

WORKING PAPER SERIES **GREENBELT FOUNDATION**

The Greenbelt Value of Nature Survey for Recreation in the Greater Golden Horseshoe

November 2021



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The Greenbelt Value of Nature Survey for Recreation in the Greater Golden Horseshoe

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I. About the Research

A. Introduction

The Strategic Counsel is pleased to provide the Greenbelt Foundation with this report of findings from the 2021 'The Greenbelt Value of Nature' survey. The overall purpose of the research is to collect in-depth data from residents of the Greater Golden Horseshoe region (GGH) about their interactions with nature, as input into building a 'case for support' for continued protection of and investment in parks and natural areas that support recreational uses.

The research is designed to build on the findings from the 2012 Canadian Nature Survey¹, including to better understand the activities and expenditures of people living in the GGH on a wide range of nature-based activities in the last 12 months.

B. Research Objectives

Specific objectives for the research include examining:

- Overall importance of access to nature;
- Motivations for and barriers to seeking out nature-based activities;
- Ways in which people have connected to nature in the last 12 months, including: number of days spent engaging in different activities close to and farther away from home, and amount of money spent on each activity;
- Impact of the COVID-19 pandemic on amount of time engaged in different activities;
- Number and typical duration of trips greater than 20km away from home to areas in Ontario's Greenbelt in order to connect with nature;
- Locations of most common nature-based trips, both close to and farther away from home;
- Participation in volunteer nature conservation activities during the last 12 months; and,

¹ The 2012 Canadian Nature Survey was developed through active collaboration between the federal government and all 13 provincial and territorial governments, with the involvement of officials from departments including those responsible for managing natural resources, wildlife, land use, nature and biodiversity conservation. Details are available at <https://biodivcanada.chm-cbd.net/documents/canadian-nature-survey>.

- Donation, maintenance, restoration and/or purchase of land for nature-based purposes.

C. Methodology

The survey was undertaken using a probability-based online panel methodology. All panel members are recruited via random digital dialing (RDD), meaning that every member of the population has an equal and known chance of being invited to join the panel and later (once they are members of the panel) of being invited to do the survey.

A total of n=1,253 adults aged 18-79 living in the Greater Golden Horseshoe completed the online survey between the dates of July 21st to August 13th, 2021. The total sample is weighted proportionate-to-population by region, age, gender identity, educational attainment, and immigrant status.

The geographic scope of the Greater Golden Horseshoe matches the definition within the Province of Ontario's 2005 Places to Grow Act:

- 'Core' – Durham Region, Halton Region, Hamilton, Niagara Region, Peel Region, City of Toronto, York Region
- 'Extended' – Brant (County of Brant and Brantford), Dufferin County, Haldimand County, Kawartha Lakes, Northumberland County, Peterborough (Peterborough County and the city of Peterborough), Simcoe (Simcoe County, Barrie and Orillia), Waterloo Region, Wellington (Wellington County and Guelph)

The margin of error for a total sample of n=1,253 is ± 2.76 percentage points, 19 times out of 20. The margin of error for sub-samples is larger (see Appendix A for more detail).

Sample Design:

| Region | Unweighted (n=) | Weighted (n=) | MOE (\pm pct. points, 19 times out of 20) |
|--|--------------------|------------------|---|
| City of Toronto | 402 | 380 | ± 5.03 |
| Other GTA: Halton, Peel, York, Durham | 475 | 497 | ± 4.4 |
| Hamilton and Niagara Region | 175 | 135 | ± 8.43 |
| Extended West: Waterloo, Wellington, Guelph, Dufferin County, Brant, Haldimand | 101 | 134 | ± 8.43 |

| | | | |
|--|-----|-----|------|
| Extended East: Simcoe County, Barrie, Orillia, Peterborough, Kawartha Lakes, Northumberland County | 100 | 100 | ±9.8 |
|--|-----|-----|------|

SPECIAL NOTES:

- A number of questions ask respondents to report on activities and expenditures for the previous 12 months during the COVID-19 pandemic, and so the findings should not be considered representative of a 'typical' year.
- While similar questions were asked, the findings cannot be directly compared to the 2012 Canadian Nature Survey, as it used a different methodology (mail, online, opt-in supplement and community-based).
- 'Nature', is defined as 'natural areas or environments like parks, gardens, conservation areas, farmland, countryside, grasslands, forests, wetlands, waterfalls, rivers and lakes'.
- Responses to questions may not sum to exactly 100% due to rounding, or because the question allows for multiple responses.

D. Interpreting Participation and Spend Data

Like the 2012 Canadian Nature Survey, the survey included detailed questions asking respondents to report the number of days in the last 12 months spent engaging 22 different nature-based activities both at/within 20 km of home, and farther than 20km from home. Respondents were also asked to estimate the amount of money they spent on each activity in three categories – food and/or accommodation, transportation, and equipment, fees or supplies – and, if they paid for other members of their household, to include those costs in their estimates.

The method used to extrapolate spending to represent the Greater Golden Horseshoe adult population (18+) is the same as in the 2012 Canadian Nature Survey to facilitate broad comparisons. The 'average yearly, per participant' expenditure is the average dollar amount reported for the activity divided by the number of people covered by the expenditure. In cases where the respondent did not indicate how many people were included in the reported expense(s), the number of household members was imputed (i.e., how many people the expenses covered) based on the average reported by all respondents for that question.

Population counts for the Greater Golden Horseshoe in the table below are based on Statistics Canada 2016 Census data. The 'total spent by GGH residents ages 18+, per participant' expenditures were derived by multiplying the 'average yearly, per participant' amount spent on the activity by the proportion of GGH residents ages 18+ estimated to have participated in the activity in the last 12 months. The 2016 Census household counts

were not used in any calculations and are provided for additional context and convenience.

| Population Counts for the Greater Golden Horseshoe | Statistics Canada 2016 Census | | |
|--|-------------------------------|-------------------|------------------|
| | Total Population | Population 18+ | Households* |
| ONTARIO | 13,448,494 | 10,753,523 | 5,169,174 |
| GREATER GOLDEN HORSESHOE | 9,181,259 | 7,321,380 | 3,405,826 |
| Region of Niagara | 447,888 | 365,702 | 183,828 |
| Haldimand County | 45,608 | 36,159 | 17,502 |
| Brant (Brant, Brantford, Six Nations, New Credit) | 134,808 | 106,123 | 52,722 |
| City of Hamilton | 536,917 | 430,519 | 211,596 |
| County of Wellington | 222,726 | 175,081 | 85,281 |
| Region of Waterloo | 535,154 | 419,608 | 203,832 |
| Region of Halton | 548,435 | 419,356 | 192,977 |
| Region of Peel | 1,381,739 | 1,069,921 | 430,180 |
| City of Toronto | 2,731,571 | 2,246,121 | 1,112,929 |
| Region of York | 1,109,909 | 869,388 | 357,084 |
| Region of Durham | 645,862 | 503,895 | 227,906 |
| County of Dufferin | 61,735 | 47,730 | 21,918 |
| County of Simcoe | 479,650 | 383,141 | 183,536 |
| City of Kawartha Lakes | 75,423 | 63,156 | 31,106 |
| County of Peterborough | 138,236 | 113,922 | 57,743 |
| County of Northumberland | 85,598 | 71,558 | 35,686 |

*Private dwellings occupied by usual residents

II. Overview of Key Findings

This section provides an overview of highlights from the survey. The detailed findings for each question are included in the next section.

1. Participation in Nature-Based Activities in the Last 12 Months

Overall, 85% of adults living in the Greater Golden Horseshoe region (GGH) participated in at least one of the 22 nature-based activities in the last 12 months.

The survey measured participation across 22 different nature-based activities in the last 12 months, both at or close to home (within 20km) and farther away from home (more than 20km). The chart below shows the proportion of adults ages 18-79 who participated in each activity for at least one day (any distance) as well as an estimate² of the number of people (in millions).

Overall, 85%, representing more than 6.2 million people, participated in at least one of the activities during the previous 12-month period.

The top activities, engaged in by more than half of people, were: relaxing in an outdoor setting to enjoy nature (71%), walking or hiking in natural areas (69%), and gardening or landscaping with plants (56%). Picnicking/BBQs with family or friends in natural areas (for example, in parks or near lakes or streams) was also a popular activity, engaged in by 4-in-10 (39%) in the last 12 months.

At least 2-in-10 (20%) GGH residents engaged in 10 of the 22 activities, and at least 1-in-10 (10%) engaged in 15 of the activities.

² Estimates are based on Statistics Canada 2016 Census of Canada data indicating that 7,321,380 adults aged 18+ live in the Greater Golden Horseshoe region.

Participation in Nature-Based Activities in the Last 12 Months

| | % spent at least one day, any distance | Est.* # of people (in millions) |
|--|---|------------------------------------|
| Relaxing in an outdoor setting to enjoy nature | 70 | 5.2 |
| Walking/hiking in natural areas | 69 | 5.1 |
| Gardening or landscaping with plants | 56 | 4.1 |
| Picnicking/BBQs in natural areas | 39 | 2.9 |
| Non-motorized water/beach activities | 33 | 2.4 |
| Cycling/mountain biking | 28 | 2.0 |
| Photography or filming in nature | 28 | 2.0 |
| Farm visits (e.g., fruit picking, tours, stands, etc.) | 26 | 1.9 |
| Visiting a nature exhibit or attraction | 22 | 1.6 |
| Birding | 20 | 1.5 |
| Gathering firewood, nuts, berries, plants, etc. | 17 | 1.2 |
| Camping in tents | 13 | 1.0 |
| Golfing | 12 | 1.0 |
| Fishing | 9 | 0.7 |
| Motorized recreational vehicle use on water | 9 | 0.7 |
| Attending a nature festival, retreat, workshop, etc. | 8 | 0.6 |
| Downhill skiing or snowboarding | 5 | 0.4 |
| Cross-country skiing or snowshoeing | 5 | 0.4 |
| Motorized recreational vehicle use on land | 5 | 0.4 |
| Horseback riding | 3 | 0.2 |
| Rock climbing or caving | 3 | 0.2 |
| Hunting | 3 | 0.2 |

2. Reasons for Seeking out Nature-Based Activities

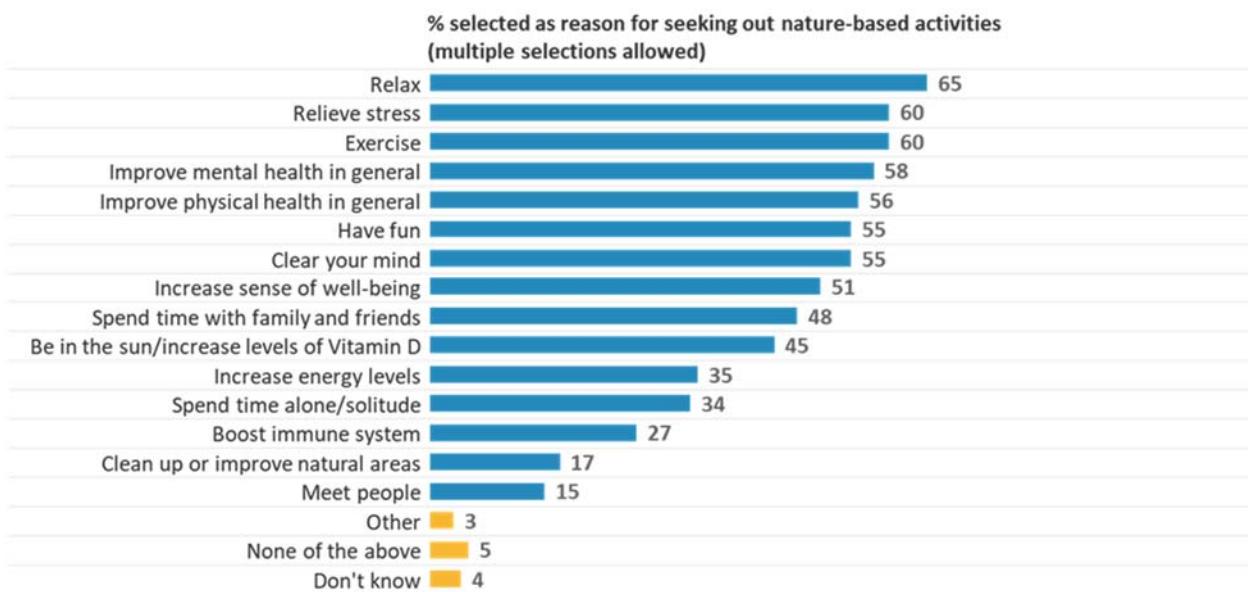
Greater Golden Horseshoe residents cite a range of reasons for seeking out nature-based activities, most of which relate to mental and physical well-being.

Ontario's 2019 Growth Plan for the Greater Golden Horseshoe notes that the natural areas of GGH not only support biodiversity and help moderate the impacts of a changing climate, but also "support recreational activities that benefit public health and overall quality of life"³.

Relaxation tops the list of benefits cited by GGH residents (65%), followed closely by stress relief, exercise, improving mental and physical health in general, having fun, and 'clearing your mind'.

³ The Government of Ontario's A Place to Grow: Growth plan for the Greater Golden Horseshoe 2019 was prepared and approved under the Places to Grow Act, 2005. The plan is available at <https://www.ontario.ca/document/place-grow-growth-plan-greater-golden-horseshoe>.

Reasons for Seeking Out Nature-Based Activities

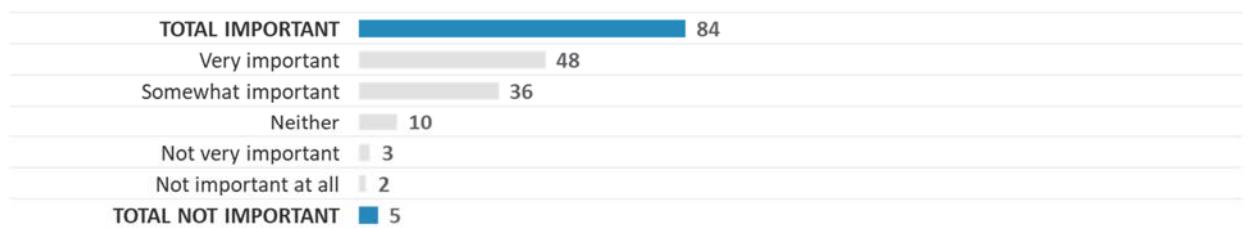


3. Importance of Access to Nature

84% of GGH residents indicate that it is important to them personally to live in an area with good access to nature. However, only 67% rate the access where they live as 'excellent' or 'good'.

Good access to nature matters to people. More than 8-in-10 (84%) indicate that it is important to them personally to live in an area with good access to nature, and just shy of half (48%) indicate it is 'very' important.

Importance of living in an area with good access to nature (%):

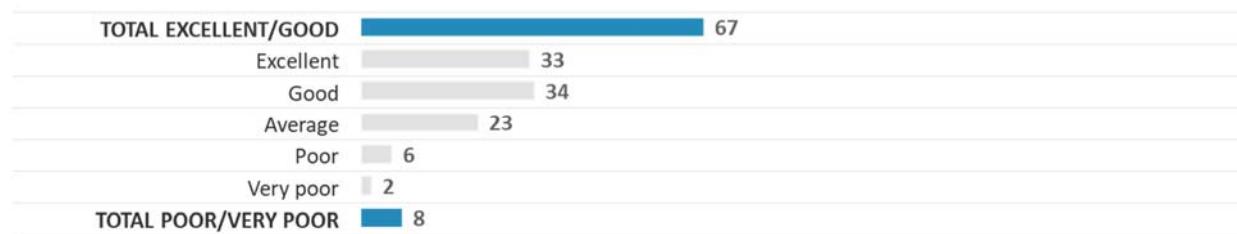


Note: DK/NA responses (1%) are not shown

Yet, only two-thirds overall (67%) rate the access to nature where they live as excellent or good, which is 17 percentage points lower than the proportion indicating that it is important.

Ratings of overall access to nature vary by household income; those with an annual household income of less than \$30,000 are significantly less likely than those with an annual household income of \$75,000 or higher to rate the access to nature where they live as excellent or good (57% versus 72%).

Rating of access to nature where live (%):



Note: DK/NA responses (2%) are not shown

By region, the negative gap between importance and ratings of excellent or good access is widest for Durham and Toronto, and narrowest (or non-existent) for Halton and areas to the east and north of the GTA (i.e., Simcoe County, Peterborough, Kawartha Lakes, and Northumberland County):

Gap, in percentage points, between '% important' and '% excellent/good' on access to nature near home:

| Durham | Toronto | Peel | Extended GGH West | York | Hamilton/Niagara | Halton | Extended GGH East/ North |
|--------|---------|------|-------------------|------|------------------|--------|--------------------------|
| -35 | -26 | -22 | -12 | -11 | -7 | -1 | 0 |

4. Barriers to Seeking Out Nature-Based Activities

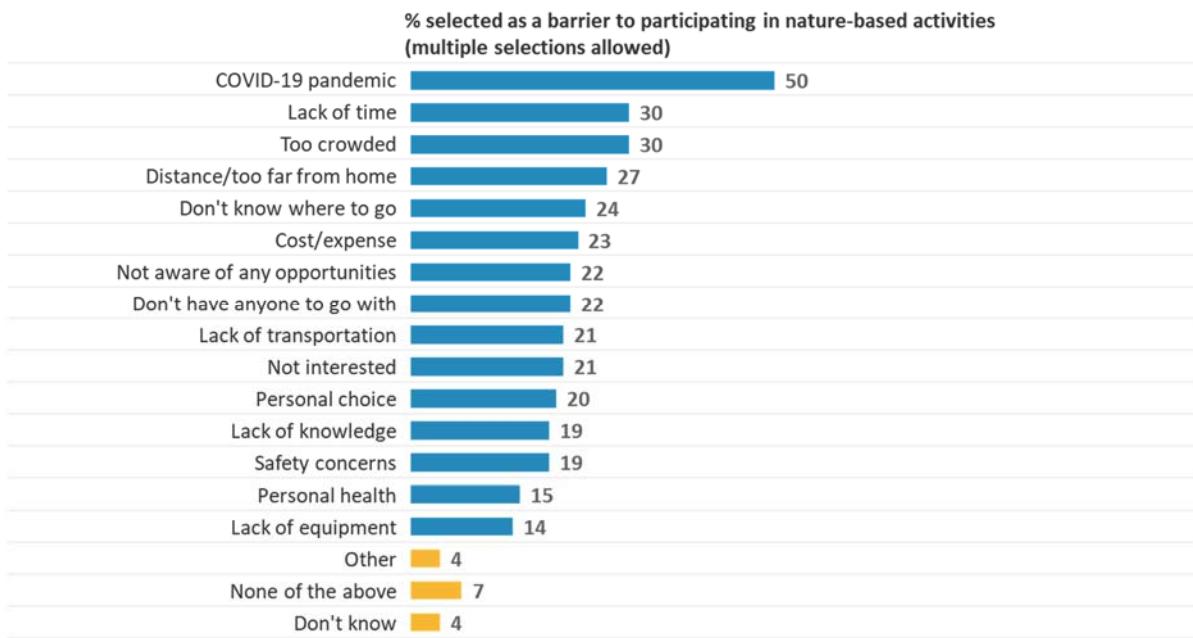
The COVID-19 pandemic is cited as the most significant barrier to participating in nature-based activities.

Asked about barriers to seeking out nature-based activities, fully one-half (50%) cite the COVID-19 pandemic as a reason.

The pandemic is the top mention, followed at a significant margin by other key reasons such as:

- Lack of time (30%);
- Crowds (30%);
- Distance from home (27%);
- Not knowing where to go (24%); and,
- Cost/expense (23%)

Barriers to Participating in Nature-Based Activities



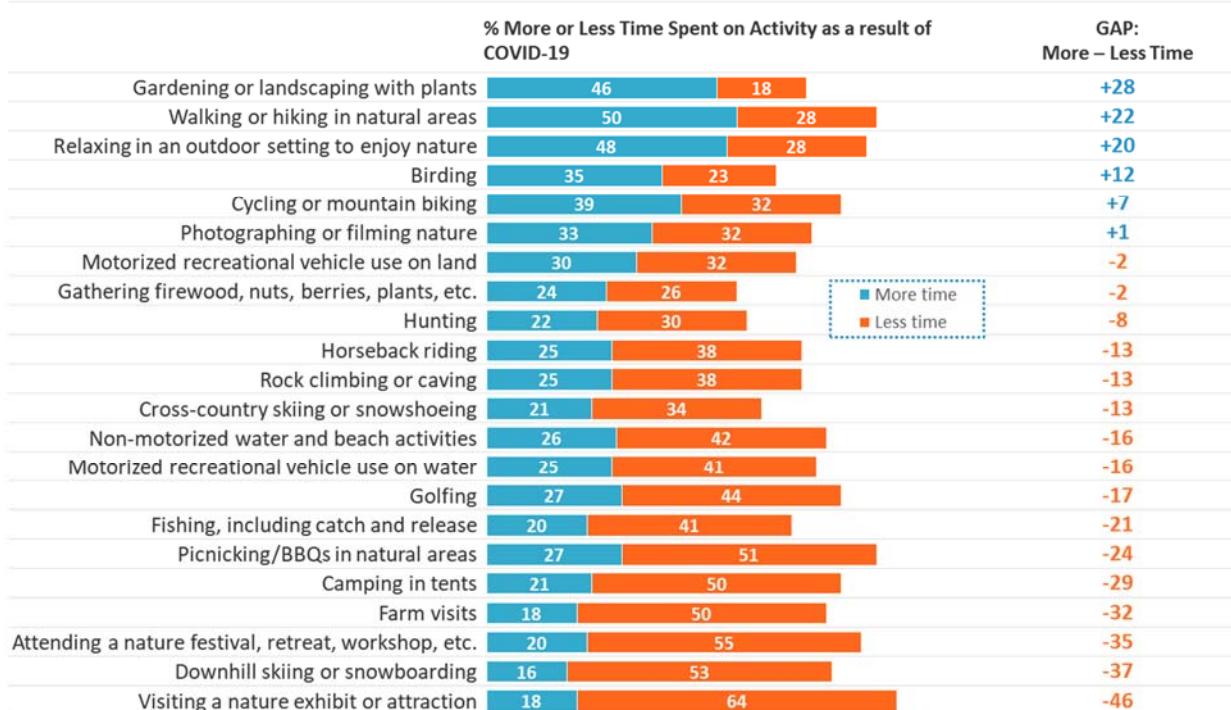
5. Impact of COVID-19 on Participation in Nature-Based Activities

The pandemic had a big impact on the amount of time – and ways in which – people engaged in nature-based activities over the last 12 months.

The chart below shows the proportion of people who spent either more or less time than usual engaging in each of the 22 nature-based activities in the last 12 months, and the percentage point gap (more minus less).

On balance, while many spent more time gardening, walking/hiking, spending time outdoors enjoying nature, birding and/or cycling, most people spent less time engaging in other kinds of nature-based activities, especially: visiting nature exhibits/attractions, downhill skiing or snowboarding, attending nature festivals, retreats, or workshops, farm visits, camping, or picnicking or BBQs with family or friends.

Impact of COVID-19 on Participation in Nature-Based Activities



6. Days Spent Participating in Nature-Based Activities in the Last 12 Months (All Adults)

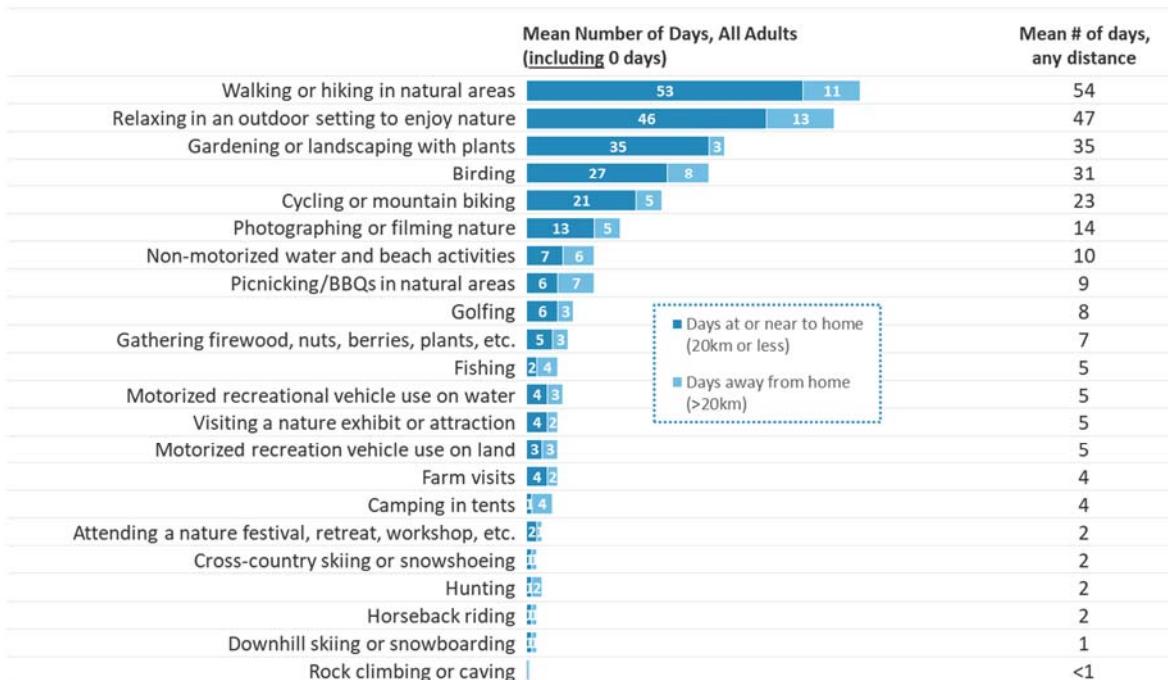
People spent the most time in the last 12 months walking or hiking in natural areas, relaxing in outdoor settings, gardening, birding, and/or cycling or mountain biking.

The survey asked about the number of days in which people participated in each of the 22 activities in the previous 12 months, both at or close to home (within 20km) and farther away from home (more than 20km). The chart below shows the average number of days for all adults (i.e., the averages include respondents who reported spending 0 days engaged in the activity).

People spent the most time walking or hiking in natural areas (54 days, any distance). Other frequent activities included: relaxing in outdoor settings to enjoy nature (47 days), gardening (35 days), birding (31 days), and cycling or mountain biking (23 days).

Overall, GGH residents spent at least 5 days, on average, participating in 14 of the 22 activities. The activities in which people engaged least frequently (2 or fewer days in the last 12 months, on average) were: attending a nature festival, retreat, workshop or lecture; cross-country skiing or snowshoeing; hunting; horseback riding; downhill skiing or snowboarding; and/or rock climbing/caving.

Days Spent Participating in Nature-Based Activities in the Last 12 Months (All Adults)



7. Days Spent Participating in Nature-Based Activities in the Last 12 Months (Participants Only)

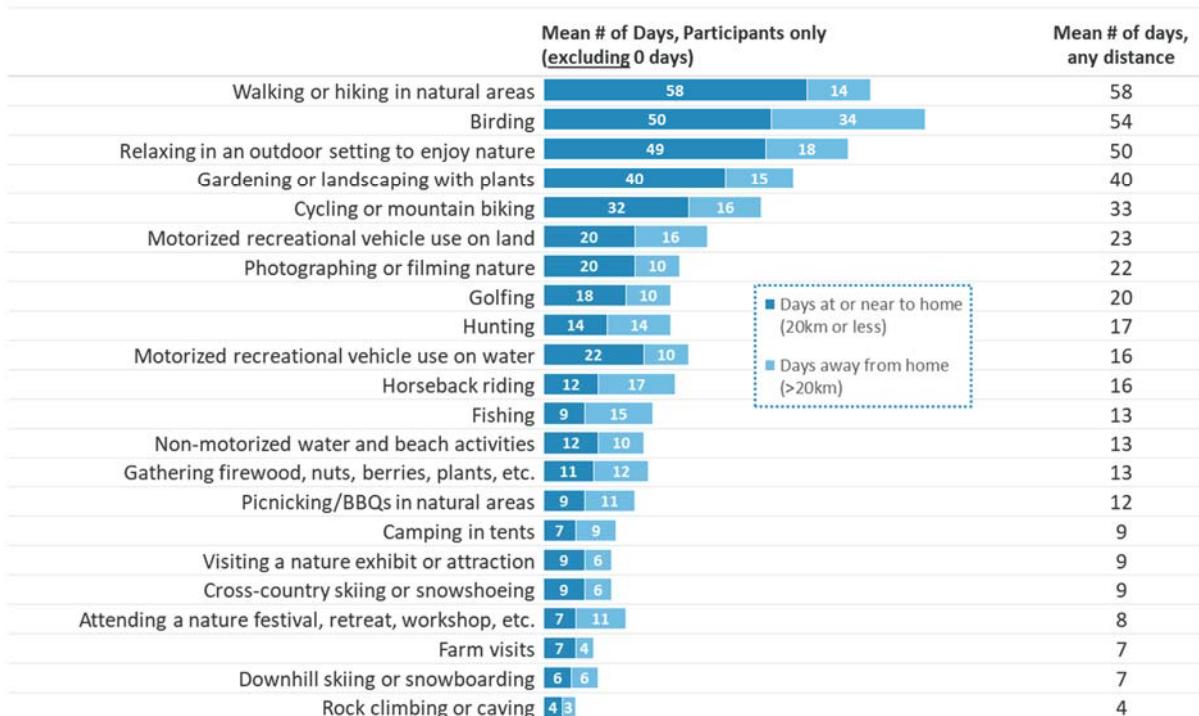
Active participants engaged in a number of activities at a high frequency, especially walking/hiking, birding, relaxing, gardening, cycling, recreational vehicle use on land, photography, and golfing.

The chart below shows the average number of days in which active participants engaged in each activity in the previous 12 months (i.e., the averages exclude respondents who reported spending 0 days engaged in the activity).

Active participants spent the greatest number of days walking or hiking (58 days, any distance), birding (54 days), relaxing in an outdoor setting to enjoy nature (50 days), and/or gardening (40 days).

However, participants also spent a lot of time (at least 20 days) engaging in other recreational pursuits, including: cycling or mountain biking (33 days, any distance), using a motorized recreational vehicle on land (23 days) or on water (16 days), photographing/filming (22 days), or golfing (20 days).

Days Spent Participating in Nature-Based Activities in the Last 12 Months (Participants Only)



8. Money Spent Participating in Nature-Based Activities in the Last 12 Months (Participants Only)

GGH residents spent over \$6.5 billion participating in nature-based activities in the last 12 months.

The economic impact of engaging in nature-based activities for the region is clear, with estimated spending of more than \$6.5 billion on the 22 activities in the last year. Not surprisingly, the highest expenditures were for popular activities and/or ones requiring significant equipment, fees, or supplies.

In the table below, the 'total spent by GGH residents ages 18+, per participant' expenditures are derived by multiplying the 'average yearly, per participant' amount spent on the activity by the proportion of GGH residents ages 18+ estimated to have participated in the activity in the last 12 months.

By expenditure type, spending was highest for equipment, fees & supplies:

- Equipment, fees & supplies: \$3.2 billion (50% of total)
- Food and accommodation: \$2.1 billion (32% of total)
- Transportation: \$1.2 billion (18% of total)

| Total Expenditures, by Activity, in the Last 12 Months | | | | |
|---|---|--|---|---------------------------|
| | Total Spent by GGH residents ages 18+, per participant | Average yearly, per participant | Average daily, per participant | % Participated |
| | (\$ million) | (\$) | (\$) | (%) |
| Relaxing in an outdoor setting to enjoy nature | \$1,062 | \$206 | \$4 | 70% |
| Gardening or landscaping with plants | \$1,006 | \$244 | \$6 | 56% |
| Golfing | \$591.3 | \$673 | \$34 | 12% |
| Walking or hiking in natural areas | \$524.6 | \$104 | \$2 | 69% |
| Non-motorized water and beach activities | \$470 | \$200 | \$15 | 33% |
| Cycling or mountain biking | \$409.1 | \$201 | \$6 | 28% |
| Picnicking/BBQs with family/friends in natural areas | \$304.7 | \$107 | \$10 | 39% |
| Motorized recreational vehicle use on land | \$290.1 | \$843 | \$36 | 5% |
| Motorized recreational vehicle use on water | \$255.1 | \$396 | \$24 | 9% |
| Downhill skiing or snowboarding | \$230.1 | \$582 | \$92 | 5% |
| Camping in tents | \$221.2 | \$236 | \$25 | 13% |
| Photographing or filming nature in general | \$209.3 | \$101 | \$4 | 28% |
| Fishing, including catch and release | \$186.5 | \$271 | \$22 | 9% |
| Visiting a nature exhibit or attraction | \$142.4 | \$88 | \$11 | 22% |
| Horseback riding | \$133.6 | \$676 | \$42 | 3% |
| Hunting | \$124.9 | \$656 | \$39 | 3% |
| Farm visits | \$115.7 | \$61 | \$10 | 26% |
| Gathering firewood, nuts, berries, plants, etc. | \$78.3 | \$64 | \$5 | 17% |
| Birding | \$55.9 | \$38 | \$1 | 20% |
| Cross-country skiing or snowshoeing | \$52.6 | \$141 | \$17 | 5% |
| Attending nature festivals, retreats, workshops, etc. | \$45.1 | \$79 | \$10 | 8% |
| Rock climbing or caving | \$23.8 | \$105 | \$29 | 3% |
| TOTAL | \$6,532 | | | |

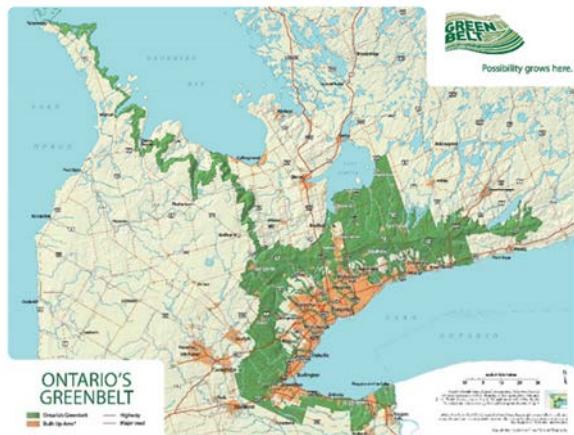
9. Trips In and Around Ontario's Greenbelt in the Last 12 Months

In the last 12 months, 50% of GGH residents – approximately 3.7M people – took a trip to a destination in and around the Greenbelt for the purpose of engaging in a nature-based activity.

Most commonly, visits to Greenbelt destinations for nature-based activities were day trips – 45% of GGH residents report taking at least one, with an average number of 9 day trips over the last 12 months. One-quarter (24%) report taking an overnight trip, with an average number of 2 overnight trips over the last 12 months.

The top locations for trips greater than 20km from home for nature-based activities include Simcoe County, areas west of the GTA, Niagara, and Halton region.

Popular Greenbelt Destinations in the Last 12 Months



Popular named destinations include...

Mono Cliffs
Forks of the Credit
Sibbald Point
Hilton Falls
Rattlesnake Point
Crawford Lake
Albion Falls
Christie Lake
Island Lake
Fifty Point
Dundas Valley
RBG
Niagara Falls & Gorge
York Regional Forest
Bronte Creek

10. Support for and Participation in Nature Conservation Activities

Overall, 17% of GGH residents report making a donation or paying a membership fee to a nature or conservation organization in the last 12 months.

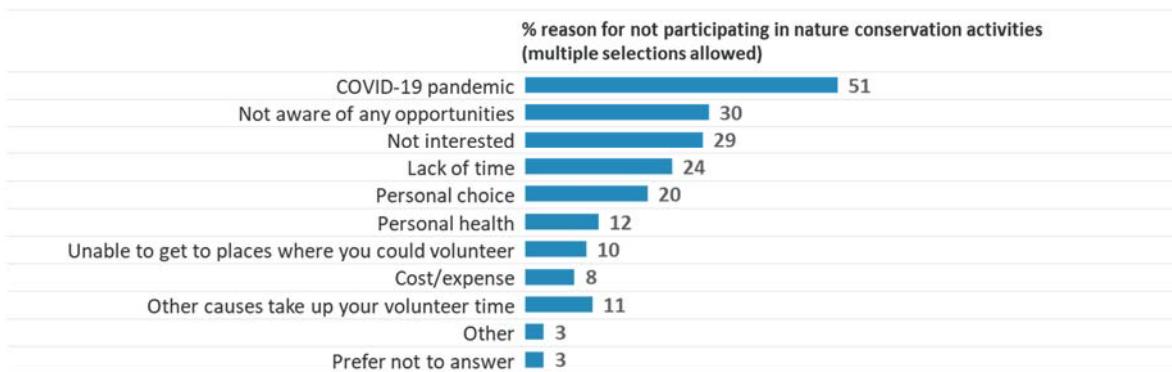
On average, the 17% of GGH residents who donated or paid a membership fee to a nature or conservation organization gave \$213 in the last 12 months (an estimated \$267M).

Overall, 6% indicate that they were a member of a nature or conservation organization, and 4% participated in volunteer nature conservation activities. Those who did not volunteer are most likely to cite the COVID-19 pandemic as a reason (51%), followed by lack of: awareness (30%), interest (29%) or time (24%).

More than half of those (55%) who volunteered say they participated in community science by producing information that could be used by nature or watershed organizations, museums, or other science-based organizations, or governments in the last 12 months.

People who took part in other nature conservation activities most commonly volunteered to clean up shorelines, rivers, lakes, parks, or roadsides (49%).

Reasons for Not Participating in Nature Conservation Activities (Non-Volunteers Only)



11. Land Maintenance, Restoration, or Purchases

Overall, 13% of GGH residents indicate that they maintained, restored or purchased land for a nature-related reason in the last 12 months.

On average, the 13% of GGH residents who maintained, restored, or purchased land for a nature-related reason in the last 12 months spent \$62,744 (the average excluding spending on a personal or family secondary property is \$60,874).

The range of possible reasons includes to:

- have a personal or family secondary property (e.g., cottage, camp or cabin)
- provide food or shelter for wildlife (including protecting species-at-risk)
- conserve, enhance, or restore a natural setting
- manage for non-timber forest products (such as maple syrup, nuts, seeds, berries, vines, mushrooms, etc.)
- for another nature-related reason

Spending was highest for personal or family secondary properties.

The table below provides a breakdown of spending for: personal/family secondary property only, any reason except for a personal/family secondary property, and to provide food or shelter for wildlife/to conserve, enhance or restore a natural setting only.

| Nature-related reason | Mean amount spent (\$), including \$0 |
|--|--|
| Total, any reason (13%, n=161) | \$62,744 |
| Personal/family secondary property <u>only</u> (3%, n=39) | \$112,875 |
| For any reason <u>except</u> a personal/family secondary property (6%, n=79) | \$60,874 |
| To provide food or shelter for wildlife/to conserve, enhance or restore a natural setting <u>only</u> (3%, n=35) | \$294 |

Overall, 4% of GGH residents say they have personally donated their owned land or signed an agreement for conservation through an easement, land trust or other protective measure; 2% say they have done so in the last 12 months. Most donations (60%) were for 10 or fewer acres.

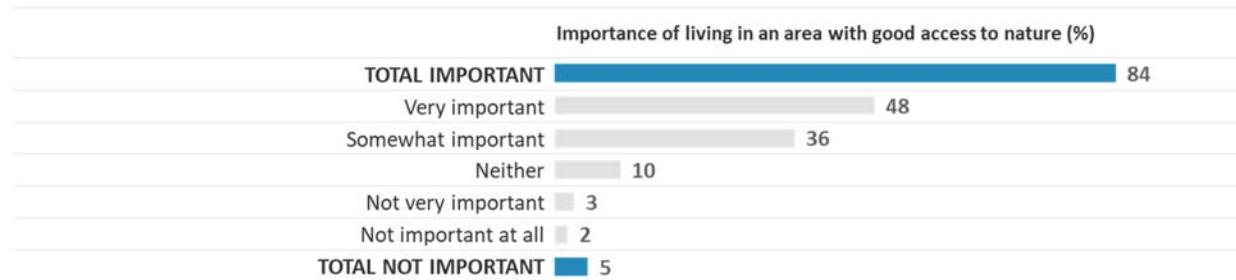
III. Detailed Findings

A. Importance of and Reasons for Connecting to Nature

People were asked how important or unimportant it is to them to live in an area with good access to nature, and, how they would rate the access to nature where they live.

Fully 84% of people indicate that it is important to them to live in an area with good access to nature, and almost half – 48% -- say it is 'very' important. By region within the GGH, people living in Hamilton or the Niagara Region are most likely to say that good access to nature where they live is 'very' important to them (57% versus 48% overall).

Importance of Living in an Area with Good Access to Nature



Q30. Overall, how important or unimportant is it to you personally to live in an area with good access to nature?

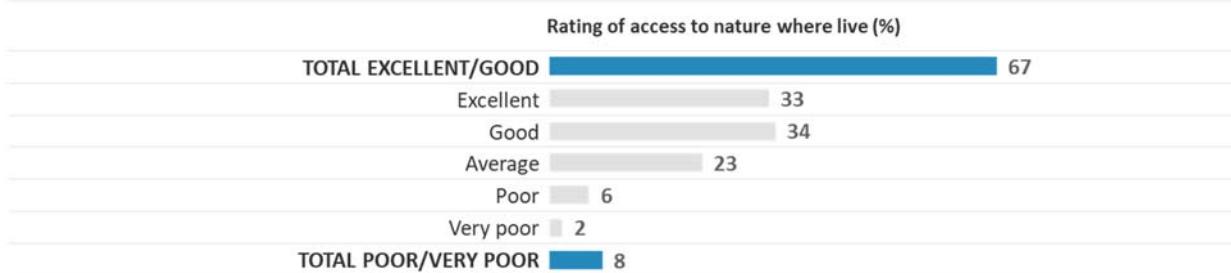
Base: Total sample

Note: Due to rounding, responses may not sum to exactly 100%; 'Don't know'/'No answer' responses (1%) not shown.

Overall, 67% of GGH residents indicate that they have 'excellent' (33%) or 'good' (34%) access to nature where they live, while 8% say that it is poor.

Ratings of access to nature vary by age, household income, and region within the GGH. People under 30 years of age are less likely than others to rate the access to nature where they live as excellent or good (55% versus 67% overall), as are people with an annual household income of less than \$30,000 (57%, compared to 72% of those with an annual household income of \$75,000 or more). By region, people living in the City of Toronto (56%) and Durham Region (55%) are least likely to rate their access to nature as excellent or good.

Ratings of Access to Nature



Q29. Overall, how would you rate your access to nature where you live?

Base: Total sample

Note: Due to rounding, responses may not sum to exactly 100%; 'Don't know/'No answer' responses (1%) not shown.

Notably, there is a -17 percentage point gap between ratings of importance of access to nature (84% important) and ratings of quality of access near home (67% excellent or good). By age, this gap is greatest for people under 30 (-25 percentage points) and by annual household income, for people with incomes of less than \$30,000 (-21 percentage points). By region, the negative gap between importance and ratings of excellent or good access is widest for Durham residents (-35 percentage points) and Toronto residents (-26 percentage points), and narrowest (or non-existent) for Halton residents (-1 percentage point) and for people living in areas to the east and north of the GTA (no gap).

Asked about why they seek out nature-based activities, many people report reasons relating to mental health: relaxation (65%), relieving stress (60%), improving mental health in general (58%), clearing their mind (55%), or increasing their sense of well-being (51%).

A focus on physical health is also among the top reasons for seeking out nature-based activities: exercise (60%), improving physical health in general (56%), and increasing energy levels (35%).

Having fun (55%) and spending time with family and friends (48%) are other reasons cited by close to or more than one-half of people.

Reasons Why People Choose to Seek Out Nature-Based Activities



Q23. Below are some possible reasons that people might choose to seek out nature-based recreational, leisure or educational activities. Please select the ones, if any, which apply to you personally.

Base: Total sample

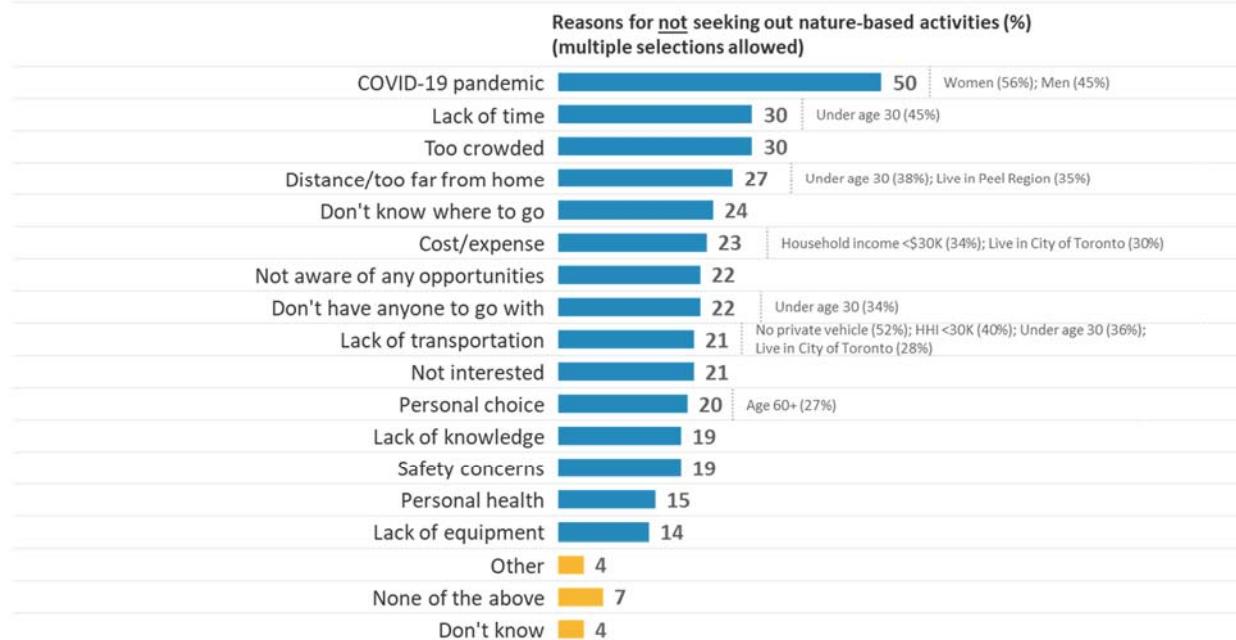
B. Barriers to Seeking out Nature-Based Activities

People were asked to identify reasons why they might choose not seek out nature-based activities. The top reason, cited by half (50%), is the COVID-19 pandemic. Another common reason, possibly connected to the pandemic, is that areas are 'too crowded' (30%).

Other reasons selected by at least 2-in-10 people include: lack of time (30%), distance (27%), not knowing where to go (24%), cost (23%), not being aware of opportunities (22%), not having anyone to go with (22%), and/or lack of transportation (21%).

The main barriers to engaging in nature-based activities vary somewhat by where people live, age, household income, and other factors. The chart below provides the findings for GGH residents overall as well as highlighting key differences for sub-groups.

Reasons Why People Choose Not to Seek Out Nature-Based Activities



Q24. Below are some possible reasons that people might choose not to seek out nature-based recreational, leisure or educational activities. Please select the ones, if any, which apply to you personally.

Base: Total sample

C. Time Spent Participating in Nature-Based Activities during the Last 12 Months

The survey included a number of questions asking people how and where they spent time engaging in nature-based activities during the last 12 months. Overall, 76% of adults living in the Greater Golden Horseshoe report spending time outdoors to experience nature at or close to home, and 44% report travelling away from home to do so.⁴

Further, fully 85% indicate that they participated in at least one of 22 nature-based activities in the last 12 months. The charts and tables in this section provide a detailed

⁴ All respondents were asked which of five different actions related to connecting with nature, if any, they have taken in the last 12 months. The full results for this question are as follows: spent time outdoors to experience nature at home or close to home (76%); travelled away from to experience nature (44%); adjusted your lifestyle to reduce your ecological or carbon 'footprint' (31%); purchased products and/or services for nature-based recreation or other experiences (27%); volunteered in order to help protect, recover or understand nature (5%); none of the above (15%).

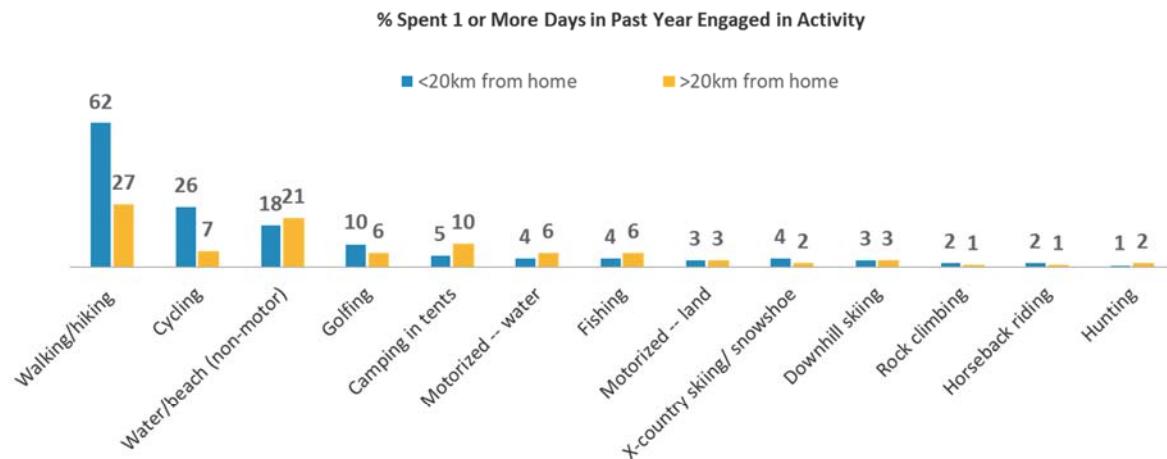
breakdown of overall participation rates, and, the mean number of days spent close to and/or farther away from home participating in each of the 22 activities.

Of 13 different outdoor recreation activities, GGH residents were most likely to participate in:

- walking/hiking in natural areas;
- cycling/mountain biking;
- non-motorized water and beach activities;
- golfing; and,
- camping.

Specifically in terms of engaging in activities within 20km of home, women are more likely than men to report walking or hiking in natural areas (65% versus 58%), while men are more likely than women to report cycling (30% versus 22%).

Participation in Outdoor Recreation Activities in Past 12 Months



Q6. This question asks about your participation in various outdoor recreation activities in the last 12 months, including how much time you spent engaging in these activities close to and farther away from home in Ontario. In estimating the amount of time, think of 'one day' as all or part of a calendar day in which you engaged in the activity. Don't worry if you are not able to recall the exact number of days. Please provide your best estimate. In the last 12 months, approximately how many days did you spend on this activity in Ontario? (Number of days...at home or within 20km of home/Farther than 20km from home)

Base: Total sample

Participation in Outdoor Recreational Activities in Past 12 Months

Average Number of Days Spent in Past Year Engaged in Activity

| | MEAN # OF DAYS | | MEAN # OF DAYS | | MEAN # OF DAYS |
|--|----------------|---|----------------|--|----------------|
| Walking or hiking in natural areas | | Motorized recreational vehicle use on water (for example, motorboat, jet ski, etc.) | | Rock climbing or caving | |
| <20km | 53.4 | <20km | 3.5 | <20km | 0.4 |
| 20km+ | 10.9 | 20km+ | 2.8 | 20km+ | 0.2 |
| Cycling or mountain biking | | Fishing, including catch and release | | Horseback riding | |
| <20km | 21.0 | <20km | 1.6 | <20km | 1.0 |
| 20km+ | 5.1 | 20km+ | 4.3 | 20km+ | 1.2 |
| Non-motorized water and beach activities (e.g., swimming, canoeing, kayaking, sailing) | | Motorized recreational vehicle use on land (e.g., ATV, dirt bike, snowmobile, etc.) | | Hunting (e.g., waterfowl, small or large game mammals, etc.) | |
| <20km | 6.8 | <20km | 2.7 | <20km | 0.8 |
| 20km+ | 6.4 | 20km+ | 2.6 | 20km+ | 1.5 |
| Golfing | | Cross-country skiing or snowshoeing | | | |
| <20km | 6.5 | <20km | 1.5 | | |
| 20km+ | 2.8 | 20km+ | 0.7 | | |
| Camping in tents | | Downhill skiing or snowboarding | | | |
| <20km | 1.4 | <20km | 0.7 | | |
| 20km+ | 3.6 | 20km+ | 1.1 | | |

Q6. This question asks about your participation in various outdoor recreation activities in the last 12 months, including how much time you spent engaging in these activities close to and farther away from home in Ontario. In estimating the amount of time, think of 'one day' as all or part of a calendar day in which you engaged in the activity. Don't worry if you are not able to recall the exact number of days. Please provide your best estimate. In the last 12 months, approximately how many days did you spend on this activity in Ontario?

Base: Total sample

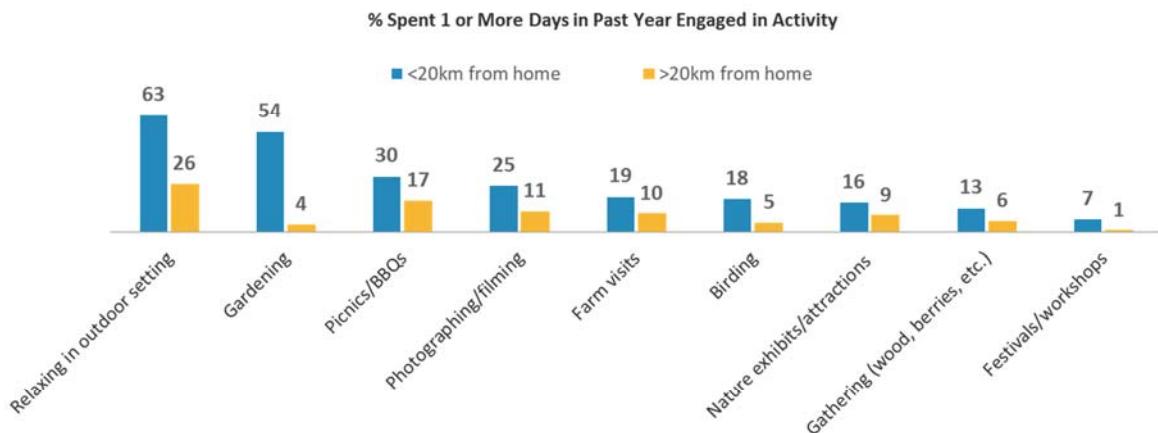
Of 9 different outdoor leisure or educational activities, people were most likely to have spent time:

- relaxing in outdoor settings;
- gardening; and,
- picnicking or BBQing in natural areas.

However, many also spent time photographing or filming in nature (25%), visiting farms (19%) or birding (18%) less than 20km from home.

More than 20km from home, GGH residents were the most likely to spend time outside relaxing, or picnicking or BBQing in natural areas.

Participation in Outdoor Leisure or Nature Education Activities in Past 12 Months



Q8. This question asks about your participation in various outdoor leisure or nature education activities in the last 12 months, including how much time you spent engaging in these activities close to and farther away from home in Ontario. In estimating the amount of time, think of 'one day' as all or part of a calendar day in which you engaged in the activity. Don't worry if you are not able to recall the exact number of days. Please provide your best estimate. In the last 12 months, approximately how many days did you spend on this activity in Ontario? (Number of days...at home or within 20km of home/Farther than 20km from home)

Base: Total sample

Participation in Outdoor Leisure or Nature Education Activities in Past 12 Months

Average Number of Days Spent in Past Year Engaged in Activity

| | MEAN # OF DAYS | | MEAN # OF DAYS | | MEAN # OF DAYS |
|---|----------------|--|----------------|---|----------------|
| Relaxing in an outdoor setting to enjoy nature | | Photographing or filming nature in general (excluding for birding only) | | Visiting a nature exhibit or attraction (e.g., a zoo, arboretum, botanical or other public garden, aquarium, museum of natural history, etc.) | |
| <20km | 45.5 | <20km | 12.8 | <20km | 4.4 |
| 20km+ | 13.0 | 20km+ | 4.6 | 20km+ | 2.2 |
| Gardening or landscaping with plants | | Farm visits (e.g., pick-your-own fruit, tours, on-farm stores or stands, etc.) | | Gathering firewood, nuts, berries, mushrooms, or other plants or natural materials for personal use | |
| <20km | 34.9 | <20km | 3.9 | <20km | 5.0 |
| 20km+ | 3.3 | 20km+ | 1.7 | 20km+ | 3.5 |
| Picnicking/BBQs with family or friends in natural areas (e.g., in parks or near lakes or streams) | | Birding (for example, watching, monitoring, photographing, or filming birds) | | Attending nature festivals, retreats, workshops or lectures about nature (online/virtual or in-person) | |
| <20km | 6.4 | <20km | 27.4 | <20km | 1.9 |
| 20km+ | 6.7 | 20km+ | 8.3 | 20km+ | 1.0 |

Q8. This question asks about your participation in various outdoor leisure or nature education activities in the last 12 months, including how much time you spent engaging in these activities close to and farther away from home in Ontario. In estimating the amount of time, think of 'one day' as all or part of a calendar day in which you engaged in the activity. Don't worry if you are not able to recall the exact number of days. Please provide your best estimate. In the last 12 months, approximately how many days did you spend on this activity in Ontario?

Base: Total sample

Those who spent time hunting or fishing in the last 12 months were asked a follow up question about their motivations, and whether they had a license. Most indicate that they hunted or fished primarily for sport/recreation, and with a license.

Motivations for Hunting and/or Fishing



Q33. You indicated earlier in the survey that you spent time hunting or fishing during the last 12 months. Was this...? Select all that apply.

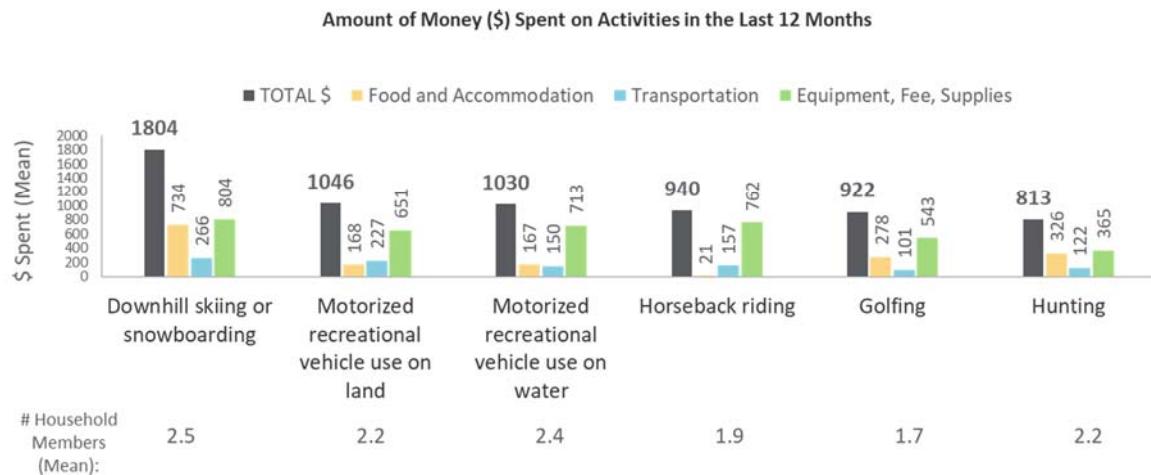
Base: Among those who hunt or fish (n=142)

D. Money Spent Participating in Nature-Based Activities during the Last 12 Months

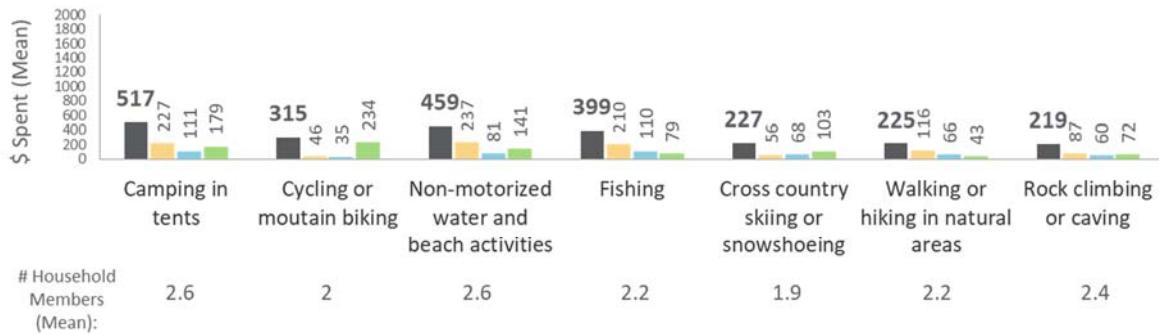
Respondents were also asked to estimate the amount of money they spent on each activity in three categories – food and/or accommodation, transportation, and equipment, fees or supplies – and, if they paid for other members of their household, to include those costs in their estimates.

Overall, in the past 12 months, GGH residents spent the most money on activities that require specific or specialized equipment (including motorized vehicles). By far, people who participated in downhill skiing or snowboarding spent the most overall.

Amount of Money Spent on Outdoor Recreational Activities in the Last 12 Months



(cont'd)

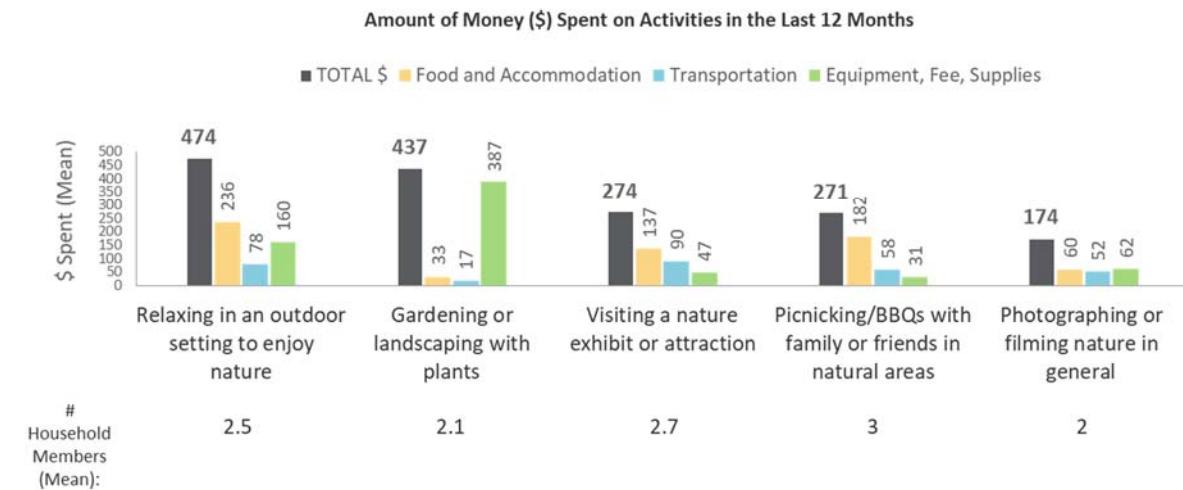


Q7. Thinking about your [INSERT # OF DAYS FROM Q6] days of [MATCHING Q7 ITEM] in the last 12 months, approximately how much money did you spend in total on ... ?

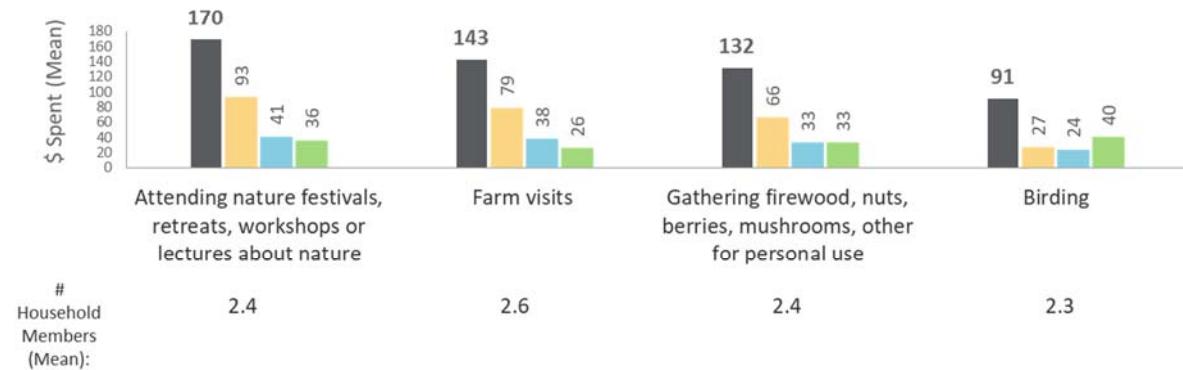
Base: Total sample

For outdoor leisure or education activities, people spent the most money relaxing in an outdoor setting to enjoy nature, gardening, picnicking/BBQs with family or friends in natural areas, or visiting a nature exhibit or attraction.

Amount of Money Spent on Outdoor Leisure or Education Activities in the Last 12 Months



(cont'd)



Q9. Thinking about your [INSERT # OF DAYS FROM Q8] days of [MATCHING Q9 ITEM] in the last 12 months, approximately how much money did you spend in total on ...?

Base: Total sample

E. Impact of COVID-19 on Time Spent Engaging in Nature-Based Activities

As a result of the pandemic, many GGH residents report spending more time in the past 12 months walking or hiking in natural areas, relaxing outside enjoying nature, gardening, cycling, and/or birding. However, participation was lower than in a 'typical' year for most other activities.

The following two charts show reported changes in participation as a result of the pandemic. Declines are most evident for: visiting a nature exhibit or attraction, attending nature festivals, retreats, workshops or lectures about nature, farm visits, and/or downhill skiing or snowboarding.

Change in Time Engaged in Activities as a Result of the Pandemic

Change in Time Spent Engaging in Nature-Based Activities Due to the COVID-19 Pandemic (%)

| | Total More Time % | Total Less Time % | NET More – Less Time % |
|---|-----------------------------|-----------------------------|-----------------------------------|
| Walking or hiking in natural areas (n=986) | 27 24 22 11 17 50 | 28 22 24 11 17 48 | 22 20 28 20 28 22 |
| Relaxing in an outdoor setting to enjoy nature (n=1,014) | 26 22 24 11 17 48 | 28 22 24 11 17 48 | 20 20 20 20 20 20 |
| Gardening or landscaping with plants (n=844) | 20 25 37 9 9 46 | 18 25 37 9 9 46 | 28 28 28 28 28 28 |
| Cycling or mountain biking (n=532) | 16 23 29 18 14 39 | 32 23 29 18 14 39 | 7 7 7 7 7 7 |
| Birding (n=392) | 12 23 42 11 12 35 | 23 12 42 11 12 35 | 12 12 12 12 12 12 |
| Photographing or filming nature in general (excluding for birding only) (n=549) | 10 22 35 15 17 33 | 33 22 35 15 17 33 | 1 1 1 1 1 1 |
| Motorized recreational vehicle use on land (n=229) | 13 17 38 9 23 30 | 32 17 38 9 23 30 | -2 -2 -2 -2 -2 -2 |
| Golfing (n=316) | 8 19 29 16 28 27 | 44 19 29 16 28 27 | -17 -17 -17 -17 -17 -17 |
| Picnicking/BBQs with family or friends in natural areas (n=808) | 9 18 22 16 35 27 | 51 18 22 16 35 27 | -24 -24 -24 -24 -24 -24 |
| Non-motorized water and beach activities (n=626) | 12 14 32 17 26 25 | 43 14 32 17 26 25 | -16 -16 -16 -16 -16 -16 |
| Rock climbing or caving (n=225) | 9 16 37 9 29 23 | 39 16 37 9 29 23 | -13 -13 -13 -13 -13 -13 |

■ A lot more time
■ A little more time
■ About the same
■ A little less time
■ A lot less time

Q10. The last 12 months were highly unusual because of the COVID-19 pandemic. In general, would you say that you spent less, more, or about the same amount of time engaged in the following activities as you would spend in an average or more typical year?

Base: Total sample – excluding “don’t know” and “doesn’t apply/do not participate” responses. Base sizes vary.

Change in Time Spent Engaging in Nature-Based Activities Due to the COVID-19 Pandemic (%)
(cont'd)

| | Total | More Time % | Total | Less Time % | NET More - Less Time % |
|--|---------|-------------|---------|-------------|------------------------|
| Horseback riding (n=197) | 10 16 | 37 | 10 28 | 25 | 38 -13 |
| Motorized recreational vehicle use on water (n=297) | 9 16 | 34 | 16 25 | 25 | 41 -16 |
| Gathering firewood, nuts, berries, mushrooms, other for personal use (n=381) | 9 15 | 50 | 8 18 | 24 | 26 -2 |
| Hunting (n=179) | 7 15 | 48 | 10 21 | 22 | 30 -8 |
| Camping in tents (n=426) | 9 13 | 29 | 17 33 | 21 | 50 -29 |
| Cross-country skiing or snowshoeing (n=254) | 10 11 | 45 | 11 23 | 21 | 34 -13 |
| Attending nature festivals, retreats, workshops, lectures about nature (n=416) | 9 12 | 25 | 11 43 | 20 | 55 -35 |
| Fishing, including catch and release (n=315) | 6 13 | 40 | 13 28 | 20 | 41 -21 |
| Farm visits (n=586) | 5 13 | 32 | 21 30 | 18 | 50 -32 |
| Visiting a nature exhibit or attraction (n=684) | 5 13 | 18 | 22 43 | 18 | 64 -46 |
| Downhill skiing or snowboarding (n=294) | 5 11 | 31 | 17 36 | 16 | 53 -37 |

█ A lot more time
█ A little more time
█ About the same
█ A little less time
█ A lot less time

Q10. The last 12 months were highly unusual because of the COVID-19 pandemic. In general, would you say that you spent less, more, or about the same amount of time engaged in the following activities as you would spend in an average or more typical year?

Base: Total sample – excluding “don’t know” and “doesn’t apply/do not participate” responses. Base sizes vary.

F. Trips to the Greenbelt Greater and Less than 20km Away from Home

The survey included several detailed questions about trips away from home during the last 12 months to areas in and around Ontario's Greenbelt. Respondents were provided with the following definition of the Greenbelt:

"The area includes the entire Greater Toronto Area as well as Niagara region, Hamilton, Brant and Brantford, Haldimand County, Waterloo region, Guelph and Wellington County, Dufferin County, Grey County, Bruce County, Bruce Peninsula, Simcoe County, Barrie, Orillia, Peterborough region, Kawartha Lakes, Durham region and Northumberland County. Please look at this map to see the areas in and around Ontario's Greenbelt."

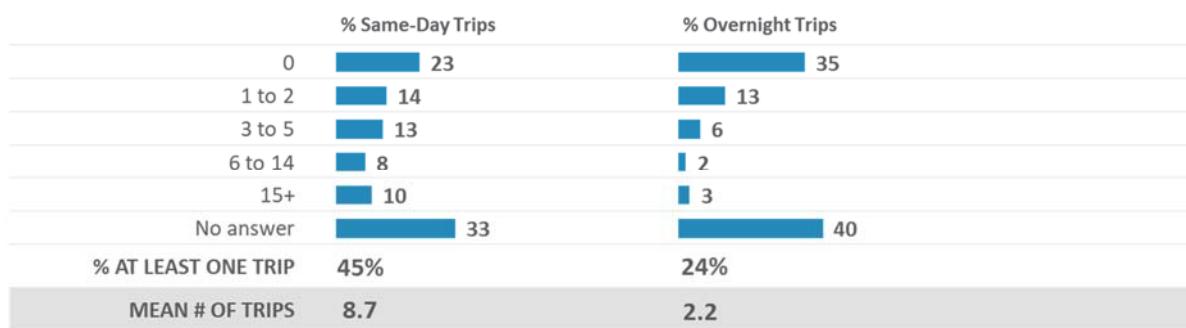
Overall, half (50%) of GGH residents indicate that they took at least one trip of greater than 20km away from home to the Greenbelt to participate in a nature-based activity (same-day and/or overnight).

As detailed in the following charts, more than 4-in-10 (45%) report taking a same-day trip to a Greenbelt area, with an average number of 9 same-day trips. About one-quarter (24%) report taking an overnight trip, with an average number of 2.

Of note, 18% of people indicate that they visited the Greenbelt often (8% took 6 to 14 same-day trips and 10% took 15 or more same-day trips).

Number of Trips In and Around Ontario's Greenbelt in Last 12 Months

Same-Day and Overnight Trips to Ontario's Greenbelt During the Last 12 Months



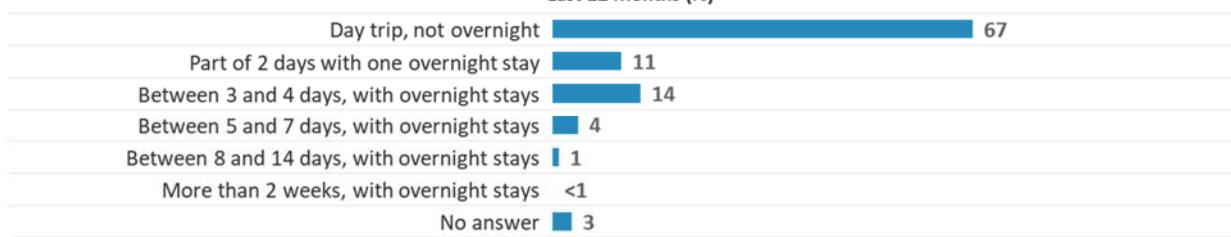
Q11. During the last 12 months, approximately how many trips greater than 20 km (one way) from your home did you take to areas in and around Ontario's Greenbelt for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities? Do not include trips to a personal or family secondary property, such as a cottage, camp or cabin in your estimate.

Base: Total sample

The typical duration of a Greenbelt visit more than 20km away from home in the last 12 months was a day trip (67%). However, 30% indicate their visit typically included at least one overnight stay.

Duration of Trips in and Around Ontario's Greenbelt in Last 12 Months

Typical Duration of Greenbelt Trips Greater than 20km from Home in the Last 12 Months (%)



Q12. What was the typical duration of your trips greater than 20 km (one way) from your home to areas in and around Ontario's Greenbelt for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities during the last 12 months? Do not include trips to a personal or family secondary property, such as a cottage, camp or cabin in your answer.

Base: Took at least one trip to areas in and around Ontario's Greenbelt to participate in outdoor recreation, leisure, nature education or other nature-based activities (n=623)

The top Greenbelt locations for trips greater than 20km from home for nature-based activities include: Simcoe County, areas west of the GTHA, Niagara and Halton region.

The next two charts provide a detailed summary of main locations for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities during the last 12 months, for destinations greater than 20km away from home. Only locations mentioned by more than 2% of respondents are shown.

Location of Trips Greater Than 20KM From Home In and Around Ontario's Greenbelt in Last 12 Months
– Nearest City, Town or Village

Top Location of Trips Greater than 20km from Home to Ontario's Greenbelt in the Last 12 Months (%)

| % Travelling from... | | | | | | | | | |
|----------------------|---------|--------|------|--------|------|----------------------|------------------|------------------|----|
| % 'Location 1' | Toronto | Durham | York | Halton | Peel | Hamilton/ Niagara | Extended West | Extended East | |
| Simcoe | 12 | 11 | 7 | 18 | 8 | 11 | 4 | 9 | 36 |
| Western Ontario | 12 | 11 | 21 | 11 | 22 | 10 | 5 | 18 | 1 |
| Niagara | 11 | 9 | 4 | 9 | 7 | 17 | 27 | 11 | 1 |
| Halton | 8 | 6 | 4 | 3 | 25 | 11 | 11 | 6 | -- |
| Hamilton | 7 | 8 | -- | 2 | 5 | 6 | 22 | 7 | 3 |
| Northern Ontario | 7 | 6 | 2 | 14 | 2 | 4 | 6 | 12 | 8 |
| Durham | 6 | 7 | 34 | 8 | 4 | 1 | 3 | -- | 3 |
| Eastern Ontario | 6 | 6 | 11 | 6 | 5 | 5 | 2 | 3 | 8 |
| York | 4 | 4 | -- | 11 | 7 | 1 | 1 | -- | 4 |
| Toronto | 4 | 9 | -- | -- | 3 | 3 | 4 | 1 | 6 |
| Peel | 3 | 2 | -- | 2 | 8 | 8 | 1 | 2 | -- |
| Peterborough | 3 | 2 | 7 | 6 | -- | 1 | 1 | -- | 14 |
| Wellington | 3 | 2 | 4 | -- | -- | 5 | 1 | 10 | -- |

Q13. For the 1-2 locations in and around Ontario's Greenbelt where you spent the **MOST** time on trips greater than 20km (one way) from your home for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities during the last 12 months, please provide the following information: name of the nearest city, town or village; approximate number of days spent at this location in the last 12 months; if location was a national park, provincial park, conservation area or other protected area, please provide its name.

Base: Took at least one trip to areas in and around Ontario's Greenbelt to participate in outdoor recreation, leisure, nature education or other nature-based activities and named a location (n=576)

C Caution, base sizes for Durham (n=39), Halton (n=41) and Extended East (n=45) are small.

Note: Location mentions of >2% shown

Location of Trips Greater Than 20KM From Home In and Around Ontario's Greenbelt in Last 12 Months
 – Nearest City, Town or Village

Second Most Common Location of Trips Greater than 20km from Home to Ontario's Greenbelt in the Last 12 Months (%)

| % Travelling from... | | | | | | | | |
|----------------------|---------|--------|-----------|--------|------|----------------------|------------------|------------------|
| % 'Location 2' | Toronto | Durham | York | Halton | Peel | Hamilton/ Niagara | Extended West | Extended East |
| Simcoe | 12 | 11 | 15 | 6 | 1 | 3 | 14 | 44 |
| Niagara | 12 | 9 | 3 | 30 | 16 | 27 | 6 | 6 |
| Halton | 12 | 11 | 5 | 23 | 20 | 13 | 10 | 5 |
| Northern Ontario | 10 | 6 | 10 | 9 | 24 | 7 | 5 | 11 |
| Western Ontario | 9 | 14 | 6 | 7 | 3 | 8 | 20 | -- |
| Hamilton | 7 | 7 | Base size | 1 | 7 | -- | 12 | -- |
| Eastern Ontario | 6 | 4 | too small | 13 | -- | 3 | 11 | -- |
| Toronto | 5 | 8 | to report | <1 | -- | 5 | -- | 12 |
| York | 4 | 7 | | 14 | -- | 4 | -- | -- |
| Wellington | 4 | 4 | | 1 | 1 | 2 | 6 | 13 |
| Waterloo | 4 | 5 | | -- | -- | 1 | -- | 5 |
| Peel | 3 | 3 | | 4 | 2 | 11 | -- | 2 |
| Kawartha Lakes | 3 | 1 | | 6 | -- | 3 | -- | 4 |

Q13. For the 1-2 locations in and around Ontario's Greenbelt where you spent the MOST time on trips greater than 20km (one way) from your home for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities during the last 12 months, please provide the following information: name of the nearest city, town or village; approximate number of days spent at this location in the last 12 months; if location was a national park, provincial park, conservation area or other protected area, please provide its name.

Base: Took at least one trip to areas in and around Ontario's Greenbelt to participate in outdoor recreation, leisure, nature education or other nature-based activities and named a location (n=322)

C Caution, base sizes for Durham (n=17), York (n=46), Halton (n=27), Peel (n=34), and Extended West (n=36) and Extended East (n=26) are small.

Note: Location mentions of >2% shown

By type of location, the top destinations for trips greater than 20km from home were provincial parks and conservation areas, but some people also named trails (especially the Bruce), other parks, beaches and county or regional forests.

Location of Trips Greater Than 20KM From Home In and Around Ontario's Greenbelt in Last 12 Months
– Parks, Conservation Areas, Other Protected Areas

Type of Location for Trips Greater than 20km from Home to Ontario's Greenbelt in the Last 12 Months (%)



Q13. For the 1-2 locations in and around Ontario's Greenbelt where you spent the MOST time on trips greater than 20km (one way) from your home for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities during the last 12 months, please provide the following information: name of the nearest city, town or village; approximate number of days spent at this location in the last 12 months; if location was a national park, provincial park, conservation area or other protected area, please provide its name.

Base: Took at least one trip to areas in and around Ontario's Greenbelt to participate in outdoor recreation, leisure, nature education or other nature-based activities and named a location (n=185)

Not surprisingly given the size of its population, the top location for trips less than 20km from home to participate in nature-based activities was Toronto, followed by other parts of the GTHA.

Location of Trips Less Than 20KM From Home In and Around Ontario's Greenbelt in Last 12 Months – Nearest City, Town or Village

Location of Trips Less than 20km from Home to Ontario's Greenbelt in the Last 12 Months (%)



| | % Location 1 | % Location 2 |
|-----------------|--------------|--------------|
| Toronto | 25 | 19 |
| Peel | 12 | 13 |
| York | 12 | 12 |
| Hamilton | 9 | 6 |
| Halton | 8 | 13 |
| Durham | 6 | 6 |
| Simcoe | 6 | 8 |
| Niagara | 5 | 6 |
| Waterloo | 5 | 5 |
| Peterborough | 2 | 1 |
| Wellington | 2 | 2 |
| Western Ontario | 2 | 1 |

Q14. And thinking about the 1-2 locations **less** than 20km (one way) from your home where you spent the most time for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities during the last 12 months, please provide the following information: name of the nearest city, town or village; approximate number of days spent at this location in the last 12 months; if location was a national park, provincial park, municipal park, county forest, conservation area or other protected area, please provide its name.

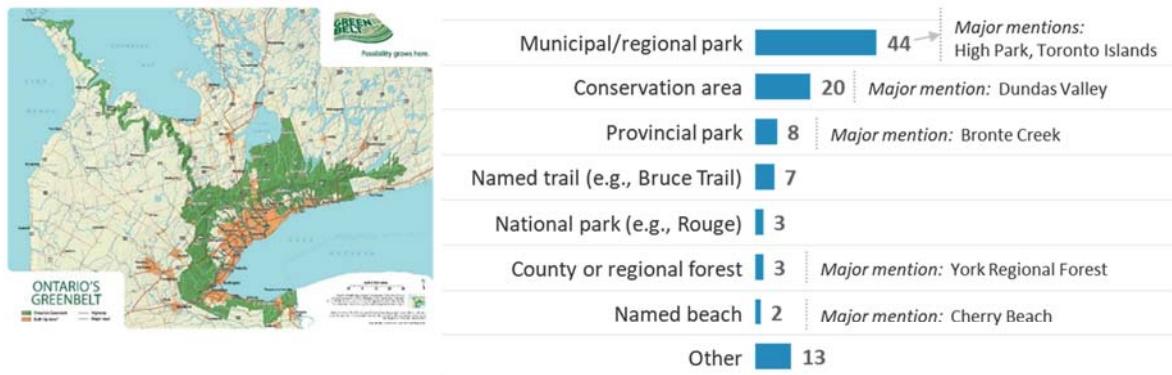
Base: Took at least one trip to areas in and around Ontario's Greenbelt to participate in outdoor recreation, leisure, nature education or other nature-based activities and named a location (n=185)

Note: Location mentions of >1% shown

By type of location, people were most likely to spend time less than 20km away from home in municipal or regional parks (44%) or conservation areas (20%).

Location of Trips Less Than 20KM From Home In and Around Ontario's Greenbelt in Last 12 Months – Nearest City, Town or Village

Type of Location for Trips Less than 20km from Home to Ontario's Greenbelt in the Last 12 Months (%)



Q14. And thinking about the 1-2 locations less than 20km (one way) from your home where you spent the most time for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities during the last 12 months, please provide the following information: name of the nearest city, town or village; approximate number of days spent at this location in the last 12 months; if location was a national park, provincial park, municipal park, county forest, conservation area or other protected area, please provide its name.
Base: Took at least one trip to areas in and around Ontario's Greenbelt to participate in outdoor recreation, leisure, nature education or other nature-based activities and named a location (n=185)

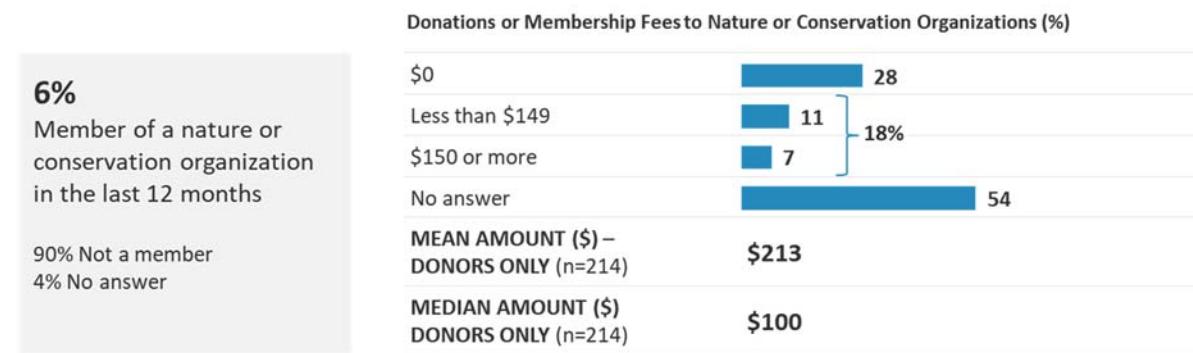
G. Volunteer Nature Conservation Activities

Overall, 6% of GGH residents report being a member of a nature or conservation organization – at the local, regional, national, or international level – during the last 12 months. People living in Hamilton or the Niagara Region (11%) and those with an annual household income of less than \$30,000 (13%) are among the most likely to belong to a nature or conservation organization.

The incidence of donating to nature or conservation organizations is higher than for volunteering; 17% report making a donation or paying a membership fee to a nature or conservation organization.

The mean amount of money spent on donations or membership fees was \$213 (among those who made a donation and/or paid membership fees).

Membership in a Nature or Conservation Organization



Q15. During the last 12 months, were you a member of any nature or conservation organizations? This includes groups at the local, regional, national, or international level.

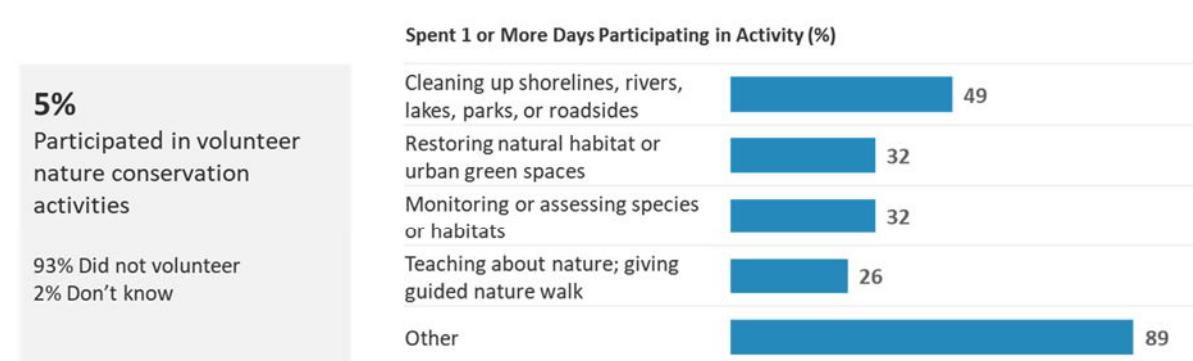
Q16. During the last 12 months, how much money did you spend, if any, on donations or membership fees to nature or conservation organizations? This includes groups at the local, regional, national, or international level.

Base: Total sample

Overall, 4% of people indicate that they participated in volunteer nature conservation activities away from their residence during the last 12 months. People with an annual household income of less than \$30,000 are among the most likely to volunteer their time (11%).

Among those who did volunteer, half (49%) did so by cleaning up – such as shorelines, rivers, lakes, parks or roadsides.

Participation in Volunteer Conservation Activities



Q17. During the last 12 months, did you participate in any volunteer nature conservation activities away from your residence? These could be either in or away from your community.

Base: Total sample

Q18. In the last 12 months, how many days did you spend participating in the following volunteer nature conservation activities.

Base: Volunteered in nature conservation activities in past 12 months (n=55)

Those who volunteer for nature conservation activities typically do so on an occasional or ad hoc basis. Few maintain a regular schedule.

How Volunteers Organize Their Time

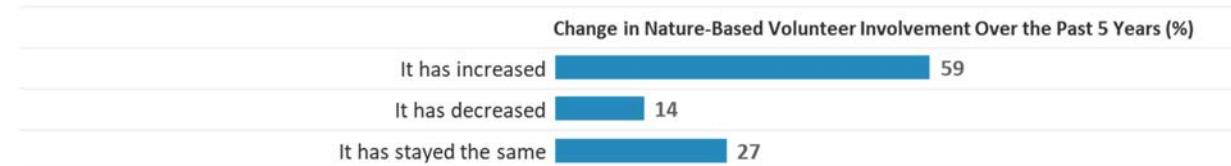


Q19. Which of the following best describes the way you currently organize your time for volunteer nature conservation activities.

Base: Volunteered in nature conservation activities in past 12 months (n=55)

A majority (59%) of those who volunteer for nature-based activities report that their involvement has increased over the last five years.

Change in Nature-Based Volunteer Involvement Over the Last 5 Years

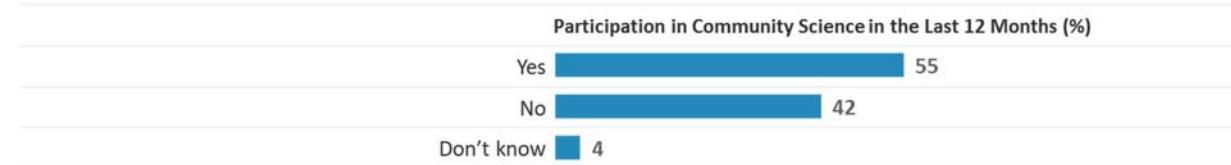


Q20. How has your nature-based volunteer involvement changed over the last five years?

Base: Volunteered in nature conservation activities in past 12 months (n=55)

And, just over half (55%) who have volunteered indicate that they participated in community science by producing information that could be used by nature or watershed organizations, museums, or other science-based organizations, or governments in the last 12 months.

Participation in Community Science in the Last 12 Months



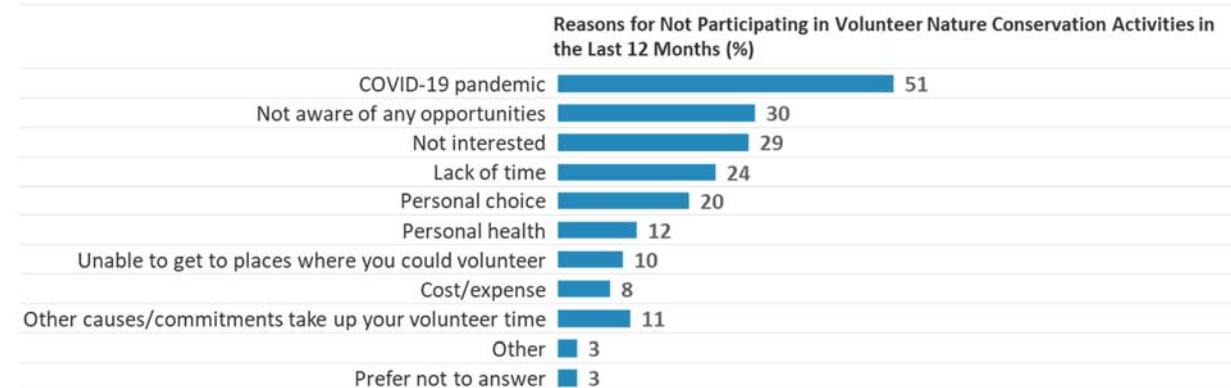
Q21. 'Community science' is a term used to describe the science activities of volunteers who perform or manage research-related tasks such as wildlife or habitat observation, measurement, or assessment. In the last 12 months, have you participated in community science by producing information that could be used by nature or watershed organizations, museums, other science-based organizations, or governments?

Base: Volunteered in nature conservation activities in past 12 months (n=55)

Among GGH residents who have not volunteered in nature conservation activities in the last 12 months, half (51%) indicate that the COVID-19 pandemic prevented them from participating. Three-in-ten (30%) cite not being aware of any opportunities.

People under the age of 30 are among the most likely to indicate that they are not aware of opportunities (39%). By region, residents of Toronto (37%) are the most likely to indicate a lack of awareness, while those in Durham (21%) and Hamilton/Niagara (21%) are least likely to be unaware of opportunities.

Reasons Did Not Participate in Volunteer Nature Conservation Activities



Q22. Which of the following prevented you from participating in volunteer nature conservation activities during the last 12 months.

Base: Have not volunteered in nature conservation activities in past 12 months (n=1,202)

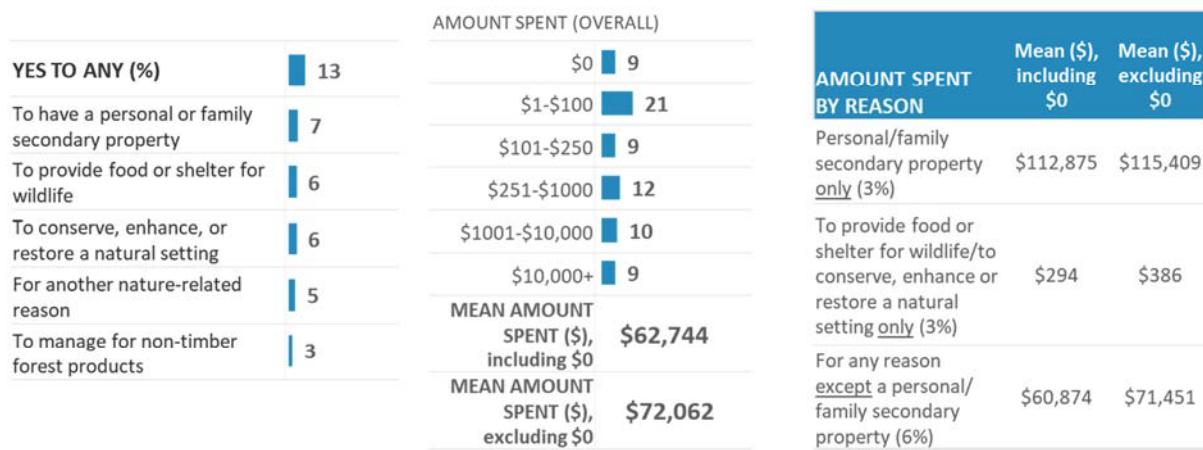
H. Land Maintenance, Restoration, and Purchases

In the last 12 months, 13% of GGH residents indicate that they maintained, restored or purchased land for a nature-related reason.

The average amount of money spent for any reason was \$62,744. The average amount of money spent for any reason except on a personal or family secondary property was \$60,874.

Maintained, Restored or Purchased Land

Spending to Maintain, Restore and/or Purchase Land



Q25. In the last 12 months, did you maintain, restore or purchase land for any of the following reasons (at least partly)?

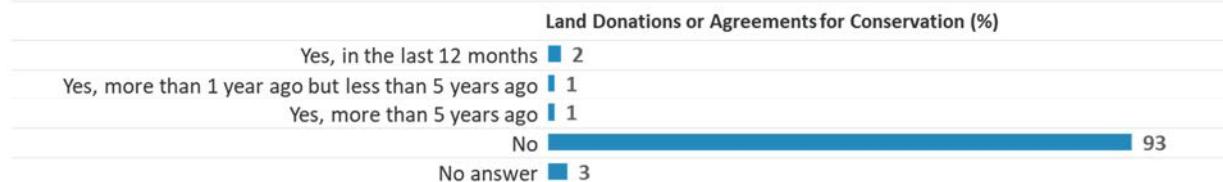
Base: Total sample

Q26. In the last 12 months, approximately how much money did you spend to maintain, restore or purchase this land?

Base: Yes to any item at Q25 (n=169)

Few (4%) indicate they have ever personally donated their owned land or signed an agreement for conservation through an easement, land trust or other protective measure.

Donated Land or Signed Agreement for Conservation

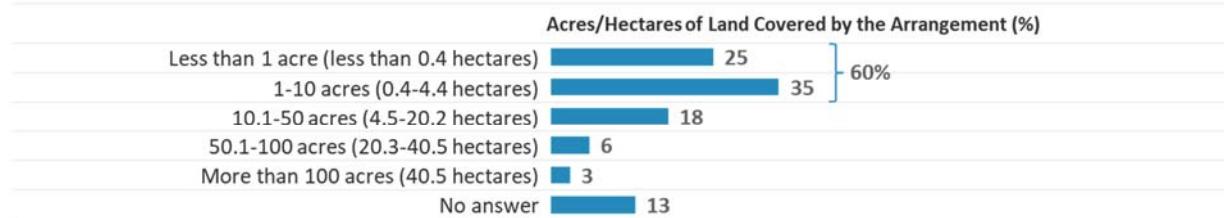


Q27. Have you ever personally donated your owned land or signed an agreement for conservation through an easement, land trust, or other protective measure?

Base: Total sample

Among those who have donated land or signed an agreement for conservation, 60% report that it was for 10 or fewer acres. One-quarter (24%) say that 10.1- 100 acres were covered by the arrangement, while for 3% it was more than 100 acres.

Acres (or Hectares) of Land Covered by the Arrangement



Q28. How many acres (or hectares) of land were covered by the arrangements when you personally donated your owned land or signed an agreement for conservation through an easement, land trust, or other protective measure?

Base: Have personally donated your owned land or signed an agreement for conservation through an easement, land trust, or other protective measure (n=54)

About the Respondents

The following table provides a description of the weighted sample demographics:

| GENDER | | HOUSEHOLD INCOME | | BORN IN CANADA | |
|-------------------------------|---|---------------------------|---------------------------------------|----------------------------|---------------------------------------|
| 48% | Male | 11% | <\$30K | 56% | Yes |
| 51% | Female | 12% | Just over \$30K to \$50k | 44% | No |
| 1% | Other | 13% | Just over \$50k to \$75k | | |
| AGE | | 17% | | 18% | |
| 21% | < 30 | Just over \$75K to \$100K | | Just over \$100k to \$150k | |
| 18% | 30 to 39 | | | More than \$150k | |
| 18% | 40 to 49 | | | Prefer not to answer | |
| 20% | 50 to 59 | | | | |
| 15% | 60 to 69 | | | | |
| 8% | 70 to 79 | | | | |
| EDUCATION | | CURRENT SITUATION | | WORLD REGION WHERE BORN | |
| 36% | High school or less | 51% | Employed full or part-time | 24% | Europe |
| 6% | Technical, trade school or apprenticeship | 9% | Self-employed | 15% | United Kingdom |
| 24% | College diploma | 4% | Not employed and looking for work | 8% | East Asia |
| 16% | Undergraduate university degree | 3% | Not employed and not looking for work | 7% | Southeast Asia |
| 17% | Graduate or professional degree | 4% | Stay-at-home parent/caregiver | 10% | South Asia |
| 1% | Prefer not to answer | 20% | Retired | 4% | West Central Asia and the Middle East |
| NUMBER OF PEOPLE IN HOUSEHOLD | | GGH Region | | 4% | Africa |
| 17% | 1 | 31% | Toronto | 1% | Mexico or South America |
| 32% | 2 | 15% | Peel | 10% | Caribbean and Bermuda |
| 18% | 3 | 12% | York | 5% | South America |
| 31% | 4+ | 11% | Hamilton/Niagara | 1% | Australia and Oceania |
| 2% | Prefer not to answer | 11% | Waterloo/Wellington/Guelph/Dufferin | 7% | United States |
| | | 8% | County/Brant/Haldimand | 5% | Other |
| | | 7% | Simcoe County/Barrie/Orillia/ | 2% | Prefer not to answer |
| | | 6% | Peterborough/Kawartha Lakes/ | | |
| | | | Northumberland County | | |
| | | | Durham | | |
| | | | Halton | | |

Appendix A: Margins of Error for Sub-Samples

The following provides the margins of error for sub-samples referenced in the report:

| | Weighted (n=) | MOE (± pct. points, 19 times out of 20) |
|-------------------------------------|--------------------------|--|
| GENDER IDENTITY: | | |
| Men | 604 | ±3.99 |
| Women | 644 | ±3.86 |
| AGE: | | |
| Under 30 | 267 | ±6 |
| 30-39 | 222 | ±6.58 |
| 40-49 | 229 | ±6.48 |
| 50-59 | 248 | ±6.22 |
| 60 or older | 254 | ±6.15 |
| ACCESS TO A PRIVATE VEHICLE: | | |
| Yes | 1,011 | ±3.08 |
| No | 234 | ±6.41 |
| ANNUAL HOUSEHOLD INCOME: | | |
| Under \$30,000 | 132 | ±8.53 |
| \$30,000 to just under \$75,000 | 306 | ±5.6 |
| \$70,000 to just under \$150,000 | 435 | ±4.7 |
| \$150,000 or more | 203 | ±6.88 |

Appendix B: Questionnaire

Greenbelt Foundation 2021 Value of Nature Survey

PN SHOW INTRO:

Welcome to the survey! The purpose of this survey is to learn about the ways in which you have connected to nature in the last 12 months.

A. Screening Questions

PN SHOW INTRO TO Q1: The first few questions will help us to understand more about you so that we can ask you relevant questions later in the survey.

1. Do you identify as...?

| | |
|---------------------------|------------------|
| Male..... | 1 |
| Female..... | 2 |
| Non-binary/other..... | 3 |
| Prefer not to answer..... | 95 (THANK & END) |

2. What is your age?

| |
|---|
| _____ (THANK AND END IF YOUNGER THAN 18 OR OLDER THAN 79) |
| Prefer not to answer 95 (THANK & END) |

3A. In which of the following Ontario cities or regions do you live?

| | |
|---|----|
| City of Toronto..... | 1 |
| Durham region..... | 2 |
| York region..... | 3 |
| Halton region..... | 4 |
| Peel region..... | 5 |
| Niagara region..... | 6 |
| Kitchener-Waterloo region | 7 |
| City of Hamilton..... | 8 |
| City of Brantford, Brant or Haldimand County..... | 9 |
| City of Peterborough or Peterborough County | 11 |
| Simcoe (Barrie, Orillia or Simcoe County)..... | 12 |

| | |
|---|------------------|
| Town of Orangeville or Dufferin County..... | 13 |
| City of Guelph or Wellington County..... | 14 |
| A First Nations community | 15 |
| A different area of Ontario | 16 (THANK & END) |
| Prefer not to answer..... | 95 (THANK & END) |

ASK IF Q3A=15:

3B. In which First Nations community do you live?

| | |
|---|----|
| Mississaugas of the Credit First Nation..... | 1 |
| Hiawatha First Nation..... | 2 |
| Mississaugas of Scugog Island First Nation..... | 3 |
| Curve Lake First Nation..... | 4 |
| Chippewas of Georgina Island First Nation..... | 5 |
| Chippewas of Rama First Nation..... | 6 |
| Mississaugas of Alderville First Nation..... | 7 |
| Six Nations of the Grand River..... | 8 |
| Other, please specify..... | 98 |
| Prefer not to answer..... | 95 |

ASK IF Q3A=1-14:

3C. Were you born in Canada?

| | |
|---------------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Prefer not to answer..... | 95 |

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

| | |
|--|----|
| Some high school..... | 1 |
| Completed high school | 2 |
| Technical, trade school or apprenticeship..... | 3 |
| College diploma..... | 4 |
| Undergraduate degree..... | 5 |
| Graduate or professional degree..... | 6 |
| Prefer not to answer | 95 |

PN SHOW INTRO TO Q5 ON SEPARATE SCREEN:

The next few questions will help us to understand the ways in which you have **connected to nature in the last 12 months**. We know that it was an unusual year because of the COVID-19 pandemic. When answering questions about the last 12 months, please think about the period from July 2020 to now.

By '**nature**', we mean natural areas or environments like parks, gardens, conservation areas, farmland, countryside, grasslands, forests, wetlands, waterfalls, rivers and lakes.

5. Which of the following actions, if any, have you taken in the last **12 months**? Select all that apply.

| | |
|--|----|
| Traveled away from home to experience nature | 1 |
| Purchased products &/or services for nature-based recreation or other experiences..... | 2 |
| Volunteered in order to help protect, recover or understand nature..... | 3 |
| Adjusted your lifestyle to reduce your ecological or carbon 'footprint' | 4 |
| Spent time outdoors to experience nature at or close to home..... | 5 |
| None of the above..... | 97 |

ROTATE ORDER OF Q6/Q7 AND Q8/Q9 (HALF OF SAMPLE SEES Q6/Q7 FIRST AND HALF SEES Q8/Q9 FIRST)

6. This question asks about your participation in various **outdoor recreation activities** in the last 12 months, including how much time you spent engaging in these activities close to and farther away from home in Ontario.

In estimating the amount of time, think **of 'one day' as all or part of a calendar day in which you engaged in the activity**.

Don't worry if you are not able to recall the exact number of days. **Please provide your best estimate.**

PN: COLUMNS; SET PARAMETERS OF 0-365 DAYS; INCLUDE 'NO ANSWER' OPTION 99

| | | |
|---|---|--|
| In the last 12 months, approximately how many days did you spend on this activity in Ontario? | | |
| Number of days... | At home or <u>within 20 km</u> of home: | <u>Farther than</u> <u>20km</u> from home: |

RANDOMIZE; SHOW NO MORE THAN 5 ITEMS PER PAGE

- a) Walking or hiking in natural areas
- b) Rock climbing or caving
- c) Horseback riding
- d) Cycling or mountain biking
- e) Camping in tents
- f) Non-motorized water and beach activities (for example, swimming, canoeing, kayaking, sailing)
- g) Downhill skiing or snowboarding
- h) Cross-country skiing or snowshoeing
- i) Golfing
- j) Motorized recreational vehicle use on land (for example, ATV, dirt bike, snowmobile, etc.)
- k) Motorized recreational vehicle use on water (for example, motorboat, jet ski, etc.)
- l) Hunting (for example, waterfowl, small or large game mammals, etc.)
- m) Fishing, including catch and release

7. The next question asks about the **amount of money** you spent on outdoor recreation activities in the last 12 months.

For each activity, please report the approximate amount of money you spent on:

- **Food and accommodation** (for example food purchased at stores, restaurants, farm markets, and stays at campgrounds, cabins, hotels, motels, short term rentals, etc.)
- **Transportation** (for example, costs for gas, vehicle rentals, or public transit)
- **Equipment, fees, and supplies** (for example, outdoor gear, sporting equipment purchases or rentals, entry fees, etc.)

If you paid for other members of your household, please include these costs in your estimate.

Don't worry if you are not able to recall the exact amount of money you spent for each activity or category. **Please provide your best estimate.**

If you engaged in 2 or more activities during the same outing, only report the common expenses once (i.e., try not to double-count your expenses).

PN: NEW SCREEN; SHOW/ASK ITEM ONLY IF NUMBER OF DAYS IS >0 AT Q11; PIPE IN TOTAL NUMBER OF DAYS FROM Q11 AND ITEM. SHOW ITEMS A-M ONE AT A TIME (I.E., CAROUSEL OR SINGLE SCREEN).

i) Thinking about your **(BOLD: # OF DAYS FROM Q6)** days **of (BOLD: MATCHING Q7 ITEM)** in the last 12 months, approximately how much money did you spend in total on...?

Only report expenses that you have not already entered for a different activity that was part of the same outing (i.e., avoid double-counting your expenses).

| | |
|--------------------------------|---------|
| Food and accommodation: | \$ ____ |
| Transportation: | \$ ____ |
| Equipment, fees, and supplies: | \$ ____ |
| Total amount | \$ ____ |

PN: INCLUDE No answer 99

ii) On average, how many household members (including you) are included in these expenses?

Number of household members: ____

RANDOMIZE; NOTE WORDING DIFFERENCES FROM LIST AT Q6

- a) Walking or hiking in natural areas
- b) Rock climbing or caving
- c) Horseback riding
- d) Cycling or mountain biking
- e) Camping in tents
- f) Non-motorized water and beach activities
- g) Downhill skiing or snowboarding
- h) Cross-country skiing or snowshoeing
- i) Golfing
- j) Motorized recreational vehicle use on land
- k) Motorized recreational vehicle use on water
- l) Hunting
- m) Fishing

8. This question asks about your participation in various **outdoor leisure or nature education activities** in the last 12 months, including how much time you spent engaging in these activities close to and farther away from home in Ontario.

In estimating the amount of time, think **of 'one day' as all or part of a calendar day in which you engaged in the activity**.

Don't worry if you are not able to recall the exact number of days. **Please provide your best estimate**.

PN: COLUMNS; SET PARAMETERS OF 0-365 DAYS; INCLUDE 'NO ANSWER' OPTION 99

| | | |
|---|--|------------------------------------|
| In the last 12 months, approximately how many days did you spend on this activity in Ontario? | | |
| Number of days... | At home or within 20 km of home: | Farther than 20km from home: |

RANDOMIZE: NO MORE THAN 4 ITEMS PER PAGE

- a) Visiting a nature exhibit or attraction (for example, a zoo, arboretum, botanical or other public garden, aquarium, museum of natural history, etc.)
- b) Photographing or filming nature in general (excluding for birding only)
- c) Birding (for example, watching, monitoring, photographing, or filming birds)
- d) Gardening or landscaping with plants
- e) Attending nature festivals, retreats, workshops or lectures about nature (online/virtual or in-person)
- f) Gathering firewood, nuts, berries, mushrooms, or other plants or natural materials for personal use
- g) Relaxing in an outdoor setting to enjoy nature
- h) Picnicking/BBQs with family or friends in natural areas (for example, in parks or near lakes or streams)
- i) Farm visits (for example, pick-your-own fruit, tours, on-farm stores or stands, etc.)

9. The next question asks about the **amount of money** you spent on outdoor leisure or nature education activities in the last 12 months.

For each activity, please report the approximate amount of money you spent on:

- **Food and accommodation** (for example food purchased at stores, restaurants, farm markets, and stays at campgrounds, cabins, hotels, motels, short term rentals, etc.)
- **Transportation** (for example, costs for gas, vehicle rentals, or public transit)
- **Equipment, fees, and supplies** (for example, outdoor gear, tools, supplies, photography equipment, licences, entry fees, souvenirs, etc.) **(PN: NOTE WORDING IS DIFFERENT FROM Q12)**

If you paid for other members of your household, please include these costs in your estimate.

Don't worry if you are not able to recall the exact amount of money you spent for each activity or category. **Please provide your best estimate.**

If you engaged in 2 or more activities during the same outing, only report the common expenses **once** (i.e., try not to double-count your expenses).

PN: NEW SCREEN; SHOW/ASK ITEM ONLY IF NUMBER OF DAYS IS >0 AT Q8; PIPE IN TOTAL NUMBER OF DAYS FROM Q8 AND ITEM. SHOW ITEMS A-I ONE AT A TIME (I.E., CAROUSEL OR SINGLE SCREEN).

i) Thinking about your **(BOLD: # OF DAYS FROM Q8)** days of **(BOLD: MATCHING Q9 ITEM)** in the last 12 months, approximately how much money did you spend in total on...?

Only report expenses that you have not already entered for a different activity that was part of the same outing (i.e., avoid double-counting your expenses).

| | |
|--------------------------------|-------------------------|
| Food and accommodation: | \$ ____ |
| Transportation: | \$ ____ |
| Equipment, fees, and supplies: | \$ ____ |
| Total amount | \$ (PN: AUTO CALCULATE) |

PN: INCLUDE No answer 99

ii) On average, how many household members (including you) are included in these expenses?

Number of household members: ____

PN: RANDOMIZE; NOTE WORDING DIFFERENCES FROM LIST AT Q8

- a) Visiting a nature exhibit or attraction
- b) Photographing or filming nature in general
- c) Birding
- d) Gardening or landscaping with plants
- e) Attending nature festivals, retreats, workshops or lectures about nature (online or in-person)
- f) Gathering firewood, nuts, berries, mushrooms, or other plants or natural materials for personal use
- g) Relaxing in an outdoor setting to enjoy nature
- h) Picnicking/BBQs with family or friends in natural areas
- i) Farm visits

10. The last 12 months were highly unusual because of the COVID-19 pandemic. In general, would you say that you spent less, more, or about the same **amount of time** engaged in the following activities as you would spend in an average or more typical year?

| | |
|---------------------------------------|----|
| A lot less time..... | 5 |
| A little less time..... | 4 |
| About the same amount of time..... | 3 |
| A little more time..... | 2 |
| A lot more time..... | 1 |
| Don't know..... | 99 |
| Doesn't apply/do not participate..... | 96 |

RANDOMIZE

- a) Walking or hiking in natural areas
- b) Rock climbing or caving
- c) Horseback riding
- d) Cycling or mountain biking
- e) Camping in tents
- f) Non-motorized water and beach activities (for example, swimming, canoeing, kayaking, sailing)
- g) Downhill skiing or snowboarding
- h) Cross-country skiing or snowshoeing
- i) Golfing
- j) Motorized recreational vehicle use on land (for example, ATV, dirt bike, snowmobile, etc.)

- k) Motorized recreational vehicle use on water (for example, motorboat, jet ski, etc.)
- l) Hunting (for example, waterfowl, small or large game mammals, etc.)
- m) Fishing, including catch and release
- n) Visiting a nature exhibit or attraction (for example, a zoo, arboretum, botanical or other public garden, aquarium, museum of natural history, etc.)
- o) Photographing or filming nature in general (excluding for birding only)
- p) Birding (for example, watching, monitoring, photographing, or filming birds)
- q) Gardening or landscaping with plants
- r) Attending nature festivals, retreats, workshops or lectures about nature (online/virtual or in-person)
- s) Gathering firewood, nuts, berries, mushrooms, or other plants or natural materials for personal use
- t) Relaxing in an outdoor setting to enjoy nature
- u) Picnicking/BBQs with family or friends in natural areas (for example, in parks or near lakes or streams)
- v) Farm visits (for example, pick-your-own fruit, tours, on-farm stores or stands, etc.)

SHOW INTRO TO Q11 ON SEPARATE SCREEN:

The next few questions ask about trips away from home during the last 12 months to areas in and around **Ontario's Greenbelt**.

The area includes the entire Greater Toronto Area as well as: Niagara region, Hamilton, Brant and Brantford, Haldimand County, Waterloo region, Guelph and Wellington County, Dufferin County, Grey County, Bruce County, Bruce Peninsula, Simcoe County, Barrie, Orillia, Peterborough region, Kawartha Lakes, Durham region and Northumberland County.

Please look at this **map** to see the areas in and around **Ontario's Greenbelt**. Click or tap to enlarge it.

PN: INCLUDE MAP

11. During the last 12 months, approximately how many **trips greater than 20 km** (one way) from your home did you take to areas in and around Ontario's Greenbelt for the purpose of participating in **outdoor recreation, leisure, nature education or other nature-based activities?**

Do not include trips to a personal or family secondary property, such as a cottage, camp or cabin in your estimate.

Don't worry if you are not able to recall the exact number of trips. **Please provide your best estimate.**

PN: INCLUDE MAP

Greater than 20km from home:

a) Total number of same-day trips: _____
b) Total number of overnight trips: _____

No answer.....99

ASK IF Q11 A OR B > 0:

12. What was the **typical** duration of your trips greater than 20 km (one way) from your home to areas in and around Ontario's Greenbelt for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities during the last 12 months?

Do not include trips to a personal or family secondary property, such as a cottage, camp or cabin in your answer.

| | |
|--|----|
| Day trip, not overnight..... | 1 |
| Part of 2 days with one overnight stay..... | 2 |
| Between 3 and 4 days, with overnight stays..... | 3 |
| Between 5 and 7 days, with overnight stays..... | 4 |
| Between 8 and 14 days, with overnight stays..... | 5 |
| More than 2 weeks, with overnight stays..... | 6 |
| No answer..... | 99 |

ASK IF Q11 >0:

13. For the 1-2 locations in and around Ontario's Greenbelt where you spent the MOST time on trips greater than 20km (one way) from your home for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities during the last 12 months, please provide the following information:

| Information about your nature-based trips greater than 20km away from home: | Location 1 | Location 2 |
|--|-------------------|-------------------|
| Name of the nearest city, town or village: | | |

| | | |
|---|--|--|
| In the last 12 months, approximately how many days did you spend at this location? | | |
| If location was a national park, provincial park, conservation area or other protected area, please provide its name: | | |

14. And thinking about the 1-2 locations less than 20km (one way) from your home where you spent the most time for the purpose of participating in outdoor recreation, leisure, nature education or other nature-based activities during the last 12 months, please provide the following information:

| Information about your nature-based trips <u>less</u> than 20km away from home: | Location 1 | Location 2 |
|--|------------|------------|
| Name of the nearest city, town or village: | | |
| In the last 12 months, approximately how many days did you spend at this location? | | |
| If location was a national park, provincial park, municipal park, county forest, conservation area or other protected area, please provide its name: | | |

SHOW INTRO TO Q15: The next few questions ask about your volunteer nature conservation activities, if any, during the last 12 months.

15. During the last 12 months, were you a member of any nature or conservation organizations? This includes groups at the local, regional, national, or international level.

| | |
|----------------|----|
| Yes..... | 1 |
| No..... | 2 |
| No answer..... | 99 |

16. During the last 12 months, how much money did you spend, if any, on donations or membership fees to nature or conservation organizations? This includes groups at the local, regional, national, or international level.

Don't worry if you are not able to recall the exact amount. Please provide your best estimate.

Total amount in CDN \$: _____

No answer..... 99

17. During the last 12 months, did you participate in any volunteer nature conservation activities away from your residence? These could be either in or away from your community.

| | |
|-----------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Don't know..... | 99 |

ASK IF Q17=1:

18. In the last 12 months, how many days did you spend participating in the following volunteer nature conservation activities?

Think of '**one day**' as all or part of a calendar day.

Don't worry if you are not able to recall the exact number of days. **Please provide your best estimate.**

PN: COLUMN; SET PARAMETERS OF 0-365 DAYS

Number of days: _____

No answer 99

RANDOMIZE EXCEPT FOR 'OTHER' (E)

- a) Restoring natural habitat or urban green spaces (for example, removing invasive species or planting native vegetation)
- b) Cleaning up shorelines, rivers, lakes, parks, or roadsides
- c) Monitoring or assessing species or habitats
- d) Teaching about nature; giving guided nature walks
- e) Other, please specify: _____

ASK IF Q17=1:

19. Which of the following best describes the way you currently organize your time for volunteer nature conservation activities? Select all that apply.

RANDOMIZE:

| | |
|---|----|
| Regular schedule..... | 1 |
| Volunteer an hour here or there when you have the time | 2 |
| Volunteer a day here or there when you have the time | 3 |
| Participate in volunteer events occasionally if you hear about one of interest..... | 4 |
| Other | 5 |
| Don't know..... | 99 |

ASK IF Q17=1:

20. How has your nature-based volunteer involvement changed over the last **five years?**

| | |
|-----------------------------|----|
| It has increased..... | 1 |
| It has decreased..... | 2 |
| It has stayed the same..... | 3 |
| Don't know..... | 99 |

ASK IF Q17=1:

21. '**Community science**' is a term used to describe the science activities of volunteers who perform or manage research-related tasks such as wildlife or habitat observation, measurement, or assessment.

In the last 12 months, have you participated in community science by producing information that could be used by nature or watershed organizations, museums, other science-based organizations, or governments?

| | |
|-----------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Don't know..... | 99 |

ASK IF Q17=2 OR 99:

22. Which of the following prevented you from participating in volunteer nature conservation activities during the last 12 months? Select all that apply.

RANDOMIZE:

| | |
|-------------------------|---|
| COVID-19 pandemic | 1 |
|-------------------------|---|

| | |
|---|----|
| Not interested..... | 2 |
| Lack of time..... | 3 |
| Not aware of any opportunities..... | 4 |
| Unable to get to places where you could volunteer..... | 5 |
| Cost/expense..... | 6 |
| Personal health..... | 7 |
| Personal choice..... | 8 |
| Other causes/commitments take up your volunteer time..... | 9 |
| Other, please specify: _____ | 98 |
| Prefer not to answer..... | 97 |

ROTATE ORDER OF Q23 AND Q24:

ASK ALL:

23. Below are some possible reasons that people might choose to seek out nature-based recreational, leisure or educational activities.

Please select the ones, if any, which apply to you personally.

RANDOMIZE:

| | |
|--|----|
| To increase energy levels..... | 1 |
| To relieve stress..... | 2 |
| To improve mental health in general..... | 3 |
| To have fun..... | 4 |
| To relax..... | 5 |
| For exercise..... | 6 |
| To improve physical health in general..... | 7 |
| To spend time with family and friends..... | 8 |
| To spend time alone/solitude..... | 9 |
| To clean up or improve natural areas..... | 10 |
| To increase sense of well-being..... | 11 |
| To be in the sun/increase levels of Vitamin D..... | 12 |
| To boost your immune system..... | 13 |
| To clear your mind..... | 14 |
| To meet people..... | 15 |
| Other, please specify: _____ | 98 |
| None of the above..... | 97 |
| Don't know..... | 99 |

24. Below are some possible reasons that people might choose not to seek out nature-based recreational, leisure or educational activities.

Please select the ones, if any, which apply to you personally.

RANDOMIZE:

| | |
|-------------------------------------|----|
| Distance/too far from home..... | 1 |
| Lack of time..... | 2 |
| Not aware of any opportunities..... | 3 |
| Lack of knowledge..... | 4 |
| Lack of equipment..... | 5 |
| Don't know where to go..... | 6 |
| Safety concerns..... | 7 |
| Don't have anyone to go with..... | 8 |
| Lack of transportation..... | 9 |
| Personal health..... | 10 |
| Personal choice..... | 11 |
| Not interested..... | 12 |
| Cost/expense..... | 13 |
| Too crowded | 14 |
| COVID-19 pandemic..... | 15 |
| Other, please specify: | 98 |
| None of the above..... | 97 |
| Don't know..... | 99 |

25. In the last 12 months, did you maintain, restore or purchase land for any of the following reasons (at least partly)?

| | |
|----------------|----|
| Yes..... | 1 |
| No..... | 2 |
| No answer..... | 99 |

RANDOMIZE:

- a) To provide food or shelter for wildlife (including protecting species-at-risk)
- b) To conserve, enhance, or restore a natural setting
- c) To manage for non-timber forest products (such as maple syrup, nuts, seeds, berries, vines, mushrooms, etc.)
- d) To have a personal or family secondary property (e.g., cottage, camp or cabin)
- e) For another nature-related reason

ASK IF YES TO ANY ITEM AT Q25:

26. In the last 12 months, approximately how much money did you spend to maintain, restore or purchase this land?

Don't worry if you are not able to recall the exact amount. Please provide your best estimate.

Total amount in CDN \$: _____

No answer..... 99

27. Have you ever personally donated your owned land or signed an agreement for conservation through an easement, land trust, or other protective measure?

| | |
|--|----|
| Yes, in the last 12 months..... | 1 |
| Yes, more than 1 year ago but less than 5 years ago..... | 2 |
| Yes, more than 5 years ago..... | 3 |
| No..... | 4 |
| No answer..... | 99 |

ASK IF Q27=1-3:

28. How many acres (or hectares) of land were covered by the arrangements when you personally donated your owned land or signed an agreement for conservation through an easement, land trust, or other protective measure?

| | |
|---|----|
| Less than 1 acre (less than 0.4 hectares) | 1 |
| 1-10 acres (0.4-4.4 hectares) | 2 |
| 10.1-50 acres (4.5-20.2 hectares) | 3 |
| 50.1-100 acres (20.3-40.5 hectares) | 4 |
| More than 100 acres (40.5 hectares) | 5 |
| No answer..... | 99 |

29. Overall, how would you rate your access to nature where you live?

As a reminder, by 'nature', we mean natural areas or environments like parks, gardens, conservation areas, farmland, countryside, grasslands, forests, wetlands, waterfalls, rivers and lakes.

| | |
|----------------|----|
| Excellent..... | 5 |
| Good..... | 4 |
| Average..... | 3 |
| Poor..... | 2 |
| Very poor..... | 1 |
| No answer..... | 99 |

30. Overall, how important or unimportant is it to you personally to live in an area with good access to nature?

| | |
|--|----|
| Very important..... | 5 |
| Somewhat important..... | 4 |
| Neither important nor unimportant..... | 3 |
| Not very important..... | 2 |
| Not important at all..... | 1 |
| No answer..... | 99 |

INTRO TO Q33: Your responses to the final few questions will help us to better understand the survey findings.

ASK IF DAYS SPENT HUNTING OR FISHING AT Q6M OR N IS >0

33. You indicated earlier in the survey that you spent time hunting or fishing during the last 12 months. Was this...? Select all that apply.

| | |
|--|----|
| Under Indigenous treaty rights..... | 1 |
| Licensed, not under Indigenous treaty rights | 2 |
| Unlicensed..... | 3 |
| Primarily for sport/recreation..... | 4 |
| Primarily for food (personal use or sharing) | 5 |
| Prefer not to answer | 95 |

34. How many people, including yourself, live in your household?

Prefer not to answer 95

35. What type of dwelling do you live in?

RANDOMIZE 1-7:

| | |
|---|----|
| Single detached house | 1 |
| Semi-detached or double house..... | 2 |
| Townhouse, row house, duplex or garden suite..... | 3 |
| Low-rise apartment (less than 5 stories) | 4 |
| High-rise apartment (5 or more stories) | 5 |
| Hotel, rooming/lodging house, camp..... | 6 |
| Mobile home or trailer..... | 7 |
| Other, please specify: _____ | 98 |
| Prefer not to answer | 95 |

36. Which of the following outdoor spaces, if any, are a part of your dwelling? Select all that apply.

| | |
|---|----|
| Yard (front and/or back) | 1 |
| Balcony or terrace..... | 2 |
| Shared/common courtyard or terrace..... | 3 |
| None/no access to outdoor spaces..... | 97 |
| Prefer not to answer..... | 95 |

37. Do you own or have access to a personal or family secondary property (e.g., cottage, camp or cabin)?

| | |
|----------------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Prefer not to answer | 95 |

ASK IF Q34 >1:

38. Do you have ...?

| | |
|--|----|
| Any children under 18 living at home..... | 1 |
| Any children older than 18 living at home..... | 2 |
| No children living at home [EXCLUSIVE] | 3 |
| Prefer not to answer | 95 |

ASK IF CHILDREN UNDER 18 LIVING AT HOME AT Q38

39. What are the ages of your children under 18? Select all that apply.

| | |
|----------------------------|----|
| 6 or younger..... | 1 |
| 7-10 | 2 |
| 11-14 | 3 |
| 15-17 | 4 |
| Prefer not to answer | 95 |

ASK ALL:

40. Which of the following best describes your current situation? Please select one only.

| | |
|--|----|
| Employed part- or full-time | 1 |
| Self-employed..... | 7 |
| Not employed and looking for work..... | 2 |
| Not employed and not looking for work..... | 3 |
| Stay-at-home parent/caregiver..... | 4 |
| Student..... | 5 |
| Retired..... | 6 |
| Prefer not to answer..... | 95 |

ASK IF Q40=1, 2:

41. Please indicate which, if any, of the following nature-related professions are a source of your income (currently, or previously if you are currently looking for work). Select all that apply.

| | |
|------------------------------------|---|
| Farming | 1 |
| Fisheries or marine products | 2 |
| Forestry or forestry products..... | 3 |
| Wildlife activity outfitting..... | 4 |

| | |
|--|----|
| Landscaping..... | 5 |
| Nature-based recreation or tourism..... | 6 |
| Nature-based therapeutic/health care..... | 7 |
| Environmental Science..... | 8 |
| Environmental consulting..... | 9 |
| Nature-oriented arts and crafts..... | 10 |
| Wildlife management..... | 11 |
| Non-government conservation..... | 12 |
| Other nature-related profession..... | 13 |
| None of the above/income does not rely on a nature-based profession..... | 97 |
| Prefer not to answer | 95 |

43. Do you own or have access to a private vehicle?

| | |
|----------------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Prefer not to answer | 95 |

ASK IF Q42=1 OR 95:

44. Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)?

| | |
|----------------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Prefer not to answer | 95 |

ASK IF Q44=2 OR 95 AND Q42=1 OR 95:

45. Were your parents born in Canada?

| | |
|----------------------------|----|
| Yes, both parents..... | 1 |
| Yes, one parent..... | 2 |
| No..... | 3 |
| Prefer not to answer | 95 |

ASK IF Q42=2 OR Q45=1 OR 2:

46. (WORDING IF Q42=2) In which of the following world regions were you born?

(WORDING IF Q45=1) In which of the following world region(s) were your parent(s) born? Select all that apply.

| | |
|--|----|
| Europe..... | 1 |
| United Kingdom..... | 2 |
| East Asia..... | 3 |
| Southeast Asia..... | 4 |
| South Asia..... | 5 |
| West Central Asia and the Middle East..... | 6 |
| Africa..... | 7 |
| Mexico or Central America | 8 |
| Caribbean and Bermuda..... | 9 |
| South America..... | 10 |
| Australia and Oceania | 11 |
| United States | 12 |
| Other, please specify: | 98 |
| Prefer not to answer..... | 95 |

ASK IF Q42=2:

47. How many years have you lived in Canada?

| | |
|---------------------------|----|
| Fewer than 5 years..... | 1 |
| 5-10..... | 2 |
| 11-20..... | 3 |
| More than 20 years..... | 4 |
| Prefer not to answer..... | 95 |

48. What was your annual household income last year, before taxes?

| | |
|---------------------------------------|----|
| Under \$10,000..... | 1 |
| \$10,000 to \$30,000..... | 2 |
| Just over \$30,000 to \$50,000..... | 3 |
| Just over \$50,000 to \$75,000..... | 4 |
| Just over \$75,000 to \$100,000..... | 5 |
| Just over \$100,000 to \$150,000..... | 6 |
| More than \$150,000 | 7 |
| Prefer not to answer..... | 95 |

49. What are the first 3 characters of your postal code?

— — —

Prefer not to answer 95

Thank you for your participation in this survey.