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# **Public Opinion Research Study: Canadians' Awareness and Understanding of Southern Resident killer whales and Boating Safety**

## **Findings report**

### **Prepared for Transport Canada**

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**Ce rapport est aussi disponible en français.**

This public opinion research report presents the results of an online survey conducted by Phoenix SPI on behalf of Transport Canada. The research study was conducted with 750 Canadians between June 16 and 30, 2021.

Cette publication est aussi disponible en français sous le titre Recherche sur l'opinion publique : connaissances et compréhension de la population canadienne concernant les épaulards résidents du sud et la sécurité nautique.

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## Executive Summary

Transport Canada commissioned Phoenix Strategic Perspectives Inc. (Phoenix SPI) to conduct public opinion research with residents of south coastal British Columbia and selected areas of Vancouver Island who use or plan to use recreational watercrafts.

### *Research purpose and objectives*

The main purpose of the research was to explore awareness of Southern Resident killer whale (SRkw) protective and voluntary measures and of boating safety in the southern coastal waters of British Columbia. Specific objectives included: determining the behaviours of those who use recreational watercrafts on the ocean (e.g., frequency of boating, use of life vests and personal flotation devices, etc.), understanding the types of watercrafts used for recreational purposes, measuring awareness of the SRKW protective and voluntary measures, and exploring communication preferences.

### *Methodology*

A 9.5-minute random digit dialling (RDD) telephone survey was administered to 750 adults aged 18 and older who reside in coastal communities located on the south coast of British Columbia and selected areas of Vancouver Island who meet the eligibility criteria for watercraft use. To be classified as a watercraft user, respondents must have done the following at least once in the past 12 months (i.e., June 1, 2020 to May 31, 2021) or plan to do so in the coming 12 months (i.e., July 1, 2021 to June 30, 2022): 1) owned, operated, rented, or been a passenger<sup>1</sup> on a recreational vessel, motorized or sail; and/or 2) have (or plan to) paddle boarded, kayaked, or canoed on the ocean during this timeframe.

An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error. The survey results are generalizable to the population: adult boaters 18+ who reside in south coastal British Columbia and selected areas of Vancouver Island. Specifically, this included the coastal communities between Campbell River and Ucluelet on Vancouver Island, and residents of the Sunshine Coast, the Lower Mainland and Howe Sound. Based on a sample of this size, the overall results can be considered accurate within  $\pm 3.6\%$ , 19 times out of 20. The margin of error is greater for results pertaining to subgroups of the total sample. Data were weighted to reflect the population in terms of age, gender, and area (with the geographic parameters of the study). For a more complete description of the methodology, refer to the Appendix: 1. [Technical Specifications](#).

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<sup>1</sup> This excluded watercraft used for commercial purposes, such as tour boats, ferries, or cruise ships, as well as activities on lakes or rivers. As such, to be a passenger, a respondent needed to have gone out on the water in a watercraft they did not operate (e.g., on a vessel owned or rented by someone for recreational purposes).

## *Key findings*

- ***A little more than half are aware generally that there are protective measures in place for Southern Resident killer whales in BC coastal waters. Awareness is considerably lower when the focus shifted to specific measures.***
  - 56% of respondents said they are aware that there are measures in place that protect Southern Resident killer whales in BC's coastal waters. Boat owners, year-round watercraft users, Vancouver Island residents, and those aged 35+ were more likely to be aware of the protective measures.
  - Awareness of the specific protective and voluntary measures varied considerably.
    - Respondents were most likely to be aware definitely (51%) or vaguely (20%) of the voluntary measure that boats should reduce speed within 1,000 metres of a killer whale.
    - Following this, close to two-thirds were definitely (37%) or vaguely (26%) aware that watercraft must keep 400 metres from killer whales in all southern BC coastal waters.<sup>2</sup>
    - Awareness of the voluntary measure that fishing should not take place within 1,000 metres of a killer whale was divided: 49% were vaguely (24%) or definitely (25%) aware and 49% were not aware.
    - The majority of respondents were not aware that whale watching boats cannot be followed nor were they aware of any of the interim sanctuary zones.
- ***Half the target population have used a recreational watercraft in the last year.***
  - 52% of respondents have used a recreational watercraft in the last year. Notably, boat owners were more likely than boat renters and passengers to have been out on the ocean in the last year. The rest (48%) intend to go out on the ocean in a recreational watercraft in the next year, either as a boat owner and operator, renter, or passenger.

## ***Many go out on the ocean as watercraft passengers.***

- Among respondents who were out on the ocean this past year, 49% said they went out as a passenger, 41% as a boat owner, and 19% as boat renter. In contrast, 62% of those

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<sup>2</sup> In the survey, the statement read to respondents suggested that this is mandatory rather than voluntary. This could have affected self-assessed awareness; however, upon review of the data, this does not seem to be the case. Only 1% of respondents said they don't know, and awareness was fairly evenly split between definitely and vaguely.

who plan to go out on the ocean in the next year intend to go as a passenger, 35% as a boat owner, and 14% as a boat renter.

- Taken together, nearly half the survey respondents (47%) were (or plan to be) passengers, 23% were (or plan to be) boat owners/operators, and 20% rented (or plan to rent) a watercraft.
- ***Power boats and kayaks are the most popular recreational watercrafts among respondents.***
  - Four in 10 (42%) have been out on the ocean in a power boat or motor boat in the last few years, while 33% have been out in a kayak. Those on Central Vancouver Island were more likely than others to have been out in a power boat in recent years, especially compared to those in Metro Vancouver.
- ***Majority always wear a life jacket or personal flotation device.***
  - Eight in 10 (80%) always wear a life jacket or personal flotation device (PFD) when out on the ocean.
  - Boat owners and renters were more likely to say they wear a life jacket or PFD compared to watercraft passengers.
    - Seasonal watercraft users were also more likely to report wearing a life jacket or PFD as compared to year-round boaters.
- ***The internet and boat rental shops are the top two sources of boating safety and regulatory information.***
  - 29% said they find their boating safety information online, while 15% turn to boat rental shops.
  - Boat owners were more likely to say they get their boating safety and regulatory information from boating courses (24%), while renters were more likely to mention boat rental shops (38%) and passengers to point to friends, family and colleagues (16%).
- ***Half listen to the radio or use Facebook daily.***
  - When asked to identify from a list which activities they do on a daily basis, half or more said they listen to the radio (59%) and use Facebook (50%) every day. Daily use of YouTube and Instagram was also widespread (44% and 36%, respectively).

#### *Limitations of the research and use of the research*

The survey results will be used by Transport Canada to help inform communications planning, outreach and education activities, and to improve boaters' confidence, awareness and compliance with the voluntary and mandatory measures for the SRKW and associated boating safety regulations. Probability sampling was used; therefore, the results are generalizable to the target

population. The only limitation are smaller sample sizes when it comes to analyzing the results for sub-groups of the population.

*Political Neutrality Certification*

I hereby certify as a Senior Officer of Phoenix Strategic Perspectives that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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Alethea Woods  
President  
Phoenix Strategic Perspectives Inc.

*Contract Value*

The contract value was \$63,897.05 (HST included).



## Introduction

Phoenix Strategic Perspectives Inc. (Phoenix SPI) was commissioned by Transport to conduct a survey on boaters' awareness and understanding of Southern Resident killer whales (SRkw) and boating safety.

### 1. Background and Objectives

Building on the Ocean's Protection Plan, in Budget 2018, the Government of Canada introduced a 5-year \$167.4 million Whales Initiative, to help protect and support the recovery of the Southern Resident killer whale, the North Atlantic right whale, and the St. Lawrence Estuary beluga whale. In October 2018, the Government of Canada announced an additional \$61.5 million specifically to address threats to Southern Resident killer whales following the finding that the Southern Resident killer whales were facing an imminent threat to their survival.

Through this funding, the Government of Canada is addressing the three main threats to the Southern Resident killer whales by:

- Improving prey availability.
- Reducing contaminants affecting whales and their prey.
- Reducing acoustic and physical disturbance from underwater noise generated by vessels.
- Enhancing monitoring under the water and in the air.
- Encouraging compliance and strengthening enforcement.
- Building partnerships for additional action.

For the third year in a row, Transport Canada has put in place an Interim Order under the *Canada Shipping Act, 2001* to help reduce acoustic and physical disturbance from vessels in key areas of importance to the SRKW.

The measures include:

- Creating interim sanctuary zones off Pender Island, Saturna Island and at Swiftsure Bank, which are in effect from June 1 to November 30, 2021. No vessel traffic will be permitted in these areas subject to certain exceptions, including emergency situations and Indigenous vessels.
- Prohibiting vessels from approaching any killer whale within a 400-metre distance. This applies in BC coastal waters between Campbell River and Ucluelet throughout the year. Certain exceptions are in place for authorized ecotourism and whale watching companies who are authorized to approach non-Southern Resident killer whales up to 200m subject to entering into a Sustainable Whale Watching Agreement with the Minister of Transport.
- Asking all vessels to "go slow" and reduce speed to less than seven knots when within 1000 metres of a whale and to stop fishing when within 1000 metres of killer whales. Vessels are also asked to turn off echo sounders and fish finders when safe to do so and turn engines to neutral idle if a whale is within 400 metres.

Given Transport Canada's mandate to promote environmentally responsible transportation and to put in place measures to address vessel related threats to endangered whales, the Department commissioned public opinion research to measure awareness of the vessel management measures – both mandatory and voluntary – and of boating safety in the southern coastal waters of British Columbia. These survey results will help to better inform communications planning, outreach and education activities, and to improve boaters' confidence, awareness and compliance with the voluntary and mandatory measures for the SRKW and associated boating safety regulations.

## 2. Methodology

A nine-minute random digit dialling (RDD) telephone survey was completed by 750 adults aged 18 and older who reside in coastal communities located on the south coast of British Columbia and selected areas of Vancouver Island and who met the eligibility criteria for boating. To be classified as a boater, adults must have done the following at least once in the past 12 months (i.e., June 1, 2020 to May 31, 2021) or plan to do so in the coming 12 months (i.e., July 1, 2021 to June 30, 2022): 1) owned, operated, rented, or been a passenger on a recreational vessel, motorized or sail; and/or 2) have (or plan to) paddle boarded, kayaked, or canoed on the ocean during this timeframe.

An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error. The survey results are generalizable to the population: adult boaters 18+ who reside in south coastal British Columbia and selected areas of Vancouver Island. Specifically, this included the coastal communities between Campbell River and Ucluelet on Vancouver Island, and residents of the Sunshine Coast, the Lower Mainland and Howe Sound. Based on a sample of this size, the overall results can be considered accurate within  $\pm 3.6\%$ , 19 times out of 20. The margin of error is greater for results pertaining to subgroups of the total sample. Data were weighted to reflect the population in terms of age, gender, and region. For a more complete description of the methodology, refer to the Appendix: 1, [Technical Specifications](#).

## 3. Notes to Reader

- All results in the report are expressed as a percentage, unless otherwise noted.
- Throughout the report, percentages may not always add to 100 due to rounding and/or multiple responses being offered by respondents.
- The number of respondents changes throughout the report because questions were asked of sub-samples of survey respondents. Readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Only subgroup differences that are statistically significant at the 95% confidence level and pertain to a subgroup of at least  $n=20$  are described in the report. The exception regarding sample sizes is differences indicative of a pattern.
- The survey questionnaire is [appended](#) to the report.
- The tabulated data are available under separate cover.

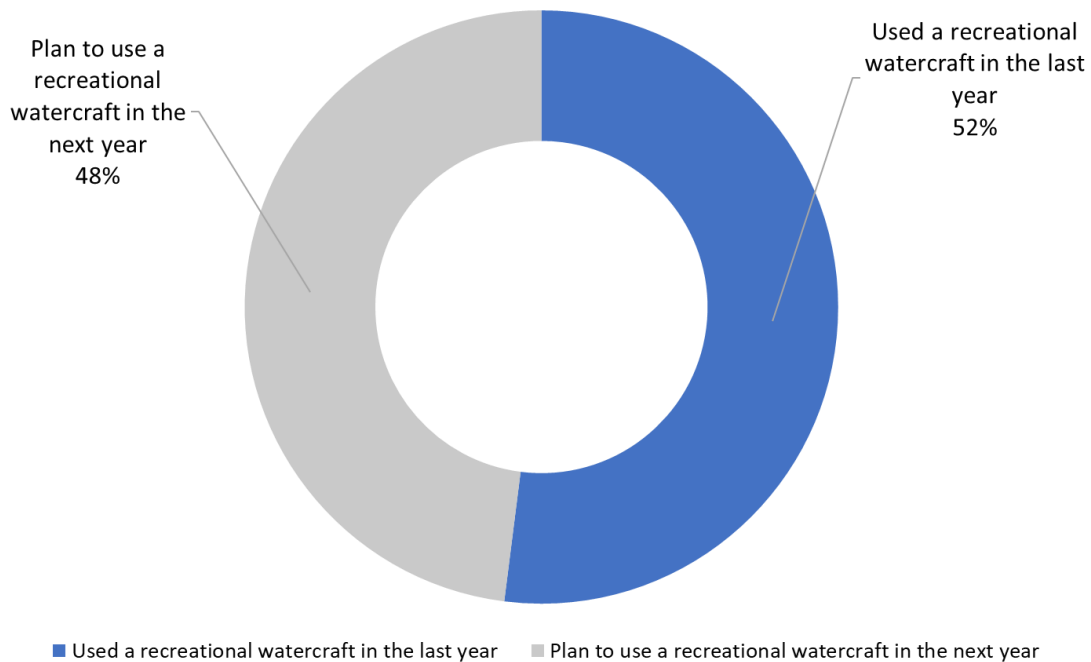
## Detailed Findings

### 1. Recreational watercraft use and related practices

*Half have used a recreational watercraft in the last year*

Approximately half of all respondents (52%) have gone out on the ocean in or on a recreational watercraft in the last year. By design, the remainder (48%) plan to use a recreational watercraft in the next year.

Figure 1: Recreational Watercraft Use



SCR. 1A. In the last year, did you go out on the ocean in or on a recreational watercraft?

SCR. 1B. In the next year, do you plan to go out on the ocean in or on a recreational watercraft?

Base: n=750; all respondents

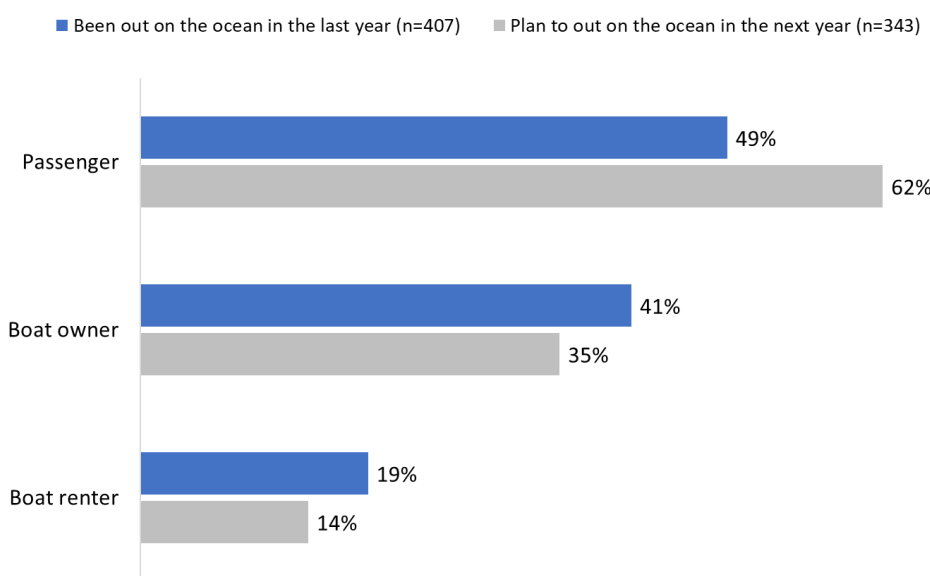
Boat owners (77%) were significantly more likely than renters (37%) and passengers (46%) of recreational watercrafts to have been out on the ocean in the last year. In addition, respondents from Central Vancouver Island (69%) and the Sunshine Coast (68%) were more likely than those from Metro Vancouver (48%) to report having been out on the ocean in the last year, as were males (56% versus 48% of females) and respondents from higher income households (57% of those from households with annual incomes of \$60,000+ versus 40% of those from lower income households).

### *Many go out on the ocean as passengers*

Among respondents who were out on the ocean this past year (n=407), 49% said they went out as a passenger, 41% as a boat owner, and 19% as boat renter. In contrast, 62% of those who plan to go out on the ocean in the next year (n=343) intend to go as a passenger, 35% as a boat owner, and 14% as a boat renter.

Taken together, nearly half the survey respondents (47%) were (or plan to be) passengers, 23% were (or plan to be) boat owners/operators, and 20% rented (or plan to rent) a watercraft. Nine percent reported doing, or planning to do, a combination of these things (i.e., going out as a passenger and a boat renter, or as a boat owner and a passenger, etc.).

**Figure 2: Manner in which respondents go/plan to go out on the ocean**



SCR2A/B. When you were out on the ocean this year/go out on the ocean in the next year, will you go out/did you go out as a watercraft owner, renter, or passenger? [multiple responses accepted]

Base: all respondents; [DK/NR: 1%].

The following subgroup differences were noteworthy:

- Those who went out, or plan to go out, on the ocean only as a passenger were more likely to mention using a power boat<sup>3</sup> (52%) than a kayak (25%), to be from Metro Vancouver (48%) than from Central Vancouver Island (37%), to be aged 55 and older (55% versus 41% of younger respondents), and to have a household income of under \$60,000 (54% versus 41% of those with higher incomes).
- Boat owners were also more likely to be older (30% are aged 55+ versus 16% which are 18 to 34 years of age and 21% which are 35 to 54 years of age), from higher income households

<sup>3</sup> When used here and throughout the report, 'power boat' refers to motor boats and speed boats.

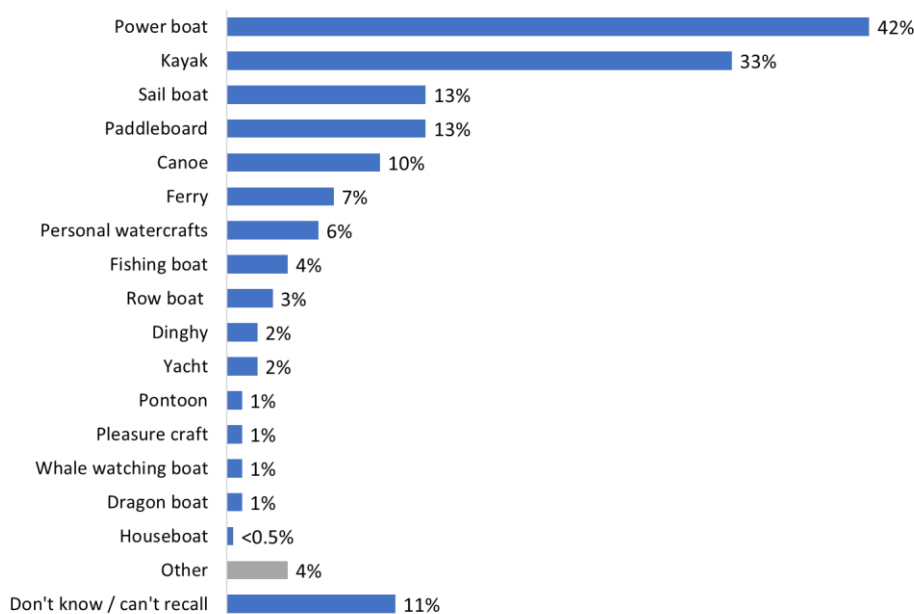
(27% earn at least \$60,000 annually), and to have used a kayak (33%) rather than a power boat (22%) on the ocean in the last few years.

- Renters were more likely to be younger (36% were under 35 years of age), from Metro Vancouver (23%), and to have used a kayak (31%) rather than a power boat (14%) in the last few years.

### *Power boats and kayaks are most popular among respondents*

Forty-two percent (42%) of survey respondents have been out on a power boat on the ocean in the last few years, most likely as a passenger or boat owner. Fewer (33%), but still a substantial minority, said they have been out on the ocean in a kayak (inflatable or hard shell), most likely as a boat owner or renter. These were the top types of watercraft mentioned, by a wide margin. Following power boats and kayaks, smaller and similar proportions said they have been out on a sail boat (13%), paddleboard (inflatable or hard shell) (13%), and a canoe (10%). The full range of watercrafts identified can be found in Figure 3.

**Figure 3: Type of Watercraft Used in the Last Few Years**



Q3. What type of recreational watercraft have you used on the ocean in the last few years? [multiple responses accepted]  
Base: n=750; All respondents.

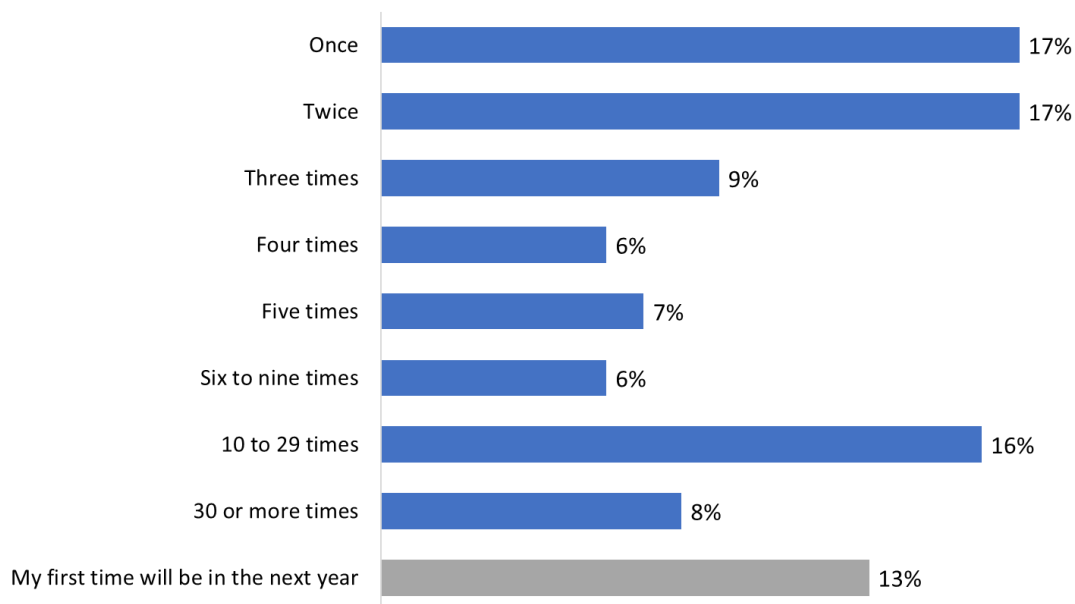
Respondents located on Central Vancouver Island (53%) were more likely to have been out on the ocean in a power boat, particularly when compared to those in Metro Vancouver (41%). This was also the case for those reporting annual household incomes of \$60,000 or more. They were more likely than respondents from lower income households to report having used a power boat in the last few years (51% of those with incomes of \$60,000 to just under \$100,000 and 45% of those with incomes of \$100,000 compared to 33% of those who reported an income of under \$60,000).

Kayak users were more likely to be 35 to 54 years of age (38% versus 27% of those aged 55+) and female (37% versus 28% of males).

*One-third go out on the ocean no more than twice in a typical year*

In a typical year, one-third of respondents said they go out on the ocean in a watercraft for recreational purposes once (17%) or twice (17%). At the other end of the spectrum, one-quarter are typically out on the ocean 10 to 29 times (16%) or 30 or more times (8%). Most of the rest (28%) said they are out on the ocean three to nine times in a typical year. Notably, 13% are first time watercraft users—that is, they volunteered that they do not typically go out on the ocean in a watercraft or that their plans to go out in the next year will be their first time on the ocean in a watercraft for recreational purposes.

Figure 4: Frequency of Recreational Watercraft Use



Q4. On average, how many times a year do you typically go out on the ocean in a watercraft for recreational purposes?  
Base: n=750; All respondents. [DK/NR: 2%].

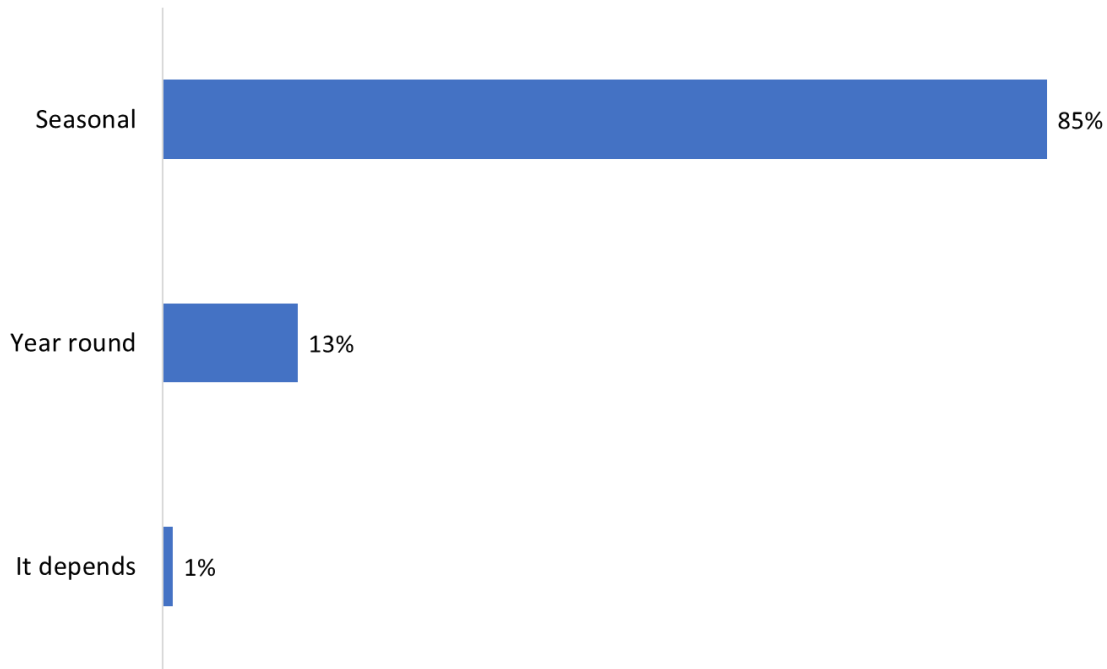
Boat owners were more likely than others to report going out on the ocean five or more times in a typical year.

Eight out of 10 (80%) first-time recreational watercraft users said they are from Metro Vancouver, just over half (55%) are female, and the plurality (43%) are aged 55+ (the rest are 35-54, 29%, and 18-34, 27%).

### *Majority say recreational watercrafts are a seasonal activity*

The majority of coastal BC residents surveyed (85%) tend to go out on the ocean in a recreational watercraft as a seasonal activity. In contrast, a little more than one in 10 (13%) do so year-round, while 1% volunteered that it depends.

Figure 5: Type of Recreational Watercraft Use



Q5. Do you tend to go out on ocean in a watercraft all year long or is this a seasonal activity?

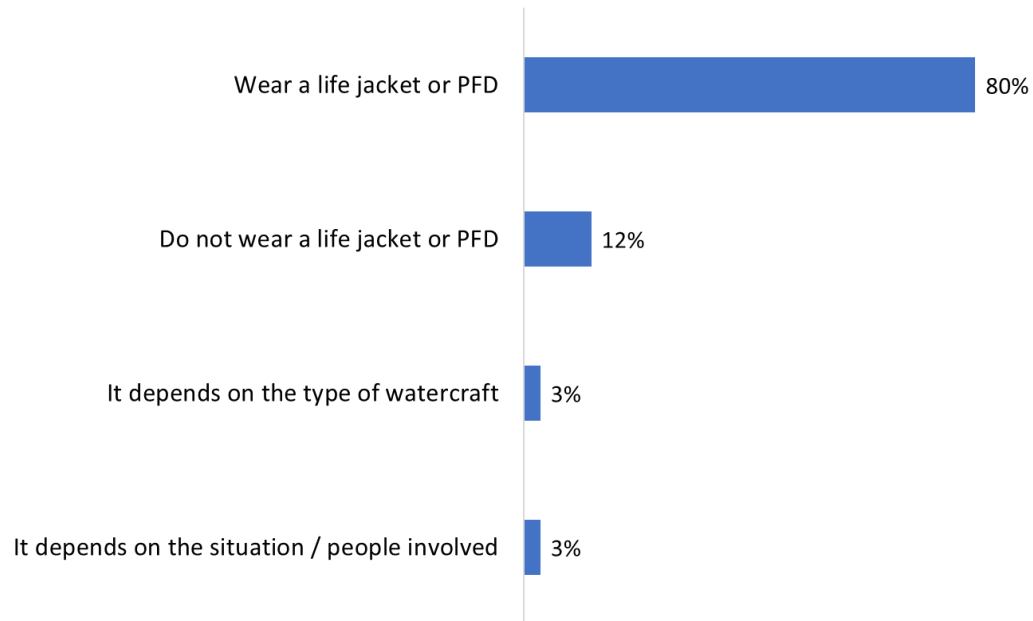
Base: n=681; Respondents who typically go out on the ocean in a watercraft for recreational purposes. [DK/NR: 1%].

Those who typically go out on the ocean in or on a watercraft for recreational purposes all year round were more likely to be boat owners (20%), to be aware that there are measures in place to protect SRKW in BC coastal waters (17%), to live on South (24%) or Central (18%) Vancouver Island, and to be aged 55 and older (16%). The likelihood of going out on the ocean on a seasonal basis was higher among those not aware of the protective measures (93%), those living in Metro Vancouver (87%), and those under 35 years of age (91%).

### *Majority wear a life jacket or personal flotation device when out on the ocean*

Eight in 10 respondents (80%) said they wear a life jacket or personal flotation device (PFD) when they go out on the ocean. Among the rest, 12% reported not wearing a life jacket or PFD, while 3% each volunteered that whether they wear a life jacket or PFD depends on the type of watercraft or on the situation and people involved.

**Figure 6: Life Jacket and Personal Flotation Device Use**



Q6. When you go out on the ocean, do you wear a life jacket or personal flotation device?

Base: n=750; All respondents. [DK/NR: 1%].

The following groups were more likely to say they wear a life jacket or PFD when out on the ocean: boat owners (86%) and boat renters (88%); kayakers (88%); seasonal watercraft users (83%); and respondents 35 to 54 years of age (87%).

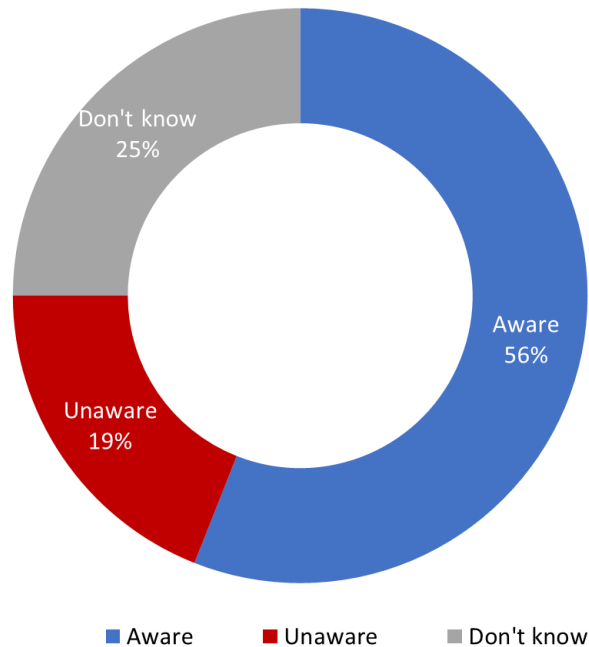


## 2. Awareness and knowledge of protective measures

*More than half are aware of measures protecting Southern Resident killer whales in coastal waters*

Just over half the survey respondents (56%) said they are aware of protective measures in place to protect Southern Resident killer whales in BC coastal waters. Conversely, two in 10 (19%) were not aware of these protective measures, while one-quarter (25%) said they were unsure if there are protective measures.

Figure 7: Knowledge of Measures to protect SRKWs in BC Coastal Waters



Q1. To the best of your knowledge, are there any protective measures in place to protect Southern Resident Killer whales in BC coastal waters?

Base: n=750; all respondents

The following groups were more likely to be aware that there are measures in place to protect Southern Resident killer whales:

- Boat owners (68%).
- Year-round watercraft users (80%).
- Central Vancouver Island residents (64%) and South Vancouver Island residents (68%).
- Respondents aged 35 and older (55% of those 35 to 54 and 72% of those aged 55 and older).

First-time recreational watercraft users were more likely than others to have said they do not know about protective measures (35% versus 22%).

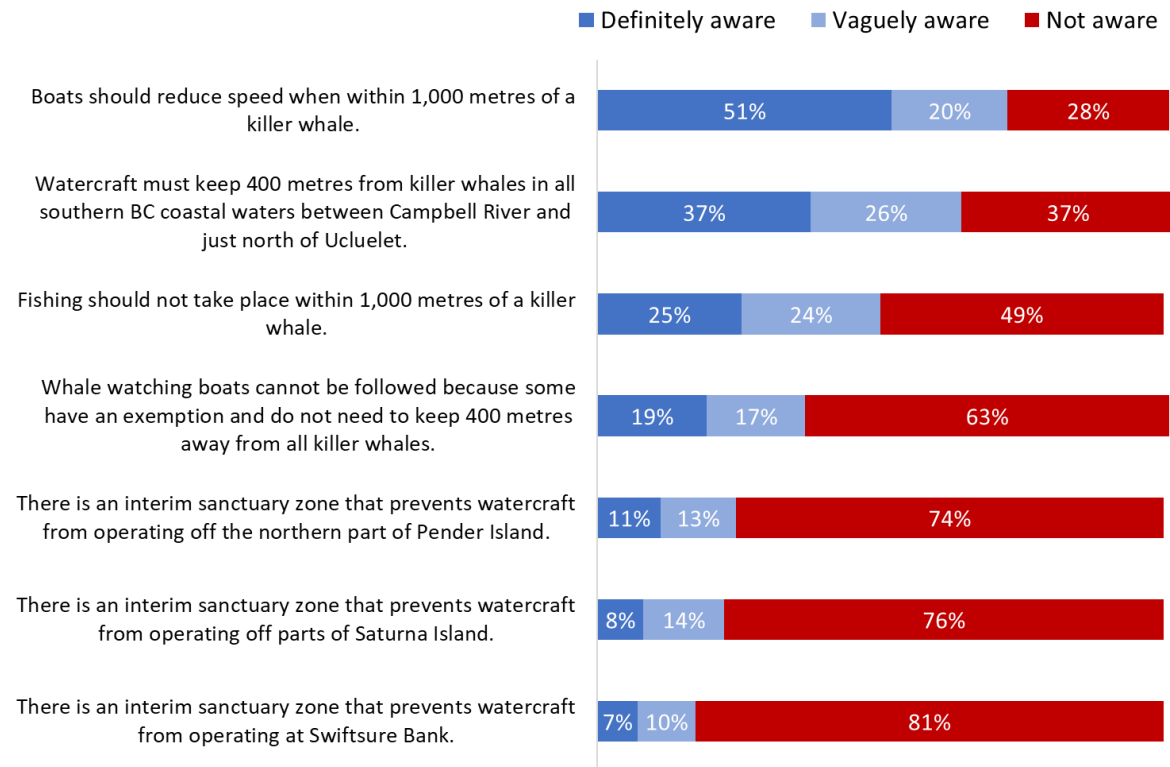
### *Awareness of specific protective and voluntary measures is varied*

After being asked about protective measures in general, respondents were informed that, indeed, there are mandatory and voluntary measures designed to protect Southern Resident killer whales. These measures were then read to respondents who were asked to indicate whether they are aware of each, either definitely or vaguely aware. The measures included:

- Interim sanctuary zones that prevent watercraft from operating off the northern part of Pender Island, Saturna Island and at Swiftsure Bank.
- Watercraft must keep 400 metres from killer whales in all southern BC coastal waters between Campbell River and just north of Ucluelet.
- Whale watching boats cannot be followed because some have an exemption and do not need to keep 400 metres away from all killer whales.<sup>4</sup>
- Boats should reduce speed when within 1,000 metres of a killer whale.
- Fishing should not take place within 1,000 metres of a killer whale.

Awareness of the protective and voluntary measures varied considerably.

**Figure 8: Awareness of Specific Protective and Voluntary Measures**



Q2A – Q2G. [DK/NR: Ranged from 1 to 2%].  
Base: n=1,502; Don't know: 1%

<sup>4</sup> This is a voluntary not mandatory measure—i.e., whale watching boats *should* not be followed.

Respondents were most likely to be aware definitely (51%) or vaguely (20%) of the voluntary measure that boats should reduce speed within 1,000 metres of a killer whale. Following this, close to two-thirds were definitely (37%) or vaguely (26%) aware that watercraft must keep 400 metres from killer whales in all southern BC coastal waters. Awareness of the voluntary measure that fishing should not take place within 1,000 metres of a killer whale was divided: 49% were vaguely or definitely aware and 49% were not aware (the rest volunteered that they did not know). The majority of respondents were not aware that whale watching boats cannot be followed nor were they aware of any of the interim sanctuary zones.<sup>5</sup>

Awareness of these measures varied by subgroup. Specifically:

- Boat owners and year-round watercraft users were more likely than other recreational watercraft users to be definitely aware that watercrafts must keep 400 metres from killer whales (52% and 49%, respectively) and that boats should reduce speed when within 1,000 metres of a killer whale (62% and 68%, respectively).
- Year-round watercraft users were also more likely than those who go out on the ocean seasonally to be definitely aware that fishing should not take place within 1,000 metres of a killer whale (41% versus 24% of seasonal watercraft users).
- Awareness of several of these measures was also higher among residents of Vancouver Island compared to Metro Vancouver. Residents of Central and South Vancouver Island were more likely to be definitely aware that watercraft must keep 400 metres from killer whales (55% and 52%, respectively, versus 32% of residents of Metro Vancouver). In addition, residents of Central Vancouver Island were more likely to be definitely aware that boats should reduce speed when within 1,000 metres of a killer whale (61% versus 49% of respondents from Metro Vancouver) and that fishing should not take place within 1,000 metres of a killer whale (36% versus 23%).
- Those aged 55+ were more likely than younger respondents to definitely be aware that fishing should not take place within 1,000 metres of a killer whale (29%), that boats should reduce speed when within 1,000 metres of a killer whale (67%), and that watercraft must keep 400 metres from killer whales in all southern BC coastal waters between Campbell River and just north of Ucluelet (51%).

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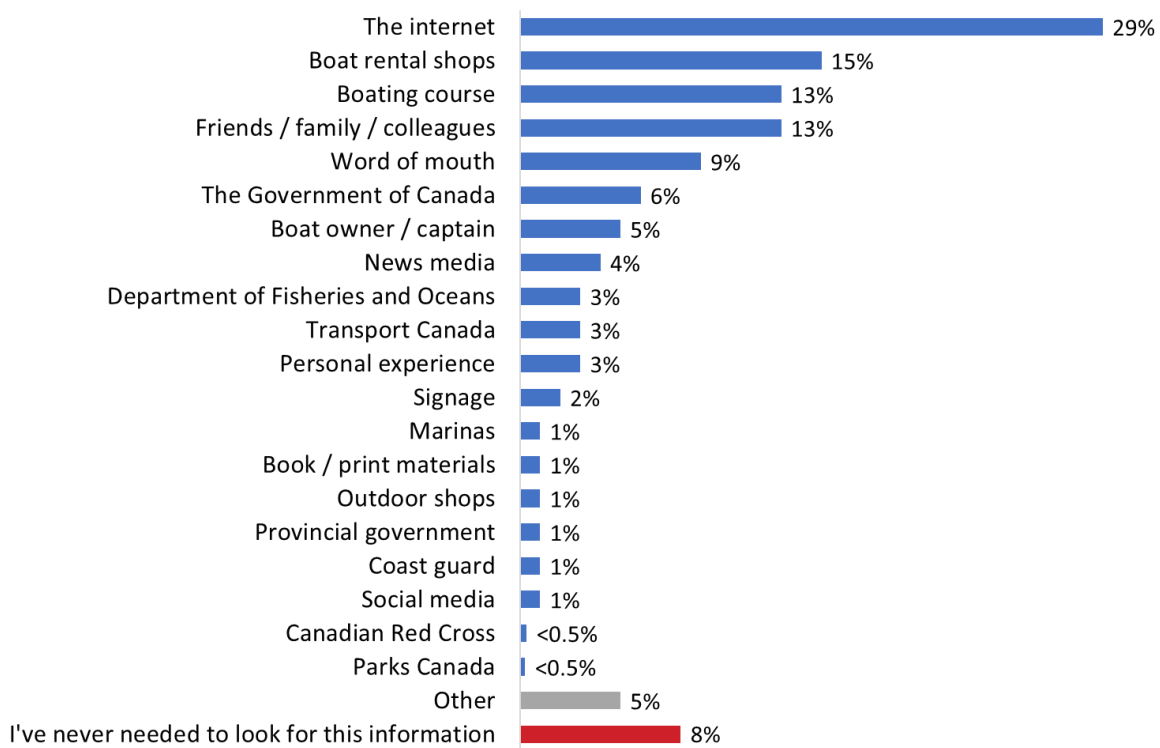
<sup>5</sup> The statement read to respondents suggested that this is mandatory rather than voluntary. This could have affected self-assessed awareness; however, upon review of the data, this does not seem to be the case. Only 1% of respondents said they don't know, and awareness was fairly evenly split between definitely and vaguely.

### 3. Information sources and communications-related habits

#### *Three in 10 search the internet for their boating safety and regulatory information*

The single largest proportion of respondents (29%) said they get their boating safety and regulatory information on the internet. Following this, 15% turn to boat rental shops, while almost as many reported getting this type of information from boating courses (13%) or friends, family and colleagues (13%). Nine percent (9%) pointed to word of mouth as the source of their boating safety and regulatory information. Figure 9 displays the full range of sources mentioned by respondents. Eight percent (8%) of those surveyed said they have never needed to look for this type of information.

Figure 9: Source of Boating Safety Regulatory Information



Q7. Where do you get your boating safety and regulatory information? [multiple responses accepted]

Base: n=750; All respondents. [DK/NR: 4%].

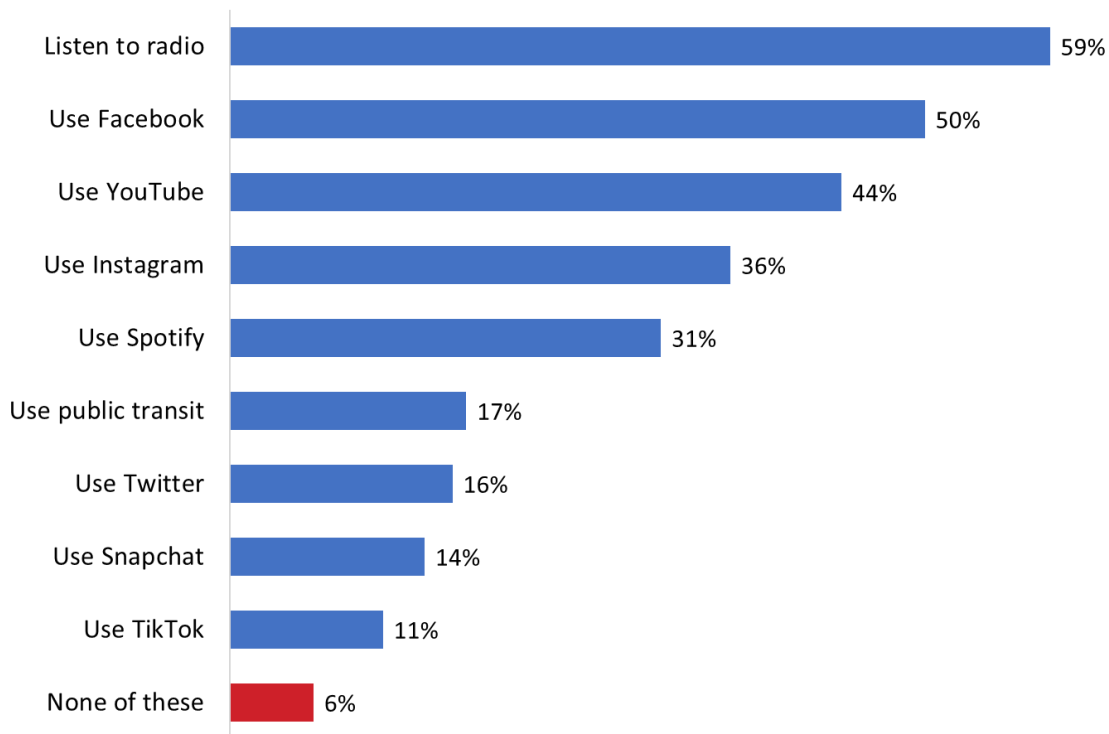
Boat owners were more likely to say they get their boating safety and regulatory information from boating courses (24%). Renters and seasonal boaters were more likely to mention boat rental shops (38% and 16%, respectively), while passengers and seasonal boaters were more apt to point to friends, family and colleagues (16% and 14%, respectively). The likelihood of mentioning the federal government was higher among boat owners, those aware of the protective measures, and those who use watercraft year-round.

### *Half listen to the radio or use Facebook daily*

When asked to identify from a list which activities they do on a daily basis, half or more said they listen to the radio (59%) and use Facebook (50%) every day. Daily use of YouTube and Instagram was also widespread (44% and 36%, respectively).

Following this, slightly less than one-third (31%) said they use Spotify on a daily basis. Other social media are used daily by significantly smaller proportions: 16% reported using Twitter daily, 14% Snapchat, and 11% TikTok. Seventeen percent (17%) said they typically use public transit every day. Notably, 6% of respondents volunteered that they do none of these activities on a daily basis.

**Figure 10: Daily Habits**



Q8. Which of the following do you typically do on a daily basis? [multiple responses accepted]

Base: n=750; All respondents. [NR: <0.5%].

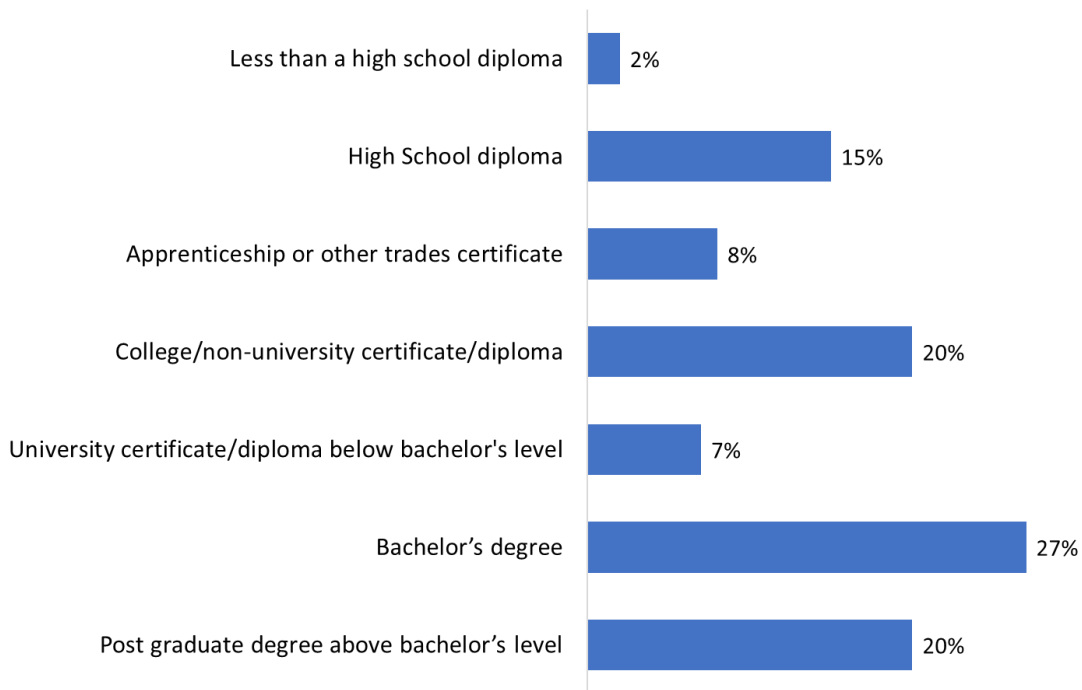
Boat owners (68%) and passengers (60%) were most likely to report listening to the radio on a daily basis. Boat renters, instead, were most likely to use YouTube (56%), Instagram (54%) and public transit (28%) on a daily basis. Recall that those who have rented a boat (or plan to) are more likely to be 18 to 34 years of age.

## 4. Profile of Respondents

*Nearly half have completed a bachelor's degree or higher*

The single largest proportion of respondents (27%) have completed a bachelor's degree, followed by one in five (20%) who have completed a post graduate degree. Taken together, nearly half have completed at least a bachelor's level education. Following this, just over one-third have completed an apprenticeship or trades certificate (8%), a college or non-university certificate or diploma (20%), or a university certificate or diploma below a bachelor's level (7%). The rest have completed a high school diploma (15%) or less formal education (2%).

**Figure 11: Level of Education**



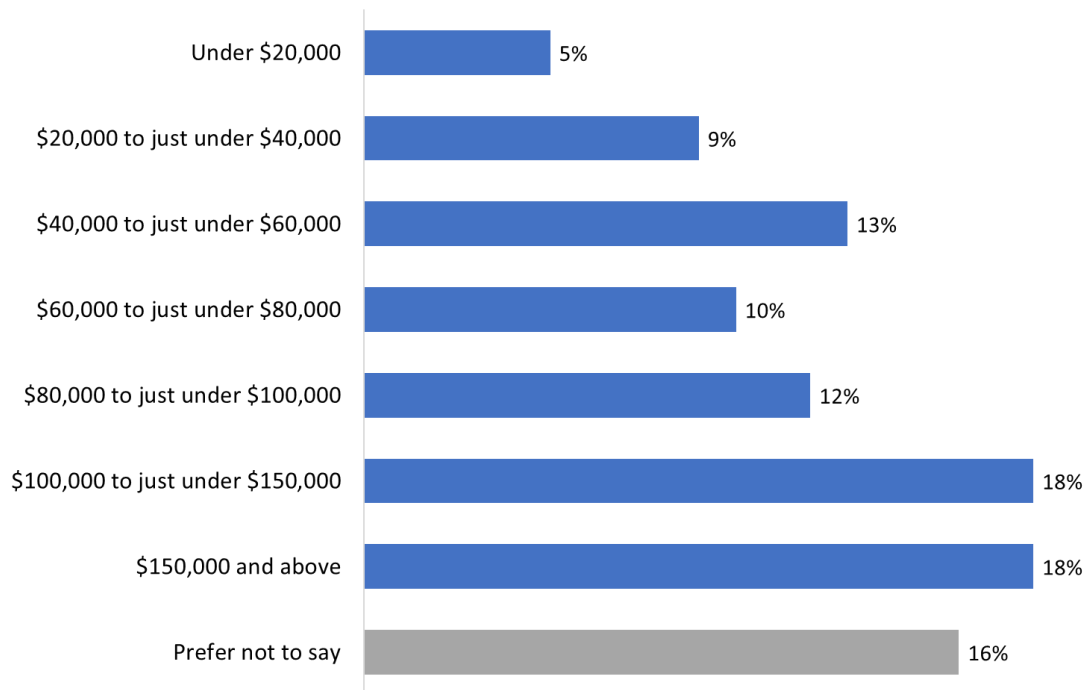
Q9. What is the highest level of formal education that you have completed?

Base: n=750; All respondents. [NR: 1%].

*One-third have a household income greater than \$100,000*

Just over one-third of respondents (36%) had a household income of \$100,000 or more last year, including half reporting an annual household income of \$150,000 and above. Following this, one in five (22%) had a household income of \$60,000 to just under \$100,000, while 13% reportedly earned \$40,000 to just under \$60,000 and 14% under \$40,000 in the last year.

**Figure 12: Household Income**



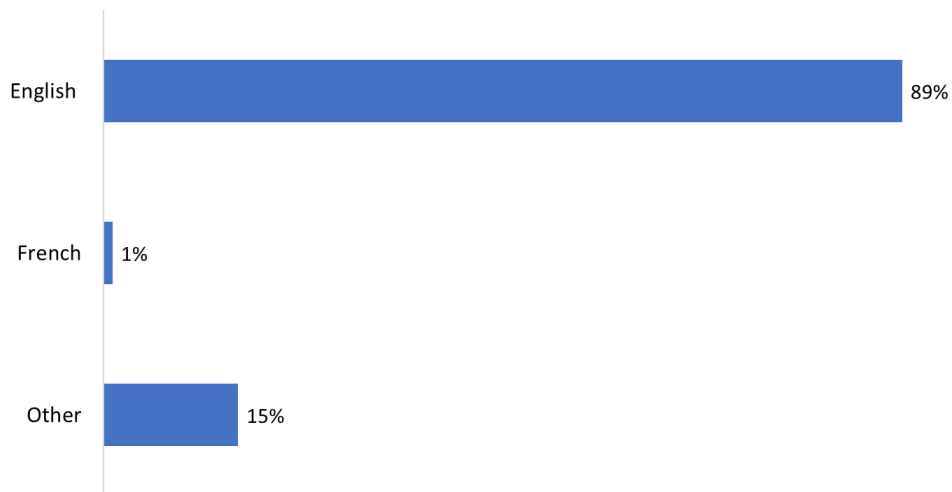
Q10. Which of the following best describes your total household income last year, before taxes, from all sources for all household members?

Base: n=750; All respondents. [NR: 1%].

### *Most respondents speak English most often at home*

Nine in 10 (89%) respondents speak English most often at home. In addition, 15% speak a non-official language most often at home and 1% speak French (i.e., are a member of an Official Language Minority Community).

**Figure 13: Language Spoken Most Often at Home**



Q11. What language do you speak most often at home?  
Base: n=750; All respondents.

### *Almost all respondents are non-Indigenous*

The large majority of respondents (95%) do not identify as Indigenous; in contrast, 4% identified themselves as First Nations, Métis, or Inuk.

**Figure 14: First Nations, Métis, and Inuk Status**



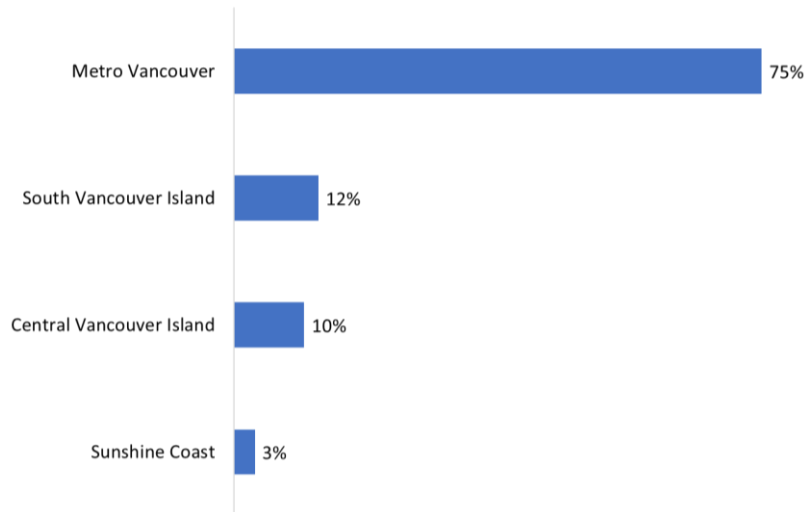
Q12. Are you First Nations, Métis or Inuk (Inuit)?  
Base: n=750; All respondents. [NR: 1%].



### *Three-quarters are based in Metro Vancouver*

Three-quarters of respondents live in Metro Vancouver (75%). Following this, one in 10 each live on South Vancouver Island (12%) or Central Vancouver Island (10%), with fewer living on the Sunshine Coast (3%).

**Figure 15: Location**

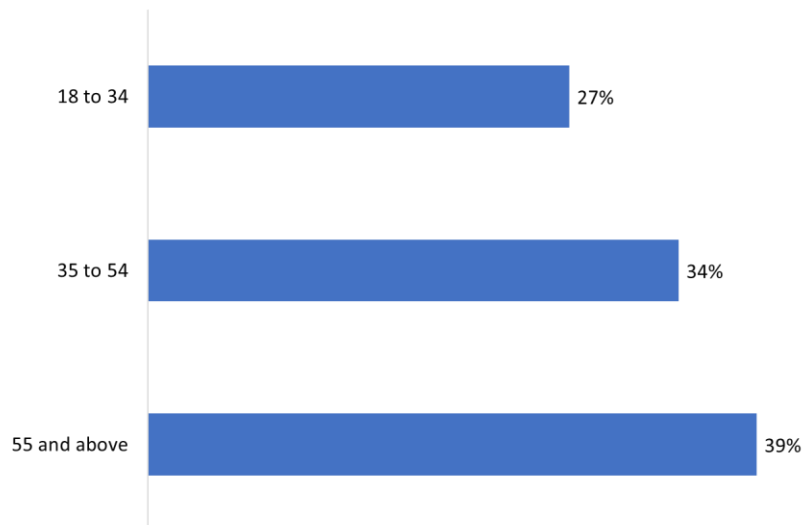


Base: n=750; All respondents

### *Age of respondents*

Respondents varied in each, with the greatest single proportion aged 55 and older.

**Figure 16: Respondent Age**

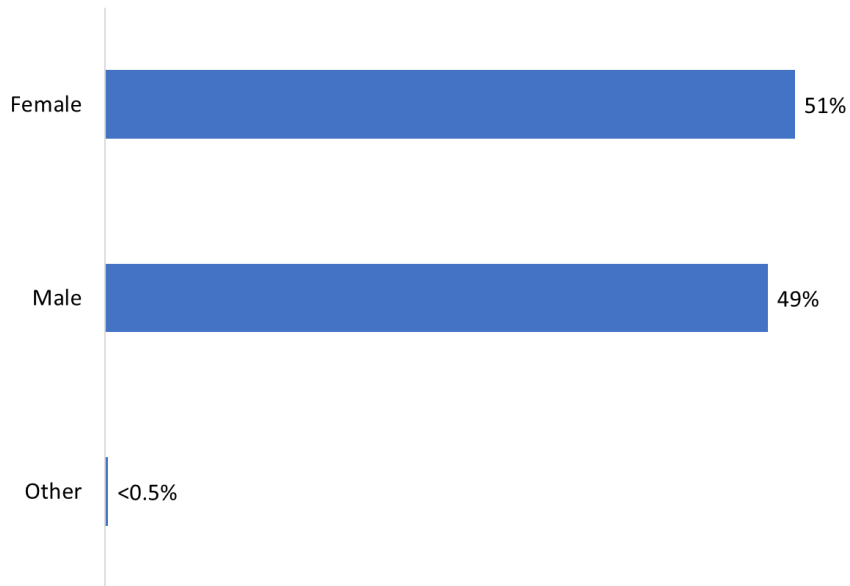


Base: n=750; All respondents. [DK/NR: 1%].

## Gender

Just over half of those surveyed identified as female (51%) with a similar proportion identifying as male (49%). Very few respondents said they identify with another gender.

Figure 17: Gender



Base: n=750; All respondents. [NR: <0.5%].

## Conclusions and Implications for Marketing and Advertising

This research yielded some noteworthy observations about residents' awareness and understanding of Southern Resident killer whales and general boating safety.

- While just over half the survey respondents said they are aware of measures to protect Southern Resident killer whales in BC coastal waters, awareness of the measures themselves was generally lower.
  - Outreach efforts may be needed to raise awareness of the specific measures, in particular the interim sanctuary zones and the measure that recreational watercrafts cannot follow whale watching boats.
- Awareness of the protective and voluntary measures tended to be higher among boat owners and year-round watercraft users.
  - These residents may benefit from seasonal reminders about the specific measures and boating safety, but they may not require concerted outreach to raise awareness and understanding.
- In contrast, awareness of the measures generally was lower among those from Metro Vancouver, those under 35 years of age and boat renters (as opposed to boat owners), and first-time recreational watercraft users.
  - Advertising and marketing directed at these populations may help to improve knowledge of, and compliance with, the safety measures. Key platforms include social media and public transportation—boat renters were most likely to use YouTube, Instagram and transit on a daily basis.
  - In addition to social media and transit, rental shops should be considered (if they are not already) an important outlet for connecting with these populations given that these audiences are less likely to be boat owners.

## Appendix

### 1. Technical Specifications

The following specifications applied to this survey:

- A 9.5-minute random digit dialling (RDD) telephone survey was administered to 750 adults aged 18 and older who reside in coastal communities located on the south coast of British Columbia and selected areas of Vancouver Island and who meet the eligibility criteria for recreational watercraft use on the ocean.
- The questionnaire was pre-tested in advance of the fieldwork to ensure that it measured what it intended to measure and that respondents understood the questions. One minor revision was made to Q3: What type of watercraft have you used on the ocean in the last few years? The modifier “recreational” was added: What type of recreational watercraft have you used on the ocean in the last few years?
- An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error.
- Based on a sample of this size, the overall results can be considered accurate within  $\pm 3.6\%$ , 19 times out of 20.
- The following table presents information about the final call dispositions for this survey and the calculation of the response rate:

	<b>Total</b>	<b>Landline</b>	<b>Cell</b>
<b>Total Numbers Attempted</b>	<b>59,396</b>	<b>34,668</b>	<b>23,590</b>
<b>Out-of-scope - Invalid</b>	<b>15,620</b>	<b>6,867</b>	<b>8,753</b>
<b>Unresolved (U)</b>	<b>28,118</b>	<b>18,247</b>	<b>9,871</b>
No answer/Answering machine	28,118	18,247	9,871
<b>In-scope - Non-responding (IS)</b>	<b>13,706</b>	<b>9,108</b>	<b>4,598</b>
Language barrier	2,431	1,758	673
Incapable of completing (ill/deceased)	10	6	4
Callback (Respondent not available)	894	400	494
Refusal	10,177	6,841	3,336
Termination	194	103	91
<b>In-scope - Responding units (R)</b>	<b>1,952</b>	<b>1,233</b>	<b>719</b>
Completed Interview	15	0	15
Quota Filled	750	442	308
Not Qualified – Under 18 years	37	0	37
Not Qualified – Does not use watercrafts	1,150	791	359

- The overall response rate was 5% (4% for the landline sample and 5% for the cell phone sample). The response rate formula is calculated as follows:  $[R=R/(U+IS+R)]$ . This means that the response rate is calculated as the number of responding units [R] divided by the

number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].

- The survey data have been weighted by region (within the target geographic area), age and gender using population figures from Statistics Canada's census data.
- A non-response analysis was conducted to assess the potential for non-response bias. Survey non-response can bias results when there are systematic differences between survey respondents and non-respondents. To undertake the analysis, characteristics of survey respondents—region, gender and age—were compared with those of the target population. Below, these comparisons are discussed and any differences between the survey sample and the population are evaluated in terms of the potential for non-response bias.
- The following table compares the survey sample on a regional basis to the population parameters by age. All survey data are unweighted. The survey sample over-represented recreational watercraft users aged 55 and older from Central Vancouver Island and from the Sunshine Coast. The result was that recreational watercraft users aged 18 to 54 from Metro Vancouver were under-represented in the survey sample. The weights that were applied to the survey sample corrected for this difference.

Region and age	Population %	Sample %	Difference
Central Vancouver Island - 18-34	2%	1%	-1%
Central Vancouver Island - 35-54	3%	5%	2%
Central Vancouver Island - 55+	5%	17%	12% <sup>6</sup>
Metro Vancouver - 18-34	22%	12%	-10% <sup>1</sup>
Metro Vancouver - 35-54	26%	17%	-9%
Metro Vancouver - 55+	27%	25%	-1%
South Vancouver Island - 18-34	3%	2%	-1%
South Vancouver Island - 35-54	4%	3%	-1%
South Vancouver Island - 55+	6%	6%	0%
Sunshine Coast - 18-34	1%	<1%	<1%
Sunshine Coast - 35-54	1%	2%	1%
Sunshine Coast - 55+	1%	8%	7% <sup>1</sup>

- The following table compares the survey sample on a regional basis to the population parameters by gender. All survey data are unweighted. The survey sample very closely matched the population in terms of gender.

Region and gender	Population %	Sample %	Difference
Central Vancouver Island - female	5%	4%	-1%
Central Vancouver Island - male	5%	5%	1%
Metro Vancouver - female	38%	34%	-4%

<sup>6</sup> The difference between the population and unweighted sample proportion exceeded the survey margin of error.

Metro Vancouver - male	37%	40%	3%
South Vancouver Island - female	6%	6%	0%
South Vancouver Island - male	6%	7%	1%
Sunshine Coast - female	2%	2%	0%
Sunshine Coast - male	2%	2%	0%

- As mentioned, weights were applied to adjust for the region-age discrepancy between the survey sample and the population. Weighting serves to reduce bias should it be present, but not to eliminate it completely.

## 2. Survey Questionnaire – English

### *Introduction*

Hello/Bonjour, my name is [Interviewer's name] and I am calling from Phoenix SPI on behalf of the Government of Canada. We are conducting a survey on current issues of interest to Canadians. Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais ? [IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

The survey takes about 10 minutes and is voluntary. Your responses will be kept confidential and anonymous, and the information provided will be administered according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation.

This survey is registered with the Canadian Research Insights Council's survey validation system. Should you have any questions about the survey, I can give you a contact person within the Government of Canada / Transport Canada. May I continue?

IF REQUESTED, THE CONTACT PERSON AT TRANSPORT CANADA IS CAROL LAU: [carol.lau@tc.gc.ca](mailto:carol.lau@tc.gc.ca).

### **[LANDLINE SAMPLE]**

- A. May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you?

- |         |   |
|---------|---|
| 01. Yes | GO TO SCR. 1  |
| 02. No  | ASK TO SPEAK TO THAT PERSON; REPEAT INTRO AS NEEDED |

### **[CELL SAMPLE]**

- B. Are you 18 years of age or older?

- |         |                   |
|---------|-------------------|
| 01. Yes | CONTINUE          |
| 02. No  | THANK/DISCONTINUE |

**TERMINATE MESSAGE-1:** "Thank you for your willingness to take part in this survey, but you need to be at least 18 years of age to participate."

- C. Are you in a place where you can safely talk on the phone and answer my questions?

- |         |                  |
|---------|------------------|
| 01. Yes | CONTINUE         |
| 02. No  | ARRANGE CALLBACK |

INTERVIEWER NOTE: If you think that respondents' setting may endanger them (e.g., driving a vehicle), hinder their participation (e.g., background distractions), or hamper their ability to respond openly (e.g., lack of privacy), suggest rescheduling the interview.

D. Does your household subscribe to a home phone service, also known as a landline?

- |                          |   |
|--------------------------|---|
| 01. Yes                  | CONTINUE  |
| 02. No                   | CONTINUE; CODE AS CELLPHONE ONLY [WATCH QUOTAS] |
| 03. Don't know           | CONTINUE  |
| 99. Prefer not to answer | CONTINUE  |

### Screening questions

SCR. 1a In the last year, did you go out on the ocean in or on a **recreational** watercraft? Recreational watercraft include power boats, sail boats, and jet skis, as well as canoes, kayaks, row boats or paddleboards that are privately owned or rented.

NOTE TO INTERVIEWER: This does not include 1) watercraft used for commercial purposes, such as tour boats, ferries, or cruise ships, nor 2) activities on lakes or rivers (respondents must have gone out on the ocean in the last year or plan to in the next year: see SCR.1b).

- |                        |                 |
|------------------------|-----------------|
| 01. Yes                | GO TO SCR. 2a   |
| 02. No                 | CONTINUE        |
| 99. Don't know/Refused | THANK/TERMINATE |

TERMINATE MESSAGE-2: "Thank you for your willingness to take part in this survey, but you do not meet the eligibility requirements of this study."

SCR. 1b [ASK IF SCR.1a=2 OR 99] In the next year, do you plan to go out on the ocean in or on a **recreational** watercraft?

- |                        |                 |
|------------------------|-----------------|
| 01. Yes                | CONTINUE        |
| 02. No                 | THANK/TERMINATE |
| 99. Don't know/Refused | THANK/TERMINATE |

TERMINATE MESSAGE-2: "Thank you for your willingness to take part in this survey, but you do not meet the eligibility requirements of this study."

SCR. 2a [IF SCR1a=01] When you were out on the ocean this last year, were you out as a watercraft owner, renter, or passenger? [ACCEPT MULTIPLE RESPONSES; WATCH DISTRIBUTIONS—IT MAY BE NECESSARY TO SCREEN-OUT PASSENGERS.]

- 01. Boat owner
- 02. Boat renter
- 03. Passenger
- 99. Don't know/Refused



SCR. 2b [IF SCR1b=01] When you go out on the ocean in the next year, will you go out as a watercraft owner, renter, or passenger? [ACCEPT MULTIPLE RESPONSES; WATCH DISTRIBUTIONS]

- 01. Boat owner
- 02. Boat renter
- 03. Passenger
- 99. Don't know/Refused

SCR. 3a May I have the first three digits of your postal code?

- FSA: \_\_\_\_\_ GO TO SCR.4a
- 99. Don't know/Refused CONTINUE

SCR. 3b [ASK IF SCR.3a=99] We need to speak with people who live on Vancouver Island, the Gulf Islands, the Sunshine Coast, or the Greater Vancouver area or use watercrafts in those areas. In which city or area of coastal British Columbia do you live or use watercrafts?

- 01. TEXT – OPEN-END CONTINUE
- 02. Do not live or use watercrafts in coastal BC THANK/TERMINATE
- 99. Don't know/Refused THANK/TERMINATE

TERMINATE MESSAGE-2: "Thank you for your willingness to take part in this survey, but you do not meet the eligibility requirements of this study."

INTERVIEWERS: IF UNCERTAIN, CHECK LIST.

Anvil Island	[SUNSHINE COAST]
Bowen Island	[SUNSHINE COAST]
Burnaby	[METRO VANCOUVER]
Campbell River	[VANCOUVER ISLAND]
Central Saanich	[VANCOUVER ISLAND]
Chemainus	[VANCOUVER ISLAND]
Cloverdale	[METRO VANCOUVER]
Comox	[VANCOUVER ISLAND]
Coquitlam	[METRO VANCOUVER]
Courtney	[VANCOUVER ISLAND]
Crofton	[VANCOUVER ISLAND]
Delta	[METRO VANCOUVER]
Discovery Islands	[UNSPECIFIED]
Duncan	[VANCOUVER ISLAND]
Gabriola Island	[GULF ISLANDS]
Galiano Island	[GULF ISLANDS]
Gambier Island	[SUNSHINE COAST]
Gibsons	[SUNSHINE COAST]
Gulf Islands	[UNSPECIFIED]

Jordan River	[VANCOUVER ISLAND]
Ladner	[METRO VANCOUVER]
Ladysmith	[VANCOUVER ISLAND]
Langdale	[SUNSHINE COAST]
Langley	[METRO VANCOUVER]
Lions Bay	[SUNSHINE COAST]
Maple Ridge	[METRO VANCOUVER]
Mayne Island	[GULF ISLANDS]
Mill Bay	[VANCOUVER ISLAND]
Nanaimo	[VANCOUVER ISLAND]
Nanoose Bay	[VANCOUVER ISLAND]
New Westminster	[METRO VANCOUVER]
North Vancouver	[METRO VANCOUVER]
Parksville	[VANCOUVER ISLAND]
Pender Island	[GULF ISLANDS]
Pitt Meadows	[METRO VANCOUVER]
Port Alberni	[VANCOUVER ISLAND]
Port Coquitlam	[METRO VANCOUVER]
Port Moody	[METRO VANCOUVER]
Port Renfrew	[VANCOUVER ISLAND]
Porteau Cove	[SUNSHINE COAST]
Powell River	[SUNSHINE COAST]
Qualicum Beach	[VANCOUVER ISLAND]
Richmond	[METRO VANCOUVER]
Salt Spring Island	[GULF ISLANDS]
Saanich	[VANCOUVER ISLAND]
Saturna Island	[GULF ISLANDS]
Sechelt	[SUNSHINE COAST]
Sidney	[VANCOUVER ISLAND]
Sooke	[VANCOUVER ISLAND]
Southern Gulf Islands	[UNSPECIFIED]
Squamish	[SUNSHINE COAST]
Sunshine Coast	[UNSPECIFIED]
Surrey	[METRO VANCOUVER]
Ucluelet	[VANCOUVER ISLAND]
Vancouver	[METRO VANCOUVER]
Vancouver Island	[UNSPECIFIED]
Victoria	[VANCOUVER ISLAND]
West Vancouver	[METRO VANCOUVER]
Whistler/Sea-to-Sky	[SUNSHINE COAST]
White Rock	[METRO VANCOUVER]

SCR.4a In what year were you born?

Record year: \_\_\_\_\_

99. [DO NOT READ] Don't know/Refused

SCR.4b [ASK IF SCR.4a=99] Would you be willing to tell me in which of the following age categories you belong?

[READ LIST; STOP WHEN RESPONDENT SELECTS AN ANSWER]

01. 18 to 24

02. 25 to 34

03. 35 to 44

04. 45 to 54

05. 55 to 64

06. 65 or older

99. [DO NOT READ] Refused

SCR. 5 What is your gender?

[READ LIST; STOP WHEN RESPONDENT SELECTS AN ANSWER]

01. Female

02. Male

03. Other

99. [DO NOT READ] Refused

*Main survey*

1. To the best of your knowledge, are there any protective measures in place to protect Southern Resident killer whales in BC coastal waters?

01. Yes

02. No

99. I don't know

2. [IF Q1=02,99: Actually, there are protective measures in place to protect killer whales, as well as some voluntary measures. / IF Q1=01: As you know, there are measures in place to protect killer whale, as well as some voluntary measures.] I'm going to read a number of them to you and I'd like you to tell me if it's something you are aware of or not. The first one is: [ROTATE ITEMS; A-C ROTATE AS A BLOCK; D-E ROTATE AS A BLOCK; F-G ROTATE AS A BLOCK]

NOTE TO INTERVIEWER: IF RESPONDENTS ARE UNCLEAR ABOUT WHAT IS MEANT BY "WATERCRAFT", PLEASE REMIND THEM THAT WATERCRAFT INCLUDES POWER BOATS, SAIL BOATS, JET SKIS, CANOES, KAYAKS, ROW BOATS OR PADDLEBOARDS.

- A. There is an interim sanctuary zone that prevents watercraft from operating off the northern part of Pender Island.
- B. There is an interim sanctuary zone that prevents watercraft from operating off parts of Saturna Island.
- C. There is an interim sanctuary zone that prevents watercraft from operating at Swiftsure Bank.
- D. Watercraft must keep 400 metres from killer whales in all southern BC coastal waters between Campbell River and just north of Ucluelet.
- E. When out on the water, you can't follow whale watching boats because some have an exemption and do not need to keep 400 metres away from all killer whales.
- F. Boats should reduce speed when within 1,000 metres of a killer whale.
- G. Fishing should not take place within 1,000 metres of a killer whale.

[READ]

- 01. Definitely aware
- 02. Vaguely aware
- 03. No
- 99. [DO NOT READ] I don't know

3. What type of recreational watercraft have you used on the ocean in the last few years? [ACCEPT ALL THAT APPLY]

[DO NOT READ LIST]

- 01. Power boat, motor boat or speedboat
- 02. Sail boat
- 03. Personal watercrafts (e.g., WaveRunners/Sea-Doos/Jet Skis)
- 04. Canoe
- 05. Kayak (includes inflatable crafts)
- 06. Row boat
- 07. Paddleboard (includes inflatable crafts)
- 08. Dinghy
- 09. Houseboat
- 10. Pontoon
- 11. Other: specify
- 99. I don't know/I can't recall

4. On average, how many times a year do you typically go out on the ocean in a watercraft for recreational purposes? Please give your answer in calendar days.

- 01. Record days:
- 02. None; my first time out will be in the next year    SKIP TO Q6
- 99. [DO NOT READ] Don't know/Refused                      SKIP TO Q6

5. [IF Q4=01] Do you tend to go out on ocean in a watercraft all year long or is this a seasonal activity?

- 01. All year

- 02. Season
- 03. [VOLUNTEERED] It depends
- 99. Don't know/Refused

6. When you go out on the ocean, do you wear a life jacket or personal flotation device?

- 01. Yes
- 02. No
- 03. [VOLUNTEERED] It depends on the type of watercraft
- 04. [VOLUNTEERED] It depends on the situation/people involved
- 99. Don't know/Refused

7. Where do you get your boating safety and regulatory information? [ACCEPT ALL THAT APPLY]

[DO NOT READ LIST]

- 01. The internet/Google
- 02. Transport Canada
- 03. Parks Canada
- 04. Department of Fisheries and Oceans (DFO)
- 05. The Government of Canada
- 06. Canadian Red Cross
- 07. Social Media
- 08. Outdoors shops
- 09. Boat rental shops
- 10. Marinas
- 11. Friends/family/colleagues
- 12. Word of mouth
- 13. News media
- 14. Other: specify
- 15. I've never needed to look for this information
- 99. I don't know/I can't recall

8. Which of the following do you typically do on a daily basis? [ACCEPT ALL THAT APPLY]

[RANDOMIZE; READ LIST]

- 01. Listen to radio
- 02. Use public transit
- 03. Use Facebook
- 04. Use Instagram
- 05. Use Spotify
- 06. Use Twitter
- 07. Use YouTube
- 08. Use Snapchat
- 09. Use TikTok
- 10. [VOLUNTEERED] None of these
- 99. [DO NOT READ] Prefer not to answer

### *Demographics*

We have a couple final questions for statistical classification purposes. Be assured that your responses will be held in strict confidence.

9. What is the highest level of formal education that you have completed?

[READ LIST; STOP WHEN RESPONDENT SELECTS AN ANSWER]

- 01. Less than a High School diploma or equivalent
- 02. High School diploma or equivalent
- 03. Registered Apprenticeship or other trades certificate or diploma
- 04. College, CEGEP or other non-university certificate or diploma
- 05. University certificate or diploma below bachelor's level
- 06. Bachelor's degree
- 07. Post graduate degree above bachelor's level
- 99. [DO NOT READ] Prefer not to answer

10. Which of the following best describes your total household income last year, before taxes, from all sources for all household members?

[READ LIST; STOP WHEN RESPONDENT SELECTS AN ANSWER]

- 01. Under \$20,000
- 02. \$20,000 to just under \$40,000
- 03. \$40,000 to just under \$60,000
- 04. \$60,000 to just under \$80,000
- 05. \$80,000 to just under \$100,000
- 06. \$100,000 to just under \$150,000
- 07. \$150,000 and above
- 99. [DO NOT READ] Prefer not to answer

11. What language do you speak most often at home? [ACCEPT ALL THAT APPLY]

[DO NOT READ]

- 01. English
- 02. French
- 03. Other [DO NOT SPECIFY]
- 99. Prefer not to answer

Finally,

12. Are you First Nations, Métis or Inuk (Inuit)?

[DO NOT READ]

- 01. No
- 02. Yes
- 99. Prefer not to say

### *Conclusion*

That concludes the survey. Thank you very much for your thoughtful feedback. This survey was conducted on behalf of Transport Canada.

### 3. Survey Questionnaire – French

#### Introduction

Hello/Bonjour, je m'appelle [nom de l'intervieweur]. Je vous téléphone au nom de Phoenix SPI, qui a été chargé par le gouvernement du Canada de mener un sondage sur des enjeux actuels qui présentent un intérêt pour les Canadiens. Préférez-vous continuer en français ou en anglais? Would you prefer that I continue in English or French? [AU BESOIN : Thank you. Someone will contact you shortly to conduct the survey in English.]

Il vous faudra environ 10 minutes pour répondre au sondage. Vous êtes libre d'y participer ou non. Vos réponses demeureront confidentielles et anonymes et les renseignements que vous fournirez seront gérés conformément aux exigences de la *Loi sur la protection des renseignements personnels*, de la *Loi sur l'accès à l'information* et de toute autre loi pertinente.

Le sondage est enregistré dans le Système d'enregistrement des sondages du Conseil de recherche et d'intelligence marketing canadien. Si vous avez des questions au sujet du sondage, je peux vous donner le nom d'une personne-ressource qui travaille au gouvernement du Canada / à Transports Canada. Puis-je continuer?

SI LA PERSONNE LE DEMANDE, LUI FOURNIR LE NOM DE LA PERSONNE-RESSOURCE À TRANSPORTS CANADA : CAROL LAU: [carol.lau@tc.gc.ca](mailto:carol.lau@tc.gc.ca).

#### [ÉCHANTILLON DE RÉPONDANTS JOINTS PAR LIGNE TERRESTRE]

A. Puis-je parler à la personne de votre foyer qui a 18 ans ou plus et qui a célébré son anniversaire le plus récemment? Est-ce que ce serait vous?

01. Oui

PASSER À SCR. 1

02. Non

DEMANDER DE PARLER À CETTE PERSONNE; RÉPÉTER

L'INTRODUCTION AU BESOIN

#### [ÉCHANTILLON DE RÉPONDANTS JOINTS PAR CELLULAIRE]

B. Avez-vous 18 ans ou plus?

01. Oui

CONTINUER

02. Non

REMERCIER/METTRE FIN À L'APPEL

MESSAGE POUR METTRE FIN À L'APPEL-1: « Nous vous remercions d'avoir accepté de répondre au sondage, mais vous devez avoir au moins 18 ans pour y participer. »
--

C. Vous trouvez-vous à un endroit où vous pouvez parler au téléphone en toute sécurité et répondre à mes questions?

01. Oui

CONTINUER

02. Non

FIXER UN RENDEZ-VOUS POUR LE RAPPEL



NOTE À L'INTENTION DE L'INTERVIEWEUR : Si vous croyez que l'environnement dans lequel se trouve le répondant pourrait présenter un danger pour lui (p. ex., la personne conduit un véhicule), nuire à sa participation (p. ex., distractions en arrière-plan) ou nuire à sa capacité de répondre ouvertement (p. ex., manque d'intimité), proposer de fixer un autre rendez-vous pour l'entretien.

D. Votre foyer est-il abonné à un service téléphonique résidentiel, aussi appelé une ligne terrestre?

- |                             |   |
|-----------------------------|---|
| 01. Oui                     | CONTINUER                                   |
| 02. Non                     | CONTINUER; CODER COMME CELLULAIRE SEULEMENT |
| [VÉRIFIER LES QUOTAS]       |   |
| 03. Ne sait pas             | CONTINUER                                   |
| 99. Préfère ne pas répondre | CONTINUER                                   |

### Questions de présélection

SCR. 1a Au cours de la dernière année, avez-vous navigué sur l'océan dans une embarcation de **plaisance**? Les embarcations de plaisance comprennent les bateaux à moteur, les voiliers et les motomarines, ainsi que les canots, les kayaks, les barques à rames et les planches à pagaie que l'on peut posséder ou louer.

NOTE À L'INTENTION DE L'INTERVIEWEUR : Cela ne comprend pas 1) les embarcations utilisées à des fins commerciales, comme les bateaux-mouches, les traversiers ou les navires de croisière, ni 2) les activités sur les lacs ou les rivières (les répondants doivent avoir navigué sur l'océan au cours de la dernière année ou prévoir y aller au cours de la prochaine année : voir la question SCR.1b).

- |                                    |                                |
|------------------------------------|--------------------------------|
| 01. Oui                            | PASSER À SCR. 2a               |
| 02. Non                            | CONTINUER                      |
| 99. Ne sait pas/refuse de répondre | REMERCIER/METTRE FIN À L'APPEL |

MESSAGE POUR METTRE FIN À L'APPEL-2: « Nous vous remercions d'avoir accepté de participer au sondage, mais vous ne répondez pas aux critères d'admissibilité de l'étude. »

SCR. 1b [DEMANDER SI SCR.1a=2 OU 99] Avez-vous l'intention de naviguer, au cours de la prochaine année, sur l'océan dans une embarcation de **plaisance**?

- |                                    |                                |
|------------------------------------|--------------------------------|
| 01. Oui                            | CONTINUER                      |
| 02. Non                            | REMERCIER/METTRE FIN À L'APPEL |
| 99. Ne sait pas/refuse de répondre | REMERCIER/METTRE FIN À L'APPEL |

MESSAGE POUR METTRE FIN À L'APPEL-2: « Nous vous remercions d'avoir accepté de participer au sondage, mais vous ne répondez pas aux critères d'admissibilité de l'étude. »

SCR. 2a [SI SCR1a=01] Lorsque vous avez navigué sur l'océan au cours de la dernière année, l'avez-vous fait à titre de propriétaire d'embarcation, de locataire ou de passager? [ACCEPTER PLUSIEURS RÉPONSES; VÉRIFIER LA RÉPARTITION—IL POURRAIT ÊTRE NÉCESSAIRE DE REJETER LA PARTICIPATION DE CERTAINS PASSAGERS.]

- 01. Propriétaire d'embarcation
- 02. Locataire d'embarcation
- 03. Passager
- 99. Ne sait pas/refuse de répondre

SCR. 2b [SI SCR1b=01] Lorsque vous naviguerez sur l'océan au cours de la prochaine année, le ferez-vous à titre de propriétaire d'embarcation, de locataire ou de passager? [ACCEPTER PLUSIEURS RÉPONSES; VÉRIFIER LA RÉPARTITION—IL POURRAIT ÊTRE NÉCESSAIRE DE REJETER LA PARTICIPATION DE CERTAINS PASSAGERS.]

- 01. Propriétaire d'embarcation
- 02. Locataire d'embarcation
- 03. Passager
- 99. Ne sait pas/refuse de répondre

SCR. 3a Puis-je avoir les trois premiers caractères de votre code postal?

- RTA : \_\_\_\_\_ PASSER À SCR.4a
- 99. Ne sait pas/refuse de répondre CONTINUER

SCR. 3b [DEMANDER SI SCR.3a=99] Nous devons parler à des personnes qui habitent sur l'île de Vancouver, les îles Gulf, la Sunshine Coast ou dans la grande région de Vancouver ou qui se servent d'embarcations dans ces secteurs. Dans quelle ville ou secteur de la région côtière de la Colombie-Britannique habitez-vous ou utilisez-vous des embarcations?

- 01. TEXTE – OUVERT CONTINUER
- 02. N'habite pas ou n'utilise pas des embarcations dans la région côtière de la C.-B. REMERCIER/METTRE FIN À L'APPEL
- 99. Ne sait pas/refuse de répondre REMERCIER/METTRE FIN À L'APPEL

MESSAGE POUR METTRE FIN À L'APPEL-2: « Nous vous remercions d'avoir accepté de participer au sondage, mais vous ne répondez pas aux critères d'admissibilité de l'étude. »
--

INTERVIEWEURS : EN CAS D'INCERTITUDE, VÉRIFIER LA LISTE.

- |                |                              |
|----------------|------------------------------|
| Île Anvil      | [SUNSHINE COAST]             |
| Île Bowen      | [SUNSHINE COAST]             |
| Burnaby        | [GRANDE RÉGION DE VANCOUVER] |
| Campbell River | [ÎLE DE VANCOUVER]           |
| Chemainus      | [ÎLE DE VANCOUVER]           |
| Cloverdale     | [GRANDE RÉGION DE VANCOUVER] |

Comox	[ÎLE DE VANCOUVER]
Coquitlam	[GRANDE RÉGION DE VANCOUVER]
Courtney	[ÎLE DE VANCOUVER]
Crofton	[ÎLE DE VANCOUVER]
Delta	[GRANDE RÉGION DE VANCOUVER]
Duncan	[ÎLE DE VANCOUVER]
Île Gabriola	[ÎLES GULF]
Île Galiano	[ÎLES GULF]
Île Gambier	[SUNSHINE COAST]
Gibsons	[SUNSHINE COAST]
Jordan River	[ÎLE DE VANCOUVER]
Ladner	[GRANDE RÉGION DE VANCOUVER]
Ladysmith	[ÎLE DE VANCOUVER]
Langdale	[SUNSHINE COAST]
Langley	[GRANDE RÉGION DE VANCOUVER]
Lions Bay	[SUNSHINE COAST]
Île Mayne	[ÎLES GULF]
Mill Bay	[ÎLE DE VANCOUVER]
Nanaimo	[ÎLE DE VANCOUVER]
Nanoose Bay	[ÎLE DE VANCOUVER]
New Westminster	[GRANDE RÉGION DE VANCOUVER]
Nord de Vancouver	[GRANDE RÉGION DE VANCOUVER]
Parksville	[ÎLE DE VANCOUVER]
Île Pender	[ÎLES GULF]
Port Coquitlam	[GRANDE RÉGION DE VANCOUVER]
Port Moody	[GRANDE RÉGION DE VANCOUVER]
Port Renfrew	[ÎLE DE VANCOUVER]
Porteau Cove	[SUNSHINE COAST]
Powell River	[SUNSHINE COAST]
Qualicum Beach	[ÎLE DE VANCOUVER]
Richmond	[GRANDE RÉGION DE VANCOUVER]
Île Salt Spring	[ÎLES GULF]
Île Saturna	[ÎLES GULF]
Sechelt	[SUNSHINE COAST]
Sidney	[ÎLE DE VANCOUVER]
Sooke	[ÎLE DE VANCOUVER]
Squamish	[SUNSHINE COAST]
Surrey	[GRANDE RÉGION DE VANCOUVER]
Ucluelet	[ÎLE DE VANCOUVER]
Vancouver	[GRANDE RÉGION DE VANCOUVER]
Victoria	[ÎLE DE VANCOUVER]
Ouest de Vancouver	[GRANDE RÉGION DE VANCOUVER]
White Rock	[GRANDE RÉGION DE VANCOUVER]

SCR.4a En quelle année êtes-vous né(e)?

Inscrire l'année : \_\_\_\_\_

99. [NE PAS LIRE] Ne sait pas/refuse de répondre

SCR.4b [DEMANDER SI SCR.4a=99] Pourriez-vous me dire à quel groupe d'âge, parmi les options suivantes, vous appartenez?

[LIRE LA LISTE; ARRÊTER LORSQUE LE RÉPONDANT CHOISIT UNE RÉPONSE]

01. 18 à 24 ans

02. 25 à 34 ans

03. 35 à 44 ans

04. 45 à 54 ans

05. 55 à 64 ans

06. 65 ans ou plus

99. [NE PAS LIRE] Refuse de répondre

SCR. 5 Quel est votre genre?

[LIRE LA LISTE; ARRÊTER LORSQUE LE RÉPONDANT CHOISIT UNE RÉPONSE]

01. Femme

02. Homme

03. Autre

99. [NE PAS LIRE] Refuse de répondre

### *Sondage principal*

13. Au meilleur de vos connaissances, y a-t-il des mesures en place pour protéger les épaulards résidents du sud dans les eaux côtières de la Colombie-Britannique?

01. Oui

02. Non

99. Je ne sais pas

14. [SI Q1=02,99 : En fait, il y a des mesures en place pour protéger les épaulards, ainsi que certaines mesures volontaires. / SI Q1=01 : Comme vous le savez, il y a des mesures en place pour protéger les épaulards, ainsi que certaines mesures volontaires.] Je vais vous lire un certain nombre d'entre elles et j'aimerais que vous me dites si vous étiez au courant ou non. La première est : [ALTERNER L'ORDRE DES MESURES; ALTERNER LES MESURES A À C COMME UN BLOC; ALTERNER LES MESURES D ET E COMME UN BLOC; ALTERNER LES MESURES F ET G COMME UN BLOC]

NOTE À L'INTENTION DE L'INTERVIEWEUR : SI LES RÉPONDANTS NE SAVENT PAS CE QU'ON ENTEND PAR « EMBARCATION », LEUR RAPPELER QUE LE TERME COMPREND LES BATEAUX À

MOTEUR, LES VOILIERS, LES MOTOMARINES, LES CANOTS, LES KAYAKS, LES BARQUES À RAMES ET LES PLANCHES À PAGAIE.

- A. Une zone sanctuaire provisoire interdit la circulation d'embarcations aux larges de l'île Pender nord.
- B. Une zone sanctuaire provisoire interdit la circulation d'embarcations aux larges de certaines parties de l'île Saturna.
- C. Une zone sanctuaire provisoire interdit la circulation d'embarcations dans une partie du banc Swiftsure.
- D. Une embarcation doit se tenir à 400 mètres des épaulards dans toutes les eaux côtières du sud de la Colombie-Britannique entre Campbell River et le nord d'Ucluelet.
- E. Lorsque vous naviguez sur l'eau, vous ne pouvez suivre les bateaux d'observation des baleines parce que certains jouissent d'une exemption et n'ont pas besoin de maintenir une distance de 400 mètres entre eux et les épaulards.
- F. Les bateaux devraient réduire leur vitesse lorsqu'ils se trouvent à moins de 1000 mètres d'un épaulard.
- G. On ne devrait pas pêcher à moins de 1000 mètres d'un épaulard.

[LIRE]

- 01. Assurément au courant
- 02. Vaguement au courant
- 03. Non
- 99. [NE PAS LIRE] Je ne sais pas

15. Quel type d'embarcation avez-vous utilisé sur l'océan au cours des dernières années?  
[ACCEPTER TOUTES LES RÉPONSES QUI S'APPLIQUENT]

[NE PAS LIRE LA LISTE]

- 01. Bateau à moteur
- 02. Voilier
- 03. Embarcation personnelle (p. ex., motomarine)
- 04. Canot
- 05. Kayak (comprend les embarcations gonflables)
- 06. Barque à rames
- 07. Planche à pagaie (comprend les planches gonflables)
- 08. Canot pneumatique
- 09. Bateau-logement
- 10. Ponton
- 11. Autre : veuillez préciser
- 99. Je ne sais pas/je ne me souviens pas

16. En moyenne, combien de fois par année naviguez-vous généralement sur l'océan dans une embarcation à des fins récréatives? Veuillez nous répondre en jours civils.

- 01. Inscrire le nombre de jours :
  - 02. Jamais; ma première fois aura lieu au cours de la prochaine année
  - 99. [NE PAS LIRE] Ne sait pas/refuse de répondre
- PASSER À LA Q6  
PASSER À LA Q6

17. [SI Q4=01] Avez-vous tendance à naviguer sur l'océan à longueur d'année ou s'agit-il d'une activité saisonnière?

01. À longueur d'année  
02. De manière saisonnière  
03. [RÉPONSE SPONTANÉE] Cela dépend  
99. Ne sait pas/refuse de répondre

18. Lorsque vous naviguez sur l'océan, portez-vous un gilet de sauvetage ou un dispositif de flottaison?

01. Oui  
02. Non  
03. [RÉPONSE SPONTANÉE] Cela dépend du type d'embarcation  
04. [RÉPONSE SPONTANÉE] Cela dépend de la situation/des personnes concernées  
99. Ne sait pas/refuse de répondre

19. Où obtenez-vous des renseignements sur la sécurité en bateau et la réglementation?  
[ACCEPTER TOUTES LES RÉPONSES QUI S'APPLIQUENT]

[NE PAS LIRE LA LISTE]

01. Internet/Google  
02. Transports Canada  
03. Parcs Canada  
04. Ministère des Pêches et des Océans (MPO)  
05. Le gouvernement du Canada  
06. Croix-Rouge canadienne  
07. Médias sociaux  
08. Boutiques de plein air  
09. Magasins de location de bateaux  
10. Marinas  
11. Amis/famille/collègues  
12. Bouche-à-oreille  
13. Médias  
14. Autre : veuillez préciser  
15. Je n'ai jamais eu besoin d'effectuer de telles recherches  
99. Je ne sais pas/je ne me souviens pas

20. Parmi les activités suivantes, laquelle ou lesquelles faites-vous généralement chaque jour?  
[ACCEPTER TOUTES LES RÉPONSES QUI S'APPLIQUENT]

[ALTERNER L'ORDRE DES CHOIX DE RÉPONSE; LIRE LA LISTE]

01. Écouter la radio  
02. Utiliser le transport en commun  
03. Utiliser Facebook  
04. Utiliser Instagram

- 05. Utiliser Spotify
- 06. Utiliser Twitter
- 07. Utiliser YouTube
- 08. Utiliser Snapchat
- 09. Utiliser TikTok
- 10. [RÉPONSE SPONTANÉE] Aucune de ces activités
- 99. [NE PAS LIRE] Je préfère ne pas répondre

### *Renseignements démographiques*

Les dernières questions vous seront posées à des fins de classification statistique. Soyez assuré(e) que vos réponses demeureront confidentielles.

21. Quel est le plus haut niveau de scolarité que vous avez atteint?

[LIRE LA LISTE; ARRÊTER LORSQUE LE RÉPONDANT CHOISIT UNE RÉPONSE]

- 01. Niveau inférieur à un diplôme d'études secondaires ou équivalent
- 02. Diplôme d'études secondaires ou équivalent
- 03. Diplôme d'apprenti ou autre certificat ou diplôme d'une école de métiers
- 04. Certificat ou diplôme d'un collège, d'un cégep ou d'un établissement d'enseignement autre qu'une université
- 05. Certificat ou diplôme universitaire inférieur à un baccalauréat
- 06. Baccalauréat
- 07. Diplôme d'études supérieures
- 99. [NE PAS LIRE] Je préfère ne pas répondre

22. Laquelle des catégories suivantes décrit le mieux le revenu total de votre ménage l'an dernier? Il s'agit du revenu total combiné de toutes les personnes de votre foyer, avant impôts.

[LIRE LA LISTE; ARRÊTER LORSQUE LE RÉPONDANT CHOISIT UNE RÉPONSE]

- 01. Moins de 20 000 \$
- 02. De 20 000 \$ à un peu moins de 40 000 \$
- 03. De 40 000 \$ à un peu moins de 60 000 \$
- 04. De 60 000 \$ à un peu moins de 80 000 \$
- 05. De 80 000 \$ à un peu moins de 100 000 \$
- 06. De 100 000 \$ à un peu moins de 150 000 \$
- 07. 150 000 \$ ou plus
- 99. [NE PAS LIRE] Je préfère ne pas répondre

23. Quelle langue parlez-vous le plus souvent à la maison? [ACCEPTER TOUTES LES RÉPONSES QUI S'APPLIQUENT]

[NE PAS LIRE]

- 01. Anglais

- 02. Français
- 03. Autre [NE PAS PRÉCISER]
- 99. Je préfère ne pas répondre

Finalement,

24. Êtes-vous de descendance inuite, métisse ou des Premières Nations?

[NE PAS LIRE]

- 01. Non
- 02. Oui
- 99. Je préfère ne pas répondre

### *Conclusion*

Le sondage est maintenant terminé. Nous vous remercions chaleureusement pour votre participation. Le sondage a été réalisé pour le compte de Transports Canada.