

Key EcoA Research Summary, 2021

[Environics Customer Journey Research](#) (June 2021)

Goal: Offer strategic and communications guidance on combinations of options to address climate change and biodiversity loss that garner the most support and the levers that increase or decrease support for these options. **Format:** Qualitative online “interactive discussion”, or “customer journey” (qualitative survey, with 31 participants)

Key findings:

- **Most of the above:** Participants saw the need for multiple solutions or to approach the problem in different ways: no single solution on its own *was considered* sufficient
- **Perceptions about solutions vary widely:**
 - Most aligned with renewable energy transition (which they saw as “inevitable”)
 - Majority saw value in Nature-based Solutions (to complement other measures) and a *just transition* (to alleviate concerns)
 - More are hesitant about carbon capture and accountability
- **Highlight impact:** Canadians evaluate solutions based on perceptions of their effectiveness in addressing climate change and biodiversity loss. We need, therefore, to clearly articulate the goal and impact of each solution.

[Environics National Survey, including Conjoint Analysis](#) (November 2021)

Goal: Which mix of options garners the most support and what levers create support or detract from their appeal? Inform both strategy and communications.

Format: online 15-min survey with a national sample of 2293

Researcher: Environics

Key findings:

- **Environment remains among top concerns:** Climate, biodiversity loss and other environmental issues remain an area of concern for Canadians. At time of survey, however, these concerns were not as salient as health (COVID) and cost of living.
- **Low on knowledge, high on skepticism about solutions:** Depending on the solution (accountability, energy transition, NbS, just transition, carbon capture) 36% to 56% of respondents said they did not feel well informed, and about 30% to 40% doubted the effectiveness.
- **Mixed feelings about accountability:** Advocates need to take care in addressing this, as respondents showed widely varying “relative preferences”: some favouring legally-binding targets, others voluntary targets and different preferences as to whether the federal or provincial/territorial governments ought to set, and be accountable to, these targets).

- **Opportunity to bridge political differences:** Respondents who identified as supporters of federal NDP, Liberals and Conservatives shared strong preferences, relative to other options, for nature-based solutions, universal subsidies to help consumers deal with household costs of energy transition, a comprehensive jobs policy to transition workers out of the oil and gas sector (support for retraining and finding new jobs in the clean energy sector) as ways of decarbonizing the economy and protecting biodiversity. Cross-party support was also evident for redirecting fossil fuel subsidies to clean energy companies to pay for the changes needed to achieve net zero.

[National Climate of Change Survey](#) (December 2021)

Goal: Update tracking of changes in public opinion among Canadians via a survey with a set of fixed questions that the researcher had asked each year since 2011.

Format: 15-minute interviews, with respondents reached by random-digit telephone dialing, national sample of 1003.

Researcher: Erick Lachapelle (UdeM)

Key findings:

- **Limited urgency, more disenchantment and polarization:** Demand that governments' address climate change has not risen significantly, nor has people's sense of personal risk. Yet respondents revealed increased concerns about the cost of living, higher levels of belief that governments will not address climate change, increased fatalism and greater polarization along political lines.
- **Yet extreme weather may have shifted attitudes about climate**
 - **Residents of BC** showed higher levels of concern, stronger demand for action than rest of Canada
 - **Extreme weather** did not decrease demand for climate-change mitigation among British Columbians, in particular
- **Concerns about cost of living and affordability could depress demand for climate action.**

[Values and Behaviour Analysis](#) (December 2021)

Goal: Learn more about how the social values and behaviour of supporters of environmental organizations may have changed during the pandemic, in the last three years.

Format: Quantitative survey with small, select sample drawn from original cohort of Member-Supporters (n=335)

Researchers: Marjolaine Martel-Morin and Erick Lachapelle (UdeM)

Key Findings:

- **Pandemic prompted environmentalists to shift their loyalties:** During the pandemic, many supporters of EcoAnalytics' Member groups chose to support new or different NGOs
- **Experience of COVID did it:** These changes were shaped in part by supporters' perceptions of COVID

- **Rising support for systemic change:** Most supporters seem ready for solutions outside the political system: 95% would support an NGO that emphasizes nature-based solutions or degrowth (87%)
- **Stay positive:** Positive, rather than negative, messaging is more likely to engage supporters