



APRIL 2022 OMNIBUS REPORT

DEBRIEF
April 28, 2022

ENVIRONICS
RESEARCH



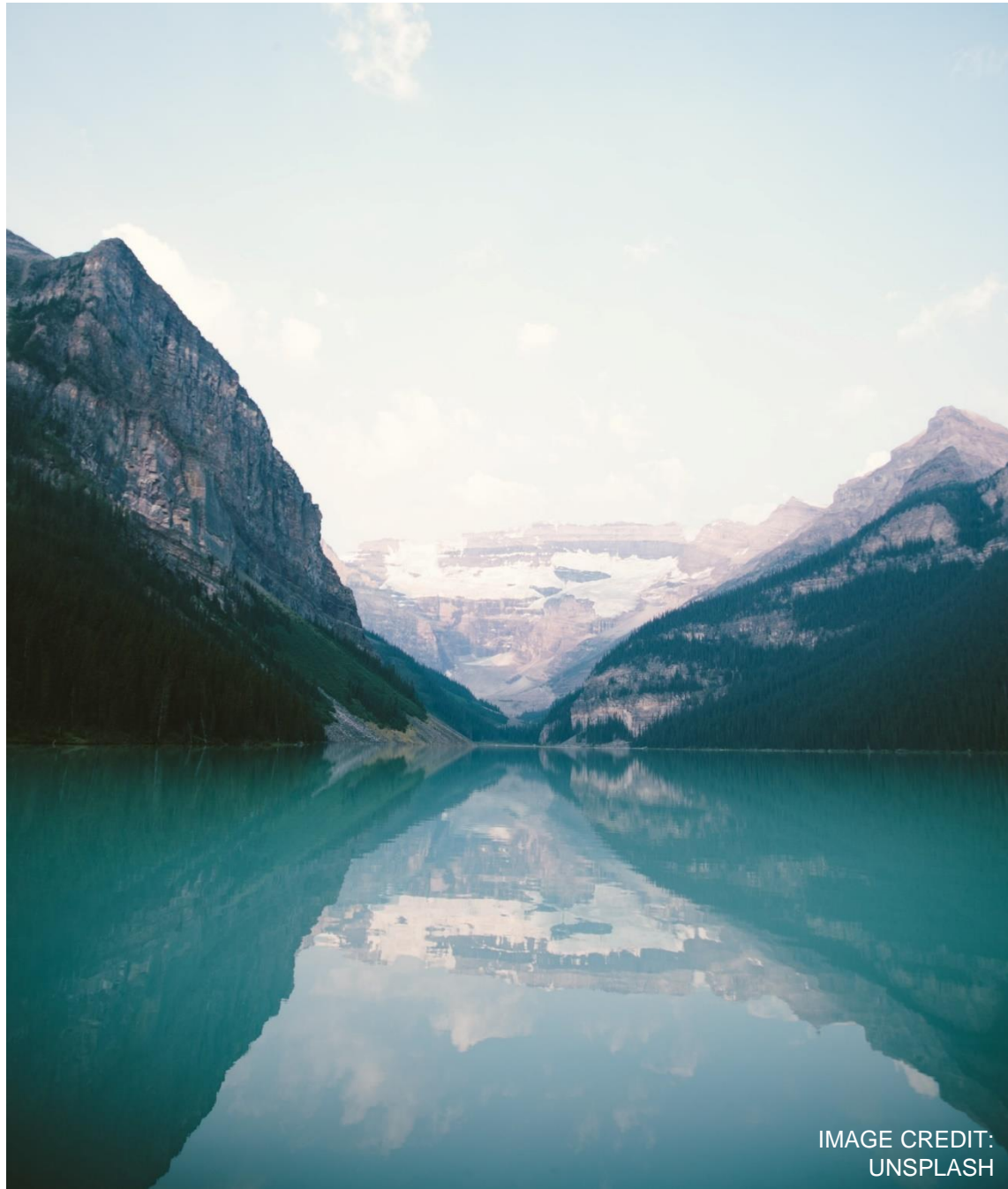


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Key findings

- Climate and biodiversity issues sit squarely within the group of issues (like the pandemic, inflation and Ukraine invasion) that most Canadians want addressed now.
- The frames tested appeal primarily to those already on-side with action.
 - Among those not on-side with immediate action, there is some potential traction with frames about improved affordability for people/businesses and ensuring Canada is positioned for change (to cushion the impact of an energy transition).
- There is a group (roughly 4 in 10) who report a greater appreciation of nature due to the pandemic; about half of these folks strongly support increased government support for nature for both urban and rural areas (close to double to the overall average). However, it may be that this group also had a higher pre-pandemic level of appreciation, and this does not represent a true shift.
- There is a consistency in the data across questions that suggests people are “dug into” their position, in a way that is not explained by demographics or even federal party support.

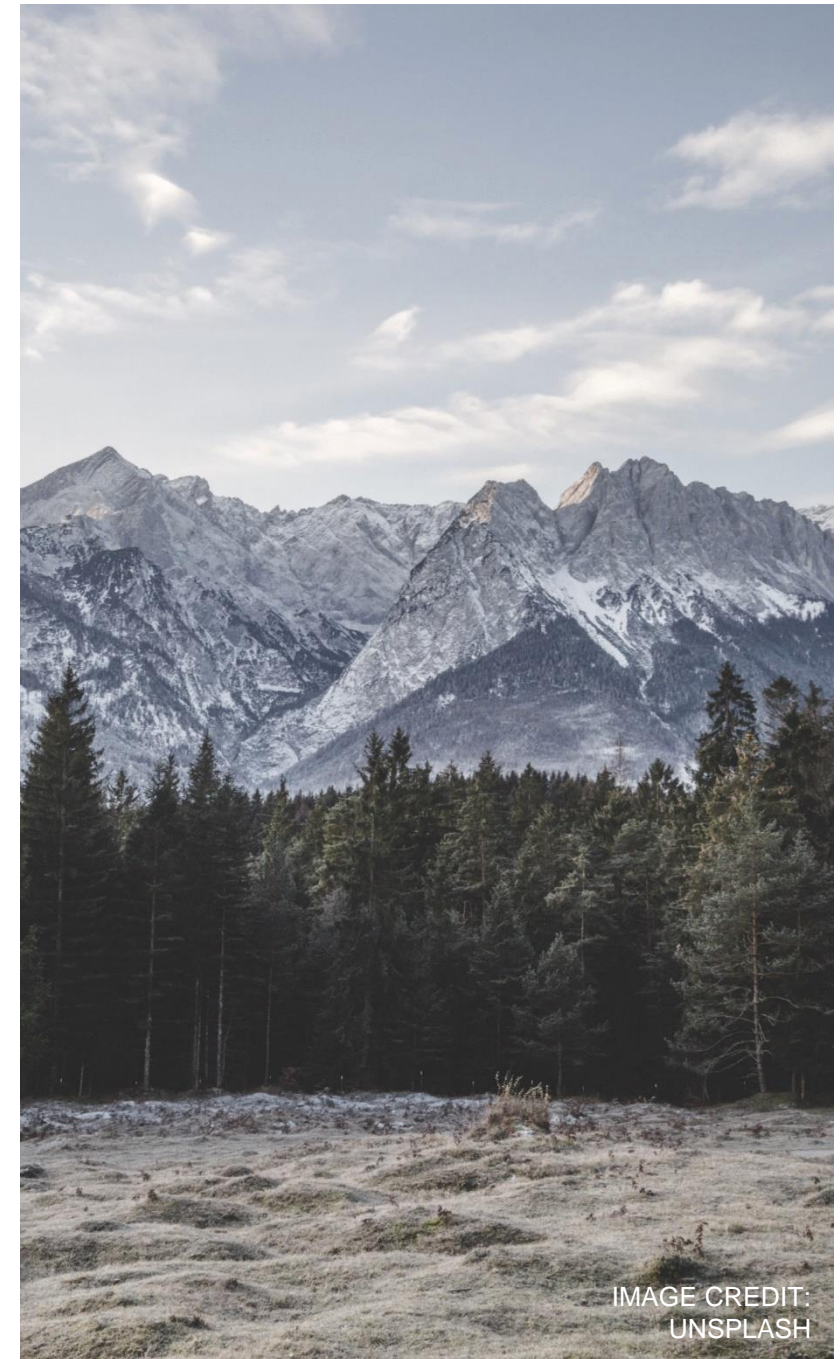


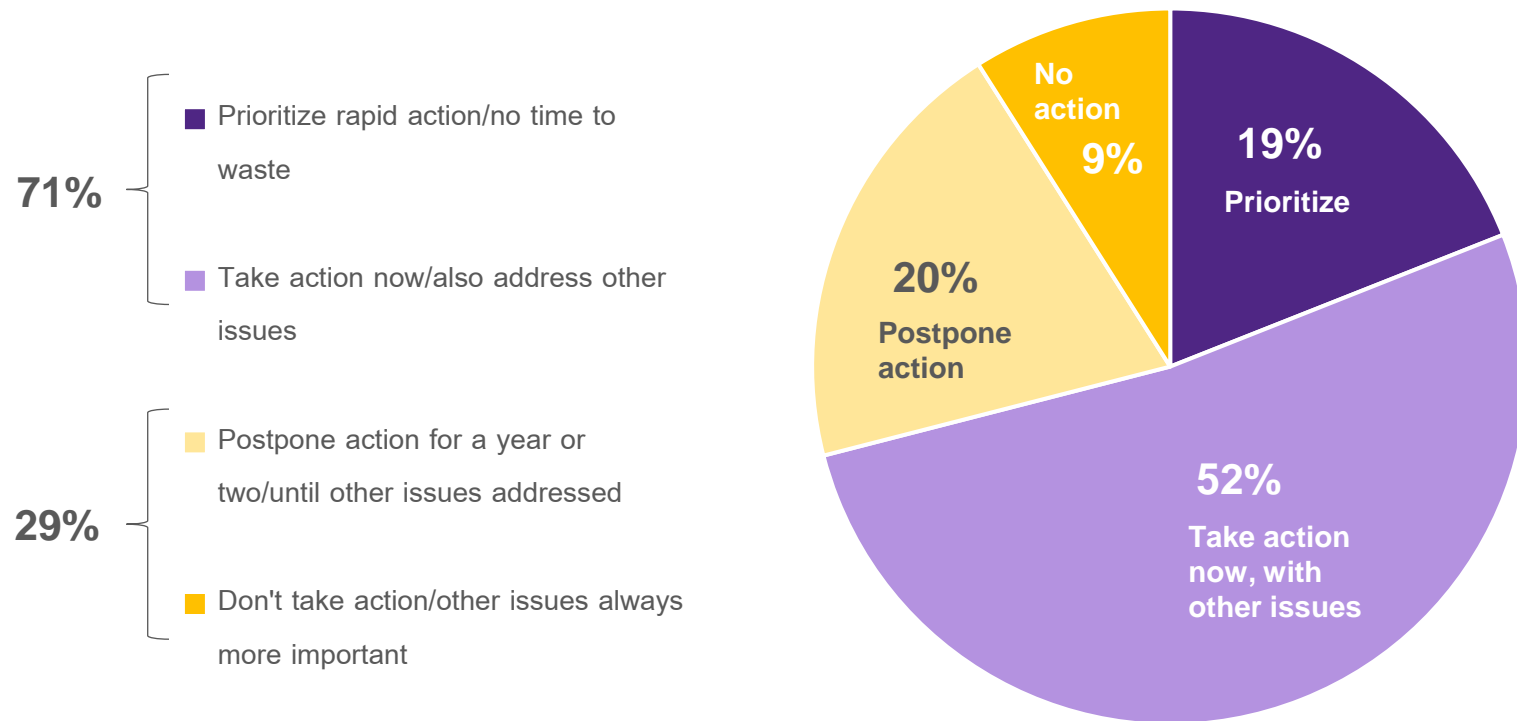
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PUBLIC PRIORITIES

PUBLIC PRIORITIES: CLIMATE CHANGE/BIODIVERSITY LOSS

There is widespread preference for action now on climate change & biodiversity loss: half (52%) want it addressed at the same time as other issues, while a small slice (19%) want it prioritized overall.

Q18. Canada and the world are facing multiple issues right now, including the COVID-19 pandemic, inflation and the cost of living, war in Ukraine, climate change and biodiversity loss. Which of the following best reflects how you would like governments in Canada to prioritize these issues?



The typical regional patterns exist, but otherwise these opinions are remarkably consistent by subgroup.

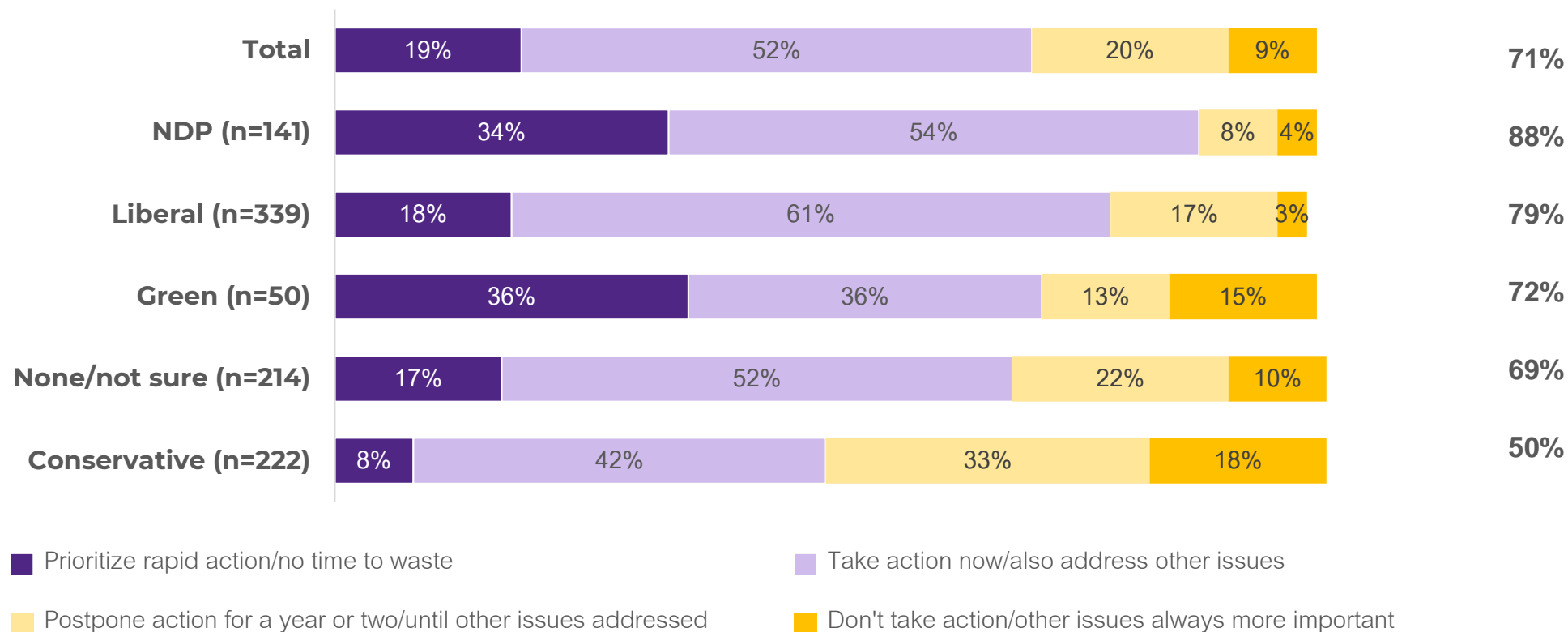
The desire to focus on more than one thing at a time (climate/biodiversity as well as other issues) is higher among women and older Canadians (30+); in turn, the views of younger Canadians (under 30) do not favour any of the remaining three categories.

PUBLIC PRIORITIES: CLIMATE CHANGE/BIODIVERSITY LOSS

Solid majorities of all federal party supporters want climate/biodiversity action now, although the extent of prioritization varies. The exception is Conservative supporters, whose views are more evenly divided.

Q18. Canada and the world are facing multiple issues right now, including the COVID-19 pandemic, inflation and the cost of living, war in Ukraine, climate change and biodiversity loss. Which of the following best reflects how you would like governments in Canada to prioritize these issues.

Top 2 box



FRAMING

FRAMING OPTIONS

Much of the energy used in Canada today to power homes, businesses and transportation comes from carbon-based fossil fuels (oil, gas, coal) which are a major source of the greenhouse gas emissions that cause climate change, which in turn contributes to biodiversity loss. One solution is to use cleaner non-polluting sources like solar, wind and nuclear power.

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

COST VS INVESTMENT (CONTEXT: CONCERNS ABOUT COST OF LIVING, HIGHER ENERGY PRICES)

10. It is preferable for Canada to invest now in a transition to non-polluting electricity, rather than face higher costs in the future when we have to close coal, oil and gas power plants quickly to slow climate change.
11. Canada should invest now in a transition to non-polluting electricity while helping people and businesses to lower their energy use and save money in the long-run
12. Canada should invest now in a transition to non-polluting electricity because we are already incurring substantial costs due to extreme weather events that are only going to become more costly if we do nothing.

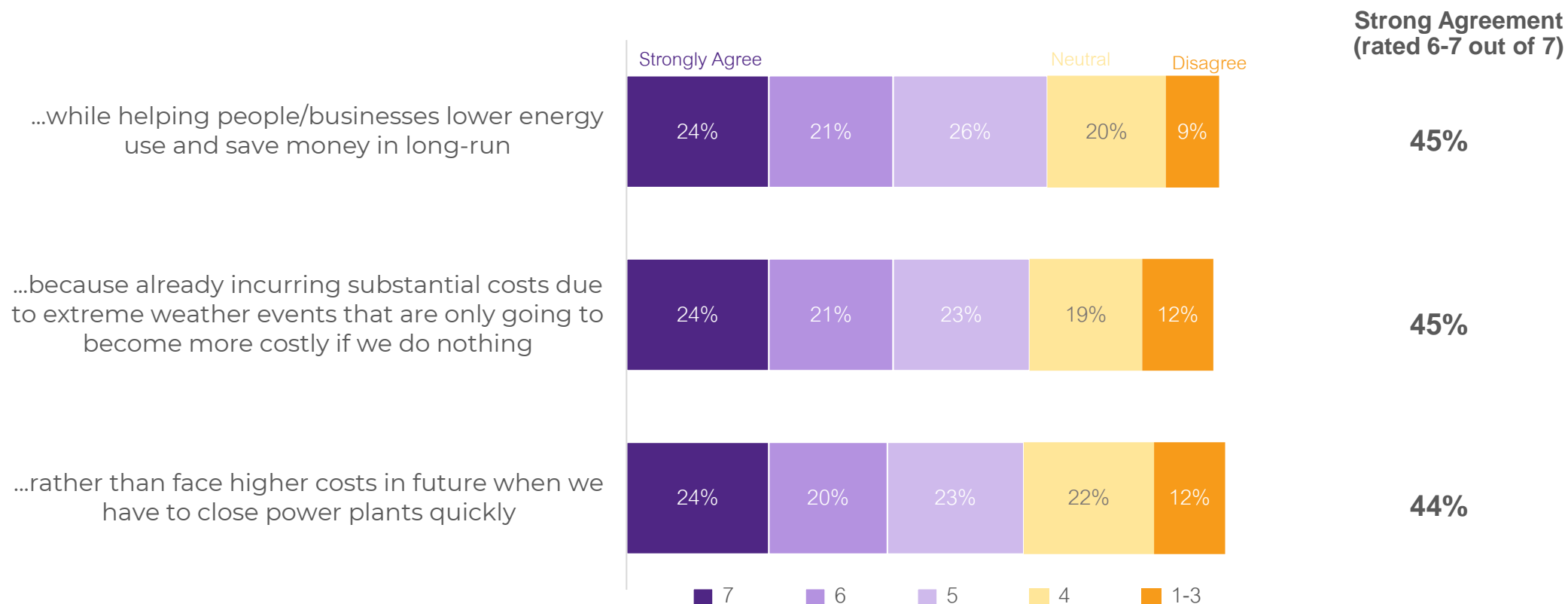
JUST TRANSITION VS FAIR TRANSITION

13. Governments in Canada should help oil and gas workers and their communities make a [SPLIT SAMPLE: just / fair] transition to new jobs and opportunities in a clean, more sustainable economy

CANADA SHOULD INVEST NOW IN A TRANSITION...

All three arguments perform on par in terms of generating agreement about the need to invest now in a transition to non-polluting electricity (versus incur higher costs in the long-term); the three statements are strongly correlated.

Q10-12. To what extent do you agree or disagree with the following statements?



CANADA SHOULD INVEST NOW IN A TRANSITION...

The statement about supporting people and businesses gets a bit of lift among those group who don't prioritize action on climate/biodiversity

Q10-12. To what extent do you agree or disagree with the following statements?

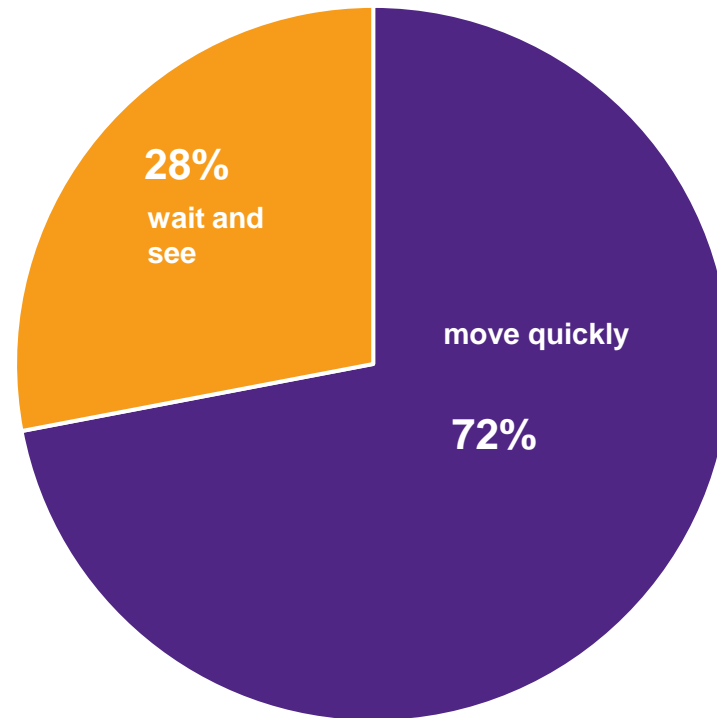
| % who agree strongly (rated 6-7 out of 7) | Action now, along with other | | | |
|---|---------------------------------|--------|----------|-----------------------|
| | Prioritize rapid action | issues | Postpone | Do not take action |
| ...while helping people/businesses lower energy use and save money in long-run | 67% | 49% | 24% | 23% |
| ...because already incurring substantial costs due to extreme weather events that are only going to become more costly if we do nothing | 67% | 51% | 24% | 17% |
| ...rather than face higher costs in future when we have to close power plants quickly | 67% | 48% | 21% | 15% |

ARGUMENT FOR “READINESS”

Canadians lean strongly in favour of actively planning for a drop in global fossil fuel demand, rather than being passive (“wait and see”).

Q14. Which of the following best reflects your view?

- Canada needs to move quickly to ensure our economy is prepared and can prosper when global demand for fossil fuels drops as countries strive to meet their commitments to reduce greenhouse gas emissions.
- Canada should wait and see what happens to global demand for fossil fuels before making any major changes that would impact our economy.



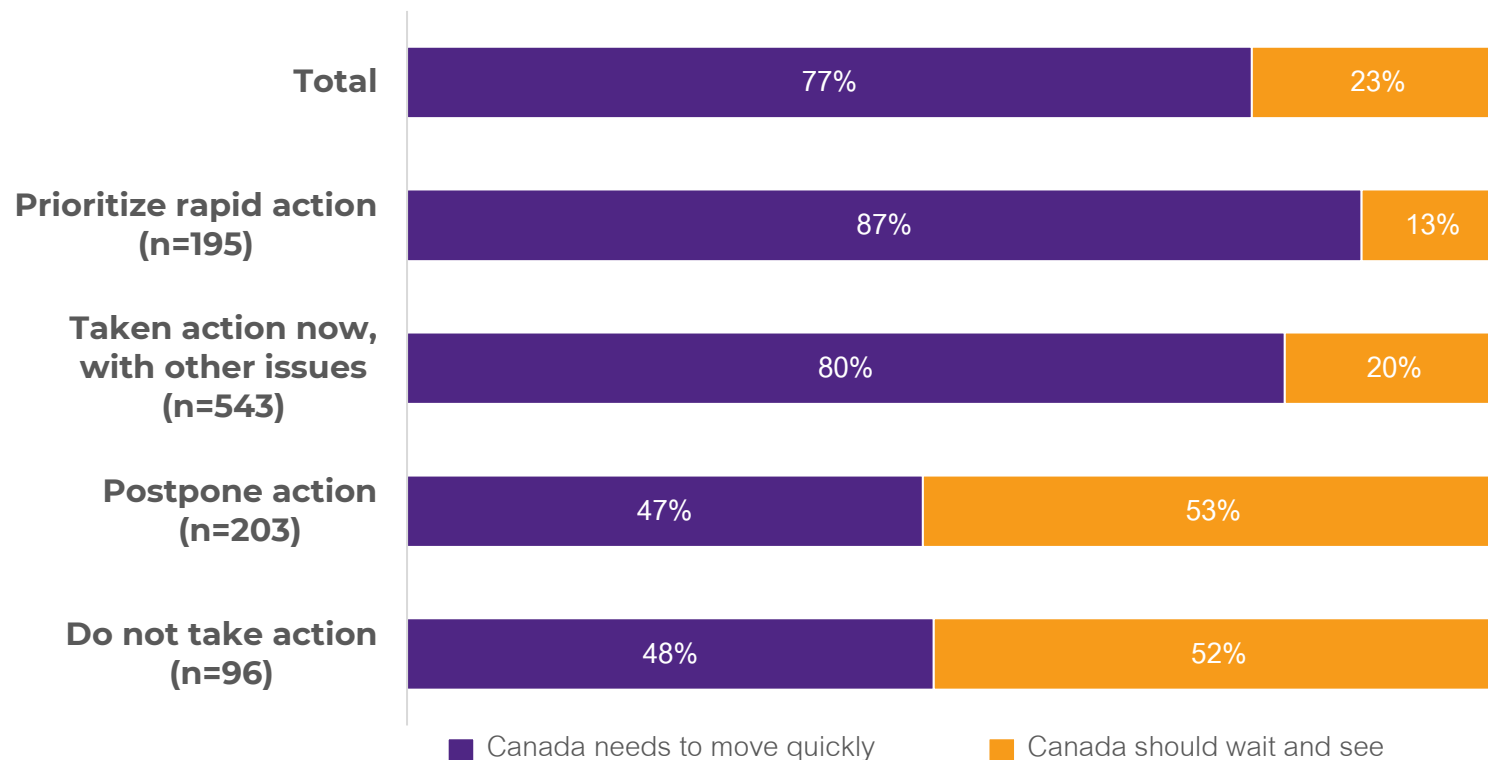
There is majority preference for “being ready” in all regions (including Alberta; 62%) and demographic segments, but is particularly high among:

- Women (78%)
- Aged 30+ (74%)

ARGUMENT FOR “READINESS” - BY PRIORITY

This argument appeals primarily to those who prioritize climate/biodiversity, but also to half of those who prefer to postpone or avoid action.

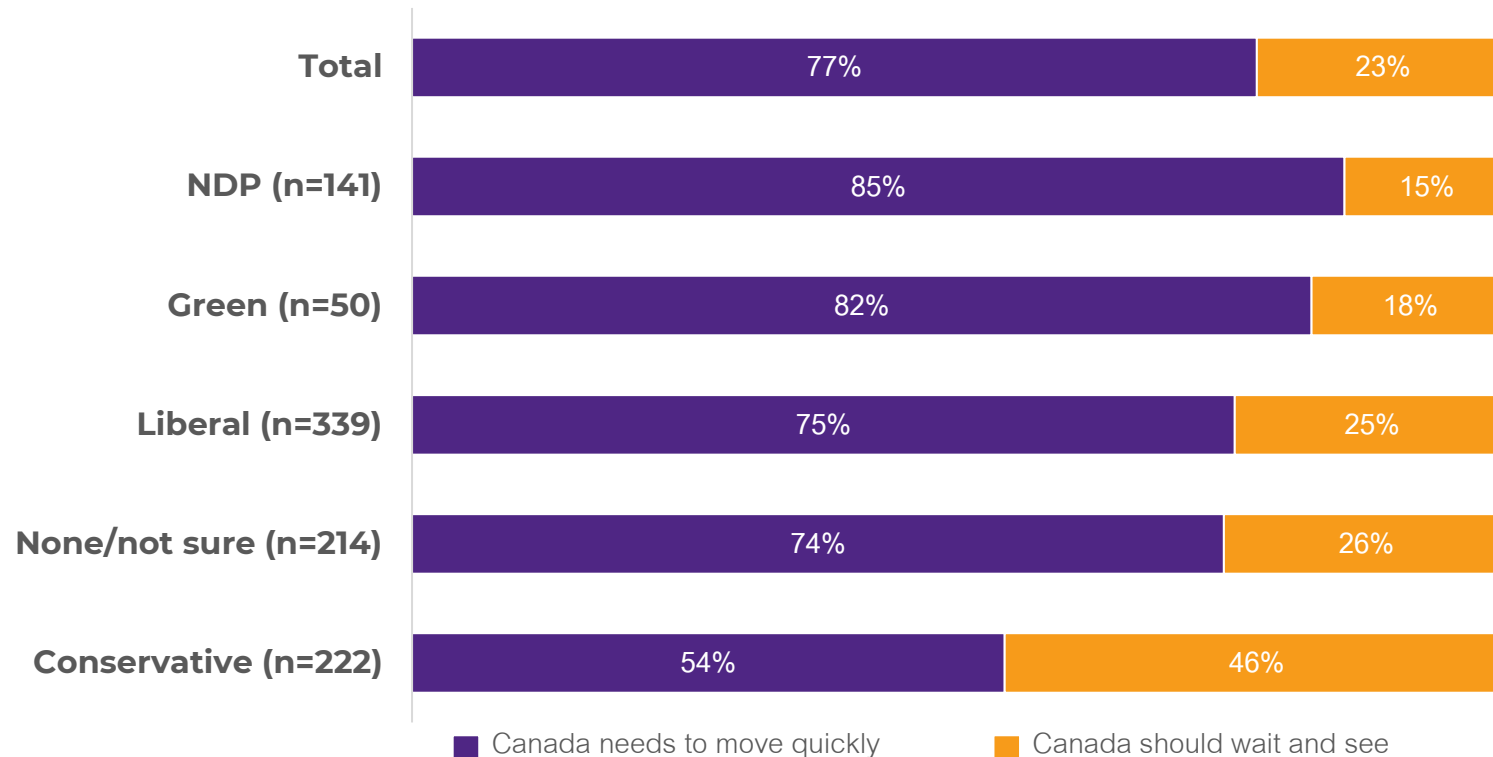
Q14. Which of the following best reflects your view? Canada needs to move quickly to ensure our economy is prepared and can prosper when global demand for fossil fuels drops as countries strive to meet their commitments to reduce greenhouse gas emissions OR Canada should wait and see what happens to global demand for fossil fuels before making any major changes that would impact our economy.



ARGUMENT FOR “READINESS” - BY PARTY SUPPORT

There is preference for preparing Canada’s economy for a global energy transition regardless of federal party support, although the margin of difference is smaller for Conservative supporters.

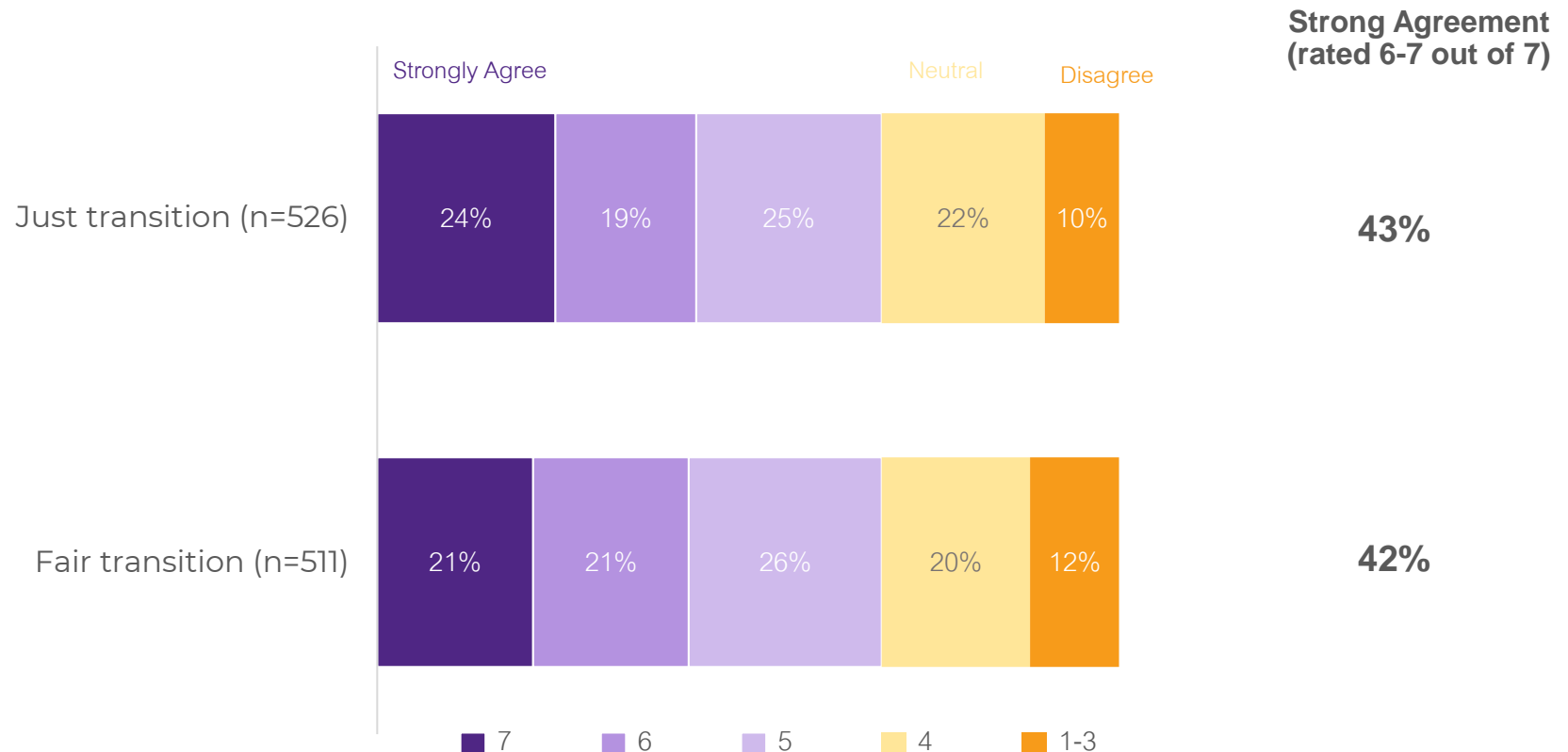
Q14. Which of the following best reflects your view? Canada needs to move quickly to ensure our economy is prepared and can prosper when global demand for fossil fuels drops as countries strive to meet their commitments to reduce greenhouse gas emissions OR Canada should wait and see what happens to global demand for fossil fuels before making any major changes that would impact our economy.



JUST VS FAIR TRANSITION

Neither term generates a more positive reaction to the idea of an energy transition that support workers and communities.

Q13. To what extent do you agree or disagree with the following statements? Governments in Canada should help oil and gas workers and their communities make a [just / fair] transition to new job opportunities in a clean, more sustainable economy.

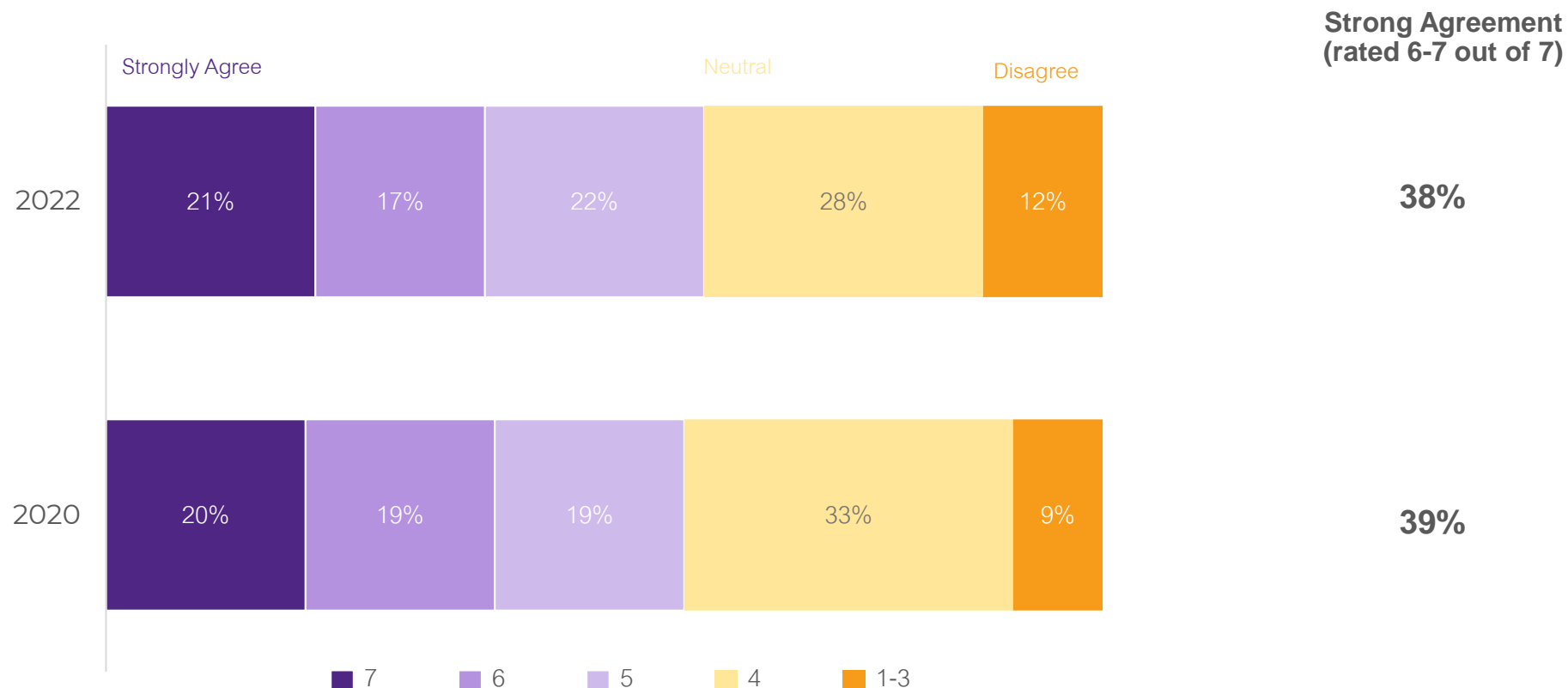


CONNECTION TO NATURE

CHANGE IN APPRECIATION OF NATURE

There is a group of about four in ten Canadians who have felt a greater appreciation for nature throughout the pandemic; this view has not broadened over the past two years.

Q10. To what extent do you agree or disagree with the following statements? My appreciation of nature and the outdoors has increased during the pandemic



SUPPORT FOR GOV'T ACTION TO PROTECT NATURE

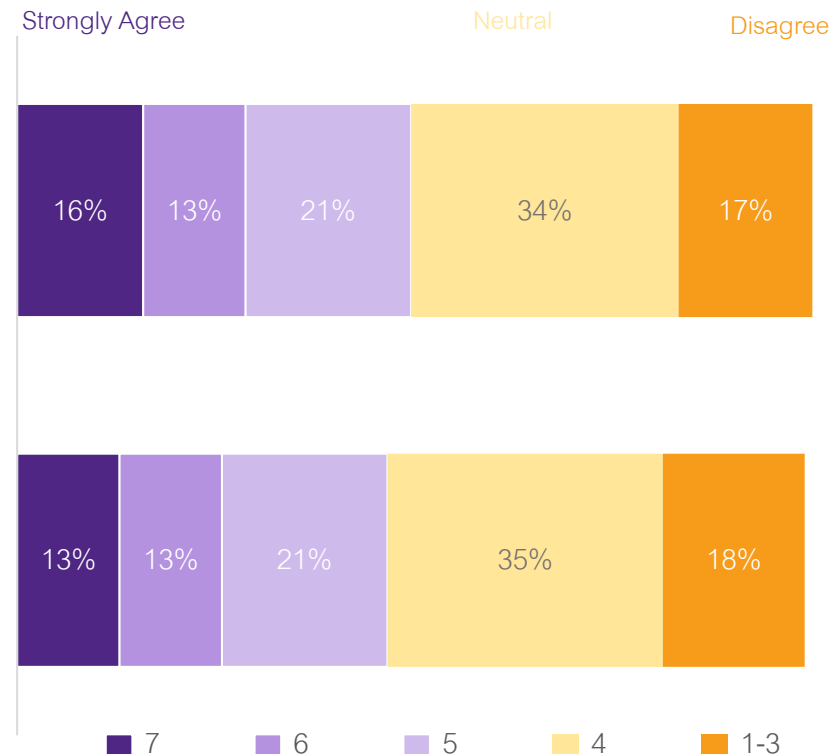
There is a correlation between having a deeper appreciation of nature due to the pandemic and supporting nature protection by governments: about half of this group say they are more supportive than before the pandemic.

Q11-12. To what extent do you agree or disagree with the following statements:?

Strong Agreement
(rated 6-7 out of 7)

Among total **Among those with deeper appreciation**

Compared to before the pandemic, I am more supportive of government actions and initiatives to protect nature in rural and remote areas



29%

54%

26%

50%

TRUST

TRUST IN FEDERAL GOVERNMENT

Close to one in five trust the federal government's efforts on climate change; a slightly larger proportion express distrust. Public trust is more evenly split on biodiversity protection, with a larger group who hold neutral opinions.

Q1-9. To what extent do you agree or disagree with the following statements about the federal government's efforts with respect to [SPLIT SAMPLE: climate change / protecting biodiversity]? NOTE: Green indicates positive trust / red indicates negative trust

| The federal government... | Climate change | | | Biodiversity protection | | |
|---|----------------|--------------|----------------|-------------------------|--------------|----------------|
| | Agree (6-7) | Middle (3-5) | Disagree (1-2) | Agree (6-7) | Middle (3-5) | Disagree (1-2) |
| Has necessary skilled people to carry out its job | 19% | 61% | 20% | 18% | 67% | 15% |
| Competent enough to deal with | 18% | 58% | 24% | 16% | 68% | 16% |
| Acting in public interest | 18% | 61% | 21% | 15% | 68% | 17% |
| Makes decisions in a way that is fair | 19% | 60% | 21% | 15% | 70% | 15% |
| Provides all relevant information to the public | 18% | 60% | 22% | 13% | 70% | 17% |
| Listens to what ordinary people think | 14% | 60% | 26% | 13% | 67% | 20% |
| Changes policies without good reason (negative) | 20% | 65% | 15% | 18% | 70% | 12% |
| Distorts facts in its favour (negative) | 24% | 58% | 18% | 20% | 66% | 14% |
| Too influenced by industry (negative) | 28% | 59% | 13% | 22% | 70% | 8% |

TRUST IN FEDERAL GOVERNMENT – BY PARTY SUPPORT

Partisanship is a driving factor in trust in the federal government; Conservative supporters are particularly doubtful of policy change and misinformation related to climate change.

Q1-9. To what extent do you agree or disagree with the following statements about the federal government's efforts with respect to [SPLIT SAMPLE: climate change / protecting biodiversity]? NOTE: Green indicates positive trust / red indicates negative trust

| Agree (rating of 6-7 out of 7) that the federal government... | Climate change | | | | Biodiversity protection | | | |
|---|----------------|------|-----|-----------|-------------------------|------|-----|-----------|
| | Liberal | Cons | NDP | Undecided | Liberal | Cons | NDP | Undecided |
| Has necessary skilled people to carry out its job | 28% | 17% | 19% | 11% | 25% | 13% | 17% | 8% |
| Competent enough to deal with | 26% | 14% | 22% | 10% | 25% | 10% | 16% | 9% |
| Acting in public interest | 28% | 13% | 17% | 10% | 26% | 9% | 14% | 7% |
| Makes decisions in a way that is fair | 30% | 15% | 16% | 8% | 27% | 6% | 12% | 8% |
| Provides all relevant information to the public | 30% | 13% | 14% | 11% | 22% | 8% | 12% | 3% |
| Listens to what ordinary people think | 22% | 12% | 8% | 11% | 21% | 8% | 7% | 5% |
| Changes policies without good reason (negative) | 18% | 33% | 10% | 31% | 18% | 20% | 13% | 13% |
| Distorts facts in its favour (negative) | 19% | 37% | 15% | 18% | 19% | 23% | 15% | 16% |
| Too influenced by industry (negative) | 30% | 24% | 32% | 19% | 23% | 19% | 19% | 17% |

FINAL THOUGHTS

Final thoughts

Communications:

The data suggest potential for messages that:

- acknowledge and connect to people's concerns about their individual cost of living;
- Address our positioning for future prosperity in light of global shifts/trends

Research:

Lean more heavily on tracking questions to more clearly identify how attitudes are changing & why, rather than relying on self-reported change in attitudes.

- Develop a database of questions that can be periodically repeated, particularly when contextual factors are shifting rapidly

Invest in social values measurement about what makes different constituencies tick.

- Continue to test/iterate different (simpler) versions of framing options, particularly in light of social values

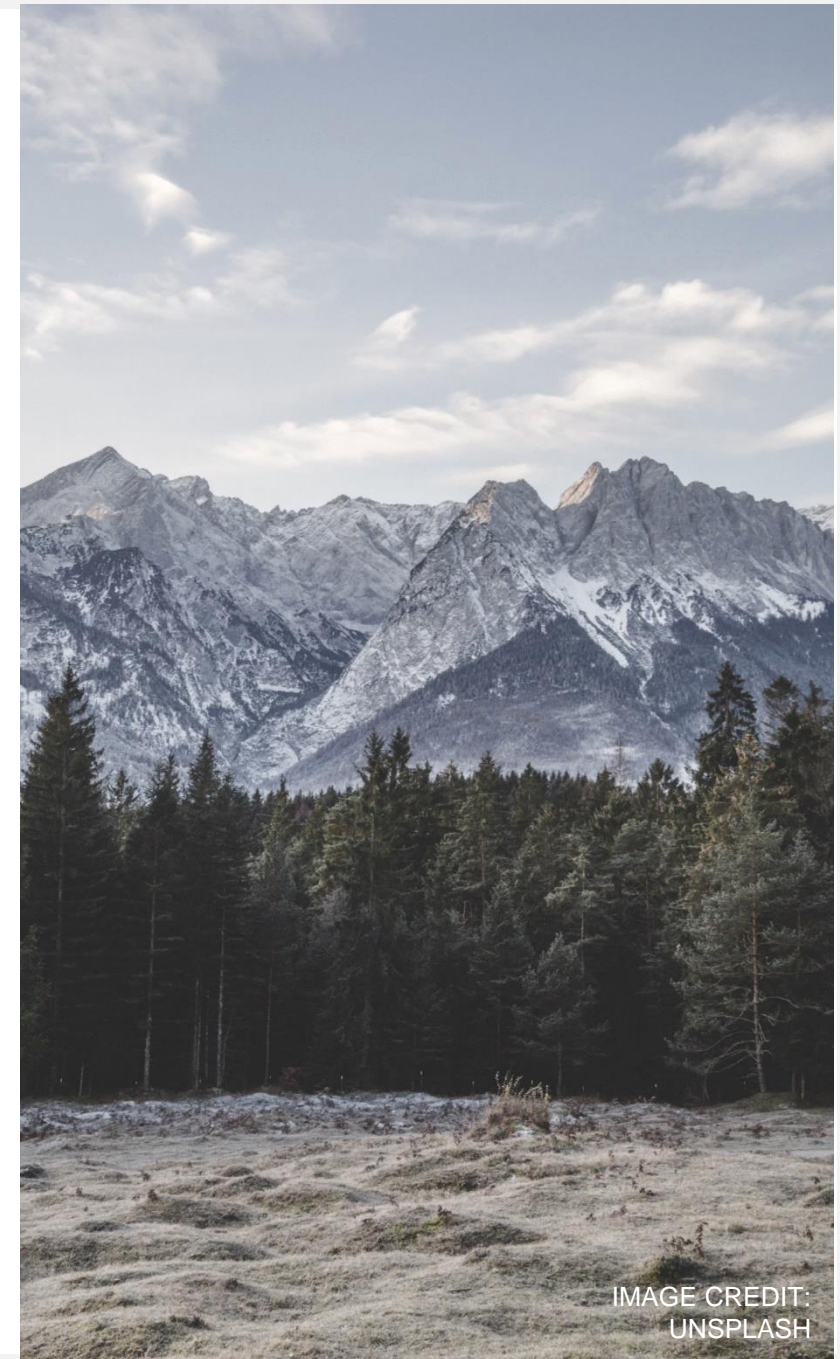


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METHODOLOGY



Methodology

- **Online survey** conducted with 1037 Canadians, aged 18 or older
- **Field dates:** April 18 to 23, 2022
- **Quotas** were set by age, gender and region. Final data are weighted to ensure the sample composition represents the actual Canadian population.

| | Unweighted n | Weighted n |
|-----------------------|--------------|------------|
| Atlantic | 82 | 73 |
| Quebec | 193 | 259 |
| Ontario | 423 | 394 |
| Manitoba/Saskatchewan | 84 | 71 |
| Alberta | 120 | 106 |
| British Columbia | 135 | 135 |