

The following presents a brief snapshot of results for the questions commissioned by the **Ecology Action Centre** in the Winter 2026 Atlantic Quarterly®. Details on the research methodology are provided below.

## Key Highlights

- To understand public perspectives on nature conservation in the province, Nova Scotians were asked to consider Canada’s commitment to protect 30 percent of legal land by 2030 and Nova Scotia’s goal of reaching 20 percent protection within the same timeframe (up from the current 14%). After reading a brief description of the differing viewpoints, some emphasizing the need for additional protected wilderness to conserve biodiversity and support recreation, and others expressing concern about costs and impacts on resource-based industries, **residents were asked whether they personally believe there should be more, fewer, or about the same number of protected areas in Nova Scotia.**
- Overall, two-thirds of Nova Scotians (67%) believe there should be **more** protected wilderness areas, while about one-quarter (27%) feel the amount should remain the **same**. Only three percent believe there should be **fewer** protected wilderness areas.
- Regionally, residents of Halifax are more likely than those in Cape Breton to say there should be more protected wilderness areas. In contrast, Cape Breton residents are more likely than Halifax residents to believe the amount should stay the same. Across genders, women are more likely than men to say there should be more protected wilderness areas.

<b>Method</b>	<ul style="list-style-type: none"> <li>Non-probability online survey</li> </ul>
<b>Data Collection Dates</b>	<ul style="list-style-type: none"> <li>February 23 – March 5, 2026</li> </ul>
<b>Sampling</b>	<ul style="list-style-type: none"> <li>The survey was conducted with 517 residents in Nova Scotia using Narrative Research’s East Coast Voice panel.</li> <li>Given the online methodology and use of a non-probability sample, a margin of error is not applied to the results.</li> <li>Region, gender, and age quotas were established, and overall results were weighted to ensure accurate representation of the population’s true distribution according to Statistics Canada 2021 census data.</li> </ul>