



BIODIVERSITY OMNIBUS REPORT

NOVEMBER 2022

ENVIRONICS
RESEARCH

TABLE OF CONTENTS

- RESEARCH OBJECTIVE 3
- PRIORITY TAKEAWAYS 4
- DETAILED FINDINGS
 - URGENCY 5
 - CONCERN 6
 - ROLE 7
 - LEADERSHIP 8
 - LEGISLATION 9

RESEARCH OBJECTIVE

The goal of this research was to gauge Canadian public opinion about biodiversity protection.

With the United Nations Biodiversity Conference (COP15) taking place in Montreal in December 2022, Greenpeace Canada sought to understand Canadians' views about the need for biodiversity protection, who should have the most say about biodiversity initiatives, expectations for the federal government at COP15, and support for legislating biodiversity commitments.

Methodology: Quantitative Survey

Five questions were included on a probability-based telephone omnibus survey. 50% of interviews were conducted via cell phone and 50% via landline.

Survey dates: November 7-13, 2022

Sample size: N=1001 adult Canadians (aged 18+)

The margin of error for a sample of this size is +/- 3.1 percentage points, at the 95% confidence level

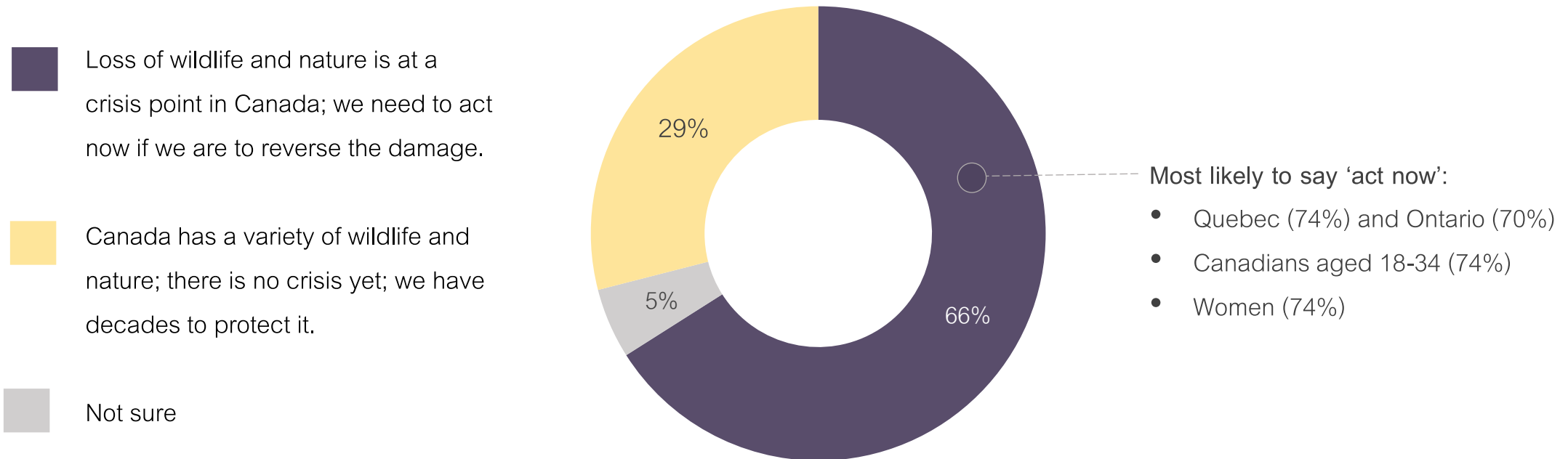
PRIORITY TAKEAWAYS

- 1 Canadians acknowledge the urgency of protecting nature and wildlife in Canada.** By a two-to-one margin, they say nature is at a crisis point and we must act now (66%) rather than having decades to protect it (29%). This sense of urgency is more widespread among younger Canadians under 35.
- 2 There is widespread concern about the future.** Most Canadians (84%) are at least somewhat worried about the future of the planet due to the state of wildlife and nature. Four in ten (43%) are very worried – and thus more likely to engage in this topic.
- 3 In the face of their concerns, the public isn't sure who to look to for initiatives to protect wildlife and nature.** There are mixed views about who should have the most say on biodiversity initiatives, but the federal government is the most preferred to take on this role, with others who prefer a multistakeholder approach.
- 4 Canadians believe the federal government, as the host, should set an example at the upcoming UN Biodiversity Conference (COP15) in Montreal.** Eight in ten want to see Canada make firm commitments to biodiversity protection (80%), compared to one in ten (14%) who say Canada has no special responsibility for biodiversity protection despite its host status.
- 5 There is support for legislating biodiversity protection.** Seven in ten Canadians support (at least somewhat) a law that mandates federal accountability to biodiversity commitments. Strong support sits at three in ten, and is substantially higher in the Atlantic provinces, possibly due to the recent experience of Hurricane Fiona.

Biodiversity Loss | **Urgency of protecting wildlife and nature**

Two-thirds of Canadians believe the loss of wildlife and nature is at a crisis point in Canada, and that we need to act now if we are to reverse the damage. This sense of urgency is higher among younger Canadians.

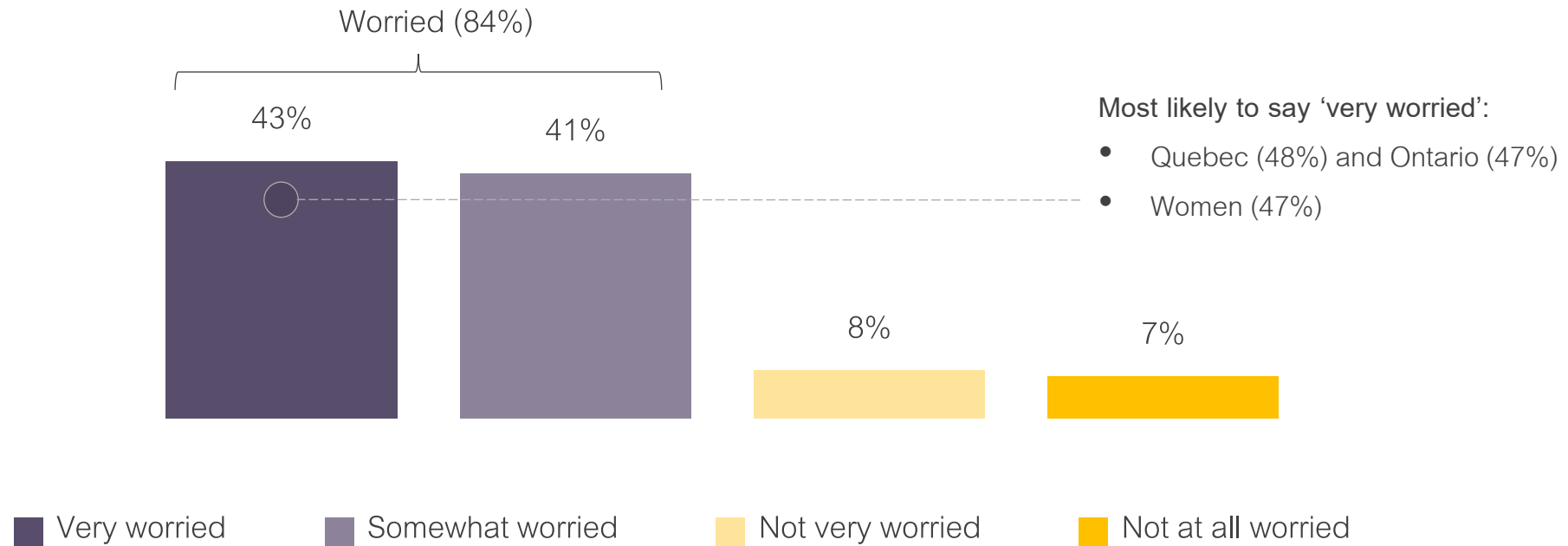
Q1. The next few questions are about the loss of nature and wildlife. Which of the following statements best reflects your opinion on this topic? (N=1,001)



Biodiversity Loss | **Concern for the future of the planet**

Most Canadians are at least somewhat worried about the future of the planet when they think about the state of wildlife and nature; four in ten express strong concern, which would suggest a more personal connection to the topic.

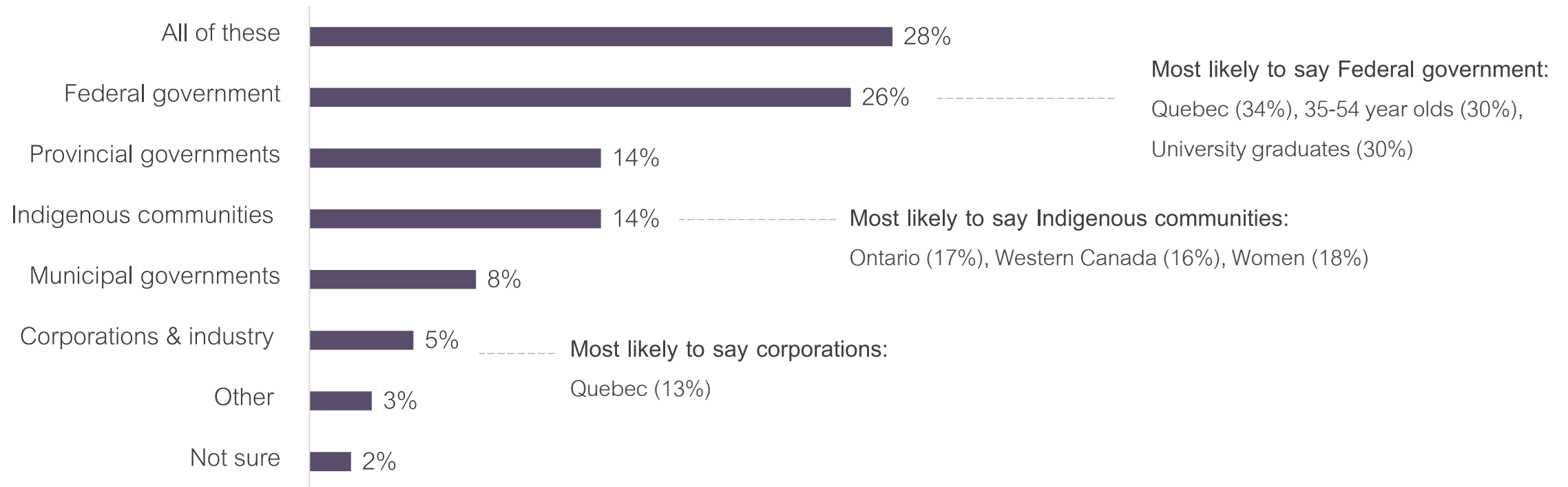
Q2. Thinking about the state of wildlife and nature, how worried are you about the future of the planet? (N=1,001)



Biodiversity Loss | **Role in biodiversity protection**

Canadians express mixed views about who should have the most say on initiatives to protect wildlife and nature. Although some think the federal government should be responsible, others say all of these groups have a role to play in protecting biodiversity.




Q3. Which of the following do you think should have the most say on initiatives to protect wildlife and nature? (N=1,001)

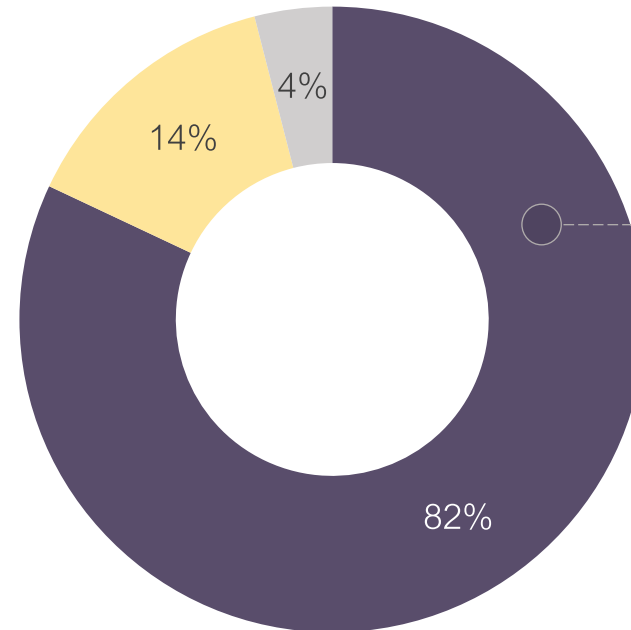


Biodiversity Loss | **Responsibility to lead by example**

Eight in ten Canadians believe that, as the host of the UN Biodiversity Conference (COP15) in Montreal, the federal government should set an example for other countries with strong commitments to biodiversity protection.

Q4. This decade's biggest international conference about protecting nature and wildlife will be held in Montreal next month. Which of the following statements best reflects your opinion? (N=1,001)

-  As host of this conference, the Canadian federal government must set an example for other countries to follow by making strong, upfront commitments to protect nature and wildlife.
-  Canada does not have any special responsibility, as the host country, when it comes to protecting nature and wildlife.
-  Not sure



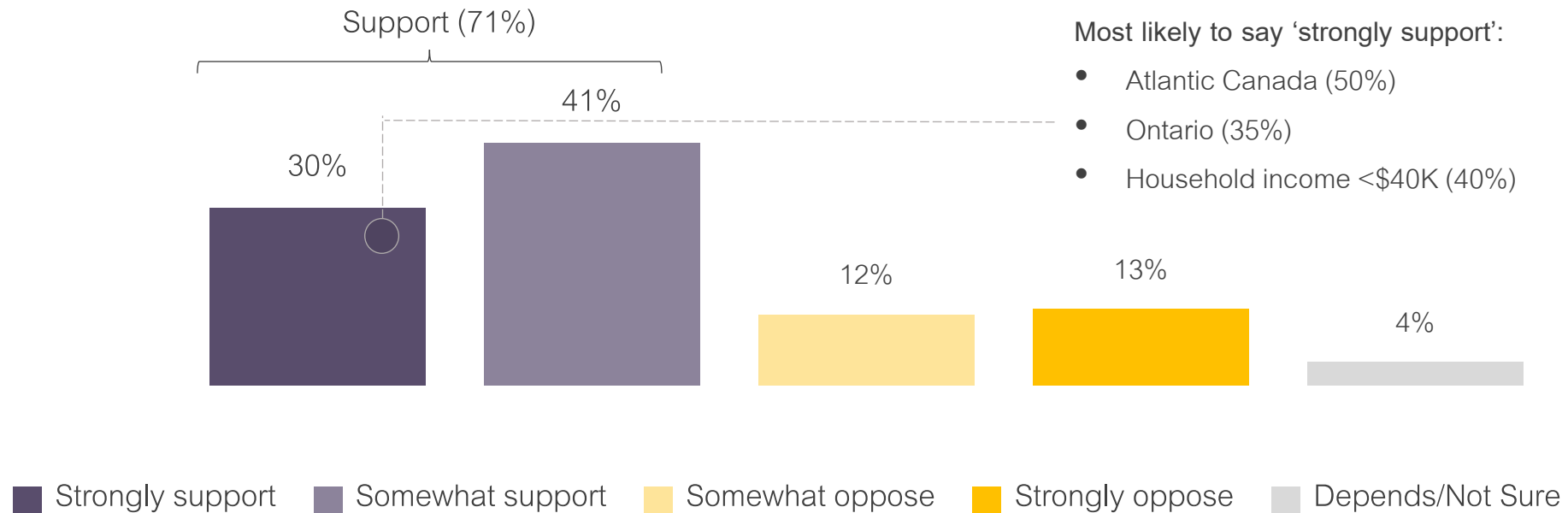
Most likely to say 'special responsibility':

- Canadians aged 18-34 (90%)
- Quebec (92%)

Biodiversity Loss | **Support for new federal legislation**

Seven in ten support (at least somewhat) a new law mandating federal accountability for biodiversity commitments; strong support is at three in ten. Strong support for this type of law is significantly higher in the Atlantic provinces, which includes regions recently devastated by Hurricane Fiona.

Q5. Canada has failed to meet all its previous commitments for protecting wildlife and nature. One proposed solution is to introduce a law that requires the federal government to meet its commitments. Under the law, the government would need to have a clear plan for meeting its targets, report on progress, and allow the Canadian public to sue the government in court if targets are not met. Would you strongly support, somewhat support, somewhat oppose or strongly oppose this law? (N=1,001)



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Thank you.

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