



Canadian
Ocean
Literacy
Coalition

La coalition
canadienne de
la connaissance
de l'océan

Canadian Ocean Literacy Survey

To complete this survey in English, please proceed by clicking "Next" below.

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Hello and welcome to a national study on ocean literacy!

You are invited to take part in a collaborative research initiative led by the Canadian Ocean Literacy Coalition (COLC) and conducted by a pan-Canadian research team from Dalhousie University, the University of Ottawa, Trent University, and Simon Fraser University. The COLC is an alliance of organizations, networks, institutions, and individuals that are working together to establish a strategic path to advance ocean literacy in Canada.

Ocean literacy is a broad concept that explores our understanding of human impacts on the ocean and the ocean's impact on us with the goal of developing, in Canadians, a civic relationship with the ocean. The purpose of this research is to study the current state of ocean literacy across Canada's diverse sectors and regions in order to co-develop a national ocean literacy strategy. The research will be published online, as well as in academic journals.

Who Can Take Part in the Research Study: Survey participants must be Canadian, living in Canada, and 15 years of age and older. Whether you live on the coast or inland, we invite you to participate in this survey and to share it widely with your networks.

What You Will Be Asked to Do: The survey is expected to last 10 minutes and asks questions relating to your relationship with the ocean.

Risks and Discomforts: The risks associated with this study are minimal, and there are no known physical risks to participants.

Benefits: The experience and knowledge shared by you may help (other) ocean literacy professionals and will contribute to the development of a national ocean literacy strategy.

Cost/Payment: There is no cost or payment for participation.

Confidentiality: The survey information is anonymous (it does not ask for your name or any identifying information) and only the research team will have access to the data. Your participation in this survey is entirely your choice. You do not have to answer questions that you do not want to, and you are welcome to stop the survey at any time. However, if you do complete and submit your survey, we will not be able to remove the information you provided because we will not be able to identify which survey responses are yours.

Data Use/Storage: Data from this survey will be stored securely by SurveyMonkey in its Canadian Data Centre. Survey findings will be used, along with other data collected through regionally-based research, to develop a national ocean literacy strategy. You can obtain research results by visiting the COLC website [www.colcoalition.ca] in June 2020.

Questions: We are happy to talk with you about any questions or concerns you may have about your participation in this research. Please contact Dr. Lisa (Diz) Glithero at diz@colcoalition.ca at any time with questions, comments or concerns about the research study.

If you have any ethical concerns about your participation in this research, you may also contact Research Ethics, Dalhousie University, at (902) 494-1462, or email: ethics@dal.ca (and reference REB file # 2019-4891).

If you agree to complete the survey, please continue to the next page.

This study is funded by Mitacs Accelerate with the following industry sponsors: Students on Ice; Ocean Wise; Clean Foundation; NIVA Inc.; and Stratos. Additional funding to support the COLC's national-strategy building efforts has been provided by Fisheries and Oceans Canada, Ocean Frontier Institute, and Environment and Climate Change Canada.



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Personal Information

1. Do you live in:

- | | | |
|---|---|------------------------------------|
| <input type="radio"/> Alberta | <input type="radio"/> Northwest Territories | <input type="radio"/> Quebec |
| <input type="radio"/> British Columbia | <input type="radio"/> Nova Scotia | <input type="radio"/> Saskatchewan |
| <input type="radio"/> Manitoba | <input type="radio"/> Nunavut | <input type="radio"/> Yukon |
| <input type="radio"/> New Brunswick | <input type="radio"/> Ontario | |
| <input type="radio"/> Newfoundland & Labrador | <input type="radio"/> Prince Edward Island | |

2. What is the population of the community (village, town, city) you live in most regularly?

- Less than 999
- Small population (between 1,000-29,999)
- Medium population (between 30,000 and 99,999)
- Large population (100,000 and more)

3. Do you currently live:

- Within 5 km of ocean waters (Pacific, Arctic, Atlantic)
- Between 5-100km from the coast
- Inland

4. What is your age?

- | | |
|-----------------------------|------------------------------------|
| <input type="radio"/> 15-17 | <input type="radio"/> 40-54 |
| <input type="radio"/> 18-24 | <input type="radio"/> 55-69 |
| <input type="radio"/> 25-39 | <input type="radio"/> 70 and older |

5. Which best describes your current gender identity?

- Female
- Male
- Another gender identity
- Decline to answer

6. Do you identify as: (select all that apply)

- Inuit
- First Nations
- Métis
- Newcomer to Canada (in the last 10 years)
- Canadian
- Decline to answer
- Other (please specify)

7. What is the highest level of formal education that you have completed?

- Less than high school
- High school
- Some post-secondary
- College diploma
- Bachelor's degree
- Professional degree
- Graduate degree
- Other (please specify)

8. Which of the following broad sectors best describes your current work?

- Student
- Government
- Industry/business
- Service
- Non-governmental organization (NGO)
- Education
- Research
- Health & Well-being
- Media
- Community
- Culture/Heritage
- Not Applicable
- Other (please specify)



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9. For each of the statements below, select the response that best reflects your feelings about, or experiences with, the ocean. (Please note: In this survey, questions referring to the ocean include coastal areas). There are no right or wrong answers.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Canada is an ocean nation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My day-to-day actions impact the ocean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ocean directly influences my day-to-day activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canada has an effective strategy to protect the ocean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ocean plays an important role in Canada's economy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. For each of the statements below, select the response that best reflects your feelings or experiences. There are no right or wrong answers.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
An ocean-based economy is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social equity is important in all ocean-based decision-making.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that Canadians have a strong connection with the ocean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ocean health is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to make lifestyle changes to support ocean health.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like Canada to be an international leader in ocean protection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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For the next few questions, select up to three options that are most important to you. If you cannot decide then choose "other" and provide a written response. The order in which options appear is randomized.

11. Select up to three ocean threats that concern you the most:

- Aquaculture
- Biodiversity loss or Invasive species
- Unsustainable fishing
- Impacts of extractive industries (oil, gas, mining)
- Impacts of development and tourism
- Impacts of shipping and marine transport
- Ocean warming
- Ocean pollution
- Ocean acidification
- Coastal hazards (e.g., sea level rise, storms, etc.)
- Inadequate protection
- No ocean threats concern me
- Other (please specify)

12. Select up to three ocean pollution threats that concern you the most:

- Untreated municipal sewage
- Agricultural run-off (e.g., fertilizers, pesticides, manure, etc.)
- Industrial pollutants (e.g., contaminants in water, animals, food, etc.)
- Plastics and other marine debris
- Household hazardous wastes
- Oil spills
- Ocean noise pollution
- Radioactive contamination
- No ocean pollution threats concern me
- Other (please specify)



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13. Select up to three collective actions that you think society must take to protect the ocean:

- Promoting Indigenous Knowledges and rights
- Supporting resource management
- Reducing carbon emissions
- Reducing ocean pollution
- Funding research
- Creating a network of Marine Protected Areas
- Supporting a just transition to sustainable economies
- Increasing public awareness and education
- Promoting sovereignty along Canada's coastlines
- No collective action to protect the ocean is required
- Other (please specify)

14. Select up to three individual actions that you feel are most effective to protect the ocean:

- Reducing my waste
- Reducing my carbon emissions
- Participating in shoreline clean-ups
- Changing my buying habits
- Raising awareness and teaching others
- Taking political action
- Engaging in citizen science projects
- No individual action to protect the ocean is required
- Other (please specify)

15. In your opinion, which groups can most effectively protect the ocean in Canada? (select up to three)

- Individuals
- Coastal communities
- Local governments
- Provincial/territorial governments
- National government
- International governing bodies
- Industry
- Environmental and conservation organizations
- First Nations, Métis, and Inuit governments, organizations, and communities
- Researchers
- None of the above
- Other (please specify)

16. Have you taken action on an ocean-related issue in the past five years?

- 1. Yes
- 2. No

Please explain briefly why/why not:



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17. I have learned about the ocean through (select all that apply):

- | | |
|--|---|
| <input type="checkbox"/> Visiting the ocean | <input type="checkbox"/> School/Formal education |
| <input type="checkbox"/> My livelihood/employment | <input type="checkbox"/> Museums/Aquariums |
| <input type="checkbox"/> Food gathering activities (e.g., fishing) | <input type="checkbox"/> Arts & culture (e.g., books, theatre) |
| <input type="checkbox"/> Family, friends and/or community members | <input type="checkbox"/> Media (e.g., news, social media, movies, podcasts) |
| <input type="checkbox"/> Recreational activities (e.g., paddling) | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Other (please specify) | |

18. I am satisfied with my level of knowledge about the ocean.

Very satisfied	Satisfied	Neither agree nor disagree	Unsatisfied	Very unsatisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Consider your day-to-day activities such as employment, food gathering, recreational activities, cultural practices, and so on. How connected are they to the ocean?

A great deal	Somewhat	A little	Not at all
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. During the past year, I went to the ocean:

- More than once a day
- Once a day
- Once a week
- 1-2 times a month
- Rarely
- Never

21. What do you value about the ocean? (select all that apply)

- Aesthetics/scenery
- Economic livelihood
- Recreational opportunities
- Life-sustaining (biodiversity, clean water, air, climate regulation, etc.)
- Spiritual significance
- Cultural heritage
- Health and well-being
- Connection to community
- None of the above
- Other (please specify)

22. What barriers prevent you from accessing the ocean? (select all that apply)

- Time
- Cost
- Distance
- Physical barriers (e.g., roads, railways, industrial development, housing development)
- Lack of interest
- Fear
- Lack of access (e.g., no boat, harbour, trails, accessible pathways, public transportation)
- None of the above
- Other (please specify)

23. Do you identify as someone who directly engages with ocean literacy or ocean literacy-related initiatives?

Yes

No



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24. Choose the option below that best describes how you engage with ocean literacy or ocean literacy-related initiatives?

- Educational programming
- Workforce preparation
- Personal actions
- Collective or community actions
- Monitoring or stewardship activities
- Knowledge sharing/outreach
- Policy development/implementation
- Funding provision
- Other (please specify)

25. In your opinion, how important are the following aspects of ocean literacy:

	Very important	Important	Not sure	Somewhat important	Not important
Mobilizing ocean knowledges	<input type="radio"/>				
Cultivating ocean values	<input type="radio"/>				
Engaging in ocean actions	<input type="radio"/>				

Other (please specify)



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26. Tell us more! Do you have an ocean story that you'd like to share with us that describes your relationship with the ocean? Do you have ideas on how to empower Canadians to better understand, value, and care for the ocean?

Please feel free to share any additional comments for the research team.



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Thank you for participating in this survey!

Visit www.colcoalition.ca for more information on ocean literacy and to see the outcomes of this research project (June 2020).