



National Omnibus Survey Report



May 2017

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Methodology & Logistics

Background

- The following represents the results of a May 2017 omnibus telephone survey of Canadian residents, 18 years of age or older, conducted by Oraclepoll Research Ltd for Friends of the Earth.
- The results contained in this report are from the question subscribed to by Friends of the Earth on issues related to the perceptions of bees and bee related topics.
- This report contains an executive summary of the findings and the results by individual question, while crosstabulations are contained in a separate Excel file.

Study Sample & Error Rates

- A total of N=2000 interviews were conducted using person to person telephone interviewing. The margin of error for the total N=2000 sample is $\pm 2.2\%$, 19 times out of 20.
- The following is the sample distribution by region.

	N	%
Maritimes	140	7%
Ontario	780	39%
Quebec	480	24%
Manitoba / Saskatchewan	140	7%
Alberta	200	10%
BC	260	13%
Total	2000	100%

Survey Method

- All surveys were conducted by telephone using live operators at the Oraclepoll call center facility. Phone numbers were dialed from samples of both standard land-line and cell phones.
- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. The random database was inclusive of new numbers, private numbers and cell phone only households.
- A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

Logistics

- Interviews were completed between the days of May 14th and May 24th 2017.
- Initial calls were made between the hours of 5 p.m. and 9 p.m. within each national time zone. Subsequent call backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10 a.m. to 9 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact.

Executive Summary

SPECIES OF BEES RECALL

Respondents to the Friends of Earth set of questions were first asked in an open ended or unaided question to name all the species of wild bees' native to Canada that came mind.

**Q1. "Thinking of the many species of wild bees that are native to Canada, how many can you name?"
(MULTIPLE RESPONSES ACCEPTED)**

	%
Honey Bees	45%
Bumble Bees	34%
Don't know / none	10%
Yellowjackets	6%
Queen bee	2%
Drone bees	2%
Wasps	1%
<i>(Hornets, Leafcutter, Digger, Sweat, Mason, Mining, Carpenter, Solitary)</i>	1% total

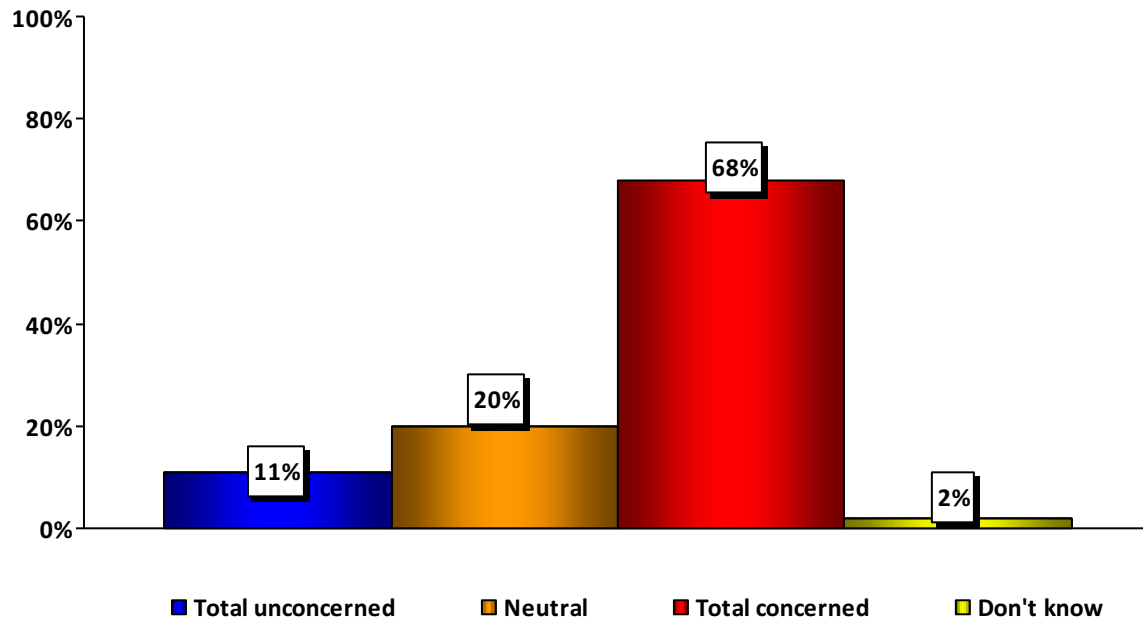
Honey bees were the top of mind mention by 45% of respondents (N=1111), next followed by bumble bees at 34% (N=839), while 10% of all those surveyed (N=237) either did not know or could not name a species. There were 6% (N=148) that recalled the name yellowjackets, 2% (N=45) that could only think of queen bees and 2% (N=41) drone bees. The remaining 1% or N=34 of answers were split among mentions that included hornets, leafcutter, digger, sweat, mason, mining, carpenter and solitary bees.

There were no significant variations in the set of responses as a function of area or other demographic indicators.

BEE HEALTH CONCERN

Next, respondents were asked to rate their level of concern, using a five-point rating scale, over the health of honey bees and wild bee conservation in Canada. The graph below combines the total unconcerned (1 & 2) and total concerned (4 & 5) responses.

Q2. "How concerned are you about the health of honey bees and the conservation of wild, native bees in Canada? Please use a scale from one not at all concerned to five very concerned."



In total, 68% of all Canadians surveyed said that they were concerned or very concerned, compared to only 11% not or not at all concerned, while 20% had a neutral opinion (neither concerned nor unconcerned) and 2% were unsure.

Total concern was highest in Quebec (76%) and BC (75%), followed by Ontario (66%), Manitoba / Saskatchewan (65%), while lowest in Alberta (60%) and the Maritimes (59%). Green Party (88%) and Bloc (82%) voters were also most concerned, next by New Democrat's (73%) and Liberal's (70%), but by a lesser 61% of Conservatives. Those aged 71+ expressed the lowest concern (60%) in relation to younger cohorts such as 18-35 year old's (73%).

In an open-ended follow up question allowing for one response, those surveyed were asked **why they felt, if at all, that bees should be protected (Q3)**. Most cited by 36% was because they are needed for pollination, while 32% stated that they produce honey and 21% as a result of them being endangered. There were 3% that claimed that they are good for the environment or nature, while only 4% said that it is not important or that they do not care and 5% did not know or were unsure.

THREATS TO BEES

A short one sentence descriptive preamble was first read about the health of bees and the entire ecosystem. Respondents were then read a list of possible threats to bees and were asked if they felt each one was a threat to them.

“Wild, native bees reflect the overall health of an ecosystem and, if they are in distress, so is the entire system.”

Q4. “Which of the following do you think are the most important threats to wild, native bees in Canada?”

LIST READ TO RESPONDENTS	Yes	No
Pesticides	89%	11%
Loss of suitable floral resources	79%	21%
Habitat loss	68%	32%
Disease	67%	33%
Climate change	66%	35%
Modern intensive agriculture	65%	35%

From the list of six possible threats, pesticides were seen as being the greatest challenge facing bees by almost nine in ten or 89%, while the next highest named by 79% was the loss of suitable floral resources. The remaining areas were all viewed by a majority of respondents as being important, falling in the range of 65% to 68%, including habitat loss (68%), disease (67%), climate change (66%) and modern intensive agriculture (65%).

Threats including pesticides, loss of floral resources and disease all had similar findings with respect to demographics and geographic considerations. Habitat loss was perceived as being more important to British Columbians (73%) and Quebecers (70%), as was climate change (BC, 70% & Quebec, 68%), while a changing climate was rated lower by older Canadians (71+, 58%) and Conservative voters (58%). There was a split when it came to the importance of modern intensive agriculture between rural (59%) and urban (67%) dwellers and regionally with findings being highest in BC (70%) and lowest in Alberta (56%).

RESPONSIBILITY FOR PROTECTION

Respondents were asked which entity, from a list read to them, that they felt should be most responsible for protecting Canada’s wild native bee populations.

Q5. “Which of the following do you feel should MOST take responsibility for the protection of wild native bees and their populations in Canada?”

LIST READ – ONE RESPONSE ACCEPTED	%
Federal and provincial government	51%
Pesticide manufacturers	23%
Beekeepers	8%
Landowners	8%
Don't know	4%
Homeowners or gardeners	2%
Commercial operators (landscape companies, golf courses)	2%
Local governments	2%
Those in the agricultural industry (farmers, growers)	1%

More than half or 51% were of the opinion that senior levels of government (federal & provincial) should be responsible for protecting bee populations. Given the threat that most feel that pesticides pose to bees (Q4 – 89%), pesticide manufacturers were next most named by 23%. Other responses were varied with beekeepers (8%) and landowners (8%) leading the remaining list, followed by homeowners (2%), commercial operators (2%), local governments (2%) and the agricultural industry (1%). There were 4% that did not know or were unsure.

Those surveyed then were questioned in an open ended or unaided probe about **what if anything is preventing them from doing more to help save bees (Q6)**. One-third or 33% of those asked said nothing / nothing more or that they are already doing all that they can (38% rural & 31% urban), while 24% claimed that they do not know how to help. There were 20% that stated bees are not a top priority for them and only 9% referenced that they dislike bees or are afraid of them and their stings. Other mentions included a lack of available time or money (8%), no available gardening space (2%), not being able to find or know of bee friendly plants (2%), not having space in general (1%) and that they live in a condominium (1%).

BEE FACT – AGREEMENT STATEMENTS

Respondents were asked to agree or disagree with five statements related to bee fact awareness.

“Please agree or disagree with each of the following statements”

	Agree	Disagree	Don't know
Q7. Honeybees can replace wild, native bees in pollinating crops and wild flowers.	15%	19%	66%
Q8. I think of wasps and bees as being the same.	25%	65%	9%
Q9. All bees nest in hives and make honey.	12%	61%	27%
Q10. All bees are endangered.	42%	45%	13%
Q11. All bees can sting.	24%	60%	16%

On the issue of honeybees being able to “replace wild, native bees” in pollination, most or 66% did not know, while the remaining responses were split between those that agreed (15%) or disagreed (19%). There were no significant variances as a function of demographics or area.

With respect to thinking of “wasps and bees as being the same”, a 65% majority did not or disagreed, compared to only one-quarter or 25% that did or agreed, while 9% were unsure. Rural residents were most likely to disagree with this statement (72%) compared to those in urban areas (63%).

More than six in ten or 61% disagreed with the statement that “all bees nest in hives and make honey”, only 12% agreed but a high 27% were unsure or did not know. Once again, more of those living in rural areas disagreed (66%) in relation to urban residents (59%).

There was a split of opinion when it came to statement “all bees are endangered”, with 42% agreeing and 45% disagreeing, while 13% answered don't know. A higher number of younger respondents 18-35 years of age agreed (50%), as did more lower earners (under \$50,000 – 49%) and a higher number of those in rural (46%) compared to urban (41%) areas.

Most or 60% disagreed or did not think that “all bees can sting”, 24% agreed or felt that they do and 16% did not know. Findings on this question were consistent across all groups.

Results by Question

Q1. Thinking of the many species of wild bees that are native to Canada, how many can you name?

OPEN / UNAIDED / ACCEPT MULTIPLE RESPONSES

	Responses	
	N	Percent
Honey Bees	1111	44.9%
Bumble Bees	839	33.9%
Yellowjackets	148	6.0%
Wasps	20	0.8%
Hornets	5	0.2%
Queen bee	45	1.8%
Drone bees	41	1.7%
Leafcutters	3	0.1%
Digger	2	0.1%
Sweat	3	0.1%
Mason	8	0.3%
Mining	1	0.0%
Carpenter	8	0.3%
Solitary	4	0.2%
Don't know / none	237	9.6%
Total	2475	100.0%

Q2. How concerned are you about the health of honey bees and the conservation of wild, native bees in Canada? Please use a scale from one not at all concerned to five very concerned.

	Frequency	Percent
1-not at all concerned	130	6.5
2-not concerned	84	4.2
3-neither concerned nor unconcerned	390	19.5
4-concerned	414	20.7
5-very concerned	951	47.6
Don't know	31	1.6
Total	2000	100.0

Q3. Why (if at all) is it important that bees are protected?

	Frequency	Percent
For pollination	709	35.5
To produce honey	638	31.9
They are endangered	427	21.4
Don't know	96	4.8
Not important / don't care	78	3.9
They are good for the environment / nature	52	2.6
Total	2000	100.0

Q4. Wild, native bees reflect the overall health of an ecosystem and, if they are in distress, so is the entire system. Which of the following do you think are the most important threats to wild, native bees in Canada? **READ / ACCEPT ALL THAT APPLY**

Q4a. Habitat loss

	Frequency	Percent
Yes	1351	67.6
No	649	32.5
Total	2000	100.0

Q4b. Loss of suitable floral resources

	Frequency	Percent
Yes	1574	78.7
No	426	21.3
Total	2000	100.0

Q4c. Modern intensive agriculture

	Frequency	Percent
Yes	1297	64.9
No	703	35.2
Total	2000	100.0

Q4d. Pesticides

	Frequency	Percent
Yes	1786	89.3
No	214	10.7
Total	2000	100.0

Q4e. Climate Change

	Frequency	Percent
Yes	1309	65.5
No	691	34.6
Total	2000	100.0

Q4f. Disease

	Frequency	Percent
Yes	1343	67.2
No	657	32.9
Total	2000	100.0

Q5. Which of the following do you feel should MOST take responsibility for the protection of wild native bees and their populations in Canada? **READ – ACCEPT ONE RESPONSE**

	Frequency	Percent
Federal and provincial government	1013	50.7
Pesticide manufacturers	451	22.6
Beekeepers	163	8.2
Landowners	153	7.7
Don't know	86	4.3
Homeowners or gardeners	42	2.1
Commercial operators (landscape companies, golf courses)	42	2.1
Local governments	41	2.1
Those in the agricultural industry (farmers, growers)	9	.5
Total	2000	100.0

Q6. What if anything is preventing you from doing more to help save bees?

	Frequency	Percent
Nothing / already helping / doing all I can	658	32.9
Don't know how to help	483	24.2
Not a priority / do not care about	389	19.5
Dislike bees / fear of stings	185	9.3
Lack of time/money/	168	8.4
Lack of gardening space	38	1.9
Can't find plants	35	1.8
No space	25	1.3
Live in condo	19	1.0
Total	2000	100.0

Please agree or disagree with each of the following statements.

Q7. Honeybees can replace wild, native bees in pollinating crops and wild flowers.

	Frequency	Percent
Agree	296	14.8
Disagree	387	19.4
Don't know	1317	65.9
Total	2000	100.0

Q8. I think of wasps and bees as being the same.

	Frequency	Valid Percent
Agree	506	25.3
Disagree	1306	65.3
Don't know	188	9.4
Total	2000	100.0

Q9. All bees nest in hives and make honey.

	Frequency	Percent
Agree	244	12.2
Disagree	1216	60.8
Don't know	540	27.0
Total	2000	100.0

Q10. All bees are endangered.

	Frequency	Percent
Agree	847	42.4
Disagree	902	45.1
Don't know	251	12.6
Total	2000	100.0

Q11. All bees can sting.

	Frequency	Percent
Agree	488	24.4
Disagree	1201	60.1
Don't know	311	15.6
Total	2000	100.0

DEMOGRAPHICS

FEDERAL VOTE INTENT

	Total Vote	Decided Vote
Liberal Party	32.5	38.6
NDP	17.7	21.1
Conservative Party	26.0	30.9
Green Party of Canada	3.7	4.4
Bloc Quebecois [QUEBEC ONLY]	4.2	5.0
Undecided	16.0	-

Age

	Frequency	Percent
18-35	667	33.4
36-51	518	25.9
52-62	282	14.1
63-70	235	11.8
71+	298	14.9
Total	2000	100.0

Combined Household Income

	Frequency	Percent
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Under \$50,000	313	15.7
\$50,000-\$74,999	305	15.3
\$75,000-\$99,999	461	23.1
\$100,000 & over	604	30.2
Don't know / Refused	317	15.9
Total	2000	100.0

Rural / Urban

	Frequency	Percent
Urban	1471	73.6
Rural	529	26.5
Total	2000	100.0

Gender

	Frequency	Percent
Male	998	49.9
Female	1002	50.1
Total	2000	100.0