

Majority of Canadians strongly agree or agree that ocean health is important to them, that action is needed to support it, and are willing to make lifestyle changes to help protect it.





The research gauged the views of Canadians on threats to the ocean on Canada's coasts, what they value about the ocean and how to keep it personally and collectively healthy. Questions were also asked on the impact Canadians have on the ocean and the ocean on them, what could influence their lifestyle changes for ocean health and who are the most trusted group to protect it.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,114 Canadians, 18 years of age or older, between January 29<sup>th</sup> to 31<sup>st</sup>, 2024 as part of an omnibus survey. The margin of error for a random survey of 1,114 Canadians is  $\pm 2.9$  percentage points, 19 times out of 20.

This wave of research is the second wave of a tracking study first conducted in 2019. Publications from the COLC on the previous research can be access through this link: <https://colcoalition.ca/our-work/colc-publications/>.

The research was commissioned by the Canadian Ocean Literacy Coalition (COLC) and was conducted by Nanos Research.

# Key Findings



**A majority of Canadians strongly agree or agree that ocean health is important for them – Most strongly agree or agree action is needed.**

Nearly nine in ten Canadians strongly agree ([44%](#)) or agree ([45%](#)) that ocean health is important for them. More than eight in ten Canadians strongly agree ([43%](#)) or agree ([39%](#)) that action is needed to support ocean health, with women more likely to say so ([49%](#) strongly agree; [38%](#) agree) than men ([36%](#) strongly agree; [41%](#) agree).



**When asked to share what they value about the ocean on Canada's coasts, Canadians most often referenced aesthetics, scenery, and beauty.**

More than one in five Canadians ([21%](#)) say they value the aesthetics, scenery and beauty of the ocean on Canada's coast. The second most mentioned value is biodiversity and aquatic life ([17%](#)) followed by the economic and livelihood value ([14%](#)), consistent with the previous wave of research conducted in [2019](#).



**Ocean pollution was cited by Canadians as the top concern when considering threats to the ocean along Canada's coasts.**

When asked what concerns they have about threats to the ocean on Canada's coasts, more than three in ten Canadians mention ocean pollution from sewage and garbage ([33%](#)), followed by overfishing and threats to marine life ([16%](#)) and by climate change and the rising water level ([15%](#)).



**Canadians say we need to collectively avoid throwing waste in the ocean to keep it healthy on Canada's coasts.**

To keep the ocean on Canada's coast healthy, nearly one in five Canadians ([19%](#)) mention the need to collectively reduce ocean pollution and avoid throwing garbage, followed by having stricter regulations, fining polluters, and stronger government involvement ([11%](#)), and ensuring the sustainable use and management of fisheries ([10%](#)).



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# Key Findings



**To keep the ocean on Canada’s coasts healthy, most Canadians are personally prepared to reduce waste and recycle.**

Reducing their waste and recycling were most often mentioned by Canadians when asked what they are prepared to do personally to keep the ocean on Canada’s coasts healthy ([16%](#)). Similarly, stopping or cutting back on plastic use was offered ([9%](#)). Living too far away [from the ocean] or not feeling like there is anything they can do, were referenced as barriers to action ([11%](#)).



**Three out of every ten Canadians cite gaining a better understanding of how their lifestyle impacts the ocean as the primary factor that would influence their efforts to protect it.**

Over seven in ten Canadians are willing to make lifestyle changes support ocean health ([26%](#) strongly agree, [47%](#) agree). When asked to rank what would most influence personal lifestyle changes to protect the ocean, Canadians prioritized having a better understanding of how their lifestyle affects it ([29%](#)), followed by if their community or political leaders took more action to protect it ([25%](#)) and if they were more connected to the ocean ([21%](#)).



**Nearly half of Canadians at least agree that their day-to-day actions impact the ocean.**

When asked if their day-to-day actions impact the ocean, nearly half of Canadians at least agree ([15%](#) strongly agree, [32%](#) agree) while just over half of Canadians ([52%](#)) at least agreed in the public ocean perceptions of [2019](#). The proportion of Canadians that disagree or strongly disagree remained the same ([24%](#)).



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# Key Findings



**Canadians are split on the ocean directly influencing their day-to-day activities.**

One in three Canadians agree or strongly agree that the ocean directly influences their day-to-day activities ([23%](#) agree; [10%](#) strongly agree), while one in three disagree ([21%](#)) or strongly disagree ([12%](#)). Thirty-one per cent neither agree nor disagree and two per cent are unsure. Those numbers are consistent with results from [2019](#). Men and Canadians 18 to 34 years old tend to disagree or strongly disagree more ([39%](#) each) than women and Canadians of 55 years and older ([28%](#) and [27%](#) respectively).



**Environmental and conservation organizations are the most trusted groups to protect the ocean according to a majority of Canadians.**

Two Canadians out of five ([40%](#)) rank environmental and conservation organizations as the groups they trust most to protect the ocean, followed by governments and international governing bodies ([15%](#)), and Indigenous governments, organizations, and communities ([14%](#)).



**Canadians learn the most about ocean by visiting them and through the medias.**

More than three in five ([64%](#)) Canadians say they have learned about the ocean through recreation and leisure, identical to the proportion of Canadians learning about them through medias (e.g., news, social media, movies, podcasts) ([64%](#), compared to [76%](#) in 2019).



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# Value about ocean on Canada's coasts

Q – What do you value, if anything, about the oceans on Canada's coasts?  
[OPEN]

	2024 (n=1023)	2019 (n=1010)
<b>TOP RESPONSES</b> Aesthetics/scenery/beauty	<b>20.6%</b>	15.9%
Biodiversity/Aquatic life	<b>17.3%</b>	18.4%
Economic and livelihood value (fisheries)	<b>14.2%</b>	14.4%
Cleanliness (clean water and coasts)	<b>9.8%</b>	11.4%
Offer natural border/Geography/Sovereignty*	<b>6.7%</b>	-
Accessibility (for population and world trade market)*	<b>6.0%</b>	-
Food source	<b>5.5%</b>	5.5%
Climate regulations/environmental importance	<b>4.5%</b>	7.5%
Recreation (fishing, tourism)	<b>4.1%</b>	1.8%
Other	<b>2.3%</b>	4.3%
Unsure	<b>2.7%</b>	12.3%

\*New responses not present in the last wave

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.



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# Threats to the ocean on Canada's coasts

Q – What concerns do you have, if any, about threats to the oceans on Canada's coasts? [OPEN]

## TOP RESPONSES

	2024 (n=1025)	2019 (n=1010)
Ocean pollution from sewage, garbage	32.5%	37.8%
Overfishing and threats to marine life	15.6%	13.9%
Climate change/ rising water level	14.5%	9.5%
I have no/ minimal concerns	7.1%	5.6%
Protection of territorial waters	6.2%	2.4%
Plastic	4.6%	6.3%
Erosion of coastline	4.1%	1.5%
Tanker traffic and pollution from cruise ships	3.5%	2.3%
Oil spills	2.9%	5.3%
Lack of regulations	2.1%	1.0%
Security/Threats from other countries (Russia, China etc)*	1.4%	-
Other	2.7%	2.3%
Unsure	1.9%	10.4%

\*New responses not present in the last wave

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# Collective action for Ocean health

Q – What do you think we need to collectively do to keep the oceans on Canada's coasts healthy? [OPEN]

	2024 (n=1013)	2019 (n=1010)	
TOP RESPONSES	Reducing ocean pollution/avoid throwing waste in the oceans	19.0%	17.0%
	Stricter regulations/fine polluters/stronger government involvement	10.9%	15.9%
	Sustainable use/management of the fishing resources/environment	9.8%	7.2%
	Reduce/ban plastic usage	5.5%	7.9%
	Better monitoring and patrol of coastlines/ more power to coast guard/navy to enforce regulations*	5.5%	-
	Take action/plan for climate change	4.8%	4.7%
	Protection of territorial waters/coastlines	4.1%	2.9%
	Limit traffic of oil tanker/maritime traffic	3.4%	2.0%
	Clean energy/limit carbon footprint	3.3%	2.1%
	Recycling/Reduce waste	3.2%	4.4%
	Clean up the ocean	3.1%	4.6%
	Stop access to foreign fishing/corporation*	2.7%	-
	Increasing public awareness and education	2.3%	3.6%
	Change the government*	1.4%	-
	Nothing	1.3%	1.5%
	Limit coastal development*	1.1%	-
	Other	3.3%	5.9%
Unsure	6.1%	14.9%	

\*New responses not present in the last wave

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# Personal action for Ocean health

Q – What are you prepared to do personally to keep the oceans on Canada's coasts healthy? [OPEN]

	2024 (n=989)	2019 (n=1010)
<b>TOP RESPONSES</b>		
Reduce my waste/recycle	15.5%	15.9%
I live too far away/don't feel like there is anything I can do	11.2%	3.1%
Stop/cut back on using plastic	8.7%	16.6%
Participate in shoreline clean-ups	7.5%	3.2%
Donate/support initiatives	6.7%	5.3%
Everything I can/I already do a lot	6.7%	4.1%
Take political action	6.2%	7.4%
Nothing/it should be the government's responsibility	5.3%	5.3%
Reduce my carbon emissions (reduce carbon fuel use, use car less, etc.)	5.1%	2.7%
Choosing to buy sustainable seafood	5.0%	3.8%
Pay taxes/carbon tax	4.8%	6.2%
Change my buying habits	4.8%	3.4%
Raise awareness and teaching others	2.8%	2.5%
Other	1.8%	3.3%
Unsure	7.9%	17.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

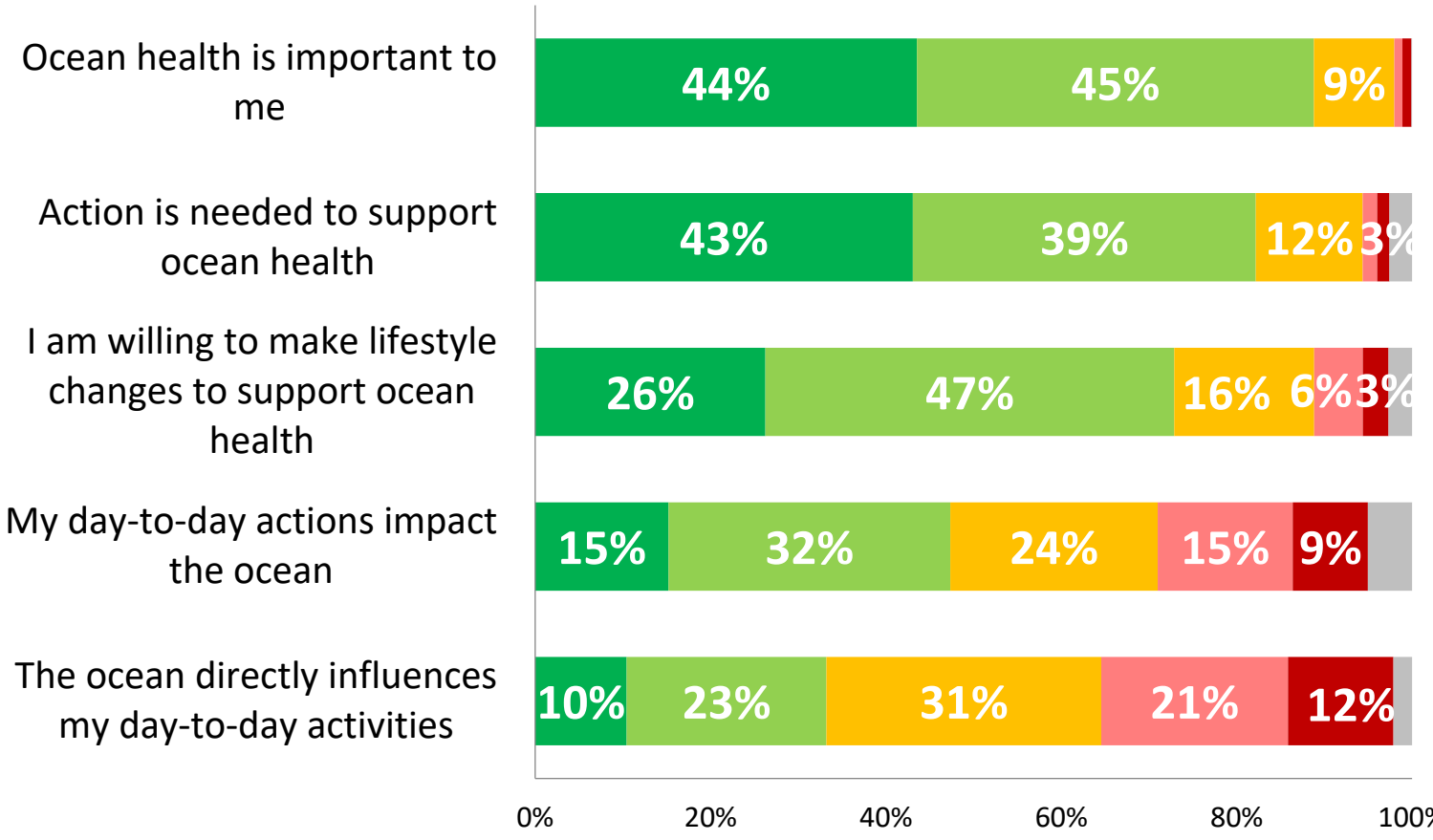


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# Impression of the Ocean

Canadians are three times more likely to strongly agree that the ocean health is important to them than to strongly agree that their day-to-day actions impact the ocean.



■ Strongly agree 
 ■ Agree 
 ■ Neither agree nor disagree 
 ■ Disagree 
 ■ Strongly disagree 
 ■ Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*Data under 3% not displayed for visibility

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.



Q – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas). [RANDOMIZE]

# Importance of Ocean health

Q – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas).  
 [RANDOMIZE] **Ocean health is important to me**



■ Strongly agree   
 ■ Agree   
 ■ Neither agree nor disagree   
 ■ Disagree   
 ■ Strongly disagree   
 ■ Unsure

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

\*Data under 3% not displayed for visibility

Strongly agree/Agree	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
	<b>96.1%</b>	<b>89.0%</b>	<b>87.0%</b>	<b>88.2%</b>	<b>90.8%</b>
	Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
<b>87.1%</b>	<b>90.4%</b>	<b>85.2%</b>	<b>88.7%</b>	<b>91.2%</b>	

Strongly disagree/Disagree	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
	-	<b>2.3%</b>	<b>1.7%</b>	<b>2.6%</b>	<b>2.1%</b>
	Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
<b>2.7%</b>	<b>1.3%</b>	<b>2.9%</b>	<b>2.7%</b>	<b>0.8%</b>	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.



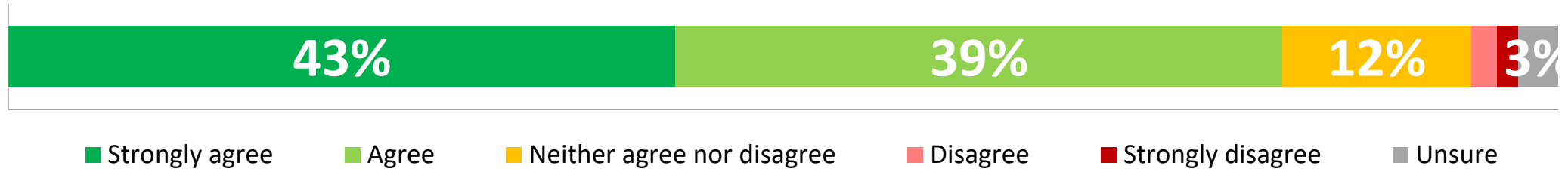
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# Action needed to support Ocean health

Q – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas).

[RANDOMIZE] **Action is needed to support ocean health**



\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*Data under 3% not displayed for visibility

Strongly agree/Agree	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
		<b>92.2%</b>	<b>88.2%</b>	<b>79.4%</b>	<b>74.2%</b>
Men (n=601)		Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
	<b>77.0%</b>	<b>87.2%</b>	<b>80.1%</b>	<b>79.9%</b>	<b>85.3%</b>

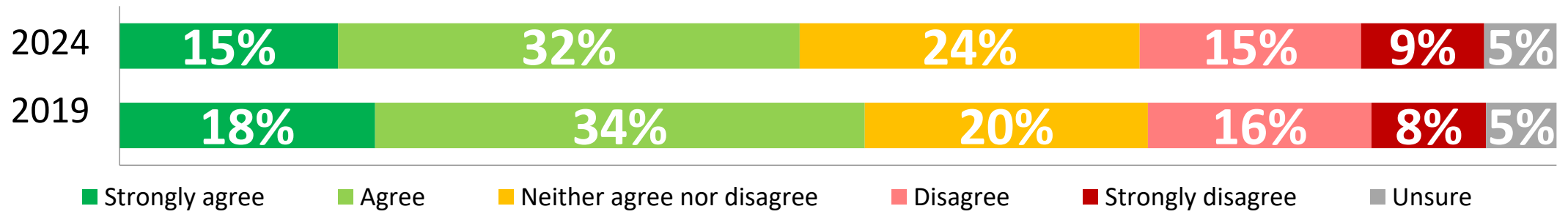
Strongly disagree/Disagree	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
		-	<b>1.7%</b>	<b>3.7%</b>	<b>5.8%</b>
Men (n=601)		Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
	<b>4.1%</b>	<b>2.0%</b>	<b>2.5%</b>	<b>3.3%</b>	<b>3.2%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

# Impact of lifestyle on Ocean

Q – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas).

[RANDOMIZE] **My day-to-day actions impact the ocean**



\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Strongly agree/Agree	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
	<b>46.2%</b>	<b>52.7%</b>	<b>44.2%</b>	<b>35.8%</b>	<b>62.2%</b>
	Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
	<b>40.5%</b>	<b>53.8%</b>	<b>47.8%</b>	<b>47.2%</b>	<b>47.1%</b>

Strongly disagree/Disagree	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
	<b>28.2%</b>	<b>14.9%</b>	<b>25.2%</b>	<b>38.0%</b>	<b>15.9%</b>
	Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
	<b>31.4%</b>	<b>16.9%</b>	<b>22.6%</b>	<b>26.3%</b>	<b>23.0%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.



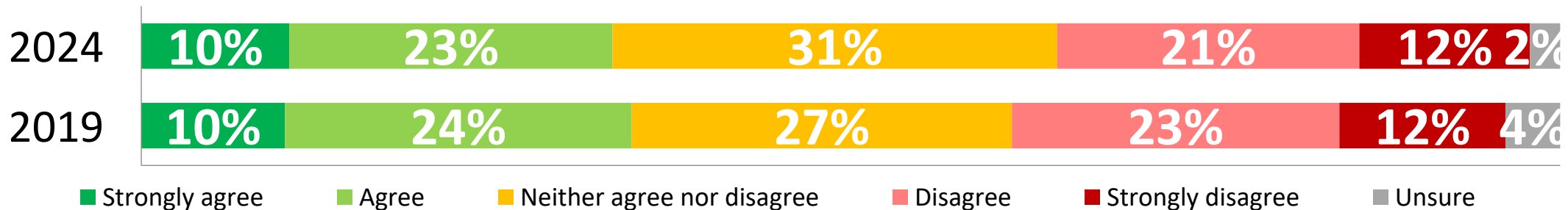
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# Ocean influence on daily activities

Q – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas).

[RANDOMIZE] **The ocean directly influences my day-to-day activities**



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Strongly agree/Agree	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
	<b>48.5%</b>	<b>35.1%</b>	<b>27.9%</b>	<b>21.9%</b>	<b>51.7%</b>
	Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
	<b>32.0%</b>	<b>34.3%</b>	<b>33.2%</b>	<b>30.9%</b>	<b>35.0%</b>

Strongly disagree/Disagree	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
	<b>21.7%</b>	<b>30.0%</b>	<b>37.6%</b>	<b>47.2%</b>	<b>15.1%</b>
	Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
	<b>38.7%</b>	<b>28.2%</b>	<b>38.8%</b>	<b>37.0%</b>	<b>26.9%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.



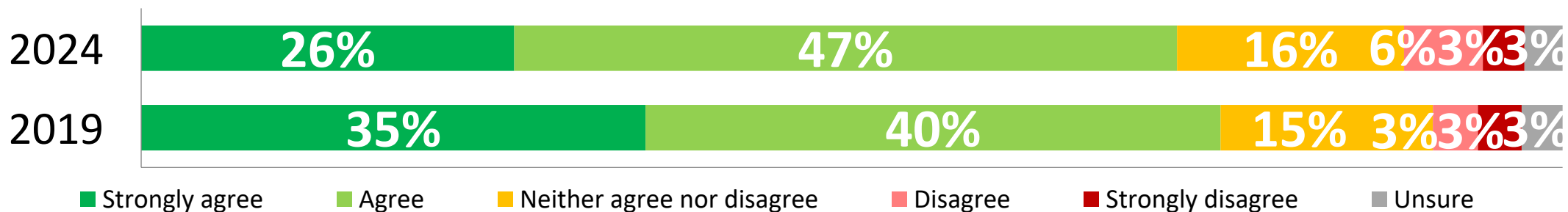
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# Willingness to make lifestyle changes for Ocean health

Q – Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas).

**[RANDOMIZE] I am willing to make lifestyle changes to support ocean health**



\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Strongly agree/Agree	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
	<b>75.6%</b>	<b>78.5%</b>	<b>70.5%</b>	<b>66.1%</b>	<b>77.6%</b>
	Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
	<b>66.1%</b>	<b>79.3%</b>	<b>74.0%</b>	<b>72.5%</b>	<b>72.4%</b>

Strongly disagree/Disagree	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
	<b>3.0%</b>	<b>5.6%</b>	<b>9.9%</b>	<b>13.9%</b>	<b>5.3%</b>
	Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
	<b>12.1%</b>	<b>5.0%</b>	<b>7.0%</b>	<b>10.4%</b>	<b>7.9%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.



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# Influences on lifestyle change for Ocean protection

Q – Please rank the following statements in terms of what would influence you to change your lifestyle to help protect the ocean, where 1 is the most important influence and 2 is the second most important influence. [RANK TOP TWO ONLY] [RANDOMIZE]

## TOP RESPONSES

	Rank 1	Rank 2
If I had a better understanding of how my lifestyle affects the ocean	28.9%	27.7%
If my community and/or political leaders took more action to protect the ocean	25.0%	22.6%
If I was more connected to the ocean (e.g., job, livelihood, recreation, living)	21.3%	14.8%
If I thought changing my lifestyle would make a difference	16.3%	23.3%
If I had more time in my day to change my lifestyle	2.5%	3.3%
If I saw others changing their lifestyle	1.8%	5.6%
I cannot change my lifestyle	1.2%	1.2%
I already changed my lifestyle to help protect the ocean/I am doing my best already/I am ready to change	0.6%	0.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.



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## Most trusted groups for Ocean protection

Q – Please rank the top two groups you trust most to protect the ocean, where 1 is the group you trust most to protect the ocean and 2 the group you trust the second most. [RANK TOP TWO ONLY]  
[RANDOMIZE]

	Rank 1	Rank 2
Environmental and conservation organizations	40.0%	23.2%
Governments and International governing bodies	14.5%	16.1%
Indigenous/Aboriginal governments, organizations, and communities	14.2%	19.5%
Universities and Educational Institutions	10.4%	18.6%
Individuals and communities	10.3%	13.3%
Industry and private companies	3.7%	6.5%
None of the above	4.0%	-
Press/Media	1.6%	2.5%
Unsure	1.2%	-

TOP RESPONSES

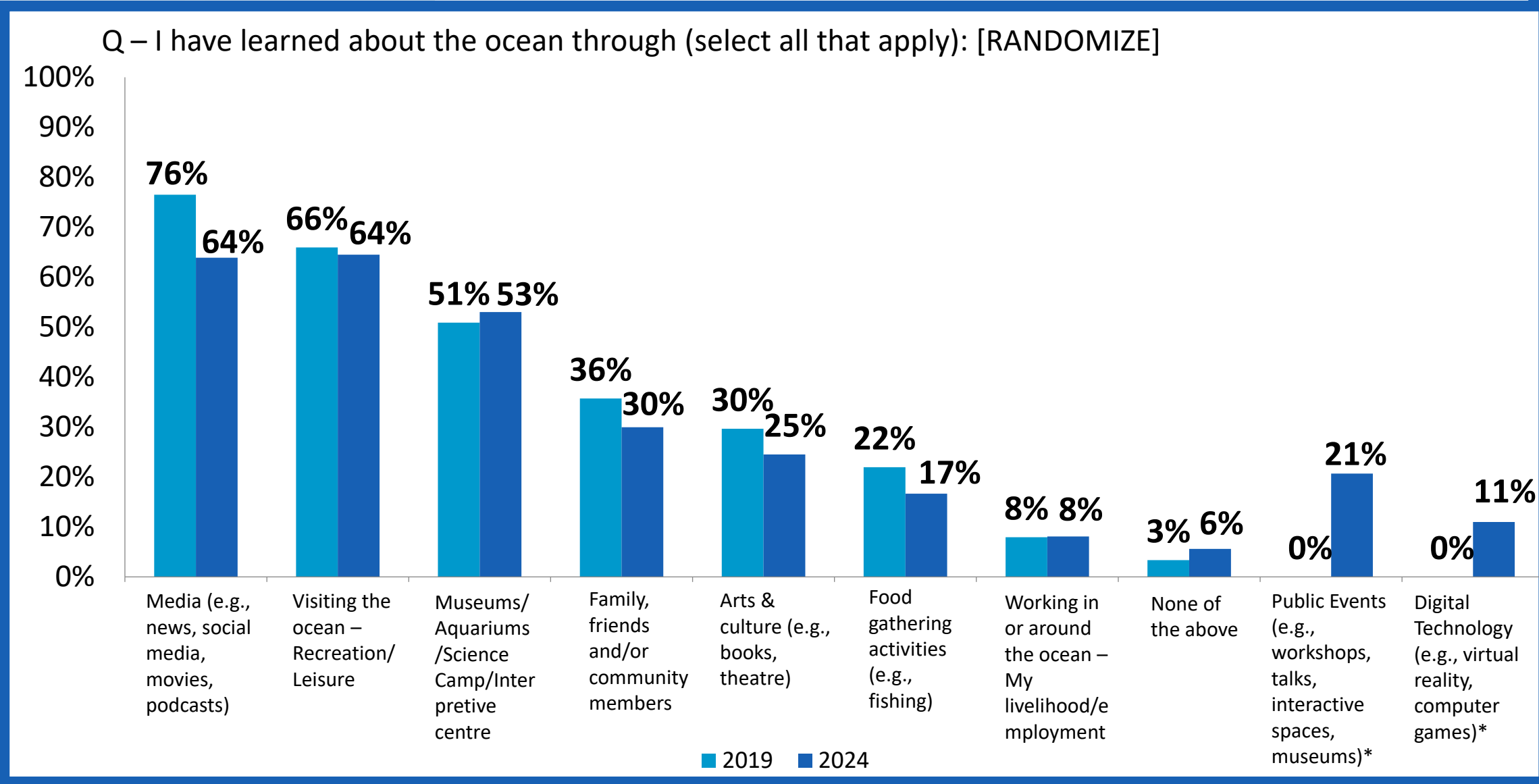
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# Means of learning about the ocean



\*Answer not present in previous wave \*\*Based on multiple mention  
 Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

# Means of learning about the ocean - Tracking by Region

Q – I have learned about the ocean through (select all that apply): [RANDOMIZE]

	Total		Atlantic		Quebec		Ontario		Prairies		BC	
	2024 (n=1089)	2019 (n=1010)	2024 (n=108)	2019 (n=100)	2024 (n=253)	2019 (n=251)	2024 (n=357)	2019 (n=309)	2024 (n=218)	2019 (n=197)	2024 (n=153)	2019 (n=153)
Visiting the ocean – Recreation/Leisure	64.5%	65.9%	87.4%	81.1%	48.3%	51.7%	63.6%	62.6%	67.8%	71.8%	78.2%	84.8%
Media (e.g., news, social media, movies, podcasts)	63.9%	76.5%	71.4%	78.7%	55.6%	64.6%	68.1%	81.7%	61.1%	76.3%	65.4%	81.4%
Museums/Aquariums/Science Camp/Interpretive center	53.0%	50.9%	64.9%	45.5%	44.4%	44.5%	52.6%	55.7%	51.7%	42.1%	64.0%	62.9%
Family, friends and/or community members	30.0%	35.7%	57.4%	56.1%	16.0%	23.7%	27.9%	33.7%	31.7%	38.2%	43.1%	49.0%
Arts & culture (e.g., books, theatre)	24.5%	29.7%	26.4%	31.5%	18.0%	22.6%	26.9%	35.6%	25.7%	23.6%	25.9%	32.3%
Public Events (e.g., workshops, talks, interactive spaces, museums)*	20.7%	-	21.6%	-	18.1%	-	21.0%	-	20.0%	-	24.4%	-
Food gathering activities (e.g., fishing)	16.6%	21.9%	40.0%	43.2%	10.6%	10.6%	13.4%	18.2%	15.0%	24.7%	26.2%	38.2%
Digital Technology (e.g., virtual reality, computer games)*	11.0%	-	8.5%	-	8.7%	-	10.7%	-	14.2%	-	12.4%	-
Working in or around the ocean – My livelihood/employment	8.1%	7.9%	23.0%	22.9%	3.9%	4.0%	5.2%	5.6%	6.2%	8.0%	17.9%	13.8%
None of the above	5.6%	3.3%	0.7%	2.7%	10.0%	7.3%	4.9%	1.8%	4.9%	2.7%	3.5%	2.1%
Unsure*	2.1%	-	0.0%	-	2.5%	-	1.9%	-	2.5%	-	2.7%	-

\*Answer not present in previous wave \*\*Based on multiple mention  
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.



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# Means of learning about the ocean - Tracking by Age and Gender

Q – I have learned about the ocean through (select all that apply): [RANDOMIZE]

	Total		Men		Women		18 to 34		35 to 54		55 plus	
	2024 (n=1089)	2019 (n=1010)	2024 (n=583)	2019 (n=531)	2024 (n=505)	2019 (n=479)	2024 (n=150)	2019 (n=283)	2024 (n=386)	2019 (n=340)	2024 (n=553)	2019 (n=387)
Visiting the ocean – Recreation/Leisure	64.5%	65.9%	63.4%	63.7%	65.4%	68.0%	60.0%	62.2%	66.2%	67.8%	66.1%	67.0%
Media (e.g., news, social media, movies, podcasts)	63.9%	76.5%	62.1%	73.8%	65.5%	79.0%	59.8%	73.9%	62.5%	73.2%	67.6%	81.2%
Museums/Aquariums/Science Camp/Interpretive center	53.0%	50.9%	50.5%	49.8%	55.2%	51.9%	63.2%	60.1%	51.8%	53.8%	47.3%	41.8%
Family, friends and/or community members	30.0%	35.7%	26.5%	32.6%	33.1%	38.7%	32.0%	39.2%	30.2%	36.9%	28.4%	32.2%
Arts & culture (e.g., books, theatre)	24.5%	29.7%	23.5%	29.6%	25.3%	29.7%	33.5%	34.3%	19.8%	25.5%	22.4%	30.0%
Public Events (e.g., workshops, talks, interactive spaces, museums)*	20.7%	-	18.1%	-	23.0%	-	26.6%	-	16.2%	-	20.4%	-
Food gathering activities (e.g., fishing)	16.6%	21.9%	19.5%	23.9%	13.7%	20.1%	17.6%	21.3%	15.6%	21.7%	16.8%	22.7%
Digital Technology (e.g., virtual reality, computer games)*	11.0%	-	11.9%	-	10.0%	-	19.4%	-	9.3%	-	6.8%	-
Working in or around the ocean – My livelihood/employment	8.1%	7.9%	11.3%	9.6%	5.0%	6.3%	10.2%	9.2%	8.9%	10.3%	6.1%	4.9%
None of the above	5.6%	3.3%	5.7%	4.0%	5.5%	2.7%	4.8%	4.2%	5.5%	3.1%	6.2%	2.9%
Unsure*	2.1%	-	2.1%	-	2.2%	-	1.2%	-	2.5%	-	2.4%	-

\*Answer not present in previous wave \*\*Based on multiple mention  
 Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.



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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,114 Canadians, 18 years of age or older, between January 29<sup>th</sup> to 31<sup>st</sup>, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,114 Canadians is  $\pm 2.9$  percentage points, 19 times out of 20.

The research was commissioned by the Canadian Ocean Literacy Coalition (COLC) and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	The Canadian Ocean Literacy Coalition (COLC)	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Population and Final Sample Size	1,114 Randomly selected individuals	Screening	Not applicable.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±2.9 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, the use of the Emergencies Act, Immigration, United States Election and border, and opinion on the Liberal and Conservative party leaders.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	January 29 <sup>th</sup> to 31 <sup>st</sup> , 2024.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. [www.nanosdimap.com](http://www.nanosdimap.com)

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. [www.ethicstrategies.com](http://www.ethicstrategies.com)

# Any questions?

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Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)







# TABULATIONS



2024-2526 – Canadian Ocean Literacy Coalition – Formatted Tabs – STAT SHEET

Our next few questions are about your perceptions of the ocean.

Question –	Total	Unwgt N	Region						Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
What do you value, if anything, about the oceans on Canada's coasts? [OPEN]		Wgt N	1023	102	235	330	203	153	558	464	1	134	358	531
	Economic and livelihood value (fisheries)	%	905	62	206	347	155	135	454	450	1	227	294	384
	Biodiversity / Aquatic life	%	14.2	26.0	9.9	16.0	14.2	10.4	18.4	9.9		13.7	14.0	14.5
	Climate regulations/environmental importance	%	17.3	14.5	12.5	19.6	12.3	25.8	18.0	16.4		22.5	16.8	14.6
	Recreation (fishing, tourism)	%	4.5	6.3	2.0	6.1	2.0	6.5	3.7	5.4		3.9	3.8	5.5
	Cleanliness (clean water and coasts)	%	4.1	5.7	6.2	3.8	3.0	2.0	4.8	3.4		2.8	4.9	4.1
	Aesthetics/scenery/beauty	%	9.8	9.6	5.5	10.4	13.2	11.3	10.0	9.7		9.8	8.8	10.6
	Everything	%	20.6	17.8	24.2	17.4	25.5	19.3	16.5	24.9		19.6	24.4	18.3
	Food source	%	2.2	4.3	0.8	1.9	3.2	3.3	1.3	3.2		0.6	1.3	3.9
	Nothing	%	5.5	6.8	2.4	5.5	9.5	4.9	5.3	5.7		5.5	5.0	5.8
	Offer natural border/Geography/Sovereignty	%	2.6	0.0	5.8	1.6	3.3	0.4	3.4	1.7		1.1	3.9	2.4
	Accessibility (for population and world trade market)	%	6.7	2.8	8.0	8.9	4.9	2.8	6.3	7.1		8.7	5.0	6.8
	Needs to be protected from human destruction	%	6.0	3.2	8.7	3.7	5.8	9.3	7.0	5.0		5.2	5.7	6.7
	Immensity/Vastness	%	0.3	0.0	0.4	0.0	0.9	0.6	0.5	0.2		0.6	0.3	0.2
	We have them/they are there	%	0.8	0.0	1.9	0.6	0.0	0.9	0.4	1.2		0.5	1.4	0.5
	Other	%	0.4	1.1	0.7	0.0	0.7	0.4	0.7	0.2		0.0	0.5	0.6
	Unsure	%	2.3	1.8	5.7	1.6	0.9	0.4	2.2	2.3		0.8	1.4	3.8
		%	2.7	0.0	5.4	2.9	0.8	1.6	1.6	3.9		4.7	2.7	1.5

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			Region						Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 2 - What concerns do you have, if any, about threats to the oceans on Canada's coasts? [OPEN]	Total	Unwgt N	1025	107	230	330	205	153	557	467	1	133	360	532
		Wgt N	908	65	201	346	162	134	452	456	1	229	296	384
	Ocean pollution from sewage, garbage	%	32.5	31.7	39.3	30.9	33.6	25.4	29.2	35.6		31.1	33.1	32.8
	I have no/minimal concerns	%	7.1	3.3	5.2	6.3	16.9	2.3	10.1	4.1		7.6	7.4	6.6
	Climate change/ rising water level	%	14.5	20.5	12.6	15.1	12.5	14.9	11.2	17.8		20.0	11.0	13.8
	Overfishing and threats to marine life	%	15.6	14.3	10.6	18.0	11.1	22.4	19.9	11.3		14.0	17.1	15.3
	Erosion of coastline	%	4.1	6.1	11.0	2.7	0.9	0.6	3.9	4.4		1.1	5.4	5.0
	Oil spills	%	2.9	3.4	0.8	3.2	2.9	4.7	3.3	2.5		2.9	2.9	2.9
	Tanker traffic and pollution from cruise ships	%	3.5	1.4	1.6	3.9	2.9	6.8	3.4	3.5		2.0	3.9	4.0
	Protection of territorial waters	%	6.2	6.7	6.7	5.9	7.4	4.4	5.7	6.7		6.0	5.7	6.7
	Plastic	%	4.6	6.8	2.8	3.4	5.7	7.7	4.7	4.5		4.9	3.4	5.2
	I have a lot of concerns	%	1.1	1.0	0.8	1.3	0.2	2.0	0.8	1.4		1.5	0.9	1.0
	Lack of regulations	%	2.1	3.0	2.6	1.2	1.8	3.3	2.9	1.3		1.1	2.5	2.3
	Security/Threats from other countries (Russia, China etc)	%	1.4	0.0	0.4	2.4	1.0	1.3	1.5	1.3		1.5	1.1	1.5
	Other	%	2.7	1.7	4.3	2.4	2.3	2.1	2.5	3.0		2.5	3.7	2.1
Unsure	%	1.9	0.0	1.2	3.1	0.8	2.0	1.1	2.7		3.8	1.9	0.8	

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		Region							Gender			Age		
		Canada 2024- 01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 3 - What do you think we need to collectively do to keep the oceans on Canada's coasts healthy? [OPEN]	Total	Unwgt N	1013	102	236	327	200	148	546	466	1	133	352	528
		Wgt N	902	62	208	342	158	132	442	458	1	230	290	382
	Reducing ocean pollution/avoid throwing waste in the oceans	%	19.0	20.4	23.8	17.6	18.1	15.7	15.5	22.3		20.5	17.4	19.4
	Reduce/ban plastic usage	%	5.5	3.9	5.5	4.1	6.7	8.2	4.8	6.1		3.7	5.9	6.1
	Take action/plan for climate change	%	4.8	8.2	2.5	6.3	5.2	2.7	3.5	6.1		5.7	4.1	4.9
	Recycling/Reduce waste	%	3.2	1.4	5.0	3.6	3.1	0.4	3.3	3.1		2.6	3.9	3.0
	Create marine protected areas	%	0.9	1.1	0.3	1.0	2.3	0.0	1.5	0.4		1.9	0.9	0.4
	Stricter regulations/fine polluters/stronger government involvement	%	10.9	8.7	9.5	11.2	15.2	8.5	12.0	9.9		11.9	10.5	10.7
	Clean up the ocean	%	3.1	4.6	3.1	3.1	3.2	2.6	2.0	4.2		1.7	3.6	3.6
	Increasing public awareness and education	%	2.3	2.5	3.4	1.5	1.3	4.0	3.5	1.2		1.1	3.0	2.6
	Protection of territorial waters/coastlines	%	4.1	0.7	5.5	5.4	1.9	2.8	4.5	3.7		4.6	4.0	3.9
	Sustainable use/management of the fishing resources/environment	%	9.8	6.0	8.2	11.3	7.5	13.4	10.3	9.4		9.8	11.9	8.3
	Nothing	%	1.3	0.0	0.8	0.5	4.7	0.4	1.7	0.8		2.1	0.9	1.0
	Limit traffic of oil tanker/maritime traffic	%	3.4	0.0	3.5	2.2	2.5	9.4	3.2	3.6		3.1	3.8	3.3
	Funding research/listen to scientist recommendations	%	3.1	5.0	0.8	2.6	3.2	7.0	3.3	2.9		3.7	2.2	3.5
	Keep doing what we are doing	%	0.7	1.8	0.4	0.2	1.2	1.3	0.7	0.7		0.0	0.3	1.4
	Clean energy/limit carbon footprint	%	3.3	7.0	2.9	4.4	0.0	3.7	3.1	3.6		4.2	3.6	2.6
	Better monitoring and patrol of coastlines/ more power to coast guard/navy to enforce regulations	%	5.5	11.0	3.6	6.5	2.8	6.3	7.7	3.3		6.4	3.6	6.3
	Change the government	%	1.4	0.0	2.1	1.3	1.7	0.8	2.0	0.8		1.1	2.5	0.7
	It's an international/global effort/problem	%	3.0	2.5	1.9	3.6	3.9	2.5	3.6	2.5		0.0	3.9	4.2
	Other	%	3.3	2.8	2.9	3.4	3.6	3.2	3.5	3.0		2.9	3.4	3.3
	Limit coastal development	%	1.1	5.3	1.2	0.5	1.3	0.0	0.9	1.2		0.7	1.0	1.3
	Stop access to foreign fishing/corporation	%	2.7	3.9	2.8	2.6	2.8	2.3	2.6	2.9		2.3	2.3	3.3
	Remove wind turbines/remove windmills	%	0.3	0.7	0.0	0.2	0.9	0.0	0.4	0.1		0.0	0.4	0.4
	Reduce consumption/overconsumption	%	1.0	0.0	3.3	0.7	0.0	0.0	1.0	1.1		2.1	1.0	0.4
	Unsure	%	6.1	2.5	7.1	6.1	7.2	4.8	5.2	7.0		7.9	5.8	5.2

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			Region							Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 4 - What are you prepared to do personally to keep the oceans on Canada's coasts healthy? [OPEN]	Total	Unwgt N	989	100	234	313	196	146	534	454	1	132	340	517	
		Wgt N	881	61	207	326	158	129	435	445	1	227	280	374	
	Reduce my waste/recycle	%	15.5	17.1	20.1	14.5	13.0	13.0	13.9	17.1		14.7	17.5	14.4	
	Reduce my carbon emissions (reduce carbon fuel use, use car less, etc.)	%	5.1	10.2	7.2	4.5	2.7	3.8	5.9	4.4		4.4	6.1	4.8	
	Participate in shoreline clean-ups	%	7.5	13.4	6.4	3.8	3.3	20.6	6.3	8.7		8.3	4.9	8.9	
	Change my buying habits	%	4.8	0.7	5.6	4.7	6.9	3.4	4.2	5.2		7.2	4.9	3.3	
	Raise awareness and teaching others	%	2.8	4.3	2.8	3.4	0.7	3.3	1.8	3.8		2.0	1.7	4.2	
	Take political action	%	6.2	8.1	3.3	8.6	4.6	5.8	8.6	3.9		4.2	5.9	7.7	
	I live too far away/don't feel like there is anything I can do	%	11.2	2.5	10.6	10.3	20.8	6.8	10.7	11.7		5.2	13.0	13.6	
	Donate/support initiatives	%	6.7	3.3	3.3	9.7	5.8	7.6	7.8	5.7		4.7	6.9	7.9	
	Nothing/it should be the government's responsibility	%	5.3	3.9	4.6	5.6	7.2	3.9	8.7	2.0		6.6	5.4	4.4	
	Stop/cut back on using plastic	%	8.7	5.1	8.4	9.3	10.0	7.7	8.5	8.8		13.4	6.1	7.7	
	Choosing to buy sustainable seafood	%	5.0	0.7	6.2	5.4	2.7	6.9	3.5	6.5		4.8	6.6	4.0	
	Everything I can/I already do a lot	%	6.7	15.0	6.0	7.2	5.2	4.5	4.9	8.5		8.5	7.4	5.1	
	Pay taxes/carbon tax	%	4.8	5.1	3.9	4.2	6.8	5.3	7.1	2.5		5.1	4.4	4.9	
	Other	%	1.8	2.4	2.8	1.2	1.4	1.7	1.4	2.1		1.9	1.4	1.9	
	Unsure	%	7.9	8.2	8.8	7.7	8.7	5.7	6.8	9.0		9.1	7.9	7.2	

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**Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas). [RANDOMIZE]**

			Region							Gender			Age		
			Canada									18 to	35 to	55	
			2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	34	54	plus	
Question 5 - Ocean health is important to me	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567	
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411	
	Strongly agree	%	43.5	53.1	45.9	38.6	38.6	55.0	35.9	50.7		43.8	36.9	48.6	
	Agree	%	45.3	43.0	43.1	48.4	49.6	35.8	51.2	39.7		41.4	51.8	42.6	
	Neither agree nor disagree	%	9.2	3.9	8.4	11.3	9.2	7.1	10.1	8.3		11.9	8.4	8.0	
	Disagree	%	0.9	-	0.9	0.8	0.9	1.5	1.7	0.2		0.5	2.0	0.4	
	Strongly disagree	%	1.0	-	1.4	0.9	1.7	0.6	1.0	1.1		2.4	0.7	0.4	
	Unsure	%	0.1	-	0.3	-	-	-	0.1	-		-	0.2	-	

**Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas). [RANDOMIZE]**

			Region							Gender			Age		
			Canada									18 to	35 to	55	
			2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	34	54	plus	
Question 6 - Action is needed to support ocean health	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567	
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411	
	Strongly agree	%	43.1	48.8	46.0	39.7	38.2	50.9	36.4	49.4		43.6	37.4	47.2	
	Agree	%	39.1	43.4	42.2	39.7	36.0	34.1	40.6	37.8		36.5	42.5	38.1	
	Neither agree nor disagree	%	12.2	7.2	8.0	13.8	16.4	11.7	16.8	7.8		14.9	14.7	8.5	
	Disagree	%	1.6	-	1.4	2.4	1.9	0.4	2.2	1.1		-	2.0	2.5	
	Strongly disagree	%	1.4	-	0.3	1.3	3.8	1.0	1.9	0.9		2.5	1.3	0.8	
	Unsure	%	2.6	0.7	2.1	3.0	3.6	1.9	2.1	3.0		2.5	2.1	2.9	

**Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas). [RANDOMIZE]**

			Region							Gender			Age		
			Canada									18 to	35 to	55	
			2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	34	54	plus	
Question 7 - My day-to-day actions impact the ocean	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567	
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411	
	Strongly agree	%	15.2	10.9	16.6	12.7	11.2	27.0	12.1	18.3		18.7	12.5	15.1	
	Agree	%	32.1	35.4	36.2	31.4	24.6	35.2	28.5	35.5		29.1	34.7	32.0	
	Neither agree nor disagree	%	23.7	22.0	24.5	26.1	20.4	20.3	24.4	23.0		25.1	21.9	24.1	
	Disagree	%	15.4	21.3	10.6	17.4	20.0	9.1	18.9	12.1		13.5	18.2	14.5	
	Strongly disagree	%	8.6	6.9	4.3	7.8	18.0	6.9	12.5	4.8		9.1	8.1	8.6	
	Unsure	%	5.0	3.5	7.9	4.5	5.8	1.6	3.7	6.4		4.5	4.5	5.8	

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Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas). [RANDOMIZE]

			Region						Gender			Age		
			Canada	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 8 - The ocean directly influences my day-to-day activities	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
	Strongly agree	%	10.4	13.5	9.9	6.3	8.2	24.1	9.9	10.9		14.3	9.1	9.0
	Agree	%	22.8	35.0	25.3	21.6	13.6	27.6	22.0	23.4		18.9	21.8	26.1
	Neither agree nor disagree	%	31.3	29.8	31.1	32.1	29.4	32.9	27.5	35.1		27.3	29.2	35.6
	Disagree	%	21.3	13.9	19.9	26.4	23.1	10.8	24.7	18.1		22.7	23.8	18.4
	Strongly disagree	%	12.0	7.8	10.1	11.2	24.1	4.3	14.0	10.1		16.1	13.1	8.5
	Unsure	%	2.1	-	3.8	2.4	1.5	0.4	1.8	2.5		0.7	2.9	2.4

Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements? (Please note: In this survey, questions referring to the ocean include coastal areas). [RANDOMIZE]

			Region						Gender			Age		
			Canada	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 9 – I am willing to make lifestyle changes to support ocean health	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
	Strongly agree	%	26.2	32.8	29.7	23.0	18.6	36.1	22.7	29.8		29.8	21.5	27.6
	Agree	%	46.6	42.8	48.8	47.5	47.5	41.5	43.5	49.5		44.1	51.0	44.8
	Neither agree nor disagree	%	16.0	21.5	13.1	16.2	17.8	15.2	18.6	13.5		14.8	15.5	17.1
	Disagree	%	5.5	1.7	3.7	7.1	7.8	3.5	7.5	3.7		3.9	7.2	5.3
	Strongly disagree	%	2.9	1.3	1.9	2.8	6.1	1.8	4.6	1.3		3.1	3.2	2.6
Unsure	%	2.7	-	2.9	3.5	2.2	2.0	3.1	2.2		4.2	1.6	2.5	

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**2024-2526 – Canadian Ocean Literacy Coalition – Formatted Tabs – STAT SHEET**

Please rank the following statements in terms of what would influence you to change your lifestyle to help protect the ocean, where 1 is the most important influence and 2 is the second most important influence. [RANK TOP TWO ONLY] [RANDOMIZE]

Question 10 – Rank 1	Total	Unwgt N	Region					Gender			Age			
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Wgt N	1080	107	257	352	210	154	579	500	1	148	385	547
		%	972	65	227	371	171	138	473	498	1	257	316	399
	If I was more connected to the ocean (e.g., job, livelihood, recreation, living)	%	21.3	13.2	18.8	24.1	25.7	16.1	23.0	19.6		19.1	25.0	19.8
	If I had more time in my day to change my lifestyle	%	2.5	3.2	1.1	2.9	2.8	3.0	2.2	2.8		6.1	1.3	1.1
	If I saw others changing their lifestyle	%	1.8	0.0	3.5	1.4	0.2	2.8	2.2	1.4		2.3	1.7	1.6
	If I had a better understanding of how my lifestyle affects the ocean	%	28.9	25.8	34.7	29.1	20.7	30.5	24.6	33.1		25.2	30.1	30.3
	If I thought changing my lifestyle would make a difference	%	16.3	13.0	12.9	16.0	22.2	17.0	19.3	13.3		18.8	14.5	16.1
	If my community and/or political leaders took more action to protect the ocean	%	25.0	42.7	26.3	22.4	22.1	24.6	23.5	26.4		24.2	22.3	27.5
	Financial resources to make more environmentally friendly changes/compensation	%	0.3	0.0	0.0	0.2	1.2	0.0	0.4	0.2		0.0	0.9	0.0
	I already changed my lifestyle to help protect the ocean/I am doing my best already/I am ready to change	%	0.6	0.0	0.0	0.5	0.0	2.7	0.4	0.7		0.0	0.5	0.9
	I am not doing anything to harm the ocean/ I do not pollute the ocean	%	0.2	1.0	0.0	0.0	0.0	0.8	0.2	0.1		0.0	0.3	0.2
	There are more pressing priorities/I don't see this as a current issue	%	0.2	0.0	0.0	0.2	0.6	0.4	0.3	0.2		0.0	0.3	0.3
	Remove government/government misinformation	%	0.1	0.0	0.0	0.0	0.0	1.0	0.1	0.2		0.0	0.0	0.4
	If other countries with bigger impacts start making changes	%	0.2	0.0	0.0	0.5	0.0	0.0	0.4	0.0		0.0	0.5	0.0
	Other	%	0.2	0.0	0.0	0.5	0.0	0.0	0.4	0.0		0.7	0.0	0.0
	Unsure	%	1.3	1.0	1.3	1.2	2.2	0.4	1.7	0.9		1.7	1.1	1.1
	I cannot change my lifestyle	%	1.2	0.0	1.5	0.9	2.3	0.6	1.3	1.0		1.9	1.3	0.6

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2024-2526 – Canadian Ocean Literacy Coalition – Formatted Tabs – STAT SHEET

Please rank the following statements in terms of what would influence you to change your lifestyle to help protect the ocean, where 1 is the most important influence and 2 is the second most important influence. [RANK TOP TWO ONLY] [RANDOMIZE]

Question 10 - Rank 2	Total	Unwgt N	Region						Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Wgt N	961	98	233	314	181	135	502	458	1	133	352	476
		%	867	60	206	332	146	123	409	457	1	230	289	348
	If I was more connected to the ocean (e.g., job, livelihood, recreation, living)	%	14.8	9.0	16.5	15.1	17.3	10.7	17.4	12.4	13.3	15.5	15.1	
	If I had more time in my day to change my lifestyle	%	3.3	2.2	2.2	4.0	3.5	3.9	3.2	3.5	7.2	2.2	1.7	
	If I saw others changing their lifestyle	%	5.6	4.0	5.7	5.5	5.5	6.7	7.0	4.4	3.0	6.7	6.5	
	If I had a better understanding of how my lifestyle affects the ocean	%	27.7	31.8	30.2	28.1	27.6	20.5	28.2	27.3	26.2	25.2	30.7	
	If I thought changing my lifestyle would make a difference	%	23.3	20.6	19.7	22.9	23.1	32.1	22.4	24.2	25.7	26.6	19.0	
	If my community and/or political leaders took more action to protect the ocean	%	22.6	26.3	23.4	21.6	21.1	23.9	18.6	26.2	21.8	21.6	24.0	
	Financial resources to make more environmentally friendly changes/compensation	%	0.3	3.3	0.0	0.3	0.0	0.0	0.5	0.2	0.9	0.0	0.3	
	I already changed my lifestyle to help protect the ocean/I am doing my best already/I am ready to change	%	0.4	0.0	1.6	0.0	0.0	0.5	0.7	0.2	0.0	0.0	1.1	
	Clear investments and a plan/strategies and guidance	%	0.2	0.0	0.4	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.5	
	If corporations were being held accountable for pollution/regulate corporations	%	0.5	1.4	0.0	0.7	0.0	0.8	0.0	0.7	1.4	0.3	0.0	
	I cannot change my lifestyle	%	1.2	1.5	0.3	1.5	1.8	1.0	2.0	0.5	0.5	1.9	1.0	

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**2024-2526 – Canadian Ocean Literacy Coalition – Formatted Tabs – STAT SHEET**

Please rank the top two groups you trust most to protect the ocean, where 1 is the group you trust most to protect the ocean and 2 the group you trust the second most. [RANK TOP TWO ONLY] [RANDOMIZE]

Question 11 - Rank 1	Total	Unwgt N	Region						Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Wgt N	1094	109	258	357	213	157	586	507	1	149	387	558
		%	983	67	228	376	172	140	478	503	1	259	318	406
	Individuals and communities	%	10.3	9.3	8.0	10.5	11.3	12.8	11.8	9.0		10.2	11.4	9.6
	Governments and International governing bodies	%	14.5	11.6	11.6	15.2	16.2	16.2	19.2	10.0		14.8	12.8	15.6
	Industry and private companies	%	3.7	2.6	3.2	3.2	3.3	6.8	4.3	3.2		3.9	4.1	3.3
	Environmental and conservation organizations	%	40.0	40.7	44.6	41.2	39.4	29.8	31.5	48.2		37.9	40.0	41.4
	Indigenous/Aboriginal governments, organizations, and communities	%	14.2	17.8	11.2	16.9	8.7	17.1	11.4	16.7		14.2	14.6	13.9
	Universities and Educational Institutions	%	10.4	13.2	13.5	8.0	9.8	11.0	12.8	8.1		10.1	11.3	9.8
	Press/Media	%	1.6	0.0	2.9	1.3	1.6	1.0	2.1	1.2		3.1	1.0	1.1
	I don't trust anyone	%	0.1	0.0	0.0	0.0	0.6	0.0	0.2	0.0		0.0	0.3	0.0
	None of the above	%	4.0	3.2	4.0	2.7	7.2	4.0	4.9	3.1		4.0	3.4	4.4
	Unsure	%	1.2	1.6	0.9	0.9	1.9	1.4	1.8	0.6		1.8	1.2	0.8

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**2024-2526 – Canadian Ocean Literacy Coalition – Formatted Tabs – STAT SHEET**

Please rank the top two groups you trust most to protect the ocean, where 1 is the group you trust most to protect the ocean and 2 the group you trust the second most. [RANK TOP TWO ONLY] [RANDOMIZE]

Question 11 - Rank 2	Total	Unwgt N	Region						Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Wgt N	954	100	232	320	166	136	507	447	0	128	344	482
		%	860	62	201	338	140	119	413	447	0	225	281	354
	Individuals and communities	%	13.3	14.9	11.9	11.1	17.4	16.1	13.4	13.2		7.4	17.4	13.7
	Governments and International governing bodies	%	16.1	23.7	23.1	15.9	8.0	10.5	16.5	15.7		15.4	16.9	15.9
	Industry and private companies	%	6.5	9.3	2.5	6.4	12.3	5.1	8.5	4.6		8.1	4.6	7.0
	Environmental and conservation organizations	%	23.2	22.9	22.2	25.0	15.2	29.1	22.8	23.5		23.8	23.1	22.8
	Indigenous/Aboriginal governments, organizations, and communities	%	19.5	14.1	17.4	18.0	28.3	19.8	15.6	23.1		22.7	19.2	17.7
	Universities and Educational Institutions	%	18.6	12.4	20.1	20.3	17.7	15.2	20.0	17.2		21.6	16.6	18.3
	Press/Media	%	2.5	2.5	2.7	3.1	0.4	2.8	3.0	2.0		1.1	1.3	4.3
	Scientists	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2		0.0	0.0	0.3
	I don't trust anyone	%	0.2	0.0	0.0	0.0	0.7	0.7	0.2	0.2		0.0	0.6	0.0
	Other	%	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.2		0.0	0.3	0.0

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2024-2526 – Canadian Ocean Literacy Coalition – Formatted Tabs – STAT SHEET

			Region							Gender			Age		
			Canada 2024- 01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 12 - I have learned about the ocean through (select all that apply): [RANDOMIZE]	Total	Unwgt N	1089	108	253	357	218	153	583	505	1	150	386	553	
		Wgt N	979	66	224	378	175	137	476	502	1	262	316	401	
	Visiting the ocean – Recreation/Leisure	%	64.5	87.4	48.3	63.6	67.8	78.2	63.4	65.4		60.0	66.2	66.1	
	Working in or around the ocean – My livelihood/employment	%	8.1	23.0	3.9	5.2	6.2	17.9	11.3	5.0		10.2	8.9	6.1	
	Museums/Aquariums/Science Camp/Interpretive centre	%	53.0	64.9	44.4	52.6	51.7	64.0	50.5	55.2		63.2	51.8	47.3	
	Digital Technology (e.g., virtual reality, computer games)	%	11.0	8.5	8.7	10.7	14.2	12.4	11.9	10.0		19.4	9.3	6.8	
	Food gathering activities (e.g., fishing)	%	16.6	40.0	10.6	13.4	15.0	26.2	19.5	13.7		17.6	15.6	16.8	
	Arts & culture (e.g., books, theatre)	%	24.5	26.4	18.0	26.9	25.7	25.9	23.5	25.3		33.5	19.8	22.4	
	Family, friends and/or community members	%	30.0	57.4	16.0	27.9	31.7	43.1	26.5	33.1		32.0	30.2	28.4	
	Media (e.g., news, social media, movies, podcasts)	%	63.9	71.4	55.6	68.1	61.1	65.4	62.1	65.5		59.8	62.5	67.6	
	Public Events (e.g., workshops, talks, interactive spaces, museums)	%	20.7	21.6	18.1	21.0	20.0	24.4	18.1	23.0		26.6	16.2	20.4	
	None of the above	%	5.6	0.7	10.0	4.9	4.9	3.5	5.7	5.5		4.8	5.5	6.2	
	Unsure	%	2.1	0.0	2.5	1.9	2.5	2.7	2.1	2.2		1.2	2.5	2.4	

\*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

\*\*Multifrequency tab based on multiple responses

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2024-2526 – Canadian Ocean Literacy Coalition – Formatted Tabs – STAT SHEET

		Region							Gender			Age		
		Canada 2024- 01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 12 - I have learned about the ocean through (select all that apply): [RANDOMIZE]	Total	Unwgt N	3219	425	601	1038	607	548	1688	1523	8	493	1117	1609
		Wgt N	2936	264	528	1119	525	499	1401	1527	8	858	913	1165
	Visiting the ocean – Recreation/Leisure	%	21.5	21.8	20.4	21.5	22.5	21.5	21.5	21.5		18.3	22.9	22.8
	Working in or around the ocean – My livelihood/employment	%	2.7	5.7	1.7	1.8	2.1	4.9	3.8	1.7		3.1	3.1	2.1
	Museums/Aquariums/Science Camp/Interpretive centre	%	17.7	16.2	18.8	17.8	17.2	17.6	17.2	18.2		19.3	17.9	16.3
	Digital Technology (e.g., virtual reality, computer games)	%	3.7	2.1	3.7	3.6	4.7	3.4	4.0	3.3		5.9	3.2	2.3
	Food gathering activities (e.g., fishing)	%	5.5	10.0	4.5	4.5	5.0	7.2	6.6	4.5		5.3	5.4	5.8
	Arts & culture (e.g., books, theatre)	%	8.2	6.6	7.6	9.1	8.6	7.1	8.0	8.3		10.2	6.9	7.7
	Family, friends and/or community members	%	10.0	14.3	6.8	9.4	10.5	11.8	9.0	10.9		9.8	10.5	9.8
	Media (e.g., news, social media, movies, podcasts)	%	21.3	17.8	23.5	23.0	20.3	18.0	21.1	21.5		18.2	21.7	23.3
	Public Events (e.g., workshops, talks, interactive spaces, museums)	%	6.9	5.4	7.7	7.1	6.6	6.7	6.1	7.6		8.1	5.6	7.0
	None of the above	%	1.9	0.2	4.2	1.7	1.6	1.0	1.9	1.8		1.5	1.9	2.1
	Unsure	%	0.7	0.0	1.1	0.6	0.8	0.7	0.7	0.7		0.4	0.9	0.8

\*Values are based on the proportion an activity represents of all response options (columns add up to 100%).

\*\*Multifrequency tab based on multiple responses