An aerial photograph of a calm lake surrounded by a dense green forest. A small boat is visible in the middle of the lake. The sky is a pale, hazy blue. In the top right corner, there is a green triangular graphic element.

Climate Ambition Tracking: After trailing the environment, jobs and the economy now statistically tied with the environment for the first time.

The research gauged the opinions among Canadians on climate change, energy costs, and the balance between environmental protection and economic growth. It explores views on the timing of climate action, concerns about energy prices, confidence in various players to reduce emissions, and preferences for federal or provincial leadership in climate policy.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 4<sup>th</sup> and November 6<sup>th</sup>, 2024, as part of an omnibus survey.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by the University of Ottawa's Positive Energy program and was conducted by Nanos Research.

# KEY FINDINGS

1

## **WANTING TO PROTECT THE ENVIRONMENT RATHER THAN FOCUS ON GROWTH AND JOBS REACHES AN ALL-TIME LOW; PRIORITIZING ECONOMIC GROWTH AND JOBS AT AN ALL-TIME HIGH**

Canadians are split for the first time since tracking began on whether protecting the environment at the expense of the economy (46%, an all-time low) or growth and creating jobs at the expense of the environment (44%, an all-time high) should be the top priority. Right-leaning Canadians are much more likely to say economic growth and creating jobs should be the priority (72%) than those who say they are left-leaning (18%).

2

## **THE PROPORTION OF CANADIANS WHO SAY IT IS THE BEST TIME TO BE AMBITIOUS IN ADDRESSING CLIMATE CHANGE REACHES AN ALL-TIME LOW**

Although Canadians are still more likely to say it is the best time for Canada to be ambitious in addressing climate change (44%) rather than the worst time (30%), this represents an all-time low and a continual decline since May 2023 (57%). Those who say it is the best time often say it is because we need to act now and climate change can't wait (82%), while those who say it is the worst time most often mention that Canada's impact on climate change is minimal (19%) and that there are other priorities/that Canada should focus on health/basic needs (17%).

3

## **CONCERN ABOUT ENERGY PRICES LOWERS AFTER BEING STEADY SINCE NOVEMBER 2022**

Although Canadians are over two times more likely to be concerned (53%) than not concerned (22%) about the energy prices they will pay over the next six months, the proportion of Canadians who are concerned has decreased since the last wave in April 2024 (66%). Those who are concerned most often say it is because they depend on energy costs/they have to be paid for/energy prices affect our lives/living costs (19%). Those who are not concerned most frequently say it is because they can afford it/not expensive (34%).

4

## **CONFIDENCE CANADIANS HAVE IN CORPORATIONS, CITIZENS AND GOVERNMENTS TO TAKE ACTION TO REDUCE GREENHOUSE GAS EMISSIONS ON THE DECLINE SINCE 2021**

Canadians are more likely to have low confidence rather than high confidence in all players to take action to reduce greenhouse gas emissions. Since the August 2021 wave, Canadians are less likely to have confidence in governments creating policies to help reduce greenhouse gas emissions (24%; 35% in 2021). They are also less likely to have confidence in corporations to change their behavior to reduce emissions (14%; 21% in 2021) and in citizens to change their behavior (22%; 35% in 2021).

5

## **CANADIANS ARE TWO TIMES MORE LIKELY TO SAY THE FEDERAL GOVERNMENT SHOULD LEAD ON CLIMATE POLICY RATHER THAN PROVINCIAL GOVERNMENTS**

Close to two in three Canadians prefer that the federal government lead on climate policy for Canada even if it leads to disagreements with the provinces (62%), while close to one in three say provinces should lead decision-making for climate policy even if it leads to an uncoordinated approach across the country (31%).

6

## **CANADIANS MOST LIKELY TO SAY NOTHING CONTRIBUTES TO THEIR CONFIDENCE THAT CANADA CAN REDUCE EMISSIONS; MOST LIKELY TO SAY A POTENTIAL CONSERVATIVE GOVERNMENT AND BIG BUSINESS ARE DETRACTORS**

When asked what most contributes to their confidence that Canada can reduce emissions, Canadians most frequently say nothing/no confidence (22%), people taking action/holding the government accountable (12%) and the government has the will/determination/commitments (10%). Asked what most undermines their confidence, Canadians say it will never happen with a Conservative government/if Conservatives are elected/a change in government (9%) and because of big business/oil industry interests/lobbying (8%).



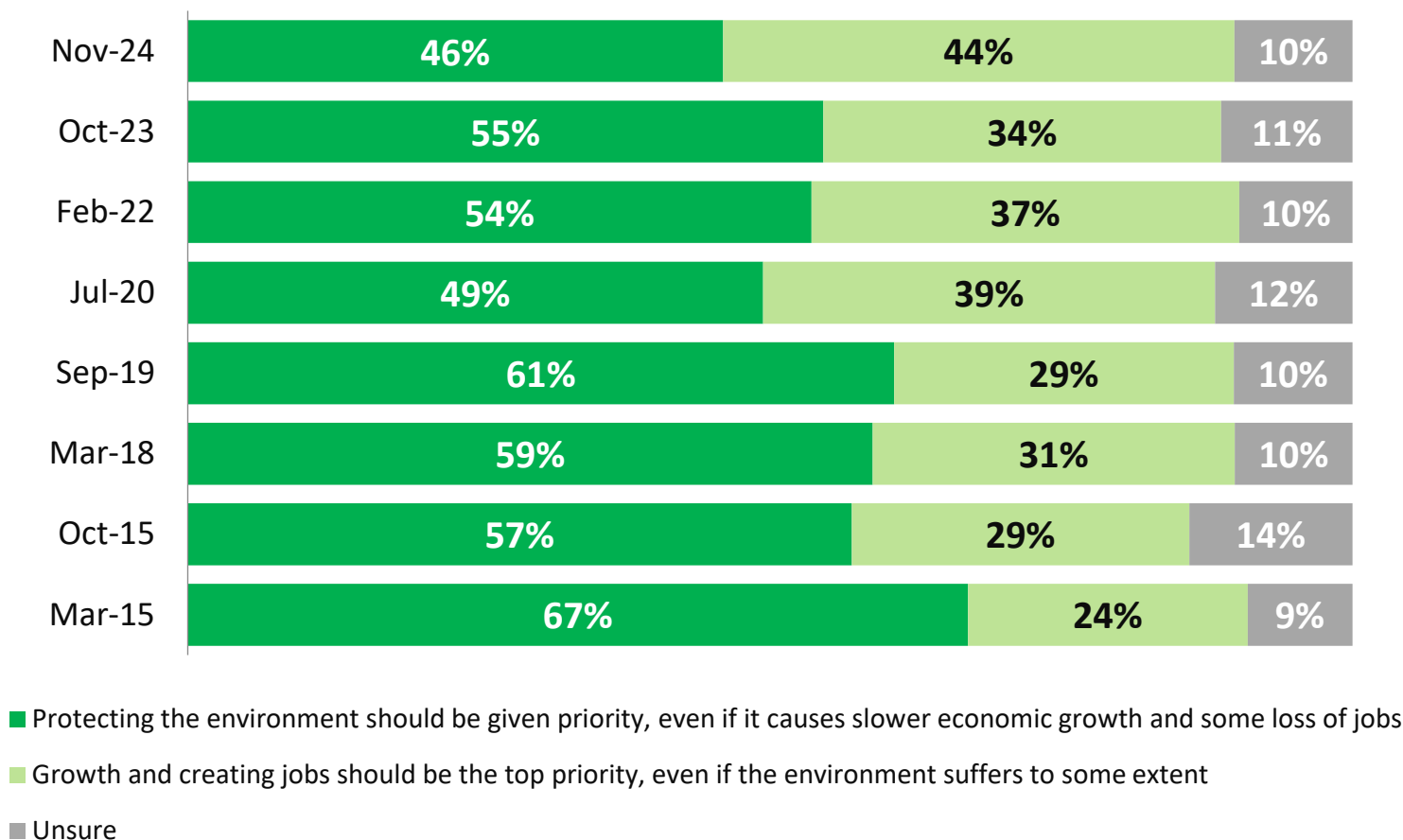


**Environment** or economy

The proportion of Canadians who say the environment should be given priority, even if it causes slower growth and some job loss, has fallen by nine percentage points since the previous wave and reaches an all-time low, while the proportion who prefer prioritizing the economy and jobs at the expense of the environment has reached an all-time high, increasing by 10 percentage points since the previous wave.

Q – Which of the following two statements do you agree with most [ROTATE] Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs OR growth and creating jobs should be the top priority, even if the environment suffers to some extent?

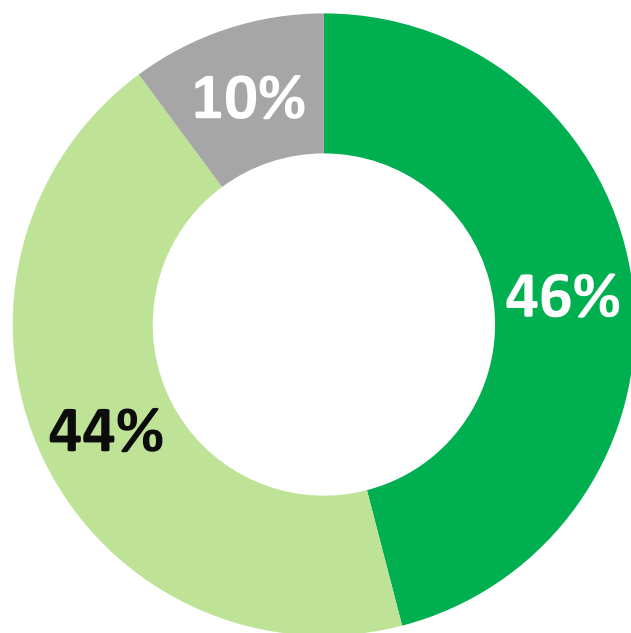
## Prioritizing the environment or economic growth



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.



- Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs
- Growth and creating jobs should be the top priority, even if the environment suffers to some extent
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Which of the following two statements do you agree with most [ROTATE] Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs OR growth and creating jobs should be the top priority, even if the environment suffers to some extent?

## Prioritizing the environment or economic growth – by demographics

### Protecting the environment

Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
<b>43.7%</b>	<b>57.6%</b>	<b>44.9%</b>	<b>32.7%</b>	<b>47.2%</b>
Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
<b>43.2%</b>	<b>48.6%</b>	<b>47.2%</b>	<b>40.2%</b>	<b>49.6%</b>
Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Left-leaning (n=229)	Right-leaning (n=244)
<b>55.6%</b>	<b>13.3%</b>	<b>82.7%</b>	<b>73.4%</b>	<b>18.0%</b>

### Growth and creating jobs

Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
<b>42.8%</b>	<b>27.9%</b>	<b>45.8%</b>	<b>60.0%</b>	<b>45.4%</b>
Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
<b>48.1%</b>	<b>39.9%</b>	<b>41.8%</b>	<b>51.9%</b>	<b>39.0%</b>
Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Left-leaning (n=229)	Right-leaning (n=244)
<b>30.5%</b>	<b>78.8%</b>	<b>13.1%</b>	<b>18.0%</b>	<b>72.0%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

The background of the slide is a photograph of industrial smokestacks. Four prominent stacks are visible, each emitting a thick, dark plume of smoke that rises and spreads across the upper half of the frame. The sky is a dark, uniform grey. In the bottom right corner, there is a bright green geometric shape consisting of a triangle and a rectangle. The text "Climate ambition" is overlaid on the left side of the image.

**Climate** ambition



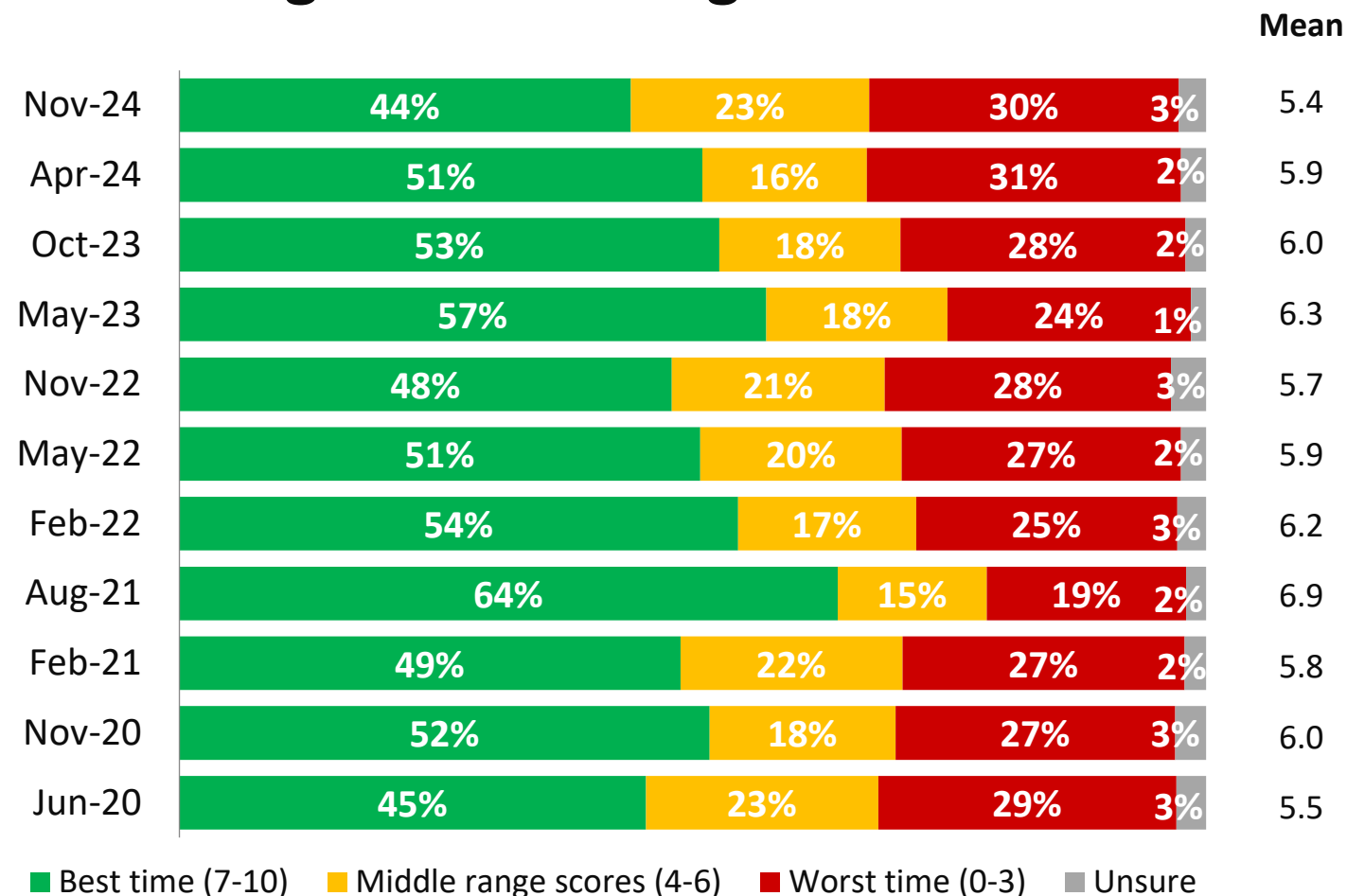
There has been a downward trend in the proportion of Canadians who say it is the best time to be ambitious in addressing climate change (44%) since May 2023 (57%).

Residents of Quebec are more likely to say it is the best time to be ambitious (59%) than residents of the Prairies (28%).

Canadians who self-report leaning left politically are more likely to want Canada to be ambitious about climate change (mean of 7.7) than those who self-report leaning right (mean of 2.9).

Q – As you know many Canadians are concerned about both [ROTATE] climate change and the economy. On a scale of 0 to 10 where 0 means this is absolutely the worst time and 10 is absolutely the best time, how good a time is it for Canada to be ambitious in addressing climate change even if there are costs to the economy?

## Timeliness for Canada to be ambitious in addressing climate change

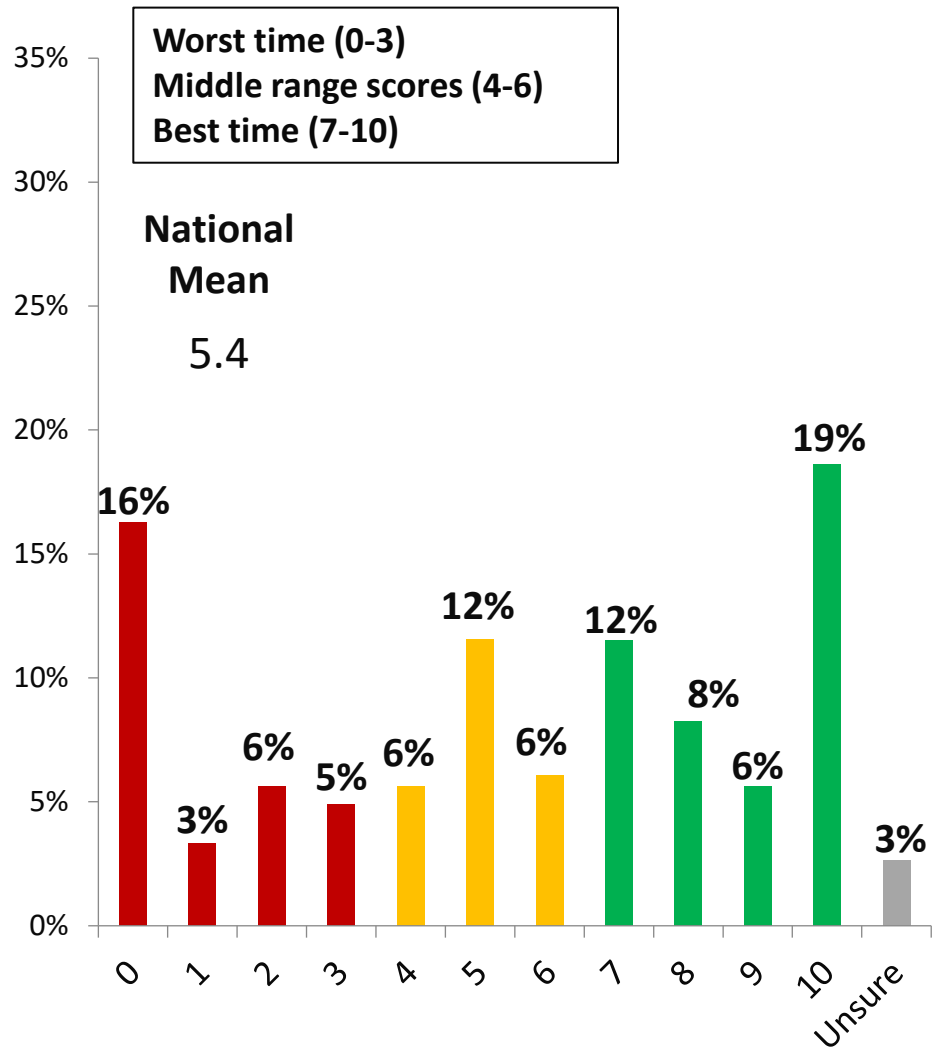


\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.





\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Q – As you know many Canadians are concerned about both [ROTATE] climate change and the economy. On a scale of 0 to 10 where 0 means this is absolutely the worst time and 10 is absolutely the best time, how good a time is it for Canada to be ambitious in addressing climate change even if there are costs to the economy?

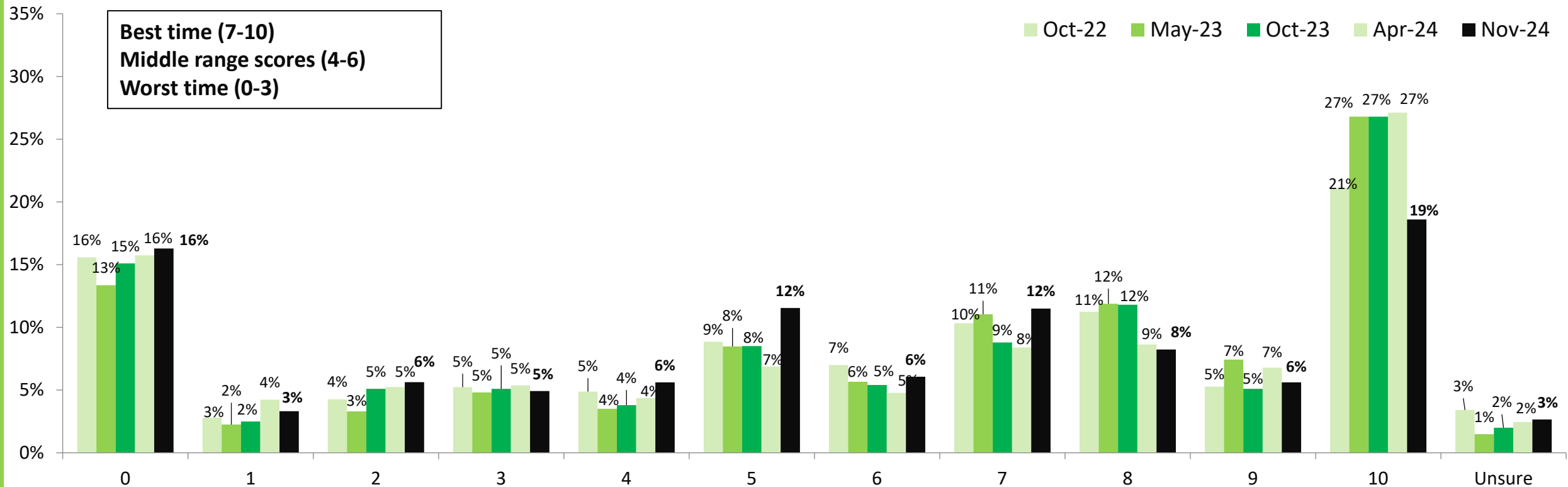
# Timeliness for Canada to be ambitious in addressing climate change – by demographics

Mean	Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
	5.8	6.5	5.4	4.1	5.4
	Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
	5.3	5.6	5.5	4.9	5.8
	Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Left-leaning (n=229)	Right-leaning (n=244)
	6.6	2.5	7.8	7.7	2.9

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Distribution of responses on timeliness for Canada to be ambitious in addressing climate change

Q – As you know many Canadians are concerned about both [ROTATE] climate change and the economy. On a scale of 0 to 10 where 0 means this is absolutely the worst time and 10 is absolutely the best time, how good a time is it for Canada to be ambitious in addressing climate change even if there are costs to the economy?



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

# Reason for considering timeliness of Canada to be ambitious in addressing climate change

Q – Why do you have that opinion? [OPEN]

		Total				Best Time (7-10)				Middle range scores (4-6)				Worst Time (0-3)			
TOP RESPONSES		2024-11 (n=792)	2024-04 (n=876)	2023-10 (n=848)	2023-05 (n=827)	2024-11 (n=361)	2024-04 (n=448)	2023-10 (n=438)	2023-05 (n=480)	2024-11 (n=160)	2024-04 (n=123)	2023-10 (n=140)	2023-05 (n=135)	2024-11 (n=257)	2024-04 (n=290)	2023-10 (n=265)	2023-05 (n=203)
	We need to act now, climate change can't wait	41.9%	47.2%	49.6%	48.6%	82.4%	85.6%	87.3%	77.9%	13.7%	11.7%	17.9%	9.9%	0.5%	2.5%	1.8%	4.0%
	There are other priorities/focus should be on health/basic needs (food, heat for winter, etc.)	10.5%	9.1%	9.2%	7.9%	1.5%	2.5%	0.7%	2.2%	21.3%	14.8%	14.1%	17.9%	17.3%	17.8%	21.6%	15.0%
	Canada's impact on climate change is minimal	6.8%	6.0%	3.8%	3.7%	-	0.9%	0.1%	0.1%	5.3%	8.1%	7.2%	3.9%	18.5%	12.9%	8.3%	12.8%
	Both the economy and the environment need to be taken into consideration	5.6%	3.5%	3.7%	4.3%	3.5%	3.8%	1.8%	4.2%	16.7%	7.8%	10.6%	9.9%	1.8%	1.3%	3.3%	0.9%
	The government has not been effective in addressing climate changes/lack of trust and blame towards the government	5.0%	3.9%	5.5%	7.3%	1.9%	0.7%	1.3%	3.7%	2.2%	4.7%	7.5%	10.9%	11.5%	8.6%	11.3%	13.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=792, accurate 3.4 percentage points plus or minus, 19 times out of 20.

# Reason for considering timeliness of Canada to be ambitious in addressing climate change - Continued

Q – Why do you have that opinion? [OPEN]

TOP RESPONSES		Total				Best Time (7-10)				Middle range scores (4-6)				Worst Time (0-3)			
		2024-11 (n=792)	2024-04 (n=876)	2023-10 (n=848)	2023-05 (n=827)	2024-11 (n=361)	2024-04 (n=448)	2023-10 (n=438)	2023-05 (n=480)	2024-11 (n=160)	2024-04 (n=123)	2023-10 (n=140)	2023-05 (n=135)	2024-11 (n=257)	2024-04 (n=290)	2023-10 (n=265)	2023-05 (n=203)
	I do not believe climate change is real or caused by humans/not a serious issue	3.5%	5.7%	4.6%	6.4%	0.2%	0.5%	-	1.7%	1.4%	3.3%	0.6%	7.8%	10.1%	15.4%	14.7%	17.3%
	Current financial situation/inflation/upcoming recession	3.4%	10.6%	9.3%	8.3%	0.6%	0.9%	0.5%	1.3%	6.7%	23.5%	16.2%	21.1%	5.7%	20.6%	20.9%	17.5%
	Carbon tax is ineffective/if we can find an effective way to deal with it/we've been very ineffective	3.2%	2.0%	-	-	0.3%	0.7%	-	-	4.5%	-	-	-	6.9%	5.2%	-	-
	Addressing climate change would cost too much money/raise taxes	3.0%	3.8%	5.2%	3.9%	0.7%	0.5%	0.3%	0.4%	4.4%	5.1%	8.5%	4.2%	5.6%	8.7%	11.9%	12.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=792, accurate 3.4 percentage points plus or minus, 19 times out of 20.



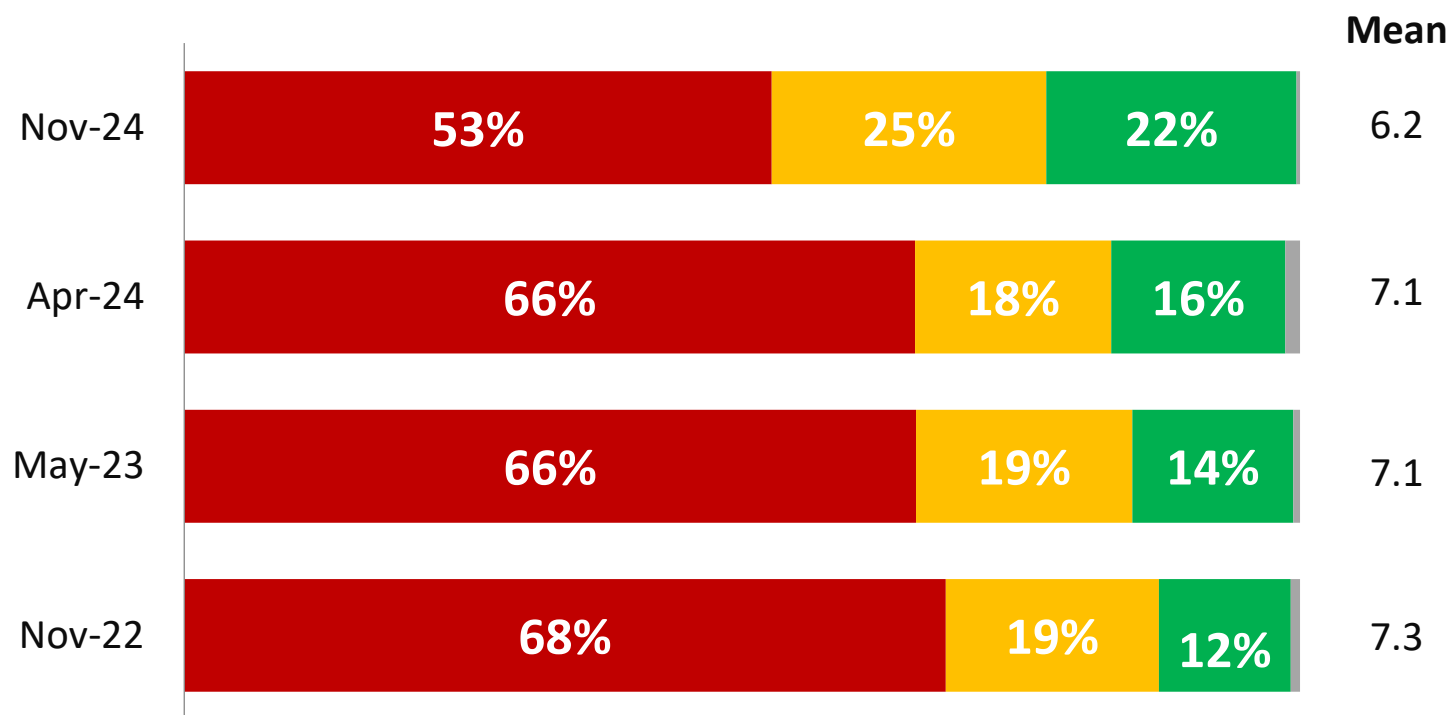
# Energy Affordability



Concern over energy prices in the next six months (53%) has decreased since the most recent wave in April 2024 (66%) and earlier waves in 2023 and 2022.

Atlantic Canadians and Canadians from the Prairies are more likely to be concerned (67% and 62%, respectively) than those living in Quebec and British Columbia (46% each).

## Level of concern for energy prices over next six months



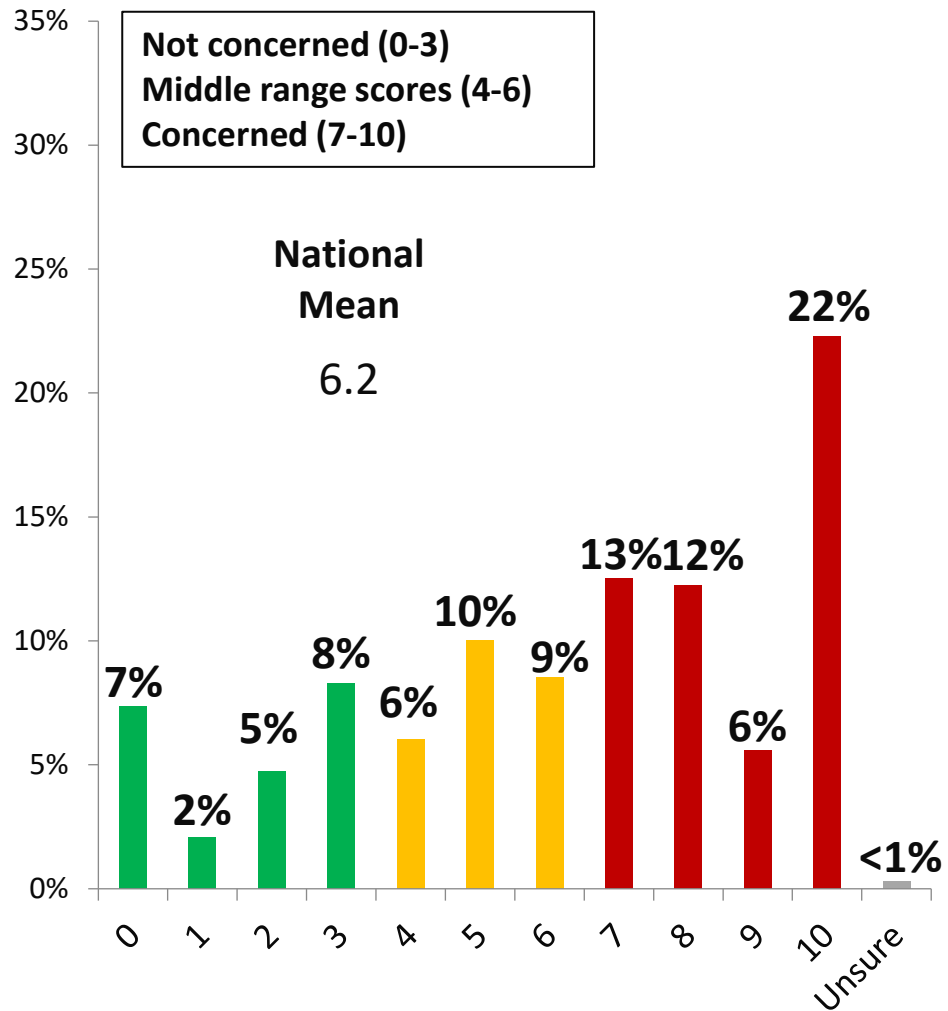
■ Concerned (7-10) ■ Middle range scores (4-6) ■ Not concerned (0-3) ■ Unsure

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Q – On a scale of 0 to 10 where 0 is not at all concerned and 10 is very concerned, how would you rate your concern for energy prices you will pay for things like heating and transportation over the next six months?



\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Q – On a scale of 0 to 10 where 0 is not at all concerned and 10 is very concerned, how would you rate your concern for energy prices you will pay for things like heating and transportation over the next six months?

## Level of concern for energy prices over next six months – By demographics

Mean	Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
	7.3	5.5	6.2	6.8	6.1
	Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
Mean	5.9	6.6	6.3	6.6	5.9
	Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Left-leaning (n=229)	Right-leaning (n=244)
	5.6	7.7	5.4	4.9	7.7

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Reason for level of concern for energy prices over next six months

Q – Why do you have that opinion [OPEN]

	Total		Concerned (7-10)		Middle range scores (4-6)		Not concerned (0-3)	
	2024-11 (n=739)	2024-04 (n=837)	2024-11 (n=395)	2024-04 (n=548)	2024-11 (n=171)	2024-04 (n=143)	2024-11 (n=173)	2024-04 (n=139)
<b>TOP RESPONSES</b>								
I can afford it/not expensive/not concerned	14.1%	12.7%	2.8%	1.6%	18.9%	30.2%	33.9%	37.3%
I depend on it/has to be paid for/energy prices affect our lives/living costs	12.3%	4.7%	19.1%	5.7%	7.6%	4.5%	2.4%	1.2%
I have been/should limit use of energy/fossil fuels*	9.6%	8.8%	1.4%	2.4%	16.7%	19.3%	20.6%	23.5%
High cost/prices are increasing	7.2%	23.6%	11.2%	32.3%	5.9%	13.0%	-	2.1%
Carbon tax/high taxes	6.1%	8.6%	11.0%	12.8%	1.6%	-	-	1.7%
Prices have stabilized/not increasing/not changing	5.6%	-	1.0%	-	9.5%	-	11.8%	-
I cannot afford it/my pay does not increase	5.6%	5.4%	9.6%	8.3%	2.7%	0.3%	-	-
Prices should be high to discourage consumption/we must pay to save the environment	4.6%	8.5%	1.2%	6.2%	5.5%	10.4%	11.1%	15.8%
Inflation/everything is expensive/cost of living	5.4%	7.5%	8.2%	10.8%	3.4%	2.0%	1.0%	0.9%
I am retired/I'm on a fixed income	3.7%	4.0%	6.0%	5.6%	1.2%	0.5%	1.0%	1.5%
We need to replace the prime minister/the government is responsible for these high prices	3.4%	4.0%	4.8%	5.9%	2.4%	0.7%	1.4%	-
It benefits the companies/price gouging	3.0%	3.2%	4.2%	3.6%	2.1%	3.4%	1.5%	1.8%

\*In April 2024: "I limit my use of energy/fossil fuels"

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=739, accurate 3.6 percentage points plus or minus, 19 times out of 20.





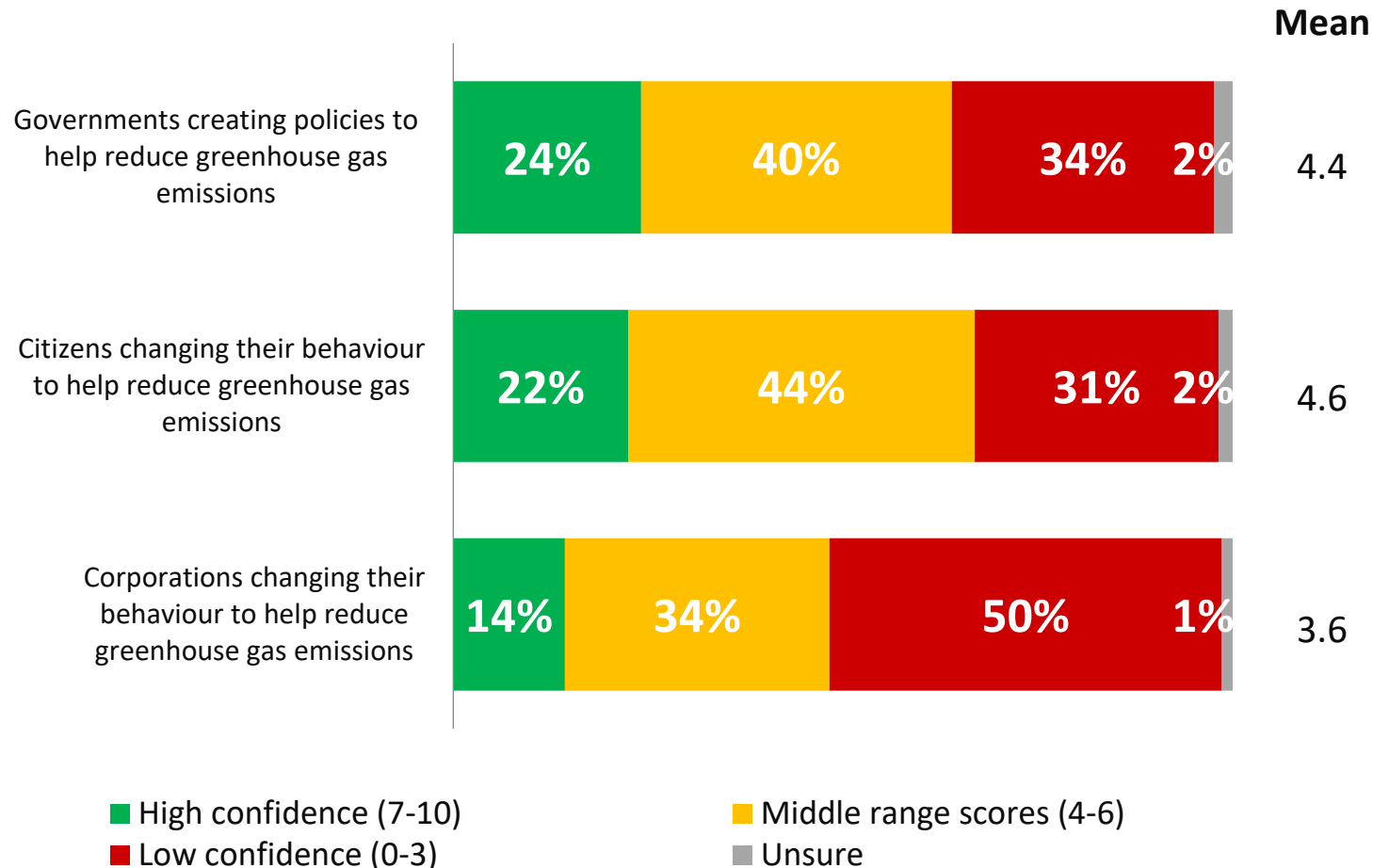
# Confidence and decision-making for emissions reductions

Canadians are over three times more likely to have low confidence (50%) in corporations changing their behaviour rather than high confidence (14%).

Canadians are more likely to have low confidence than high confidence in the government creating policies to help reduce greenhouse gas emissions (mean of 4.4) and in citizens changing their behaviour to help reduce emissions (mean of 4.6).

Q – Reducing greenhouse gas emissions involves a number of players to take action. How much confidence do you have in the following players to take action to reduce Canada's greenhouse gas emissions where 0 is no confidence at all and 10 is absolute confidence? [RANDOMIZE]

## Confidence in players to take action to reduce greenhouse gas emissions



\*Weighted to the true population proportion.

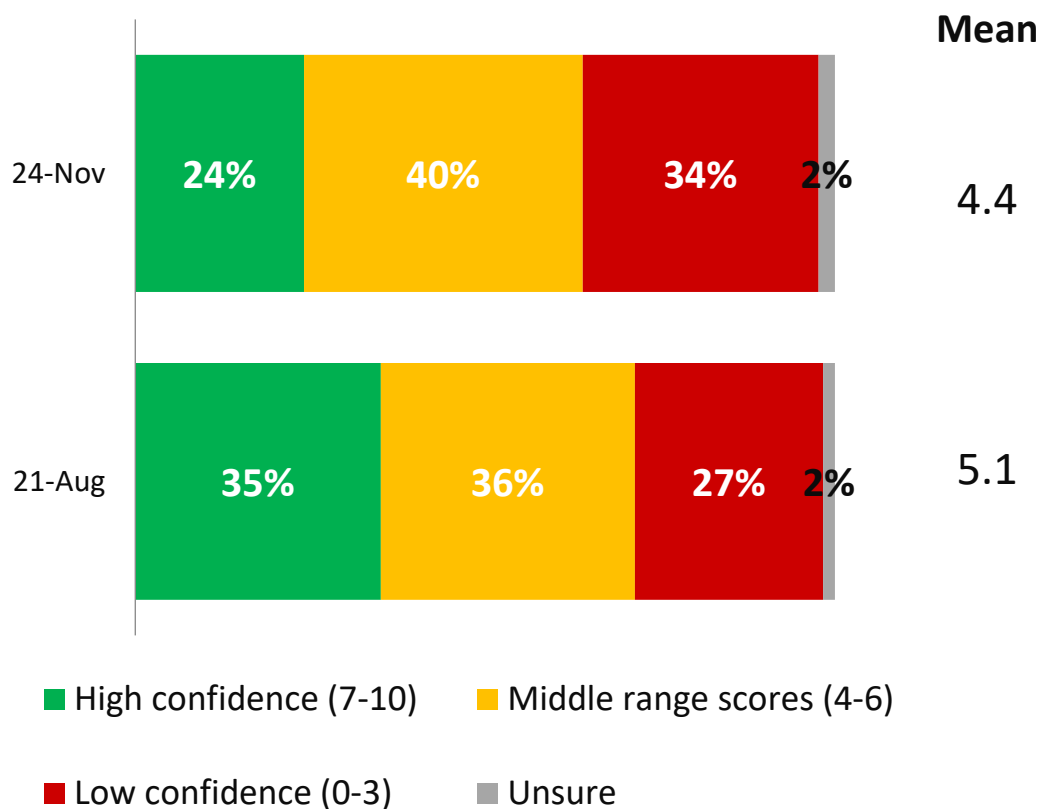
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Confidence in governments to take action to reduce greenhouse gas emissions

Q – Reducing greenhouse gas emissions involves a number of players to take action. How much confidence do you have in the following players to take action to reduce Canada's greenhouse gas emissions where 0 is no confidence at all and 10 is absolute confidence? [RANDOMIZE]

## Governments creating policies to help reduce greenhouse gas emissions



	Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
<b>Mean</b>	<b>4.6</b>	<b>4.9</b>	<b>4.5</b>	<b>3.7</b>	<b>4.3</b>
	Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
<b>Mean</b>	<b>4.3</b>	<b>4.5</b>	<b>4.5</b>	<b>4.3</b>	<b>4.5</b>
	Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Left-leaning (n=229)	Right-leaning (n=244)
<b>Mean</b>	<b>5.6</b>	<b>2.7</b>	<b>5.1</b>	<b>5.3</b>	<b>3.2</b>

\*Weighted to the true population proportion.

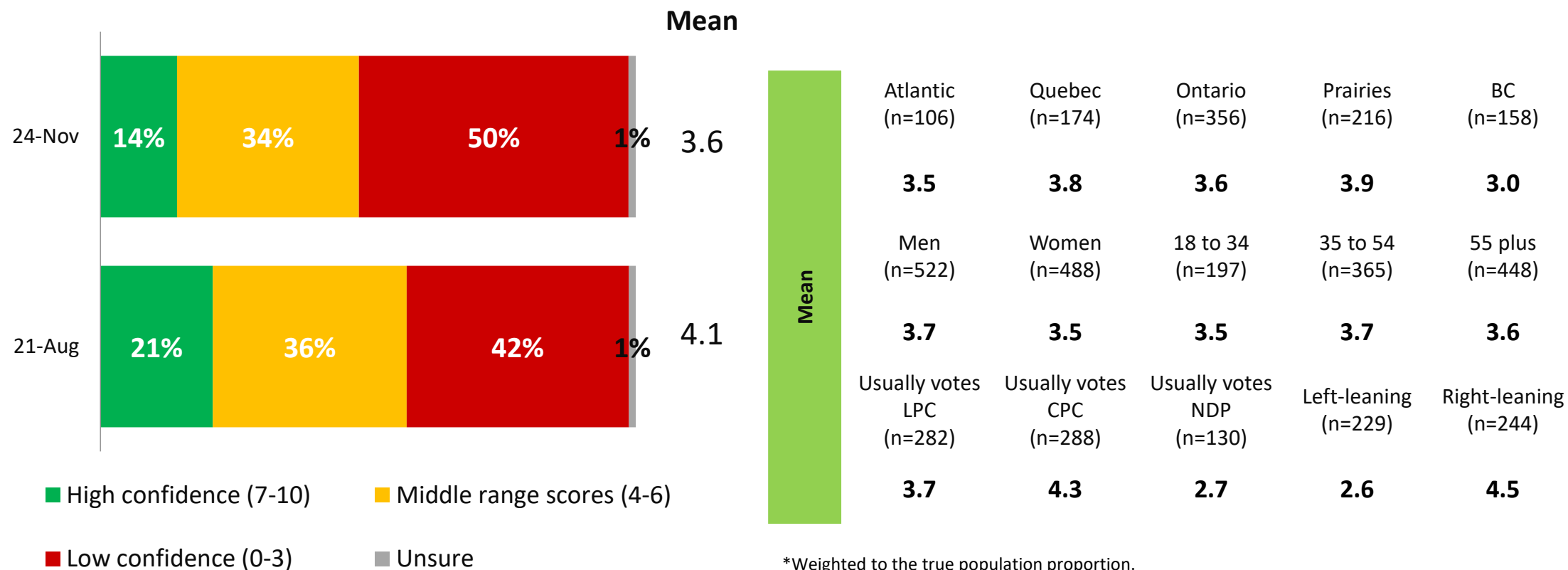
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Confidence in corporations to take action to reduce greenhouse gas emissions

Q – Reducing greenhouse gas emissions involves a number of players to take action. How much confidence do you have in the following players to take action to reduce Canada's greenhouse gas emissions where 0 is no confidence at all and 10 is absolute confidence? [RANDOMIZE]

## Corporations changing their behaviour to help reduce greenhouse gas emissions



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

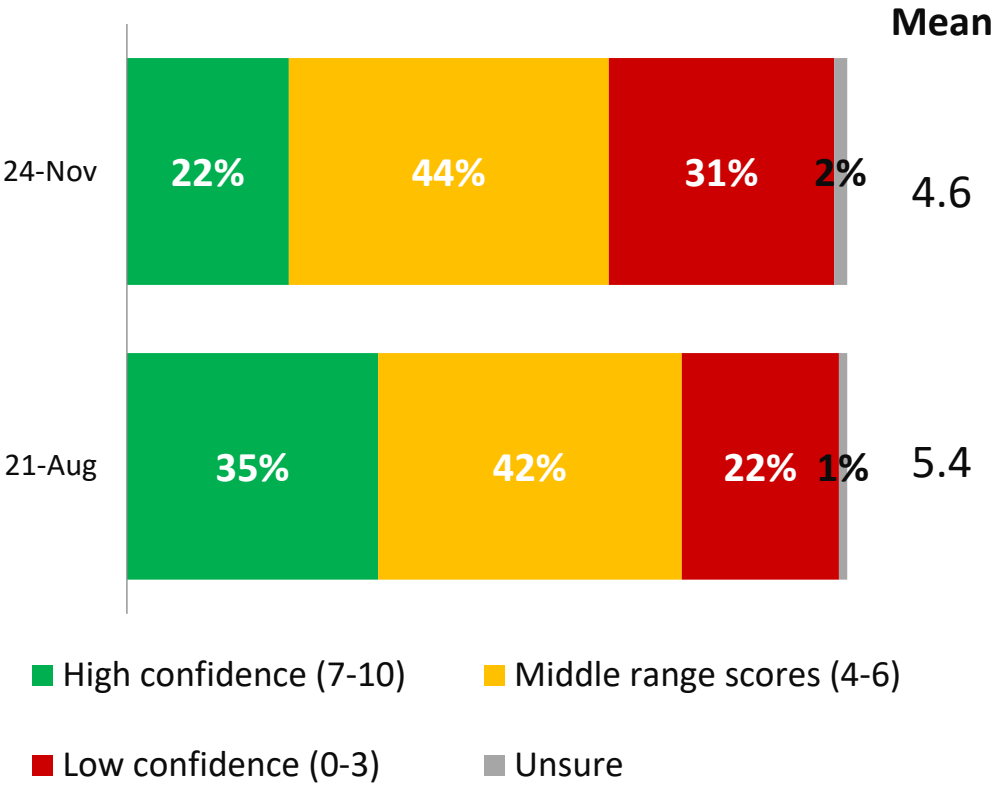
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Confidence in citizens to take action to reduce greenhouse gas emissions

Q – Reducing greenhouse gas emissions involves a number of players to take action. How much confidence do you have in the following players to take action to reduce Canada’s greenhouse gas emissions where 0 is no confidence at all and 10 is absolute confidence? [RANDOMIZE]

## Citizens changing their behavior to help reduce greenhouse gas emissions



Mean	Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
	4.8	5.1	4.4	4.3	4.7
	Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
	4.5	4.7	4.7	4.5	4.7
	Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Left-leaning (n=229)	Right-leaning (n=244)
	4.9	4.0	4.7	4.5	4.5

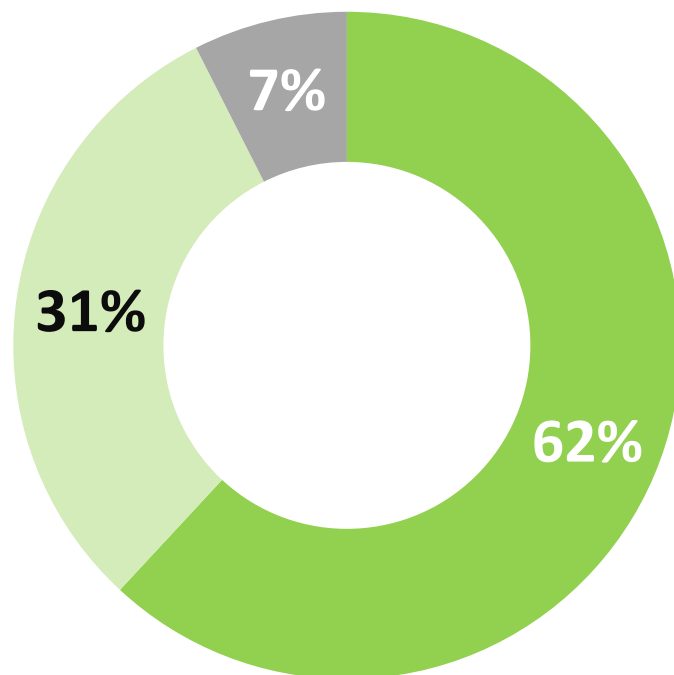
\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

## Preferred approach to climate policy leadership

Over **3 in 5** Canadians

think that the federal government should lead on climate policy for Canada even if it leads to disagreements with the provinces (62%), while one in three think that provincial governments should lead on their own climate policy even if it leads to an uncoordinated approach across the country (31%).



- Federal government should lead on climate policy for Canada
- Provincial governments should lead on their own climate policy
- Unsure

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Q – Which of the following statements best reflects your views on **who should lead decision-making for climate policy** [ROTATE] The federal government should lead on climate policy for Canada even if it leads to disagreements with the provinces OR the provincial governments should lead on their own climate policy even if it leads to an uncoordinated approach across the country.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4th to November 6th, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Preferred approach to climate policy leadership – by demographics

Q – Which of the following statements best reflects your views on who should lead decision-making for climate policy [ROTATE] The federal government should lead on climate policy for Canada even if it leads to disagreements with the provinces OR the provincial governments should lead on their own climate policy even if it leads to an uncoordinated approach across the country.

Federal government should lead on climate policy for Canada							
Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
<b>59.3%</b>	<b>62.9%</b>	<b>66.4%</b>	<b>47.4%</b>	<b>67.3%</b>	<b>60.0%</b>	<b>61.6%</b>	<b>63.4%</b>
Men (n=522)	Women (n=488)	Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Left-leaning (n=229)	Right-leaning (n=244)	
<b>62.4%</b>	<b>61.5%</b>	<b>82.8%</b>	<b>31.3%</b>	<b>79.8%</b>	<b>85.6%</b>	<b>35.1%</b>	
Provincial governments should lead on their own climate policy							
Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
<b>28.6%</b>	<b>28.1%</b>	<b>29.1%</b>	<b>43.6%</b>	<b>23.9%</b>	<b>31.3%</b>	<b>29.1%</b>	<b>31.4%</b>
Men (n=522)	Women (n=488)	Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Left-leaning (n=229)	Right-leaning (n=244)	
<b>31.7%</b>	<b>29.6%</b>	<b>13.7%</b>	<b>59.2%</b>	<b>14.0%</b>	<b>9.6%</b>	<b>56.4%</b>	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Confidence contributors that Canada can reduce greenhouse gas emissions

Q – As you may know, Canada has targets to reduce greenhouse gas emissions. [ROTATE 10 AND 11]

**What most contributes to your confidence that Canada can reduce greenhouse gas emissions? [OPEN]**

	2024-10 (n=872)	2023-10 (n=931)	2021-07 (n=892)
Nothing/no confidence	22.4%	24.7%	23.1%
People taking action/holding the government accountable	11.9%	11.6%	14.8%
The government has the will/determination/commitments	10.4%	7.0%	6.8%
Government regulations (e.g., carbon tax)	7.1%	3.3%	5.2%
Scientific advancement/knowledge/new technology	5.6%	6.2%	4.5%
Green energy/availability of resources for green energy	5.4%	5.2%	8.3%
Awareness/climate change is becoming more apparent/harder to ignore	5.2%	5.1%	5.9%
The current government/Prime Minister/Ministers	4.1%	1.9%	-
Do not think it is a problem/do not think Canada is a big contributor	3.5%	7.8%	1.7%
Businesses/corporations taking action	2.5%	2.8%	3.9%
Increase in electric vehicles	2.3%	2.2%	4.6%
That it is necessary/it can't wait	2.3%	1.6%	1.9%
Government incentives/programs	1.9%	2.0%	1.3%
A change of government	1.8%	2.4%	-
The youth/future generation are promising	1.7%	3.9%	3.1%
Unsure	3.3%	3.0%	4.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=872, accurate 3.3 percentage points plus or minus, 19 times out of 20.



# Confidence detractors that Canada can reduce greenhouse gas emissions

Q – As you may know, Canada has targets to reduce greenhouse gas emissions. [ROTATE 10 AND 11]

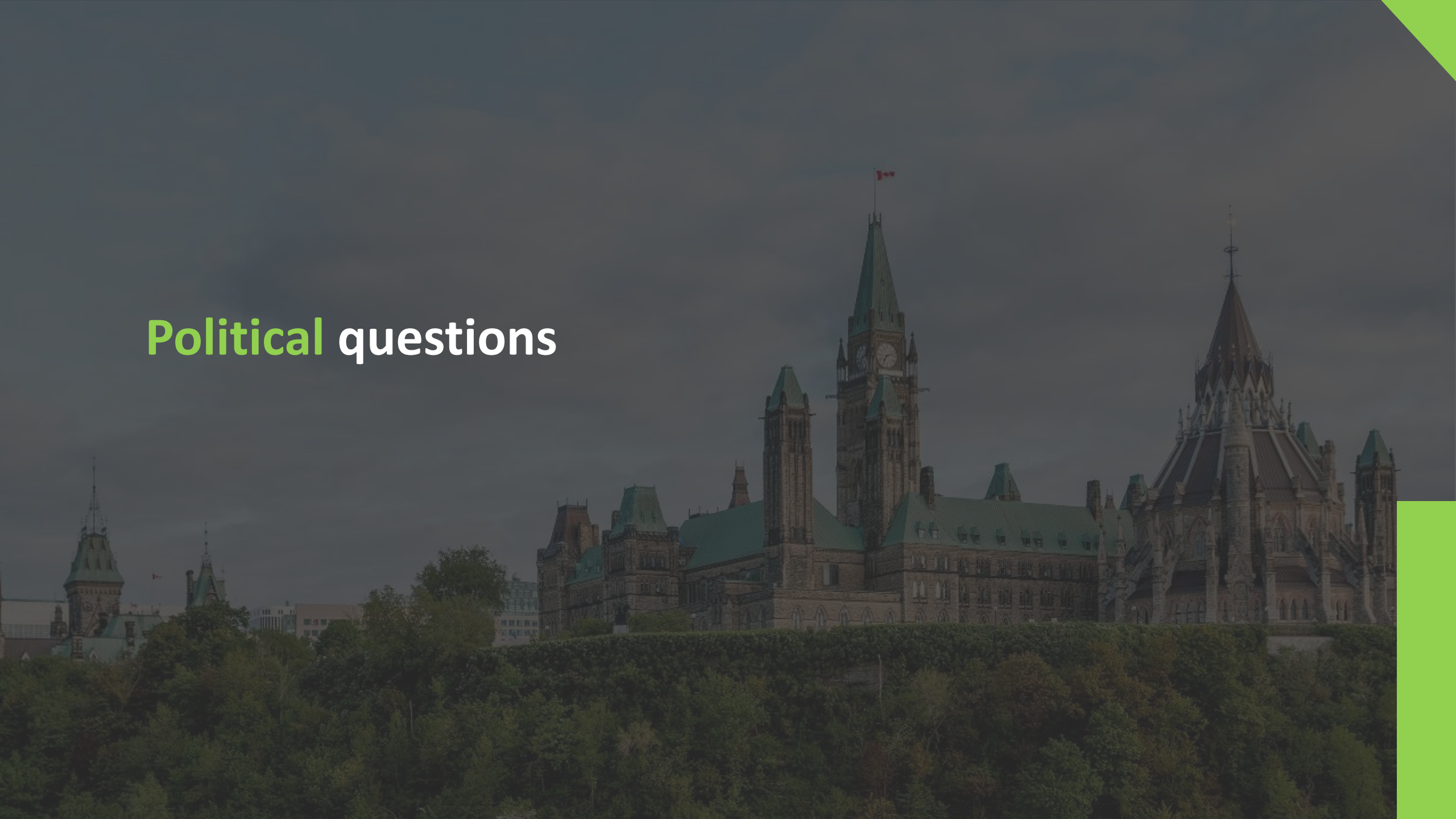
**What most undermines your confidence that Canada can reduce greenhouse gas emissions? [OPEN]**

	2024-10 (n=902)	2023-10 (n=975)	2021-07 (n=915)
Will never happen with Conservative government/if Conservatives are elected/A change in government*	8.6%	2.5%	2.0%
Big business/oil industry interests/lobbying	7.7%	6.9%	13.1%
Provinces/politicians/corporations resisting/undermining efforts	7.1%	4.8%	7.1%
Government inaction/empty promises/lack of enforcement	6.9%	7.8%	12.3%
The collective desire/will to change/united public support is lacking/consumerism	6.3%	6.1%	6.0%
The government/current leadership	6.2%	6.4%	4.1%
Carbon tax/unnecessary taxes	4.4%	3.9%	1.9%
Short-sightedness/lack of clear long-term planning/putting off change	4.4%	3.0%	2.8%
Canada alone cannot fix it/a worldwide issue	4.2%	3.9%	2.8%
Politics/partisan issue/no cooperation between parties	4.1%	5.2%	3.9%
Continual investment in/dependence on oil/pipelines/fossil fuels/tar sands	3.6%	7.2%	5.2%
Negative impact on economy/economy relies on oil and gas	3.5%	1.5%	3.1%
Poor track record meeting targets/commitments/past inaction	3.2%	3.6%	2.6%
Costs/alternative are so expensive	2.9%	3.7%	3.6%
Alberta/the Alberta government	2.7%	3.4%	2.1%

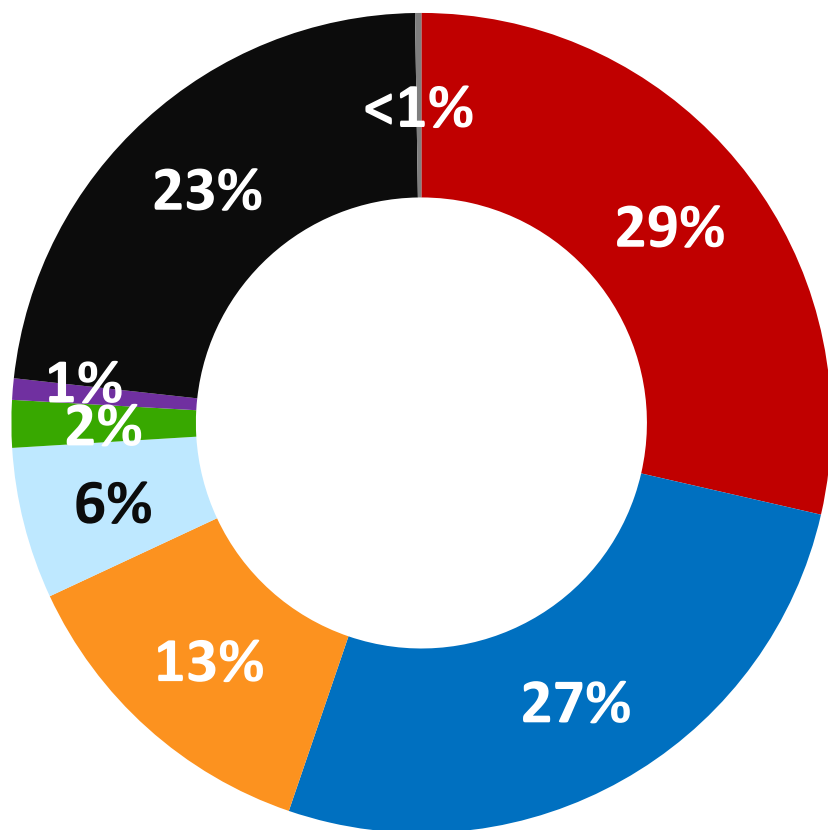
\*In previous wave: "Will never happen with Conservative government/if Conservatives are elected"

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=902, accurate 3.2 percentage points plus or minus, 19 times out of 20.

# Political questions



# Federal party usually supported



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

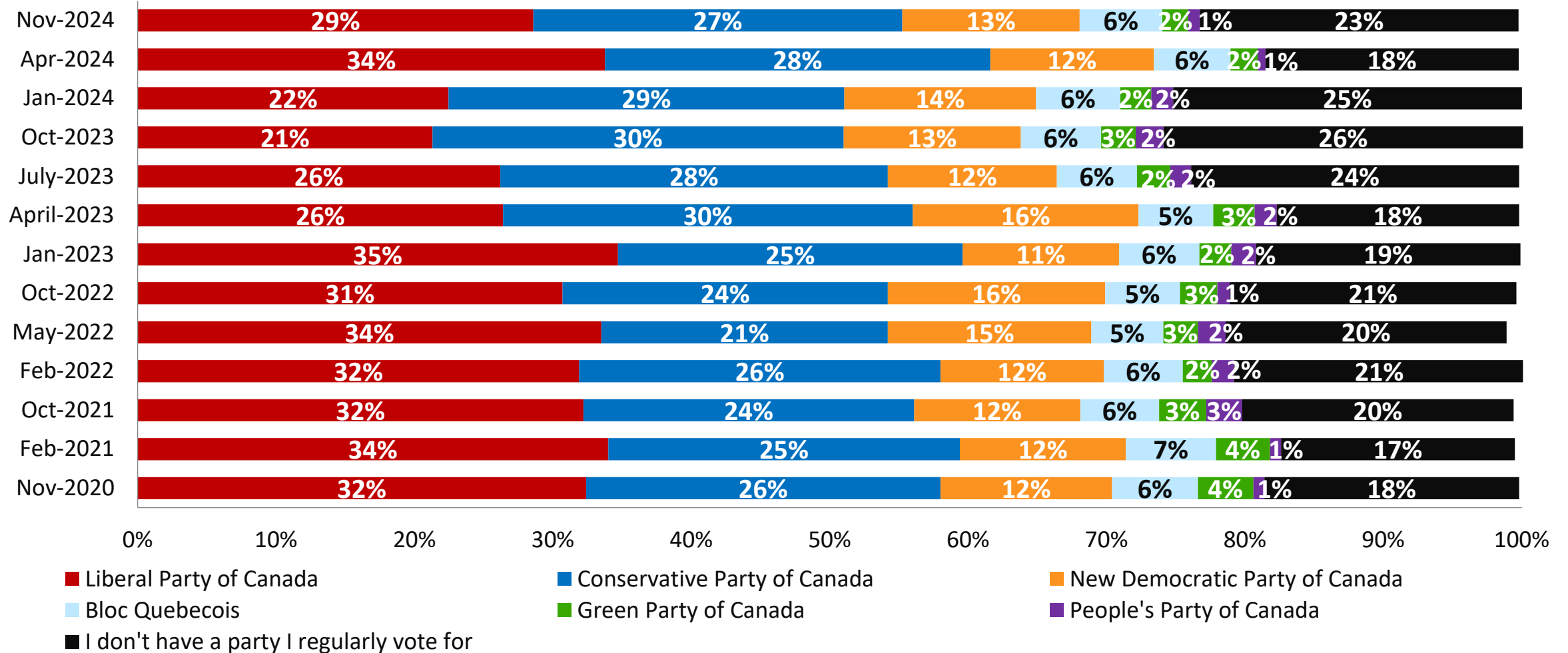
- Liberal Party of Canada
- Conservative Party of Canada
- New Democratic Party of Canada
- Bloc Quebecois
- Green Party of Canada
- People's Party of Canada
- I don't have a party I regularly vote for
- Other

Q - Thinking of federal elections, which federal party do you usually vote for [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

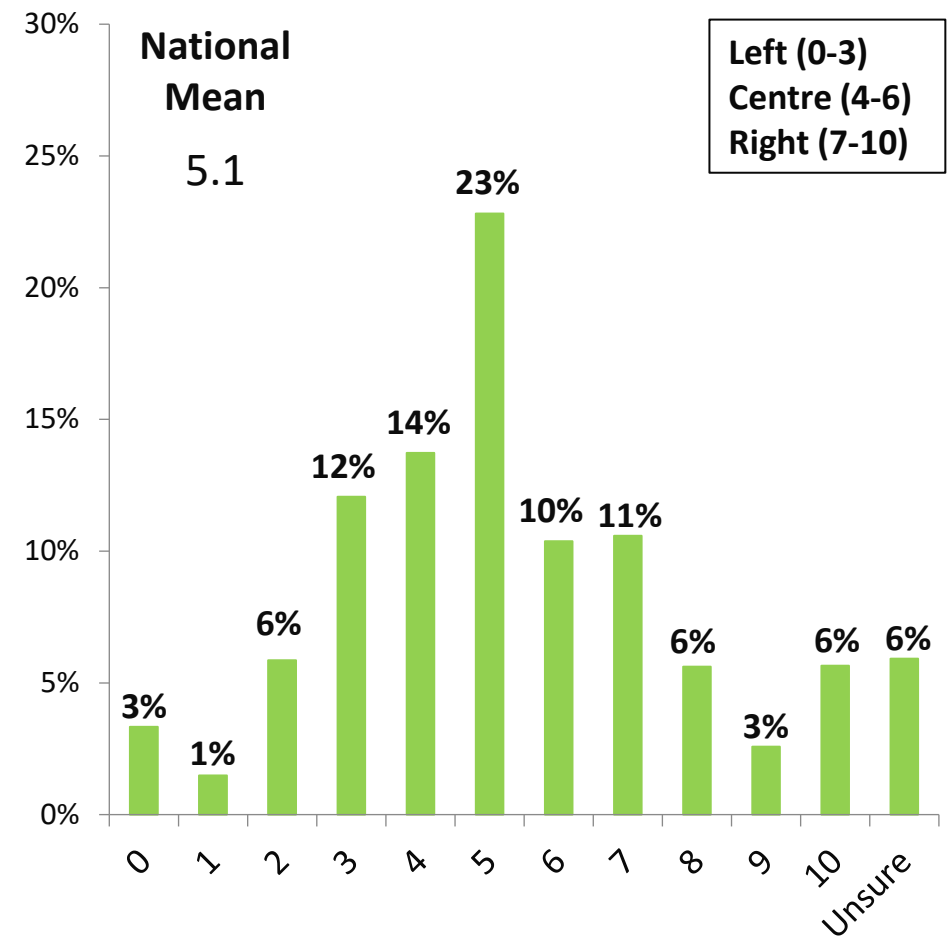
# Federal party usually supported

Q - Thinking of federal elections, which federal party do you usually vote for [RANDOMIZE]





# Political views scale



\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Q –In politics people sometimes talk of left and right. In terms of your political views, where would you place yourself on a scale where 0 means left and 10 means right?

	Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
Mean	4.9	4.9	5.2	5.5	4.6
	Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
	5.2	5.0	5.0	5.2	5.0

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 4<sup>th</sup> and November 6<sup>th</sup>, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1010 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by Positive Energy at the University of Ottawa and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	Positive Energy	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1010 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	11 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report is organized by theme. Refer to the tabulations for the order in which they appear in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, and views on economic issues.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Tabulations	<a href="#">By region, age and gender</a> <a href="#">By usual vote</a> <a href="#">By political alignment</a>
Field Dates	November 4 <sup>th</sup> to 6 <sup>th</sup> , 2024.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# Any questions?

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