EARTH DAY 2022

 Public opinion on climate change

 A CLOSER LOOK AT CANADA

April 2022 Ipsos Global Advisor

The public ask: "What is the plan?"



Despite not being the top worry for the Canadian public, concerns about climate change remain. Canadians are **concerned about the impacts of climate change at home and abroad**. Yet, there is a **lack of faith** that we have the **necessary plans in place** and will **make significant progress** in tackling climate change in this next decisive decade. Relatively few said that they had heard of COP26, and of those who were aware, only a minority said they had heard about the commitments that countries had made.

Only **30% agree that the Canadian government has a clear plan in place** for how the government, businesses and people are going to work together to tackle climate change. Canadians are more pessimistic than optimistic about whether their country – or other countries around the world – will make significant progress on mitigating climate change in the next ten years.

Canadians believe in a **shared responsibility** among **government**, **businesses and individuals** to tackle climate change, but they place more emphasis on government and business than on individuals. Some business sectors are seen as having greater responsibility for reducing their contribution to climate change – particularly energy companies, car manufacturers, airlines and public transport providers.

Little progress has been seen in intentions to take individual action and there is still confusion about which actions make the most impact in tackling climate change.



How worried are we?

Amongst the things that Canadians worry about, climate change is somewhere in the middle of the list.

Q. Here is a list of some things that some people worry about these days. To what extent, if at all, have you worried about each one in the last 2-3 weeks?



People behaving in a way that is nuisance / disrespectful to...

Not having enough money

War or terrorism

The COVID-19 pandemic

Inequality or discrimination

Climate change

Education and prospects for children and young people

Crime

Protecting children from pornography on the internet

Growing old

Unemployment

How things are going at wor

Relations with your partner

Drink and drug problems



mily's health	52%
that is tful to…	50%
ioney	47%
orism	45%
demic	43%
nation	36%
nange	34%
cts for eople	33%
Crime	30%
n from ternet	29%
ng old	29%
yment	27%
t work	27%
artner	21%
blems	17%



Climate change is a regular concern for fewer Canadians than citizens of most other countries.

Country data

Q. Here is a list of some things that some people worry about these days. To what extent, if at all, have you worried about each one in the last 2-3 weeks?

Climate Change

Country	A great deal / fair amount	A little	Not at all
Global Country Average	48%	31%	15%
Colombia	71%	19%	8%
Chile	69%	23%	%
Italy	69%	19%	8%
Mexico	68%	27%	o
Argentina	63%	26%	7%
India	63%	24%	8%
South Africa	61%	25%	12%
Turkey	60%	24%	9%
Peru	59%	29%	9%
Spain	54%	29%	15%
Brazil	53%	32%	11%
Malaysia	50%	38%	7%
Poland	49%	27%	15%
Hungary	46%	31%	15%
France	45%	31%	15%
South Korea	45%	37%	14%
Switzerland	45%	29%	18%
Belgium	42%	37%	16%
Ireland	41%	36%	20%
Saudi Arabia	39%	31%	10%
Sweden	39%	36%	20%
United States	38%	28%	29%
Australia	36%	32%	27%
Germany	36%	38%	18%
Canada	34%	32%	27%
Great Britain	34%	34%	26%
Japan	34%	38%	18%
Netherlands	31%	38%	24%
Russia	29%	38%	26%
China	28%	46%	20%



However, six-inten Canadians are concerned about the impacts of climate change in their country and other countries (although lower than the global country average).

I am concerned about the impacts of climate change that are already being seen in my country



I am concerned about the impacts of climate change that are already being seen in other countries around the world





What is the plan?

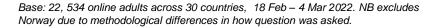
Who should act to combat climate change?

Awareness of government plans to tackle climate change in Canada is low, and lower than in most other countries.

Q. To what extent do you agree or disagree with the following:

[COUNTRY]'s government has a clear plan in place for how government, businesses and people themselves are going to work together to tackle climate change

Country	Agree	Disagree
Global Country Average	39%	28%
China	82%	6
Saudi Arabia	67%	6%
India	65%	12%
Malaysia	46%	27%
Switzerland	44%	22%
Ireland	43%	25%
South Korea	41%	23%
Italy	41%	21%
Brazil	40%	34%
Mexico	40%	28%
Chile	40%	28%
Great Britain	39%	28%
Sweden	38%	30%
Turkey	38%	29%
Australia	37%	36%
Peru	36%	37%
Colombia	36%	38%
Germany	36%	28%
Spain	36%	31%
France	34%	28%
Poland	32%	37%
Russia	31%	 15%
South Africa	31%	41%
Netherlands	30%	32%
Canada	30%	36%
Japan	30%	25%
Hungary	29%	33%
United States	27%	40%
Belgium	26%	35%
Argentina	25%	44%





Canadians are divided, and leaning towards pessimism in predicting the progress Canada or other countries will make against climate change this decade.

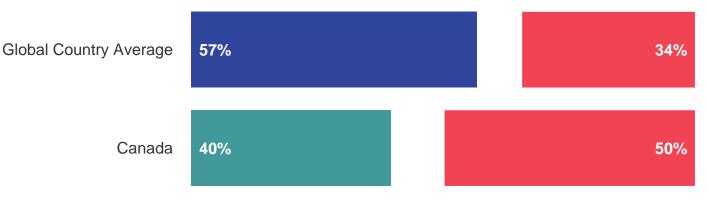
Canadians are more pessimistic in comparison to the global average.

Q. How likely or unlikely do you think it is that each of the following will have made significant progress in reducing climate change in the next 10 years?

Your country will make significant progress in reducing climate change in the next 10 years



Other countries around the world will make significant progress in reducing climate change in the next 10 years



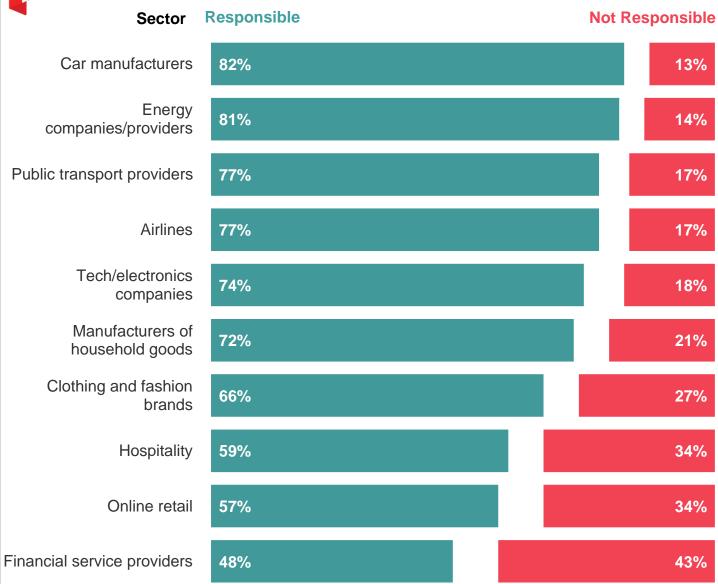


Canadians see highprofile carbon emitting sectors, like energy and automotive, as having a higher responsibility for reducing their contribution to climate change.

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?



Canada: Overall







The public perceive combatting climate change as a shared responsibility

The public believes that governments, businesses and individuals need to play their part, although they place more emphasis on business and government than individuals



Canada: Overal



68% feel that individuals have a responsibility

	Ь	
	EL	
	F1	

76% feel that businesses have a responsibility



76% feel that government has a responsibility

Vs Global Country avg 74%

Vs Global Country avg 76%

Vs Global Country avg 77%



Canadians are still least likely to change behaviours which would have the most impact.

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Canada: Overall Likely	
Avoiding products which have a lot of packaging	52%
Avoiding buying new goods	51%
Saving water at home	46%
Saving energy at home	47%
Recycling materials such as glass, paper and plastic	44%
Walking, cycling or using public transport instead of driving a car or motorbike	34%
Not flying, or replacing some flights with train or bus journeys	33%
Eating less meat, or replacing the meat in some meals with alternatives such as beans	29%
Eating fewer dairy products or replacing dairy products with alternatives such as soya milk	27%
Change your household heating system to a low carbon heating system such as a heat pump	26%
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB su	irveyed

Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

The public perceive many actions as having a far greater impact on reducing emissions than they actually do.

23 Growing or producing your own food 17% 5 Shift to public transport 16% Fuel efficient driving practices (e.g. using the 34 16% correct gear, and driving more slowly) 13% Living car-free Having a vegan diet 6% Having smaller living spaces / or co-housing to 6% 31 fill empty rooms Not having pets 3 25

Likelv

49%

34%

26%

20%

19%

17%

Recycling

efficiency

Less packaging

True rank for

reducing emissions

60

38

46

4

6

9

pso

Global Country Average

Q. Which three of the following actions, if any, do you think would have most impact on reducing greenhouse gas emissions?

Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. *Source: Ivanova et al., 2020. Quantifying the potential for climate change mitigation of consumption options. Available here: https://iopscience.iop.org/article/10.1088/1748-9326/ab8589/pdf

Canada: Overall

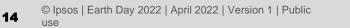
Buying fewer items, or more durable items

Refurbishing and renovating housing for

cleaner fuel or renewable energy

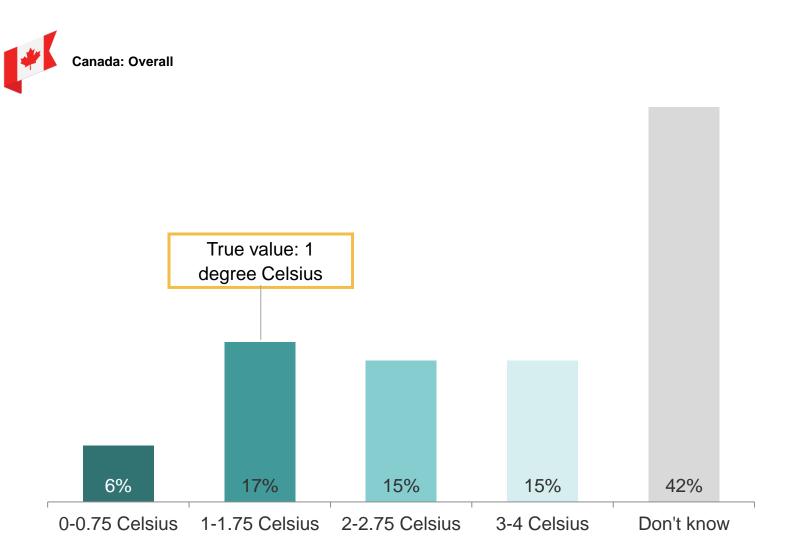
Switching to purchasing renewable electricity

More energy efficient cooking equipment, using



Canadians are more likely to overestimate than underestimate how much the earth has warmed although many simply don't know.

Q. How much do you think the climate of the Earth has warmed since 1850, if at all?



Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.*Source: IPCC, Special Report: Global Warming of 1.5 degrees Celsius – Chapter 1. Available here: https://www.ipcc.ch/sr15/chapter/chapter-1/



What was the impact of COP26?

FEEL

Only a minority of Canadians are aware of COP26

Q. Before this interview, had you heard or not heard of COP26, the UN Climate Change Conference that took place in the UK between 31 October to 13 November 2021?

	•	() ((*)	Ð	4	9							۲	0		2528.A		4	۲		()					•	•	
	TOT <mark>ARG</mark>																												
I had heard of COP26	27% 23%	42%44	4% 35%	26%	27%	42% 2	26%	29% 20	0% 5	56% 6	58% 2	0% 1	1%2	26%	34%	17%	22%	11%	17%	20%	19%	29%	219	% 159	% 8%	6 27	% 35%	6 13%	16%
I might have heard of COP26 but I am not sure	24% 24%	19% 17	7% 26%	17%	23%	26% 3	34%	32% 20	6% 2	22% 1	.2% 1	9% 2	24% 2	29%	25%	28%	31%	27%	28%	27%	19%	22%	29%	% 29%	% 21 <u>9</u>	% 25	% 23%	6 24%	21%
I have not heard of COP26	37% 46%	31% 3:	1% 32%	45%3	37%	25%2	.4%	34% 40	6% 1	10% 1	.5% 4	8%6	52% 2	27%	29%	36%	29%	43%	37%	48%	53%	38%	43%	% 44%	% 639	% 42	% 32%	6 38%	53%
Don't know	11% 7%	8% 9	% 8%	13%	.4%	7% 1	.6%	6% 9	9% 1	12%	5% 1	3% 4	4% 1	17%	12%	20%	18%	20%	18%	5%	8%	11%	7%	5 129	% 9%	6%	6 9%	26%	9%
					J																								



Only four-in-ten Canadians who were aware of COP26 had also heard about Canada's commitments.

And only onethird are optimistic about the impact of the commitments. And how much, if at all, would you say you had heard about the commitments countries made to tackle climate change at COP26?



Do you think the commitments made by countries to tackle climate change at COP26 will have a positive or negative impact on climate change around the world, or will it make no difference?





18

These are the findings of the *Global Advisor* wave 167 (GA 167) an Ipsos survey conducted between February 18 and March 4, 2022.

The survey instrument is conducted monthly in 31 countries around the world via the Ipsos Online Panel system.

The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, mainland China, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Ireland, Italy, Japan, Malaysia, Mexico, the Netherlands, Norway, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 23, 577 adults aged 18-74 in the US, Canada, Hong Kong, Malaysia, South Africa, and Turkey, aged 16-99 in Norway and age 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, Colombia, Hungary, India, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland and Turkey, where each have a sample of approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

18 of the 31 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Norway Poland, South Korea, Spain, Sweden, Switzerland and United States). The samples in Brazil, Chile, mainland China, Colombia, India, Ireland Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban & educated, and/or more affluent than the general population. They are not nationally representative of their country. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.



Contact

Mike Colledge President, Ipsos Public Affairs

Mike.Colledge@lpsos.com @MikeDColledge



Chris Martyn Chief Research Officer, Ipsos Public Affairs

Chris.Martyn@lpsos.com



Sanyam Sethi Vice President Ipsos Public Affairs

Sanyam.Sethi@lpsos.com





ABOUT IPSOS

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

Our research professionals, analysts and scientists have built unique multispecialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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 of 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, countries 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.

"Game Changers" – our tagline – summarises our ambition to help our clients to navigate more easily our deeply changing world.

