



Canadians & Climate Change

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Whitby Sustainability Advisory Committee (WSAC)

Understanding Canadian attitudes vis-à-vis climate change



CLIMATE CHANGE
KNOWLEDGE &
UNDERSTANDING



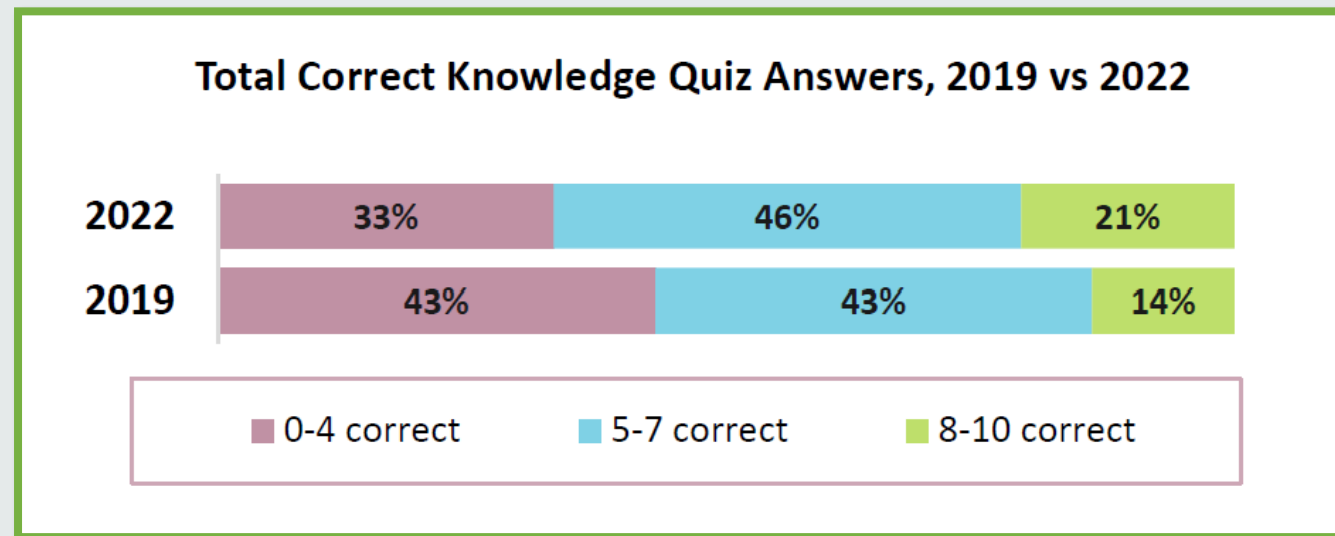
CANADIAN VERSUS
GLOBAL
PERSPECTIVES



CONSIDERATIONS
FOR WSAC

Perspectives on climate change

- 72% of Canadians agree that humans are responsible for climate change
- 50% believe climate change is causing mental health issues
- 17% think the government is doing a good job in their actions to address climate change
- 55% understand that greenhouse gas emissions are the primary cause of climate change

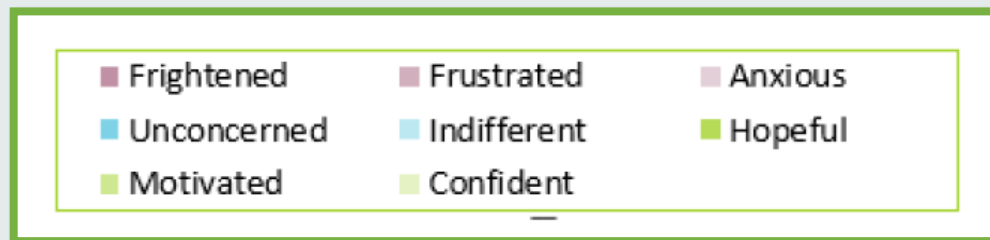
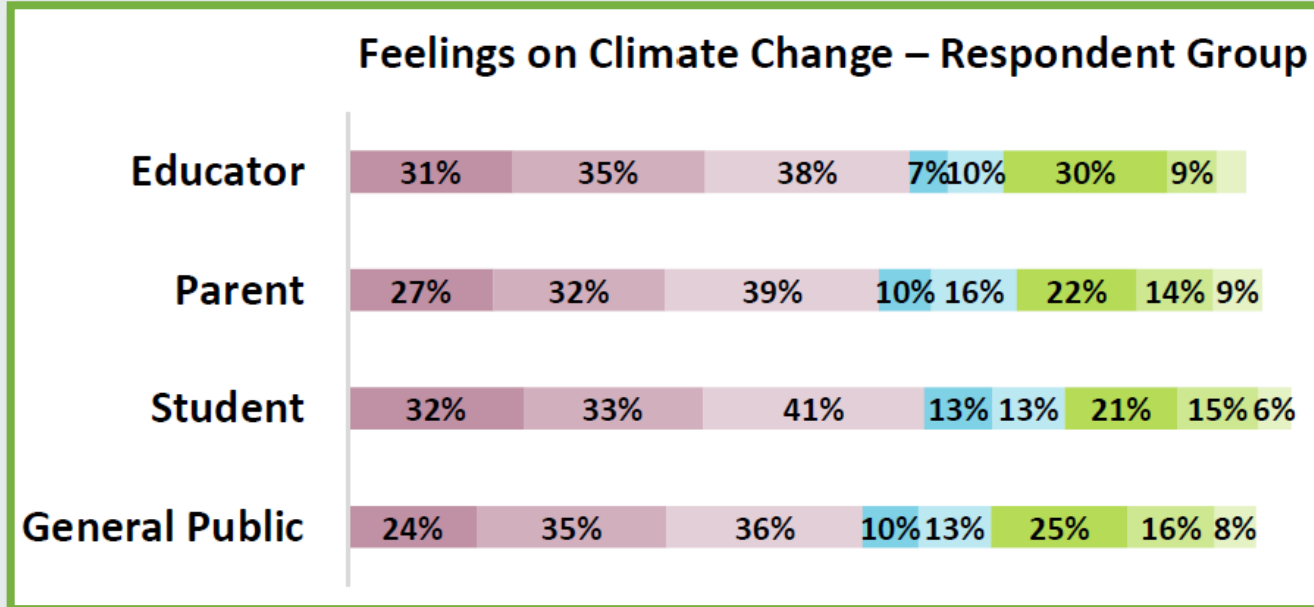


Climate change perceptions vary by gender

| Knowledge and Understanding | Men | Women |
|---|-----|-------|
| Personally, how well-informed do you feel you are about climate change? | 68% | 43% |
| Pass rate on climate survey knowledge quiz (5 or more correct answers) | 69% | 65% |

| Perceptions of Climate Change | Men | Women |
|---|-----|-------|
| I am certain that climate change is happening | 78% | 87% |
| Human beings are responsible for climate change | 69% | 74% |
| Climate change poses risks to Canadians | 73% | 80% |

Knowledge and mental well-being



| Sources of information | Students | Adults |
|---|----------|--------|
| Television news programs | 31% | 51% |
| Newspaper and/or online news websites | 33% | 51% |
| NET Social Media (YouTube, FB, Insta, TikTok & Twitter) | 51% | 35% |

What Canadians are doing to mitigate climate change



76%

Maintained proper recycling measures



57%

Reduced Food Waste



52%

Bought locally



44%

Indicated driving less by walking or biking more



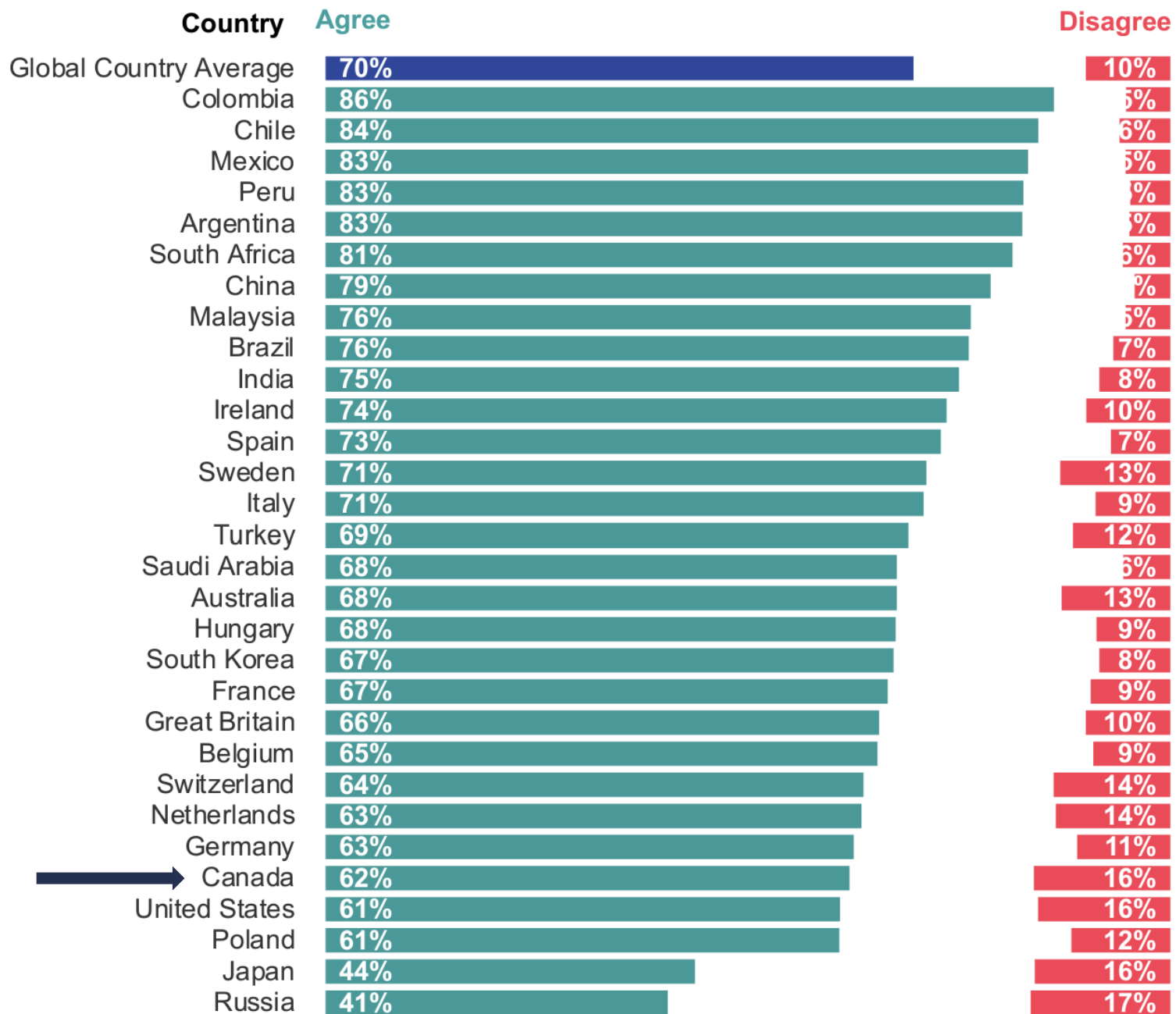
41%

Talked with someone about climate change



25%

Voted for a party or politician due to their position on climate change

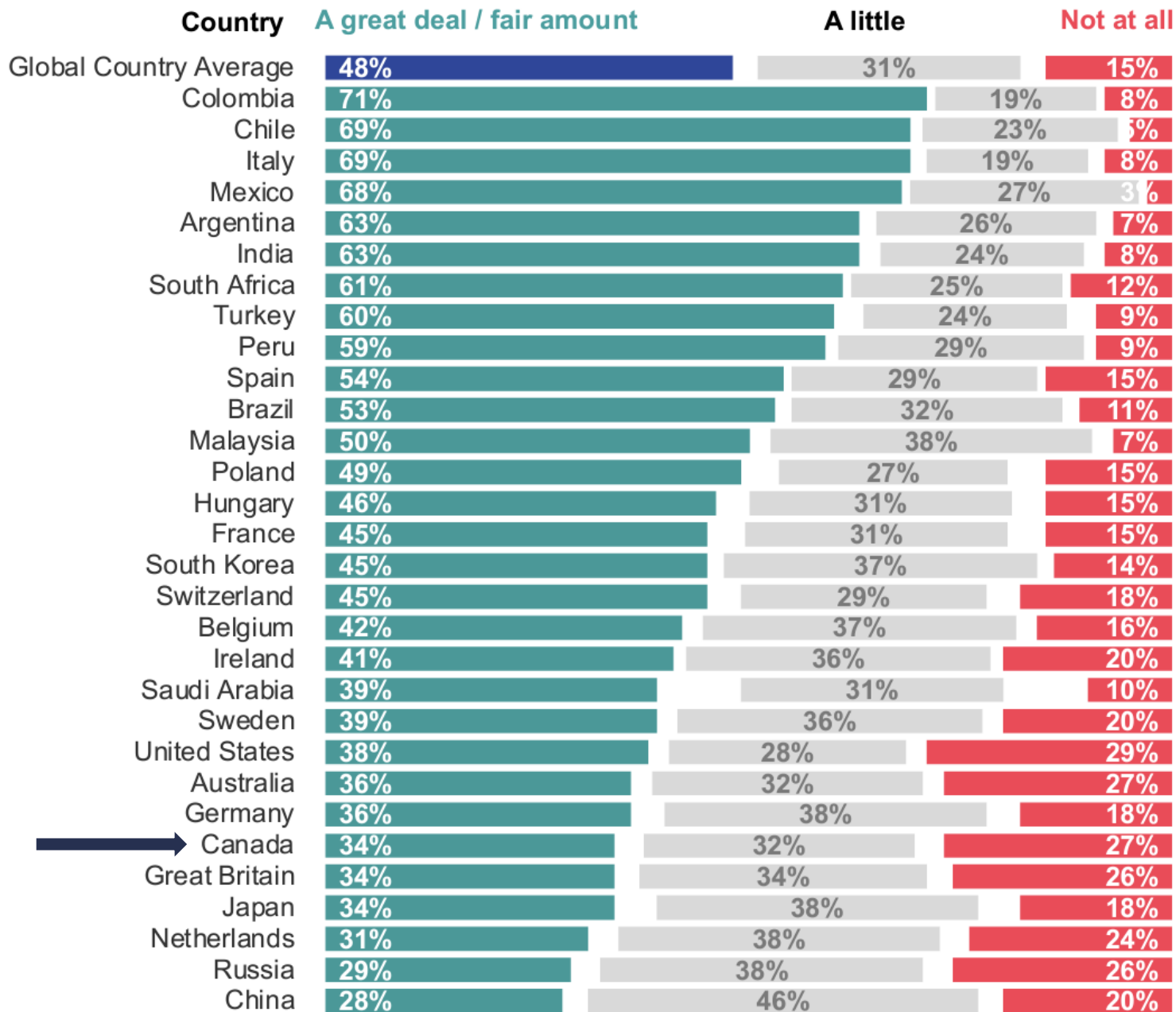


Climate change
is a heavy
burden for some
to carry

Q: If individuals like me do not
act now to combat climate
change, we will be failing future
generations

Source: © Ipsos | Earth Day 2022 | April 2022 | Version 1 | Public use

Base: 22, 534 online adults across 30 countries, 18 Feb – 4 Mar 2022. NB excludes Norway due to methodological differences in how question was asked.

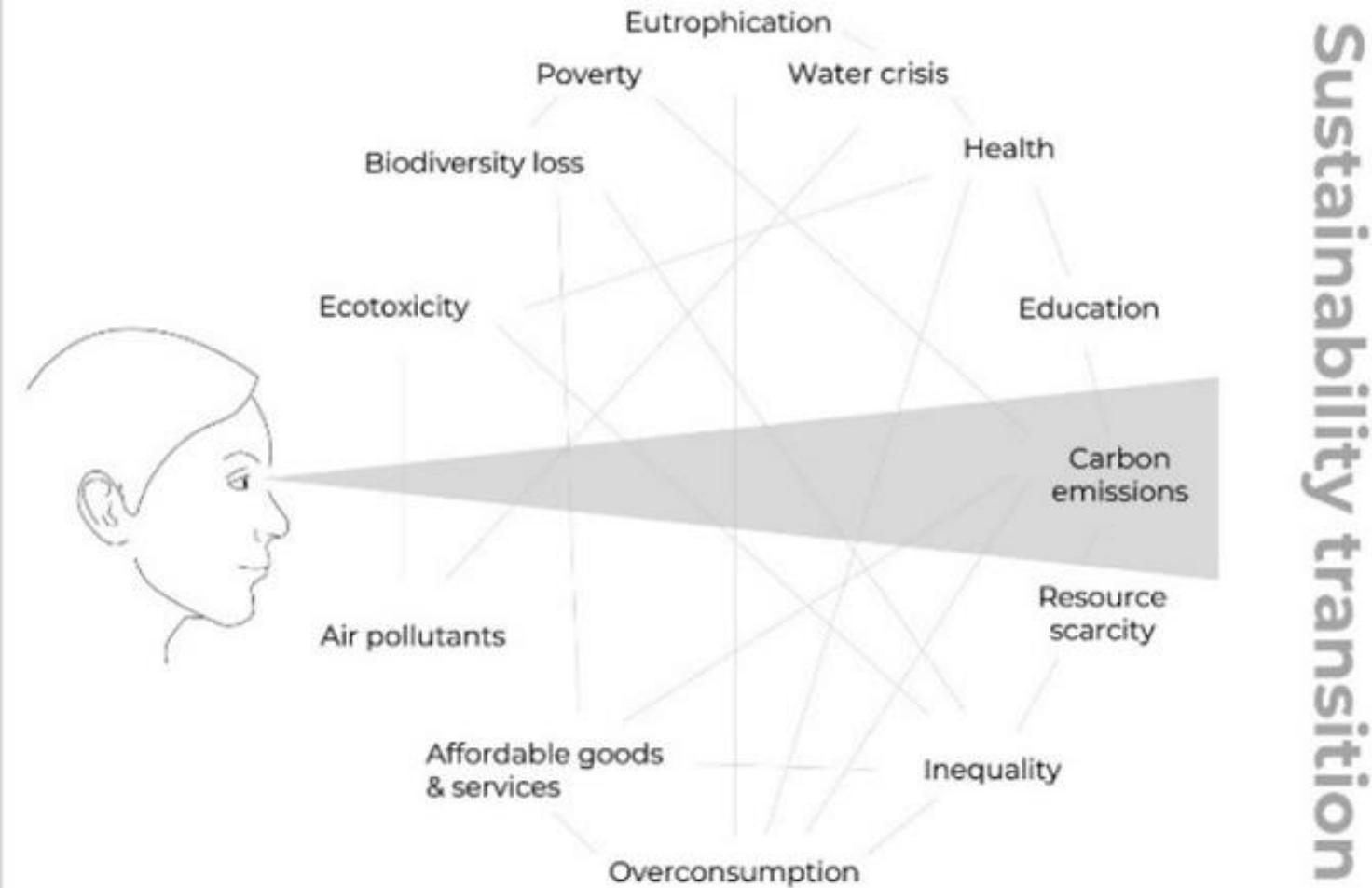


Canada below
the global
average of
climate worriers

Q: To what extent, if at all, have
you worried about climate
change in the last 2-3 weeks

Source: © Ipsos | Earth Day 2022 | April 2022 | Version 1 | Public use

Carbon Tunnel Vision



Avoiding tunnel vision

Having a singular focus on carbon emissions can make us lose sight of the interconnectedness of sustainability issues

Considerations for WSAC

- Education and communication – reaching the unreachable
- Mental health awareness – impact of social media – youth focus
- Acknowledging income disparities – climate change mitigation strategies for everyone, regardless of income
- What's the low hanging fruit?

THANK YOU