



Fisheries and Oceans
Canada

Pêches et Océans
Canada

Canadians' Awareness and Understanding of Canada's Blue Economy

Final Report

Prepared for Fisheries and Oceans Canada

Supplier: EKOS RESEARCH ASSOCIATES INC.

Contract Number: FP977-221443/001/CY

Contract Value: \$99,989.85

Award Date: January 10, 2022

Delivery Date: April 5, 2022

Registration Number: POR 094-21

For more information on this report, please contact DFO at :

DFO.POR-ROP.MPO@dfo-mpo.gc.ca

Ce rapport est aussi disponible en français

Canada

Canadians' Awareness and Understanding of Canada's Blue Economy

Final Report

Prepared for Fisheries and Oceans Canada

Supplier name: EKOS RESEARCH ASSOCIATES INC.

Date: April 5, 2022

This research report presents the results of an online and a telephone survey conducted by EKOS Research Associates Inc. on behalf of Fisheries and Oceans Canada. The research involved a survey of 2,146 Canadians. The survey was conducted across Canada in both official languages. The field dates for the survey were February 3-16, 2022.

Cette publication est aussi disponible en français sous le titre : Connaissance et compréhension des Canadiens de l'économie bleue du Canada

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Fisheries and Oceans Canada.

For more information on this report, please contact DFO at:

DFO.POR-ROP.MPO@dfo-mpo.gc.ca

Catalogue Number: Fs23-669/2022E-PDF

International Standard Book Number (ISBN): 978-0-660-43656-2

Related publications (registration number: POR 094-21)

Catalogue Number (French Report): Fs23-669/2022F-PDF

ISBN: 978-0-660-43655-5

© Her Majesty the Queen in Right of Canada, as represented by the Minister of Public Works and Government Services, 2022

TABLE OF CONTENTS

| | |
|---|-----------|
| Summary | 4 |
| A. Background and Objectives | 4 |
| B. Methodology | 5 |
| C. Key Findings | 7 |
| D. Contract Value | 11 |
| E. Political Neutrality Certification | 11 |
| 2. Detailed Findings | 12 |
| A. Awareness of oceans-related issues | 12 |
| B. Employment in an ocean-based sector | 16 |
| C. Awareness of Canada’s actions on oceans | 21 |
| D. Importance/Priorities for oceans | 25 |
| E. Awareness and support for Government action | 31 |
| 3. Appendix | 41 |
| A. Questionnaire (English and French) | 41 |

SUMMARY

A. Background and Objectives

Working alongside multiple other government departments and agencies, Fisheries and Oceans Canada (DFO) is leading the development of a comprehensive strategy to guide future government actions and investments to grow Canada's ocean economy, create jobs and opportunities, while advancing reconciliation with Indigenous peoples and Canada's conservation objectives.

Canada is in the process of developing a Blue Economy Strategy. At the same time, DFO will also begin a campaign to increase visibility, educate, and launch the Strategy as well as promote Canada internationally as a strong blue economy nation.

DFO has a need to evaluate Canadians' current understanding and awareness of the blue economy in order to best determine future communications approaches, and to establish a baseline against which impacts and progress of the strategy could be measured against. Consequently, DFO commissioned EKOS Research Associates to undertake a baseline survey of Canadians that examines their awareness and understanding of Canada's blue economy as well as existing government actions taken in the oceans.

This research will provide a baseline of Canadians' awareness and understanding of Canada's efforts to grow an ocean-based blue economy; of Canada as an ocean nation; of opportunities, such as employment that the ocean has to offer; perceptions of ocean health; of ocean innovations; and perceptions of Canada as an international leader in the ocean space. The results of the research will better inform communications planning, outreach and education activities, while also informing Canadians of opportunities in Canada's blue economy.

B. Methodology

The methodological approach for this study involved a national online/telephone survey of Canadians and Indigenous populations. A total of 2,146 Canadians, 18 years of age or older, were surveyed. The survey oversampled Indigenous respondents (n=306) and residents along Canada's coast lines (n=702) as part of the study.

Below we provide more detail on the methodology associated with both the online and telephone components of the research.

Probit Panel (Online Sample)

We used our probability-based online panel, *Probit*, for the online completions. *Probit* is an online research panel that has been designed by EKOS to provide statistically representative data. Our panel offers complete coverage of the Canadian population (Internet, phone, cell phone), random recruitment (participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling, and their demographic information is confirmed by live interviewers.

The distribution of the recruitment process for our panel mirrors the actual population in Canada (as defined by Statistics Canada). As such, our panel can be considered representative of the general public (survey results from our online panel support confidence intervals and margin of error estimates, which is unique in Canada). The overall panel size is roughly 100,000 Canadian households. Random stratified samples are drawn from the panel database for individual research assignments.

Telephone Sample

EKOS relies on Survey Sample for the sample requirements of our telephone surveys. The software uses the most up-to-date directories as they become available and is updated quarterly. It samples by Random Digit Dial (RDD) methodology and checks its samples against published phone lists to divide the sample into "Directory Listed" (DL) and "Directory Not Listed" (DNL) RDD components. The flexibility of this software allows one to sample within specific regions or cities. One can sample according to population representativeness or stipulate stratification parameters, as required. Once the sample is determined for a specific survey, the numbers are imported into our Computer Assisted Telephone Interview (CATI) system and quotas are set for individual characteristics.

We completed 679 telephone interviews, and 1,467 cases were collected online. Results were weighted by region, gender, and age, as well as by Indigenous and coastal populations, to ensure that the sample is representative of the Canadian population 18 years of age and older.

Response Rate

The telephone response rate for this survey was 4.6 per cent. The response rate is calculated by dividing the in-scope responding (990) by the total (functional) sample (21,584) – see table below.

| | | | |
|-----------|---|--------|---------------|
| | Total Numbers Attempted | | |
| | Invalid numbers | | 7,789 |
| | Blocked | 203 | |
| | Business | 217 | |
| | Duplicate | 26 | |
| | Invalid | 7,343 | |
| U | Unresolved | | 16,370 |
| | No answer | 0 | |
| | Callbacks | 16,370 | |
| IS | In-scope – Not responding | | 4,224 |
| | Respondent refusal | 4,224 | |
| | Selected respondent not available | 0 | |
| | Qualified respondent break-off | 0 | |
| R | In-scope – Responding | | 990 |
| | Language problem | 63 | |
| | Quota filled | 12 | |
| | Other disqualify | 236 | |
| | Completed interviews | 679 | |
| | Total (U + IS + R) | | 21,584 |
| | RESPONSE RATE (R divided by Total) | | 4.6% |

The online response rate for this survey was 10.6 per cent. The online response rate is calculated as follows: a total of 13,911 email invitations were sent out, and 56 bounced back, for a total of 13,855 valid emails. A total of 1,467 cases were completed, so dividing 1,467 by 13,855 results in a response rate of 10.6 per cent.

Appendix A contains the full survey questionnaire.

C. Key Findings

Outlined below are key findings from the study organized by topic area. The remainder of this report describes survey results in more detail.

Awareness and Interest in Oceans-Related Issues

Results reveal limited awareness of oceans-related issues among Canadians: only one in five (21 per cent) say they are aware of oceans-related issues, while 43 per cent say they have little awareness of these issues.

Results also suggest limited interest in oceans-related news: three in ten Canadians (31 per cent) indicate they search for oceans-related news/issues, while the majority (68 per cent) do not seek out this type of information. And among those who search for oceans-related news, most do so on an infrequent basis.

Interestingly, despite limited awareness and interest in oceans-related issues, most Canadians (76 per cent) agree that Canada is an “ocean nation”.

When asked whether they are currently, or have ever studied and/or been trained in an area related to the oceans, only 5 per cent of Canadians say they have been trained in this area, while a clear majority (95 per cent) say they have not.

Respondents were also asked whether they are currently or have ever been employed in an ocean-based sector. The vast majority of respondents say they have not been employed in an ocean-based sector (96 per cent).

Those not employed in an ocean-based sector were asked whether they would consider a job in this sector. Only one in four of these respondents (25 per cent) say they would consider a job in an oceans-based sector; most (64 per cent) indicated they would not consider an oceans-based job.

Understanding of Actions on the Oceans

Results also suggest limited awareness among Canadians of Canada’s actions on the oceans. Only about one in three (35 per cent) express at least some awareness of how Canada is using ocean resources sustainably for economic growth, and only about three in ten express at least

some awareness of Canada's international actions on oceans (29 per cent), or innovations that Canada is leading that improve ocean health and economic growth (27 per cent).

Despite limited awareness of Canada's actions on the oceans, 85 per cent of Canadians believe the health of Canada's oceans and marine environments is important, and 70 per cent feel it is important that Canada takes a global leadership role on the blue economy (i.e., restoring ocean health, tackling marine challenges such as plastics, and contributing to ocean science).

Results also reveal that six in ten Canadians (59 per cent) believe it is important that the benefits of ocean-related growth be distributed fairly.

Importance of Various Aspects of the Ocean

Canadians were asked what they value about the oceans on Canada's coasts. Results reveal that biodiversity/aquatic life is rated highest, followed by environmental health, and the oceans as a food source. The aesthetic beauty of the oceans, its economic value, and recreational aspects of the oceans (e.g., fishing, boating) are valued by at least six in ten Canadians. Canada's oceans as an energy source is assigned lowest value by Canadians.

Canadians were then asked what priority the Government of Canada should give to each of these aspects of the ocean and its resources. The environmental health of the oceans and biodiversity are assigned highest priority. The ocean as a food source, and the economic value of the ocean are seen as middle priorities. The ocean as an energy source, and the aesthetic beauty of the ocean are seen as lower level priorities, and recreational use of the ocean is assigned lowest priority among the issues examined.

When asked which **one** of these issues should be given highest priority by the Government of Canada, environmental health tops the list, followed fairly distantly by economic value, and biodiversity.

Awareness of Government of Canada's Ocean-Related Targets and Programs

Survey results suggest Canadians have limited awareness of government targets for ocean conservation. When asked whether they are aware the Government of Canada has set targets for ocean conservation, most Canadians (56 per cent) say they are not aware.

However, despite limited awareness of targets for ocean conservation, a clear majority of Canadians (60 per cent) support the Government of Canada's commitment to protecting 25% of our oceans by 2025, and only 6 per cent are not supportive of this commitment.

Results further suggest Canadians have limited awareness of Government of Canada policies, programs and activities to support the economic growth of oceans. Four in ten (42 per cent) indicate they are aware of these types of programs, however, a similar proportion (41 per cent) indicate they are unsure.

When asked whether they think the Government of Canada has done enough to support the economic growth of ocean sectors, most Canadians again express a lack of awareness about Government of Canada's efforts in this area. Seventeen per cent think that the government has done enough in this area, while three in ten (34 per cent) feel the government has not done enough, however almost half (48 per cent) could not provide a response to this question.

Despite limited awareness of government efforts in the oceans, when asked how important it is that Canada develops a strategy to guide activities and investments in our oceans, a clear majority (71 per cent) say they consider this to be important, and only 5 per cent feel this to be of little importance.

Canadians were also asked if they have seen, read, or heard anything about the Government of Canada's Blue Economy Strategy. As with many other oceans-related issues, public awareness of this program is quite limited: only one in five (18 per cent) say they are aware of this program, while the majority (78 per cent) indicate they are not aware of this initiative.

Those who indicated they were aware of the Government of Canada's Blue Economy Strategy were asked, unprompted, what they have seen, read or heard about the program. Cleaning up oceans/the environment was mentioned most often (13 per cent), followed by fishery sustainability (9 per cent). However, fully 51 per cent of those who claimed awareness of the Blue Economy Strategy did not provide a response to this question.

Conclusions and Implications

Survey results reveal limited awareness of oceans-related issues among Canadians, both in general, and in terms of the Government of Canada's actions to support ocean health and economic well-being. However, despite limited awareness of oceans issues, the public strongly support action to improve the health of Canada's oceans, and in taking a global leadership role

in this area. Canadians also feel the Government of Canada needs to do more to support the economic growth of ocean sectors.

These results provide a clear baseline of Canadians' awareness and understanding of Canada's efforts to grow an ocean-based blue economy. As the Blue Economy Strategy is being launched later this year, it will be important to track these findings in order to measure whether there has been an increase in public awareness of oceans-related issues and the Government of Canada's actions in the oceans. It will also be important to see if public support and approval for Government of Canada's actions in the oceans increase as awareness grows.

D. Contract Value

The contract value for the POR project is \$99,989.85 (including HST).

Supplier Name: EKOS Research Associates

PWGSC Contract Number: FP977-221443/001/CY

Contract Award Date: January 10, 2022

For more information on this report, please contact DFO at:

DFO.POR-ROP.MPO@dfo-mpo.gc.ca

E. Political Neutrality Certification

This certification is to be submitted with the final report submitted to the Project Authority.

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed by:



Derek Jansen (Vice President)

DETAILED FINDINGS

A. Awareness of oceans-related issues

Awareness of oceans-related issues

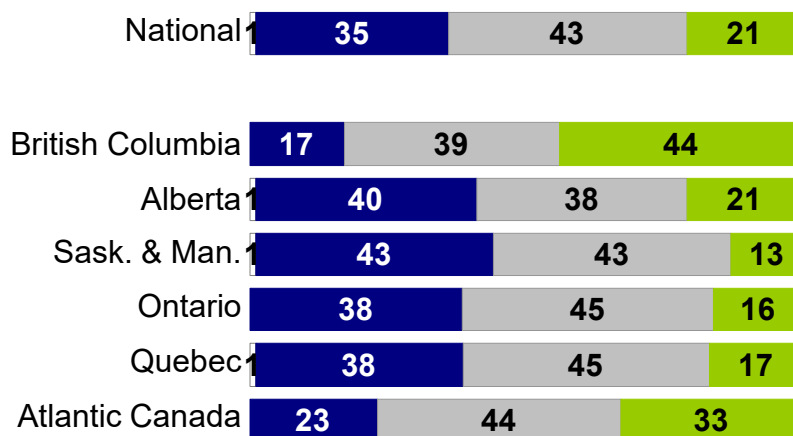
Respondents were first asked to rate their awareness of oceans-related issues. Results reveal limited awareness of oceans-related issues among Canadians: only one in five (21 per cent) say they are aware of oceans-related issues, while 43 per cent say they have little awareness of these issues.

- Awareness of oceans-related issues is higher among residents of BC (44 per cent), and Atlantic Canada (33 per cent), Indigenous people (28 per cent), and those living on the coasts (36 per cent).
- Conversely, those 18 to 34 years of age are more likely to indicate they are not aware of oceans-related issues (50 per cent).

Chart 1: Awareness of oceans-related issues

Awareness of oceans-related issues

Q. How would you rate your awareness of oceans-related issues?



□ DK/NR ■ Not aware (1-2) ■ Moderately (3) ■ Aware (4-5) 1

BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

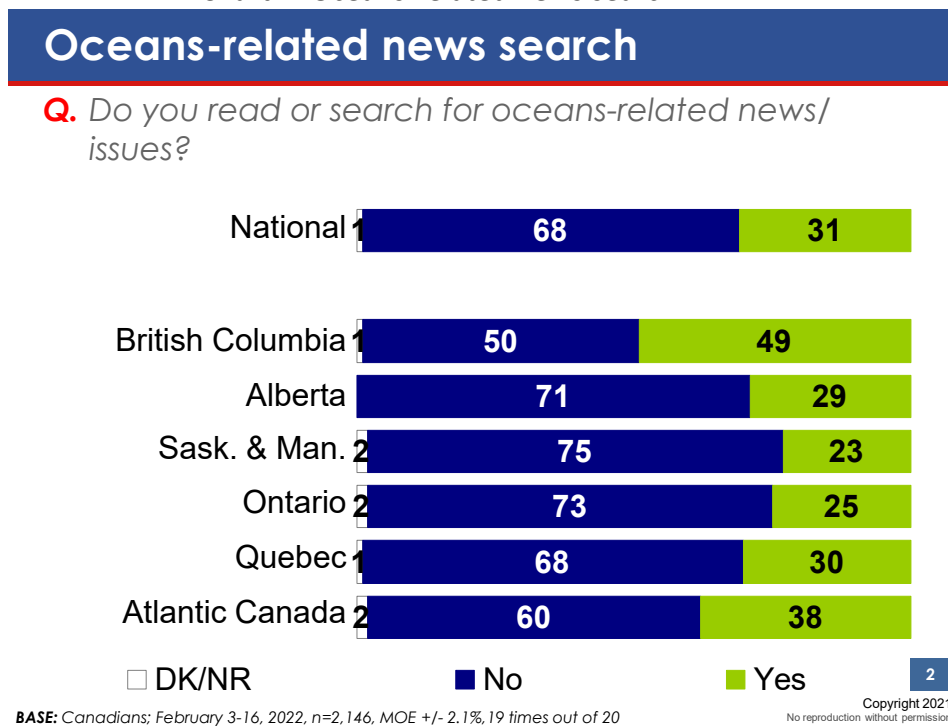
Copyright 2021
No reproduction without permission

Oceans-related news search

Canadians were also asked if they read or search for oceans-related news and issues. Results suggest limited interest in oceans-related news: three in ten (31 per cent) indicate they do search for oceans-related news/issues, while the majority (68 per cent) do not seek out this type of information.

- The likelihood of reading/searching for oceans-related news/issues is higher among those living on the coasts (46 per cent, compared to 27 per cent among those not living on the coasts)
- Residents of BC are also more likely to read or search for oceans-related news/issues (49 per cent).
- Those younger than 35 years of age (76 per cent), those with high school education (74 per cent), visible minorities (73 per cent), and those with an annual household income higher than \$80,000 (71 per cent) are less likely to say they read/search for oceans-related news.

Chart 2: Oceans-related news search

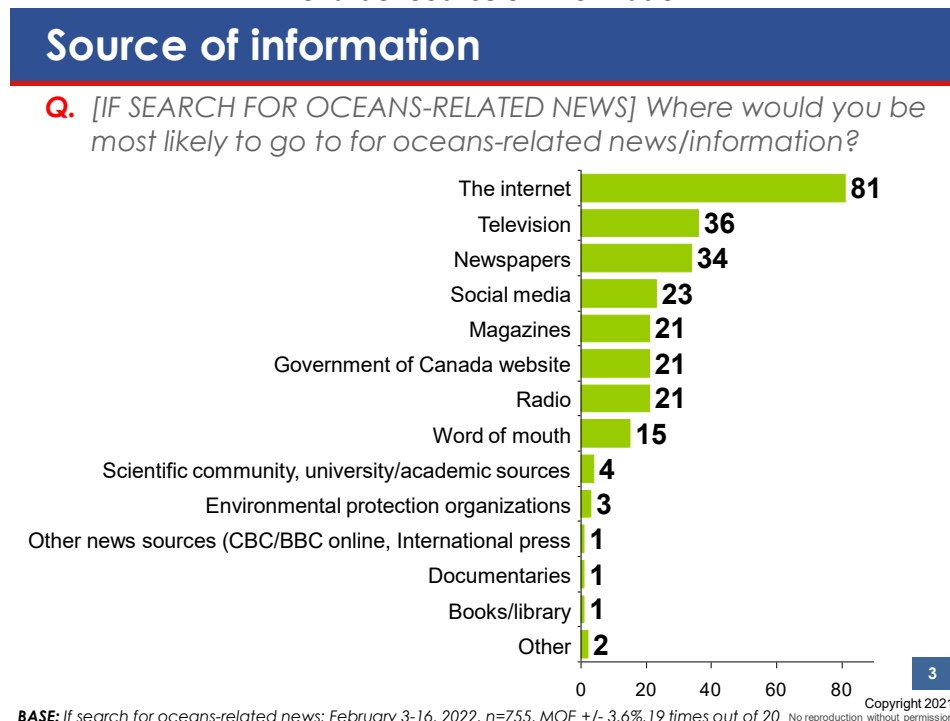


Source of information

Those who indicated they did search for oceans-related news were asked where they would most likely go for this type of information. The Internet was mentioned most often (81 per cent), followed by television (36 per cent), newspapers (34 per cent), and social media (23 per cent).

- Residents of Ontario (84 per cent), those ages 35 to 44 (93 per cent), men (84 per cent), and those with an annual household income higher than \$100,000 (88 per cent) are more likely to indicate they would look for oceans-related information through an Internet search.
- Quebeckers (48 per cent), those ages 65 and over (49 per cent), and those earning less than \$40,000 annually (40 per cent) are more likely to look for oceans-related information on television.
- Residents of BC are the most likely to indicate they would look for this type of information in newspapers (38 per cent, compared to 34 per cent nationally).

Chart 3: Source of information



Frequency of searching for oceans-related news

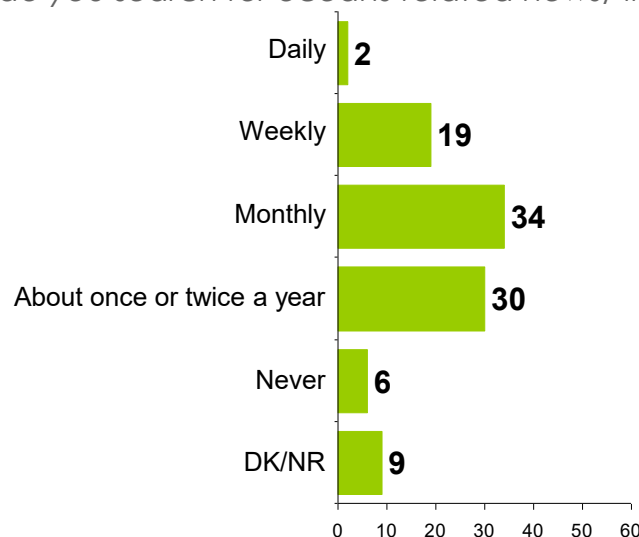
Respondents who indicated they searched for oceans-related news were also asked how often they search for oceans-related news. Most indicate they searched for this type of information fairly infrequently: 34 per cent indicated monthly, and 30 per cent indicated only about once or twice a year (30 per cent). Relatively few search for oceans-related news on a weekly (19 per cent) or daily (2 per cent) basis.

- Those with an annual household income from \$20,000 to \$40,000 (50 per cent), and residents of Alberta (47 per cent) are more likely to say they search for oceans-related news on a monthly basis.
- Those ages 35 to 44 (41 per cent), and those with an annual household income of \$150,000 or greater (39 per cent) are more likely to say they look for ocean-related news about once or twice a year.
- Those 55 years of age and older (26 per cent), Indigenous people (28 per cent), visible minorities (29 per cent), and those with an annual household income from \$100,000 to \$150,000 are more likely to search for oceans-related information on a weekly basis.

Chart 4: Frequency of searching for oceans-related news

Frequency of searching for oceans-related news

Q. [IF SEARCH FOR OCEANS-RELATED NEWS] How often do you search for oceans-related news/ information?



BASE: If search for oceans-related news; February 3-16, 2022, n=755, MOE +/- 3.6%, 19 times out of 20. Copyright 2021. No reproduction without permission.

B. Employment in an ocean-based sector

Training in areas related to oceans

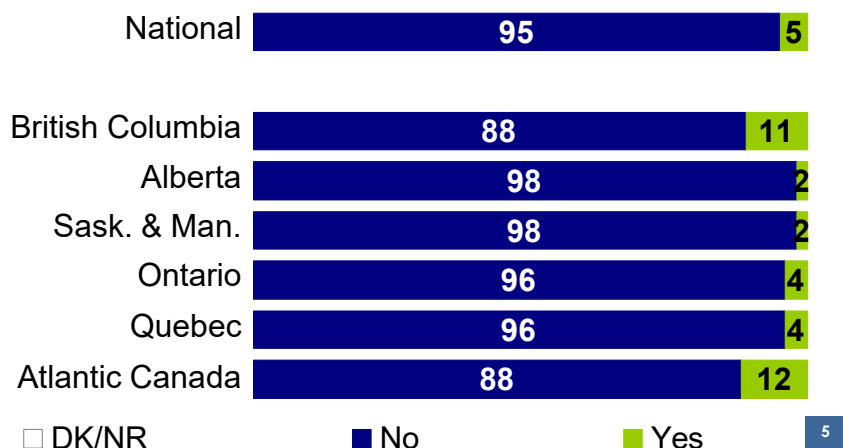
Canadians were asked whether they are currently, or have ever studied and/or been trained in an area related to the oceans. Only 5 per cent say they have been trained in this area, while a clear majority (95 per cent) say they have not.

- Residents of Atlantic Canada (12 per cent) and BC (11 per cent) are more likely to say they have studied in an area related to the oceans.

Chart 5: Training in areas related to oceans

Training in areas related to oceans

Q. Are you currently, or have you ever, studied and/or been trained in an area related to the oceans? (e.g., marine biology/ sciences, oceans-related engineering, trades/apprenticeships)



BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

Employment in an ocean-based sector

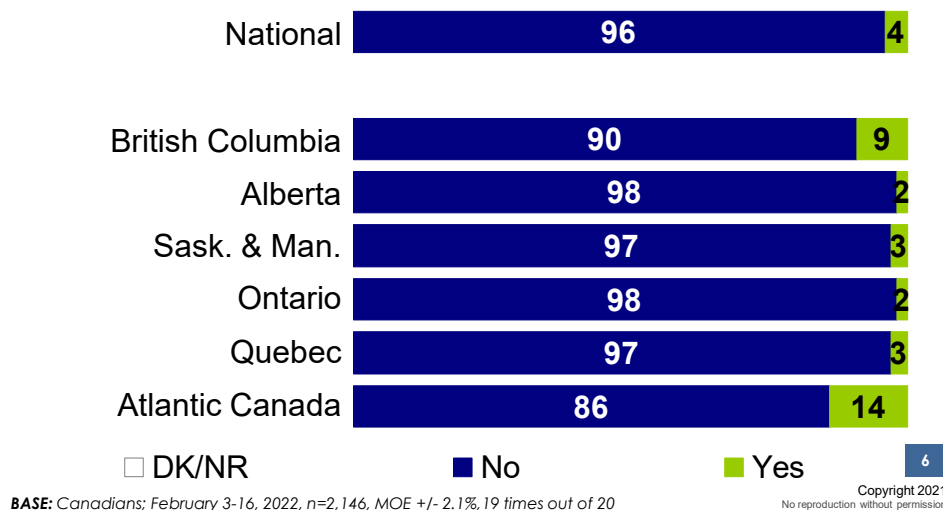
Respondents were also asked whether they are currently or have ever been employed in an ocean-based sector. The vast majority of respondents say they have not been employed in an ocean-based sector (96 per cent).

- Those living on the coasts (12 per cent) and Indigenous people (8 per cent) are more likely to say they have been employed in an ocean-related sector.
- Regionally, residents of Atlantic Canada (14 per cent), and BC (9 per cent) are most likely to say they have been employed in an ocean-based sector.

Chart 6: Employment in an ocean-based sector

Employment in an ocean-based sector

Q. Are you currently, or have you ever been employed in an ocean-based or ocean-related sector?

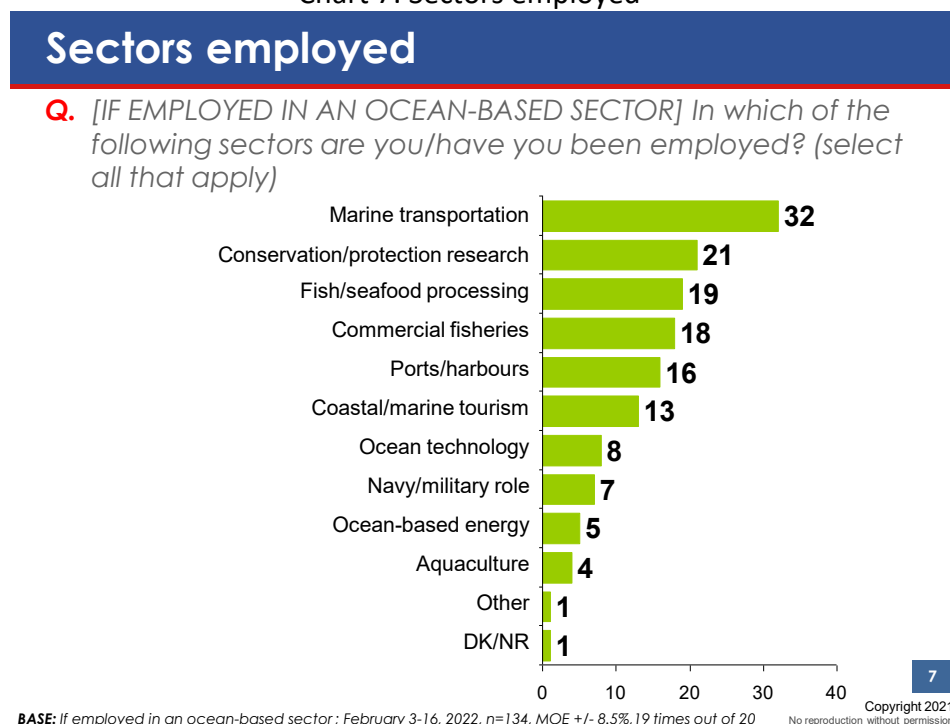


Sectors employed

Those who indicated they have been employed in an ocean-based sector were asked to identify the sectors in which they were employed. Marine transportation (32 per cent) was mentioned most often, followed by conservation/protection research (21 per cent), fish/seafood processing (19 per cent), and commercial fisheries (18 per cent).

- Residents of Alberta (71 per cent), those ages 35 to 44 (48 per cent), and those earning \$100,000 to \$150,000 in annual household income (43 per cent) are more likely to say they are/have been employed in marine transportation.
- Those younger than 35 (40 per cent) and Ontarians (43 per cent) are more likely to say they have been employed in conservation/protection research.
- Those earning less than \$20,000 in household income are more likely to say they are/have been employed in a fish/seafood processing (58 per cent), and in commercial fisheries (50 per cent).

Chart 7: Sectors employed



Consideration of a job in an oceans-based sector

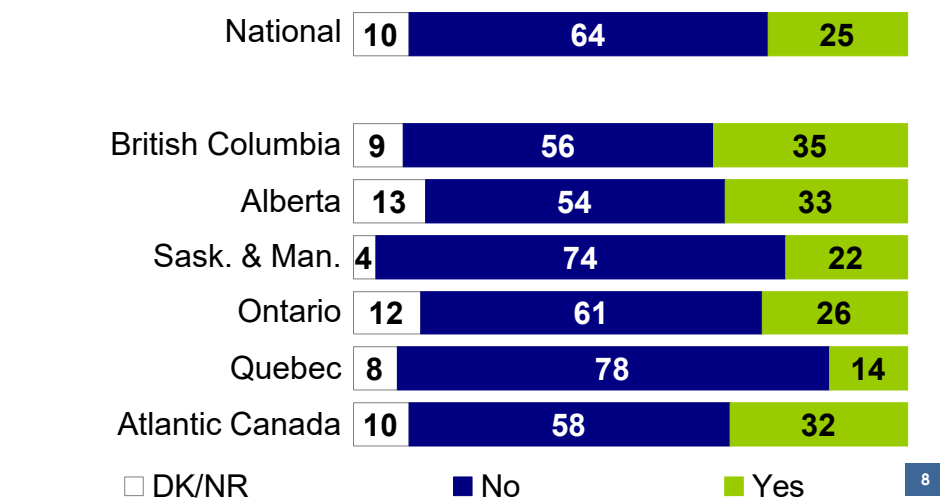
Respondents not employed in an ocean-based sector were asked whether they would consider a job in this sector. Only one in four of these respondents (25 per cent) say they would consider a job in an oceans-based sector; most (64 per cent) indicated they would not consider a job in this sector.

- Those younger than 45 years (35 per cent), men (32 per cent), and residents of BC (35 per cent) are more likely to say they would consider a job in an oceans-based sector.

Chart 8: Consideration of a job in an oceans-based sector

Consideration of a job in an oceans-based sector

Q. [IF NOT EMPLOYED IN AN OCEAN-BASED SECTOR] Would you consider a job or a career in an oceans-based sector?



BASE: If not employed in an ocean-based sector; February 3-16, 2022, n=2,008, MOE +/- 2.2%, 19 times out of 20

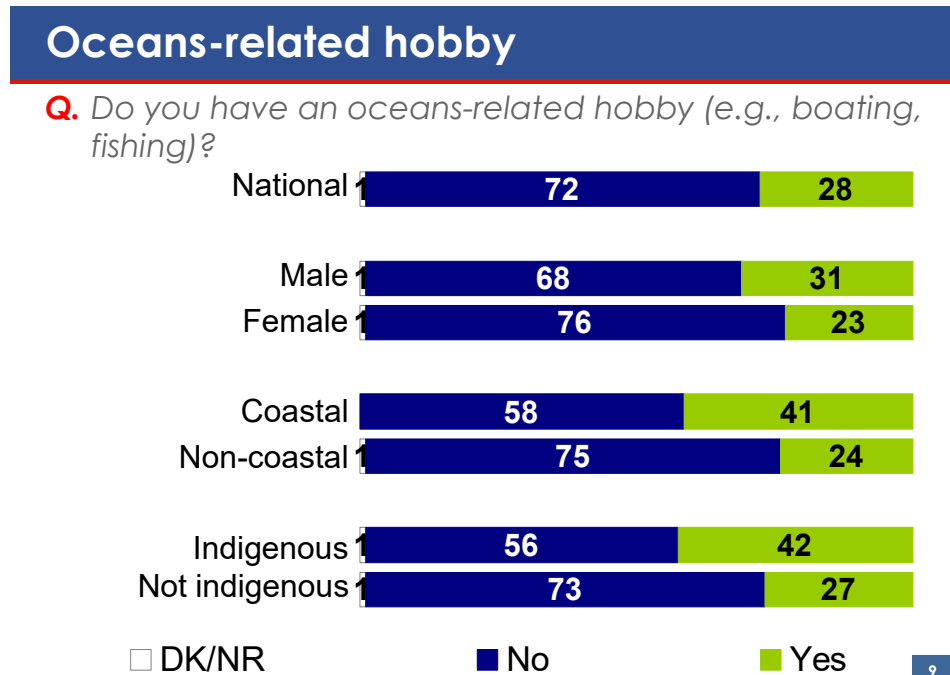
Copyright 2021
No reproduction without permission

Oceans-related hobby

Respondents were also asked whether they have an oceans-related hobby. Most Canadians (72 per cent) indicate they do not engage in this type of activity, while about three in ten (28 per cent) say they do have an oceans-related hobby.

- The likelihood of having an oceans-related hobby is higher among men (31 per cent), Indigenous people (42 per cent), and those living on the coasts (41 per cent).

Chart 9: Oceans-related hobby



BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

C. Awareness of Canada's actions on oceans

Awareness of Canada's actions on oceans

Canadians were also asked a series of questions about Canada's actions on the ocean. Results suggest limited awareness of Canada's ocean actions. Only about one in three (35 per cent) express at least some awareness of how Canada is using ocean resources sustainably for economic growth, and only about three in ten express at least some awareness of Canada's international actions on oceans (29 per cent), or innovations that Canada is leading that improve ocean health and economic growth (27 per cent).

- Residents of BC and Atlantic Canada, and those living on Canada's coasts express the highest levels of awareness across all these issues. For instance, residents of Atlantic Canada (52 per cent) and BC (51 per cent) express higher awareness of how Canada is using ocean resources sustainably for economic growth, improved livelihoods, and ocean health.
- Residents of Atlantic Canada and BC are also more likely to be aware of Canada's international actions on the oceans (40 per cent and 36 per cent respectively, compared to 29 per cent nationally).
- Awareness of innovations that Canada is leading that improve ocean health and economic growth is higher among residents of Atlantic Canada (41 per cent) and BC (40 per cent).

Chart 10: Awareness of Canada's actions on oceans

Awareness of Canada's actions on oceans

Q. How would you rate your level of awareness about each of the following?

How Canada is using ocean resources sustainably for economic growth, improved livelihoods, and ocean health?



Canada's international actions on oceans?



Innovations that Canada is leading such as new ideas, technologies and practices that improve ocean health and economic growth?



☐ DK/NR ☒ Not aware (1-2) ☐ Moderately (3) ☐ Aware (4-5) ☐ 10

BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

Change in knowledge of Canada's oceans

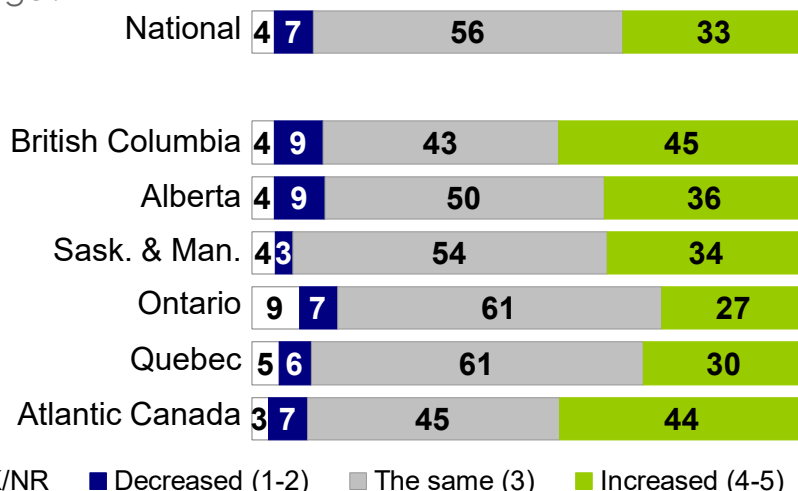
Survey results also reveal that most Canadians (56 per cent) feel their knowledge of Canada's oceans has stayed the same over the past five years. One in three say their knowledge of Canada's oceans has increased, and 7 per cent say their knowledge has decreased over the past five years.

- Indigenous people (46 per cent), as well as residents of Atlantic Canada (44 per cent) and BC (45 per cent) are most likely to say that their knowledge of Canada's oceans has increased over the past five years.
- Increased knowledge of Canada's oceans rises progressively with age (from 27 per cent among those from 35 to 44 years of age, to 42 per cent among those older than 65).

Chart 11: Change in knowledge of Canada's oceans

Change in knowledge of Canada's oceans

Q. Has your knowledge of Canada's oceans increased, decreased, or stayed the same compared to 5 years ago?



□ DK/NR ■ Decreased (1-2) ■ The same (3) ■ Increased (4-5) 11

BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

Agreement that Canada is an “ocean nation”

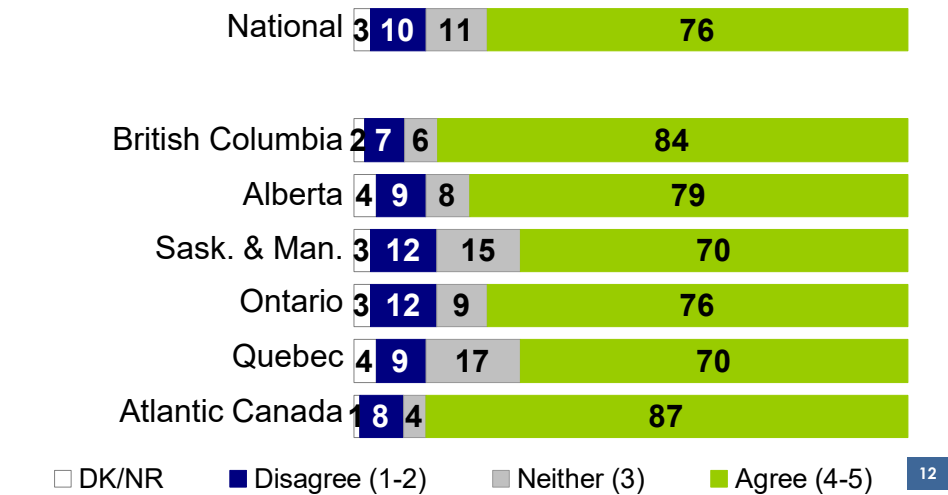
Results also suggest that, despite limited awareness of oceans-related issues, most Canadians (76 per cent) agree that Canada is an “ocean nation” (only 10 per cent disagree with this idea).

- Residents of Atlantic Canada (87 per cent) and BC (84 per cent), those 65 years of age and older (82 per cent), and university graduates (80 per cent) are particularly likely to agree that Canada is an “ocean nation”.

Chart 12: Agreement that Canada is an “ocean nation”

Agreement that Canada is an “ocean nation”

Q. To what extent do you agree that Canada is an ‘ocean nation’ (i.e., the oceans are part of our Canadian identity, economy, culture, and well being)?



BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

D. Importance/Priorities for oceans

Importance of the Blue Economy

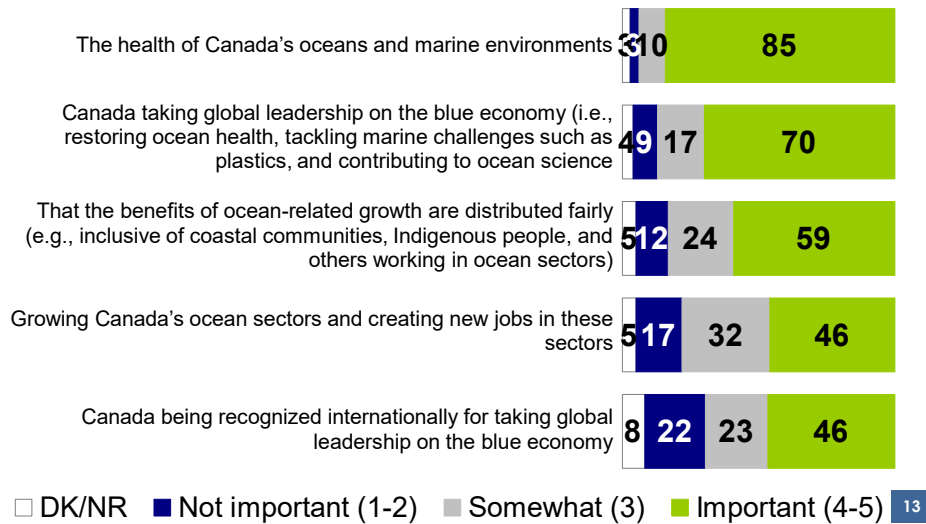
Respondents were asked to rate the importance of a number of issues related to the oceans. Results reveal that despite limited awareness of Canada's actions on the oceans, fully 85 per cent of Canadians believe the health of Canada's oceans and marine environments is important, and 70 per cent feel it is important Canada takes a global leadership role on the blue economy (i.e., restoring ocean health, tackling marine challenges such as plastics, and contributing to ocean science). Six in ten Canadians (59 per cent) also believe it is important that the benefits of ocean-related growth be distributed fairly. About half feel that growing Canada's ocean sectors and creating new jobs in these sectors, and Canada being recognized internationally for taking global leadership on the blue economy are important (46 per cent each).

- Women (89 per cent), university graduates (88 per cent), residents of BC (88 per cent), and those in an LGBT+ community (92 per cent) are more likely to consider the health of Canada's oceans and marine environment as important.
- Those living on the coasts (74 per cent), those ages 65 and over (74 per cent), women (77 per cent), and those earning less than \$20,000 in annual household income (79 per cent) are particularly likely to believe that Canada taking global leadership on the blue economy is important.
- Indigenous people (69 per cent), women (67 per cent), those earning less than \$20,000 in annual household income (71 per cent), and visible minorities (68 per cent) are more likely to feel that having the benefits of ocean-related growth distributed fairly is of importance.
- The importance of growing Canada's ocean sectors and creating new jobs in these sectors rises progressively with age (from 37 per cent among those younger than 35, to 58 per cent among those older than 65).
- Indigenous people (53 per cent), those 65 years of age and older (57 per cent), those with an annual household income under \$20,000 (56 per cent), residents of Atlantic Canada (58 per cent), and visible minorities (55 per cent) are particularly likely to believe that Canada being recognized internationally for taking global leadership on the blue economy is of importance.

Chart 13: Importance of the Blue Economy

Importance of the Blue Economy

Q. How important would you say that each of the following are to you?



BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

Perceived value of Canada's oceans

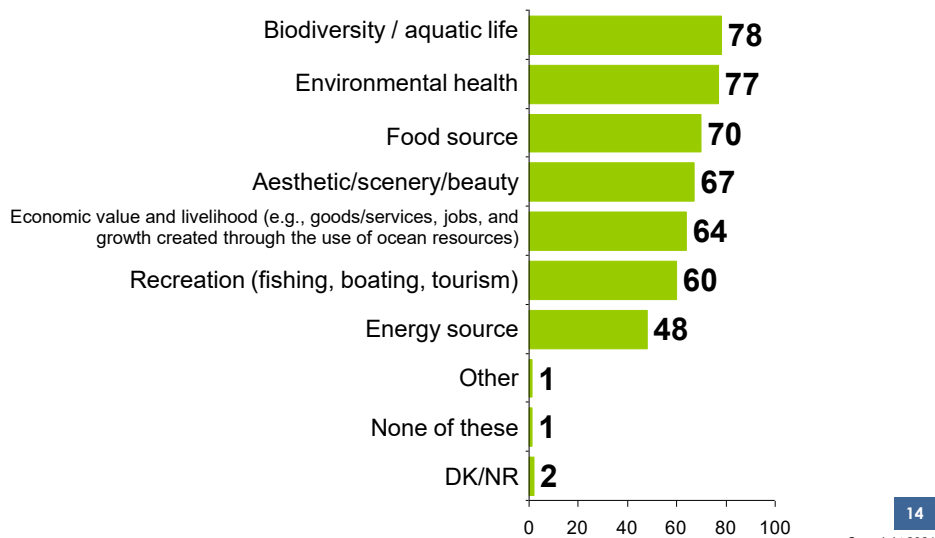
Canadians were also asked what they value about the oceans on Canada's coasts. Results reveal that biodiversity/aquatic life is rated highest, followed by environmental health, and the oceans as a food source. The aesthetic beauty of the oceans, its economic value, and recreational aspects of the oceans (e.g., fishing, boating) are valued by at least six in ten Canadians. Canada's oceans as an energy source is assigned lowest value by Canadians (48 per cent).

- Residents of BC (84 per cent), those with an annual household income over \$150,000 (84 per cent) and university graduates (84 per cent) are particularly likely to value biodiversity/aquatic life.
- Women (81 per cent), and those with university education (84 per cent) are particularly likely to value the environmental health of the oceans.
- The perceived value of the environmental health of the ocean rises progressively with education (from 73 per cent among those with high school education, to 84 per cent among university graduates).
- Those 65 years of age and older (78 per cent) are most likely to value the ocean as a food source
- Those living on the coasts (71 per cent), university graduates (74 per cent), and those in an LGBT+ community (79 per cent) are most likely to value the aesthetic/scenery/beauty of the ocean.
- Residents of Atlantic Canada (72 per cent) are particularly likely to value the economic value of Canada's ocean.
- Those 65 years of age and older (71 per cent) and those with a household income of \$150,000 or over (68 per cent) are more likely to value recreation on the coasts.
- University graduates (54 per cent) and those earning \$150,000 or more (57 per cent) are particularly likely to value Canada's oceans as an energy source.

Chart 14: Perceived value of Canada's oceans

Perceived value of Canada's oceans

Q. What do you value, if anything, about the oceans on Canada's coasts? [Select all that apply]



BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

Priorities when using the ocean and its resources

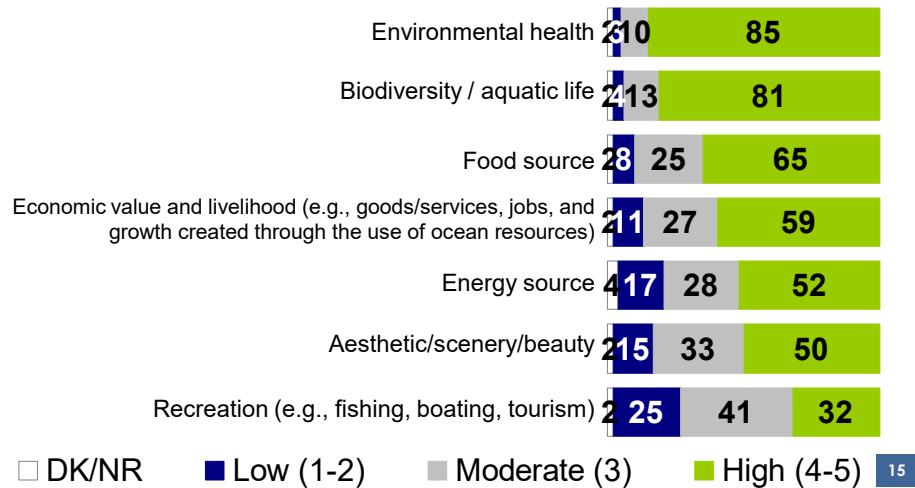
Canadians were then asked what priority the Government of Canada should give to each of these aspects of the ocean and its resources. Results reveal that the environmental health of the oceans and biodiversity are assigned highest priority (85 per cent and 81 per cent, respectively, rate these issues as high priorities). The ocean as a food source (65 per cent), and the economic value of the ocean (59 per cent) are seen as middle priorities. The ocean as an energy source (52 per cent), and the aesthetic beauty of the ocean (50 per cent) are lower level priorities. Recreational use of the ocean is seen as the lowest priority among the issues examined (only 32 per cent rate this as a high priority).

- Indigenous people (89 per cent), women (90 per cent), university graduates (89 per cent), residents of Atlantic Canada (89 per cent) and BC (87 per cent), and those in an LGBT+ community (96 per cent) are particularly likely to say the Government of Canada should give environmental health highest priority.
- Those living on the coasts (85 per cent), those ages 35 to 44 (85 per cent), women (86 per cent), university graduates (86 per cent), and those in an LGBT+ community (93 per cent) are most likely to feel the Government of Canada should give high priority to biodiversity/aquatic life.
- Indigenous people (75 per cent), those ages 65 or older (78 per cent), residents of Atlantic Canada (79 per cent), visible minorities (74 per cent), and those with an annual household income from \$20,000 to \$40,000 (72 per cent) are more likely to consider the ocean as a food source as a high priority.
- Residents of Atlantic Canada (73 per cent), visible minorities (70 per cent), and those 65 years of age and older (71 per cent) are particularly likely to say the Government of Canada should prioritize the ocean's economic value.

Chart 15: Priorities when using the ocean and its resources

Priorities when using the ocean and its resources

Q. When it comes to the use of the ocean and its resources, what priority should the Government of Canada give to each of these issues?



BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

Highest priority when using the ocean and its resources

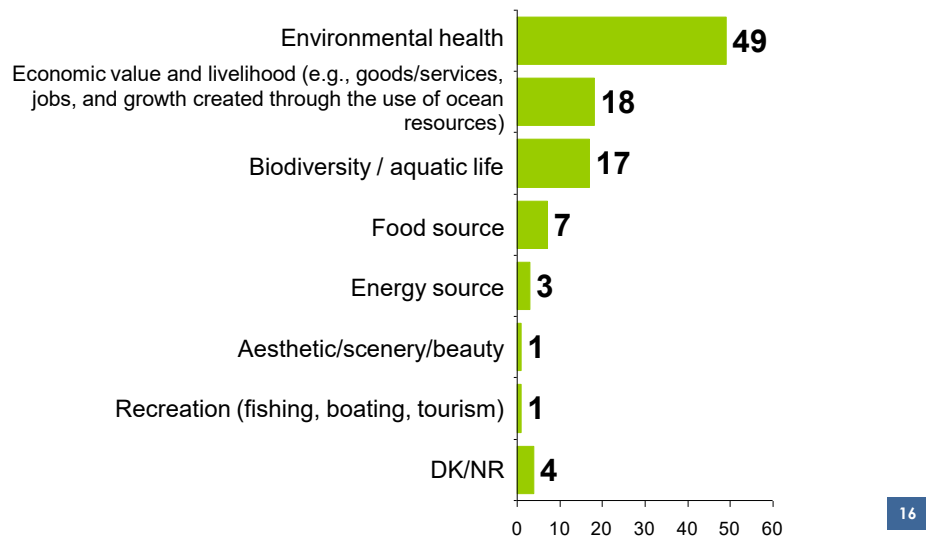
When asked which **one** of these issues should be given highest priority by the Government of Canada, environmental health tops the list, followed fairly distantly by economic value, and biodiversity.

- Those ages 35 to 44 (56 per cent), women (55 per cent), university graduates (54 per cent), and those in an LGBT+ community (66 per cent) are more likely to consider environmental health as the top priority for the Government of Canada.
- Men (24 per cent), high school graduates (21 per cent), residents of Manitoba and Saskatchewan (26 per cent each), and Alberta (25 per cent), are more likely to see the economic value of the oceans as the highest priority for the government.

Chart 16: Highest priority when using the ocean and its resources

Highest priority when using the ocean and its resources

Q. And which *ONE* of these should be given highest priority by the Government of Canada?



BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

E. Awareness and support for Government action

Awareness of Government of Canada targets for ocean conservation

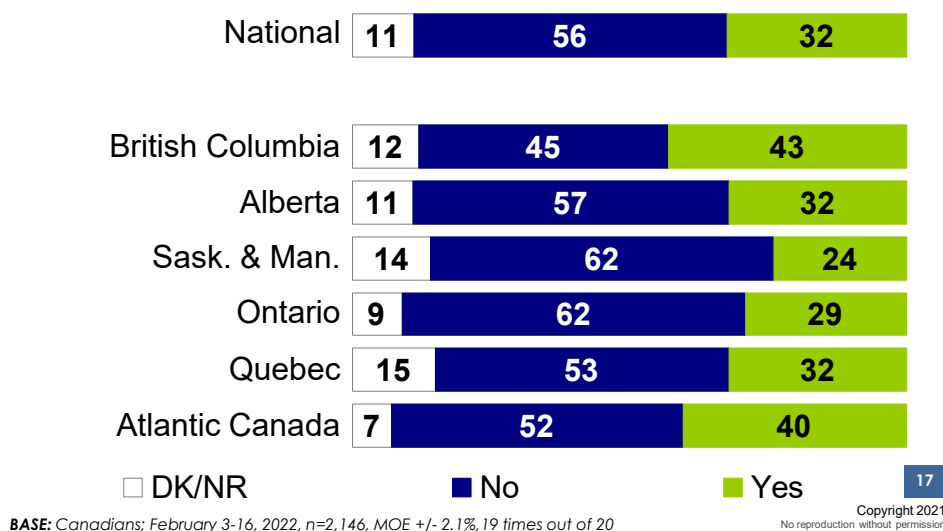
Survey results suggest Canadians have limited awareness of government targets for ocean conservation. When asked whether they are aware that the Government of Canada has set targets for ocean conservation, most Canadians (56 per cent) say they are not aware of these targets, and only three in ten (32 per cent) say they are aware that the Government of Canada has set targets for ocean conservation.

- Those living on the coasts (43 per cent), those in an LGBT+ community (43 per cent), and those under 35 years of age (38 per cent) are more likely to say they are aware that the Government of Canada has set targets for ocean conservation.
- Awareness of Government of Canada targets for ocean conservation rises progressively with education (from 28 per cent among those with high school education, to 39 per cent among university graduates).

Chart 17: Awareness of GoC targets for ocean conservation

Awareness of GoC targets for ocean conservation

Q. Are you aware that the Government of Canada has set targets for ocean conservation?



Importance of objectives for marine conservation

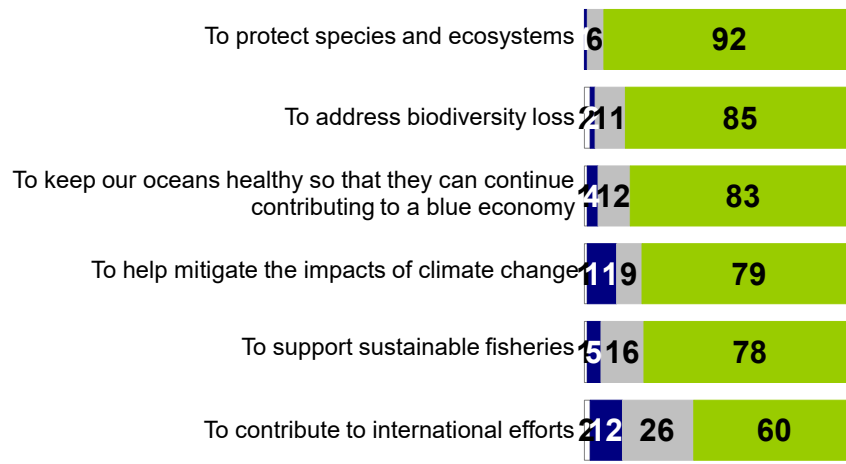
Those who indicated they are aware that the Government of Canada sets targets for ocean conservation were asked to rate the importance of a variety of ocean health objectives for marine conservation. Results reveal that all of these objectives are seen as important. The vast majority (92 per cent) say it is important to protect species and ecosystems, and over eight in ten say it is important to address biodiversity loss (85 per cent), and to keep our oceans healthy so that they can continue contributing to a blue economy (83 per cent). Just under eight in ten feel helping mitigate the impacts of climate change (79 per cent), and supporting sustainable fisheries (78 per cent) are important ocean health objectives. Fewer, but still a majority, (60 per cent) feel contributing to international efforts is an important ocean objective.

- Women (96 per cent) and university graduates (95 per cent) are particularly likely to feel that protecting species and ecosystems are important ocean health objectives.
- Women (86 per cent), those 65 years of age and older (88 per cent), and Quebeckers (89 per cent) are particularly likely to see helping mitigate the impacts of climate change as an important objective.
- Those 65 years of age and older (86 per cent), men (82 per cent) and residents of Alberta (91 per cent) are more likely to see supporting sustainable fisheries as an important ocean objective.

Chart 18: Importance of objectives for marine conservation

Importance of objectives for marine conservation

Q. [IF AWARE] How important would you feel the following ocean health objectives are for marine conservation?



☐ DK/NR
 ☒ Not important (1-2)
 ☐ Somewhat (3)
 ☒ Important (4-5)
 18

BASE: If aware; February 3-16, 2022, n=733, MOE +/- 3.6%, 19 times out of 20

Copyright 2021
No reproduction without permission

Support for the Government of Canada's commitment to protect oceans

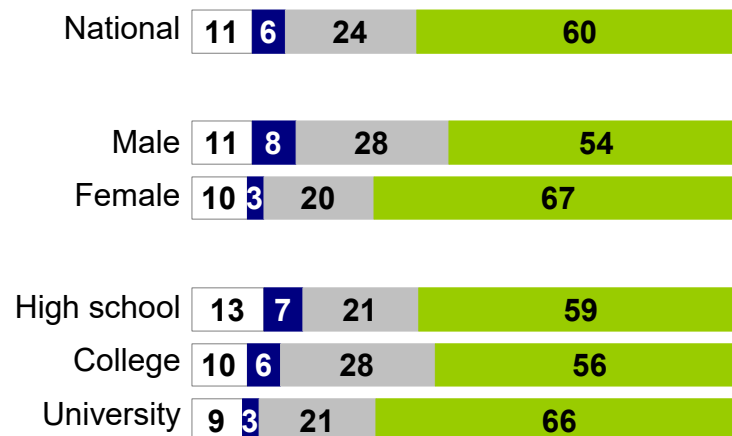
Despite limited awareness of targets for ocean conservation, a clear majority of Canadians (60 per cent) support the Government of Canada's commitment to protecting 25% of our oceans by 2025, and only 6 per cent are not supportive of this commitment.

- Those living on the coasts (65 per cent), those ages 65 and older (69 per cent), women (67 per cent), university graduates (66 per cent), and those in an LGBT+ community (70 per cent) are particularly likely to support the Government of Canada's commitment to protecting 25% of our oceans by 2025.

Chart 19: Support for the Government of Canada's commitment to protect oceans

Support for the GoC's commitment to protect oceans

Q. How supportive are you of the Government of Canada's commitment to protecting 25% of our oceans by 2025?



□ DK/NR ■ Not supportive (1-2) ■ Somewhat (3) ■ Supportive (4-5) 19

BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

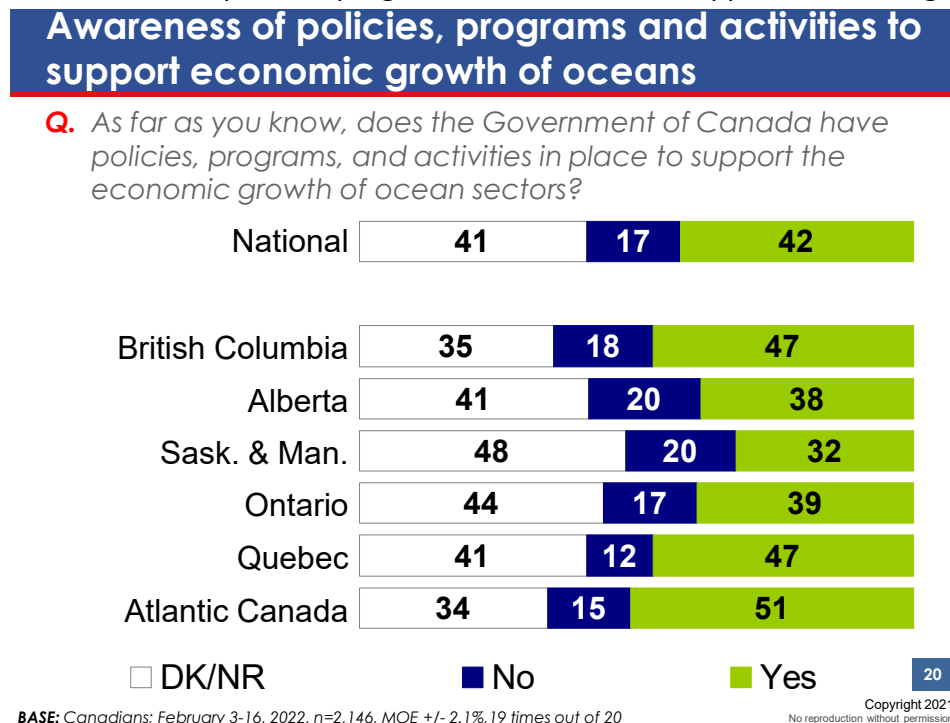
Copyright 2021
No reproduction without permission

Awareness of policies, programs and activities to support economic growth of oceans

Survey results further suggest Canadians have limited awareness of Government of Canada policies, programs and activities to support the economic growth of oceans. Four in ten (42 per cent) indicate they are aware of these types of programs, however, a similar proportion (41 per cent) indicate they are unsure.

- Awareness of Government of Canada policies, programs and activities to support the economic growth of oceans rises progressively with education (from 37 per cent among high school graduates, to 50 per cent among university graduates).
- Those living on the coasts also express higher levels of awareness of these programs and policies (54 per cent, compared to 42 per cent nationally).

Chart 20: Awareness of policies, programs and activities to support economic growth of oceans



Views on Government of Canada's support for ocean sectors

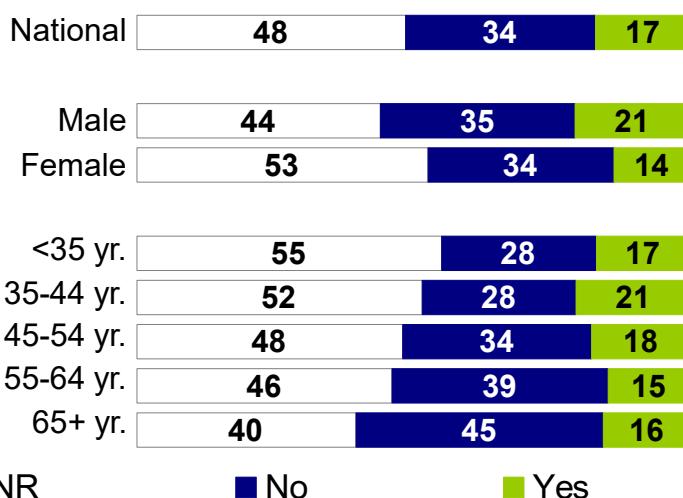
When asked whether they think the Government of Canada has done enough to support the economic growth of ocean sectors, most Canadians again express a lack of awareness about Government of Canada efforts in this area. Seventeen per cent think that the government has done enough in this area, while three in ten (34 per cent) feel the government has not done enough, however almost half (48 per cent) could not provide a response to this question.

- Agreement that the Government of Canada has done enough to support the economic growth of ocean sectors rises progressively with age (from 28 per cent among those 18 to 34 years of age, to 45 per cent among those 65 and older).
- Those living on the coasts (23 per cent), men (21 per cent), and those with disabilities (21 per cent) are more likely to agree that the Government of Canada has done enough to support the economic growth of ocean sectors.

Chart 21: Views on Government of Canada's support for ocean sectors

Views on GoC's support for ocean sectors

Q. Do you think the Government of Canada has done enough to support the economic growth of ocean sectors?



BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

Importance of developing a strategy to guide activities in oceans

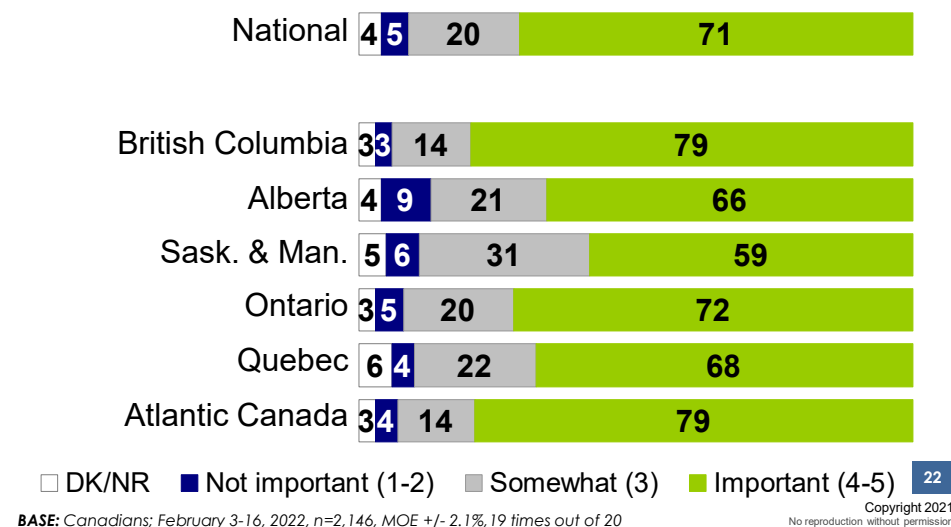
Respondents were asked how important it is that Canada develops a strategy to guide activities and investments in our oceans. Despite limited awareness of government efforts in the oceans, a clear majority (71 per cent) say they consider this to be important, and only 5 per cent feel this to be of little importance.

- Those living on the coasts (75 per cent), Indigenous people (78 per cent), those ages 55 to 64 (77 per cent), and women (75 per cent) are more likely to feel it is important that Canada develops a strategy to guide activities and investments in our oceans.

Chart 22: Importance of developing a strategy to guide activities in oceans

Importance of developing a strategy to guide activities in oceans

Q. How important would you say that it is for Canada to develop a strategy to guide activities and investments in our oceans?



Awareness of Blue Economy Strategy

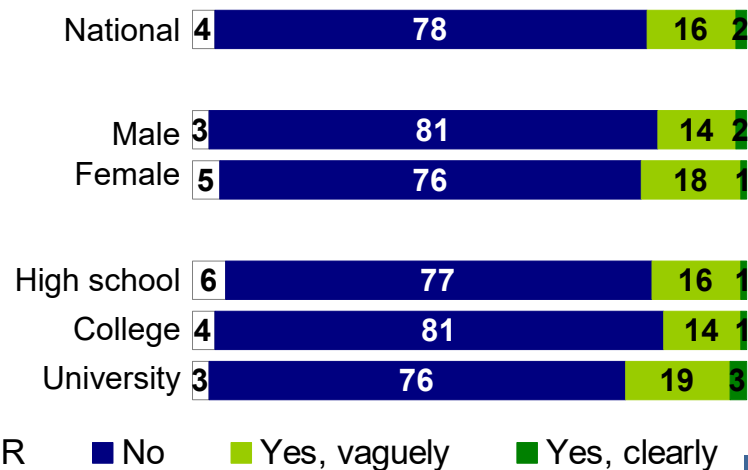
Canadians were also asked if they have seen, read, or heard anything about the Government of Canada's Blue Economy Strategy. As with many other oceans-related issues, public awareness of this program is quite limited: only one in five (18 per cent) say they are aware of this program, while the majority (78 per cent) indicate they are not aware of this initiative.

- Claimed awareness of the Blue Economy Strategy is higher among Quebecers (21 per cent), university graduates (22 per cent), Indigenous people (22 per cent), visible minorities (21 per cent), and the LGBT+ community (25 per cent).

Chart 23: Awareness of Blue Economy Strategy

Awareness of Blue Economy Strategy

Q. Have you seen, read, or heard anything about the Government of Canada's Blue Economy Strategy?



BASE: Canadians; February 3-16, 2022, n=2,146, MOE +/- 2.1%, 19 times out of 20

Copyright 2021
No reproduction without permission

23

Knowledge of Blue Economy Strategy

Those who indicated they were aware of the Government of Canada's Blue Economy Strategy were asked, unprompted, what they have seen, read or heard about the program. Cleaning up oceans/the environment was mentioned most often (13 per cent), followed by fishery sustainability (9 per cent). However, fully 51 per cent of those who claimed awareness of the Blue Economy Strategy did not provide a response to this question.

- Those living on the coasts (18 per cent), Indigenous people (20 per cent), and Quebeckers (23 per cent) are more likely to mention cleaning up oceans/environment.
- Claimed awareness of fishery/fish stocks sustainability is higher among those 65 years of age and older (13 per cent), and those earning from \$40,000 to \$60,000 in household income (16 per cent).

Chart 24: Knowledge of Blue Economy Strategy (i)

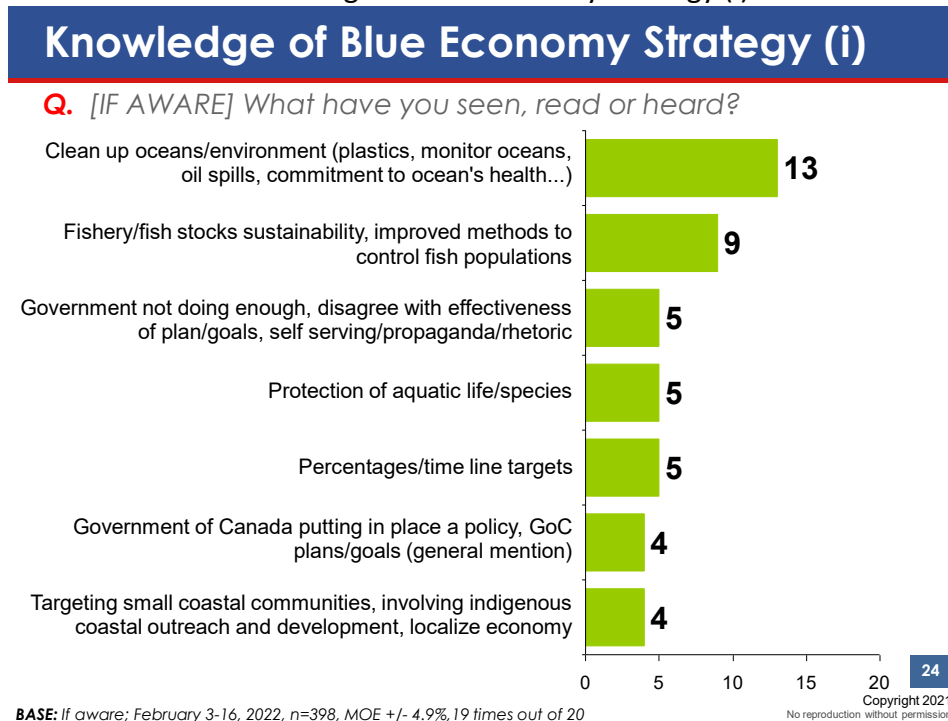
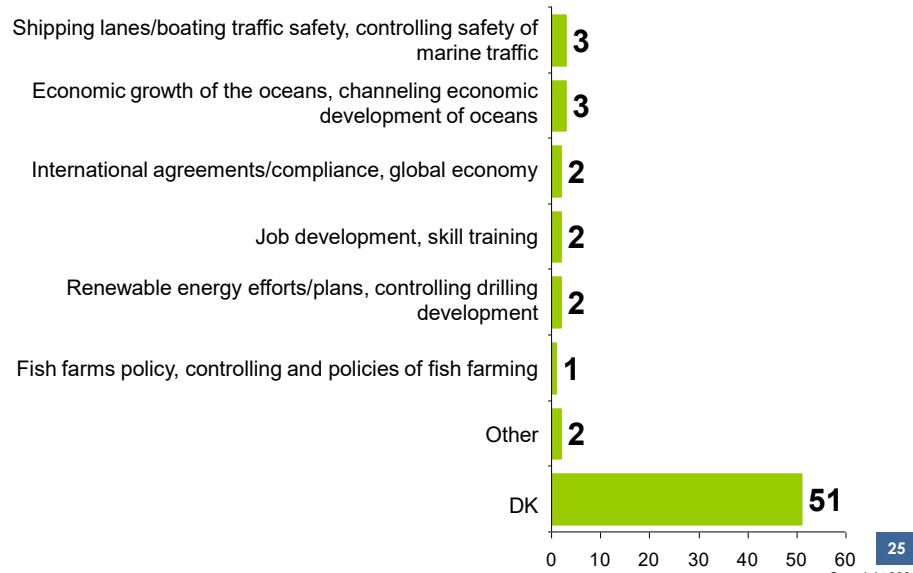


Chart 25: Knowledge of Blue Economy Strategy (ii)

Knowledge of Blue Economy Strategy (ii)

Q. [IF AWARE] What have you seen, read or heard?



BASE: If aware; February 3-16, 2022, n=398, MOE +/- 4.9%, 19 times out of 20

Copyright 2021
No reproduction without permission

APPENDIX

A. Questionnaire

INTRO

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur « Français » dans le coin supérieur droit.

Your participation is voluntary, and your responses will be kept entirely confidential. The survey takes about 15 minutes to complete and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service (project code 20220202-EK216). This survey is being directed by EKOS Research on behalf of the Government of Canada and is being administered according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation. If requested, please contact BlueEconomy-EconomieBleue@dfo-mpo.gc.ca

QA [1,3]

Do you live in one of the following types of communities?

Select all that apply

| | |
|---|------|
| A coastal community, within about 30km of an ocean, the St. Lawrence Seaway or a Great Lake shoreline | 1 |
| Rural community of fewer than 5,000 residents | 2 |
| Remote community that is further than 500km or a 5 hour drive from an urban community | 3 |
| None of these | 4 X |
| Prefer not to say | 99 X |

QB

Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)? (First Nations include Status and Non-Status Indians)

| | |
|--------------------|----|
| Yes, First Nations | 1 |
| Yes, Métis | 2 |
| Yes, Inuk (Inuit) | 3 |
| Other (Specify) | 77 |
| No | 97 |
| Don't know | 98 |
| Prefer not to say | 99 |

Q1

How would you rate your awareness of oceans-related issues? <[Telephone version]Please use a scale of 1 to 5, where 1 means "not at all aware" and 5 means "very aware">

| | |
|-------------------------|----|
| Not at all aware 1 | 1 |
| 2 | 2 |
| Moderately aware 3 | 3 |
| 4 | 4 |
| Very aware 5 | 5 |
| Don't know/ No response | 99 |

Q2

Do you read or search for oceans-related news/issues?

| | |
|------------|----|
| Yes | 1 |
| No | 2 |
| Don't know | 99 |

Q3 [1,9]

If... Q2 = 1

Where would you be most likely to go to for oceans-related news/information?

Select all that apply

| | |
|------------------------------|------|
| Television | 1 |
| Radio | 2 |
| Newspapers | 3 |
| Magazines | 4 |
| The internet | 5 |
| Government of Canada website | 6 |
| Social media | 7 |
| Word of mouth | 8 |
| Other, specify | 77 |
| Don't know / No response | 99 X |

Q4

If... Q2 = 1

How often do you search for oceans related news/information?

| | |
|----------------------------|----|
| Daily | 1 |
| Weekly | 2 |
| Monthly | 3 |
| About once or twice a year | 4 |
| Never | 5 |
| Don't know | 99 |

Q5

Are you currently, or have you ever, studied and/or been trained in an area related to the oceans? (e.g., marine biology/ sciences, oceans-related engineering, trades/apprenticeships)

| | |
|------------|----|
| Yes | 1 |
| No | 2 |
| Don't know | 99 |

Q6

Are you currently, or have you ever been employed in an ocean-based or ocean-related sector?

| | |
|------------|----|
| Yes | 1 |
| No | 2 |
| Don't know | 99 |

Q6A [1,10]

If... Q6 = 1

In which of the following sectors are you/have you been employed?

Select all that apply

| | |
|----------------------------|------|
| Commercial fisheries | 1 |
| Fish/seafood processing | 2 |
| Aquaculture | 3 |
| Marine transportation | 4 |
| Ports/harbours | 5 |
| Ship-building/boatbuilding | 6 |
| Coastal/marine tourism | 7 |
| Ocean-based energy | 8 |
| Ocean technology | 9 |
| Other, specify | 77 |
| Don't know | 99 X |

Q6B

If... Q6 = 2

Would you consider a job or a career in an oceans-based sector?

| | |
|------------|----|
| Yes | 1 |
| No | 2 |
| Don't know | 99 |

Q7

Do you have an oceans-related hobby (e.g., boating, fishing)?

| | |
|------------|----|
| Yes | 1 |
| No | 2 |
| Don't know | 99 |

PREQ8

How would you rate your level of awareness about each of the following? <[Telephone version]Please use a scale of 1 to 5, where 1 means "not at all aware" and 5 means "very aware">

Q8A

How Canada is using ocean resources sustainably for economic growth, improved livelihoods, and ocean health?

| | |
|--------------------|----|
| Not at all aware 1 | 1 |
| 2 | 2 |
| Moderately aware 3 | 3 |
| 4 | 4 |
| Very aware 5 | 5 |
| Don't know | 99 |

Q8B

Innovations that Canada is leading such as new ideas, technologies and practices that improve ocean health and economic growth?

| | |
|--------------------|----|
| Not at all aware 1 | 1 |
| 2 | 2 |
| Moderately aware 3 | 3 |
| 4 | 4 |
| Very aware 5 | 5 |
| Don't know | 99 |

Q8C

Canada's international actions on oceans?

| | |
|--------------------|----|
| Not at all aware 1 | 1 |
| 2 | 2 |
| Moderately aware 3 | 3 |
| 4 | 4 |
| Very aware 5 | 5 |
| Don't know | 99 |

Q9

Has your knowledge of Canada's oceans increased, decreased, or stayed the same compared to 5 years ago?

| | |
|--------------------|----|
| Decreased a lot | 1 |
| Decreased a little | 2 |
| Stayed the same | 3 |
| Increased a little | 4 |
| Increased a lot | 5 |
| Don't know | 99 |

Q10

To what extent do you agree that Canada is an 'ocean nation' (i.e., the oceans are part of our Canadian identity, economy, culture, and well being)?

| | |
|----------------------------|----|
| Strongly disagree | 1 |
| Somewhat disagree | 2 |
| Neither agree nor disagree | 3 |
| Somewhat agree | 4 |
| Strongly agree | 5 |
| Don't know | 99 |

PREQ11

How important would you say that each of the following are to you? <[Telephone version]Please use a scale of 1 to 5, where 1 means "not at all important" and 5 means "very important">

Q11A

The health of Canada's oceans and marine environments?

| | |
|------------------------|----|
| Not at all important 1 | 1 |
| 2 | 2 |
| Somewhat important 3 | 3 |
| 4 | 4 |
| Very important 5 | 5 |
| Don't know/ Not sure | 99 |

Q11B

Growing Canada's ocean sectors and creating new jobs in these sectors?

| | |
|------------------------|----|
| Not at all important 1 | 1 |
| 2 | 2 |
| Somewhat important 3 | 3 |
| 4 | 4 |
| Very important 5 | 5 |
| Don't know/ Not sure | 99 |

Q11C

That the benefits of ocean-related growth are distributed fairly (e.g., inclusive of coastal communities, Indigenous people, and others working in ocean sectors)?

| | |
|----------------------|----|
| Not at all important | 1 |
| 2 | 2 |
| Somewhat important | 3 |
| 4 | 4 |
| Very important | 5 |
| Don't know/ Not sure | 99 |

Q11D

Canada taking global leadership on the blue economy (i.e., restoring ocean health, tackling marine challenges such as plastics, and contributing to ocean science)?

| | |
|----------------------|----|
| Not at all important | 1 |
| 2 | 2 |
| Somewhat important | 3 |
| 4 | 4 |
| Very important | 5 |
| Don't know/ Not sure | 99 |

Q11E

Canada **being recognized internationally** for taking global leadership on the blue economy?

| | |
|----------------------|----|
| Not at all important | 1 |
| 2 | 2 |
| Somewhat important | 3 |
| 4 | 4 |
| Very important | 5 |
| Don't know/ Not sure | 99 |

Q12 [1,8]

What do you value, if anything, about the oceans on Canada's coasts?

Select all that apply

| | | |
|---|----|---|
| Economic value and livelihood (e.g., goods/services, jobs, and growth created through the use of ocean resources) | 1 | |
| Biodiversity / aquatic life | 2 | |
| Environmental health | 3 | |
| Aesthetic/scenery/beauty | 4 | |
| Food source | 5 | |
| Energy source | 6 | |
| Recreation (fishing, boating, tourism) | 7 | |
| None of these | 98 | X |
| Other (please specify) | 77 | |
| Don't know | 99 | X |

PREQ13

When it comes to the use of the ocean and its resources, what priority should the Government of Canada give to each of these issues? <[Telephone version]Please use a scale of 1 to 5, where 1 means "lowest priority" and 5 means "highest priority">

Q13A

Economic value and livelihood (e.g., goods/services, jobs, and growth created through the use of ocean resources)?

| | |
|---------------------|----|
| Lowest priority 1 | 1 |
| 2 | 2 |
| Moderate priority 3 | 3 |
| 4 | 4 |
| Highest priority 5 | 5 |
| Don't know | 99 |

Q13B

Biodiversity / aquatic life?

| | |
|---------------------|----|
| Lowest priority 1 | 1 |
| 2 | 2 |
| Moderate priority 3 | 3 |
| 4 | 4 |
| Highest priority 5 | 5 |
| Don't know | 99 |

Q13C

Environmental health?

| | |
|---------------------|----|
| Lowest priority 1 | 1 |
| 2 | 2 |
| Moderate priority 3 | 3 |
| 4 | 4 |
| Highest priority 5 | 5 |
| Don't know | 99 |

Q13D

Aesthetic/scenery/beauty?

| | |
|---------------------|----|
| Lowest priority 1 | 1 |
| 2 | 2 |
| Moderate priority 3 | 3 |
| 4 | 4 |
| Highest priority 5 | 5 |
| Don't know | 99 |

Q13E

Food source?

| | |
|---------------------|----|
| Lowest priority 1 | 1 |
| 2 | 2 |
| Moderate priority 3 | 3 |
| 4 | 4 |
| Highest priority 5 | 5 |
| Don't know | 99 |

Q13F

Energy source?

| | |
|---------------------|----|
| Lowest priority 1 | 1 |
| 2 | 2 |
| Moderate priority 3 | 3 |
| 4 | 4 |
| Highest priority 5 | 5 |
| Don't know | 99 |

Q13G

Recreation (e.g., fishing, boating, tourism)?

| | |
|---------------------|----|
| Lowest priority 1 | 1 |
| 2 | 2 |
| Moderate priority 3 | 3 |
| 4 | 4 |
| Highest priority 5 | 5 |
| Don't know | 99 |

Q14

And which ONE of these should be given highest priority by the Government of Canada?

| | |
|---|----|
| Economic value and livelihood (e.g., goods/services, jobs, and growth created through the use of ocean resources) | 1 |
| Biodiversity / aquatic life | 2 |
| Environmental health | 3 |
| Aesthetic/scenery/beauty | 4 |
| Food source | 5 |
| Energy source | 6 |
| Recreation (fishing, boating, tourism) | 7 |
| Don't know | 99 |

Q15A

Are you aware that the Government of Canada has set targets for ocean conservation?

| | |
|-----------------------|----|
| Yes | 1 |
| No | 2 |
| Don't know / Not sure | 99 |

PREQ15B

If... Q15A = 1

How important would you feel the following ocean health objectives are for marine conservation? <[Telephone version]Please use a scale of 1 to 5, where 1 means "not at all important" and 5 means "very important">

Q15BA

If... Q15A = 1

To protect species and ecosystems

| | |
|------------------------|----|
| Not at all important 1 | 1 |
| 2 | 2 |
| Somewhat important 3 | 3 |
| 4 | 4 |
| Very important 5 | 5 |
| Don't know | 99 |

Q15BB

If... Q15A = 1

To address biodiversity loss

| | |
|------------------------|----|
| Not at all important 1 | 1 |
| 2 | 2 |
| Somewhat important 3 | 3 |
| 4 | 4 |
| Very important 5 | 5 |
| Don't know | 99 |

Q15BC

If... Q15A = 1

To support sustainable fisheries

| | |
|------------------------|----|
| Not at all important 1 | 1 |
| 2 | 2 |
| Somewhat important 3 | 3 |
| 4 | 4 |
| Very important 5 | 5 |
| Don't know | 99 |

Q15BD

If... Q15A = 1

To keep our oceans healthy so that they can continue contributing to a blue economy

| | |
|----------------------|----|
| Not at all important | 1 |
| 2 | 2 |
| Somewhat important | 3 |
| 4 | 4 |
| Very important | 5 |
| Don't know | 99 |

Q15BE

If... Q15A = 1

To contribute to international efforts

| | |
|----------------------|----|
| Not at all important | 1 |
| 2 | 2 |
| Somewhat important | 3 |
| 4 | 4 |
| Very important | 5 |
| Don't know | 99 |

Q15BF

If... Q15A = 1

To help mitigate the impacts of climate change

| | |
|----------------------|----|
| Not at all important | 1 |
| 2 | 2 |
| Somewhat important | 3 |
| 4 | 4 |
| Very important | 5 |
| Don't know | 99 |

Q16

How supportive are you of the Government of Canada's commitment to protecting 25% of our oceans by 2025?

| | |
|-----------------------|----|
| Not at all supportive | 1 |
| Somewhat supportive | 2 |
| Very supportive | 3 |
| Don't know / Not sure | 99 |

Q17

As far as you know, does the Government of Canada have policies, programs, and activities in place to support the economic growth of ocean sectors?

| | |
|------------|----|
| Yes | 1 |
| No | 2 |
| Don't know | 99 |

Q17A

Do you think the Government of Canada has done enough to support the economic growth of ocean sectors?

| | |
|------------|----|
| Yes | 1 |
| No | 2 |
| Don't know | 99 |

Q18

How important would you say that it is for Canada to develop a strategy to guide activities and investments in our oceans? <[Telephone version]Please use a scale of 1 to 5, where 1 means "not at all important" and 5 means "very important">

| | |
|------------------------|----|
| Not at all important 1 | 1 |
| 2 | 2 |
| Somewhat important 3 | 3 |
| 4 | 4 |
| Very important 5 | 5 |
| Don't know/ Not sure | 99 |

Q19

Have you seen, read, or heard anything about the Government of Canada's Blue Economy Strategy?

| | |
|-------------|----|
| Yes clearly | 1 |
| Yes vaguely | 2 |
| No | 3 |
| Don't know | 99 |

Q19A [1,3]

| |
|-----------------|
| If... Q19 = 1,2 |
|-----------------|

What have you seen, read or heard?

<[Telephone version]Accept up to 3 responses>

| | |
|----------------|----|
| Please specify | 77 |
| Don't know | 99 |

QAGE

In what year were you born?

Note: answer the full year, i.e. 1977 As "1977"

| | | |
|-----------|----|---|
| Year | 1 | |
| No answer | 99 | B |

QAGE2

NO ANSWER

| | | |
|---|----|---|
| If... QAGE = 99 | | |
| In which of the following age categories do you belong? | | |
| 18 to 24 | 1 | |
| 25 to 34 | 2 | |
| 35 to 44 | 3 | |
| 45 to 54 | 4 | |
| 55 to 64 | 5 | |
| 65 or older | 6 | |
| No answer | 99 | B |

QGENDR

<[Telephone version]Record gender of respondent[ELSE]Are you ...>

| | | |
|-----------------------------------|----|---|
| Male | 1 | |
| Female | 2 | |
| Prefer to self-describe (specify) | 77 | B |
| Prefer not to say | 99 | B |

QEDUC

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

| | | |
|--|----|----|
| Grade 8 or less | 1 | |
| Some high school | 2 | |
| High school diploma or equivalent | 3 | |
| Registered Apprenticeship or other trades certificate or diploma | 4 | |
| College, CEGEP or other non-university certificate or diploma | 5 | |
| University certificate or diploma below bachelor's level | 6 | |
| Bachelor's degree | 7 | |
| Post graduate degree above bachelor's level | 8 | |
| Prefer not to say | 99 | SX |

QLANG [1,3]

What is the language you speak most often at home?

Select all that apply

| | | |
|------------------------|----|---|
| English | 1 | |
| French | 2 | |
| Other (please specify) | 77 | |
| No response | 99 | X |

QINC

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

| | | |
|---------------------------------|----|----|
| Under \$20,000 | 1 | |
| Between \$20,000 and \$39,999 | 2 | |
| Between \$40,000 and \$59,999 | 3 | |
| Between \$60,000 and \$79,999 | 4 | |
| Between \$80,000 and \$99,999 | 5 | |
| Between \$100,000 and \$149,999 | 6 | |
| \$150,000 or above | 7 | |
| Prefer not to say | 99 | SX |

QTELE

Telephone interviews only

If... Phone

What type of phone service do you have? Land-line only, cell-phone only or both?

| | | |
|------------------------|----|--|
| Land line | 1 | |
| Cell phone | 2 | |
| Both | 3 | |
| Don't know/No response | 99 | |

QFSA

What are the first three digits of your postal code?

| | | |
|-------------------|----|----|
| 77 | 77 | |
| Prefer not to say | 99 | SX |

QPROV

PREFER NOT TO SAY

If... QFSA = 99

In which province or territory do you live?

| | | |
|---------------------------|---|--|
| Newfoundland and Labrador | 1 | |
| Prince Edward Island | 2 | |
| Nova Scotia | 3 | |

| | | |
|-----------------------|----|----|
| New Brunswick | 4 | |
| Quebec | 5 | |
| Ontario | 6 | |
| Manitoba | 7 | |
| Saskatchewan | 8 | |
| Alberta | 9 | |
| British Columbia | 10 | |
| Yukon | 11 | |
| Northwest Territories | 12 | |
| Nunavut | 13 | |
| None of the above | 99 | SX |

QMINOR [1,3]

Do you consider yourself to be any of the following?

Select all that apply

| | | |
|--------------------------------|----|---|
| A member of a visible minority | 1 | |
| A person with a disability | 2 | |
| A 2SLGBTQ+ person | 3 | |
| None of the above | 98 | X |
| Prefer not to say | 99 | X |

THNK

Those are all the questions we have for you. Thank you very much for taking the time to complete this survey, it is greatly appreciated. Your answers have been saved and you may now close your browser window.