



Parks and Protected Areas  
Newfoundland and Labrador Opinion Poll  
2023

Canadian Parks and  
Wilderness Society





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# Highlights

- A majority (55%) of Newfoundland and Labrador residents feel the current amount of land in the province being protected is 'not enough'. Four percent consider the current amount of land being protected is 'too much'.
- Almost 7 in 10 respondents support Newfoundland and Labrador committing to a target of 30% of its land being set aside for conservation purposes by 2030.
- Across the province, residents feel strongly that when choices must be made between the environment and commercial or recreational use, protection of the environment must come first. There is recognition that a resource-based economy must protect the resources for sustained economic growth. 80% of the province agree that determining land uses must be based upon maintaining the quality of the environment for future generations.
- There is a great deal of concern for the economic future of the province among respondents, with 89% being at least somewhat concerned, and almost half (46%) being extremely concerned. Closely related to the economic future is concern for the health of marine areas (83%), and the economic future of the marine industry (83%).
- A minority of provincial residents (21%) feel the economy should come before protection of wildlife habitat, a view that is rejected by 60% of respondents.
- Nine in 10 respondents (89%) agree that protection of wilderness and marine areas is needed. 82% feel action must be taken to prevent loss of biodiversity in marine areas in Newfoundland and Labrador.
- Most respondents indicated they are somewhat aware of the biodiversity crisis. Younger respondents are most aware of the biodiversity crisis.
- Eighty-four percent of respondents do not know what Indigenous Protected and Conserved Areas are.
- Parks and protected areas are important to residents of Newfoundland and Labrador. Over 80% of respondents indicated parks and recreation is important to their quality of life. Almost 90% feel it is important that areas are set aside for the protection of wildlife and their habitat.
- There is strong support for parks and protected areas, with 85% agreeing that these areas contribute to the economy and tourism, and 76% agreeing that a planned system of parks and reserves is the best way to conserve natural areas.





## Study Background

Canadian Parks and Wilderness Society (CPAWS) is a national non-profit charitable conservation group working to protect Canada's wild ecosystems in parks, ecological and wilderness reserves. Its goal is to preserve the full diversity of habitats and their species.

The current poll was commissioned by CPAWS Newfoundland and Labrador Chapter to understand the perspectives of Newfoundland and Labrador residents related to parks and protected areas. The province-wide poll was conducted for CPAWS by DDL Analytics, Inc., a firm specializing in social science research of people's attitudes and behaviours related to nature and the environment.

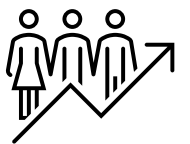


## Methods

A total of n=400 online surveys were conducted among provincial residents aged 18 or older via the Dynata online panel. Dynata is the world's largest online data platform. Details related to the sample, selection process, and quality control methods are provided in Appendix A.

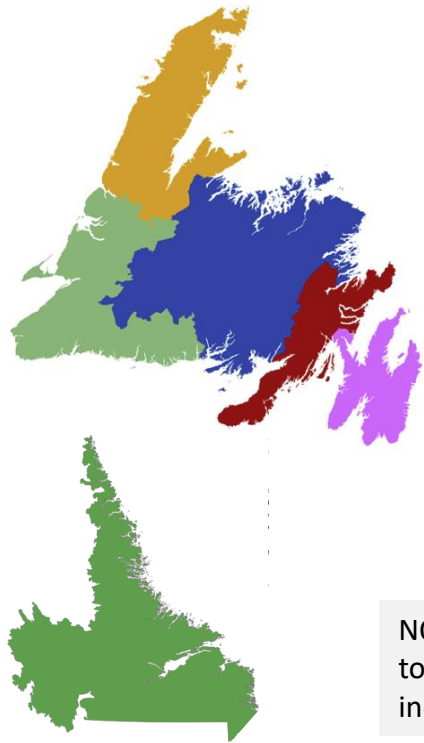
The survey was conducted from March 28 through April 2, 2023, using computer-assisted web interviewing (CAWI) technology. There was no mention of the survey sponsor as this would have the potential to introduce bias.

The survey provides representation across the province based on demographic variables of age, gender, and region from the 2021 Census. Quality control measures ensure the highest quality sample is obtained. To ensure the online research accurately represents the public in terms of both demographics and attitudes, participants are randomly selected from each demographic group across the online panel and statistically weighted according to the most current demographic and regional data available.



Internet panel surveys are considered non-probability samples therefore a margin of error is typically not reported. If data were collected through a probability sample, the margin of error for a sample size of n=400 would be  $\pm 5\%$ , 19 times out of 20.

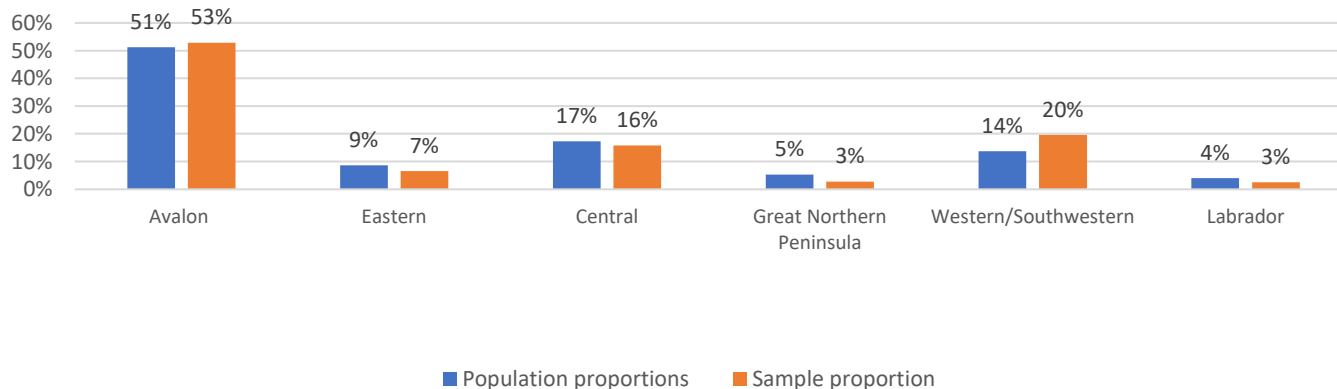
# Analysis and Reporting



	Avalon
	Eastern
	Central
	Great Northern Peninsula
	Western/Southwestern
	Labrador

NOTE: The sample approximates actual population proportions. Due to the population size of Labrador, the sample size is too small for independent analysis.

Population Proportions compared to Sample Proportions (adults 18+)



**Survey outcomes are influenced by where people reside in the province.** Survey responses were obtained from all regions of the province, and the **sample approximates actual population proportions**. For this reason, over half of the sample is from the Avalon Peninsula. As seen in the province’s public consultation related to Wilderness and Ecological Reserves<sup>1</sup>, views differ by region. The survey seeks out the views of the general provincial population, regardless of their interest, understanding, or involvement in conservation and protection of the environment.

**The sample size of 400 is optimal for provincial-level analysis.** While regional analysis was not an intended outcome, the quality of the sample has resulted in sample sizes large enough to compare Avalon Peninsula, Central Newfoundland, and Western/Southwestern Newfoundland. However, **Eastern Newfoundland, Great Northern Peninsula, and Labrador do not have sufficient sample sizes for reliable comparisons.**

**Limited demographics are available for analysis.** Only age, gender, residence location (limited), and First Nations status are included. Residence location was gathered to ensure provincial coverage. Statistically significant differences between the demographic groups are presented in the report where they occur when there is sufficient sample size for sub-group analysis at a 0.05 level of significance.

**Comments provide a more in-depth understanding of the quantitative data, however, should not be viewed as representative.** Since not all respondents provide comments, it is unknown how the views of those who did not comment align with those who did. Therefore, comments should always be viewed in the context of the quantitative findings.

<sup>1</sup>Wilderness and Ecological Reserves Advisory Council. *What We Heard. Phase 1 Public Consultation on A Home for Nature: Protected Areas Plan for the Island of Newfoundland. 2021.*



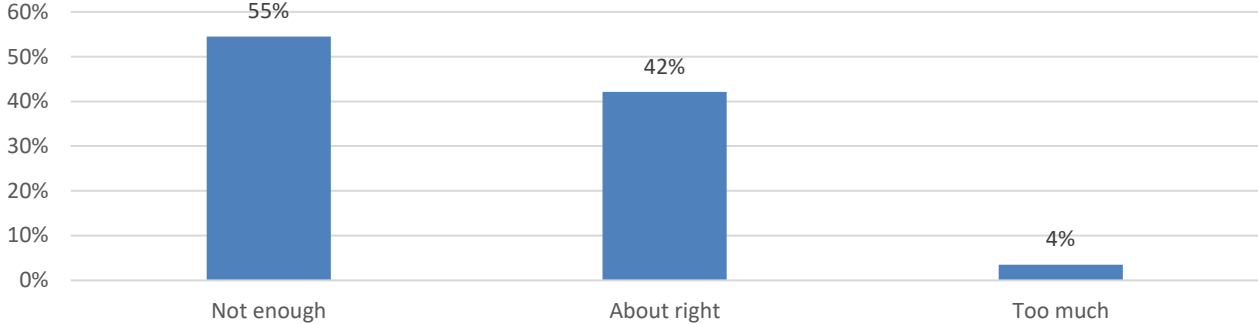
# Perceptions related to Parks, Protected Areas and Biodiversity





# Most residents of Newfoundland and Labrador support setting aside more land to be protected.

Do you feel the amount of land currently protected in Newfoundland and Labrador is...



A majority (55%) of Newfoundland and Labrador residents feel the current amount of land in the province being protected is not enough. Four percent consider the current amount of land being protected is ‘too much’, while 42% feel it is about right.

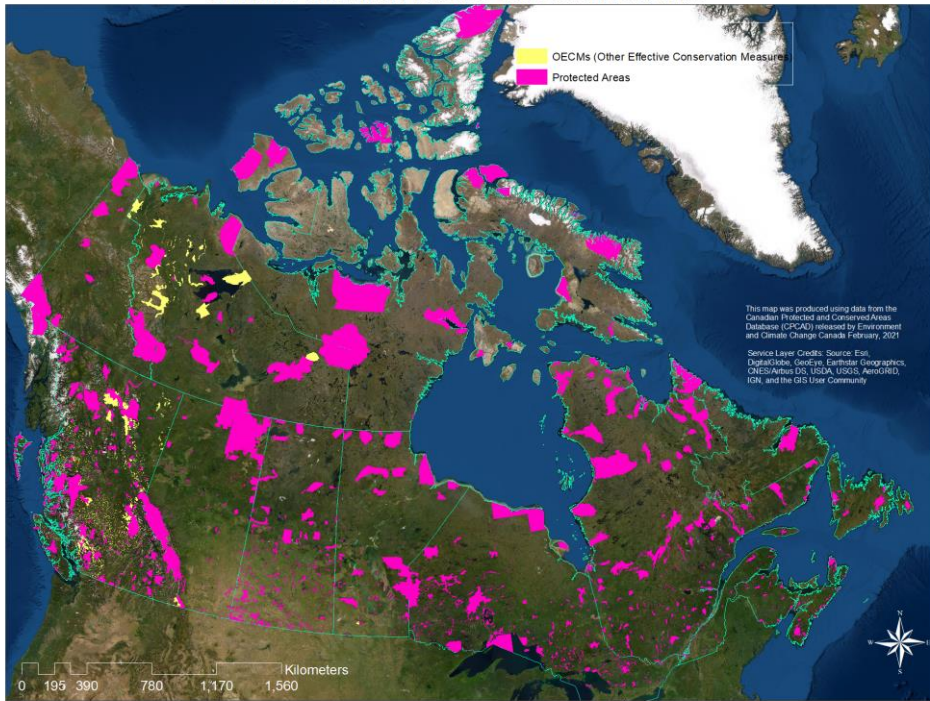
The results do not vary significantly by age and gender across the province.

Indigenous respondents have a slightly higher percentage indicating there is not enough land set aside for protection (58%) as well as a higher percentage indicating there is too much land set aside (14%) for protection.

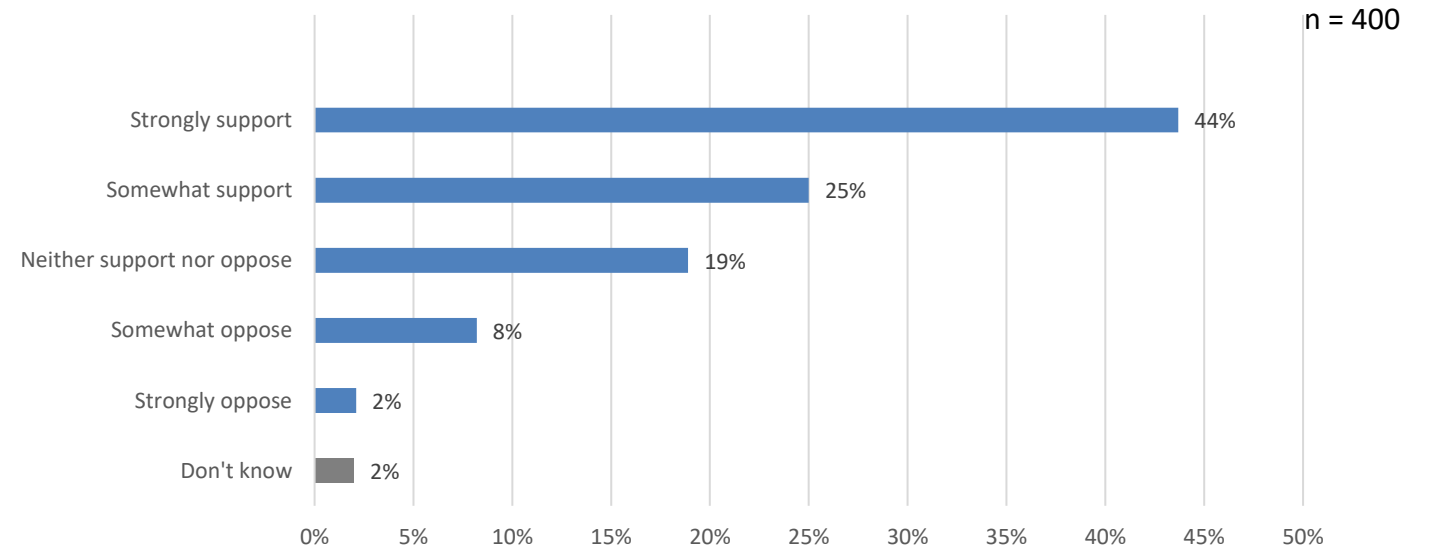
Regionally, Avalon Peninsula residents (58%) were similar in their views to Western/Southwestern Newfoundland (58%) in terms of there not being enough land set aside for protection. By contrast, 43% of those in Central Newfoundland feel there is not enough land set aside.



Canada's Terrestrial Protected and Conserved Areas



Canada's international commitment is to protect 30% of its land for conservation purposes by 2030. Please indicate your level of opposition or support for Newfoundland and Labrador committing to a target of 30% protection by 2030?



Almost 7 in 10 respondents support Newfoundland and Labrador committing to a target of 30% of its land being set aside for conservation purposes by 2030 (includes somewhat support and strongly support). Ten percent oppose this level of commitment.

Views across the province do not vary by location, gender or age.

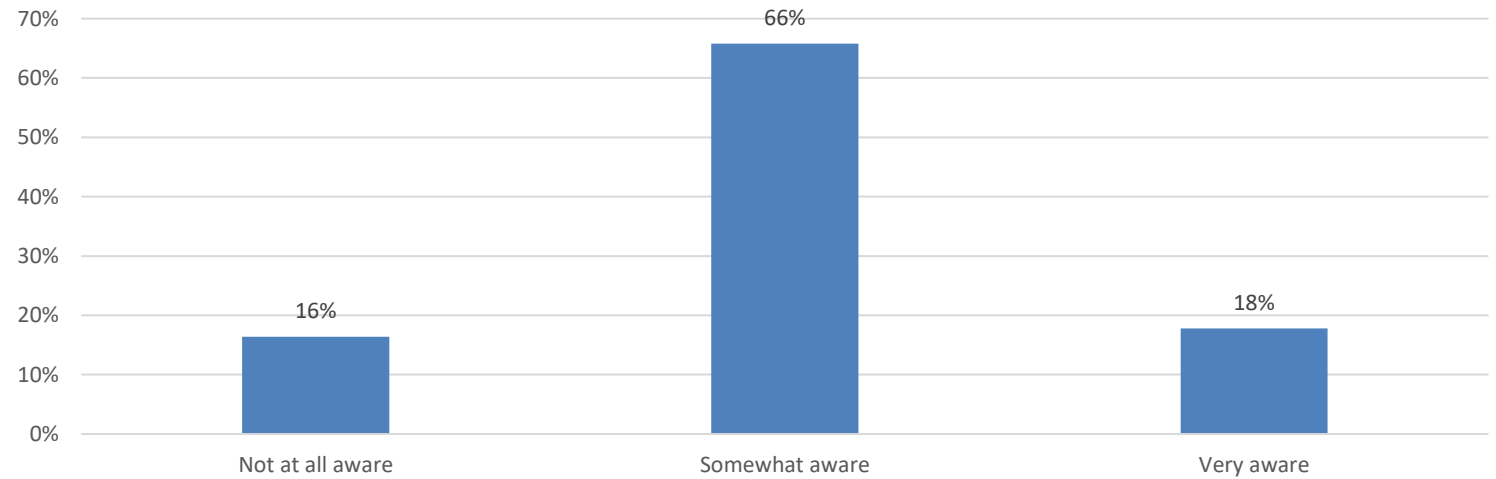
The only significant difference is that Indigenous respondents (77%) are more likely to support the proposed target of 30% that all other respondents (68%).







How aware are you of the global biodiversity crisis? (n=400)



A simplified definition of biodiversity was provided to respondents since the question was about awareness of the issue and not a measure of their understanding of the terminology.

*Biodiversity refers to living things that inhabit the planet. How aware are you of the global biodiversity crisis? The biodiversity crisis refers to the decline and even disappearance of biological diversity among the living things on the planet.*

Most respondents indicated they are somewhat aware of the biodiversity crisis.

An almost equal percentage are not aware (16%) as are very aware (18%) of the biodiversity crisis.

Younger respondents are more aware of the biodiversity crisis (30% very aware) compared to 21% of those 35 to 55 years of age and 9% of those 55 years and older.

Indigenous respondents are also more aware (32% very aware) of the biodiversity crisis.



# Comments related to protection of lands in Newfoundland and Labrador

One hundred fifty-two (152) respondents provided comments related to their views on protection of lands in Newfoundland and Labrador. Comments can be used to help understand the quantitative ratings and should be viewed in the context of these ratings. The key themes are discussed below, along with a few examples pertaining to the theme. All comments are provided in a separate report.

Many who commented feel strongly that the province must set aside more land to ensure protection of resources for future generations (40% of comments). This was the most prevalent theme in the comments.

*“Must preserve the balance in nature so that there is no overfishing or overhunting. Must protect the habitats of all God’s creatures. Too many industrial parks where junk and debris litter the landscape without regulations regarding keeping these areas from becoming eyesores and detriments to the environment. Rusting metals and visible debris are harmful to all.”*

*“Protection of land is a very important issue not just for the protection of the environment but for the sake of future generations to come.”*

Respondents also spoke about the need to protect the natural beauty of the province (12%), and the need for sustainable resource development (7%) to ensure future generations can enjoy the unspoiled beauty of the province.

*“What makes Newfoundland so beautiful is its nature - when you take away the beauty you are taking away what makes this province so great. I want to protect our natural land and the wildlife that lives in it, so I support the decision to conserve it.”*

*“As a place that will have to diversify their economy, land has to be protected for the sustainability of the habitat that will impact our ecosystem and our tourism.”*

Respondents also expressed the need to ensure resource use and development which does occur, is done without damaging the environment (8%).

*“I feel that people should be able to go out in the nature and enjoy it, but not destroy it.”*

*“I have two concerns regarding our public lands, forests and bogs. The first is the indiscriminate and uncaring way that operators of ATVs, skidoos, side-by-sides, Argos, quads, as well as forestry harvesters and forwarders operate in our countryside. The second is the dumping of garbage such as old washers, dryers, stoves, ridges, microwaves, etc. in and around our little back roads and abandoned gravel pits or anywhere else that is convenient at the time. Something really needs to be done.”*

*“There should be stricter enforcement of laws where there is illegal dumping involved. I hate coming across trash and filth when hiking on trails and through the woods. I don’t understand the mentality of people that would do this to our natural environment.”*

The need to find the right balance between protection of the environment and economic development was noted by 5% of respondents.

*“Given the huge size of our province, small population and limited polluting industries, we are in good shape. Economic development must be allowed but industries that might have a negative impact on the environment must put up sureties to negate their impact up front instead of rehabilitation after the industry concludes or fails entirely and taxpayers are left to address the hazard. Example: the fish sauce plant debacle on the Burin Peninsula.”*

*“I believe our province is a beautiful place and there should be a balance between economy and conservation”*



# Comments related to protection of lands in Newfoundland and Labrador.

Contrary views to more protected spaces were also expressed by respondents. Some feel the level of protection currently provided is adequate (12%) given the vast areas of the province which are undeveloped and uninhabited.

*"If there is one domain in which NL is blessed it is rocks bogs and scrub land. I don't think we need worry about how many polliwogs live under Lilly pads in the back end of nowhere."*

*"There's a lot of land in Newfoundland no human has put foot on yet. Nature is going to do what nature does. Fiona was an example. Climate change - change China and the rest of the world will change."*

*"Luckily this province is big enough ( in area) so that environmental protection and conservation on one side and the commercial interests on the other side, can be adequately managed without too much interferences."*

For some respondents (6% of comments), the focus should be on economic growth and better infrastructure.

*"I believe that we have a responsibility to the country to continue to grow our economy and use all available natural resources to reach our true potential."*

*"More money spent on improving roads and less money on the environment."*

Although represented by less than three percent of the comments, other important issues were raised related to the need for Indigenous representation, traditional uses, and climate change.

*"Indigenous representation is necessary for complete discussion of this topic. Thanks!"*

*"Traditional access for such activities as berry picking & hunting within season should not be restricted within a safe distance from human habitation."*

*"We are ignoring the existential threat of climate change. We need to protect our environment at all cost."*



# Importance of Parks and Protected Areas

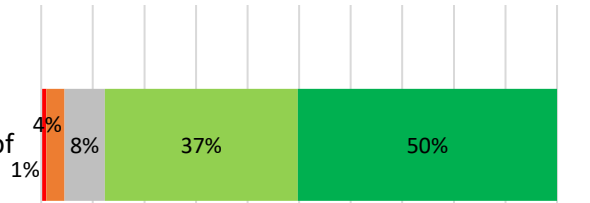
Parks and protected areas are important to residents of Newfoundland and Labrador. Over 80% of respondents indicated parks and recreation is important to their quality of life. Eighty-seven percent feel it is important that areas are set aside for the protection of wildlife and habitat.

While 80% of respondents indicated that areas to hike, camp and enjoy nature through non-motorized means are important, a lower percentage (67%) feel opportunities for motorized recreation is important.

Examining what is important by demographics, there are no differences across the province in terms of importance to quality of life, the need to set aside land for protection of wildlife and habitat, and the provision of opportunities for non-motorized recreation. In other words, the importance of these items is unaffected by age, gender, or region of the province.

The one area where there are differences is in relation to motorized recreation. Here younger respondents are more likely to rate this as important (79%), and respondents from the Avalon Peninsula rate the importance lowest (59%).

How important is it to you that areas in the province are set aside for protection of wildlife and their habitat?



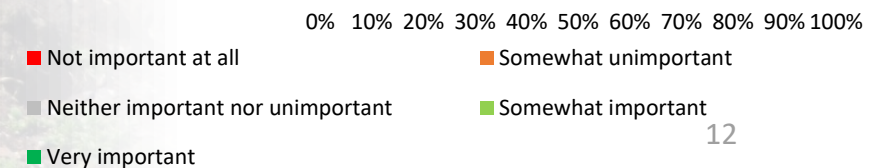
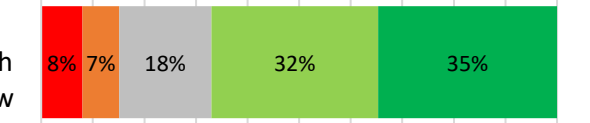
How important are parks and recreation areas to your quality of life?



How important is it to you that there are areas to hike, camp and enjoy nature where there are no motorized recreation vehicles such as ATVs, power boats, dirt bikes and snow mobiles?

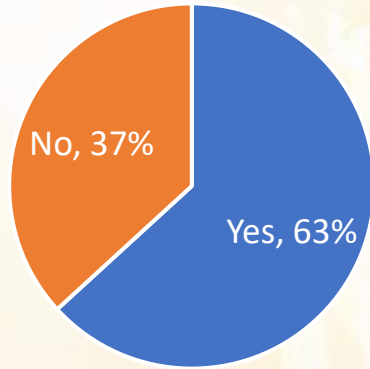


How important is it to you that there are areas to hike, camp and enjoy nature where motorized recreation vehicles such as ATVs, power boats, dirt bikes and snow mobiles are permitted?





In the past year, have you visited a wilderness area or park within Newfoundland and Labrador?

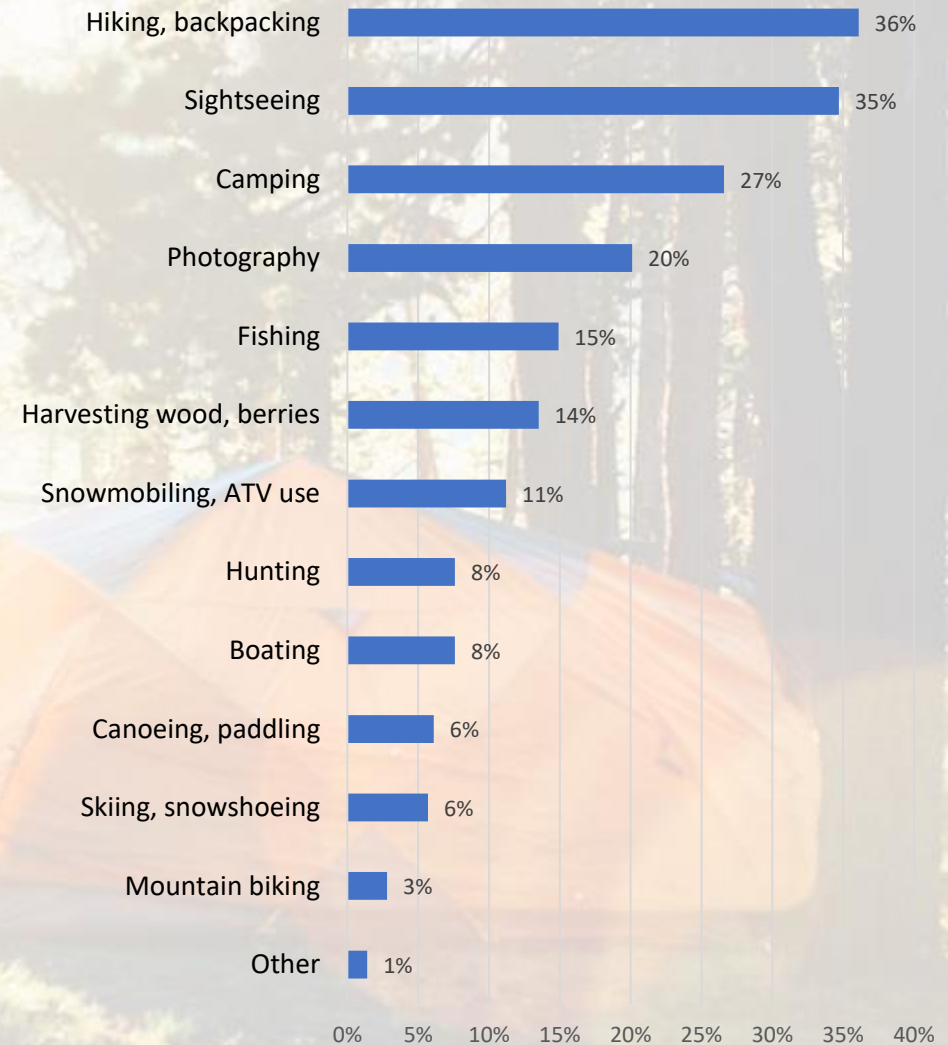


Almost two-thirds of respondents have visited a park or wilderness area in the past year. The top activities include hiking, backpacking, sightseeing, camping, and photography.

Although respondents from all areas of the province enjoy high levels of participation, those in Western/Southern Newfoundland (68%) and Great Northern are highest<sup>2</sup>.

Participation is also influenced by age. Almost ninety percent (88%) of those under 35 have visited a park or wilderness area in the past year, compared with 68% for those between 35 and 54 years of age, and 47% for those 55 years and older. There is also a greater percentage of males (67%) than females (60%) who have visited a park or wilderness area in the past year. Over eighty percent (81%) of Indigenous peoples surveyed have visited a park or wilderness area in the past year.

## Recreation and Leisure Activities



2. The sample size for Great Northern is small therefore this result should be viewed with caution. Statistics are not reported as they could be misleading. This result should be considered as directional information.



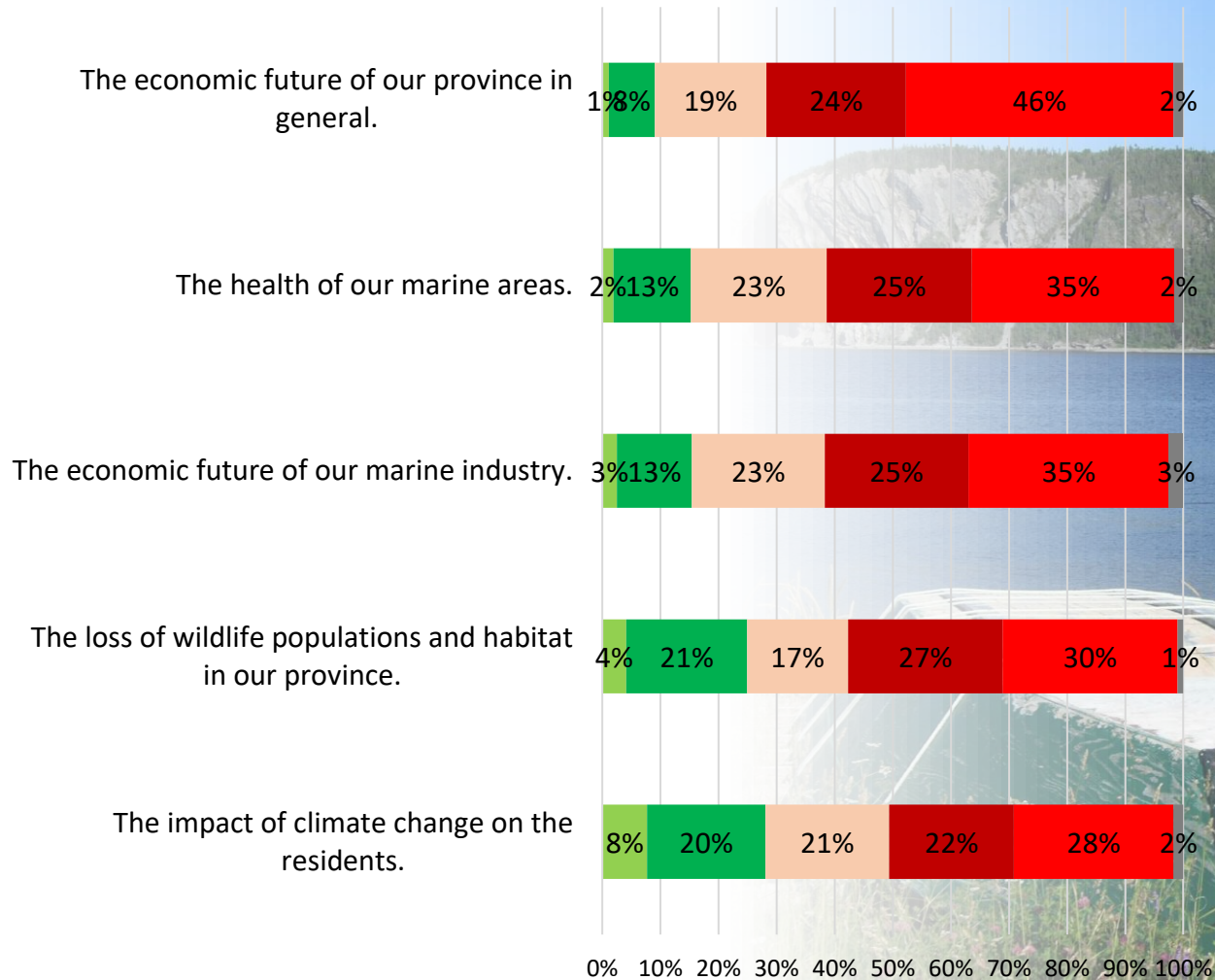


# Finding the balance

This section explores attitudes towards stewardship, areas of concern, and the choices that are most important to residents of Newfoundland and Labrador



# Level of Concern for the Future of the Province



■ Not at all concerned   
 ■ Minimally concerned   
 ■ Somewhat concerned  
■ Quite concerned   
 ■ Extremely concerned   
 ■ Don't know

There is a great deal of concern for the economic future of the province among respondents, with 89% being at least somewhat concerned, including almost half (46%) being extremely concerned. Closely related to the economic future is concern for the health of marine areas (83%), and the economic future of the marine industry (83%).

Although still very high, there is slightly lower concern for loss of wildlife populations (74%) and the impact of climate change (71%).

The concerns are consistently held across the province with few differences according to demographics. The exceptions being;

- A higher level of concern related to the impact of climate change from respondents in Western/Southern Newfoundland (81%), and Great Northern Peninsula, and Labrador.
- A higher level of concern related to the health and the economic future of marine areas from respondents in Western/Southern Newfoundland (87%), and Great Northern Peninsula, and Labrador.<sup>3</sup>

Notably there were no differences across the province or other demographics related to concern for the economic future of the province.

<sup>3</sup>. The sample size for Great Northern and Labrador is small therefore this result should be viewed with caution. Statistics are not reported as they could be misleading. This result should be considered as directional information.



# Land Use Choices

Across the province, residents are very clear that when choices must be made between the environment and commercial or recreational use, protection of the environment must come first. As seen in the previous comments, there is recognition that a resource-based economy must protect the resource for sustained economic growth.

- 81% of the province agree that determining land uses must be based upon maintaining the quality of the environment for future generations.
- 78% agree that if there is the potential for land use to harm water quality or habitat, the use should not be allowed.
- There is also a significant desire to protect traditional land uses (74%) when setting aside land for protection and conservation.
- Setting aside land with minimal human activity is supported by 68% of respondents.
- By contrast, 24% feel there should be no restrictions on public land, while 57% oppose this position.
- A minority of provincial residents (21%) feel the economy should come before protection of wildlife habitat, a view that is rejected by 60% of residents.

## Attitudes towards Land Use Choices

When determining what uses should be allowed on public land, the most important consideration is that the quality of the environment be maintained for future generations.

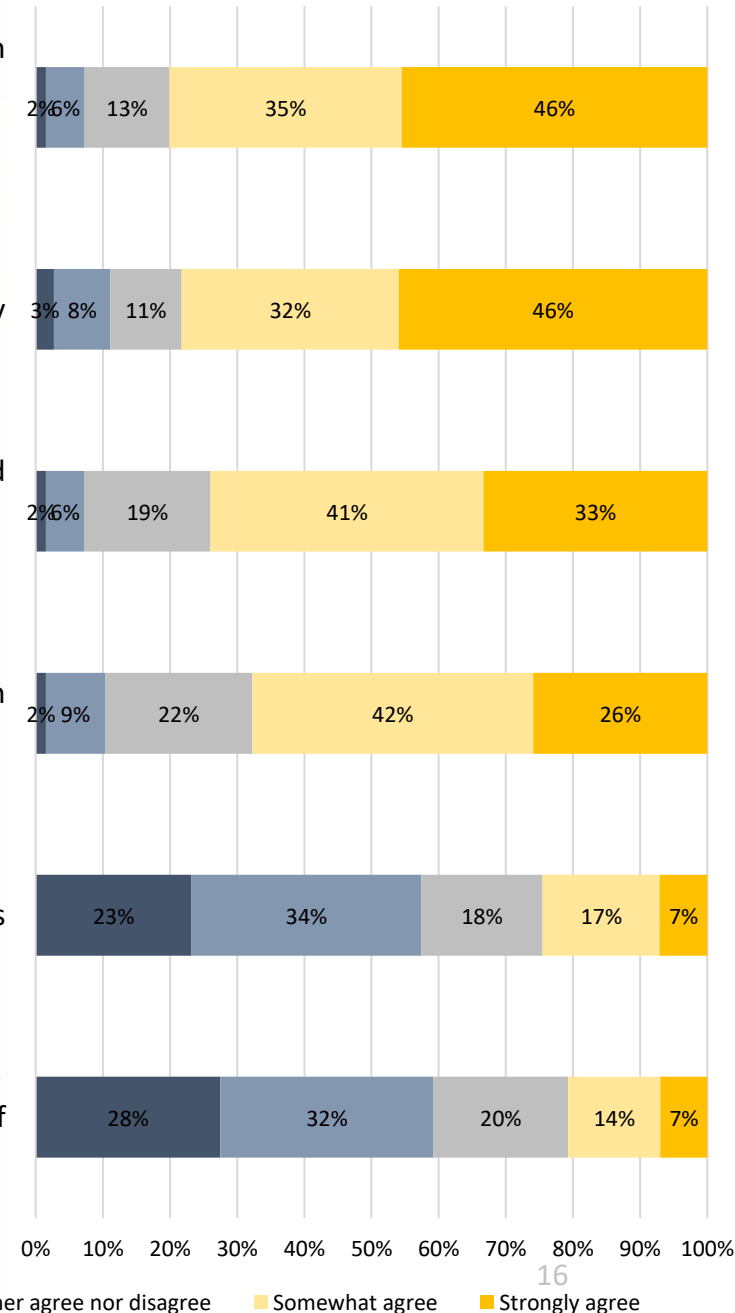
Where commercial use of public land could potentially have a negative impact on water quality or habitat, it should not be allowed.

I support setting aside more land for protection and conservation, provided traditional activities are allowed to continue.

I support setting aside more land for protection where minimal human activity is allowed.

Public land is there for the public to use and there should be no restrictions placed on how the land is used.

If a choice must be made, commercial use and the economy should always come before protection of wildlife habitat.





# Land Use Choices



There are no statistically significant differences by region of the province, by age or gender when it comes to views on allowing commercial use of public land that could potentially have a negative impact on water quality or habitat. Similarly, there are no differences in opinion by region of the province, by age or gender that uses should be allowed on public land only when the quality of the environment can be maintained for future generations. (refer to previous chart for percentage values).

Differences of opinion do occur by age and gender for two of the choice statements. Although the majority (54%) of those under 35 years of age disagree that commercial use should take precedence over wildlife habitat, this level of disagreement is lower than those 35 to 54 years of age (63%) and 55 and older (59%). A smaller percentage of males (55%) disagree with this statement than females (63%). This result likely represents the degree of frustration younger respondents are feeling with regard to employment opportunities in the province.

When it comes to public land having no restrictions on use, 42% of those under 35 years of age agree with this statement, in contrast to 23% of those 35 to 54 and 16% of those 55 and older agreeing. There is greater agreement among males (31%) than females (18%).



## Attitudes towards Stewardship



Nine in 10 respondents (89%) agree that protection of wilderness and marine areas is needed. 82% feel action must be taken to prevent loss of biodiversity in marine areas in Newfoundland and Labrador.

There is also strong support for parks and protected areas, with 85% agreeing that these areas contribute to the economy and tourism, and 76% agreeing that a planned system of parks and reserves is the best way to conserve natural areas. Regionally, 91% of those from Western/Southern Newfoundland agree that parks and protected areas contribute to the economy and tourism.

Almost three-quarters (74%) agree that the surrounding ocean areas, bays and fjords are at risk from climate change.

60% agree that industrial activities are placing marine areas at risk. This view is held most strongly by respondents under 35 years of age (75%) and females (66%).

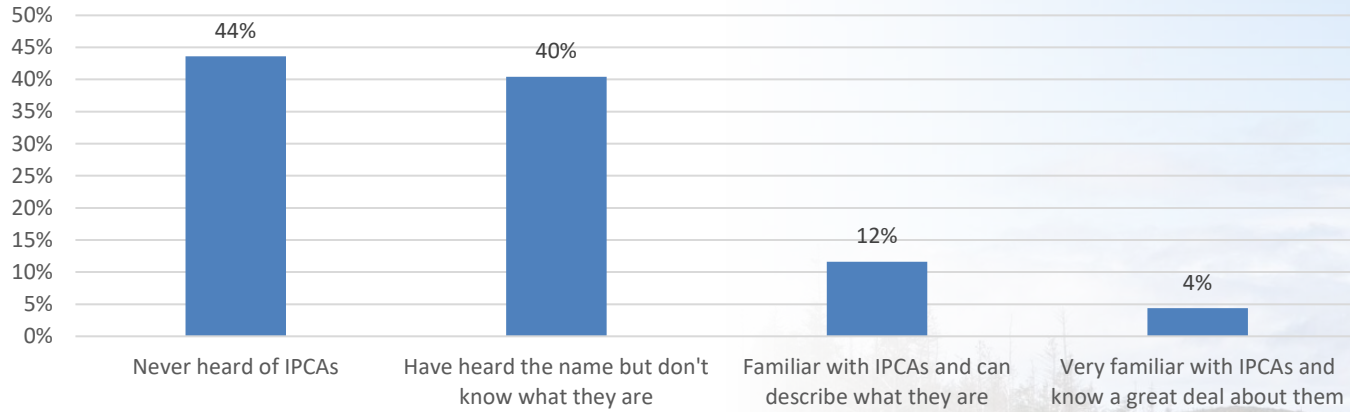
Just over half (51%) of respondents feel the people of Newfoundland and Labrador have always been good stewards of the province's lands and waters. Demographically the views on stewardship relate to age. 12% of those under 35 years of age, 24% of those 35 to 54, and 35% of those 55 or older do not feel that the people of Newfoundland and Labrador have been good stewards of the province's lands and waters.

A larger percentage of respondents disagree (44%) than agree (29%) that commercial fisheries have minimal impact on the health of oceans.

38% of Indigenous respondents feel there is minimal impact caused by commercial fishing.



## Are you familiar with Indigenous Protected and Conserved Areas (IPCA's)?

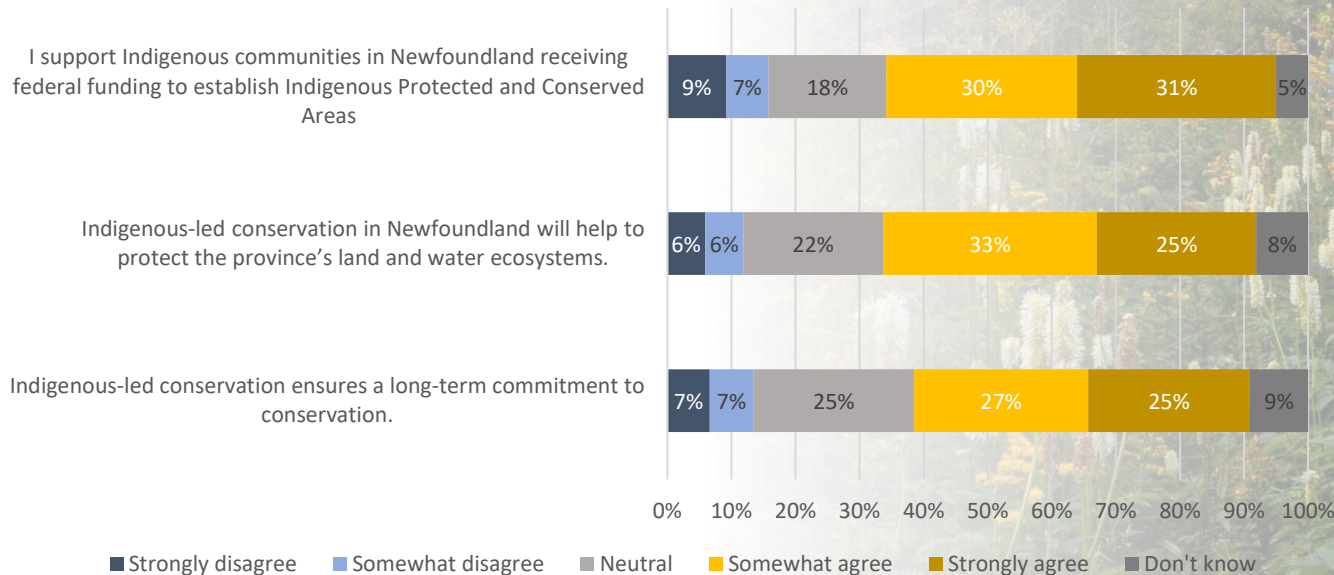


Over eighty percent of respondents do not know what Indigenous Protected and Conserved Areas are. Respondents under 35 years of age are more likely to be familiar with IPCA's (32%) than those aged 35 to 54 (15%) and 55 and older (8%). Almost one-third (31%) of Indigenous respondents are very familiar with IPCA's.

A brief description of Indigenous-led conservation was provided prior to asking respondents to rate three statements.

*Indigenous-led conservation is based on traditional knowledge of balancing conservation and use.*

## Indigenous-led Conservation



Most respondents support Indigenous communities receiving federal funding towards conservation (61%). Respondents under 35 years of age are more likely to support federal funding towards IPCAs (78%) than those aged 35 to 54 (61%) and 55 and older (46%). Over 80% of Indigenous respondents support federal funding.

There is also agreement by over half (58%) of respondents that Indigenous-led conservation will help to protect the province's land and water ecosystems and ensure long-term commitment to conservation (52%).



## Closing Comments

At the end of the survey, participants were provided an opportunity to comment on any other issues related to conservation in Newfoundland and Labrador. Ninety-four people commented.

Over forty percent of the comments reinforced the need for more protection of lands and waters in and around the province to ensure future generations will be able to enjoy the natural beauty that exists today.

*"I have children and hope that Canada will do what's right by protecting the unique environment of Newfoundland so that my children and their children can enjoy it"*

*"The natural beauty and diversity of Newfoundland and Labrador is unique and should be protected."*

*"I strongly support conservation of land and water ecosystem"*

The second most frequent comments (11%) were discriminatory towards Indigenous peoples, stating perceptions of special treatment and a perceived lack of respect for following rules.

*"I hope Indigenous communities that are receiving federal funding for protected and conserved areas, that they are actually following the rules of the land that is protected and it's not for them to bend the rules and go trapping in these protected areas."*

*"All Newfoundland people should be free to hunt and fish not just the Indigenous people also they should pay taxes the same as other Newfoundland People."*

There are also those who recognize the contribution and knowledge of Indigenous peoples in relation to conservation (7% of comments).

*"I think indigenous people were here first and owned this land many a years before us. Therefore, they should always have a say in the conservation and protection of the land."*

*"I think the Indigenous people would do a great job protecting and conserving natural areas"*

Ten percent of closing comments referred to the need for greater enforcement of existing rules.

*"I am strongly opposed to the poaching of salmon, moose, caribou, trout, etc. because every year these gifts from nature are in a steady decline."*

*"A larger focus on protection officials is required. There is lots of bureaucracy but not much presence in the field."*

Eight percent of comments relate to the environment being fine as is.

*"So much of Newfoundland is undeveloped that it is hard to believe we only have a low amount of land set aside."*

*"Maybe I don't understand. Of course, I support Indigenous led conservation and protection or whatever it's called. But why does it need funding? Why don't we all just leave things be."*

In addition, there were comment themes presented in fewer than three percent of comments for each of the following:

- A sustainable environment is needed for a sustainable economy.
- Industry that harms the environment should not be permitted, restrictions and penalties must be put in place.
- There is a need for a better balance between protection and use of the natural resources.
- More limits are needed on human use in sensitive areas.
- Government needs a longer-term focus on the environment.
- Concern about the impact of climate change.



# Appendix A

## Survey Design



# Survey Design

## Panel Sample

The survey sample was sourced from the largest provider of online sample in the world with nearly 70 million participants. Dynata's sample is meticulously vetted, verified and fully permissioned with billions of data points.

Imperium, a Dynata data quality solution, has pioneered data quality verification. Leveraging Imperium's QualityScore™, winner of Quirk's Media's 2021 Technology Impact Award for outstanding innovations, clients can prove the quality of their data for the most accurate, unbiased insights.

Dynata's automated data-hygiene and anti-fraud technology solutions use machine learning to ensure survey data is always of the highest quality throughout every step of the respondent cycle, from registration to in-survey completion.

Challenges with traditional telephone survey sampling, such as incredibly high non-response, unpublished cell phone numbers, and the nuisance factor of being called, have moved the research industry towards online samples. Online samples used today are proven to be accurate and representative of public opinion. A recent example of the accuracy of pure online polling was seen in the most recent federal election where online polls predicted the outcomes within one percentage point.

The panel sample represents all areas of the province, age groups, gender, and Indigenous populations in proportion to Census data.

The theoretical advantage of telephone surveys over panel surveys is that phone numbers are selected from a nearly complete sample frame (all listed numbers). However, considering that typically between 10,000 and 20,000 phone calls are needed to generate a sample of 400 respondents, this theoretical advantage must be questioned. The high level of non-response introduces a level of non-response bias that must be considered.

The use and preference of effective online research requires a significant investment by research firms in establishing respondent participation and engagement. Potential respondents must be invited into the survey process using a wide variety of methods and channels, including random telephone phone recruitment. Those who agree to consider taking multiple surveys are commonly referred to as "panelists". The panels of respondents are constructed to represent populations based on census demographic data. Participants for a given survey are randomly selected from the panels. They are selected without any preconceived notion of bias or understanding of the topic being studied. Non-response is rarely an issue with panel surveys.

A key methodological advantage of online surveys is that panelists share background demographic information which forms part of their profile. This profile is an essential tool for sampling and analysis purposes, meaning that respondents will not be asked to repeatedly answer questions about gender, age and where they live, etc. This also allows researchers to design the sample for specific geographic areas. In the case of the current study, the screening criteria were limited to; must be a permanent resident of Newfoundland and Labrador and must be over the age of 18. Although regional quotas were not used, the sample fell out in close proximity to the actual regional population proportions across the province.



# Survey Design

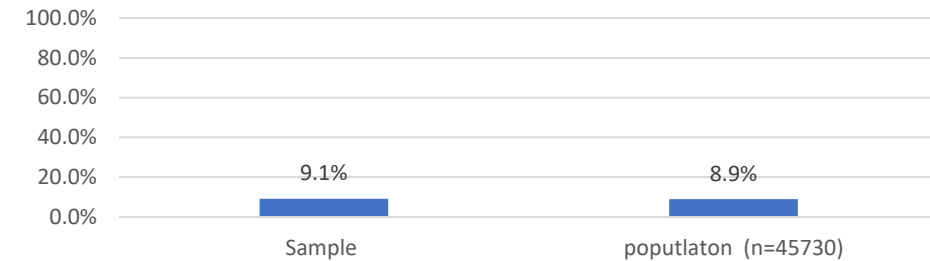
## Quality Control

1. The vast majority of respondents will answer the questions in a serious and thoughtful manner. Occasionally some respondents will not take the survey seriously, so measures are needed to remove these cases. There were several methods used:
  - A speed check based on the fastest possible threshold a person can complete the survey;
  - A trap question in which a specified response must be given to the statement 'for quality control choose somewhat agree for this item';
  - Logic checks; and
  - Patterned responses (such as all answers being 1)

These quality control measures are much easier to employ through online methods than telephone methods.

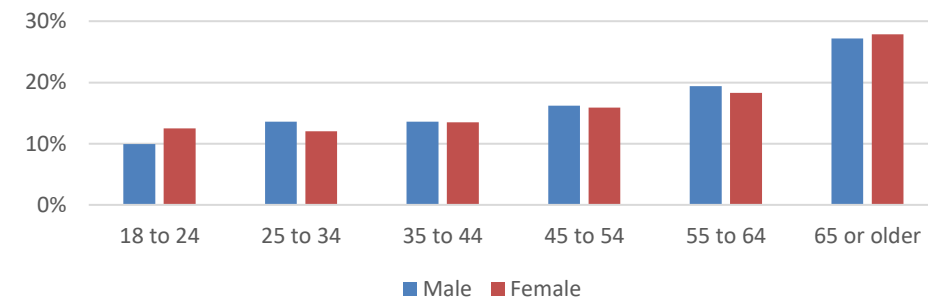
2. To prevent order bias in responses, all question lists (Likert Scales) are randomized. Further the order and placement of questions is carefully considered so a question does influence subsequent questions.
3. The survey is run as a "blind survey" which means the sponsor is not revealed.
4. Post-stratification is used to measure sample quality. Comparing sample proportions to known population proportions is an important means of evaluating quality. In the case of the current survey, comparison of the actual proportion of Indigenous peoples (based on federal census data), to the sample proportion, provides an objective means to assess sample quality. In this case, the sample proportion and the actual population proportion fell within 1% of each other.

Do you identify as an Indigenous person such as First Nation, Métis or Inuit?



Age and gender quotas are used in the sample to ensure representation in line with population proportions. Using profile data from the sample pool, surveys are targeted to ensure groups are represented accordingly. By contrast, in phone sampling where age and gender groups are unknown, respondents are screened out once a quota group is filled. This creates a massive nuisance factor with phone surveys, especially given the difficulty in attracting younger respondents into the survey.

Age by Gender







## Survey about Parks and Protected Areas in Newfoundland and Labrador

To begin we have a few questions about you that will help us better understand the data. You will remain anonymous, and no information provided in this survey will be linked back to you.

D1. Are you a permanent resident of Newfoundland and Labrador?

- Yes
- No [discontinue]

D2. Please provide the first three characters of your postal code. This allows us to identify the region of the province you are from.

[ ] [ ] [ ] [if first letter is not A, discontinue]

D3. Which of the following age categories do you fall into:

- Under 18 (discontinue)
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

D4. What is your gender identity?

- Male
- Female
- Intersex, non-binary, transgender, two-spirit
- Prefer to self-identify
- Prefer not to answer

D5. Do you identify as an Indigenous person such as First Nation, Métis or Inuit?

- Yes
- No
- Prefer not to answer



Protected areas are those which are clearly defined and managed, through legal or other means, to achieve the long-term conservation of nature. This includes national parks, provincial parks, wildlife reserves and other areas managed to conserve nature.

1. Currently, 6.9% of Newfoundland is protected. By comparison, 13.5% of land in Canada is protected. Newfoundland and Labrador is ahead of Prince Edward Island and New Brunswick, and behind the rest of Canada.

Do you feel the amount of land currently protected in Newfoundland is...

- not enough
- about right
- too much

2. Canada's international commitment is to protect 30% of its land for conservation purposes by 2030. Please indicate your level of opposition or support for Newfoundland committing to a target of 30% protection by 2030?

- Strongly oppose
- Somewhat oppose
- Neither support nor oppose
- Somewhat support
- Strongly Support
- Don't know

3. Please rate your level of concern with the following in relation to Newfoundland and Labrador:

[SCALE: Not at all concerned, minimally concerned, somewhat concerned, quite concerned, extremely concerned, don't know]

- a. The impact of climate change on the residents.
- b. The loss of wildlife populations and habitat in our province.
- c. The health of our marine areas.
- d. The economic future of our marine industry.
- e. The economic future of our province in general.



**Q4. Please rate how important each of the following are to you in relation to our province.**

[Scale: 1 is not important at all, 2 is somewhat unimportant, 3 is neither important nor unimportant, 4 is somewhat important and 5 is very important.]

- How important are parks and recreation areas to your quality of life?
- How important is it to you that areas in the province are set aside for protection of wildlife and their habitat?
- How important is it to you that there are areas to hike, camp and enjoy nature where there are no motorized recreation vehicles such as ATVs, power boats, dirt bikes and snow mobiles?
- How important is it to you that there are areas to hike, camp and enjoy nature where motorized recreation vehicles such as ATVs, power boats, dirt bikes and snow mobiles are permitted?

**Q5. Please indicate your level of agreement with the following statements as they relate to Newfoundland and Labrador.**

[Scale: 1 is strongly disagree, 2 is somewhat disagree, 3 is neither agree nor disagree, 4 is somewhat agree and 5 is strongly agree]

- If a choice must be made, commercial use and the economy should always come before protection of wildlife habitat.
- Where commercial use of public land could potentially have a negative impact on water quality or habitat, it should not be allowed.
- Public land is there for the public to use and there should be no restrictions placed on how the land is used.
- When determining what uses should be allowed on public land, the most important consideration is that the quality of the environment be maintained for future generations.
- I support setting aside more land for protection and conservation, provided traditional activities are allowed to continue.
- I support setting aside more land for protection where minimal human activity is allowed.

**Q6 Please provide additional comments related to your views on protection of lands in Newfoundland and Labrador.**

[comment box]

**Q7. Biodiversity refers to living things that inhabit the planet. How aware are you of the global biodiversity crisis? The biodiversity crisis refers to the decline and even disappearance of biological diversity among the living things on the planet.**

- Not at all aware
- Somewhat aware
- Very aware

**Q8. Please rate your level of agreement with the following statements:**

[SCALE: strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, strongly agree, don't know]

- Protection of wilderness and marine areas in Newfoundland is needed to ensure future generations can enjoy nature as we do now.
- A planned system of parks and reserves, protected by legislation, is the best way to conserve wildlife and natural areas.
- Newfoundland's fjords, bays, and surrounding ocean are at risk from climate change.
- Newfoundland's fjords, bays, and surrounding ocean are at risk from industry activities, such as mining and oil and gas extraction.
- Commercial Fishing activities in the coastal environment including inshore aquaculture have minimal impact on the health of the oceans.
- For quality control please choose somewhat disagree. All other responses will terminate the survey
- Newfoundlanders have always been good stewards of the province's lands and waters.
- I believe Newfoundland & Labrador must take action to prevent a loss of biodiversity in its marine and land areas.
- Parks and protected areas contribute to the economy of Newfoundland and Labrador through tourism and job creation.

**Q9. Are you familiar with Indigenous Protected and Conserved Areas (IPCA's)?**

- Never heard of IPCA's
- Have heard the name but don't know what IPCA's are.
- Familiar with IPCA's and can describe what IPCA's are.
- Very familiar with IPCA's know a great deal about them.

**Indigenous-led conservation is based on traditional knowledge of balancing conservation and use.**

**Q10. Please rate your level of agreement with the following statements.**

[SCALE: strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, strongly agree, don't know]

- Indigenous-led conservation in Newfoundland will help to protect the province's land and water ecosystems.
- Indigenous-led conservation ensures a long-term commitment to conservation.
- I support Indigenous communities in Newfoundland receiving federal funding to establish Indigenous Protected and Conserved Areas



**Q11. Please rate your level of support for Indigenous Protected and Conserved Areas in Newfoundland and Labrador as a means of protecting and conserving natural areas.**

[Scale: 1 is strongly oppose 2 is somewhat oppose, 3 neutral, 4 is somewhat support and 5 is strongly support]

**Q12. In the past year, have you visited a wilderness area or park within Newfoundland?**

- Yes [go to 13]
- No [go to 14]

**13. Which activities did you participate in?**

- Camping
- Skiing, snowshoeing
- Hiking, [backpacking](#)
- Boating
- Canoeing, paddling
- Hunting
- Fishing
- Harvesting wood, berries
- Snowmobiling, ATV use
- Mountain biking
- Photography
- Sightseeing
- Other (please specify) \_\_\_\_\_

**14. Please provide further comments about protection and conservation in Newfoundland which have not already been covered.**

[comment box]

**Thank you for taking part in this survey.**



# DDL Analytics, Inc.

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DDL Analytics, Inc. is a Canadian social science research firm specializing in quality-of-life research, both internal to organizations, as well as among the general population.

The company's principal researcher and owner, David de Lange, has more than 30 years' experience working on research for a wide range of clientele, including Alberta Environment, Alberta Sustainable Resource Development, Parks Canada, Canadian Parks and Wilderness Society, Yellowstone to Yukon, Cows and Fish, The City of Calgary, The Calgary Foundation, Cenovus, Encana, Imperial Oil, Emerson Process Controls, AltaLink, TransAlta, ENMAX, and the Canadian Energy Pipeline Association, and many others. He has occupied senior positions in leading research firms and organizations, including Sr. Vice President at Leger Marketing and NRG Research Group, Sr. Associate at the Praxis Group, and Chief of Social Science Research for Parks Canada's Western Region.

A major focus of the company's research is human behaviour and attitudes related to natural environments. The company's principal has more than three decades of research experience in environmental protection and resource management, measuring public attitudes, perceptions, and behaviours, and linking these insights to priorities and actions.

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