

WHAT DO CANADIANS REALLY THINK ABOUT CLIMATE CHANGE?

2025

Re.Climate

COMMUNICATING FOR CHANGE

Re.Climate is Canada's centre for training,
research and strategy on climate change communication
and engagement at Carleton University.

MEET THE SPEAKERS



Ghadah Alrasheed

RE.CLIMATE RESOURCE AND
TRAINING DIRECTOR



Chris Hatch

RE.CLIMATE COMMUNICATIONS
CONSULTANT, AUTHOR OF THE
WEEKLY ZERO CARBON NEWSLETTER



Melanee Thomas

UNIVERSITY OF CALGARY
ASSOCIATE PROFESSOR

PRIORITY DROPS BUT CONCERN REMAINS

Climate concern competing with more immediate fears.

But:

- Over two-thirds of Canadians concerned or very concerned
- Seven-in-ten view climate change as serious or very serious threat



Toronto, ON – A person walks through the Union Station during a flood following heavy rain in Toronto, on Tuesday, July 16 2024. ARLYN MCADOREY / THE CANADIAN PRESS VIA AP

CURRENT CONDITIONS



**DECLINE IN PUBLIC
PRIORITIZATION OF
CLIMATE PROGRAMS**



**INCREASE IN BELIEF THAT THE OIL AND GAS
INDUSTRY AND NEW INFRASTRUCTURE ARE
IMPORTANT TO CANADA'S ECONOMY**



**ONGOING, BROAD SUPPORT FOR
RENEWABLES AND CLEAN ENERGY**

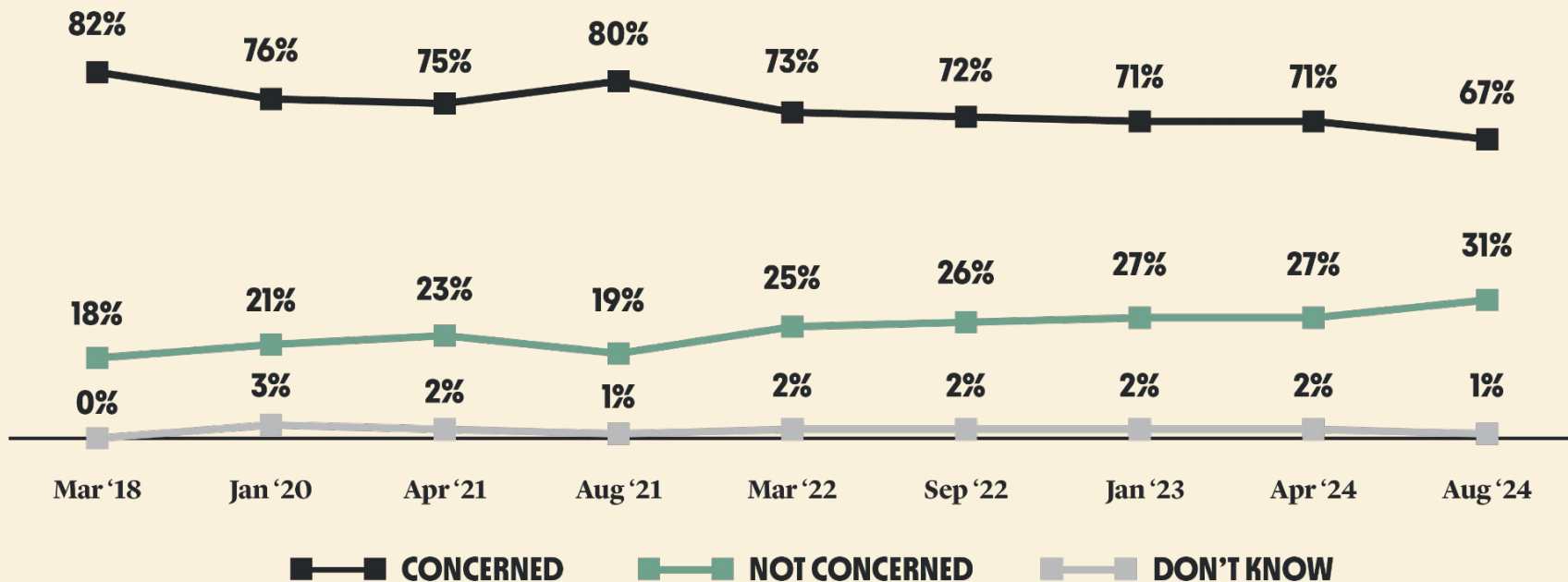


**INCREASE IN PUBLIC ANXIETY ABOUT
EXTREME WEATHER, CLIMATE IMPACTS**

CONCERNING TRENDS

CONCERN OVER TIME

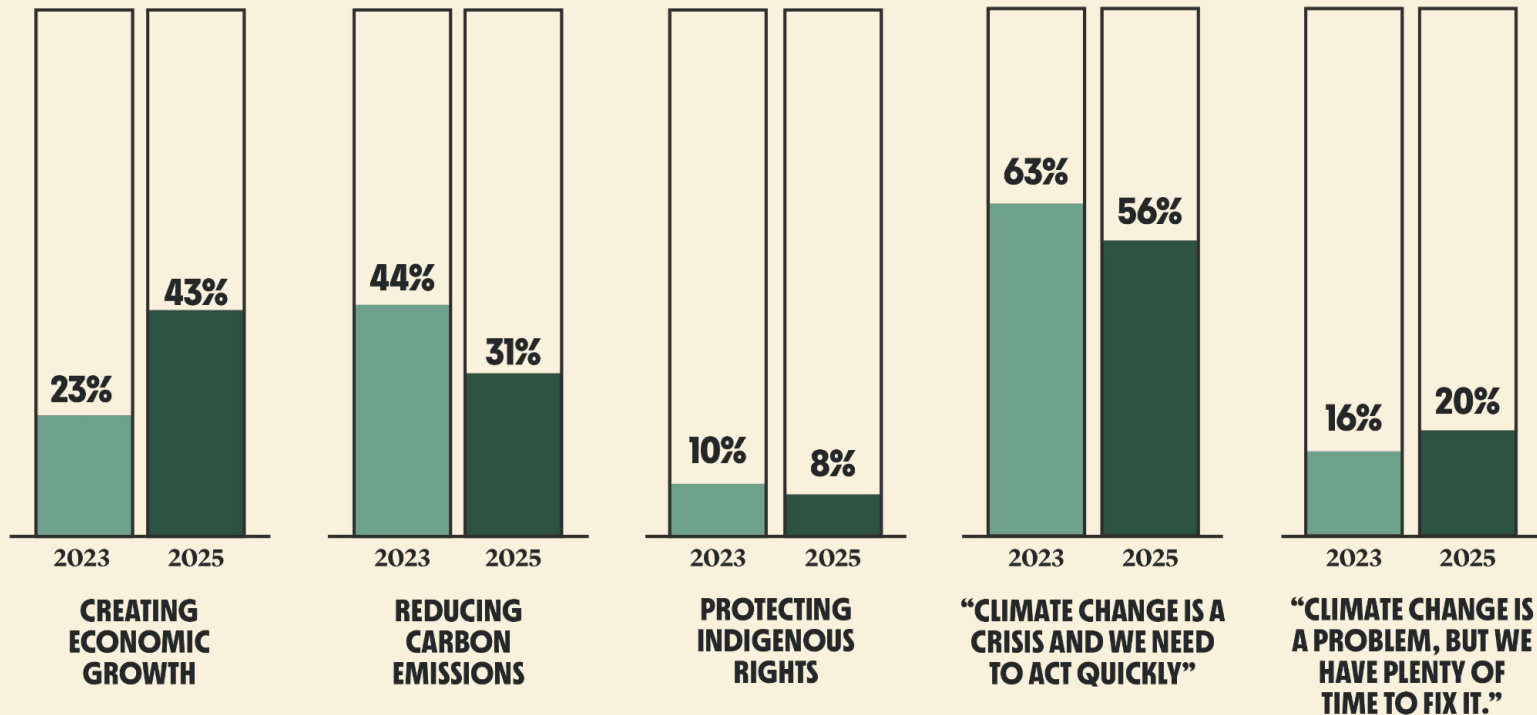
“How concerned are you about climate change?”



Source: Innovative Research Group, 2024

SHIFTING PRIORITIES

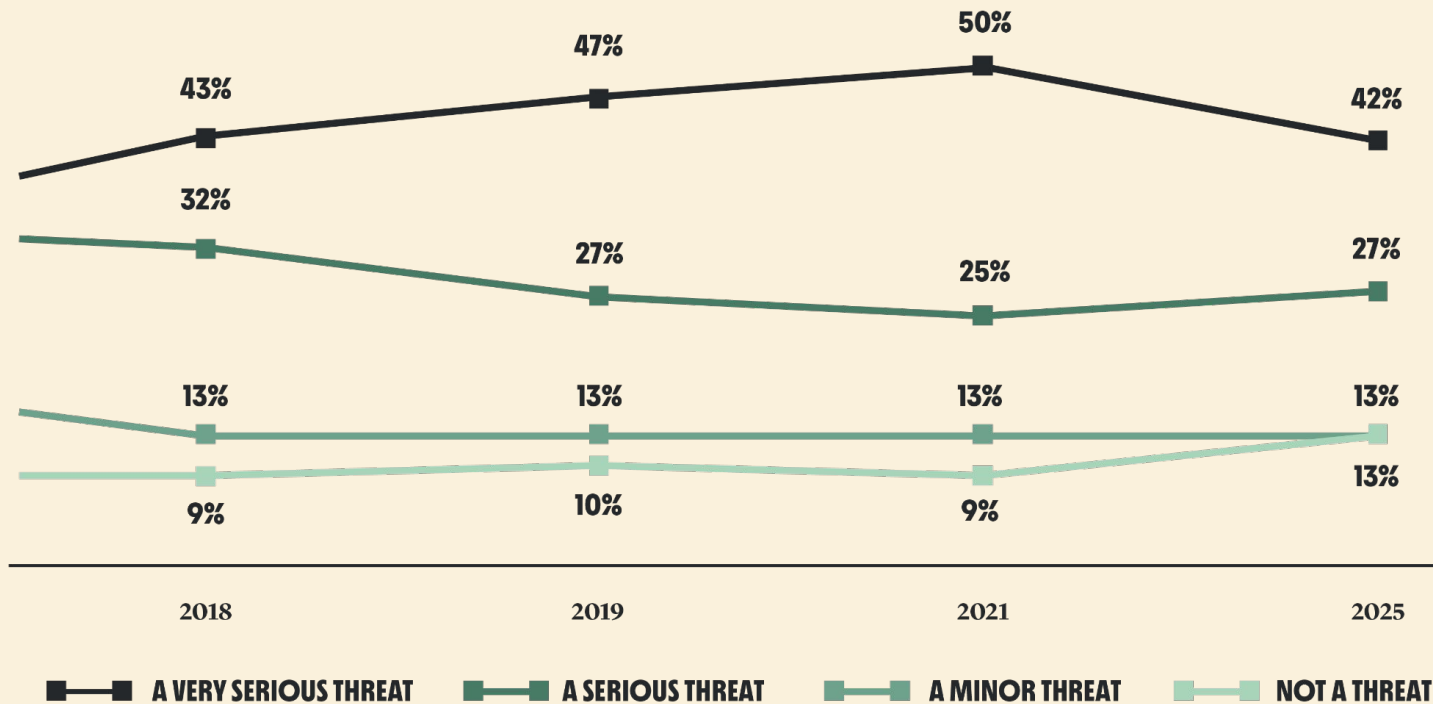
“When you think about energy policy in Canada, which of these is most important to you?”



Source: Angus Reid Institute, 2025d

HOW MUCH OF A THREAT?

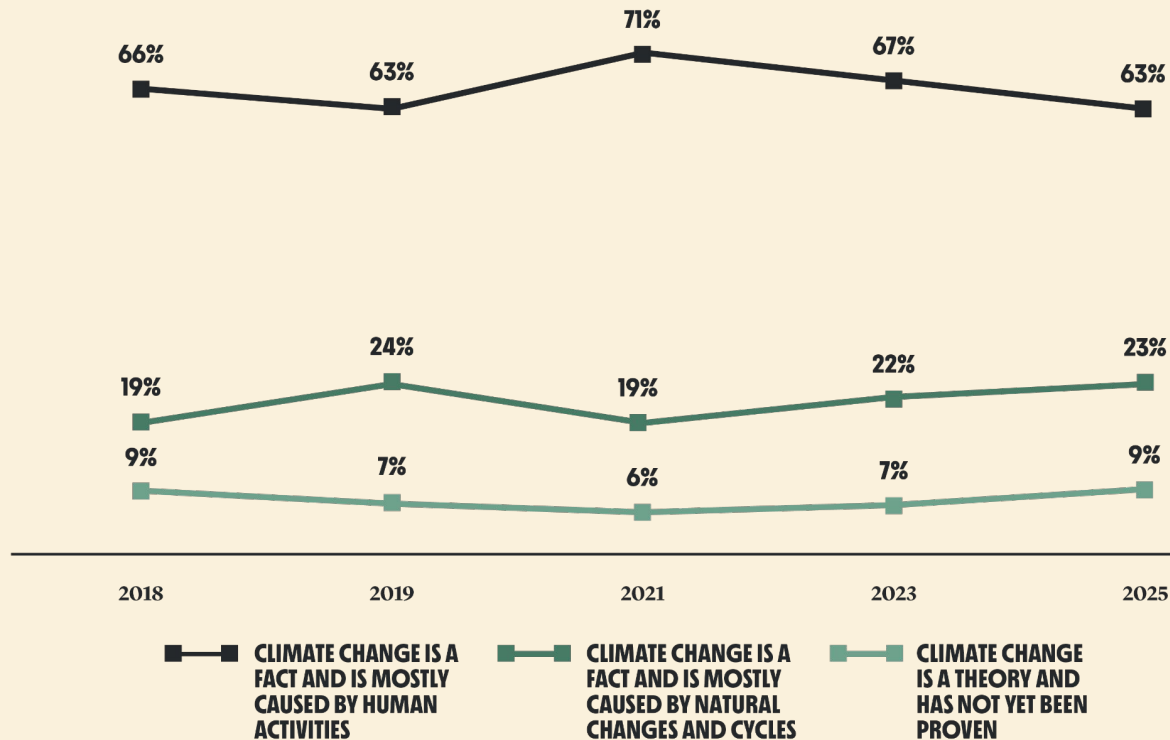
“How much of a threat, if any, do you think climate change poses for planet Earth?”



Source: Angus Reid Institute, 2025

DECLINE IN “CAUSED BY HUMAN ACTIVITIES”

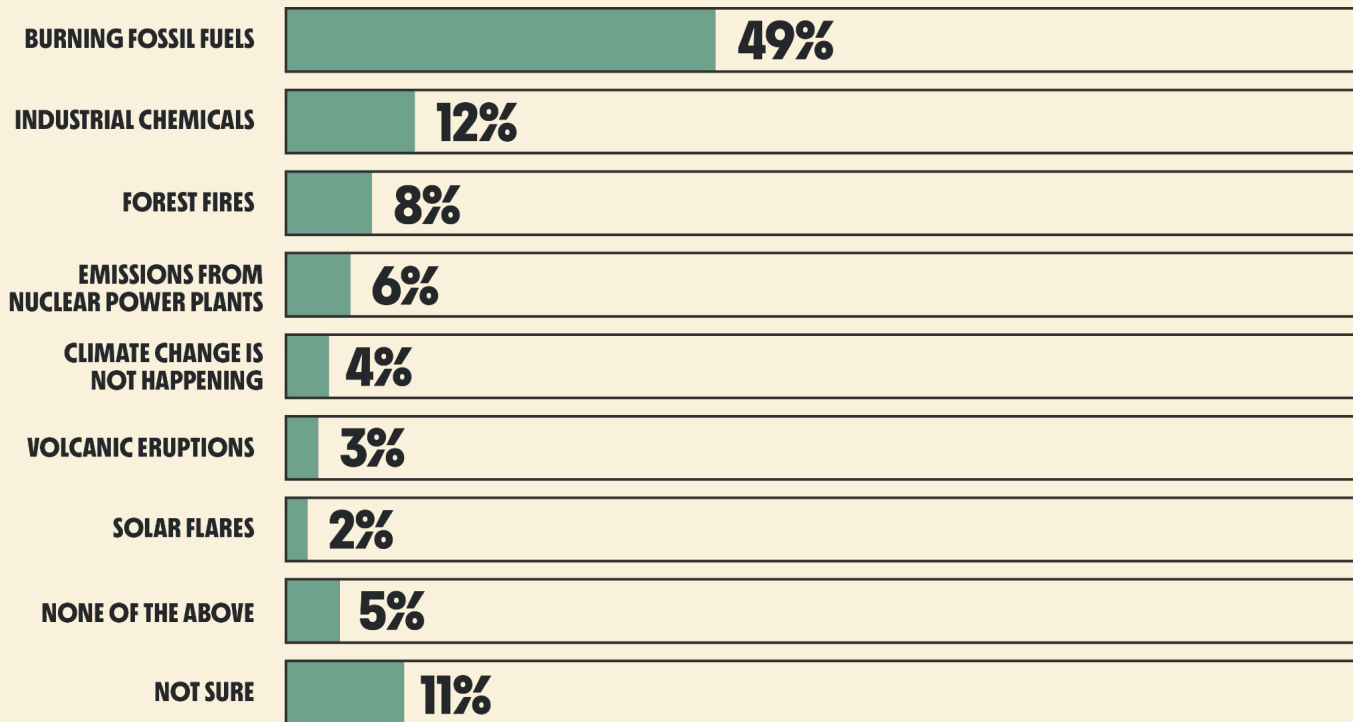
“Which of the following statements comes closest to your view of climate change?”



Source: Angus Reid Institute, 2025d

WHERE DOES CLIMATE CHANGE COME FROM?

“To the best of your knowledge, which source of pollution is most responsible for climate change?”



Source: Environics & Re.Climate, 2024

**WHERE PUBLIC
OPINION IS STRONG**

WHERE PUBLIC OPINION IS STRONG

GENERAL CONCERN

69%

Seven-in-ten (69%)
view climate change as
a serious or very
serious threat.

Angus Reid Institute, 2025

69%

Are worried about the
impact over the next
five years.

Abacus Data, 2025e

76%

Are concerned about
its impact on future
generations of
Canadians.

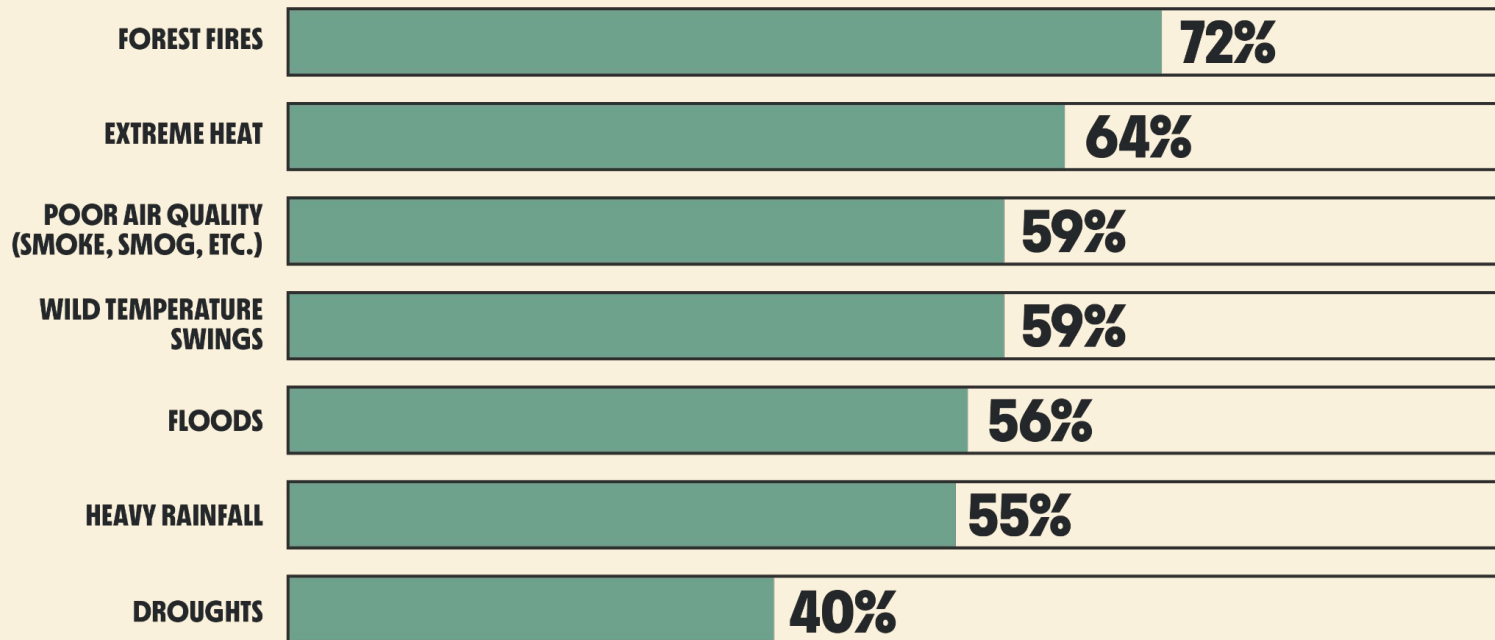
Ipsos & Tree Canada, 2024

WHERE PUBLIC OPINION IS STRONG

CLIMATE IMPACTS

Canadians understand that climate impacts
(especially fires) are getting worse

“Are there more of the following events in Canada compared to five years ago?”



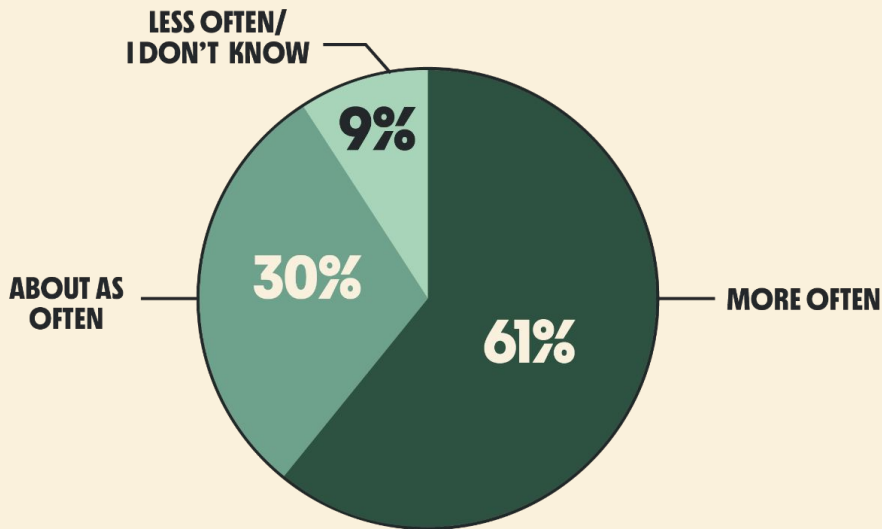
Source: Leger, 2024b

WHERE PUBLIC OPINION IS STRONG

ACCELERATING CLIMATE IMPACTS

Expected climate impacts

“Do you think extreme weather events (such as wildfires, floods, hurricanes, tornadoes, droughts, etc.) will occur more often, about as often or less often than they do currently?”



Source: Leger, 2024b

WHERE PUBLIC OPINION IS STRONG

CLEAN ENERGY

77%

Support for
expanding solar

72%

Support for
expanding wind

Support is consistent from
2023 through 2025

Angus Reid Institute, 2025b

RECOMMENDATIONS FOR COMMUNICATORS

WHAT DOES THE MOMENT CALL FOR?

Climate still matters to people. That's why it's so important to **come back to the big “*why*.”**

The “**Build**” **narrative** is already in motion. This is a moment to steer it.

There are national concerns, but the power lies in **understanding your audiences/segments** and local realities.



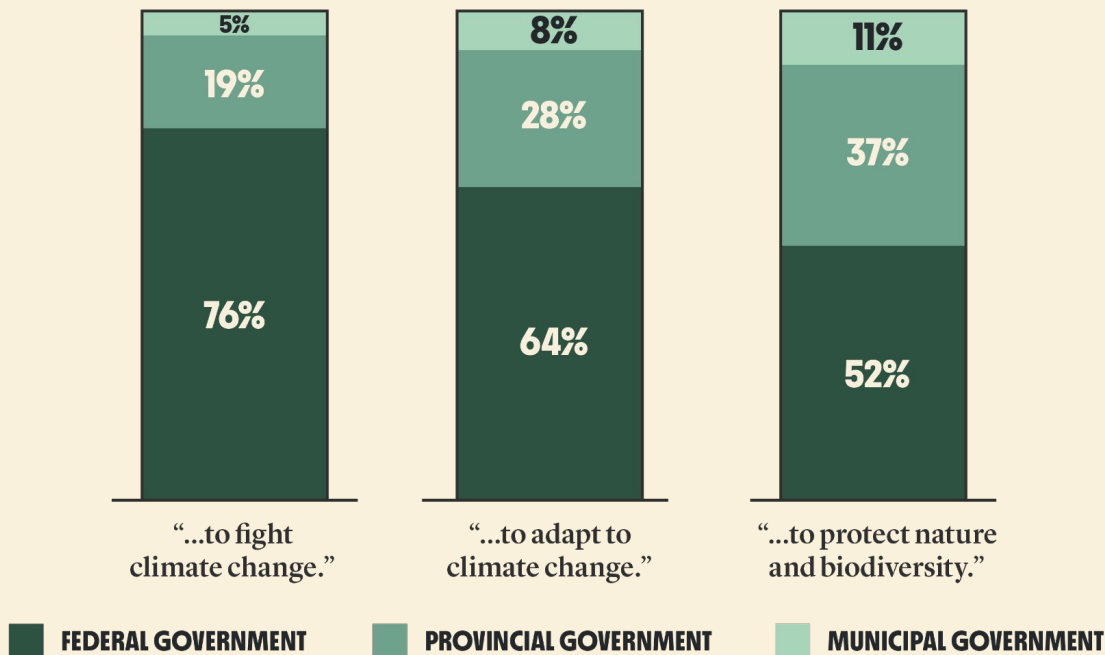
Jasper, AB – Fire crews work to put out hotspots in the Maligne Lodge in Jasper, AB, on Friday July 26, 2024. Wildfires encroaching into the townsite of Jasper forced an evacuation of the national park. AMBER BRACKEN / THE CANADIAN PRESS VIA AP

POLICY PERSPECTIVES

WHO'S IN CHARGE?

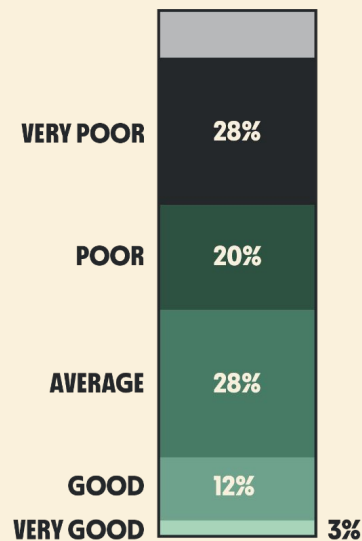
Level of government

“Which level of government (federal, provincial or municipal) is best placed to make decisions...”

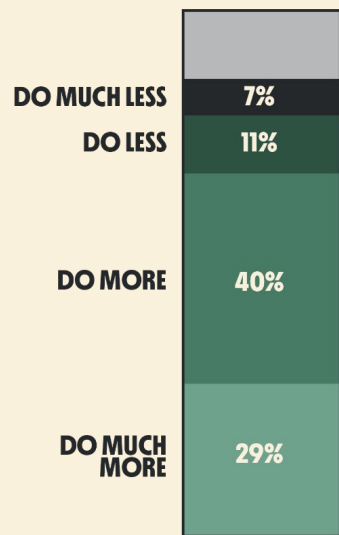


Source: Leger & Équiterre, 2025

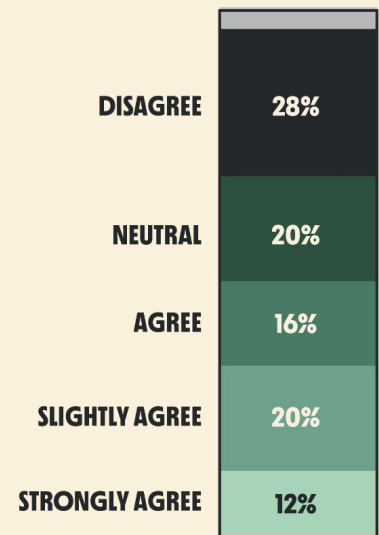
FEDERAL EXPECTATIONS



“Do you think the federal government is doing a very good, good, average, poor or very poor job at trying to reach its carbon reduction goals by 2050?”



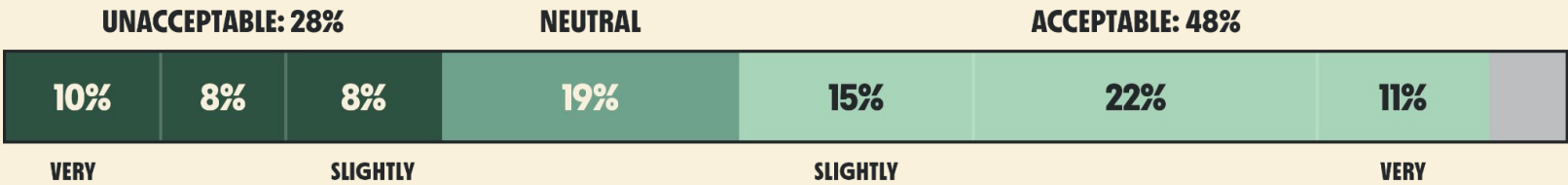
“Federal elections are expected to take place soon in Canada. In your opinion, with respect to fighting climate change, adaptation, and protecting nature, should the next government of Canada.”



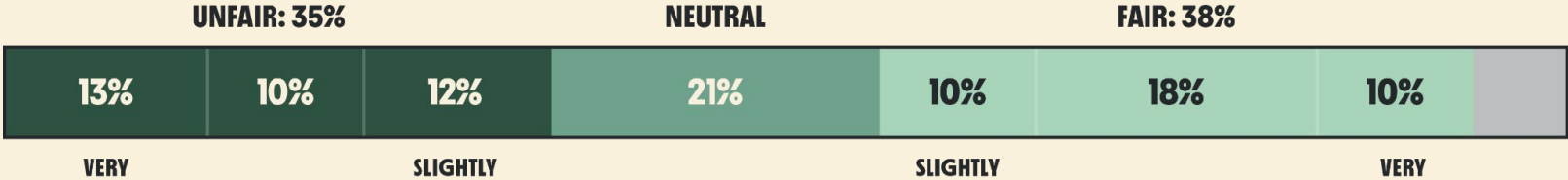
“Do you agree or disagree with the following statement: The federal government should speed up implementation of policies (e.g., carbon pricing, and clean fuel, clean electricity, oil and gas emissions cap, and zero emitting vehicles regulations) to control the pollution causing climate change.”

CLEAN ELECTRICITY REGULATIONS

“Thinking about the federal government’s plan to regulate electricity suppliers so that by 2035 they produce little to no greenhouse gas emissions, how **acceptable** is this policy measure to you?”



“Thinking about the federal government’s plan to regulate electricity suppliers so that by 2035 they produce little to no greenhouse gas emissions, how **fair** is this policy measure to you?”



Source: Environics & Re.Climate, 2024

ATTITUDES ABOUT ENERGY

ATTITUDES ABOUT ENERGY

CLEAN ENERGY

77%

Want government
to prioritize the
development of
renewable energy.

Leger & Équiterre, 2025

77%

Support expanding
solar power.

*Angus Reid Institute,
2025b*

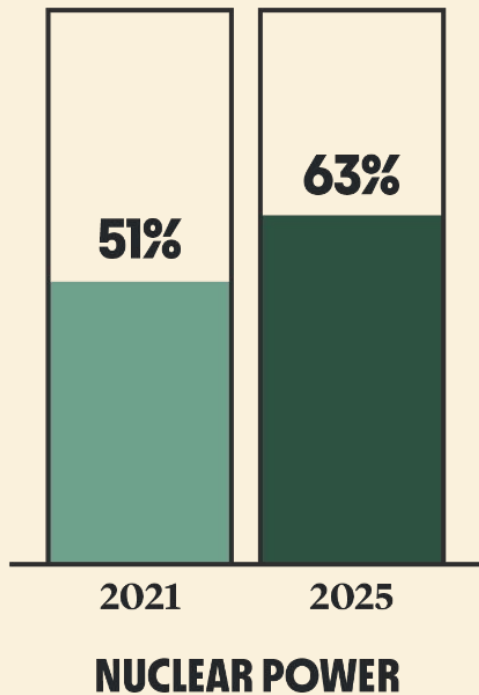
72%

Support expanding
wind power.

*Angus Reid Institute,
2025b*

ATTITUDES ABOUT ENERGY

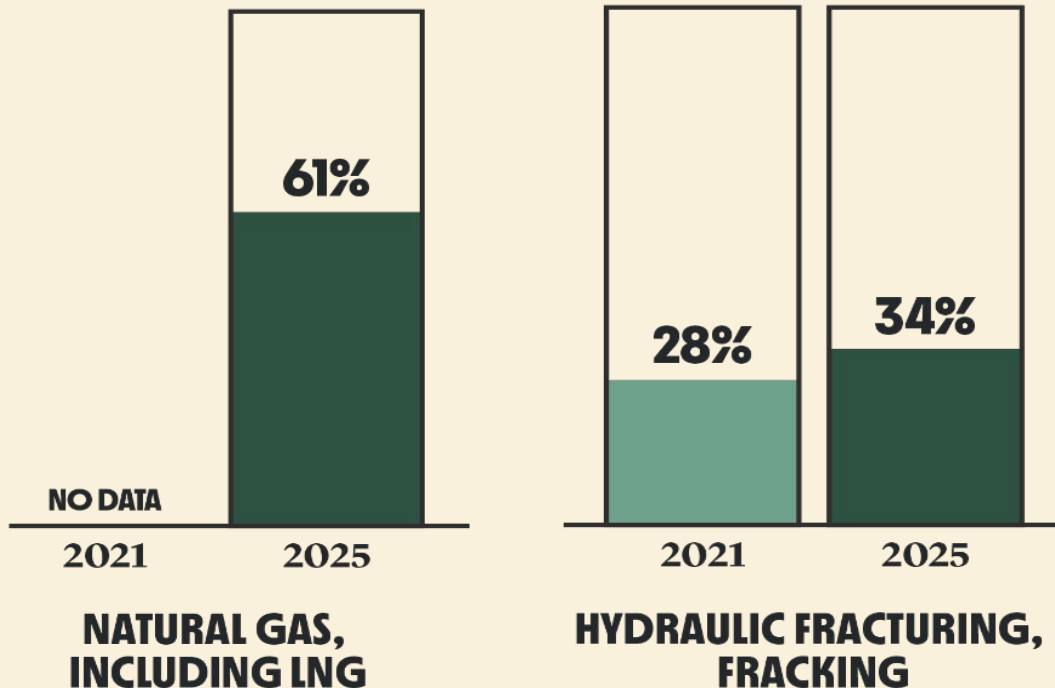
NUCLEAR POWER



ATTITUDES ABOUT ENERGY

GAS

- 61% support expanding natural gas, including LNG
- 34% support expanding hydraulic fracturing, fracking

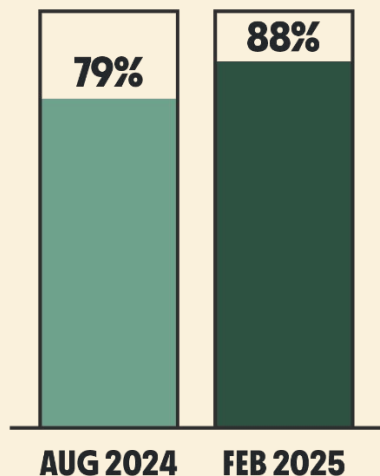


ATTITUDES ABOUT ENERGY

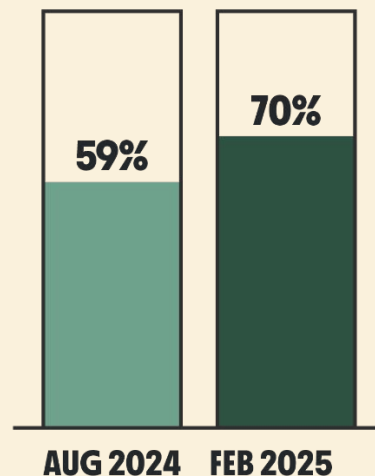
OIL

“How important is oil and gas for the economy?”

“Oil and gas important to
Canada’s **current** economy.”



“Oil and gas important to
Canada’s **future** economy.”



Source: Nanos & Positive Energy, 2025

GENDER GAP

**Expand crude oil
production?**

Men = 62%

Women = 41%

**Expand natural gas,
including LNG?**

Men = 74%

Women = 49%

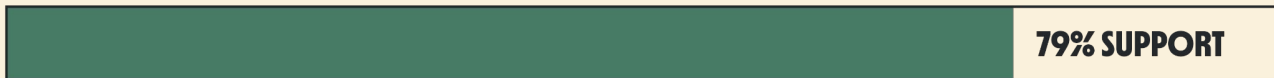
ATTITUDES ABOUT ENERGY

TRANSITION AT HOME

Interest in transitioning to solar, heat pumps and away from things like natural gas.



Support federal government offering incentives for homes and transportation (support + somewhat support).



Have no choice but to use current furnace/vehicle even if not environmentally friendly (agree + somewhat agree).



Would invest in a heat pump or EV if they had financial help (strongly agree + agree).



Only the wealthy can afford heat pumps and EVs (strongly agree + agree).



RECOMMENDATIONS FOR COMMUNICATORS

HOW DO WE MAKE THE TRANSITION REAL?

Make fairness visible and part of the policy: Who benefits, who is included and who gets to decide?

It's not just about the money. **Address the process** (does it feel confusing, doable, effective?)

Show momentum and share stories of others.

Be there when people are making decisions about their energy options (through trusted voices such as installers, media...etc.)

Repeat facts about climate change: Climate change is real, caused by humans, harms people, scientists agree, others care, and there are solutions.



Edmonton, AB — Two workers stand among a solar panel array on the Eastgate Office Building in Edmonton, AB in July 2015. The Eastgate Office Building is a three-story, LEED® Gold certified building designed for Environment Canada. DAVID DODGE / GREEN ENERGY FUTURES



Thank You

Re.Climate