

CLIMATE CHANGE IS A PRIORITY TO
BE TACKLED ALONG SIDE PANDEMIC

SUPPORT FOR GOVERNMENT ACTION
ON CLIMATE CHANGE

MORE THAN HALF OF HOUSEHOLDS USE
FOSSIL FUELS FOR HEAT, COOKING ETC.



Canadian Climate Priorities 2021

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS AND
MARKET RESEARCH EXPERTS

REPORT PARTNERS

This report was commissioned by Canada's leading electricity associations:



METHODOLOGY

The survey was conducted with 2,000 Canadian residents from March 12 to 17, 2021. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.13%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

KEY FINDINGS

- Climate change is an important priority for Canadians, and a priority they believe can be actioned even as we deal with the pandemic. In fact, a majority of Canadians think the government needs to both act urgently to address climate change and to transition to more clean energy options.
- Eight in ten Canadians think it is at least somewhat important and for Canada to pursue a strategy to replace fossil fuels with electricity produced by non-emitting sources. A majority (56%) think a significant investment in clean energy sources should be made to replace fossil fuels with clean electricity in order to reach our net-zero emissions goal.
- Canadians also support a range of government actions on climate change, including directly increasing the share of electricity produced by clean energy, providing incentives for Canadians to switch to electricity in their homes, and reducing emissions from traditionally high emitting industries.
- The household reduction of energy consumption is expected to be a future focus (75% at least somewhat agree) for many Canadians.
- Canadians have taken some steps to reduce their energy consumption, including shutting down lights/electronics when not in use (71%), converting to LED lights (64%), and being more conservative when it comes to heating/air conditioning (55%). More than half of Canadians use fossil fuels like natural gas, oil and propane for at least some of their household energy needs (particularly home heating) and almost all of these users of fossil fuels see some barriers to switching (primarily cost related).

I. CLIMATE CHANGE ISSUES

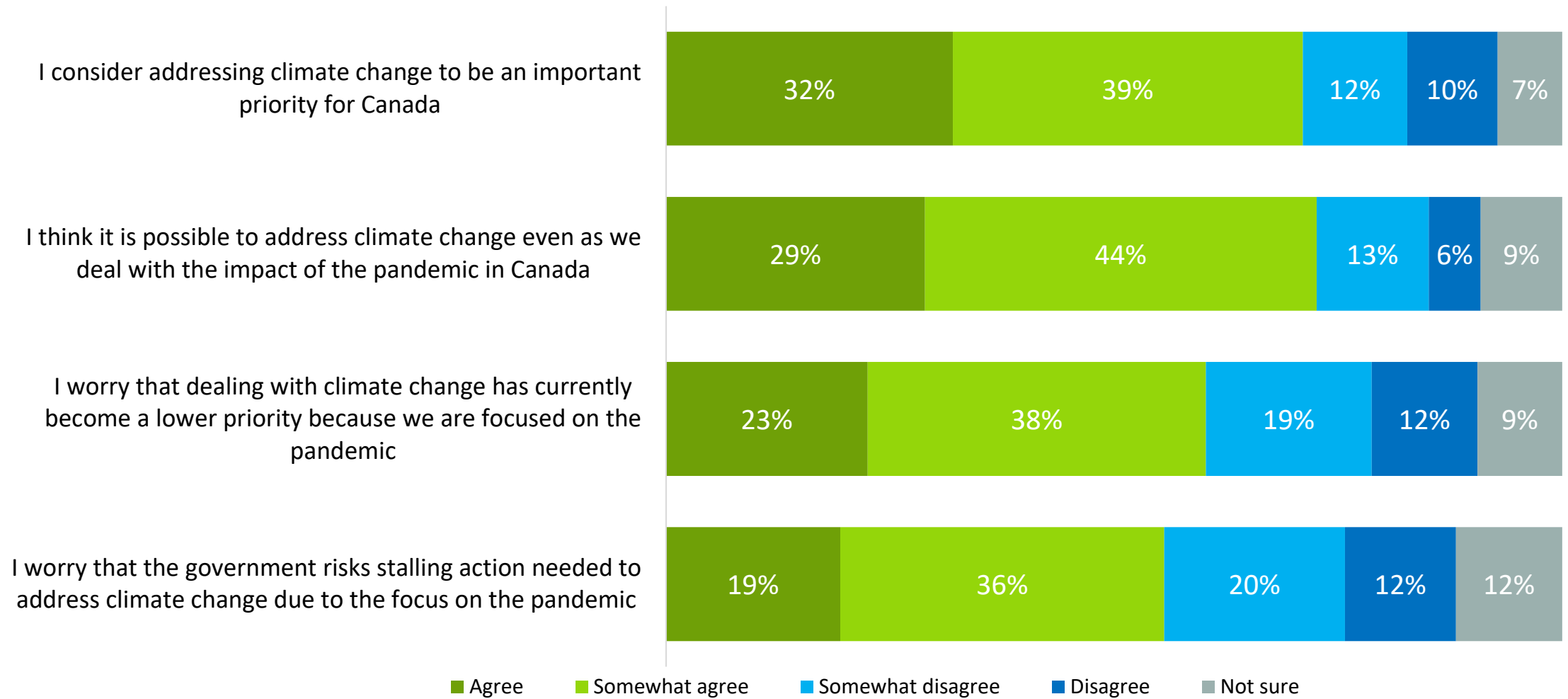
ABACUS DATA



KEY FINDINGS

- A large majority of Canadians (71% at least somewhat agree) consider addressing climate change to be an important priority.
 - Women and those under 30 years of age are the most likely to think so.
 - Alberta residents are less likely to think climate change is a priority.
- Importantly, a majority also think that we can address climate change even as we deal with the pandemic. Despite believing that we can do both, many Canadians (61% at least somewhat agree) worry that climate change has become a lower priority because of our focus on the pandemic.
- Four in ten Canadians think that clean energy technologies are very important in the fight against climate change in Canada. In addition, three in ten think it is very important for Canada to pursue a strategy to replace fossil fuels with electricity produced by non-emitting sources.
- Just over half (56%) of Canadians think a significant investment in clean energy sources should be made to replace fossil fuels with clean electricity in order to reach our net-zero emissions goal. Overall support for investment is not met with a lot of opposition as only 15% say no to investing.

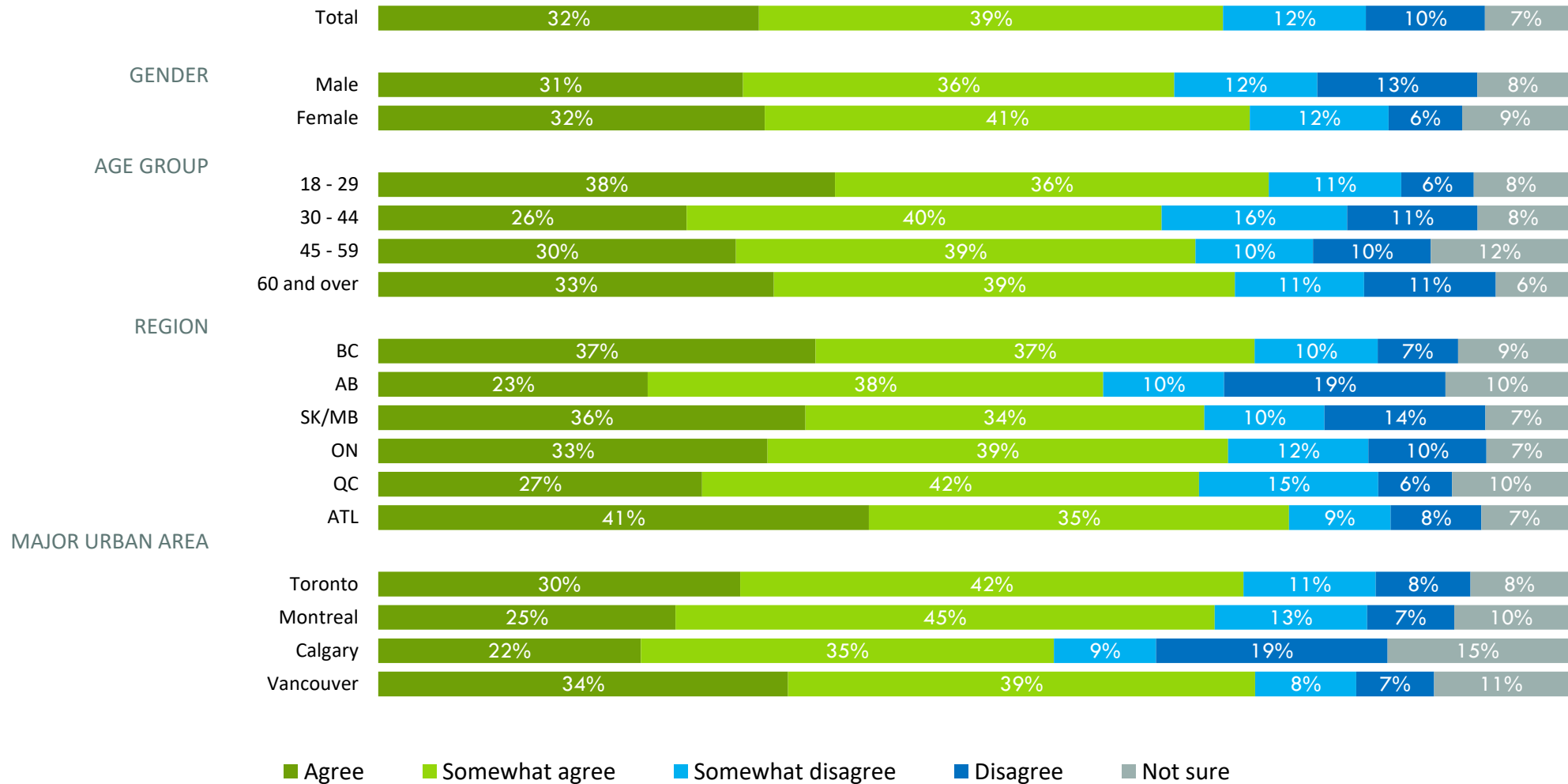
CLIMATE CHANGE PRIORITY



Q. To what extent do you agree or disagree with each of the following statements?

CLIMATE CHANGE PRIORITY

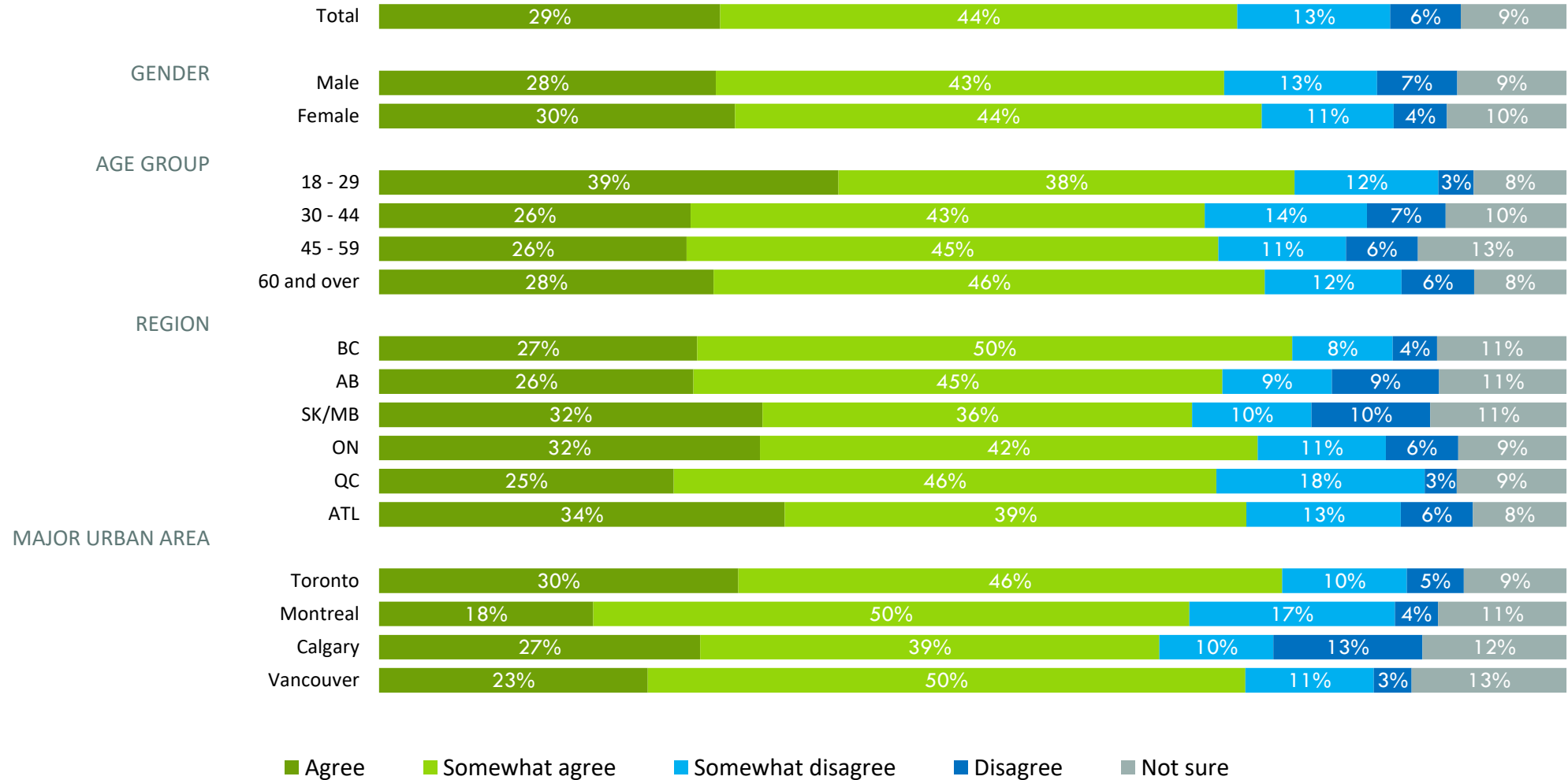
I CONSIDER ADDRESSING CLIMATE CHANGE TO BE AN IMPORTANT PRIORITY FOR CANADA



Q. To what extent do you agree or disagree with each of the following statements?

CLIMATE CHANGE PRIORITY

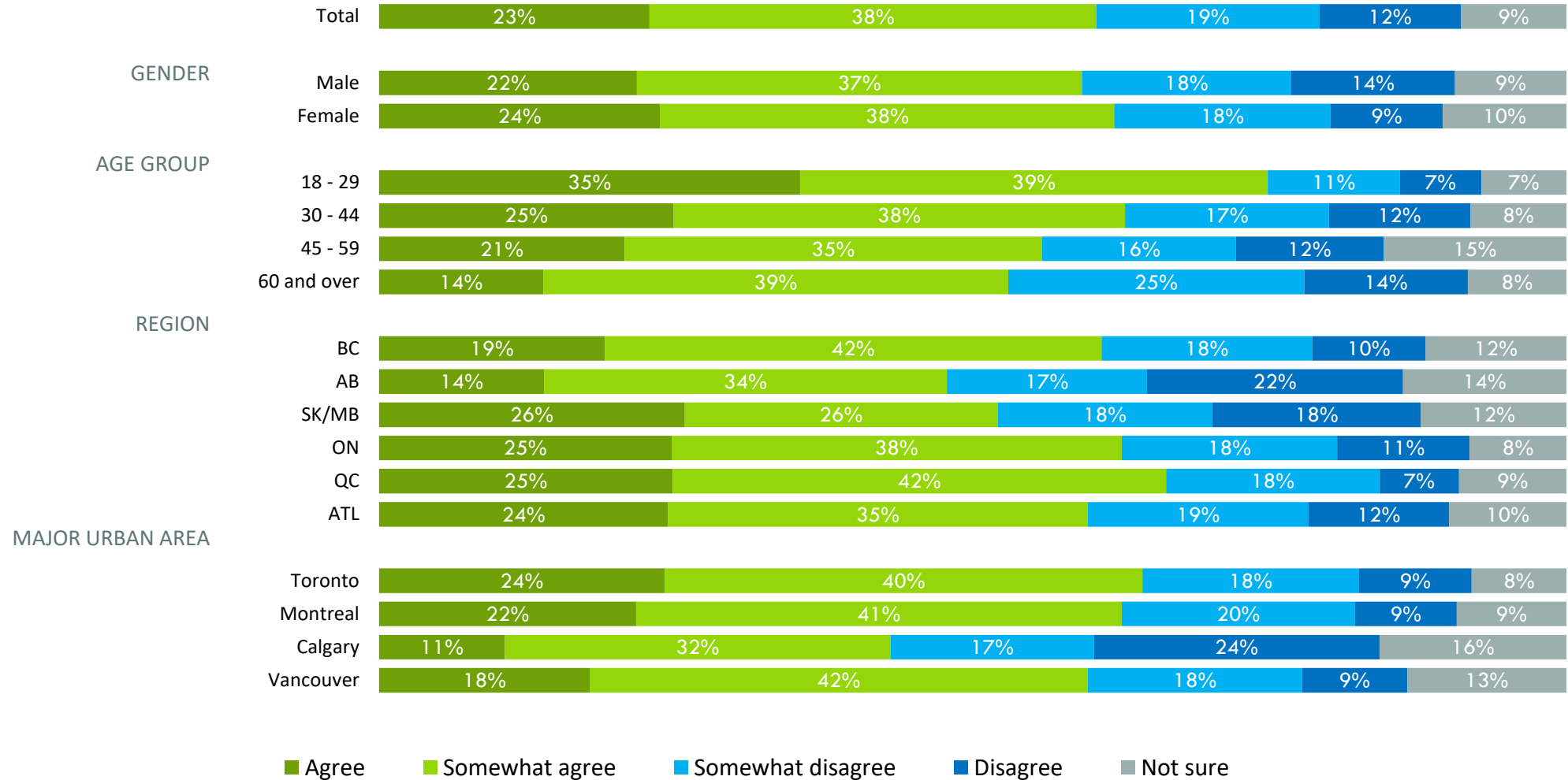
I THINK IT IS POSSIBLE TO ADDRESS CLIMATE CHANGE EVEN AS WE DEAL WITH THE IMPACT OF THE PANDEMIC IN CANADA



Q. To what extent do you agree or disagree with each of the following statements?

CLIMATE CHANGE PRIORITY

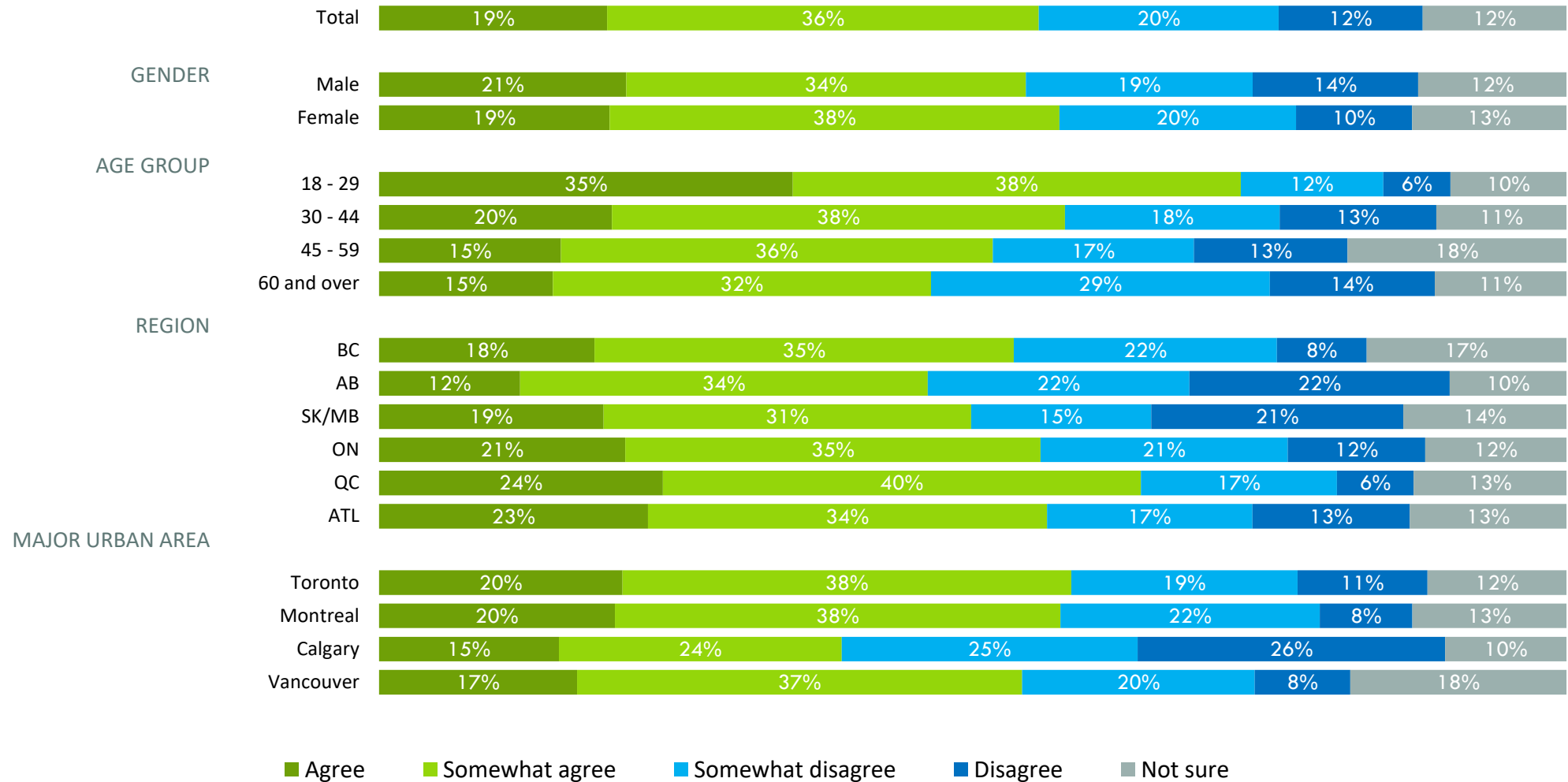
I WORRY THAT DEALING WITH CLIMATE CHANGE HAS CURRENTLY BECOME A LOWER PRIORITY BECAUSE WE ARE FOCUSED ON THE PANDEMIC



Q. To what extent do you agree or disagree with each of the following statements?

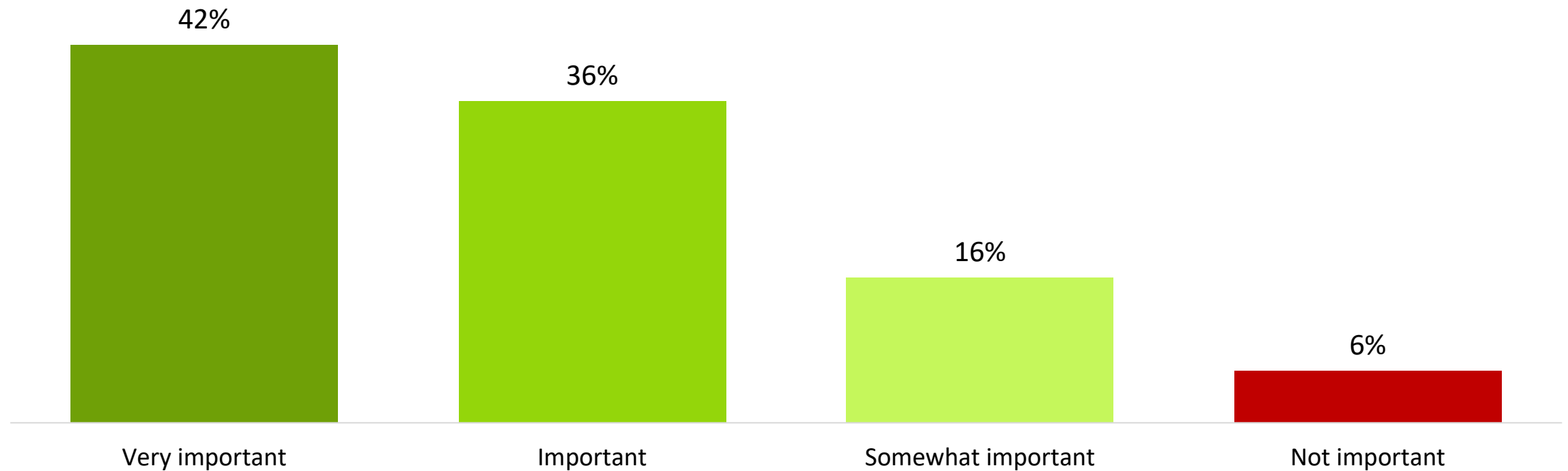
CLIMATE CHANGE PRIORITY

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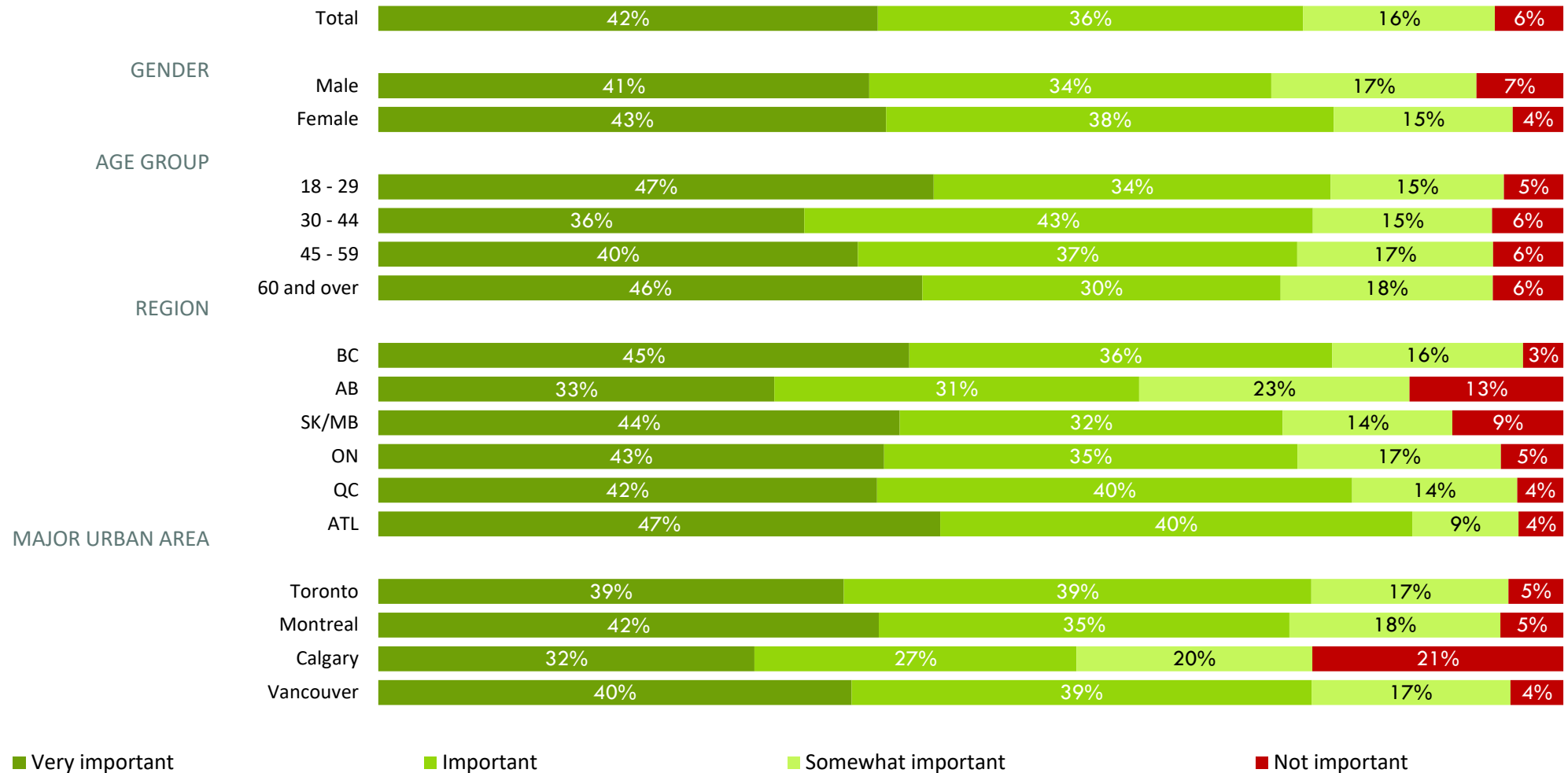
Q. To what extent do you agree or disagree with each of the following statements?

IMPORTANCE OF CLEAN ENERGY TECHNOLOGIES IN THE FIGHT AGAINST CLIMATE CHANGE



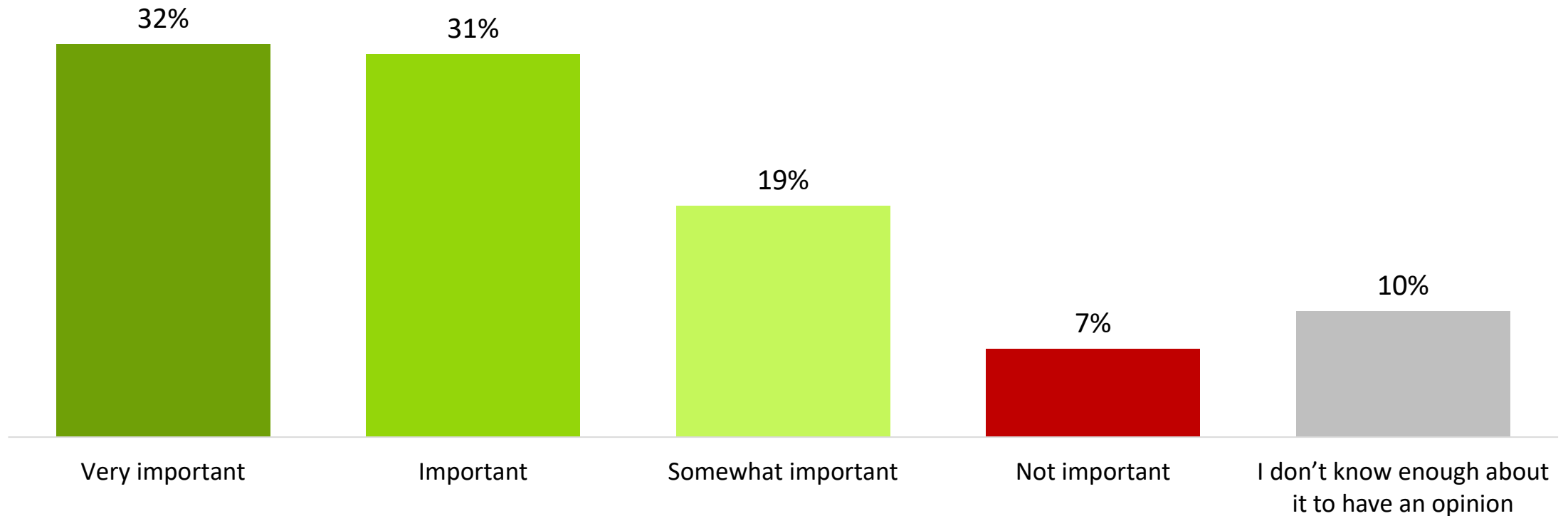
As you may know, clean energy technologies, meaning those with no greenhouse gas emissions (non-emitting), include hydro, nuclear, wind, solar, biomass and marine energy sources. How important do you consider clean energy technologies are in the fight against climate change in Canada?

IMPORTANCE OF CLEAN ENERGY TECHNOLOGIES IN THE FIGHT AGAINST CLIMATE CHANGE



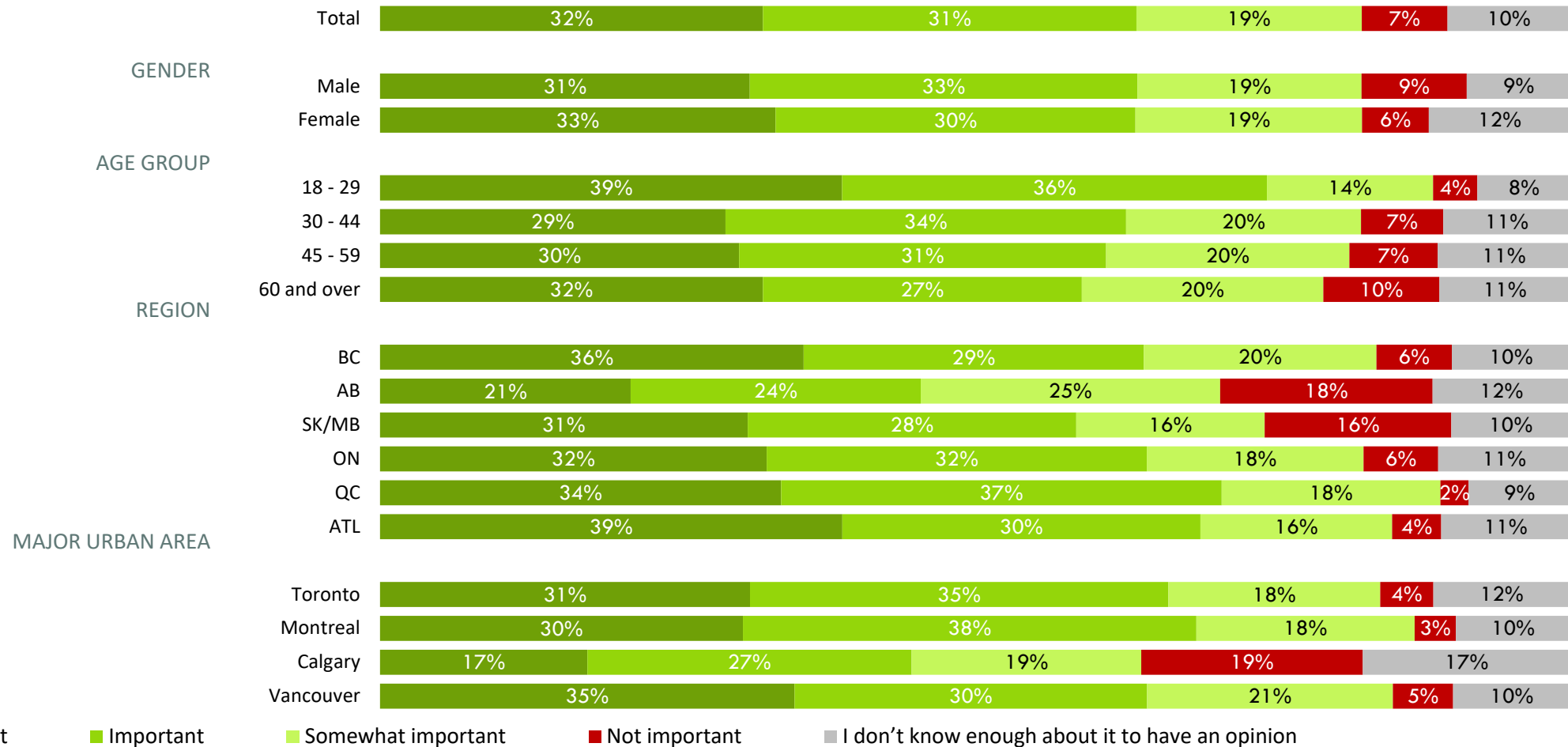
As you may know, clean energy technologies, meaning those with no greenhouse gas emissions (non-emitting), include hydro, nuclear, wind, solar, biomass and marine energy sources. How important do you consider clean energy technologies are in the fight against climate change in Canada?

IMPORTANCE OF PURSUING A STRATEGY TO REPLACE FOSSIL FUELS WITH NON-EMITTING SOURCES



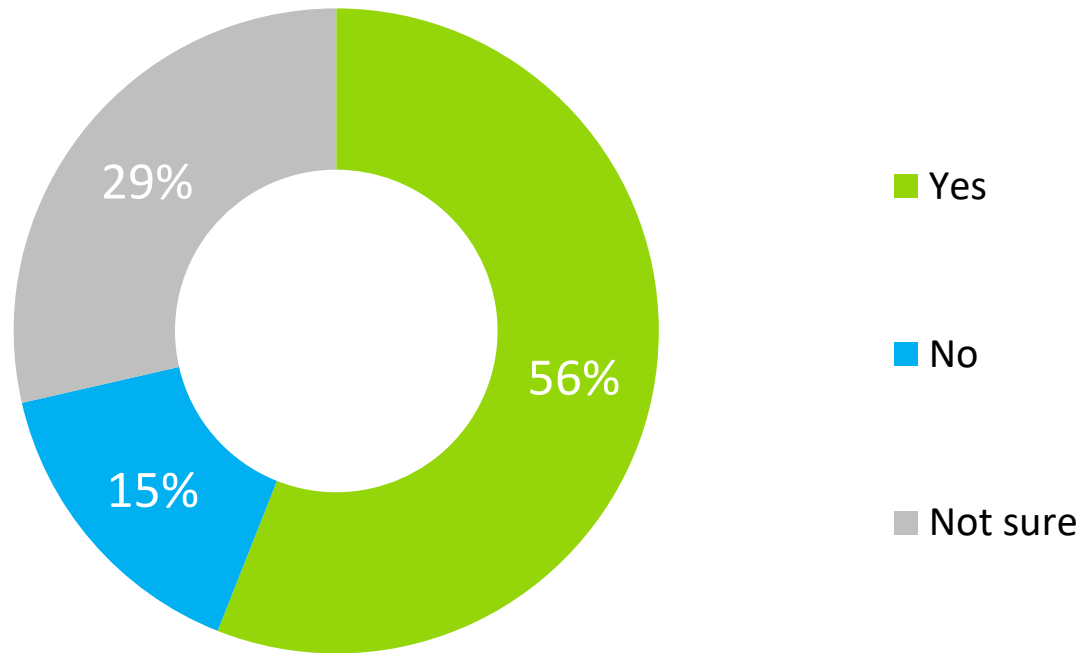
Canada has one of the cleanest electricity grids in the world, with more than 80% of our electricity coming from non-emitting sources such as hydro, nuclear, solar, wind, biomass and marine. Nevertheless, Canada still relies on fossil fuels, such as oil, natural gas and coal, for around 80% of its total energy needs to fuel vehicles, heat homes and run industrial production. Knowing this, how important do you think it is for Canada to pursue a strategy to replace fossil fuel, such as oil, natural gas and coal with electricity produced by non-emitting sources?

IMPORTANCE OF PURSUING A STRATEGY TO REPLACE FOSSIL FUELS WITH NON-EMITTING SOURCES



As you may know, clean energy technologies, meaning those with no greenhouse gas emissions (non-emitting), include hydro, nuclear, wind, solar, biomass and marine energy sources. How important do you consider clean energy technologies are in the fight against climate change in Canada?

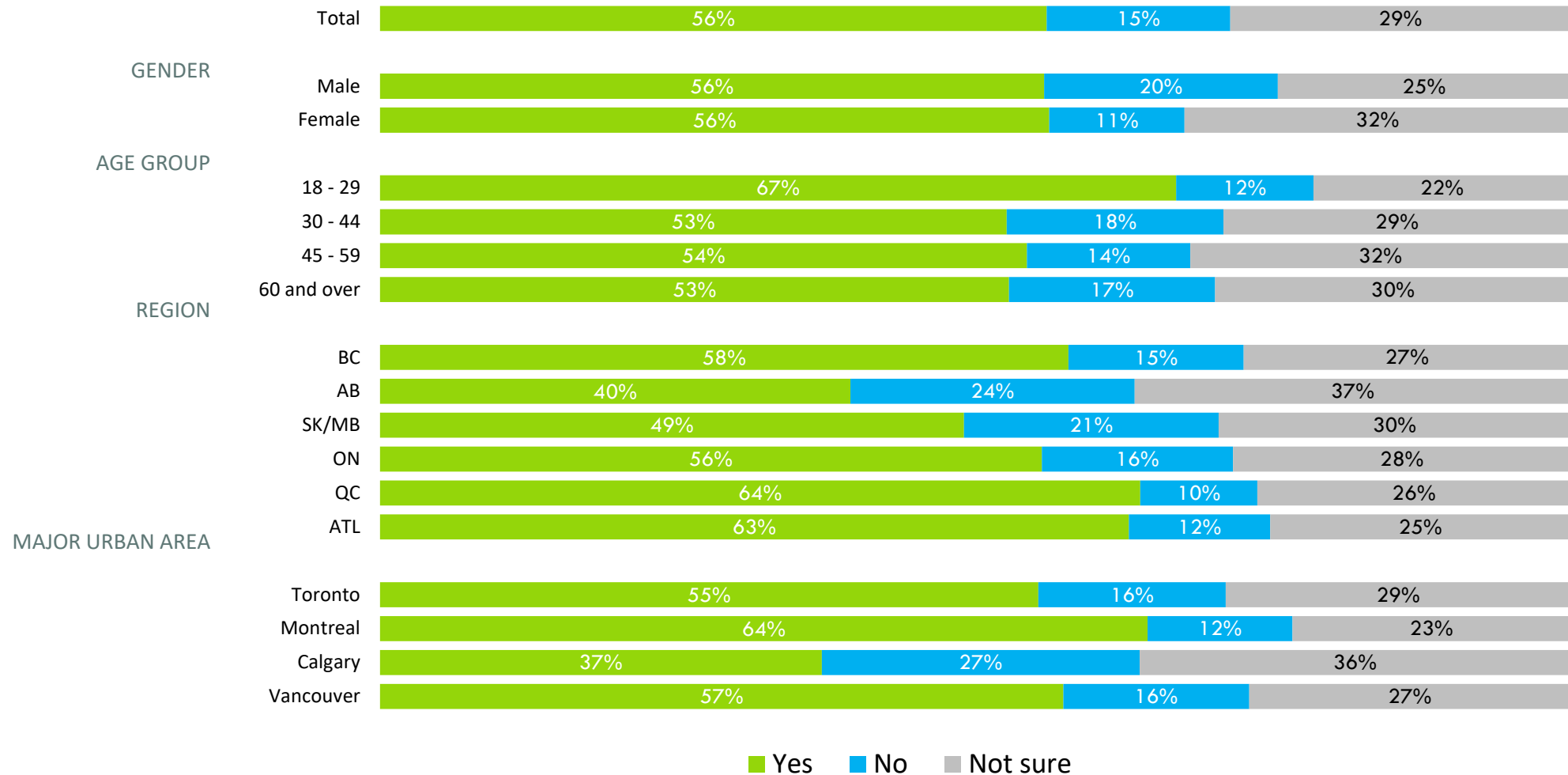
SHOULD A SIGNIFICANT INVESTMENT BE MADE IN CLEAN ENERGY SOURCES



56% OF CANADIANS THINK THERE SHOULD BE A SIGNIFICANT INVESTMENT IN CLEAN ENERGY SOURCES

Canada's goal is to reach net-zero greenhouse gas emissions by 2050. Knowing this, do you think a significant investment in clean energy sources should be made to replace fossil fuels (such as oil, gas and coal) with clean electricity in order to reach this goal?

SHOULD A SIGNIFICANT INVESTMENT BE MADE IN CLEAN ENERGY SOURCES



Canada's goal is to reach net-zero greenhouse gas emissions by 2050. Knowing this, do you think a significant investment in clean energy sources should be made to replace fossil fuels (such as oil, gas and coal) with clean electricity in order to reach this goal?

II. PERSONAL ACTIONS

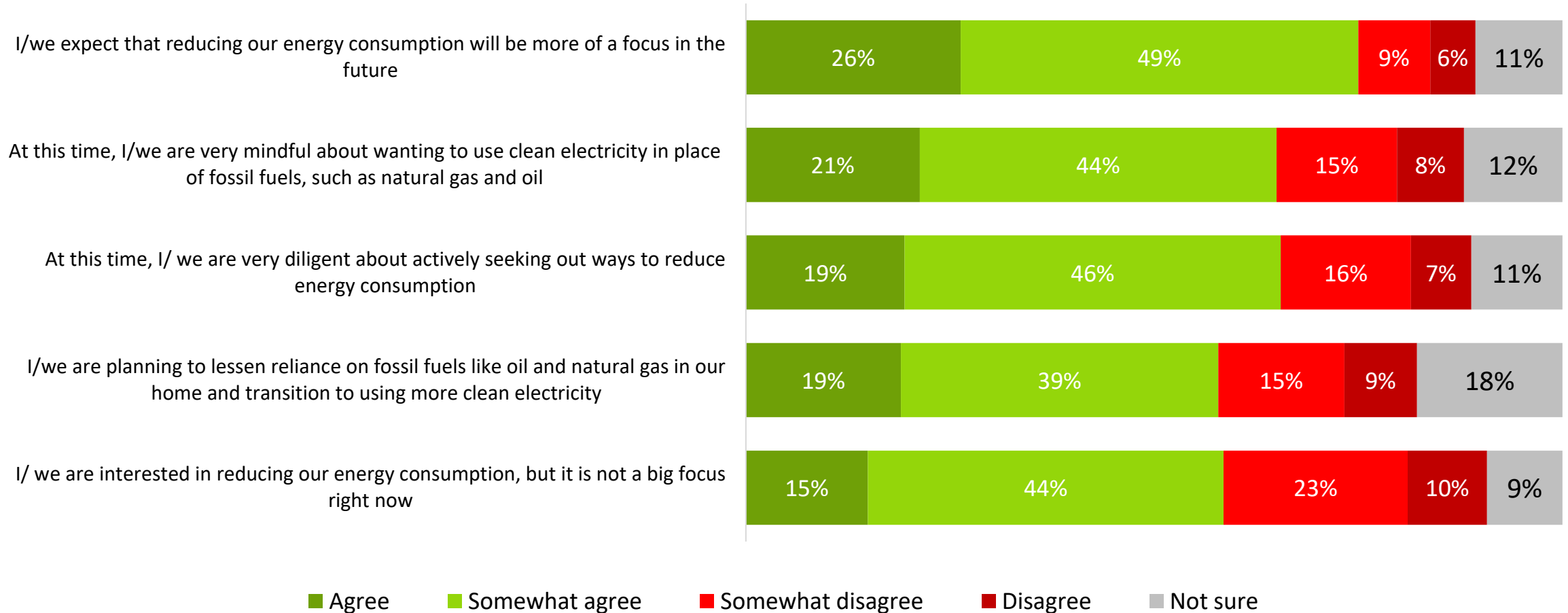
ABACUS DATA



KEY FINDINGS

- When it comes to how Canadians are approaching energy consumption, the most prevalent view is that Canadians expect reducing their energy consumption to be a future focus (75% at least somewhat agree). In fact, almost 6 in ten say that they are interested in reducing their energy consumption, but that it is not a big focus for them right now.
- A majority of Canadians think the government needs to both act urgently to address climate change and to transition to more clean energy options.
 - Those under 30 years of age are the most likely to think government needs to act urgently, while those in Alberta are the least likely to think so.
- Eight in ten Canadians think that all Canadians have a role in fighting climate change through their choices around energy consumption. Despite this, a majority of Canadians think they need to understand ways to be more conscious of their energy consumption.
- The top 3 actions taken to manage energy consumption are shutting down lights/electronics when not in use (71%), converting to LED lights (64%) and being more conservative when it comes to heating/air conditioning (55%). Few have a hybrid or electric car (5%), implemented a form of energy storage system (4%), or generate their own electricity through options like rooftop solar panels (4%).

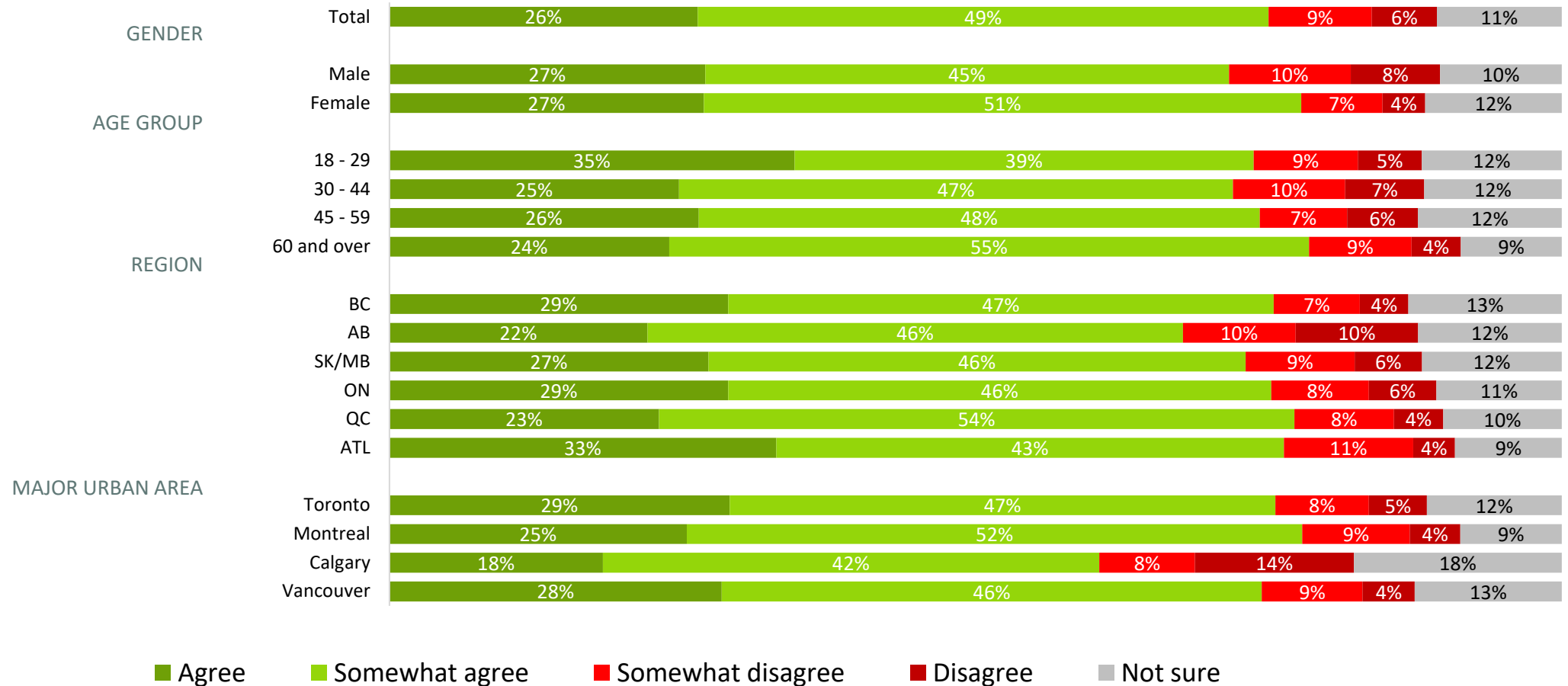
FAMILY'S APPROACH TO ENERGY CONSUMPTION



To what extent do you agree or disagree with the following statements around you and your family's current approach to energy consumption?

FAMILY'S APPROACH TO ENERGY CONSUMPTION

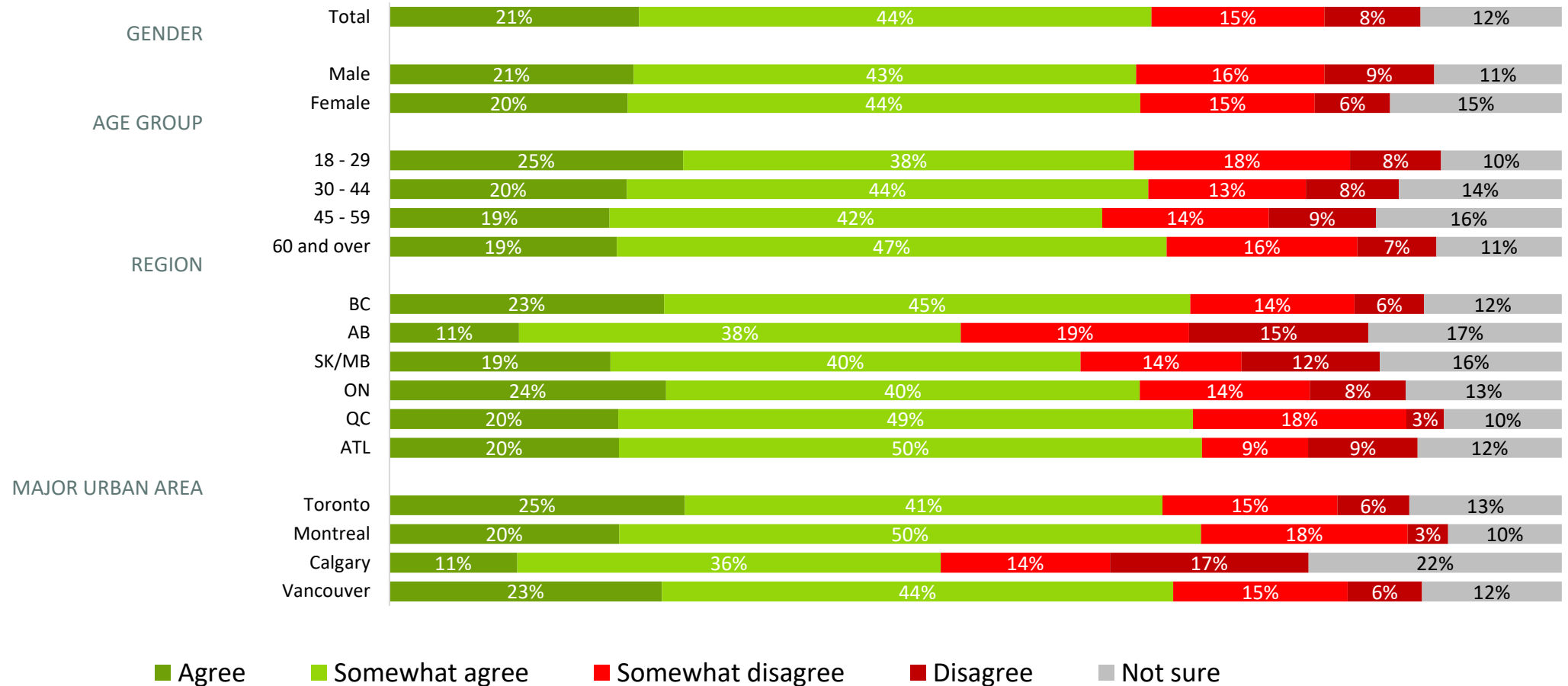
I/WE EXPECT THAT REDUCING OUR ENERGY CONSUMPTION WILL BE MORE OF A FOCUS IN THE FUTURE



To what extent do you agree or disagree with the following statements around you and your family's current approach to energy consumption?

FAMILY'S APPROACH TO ENERGY CONSUMPTION

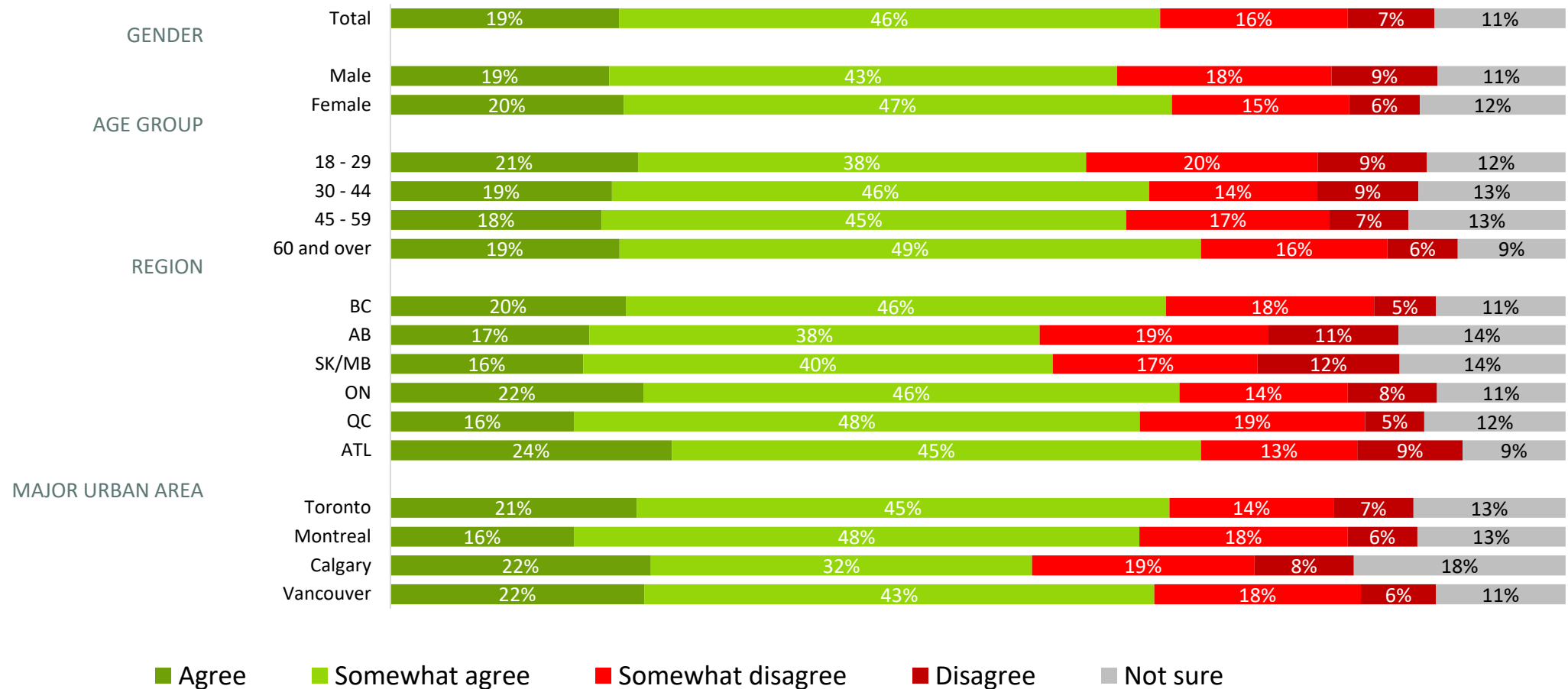
AT THIS TIME, I/WE ARE VERY MINDFUL ABOUT WANTING TO USE CLEAN ELECTRICITY IN PLACE OF FOSSIL FUELS, SUCH AS NATURAL GAS AND OIL



To what extent do you agree or disagree with the following statements around you and your family's current approach to energy consumption?

FAMILY'S APPROACH TO ENERGY CONSUMPTION

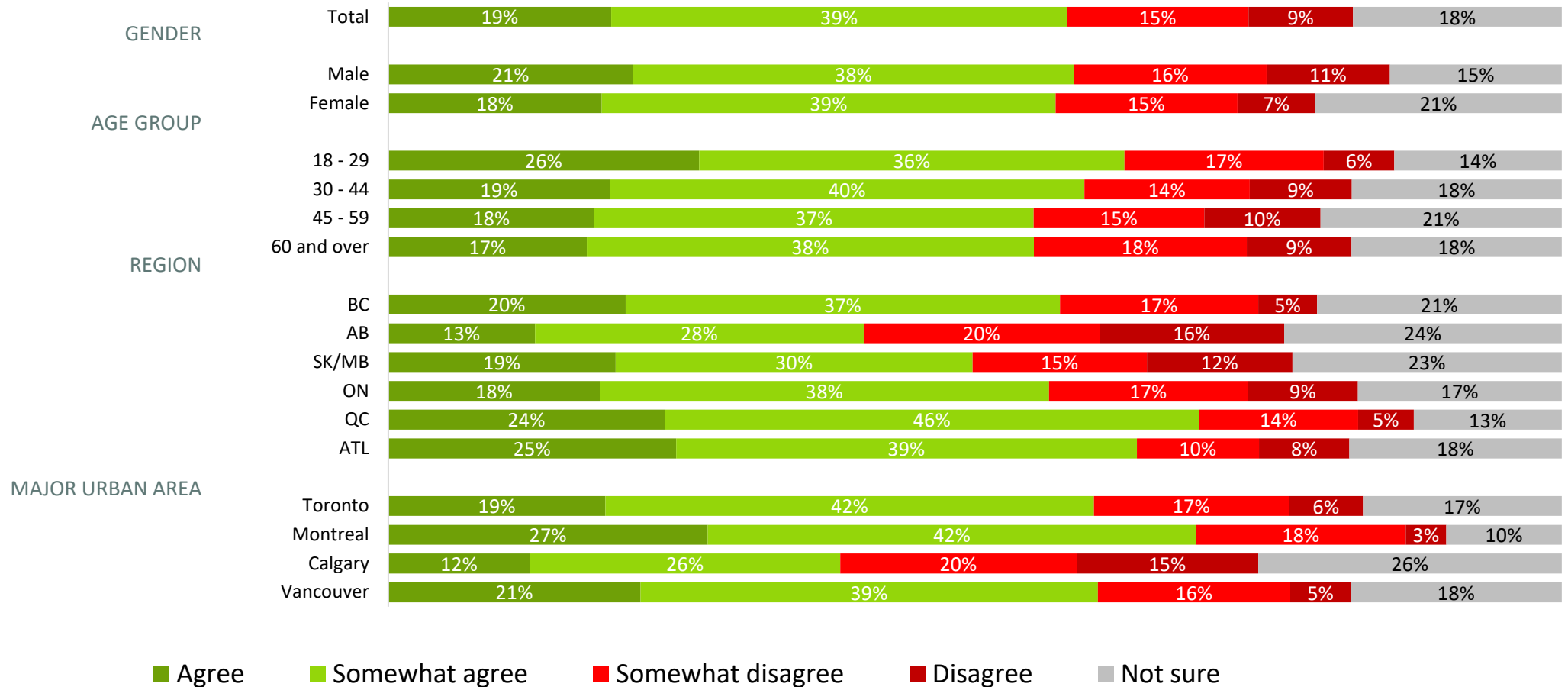
AT THIS TIME, I/ WE ARE VERY DILIGENT ABOUT ACTIVELY SEEKING OUT WAYS TO REDUCE ENERGY CONSUMPTION



To what extent do you agree or disagree with the following statements around you and your family's current approach to energy consumption?

FAMILY'S APPROACH TO ENERGY CONSUMPTION

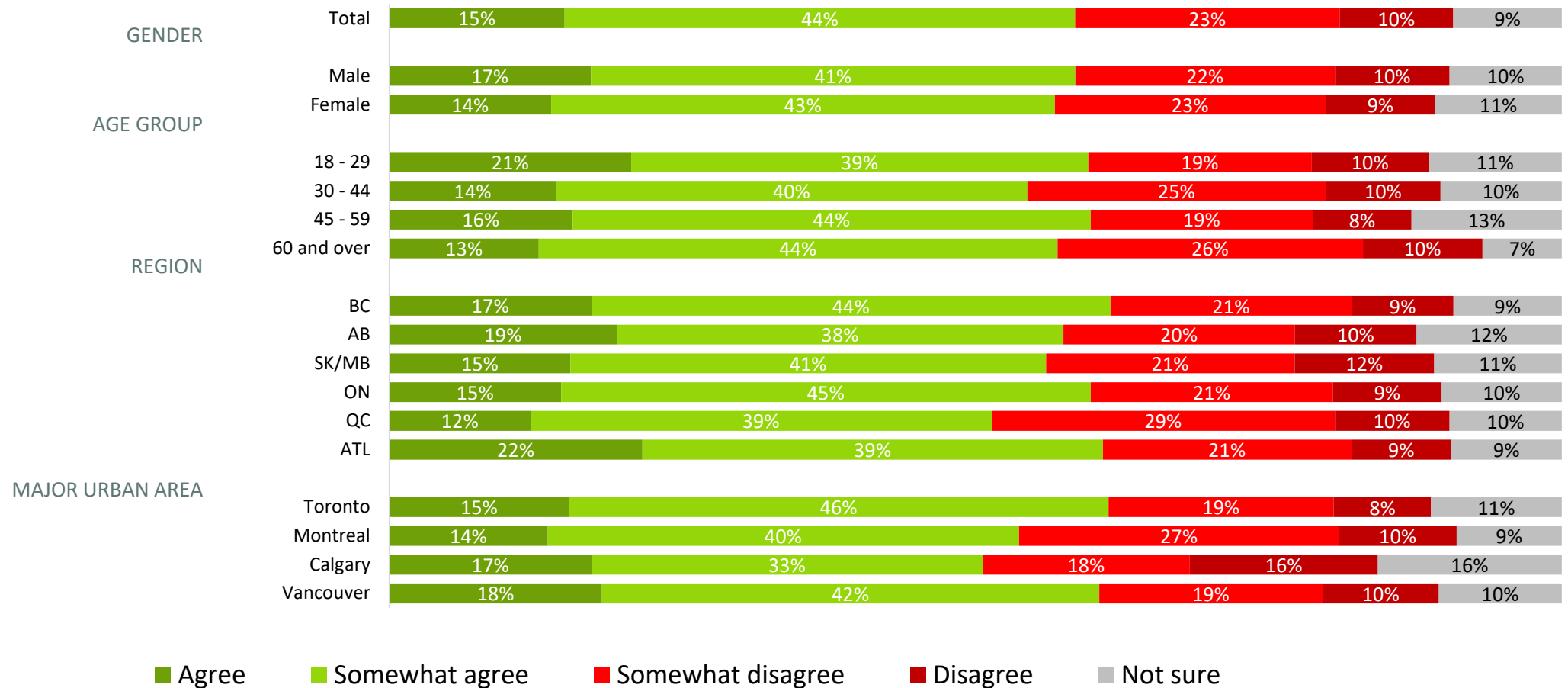
I/WE ARE PLANNING TO LESSEN RELIANCE ON FOSSIL FUELS LIKE OIL AND NATURAL GAS IN OUR HOME AND TRANSITION TO USING MORE CLEAN ELECTRICITY



To what extent do you agree or disagree with the following statements around you and your family's current approach to energy consumption?

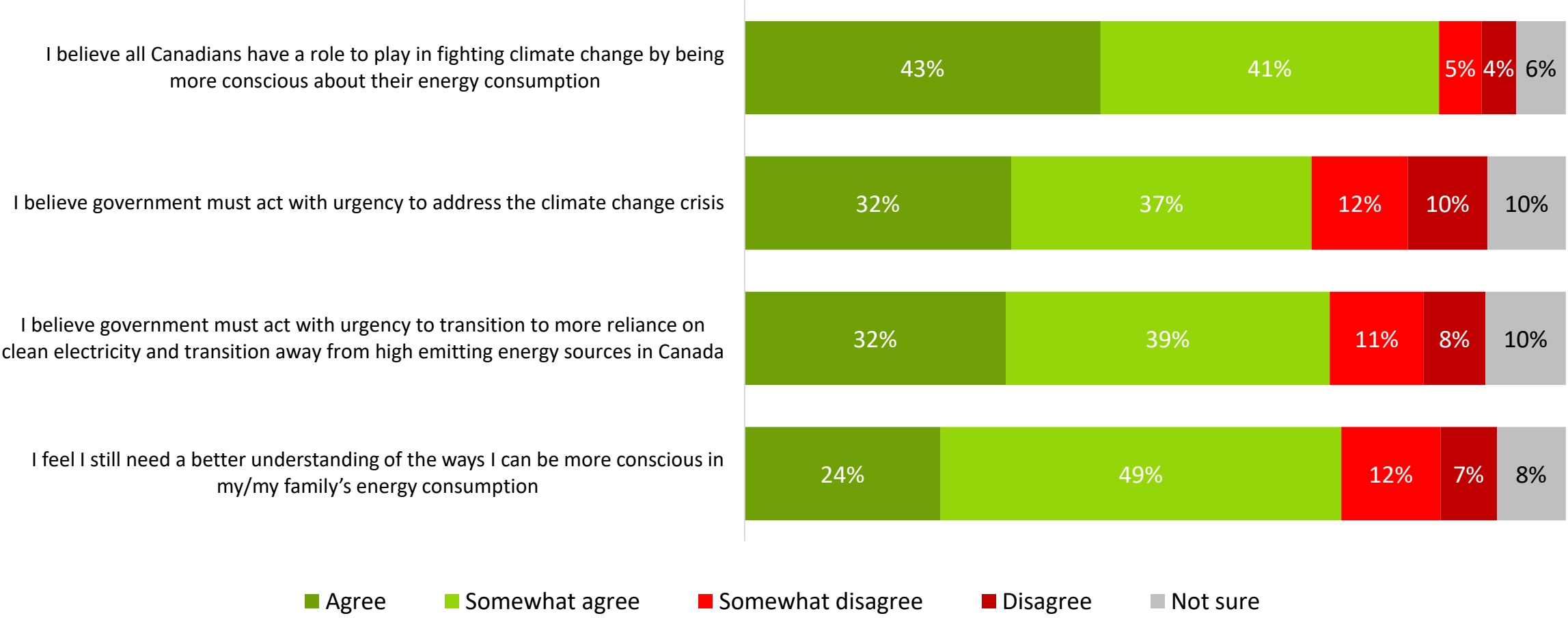
FAMILY'S APPROACH TO ENERGY CONSUMPTION

I/ WE ARE INTERESTED IN REDUCING OUR ENERGY CONSUMPTION, BUT IT IS NOT A BIG FOCUS RIGHT NOW



To what extent do you agree or disagree with the following statements around you and your family's current approach to energy consumption?

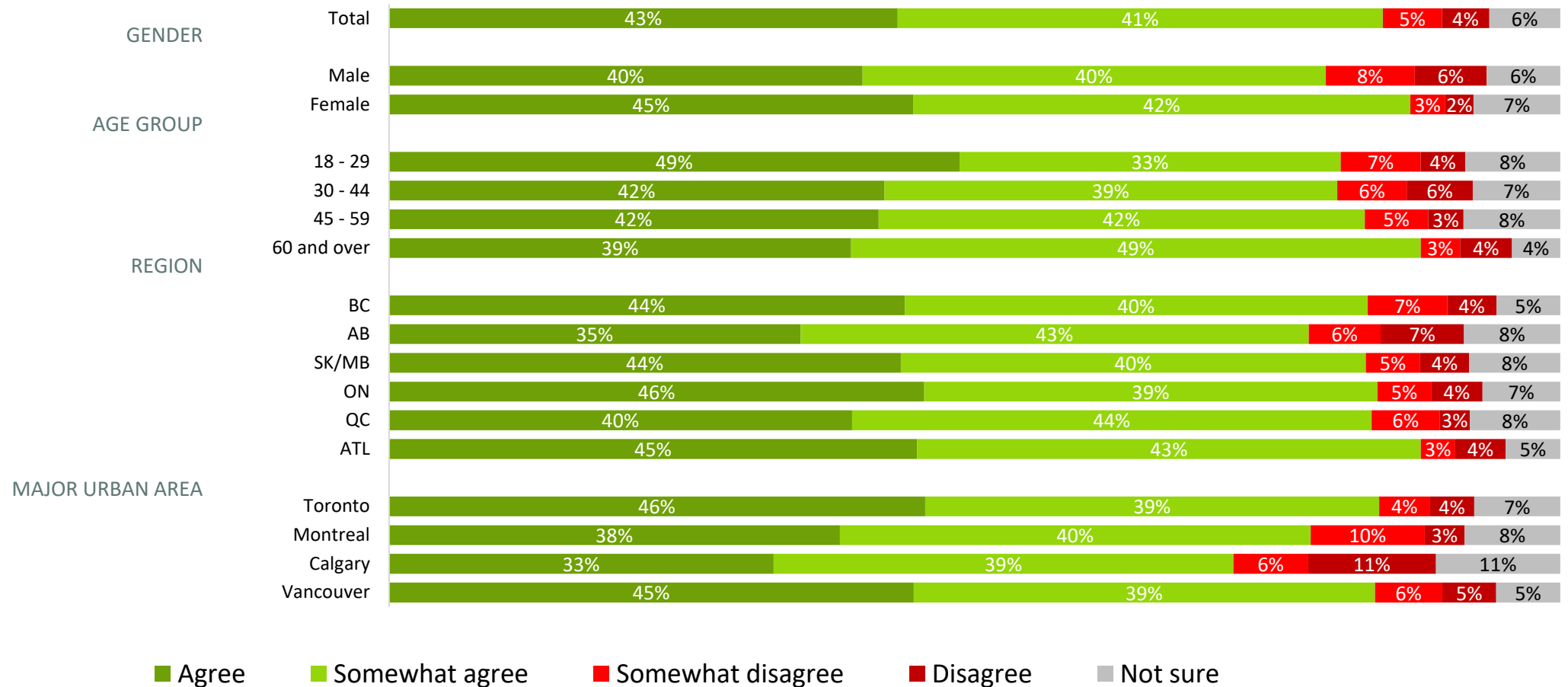
ATTITUDES ABOUT CLIMATE CHANGE



To what extent do you agree or disagree with each of the following statements?

ATTITUDES ABOUT CLIMATE CHANGE

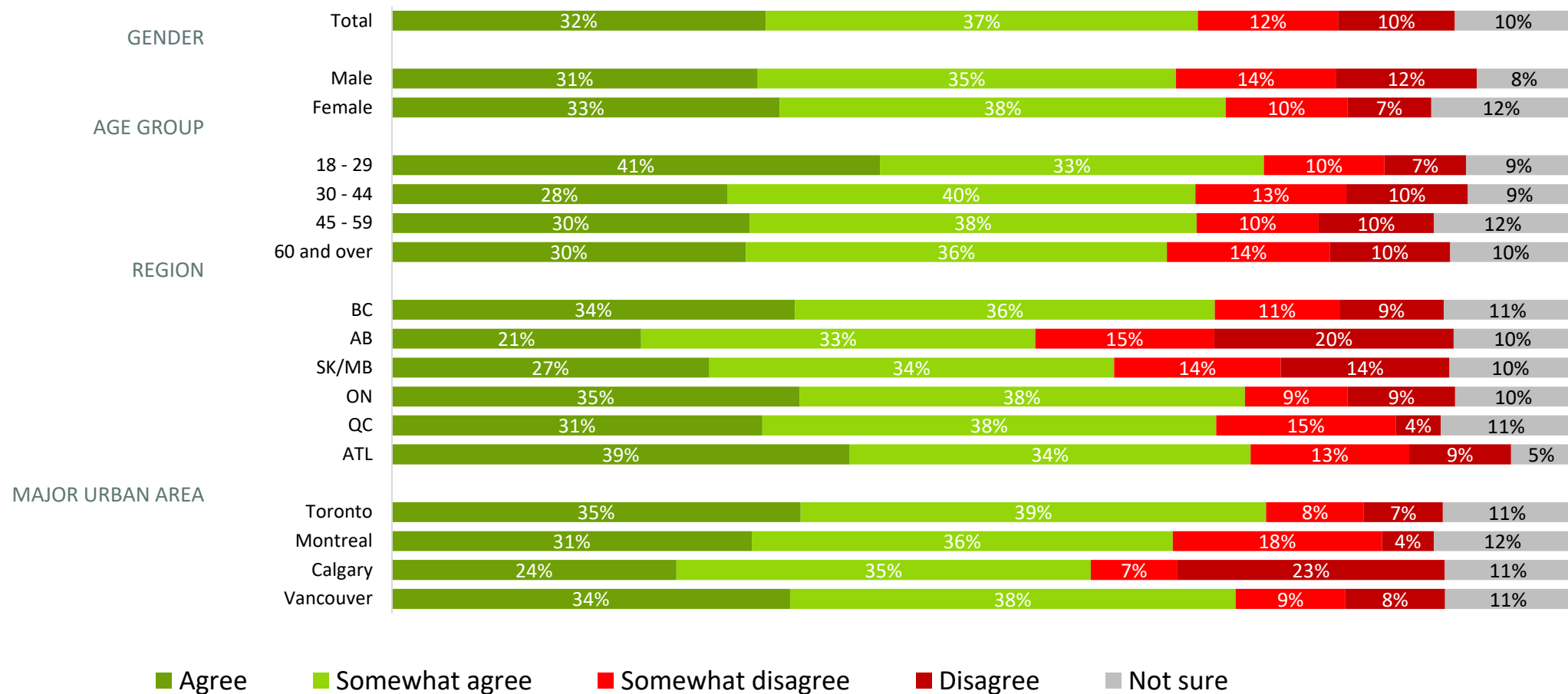
I BELIEVE ALL CANADIANS HAVE A ROLE TO PLAY IN FIGHTING CLIMATE CHANGE BY BEING MORE CONSCIOUS ABOUT THEIR ENERGY CONSUMPTION



To what extent do you agree or disagree with the following statements around you and your family's current approach to energy consumption?

ATTITUDES ABOUT CLIMATE CHANGE

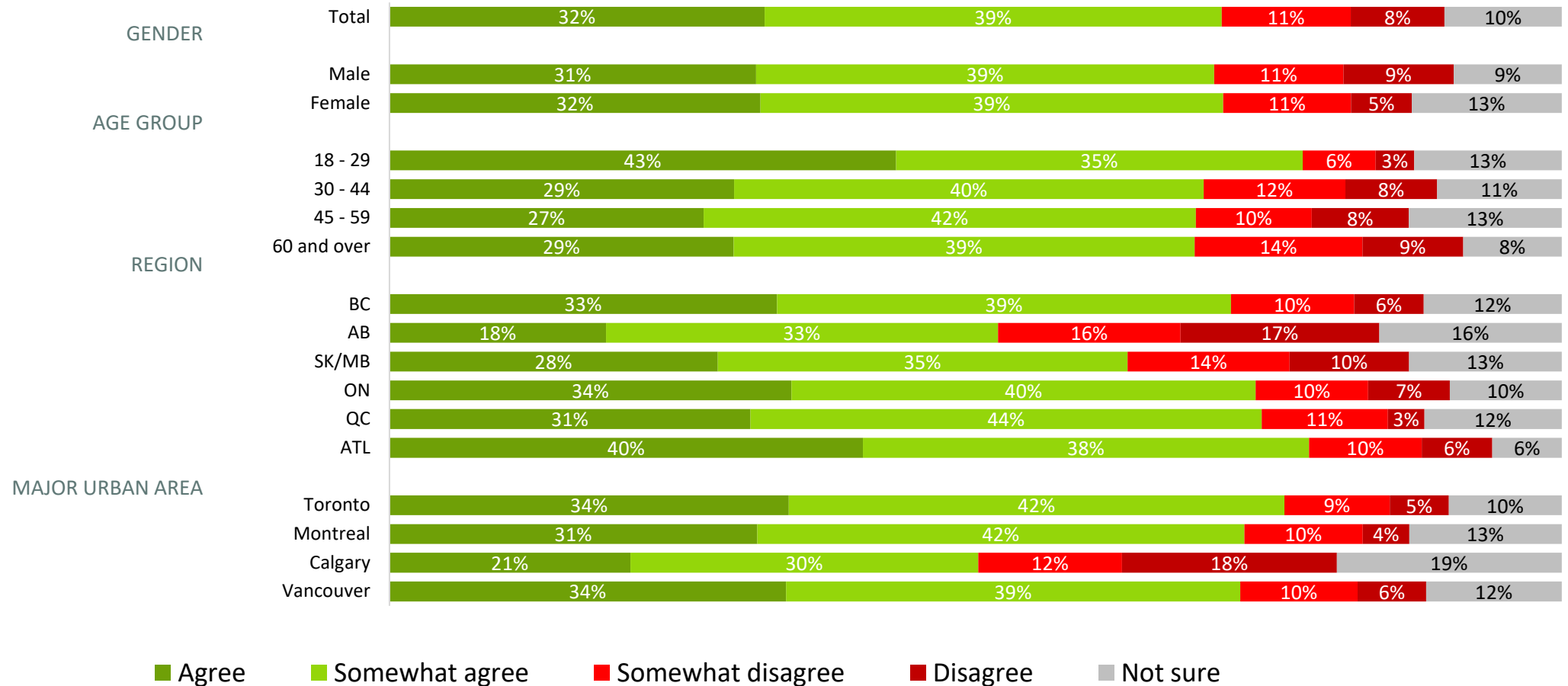
I BELIEVE GOVERNMENT MUST ACT WITH URGENCY TO ADDRESS THE CLIMATE CHANGE CRISIS



To what extent do you agree or disagree with the following statements around you and your family's current approach to energy consumption?

ATTITUDES ABOUT CLIMATE CHANGE

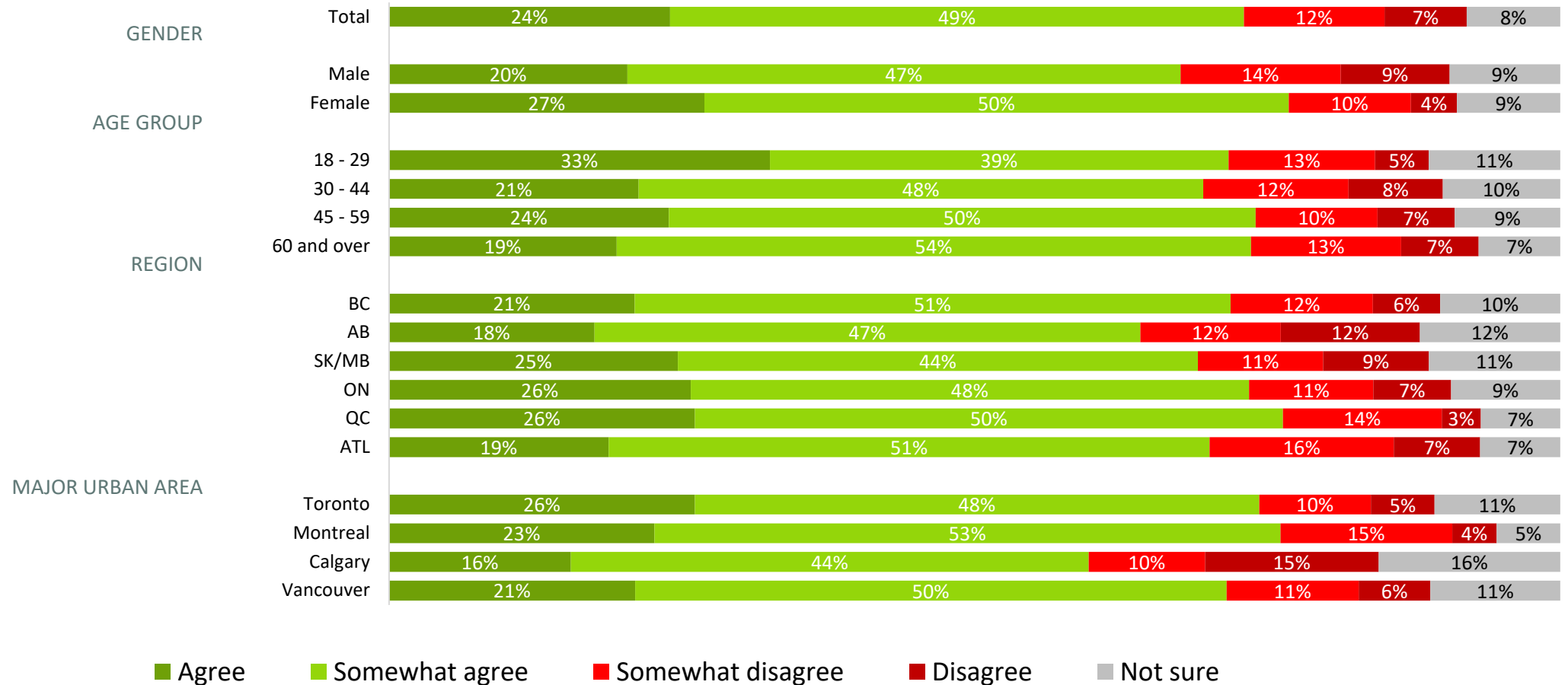
I BELIEVE GOVERNMENT MUST ACT WITH URGENCY TO TRANSITION TO MORE RELIANCE ON CLEAN ELECTRICITY AND TRANSITION AWAY FROM HIGH EMITTING ENERGY SOURCES IN CANADA



To what extent do you agree or disagree with the following statements around you and your family's current approach to energy consumption?

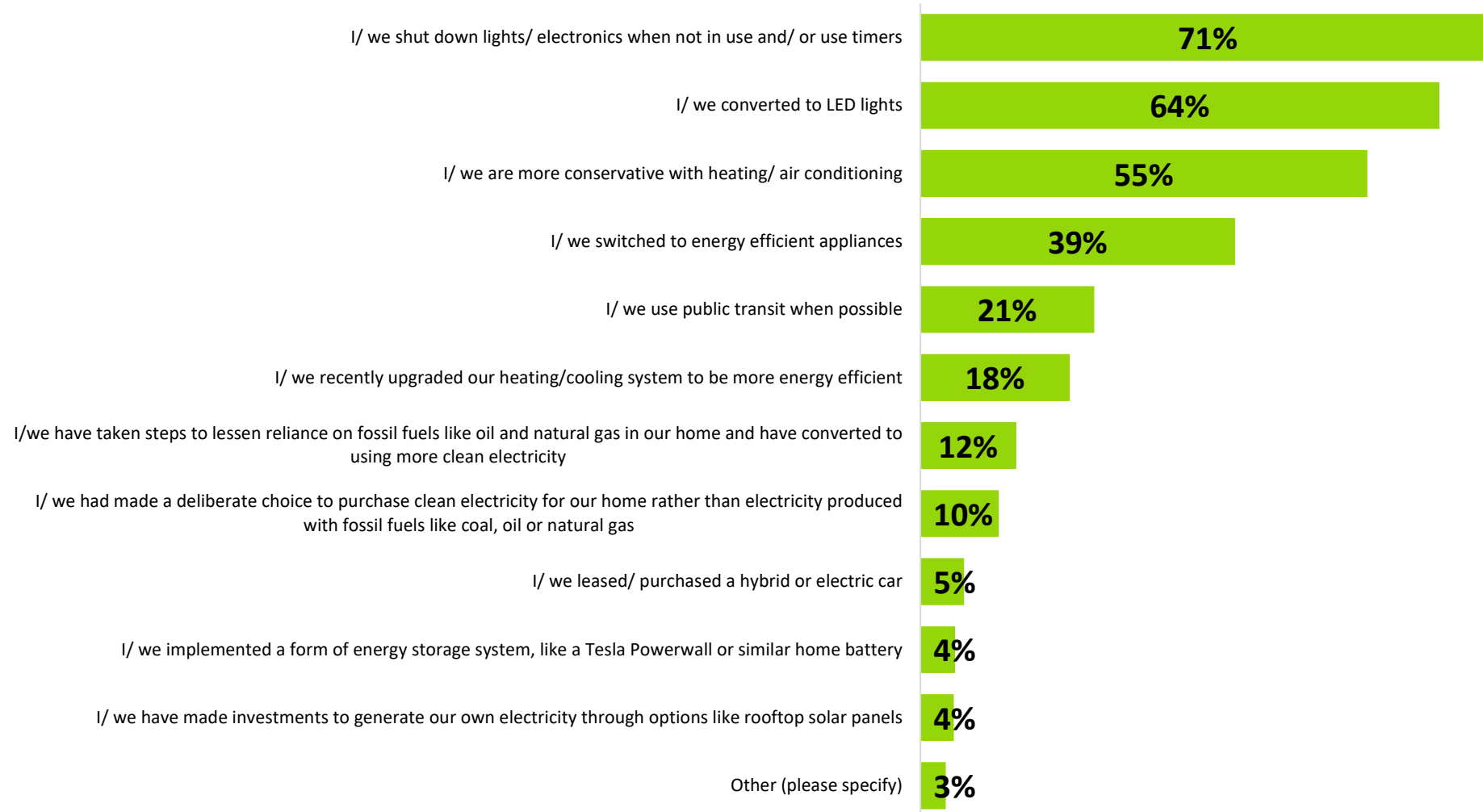
ATTITUDES ABOUT CLIMATE CHANGE

I FEEL I STILL NEED A BETTER UNDERSTANDING OF THE WAYS I CAN BE MORE CONSCIOUS IN MY/MY FAMILY'S ENERGY CONSUMPTION



To what extent do you agree or disagree with the following statements around you and your family's current approach to energy consumption?

ACTIONS TAKEN TO MANAGE ENERGY CONSUMPTION



In what ways are you/ your family actively looking to manage energy consumption?

III. SUPPORT FOR GOVERNMENT ACTION

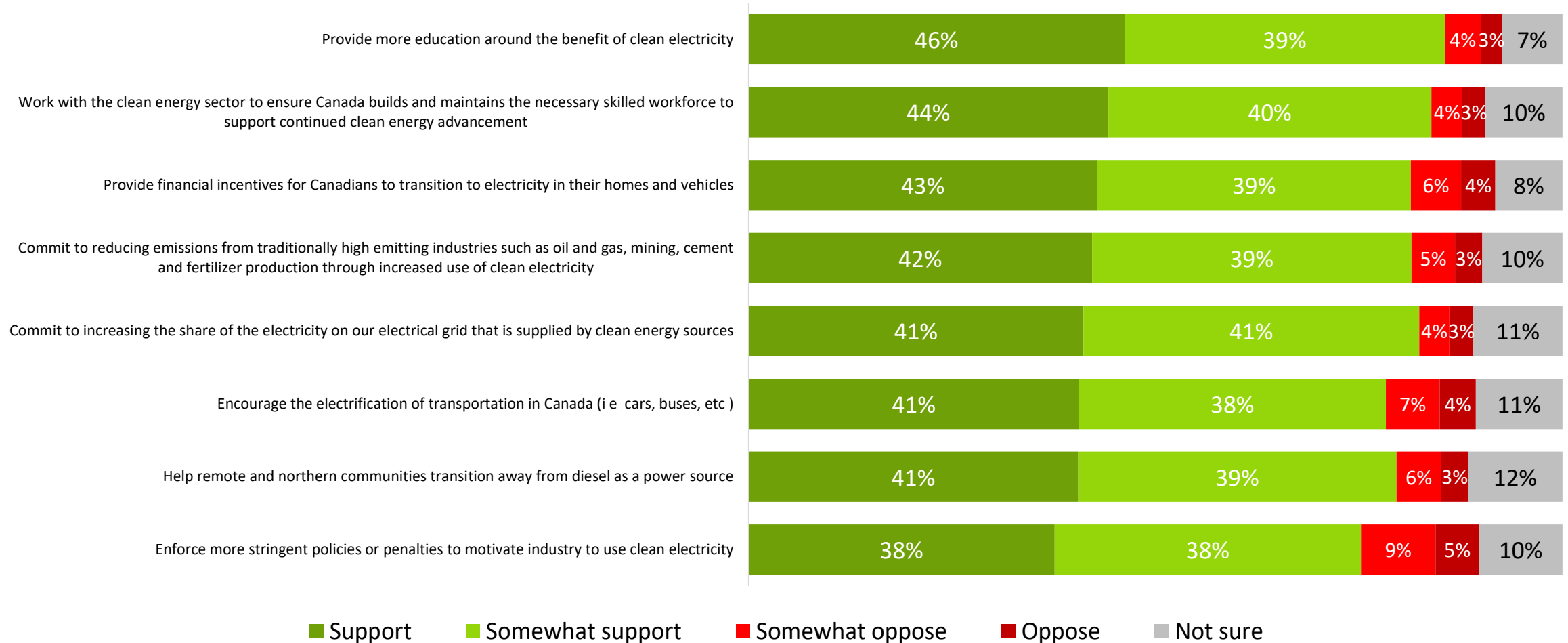
ABACUS DATA



KEY FINDINGS

- There is broad support for government to take actions that would increase the use of clean electricity in Canada. Although the highest level of support is for providing more education around the benefit of clean electricity (85% at least somewhat support), at least three quarters of Canadians support all of the measures.
 - Young people, especially those under 30 years of age, are more supportive of the government action except when it comes to having more stringent policies or penalties to motivate industry to use clean electricity. In this case, they share the view of other generations.
 - In all cases, Albertans are less supportive of government action than most of the country. When it comes to the electrification of transportation and more stringent policies or penalties to motivate industry to use clean electricity, those who live in Manitoba or Saskatchewan share the less supportive Albertan view.

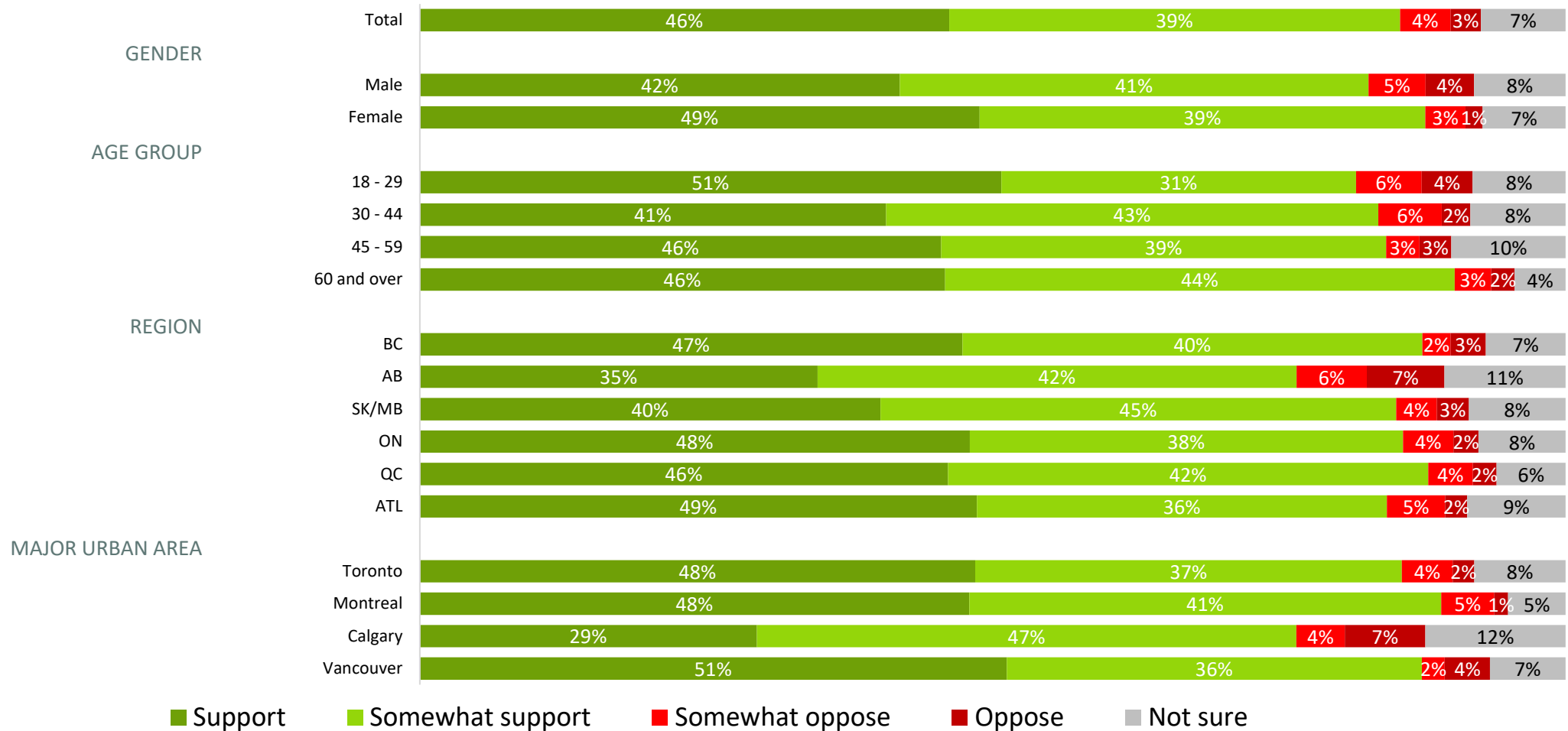
SUPPORT FOR GOVERNMENT UNDERTAKINGS



To what extent do you support or oppose the Canadian government undertaking the following to increase the use of clean electricity in Canada?

SUPPORT FOR GOVERNMENT UNDERTAKING

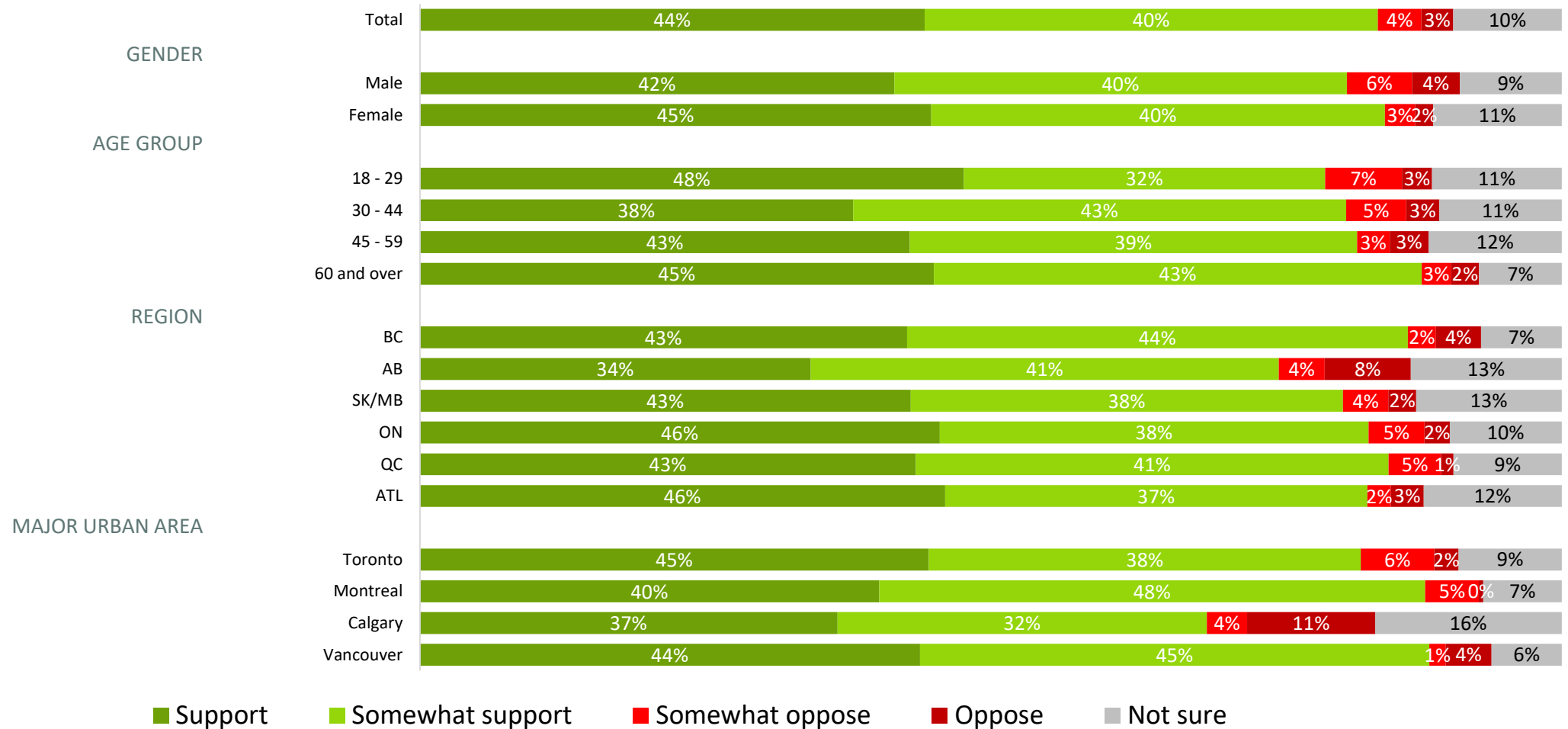
PROVIDE MORE EDUCATION AROUND THE BENEFIT OF CLEAN ELECTRICITY



To what extent do you support or oppose the Canadian government undertaking the following to increase the use of clean electricity in Canada?

SUPPORT FOR GOVERNMENT UNDERTAKING

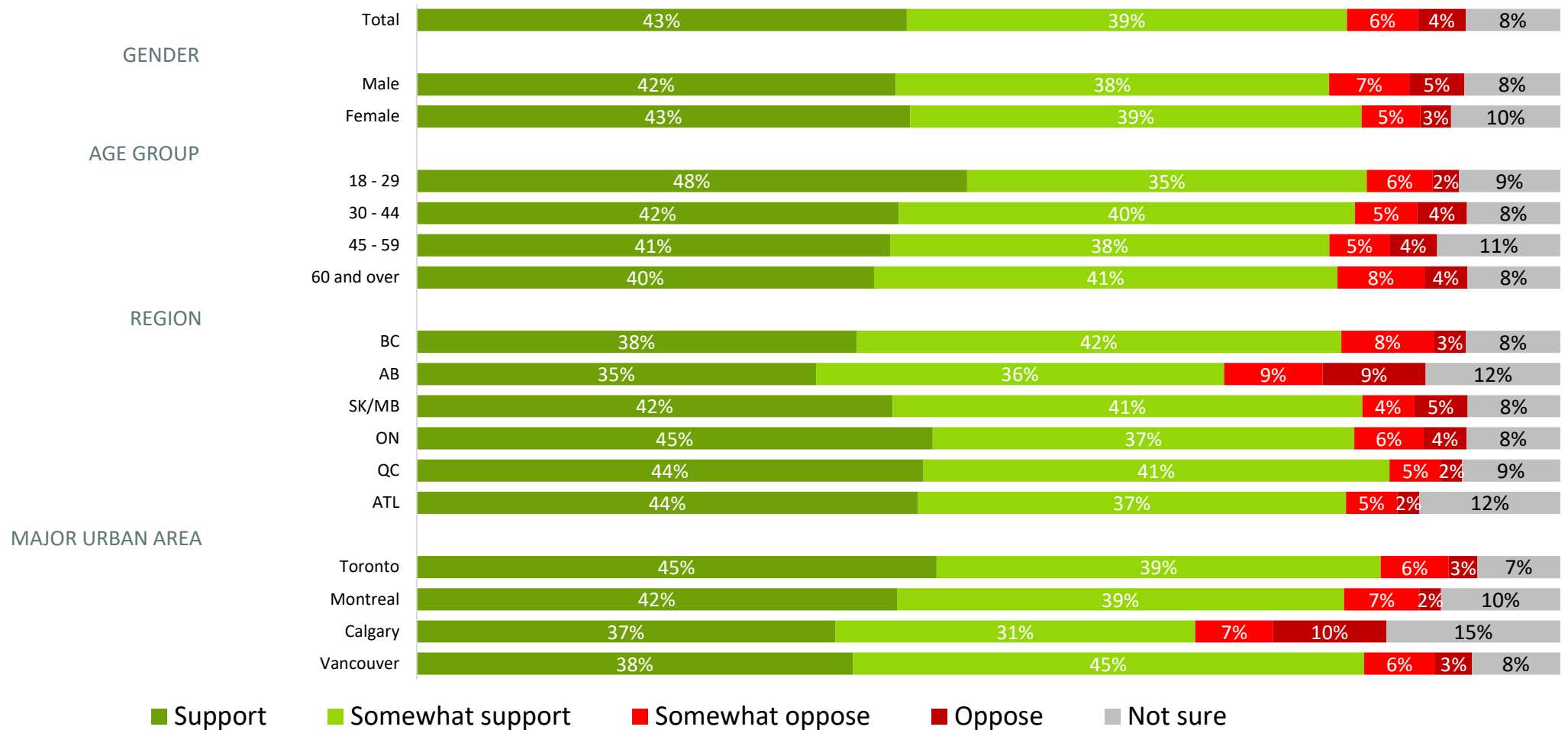
WORK WITH THE CLEAN ENERGY SECTOR TO ENSURE CANADA BUILDS AND MAINTAINS THE NECESSARY SKILLED WORKFORCE TO SUPPORT CONTINUED CLEAN ENERGY ADVANCEMENT



To what extent do you support or oppose the Canadian government undertaking the following to increase the use of clean electricity in Canada?

SUPPORT FOR GOVERNMENT UNDERTAKING

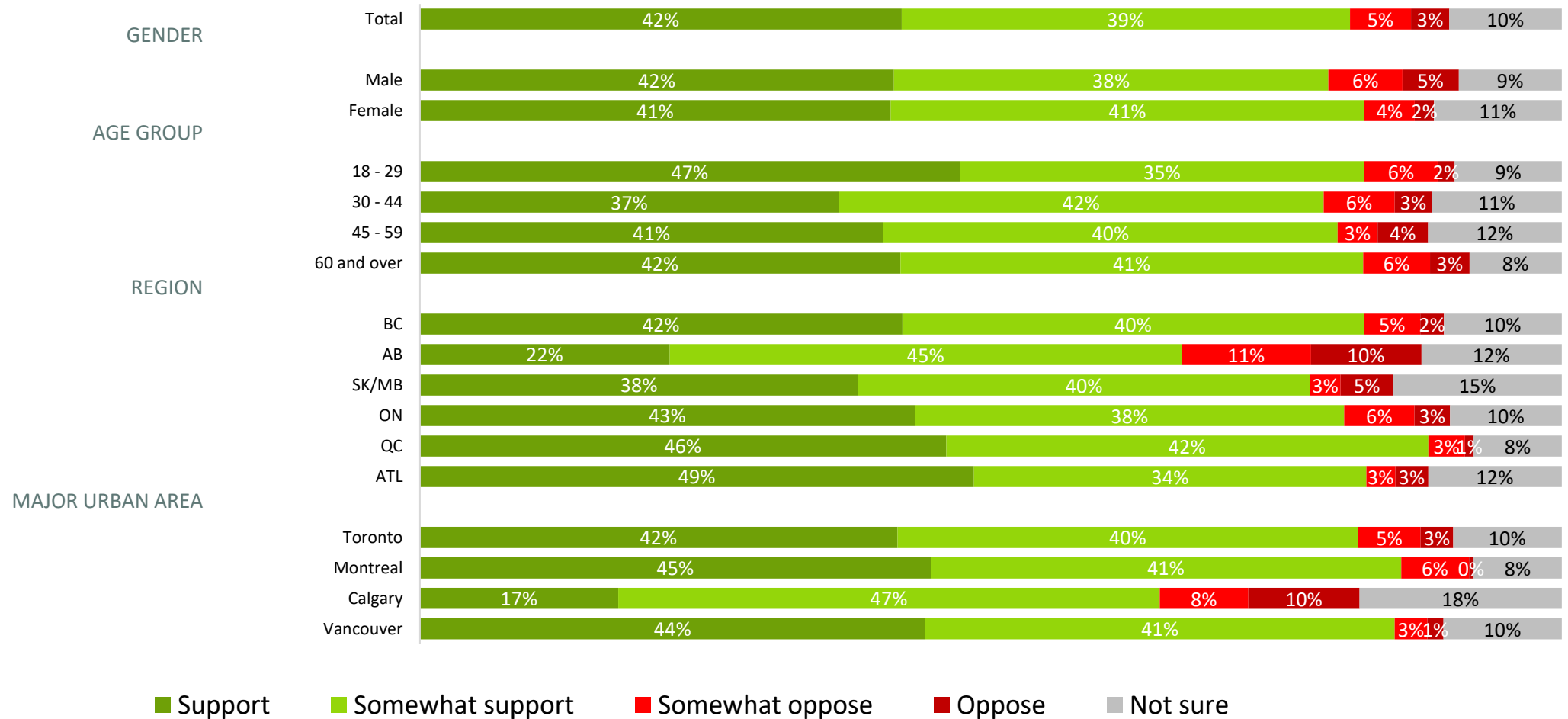
PROVIDE FINANCIAL INCENTIVES FOR CANADIANS TO TRANSITION TO ELECTRICITY IN THEIR HOMES AND VEHICLES



To what extent do you support or oppose the Canadian government undertaking the following to increase the use of clean electricity in Canada?

SUPPORT FOR GOVERNMENT UNDERTAKING

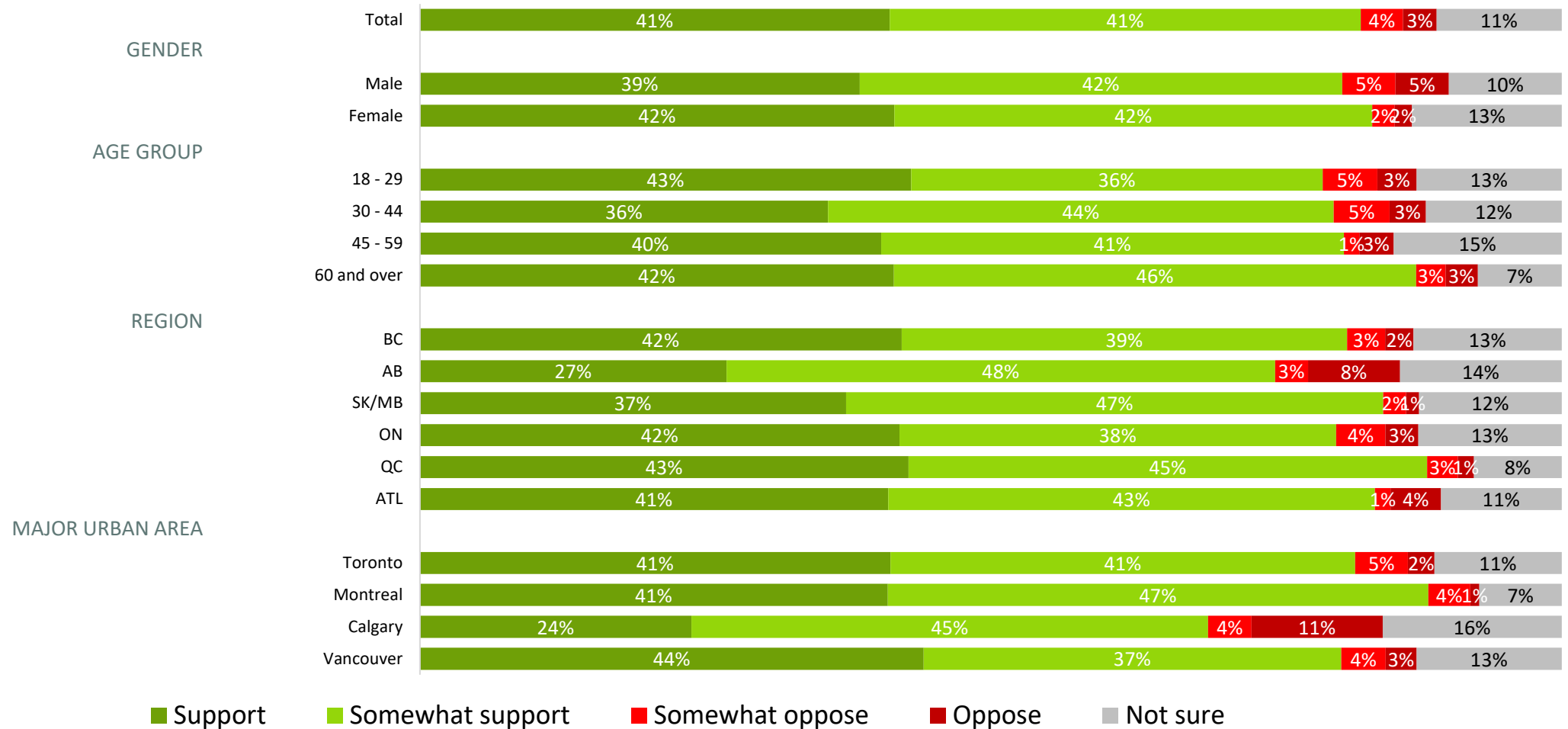
COMMIT TO REDUCING EMISSIONS FROM TRADITIONALLY HIGH EMITTING INDUSTRIES SUCH AS OIL AND GAS, MINING, CEMENT AND FERTILIZER PRODUCTION THROUGH INCREASED USE OF CLEAN ELECTRICITY



To what extent do you support or oppose the Canadian government undertaking the following to increase the use of clean electricity in Canada?

SUPPORT FOR GOVERNMENT UNDERTAKING

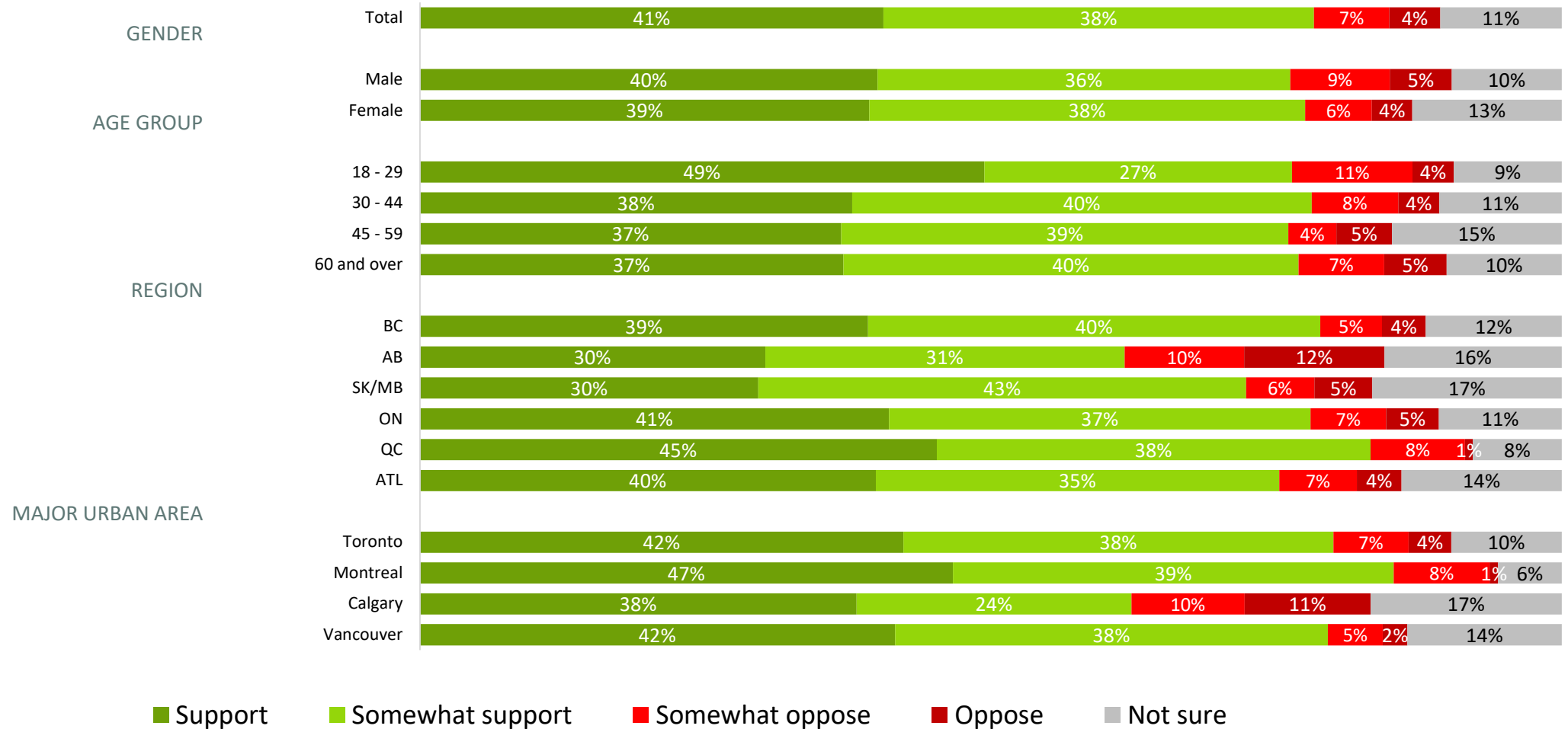
COMMIT TO INCREASING THE SHARE OF THE ELECTRICITY ON OUR ELECTRICAL GRID THAT IS SUPPLIED BY CLEAN ENERGY SOURCES



To what extent do you support or oppose the Canadian government undertaking the following to increase the use of clean electricity in Canada?

SUPPORT FOR GOVERNMENT UNDERTAKING

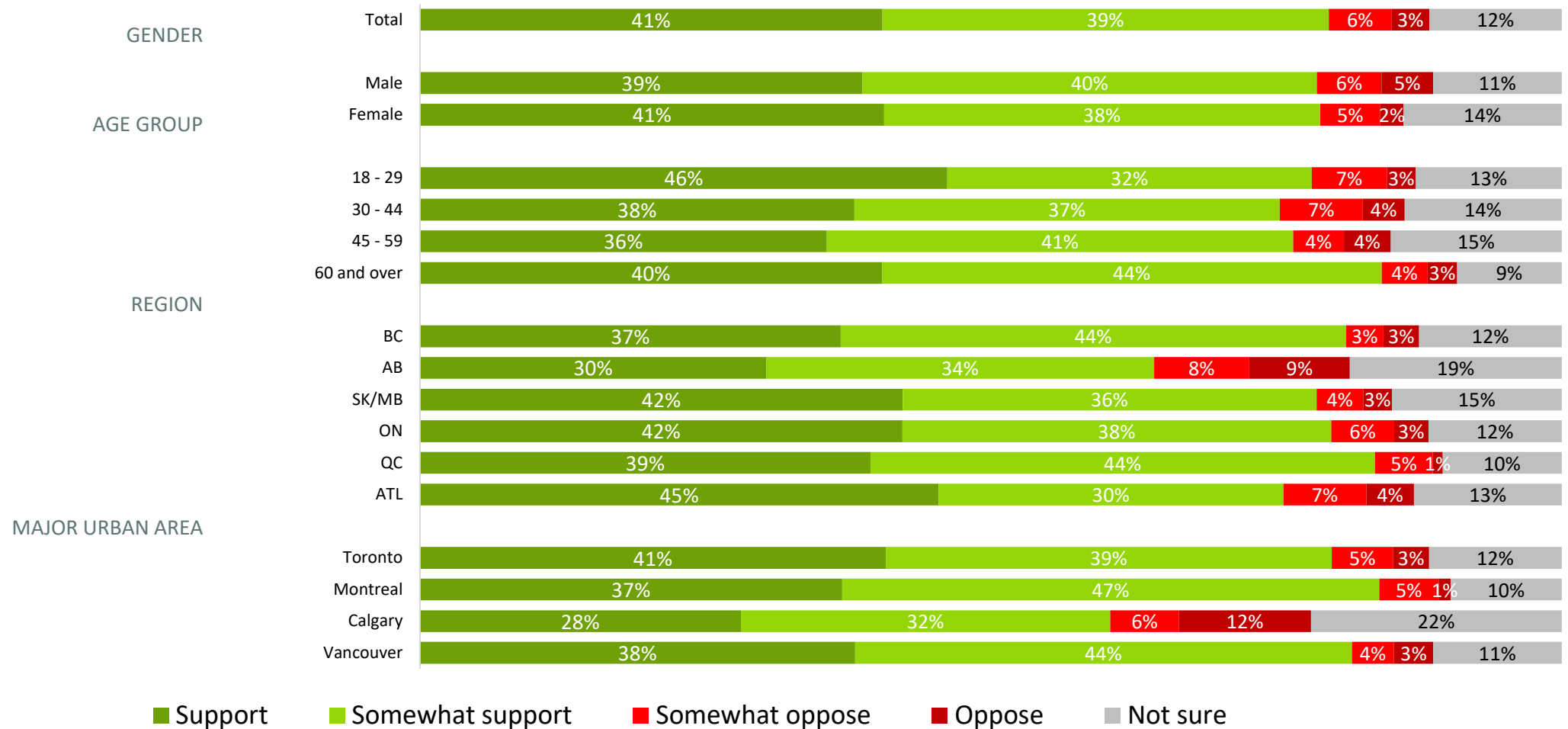
ENCOURAGE THE ELECTRIFICATION OF TRANSPORTATION IN CANADA



To what extent do you support or oppose the Canadian government undertaking the following to increase the use of clean electricity in Canada?

SUPPORT FOR GOVERNMENT UNDERTAKING

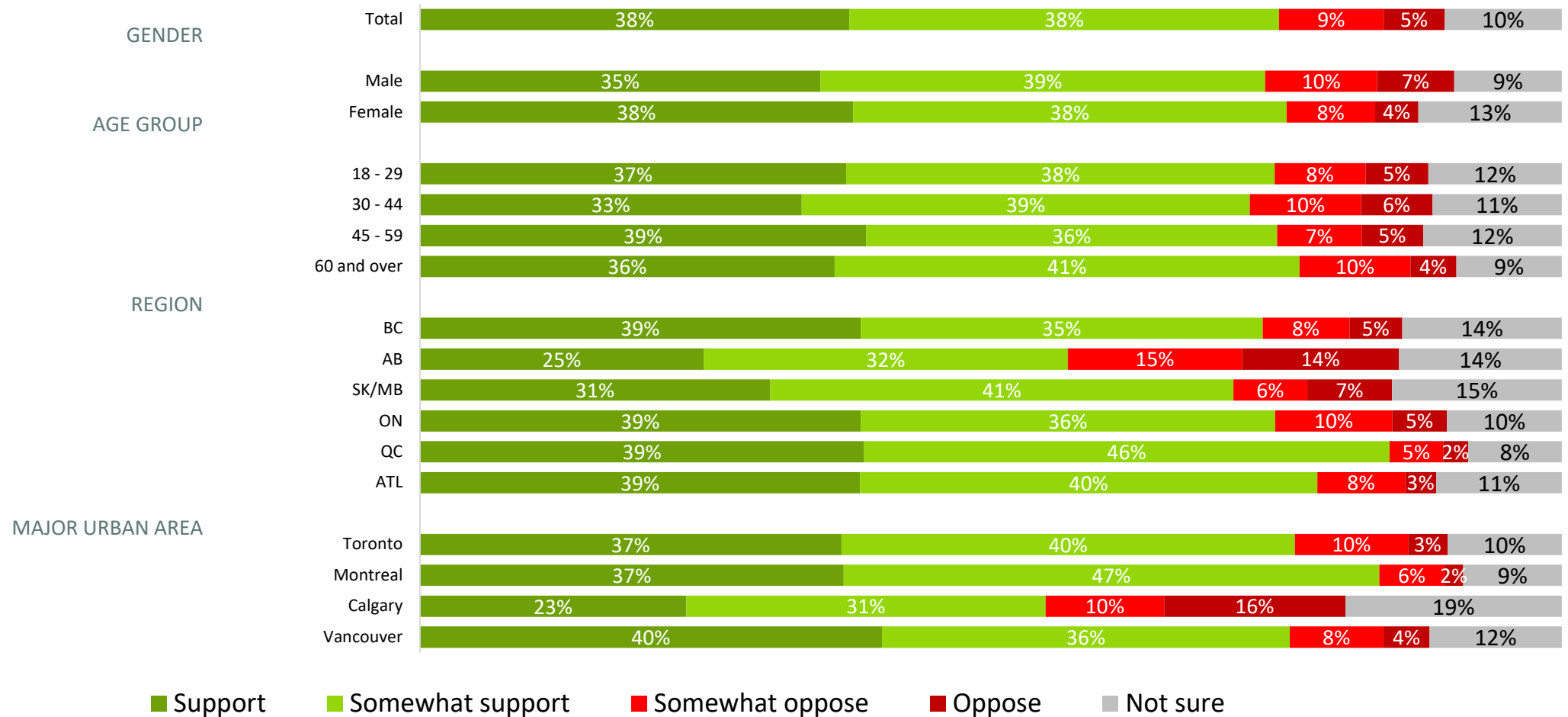
HELP REMOTE AND NORTHERN COMMUNITIES TRANSITION AWAY FROM DIESEL AS A POWER SOURCE



To what extent do you support or oppose the Canadian government undertaking the following to increase the use of clean electricity in Canada?

SUPPORT FOR GOVERNMENT UNDERTAKING

ENFORCE MORE STRINGENT POLICIES OR PENALTIES TO MOTIVATE INDUSTRY TO USE CLEAN ELECTRICITY



To what extent do you support or oppose the Canadian government undertaking the following to increase the use of clean electricity in Canada?

IV. HOME USE OF FOSSIL FUELS

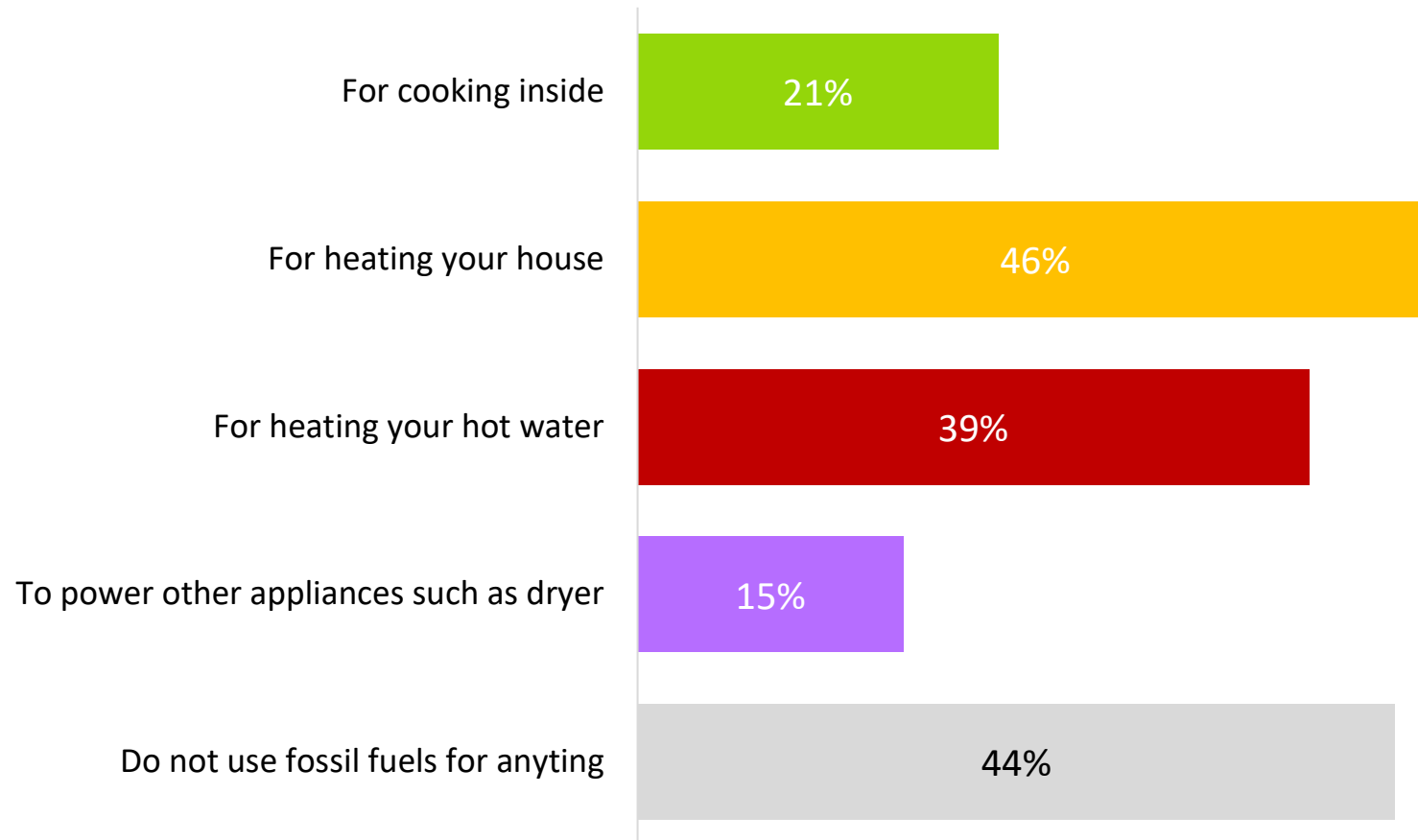
ABACUS DATA



KEY FINDINGS

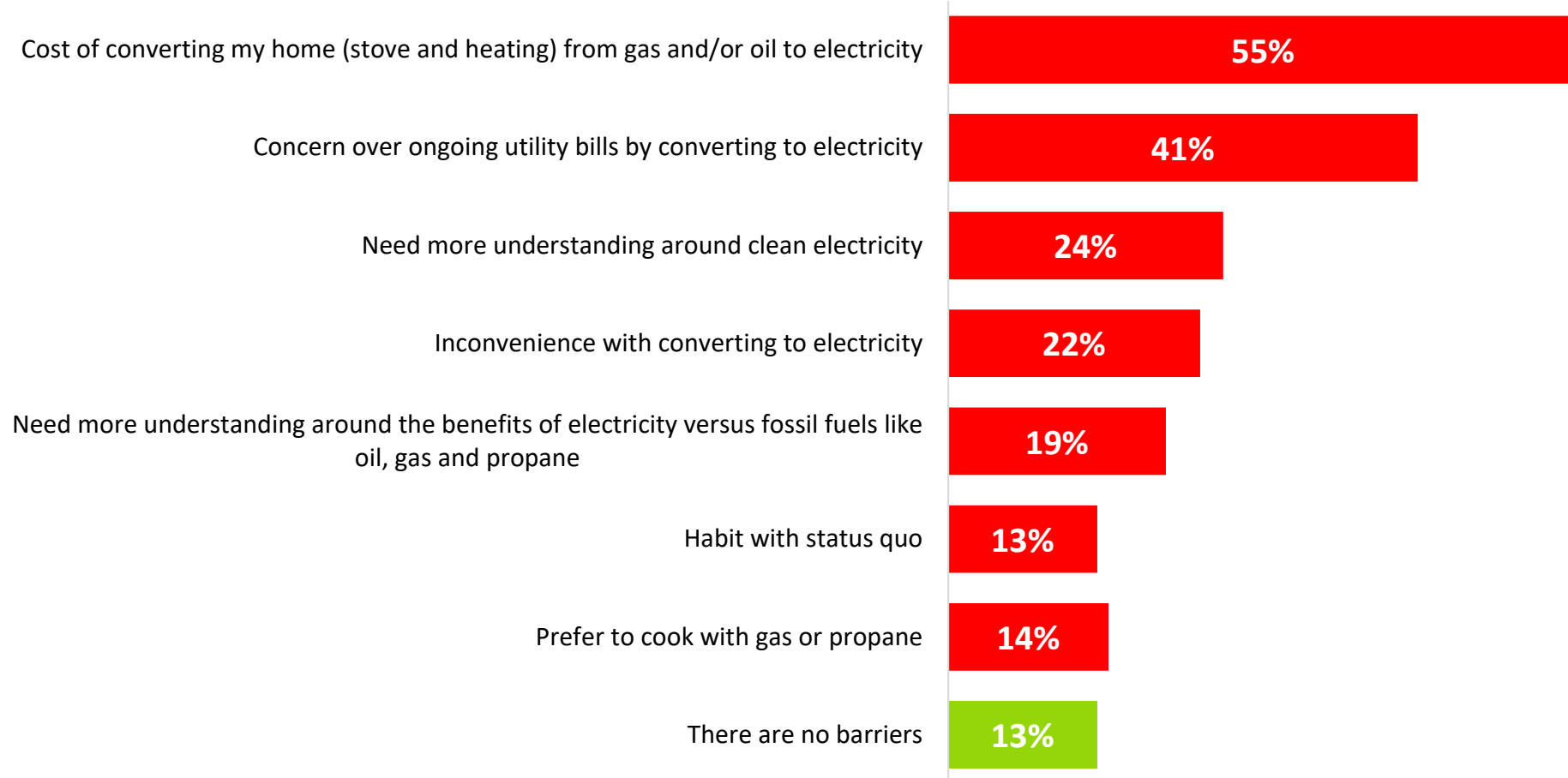
- More than half of Canadians use fossil fuels like natural gas, oil and propane for at least some of their household energy needs. Home heating is the most prevalent use (44%), followed by hot water heating and cooking.
- The main barriers for those who use fossil fuels in converting their existing oil, gas or propane sources of energy to clean electricity are the cost of converting my home (stove and heating) to electricity (55%), and concern with the cost of utility bills (41%). A preference for cooking with gas or propane is also a top barrier for those who use fossil fuels for cooking. Notably only 13% of Canadians who use fossil fuels in their household say there are no barriers.

HOME USE OF FOSSIL FUELS



Do you currently use fossil fuels like natural gas, oil and propane for any of the following in your home?

BARRIERS TO SWITCHING FROM FOSSIL FUELS



What, if any, are the main barriers for you in converting your existing oil, gas or propane sources of energy to clean electricity? [SELECT UP TO 3]