

Climate of Change 2020 analysis

Members webinar

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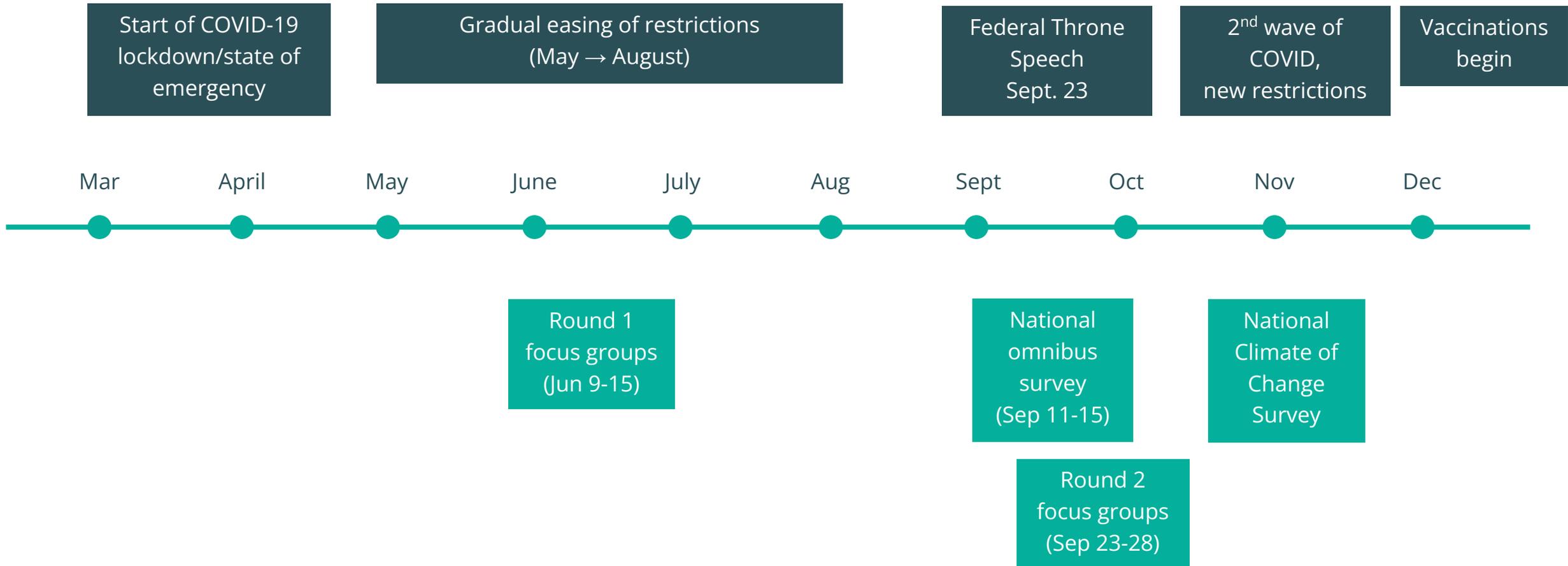
March 3, 2021

Up next

- Research planning questionnaire (Mar.8th wk)
- Zoom-tini research discussion (Mar. 22 wk)
- SSHRC segmentation webinar, UdeM (Mar. 29 wk)
- EcoA Tips newsletter #3, Apr.5
- Decide on research and methods, Apr. 12 wk
- Hire researchers, May 3 week
- Conduct research, May-June
- Cross-tabs and first results June 28th

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COVID & environment research timeline: 2020



Data

129	MIP. Now, can you tell me IN YOUR OPINION, what is the most important problem facing Canada today?																	
130	2021-02-26																	
131																		
132																		
133		Language			Parent			Minority			Vote							
134	Total	English	French	Other	Yes	No	Not sure or Refused	Yes	No	Not sure or Refused	LPC	CPC	NDP	BQ	Green	Else	18-34	
135	(A2)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
136																		
137	Weighted Total	1000	704	209	83	297	701	2	245	727	28	259	228	163	42	87	16	247
138	Unweighted Total	1000	709	218	70	255	743	2	221	751	28	267	234	149	45	78	17	147
139	COVID-19 pandemic	485	316	121	46	140	345	1	107	365	13	156	107	70	20	36	2	103
140		48.5%	44.8%	58.1%	55.4%	46.9%	49.2%	49.5%	43.7%	50.2%	46.4%	60.4%	46.7%	42.9%	48.0%	41.2%	13.4%	41.5%
141				A								KLNO	O	O	O	O		
142	The economy	113	81	21	10	27	86	-	22	91	-	27	43	14	2	3	2	20
143		11.3%	11.5%	10.2%	12.4%	9.1%	12.2%		8.9%	12.5%		10.4%	18.7%	8.3%	5.4%	2.9%	10.8%	8.2%
144												N	JLMN					
145	Climate change / global warming	83	66	14	2	28	55	-	16	66	1	22	3	22	2	23	1	26
146		8.3%	9.4%	6.9%	2.7%	9.5%	7.8%		6.6%	9.1%	3.6%	8.4%	1.3%	13.6%	5.9%	26.5%	6.5%	10.6%
147				C								K		K		JKLMO		
148	Government representation / Justin Trudeau	81	63	15	3	18	64	-	14	65	1	6	38	7	6	2	5	20
149		8.1%	9.0%	7.3%	3.2%	5.9%	9.1%		5.9%	9.0%	4.9%	2.4%	16.7%	4.6%	14.5%	2.9%	31.3%	8.3%
150				C									JLN	JN		JLN		
151	Jobs / unemployment	43	32	1	10	13	30	-	17	25	2	21	8	5	-	-	2	14
152		4.3%	4.5%	0.7%	12.3%	4.4%	4.3%		6.8%	3.4%	6.4%	8.1%	3.3%	2.8%			12.1%	5.8%
153				B			B					KL						
154	Health care	40	30	7	3	16	24	-	9	32	-	11	4	12	2	2	-	3
155		4.0%	4.2%	3.5%	3.9%	5.3%	3.5%		3.5%	4.4%		4.1%	1.7%	7.1%	3.9%	2.8%		1.4%
156													K					
157	Government spending / national debt	33	27	6	-	7	26	-	9	23	1	2	22	1	2	-	1	6
158		3.3%	3.8%	2.9%		2.3%	3.8%		3.8%	3.1%	3.7%	0.6%	9.7%	0.9%	3.7%		6.3%	2.3%
159													JL					
160	National unity	25	19	5	1	12	13	-	5	20	-	3	13	3	3	1	1	3
161		2.5%	2.7%	2.6%	1.0%	4.2%	1.8%		2.0%	2.8%		1.3%	5.6%	2.0%	6.9%	1.3%	5.6%	1.4%
162													JN					
163	Aboriginal issues	25	23	1	1	4	22	-	8	17	-	9	-	9	-	4	-	12

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Translation



Welcome Members and Subscribers to the first issue of *EcoA Tips*, which will arrive in your mailbox every two months. Here's what's below — scroll on!

Five tips on talking about the environment during COVID:

- Tip 1. Get personal, the pivot
- Tip 2. Push preparedness
- Tip 3: Avoid trade-offs
- Tip 4: Tax the rich
- Tip 5: Frame possibility

Venetian dolphins: Is fake news good?

Research notes: Nanos, Ipsos, Climate Outreaches...

EcoA News: Surveys, translation, Mad Hatters

[Whaddya think?](#) 60-sec evaluation

A screenshot of an EcoAnalytics report. The header shows the EcoAnalytics logo and the title 'Nutshell: Powerful Words'. Below the title, there are sections for 'Key Details' (Keywords, Population groups, Source, In this report) and 'What is this research about?' followed by 'What are the key findings?' with three bullet points (a, b, c) detailing findings on media, issue salience, and carbon pricing.

EcoAnalytics

Nutshell: Powerful Words

Key Details

Keywords: public health, political priming, carbon pricing

Population groups: Conservatives, Liberals, NDP, regional (Québec, Alberta, British Columbia)

Source: Climate of change survey (2018)

In this report: Know your audience, Narrative frames, Trusted messengers

What is this research about?

This report examines the role of the media in shaping attitudes, Canadians' views on the carbon tax, as well as framing climate change in relation to health.

What are the key findings?

- Media:** Evidence suggests that what people see and hear in the news impacts how important they perceive an issue to be. Québec residents are more likely than others to cite climate change as the most important issue facing the country.
- Issue salience:** Despite the increasing salience of climate change as a public issue, this has not necessarily led to a collective urgency to act. Nonetheless, those who perceive climate change to be the most important problem (81%) are more likely than those who do not (54%) to discuss this issue with family and friends and to say that climate change will harm them personally.
- Carbon pricing:** Whether or not Liberal or Conservative party supporters had already heard of carbon pricing impacted their support for the policy, which was not the case with other voters (other parties and undecided voters). This indicates that while LPC and CPC are reaching their respective audiences, there is an opportunity to engage other voters on this issue and build support.

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Analytical briefs



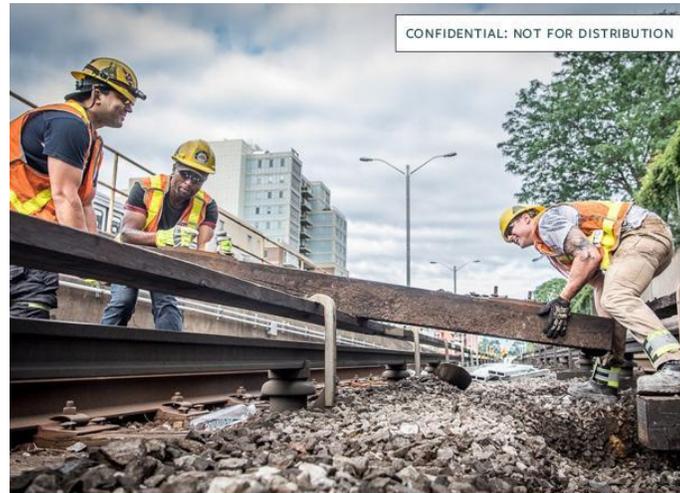
 EcoAnalytics

Which Canadians support nature-based solutions to the climate emergency?

—
ANALYTICAL BRIEF, JANUARY 2021

Erick Lachapelle, PhD

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Which Canadians support a green (and just) recovery?

—
ANALYTICAL BRIEF, FEBRUARY 2021

Erick Lachapelle, PhD

 EcoAnalytics



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Who do Canadians blame for climate change?

—
ECOANALYTICS BRIEF, FEBRUARY 2021

Erick Lachapelle, PhD

 EcoAnalytics

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Methodology

- Builds on comparative Canada-US polling since 2011
- Random digit dialling telephone survey of Canadians, 18 and older.
- N=1000; 40% reached via cellphone; 60% via landline.
- Results accurate to within $\pm 3.1\%$, 19 times out of 20.
- Weighting factor based on region, age & gender ensure data are representative
- Post data-collection management to code for CMA and swing riding (defined as a riding in which margin of victory was less than 5%)

Main findings

- Blame for climate change is distributed unevenly by different groups of Canadians (see patterns across segments)
 - But most segments see slow governments and fossil fuel companies as playing a very important role in causing climate change.
- Some polarization around green economic recovery
 - Though less so among lefties, NDP, university educated, women
- Advocacy for nature-based solutions could broaden support for climate action
 - E.g. among middle-aged conservative men

Top recommendations

- Conservation NGOs: Opportunity to boost support for NbS: 1) among individuals at local level; and 2) helping governments at all levels integrate NbS into climate action plans for greater efficacy and broader appeal.
- NGOs focused on Reformers: larger role in targeting urban, university-educated voters in swing ridings across Ontario, Quebec, and British Columbia.
- NGOs targeting Radicals: opportunity to test new narratives for climate accountability (also applies to Reformers)

Limits and future research

- Context is changing quickly (Biden, vaccines / pandemic, election...)
- Open questions
 - NbS: How deep is this support (Unconditional? Tradeoffs?); What do people think about specific types of NbS (are some more popular / seem as more effective / controversial than others?)
 - Green recovery: Is this a moving target? Are the dynamics changing? What is the elite discourse on this topic (preparing groups for upcoming election)?
 - Blame: Build/test narratives; examine backlash to fossil-fuel framing

Who supports nature-based solutions for climate change?

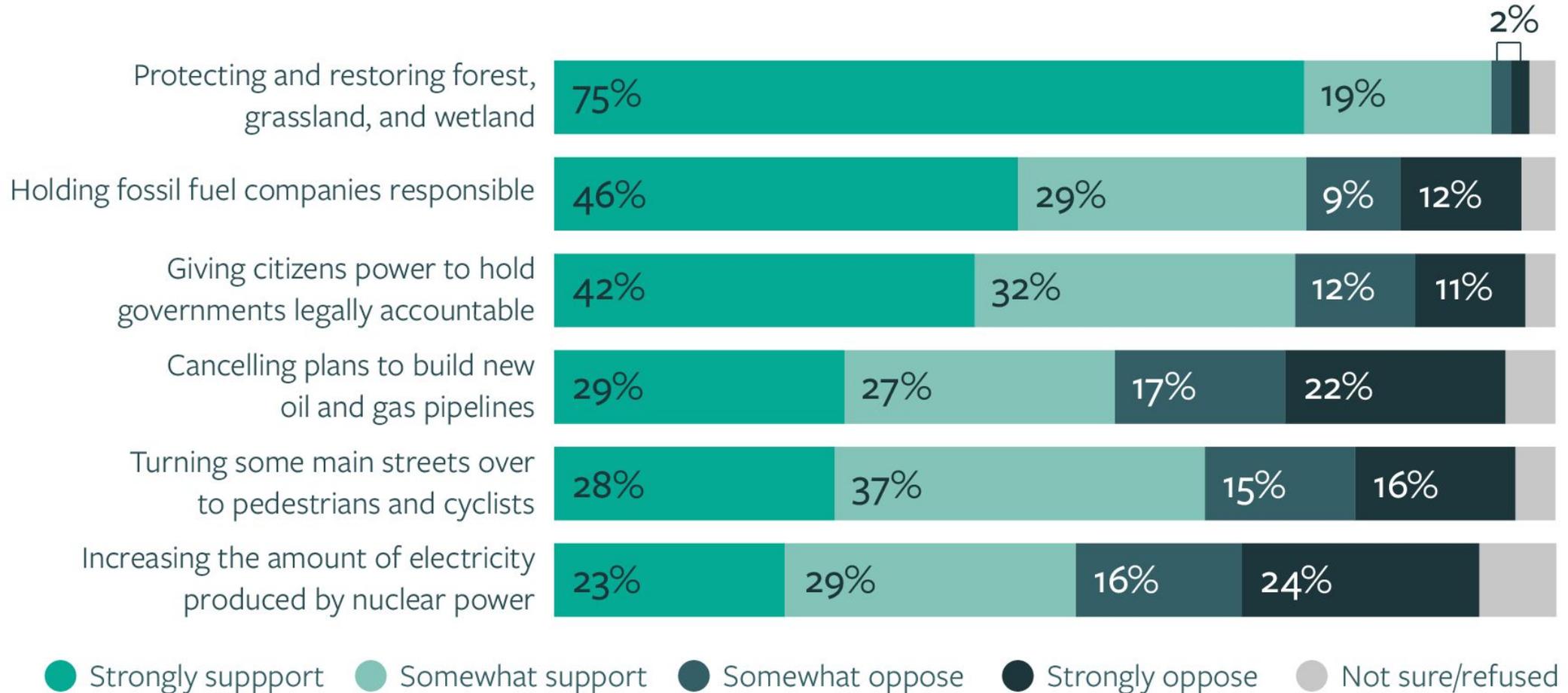
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Background

- Increasing attention to NbS in Canada and around the world
- Potential for new voices, groups to engage diverse membership
- Important caveat: Subsequent research (Omni poll) suggests need for education around how to label, describe, educate

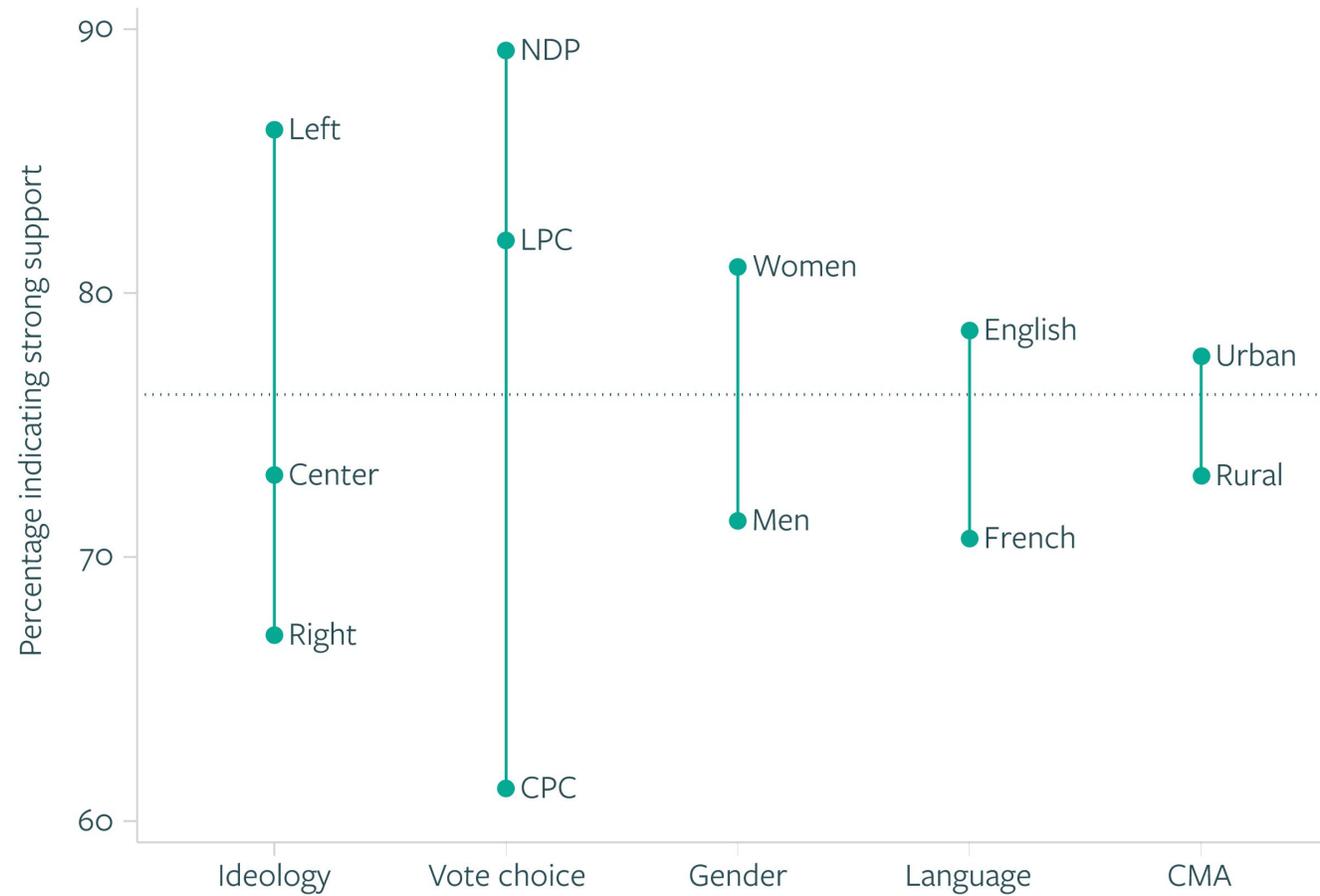
NbS is most popular policy option, by far

Support for various policy proposals to address climate change



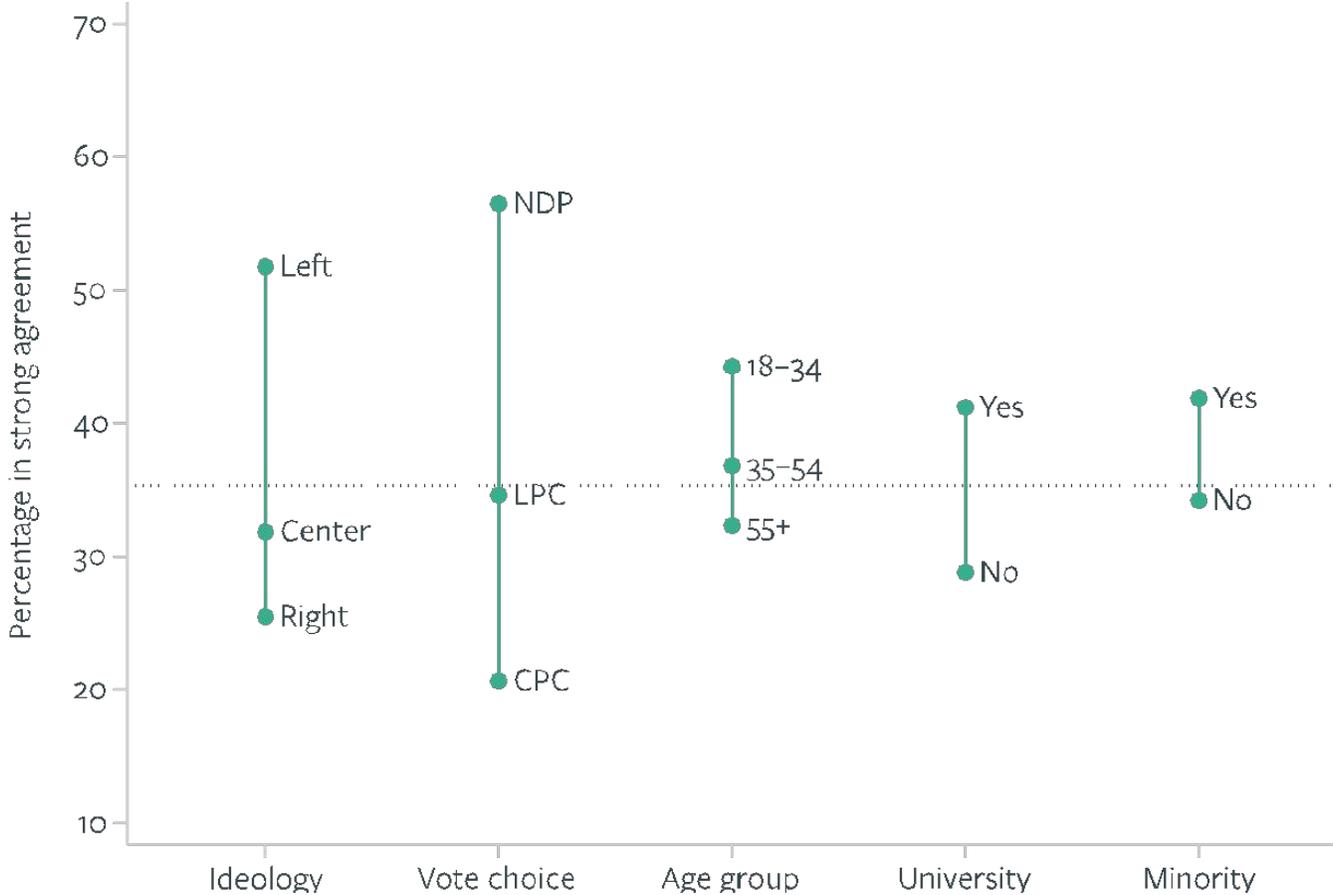
Who *really* supports NbS as a policy option, a closer look

Support for protecting and restoring forest, grassland, and wetland, by key socio-demographics



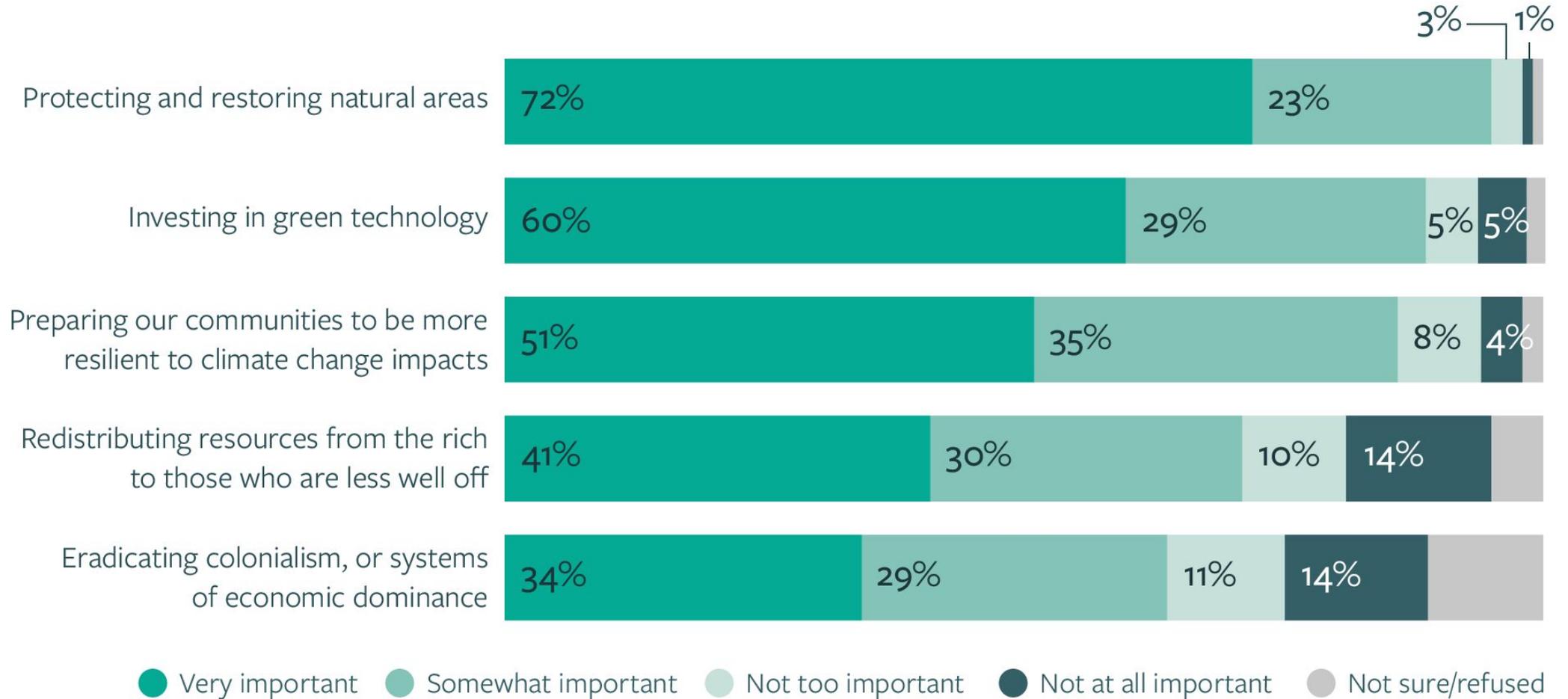
Belief in economic threat of biodiversity loss is less widespread

Loss of biodiversity as much a threat to the economy as climate change, by socio-demographics



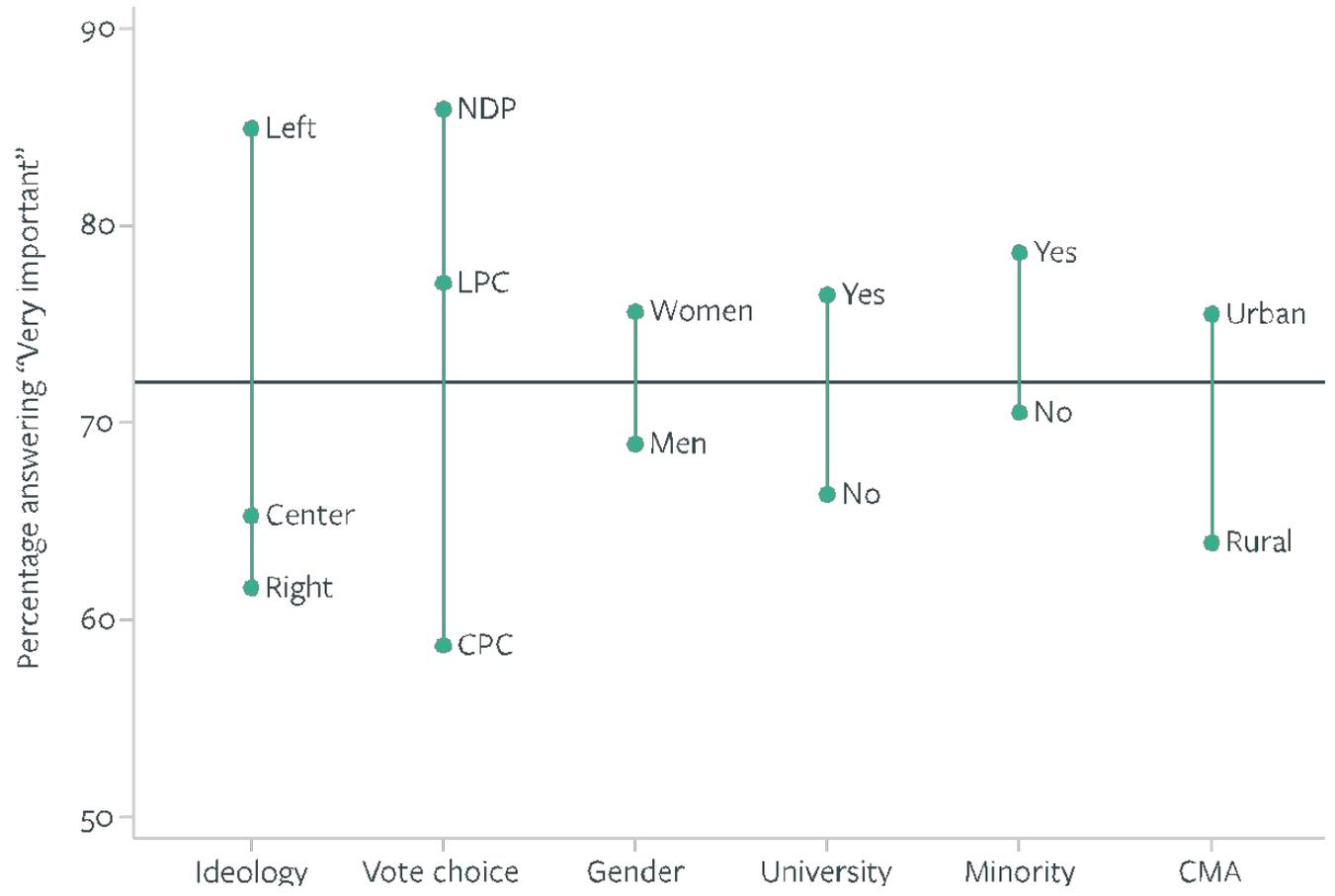
Perceived importance of NbS as solution to climate change

Perceived importance of various climate change solutions



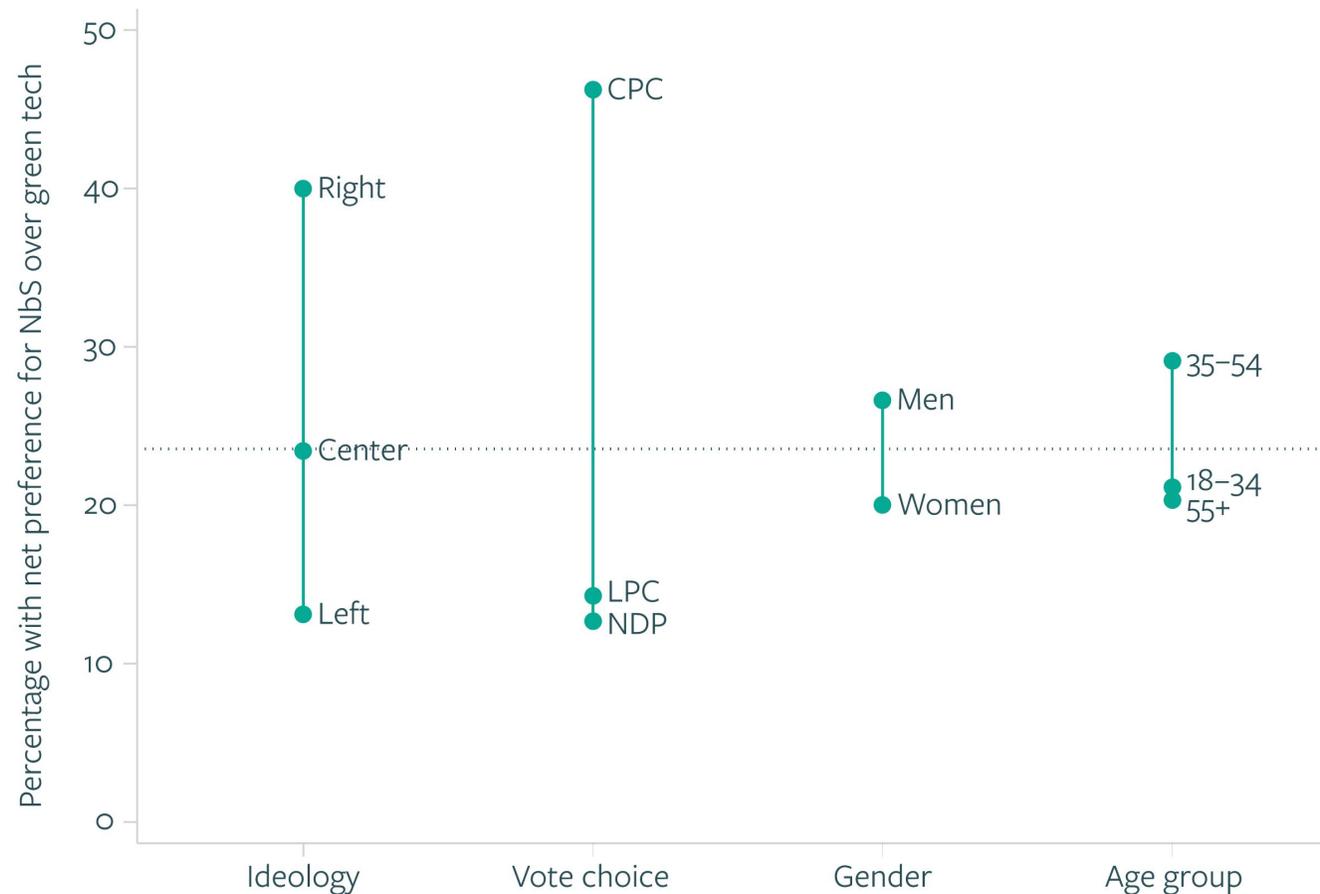
Strong, bipartisan support for protecting and restoring nature

Importance of protecting and restoring natural areas, by key socio-demographics



Some of us favour NbS more than green technology

Net importance of protecting and restoring nature over investing in green technology, by key socio-demographics



Framing NbS: recommendations

- Examine public understanding & support for different NbS (mitigation / adaptation; urban / rural)
- How deep is this support? Frame questions around trade-offs
- Advocate for and inform Canadians about urban and rural forms of NbS to be included in climate action plans.
- Test frames for targeted demographics:
 - To reinforce beliefs among men and right-leaning Canadians (go with NbS over “green infrastructure”)
 - To deepen engagement with left-leaning, educated Canadians
 - With Indigenous groups & researchers, etc. develop messaging about biodiversity and cc policy

Questions?



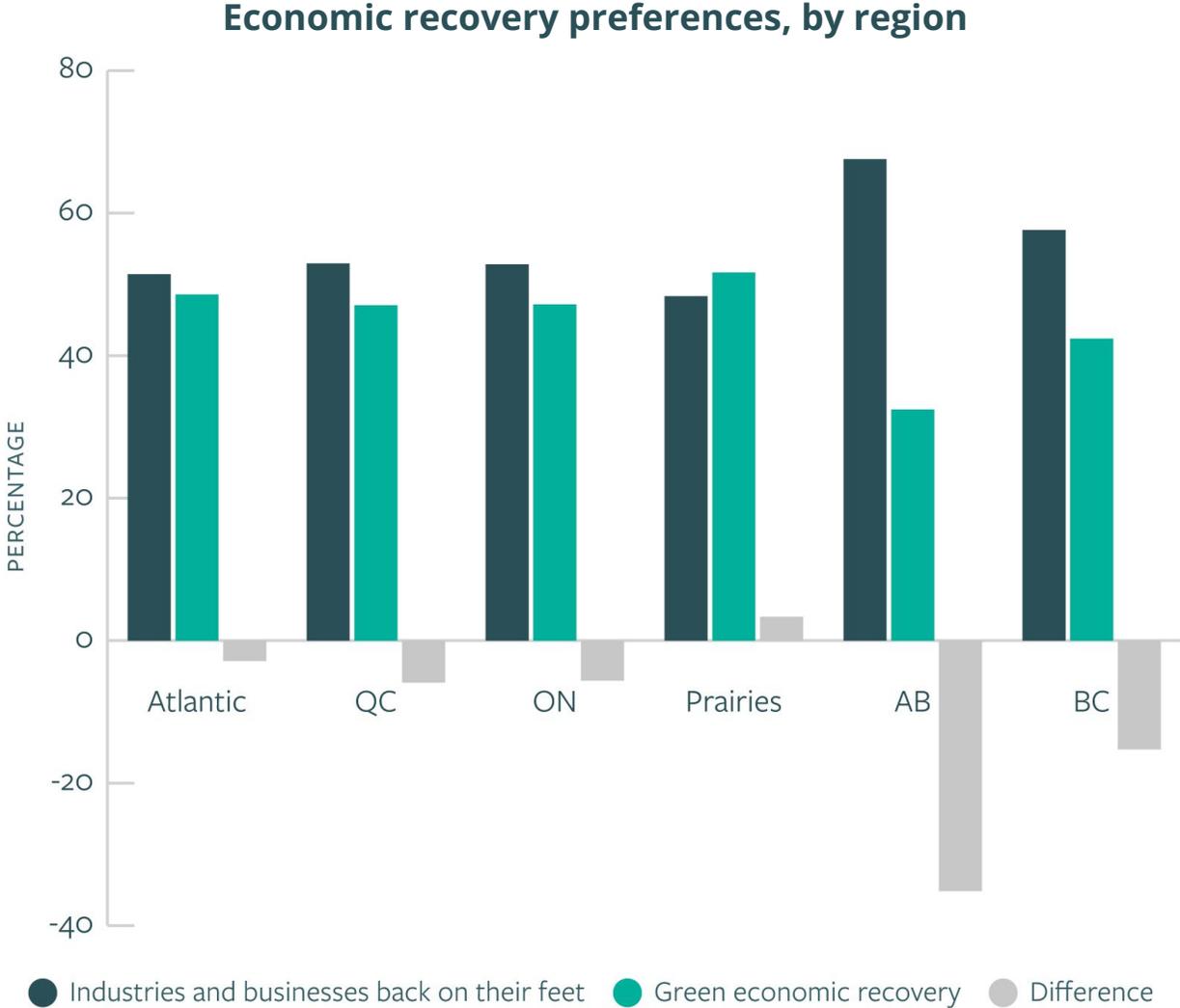
Who supports a green (and just) recovery?

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Background

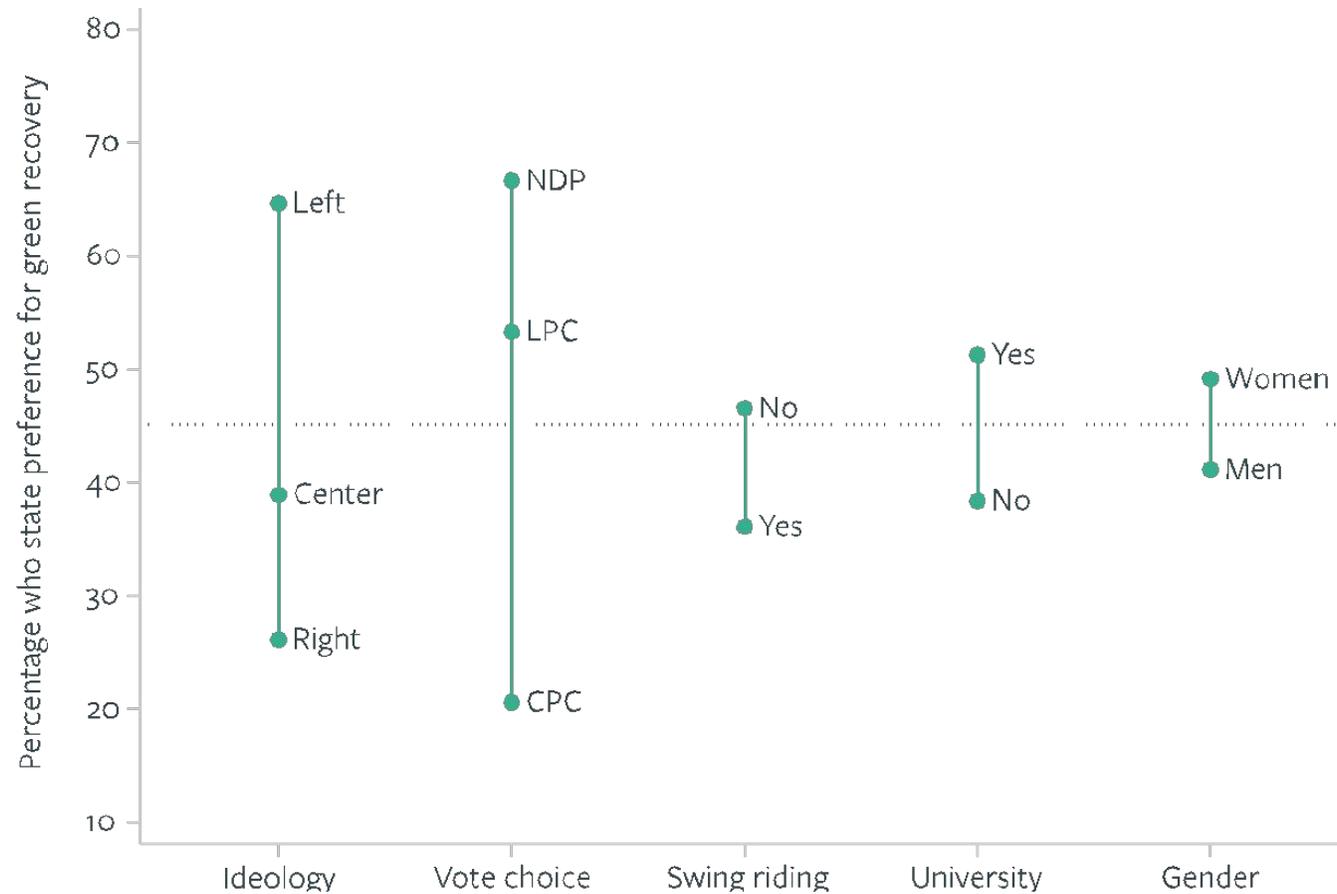
- Focus groups and Omni results suggest Canadians believe governments ought to lead on climate action generally and a just transition specifically.
- Rising salience of justice concerns (e.g. vulnerable populations) in context of pandemic.

Equal support for green *or* brown recovery, except in AB



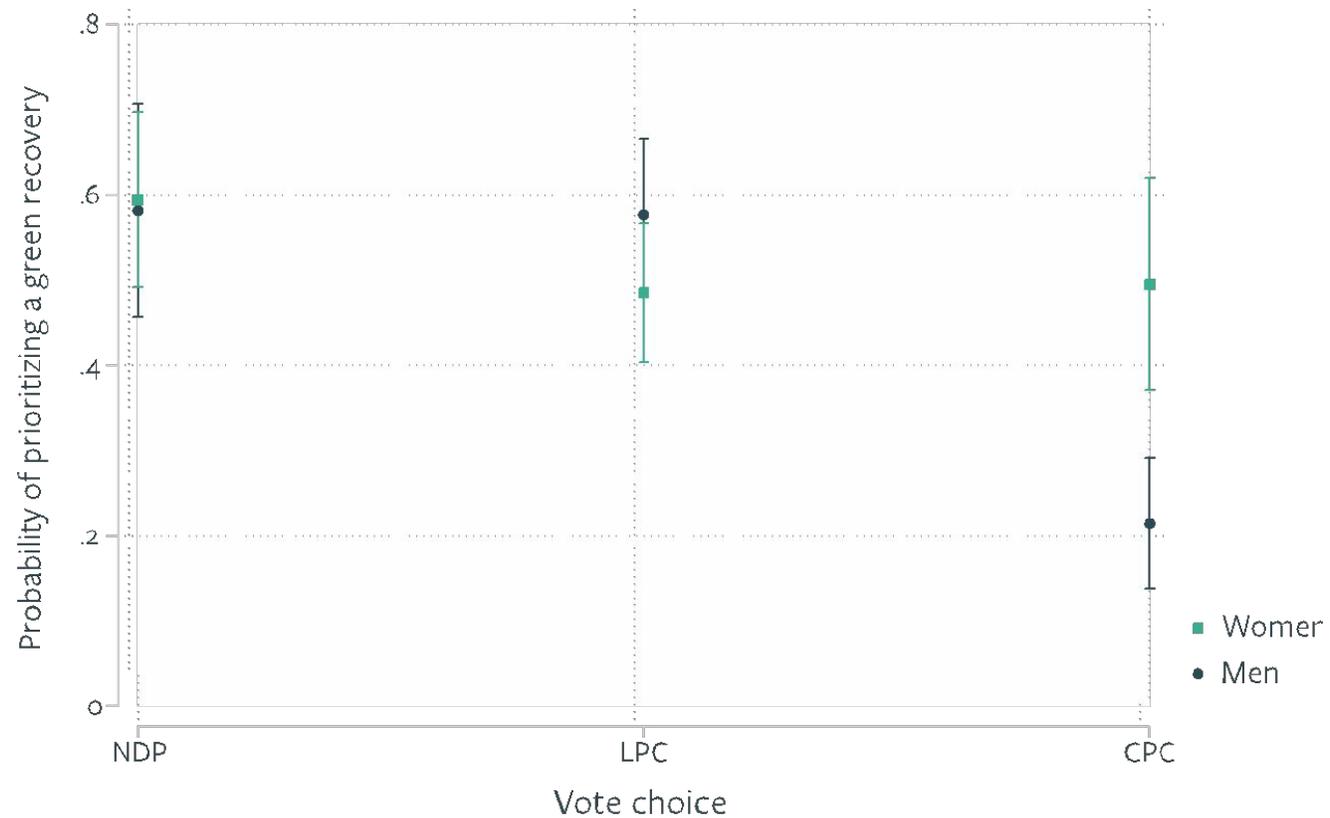
Support for green recovery comes from usual suspects

Support for a green economic recovery, by key socio-demographics



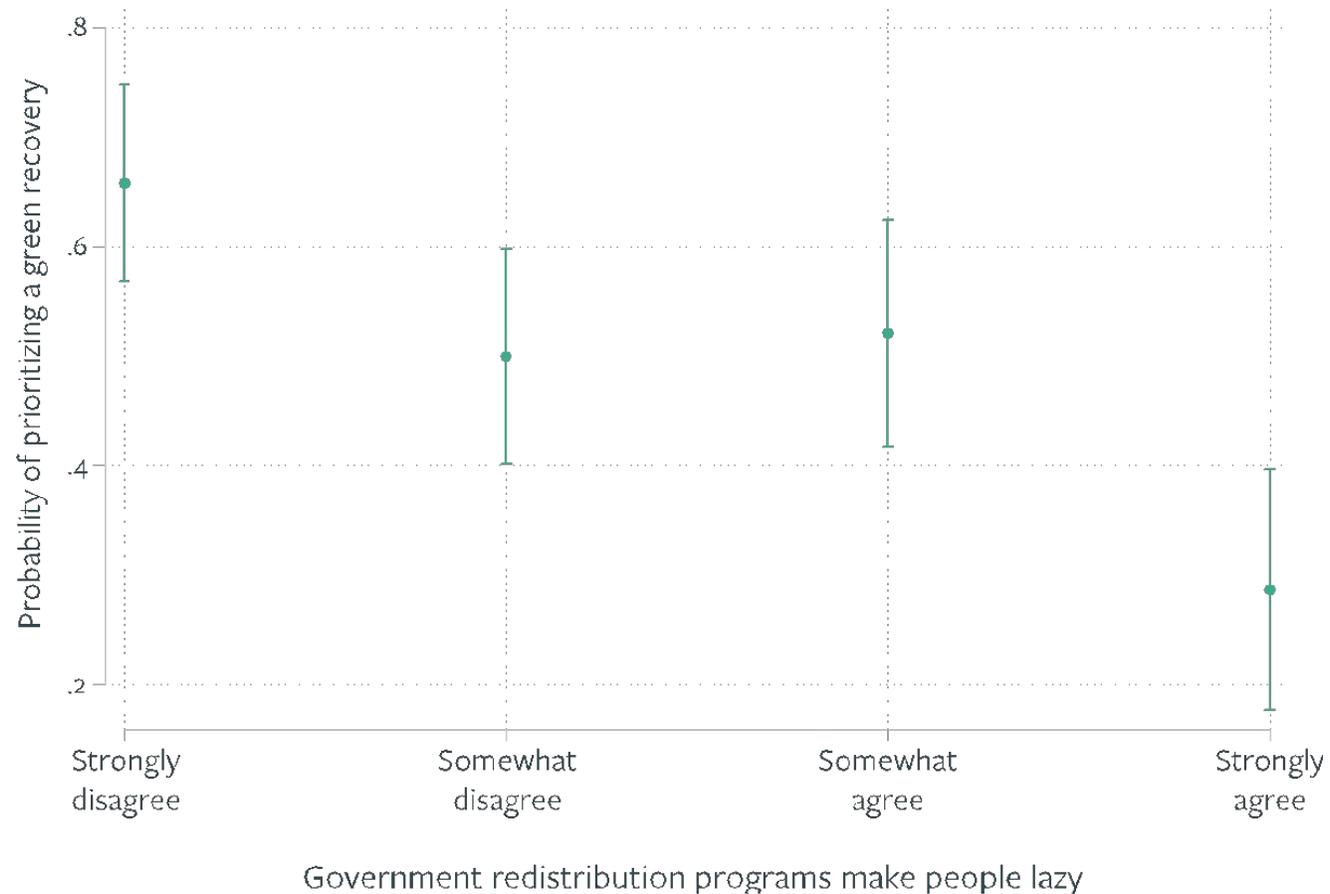
Not all Conservatives think alike about green recovery

Effect of vote choice on recovery preferences, conditional on gender



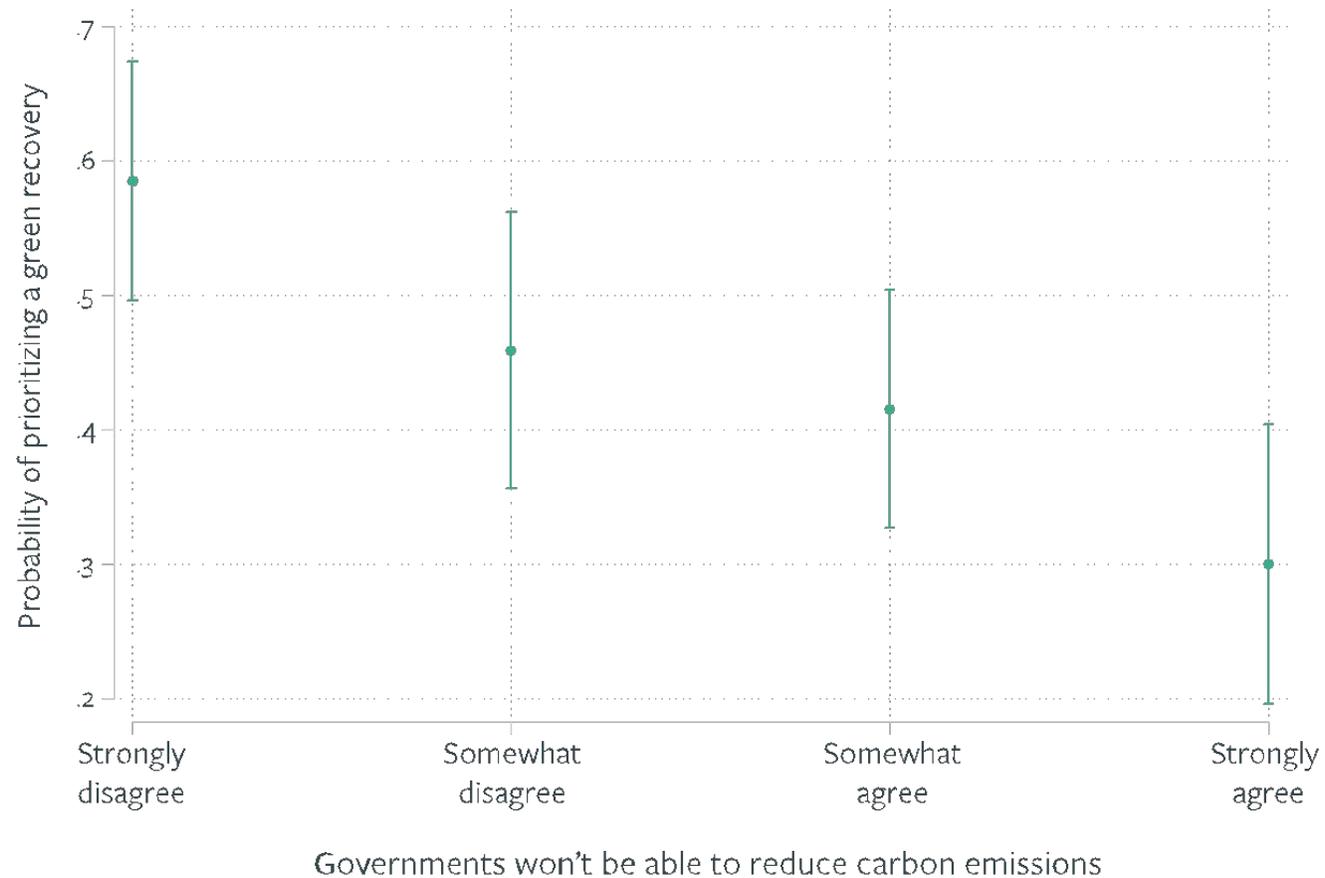
Attitudes toward government redistribution programs associated with support for a green recovery

Effect of attitudes toward government redistribution on recovery preferences



Attitudes toward government efficacy associated with support for a green recovery

Effect of attitudes toward government efficacy on recovery preferences



Green recovery: recommendations

1. Target key audiences and address assumptions
 - We can solve / better address climate change (target perceived gvt inefficacy)
 - Mobilize support among left-leaning Canadians for green *and* just recovery
 - Target (Conservative) women in competitive (swing) federal ridings
2. Among Conservatives, talk about virtues of a green economic recovery *and* NbS
3. Use inclusive language (i.e. don't just focus on "green")
 - Test the frame "a green and just recovery for all"

Questions?



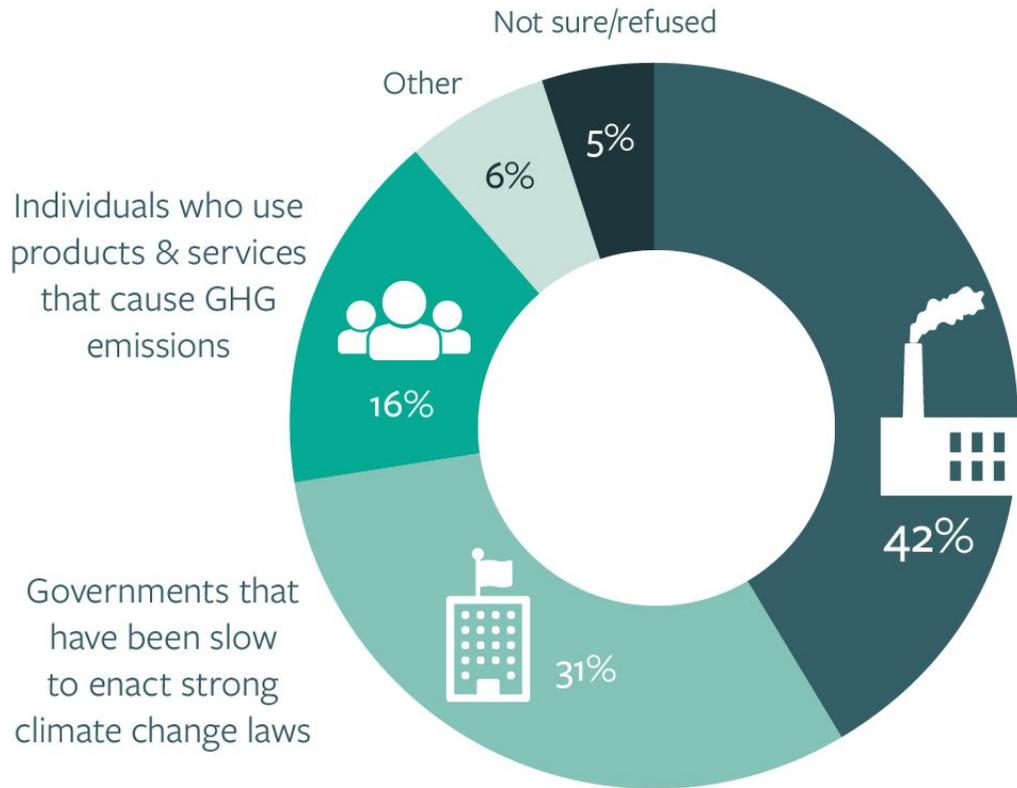
Who do Canadians blame for climate change?

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Background

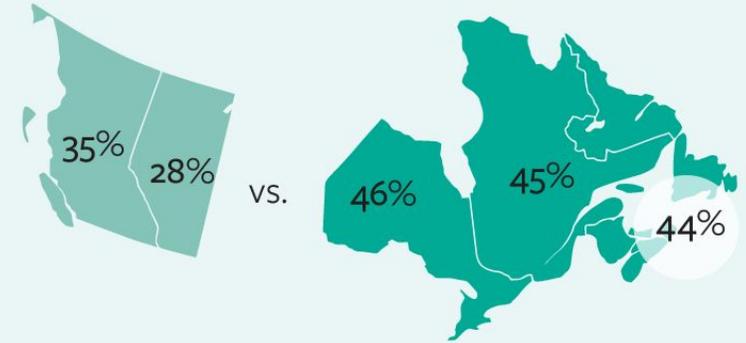
- Some argue that the difficulty in assigning blame for climate change (result of millions of decisions each day) is a barrier to building a coherent narrative around climate change.
- Increased calls for government & industry to be accountable
- Previous research for Ecojustice found that, to reduce greenhouse gas emissions, Canadians believe a) strict targets needed; b) targets need to be legally-binding – yet two in ten believe this will be very effective (Omni)

Q Thinking about the human causes of climate change, who or what group would you say is primarily responsible?



Companies that produce, transport & burn fossil fuels

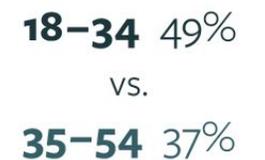
Significantly higher proportion of respondents citing “companies” among:



Lower income households

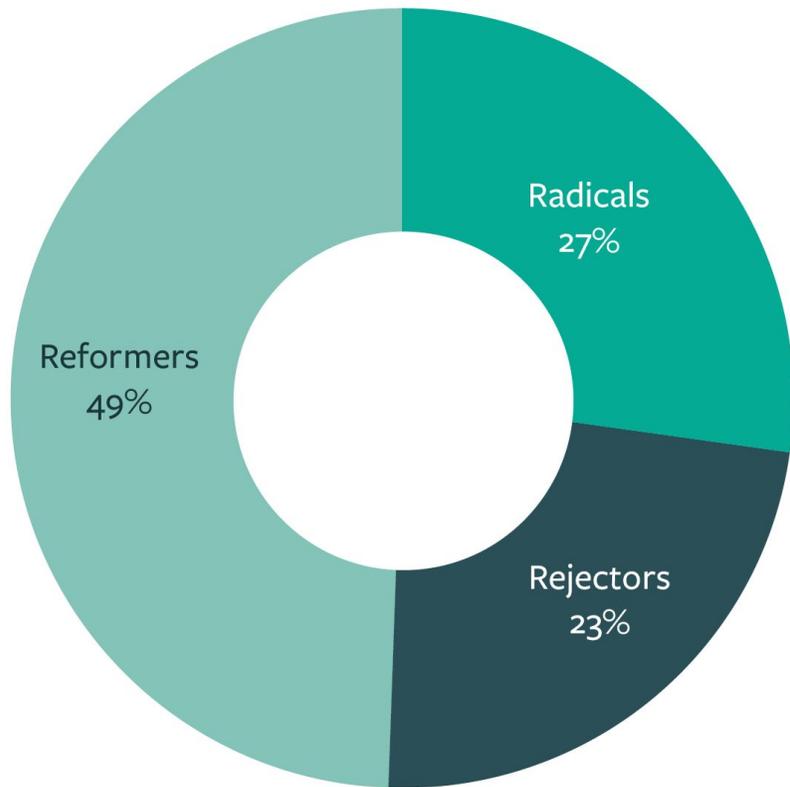


Younger Canadians

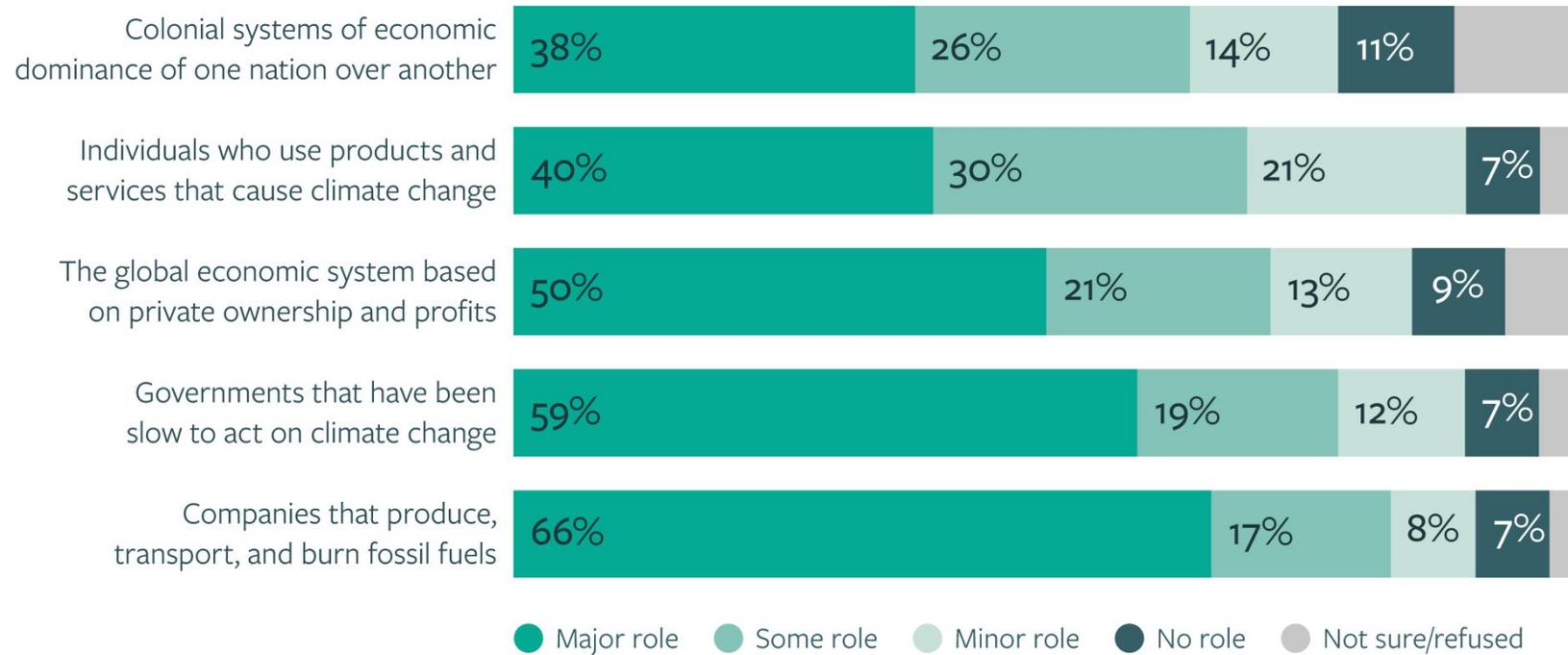


ONLY THOSE PERCEIVING “SOLID EVIDENCE” OF CLIMATE CHANGE (N=1059)

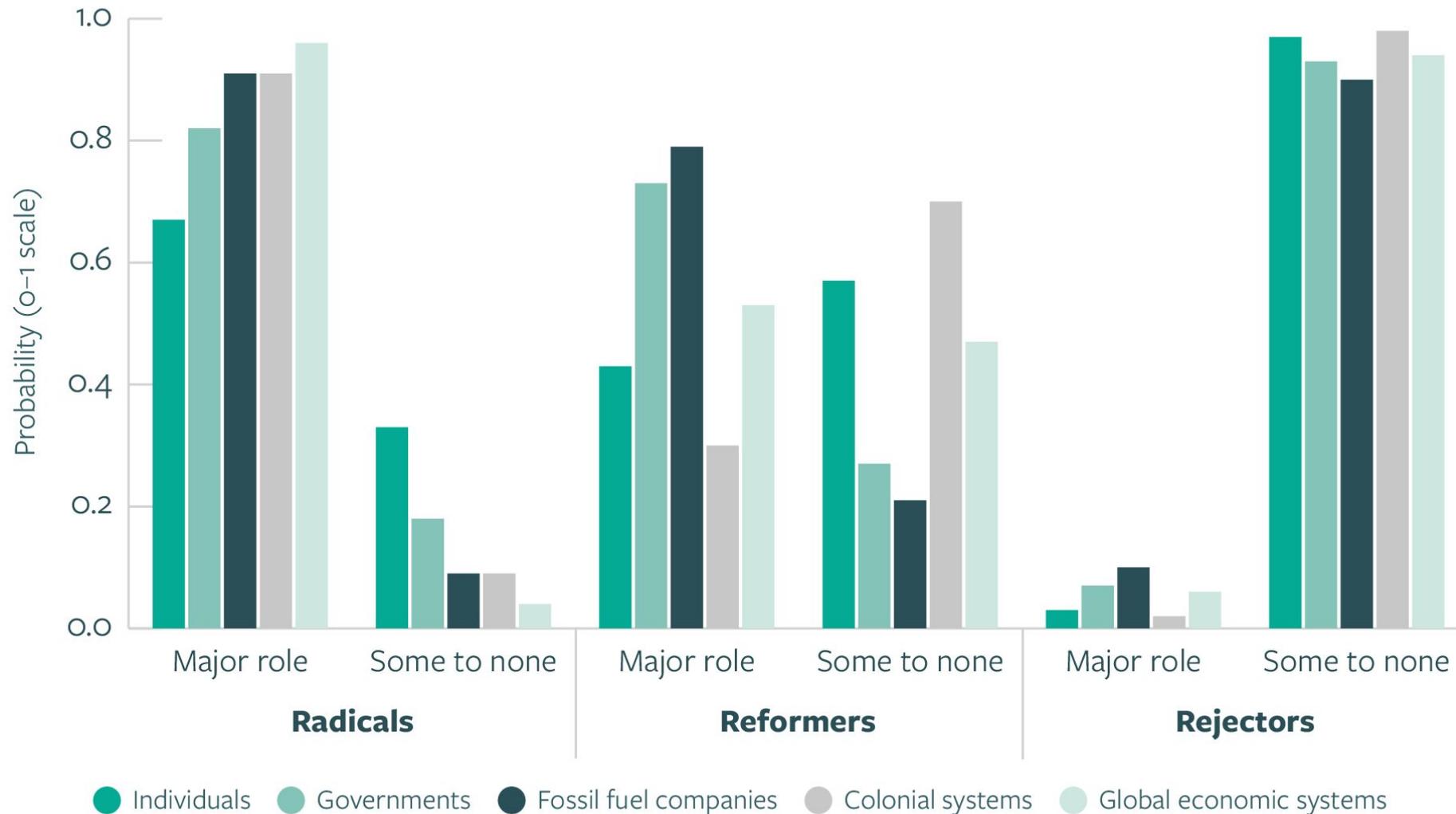
An audience segmentation analysis (February 2021)



Blame brief (February 2021)



Patterns of blame differ across clusters



Radicals (27%)

- More likely than other two segments to assign blame to human / social causes across the board
- In particular, more likely than other segments to hold economic and colonial systems responsible for causing climate change.
- Tend to be urban, university-educated, left-leaning and women.
- Concentrated in ON and QC, in relatively safe electoral districts currently represented by Liberal MPs.
- Radicals are found in both lower- and high-income households and generally vote Liberal or NDP.

Reformers (49%)

- Tend to blame governments and fossil fuel companies above all
- Less convinced of the culpability of individuals or economic systems.
- Largest, most ideologically diverse segment, tends to be urban, university-educated and concentrated in ON, QC and BC.
 - More than twice as likely to reside in a swing riding
 - Vote choice roughly equally distributed across the major parties

Rejectors (23%)

- Consistently the least likely to assign blame for climate change.
- Lean right; more likely to be middle-aged, male, and of higher income. More likely to have children living at home (sandwich generation?)
- Concentrated in ON and AB, in relatively safe electoral districts represented by Conservative MPs. They tend to vote Conservative.
- Equally likely to live in rural or urban areas.

Recommendations

- Keep climate change on people's radar
 - Actions in Canada and abroad (e.g. USA)
 - Traditional and social media
- Target depending on your theory of change.
 - Mobilize the base (i.e. Radicals)
 - Move the middle (i.e. Reformers)
- Tailor your message
 - The middle requires more coaxing...
 - E.g., despite high probability of saying governments and fossil fuel companies are responsible, more ambiguous in terms of (strongly) supporting policies to hold them accountable.
 - Barrier : perceived inefficacy; lack of trust
- Define your theory of change and test the narrative across targeted segments

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Looking ahead

Perhaps consider how this research might inform:

- EcoAnalytics spring research
- Federal budget advocacy
- GOTV campaigns and influencing of ballot question

Questions?

