Environment and Climate Change Canada Omnibus Public Opinion Research Survey

—

Methodology Report

Ce rapport est aussi disponible en français.

Environment and Climate Change Canada

Environnement et Changement climatique Canada

Canada

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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 propriety 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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March 28, 2024

Methodological Summary

2.1 Survey Methodology

The research consisted of nine separate omnibus surveys, each among 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. Questions were submitted by ECCC to the Angus Reid Group. For comparison purposes with a probability sample, each omnibus sample would yield a margin of error of +/- 2.5 percentage points at a 95% confidence level. Further details regarding the sample design and fielding process are outlined below.

All research was conducted in accordance with the Government of Canada POR Standards.

2.2 National Omnibus: Circular Economy

2.2a Research Purpose and Sample Frame

From December 16-19, 2022, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadian consumers' considerations and priorities when looking to repair or replace home appliances and electronics (circular economy). The sample consisted of n=1,503 Canadian adults (18+), balanced and weighted on age, gender, region and education. A probability sample size of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Margin of Error (Percentage Points)
Atlantic Canada	103	+/- 9.7
Québec	353	+/- 5.2
Ontario	568	+/- 4.1
Prairies (SK/MB)	105	+/- 9.6
Alberta	173	+/- 7.5
British Columbia	201	+/- 6.9
Canada	1,503	+/- 2.5

2.3 National Omnibus: POR Oil & Gas

2.3a Research Purpose and Sample Frame

From March 1-3, 2023, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' opinions of regulations to the oil & gas sector. The sample consisted of n=1,504 Canadian adults (18+), balanced and weighted on age, gender, region and education. A probability sample size of this size would provide results that can be considered accurate to within +/- 2.5 percentage points

at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Margin of Error (Percentage Points)
Atlantic Canada	108	+/- 9.4
Québec	347	+/- 5.3
Ontario	575	+/- 4.1
Prairies (SK/MB)	105	+/- 9.6
Alberta	163	+/- 7.7
British Columbia	206	+/- 6.8
Canada	1,504	+/- 2.5

2.4 National Omnibus: Bird Mortality and Nest Destruction

2.4a Research Purpose and Sample Frame
From March 10-14, 2023, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' knowledge of bird mortality and nest destruction. The sample consisted of n=1,501 Canadian adults (18+), balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Margin of Error (Percentage Points)
Atlantic Canada	103	+/- 9.7
Québec	354	+/- 5.2
Ontario	583	+/- 4.1
Prairies (SK/MB)	103	+/- 9.7
Alberta	161	+/- 7.7
British Columbia	197	+/- 7.0
Canada	1,501	+/- 2.5

2.5 National Omnibus: Air Travel Behaviour and Environmental Preferences

2.5a Research Purpose and Sample Frame
From September 28– October 3, 2023, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' travel behaviour and environmental preferences. The sample consisted of n = 3040 Canadian adults (18+) balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 1.8 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Margin of Error (Percentage Points)
Atlantic Canada	209	+/- 6.8
Québec	713	+/- 3.7
Ontario	1152	+/- 2.9
Prairies (SK/MB)	202	+/- 6.9
Alberta	345	+/- 5.3
British Columbia	419	+/- 4.8
Canada	3040	+/- 1.8

2.6 National Omnibus: CLAC Mid-Campaign Test

2.6a Research Purpose and Sample Frame

From January 11 – 15, 2024, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand the impact of the Government of Canada's climate literacy advertising campaign. The sample consisted of n = 1503 Canadian adults (18+) balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Margin of Error (Percentage Points)
Atlantic Canada	106	+/- 9.5
Québec	355	+/- 5.2
Ontario	571	+/- 4.1
Prairies (SK/MB)	100	+/- 9.8
Alberta	173	+/- 7.5
British Columbia	198	+/- 7.0
Canada	1503	+/- 2.5

2.7 National Omnibus: Clean Energy and Oil & Gas Emissions Cap

2.7a Research Purpose and Sample Frame

From February 21 – 23, 2024, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' perception on clean energy, climate change and oil and gas emissions. The sample consisted of n = 1501 Canadian adults (18+) balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Margin of Error (Percentage Points)
Atlantic Canada	104	+/- 9.6
Québec	342	+/- 5.3
Ontario	569	+/- 4.1
Prairies (SK/MB)	104	+/- 9.6
Alberta	171	+/- 7.5
British Columbia	211	+/- 6.7
Canada	1501	+/- 2.5

2.8 National Omnibus: ZEVs, Single-use Plastics, Plastics Recycling and Composting

2.8a Research Purpose and Sample Frame

From February 28 – March 1, 2024, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' perception on ZEVs and plastics recycling and composting. The sample consisted of n = 1502 Canadian adults (18+) balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Margin of Error (Percentage Points)
Atlantic Canada	101	+/- 9.8
Québec	356	+/- 5.2
Ontario	569	+/- 4.1
Prairies (SK/MB)	108	+/- 9.4
Alberta	174	+/- 7.4
British Columbia	194	+/- 7.0
Canada	1502	+/- 2.5

2.9 National Omnibus: Weather, Protecting nature, Right to a Healthy Environment

2.9a Research Purpose and Sample Frame

From March 6 – 8, 2024, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' interest in WeatherCan, their views on protecting nature and ensuring Environmental Justice. The sample consisted of n = 1505 Canadian adults (18+) balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Margin of Error (Percentage Points)
Atlantic Canada	109	+/- 9.4
Québec	353	+/- 5.2
Ontario	571	+/- 4.1
Prairies (SK/MB)	105	+/- 9.6
Alberta	171	+/- 7.5
British Columbia	196	+/- 7.0
Canada	1505	+/- 2.5

2.10 National Omnibus: Sources of Information for Air Quality

2.10a Research Purpose and Sample Frame

From March 20 – 22, 2024, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand where Canadians look for information regarding air quality. The sample consisted of n = 1502 Canadian adults (18+) balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Margin of Error (Percentage Points)
Atlantic Canada	103	+/- 9.7
Québec	352	+/- 5.2
Ontario	567	+/- 4.1
Prairies (SK/MB)	102	+/- 9.7
Alberta	176	+/- 7.4
British Columbia	202	+/- 6.9
Canada	1502	+/- 2.5

Data Collection Procedures

When the Angus Reid Group conducts a survey on the Angus Reid Forum, the first step is to create a balanced sample matrix of the Canadian population. A randomized sample of Angus Reid Forum members are then selected to match this matrix. The selected community members later receive an e-mail invitation and are asked to complete the survey by clicking on a link to our secure online survey platform.

To participate in the survey, these members must log in with their username and password. It is important to note that our panelists do not receive survey invitations too often or repeatedly on the same subject.

All Omnibus respondents are surveyed online and members of the Angus Reid Forum. Invitations to participate are sent via email to the address through which members have consented to receive survey invitations and other communications from the Angus Reid Forum.

Respondents who complete each Omnibus survey receive incentives in the form of points redeemable for a range of e-gift cards (e.g. Amazon, Tim Hortons, Virtual VISA, etc.) Each point has a CAD equivalent of $0.01 – i.e. 100 points is equivalent to one dollar, 500 points is equivalent to five dollars, etc. The number of points awarded for completing a survey is typically correlated with the length of the survey, although it may also vary depending on the target population in question, with harder-to-reach demographic groups often incentivized with more points. In this case, each national Omnibus is a representative sample of the general Canadian adult population, so respondents who completed each survey were awarded points based on Angus Reid Forum's standard allocation system.

Data collected from all Angus Reid Group surveys is quality-checked to screen out any bots or respondents who did not complete the survey in good faith, e.g. "straight-lining" through questions. The research manager leading each project thoroughly vets the data collected before tabulating and sharing with clients. This process includes setting a minimum threshold for the length of interview, in order to flag and remove respondents who speed through surveys.

Upholding the privacy of Angus Reid Forum members and ensuring a positive survey experience are core values in the Angus Reid Group's research approach. All personally identifiable information (PII) is removed from data files before sending to clients, and all surveys conducted on the Angus Reid Forum are accessible through a range of digital devices, including a computer (desktop or laptop), tablet or smartphone.

Non-Response Bias:

Non-responsiveness is less of a factor with Angus Reid Forum surveys as our response rates are 33% on average (an industry leader in this measure). Response rates are calculated as # of completes/# of email invitations sent to panelists. We take several measures to ensure the minimization of survey biases including:

- We employ a rigorous sample frame comprised of 63 demographic profile cells and balanced on age, gender, region, and education.
- We implement nested quotas on our demographic variables to ensure that the respondents are representative of the Canadian population (63 quotas in total to account for age, gender, region and education). These quotas ensure that the final output precisely matched the census profile of Canadian adults (18+ years)
- Ensuring that there is a balanced mix of "more engaged" vs. "less engaged" panelists to account for engagement variability.

The raw data and data tables with results from each survey are available under separate cover.

Appendix - Questions

Questions Part 1 - Circular Economy

ECCC1
Base: Total
[SINGLE CHOICE]
Other than purchase price, functionality, and aesthetics, which of the following factors, if any, was the **most important** when you personally last considered the purchase of a <u>new</u> electronic device or home appliance? *Select only one.*

> **[RANDOMIZE]**
> Repairability (i.e., cheaper to fix than buying new, availability of parts/tools, availability of repair manuals, safe to fix myself, warranty allows for repair)
> Durability (i.e., remains functional for a long period of time without requiring excessive maintenance or repair)
> Efficiency (i.e., energy cost, water use, etc.)
> Other, please specify: **[ANCHOR]**
> Not applicable **[ANCHOR][EXCLUSIVE]**

ECCC2
Base: Total
[SINGLE CHOICE GRID]
To what extent would each of the following factors make you personally more likely to repair an electronic device or home appliance versus replacing it with a new one?

> **[ROWS][RANDOMIZE]**
> Repair process is easy
> Repairing the product is affordable
> Parts and tools are readily available
> Repair manuals are readily available
> It is a safe process (i.e. product is safe to fix myself or for continued use after repair)
> Qualified local technicians are easy to access
> Repairing the product myself or through a technician will not void my warranty
> The cost of repair is less than the cost of a new product

> **[COLUMNS]**
> Much more likely
> Somewhat more likely
> No difference
> Unsure

ECCC3
Base: Total
[MULTI CHOICE]

For which types of electronic devices and home appliances would you personally be interested in having more information available on their repairability? (i.e., cheaper to fix, availability of parts/tools, availability of repair manuals, safe to fix myself) *Select all that apply.*

[RANDOMIZE]
Major home appliances (e.g. dishwasher, washing machine, dryer, water heater, etc.)
Small home appliances (e.g. toaster, iron, coffee machine, hair dryer, electric toothbrush, etc.)
Home electronics (e.g. computers and related devices, sound systems, televisions, smartphones, gaming devices, etc.)
Electric powered hand and yard tools (e.g. electric drill, electric circular saw, electric chain saw, electric lawn mower, electric hedge trimmer, etc.)
None of the above **[ANCHOR][EXCLUSIVE]**

ECCC4
Base: Total
[MULTI CHOICE GRID]
In the last 12 months, have you personally borrowed, shared, rented, leased, or purchased the following equipment or products? *Select all that apply*.

RANDOMIZE ITEMS	Borrowed or shared (at no cost)	Rented or leased (paid per use or by time)	Purchased new (including through rent-to-own)	Purchased used	None of the above (e.g., I already owned these products or did not use them) [EXCLUSIVE]
Large home appliances (e.g. dishwasher, washing machine, dryer, water heater)					
Small home appliances (e.g. iron, coffee machine, vacuum, steam cleaner)					
Tools (e.g. power tools, hand tools, wood working tools, yard and lawn maintenance tools)					
Vehicle(s)					
Bicycle(s) or scooter(s)					
Clothing and accessories					
Furniture and home décor (e.g. art)					

Home electronics (e.g. computers and related devices, sound system, televisions, smartphones, gaming devices)				
Children's toys				
Sport or hobby equipment (e.g. ice skates, sewing machine, musical instrument, specialized machinery)				

Questions Part 2 - POR Oil & Gas

[INTRO]
We'd now like to show you a series of statements about Canada's oil & gas sector. Please indicate the extent to which you agree or disagree with each of them.

Q1
Base: Total
[SINGLE CHOICE]
Canada's electricity and auto sector face new federal regulations that will require them to achieve deep emissions cuts by 2035. The oil and gas sector should also do their part by 2030.

> Strongly Agree
> Agree
> Neither Agree nor Disagree
> Disagree
> Strongly Disagree

Q2
Base: Total
[SINGLE CHOICE]
The government should invest more public funds in clean technology to help oil and gas companies reduce their footprint and maintain production.

> Strongly Agree
> Agree
> Neither Agree nor Disagree
> Disagree
> Strongly Disagree

Q3

Base: Total
[SINGLE CHOICE]
If Canada is unable to impose a strict oil and gas cap on emissions due to the lack of workable solutions, the federal government should regulate other parts of the economy to do more.

> Strongly Agree
> Agree
> Neither Agree nor Disagree
> Disagree
> Strongly Disagree

Questions Part 3 - Bird Mortality and Nest Destruction

ECCC1
Base: Total
[SINGLE CHOICE]
Based on what you may have seen, read or heard, which of the following do you believe is greatest cause of <u>bird</u> mortality in Canada?

> [RANDOMIZE]
> Oil spills
> Collision with wind turbines
> Window collisions
> Pesticide application
> Hunting
> Cat predation
> Mortality due to fisheries activities
> Collisions with airplanes
> Other, please specify [ANCHOR]

ECCC2
Base: Total
[SINGLE CHOICE]
Based on what you may have seen, read or heard, which of the following do you believe is the greatest cause of <u>bird nest</u> destruction in Canada?

> [RANDOMIZE]
> Forest industry
> Mining industry
> Oil and gas pipelines
> Agriculture industry (haying, mowing, etc.)
> Clearing vegetation (road maintenance, power line maintenance, urban development etc.)
> Other, please specify [ANCHOR]

ECCC3
Base: Total

[SINGLE CHOICE GRID]
How likely or unlikely would you be to buy the following certified bird-friendly products you need, compared to generic alternatives?

[ROWS][RANDOMIZE]
Certified bird-friendly coffee
Certified bird-friendly fish
Certified bird-friendly windows
Native plants for landscaping

[COLUMNS]
Very likely
Somewhat likely
Not very likely
Not at all likely
N/A – don't buy this product in the first place

Questions Part 4 - Air travel Behaviour and Environmental Preferences

Q1
Base = Total
[NUMERIC]
In the past 12 months, approximately how many flights did you take for each reason listed below?
> *Fill in the blanks with the number of flights, considering the following:*
> > *Count each individual flight. For example, Vancouver to Halifax with a layover in Toronto, counts as two flights.*
> > *Count return flights as well. For example, Calgary to Ottawa with return from Ottawa to Calgary, counts as two flights.*

	No. of flights
Visiting family	_____
Vacation	_____
Business	_____
Other	_____

[CREATE VARIABLES: IF BUSINESS >0 AND VISIT FAMILY/VACATION=0, CONSIDER "ONLY BUSINESS TRAVEL"
IF VISIT FAMILY OR VACATION >0 AND BUSINESS=0, CONSIDER "ONLY LEISURE TRAVEL"
IF ZERO TO ALL, FINISH QUESTIONNAIRE]

Q2
Base = Total
[NUMERIC]
In the past 12 months, how many flights did you take to the destinations and durations, as listed below?
Enter zero to the categories that do not apply.

No. of flights

Domestic: Under 2-hour flights	_____
Domestic: 2- to 6-hour flights	_____
Domestic: Flights over 6 hours	_____
International: Under 2-hour flights	_____
International: 2- to 6-hour flights	_____
International: Flights over 6 hours	_____

Q3
Base = Total
[SINGLE CHOICE GRID]
How likely are you to consider the following actions to reduce your flight's impact on the environment?

[ROWS][SHOW OPTIONS IN RANDOMIZED ORDER]
Replacing business travel with virtual meeting options **[SHOW IF SELECTED BUSINESS AT Q1]**
Limiting leisure to one air travel trip per year **[SHOW IF SELECTED TO VISIT FAMILY OR VACATION AT Q1]**
Flying to nearer destinations for leisure travel **[SHOW IF SELECTED TO VISIT FAMILY OR VACATION AT Q1]**
Paying an additional fee so that airlines can purchase carbon emission offsets (for example, paying for a project that plants trees).
Paying an additional fee so that airlines can purchase Sustainable Aviation Fuel

[COLUMNS]
Very Likely
Likely
Neither likely nor unlikely
Unlikely
Very Unlikely
Not applicable

Q4
Base = Total
[SINGLE CHOICE GRID]
Suppose you have planned to take a flight for leisure travel that normally costs $500. If airlines were to charge an additional fee to reduce the environmental footprint of air travel (for example, by planting trees to offset the carbon emissions of a flight, or covering the extra costs of purchasing Sustainable Aviation Fuel), how much would you be willing to pay for your flight?

$50 more, for a total of $550

$100 more, for a total of $600
$150 more, for a total of $650
$200 more, for a total of $700
None of the above
I wouldn't pay more/I would not fly

Questions Part 5 - CLAC Mid-Campaign Test

QT1A
Base: Total
[SINGLE CHOICE]
Over the past four weeks, have you seen, read or heard any Government of Canada advertising about climate change and the environment?

Yes
No

QT1C
Base: "Yes" at QT1A
[OPEN END]
What do you remember about this ad?

QT1D
Base: Total
[SINGLE CHOICE GRID]
Based on what you may have seen, read or heard, please categorize each of the following actions as high, medium, low, or no impact in terms of reducing annual greenhouse gas emissions (for example, carbon dioxide, methane).

[RANDOMIZE STATEMENTS]	High Impact	Medium Impact	Low Impact	No Impact	Don't Know
Using reusable items (for example, water bottle, shopping bag)					
Buying used items					
Donating used items instead of throwing them out					
Reducing water consumption at home					
Recycling old electronics					
Turning off lights and electronics at home when they're not in use					

Purchasing local products					
Reducing the amount of meat people consume					
Using active or public transportation (for example, walking, riding a bike, taking the train or bus)					

QT1E:
Base: Total
[SINGLE CHOICE GRID]
Over the <u>LAST THREE MONTHS</u>, how frequently or infrequently have you done any of these actions?

[RANDOMIZE STATEMENTS]	Never	Once over the last three months	1 or 2 times a month	1 or 2 times a week	3 to 4 times a week	5 or more times a week	Don't know
Used reusable items (for example, water bottle, shopping bag)							
Bought used items							
Donated used items instead of throwing them out							
Reduced water consumption at home							
Recycled old electronics							
Turned off lights and electronics when they're not in use							
Purchased local products							
Reduced the amount of meat you consumed							
Used active or public transportation (for example, walking, riding a bike, took the train or bus)							

Questions Part 6 - Clean Energy and Oil & Gas Emissions Cap

CE1
Base = Total
[SINGLE CHOICE GRID]

What impact, if at all, do you think the following actions will have on reducing greenhouse gas emissions?

[Rows] [Randomize]
Shifting to renewable energy such as solar, wind or hydro.
Shifting to zero emission vehicles, such as electric vehicles.
Putting a price on carbon pollution.

[Columns]
A large impact
A medium impact
A small impact
No impact
Don't know

CE2
Base = Total
[SINGLE CHOICE GRID]
To what extent do you agree or disagree with the following statements:

[Rows] [Randomize]
The Government of Canada should do a better job enforcing its regulations to reduce greenhouse gas emissions.
Reducing greenhouse gas emissions will also improve Canada's air quality.
With the growing popularity of battery powered tools and equipment, manufacturers should provide fewer gas-powered options in the future.
Natural disasters in my area are increasing my property insurance rates.
The oil and gas sector should do more to lower their greenhouse gas emissions.
We need the oil and gas sector to support Canada's economy.

[Columns]
Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
Don't know

CE3
Base = Total
[SINGLE CHOICE GRID]
To what extent do you agree or disagree with the following statements:

[Rows] [Randomize]
Addressing Climate Change now will make life in Canada healthier in the future.
The Government of Canada offers enough incentives to help Canadians shift from fossil fuels to clean energy sources.
Even though other countries emit a large portion of the world's greenhouse gases, the Government of Canada still needs to take action to cut Canada's greenhouse gas emissions.

Canada has already done enough to reduce its greenhouse gas emissions and so it's up to other countries to do more to reduce their greenhouse gas emissions.
To compete globally, Canada must reduce its greenhouse gas emissions.
To compete globally, Canada must prioritize its economy over reducing greenhouse gas emissions.
Addressing Climate Change now will make life in Canada more affordable in the future.
Shifting from fossil fuels to clean energy sources will save businesses money.
Shifting from fossil fuels to clean energy sources will stabilize energy costs.
Shifting from fossil fuels to clean energy sources will save Canadians money.
Shifting from fossil fuels to clean energy sources will be expensive.
Shifting from fossil fuels to clean energy sources will weaken Canada's economy.
Shifting from fossil fuels to clean energy sources will lead to more blackouts.
I would be willing to pay more on my energy bills now to save more money on my energy bills in the future.

[Columns]
Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
Don't know

CE4
Base = Total
[SINGLE CHOICE GRID]
To what extent do you agree or disagree with the following statements:

[Rows] [Randomize]
The air quality is having a negative impact on my daily life.
The air quality is having a negative impact on my health.
I am concerned about air quality in my community.
Air quality will get worse with increasing greenhouse gas emissions.
Air quality is an issue that is more prevalent during the warmer months.
I am worried about breathing harmful vapours when I refuel my vehicle.
It is important for the Government of Canada to work with the US to protect air quality in Canada.
It is important for the Government of Canada to work with other countries besides the US to protect air quality in Canada.

[Columns]
Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
Don't know

CE5
Base = Total
[SINGLE CHOICE]

How effective, if at all, do you think the oil and gas sector has been in reducing its greenhouse gas emissions in the past 10 years?

Highly effective – the sector is taking strong and effective action
Somewhat effective – the sector is taking some action but could do more
Not very effective – the sector is taking very little action
Ineffective – the sector is not taking meaningful action
I don't know

CE6
Base = Total
[SINGLE CHOICE]
Do you feel that the oil and gas sector should reduce their greenhouse gas emissions?

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree

CE7
Base = Total
[SINGLE CHOICE]
How do you think Canada should balance producing oil and gas with reducing emissions from the oil and gas sector?

We should prioritize oil and gas production over reducing emissions
We should find a balance between reducing emissions and producing oil and gas
We should prioritize emissions reductions over production of oil and gas
No opinion

CE8
Base = Total
[SINGLE CHOICE]
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.

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
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
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

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

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

Questions Part 7 - ZEVs, Single-use Plastics, Plastics Recycling and Composting

QZEV1
BASE = Total
[MULTI CHOICE]
Which of the following personal vehicles do you own? Select all that apply.

A gas-powered vehicle **[GAS-POWERED VEHICLE OWNER]**
A hybrid or electric vehicle **[HYBRID VEHICLE/EV OWNER]**
I don't own a personal vehicle **[NON-VEHICLE OWNER]**

QZEV2
Base = TOTAL
[SINGLE CHOICE GRID]
To what extent do you agree or disagree with the following statements*:*
[ROWS][RANDOMIZE]

[ASK GAS-POWERED VEHICLE OWNERS] Switching to an electric vehicle is an effective way to reduce my impact (e.g. lower carbon footprint) on the environment.
[ASK GAS-POWERED VEHICLE OWNERS] Given the cost of gas, an electric vehicle would save me money in the long run.
[ASK GAS-POWERED VEHICLE OWNERS AND NON-VEHICLE OWNERS] If it wasn't for the higher price, I would buy an electric vehicle as my next vehicle.
[ASK ALL] If it wasn't for long waitlists, I would buy an electric vehicle as my next vehicle.
[ASK ALL] Building electric vehicles in Canada is something I support.
[ASK ALL] Building electric batteries in Canada is something I support.

[COLUMNS]
Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree
Don't know

QZEV3.
Base = total

[MULTI CHOICE]

Which of the following, if any, are significant concerns that could prevent you from buying a zero-emission (e.g. electric) vehicle as your next vehicle? Select all that apply.

Price of vehicle
Can't get the type of vehicle I want
Long term reliability
Battery lifespan
Vehicle range
Insurance costs
Charging costs
Length of time needed to charge vehicle
None of the above **[Exclusive answer]**

QZEV4
Base = Total
[SINGLE CHOICE]

In December 2023, the Government of Canada announced the Electric Vehicle Availability Standard. It will require at least 20% of new vehicles sold in Canada to be zero-emission vehicles (e.g. electric) by 2026, at least 60% by 2030 and 100% by 2035. Were you aware of these sales targets for zero-emission vehicles in Canada?

Yes
No
Don't know

QP1
BASE = Total
[MULTI CHOICE]

If you have a question regarding how to recycle plastic products and plastic packaging, where do you go to find more information? *Select all that apply.*

Product packaging
My local council / representative /municipality
Family, friends or colleagues
Signage on or near recycling bins
An internet search (for example, Google)
Other – please specify:
I don't look for recycling information **[EXCLUSIVE]**

QP2
BASE = Total
[SINGLE CHOICE]

How often, if ever, do you look at a plastic product or packaging label before <u>recycling</u> it to check whether the item is recyclable?

I always check the label before disposal
I almost always check the label before disposal
I sometimes check the label before disposal
I almost never check the label before disposal
I never check the label before disposal
I only check the label the first time I dispose of an unfamiliar product
I do not recycle plastics

QP3
BASE = Total
[SINGLE CHOICE]
How often, if ever, do you look at a plastic product or packaging label before <u>composting</u> it to check whether the item is compostable?

I always check the label before disposal
I almost always check the label before disposal
I sometimes check the label before disposal
I almost never check the label before disposal
I never check the label before disposal
I only check the label the first time I dispose of an unfamiliar product
I did not know plastic products were compostable
I do not compost plastics

QP4
BASE = Total
[SINGLE CHOICE]
If a label providing information on whether packaging is recyclable was introduced in Canada, who would you expect to be responsible for issuing the label?

The Federal Government.
Provincial/Territorial Governments.
A recycling association.
A charity/NGO
The manufacturer of the product.
A private waste management company.
Other (please specify)

QP5
BASE = Total
[SCALE]
To what extent do you support or oppose new regulations from the Government of Canada to limit the amount of plastic that can be used in food packaging? Please select from the following scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

1 – Strongly Oppose

2

3

4

5 – Neutral

6

7

8

9

10 – Strongly Support

QP6
BASE = Total
[SINGLE CHOICE GRID]
To what extent do you agree or disagree with the following statements:

[ROWS][RANDOMIZE]
Single-use plastics cause unnecessary pollution in Canada
Pollution from single-use plastics is a big problem in Canada
All Canadians have the right to a healthy environment

[COLUMNS]
Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree
Don't know

Questions Part 8 - Weather, Protecting nature, Right to a Healthy Environment

QW1
Base = Total
[SINGLE CHOICE]
Are you aware of the Government of Canada's weather app named WeatherCan?

I am aware of it and use it
I am aware of it but do not use it
No, I am not aware of it

QW2
Base = Total

[SINGLE CHOICE]
WeatherCan is an app for mobile devices that has been developed at Environment and Climate Change Canada. This app provides weather alerts and warnings and is free from advertisements. Would knowing this motivate you to use it?

Yes, I would try it on my phone/mobile device
No, I wouldn't try it on my phone/mobile device
No, I don't use my phone to check the weather

QN1
Base = Total
[SCALE]
How important, if at all, do you think it is for the Government of Canada to protect Canada's nature and biodiversity? Please use a scale from 1 to 10 where 1 means "not important at all" and 10 means "Very important".

1 – Not important at all
2
3
4
5
6
7
8
9
10 – Very Important

QN2
Base = Total
[SCALE]
To what extent do you support or oppose Canada working with other countries around the world to protect and conserve nature? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

1 – Strongly Oppose
2
3
4
5
6
7
8
9

10 – Strongly Support

QEJ1
Base = Total
[SCALE]
Please take a few moments to read the following text about Environmental Justice:

In Canada, there is no definition of environmental justice that is accepted by everyone. Instead, environmental justice is considered as a concept that can be applied in various contexts:

Environmental justice is a movement and the actions to ensure fair and meaningful inclusion of affected peoples and equal sharing of benefits and costs when making decisions about the environment. When making these decisions, environmental justice aims to recognize and seek to address the existing inequalities faced by Indigenous, racialized, or otherwise marginalized communities.

To what extent, if at all, do you believe the Government of Canada should be involved in ensuring Environmental Justice? Please use a scale from 1 to 10 where 1 means "not at all" and 10 means "to a great extent".

1 – Not at all
2
3
4
5
6
7
8
9
10 – To a great extent

Questions Part 9 - Sources of Information for Air Quality

QAQ1
Base = Total
[OPEN END]
Where do you typically go to find information regarding air quality in your area?

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[TEXT BOX]


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[CHECKBOX - EXCLUSIVE] I don't look for information regarding air quality in my area.