public Opinion Canada. Maru Public Opinion does not carry out any polling for any political party and follows the Canadian Research and Insights Council (CRIC) standards and disclosure requirements

Maru Public Opinion publicly released Canadian polls with supporting detailed tables are found here: Maru Public Opinion Canada. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction by Maru Public Opinion.

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