

Privy Council Office

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

Final Report

Prepared for Privy Council Office

Supplier name: Forum Research Inc.

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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 November 27, 2024, and March 14, 2025. 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 three data collection waves, consisting of one 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. Pre-test data was not counted towards the final dataset.

1.5. Sample Design

The sample was sourced using an online panel methodology, which includes a combination of Fuzion Panel and a partner panel to achieve the required sample size of n=7,610 unique respondents across the three data collection waves, ensuring that no duplicate respondents will be surveyed across these three waves, or the previous six waves conducted by Forum Research.

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, each wave included an oversample of underrepresented populations; details are provided in the following sections for each survey wave.

1.6. Weighting

The PCO, in collaboration with Forum Research, 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 by the PCO 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

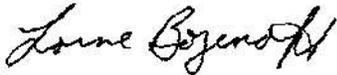
The total contract value is equal to \$108,221.31.

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. Emerging Topics Wave 3 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 Emerging Topics Wave 3 Methodological Report addresses the methodological details of the study pertaining to the time period between November 27th, 2024, to December 24th, 2024. 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. Pre-test data was not counted towards the final dataset.

2.5. Sample Design

The sample was sourced using an online panel methodology, which includes a combination Fuzion Panel and a partner panel to achieve just under 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 targeting rural respondents and respondents in British Columbia, Alberta, and Saskatchewan.

Upon completion of fieldwork, Forum Research achieved a total of n=2,566 completed surveys. Of those, n=1,874 surveys were part of the general population and n=692 were part of the oversample from the Sago panel only.

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 (weighted)	Percent (weighted)	Frequency (unweighted)	Percent (unweighted)
Alberta	300	11.7%	382	14.9%
British Columbia	369	14.4%	417	16.3%
Manitoba	42	1.7%	81	3.2%
New Brunswick	50	1.9%	45	1.8%
Newfoundland and Labrador	35	1.4%	33	1.3%
Northwest Territories	-	-	-	-
Nova Scotia	74	2.9%	73	2.8%
Nunavut	-	-	-	-
Ontario	983	38.3%	860	33.5%
Prince Edward Island	17	0.7%	11	0.4%
Quebec	562	21.9%	428	16.7%
Saskatchewan	133	5.2%	234	9.1%
Yukon	1	0.0%	2	0.1%
TOTAL	2566	100%	2566	100%

AGE BREAKOUT				
Age	Frequency (weighted)	Percent (weighted)	Frequency (unweighted)	Percent (unweighted)
18-24	274	10.7%	173	6.7%
25-34	392	15.3%	315	12.3%
35-44	364	14.2%	326	12.7%
45-54	459	17.9%	385	15.0%
55-64	414	16.1%	526	20.5%
65-74	413	16.1%	542	21.1%
75+	250	9.7%	299	11.7%
TOTAL	2566	100%	2566	100%

GENGER BREAKOUT				
Gender	Frequency (weighted)	Percent (weighted)	Frequency (unweighted)	Percent (unweighted)
Man	1239	48.3%	1293	50.4%
Woman	1306	50.9%	1252	48.8%
Another gender identity	16	0.6%	16	0.6%
Prefer not to say	5	0.2%	5	0.2%
TOTAL	2566	100%	2566	100%

2.7. Weighting

The PCO, in collaboration with Forum Research, 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 the general population sample for Emerging Topics Wave 3 was 5.7%, and the response rate for the oversample respondents was 2.7%.

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=2,566 Canadians results in an overall margin of error of $\pm 1.94\%$, 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

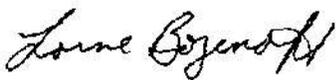
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2.12. Political Neutrality Statement

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 5 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 5 Methodological Report addresses the methodological details of the study pertaining to the time period between December 12th, 2024, to December 24th, 2024. 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. Pre-test data was not counted towards the final dataset.

3.5. Sample Design

The sample was sourced using an online panel methodology, which includes a combination Fuzion Panel and a partner panel to achieve just under 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 targeting respondents in British Columbia, Alberta, and Saskatchewan.

Upon completion of fieldwork, Forum Research achieved a total of n=2,291 completed surveys. Of those, n=1,921 surveys were part of the general population and n=370 were part of the oversample from the Sago panel only.

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 (weighted)	Percent (weighted)	Frequency (unweighted)	Percent (unweighted)
Alberta	251	11.0%	328	14.3%
British Columbia	316	13.8%	324	14.1%
Manitoba	32	1.4%	72	3.1%
New Brunswick	50	2.2%	40	1.7%
Newfoundland and Labrador	30	1.3%	27	1.2%
Northwest Territories	2	0.1%	2	0.1%
Nova Scotia	61	2.7%	51	2.2%
Nunavut	1	0.1%	2	0.1%
Ontario	899	39.2%	724	31.6%
Prince Edward Island	13	0.6%	8	0.3%
Quebec	518	22.6%	447	19.5%
Saskatchewan	117	5.1%	264	11.5%
Yukon	2	0.1%	2	0.1%
TOTAL	2291	100%	2291	100%

AGE BREAKOUT				
Age	Frequency (weighted)	Percent (weighted)	Frequency (unweighted)	Percent (unweighted)
18-24	242	10.6%	190	8.3%
25-34	355	15.5%	366	16.0%
35-44	389	17.0%	390	17.0%
45-54	353	15.4%	370	16.2%
55-64	402	17.5%	413	18.0%
65-74	381	16.6%	396	17.3%
75+	168	7.4%	166	7.2%
TOTAL	2291	100%	2291	100%

GENGER BREAKOUT				
Gender	Frequency (weighted)	Percent (weighted)	Frequency (unweighted)	Percent (unweighted)
Man	1108	48.4%	1104	48.2%
Woman	1156	50.5%	1160	50.6%
Another gender identity	14	0.6%	14	0.6%
Prefer not to say	13	0.6%	13	0.6%
TOTAL	2291	100%	2291	100%

3.7. Weighting

The PCO, in collaboration with Forum Research, 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 5 was 5.8%, and the response rate for the oversample respondents was 4.1%.

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=2291 Canadians results in an overall margin of error of $\pm 2.05\%$, 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

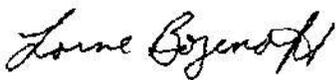
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3.12. Political Neutrality Statement

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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. Emerging Topics Wave 4 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 Emerging Topics Wave 4 Methodological Report addresses the methodological details of the study pertaining to the time period between February 20th, 2025 to March 14th, 2025. 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. Pre-test data was not counted towards the final dataset.

4.5. Sample Design

The sample was sourced using an online panel methodology, which includes a combination Fuzion Panel and a partner panel 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 targeting low income (Under \$40,000), young (ages 18-34), and rural respondents.

Upon completion of fieldwork, Forum Research achieved a total of n=2753 completed surveys. Of those, n=2000 surveys were part of the general population and n=753 were part of the oversample from the Sago panel only.

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 (weighted)	Percent (weighted)	Frequency (unweighted)	Percent (unweighted)
Alberta	304	11.0%	293	10.6%
British Columbia	385	14.0%	339	12.3%
Manitoba	106	3.8%	107	3.9%
New Brunswick	49	1.8%	53	1.9%
Newfoundland and Labrador	43	1.6%	50	1.8%
Northwest Territories	1	0.1%	2	0.1%
Nova Scotia	78	2.8%	88	3.2%
Nunavut	1	0.0%	2	0.1%
Ontario	1075	39.1%	1090	39.6%
Prince Edward Island	13	0.5%	19	0.7%
Quebec	623	22.6%	629	22.8%
Saskatchewan	71	2.6%	77	2.8%
Yukon	3	0.1%	4	0.1%
TOTAL	2753	100%	2753	100%

AGE BREAKOUT				
Age	Frequency (weighted)	Percent (weighted)	Frequency (unweighted)	Percent (unweighted)
18-24	246	8.9%	206	7.5%
25-34	515	18.7%	562	20.4%
35-44	449	16.3%	430	15.6%
45-54	447	16.2%	416	15.1%
55-64	440	16.0%	459	16.7%
65-74	445	16.2%	447	16.2%
75+	212	7.7%	233	8.5%
TOTAL	2753	100%	2753	100%

GENGER BREAKOUT				
Gender	Frequency (weighted)	Percent (weighted)	Frequency (unweighted)	Percent (unweighted)
Man	1330	48.3%	1305	47.4%
Woman	1401	50.9%	1426	51.8%
Another gender identity	11	0.4%	11	0.4%
Prefer not to say	11	0.4%	11	0.4%
TOTAL	2753	100%	2753	100%

4.7. Weighting

The PCO, in collaboration with Forum Research, 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 Emerging Topics wave 4 was 6.4% and the response rate for the oversample population was 3.3%.

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=2753 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

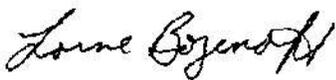
The total contract value is equal to \$108,221.31.

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.

Appendix: Panel Information

Sago Panel

Sago is the primary partner panel used across all three waves of surveys to reach the general population, and oversample 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%

Forum Fuzion Panel

The Forum Fuzion Panel was also used across all three waves of surveys to reach the general population, alongside Sago. Unlike Sago, Fuzion Panel was not used for oversampling. The Fuzion panel is one of Canada's largest online probability-based panels built using Random-Digit Dialing (RDD) to recruit panelists, a purely random method that ensures sampling integrity. As a result, the Fuzion panel is a probability-based panel.

Panel Recruitment, Validation, and Maintenance

The Forum panel is continually monitored to ensure that all data collected is of the highest quality. Panelists can be locked out from a specific project after participating once in the research, as was done between each wave of the study.

The Fuzion panel is one of Canada's largest online probability-based panels with over 200,000 panelists and growing, who have all been invited through random digit dial recruitment. Through Forum Poll, a recurring monthly RDD telephone survey, each month, approximately 2,000-3,000 individuals are recruited from across Canada. No river sampling or marketplaces are used to conduct recruitment, making it possible to maintain control over the circulation of the surveys.

To ensure data quality, all panelists undergo validation at registration, including de-duplication, password restrictions, and detailed profiling. Engagement is monitored through AccuPanel Score, a machine-learning system that detects low-quality respondents, who are blocked if their score falls below 5. Panelists also have a health score to prevent oversampling and encourage balanced participation. Panelists can also be locked out from a specific project after participating once in the research, as was done between each wave of the study.

Panel maintenance includes a double opt-in process, six-month profile updates, and removal of inactive members. Quality control measures—such as digital fingerprinting, speed checks, and logic tests—identify and eliminate fraudulent responses. Participation is controlled, with no more than one survey per week and minimum exclusion periods to reduce survey fatigue.

The Forum panel is continually monitored to ensure that all data collected is of the highest quality and representative for research.

Demographic Composition

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

Province:

- Alberta: 14%
- British Columbia: 16%
- Manitoba: 4%
- Ontario: 39%
- Quebec: 17%
- Saskatchewan: 3%
- Atlantic: 6%
- North (Northwest Territories, Nunavut, Yukon): <1%

Age:

- 18-24: 10%
- 25-34: 23%
- 35-44: 23%
- 45-54: 16%
- 55-64: 15%
- 65+: 13%

Gender:

- Male: 48%
- Female: 52%