



Majority believe severe weather events are a result of climate change

National survey released August 2023  
Submission 2023-2423

 CTV NEWS

 NANOS



Nanos was retained by CTV News to conduct research among Canadians to gauge their views on the record number of wildfires across Canada, their support for the creation of a national wildfire department and causes of high intensity storms and severe weather events.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1081 Canadians, 18 years of age or older, between July 30<sup>th</sup> to August 2<sup>nd</sup>, 2023, as part of an omnibus survey. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

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

# Key Findings



**Canadians are twice as likely to say the increased amount of severe weather events is due to climate change rather than natural variations in weather**

Nearly two in three Canadians ([64%](#)) believe that the greater number of intense storms and severe weather events is the result of climate change, while over one in four believe it is the result of natural variations in the weather ([28%](#)). Just under one in ten ([eight per cent](#)) were unsure.



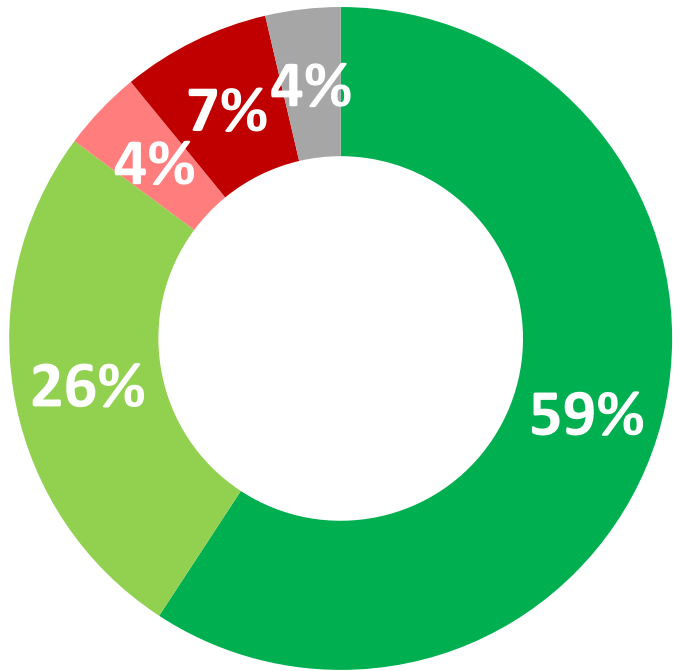
**Canadians show strong support for the creation of a national wildfire department**

A majority of Canadians support ([59%](#)) or somewhat support ([26%](#)) the creation of a national wildfire department, while just over one in ten oppose ([seven per cent](#)) or somewhat oppose ([four per cent](#)) this.



**Canadians are more likely to be willing or somewhat willing to pay more taxes for a national wildfire department rather than not willing or somewhat not willing**

Just over one in two Canadians are willing ([22%](#)) or somewhat willing ([31%](#)) to pay more in taxes to support the creation of a national wildfire department, while just over four in ten are not willing ([28%](#)) or somewhat not willing ([16%](#)) to do so.



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

# Support for the creation of a national wildfire department

	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
Support/ Somewhat support	<b>86.7%</b>	<b>79.4%</b>	<b>92.2%</b>	<b>79.5%</b>	<b>81.4%</b>
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	<b>82.9%</b>	<b>87.3%</b>	<b>85.2%</b>	<b>84.4%</b>	<b>85.7%</b>
Oppose/ Somewhat oppose	<b>9.5%</b>	<b>15.1%</b>	<b>6.3%</b>	<b>15.6%</b>	<b>13.5%</b>
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	<b>13.8%</b>	<b>8.7%</b>	<b>10.8%</b>	<b>11.5%</b>	<b>11.2%</b>

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

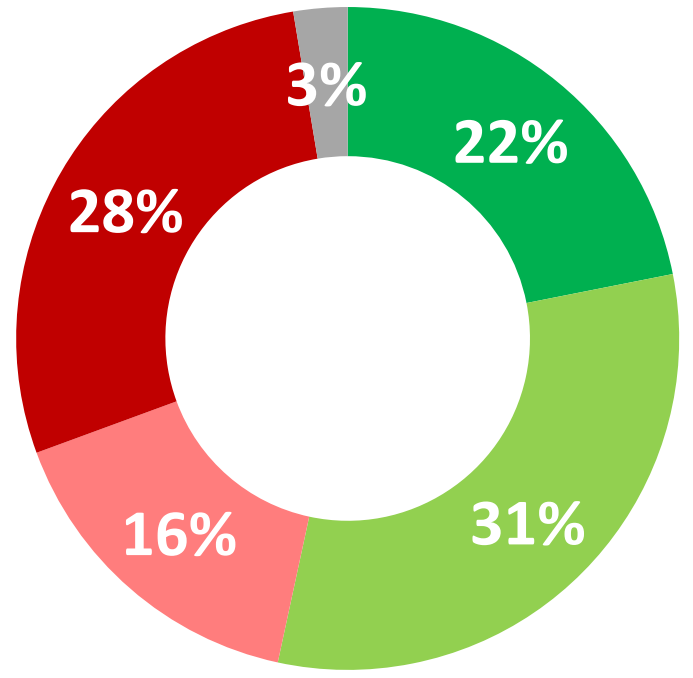
As you may know, wildfires in Canada have burned more than 24 million acres so far this year according to the Canadian Interagency Forest Fire Centre. Q – Would you support, somewhat support, somewhat oppose or oppose the federal government creating a national wildfire department with teams of firefighters that could travel anywhere in Canada to fight forest fires?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30<sup>th</sup> to August 2<sup>nd</sup>, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Willingness to pay more in taxes to support the creation of a national wildfire department

Just over **1 in 2** Canadians

are somewhat willing to pay more in taxes to support the creation of a national wildfire department than not willing.



- Willing
- Somewhat willing
- Somewhat not willing
- Not willing
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q - Are you willing, somewhat willing, somewhat not willing, or not willing to pay more in taxes to support the creation of a national wildfire department?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30<sup>th</sup> to August 2<sup>nd</sup>, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Willingness to pay more in taxes to support the creation of a national wildfire department – by demographics

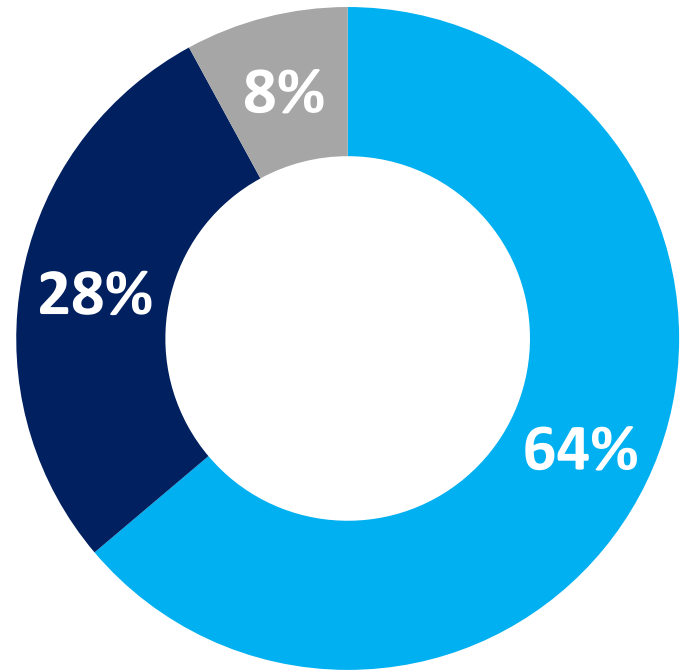
Q –Are you willing, somewhat willing, somewhat not willing, or not willing to pay more in taxes to support the creation of a national wildfire department?

Willing/ Somewhat willing				
Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
<b>43.4%</b>	<b>40.3%</b>	<b>63.1%</b>	<b>49.2%</b>	<b>58.1%</b>
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
<b>49.5%</b>	<b>57.3%</b>	<b>53.0%</b>	<b>46.8%</b>	<b>58.8%</b>
Not willing/ Somewhat not willing				
Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
<b>54.0%</b>	<b>56.4%</b>	<b>34.8%</b>	<b>46.8%</b>	<b>40.7%</b>
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
<b>49.0%</b>	<b>39.0%</b>	<b>45.4%</b>	<b>50.5%</b>	<b>37.9%</b>

\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30<sup>th</sup> to August 2<sup>nd</sup>, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.



- A result of climate change
- A result of natural variations in the weather
- Unsure

# Cause of high intensity storms and severe weather events

Nearly **2 in 3** Canadians

believe the greater number of high intensity storms and severe weather events are a result of climate change as opposed to natural variations in the weather.

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q - Do you believe the greater number of high intensity storms and severe weather events such as the record numbers of wildfires across Canada or the recent flooding in Nova Scotia following torrential rainfall are a result of climate change OR natural variations in the weather? [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30<sup>th</sup> to August 2<sup>nd</sup>, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.



# Cause of high intensity storms and severe weather events – by demographics

Q – Do you believe the greater number of high intensity storms and severe weather events such as the record numbers of wildfires across Canada or the recent flooding in Nova Scotia following torrential rainfall are a result of [ROTATE] climate change OR natural variations in the weather? [ROTATE]

A result of climate change				
Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
<b>65.9%</b>	<b>75.9%</b>	<b>65.1%</b>	<b>43.3%</b>	<b>65.2%</b>
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
<b>58.3%</b>	<b>69.3%</b>	<b>61.0%</b>	<b>59.7%</b>	<b>68.9%</b>
A result of natural variations in the weather				
Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
<b>24.5%</b>	<b>17.7%</b>	<b>26.8%</b>	<b>45.6%</b>	<b>29.6%</b>
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
<b>33.0%</b>	<b>23.4%</b>	<b>29.4%</b>	<b>32.6%</b>	<b>24.0%</b>

\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30<sup>th</sup> to August 2<sup>nd</sup>, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30<sup>th</sup> to August 2<sup>nd</sup>, 2023, 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  $\pm 3.0$  percentage points, 19 times out of 20.

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

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



Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1081 Randomly selected individuals.	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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) 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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	10 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues and views on economic issues.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	July 30 <sup>th</sup> to August 2 <sup>nd</sup> , 2023.		
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# Any questions?

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# TABULATIONS

**2023-2423 – CTV/Nanos Survey – CTV July – Fires - STAT SHEET**

As you may know, wildfires in Canada have burned more than 24 million acres so far this year according to the Canadian Interagency Forest Fire Centre

		Region						Gender			Age			
		Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question: Would you support, somewhat support, or oppose the federal government creating a national wildfire department with teams of firefighters that could travel anywhere in Canada to fight forest fires?	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Support	%	59.2	59.7	50.6	65.9	53.5	61.8	54.7	63.7		55.9	55.4	64.4
	Somewhat support	%	25.9	27.1	28.8	26.3	26.0	19.6	28.1	23.6		29.3	29.0	21.3
	Somewhat oppose	%	3.9	3.4	7.3	2.1	4.8	2.8	4.6	3.3		1.9	6.9	2.9
	Oppose	%	7.3	6.1	7.9	4.3	10.8	10.7	9.2	5.4		8.9	4.6	8.3
	Unsure	%	3.7	3.8	5.4	1.5	4.9	5.2	3.3	4.0		4.1	4.1	3.1

		Region						Gender			Age			
		Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question: Are you willing, somewhat willing, somewhat not willing, or not willing to pay more in taxes to support the creation of a national wildfire department?	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Willing	%	21.9	17.3	14.6	25.2	17.2	32.9	20.1	23.5		18.8	16.0	28.5
	Somewhat willing	%	31.5	26.1	25.6	37.9	32.0	25.3	29.4	33.7		34.1	30.9	30.3
	Somewhat not willing	%	16.0	11.2	24.4	14.8	12.3	12.6	17.2	15.0		16.4	16.9	15.0
	Not willing	%	28.0	42.7	32.1	20.0	34.5	28.0	31.9	24.0		29.0	33.6	22.9
Unsure	%	2.6	2.6	3.3	2.1	4.0	1.2	1.5	3.7		1.6	2.7	3.3	

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**2023-2423 – CTV/Nanos Survey – CTV July – Fires - STAT SHEET**

		Region							Gender			Age		
		Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question: Do you believe the greater number of high intensity storms and severe weather events such as the record numbers of wildfires across Canada or the recent flooding in Nova Scotia following torrential rainfall are a result of [ROTATE] climate change OR natural variations in the weather? [ROTATE]	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	A result of climate change	%	63.8	65.9	75.9	65.1	43.3	65.2	58.3	69.3		61.0	59.7	68.9
	A result of natural variations in the weather	%	28.2	24.5	17.7	26.8	45.6	29.6	33.0	23.4		29.4	32.6	24.0
	Unsure	%	7.9	9.6	6.4	8.1	11.1	5.2	8.7	7.3		9.6	7.7	7.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30<sup>th</sup> to August 2<sup>nd</sup>, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. Columns with an n value under 30 have been shaded.