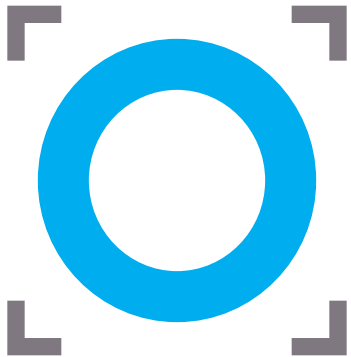




The International Boreal Conservation Campaign (IBCC) and the Indigenous Leadership Initiative June 2020 Public Opinion Poll



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June 2020

Methodology

- Survey results cited in this report are from online interviews with a random sample of 3,019 Canadians 18 years of age and over, conducted from June 8 to June 10, 2020.
- As a guideline, a probability sample of this size would yield results accurate to $\pm 1.8\%$, 19 times out of 20 (95%). The margin of error for sub-populations increases as the sample size decreases:

Region	Number of Interviews	Margin of error
Atlantic Canada	217	$\pm 6.7\%$
Quebec	626	$\pm 3.9\%$
Ontario	1,207	$\pm 2.8\%$
Manitoba	130	$\pm 8.6\%$
Saskatchewan	91	$\pm 10.3\%$
Alberta	339	$\pm 5.3\%$
BC	409	$\pm 4.8\%$
Canada	3,019	$\pm 1.8\%$

- National data has been weighted by region, gender, and age, based on the most recent Census figures, so that it is representative of all adult Canadians.



EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

Despite the presence of immediate COVID-19 priorities, more than two-thirds of Canadians still consider protecting natural ecosystems as a major or moderate priority.

- Not surprisingly, the issues considered as main priorities for the federal government are improving the economy and health care, as well as responding to the COVID-19 outbreak.
- Nonetheless, 72% of Canadians consider protecting natural ecosystems and habitats either a major (37%) or moderate (35%) priority.

Most Canadians want to see changes to the economy as part of economic recovery efforts, and most agree it is important to include measures to conserve nature as part of new economic recovery measures.

- Only 16% of Canadians want to simply go back to the pre-COVID economy. Seven-in-ten (72%) want to rebuild while introducing change – either through introducing some new approaches (39%) or a fundamental transformation of the economy (33%).
- More than 70% of Canadians think it is important to include nature-based climate solutions like new protected areas as part of the new economic recovery measures, 70% want to include measures to support nature conservation, and 65% want to invest in Indigenous communities and northern/remote areas.

Most Canadians (61%) are spending more time interacting with nature compared to before COVID-19.

Correspondingly, 97% of Canadians have either maintained (80%) or increased (17%) their support for nature conservation since COVID-19.

- Almost 1 in 5 Canadians – and 1 in 4 younger Canadians – saying their support for these efforts have increased since the start of the pandemic.

EXECUTIVE SUMMARY

Canadians resoundingly support the government continuing to invest in measures that reach the target of protecting 30% of lands, rivers and lakes by 2030.

- Overall, 84% of Canadians say fulfilling this commitment is either very important (49%) or somewhat important (34%).
- Fulfilling this pledge is considered most important among residents of Ontario (86%), Quebec (86%), Atlantic Canada (83%), and BC (82%), while support is slightly lower in Saskatchewan (78%) and Alberta (74%).

There is broad support for federal funding and investing in Indigenous stewardship as part of economic recovery measures.

- Across all of Canada, 72% either strongly (33%) or somewhat (39%) support federal funding and investing in Indigenous stewardship, such as Indigenous Guardians programs and Indigenous Protected and Conserved Areas.
- Support is higher in Ontario (76%) and Atlantic Canada (74%), while it is lower in the Prairie provinces (60%+).

Support for expanded federal funding of Indigenous Guardians and Indigenous Protected and Conserved Areas increases significantly when Canadians learn how these efforts positively impact the economy.

- Canadians become more supportive when they learn about the benefits of Indigenous Guardians that either increase the return on investment or reduce costs.
- Support for investing in IPCAs deepens when people hear it is an effective way to reach Canada's nature conservation commitments and provide certainty for industry.

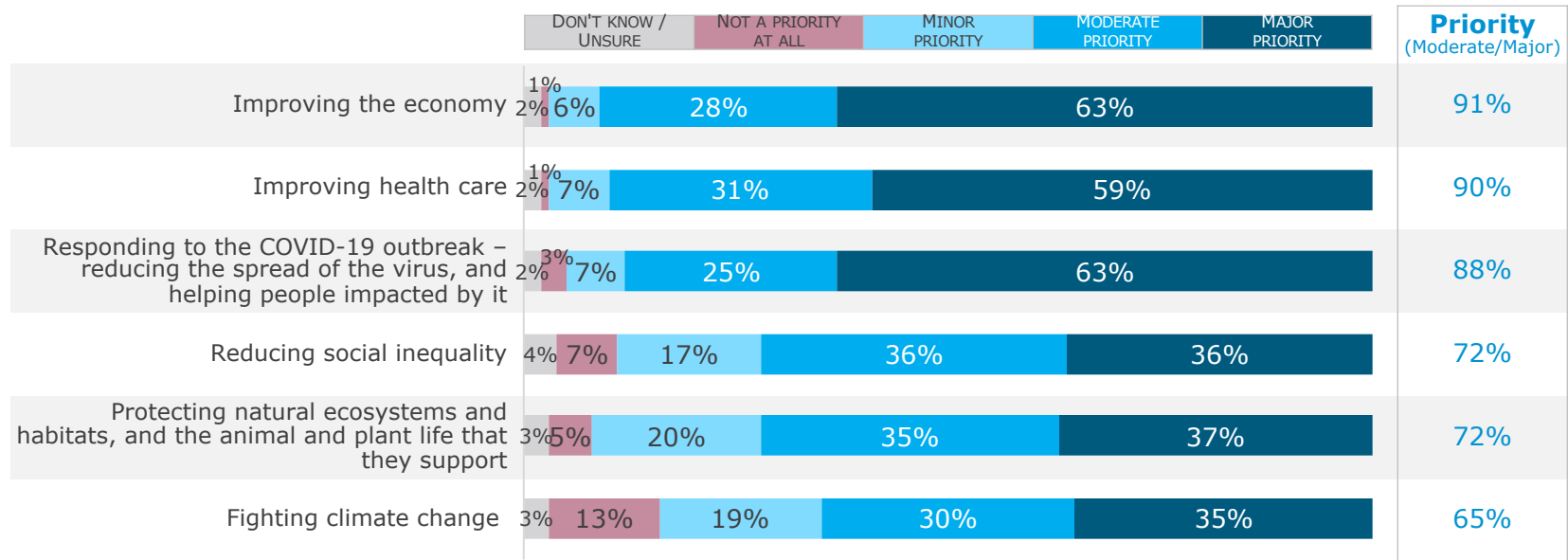


DETAILED FINDINGS

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Although the economy, health care, and COVID are top priorities, at least two-thirds still consider protecting natural ecosystems as a major or moderate priority

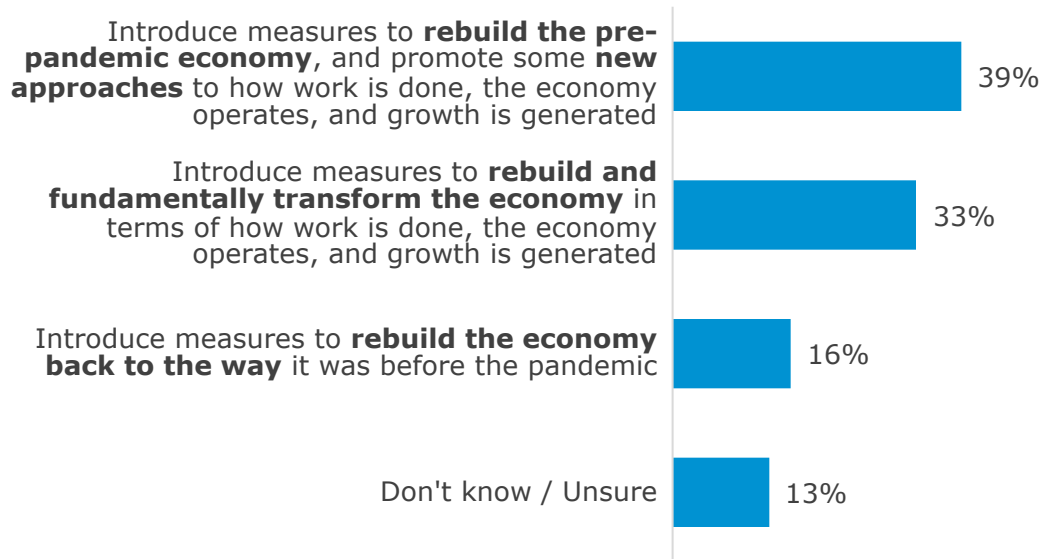
- Alberta (57%) and Saskatchewan (56%) have the lowest proportion of residents that consider this issue a major or moderate priority.
- Not surprisingly, the issues considered as main priorities for the federal government are improving the economy and health care, as well as responding to the COVID-19 outbreak.



A1. Thinking about the issues presently facing Canada... how much of a priority do you feel that each of the following should be for the federal government? (N=3019)

Only 16% of Canadians want to simply go back to pre-COVID economy – 72% want to rebuild while introducing change – either new approaches (39%) or fundamental transformation (33%)

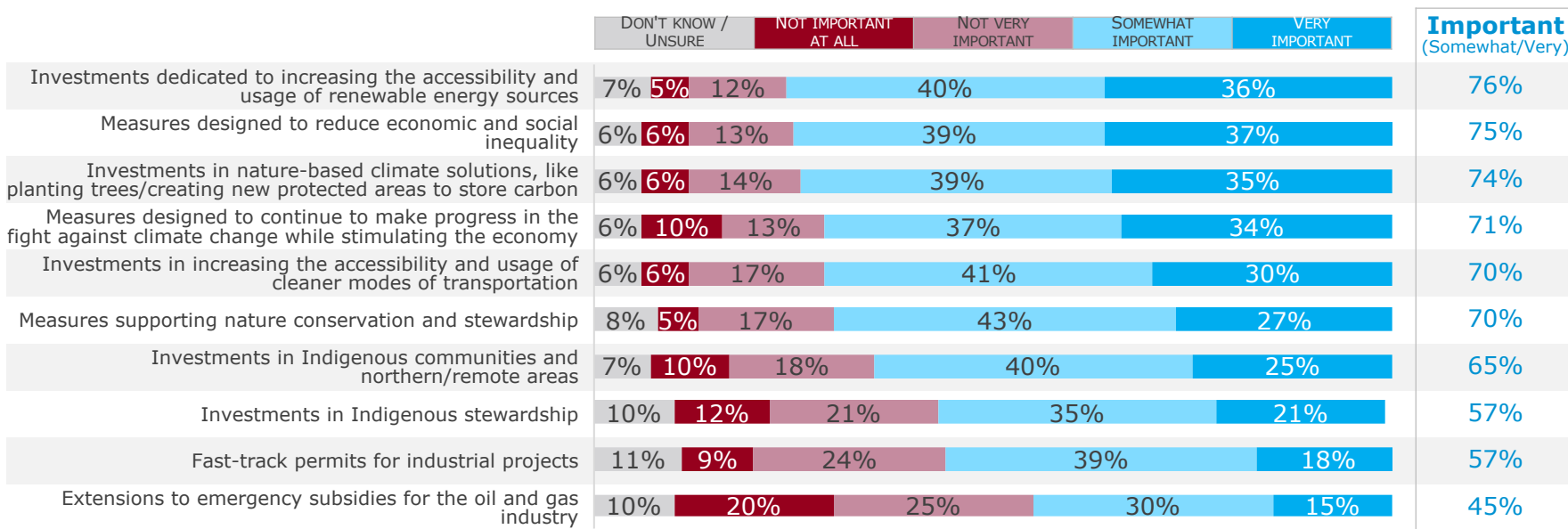
- Regionally, support for a fundamental transformation is higher in Manitoba (38%), with only 26% saying it should be rebuilt with some new approaches.
- Across all of Canada, only 16% believe the federal government should try to restore the economy back to the way it was before the pandemic.



A2. Now, when the COVID-19 (coronavirus) outbreak is contained and fades away, and society emerges from social isolation and “re-opens”... Overall, what approach do you most prefer the federal government take when designing and introducing SUPPORT FOR ECONOMIC RECOVERY – that is, funding and investing in initiatives designed to help, support, and stimulate the economy? (N=3019)

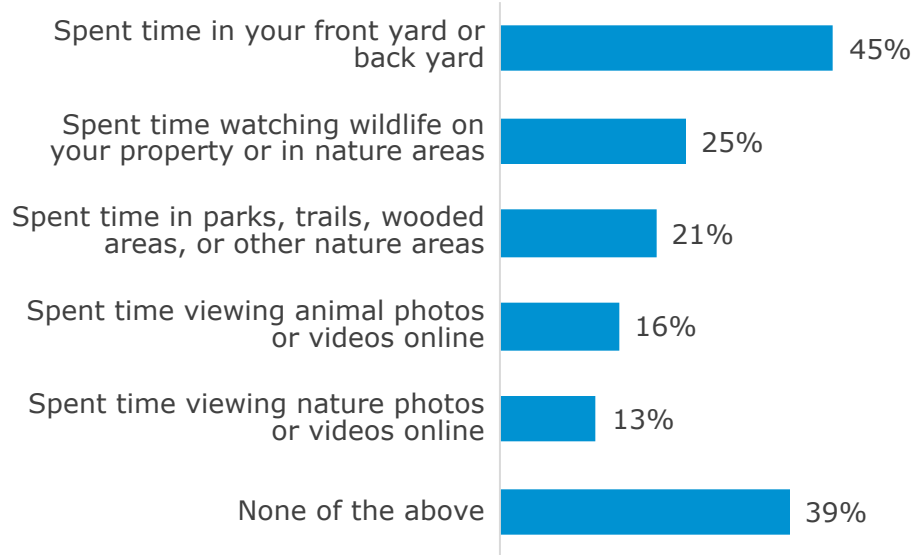
Over 70% of Canadians think it is important to include nature-based climate solutions like tree planting and new protected areas as part of economic recovery measures

- Support for the above measures is lower in Alberta, where 67% think it is important to include nature-based climate solutions and 54% say it is important to include measures designed to fight climate change.



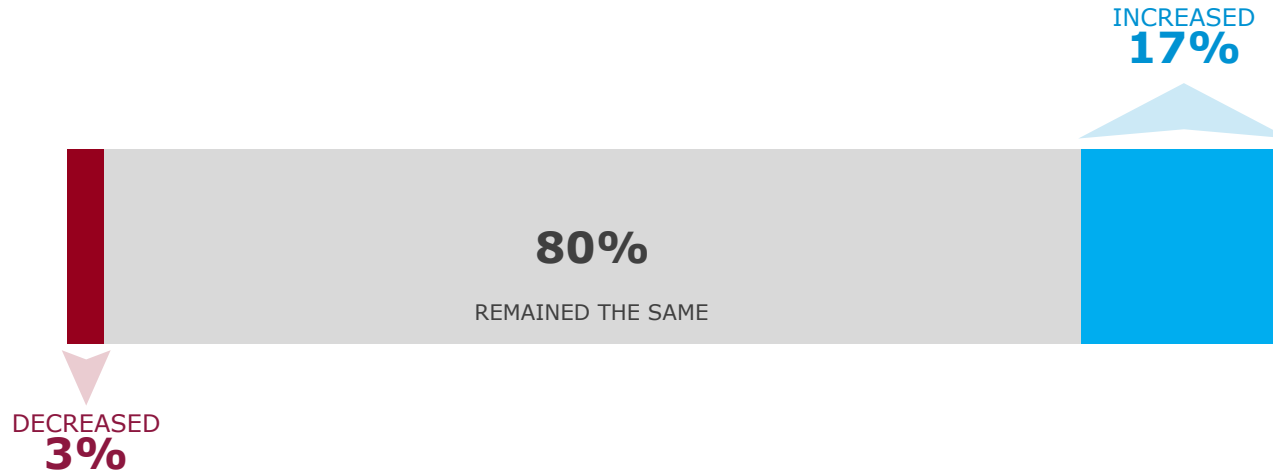
Most Canadians (61%) are spending more time interacting with nature compared to before COVID-19

- Overall, 61% of Canadians have been interacting with nature more often than before COVID-19.



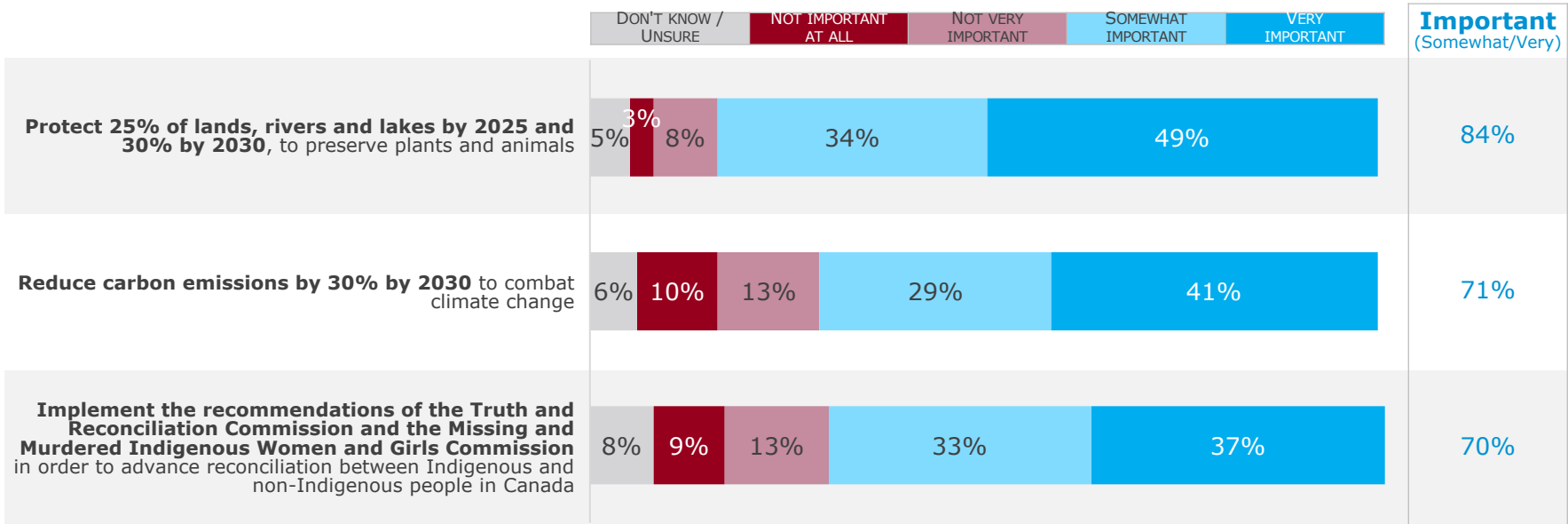
Most Canadians (61%) are spending more time interacting with nature compared to before COVID-19. And 97% have maintained or increased their support for nature conservation since then.

- Almost 1 in 5 Canadians – and 1 in 4 younger Canadians – saying their support for these efforts have increased.



Canadians resoundingly support the government continuing to invest in measures that reach the target of protecting 30% of lands, rivers and lakes by 2030

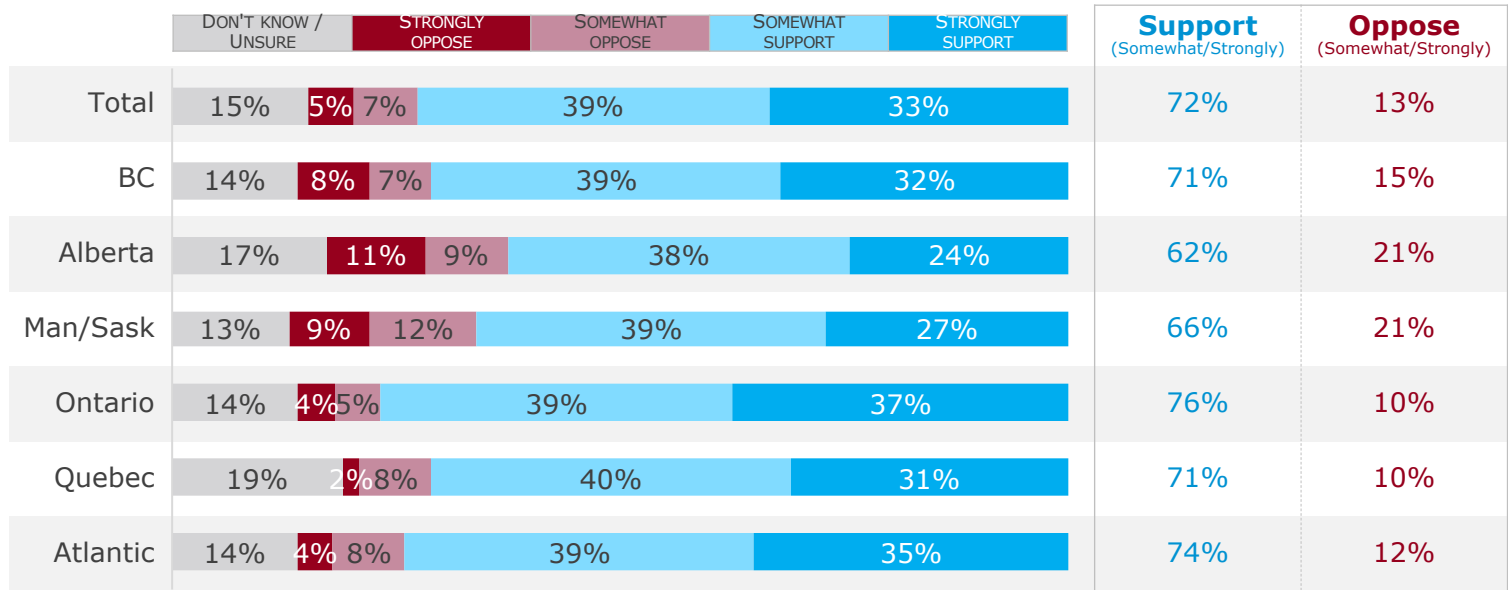
- Support for this pledge is higher in Ontario (86%), Quebec (86%), and Atlantic Canada (83%), while support is slightly lower in Saskatchewan (78%) and Alberta (74%).



A4. In the years before the pandemic, Canadian government committed to meeting national and international goals in order to protect the environment and fight climate change. How important is it to you that the government continue investing in measures to do the following? (N=3019)

Across all of Canada, there is broad support for federal funding and investing in Indigenous stewardship as part of the economic recovery

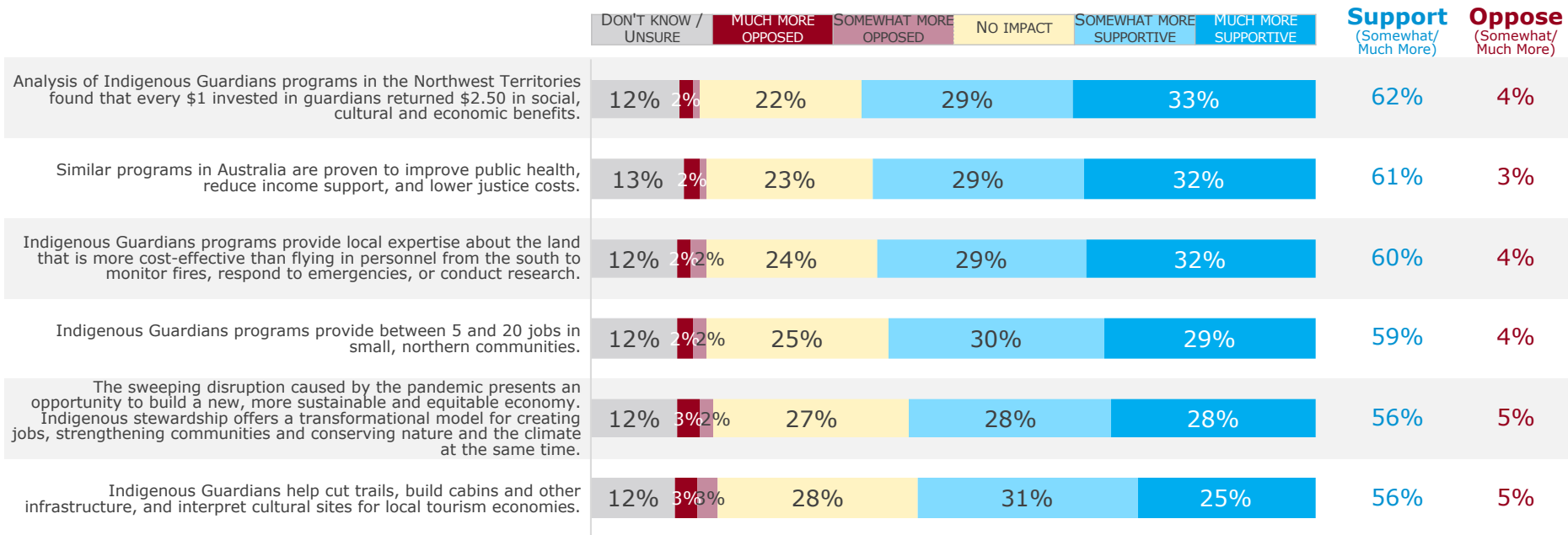
- Support is higher in Ontario (76%) and Atlantic Canada (74%), while opposition is higher in the Prairie provinces (21%).



A7. In many northern communities, Indigenous land management is becoming an engine of nature conservation and economic activity. This includes Indigenous Guardians – trained local experts who manage lands and waters, test water quality, restore species like caribou and salmon, and monitor development such as mine sites or forestry projects. Overall, how much do you support or oppose the federal funding and investing in Indigenous stewardship, as part of their economic recovery measures? (N=3019)

Canadians identified many reasons to support investing in Indigenous Guardians as part of economic recovery, especially when they learned about increased return on investment and cost savings

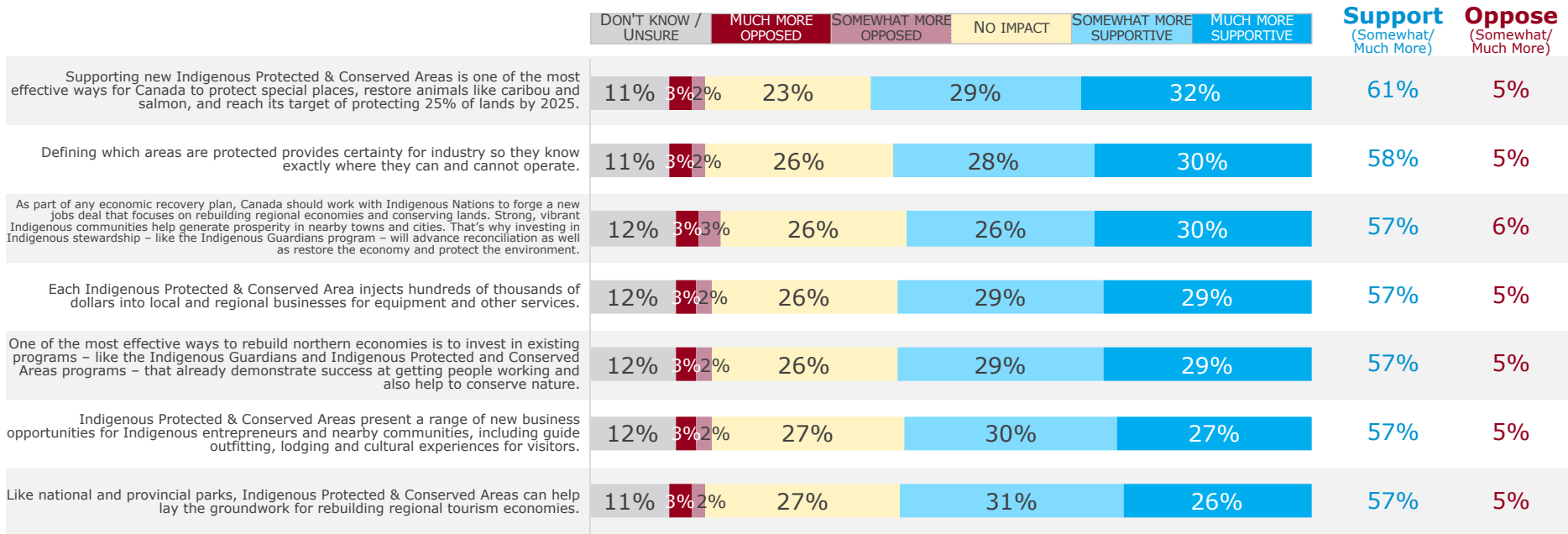
- The top three messages that are most effective at increasing support include specific references to benefits that either increase the return on investment or reduce costs.



A8. And, for each of the following pieces of information about the Indigenous Guardians program, please indicate if it makes you feel more supportive or more opposed to the federal funding and investing in Indigenous stewardship, as part of their economic recovery measures? (N=3019)

The benefits of Indigenous Protected and Conserved Areas increase support levels for including IPCAs in economic recovery measures

- The most impactful message links IPCAs to Canada's pledge to protect 25% of lands by 2025.



A9. Many Indigenous Guardians programs also design and manage Indigenous Protected & Conserved Areas – places that sustain healthy lands, rivers and lakes for all people. For each of the following pieces of information about this, please indicate if it makes you feel more supportive or more opposed to the federal government funding and investing in Indigenous stewardship, as part of their economic recovery measures? (N=3019)



Mario Caceres, Vice President
Craig Worden, President

mariocaceres@pollara.com

craigworden@pollara.com

416-921-0090

pollara
strategic insights
www.pollara.com