

Leger

REPORT

Heat waves

Survey of Canadians and Americans



THE
CANADIAN
PRESS

DATE 2023-07-25

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40 100

30 80

20 60

10 40

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Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,517/
American Sample: n= 1,556).

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



When

July 21 to
July 24, 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 and $\pm 2.5\%$, (19 times out of 20) for the American 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 and according to **age, gender, region, education, ethnicity and number of people in the household** in order to ensure a representative sample of the American population.

Methodology



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

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 findings

35%

Over a third of Canadians stated they faced negative effects from heat waves, while half mention that the recent heat had a neutral effect (49%) on them and their family.

24%

Almost one out of four Canadians stated they are not prepared to handle the impacts of heat waves, including 20% who are not very prepared and 4% who are not at all prepared. On the other hand, over half (55%) states they are somewhat prepared and 21% are very prepared.

65%

Two thirds of Canadians (65%) and almost seven out of ten Americans (68%) are concerned that summers will be increasingly hot and that there will be more heat waves where they live, including 43% who are somewhat concerned and 22% who are very concerned.

76%

Three out of four Canadian households have air conditioning. The proportion is nine out of ten among American households (90%).

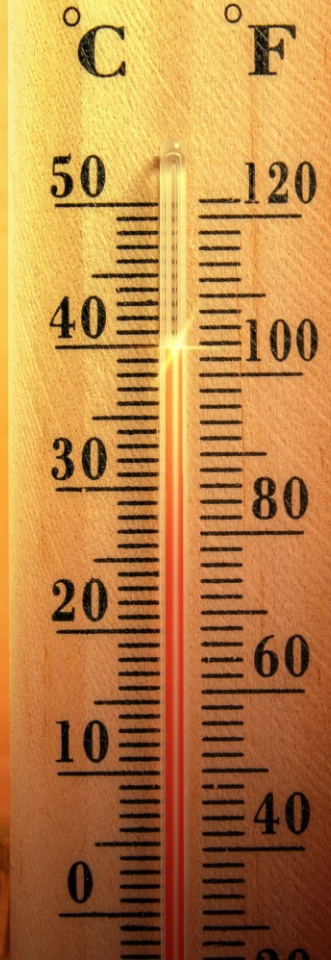
23%

Almost one out of four Canadians bought a fan this summer to deal with the heat, and 19% installed an air conditioner.

REPORT

Detailed Results

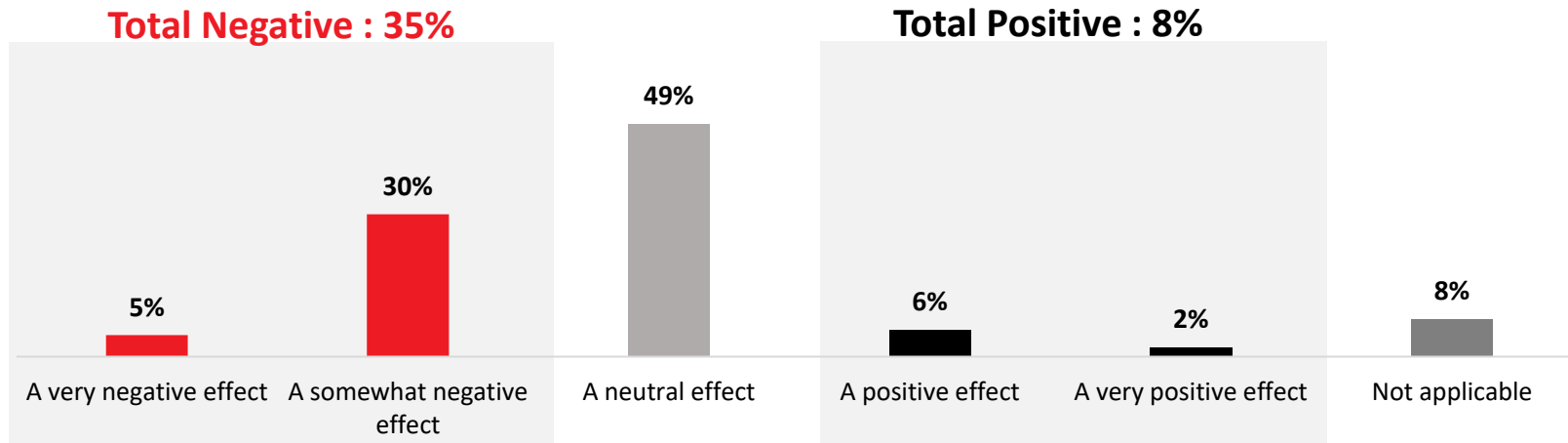
Heat waves



Effects of heat waves (1/3)

Q1. What effect did the recent heat wave have on you and your family?

Base: All respondents (n=1,517)



NEW QUESTION

Effects of heat waves (2/3)

Q1. What effect did the recent heat wave have on you and your family?

Base: All respondents



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,517	102	350	587	98	169	211	405	488	624	740	777
Unweighted n=	1,517	100	406	610	126	125	150	351	510	656	757	760
Total Negative	35%	36%	32%	33%	25%	38%	46%	36%	33%	35%	31%	39%
A very negative effect	5%	12%	5%	5%	1%	3%	3%	5%	5%	4%	4%	5%
A somewhat negative effect	30%	24%	27%	28%	24%	35%	43%	32%	28%	31%	26%	34%
A neutral effect	49%	49%	54%	50%	44%	52%	42%	47%	52%	49%	51%	48%
Total Positive	8%	9%	11%	7%	11%	4%	5%	8%	8%	7%	10%	6%
A positive effect	6%	8%	7%	6%	8%	3%	4%	7%	6%	5%	7%	5%
A very positive effect	2%	1%	4%	1%	4%	1%	2%	1%	3%	2%	3%	1%
Not applicable	8%	6%	3%	10%	20%	6%	7%	8%	7%	8%	9%	7%

NEW QUESTION

Effects of heat waves (3/3)

Q1. What effect did the recent heat wave have on you and your family?

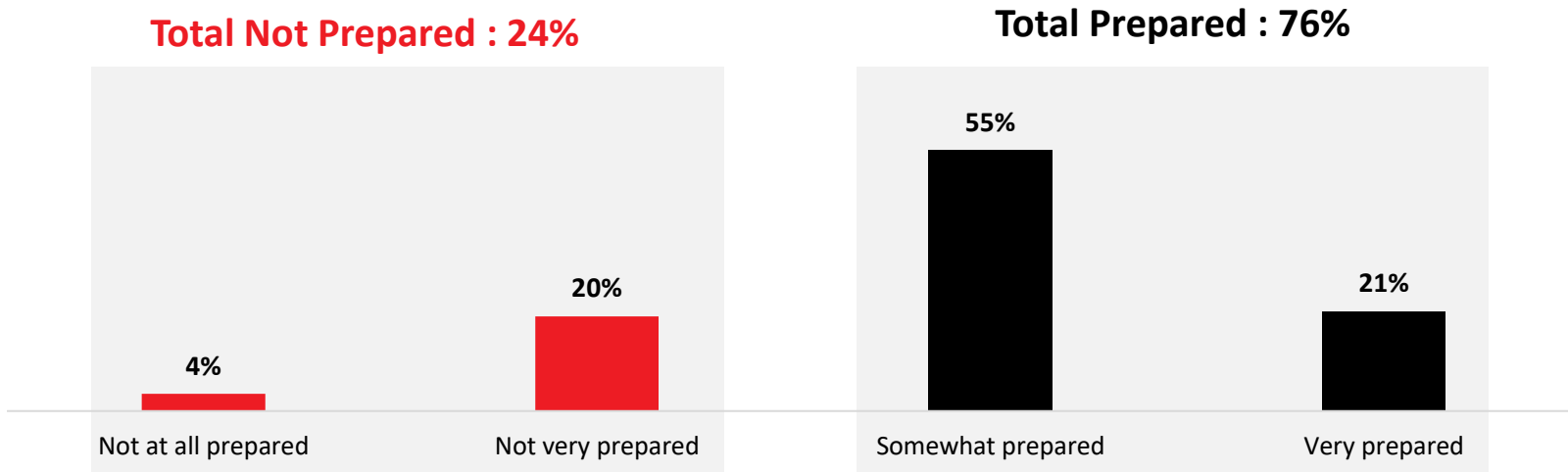
Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,517	1,556	
Unweighted n=	1,517	1,556	
Total Negative	35%	35%	-
A very negative effect	5%	7%	2
A somewhat negative effect	30%	28%	2
A neutral effect	49%	39%	10
Total Positive	8%	9%	1
A positive effect	6%	4%	2
A very positive effect	2%	5%	3
Not applicable	8%	17%	9

Preparing for heat waves (1/3)

Q2. How prepared would you say you are to handle the impacts of heat waves?

Base: All respondents (n=1,517)



NEW QUESTION

Preparing for heat waves (2/3)

Q2. How prepared would you say you are to handle the impacts of heat waves?

Base: All respondents



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,517	102	350	587	98	169	211	405	488	624	740	777
Unweighted n=	1,517	100	406	610	126	125	150	351	510	656	757	760
Total Not Prepared	24%	24%	27%	24%	21%	15%	23%	39%	25%	13%	22%	26%
Not at all prepared	4%	8%	3%	3%	7%	1%	4%	7%	4%	1%	4%	4%
Not very prepared	20%	15%	25%	21%	15%	14%	19%	32%	21%	12%	18%	22%
Total Prepared	76%	76%	73%	76%	79%	85%	77%	61%	75%	87%	78%	74%
Somewhat prepared	55%	50%	54%	53%	61%	57%	60%	45%	57%	60%	58%	53%
Very prepared	21%	27%	18%	22%	18%	27%	17%	16%	18%	27%	21%	22%

NEW QUESTION

Preparing for heat waves (3/3)

Q2. How prepared would you say you are to handle the impacts of heat waves?

Base: All respondents

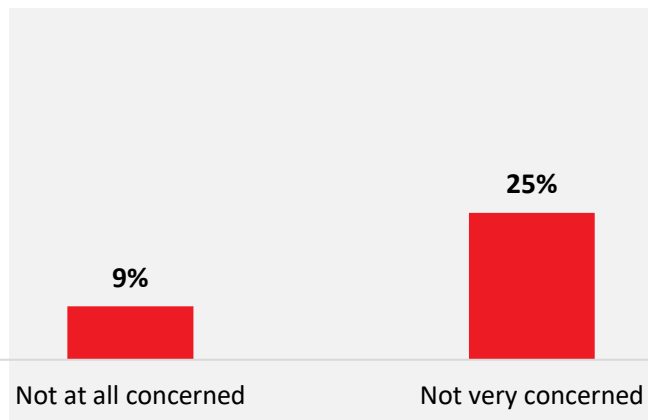
	 Total Canada	 Total USA	Gap
Weighted n=	1,517	1,556	
Unweighted n=	1,517	1,556	
Total Not Prepared	24%	21%	3
Not at all prepared	4%	5%	1
Not very prepared	20%	16%	4
Total Prepared	76%	79%	3
Somewhat prepared	55%	52%	3
Very prepared	21%	27%	6

Concerns about future heat waves (1/3)

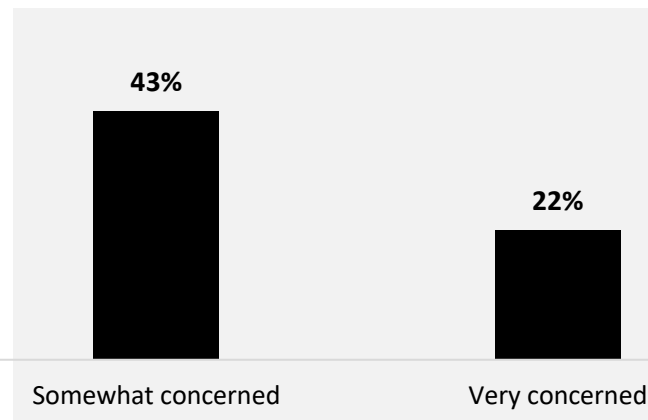
Q3. How concerned are you that you will experience increasingly hot summers and more heat waves where you live in the future?

Base: All respondents (n=1,517)

Total Not Concerned : 35%



Total Concerned : 65%



NEW QUESTION

Concerns about future heat waves (2/3)

Q3. How concerned are you that you will experience increasingly hot summers and more heat waves where you live in the future?

Base: All respondents



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,517	102	350	587	98	169	211	405	488	624	740	777
Unweighted n=	1,517	100	406	610	126	125	150	351	510	656	757	760
Total Not Concerned	35%	31%	40%	34%	36%	39%	25%	37%	35%	33%	42%	28%
Not at all concerned	9%	10%	9%	9%	11%	15%	5%	7%	9%	11%	13%	5%
Not very concerned	25%	20%	31%	25%	25%	24%	19%	30%	26%	22%	28%	23%
Total Concerned	65%	69%	60%	66%	64%	61%	75%	63%	65%	67%	58%	72%
Somewhat concerned	43%	47%	43%	42%	46%	46%	41%	41%	43%	45%	39%	47%
Very concerned	22%	22%	17%	24%	19%	15%	34%	22%	22%	23%	19%	26%

NEW QUESTION

Concerns about future heat waves (3/3)

Q3. How concerned are you that you will experience increasingly hot summers and more heat waves where you live in the future?

Base: All respondents

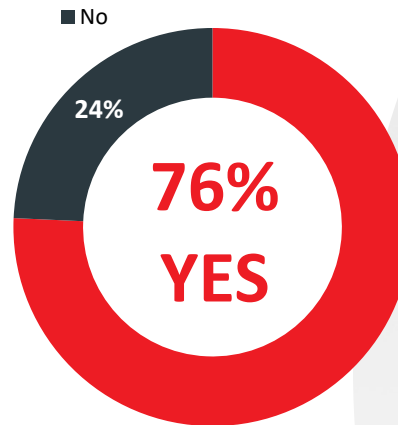
	 Total Canada	 Total USA	Gap
Weighted n=	1,517	1,556	
Unweighted n=	1,517	1,556	
Total Not Concerned	35%	32%	3
Not at all concerned	9%	13%	4
Not very concerned	25%	18%	7
Total Concerned	65%	68%	3
Somewhat concerned	43%	39%	4
Very concerned	22%	29%	7

NEW QUESTION

Homes with air conditioning(1/2)

Q4. Does your home currently have air conditioning?

Base: All respondents (n=1,517)





	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,517	102	350	587	98	169	211	405	488	624	740	777
Unweighted n=	1,517	100	406	610	126	125	150	351	510	656	757	760
Yes	76%	63%	81%	88%	81%	56%	51%	74%	78%	75%	77%	75%
No	24%	37%	19%	12%	19%	44%	49%	26%	22%	25%	23%	25%

NEW QUESTION

Homes with air conditioning (2/2)

Q4. Does your home currently have air conditioning?

Base: All respondents

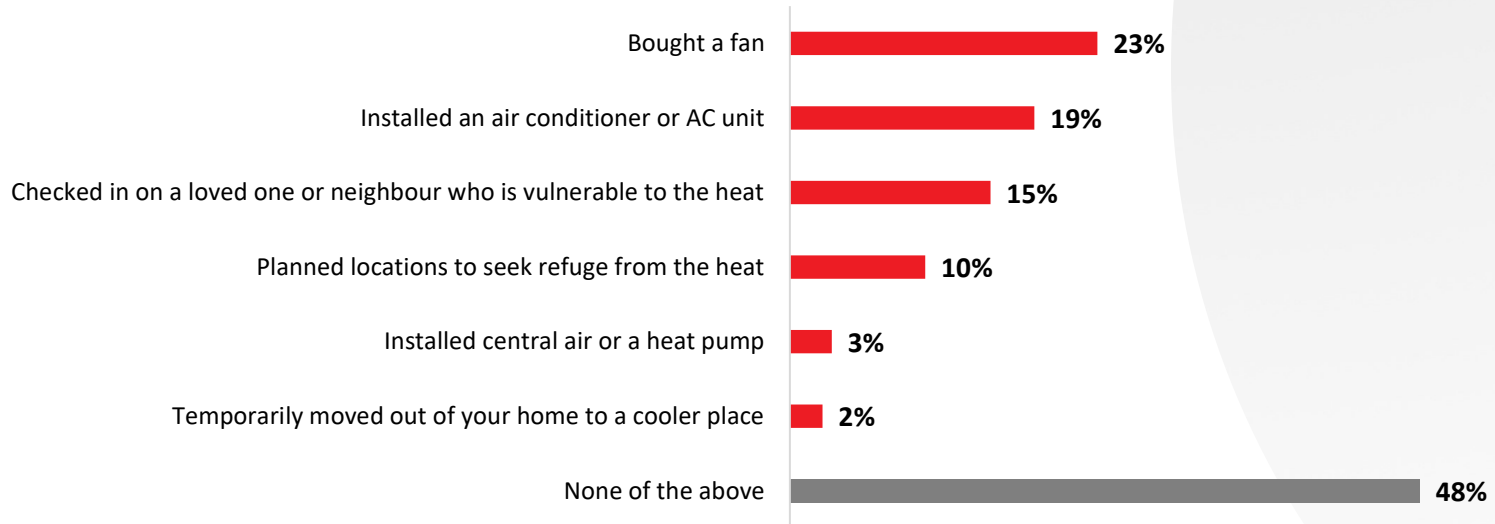
	 Total Canada	 Total USA	Gap
Weighted n=	1,517	1,556	
Unweighted n=	1,517	1,556	
Yes	76%	90%	14
No	24%	10%	14

NEW QUESTION

Coping with the heat (1/3)

Q5. This summer, have you done any of the following to deal with the heat?

Base: All respondents (n=1,517)



NEW QUESTION

Coping with the heat (2/3)

Q5. This summer, have you done any of the following to deal with the heat?

Base: All respondents



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,517	102	350	587	98	169	211	405	488	624	740	777
Unweighted n=	1,517	100	406	610	126	125	150	351	510	656	757	760
Bought a fan	23%	31%	17%	24%	16%	24%	31%	35%	25%	14%	20%	27%
Installed an air conditioner or AC unit	19%	19%	21%	18%	15%	15%	19%	29%	18%	12%	18%	19%
Checked in on a loved one or neighbor who is vulnerable to the heat	15%	7%	16%	15%	13%	19%	18%	12%	17%	16%	12%	19%
Planned locations to seek refuge from the heat	10%	5%	11%	9%	8%	14%	14%	14%	10%	8%	11%	10%
Installed central air or a heat pump	3%	7%	2%	3%	6%	1%	2%	6%	3%	2%	5%	2%
Temporarily moved out of your home to a cooler place	2%	3%	3%	3%	5%	0%	1%	6%	2%	1%	3%	2%
None of the above	48%	48%	48%	49%	57%	48%	39%	32%	46%	59%	51%	45%

NEW QUESTION

Coping with the heat (3/3)

Q5. This summer, have you done any of the following to deal with the heat?

Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,517	1,556	
Unweighted n=	1,517	1,556	
Bought a fan	23%	24%	1
Installed an air conditioner or AC unit	19%	19%	-
Checked in on a loved one or neighbor who is vulnerable to the heat	15%	16%	1
Planned locations to seek refuge from the heat	10%	7%	3
Installed central air or a heat pump	3%	5%	2
Temporarily moved out of your home to a cooler place	2%	3%	1
None of the above	48%	50%	2

REPORT

Detailed methodology



Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
Province	<i>1,517</i>	<i>1,517</i>
British Columbia	150	211
Alberta	125	169
Manitoba/Saskatchewan	126	98
Ontario	610	587
Quebec	406	350
Atlantic	100	102

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

	Unweighted	Weighted
US Region	<i>1,556</i>	<i>1,556</i>
NorthEast	338	281
MidWest	344	323
South	507	581
West	367	372

Weighted and Unweighted Sample (2/3)

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
Gender	1,517	1,517
Male	757	740
Female	760	777
Age	1,517	1,517
18 to 34	351	405
35 to 54	510	488
55+	656	624
Language (Mother tongue)	1,517	1,517
English	1,005	1,046
French	335	299
Other	177	172

Weighted and Unweighted Sample (3/3)

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

	Unweighted	Weighted
Gender	<i>1,556</i>	<i>1,556</i>
Male	713	742
Female	843	814
Age	<i>1,556</i>	<i>1,556</i>
Between 18 and 29	204	283
Between 30 and 39	210	280
Between 40 and 49	230	254
Between 50 and 64	371	394
65 or older	541	345

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