



# Surveying Canadians' Climate Change Beliefs, Attitudes and Behaviours Over Time

Methodological Report

Prepared for Privy Council Office

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*Ce rapport est aussi disponible en français*

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## Methods Report

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This report presents the methodological details for the *Surveying Canadians' Climate Change Beliefs, Attitudes and Behaviours Over Time* conducted by Advanis on behalf of the Privy Council Office. The probability-based, online survey was administered 8 times between December 2021 and March 2023. Each wave surveyed approximately 2,000 members of the Canadian public aged 18 or older. Wave 2 through 7 targeted collecting 1,500 completes from respondents who had completed at least one previous wave of the study. Wave 8 did not include longitudinal sample.

Ce rapport est aussi disponible en français sous le titre : *Enquête sur les convictions, les attitudes et les comportements des Canadiens en matière de changement climatique au fil du temps*

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## Executive Summary

The Privy Council Office (PCO) required ongoing quantitative data collection and analysis to support a trilateral program of research based in applied behavioural science (BeSci). The program of research required real-time representations of Canadians' evolving beliefs, attitudes, and behaviours relating to climate change, in order to help the Government of Canada to develop and refine policy development, regulatory practices, program implementation, and communication strategies.

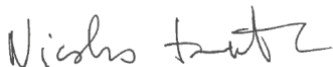
The study employed a probability-based, online survey administered to a national sample of adult Canadians 18 years of age and older. Respondents were recruited by telephone to the online survey. After the initial survey wave, respondents who had agreed to be recontacted, were invited to take the following wave(s), targeting 1,500 completes from recontact sample for waves 2 through 7. Each wave of the survey took approximately 20 minutes to complete.

A total of 17,324 surveys were completed across the 8 waves of the survey between December 2021 and March 2023, with response rates ranging by wave between 28.9% to 48.5% and a margin of error ranging +/-1.86% to +/-2.18% at the national scale (19 times out of 20, at a 95 percent confidence interval). The data was weighted based on geographic region, gender and age, using the 2016 Canadian Population Census for waves 1 to 3, and the 2021 Census data for waves 4 to 8. The total cost of the study was \$247,673.76 including taxes.

### Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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# 1. Background and Objectives

In partnership with the Environment and Climate Change Canada (ECCC) and Natural Resources Canada (NRCan), the Privy Council Office (PCO) required ongoing quantitative data collection and analysis to support a trilateral program of research based in applied behavioural science (BeSci). The program of research required real-time representations of Canadians' evolving beliefs, attitudes, and behaviours relating to climate change. Insights garnered from this quantitative study will enable the Government of Canada to further develop and refine policy development, regulatory practices, program implementation, and communication strategies.

Climate change is undoubtedly a challenge with deep - and increasingly complex - behavioural roots. High-profile efforts are already underway through federal levers that further the Government's goals for decarbonization, electrification, energy-efficiency, and nature-based solutions. An additional tool to contribute to these efforts is evidenced-based, data-driven behavioural science (BeSci), which can enhance our understanding of what drives individual and collective behaviour, what barriers stand in the way of greater climate action, and how to design and test solutions that lead to meaningful behaviour change in Canada.

The Impact and Innovation Unit (IIU)'s Centre of Expertise at PCO is partnering with NRCan and ECCC to increase BeSci capacity within the Government of Canada through a three-phase program of applied behavioural research. The program of research was designed as a value add to policy development, regulatory practices, program implementation, and communication strategies. Notably, in serving this new function, the program of applied research will generate evidence of where behavioural gaps exist and test solutions in a rapid format. Feeding back into domain areas across NRCan and ECCC, these insights can then be leveraged to sharpen response techniques across the continuum of Government functions.

The goal of this survey was to provide PCO, ECCC, and NRCan with research-based information on Canadians' beliefs, attitudes, and behaviours relating to climate change. This included:

- support for existing and proposed climate policy and programs;
- risk perceptions pertaining to climate change and its impacts;
- acceptance of recommended behaviours to combat climate change;
- climate change knowledge;
- barriers/drivers to pro-environmental behaviours; and
- misperceptions about climate change and its causes.

Insights generated from this quantitative study will enable the Government of Canada to further develop and refine climate change-focused policy, programs, communications, and regulations to meet the specific needs of Canadians.

The total expenditure of this research was \$247,673.76 including taxes.

# 2. Methodology

The Privy Council Office sought to conduct 8 waves of a 20-minute online survey with 2,000 Canadians aged 18 years and older. Aiming for a total of 16,000 completed surveys across 8 waves. The study used Advanis' proprietary, probability-based General Population Representative Sample (GPRS). The probability-based study was conducted using a two-step approach where respondents were recruited by telephone to participate in an online web survey. Respondents were recruited to the online study by either email or SMS (text message), based on their preference at the time of recruitment. After the initial invitation, if respondents had not yet completed the survey, they were sent a reminder message. Reminder messages were sent 3 and 6 days after the initial recruit.

In subsequent waves Advanis recontacted those who had agreed to participate in future waves, aiming to collect 1,500 surveys from the longitudinal sample, and topping up the remaining 500 surveys with new participants. For every wave, respondents continued to be contacted by phone first, regardless of whether they had participated in a previous wave, before they were sent a link to the latest wave of the study.

In wave 7, in order to have year over year comparison data, the targets were adjusted to collect what could be obtained from those who had completed either wave 1, or at least 2 between wave 2 and wave 6, and to collect 2,000 new surveys with the general population to compare with the initial wave. For wave 8, an entirely new sample of 2,000 respondents was collected.

Overall, 45,372 respondents were recruited to participate in the study across all 8 waves. This resulted in a total of 17,324 completed surveys. Details regarding the number of surveys conducted and response rates per wave can be found in section 2.2.

## 2.1 Survey Design

The survey was designed by Environment and Climate Change Canada (ECCC), Natural Resources Canada (NRCan), and the Privy Council Office (PCO), and programmed by Advanis ensuring all required standards for public opinion research in the Government of Canada were met. These requirements included but were not limited to notifications regarding privacy and voluntary participation, and adaptability of content based on device (e.g., smartphone, laptop screen). Standards for pre-testing were also adhered to, with a pretest conducted in both English and French during each wave of the study. Results of the pretest were provided to the Privy Council Office (PCO), and if necessary changes were made to adjust the survey. Changes were required after waves 1,2,6 and 8 pretest to reduce the survey length. In other waves, changes made were limited to minor text adjustments to clarify questions when needed.

The initial survey wave involved 2 survey pretests, the first was conducted December 9<sup>th</sup>, 2021 during which 83 Canadians completed the survey (70 in English, 13 in French). After this pretest it was determined that the average survey length was 31 minutes long and needed to be reduced. The survey instrument was reviewed and assessed for length, with several questions being removed. All completes from this initial pretest were removed from the data given the extent of the survey changes made afterwards. On December 13<sup>th</sup>, a second pretest was conducted collecting 289 surveys. The survey length from this 2<sup>nd</sup> pretest was still out of scope at 26 minutes, so it was required that additional questions be removed from the survey. When the survey length was re-assessed on December 15<sup>th</sup> after these additional questions were removed the average survey length was down to 23 minutes. Given the timing and how close to the holidays, it was decided to proceed with the survey as-is in order to complete data collection prior to the holiday season.

Pretest details for the remaining survey waves were:

- Wave 2: February 15-16<sup>th</sup>, 2022, collecting 23 English and 24 French surveys. The average survey length was 24 minutes for the longitudinal sample, and 27 minutes for the new sample, so several questions were removed from the survey to bring the survey back in line with the project guidelines.
- Wave 3: April 25-26<sup>th</sup>, 2022, collecting 31 English and 10 French surveys. No significant changes were needed after this pretest.
- Wave 4: June 20-21<sup>st</sup>, 2022, collecting 33 English and 44 French surveys. No significant changes to the survey were needed after this pretest.
- Wave 5: August 16-17<sup>th</sup>, 2022, collecting 19 English, 10 French surveys. No significant changes to the survey were needed after the pretest either.

- Wave 6: October 17-18<sup>th</sup>, 2022, collecting 21 English, 11 French surveys. The survey length increased to 25 minutes, which required that questions be removed to bring the length back to within project guidelines.
- Wave 7: November 24-25<sup>th</sup>, 2022, collecting 31 English, 10 French surveys. No significant changes to the survey were needed after this pretest.
- Wave 8: February 23-24<sup>th</sup>, 2023, collecting 35 English, 8 French surveys. The survey length was 26 minutes, which required questions be removed after the pretest to bring the length back to within project guidelines. Questions were removed on February 24<sup>th</sup>, and additional completes were allowed over the weekend from those already recruited. The survey length was then reassessed, and further questions were removed from the survey prior to resuming data collection.

Question naming and numbering was kept consistent across waves for data comparisons and merging purposes. Question wording was adjusted slightly across waves, but any changes that altered the meaning of the question was assigned a new question number.

Mapping of the questions asked in each wave can be found in table 1 below. The full survey questionnaires can be found in Appendix B.

Table 1: Survey question mapping

Question #	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8
A0		X	X	X	X	X	X	
A1	X	X	X	X	X	X	X	X
A1a	X	X	X	X	X	X	X	X
A2	X	X	X	X	X	X	X	X
A3	X	X	X	X	X	X	X	X
A4	X	X	X	X	X	X	X	X
A5	X	X	X	X	X	X	X	X
A6	X	X	X	X	X	X	X	X
B2	Levels: 1,2,4,5	Levels: 1,2,5,6	Levels: 1,2,4,5,6	Levels: 1,2,3,5,6,7	Levels: 1,2,4,5,6	Levels: 1,2,4,5,6	Levels: 1,2,4,5,6	Levels: 1,2,4,5
B2a						X		
B1	Levels: 1,2,3,4,5	Levels: 6,7,8,9,10, 11	Levels: 1,2,3,4,5	Levels: 6,7,8,9,10, 11	Levels: 1,2,3,4,5	Levels: 6,7,8,9,10, 11	Levels: 1,2,3,4,5	Levels: 1,2,3,4,5
B13a							X	
B13b							X	
B13c							X	
B13d							X	
B11					X			
B1b		X						
B1c				X				
B1d				X				
B3	Levels: 1,3,4					Levels: 1,3,4,5		
B5	Levels: 2,4,5,8			Levels: 5			Levels: 2,4,5,8	
B8	X							
B8a		X						
B8b		X	X	X	X	X	X	
B12						X		

Question #	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8
B9a			X					
B10			Levels: 1 to 10		Levels: 11 to 24			
B8c								X
B13								X
B13a2								X
B13b2								X
B11a								X
B11b								X
B11k								X
B11i								X
B11d								X
C1	Levels: 1,2,3	Levels: 2	Levels: 2	Levels: 2	Levels: 2	Levels: 2	Levels: 1,2	Levels: 2
C2						X		
C1f1			X					
C1f2			X					
C2a	Levels: 1 to 11	Levels: 1 to 6	Levels: 1 to 6	Levels: 1 to 12	Levels: 1 to 6, 13	Levels: 1 to 6, 13	Levels: 1 to 8	Levels: 13,14
C2b	X	X	X	X	X	X	X	
C3a	Levels: 1 to 5		Levels: 1 to 3, 6				Levels: 1 to 5	
C3b	X			X			X	
C3e			X					
C3f			X					
C4	X	X	X	X	X	X	X	
C5	X	X	X	X	X	X	X	
C6	X			X			X	
C13					X			
C13a					X			
c13b					X			
C7	X							
C7a		X						
C7b								X
C7c								X
C6a								X
C6b								X
C1a		X		X				
C8	Levels: 3 to 15	Levels: 16 to 25	Levels: 7,8,16,26 to 32		Levels: 3,7,9,32 to 34	Levels: 7,22,30	Levels: 4,7 to 15	Levels: 7,20,36 to 38
C8a			X					
C8b			X					
C8c				X				
C8d				X				
C8e					X			
C8f					X			
C8g						X		
C14					X			
C14a					X			



Question #	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8
C14b					X			
C14c					X			
C14d					X			
C15						X		
C15a						X		
C16								X
C16a								X
C17								X
C17b								X
C17c								X
C18								X
C11				X				
C11a				X				
C11b				X				
c11c				X				
C11d				X				
C11e				X				
c11f				X				
C9	X						X	
C13c								X
C13d								X
C15b								X
D1	Levels: 1 to 8	Levels: 9 to 18	Levels: 1,5,11,15	Levels: 1,5,11,15	Levels: 1,5,11,15	Levels: 1,5,11,15	Levels: 1,5,11,15	
D4a								X
D2	Levels: 1 to 5	Levels: 2,3	Levels: 2,3	Levels: 2,3	Levels: 2,3	Levels: 2,3	Levels: 2,3	Levels: 2,3
D3	Levels: 1 to 3	Levels: 1	Levels: 1	Levels: 1	Levels: 1,2	Levels: 1,2	Levels: 1,2	Levels: 1
D4	X						X	
D5	X			X			X	X
D5a								X
D5b								X
D6	X						X	
D6c			Levels: 2 to 13	Levels: 2 to 6, 14 to 17				
D6a		X						
D6b		Levels: 1 to 8	Levels: 1,4,5,9	Levels: 1,4,5,9		Levels: 1,4,5,9		
D6d					X			
D6e					X			
D6f								X
D7	X						X	
D7a		Levels: 1 to 10	Levels: 1 to 6, 9, 11 to 16	Levels: 1 to 6, 9, 11 to 16		Levels: 1 to 6, 9, 17 to 19		
D7b					X			
D7e					X			

Question #	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8
D7c					X			
D7d					X			
D8			X					
D8a					X			
D9					X			
D10					X			
D12								X
E1	X	X	X	X	X	X	X	X
E2	X	X	X	X	X	X	X	X
E3a	X	X	X	X	X	X	X	X
E3b	X	X	X	X	X	X	X	X
E4	X	X	X	X	X	X	X	X
E5	X	X	X	X	X	X	X	X
E13	X	X	X	X	X	X	X	X
E6	X	X	X	X	X	X	X	X
E7	X	X	X	X	X	X	X	X
E8	X	X	X	X	X	X	X	X
E9	X	X	X	X	X	X	X	X
E11	X	X	X	X	X	X	X	X
E12	X	X	X	X	X	X	X	X
C3g					X			
Followup	X	X	X	X	X	X		
F1					X			

## 2.2 Sampling and Administration

The target audience for this project was Canadians 18 years and older, aiming for appropriate representation of age, gender and regional split. Initially the requirements were aimed for 2,000 completes in wave 1, and then 1,500 completes from longitudinal sample in subsequent waves (those who had agreed to participate in follow up waves), and top up with an additional 500 new sample. The amount of available longitudinal sample was increasing after each wave as additional sample was added to the longitudinal base.

Each wave, the focus was to collect as many surveys as possible from the longitudinal sample, and then top up with new sample in age/gender/region segments that may have been behind target.

The study was conducted using a two-step approach where respondents were recruited by telephone to participate in an online web survey. Respondents were recruited to the online study by either email or SMS (text message), based on their preference at the time of recruitment. After the initial invitation, if respondents had not yet completed the survey, they were sent a reminder message. Reminder messages were sent 3 and 6 days after the initial recruit. Respondents could opt out at any time by replying “STOP” to the text message.

Table 2: Survey sample by region by wave

Region	Target	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8
BC/YT	212	325	300	286	264	271	266	343	332
AB/NT	197	256	259	231	222	245	230	366	285
MB/SK/NU	175	191	189	207	202	206	236	309	203
ON	465	557	674	664	633	655	690	928	677
QC	300	533	503	497	481	470	434	587	326
Atlantic	151	242	218	195	218	214	195	253	256

<b>Total</b>	<b>100%</b>	<b>2,104</b>	<b>2143</b>	<b>2080</b>	<b>2020</b>	<b>2061</b>	<b>2051</b>	<b>2786</b>	<b>2,079</b>
Longitudinal	1500	n/a	1260	1451	1630	1535	688	785	n/a

\*For wave 7 only longitudinal sample who completed wave 1 or more than 1 wave in waves 2-6 were invited to participate.

Overall, 45,372 Canadians were invited to participate in the eight waves, and a total of 17,324 surveys were completed for an overall response rate of 38.2%. A detailed breakdown of field dates, recruitment, response rate, margin of error, and survey length for each wave is available in table 3 below.

Table 3. Field details by wave

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8
Field dates	Dec 13, 2021 – Jan 3, 2022	Feb 15 – Mar 9, 2022	Apr 25 - May 15, 2022	Jun 20 - Jul 7, 2022	Aug 16 - Sep 6, 2022	Oct 17 - Nov 9, 2022	Nov 24 - Dec 23, 2022	Feb 23 - Mar 12, 2023
Invited	7,269	4421	4321	4678	4896	6964	5939	6884
Completed	2,104	2,143	2,080	2,020	2,061	2,051	2,786	2,079
Response rate (completed / invited)	28.9%	48.5%	48.1%	43.2%	42.1%	29.5%	46.9%	30.2%
Margin of error	+/-2.14%	+/-2.12%	+/-2.15%	+/-2.18%	+/-2.16%	+/-2.16%	+/-1.86%	+/-2.15%
Survey length (min)	25.16	18.59	24.19	20.42	22.88	18.73	19.20	20.46

Inclusive participation is a requirement of public opinion research contracted by the Government of Canada. For example, the online surveys were programmed to adapt to mobile devices, limit large tables of scaled questions, support screen readers, and support use of tab-key functions to navigate screens. Alternative formats (e.g., interviews) were also available if requested. The measures Advanis puts in place appears to have addressed the needs of participants who may have had challenges since no one requested additional support.

### 2.3 Weighting and Data Cleaning

The data was weighted by three key variables - region, sex and age. The data for waves 1, 2 and 3 were weighted based on the 2016 Canadian Population Census. The 2021 Canadian Population Census data was made available between waves 3 and 4, so wave 4 and subsequent waves were weighted to reflect the updated census numbers. The following six regions were used for weighting: Atlantic Canada, Quebec, Ontario, Manitoba / Saskatchewan / Nunavut, Alberta / Northwest Territories, and British Columbia / Yukon. The following three age categories were used for weighting: 18 to 34, 35 to 54, and 55 and older.

All demographic and derived variables used in the analysis and/or weighting were included in the dataset. The open ended responses were coded when applicable. Coded and original verbatim responses were maintained in the dataset. Questions were crossed with themed categories to provide insight into the results. Banners were generated for each individual wave, as well as a banner comparing the waves throughout data collection. Banner percentages are weighted to the population.

The values attributed to the different weight categories can be found in Appendix A.

Data cleaning involved bringing forward historic demographic information for longitudinal sample, since questions were not asked again unless the respondent had indicated that a metric had changed. Recoding was done in some cases to rebase responses where appropriate to the full base if they were only shown to certain demographic groups. Strings were adjusted to ensure that there were no hard returns within verbatim responses, as this caused problems when converting data to a CSV format. Multi response questions were recoded into non-dichotomous variables at the request of PCO.

Several variables were created by recoding existing variables into more condensed versions to be used as banner categories in reporting. For example, 5 point scale metrics were often recoded into top 2, middle, bottom 2 variables for banners. This was done consistently across waves when appropriate. If questions were included in subsequent waves, but the banner variable was not required for that wave, the data was still calculated in case it was needed for future requests.

Upon reviewing the final data, discrepancies were identified within the longitudinal sample. These inconsistencies included variations in demographic information, such as the age of the respondent. Investigation revealed that a data tabulation error was responsible for this issue for 306 respondents. A revised data file has been created to address this issue, but additional inconsistencies remain.

## 2.4 Quality Control

Advanis employs a number of quality control measures to ensure success across the entire life cycle of the project. These measures are detailed below.

**Survey Programming:** Advanis utilizes technology to maximize quality control in survey programming. Having developed a proprietary survey engine tool, Advanis professionals are able to design and program a survey in a browser-based environment, eliminating the need to involve a programmer who is less familiar with the survey subject matter. Below are the steps followed to ensure the quality of the survey.

- The survey was thoroughly pre-tested by Advanis' project team members, as well as by non- team members (non-team members provide "fresh eyes").
- The online survey was tested by representatives at the Privy Council Office (and their designated testers). This allowed PCO to ensure skip patterns and survey questions were correctly programmed.
- The survey was pre-tested in English and French. This allowed Advanis to further provide PCO with insights into any issues with the survey prior to launch and suggestions for changes.

**CATI Methodology:** The CATI recruit script was programmed on Advanis' proprietary platform with no unforeseen challenges. Advanis was able to leverage its experience for the survey programming and the reminder process to achieve high quality standards. Advanis implemented the following to ensure high quality data collection:

- Trained the interviewers to best understand the study's objectives and to ensure that they were able to pronounce and understand the survey wording.
- Detailed call records were kept by the automated CATI system, and were monitored for productivity analysis (i.e., not subject to human error).
- Screening scripts contained a description of the importance of the research and the importance of respondent participation, serving as a motivator for respondents.
- The recruit scripts were pre-tested for best possible flow.
- Our average interviewer employment tenure is very high compared to industry standards, resulting in a team of interviewers who are more experienced and knowledgeable regarding the target audience.
- Advanis' Quality Assurance team listened to the actual recordings of ten percent of completed surveys and compared the responses to those entered by the interviewer, to ensure that responses were properly recorded. This is in addition to the live monitoring done by field supervisors.
- Team Supervisors conduct regular, more formal evaluations with each interviewer, in addition to nightly monitoring of each interviewer on their team.

To ensure high interview quality, interviewers are trained to use various interviewing techniques. As well as maintaining a professional attitude, interviewers must be convincing, read word-for- word, take notes, probe deeper on semi-open and open questions, systematically confirm the information given, and listen to the respondent.

**Web Methodology:** All Advanis online surveys are hosted internally by Advanis, and employ a rigorous and stringent set of data collection control mechanisms to ensure the highest quality for the data collected. These mechanisms include:

- Respondents have a unique access code to ensure that only that participant can complete the online survey, reducing potential bias created by duplicate respondents.
- Extensive internal logic checks are programmed directly into the survey to ensure logical responses.
- Web surveys are implemented using Advanis' proprietary software (which is designed to handle complicated survey formats).
- Advanis administered a detailed internal test and an external pretest to ensure that the survey instrument was working as planned.
- We tested the questionnaire in multiple browsers and provided PCO with a link so they could do internal testing.

**Data Handling and Reporting:** For the data collected, Advanis develops rules to check the validity of the data. These rules include items such as:

- Time taken to complete the survey.
- Checking for verbatim responses that are gibberish or don't make sense.
- Rigorous checks are completed to ensure the data is accurate and error-free according to the questionnaire logic (skip patterns).

Advanis staff have used the SPSS Statistics Software for over 20 years and are very proficient users of the software. All data cleaning performed on projects are outlined in syntax files with intermediate data files saved throughout the process. This ensures that the original raw data file is never overwritten, and that if an error is discovered in our code, we can quickly and easily rerun the syntax to produce a new data file. Individuals developing code incorporate internal checks in their code (e.g., crosstabs) to ensure the syntax had the desired effect. In addition, all syntax is reviewed by another team member or technical specialist for accuracy.

### 3. Non Response Bias

Non-response bias occurs when non-responders differ in a meaningful way from respondents and this difference impacts the information gathered. It is difficult to assess the presence of non-response bias since information about why non-responders did not participate is usually not unavailable. That said, one way to gauge the potential impacts of non-response bias is to evaluate if the sample is representative by comparing the respondents' characteristics and gauge if they reflect known population characteristics. Where possible, we can check the distribution of respondents across various demographics (e.g., age and gender) and geographic categories and compare those distributions against known population characteristics. If the variation is fairly small and we have no reason to believe there are other factors impacting respondents' willingness to participate, we can conclude that the likelihood of non-response bias impacting the information gathered in the study is minimal. This is the case with the current study.

Several strategies were employed to increase response rates and reduce the effects of non-response bias. This includes:

- Recruiting respondents by telephone, which achieves a higher response rate compared to email invitations.
- Outpulsing a local phone number (rather than a toll-free number) which increases pick-up rates (reducing call screening).
- Systematically setting the next call date and time based on the outcome of the current call, which ensures that each respondent is called methodically across days of the week and times of the day. Especially for respondents that are difficult to reach, this maximizes the likelihood of reaching them.

- Sending an SMS text message to recruits, which assures a seamless transition from the telephone survey to the online survey, as receipt can be confirmed in real-time and encourages respondents to complete the survey as soon as the call ends.
- Offering the survey in both official languages to maximize ease of completion.

## Appendix A: Weights

Table 4. Weights

Segment	Wave	Unweighted N	Weighted N	Weight
Atlantic Male 18 to 34	1	32	15	0.47861
Atlantic Male 35 to 54	1	40	26	0.64035
Atlantic Male 55 plus	1	51	27	0.53287
Atlantic Female 18 to 34	1	24	15	0.64201
Atlantic Female 35 to 54	1	39	27	0.70249
Atlantic Female 55 plus	1	56	31	0.54550
Quebec Male 18 to 34	1	51	58	1.14533
Quebec Male 35 to 54	1	86	94	1.08922
Quebec Male 55 plus	1	143	87	0.60927
Quebec Female 18 to 34	1	45	58	1.28815
Quebec Female 35 to 54	1	77	94	1.21852
Quebec Female 55 plus	1	131	99	0.75720
Ontario Male 18 to 34	1	84	102	1.21975
Ontario Male 35 to 54	1	105	153	1.45708
Ontario Male 55 plus	1	95	132	1.38626
Ontario Female 18 to 34	1	59	102	1.73057
Ontario Female 35 to 54	1	91	163	1.79370
Ontario Female 55 plus	1	123	151	1.22720
MB/SK/NU Male 18 to 34	1	48	19	0.40380
MB/SK/NU Male 35 to 54	1	29	27	0.92305
MB/SK/NU Male 55 plus	1	32	22	0.69502
MB/SK/NU Female 18 to 34	1	32	19	0.59172
MB/SK/NU Female 35 to 54	1	21	27	1.28999
MB/SK/NU Female 55 plus	1	29	25	0.85965
AB/NT Male 18 to 34	1	31	35	1.14509
AB/NT Male 35 to 54	1	46	52	1.12675
AB/NT Male 55 plus	1	58	34	0.58181
AB/NT Female 18 to 34	1	43	35	0.80351
AB/NT Female 35 to 54	1	40	51	1.27797
AB/NT Female 55 plus	1	38	36	0.95019
BC/YT Male 18 to 34	1	29	35	1.21971
BC/YT Male 35 to 54	1	57	54	0.93878
BC/YT Male 55 plus	1	60	50	0.83934
BC/YT Female 18 to 34	1	28	35	1.24612
BC/YT Female 35 to 54	1	51	57	1.11002
BC/YT Female 55 plus	1	100	56	0.55981
Atlantic Male 18 to 34	2	25	16	0.62397
Atlantic Male 35 to 54	2	40	26	0.65222
Atlantic Male 55 plus	2	44	28	0.62909
Atlantic Female 18 to 34	2	24	16	0.65391

Segment	Wave	Unweighted N	Weighted N	Weight
Atlantic Female 35 to 54	2	36	28	0.77514
Atlantic Female 55 plus	2	49	31	0.63498
Quebec Male 18 to 34	2	51	59	1.16656
Quebec Male 35 to 54	2	73	95	1.30698
Quebec Male 55 plus	2	138	89	0.64305
Quebec Female 18 to 34	2	39	59	1.51387
Quebec Female 35 to 54	2	72	96	1.32729
Quebec Female 55 plus	2	130	101	0.77716
Ontario Male 18 to 34	2	102	104	1.02312
Ontario Male 35 to 54	2	129	156	1.20798
Ontario Male 55 plus	2	105	134	1.27749
Ontario Female 18 to 34	2	67	104	1.55218
Ontario Female 35 to 54	2	124	166	1.34074
Ontario Female 55 plus	2	147	154	1.04588
MB/SK/NU Male 18 to 34	2	44	20	0.44867
MB/SK/NU Male 35 to 54	2	36	27	0.75735
MB/SK/NU Male 55 plus	2	35	23	0.64722
MB/SK/NU Female 18 to 34	2	23	19	0.83852
MB/SK/NU Female 35 to 54	2	26	28	1.06123
MB/SK/NU Female 55 plus	2	25	25	1.01568
AB/NT Male 18 to 34	2	32	36	1.12987
AB/NT Male 35 to 54	2	50	53	1.05583
AB/NT Male 55 plus	2	55	34	0.62492
AB/NT Female 18 to 34	2	40	35	0.87979
AB/NT Female 35 to 54	2	46	52	1.13188
AB/NT Female 55 plus	2	36	37	1.02157
BC/YT Male 18 to 34	2	21	36	1.71558
BC/YT Male 35 to 54	2	57	55	0.95619
BC/YT Male 55 plus	2	63	51	0.81418
BC/YT Female 18 to 34	2	25	36	1.42152
BC/YT Female 35 to 54	2	44	58	1.31046
BC/YT Female 55 plus	2	90	57	0.63354
Atlantic Male 18 to 34	3	23	15	0.65829
Atlantic Male 35 to 54	3	29	25	0.87316
Atlantic Male 55 plus	3	40	27	0.67166
Atlantic Female 18 to 34	3	19	15	0.80171
Atlantic Female 35 to 54	3	30	27	0.90282
Atlantic Female 55 plus	3	54	30	0.55925
Quebec Male 18 to 34	3	47	58	1.22863
Quebec Male 35 to 54	3	72	93	1.28617
Quebec Male 55 plus	3	140	86	0.61523
Quebec Female 18 to 34	3	35	57	1.63730
Quebec Female 35 to 54	3	71	93	1.30642



Segment	Wave	Unweighted N	Weighted N	Weight
Quebec Female 55 plus	3	132	98	0.74289
Ontario Male 18 to 34	3	107	101	0.94664
Ontario Male 35 to 54	3	120	151	1.26041
Ontario Male 55 plus	3	112	130	1.16244
Ontario Female 18 to 34	3	66	101	1.52938
Ontario Female 35 to 54	3	115	161	1.40317
Ontario Female 55 plus	3	144	149	1.03628
MB/SK/NU Male 18 to 34	3	34	19	0.56357
MB/SK/NU Male 35 to 54	3	35	26	0.75608
MB/SK/NU Male 55 plus	3	45	22	0.48860
MB/SK/NU Female 18 to 34	3	23	19	0.81387
MB/SK/NU Female 35 to 54	3	36	27	0.74391
MB/SK/NU Female 55 plus	3	34	25	0.72487
AB/NT Male 18 to 34	3	32	35	1.09665
AB/NT Male 35 to 54	3	39	51	1.31383
AB/NT Male 55 plus	3	51	33	0.65412
AB/NT Female 18 to 34	3	37	34	0.92316
AB/NT Female 35 to 54	3	39	51	1.29579
AB/NT Female 55 plus	3	33	36	1.08168
BC/YT Male 18 to 34	3	25	35	1.39872
BC/YT Male 35 to 54	3	51	53	1.03726
BC/YT Male 55 plus	3	56	50	0.88903
BC/YT Female 18 to 34	3	18	34	1.91629
BC/YT Female 35 to 54	3	36	56	1.55458
BC/YT Female 55 plus	3	100	55	0.55342
Atlantic Male 18 to 34	4	21	16	0.75752
Atlantic Male 35 to 54	4	38	20	0.52123
Atlantic Male 55 plus	4	59	30	0.50673
Atlantic Female 18 to 34	4	16	15	0.96628
Atlantic Female 35 to 54	4	34	21	0.62087
Atlantic Female 55 plus	4	50	33	0.66721
Quebec Male 18 to 34	4	43	58	1.35067
Quebec Male 35 to 54	4	73	73	1.00667
Quebec Male 55 plus	4	141	96	0.68190
Quebec Female 18 to 34	4	27	57	2.10510
Quebec Female 35 to 54	4	66	73	1.10990
Quebec Female 55 plus	4	131	107	0.81742
Ontario Male 18 to 34	4	73	110	1.50236
Ontario Male 35 to 54	4	133	121	0.90669
Ontario Male 55 plus	4	125	148	1.18050
Ontario Female 18 to 34	4	56	106	1.88827
Ontario Female 35 to 54	4	102	129	1.26206
Ontario Female 55 plus	4	144	168	1.16394

Segment	Wave	Unweighted N	Weighted N	Weight
MB/SK/NU Male 18 to 34	4	24	19	0.80551
MB/SK/NU Male 35 to 54	4	38	21	0.55189
MB/SK/NU Male 55 plus	4	42	24	0.57560
MB/SK/NU Female 18 to 34	4	27	19	0.68553
MB/SK/NU Female 35 to 54	4	30	21	0.70753
MB/SK/NU Female 55 plus	4	41	27	0.65378
AB/NT Male 18 to 34	4	25	33	1.30870
AB/NT Male 35 to 54	4	41	41	0.99170
AB/NT Male 55 plus	4	52	39	0.74048
AB/NT Female 18 to 34	4	32	32	1.00169
AB/NT Female 35 to 54	4	35	41	1.16220
AB/NT Female 55 plus	4	37	41	1.11983
BC/YT Male 18 to 34	4	23	38	1.64679
BC/YT Male 35 to 54	4	33	44	1.32677
BC/YT Male 55 plus	4	66	56	0.84551
BC/YT Female 18 to 34	4	14	37	2.63305
BC/YT Female 35 to 54	4	38	46	1.21128
BC/YT Female 55 plus	4	90	62	0.69161
Atlantic Male 18 to 34	5	19	16	0.85426
Atlantic Male 35 to 54	5	37	20	0.54619
Atlantic Male 55 plus	5	55	31	0.55462
Atlantic Female 18 to 34	5	11	16	1.43402
Atlantic Female 35 to 54	5	36	22	0.59827
Atlantic Female 55 plus	5	56	34	0.60781
Quebec Male 18 to 34	5	33	59	1.79569
Quebec Male 35 to 54	5	71	75	1.05604
Quebec Male 55 plus	5	139	98	0.70576
Quebec Female 18 to 34	5	34	58	1.70563
Quebec Female 35 to 54	5	57	75	1.31123
Quebec Female 55 plus	5	136	109	0.80334
Ontario Male 18 to 34	5	94	112	1.19041
Ontario Male 35 to 54	5	116	123	1.06067
Ontario Male 55 plus	5	130	151	1.15813
Ontario Female 18 to 34	5	68	108	1.58660
Ontario Female 35 to 54	5	92	131	1.42764
Ontario Female 55 plus	5	155	171	1.10328
MB/SK/NU Male 18 to 34	5	30	20	0.65749
MB/SK/NU Male 35 to 54	5	37	21	0.57832
MB/SK/NU Male 55 plus	5	41	25	0.60161
MB/SK/NU Female 18 to 34	5	19	19	0.99395
MB/SK/NU Female 35 to 54	5	29	22	0.74678
MB/SK/NU Female 55 plus	5	50	27	0.54698
AB/NT Male 18 to 34	5	40	33	0.83454

Segment	Wave	Unweighted N	Weighted N	Weight
AB/NT Male 35 to 54	5	35	41	1.18529
AB/NT Male 55 plus	5	65	39	0.60441
AB/NT Female 18 to 34	5	26	33	1.25788
AB/NT Female 35 to 54	5	41	42	1.01226
AB/NT Female 55 plus	5	38	42	1.11249
BC/YT Male 18 to 34	5	26	39	1.48634
BC/YT Male 35 to 54	5	43	45	1.03888
BC/YT Male 55 plus	5	71	57	0.80192
BC/YT Female 18 to 34	5	17	38	2.21240
BC/YT Female 35 to 54	5	35	47	1.34179
BC/YT Female 55 plus	5	79	64	0.80391
Atlantic Male 18 to 34	6	19	16	0.85011
Atlantic Male 35 to 54	6	37	20	0.54354
Atlantic Male 55 plus	6	54	30	0.56215
Atlantic Female 18 to 34	6	12	16	1.30814
Atlantic Female 35 to 54	6	25	21	0.85733
Atlantic Female 55 plus	6	48	34	0.70568
Quebec Male 18 to 34	6	37	59	1.59379
Quebec Male 35 to 54	6	72	75	1.03632
Quebec Male 55 plus	6	118	98	0.82732
Quebec Female 18 to 34	6	32	58	1.80344
Quebec Female 35 to 54	6	66	74	1.12693
Quebec Female 55 plus	6	109	109	0.99747
Ontario Male 18 to 34	6	95	111	1.17216
Ontario Male 35 to 54	6	120	122	1.02034
Ontario Male 55 plus	6	145	150	1.03329
Ontario Female 18 to 34	6	61	107	1.76009
Ontario Female 35 to 54	6	105	131	1.24481
Ontario Female 55 plus	6	164	170	1.03768
MB/SK/NU Male 18 to 34	6	24	20	0.81787
MB/SK/NU Male 35 to 54	6	31	21	0.68690
MB/SK/NU Male 55 plus	6	62	25	0.39591
MB/SK/NU Female 18 to 34	6	21	19	0.89493
MB/SK/NU Female 35 to 54	6	29	22	0.74316
MB/SK/NU Female 55 plus	6	69	27	0.39444
AB/NT Male 18 to 34	6	32	33	1.03811
AB/NT Male 35 to 54	6	39	41	1.05856
AB/NT Male 55 plus	6	57	39	0.68589
AB/NT Female 18 to 34	6	23	33	1.41505
AB/NT Female 35 to 54	6	40	41	1.03253
AB/NT Female 55 plus	6	39	42	1.07871
BC/YT Male 18 to 34	6	34	38	1.13110
BC/YT Male 35 to 54	6	42	44	1.05846

Segment	Wave	Unweighted N	Weighted N	Weight
BC/YT Male 55 plus	6	71	57	0.79803
BC/YT Female 18 to 34	6	15	37	2.49523
BC/YT Female 35 to 54	6	38	47	1.22986
BC/YT Female 55 plus	6	66	63	0.95758
Atlantic Male 18 to 34	7	22	22	0.99729
Atlantic Male 35 to 54	7	43	27	0.63530
Atlantic Male 55 plus	7	63	42	0.66507
Atlantic Female 18 to 34	7	13	20	1.52308
Atlantic Female 35 to 54	7	39	31	0.78687
Atlantic Female 55 plus	7	72	45	0.62177
Quebec Male 18 to 34	7	43	80	1.86286
Quebec Male 35 to 54	7	83	101	1.22113
Quebec Male 55 plus	7	162	133	0.82366
Quebec Female 18 to 34	7	61	78	1.28510
Quebec Female 35 to 54	7	102	101	0.99051
Quebec Female 55 plus	7	136	147	1.07801
Ontario Male 18 to 34	7	131	151	1.15466
Ontario Male 35 to 54	7	159	166	1.04603
Ontario Male 55 plus	7	211	204	0.96455
Ontario Female 18 to 34	7	71	146	2.05410
Ontario Female 35 to 54	7	154	178	1.15289
Ontario Female 55 plus	7	202	231	1.14438
MB/SK/NU Male 18 to 34	7	42	27	0.65032
MB/SK/NU Male 35 to 54	7	42	28	0.65738
MB/SK/NU Male 55 plus	7	84	33	0.39227
MB/SK/NU Female 18 to 34	7	33	27	0.82349
MB/SK/NU Female 35 to 54	7	39	30	0.77039
MB/SK/NU Female 55 plus	7	69	36	0.52814
AB/NT Male 18 to 34	7	50	46	0.92090
AB/NT Male 35 to 54	7	66	57	0.86274
AB/NT Male 55 plus	7	85	52	0.61042
AB/NT Female 18 to 34	7	32	43	1.33968
AB/NT Female 35 to 54	7	65	55	0.85003
AB/NT Female 55 plus	7	68	59	0.86584
BC/YT Male 18 to 34	7	46	52	1.13563
BC/YT Male 35 to 54	7	52	60	1.16128
BC/YT Male 55 plus	7	89	77	0.86478
BC/YT Female 18 to 34	7	24	51	2.11839
BC/YT Female 35 to 54	7	46	63	1.38006
BC/YT Female 55 plus	7	87	86	0.98677
Atlantic Male 18 to 34	8	25	16	0.65490
Atlantic Male 35 to 54	8	40	20	0.50963
Atlantic Male 55 plus	8	60	31	0.51284

<b>Segment</b>	<b>Wave</b>	<b>Unweighted N</b>	<b>Weighted N</b>	<b>Weight</b>
Atlantic Female 18 to 34	8	26	16	0.61200
Atlantic Female 35 to 54	8	43	22	0.50526
Atlantic Female 55 plus	8	62	34	0.55379
Quebec Male 18 to 34	8	24	60	2.49064
Quebec Male 35 to 54	8	66	76	1.14596
Quebec Male 55 plus	8	65	99	1.52241
Quebec Female 18 to 34	8	39	58	1.49995
Quebec Female 35 to 54	8	62	75	1.21602
Quebec Female 55 plus	8	70	110	1.57441
Ontario Male 18 to 34	8	77	113	1.46592
Ontario Male 35 to 54	8	122	124	1.01731
Ontario Male 55 plus	8	145	152	1.04740
Ontario Female 18 to 34	8	47	109	2.31556
Ontario Female 35 to 54	8	116	132	1.14215
Ontario Female 55 plus	8	170	173	1.01472
MB/SK/NU Male 18 to 34	8	33	20	0.60293
MB/SK/NU Male 35 to 54	8	32	22	0.67452
MB/SK/NU Male 55 plus	8	38	25	0.65477
MB/SK/NU Female 18 to 34	8	30	19	0.63500
MB/SK/NU Female 35 to 54	8	32	22	0.68268
MB/SK/NU Female 55 plus	8	38	28	0.72599
AB/NT Male 18 to 34	8	40	34	0.84183
AB/NT Male 35 to 54	8	69	42	0.60648
AB/NT Male 55 plus	8	44	40	0.90067
AB/NT Female 18 to 34	8	18	33	1.83280
AB/NT Female 35 to 54	8	71	42	0.58965
AB/NT Female 55 plus	8	43	43	0.99172
BC/YT Male 18 to 34	8	37	39	1.05358
BC/YT Male 35 to 54	8	52	45	0.86658
BC/YT Male 55 plus	8	80	57	0.71792
BC/YT Female 18 to 34	8	22	38	1.72452
BC/YT Female 35 to 54	8	59	47	0.80293
BC/YT Female 55 plus	8	82	64	0.78126

## Appendix B: Questionnaire

# Climate Change

Government of Canada



**Languages:** English, French

**LoginPage** *Show if New Sample (longitudinal = 2)*

**Si vous préférez répondre au sondage en français, veuillez cliquer sur français.**

The Government of Canada is conducting a research study to understand opinions and behaviours about current issues of interest to Canadians. Advanis has been hired to administer this survey, which uses their [TellCityHall \(http://www.tellcityhall.ca\)](http://www.tellcityhall.ca) data collection method. Your answers will be confidential and anonymous, meaning that no identifying information will be collected and the researchers will never know who you are. To view Advanis' Privacy policy, click [here \(http://www.tellcityhall.ca/privacy.html\)](http://www.tellcityhall.ca/privacy.html). The survey should take about 20 minutes to complete.

If you get interrupted while doing the survey, you **can click on the same link** to pick up right where you left off.

If you have any questions about this survey, please contact [iiu-iii@pco-bcp.gc.ca \(mailto: iiu-iii@pco-bcp.gc.ca\)](mailto:iiu-iii@pco-bcp.gc.ca).

By clicking "Start the Survey" below:

You agree to answer the survey, and understand that your answers will contribute to scientific knowledge and help improve government policy.

You agree you are aware that data from this survey will be made publicly available in anonymous form to promote transparency in science and government. This means that the data set will not contain any information that could be used to identify you.

© 2022 Advanis adheres to the [CRIC Pledge \(https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf\)](https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf).

**LoginPage1** *Show if Longitudinal Sample (longitudinal = 1)*

**Si vous préférez répondre au sondage en français, veuillez cliquer sur français.**

Thank you for completing a previous version of this survey. **It has been one year since it first launched, and this is the last time you will be asked to participate.** We would greatly appreciate your participation this last time so that we can understand year-over-year changes in Canadians' opinions and behaviours.

As a reminder, the Government of Canada is conducting a research study to understand opinions and behaviours about current issues of interest to Canadians. Advanis has been hired to administer this survey,

which uses their [TellCityHall \(http://www.tellcityhall.ca\)](http://www.tellcityhall.ca) data collection method. Your answers will be confidential and anonymous, meaning that no identifying information will be collected and the researchers will never know who you are. To view Advanis' Privacy policy, click [here \(http://www.tellcityhall.ca/privacy.html\)](http://www.tellcityhall.ca/privacy.html). The survey should take about 20 minutes to complete.

If you get interrupted while doing the survey, you **can click on the same link** to pick up right where you left off.

If you have any questions about this survey, please contact [iiu-iii@pco-bcp.gc.ca \(mailto: iiu-iii@pco-bcp.gc.ca\)](mailto:iiu-iii@pco-bcp.gc.ca).

By clicking "Start the Survey" below:

You agree to answer the survey, and understand that your answers will contribute to scientific knowledge and help improve government policy.

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**TermConsent** *Show if Not consent (Consent = 2)*

Thank you for your time!

Status Code: 501

**A0** *Show if Longitudinal Sample (longitudinal = 1)*

## About You

Thank you for agreeing to participate in this study one last time. Have any of the following changed since you last answered this survey in `<<sample.last_wave_taken.text>>`?

Select all that apply

- 1 Your level of education
- 2 Whether you have children under 18
- 3 Your employment status (e.g., full-time, student, retired, etc.)
- 4 Your household income
- 5 Your place of residence
- 6 Whether you own or rent your home
- 7 The number of people who live in your home
- 8 The language you most often speak at home
- 9 None of the above *(Exclusive)*

**A1**

(if Longitudinal Sample (longitudinal = 1)) In what year were you born?

(if New Sample (longitudinal = 2)) **About You**

Thank you for deciding to participate in this study. First, please provide us with some information about yourself.

In what year were you born?

Minimum: 1900, Maximum: 2020

Enter year: \_\_\_\_\_

.8 Prefer not to say

**A1A** Show if A1 Refused (A1 = Prefer not to say)

In which of the following age categories do you belong?

- 1 Under 18
- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 to 74
- 8 75 and older
- .8 Prefer not to say

**TA1** Show if Under 18 or REF ((A1 > 2004) OR (A1A = 1, Prefer not to say))

Thank you for your interest in this survey, but you must be 18 or older to participate.

Status Code: 502

**A2** Show if New Sample (longitudinal = 2)

What was your sex at birth?

Sex refers to sex assigned at birth.

- 1 Male
- 2 Female



### A3

What is your gender?

Refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.

- 1 Male
- 2 Female
- 3 Or, please specify your gender: \_\_\_\_\_

**A4** Show if New Sample OR A0 5 Residence changed ((longitudinal = 2) OR (A0\_5 = 1))

In which province or territory do you live?

- 1 Alberta
- 2 British Columbia
- 3 Manitoba
- 4 New Brunswick
- 5 Newfoundland and Labrador
- 6 Northwest Territories
- 7 Nova Scotia
- 8 Nunavut
- 9 Ontario
- 10 Prince Edward Island
- 11 Quebec
- 12 Saskatchewan
- 13 Yukon
- .8 Prefer not to say
- .9 I live outside of Canada

**TA4** Show if Live outside of Canada or Refused (A4 = Prefer not to say, I live outside of Canada)

Thank you for your interest in this survey, but you must be living in Canada to participate.

Status Code: 503

**A5** Show if New Sample OR A0 5 Residence changed ((longitudinal = 2) OR (A0\_5 = 1))

Which best describes the building where you live?

- 1 Single-detached house
- 2 Semi-detached house
- 3 Row house or townhouse
- 4 Apartment or flat in a duplex
- 5 Apartment in a building that has fewer than five storeys
- 6 Apartment in a building that has five or more storeys
- 7 Mobile home
- 8 Boat, RV, or van

**A6** Show if New Sample OR A0 6 Own or rent changed ((longitudinal = 2) OR (A0\_6 = 1))

Are your living quarters...

- 1 Owned by you or a member of your household (even if it is still being paid for)?
- 2 Rented (even if no cash rent is paid)?
- 9999 Prefer not to say

## **BIntro**

### **About the Environment**

The following questions concern your beliefs about the environment. Though they may seem repetitive at times they are important for us to understand your views in relation to past work in this area. We respect and appreciate your honest responses.

## **B2**

How do you currently feel about the issue of climate change?

1. Worried \*
2. Hopeful \*
3. Overwhelmed \*
4. Confused \*
5. Anxious \*
6. Angry \*
7. Numb \*
8. Helpless \*

*Levels marked with \* are randomized*

- 1 Not at all
- 2 Slightly
- 3 Moderately
- 4 Very
- 5 Extremely
- 9999 Prefer not to say

## **B2a**

In your opinion, what percentage of Canadians currently feels very or extremely worried about the issue of climate change?

Minimum: 0, Maximum: 100

\_\_\_\_\_ %

## B1

Please rate your agreement or disagreement with the following statements.

1. I believe that climate change is real. \*
2. The main cause of climate change is human activity. \*
3. Climate change will bring about serious negative consequences. \*
4. My local area will be influenced by climate change. \*
5. It will be a long time before the consequences of climate change are felt. \*
6. There is solid evidence that the average temperature on Earth has been getting warmer over the past four decades. \*
7. Climate change will harm me personally. \*
8. My province or territory has already felt negative effects from climate change. \*
9. I have personally experienced the effects of climate change. \*
10. Climate change is a threat that requires urgent action. \*
11. Earth's climate is not changing. \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 9999 Prefer not to say

## B13a

How important is the issue of global warming to you personally?

- 1 Extremely important
- 2 Very important
- 3 Somewhat important
- 4 Not too important
- 5 Not at all important

## B13b

How worried are you about global warming?

- 1 Very worried
- 2 Somewhat worried
- 3 Not very worried
- 4 Not at all worried

**B13c**

How much do you think global warming will harm you personally?

- 1 A great deal
- 2 A moderate amount
- 3 Only a little
- 4 Not at all
- 98 Don't Know

**B13d**

How much do you think global warming will harm future generations of people?

- 1 A great deal
- 2 A moderate amount
- 3 Only a little
- 4 Not at all
- 98 Don't Know

**B11**

Overall, how would you describe your level of knowledge about climate change?

- 1 I have never heard of it
- 2 I know a little about it
- 3 I know a moderate amount about it
- 4 I know a lot about it
- 9999 Prefer not to say

**B1b**

In your opinion, what percentage of the Earth's warming since the 1950s has been caused by human activity, like burning fossil fuels:

Minimum: 0, Maximum: 100

\_\_\_\_\_ %

- 9999 The earth has not warmed because of human activity

**B1c**

Please rate your agreement or disagreement with the following statements about the issue of climate change.

1. Climate change is a crisis today (i.e., in 2022) \*

2. Climate change will be a crisis 10 years from now (i.e., in 2032) \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 9999 Prefer not to say

**B1d**

Please rate your agreement or disagreement with the following statements about the issue of climate change.

- 1. Climate change is an emergency today (i.e., in 2022) \*
- 2. Climate change will be an emergency 10 years from now (i.e., in 2032) \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 9999 Prefer not to say

**B3**

In your opinion, what percentage of people in each of the following groups believes climate change is a threat that requires urgent action?

Minimum: 0, Maximum: 100

Climate scientists *	_____ %
Canadians *	_____ %
Your friends and family *	_____ %
Economists *	_____ %

- 9999 Prefer not to say

*Levels marked with \* are randomized*

**B5**

To what extent do you think the following group should be **doing more or less** to help limit climate change?

- 2. Regular people in Canada \*
- 4. Private industry in Canada \*
- 5. The Government of Canada \*
- 8. International organizations (e.g. United Nations, World Trade Organization) \*

*Levels marked with \* are randomized*

- 1 A Lot Less
- 2 Somewhat Less
- 3 Neither More nor Less
- 4 Somewhat More
- 5 A Lot More
- 9999 Prefer not to say
- 99 I don't think the climate is changing

**B8Intro**

In the next question, we will ask about your experiences with weather and climate.

*Weather* refers to conditions, like temperature and rainfall, that happen on a daily basis.

*Climate* refers to the kind of weather that is typical in a region for a season or time of year.

**B8**

Over the **LAST TWO YEARS**, how many times have you personally experienced any of the following extreme weather-related events in your local Canadian area?

1. Flooding \*
2. Periods of excessive heat (e.g., extreme heat waves, heat domes) \*
3. Droughts \*
4. Severe wind storms \*
5. Hurricanes \*
6. Periods of excessive cold (e.g., extreme cold snaps, polar vortex) \*
7. Wildfires (including forest fires) \*
8. Wildfire smoke \*
9. Landslides \*
10. Tornadoes \*
11. Ice storms \*
12. Power outages related to weather events \*
13. Shortages of essential supplies (e.g., food, fuel, water) related to weather events \*

*Levels marked with \* are randomized*

- 0 Never
- 1 Once
- 2 Twice
- 3 Three times
- 4 Four or more times
- 9999 Prefer not to say

**B8a**

Please rate your agreement or disagreement with the following statement:

1. I have personally experienced more extreme weather in the past year than normal. \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 9999 Prefer not to say

**B8b**

Over the **LAST TWO MONTHS**, which of the following extreme weather-related events have you personally experienced in your local Canadian area?

Select all that apply

- 1 Flooding \*
- 2 Periods of excessive heat (e.g., heat waves, heat domes) \*
- 3 Droughts \*
- 4 Severe wind storms \*
- 5 Hurricanes \*
- 6 Periods of excessive cold (e.g., cold snaps, polar vortex) \*
- 7 Wildfires (including forest fires) \*
- 8 Wildfire smoke \*
- 9 Landslides \*
- 10 Tornadoes \*
- 11 Ice storms \*
- 12 Power outages related to weather events \*
- 13 Shortages of essential supplies (e.g., food, fuel, water) related to weather events \*
- 14 None of the above *(Exclusive)*

*Levels marked with \* are randomized*

**B12**

In your opinion, how much of a threat, if any, are climate change and its future impacts to...

1. Your personal health and wellbeing \*
2. The health and wellbeing of Canadians \*
3. The health and wellbeing of marginalized or vulnerable Canadians \*
4. Your household finances \*
5. Canada's economic growth \*
6. The stability of Canada's democratic institutions \*
7. The maintenance of law and order in Canada \*
8. Canada's natural environment, including the variety of plants, animals and other forms of life \*
9. The rights and freedoms of Canadians \*
10. Canada's national security \*

*Levels marked with \* are randomized*

- 1 Not a threat
- 2 Minor threat

- 3 Moderate threat
- 4 Major threat
- 99 I don't think the climate is changing
- 9999 Prefer not to say

### B9a

Based on what you may have seen, read or heard, please categorize the following actions as high, medium, or low impact in terms of reducing annual greenhouse gas emissions (e.g., carbon dioxide, methane).

1. Don't litter for one year \*
2. Avoid one long-haul flight (of five or more hours) \*
3. Switch from a sport utility vehicle (SUV) to public transit for one year \*
4. Recycle as much as possible for one year \*
5. Switch from a midsize conventional car to a midsize hybrid car for one year \*
6. Eat a vegan diet for one year, instead of a diet that regularly includes meat and other animal products \*
7. Use canvas bags instead of plastic shopping bags for one year \*
8. Buy only local food for one year \*
9. Hang-dry clothing rather than using a dryer for one year \*

*Levels marked with \* are randomized*

- 1 Low impact
- 2 Medium impact
- 3 High impact

### B10

To the best of your knowledge, how accurate or inaccurate are the claims in the following statements?

1. Many NASA scientists admit that climate change is caused by changes in Earth's solar orbit \*
2. Canada's national carbon price has tripled the cost of gasoline at the pump since 2019 \*
3. Global average temperatures haven't increased in the last 20 years \*
4. The impacts of climate change in Canada will be overwhelmingly positive because it is a cold country \*
5. Climate change is a conspiracy created by foreign governments \*
6. Canada's annual greenhouse gas emissions were relatively stable for 20 years before the pandemic \*
7. 2020 was the second warmest year since measurements began in the 1850s \*
8. Oil companies have had evidence of human-caused climate change since the 1970s \*
9. The Arctic is warming at a rate almost twice the global average \*
10. Some regions will become much snowier as the Earth warms \*
11. The COVID-19 pandemic was started as a deliberate attempt by activists to stop climate change by forcing lockdowns \*
12. Globally, 100 corporations are responsible for 70% of all greenhouse gas emissions \*
13. Higher gas prices over the last few months have mostly been caused by the national price on carbon pollution (sometimes referred to as a 'carbon tax') \*
14. Natural gas is as clean an energy source as wind or solar \*
15. The noise from wind turbines causes cancer \*
16. Solar panels emit more greenhouse gases during manufacturing than they end up saving \*



17. Adapting to the impacts of climate change is cheaper than preventing it \*
18. Some scientists think that climate change will make pandemics like COVID-19 more frequent \*
19. Climate change is expected to contribute to the extinction of a large number of animal species \*
20. Record cold temperatures can still occur in a world that is warming overall \*
21. The North Atlantic Treaty Organization (NATO) thinks climate change is a national security threat \*
22. Most climate models are generally accurate in their estimates of long-term changes in global temperature \*
23. Canada has higher average greenhouse gas emissions per person than China \*
24. More than two thirds of Canada's electricity comes from renewable sources (like wind, solar, hydro) \*

*Levels marked with \* are randomized*

- 1 Very Inaccurate
- 2 Somewhat Inaccurate
- 3 Somewhat Accurate
- 4 Very Accurate

### **B8c**

Compared to usual, how much extreme weather have you personally experienced in your local Canadian area over the **LAST TWO YEARS?**

Examples of extreme weather-related events are flooding, droughts, severe wind storms, hurricanes, periods of excessive heat or cold, wildfires, and ice storms.

- 1 Much less than usual
- 2 Less than usual
- 3 A bit less than usual
- 4 About the same as usual
- 5 A bit more than usual
- 6 More than usual
- 7 Much more than usual
- 9999 Prefer not to say

### **B13**

In the **LAST FIVE YEARS** or so (i.e., since 2018), have you and/or anyone you know experienced any of the following as a result of a wildfire or wildfire smoke?

Select all that apply

1. Loss of, or damage to, a home or other personal property \*
2. Injury or other negative impacts on physical health \*
3. Negative impacts on mental health \*
4. Negative impacts on work/employment/financial stability \*
5. Evacuation of home and/or community \*

*Levels marked with \* are randomized*

- 1 I did
- 2 Someone else I know did
- 3 Neither (*Exclusive*)

9999 Prefer not to say (Exclusive)

### B13a2

In the **LAST FIVE YEARS** or so (i.e., since 2018), have you taken any of the following wildfire-related actions?  
Select all that apply

- 1 Looked for information about wildfire risk in your local area \*
- 2 Looked for information about actions you could take to protect your home, property, or community from wildfire \*
- 3 Taken action to protect yourself or others from the health impacts of wildfire smoke \*
- 4 Made sure that structures on your property (e.g., roof, gutters, deck(s)) are regularly cleared of leaves and other debris \* (Show if Home owner (A6 = 1))
- 5 Made changes to your yard/land that will reduce the chances of wildfire reaching buildings on your property (e.g., pruned or thinned evergreen trees, planted more fire-resistant plant species, moved firewood more than 10 meters (30 ft.) away from buildings) \* (Show if Home owner (A6 = 1))
- 6 Made structural changes to your home or other buildings on your property that will increase their resistance to wildfire (e.g., replaced roof or siding with fire-rated materials, installed multi-pane glass windows) \* (Show if Home owner (A6 = 1))
- 9999 None of the above (Exclusive)

Levels marked with \* are randomized

### B13b2

FireSmart™ Canada is a national program designed to help Canadians increase neighbourhood resilience to wildfire and minimize its negative impacts. Some provinces, territories, and municipalities also have their own FireSmart™ programs.

Prior to this survey, how familiar were you with FireSmart™?

- 1 Not at all familiar
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Familiar
- 5 Very familiar

### B11Intro

The next few questions ask about the science of climate change. Please answer to the best of your knowledge, whether or not you believe in climate change.

### B11a

Which one of these gases contributes to global warming?

- 1 Methane \*
- 2 Helium \*
- 3 Oxygen \*

- 4 Argon \*
- 5 No idea

*Levels marked with \* are randomized*

### **B11b**

What are the processes leading to global warming?

- 1 Gases in the atmosphere trapping long-wave radiation at the Earth's surface, preventing it from escaping into space \*
- 2 Letting more of the sun's heat into the Earth's atmosphere through a thinner ozone layer \*
- 3 Chemical reactions using up the air's oxygen \*
- 4 Pesticides changing the chemical makeup of the air \*
- 5 No idea

*Levels marked with \* are randomized*

### **B11k**

As global average temperature rises...

- 1 Global precipitation increases, on average \*
- 2 Global precipitation decreases, on average \*
- 3 Global precipitation is unchanged, on average \*
- 4 No idea

*Levels marked with \* are randomized*

### **B11i**

Which of the following is NOT a greenhouse gas?

- 1 Nitrogen \*
- 2 Chlorofluorocarbons (CFCs) \*
- 3 Nitrous oxide \*
- 4 Water vapour \*
- 5 No idea

*Levels marked with \* are randomized*

### **B11d**

Among the following groups of countries, which has the largest per capita emissions of greenhouse gases?

- 1 Australia, United States and Canada \*
- 2 Germany, France and Italy \*
- 3 China, India and Brazil \*
- 4 Japan, South Korea and Singapore \*
- 5 No idea

*Levels marked with \* are randomized*

## CIntro

### Actions and Policies

The following questions ask about your recent actions related to the environment, as well as your opinion of potential environmental policies. We respect and appreciate your honest responses.

#### C1

Please rate your agreement or disagreement with the following statement.

1. I have made substantial changes in my life to help limit climate change. \*
2. I am willing to make substantial changes in my life to help limit climate change. \*
3. There is no need to make changes in my life because humans are not the main cause of climate change. \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 9999 Prefer not to say
- 99 I don't think the climate is changing

#### C2

In your opinion, what percentage of Canadians would somewhat or strongly agree that they are willing to make substantial changes in their lives to help limit climate change?

Minimum: 0, Maximum: 100

\_\_\_\_\_ %

**C1f1** Show if C1 Strongly or Somewhat agree (C1\_b=4,5)

In your own words, please explain your willingness to make changes in your life to help limit climate change.

*(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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**C1f2** Show if C1 Strongly or Somewhat disagree (C1\_b=1,2)

In your own words, please explain your unwillingness to make changes in your life to help limit climate change.

*(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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**C2aIntro**

Please select the option that is most accurate for you. There are no right or wrong answers.

**C2a**

In the **LAST TWO MONTHS**, how frequently or infrequently have you done the following things?

1. Taken a long flight (five or more hours). \*
2. Taken a short flight (fewer than five hours). \*
3. Used public transportation (e.g., bus, train) to get around. \*
4. Used active transportation (e.g., walking, running, biking) to get around. \*
5. Used an electric bicycle or electric scooter to get around. \*
6. Used a private vehicle (e.g., your own car), a cab or a ride-hailing service (e.g., Uber, Lyft) to get around. \*
7. Repaired products, or had someone else repair them for you, to extend their lifespan (e.g., clothing, household items, electronics, etc.). \*
8. Bought (or traded) things second-hand instead of new. \*
9. Talked with family or friends about climate change or its impacts. \*
10. Posted on social media about climate change to support action on this issue. \*
11. Attended a climate change demonstration or rally to support action on this issue. \*
12. Bought things new instead of buying second-hand, trading or repairing. \*
13. Spent time outside in parks or other natural spaces. \*
14. Repaired products, or had someone else repair them for you, to extend their lifespan (e.g., home appliances like fridges or hair dryers, electronics, power tools, etc.). \*

*Levels marked with \* are randomized*

- 0 Never
- 1 Once in the last two months
- 2 1-2 times a month
- 3 About once a week
- 4 About twice a week
- 5 About 3-4 times a week
- 6 5 or more times a week

## C2b

In the **LAST TWO MONTHS**, how frequently or infrequently have you done the following things?

1. Made efforts to reduce the amount of plastic you use. \*
2. Recycled household products (e.g., paper, plastic, glass, metal) rather than throwing them in the garbage. \*
5. Made efforts to eat a more plant-based diet. \*
6. Made efforts to reduce wasted food (e.g., by shopping more carefully or meal planning). \*
7. Set the thermostat higher in summer or lower in winter to save energy. \*

*Levels marked with \* are randomized*

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Frequently
- 5 Always

## C3a

Please indicate whether you have each of the following:

1. A hybrid vehicle \*
6. A plug-in hybrid vehicle \*
2. An electric vehicle \*
3. A gasoline- or diesel-powered vehicle \*
4. An electric bicycle or scooter. \*
5. LED bulbs in most lights in your home/residence. \*

*Levels marked with \* are randomized*

- 3 Yes
- 2 No, but I am planning to purchase it in the next year
- 1 No, and I am not planning to purchase it in the next year
- 98 Don't know
- 9999 Prefer not to say

## C3b

Please note whether you have each of the following **in your home/residence**:

6. An air-source or geothermal heat pump. \*
7. A solar water heater. \*
8. A smart or adaptive thermostat (e.g., Nest). \*
9. Solar panels. \*
10. Energy efficient windows or doors (ENERGY STAR certified models or better). \*
11. New or improved insulation (in the last 5 years). \*
12. A sump pump. \*

*Levels marked with \* are randomized*

- 3 Yes

- 2 No, but I am planning to purchase it in the next year
- 1 No, and I am not planning to purchase it in the next year
- 98 Don't know
- 9999 Prefer not to say

**C3e** Show if Homeowner (A6=1)

Have you ever heard of a heat pump (for heating and cooling your home)?

- 1 Yes
- 2 No

**C3f** Show if C3e Yes (C3e=1)

To your knowledge, what are the advantages or disadvantages of using a heat pump to heat and cool your home?

*(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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**C4**

In the **LAST TWO MONTHS**, have you done any of the following things?

Select all that apply

- 1 Looked for information about the risks of an extreme weather event in your local area, including potential health impacts. \*
- 2 Looked for information about the future impacts of climate change in your local area. \*
- 3 Looked for support from a friend, family member, or trained professional for help in dealing with negative emotions related to weather or climate change, whether in general or in response to a specific weather event. \*
- 4 Taken action to protect your home against weather-related risks (e.g., used sandbags to protect against flooding, improved the drainage around your home, replaced the insulation or roofing materials, raised the level of your home). \*
- 5 Left your home because of weather-related risks (e.g., flooding, wildfire, ice storm, etc.). \*
- 6 Permanently left your home because of weather-related risks (e.g., flooding, wildfire, ice storm, etc.). \* (Show if Homeowner (A6=1))
- 7 Temporarily relocated to a different region or city because of weather-related risks (e.g., flooding, wildfire, etc.). \* (Show if Homeowner (A6=1))
- 8 None of the above (Exclusive)

*Levels marked with \* are randomized*

### C5

In the **LAST TWO MONTHS**, have you been able to afford enough energy (e.g., electricity, natural gas, gasoline, wood fuel) to meet your daily needs?

- 1 Yes
- 0 No
- 9999 Prefer not to say

### C6

Please indicate whether you have each of the following:

1. Home/tenant insurance for flood-related risks. \*
2. Home/tenant insurance for other weather-related risks (wildfire, wind, ice damage). \*
3. An emergency supply kit in your home (e.g., with water, non-perishable food, batteries, first aid kit, etc.). \*
4. A disaster emergency plan that all members of your family know about (e.g., with a safe meeting place, contact numbers, etc.). \*

*Levels marked with \* are randomized*

- 3 Yes
- 2 No, but I am planning to purchase or create it in the next year
- 1 No, and I am not planning to purchase or create it in the next year
- 98 Don't know
- 9999 Prefer not to say

### C13

For the next three questions, think about a park (or other natural space) close to your home where you would want to spend time. How would you normally get there from your home?

- 1 On foot (e.g., walking, running) \*
- 2 Biking or using a scooter \*
- 3 Using public transportation (e.g., bus, train) \*
- 4 Using a private vehicle (e.g., your own car), a cab or a ride-hailing service (e.g., Uber, Lyft) \*
- 5 I do not spend time in parks or other natural spaces
- 98 Don't know
- 97 Other (please specify) \_\_\_\_\_

*Levels marked with \* are randomized*

**C13a** Show if C13 1 2 3 4 or 97 (C13=1,2,3,4,97)

Using the method of transportation you chose in the previous question, how long would it take to get there from your home?

- 1 5 minutes or less



- 2 6 to 15 minutes
- 3 16 to 30 minutes
- 4 31 to 60 minutes
- 5 More than 60 minutes
- 98 Don't know

**C13b** Show if C13 1 2 3 4 or 97 (C13=1,2,3,4,97)

When comparing this park (or natural space) to others in your part of the country, how would you rate its overall quality?

- 1 Much lower than average
- 2 Somewhat lower than average
- 3 About average
- 4 Somewhat higher than average
- 5 Much higher than average
- 98 Don't know

**C7**

In the **LAST TWO MONTHS**, were there any other actions that you took with climate change in mind? If so, please specify.

*(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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- .9 No other actions

**C7a**

For the following set of questions, **environmentally friendly** means choosing items or acting in ways that are less harmful to land, air, water, and/or wildlife compared to available alternatives.

Please rate your agreement or disagreement with the following statements:

1. Environmentally-friendly products and services are easy to access where I live \*
2. Environmentally-friendly options (like electric cars and heat pumps) are too expensive compared to the alternatives \*
3. I find it easy to maintain an environmentally-friendly lifestyle where I live \*
4. I don't know how to act in environmentally-friendly ways \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 6 Prefer not to say

**C7b** Split sample – half before C7c, half after

How willing, if at all, are you to take each of the following actions to save energy?

1. Turn off the lights when they are not in use. \*
2. Set the thermostat lower than usual in the winter. \*
3. Air dry laundry instead of using a tumble dryer. \*
4. Use a water efficient shower head. \*

*Levels marked with \* are randomized*

- 1 1 - Not at all willing
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 - Very willing
- 11 I already do this most of the time
- 9999 Prefer not to say

**C7c**

How effective, if at all, do you think each of the following measures are in saving energy?

1. Turning off the lights when they are not in use. \*
2. Setting the thermostat lower than usual in the winter. \*
3. Air drying laundry instead of using a tumble dryer. \*
4. Using a water efficient shower head. \*

*Levels marked with \* are randomized*

- 1 1 - Not at all effective
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8

- 9 9
- 10 10 - Very effective
- 9999 Prefer not to say

**C6a**

Please indicate whether you have each of the following:

- 3. An emergency supply kit in your home (e.g., with water, non-perishable food, batteries, first aid kit, etc.). \*
- 5. A cooling system in your home (e.g., air conditioner, heat pump). \*
- 6. A rainwater harvesting system for your home (e.g., rain barrel). \*
- 7. A driveway that you de-paved (e.g., converted to a gravel or turf driveway). \* *(Show if Home owner (A6 = 1))*
- 8. Trees that you planted to create more shade for your home. \* *(Show if Home owner (A6 = 1))*

*Levels marked with \* are randomized*

- 4 Yes
- 3 No, but I am planning to in the next year
- 2 No. I am not planning to, but I have considered it
- 1 No. I am not planning to, and I have not considered it
- 98 Don't know
- 9999 Prefer not to say

**C6b**

Please rate your agreement or disagreement with the following statements:

- 1. My household is prepared for the impacts of climate change \*
- 2. My community is prepared for the impacts of climate change \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 9999 Prefer not to say
- 99 I don't think the climate is changing

**C1a**

How much more, if anything, would you be able or willing to pay for products and services that help limit climate change?

- 1 0%
- 2 1-5%
- 3 6-10%

- 4 11-15%
- 5 16-20%
- 6 More than 20%
- 1 I don't think the climate is changing
- 9999 Prefer not to say

## C8

How much do you support or oppose the following **environmental policies**?

3. Supporting workers and their communities in transitioning local economies away from coal, oil, and gas production. \*
4. Protecting and restoring ecosystems in Canada (e.g., forests, wetlands, coasts). \*
5. Reducing the cost of environmentally-friendly goods (e.g., rebates on electric vehicles or subsidies for energy-efficient equipment and retrofits). \*
7. Setting a national price on carbon pollution (sometimes referred to as a 'carbon tax') for industries and households in Canada that increases the cost of climate-unfriendly products and services. \*
8. Setting a global price on carbon pollution (i.e., a global carbon tax) that would apply equally to the largest-emitting countries (e.g., China, United States, India, and other "G20" countries like Canada, etc.). \*
9. Limiting overall greenhouse gas emissions that come from the production of oil and gas in Canada. \*
11. Helping make vital infrastructure (e.g., the electrical grid, cell phone towers, highways, drinking water systems) more resistant to extreme weather events (e.g., flooding, forest fires, ice storms). \*
12. Increasing the amount of greenspace in cities and towns. \*
13. Compensating people affected by weather-related disasters (e.g. farmers, homeowners, businesses, etc.). \*
14. Compensating developing countries for losses and damage created by climate change. \*
15. Strengthening partnerships with First Nations, Inuit, and Metis to protect nature and respect their traditional knowledge. \*
16. Funding large-scale projects that capture carbon emissions from oil production and store it underground or use it in other industrial applications \*
17. Creating a low-cost national flood insurance program for residents of high-risk areas who cannot access or cannot afford private flood insurance \*
20. Planting two billion trees in the next ten years to increase Canada's forest cover \*
21. Charging a fee on goods imported into Canada from countries that have weaker climate change standards (also known as a border carbon adjustment) \*
22. Banning the sale of new gas and diesel-powered cars and light duty trucks by 2035 \*
23. Funding Indigenous-led conservation efforts \*
24. Creating a 'right to repair' law that requires manufacturers to supply manuals and spare parts so that products (e.g., cars, smart phones) can be repaired by consumers or third party companies\*
25. Funding the development of technologies to 'engineer' the Earth's climate as a last-resort option to limit further climate change \*
26. Subsidizing farmers for actions they take to protect and enhance carbon stored in the soil \*
27. Subsidizing farmers to purchase energy-efficient equipment that reduces their carbon footprint \*
28. Subsidizing large oil and gas producers to purchase energy-efficient equipment that reduces their carbon footprint \*

- 29. Creating a sales mandate to ensure that by 2026, at least 20% of new cars and light-duty trucks sold will be zero-emission vehicles like electric cars \*
- 30. Subsidizing the purchase of zero-emission vehicles like electric cars \*
- 31. Building a national network of charging stations for electric vehicles \*
- 32. Increasing the national price on carbon pollution (sometimes referred to as a 'carbon tax') each year to limit further climate change \*
- 33. Generating all electricity in Canada from energy sources (like wind, hydro) that do not directly produce greenhouse gases, by the year 2035. \*
- 34. Generating all electricity in Canada from energy sources (like wind, hydro, nuclear) that do not directly produce greenhouse gases, by the year 2035. \*

*Levels marked with \* are randomized*

- 1 Strongly Oppose
- 2 Somewhat Oppose
- 3 Neither Oppose nor Support
- 4 Somewhat Support
- 5 Strongly Support
- 6 Prefer not to say
- 99 I'm not familiar with this kind of policy

**C8a** Show if C8\_7 Strongly or somewhat support (C8\_g=4,5)

In the previous set of questions, you indicated that you somewhat or strongly support a national price on carbon pollution (sometimes referred to as a 'carbon tax'). What are the main reasons for which you support this policy?

*(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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**C8b** Show if C8\_7 Strongly or somewhat oppose (C8\_g=1,2)

In the previous set of questions, you indicated that you somewhat or strongly oppose a national price on carbon pollution (sometimes referred to as a 'carbon tax'). What are the main reasons for which you oppose

this policy?

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**C8c**

If the Government of Canada were to support the following goals, which of them would you prioritize?  
Please select up to five.

- 1 Limiting further climate change \*
- 2 Adapting to the impacts of climate change, like extreme weather \*
- 3 Protecting and restoring nature \*
- 4 Growing Canada’s economy \*
- 5 Reducing the cost of living \*
- 6 Strengthening the health care system \*
- 7 Creating jobs \*
- 8 Advancing Indigenous reconciliation \*
- 9 Fighting COVID-19 \*
- 10 Reducing taxes \*

*Levels marked with \* are randomized*

**C8d**

In the previous exercise, you indicated that the following were your top priorities among those shown. If you had 10 cheques of \$1 million each, how would you distribute them among your priorities? The total across all items should be 10.

Minimum: 0, Maximum: 10

Limiting further climate change \* *(Show if C8c 1 Limiting further (C8c\_1 = 1))* \_\_\_\_\_

Adapting to the impacts of climate change, like extreme weather \* *(Show if C8c 2 Adapting (C8c\_2 = 1))* \_\_\_\_\_

Protecting and restoring nature \* *(Show if C8c 3 Protecting (C8c\_3 = 1))* \_\_\_\_\_

Growing Canada’s economy \* *(Show if C8c 4 Growing Canadas (C8c\_4 = 1))* \_\_\_\_\_

Reducing the cost of living \* *(Show if C8c 5 Reducing the cost (C8c\_5 = 1))* \_\_\_\_\_

Strengthening the health care system \* *(Show if C8c 6 Strengthening (C8c\_6 = 1))* \_\_\_\_\_

Creating jobs \* *(Show if C8c 7 Creating jobs (C8c\_7 = 1))* \_\_\_\_\_

Advancing Indigenous reconciliation \* *(Show if C8c 8 Advancing Indigenous (C8c\_8 = 1))* \_\_\_\_\_

Fighting COVID-19 \* *(Show if C8c 9 Fighting COVID (C8c\_9 = 1))* \_\_\_\_\_

Reducing taxes \* *(Show if C8c 10 Reducing taxes (C8c\_10 = 1))* \_\_\_\_\_

*Levels marked with \* are randomized*

**C8e**

In the past two months, have you heard, read, or seen anything related to the Climate Action Incentive Payment (CAIP)?

Climate Action Incentive Payments are quarterly payments made by the federal government to eligible households, designed to offset the costs of carbon pricing in provinces covered by the federal carbon pricing system.

- 1 Yes
- 2 No
- 98 Don't know
- 9999 Prefer not to say

**C8f**

To the best of your knowledge, has anyone in your household received a Climate Action Incentive Payment (CAIP) in the past two months?

- 1 Yes
- 2 No
- 98 Don't know
- 9999 Prefer not to say

**C8g**

In your opinion, what percentage of Canadians somewhat or strongly supports the following policies?

Minimum: 0, Maximum: 100

- Setting a national price on carbon pollution (sometimes referred to as a 'carbon tax') \_\_\_\_\_ %
- Banning the sale of gas and diesel-powered cars and light duty trucks by 2035 \_\_\_\_\_ %
- Subsidizing the purchase of zero-emission vehicles like electric cars \_\_\_\_\_ %

**C14**

Does your home have a lawn that you (or someone in your household) maintains using a lawn mower?

- 2 Yes
- 1 No

**C14a** Show if C14 Yes (c14=1)

What kind of lawn mower do you (or someone in your household) currently use?

- 1 A lawn mower without a motor or engine (e.g., a manual push mower)
- 2 Gasoline-powered
- 3 Electric, powered by a cord
- 4 Electric, powered by a battery

- 5 Other (Please specify) \_\_\_\_\_
- 98 Don't know

**C14b** Show if C14 Yes (c14=1)

Regardless of what you currently use, if you were to purchase a new lawn mower for your household today, what kind would you buy?

- 1 A lawn mower without a motor or engine (e.g., a manual push mower)
- 2 Gasoline-powered
- 3 Electric, powered by a cord
- 4 Electric, powered by a battery
- 5 Other (Please specify) \_\_\_\_\_
- 98 Don't know

**C14c** Show if C14 Yes (c14=1)

To your knowledge, what are the advantages of owning a battery-powered lawn mower? (Please focus on advantages only, disadvantages will be asked in the following question).

*(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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**C14d** Show if C14 Yes (c14=1)

To your knowledge, what are the disadvantages of owning a battery-powered lawn mower?

*(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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**C15**

(if Show C15 1 (c15split = 1)) Based on your opinion, please complete the following sentence using the one or two words that first come to mind.



**People who care a lot about the environment don't care about \_\_\_\_.**

(if Show C15 2 (c15split = 2)) Based on your opinion, please complete the following sentence using the one or two words that first come to mind.

**People who care a lot about climate change don't care about \_\_\_\_.**

(if Show C15 3 (c15split = 3)) Based on your opinion, please complete the following sentence using the one or two words that first come to mind.

**People who care a lot about the economy don't care about \_\_\_\_.**

(if Show C15 4 (c15split = 4)) Based on your opinion, please complete the following sentence using the one or two words that first come to mind.

**People who care a lot about climate change also care about \_\_\_\_.**

*(Show if Web) Character limit: 30*

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**C15a**

In your opinion, is it more important to limit climate change or to grow Canada's economy?

- 1 Much more important to limit climate change
- 2 Somewhat more important to limit climate change
- 3 Equally important
- 4 Somewhat more important to grow the economy
- 5 Much more important to grow the economy
- 9999 Prefer not to say

**C16IntNone** *Show if C16split 1 (C16split = 1)*

In the next few questions, you will be asked about Canada's national price on carbon pollution (sometimes referred to as a 'carbon tax'). Most of this money is returned to households through regular payments.

**C16IntNeutral** *Show if C16split 2 (C16split = 2)*

In the next few questions, you will be asked about Canada's national price on carbon pollution (sometimes referred to as a 'carbon tax'). Most of this money is returned to households through regular payments.

Carbon pricing has been identified as an efficient and effective way to limit climate change in Canada.

**C16IntEconomist** Show if C16split 3 (C16split = 3)

In the next few questions, you will be asked about Canada's national price on carbon pollution (sometimes referred to as a 'carbon tax'). Most of this money is returned to households through regular payments.

Economists have identified carbon pricing as an efficient and effective way to limit climate change in Canada.

**C16IntClimSci** Show if C16split 4 (C16split = 4)

In the next few questions, you will be asked about Canada's national price on carbon pollution (sometimes referred to as a 'carbon tax'). Most of this money is returned to households through regular payments.

Climate scientists have identified carbon pricing as an efficient and effective way to limit climate change in Canada.

**C16**

Do you agree or disagree that carbon pricing...

1. Distributes the costs of climate action fairly across Canadians \*
2. Is effective at reducing Canada's greenhouse gas emissions \*
3. Is cost-efficient in reducing Canada's greenhouse gas emissions \*
4. Helps the Canadian economy to grow \*
5. Reduces air pollution \*
6. Costs your household more than you receive in payments \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 9999 Prefer not to say

**C16a**

How much would you support or oppose a national price on carbon if you found out that the money collected were used to...

1. Provide larger carbon price payments (i.e., refunds) to lower-income households than higher-income households. \*
2. Fund environmental projects (e.g., public transport, cycling paths, tree planting). \*
3. Provide equal carbon price payments (i.e., refunds) to all eligible households. \*

*Levels marked with \* are randomized*

- 1 Strongly Oppose
- 2 Somewhat Oppose
- 3 Neither Oppose nor Support
- 4 Somewhat Support

- 5 Strongly Support
- 9999 Prefer not to say

### C17

Have you ever heard of offset credits (also known as carbon credits or carbon offsets)?

- 1 Yes
- 2 No
- 9999 Prefer not to say

### C17aInt

Offset credits are issued to industry for the voluntary reduction, or removal from the atmosphere, of greenhouse gas emissions. Firms can then sell these credits in a carbon market, where other firms may buy and use them to comply with regulations or meet voluntary emissions reduction goals.

Regular Canadians can also buy these credits to reduce the impact of their product purchases or activities. For example, when booking a flight you could buy offset credits to account for the flight's environmental impact.

### C17b

How much do you support or oppose the following **environmental policies**?

1. Allowing industry to use offset credits to comply with **mandatory regulations** for reducing their greenhouse gas emissions. \* *(Show if C17bsplit 1 (C17bsplit = 1))*
2. Allowing industry to use offset credits to comply with **voluntary goals** for reducing their greenhouse gas emissions. \* *(Show if C17bsplit 2 (C17bsplit = 2))*

*Levels marked with \* are randomized*

- 1 Strongly Oppose
- 2 Somewhat Oppose
- 3 Neither Oppose nor Support
- 4 Somewhat Support
- 5 Strongly Support
- 9999 Prefer not to say
- 99 I'm not familiar with this kind of policy

### C17c

Please rate your agreement or disagreement with the following statements:

1. It is important to reduce my greenhouse gas emissions when I travel or attend events \*
2. I would buy offset credits if available when purchasing products or services \*
3. Using carbon offset credits for products leads people to buy more \* *(Show if C17split 1 (C17split = 1))*
4. Using carbon offset credits for flights leads people to travel more \* *(Show if C17split 2 (C17split = 2))*

5. Carbon offsets are an effective way to reduce total greenhouse gas emissions \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 6 I don't know
- 9999 Prefer not to say

### **C18Int**

'Repairability' refers to how easily something can be repaired and maintained. It might include the cost of repairs, how available parts, tools, or manuals are, and how easy it is to repair something yourself instead of taking it to a professional.

### **C18**

Think about what's important to you when deciding to purchase each of the following types of products. For each group, how important is repairability compared to other factors like cost, design, brand, features, and quality?

1. Major home appliances (e.g. dishwasher, washing machine, etc.) \*
2. Small home appliances (e.g. toaster, hair dryer, etc.) \*
3. Home electronics (e.g. computers, smartphones, televisions, etc.) \*
4. Electric powered tools (e.g. hand or yard tools, like a drill, lawn mower, etc.) \*

*Levels marked with \* are randomized*

- 1 Not at all important
- 2 Somewhat unimportant
- 3 Neutral
- 4 Somewhat important
- 5 Very important
- 9999 Prefer not to say

### **C11**

How long ago, if ever, did you last buy or sign a lease on a personal vehicle (e.g., your own car)?

- 99 I have never bought or leased a personal vehicle
- 1 Less than 6 months ago
- 2 Between 6 and 12 months ago
- 3 Other (Please specify number of years ago) \_\_\_\_\_

**C11a** Show if C11 NOT Never (C11=1,2,3)

Was that vehicle new or used?

- 1 New
- 2 Used

**C11b** Show if C11 NOT Never (C11=1,2,3)

What class of vehicle was it?

- 1 Coupe, sedan, station wagon, sports car, or luxury car
- 2 Pick-up truck
- 3 Sport utility vehicle (SUV)
- 4 Van or minivan
- 97 Other (please specify) \_\_\_\_\_

**C11c** Show if C11 NOT Never (C11=1,2,3)

What type of vehicle was it (i.e., in terms of motor/engine)?

- 1 A hybrid vehicle (not a plug-in)
- 2 An electric vehicle (that's not a hybrid)
- 6 A plug-in hybrid vehicle
- 3 A conventional gasoline- or diesel-powered vehicle (that's not a hybrid)
- 97 Other (please specify) \_\_\_\_\_

**C11d** Show if C11c not electric vehicle (C11c=1,6,3,97)

Have you ever owned or leased an electric vehicle that's not a hybrid?

- 1 Yes
- 2 No

**C11e**

To your knowledge, what are the main advantages of owning or leasing an electric vehicle?

*(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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**C11f**

To your knowledge, what are the main disadvantages of owning or leasing an electric vehicle?

*(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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**C9**

Please indicate whether you support or oppose **further development of the following energy resources** in Canada.

- 1. Solar energy \*
- 2. Wind energy \*
- 3. Hydro energy (e.g., hydroelectric dams) \*
- 4. Bioenergy (e.g., ethanol, biodiesel, wood pellets) \*
- 5. Coal \*
- 6. Oil \*
- 7. Natural gas \*
- 8. Nuclear energy \*
- 9. Geothermal energy \*
- 10. Ocean energy (e.g., waves, tides) \*

*Levels marked with \* are randomized*

- 1 Strongly Oppose
- 2 Somewhat Oppose
- 3 Neither Oppose nor Support
- 4 Somewhat Support
- 5 Strongly Support
- 9999 Prefer not to say

**C13c**

Do you have a park (or other natural space), where you would generally want to spend time, within a five minute walk from your home? This might be year-round, or just in certain seasons.

- 1 Yes
- 2 No
- 9999 Prefer not to say

**C13d** Show if No parks (C13c = 2)

You indicated that you do not have a park (or other natural space) where you would generally want to spend time within a five minute walk of your home. Please tell us a bit more about what you mean by that and why (e.g., there are no parks nearby, the nearby parks are not high quality, they are only appealing during certain times of year, etc.).

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**C15b**

If the government had a budget surplus, should it use it to reduce taxes or increase spending on social services?

- 1     1 - Reduce taxes
- 2     2
- 3     3
- 4     4
- 5     5
- 6     6
- 7     7
- 8     8
- 9     9
- 10    10 - Increase social spending

**D1**

**About the World Around You**

Below you will find brief descriptions of different people. Please read each description carefully and indicate how much this person is like you.

1. It is important to [him / her / them / him / her / them] to protect the environment. \*
2. It is important to [him / her / them / him / her / them] to respect nature. \*
3. It is important to [him / her / them / him / her / them] to take care of those who are worse off. \*
4. It is important to [him / her / them / him / her / them] that there is no war or conflict. \*
5. It is important to [him / her / them / him / her / them] to have fun. \*
6. It is important to [him / her / them / him / her / them] to enjoy life's pleasures. \*
7. It is important to [him / her / them / him / her / them] to have authority over others. \*
8. It is important to [him / her / them / him / her / them] to work hard and be ambitious. \*
9. It is important to [him / her / them / him / her / them] to prevent environmental pollution. \*
10. It is important to [him / her / them / him / her / them] to be in unity with nature. \*
11. It is important to [him / her / them / him / her / them] that every person has equal opportunities. \*
12. It is important to [him / her / them / him / her / them] that every person is treated justly. \*

13. It is important to [him / her / them / him / her / them] to be helpful to others. \*
14. It is important to [him / her / them / him / her / them] to do things [he / he / she / she / they / they] enjoys. \*
15. It is important to [him / her / them / him / her / them] to have control over others' actions. \*
16. It is important to [him / her / them / him / her / them] to be influential. \*
17. It is important to [him / her / them / him / her / them] to have money and possessions. \*
18. It is important to [him / her / them / him / her / them] to keep up with the latest technology. \*

*Levels marked with \* are randomized*

- 1 Not at all like me
- 2 Not like me
- 3 A little like me
- 4 Somewhat like me
- 5 Like me
- 6 Very much like me
- 9999 Prefer not to say

#### **D4a**

Please rate your agreement or disagreement with the following statements.

1. I always find beauty in nature \*
3. Being in nature makes me very happy \*
4. Spending time in nature is very important to me \*
8. I am the type of person who acts in an environmentally-friendly way \*
9. I sometimes feel uncomfortable, anxious, or fearful in nature \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Disagree
- 3 Somewhat Disagree
- 4 Neither Agree nor Disagree
- 5 Somewhat Agree
- 6 Agree
- 7 Strongly Agree
- 8 Prefer not to say

#### **D2**

Please rate your agreement or disagreement with the following statements.

1. Most people like me care about climate change. \*
2. Most of my friends and family are taking action to help limit climate change. \*
3. People who are close to me generally expect that I do my part to help limit climate change. \*
4. Most people like me care about protecting nature. \*
5. Most people like me know that climate change is part of a natural cycle. \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree



- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 9999 Prefer not to say
- 99 I don't think the climate is changing

**D3**

Please rate your agreement or disagreement with the following statements.

1. I believe my actions can have a positive effect on climate change. \*
2. If we act collectively, we can limit further climate change. \*
3. Taking actions related to climate change will not work because it is a natural phenomenon. \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 999 Prefer not to say
- 99 I don't think the climate is changing

**D4**

Please give your opinion on the following statement.

***I am the type of person who acts in an environmentally-friendly way.***

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 9999 Prefer not to say

**D5**

All things considered, how satisfied are you with your life as a whole?

- 1 Completely Dissatisfied
- 2 Somewhat Dissatisfied
- 3 Neither Satisfied nor Dissatisfied
- 4 Somewhat Satisfied
- 5 Completely Satisfied

- 6 Prefer not to say

**D5a**

To what extent do you feel that the things you do in your life are worthwhile?

- 1 1 - Not at all
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 - Completely
- 9999 Prefer not to say

**D5b**

Would you say your health is... ?

- 1 Poor
- 2 Fair
- 3 Good
- 4 Very good
- 5 Excellent
- 9999 Prefer not to say

**D6**

To what extent do you trust or distrust the following people/groups to make good decisions about climate change?

- 2. Your family and friends \*
- 4. The Government of Canada \*
- 5. Your provincial/territorial government \*
- 6. Your local or municipal government \*
- 8. Non-renewable energy companies (e.g., oil, gas, coal) \*
- 9. Renewable energy companies (e.g., wind, solar, hydro) \*
- 12. Environmental groups or non-profits \*
- 13. Scientists \*

*Levels marked with \* are randomized*

- 1 Completely Distrust
- 2 Somewhat Distrust
- 3 Neither Trust nor Distrust
- 4 Somewhat Trust

- 5 Completely Trust
- 9999 Prefer not to say
- 99 I don't think the climate is changing

**D6c**

To what extent do you trust or distrust the following people/groups to make good decisions about climate change?

- 2. Your family and friends \*
- 4. The Government of Canada \*
- 5. Your provincial/territorial government \*
- 6. Your local or municipal government \*
- 13. Scientists \*
- 14. Government scientists \*
- 15. Industry scientists \*
- 16. Academic or university scientists \*
- 17. Non-profit or think tank scientists \*

*Levels marked with \* are randomized*

- 1 Completely Distrust
- 2 Distrust
- 3 Somewhat Distrust
- 4 Neither Trust nor Distrust
- 5 Somewhat Trust
- 6 Trust
- 7 Completely Trust
- 9999 Prefer not to say
- 99 I don't think the climate is changing

**D6a**

In general, to what extent do you trust or distrust the following people/groups to make good decisions in the best interest of Canadians?

- 1. Your family and friends \*
- 2. The Government of Canada \*
- 3. Your provincial/territorial government \*
- 4. Your local or municipal government \*
- 5. Non-renewable energy companies (e.g., oil, gas, coal) \*
- 6. Renewable energy companies (e.g., wind, solar, hydro) \*
- 7. Environmental groups or non-profits \*
- 8. Scientists \*

*Levels marked with \* are randomized*

- 1 Completely Distrust
- 2 Somewhat Distrust
- 3 Neither Trust nor Distrust
- 4 Somewhat Trust

- 5 Completely Trust
- 9999 Prefer not to say

### D6b

Please rate your agreement or disagreement with the following statements.

1. The federal government is competent enough to deal with climate change. \*
2. The federal government distorts facts in its favor regarding climate change. \*
3. The federal government changes policies regarding climate change without good reasons. \*
4. The federal government is too influenced by industry regarding climate change. \*
5. The federal government listens to what ordinary people think about climate change. \*
6. I feel that the way the federal government makes decisions about climate change is fair. \*
7. The federal government provides all relevant information about climate change to the public. \*
8. The federal government is wasting money on climate change. \*
9. The federal government spends money efficiently on climate change initiatives. \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 9999 Prefer not to say

### D6d

Please indicate whether, in general, you trust or distrust the Canadian federal government.

- 1 Completely distrust
- 2 Moderately distrust
- 3 Neither trust nor distrust
- 4 Moderately trust
- 5 Completely trust

### D6e

Please rate your agreement or disagreement with the following statements about the Canadian federal government:

1. The federal government is competent enough to deal with climate change. \*
4. The federal government is too influenced by industry regarding climate change. \*
5. The federal government listens to what ordinary people think about climate change. \*
6. I feel that the way the federal government makes decisions about climate change is fair. \*
7. The federal government provides all relevant information about climate change to the public. \*
9. The federal government spends money efficiently on climate change initiatives. \*
10. The federal government cares about ordinary Canadians. \*

*Levels marked with \* are randomized*

- 1 Strongly disagree
- 2 Disagree
- 3 Neither Agree nor Disagree
- 4 Agree
- 5 Strongly Agree

**D6f**

To what extent do you trust or distrust the Government of Canada to make decisions about climate change that are in the best interest of Canada?

- 1 Strongly Distrust
- 2 Somewhat Distrust
- 3 Neither Trust nor Distrust
- 4 Somewhat Trust
- 5 Strongly Trust

**D7**

How often do you come across information about climate change from the following sources?

1. Canadian TV and radio channels (including their websites) (e.g., CBC, Global, CTV) \*
2. Non-Canadian TV and radio channels (including their websites) (e.g., CNN, Fox News, BBC) \*
3. Newspapers and magazines (including their websites) (e.g., Globe & Mail, National Post, New York Times) \*
4. Conversations with family, friends and colleagues \*
5. Government websites (federal, provincial or municipal) \*
6. Podcasts \*
7. Facebook, Twitter, or Reddit \*
8. Instagram, TikTok or Youtube \*
14. Scientific or technical reports \*
13. Other social media platforms

*Levels marked with \* are randomized*

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Frequently
- 5 Always
- 99 Not applicable

**D7a**

In general, how often do you use the following sources of information?

1. Canadian TV and radio channels (including their websites) (e.g., CBC/Radio Canada, CTV, TVA, Télé-Québec) \*

2. Non-Canadian TV and radio channels (including their websites) (e.g., CNN, BBC, Euronews, France 24) \*
3. Newspapers and magazines (including their websites) (e.g., Globe & Mail, National Post, Le Devoir, La Presse) \*
5. Government websites (federal, provincial or municipal) \*
6. Podcasts \*
7. Facebook, Twitter, or Reddit \*
8. Instagram, TikTok or Youtube \*
9. Scientific or technical reports \*
10. Other social media platforms
11. Facebook \*
12. Twitter \*
13. Reddit \*
14. Instagram \*
15. TikTok \*
16. YouTube \*
17. Reddit or Twitter \*
18. Facebook or Instagram \*
19. TikTok or YouTube \*
4. Conversations with family, friends and colleagues

*Levels marked with \* are randomized*

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Frequently
- 5 Always
- 99 Not applicable

### **D7b**

How closely, if at all, have you been following news on climate change over the past month?

- 1 Following it very closely
- 2 Following it pretty closely
- 3 Following it a little
- 4 Not following it at all

### **D7e**

In your own words, please list the main sources that you use when looking for information about climate change (e.g., specific websites, radio or TV channels, organizations, individuals, social media, or any other

preferred source).

*(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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.5 I never look for information about climate change

**D7c**

To what extent do you trust or distrust the following sources for information on climate change?

1. Television news \*
2. Radio, podcasts and other broadcasts \*
3. Newspapers and other journalism (including news websites) \*
4. Canadian federal government briefings and/or websites \*
5. Provincial/Territorial government briefings and/or websites \*
6. International weather and climate authorities (e.g. World Meteorological Organization) \*
7. Workers in climate-dependent sectors (e.g. farmers, foresters) \*
8. Scientists \*
9. Social media (e.g. Facebook, Twitter, YouTube, Instagram, TikTok) \*
10. Celebrities \*
11. Online search engines (e.g. Google) \*
12. Friends and family \*
13. Work/school colleagues \*

*Levels marked with \* are randomized*

- 1 Completely distrust
- 2 Moderately distrust
- 3 Neither trust nor distrust
- 4 Moderately trust
- 5 Completely trust

**D7d**

In the past month, how often did you use each of the following platforms?

1. Facebook \*
2. Twitter \*
3. Instagram \*
4. TikTok \*
5. Reddit \*
6. YouTube \*

*Levels marked with \* are randomized*

- 1 Never
- 2 A few times a month
- 3 A few times a week
- 4 Once a day
- 5 Multiple times a day

**D8**

Please rate your agreement or disagreement with the following statements.

1. Much of our lives are being controlled by plots hatched in secret places \*
2. Even though we live in a democracy, a few people will always run things anyway \*
3. The people who really 'run' the country are not known to the voters \*
4. Big events like wars, recessions, and the outcomes of elections are controlled by small groups of people who are working in secret against the rest of us. \*

*Levels marked with \* are randomized*

- 1 Strongly Disagree
- 2 Somewhat Disagree
- 3 Neither Agree nor Disagree
- 4 Somewhat Agree
- 5 Strongly Agree
- 6 Prefer not to say

**D8a**

For each of the statements below, please use the scale (0%-100%) to indicate how likely it is that the statement is true. Remember that there are no "objectively" right or wrong answers. We are interested in your personal opinion.

1. I think that many very important things happen in the world, which the public is never informed about. \*
2. I think that politicians usually do not tell us the true motives for their decisions. \*
3. I think that government agencies closely monitor all citizens. \*
4. I think that events which superficially seem to lack a connection are often the result of secret activities. \*
5. I think that there are secret organizations that greatly influence political decisions. \*

*Levels marked with \* are randomized*

- 0 0% (Certainly not)
- 10 10%
- 20 20%
- 30 30%
- 40 40%
- 50 50%
- 60 60%
- 70 70%
- 80 80%



- <sub>90</sub> 90%
- <sub>100</sub> 100% (Certain)

### D9

Please indicate the extent to which you agree with the following statements.

1. It is important to be loyal to your beliefs even when evidence is brought to bear against them. \*
2. Whether something feels true is more important than evidence. \*
3. Just because evidence conflicts with my current beliefs does not mean my beliefs are wrong. \*
4. There may be evidence that goes against what you believe but that does not mean you have to change your beliefs. \*
5. Even if there is concrete evidence against what you believe to be true, it is OK to maintain cherished beliefs. \*
6. Regardless of the topic, what you believe to be true is more important than evidence against your beliefs. \*

*Levels marked with \* are randomized*

- <sub>1</sub> Strongly Disagree
- <sub>2</sub> Disagree
- <sub>3</sub> Somewhat Disagree
- <sub>4</sub> Neither Agree nor Disagree
- <sub>5</sub> Somewhat Agree
- <sub>6</sub> Agree
- <sub>7</sub> Strongly Agree

### D10

How concerned are you about the spread of misinformation and disinformation online (i.e. news information about important topics that is verifiably false)?

- <sub>1</sub> Not at all concerned
- <sub>2</sub> Slightly concerned
- <sub>3</sub> Somewhat concerned
- <sub>4</sub> Very concerned
- <sub>5</sub> Extremely concerned

### D12

Below are five descriptions summarizing different ways in which Canadians think about climate change. Please read all five descriptions, and then select the description that you think most closely resembles your own thinking.

- <sub>1</sub> A: I strongly believe in climate change and think it is caused by humans. I am extremely worried about it. I am committed to taking climate action and think my actions would have an effect, but I am not particularly hopeful about progress overall. *(Show if D12split 1 (D12split = 1))*

- 2 B: I strongly believe in climate change and think it is mostly caused by humans. I am very worried about it. I am willing to take climate action, and think my actions would have some effect. *(Show if D12split 1 (D12split = 1))*
- 3 C: I mostly believe in climate change and think it is probably caused by humans, but sometimes I feel a bit confused about the issue and am only moderately worried about it. I am somewhat willing to take climate action. *(Show if D12split 1 (D12split = 1))*
- 4 D: I do not have strong feelings about climate change and am a bit uncertain about what causes it. I am not too worried about it. I am not particularly willing to take climate action and am unsure that my actions would have an effect. *(Show if D12split 1 (D12split = 1))*
- 5 E: I do not believe in climate change or that it is caused by humans. I feel no confusion about the issue, and am not at all worried about it. I am very unwilling to take climate action and do not think my actions would have any effect. *(Show if D12split 1 (D12split = 1))*
- 6 A: I do not believe in climate change or that it is caused by humans. I feel no confusion about the issue, and am not at all worried about it. I am very unwilling to take climate action and do not think my actions would have any effect. *(Show if D12split 2 (D12split = 2))*
- 7 B: I do not have strong feelings about climate change and am a bit uncertain about what causes it. I am not too worried about it. I am not particularly willing to take climate action and am unsure that my actions would have an effect. *(Show if D12split 2 (D12split = 2))*
- 8 C: I mostly believe in climate change and think it is probably caused by humans, but sometimes I feel a bit confused about the issue and am only moderately worried about it. I am somewhat willing to take climate action. *(Show if D12split 2 (D12split = 2))*
- 9 D: I strongly believe in climate change and think it is mostly caused by humans. I am very worried about it. I am willing to take climate action, and think my actions would have some effect. *(Show if D12split 2 (D12split = 2))*
- 10 E: I strongly believe in climate change and think it is caused by humans. I am extremely worried about it. I am committed to taking climate action and think my actions would have an effect, but I am not particularly hopeful about progress overall. *(Show if D12split 2 (D12split = 2))*
- 9999 Prefer not to say

**E1** *Show if New Sample OR A0 1 Education changed ((longitudinal = 2) OR (A0\_1 = 1))*

## A Bit More About You

What is the highest level of formal education that you have completed?

- 1 Elementary school or less
- 2 Some high school
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 Partial college/university
- 6 College or CEGEP certificate or diploma
- 7 University certificate or diploma below bachelor's level
- 8 Bachelor's degree
- 9 Postgraduate degree above bachelor's level
- 9999 Prefer not to say

**E2** Show if New Sample OR A0 5 Residence changed ((longitudinal = 2) OR (A0\_5 = 1))

Which of the following best describes the place where you now live?

- 1 A large city
- 2 A suburb near a large city
- 3 A small city or town
- 4 A rural area
- 9999 Prefer not to say

**E3a** Show if New Sample OR A0 2 Children changed ((longitudinal = 2) OR (A0\_2 = 1))

Are you a parent?

- 1 Yes
- 0 No
- 9999 Prefer not to say

**E3b** Show if E3a Parent (E3a = 1)

Are any of your children under 18?

- 1 Yes
- 0 No
- 9999 Prefer not to say

**E4** Show if New Sample OR A0 3 Employment changed ((longitudinal = 2) OR (A0\_3 = 1))

Which of the following categories best describes your current employment status?

- 1 Employed (e.g., for wages, salary) full time, that is, 30 or more hours per week
- 2 Employed (e.g., for wages, salary) part-time, that is, less than 30 hours per week
- 3 Self-employed
- 4 Unemployed
- 5 A student attending school full-time
- 6 Retired
- 7 Full-time homemaker
- 8 Other
- 9999 Prefer not to say

**E5** Show if New Sample (longitudinal = 2)

Where were you born?

- 1 Born in Canada
- 2 Born outside Canada (please specify the country) \_\_\_\_\_
- 9999 Prefer not to say

**E13** Show if E5 Born outside Canada (E5 = 2)

In what year did you immigrate to Canada?

Minimum: 1920, Maximum: 2021

9999 Prefer not to say

**E6** Show if New Sample (longitudinal = 2)

Are you First Nations, Métis or Inuk (Inuit)?

1 Yes

0 No

**E7** Show if E6 Non Indigenous (E6 = 0)

You may belong to one or more racial or cultural groups on the following list. Are you...?

Select all that apply

1 White

2 South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)

3 Chinese

4 Black

5 Filipino

6 Latin American

7 Arab

8 Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Thai, Laotian, etc.)

9 West Asian (e.g., Iranian, Afghan, etc.)

10 Korean

11 Japanese

12 Other - (Please specify) \_\_\_\_\_

9999 Prefer not to say (Exclusive)

**E8** Show if New Sample OR A0 4 Income changed ((longitudinal = 2) OR (A0\_4 = 1))

Which of the following categories best describes your total household income in 2021? That is, the total income of all persons in your household combined, before taxes.

1 Under \$20,000

2 \$20,000 to just under \$40,000

3 \$40,000 to just under \$60,000

4 \$60,000 to just under \$80,000

5 \$80,000 to just under \$100,000

6 \$100,000 to just under \$150,000

7 \$150,000 to just under \$200,000

8 \$200,000 to just under \$250,000

- 9 \$250,000 and above
- 9999 Prefer not to say

**E9** Show if New Sample OR A0 7 Number in household changed ((longitudinal = 2) OR (A0\_7 = 1))

How many people live in your home, including yourself?

Minimum: 1, Maximum: 20

\_\_\_\_\_

- 9999 Prefer not to say

**E11** Show if New Sample OR A0 8 Language changed ((longitudinal = 2) OR (A0\_8 = 1))

Which language do you speak **most often** at home?

- 1 English
- 2 French
- 3 Inuktitut
- 4 Ojibway
- 5 Cree
- 6 Oji-Cree
- 7 Dene
- 8 Montagnais (Innu)
- 9 Mi'kmaq
- 10 Atikamekw
- 11 Mandarin
- 12 Cantonese
- 13 Punjabi
- 14 Tagalog (Pilipino, Filipino)
- 15 Spanish
- 16 Arabic
- 17 Italian
- 18 German
- 19 Urdu
- 20 Portuguese
- 21 Persian (Farsi)
- 22 Russian
- 23 Polish
- 24 Vietnamese
- 25 Korean
- 26 Tamil
- 27 Hindi
- 28 Gujarati
- 29 Greek
- 30 Ukrainian
- 31 Dutch

- 32 Romanian
- 33 Other (please specify) \_\_\_\_\_
- 9999 Prefer not to say

**E12** Show if New Sample OR A0 5 Residence changed ((longitudinal = 2) OR (A0\_5 = 1))

Finally, what are the first three characters of your postal code? This question is asking only to understand some things about the area you live in.

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- .8 Prefer not to say

**C3g** Show if Longitudinal sample had heat pump w1 not w4 (heatpump\_flag=1)

To help us improve how we ask questions and better understand the answers we receive, we would like to ask you one last follow-up question. While your identity is not disclosed, our records show that you previously reported having a heat pump in your home, and then reported not having one in a later survey. What best describes the reason for this change?

- 1 I moved \*
- 2 The heat pump was uninstalled or replaced \*
- 3 I thought there was a heat pump in my home but there wasn't \*
- 4 I am still unsure whether there is a heat pump in my home \*
- 5 I wasn't sure what the survey question was asking \*
- 97 Other (Please specify) \_\_\_\_\_
- 9999 Prefer not to say

*Levels marked with \* are randomized*

**F1**

Thank you for taking the time to complete this survey. What was your level of satisfaction with the survey experience? What did you like, and what would you suggest improving?

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- .8 Prefer not to say
- .9 No comments - all good

## **FollowUp**

Thank you.

We appreciate your participation and responses. There will be two more follow up surveys for this study that will allow us to track opinions and actions on this topic. Would you like to participate in the next follow up survey in a couple of months? Some questions will be different, and the survey could be shorter. Your continued participation will be greatly appreciated.

- 1 I agree to participate
- 2 No, I don't want to participate

## **EndS**

Thank you. We really appreciate your participation in this survey. Your answers will contribute to scientific knowledge and help improve government policy.

If you have any questions about this survey, please contact [iiu-iii@pco-bcp.gc.ca](mailto:iiu-iii@pco-bcp.gc.ca) ([mailto: iiu-iii@pco-bcp.gc.ca](mailto:iiu-iii@pco-bcp.gc.ca)).

Status Code: -1