ETHELO



Canada 2035

Talking Targets: Canada's Climate Future

Environment and
Climate Change Canada

Table of Contents

Executive Summary **2**
Participation 4
Overview 4
Consultation Period 4
Completion Rates 5
Demographics 6
Participant Responses **10**
Question 1: Current Efforts 10
Question 2: Pace of Change 11
Question 3: Roles 12
Question 4: Effort Sharing 13
Question 5: Target Ambition 14
Question 6: Target Ambition 15
Question 7: Sector Ambition 20
Question 8: Climate Benefits 21
Question 9: Individual Action 24
Question 10: Community Action 25
Question 11: Community Action 26
Question 12: Barriers to Action 31
Question 13: Barriers to Action 32
Question 14: Bonus question 35
Question 15: What's Next? 36
Trends and Insights **42**
Barriers to Climate Action 42
Regional perspectives 45
Climate Benefits 47
Process Feedback **48**
Process Evaluation 48
Was it informative? 48
Annex A: Data Sources **56**
Annex B: Data Validation **57**

Executive Summary

There were almost 11,000 participants; 10,144 English participants and 829 French participants. There were over 23,000 comments, including 22,213 English and 1,429 French comments.

Among participants, those over 65 years were most represented, making up more than 30% of participants - almost twice as likely than any other age group. Youth under 24 years were most underrepresented. About 1% of participants identified as First Nations, 2% as Métis, and 0.1% as Inuit. Just under half the participants lived in urban areas (48%) with the remainder living in suburban (21%) or rural (24%) areas. The top four most represented provinces were Ontario (39%), British Columbia (21%), Alberta (13.2%) and Quebec (12.6%).

Questionnaire results:

The results of the public engagement process highlight polarised views from respondents, with a substantial majority (about 2/3) supporting strong action against climate change, with a strong minority opposed (about 1/3). There was little middle ground, and very few people are satisfied with the status quo.

Participants supported the federal government setting more aspirational targets even if they risked being too difficult to achieve (58%). The majority of respondents believe that the federal government should take the lead on climate action (52%), followed by provincial and territorial governments (46%). In the private sector, banks and financial institutions (37%) as well as heavy industries (41%) are also seen to have significant responsibility to take action on climate change.

Respondents saw the general public as having the smallest role to play in leading the change (21%) although 41% felt that personal choices could have a big impact if enough people push in the same direction. About 75% of people felt they had multiple chances to act on climate change. The major obstacles were seen as the difficulty accessing government incentives (77%), lack of climate friendly consumer choices (74%), and the difficulty of identifying green products (71%), as well as their cost (77%).

Respondents shared their views on which benefits of climate action should be prioritised. At the top of the list of priorities was improved security, in terms of food, water and energy (88%), as well as critical infrastructure (80%). Fairness, in terms of involving communities in decision making, was also seen as a key benefit (79%). Improved health (79%) and natural systems were also seen as important benefits (77%). Few people prioritised benefits to business as a result of addressing climate change.

When asked how different levels of government should work together on climate, participants generally felt that making progress on climate should be the priority over flexibility in approaches by different governments, even if that means setting national standards if necessary (58%). They felt that the government should prioritise the reduction of sources of pollution at home over exploring emerging complementary climate solutions (51%).

When it came to the speed of transition, more than 70% of participants supported encouraging innovation and reducing carbon pollution across economic sectors, rather than limiting surprises and hard changes to those sectors. Waste management (70%), resource extraction (66%), and air travel (66%) were seen as the best top areas for action.

Sentiment Analysis:

The sentiment analysis of 23,523 comments reveals a deeply engaged public with diverse and often polarised opinions on climate change and how climate policies impact them. Overall, the analysis found 48% of comments to be negative, 18% neutral, and 34% positive. Emotionally, frustration dominated (10,837 comments), followed by hope (4,475 comments), and concern (3,066 comments). The most frequent themes across more open ended questions (“What’s Next” and “Final Feedback”) were climate policy (3,754 comments), environmental protection (3,268 comments), and economic concerns (2,806 comments).

Question 6 focused on reasons behind respondents' climate change target preferences. 7,629 comments revealed significant polarisation, with 39% neutral, 33% negative, and 28% positive. Most support for climate action aligned with "Urgent" (20%) and "Aspirational" (18%) sentiments, while opposition was heavily tied to "Denial" (24%)

Question 11, which asked about the impact of recent climate efforts, found nearly 50% of 6,060 comments to be negative, highlighting prevalent concerns but also recognizing positive impacts (42%). Here, negative impacts were predominantly economic (23.6%), while positive impacts were mostly environmental (22.5%).

Question 13 explored barriers to climate action. Out of 3,193 comments, 78% were negative, 9% neutral, and 13% positive. Frustrated engagement was the highest (50%), although a considerable number of comments were more positive, reflecting engaged and constructive tones (33%). A smaller portion expressed sentiments of denial or conspiracy (10%) and hope (4%).

Question 15 solicited additional comments and final feedback. Of the 4,470 comments, 48% were negative, 29% concerned, 11% hopeful, and 8% neutral. The most common themes were climate policy (40%) and environmental protection (19%). Cross-tabulation showed that critical engagement was mainly associated with frustrated tones (48%), while productive engagement showed a balanced mix of concerned (29%) and hopeful (20%) tones.

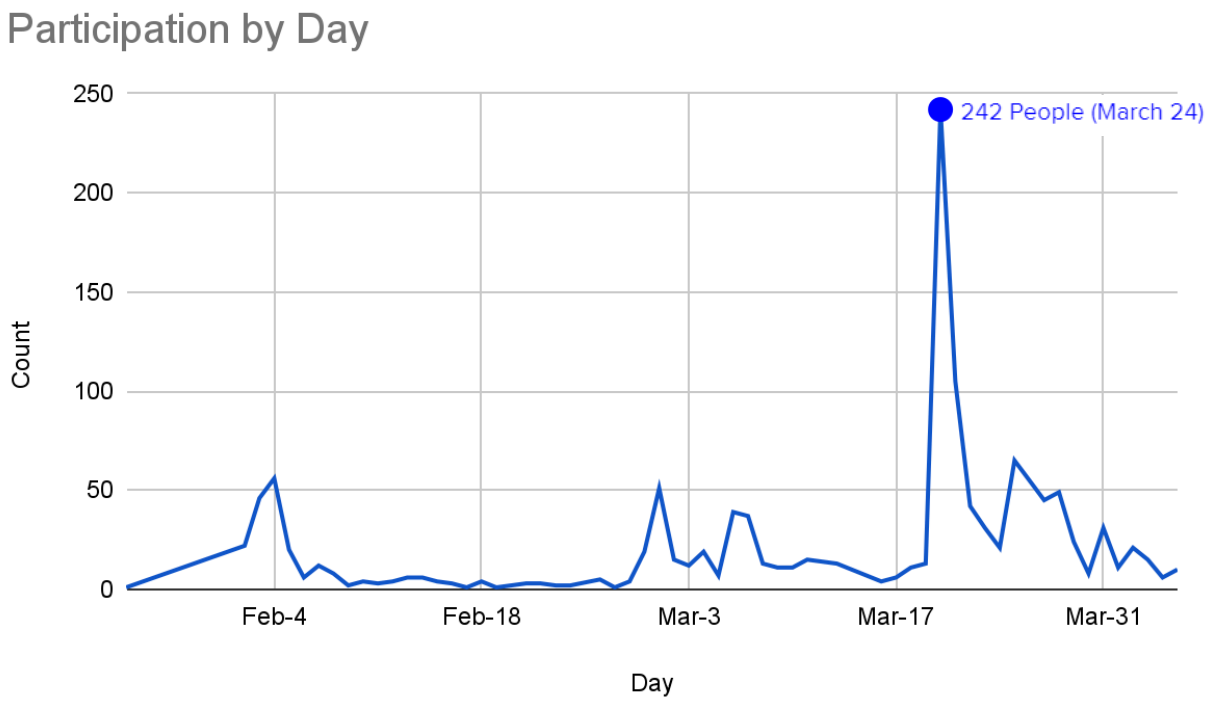
These findings underscore the complex and often contentious nature of public sentiment toward climate change efforts, highlighting the need for inclusive and responsive climate policies that address diverse perspectives and concerns.

Participation

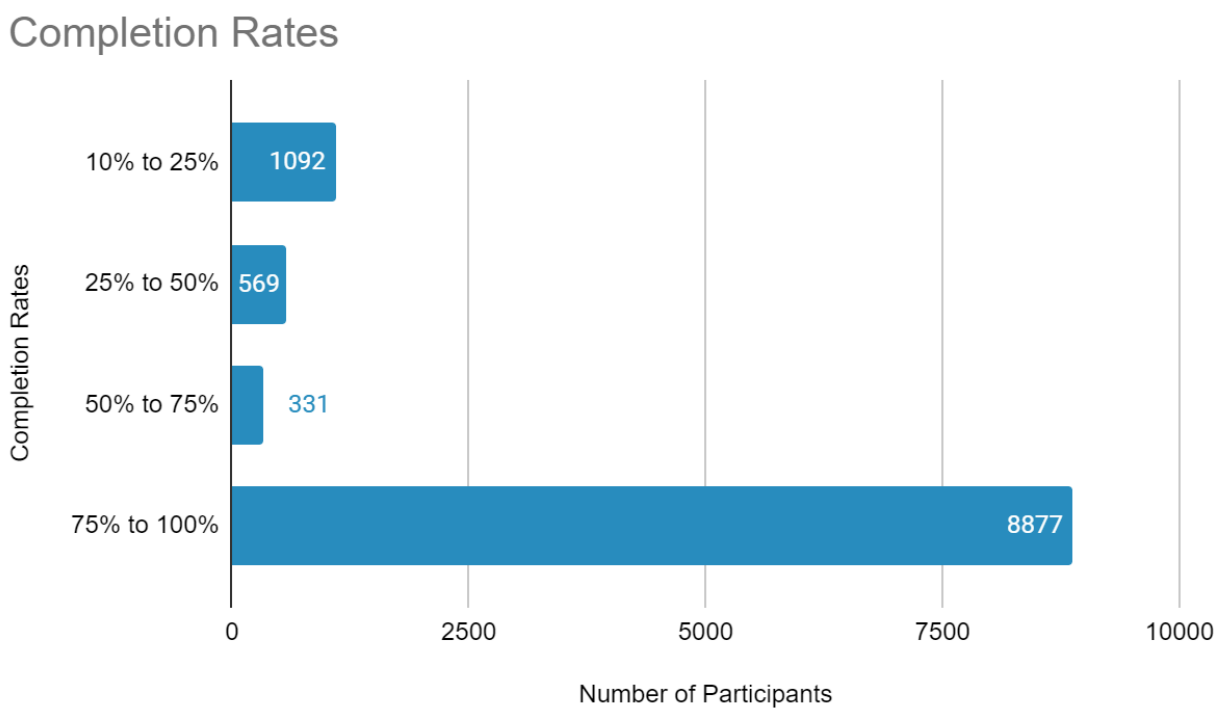
Overview

- 10,144 English Survey Participants
- 829 French Survey Participants
- 22,213 English Comments
- 1,429 French Comments

Consultation Period

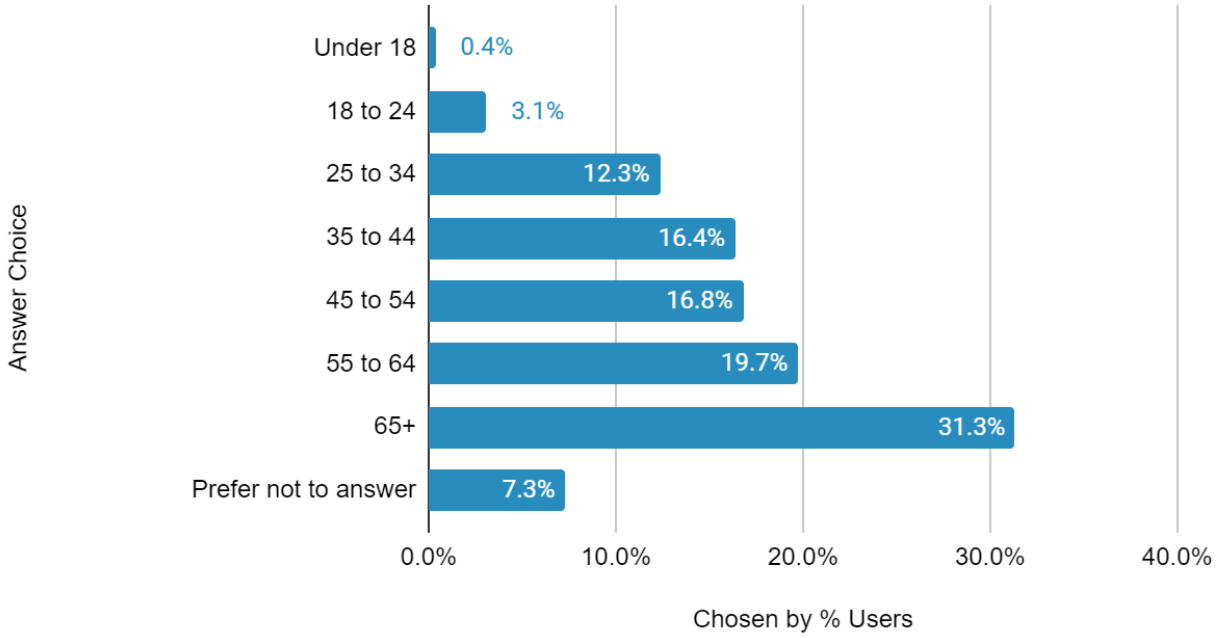


Completion Rates

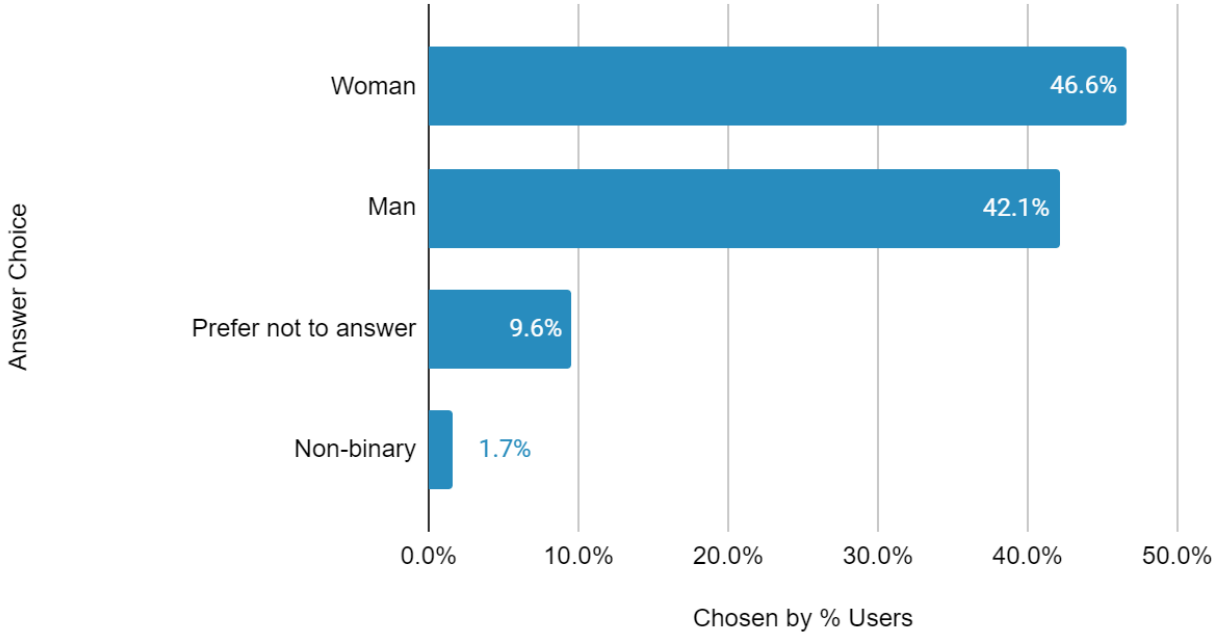


Demographics

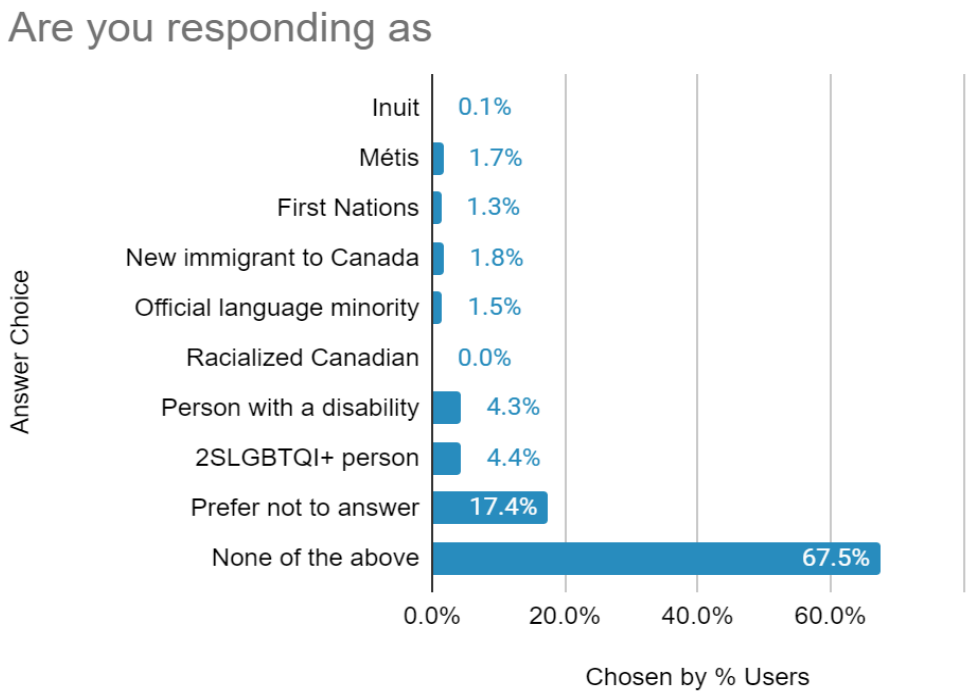
Which of the following age groups do you fall into?

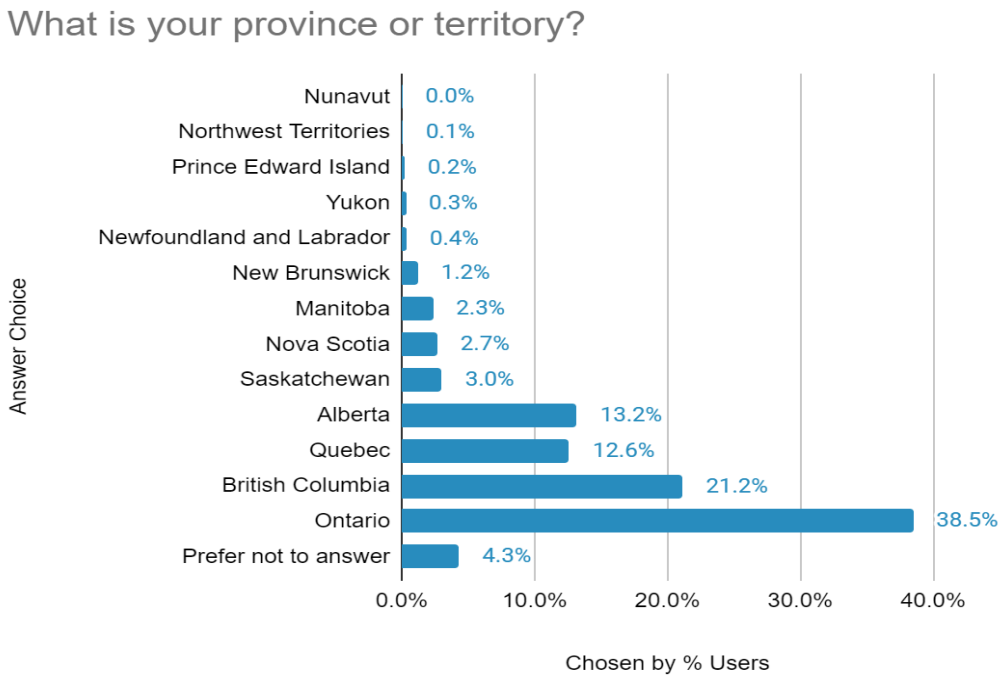


Do you identify as;

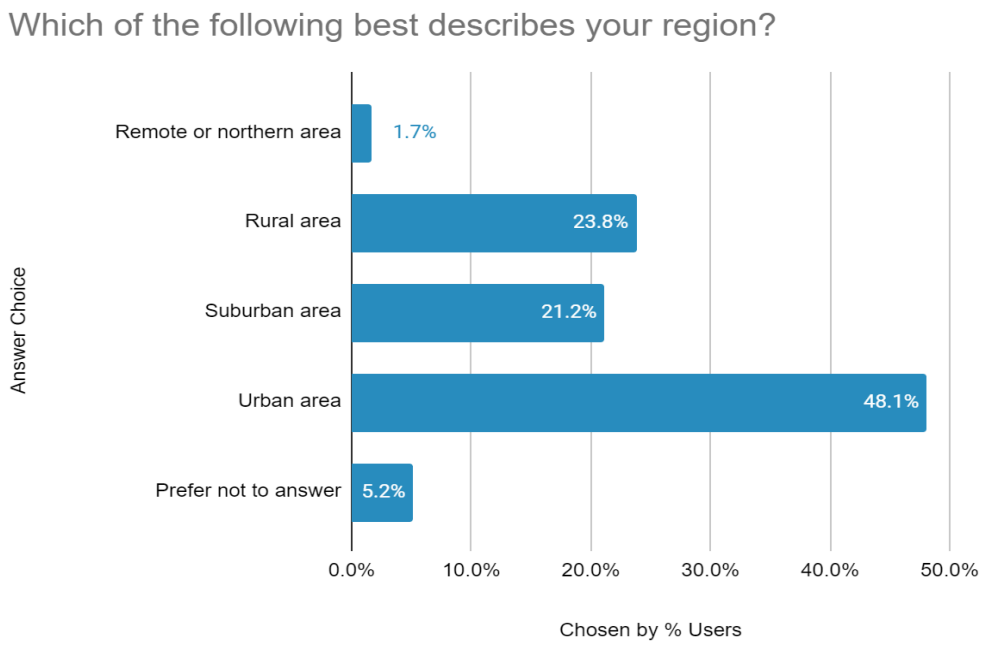


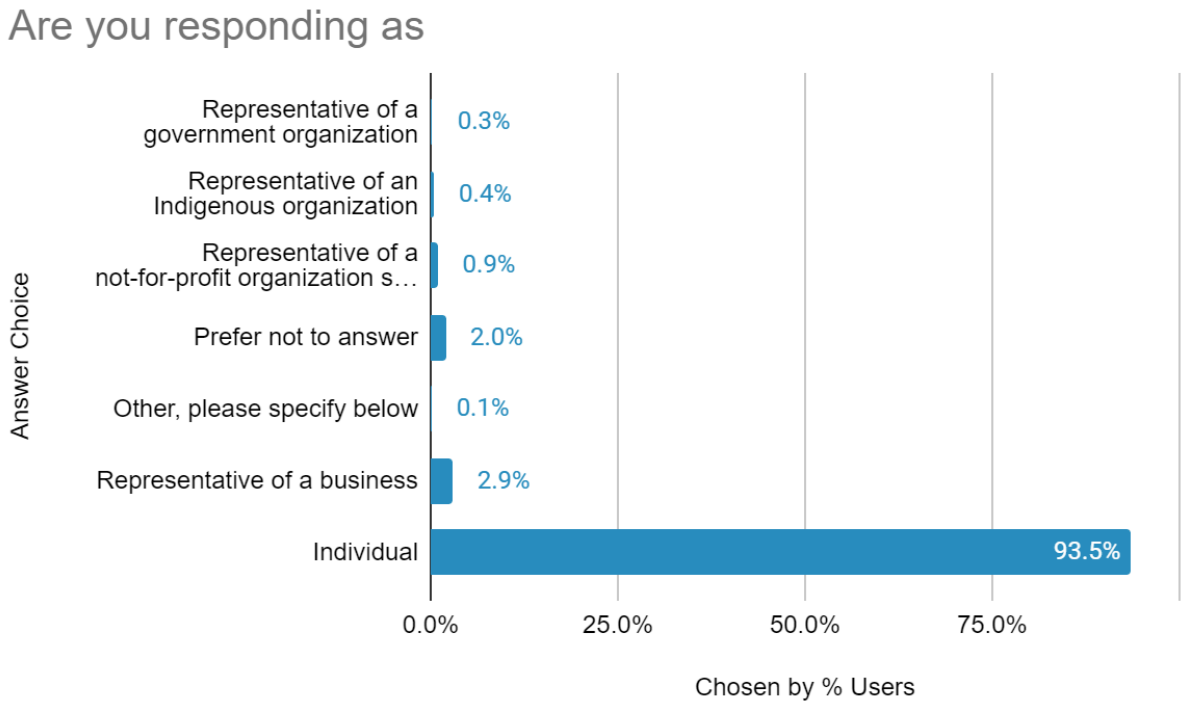
Demographics continued



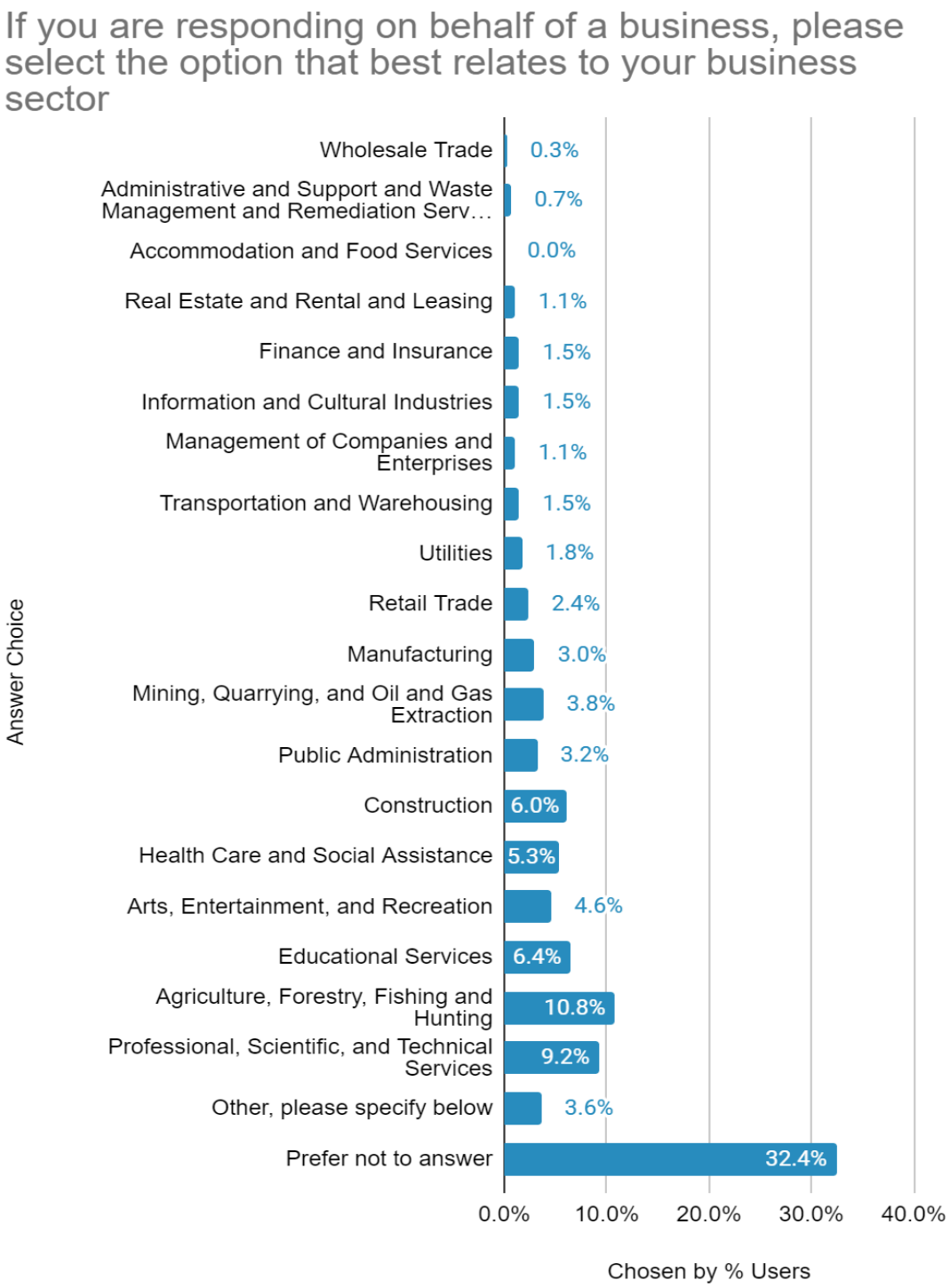


Demographics continued





Demographics continued



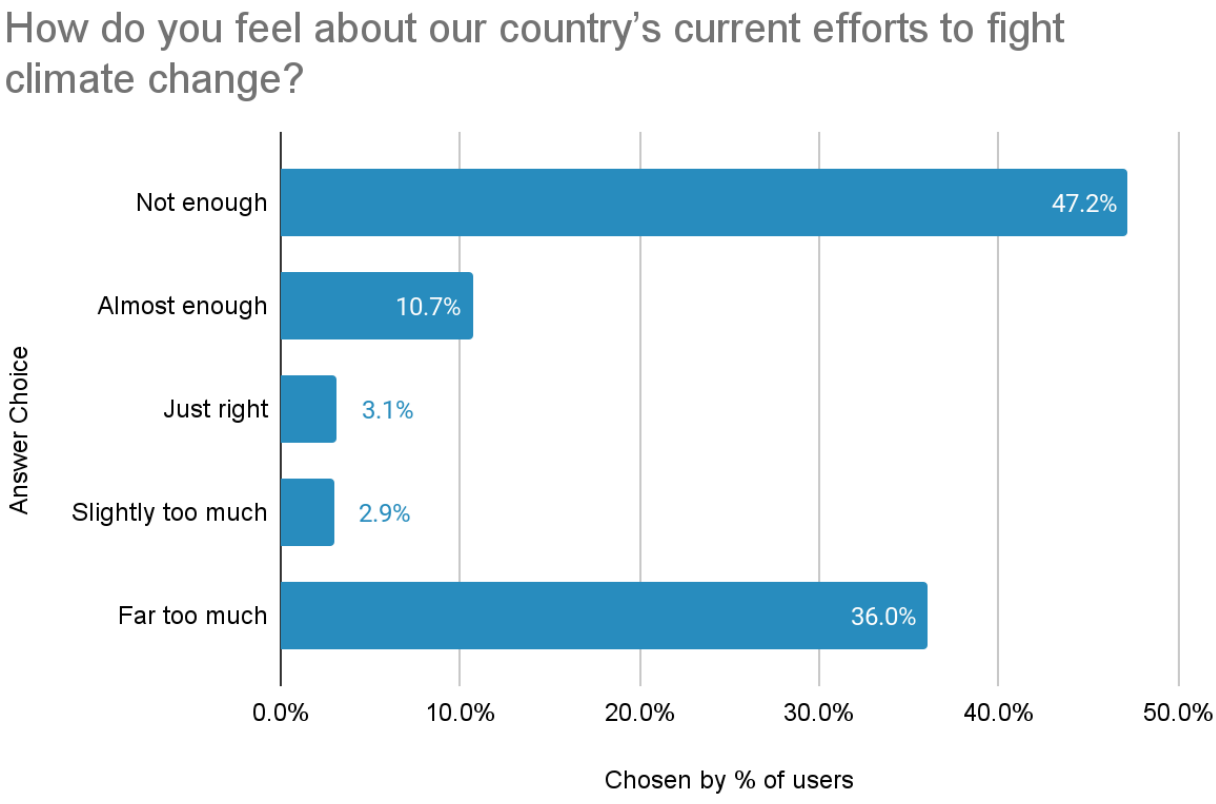
Participant Responses

Question 1: Current Efforts

Canada has a role to play in the fight against climate change and different factors can influence the way Canada approaches this fight. For example, on the one hand, Canada is one of the top 10 emitters of carbon pollution per person in the world and there are significant costs to inaction on climate change, including insured losses, damage to critical infrastructure, like power lines, and loss of human and nonhuman life. But at the same time, measures to reduce carbon pollution can take time, require significant investment, and change the usual way of doing things.

How do you feel about our country's current efforts to fight climate change?

Results point toward a significant divide in public opinion on Canada's climate efforts. While 47.2% believe the country is not doing enough, 36.0% feel the measures are far too much. Smaller groups think the efforts are almost enough (10.7%), just right (3.1%), or slightly too much (2.9%), indicating a polarised perspective on climate action.



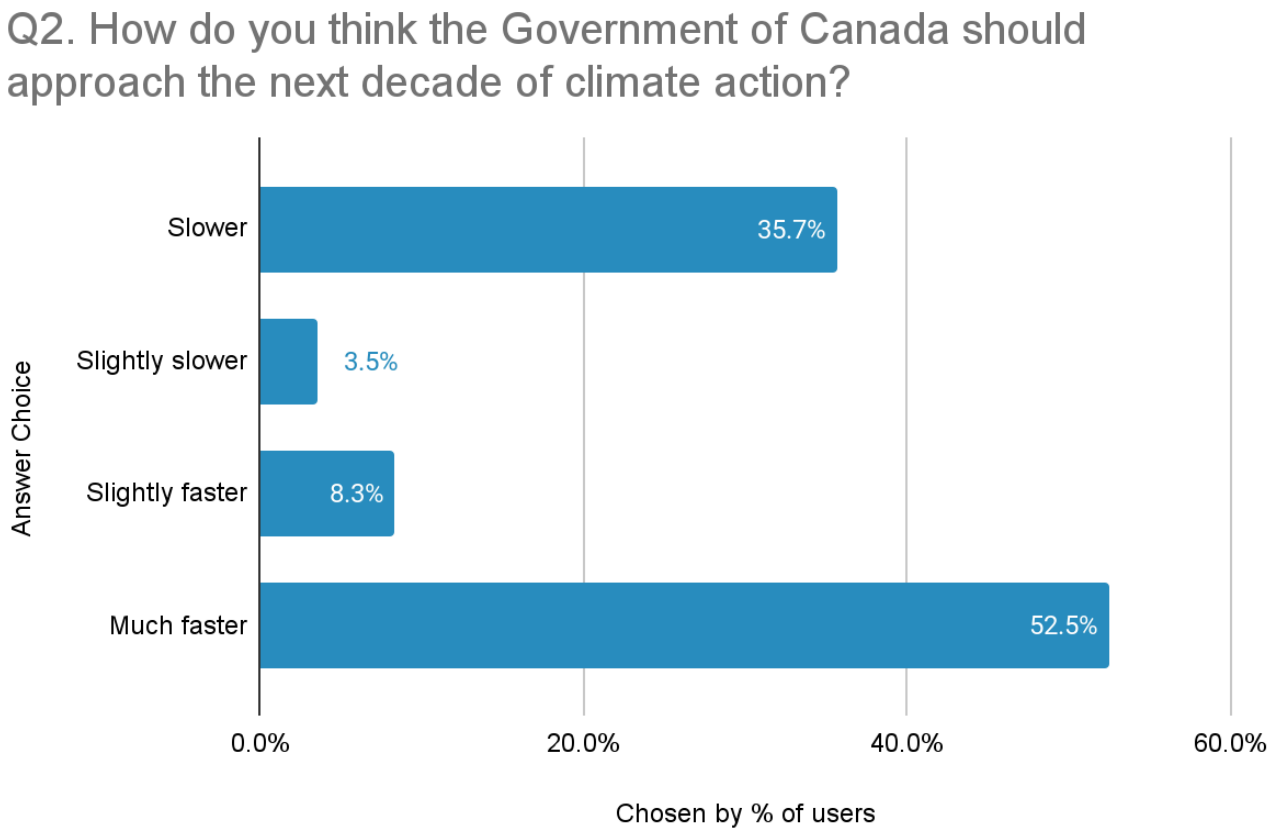
Question 2: Pace of Change

Think about your experience with climate change and the ways in which efforts to reduce carbon pollution have (or have not) changed your community.

Based on this experience, how do you think the Government of Canada should approach the next decade of climate action?

Scale 0 to 3 (0: The pace of action needs to be slower, even if it means that I will experience more extreme natural events, 3: The pace of action needs to be faster, even if it means that everybody will need to make more effort)

A majority of respondents (52.5%) believe that the Government of Canada should approach the next decade of climate action much faster, indicating strong support for accelerated measures. In contrast, 35.7% think the pace should be slower, highlighting a significant portion that prefers a more cautious approach. Smaller percentages advocate for slightly faster (8.3%) and slightly slower (3.5%) actions, suggesting some nuanced views on the intensity of climate measures.

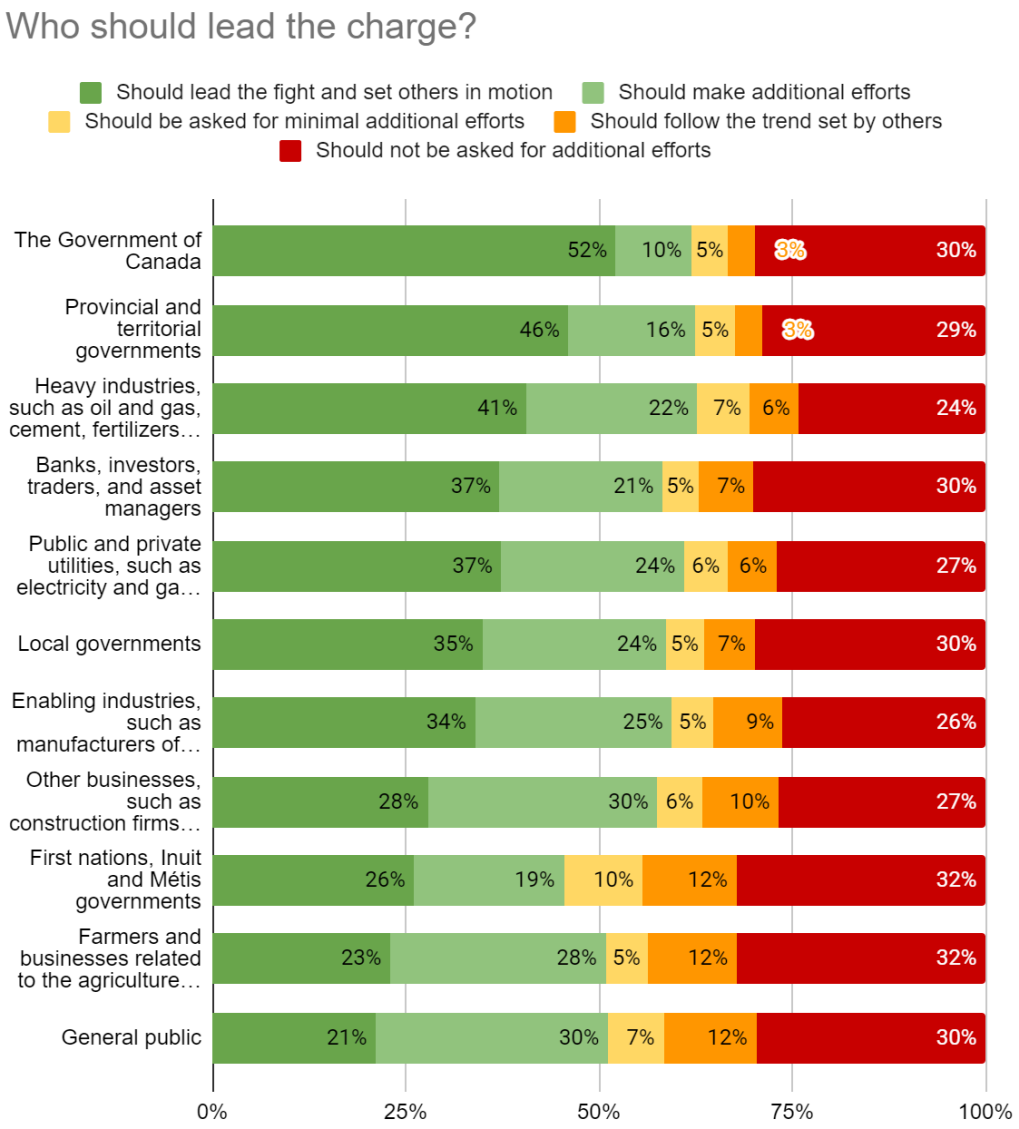


Question 3: Roles

Everybody has a role to play in reducing carbon pollution and the Government of Canada cannot do this alone. When setting the next target, Canada will communicate how much effort is expected from different parts of society in helping to meet the target.

Recognizing that challenges and opportunities may not be the same for everyone, indicate how much effort you expect from different groups of people in fighting climate change:

A majority believe the Government of Canada (52%) and provincial and territorial governments (46%) should lead the fight against climate change. Heavy industries (41%) and banks and asset managers (37%) are also expected to make significant efforts. Conversely, the general public (21%) and farmers/agricultural businesses (23%) are seen as less critical. The overall sentiment highlights a strong expectation for government and industry leadership in climate action.



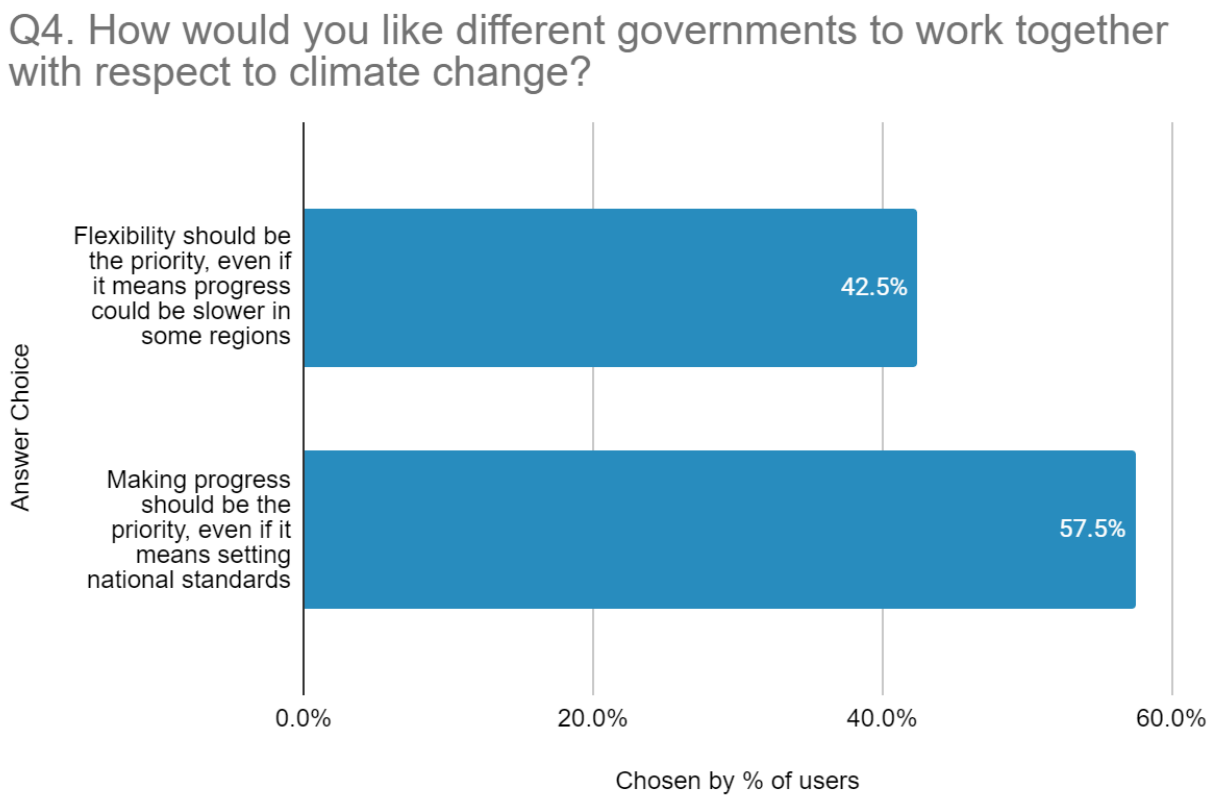
Question 4: Effort Sharing

Protecting the environment is a shared priority, which means that the Government of Canada, provinces and territories, municipal governments, and other orders of government are all responsible for combating climate change within their areas of responsibility.

This offers the benefit of providing flexibility for climate action to reflect the different realities of communities across Canada. On the other hand, fighting climate change only works if everybody works together towards a common goal.

Knowing this, how would you like different governments to work together with respect to climate change?

A majority (57.5%) of respondents prioritise making progress on climate action even if it means setting national standards, over flexibility (42.5%). This reflects a preference for unified and coordinated efforts across different levels of government to combat climate change effectively. This sentiment underscores the importance of a cohesive strategy to achieve national climate goals.



Question 5: Target Ambition

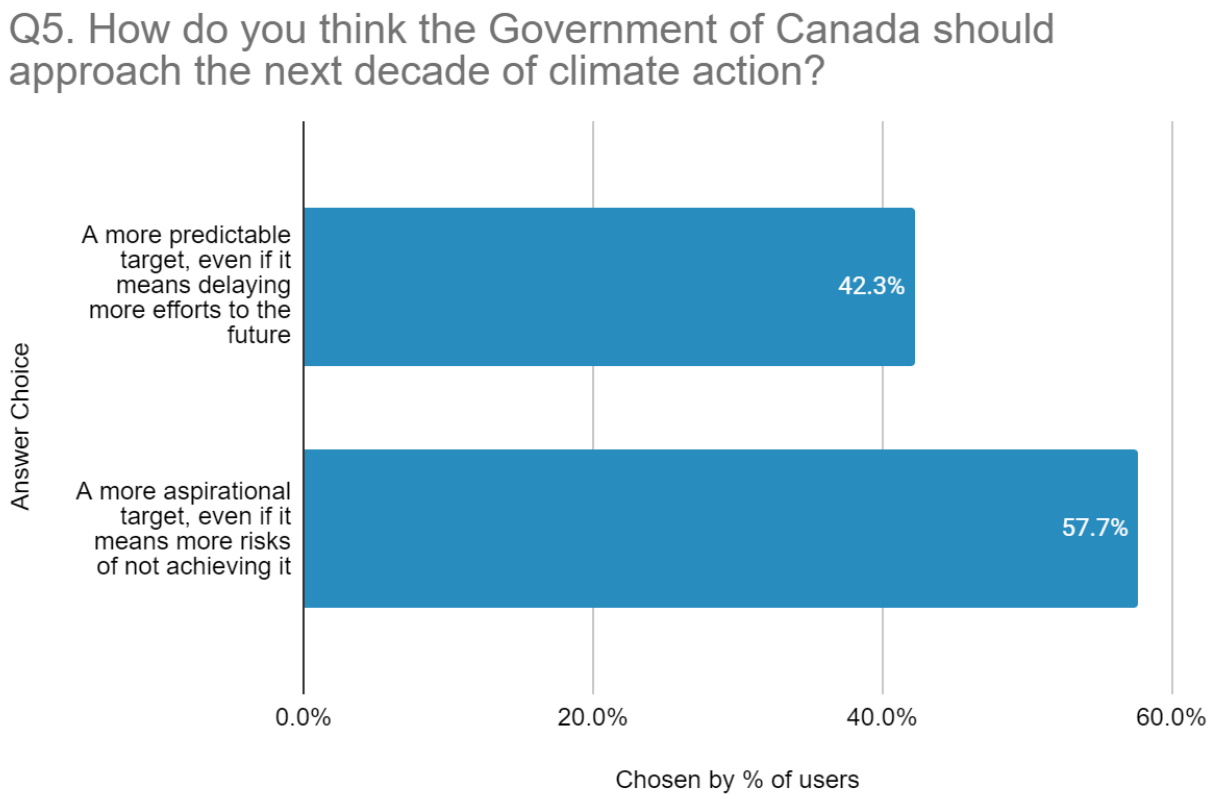
The 2035 target will provide a goalpost for the level of investment and the pace of change Canada needs to take. To be effective, the target needs to strike the right balance between:

1. Being aspirational, meaning we may not know exactly how we will get there, but the main objective is to encourage people, industry, and others to do more to fight carbon pollution; and,
2. Being predictable, meaning we know exactly how we will get there, and know that people are ready to make those changes.

An aspirational target will be set higher than a predictable target, but may be harder to achieve.

Given this, which type of target do you think would be most beneficial for the climate?

A majority (58%) of respondents favour a more aspirational target for Canada's next decade of climate action, even if it means more risks of not achieving it. Meanwhile, 42% prefer a more predictable target, even if it means delaying more efforts to the future. This reflects a relatively strong inclination towards ambitious climate goals, emphasising the desire to encourage greater efforts to fight carbon pollution even if targets may be aspirational.

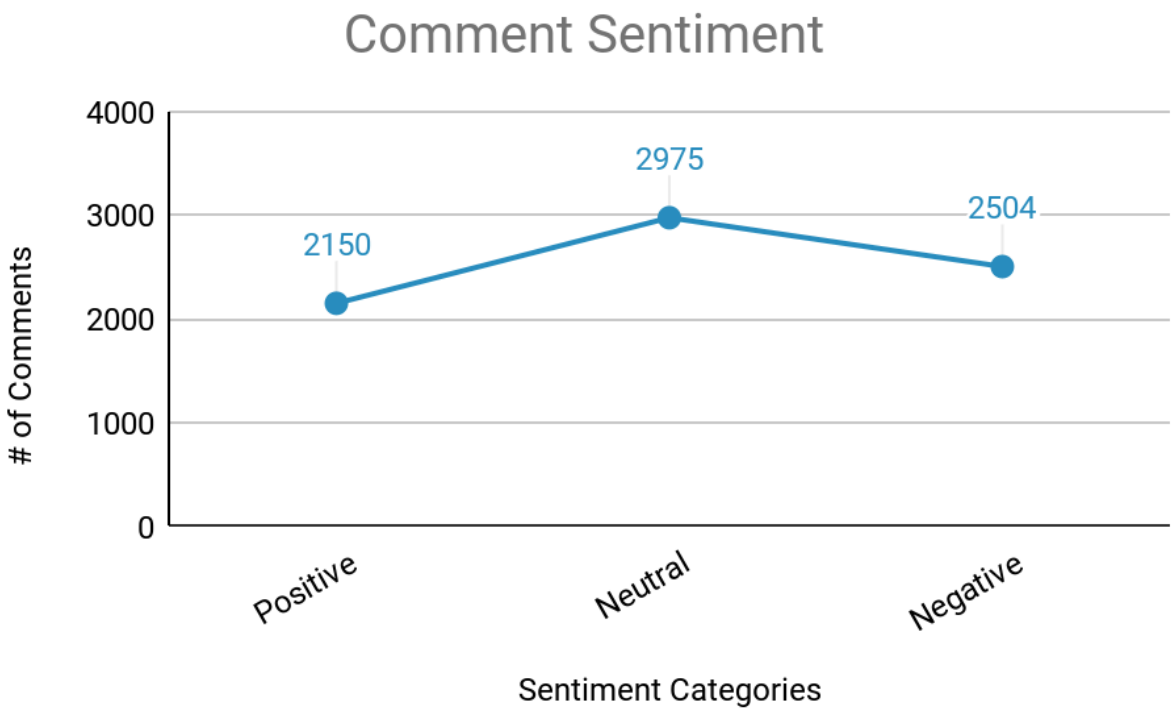


Question 6: Target Ambition

In your own words, explain the reasons behind your preference [as indicated in Q5]

Total Comments: 7,629

Analysis: Qualitative data points to deep divisions surrounding perceptions of climate change and the responses necessary to address it. While there is a significant push for urgent and aspirational actions, there is also a notable faction that denies the need for such measures. The emotional responses vary widely, with a significant number of participants expressing neutral sentiments. Such comments tend toward the practical, while positive and negative responses have more varied emotional tones.



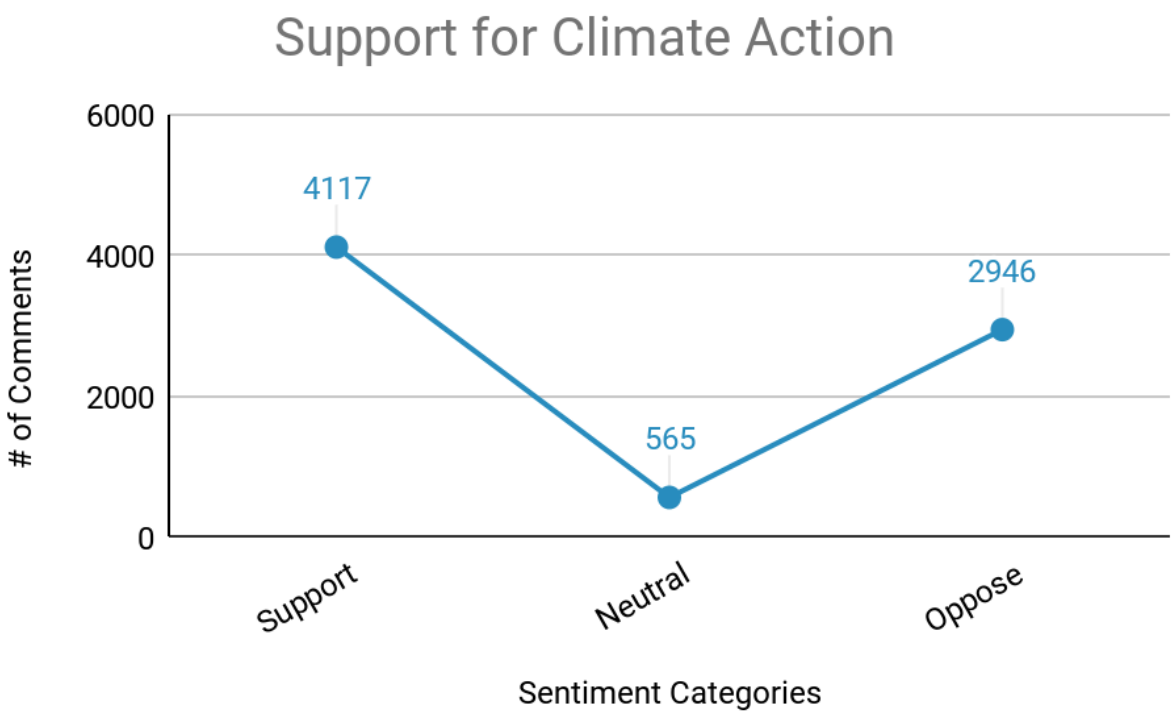
1. **Comment Sentiment Analysis**[1]

[1] **Neutral Sentiment:** Comments that express ambivalence or lack strong emotional responses. They often include practical or factual statements without an overtly positive or negative tone, reflecting practical, indifferent, or balanced perspectives.

Positive Sentiment: Comments that reflect optimism, satisfaction, or approval. These include expressions of hope, pride, or appreciation for climate change efforts, often associated with terms like hopeful, proud, and appreciative.

Neutral Dominance: The most comments are neutral (2975), followed by negative (2504) and positive (2150). This suggests a significant portion of respondents are either ambivalent or reserved in their emotional expression concerning climate change.

Polarisation: While negative sentiments outweigh the positive, high response rates for both point to potential polarisation across non-neutral respondents, and a wide range of emotional responses to the issue of climate change.

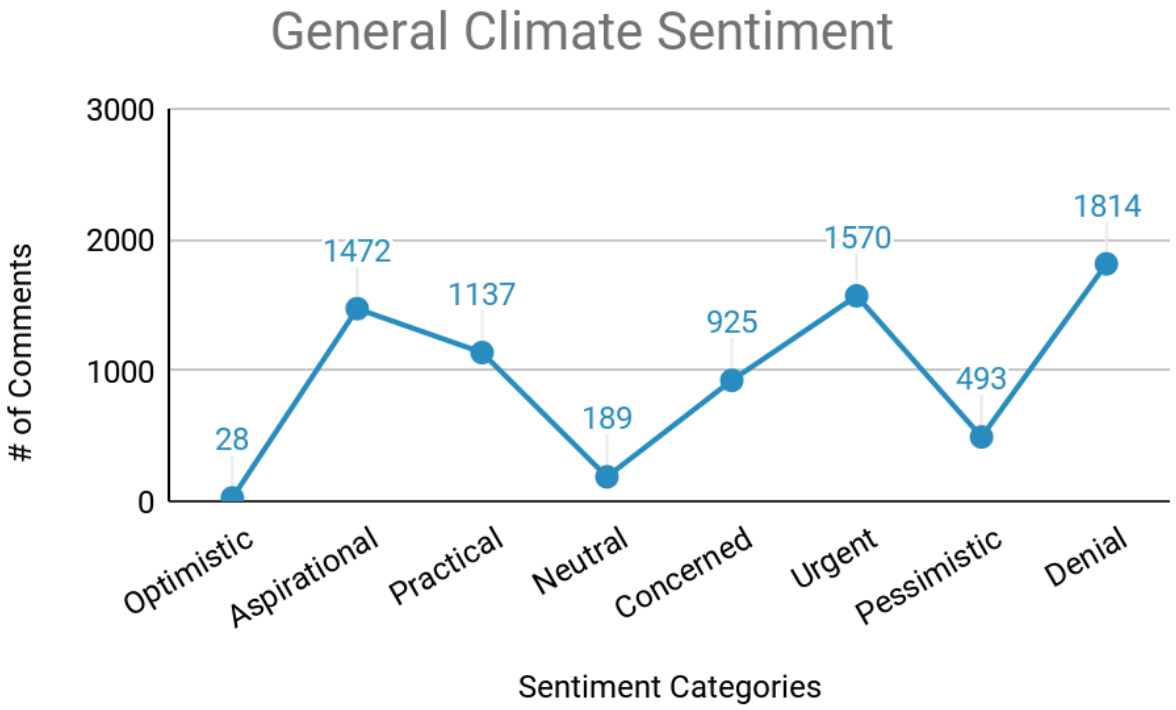


2. **Support for Climate Action**

Strong Support with Some Polarisation: A large majority supports climate action (4117 comments), but there is also a substantial number of comments opposing it (2946). The neutral position is far less common (565), indicating strong opinions on either side.

Opposition Trends: Opposition to climate action is significantly marked by sentiments of "Denial" (1809 out of 2946 oppose comments), pointing to scepticism or rejection of climate change as a pressing issue.

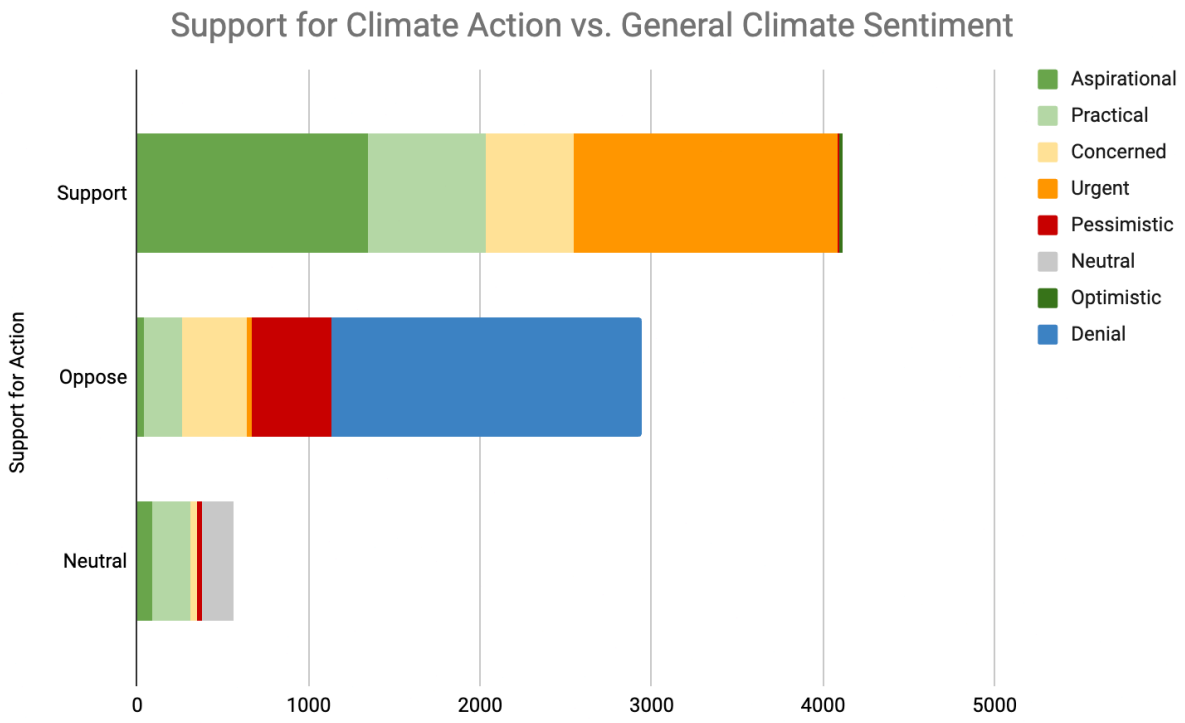
Negative Sentiment: Comments that convey dissatisfaction, frustration, or disapproval. They reflect concerns about the effectiveness or consequences of climate actions, or outright rejection of the necessity for such measures, using terms like frustrated, anxious, concerned, and denial.



3. General Climate Sentiment

Urgency and Concern: "Denial" (1814) and "Urgent" (1570) are the most prevalent sentiments, suggesting that many participants view climate change as either an immediate and serious issue, or one that is irrelevant and contrived .

Spectrum of Beliefs: From "Denial" to "Optimistic," there's a broad spectrum in the belief about climate change's impact and the effectiveness of actions taken, with "Denial" the most prevalent sentiment expressed by respondents, followed by “Urgent” (1570), and support for “Aspirational” (1472) targets.

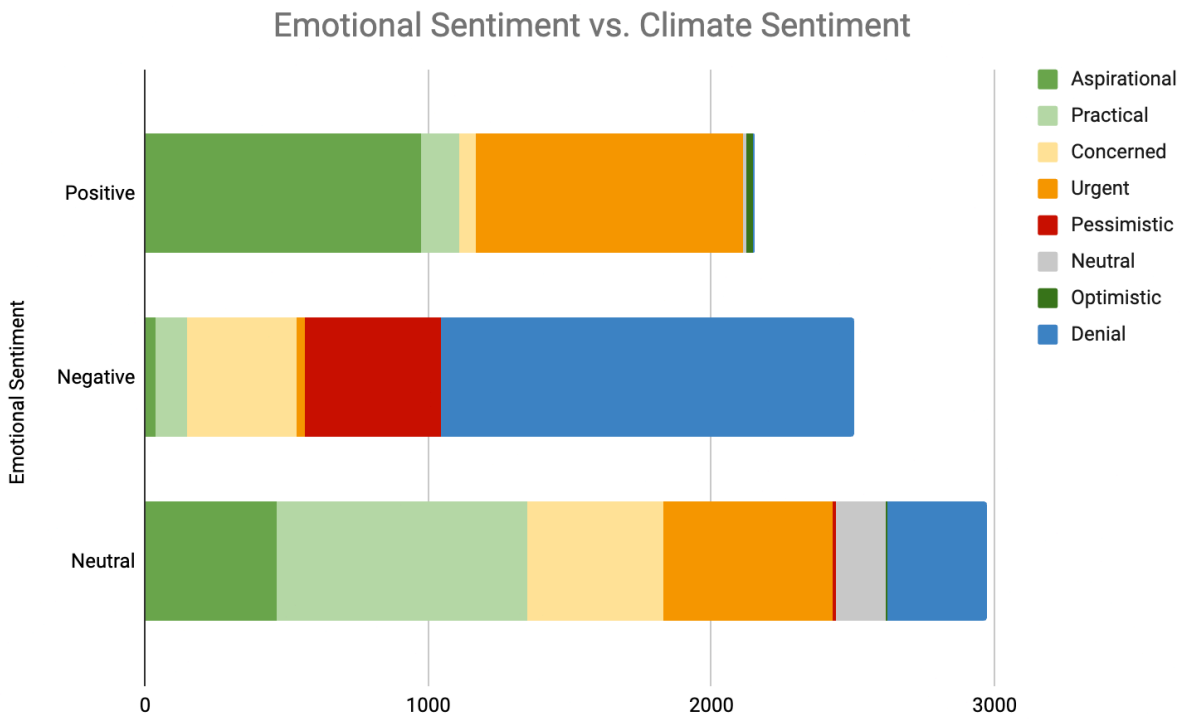


4. Support for Climate Action vs. General Climate Sentiment

Support Distribution: Most support is aligned with "Urgent" (1537), "Aspirational" (1343), and "Practical" (687) sentiments. This shows a desire for ambitious yet realistic climate goals.

Opposition Nuances: The opposition is heavily tied to "Denial" (1809), indicating that many who oppose climate action do not believe in the necessity or impact of such measures. "Concerned" and "Practical" opposition suggest disagreement on methods or pessimism about outcomes.

Neutral Stance: Neutrality is mostly "Practical" (224) and "Aspirational" (89).



5. **Emotional Tone vs. General Sentiment**

Positive Associations: Positive tones are largely with "Urgent" (944) and "Aspirational" (972) sentiments, indicating optimism about proactive measures and ambitious targets.

Negative Emotions: Negative tones dominate in "Concerned" (384) and "Denial" (1459) categories, showcasing frustration and outright rejection of the prevailing climate narratives or actions.

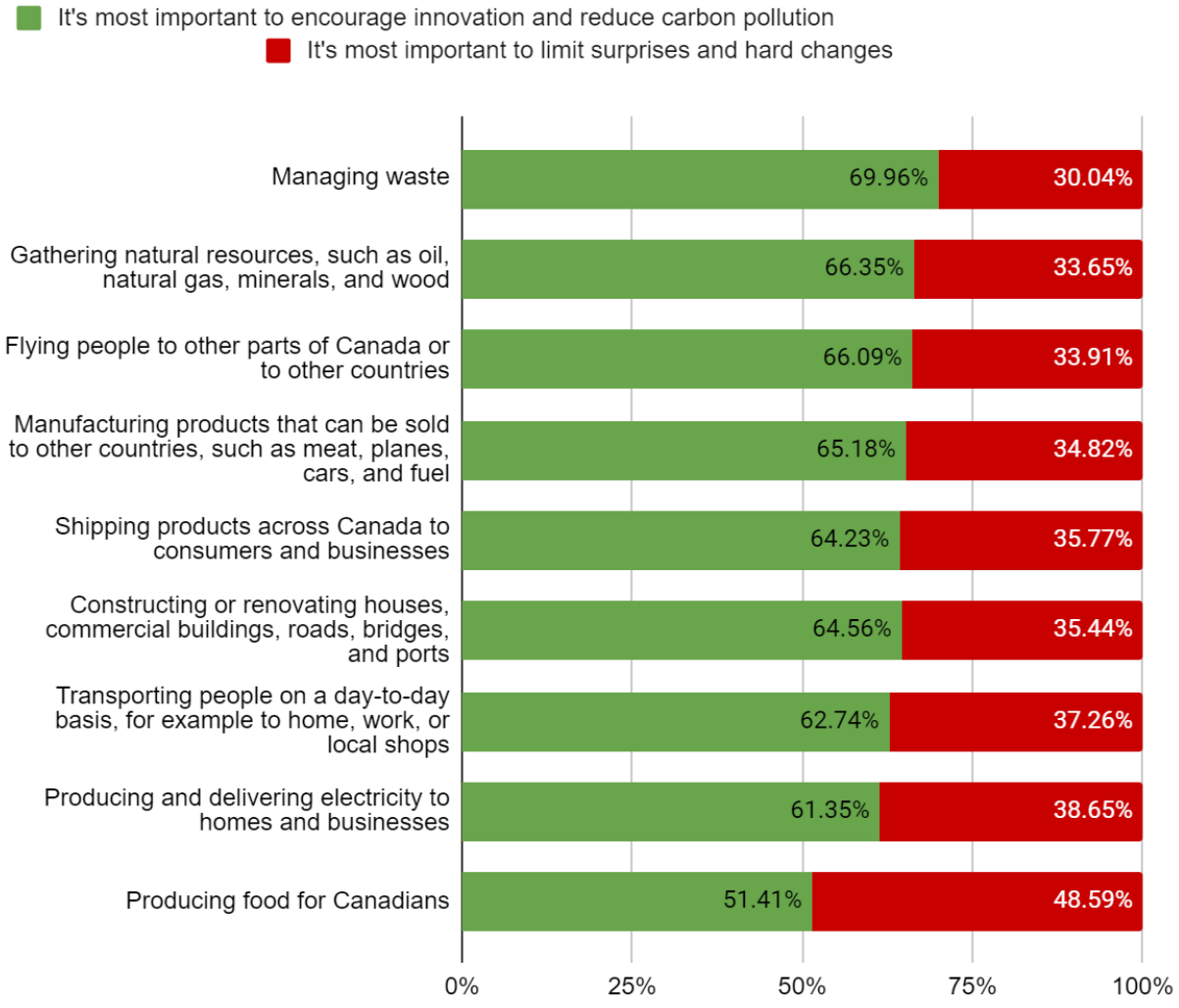
Neutral Tones: Neutrality is strong in "Practical" (887) and "Concerned" (482) sentiments.

Question 7: Sector Ambition

The speed at which Canada eliminates carbon pollution may not look the same for different sectors of our economy.

What do you think is the most important when it comes to the following economic activities?

Respondents prioritise encouraging innovation and reducing carbon pollution across various economic activities. Managing waste leads with 70% favouring innovation, followed by natural resource gathering (66%), flying people (66%), and manufacturing products (65%). Producing food for Canadians is the only activity where opinions are nearly split, with 51% prioritising innovation and 49% emphasising stability. This suggests a broad consensus on the need for innovative approaches to tackle carbon pollution, with some concerns about stability in food production.



Question 8: Climate Benefits

Among the following benefits, which ones would you like the Government of Canada to prioritise as part of Canada building a more sustainable future?

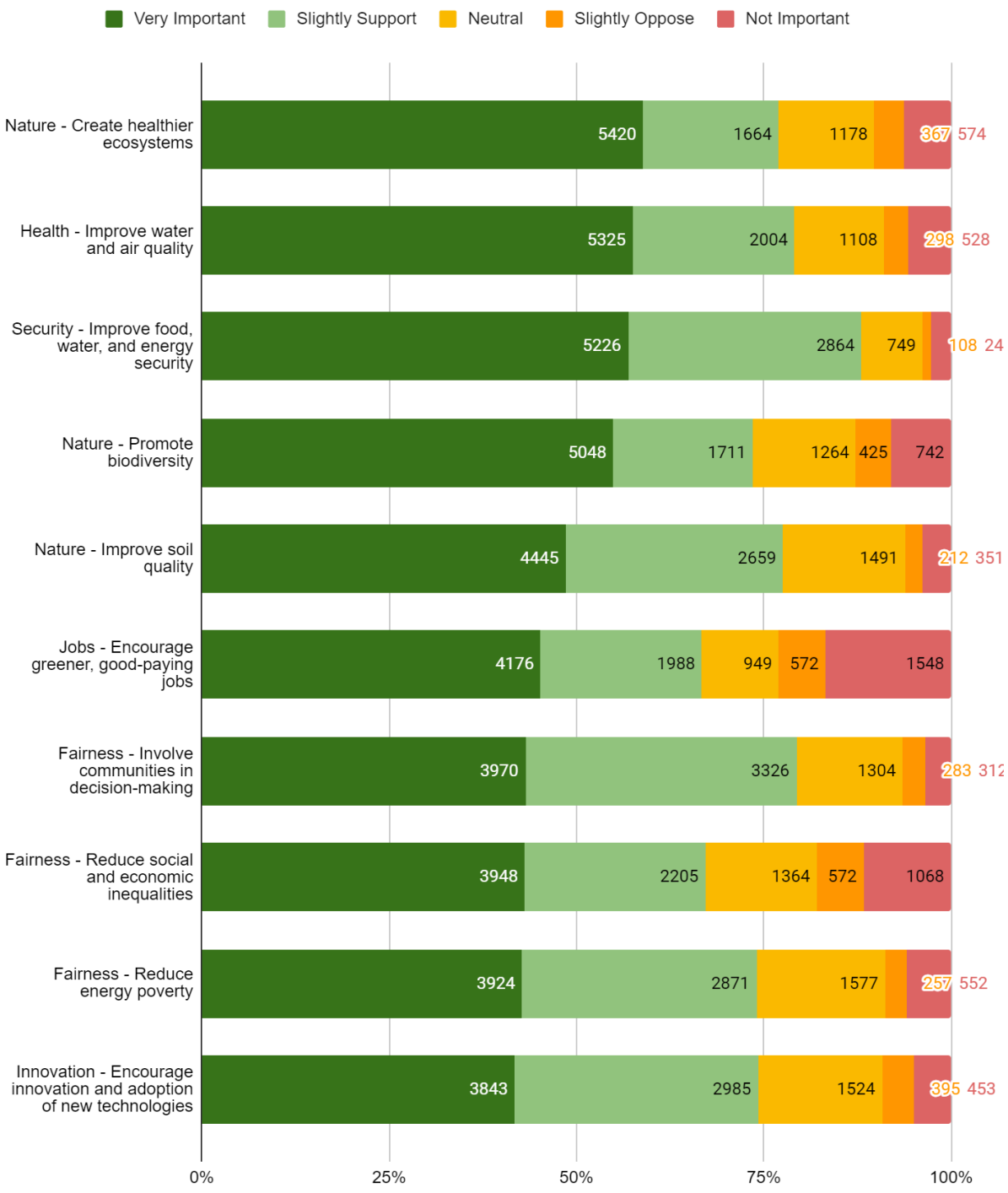
The majority of respondents believe the Government of Canada should prioritise security-related benefits, particularly improving food, water, and energy security (88%) and protecting critical infrastructure such as power lines (80%). Health benefits like improving water and air quality (79%) and reducing premature deaths and chronic illnesses (71%) are also highly prioritised. Fairness, including involving communities in decision-making (79%) and reducing energy poverty (74%), alongside nature-focused benefits like improving soil quality (78%) and creating healthier ecosystems (77%), also feature prominently. This suggests a comprehensive approach to sustainability that balances immediate security and health needs with long-term environmental and social equity goals.

Positive Support



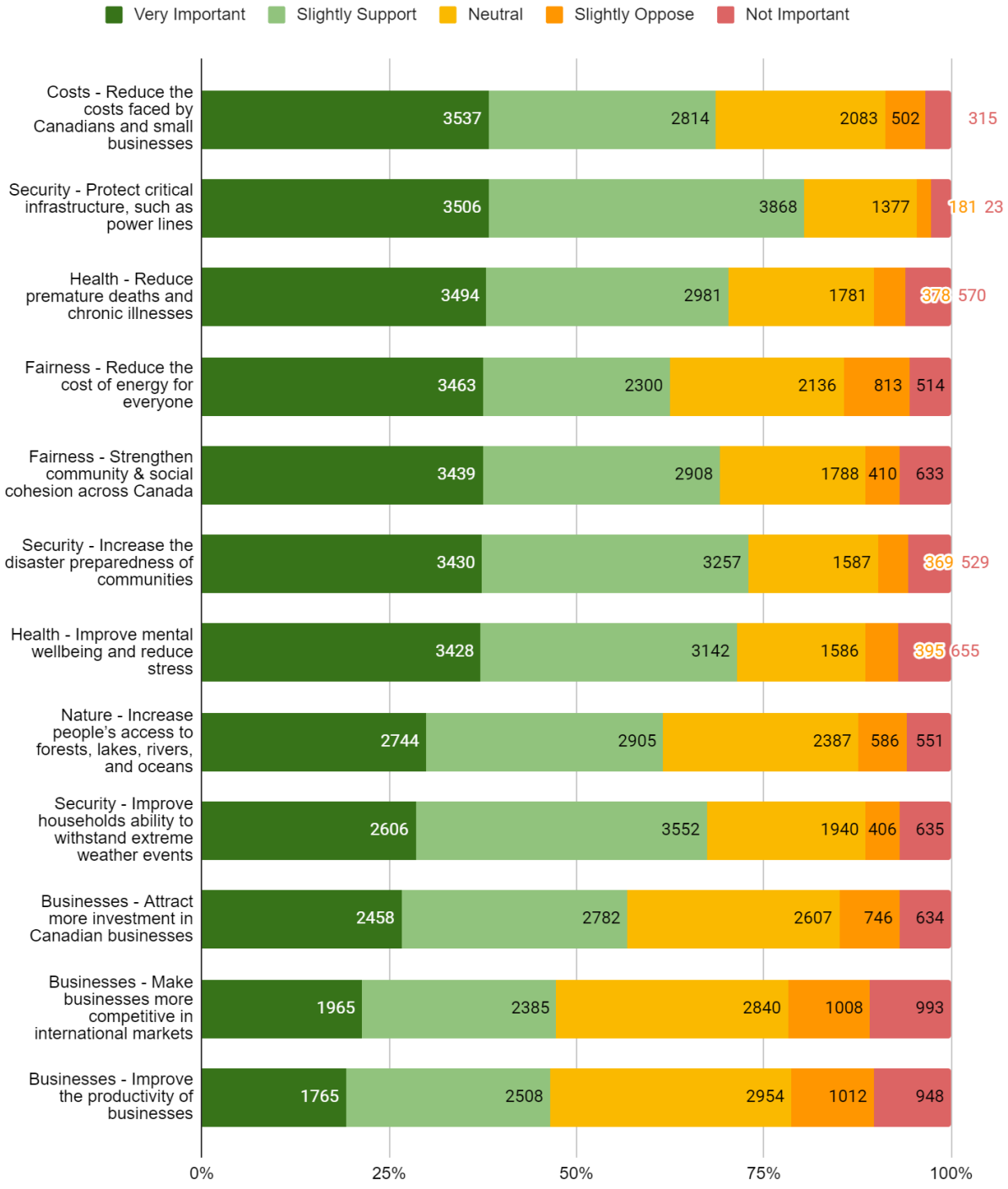
Question 8 continued

Support breakdown



Question 8 continued

Support breakdown

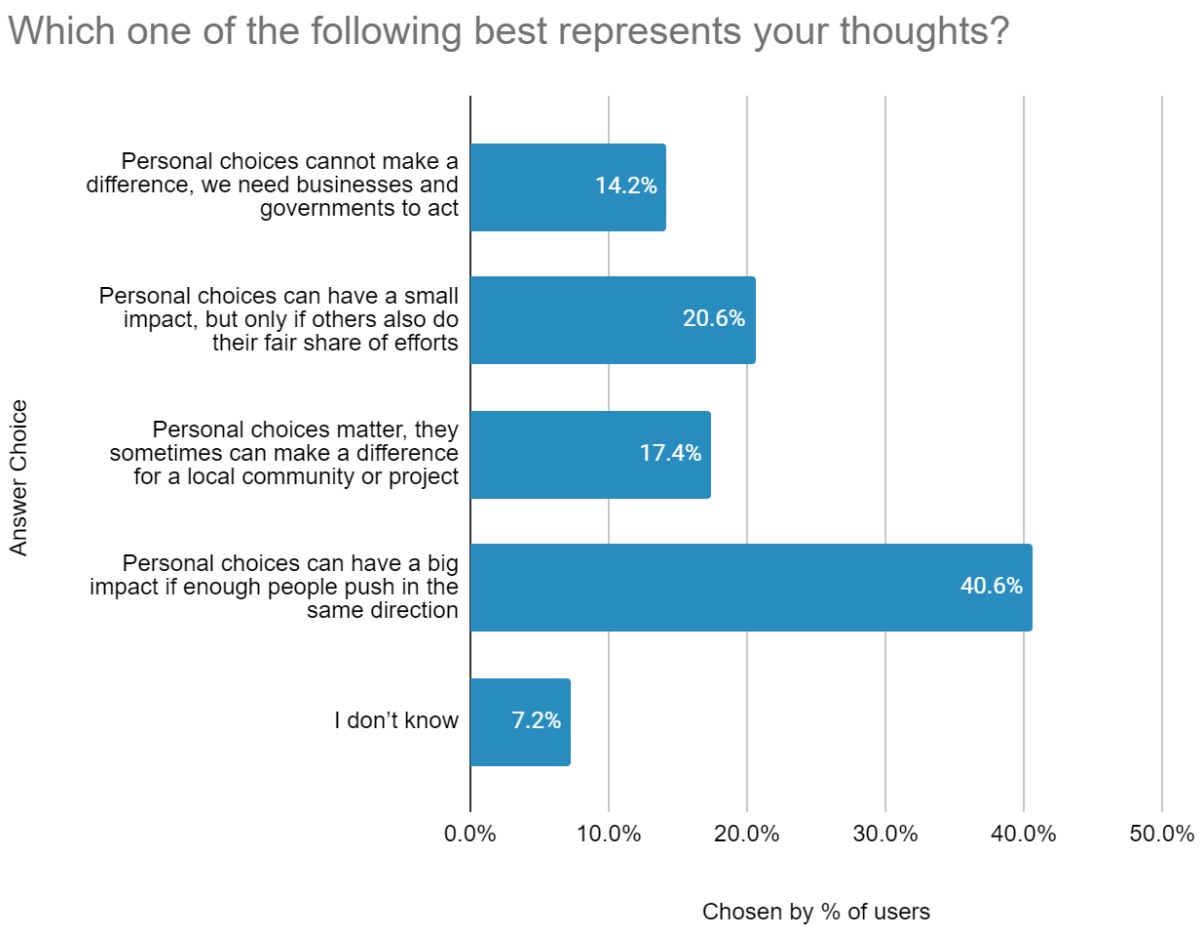


Question 9: Individual Action

A large majority of Canadians agree that fighting climate change is a priority, but people feel differently about the positive impact their personal choices can have.

Which one of the following best represents your thoughts?

A significant portion of respondents (40.6%) believe that personal choices can have a big impact if enough people push in the same direction. Additionally, 20.6% think personal choices can have a small impact but only if others also contribute, while 17.4% feel personal choices matter at the local community or project level. Conversely, 14.2% believe personal choices cannot make a difference and that businesses and governments need to act. A small percentage (7.2%) are unsure about the impact of personal choices on fighting climate change.

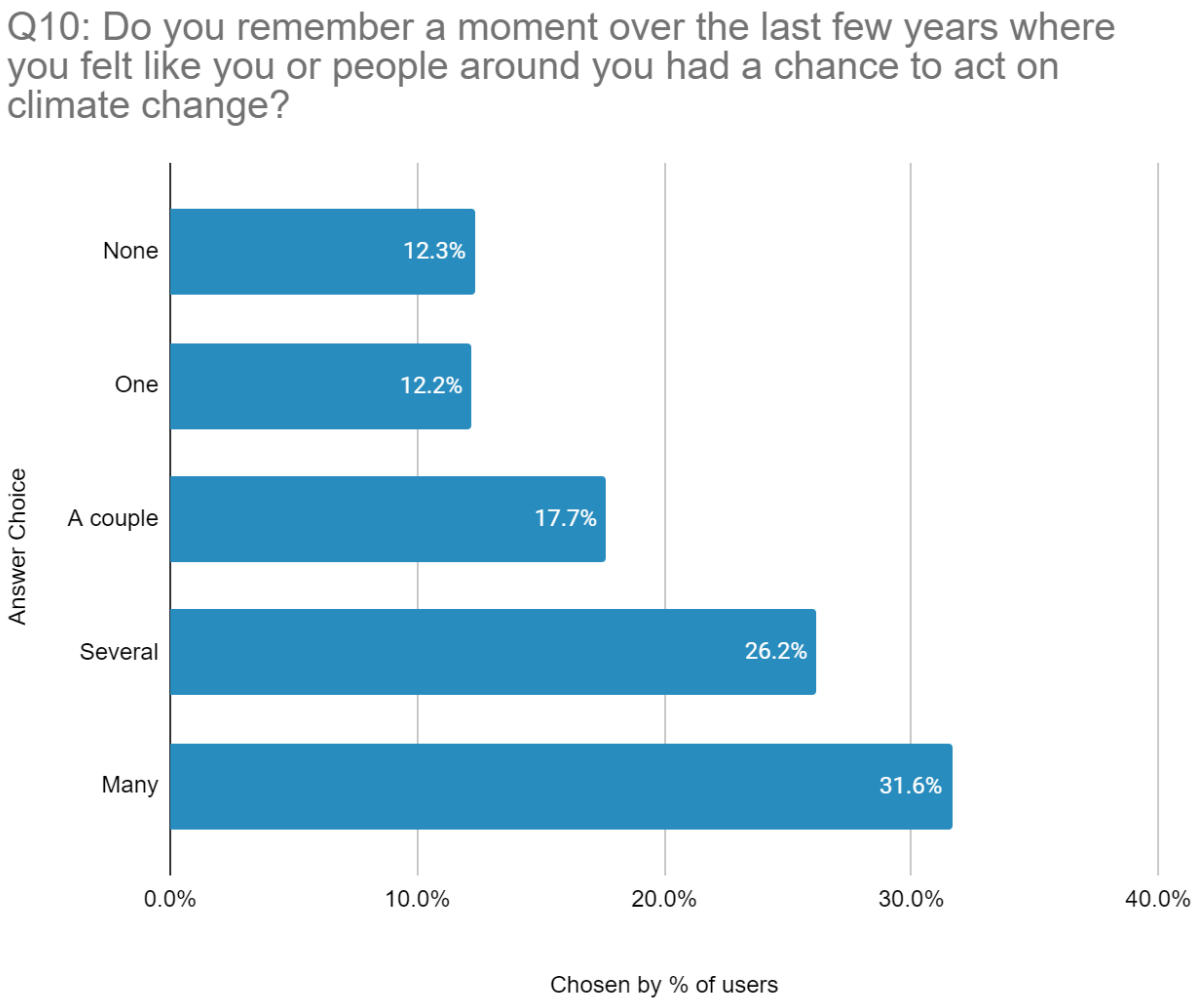


Question 10: Community Action

Thinking about your job, your family, and your community. Do you remember a moment over the last few years where you felt like you or people around you had a chance to act on climate change?

For example, this could be a project you were part of at work, an energy efficiency improvement or renovation you have done in your house, or even being supportive of or using new green infrastructure in your community (such as hybrid or electric buses).

The majority of respondents recall multiple moments over the last few years where they felt they had a chance to act on climate change, with 31.6% noting "many" such instances and 26.2% recalling "several" opportunities. Meanwhile, 17.7% remember "a couple" of moments, and smaller portions of respondents, 12.2% and 12.3%, recall just "one" or "none" respectively. This indicates a broad awareness and engagement with climate action in personal and community contexts among the respondents.

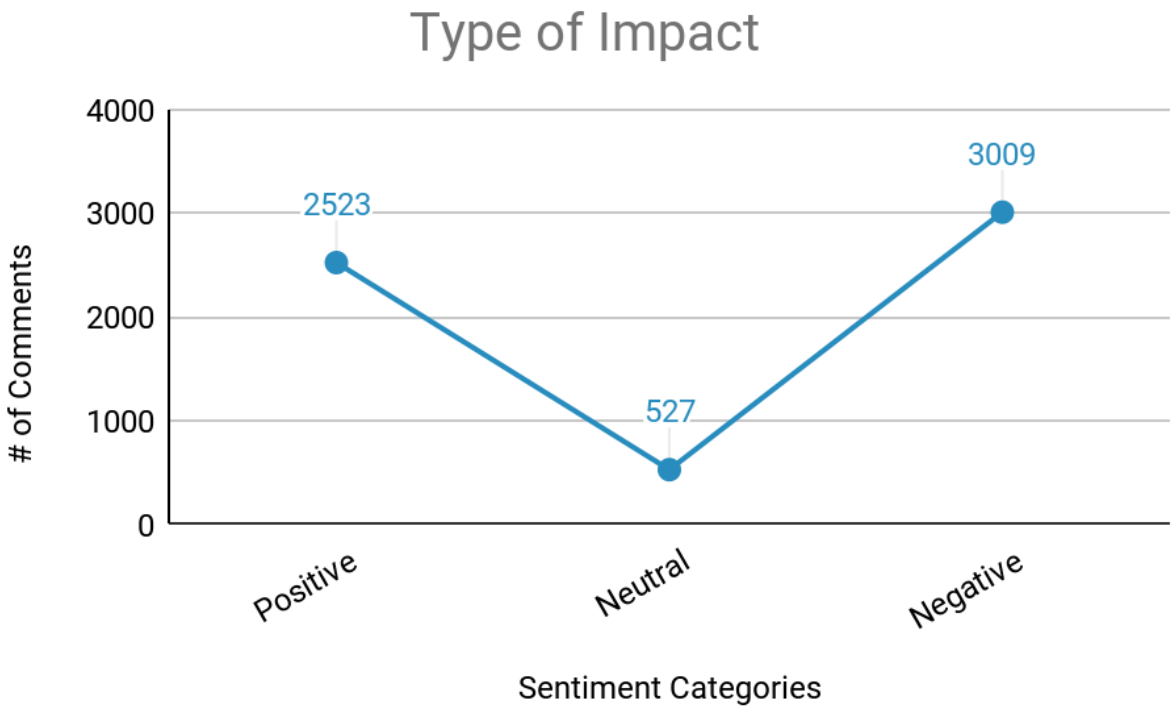


Question 11: Community Action

In your own words, describe how recent efforts to fight climate change have impacted you, your family, or your community. You can talk about a project you were directly taking part in, or someone else's project that impacted you.

Total Comments: 6,060

Analysis: Qualitative data suggests that while there are significant concerns and frustrations regarding the impacts of climate change efforts, there is also a considerable amount of hope and pride associated with certain outcomes. Negative perceptions, particularly economic and social concerns, dominate but are balanced by a strong current of optimism and satisfaction with environmental improvements. This complex mix of sentiments underscores the challenge of addressing climate change in a way that meets diverse needs and expectations.

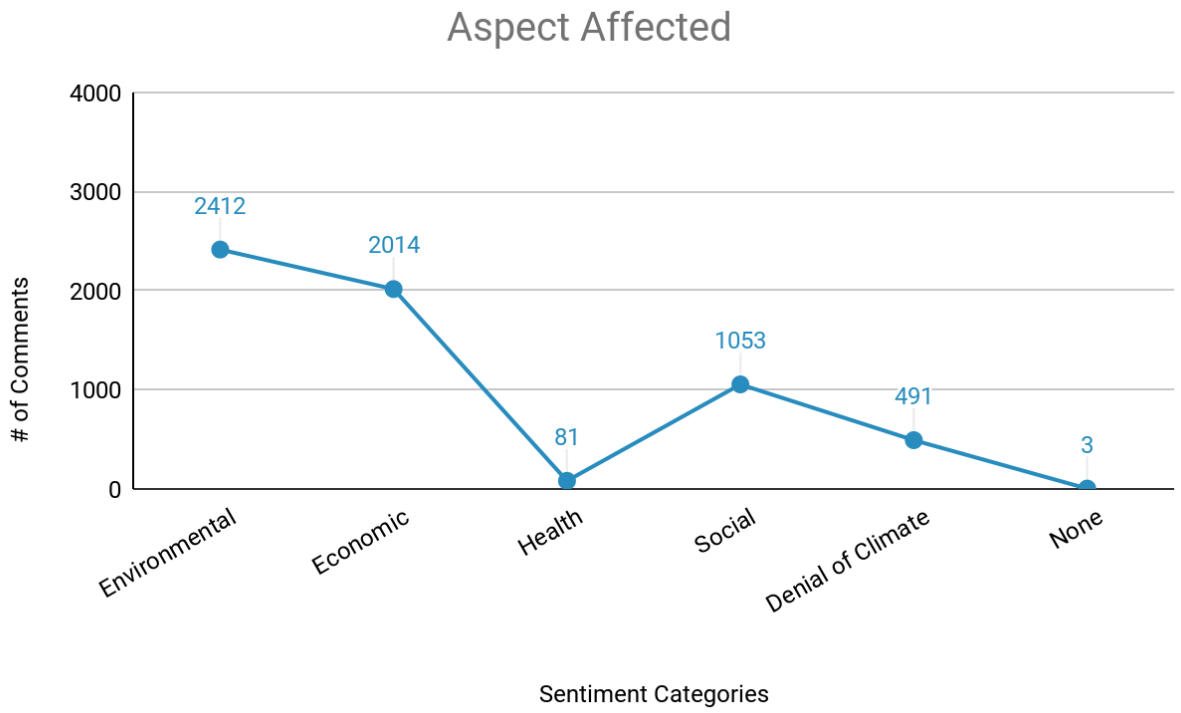


1. **Type of Impact Analysis**

Negative Impact: Dominates with 3009 comments, indicating a strong perception that recent efforts to fight climate change have had adverse effects on a majority of commenters.

Positive Impact: Follows with 2523 comments, suggesting that a significant number of respondents recognize beneficial outcomes from climate actions.

Neutral Impact: Least frequent with 527 comments, indicating a smaller group feels the efforts are neither particularly beneficial nor harmful, or that the impacts are not yet clear.



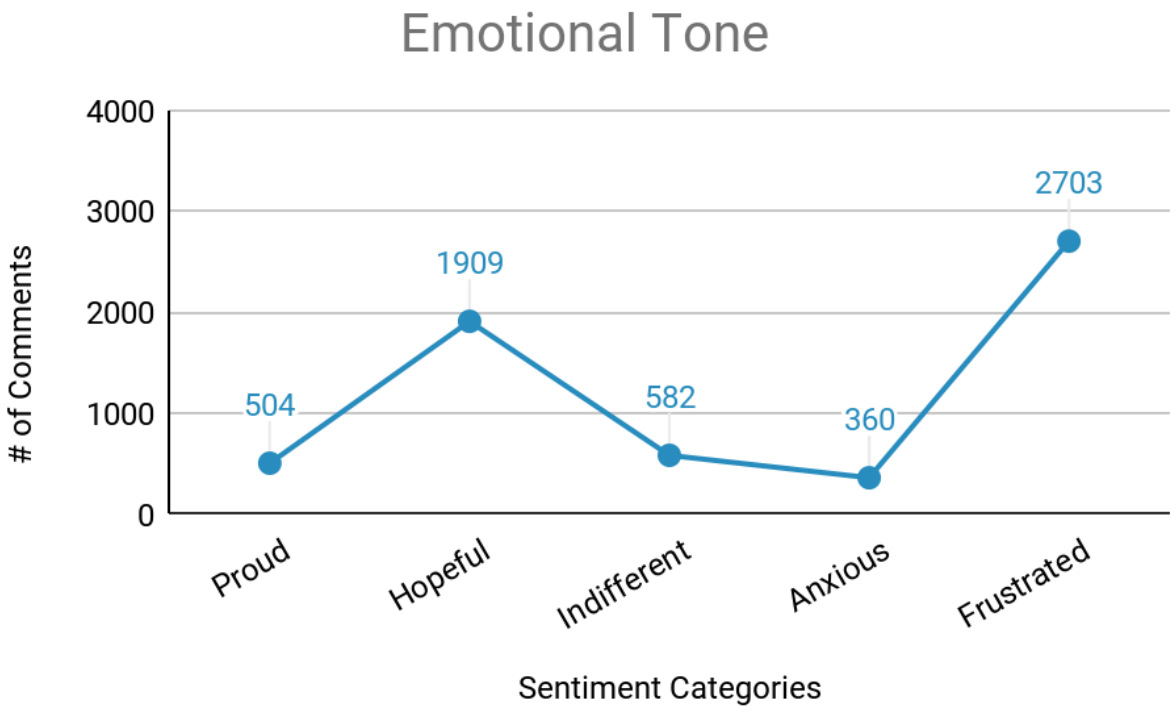
2. Aspect Affected Analysis

Environmental Aspect: The most discussed, with 2412 comments, reflecting the direct impact of climate initiatives on environmental conditions.

Economic Aspect: The second most affected with 2014 comments, indicating concerns or benefits related to economic factors such as job creation or costs.

Social Aspect: Noted by 1053 comments, highlighting changes in community dynamics or social behaviours.

Denial of Climate Change: Discussed far less, however, still significant, underlying a pervasive theme of climate change denial throughout the engagement.

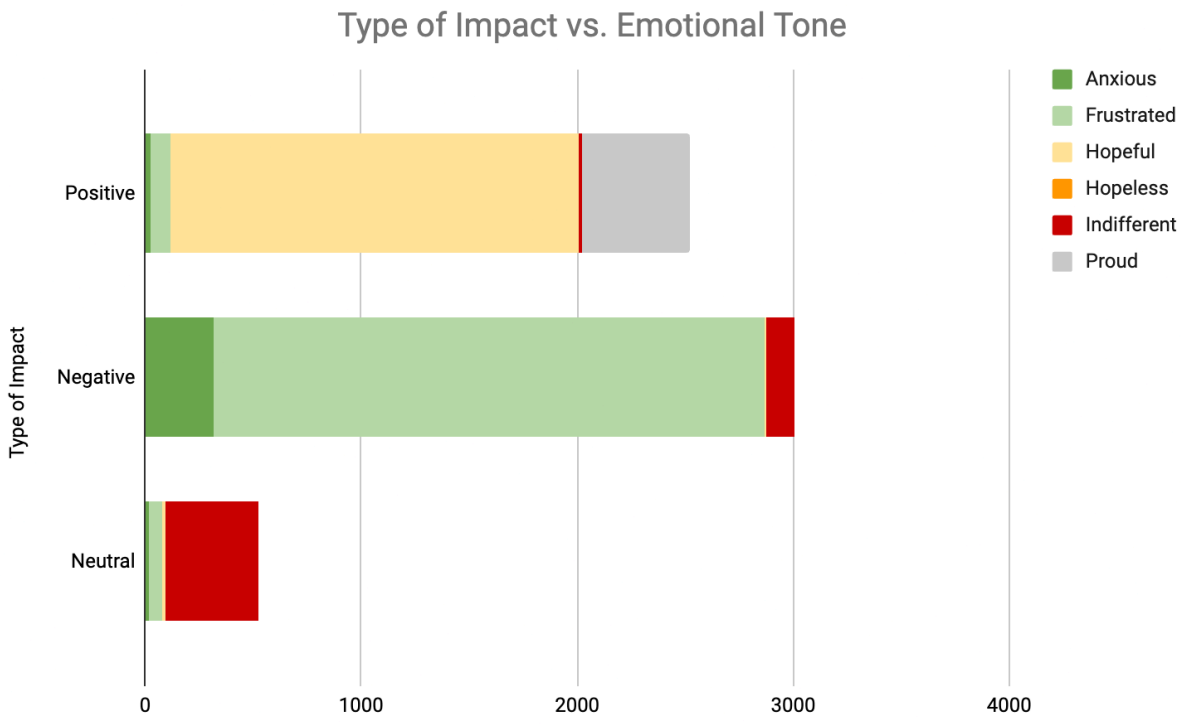


3. Emotional Tone Analysis

Frustrated: The predominant emotional tone with 2703 comments, reflecting widespread discontent or dissatisfaction with the outcomes or pace of climate actions.

Hopeful: Next with 1909 comments, showing that many are still optimistic about the potential of efforts to mitigate climate impacts effectively.

Proud: A significant number of comments (504) express pride, likely in relation to successful local or personal initiatives.

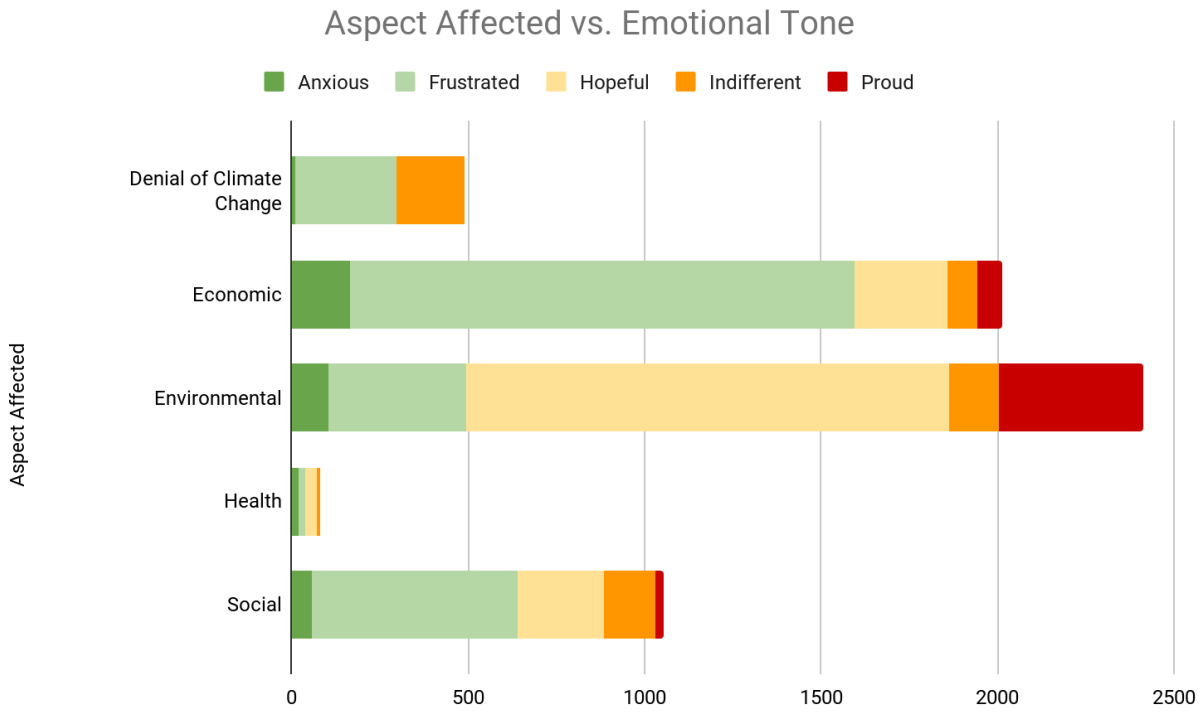


4. **Emotional Tone Detailed by Impact Type:**

Negative Impact Tones: Largely frustrated (2548 comments), but also includes anxious (319 comments) and indifferent (135 comments), underscoring the dissatisfaction and concern over the perceived ineffectiveness or adverse consequences of climate actions.

Positive Impact Tones: Predominantly hopeful (1892 comments), with a substantial number feeling proud (503 comments), indicating positive receptions to certain initiatives and their outcomes.

Neutral Impact Tones: Mainly indifferent (432 comments), reflecting ambivalence or uncertainty about the effectiveness or relevance of climate change efforts.



5. **Emotional Tone Detailed by Affected Aspect:**

Denial of Climate Change: Characterised by frustration (285 comments) and a notable level of indifference (196 comments), indicating strong feelings against the acknowledgment of climate change impacts.

Economic Impacts: Dominated by frustration (1429 comments) but also includes hopeful sentiments (262 comments), reflecting mixed views on the economic impact of climate actions.

Environmental Impacts: Shows a mix of hopeful (1365 comments) and proud (407 comments) tones, suggesting positive perceptions of environmental improvements.

Health Impacts: Smaller in number but includes a balanced mix of anxious and hopeful tones, indicating concern and optimism about direct health impacts.

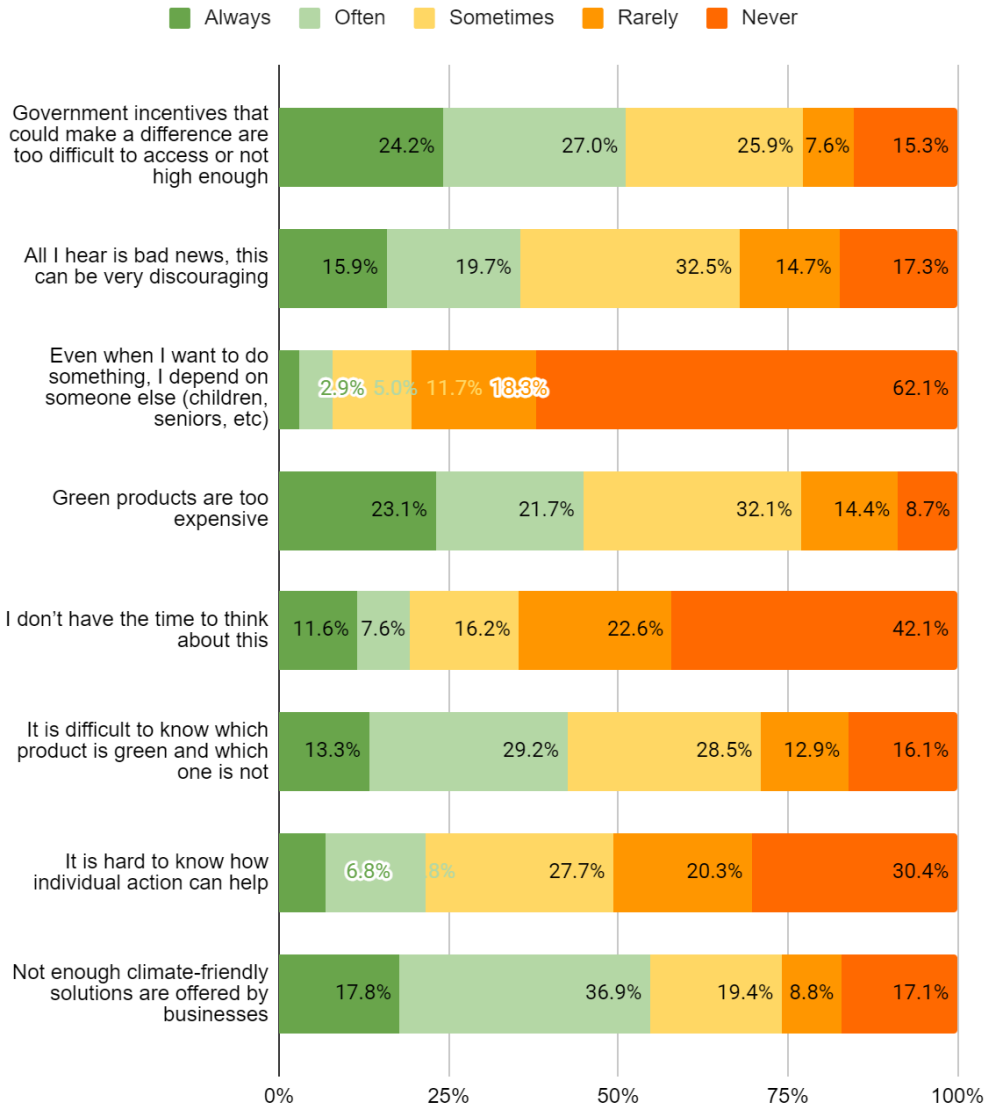
Social Impacts: Frustration (581 comments) and hopeful (245 comments) tones suggest complex social dynamics influenced by climate initiatives.

Question 12: Barriers to Action

There are many reasons why people say they cannot contribute to fighting climate change as much as they would like.

To which extent do you feel the following reasons apply to you?

Dependency on others (62.1%), high cost of green products (32.1%), and difficulty accessing government incentives (24.2% always, 27.0% often) are the most significant barriers to action. Other obstacles include discouragement from negative news (15.9% always, 19.7% often), confusion over identifying green products (13.3% always, 29.2% often), and difficulty understanding how individual actions can help (30.4%). Additionally, 36.9% of respondents note the lack of climate-friendly solutions from businesses as a common hindrance.

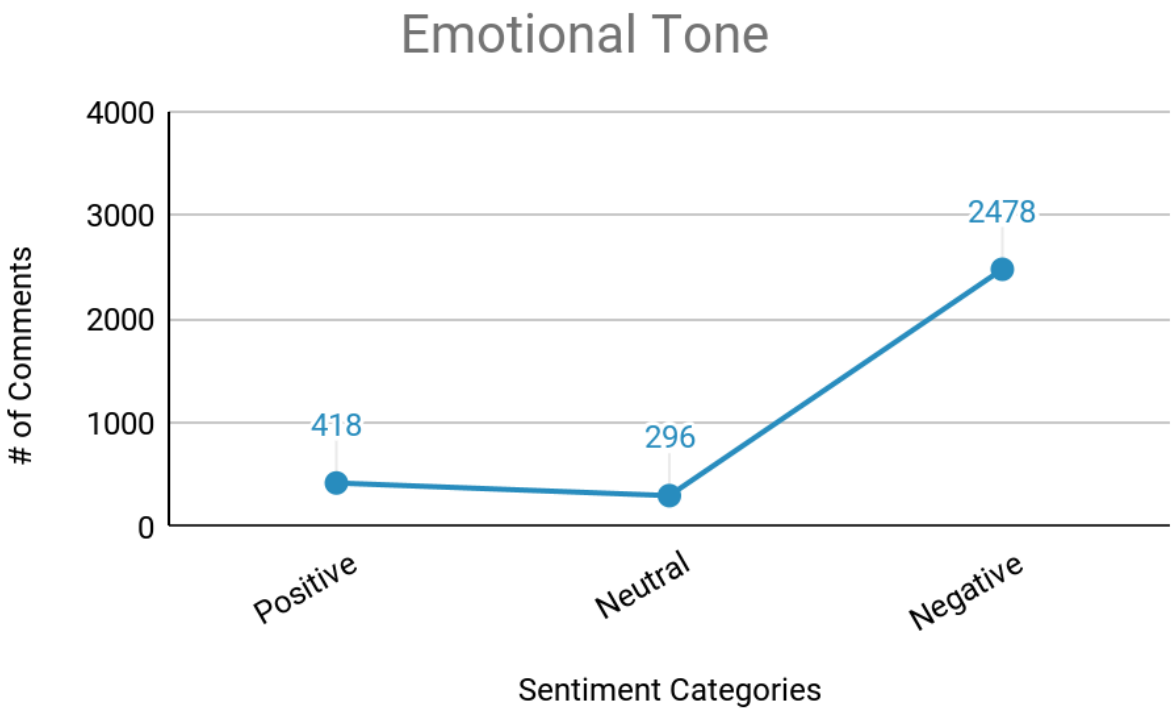


Question 13: Barriers to Action

Is there anything else you would like to tell us on this topic? [Why people say they cannot contribute to fighting climate change as much as they would like]

Total Comments: 3,193

Analysis: The data reveals a range of emotional responses and engagement levels regarding barriers to contributing to climate change efforts. Frustration is the most common sentiment, particularly among those whose comments are actively engaged and negatively affected. However, there is also a significant amount of hopeful and positive sentiment, especially among engaged respondents, indicating resilience and determination. There remains a level of denial and conspiracy-related comments, though smaller in number. Overall, the majority of respondents feel negatively about their ability to contribute to fighting climate change, with frustration and engagement being the most common sentiments. Despite these challenges, there is also a significant number of positive and hopeful comments.

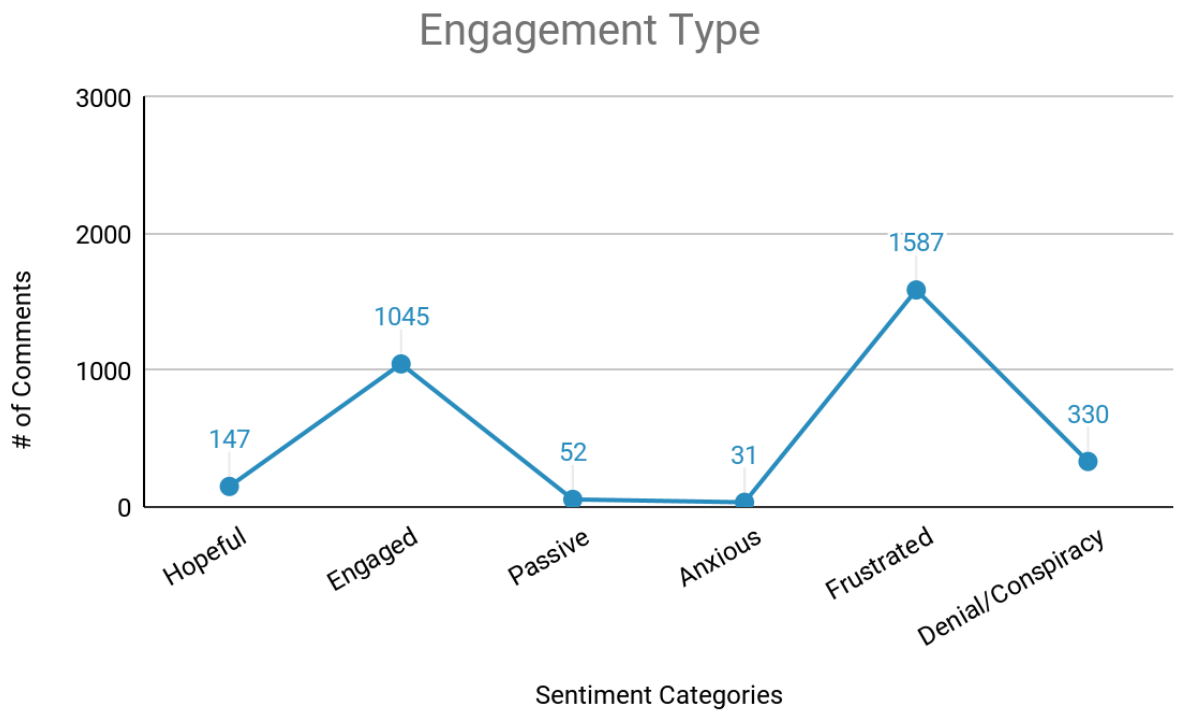


1. **Comment Sentiment Analysis: Emotional Tone**

Negative Tone: Dominates with 2,478 comments, suggesting a prevalent sense of frustration, disappointment, or dissatisfaction regarding the challenges in contributing to climate change mitigation.

Neutral Tone: 296 comments exhibit a neutral tone, indicating indifference or a lack of strong feelings on the subject.

Positive Tone: 418 comments reflect a positive outlook, showing that some respondents remain hopeful or satisfied with the efforts they or others can make.



2. **Engagement Type**

Frustrated Engagement: The highest number of comments (1,587) fall into this category, indicating significant frustration with barriers to contributing more effectively to climate action.

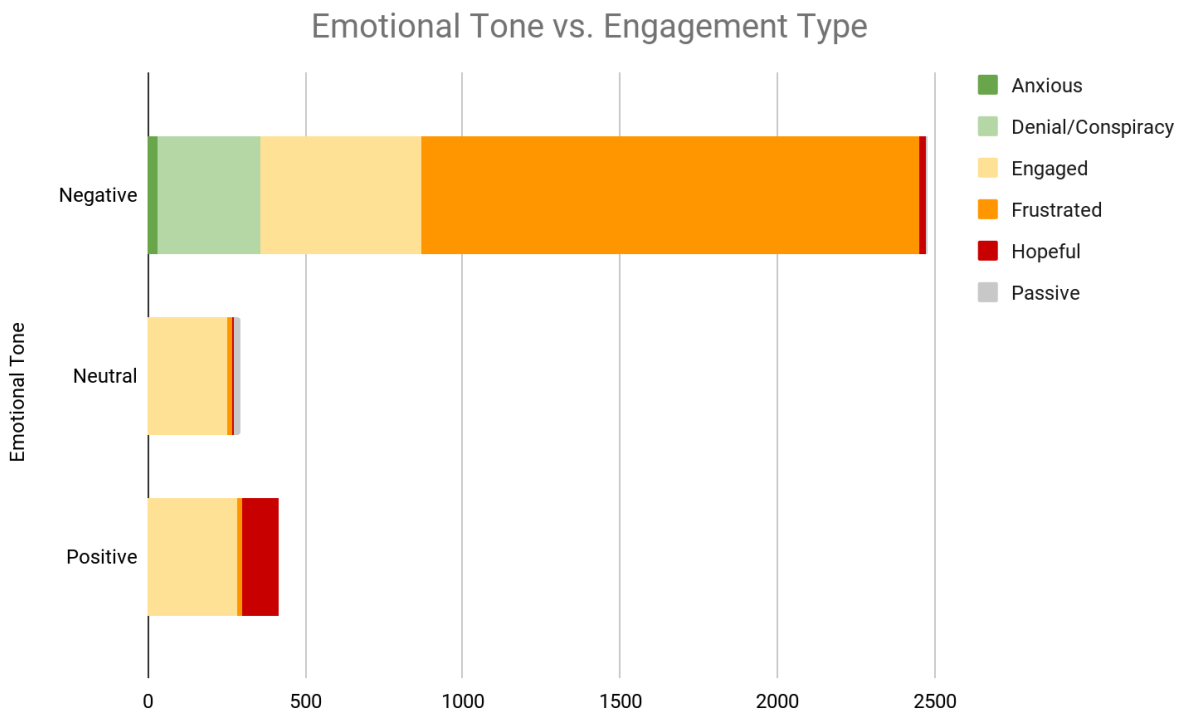
Engaged: 1,045 comments show active engagement, reflecting efforts to contribute despite the challenges.

Hopeful: 147 comments express hope, indicating optimism about overcoming barriers to effective climate action.

Denial/Conspiracy: 330 comments suggest engagement with denial or conspiracy theories, showing a notable subset of the population sceptical of mainstream climate change narratives.

Passive: 52 comments indicate passive engagement, reflecting a lack of active involvement or resignation to the perceived barriers.

Anxious: 31 comments express anxiety, highlighting concerns and worries about climate change and the ability to contribute effectively.



3. Emotional Tone by Engagement Type

Negative Tone: The majority of negative comments (1,575) are frustrated, showing a significant level of dissatisfaction and obstacles preventing effective contribution to climate change efforts. A substantial portion (504) remains engaged despite their negative feelings,potentially indicating a desire to overcome barriers. A notable number (330) express scepticism or disbelief in climate actions, reflecting a critical stance against the perceived need or effectiveness of these efforts.

Neutral Tone Most neutral comments (249) are from individuals who are engaged, suggesting practical or non-emotional perspectives on the issue. A smaller portion (23) is passive, reflecting a lack of strong feelings or commitment to climate action.

Positive Tone: The majority of positive comments (285) show engaged individuals who are proactive and optimistic about overcoming barriers. A significant number (120) are hopeful, reflecting an optimistic outlook on the potential for effective climate action.

Question 14: Bonus question

To date, Canada's primary strategy to combat climate change has been to reduce sources of pollution directly, for example by asking car manufacturers to offer more electric vehicles to Canadians instead of cars powered by fossil fuels.

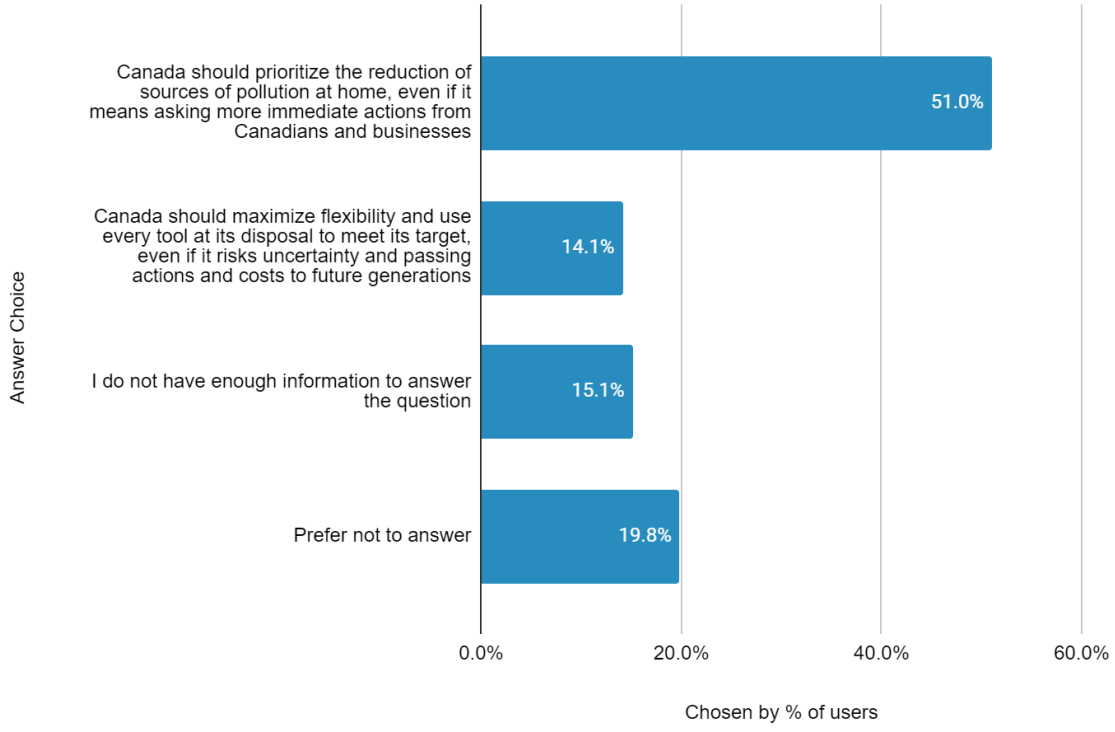
Complementary approaches also exist, including:

- Removing carbon pollution directly from the air after it has been released, for example through emerging technologies that capture carbon from the air and store it permanently.
- Investing in and supporting the reduction of carbon pollution in other countries, which in the future could generate credits that can be counted towards Canada's own climate goals.

These alternative approaches do not replace traditional actions to reduce pollution but can serve to complement them and to help meet carbon pollution reduction targets. However, these approaches tend to be costly and uncertainty remains in how, when and to what extent these can be used.

Given this information, choose one of the following:

A majority of respondents (51%) believe Canada should prioritise reducing sources of pollution at home, even if it requires more immediate actions from Canadians and businesses. A smaller group (14%) supports maximising flexibility and using every tool available, despite potential risks and future costs. Additionally, 15% feel they lack enough information to answer, and 20% prefer not to answer. This indicates strong support for direct domestic action over more flexible or uncertain approaches.

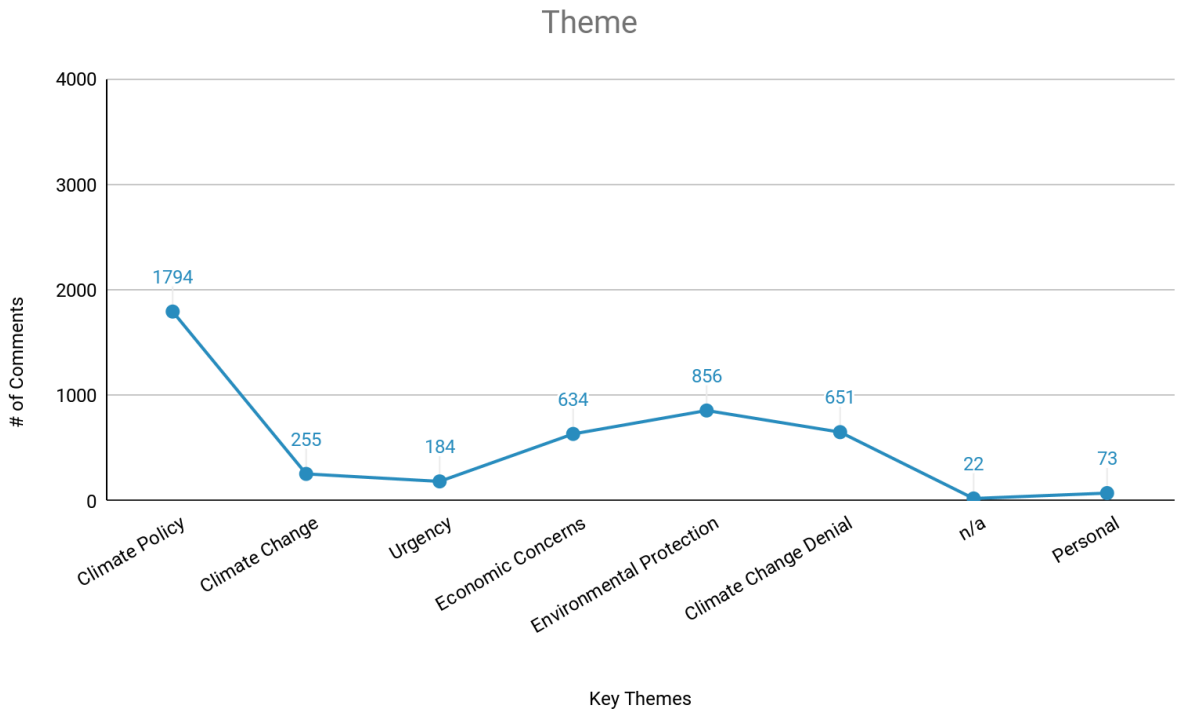


Question 15: What's Next?

Is there something else you want to share with us? Please share any comments or ideas you might have below.

Total Comments: 4,470

Sentiment: The data reveals that respondents are deeply engaged in discussions about climate policy and environmental protection, with a significant portion expressing frustration and concern. Economic concerns are also a major theme, highlighting the financial implications of climate action. Despite the prevalent frustration, there are also hopeful and appreciative comments, indicating a mix of optimism and satisfaction among some respondents. The majority of engagement is critical, suggesting a strong desire for change and improvement in current climate efforts. There is also a notable faction of denial and conspiracy.



1. Comment Themes

Climate Policy: The most discussed theme, with 1,794 comments, indicating significant interest and concern about policy measures addressing climate change.

Environmental Protection: The second most prevalent theme, with 856 comments, reflecting a strong focus on protecting the environment as a key component of climate action.

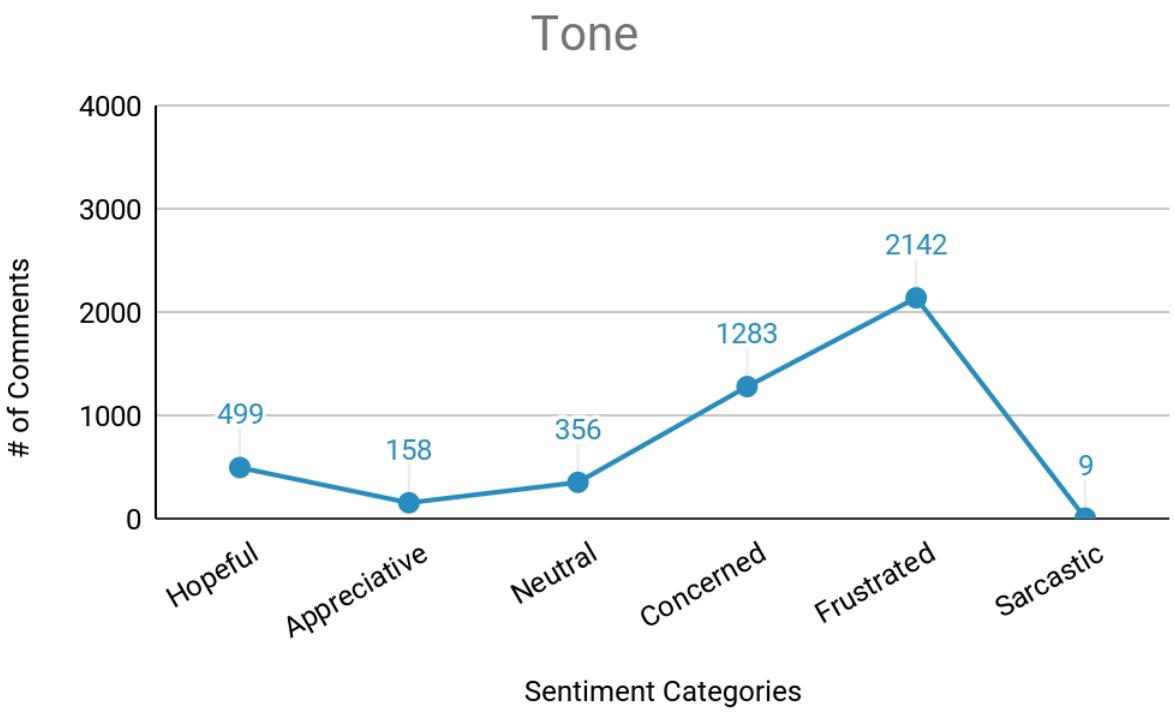
Economic Concerns: Addressed in 634 comments, highlighting the importance of economic factors in discussions about climate change.

Climate Change Acknowledgement: Mentioned in 254 comments, showing the importance of recognizing climate change.

Urgency: Expressed in 184 comments, emphasising the immediate need for action.

Climate Change Denial: Present in 651 comments, indicating a notable faction of respondents who deny the need for climate action.

Personal: Addressed in 73 comments, reflecting individual sentiments, often relating to appreciation for conducting the survey.



2. **Comment Tone**

Frustrated: The most common emotional tone, with 2,142 comments, showing a high level of dissatisfaction with current efforts or perceived barriers to action.

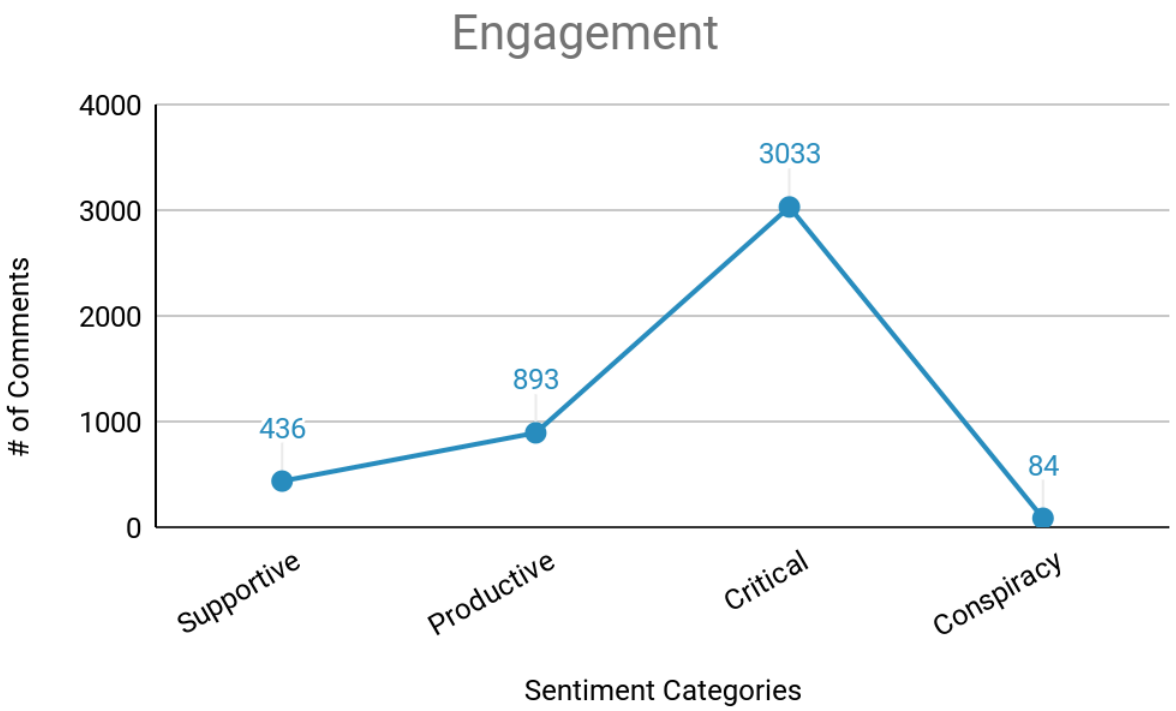
Concerned: Expressed in 1,283 comments, indicating widespread worry about climate change and its impacts.

Hopeful: Present in 499 comments, reflecting optimism about potential solutions and future actions.

Neutral: Found in 356 comments, suggesting indifference or balanced perspectives.

Appreciative: Seen in 158 comments, indicating gratitude for efforts made or positive outcomes observed.

Sarcastic: Rare, with only 9 comments, but indicating cynicism or mockery about the topic.



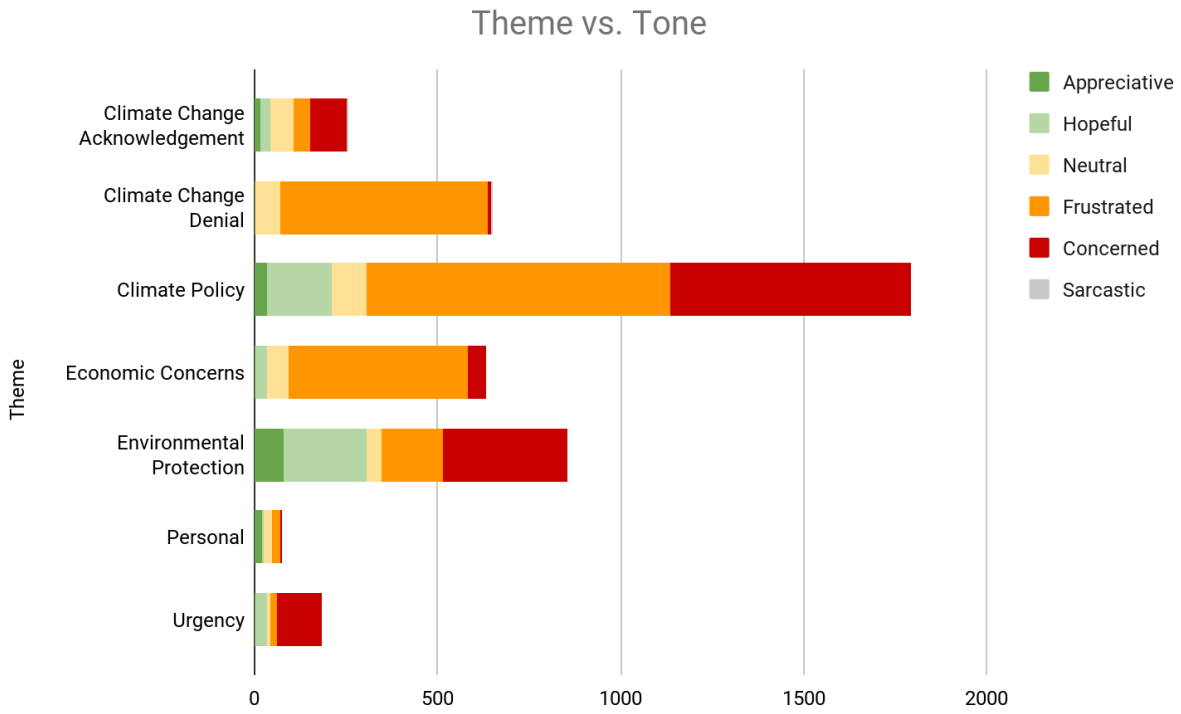
3. Engagement Type

Critical: The most frequent type of engagement, with 3,033 comments, showing a high level of critique and dissatisfaction with current approaches or results, as well as some relating to the engagement itself, often surrounding allegations of question bias.

Productive: Present in 893 comments, indicating constructive feedback and suggestions for improvement.

Supportive: Found in 436 comments, showing endorsement or positive reinforcement of current efforts or ideas.

Conspiracy: Noted in 84 comments, reflecting scepticism or disbelief in mainstream climate science or policies.



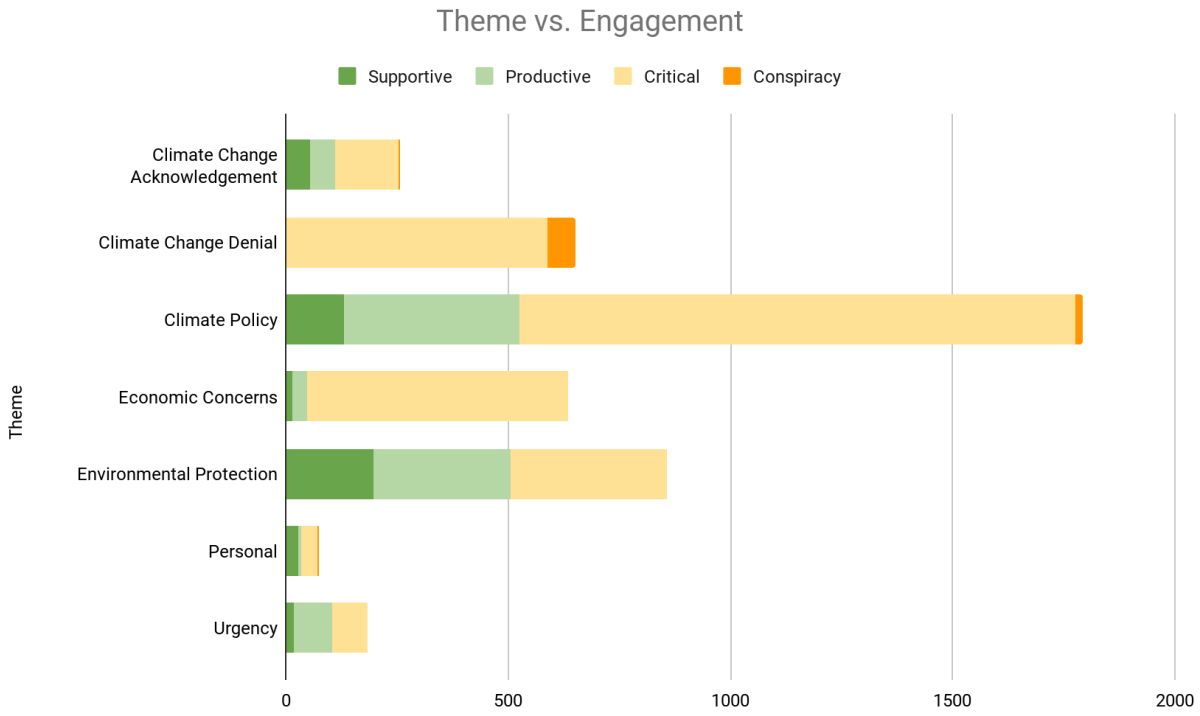
4. Theme vs. Tone

Climate Policy and **Climate Change Denial** are the most discussed themes with high levels of frustration and concern.

Environmental Protection has a notable amount of appreciative and hopeful tones.

Economic Concerns mostly evoke frustration, showing significant dissatisfaction with financial aspects of climate policies.

Personal and **Urgency** themes are less frequently discussed but still significant in expressing concerns.



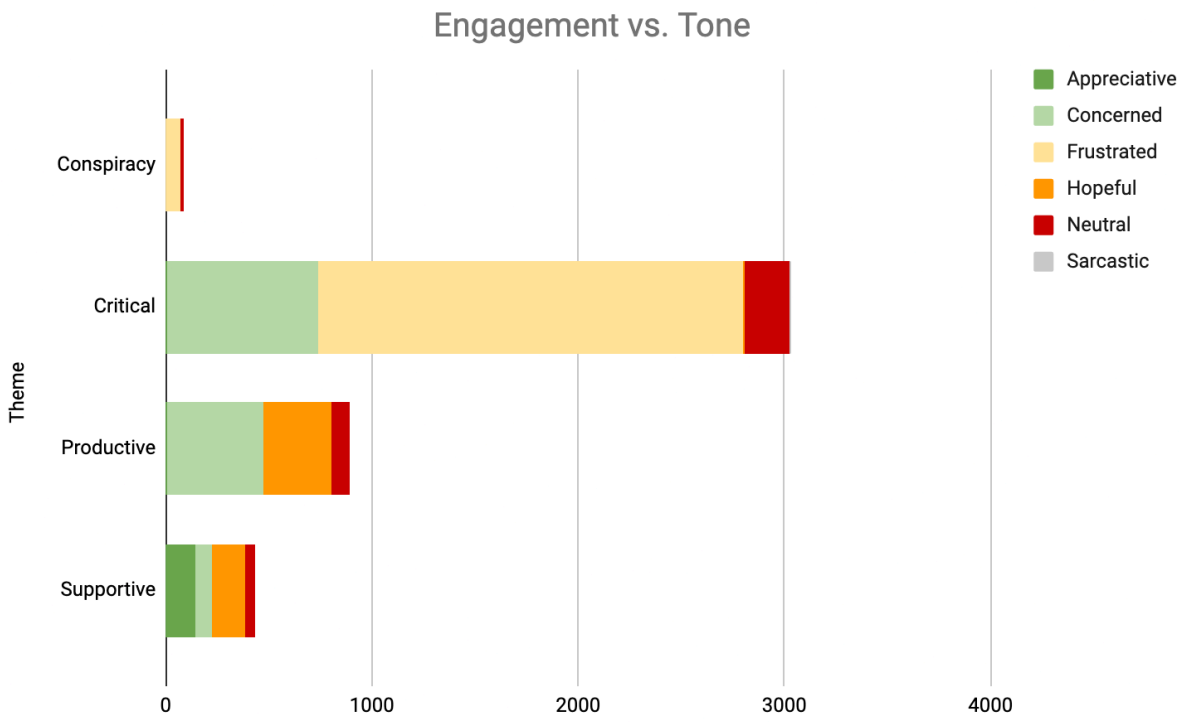
5. Theme vs. Engagement Type

Climate Policy is a major area of critique, with a high number of critical comments, but also shows significant productive engagement.

Environmental Protection receives the most supportive and productive engagement.

Climate Change Denial has the highest number of conspiracy-related comments.

Economic Concerns and **Urgency** themes show mixed engagement but lean towards critical perspectives.



6. Engagement vs. Tone

Critical Engagement is dominated by frustrated tones, indicating dissatisfaction and calls for change.

Supportive Engagement has a high number of appreciative and hopeful tones, showing positive reinforcement.

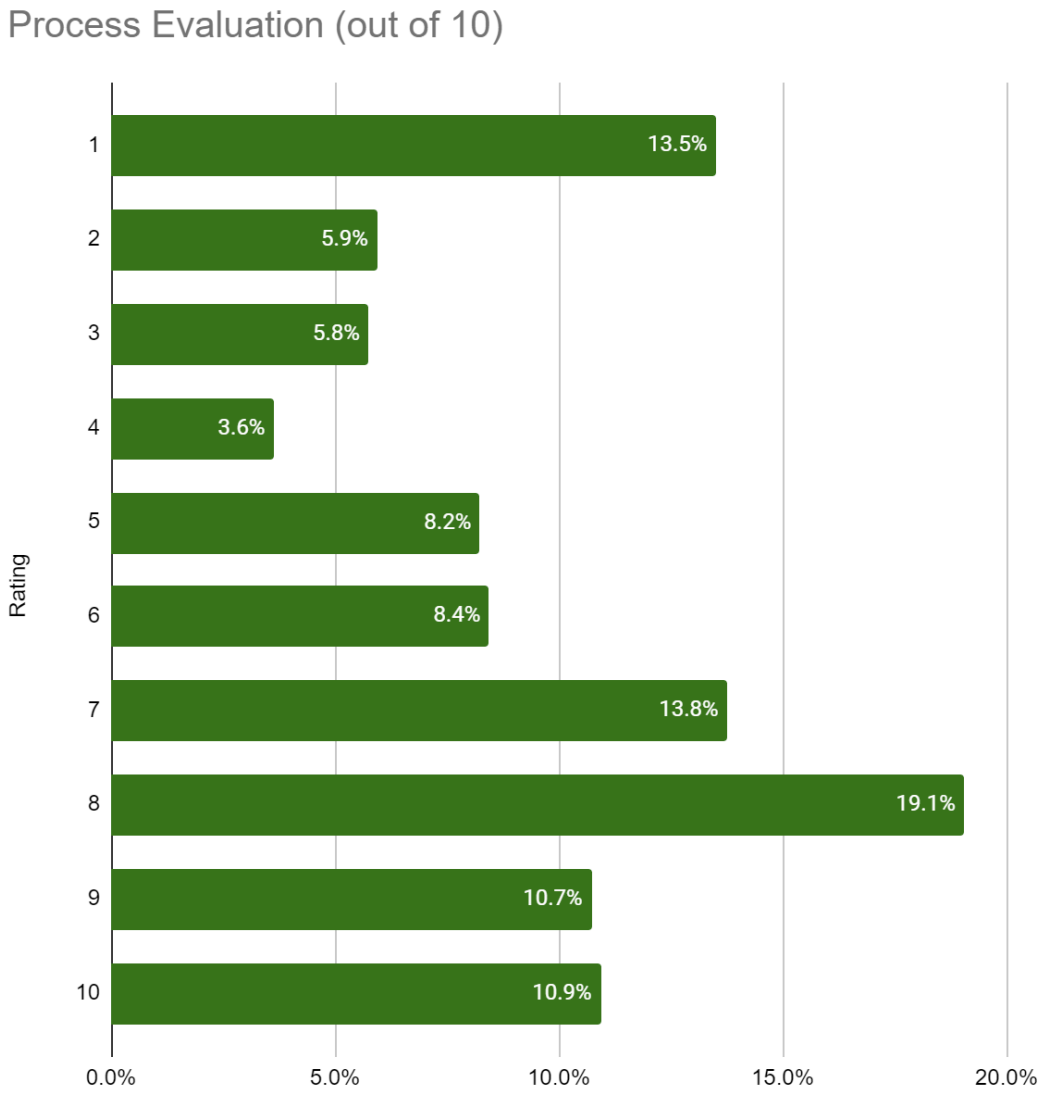
Productive Engagement is balanced, with significant concerned and hopeful tones, indicating constructive dialogue.

Conspiracy Engagement shows high levels of frustration and concern, with scepticism about climate change narratives.

Process Evaluation

How high would you rate this process, on a scale of 1 - 10?

respondents: 4345



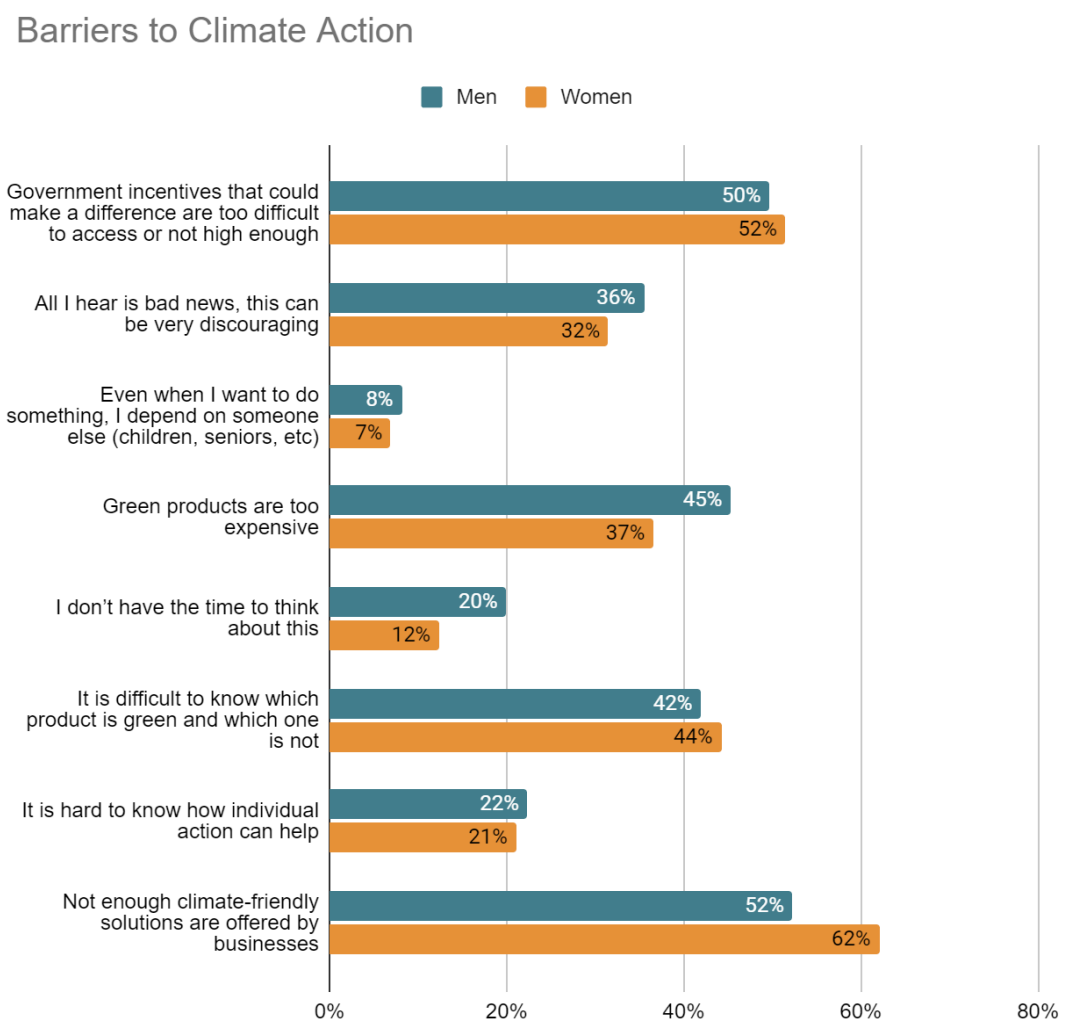
Trends and Insights

Barriers to Climate Action

The following charts illustrate which barriers to action are “Always” or “Often” the reason for not acting on climate change by each group.

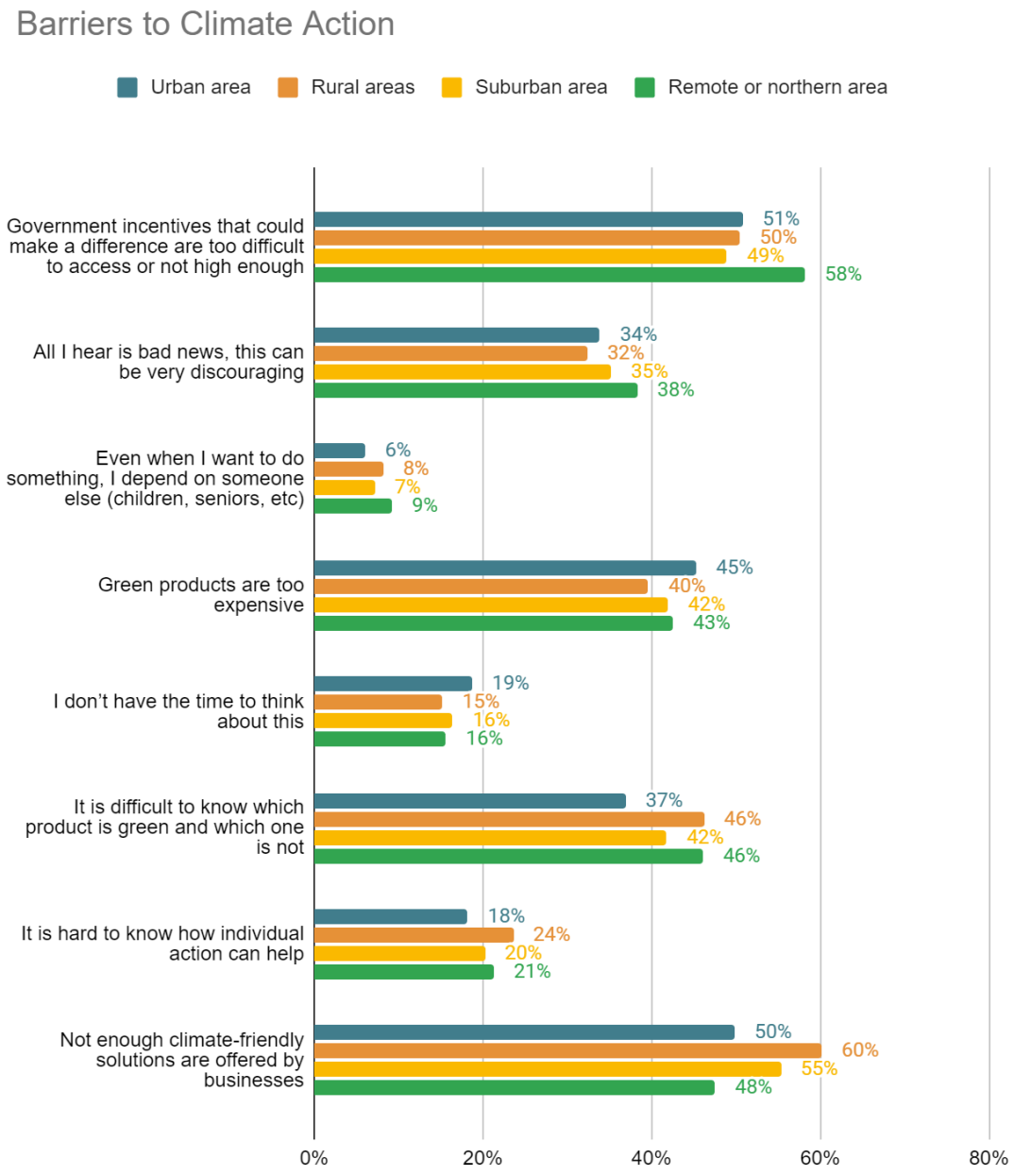
Men and Women

- Men more than women find the price of green products to a barrier
- Women more than men find the lack of climate friendly solutions to be a barrier



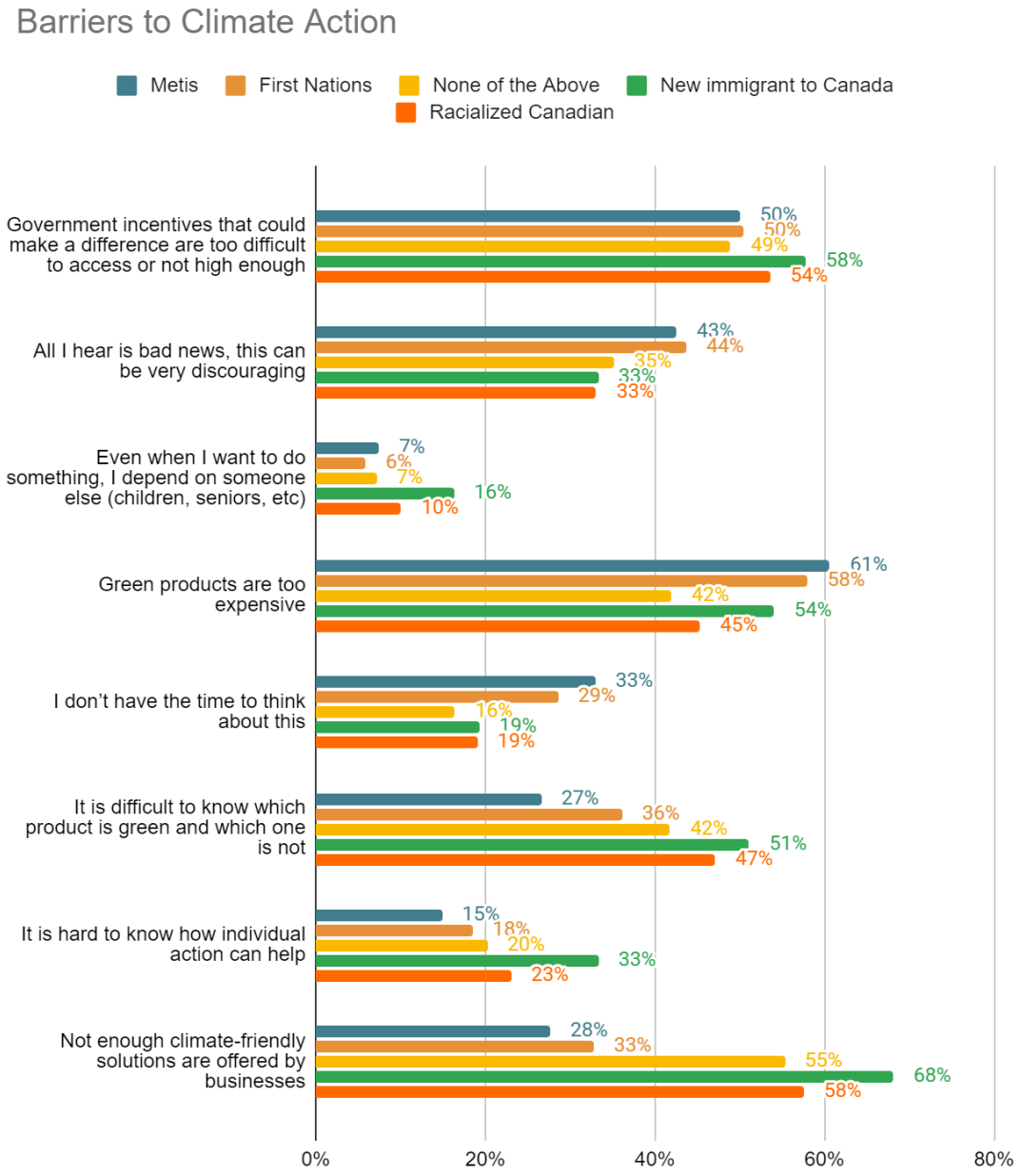
Geographic Area

- Remote residents cite lack of accessible incentives as a barrier
- Urban residents cite the price of green products as a barrier
- Rural residents cite the lack of climate-friendly solutions a barrier



Race

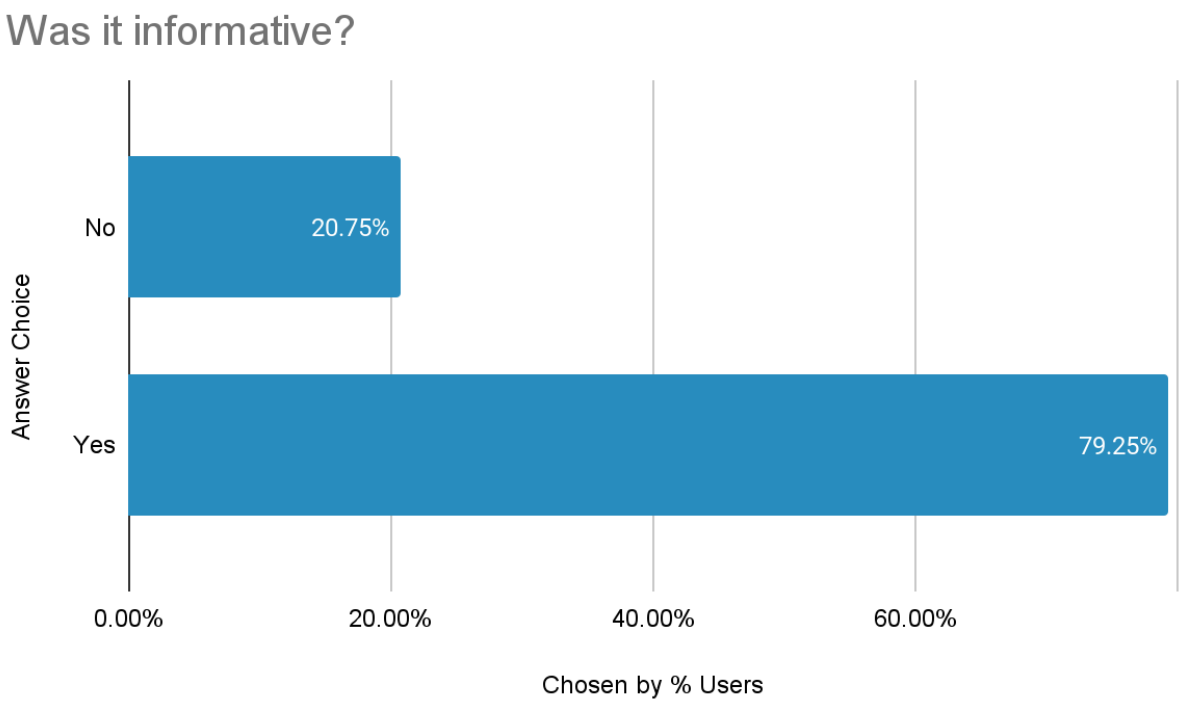
- Metis and First Nations cite the cost of green products as a barrier
- New immigrants and racialized Canadians cite the lack of climate friendly products as a barrier



Was it informative?

Was this process informative enough for you to provide good feedback?

respondents; 2617[[



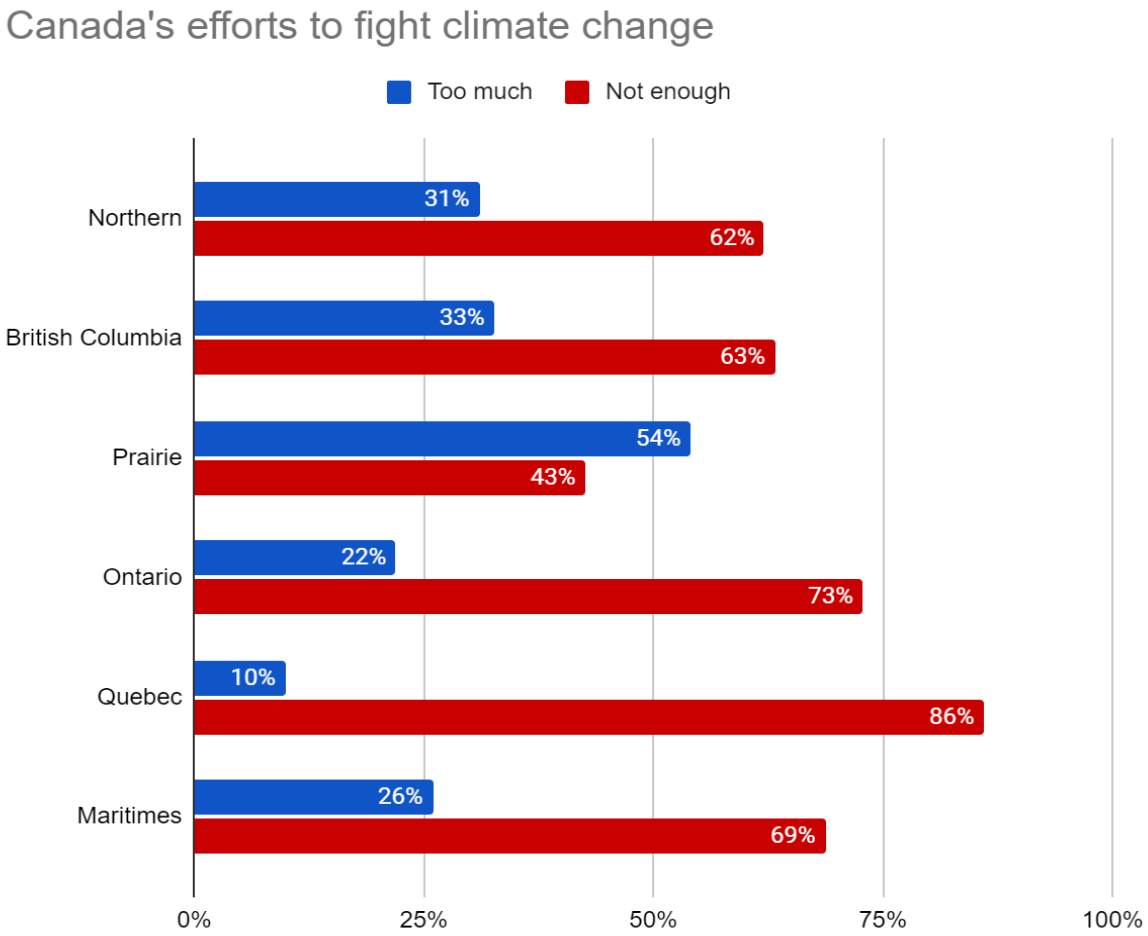
Regional perspectives

The Adequacy of Current Efforts

The following chart illustrates the different views held by different regions of Canada with respect to Question 1 - “How do you feel about our country’s current efforts to fight climate change?”

Key Insights

- Quebec respondents, followed by Ontario, strongly feel that the country’s responses are not adequate
- Prairie respondents feel that too much is being done to fight climate change. However, there is a substantial minority that feels the opposite.
- Very few people (less than 3%) feel that the efforts to fight climate change are “just right”

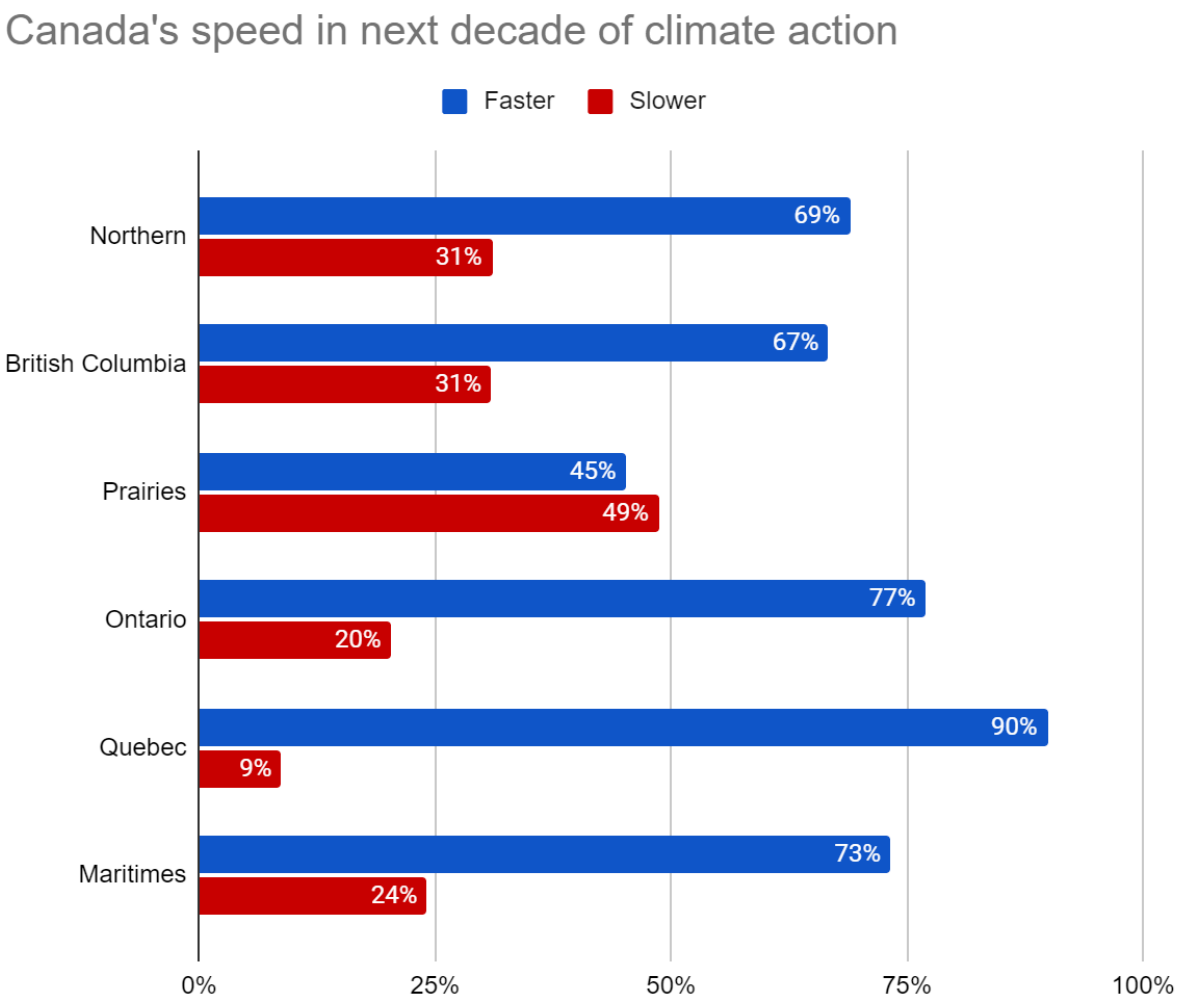


The Next Decade

The following chart illustrates the different views held by different regions of Canada with respect to Question 2 - “How do you think the Government of Canada should approach the next decade of climate action?”

Key Insights

- Quebec respondents feel significantly stronger about the importance of moving faster, but the feeling is generally strong in all regions except the Prairies
- The Prairies are extremely polarised on the question.

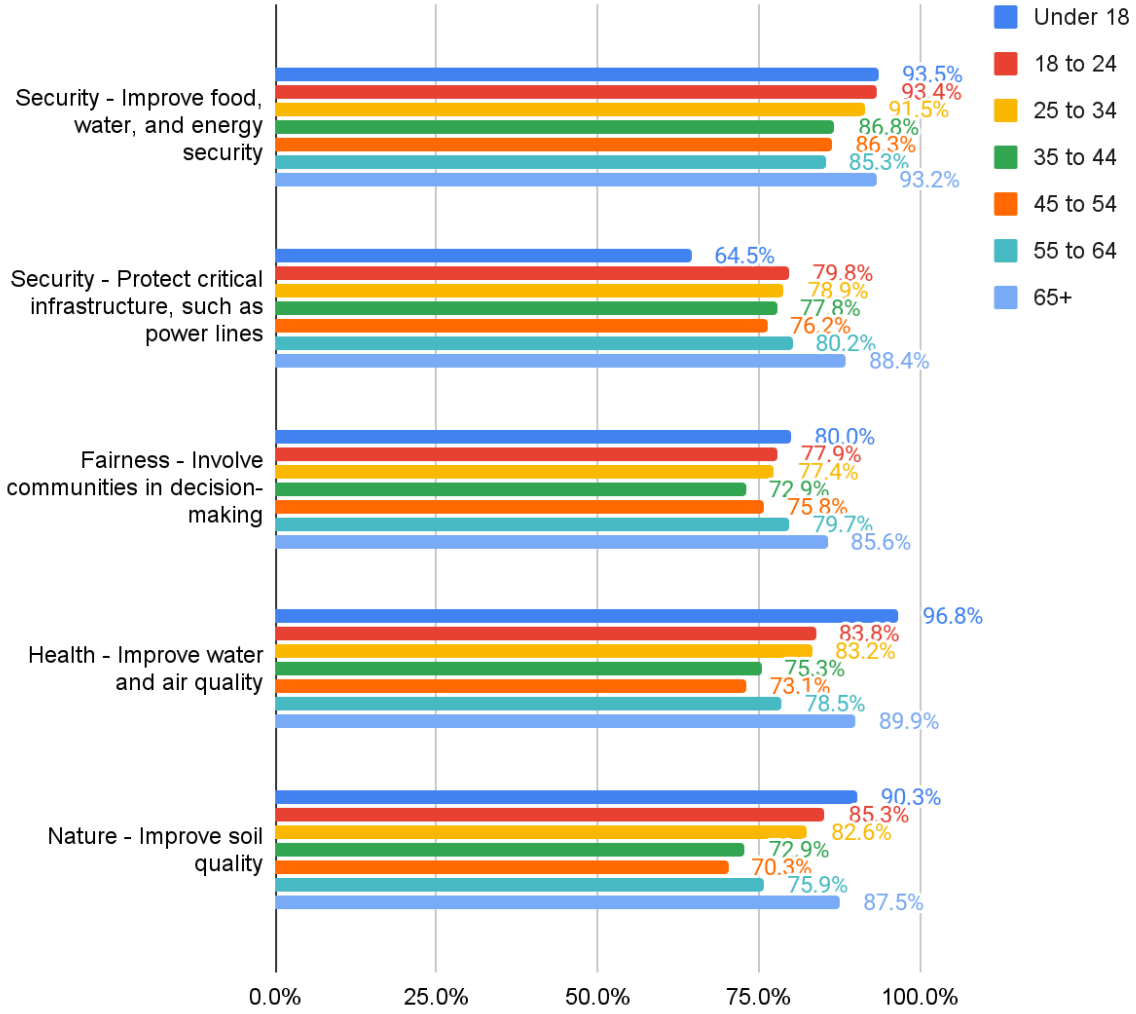


Climate Benefits

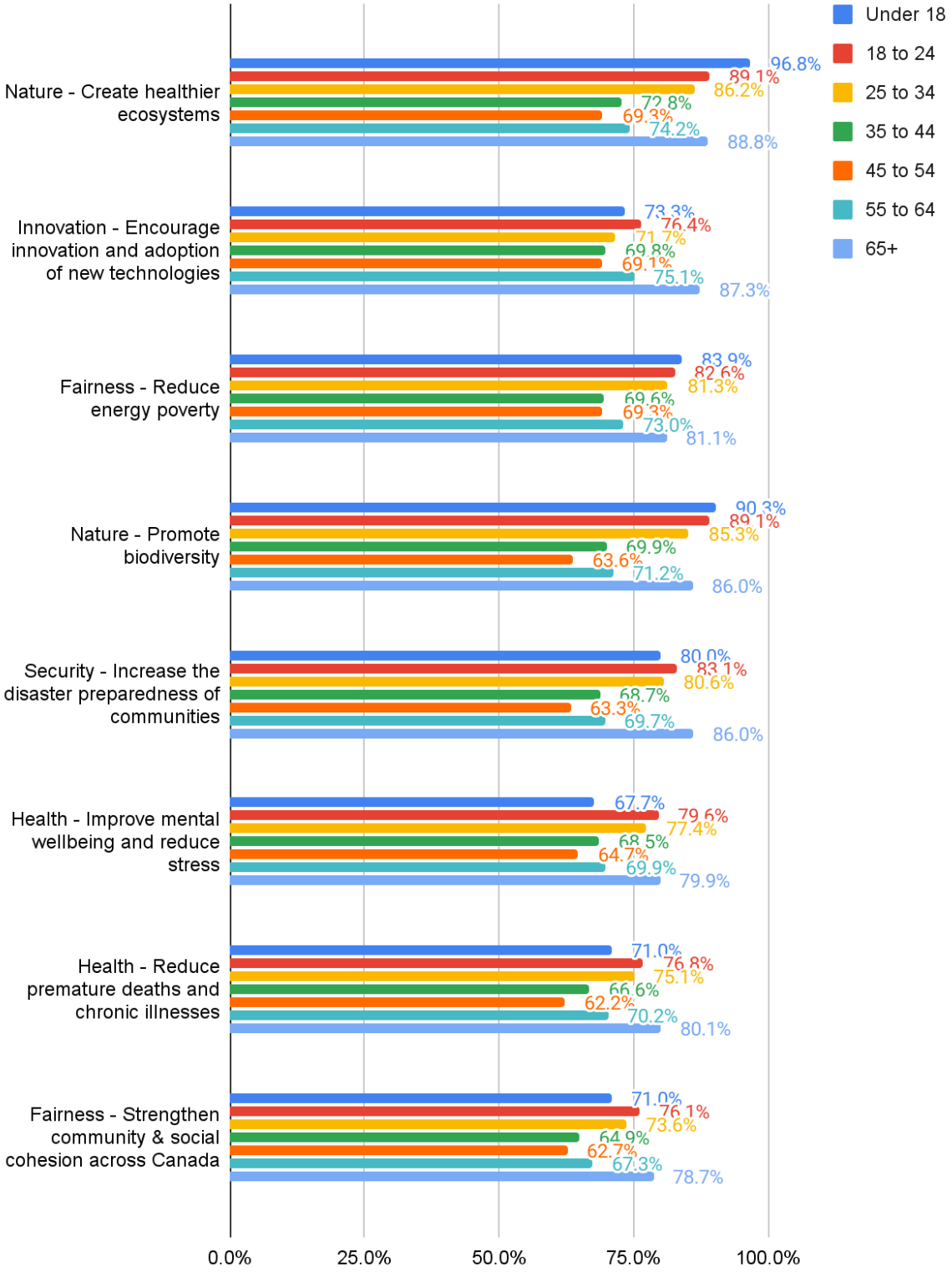
The following charts illustrate the differences between different age groups when rating the benefits of climate action (Question 8) : “Among the following benefits, which ones would you like the Government of Canada to prioritise as part of Canada building a more sustainable future?”

This chart indicates what percentage of each age group indicated a positive level of support for the listed benefit.

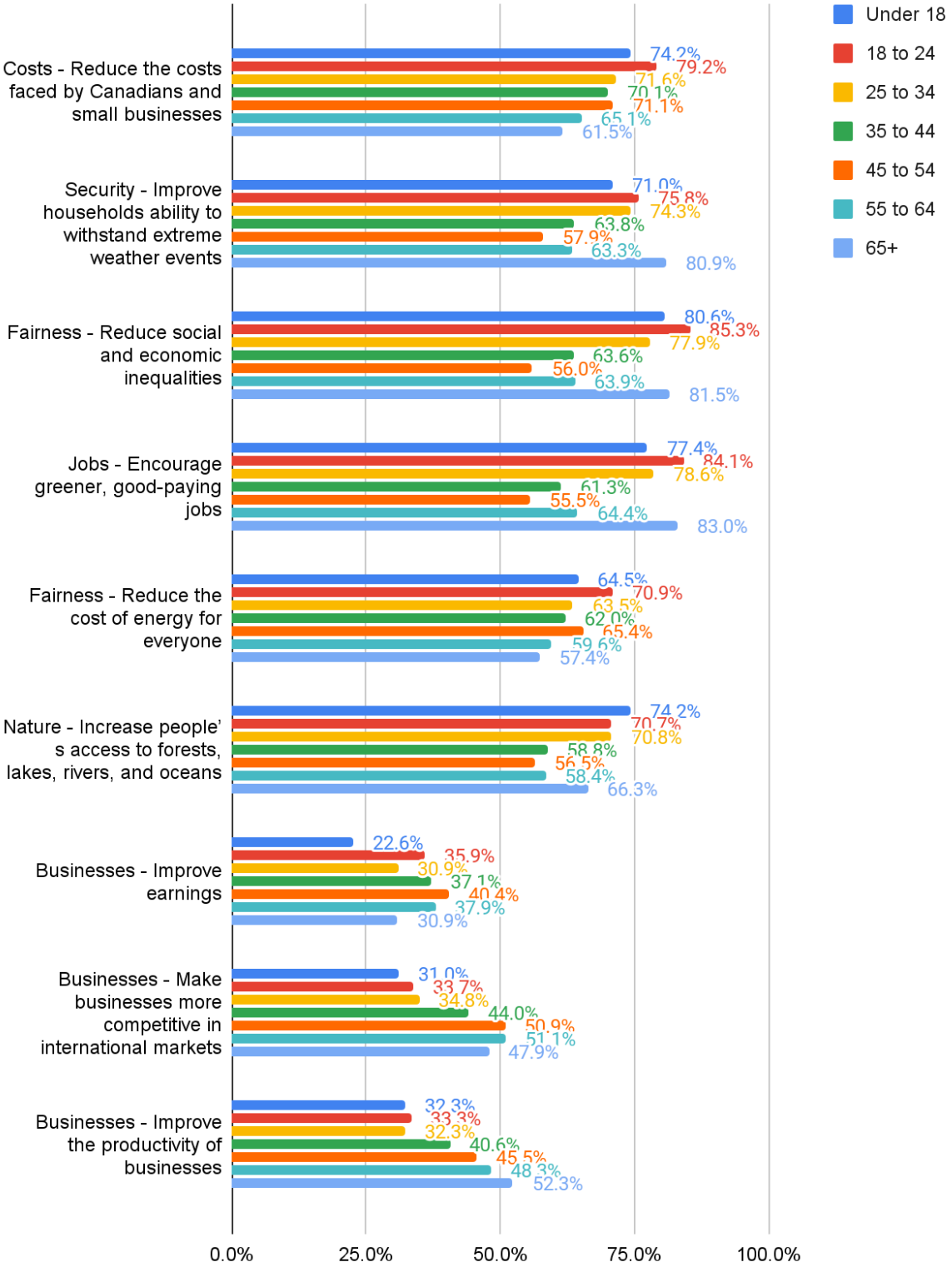
Prioritizing Climate Benefits



Prioritizing Climate Benefits



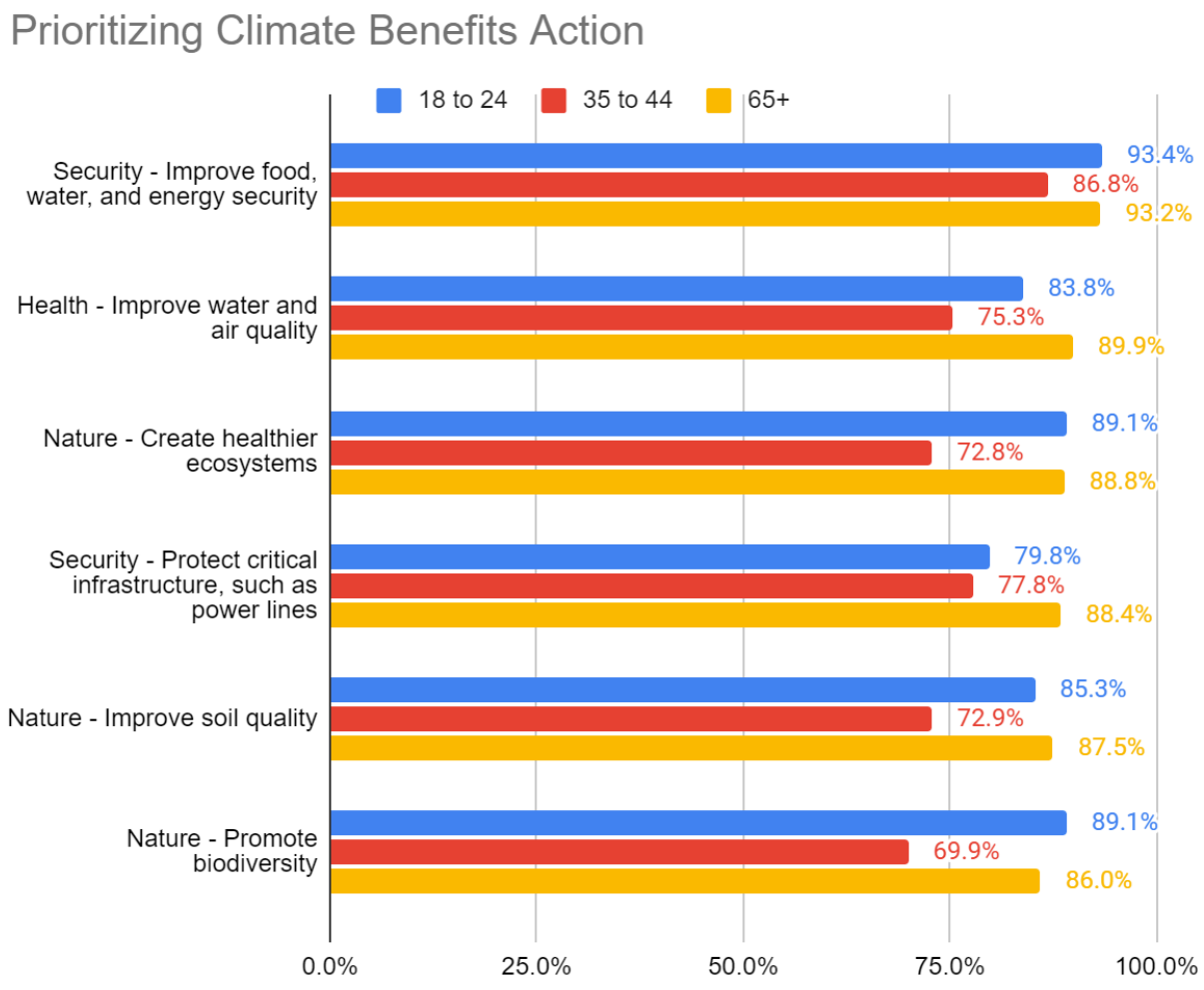
Prioritizing Climate Benefits



The following chart contrasts the importance of the top 6 priorities between the 19-24 cohort, the 45-54 cohort and 65+ cohort to identify key differences.

Key Insights

- The middle-aged group rated the importance of climate benefits significantly lower than both the youth and elderly group
- The only major distinctions between youth and elderly was around Security - Protecting Critical Infrastructure and Health - Improving water and air quality.

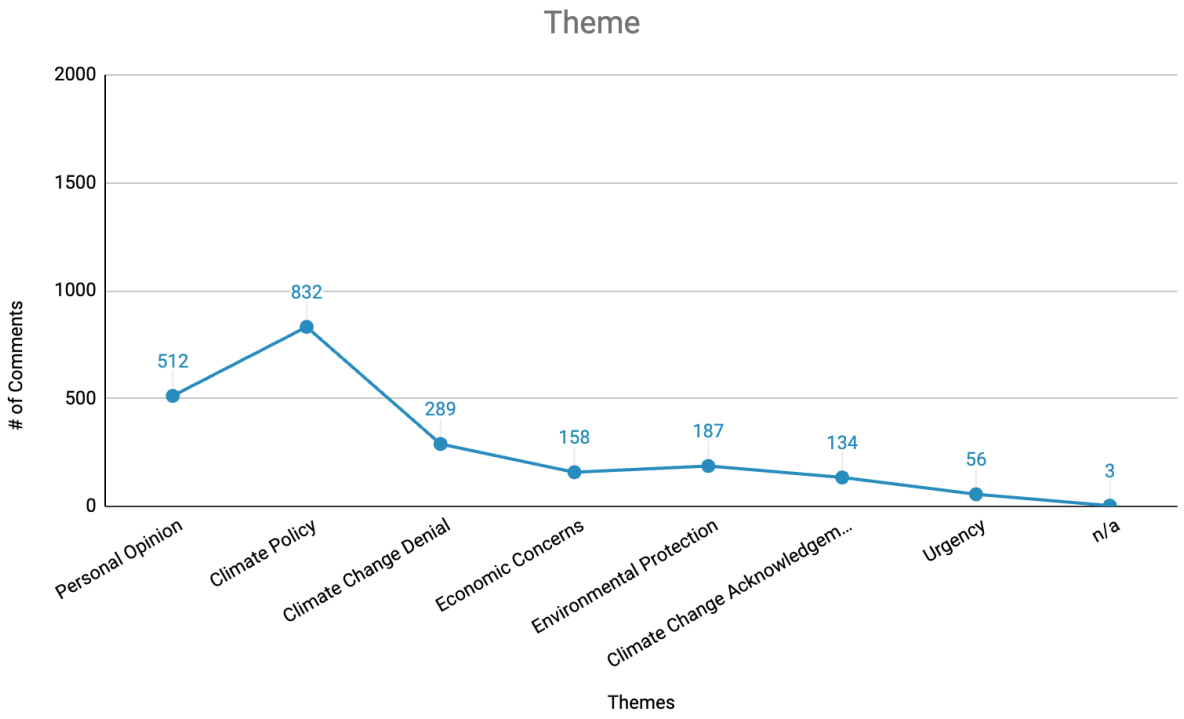


Final Comments

Any final thoughts or feedback? We'd love to hear it!

Total Comments: 2,171

Sentiment: The data reveals that respondents are deeply engaged in discussions about climate policy, with strong opinions reflected in both positive and negative tones. Climate change denial remains a significant theme, marked by strong negative sentiment. Personal opinions and environmental protection also feature prominently, with a balanced mix of sentiments. Economic concerns are primarily critical, highlighting financial challenges. Urgency is less frequently mentioned but emphasises the immediate need for action. The engagement types show a predominance of critical feedback, alongside supportive and productive contributions, and some sceptical views.



1. **Comment Themes**

Climate Policy: The most frequently mentioned theme with 832 comments. It includes a mix of positive (127), neutral (209), and negative (488) tones, showing a broad spectrum of opinions regarding policy effectiveness and implementation.

Climate Change Denial: Mentioned in 289 comments, and characterised by predominantly negative sentiment (285).

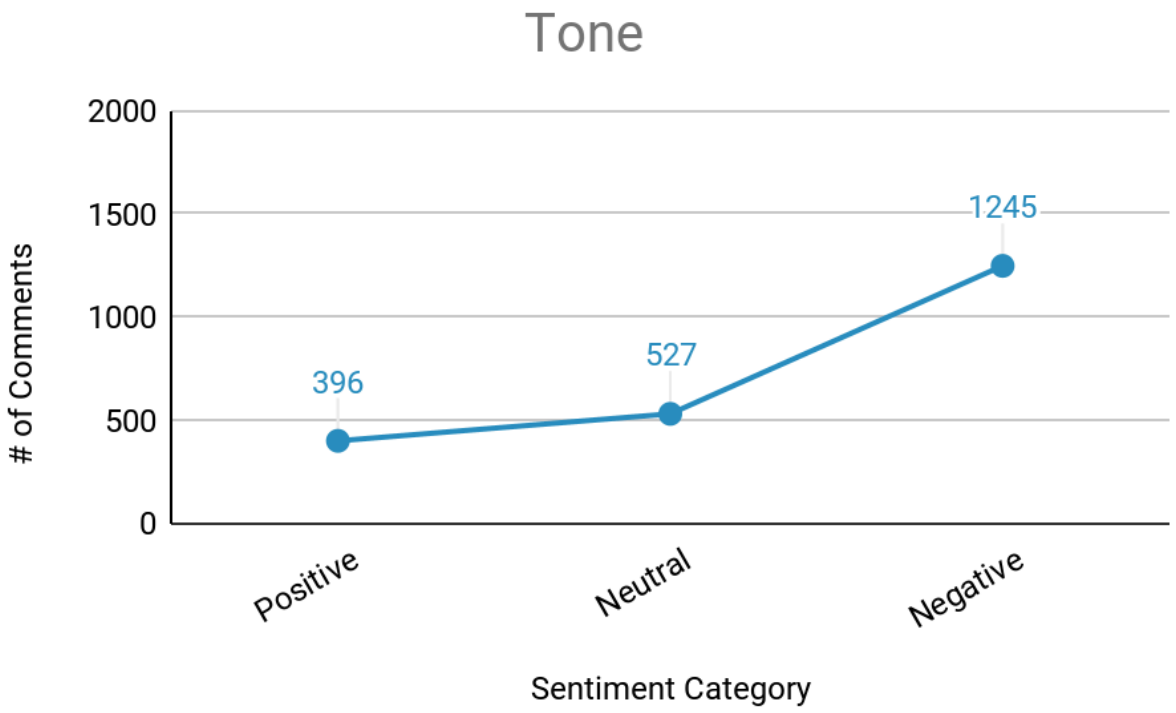
Personal Opinion: 512 comments show a mix of positive (108), neutral (190), and negative (214) tones. This theme reflects individual or community-level concerns and actions.

Environmental Protection: 187 comments with a balanced mix of positive (101), neutral (25), and negative (53) tones, reflecting both approval and criticism of environmental initiatives.

Economic Concerns: 158 comments predominantly expressing neutral (30) and negative (125) tones, highlighting financial challenges related to climate change efforts.

Climate Change Acknowledgement: 134 comments with a mix of positive (36), neutral (42), and negative (56) tones, indicating varied recognition and understanding of climate change.

Urgency: 56 comments focusing on the urgent need for action, with a mix of positive (21), neutral (15), and negative (20) tones.

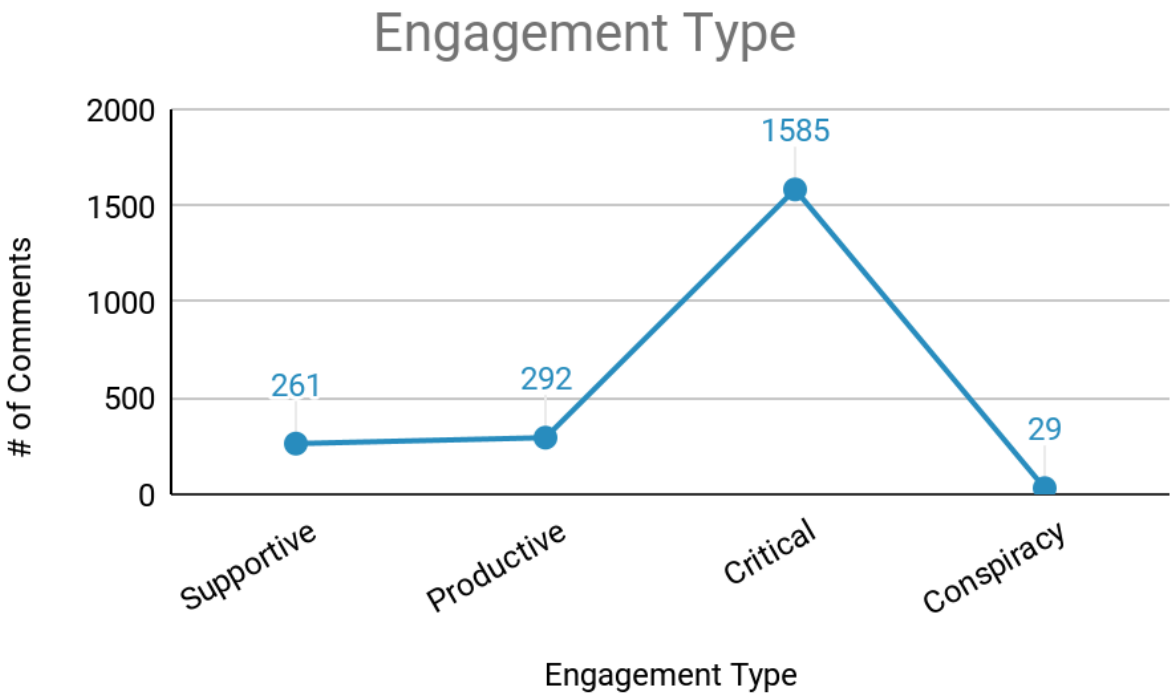


2. **Comment Tone**

Negative Tone: The most prevalent emotional tone with 1,245 comments, indicating frustration, disappointment, and dissatisfaction regarding climate action efforts.

Neutral Tone: 527 comments, suggesting indifference or balanced perspectives on the issue.

Positive Tone: 396 comments, reflecting optimism and approval regarding climate action efforts.



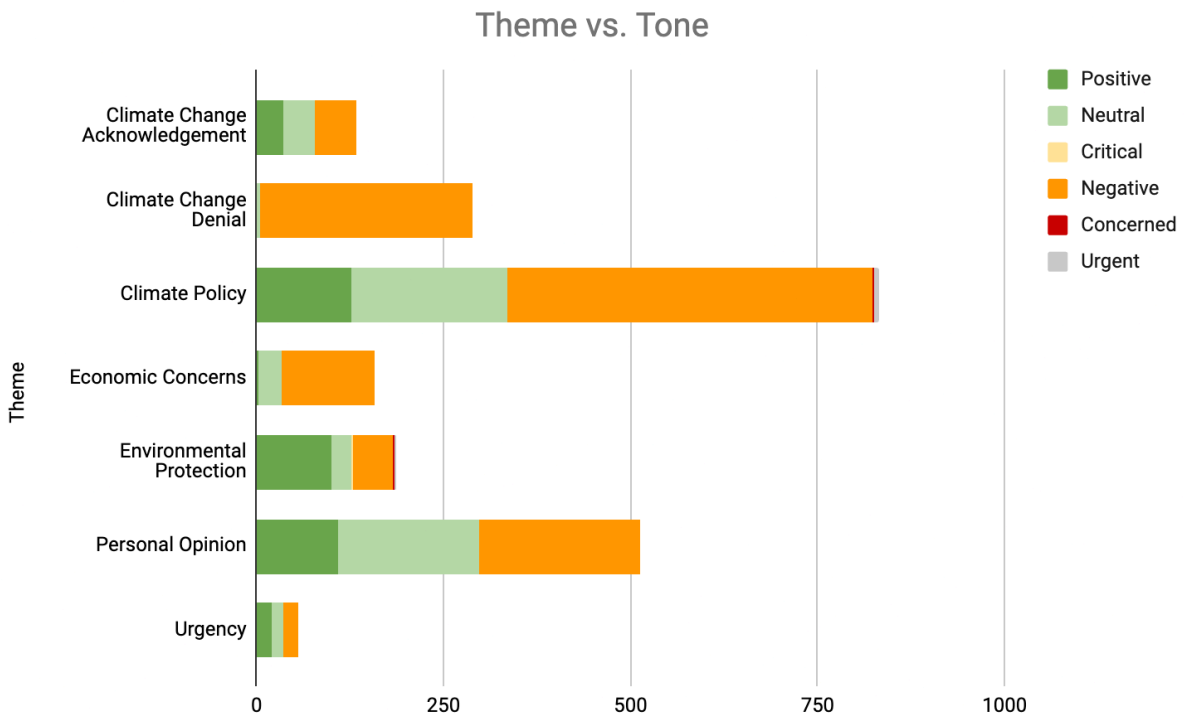
3. **Engagement Type**

Critical Engagement: Predominant type of engagement with 1,585 comments, highlighting dissatisfaction and calls for change in climate policies and actions.

Supportive Engagement: 261 comments, showing endorsement or positive reinforcement of current efforts or ideas.

Productive Engagement: 292 comments, indicating active and constructive contributions towards improving climate actions.

Conspiracy Engagement: 29 comments reflecting scepticism or disbelief in mainstream climate science or policies.

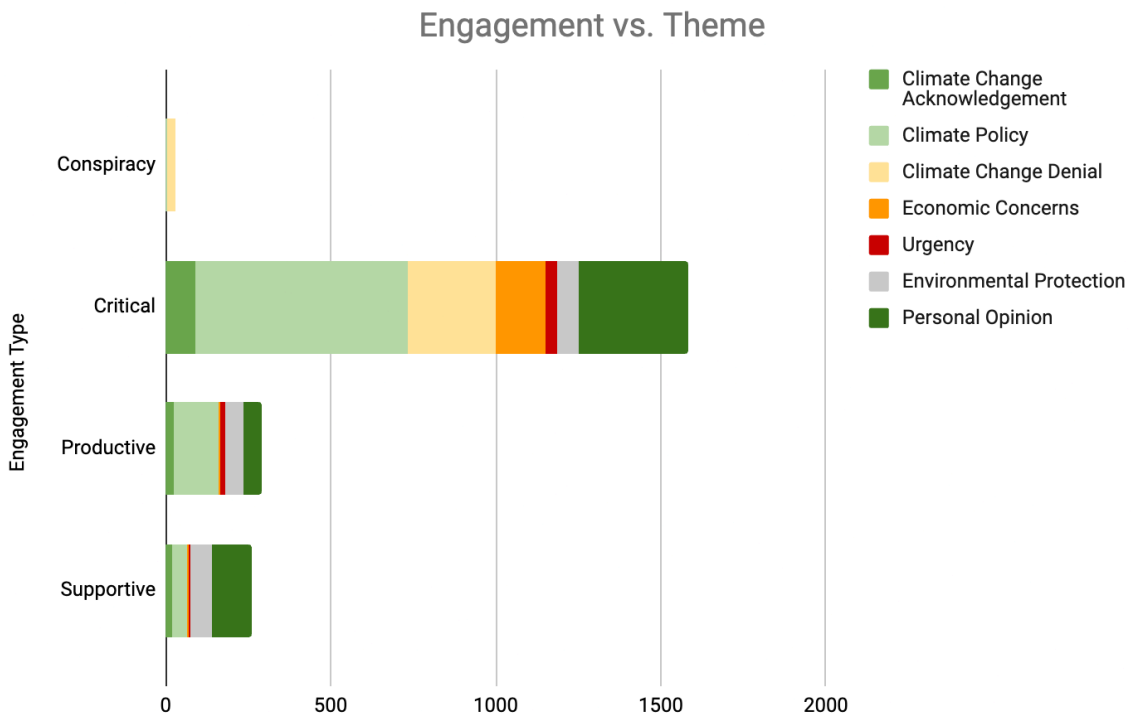


4. Comment Theme vs. Tone

Climate Policy is the most frequently discussed theme, with a mix of positive (127), neutral (209), and negative (488) tones, indicating strong opinions on policy effectiveness and implementation.

Climate Change Denial is characterised by predominantly negative sentiment (285), indicating a significant portion of respondents sceptical of climate change narratives.

Environmental Protection and **Personal Opinion** themes show a balanced mix of positive and neutral tones, with some critical and negative feedback.

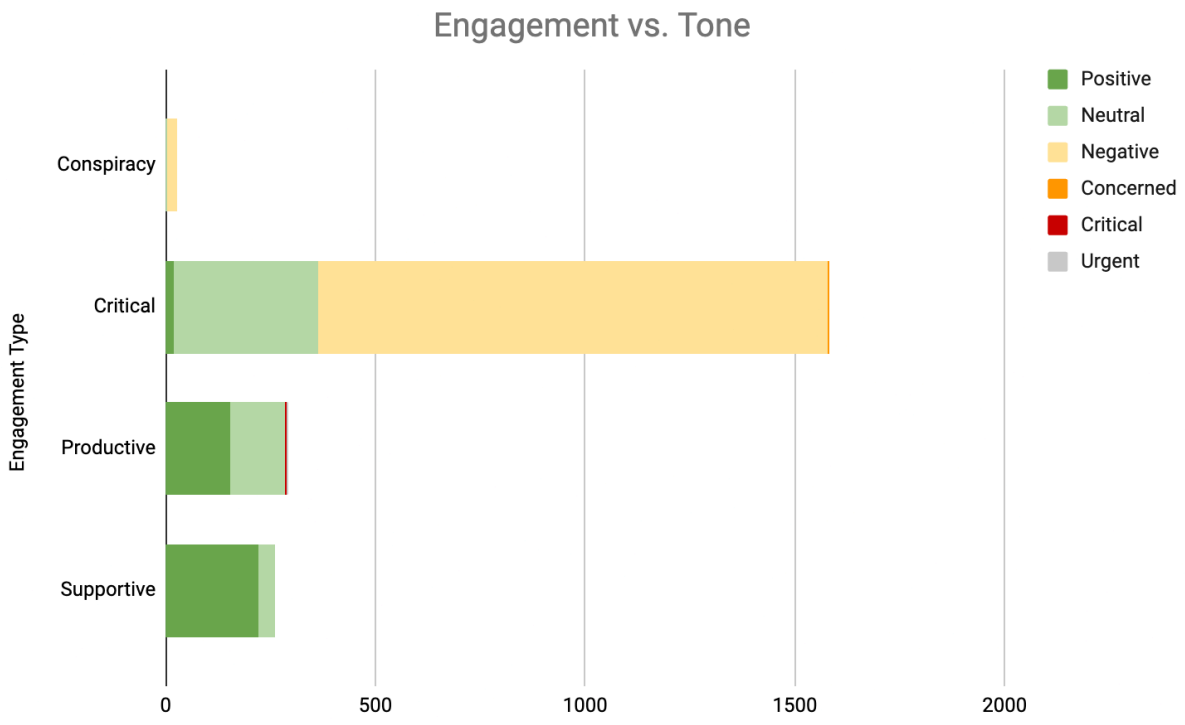


5. Engagement Type vs. Theme

Climate Policy is the primary area of critical engagement (646), but also shows significant supportive (47) and productive (134) engagement.

Environmental Protection garners high supportive (63) and productive (55) engagement, highlighting positive reception and active contributions.

Climate Change Denial sees a high level of critical (267) and conspiracy-related (22) engagement, reflecting strong scepticism and opposition.



6. Engagement Type vs. Tone

Critical Engagement is dominated by negative tones, reflecting dissatisfaction with current climate efforts.

Supportive Engagement is mainly positive, indicating strong approval and encouragement for existing actions.

Productive Engagement shows a mix of positive and neutral tones, highlighting constructive and balanced feedback.

Conspiracy Engagement is primarily negative, underscoring scepticism and opposition to mainstream climate policies.