



OCEAN AND SOCIETY SURVEY | CANADA

Survey ID: 540733c5-befb-4e5c-bd39-1ccfb776b3d7

Script exported: 11:27 20 December 2024 (UTC -5)

Country: Canada

Preview link: <https://community.focaldata.com/info?rid=2a036a7d-d749-45c1-982b-cda14bd3a3ff&preview=true&sid=540733c5-befb-4e5c-bd39-1ccfb776b3d7&ps=cint&type=survey>

A2 (Single select)

Which of the following best describes your current gender identity?

1. Woman
2. Man
3. Non-binary and/or gender diverse
4. None of the above
5. Prefer not to share

A3 (Single select)

What is your age?

1. 16 - 17
2. 18 - 24
3. 25 - 34
4. 35 - 44
5. 45 - 54
6. 55 - 64
7. 65+

A4 (Single select)

Which region do you live in?

1. Ontario
2. Quebec
3. Atlantic Canada
4. Prairies
5. British Columbia
6. Northern Canada

A5 (Single select)

What is your highest level of education?

1. Informal, home, or community-based
2. Highschool
3. College or university
4. Technical, vocational, trades, or apprenticeships
5. None of the above
6. Prefer not to share

Q1 (Multi select)

In your opinion, which of the following environmental topics are of highest priority to address?

1. Climate change events (e.g., floods, heatwaves, drought)
2. Pollution (water, soil, air)

3. Ocean and local waterway health decline
4. Resource decline (e.g., water, soil, wood)
5. Overpopulation and over-development
6. Deforestation
7. Habitat and species loss or decline
8. None of the above [pinned] [exclusive]
9. Unsure [pinned] [exclusive]
10. Don't know [exclusive]
11. None of these [exclusive]

Randomise order

Choice limit: 3

Q2 (Ranked) [Rank top 3]

When you think about the ocean, how does it make you feel?

1. Excited
2. Nostalgic
3. Awed
4. Calm
5. Grateful
6. Connected
7. Curious
8. Anxious
9. Fearful
10. Unwelcome
11. Uninterested
12. Don't know
13. None of these

Randomise order

Q3 (Ranked) [Rank top 3]

When you think about the health of the ocean, how does it make you feel?

1. Hopeful
2. Motivated
3. Interested
4. Responsible
5. Unconcerned
6. Angry
7. Concerned
8. Fearful
9. Hopeless
10. Uninterested
11. Overwhelmed
12. Uninformed
13. Don't know
14. None of these

Randomise order

Q4 (Matrix - single select)

The ocean provides many benefits. How much do you value the following benefits in your daily life?

1. Food and medicine
2. Clean air and water

3. Coastal protection
4. Cultural significance
5. Energy and resources
6. Health and well-being
7. Jobs and livelihood
8. Climate protection

Randomise order

Columns

1. No value
2. Little value
3. Moderate value
4. High value
5. Very high value

Q5 (Matrix - single select)

In the past year, have any of the following experiences made you feel more connected to the ocean?

1. Spending time in, on, or near the ocean
2. Arts and culture (e.g., books, music, performance)
3. Virtual technology (e.g., gaming)
4. Educational course or activity
5. Talking with family, friends, peers
6. Media (e.g., print, social media, films)
7. Public exhibits (e.g., museums, aquariums, science centres)
8. Volunteering (e.g., beach cleans)
9. Advocacy (e.g., rallies, letters, petitions)

Randomise order

Columns

1. I have not participated
2. No change in my connection
3. A little more connected
4. More connected
5. Much more connected

Q6 (Multi select)

Do any of the following reasons prevent you from participating in experiences that might connect you with the ocean?

1. Cost (e.g., of participation, travel, or materials)
2. Lack of opportunity or awareness
3. Physical access limitations (e.g., accessibility, distance, safety)
4. Transportation limitations (e.g., public transit, pathways, or travel options)
5. Virtual access limitations (e.g., Internet, digital technology, or online platforms)
6. Limited resources (e.g., educational materials)
7. Lack of interest
8. Fear or discomfort
9. Lack of time
10. Government restrictions
11. Cultural or religious considerations (e.g., norms, values, traditions)
12. None of these [exclusive]

Randomise order

Q7 (Multi select)

Where do you mostly learn or get information about the ocean?

1. Formal education (e.g., schools, universities)
2. Public exhibits (e.g., museums, aquariums)
3. Television or radio
4. Books or magazines
5. News (e.g., online, newspapers, broadcasts)
6. Social media
7. Research or nonprofit organizations
8. Family, friends, peers
9. Arts and culture (e.g., music, performance)
10. Visiting the ocean (e.g., recreation, livelihood)
11. Other
12. None of these [exclusive]

Randomise order

Choice limit: 3

Q8 (Matrix - single select)

In the past year, how often have you done the following actions?

1. Repurposed personal goods (e.g., repair, recycle)
2. Cut down on ocean-harming products (e.g., plastic bags)
3. Bought, grew, or caught sustainable food
4. Used less polluting energy (e.g., solar, hybrid vehicle)
5. Shared my opinion on ocean policies (e.g., voting, petitions)
6. Volunteered time for the ocean (e.g., beach cleanups)
7. Had ocean conversations with friends, family, community
8. Donated or spent money to support the ocean
9. Supported local, sustainable businesses

Randomise order

Columns

1. Never
2. Rarely
3. Occasionally
4. Often
5. Very often

Reverse order

T1 (Text instruction) [timer: 10 seconds]

The next set of questions ask if you are willing to change your lifestyle for the ocean, and to what degree (small ways, moderate ways, big ways).

Examples of small ways: turning a tap off to brush your teeth, learning about single-use plastic, learning where food comes from

Examples of moderate ways: buying appliances that save water, buying less single-use plastic, buying sustainably-sourced food

Examples of big ways: self-restricting monthly water use, refusing any single-use plastic, becoming a vegan

Q9 (Single select)

In the next 12 months, how willing would you be to change your lifestyle if you knew it would help the ocean?

1. Not at all willing

2. Not very willing
3. Undecided
4. Fairly willing
5. Very willing

Display this question IF the answer to **Q9 In the next 12 months, how will...f you knew it would help the ocean?** is **Fairly willing OR Very willing**

Q10 (Single select)

I would be willing to change my lifestyle in...

1. Small ways
2. Moderate ways
3. Big ways

Display this question IF the answer to **Q9 In the next 12 months, how will...f you knew it would help the ocean?** is **Fairly willing OR Very willing**

Q11 (Multi select)

Why are you willing to change your lifestyle? Please select your top three reasons.

1. I like my lifestyle, but am willing to change
2. I know what to do, or am willing to learn
3. I have access to resources to support change
4. I believe I can make a difference and feel motivated to help
5. I find it convenient and/or affordable
6. I'm concerned about my impact on pollution and climate change
7. I worry about future generations
8. I think ocean health is my responsibility
9. I feel if I don't make change(s), my lifestyle will be negatively impacted (e.g., money, health)
10. None of these [exclusive]

Randomise order

Choice limit: 3

Display this question IF the answer to **Q9 In the next 12 months, how will...f you knew it would help the ocean?** is **Not very willing OR Undecided OR Not at all willing**

Q12 (Multi select)

Why are you not willing to change your lifestyle? Please select up to 3 reasons.

1. I like my lifestyle and don't want to change
2. I don't know what to do, or am not willing to learn
3. I don't have access to resources to support change
4. I find it inconvenient and/or expensive
5. I feel unmotivated to help as the issues feel too big
6. I'm not concerned about my impact on pollution and climate change
7. I have the willingness and/or resources to learn, but don't know where to start
8. I think we have to live for today, not worry about future generations
9. I don't think ocean health is my responsibility
10. I think technology will fix any ocean issue
11. I feel if I make change(s), my lifestyle will be negatively impacted (e.g., money, health)
12. None of these [exclusive]

Randomise order

Choice limit: 3

Q13 (Multi select)

Would any of the following incentives encourage you to make lifestyle change(s) to support ocean health? Please select up to 3 biggest incentives.

1. Being provided with government resources and support
2. Feeling that I'm doing the right thing
3. Feeling that I'm helping a team or community
4. Feeling that my lifestyle will be positively impacted (e.g., money, health) if I make lifestyle changes
5. Seeing others take action (e.g., leaders, businesses, influencers, etc)
6. Understanding how my actions affect the ocean
7. Learning about issues in clear and actionable ways
8. Feeling that my lifestyle will be negatively impacted (e.g., money, health) if I don't make lifestyle changes
9. None of these [exclusive]

Randomise order

Choice limit: 3

Q14 (Matrix - single select)

To what extent do you agree or disagree with the following statements?

1. The ocean is healthy
2. My daily actions influence the ocean
3. The ocean influences my daily activities
4. Ocean protection is an important step my government can take for climate action
5. Ocean protection and climate action should take priority, even at the cost of economic growth and jobs
6. Countries should work together on ocean protection, even if they disagree on other issues such as trade or security
7. My country should strengthen its commitment to protecting the ocean
8. My government is not doing enough to reduce the effects of climate change
9. Climate change is mainly due to human activity
10. Climate change is mainly due to a natural phenomenon
11. There is no climate change
12. Rich countries should give more help to poorer countries to address climate change

Randomise order

Columns

1. Disagree
 2. Slightly disagree
 3. Neither agree nor disagree
 4. Slightly agree
 5. Agree
 6. Not sure
-

Q15 (Single select)

How often do you think about ocean health?

1. Daily
 2. Weekly
 3. Monthly
 4. A few times a year
 5. Never
 6. Not sure
-

Q16 (Single select)

How often do you think about climate change?

1. Daily

2. Weekly
3. Monthly
4. A few times a year
5. Never
6. Not sure

Q17 (Ranked) [Rank top 3]

Which of the following threats to the ocean most concern you?

1. Plastic and marine litter
2. Pollution (e.g., spills, emissions)
3. Loss of habitats and or species
4. Climate change
5. Overfishing
6. Offshore oil and gas drilling
7. Shipping and transportation
8. Sea level rise and coastal erosion
9. Shoreline or coastal development
10. Deep sea mining
11. Don't know
12. None of these

Randomise order

Q18 (Matrix - single select)

In your opinion, which of the following groups need to take responsibility to address ocean threats?

1. Individuals
2. Local communities and small businesses
3. Government
4. Environmental groups or non-profit organizations
5. Industry and big businesses
6. Indigenous leaders and communities
7. University and research institutions
8. Media
9. Foundations or charities
10. The United Nations
11. National environmental authorities
12. Schools and curriculum developers

Randomise order

Columns

1. No responsibility
2. Some responsibility
3. Much responsibility
4. Significant responsibility
5. Don't know

Q19 (Matrix - single select)

In your opinion, which of the following groups do you trust to take action to address ocean threats?

1. Individuals
2. Local communities and small businesses
3. Government
4. Environmental groups or non-profit organizations
5. Industry and big businesses

6. Indigenous leaders and communities
7. Universities and research institutions
8. Media
9. Foundations or charities
10. The United Nations
11. National environmental authorities
12. Schools and curriculum developers

Randomise order

Columns

1. Least trust
2. Somewhat trust
3. Low trust
4. Trust
5. Most Trust
6. Don't know

Q20 (Ranked) [All ranked]

Here are some actions that could be taken to strengthen society's understanding of and action for the ocean. How would you rank these by importance?

1. Increasing knowledge sharing between scientists, communities, and other knowledge holders
2. Sharing and celebrating diverse cultural connections with the ocean
3. Including ocean stories in media, news, entertainment
4. Emphasizing learning about the ocean in schools and public spaces

Randomise order

T2 (Text instruction)

To help us understand ocean connections from diverse perspectives worldwide, please share a bit about yourself for research analysis and comparison. Your answers are anonymous.

Q21 (Single select)

How long have you lived in Canada?

1. Less than 2 years
2. 3-5 years
3. More than 5 years
4. My whole life
5. Generations of my family
6. Prefer to self-describe [text entry enabled]
7. Prefer not to say

Q22 (Single select)

How would you best describe where you live in relation to the ocean?

1. On the coast (between 0-10km or 0-6 miles from open ocean)
2. Near the coast (between 10-100km or 6-62 miles from open ocean)
3. Inland (more than 100km or 62 miles from open ocean)

Q23 (Single select)

Do you live near freshwater (e.g., walking or biking distance to lake, river, stream, wetland)?

1. Yes
2. No

Q24 (Single select)

How would you describe where you live in respect to community size?

1. Major town/city
2. Suburban (fringes of major town/city)
3. Small town or village
4. Isolated dwelling (not in town or village)
5. Prefer to self-describe [text entry enabled]
6. Prefer not to say
7. None of these

Q25 (Multi select)

Do you identify as any of the following?

1. Cultural minority
2. Ethnic minority
3. Religious minority
4. Linguistic minority
5. Refugee
6. Immigrant
7. 2SLGBTQI+
8. Person with a disability
9. Prefer to self-describe [text entry enabled] [pinned]
10. Prefer not to say [exclusive]
11. None of these [exclusive]

Randomise order

Q26 (Single select)

Which of the following employment sectors best describes your current area of work?

1. Culture, Heritage, or Tourism
2. Education or Community Programs/Services
3. Environmental Health
4. Foundation or Charity
5. Government
6. Health and Well-being
7. Industry or big business
8. Media and Communication
9. Research
10. Retired
11. Small business
12. Unemployed
13. Prefer to self-describe [text entry enabled]
14. Prefer not to say
15. None of these

Choice limit: 3

Q27 (Single select)

Has your work or education focused on the environment (ocean, water, climate, other)?

1. Yes
2. No

Q28 (Single select)

What is your current household annual income, prior to tax being deducted?

1. \$0 - \$14,999

2. \$15,000 - \$24,999
 3. \$25,000 - \$49,999
 4. \$50,000 - \$79,999
 5. \$80,000 - \$99,999
 6. \$100,000 - \$149,999
 7. \$150,000 - \$199,999
 8. \$200,000 or more
 9. Prefer not to say
-

Q29 (Single select)

How did you vote in the 2021 federal election, or did you not vote?

1. Liberal
2. Conservative
3. New Democratic Party [pinned]
4. Green Party [pinned]
5. People's Party [pinned]
6. Other [pinned]
7. I did not vote / was not able to vote [pinned]
8. Don't know
9. Prefer not to say

Randomise order

Q30 (Single select)

Thank you for contributing to this important survey for the ocean.

Please remember that your survey responses are anonymous and will remain anonymous.

Your responses will be securely stored for potential use in future research. If you agree to this, please indicate 'yes' below.

If you choose 'no', your survey responses will still be securely stored for use in this research.

1. Yes
 2. No
-

Question Behaviour Summary:

Questions with timer: T1

Questions with display logic: Q10, Q11, Q12

Exclusive responses: Q1, Q6, Q7, Q11, Q12, Q13, Q25

Pinned responses: Q1, Q25, Q29

Responses with text entry enabled: Q21, Q24, Q25, Q26