



Mapping Canada

Regional insights from the CA-MAP National Segmentation Survey

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 EcoAnalytics

A project of
 MakeWay

Game plan

- Context: Project objectives and review of national findings
- Regional distributions of the Five *CA-MAP* Personas
- Key Takeaways from regional analyses
- Discussion and Next Steps

Objectives

- Values-based segmentation focused on middle- and working-class Canadians to improve understanding of Canadian population at national and regional levels
- Identify value predispositions across segments and develop messages and messengers to test in focus groups
- *Identify patterns that emerge across regions*
- Improve understanding of sub-segments in third webinar
- Develop short battery of questions for segmentation in future research and members' campaigns
- Strengthen environmental campaigns to *get out the vote* by identifying potential voting coalitions

Methods

- Pre-test (October 2023)
 - Online sample (n=935) from BC, AB, ON and QC
 - Tailor items from UK/USA for Canadian survey and determine which survey questions are most predictive in segmentation model
- National online sample (20-30 November 2023)
 - 195+ questions, n=6,142, at least 1000 each from BC, AB, SK/MB, ON, QC, Atlantic (focus on NS & NB)
 - Education quota to ensure large sample from working class (1,175 with high school or less; 1,135 with some college; 1,387 with college or technical degree)
- Follow-up focus groups by Re-Climate, March 2024
 - Drawn from the national sample and filtered by segment
 - Drill deeper into key segments: key concerns, trusted messengers and narratives that resonate

Segmentation criteria



Climate beliefs

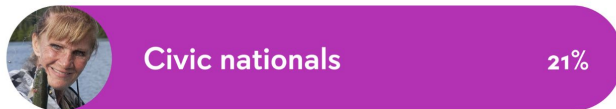
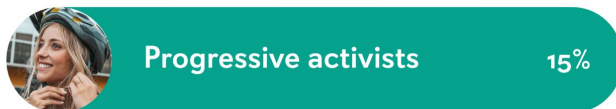
Emotion

Identity

Political and
social values

Five value personas

Ranked by level of engagement on climate change, high to low



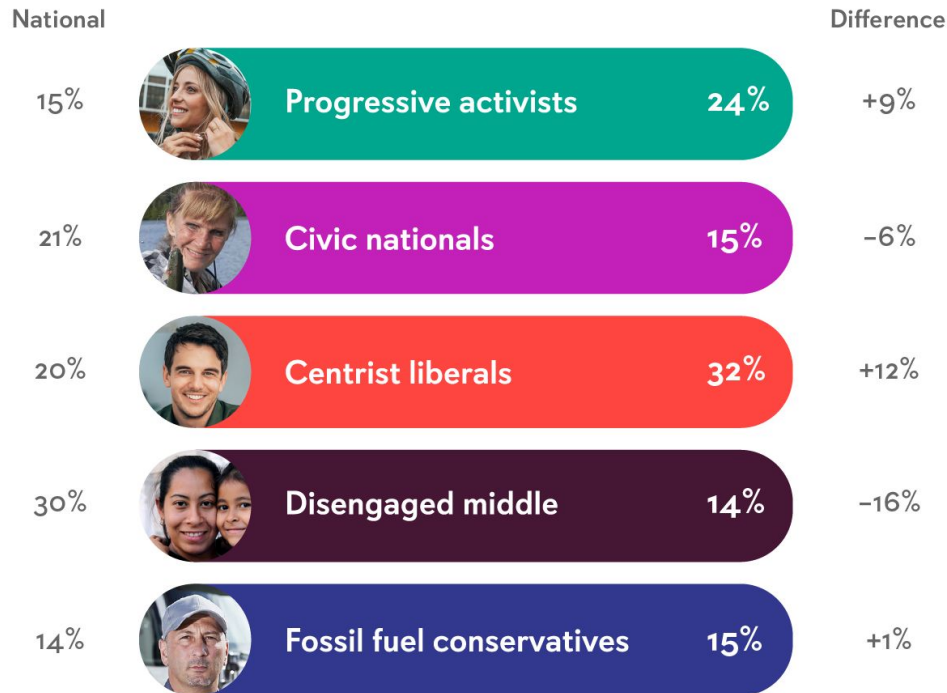
Percentages indicate
proportion of respondents
in each segment

Takeaways from national segmentation

- Identify target audiences
 - Progressive activists (PA), Civic nationals (CN), Centrist liberals (CL)
 - Disengaged middle more elusive, but largest segment with greatest potential to shift soft opinions
- Frame messages around values and worldviews
 - Appeal to egalitarian worldviews of PA, CN and CL
 - Tailor leadership messaging differently
 - Accountability for Civic nationals
 - Innovation for Centrist liberals
- Go populist
 - Talk about “unfair systems”, “greedy” and “foreign” corporations
 - Activate progressive’s sense of pride and belonging to Canada
- Build a coalition of voters for conservation and clean energy coalition

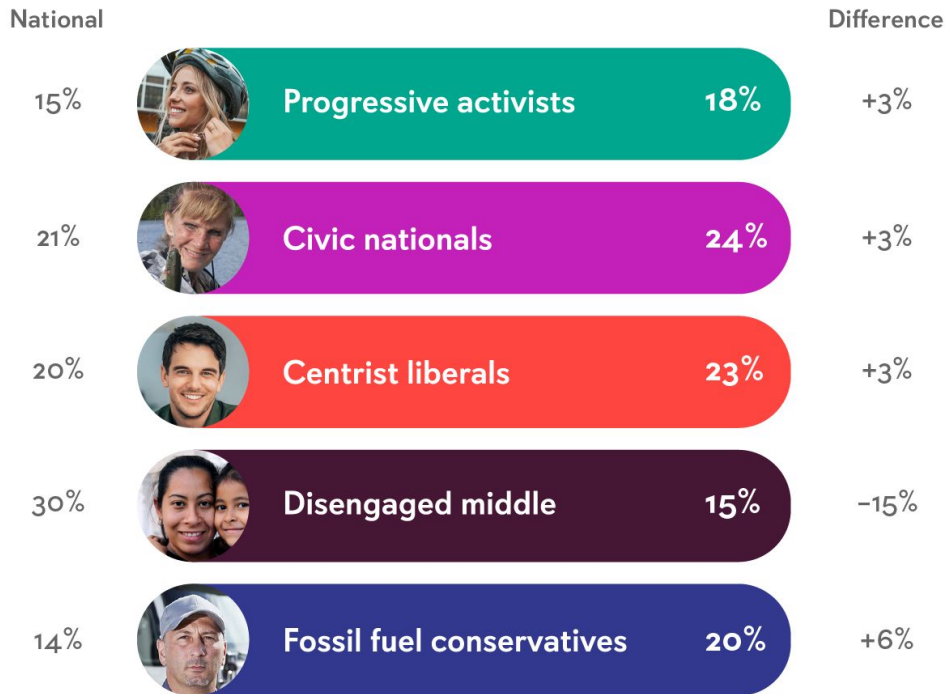
Regional distributions

British Columbia



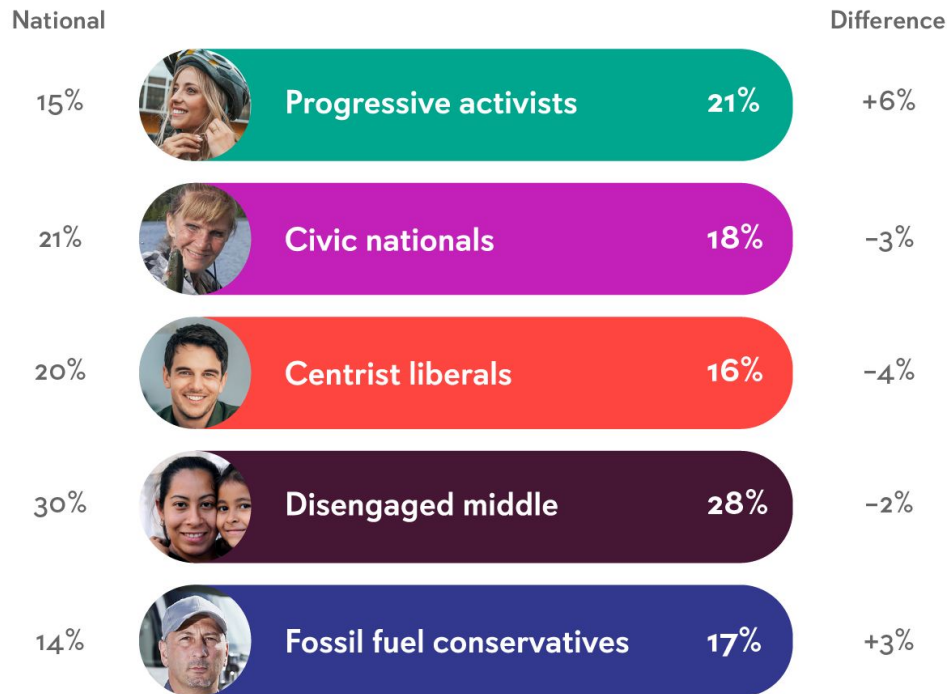
Percentages indicate proportion of respondents in each segment

Alberta



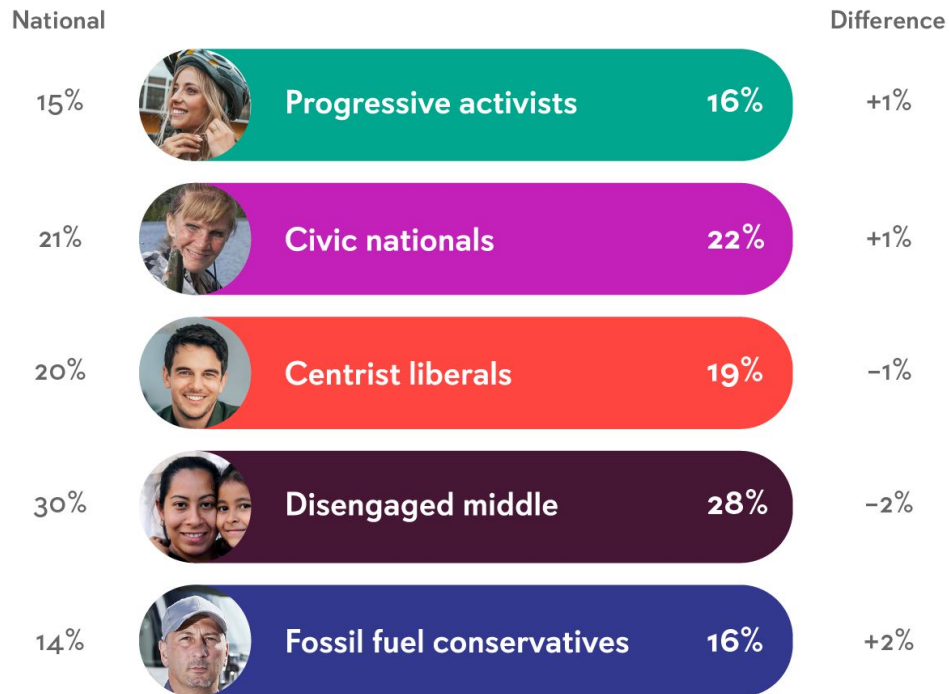
Percentages indicate proportion of respondents in each segment

Saskatchewan & Manitoba



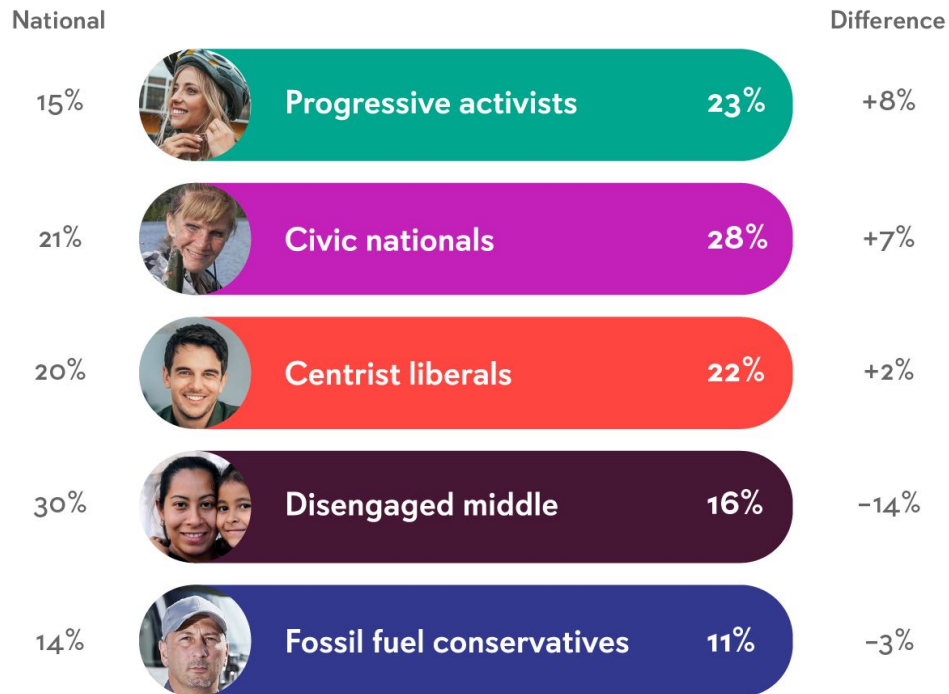
Percentages indicate proportion of respondents in each segment

Ontario



Percentages indicate proportion of respondents in each segment

Quebec



Percentages indicate proportion of respondents in each segment

Atlantic provinces



Percentages indicate proportion of respondents in each segment

Notes

- The criteria used for the national segmentation work well for segmenting across Canadian regions
- This bodes well for the short-battery of segmentation criteria for your future campaigns, which we will share at the end of this project

Regional nuances

British Columbia's persona profiles

	National Level Segments	BC level differences
	Progressive activists 15% <ul style="list-style-type: none"> Politically engaged, opinionated, proud, cosmopolitan Most environmentally conscious 	↑ 24% <ul style="list-style-type: none"> Less distinct from BC Civic nationals (in terms of environmental support)
	Civic nationals 21% <ul style="list-style-type: none"> Community-minded, nativist & egalitarian Less politically & environmentally engaged than PAs Politically centrist, lean right High federal vote variability 	↓ 15% <ul style="list-style-type: none"> Lean more to the left; as politically and environmentally engaged as PAs Vote variability not as high, plurality vote for NDP
	Centrist liberals 20% <ul style="list-style-type: none"> Politically centrist, lean left Share progressive values, favour free-market and immigration 	↑ 32% <ul style="list-style-type: none"> Centrist but lean to the right Less progressive, favour free market but conflicted over immigration
	Disengaged middle 30% <ul style="list-style-type: none"> High proportion of neutral opinions Center/center-right politically, less authoritarian & nativist than Civic nationals 	↓ 14% <ul style="list-style-type: none"> Less authoritarian & nativist than Disengaged middle at national level
	FF conservatives 14% <ul style="list-style-type: none"> Strong authoritarianism & hierarchism Right-wing, opposed to environmental goals Majority vote for CPC 	↔ 15%

Trusted messengers: British Columbia



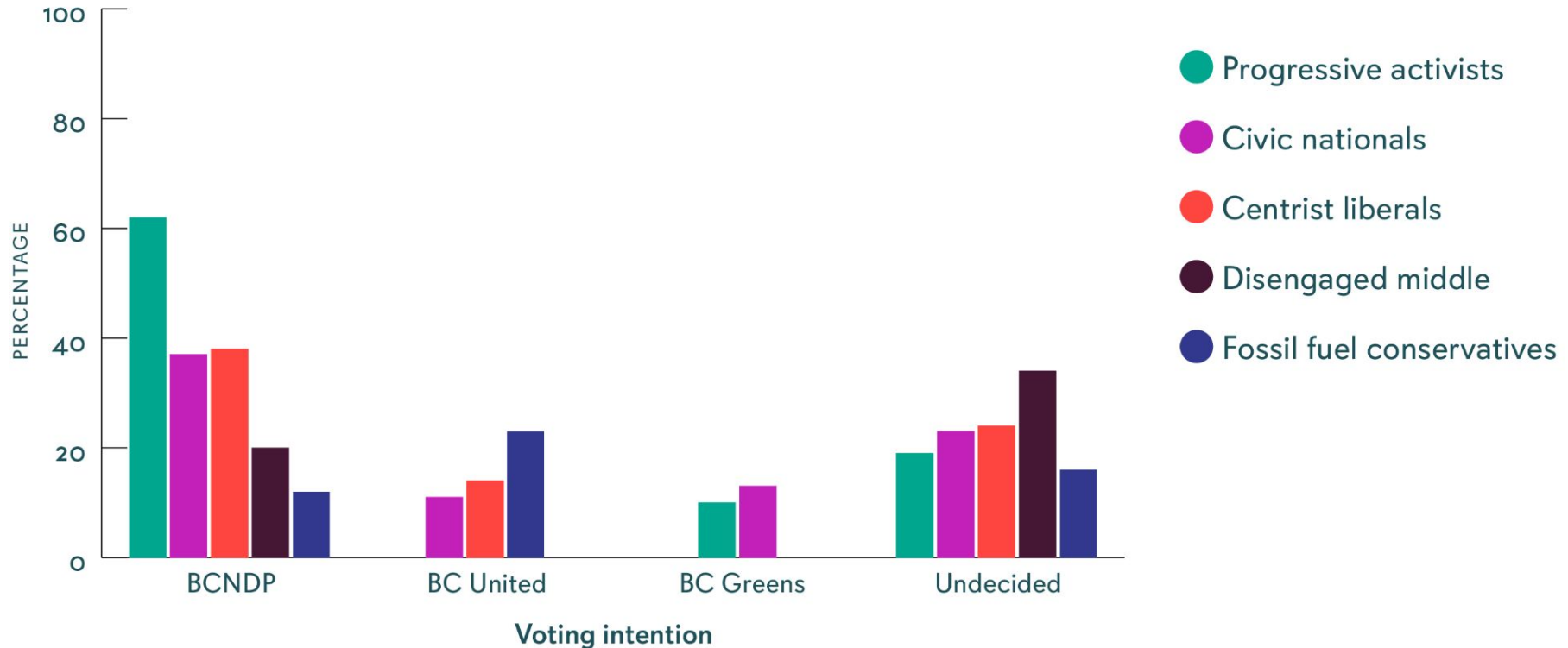
Trust takeaways: British Columbia

- Nationalist sentiment (attachment to Canada) highest among PA followed by CN and FFC; PA and CN also have relatively strong sense of belonging to the province
- Most trusted groups across segments: friends & family, doctors, nurses & health practitioners, scientists & academics
 - DM only persona for whom a majority agree (62%) they'd rather trust "common sense" than experts and intellectuals
- Trust in ENGOs tends to be weak rather than strong
 - Despite high trust among PA (87%) CN (71%) and CL (52%) strong trust is relatively low PA (26%) CN (20%) CL (8%)
 - CL have more trust in scientists (89%) and UN (62%) than ENGO (52%)
- Environmental groups and Canadian O&G companies are highly polarizing
 - Trust in ENGOs ranges from 87% (PA) to 17% (FFC)
 - Trust in Canadian O&G ranges from 64% (FFC) to 13% (PA)
 - Both PA (49%) and CN (31%) strongly distrust O&G
- Though majority of PA (63%) CN (56%) and CL (56%) say they trust media, strong trust in mainstream media never exceeds 14% (PA)

Top issues: British Columbia

- Local conservation is top issue for all target audiences
 - i.e. support “Increase conservation programs to protect local air and water quality”
- Rezoning protected land is unpopular among PA and CN; more polarizing for CL and DM
- With exception of PA (25%) and CN (43%), majorities in BC segments say O&G benefits them and their community
 - Though many support taxing O&G including PA (86%, 60% strongly) CN (72%, 47% strongly); CL (49%; 14% strongly) while majority of DM are neutral
- Strongest opinions on:
 - PA: local conservation, abortion, taxing O&G, taxing big tech, prioritize renewable energy, hate and misinformation, reconciliation
 - CN: local conservation, taxing big tech, stronger gun laws, removing GST on heating, convert gov buildings to residential, prioritize renewable energy, hate and misinformation, reduce immigration
 - CL: local conservation, removing GST on heating, abortion, parental consent for gender ID, stronger gun laws

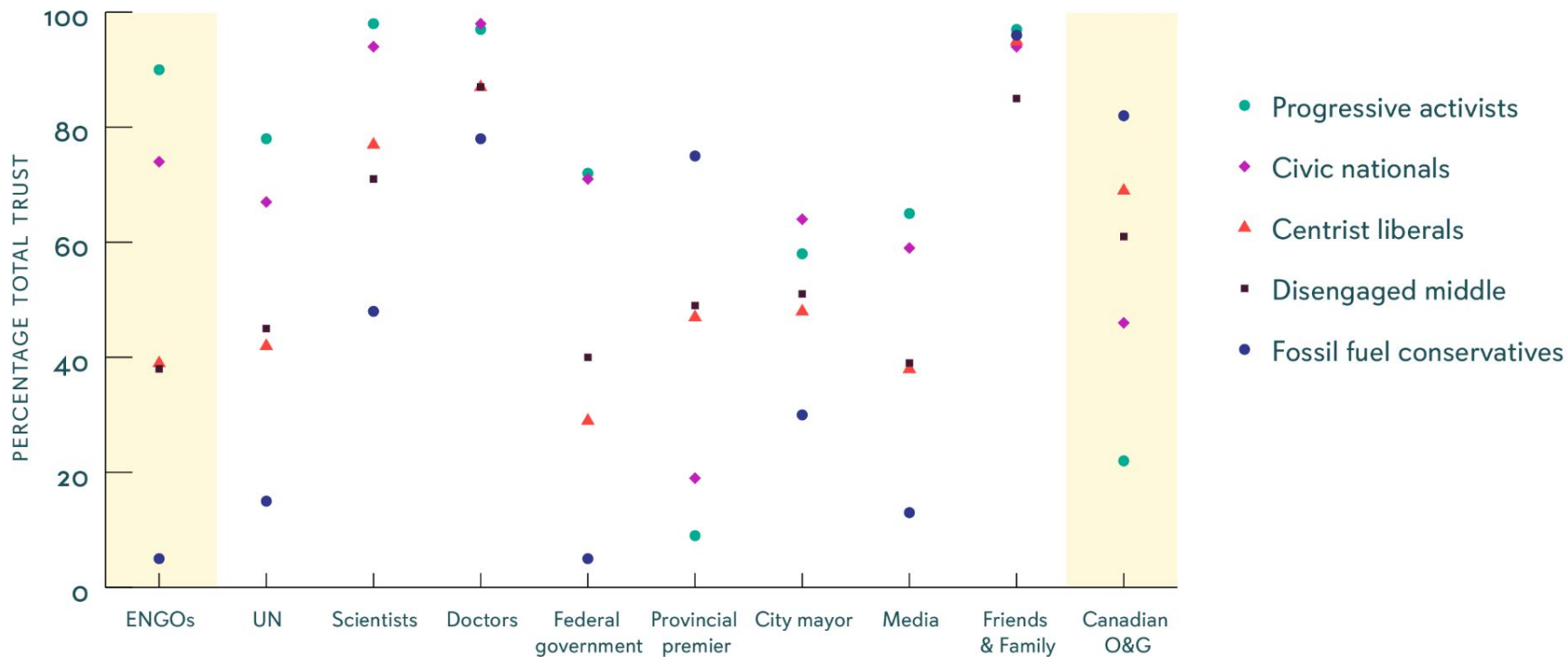
Regional voting: British Columbia



Alberta's persona profiles

	National level segments	Alberta differences
	Progressive activists 15% <ul style="list-style-type: none"> Politically engaged, opinionated, proud, cosmopolitan Most environmentally conscious 	↑18% <ul style="list-style-type: none"> Most environmentally conscious, even more engaged in the environmental movement than PAs at the national level
	Civic nationals 21% <ul style="list-style-type: none"> Community-minded, value service to others Nativist & egalitarian Politically centrist High federal vote variability 	↑24% <ul style="list-style-type: none"> Community-minded but less than CN at national level (stronger attachment to Canada) Centrist, but lean to the left Less nativist, stronger progressive values Vote variability not as high, plurality vote for federal NDP
	Centrist liberals 20% <ul style="list-style-type: none"> Politically centrist Share progressive values, favour free-market and immigration 	↑23% <ul style="list-style-type: none"> Politically at the centre/centre right Less progressive, authoritarian, libertarian, populist and nativist tendencies stronger identification with oil and gas industry
	Disengaged middle 30% <ul style="list-style-type: none"> High proportion of neutral opinions Center/center-right politically, less authoritarian & nativist than Civic nationals at national level 	↓15% <ul style="list-style-type: none"> Less authoritarian & less nativist than Disengaged middle at national level
	FF conservatives 14% <ul style="list-style-type: none"> Strong authoritarianism & hierarchism Right-wing, opposed to environmental goals Majority vote for CPC 	↑20%

Trusted messengers: Alberta



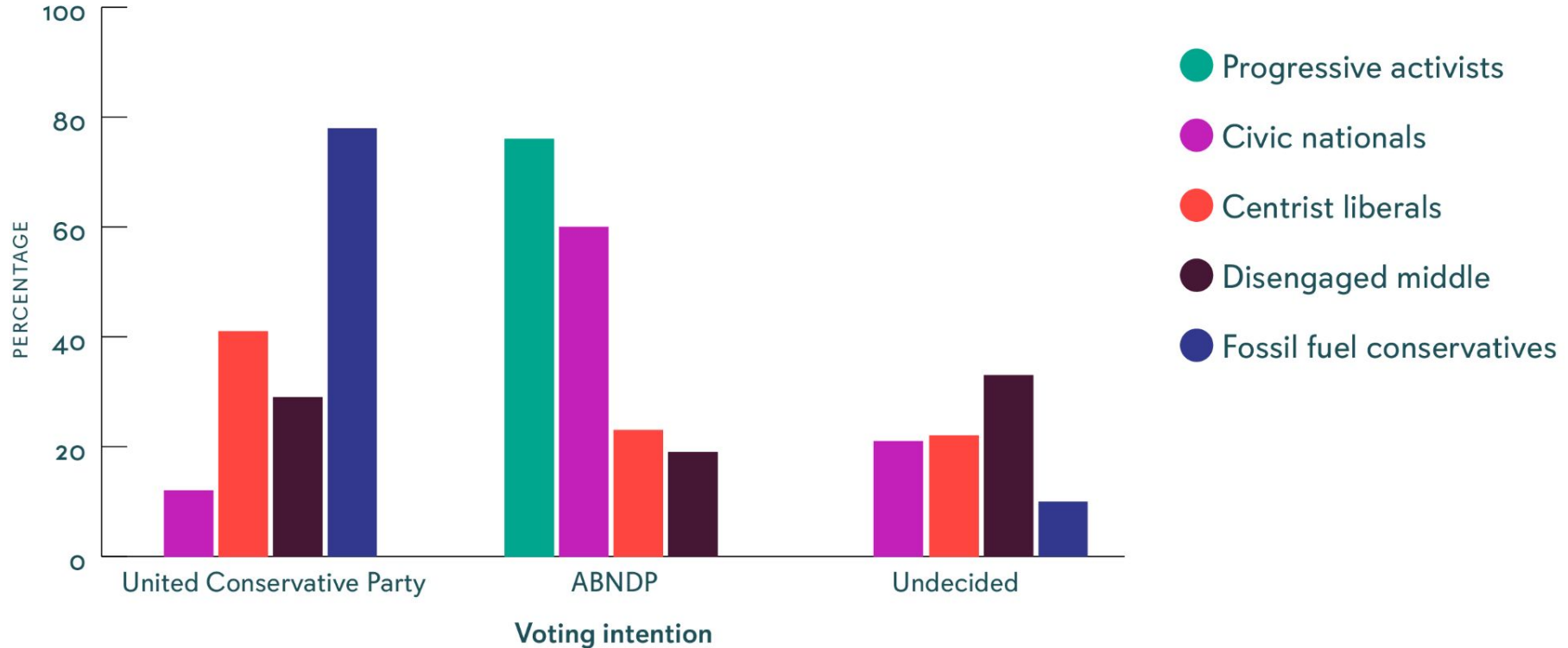
Trust takeaways: Alberta

- PA and CN express a much greater sense of belonging to Canada, than province. CL and DM express similar levels of belonging to each and FFC are more likely to feel strong sense of belonging to the province
- Most trusted groups across segments: friends & family, doctors, nurses & health practitioners, and to a lesser extent, scientists and academics
 - Strong trust in scientists is relatively low among FFC (9%) DM (15%) and CL (26%)
 - Majority of FFC (77%) and CL (59%) would rather put their trust in “common sense” of ordinary people than in experts and intellectuals
 - Federal government garners considerable trust among PA (72%) and CN (71%)
- Trust in ENGOs is high among PA (90%) and CN (74%)
 - But fewer CN (9%) say they strongly trust ENGOs. FFC (87%) CL (53%) and DM (38%) distrust ENGOs
 - 24% of DM say they are unsure
 - More CL say they trust Canadian O&G (69%) than ENGOs (39%)
- Trust among ENGOs, Canadian O&G companies and provincial premier is highly polarized
 - Trust in ENGOs ranges from 0% (FFC) to 90% (PA)
 - Trust in the provincial premier ranges from 9% (PA) to 75% (FFC)
 - Trust in Canadian O&G ranges from 22% (PA) to 82% (FFC), but distrusted by 75% of PA and 48% of CN
- Low trust in mainstream media among CL (38%) DM (39%) and FFC (13%)
 - Strong trust in mainstream media is low among FFC (1%) DM (3%) CL (5%) CN (13%)






Top issues: Alberta

- Local conservation is top issue for all target audiences
- Support for rezoning protected lands is generally opposed (most strongly by PA, though the issue is more polarizing for CN and, especially, CL and DM)
- Majority of all segments, including PA (51%) believe oil and gas benefits them and their community,
- Many support taxing oil and gas companies (84% of PA, 63% strongly; 62% of CN, 26% strongly) while CL are highly polarized and majority of DM are neutral
- Strongest opinions on:
 - PA: local conservation, abortion, taxing big tech, prioritize renewable energy, taxing O&G, stronger gun laws, hate and misinformation
 - CN: abortion, local conservation, stronger gun laws, taxing big tech, taxing O&G, prioritize renewable energy
 - CL: removing GST on heating, local conservation, parental consent for gender ID, reduce immigration, more free trade

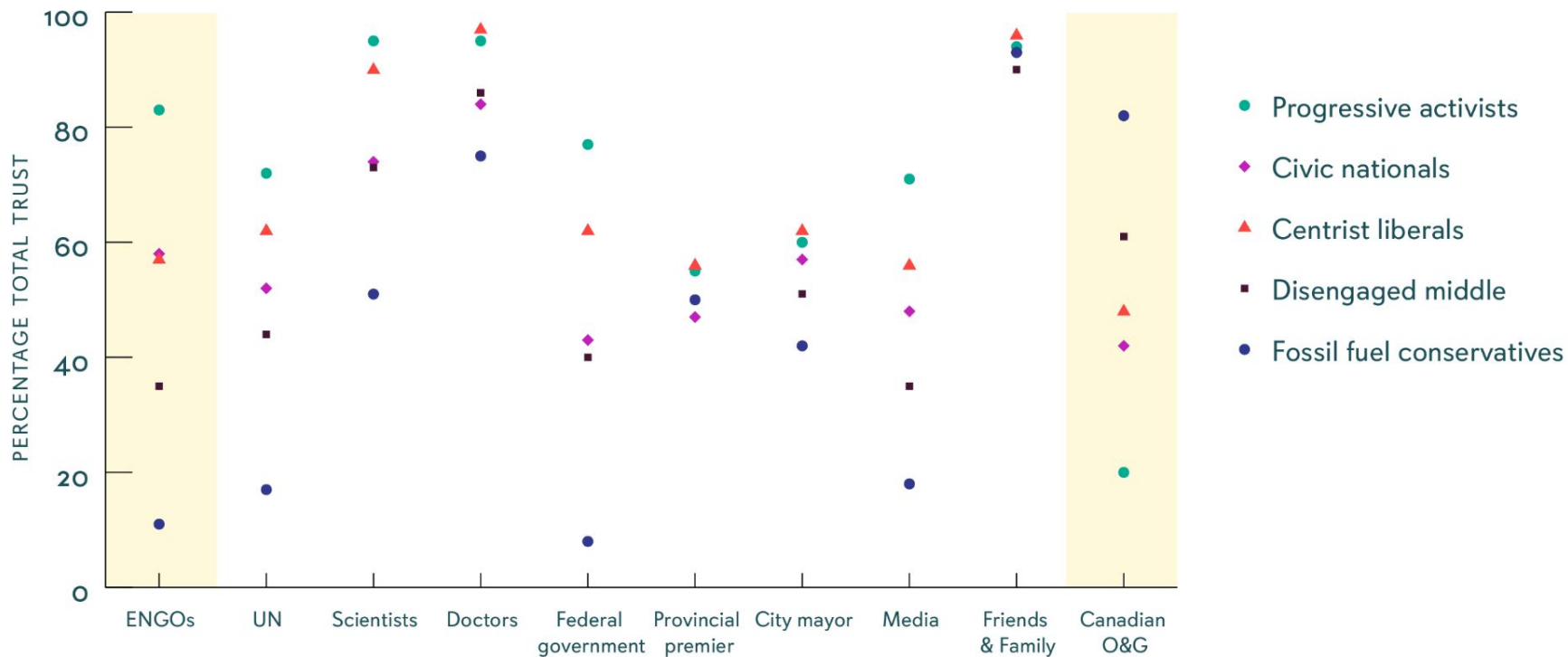
Regional voting: Alberta



Saskatchewan/Manitoba's persona profiles

	National level segmentation	Manitoba/Saskatchewan differences
	Progressive activists 15% <ul style="list-style-type: none"> Politically engaged, opinionated, proud, cosmopolitan Most environmentally conscious 	 21%
	Civic nationals 21% <ul style="list-style-type: none"> Community-minded Nativist & egalitarian High federal vote variability 	 18% <ul style="list-style-type: none"> Community-minded, but less than CN at the national level Vote variability not as high, plurality vote for CPC
	Centrist liberals 20% <ul style="list-style-type: none"> Politically centrist Share progressive values, favour free-market and immigration 	 16%
	Disengaged middle 30% <ul style="list-style-type: none"> High proportion of neutral opinions Center/center-right politically, less authoritarian & nativist than Civic nationals 	 28%
	FF conservatives 14% <ul style="list-style-type: none"> Strong authoritarianism & hierarchism Right-wing, opposed to environmental goals Majority vote for CPC 	 17%

Trusted messengers: SK/MB



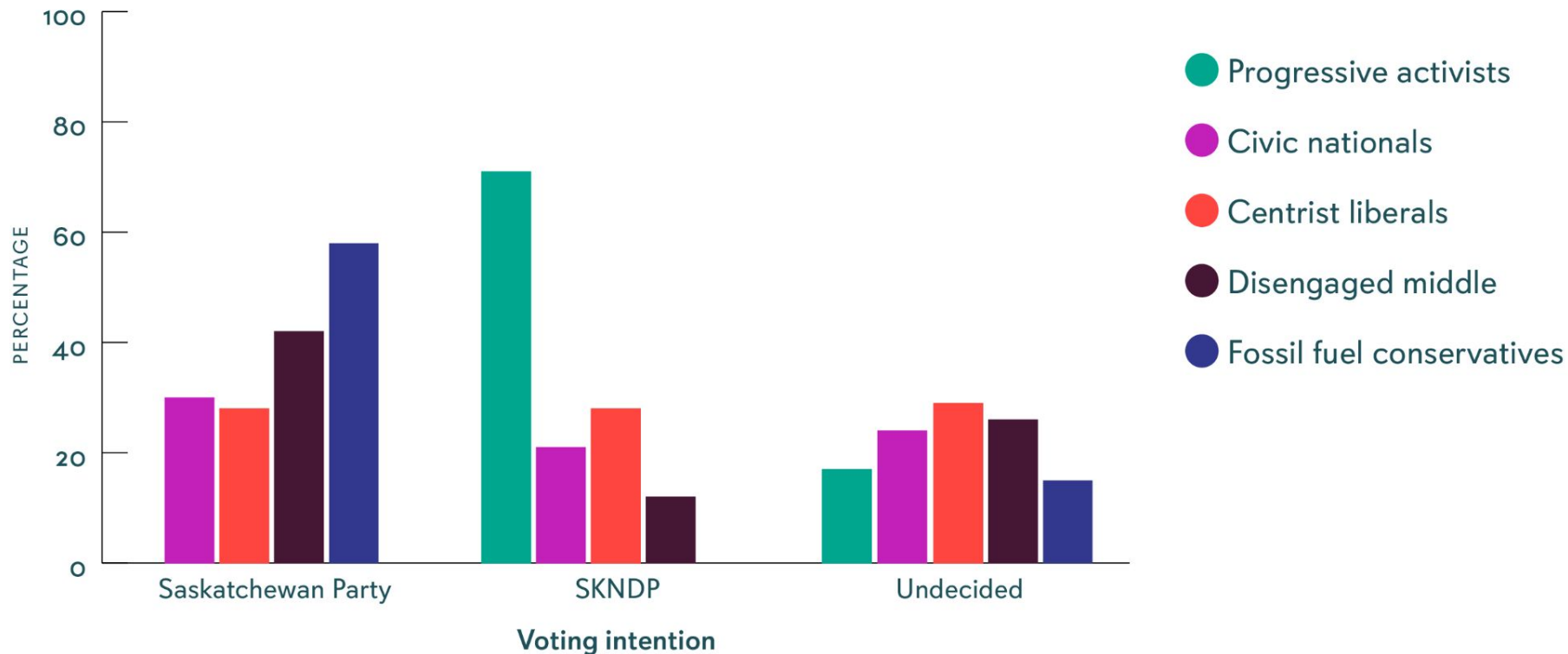
Trust takeaways: Saskatchewan & Manitoba

- PA, CN and CL express greater sense of belonging to Canada than to province; DM express similar levels while FFC are much more likely to feel strong sense of belonging to the province
- Most trusted groups across segments: friends & family; doctors, nurses & health practitioners; scientists & academics
 - Scientists and academics most trusted by PA (95%) CL (90%); more moderate among CN (74%) and DM (73%) and lower among FFC (51%)
 - Majority of DM (73%) and CN (51%) agree they'd rather trust "common sense" of ordinary people than trust experts and intellectuals
 - CN highly polarized on Federal government and Canadian O&G
- ENGOS, Canadian O&G, province, federal government and UN are polarizing
 - ENGOS garner trust from 11% (FFC) to 83% (PA)
 - Canadian O&G garner trust from 20% (PA) to 82% (FFC) - 42% PA and 15% CN strongly distrust; many (>10%) DM, CN and CL "not sure"
 - Provincial premier polarizes within sub-groups - 50%/50% split across all segments
 - Federal government garners trust from 8% (FFC) to 77% (PA), United Nations garners trust from 17% (FFC) to 72% (PA)
- With Alberta, very weak trust of mainstream media: FFC (18% trust; 1% strongly); DM (35% trust; 4% strongly); CN (48% trust; 8% strongly)

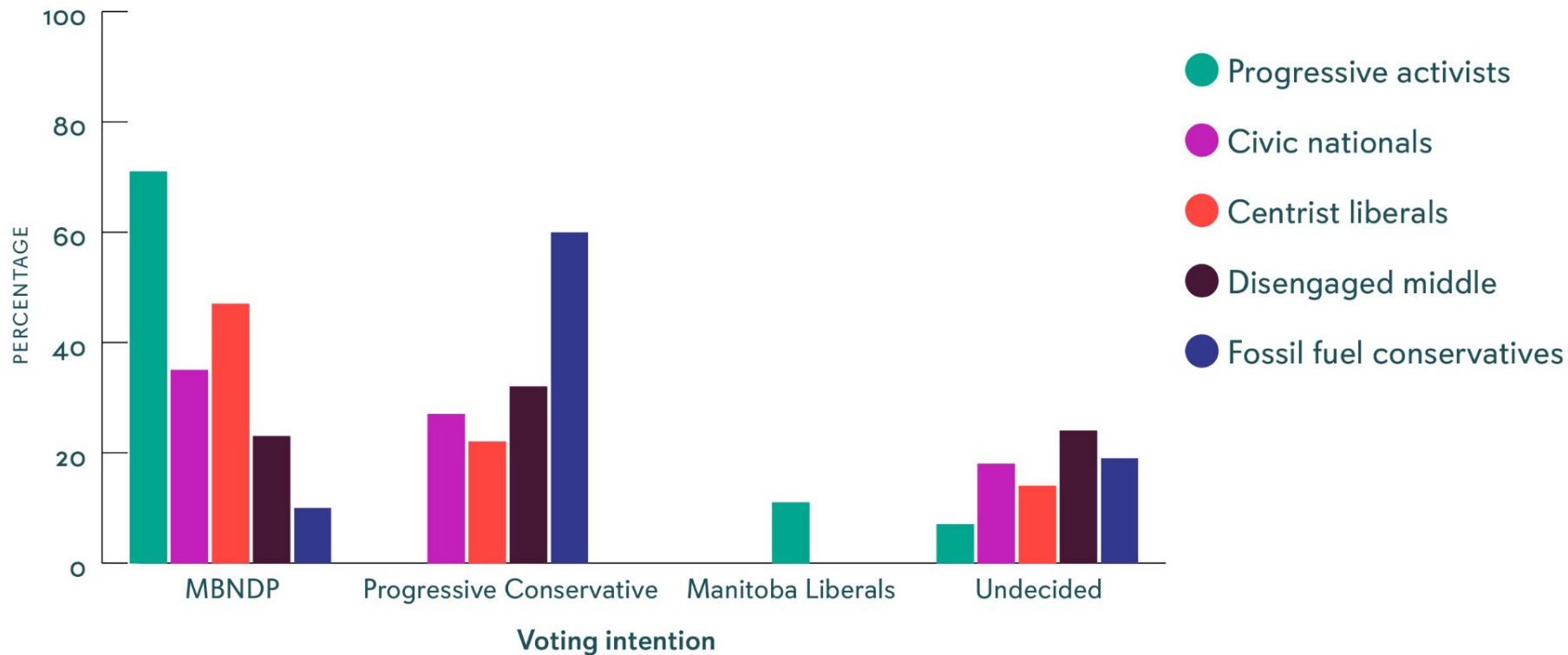
Top issues: Saskatchewan & Manitoba

- Local conservation is top issue for all target audiences
- Support for rezoning protected lands is opposed most strongly by PA followed by CL; more polarizing for CN
- Majority of all segments, excluding PA (33%) believe oil and gas benefits them and their community, majority support for taxing O&G among PA (85%; 56% strongly) and CN (55%; 27% strongly) while CL are more polarized and plurality of DM are neutral
- Strongest opinions on:
 - PA: local conservation, abortion, taxing big tech, prioritize renewable energy, taxing O&G, publicly funded drug plan, hate and misinformation
 - CN: local conservation, removing GST on heating, reduce immigration, taxing big tech, parental consent for gender ID, taxing O&G, prioritize renewable energy
 - CL: removing GST on heating, local conservation, parental consent for gender ID, immigration, more free trade






Regional voting: Saskatchewan



Regional voting: Manitoba



Ontario's persona profiles

	National level segmentation	Ontario differences
	Progressive activists 15% <ul style="list-style-type: none"> Politically engaged, opinionated, proud, cosmopolitan Most environmentally conscious 	 16%
	Civic nationals 21% <ul style="list-style-type: none"> Community-minded, value service to others Nativist & egalitarian High federal vote variability 	 22% Vote variability not as high, plurality vote for CPC
	Centrist liberals 20% <ul style="list-style-type: none"> Politically centrist Share progressive values, favour free-market and immigration 	 19%
	Disengaged middle 30% <ul style="list-style-type: none"> High proportion of neutral opinions Center/center-right politically, less authoritarian & nativist than Civic nationals 	 28%
	FF conservatives 14% <ul style="list-style-type: none"> Strong authoritarianism & hierarchism Right-wing, opposed to environmental goals Majority vote for CPC 	 16%

Trusted messengers: Ontario



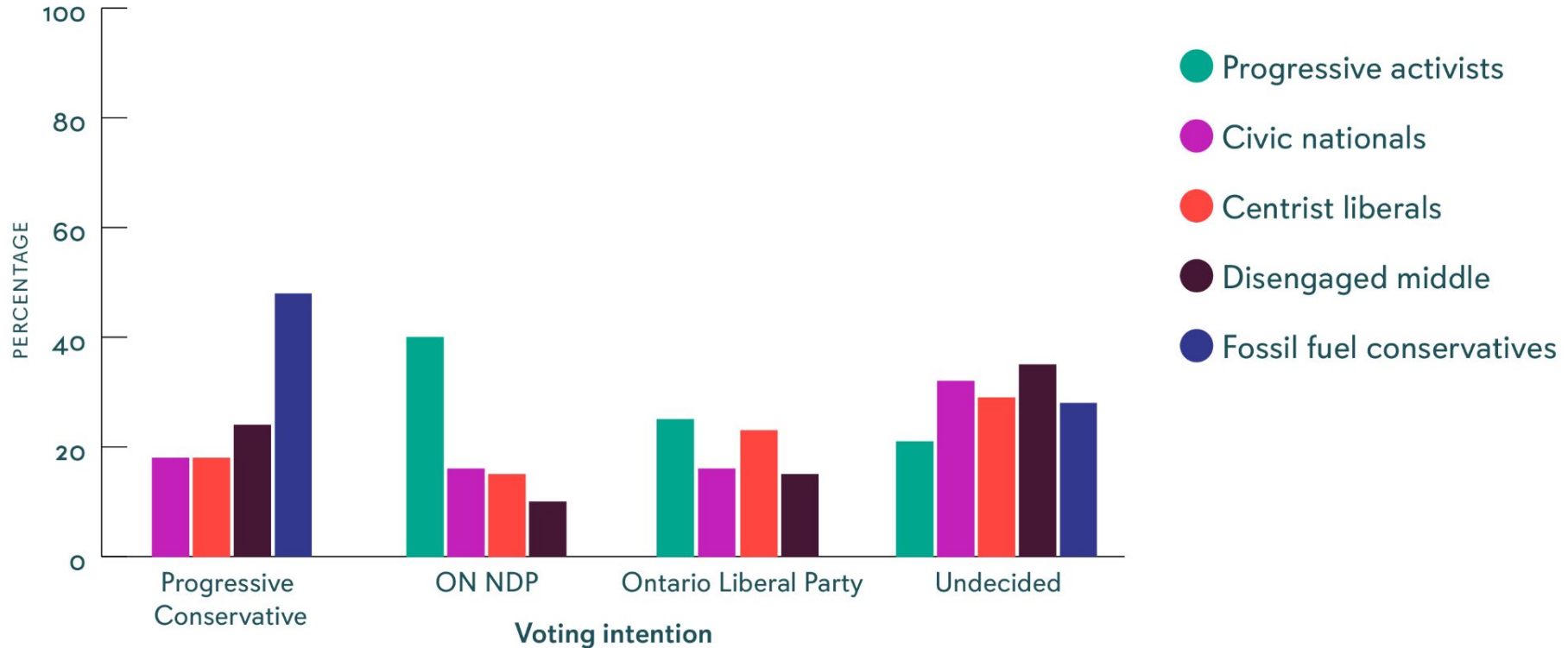
Trust takeaways: Ontario

- PA and CL express a much greater sense of belonging to Canada than to Ontario; CN are strongly attached to both
- Most trusted groups across segments: friends & family; doctors, nurses & health practitioners; scientists & academics
 - Trust in ENGOs is highest in country among PAs (92% trust; 38% strongly)
 - CN more likely to trust ENGOs than mainstream media, Canadian O&G, UN, federal government, premier
 - CL show strong signs of institutional trust (federal government, UN, science, media)
 - Majority of DM would rather trust “common sense” of ordinary people than experts and intellectuals
- Trust in Canadian O&G is highly polarizing
 - From low of 17% (PA) to high of 54% (FFC)
 - Over a third of FFC and DM distrust Canadian O&G, while 11% and 20% not sure, respectively
 - Average trust across segments is lowest for the provincial premier among all actors
- Trust in mainstream media highest among PA (67%) and CL (65%); lower for DM (51%) and CN (49%)

Top issues: Ontario

- Local conservation is top issue for all target audiences
- Support for rezoning opposed by all segments (most strongly by PA, then CN, though DM are polarized)
- Near majority of CN and CL believe oil and gas benefits them and their community, but roughly half support taxing oil and gas companies
- Strongest opinions expressed:
 - PA: abortion, local conservation, prioritize renewable energy, reconciliation, publicly funded drug plan, land rezoning, hate and misinformation
 - CN: local conservation, removing GST on heating, stronger gun laws, immigration, taxing big tech, convert government buildings for residential, prioritize renewable energy, hate and misinformation
 - CL: local conservation, stronger gun laws, abortion, removing GST on heating, more free trade

Regional voting: Ontario



Questions: Ontario

Quebec's persona profiles

	National level segmentation	Quebec differences
	Progressive activists 15% <ul style="list-style-type: none"> Politically engaged, opinionated, proud, cosmopolitan Most environmentally conscious 	↑ 21%
	Civic nationals 21% <ul style="list-style-type: none"> Community-minded, value service to others Nativist & egalitarian High federal vote variability 	↑ 28% <ul style="list-style-type: none"> Vote variability not as high, plurality vote for BQ
	Centrist liberals 20% <ul style="list-style-type: none"> Politically centrist Share progressive values, favour free-market and immigration 	↑ 22% <ul style="list-style-type: none"> Less supportive of free-market values than similar segment in other regions
	Disengaged middle 30% <ul style="list-style-type: none"> High proportion of neutral opinions Center/center-right politically, less authoritarian & nativist than Civic nationals 	↓ 16%
	FF conservatives 14% <ul style="list-style-type: none"> Strong authoritarianism & hierarchism Right-wing, opposed to environmental goals Majority vote for CPC 	↓ 11% <ul style="list-style-type: none"> Plurality vote for CPC Support & trust for oil and gas not as strong

Trusted messengers: Quebec



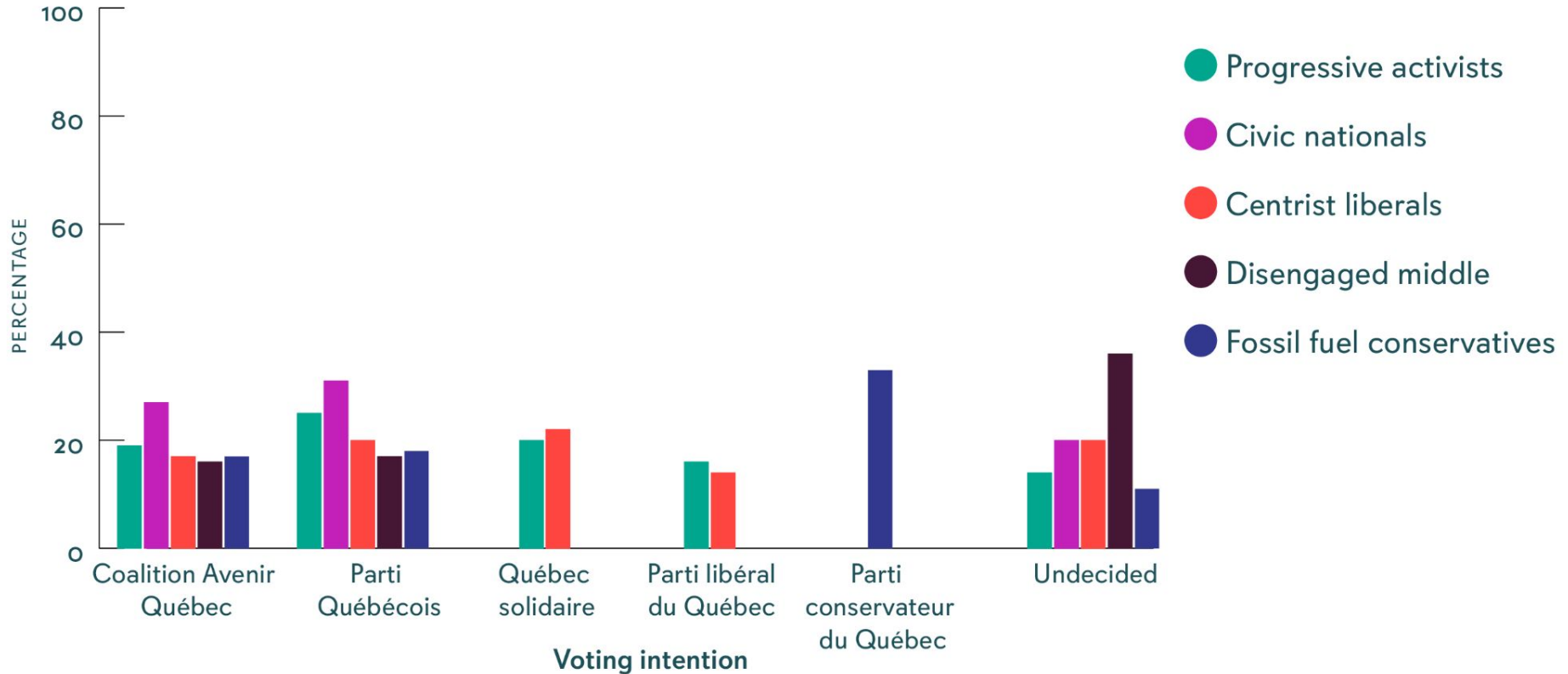
Trust takeaways: Quebec

- All segments in Quebec have stronger attachment to province than to Canada; provincial attachment is highest among CN followed closely by PA
- Most trusted groups across segments: friends & family; doctors, nurses & health practitioners; scientists & academics with majority trust in mainstream media for all groups except FFC
 - CL have relatively high degree of institutional trust (federal government, UN)
 - Majority of PA (82%) CL (75%) and CN (70%) distrust Canadian O&G companies
- Trust scores for ENGOs and Legault are highly polarized
 - ENGO garners trust from 17% (FFC) to 86% (PA) though strong trust tends to be low (30% for PA; 9 % for CL)
 - More people in each segment distrust than trust the premier, while majority of FFC strongly distrusts, others divided
- Majority in all segments (except FFC) trust mainstream media

Top issues: Quebec

- Local conservation is top issue for all target audiences
- Rezoning opposed strongly by PA but other segments are more polarized on this issue
- Belief that oil and gas benefits respondent and their community is lowest in Canada, ranging from 1 in 5 (PA) to 3 in 5 (FFC)
- Majority support for taxing O&G from PA (85% support; 65% strongly) CL (69% support; 34% strongly) and CN (52% support; 25% strongly)
- Strongest opinions on:
 - PA: local conservation, prioritize renewable energy, stronger gun laws, abortion, taxing big tech, taxing O&G, hate and misinformation
 - CN: removing GST on heating, taxing big tech, stronger gun laws, reduce immigration, local conservation, parental consent for gender identity
 - CL: abortion, local conservation, taxing big tech, prioritize renewable energy, converting government buildings to residential

Regional voting: Quebec



Atlantic provinces' persona profiles

	National level segmentation	Atlantic differences
	Progressive activists 15% <ul style="list-style-type: none"> Politically engaged, opinionated, proud, cosmopolitan Most environmentally conscious 	↑ 17% Similar profile as national persona
	Civic nationals 21% <ul style="list-style-type: none"> Community-minded, value service to others Nativist & egalitarian High federal vote variability 	↓ 19% Similar profile as national persona
	Centrist liberals 20% <ul style="list-style-type: none"> Politically centrist Share progressive values, favour free-market and immigration 	~20% Similar profile as national persona
	Disengaged middle 30% <ul style="list-style-type: none"> High proportion of neutral opinions Center/center-right politically, less authoritarian & nativist than Civic nationals 	↓ 28% Similar profile as national persona
	FF conservatives 14% <ul style="list-style-type: none"> Strong authoritarianism & hierarchism Right-wing, opposed to environmental goals Majority vote for CPC 	↑ 16% Similar profile as national persona

Trusted messengers: Atlantic



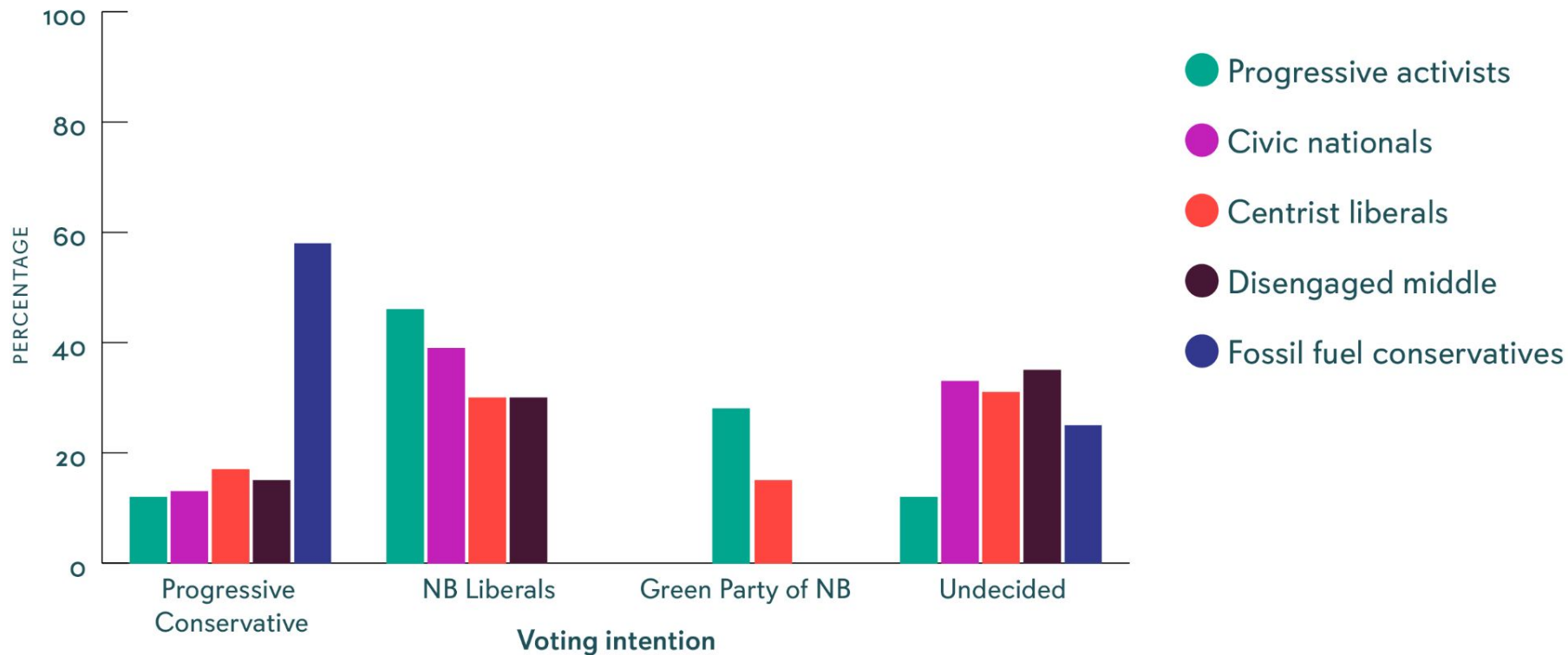
Trust takeaways: Atlantic

- All segments express stronger sense of belonging to Canada than to their province, though provincial attachment is also relatively high among PA, CN and CL
- Most trusted groups across segments: friends & family; doctors, nurses & health care practitioners, scientists and academics
 - PA, CN and CL show greater trust in federal government than in provincial premiers
 - Only region where trust in UN is as high (or higher) than for ENGOS
- Trust scores polarized for ENGOS and provincial premiers
 - ENGO trust scores range from 27% (FFC) to 72% (PA)
 - Majority of PA (73%) CN (57%) and CL (57%) distrust Canadian O&G companies
- Trust in mainstream media relatively high among CL (67%) PA (66%) and CN (59%)

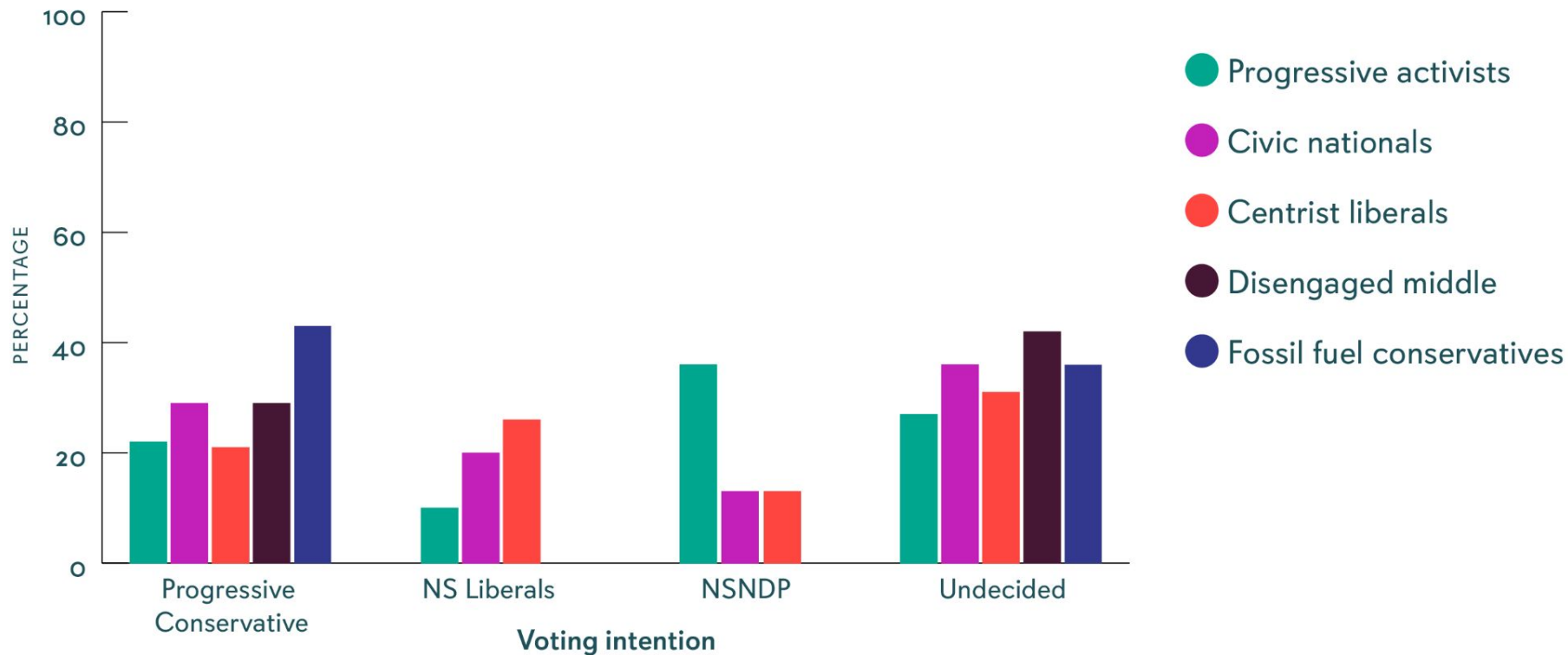
Top issues: Atlantic

- Local conservation is a top issue for all target audiences
- Rezoning protected lands is opposed by PA and CL; while CN and DM are more polarized
- With the exception of PA (33%) majorities in segments believe oil and gas benefits respondents and their community
 - Though many support taxing O&G including PA (80%; 54% strongly) CN (63%; 43% strongly) CL (61%; 25% strongly)
- Strongest opinions on:
 - PA: local conservation, abortion, stronger gun laws, prioritize renewable energy, taxing big tech, taxing O&G, hate and misinformation
 - CN: local conservation, removing GST on home heating, stronger gun laws, taxing big tech, converting government buildings to residential properties
 - CL: abortion, removing GST from home heating, local conservation, publicly funded drug plan, stronger gun laws

Regional voting: New Brunswick



Regional voting: Nova Scotia



Notes

- National segmentation model reveals similar personas at the regional level, with nuances
 - PA generally the most pro-environmental (but see Civic nationals in British Columbia)
 - CN generally conflicted between egalitarianism and hierarchy (nativism, anti-immigration) with exception of Alberta
 - CL generally progressive and left-of-centre (with exception of Alberta)
 - CL generally pro-free-market (Quebec version of CL is more tolerant to government regulations)
- ENGOS are a trusted source for some (PA, most notably), but trust tends to be moderate rather than strong, even in this segment
 - Look for ways to leverage trust in other actors to activate environmental worldviews
 - Ex: teaming up with health care professionals to talk about environmental threats to community health
 - Ex: in Atlantic Canada, Ontario SK/MB and BC, federal government garners considerable trust among PA and CL
 - Ex: encourage members to activate environmental worldview in social networks, social media and turkey talk
 - Ex: mainstream media is more trusted in Eastern Canada than Western Canada
- The segmentation model tracks different party systems across regions and is helps predict vote choice
 - Identify potential issue coalitions using top issues
 - CN and CL identify broader set of issues that motivate them, including greater concern for affordability issues; public safety; health

Revisiting takeaways

Takeaways: regional nuances

- **Target audiences**
 - Prioritize Progressive activists and Civic nationals in AB and BC; Centrist liberals here skew to the right and show weaker alignment with progressive ideals, stronger inclination towards authoritarian values
 - Consider targeting most receptive *third* of the Disengaged middle (see third round of CA-MAP analysis for details).
- **Appeal to egalitarian worldviews of Progressive activists, Civic nationals and Centrist liberals**
 - This messaging should resonate with primary audiences across regions, with exception of CL in AB & BC
- **Tailor leadership messaging differently**
 - Civic nationals in AB and BC may be less responsive owing to their less authoritarian stance
 - Centrist liberals in QC are less free-market oriented
- **Go populist**
 - Resonates across the country though may be less effective for DM in BC & AB; likely more effective for DM in ON, SK/MB and Atlantic
 - Populist and nationalist frames less likely to resonate in Quebec where national pride is substantially lower than their provincial pride; pivot to “Quebeckers” and “Quebec communities,” adapting green nationalism narratives to reflect the province’s distinct identity
- **Build a coalition of voters for conservation and clean energy coalition**
 - Local conservation and protection of clean air and water are promising issues to engage all audiences across Canada
 - Potential wedges include immigration, affordability and taxing oil and gas companies.

Federal voting patterns, by region

- **Progressive activists:** most motivated to vote and most likely to vote strategically, but preferences vary by region:
 - BC: Majority votes for NDP
 - AB: Evenly split between NDP and LPC
 - SK/MB & ON: Plurality for NDP; LPC close second
 - Quebec: Plurality for BQ; LPC close second
 - Atlantic Provinces: Plurality for LPC; NDP trails
- **Civic nationals:** likely to vote strategically, but less so in ON, SK/MB and QC (where nationalist sentiment prevails over other regional specifics):
 - BC and AB: More progressive, with a clear plurality voting for NDP
 - SK/MB and ON: Tendency to vote for CPC
 - Quebec: Plurality for BQ
 - Atlantic Provinces: No clear political home
- **Centrist liberals:** High vote variability in BC, SK/MB, ON and QC
 - AB: Majority supports CPC
 - AT: Plurality for LPC

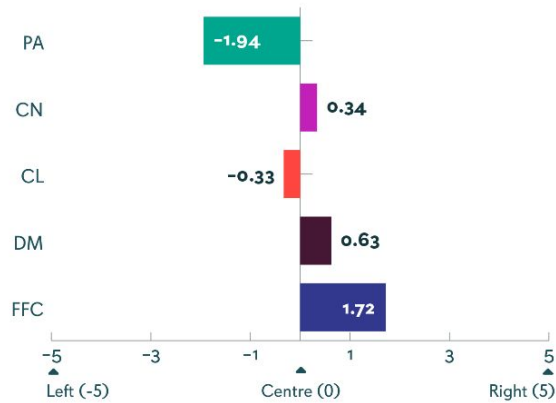
Next webinar

- Next, we report on additional segmentations of working class Canadians, rural/urban/suburban and focus on Disengaged middle
 - The largest segment in the national segmentation whose help is required to boost the size of pro-climate coalition
 - Mostly working class
 - Highest proportion of non-white
 - Highest proportion of weakly formed attitudes
- We plan to focus on attitudes, behaviours (political and environmental) identifying sub-segments of the Disengaged middle that can be reached
 - Please provide advice on what kinds of policy issues, attitudes, demographics or value predispositions you want us to highlight?
 - There are a lot of data and we need to prune — what have you found most useful so far?
 - For example, the attachment to province vs. Canada useful for your comms?

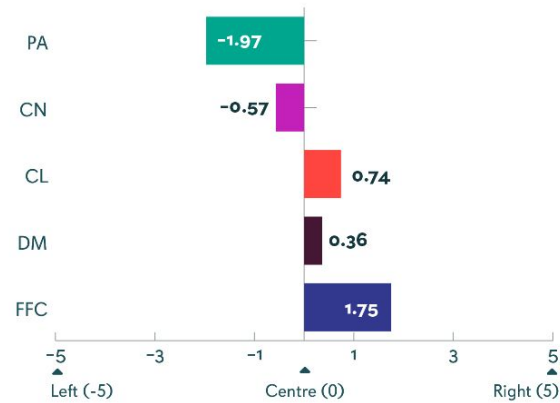
Questions?



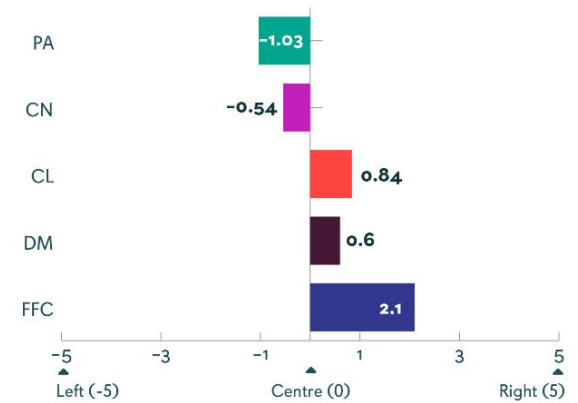
Political ideology mean scores by segment



National



BC



Alberta

Discussion Agenda EcoA Meeting

Presentation content:

- 1) Distribution across regions
- 2) Regional nuances & deeper dive options:
 - A. Vote choice (fed & prov)
 - B. Policy issues
 - C. Trust/messengers
 - D. Revisiting national key takeaways regionally (e.g., activate progressive values, go populist, build a conservation & clean energy coalition)

Third segmentation options:

- A. Segmenting the disengaged middle based on pol and environmental behaviour (initial results interesting!)
- B. Right leaning?
- C. Youth, 65+; rural; urban; suburban; new Canadians; working/middle class; other
- D. How do we decide?