

Key EcoA Research Summary, 2022

[National Omnibus Survey](#) (April 2022)

Goal: Better understand public priorities and framing around preparedness, investment/cost of a just/fair transition and changed connections to nature due to pandemic.

Format: Online survey, with sample of 1,037 Canadians

Researcher: Environics

Key Findings:

- Climate and biodiversity issues sit within the group of issues ([the pandemic, inflation and Ukraine invasion, etc.](#)) that most Canadians wanted governments to address promptly.
- The frames tested [appealed](#) primarily to those already on-side with action.
- For those not on-side with immediate action, there is potential traction with frames about improved affordability and ensuring Canada is positioned for change (to cushion the impact of an energy transition).

[Efficacy in conversations about climate change and biodiversity loss](#) (Sept. 2022)

Goal: Better understand Canadians' support for three key federal government policy initiatives: oil and gas emissions cap, biodiversity conservation targets and a national clean electricity grid.

Format: Qualitative: Online discussion boards with 54 participants, July 2022

Researcher: Environics

Key findings:

- When there is a knowledge void, participants tend to fill it with personal assumptions or information from detractors.
- Oil and gas companies, and related industries, are seen as self-interested and will not protect the environment unless the law requires that they do so.
- Transition is assumed to be costly and less convenient than the status quo.
- Ongoing concerns about affordability and fairness continue to influence reaction to environmental policies and their impact.
- Significant support for policy concepts, but many do not know the details or understand how policies would be implemented.

Note: this was the first of two rounds of policy and efficacy research. The second round, a [quantitative national survey](#), was informed by this first round and conducted in May 2023.

Climate of Change Summary and Research (Fall 2022)

[Top-line webinar](#), [Second results webinar](#)

Goal: Track trends in climate opinion (since 2011). Key topics included, clean electricity, blame of oil and gas industry, misinformation, urgency, behaviour, experienced and perceived harm.

Format: High-quality online sample, Nov. 25-Dec. 2, 2022, sample of 1,860; Over-sample of Atlantic provinces (NS and NB, mainly)

Researcher: Erick Lachapelle (Université de Montréal)

Key Findings:

- Inflation and cost of living had eclipsed climate-change as top public priorities
- Perceptions of personal harm (from climate change) remained quite low in most demographics, despite experience with extreme weather, though these were higher among youth, BIPOC and low income.
- Youth and BIPOC much more concerned about, and engaged with, climate change
- High levels of confusion, uncertainty and misinformation around solutions
- Affordability, security and feasibility were good frames for communicating about energy transition
- Less confrontational language works best for attributing blame to oil and gas companies among centre and right-leaning audiences
- More loaded language (“they lied, or misled us”; or “are not doing their fair share”) works well with those on left
- Sue Big Oil highest supporters: eastern Canada, those experiencing extreme weather, BIPOC