

WORLD WILDLIFE FUND CANADA
COP15 survey (Fieldwork: November 18-27, 2022)

1. Overall, how good a job is being done at protecting and restoring nature in...

	Your local community	Your province	Canada	The world overall
Excellent job	4%	5%	5%	1%
Good job	46%	39%	39%	15%
Only fair job	38%	41%	43%	44%
Poor job	12%	16%	13%	40%

2. Below are a few statements that some people may believe about biodiversity loss (the decline and disappearance of animal and plant species). Which of the following best reflects your opinions?

	Nov 18-27, 2022	Aug 3-13, 2021
Canada is rich in biodiversity; there is no crisis yet; we have decades to address this issue	18%	22%
Biodiversity loss in Canada is at a crisis point; we need to act in the next ten years if we are to reverse the damage	77%	67%
Biodiversity loss in Canada is already too extreme; we won't be able to restore it	5%	11%

3. How optimistic or pessimistic are you about what the condition of the planet will be for future generations?

	Nov 18-27, 2022
Very pessimistic	17%
Somewhat pessimistic	53%
Somewhat optimistic	26%
Very optimistic	4%

The federal government has set a target to protect at least 30% of Canada’s land and oceans by 2030.

4. In your opinion, how much of a priority should it be for the federal government to meet its target of protecting 30% of Canada’s land and oceans by 2030?

	Nov 18-27, 2022
A top priority	50%
Important but not a top priority	44%
Not a priority	6%

5. Government leaders from around the world will be gathering in Montreal this December for a two-week summit focused on protecting nature and halting biodiversity loss. As the host country, which of the following approaches would you prefer Canada take?

	Nov 18-27, 2022
Canada takes a leadership role to ensure the strongest possible conservation targets, even if not all countries sign on to them	54%
Canada matches the efforts of other countries, but does not go beyond	31%
Not sure	15%

Methodology: An online survey was conducted with a representative sample of 1,021 Canadians (18 or older), from November 18 – 27, 2022. The sample was stratified by province, to ensure adequate subsamples for analysis of smaller regions. Quotas were used to ensure the sample was representative by age and gender. At the analysis stage, the data was weighted to ensure the final sample reflects the actual distribution of the Canadian population per 2021 Census data. Because the survey uses a non-probability sample, no margin of sampling error can be calculated, per market research industry guidelines. The 2021 data was collected using an identical methodology, to allow for direct comparisons.