

# Environment and Climate Change Canada Omnibus Public Opinion Research Survey

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## Executive Summary

### Prepared for Environment and Climate Change Canada

Supplier: Angus Reid Group

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*Ce rapport est aussi disponible en français.*



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## Executive Summary

### 1.1 Introduction

ECCC commissioned the Angus Reid Group to conduct quantitative research through an omnibus POR service offering (“Omnibus”), a multi-client shared research vehicle targeted to the general Canadian public. These weekly occurring surveys cater to a wide range of government, non-government and private sector organizations. They can provide data on any subject of interest and analyze socio-economic factors.

ECCC’s questions were fielded in what is known as Omnibus surveys – multiple topics in one survey designed for organizations that don’t have the budget or need for a comprehensive study, with a fast turnaround on results. Some of the issues that can be explored via the omnibus contract include attitudes, opinions, beliefs, and behaviors around environmental issues, particularly ECCC’s current/potential programs/initiatives. Omnibus research can also be undertaken in a tracking format establishing baseline results to track possible changes in opinion for specific research questions.

A contracted Omnibus research contract is a viable needs-based solution to address ECCC’s research requirement when full, stand-alone quantitative studies for a specific topic or theme are not warranted. These requirements will be on an “as and when requested” basis only.

The following sections outline the methodology used to conduct the study, including the research objectives, sample design and data collection procedures.

### 1.2 Background

ECCC conducts dozens of contracted POR surveys each year. The POR team within the Public Affairs and Communications Branch is the focal point of facilitating all contracted POR requirements within the department. In this capacity, the POR team seeks a cost-effective and efficient solution for research needs to be limited to 1-5 questions per topic on an “as-needed” basis. Such studies do not warrant dedicated and comprehensive POR and may be constrained by budgetary considerations and the need for a quick turnaround.

The Angus Reid Group manages and conducts surveys on its proprietary online panel of nearly 100,000 Canadians, the Angus Reid Forum. The Angus Reid Forum is a well-known and trusted online public opinion community in Canada consisting of engaged residents providing thoughtful answers to important questions.

### 1.3 Research Purpose and Objectives

The Omnibus research deployment was a new initiative within the ECCC.

ECCC’s POR unit set up a contract to allow departmental clients with smaller budgets, a limited amount of questions (1-3), or little time to add their questions to the Angus Reid Group’s omnibus surveys. Participation is on a cost-recovery approach, providing a cost-efficient and timely approach for any ECCC group wishing to conduct POR on any topic targeting the general public.

Through the use of these surveys, ECCC wanted to measure the public opinion of Canadians on a wide variety of issues. The surveys are a quick mechanism to understand stated behaviour (or future behaviour), perceptions and attitudes of the Canadians public. Departmental teams are able to use this information to shape communications, policies and strategies.

#### 1.4 Methodology

The methodology used consisted of online surveys using Angus Reid Group's omnibus surveys on an "as needed" basis. Each had a nationally representative sample of approximately 1,500 Canadian adults (18+), balanced and weighted on age, gender, region and education. All respondents were members of the online Angus Reid Forum, and each survey was offered in both English and French. Because the survey uses a non-probability sample, no margin of sampling error can be calculated. A similar probability sample size would yield a margin of error of +/- 2.5 percentage points at a 95% confidence level for each omnibus sample.

#### 1.5 Contract Value

The total contract value of this research is \$35,398.23 exclusive of taxes (service is provided on an "as needed" basis and only billed upon use).

#### 1.6 Political Neutrality Statement

I hereby certify as the Senior Vice President and Managing Director of Public Affairs at the Angus Reid Group that 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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