

[View this email in your browser](#)

# EcoA Tips

Notes & news from EcoAnalytics Research

Welcome to *EcoA Tips #7*, our pre-holiday issue, glittering with guidance and full of delicious research, nourishing news, and good cheer.

### Three tips from our latest national survey

- **Tip 1:** Build bridges across political stripes and push...
- **Tip 2:** Demonstrate effectiveness
- **Tip 3:** Other salient details

*Note: Tip #2 is accompanied by a mock social media post, an example of how you might apply one piece of guidance. Tell us what you think in this [survey](#).*

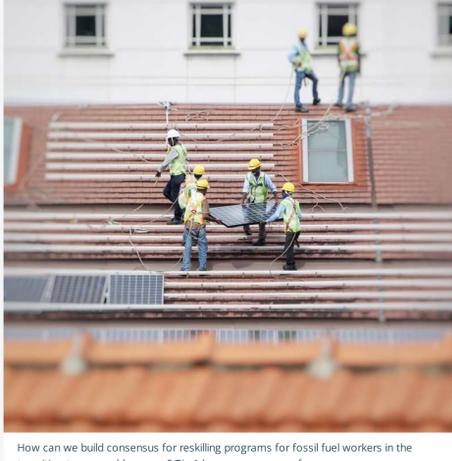
### Other research

- Data indicate Canadians want No More Delays
- Different names for “natural gas” influence public attitudes

### EcoA News and calendar

**NEW!** Find all our research, newsletter, Nutshells, etc. in [this folder](#).

[Ideas, suggestions, comments? \(survey\)](#)



How can we build consensus for reskilling programs for fossil fuel workers in the transition to renewable energy? Tip 1 has some answers for you...  
Photo credit: Justin Lim via Unsplash

## Three tips from latest survey highlight opportunities

### Tip 1: Build bridges across political stripes, and push...

Our latest round of research conducted by Environics in November revealed an opportunity to leverage the broad agreement across Conservative, Liberal, and NDP supporters on nature protection and retraining programs for fossil-fuel workers. The research shows that “in terms of nature protection and restoration, each increase in the proportion protected (from 20% to 35% to 50%) is relatively more appealing than the status quo.” Plus, “any jobs policy is widely preferred over none, but offering both clean energy jobs and skills retraining is relatively more appealing.” Build bridges across different constituencies on these issues by showing decision-makers that this is a non-partisan issue and push them to take action on these specific goals.

### Tip 2: Demonstrate effectiveness.

The Environics research also found that too many Canadians doubt the effectiveness of available solutions to address climate change and biodiversity loss, and consider themselves poorly informed. Engage in concerted campaigns, using various media channels, to help Canadians learn about **effective solutions** and build their knowledge base. People need proof that solutions work and that **progress is being made**. Incorporate wins of the movement and evidence that the proposed solutions work to inspire hope and combat skepticism. Communications should identify not just gaps but also the progress made — **accountability (measurement and reporting)** has an important role to play here. Plus, make sure to always emphasize the importance of **Indigenous leadership** when it comes to nature conservation or nature-based solutions. You’ll find an example of how to put this tip into practice in the mock social media post below — the colour-coding shows how these elements translate into the post.

### Target demographic:

None in particular (multiple segments)  
The research shows that demographic indicators are not as significant as people’s values for this particular finding. So, go on: try to reach a broad swath of our society: Canadians who feels under-informed.

**Sample parameters on this mock Facebook ad:** Age: 18–64; Gender: N/A; Location: Living in Canada; Education level: University graduate, some university (postgraduate), Master’s degree or Doctorate degree

### Tip 3: Other salient details.

Points of note for those who missed last week’s motherlode of data:

- **High-voltage opinions:** When communicating about electrification and EVs, etc., be careful to avoid polarizing your audience. The conjoint analysis shows that while electrification matters most to Canadians when deciding between policy packages to achieve net-zero, preference for when this ought to happen is highly polarized. Among skeptics, for example, who hope to delay this transition for decades, address fears that may be unfounded or emphasize economic benefits of acting sooner.
- **Values, not demographics:** Our demographics (age, gender, politics, etc.) play less of a role than our values in determining what policies appeal to us. This points to opportunities to build constituencies of support for significant policies across political, socio-economic and cultural lines: e.g., universal subsidies to help Canadians offset costs of transitioning to net zero, protection of biodiversity and helping workers transition out of the oil and gas sector.
- **Redirection of subsidies:** The conjoint analysis suggests that, when discussing ways to pay for the net-zero transition, supporters of the three main federal political parties are willing to consider redirecting subsidies for the fossil-fuels industry to firms developing renewable energy. Caution is needed here, as the conjoint does not indicate the overall level of support for this policy, nor when these subsidies ought to be redirected, but it is telling perhaps that there is a high degree of consensus on this — indicating that Canadians see a role for government in investing in new energy sources.

## Other research

### No More Delays

An October survey by [Abacus Data](#) for a coalition of non-profit groups named No More Delays found that a majority want the federal government to work across party lines to implement stronger climate policies in its first 100 days. No less than 64% of respondents supported a cap on oil and gas emissions; 62% wanted the government to stop subsidies to oil and gas; and 65% want the government to deliver on a Just Transition.

### Natural gas by any other name

[Research](#) by Yale Program Climate Change Communication on framing communications about methane gas found that Republicans and Democrats responded similarly, with positive feelings about “natural gas” and negative ones about “methane” and “methane gas.” Building on this, however, the Yale researchers found that the responses to “fossil gas” and “fracked gas” differed significantly: Republicans responded more positively to use of the terms fossil gas and fracked gas than they do to methane gas, while the opposite was true for Democrats. Researchers advise using these terms carefully, keeping in mind that Republicans and Democrats interpret them differently. One wonders whether such terms would trigger different responses among Canadians of different political tendencies.



How do you like your gas? Made on a methane-, fossil- or fracked-gas stove?  
Photo: Ervins Strauhmanis via Flickr

## EcoA News

### One stop shop

EcoA reports, cross-tab results, Nutshells, newsletters and an index spreadsheet: all of these, going back to 2016, are all now at your fingertips in this one [EcoA Resources](#) folder. Share it (in-house)!

### Strategic assets

A season of planning, the first detailed strategic discussion among Members since 2016, wraps in early January with the second of two video-conferences on our research plans: Wed. Jan. 12th. Other sessions introduced our expanded cohort of researchers, assessed progress, developed a theory of change and updated the project’s business model.

### Values and behaviour segmentation

Marjolaine Martel-Morin has recruited about half the sample of 500 she needs for her follow-up segmentation study of supporters of EcoA Member and Subscriber organizations, and hopes to report on the research to participating groups in January. Details to follow.

### Final climate survey report

In early February, Dr. Erick Lachapelle will report to EcoAnalytics Members and Subscribers on his latest fall climate survey, the tenth and final element of a data-set tracking the shifting attitudes and beliefs of Canadians over a full decade, since 2011. Date and time to be confirmed.

## Comin’ up

### December

- 8** 1pm ET, Members Research planning session I
- 15** Steering Committee executive meeting
- 17** Last day EcoA staff will answer your email before the holidays

### January

- 5** EcoA returns from Holiday break
- 12** 1pm ET, Members Research planning session II

### February

- 1**, week of, Erick Lachapelle presents annual climate survey results
- 7**, week of, EcoA Tips newsletter #8 is shared

## Did you like this?

Come on, dish! Submit your feedback on this issue and suggestions for future ones (and *EcoA Research Nutshells*) through this quick [survey](#).

EcoAnalytics is a project of MakeWay

Copyright © 2021 EcoAnalytics Research Initiative, MakeWay Charitable Society. All rights reserved.

Was this forwarded to you? <https://ecoanalyticscanada.us1.list-manage.com/subscribe?u=2415568a298f8994a7b0ae8b4&id=a0f0b9a2da>

You can [unsubscribe from this list](#) at any time.

