

Report

CANADIANS' AND AMERICANS' OPINIONS ON WEATHER EVENTS



Publication: June 20th, 2023



METHODOLOGY



METHOD

A web survey was conducted among 1,514 Canadians and 1,003 Americans 18 years of age or older. Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



WHEN?

The data was collected from June 16 to June 19, 2023.



MARGIN OF ERROR

Technically, a margin of error should not be associated with a non-probability sample (Web panel in this case). However, for comparative purposes, a probability sample of 1,514 respondents would have a margin of error of $\pm 2.51\%$, 19 times out of 20 and a sample of 1,003 would have a margin of error of $\pm 3.09\%$, 19 times out of 20



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 and American population.



SIGNIFICANT DIFFERENCES

In this report, 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?

If you have questions about the data presented in this report, please contact Christian Bourque, Executive Vice-President at the following e-mail addresses:

cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

METHODOLOGICAL APPROACH

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

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

OFFICIAL RESULTS

2021 Canadian Federal Election*

*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

KEY FINDINGS

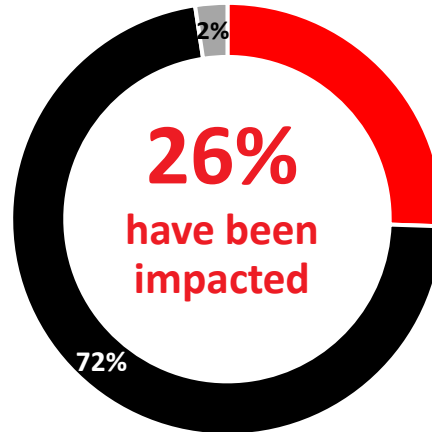
- Around one-quarter of Canadians (26%) and about the same proportion of Americans (23%) mention having been impacted by the forest fires happening in the Canada at the moment.
- More than one in five Canadians (23%) said they were personally impacted by an extreme weather event in the past twelve months. Canadians also feel like there are more wildfires (77%), poor quality air episodes (69%), wide temperature variations within the same season (63%) and extreme heat episodes (61%) than before.
- Two-thirds of Canadians (67%) are worried about the changes in the climate, while 58% of Americans mentioned being worried.
- More than one-third of Canadians (37%) feel like it is too late to reverse the consequences of climate change.

DETAILED RESULTS

IMPACT OF THE FOREST FIRES HAPPENING IN CANADA

Q2A. Have you been personally impacted (directly or indirectly) by the forest fires happening in Canada right now?

Base: All respondents (n=1,514)



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

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	Urban	Sub-urban	Rural
Weighted n=	1,514	102	349	586	97	168	211	620	594	281
Unweighted n=	1,514	101	407	600	125	131	150	629	598	273
Yes	26%	16%	16%	30%	27%	39%	22%	26%	23%	29%
No	72%	84%	81%	68%	69%	60%	73%	71%	75%	70%
I don't know/Prefer not to answer	2%	0%	2%	2%	4%	1%	5%	3%	2%	1%

IMPACT OF THE FOREST FIRES HAPPENNING IN CANADA (CANADA VS UNITED STATES)

Q2A. Have you been personally impacted (directly or indirectly) by the forest fires happening in Canada right now?

Base: All respondents

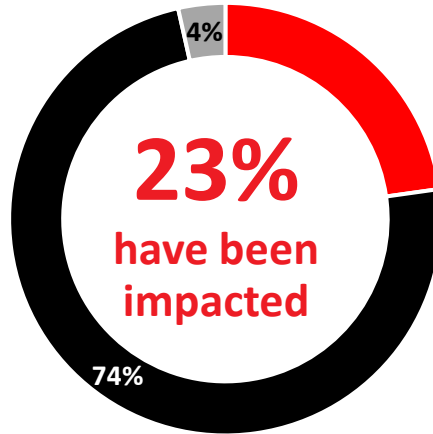


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,514	1,003	
Unweighted n=	1,514	1,003	
Yes	26%	23%	3
No	72%	71%	1
I don't know/Prefer not to answer	2%	6%	4

IMPACTED BY EXTREME WEATHER EVENTS

Q2. In the past 12 months, have you been personally impacted by an extreme weather event (such as extreme heat, flooding, fires, tornadoes, etc.)?

Base: All respondents (n=1,514)



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

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	Urban	Sub-urban	Rural
Weighted n=	1,514	102	349	586	97	168	211	620	594	281
Unweighted n=	1,514	101	407	600	125	131	150	629	598	273
Yes	23%	31%	25%	18%	21%	22%	30%	26%	19%	24%
No	74%	68%	72%	78%	75%	74%	68%	70%	77%	74%
I don't know/Prefer not to answer	4%	1%	3%	4%	4%	4%	2%	3%	4%	2%

IMPACTED BY EXTREME WEATHER EVENTS (CANADA VS UNITED STATES)

Q2. In the past 12 months, have you been personally impacted by an extreme weather event (such as extreme heat, flooding, fires, tornadoes, etc.)?

Base: All respondents

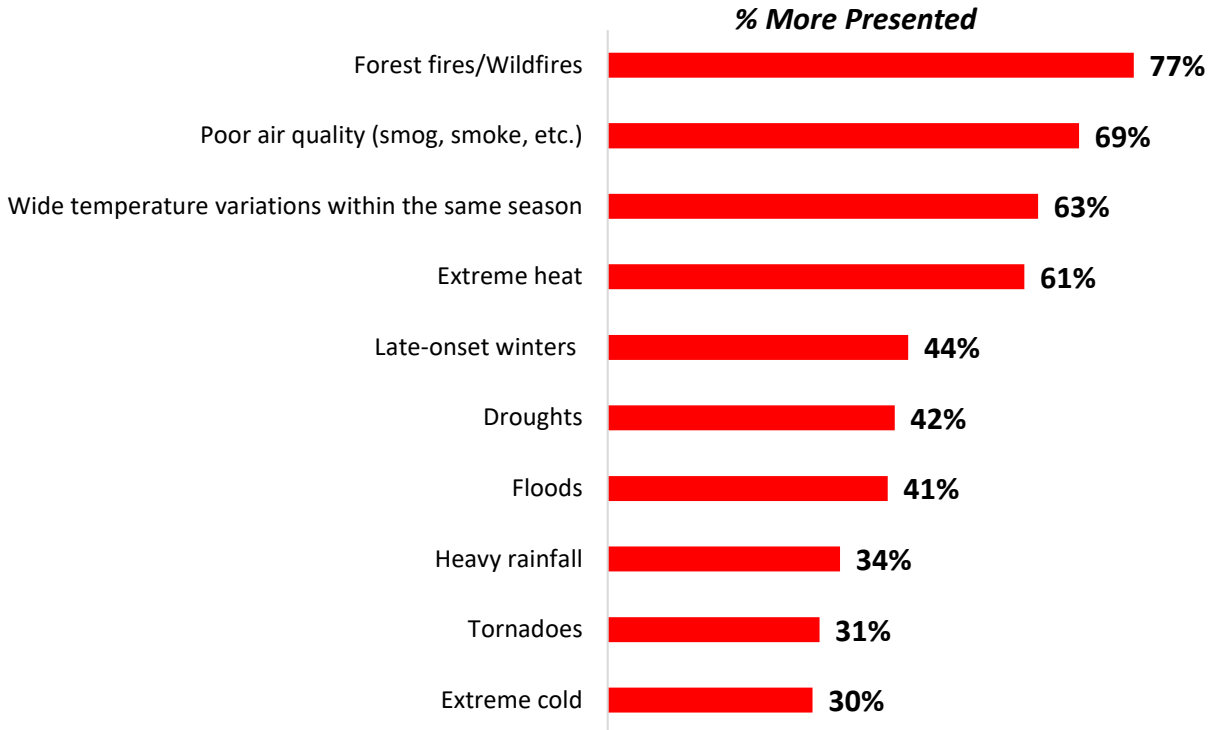


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,514	1,003	
Unweighted n=	1,514	1,003	
Yes	23%	24%	1
No	74%	71%	3
I don't know/Prefer not to answer	4%	5%	1

FREQUENCY OF WEATHER EVENTS (1/2)

Q1. In your opinion, are there more, the same or fewer of the following events in Canada than before?

Base: All respondents (n=1,514)



FREQUENCY OF WEATHER EVENTS (2/2)

Q1. In your opinion, are there more, the same or fewer of the following events in Canada than before?



Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	Urban	Sub-urban	Rural
Weighted n=	1,514	102	349	586	97	168	211	620	594	281
Unweighted n=	1,514	101	407	600	125	131	150	629	598	273
Forest fires/Wildfires	77%	83%	76%	78%	67%	79%	75%	79%	76%	76%
Poor air quality (smog, smoke, etc.)	69%	62%	67%	68%	62%	73%	77%	71%	69%	68%
Wide temperature variations within the same season	63%	65%	67%	63%	51%	56%	67%	66%	63%	57%
Extreme heat	61%	62%	62%	55%	54%	65%	72%	64%	59%	57%
Late-onset winters	44%	60%	53%	45%	26%	36%	38%	44%	46%	43%
Droughts	42%	41%	48%	38%	35%	46%	46%	39%	46%	43%
Floods	41%	44%	53%	36%	23%	24%	53%	41%	41%	39%
Heavy rainfall	34%	38%	39%	33%	22%	19%	42%	35%	33%	33%
Tornadoes	31%	35%	38%	32%	21%	36%	20%	30%	33%	32%
Extreme cold	30%	30%	28%	30%	36%	27%	37%	32%	34%	21%

FREQUENCY OF WEATHER EVENTS (CANADA VS UNITED STATES)

Q1. In your opinion, are there more, the same or fewer of the following events in Canada/**The United States** than before?

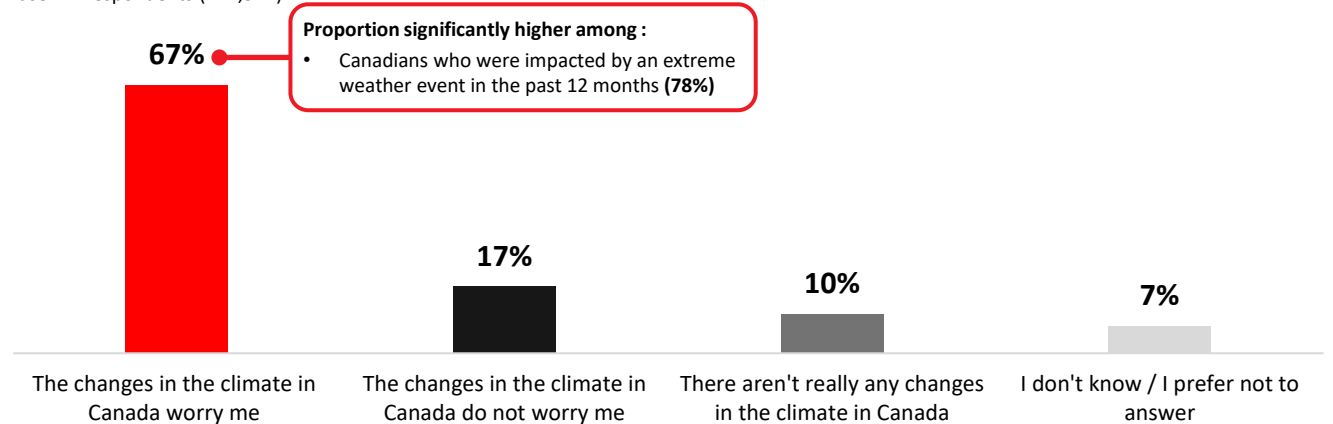
Base: All respondents

				
		TOTAL CANADA	TOTAL USA	Gap
% More Presented	Weighted n=	1,514	1,003	
	Unweighted n=	1,514	1,003	
Forest fires/Wildfires		77%	51%	26
Poor air quality (smog, smoke, etc.)		69%	55%	14
Wide temperature variations within the same season		63%	49%	14
Extreme heat		61%	51%	10
Late-onset winters		44%	36%	8
Droughts		42%	44%	2
Floods		41%	44%	3
Heavy rainfall		34%	38%	4
Tornadoes		31%	45%	14
Extreme cold		30%	36%	6

CONCERNS ABOUT CLIMATE CHANGE

Q4. Which of the following statements best represents your opinion?

Base: All respondents (n=1,514)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,514	102	349	586	97	168	211	404	487	623	738	776
Unweighted n=	1,514	101	407	600	125	131	150	365	511	638	748	766
The changes in the climate in Canada worry me	67%	75%	73%	66%	52%	54%	73%	67%	65%	68%	59%	74%
The changes in the climate in Canada do not worry me	17%	12%	18%	16%	20%	20%	13%	18%	18%	15%	22%	12%
There aren't really any changes in the climate in Canada	10%	8%	5%	10%	18%	19%	7%	7%	11%	11%	12%	8%
I don't know / I prefer not to answer	7%	4%	5%	8%	10%	7%	6%	8%	6%	7%	7%	6%

CONCERNS ABOUT CLIMATE CHANGE (CANADA VS UNITED STATES)

Q4. Which of the following statements best represents your opinion?

Base: All respondents

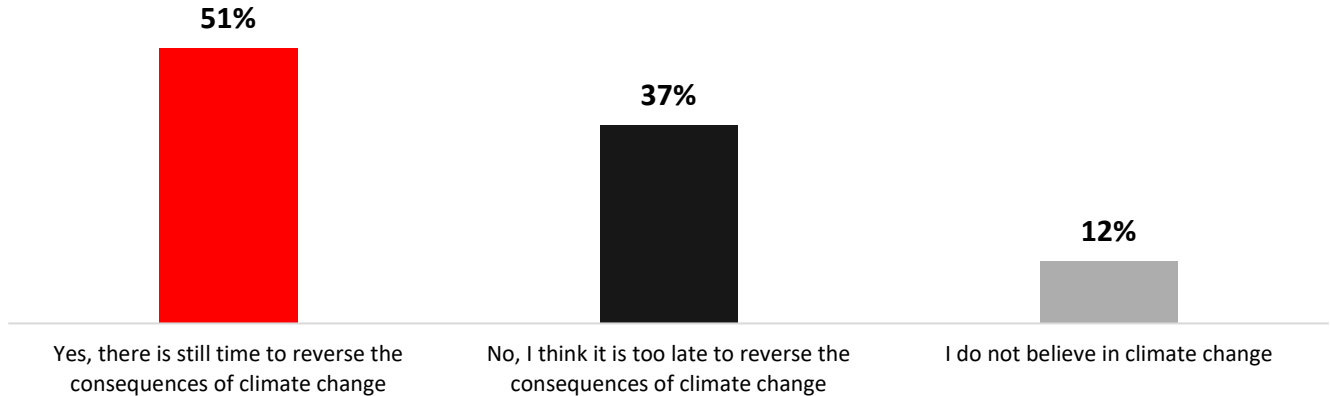


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,514	1,003	
Unweighted n=	1,514	1,003	
The changes in the climate in Canada/ the United States worry me	67%	58%	9
The changes in the climate in Canada/ the United States do not worry me	17%	17%	-
There aren't really any changes in the climate in Canada/ the United States	10%	14%	4
I don't know / I prefer not to answer	7%	10%	3

OPINION ON REVERSING CLIMATE CHANGE

Q5. Do you think it's still possible to reverse the consequences of climate change?

Base: All respondents (n=1,514)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,514	102	349	586	97	168	211	404	487	623	738	776
Unweighted n=	1,514	101	407	600	125	131	150	365	511	638	748	766
Yes, there is still time to reverse the consequences of climate change	51%	51%	50%	56%	49%	44%	47%	51%	55%	49%	50%	52%
No, I think it is too late to reverse the consequences of climate change	37%	41%	43%	33%	33%	35%	40%	41%	33%	38%	37%	37%
I do not believe in climate change	12%	8%	7%	11%	18%	21%	12%	8%	12%	13%	13%	10%

OPINION ON REVERSING CLIMATE CHANGE (CANADA VS UNITED STATES)

Q5. Do you think it's still possible to reverse the consequences of climate change?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,514	1,003	
Unweighted n=	1,514	1,003	
Yes, there is still time to reverse the consequences of climate change	51%	55%	4
No, I think it is too late to reverse the consequences of climate change	37%	23%	14
I do not believe in climate change	12%	22%	10

DETAILED METHODOLOGY

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	150	211
Alberta	131	168
Manitoba/Saskatchewan	125	97
Ontario	600	586
Quebec	407	349
Atlantic	101	102

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

US Region	Unweighted	Weighted
NorthEast	212	177
MidWest	232	194
South	297	393
West	262	239

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE FOR CANADA

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

GENDER	Unweighted	Weighted
Male	748	738
Female	766	776

AGE	Unweighted	Weighted
Between 18 and 34	365	404
Between 35 and 54	511	487
55 or over	638	623

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	958	1,034
French	354	299
Other	200	179

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE FOR THE UNITED STATES

The following tables present the demographic distribution of respondents according to gender and age for the United States.

GENDER	Unweighted	Weighted
Male	497	476
Female	506	527

AGE	Unweighted	Weighted
Between 18 and 29	64	160
Between 30 and 39	173	181
Between 40 and 49	195	169
Between 50 and 64	291	262
65 or older	280	230

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger MetriCX**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Community**
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 | PHILADELPHIA

OUR COMMITMENTS TO QUALITY



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



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

Leger

We Know Canadians

