

# Case Study



**Client:** World Wildlife Fund of Canada  
**Services:** Public Opinion Research Report  
**Languages:** English and French  
**Duration:** December 2011 to March 2012  
**Website:** <http://www.wwf.ca>












## Challenge

Vision Research Inc. (VRI) was hired by the World Wildlife Fund's Ocean Program (WWF-C) to conduct public opinion research to gauge Canadians' attitudes towards the programs key issues, such as ocean health, Integrated Management, conservation, species at risk, and sustainable fishing.

## Project

VRI's team was responsible for sourcing and scheduling venues to hold a series of focus groups across Canada. Moderators and participants were recruited to lead and participate in each group. A screener was prepared and used by the moderators in each city.

The focus groups were conducted in English in Vancouver, Calgary, Toronto, Ottawa and Halifax, and in French in Montreal. In total, 12 focus groups were conducted, each with as many as 13 participants from the general public, aged 18-65. For participating in the study, each respondent was given a \$100 dollar incentive. Over 120 Canadians participated in the public opinion research – each with a different level of understanding about Canada's oceans and their own personal environmental viewpoint.

<b>WALRUS - (<i>Odobenus rosmarus</i>)</b>  Most Interesting/Important: _____ Most Canadian: _____	<b>PUFFIN</b>  Most Interesting/Important: _____ Most Canadian: _____	<b>SEA OTTER - (<i>Enhydra lutris</i>)</b>  Most Interesting/Important: _____ Most Canadian: _____
<b>HUMPBACK WHALE (<i>Megaptera novaeangliae</i>)</b>  Most Interesting/Important: _____ Most Canadian: _____	<b>SALMON</b>  Most Interesting/Important: _____ Most Canadian: _____	<b>KILLER WHALE - (<i>Orcinus orca</i>)</b>  Most Interesting/Important: _____ Most Canadian: _____
<b>HARBOR SEAL - (<i>Phoca vitulina</i>)</b>  Most Interesting/Important: _____ Most Canadian: _____	<b>SHARK - (superorder <i>Selachimorpha</i>)</b>  Most Interesting/Important: _____ Most Canadian: _____	<b>SEA TURTLE - (superfamily <i>Cheloniodea</i> and <i>Dermochelyidae</i>)</b>  Most Interesting/Important: _____ Most Canadian: _____
<b>COD - (<i>Gadus morhua</i>)</b>  Most Interesting/Important: _____ Most Canadian: _____	<b>NARWHAL - (<i>Monodon monoceros</i>)</b>  Most Interesting/Important: _____ Most Canadian: _____	

During the focus groups, participants were asked to provide insight to questions under the following categories:

- general impressions about Canada's oceans,
- ocean stories,
- ocean species,
- ocean industries,
- and ocean advocacy.

On average, each focus group lasted between an hour to an hour and thirty minutes. Each group was recorded and then transcribed for analysis by one of VRI's transcription specialists. The findings were then presented in English in a final report.

## Implementation

The animal handout (see next page) was given to each focus group participant to determine which species Canadians believed were most interesting/important and most Canadian. Participants were instructed to identify their top three choices by placing a number 1, 2, or 3 next to their selection.

Each species was awarded 5 points for a first-place ranking in each category; 3 points for a second-place ranking, and 1 point for a third-place ranking. The table below shows the cumulative points given to each ocean species for each category.

The results were mixed, but many respondents identified the salmon, killer whale and the cod as most interesting/important and most Canadian. The table below represents the findings.

Species	Most interesting/important	Most Canadian
Walrus	15	28
Puffin	17	46
Sea Otter	21	32
Humpback	108	35
Salmon	155	222
Killer Whale	156	140
Harbour Seal	53	99
Shark	69	1
Sea Turtle	38	4
Cod	73	129
Narwhal	37	13

## Results

The study uncovered important and useful information benefitting the WWF-C and its stakeholders. Overall, many of those who participated in the study spoke openly about their concerns in regards to ocean pollution, industries and species. It was recorded that much still needs to be done to protect the ocean – by individuals, corporations and educators to make conserving the ocean a priority in the minds of Canadians.