

Environment and Climate Change Canada Omnibus Public Opinion Research Survey 2026

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Methodology Report

Prepared for Environment and Climate Change Canada

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Ce rapport est aussi disponible en français.



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Executive Summary

1.1 Introduction

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

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

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

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

1.2 Background

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

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

1.3 Research Purpose and Objectives

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

Through the use of these surveys, ECCC measured the public opinion of Canadians on a variety of issues. The surveys are a quick mechanism to understand stated behaviour (or future behaviour), perceptions

and attitudes of the Canadians public. Departmental teams are able to use this information to shape communications, policies and strategies.

1.4 Methodology

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

1.5 Contract Value

The total contract value of this research is \$40,000 inclusive of taxes (service is provided on an "as needed" basis and only billed upon use).

1.6 Political Neutrality Statement

I hereby certify as the Senior Vice President, Research Services at the Angus Reid Group that that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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March 31, 2026

Methodological Summary

2.1 Survey Methodology

The research consisted of ten separate omnibus surveys, each among a nationally representative sample of approximately 1,500 Canadian adults (18+), balanced and weighted on age, gender, region and education. All respondents were members of the online Angus Reid Forum, and each survey was offered in both English and French. Questions were submitted by ECCC to the Angus Reid Group. For comparison purposes with a probability sample, each omnibus sample would yield a margin of error of +/- 2.5 percentage points at a 95% confidence level. Further details regarding the sample design and fielding process are outlined below.

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

2.2 National Omnibus: National Adaption Strategy

2.2a Research Purpose and Sample Frame

From November 04-06, 2025, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' preparedness for climate related events. The sample consisted of n=1,504 Canadian adults (18+), balanced and weighted on age, gender, region and education. A probability sample size of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Equivalent Margin of Error (Percentage Points)
Atlantic Canada	99	+/- 9.8
Québec	340	+/- 5.3
Ontario	589	+/- 4.0
Prairies (SK/MB)	95	+/- 10.1
Alberta	164	+/- 7.7
British Columbia	217	+/- 6.7
Canada	1,504	+/- 2.5

2.3 National Omnibus: Awareness of weather alerts – pre-campaign survey

2.3a Research Purpose and Sample Frame

From January 16-20, 2026, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' familiarity with Canada's colour-coded weather alerts. The sample consisted of n=1,511 Canadian adults (18+), balanced and weighted on age, gender, region and education. A probability sample size of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Equivalent Margin of Error
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		(Percentage Points)
Atlantic Canada	105	+/- 9.6
Québec	337	+/- 5.3
Ontario	582	+/- 4.1
Prairies (SK/MB)	100	+/- 9.8
Alberta	178	+/- 7.3
British Columbia	209	+/- 6.8
Canada	1,511	+/- 2.5

2.4 National Omnibus: ECCC Reputation

2.4a Research Purpose and Sample Frame

From January 8-12, 2026, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' familiarity with and perceptions of Environment and Climate Change Canada. The sample consisted of n=1,510 Canadian adults (18+), balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Equivalent Margin of Error (Percentage Points)
Atlantic Canada	98	+/- 9.9
Québec	337	+/- 5.3
Ontario	590	+/- 4.0
Prairies (SK/MB)	89	+/- 10.4
Alberta	178	+/- 7.3
British Columbia	218	+/- 6.6
Canada	1,510	+/- 2.5

2.5 National Omnibus: POR Water Metrics

2.5a Research Purpose and Sample Frame

From February 19-23, 2026, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' awareness and knowledge of water level and flow monitoring stations. The sample consisted of n=1,500 Canadian adults (18+) balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Equivalent Margin of Error (Percentage Points)
Atlantic Canada	95	+/- 10.1
Québec	343	+/- 5.3
Ontario	595	+/- 4.0

Prairies (SK/MB)	93	+/- 10.2
Alberta	165	+/- 7.6
British Columbia	209	+/- 6.8
Canada	1500	+/- 2.5

2.6 National Omnibus: POR Nature

2.6a Research Purpose and Sample Frame

From February 25 – 27, 2026, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadian's attitudes towards protecting species at risks and land and ocean preservation. The sample consisted of n=1,501 Canadian adults (18+) balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Equivalent Margin of Error (Percentage Points)
Atlantic Canada	94	+/- 10.1
Québec	352	+/- 5.2
Ontario	588	+/- 4.0
Prairies (SK/MB)	88	+/- 10.4
Alberta	170	+/- 7.5
British Columbia	209	+/- 6.8
Canada	1501	+/- 2.5

2.7 National Omnibus: Awareness of weather alerts – post-campaign survey

2.7a Research Purpose and Sample Frame

From March 18 – 20, 2026, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians' familiarity with Canada's colour-coded weather alerts. The sample consisted of n=1,501 Canadian adults (18+) balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Equivalent Margin of Error (Percentage Points)
Atlantic Canada	98	+/- 9.9
Québec	346	+/- 5.3
Ontario	579	+/- 4.1
Prairies (SK/MB)	97	+/- 9.9
Alberta	171	+/- 7.5
British Columbia	210	+/- 6.8
Canada	1501	+/- 2.5

2.8 National Omnibus: AI Environment Concerns

2.8a Research Purpose and Sample Frame

From March 16–18, 2026, ECCC conducted a national Omnibus survey on the Angus Reid Forum to understand Canadians’ environmental concerns with AI usage. The sample consisted of n=1,500 Canadian adults (18+) balanced and weighted on age, gender, region and education. A probability sample of this size would provide results that can be considered accurate to within +/- 2.5 percentage points at a 95% confidence level. The sample frame was geographically representative of the Canadian population:

Region	Completed Interviews	Equivalent Margin of Error (Percentage Points)
Atlantic Canada	99	+/- 9.8
Québec	361	+/- 5.2
Ontario	564	+/- 4.1
Prairies (SK/MB)	86	+/- 10.6
Alberta	168	+/- 7.6
British Columbia	222	+/- 6.6
Canada	1500	+/- 2.5

Data Collection Procedures

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

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

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

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

Data collected from all Angus Reid Group surveys is quality-checked to screen out any bots or respondents who did not complete the survey in good faith, e.g. “straight-lining” through questions. The research manager leading each project thoroughly vets the data collected before tabulating and sharing with

clients. This process includes setting a minimum threshold for the length of interview, in order to flag and remove respondents who speed through surveys.

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

Non-Response Bias:

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

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

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

Appendix - Questions

Questions Part 1 – National Adaption Strategy

Q1

Base: Total

[SINGLE CHOICE]

In the past 12 months, have you or other members of your household taken any measures to prepare your household for climate change, such as making your home more resilient or adapting your activities (e.g., improving rainfall drainage, installing a cooling system, limiting time outside during poor air quality or extreme heat events, seeking information about wildfire or other climate-related risks, or insurance coverage for climate-related disasters)?

Yes

No

Prefer not to answer

Q2

Base: Total

[SINGLE CHOICE GRID]

To what extent do you agree or disagree that each of the following entities take sufficient action when handling climate-related events?

ROWS RANDOMIZE

Your community

Your municipal government

Your provincial/territorial government

The federal government

COLUMNS

Strongly disagree

Disagree

Agree

Strongly agree

Don't know

Q3

Base: Total

[SINGLE CHOICE]

To what extent do you agree or disagree that enough is being done by all orders of government to help Canadians prepare for climate change?

Strongly disagree

Disagree

Agree

Strongly agree

Don't know

Questions Part 2 –Awareness of weather alerts – pre-campaign survey

Q1

Base: Total

[SINGLE CHOICE]

Canada has recently introduced colour-coded weather alerts. How familiar are you with these colour-coded weather alerts?

Not familiar at all – I had never heard of them until now

Aware only – I had heard of them, but don't know what they are

Slightly familiar – I know a little about them

Moderately familiar – I know what they are and how they generally work

Very familiar – I know them well and could explain them to others

Q2

Base: Q1 does NOT = "Not familiar at all"

[MULTI CHOICE]

Where did you hear about these colour-coded weather alerts? *Please select all that apply.*

RANDOMIZE

1. Local radio news
2. Local television news
3. Online news website
4. Environment and Climate Change Canada social media channels
5. Social media channels of meteorologists
6. WeatherCAN app
7. Environment and Climate Change Canada website
8. The Weather Network (website or app)
9. Friends or family
10. Other weather information providers **[ANCHOR]**
11. Other (please specify)**[ANCHOR]**
12. I don't remember **[EXCLUSIVE][ANCHOR]**

Questions Part 3 – ECCC Reputation

Q1

Base: All

[OPEN END]

Which government organization do you think is responsible for coordinating environmental policies and programs, as well as preserving and enhancing the natural environment in Canada?

Don't Know [EXCLUSIVE CHECKBOX]

Q2

Base: All

[SINGLE CHOICE]

From what you know, which of the following organizations is responsible (not exclusively) for:

- preserving Canada's natural environment (including water, air, soil, flora and fauna)
- conserving Canada's renewable resources
- providing weather and air quality conditions, and
- enforcing rules relating to boundary waters

RANDOMIZE

Environment and Climate Change Canada

Natural Resources Canada

Fisheries and Oceans Canada

Health Canada

Canada Border Services Agency

Canada Water Agency

Q3

Base: All

[SINGLE CHOICE]

From what you know, what is your overall perception of the Government of Canada department Environment and Climate Change Canada (ECCC), also known as Environment Canada?

Please use a scale from 1 to 10 where 1 means "Very Negative" and 10 means "Very Positive"

1 – Very Negative

2

3

4

5

6

7

8

9

10 – Very Positive

Don't know enough to say

Q4

Base: All

[SINGLE CHOICE]

Please indicate how much you trust or distrust Environment and Climate Change Canada (ECCC) to do what is right for the environment in Canada?

Please use a scale from 1 to 10 where 1 means "Do not trust at all" and 10 means "Completely trust"

1 – Do not trust at all

2

3

4

5

6

7

8

9

10 – Completely trust

Don't know enough to say

Q5

Base: All

[SINGLE CHOICE GRID]

Environment and Climate Change Canada, or ECCC, is responsible for protecting and conserving Canada's natural heritage, predicting weather and environmental conditions, preventing and managing pollution, and promoting clean growth and a sustainable environment.

Based on your experiences, what you know, or your general impressions, how confident are you in each of the following? That ECCC...

Please use a scale from 1 to 10 where 1 means you "Not at all confident" and 10 means "Very confident"

ROWS RANDOMIZE

Makes environmental decisions in the best interest of the public
Effectively protects the environment, nature and biodiversity
Works to advance reconciliation with Indigenous Peoples
Ensures Canadians have access to up-to-date information on weather
Has effective policies that prevent and manage pollution
Is able to enforce environmental regulations and ensure compliance
Listens to the public's environmental concerns
Relies on the best available scientific evidence and data
Ensures a sustainable environment for present and future generations

COLUMNS

1 – Not at all confident
2
3
4
5
6
7
8
9
10 – Very confident
Don't know enough to say

Q6

Base: All

[OPEN END]

In your opinion, how could the overall general public's trust in Environment and Climate Change Canada (ECCC) be improved?

[INSERT TEXT BOX]

Questions Part 4 – POR Water Metrics

Q1

Base: All

[SINGLE CHOICE]

In Canada, there are thousands of water level and flow monitoring stations that collect daily water data from freshwater streams, rivers, and lakes. These stations are operated in partnership with federal, provincial, and territorial governments, and share this information with the public.

Before this survey, to what extent did you know these stations existed?

I didn't know they existed
I had heard of them, but knew very little
I knew a moderate amount about them
I knew a lot about them

Q2

Base: All

[SINGLE CHOICE]

How important do you think it is to monitor water levels and flow from freshwater streams, rivers, and lakes across the country?

Not at all important
Somewhat unimportant
Somewhat important
Very important
I don't know / I'm not sure

Q3

Base: All

[MULTI CHOICE] – Allow up to three selections, but don't force 3

Which of the following do you think are the main benefits of monitoring water levels and flow? Please select up to 3.

RANDOMIZE

To prepare for floods, forecasting, and response
To manage drinking water supplies
To inform hydropower generation
To provide information for recreational activities, such as fishing, hiking, and paddling
To protect public infrastructure from floods (for example, bridges, culverts, dams, irrigation systems)
To help protect and conserve the environment
To provide information for food security and the agriculture economy
To share information of water across provincial, territorial, and international borders
To strengthen Canada's protection over water resources and their management
I don't know/I'm not sure [ANCHOR][EXCLUSIVE]

Questions Part 5 – POR Nature

Q1

Base: All

[SINGLE CHOICE]

There are hundreds of species at risk of extinction in Canada, including the Monarch Butterfly, Boreal Caribou, and Southern Resident Killer Whale, for example. How important is it to you that species at risk of extinction across Canada are protected?

Very important
Somewhat important
Not very important
Not at all important
Don't know

Q2

Base: All

[SINGLE CHOICE]

PN: Please split sample 50/50 between the two wordings. Could you set up a simple least-fill on age/gender?

[SPLIT SAMPLE] If building an infrastructure project with economic benefits puts a species at risk of extinction what should be prioritized:

[SPLIT SAMPLE] If protecting a species at risk of extinction means reducing the economic benefits of building a specific infrastructure project, what should be prioritized:

RANDOMIZE

The species that would be put at risk of extinction
The infrastructure project and its economic benefits

Q3

Base: All

[RANKING]

Which of the following should play the primary role in protecting species at risk in Canada? *Please rank the items below in order of priority.*

RANDOMIZE

Federal government
Provincial/territorial governments
Indigenous governments
Municipal governments
Private business/industry
Landowners

Q4

Base: All

[SINGLE CHOICE]

From what you know, approximately what percentage of Canada's lands and oceans are protected for conservation?

- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%
- Don't Know

Q5

Base: All

[SINGLE CHOICE]

From what you know, approximately what percentage of Canada's lands and oceans should be protected for conservation by 2030?

- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%
- Don't Know

Q6

Base: All

[SINGLE CHOICE]

Canada has established a target to protect 30% of its lands and oceans by 2030. To what extent do you support or oppose this target?

- 1 – Strongly Support
- 2
- 3
- 4
- 5
- 6
- 7

8
9
10 – Strongly oppose
Don't know

Q7

Base: All

[OPEN END]

From what you know, why do you think this target should be met, if at all, by 2030?

[INSERT TEXT BOX]

Don't Know **[EXCLUSIVE CHECKBOX]**

Q8

Base: All

[SINGLE CHOICE]

Over 190 countries worldwide have committed to the goal of protecting 30% of lands and oceans in an effort to fight the decline of biodiversity, that is, the variety of species in nature.

Knowing this, to what extent do you support or oppose that Canada targets to protect 30% of its lands and oceans by 2030?

1 – Strongly Support
2
3
4
5
6
7
8
9
10 – Strongly oppose
Don't know

Q9

Base: All

[SINGLE CHOICE]

To what extent do you agree or disagree with the following:

Protecting the environment protects natural resources that help strengthen the economy

Strongly agree
Somewhat agree

Somewhat disagree
Strongly disagree
Don't know

Q10

Base: All

[SINGLE CHOICE]

In addition to formally protected areas, there are other areas that could count as conserved lands. These are lands that are primarily used for economic activities but at the same time also conserve species at risk at the same level as formally protected areas do. Examples of economic activities in these areas include forestry, military training, agriculture or research.

Before this survey, had you heard about this other type of conservation area? These areas are sometimes referred to as "working landscapes".

I had never heard of them until now
I had heard of them, but didn't know what they were
I knew a little about them
I knew what they were and how they generally work
I knew them well and could explain them to others

Q11

Base: All

[SINGLE CHOICE]

Currently, working landscapes that are in privately-owned lands are not always counted towards Canada's target to protect 30% of its lands and oceans.

Knowing this, to what extent do you agree or disagree that governments in Canada count all working landscapes towards Canada's 30% target?

1 – Strongly agree
2
3
4
5
6
7
8
9
10 – Strongly disagree
Don't know

Questions Part 6 –Awareness of weather alerts – post-campaign survey

Q1

Base: Total

[SINGLE CHOICE]

Canada has recently introduced colour-coded weather alerts. How familiar are you with these colour-coded weather alerts?

Not familiar at all – I had never heard of them until now

Aware only – I had heard of them, but don't know what they are

Slightly familiar – I know a little about them

Moderately familiar – I know what they are and how they generally work

Very familiar – I know them well and could explain them to others

Q2

Base: Q1 does NOT = "Not familiar at all"

[MULTI CHOICE]

Where did you hear about these colour-coded weather alerts? *Please select all that apply.*

RANDOMIZE

1. Local radio news
2. Local television news
3. Online news website
4. Environment and Climate Change Canada social media channels
5. Social media channels of meteorologists
6. WeatherCAN app
7. Environment and Climate Change Canada website
8. The Weather Network (website or app)
9. Friends or family
10. Other weather information providers **[ANCHOR]**
11. Other (please specify)**[ANCHOR]**
12. I don't remember **[EXCLUSIVE][ANCHOR]**

Questions Part 7 – AI Environment Concerns

Q1

Base: Total

[SINGLE CHOICE]

How would you rate your current level of awareness regarding potential impacts on the environment from the use of Artificial Intelligence (AI)?

Not at all aware

Slightly aware

Somewhat aware

Very aware

Extremely aware

Q2

Base: Q1 = codes 2-5

[SINGLE CHOICE]

How concerned are you about potential environmental impacts of AI?

Not at all concerned

Slightly concerned

Moderately concerned

Very concerned

Extremely concerned

Q3

Base: Q2 = codes 2-5

[SINGLE CHOICE]

What potential impacts concern you?

[INSERT TEXT BOX]