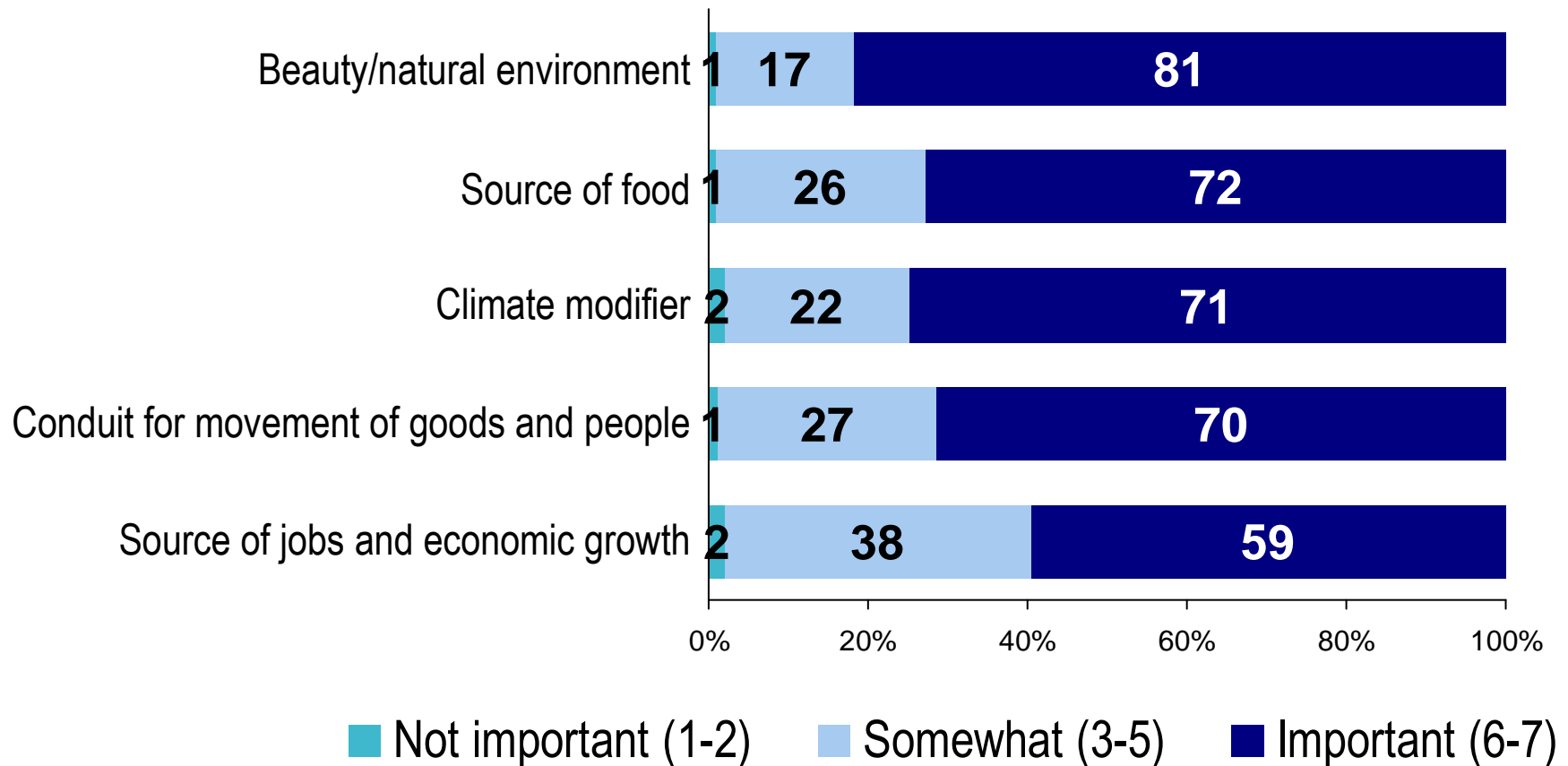


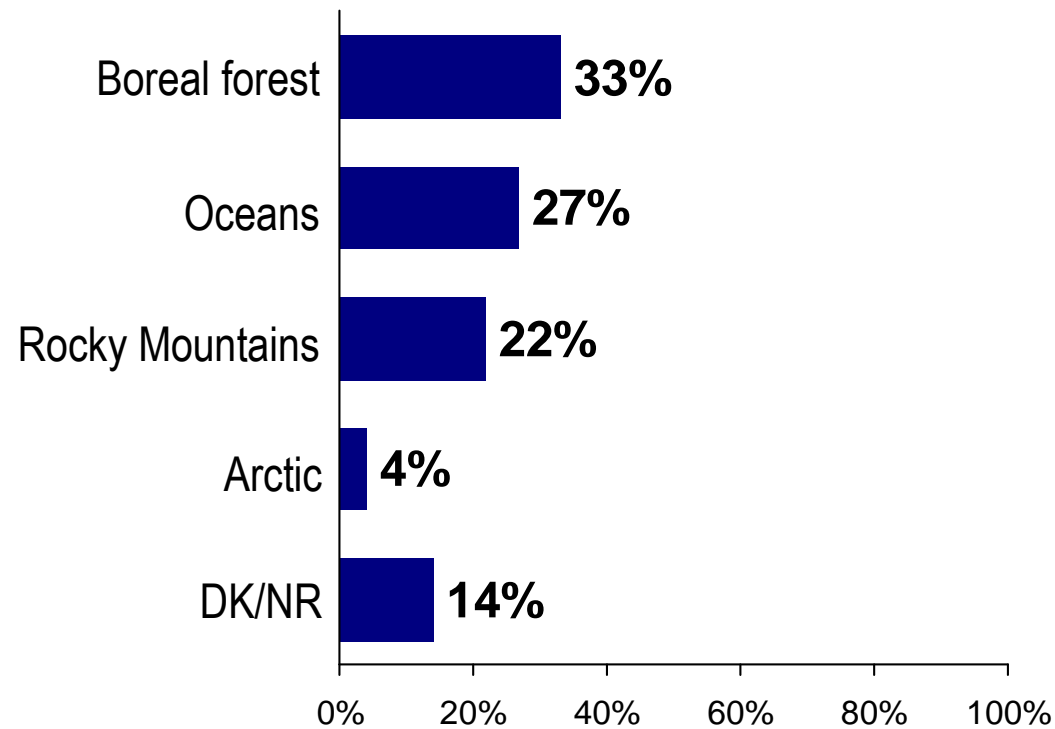
# Importance of Canada's Oceans

“How important would you say Canada’s oceans are along each of the following dimensions?”



# Canadian Identity

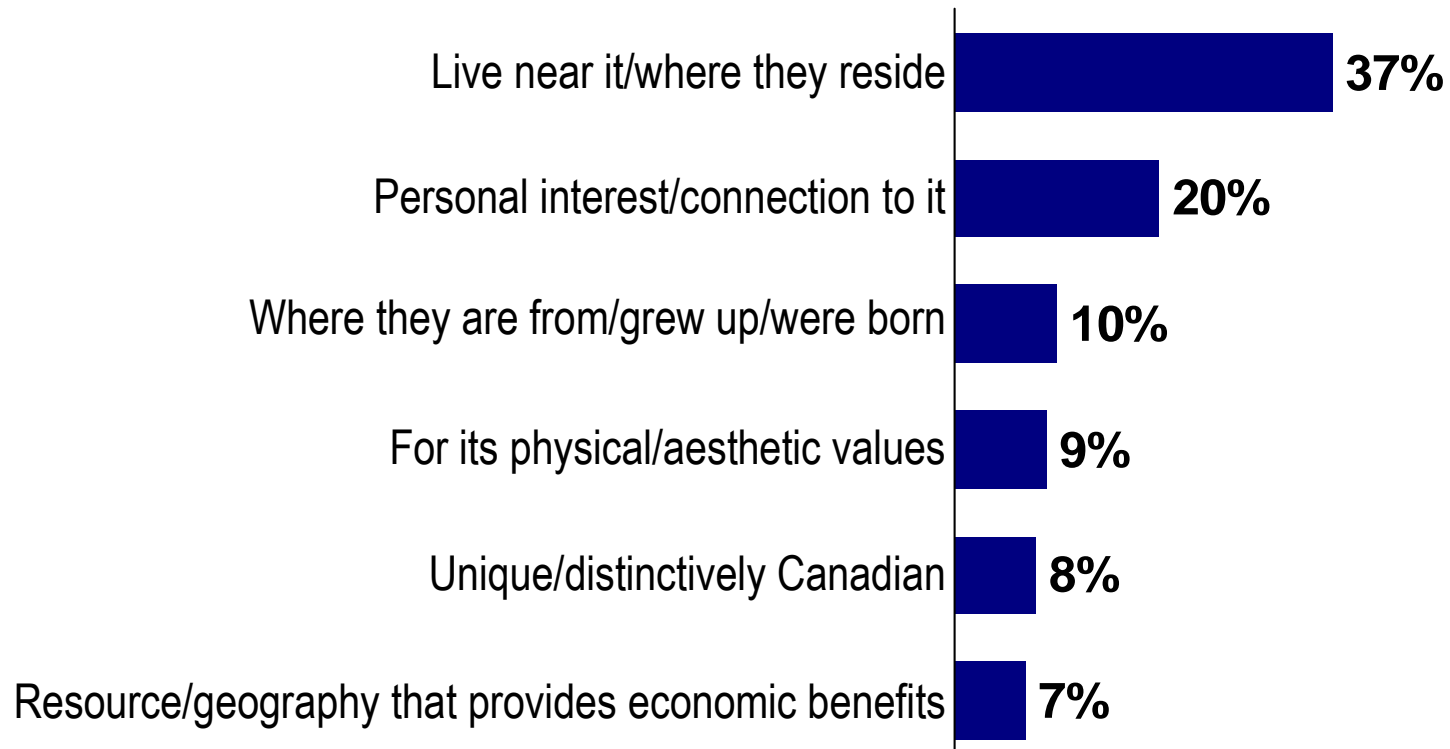
“Regardless of where you live, as a Canadian, do you identify yourself mostly with the...?”

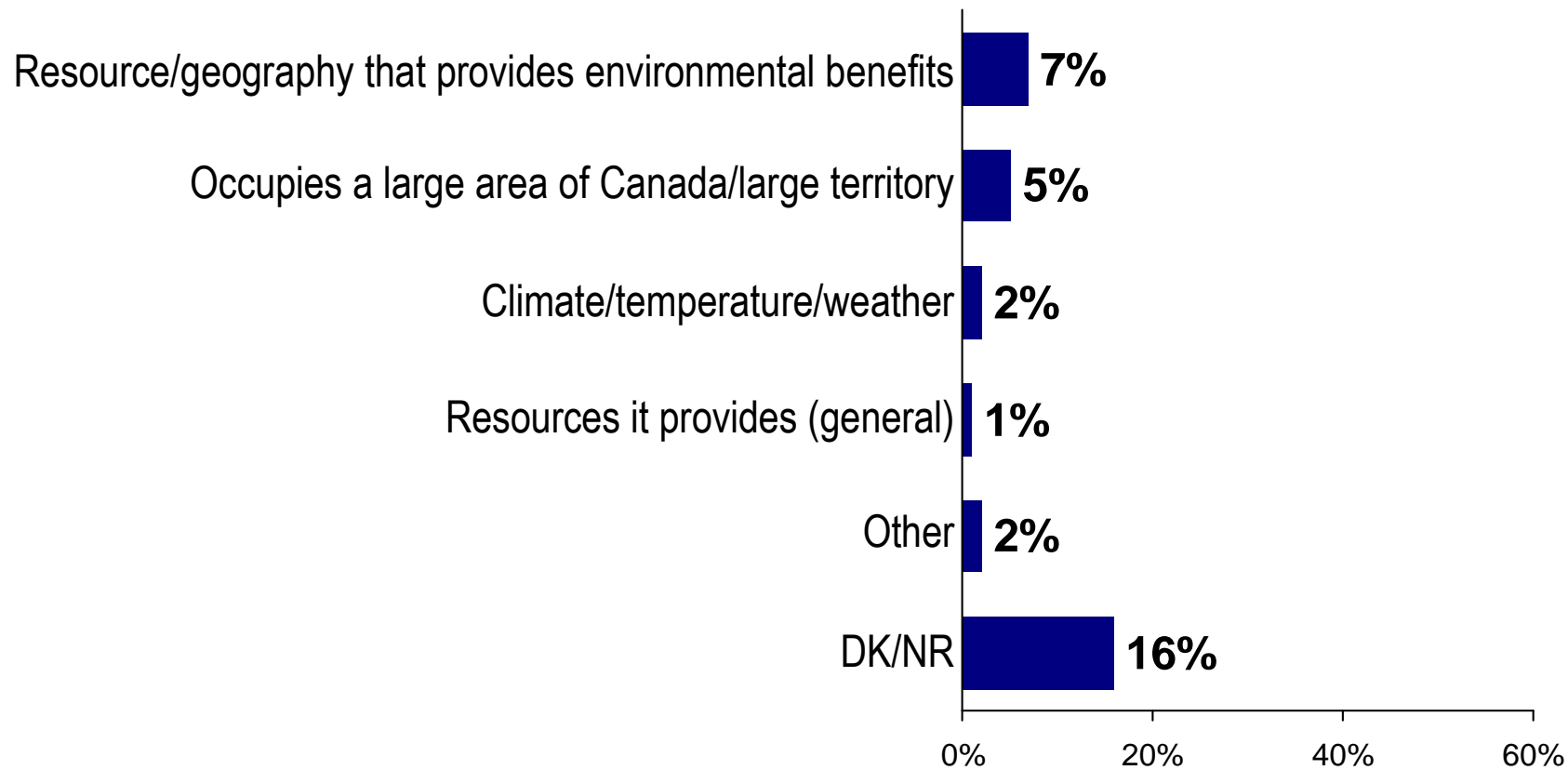


# Reasons for Identity

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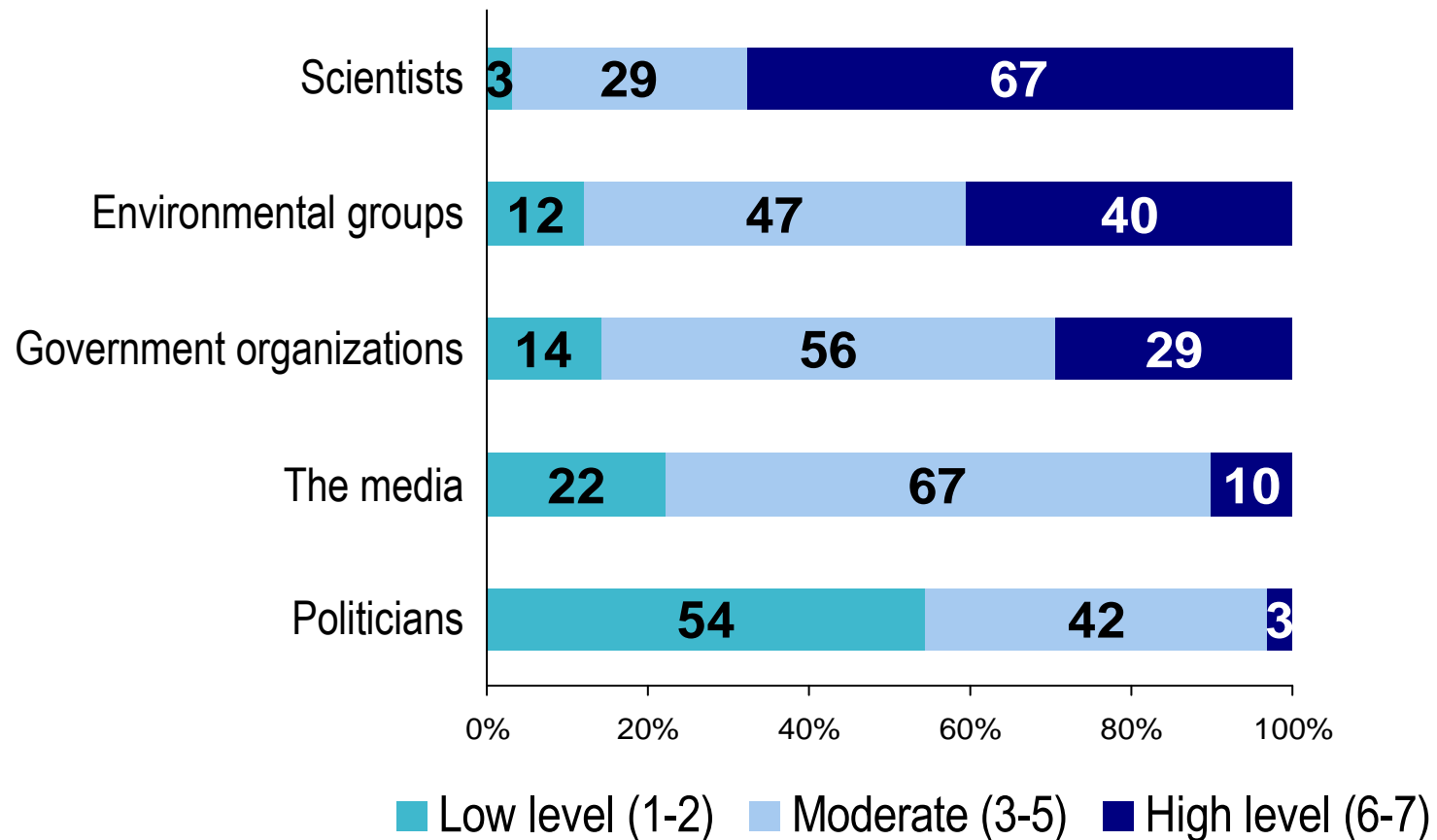
“Why do you say that?” [Open]





# Trust in Various Groups to Deliver Accurate Information

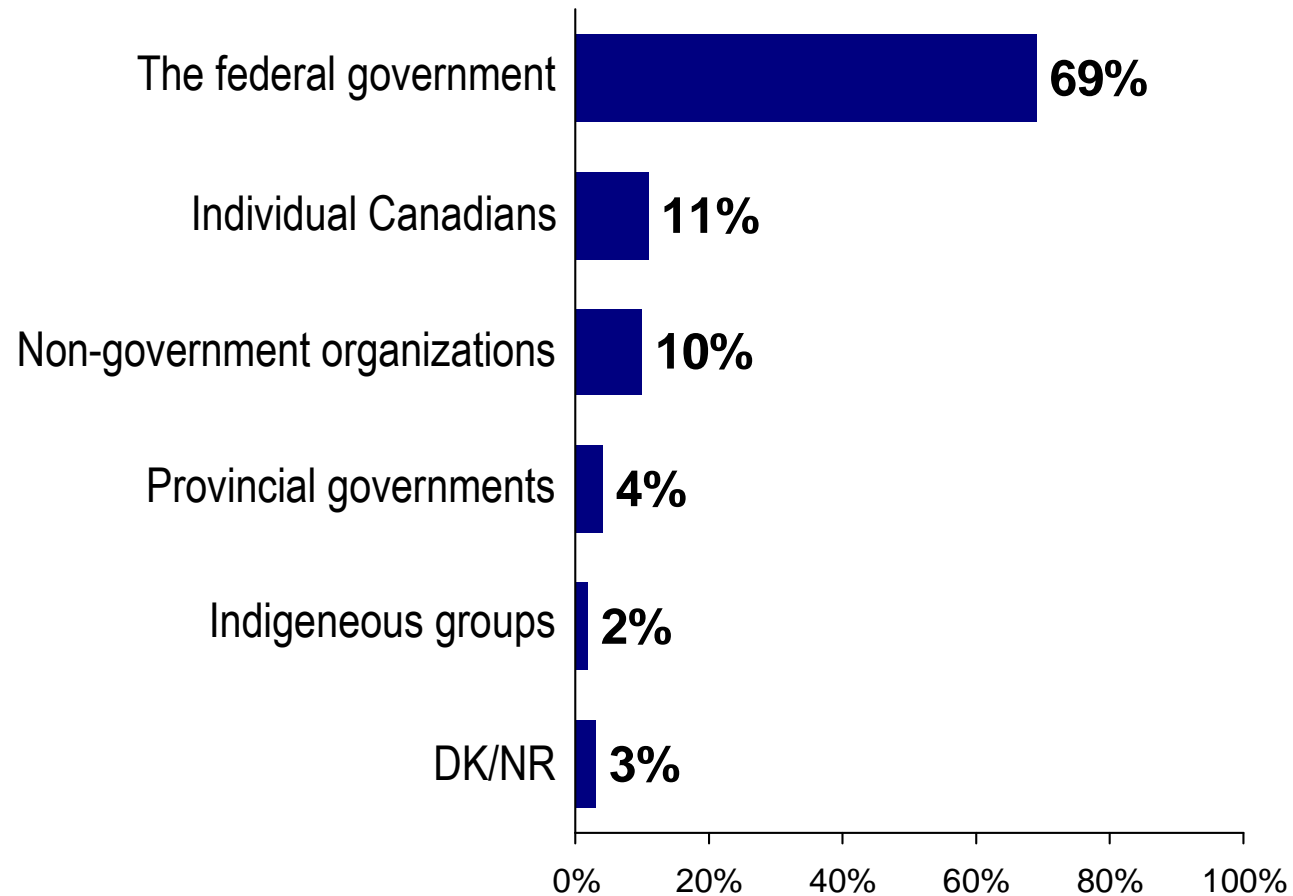
“When it comes to the environmental health of Canada’s oceans, how much trust do you have in each of the following individuals or organizations to deliver fair and accurate information?”



# Responsibility for Well-Being of Canada's Oceans

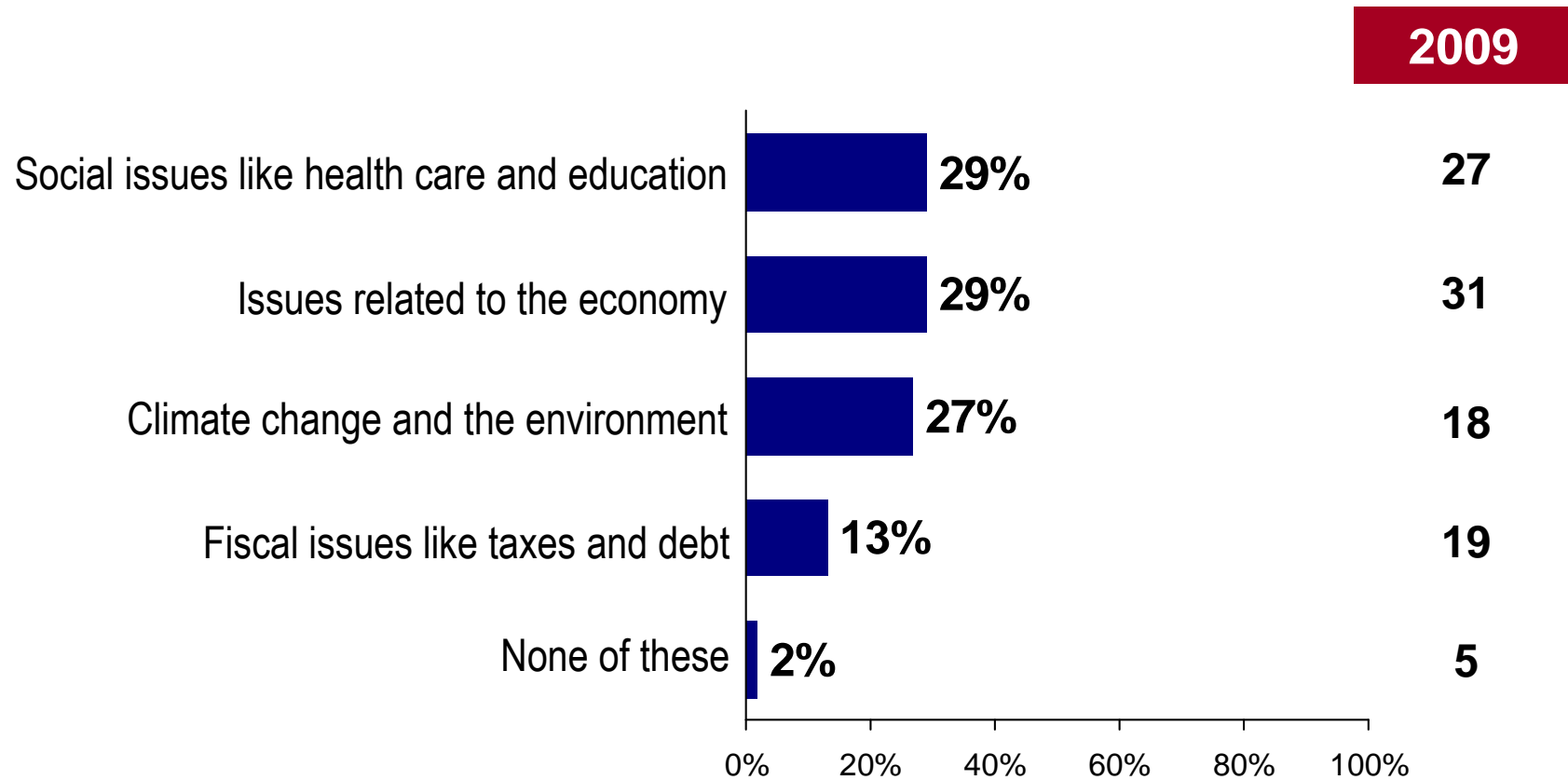
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“Which of the following do you believe should be most responsible for ensuring the well-being of Canada's oceans?”



# Most Important Election Issue

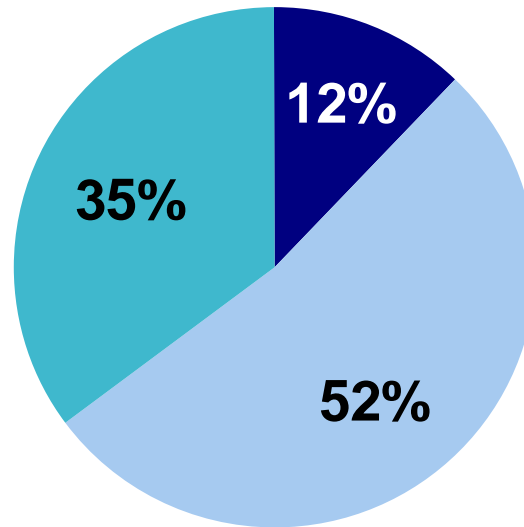
“Which of the following do you think should be the most important issue for the next federal election?”



# Importance of Canada's Oceans in Voting Decision

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

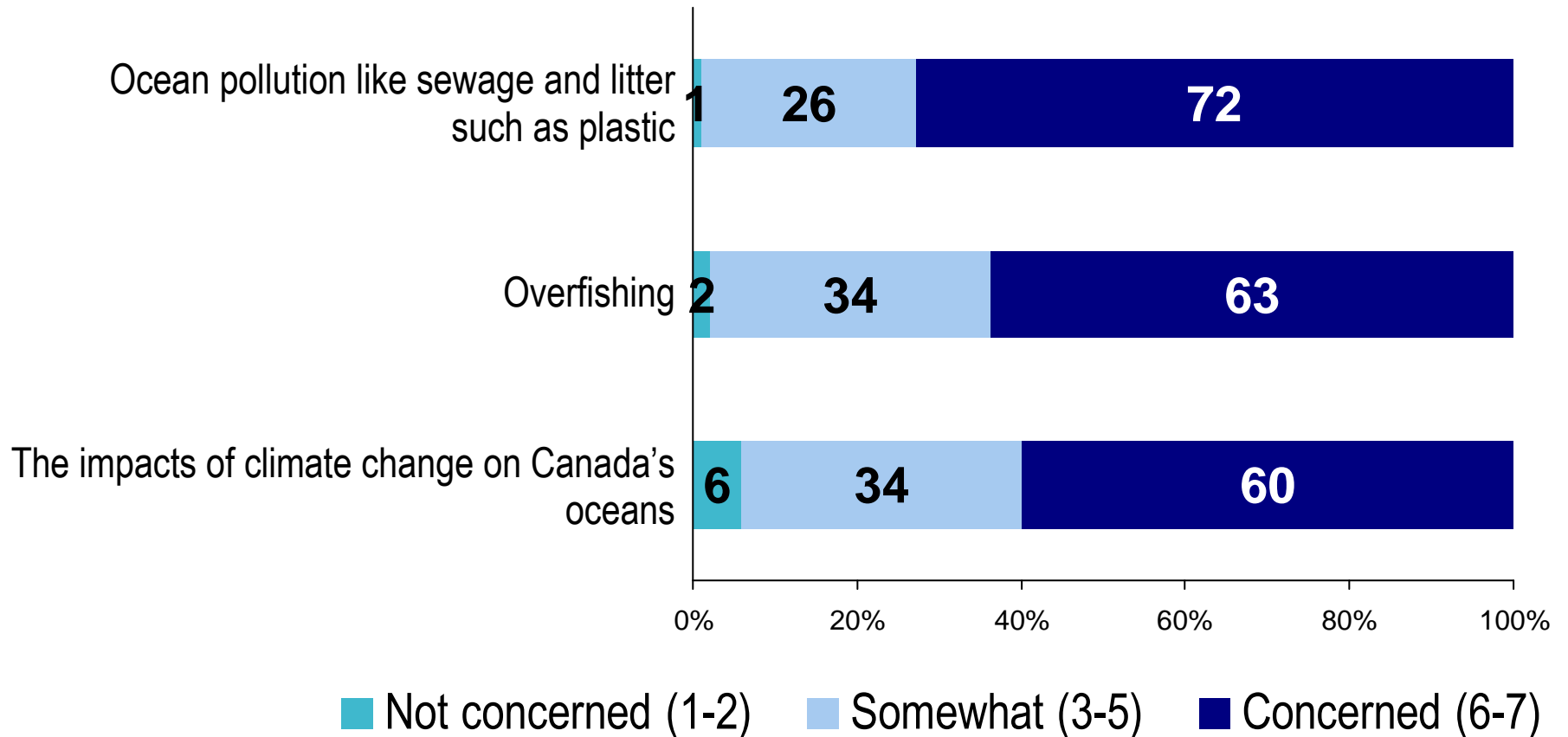


- Not important (1-2)
- Somewhat (3-5)
- Important (6-7)



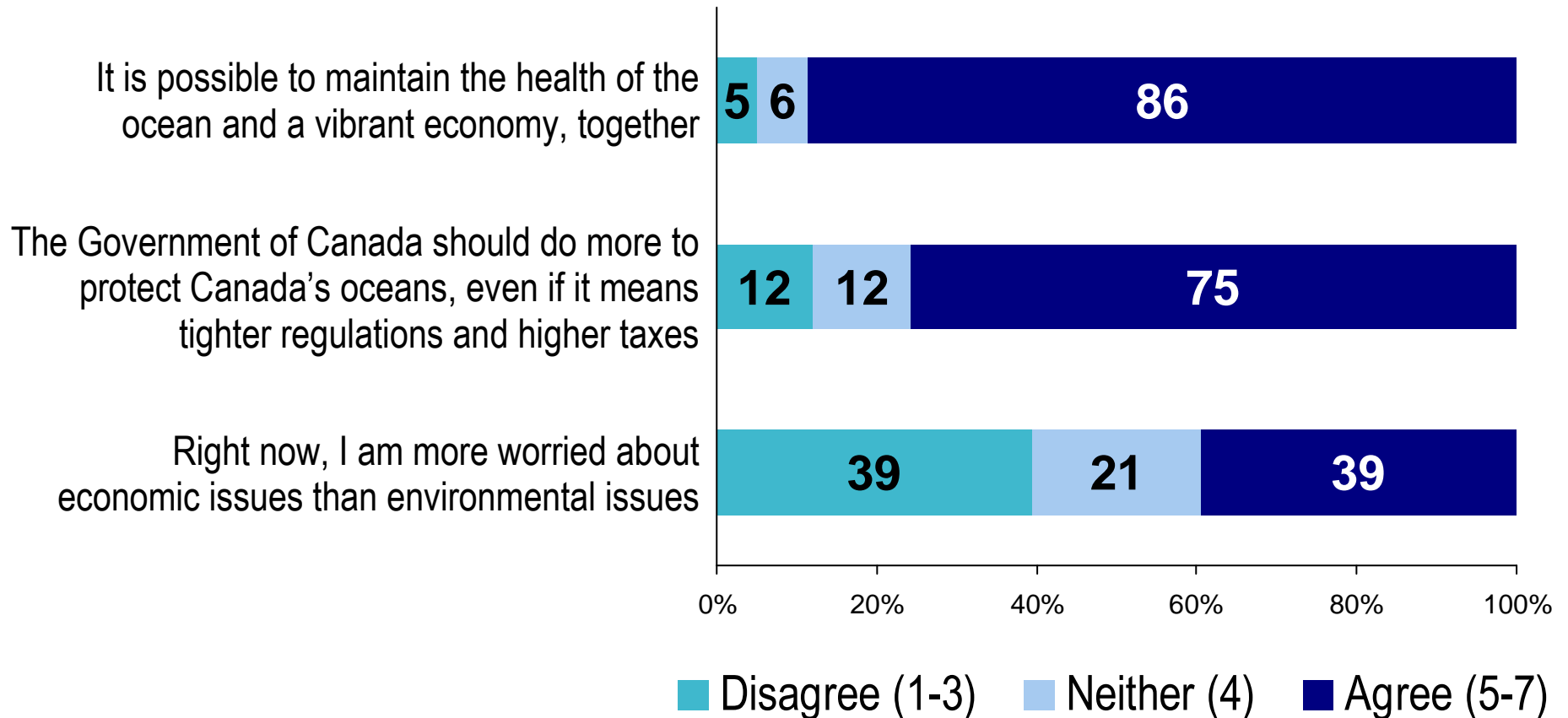
# Key Areas of Concern

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



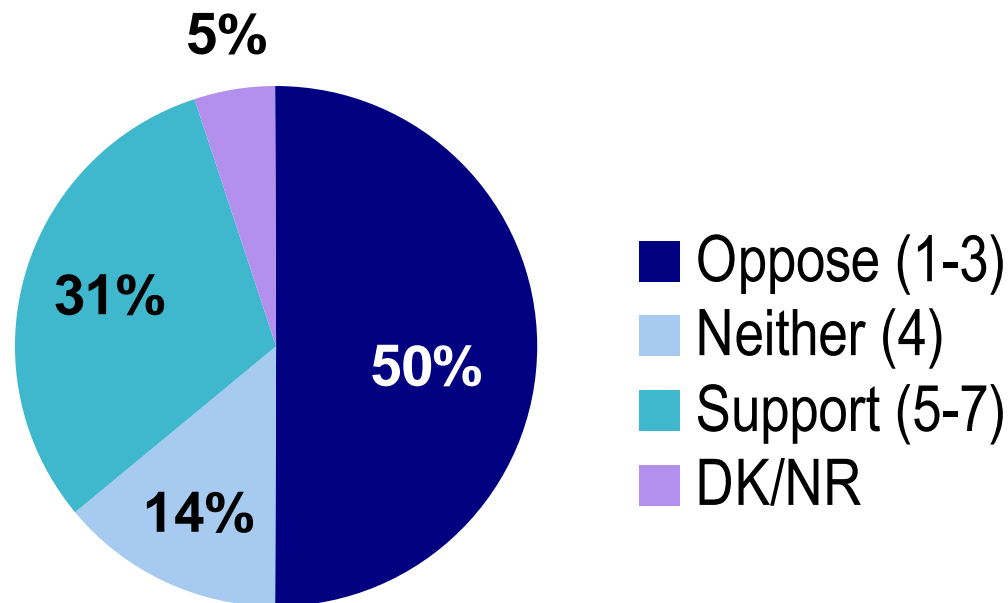
# Economic versus Environmental Concerns

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



# Support for Enbridge Project

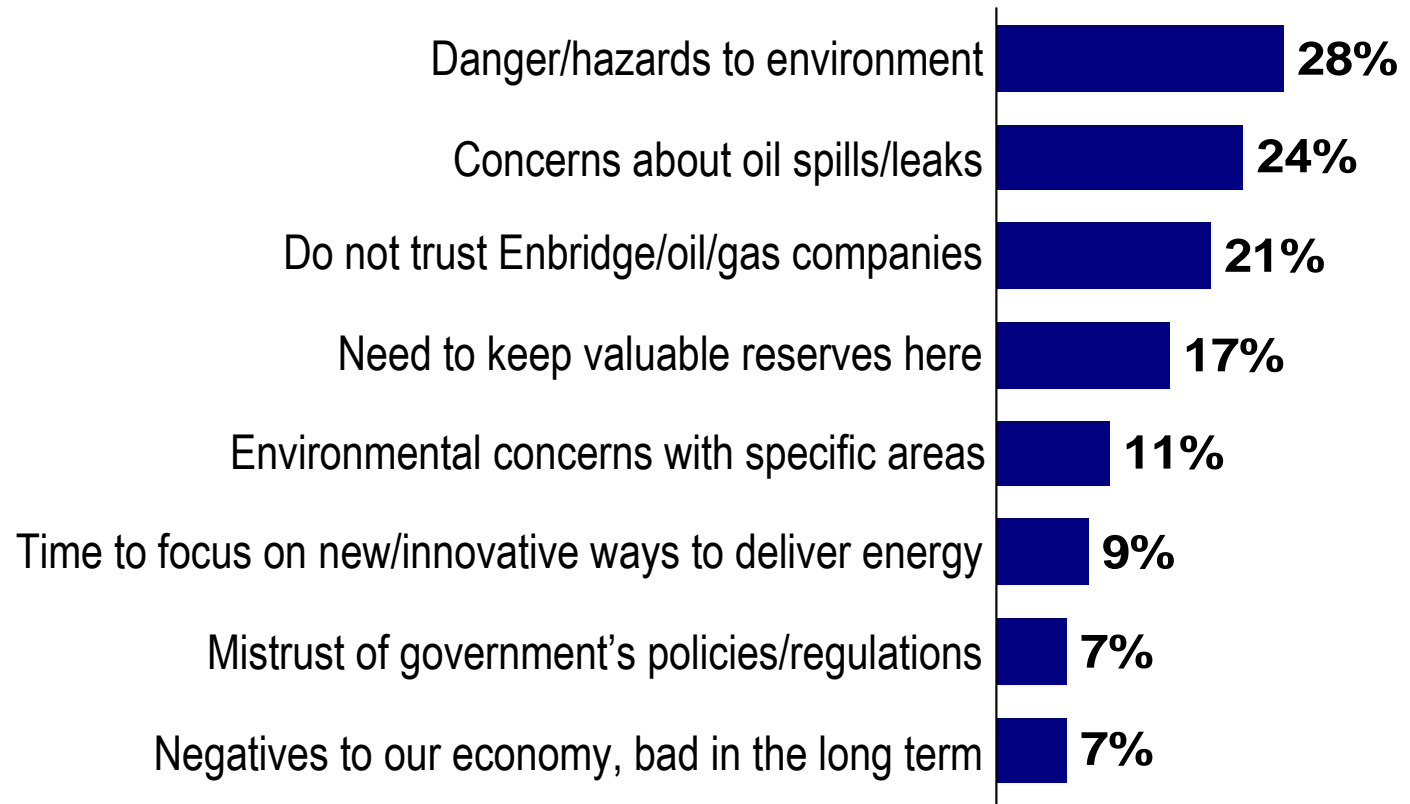
“As you may have heard, the Enbridge Northern Gateway Pipelines Project is a proposed pipeline that would export crude oil from Alberta to the west coast where it will be transported to Asian markets by oil tankers. Based on what you know, do you support or oppose the building of this pipeline?”

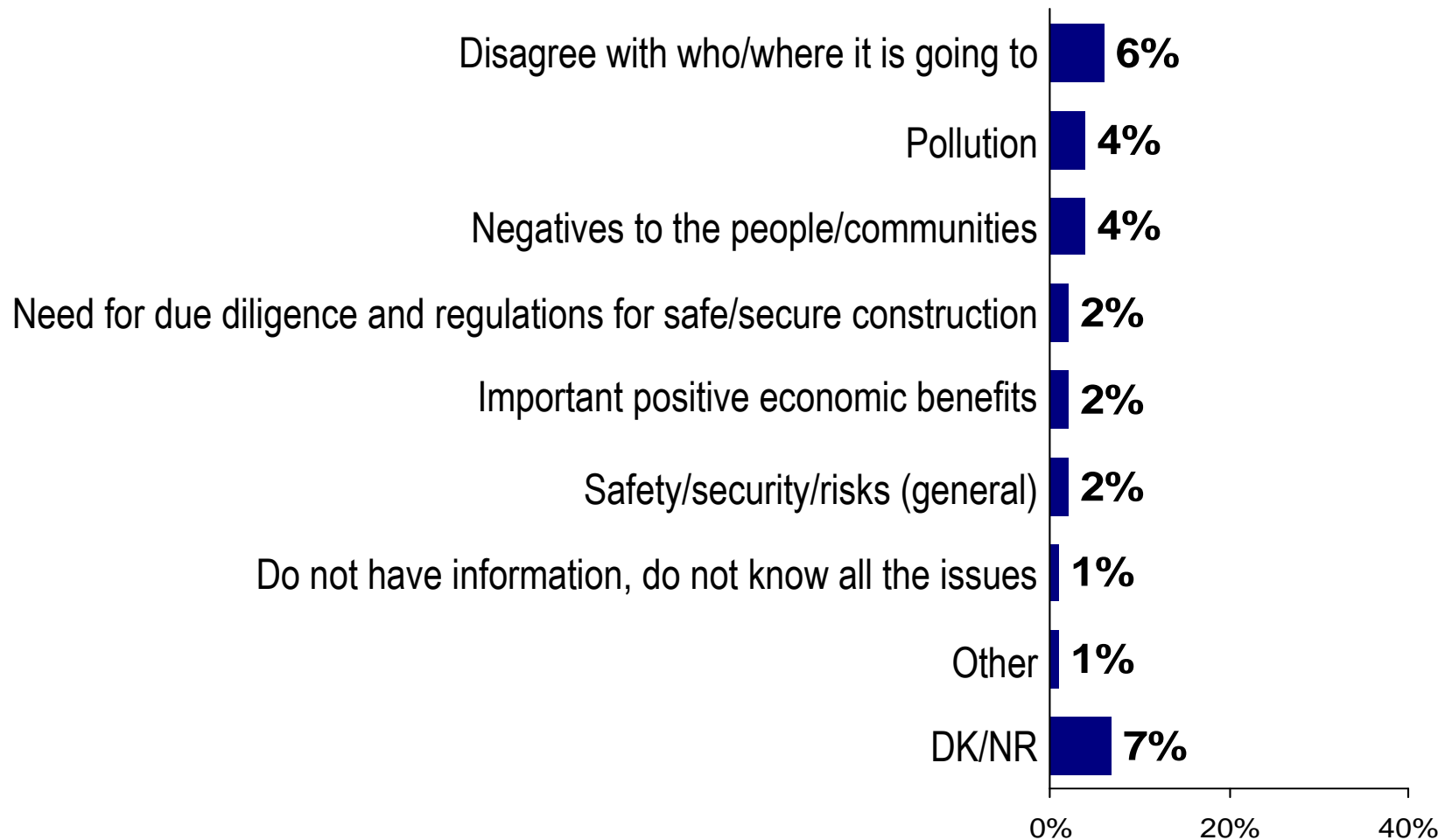


# Reasons for Opposing Enbridge Northern Gateway Project

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“Why do you say that?” [Open]

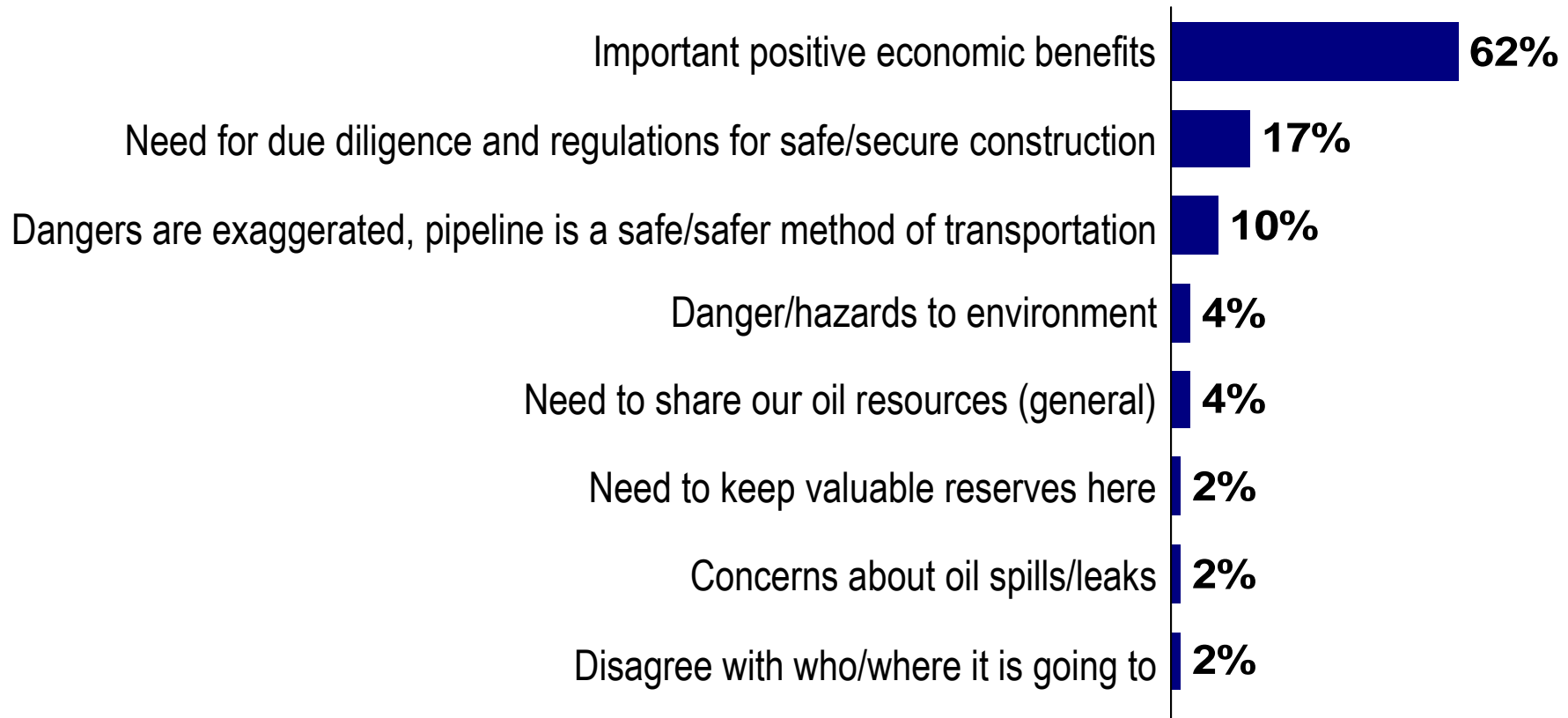


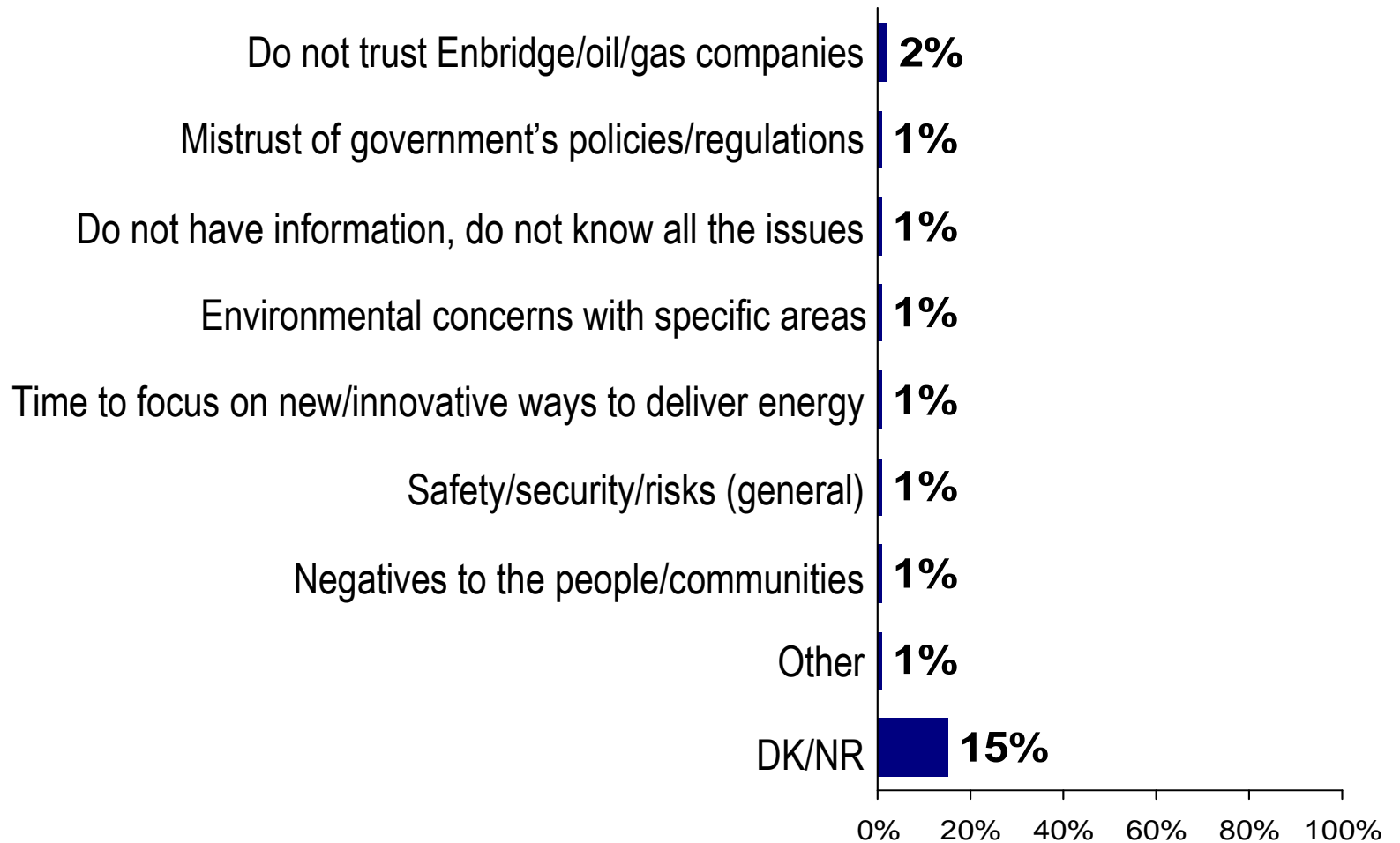


# Reasons for Supporting Enbridge Northern Gateway Project

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## “Why do you say that?” [Open]

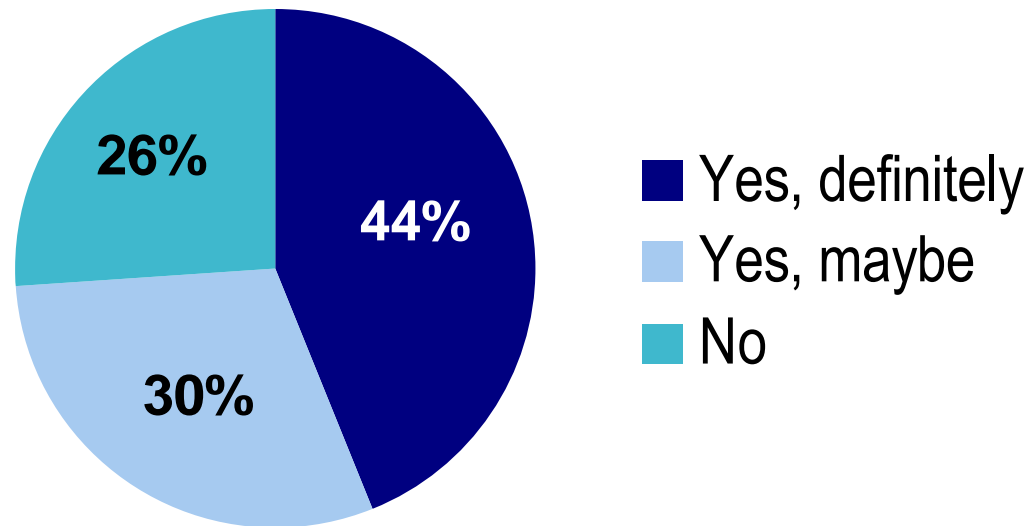




# Awareness of Sustainable Seafood

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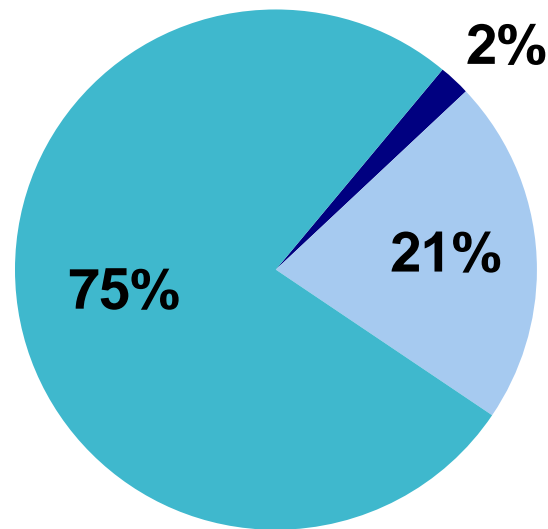
“Have you ever heard of the term “sustainable seafood”?”





# 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**

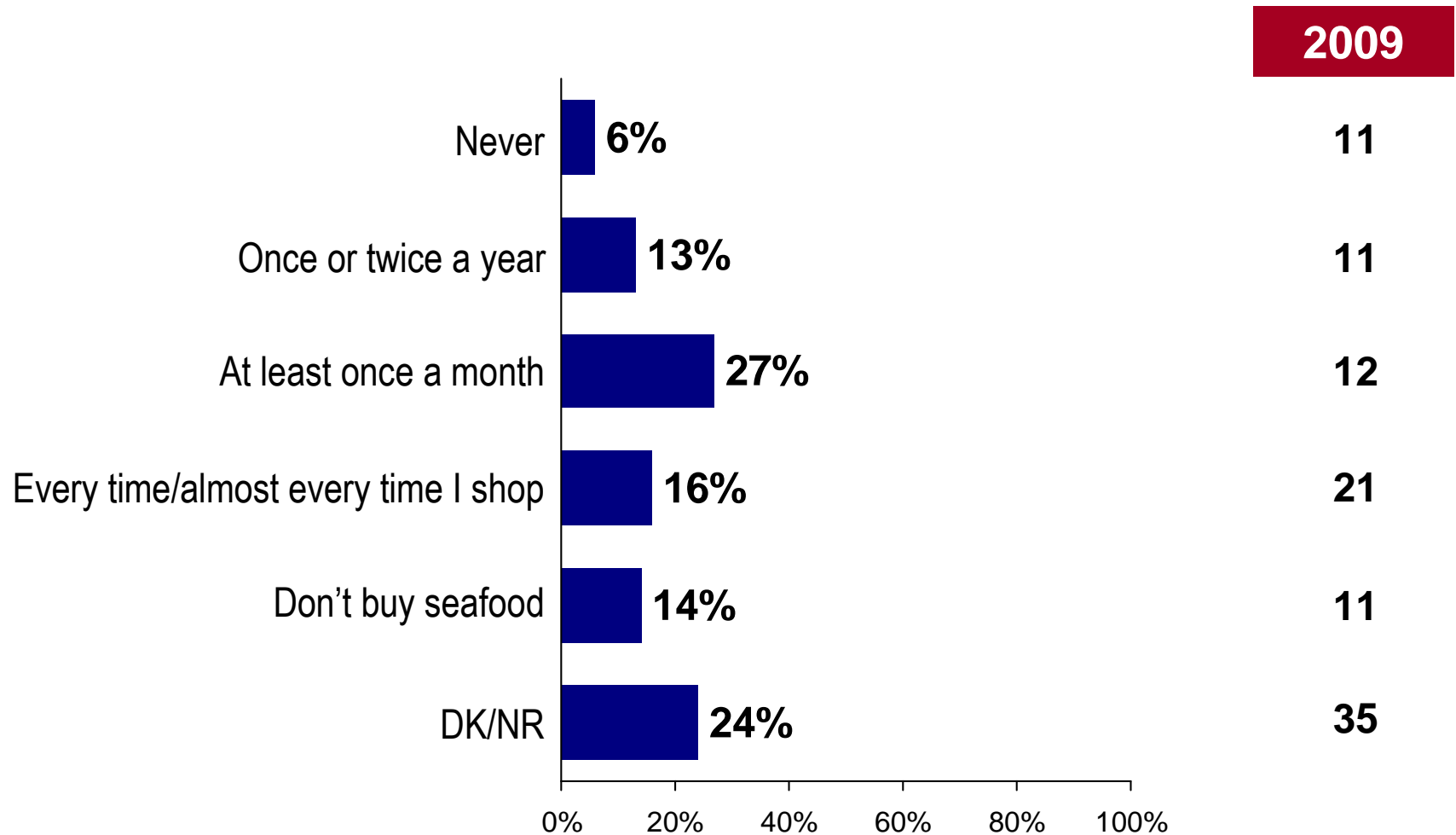
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# Propensity to Buy Sustainable Seafood

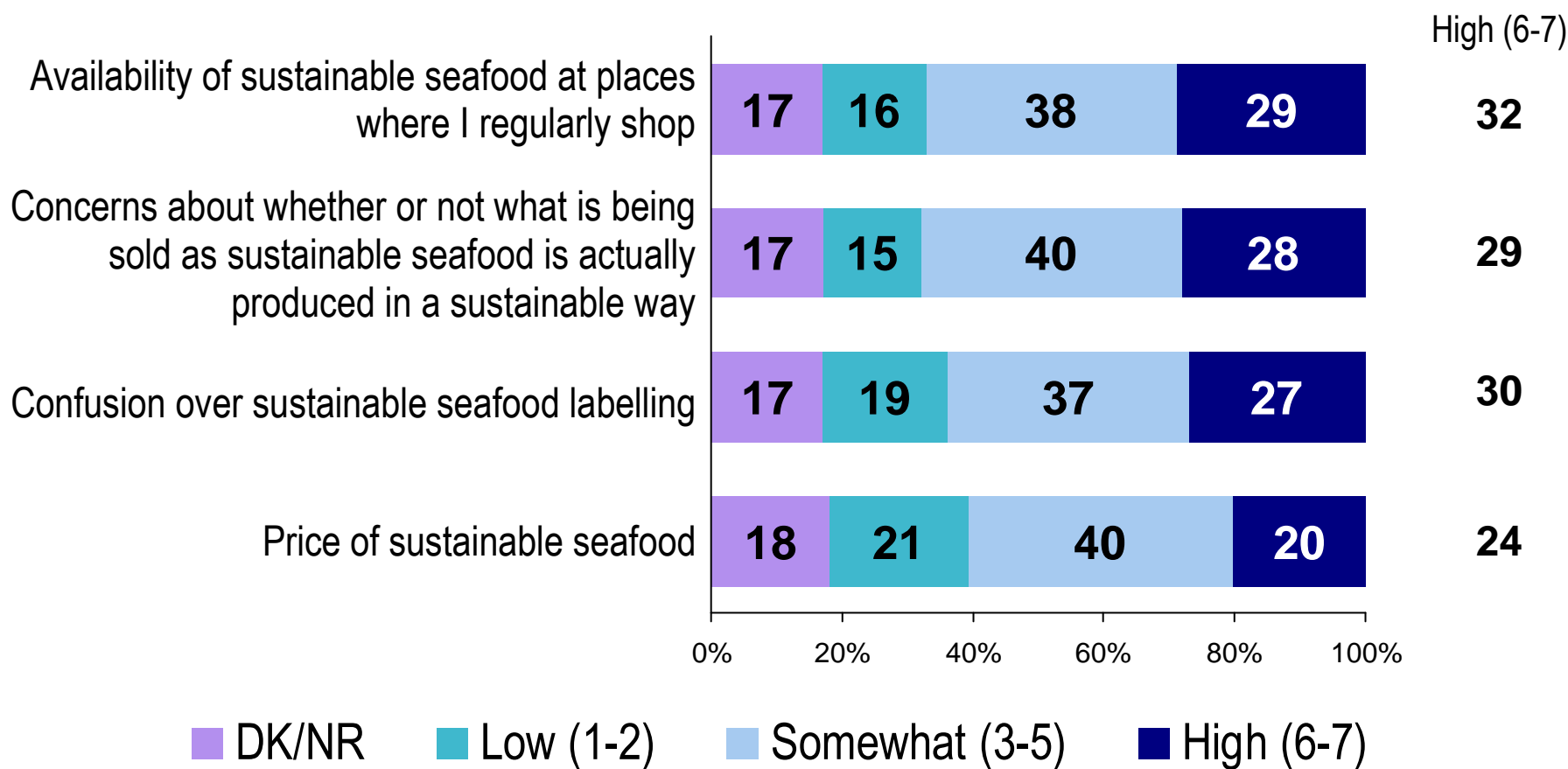
“How often do you buy sustainable seafood when grocery shopping?”



# Perceived Barriers to Purchasing Sustainable Seafood

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

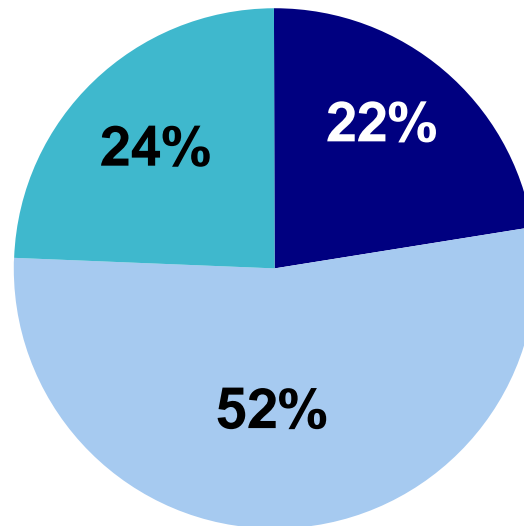
**2009**



# Familiarity with the WWF

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



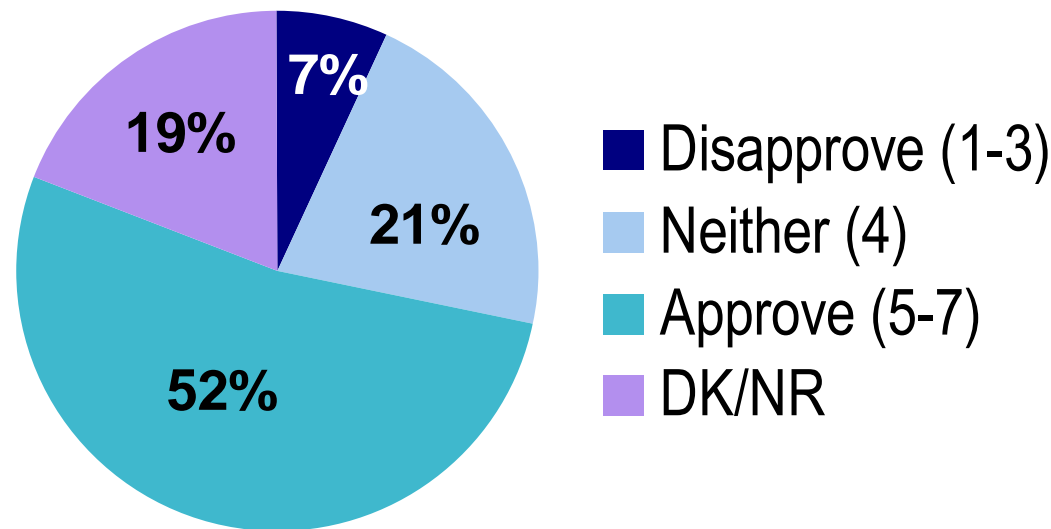
- Not familiar (1-2)
- Somewhat (3-5)
- Familiar (6-7)

# Approval of WWF

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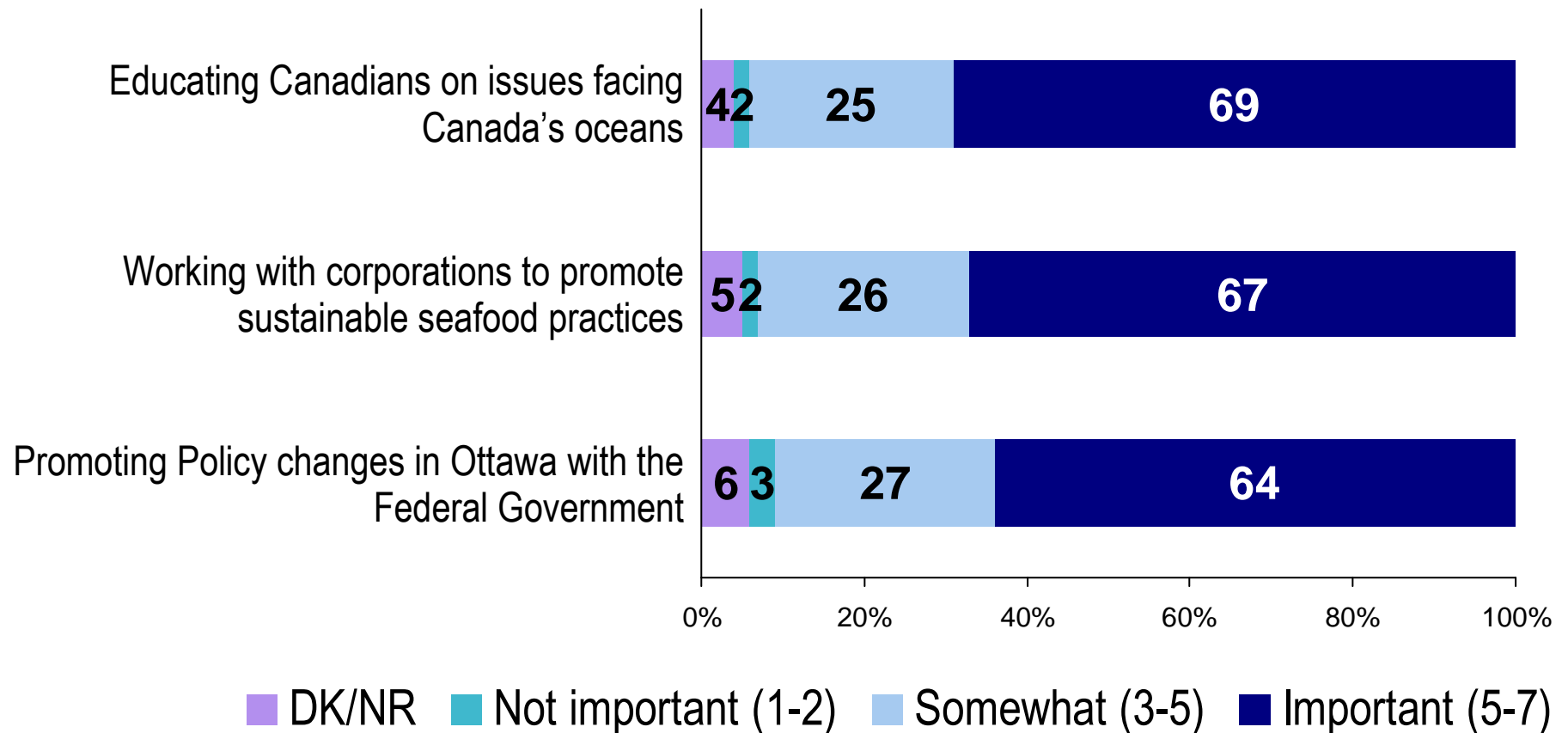
**“The World Wildlife Fund of Canada is one of Canada's largest conservation organizations and is a member of the WWF global network. Its mission includes contributing to the protection, management, and restoration of the environment.**

**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?”**



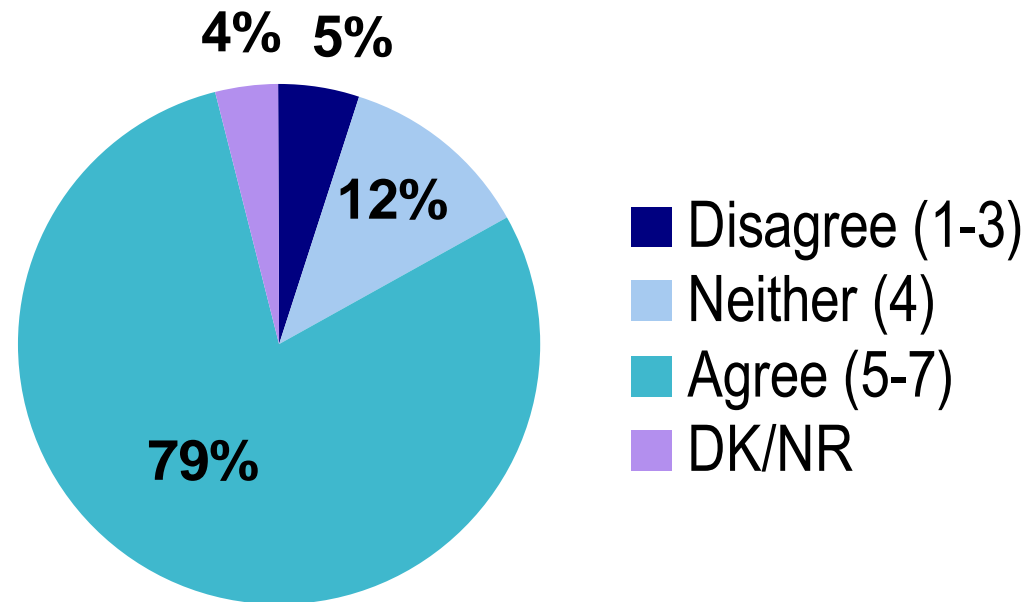
# Importance of WWF's Mandate

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



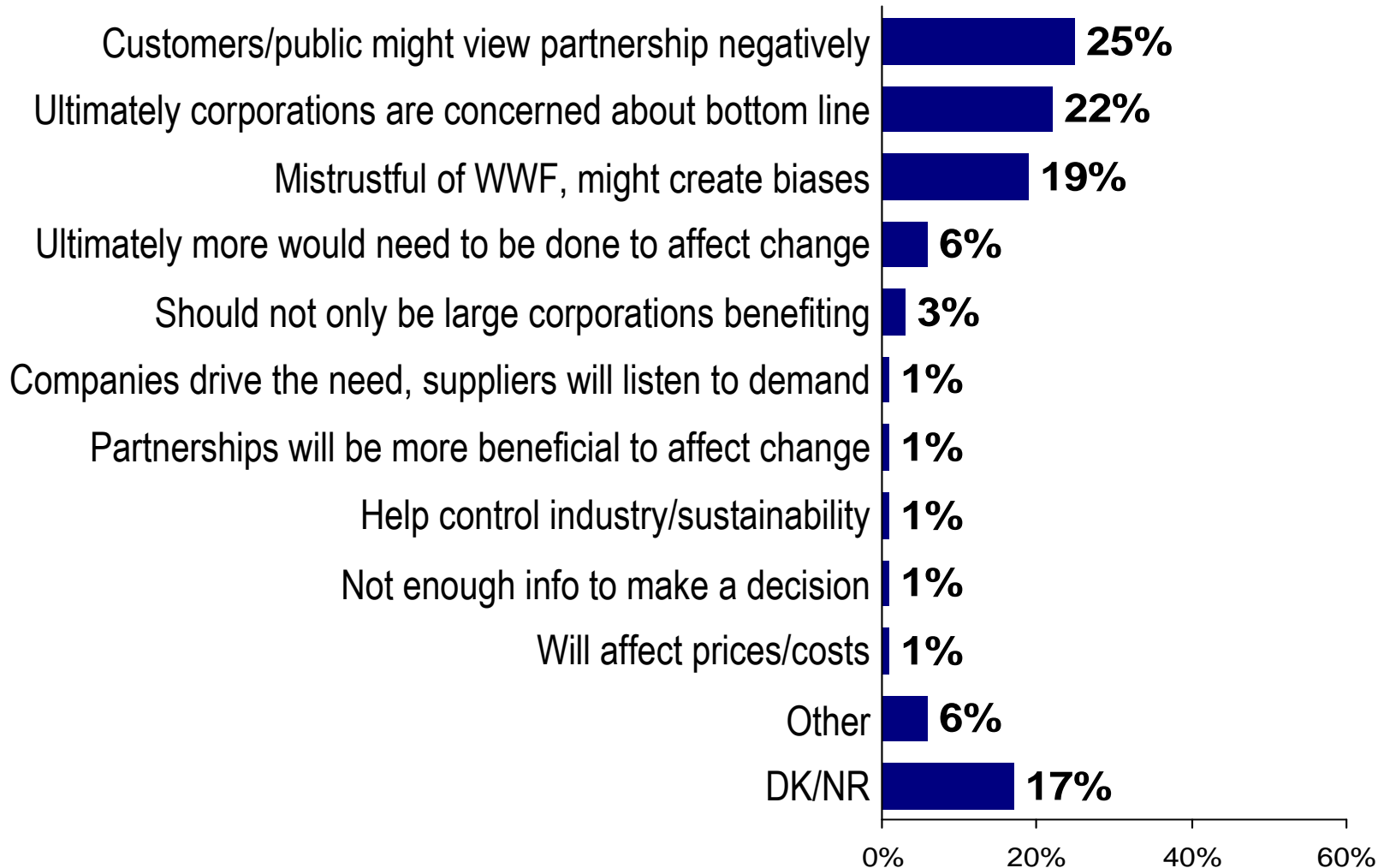
# Support for Corporate Partnerships

“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?”



# Reasons for Opposing Corporate Partnerships

## “Why do you say that?” [Open]

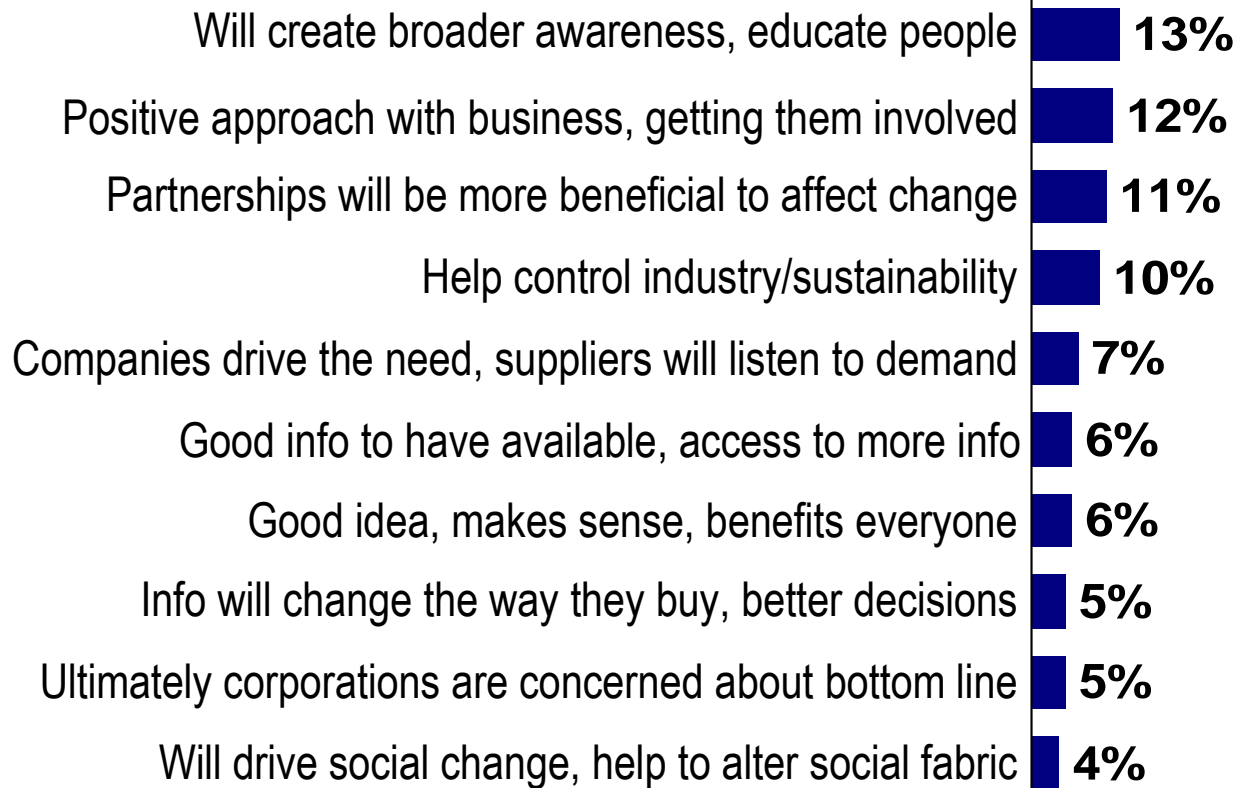


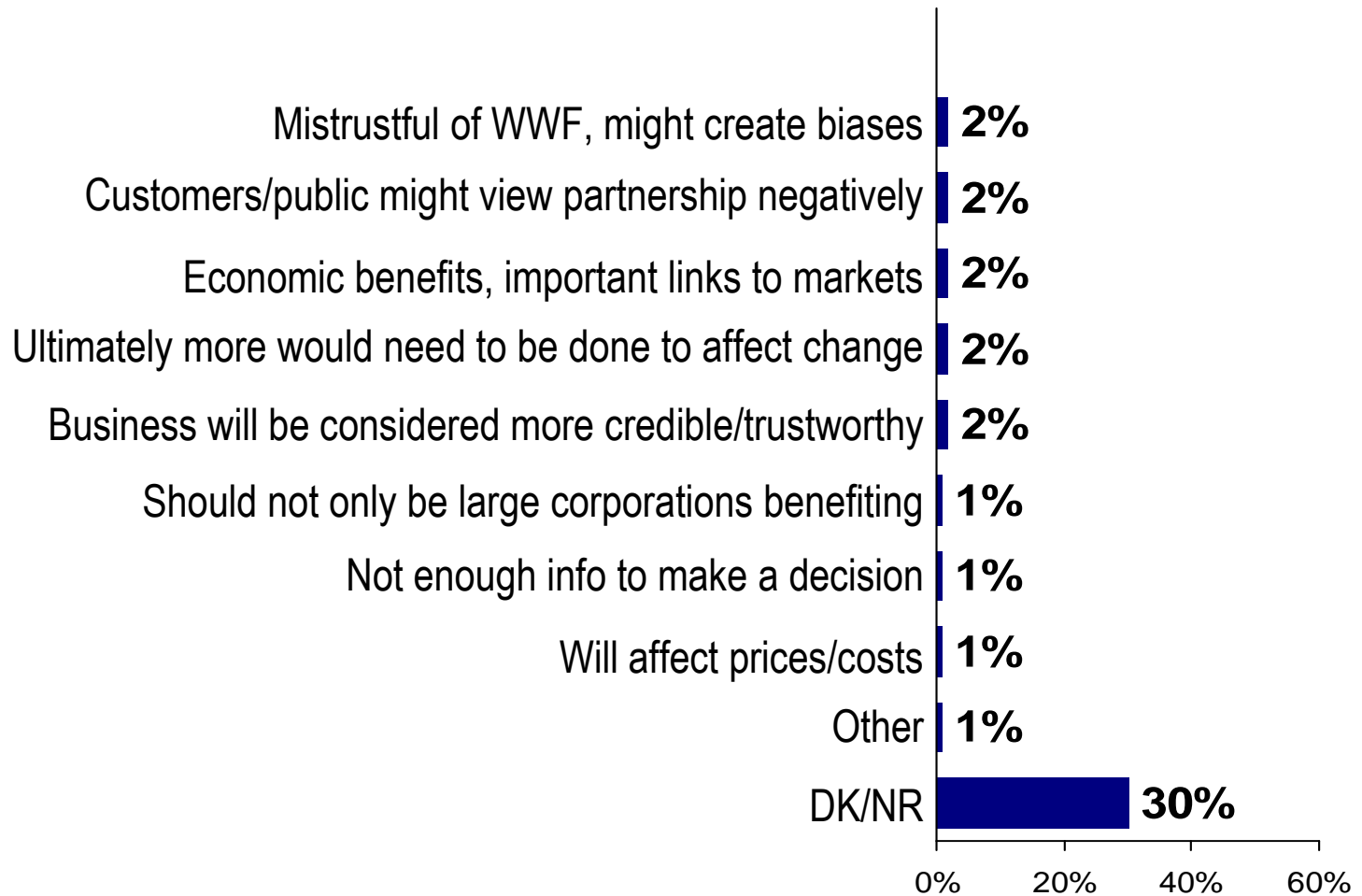


# Reasons for Supporting Corporate Partnerships

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## “Why do you say that?” [Open]

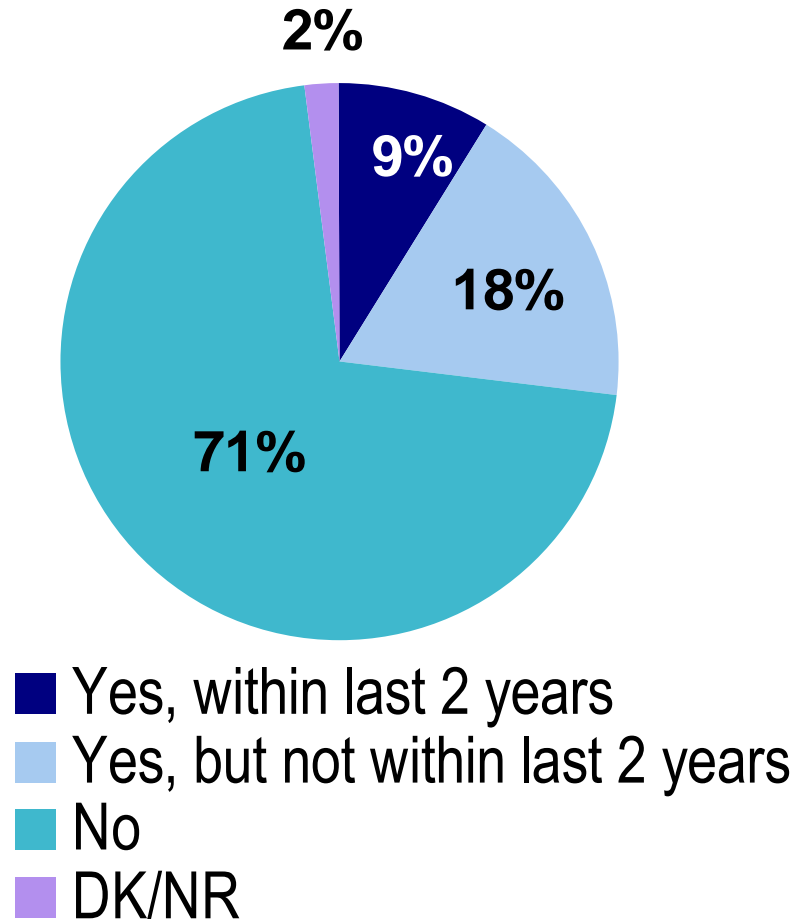




# Involvement with the WWF

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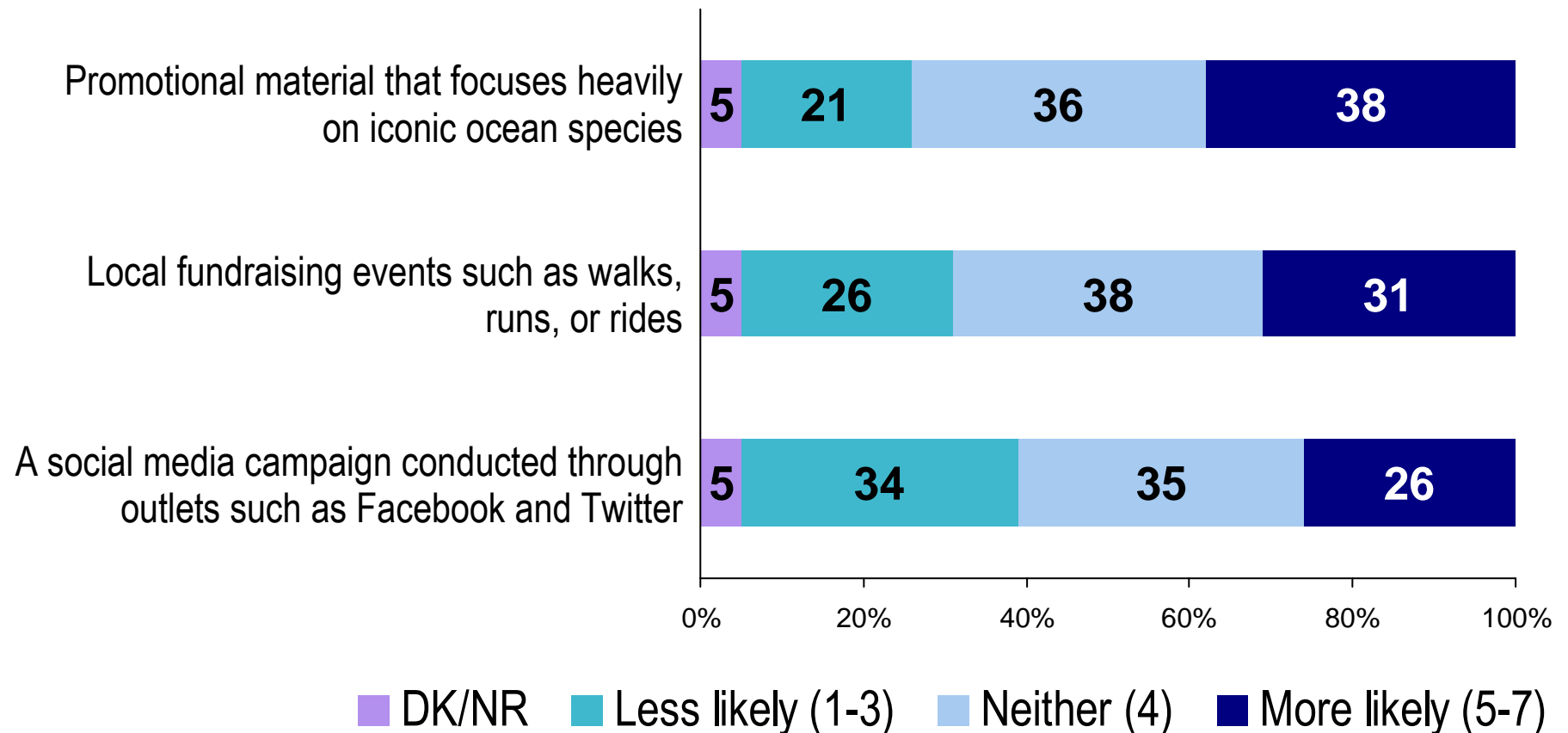
“Have you ever been involved with the World Wildlife Fund, either as a volunteer or a donor?”



Those aware of WWF

# 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?”



# Preferred Methods of Civic Engagement

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

