

# Earth Day 2019

How do Canadians perceive our changing environment?

**IPSOSCONTEXT**

April 2019

**GAME CHANGERS**



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# Thriving in the Social & Economic Transformation [SET] Era

*Rapid and continuous transformation, due to technological and social phenomena, has become the norm.*



- To navigate this era of transformation organizations must 1) know **the context in which they are operating today**; 2) understand **the public's future hopes and expectations** and, 3) have **the trust of their stakeholders**.
- Ipsos is constantly monitoring the Canadian environment and examining future scenarios through...
  - **IPSOSCONTEXT** (e.g. consumer confidence, quality of life, Ipsos Disruption Barometer, social issues, etc.)
  - **IPSOSNEXT** (annually -- e.g. receptivity to and expectations for future technology, social change, etc.)
  - **IPSOSREPUTATION** (annually – e.g., trust and reputation in sectors and companies)
- This report is part of a series from **IPSOSCONTEXT**.



# Environmental Issues

Which environmental issues are most concerning to citizens?

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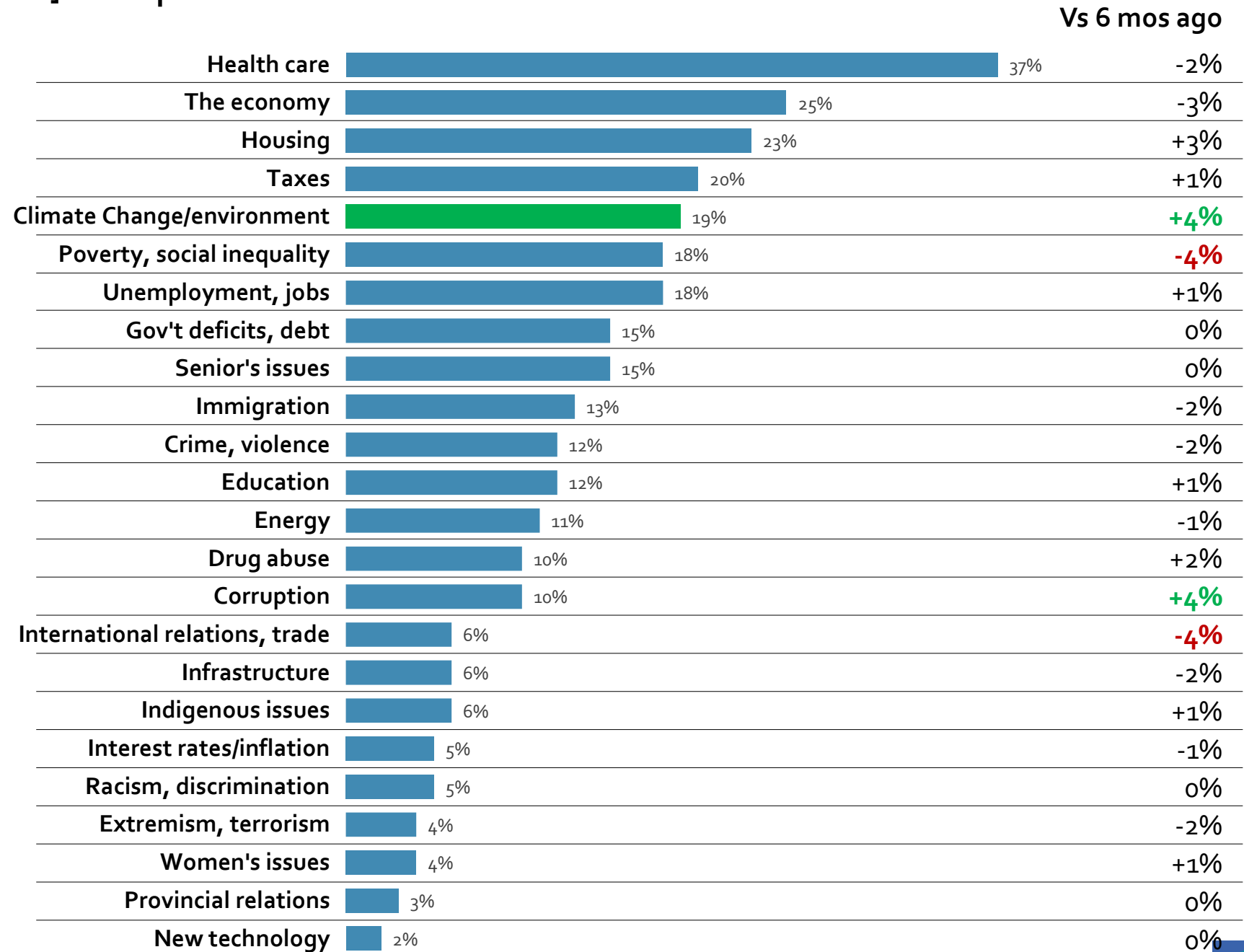
## Top issues in Canada

- For the first time in our tracking, climate change has cracked the top 5 issue concerns among Canadians.
- Healthcare continues to dominate (as it has done historically) as the most important issue according to Canadians, while the economy ranks second, housing third, and taxes fourth.

Q. Which of the following issues are you most concerned about?

Source: IpsosContext, Q1 (March) 2019 Canada, n=2000

## [TOPIC] is a top three issue overall

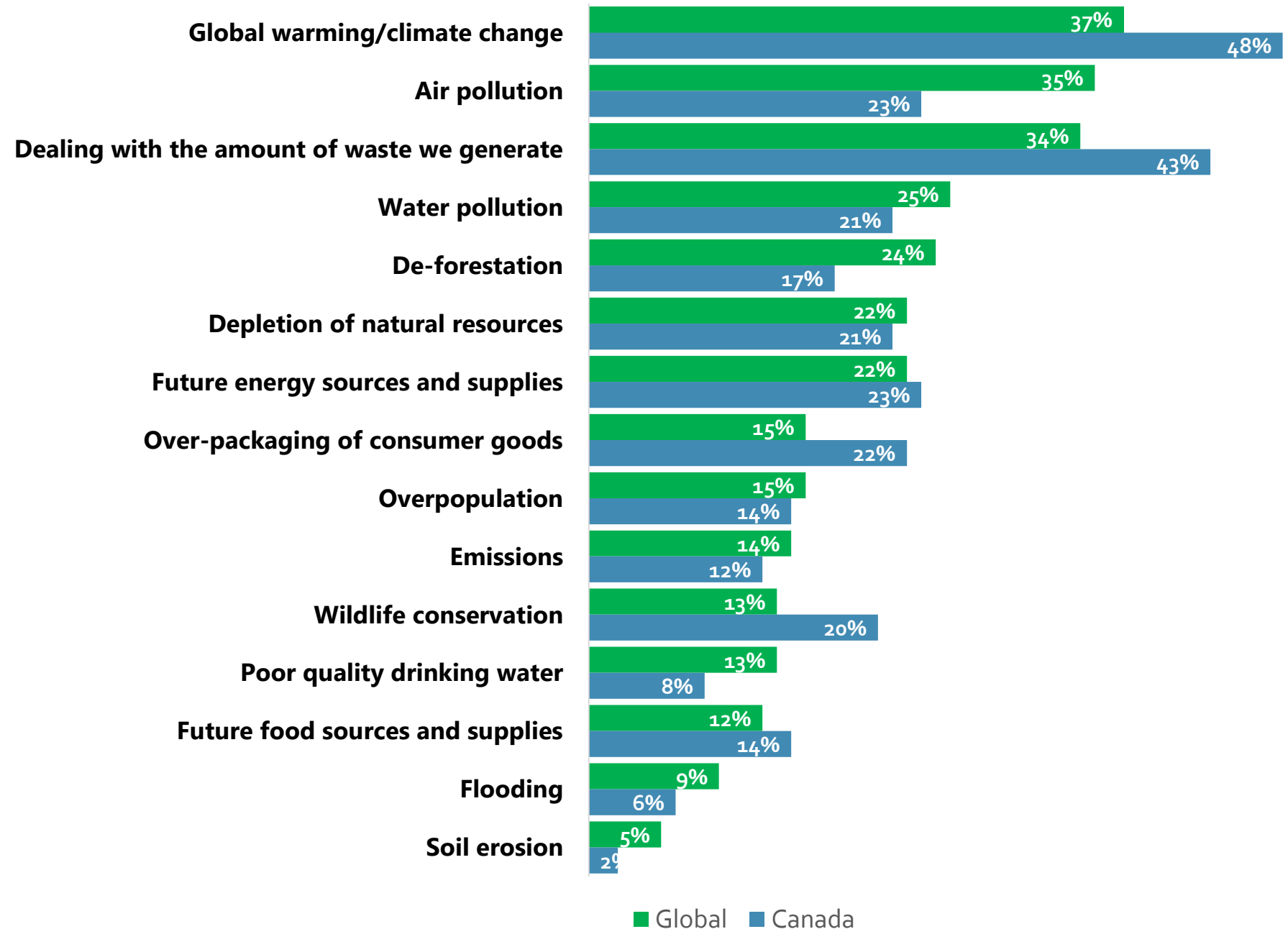


## Top environmental issues around the world

- Across the world, global warming/climate change, air pollution, and dealing with waste are the top three environmental issues of concern.
- In Canada, climate change and dealing with waste are also in the top three but much higher than the global average, while several issues are in third including air and water pollution, natural resources, future energy, over-packaging and wildlife.

*Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?*

### [TOPIC] is a top three environmental issue

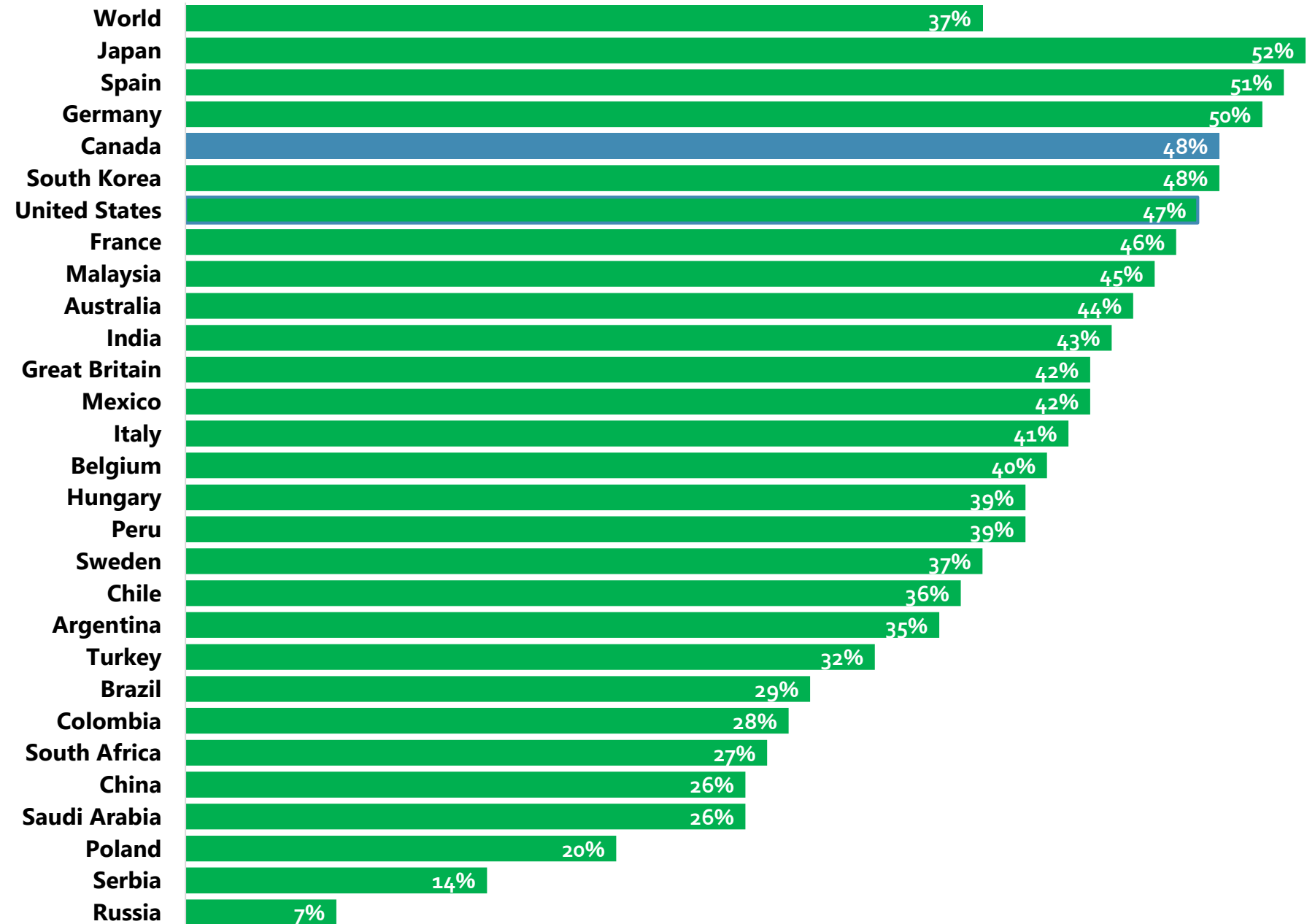


Base: 19,519 interviews were conducted across 27 countries between February 22<sup>nd</sup> to March 8<sup>th</sup>, 2019.

## Focus on global warming, climate change

- Global warming, or climate change, is the observation that the Earth has seen an average global temperature increase over recent centuries. Scientists expect these changes to have a corresponding effect on the weather and climate systems of the Earth.
- Canada is the 4<sup>th</sup> most likely to consider global warming/climate change a top environmental issue.

*Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Global warming*



■ Global warming or climate change is a top three environmental issue

Base: 19,519 interviews were conducted across 27 countries between February 22<sup>nd</sup> to March 8<sup>th</sup>, 2019.



# Non-Recyclable Product Waste

How concerned are Canadians about non-recyclable product waste?

What kind of policy action should be taken?

What personal actions are citizens taking?

Who should lead efforts to reduce unrecyclable product waste?

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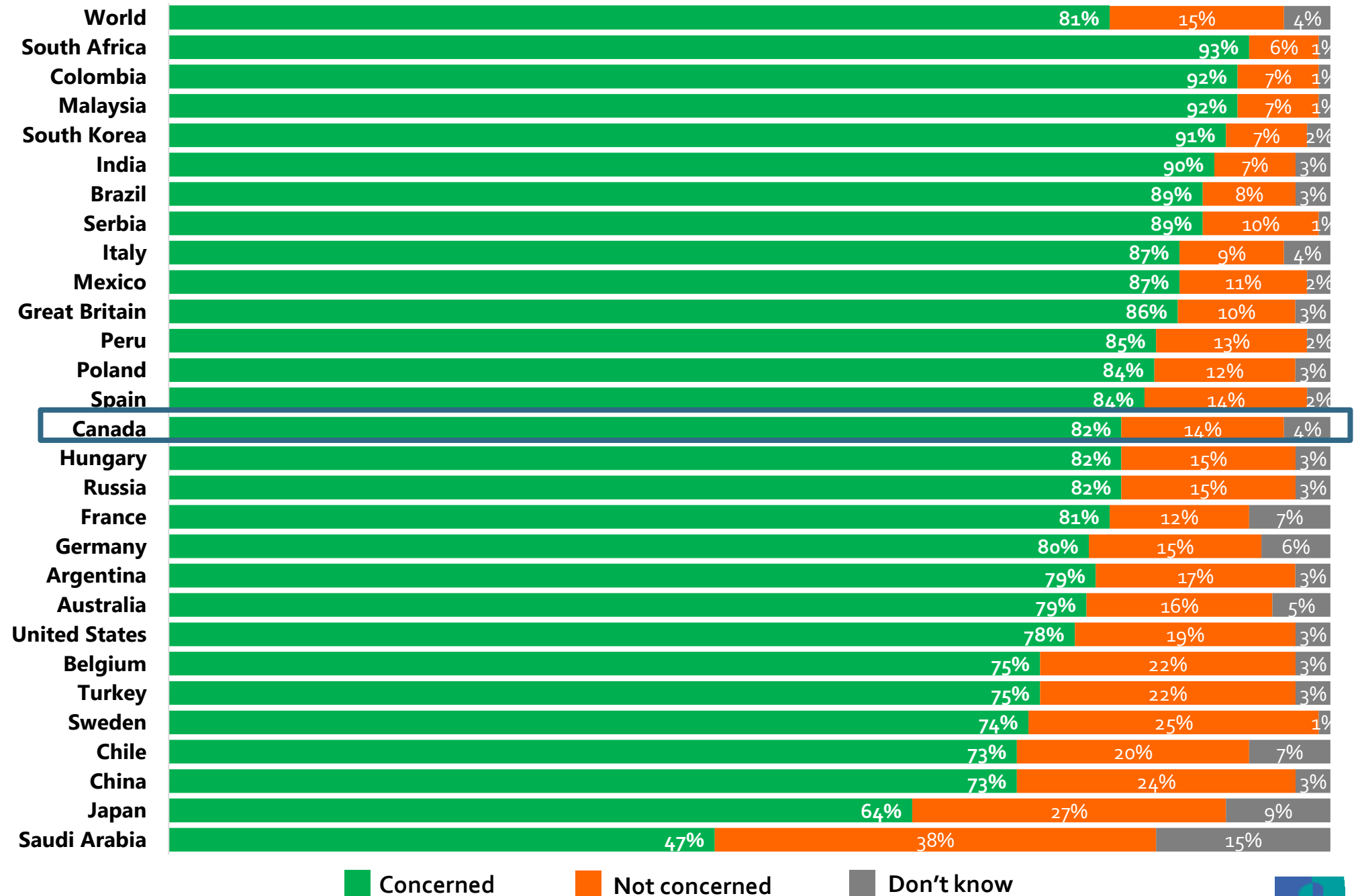


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## Concern with the use of disposable, non-recyclable products

- In general, citizens across the world are at least somewhat concerned with the overuse of disposable, non-recyclable products. Canada is in the middle of the pack, with a full eight-in-ten concerned.

Q. Some people have recently been discussing the effects on the environment of plastic packaging, plastic bags, and other disposable objects which cannot be recycled. How concerned, if at all, would you say you are about this issue?



Base: 19,793 online adults aged 16-64 across 27 countries (excluding Great Britain), March 23 – April 6 2019



## Potential policy actions

- A plurality of global and Canadian respondents believe increased government spending would help reduce the use of non-recyclable products.*
- Interestingly, Canadians are generally lower than the global average on the use of taxes.*

*Q. Which if any of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled?*

**Forcing local government to spend more on recycling so that a wider range of items can be recycled**

46%

44%

**Higher taxes on supermarkets and shops which use a lot of packaging that cannot be recycled**

33%

25%

**A tax on containers such as plastic drinks, bottles, and disposable coffee cups that cannot be recycled to increase their price**

30%

27%

**A public information campaign funded by taxpayers' money to tell people about the issue**

27%

16%

**The government "naming and shaming" supermarkets and shops which use a lot of packaging that cannot be recycled**

26%

19%

**Big fines for householders who do not recycle enough of their rubbish**

24%

20%

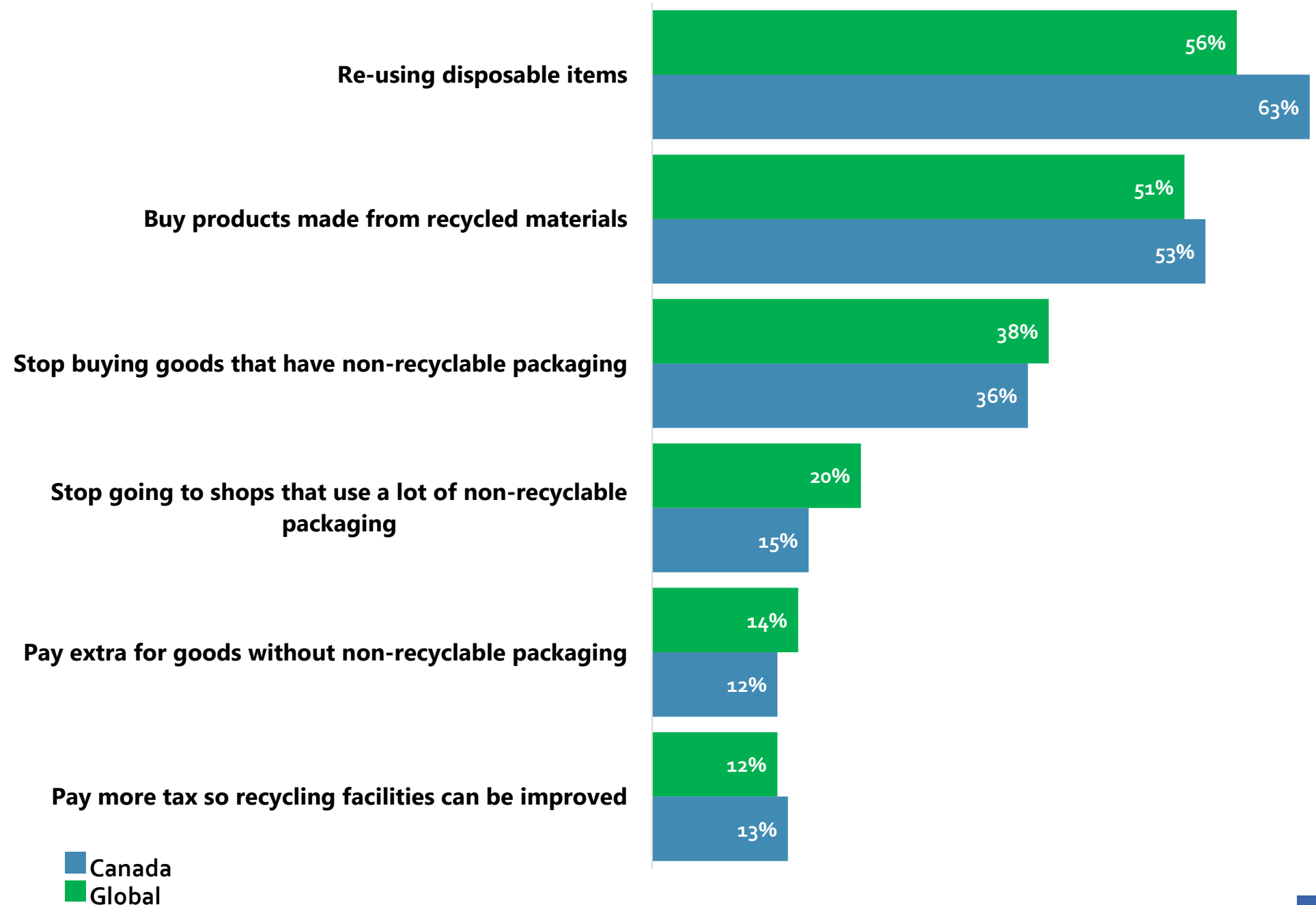
■ Canada  
■ Global

Base: 19,519 interviews were conducted across 27 countries between February 22<sup>nd</sup> to March 8<sup>th</sup>, 2019.

## Personal actions around the world

- A majority of Canadians say they are re-using their disposable items to help cut down on waste and buying products made from recycled materials.

*Q. Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled?*



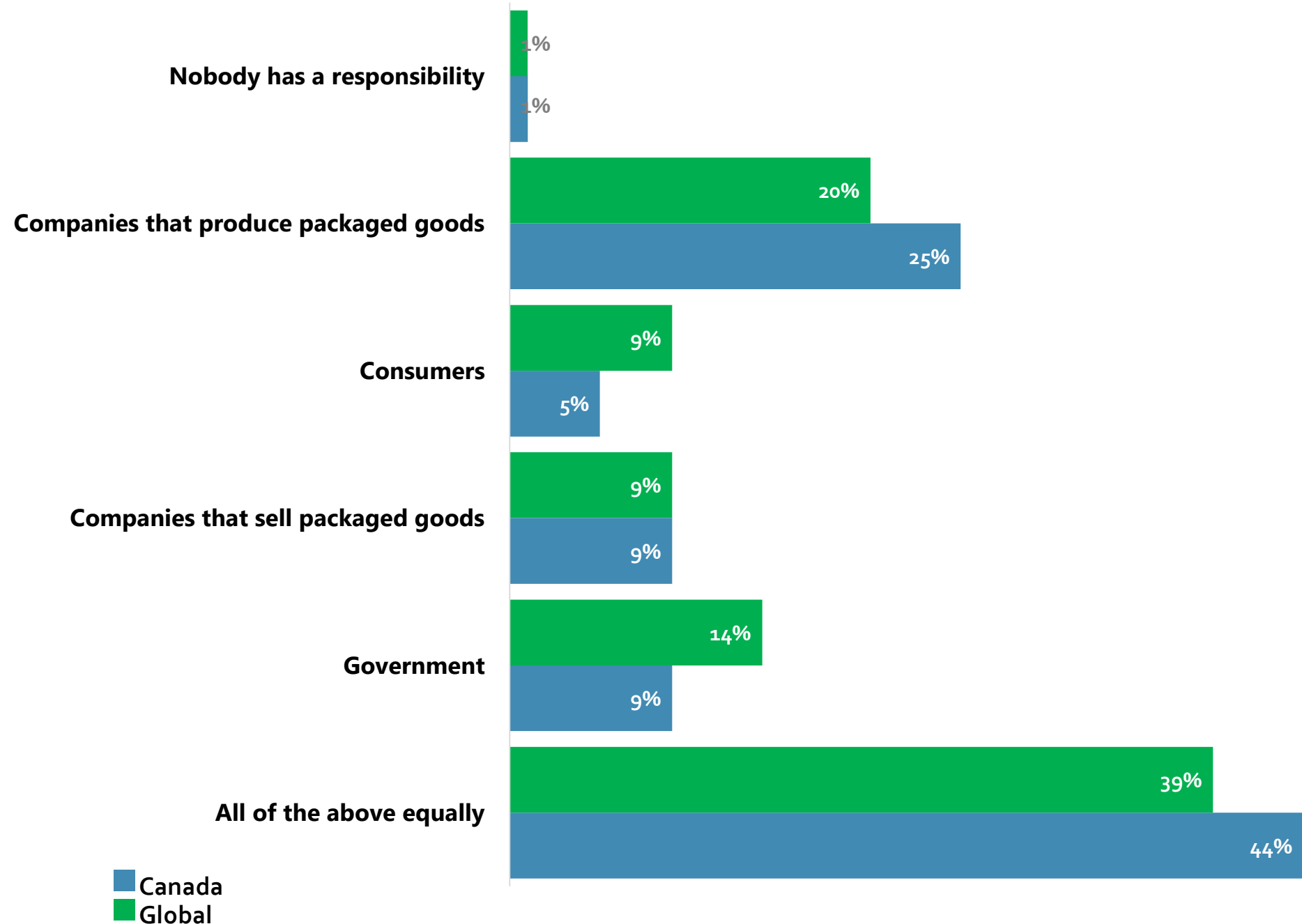
Base: 19,519 interviews were conducted across 27 countries between February 22<sup>nd</sup> to March 8<sup>th</sup>, 2019.



## Who's responsible?

- *Canadians believe that it is a joint responsibility among consumers, business and governments to reduce the amount of unnecessary packaging ing which is sold.*
- *One quarter (25%) of Canadians point to companies that produce packaged goods to lead the charge.*

*Q. Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold?*



Base: 19,519 interviews were conducted across 27 countries between February 22<sup>nd</sup> to March 8<sup>th</sup>, 2019.

- In total 19,519 interviews were conducted between February 22<sup>nd</sup> to March 8<sup>th</sup>, 2019.
- The survey was conducted in 27 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, Great Britain, and the USA.
- For the results of the survey presented herein, an international sample of 1,000 adults ages 19-74 in South Korea, 18-74 in the US, Israel, Canada, China, Malaysia, South Africa and Turkey, and ages 16-74 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel, with the exception of Argentina, Belgium, Chile, Hungary, India, Israel, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- 15 of the 27 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and United States).
- Brazil, China, Chile, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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