

**Half (50%) of Canadians 'Strongly Agree' that Nature is  
Important For Their Family's Well-Being**  
*Strong Majority (87%) Says Family Prefers the Outdoors to Inside,  
Given the Choice*

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**Ipsos Reid**

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## Half (50%) of Canadians ‘Strongly Agree’ that Nature is Important For Their Family’s Well-Being

*Strong Majority (87%) Says Family Prefers the Outdoors to Inside,  
Given the Choice*

**Toronto, ON** – With Family Day coming up for many parts of the country, many Canadians might be using it as an opportunity to reconnect with the Great Outdoors, considering the importance of nature to Canadians and their families, according to a new survey conducted by Ipsos Reid on behalf of Nature Conservancy Canada. Half (50%) of Canadians ‘strongly agree’ that ‘natural areas are important for my family’s well-being’, with nearly the rest of Canadians (47%) ‘somewhat’ agreeing.. Only 3% of Canadians ‘disagree’ (1% strongly/3% somewhat) that natural areas are important for their families well-being.

Most Canadians believe that nature is not only just an important element to their family’s well-being, it can also be a setting for fun and leisure as well. Nine in ten (90%) Canadians ‘agree’ (43% strongly/47% somewhat ) that ‘nature and being outdoors is an important element of my family’s recreational activities’. Just one in ten (10%) ‘disagree’ (2% strongly/8% somewhat) that it is an import aspect of their family’s recreational activities.

With Spring shortly around the corner, this might allow more Canadians and their families to be outside to enjoy the offerings of Mother Nature, and for some this time cannot come soon enough. Interestingly, nine in ten (87%) Canadians ‘agree’ (36% strongly/52% somewhat) that ‘given the choice, my family and I would prefer to spend our time outdoors, in nature,



rather than inside'. Only one in ten (13%) Canadians 'disagree' (2% strongly/11% somewhat) that their family would prefer to spend time in nature rather than inside, given the choice.

*These are some of the findings of an Ipsos Reid poll conducted between October 23<sup>rd</sup> to 29<sup>th</sup>, 2012, on behalf of Nature Conservancy Canada. For this survey, a sample of 1,012 Canadian adults from Ipsos' Canadian online panel was interviewed online. Weighting was then 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 +/- 3.5 percentage points had all Canadians adults been polled. 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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