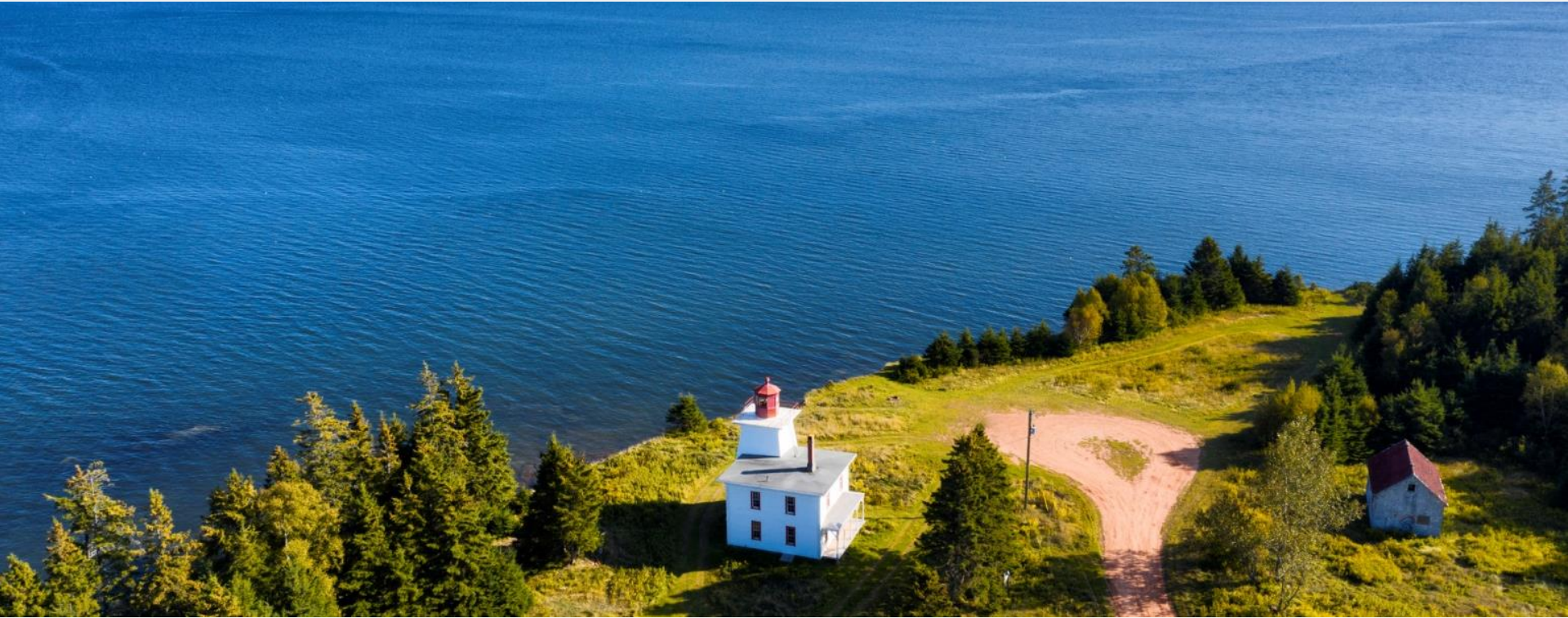


# Large majority of Canadians agree that the ocean plays an important role in Canada's economy and would like Canada to be an international leader in ocean protection

COLC Survey | Summary

Conducted by Nanos for Canadian Ocean Literacy Coalition, December 2019  
Submission 2019-1512




Canadian  
Ocean Literacy  
Coalition



Just over nine in ten Canadians agree that the ocean plays an important role in Canada's economy, while over four in five agree they would like Canada to be an international leader in ocean protection. A majority of Canadians say they have learned about the ocean through the media, and by visiting the ocean. Three in four Canadians at least agree they are willing to make lifestyle changes to support ocean health.


## Perceptions of Canada's Coasts



Canadians most frequently say they are personally prepared to stop or cut back on their use of plastic to keep the oceans on Canada's coasts healthy

- **Canadians value biodiversity/aquatic life most when it comes to Canada's coastal oceans** – When asked what they value, if anything, about the oceans on Canada's coasts, Canadians most frequently mentioned biodiversity/aquatic life (18%), followed by aesthetics/scenery/beauty (16%). Economic and livelihood value (fisheries) (14%), and cleanliness (11%) while twelve per cent are unsure.
- **Canadians most frequently mention ocean pollution from sewage and garbage as a concern they have about threats to Canada's coasts** – When asked what concerns they have, if any, about threats to the oceans on Canada's coasts, ocean pollution from sewage, garbage was most frequently mentioned by Canadians (38%), followed by overfishing and threats to marine life (14%). Third most frequently mentioned was climate change/rising water levels (10%).
- **Reducing ocean pollution and stricter regulations were most frequently mentioned by Canadians as what we need to do collectively to keep Canada's coast oceans healthy** – When asked what they think we need to collectively do to keep the oceans on Canada's coasts healthy, Canadians most frequently mentioned reducing ocean pollution/avoiding throwing waste into the oceans (17%), followed by stricter regulations/fine polluters/stronger government involvement (16%). Third most frequently mentioned was reduce/ban plastic usage (8%).
- **Canadians most frequently say they are personally prepared to stop or cut back on their use of plastic and reduce waste/recycle to keep the oceans on Canada's coasts healthy** – When asked what they are prepared to do personally to keep the oceans on Canada's coasts healthy, respondents most frequently mentioned stop/cut back on using plastic (17%), followed by reduce my waste/recycle (16%). Third most frequently mentioned was take political action (7%).






Three in four  
Canadians at  
least agree they  
are willing to  
make lifestyle  
changes to  
support ocean  
health

## Canadians and the ocean

- **Just over nine in ten Canadians agree or strongly agree that the ocean plays an important role in Canada's economy** – Fifty-three per cent of Canadians strongly agree that the ocean plays an important role in Canada's economy, while 38 per cent agree. One per cent say they disagree and less than one per cent say they strongly disagree. Six per cent neither agree nor disagree, and two per cent are unsure.
- **Over half of Canadians strongly agree that they would like Canada to be an international leader in ocean protection** – Fifty-four per cent of Canadians strongly agree that they would like Canada to be an international leader in ocean protection, while 28 per cent agree. Three per cent say they disagree and two per cent say they strongly disagree. Thirteen per cent neither agree nor disagree and one per cent are unsure. Canadians that have visited the ocean in the past year are more likely to strongly agree (59% strongly agree) compared to Canadians that have not visited the ocean in the past year (48% strongly agree).
- **A majority of Canadians at least agree that Canada is an ocean nation** – Forty-three per cent of Canadians strongly agree that Canada is an ocean nation, while 35 per cent agree. Five per cent say they disagree and one per cent say they strongly disagree. Fourteen per cent neither agree nor disagree and three per cent are unsure. Canadians that have visited the ocean in the past year are more likely to strongly agree (51% strongly agree) compared to Canadians that have not visited the ocean in the past year (33% strongly agree).
- **Over a third of Canadians strongly agree they are willing to make lifestyle changes to support ocean health; two in five agree** – Thirty-six per cent of Canadians strongly agree that they are willing to make lifestyle changes to support ocean health, while 41 per cent agree. Three per cent say they disagree and three per cent say they strongly disagree. Fifteen per cent neither agree nor disagree and three per cent are unsure.



Over three in four Canadians mention they have learned about the ocean through the media

## Canadians and the ocean

- **Just over half of Canadians at least agree that their day-to-day actions impact the ocean** – Eighteen per cent of Canadians strongly agree that their day-to-day actions impact the ocean, while 34 per cent agree. Sixteen per cent say they disagree and eight per cent say they strongly disagree. Twenty per cent neither agree nor disagree and five per cent are unsure.
- **Canadians are split on the ocean directly influencing their day-to-day activities** – Just over one in three Canadians disagree that the ocean directly influences their day-to-day activities (12% strongly disagree; 23% disagree), while just over one in three agree (10%) or strongly agree (24%). Twenty-seven per cent neither agree nor disagree and four per cent are unsure.

## Ocean knowledge

- **Canadians most frequently mention they have learned about the ocean through the media** – When asked how they learned about the ocean, Canadians most frequently mentioned Media (e.g., news, social media, movies, podcasts) (77%), followed by visiting the ocean (66%). Third most frequently mentioned was school/formal education (53%).
- **Just over two in five Canadians say they have not visited the ocean at all during the past year** – When asked during the past year, for how many days did they go to the ocean, Canadians most frequently said zero days (48%), with a mean of 19 days per year, followed by 1-10 days (28%). Eight per cent of Canadians responded with 11-20 days, while four per cent responded 21-30 days.

These observations are based on a hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 29<sup>th</sup> and December 2<sup>nd</sup>, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

This study was commissioned by the Canadian Ocean Literacy Coalition and the research was conducted by Nanos Research.

# 1.0 Perceptions of Canada's Coasts



Canadian  
Ocean Literacy  
Coalition



“

*Over a third of Canadians say they are concerned about pollution from sewage and garbage as a threat to oceans on Canada's coasts*

”

# What Canadians value about oceans



Canadian  
Ocean Literacy  
Coalition



	Frequency (n=1010)
Biodiversity/Aquatic life	18.4%
Aesthetics/scenery/beauty	15.9%
Economic and livelihood value (fisheries)	14.4%
Cleanliness	11.5%
Climate regulation/environmental importance	7.5%
Everything	6.4%
Food source	5.5%
Nothing	2.1%
Recreation (fishing, tourism)	1.8%
Other	4.3%
Unsure	12.3%

**QUESTION** – What do you value, if anything, about the oceans on Canada’s coasts? [OPEN]

# Concerns about Canada's oceans



Canadian  
Ocean Literacy  
Coalition



	Frequency (n=1010)
Ocean pollution from sewage, garbage	37.8%
Overfishing and threats to marine life	13.9%
Climate change/ rising water level	9.5%
Plastic	6.3%
I have no concerns	5.6%
Oil spills	5.3%
Protection of territorial waters	2.4%
Tanker traffic and pollution from cruise ships	2.3%
I have a lot of concerns	1.5%
Erosion of coastline	1.5%
Lack of regulations	1.0%
Other	2.3%
Unsure	10.4

**QUESTION** – What concerns do you have, if any, about threats to the oceans on Canada's coasts? [OPEN]



# Collective action for ocean health



Canadian  
Ocean Literacy  
Coalition



	Frequency (n=1010)
Reducing ocean pollution/avoid throwing waste in the oceans	17.0%
Stricter regulations/fine polluters/stronger government involvement	15.9%
Reduce/ban plastic usage	7.9%
Sustainable use/management of the fishing resources/environment	7.2%
Take action/plan for climate change	4.7%
Clean up the ocean	4.6%
Recycling/Reduce waste	4.4%
Increasing public awareness and education	3.6%
Protection of territorial waters/coastlines	2.9%
Clean energy/limit carbon footprint	2.1%
Limit traffic of oil tanker/maritime traffic	2.0%
Funding research/listen to scientist recommendations	2.0%
Nothing	1.5%
Avoid building pipelines	1.4%
Keep doing what we are doing	1.0%
Create marine protected areas	0.8%
Other	5.9%
Unsure	14.9%

**QUESTION** – What do you think we need to collectively do to keep the oceans on Canada’s coasts healthy? [OPEN]



# Personal action for ocean health



Canadian  
Ocean Literacy  
Coalition



	Frequency (n=1010)
Stop/cut back on using plastic	16.6%
Reduce my waste/recycle	15.9%
Take political action	7.4%
Pay taxes/carbon tax	6.2%
Nothing/it should be the government's responsibility	5.3%
Donate/support initiatives	5.3%
Everything I can/I already do a lot	4.1%
Choosing to buy sustainable seafood	3.8%
Change my buying habits	3.4%
Participate in shoreline clean-ups	3.2%
I live too far away/don't feel like there is anything I can do	3.1%
Reduce my carbon emissions (reduce carbon fuel use, use car less, etc.)	2.7%
Raise awareness and teaching others	2.5%
Other	3.3%
Unsure	17.2%

**QUESTION** – What are you prepared to do personally to keep the oceans on Canada’s coasts healthy? [OPEN]

## 2.0 Canadians and the ocean



Canadian  
Ocean Literacy  
Coalition



“

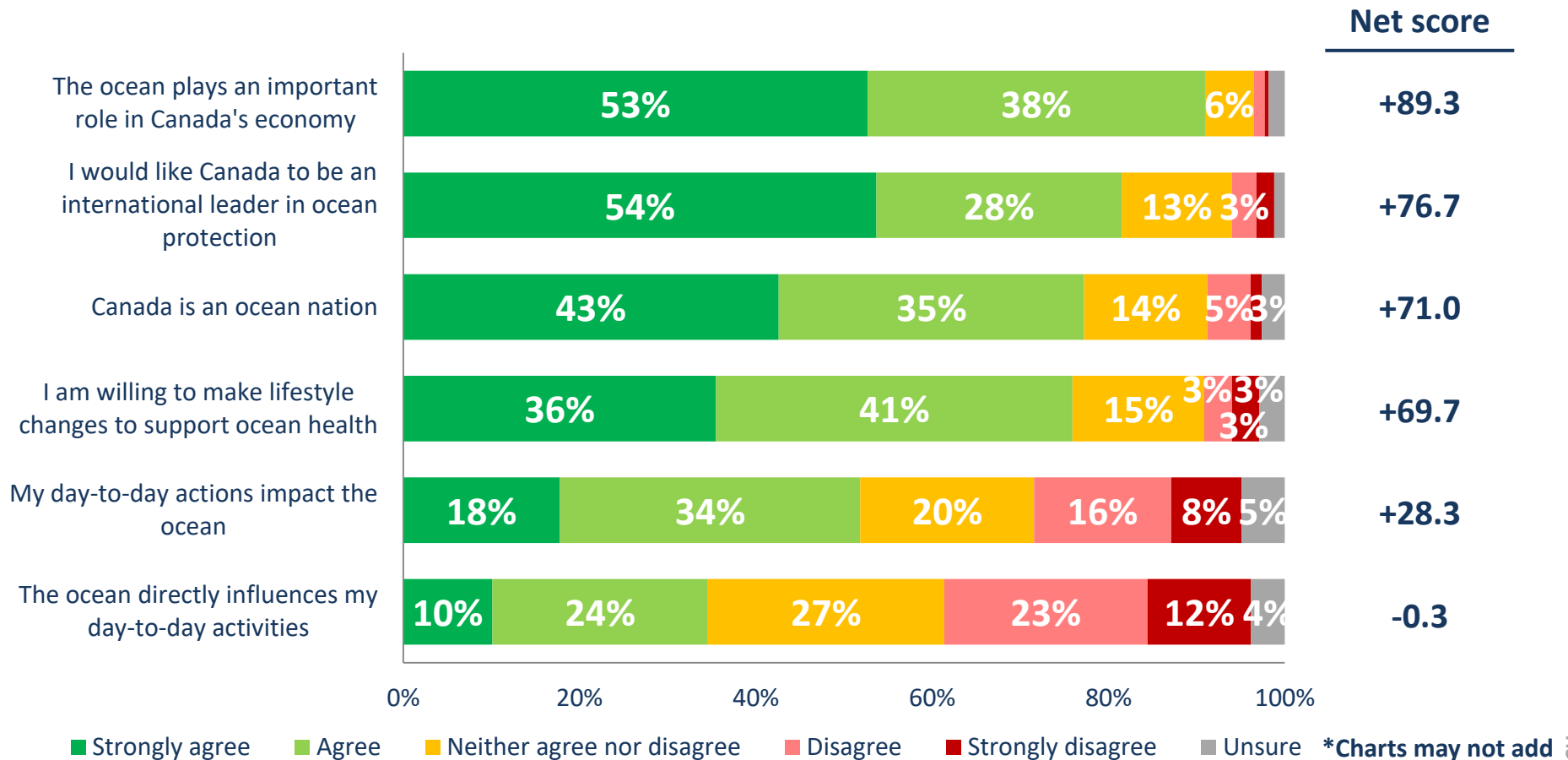
*Canadians are five times more likely to strongly agree that the ocean plays an important role in the Canadian economy than to strongly agree the ocean directly influences their day-to-day activities*

”

# Impressions of the ocean



Canadian  
Ocean Literacy  
Coalition



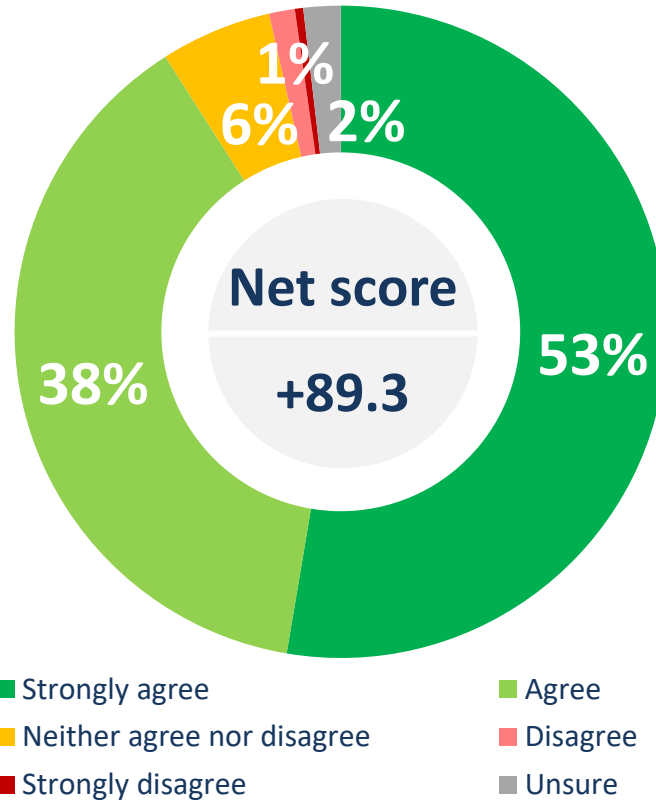
\*Charts may not add up to 100 due to rounding

**QUESTION** – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas). [RANDOMIZE]

# Impressions of the ocean's role in Canada's economy



Canadian  
Ocean Literacy  
Coalition



	Strongly agree/ Agree
Atlantic (n=100)	96.5%
Quebec (n=251)	89.9%
Ontario (n=309)	91.9%
Prairies (n=197)	85.4%
British Columbia (n=153)	94.9%
Male (n=531)	92.5%
Female (n=479)	89.5%
18 to 34 (n=283)	88.8%
35 to 54 (n=340)	92.8%
55 plus (n=387)	89.9%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas)

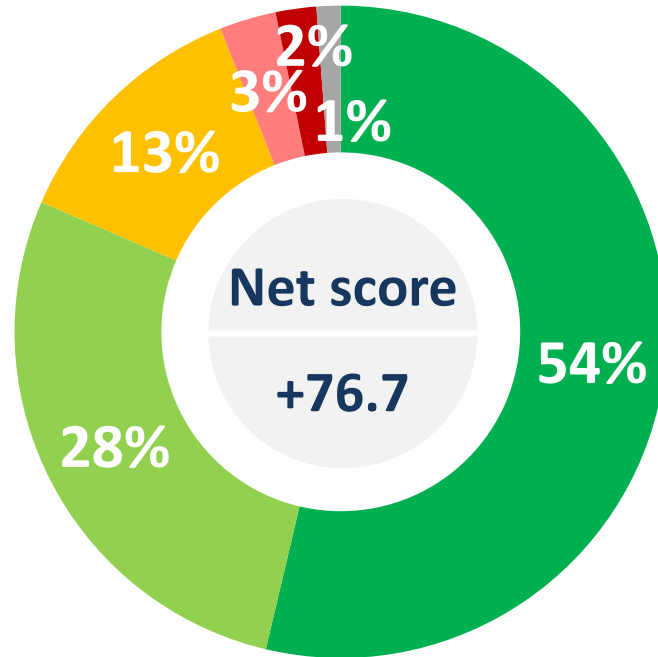
## The ocean plays an important role in Canada's economy



# Agreement with Canada becoming a leader in ocean protection



Canadian  
Ocean Literacy  
Coalition



- Strongly agree
- Neither agree nor disagree
- Strongly disagree
- Agree
- Disagree
- Unsure

	Strongly agree/ Agree
Atlantic (n=100)	89.6%
Quebec (n=251)	87.1%
Ontario (n=309)	83.9%
Prairies (n=197)	64.7%
British Columbia (n=153)	83.9%
Male (n=531)	75.0%
Female (n=479)	87.7%
18 to 34 (n=283)	81.7%
35 to 54 (n=340)	78.9%
55 plus (n=387)	83.7%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

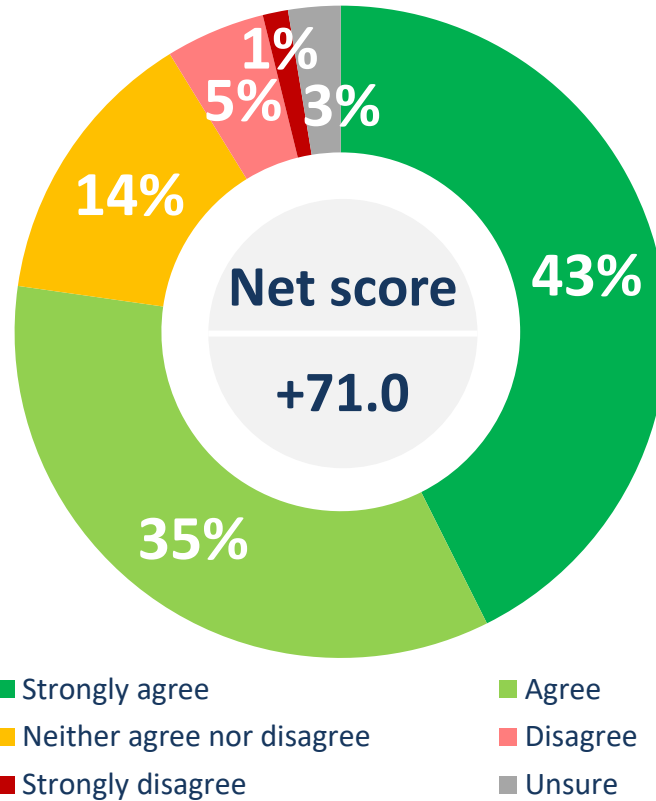
**QUESTION** – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas)

**I would like Canada to be an international leader in ocean protection**

# Agreement with Canada being an ocean nation



Canadian  
Ocean Literacy  
Coalition



	Strongly agree/ Agree
Atlantic (n=100)	94.1%
Quebec (n=251)	72.7%
Ontario (n=309)	82.4%
Prairies (n=197)	62.4%
British Columbia (n=153)	82.3%
Male (n=531)	77.1%
Female (n=479)	77.3%
18 to 34 (n=283)	68.7%
35 to 54 (n=340)	79.2%
55 plus (n=387)	81.6%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

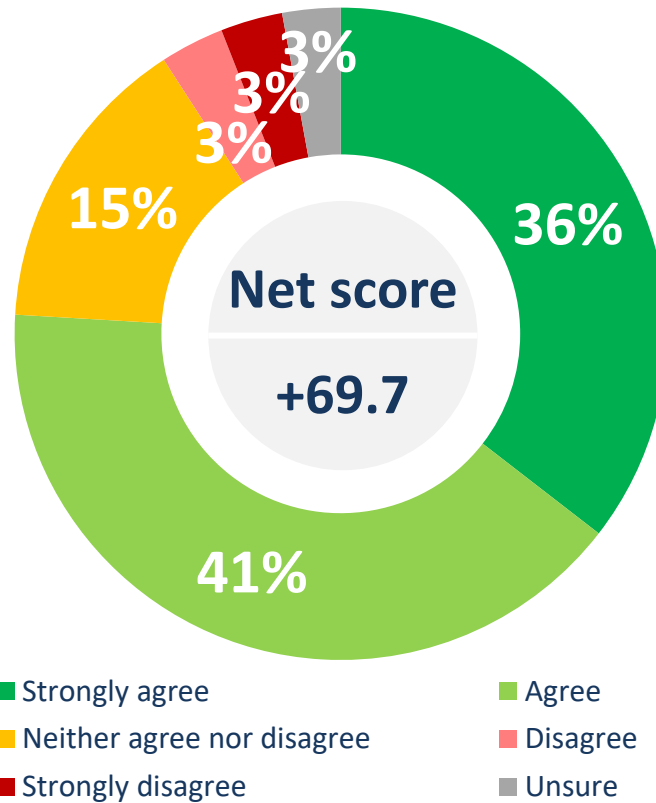
**QUESTION** – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas)

## Canada is an ocean nation

# Willingness to make lifestyle changes for ocean health



Canadian  
Ocean Literacy  
Coalition



	Strongly agree/ Agree
Atlantic (n=100)	82.4%
Quebec (n=251)	80.9%
Ontario (n=309)	80.3%
Prairies (n=197)	58.0%
British Columbia (n=153)	76.0%
Male (n=531)	69.9%
Female (n=479)	81.7%
18 to 34 (n=283)	80.6%
35 to 54 (n=340)	75.5%
55 plus (n=387)	73.1%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

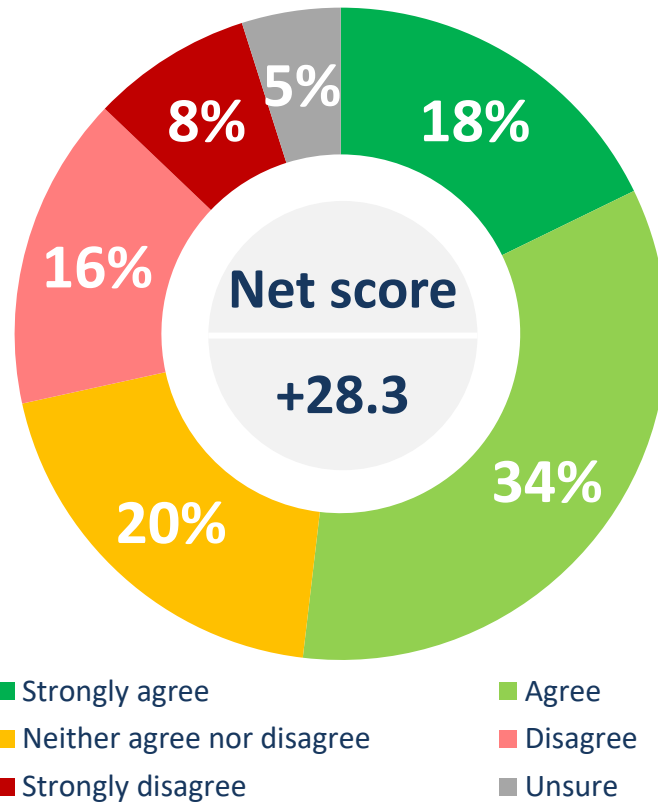
**QUESTION** – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas)

**I am willing to make lifestyle changes to support ocean health**

# Impressions of daily impact on the ocean



Canadian  
Ocean Literacy  
Coalition



	Strongly agree/ Agree
Atlantic (n=100)	64.4%
Quebec (n=251)	61.1%
Ontario (n=309)	49.8%
Prairies (n=197)	36.0%
British Columbia (n=153)	57.2%
Male (n=531)	45.4%
Female (n=479)	58.1%
18 to 34 (n=283)	54.1%
35 to 54 (n=340)	49.8%
55 plus (n=387)	52.1%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas)

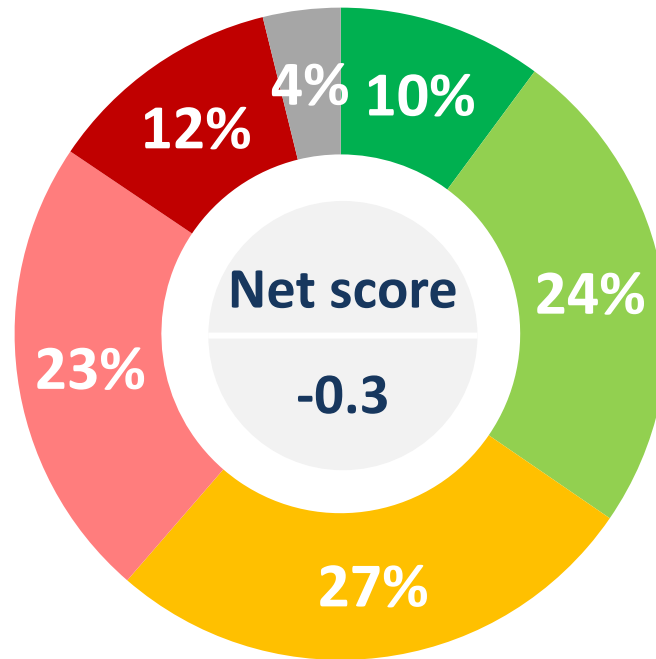
## My day-to-day actions impact the ocean



# Impression of the ocean's influence on daily activities



Canadian  
Ocean Literacy  
Coalition



- Strongly agree
- Neither agree nor disagree
- Strongly disagree
- Agree
- Disagree
- Unsure

	Strongly agree/ Agree
Atlantic (n=100)	57.0%
Quebec (n=251)	29.2%
Ontario (n=309)	35.8%
Prairies (n=197)	21.8%
British Columbia (n=153)	46.6%
Male (n=531)	33.1%
Female (n=479)	35.9%
18 to 34 (n=283)	35.1%
35 to 54 (n=340)	31.4%
55 plus (n=387)	36.9%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas)

## The ocean directly influences my day-to-day activities

## 3.0 Ocean knowledge



Canadian  
Ocean Literacy  
Coalition



“

*Majority of Canadians learn about the ocean through visiting or through formal education/school*

”

# Means of learning about the ocean



Canadian  
Ocean Literacy  
Coalition



	Frequency (n=1010)*
Media (e.g., news, social media, movies, podcasts)	76.5%
Visiting the ocean	65.9%
School/Formal education	53.3%
Museums/Aquariums	50.9%
Family, friends and/or community members	35.7%
Recreational activities (e.g., paddling)	35.2%
Arts & culture (e.g., books, theatre)	29.7%
Food gathering activities (e.g., fishing)	21.9%
My livelihood/employment	7.9%
None of the above	3.3%
Living near the ocean	2.0%

**QUESTION** – I have learned about the ocean through (select all that apply): [RANDOMIZE]

**\*Based on multiple mentions**

# Number of days Canadians visited the ocean



Canadian  
Ocean Literacy  
Coalition



	Frequency (n=1010)
<b>Mean</b>	<b>18.8</b>
<b>Median</b>	<b>1.0</b>
Zero days	47.5%
1-10 days	28.2%
11-20 days	8.3%
21-30 days	4.1%
31-40 days	2.0%
41-50 days	2.8%
51-60 days	0.8%
61-70 days	0.3%
71-80 days	0.5%
81-90 days	0.3%
91-100 days	1.4%
101 to 360 days	2.8%
365 days	1.0%

**QUESTION** – During the past year, for how many days did you go to the ocean?







Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 29<sup>th</sup> and December 2<sup>nd</sup>, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by the Canadian Ocean Literacy Coalition and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

# TECHNICAL NOTE



Canadian  
Ocean Literacy  
Coalition



Element	Description
Research sponsor	Canadian Ocean Literacy Coalition
Population and Final Sample Size	1,010 Randomly selected individuals.
Source of Sample	Nanos panel
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	November 29 <sup>th</sup> to December 2 <sup>nd</sup> , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Ten percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module five of an omnibus survey. Previous content included pipelines, provincial separatism, the standard of living, recessions, and homelessness in Canada.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

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# TABULATIONS



Canadian  
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2019-1512 – COLC/Nanos Survey – STAT SHEET

			Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - What do you value, if anything, about the oceans on Canada's coasts? [OPEN]	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Economic and livelihood value (fisheries)	%	14.4	19.1	11.1	14.3	19.4	11.1	17.6	11.3	14.0	9.2	19.2
	Biodiversity / Aquatic life	%	18.4	10.4	14.3	20.8	19.0	21.7	15.1	21.5	17.3	21.5	16.4
	Climate regulations/environmental importance	%	7.5	3.0	4.7	10.0	5.6	9.9	7.4	7.5	6.8	5.1	10.1
	Recreation (fishing, tourism)	%	1.8	0.0	5.0	0.7	0.8	1.8	2.7	0.9	1.3	1.5	2.5
	Cleanliness (clean water and coasts)	%	11.4	10.0	5.0	12.8	13.4	16.8	12.3	10.7	8.2	14.5	11.1
	Aesthetics/scenery/beauty	%	15.9	20.3	24.1	12.6	12.1	13.8	13.8	17.9	17.9	15.0	15.2
	Everything	%	6.4	19.4	2.5	6.4	4.7	8.8	5.0	7.7	5.8	7.8	5.5
	Food source	%	5.5	5.5	4.1	6.4	6.8	3.8	5.1	6.0	4.8	5.6	6.0
	Nothing	%	2.1	0.7	4.1	1.5	2.3	0.5	3.1	1.1	2.3	1.9	2.1
	Other	%	4.3	1.1	6.5	4.1	2.4	5.3	3.8	4.8	2.4	4.5	5.5
	Unsure	%	12.3	10.5	18.6	10.3	13.4	6.5	14.1	10.6	19.2	13.5	6.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 29<sup>th</sup> and December 2<sup>nd</sup>, 2019. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2019-1512 – COLC/Nanos Survey – STAT SHEET

			Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - What concerns do you have, if any, about threats to the oceans on Canada's coasts? [OPEN]	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Ocean pollution from sewage, garbage	%	37.8	38.1	39.4	37.3	40.1	33.4	35.0	40.6	32.5	36.1	43.2
	I have no concerns	%	5.6	1.7	6.5	4.6	8.7	4.7	7.1	4.2	5.6	5.0	6.2
	Climate change/ rising water level	%	9.5	8.6	9.9	13.2	3.5	7.3	9.7	9.4	9.9	6.1	12.3
	Overfishing and threats to marine life	%	13.9	13.3	14.1	16.0	11.7	11.1	13.9	14.0	14.6	17.5	10.3
	Erosion of coastline	%	1.5	0.0	5.4	0.3	0.0	0.6	1.1	1.8	1.8	1.1	1.5
	Oil spills	%	5.3	3.1	2.2	5.9	4.3	11.3	5.7	4.9	7.4	4.7	4.2
	Tanker traffic and pollution from cruise ships	%	2.3	0.0	0.3	1.7	3.8	7.0	2.0	2.7	1.8	3.6	1.6
	Protection of territorial waters	%	2.4	0.0	0.3	3.4	3.1	3.8	3.4	1.5	2.4	2.7	2.2
	Plastic	%	6.3	15.9	4.4	5.2	5.1	9.9	6.1	6.6	4.8	5.9	7.8
	I have a lot of concerns	%	1.5	3.1	0.9	1.8	1.4	0.7	1.0	1.9	0.8	1.2	2.2
	Lack of regulations	%	1.0	1.6	1.2	1.0	0.5	1.2	1.0	1.0	0.0	2.2	0.7
	Other	%	2.3	1.1	2.7	1.9	3.6	1.9	2.4	2.2	2.4	2.7	2.0
	Unsure	%	10.4	13.5	12.7	7.7	14.3	7.1	11.5	9.3	16.0	11.1	5.8

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Question - What do you think we need to collectively do to keep the oceans on Canada's coasts healthy? [OPEN]	Total		Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			Unwgt N	Wgt N	%	%	%	%	%	%	%	%	%
			1010	100	251	309	197	153	531	479	283	340	387
			1000	67	233	384	183	133	490	510	273	341	386
	Reducing ocean pollution/avoid throwing waste in the oceans	%	17.0	20.2	14.8	16.9	19.1	16.9	14.8	19.2	14.2	13.2	22.4
	Reduce/ban plastic usage	%	7.9	7.4	7.3	7.2	7.3	12.0	7.3	8.5	8.6	8.0	7.3
	Take action/plan for climate change	%	4.7	6.5	6.2	4.4	3.0	4.6	5.1	4.4	5.0	4.5	4.8
	Recycling/Reduce waste	%	4.4	3.7	10.0	3.8	0.7	1.4	4.6	4.2	5.8	3.2	4.4
	Create marine protected areas	%	0.8	0.7	0.3	0.5	1.1	2.1	1.4	0.3	1.6	0.8	0.3
	Stricter regulations/fine polluters/stronger government involvement	%	15.9	15.2	12.9	18.9	14.8	14.1	15.6	16.1	13.8	17.0	16.4
	Clean up the ocean	%	4.6	7.7	3.7	4.7	4.6	4.5	3.9	5.3	4.1	5.5	4.4
	Increasing public awareness and education	%	3.6	8.5	2.7	2.7	2.5	6.5	2.0	5.1	3.2	3.1	4.3
	Protection of territorial waters/coastlines	%	2.9	0.7	1.8	4.3	1.6	3.5	3.9	1.9	2.2	2.6	3.6
	Sustainable use/management of the fishing resources/environment	%	7.2	6.7	7.8	5.6	9.4	8.3	9.5	5.0	7.5	7.3	6.9
	Nothing	%	1.5	0.8	2.3	0.5	3.6	0.0	2.1	0.8	2.4	1.3	0.9
	Avoid building pipelines	%	1.4	1.1	1.8	1.8	1.2	0.0	0.8	2.0	1.7	2.4	0.3
	Limit traffic of oil tanker/maritime traffic	%	2.0	1.1	1.0	1.7	3.0	4.0	2.9	1.2	1.5	2.7	1.8
	Funding research/listen to scientist recommendations	%	2.0	1.7	0.8	3.4	1.0	1.7	2.1	1.9	1.1	2.2	2.5
	Keep doing what we are doing	%	1.0	0.0	1.5	1.7	0.2	0.0	1.5	0.6	0.6	0.9	1.5
	Clean energy/limit carbon footprint	%	2.1	0.0	0.9	2.8	1.8	3.6	1.8	2.4	3.0	0.0	3.4
	Other	%	5.9	2.9	7.5	5.3	5.9	6.6	5.9	6.0	3.6	6.9	6.7
	Unsure	%	14.9	15.2	16.7	13.6	19.0	10.0	14.8	15.1	19.9	18.6	8.2

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			Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - What are you prepared to do personally to keep the oceans on Canada's coasts healthy? [OPEN]	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Reduce my waste/recycle	%	15.9	20.7	17.7	13.6	14.1	19.0	13.4	18.2	13.7	17.8	15.7
	Reduce my carbon emissions (reduce carbon fuel use, use car less, etc.)	%	2.7	2.5	2.4	2.9	2.5	3.2	3.0	2.5	3.5	2.5	2.5
	Participate in shoreline clean-ups	%	3.2	18.4	2.0	1.7	1.2	4.5	2.8	3.5	3.3	2.8	3.4
	Change my buying habits	%	3.4	2.0	4.6	3.7	3.0	1.7	3.7	3.1	4.3	5.4	1.0
	Raise awareness and teaching others	%	2.5	2.0	2.7	2.6	1.4	3.9	2.5	2.6	1.6	2.1	3.5
	Take political action	%	7.4	4.5	3.1	8.3	11.6	8.1	8.7	6.2	5.5	6.9	9.3
	I live too far away/don't feel like there is anything I can do	%	3.1	1.7	3.8	2.2	4.8	2.9	4.7	1.6	1.4	3.5	3.9
	Donate/support initiatives	%	5.3	2.9	3.4	5.4	6.8	7.4	3.7	6.9	5.4	3.6	6.7
	Nothing/it should be the government's responsibility	%	5.3	3.6	8.5	4.7	5.5	2.4	7.7	3.1	5.8	5.3	5.0
	Stop/cut back on using plastic	%	16.6	14.1	16.6	17.4	15.8	16.5	14.0	19.1	20.0	15.5	15.1
	Choosing to buy sustainable seafood	%	3.8	0.8	2.8	5.7	2.2	4.0	4.2	3.5	5.3	3.9	2.7
	Everything I can/I already do a lot	%	4.1	4.5	4.1	4.5	2.1	5.3	2.6	5.4	2.0	4.0	5.6
	Pay taxes/carbon tax	%	6.2	5.1	4.3	8.8	2.8	7.0	8.7	3.7	6.8	5.3	6.5
Other	%	3.3	1.9	5.8	2.6	2.6	2.5	3.7	2.9	3.2	2.5	4.0	
Unsure	%	17.2	15.4	18.2	15.9	23.6	11.5	16.6	17.9	18.2	19.0	15.0	

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Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]

			Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Canada is an ocean nation	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Strongly agree	%	42.6	64.0	31.0	49.8	30.9	47.5	41.0	44.1	35.7	39.6	50.2
	Agree	%	34.6	30.1	41.7	32.6	31.5	34.8	36.1	33.2	33.0	39.6	31.4
	Neither agree nor disagree	%	14.0	4.2	16.7	10.6	20.8	14.3	14.8	13.2	17.8	13.7	11.5
	Disagree	%	4.9	1.7	3.0	4.7	11.5	1.5	4.4	5.4	7.8	4.1	3.7
	Strongly disagree	%	1.3	0.0	1.1	1.6	1.3	1.3	2.1	0.4	2.3	1.2	0.5
	Unsure	%	2.6	0.0	6.5	0.7	4.0	0.6	1.5	3.6	3.4	1.8	2.7

Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]

			Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - My day-to-day actions impact the ocean.	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Strongly agree	%	17.8	36.9	20.2	15.7	10.4	20.2	15.4	20.1	19.6	16.1	18.0
	Agree	%	34.1	27.5	40.9	34.1	25.6	37.0	30.0	38.0	34.5	33.7	34.1
	Neither agree nor disagree	%	19.7	14.3	17.9	19.3	26.6	17.2	22.6	16.9	19.4	18.8	20.7
	Disagree	%	15.6	13.0	8.7	18.7	19.7	14.2	17.7	13.5	16.5	15.2	15.1
	Strongly disagree	%	8.0	5.6	4.3	8.6	12.3	7.9	11.7	4.4	6.7	9.3	7.8
	Unsure	%	4.9	2.8	8.0	3.6	5.4	3.6	2.6	7.1	3.2	6.9	4.3

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**Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]**

			Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The ocean directly influences my day-to-day activities.	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Strongly agree	%	10.1	32.2	8.0	7.5	4.5	18.0	9.9	10.3	11.3	7.0	12.0
	Agree	%	24.4	24.8	21.2	28.3	17.3	28.6	23.2	25.6	23.8	24.4	24.9
	Neither agree nor disagree	%	26.8	27.5	28.8	24.3	27.9	28.6	27.0	26.6	21.8	28.9	28.5
	Disagree	%	23.1	8.2	24.7	22.4	29.8	20.6	22.5	23.6	27.4	21.9	21.0
	Strongly disagree	%	11.7	4.3	10.9	13.4	17.4	4.1	15.0	8.5	12.4	13.4	9.8
	Unsure	%	3.8	3.0	6.5	4.1	3.0	0.0	2.3	5.3	3.4	4.4	3.7

**Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]**

			Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The ocean plays an important role in Canada's economy.	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Strongly agree	%	52.7	74.4	50.7	50.5	48.1	57.7	50.6	54.6	47.0	47.4	61.3
	Agree	%	38.3	22.1	39.2	41.4	37.3	37.2	41.9	34.9	41.8	45.3	29.6
	Neither agree nor disagree	%	5.5	2.4	5.5	3.9	11.2	3.9	5.4	5.6	6.1	5.1	5.4
	Disagree	%	1.3	0.0	0.4	2.2	1.4	0.5	1.2	1.3	1.6	0.8	1.4
	Strongly disagree	%	0.4	0.0	0.0	0.7	0.8	0.0	0.4	0.4	0.3	0.6	0.3
	Unsure	%	1.8	1.1	4.1	1.3	1.2	0.7	0.6	3.1	3.3	0.7	1.8

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**Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]**

			Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - I am willing to make lifestyle changes to support ocean health.	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Strongly agree	%	35.5	51.1	35.9	37.9	20.3	40.8	30.4	40.3	36.0	34.7	35.8
	Agree	%	40.5	31.3	45.0	42.4	37.7	35.2	39.5	41.4	44.6	40.8	37.3
	Neither agree nor disagree	%	14.9	14.2	12.0	10.9	24.4	19.0	18.2	11.8	10.6	16.0	17.1
	Disagree	%	3.2	1.6	1.6	4.1	4.9	1.7	4.2	2.1	1.9	3.7	3.6
	Strongly disagree	%	3.1	0.9	0.3	3.3	7.2	2.7	5.0	1.2	4.0	3.0	2.5
	Unsure	%	2.9	0.9	5.3	1.4	5.5	0.6	2.6	3.1	2.9	1.9	3.8

**Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]**

			Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - I would like Canada to be an international leader in ocean protection	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Strongly agree	%	53.7	64.8	58.5	56.4	35.9	56.3	45.7	61.4	52.4	52.5	55.7
	Agree	%	27.8	24.8	28.6	27.5	28.8	27.6	29.3	26.4	29.3	26.4	28.0
	Neither agree nor disagree	%	12.5	9.3	8.8	10.5	23.3	11.2	18.1	7.1	11.8	15.4	10.4
	Disagree	%	2.8	1.1	0.3	2.6	6.9	2.9	3.1	2.5	2.6	3.2	2.6
	Strongly disagree	%	2.0	0.0	0.0	2.1	5.1	2.0	2.9	1.2	2.3	1.3	2.4
	Unsure	%	1.2	0.0	3.7	0.9	0.0	0.0	0.9	1.5	1.6	1.0	1.0

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			Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - I have learned about the ocean through (select all that apply): [RANDOMIZE]	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Visiting the ocean	%	65.9	81.1	51.7	62.6	71.8	84.8	63.7	68.0	62.2	67.8	67.0
	School/Formal education	%	53.3	59.8	46.7	51.9	61.9	53.6	57.4	49.2	67.4	54.0	42.6
	My livelihood/employment	%	7.9	22.9	4.0	5.6	8.0	13.8	9.6	6.3	9.2	10.3	4.9
	Museums/Aquariums	%	50.9	45.5	44.5	55.7	42.1	62.9	49.8	51.9	60.1	53.8	41.8
	Food gathering activities (e.g., fishing)	%	21.9	43.2	10.6	18.2	24.7	38.2	23.9	20.1	21.3	21.7	22.7
	Arts & culture (e.g., books, theatre)	%	29.7	31.5	22.6	35.6	23.6	32.3	29.6	29.7	34.4	25.5	30.0
	Family, friends and/or community members	%	35.7	56.1	23.7	33.7	38.2	49.0	32.6	38.7	39.2	36.9	32.2
	Media (e.g., news, social media, movies, podcasts)	%	76.5	78.7	64.6	81.7	76.3	81.4	73.8	79.0	73.9	73.2	81.2
	Recreational activities (e.g., paddling)	%	35.2	63.9	29.9	25.9	37.4	53.8	36.2	34.2	37.8	37.4	31.3
	None of the above	%	3.3	2.7	7.3	1.8	2.7	2.1	4.0	2.7	4.2	3.1	2.9
	Living near the ocean	%	2.0	10.6	0.7	1.4	2.3	1.1	1.1	2.8	1.0	2.5	2.1
	Other	%	1.0	0.0	0.7	1.2	0.8	1.3	0.9	1.0	0.4	1.4	0.9

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Question - I have learned about the ocean through (select all that apply): [RANDOMIZE]	Total	Unwgt N	Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			3919	502	775	1189	724	729	2055	1864	1168	1332	1419
		Wgt N	3857	333	720	1457	714	633	1884	1973	1127	1332	1398
	Visiting the ocean	%	17.2	16.4	16.9	16.7	18.4	17.9	16.7	17.7	15.1	17.5	18.6
	School/Formal education	%	13.9	12.1	15.2	13.8	15.9	11.3	15.0	12.8	16.4	13.9	11.8
	My livelihood/employment	%	2.1	4.6	1.3	1.5	2.0	2.9	2.5	1.6	2.2	2.7	1.4
	Museums/Aquariums	%	13.3	9.2	14.5	14.8	10.8	13.3	13.0	13.5	14.6	13.9	11.6
	Food gathering activities (e.g., fishing)	%	5.7	8.7	3.4	4.9	6.3	8.0	6.2	5.2	5.2	5.6	6.3
	Arts & culture (e.g., books, theatre)	%	7.7	6.4	7.4	9.5	6.0	6.8	7.7	7.7	8.4	6.6	8.3
	Family, friends and/or community members	%	9.3	11.3	7.7	9.0	9.8	10.3	8.5	10.1	9.5	9.5	9.0
	Media (e.g., news, social media, movies, podcasts)	%	20.0	15.9	21.0	21.8	19.6	17.2	19.3	20.6	18.0	18.9	22.6
	Recreational activities (e.g., paddling)	%	9.2	12.9	9.7	6.9	9.6	11.3	9.5	8.9	9.2	9.7	8.7
	None of the above	%	0.9	0.5	2.4	0.5	0.7	0.4	1.0	0.7	1.0	0.8	0.8
	Living near the ocean	%	0.5	2.1	0.2	0.4	0.6	0.2	0.3	0.7	0.3	0.7	0.6
	Other	%	0.2	0.0	0.2	0.3	0.2	0.3	0.2	0.3	0.1	0.4	0.3

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Question - During the past year, for how many days did you go to the ocean?	Total	Unwgt N	Region					Gender		Age			
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
		Mean	18.8	88.1	6.2	5.3	5.9	62.6	19.6	18.0	15.6	16.7	22.9
		Median	1.0	30.0	0.0	0.0	0.0	20.0	2.0	1.0	0.0	1.0	2.0
0	%		47.5	8.9	54.0	58.4	56.2	12.1	46.2	48.8	53.1	47.9	43.2
1	%		2.9	2.2	3.2	3.8	0.4	3.7	3.3	2.6	2.7	3.7	2.4
2	%		4.5	2.8	7.3	4.2	3.7	2.1	4.1	4.9	6.9	2.2	4.8
3	%		3.0	0.9	2.6	2.9	4.3	2.9	3.5	2.5	2.3	3.1	3.3
4	%		2.2	2.5	1.0	2.9	1.9	2.3	3.0	1.3	1.4	2.9	2.0
5	%		5.7	2.7	5.5	6.9	5.5	4.4	3.8	7.5	5.7	5.9	5.5
6	%		1.2	1.1	0.8	0.3	2.1	3.1	1.1	1.2	1.0	1.8	0.8
7	%		3.2	0.9	5.5	2.4	4.3	1.3	3.6	2.9	2.6	4.3	2.8
8	%		1.1	0.9	0.4	1.4	1.5	0.7	1.2	0.9	0.8	1.1	1.3
9	%		0.6	0.0	0.3	0.3	2.0	0.6	0.3	1.0	1.3	0.5	0.3
10	%		3.9	6.2	5.8	2.0	2.5	6.5	4.7	3.0	2.1	3.3	5.6
11	%		0.1	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0
12	%		1.1	0.8	0.6	0.9	0.0	4.3	1.0	1.1	1.4	0.8	1.1
13	%		0.1	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0
14	%		2.0	0.8	1.7	2.7	2.8	0.0	2.5	1.6	2.1	1.8	2.2
15	%		2.0	0.9	3.3	1.4	2.2	2.1	3.2	0.9	0.3	3.6	1.9
16	%		0.3	0.0	0.0	0.3	0.0	1.6	0.4	0.3	0.5	0.4	0.2
17	%		0.1	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.4
20	%		2.6	9.7	0.0	1.8	3.5	4.6	3.3	1.9	4.2	2.4	1.6
21	%		0.6	0.0	1.0	1.0	0.0	0.0	0.6	0.6	0.6	1.3	0.0
22	%		0.1	0.9	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2
24	%		0.2	0.0	0.0	0.0	0.0	1.3	0.0	0.3	0.0	0.2	0.3
25	%		0.4	2.9	0.3	0.0	0.2	0.6	0.2	0.5	0.2	0.7	0.3
28	%		0.5	0.0	0.3	1.1	0.3	0.0	0.3	0.8	0.0	0.2	1.2
29	%		0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.5	0.0
30	%		2.2	8.7	0.3	1.0	1.9	5.7	1.1	3.1	0.6	1.8	3.5
31	%		0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.2	0.0	0.2	0.0
33	%		0.1	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.2

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2019-1512 – COLC/Nanos Survey – STAT SHEET

		Region						Gender		Age		
		Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
35	%	0.6	0.0	1.2	0.3	1.0	0.0	0.3	0.9	0.3	0.2	1.1
38	%	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.3	0.6	0.0	0.0
39	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.3
40	%	0.9	1.9	0.6	0.7	0.0	2.9	0.7	1.1	1.3	0.4	1.2
42	%	0.2	0.0	1.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.6
45	%	0.3	0.7	0.0	0.3	0.5	0.6	0.2	0.5	0.2	0.5	0.3
48	%	0.1	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.0
50	%	2.1	5.9	0.0	0.6	0.7	10.3	2.4	1.9	1.6	2.4	2.3
55	%	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
60	%	0.7	3.4	0.0	0.0	1.0	1.8	1.0	0.4	0.2	0.8	0.8
70	%	0.3	2.4	0.0	0.3	0.0	0.0	0.2	0.4	0.2	0.3	0.3
75	%	0.2	2.8	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.5
77	%	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
80	%	0.1	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.4
90	%	0.3	0.0	0.9	0.0	0.0	0.6	0.6	0.0	0.0	0.2	0.5
100	%	1.4	5.0	0.0	0.0	0.0	8.3	1.1	1.8	2.6	0.9	1.1
101	%	0.1	0.0	0.0	0.0	0.0	0.6	0.2	0.0	0.0	0.2	0.0
105	%	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
110	%	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.1
120	%	0.3	2.5	0.0	0.3	0.0	0.0	0.3	0.3	0.0	0.3	0.5
130	%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0
140	%	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.2	0.0	0.0	0.3
150	%	0.2	0.7	0.0	0.0	0.0	1.2	0.0	0.4	0.2	0.5	0.0
180	%	0.1	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.2
200	%	0.5	4.2	0.0	0.0	0.0	1.7	0.8	0.2	0.2	0.3	0.9
230	%	0.1	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.4	0.0	0.0
300	%	1.0	3.6	0.0	0.0	0.0	5.6	1.2	0.8	1.6	0.2	1.3
350	%	0.2	1.1	0.0	0.0	0.0	1.1	0.3	0.1	0.0	0.4	0.2
360	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.2	0.0
365	%	1.0	10.5	0.0	0.0	0.0	2.1	0.9	1.1	0.4	1.1	1.3

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2019-1512 – COLC/Nanos Survey – Crosstabs by Ocean visits – STAT SHEET

Question - What do you value, if anything, about the oceans on Canada's coasts? [OPEN]	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
	Economic and livelihood value (fisheries)	%	14.4	15.7	13.2
	Biodiversity / Aquatic life	%	18.4	17.0	19.6
	Climate regulations/environmental importance	%	7.5	8.3	6.7
	Recreation (fishing, tourism)	%	1.8	1.1	2.5
	Cleanliness (clean water and coasts)	%	11.4	8.1	14.4
	Aesthetics/scenery/beauty	%	15.9	15.3	16.3
	Everything	%	6.4	4.2	8.4
	Food source	%	5.5	4.7	6.3
	Nothing	%	2.1	3.4	0.9
	Other	%	4.3	4.7	4.0
	Unsure	%	12.3	17.3	7.7

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**2019-1512 – COLC/Nanos Survey – Crosstabs by Ocean visits – STAT SHEET**

Question - What concerns do you have, if any, about threats to the oceans on Canada's coasts? [OPEN]	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
	Ocean pollution from sewage, garbage	%	37.8	36.5	39.0
	I have no concerns	%	5.6	7.2	4.2
	Climate change/ rising water level	%	9.5	9.5	9.5
	Overfishing and threats to marine life	%	13.9	14.4	13.6
	Erosion of coastline	%	1.5	1.1	1.8
	Oil spills	%	5.3	4.2	6.2
	Tanker traffic and pollution from cruise ships	%	2.3	1.1	3.5
	Protection of territorial waters	%	2.4	3.1	1.9
	Plastic	%	6.3	5.0	7.5
	I have a lot of concerns	%	1.5	1.8	1.2
	Lack of regulations	%	1.0	0.3	1.6
	Other	%	2.3	2.5	2.2
	Unsure	%	10.4	13.2	7.8

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**2019-1512 – COLC/Nanos Survey – Crosstabs by Ocean visits – STAT SHEET**

Question - What do you think we need to collectively do to keep the oceans on Canada's coasts healthy? [OPEN]	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
Reducing ocean pollution/avoid throwing waste in the oceans	%		17.0	15.4	18.5
Reduce/ban plastic usage	%		7.9	6.5	9.1
Take action/plan for climate change	%		4.7	3.8	5.6
Recycling/Reduce waste	%		4.4	5.1	3.7
Create marine protected areas	%		0.8	0.2	1.4
Stricter regulations/fine polluters/stronger government involvement	%		15.9	17.4	14.5
Clean up the ocean	%		4.6	4.1	5.1
Increasing public awareness and education	%		3.6	1.5	5.4
Protection of territorial waters/coastlines	%		2.9	2.7	3.1
Sustainable use/management of the fishing resources/environment	%		7.2	6.3	8.0
Nothing	%		1.5	2.3	0.7
Avoid building pipelines	%		1.4	1.6	1.2
Limit traffic of oil tanker/maritime traffic	%		2.0	2.4	1.7
Funding research/listen to scientist recommendations	%		2.0	2.3	1.8
Keep doing what we are doing	%		1.0	1.2	0.9
Clean energy/limit carbon footprint	%		2.1	2.1	2.1
Other	%		5.9	5.9	5.9
Unsure	%		14.9	19.1	11.1

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**2019-1512 – COLC/Nanos Survey – Crosstabs by Ocean visits – STAT SHEET**

Question - What are you prepared to do personally to keep the oceans on Canada's coasts healthy? [OPEN]	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
Reduce my waste/recycle	%		15.9	15.1	16.5
Reduce my carbon emissions (reduce carbon fuel use, use car less, etc.)	%		2.7	2.6	2.9
Participate in shoreline clean-ups	%		3.2	1.9	4.3
Change my buying habits	%		3.4	3.0	3.7
Raise awareness and teaching others	%		2.5	1.7	3.2
Take political action	%		7.4	7.5	7.3
I live too far away/don't feel like there is anything I can do	%		3.1	4.3	2.0
Donate/support initiatives	%		5.3	5.1	5.4
Nothing/it should be the government's responsibility	%		5.3	6.8	4.0
Stop/cut back on using plastic	%		16.6	14.6	18.3
Choosing to buy sustainable seafood	%		3.8	4.1	3.6
Everything I can/I already do a lot	%		4.1	3.3	4.7
Pay taxes/carbon tax	%		6.2	4.6	7.6
Other	%		3.3	3.9	2.8
Unsure	%		17.2	21.4	13.5

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**2019-1512 – COLC/Nanos Survey – Crosstabs by Ocean visits – STAT SHEET**

Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]

Question - Canada is an ocean nation (Please note: In this survey, questions referring to the ocean include coastal areas)	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
	Strongly agree	%	42.6	33.4	50.9
	Agree	%	34.6	35.6	33.7
	Neither agree nor disagree	%	14.0	18.0	10.4
	Disagree	%	4.9	6.9	3.2
	Strongly disagree	%	1.3	1.8	0.7
	Unsure	%	2.6	4.3	1.1

Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]

Question - My day-to-day actions impact the ocean. (Please note: In this survey, questions referring to the ocean include coastal areas)	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
	Strongly agree	%	17.8	15.6	19.8
	Agree	%	34.1	29.4	38.3
	Neither agree nor disagree	%	19.7	20.0	19.5
	Disagree	%	15.6	18.5	12.9
	Strongly disagree	%	8.0	9.0	7.1
	Unsure	%	4.9	7.6	2.5

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**2019-1512 – COLC/Nanos Survey – Crosstabs by Ocean visits – STAT SHEET**

Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]

Question - The ocean directly influences my day-to-day activities. (Please note: In this survey, questions referring to the ocean include coastal	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
	Strongly agree	%	10.1	5.5	14.4
	Agree	%	24.4	22.3	26.4
	Neither agree nor disagree	%	26.8	23.7	29.6
	Disagree	%	23.1	28.0	18.6
	Strongly disagree	%	11.7	15.5	8.3
	Unsure	%	3.8	5.1	2.7

Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]

Question - The ocean plays an important role in Canada's economy. (Please note: In this survey, questions referring to the ocean include coastal a	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
	Strongly agree	%	52.7	45.9	58.8
	Agree	%	38.3	40.7	36.2
	Neither agree nor disagree	%	5.5	6.8	4.4
	Disagree	%	1.3	2.5	0.2
	Strongly disagree	%	0.4	0.6	0.2
	Unsure	%	1.8	3.7	0.2

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**2019-1512 – COLC/Nanos Survey – Crosstabs by Ocean visits – STAT SHEET**

Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]

Question - I am willing to make lifestyle changes to support ocean health. (Please note: In this survey, questions referring to the ocean include coastal areas)	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
	Strongly agree	%	35.5	30.8	39.7
	Agree	%	40.5	41.0	39.9
	Neither agree nor disagree	%	14.9	16.2	13.8
	Disagree	%	3.2	4.1	2.3
	Strongly disagree	%	3.1	4.1	2.1
	Unsure	%	2.9	3.7	2.2

Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas) [RANDOMIZE]

Question - I would like Canada to be an international leader in ocean protection (Please note: In this survey, questions referring to the ocean in	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
	Strongly agree	%	53.7	47.8	59.0
	Agree	%	27.8	28.4	27.3
	Neither agree nor disagree	%	12.5	14.8	10.4
	Disagree	%	2.8	3.3	2.4
	Strongly disagree	%	2.0	3.1	1.0
	Unsure	%	1.2	2.5	0.0

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**2019-1512 – COLC/Nanos Survey – Crosstabs by Ocean visits – STAT SHEET**

Question - I have learned about the ocean through (select all that apply): [RANDOMIZE]	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
		Wgt N	1000	475	525
Visiting the ocean		%	65.9	48.7	81.5
School/Formal education		%	53.3	53.7	52.8
My livelihood/employment		%	7.9	4.5	11.0
Museums/Aquariums		%	50.9	43.8	57.3
Food gathering activities (e.g., fishing)		%	21.9	15.3	28.0
Arts & culture (e.g., books, theatre)		%	29.7	26.6	32.4
Family, friends and/or community members		%	35.7	26.8	43.8
Media (e.g., news, social media, movies, podcasts)		%	76.5	74.5	78.3
Recreational activities (e.g., paddling)		%	35.2	21.0	48.1
None of the above		%	3.3	5.6	1.3
Living near the ocean		%	2.0	1.2	2.7
Other		%	1.0	0.9	1.0

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2019-1512 – COLC/Nanos Survey – Crosstabs by Ocean visits – STAT SHEET

Question - I have learned about the ocean through (select all that apply): [RANDOMIZE]	Total	Unwgt N	Visited Ocean		
			Canada 2019-11	Has not visited ocean in past year	Has visited ocean in past year
			3896	1459	2437
		Wgt N	3832	1532	2300
Visiting the ocean	%		17.2	15.1	18.6
School/Formal education	%		13.9	16.7	12.1
My livelihood/employment	%		2.1	1.4	2.5
Museums/Aquariums	%		13.3	13.6	13.1
Food gathering activities (e.g., fishing)	%		5.7	4.7	6.4
Arts & culture (e.g., books, theatre)	%		7.7	8.3	7.4
Family, friends and/or community members	%		9.3	8.3	10.0
Media (e.g., news, social media, movies, podcasts)	%		20.0	23.1	17.9
Recreational activities (e.g., paddling)	%		9.2	6.5	11.0
None of the above	%		0.9	1.7	0.3
Living near the ocean	%		0.5	0.4	0.6
Other	%		0.2	0.3	0.2

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