

The International Boreal Conservation Campaign (IBCC) Public Opinion Poll

Canadians overwhelmingly support the government's pledge to protect 30% of all land and freshwater by 2030.

- Roughly 9 out of every 10 Canadians (88%) support the above pledge, with 63% expressing strong support. In contrast, only 4% oppose this pledge, with the remaining 7% being unsure.

Over 80% expect Canada to be among the world's leading nations when it comes to protecting the land and freshwater.

- Almost half of Canadians (44%) want Canada to be the world leader, and an additional 40% would like Canada to be at least among the leading countries taking measures to protect the land and freshwater.

There is broad support for making Indigenous Protected and Conserved Areas a central part of Canada's strategy for reaching targets.

- Overall, 79% of Canadians support recognizing Indigenous Protected and Conserved Areas as a central part of Canada's plan to reach conservation targets, with almost half (45%) expressing strong support.

Support for continuing and expanding the Challenge Fund is also strong.

- Almost three-quarters of Canadians (74%) are in favor of continuing and expanding the Challenge Fund, with 42% expressing strong support.

Support for expanded federal funding increases significantly when Canadians learn how defining protect areas provides certainty for industry.

- Roughly 7 of every 10 Canadians (68%) say their support increases with the above message.
- Support also increases even among those who oppose the Challenge Fund.

Most Canadians support long-term federal funding for Indigenous Guardians programs.

- Support for Indigenous Guardians programs as part of creating Indigenous Protected and Conserved Areas is particularly strong in Quebec (73%) and Ontario (71%).
- There are relatively high pockets of opposition in the Prairies, especially in Alberta, where 24% oppose this initiative.

Survey results are from online interviews with a random sample of 2,476 Canadians 18 years of age and over, conducted March 9 to March 10, 2020. As a guideline, a probability sample of this size would yield results accurate to $\pm 1.96%$, 19 times out of 20 (95%). National data has been weighted by region, gender, and age, based on the most recent Census figures.