



Factum

Nine in Ten (87%) Canadians say they're Happier when they Spend Time in Nature

Yet, Three Quarters (74%) say it's Easier to Spend time Indoors

Toronto, ON, September 27, 2018 — Nine in ten (87%) Canadians agree (40% strongly/47% somewhat) that they are happier when they spend time in nature, according to a new Ipsos poll conducted on behalf of the Nature Conservancy Canada. Women (89%) and Boomers aged 55+ (90%) are particularly likely to agree that they're happier when they've been outdoors. Just one in ten (13%) Canadians disagrees (2% strongly/10% somewhat).

It's not just happiness that is positively impacted, but other areas of life as well: a majority agrees that spending time in nature sparks their creativity (73% -- 25% strongly/48% somewhat), alleviates stress and helps them focus on work/productivity (88% -- 39% strongly/49% somewhat), and that they sleep better after spending time in nature (87% -- 42% strongly/44% somewhat). Almost all agree (94% -- 48% strongly/46% somewhat) that they are aware of the benefits that spending time in nature can bring to their physical and mental health.

And yet, three quarters (74%) of Canadians agree (27% strongly/47% somewhat) that it is easier to stay indoors than spend time in nature, with Millennials (80%) aged 18-34 and Gen Xers aged 35-54 (76%) being more likely than Boomers (68%) to say so.

Moreover, two in three (66%) Canadians spend less time (38% much less/28% a little less) in nature now compared to when they were a kid. Just 15% spend more time (6% much more/9% a little more) in nature now, while two in ten (19%) spend about the same amount of time in nature as they did when they were a kid. Women (69%) are more likely than men (62%) to say they spend less time in nature, as are Boomers (70%) compared to Gen Xers (64%) and Millennials (61%).

While acknowledging the perceived benefits of nature, eight in ten (82%) Canadians agree (36% strongly/46% somewhat) that they're concerned that future generations won't have close or easy access to nature, rising to 85% among women and those living in Ontario. Just two in ten (18%) Canadians disagree (3% strongly/16% somewhat) that they hold this concern.

About the Study

These are some of the findings of an Ipsos poll conducted between September 10 and 14, 2018, on behalf of Nature Conservancy Canada. For this survey, a sample of 2,000 Canadians aged 18+ was interviewed online via the Ipsos I-Say panel and non-panel sources. Quota sampling and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 2.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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Press Release – continued –

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