

Canada's Climate Plan Advertising Campaign Public Opinion Research - Concept Testing & Advertising Campaign Evaluation Tool Report

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Qualitative and Methodology Report

Prepared for Environment and Climate Change Canada

Supplier: Narrative Research Inc.

Contract number: CW2364568

Contract value: \$118,774.30 (including HST)

Contract award date: June 10, 2024

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Registration number: POR 006-24

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Ce rapport est aussi disponible en français.



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Executive Summary

Supplier: Narrative Research Inc.

Contract Number: CW2364568

POR Registration Number: 006-24

Contract Award Date: June 10, 2024

Contract Value: \$118,774.30 (including HST)

This value includes the qualitative creative testing and the advertising evaluation surveys, both detailed in this report.

Contract Value (Qualitative – creative testing): \$70,828.40 (tax included)

Contract Value (Quantitative – advertising evaluation surveys): \$47,945.90 (tax included)

Background and Objectives

The Paris Agreement and the UN Sustainable Development Goals acknowledged the importance of climate change communication and education. As an informed population is more likely to be engaged, Environment and Climate Change Canada (ECCC) has developed a targeted and comprehensive multi-year climate advertising campaign to support its plan to exceed Canada's 2030 Paris target and to achieve net-zero emissions by 2050.

ECCC has built on its climate advertising campaign, aiming to increase knowledge of Canadians regarding Canada's climate plan, while directing them to a website for more detailed information. This year's campaign is targeting the moveable middle, namely those who are "Indifferent" and "Ambivalent" based on a previous segmentation exercise, given the growth of these segments and that they may be more amenable to consider changing position. The "Supportive" segment is considered a secondary audience of the campaign, given the possibility to strengthen their responsiveness to climate action.

Prior to launching this climate advertising campaign, ECCC was interested to conduct public opinion research (POR) to assist with finalizing the development of the advertisements and ensure that the proposed concept elements resonate with the target audience. Qualitative research was undertaken to determine which of two creative approaches best engages the target audience and is most effective in its call-to-action. This POR also includes a pre- and post-launch Advertising Campaign Evaluation Tool (ACET) study.



Specific research objectives related to the creative testing included:

- Evaluate the advertising campaign's proposed two creative concepts with the campaign's target audience prior to going in market, in terms of:
 - How does the target audience feel after seeing these advertisements?
 - Does the target audience identify the main message of the creatives?
 - What does the target audience think these advertisements are trying to achieve?
 - Do the creatives get the attention of the target audience? Do they find the creatives memorable?
 - Are the creatives missing anything?
 - Does the target audience identify the "call-to-action"?
 - Does the target audience understand the message and is anything unclear?
 - Which images does the target audience find the most memorable/did they like the best and which ones are the least memorable/did they like the least?
- Provide insights to assist the department in selecting a creative concept for production, based on the response from target groups.
- Identify potential modifications to the selected creative concept based on insights outlined in the top-line report.

The purpose of the quantitative research is to evaluate the advertising campaign via before campaign and after campaign surveys using the Government of Canada's Advertising Campaign Evaluation Tool, issued by the Communications and Consultations Secretariat of the Privy Council Office.

ACET evaluations are required to help improve the Government of Canada's ability to consistently evaluate major advertising campaigns, and to assist departments in complying with requirements in the Directive on the Management of Communications.

The following criteria were used to gauge the effectiveness of the *Canada's Climate Plan* advertising campaign:

1. *A Pre-Campaign (baseline) Evaluation using the standardized ACET baseline online survey, assess pre-campaign awareness of the subject matter, including:*
 - *Recall of Government of Canada advertising on environmental initiatives; and*
 - *Baseline assessment of the measures related to the advertisement's objectives.*



2. A Post-Campaign Evaluation using the standardized ACET Post-Campaign online survey, to determine if:
- An increase of recall relative to the baseline ACET of Government of Canada advertising concerning environmental initiatives;
 - There is strong aided recall of the campaign's creatives. This includes where Canadians saw the advertisements and whether they can identify them as from the Government of Canada; and if
 - Post measurement of ads increased respondents' knowledge of the topic after seeing the ad.

Qualitative: Research Methodology

To achieve these objectives, a qualitative research approach was undertaken. A total of 12 online focus groups were conducted, with Canadians that fall on the spectrum of "Supportive", "Ambivalent" and "Indifferent" using a self-selection segmentation question provided by ECCC. Specifically, six groups were conducted with those classified as "Supportive", and six sessions with those classified as "Ambivalent" or "Indifferent". In each group, recruited participants included various locations, urban/rural communities, age, gender, and ethnic background. Six markets were represented, namely West (encompassing British Columbia, Yukon, Northwest Territories, and Nunavut), the Prairies (encompassing Alberta, Saskatchewan and Manitoba), Ontario, Atlantic (encompassing New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador), Quebec, and francophone groups with those living outside of Quebec (encompassing Ontario and New Brunswick).

Group discussions were held in English, except for the Quebec and francophone sessions that were conducted in French, with all groups completed from September 10th to 12th, 2024. Each session lasted approximately two hours, and the participation incentive was \$125 per attendee. In total, 120 individuals were recruited across groups, with 111 attending a session. All participants were recruited following the Government of Canada specifications. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow-up calls or electronic contact to confirm the details provided, and to ensure quotas were met.

This report presents the findings from the study. Caution must be exercised when interpreting the results from this study, as qualitative techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or



absolute measures. Results cannot be attributed to the overall population under study, with any degree of statistical confidence.

Qualitative: Key Findings and Conclusions

The following summarizes the key findings and conclusions from the focus groups on the *Canada's Climate Plan Advertising Campaign Pre-Testing of Advertising Concepts*.

Two concepts for an advertising campaign related to climate action were shown, each comprised of one video in the form of either a storyboard or a script and several out-of-home ads. The video components of the concepts were modified on the second and third days of testing. Each concept was presented and discussed individually, with the presentation order alternated between groups to avoid biases. All sessions were presented with the national version of the concepts that focused on Canada's climate plan, and sessions with participants in the Prairies, Ontario, and Atlantic Canada were also presented with a regional version of the two concepts focusing on the Canada Carbon Rebate.

General Perceptions

Although both concepts successfully communicated that Canada's climate plan positively impacts the environment and the economy, they did not provide sufficient information on the climate action undertaken, goals and achievements to engage the target audience's interest effectively. While mentioning statistics in the regional concepts was welcomed, using percentages rather than absolute numbers led to various interpretations and confusion about the claims, with some questioning the information's accuracy. As such, the final concept would benefit from referencing the specific number of new jobs created, the types of jobs and industries targeted, and specific pollution reduction measures. This is especially important given that while there is some awareness of Canada's climate plan and Canada Carbon Rebate, participants generally expressed low familiarity with these initiatives and to some extent, expressed limited interest in learning more. Care must also be taken in the manner that the Canada Carbon Rebate is explained so that the process is accurately understood, while ensuring existing perceptions of unfairness are addressed.

The following provides feedback about the two national and two corresponding regional concepts.

National Concept 1 (It's That Simple)



Reactions to the national concept *It's That Simple* were generally lukewarm to slightly negative, and the simplicity of the creative approach was both a strength and a weakness. To some, the video scenario featuring a casual presenter, and the handwritten diagrams featured in the out-of-home ads grabbed attention and implied that a balance between the environment and the economy is straightforward and can easily be achieved with the climate plan. For others, the limited information provided, as well as the sketches and 'childish' design suggested that the climate plan is only in the initial stages, is unfinished or has not been given proper attention, thus minimizing the perceived need for immediate climate action. The tagline, *It's that simple*, strengthened these perceptions, with some expressing clear frustration with the suggestion that it would be a simple process. The alternative English tagline, *It's simpler than you think*, held similar connotations. While the ideas of reduced pollution and improved economy were seen as outcomes of the climate plan, the relevance of increased innovation in the context of climate action was unclear to some.

The out-of-home ads that featured a Venn diagram with Canada's climate plan in the middle were preferred by some for their message clarity, and the yellow highlights helped draw attention to components of the ads that were considered important. When presented with two wording options for the out-of-home ads, French-speaking participants voiced a small preference for the term "renforce l'économie" as it implied the idea of strengthening or building upon what is already in place, over "stimule l'économie" which suggested starting over. While the video's simplicity was appreciated, it was seen as too simplistic to convey any valuable information.

Despite the message having broad appeal, it failed to fully engage the target audience, especially those in the *Indifferent/Ambivalent* segments, given the limited information and the simplified call-to-action to "learn more". That said, some were intrigued by the limited information presented in the concept, which would lead them to go online to find out more.

Regional Concept 1 (It's That Simple)

The regional concept *It's That Simple* was seen as focusing on the Canada Carbon Rebate, notably communicating that most Canadian household's fuel expenses are offset by the rebate. That said, while participants appreciated the inclusion of more specific information, some of the claims caused confusion or were received with skepticism. Referencing that eight out of ten households receive a rebate greater than what they spent on fuel implied to participants that two households either receive less, or nothing. This led some to wonder about the eligibility criteria and how the Canada Carbon Rebate is calculated, and to some extent, it gave the appearance of unfairness. Saying this also appeared inconsistent with the national Concept 2's



claim that 100 percent of price on carbon goes back to Canadians. Further, there was some confusion with the term “carbon pricing” which was at times misunderstood for the Canada Carbon Rebate thus resulting in message confusion in the out-of-home ads. Finally, the poster showing the equation “Your Canada Carbon Rebate minus your fuel charges equals cash back” was sometimes understood as the more you spend on fuels, the higher the rebate you receive.

The original and modified video conveyed that the Canada Carbon Rebate is a simple climate action that benefits Canadians. That said, a few participants were frustrated with the use of a janitor in the original version which implied that the climate action was so simple that even someone less educated, such as a janitor, would understand it. Reactions to the revised video script that featured an intern were more neutral, although the lack of questions from the meeting’s attendees in the scenario suggested to some that meeting attendees paid little interest to the presentation topic and thus minimized the importance of the Canada Carbon Rebate as a climate action.

Confusion around the statistics provided, incomplete information about the Canada Carbon Rebate, and limited interest in learning more on the topic affected the concept’s appeal and personal relevance among the target audiences. Moreover, those who did not receive the rebate (or pay more in fuel charges than they get back) were frustrated to hear that most Canadians received a reimbursement. As such, the final concept should consider how it positions that most Canadian households receive a rebate, so as not to direct the conversation towards the topic of unfairness.

National Concept 2 (Have It Both Ways)

For the most part, reactions to the national concept *Have It Both Ways* were lukewarm to slightly positive. Design elements (e.g., use of photography, colour contrast, upside-down components, landscape scenes in the video) grabbed attention, and the message that Canada’s climate plan has a dual benefit was easy to understand through the design and tagline. It gave the target audience the impression that Canadians can have the best of both worlds, namely more jobs while helping the environment. That said, the amount of information in both the video and the out-of-home ads somewhat overshadowed the message and obscured the call-to-action to learn more online. This concept also relied on the video to help explain the concept/approach in the out-of-home ads, at least in part.

The concept was seen as directed at all Canadians, but it failed to provide enough information about climate actions or outcomes to effectively engage the target audience. While creating



more jobs was an important consideration for participants, knowing the types of jobs, industries, and locations that are impacted would lend greater credibility to the message.

From a design standpoint, the inclusion of visuals was appreciated; however, some were confused with the choice of the wind turbine, EV charger, and oil barrel given their negative impact on the environment, and with the wrench to illustrate employment. The colour contrast in the oil barrel/EV charger ad was well-liked, while it should be improved in the other out-of-home ads. The upside-down approach received mixed reactions but was believed to be appropriate to support the message. That said, having two versions of each out-of-home ads was not necessarily seen as critical to conveying the message.

The approach to showing two different scenarios in the original video caused confusion and came across as disjointed. While the first part related to the campaign message, participants struggled to see the purpose of the second part other than to illustrate the tagline. Not only was the second part not adding to the overall message, but it also focused on over consumerism which is discouraged in the context of climate action. Similarly, showing a lush forest replaced by wind turbines in the first half of the video implied clear-cutting, a practice that is not environmentally friendly. Finally, a larger group of people should be used to illustrate the concept of job creation in a meaningful way. The video script was modified for the third day of testing, and while reactions were generally neutral to positive, participants expressed difficulty envisioning the final video when presented with a script rather than a storyboard.

Regional Concept 2 (Have It Both Ways)

The regional concept *Have It Both Ways* was seen as communicating that the Canada Carbon Rebate contributes to improving the economy and reducing pollution. That said, a limited understanding of the Canada Carbon Rebate led many to question its purpose, eligibility, and how it is calculated. Reactions to the claim that eight out of ten households receive more in rebate than they pay in fuel charges were comparable those from the regional concept *It's That Simple*. Again, the use of percentages elicited various interpretations, with an expressed preference for absolute numbers instead or more detailed information.

From a design standpoint, the visuals used in the out-of-home ads were easy to recognize, although the choice of smokestacks was closely associate with more pollution, not less.. Reactions to the video were comparable to those from the national concept, in that the second part featuring car driving was misaligned with the topic of improving the environment, and caused some message confusion. The scenario was modified for the third day of testing and



while the script presented did not elicit negative reactions, it also did not create excitement, likely given the limitations of the testing format. Many appeared to have difficulty in visualizing the scenario from the script alone.

Additional Information

After reviewing both national concepts, participants in the focus groups on the first two days of testing were asked how they would feel about hearing or seeing as an additional message that big polluters are paying their fair share and that the cost of climate action is not being unfairly downloaded onto individuals. While this topic was considered an important message to convey, it was believed to be too complex of a topic to be properly presented within the current campaign. Further, care must be taken in positioning this topic, as there exists skepticism regarding the effectiveness of carbon pricing and questions about the cost or economic impact on consumers of imposing environment requirements on big business. Suggestions were made to feature this topic in a separate ad campaign, or to include relevant information on the current campaign website.

Preferred Concept

After reviewing all concepts, participants were asked to choose the strongest in four areas. Regarding the effectiveness of communicating the campaign's message that Canada's climate plan benefits both the environment and the economy, the national concept *Have It Both Ways* slightly outperformed the national concept *It's That Simple*, especially among the *Indifferent/Ambivalent* segments and French-speaking participants. From a regional perspective, none of the concepts stood out as best at communicating that with the Canada Carbon Rebate *Canada has a strong climate plan while helping your wallet*, likely due to the topic's complexity that is not easily explained through the facts and statistics presented. Opinions were mixed across segments, regions, and languages.

Despite none of the concepts having a strong call-to-action, the approach *It's That Simple* was slightly better at encouraging participants to visit the website for more information, as the design more clearly highlights the URL. This concept preference was evident across both segments, while it was a little strong in Quebec compared to other regions. Finally, the concept *Have It Both Ways* was considered slightly more personally compelling, notably with the *Indifferent/Ambivalent* segments, although none of the approaches were effective at fully engaging the target audiences.



Research findings suggest that the concept *Have It Both Ways* should be further developed with some modifications, given its slightly higher overall appeal and considering the risk associated with the concept *It's That Simple* in wrongly suggesting that addressing climate change is straightforward and easily actioned.

Quantitative: Target Population

The campaign targeted Individual Canadians that fall on the spectrum of “allies” (Supportive, Ambivalent and Indifferent groups), based on the Program of Applied Research on Climate Action (PARCA) segmentation, within any age group. They are defined as:

Audience segmentation is based on the ongoing longitudinal research conducted by the Program of Applied Research on Climate Action (PARCA), a multi-year program of research on climate change - which found that an individual's likelihood of pursuing pro-climate behaviour is more aligned with beliefs and perceptions than other more traditional demographics. The segments are outlined below:

- Committed:** Overall, most receptive to beliefs, social norms, willingness, and affective response to climate change highly anxious and least hopeful. Most committed to action on climate change.
- Supportive:** Endorsement of belief in climate change, less anxious and worried about climate change. Most well-rounded group of all.
- Ambivalent:** Endorsement of climate belief but ambivalent affective response to the issue. Willing to make changes but not leading the charge.
- Indifferent:** Most neutral group. No strong pull toward support or opposition, other than in terms of a slight belief in climate change, no endorsed beliefs towards negative impacts of climate.
- Resistant:** Most resistant to beliefs about climate change and its impacts. Most unconcerned with climate change and less likely to support any initiatives.

Quantitative: Methodology Summary

The baseline survey was conducted between October 3 and October 9, 2024, required an average of approximately 7.6 minutes to administer (combined English and French), and had a completion rate (among panelists known to have accessed the survey) of 57.8%.



The post-campaign survey was conducted between February 18 and February 25, 2025, required an average of approximately 10.1 minutes to administer (combined English and French), and had a completion rate of 51.9%.

The email contact records for the research were drawn from panelists administered by The Logit Group of Toronto, Ontario. There was a total of 2,011 surveys completed in the baseline survey and a total of 2,020 surveys completed in the post-campaign survey.

Quantitative: Research Usage

The research activities covered in this methodological report entail a baseline survey, establishing baseline recall metrics on the examined subject matter, and a post-campaign survey conducted after the campaign to evaluate its effectiveness. Specifically, this research took the form of measuring awareness of the subject matter with the audiences in question. The goal of the campaign was to highlight a national overarching message of the Canada's Climate Plan clearing misconceptions tailored to key markets. Advertising campaign evaluation is mandatory under the Directive on the Management of Communications of the Government of Canada, when the advertising media buy exceeds \$1 million. ACET-related data collections are used for all major Government of Canada advertising campaigns in order to consistently evaluate these campaigns, as a means of complying with key requirements in the Government of Canada Policy on Communications and Federal Identity.

Contract Value

The study overall entailed an expenditure of \$118,774.30, including tax (inclusive of the qualitative and ACET study).

Consent

Narrative Research offers this written consent allowing the Librarian and Archivist of Canada to post this report, in both official languages.

Political Neutrality Certification

I hereby certify as a Senior Officer of Narrative Research 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. 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 leader.

Peter MacIntosh
Chief Research Officer, Narrative Research
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March 27, 2025



Detailed Analysis: Qualitative - Introduction

Context

The Paris Agreement and the UN Sustainable Development Goals acknowledged the importance of climate change communication and education. As an informed population is more likely to be engaged, Environment and Climate Change Canada has developed a targeted and comprehensive multi-year climate advertising campaign to support its plan to exceed Canada's 2030 Paris target and to achieve net-zero emissions by 2050.

ECCC has built on its climate advertising campaign this year, aiming to increase knowledge of Canadians regarding Canada's climate plan, while directing them to a website for more detailed information. This year's campaign is targeting the moveable middle, namely those who are "Indifferent" and "Ambivalent" based on a previous segmentation exercise, given the growth of these segments and that they may be more amenable to consider changing position. The "Supportive" segment is considered a secondary audience of the campaign, given the possibility to strengthen their responsiveness to climate action.

Prior to launching this year's climate advertising campaign, ECCC was interested to conduct public opinion research to assist with finalizing the development of the advertisements and ensure that the proposed concept elements resonate with the target audience. Qualitative research was undertaken to determine which of two creative approaches best engages the target audience and is most effective in its call-to-action. This POR also includes a pre- and post-launch ACET study.

Objectives

Specific research objectives included:

- Evaluate the advertising campaign's proposed two creative concepts with the campaign's target audience prior to going in market, in terms of:
 - How does the target audience feel after seeing these advertisements?
 - Does the target audience identify the main message of the creatives?
 - What does the target audience think these advertisements are trying to achieve?
 - Do the creatives get the attention of the target audience? Do they find the creatives memorable?



- Are the creatives missing anything?
 - Does the target audience identify the “call-to-action”?
 - Does the target audience understand the message and is anything unclear?
 - Which images does the target audience find the most memorable/did they like the best and which ones are the least memorable/did they like the least?
- Provide insights to assist the department in selecting a creative concept for production, based on the response from target groups.
 - Identify potential modifications to the selected creative concept based on insights outlined in the top-line report.

This report presents the research findings from the qualitative creative testing phase. It includes a high-level executive summary, a description of the methodology used, and findings of the online focus group discussions, including recommendations derived from the research. Working documents appended to the report include the recruitment screener (Appendix A), moderator's guide (Appendix B), and materials tested (Appendix C).

Research Methodology

Context of Qualitative Research

Qualitative discussions are intended as moderator-directed, informal, non-threatening discussions with participants whose characteristics, habits, and attitudes are considered relevant to the topic of discussion. The primary benefits of individual or group qualitative discussions are that they allow for in-depth probing with qualifying participants on behavioural habits, usage patterns, perceptions and attitudes related to the subject matter. This type of discussion allows for flexibility in exploring other areas that may be pertinent to the investigation. Qualitative research allows for more complete understanding of the segment in that the thoughts or feelings are expressed in the participants' own language and at their own levels of passion. Qualitative techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional only and cannot be extrapolated to all Canadians falling within the key groups participating in this project.



Target Audience

For the study, the target audiences included members of the general population divided into three segments using a self-selection question provided by ECCC based on the work from the Program of Applied Research on Climate Action, according to their attitudes towards climate change, namely:

- **Supportive:** Those who strongly believe in climate change and think it is mostly caused by humans. They are very worried about it, they are willing to take climate action, and they think their actions would have some effect.
- **Ambivalent:** Those who mostly believe in climate change and think it is probably caused by humans, but sometimes feel a bit confused about the issue and are only moderately worried about it. They are somewhat willing to take climate action.
- **Indifferent:** Those who do not have strong feelings about climate change and are a bit uncertain about what causes it. They are not too worried about it and are not particularly willing to take climate action as they are unsure that their actions would have an effect.

Note, two additional segments were excluded from the study since they are the least likely to be influenced by climate messages conveyed in the advertising campaign. These two segments are identified as “Resistant” (those who are most resistant to beliefs about climate change and its impacts, most unconcerned with the topic of climate change generally, and less likely to support any initiatives) and “Committed” (those who strongly believe in climate change and think it is caused by human, who are extremely worried about it, are committed to taking climate action and think their actions would have an effect; however, they are not particularly hopeful about progress overall).

Research Approach

The study included a total of 12 online focus groups conducted September 10-12, 2024. The following table provides a breakdown of the number of sessions based on the audience, region, and language.



Breakdown of focus groups by audience and location

Segments	West BC, YT, NT, NU	Prairies AB, SK, MB	Ontario	Atlantic NB, NS, PE, NL	Quebec	Francophones NB, ON	Total Groups
	English	English	English	English	French	French	
Members from the general public based on the “Indifferent” and “Ambivalent” segments	At least 6 from BC / At least 1 from each of YK, NWT, and NU; 50/50 from each segment	At least 3 from each province; 50/50 from each segment	Mix of locations; 50/50 from each segment	At least 2 from each province; 50/50 from each segment	50/50 from each segment	Mix of locations; 50/50 from each segment	6
Members from the general public based on the “Supportive” segment	At least 6 from BC / At least 1 from each of YK, NWT, and NU	At least 3 from each province	Mix of locations	At least 2 from each province	Mix of locations	Mix of locations	6
TOTAL	2	2	2	2	2	2	12

Overall, 120 people were recruited across all focus groups, and 111 took part in a session. Each focus group lasted approximately two hours, and each participant received an incentive of \$125 in appreciation for their time.

Each focus group included a mix of ages, gender, and cultural backgrounds, with adequate representation of racialized communities (including Indigenous representation). Across all focus groups, a mix of locations was included within each region or province, with rural and urban representation. To participate in the online focus group, participants required access to a desktop or laptop computer, or a computer tablet connected to the internet, along with a speaker, microphone, and webcam.

All participants were recruited according to the Government of Canada's recruitment specifications. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow-up calls or electronic contact to confirm the details provided and to ensure quotas were met. Those with current or past employment in sensitive occupations were



excluded from the research, in addition to those who have others in the household in this situation. These sectors included marketing, marketing research, public relations, advertising, media, graphic design, Government of Canada employees, and those whose work relates to climate or the environment.

Research Findings

This section provides a detailed account of the focus group discussions.

General Perceptions

A few considerations are common to all concepts, notably in terms of the approaches’ inability to effectively engage the target audience with the climate plan and the Canada Carbon Rebate.

Participants were shown two concepts for an advertising campaign related to climate action, each comprising of one video in the form of a storyboard or script, and several out-of-home ads. In the first few groups, the videos were presented as storyboards. The video concepts were modified during the fieldwork period, and as a result, the last focus groups were presented with video scripts of each concept that did not include any visuals. Each concept was presented and discussed individually, with the presentation order rotated across groups to minimize biases. All focus groups were presented with a national version of each concept that focused on Canada’s climate plan, while sessions with participants in the Prairies, Ontario, and Atlantic Canada were also presented with regional versions of the two concepts that focused on the Canada Carbon Rebate. The following provides a detailed account of creatives seen by participants across groups:

Creative Presented and Discussed in Each Focus Group

Segments	West BC, YT, NT, NU	Prairies AB, SK, MB	Ontario	Atlantic NB, NS, PE, NL	Quebec	Francophones NB, ON
Indifferent/ Ambivalent segments	Revised concepts 1 and 2 (video scripts)	Revised concepts 1 and 2 (video scripts)	Original concepts 1 and 2 (storyboards)	Original concepts 1 and 2 (storyboards)	Original concepts 1 and 2 (storyboards)	Revised concepts 1 and 2 (video scripts)



Supportive segment	Original concepts 1 and 2 (storyboards)	Original concepts 1 and 2 (storyboards)	Original national concepts 1 and 2 and regional concept 2 (storyboards), and revised regional concept 1 (video script)	Original national concepts 1 and 2 and regional concept 2 (storyboards), and revised regional concept 1 (video script)	Revised concepts 1 and 2 (video scripts)	Original national concepts 1 and 2 and regional concept 2 (storyboards), and revised regional concept 1 (video script)
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Although several comments pertained to each concept, a few general opinions and perceptions were shared across both approaches (Concept 1 and Concept 2). The following provides overall reactions across concepts.

The concepts did not effectively demonstrate how Canada’s climate plan positively impacts the economy and the environment.

While both concepts conveyed that Canada’s climate plan has positive impacts on both the environment and the economy, they failed to demonstrate the achievements to date. As such, the message remained vague and somewhat questionable since this claim was unsubstantiated. To enhance message credibility, participants generally felt the campaign would draw more attention by specifying what milestones have been achieved (e.g., number of jobs created, or total amount invested to date toward a specific climate action). Further, reference to increasing employment was not perceived as sufficiently compelling with participants being more concerned about the types of jobs that were created (i.e., blue collar, new economy, etc.) and the proximity of these new opportunities (i.e., whether job creation was being seen across regions, or only within specific areas).

“Who gets the jobs? Is it the people who are the college graduates, the university graduates?... Where are the jobs for the people who didn’t graduate [from a post-secondary institution]; are they getting jobs, or is it just the higher [white collar positions]?... When you’re dealing with something like pollution, fixing pollution, [new] technologies, those are the people that went to university



and got degrees. Someone who didn't graduate...[they aren't] going to be able to do any of those jobs." West, Indifferent/Ambivalent

Familiarity with the climate plan and the Canada Carbon Rebate was limited, and so was the participants' desire to learn more about them.

While participants were generally aware of the existence of a climate plan and the Canada Carbon Rebate, their familiarity with those initiatives was limited and many were unsure of what additional information would be relevant to them. As such, the final concept will need to provide a more compelling argument to visit the website for more information. A few also questioned the need to be reminded of the rebate in the context of climate action. These participants wondered why the money is being collected in the first place if it is being redistributed to residents in the form of a rebate.

"Overall, why do we have to talk about the rebate and the tax when we talk about climate change? In my opinion, the words rebate and tax are frustrating. The message is more frustrating to me than 'let's talk about climate change'." Atlantic, Indifferent/Ambivalent [About the regional concept Have It Both Ways]

"Saying that the average household gets more money back than they pay – what's the point of that then? I thought this money was going towards climate change...why do it? ... You're saying you're going to tax us so that we can make improvements on the climate and make a difference, but then you're giving it all back?" Prairies, Indifferent/Ambivalent

The topic of the Canada Carbon Rebate elicited emotional reactions seemingly due to a lack of understanding and a perception of unfairness.

Although participants were generally aware of the Canada Carbon Rebate, they lacked a clear understanding of its purpose, eligibility, and how it is calculated, thus leading them to question the claim that 100 percent of household spending on fuels is redistributed to them. Further, those who do not receive the rebate questioned the eligibility criteria, and as a result, felt the rebate is being unfairly distributed across the population.

"I think the carbon rebate has hurt a lot of people and they say that all the money goes back into our pockets, and I find that hard to believe because



everything costs more. My opinion is that when I see messages like that, it makes me a little madder at the government.” (Original quote: Je pense que le tarif du carbone a fait mal à beaucoup de personnes et ils disent que tout l’argent revient dans nos poches et j’ai de la difficulté à croire ça parce que tout coûte plus cher. Mon opinion c’est que quand je vois des messages comme ça, ça me rend un peu plus choqué contre le gouvernement.) Francophones (ON), Indifferent/Ambivalent

“The carbon tax affects us all and it's never going to be bailed out 100%; it's impossible. This message doesn't sit well with me at all.” (Original quote: La taxe du carbone nous affecte tous et ça ne va jamais être renfloué a 100%; c’est impossible. Ce message ne passe pas bien pour moi du tout.) Francophones (ON), Indifferent/Ambivalent

“There’s still quite a bit of debate on if the government actually puts more money in our pocket than we are paying in carbon taxes when you add it all up – it’s on groceries, transportation, and every single thing we do. I don’t think people are going to believe that it’s an accurate message...I think they’re better off sticking to something simpler that’s not going to be challenged and argued about...it’s going to create a lot of controversy and instead of giving a positive message, people are going to be arguing if it’s actually true.” Atlantic, Supportive

“I kind of understand the theory [of how the carbon tax and rebate work], but I’d like to see a lot more information. Show me that it’s working, or that it’s actually doing something, because we’ve had it for a while now.” Ontario, Supportive

Moreover, in the video concepts, a few participants also disliked the fact that the average amount of the rebate received was expressed in the context of a family of four, making it less personally relevant to single Canadians and those of different household sizes.

The following provides an overview of the reactions specific to each of the two concepts:

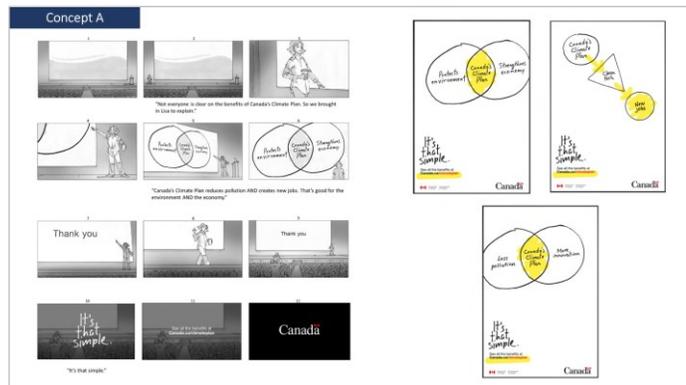


National Concept 1 (It's That Simple)

The simplicity and unfussiness of national Concept 1 (It's That Simple) implied that the balance between helping the environment and supporting the economy was easy to achieve with Canada's climate plan; however, the hand-written design and minimalistic messaging suggested that the Plan is unfinished or that it lacks sufficient substance to create meaningful change.

Overall reactions

This concept elicited lukewarm to slightly negative reactions, as it failed to convey a complete and credible message. Further, its design looks like a 'rough draft' which was liked by some for its uniqueness that grabbed attention and for being focused on the message, while it was disliked by others as it conveyed that the climate plan is 'unfinished' or in the early stages of design. As such, the focus on the Plan's simplicity was both an asset and a drawback.



"It doesn't look like a complete idea to me. It looks like scribbles on a page; a plan that isn't complete. It's handwritten and it looks pretty basic. It's more of a beginning. When you start something, you write notes by hand." (Original quote: Pour moi, ça n'a pas l'air d'être une idée complète. On dirait que ce sont des gribouillages sur une page; un plan qui n'est pas complet. C'est écrit à la main et ça a l'air pas mal 'basic'. C'est plus un commencement. Quand tu commences quelque chose, tu écris des notes à la main.) Francophones (ON), Supportive

"The fact that it's not centered bothers me enormously. The circles aren't round, it's scribbled, it looks like a rough draft. I understand the principle that they wanted to keep it simple, but the posters aren't attractive." (Original quote: Le fait que ce n'est pas centré ça me dérange énormément. Les cercles ne sont pas ronds, c'est gribouillé, ça à l'air d'un brouillon. Je comprends le principe qu'ils



*voulaient que ce soit simple, mais les pancartes ne sont pas attirantes.)
Francophones (NB), Indifferent/Ambivalent*

*“The concept is more unique and has a particular theme, a uniqueness. It gives us the main directions in a clear, uncluttered way, and if we wanted to know more, we'd go to the website.” (Original quote: Le concept est plus unique et il a un thème particulier, une unicité. Ça nous donne les grandes orientations de façon claire et épurée et si on veut en savoir plus on irait sur le site web.)
Quebec, Supportive*

“It's bugging my OCD, just how it's not centered, and everything in the way that it looks. It looks like it's not very professional.” Ontario, Indifferent/Ambivalent

*“If this was like four to eight years ago [the design] would make more sense...this is communicating that you don't have a [formal] plan, and you drew something on a napkin, and now you're going to figure it out...we're so far into this that we better have more details than just [a simple concept of a plan].”
Prairies, Indifferent/Ambivalent*

“...they're making it sound like 'you want to protect the environment, you want to strengthen the economy, you want to get it all, and oh, it's so simple. Three steps and boom! We're there', but it doesn't work like that, and everybody on the planet Earth knows it...nothing is that simple.” West, Indifferent/Ambivalent

Intended Message

The concept effectively communicates that Canada's climate plan is good for the environment while still supporting the economy and that achieving this balance is not complicated, with a clear path forward. While the concept's simple design and minimal content made it easy to identify the message, a few participants in each location and across segments were dubious or frustrated about this claim, given that they do not believe that addressing climate change is straightforward or easily actioned upon. In this context, the concept appeared to minimize the issues associated with climate change and downplay the need for immediate action.

“The message seems to be more like: following Canada's climate plan is easy; even a child can do it. Because the drawings look like they were made by a child.” (Original quote: On dirait que le message est plus comme : suivre le plan



climatique du Canada, c'est facile; même un enfant peut le faire. À cause que les dessins ont l'air d'avoir été fait par un enfant.) Francophones (NB), Indifferent/Ambivalent

"I think the messaging on the one with the triangle that shows the clean tech in the middle that messaging is probably the best because it kind of shows a way that we are marrying the two things together [Canada's climate plan and new jobs]. This is the way we're getting there, that clean tech is helping sustainability and climate change, but it's also creating new jobs...the Venn diagram, okay, I get it, but it doesn't give any answer as to how [strengthening the economy] going to happen..." Atlantic, Supportive

"I think it's not powerful enough. Everyone is aware of climate change. How is that going to affect us? How is that simple, what are the effects?" Atlantic, Indifferent/Ambivalent

"Nothing is simple when it comes to the Earth." Prairies, Supportive

"It can be relatively simple to take positive action for the environment while maintaining a strong economy. It's about countering the message of degrowth that some people have. To maintain our way of life without necessarily harming the environment." (Original quote: Ça peut être relativement simple de faire des actions positives pour l'environnement tout en maintenant une économie forte. Ça veut contrer le message de décroissance que certaines personnes ont. De conserver notre mode de vie sans nécessairement de mettre en défaut l'environnement.) Quebec, Supportive

"I think the message is coming in clear ... [but] I don't like their tag line 'It's that simple' that goes along with it...it's just, it's not a simple task, because if it was, it would have been done already...they're not showing anything, they're just saying 'hey, look at the website and see for yourself'. Well, give us 10 seconds of what your plan is. Show us something about it, but there's nothing." Ontario, Indifferent/Ambivalent

"I don't want it to be coming across that the government is [saying] 'it's not a big deal; it's something simple; we can fix it just like that'. It's like, no, it is a big



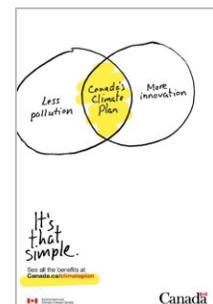
deal, and we do need to get people onboard [in addressing the issue]. I wouldn't want it to come across that our government is downplaying the severity of climate change with that tagline." Atlantic, Supportive

"It seems to be trying to be everything to everyone, [but] it's so vague, and yet [it's saying] you can save the economy, you can create jobs, you can cure the environment, but there's no details. There's nothing verifiable or believable here... [it leaves the impression that the message is] 'nothing to worry about'." Ontario, Supportive

"It's too simple for something that's so complex. It's not [going to be] overnight that we're going to solve economic issues and the environment, especially in the society that we live in today...it just can't be that simple. It's not. It's not that simple." Prairies, Indifferent/Ambivalent

A couple of participants felt that while the message of protecting the environment and reducing pollution is important, they believed this sentiment already has wide-ranging support and that the public discourse should be elevated to the next level in terms of specifying the types of actions or new innovations that are desirable in best addressing the situation.

"I think we are beyond just protecting the environment. We are a little farther ahead, taking action to improve or correct certain things. I'd go more for the last one [Have It Both Ways], less pollution and more innovation, this way of saying that we're stimulating the economy. I like the second one [It's That Simple] a lot less. Climate plan, clean technology and the aim is to create new jobs, but that's not really what it's about. It's the climate action plan that's actually more in the middle, encompassing the other two subjects that can go together, that can be a plus one over the other at the same time." (Original quote: Je pense qu'on n'est plus juste rendu à protéger l'environnement. On est rendu un peu plus loin et à prendre des actions aussi pour améliorer ou corriger certaines choses. J'irai plus avec le dernier, moins de pollution et plus d'innovation, cette manière de dire qu'on stimule l'économie. J'aime beaucoup moins le deuxième. Plan climatique, technologie propre et la finalité serait de nouveaux emplois tandis que ce n'est pas vraiment ça. C'est le plan d'action climatique qui se trouve justement plus dans le milieu qui englobe les deux autres sujets qui





peuvent aller ensemble, qui peuvent être un plus un par rapport à l'autre en même temps.) Quebec, Supportive

In a few instances, participants were unclear regarding the relevance of increased innovation and Canada's climate plan, as illustrated in one of the out-of-home ads.

During the first two days of testing, after discussing the original concept, participants in the English-speaking groups were presented with the alternative tagline, *It's simpler than you think*, and asked for their opinions and preferences. In general, the alternative tagline was seen as having the same connotation as the original one, *It's that simple*, and as such, it was received with similar sentiments, with few exceptions. It was also reminiscent of the Scotiabank slogan, *You're Richer Than You Think*. None of the two tagline options was preferred.

"It's simpler than you think – [that] just kind of totally ticked me off...I feel so insulted right now...'simpler than you think' makes me feel like I may be the one who's daft that I don't get what [message] they're trying to push." Ontario, Indifferent/Ambivalent

Personal Relevance

The concept was seen as having a broad target audience, described as Canadians in general. Some felt, however, that the limited information provided in the ads implied that individuals who are already aware and supportive of climate actions were more directly targeted.

"It's pandering to an audience that already agrees with the situation." Prairies, Supportive

Despite a perceived broad appeal, the approach failed to engage most participants given the limited information about climate actions. The concept spoke about broad topics related to Canada's climate plan, such as the environment, the economy, clean tech, new jobs, pollution, and innovation, but without the proper context to clarify the message and make it relevant to individual Canadians.

Approach/Design

Mixed opinions were offered on the creative approach. While some appreciated the simplicity of the design and scenario which helped draw attention to the message and the call-to-action,



others felt that the hand-drawing effect of the out-of-home ads appeared unfinished and carelessly put together, thus reflecting poorly on the thoughtful and serious nature of the climate plan (and Rebate, where relevant).

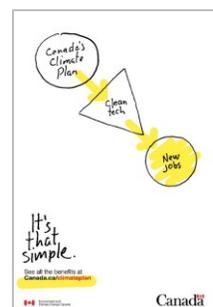
"It seems like scribbles. How it is not centered bothers me, but that is probably the point. But it says [to me that] they did not put a lot of work into the [climate plan]." Atlantic, Indifferent/Ambivalent

I really like the simplicity of the Venn diagrams, [and] I like the idea of it being drawn by a kid. Anyone can understand it when they walk by...but I'd like to see a small bullet point on [some details]." Ontario, Indifferent/Ambivalent

"In a way...it's too simple [in its design] in a way. It's like they're just brushing it off in a way like, 'oh, yeah, we have a plan. You can look at it for yourself'...in a way it feels like they don't really care that much...people who care, will care [about the message, but] they're not pushing [others to care]. It doesn't feel like they're pushing people to care more." West, Supportive

"I am a person that cares [about] the climate and the environment and how we treat it, but [having a simple message] is a double-edged sword. You know, somebody who doesn't have the time of day [to learn more, with a message that is too simple or not seen as important, they just may say] 'I'm in a rush. I can't be bothered with this right now'." West, Supportive

Across the various out-of-home ads, participants preferred those that presented Canada's climate plan as the intersection of the two themes, as it better supported the message that the plan is central to both components featured. The least favourite version featured the climate plan leading to clean tech and new jobs, as the relationships were unclear, with a few expressing concerns that clean tech would also result in job loss in certain sectors (e.g., the oil and gas sectors). It was also mentioned by a few that the relationship arrows are going down, implying a decline in new jobs.



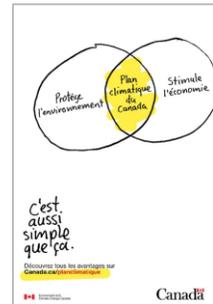
In the out-of-home ads, the yellow highlights helped draw attention to what was considered key information, although, to a few, this colour was reminiscent of discount retail banners such as No Frills, Buy-Low Food and Giant Tiger, and the "for dummies" series of books. One



participant said that the colour and shape of the highlight reminded them of a lemon, thus suggesting that the climate plan is a failure.

The original video shown on the first day of testing featured a young woman named Lisa presenting onstage and a few participants felt that it reminded them of cartoon character, Lisa Simpsons lecturing on the environment or littering. The name was subsequently changed to Kelsey for testing purposes which solved this issue. While some appreciated the simplicity of the video that focused on the climate plan, others felt that it was too simplistic to convey any valuable information. One participant suggested that limiting spoken words helped grab viewers' attention, while another participant felt the format was reminiscent of a TED Talks presentation.

French-speaking participants were asked for their preference between the expression “stimule l'économie” and “renforce l'économie” in the context of the out-of-home ad. Overall, there was a slight preference for the term “renforce”, as it implies the idea of strengthening, or building upon what is already in place. It was also seen as a word that is less often used, and thus would stand out more. Those who preferred the term “stimule” felt that it takes into consideration that efforts will be made to improve the economy, rather than built on an economy that is not strong at this time.



“With ‘renforce’, I have the impression that we're using the structures and will continue to improve. Whereas ‘stimule’ speaks of a new plan, it's an add-on, another add-on, and another add-on. Strengthening the economy is stronger.” (Original quote: Renforce l'économie j'ai l'impression qu'on utilise les structures et qu'on va continuer à augmenter. Tandis que stimule c'est un nouveau plan, c'est un 'add-on', un autre 'add-on', pis un autre 'add-on'. Reinforce l'économie c'est plus 'strong'.) Francophones (NB), Indifferent/Ambivalent

“‘Stimule’ the economy calls for innovation, finding new technologies, new ways of doing things. I think it's positive. It brings out our creativity.” (Original quote: Stimule l'économie fait appel à l'innovation, trouver de nouvelles technologies, une nouvelle façon de faire. Je trouve que c'est positif. Ça amène notre créativité.) Quebec, Supportive



*“The word “renforce” refers more to diversifying by using new start-ups and new technologies, and more to reinforcing by creating new areas of intervention rather than stimulating existing ones.” (Original quote: Le mot renforce fait plus référence à diversifier en utilisant des nouvelles start-up, des nouvelles technologies, on vient plus la renforcer en créant des nouveaux domaines d’intervention plutôt que de stimuler des domaines existants.)
Quebec, Supportive*

Call-to-Action

While the call-to-action to learn more about Canada’s climate plan is clearly stated in the ads, it did not fully engage the target audience. Most felt that the ads failed to specify the reasons for learning more about the plan, and thus those participants had little interest in following up online. A few, however, mentioned that the limited information presented (and reference to the solution being ‘easy’) in the diagrams made them curious to find out more by going to the website. These participants expected to find on the website a full description of the plan that is presented in a way that is simple, easy, and quick to understand. They also anticipated seeing various up-to-date facts, statistics and information about achievements resulting from the climate plan thus far, and upcoming plans for the future (both realistic short and long-term goals).

“You need to have a hook. You need to have a story, and you need to have a call-to-action. None of that is here in my mind. What are we trying to achieve here? ‘It’s that simple’ – nothing is that simple...If this was a 30 second ad I would click off on it in the first three seconds...it doesn’t have any impact. It doesn’t bring up any emotions.” Ontario, Indifferent/Ambivalent

“I like that it is simple and not wordy. If I saw this while walking, it's pretty much guaranteed that I'd have taken the time to read the whole poster, and it would certainly have caught my eye enough for me to see that it is directing me to a website. If the purpose of the ad is to inform me that there's a climate plan in Canada, it works. But even if it caught my attention, it didn't make me think any further, and it didn't make me want to go and see the link enough, because there was no information conveyed to me other than learning that there's a climate plan in Canada.” (Original quote: J’aime que ce soit simple et qu’il y ait peu de mot. Si je voyais ça en marchant c’est à peu près garanti que j’aurais pris le temps de la lire et que j’aurais lu l’affiche au complet et ça m’aurait certainement assez interpellé pour que je regarde que ça me dirige à un site



web. Si le but de la publicité c'est de m'informer qu'il y a un plan climatique au Canada, ça fonctionne. Mais même si ça a capté mon attention, ça ne m'a pas amené à réfléchir plus loin et ça ne m'a pas donné envie assez d'aller voir le lien parce qu'il n'y a aucune information qui m'a été véhiculé autre que d'apprendre qu'il y a un plan climatique au Canada.) Francophones (NB), Supportive

"If it's a really short concept, the message is successful, it piques curiosity and I'm more likely to go and see the website. It's short and simple. Less small print and straight to the point." (Original quote: Si c'est un concept vraiment court, le message est réussi, ça pique la curiosité et je suis plus susceptible d'aller voir le site web. Il est court et simple. Moins de petits caractères et droit au but.) Quebec, Supportive

Highlighting the URL in yellow and using red font drew attention to the expected call-to-action.

"The message is clear; there's less stuff and we can see the information we're being sent. I like the fact that it's highlighted in yellow. The information is the climate plan and where you can go to see it at canada.ca/climateplan." (Original quote: Le message est clair, il y a moins de choses et on voit l'information qu'on nous envoie. J'aime le fait que ce soit surligné en jaune. L'information c'est le plan climatique et on peut aller le voir au canada.ca/planclimatique.) Francophones (NB), Indifferent/Ambivalent

Regional Concept 1 (It's That Simple)

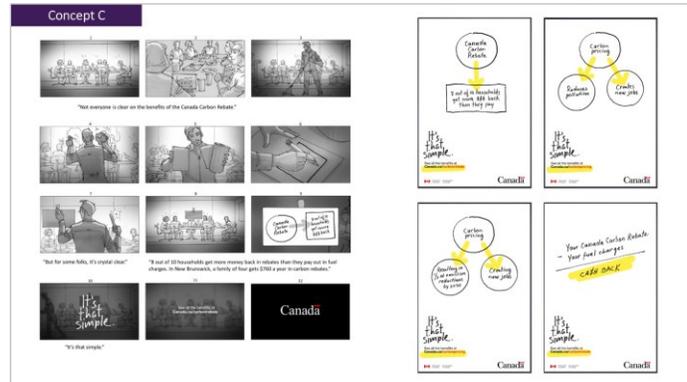
While the campaign message was effectively conveyed in the regional Concept 1 (It's That Simple), confusion around the statistics provided, incomplete information on the eligibility criteria to receive the Canada Carbon Rebate, limited interest in the topic, and general frustration among those who do not receive it led to negative reactions towards this approach.

Sessions conducted with residents of the Prairies, Ontario, and Atlantic Canada were presented with a regional version of Concept 1 which used a similar creative approach as the national concept, but focused on the Canada Carbon Rebate.



Intended Message

This concept conveyed that most Canadian households could get money back through the Canada Carbon Rebate, which is a simple climate action. It also suggested that the rebate offsets household expenses on fuels. That said, focus was also placed on the fact that not all households can benefit from the Canada Carbon Rebate.



"[It says that] Canadians mostly get more money back from the carbon rebate than they pay in carbon taxes." Ontario, Supportive

"[It says that] 8 out of 10 Canadian households receive more back than they pay in carbon taxes." Prairies, Supportive

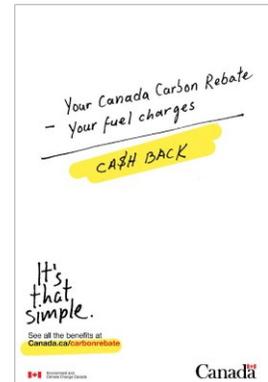
The term "carbon pricing" was sometimes misunderstood for carbon rebate, and thus led to some message confusion in the out-of-home ads. Specifically, the out-of-home ads referring to the influence of carbon pricing on reducing pollution and increasing the number of jobs were understood as if the economic and environmental benefits were resulting from the Canada Carbon Rebate.

"Canada Carbon Rebate is giving more money back to people and creating more jobs." Atlantic, Supportive

"The main message is that the carbon rebate benefits both the environment and the economy. It again shows that most households get more money back than they pay in carbon taxes. The message is simple [and] that the rebate reduces pollution, creates jobs and puts money back in pockets, making it an easy beneficial choice" Ontario, Indifferent/Ambivalent



The poster showing the equation “Your Canada Carbon Rebate minus Your fuel charges equal cash back” was in a few cases understood as saying that the more you spend on fuels, the higher the rebate. One participant noted that this equation suggested that people who try to reduce their carbon footprint are financially penalized.



“It sounds like people who spend more on fuel are going to get more money, but what about the people who take alternatives to spend less on fuel, like using a hybrid or electric vehicle? Why shouldn't these people, who take initiatives to spend less on fuel and think of the planet, be rewarded too?” (Original quote: Ça a l'air de dire que les gens qui dépensent plus en carburant vont recevoir plus d'argent mais est-ce qu'on a pensé aux gens qui prennent des alternatives pour dépenser moins de carburant, comme utiliser un véhicule hybride ou électrique? Pourquoi ces gens-là qui prennent des initiatives pour dépenser moins de carburant et penser à la planète ne seraient pas récompensés eux aussi?) Francophones (NB), Indifferent/Ambivalent

The equation was also criticized for suggesting that everyone systematically receives more money than they spend on fuel which was recognized as inaccurate, while some felt that this claim is inconsistent with what is suggested in the Regional Concept 2 (*Have It Both Ways*) which claims that 100 percent of the price on carbon goes back to Canadians.

“You see your carbon discount minus cash back. It makes me wonder, is it true? Does everyone get more? Adding numbers confuses things a bit and makes you think okay, is it really true? Are we going to cut emissions by a third by 2030?” (Original quote: Tu vois votre remise sur le carbone moins retour en argent. Moi ça me fait dire est-ce que c'est vrai? Est-ce que tout le monde en reçoit plus? Le fait d'ajouter des chiffres ça confuse un peu et ça te fait penser ok, est-ce vraiment vrai? Est-ce qu'on va réduire les émissions d'un tiers d'ici 2030?) Francophones (NB), Indifferent/Ambivalent

Most participants were uncomfortable with the statistic that eight out of ten households get more money back in rebates than they pay out in fuel charges. This claim implied that a small proportion of households either did not get a rebate, or received a lower amount than what



was paid in. It also did not specify how eligibility was determined or how the rebate was calculated, thus suggesting an arbitrary decision.

"It's talking about the carbon rebate. It's a hot topic but this can come off as good or bad because it's saying it is benefiting 80% of families but I wonder what the other 20% is thinking." Prairies, Supportive

"[It says] that 8 out of 10 Canadians will be better off because of the Carbon Tax because of the rebate. I think this is a tired message and not sure if [it is] even accurate. I think this would not sell me but only make me roll my eyes as this is parroting the same talking points." Prairies, Indifferent/Ambivalent

"The message is that 8 out of 10 families get more money back than they pay. I think the government should skip this concept because I feel it is misleading as many people feel when you add in the carbon charges that put up your rent, increase your groceries, and every good and service you buy they are not getting back more than they spend." Atlantic, Supportive

"The video seems a bit empty to me because no one has any questions about the eight out of ten families. It seems a bit ridiculous to me, because I'd like more details about what kind of families we're talking about, where they live, what their expenses are, are we talking about a parent who has to travel a lot to get to work? When people give me generalities like that, I don't believe them." (Original quote: La vidéo me semble un peu vide parce que que personne n'a de questions à propos des huit familles sur dix. Ça me semble un peu ridicule parce que moi j'aimerais plus de détail sur quelles genres de familles on parle, où est-ce qu'elles vivent, quelles sont leurs dépenses, est-ce qu'on parle d'un parent qui doit voyager beaucoup pour se rendre à son travail? Quand on me donne des généralités comme ça, je n'y crois pas.) Francophones (ON), Indifferent/Ambivalent

Approach/Design

Mixed reactions were offered to the video storyboards shown on the first two days of testing. Some participants took offense to the scenario which implied that the concept of the Canada Carbon Rebate was simple enough that even someone with presumably limited formal education, such as a janitor, would understand it. While these participants felt that the janitor could be seen as an unintelligent or unsophisticated person, others perceived the scenario as



highlighting that anyone, regardless of their position, would understand the simplicity of the climate plan.

"I did not take offense to the janitor because he was supposed to be an illustration that the everyday person can benefit from the carbon tax." Atlantic, Indifferent/Ambivalent

"I don't necessarily agree with what I'm going to say, but I think that somebody is going to find it offensive or not very inclusive for pointing out a janitor as like they're dumb, or casted as the dumb one." Ontario, Indifferent/Ambivalent

The video script was changed for the third day of testing to replace the janitor with a business intern presenting to a group of senior managers. While the new scenario did not imply that the presenter was unintelligent, the lack of questions among the meeting audience suggested that the presentation topic was of little importance or interest.

Personal Relevance

While the topic of the Canada Carbon Rebate somewhat engaged the target audience, the simple concept presentation, incomplete information regarding the rebate, and confusion surrounding the statistics provided limited the concept's overall appeal.

"We hear about [the carbon rebate] a lot, and that's what I have in mind, and seeing [this concept]. Maybe it can lead me to find out more." (Original quote: On entend parler souvent et c'est de quoi que j'ai en tête et en voyant ça. Ça peut peut-être m'amener à m'informer.) Francophones (NB), Supportive

Moreover, those who do not receive the Canada Carbon Rebate or those who reported paying notably more in fuel charges felt a little frustrated about the situation, and were interested in learning about the reasons why some people receive a rebate and others don't. It was suggested to clarify this information in the ads.

"I've heard this message too many times before and it never applies to our family. It's like a promise not kept." (Original quote: J'ai entendu ce message trop de fois déjà et ça ne s'applique jamais à notre famille. C'est comme une promesse qui n'est pas gardé.) Francophones (ON), Supportive



"We say 8 out of 10, but have we thought about those who don't even receive it? They'll be even more frustrated, and when they see the figures and the amounts, it'll create even more frustration." (Original quote: On dit 8 sur 10 mais est-ce qu'on a pensé à ceux qui ne la reçoivent même pas? Ils seront encore plus frustrés et quand ils vont voir les chiffres et les montants, ça va créer encore plus une frustration.) Francophones (NB), Indifferent/Ambivalent

"I also find that using figures can be misleading. If eight out of ten households receive more than they pay, does that mean that two out of ten households receive less than they pay?" (Original quote: Je trouve aussi que mettre des chiffres ça peut avoir l'air trompeur. Celui qui dit huit foyers sur dix reçoivent plus qu'ils payent est-ce que ça veut dire que les deux foyer sur dix reçoivent moins qu'ils payent?) Francophones (NB), Indifferent/Ambivalent

"Saying that eight households receive more than the others implies that the households earning less will receive the money while the two earning more will receive less, which is more unfair. If you don't have too much money and you haven't contributed too much to the carbon rebate, you'll receive more than the others. We should all receive the same." (Original quote: Dire que huit foyers reçoivent plus que les autres, ça implique que c'est les foyers qui gagnent moins vont recevoir l'argent tandis que les deux foyers qui gagnent plus vont recevoir moins ce qui est plus injuste. Si on n'a pas trop d'argent et on n'a pas trop cotisé pour la remise de carbone, on va recevoir plus que les autres. On devrait recevoir toute la même chose.) Francophones (NB), Indifferent/Ambivalent

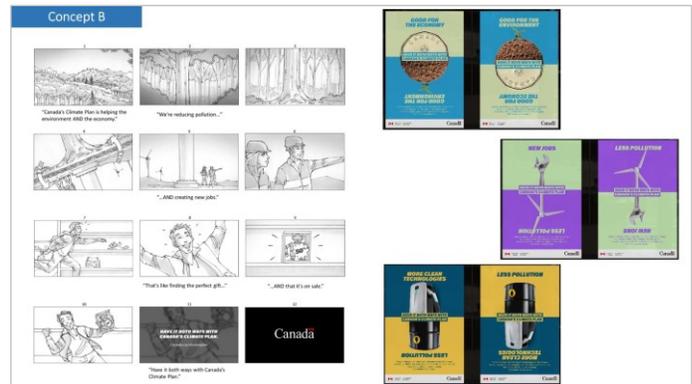
National Concept 2 (Have It Both Ways)

Design elements of the national Concept 2 (Have It Both Ways) grabbed attention and the dual benefits of Canada's climate plan were conveyed, however, the scenario, the imagery, and the amount of information are somewhat problematic.



Overall Reactions

Reactions to this concept were generally lukewarm to slightly positive. While some of the creative elements grabbed attention (e.g., colour contrast, upside-down components, landscape scenes opening the video), the amount of information in both the video and the out-of-home ads somewhat overshadowed the message.



Intended Message

The concept effectively conveyed that Canada's climate plan allows Canadians to have 'the best of both worlds', namely more jobs while helping the environment. The message was conveyed through the strong tagline and the divided/upside-down design. That said, a few felt that prior exposure to the video was necessary in understanding the message in the out-of-home ads, and that without this reference, the concept may cause confusion.

"I think that the main message is that Canadians can have the best of both worlds by having an increase in jobs and other benefits while helping the environment." Ontario, Indifferent/Ambivalent

"The main message across the board is that they plan to create jobs in what they would refer to as clean energy while reducing pollution from non-renewable resources." Prairies, Supportive

"I think the posters are beautiful. I really like the idea of killing two birds with one stone." (Original quote: Je trouve que les affiches sont très belles. J'aime beaucoup l'idée de faire d'une pierre deux coup.) Quebec, Supportive

"Canada's climate plan not only contributes to more jobs, but it has created cleaner technology to help reduce climate change effects on the environment." West, Supportive



"It's essentially 'have your cake and eat it too' kind of philosophy that they're giving here. That we're solving an issue, multiple issues right here with this [Plan]." West, Supportive

Similar to reactions to the concept *It's That Simple*, many participants found that the concept did not provide sufficient details about climate actions or outcomes to inform the public. Reading that the climate plan is "good for the economy", "good for the environment", creates "new jobs" and "less pollution", was felt to be too vague to be meaningful.

"Being more analytical by nature, I would have liked to see more figures in the ads themselves, rather than just saying, go and look at the plan. It just says there's a plan, but we don't know exactly what the plan is or what impact it's going to have on the environment. It's a climate plan, not an employment plan, and it talks more about economic impacts apart from showing a wind turbine. I'd have liked to see a bit more data and results on the effects on the environment." (Original quote: Étant de nature plus analytique, j'aurais aimé ça voir plus de chiffres dans les publicités en tant que telle, plutôt que de dire, allez consulter le plan. Ça dit juste qu'il y a un plan mais on ne sait pas c'est quoi exactement le plan et c'est quoi les impacts que ça va avoir sur l'environnement. C'est le plan climatique et non un plan d'emploi et on parle plus d'impacts économiques à part où on montre une éolienne, j'aurais aimé voir un peu plus de données, de résultats sur les effets sur l'environnement.) Quebec, Supportive

"I think it's just kind of a baseless claim, like 'we want to do better', 'we want to make more money', but I'd like to hear some evidence [of what we have done, and specific goals for what they want to accomplish] ...You can't just give me some generic statement about wanting to make the economy better. That's kind of meaningless to me." Ontario, Indifferent/Ambivalent

"It suggested we can do both. We can have the benefits of a cleaner environment and improve the economy at the same time. That's nice to say, [but] what's the reality? I don't know." Ontario, Supportive

Further, a few participants would have liked to hear that high quality jobs were created, more so than being simply informed of the increase in the number of jobs available.



"It speaks of more jobs, and that's something I'm a bit stumped about. In the current situation, it's a bit old-fashioned to keep talking about more jobs. I would have preferred to read about more quality jobs." (Original quote: Ça dit plus d'emploi et c'est quelque chose qui me fait un peu décrocher. Dans la situation actuelle c'est un peu dépassé de toujours parler de plus d'emplois. J'aurais préféré lire plus d'emploi de qualité.) Francophones (ON), Supportive

The tagline, "Have it both ways with Canada's Climate Plan" was generally liked as it effectively conveyed the message that positive results on the environment, with limited economic compromise, was achievable when focusing on climate action.

Personal Relevance

Once again, the concepts of a better economy and less pollution were too vague to elicit personal relevance among the target audience. Nonetheless, the ads were perceived as directed at everyone, although it was felt that the message would hold greater interest to people most inclined to support climate actions. A few felt the ads may be more targeted towards those in the mid to lower socio-economic categories, with the focus being on job creation, financial savings, and discounts.

"Anyone passing by and looking [might be interested]. Everyone's interested in the economy and if some people aren't interested in the environment, they should be, but when there's too much rain everyone's interested in the environment." (Original quote: N'importe qui qui passerait par là et qui regarderait [pourrait être intéressé]. Tous le monde est intéressé par l'économie et si certaines personnes ne sont pas intéressées par l'environnement, ils devraient l'être mais quand il y a trop de pluie tout le monde est intéressé par l'environnement.) Francophones (ON), Indifferent/Ambivalent

Approach/Design

The use of contrasting colours (notably the blue and yellow out-of-home ad), real photography, and the originality of the "upside down" design caught many participants' attention. That said, while some thought the upside-down wording led them to spend more time looking at the ads, others were frustrated with having to decipher what was written upside down. Many also questioned the need to present the information upside down, feeling it did not add anything to



the messaging. A few felt that showing two posters side-by-side, or having two versions with same images and content only flipped did not enhance the concept enough to justify the additional environmental cost of printing two panels for each out-of-home ad.

“What I don't really like, for example, is that the image is upside down. The message shouldn't be upside down. If I saw it from a distance, I'd think they'd written the text upside down, and I'd think, no, I'm not going to read it upside down.” (Original quote: Ce que je n'aime pas vraiment par exemple c'est que l'image est à l'envers. Le message ne devrait pas être à l'envers. Si je le voyais de loin je penserais qu'ils ont écrit le texte à l'envers et je me dirais non, je ne vais quand même pas lire à l'envers.) Francophones (ON), Indifferent/Ambivalent

“I liked the posters the way they are, one upside down and one right side up. It gave me the idea to go and see what was written at the bottom. It got my attention.” (Original quote: J'ai aimé les affiches comment elles sont une à l'envers et une à l'endroit. Ça m'a donné l'idée d'aller voir ce qui était écrit en bas. Ça m'a attiré l'attention.) Francophones (ON), Indifferent/Ambivalent

“The poster is relevant because it's upside down. Most of the information is in the text, and the fact that it's upside down forces us to look at the text.” (Original quote: L'affiche c'est pertinent que ce soit à l'envers. Le gros de l'information est dans le texte et le fait que ce soit à l'envers ça nous force à regarder le texte.) Francophones (NB), Indifferent/Ambivalent

Looking at the out-of-home ads, the visual of the loonie and the earth was preferred across sessions and generally considered simple to understand whereby both the financial and environmental factors were illustrated. Moreover, a couple participants noted that this image was more relatable to those living in remote and/or northern locations where the EV chargers and windmills illustrated in other ads are not present in their communities. That said, a couple of participants mentioned that the visuals showing the seedling should be replaced by something that implies a more lush environment, such as a forest.

“You see half the dollar and the other half is dirt with a mini plant. It's just dirt and it doesn't enhance the environment. I'd put in more greenery than just dead dirt.” (Original quote: On voit une moitié du dollar et l'autre moitié c'est de la terre avec une mini plante. C'est juste de la terre et ça ne met pas en valeur



l'environnement. Je mettrais plus de verdure que juste de la terre morte.)
Quebec, Supportive

"It's visually pleasing. It gets the message across – a dollar and a tree. It's pretty evident when you see it... [unlike the electric vehicle charger which] I don't think would be super apparent to everyone that walks by it." Ontario,
Indifferent/Ambivalent

"...I've never seen an EV pump [around my community] ...for more remote communities we're not going to know what that looks like...whereas the looney is easy to understand, a pile of dirt with something growing – totally easy to understand." Ontario, Indifferent/Ambivalent

"A lot of parts [are not applicable to those in Northern Canada] ...there are no trees...there are no wind turbines, and there's no electrical power, so it doesn't relate to me as an Indigenous person in the northern parts of Canada at all." West, Supportive

"With the looney and the earth underneath I think is more attention getting. It makes you feel like, okay, they're taking into consideration the economy with the plan for climate control. I feel that's a good visual [for that] ...straight and to the point...we got to protect the earth, and we got to still make money." West, Indifferent/Ambivalent

The visuals from the other out-of-home ads caused some confusion. Most notably, the wrench was not readily associated with job creation. Further, a few participants questioned the use of a wind turbine to speak of less pollution, given perceptions of environmental impacts caused by its production, installation, and eventual disposal. One participant also mentioned that when shown upside-down, the wind turbine may look like a stand for the wrench.

The visuals for the third out-of-home ad were most confusing and disliked. Across sessions, several participants were unable to identify the EV charger image, while others confused it for other items (e.g., a soap dispenser, a gas pump). The EV technology and the visual of the oil barrel were closely associated with more pollution, not less, and thus many suggested choosing a visual that would be more meaningful.



"I'm pretty sure it's something to do with new technology, but I can't see what that is." Ontario, Indifferent/Ambivalent

"The one thing that I think a lot of people will roll their eyes at or get angry is the one poster where it says 'have it both ways' and 'more clean technologies'; the one with the oil barrel and vehicle charger. It feels like a lie, like false advertising. Lithium mining is horrific for the environment." Prairies, Supportive

Some of the colours were considered dull and lacking in contrast, especially the lighter tones. This was felt to be especially problematic when lacking colour contrast with the images, such as in the wrench/wind turbine ad.

The original video shown as a storyboard during the first two days of testing was not well received and caused some confusion. Most notably, many did not understand the reason for comparing the impact of the climate plan (helping the environment and the economy, reducing pollution, and creating new jobs) and finding the perfect gift on sale, especially considering the negative effect of consuming goods on climate change. As such, many participants felt the video was disjointed in its approach and messaging. It was widely believed that the message would be effectively communicated by using only the first half of the video script.

"I did not like the video at all. It was confusing, I could not match the two parts of the video together and it switched too quickly." Atlantic, Indifferent/Ambivalent

"The first part of the video is sufficient to understand the necessary information, while the story of the store is really secondary." (Original quote: La première partie [de la vidéo] est suffisante assez pour qu'on puisse déduire l'information qui est nécessaire tandis que l'histoire du magasin, c'est vraiment secondaire.) Francophones (ON), Supportive

"I understand the 'I found the gift I wanted and it cost me less' aspect and I understand that they want to illustrate the comparison in the slogan with two birds with one stone, but I find the comparison a bit lame, especially as we're talking about the environment and one of the ways to help the environment is to learn to consume better, and here we're talking about consumption, buying a toy. In short, the comparison is lame and far-fetched, and I don't see what it



adds to the message.” (Original quote: Je comprends le côté ‘j’ai trouvé le cadeau que je voulais et il m’a coûté moins cher’ et je comprends qu’ils veulent illustrer la comparaison du slogan d’une pierre deux coups mais je trouve la comparaison un peu boiteuse surtout qu’on parle de l’environnement et une des façons d’aider l’environnement c’est d’apprendre à mieux consommer et là on parle de consommation, d’acheter un jouet. Bref, la comparaison est boiteuse et tirée par les cheveux et je ne vois pas ce que ça rajouter au message.)
Quebec, Supportive

“I was on board with you seeing the beautiful Canadian rivers...panning down a tree. I can totally understand the windmills and the two workers, [but] what I don’t understand is why a worker is suddenly rushing into a store to buy a toy...I’m not sure what the connection is here.” Ontario, Indifferent/Ambivalent

“I really don’t understand how it has anything to do with, or compares to, finding a perfect gift. I think that part can be totally squashed. It doesn’t make sense, but definitely the beginning ... [those visuals] draw you in. That makes me interested in [learning more about the Plan].” West, Supportive

Further, a few questioned the underlying message of showing a lush forest being replaced by a windmill farm, suggesting harm to the environment with trees presumably being cut to build windmills. Further, it was noted that the message of job creation is not visually represented by showing only a couple of workers in the scenario.

“I was thinking about the windmill and having just two people does not speak of job creation.” Prairies, Supportive

“We see some beautiful images at the beginning, and then we come to wind turbines and clear-cutting. You don’t see any trees, just metal and wind turbines. This contradicts what we’re saying about the environment.” (Original quote: On voit de très belles images au début et là on arrive avec des éoliennes et une coupe à blanc. On ne voit plus d’arbre, on voit juste du métal et des éoliennes. Ça vient en contradiction avec ce que l’on dit au niveau de l’environnement.) Quebec, Supportive



"Are we [cutting down and] replacing trees with wind turbines? What's going on here? It could [be seen] as a mixed message." Ontario, Indifferent/Ambivalent

The video script was changed for the third day of testing, and while reactions were generally neutral to positive towards the new script, participants expressed difficulty envisioning the final video as it was presented in a script format, rather than a storyboard.

Across both video scripts tested, the opening landscape scenes were often positively noted as effectively grabbing the audience's attention.

"For the video, I imagined something like the start of Canada Amazing Race. You have beautiful images of our country's landscapes, and that attracts me." (Original quote: Pour la vidéo, j'imaginai quelque chose comme le début de Canada Amazing Race. Tu as de belles images de paysages de notre pays et ça, ça m'attire.) Francophones (NB), Indifferent/Ambivalent

Call-to-Action

The call-to-action was felt to be weaker than that of the concept *It's That Simple*, mainly as the URL is not clearly visible (i.e., too small and overshadowed by the large amount of information in the ads). Again, while there is more information provided as part of this concept, participants generally felt that the message does not include a compelling argument to learn more online.

"When I see Government of Canada ads, it's eye-catching and you look for the message, but every time it doesn't say much. It invites us to go to the website to find out more, but people don't necessarily have the time to look. We should give a little more content in advertising. I don't know what the climate plan is, and it's not something I'm interested in right off the bat." (Original quote: Quand je vois les publicités du gouvernement du Canada ça attire l'œil et tu regardes pour le message mais à chaque fois ça dit pas grand-chose. Ça nous invite à aller consulter sur le site internet pour en savoir plus mais les gens n'ont pas nécessairement le temps d'aller voir. On devrait donner un peu plus de contenu dans la publicité. Je ne sais pas ce qu'est le plan climatique et c'est pas quelque chose qui m'intéresse d'emblée.) Quebec, Supportive



“I’m curious, but I’m not that curious. I’m not curious enough to go to your website. Give me a brief example. How? How is it both effective [at helping the environment] and at creating new jobs.” Ontario, Indifferent/Ambivalent

“The text at the bottom should have something along the lines of like ‘to find out more’ or ‘to learn how you can help’ or whatnot to visit [the website] instead of just giving you a website. [There should be more of a push to go to the site].” Ontario, Supportive

Regional Concept 2 (Have It Both Ways)

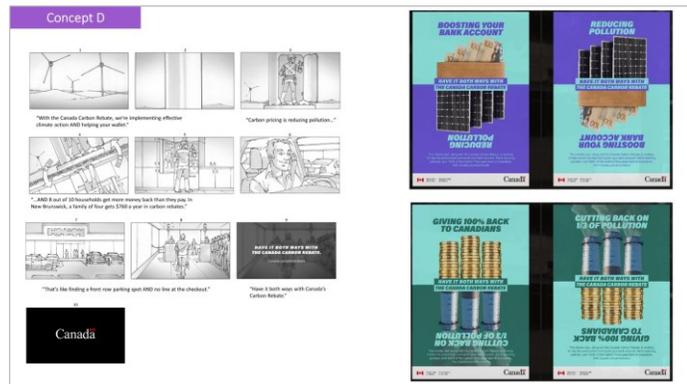
Opinions of the regional Concept 2 (Have It Both Ways) were mixed, and reactions to how the message is conveyed were comparable to the regional Concept 1 (It’s That Simple); however, some of the design components in Concept 2 were disliked.

Sessions conducted with residents of the Prairies, Ontario, and Atlantic Canada were presented with a regional version of Concept 2 which used a similar creative approach as the national concept, while focusing on Canada’s Carbon Rebate.

Intended Message

The message was perceived to be consistent with the national concept *Have It Both Ways* but focused on the Canada Carbon Rebate. The intended message was seen as being that the rebate is good for the environment and the economy.

“It is saying something slightly different [than the national concept] but the premise is the same: it’s good for the environment, it’s good for you.” Atlantic, Indifferent/Ambivalent



Again, a number of participants questioned the value of the Canada Carbon Rebate, and although participants were generally aware of its existence, its purpose is less known. As such, participants less familiar appreciated learning more about the rebate and Canada’s goal of



cutting back on one-third of pollution. Similarly, a few would have liked to have learned more about its outcomes as part of Canada's climate actions.

"We have been having the carbon tax now for a few years and there haven't been a lot of results showing if it's been working. I'd like for this to show us the result of the carbon tax; to see if it's working." Prairies, Supportive

"Not everybody is understanding what the carbon rebate means to you. People get money and goes in your account but do they understand why you are getting the money? This [concept] does not clarify that." Prairies, Supportive

"Why the whole cash back? The government using the word cashback alone is such as deterrent. What does that mean? Who is paying for this and where is the money coming from? It sounds like, here is another way to get free money back but where is it coming from?" Atlantic, Indifferent/Ambivalent

"The only thing that jumped out [to me, that I liked] is 'cutting back on 1/3 of pollution'. I was like, 'oh, that's interesting'. You're saying that what we've done through the carbon tax is we're effectively cut back 1/3 of pollution because of this strategy. So, at least you're claiming something [specific]...[that said, I'm still not convinced by that]." Prairies, Indifferent/Ambivalent

As with the regional version of Concept 1, a number of participants questioned the claim that eight out of 10 households get more money back than they pay.

"When it says, '8 out of 10 households get more money back than they pay', what do they mean by that?" Prairies, Supportive

While participants mentioned that they would like to see more specific information about the Canada Carbon Rebate (and the climate plan, generally) in the ads through facts and statistics, a few questioned the use of percentages as they do not provide an accurate picture. For example, one participant questioned whether reducing pollution by a third was a successful outcome based on Canada's goals.



Approach/Design

The visuals used in the out-of-home ads were generally deemed easier to recognize than those in the national concept. While the images on the out-of-home ads featured items that were easier to recognize, their underlying message was disliked.

A couple of French-speaking participants from outside of Quebec mentioned not being familiar with the term “renfloue” which for them referred to being unclear (“rendre flou”).

The consumer scenes in the original video shown during the first two days of testing, namely the driver having secured a good parking spot at the store and accessing the check out without a line up seemed out of place with the environmental-related message conveyed in the first part of the video. It was felt to be a trivial success, and unrelated to the topic of climate change or climate action. Further, a few felt that showing someone driving a vehicle was not corresponding to a desired behaviour to lower carbon emissions.

“It’s that switch over to the randomness of going into a store that I don’t understand [the connection to] having it both ways. It just doesn’t make sense to me.” Ontario, Indifferent/Ambivalent

The scenario was changed for the third day of testing and presented as a script. While the approach did not cause any negative reactions, participants were also not excited about it, as many were unable to visualize the video from the script.

Personal Relevance

As with the other regional concept, this concept held limited personal appeal to participants. While some found this concept to be more informative in terms of providing specific statistics in the out-of-home ads (i.e., 100% back to Canadians; cutting back on 1/3 of pollution) and found the use of monetary visuals to be attention getting, some questioned the accuracy of these statements. Those who do not receive the Canada Carbon Rebate or those who reported paying notably more in fuel charges tended to be more skeptical.

Additional Information



The idea of big polluters paying their fair share of the cost of climate action was considered an important message, but one that would be best communicated as part of a different campaign.

After both national concepts were presented, participants in focus groups on the first two days of testing were asked how they would feel about hearing or seeing as an additional message that big polluters are paying their fair share and that the cost of climate action is not being unfairly downloaded onto individuals. While this was considered an important message, most participants believed that adding this information would unnecessarily complicate the existing message given the complexity of this additional topic (i.e., big polluters and responsibilities). As such, it was believed to be more appropriate as part of a separate campaign, or as additional information on the website.

"It would be too many messages in one concept. It's too confusing. And it's not that simple." Prairies, Supportive

"It's something I'd like to have seen, something that would drive me to the website. But it has to be said in a concise way like, 'look who's going to pay more', or 'look at the new balance sheet', something that makes me go to the site to find out." (Original quote: C'est quelque chose que j'aurai aimé voir et qui m'aurait poussé à aller sur le site web. Mais il faut que ce soit dit de façon concise comme, 'regarde qui paiera plus', ou 'regarde le nouveau bilan', quelque chose qui m'incite à aller voir le site pour m'informer.) Francophones (ON), Supportive

"It's a different theme and doesn't necessarily reinforce the message. And there are a lot of people who think that paying to counteract the negative aspects that companies have on the environment isn't enough; there's more to it than just paying your fair share. There are many environmental concepts that are more complex than just saying they're paying their fair share; it's green washing." (Original quote: C'est une autre thématique et ça ne renforce pas nécessairement le message. Et il y a beaucoup de gens qui pensent qu'on est rendu ailleurs que de payer pour contrer les aspects négatifs que les entreprises ont sur l'environnement ce n'est pas assez; il y a autre chose à faire que de payer sa juste part. Il y a plusieurs concepts en environnement qui sont plus



complexes que de dire ils payent leur juste part; on fait du 'green washing'.)
Quebec, Supportive

Across sessions a few also noted that while they agreed with the sentiment that big polluters should be paying their fair share, they would be skeptical of any such claim. Moreover, a few also questioned the broader economic impact of imposing certain environmental requirements on big business.

"I mean that seems fair...but the big question is, okay, how does that affect the economy? If we're taxing the big corporations that provide all the jobs, [what if they move]?" Ontario, Indifferent/Ambivalent

"I personally like [the idea]. I mean, if we're really going to make a change individually, that's great that we're all doing [that], but I think if we really want to make an impact, I think these major corporations have to [get in line] with the rest of us. So yeah, I'm all for it...but does that really mean that these major corporations are [really going to do it] ..." West, Supportive

"Don't just say [big polluters are paying their fair share], prove it...I'd love to see some numbers behind it for them to prove it. If they're not going to prove it, don't tell me [that] because I don't believe you." Ontario, Supportive

Preferred Concepts

The national concept Have It Both Ways held greater appeal and performed slightly better at communicating the campaign message about the climate plan, while the concept It's That Simple is slightly more effective at drawing attention to the website.

Following the discussion of each of the two concepts, participants were asked to choose the national concept that best communicates that Canada's climate plan benefits both the environment and the economy; the regional concept that best communicates that with the Canada Carbon Rebate, Canada has a strong climate plan, while helping your wallet; the approach that would make them go to the website to find out more about Canada's climate plan; and the approach that is most compelling to them personally.



It is worth noting that while a choice of concept was forced in this exercise, a few participants in each region mentioned that neither concept was compelling to them.

"I really did not like any of them. Saying 'it's that simple' really bugs me and you really can't have it both ways. It's not true." Atlantic, Indifferent/Ambivalent

The following provides an overview of concept choices across sessions, as well as by segment, region, and language:

Best at communicating that Canada's climate plan benefits both the environment and the economy

The national concept *Have It Both Ways* performed slightly better at communicating that Canada's climate plan benefits both the environment and the economy. This concept was strongly preferred by the *Indifferent/Ambivalent* segments, while the *Supportive* segment's preference was divided between both concepts. Looking at languages, English-speaking participants were divided in their choice of the best concept to convey the campaign message, while French-speaking participants voiced a preference for the *Have It Both Ways* concept.

[Referring to the national concept Have It Both Ways] "It more clearly shows [the message] in the video portion. It gives the example that we are reducing pollution; it shows wind turbines, and it creates the jobs and the employees and that at least paint a picture with examples." Prairies, Supportive

"[Have It Both Ways] I think shows that it's more beneficial for both [causes] because it's like killing two birds with one stone, whereas [It's That Simple] shows us that it's easy, it's simple, you can do it." (Original quote: Le concept [Une Pierre Deux Coups] je trouve qu'il démontre plus que c'est bénéfique pour les deux [causes] à cause du 'une pierre deux coups', tandis que le concept [C'est Aussi Simple Que Ça] nous démontre que c'est facile, c'est simple, t'es capable.) Francophones (NB), Indifferent/Ambivalent

[Referring to the national concept It's That Simple] "Visually, it's easier to see how the two concepts fit together with Canada's climate plan. And it makes you want to read more on the subject." (Original quote: Visuellement on le voit mieux la manière que les deux concepts s'imbriquent dans le milieu avec le Plan



climatique du Canada. Et il amène plus à vouloir aller lire davantage sur le sujet.) Quebec, Supportive

[Referring to the national concept Have It Both Ways] "It's more conveyed in the message, it's written in big letters. But I don't find it explains how it's good for the environment and the economy. The other one puts more emphasis on the fact that it's simpler and more accessible." (Original quote: C'est plus véhiculer dans le message, il est écrit en gros. Mais je ne trouve pas qu'il explique comment il est bon pour l'environnement et l'économie. L'autre ça met plus l'accent sur le fait qu'il est plus simple et accessible.) Quebec, Supportive

Best at communicating that with the Canada Carbon Rebate, Canada has a strong climate plan, while helping your wallet.

None of the regional concepts stood out as best at communicating that with the Canada Carbon Rebate, Canada has a strong climate plan while helping your wallet. Mixed opinions were evident across regions, segments, and languages.

[Referring to the regional concept It's That Simple] "I like the simplistic design and arrows. It's straightforward and to the point. But I don't like the video." Atlantic, Indifferent/Ambivalent

[Referring to the regional concept It's That Simple] "I felt it was more simple, clear and straight to the point and I love the fact that one of the diagrams on the poster talks about how it will result in one-third of emission reduction by 2030, so I felt that it was clearly communicating what the carbon rebate is about and what they are hoping to gain out of it and the whole climate action plan." Prairies, Supportive

[Referring to the regional concept Have It Both Ways] "It's easy to see what they're trying to demonstrate just with the images and words." (Original quote: C'est facile à voir ce qu'ils veulent démontrer juste avec les images et les mots.) Francophones (NB), Supportive

[Referring to the regional concept It's That Simple] "The images are simple and easy to understand. I'm very visual so if I see circles and rectangles, I'm going to focus on that to see what's inside." (Original quote: Les images sont simples et



faciles à comprendre. Je suis très visuel donc si je vois des cercles et des rectangles je vais m'attarder à ça pour voir ce qu'il y a dedans.) Francophones (NB), Supportive

"I don't think a lot of people understand how [the rebate] works, like, why we pay a tax and then why we're getting a rebate back. I don't think it's explained very well where the money is going in the first place to warrant a return. So, I think there's just fundamentally a lack of education on that...and even in all these [ads], none of these explain why people are being taxed or where it's going to help reduce pollution." Ontario, Indifferent/Ambivalent

Best at encouraging visiting the website for information

Although none of the concepts were considered as having a strong call-to-action, the approach *It's That Simple* performed slightly better at encouraging participants to go to the website to find out more about Canada's climate plan. This concept was more often chosen by French-speaking participants, notably Quebec participants, while the preference of English-speaking participants and francophones outside of Quebec was divided between both concepts. Opinions were also divided across segments, although both *Indifferent/Ambivalent* and *Supportive* participants voiced a slight preference for the *It's That Simple* approach.

"I chose the [Have It Both Ways] approach [by default]. I like the simplicity of the images in the [It's That simple] approach, but I find that the ad has failed in the sense that even if I read it all, it didn't convey any message to me, and I'm going to move on to something else." (Original quote: J'ai choisi l'approche [Une Pierre Deux Coups] [par défaut]. J'aime la simplicité des images de l'approche [C'est Aussi Simple Que Ça] mais je trouve que la publicité a échoué dans le sens que même si je la lis toute, elle ne m'a pas véhiculé de message et je vais passer à autre chose.) Francophones (ON), Supportive

"I chose the [It's That Simple] approach because the lack of information made me curious. As a general rule, if my curiosity is piqued, I'm curious enough to go and see. If I'm given too much information, it makes me less curious." (Original quote: J'ai choisi l'approche [C'est Aussi Simple Que Ça] parce que l'absence d'information m'a rendu curieux. En règle générale, si on me donne la pique je suis curieux assez pour aller voir. Si on me donne trop d'information ça me rend moins curieux.) Francophones, Supportive



[Referring to Concept It's That Simple] "We're led to look at the bottom left on the part highlighted in yellow, and I find that it's the most effective way of passing on the information to go to the website." (Original quote: On nous amène à regarder en bas à gauche sur la partie surlignée en jaune et je trouve que c'est celui qui est le plus efficace de passer l'information d'aller sur le site web.) Francophones (NB), Indifferent/Ambivalent

[Referring to the concepts broadly] "I think anyone that actually cares may go to the website to look. Yet this does not bring in the people that do not care [currently], and that's probably more the goal. [Showing some of the benefits/achievements to date] may bring those that do not care as much to the website." West, Supportive

Most compelling concept overall

Overall, the concept *Have It Both Ways* was considered slightly more personally compelling, although none of the approaches were effective at fully engaging the target audience. This concept was preferred by the *Indifferent/Ambivalent* segments, while the preference of the *Supportive* segment was divided between both concepts.

"[I prefer the 'Have it Both Ways' concept]. [The video ad has] a personal connection to where I was born and raised, surrounded by trees...the ['It's that Simple' concept] is just too simplistic and I feel it's very cold...this isn't a light issue. It's a serious issue...[and 'Have it Both Ways' tells me] it's a serious issue, but at the end of the day, we're going to be able to turn this around into a positive, and a win-win for everyone, so it's a stronger message." West, Supportive

Conclusions

As Environment and Climate Change Canada moves to further develop its Climate Plan Advertising Campaign, results of the qualitative research highlight key items for consideration. The following provides conclusions from the research findings.



- ***A few considerations are common to all concepts, notably in terms of the approaches' inability to effectively engage the target audience with the climate plan and the Canada Carbon Rebate.***

While both concepts effectively communicated the overall message that the Canada climate plan is good for the environment and the economy, they did not demonstrate the effectiveness of climate actions on lowering pollution or improving the economy. This in turn somewhat affected the campaign message's credibility and the level of engagement. Given participants' limited familiarity with the climate plan and Canada Carbon Rebate and their limited desire to learn more about these topics, the concepts failed to provide strongly compelling arguments to visit the website for more information. Although the concepts address the goal of educating the public about these climate actions, they did not elicit an interest in learning more. Findings suggest there may be merit in reconsidering how the Canada Carbon Rebate is positioned in the campaign given the emotional reactions some had about the rebate seemingly due to a lack of understanding of how it works and a perception of unfairness.

- ***The simplicity and unfussiness of national Concept 1 (It's That Simple) implied that the balance between helping the environment and supporting the economy was easy to achieve with Canada's climate plan; however, the hand-written design and minimalistic messaging suggested that the Plan is unfinished or that it lacks sufficient substance to create meaningful change.***

Lukewarm to slightly negative reactions were offered regarding the national concept *It's That Simple*, although the approach was seen as both a strength and a weakness. The simplicity and originality of its design helped draw attention and strongly conveyed that Canada's climate plan is a straightforward topic and that it is simple to achieve a balance between helping the environment and supporting the economy. That said, the simple scenario and 'child-like' hand-written sketches implied that climate actions are not important and that the climate plan is only in the initial stages, is unfinished or has not given the appropriate level of attention. This contradicts the perceptions that climate change is a complex issue that needs to be addressed.

The tagline, *It's that simple*, and its English alternative, *It's simpler than you think*, generally held the same connotation and elicited similar reactions.



From a design standpoint, the Venn diagrams that featured the climate plan in the middle were preferred for the message clarity, and the yellow appeared to highlight the important components. When presented with two wording options, French-speaking participants preferred the reference to “renforce l'économie” rather than “stimule l'économie” as it implied building upon the economy rather than starting from scratch.

While the target audience was perceived to be broad, the concept failed to engage the target audiences given that it does not properly explain the relationship between the climate plan and the various claims regarding the economy and the environment (e.g., more jobs, less pollution), and it was seen as trivializing the topic of climate action. That said, attention is effectively drawn to the call-to-action given that the URL is highlighted in yellow.

- ***While the campaign message was effectively conveyed in the regional Concept 1 (It's That Simple), confusion around the statistics provided, incomplete information on the eligibility criteria to receive the Canada Carbon Rebate, limited interest in the topic, and frustration among those who do not receive it led to negative reactions towards this approach.***

While the focus on the Canada Carbon Rebate was clearly understood in the regional concept *It's That Simple*, the information provided caused confusion, elicited questions, and brought on resentment from those who do not receive the rebate. Those claims resulted in questions about the eligibility criteria to receive the Canada Carbon Rebate and how it is being calculated. The statement suggesting that some households are not receiving more with the Canada Carbon Rebate than they spent on fuels also introduced an element of unfairness. There was also some confusion with the term “carbon pricing” used in the out-of-home ads, which was sometimes understood as being the carbon rebate. In addition, the poster showing the equation “Your Canada Carbon Rebate minus your fuel charges equals cash back” was sometimes understood as the more you spend on fuels, the higher the Canada Carbon Rebate you receive.

The original and modified video conveyed the message effectively despite issues with the scenario. The original version implied to some participants that the Canada Carbon Rebate is so simple that even a less educated person, such as a janitor, would understand it, something they took offense with. The revised version with the intern presenting information on the rebate to senior managers who have no follow-up questions and appeared to have limited interest implied that the topic of the Canada Carbon Rebate is not given any importance.



Confusion around the statistics provided, incomplete information about the Canada Carbon Rebate, and limited interest in the topic affected the concept's appeal and personal relevance among the target audiences.

- ***Design elements of the national Concept 2 (Have It Both Ways) grabbed attention and the dual benefits of Canada's climate plan were understood; however, the scenario, the imagery, and the amount of information presented were somewhat criticized.***

Reactions to the national concept *Have It Both Ways* were lukewarm to slightly positive. The design elements (e.g., use of photography, colour contrast, upside-down components, landscape scenes in the video) held appeal and the message that Canada's climate plan is good both for the environment and the economy was well received and supported by the "upside-down" design and the tagline. That said, both the video and out-of-home ads were seen as content-heavy, affecting the likelihood of taking the time to watch the entire video or fully read the posters. This concept also relied somewhat on video exposure to help explain the concept in the out-of-home ads. The concept did not engage the target audience effectively, in part because it is not informative regarding the specific climate actions and outcomes of the climate plan.

From a design standpoint, the choice of visuals caused some confusion. The wind turbines, EV charger, and oil barrel were considered as having some negative environmental impact, thus being misaligned with the message. The colour contrast in the EV charger/oil barrel ad grabbed attention, but the colour choice in the other ads did not stand out as much. The "upside-down" approach received mixed reactions but was believed to be appropriate to support the message.

The original video showing two scenarios caused confusion and was felt to be unnecessary. The first part of the video was on-message, but the purpose of the second part was unclear. Further, it featured consumerism which has environmental impacts, and thus in opposition with a climate action plan. Likewise, the first part of the video also implied that clear-cutting of a forest was needed to build a wind farm. Finally, showing a larger number of workers would be best at conveying the concept of more jobs being created. The video script was modified for the third day of testing, and while reactions were generally neutral to positive, participants expressed difficulty envisioning the final video when presented with a script rather than a storyboard.



- ***Opinions of the regional Concept 2 (Have It Both Ways) were mixed, and reactions to how the message is conveyed were comparable to the regional Concept 1 (It's That Simple); however, some of the design components in Concept 2 were disliked.***

The regional concept *Have It Both Ways* communicated that the Canada Carbon Rebate contributes to improving the economy and reducing pollution in an effective manner. That said, limited understanding of the Canada Carbon Rebate led to participants reacting to the claims made much in the same way as they did with the regional concept *It's That Simple* in terms of the rebate's eligibility, calculation, and perceived unfairness. Again, the use of percentages elicited various interpretations, with an expressed preference for absolute numbers instead.

From a design standpoint, the visuals from the out-of-home ads were easily recognizable, although showing smokestacks implied more pollution. The term "renfloue" was not familiar to a few French-speaking participants outside of Quebec. Reactions to the video were similar to those from the national concept, in that the second part was seen as unnecessary to understanding the message. The modified video script did not elicit negative reaction nor excitement, likely given the limitation of the testing format (script rather than storyboard) and participants' difficulty in envisioning the final video.

- ***The idea of big polluters paying their fair share of the cost of climate action was considered an important albeit questionable message, that would be best communicated as part of a different campaign or within the climate plan's website.***

After reviewing both national concepts, participants in the focus groups on the first two days of testing were asked how they would feel about hearing or seeing as an additional message that big polluters are paying their fair share and that the cost of climate action is not being unfairly downloaded onto individuals. While the topic was considered important, there was some skepticism regarding the veracity of this claim. At the same time, the topic was considered too complex to be added to the current campaign message, thus warranting its own communication initiative, or adding information online.

- ***The national concept Have It Both Ways held greater appeal and performed slightly better at communicating the campaign message about the climate plan, while the concept It's That Simple is slightly more effective at drawing attention to the website.***



After reviewing all concepts, participants were asked to select the strongest based on four criteria. The national concept *Have It Both Ways* performed slightly better at communicating the campaign message that Canada's climate plan benefit both the environment and the economy, especially among the *Indifferent/Ambivalent* segments and French-speaking participants. Regionally, neither concept was seen as outperforming the other in communicating that with the Canada Carbon Rebate, Canada has a strong climate plan, while helping your wallet. This is likely due to the topic's complexity that was not perceived as well conveyed through the facts and statistics presented.

Despite none of the concepts having a strong call-to-action, the approach *It's That Simple* was slightly better at directing the target audience to the website to find out more, as it visually highlights the URL. This concept preference was evident across both segments, while it was a little strong in Quebec compared to other regions. Finally, the concept *Have It Both Ways* was considered slightly more personally compelling, notably with the *Indifferent/Ambivalent* segments, although none of the approaches were effective at fully engaging the target audience.

Direction

The following provides direction for ECCC based on the analysis of research findings, to guide the final development of its advertising campaign.

- 1. Given the risks associated with the concept *It's That Simple* in oversimplifying a concept that is perceived as complex, the concept *Have It Both Ways* should be further developed, with a few considerations.**

While the minimalistic approach of the concept *It's That Simple* was attention-grabbing, the implication that it is simple to address climate change while supporting the economy through Canada's climate plan lacks credibility. As such, the concept *Have It Both Ways* should be further developed despite its moderate appeal. In finalizing the creative concept, a few things should be considered:

- Carefully consider the choice of images for the out-of-home ads to ensure that the images are meaningful, easily recognizable, and that they effectively



convey the intended message of less pollution/better for the environment and more employment.

- When showing environmental initiatives/green technologies, consider the impact on the environment when choosing those visuals. For example, the production and installation of wind turbines were seen as having some negative impacts on the environment, especially when showing a lush forest being replaced by a wind farm.
- Ensure good colour contrast in the out-of-home ads to capture attention.
- Explain how the climate plan has already helped the environment and the economy by providing simple facts and statistics.
- Focus not only on the number of jobs created, but also on the quality or type of jobs and how job creation will be seen across the country to make it more relevant and meaningful to the audience.
- Where possible, use numbers rather than percentages to illustrate climate action achievements. Beware of referencing facts that excludes individuals without properly explaining the reasons to avoid perceptions of unfairness.
- Provide a more compelling case to direct viewers online about the climate plan or Canada Carbon Rebate.
- Ensure the video features scenes that are related to each other, such as those presented in the most recent scripts tested. Avoid referencing activities that would appear in conflict with desirable climate actions.

2. Consideration should be given to the target audience's limited familiarity with the Canada Carbon Rebate in how it is being positioned or explained in the advertisements to avoid confusion and negative sentiments.

Although participants were generally aware of the Canada Carbon Rebate, their level of understanding with this climate action is limited, notably in terms of how its role as a climate action, how eligibility is determined, its outcomes, and how it is calculated. The provision of facts would be an important education tool in the campaign material, but the choice of statistics to be shared should be carefully considered to ensure they present clear and unbiased information that does not



suggest unfairness. Attention should also be paid to ensure that claims are consistent across campaign materials.

- 3. The topic of large enterprises paying their fair share, so the cost of climate action is not unfairly downloaded onto individuals is of value, but best communicated in a separate ad campaign, or on the campaign website.**

This topic was generally seen as important in the discussions regarding climate action, although one that elicit some skepticism as to its effectiveness on helping achieve climate goals. Participants generally felt that taxing businesses does not always result in reducing their environmental impact and thus is not necessarily an effective climate action. In addition, some felt that individuals end up bearing the financial cost through increased retail prices. Nonetheless, it is a topic that is of interest and within this context, there is merit in considering targeted communication materials outside of the current campaign, or having related information online.

- 4. The French term “renforce” should be considered instead of the term “stimule” to speak of strengthening the economy.**

Given that the term “renforce” speaks of building upon the current situation rather than starting from scratch, it should be used when referencing that the climate plan helped the economy.

Methodological Report – Advertising Campaign Evaluation Tool

Background

Climate change communication and education is recognized as a priority in the Paris Agreement and the UN Sustainable Development Goals (SDG 4.7). A Canadian population that is knowledgeable about and engaged in climate action is essential for the social and economic transformation necessary to exceed Canada's 2030 Paris target and to achieve net-zero emissions by 2050.



The campaign highlighted national overarching messaging and misconceptions tailored to key markets.

The campaign aimed to better inform Canadians on Canada's climate plan while driving them to a webpage for more detailed and engaging information suited for all regions and audiences.

The campaign targeted the moveable middle. This includes those who are supportive, indifferent and ambivalent, as per previous population segmentation based on climate engagement levels, as they are growing in numbers and amenable.

Research Objectives

The purpose of this quantitative research is to evaluate the advertising campaign via before campaign and after campaign surveys using the Government of Canada's Advertising Campaign Evaluation Tool, issued by the Communications and Consultations Secretariat of the Privy Council Office.

ACET evaluations are required to help improve the Government of Canada's ability to consistently evaluate major advertising campaigns, and to assist departments in complying with requirements in the Directive on the Management of Communications.

The following criteria are used to gauge the effectiveness of the *Canada's Climate Plan* advertising campaign:

1. A Pre-Campaign (baseline) Evaluation using the standardized ACET baseline online survey, assess pre-campaign awareness of the subject matter, including:
 - Recall of Government of Canada advertising on environmental initiatives; and
 - Baseline assessment of the measures related to the advertisement's objectives.
2. A Post-Campaign Evaluation using the standardized ACET Post-Campaign online survey, to determine if:
 - An increase of recall relative to the baseline ACET of Government of Canada advertising concerning environmental initiatives;
 - There is strong aided recall of the campaign's creatives. This includes where Canadians saw the advertisements and whether they can identify them as from the Government of Canada; and if



- *Post measurement of ads increased respondents' knowledge of the topic after seeing the ad.*

Target Population

The campaign targeted Individual Canadians that fall on the spectrum of “allies” (Supportive, Ambivalent and Indifferent groups), based on the Program of Applied Research on Climate Action (PARCA) segmentation, within any age group.

Audience segmentation is based on the ongoing longitudinal research conducted by the Program of Applied Research on Climate Action (PARCA), a multi-year program of research on climate change - which found that an individual's likelihood of pursuing pro-climate behaviour is more aligned with beliefs and perceptions than other more traditional demographics. The segments are outlined below:

Committed: Overall, most receptive to beliefs, social norms, willingness, and affective response to climate change highly anxious and least hopeful. Most committed to action on climate change.

Supportive: Endorsement of belief in climate change, less anxious and worried about climate change. Most well-rounded group of all.

Ambivalent: Endorsement of climate belief but ambivalent affective response to the issue. Willing to make changes but not leading the charge.

Indifferent: Most neutral group. No strong pull toward support or opposition, other than in terms of a slight belief in climate change, no endorsed beliefs towards negative impacts of climate.

Resistant: Most resistant to beliefs about climate change and its impacts. Most unconcerned with climate change and less likely to support any initiatives.

Methodology Summary

The baseline survey was conducted between October 3 and October 9, 2024; required an average of approximately 7.6 minutes to administer (combined English and French); and had a completion rate (among panelists known to have accessed the survey) of 57.8%.



The post-campaign survey was conducted between February 18 and February 25, 2025; required an average of approximately 10.1 minutes to administer (combined English and French); and had a completion rate of 51.9%.

The email contact records for the research were drawn from panelists administered by The Logit Group of Toronto, Ontario. There was a total of 2,011 surveys completed in the baseline survey and a total of 2,020 surveys completed in the post-campaign survey.

Research Usage

The research activities covered in this methodological report entail a baseline survey, establishing baseline recall metrics on the examined subject matter, and a post-campaign survey conducted after the campaign to evaluate its effectiveness. Specifically, this research took the form of measuring awareness of the subject matter with the audiences in question. The goal of the campaign was to highlight a national overarching message of the Canada's Climate Plan clearing misconceptions tailored to key markets. Advertising campaign evaluation is mandatory under the Directive on the Management of Communications of the Government of Canada, when the advertising media buy exceeds \$1 million. ACET-related data collections are used for all major Government of Canada advertising campaigns in order to consistently evaluate these campaigns, as a means of complying with key requirements in the Government of Canada Policy on Communications and Federal Identity.

Expenditure

The project (POR 006-24) had a full contract value of \$118,774.30, including HST.

This total value included the qualitative creative testing and the advertising evaluation surveys, both detailed in this report.

Contract Value (Qualitative – creative testing): 70,828.40 (tax included)

Contract Value (Quantitative – advertising evaluation surveys): \$47,945.90 (tax included)

Study Methodology

This research utilized the Government of Canada's Advertising Campaign Evaluation Tool and was administered to a sample of Canadians 18 years of age or older. Baseline data collection



was conducted online from October 3 to October 9, 2024 and the post-campaign data collection was conducted from February 18 to February 25, 2025, after the bulk of the advertising campaign had taken place. This approach allows a comparison of awareness and opinions over time, and comparison to other Government of Canada advertising campaigns.

Questionnaire Design

The questions used in this study were based on the Government of Canada's standard Advertising Campaign Evaluation Tool questionnaire, a standardized questionnaire issued by the Communications and Consultations Secretariat of the Privy Council Office. To measure ad recall, the survey respondents were aided in the post-campaign survey by way of being shown on-screen advertisements from the *Canada's Climate Plan* advertising campaign. No ads were displayed in the baseline survey as it aimed to assess recall and opinions prior to the advertising campaign's launch. In the post-campaign wave, the respondents were subsequently asked a series of questions about the advertisement. Narrative Research ensured that respondents were able to complete the survey on various platforms including computers, tablets or smartphones.

As required by Government of Canada standards, English and French pretest surveys were collected. As well, a line of questioning was included at the end of the pretest surveys in which respondents were asked if they encountered any questions or survey wording that was difficult to understand. Two respondents offered specific commentary for the baseline wave concerning a lack of understanding or clarity of one of the survey questions, from a comprehension perspective. Given that the question had been posed successfully various times in the past and the comments following did not suggest comprehension-related issues with the survey, no changes were made to the questionnaire.

Sampling

The survey approach utilized was designed to be administered to an online general public panel sample of approximately 2,000 Canadian adults (18+) during each wave. Narrative Research ensured that the surveys collected closely reflected the adult Canadian general population in terms of gender and age group and by region, with respondents falling across the spectrum of 'allies' (Ambivalent and Indifferent groups), as well as 'supporters' (Committed and Supportive groups) and those who tend to oppose climate action (Resistant group), which were derived via the Program of Applied Research on Climate Action segmentation.



Specifically, to ensure robust samples in both the baseline and post-campaign wave that approximate the true population parameters for age (18-34, 35-54, and 55+), gender (male/female), and region (Atlantic, Quebec, Ontario, MB/SK/NU, AB/NT, BC/YT), quotas were implemented. However, there were no specific quota targets for the above-mentioned PARCA segments, although sufficient surveys were collected from each of these groups to allow for robust analysis of the resultant survey data. Age and gender quotas were implemented *per region*, and statistical weighting of the survey data was implemented to adjust for the small differences between the target data collection quotas, and the actual distribution of survey completions. Implementing minimum quotas for Indigenous Canadians were also applied during sampling to reach this audience of interest to ECCC, but are not necessarily representative per region, or for Canada overall.

Contact Records Source

Narrative Research utilized the services of The Logit Group for this research. The Logit Group's online general population panel is comprised of over 600,000 Canadian residents nationally, with sound representation across regions. Logit Group panelists are recruited from a large number of sources to maximize reach and representation. The recruitment policies of The Logit Group's partners (SSI, Toluna, Asking Canadians, and Research Now) are broad in scope. Survey data quality rests on many different factors, including sourcing of panelists who are vetted, using ongoing quality checks such as eliminating panelists who are no longer active, and so forth. The following are panel member sources for Logit Group studies:

- *Email invitations: pre-authorized to opt in lists from associations and groups*
- *Social media: advertising and social groups on leading social media platforms*
- *Media platforms: advertising on online media platforms both niche and mainstream*
- *Use of major recruiting brands*
- *Loyalty programs*
- *Targeted audiences*
- *Web and social networking sites*
- *Targeted emails by The Logit Group's online partners to their members or subscribers*
- *Referral programs*

The Logit Group has established a variety of quality assurance processes to proactively identify invalid respondents. For example, the company has incorporated methods to quickly identify and flag straight-lining speedsters (i.e., respondents who give the same responses to all questions as a means of quickly finishing the survey), thereby monitoring whether panelists are



able to provide thoughtful and accurate responses to survey queries. Panel members are monitored against Statistics Canada data to gauge statistical representation. Regular profile refreshing campaigns are conducted to incentivize panelists to remain active; these can also contain new questions in order to target specific niche audiences more precisely. Panelists' participation is rewarded with their choice of HBC Rewards bonus points, Aeroplan Miles or Petro Points, as well as various prizes.

The sampling procedure reflected a mix of online panel members, with exclusions from the randomization process being based upon, for example, whether a panelist had received their monthly maximum number of survey invitations.

Survey Administration

Survey Programming and Testing

The online surveys were programmed by Narrative Research in both English and French, using Voxco Acuity programming software. Respondents in both the baseline and post-campaign wave were able to complete the survey in the official language of their choice. Respondents had the option to select the official language of their choice at the beginning of the questionnaire. Assistance in completing the surveys was available at the respondents' request through the panel supplier, The Logit Group. Respondents were able to verify the legitimacy of the survey via representatives from Narrative Research, or via the survey registration system made available via the Canadian Research Insights Council (CRIC), Canada's national research agency for this sector. The programmed surveys were tested to ensure question order and skip patterns were properly implemented. Testing included Narrative Research researchers ensuring accuracy of the programming in terms of functionality, accuracy against the survey questionnaires, and so on. Environment and Climate Change Canada staff were also provided with pre-test links for review.

A total of 133 English and 38 French pretests were completed on October 3, 2024 for the baseline survey, while a total of 40 English and 24 French pre-tests were completed on February 18, 2025 for the post-campaign survey. These pretest survey completions were conducted via a survey "soft launch" whereby a small number of panel respondents accessed the survey. The pretesting of the surveys allowed the collected data to be reviewed to ensure accuracy and to identify any programming aspects that should be modified. Pretest respondents were asked if they had any difficulty understanding any aspect of the survey. As noted previously, while two in the baseline wave indicated they experienced difficulty, the follow up commentary suggested



there were no comprehensions issues. As such, it is safe to assume that no substantive data quality issues arose as a result of the pre-testing, and thus the pretest data was maintained in the final data sets once post-campaign survey is complete.

Data Collection

The baseline survey was administered from October 3 to October 9, 2024, while the post-campaign survey was administered from February 18 to February 25, 2025. It is important to note that for various reasons, a small percentage of submitted online panel surveys is often removed from study data sets after submission, for reasons related to quality issues (e.g., non-intelligible verbatim responses, straight-line speedsters, etc.). Such was indeed the case in these surveys, as Narrative Research's initial quota targets in each wave exceeded the overall final requirement of 2,000 questionnaires. A total of 2,011 surveys were included in the final data set in the baseline survey and 2,020 in the post-campaign survey.

The baseline survey required a mean average of approximately 7.6 minutes to administer (combined English [7.6 minutes] and French [7.5 minutes]), while the post-wave survey required a mean average of approximately 10.1 minutes to administer, combined English [10.2 minutes] and French [9.3 minutes].

A non-probability sample approach was implemented given that the study was designed to be conducted among online Canadian general public panelists. All such panels are inherently non-probability in nature, given that panelists self-select to become members of such panels, and not all adult Canadians belong to such a panel. The tables below for the baseline and post-campaigns display regional, gender, and age data in terms of the actual distribution of Canadians as catalogued in the 2021 Statistics Canada Census.

As well, approximate regional, gender, age and key special demographic quota targets are detailed (both in terms of the actual *number* of surveys completed, and the *percentage* of all surveys completed). The tables on the pages below present data with the weighted and unweighted *number* as well as *percentage* of surveys collected, for relevant demographic dimensions for each wave.

Data Tabulation: There was a total of 36 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (6: Atlantic, Quebec, Ontario, MB/SK/NU, AB/NT, and BC/YT); Age group (3: 18–34, 35–54, and 55+); Gender (2:



Male, Female). The 36 overlapping or interlocking statistical weighting cells thus were derived from Region (6) x Age (3) x Gender (2) dimensions = 36 unique statistical weighting cells. Population data for the 36 statistical weighting cells were obtained from Census of Canada, and can be found here:

- 2021 Statistics Canada Census Data (baseline and post-wave): <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=9810002001>

With such a large number of weighting cells, it was necessary to combine specific cells due to the fact that sample sizes for specific cells were small or empty, and therefore would have led to quite large weights if left separate. Combining weighting cells is a common approach in such instances, and it explains why the final weighted data distribution differs slightly from the actual population distribution, along certain dimensions. Nonetheless, it is suggested that the quantitative impact of implementing this approach was very modest, thereby recommending the specific statistical weighting approach as helpful.

It should also be noted that a small number of individuals were not able to be placed into one of the 36 weighting cells due to the fact that they identified as gender diverse or preferred not to answer the gender question (seven in the first wave, and eight in the second wave). For tabulation purposes, these individuals were given a weight value of 1.0.

Pre-Campaign/Baseline Wave Survey – October 2024 (Percentages may not sum exactly to 100%, owing to rounding)							
	2021 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
Atlantic	6.7%	200	10.0%	191	9.5%	136	6.8%
Quebec	23.0%	400	20.0%	415	20.6%	461	22.9%
Ontario	38.6%	620	31.0%	648	32.2%	777	38.6%
MB/SK/NU	6.5%	232	11.6%	173	8.6%	131	6.5%
AB/NT	11.2%	264	13.2%	287	14.3%	224	11.1%



Canada's Climate Plan Advertising Campaign Public Opinion Research - Concept Testing & Advertising Campaign Evaluation Tool Report - Qualitative and Methodology Report

BC/YT	14.0%	284	14.2%	297	14.8%	281	14.0%
Gender¹							
Male	48.8%	975	48.8%	977	48.6%	977	48.6%
Female	51.2%	1025	51.3%	1026	51.0%	1027	51.1%
Age							
18-34	26.7%	548	27.4%	544	27.1%	539	26.8%
35-54	32.2%	778	38.9%	771	38.3%	648	32.2%
55+	41.1%	674	33.7%	696	34.6%	824	41.0%

1 Seven respondents identified in the survey as other than male or female and are not presented in the table.

Post-Campaign Wave Survey – February 2025							
<i>(Percentages may not sum exactly to 100%, owing to rounding)</i>							
	2021 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
Atlantic	6.7%	200	10.0%	120	5.9%	135	6.7%
Quebec	23.0%	400	20.0%	405	20.0%	464	23.0%
Ontario	38.6%	620	31.0%	685	33.9%	782	38.7%
MB/SK/NU	6.5%	232	11.6%	262	13.0%	130	6.4%
AB/NT	11.2%	264	13.2%	291	14.4%	226	11.2%
BC/YT	14.0%	284	14.2%	257	12.7%	282	14.0%
Gender¹							
Male	48.8%	975	48.8%	937	46.3%	981	48.6%
Female	51.2%	1025	51.3%	1075	53.2%	1031	51.0%
Age							
18-34	26.7%	548	27.4%	503	24.9%	543	26.9%
35-54	32.2%	778	38.9%	823	40.7%	649	32.1%



55+	41.1%	674	33.7%	694	34.3%	828	41.0%
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1 Eight respondents identified in the survey as other than male or female and are not presented in the table.

Completed Survey Rates among Panelists Known to Have Accessed the Survey: In the current version of the Government of Canada’s *Standards for the Conduct of Government of Canada Public Opinion Research - Online Surveys*, Section 1.2.2.7 states that “When the research design or selection procedures will not allow the calculation of a response rate or participation rate (for example, when a sample router is used to screen potential respondents and assign them to one of several surveys), describe the design/ selection procedure and any potential sampling bias that may result.” As mentioned above, the current Environment and Climate Change Canada Public Opinion Research study utilized the online general public panel of The Logit Group. This panel indeed uses the routing approach for panel research of the type referenced in the Government of Canada’s *Standards* document. Beyond the quality control measures discussed elsewhere in these standards that are employed by Narrative Research and The Logit Group, it is evident from the measures referenced in the Survey Rate formula developed below that other checks also have been introduced to enhance the quality of the study’s final data set. Specifically, surveys were removed owing to captcha fails, international IP addresses, survey speeders, flatliners, and so forth. In addition, as mentioned above, to augment the representativeness of the final data set, quotas were introduced in terms of age, gender, and region, ensuring the final data set matches as closely as possible the survey targets along those dimensions.

Please note, the *Completed Survey Rate among Panelists Known to Have Accessed the Survey* measure that is calculated below has been derived by Narrative Research. This is an alternate completion measure that is distinct from the standard Participation Rate formula mentioned in the Public Opinion Research Standards (and which is used when panelists are *emailed* survey invitations).

Baseline Survey

Number of panelists who commenced the survey process (total clicks):	3,481
Invalid cases (outside of target population; sensitive occupations):	260
Blocked from process for quality reasons (e.g., invalid IP address/international; captcha fails; professional survey takers; etc.):	367
Incomplete surveys:	223
Quota full (age/gender/region):	583



Completed survey but removed for quality reasons (e.g., speeders; flatliners, etc.):	37
Completed surveys/Qualified completes:	2,011
<i>Baseline Wave Completed Survey Rate among Panelists</i>	
<i>Known to Have Accessed the Survey = 2,011/3,481= 57.8%</i>	

Post-Campaign Survey

Number of panelists who commenced the survey process (total clicks):	3,891
Invalid cases (outside of target population; sensitive occupations):	286
Blocked from process for quality reasons (e.g., invalid IP address/international; captcha fails; professional survey takers; etc.):	615
Incomplete surveys:	199
Quota full (age/gender/region):	735
Completed survey but removed for quality reasons (e.g., speeders; flatliners, etc.):	36
Completed surveys/Qualified completes:	2,020
<i>Post-Campaign Wave Completed Survey Rate among Panelists</i>	
<i>Known to Have Accessed the Survey = 2,020/3,891= 51.9%</i>	

Given that the online methodology utilized a non-probability sample, a margin of error cannot be applied to the results as per the *Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys*.

Non-Response Bias Analysis

Any survey that is conducted is potentially subject to bias or error. When a survey is conducted with a sample of the population, there are two general classes of bias or error: sampling error, which is quantifiable, and non-sampling error, which is typically not quantifiable.

Sampling error arises from the fact that interviews are conducted with only a subset of the population, and thus it is possible that the results obtained from this group of respondents are not reflective of the population as a whole.

In contrast, non-sampling error encompasses a number of different types of errors including coverage error, measurement error, non-response error, and processing error.

No measurement of sampling error can be attributed to the current study, given that the contact records utilized in the data collection process were derived from an online panel of the



general public, which is to say, a non-probability sample source. Having stated that, measures were taken in the implementation of the data collection to ensure sufficient completed surveys were obtained from demographic groups traditionally regarded as central in quantitative survey research, such as gender, age, and region/ province. The final data set for each survey wave was statistically weighted to closely match the distribution of these dimensions as stated in the 2021 Statistics Canada census. The statistical weights implemented were relatively small, given that the data collected already approximately matched the actual distribution of adult Canadians along these demographic dimensions.

With respect to non-sampling error, a number of steps were taken to minimize bias due to these sources. All surveys utilized online interviewing technology to ensure proper survey skip patterns were followed and to minimize errors due to data entry and data capture. The French and English survey instruments from each campaign themselves were pre-tested with a small sample of respondents to ensure the survey material was easily understood by respondents, and that the resultant data were being captured properly. In terms of coverage, the surveys were conducted with an online panel of the Canadian general public aged 18 or older, based panel records for the target audience drawn from a commercially available online general public panel.

Appendix A: Recruitment Screener

September 11 & 12 ECCC: Climate Advertising Campaign Concept Testing Recruitment Screener – Final

Name: _____

Home phone: _____ Work phone: _____ Cell: _____

Email: _____

Community: _____ Province: _____

SECTION 1: Schedule & Specifications

NETFOCUS GROUP SCHEDULE

Date (2024)	Group	AST	EST	Participant Time	Audience*	Language	Moderator
Tuesday, September 10	1	6:00pm	5:00pm	6:30pm NL/6:00pm AT	Indifferent/Ambivalent Atlantic (NB, NL, NS, PE)	EN	CP
	2	6:30pm	5:30pm	5:30pm ET	Indifferent/Ambivalent ON	EN	LG
	3	8:30pm	7:30pm	6:30pm CT/5:30pm MT & SK	Supportive Prairies (MB, SK, AB)	EN	CP
	4	9:00pm	8:00pm	8:00pm ET/7:00pm CT/ 6:00pm MT/5 :00pm PT & YT	Supportive West (NU, NT, YT, BC)	EN	LG
Wednesday, September 11	5	5:30pm	4:30pm	6:00pm NL/5:30pm AT	Supportive Atlantic (NB, NL, NS, PE)	EN	LG
	6	6:30pm	5:30pm	6:30pm AT/5:30pm ET	Supportive Francophones (NB, ON)	FR	CP
	7	8:00pm	7:00pm	7:00pm ET	Supportive ON	EN	LG
	8	9:00pm	8:00pm	8:00pm ET	Supportive Québec	FR	CP

Thursday, September 12	9	6:30pm	5:30pm	6:30pm AT/5:30pm ET	Indifferent/Ambivalent Francophones (NB, ON)	FR	CP
	10	7:00pm	4:00pm	5:00pm CT/4:00pm MT & SK	Indifferent/Ambivalent Prairies (MB, SK, AB)	EN	LG
	11	9:00pm	8:00pm	8:00pm ET	Indifferent/Ambivalent Québec	FR	CP
	12	9:30pm	8:30pm	8:30pm ET/7:30pm CT/6:30pm MT/5:30pm PT & YT	Indifferent/Ambivalent West (NU, NT, YT, BC)	EN	LG

* Normalized codes are used to identify provinces and territories

Specification Summary	
<ul style="list-style-type: none"> • Twelve (12) online focus groups in total: <ul style="list-style-type: none"> ○ Six (6) groups with General Population based on the “Indifferent” and “Ambivalent” segments (equal split in each group): <u>One (1) English group</u> in each of the following markets: West (BC/YT/NT/NU), Prairies (AB/SK/MB), Ontario, and Atlantic (NB/NS/PE/NL); and <u>one (1) French group</u> in each of the following markets: QC, and NB/ON ○ Six (6) groups with General Population based on the “Supportive” segment: <u>One (1) English group</u> in each of the following markets: West (BC/YT/NT/NU), Prairies (AB/SK/MB), Ontario, and Atlantic (NB/NS/PE/NL); and <u>one (1) French group</u> in each of the following markets: QC, and NB/ON 	<ul style="list-style-type: none"> • Mix of age, gender, household type, and ethnic background in each group. • Recruit min. 2 Indigenous people in each group. • Mix of locations and urban/rural in each group. • Incentive: \$125 per participant • Access to desktop, laptop or tablet. No smartphone use permitted. • 10 recruits per group • Each session lasting up to 2 hours, including login time

Breakdown of focus groups by audience and location

Segments	West BC, YK, NWT, NU	Prairies AB, SK, MB	Ontario	Atlantic NB, NS, PEI, NL	Quebec	Francophones (ON, NB)	# Groups	# Recruits
	EN	EN	EN	EN	FR	FR		
Members from the general public based on the “Indifferent” and “Ambivalent” segments	At least 6 from BC / At least 1 from each of YK, NWT, and NU; 50/50 from each segment	Recruit 3 from each province; 50/50 from each segment	Mix of locations; 50/50 from each segment	At least 2 from each province; 50/50 from each segment	50/50 from each segment	Mix of locations 50/50 from each segment	6	60
Members from the general public based on the “Supportive” segment	At least 6 from BC / At least 1 from each of YK, NWT, and NU	Recruit 3 from each province	Mix of locations	At least 2 from each province	Mix of locations	Mix of locations	6	60
TOTAL	2	2	2	2	2	2	12	120

RECRUITER NOTE - WHEN TERMINATING AN INTERVIEW, SAY: “Thank you very much for your cooperation. We are unable to invite you to participate because we have enough participants who have a similar profile to yours.”

RECRUITER NOTE: If a respondent wishes to verify the validity of the study, please contact either:

POR-ROP@ec.gc.ca; OR

Narrative Research: 888-414-1336; focusgroups@narrativeresearch.ca

INSTRUCTIONS APPEAR FOLLOWING EACH QUESTIONS ON THE SCREENER.

SECTION G: General Introduction

Hello, my name is _____ and I am contacting you on behalf of Narrative Research, a national market research company. Be assured that we are not trying to sell you anything. As part of a research project we are conducting on behalf of the Government of Canada, we are looking for people to take part in a small online group discussion the week of <INSERT DATE>.

Those who qualify and take part in the group discussion will receive a \$125 financial incentive. Is this something you might be interested in?

- Yes1
- No.....2 **THANK & TERMINATE**

Would you prefer to continue in English or French? / Préférez-vous continuer en français ou anglais?

RECRUITER NOTE - FOR ENGLISH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN FRENCH, PLEASE RESPOND WITH: "Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. Désirez-vous que l'on communique avec vous pour participer à une session qui se tiendra en français?" RECORD CONTACT INFO AND PROVIDE TO FRENCH RECRUITER

The purpose of this group discussion is to hear people’s views on advertisements currently being developed by the Government of Canada. Participation in this research is voluntary and completely confidential. No attempt will be made to sell you anything or change your point of view.

[IF ONLINE, PROVIDE A LINK TO NARRATIVE RESEARCH’S PRIVACY POLICY AT THE BOTTOM OF EACH PAGE: <https://narrativeresearch.ca/privacy-policy>]

[IF BY PHONE: Narrative Research’s privacy policy is available upon request. IF ASKED, PROVIDE PRIVACY POLICY LINK BY PHONE OR RECORD EMAIL WHERE IT WILL BE SENT]

This research is registered with the Canadian Research Insights Council Research Verification Service. [IF NEEDED, SPECIFY: to verify the research, you can visit canadianresearchinsightscouncil.ca/rvs/home/?lang=en. The survey registration number is 20240731-NA574]

The format of the online focus group is an informal small group discussion led by a professional moderator. May we ask you a few quick questions to see if you are the type of participant we are looking for? This should take about 5 or 6 minutes.

- Yes1
- No.....2 **THANK & TERMINATE**

SECTION P: Profiling Questions

P1. To begin, do you or any member of your household work in or has retired from...?
Marketing/Market Research.....1

Public relations.....2
 Advertising3
 Media (TV, Radio, Newspaper)4
 Graphic Design5
 Federal government.....6
 Work related to climate or the environment 7

P1 INSTRUCTIONS: If yes to any of the above, thank & terminate

P2. Are you a Canadian citizen at least 18 years old that normally resides in [PROVINCE/TERRITORY]?

- Yes1
 No.....2

P2 INSTRUCTIONS: If no, thank & terminate

P3. In which city, town or village do you currently live?

Record name: _____

P3 INSTRUCTIONS: Check province/territory quotas; Recruit a mix of urban/rural in each group

P4. The following five descriptions summarize different ways in which Canadians think about climate change. Which one of the following five descriptions most closely resemble your own thinking? **[SINGLE RESPONSE]**

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. 1

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..... 2

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. 3

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 4

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. 5

P4 INSTRUCTIONS:
Committed = code 1; Supportive = code 2; Ambivalent = code 3; Indifferent = code 4
If code 1 or 5, thank & terminate.
Recruit equal mix of each segment in the relevant sessions (e.g., recruit 10 Supportive in each of the Supportive sessions and recruit 5 Ambivalent and 5 Indifferent in each of the Ambivalent/Indifferent sessions)

The next questions will allow us to recruit a diversity of participants in each focus group.

P5. Into which age group are you? **[READ RESPONSES IN ORDER]**

- Less than 181
- 18-242
- 25-343
- 35-444
- 45-545
- 55-646
- 65 or older.....7

P5 INSTRUCTIONS: Thank & Terminate those less than 18 (Code 1)
In each group, recruit 2-3 who are 18-34 years old; 4-5 who are 35-54 years old; and 2-3 who are 55 and older

P6. Are you...?

- Male1
- Female; or2
- Another gender3
- Prefer not to answer4

P6 INSTRUCTIONS: Recruit mix in each group

P7. To make sure that we speak to a diversity of people, could you tell me what is your ethnic background? **DO NOT READ – CODE ALL THAT APPLY**

White.....1
 Chinese.....2
 South Asian (i.e. East Indian, Pakistani, etc)3
 Black4
 Filipino.....5
 Latin American6
 Southeast Asian (i.e. Vietnamese, etc)7
 Arab.....8
 West Asian (i.e. Iranian, Afghan, etc)9
 Korean10
 Japanese.....11
 Indigenous people (First Nations, Métis, or Inuit).....12
 Other (please specify) _____13
 Prefer not to say14

P7 INSTRUCTIONS: Recruit mix. Recruit min of 2 indigenous persons per group.

P8. Which of the following best describes your current household situation? Are you living...?

By yourself.....1
 As a single parent with your children at least one third of the time.....2
 With a partner or spouse (without children).....3
 With a partner or spouse and your children4
 As a blended family (with a spouse or partner, and your and/or their children) 5
 With your parents only or with siblings.....6
 Other (Specify: _____)7

P9. What is the highest level of education that you have completed?

Some high school or less.....1
 Completed high school2
 Some college/university3
 Completed college/university...4
 Post-graduate studies5
 Prefer not to say8

P10. What is your current employment status?

Working full-time (at least 30 hours per week).....1
 Working part-time (less than 30 hours per week).....2

Self-employed3
 Retired.....4
 Unemployed.....5
 Student.....6
 Other (Specify: _____)7
 Prefer not to say8

P11. **IF EMPLOYED, ASK:** In what sector do you work and what is your current occupation?

Sector: _____

Occupation: _____

P11 INSTRUCTIONS: Thank & Terminate if similar occupations as in P1

P12. **IF RETIRED, ASK:** In what sector were you last employed before retirement and what was your occupation?

Sector: _____

Occupation: _____

P12 INSTRUCTIONS: Thank & Terminate if similar occupations as in P1

P13. What was your household’s total income last year? That is, the total income of all persons in your household combined, before taxes? Note that this information will remain confidential.

Under \$20,0001
 \$20,000 to under \$40,0002
 \$40,000 to under \$60,0003
 \$60,000 to under \$80,0004
 \$80,000 to under \$100,0005
 \$100,000 to under \$150,0006
 \$150,000 or more7
 Prefer not to say9

SECTION N: Netfocus Questions

The focus groups for this project will be conducted online on the Zoom platform and will require the use of a laptop or desktop computer, or a computer tablet, connected to high-speed Internet and equipped with a webcam, a microphone and speakers. **Note that because of the complexity of the material we are showing on the screen during the focus group, you**

cannot use a smartphone to access the online session. The screen of those electronics is simply too small for the purpose of this research project.

NF1. Do you have access to a laptop or desktop computer, or a computer tablet, with high-speed Internet to take part in this focus group?

Yes, laptop or desktop computer1

Yes, computer tablet.....2

No.....3

INSTRUCTIONS: If no, thank & terminate

NF2. Is the computer or tablet you will use for the focus group equipped with a webcam, a microphone and speakers you will be able to use?

Yes, webcam, microphone, and speakers1

Yes, microphone and speakers only2

No.....3

INSTRUCTIONS: If no, thank & terminate BUT WEBCAM OPTIONAL FOR REMOTE PARTICIPANTS

NF3. You will need to be in a place that is quiet and free of distractions for the duration of the session. This includes being on your own, without pets, children or other people nearby, and in a quiet room. An outdoor area, a vehicle, or a public place are **NOT acceptable** locations. Are you able to secure a quiet environment without distractions or noises for the duration of the focus group session?

Yes1

No.....2

INSTRUCTIONS: If no, thank & terminate

INSTRUCTIONS FOR NF1-NF3 THANK & TERMINATE: Based on your responses, we are unable to invite you to take part in this online focus group, as you do not meet the technical or logistic requirements. We thank you for your interest in this research.

SECTION R: Previous Focus Group Experience Questions

I just have a few more questions about your past participation in market research...

R1. Have you ever attended a group discussion or interview for which you received a sum of money?

Yes1 **CONTINUE – Max of 5 recruits per group**

No2 **Go To SECTION I: Invitation**

R2. When was the last time you attended a group discussion or interview? _____

R3. How many groups or interviews have you attended in the past 5 years? _____

MAX 4

R4. What was the subject(s) of the focus group(s) or interview? _____

THANK AND TERMINATE IF THEY HAVE...

- been to 5 or more groups in the past 5 years (max 4 groups/interviews attended)
- attended a focus group in the past six months.
- ever attended a group discussion on advertising and communications materials

SECTION I: Invitation

Based on your responses so far, we would like to invite you to participate in a small group discussion that will be conducted online at <INSERT TIME> on <INSERT DATE>. The session will bring together 8 to 10 people and it will last up to 2 hours. We will send you a link to join the online focus group via Zoom and during the session, you will provide feedback on advertising currently being developed by the Government of Canada. In appreciation for your time to attend the focus group, you will receive \$125 after the session.

Are you available and interested in taking part in this focus group?

Yes1

No2

INSTRUCTIONS: If no, thank & terminate

The discussion in which you will be participating will be video recorded for research purposes only. Be assured that your comments and responses are strictly confidential and that your name will not be included in the research report. Are you comfortable with the discussion being video recorded?

Yes1

No2

INSTRUCTIONS: If no, thank & terminate

There may be employees from the Government of Canada and the marketing agency they are working with, who will be listening in on the discussion. They will not be given the last names of participants. Are you comfortable with having observers?

Yes1

No2

INSTRUCTIONS: If no, thank & terminate

Which of the two official languages, English or French, do you speak most often on a regular basis? **[SINGLE RESPONSE]**

English1

French2

Both equally3

INSTRUCTIONS: Must answer French (code 2) for Francophone groups

The group discussion will be held **[GROUPS 6, 8, 9 & 11: in French] [ALL OTHER GROUPS: in English]**. Participants will be asked to read simple text, write simple responses and/or review images during the session. Are you able to take part in these activities **[GROUPS 6, 8, 9 & 11: in French] [ALL OTHER GROUPS: in English]** on your own, without assistance?

Yes1

No.....2

Unsure.....8

INSTRUCTIONS: If “no” or Unsure, thank & terminate

There will be someone available to assist you with the login process to join the online session. There will be a professional facilitator conducting the focus groups, and they will provide time during the session for participants to share their opinions. Are there any accommodations you may require to ensure you are able to participate in this research?

RECORD COMMENTS: _____

I6 INSTRUCTIONS: If accommodations are required, verify with Narrative Research before confirming participant

Could we please confirm the email address where we can send you the detailed instructions for logging in to the group?

Record email address (and verify): _____.

We will send you by email the log-in instructions at least 1 day in advance of the group. The group discussion will begin promptly at <TIME> **and will last up to 2 hours**. Please log in on time to ensure that the session is not delayed. If you arrive late, we will not be able to include you in the discussion and will not provide you with the incentive.

As mentioned, we will be pleased to provide everyone who participates with **\$125**, provided by e-Transfer or cheque, as you'd prefer. It takes approximately 5 business days to receive an incentive by e-Transfer or approximately 2-3 weeks following your participation to receive an incentive by cheque.

Would you prefer to receive your incentive by e-Transfer or cheque?

e-Transfer.....1
Cheque2

[IF PREFER TO RECEIVE INCENTIVE BY E-TRANSFER – CODE 1 IN Q17] Could you please confirm the e-mail address where you would like the e-transfer sent after the focus groups?

Email address: _____
And please confirm the spelling of your name: _____

The e-transfer password will be provided to you via email following the group.

[IF PREFER TO RECEIVE INCENTIVE BY CHEQUE – CODE 2 IN Q17] Could I have the mailing address where you would like the cheque mailed after the focus groups?

Mailing address: _____
City: _____
Province: _____ Postal Code: _____
And please confirm the spelling of your name: _____

As these are very small groups and with even one person missing, the overall success of the group may be affected, I would ask that once you have decided to attend that you make every effort to do so. If you are unable to take part in the study, please call _____ (collect)

at _____ as soon as possible so a replacement may be found. Please do not arrange for your own replacement.

So that we can call you to remind you about the focus group or contact you should there be any last-minute changes, can you please confirm your name and contact information for me? **[CONFIRM INFORMATION ALREADY COLLECTED AND CHANGE/COMPLETE AS NECESSARY]**

First Name: _____

Last Name: _____

Email: _____

Cell Phone: _____

Home Phone: _____

Work Phone: _____

INSTRUCTIONS: If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse THANK & TERMINATE.

Thank you for your interest in our study. We look forward to hearing your thoughts and opinions!

Attention Recruiters

1. Recruit 10 per group
2. CHECK QUOTAS
3. Ensure participant has a good speaking (overall responses) ability-If in doubt, DO NOT INVITE
4. Do not put names on profile sheet unless you have a firm commitment.
5. Repeat the date, time and verify email before hanging up.

Confirming – DAY BEFORE GROUP

1. Confirm in person with the participant the day prior to the group– do not leave a message unless necessary
2. Confirm all key qualifying questions
3. Confirm date and time
4. Confirm they have received the login instructions

Appendix B: Discussion Guide

Environment and Climate Change Canada
Climate Plan Advertising Campaign: Concept Testing
Moderator's Guide – Final

Study Goals (*Confidential – Not read to participants*)

- *Evaluate the advertising campaign's proposed creative concepts with campaign target audiences prior to going in market, in terms of:*
 - *How does the target audience feel after seeing these advertisements?*
 - *Do the target audiences identify the main message of the creatives?*
 - *What does the target audience think these advertisements are trying to achieve?*
 - *Do the creatives get the attention of the target audience? Do they find the creatives memorable?*
 - *Are the creatives missing anything?*
 - *Do the target audiences identify the "call-to-action?"*
 - *Do you understand the message and is anything unclear?*
 - *Which images in the concepts does the target audience find the most/least memorable/did they like the best/least?*
- *Provide insights to assist the department in selecting a creative concept for production, based on the response from target groups.*
- *Identify potential modifications to the selected creative concept based on insights outlined in the top-line report.*

Introduction

15 minutes

- **Welcome:** Introduce Narrative Research, self and function of a moderator (keep on time/on topic)
- **Topic/Sponsor/Length:** For the next two hours, I'd like to explore your thoughts on different concepts that are currently being considered by the Government of Canada for an advertising campaign on climate efforts.
- **Participants' Role:** All opinions are important; no right/wrong answers; need to understand agreement/disagreement.
- **Confidentiality:** Individual comments are confidential; no names in report; voluntary participation; ask participants to keep content of discussion in confidence.
- **Logistics:** Session video recording; government employees & marketing firm representatives as observers, will not be taking part in the discussion
- **Platform Tools (Zoom):** Raise hand; chat; mute/unmute; rejoining the audio if necessary
- **Participant Introduction:** In which province/territory and city/community do you live; who lives in your home; and what is your favourite hobby

Creative Test Creative Testing – National Concepts
regional included)

40 minutes (with

60 minutes (without regional)

Today, I'd like to show you a number of ideas that could be used by the Government of Canada for an advertising campaign related to Canada's climate plan. We will look at two different concepts, each including one video in the form of a storyboard and a few out-of-home ads (e.g., billboards/bus shelters). A storyboard is a series of images/photos that are presented to give you an idea of the scenario and the types of scenes that would be filmed in the video once it is professionally produced. At the same time, I will describe what you would see and hear in the video. Because the ads are still in development and have not yet been produced, you will need to use your imagination to envision what the final, professionally produced video would look like. The out-of-home (poster) ads you will see are final, though.

We will review and discuss each concept one at a time. Hold your thoughts as I show you the storyboards/scripts. Once I am done, I will ask for your individual opinion before we discuss the concept as a group. Please pay attention to both **the message** and **how it is communicated**, as we will be discussing and focusing on those aspects. Note that I have not been involved in the development of the ideas I am showing you today. **MODERATOR PRESENTS EACH CONCEPT A AND B ONE AT A TIME – ROTATE ORDER OF CONCEPTS ACROSS GROUPS. FOR GROUPS IN THE WEST AND QUEBEC REGIONS, SHOW NATIONAL CONCEPTS ONLY. FOR GROUPS IN OTHER REGIONS, SHOW BOTH NATIONAL AND REGIONAL VERSIONS OF CONCEPTS (e.g., Concept A National, then Concept B National, followed by Concept A Regional, then Concept B Regional).**

Concept A: It's that simple National

Concept B: Have it both ways National

Concept C: It's that simple Regional

Concept D: Have it both ways Regional

Campaign Presentation Order						
Audience	West (NU, NT, YT, BC)	Prairies (AB, SK, MB)	Ontario	Atlantic (NB, PE, NS, NL)	Francophones (ON, NB)	Quebec
	National	National & Regional	National & Regional	National & Regional	National & Regional	National
Supportive	G4: A-B	G3: B-A-D-C	G7: A-B-C-D	G5: B-A-D-C	G6: A-B-C-D	G8: B-A
Indifferent/ Ambivalent	G12: B-A	G10: A-B-C-D	G2: B-A-D-C	G1: A-B-C-D	G9: B-A-D-C	G11: A-B

MODERATOR SHOWS THE FIRST NATIONAL CONCEPT AND READS VO's.

AFTER THE PRESENTATION OF THE FIRST NATIONAL CONCEPT: Before we talk about this idea, take a moment to answer, each on your own, the question you see on the screen. Keep in mind, I can see your responses, but other participants will not.

[POLL A-B – MESSAGE CONCEPT A-B]

Take a moment to write a short response to the following question:

- **[MESSAGE CLARITY] Q1. What is the main message communicated by those ads?**

AFTER THE EXERCISE: Now let's talk about your reactions together...

[10-20 MIN] FIRST NATIONAL CONCEPT:

- **Attention:** What, if anything, grabs your attention?
- **Message/Tone:** What is the main message? What does the tagline *IT'S THAT SIMPLE/HAVE IT BOTH WAYS* suggest? Is anything surprising? Have you learned anything? What is the tone/mood? What emotions do these ads elicit?
- **Design:** What do you think of how the message is communicated – the words, the images, the scenario? Which scenes or images do you like best/least? Why?
- **Clarity/Appropriateness:** Is anything unclear, confusing, or problematic?
- **Personal Relevance/Appeal:** Do you find this message compelling? Why/why not? Who is the target audience?
- **Call-to-Action:** What impact does the message have on you? Does it change how you feel about the Government of Canada climate plan? If so, how so? Why? What else is this asking of people? What would make the ads feel (even) more compelling to you – in terms of images/message/tone?

Let's have a look at a different concept. MODERATOR SHOWS SECOND NATIONAL CONCEPT.

AFTER THE PRESENTATION OF THE SECOND NATIONAL CONCEPT: Before we discuss your reactions, take a moment to complete a short poll.

[POLL A-B – MESSAGE CONCEPT A-B]

Take a moment to write a short response to the following question:

- **[MESSAGE CLARITY] Q1. What is the main message communicated by those ads?**

AFTER THE EXERCISE: Now let's talk about your reactions together...

[10-20 MIN] SECOND NATIONAL CONCEPT:

- **Attention:** What, if anything, grabs your attention from this one?
- **Message/Tone:** What does the tagline *IT'S THAT SIMPLE/HAVE IT BOTH WAYS* suggest? Is the message the same or different as for the first concept we saw? Is anything surprising? Have you learned anything? What is the tone/mood? What emotions do these ads elicit?
- **Design:** What do you think of how the message is communicated – the words, the images, the scenario? Which scenes or images do you like best/least? Why?
- **Clarity/Appropriateness:** Is anything unclear, confusing, or problematic?
- **Personal Relevance/Appeal:** Do you find this message compelling? Why/why not? Who is the target audience?
- **Call-to-Action:** What impact does the message have on you? Does it change how you feel about the Government of Canada climate plan? If so, how so? Why? What else is this asking of people? What would make the ads feel (even) more compelling to you – in terms of images/message/tones?

[5 MIN] TO SHOW AFTER *ENGLISH* NATIONAL CONCEPT A: IT'S THAT SIMPLE – DISCUSSED ONLY IN GROUPS 1-8

An alternative ending or tag line has been considered for this concept, replacing “It’s that simple”. Let me show you on the screen both versions. **SHOW THE ORIGINAL AND ALTERNATIVE VERSION SIDE BY SIDE.**

- Are your perceptions and opinions of these ads the same, or are they different? If different, in what way?
- Which one is most compelling to you? Why do you say that?
- Does this tagline *IT'S SIMPLER THAN YOU THINK* suggest anything different?

[5 MIN] TO SHOW AFTER *FRENCH* NATIONAL CONCEPT A: IT'S THAT SIMPLE

An alternative wording has been considered for this concept [**SHOW THE ORIGINAL AND ALTERNATIVE VERSION SIDE BY SIDE.**]. The change suggests to replace “Stimule l’économie” with “Renforce l’économie.”

- Which word do you think is more appropriate, “stimule” or “renforce”?

[5 MIN] AFTER BOTH NATIONAL CONCEPTS ARE DISCUSSED - INDUSTRY POLLUTION (PROBE, IF NEEDED) - DISCUSSED ONLY IN GROUPS 1-8:

The concepts we have seen make reference to how Canada is taking action on climate change, benefitting both Canadians and the environment.

- How would you feel about hearing or seeing in the ads as well that big polluters are paying their fair share and the cost of action is not being unfairly downloaded onto individuals?
- Who would prefer this approach? **[ASK FOR SHOW OF HANDS] PROBE:** If so, help me understand why you feel that way?

Creative Test Creative Testing – Regional Concepts

40 minutes

FOR PRAIRIES, ONTARIO, ATLANTIC, AND FRANCOPHONE ONLY

I'd like to show you a complement to the original concept. These ideas have a different focus and additional information, although they are under the same creative themes. **MODERATOR SHOWS FIRST REGIONAL CONCEPT ON SCREEN, READS VOs.**

Before we start our discussion on this concept, I would like to highlight that the amounts you saw displayed were an example, the final versions will show the right province where the ads are being displayed or broadcasted. That is, the ads in New Brunswick will show:

VO: "8 out of 10 households get more money back in rebates than they pay out in fuel charges."

ALT VO: *In New Brunswick, a family of four gets \$760 a year in carbon rebates.*

Or In Newfoundland and Labrador, a family of four gets \$1,192 a year in carbon rebates.

And so on.

MODERATOR INFO IF NEEDED, REFER TO ALT LINES OF VO DOCUMENT:

ANNUAL AMOUNTS FOR A FAMILY OF 4 PER PROVINCE:

Newfoundland and Labrador: \$1,192

New Brunswick: \$760

Nova Scotia: \$824

Prince Edward Island: \$880

Ontario: \$1,120

Alberta: \$1,800

Saskatchewan: \$1,504

Manitoba: \$1,200

Before we talk about this idea, take a moment to answer, each on your own, the question you see on the screen. Keep in mind, I can see your responses, but other participants will not.

[POLL C-D – MESSAGE CONCEPT C-D]

Take a moment to write a short response to the following question:

- **[MESSAGE CLARITY] Q1. What is the main message communicated by those ads?**

AFTER THE EXERCISE: Now let's talk about your reactions together...

[15 MIN] FIRST REGIONAL CONCEPT:

- **Attention:** What, if anything, grabs your attention?
- **Message/Tone:** What is the main message? Is anything surprising? Have you learned anything? What is the tone/mood? What emotions do these ads elicit?
- **Design:** What do you think of how the message is communicated – the words, the images, the scenario? Which scenes or images do you like best/least? Why?
- **Clarity/Appropriateness:** Is anything unclear, confusing, or problematic?
- **Personal Relevance/Appeal:** Do you find this message compelling? Why/why not? Who is the target audience?
- **Call-to-Action:** What impact does the message have on you? Does it change how you feel about Canada's Climate Rebate? If so, how so? Why? What else is this asking of people? What would make the ads feel (even) more compelling to you – in terms of images/message/tones?

Let's have a look at a different concept. MODERATOR SHOWS SECOND REGIONAL CONCEPT.

AFTER THE PRESENTATION OF THE SECOND REGIONAL CONCEPT: Before we discuss your reactions, take a moment to complete a short poll.

[POLL C-D – MESSAGE CONCEPT C-D]

Take a moment to write a short response to the following question:

- **[MESSAGE CLARITY] Q1. What is the main message communicated by those ads?**

AFTER THE EXERCISE: Now let's talk about your reactions together...

[15 MIN] SECOND REGIONAL CONCEPT:

- **Attention:** What, if anything, grabs your attention?
- **Message/Tone:** Is the message the same or different as for the last concept we saw? Is anything surprising? Have you learned anything? What is the tone/mood? What emotions do these ads elicit?
- **Design:** What do you think of how the message is communicated – the words, the images, the scenario? Which scenes or images do you like best/least? Why?
- **Clarity/Appropriateness:** Is anything unclear, confusing, or problematic?
- **Personal Relevance/Appeal:** Do you find this message compelling? Why/why not? Who is the target audience?

- **Call-to-Action:** What impact does the message have on you? Does it change how you feel about Canada’s Climate Rebate? If so, how so? Why? What else is this asking of people? What would make the ads feel (even) more compelling to you – in terms of images/message/tones?

Final Choice	20 minutes
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Now that we’ve seen a number of concepts, I’d like to know which one you think is the strongest. Note that some of the concepts have the same approach or use the same taglines, so in some instances, we have combined them in your choice of which approach is strongest. Take a moment to complete a poll:

[POLL E – PREFERENCE]

- **Q1. Which concept best communicates that Canada's climate plan benefits both the environment and the economy? [RESPONSES: Concept A, Concept B]**
- **[WHERE RELEVANT ONLY] Q2. Which concept best communicates that with the Canada Carbon Rebate, Canada has a strong climate plan, while helping your wallet. [RESPONSES: Concept C, Concept D]**
- **Q3. Which concept would make you go to the website to find out more about Canada’s climate plan? [RESPONSES: Concept A/C, Concept B/D]**
- **Q4. Thinking of the concepts as a whole, which approach is most compelling to you personally? [RESPONSE: Concept A/C, Concept B/D]**

AFTER THE EXERCISE: Now let’s talk about this together...

- Which concept is best at communicating that Canada’s climate plan benefits both the environment and the economy? Please explain [**IF NEEDED FOR CLARITY:** Does this concept address the perception that climate action is expensive and therefore bad for the economy?]
- Which one is best at saying that with the Carbon Rebate, Canada’s climate plan is taking a step to address climate change while helping your wallet? Please explain [**IF NEEDED FOR CLARITY:** Does this concept address the perception that a serious climate action can only be at people’s expense?]
- Which one would make you go to the website for more information about Canada’s climate plan [**ADD WHEN APPLICABLE:** or the Canada Carbon Rebate]? Please explain.
- [**IF NONE OF THE CONCEPTS STAND OUT:** If you had to choose one the two approaches [**ADD WHEN APPLICABLE:** considering both Canada’s climate plan and the Canada Carbon Rebate ads], which one is most compelling to you personally? – Concepts A/C OR Concepts B/D]

- Were there elements of the other concepts that you liked? If so, what?

Thanks & Closure:

That's all my questions; thank you for taking part in our discussion. We will follow up with you by email regarding the incentive. Note that once finalized, the study report for this project will be available to the public through a government agency called Library and Archives Canada.

Appendix C: Materials Shared During Groups

Concept A (Shown in Groups 1-5 & 7-8)

"Not everyone is clear on the benefits of Canada's Climate Plan. So we brought in Lisa to explain."

"Canada's Climate Plan reduces pollution AND creates new jobs. That's good for the environment AND the economy."

Thank you

Thank you

"It's that simple."

Concept A Alternative (Shown in Groups 1-5 & 7-8)

Concept A (Shown in Groups 10 & 12)

The video opens on an empty podium on a big stage, in a packed auditorium. It looks like it's set up for a major event.

VOICE OF NARRATOR: Not everyone is clear on the benefits of Canada's Climate Plan. So, we brought in Kelsey to explain.

But instead of a famous speaker, a young woman casually walks onto the stage and up to the podium. She picks up a presenter clicker and points it at the massive screen behind her to bring up her first slide.

A simple diagram appears. It has PROTECTS ENVIRONMENT on one side, STRENGTHENS ECONOMY on the other, and CANADA'S CLIMATE PLAN in the middle.

She leaves it up on screen for a few moments, then points the clicker again to change to another slide. Another simple diagram appears. It has REDUCING EMISSIONS on one side, INVESTING IN CLEAN ENERGY AND GOOD JOBS on the other, and CANADA'S CLIMATE PLAN in the middle.

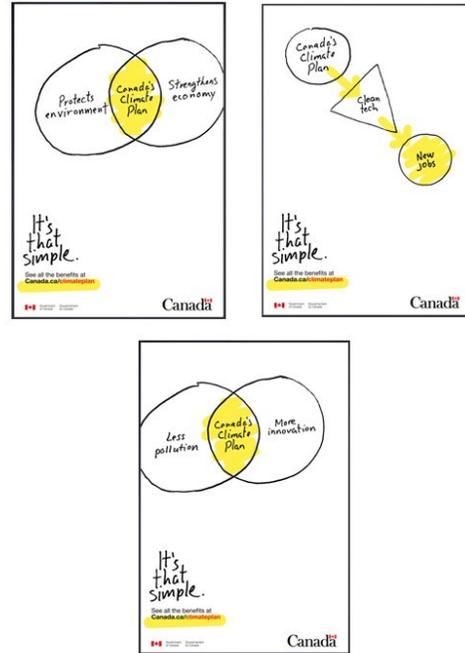
She then clicks to the THANK YOU slide, gives a little wave, and exits the stage. There's a bit of a pause before the audience bursts into applause.

VOICE OF NARRATOR: Canada's Climate Plan reduces pollution AND creates new jobs. That's good for the environment AND the economy.

VOICE OF NARRATOR: It's that simple. and those words are shown on the screen.

We see on the screen: See all the benefits at Canada.ca/climateplan

The video ends with the Canada wordmark and short musical jingle.



Concept B (Shown in Groups 1-5 & 7-8)



Concept B (Shown in Groups 10 & 12)

The video opens on a wide shot of a beautiful Canadian forest. We see birds chirping and beautiful rivers running below.

VOICE OF NARRATOR: Canada's Climate Plan is helping the environment AND the economy.

We push above the trees and then directly into them.

VOICE OF NARRATOR: We're reducing pollution...

The camera follows a tree trunk down towards the ground as our transition moment happens. Just as we hit the grass on the ground, the ground stays while the rest of the scene flips upside down.

As the environment flips, the tree trunk flips to suddenly become the base of a wind turbine.

VOICE OF NARRATOR: AND creating new jobs.

The camera pulls out to see a number of technicians in a field of multiple turbines.

Cut to a bustling electric vehicle manufacturing plant.

VOICE OF NARRATOR: From clean energy to green transportation...

Pull out to see workers assembling electric vehicles on the production line.

VOICE OF NARRATOR: We're building a sustainable future and boosting our economy.

Cut to showing a family planting trees in a park.

VOICE OF NARRATOR: Together, we're growing green spaces and green careers.

Cut to a montage of a farmer using sustainable practices.

VOICE OF NARRATOR: Have it both ways with Canada's Climate Plan, and those words are shown on the screen.

We see on the screen: To Learn More Visit Canada.ca/climateplan

The video ends with the Canada wordmark and short musical jingle.



Concept C (Shown in Groups 1-3)



"Not everyone is clear on the benefits of the Canada Carbon Rebate."

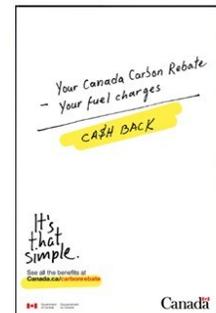
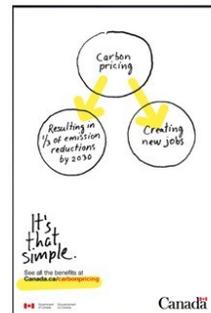
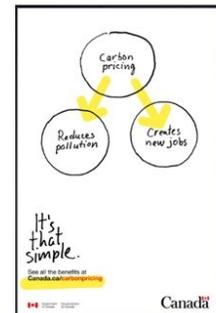
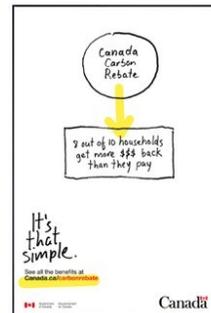


"But for some folks, it's crystal clear."

"8 out of 10 households get more money back in rebates than they pay out in fuel charges. In New Brunswick, a family of four gets \$760 a year in carbon rebates."



"It's that simple."



Concept C (Shown in Groups 5 & 7)

Open on a corporate boardroom. An intern is setting up the room with donuts/coffee and photocopies of the meeting notes at the seats. We watch about six people are settling in around a table, with the young intern nervously standing at the front of the room. Instead of going to sit down, the intern stays standing and turns on a PowerPoint presentation that's set up at the front of the room. It says **CANADA CARBON REBATE** on the cover slide. The camera frames the folks nearest the screen, but then turns to the young intern who's presenting at the front.

VOICE OF INTERN: Today, we're going to break down the benefits of the Canada Carbon Rebate.

We see people shuffle in their seats and play with the papers in front of them, getting ready for a long, complicated PowerPoint. But when the intern clicks to the first slide, it's a simple diagram: **CANADA CARBON REBATE** pointing to **8 OUT OF 10 HOUSEHOLDS GET MORE \$\$\$ BACK**.

One senior manager is just taking the first bite of his donut when the intern asks:
VOICE OF INTERN: Any questions?

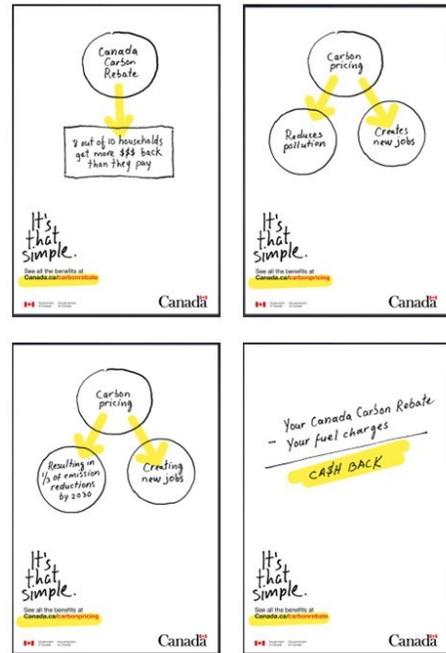
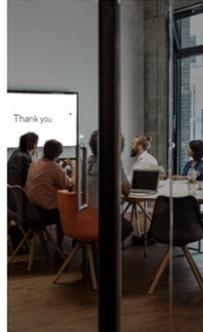
His mouth full, the senior manager shakes his head. Other people look at each other, look at the piece of paper in front of them that has the same diagram printed on it, shrug, then shake their heads, too. The intern switches off the PowerPoint, and the meeting breaks up. It was so quick that we see one guy arriving late who's missed the whole thing.

Narrator: 8 out of 10 households get more money back in rebates than they pay out in fuel charges. In [New Brunswick], a family of four gets \$760 a year in carbon rebates.

Narrator & Shown on Screen: It's that simple.

See all the benefits at Canada.ca/carbonrebate

Video ends with Canada wordmark and short musical jingle.



Concept C (Shown in Group 10)

Open on a corporate boardroom. An intern is setting up the room with donuts/coffee and photocopies of the meeting notes at the seats. We watch about six people are settling in around a table, with the young intern nervously standing at the front of the room. Instead of going to sit down, the intern stays standing and turns on a PowerPoint presentation that's set up at the front of the room. It says **CANADA CARBON REBATE** on the cover slide. The camera frames the folks nearest the screen, but then turns to the young intern who's presenting at the front.

VOICE OF INTERN: Today, we're going to break down the benefits of the Canada Carbon Rebate.

We see people shuffle in their seats and play with the papers in front of them, getting ready for a long, complicated PowerPoint. But when the intern clicks to the first slide, it's a simple diagram: **CANADA CARBON REBATE** pointing to **8 OUT OF 10 HOUSEHOLDS GET MORE \$\$\$ BACK**.

One senior manager is just taking the first bite of his donut when the intern asks:
VOICE OF INTERN: Any questions?

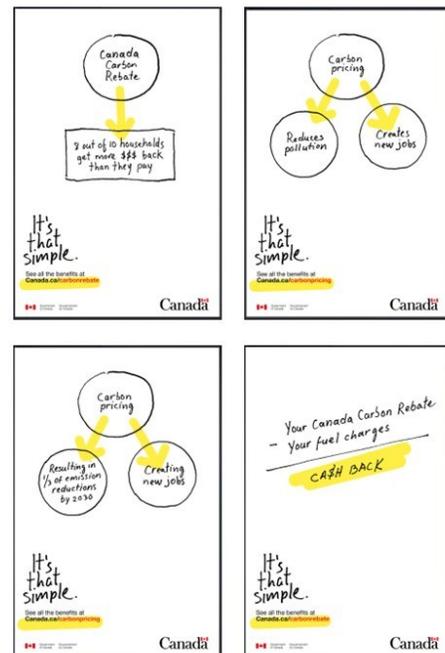
His mouth full, the senior manager shakes his head. Other people look at each other, look at the piece of paper in front of them that has the same diagram printed on it, shrug, then shake their heads, too. The intern switches off the PowerPoint, and the meeting breaks up. It was so quick that we see one guy arriving late who's missed the whole thing.

Narrator: 8 out of 10 households get more money back in rebates than they pay out in fuel charges. In [Manitoba], a family of four gets \$1,200 a year in carbon rebates.

Narrator & Shown on Screen: It's that simple.

See all the benefits at Canada.ca/carbonrebate

Video ends with Canada wordmark and short musical jingle.



Concept D (Shown in Groups 1-3)

1
"With the Canada Carbon Rebate, we're implementing effective climate action AND helping your wallet."

2
"Carbon pricing is reducing pollution..."

3
"...AND 8 out of 10 households get more money back than they pay. In New Brunswick, a family of four gets \$760 a year in carbon rebates."

4
"That's like finding a front row parking spot AND no line at the checkout."

5
"Have it both ways with Canada's Carbon Rebate."

6
"Have it both ways with the Canada Carbon Rebate."

7
"Have it both ways with the Canada Carbon Rebate."

8
"Have it both ways with the Canada Carbon Rebate."

9
"Have it both ways with the Canada Carbon Rebate."

10
Canada

Concept D (Shown in Groups 5, 7 & 10)

The video opens on an aerial shot of a wind turbine field.

VOICE OF NARRATOR: With the Canada Carbon Rebate, we're implementing effective climate action AND helping your wallet.

We push in all the way down to see a worker open the door at the base of the turbine.

VOICE OF NARRATOR: Carbon pricing is reducing pollution...

Suddenly everything turns upside down. The new scene settles, and we see someone opening their phone with a notification they have received the Canada Carbon Rebate deposit to their bank account.

VOICE OF NARRATOR: AND returning 100% of the money collected to Canadians.

Pull out to the individual putting their phone back in their pocket. And continuing to mow their lawn with a battery-operated lawn mower.

VOICE OF NARRATOR: We're fuelling progress, not pollution.

Pan over to a family member putting something in their compost bin.

VOICE OF NARRATOR: Reducing emissions, helping the environment and putting money back into your family's pockets.

VOICE OF NARRATOR: Have it both ways with the Canada Carbon Rebate. and those words are shown on the screen.

We see on the screen: To learn more visit Canada.ca/carbonrebate

The video ends with the Canada wordmark and short musical jingle.

Appendix D: Study Questionnaires

**ADVERTISING CAMPAIGN EVALUATION TOOL
BASELINE SURVEY – CLIMATE CAMPAIGN**

To be conducted before the ads are run in the media.

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur français au dessus.

The survey is being conducted by Narrative Research. Your participation is voluntary and your responses will be kept entirely confidential and anonymous. The survey takes about eight minutes to complete. This survey is being administered according to the requirements of the *Privacy Act, the Access to Information Act, and any other relevant legislation*. If you wish to verify the authenticity of this survey (Project code: 20240924-NA153), please visit the Canadian Research Insights Council (CRIC) website. You may also wish to view our privacy policy.

a) Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- the federal or provincial government
- none of these organizations

IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.

b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2006

IF > 2006, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK OR IF 2006

d) In which of the following age categories do you belong? **SELECT ONE ONLY**

- less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

IF “LESS THAN 18 YEARS OLD” OR “BLANK”, THANK AND TERMINATE

e) Please indicate whether you belong to any of the following Indigenous groups: **POSE**
STATEMENTS IN ORDER

- a) First Nations, which includes Status and Non–Status
- b) Métis
- c) Inuk or Inuit
 - Yes
 - No
 - Prefer not to say

f) In which province or territory do you live?

SELECT ONE ONLY

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

Over the past four weeks, have you seen, read or heard any advertising from the Government of Canada?

- yes
- no

=> GO TO T1A

Q3:

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past four weeks, have you seen, read or heard any Government of Canada advertising about climate change and the environment?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this Government of Canada ad about climate change and the environment? **SELECT ALL THAT APPLY**

[NOTE: HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE] DO NOT RANDOMIZE

Broadcasting	
Radio	Television
Online / digital	
Digital/Streaming TV (for example, Netflix, Disney+)	Online news sites
Facebook	Pinterest
In a mobile app	Digital/Streaming radio (for example, Spotify, Podcast)
Instagram	Twitter/X
Internet website	Web search (for example, Google, Bing)
LinkedIn	YouTube
Out-of-home (indoor and outdoor signage)	

Arena/stadium	Point-of-sale display
Airport	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (for example, Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS**T1D:**

How familiar, if at all, are you with Canada's Climate Plan? Would you say....

- Very familiar
- Somewhat familiar
- Not very familiar
- Have not heard about it
- Don't know

ASK IF 1 to 3 AT QT1D**T1E:**

Based on what you may have seen, read or heard, to what extent would you agree or disagree with the following statements:

RANDOMIZE STATEMENTS	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know
a. Canada's climate plan benefits both the environment and the economy						
b. The Canada Carbon Rebate helps the environment and						

returns money to Canadians						
----------------------------	--	--	--	--	--	--

ASK IF 1,2, or 3 AT QT1D

T1F:

To what extent would you agree or disagree with the following statements:
Canada’s climate plan...

RANDOMIZE STATEMENTS	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don’t know
a. Protects the environment						
b. Strengthens the economy						
c. Reduces pollution						
d. Creates jobs						
e. Helps to develop clean technology						

[ASK ALL]

T1G:

To what extent do you feel you understand Canada’s carbon pricing policy? Please use a scale from 1 to 10 where 1 means you “do not understand at all” and 10 means you “understand extremely well”.

1 Do not understand at all	2	3	4	5	6	7	8	9	10 Understand extremely well	Don’t know
-------------------------------	---	---	---	---	---	---	---	---	---------------------------------	------------

T1H:

To what extent do you support or oppose Canada’s carbon pricing policy? Please use a scale from 1 to 10 where 1 means you “strongly oppose” and 10 means you “strongly support” this policy.

1 Strongly oppose	2	3	4	5	6	7	8	9	10 Strongly support	Don't know
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T1I:

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 **[SINGLE RESPONSE]**

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.

.....
1

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.....

2

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.

3

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.....

4

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.....

5

T1J:

[ASK ONLY TO THOSE ANSWERING 1 TO 4 IN PREVIOUS QUESTION]

On a scale from 1 to 5, where 1 means “not at all” and 5 means “extremely well”, how well do you think you understand the following: **RANDOMIZE**

	1 – do not understand at all	2	3	4	5 – understand extremely well	Don't know
The causes of climate change						
The impacts or effects of climate change						
What can be done about climate change						

T1K:

[ASK ALL]

Which of the following options would you consult if you wanted to learn more about climate change?

Select all that apply. **[RANDOMIZE RESPONSE OPTIONS]**

- 01 Canadian TV, radio channels, and/or newspapers, including their websites
- 02 Non-Canadian TV, radio channels, and/or newspapers, including their websites
- 03 Canadian Government briefings and/or websites
- 04 Provincial/Territorial government briefings and/or websites
- 05 Scientific experts and/or scientific reports
- 06 Conversations with family, friends, and colleagues
- 07 Social media platforms
- 08 My own internet search (for example, Google)
- 09 Artificial Intelligence (AI) chatbots (for example, ChatGPT)
- 99 Other – Please specify: _____ **[KEEP LOW]**
- 97 I would not want to learn more about climate change / would not look anywhere in particular **[EXCLUSIVE ANSWER]**

T1L:

[ASK IF ANSWERED 01 TO 99 IN PREVIOUS QUESTION]

Why would you consult this/these source(s) of information?

DEMOGRAPHIC QUESTIONS**D1:**

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (30 or more hours per week)
- working part-time (less than 30 hours per week)
- self-employed
- unemployed, but looking for work
- a student attending school full-time
- retired
- not in the workforce (Full-time homemaker or unemployed but not looking for work)
- other employment status

D2:

What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- grade 8, elementary school or less
- some high school
- high school diploma or equivalent
- registered Apprenticeship or other trades certificate or diploma
- college, CEGEP or other non-university certificate or diploma
- university certificate or diploma below bachelor's level
- bachelor's degree
- postgraduate degree above bachelor's level

D3:

Are there any children under the age of 18 currently living in your household?

- yes
- no

D4:

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- under \$20,000
- between \$20,000 and \$40,000
- between \$40,000 and \$60,000
- between \$60,000 and \$80,000
- between \$80,000 and \$100,000
- between \$100,000 and \$150,000

- between \$150,000 and \$200,000
- \$200,000 and above
- prefer not to say

D5:

Where were you born?

- born in Canada
- born outside Canada
 - ↳ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA**D6:**

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2024

D7:

What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

- English
- French
- Other language, specify _____

That concludes the survey. This survey was conducted on behalf of Environment and Climate Change Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

**ADVERTISING CAMPAIGN EVALUATION TOOL
POST-CAMPAIGN SURVEY – CLIMATE CAMPAIGN**

All sections should be asked after the ads have run in the media.

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur français au dessus.

The survey is being conducted by Narrative Research. Your participation is voluntary and your responses will be kept entirely confidential and anonymous. The survey takes about twelve minutes to complete. This survey is being administered according to the requirements of the *Privacy Act, the Access to Information Act, and any other relevant legislation*. If you wish to verify the authenticity of this survey (Project code: 20240924-NA153), please visit the Canadian Research Insights Council (CRIC) website. You may also wish to view our privacy policy

START SURVEY

g) Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- the federal or provincial government
- none of these organizations

IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.

h) What is your gender?

- Male
- Female
- Other
- Prefer not to say

i) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2007
IF > 2007, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK

j) In which of the following age categories do you belong?

SELECT ONE ONLY

- less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

IF “LESS THAN 18 YEARS OLD” OR “BLANK”, THANK AND TERMINATE

k) Please indicate whether you belong to any of the following Indigenous groups: **POSE**

STATEMENTS IN ORDER

- a) First Nations, which includes Status and Non-Status
- b) Métis
- c) Inuk or Inuit
 - Yes
 - No
 - Prefer not to say

l) In which province or territory do you live?

SELECT ONE ONLY

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

Over the past four weeks, have you seen, read or heard any advertising from the Government of Canada?

- yes
- no

=> GO TO T1A

Q3:

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past four weeks, have you seen, read or heard any Government of Canada advertising about climate change and the environment?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about climate change and the environment?

SELECT ALL THAT APPLY

[NOTE: HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE] DO NOT RANDOMIZE

Broadcasting	
Radio	Television
Online / digital	
Digital/Streaming TV (for example, Netflix, Disney+)	Online news sites
Facebook	Pinterest
In a mobile app	Digital/Streaming radio (for example, Spotify, Podcast)
Instagram	Twitter/X

Internet website	Web search (for example, Google, Bing)
LinkedIn	YouTube
Out-of-home (indoor and outdoor signage)	
Arena/stadium	Point-of-sale display
Airport	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (for example, Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D:

How familiar, if at all, are you with Canada’s Climate Plan?

- Very familiar
- Somewhat familiar
- Not very familiar
- Have not heard about it
- Don’t know

ASK IF 1 to 3 AT QT1D

T1E:

Based on what you may have seen, read or heard, to what extent would you agree or disagree with the following statements:

RANDOMIZE STATEMENTS	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don’t know
a. Canada’s climate plan benefits both						

the environment and the economy						
b. The Canada Carbon Rebate helps the environment and returns money to Canadians						

ASK IF 1,2, or 3 AT QT1D

T1F:

To what extent would you agree or disagree with the following statements:
Canada’s climate plan...

RANDOMIZE STATEMENTS	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don’t know
a. Protects the environment						
b. Strengthens the economy						
c. Reduces pollution						
d. Creates jobs						
e. Helps to develop clean technology						

[ASK ALL]

T1G:

To what extent do you feel you understand Canada’s carbon pricing policy? Please use a scale from 1 to 10 where 1 means you “do not understand at all” and 10 means you “understand extremely well”.

1 Do not understand at all	2	3	4	5	6	7	8	9	10 Understand extremely well	Don’t know
-------------------------------	---	---	---	---	---	---	---	---	---------------------------------	------------

T1H:

To what extent do you support or oppose Canada’s carbon pricing policy? Please use a scale from 1 to 10 where 1 means you “strongly oppose” and 10 means you “strongly support” this policy.

1 Strongly oppose	2	3	4	5	6	7	8	9	10 Strongly support	Don't know
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T1I:

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 **[SINGLE RESPONSE]**

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.

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effect.

5

T1J:

[ASK ONLY TO THOSE ANSWERING 1 TO 4 IN PREVIOUS QUESTION]

On a scale from 1 to 5, where 1 means “not at all” and 5 means “extremely well”, how well do you think you understand the following: **RANDOMIZE**

	1 – do not understand at all	2	3	4	5 – understand extremely well	Don't know
The causes of climate change						
The impacts or effects of climate change						
What can be done about climate change						

T1K:

[ASK ALL]

Which of the following options would you consult if you wanted to learn more about climate change?

Select all that apply. **[RANDOMIZE RESPONSE OPTIONS]**

- 01 Canadian TV, radio channels, and/or newspapers, including their websites
- 02 Non-Canadian TV, radio channels, and/or newspapers, including their websites
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- 05 Scientific experts and/or scientific reports
- 06 Conversations with family, friends, and colleagues
- 07 Social media platforms
- 08 My own internet search (for example, Google)
- 09 Artificial Intelligence (AI) chatbots (for example, ChatGPT)
- 99 Other – Please specify: _____ **[KEEP LOW]**
- 97 I would not want to learn more about climate change / would not look anywhere in particular **[EXCLUSIVE ANSWER]**

T1L:

[ASK IF ANSWERED 01 TO 99 IN PREVIOUS QUESTION]

Why would you consult this/these source(s) of information?

AD RECALL QUESTIONS

T1K:

Here are some ads that have recently been broadcast on various media.

National Video:

EN

FR

Regional Video:

EN

FR

National OOH

EN

FR

Regional OOH

EN

FR

[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen, read or heard any of these ads?

- yes
- no

=> GO TO T1M

T1L:

Where have you seen, read or heard these ads? **SELECT ALL THAT APPLY**

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

Broadcasting
Radio
Television
Online / digital
Digital/Streaming TV (for example, Netflix, Disney+)
Internet website
Online news sites
Pinterest
Web search (for example, Google, Bing)
YouTube
In a mobile app
Digital /Streaming radio (for example, Spotify, Podcast)
Facebook
Instagram
Out-of-home (indoor and outdoor signage)
Digital billboard
Office Buildings/Lobbies
Elevator
Shopping mall
Arena/stadium
On school campus
Transit (for example, Inside/outside bus/subway or bus shelter)
Mandatory option(s):
Other, specify:

T1M:

What do you think is the **main** point these ads are trying to get across?

T1N:

Please indicate your level of agreement with the following statements about these ads?

RANDOMIZE STATEMENTS

	1 Strongly disagree	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 Strongly agree
These ads catch my attention	o	o	o	o	o
These ads are relevant to me	o	o	o	o	o
These ads are difficult to follow	o	o	o	o	o
These ads do not favour one political party over another	o	o	o	o	o
These ads talk about an important topic	o	o	o	o	o
These ads provide new information	o	o	o	o	o
These ads demonstrate that Canada's climate plan benefits both the environment and the economy	o	o	o	o	o
These ads demonstrate that the Canada Carbon Rebate helps the environment and returns money to Canadians	o	o	o	o	o

DEMOGRAPHIC QUESTIONS

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

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- retired
- not in the workforce (Full-time homemaker or unemployed but not looking for work)
- other employment status

D2:

What is the highest level of formal education that you have completed? **SELECT ONE ONLY**

- grade 8, elementary school or less

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- bachelor's degree
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- between \$80,000 and \$100,000
- between \$100,000 and \$150,000
- between \$150,000 and \$200,000
- \$200,000 and above
- prefer not to say

D5:

Where were you born?

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- born outside Canada
 - ↳ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA**D6:**

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2025

D7:

What is the language you first learned at home as a child and still understand? **SELECT UP TO TWO**

- English
- French
- Other language, specify _____

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