

OCEANA



OCEANA OMNIBUS QUESTIONS

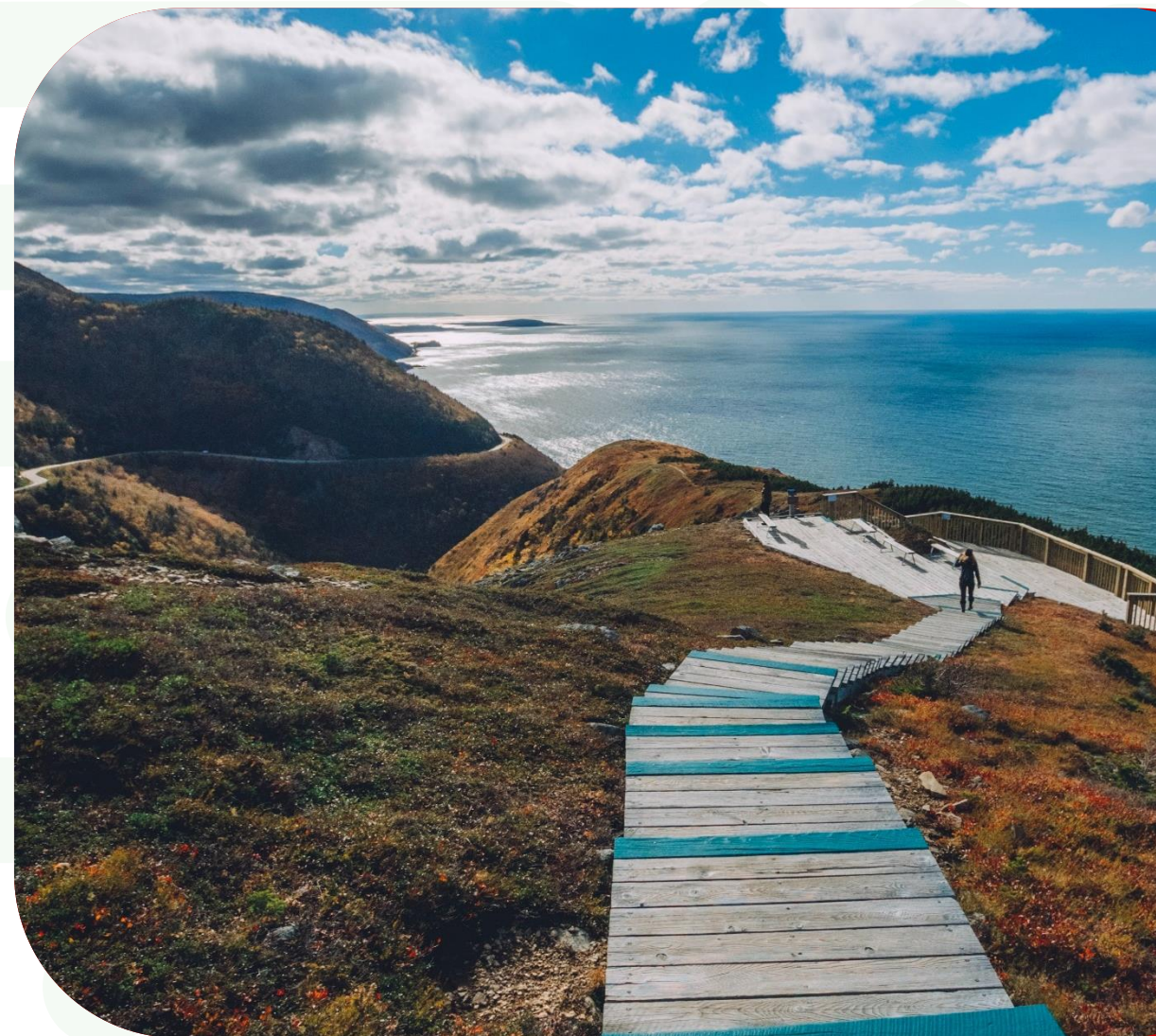
May 5th, 2023

METHODOLOGY

The survey was conducted with 1750 Canadian adults from April 28 to May 3, 2023. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.4%, 19 times out of 20.

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



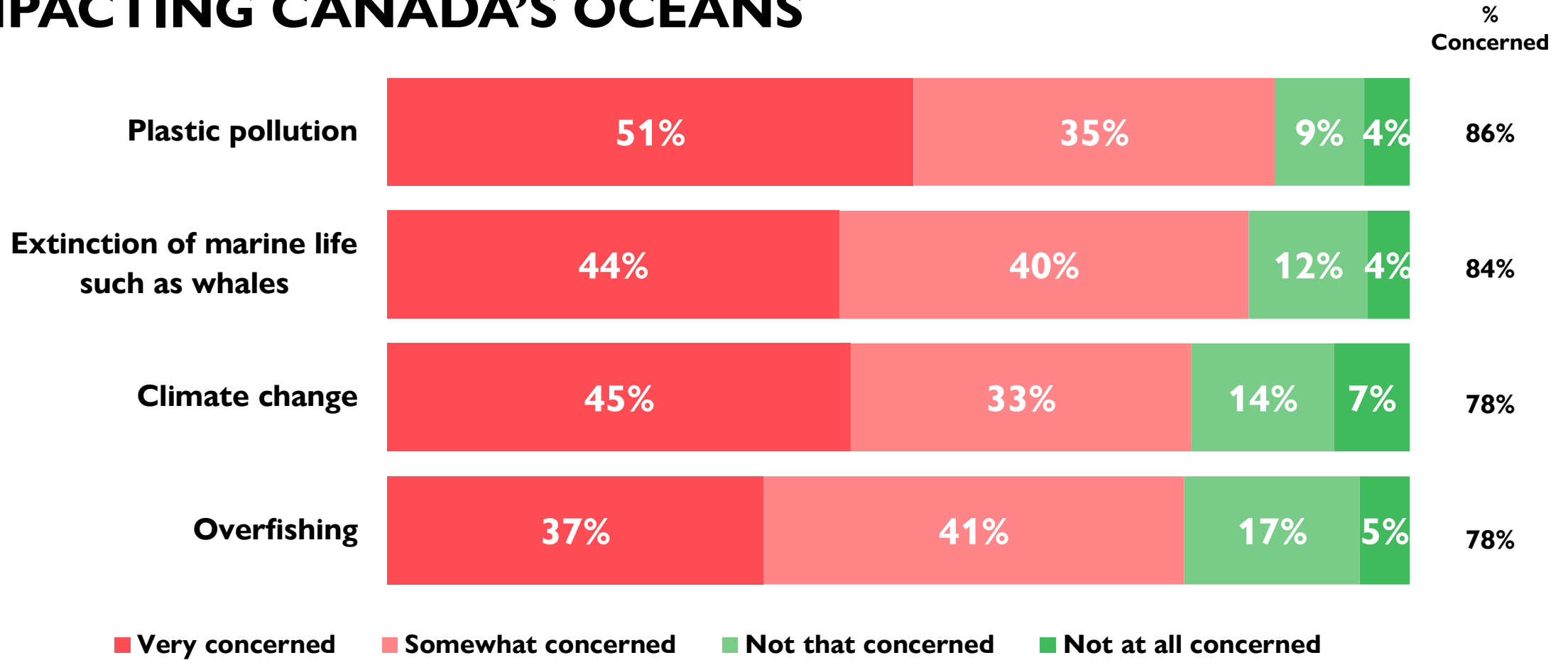
Executive Summary

1. A majority of Canadians are concerned about issues impacting Canada's oceans. Over three quarters say they are very/somewhat concerned about: plastic pollution, extinction of marine life such as whales, climate change and overfishing.
2. Unsurprisingly, Canadians want to see more government action on issues impacting our oceans. 90%+ say the Canadian government needs to take action against overfishing, preventing the extinction of marine life and doing more to address single-use plastic pollution.
3. Canadians are concerned and want action taken on issues impacting the oceans because Canadians value our oceans. 91% say the ocean plays an important role in the health of our environment, 91% say the ocean plays an important role in the economy of many communities in Canada. 71% (29% definitely/ 42% somewhat) feel a personal connection to the oceans in Canada.



How concerned, if at all, are you about the impact of the following on Canada's oceans?

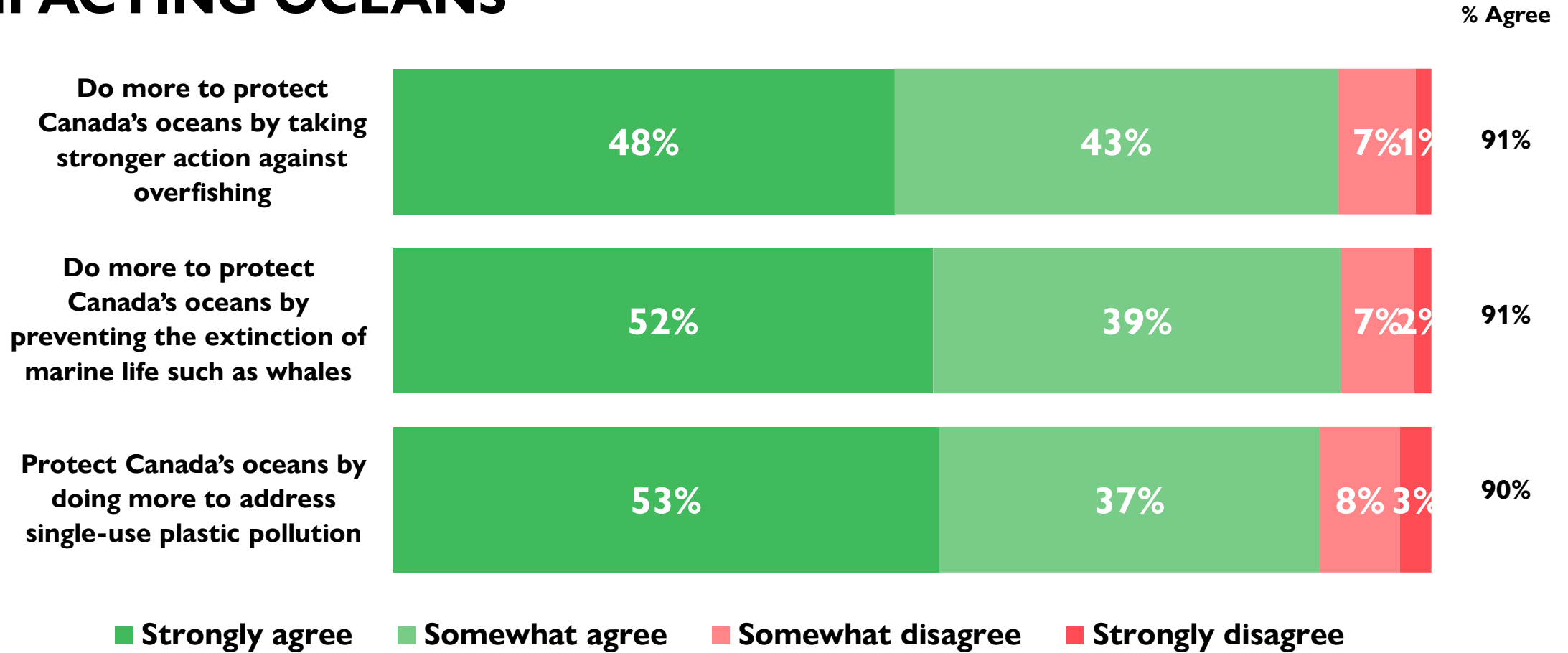
MAJORITY OF CANADIANS ARE CONCERNED ABOUT ISSUES IMPACTING CANADA'S OCEANS





Do you agree or disagree with the following statements? The Canadian government...

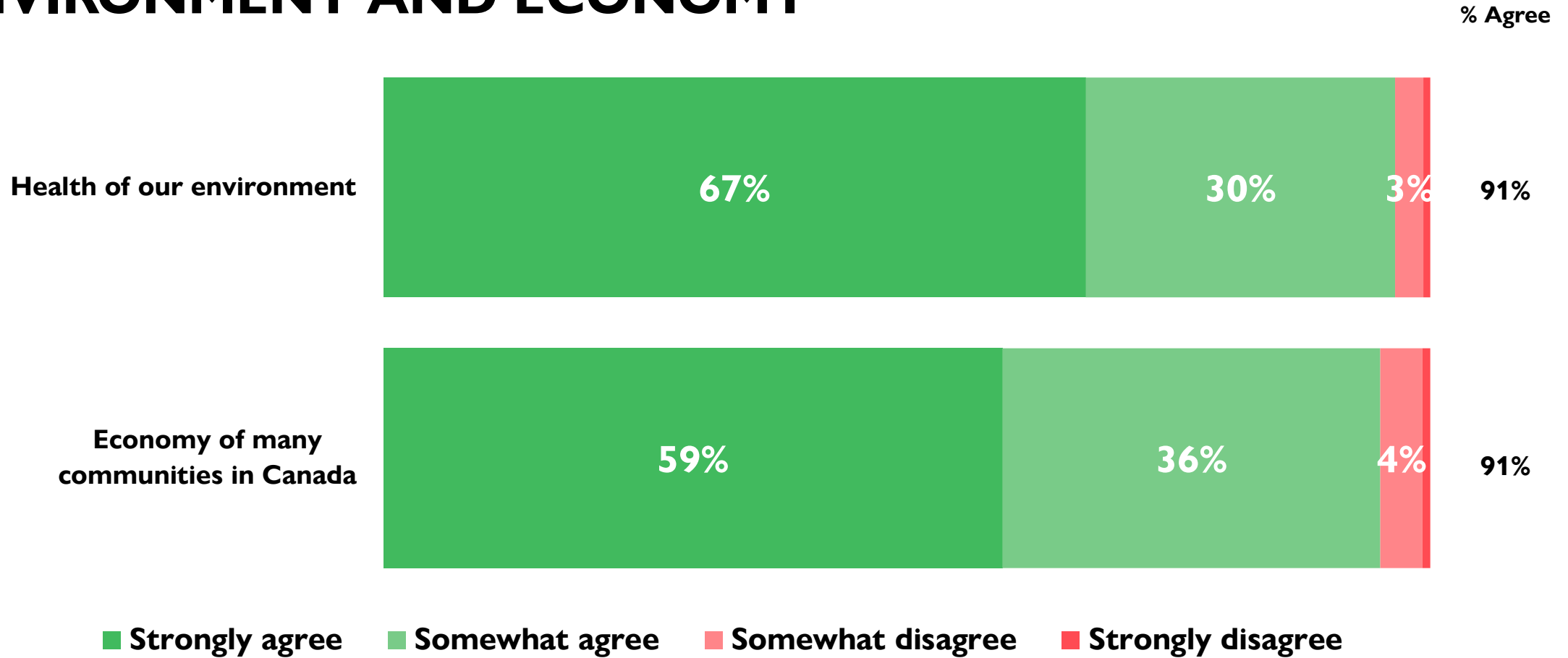
CANADIANS WANT TO SEE MORE ACTION ON ISSUES IMPACTING OCEANS





Do you agree or disagree with the following statements? The ocean plays an important role in....

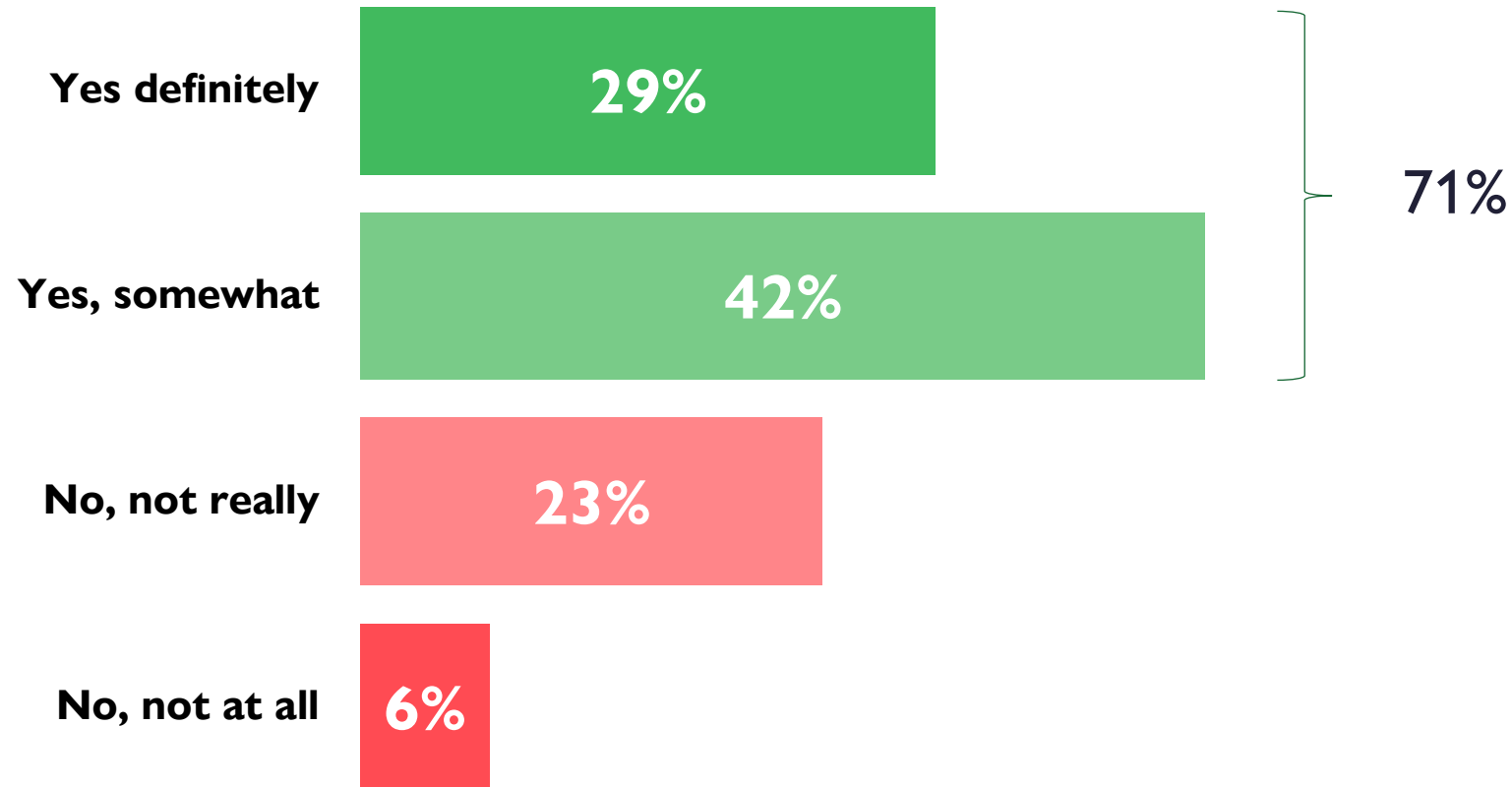
STRONG MAJORITY AGREE OCEANS ARE IMPORTANT FOR ENVIRONMENT AND ECONOMY





Would you say you feel connected to the oceans in Canada, for example, through recreation, fishing, seafood, income, culture and/or concern for the environment?

MAJORITY FEEL A PERSONAL CONNECTION TO THE OCEANS IN CANADA



APPENDIX

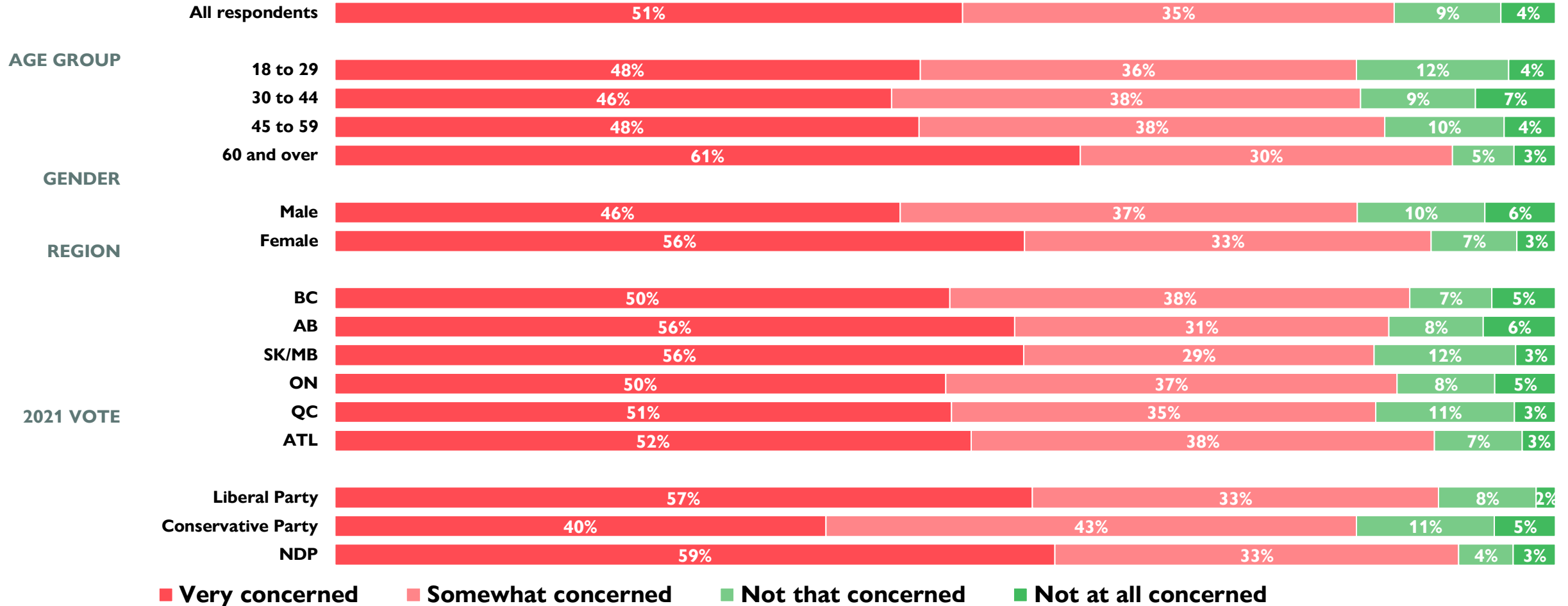




How concerned, if at all, are you about the impact of the following on Canada's oceans?

CONCERN WITH IMPACT ON CANADA'S OCEANS

PLASTIC POLLUTION

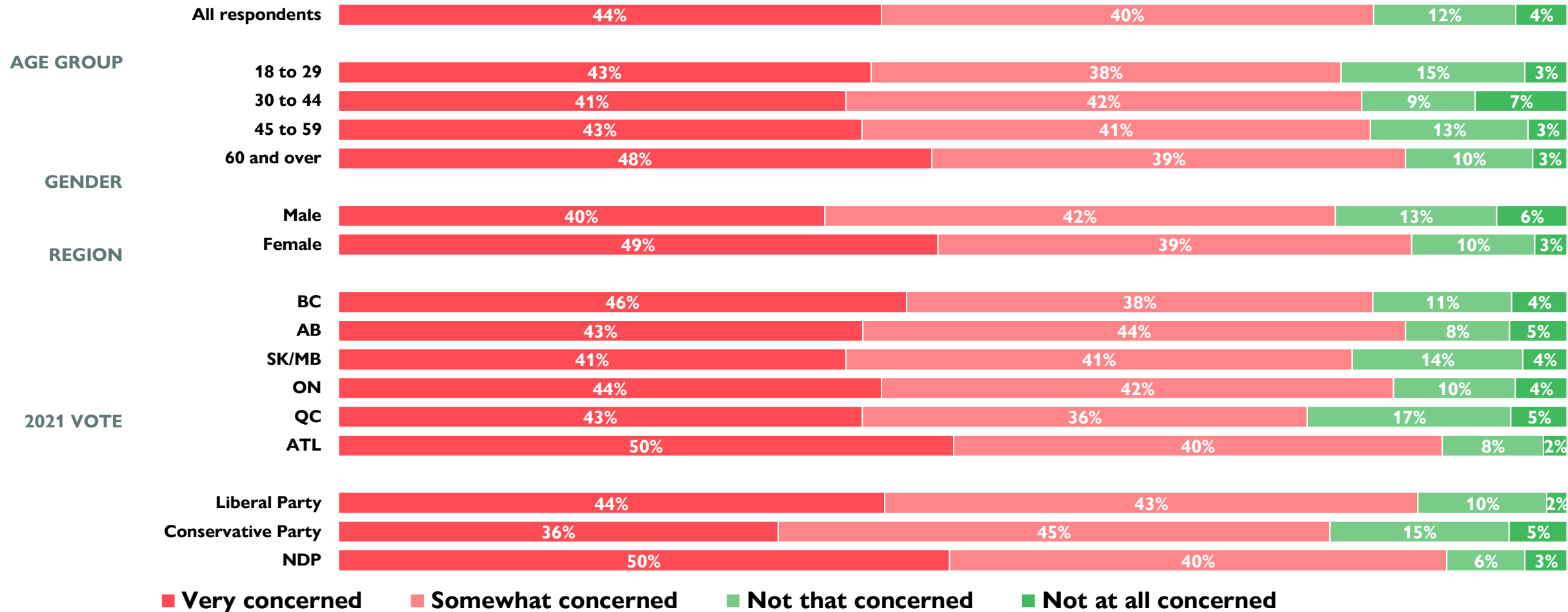




How concerned, if at all, are you about the impact of the following on Canada's oceans?

CONCERN WITH IMPACT ON CANADA'S OCEANS

EXTINCTION OF MARINE LIFE

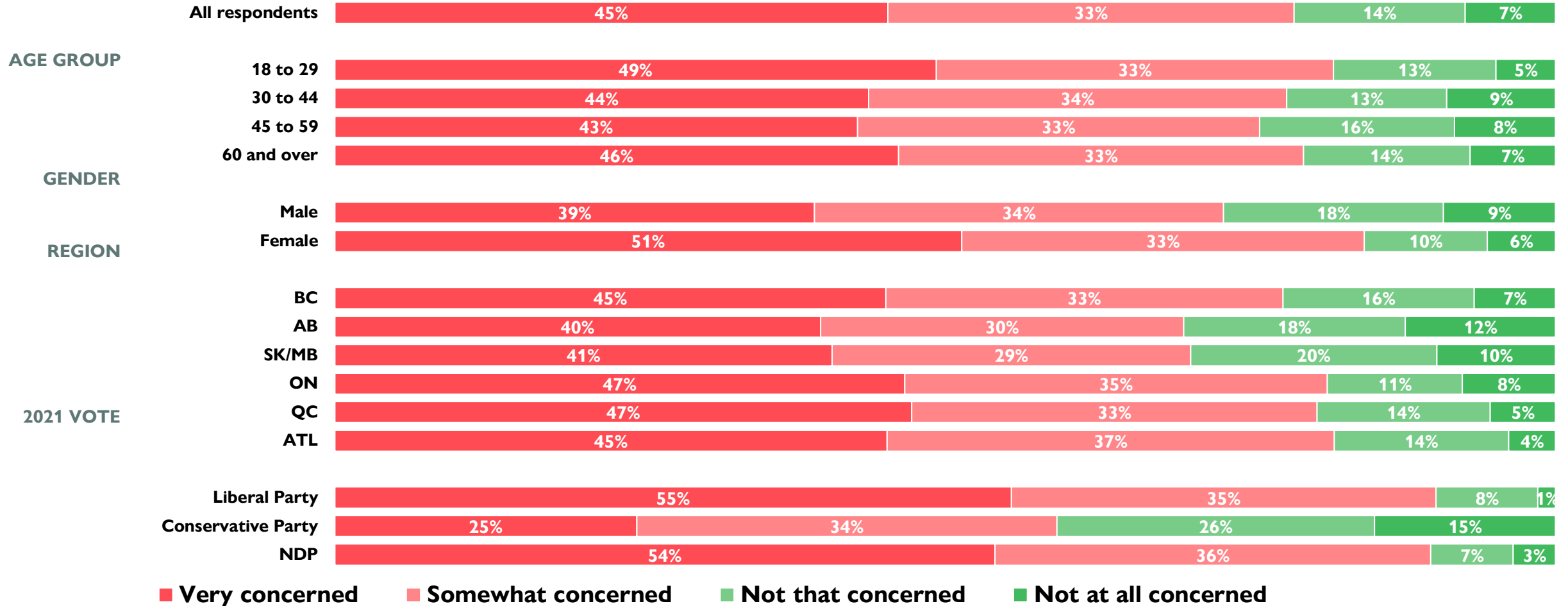




How concerned, if at all, are you about the impact of the following on Canada's oceans?

CONCERN WITH IMPACT ON CANADA'S OCEANS

CLIMATE CHANGE

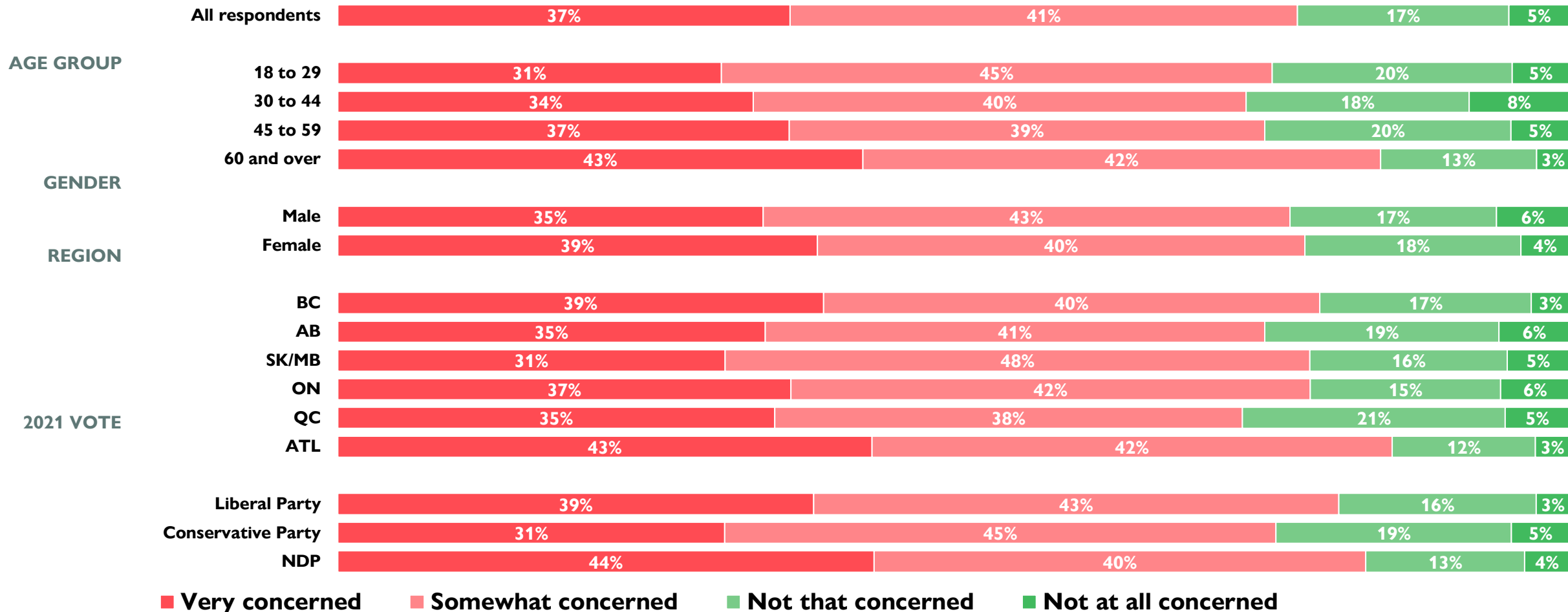




How concerned, if at all, are you about the impact of the following on Canada's oceans?

CONCERN WITH IMPACT ON CANADA'S OCEANS

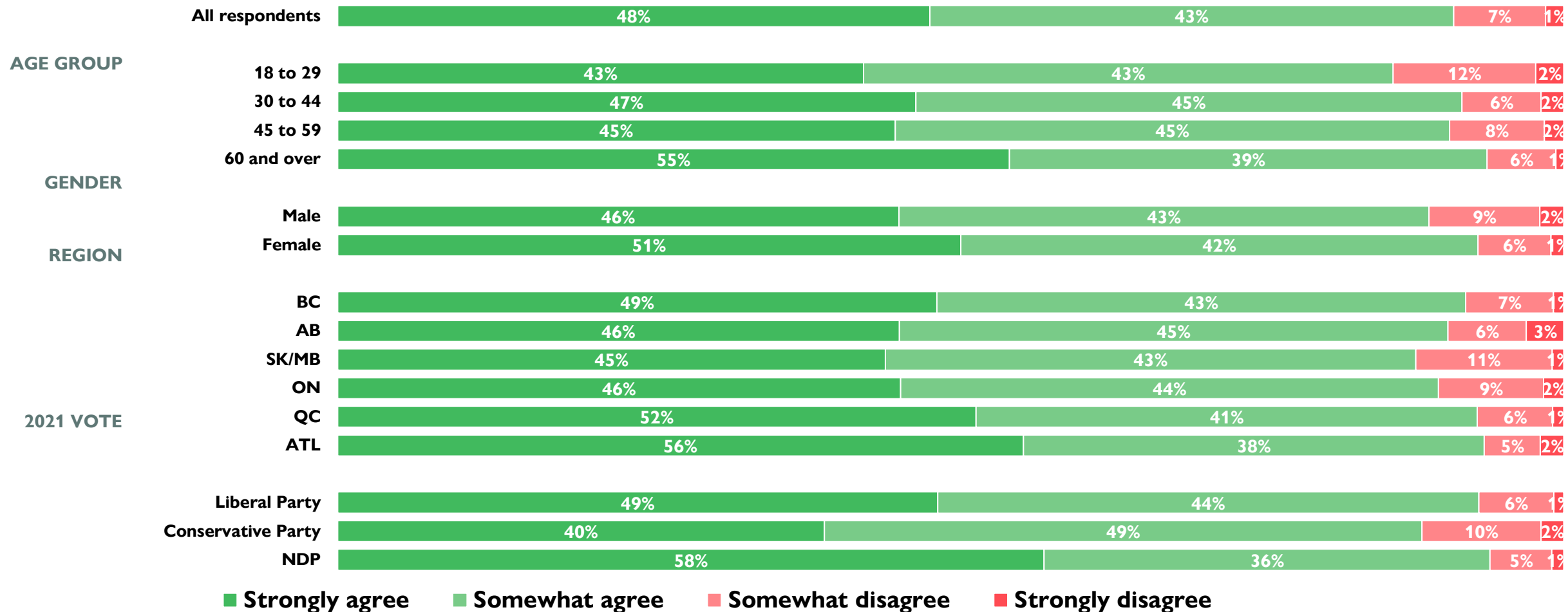
OVERFISHING





Do you agree or disagree with the following statements?

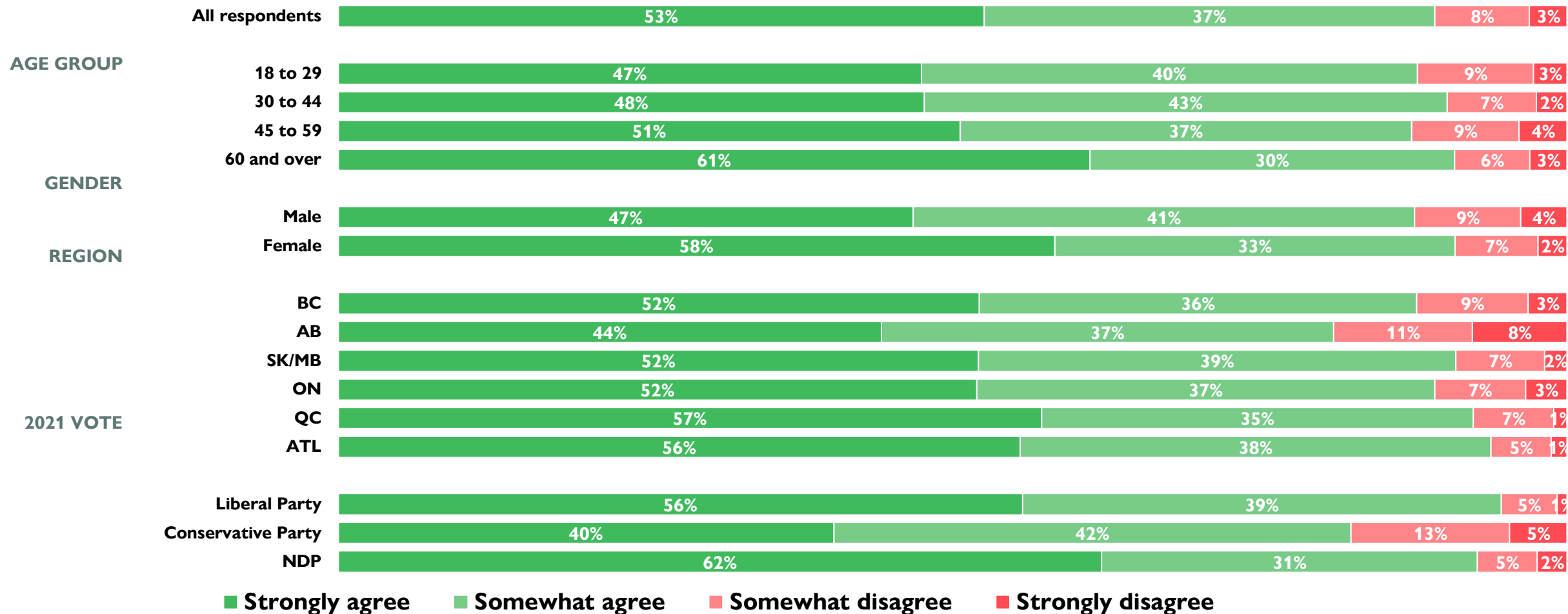
THE CANADIAN GOVERNMENT NEEDS TO DO MORE TO PROTECT CANADA'S OCEANS BY TAKING STRONGER ACTION AGAINST OVERFISHING





Do you agree or disagree with the following statements?

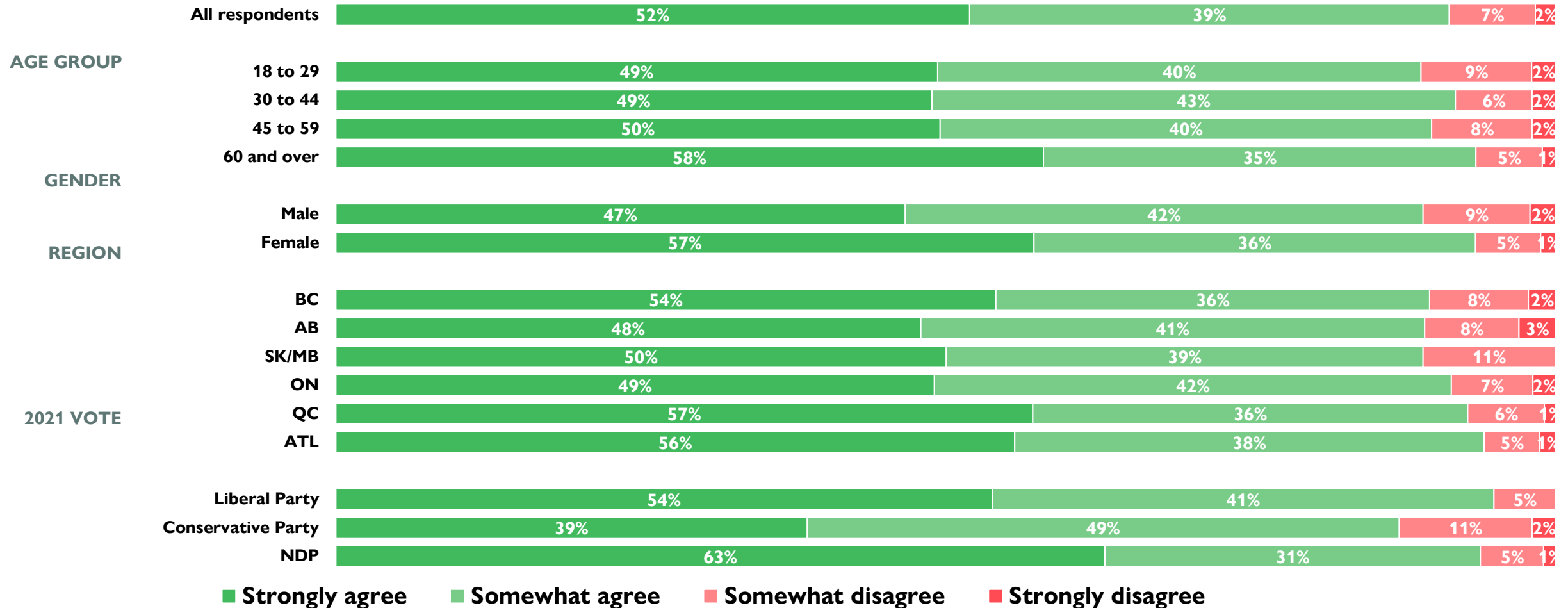
THE CANADIAN GOVERNMENT NEEDS TO DO MORE TO PROTECT CANADA'S OCEANS BY PREVENTING THE EXTINCTION OF MARINE LIFE SUCH AS WHALES





Do you agree or disagree with the following statements?

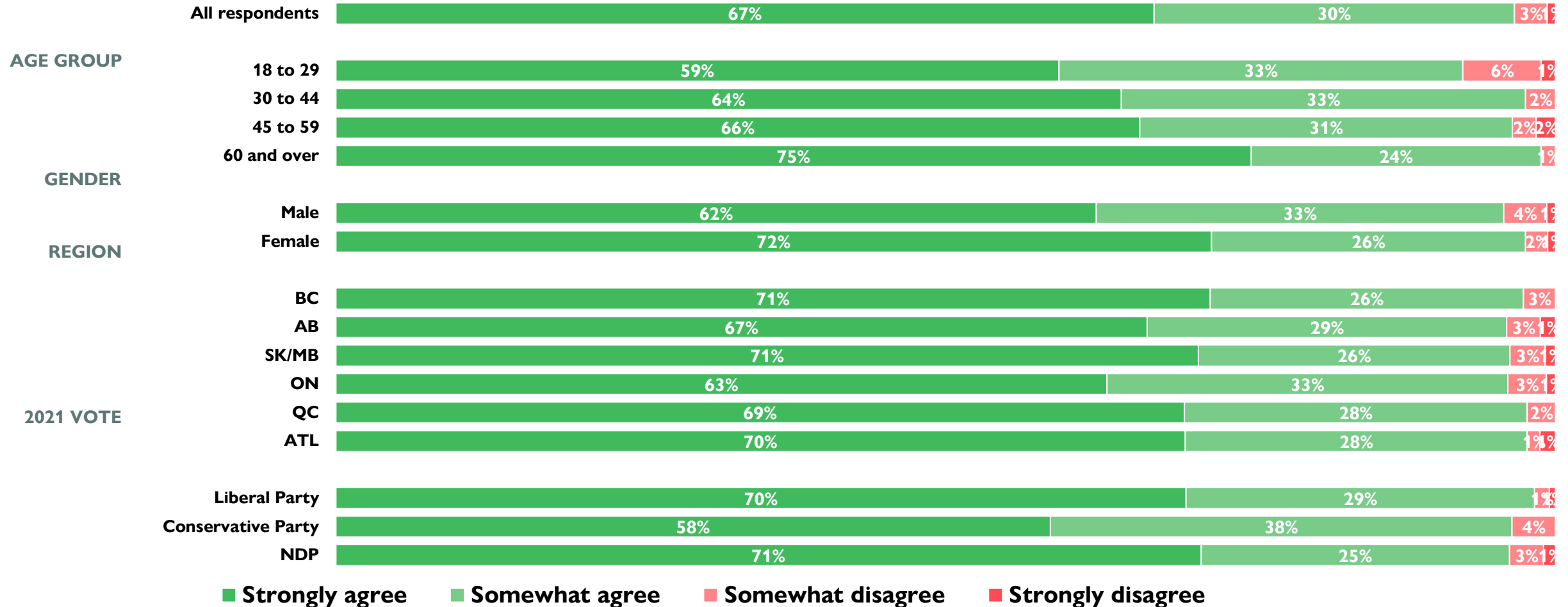
THE CANADIAN GOVERNMENT NEEDS TO PROTECT CANADA'S OCEANS BY DOING MORE TO ADDRESS SINGLE-USE PLASTIC POLLUTION





Do you agree or disagree with the following statements?

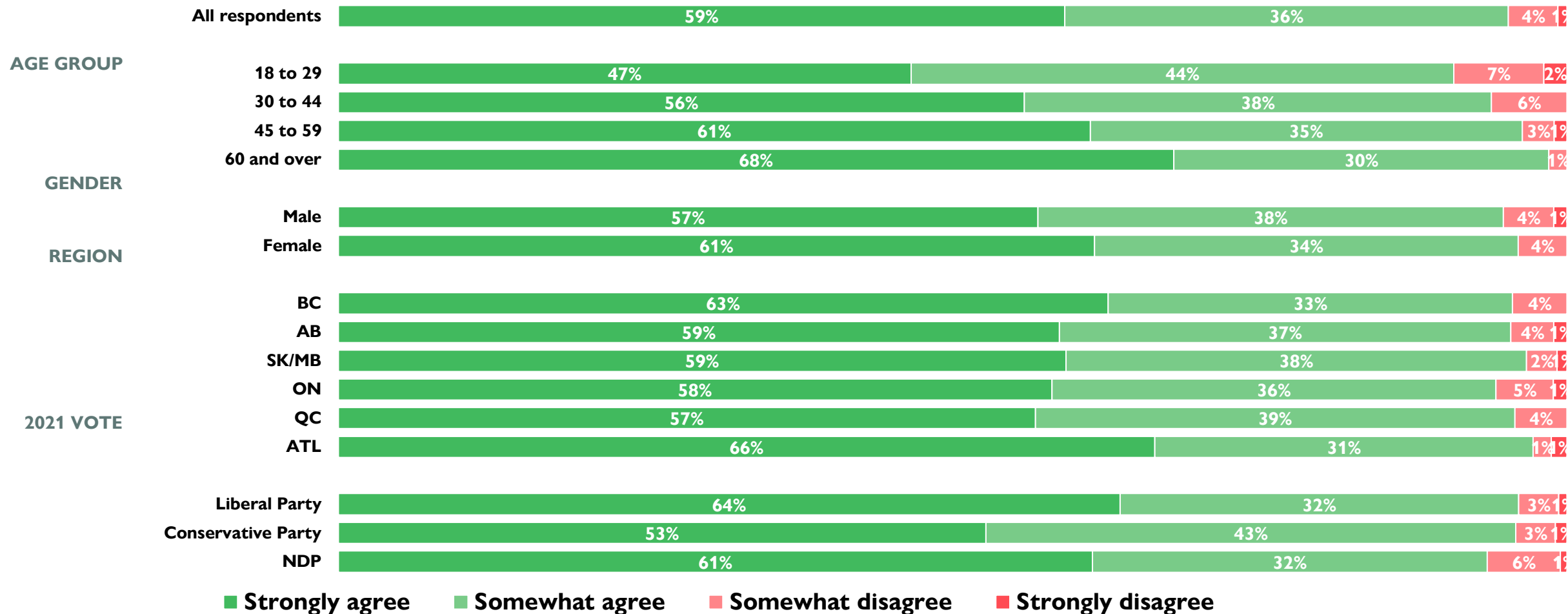
THE OCEAN PLAYS AN IMPORTANT ROLE IN THE HEALTH OF OUR ENVIRONMENT





Do you agree or disagree with the following statements?

THE OCEAN PLAYS AN IMPORTANT ROLE IN THE ECONOMY OF MANY COMMUNITIES IN CANADA





Would you say you feel connected to the oceans in Canada, for example, through recreation, fishing, seafood, income, culture and/or concern for the environment?

FEELING CONNECTED TO THE OCEANS IN CANADA

