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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**

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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 31<sup>st</sup>, 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:

Dr. Lorne Bozinoff

President & CEO

Forum Research Inc.





## 2. Tracking Survey Wave 1 Methodological Report

### 2.1. 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.

The Tracking Survey Wave 1 Methodological Report addresses the methodological details of the study pertaining to the time period between July 31<sup>st</sup>, 2023 to August 21<sup>st</sup>, 2023. This is the final report.

### 2.2. 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.

### 2.3. Overall Approach

The Privy Council Office provided specific requirements for conducting the survey in its request for proposals., Forum Research gathered comprehensive information regarding Canadians' beliefs, attitudes, and behaviours relating to climate change.

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

### 2.4. Questionnaire Design

The Privy Council Office provided Forum Research with a draft version of the questionnaire in English and Forum Research translated the questionnaire to French. 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. 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.

## 2.5. 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=2,000 general population respondents. 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.

Upon completion of fieldwork, Forum Research achieved a total of n=2,105 completed surveys from the Sago panel.

## 2.6. Sample Metrics

The following tables describe the obtained sample metrics broken out by region, age, and gender for this survey wave.

REGIONAL BREAKOUT		
Province	Frequency	Percent
Alberta	230	11.4%
British Columbia	270	13.4%
Manitoba	73	3.6%
New Brunswick	42	2.1%
Newfoundland and Labrador	28	1.4%
Northwest Territories	2	0.1%
Nova Scotia	52	2.6%
Nunavut	0	0%
Ontario	771	38.3%
Prince Edward Island	8	0.4%
Quebec	477	23.7%
Saskatchewan	61	3.0%
Yukon	1	<0.1%
<b>TOTAL</b>	<b>2015</b>	<b>100%</b>



AGE BREAKOUT		
Age	Frequency	Percent
18-24	66	3.3%
25-34	152	7.5%
35-44	229	11.4%
45-54	252	12.5%
55-64	403	20.0%
65-74	627	31.1%
75+	286	14.2%
<b>TOTAL</b>	<b>2015</b>	<b>100%</b>

GENDER BREAKOUT		
Gender	Frequency	Percent
Man	1017	50.5%
Woman	993	49.3%
Non-binary person	3	0.1%
Another gender identity	2	0.1%
<b>TOTAL</b>	<b>2015</b>	<b>100%</b>

## 2.7. 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 the survey wave with the data collected.

## 2.8. Response Rate

Response rate is calculated by the number of responses to the survey divided by the total number of invitations sent. The response rate for Tracking Series Wave 1 was 3.57%.

## 2.9. 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. A sample of n=2015 Canadians results in an overall margin of error of  $\pm 2.18\%$ , 19 times out of 20.



Measures were taken in order to reduce the influence of non-response bias. At the beginning of the survey, respondents were assured that their answers will remain anonymous and confidential. Reminder emails were also sent to respondents to ensure that individuals who were interested in participating, but were unavailable, would still be able to do so. Furthermore, to reduce item non-response bias, all questions in the online survey were mandatory, meaning respondents were unable to proceed to the next question without providing an answer to the current question. However, many questions included “prefer not to say” as an answer option for those who did not wish to provide an answer.

## 2.10. 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.

## 2.11. Total Contract Value

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

## 2.12. 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:

Dr. Lorne Bozinoff

President & CEO

Forum Research Inc.



## 3. Tracking Survey Wave 2 Methodological Report

### 3.1. 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.

The Tracking Survey Wave 2 Methodological Report addresses the methodological details of the study pertaining to the time period between October 5<sup>th</sup>, 2023 to October 23<sup>rd</sup>, 2023. This is the final report.

### 3.2. 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.

### 3.3. Overall Approach

The Privy Council Office provided specific requirements for conducting the survey in its request for proposals., Forum Research gathered comprehensive information regarding Canadians' beliefs, attitudes, and behaviours relating to climate change.

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

### 3.4. Questionnaire Design

The Privy Council Office provided Forum Research with a draft version of the questionnaire in English and Forum Research translated the questionnaire to French. 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. 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.

### 3.5. 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=2,000 general population respondents. 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. Additionally, this survey wave included an oversample of respondents living in rural areas.

Upon completion of fieldwork, Forum Research achieved a total of n=2,236 completed surveys. Of those, n=2,019 surveys were part of the general population from the Sago panel and n=217 were part of the oversample of the rural population from the Leger Opinion (LEO) panel.

### 3.6. Sample Metrics

The following tables describe the obtained sample metrics broken out by region, age, and gender for this survey wave.

REGIONAL BREAKOUT		
Province	Frequency	Percent
Alberta	252	11.3%
British Columbia	295	13.2%
Manitoba	82	3.7%
New Brunswick	46	2.1%
Newfoundland and Labrador	33	1.5%
Northwest Territories	1	<0.1%
Nova Scotia	59	2.6%
Nunavut	0	0%
Ontario	878	39.3%
Prince Edward Island	10	0.4%
Quebec	514	23.0%
Saskatchewan	64	2.9%
Yukon	2	0.1%
<b>TOTAL</b>	<b>2236</b>	<b>100%</b>



AGE BREAKOUT		
Age	Frequency	Percent
18-24	363	16.2%
25-34	245	11.0%
35-44	341	15.3%
45-54	340	15.2%
55-64	410	18.3%
65-74	324	14.5%
75+	213	9.5%
<b>TOTAL</b>	<b>2236</b>	<b>100%</b>

GENDER BREAKOUT		
Gender	Frequency	Percent
Man	988	44.2%
Woman	1225	54.8%
Non-binary person	13	0.6%
Another gender identity	2	0.1%
Prefer not to say	8	0.4%
<b>TOTAL</b>	<b>2236</b>	<b>100%</b>

### 3.7. 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 the survey wave with the data collected.

### 3.8. Response Rate

Response rate is calculated by the number of responses to the survey divided by the total number of invitations sent. The response rate for the general population sample for Tracking Series Wave 2 was 3.86%, and the response rate for the rural population oversample was 12.6%.

### 3.9. 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. A sample of n=2236 Canadians results in an overall margin of error of  $\pm 2.07\%$ , 19 times out of 20.

Measures were taken in order to reduce the influence of non-response bias. At the beginning of the survey, respondents were assured that their answers will remain anonymous and confidential. Reminder emails were also sent to respondents to ensure that individuals who were interested in participating, but were unavailable, would still be able to do so. Furthermore, to reduce item non-response bias, all questions in the online survey were mandatory, meaning respondents were unable to proceed to the next question without providing an answer to the current question. However, many questions included “prefer not to say” as an answer option for those who did not wish to provide an answer.

### 3.10. 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.

### 3.11. Total Contract Value

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

### 3.12. 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:

Dr. Lorne Bozinoff

President & CEO

Forum Research Inc.





## 4. Tracking Survey Wave 3 Methodological Report

### 4.1. 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.

The Tracking Survey Wave 3 Methodological Report addresses the methodological details of the study pertaining to the time period between December 4<sup>th</sup> to December 19<sup>th</sup>, 2023. This is the final report.

### 4.2. 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.

### 4.3. Overall Approach

The Privy Council Office provided specific requirements for conducting the survey in its request for proposals., Forum Research gathered comprehensive information regarding Canadians' beliefs, attitudes, and behaviours relating to climate change.

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

### 4.4. Questionnaire Design

The Privy Council Office provided Forum Research with a draft version of the questionnaire in English and Forum Research translated the questionnaire to French. 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. 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.

#### 4.5. 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=2,000 general population respondents. 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. Additionally, this survey wave included an oversample of youth respondents aged 18-24, Indigenous respondents, Black respondents, Southeast Asian respondents, and Latin American respondents.

Upon completion of fieldwork, Forum Research achieved a total of n=2,750 completed surveys. Of those, n=2,000 surveys were part of the general population from the Sago panel and n=750 were part of the oversample. The oversample of youths was from the Leger Opinion (LEO) panel and the oversample of Indigenous, Black, Southeast Asian, and Latin American respondents were from Logit Group’s panel.

#### 4.6. Sample Metrics

The following tables describe the obtained sample metrics broken out by region, age, and gender for this survey wave.

REGIONAL BREAKOUT		
Province	Frequency	Percent
Alberta	334	12.1%
British Columbia	356	12.9%
Manitoba	110	4.0%
New Brunswick	55	2.0%
Newfoundland and Labrador	42	1.5%
Northwest Territories	3	0.1%
Nova Scotia	76	2.8%
Nunavut	4	0.1%
Ontario	1138	41.4%
Prince Edward Island	10	0.4%
Quebec	534	19.3%
Saskatchewan	85	3.1%
Yukon	3	0.1%
<b>TOTAL</b>	<b>2750</b>	<b>100%</b>



AGE BREAKOUT		
Age	Frequency	Percent
18-24	475	17.3%
25-34	393	14.3%
35-44	491	17.9%
45-54	364	13.2%
55-64	477	17.3%
65-74	368	13.4%
75+	182	6.6%
<b>TOTAL</b>	<b>2750</b>	<b>100%</b>

GENDER BREAKOUT		
Gender	Frequency	Percent
Man	1318	47.9%
Woman	1412	51.3%
Non-binary person	13	0.5%
Another gender identity	4	0.1%
Prefer not to say	3	0.1%
<b>TOTAL</b>	<b>2750</b>	<b>100%</b>

## 4.7. 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 the survey wave with the data collected.

## 4.8. Response Rate

Response rate is calculated by the number of responses to the survey divided by the total number of invitations sent. The response rate for the general population sample for Tracking Series Wave 3 was 4.1%; the response rate for the youth population oversample was 3.4%; the response rate for the Indigenous and ethnicity populations oversample was 17.8%.

## 4.9. 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. A sample of n=2750 Canadians results in an overall margin of error of  $\pm 1.87\%$ , 19 times out of 20.

Measures were taken in order to reduce the influence of non-response bias. At the beginning of the survey, respondents were assured that their answers will remain anonymous and confidential. Reminder emails were also sent to respondents to ensure that individuals who were interested in participating, but were unavailable, would still be able to do so. Furthermore, to reduce item non-response bias, all questions in the online survey were mandatory, meaning respondents were unable to proceed to the next question without providing an answer to the current question. However, many questions included “prefer not to say” as an answer option for those who did not wish to provide an answer.

## 4.10. 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.

## 4.11. Total Contract Value

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

## 4.12. 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:

Dr. Lorne Bozinoff

President & CEO

Forum Research Inc.



## 5. Tracking Survey Wave 4 Methodological Report

### 5.1. 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.

The Tracking Survey Wave 4 Methodological Report addresses the methodological details of the study pertaining to the time period between February 20<sup>th</sup> to March 13<sup>th</sup>, 2024. This is the final report.

### 5.2. 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.

### 5.3. Overall Approach

The Privy Council Office provided specific requirements for conducting the survey in its request for proposals., Forum Research gathered comprehensive information regarding Canadians' beliefs, attitudes, and behaviours relating to climate change.

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

### 5.4. Questionnaire Design

The Privy Council Office provided Forum Research with a draft version of the questionnaire in English and Forum Research translated the questionnaire to French. 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. 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.

### 5.5. 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=2,000 general population respondents. 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. Additionally, this survey wave included an oversample of Northern Canadian respondents.

Upon completion of fieldwork, Forum Research achieved a total of n=2,252 completed surveys. Of those, n=2,000 surveys were part of the general population using the Sago panel and n=252 were part of the oversample using the Leger Opinion (LEO) panel.

### 5.6. Sample Metrics

The following tables describe the obtained sample metrics broken out by region, age, and gender for this survey wave.

REGIONAL BREAKOUT		
Province	Frequency	Percent
Alberta	315	14.0%
British Columbia	322	14.3%
Manitoba	82	3.6%
New Brunswick	42	1.9%
Newfoundland and Labrador	29	1.3%
Northwest Territories	3	0.1%
Nova Scotia	52	2.3%
Nunavut	3	0.1%
Ontario	838	37.2%
Prince Edward Island	8	0.4%
Quebec	488	21.7%
Saskatchewan	60	2.7%
Yukon	10	0.4%
<b>TOTAL</b>	<b>2252</b>	<b>100%</b>



AGE BREAKOUT		
Age	Frequency	Percent
18-24	227	10.1%
25-34	375	16.7%
35-44	390	17.3%
45-54	335	14.9%
55-64	390	17.3%
65-74	337	15.0%
75+	198	8.8%
<b>TOTAL</b>	<b>2252</b>	<b>100%</b>

GENDER BREAKOUT		
Gender	Frequency	Percent
Man	914	40.6%
Woman	1321	58.7%
Non-binary person	9	0.4%
Another gender identity	2	0.1%
Prefer not to say	6	0.3%
<b>TOTAL</b>	<b>2252</b>	<b>100%</b>

## 5.7. 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 the survey wave with the data collected.

## 5.8. Response Rate

Response rate is calculated by the number of responses to the survey divided by the total number of invitations sent. The response rate for the general population sample for Tracking Series Wave 4 was 4.4% and the response rate for the Northern Canadian population oversample was 20.5%.

## 5.9. 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. A sample of n=2252 Canadians results in an overall margin of error of  $\pm 2.07\%$ , 19 times out of 20.

Measures were taken in order to reduce the influence of non-response bias. At the beginning of the survey, respondents were assured that their answers will remain anonymous and confidential. Reminder emails were also sent to respondents to ensure that individuals who were interested in participating, but were unavailable, would still be able to do so. Furthermore, to reduce item non-response bias, all questions in the online survey were mandatory, meaning respondents were unable to proceed to the next question without providing an answer to the current question. However, many questions included “prefer not to say” as an answer option for those who did not wish to provide an answer.

## 5.10. 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.

## 5.11. Total Contract Value

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

## 5.12. 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:

Dr. Lorne Bozinoff

President & CEO

Forum Research Inc.





## 6. Emerging Topics Wave 1 Methodological Report

### 6.1. 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.

The Emerging Topics Survey Wave 1 Methodological Report addresses the methodological details of the study pertaining to the time period between January 31<sup>st</sup> to February 15<sup>th</sup>, 2024. This is the final report.

### 6.2. 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.

### 6.3. Overall Approach

The Privy Council Office provided specific requirements for conducting the survey in its request for proposals., Forum Research gathered comprehensive information regarding Canadians' beliefs, attitudes, and behaviours relating to climate change.

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

### 6.4. Questionnaire Design

The Privy Council Office provided Forum Research with a draft version of the questionnaire in English and Forum Research translated the questionnaire to French. 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. 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.

## 6.5. 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=2,000 general population respondents. 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.

Upon completion of fieldwork, Forum Research achieved a total of n=1,994 completed surveys using the Sago panel.

## 6.6. Sample Metrics

The following tables describe the obtained sample metrics broken out by region, age, and gender for this survey wave.

REGIONAL BREAKOUT		
Province	Frequency	Percent
Alberta	240	12.0%
British Columbia	279	14.0%
Manitoba	83	4.2%
New Brunswick	48	2.4%
Newfoundland and Labrador	40	2.0%
Northwest Territories	0	0%
Nova Scotia	62	3.1%
Nunavut	1	0.1%
Ontario	779	39.1%
Prince Edward Island	7	0.4%
Quebec	392	19.7%
Saskatchewan	61	3.1%
Yukon	2	0.1%
<b>TOTAL</b>	<b>1994</b>	<b>100%</b>



AGE BREAKOUT		
Age	Frequency	Percent
18-24	208	10.4%
25-34	379	19.0%
35-44	363	18.2%
45-54	333	16.7%
55-64	380	19.1%
65-74	255	12.8%
75+	76	3.8%
<b>TOTAL</b>	<b>1994</b>	<b>100%</b>

GENDER BREAKOUT		
Gender	Frequency	Percent
Man	820	41.1%
Woman	1163	58.3%
Non-binary person	5	0.3%
Another gender identity	2	0.1%
Prefer not to say	4	0.2%
<b>TOTAL</b>	<b>1994</b>	<b>100%</b>

## 6.7. 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 the survey wave with the data collected.

## 6.8. Response Rate

Response rate is calculated by the number of responses to the survey divided by the total number of invitations sent. The response rate for the general population sample for Emerging Topics Wave 1 was 4.4%.

## 6.9. 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. A sample of n=1994 Canadians results in an overall margin of error of  $\pm 2.19\%$ , 19 times out of 20.

Measures were taken in order to reduce the influence of non-response bias. At the beginning of the survey, respondents were assured that their answers will remain anonymous and confidential. Reminder emails were also sent to respondents to ensure that individuals who were interested in participating, but were unavailable, would still be able to do so. Furthermore, to reduce item non-response bias, all questions in the online survey were mandatory, meaning respondents were unable to proceed to the next question without providing an answer to the current question. However, many questions included “prefer not to say” as an answer option for those who did not wish to provide an answer.

## 6.10. 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.

## 6.11. Total Contract Value

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

## 6.12. 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:

Dr. Lorne Bozinoff

President & CEO

Forum Research Inc.



## 7. Emerging Topics Wave 2 Methodological Report

### 7.1. 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.

The Emerging Topics Survey Wave 2 Methodological Report addresses the methodological details of the study pertaining to the time period between March 19<sup>th</sup> to April 1<sup>st</sup>, 2024. This is the final report.

### 7.2. 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.

### 7.3. Overall Approach

The Privy Council Office provided specific requirements for conducting the survey in its request for proposals. Forum Research gathered comprehensive information regarding Canadians' beliefs, attitudes, and behaviours relating to climate change.

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

### 7.4. Questionnaire Design

The Privy Council Office provided Forum Research with a draft version of the questionnaire in English and Forum Research translated the questionnaire to French. 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. 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.

## 7.5. 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=2,000 general population respondents. 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. Additionally, this survey wave included an oversample of Atlantic Canadians, Canadians residing in Saskatchewan, Canadians with a disability, and low-income Canadians.

Upon completion of fieldwork, Forum Research achieved a total of n=2,524 completed surveys. Of those, n=2,025 surveys were part of the general population using the Sago panel and n=499 were part of the oversample using the Leger Opinion (LEO) panel.

## 7.6. Sample Metrics

The following tables describe the obtained sample metrics broken out by region, age, and gender for this survey wave.

REGIONAL BREAKOUT		
Province	Frequency	Percent
Alberta	246	9.7%
British Columbia	288	11.4%
Manitoba	85	3.4%
New Brunswick	128	5.1%
Newfoundland and Labrador	119	4.7%
Northwest Territories	2	0.1%
Nova Scotia	177	7.0%
Nunavut	1	<0.1%
Ontario	822	32.6%
Prince Edward Island	25	1.0%
Quebec	471	18.7%
Saskatchewan	157	6.2%
Yukon	3	0.1%
<b>TOTAL</b>	<b>2524</b>	<b>100%</b>



AGE BREAKOUT		
Age	Frequency	Percent
18-24	251	9.9%
25-34	399	15.8%
35-44	583	23.1%
45-54	320	12.7%
55-64	417	16.5%
65-74	391	15.5%
75+	163	6.5%
<b>TOTAL</b>	<b>2524</b>	<b>100%</b>

GENDER BREAKOUT		
Gender	Frequency	Percent
Man	1273	50.4%
Woman	1236	49.0%
Non-binary person	10	0.4%
Another gender identity	1	<0.1%
Prefer not to say	4	0.2%
<b>TOTAL</b>	<b>2524</b>	<b>100%</b>

## 7.7. 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 the survey wave with the data collected.

## 7.8. Response Rate

Response rate is calculated by the number of responses to the survey divided by the total number of invitations sent. The response rate for the general population sample for Emerging Topics Wave 2 was 4.2% and the response rate for the oversample population was 19.7%.

## 7.9. 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. A sample of n=2524 Canadians results in an overall margin of error of  $\pm 1.95\%$ , 19 times out of 20.

Measures were taken in order to reduce the influence of non-response bias. At the beginning of the survey, respondents were assured that their answers will remain anonymous and confidential. Reminder emails were also sent to respondents to ensure that individuals who were interested in participating, but were unavailable, would still be able to do so. Furthermore, to reduce item non-response bias, all questions in the online survey were mandatory, meaning respondents were unable to proceed to the next question without providing an answer to the current question. However, many questions included “prefer not to say” as an answer option for those who did not wish to provide an answer.

## 7.10. 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.

## 7.11. Total Contract Value

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

## 7.12. 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:

Dr. Lorne Bozinoff

President & CEO

Forum Research Inc.





## Appendix: Panel Information

### Sago Panel

Sago is the primary partner panel used across all six waves of surveys to reach the general population. Sago is a global panel provider with millions of panelists located across the world. Although Sago is a non-probability-based panel provider, its panels are nationally representative of their respective populations.

#### ***Panel Recruitment, Validation, and Maintenance***

Sago's panel consists of approximately 487,000 panelists across Canada. Participants are recruited from a broad range of sources to ensure a diverse composition for consumer, B2B, healthcare, and patient panels, covering nationally representative samples as well as hard-to-reach targets.

Sago uses multiple channels to conduct recruitment, including social media (Facebook, Instagram, YouTube, Reddit), mobile apps, radio, print media, billboards, affiliates, networks, publishers, influencers, and referrals. For all recruitment channels used, Sago employs an "open to all" process to deliver a diverse mix of panelists and one that meets stringent vetting protocols.

Sago allocates budgets across channels to ensure diverse and representative recruitment that varies by geography and meets projected client needs. In all cases, Sago carefully monitors panel conversion, attrition, and demographic makeup to ensure it meets stringent quality specifications.

Sago uses a double opt-in process for every panelist who joins a panel. All potential respondents are required to complete a registration page where they must provide a valid email address, and other key demographics in addition to agreeing to Sago's Privacy Policy and Terms & Conditions. Upon completion of the initial registration, panelists receive a confirmation email. Only after clicking on the confirmation within the follow-up email is a respondent considered a valid, double-opt-in panelist.

Panelists receive a personalized email invitation that includes general survey details such as a survey reference number, length of the interview, device compatibility, study requirements (e.g., online survey), and incentive. Each invitation is CANSPAM compliant and includes links to the unique survey, Sago's privacy policy and opt-out information, panelist support contact, and a physical address.

For each survey wave, Sago develops the necessary targets to reach the required sample. Sago creates an appropriate sample frame to fit the required sample specifications (e.g., Canadians, aged 18 or older). Response rates are taken into consideration to achieve optimal distribution across various demographic groups. The specific survey objective drives quota management and random sampling is used to fill each quota. Furthermore, for each new wave of survey, Sago excludes panelists who participated in previous survey waves.

#### ***Demographic Composition***

A summary of the demographic composition of Sago panelists is outlined below.



Province:

- Alberta: 13%
- British Columbia: 15%
- Manitoba: 5%
- Ontario: 40%
- Quebec: 14%
- New Brunswick: 3%
- Newfoundland and Labrador: 2%
- Nova Scotia: 3%
- Saskatchewan: 3%
- Prince Edward Island: 1%
- North (Northwest Territories, Nunavut, Yukon): 1%

Age:

- 18-24: 12%
- 25-34: 26%
- 35-44: 24%
- 45-54: 18%
- 55-64: 14%
- 65+: 6%

Gender:

- Male: 50%
- Female: 50%

## Leger Opinion (LEO)

The Leger Opinion (LEO) panel was used in all four waves of surveys that included an oversampling of particular population groups.

### ***Panel Recruitment, Validation, and Maintenance***

LEO is a Canadian-owned company with over 400,000 members across Canada and the United States. LEO panel members are recruited from several sources including recruitment through Leger's call centre, invitation and affiliate programs, social media, campaigns with partners, and offline recruitment.

LEO uses both manual and automatic de-duplication methods to ensure that members do not appear twice in their database and that no one can create more than one account. Different processes have been built to prevent possible duplication, including:

- Detecting duplicate emails and validating email addresses, names, mailing addresses, and IP addresses.



- Facebook and Google registration.
- Double opt-in process – for each subscription, email validation is required.
- Engagement – if a new member does not answer a survey within a week, the member is rejected.

LEO uses proprietary software to generate representative samples of the population. The software uses an interactive selection algorithm that balances one variable at a time in order of priority as follows:

- The first step is to extract all active and available panelists that meet the screening criteria.
- The algorithm then examines the main/primary variables and identifies the number of panelists who satisfy each target.
- The sample pool is randomized.
- Finally, the sample is distributed and balanced among all target groups.

Online survey data collection is conducted via websites and the LEO mobile app. Through the sampling process, panelists are pre-selected to answer a certain survey, a link to which is provided through their account – the surveys are not “open access” (i.e., respondents are not self-selected), and respondents do not know the survey content. Panelists also receive an invitation email with the following information:

- Survey information (general topic, end date, survey number, survey duration, number of points).
- A unique URL that provides access to the questionnaire.
- Member support e-mail address.
- Link to LEO’s Privacy Policy and Terms of Use.
- A link to the unsubscribe page.

### ***Demographic Composition***

LEO collects profiling data on its panelists, including: name, gender, year of birth, state/province/region, zip/postal code, email, education level, employment status, annual household income, household size, etc.

A summary of the demographic composition of LEO panelists is outlined below.

Province:

- British Columbia: 11%
- Alberta: 12%
- Prairies: 5%
- Ontario: 40%
- Quebec: 25%
- Atlantic: 7%

Age:

- 18-24: 10%



- 25-34: 23%
- 35-44: 23%
- 45-54: 16%
- 55-64: 15%
- 65+: 13%

Gender:

- Male: 48%
- Female: 52%

## Logit Group Panel (Loop Surveys)

Loop Surveys is an online research community of over 250,000 panelists recruited through various channels, such as referrals, social media advertising, and invitation from telephone interviews. Loop Surveys is a double-opt-in panel, meaning they collect and verify the contact information on all panelists.

The survey was sent to panelists who met the target specifications through e-mail.

### ***Demographic Composition***

Loop Surveys collects many profiling points on panelists, including gender, age, location, marital status, household income, education level, etc.

A summary of the demographic composition of Loop Surveys panelists is outlined below.

Age:

- 18-24: 3%
- 25-34: 26%
- 35-44: 32%
- 45-54: 20%
- 55-64: 13%
- 65+: 7%

Gender:

- Male: 45%
- Female: 55%