

# CANADIAN SPACE FOR NATURE SURVEY

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# ACKNOWLEDGMENTS

## **Project Leads**

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## **Acknowledgments**

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Survey development – Zoological Society of London (ZSL)



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# SUMMARY

The Canadian Space for Nature Survey polled over 2,000 Canadians across the country about their perspectives on parks and protected areas. Those polled were from a broad range of ages, educations, and incomes, with different geographical locations, genders, and household compositions.

Regardless of these differences, the Canadian Space for Nature Survey found that across Canada there is overwhelming support for protected areas. 93% of Canadians believe that protected areas are necessary. The most important reasons Canadians gave for having protected areas are protecting wildlife and natural beauty.

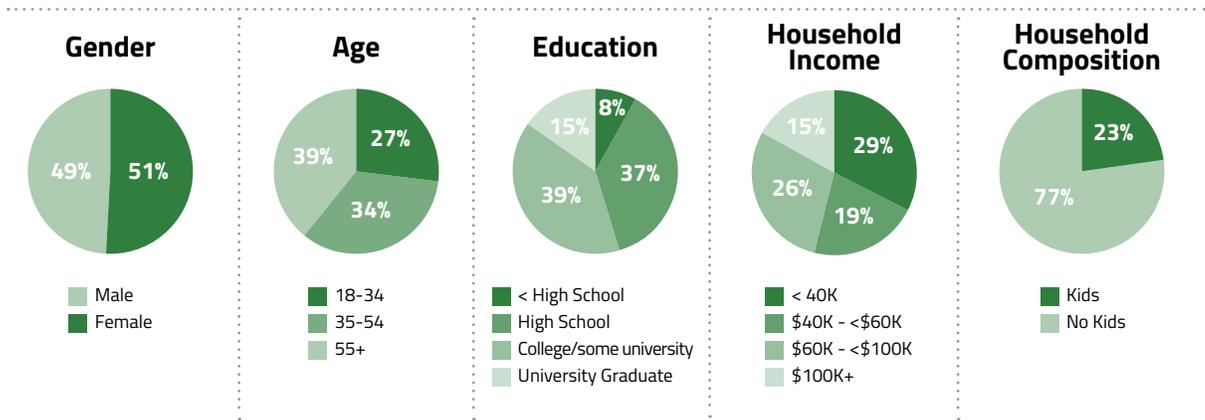
A key finding of the survey is that Canadians believe that much more land and sea should be protected in Canada and globally. On average, Canadians believe that about half of Canada's and the world's land and sea need to be protected. This is consistent with global survey findings.

Canada is currently working to achieve its international commitment to protect at least 17% of our country's land and inland waters and 10% of our ocean by 2020. Achieving these targets will be a positive step forward for conservation. However, as this survey demonstrates, there is strong support across the country for continuing this important work beyond 2020, including setting long-term, more ambitious protected area targets that will safeguard our country's wildlife, natural beauty and the ecosystems that sustain us all.

# KEY FINDINGS

- 93% of Canadians strongly agree/agree that protected areas are necessary.
- Support is consistently strong across the country, and across gender, age, education level, household income or composition, and regardless of how much time is spent outdoors.
- Canadians value protected areas most because they protect wildlife and areas of scenic or natural beauty.
- Canadians think that half of Canada's land and sea should be protected. They also think half of the planet as a whole should be protected.
- Canadians believe protected areas are necessary, regardless of whether or how often they visit them.
- Canadians believe that the biggest barriers to increasing the current 17% and 10% protected area targets are: a lack of understanding of the value of protected areas, insufficient funding, and the low priority governments place on protected areas. Only 17% of Canadians think that protected areas cost too much.

# DEMOGRAPHICS OF RESPONDENTS



**How many hours a week do you spend working outdoors? Average: 8.3 HOURS**

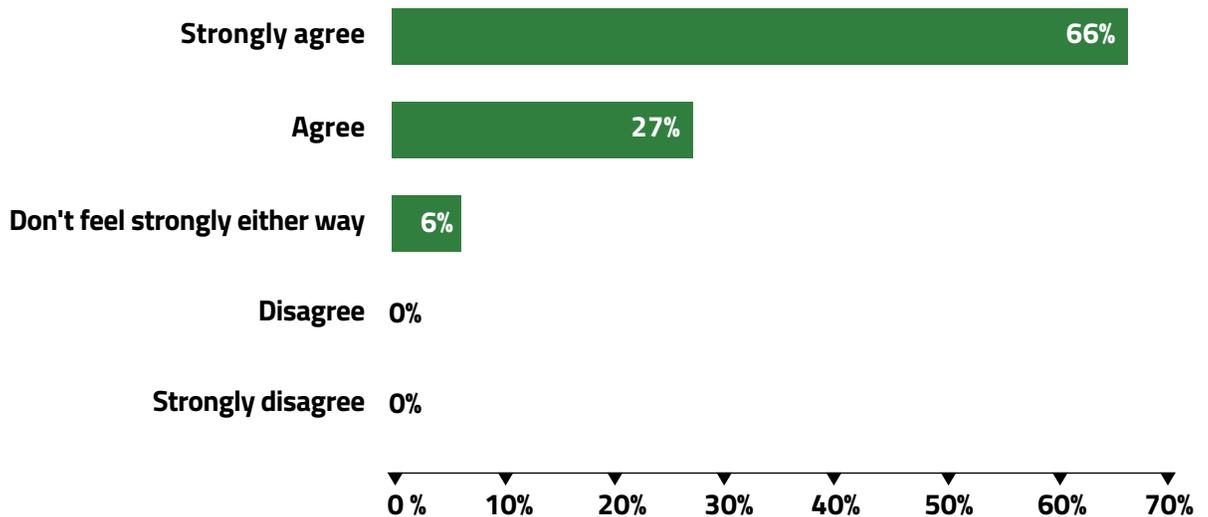
# PROTECTED AREAS ARE VERY IMPORTANT TO CANADIANS

**93% of Canadians from coast to coast to coast agree that protected areas are necessary.**

There were no statistically significant differences between regions, gender, education or income levels.

**THE QUESTION:** Protected areas are areas on land or at sea which receive recognised protection from the government or another official organisation due to their natural, ecological or cultural value. Examples would include national parks, nature reserves, Indigenous protected areas, privately owned reserves, marine protected areas and urban parks. **How strongly do you agree or disagree that it is necessary to protect such areas?**

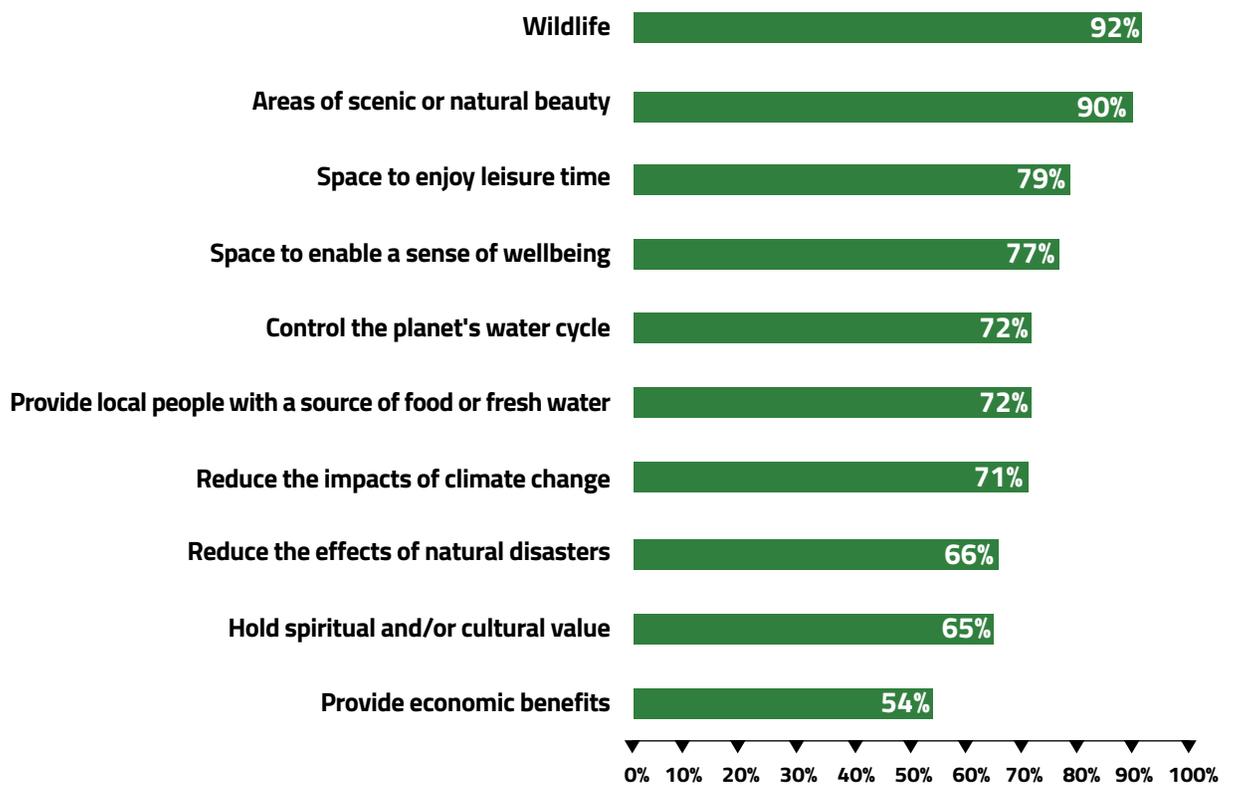
## OVERALL



# NATURE IS WHAT MATTERS MOST

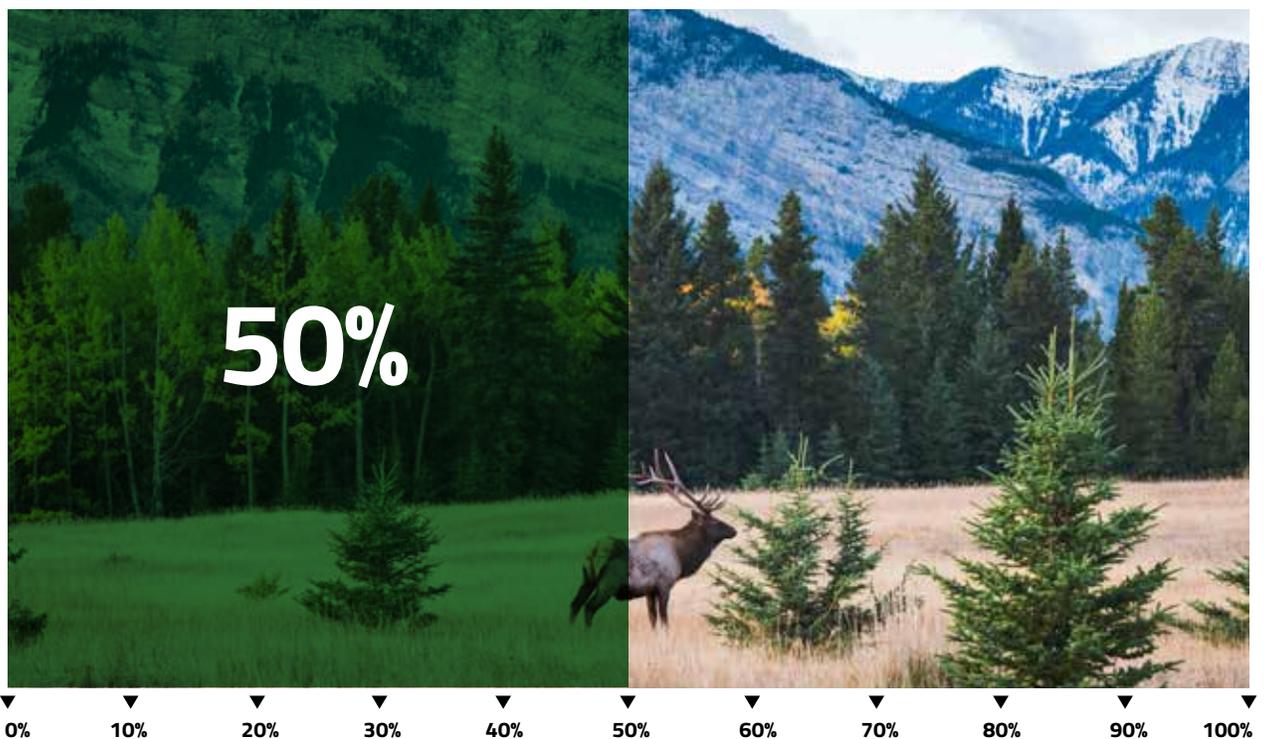
Canadians consider protecting wildlife and natural beauty to be the most important reasons for having protected areas.

**THE QUESTION:** What do you personally think are the *most important reasons* for having protected areas?

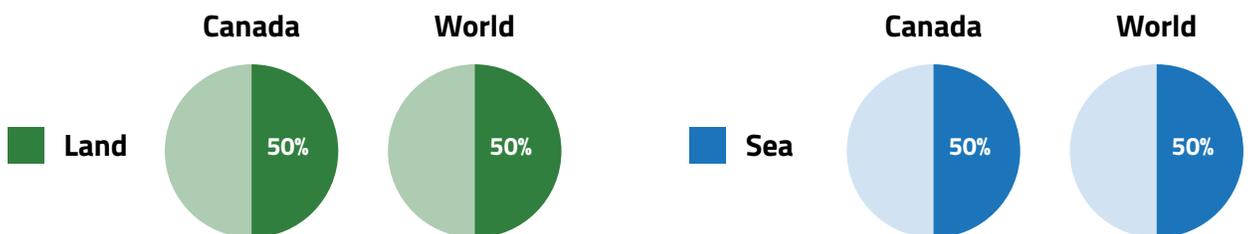


# CANADIANS WANT HALF OF CANADA PROTECTED

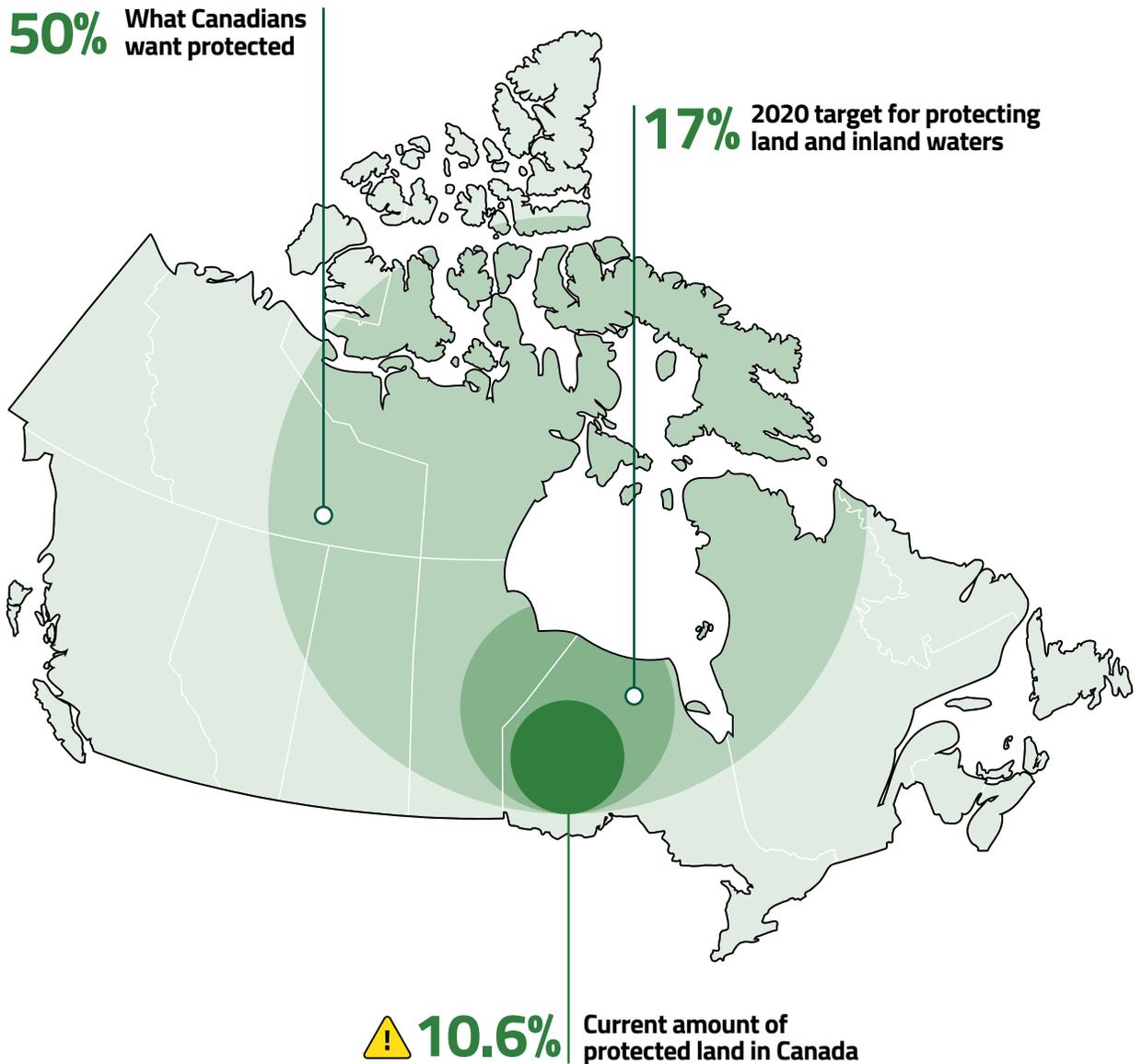
Canadians think that 50% of Canada's land and sea should be protected. They similarly think that half the planet should be protected.



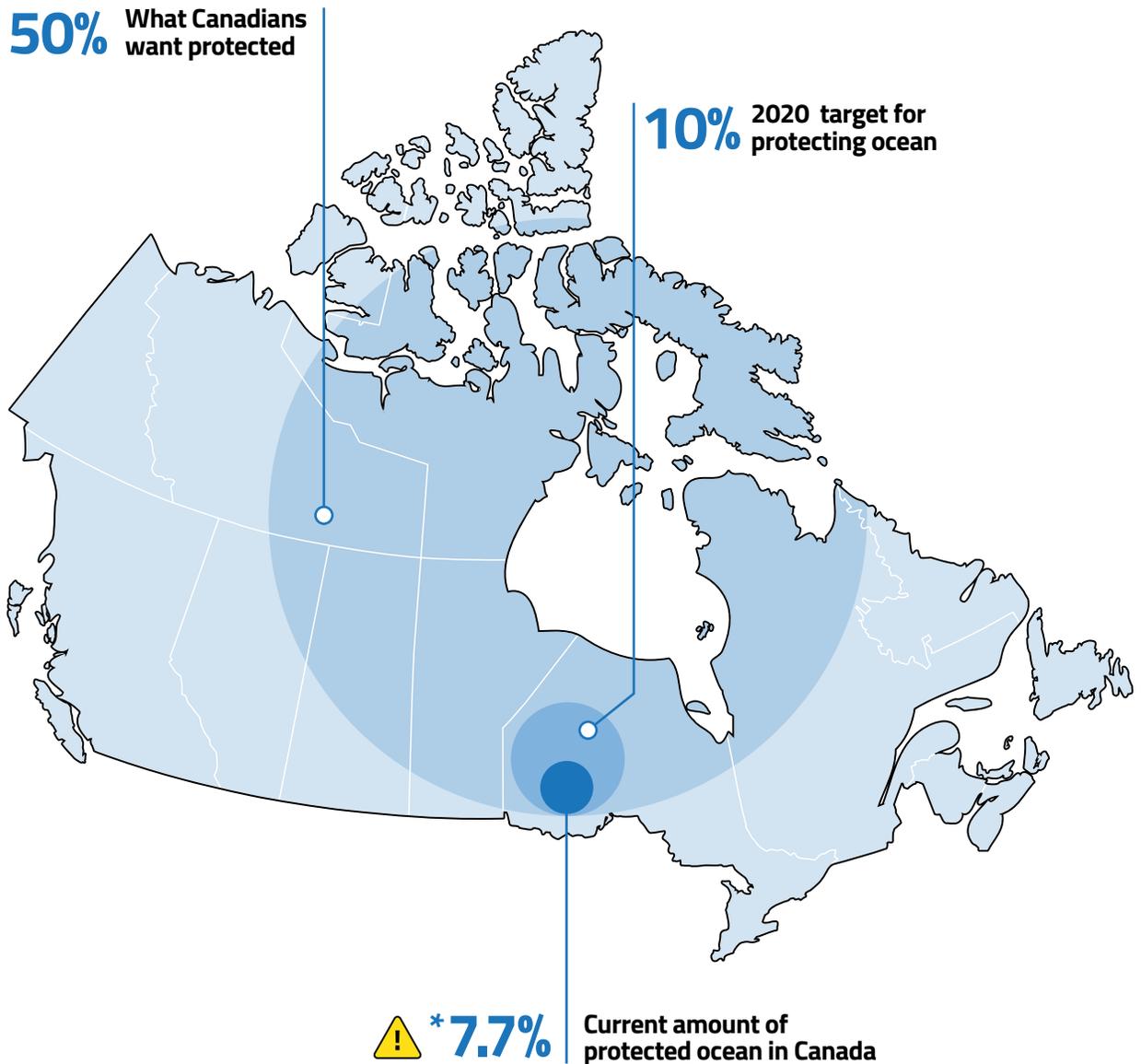
**THE QUESTION:** What proportion of both Canada and the planet as a whole do you think *should be protected*? 'Land' is defined as 'terrestrial and inland water areas' and 'sea' as 'marine and coastal areas'.



# HOW MUCH **LAND** DO CANADIANS THINK SHOULD BE PROTECTED?



# HOW MUCH **OCEAN** DO CANADIANS THINK SHOULD BE PROTECTED?



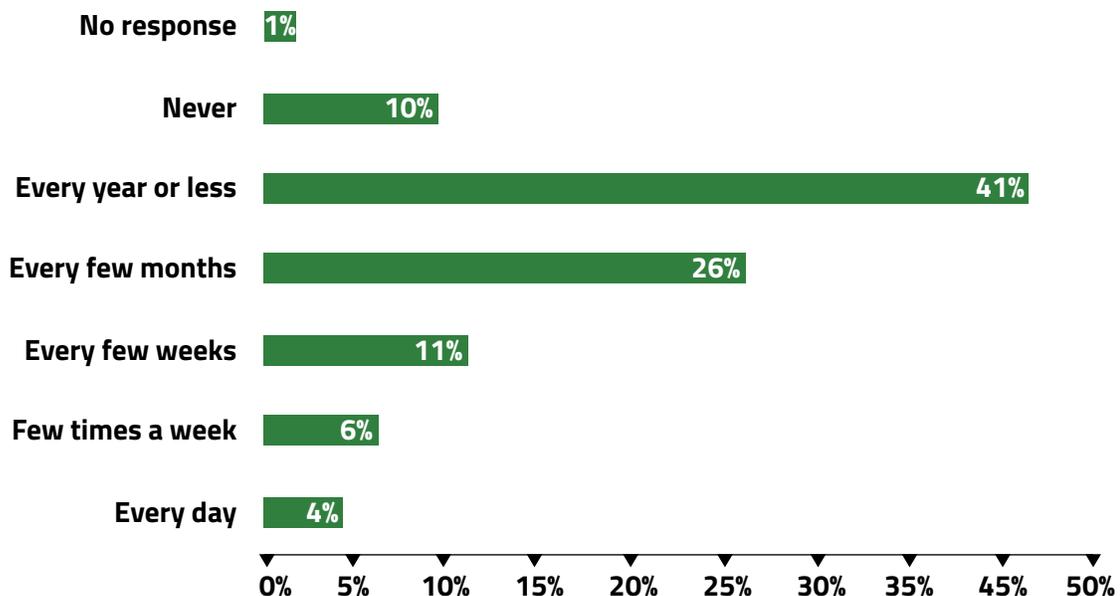
\*According to Canada's official "Conservation areas tracking system (CARTS)" as of Dec 2017. Note, CPAWS has concerns that some of these areas do not meet minimum standards of protection.

# CANADIANS VALUE PROTECTED AREAS EVEN IF THEY NEVER VISIT THEM

Ten percent of respondents had never visited a protected area of any type while 41% indicated they had visited a protected area every year or less.

Our analysis shows that Canadians' support for protected areas is not influenced by how frequently they visit them.

**THE QUESTION:** There are a wide variety of protected areas around the world. For each type of protected area below, please tell us how often you *personally* use them.



# BARRIERS TO MORE AMBITIOUS TARGETS

Canadians view inadequate understanding, insufficient funding, and lack of government priority as the biggest challenges to increasing protected area targets. Few Canadians believe that protected areas cost too much.

**THE QUESTION:** Currently, around 15% of the world's land and 7% of the world's sea is protected – and there are **targets in place to increase the total protected land to 17% and sea to 10% by 2020**. If we wanted to increase this target further for your country, **what do you think would be *the biggest challenge(s)*?**

There is inadequate understanding of the value of protected areas  **54%**

There is insufficient funding available for protected areas  **49%**

Protected areas are a low government priority  **47%**

There is a lack of public support for protected areas  **41%**

There is too much competition for space (e.g. with urban development or food production)  **40%**

Protected areas cost too much  **17%**

# ABOUT THE SURVEY

The Space of Nature Survey was developed by the Zoological Society for London (ZSL) and administered originally in seven nations (Australia, UK, USA, Brazil, China, India and South Africa) in 2014. With ZSL endorsement, the survey was adapted for use in Canada by researchers at the University of Northern British Columbia and the Canadian Parks and Wilderness Society, and administered in both French and English.

The data was collected via the polling firm Ipsos between April 6 and 10, 2018. For this survey, a sample of 2,004 individuals 18 years and older was interviewed online via the Ipsos I-Say panel supplemented with river sampling (non-panel sources) to mitigate panel bias. Pre-stratification quotas and weighting were employed to balance demographics and to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe.

## CANADIAN SURVEY DETAILS

<b>Total Sample</b>	<b>2004</b>
Alberta	<b>212</b>
Atlantic Canada	<b>189</b>
British Columbia	<b>249</b>
Ontario	<b>742</b>
Quebec	<b>440</b>
Saskatchewan/Manitoba	<b>172</b>
Yukon/NWT/Nunavut	<b>96*</b>

n = 2004 Canadians aged 18+, April, 2018, +/- 2.5 percentage points at 95% confidence

\*To complete the study, we conducted a separate sample (an oversample) of territorial residents using a comparable SurveyMonkey online panel. Given differences in methodology, we have analyzed this population separately.