Leger

Toronto Board of Trade

Shaping the Energy Future: What Canadians Really think About Climate and Energy Policy

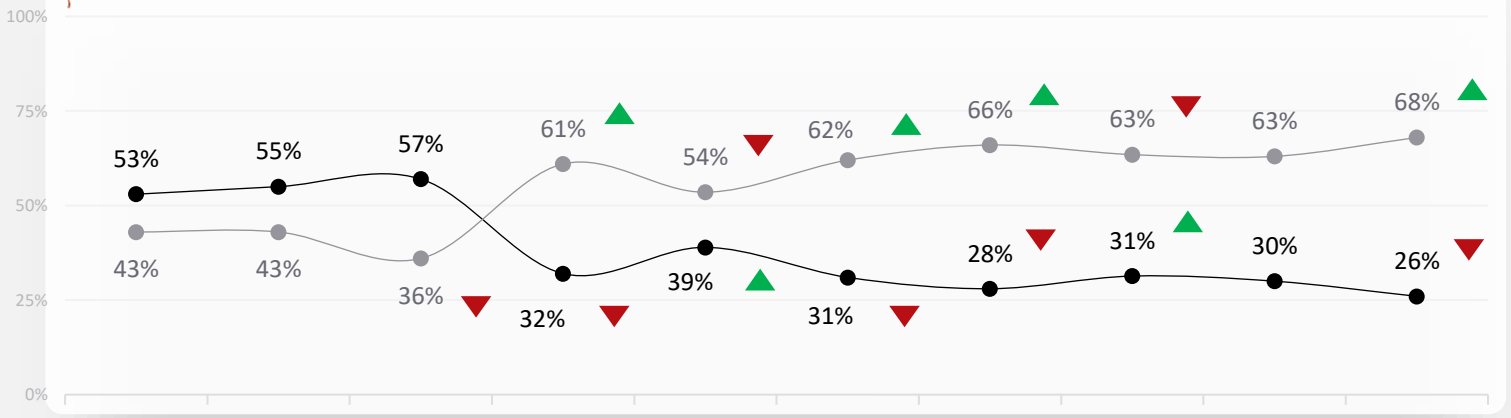
Jennifer McLeod Macey

CURRENT ECONOMIC PERCEPTIONS

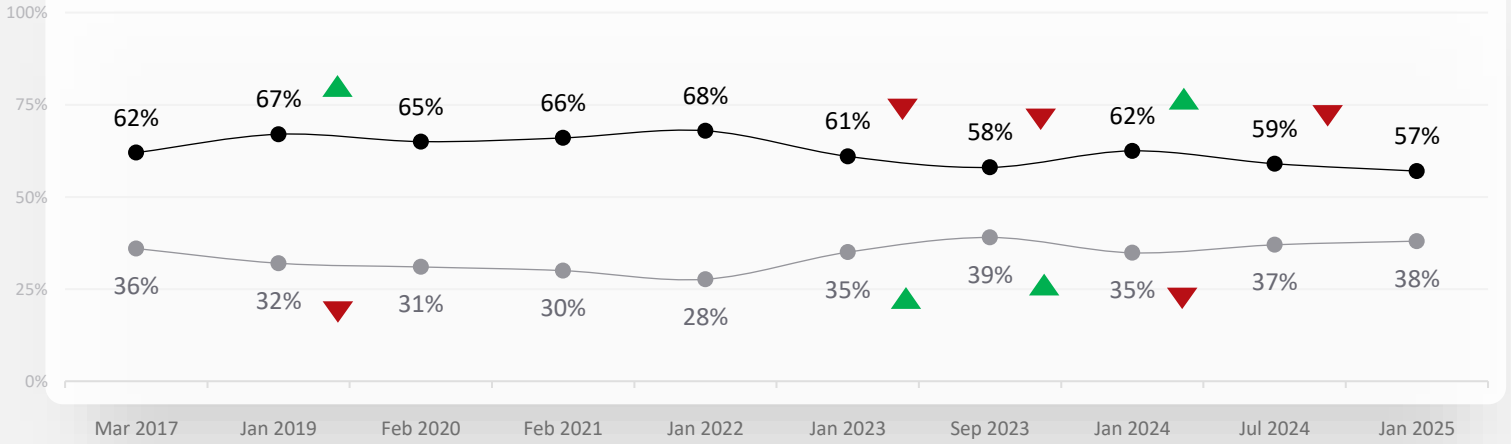
While what is top of mind for Canadians may have shifted, views of the Canadian economy and household finances have yet to recover.

While changes are small wave to wave, if anything we see positivity eroding further on both fronts in January 2025 and confidence in the national economy is at a historic low. While some of this may be due to generally less positive moods at this time of year, it nonetheless represents the continuation of a more durable trend.

Canada Economy



Household Finances



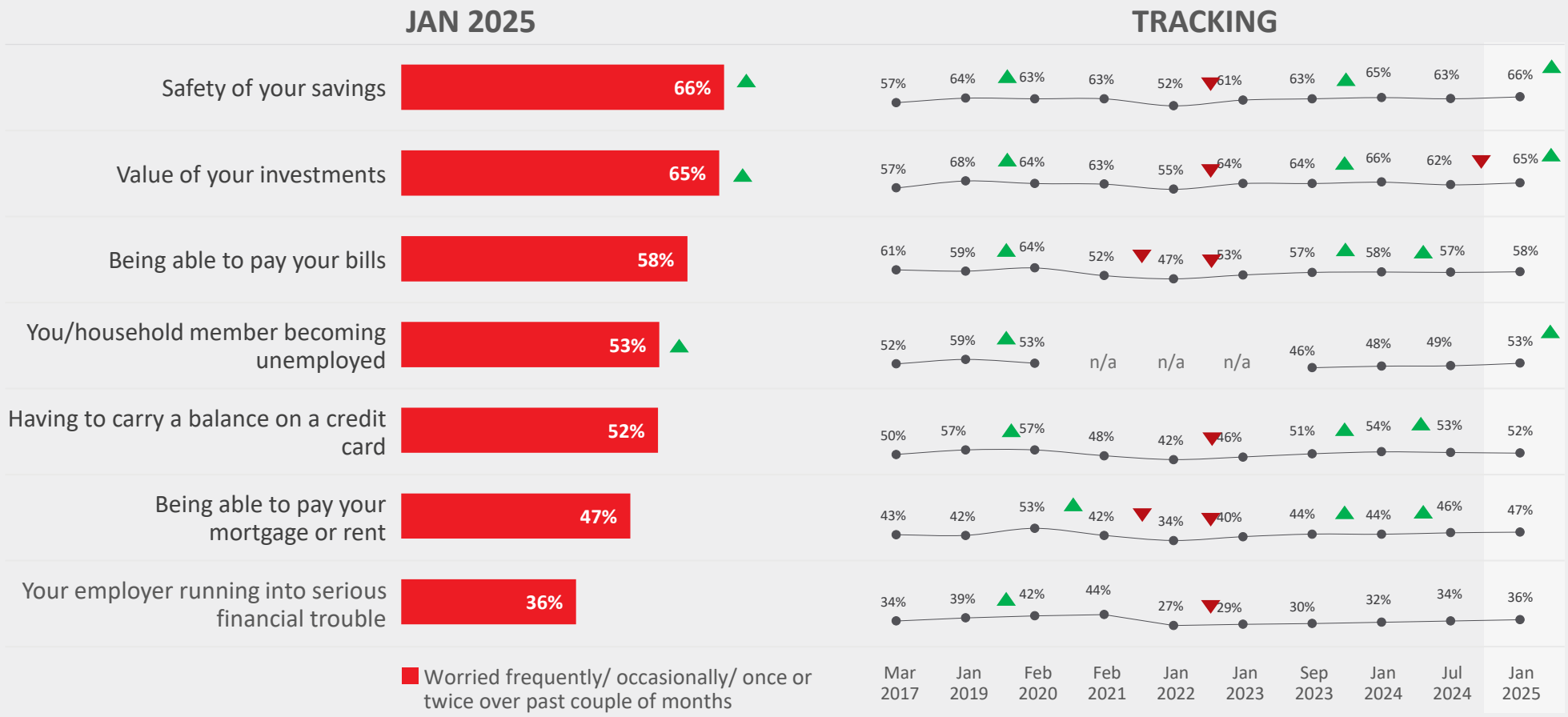
Good/very good
Poor/very poor

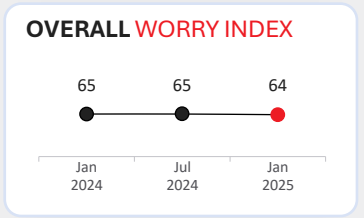
How would you describe the economic conditions in Canada today?
How would you describe your own household's finances today?

▲▼Statistically significantly higher/lower than previous wave

WORRIES

In line with other indicators, economic worries are not disappearing, with the general trend being small increases in the proportion of Canadians worried about each issue, which brings results back to or above past highs. Because changes for individual metrics are small, taken as a whole, our “worry index” is little changed over the year we have been measuring it.





Note

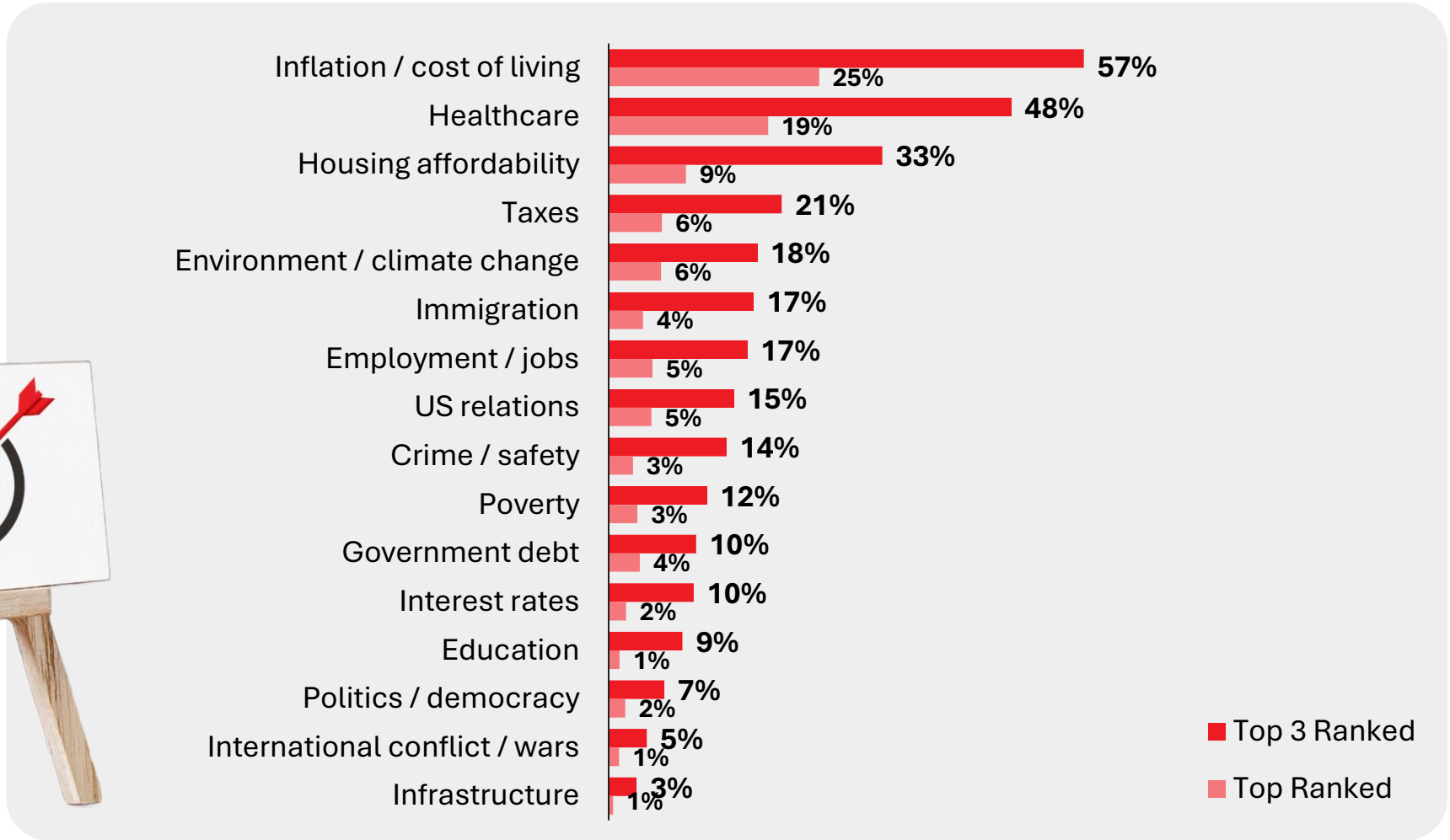
Weighted score of worries, with weights determined by key driver analysis against perceptions of household finances.

In the past couple of months, how often have you worried about each of the following?

▲▼Statistically significantly higher/lower than previous wave

Most Important Issues to Canadians

Q1. Thinking about Canada today, what's the most important issue to you currently?
Base: All respondents (n=1578)



Opinion of Climate in Canada

Q2. Which of the following statements best represents your opinion of the environment/climate in Canada?
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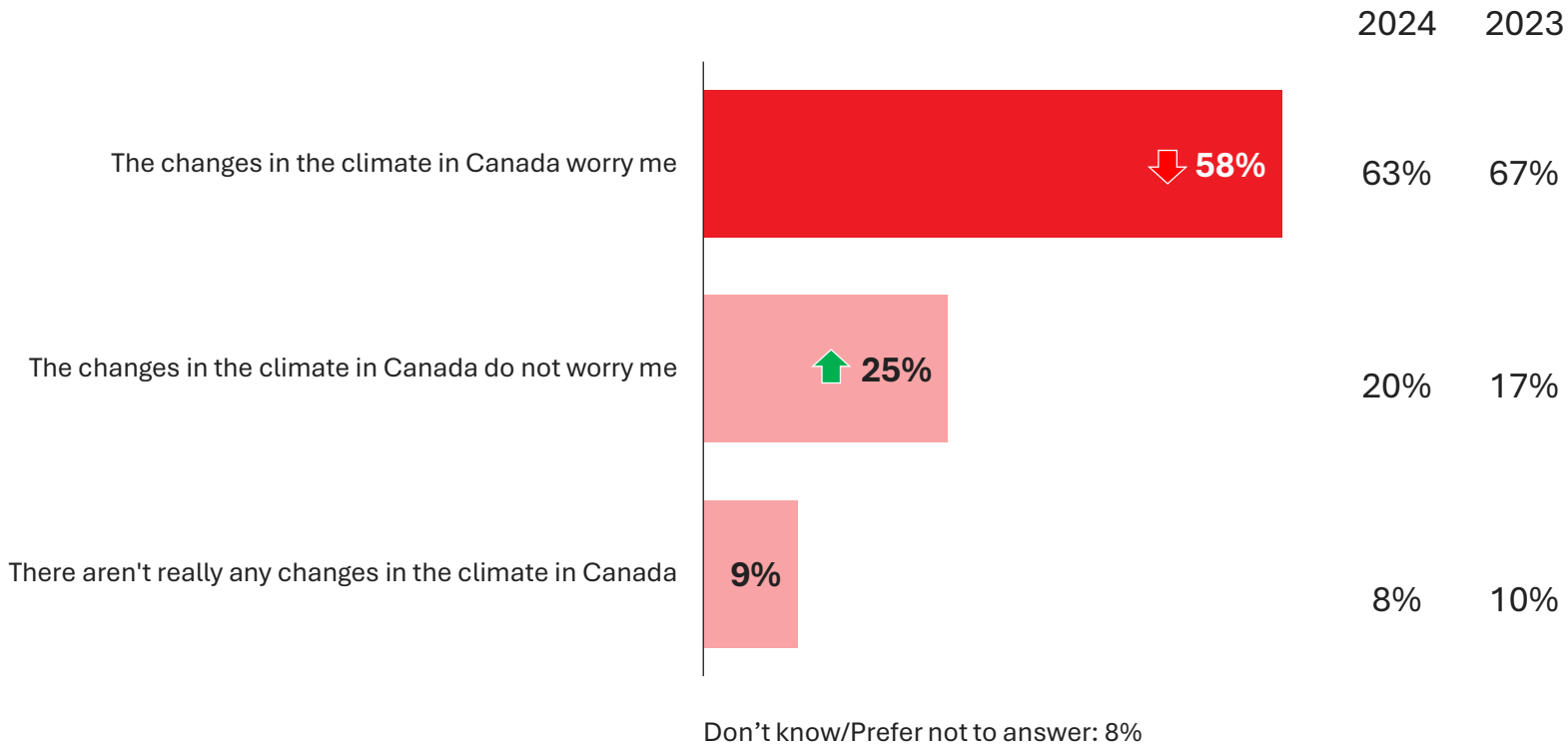

Don’t know/Prefer not to answer: 8%

Significantly higher/lower than previous wave

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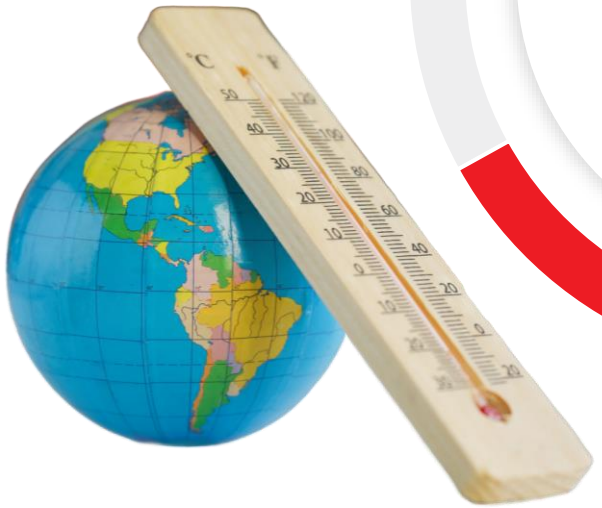
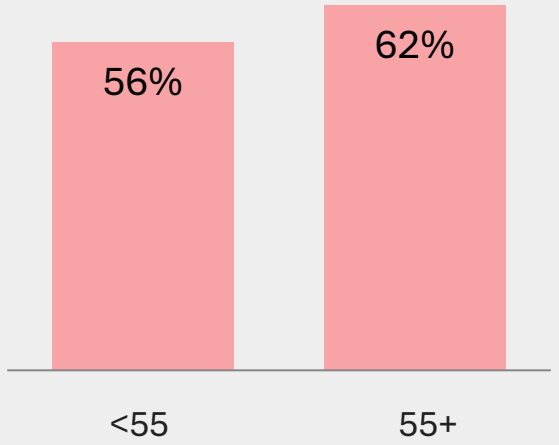


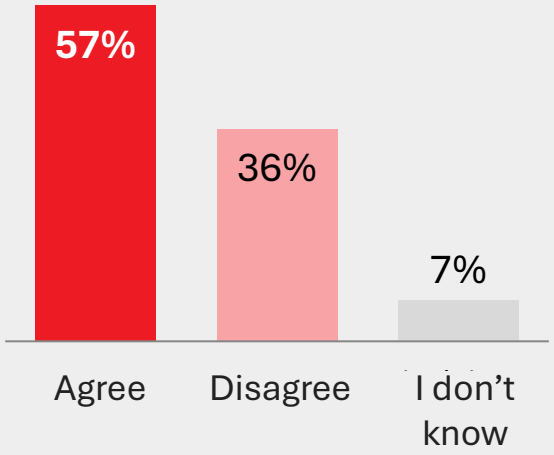
Worry about climate change
by age



Impact of LA Wildfires

Q3. To what extent do you agree/disagree with each of the statements below?
Base: All respondents (n=1578)

The wildfires in Los Angeles have made me think more seriously about climate change



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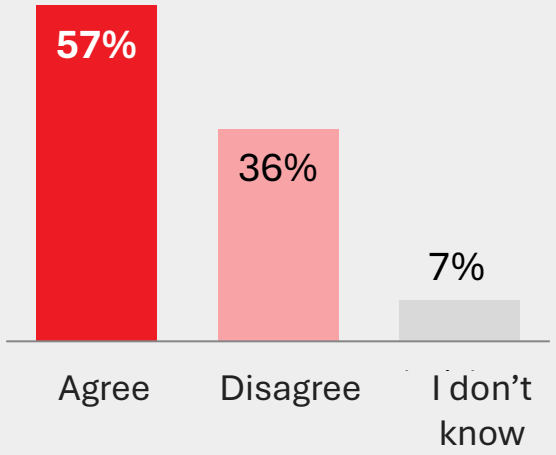
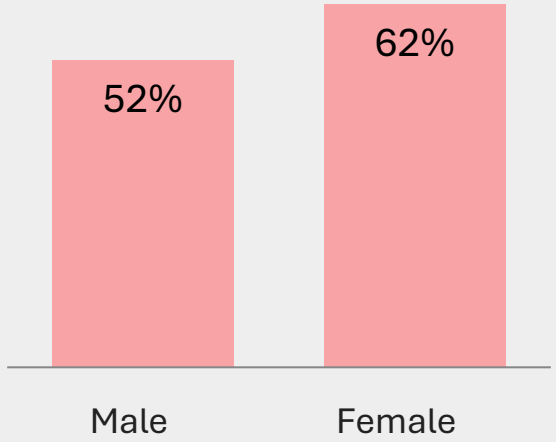


% Agree
by gender



Climate Catastrophe Concern

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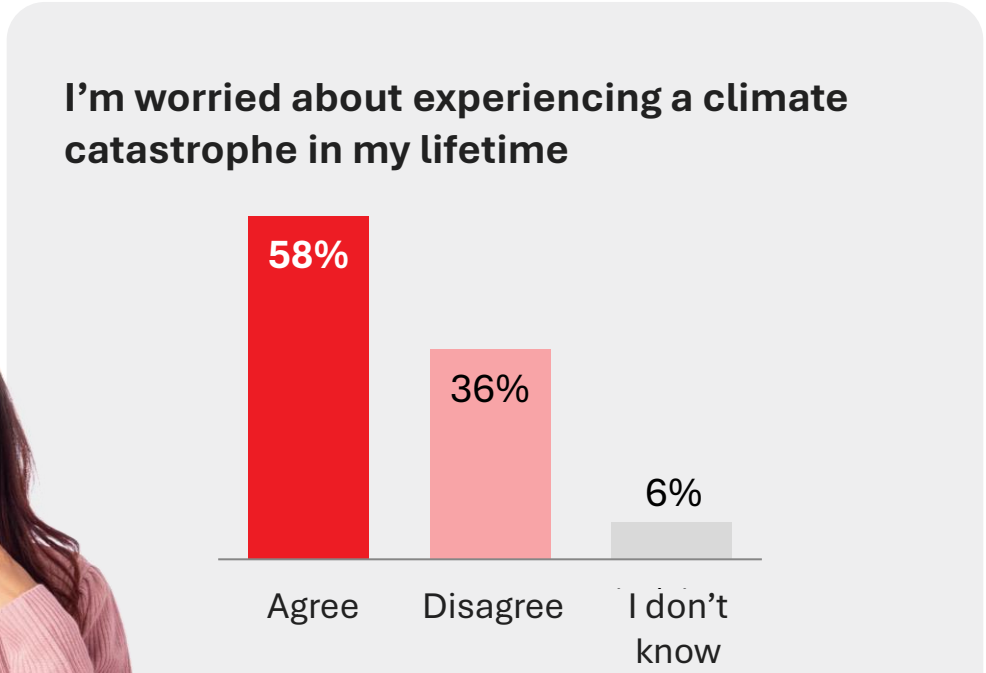

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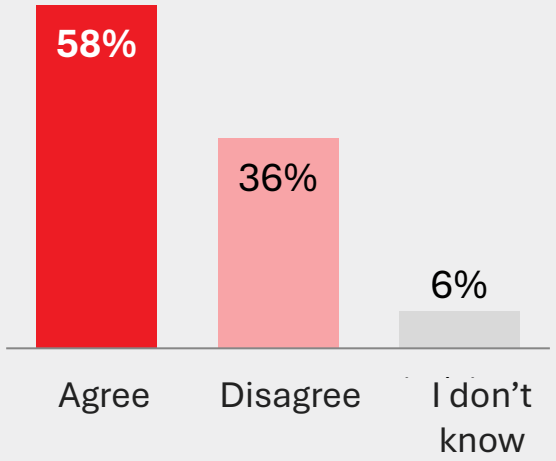
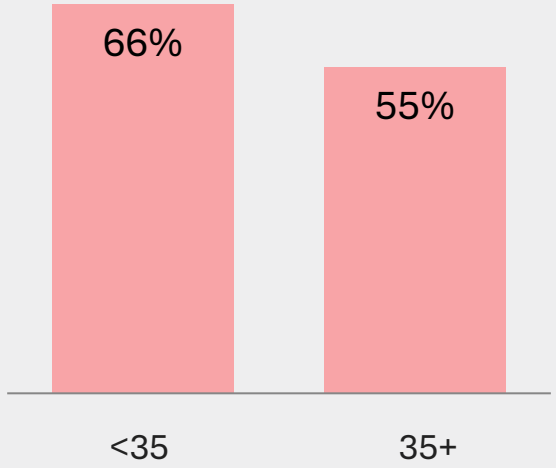
I'm worried about experiencing a climate catastrophe in my lifetime



% Agree
by age



Life Changes to Address Climate Change

Q3. To what extent do you agree/disagree with each of the statements below?
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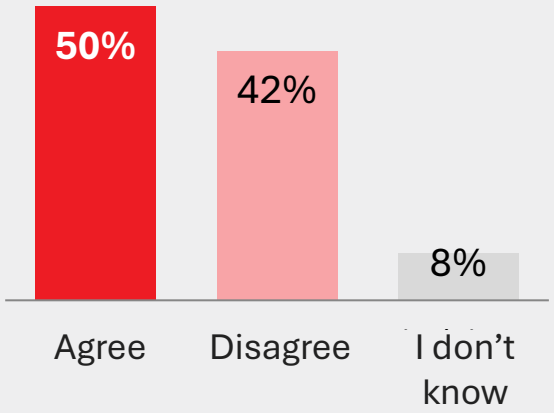
I've made significant changes in my life to address climate change



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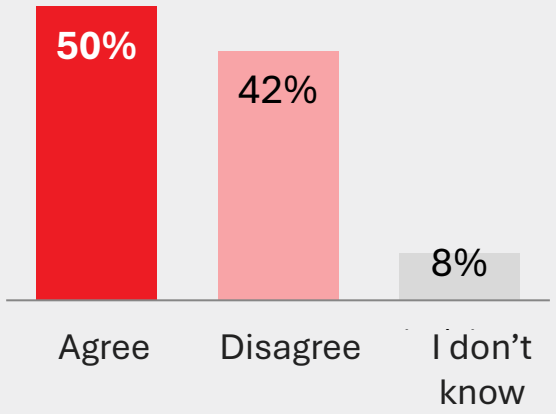
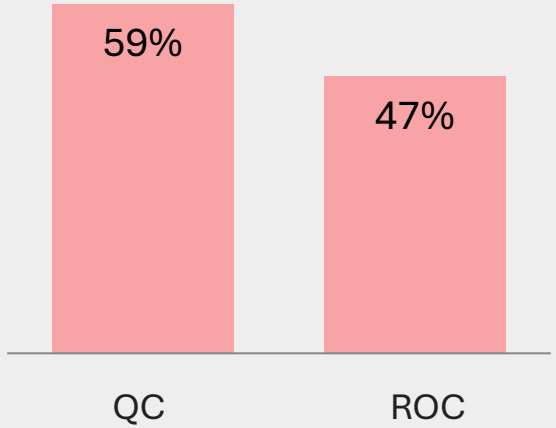


% Agree
by region



Impact of Environment on Voting Intention

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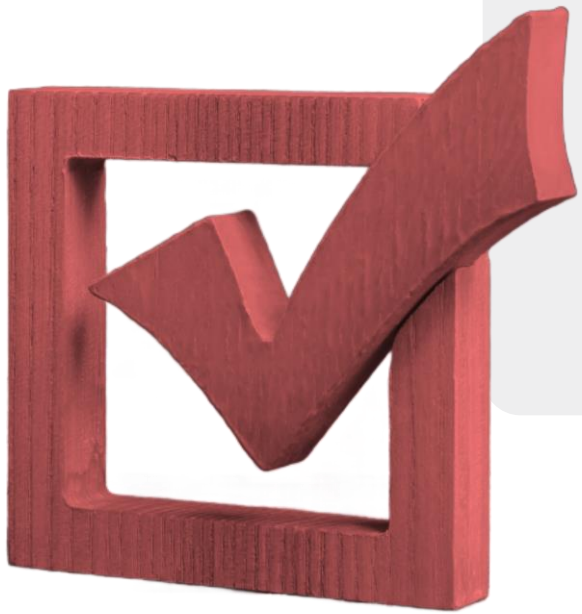
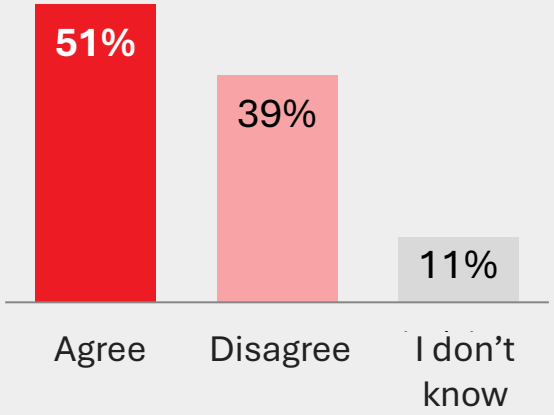


The environment will be an important factor to me in how I vote in the next federal election



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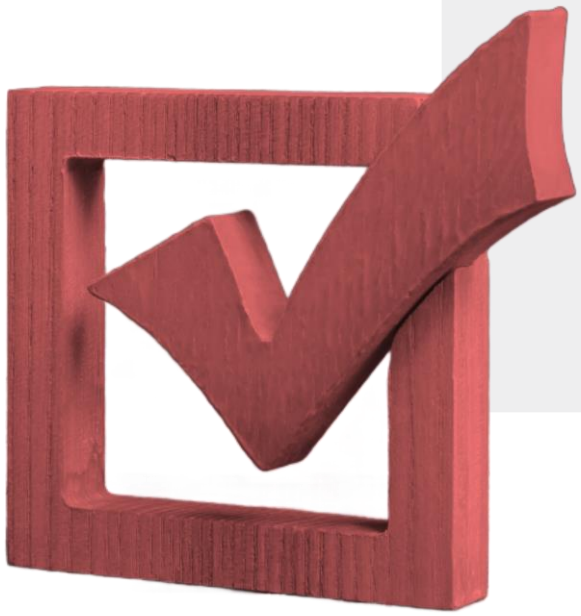

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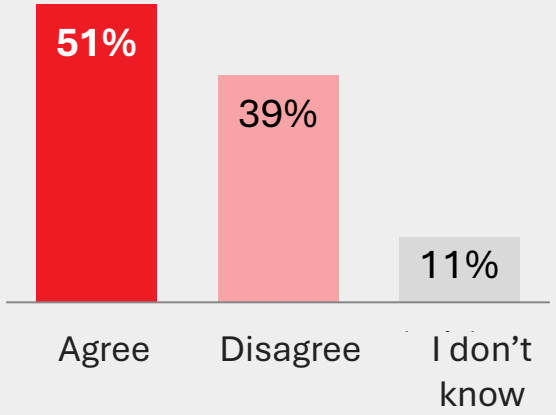

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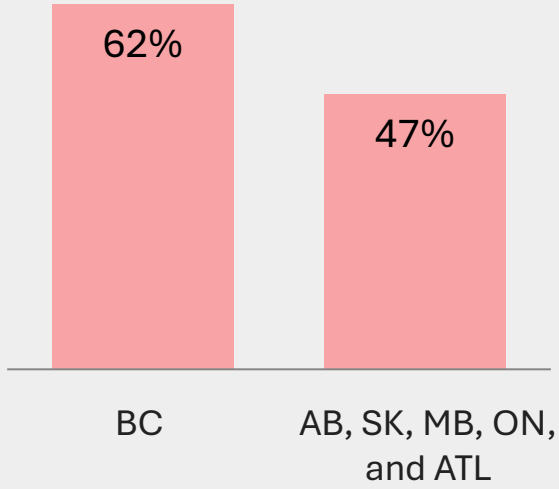

Company Environmental Impact and Purchase Decisions

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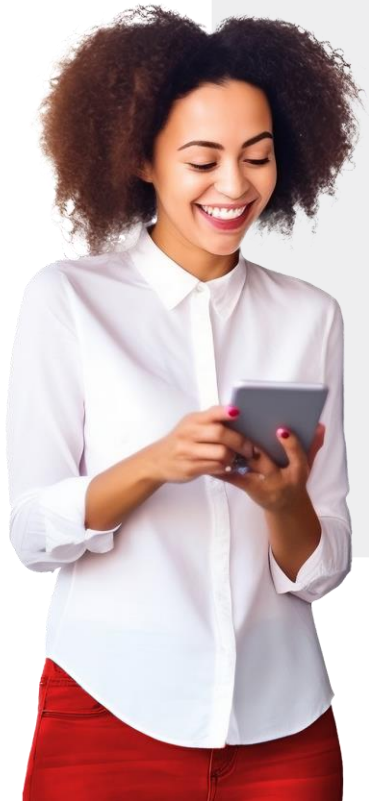
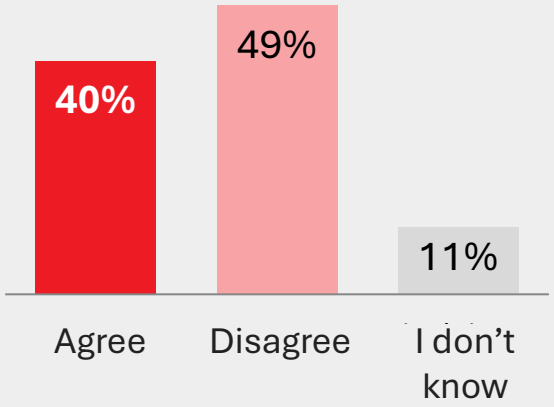


I make purchasing decisions based on a company's environmental impact



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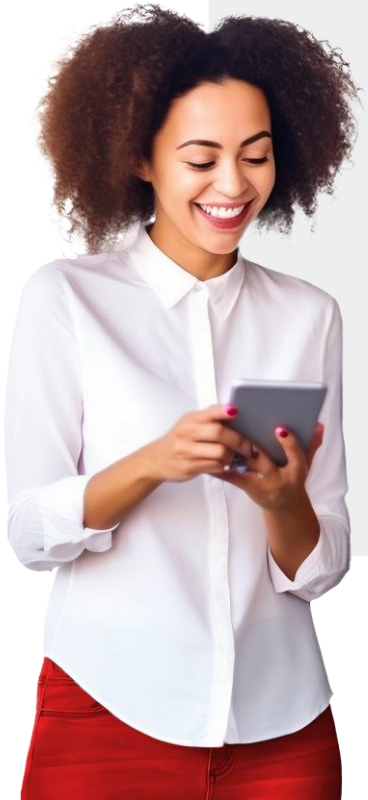

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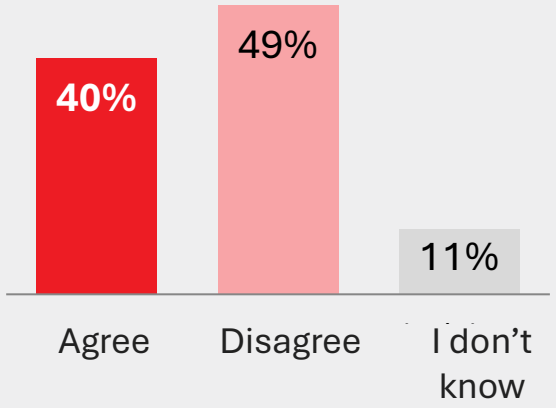

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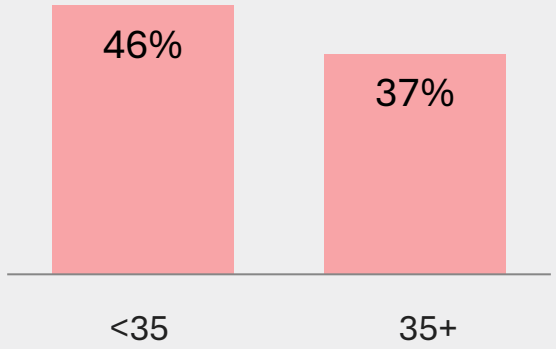

Carbon Footprint Reduction

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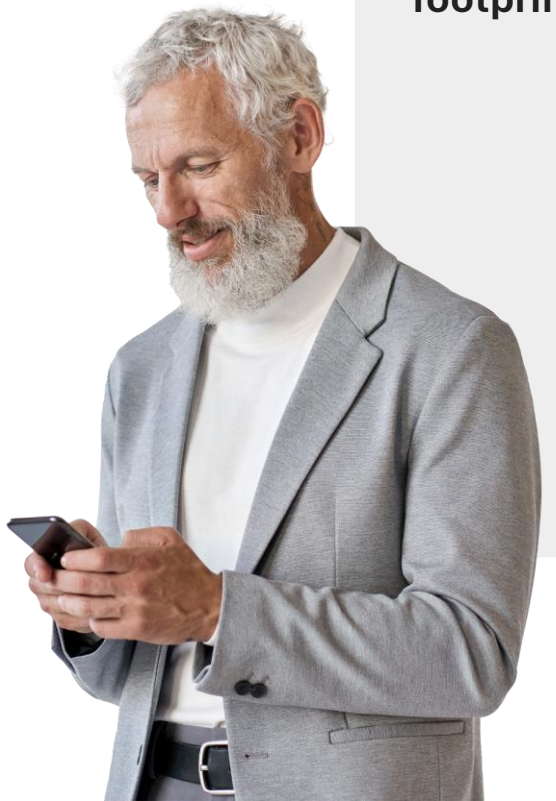
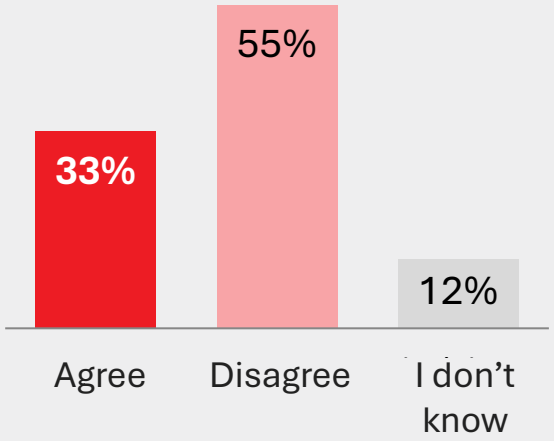


I trust businesses when they say they're taking actions to reduce their carbon footprint



Impact of New US Presidency

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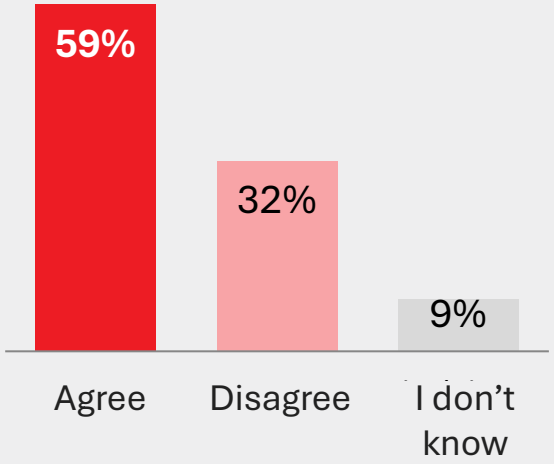
The new incoming president, Trump, has me more concerned about climate change



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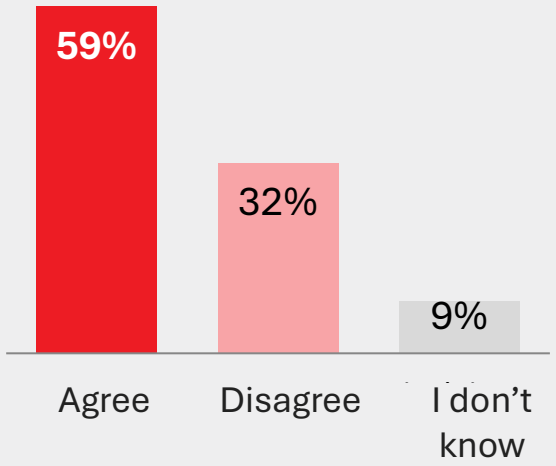

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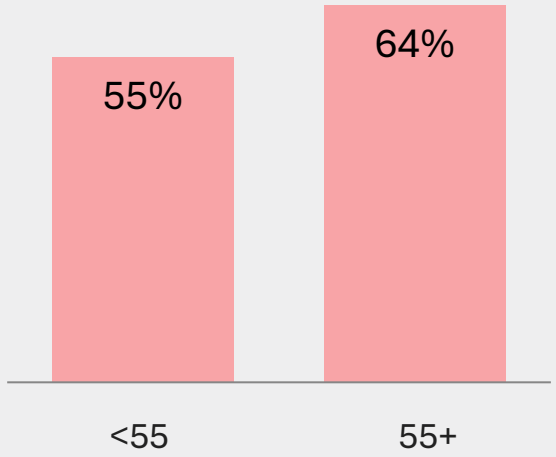
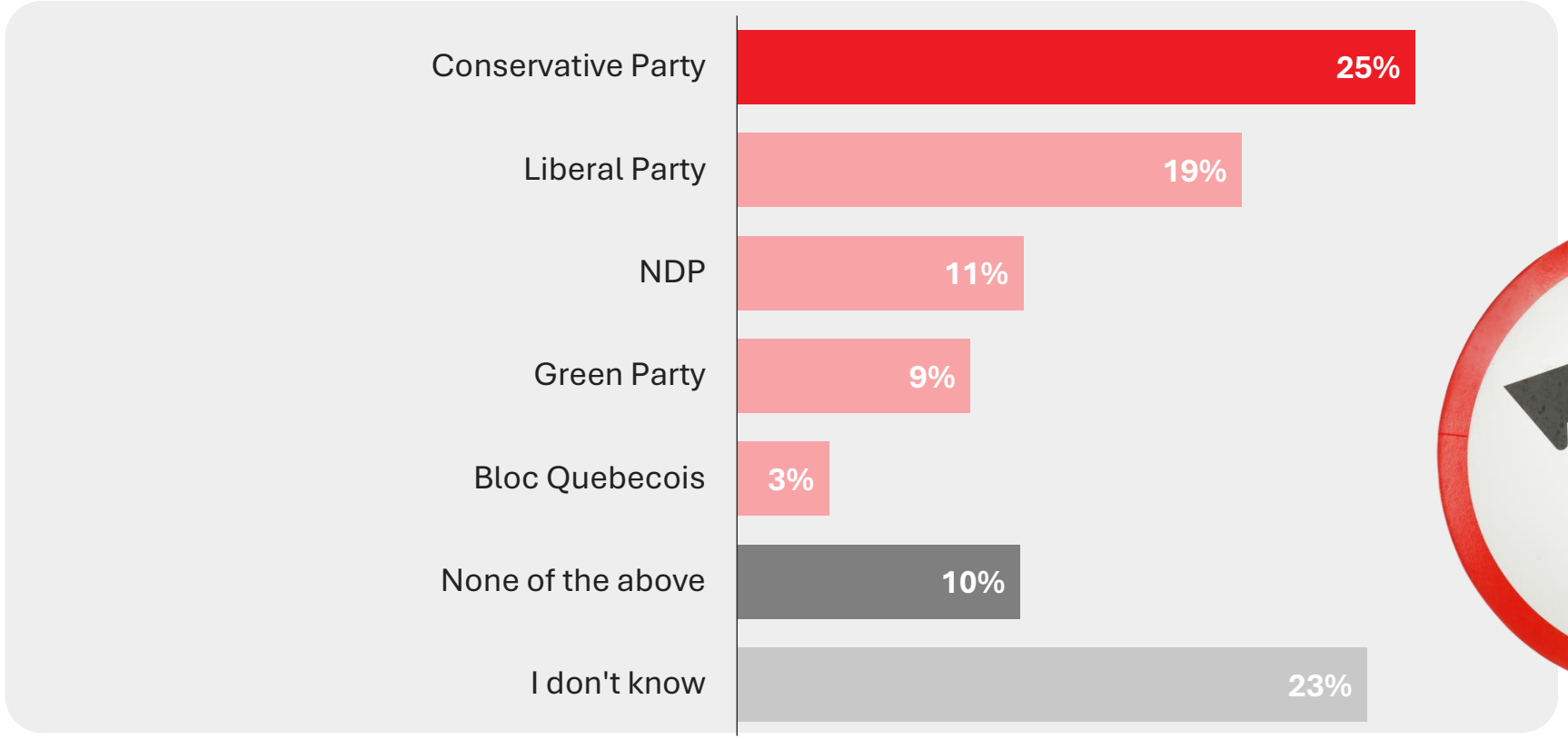


Preferred Political Party for Clean Energy Growth

Q4. Which federal political party do you think will best help Canada in growing clean energy while at the same time balancing affordability, reliability and economic performance?
Base: All respondents (n=1578)



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research companies.

8

offices in Canada coast to coast and the USA, and over

600

employees, including

235

consultants.

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online surveys and

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telephone surveys.

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500,000

members in North America.

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