

YOUNG CANADIANS' ATTITUDES ON CLIMATE CHANGE

October 2021

© 2021 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



Methodology

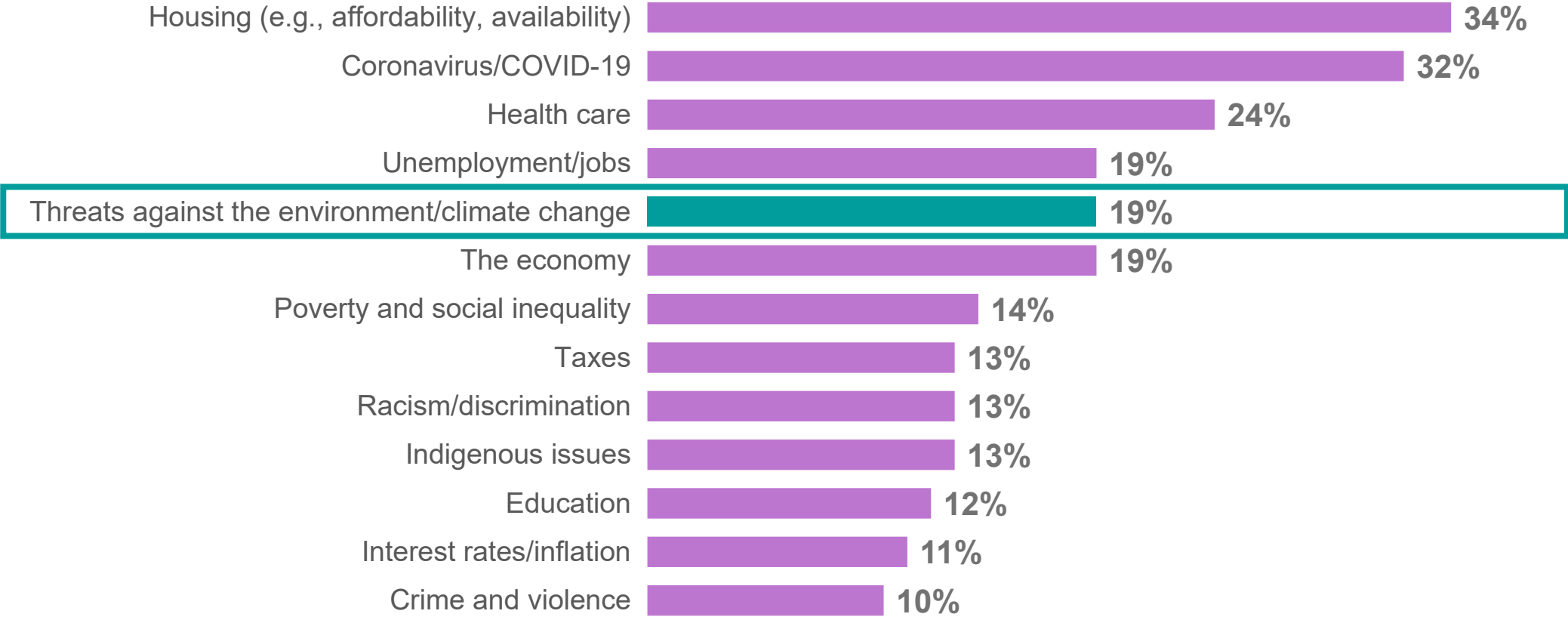
- These are findings of an Ipsos poll conducted on behalf of the Canadian Youth Alliance for Climate Action (CYACA).
- For this survey, a sample of **501 Canadians aged 18-29 years** was interviewed from **September 3-6, 2021** on the Ipsos i-Say panel.
- Quotas and weighting were employed to ensure that the sample's composition **reflects the overall population of this age group** according to the latest census information from Statistics Canada.
- The precision of online polls is measured using a credibility interval. In this case, the results are **accurate to within +/- 5.0 percentage points**, 19 times out of 20, of what the results would have been had all Canadians between the ages of 18-29 years been polled.
- Credibility intervals are wider among subsets of this population.
- Due to rounding, not all percentages will add up to 100%.



CURRENT VIEW

2

Climate change is a top-five issue for Canadian youth, tied with jobs and the economy. However, the immediate challenges of housing, COVID-19, and health care take priority.

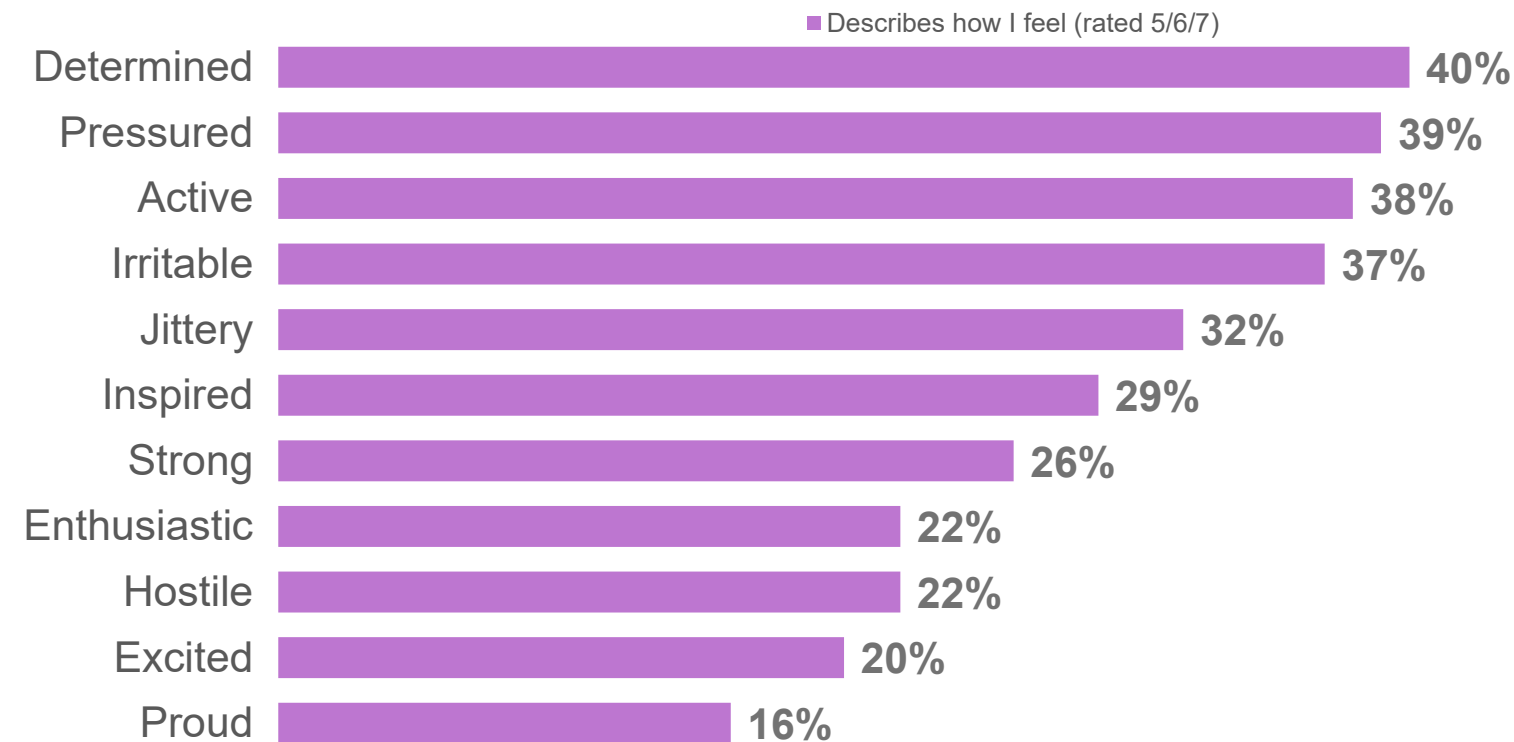


Largely negative emotions are associated with climate change, including fear and nervousness. However, more than half of Canadian youth also say they are ‘interested’ or ‘alert’ to the topic.



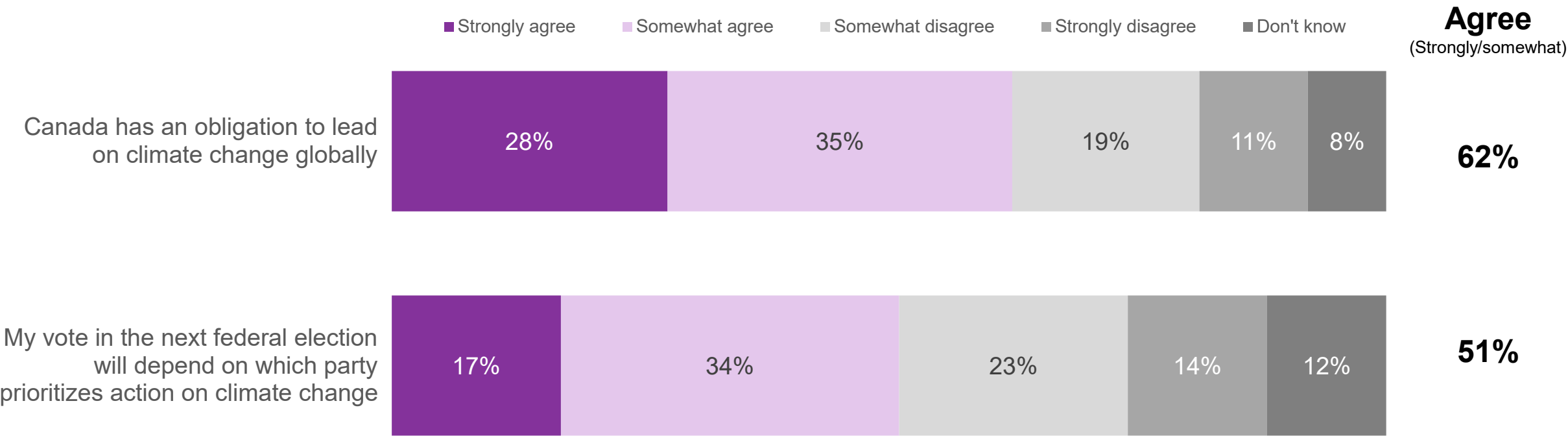
Q2. To what extent do the following words describe how you feel when you think about **climate change**?
Base: All respondents (n=501)

Less than half of young Canadians indicate they feel ‘determined’ or ‘active’ towards climate change. However, a quarter cite feeling ‘strong’, while two in ten say they feel ‘enthusiastic’ or ‘excited’, pointing to potential hope underlying the general unease.

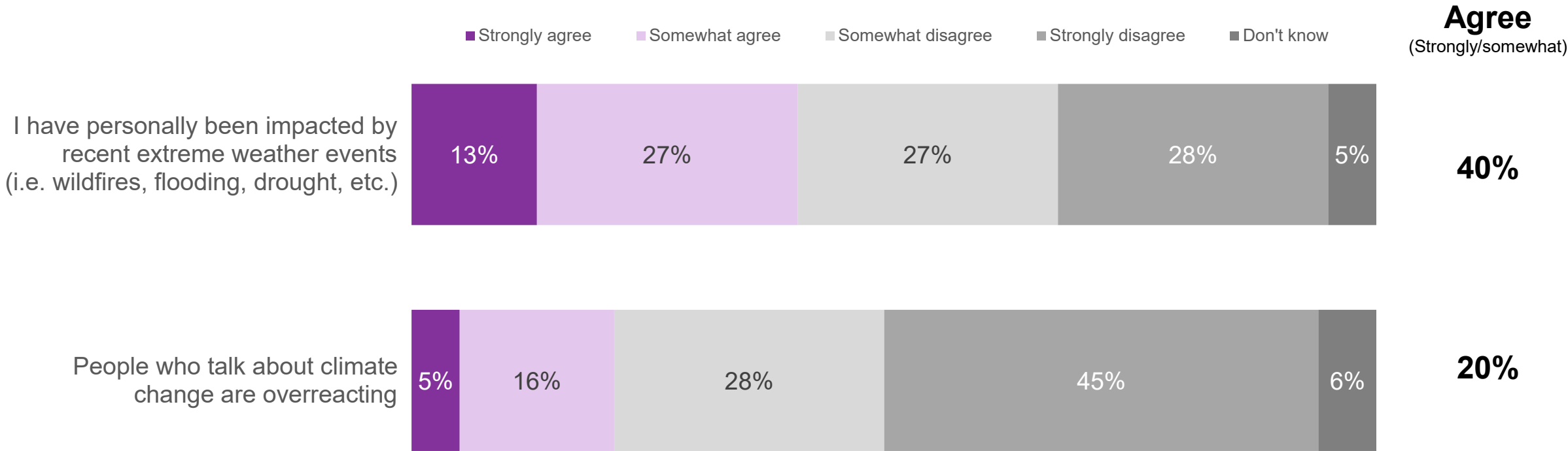


Q2. To what extent do the following words describe how you feel when you think about **climate change**?
Base: All respondents (n=501)

When it comes to the political sphere, six in ten (62%) young Canadians agree that Canada has an obligation to lead globally on climate change. Domestically, half (51%) based their 2021 election vote on climate platforms.

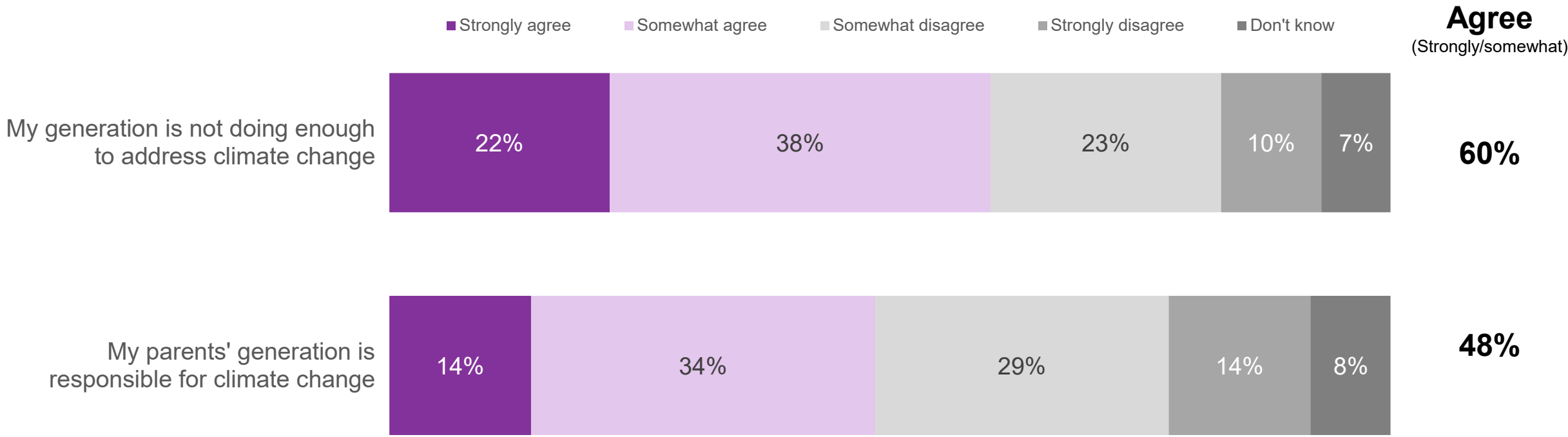


Four in ten (40%) young Canadians say they have been personally impacted by climate change, a figure that may feed into the fact that few (20%) agree that talking about climate change is an overreaction.



Q6_1. To what extent do you agree or disagree with the following statements? [People who talk about climate change are overreacting]
Q6_4. To what extent do you agree or disagree with the following statements? [I have personally been impacted by recent extreme weather events (i.e., wildfires, flooding, drought, etc.)]
Base: All respondents (n=501)

While half (48%) agree their parents' generation bears responsibility for climate change, six in ten (60%) of young Canadians still think their own generation is not doing enough to address the issue.

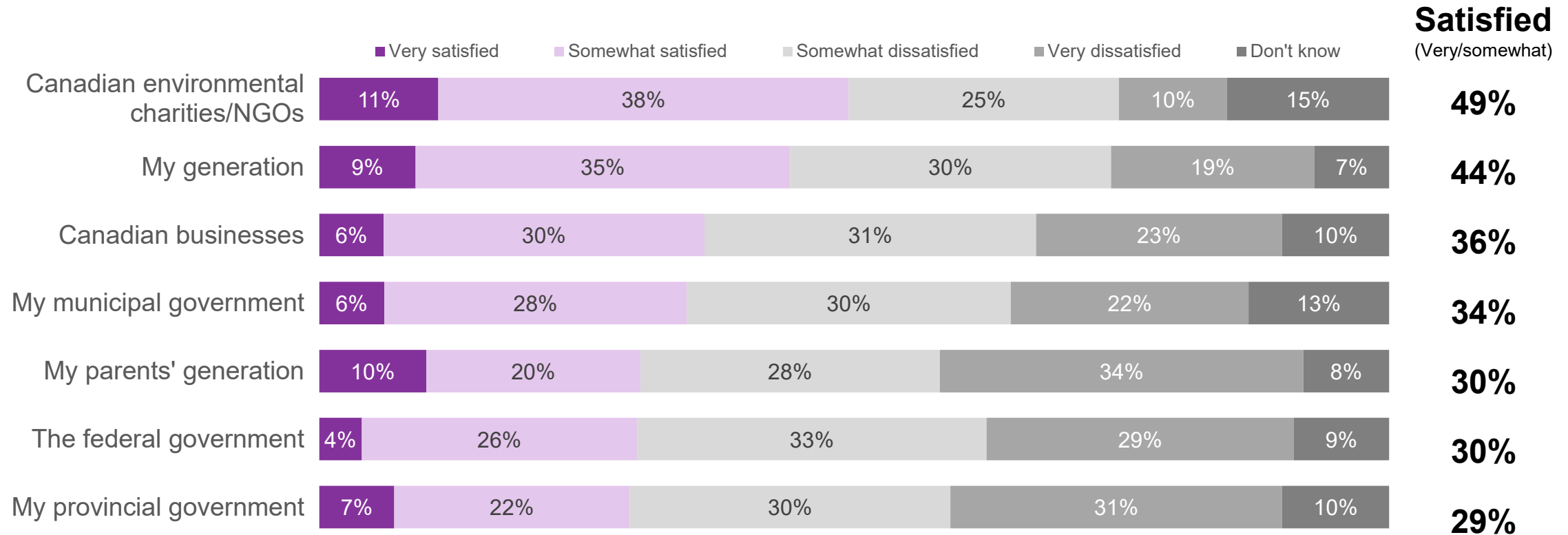


Q7_1. To what extent do you agree or disagree with the following statements? [My parents' generation is responsible for climate change]
Q7_2. To what extent do you agree or disagree with the following statements? [My generation is not doing enough to address climate change]
Base: All respondents (n=501)

PROGRESS ASSESSMENT

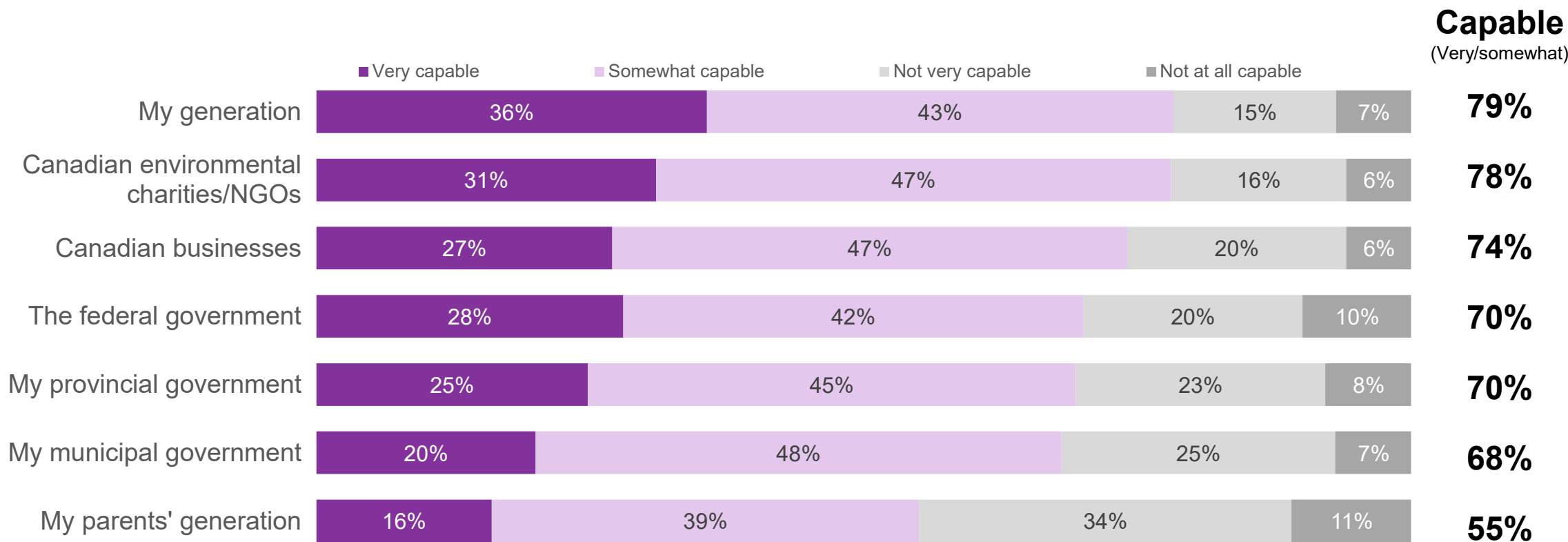
3

While satisfaction is low across the board, Canadian youth are least satisfied with what governments have been doing to address climate change. They show strongest satisfaction towards their own generation and NGOs.



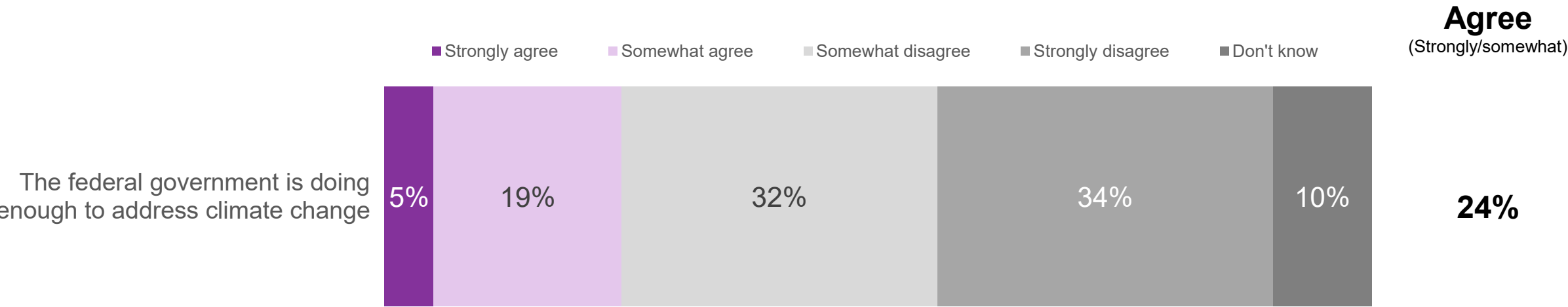
Q3. Based on what you have seen, read, or heard, **how satisfied are you** with the action on climate change taken by each of the following:
 Base: All respondents (n=501)

Canadian youth indicate they themselves are most capable of making progress (79%) on climate in the next five years, followed closely by the NGO sector (78%). Just over half (55%) consider their parents' generation capable of making progress.



Q4. And to what extent do you think each of the following is capable of making progress on the climate change front in the next five years?
Base: All respondents (n=501)

In line with the figures showing that youth are dissatisfied with the progress made by the federal government, few young Canadians (24%) agree that the government has done enough to address climate change.

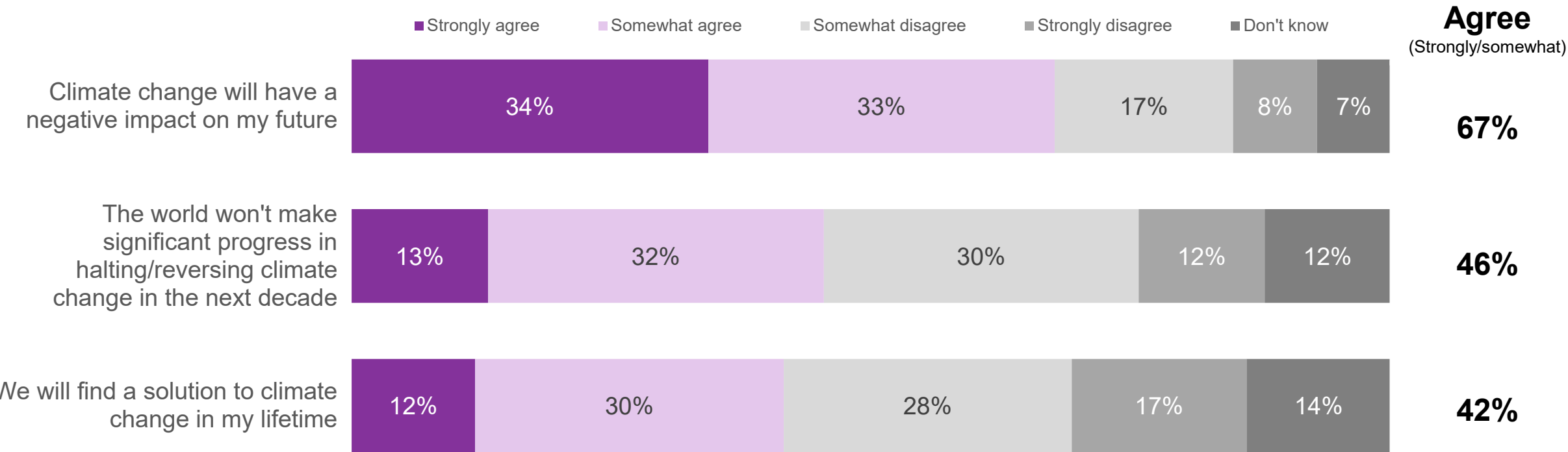


Q6_3. To what extent do you agree or disagree with the following statements? [The federal government is doing enough to address climate change]
Q6_5. To what extent do you agree or disagree with the following statements? [Canada's next federal government will have more urgent issues to focus on than climate change]
Base: All respondents (n=501)

THE FUTURE AND SOLUTIONS

4

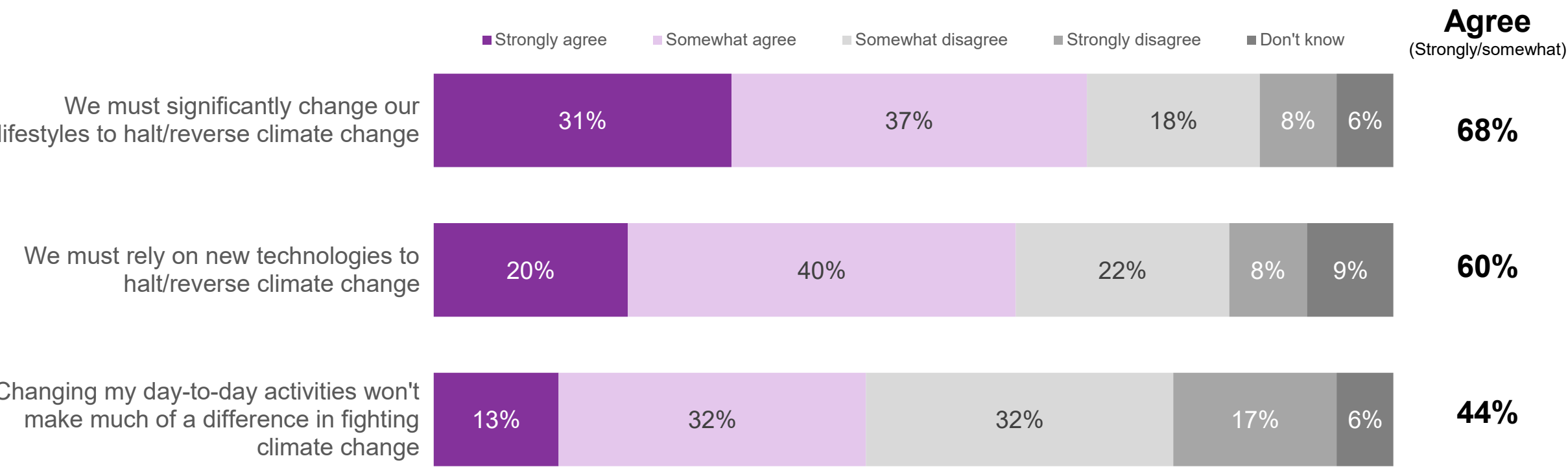
Reflecting some of the pessimistic attitudes observed earlier, while two-thirds (67%) of Canadian youth agree that climate change will negatively impact their future, less than half are optimistic that a solution will be found in their lifetime.



Q7_3. To what extent do you agree or disagree with the following statements? [Climate change will have a negative impact on my future]
Q7_4. To what extent do you agree or disagree with the following statements? [We will find a solution to climate change in my lifetime]
Q7_5. To what extent do you agree or disagree with the following statements? [The world won't be able to make significant progress in halting/reversing climate change in the next decade]
Base: All respondents (n=501)

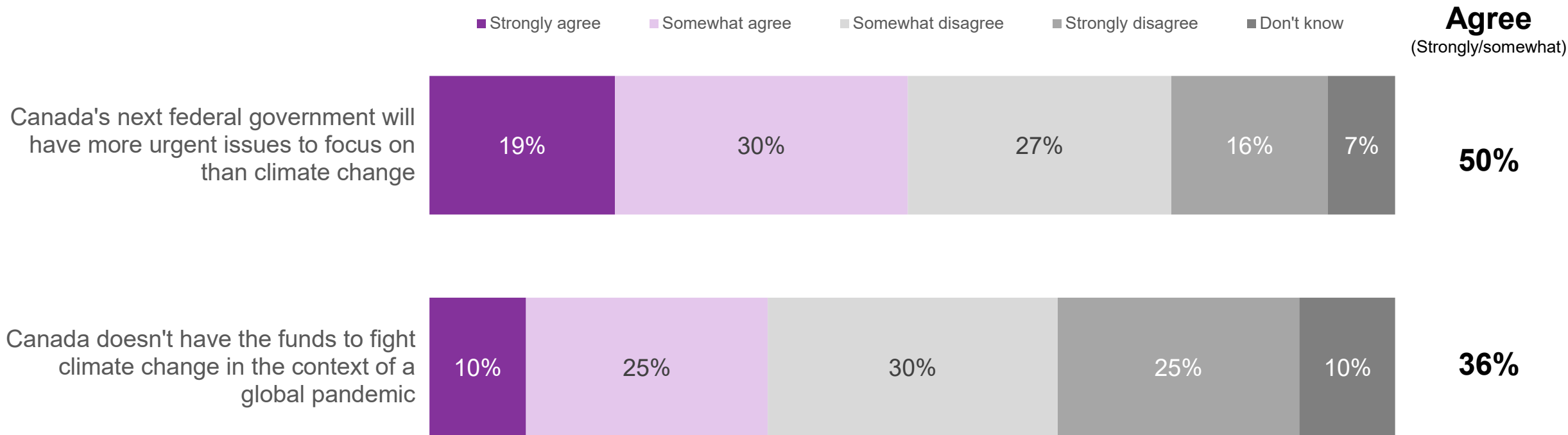


Opinions are divided on how to move forward in tackling climate change. While two-thirds (68%) of young Canadians say significant lifestyle changes are needed, less than half (44%) believe they won't make much of a difference, suggesting there is no clear path forward. However, six in ten (60%) also believe new technologies will be a crucial part of the climate fight.



Q7_7. To what extent do you agree or disagree with the following statements? [We must rely on new technologies to halt/reverse climate change]
Q7_8. To what extent do you agree or disagree with the following statements? [We must significantly change our lifestyles to halt/reverse climate change]
Q7_9. To what extent do you agree or disagree with the following statements? [Changing my day-to-day activities won't make much of a difference in fighting climate change]
Base: All respondents (n=501)

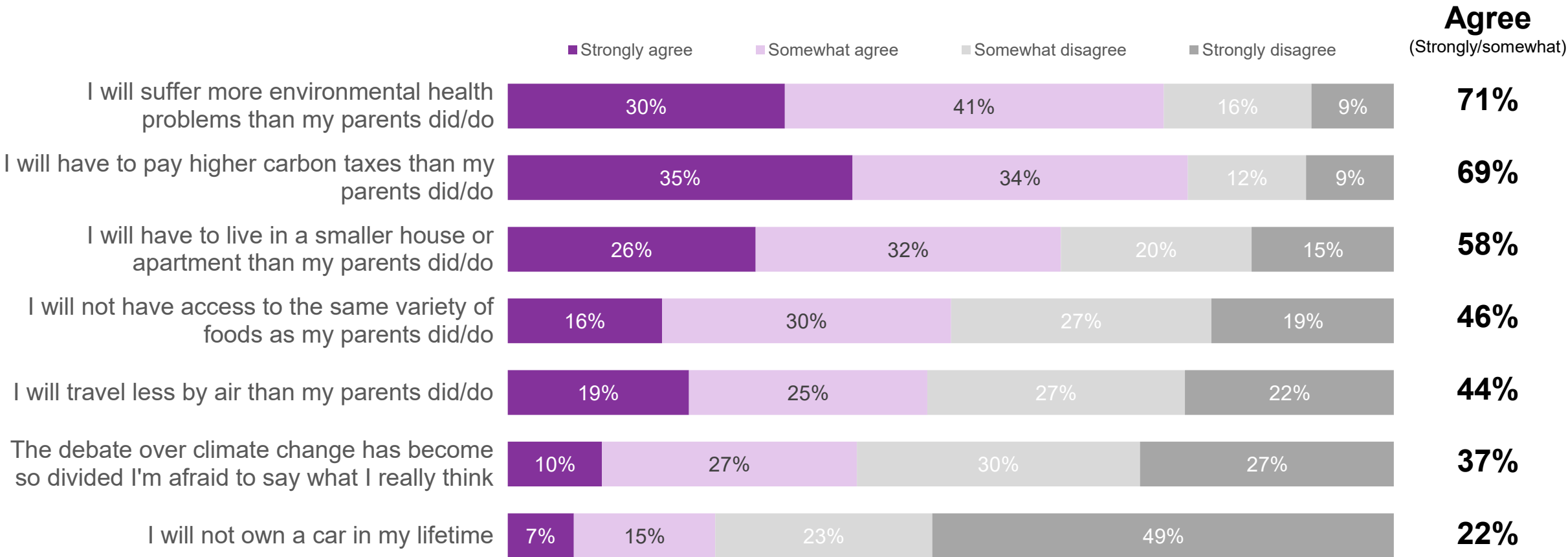
Reflecting some of the complexities of the addressing climate change, half (50%) of Canadian youth agree that the next federal government will have more urgent issues to focus on than climate. However, few consider finances to be a barrier -- only a third (36%) agree to some extent that Canada doesn't have the funds to fight both climate change and the COVID-19 pandemic.



Q6_5. To what extent do you agree or disagree with the following statements? [Canada's next federal government will have more urgent issues to focus on than climate change]
Q6_6. To what extent do you agree or disagree with the following statements? [Canada doesn't have the funds to fight climate change in the context of a global pandemic]
Base: All respondents (n=501)



Young Canadians agree climate change will mean that their lifestyle will be different from their parents'. However, this has not stopped them from speaking out about the issue, as few agree they are afraid to say what they really think.



Q5. Thinking about how your lifestyle will have to be different than your parent's lifestyle because of climate change, please indicate if you agree or disagree with the following:
Base: All respondents (n=501)

Mike Colledge

President, Public Affairs
mike.colledge@ipsos.com



Chris Chhim

Senior Account Manager, Public Affairs
chris.chhim@ipsos.com



Haley Jones

Account Manager, Public Affairs
haley.jones@ipsos.com



About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:
You act better when you are sure.