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Privy Council Office

Program of Applied Research on Climate Action (PARCA): Ongoing Surveying of Canadians' Climate Change Beliefs, Attitudes, and Behaviours Over Time

Final Report

Prepared for Privy Council Office

Supplier name: Forum Research Inc.

Contract number: CW2319917

Contract value: \$179,699.38

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Registration number: POR #020-23

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Executive Summary

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1. EXECUTIVE SUMMARY

1.1. Introduction

Forum Research was commissioned to conduct a survey of Canadians covering topics important to the Privy Council Office and the Government of Canada. The survey topics included Canadians' evolving beliefs, attitudes, and behaviours relating to climate change and environmental protection. Insights garnered from the quantitative study will enable the Government of Canada to further develop and refine policies, program implementation, and communication strategies.

This report addresses the methodological details of the study pertaining to the time period between July 31st, 2023 to April 1, 2024. This is the final report.

1.2. Research Purpose

The purpose of this study is to provide the Privy Council Office Impact and Innovation Unit (PCO-IIU), Environment and Climate Change Canada (ECCC), and Natural Resources Canada (NRCan) with high quality data and information on Canadians' beliefs, attitudes, and behaviours relating to climate change. This includes:

- 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 policies, programs, communications, and regulations to meet the specific needs of Canadians.

1.3. Overall Approach

The Privy Council Office provided specific requirements for conducting the survey in its request for proposal. Over the course of six data collection waves, consisting of four Tracking Series and two Emerging Topics Series, Forum Research gathered comprehensive information regarding Canadians' beliefs, attitudes, and behaviours relating to climate change.

The surveys were conducted using the computer-assisted web interview (CAWI, online survey) methodology and was administered in both official languages to the Canadian population.

1.4. Questionnaire Design

The Privy Council Office provided Forum Research with a draft version of the questionnaires. The questionnaires were modified for each survey wave (upon request of the Privy Council Office) to reflect the dynamic nature of important topics affecting Canadians. Forum Research worked with the Privy Council Office project team to review the questionnaire, with specific attention to question wording, ordering, and the overall flow of the survey. For each survey wave, the survey was



pre-tested before data collection upon request from the Privy Council Office. The pre-tests aimed to achieve 50 completes, with 25 administered in French and 25 administered in English. The pre-test data was shared with the Privy Council Office. A thorough review of the survey flow, logic, and questionnaire design was conducted by both Forum Research and the Privy Council Office.

1.5. Sample Design

The sample was sourced using an online panel methodology, which includes a combination of partner panels to achieve the required sample size of n=13,700 unique respondents across the six data collection waves, ensuring that no duplicate respondents will be surveyed.

The sample targets adults living in Canada 18 years of age and older, aiming for appropriate representation of gender, age, and regional split from 2021 Statistics Canada Census. For each survey wave, the sample includes general population respondents (n=2,000 per wave). Additionally, some waves included an oversample of underrepresented populations; details are provided in the following sections for each survey wave.

1.6. Weighting

Forum Research, in collaboration with the PCO, applied a weighting strategy (using 2021 Statistics Canada Census data) which is balanced according to:

- Age
- Gender
- Region

Weighting was conducted at the end of each survey wave with the data collected during that survey wave. As the data files were cumulative, data that was previously weighted was not re-weighted.

1.7. Generalization of Data

The sample for each survey data collection wave have been weighted to ensure it accurately reflects Canadians' opinions. Because the surveys were conducted using online samples, the sample cannot be assumed to be truly random. Although traditional margin of error cannot be calculated for online samples, it is helpful to compare what the margin of error would be for a probability sample of the same size as a reference point. As such, a margin of error is calculated for each survey data collection wave.

1.8. Research Outcomes

The findings of the research are expected to be used to inform the Government of Canada about Canadians' beliefs, attitudes, and behaviours relating to climate change. Insights 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.

1.9. Total Contract Value

The total contract value is equal to \$179,699.38.



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1.10. Political Neutrality Statement

I hereby certify as Senior Officer of Forum Research Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Policy on Communications and Federal Identity and the Directive on the Management of Communications - Appendix C (Appendix C: Mandatory Procedures for Public Opinion Research)*.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signature:

A handwritten signature in black ink, appearing to read "Lorne Bozinoff".

Dr. Lorne Bozinoff

President & CEO

Forum Research Inc.