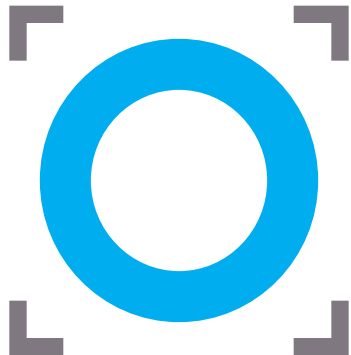




The International Boreal Conservation Campaign (IBCC) Public Opinion Poll



pollara
strategic insights

March 2020

Methodology

- Survey results cited in this report 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 $\pm 2.5\%$, 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	180	$\pm 7.3\%$
Quebec	596	$\pm 4.0\%$
Ontario	934	$\pm 3.2\%$
Manitoba	87	$\pm 10.5\%$
Saskatchewan	77	$\pm 11.2\%$
Alberta	278	$\pm 5.9\%$
BC	324	$\pm 5.4\%$
Canada	2,476	$\pm 2.0\%$

- 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

pollara
strategic insights

EXECUTIVE SUMMARY

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.

EXECUTIVE SUMMARY

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.



DETAILED FINDINGS

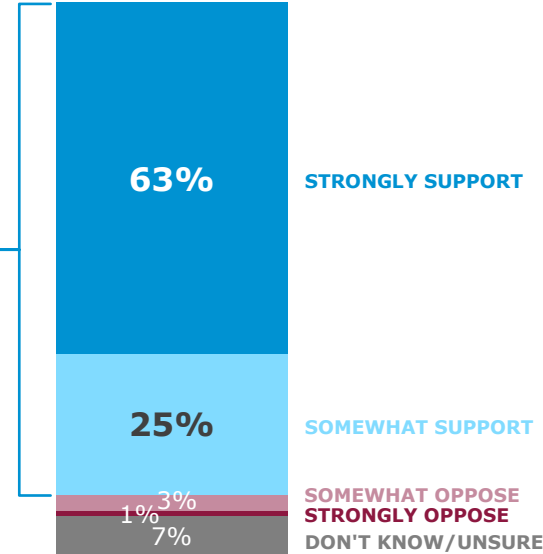
Canadians overwhelmingly support the pledge to protect 30% of all land and freshwater by 2030.

- Roughly 9 out of every 10 Canadians either strongly support (64%) or somewhat support (25%) the pledge to protect 30% of the land and freshwater by 2030; opposition to this pledge is very low (4%).
- Support is strong across all regions, peaking in British Columbia (91%), Atlantic Canada (90%), and Ontario (90%).
- The provinces with the lowest percentage of supporters are Saskatchewan (80%) and Alberta (81%), where opposition is also the highest (7% and 9% respectively).

Over two decades ago, Canada joined 195 other countries in committing to conserve forests, freshwaters and other landscapes that support a wide variety of animals and plants.

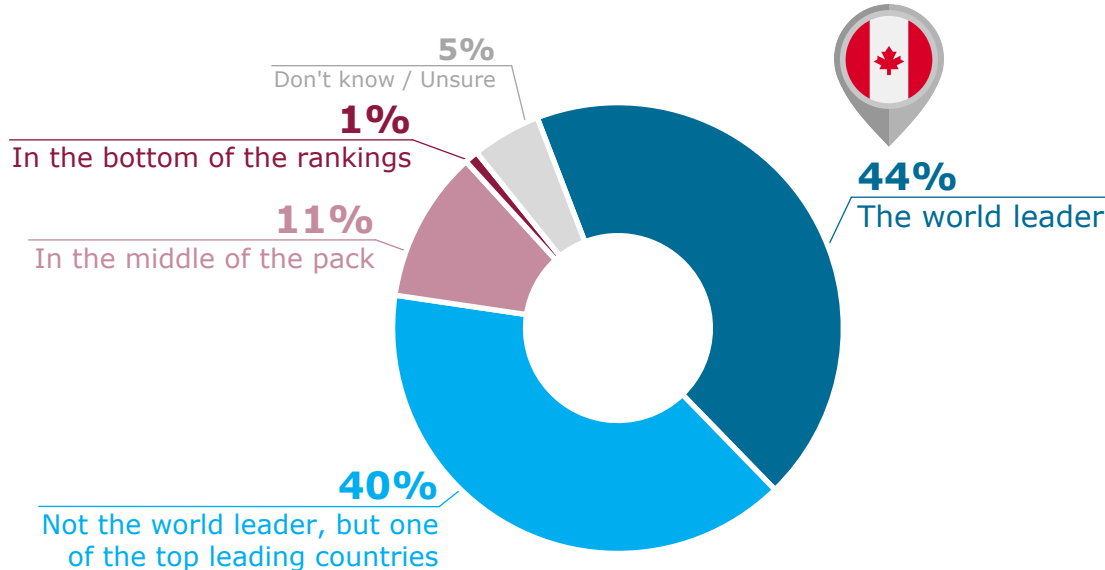
As part of that effort, the federal government recently pledged to protect **25%** of all land and freshwater by 2025, increasing this to protection of **30%** of all land and freshwater by 2030.

88%
WOULD SUPPORT
THIS COMMITMENT



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.
- The perception of Canada as a world leader in this issue is higher in British Columbia (48%), the Atlantic region (47%) and Ontario (46%).
- Among age groups, Canadians between 18 and 54 are more likely to think Canada should be the world leader than those 55 or older (47% vs. 38%).



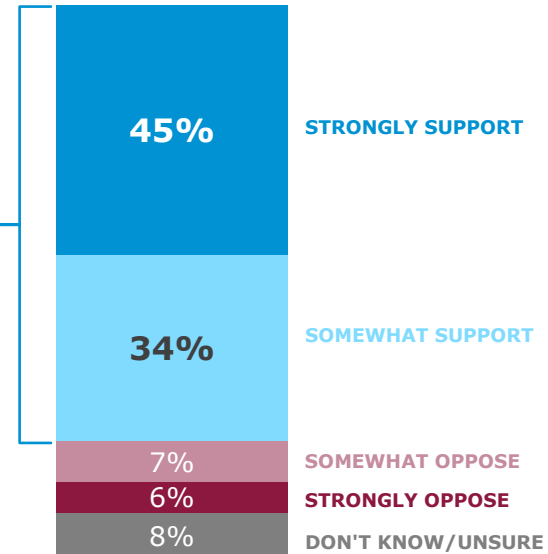
There is strong support for recognizing Indigenous Protected and Conserved Areas as a central part of Canada's plan to reach conservation targets

- 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 this initiative softens in the Prairies, but remains strong in all three provinces (Manitoba 74%, Saskatchewan 74%, and Alberta 72%).
- As a result of the above, opposition in this region is also the highest (13%, 15%, and 16% respectively).

Many Indigenous communities are working in partnership with federal, provincial and territorial governments to create Indigenous Protected and Conserved Areas.

They tend to have a joint designation as a national park, provincial park or national wildlife area. They are often large intact landscapes in the far north that would help Canada meet its conservation goals. They also protect species like caribou and are large storehouses of carbon.

79%
WOULD SUPPORT
RECOGNIZING
INDIGENOUS
PROTECTED AND
CONSERVED AREAS
AS A CENTRAL PART
OF CANADA'S PLAN
TO REACH
CONSERVATION
TARGETS



Q3. How much do you support or oppose recognizing Indigenous Protected and Conserved Areas as a central part of Canada's plan to reach conservation targets?

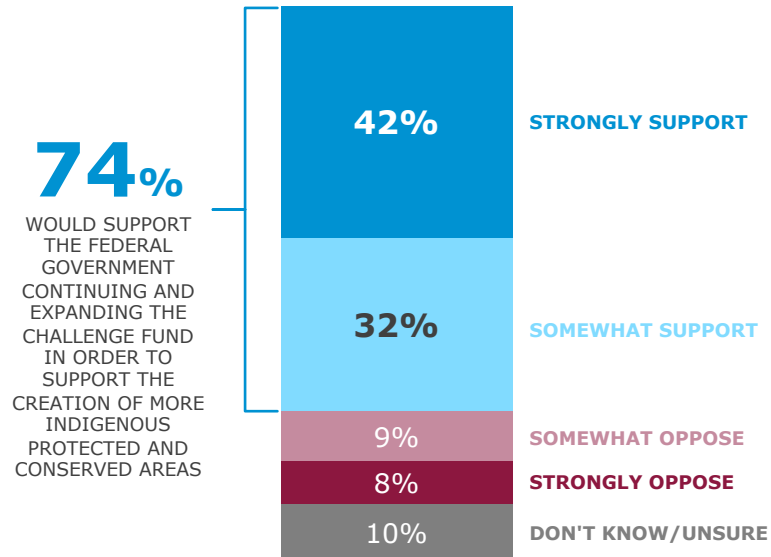
Base: (Total N=2476)

Support for continuing and expanding the Challenge Fund is also strong

- Roughly three-quarters of Canadians (74%) are in favor of continuing and expanding the Challenge Fund in order to support the creation of more Indigenous Protected and Conserved Areas, with 42% expressing strong support and 32% somewhat supporting.

Canada has created a temporary fund called the Challenge Fund that provides financial support to communities that want to create new protected areas which will contribute to meeting Canada's international conservation commitments.

So far, over 60 projects have been supported through the Challenge Fund, including almost 30 proposals to create Indigenous Protected and Conserved Areas.

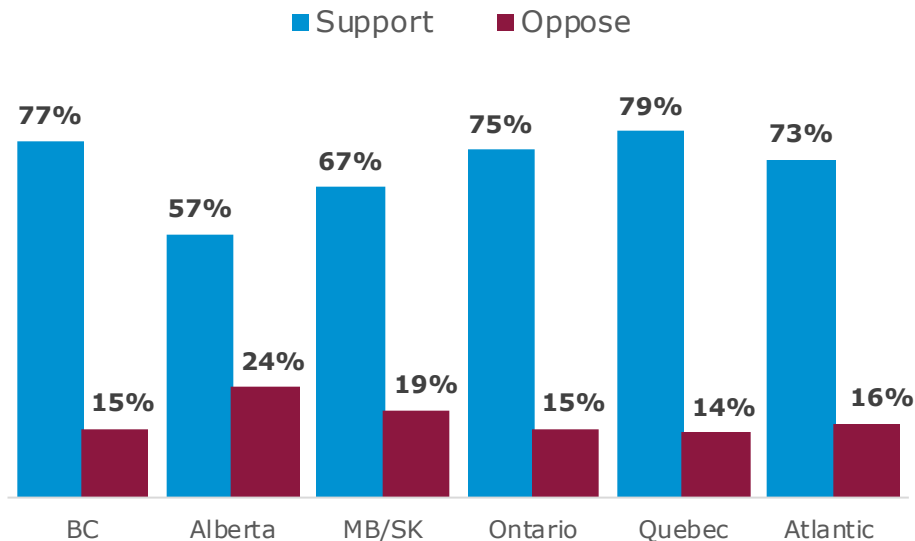


Across all regions, the majority support continuing and expanding the Challenge Fund

- Support is higher in Quebec (79%), BC (77%), and Ontario (75%); lower in Alberta (57%) and Manitoba / Saskatchewan (67%).
- Opposition is higher in Alberta (24%) and Manitoba / Saskatchewan (19%).

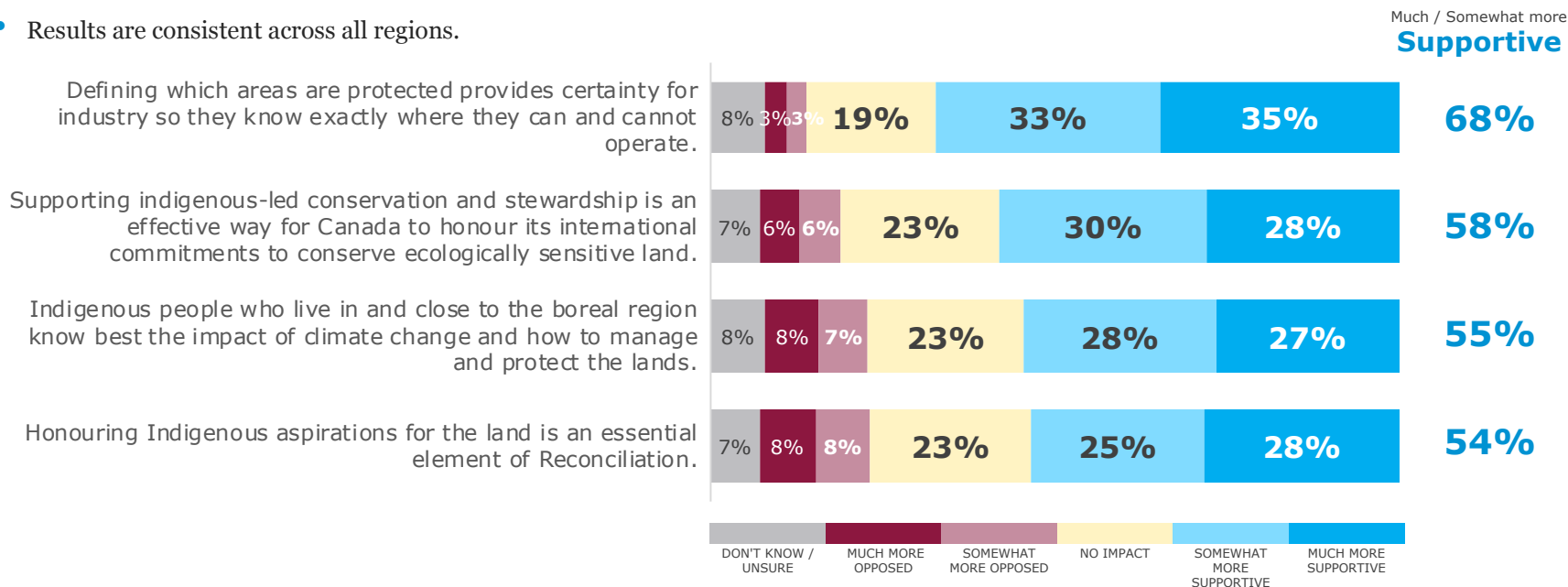
Canada has created a temporary fund called the Challenge Fund that provides financial support to communities that want to create new protected areas which will contribute to meeting Canada's international conservation commitments.

So far, over 60 projects have been supported through the Challenge Fund, including almost 30 proposals to create Indigenous Protected and Conserved Areas.



Support for the Challenge Fund increases the most when Canadians learn how defining protect areas provides certainty for industry

- Over one-third of Canadians (35%) mention that knowing this makes them much more supportive and an additional one-third (33%) say it makes them somewhat more supportive.
- More than half of Canadians reacted positively to the other three statements.
- Results are consistent across all regions.



Q5. Below are some statements about the federal government partnering with Indigenous Nations to create Indigenous Protected and Conserved Areas in Canada. For each, please indicate if it makes you more supportive or more opposed to the federal government continuing and expanding the Challenge Fund in order to support the creation of more Indigenous Protected and Conserved Areas? Base: (Total N=2476)

Among those opposing the Challenge Fund, learning how defining protected areas provides certainty for industry is the most effective in swaying their views

Impact among those in favor of the Challenge Fund

Would become
much / somewhat more
Supportive

80%

Defining which areas are protected provides certainty for industry so they know exactly where they can and cannot operate.

74%

Supporting indigenous-led conservation and stewardship is an effective way for Canada to honour its international commitments to conserve ecologically sensitive land.

68%

Indigenous people who live in and close to the boreal region know best the impact of climate change and how to manage and protect the lands.

69%

Honouring Indigenous aspirations for the land is an essential element of Reconciliation.

Impact among those against the Challenge Fund

Would become
much / somewhat more
Supportive

35%

Defining which areas are protected provides certainty for industry so they know exactly where they can and cannot operate.

10%

Supporting indigenous-led conservation and stewardship is an effective way for Canada to honour its international commitments to conserve ecologically sensitive land.

13%

Indigenous people who live in and close to the boreal region know best the impact of climate change and how to manage and protect the lands.

5%

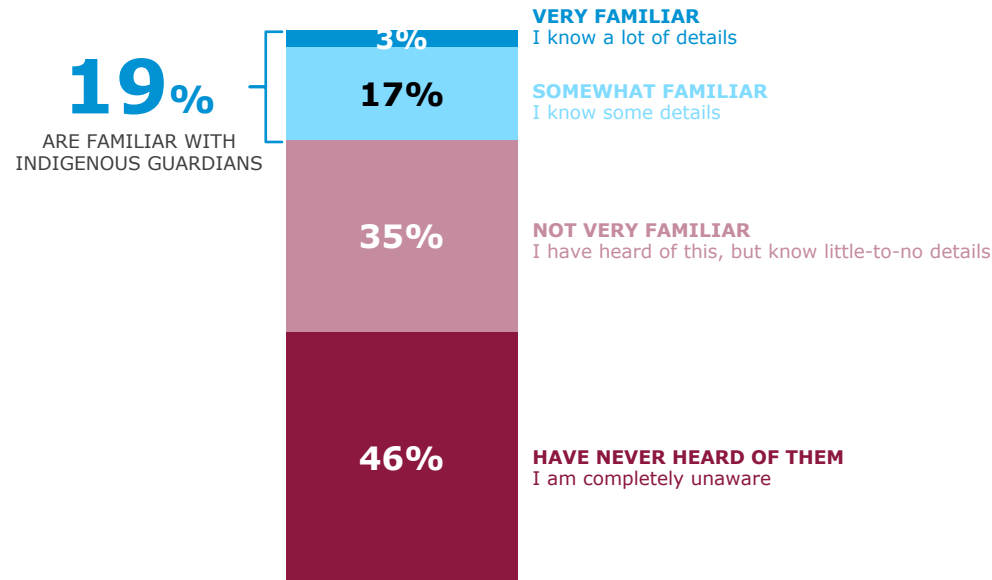
Q4. How much do you support or oppose the federal government continuing and expanding the Challenge Fund in order to support the creation of more Indigenous Protected and Conserved Areas?

Q5. Below are some statements about the federal government partnering with Indigenous Nations to create Indigenous Protected and Conserved Areas in Canada. For each, please indicate if it makes you more supportive or more opposed to the federal government continuing and expanding the Challenge Fund in order to support the creation of more Indigenous Protected and Conserved Areas?

Base: (Those who support the Challenge Fund N=1826; Those who oppose the Challenge Fund N=406)

Just below 20% of Canadians claim to know at least some details about Indigenous Guardians

- Only 3% of Canadians claim to be very familiar with Indigenous Guardians, and 17% say they are somewhat familiar. About half of Canadians (46%) had not heard about Indigenous Guardians before the question was asked.
- Claimed familiarity is higher among Ontarians (22%) and residents of the Atlantic region (19%).
- Younger adults (18-34) tend to be more familiar with Indigenous Guardians (24%) than the older age cohorts – 19% among those 35-54, and 16% among those 55 or older.

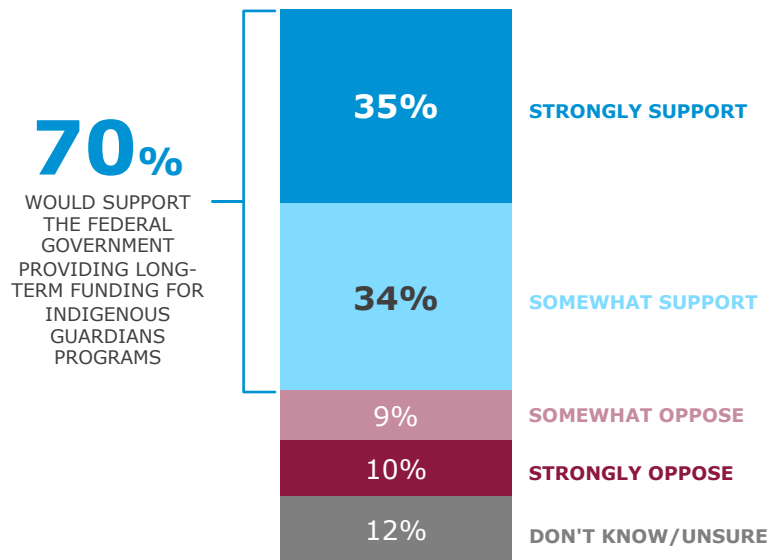


Most Canadians support the federal government initiative to provide long-term funding for Indigenous Guardians programs

- Support is particularly strong in Quebec (73%) and Ontario (71%), as well as among the youngest cohort 18-34 (75%).
- There are relatively high pockets of opposition in the Prairies, especially in Alberta where 24% oppose this initiative.

Indigenous Protected and Conserved Areas are often managed by Indigenous Guardians — local Indigenous people trained in science and traditional knowledge, who test water quality, monitor caribou, salmon, and other animals, and interpret cultural sites for visitors.

Many Indigenous communities feel sustained funding for Indigenous Guardians is essential to their ability to create Indigenous Protected and Conserved Areas and help Canada meet its biodiversity conservation commitments.





Mario Caceres, Vice President
Craig Worden, President

mariocaceres@pollara.com

craigworden@pollara.com

416-921-0090

pollara
strategic insights
www.pollara.com