



# Perceptions of and Attitudes towards Canada's Oceans

**FINAL REPORT**

Submitted to:

World Wildlife Fund Canada

**EKOS RESEARCH ASSOCIATES INC.**

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# EXECUTIVE SUMMARY

## Background and Methodology

World Wildlife Fund Canada (WWF-Canada) was founded in 1967 by Senator Alan MacNaughton. Today, with the support of more than 150,000 Canadians, the WWF is one of Canada's largest independent conservation organizations. The WWF's mission is to halt and reverse the destruction of the environment. Much of its work focuses on the conservation of three biomes that contain most of the world's biodiversity: forests, freshwater ecosystems, and, in particular, oceans and coasts.

In early 2012, the WWF's Ocean Program (WWF-OC) conducted a series of focus groups to gauge Canadians' attitudes towards the program's key issues. The study provided some interesting insights into how Canadians value the ocean and what they see as the most important issues. The results, however, left with the WWF with a number of crucial but unanswered questions, none of which are more pressing than the issue of "where do we go from here?" To address this question, a public opinion study was conducted to gauge Canadians' understanding of and attitudes towards issues facing Canada's oceans.

The methodology for this study involved a nationally representative survey of 1,593 Canadians 18 years of age and older (1,355 online, 238 by self-administered mail-out surveys). A sample of this size provides a margin of error of +/- 2.5 percentage points, 19 times out of 20. The margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as regions). The survey was conducted in both official languages.

## Survey Findings

Outlined below are key findings and conclusions from this study. The remainder of this report describes survey results in more detail. Where available, results are tracked to earlier studies.

### Importance of and Threats to Canada's Oceans

Canadians place a great deal of importance on the oceans in general, although respondents are particularly captivated with the beauty and natural environmental aspects, with eight in ten (81 per cent) rating Canada's oceans as important along this dimension. Seven in ten, meanwhile, rate the oceans as an important source of food (72 per cent), an important climate modifier (71 per cent), and an important conduit for movement of goods and people (70 per cent). Lastly, six in ten Canadians (59 per cent) feel that Canada's oceans are important as a source of jobs and economic growth.

When asked about ongoing threats to the well-being of Canada's oceans, pollution ranks as the top concern, with seven in ten Canadians (72 per cent) saying it is a cause for great concern.

Overfishing and climate change are also viewed as particularly troubling, ranked as serious concerns by 63 per cent and 60 per cent of Canadians, respectively.

## **Preferred Messengers**

Results reveal that Canadians have a great deal of faith in scientists, with two-thirds (67 per cent) saying they place a high level of trust in this group (compared to just three per cent who express a low level of trust). Two-fifths of respondents (40 per cent) say they have a high level of trust in environmental groups (versus 12 per cent who have a low level of trust), while three in ten (29 per cent) put a high level of trust in government organizations (versus 14 per cent). Canadians are far less trusting of the media, with just one in ten respondents expressing a great deal of trust (10 per cent, compared to 22 per cent who express a low level of trust), while just three per cent exhibit confidence in politicians (versus 54 per cent).

When asked who they believe should be most responsible for ensuring the well-being of Canada's oceans, Canadians overwhelmingly point to the Government of Canada (69 per cent). One in ten, meanwhile, believes that individual Canadians should take charge in matters of ocean well-being (11 per cent) or that non-government organizations should be primarily responsible (10 per cent).

## **Importance of Environmental/Ocean Issues on Voting Behaviour**

When asked what they feel should be the most important issue for the next federal election, Canadians are divided between social, economic, and environmental issues. Three in ten say social issues like health care and education should be the top priority (29 per cent), while equal proportions say issues related to the economy (29 per cent) or issues such as climate change and the environment (27 per cent) are most important. Just one in eight (13 per cent) believes that fiscal issues such as taxes and debt should take precedence. Tracking data reveal that the perceived importance of environmental issues has risen substantially over the last three years (27 per cent, up from 19 per cent in 2009).

Study results suggest that Canada's oceans could be a rather significant issue in an upcoming election. Half of Canadians (52 per cent) say the well-being of Canada's oceans is a somewhat important issue when deciding who to vote for, while one-third (35 per cent) say it is a very important issue. Just one in eight (12 per cent) do not believe ocean health to be significant factor in deciding who to vote for.

## **Economy and the Environment**

Study results show that Canadians see the "trade-off" between the health of the economy and the health of the environment as something of a false dichotomy. Nearly nine in ten respondents (86 per cent) agree that it is possible to maintain the health of the ocean and a vibrant economy simultaneously. Three-quarters (75 per cent), meanwhile, agree the Government of Canada should do more to protect Canada's oceans, even if it means tighter regulations and higher taxes. Similarly, just two-fifths of Canadians (39 per cent) say they are more concerned about the economy than the environment, while an equal proportion (39 per cent) disagree.

## **Role of the WWF**

The vast majority of Canadians (76 per cent) are at least somewhat familiar with the WWF, including 24 per cent who are very familiar. Just one in five (22 per cent) rate their knowledge of the WWF as low or non-existent.

When asked to rate the extent to which they approve or disapprove of how the WWF is fulfilling its mandate, half of Canadians (52 per cent) express approval. One-fifth (21 per cent) neither approve nor disapprove of the WWF, and only one in fourteen (seven per cent) say they disapprove. Given that one fifth of respondents indicated that they were not familiar with the WWF, it is not surprising that a similar proportion (19 per cent), opted not to provide a response to this question.

Respondents were also presented with a list of three activities intended to protect Canada's oceans and asked to rate the importance of each one when it comes to the WWF's mandate. All three activities are seen as highly important, with two-thirds of Canadians indicating that educating Canadians on issues facing the country's oceans (69 per cent), working with corporations to promote sustainable seafood practices (67 per cent), and promoting policy changes in Ottawa with the Federal Government (64 per cent) are very important. In each case, just one in twenty suggested that these activities were not important.

Canadians are highly supportive of corporate partnerships, with eight in ten (79 per cent) agreeing that this type of co-operation is beneficial. One in eight (12 per cent) neither agree nor disagree, and one in twenty (five per cent) disagree. Four per cent did not express an opinion. Supporters of these types of co-operation indicate that these partnerships will create broader awareness (13 per cent), will get more businesses involved (12 per cent), will effect change (11 per cent), and will help promote sustainable business practices (10 per cent). Opponents, meanwhile, say they are concerned that these partnerships might be viewed negatively by the public (25 per cent), that corporations are ultimately too focussed on profits (22 per cent), or that the WWF itself is simply untrustworthy (19 per cent).

## **Level of engagement**

Of those who are aware of the WWF, one in ten of these respondents (nine per cent) indicate they have been involved recently (i.e., within the last two years), while one in five (18 per cent) say they have been involved in the past (i.e., more than two years ago). Seven in ten (71 per cent) have never been involved with the WWF.

Respondents were next presented with three ideas intended to increase Canadians' involvement with the WWF and asked how each one would impact their willingness to participate. Promotional material that focuses heavily on iconic ocean species (such as the killer whale) is seen as the most effective means of eliciting support, with a clear plurality of Canadians (38 per cent) indicating they would be more likely to get involved with the WWF as a result of this initiative (compared to 21 who say they would be less likely). Views on local fundraising events are more mixed, with one-third (31 per cent) saying

they would be more likely to get involved (and 26 per cent who say they would be less likely). Results further suggest that social media campaigns may actually harm the WWF, with just 26 per cent saying they would be more likely to get involved, while a greater proportion – 34 per cent – say they would actually be less likely to get involved.

Finally, Canadians were asked to identify (from a prompted list) the mediums through which they prefer to participate in causes they feel are important. Just over half of respondents (55 per cent) say they are likely to sign written or online petitions, while two-fifths (37 per cent) are apt to participate in boycotts or buycotts. One-third say they participate in fund-raising activities and events (33 per cent), write letters and e-mails to politicians and other decision makers (32 per cent), or maintain active memberships with not-for-profit organizations (31 per cent). One-quarter, meanwhile, use social media outlets (28 per cent) or volunteer regularly (28 per cent). Contacting the media appears comparatively less popular, selected by just one in seven respondents (15 per cent). One in ten (10 per cent) do not participate through any of the aforementioned methods.

## **Conclusions**

Study findings reveal that the well-being of Canada's oceans is a salient a very important issues to Canadians, particularly in the coastal provinces (i.e., British Columbia and Atlantic Canada). Quebeckers also appear highly concerned about environmental issues, but their concerns seem focused on the environment as a whole, rather than the ocean.

Environmental groups are much more highly trusted to deliver fair and accurate information than many of the other groups tested, including government organizations, the media, and, in particular, politicians. Despite the high level of distrust with politicians, Canadians widely feel that responsibility for the well-being of Canada's oceans lies with the federal government.

Results suggest that the well-being of Canada's oceans has the potential to become a significant election issue. Indeed, one-third of Canadians say that ocean issues will play a major role in their voting decision, whereas half say it will play a somewhat important role. Most notably, the demographic group with the highest propensity to vote – seniors – place a great deal of importance on issues surrounding Canada's oceans.

Results reveal relatively little support for the argument that environmental progress can only be made at the expense of economic growth. Rather, Canadians widely believe that it is possible to maintain the health of the oceans and a vibrant economy simultaneously. Furthermore, most Canadians would be willing to pay additional taxes and accommodate stricter regulations in order to preserve the health of Canada's oceans.

Results reveal that the WWF is extremely well-known outside of Quebec, where awareness is relatively low. Furthermore, the WWF earns the approval of more than half of Canadians and is particularly popular among British Columbians, Ontarians, and women. Regardless of their views on the on the WWF,



the vast majority of Canadians recognize the importance of the various roles that the organization fulfills and most approve of the WWF forming corporate partnerships.

Marketing material that uses imagery of iconic species (such as the killer whale) is regarded as the most effective means of eliciting new support. Social media campaigns, in contrast, are comparatively less likely to energize existing supporters, but are most popular among demographics groups where the WWF fares rather poorly – notably youth and Quebeckers. On a cautionary note, however, one-third of respondents (34 per cent) say they would actually be less likely to support the WWF as a result of using social media outlets.

When respondents were asked how they prefer to get engaged with causes that are important to them, petitions vastly outrank any of the other options tested, although boycotts and buycotts, fundraising events, contacting politicians, and maintaining memberships with non-profit organizations also rank as popular mediums for civic engagement. Again, groups with which the WWF faces relatively poorly – youth and Quebeckers – are particularly keen on the use of social media outlets such as Facebook and Twitter.



# 1. INTRODUCTION

World Wildlife Fund Canada (WWF-Canada) was founded in 1967 by Senator Alan MacNaughton. Today, with the support of more than 150,000 Canadians, the WWF is one of Canada's largest independent conservation organizations. The WWF's mission is to halt and reverse the destruction of the environment. Much of its work focuses on the conservation of three biomes that contain most of the world's biodiversity: forests, freshwater ecosystems, and, in particular, oceans and coasts.

In early 2012, the WWF's Ocean Program (WWF-OC) conducted a series of focus groups to gauge Canadians' attitudes towards the program's key issues. The study provided some interesting insights into how Canadians value the ocean and what they see as the most important issues. The results, however, left with the WWF with a number of crucial but unanswered questions, none of which are more pressing than the issue of "where do we go from here?" To address this question, a public opinion study was conducted to gauge Canadians' understanding of and attitudes towards issues facing Canada's oceans. Results are grouped into seven categories:

- Importance of Canada's Oceans;
- Preferred Messengers;
- Importance of Ocean Issues on Voting Behaviour;
- Economic Angle;
- Sustainable Seafood;
- Role of the WWF; and
- Level of engagement.

## 1.1 METHODOLOGY

This survey was conducted August 9-21 using EKOS' unique hybrid online-offline research panel, *Probit*. This panel is randomly recruited from the general population, meaning that the only way to be included in *Probit* is through random selection. Unlike opt-in internet-only research panels, *Probit* supports confidence intervals and error testing.

In Canada, approximately one-fifth of the population does not use the Internet. Since the views of those who do not use the Internet are likely to differ from those of the rest of the population, it is crucial that these individuals are included in the sample. Recognizing the importance of capturing this segment of the population, respondents without internet access were able to participate by telephone.

In total, a random sample of 1,593 Canadians aged 18 and over responded to the survey (1,355 online, 238 by self-administered mail-out surveys). A sample of this size provides a margin of error of +/- 2.5 percentage points, 19 times out of 20. The margin of error increases when the results are subdivided (i.e., error margins for sub-groups such as regions). The survey was conducted in both official languages.

## 2. IMPORTANCE OF CANADA'S OCEANS

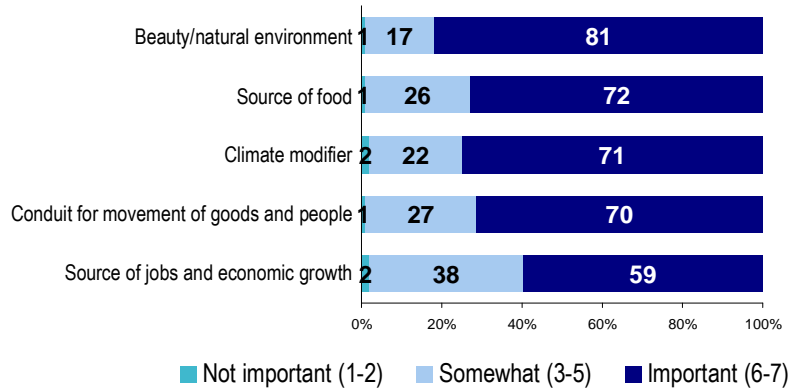
### 2.1 IMPORTANCE OF CANADA'S OCEANS


Respondents were asked to rate the importance of Canada's oceans along five economic and environmental elements. Responses reveal that Canadians place a great deal of importance on the oceans in general, although respondents are particularly captivated with the beauty and natural environmental aspects, with eight in ten (81 per cent) rating Canada's oceans as important along this dimension. Seven in ten, meanwhile, rate the oceans as an important source of food (72 per cent), an important climate modifier (71 per cent), and an important conduit for movement of goods and people (70 per cent). Lastly, six in ten Canadians (59 per cent) feel that Canada's oceans are important as a source of jobs and economic growth. It is also important to note that virtually no respondents rated the oceans as unimportant along any of the aforementioned dimensions (in each case, just one to two per cent of respondents said not important).

- Regionally, residents of British Columbia are more likely to assign a high level of importance to Canada's oceans as a source of beauty (88 per cent, compared to 81 per cent on average), a climate modifier (81 per cent versus 71 per cent), and a source of food (80 per cent versus 72 per cent).
- Women are consistently more likely to see Canada's oceans as important along each of the dimensions tested. For example, 77 per cent say the oceans are an important source of food, compared to 66 per cent of men.
- In each case, the perceived importance of the oceans appears to increase progressively with age. For example, 82 per cent of those ages 65 and over see the oceans as an important source of food, compared to 56 per cent of youth (i.e., those under the age of 25).

## Importance of Canada's Oceans

"How important would you say Canada's oceans are along each of the following dimensions?"



 EKOS Research  
Associates Inc.

n=1593

WWF Survey, 2012

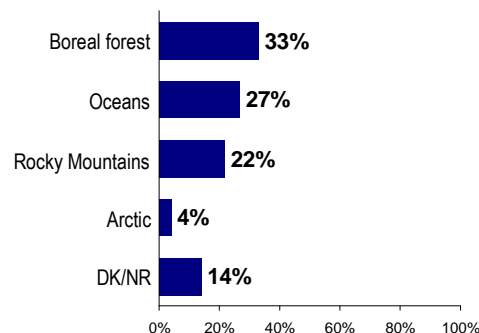
## 2.2 CANADIAN IDENTITY

Respondents were next presented with a list of four geographical zones in Canada and asked to select the one with which they identify themselves the most closely. One-third of Canadians (33 per cent) say they identify themselves primarily with the Boreal Forest, while one-quarter feel connected to the oceans (27 per cent) or the rocky mountains (22 per cent). Just four per cent affiliate themselves with the Arctic and fourteen per cent are uncertain.

- Not surprisingly, results vary heavily by region. Residents of Atlantic Canada and British Columbia are more likely to identify themselves with the ocean (74 per cent and 51 per cent, respectively, compared to 27 per cent on average). Residents of Alberta and British Columbia, are more likely to select the Rocky mountains (69 per cent and 30 per cent, respectively, compared to 22 per cent on average). Residents of Quebec and Ontario, meanwhile, feel a stronger connection to the Boreal Forest (43 per cent, and 42 per cent, respectively, compared to 33 per cent on average).
- Men are more likely to identify themselves with the Boreal Forest (39 per cent, compared to 27 per cent of women) while women are more likely to identify themselves with Canada's oceans (32 per cent, compared to 21 per cent of men).
- Youth (i.e., those under the age of 25) are more likely to sense a connection to the Boreal Forest (48 per cent, compared to 27 per cent of those ages 65 and over) or the Arctic (11 per cent versus 2 per cent). Older individuals, in contrast, are more likely to express a tie to Canada's Oceans (33 per cent of those ages 65 and over, compared to 26 per cent of youth).

### Canadian Identity

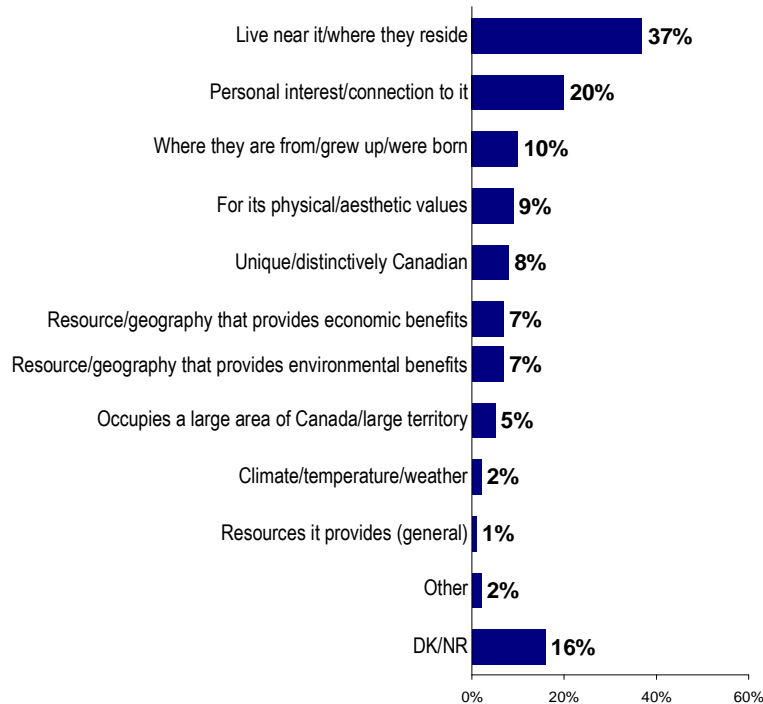
“Regardless of where you live, as a Canadian, do you identify yourself mostly with the...?”



Those respondents who provided responses were asked, unprompted, to elaborate on their answer. Two-fifths of these respondents (37 per cent) say they identify themselves with their selected zone simply because they live nearby. One in five (20 per cent), meanwhile, attributes their sense of identity to a personal interest. One in ten say that they grew up near their selected zone (10 per cent), they appreciate its aesthetic values (9 per cent), they believe it to be uniquely Canadian (8 per cent), they believe that it provides economic benefits (7 per cent), they believe that it provides environmental benefits (7 per cent), they say it simply occupies a large portion of Canadian territory (5 per cent), they believe that it provides environmental benefits (7 per cent), they believe that it provides economic benefits (7 per cent), they believe that it provides environmental benefits (7 per cent), or they say it simply occupies a large portion of Canadian territory (5 per cent).

## Reasons for Identity

“Why do you say that?” [Open]





## 3. PREFERRED MESSENGERS

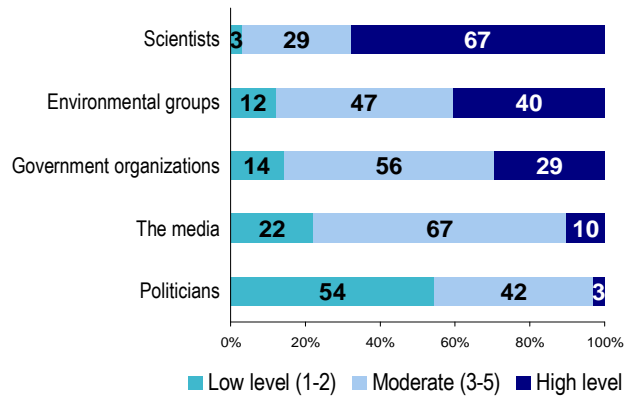
### 3.1 TRUST IN VARIOUS GROUPS TO DELIVER ACCURATE INFORMATION

Respondents were presented with a list of five groups that routinely deliver information regarding the environmental health of Canada's oceans and asked to rate the amount of trust they place in each one. Results reveal that Canadians have a great deal of faith in scientists, with two-thirds (67 per cent) saying they place a high level of trust in this group (compared to just three per cent who express a low level of trust). Two-fifths of respondents (40 per cent) say they have a high level of trust in environmental groups (versus 12 per cent who have a low level of trust), while three in ten (29 per cent) put a high level of trust in government organizations (versus 14 per cent). Canadians are far less trusting of the media, with just one in ten respondents expressing a great deal of trust (10 per cent, compared to 22 per cent who express a low level of trust) while just three per cent exhibit confidence in politicians (versus 54 per cent).

- Regionally, residents of Quebec are more trusting of environmental groups (47 per cent, compared to 40 per cent on average) and government organizations (42 per cent versus 29 per cent).
- Women are more likely to express a high level of trust in environmental groups than their male counterparts (47 per cent, compared to 33 per cent of men).
- Perhaps not surprisingly, university graduates are more likely to put a high level of faith in scientists (76 per cent, compared to 53 per cent of high school graduates).

## Trust in Various Groups to Deliver Accurate Information

“When it comes to the environmental health of Canada’s oceans, how much trust do you have in each of the following individuals or organizations to deliver fair and accurate information?”



EKOS Research Associates Inc.

n=1593

WWF Survey, 2012

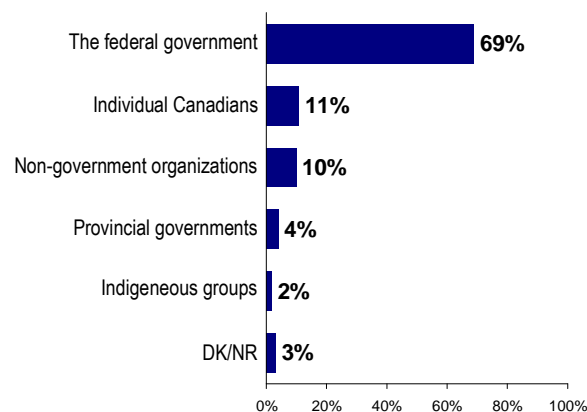
## 3.2 RESPONSIBILITY FOR WELL-BEING OF CANADA'S OCEANS

Respondents were asked who they believe should be most responsible for ensuring the well-being of Canada's oceans. Canadians overwhelmingly point to the Government of Canada, with seven in ten respondents (69 per cent) identifying the federal government as their preferred guardian of the oceans. One in ten, meanwhile, believes that individual Canadians should take charge in matters of ocean well-being (11 per cent) or that non-government organizations should be primarily responsible (10 per cent). Just four per cent selected provincial governments and two per cent point to indigenous groups. Three per cent of respondents are undecided.

- Residents of Quebec are more likely to select individual Canadians (20 per cent, compared to 11 per cent on average) or non-government organizations (15 per cent versus 10 per cent).
- Men are more likely to identify the federal government as the most responsible party (74 per cent, compared to 65 per cent of women).
- University graduates are more apt to select the federal government (77 per cent, compared to 69 per cent on average), while high school graduates are more likely to believe that Canadians themselves should ultimately be responsible for the health of Canada's oceans (18 per cent versus 11 per cent).

### Responsibility for Well-Being of Canada's Oceans

"Which of the following do you believe should be most responsible for ensuring the well-being of Canada's oceans?"





# 4. IMPACT OF OCEAN ISSUES ON VOTING BEHAVIOUR

## 4.1 MOST IMPORTANT ELECTION ISSUE

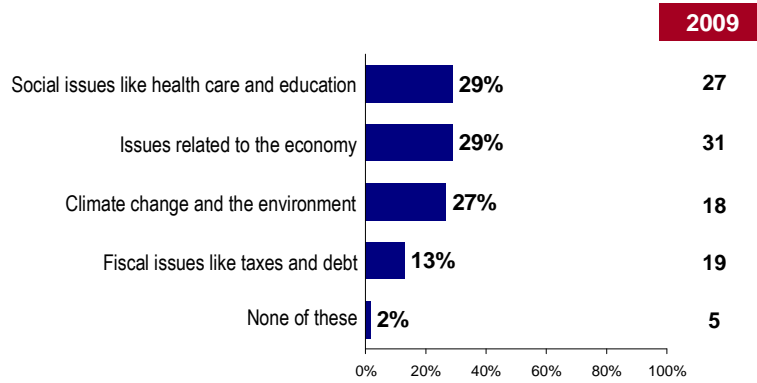
Respondents were asked what they feel should be the most important issue for the next federal election. Results reveal that Canadians are divided between social, economic, and environmental issues. Three in ten say social issues like health care and education should be the top priority (29 per cent), while equal proportions say issues related to the economy (29 per cent) or issues such as climate change and the environment (27 per cent) are most important. Just one in eight (13 per cent) believes that fiscal issues such as taxes and debt should take precedence.


- Residents of British Columbia are more likely to select environmental issues as their preferred election issue (36 per cent, compared to 27 per cent on average).
- Women are more likely to prioritize social issues (33 per cent, compared to 29 per cent of men) or environmental issues (30 per cent versus 24 per cent). Men, in contrast, feel more strongly about the importance of economic issues (33 per cent, compared to 25 per cent of women) or fiscal issues (15 per cent versus 10 per cent).
- Youth (i.e., those under the age of 25) are more likely to rank social issues as their leading concern (47 per cent, compared to 26 per cent of those ages 65 and over). Those ages 65 and over are more likely to focus on economic issues (35 per cent, compared to 25 per cent of youth).
- University graduates are more likely to select environmental issues as their top concern (32 per cent, compared to 18 per cent of high school graduates) while high school graduates are more apt to select economic issues (38 per cent, compared to 26 per cent of university graduates).

Tracking data reveal that the perceived importance of environmental issues has risen substantially over the last three years. Fully one-quarter of Canadians (27 per cent) now rate climate change and the environment as their top concern, compared to just one in five (19 per cent) in 2009. Fiscal issues like taxes and debt appear to have faded from the minds of Canadians somewhat, with just 13 per cent ranking it as their top priority (down from 19 per cent in 2009).

## Most Important Election Issue

“Which of the following do you think should be the most important issue for the next federal election?”



 EKOS Research  
Associates Inc.

n=1593

WWF Survey, 2012

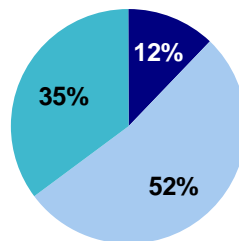
## 4.2 IMPORTANCE OF CANADA'S OCEANS IN VOTING DECISION

Canadians were asked to rate the impact of the well-being of Canada's oceans on their voting decision. Responses suggest that Canada's oceans could be a rather significant issue in an upcoming election. Half of Canadians (52 per cent) say the well-being of Canada's oceans is a somewhat important issue, while one-third (35 per cent) say it is a very important issue. Just one in eight (12 per cent) do not believe ocean health to be significant factor in deciding who to vote for.

- Residents of British Columbia and Atlantic Canada place significantly more importance on the well-being of Canada's oceans when compared to other regions (54 per cent and 40 per cent, respectively, say important, compared to 35 per cent on average).
- Women are more likely to say ocean health is an important factor in voting decision (40 per cent, compared to 29 per cent of men).
- The perceived weight of ocean health increases progressively with age. Two-fifths of those ages 65 and over (40 per cent) say the well-being of Canada's oceans is important, compared to just 23 per cent of those under the age of 25.

### Importance of Canada's Oceans in Voting Decision

"Overall, how important is the well-being of Canada's oceans in deciding who to vote for?"



- Not important (1-2)
- Somewhat (3-5)
- Important (6-7)

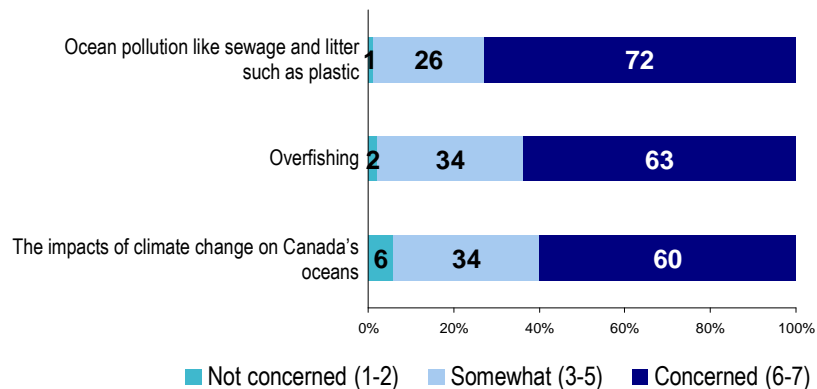
## 4.3 KEY AREAS OF CONCERN

Respondents were presented with a list of ongoing threats to the well-being of Canada's oceans and asked to rate the extent to which they are concerned with each one. Results suggest that pollution ranks as the top concern, with seven in ten Canadians (72 per cent) saying it is a cause for great concern. Overfishing and climate change are also viewed as particularly troubling, ranked as serious concerns by 63 per cent and 60 per cent of Canadians, respectively.

- Regionally, concerns about ocean pollution are more prevalent among residents of Quebec (80 per cent, compared to 72 per cent on average), Atlantic Canada (77 per cent), and British Columbia (74 per cent). Residents of British Columbia and Atlantic Canada are also relatively more concerned regarding overfishing (71 per cent and 68 per cent, respectively, compared to 63 per cent on average).
- Women are more relatively more concerned with ocean pollution (79 per cent, compared to 65 of men) and the impacts of climate change (66 per cent versus 53 per cent).

### Key Areas of Concern

“Overall, how concerned would you say you are with each of the following?”





# 5. ECONOMIC ANGLE

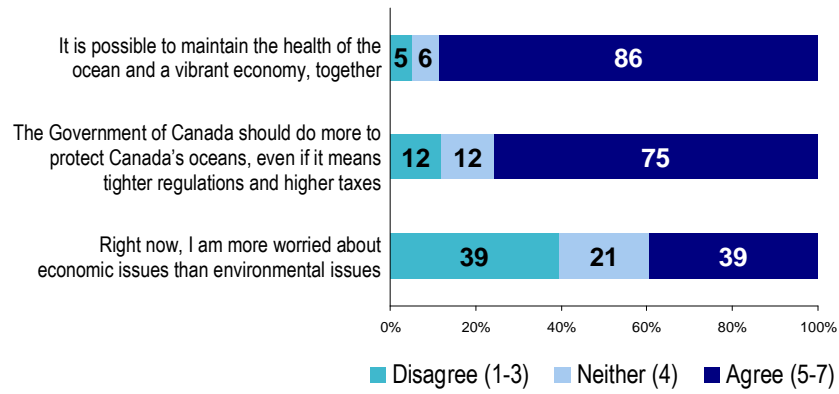
## 5.1 ECONOMIC VERSUS ENVIRONMENTAL CONCERNS


Respondents were presented with three statements regarding economic and environmental issues surrounding Canada's oceans. Results reveal that Canadians see the "trade-off" between the health of the economy and the health of the environment as something of a false dichotomy. Nearly nine in ten respondents (86 per cent) agree that it is possible to maintain the health of the ocean and a vibrant economy simultaneously. Three-quarters (75 per cent), meanwhile, agree the Government of Canada should do more to protect Canada's oceans, even if it means tighter regulations and higher taxes. Similarly, just two-fifths of Canadians (39 per cent) say they are more concerned about the economy than the environment, while an equal proportion (39 per cent) disagree.

- Regionally, residents of British Columbia and Atlantic Canada are more likely to agree that the federal government should do more to protect Canada's oceans (82 per cent and 80 per cent, respectively, compared to 75 per cent on average). Similarly, residents of British Columbia are much more likely to *disagree* that economic issues are more important than environmental issues (51 per cent, compared to 39 per cent on average).
- Men are more likely to say they are more concerned with economic issues than environmental issues (42 per cent, compared to 36 per cent of women).
- University graduates are more likely to agree that it is possible to maintain both a healthy environment and a vibrant economy (90 per cent, compared to 77 per cent of college graduates) and that the federal government should be doing more to protect Canada's oceans (82 per cent versus 62 per cent). Similarly, university graduates are more likely to *disagree* that they are more concerned with economic issues (46 per cent, compared to 28 per cent of high school graduates).

## Economic versus Environmental Concerns

“To what extent do you agree or disagree with each of the following statements?”



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n=1593

WWF Survey, 2012

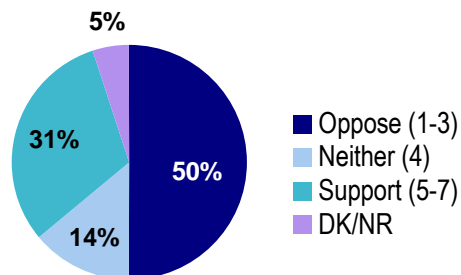
## 5.2 SUPPORT FOR ENBRIDGE PROJECT

Respondents were presented with a brief description of the Enbridge Northern Gateway Pipelines Project and asked to rate the extent to which they support or oppose the initiative. Results reveal that half of Canadians (50 per cent) are opposed to the project, although a sizeable minority (31 per cent) indicate they are in favour of it. One in seven (14 per cent) neither support nor oppose the pipeline and one in twenty (five per cent) are unsure.

- Perhaps not surprisingly, residents of Alberta are the most supportive of the Enbridge Northern Gateway Pipelines Project (52 per cent support, compared to 31 per cent on average), while residents of British Columbia are the most strongly opposed (71 per cent, compared to 50 per cent on average).
- Men are more likely to support the pipeline (40 per cent, compared to 22 per cent of women).
- Seniors (i.e., those ages 65 and over) are more likely to support the pipeline (40 per cent, compared to 23 per cent of those under the age of 25).
- University graduates are more strongly opposed to the project (55 per cent, compared to 44 per cent of those with a high school education or less).

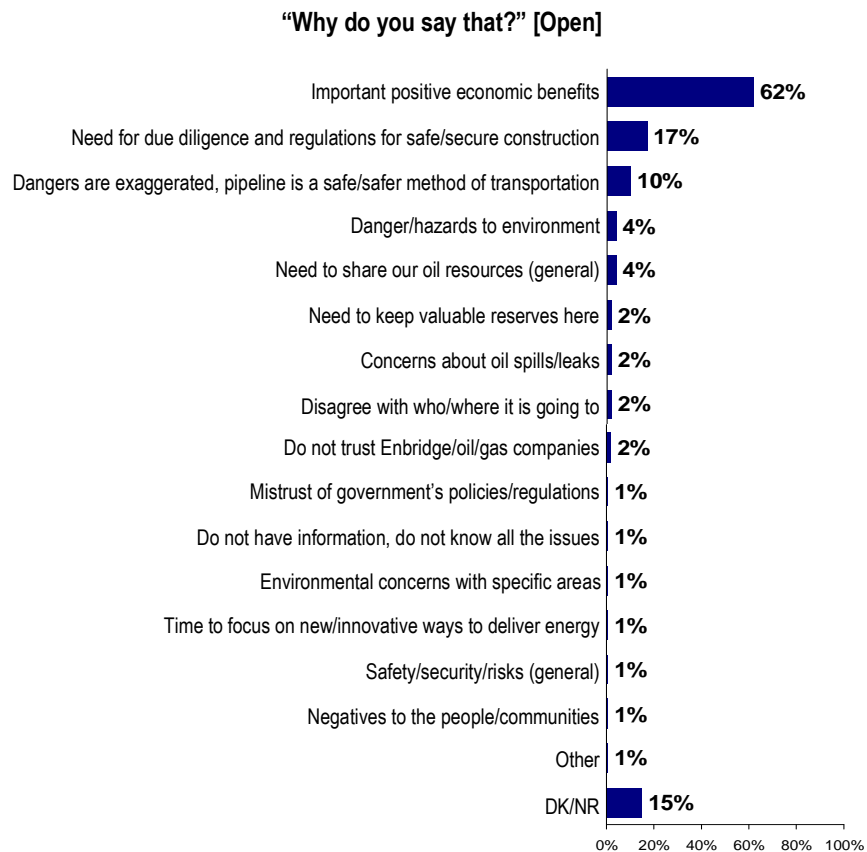
### Support for Enbridge Project

**“As you may have heard, the Enbridge Northern Gateway Pipelines Project is a proposed pipeline that would export crude oil from Alberta to the west coast where it will be transported to Asian markets by oil tankers. Based on what you know, do you support or oppose the building of this pipeline?”**



Supporters of the new pipeline were asked to elaborate on their position. A clear majority of these respondents (62 per cent) argue that the project will provide important economic benefits. One in six (17 per cent), emphasize the need for due diligence and regulations while one in ten (10 per cent) say the dangers are simply exaggerated and pipelines are a much safer method of transportation compared to the alternatives (e.g., rail).

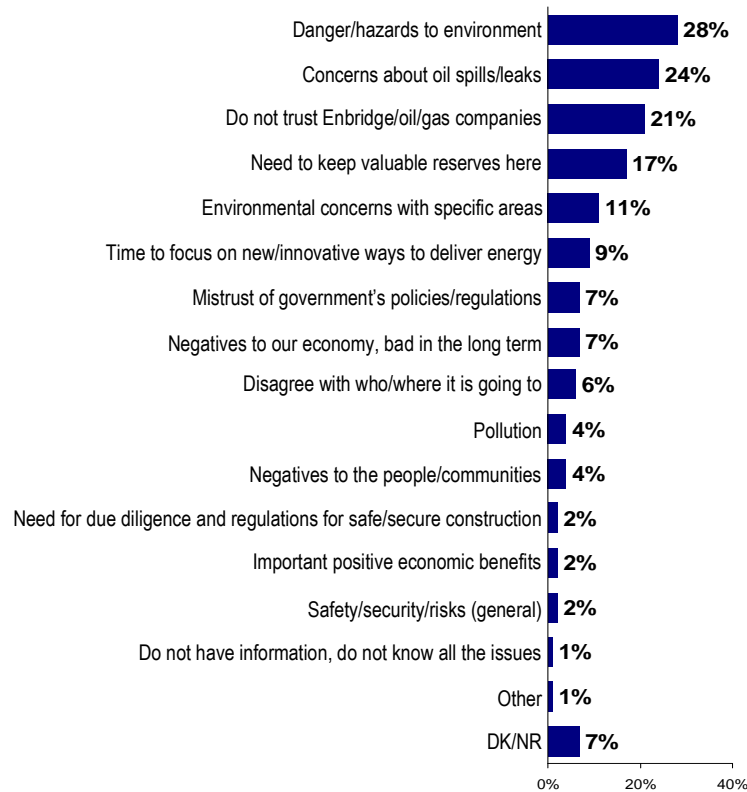
## Reasons for Supporting Enbridge Northern Gateway Project



Those who oppose the Enbridge project offered a wide array of reasons for their stance. One-quarter of these respondents point to the environmental dangers and hazards associated with the pipeline (28 per cent) or raise concerns about spills and leaks (24 per cent). One in five, meanwhile, simply do not trust Enbridge or oil companies in general (21 per cent) or believe that Canada's oil reserves should remain within the country for domestic use (17 per cent). One in ten cite environmental concerns within specific areas (11 per cent) or feel that it is time to focus on new and innovative means of delivering energy (9 per cent). Other common responses include distrust of the government's policies and regulations (7 per cent), concerns over negative long-term impacts to the economy (7 per cent), and disagreements over who and where the oil should be going to (6 per cent).

## Reasons for Opposing Enbridge Northern Gateway Project

"Why do you say that?" [Open]





# 6. SUSTAINABLE SEAFOOD

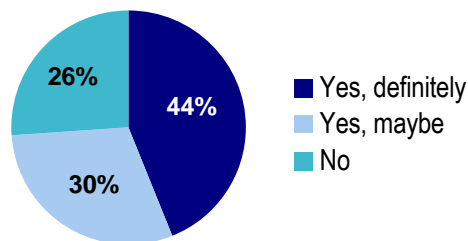
## 6.1 AWARENESS OF SUSTAINABLE SEAFOOD

Canadians were first asked to rate their familiarity with the term sustainable seafood. More than two-fifths (44 per cent) indicate they are definitely aware of the term. One in three (30 per cent) suggest they are vaguely familiar with the term and just one-quarter of Canadians are not familiar with sustainable seafood (26 per cent).

- Regionally, residents of British Columbia are the most apt to say they are definitely familiar with the term (62 per cent, compared to 44 per cent on average), while Albertans are the most likely to say they have no knowledge of the term (35 per cent, compared to 26 per cent on average).
- Men are somewhat more confident in their knowledge of sustainable seafood (48 per cent indicate they are definitely aware, compared to 41 per cent of women).
- University graduates are the most familiar with sustainable seafood (50 per cent say they have definitely heard of the term, compared to 30 per cent of high school graduates).

### Awareness of Sustainable Seafood

“Have you ever heard of the term “sustainable seafood”?”



## 6.2 IMPORTANCE OF SUSTAINABLE SEAFOOD

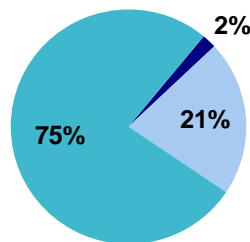
Respondents were next asked whether they feel it is important that Canadian seafood comes from sustainable and non-overfished stocks. Responses reveal that Canadians place a great deal of importance on sustainability, with three-quarters rating it as important (75 per cent). One-fifth (21 per cent) feel it is somewhat important, and just two per cent place little to no importance on sustainability.

- Sustainable seafood appears to carry more importance among residents of British Columbia (81 per cent, compared to 75 per cent on average), Atlantic Canada (81 per cent), and Quebec (78 per cent).
- Women place relatively more importance on the sustainable nature of their seafood than men (77 per cent, compared to 72 per cent on average).
- Seniors (i.e., those over the age of 65) place relatively more importance on sustainable seafood (78 per cent, compared to 69 per cent of those under the age of 25).
- Those with a university education are more likely to rate sustainable seafood as important (78 per cent, compared to 68 per cent of high school graduates).

Tracking data suggests that sustainability in Canada's seafood market is becoming increasingly important. Three-quarters of Canadians (75 per cent) see sustainability as important, up from 68 per cent in 2009.

### Importance of Sustainable Seafood

“Overall, how important, if at all, is it to you that fish and other seafood like shrimp and lobster on sale in Canada come from sustainable and non-overfished stocks?”



■ Not important (1-2)  
 ■ Somewhat (3-5)  
 ■ Important (6-7)

**2009**

4  
 23  
 68



## 6.3 PROPENSITY TO BUY SUSTAINABLE SEAFOOD

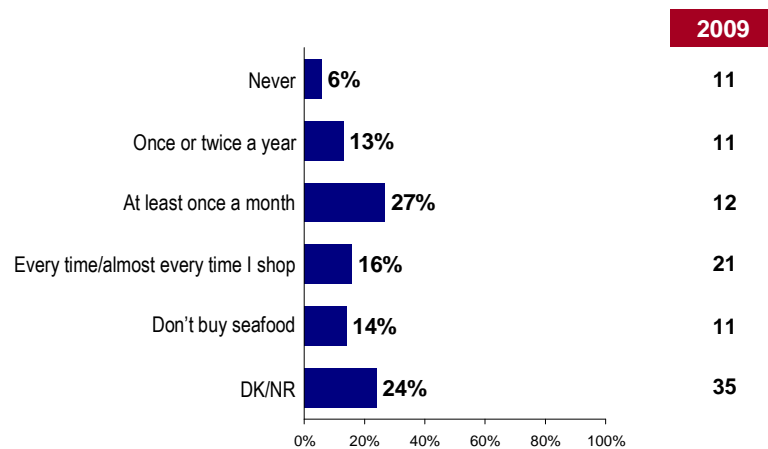
Canadians were next asked how often they purchase sustainable seafood when grocery shopping. One in six respondents (16 per cent) purchases sustainable seafood every time they shop, while one-quarter (27 per cent) purchase it at least one a month. In contrast, one in eight (13 per cent) purchase this type of seafood just once or twice per year, while six per cent never purchase sustainable seafood. Fourteen per cent of Canadians do not purchase seafood of any kind, and one-quarter (24 per cent) opted not to provide a response.

- The frequency of sustainable seafood purchases appears to increase progressively with age. Indeed, 59 per cent of seniors (i.e., those ages 65 and over) buy sustainable seafood at least once per month, compared to just 31 per cent of those under the age of 25. In contrast, those under the age of 25 are more likely to say they do buy any form of seafood, sustainable or otherwise (31 per cent, compared to just seven per cent of seniors).

Tracking on this indicator suggests that more Canadians are buying sustainable seafood, but fewer are doing so routinely. One in six respondents (16 per cent) say they purchase sustainable seafood each time they shop, down from 21 per cent in 2009. In contrast, the proportion of Canadians who purchase sustainable seafood at least once per month has increased to 27 per cent, up 15 points over 2009.

### Propensity to Buy Sustainable Seafood

“How often do you buy sustainable seafood when grocery shopping?”

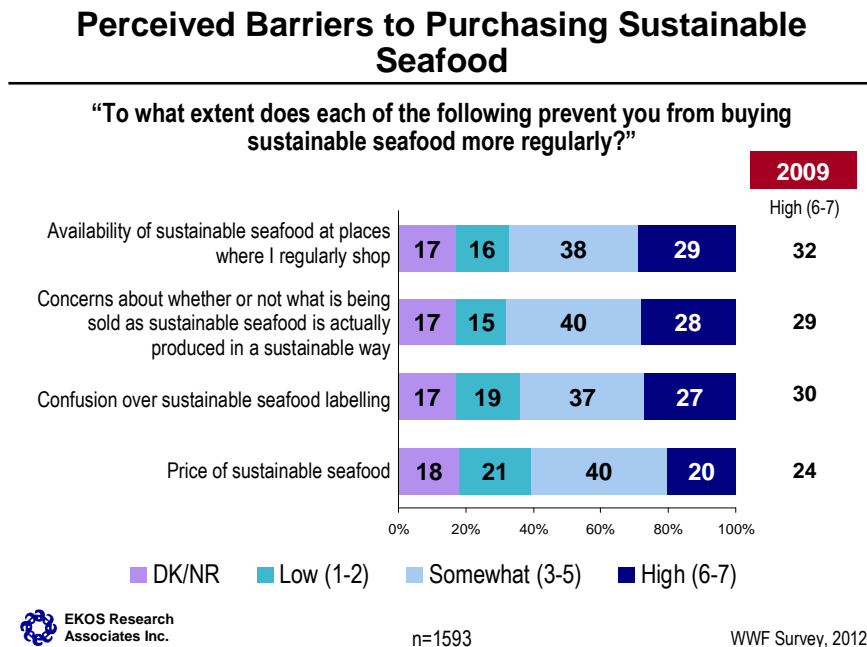


## 6.4 PERCEIVED BARRIERS TO PURCHASING SUSTAINABLE SEAFOOD

Finally, respondents were presented with a list of four potential barriers to purchasing sustainable seafood and asked to rate the extent to which each one prevents them from buying sustainable seafood more often. Results suggest that the leading barriers to purchasing sustainable seafood are availability (29 per cent say high barrier, compared to 16 per cent who say low barrier), concerns about whether sustainable seafood is indeed “sustainable” (28 per cent versus 15 per cent), and confusion over labelling (27 per cent versus 19 per cent). Interestingly, price is seen as the least significant barrier, with just one in five Canadians rating it as a strong barrier (compared to 21 per cent who rate it as weak).

- Residents of Quebec are more likely to say they perceive confusion over labelling as a major barrier to purchasing sustainable seafood (33 per cent, compared to 27 per cent on average).

Tracking reveals a small decline in the percentage of Canadians who perceive price as a strong barrier to purchasing sustainable seafood (20 per cent, down four points from 2009).



# 7. ROLE OF THE WORLD WILDLIFE FUND

## 7.1 FAMILIARITY WITH THE WWF

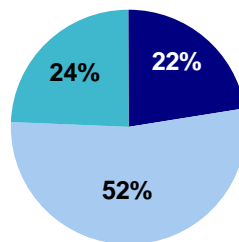
Respondents were first asked to rate their familiarity with the World Wildlife Fund (WWF). Encouragingly, the vast majority of Canadians (76 per cent) are at least somewhat familiar with the organization, including 24 per cent who are very familiar. Just one in five (22 per cent) rate their knowledge of the WWF as low or non-existent.

- Residents of Quebec appear the least knowledgeable with respect to the WWF, with 58 per cent indicating they are not familiar with the organization (compared to 22 per cent on average).

### Familiarity with the WWF

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“How familiar would you say your are with the World Wildlife Fund of Canada?”



- Not familiar (1-2)
- Somewhat (3-5)
- Familiar (6-7)

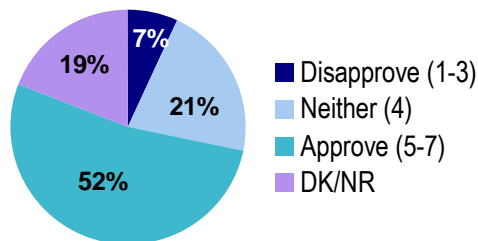
## 7.2 APPROVAL OF WWF

Canadians were presented with a brief description of the WWF and its mandate and asked to rate the extent to which they approve or disapprove of how the WWF is fulfilling its mandate. Results are largely positive, with half of Canadians (52 per cent) expressing approval. One-fifth (21 per cent) neither approve nor disapprove of the WWF, and only one in fourteen (seven per cent) say they disapprove. Given that one fifth of respondents indicated that they were not familiar with the WWF, it is not surprising that a similar proportion (19 per cent), opted not to provide a response to this question.

- Residents of British Columbia and Ontario are more likely to indicate they approve of how the WWF is fulfilling its mandate (61 per cent and 60 per cent, respectively, compared to 52 per cent on average).
- Women view the WWF more favourably than men (55 per cent say they approve of the WWF, compared to 48 per cent of men).

### Approval of WWF

**“The World Wildlife Fund of Canada is one of Canada’s largest conservation organizations and is a member of the WWF global network. Its mission includes contributing to the protection, management, and restoration of the environment. From what you have seen, read, or heard, would you say you approve or disapprove of how the World Wildlife Fund of Canada is fulfilling its mandate?”**



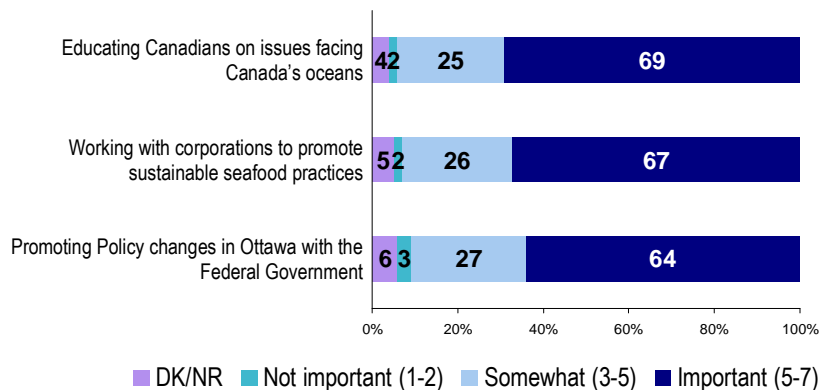
## 7.3 IMPORTANCE OF WWF'S MANDATE

Respondents were presented with a list of three activities intended to protect Canada's oceans and asked to rate the importance of each one when it comes to the WWF's mandate. All three activities are seen as highly important, with two-thirds of Canadians indicating that educating Canadians on issues facing the country's oceans (69 per cent), working with corporations to promote sustainable seafood practices (67 per cent), and promoting policy changes in Ottawa with the Federal Government (64 per cent) are important. In each case, just one in twenty suggested that these activities were not important.

- Residents of British Columbia are more likely to say that it is important that the WWF educate Canadians on issues facing the oceans (77 per cent, compared to 69 per cent on average), while Quebeckers are more apt to say working with corporations is important (76 per cent, compared to 67 per cent on average).
- Women are consistently more likely to rate each of these dimensions as important. For example, 73 per cent say it is important for the WWF to educate Canadians on issues facing Canada's oceans, compared to 65 per cent of men.
- University graduates are more likely to place a high level of importance on promoting policy changes within the federal government (68 per cent, compared to 57 per cent of high school graduates).

### Importance of WWF's Mandate

"In your opinion, how important are each of the following in fulfilling its mandate?"



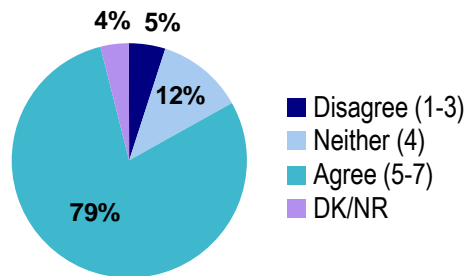
## 7.4 SUPPORT FOR CORPORATE PARTNERSHIPS

Canadians were given a brief explanation of how the WWF will sometimes form corporate partnerships and then asked whether they agree or disagree that this form of cooperation is an opportunity to help businesses adopt more environmentally friendly practices. Results reveal that Canadians are highly supportive of these partnerships, with eight in ten (79 per cent) agreeing that this type of co-operation is beneficial. One in eight (12 per cent) neither agree nor disagree, and one in twenty (five per cent) disagree. Four per cent did not express an opinion.

- University graduates are somewhat more likely to agree that corporate partnerships can be beneficial (83 per cent, compared to 71 per cent of high school graduates).

### Support for Corporate Partnerships

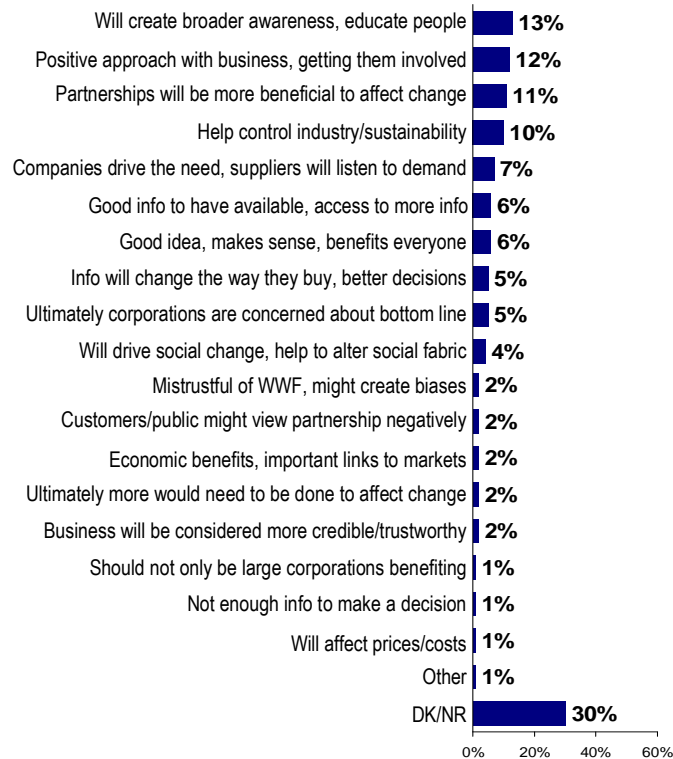
“The World Wildlife Fund of Canada will often form corporate partnerships. For example, the WWF may partner with a major grocery chain to promote sustainable seafood. Some people say that this is an excellent opportunity to help businesses adopt greener, more sustainable practices. To what extent do you agree or disagree with this statement?”



Respondents who indicated they agree that corporate partnerships are beneficial were asked, unprompted, to elaborate on their answer. Responses are highly diverse, with one in ten indicating these partnerships will create broader awareness (13 per cent), will get more businesses involved (12 per cent), will effect change (11 per cent), and will help promote sustainable business practices (10 per cent). One in twenty say that this type of co-operation will give companies the drive they need (seven per cent), will give companies access to more information (six per cent), will benefit everyone (six per cent), will lead to better decision making (five per cent), and will drive social change (4 per cent). One in three of these respondents (30 per cent) did not offer a response to this question.

## Reasons for Supporting Corporate Partnerships

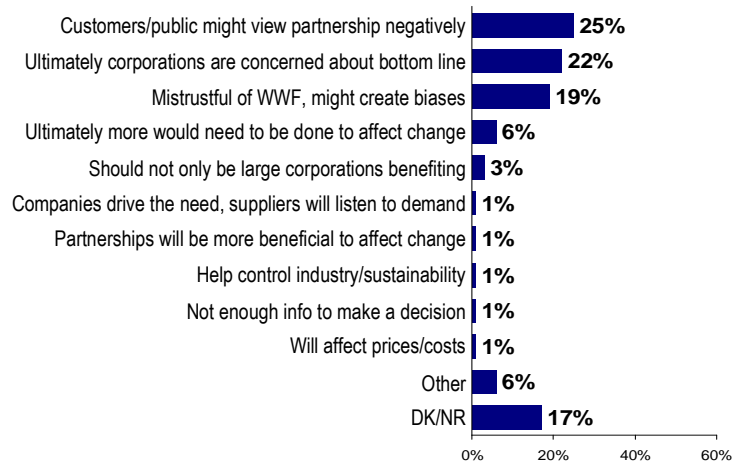
“Why do you say that?” [Open]




The very small number of respondents who disapprove of corporate partnerships say that they are concerned that these partnerships might be viewed negatively by the public (25 per cent), that corporations are ultimately too focussed on profits (22 per cent), or that the WWF itself is simply untrustworthy (19 per cent).

## Reasons for Opposing Corporate Partnerships

“Why do you say that?” [Open]



 EKOS Research  
Associates Inc.

n=81

WWF Survey, 2012



# 8. LEVEL OF ENGAGEMENT

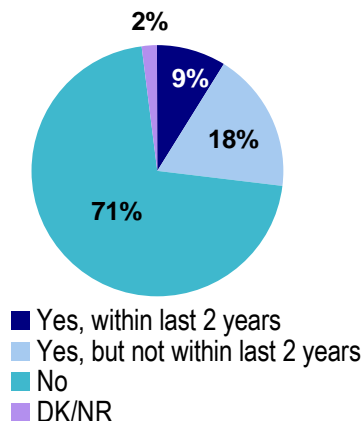
## 8.1 INVOLVEMENT WITH THE WWF

Respondents who indicated that they were aware of the World Wildlife Fund (WWF) were asked whether they have ever been involved with the organizations, either as a volunteer or as a donor. One in ten of these respondents (nine per cent) indicate they have been involved recently (i.e., within the last two years), while one in five (18 per cent) say they have been involved in the past (i.e., more than two years ago). Seven in ten (71 per cent) have never been involved with the WWF.

- Given their relatively low level of familiarity with the WWF, it is perhaps not surprising that residents of Quebec are the most likely to have never been involved with the WWF (84 per cent, compared to 71 per cent on average).
- Men are more likely to have never been involved with the WWF (76 per cent, compared to 71 per cent of youth).
- Involvement with the WWF increases progressively with age. One in seven respondents ages 65 and over (14 per cent) have been involved with the organization within the last two years, compared to just two per cent of those under the age of 25.

### Involvement with the WWF

“Have you ever been involved with the World Wildlife Fund, either as a volunteer or a donor?”



Those aware of WWF

n=1333

WWF Survey, 2012

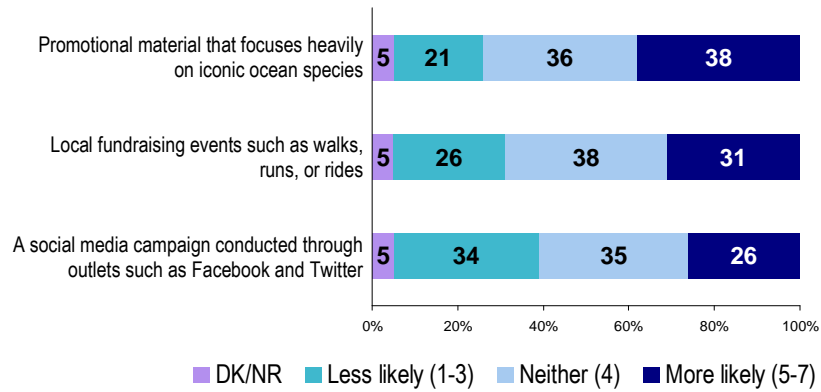
## 8.2 IMPACT OF PROMOTIONAL INITIATIVES ON INVOLVEMENT WITH THE WWF

In order to test the potential effectiveness of various promotional initiatives, respondents were presented with three ideas intended to increase Canadians' involvement with the WWF and asked how each one would impact their willingness to participate. Promotional material that focuses heavily on iconic ocean species (such as the killer whale) is seen as the most effective means of eliciting support, with the plurality of Canadians (38 per cent) indicating they would be more likely to get involved with the WWF as a result of this initiative (compared to 21 who say they would be *less* likely). Views on local fundraising events are more mixed, with one-third (31 per cent) saying they would be more likely to get involved (and 26 per cent who say they would be less likely). Results further suggest that social media campaigns may actually harm the WWF, with just 26 per cent saying they would be more likely to get involved, while a greater proportion – 34 per cent – say they would actually be *less* likely to get involved.

- Residents of Quebec appear partial to social media campaigns (32 per cent say they would be more likely to get involved, compared to 26 per cent on average). Results suggest that local fundraising events are comparatively more effective among residents of Ontario (36 per cent, compared to 31 per cent on average) and residents of British Columbia (35 per cent).
- Women consistently indicate they would be more likely to get involved with the WWF as a result of these activities. For example, 35 per cent say they would be more likely to get involved as a result of a local fundraising event, compared to 27 per cent of men.
- Those under the age of 45 appear more enthused with fundraising events (for instance, 36 per cent of those under the age of 25 say they would be more likely to get involved, compared to 21 per cent of those ages 65 and over) and social media campaigns (34 per cent versus 11 per cent).

## Impact of Promotional Initiatives on Involvement with the WWF

“Do you think you would be more or less likely to get involved with the World Wildlife Fund of Canada as a result of the following?”



EKOS Research Associates Inc.

n=1593

WWF Survey, 2012

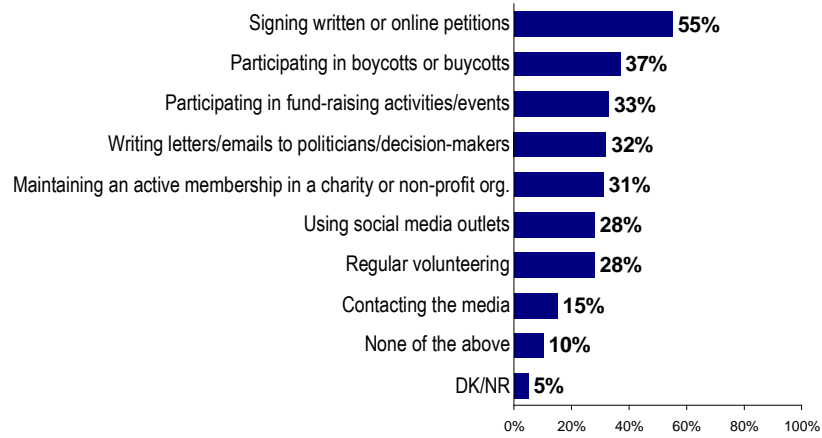
## 8.3 PREFERRED METHODS OF CIVIC ENGAGEMENT


Finally, Canadians were asked to identify (from a prompted list) the mediums through which they prefer to participate in causes they feel are important. The majority (55 per cent) say they are likely to sign written or online petitions, while two-fifths (37 per cent) are apt to participate in boycotts or buycotts. One-third say they participate in fund-raising activities and events (33 per cent), write letters and e-mails to politicians and other decision makers (32 per cent), or maintain active memberships with not-for-profit organizations (31 per cent). One-quarter, meanwhile, use social media outlets (28 per cent) or volunteer regularly (28 per cent). Contacting the media appears comparatively less popular, selected by just one in seven respondents (15 per cent). One in ten (10 per cent) do not participate through any of the aforementioned methods and five per cent did not respond.

- Residents of Quebec are more likely to participate through signing petitions (64 per cent, compared to 55 per cent on average), participating in boycotts and buycotts (42 per cent versus 37 per cent), using social media outlets (35 per cent versus 28 per cent), and contacting the media (19 per cent). Residents of British Columbia are more likely to participate in boycotts or buycotts (44 per cent versus 37 per cent) or contact politicians (39 per cent versus 32 per cent). Residents of Atlantic Canada are more apt to participate in fundraising events (44 per cent versus 33 per cent) or volunteer regularly (36 per cent versus 28 per cent).
- The popularity of social media outlets declines with age, from 47 per cent among those under the age of 25 to nine per cent of those ages 65 and over.
- University graduates are more likely to participate through nearly all of the mediums tested, while high school graduates are more likely to select “None of the above” (18 per cent, compared to 8 per cent of university graduates).

## Preferred Methods of Civic Engagement

“How do you prefer to get engaged with causes that matter to you?”



 EKOS Research  
Associates Inc.

n=1593

WWF Survey, 2012



APPENDIX A  
QUESTIONNAIRE (ENGLISH AND FRENCH)





**PINTRO**

**PHONE**

Hello, my name is ... and I'm calling from EKOS Research Associates. May I speak with ...?

We are conducting a survey it will only take about 10 minutes.

Please rest assured that your answers are completely confidential (this means that no individual will be associated with the survey's results - rather, they will be rolled up into large categories to protect the confidentiality of each respondent) and that this survey is voluntary. As a token of our appreciation for completing this survey we will enter you into our monthly draw for \$1000 and you will earn \$2 charity dollars.

**WINTRO**

**ONLINE**

Thank you for agreeing to participate in this survey. The survey will only take about 12 minutes. Please rest assured that your answers are completely confidential (this means that no individual will be associated with the survey's results - rather, they will be rolled up into large categories to protect the confidentiality of each respondent) and that this survey is voluntary. As a token of our appreciation for completing this survey we will enter you into our monthly draw for \$1000 and you will earn \$2 charity dollars.

A few reminders before beginning...

On each screen, after selecting your answer, click on the "Continue" button at the bottom of the screen to move forward in the questionnaire.

If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.

If you have any questions about how to complete the survey, please call Probit at 866.211.8881 or send an email to [online@probit.ca](mailto:online@probit.ca).

Thank you in advance for your participation.

**PRIV**

**PHONE**

This call may be recorded for quality control or training purposes.

**PREQ1**

Canada's three oceans - the Pacific Ocean, the Atlantic ocean, and the Arctic ocean – play an important role in Canada's economy. How important would you say Canada's oceans are along each of the following dimensions?

**Q1A**

Source of food

Not at all important 1 .....	1
2 .....	2
3 .....	3
Somewhat important 4 .....	4
5 .....	5
6 .....	6

Extremely important 7 .....	7
Don't know/ No response .....	99

**Q1B**

Conduit for movement of goods and people

Not at all important 1 .....	1
2 .....	2
3 .....	3
Somewhat important 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know/ No response .....	99

**Q1C**

Climate modifier (for example, El Niño and La Niña)

Not at all important 1 .....	1
2 .....	2
3 .....	3
Somewhat important 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know/ No response .....	99

**Q1D**

Beauty/Natural environment

Not at all important 1 .....	1
2 .....	2
3 .....	3
Somewhat important 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know/ No response .....	99

**Q1E**

Source of jobs and economic growth

Not at all important 1 .....	1
2 .....	2
3 .....	3
Somewhat important 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know/ No response .....	99

**Q2**

Regardless of where you live, as a Canadian, do you identify yourself mostly with the...?

Rocky Mountains .....	1	
Arctic.....	2	
Boreal Forest .....	3	
Oceans .....	4	
Don't know/No response .....	99	XB

**Q2B**

*Not "DK/NR", Q2*

If... Q2 NOT = 99

Why do you say that?

Response.....	77	
Don't know/No response .....	99	XB

**PREQ3**

*Preferred Messengers*

When it comes to the environmental health of Canada's oceans, how much trust do you have in each of the following individuals or organizations to deliver fair and accurate information?

**Q3A**

Scientists

Very low level 1 .....	1	
2.....	2	
3.....	3	
Moderate level 4 .....	4	
5.....	5	
6.....	6	
Very high level 7 .....	7	
Don't know/ No response .....	99	

**Q3B**

Politicians

Very low level 1 .....	1	
2.....	2	
3.....	3	
Moderate level 4 .....	4	
5.....	5	
6.....	6	
Very high level 7 .....	7	
Don't know/ No response .....	99	

**Q3C**

The media

Very low level 1 .....	1	
------------------------	---	--

2.....	2
3.....	3
Moderate level 4 .....	4
5.....	5
6.....	6
Very high level 7 .....	7
Don't know/ No response.....	99

**Q3D**

Government organizations such as Fisheries and Oceans Canada

Very low level 1.....	1
2.....	2
3.....	3
Moderate level 4 .....	4
5.....	5
6.....	6
Very high level 7 .....	7
Don't know/ No response.....	99

**Q3E**

Environmental groups

Very low level 1.....	1
2.....	2
3.....	3
Moderate level 4 .....	4
5.....	5
6.....	6
Very high level 7 .....	7
Don't know/ No response.....	99

**Q4**

Which of the following do you believe should be most responsible for ensuring the well-being of Canada's oceans?

The federal government.....	1
Provincial governments.....	2
Individual Canadians.....	3
Non-government organizations.....	4
Indigenous Groups.....	5
Don't know/No response.....	99

XB

**Q5**

***Impact of ocean issues on voting behaviour***

Which of the following do you think should be the most important issue for the next federal election?

Social issues like health care and education .....	1
Issues related to the economy like economic growth and employment .....	2
Fiscal issues like taxes and debt .....	3
Climate change and the environment .....	4

None of these..... 98 XB

**Q6**

Overall, how important is the well-being of Canada's oceans in deciding who to vote for?

Not at all important 1 ..... 1  
2 ..... 2  
3 ..... 3  
Somewhat important 4 ..... 4  
5 ..... 5  
6 ..... 6  
Very important 7 ..... 7  
Don't know/ No response ..... 99 XB

**PREQ7**

Overall, how concerned would you say you are with each of the following?

**Q7A**

The impacts of climate change on Canada's oceans

Not at all concerned 1 ..... 1  
2 ..... 2  
3 ..... 3  
Somewhat concerned 4 ..... 4  
5 ..... 5  
6 ..... 6  
Extremely concerned 7 ..... 7  
Don't know/ No response ..... 99

**Q7B**

Overfishing

Not at all concerned 1 ..... 1  
2 ..... 2  
3 ..... 3  
Somewhat concerned 4 ..... 4  
5 ..... 5  
6 ..... 6  
Extremely concerned 7 ..... 7  
Don't know/ No response ..... 99

**Q7C**

Ocean pollution like sewage and litter such as plastic

Not at all concerned 1 ..... 1  
2 ..... 2  
3 ..... 3  
Somewhat concerned 4 ..... 4  
5 ..... 5  
6 ..... 6  
Extremely concerned 7 ..... 7

Don't know/ No response ..... 99

**PREQ8**

**Economic angle**

Please rate the extent to which you agree or disagree with each of the following statements:

**Q8A**

It is possible to maintain the health of the ocean and a vibrant economy, together.

Strongly disagree 1 ..... 1  
2 ..... 2  
3 ..... 3  
Neither agree nor disagree 4 ..... 4  
5 ..... 5  
6 ..... 6  
Strongly agree 7 ..... 7  
Don't know/ No response ..... 99

**Q8B**

Right now, I am more worried about economic issues than environmental issues.

Strongly disagree 1 ..... 1  
2 ..... 2  
3 ..... 3  
Neither agree nor disagree 4 ..... 4  
5 ..... 5  
6 ..... 6  
Strongly agree 7 ..... 7  
Don't know/ No response ..... 99

**Q8C**

The Government of Canada should do more to protect Canada's oceans, even if it means tighter regulations and higher taxes on the fishing, oil and gas, tourism, aquaculture, and shipping industries.

Strongly disagree 1 ..... 1  
2 ..... 2  
3 ..... 3  
Neither agree nor disagree 4 ..... 4  
5 ..... 5  
6 ..... 6  
Strongly agree 7 ..... 7  
Don't know/ No response ..... 99

**Q9**

As you may have heard, the Enbridge Northern Gateway Pipelines Project is a proposed pipeline that would export crude oil from Alberta to the west coast where it will be transported to Asian markets by oil tankers. Based on what you know, do you support or oppose the building of this pipeline?

Strongly oppose 1 ..... 1  
2 ..... 2

3.....	3	
Neither approve nor disapprove 4.....	4	
5.....	5	
6.....	6	
Strongly support 7.....	7	
Don't know No response.....	99	XB

**Q9B**

*Not "DK/NR", Q9*

If... Q9 NOT = 99
-------------------

Why do you say that?		
Response.....	77	
Don't know/No response.....	99	XB

**Q10**

Have you ever heard of the term "sustainable seafood"?

Yes, definitely.....	1	
Yes, maybe.....	2	
No.....	3	

**Q11**

Overall, how important, if at all, is it to you that fish and other seafood like shrimp and lobster on sale in Canada come from sustainable and non-overfished stocks?

Not very important 1.....	1	
2.....	2	
3.....	3	
Somewhat 4.....	4	
5.....	5	
6.....	6	
Extremely important 7.....	7	
Don't know No response.....	99	XB

**Q12**

How often do you buy sustainable seafood when grocery shopping?

Never.....	1	
Once or twice a year.....	2	
At least once a month.....	3	
Every time or almost every time I shop.....	4	
Don't know/No response.....	99	XB
Don't buy seafood.....	98	XB

**PREQ13**

To what extent does each of the following prevent you from buying sustainable seafood more regularly?

**Q13A**

The price of sustainable seafood

Not at all 1.....	1
2.....	2
3.....	3
Somewhat 4.....	4
5.....	5
6.....	6
To a great extent 7.....	7
Don't know/ No response.....	99

**Q13B**

Availability of sustainable seafood at places where I regularly shop

Not at all 1.....	1
2.....	2
3.....	3
Somewhat 4.....	4
5.....	5
6.....	6
To a great extent 7.....	7
Don't know/ No response.....	99

**Q13C**

Concerns about whether or not what is being sold as sustainable seafood is actually produced in a sustainable way

Not at all 1.....	1
2.....	2
3.....	3
Somewhat 4.....	4
5.....	5
6.....	6
To a great extent 7.....	7
Don't know/ No response.....	99

**Q13D**

Confusion over sustainable seafood labeling

Not at all 1.....	1
2.....	2
3.....	3
Somewhat 4.....	4
5.....	5
6.....	6
To a great extent 7.....	7
Don't know/ No response.....	99



**Q14**

How familiar would you say your are with the World Wildlife Fund of Canada?

Not at all familiar 1 .....	1	
2 .....	2	
3 .....	3	
Somewhat familiar 4 .....	4	
5 .....	5	
6 .....	6	
Very familiar 7 .....	7	
Don't know No response .....	99	XB

**Q15**

The World Wildlife Fund of Canada is one of Canada's largest conservation organizations and is a member of the WWF global network. Its mission includes contributing to the protection, management, and restoration of the environment. From what you have seen, read, or heard, would you say you approve or disapprove of how the World Wildlife Fund of Canada is fulfilling its mandate?

Strongly disapprove 1 .....	1	
2 .....	2	
3 .....	3	
Neither approve nor disapprove 4 .....	4	
5 .....	5	
6 .....	6	
Strongly approve 7 .....	7	
Don't know No response .....	99	XB

**PREQ16**

The WWF's Oceans Program is mandated with promoting the transition to 'sustainable seafood', smart oceans management, and sustainable ocean economies to protect the ecosystems of Canada's three oceans: the Pacific Ocean, the Atlantic ocean, and the Arctic ocean. In your opinion, how important are each of the following in fulfilling its mandate?

**Q16A**

Working with corporations to promote sustainable seafood practices

Not at all important 1 .....	1	
2 .....	2	
3 .....	3	
Somewhat important 4 .....	4	
5 .....	5	
6 .....	6	
Very important 7 .....	7	
Don't know/ No response .....	99	

**Q16B**

Educating Canadians on issues facing Canada's oceans

Not at all important 1 .....	1	
2 .....	2	
3 .....	3	

Somewhat important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Don't know/ No response .....	99

**Q16C**

Promoting Policy changes in Ottawa with the Federal Government

Not at all important 1 .....	1
2 .....	2
3 .....	3
Somewhat important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Don't know/ No response .....	99

**Q17**

The World Wildlife Fund of Canada will often form corporate partnerships. For example, the WWF may partner with a major grocery chain to promote sustainable seafood. Some people say that this is an excellent opportunity to help businesses adopt greener, more sustainable practices. To what extent do you agree or disagree with this statement?

Strongly disagree 1 .....	1	
2 .....	2	
3 .....	3	
Neither agree nor disagree 4 .....	4	
5 .....	5	
6 .....	6	
Strongly agree 7 .....	7	
Don't know No response .....	99	XB

**Q17B**

*Not "DK/NR", Q17*

If... Q17 NOT = 99

Why do you say that?

Response .....	77	
Don't know/No response .....	99	XB

**Q18**

*IF AWARE OF WWF*

If... Q14 NOT = 1,99

Have you ever been involved with the World Wildlife Fund, either as a volunteer or a donor?

Yes, within the last two years .....	1
Yes, but not within the last two years .....	2

No .....	3	
Don't know/No response .....	99	XB

**PREQ19**

Do you think you would be more or less likely to get involved with the World Wildlife Fund of Canada as a result of the following:

**Q19A**

Local fundraising events such as walks, runs, or rides	
Much less likely 1 .....	1
2 .....	2
3 .....	3
Neither more nor less likely 4 .....	4
5 .....	5
6 .....	6
Much more likely 7 .....	7
Don't know/ No response .....	99

**Q19B**

A social media campaign conducted through outlets such as Facebook and Twitter	
Much less likely 1 .....	1
2 .....	2
3 .....	3
Neither more nor less likely 4 .....	4
5 .....	5
6 .....	6
Much more likely 7 .....	7
Don't know/ No response .....	99

**Q19C**

Promotional material that focuses heavily on iconic ocean species such as salmon and the killer whale	
Much less likely 1 .....	1
2 .....	2
3 .....	3
Neither more nor less likely 4 .....	4
5 .....	5
6 .....	6
Much more likely 7 .....	7
Don't know/ No response .....	99

**Q20**

How do you prefer to get engaged with causes that matter to you?

Select all that apply	
Regular volunteering .....	1
Maintaining an active membership in a charity or non-profit organization .....	2
Participating in fund-raising activities and events .....	3

Contacting the media .....	4	
Signing written or online petitions .....	5	
Participating in boycotts or buycotts.....	6	
Writing letters or emails to politicians and other decision makers.....	7	
Using social media outlets such as Facebook or Twitter .....	8	
None of the above.....	98	XB
Don't know/No response .....	99	XB

**QDEMO**

The following questions will be used for statistical purposes only.

**QD1**

What is your province or territory of residence?

Newfoundland and Labrador.....	1
Prince Edward Island .....	2
New Brunswick .....	3
Nova Scotia.....	4
Quebec .....	5
Ontario .....	6
Manitoba .....	7
Saskatchewan.....	8
Alberta .....	9
British Columbia.....	10
Northwest Territories.....	11
Yukon Territory .....	12
Nunavut .....	13
No Response .....	99

**QD2**

Are you ... /Record gender of respondent

Male .....	1
Female.....	2

**QD3A**

In what year were you born?

Year .....	77
No Response .....	99

**QD3B**

**IF HESITANT**

If... QD3A = 99
-----------------

To which of the following age groups to you belong?

<25 yrs.....	1
25-34 yrs .....	2

35-44 yrs .....	3
45-54 yrs .....	4
55-64 yrs .....	5
65+ yrs .....	6
No Response .....	99

**QD4**

What is the language that you first learned at home in childhood and still understand?

English .....	1
French.....	2
Other .....	77
No Response .....	99

**QD6**

What is the highest level of schooling that you have completed?

Public/Elementary school or less (grade 1-8) .....	1
Some high school .....	2
Graduated from high school (grade 12-13).....	3
Community/Technical college or CEGEP .....	4
Trade certification .....	5
Some community college or university.....	6
Bachelor's degree .....	7
Professional certification .....	8
Graduate degree.....	9
No Response .....	99

**QD8**

What is your annual HOUSEHOLD income from all sources before taxes?

Under \$20,000 .....	1
\$20,000-\$29,999.....	2
\$30,000-\$39,999.....	3
\$40,000-\$49,999.....	4
\$50,000-\$59,999.....	5
\$60,000-\$79,999.....	6
\$80,000-\$99,999.....	7
\$100,000 or more.....	8
No response.....	99

**QD9**

In what country were you born?

Canada .....	1
Other.....	2
No response.....	9

**QD11**

Do you consider yourself to belong to any of the following groups?

Select all that apply

- A member of a visible minority ..... 1
- A person with a disability ..... 2
- An Aboriginal person..... 3
- None of the above..... 8 BX
- <DO NOT READ> No response ..... 9 BX

**THNK**

Thank you very much for taking the time to complete this survey.

## **PINTRO**

### **PHONE**

Bonjour. Je m'appelle... et je travaille pour les Associés de recherche EKOS. Pourrais-je parler à ...?

Nous menons un sondage qui ne prendra pas plus de 10 minutes de votre temps.

Nous vous garantissons que vos réponses vont demeurer absolument confidentielles (c'est-à-dire que les résultats du sondage ne seront associés à aucun nom mais seront plutôt groupés dans de grandes catégories afin de protéger l'anonymat de chaque répondant); vous êtes libre de répondre au présent sondage. En guise de remerciement pour avoir répondu au sondage, votre nom sera inscrit à notre tirage au sort mensuel de 1000 \$ et vous obtiendrez 2 \$ sous forme de don de charité.

## **WINTRO**

### **ONLINE**

Merci d'avoir accepté de participer au sondage. Vous n'aurez besoin que de 12 minutes pour le remplir.

Nous vous garantissons que vos réponses vont demeurer absolument confidentielles (c'est-à-dire que les résultats du sondage ne seront associés à aucun nom mais seront plutôt groupés en de grandes catégories afin de protéger l'anonymat de chaque répondant); vous êtes libre de répondre au présent sondage.

En guise de remerciement pour avoir répondu au sondage, votre nom sera inscrit à notre tirage au sort mensuel de 1000 \$ et vous obtiendrez 2 \$ sous forme de don de charité.

Aide-mémoire avant de commencer...

Sur chaque écran, après avoir sélectionné votre réponse, cliquez sur le bouton « Continuer » au bas de l'écran pour pouvoir avancer dans le questionnaire.

Si vous quittez le sondage avant de l'avoir terminé, vous pourrez y revenir au moyen de l'adresse URL et vous obtiendrez alors la page où vous étiez en quittant. Les réponses que vous aurez données jusque-là auront été sauvegardées.

Pour toute question sur la façon de remplir le sondage, veuillez téléphoner à Probit au 866.211.8881 ou envoyer un courriel à cette adresse : [online@probit.ca](mailto:online@probit.ca).

Merci à l'avance de votre participation.

## **PRIV**

### **PHONE**

Cet appel peut être enregistré pour contrôle de la qualité ou formation.

**PREQ1**

Les trois océans du Canada – l’océan Pacifique, l’océan Atlantique et l’océan Arctique – jouent un rôle important dans l’économie du Canada. À quel point diriez-vous que les océans du Canada sont liés aux aspects suivants?

**Q1A**

Source de nourriture

Pas du tout important 1.....	1
2.....	2
3.....	3
Moyennement important 4.....	4
5.....	5
6.....	6
Extrêmement important 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q1B**

Voie pour le déplacement de biens et de gens

Pas du tout important 1.....	1
2.....	2
3.....	3
Moyennement important 4.....	4
5.....	5
6.....	6
Extrêmement important 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q1C**

Modificateur climatique (par exemple, El Niño et La Niña)

Pas du tout important 1.....	1
2.....	2
3.....	3
Moyennement important 4.....	4
5.....	5
6.....	6
Extrêmement important 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q1D**

Beauté/Milieu naturel

Pas du tout important 1.....	1
2.....	2
3.....	3
Moyennement important 4.....	4
5.....	5
6.....	6
Extrêmement important 7.....	7
Ne sais pas/ Pas de réponse.....	99



**Q1E**

Sources d'emplois et de croissance économique

Pas du tout important 1.....	1
2.....	2
3.....	3
Moyennement important 4.....	4
5.....	5
6.....	6
Extrêmement important 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q2**

Peu importe où vous vivez, en tant que Canadien/Canadienne, vous identifiez-vous principalement...?

aux montagnes Rocheuses.....	1	
à l'Arctique.....	2	
à la forêt boréale.....	3	
aux océans.....	4	
Ne sais pas/Pas de réponse.....	99	XB

**Q2B**

*Not "DK/NR", Q2*

If... Q2 NOT = 99

Pourquoi donc?

Réponse.....	77	
Ne sais pas/Pas de réponse.....	99	XB

**PREQ3**

*Preferred Messengers*

Lorsqu'il est question de la santé environnementale des océans du Canada, à quel point vous fiez-vous à chacune des personnes et organisations suivantes pour obtenir des renseignements justes et précis?

**Q3A**

Scientifiques

Pas du tout 1.....	1
2.....	2
3.....	3
Moyennement 4.....	4
5.....	5
6.....	6
Tout à fait 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q3B**

Politiciens

Pas du tout 1.....	1
2.....	2

3.....	3
Moyennement 4.....	4
5.....	5
6.....	6
Tout à fait 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q3C**

Médias

Pas du tout 1.....	1
2.....	2
3.....	3
Moyennement 4.....	4
5.....	5
6.....	6
Tout à fait 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q3D**

Organismes gouvernementaux, comme Pêches et Océans Canada

Pas du tout 1.....	1
2.....	2
3.....	3
Moyennement 4.....	4
5.....	5
6.....	6
Tout à fait 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q3E**

Groupes environnementaux

Pas du tout 1.....	1
2.....	2
3.....	3
Moyennement 4.....	4
5.....	5
6.....	6
Tout à fait 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q4**

Parmi les options suivantes, qui devrait selon vous avoir la plus grande part de responsabilité dans le maintien du mieux-être des océans du Canada?

Le gouvernement fédéral.....	1
Les gouvernements provinciaux.....	2
Les Canadiens eux-mêmes.....	3
Des organismes non gouvernementaux.....	4

Des groupes autochtones .....	5	
Ne sais pas/Pas de réponse .....	99	XB

**Q5**

***Impact of ocean issues on voting behaviour***

Selon vous, lequel des enjeux suivants devrait être le plus important lors des prochaines élections fédérales?

Enjeux sociaux, comme les soins de santé et l'éducation .....	1	
Enjeux liés à l'économie, comme la croissance économique et l'emploi .....	2	
Enjeux fiscaux, comme les impôts et la dette .....	3	
Le changement climatique et l'environnement.....	4	
Aucune de ces réponses .....	98	XB

**Q6**

En général, à quel point le mieux-être des océans du Canada est-il important lorsque vient le temps de voter?

Pas du tout important 1 .....	1	
2 .....	2	
3 .....	3	
Moyennement important 4 .....	4	
5 .....	5	
6 .....	6	
Très important 7 .....	7	
Ne sais pas/ Pas de réponse .....	99	XB

**PREQ7**

De façon générale, à quel point chacun des sujets suivants vous semble-t-il inquiétant?

**Q7A**

Les répercussions du changement climatique sur les océans du Canada

Pas du tout inquiétant 1 .....	1	
2 .....	2	
3 .....	3	
Relativement inquiétant 4 .....	4	
5 .....	5	
6 .....	6	
Extrêmement inquiétant 7 .....	7	
Ne sais pas/ Pas de réponse .....	99	

**Q7B**

La surpêche

Pas du tout inquiétant 1 .....	1	
2 .....	2	
3 .....	3	
Relativement inquiétant 4 .....	4	
5 .....	5	

6.....	6
Extrêmement inquiétant 7 .....	7
Ne sais pas/ Pas de réponse .....	99

**Q7C**

La pollution des océans, comme celles découlant des eaux usées et d'ordures comme le plastique

Pas du tout inquiétant 1 .....	1
2.....	2
3.....	3
Relativement inquiétant 4 .....	4
5.....	5
6.....	6
Extrêmement inquiétant 7 .....	7
Ne sais pas/ Pas de réponse .....	99

**PREQ8**

**Economic angle**

Veillez indiquer la mesure dans laquelle vous êtes d'accord ou en désaccord avec chacun des énoncés suivants :

**Q8A**

Il est possible de conserver à la fois la santé des océans et une solide économie

Tout à fait en désaccord 1 .....	1
2.....	2
3.....	3
Ni d'accord ni en désaccord 4.....	4
5.....	5
6.....	6
Tout à fait d'accord 7 .....	7
Ne sais pas/ Pas de réponse .....	99

**Q8B**

Actuellement, les enjeux économiques me préoccupent davantage que les enjeux environnementaux

Tout à fait en désaccord 1 .....	1
2.....	2
3.....	3
Ni d'accord ni en désaccord 4.....	4
5.....	5
6.....	6
Tout à fait d'accord 7 .....	7
Ne sais pas/ Pas de réponse .....	99

**Q8C**

Le gouvernement du Canada devrait en faire plus pour protéger les océans du Canada même si cela rime avec des réglementations plus strictes et des impôts plus élevés sur les industries de la pêche, du pétrole et du gaz naturel, du tourisme, de l'aquaculture et du transport.

Tout à fait en désaccord 1 .....	1
----------------------------------	---

2.....	2
3.....	3
Ni d'accord ni en désaccord 4.....	4
5.....	5
6.....	6
Tout à fait d'accord 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q9**

Comment vous le savez peut-être déjà, le projet pipelinier Enbridge Northern Gateway est un pipeline projeté qui exporterait du pétrole brut de l'Alberta vers la côte ouest, lequel serait ensuite transporté vers les marchés asiatiques par des pétroliers. Selon ce que vous savez, êtes-vous pour ou contre la construction de ce pipeline?

Totalement contre 1.....	1	
2.....	2	
3.....	3	
Ni pour ni contre 4.....	4	
5.....	5	
6.....	6	
Totalement pour 7.....	7	
Ne sais pas Pas de réponse.....	99	XB

**Q9B**

*Not "DK/NR", Q9*

If... Q9 NOT = 99
-------------------

Pourquoi donc?

Réponse.....	77	
Ne sais pas/Pas de réponse.....	99	XB

**Q10**

Avez-vous déjà entendu l'expression « pêche durable »?

Oui, certainement.....	1
Oui, peut-être.....	2
Non.....	3

**Q11**

Dans l'ensemble, à quel point trouvez-vous important, le cas échéant, que le poisson et les fruits de mer comme la crevette et le homard vendus au Canada proviennent de stocks qui font l'objet d'une pêche durable et non d'une surpêche?

Pas tellement important 1.....	1
2.....	2
3.....	3
Assez important 4.....	4
5.....	5
6.....	6

Extrêmement important 7.....	7	
Ne sais pas/Pas de réponse.....	99	XB

**Q12**

À quelle fréquence achetez-vous des produits de la pêche durable lorsque vous faites votre épicerie?

Jamais .....	1	
Une ou deux fois par année.....	2	
Au moins une fois par mois.....	3	
À chaque fois ou presque que je fais mon épicerie .....	4	
Ne sais pas/Pas de réponse.....	99	XB
Je n'achète pas de poisson ni de fruits de mer.....	98	XB

**PREQ13**

Dans quelle mesure chaque aspect ci-dessous vous empêche-t-il d'acheter de façon plus régulière des produits de la pêche durable?

**Q13A**

Le prix des produits de la pêche durable

Pas du tout 1.....	1
2.....	2
3.....	3
Moyennement 4.....	4
5.....	5
6.....	6
Énormément 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q13B**

L'offre de produits de la pêche durable là où je fais régulièrement mes courses

Pas du tout 1.....	1
2.....	2
3.....	3
Moyennement 4.....	4
5.....	5
6.....	6
Énormément 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q13C**

L'inquiétude quant à savoir si ce qui est vendu comme pêche durable est vraiment produit de façon durable

Pas du tout 1.....	1
2.....	2
3.....	3
Moyennement 4.....	4
5.....	5

6.....	6
Énormément 7 .....	7
Ne sais pas/ Pas de réponse .....	99

**Q13D**

La confusion dans l'étiquetage en matière de pêche durable

Pas du tout 1 .....	1
2.....	2
3.....	3
Moyennement 4 .....	4
5.....	5
6.....	6
Énormément 7 .....	7
Ne sais pas/ Pas de réponse .....	99

**Q14**

**Role of the WWF**

À quel point connaissez-vous bien le Fonds mondial pour la nature (Canada)?

Ne connaît pas du tout 1 .....	1	
2.....	2	
3.....	3	
Connait un peu 4.....	4	
5.....	5	
6.....	6	
Connait très bien 7.....	7	
Ne sais pas Pas de réponse .....	99	XB

**Q15**

Le Fonds mondial pour la nature (Canada) est l'une des plus grandes organisations de conservation et est membre du réseau mondial WWF. Sa mission consiste notamment à protéger, gérer et restaurer l'environnement. Selon ce que vous avez vu, lu ou entendu, diriez-vous que vous approuvez ou désapprouvez la façon dont le Fonds mondial pour la nature (Canada) remplit son mandat?

Désapprouve fortement 1 .....	1	
2.....	2	
3.....	3	
N'approuve pas ni ne désapprouve 4 .....	4	
5.....	5	
6.....	6	
Approuve fortement 7 .....	7	
Ne sais pas Pas de réponse .....	99	XB

**PREQ16**

Le programme Océans de WWF a le mandat de promouvoir la transition vers des produits de la pêche durable, une saine gestion des océans et des économies maritimes durables afin de protéger les écosystèmes des trois océans du Canada : l'océan Pacifique, l'océan Atlantique et l'océan Arctique. Selon vous, à quel point les objectifs suivants sont-ils importants pour que ce mandat soit respecté?

**Q16A**

Travailler avec des entreprises pour promouvoir des pratiques durables liées aux produits de la pêche

Pas du tout important 1 .....	1
2.....	2
3.....	3
Relativement important 4 .....	4
5.....	5
6.....	6
Très important 7.....	7
Ne sais pas/ Pas de réponse .....	99

**Q16B**

Informers les Canadiens sur les enjeux liés aux océans du Canada

Pas du tout important 1 .....	1
2.....	2
3.....	3
Relativement important 4 .....	4
5.....	5
6.....	6
Très important 7.....	7
Ne sais pas/ Pas de réponse .....	99

**Q16C**

Promouvoir les changements de politiques à Ottawa auprès du gouvernement fédéral

Pas du tout important 1 .....	1
2.....	2
3.....	3
Relativement important 4 .....	4
5.....	5
6.....	6
Très important 7.....	7
Ne sais pas/ Pas de réponse .....	99

**Q17**

Le Fonds mondial pour la nature (Canada) établit souvent des partenariats avec des sociétés. Par exemple, le WWF peut s'associer à une grande chaîne d'épicerie pour promouvoir des produits de la pêche durable. Certaines personnes affirment que ces partenariats représentent une excellente façon d'aider des entreprises à adopter des pratiques plus écologiques et durables. À quel point êtes-vous d'accord ou en désaccord avec cette affirmation?

Tout à fait en désaccord 1 .....	1
2.....	2
3.....	3
Ni d'accord ni en désaccord 4.....	4
5.....	5
6.....	6
Tout à fait d'accord 7 .....	7
Ne sais pas Pas de réponse .....	99

XB



**Q17B**

**Not "DK/NR", Q17**

If... Q17 NOT = 99

Pourquoi donc?

Réponse .....	77	
Ne sais pas/Pas de réponse .....	99	XB

**Q18**

**IF AWARE OF WWF**

If... Q14 NOT = 1,99

Vous êtes-vous déjà impliqué(e) dans le Fonds mondial pour la nature, soit comme bénévole ou donateur/donatrice?

Oui, au cours des deux dernières années .....	1	
Oui, mais pas au cours des deux dernières années .....	2	
Non .....	3	
Ne sais pas/Pas de réponse .....	99	XB

**PREQ19**

À quel point serait-il probable que vous participiez à une activité du Fonds mondial pour la nature dans le cadre de l'une ou l'autre des initiatives suivantes?

**Q19A**

Une campagne de financement locale, comme une marche ou une course

Très peu probable 1 .....	1
2 .....	2
3 .....	3
Plus ou moins probable 4 .....	4
5 .....	5
6 .....	6
Très probable 7 .....	7
Ne sais pas/ Pas de réponse .....	99

**Q19B**

Une campagne sur les médias sociaux menée sur des sites comme Facebook et Twitter

Très peu probable 1 .....	1
2 .....	2
3 .....	3
Plus ou moins probable 4 .....	4
5 .....	5
6 .....	6
Très probable 7 .....	7
Ne sais pas/ Pas de réponse .....	99

**Q19C**

Matériel promotionnel qui se concentre principalement sur des espèces emblématiques des océans, comme les saumons et les épaulards

Très peu probable 1.....	1
2.....	2
3.....	3
Plus ou moins probable 4.....	4
5.....	5
6.....	6
Très probable 7.....	7
Ne sais pas/ Pas de réponse.....	99

**Q20**

De quelle façon préférez-vous vous engagez auprès de causes qui sont importantes à vos yeux?

Choisir toutes les réponses pertinentes

Bénévolat régulier.....	1	
Conservation d'un statut de membre actif dans une œuvre de bienfaisance ou une organisation sans but lucratif.....	2	
Participation à des activités de financement.....	3	
Communication avec les médias.....	4	
Signature de pétitions écrites ou en ligne.....	5	
Participation à des boycottages.....	6	
Rédaction de lettres ou de courriels à des politiciens et d'autres décisionnaires.....	7	
Utilisation de médias sociaux, comme Facebook ou Twitter.....	8	
Aucune de ces réponses.....	98	XB
Ne sais pas/Pas de réponse.....	99	XB

**QDEMO**

Les questions suivantes seront utilisées à des fins statistiques seulement.

**QD1**

Dans quelle province ou quel territoire habitez-vous?

Terre-Neuve-et-Labrador.....	1
Île-du-Prince-Édouard.....	2
Nouveau-Brunswick.....	3
Nouvelle-Écosse.....	4
Québec.....	5
Ontario.....	6
Manitoba.....	7
Saskatchewan.....	8
Alberta.....	9
Colombie-Britannique.....	10
Territoires du Nord-Ouest.....	11
Yukon.....	12
Nunavut.....	13
Pas de réponse.....	99

**QD2**

&lt;Êtes-vous ... / Inscrire le sexe du répondant&gt;

Un homme .....	1
Une femme .....	2

**QD3A**

En quelle année êtes-vous né(e)?

Année .....	77
Pas de réponse.....	99

**QD3B****IF HESITANT**

If... QD3A = 99

À quel groupe d'âge appartenez-vous?

18-24 ans .....	1
25-34 ans .....	2
35-44 ans .....	3
45-54 ans .....	4
55-64 ans .....	5
65 ans ou plus.....	6
Pas de réponse.....	99

**QD4**

Quelle est la langue que vous avez apprise en premier lieu à la maison dans votre enfance et que vous comprenez toujours?

Anglais .....	1
Français .....	2
Autre .....	77
Pas de réponse.....	99

**QD6**

Quel est le plus haut niveau de scolarité que vous avez atteint?

École primaire (1e-8e années) terminée ou non.....	1
Un peu d'école secondaire.....	2
Diplôme d'études secondaires (12e-13e années).....	3
Collège communautaire, école technique, CEGEP .....	4
Certificat de compétence .....	5
Un peu d'études universitaires.....	6
Baccalauréat.....	7
Certification professionnelle.....	8
Diplôme d'études supérieures.....	9
Pas de réponse.....	99

**QD8**

Quel est le revenu annuel de votre MÉNAGE, de toutes sources et avant impôt?

Moins de 20 000\$ .....	1
De 20 000\$ 29 999\$ .....	2
De 30 000\$ 39 999\$ .....	3
De 40 000\$ 49 999\$ .....	4
De 50 000\$ 59 999\$ .....	5
De 60 000\$ 79 999\$ .....	6
De 80 000\$ 99 999\$ .....	7
100 000\$ ou plus .....	8
Pas de réponse.....	99

**QD9**

Dans quel pays êtes-vous né(e)?

Canada .....	1
Autre pays.....	2
Pas de réponse.....	9

**QD11**

Considérez-vous que vous appartenez à l'un ou l'autre des groupes suivants?

**CHOISISSEZ TOUTES LES RÉPONSES**

Membre d'une minorité visible .....	1
Personne handicapée .....	2
Autochtone.....	3
Aucun de ces groupes .....	8 BX
< NE PAS LIRE> Pas de réponse .....	9 BX

**THNK**

Merci beaucoup d'avoir pris le temps de répondre à ce sondage.