



REPORT

## Extreme Weather Events

*Survey of Canadians*



THE  
CANADIAN  
PRESS

DATE 2023-09-11

# Methodology

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## Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,526).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



## When

September 8<sup>th</sup> to September 10<sup>th</sup>, 2023



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.5\%$ , (19 times out of 20) for the Canadian sample.



## Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

# Methodology

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## Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: [cbourque@leger360.com](mailto:cbourque@leger360.com)

*A more detailed methodology is presented in the Appendix.*

# Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

## 2021 CANADIAN FEDERAL ELECTION



### LEGER SURVEY

Published in *Le Journal de Montréal*  
and *The National Post/Postmedia*  
September 18, 2021

### OFFICIAL RESULTS

2021 Canadian Federal Election\*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

## Key highlights (1 of 2)

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*Canada experienced a scorching summer, marked by numerous instances of extreme weather events. From September 9 to 10, 2023, we surveyed Canadians about their perceptions of climate change, its causes, and desired future actions to fight it.*

### Some of the key highlights of our survey about the extreme weather events in Canada include...

Canadians are concerned about climate change

- Despite economic concerns being considered the biggest issue facing Canada, 72% of Canadians remain worried about climate change. This number is higher among Quebecers (84%), women (80%), and those aged 18-34 (78%).
- 74% of Canadians believe that extreme weather events are related to climate change and 65% think they will occur more often in the future.



## Key highlights (2 of 2)

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Canadians have already started to change their behavior

- 61% of Canadians have taken steps to adjust their daily habits due to worries about climate change. Additionally, 68% of Canadians are intending to make changes in the near future. Women, as well as individuals between the ages of 18 and 34, appear to be more inclined to make changes in the future (with 75% and 74% respectively).
- 40% of Canadians would make some changes to their behaviors even if this comes with a certain financial cost. This proportion is higher in the province of Quebec (50%).
- 74% of Canadians support the idea that those who pollute more should pay more to address climate change.



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REPORT

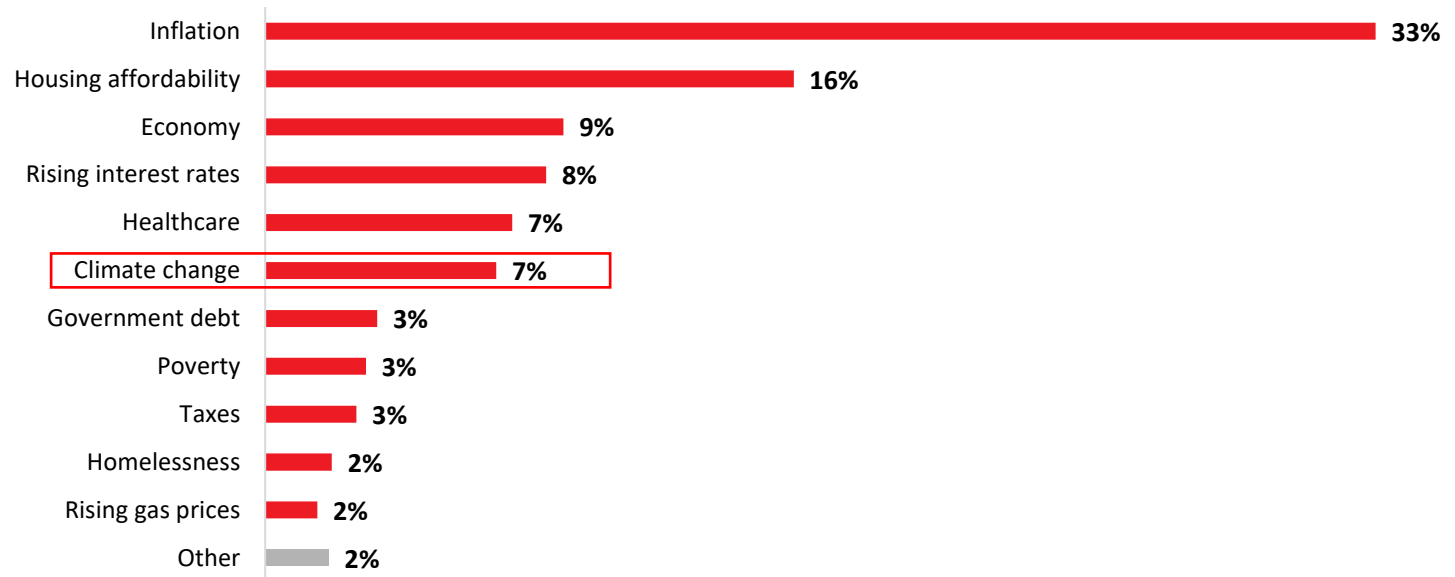
# Detailed Results

## NEW QUESTION

# Biggest Issue Facing Canada (1/2)

**Q1.** What is the number one issue facing Canada today?

Base: All respondents (n=1,526)



\*Items mentioned by 1% of respondents or less are not shown.



NEW QUESTION

# Biggest Issue Facing Canada (2/2) – Top Answers Presented

**Q1.** What is the number one issue facing Canada today?

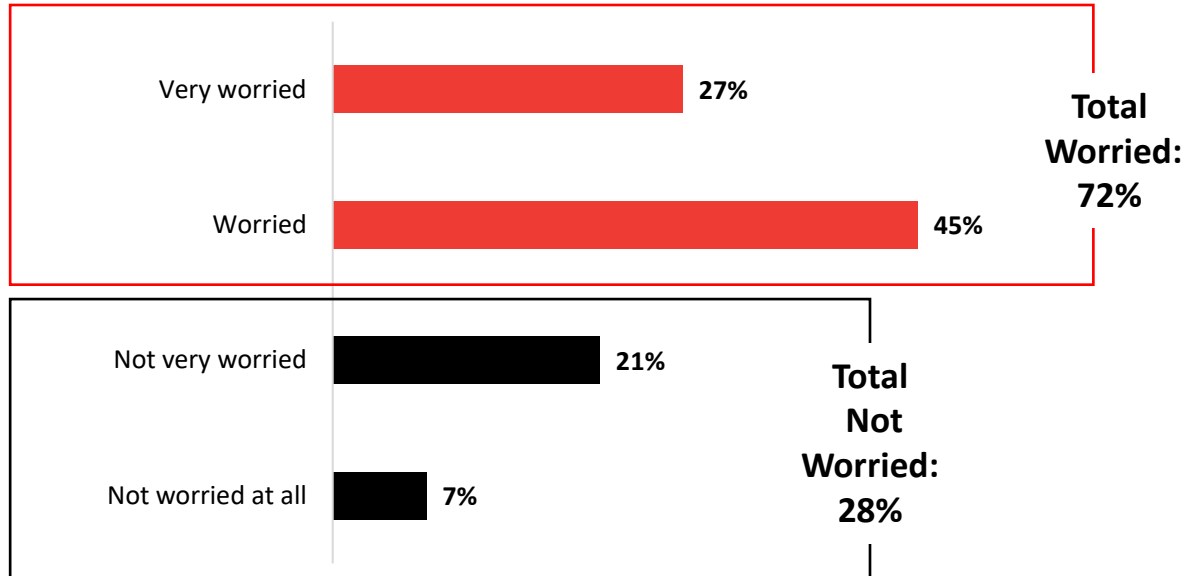
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+
Weighted n=	1,526	103	352	591	98	170	212	407	491	628
Unweighted n=	1,526	101	410	613	126	126	150	384	530	612
Inflation	<b>33%</b>	43%	36%	<b>28%</b>	34%	36%	33%	<b>43%</b>	<b>39%</b>	<b>22%</b>
Housing affordability	<b>16%</b>	17%	<b>11%</b>	<b>20%</b>	<b>7%</b>	13%	17%	18%	13%	16%
Economy	<b>9%</b>	<b>4%</b>	8%	10%	14%	5%	10%	8%	9%	9%
Rising interest rates	<b>8%</b>	<b>4%</b>	11%	8%	5%	14%	6%	8%	9%	8%
Healthcare	<b>7%</b>	<b>3%</b>	<b>10%</b>	6%	5%	4%	9%	5%	6%	8%
Climate change	<b>7%</b>	11%	7%	8%	9%	<b>3%</b>	6%	<b>3%</b>	6%	<b>11%</b>
Government debt	<b>3%</b>	1%	3%	3%	5%	5%	5%	<b>2%</b>	<b>1%</b>	<b>6%</b>
Poverty	<b>3%</b>	1%	4%	2%	2%	4%	3%	2%	4%	3%
Taxes	<b>3%</b>	6%	2%	2%	5%	4%	1%	<b>1%</b>	3%	3%
Homelessness	<b>2%</b>	3%	<b>1%</b>	3%	<b>0%</b>	4%	<b>1%</b>	1%	1%	<b>3%</b>
Rising gas prices	<b>2%</b>	<b>0%</b>	1%	2%	3%	<b>0%</b>	2%	2%	1%	1%
Other	<b>2%</b>	3%	2%	<b>1%</b>	2%	5%	2%	<b>0%</b>	2%	<b>3%</b>

# Worries About Climate Change (1/2)

**Q2.** To what extent are you worried about climate change?

Base: All respondents (n=1,526)



# Worries About Climate Change (2/2)

## Q2. To what extent are you worried about climate change?

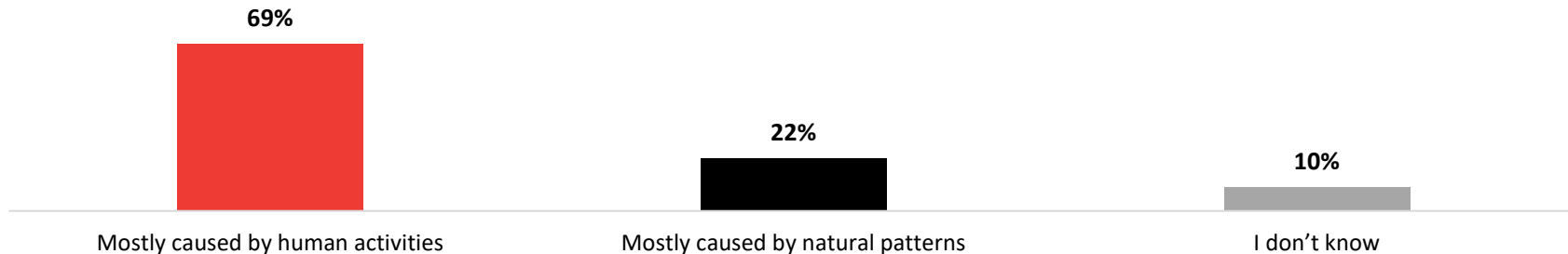
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural	Total Oct. 13th, 2022	Gap
Weighted n=	1,526	103	352	591	98	170	212	407	491	628	744	782	647	603	262	1,534	
Unweighted n=	1,526	101	410	613	126	126	150	384	530	612	730	796	658	596	261	1,534	
<b>TOTAL WORRIED</b>	<b>72%</b>	67%	<b>84%</b>	71%	<b>61%</b>	<b>55%</b>	75%	<b>78%</b>	70%	69%	<b>64%</b>	<b>80%</b>	<b>75%</b>	72%	<b>64%</b>	<b>70%</b>	+2
Very worried	<b>27%</b>	24%	<b>32%</b>	26%	21%	<b>19%</b>	33%	30%	28%	25%	<b>22%</b>	<b>32%</b>	<b>30%</b>	25%	23%	<b>28%</b>	+1
Worried	<b>45%</b>	43%	<b>52%</b>	46%	40%	36%	42%	49%	43%	45%	<b>42%</b>	<b>48%</b>	45%	47%	41%	<b>42%</b>	+3
<b>TOTAL NOT WORRIED</b>	<b>28%</b>	33%	<b>16%</b>	29%	<b>39%</b>	<b>45%</b>	25%	<b>22%</b>	30%	31%	<b>36%</b>	<b>20%</b>	<b>25%</b>	28%	<b>36%</b>	<b>30%</b>	-2
Not very worried	<b>21%</b>	24%	<b>12%</b>	23%	28%	28%	17%	<b>17%</b>	20%	23%	<b>26%</b>	<b>16%</b>	19%	21%	26%	<b>20%</b>	+1
Not worried at all	<b>7%</b>	10%	<b>3%</b>	<b>5%</b>	11%	<b>17%</b>	8%	<b>5%</b>	9%	7%	<b>11%</b>	<b>4%</b>	6%	7%	10%	<b>9%</b>	-2

# Cause of Climate Change

## Q3. Do you think climate change is...

Base: All respondents (n=1,526)

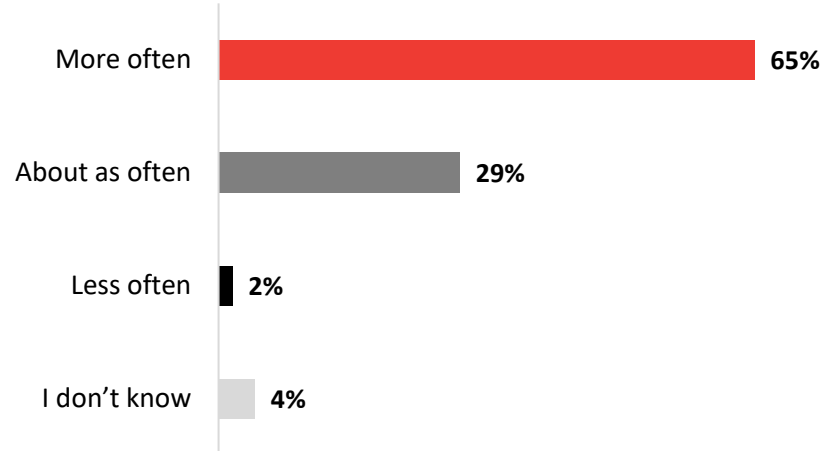


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Total Oct. 13th, 2022	Gap
Weighted n=	1,526	103	352	591	98	170	212	407	491	628	744	782	1,534	
Unweighted n=	1,526	101	410	613	126	126	150	384	530	612	730	796	1,534	
Mostly caused by human activities	<b>69%</b>	69%	<b>82%</b>	67%	65%	<b>51%</b>	68%	<b>75%</b>	68%	<b>65%</b>	<b>61%</b>	<b>76%</b>	<b>68%</b>	+1
Mostly caused by natural patterns	<b>22%</b>	24%	<b>10%</b>	21%	26%	<b>41%</b>	23%	20%	20%	24%	<b>29%</b>	<b>15%</b>	<b>21%</b>	+1
I don't know	<b>10%</b>	6%	8%	<b>13%</b>	9%	9%	9%	<b>5%</b>	12%	11%	10%	9%	<b>12%</b>	-2

# Frequency of Extreme Weather Events

**Q4.** In the future, do you think extreme weather events (such as wildfires, floods, hurricanes, tornadoes, droughts, etc.) will occur more often, about as often or less often than they do currently?

Base: All respondents (n=1,526)



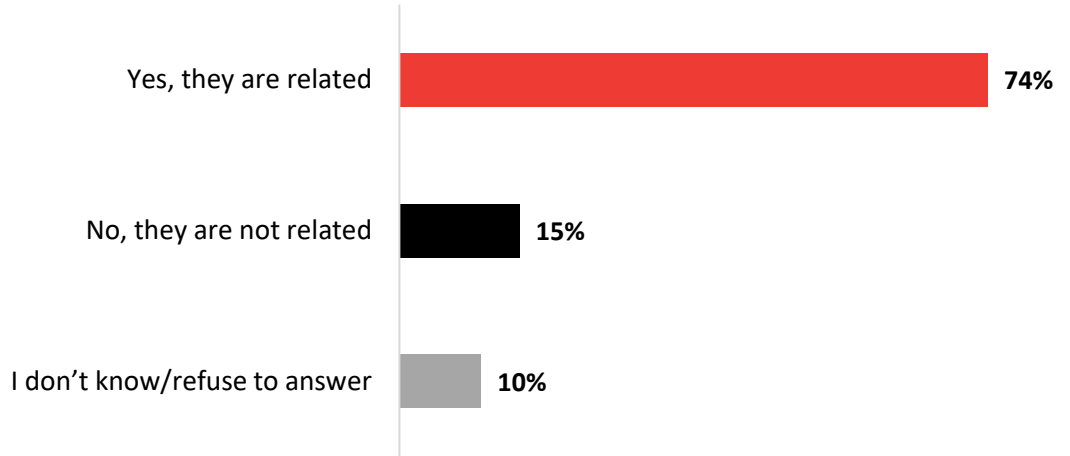
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Oct. 13th, 2022	Gap
Weighted n=	1,526	103	352	591	98	170	212	407	491	628	647	603	262	1,534	
Unweighted n=	1,526	101	410	613	126	126	150	384	530	612	658	596	261	1,534	
More often	<b>65%</b>	65%	<b>72%</b>	63%	60%	<b>51%</b>	70%	68%	64%	63%	<b>69%</b>	63%	<b>57%</b>	<b>60%</b>	<b>+5</b>
About as often	<b>29%</b>	29%	<b>24%</b>	31%	31%	<b>42%</b>	<b>21%</b>	26%	29%	31%	<b>25%</b>	31%	35%	<b>30%</b>	<b>-1</b>
Less often	<b>2%</b>	<b>0%</b>	<b>1%</b>	2%	2%	3%	3%	2%	<b>1%</b>	2%	1%	2%	2%	<b>4%</b>	<b>-2</b>
I don't know	<b>4%</b>	6%	4%	4%	8%	3%	6%	4%	6%	3%	4%	3%	6%	<b>7%</b>	<b>-3</b>

NEW QUESTION

# Extreme Weather Events Related to Climate Change

**Q5.** In your view, are extreme weather events related or not to climate change?

Base: All respondents (n=1,526)



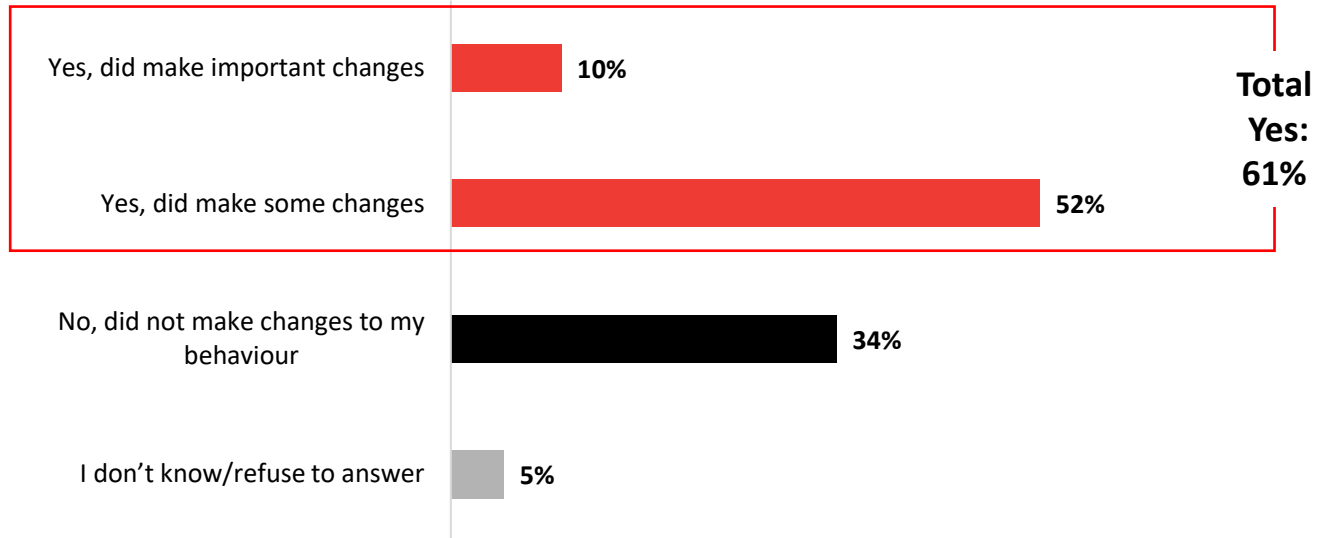
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,526	103	352	591	98	170	212	407	491	628	744	782	647	603	262
Unweighted n=	1,526	101	410	613	126	126	150	384	530	612	730	796	658	596	261
Yes, they are related	<b>74%</b>	72%	<b>85%</b>	75%	66%	<b>57%</b>	73%	75%	75%	74%	<b>69%</b>	<b>80%</b>	<b>78%</b>	75%	<b>64%</b>
No, they are not related	<b>15%</b>	16%	<b>7%</b>	14%	20%	<b>34%</b>	14%	15%	15%	16%	<b>20%</b>	<b>10%</b>	<b>13%</b>	15%	<b>22%</b>
I don't know/refuse to answer	<b>10%</b>	12%	8%	10%	14%	9%	13%	10%	10%	10%	11%	10%	9%	10%	13%

## NEW QUESTION

## Change in Behavior due to Climate Change (1/2)

**Q6.** Have you made behavioral changes in your daily life as a result of concerns about climate change?

Base: All respondents (n=1,526)



NEW QUESTION

# Change in Behavior due to Climate Change (2/2)

**Q6.** Have you made behavioral changes in your daily life as a result of concerns about climate change?

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,526	103	352	591	98	170	212	407	491	628	744	782	647	603	262
Unweighted n=	1,526	101	410	613	126	126	150	384	530	612	730	796	658	596	261
<b>TOTAL YES</b>	<b>61%</b>	58%	<b>68%</b>	63%	57%	<b>51%</b>	59%	66%	62%	58%	<b>55%</b>	<b>68%</b>	<b>66%</b>	61%	<b>53%</b>
Yes, did make important changes	<b>10%</b>	8%	9%	9%	11%	8%	15%	12%	12%	<b>6%</b>	9%	11%	<b>13%</b>	<b>7%</b>	7%
Yes, did make some changes	<b>52%</b>	50%	<b>59%</b>	54%	46%	43%	<b>44%</b>	53%	50%	52%	<b>46%</b>	<b>57%</b>	52%	53%	46%
No, did not make changes to my behaviour	<b>34%</b>	39%	<b>27%</b>	33%	40%	<b>44%</b>	33%	30%	34%	37%	<b>42%</b>	<b>26%</b>	31%	35%	39%
I don't know/refuse to answer	<b>5%</b>	2%	4%	4%	3%	5%	8%	5%	4%	5%	<b>3%</b>	<b>6%</b>	<b>3%</b>	4%	8%

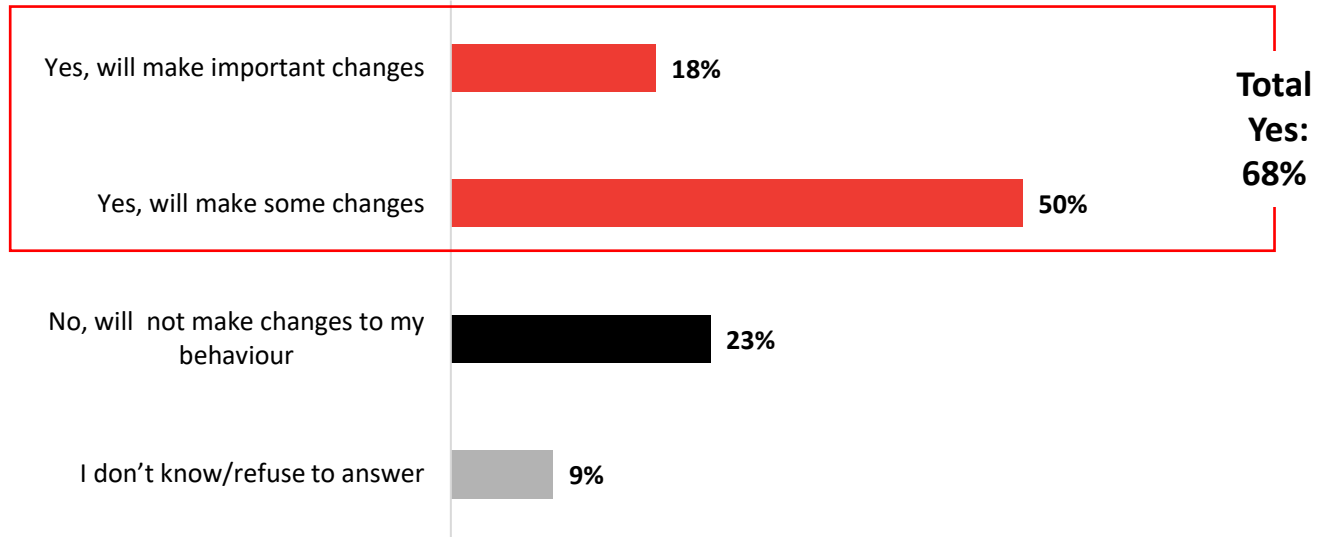


## NEW QUESTION

## Future Changes due to Climate Change (1/2)

**Q7.** And thinking about the next few years, will you make changes in your daily life as a result of concerns about climate change?

Base: All respondents (n=1,526)



NEW QUESTION

# Future Changes due to Climate Change (2/2)

**Q7.** And thinking about the next few years, will you make changes in your daily life as a result of concerns about climate change?

Base: All respondents

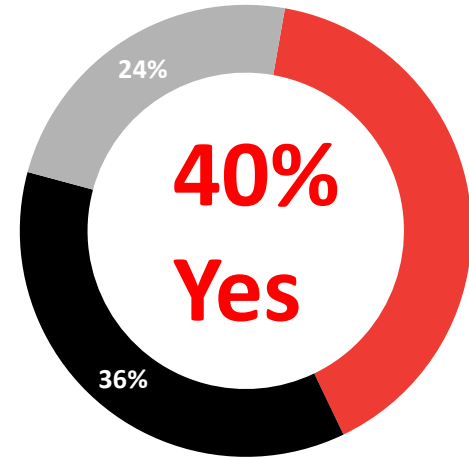
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,526	103	352	591	98	170	212	407	491	628	744	782	647	603	262
Unweighted n=	1,526	101	410	613	126	126	150	384	530	612	730	796	658	596	261
<b>TOTAL YES</b>	<b>68%</b>	67%	<b>74%</b>	69%	62%	60%	66%	<b>74%</b>	68%	<b>64%</b>	<b>61%</b>	<b>75%</b>	<b>73%</b>	67%	<b>58%</b>
Yes, will make important changes	<b>18%</b>	18%	17%	19%	22%	13%	19%	<b>26%</b>	19%	<b>12%</b>	17%	19%	<b>22%</b>	17%	<b>11%</b>
Yes, will make some changes	<b>50%</b>	49%	<b>58%</b>	50%	41%	46%	47%	48%	49%	52%	<b>45%</b>	<b>56%</b>	52%	50%	47%
No, will not make changes to my behaviour	<b>23%</b>	24%	<b>17%</b>	23%	28%	<b>34%</b>	19%	<b>18%</b>	23%	26%	<b>31%</b>	<b>15%</b>	<b>20%</b>	25%	26%
I don't know/refuse to answer	<b>9%</b>	9%	9%	7%	10%	6%	<b>15%</b>	8%	8%	10%	8%	10%	<b>7%</b>	8%	<b>16%</b>

NEW QUESTION

# Changes at a Financial Cost

**Q8.** Would you make some changes to your behaviours to fight climate change, even if this comes with a certain financial cost?

Base: All respondents (n=1,526)



■ No    ■ I don't know/prefer not to answer

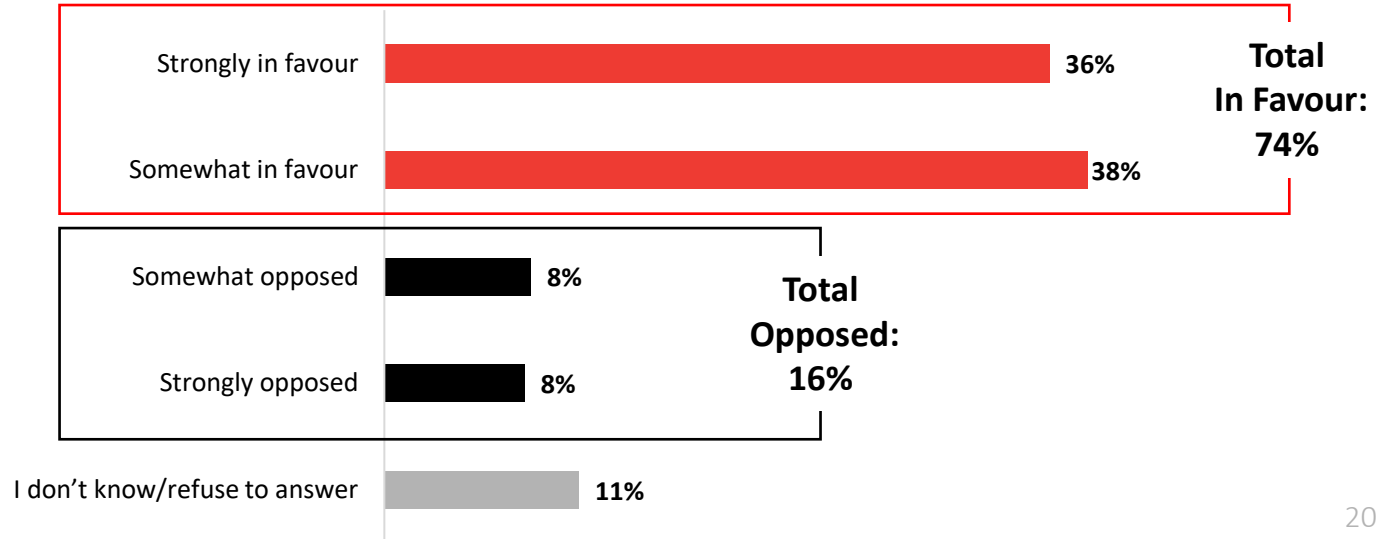
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,526	103	352	591	98	170	212	407	491	628	744	782	647	603	262
Unweighted n=	1,526	101	410	613	126	126	150	384	530	612	730	796	658	596	261
Yes	<b>40%</b>	33%	<b>50%</b>	39%	36%	<b>30%</b>	39%	43%	40%	38%	39%	41%	<b>45%</b>	38%	<b>32%</b>
No	<b>36%</b>	43%	<b>26%</b>	36%	36%	<b>51%</b>	39%	38%	34%	37%	<b>42%</b>	<b>31%</b>	35%	36%	<b>43%</b>
I don't know/Prefer not to answer	<b>24%</b>	24%	24%	24%	27%	18%	23%	<b>19%</b>	26%	24%	<b>19%</b>	<b>28%</b>	<b>20%</b>	26%	24%

NEW QUESTION

# Opinion on the Polluter Pays Principle (1/2)

**Q9.** Are you in favour or opposed to the principle that individuals who pollute more should pay more (in taxes or other charges from governments) in order to tackle behaviors that are a cause of climate change?

Base: All respondents (n=1,526)



NEW QUESTION

# Opinion on the Polluter Pays Principle (2/2)

**Q9.** Are you in favour or opposed to the principle that individuals who pollute more should pay more (in taxes or other charges from governments) in order to tackle behaviours that are a cause of climate change?

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,526	103	352	591	98	170	212	407	491	628	744	782	647	603	262
Unweighted n=	1,526	101	410	613	126	126	150	384	530	612	730	796	658	596	261
<b>TOTAL IN FAVOUR</b>	<b>74%</b>	79%	<b>79%</b>	75%	65%	<b>59%</b>	76%	73%	72%	76%	72%	76%	<b>78%</b>	74%	<b>65%</b>
Strongly in favour	<b>36%</b>	39%	36%	37%	<b>26%</b>	<b>22%</b>	<b>47%</b>	35%	35%	37%	33%	38%	39%	33%	35%
Somewhat in favour	<b>38%</b>	40%	<b>43%</b>	38%	40%	36%	<b>29%</b>	38%	37%	39%	38%	38%	39%	41%	<b>30%</b>
<b>TOTAL OPPOSED</b>	<b>16%</b>	18%	<b>12%</b>	14%	15%	<b>30%</b>	12%	18%	15%	14%	<b>19%</b>	<b>12%</b>	14%	15%	<b>21%</b>
Somewhat opposed	<b>8%</b>	8%	7%	9%	7%	12%	<b>4%</b>	<b>11%</b>	7%	7%	9%	7%	7%	8%	8%
Strongly opposed	<b>8%</b>	10%	<b>5%</b>	6%	8%	<b>18%</b>	8%	7%	9%	7%	<b>9%</b>	<b>6%</b>	7%	6%	<b>13%</b>
I don't know/refuse to answer	<b>11%</b>	<b>3%</b>	9%	10%	<b>20%</b>	11%	12%	9%	13%	10%	9%	12%	<b>8%</b>	11%	14%

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REPORT

# Detailed Methodology



# Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
<b>Province</b>	<b>1,526</b>	<b>1,526</b>
British Columbia	150	212
Alberta	126	170
Manitoba/Saskatchewan	126	98
Ontario	613	591
Quebec	410	352
Atlantic	101	103

# Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
<b>Gender</b>	<b>1,526</b>	<b>1,526</b>
Male	730	744
Female	796	782
<b>Age</b>	<b>1,526</b>	<b>1,526</b>
18 to 34	384	407
35 to 54	530	491
55+	612	628
<b>Language (Mother tongue)</b>	<b>1,526</b>	<b>1,526</b>
English	945	1,014
French	361	301
Other	219	210



# Our Services

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- **Leger**  
Marketing research and polling
- **Customer Experience (CX)**  
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**

**EMPLOYEES**



**185**

**CONSULTANTS**



**8**

**OFFICES**

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG  
EDMONTON | CALGARY | VANCOUVER | NEW YORK

# Our Commitments to Quality

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Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



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