


A majority of Canadians lack confidence that Canadians are changing their lifestyle and consumption fast enough to help protect the environment

National survey released January 2020
Project 2019-1552B



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@NANOS SURVEY



Seventy-one per cent of Canadians are not confident or somewhat not confident that Canadians are changing their lifestyle fast enough to help protect the environment

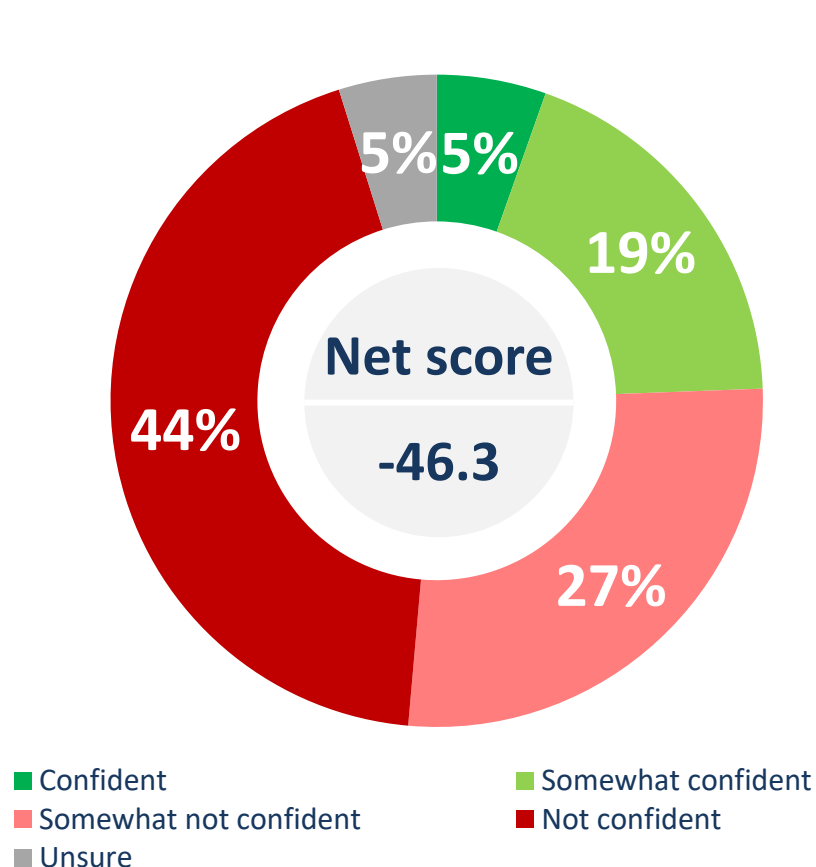
A majority of Canadians are not confident or somewhat not confident that Canadians are changing their consumption and lifestyle fast enough to help protect the environment.

- **Seven in ten Canadians are not confident or somewhat not confident that Canadians are changing their lifestyle fast enough to help protect the environment** – Seven in ten Canadians are not confident (44%) or somewhat not confident (27%) that Canadians are changing their consumption and lifestyle fast enough to help protect the environment, while five per cent are confident and 19 per cent are somewhat confident. Five per cent are unsure.

These observations are based on a hybrid survey of 1,010 Canadians, 18 years of age or older, between December 22nd and 29th, 2019 as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Lifestyle change to protect the environment



	Not confident/ somewhat not confident
Atlantic (n=100)	71.2%
Quebec (n=246)	64.4%
Ontario (n=312)	74.2%
Prairies (n=213)	71.2%
British Columbia (n=139)	70.8%
Male (n=501)	66.7%
Female (n=509)	74.6%
18 to 34 (n=266)	74.6%
35 to 54 (n=365)	72.3%
55 plus (n=379)	66.7%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – Are you confident, somewhat confident, somewhat not confident or not confident that Canadians are changing consumption and their lifestyle fast enough to help protect the environment.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between December 22nd and 29th, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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Note: Charts may not add up to 100 due to rounding.

TECHNICAL NOTE

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1010 Randomly selected individuals.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	December 22 nd to 29 th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Eleven percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module one of an omnibus survey.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .

ABOUT NANOS



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

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TABULATIONS

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2019-1552 – CTV/Nanos Survey – Protection of the environment - STAT SHEET

			Region						Gender		Age		
			Canada 2019-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you confident, somewhat confident, somewhat not confident or not confident that Canadian are changing consumption and their lifestyle fast enough to help protect the environment.	Total	Unwgt N	1010	100	246	312	213	139	501	509	266	365	379
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Confident	%	5.4	6.2	3.5	5.8	5.8	6.8	7.7	3.2	5.1	4.6	6.4
	Somewhat confident	%	19.0	20.7	28.8	14.8	13.9	20.0	19.0	18.9	14.4	18.0	23.1
	Somewhat not confident	%	27.0	24.4	39.0	24.5	24.8	17.4	23.6	30.2	26.4	29.5	25.3
	Not confident	%	43.7	46.8	25.4	49.7	46.4	53.4	43.1	44.4	48.2	42.8	41.4
	Unsure	%	4.9	1.9	3.3	5.1	9.1	2.4	6.5	3.2	5.9	5.1	3.8

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