

# CITY OF TORONTO CLIMATE CHANGE PERCEPTIONS RESEARCH

Final Report

© 2022 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



# Table of Contents

## 01 INTRODUCTION

---

## 02 KEY FINDINGS

---

## 03 DETAILED FINDINGS

- ATTITUDES & KNOWLEDGE ABOUT CLIMATE CHANGE
- CLIMATE CHANGE IN THE CITY OF TORONTO
- TAKING ACTION AGAINST CLIMATE CHANGE
- ENVIRONMENTAL HOME IMPROVEMENTS
- COMMUNICATIONS

---

## 04 APPENDIX

---

# INTRODUCTION

1



# Introduction

In 2021, the Environment and Energy Division of the City of Toronto commissioned Ipsos to provide and deliver a public opinion survey to examine the perceptions about climate change among Torontonians and to understand Torontonian's willingness to alter behaviours with respect to climate change.

Specifically, this public opinion research investigates:

- Importance of climate change and other related issues
- Knowledge, attitudes and opinions about causes of climate change
- Likelihood to undertake action against climate change
- Awareness of City of Toronto's climate change strategy
- Communications preferences about climate change
- And more.

This survey will assist the City of Toronto in measuring progress toward goals, priorities, and other metrics.



# Methodology

A representative sample of n=1,400 Toronto residents 18 years of age and older have been surveyed online and by telephone. The sample includes:

- n=1000 respondents recruited from an online panel
- n=300 residents recruited by cell phone and landline phone
- n=100 in-language (Mandarin, Cantonese, Tagalog) interviews conducted online.

The survey was fielded between October 21 – November 9 for Online + Telephone, and November 3rd to 18<sup>th</sup> for In-Language

Quotas and weighting were used to ensure the sample was representative of the surveyed population by age, gender, region, and education according to the latest Census figures.

## Reporting Conventions

For the purpose of analyzing the data, this report has grouped selected scale points to allow for more comprehensive data analysis. Please note that depending on the scale, strong agreement/strong disagreement (T3B/B3B or T2B/B2B) scale points have been reported together, and appropriate data labels have been used to indicate accordingly. Where figures do not sum to 100, this is due to the effects of rounding.

Statistical significances between 2018 and 2021 is indicated with arrows.



Caution should be used when comparing results from this study to the study previous conducted in 2018 as the methodologies are different. Also note that this research was conducted during the COVID-19 pandemic.



# KEY FINDINGS



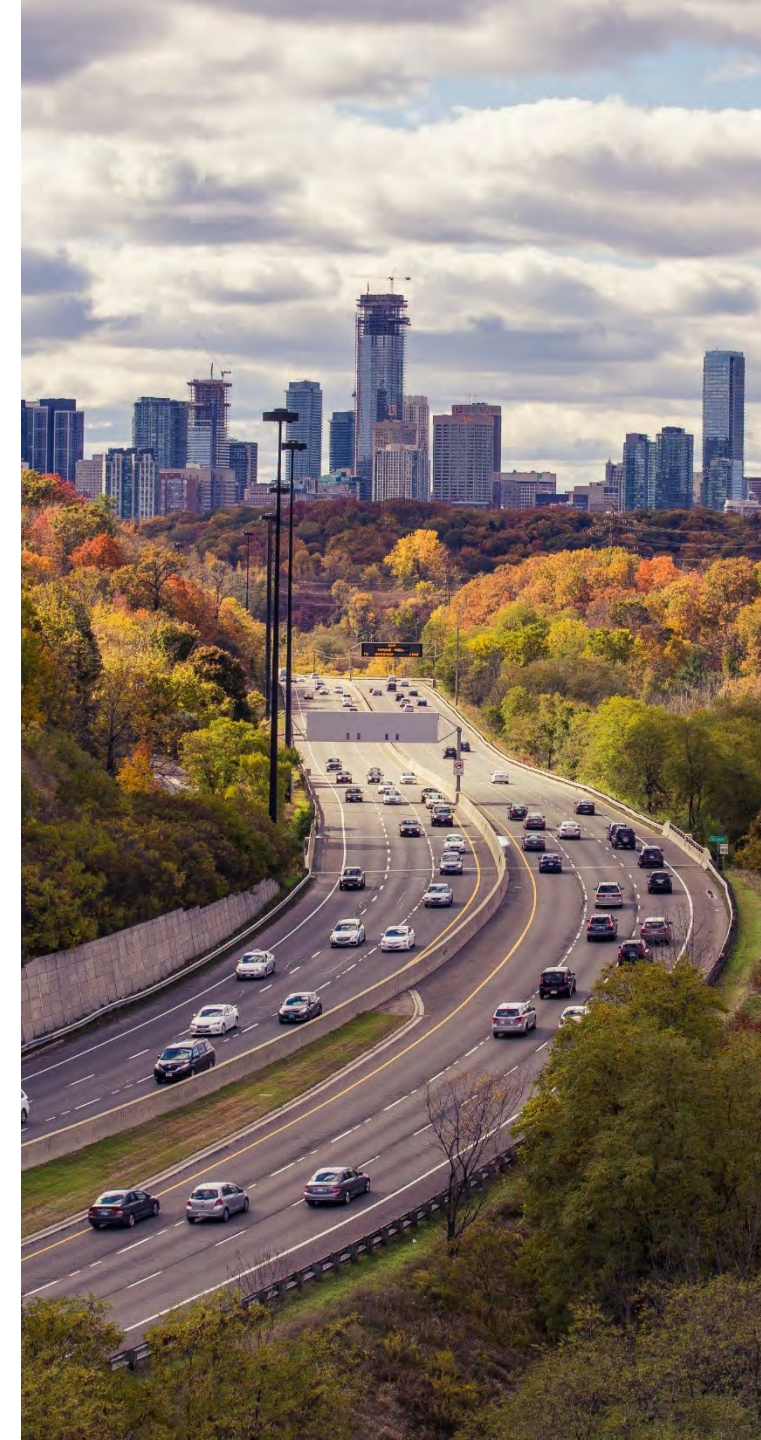
# Key Findings (1)

The vast majority of Torontonians are concerned about the negative impact of climate change on Toronto.

- Three quarters (78%) of residents are concerned about the impact of climate change on Toronto.
- Eight in ten (82%) are concerned about the impacts of climate change on the rest of the world.

Fighting climate change seen as slightly less important for the City of Toronto to focus on compared to other local issues that are indirectly related.

- Although six in ten (60%) residents indicate that it is important for the City to fight climate change, slightly more Torontonians highlight other issues of greater importance for the City to focus on, including:
  - Public health (73%)
  - Equality (71%)
  - The local economy (68%)
  - Job creation (68%)





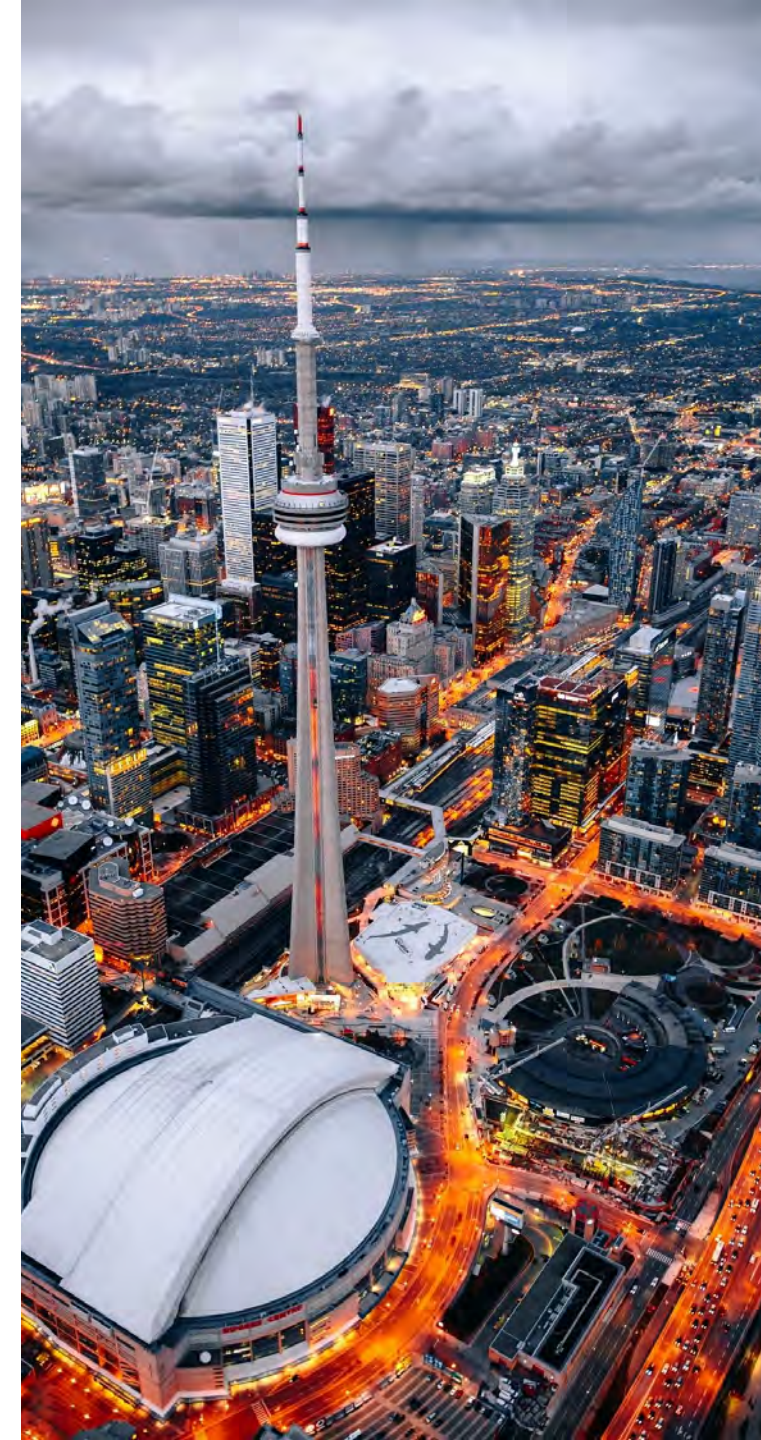
## Key Findings (2)

A considerable proportion of Torontonians lack an in-depth understanding about the causes of climate change and what the City of Toronto is doing to address climate change

- About four in ten (37%) residents indicate that they are 'only a little informed' about what causes climate change, compared to about half (48%) who are very informed and one in ten (13%) who are extremely informed.
- Three in ten (31%) residents don't know enough about what the City is doing to address the negative impacts of climate change.
- Only about half (53%) of residents agree that the use of natural gas to heat and cool homes is the largest source of emissions from buildings or that homes and buildings generate more than half of the greenhouse gas emissions in Toronto.

Many Torontonians are unaware of what they can do to address climate change

- Four in ten (42%) residents indicate they are unsure what they can do to address climate change.
- Three in ten (29%) residents agree that there is nothing that they can do to make a difference in addressing climate change.





# Key Findings (3)

Almost one quarter (23%) of residents are aware of the TransformTO climate action strategy, and increase of up 8 points since 2018.

- Awareness is highest among those earning a household income between \$100k and less than \$150k, those residents who are more informed about climate change, residents in North York, men, and university educated residents.

Torontonians prefer multiple communication channels and preferences are different depending on age.

- The most preferred sources of information about climate change and climate action from the City of Toronto include the Toronto.ca website, e-newsletters, email, and advertising campaigns.
- The City of Toronto website is preferred among middle-aged and younger residents.
- Younger residents are more likely to prefer to use social media platforms, such as Twitter, Facebook, and Instagram, to receive information.
- Older residents are more likely to prefer City of Toronto e-newsletter/email, councillor e-newsletters, and printed or online brochures/pamphlets to receive information.



# Key Findings – Tracking Key Questions

Concern about climate change and it's effects on Toronto/GTA:

- 2018: 78%
- 2021: 78%



Links between climate change and extreme weather:

- 2018: 82%
- 2021: 76% ↓



Agreement that climate change affects personal health and well-being:

- 2018: 92%
- 2021: 89%



Agreement that everyone needs to reduce their emissions:

- 2018: 91%
- 2021: 91%

Percentage of those who don't know what they can do address climate change:

- 2018: 48%
- 2021: 42% ↓

Percentage of those aware of TransformTO:

- 2018: 15%
- 2021: 23% ↑





# DETAILED FINDINGS

# 3

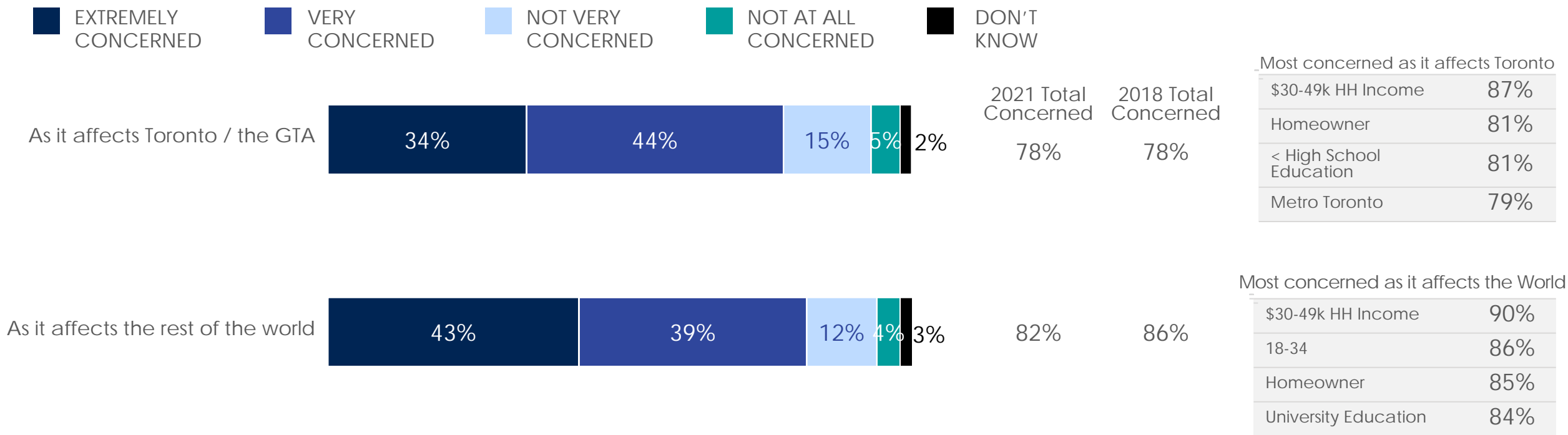
# ATTITUDES & KNOWLEDGE ABOUT CLIMATE CHANGE



# Concern about Climate Change

- The level of concern about climate change is high – Three quarters (78%) of Torontonians are concerned about climate change as it affects Toronto, and this rises to eight in ten (82%) who are concerned about how climate change affects the rest of the world.
- Those who earn a lower household income are most likely to be concerned about how climate change affects Toronto.
- Those aged 18-34 are more concerned about it as it affects the rest of the world over those aged 35-54 (86% vs 78%).

## How concerned are you about climate change?

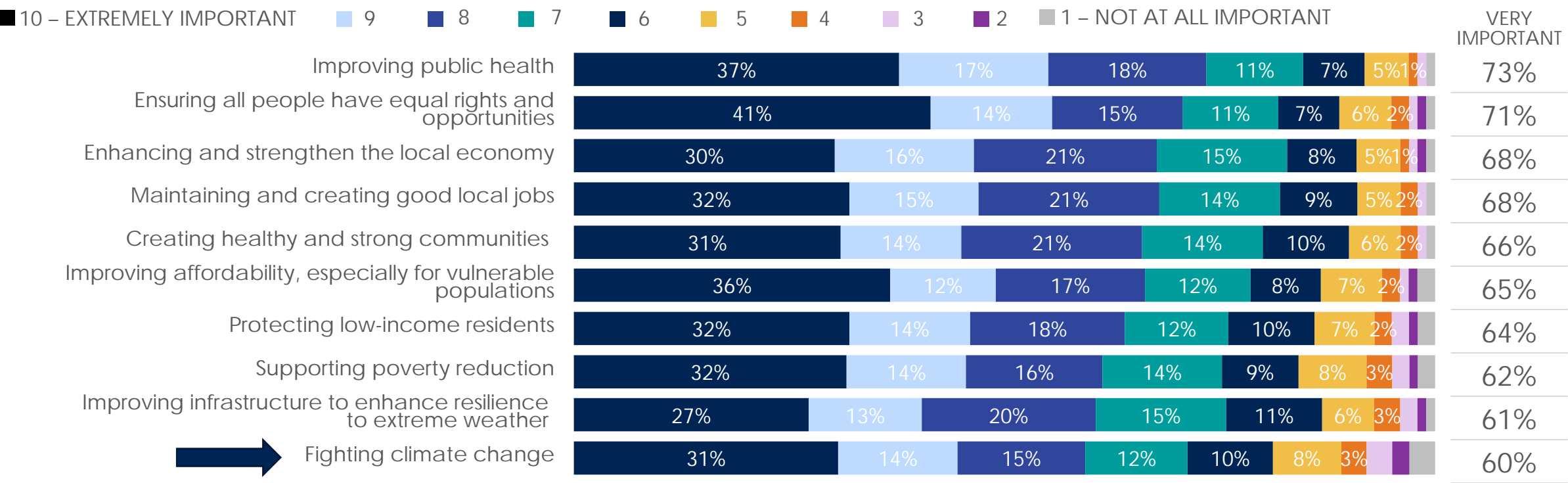


Base: All respondents (n=1401)  
Q1. For each of the following, how concerned are you about climate change?  
2018 Tracking – Environics Study (Base: Total Sample (n=404))

# Important Issues the City of Toronto should address

- Improving public health and ensuring that people have equal rights and opportunities are viewed as the most important issues that the City of Toronto should address.
- Fighting climate change ranks slightly lower, with six in ten (60%) who find this important for the City to address.

## How important is it for the City of Toronto to address the following:



Base: All respondents (n=1401)  
Q1A. How important is it for the City of Toronto to address each of the following issues, on a scale of 1 to 10, where 1 means 'not at all important' and 10 means 'extremely important'?



# Important Issues the City of Toronto should address - Demographics

Issues of Importance	VERY IMPORTANT		Key Demographic Differences
Improving Public Health	73%	→	77% 55+, 75% 35-54 vs 68% 18-34
Creating healthy and strong communities	66%	→	70% 55+ vs 63% 18-34
Improving affordability, especially for vulnerable populations	65%	→	68% <HS, 67% some college/uni education vs 59% uni+ degree; 71% renting vs 60% homeowner
Supporting poverty reduction	62%	→	66% <HS, 63% some college/uni education vs 56% uni.+ degree; 67% renting vs 58% homeowner
Improving infrastructure to enhance resilience to extreme weather	61%	→	66% 55+, 62% 35-54 vs 53% 18-34; 69% Etobicoke vs 59% Metro, 59% North York, 57% Scarborough
Fighting climate change	60%	→	67% \$30-49k vs 55% \$100k-149k

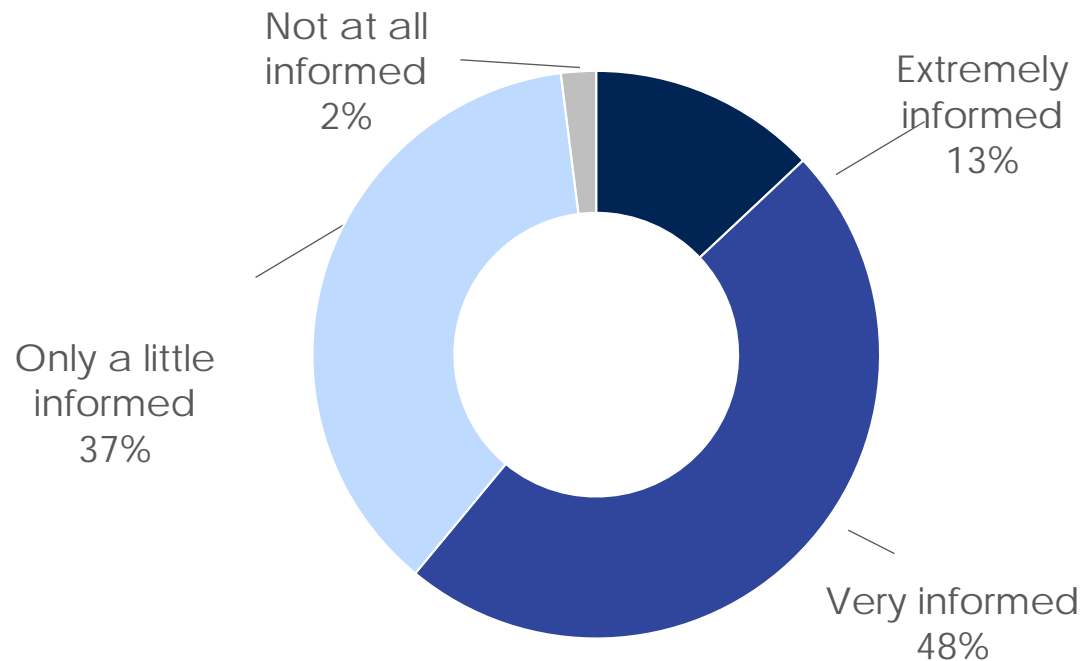
Base: All respondents (n=1401)

Q1A. How important is it for the City of Toronto to address each of the following issues, on a scale of 1 to 10, where 1 means 'not at all important' and 10 means 'extremely important'?

# Knowledgeable about what causes climate change

- Over half (61%) of Torontonians say they are informed about what causes climate change – however, only one in ten (13%) say they are *extremely informed*. Nearly four in ten (37%) say they are only a little informed about the causes, which highlights group that could benefit from additional information on the topic.
- Notably, despite women being more likely to be concerned about climate change, they are also more likely to be uninformed about what causes climate change (46% vs 31% men).

## Informed about what causes climate change



Base: All respondents (n=1401)  
Q2. To what extent do you consider yourself to be informed about what causes climate change?  
2018 Tracking – Environics Study (Base: Total Sample (n=404))

### Most Informed Groups

Aware of TransformTO	79%
\$150k+ HH Income	76%
University Degree or Higher	72%
Metro Toronto Region	67%
18-34 Age Group	65%

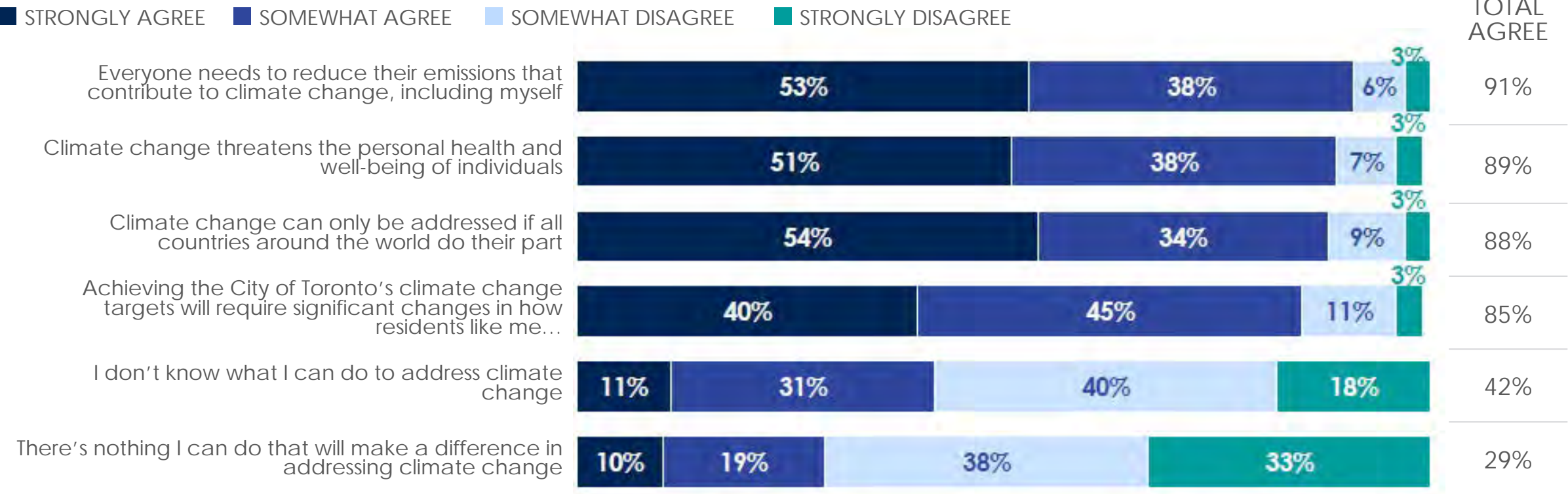
2018:	
Extremely informed:	11%
Very informed:	63%
Not very informed:	25%
Not at all informed:	1%



# Attitudes & Opinions Regarding Climate Change

- Most Torontonians (91%) agree that everyone needs to reduce their emissions that contribute to climate change. As well, many agree that climate change threatens personal health and well-being of individuals (89%), and it can only be addressed if all countries around the world do their part (88%).
- Notably, four in ten (42%) say they do not know what they can do to address climate change. As well, a third (29%) agree that there is nothing that they can do to make a difference in addressing climate change. Those aged 18-34 are more likely to agree (37% 18-34 vs 26% 35-54, 24% 55+).

## Level of agreement or disagreement of the following statement:



Base: All respondents (n=1401)  
Q8. When it comes to climate change, to what extent do you agree or disagree with the following statements?

# Tracking Opinions Regarding Climate Change

	2021 TOTAL	2021 Key Demographic Differences
Everyone needs to reduce their emissions that contribute to climate change, including myself	91%	93% homeowner vs 89% renting
Climate change threatens the personal health and well-being of individuals	89%	94% 18-34 vs 90% 55+, 85% 35-54
Climate change can only be addressed if all countries around the world do their part	88%	93% \$30k-49k vs 84% \$150k+ HHI
Achieving the City of Toronto's climate change targets will require significant changes in how residents like me live, work, and commute	85%	No statistically significant differences
I don't know what I can do to address climate change	42%	46% women vs 37% men
There's nothing I can do that will make a difference in addressing climate change	29%	37% 18-34 vs 26% 35-54, 24% 55+

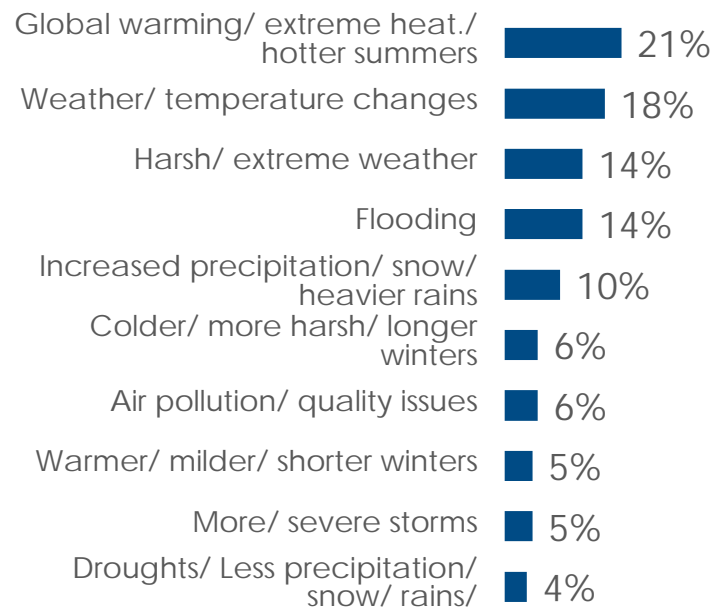
# CLIMATE CHANGE IN THE CITY OF TORONTO



# Impact of Climate Change in Toronto

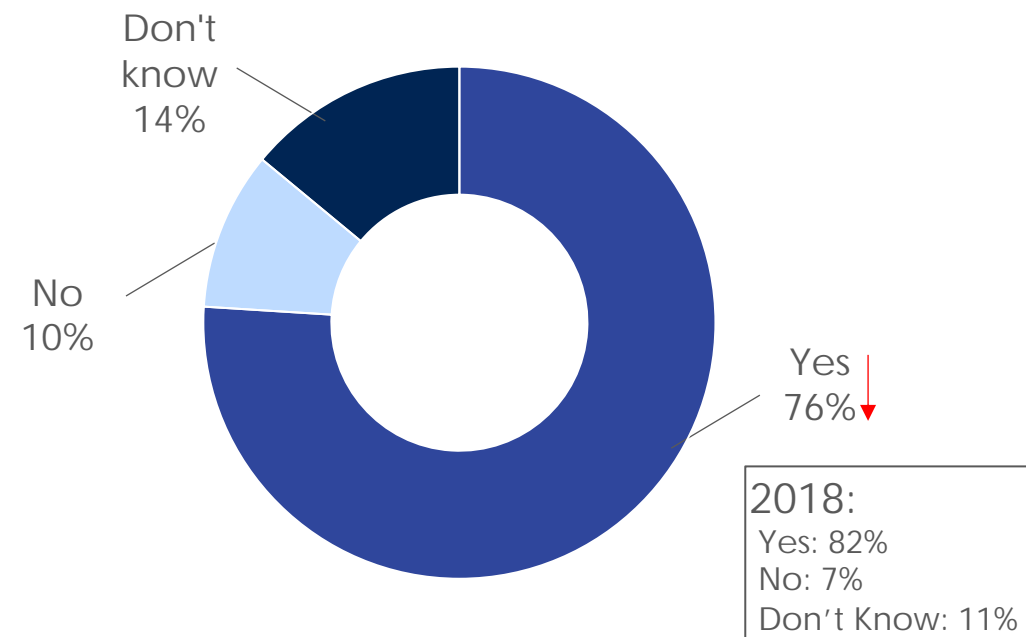
- Over half (56%) of Torontonians say they have seen climate change impact the City or their local community through weather changes. Slightly less note water (17%) and air (8%) have been impacted by climate change.
- Three quarters (76%) believe that is a link between extreme weather and climate change. One in ten (10%) don't believe there is a link, and slightly above (15%) say they don't know. There are fewer individuals who say there is a link since 2018.

## Impact of climate change in Toronto



Base: All respondents (n=1401)  
Q3. In what ways, if any, have you seen climate change impact the City of Toronto and/or your local community?

## Link between extreme weather events and climate change



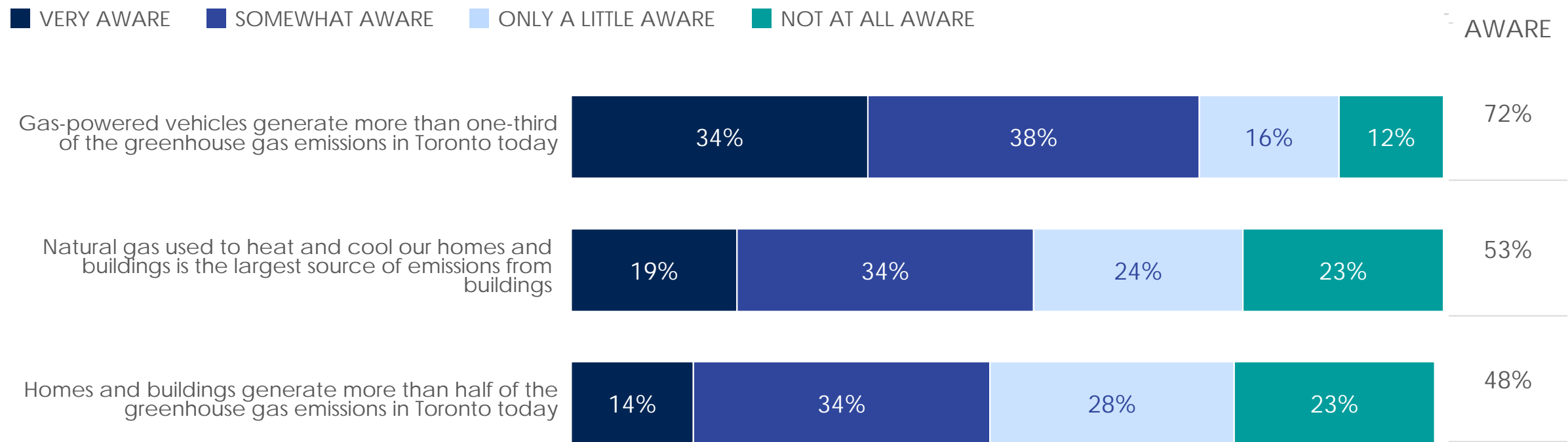
Base: All respondents (n=1401)  
Q4. Do you think there is a link between extreme weather events (e.g. severe rain storms and flooding, extreme heat, heavy winds, etc.) in Toronto and climate change?

2018 Tracking – Envirionics Study (Base: Total Sample (n=404))

# Awareness of Causes of Climate Change in Toronto

- Half of Torontonians are aware about different type of greenhouse gas emissions in Toronto - three quarters (72%) say they are aware about gas-powered vehicles generate greenhouse gas emissions, followed by half who are aware that natural gas used to heat/cool homes (53%) and homes and building (48%) generate greenhouse gas emissions.

## Did you know?



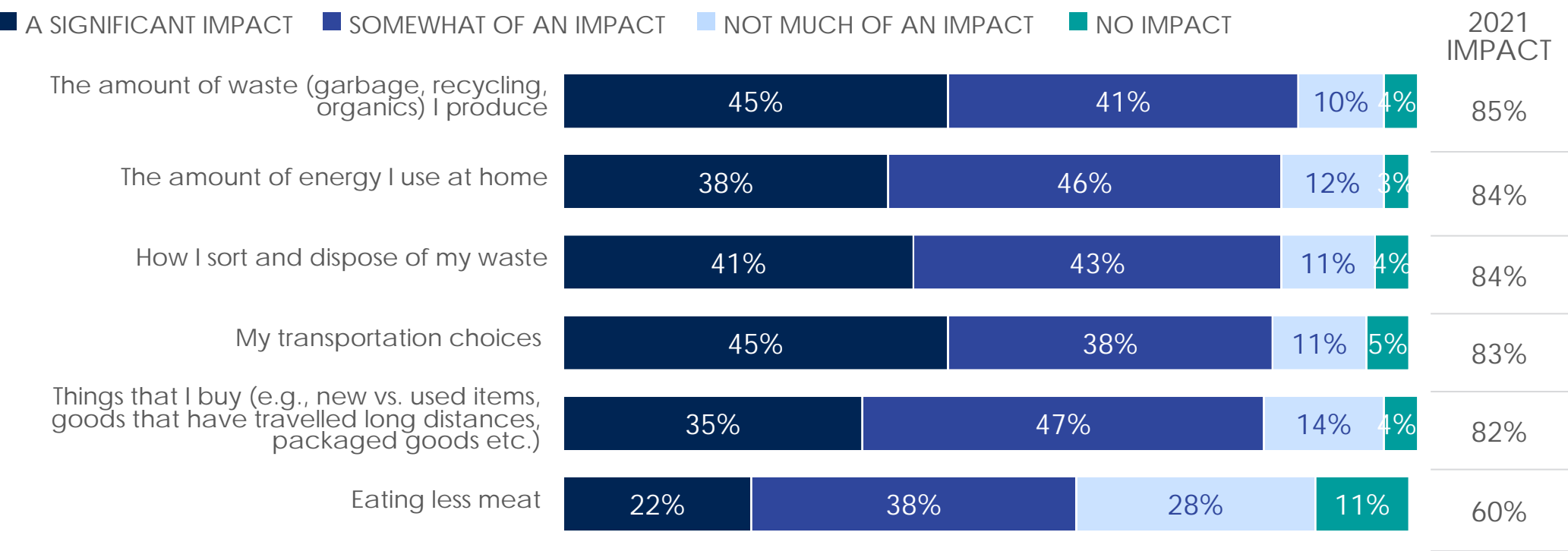
Base: All respondents (n=xx)  
Q7A. To what extent are you aware of the following?



# Impact of Lifestyle Choices on Climate Change in Toronto

- A majority of Torontonians feel that these lifestyle choices have an impact on climate change – however, fewer feel that eating less meat (60%) will have an impact on climate change in Toronto.
- Those aged 18-34 (65% vs 57% 55+) are more likely to say eating less meat has an impact.

## Level of impact the following lifestyle choices have on climate change in Toronto:



Base: All respondents (n=1401)  
Q9. To what extent do you feel that each of the following lifestyle choices impact climate change in Toronto?  
2018 Tracking – Environics Study (Base: Total Sample (n=404))

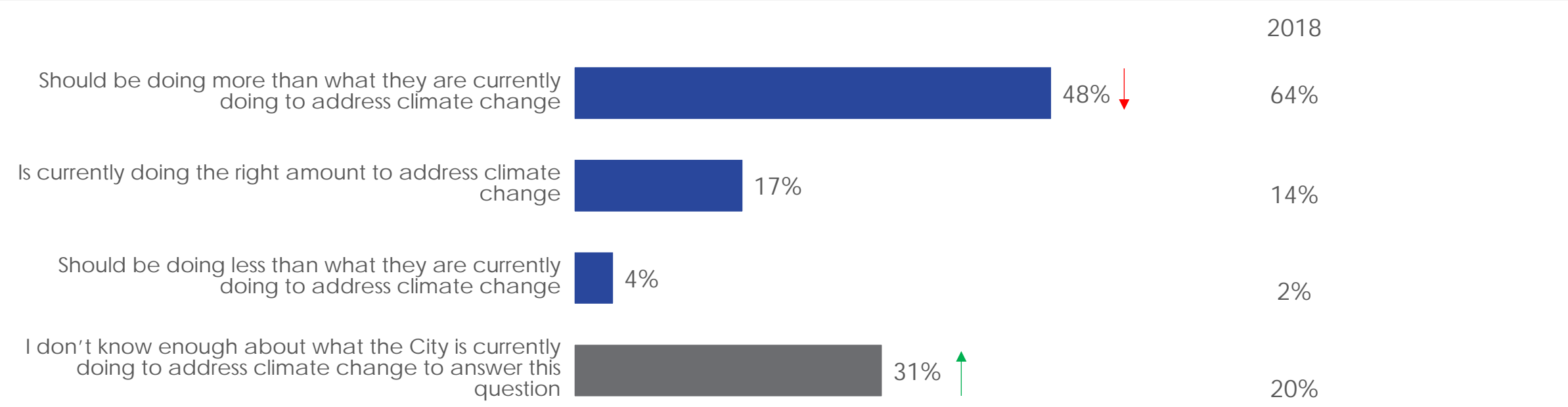


# **TAKING ACTION AGAINST CLIMATE CHANGE**

# Actions undertaken by the City of Toronto to address climate change

- Half (48%) of Torontonians say that the City of Toronto should be doing more than what they are currently doing to address climate change. Notably, a third (31%) don't know enough about what the City is currently doing – this is an area which could benefit from increasing dialogue.
- Over one in ten (17%) say they City is currently doing the right amount to address climate change – Men are more likely to say this than women (19% vs 15%).
- Since 2018, there are fewer individuals who say the City should be doing more to address climate change, and more who say they do not now enough about what the City is currently doing.

## Do you think the City of Toronto should be doing more, less, or the same?

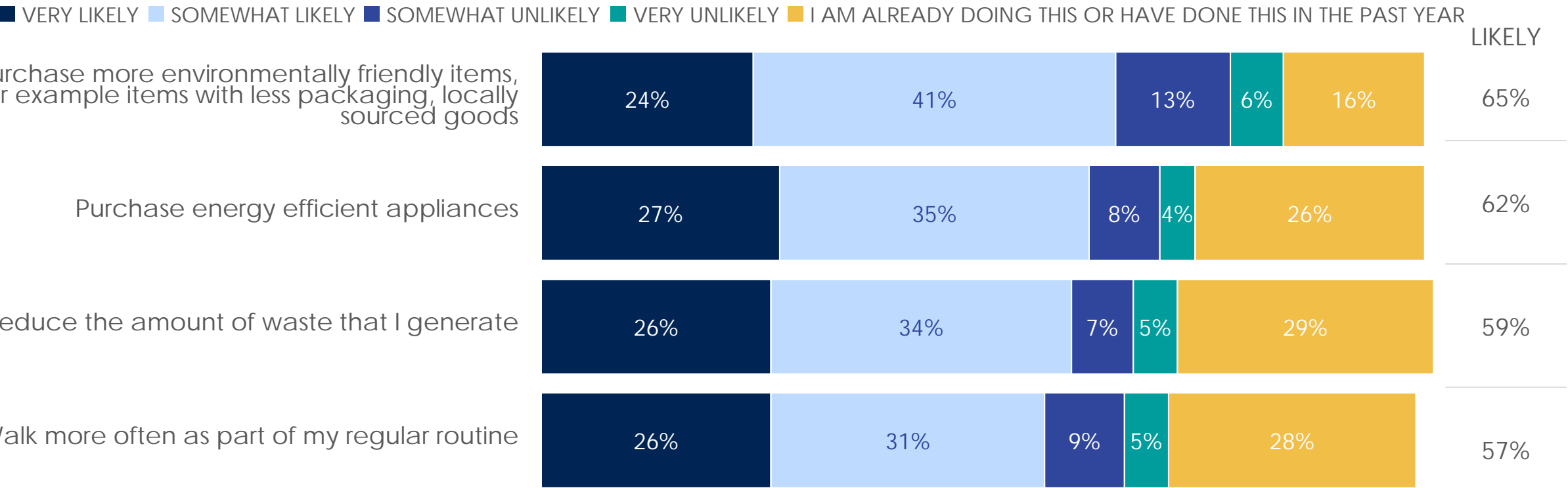


Base: All respondents (n=1401)  
Q6. Please select one response to the following question. Do you think the City of Toronto...  
2018 Tracking – Environics Study (Base: Total Sample (n=404))

# Likelihood to Take Actions to Address Climate Change (1/4)

- Over half of Torontonians say they are likely to take action to address climate change – six in ten say they are likely to purchase more environmentally friendly items (65%), purchase energy efficient appliances (62%), and reduce the amount of waste they generate (59%).
- A third say they have already reduce the amount of waste they generate (29%) and walk more often as part of their regular routine (28%).

## How likely or unlikely to take the following actions to address climate change:



Base: All respondents (Base varies) - Does not include DK/NA  
Q10. How likely or unlikely are you to take the following actions to address climate change? If you are already doing any of these, please indicate so.

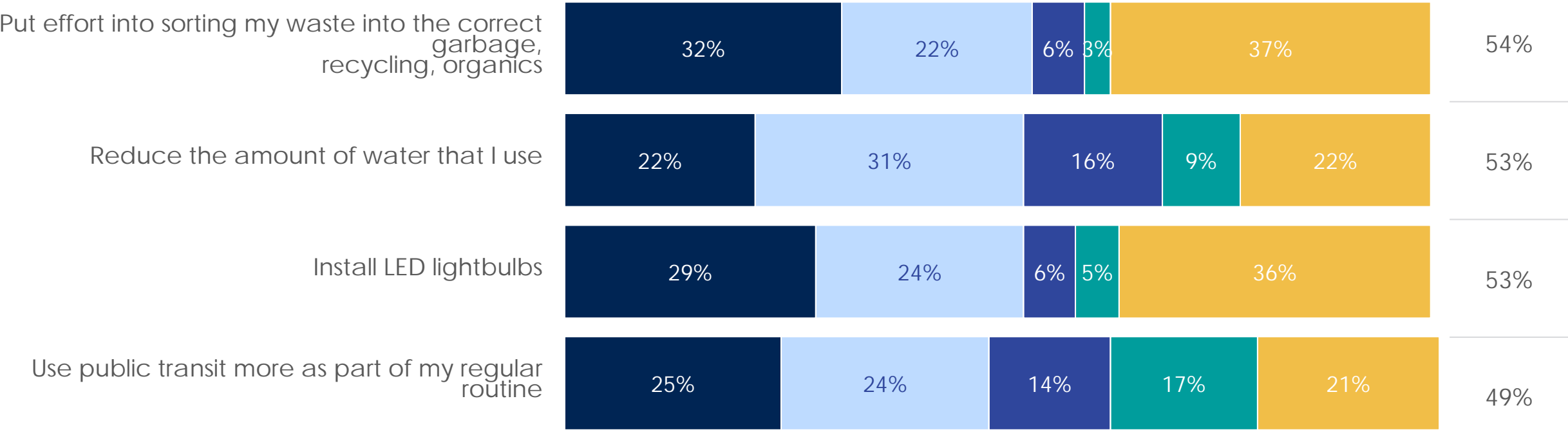


# Likelihood to Take Actions to Address Climate Change (2/4)

- Half (49%) of Torontonians say they are likely to use public transit more often as part of their regular routine.
- Over a quarter of Torontonians say that they are already doing some of these action - putting effort into sorting waste (37%) and installing LED lights (36%) are the top action that is currently being done or has been done in the past year.

## How likely or unlikely to take the following actions to address climate change:

VERY LIKELY   SOMEWHAT LIKELY   SOMEWHAT UNLIKELY   VERY UNLIKELY   I AM ALREADY DOING THIS OR HAVE DONE THIS IN THE PAST YEAR



Base: All respondents (Base varies) - Does not include DK/NA  
Q10. How likely or unlikely are you to take the following actions to address climate change? If you are already doing any of these, please indicate so.





# Likelihood to Take Actions to Address Climate Change, Demographics

Actions		Key Demographic Differences	
Purchase more environmentally friendly items, for example items with less packaging, locally sourced goods	LIKELY 65%	→	69% 18-34, 68% 35-54 vs 58% 55+
Purchase energy efficient appliances	62%	→	67% 34-54 vs 57% 55+; 68% Etobicoke vs 52% North York
Reduce the amount of waste that I generate	59%	→	67% 18-34, 61% 35-54 vs 50% 55+
Walk more often as part of my regular routine	57%	→	61% 18-34, 61% 35-54 vs 48% 55+; 64% \$30-49k vs 50% \$50-69k, 50% \$150k HHI
Put effort into sorting my waste into the correct garbage, recycling, organics	54%	→	68% 18-34 vs 53% 35-54, 42% 55+ 59% renting vs 50% homeowner
Reduce the amount of water that I use	53%	→	64% 18-34 vs 53% 35-54, 43% 55+
Install LED lightbulbs	53%	→	62% 18-34, 53% 35-54 vs 43% 55+; 58% renting vs 46% homeowner
Use public transit more as part of my regular routine	49%	→	62% 18-34 vs 46% 35-54, 38% 55+

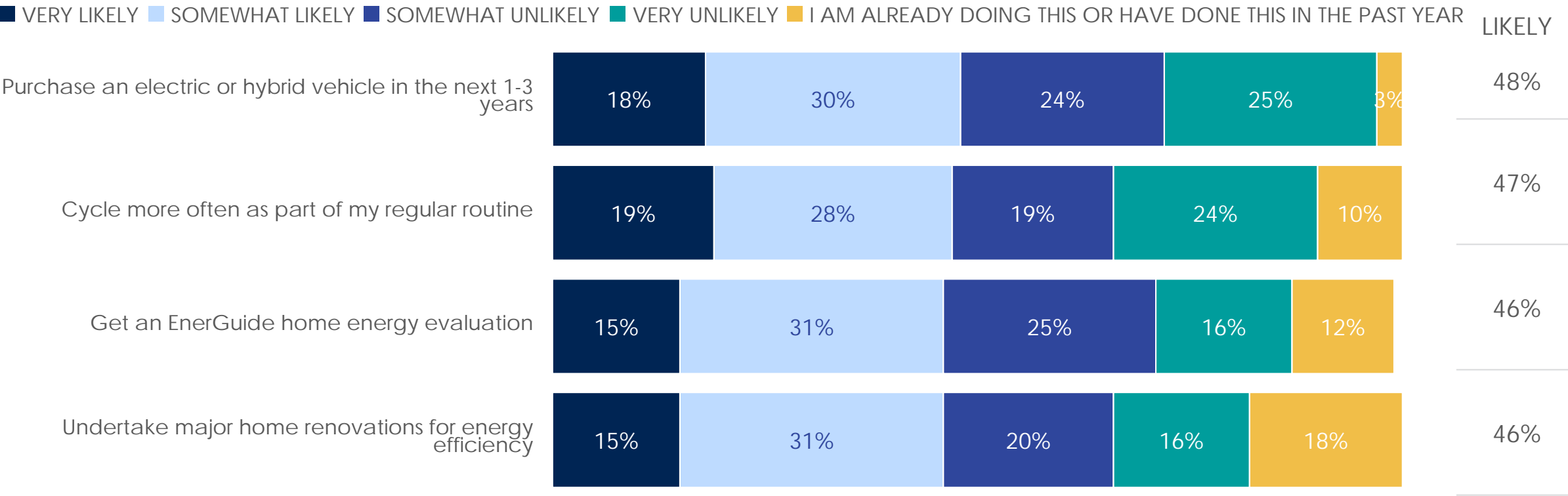
Base: All respondents (Base Varies)  
Q10. How likely or unlikely are you to take the following actions to address climate change? If you are already doing any of these, please indicate so.



# Likelihood to Take Actions to Address Climate Change (3/4)

- Fewer than half of Torontonians say they are likely to do the following actions to address climate change.
- One in five (18%) say they have already done major home renovations for energy efficiency.

## How likely or unlikely to take the following actions to address climate change:



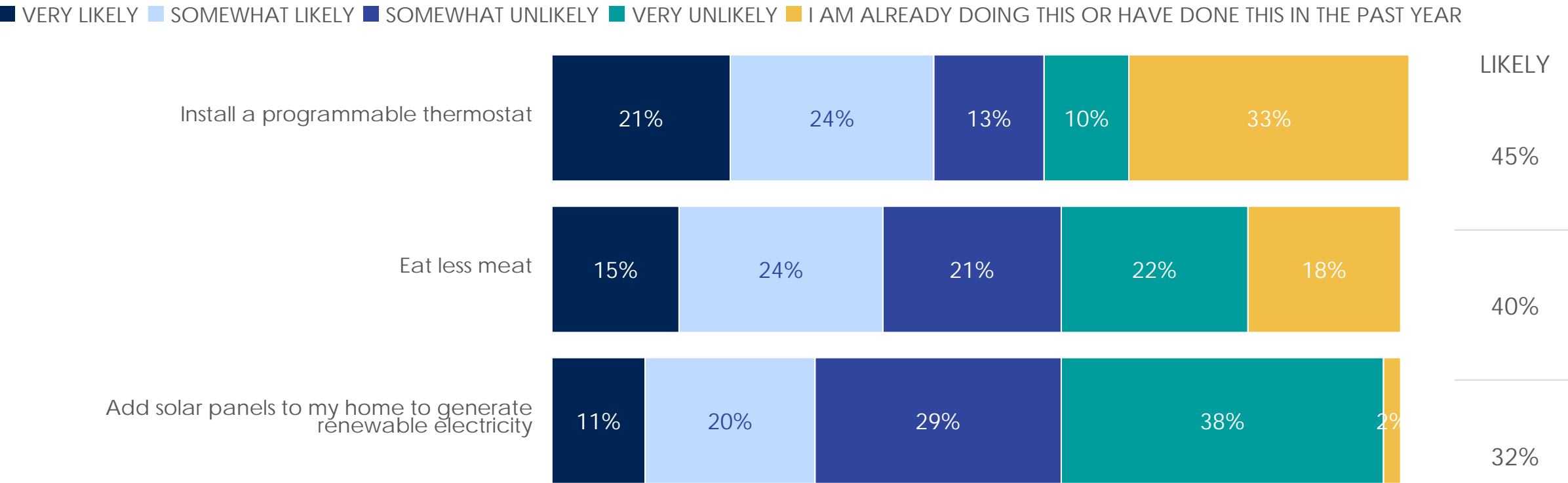
Base: All respondents (Base Varies) – Does not include DK/NA  
Q10. How likely or unlikely are you to take the following actions to address climate change? If you are already doing any of these, please indicate so.



# Likelihood to Take Actions to Address Climate Change (4/4)

- Fewer than half of Torontonians say they are likely to do the following actions to address climate change.
- A third (33%) say they have already installed a programmable thermostat, and one in five (18%) say they already eat less meat.

## How likely or unlikely to take the following actions to address climate change:



Base: All respondents (Base Varies) – Does not include DK/NA  
Q10. How likely or unlikely are you to take the following actions to address climate change? If you are already doing any of these, please indicate so.



# Likelihood to Take Actions to Address Climate Change, Demographics (con't)

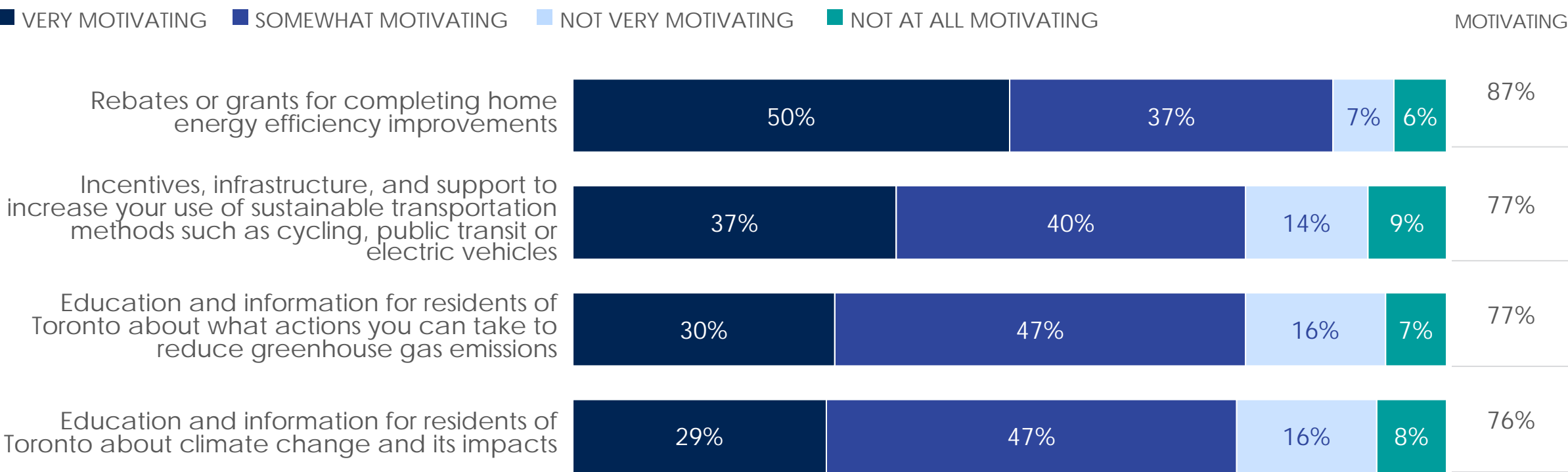
Actions		Key Demographic Differences	
Purchase an electric or hybrid vehicle in the next 1-3 years	LIKELY 48%	→	61% 18-34 vs 48% 35-54, 35% 55+; 53% renting vs 45% homeowner
Cycle more often as part of my regular routine	47%	→	55% 18-34, 47% 35-54, 37% 55+; 51% metro vs 38% Etobicoke
Get an EnerGuide home energy evaluation	46%	→	56% 35-54, 55% 18-34 vs 34% 55+; 53% uni+ degree vs 43% some college/uni education, 34% <HS
Undertake major home renovations for energy efficiency	46%	→	56% 18-34, 54% 35-54 vs 34% 55+
Install a programmable thermostat	45%	→	54% 35-54, 49% 18-34 vs 34% 55+; 54% \$100-149k vs 36% \$50-69k, 39% \$150k+ HHI
Eat less meat	40%	→	48% \$30-49k vs 35% \$50-69k, 34% \$150k+ HHI
Add solar panels to my home to generate renewable electricity	32%	→	54% 18-34 vs 39% 35-54, 15% 55+

Base: All respondents (Base Varies)  
Q10. How likely or unlikely are you to take the following actions to address climate change? If you are already doing any of these, please indicate so.

# Motivating Initiatives to Address Climate Change

- Overall, Torontonians say all of the supports would encourage action to address climate change. Nine in ten (87%) say rebates or grants for completing home energy efficiency improvements would be motivating, with half (50%) who say it would be very motivating.
- Those aged 18-34 are more likely to find nearly all of these motivating compared to the other age groups – 18-34 is directionally more likely to find education more motivating than the other age groups, and is on par with 35-54 for low interest loans.

## How motivating are the following supports to encourage action to address climate change



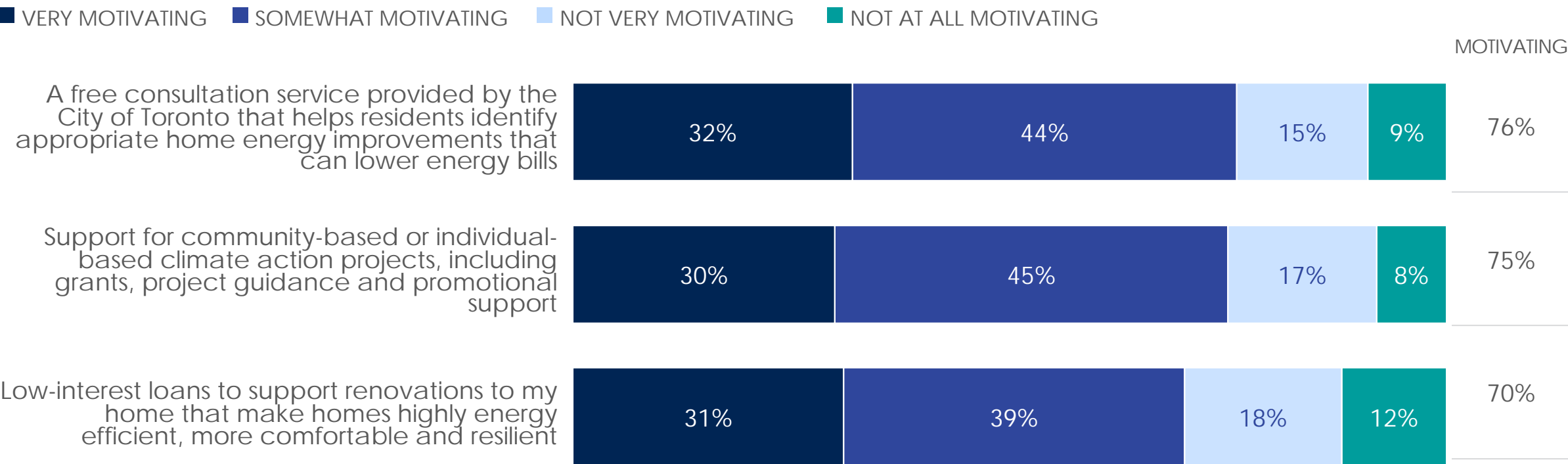
Base: All respondents (Base Varies)  
Q12. The City of Toronto provides supports to encourage you to take action in addressing climate change. How motivating are the following supports to encourage you to take action to address climate change?



# Motivating Initiatives to Address Climate Change (Con't)

- Overall, Torontonians say all of the supports would encourage action to address climate change. Nine in ten (87%) say rebates or grants for completing home energy efficiency improvements would be motivating, with half (50%) who say it would be very motivating.
- Those aged 18-34 are more likely to find nearly all of these motivating compared to the other age groups – 18-34 is directionally more likely to find education more motivating than the other age groups, and is on par with 35-54 for low interest loans.

## How motivating are the following supports to encourage action to address climate change

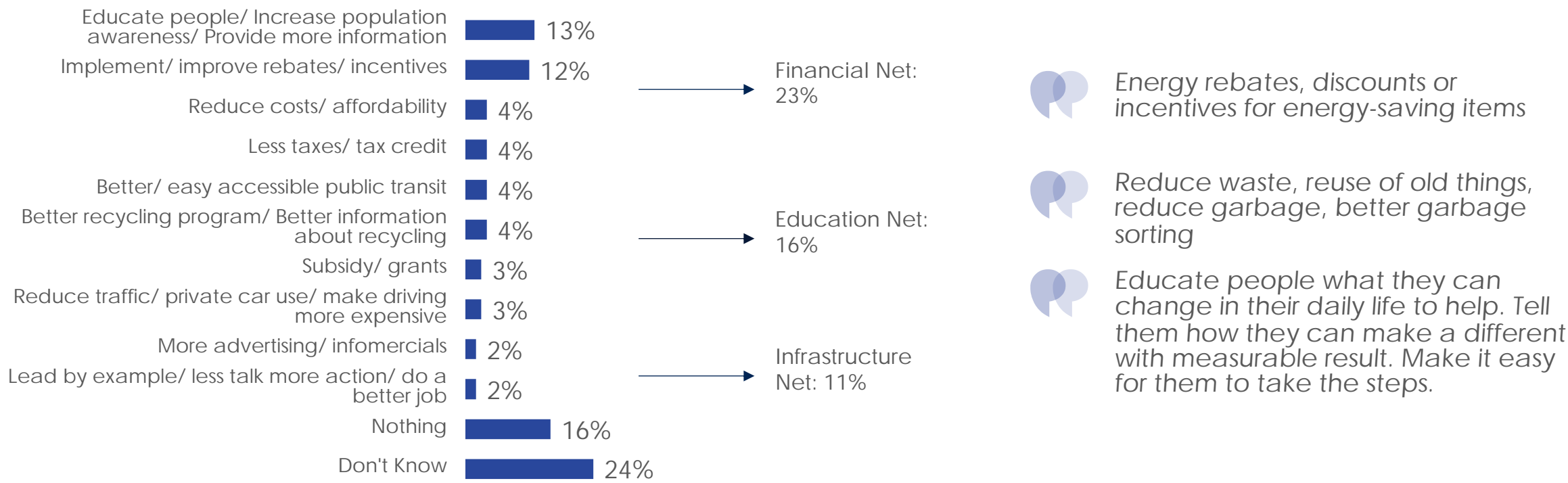


Base: All respondents (Base Varies)  
Q12. The City of Toronto provides supports to encourage you to take action in addressing climate change. How motivating are the following supports to encourage you to take action to address climate change?

# Other Motivating Factors to Take Action

- When asked if the City of Toronto could offer other supports, one in ten mention raising awareness about climate change and a quarter of Torontonians mention financial factors that would motivate them to take action and address climate change, such as implementing/improving rebates and incentives (12%).
- Notably, a quarter (24%) say they are unsure what the City could do to motivate them, and over one in ten (16%) say nothing could motivate them.

## What could the City of Toronto provide to motivate action to fight climate change?



Base: All respondents (n=1401)  
Q12B. What, if anything, else could the City of Toronto provide that would motivate you to take action and address climate change?



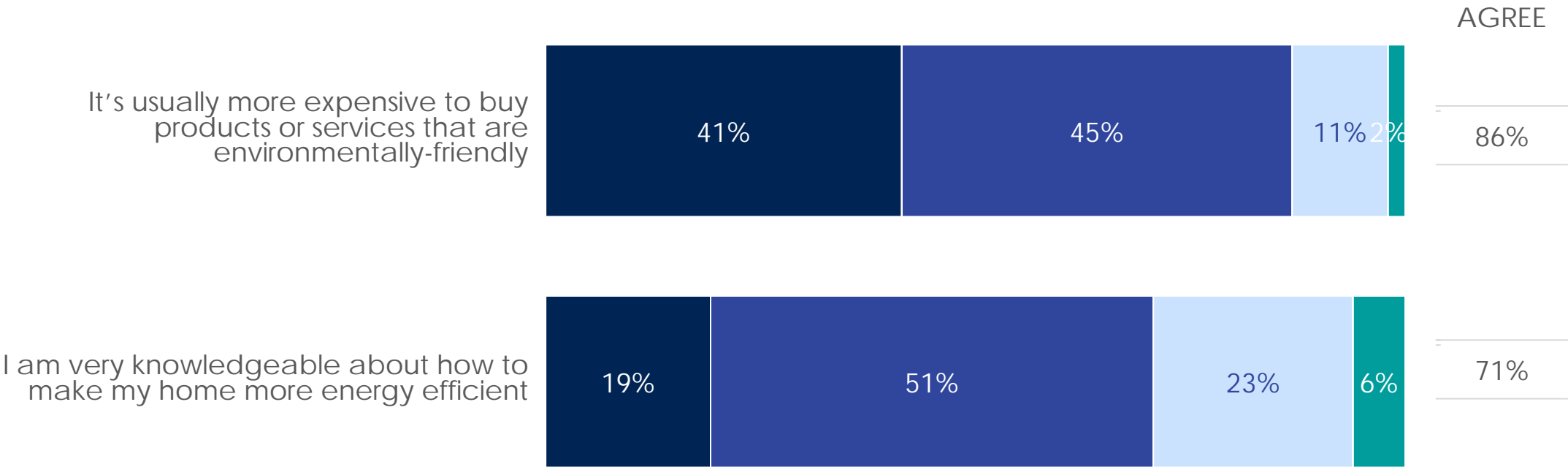
# ENVIRONMENTAL HOME IMPROVEMENTS

# Environmental Home Improvements

- Most Torontonians (86%) agree it is usually more expensive to buy products or services that are environmentally-friendly. As well, seven in ten (71%) agree that they are very knowledgeable about how to make their home more energy efficient.
- Those who have a high school education or less, and some college to some university education, are more likely to agree that environmentally-friendly products are most expensive (88% <HS, 88% some uni/college education vs 83% uni+ degree).

## Level of agreement or disagreement of the following statements:

■ STRONGLY AGREE ■ SOMEWHAT AGREE ■ SOMEWHAT DISAGREE ■ STRONGLY DISAGREE



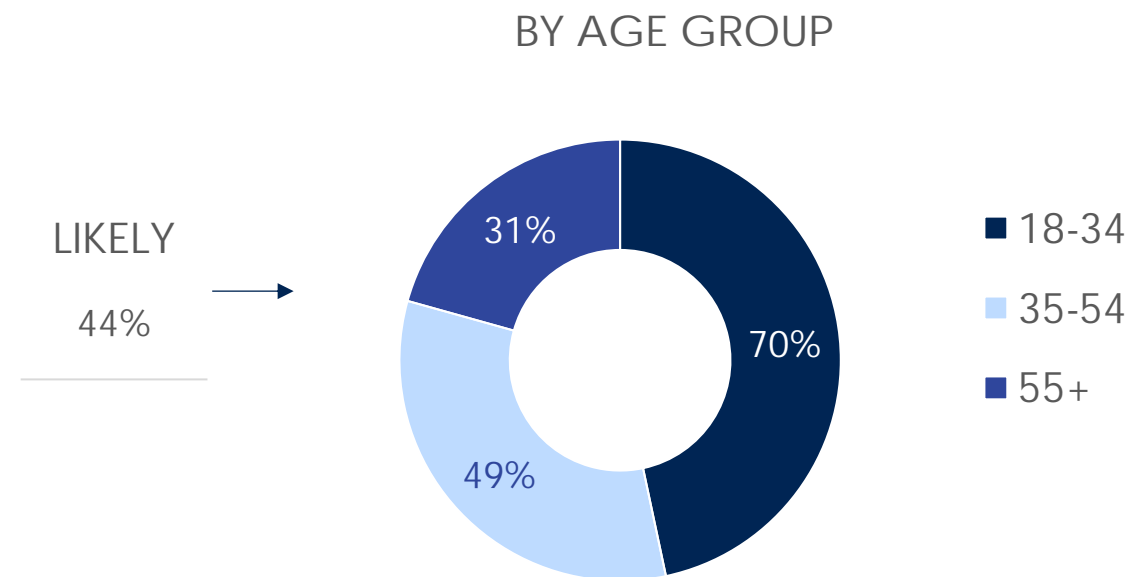
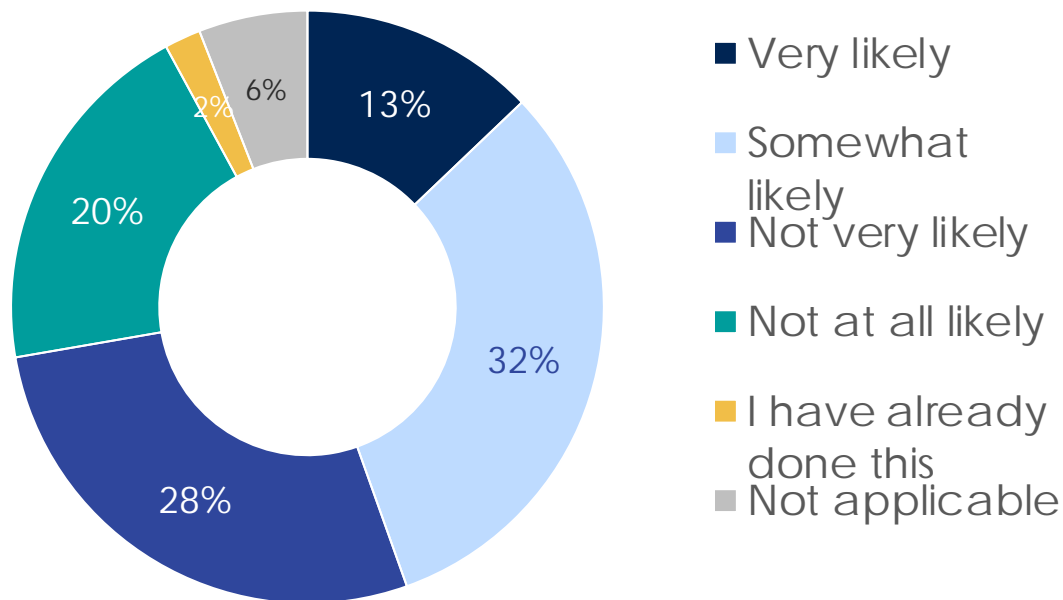
Base: (Varies)  
Q8. When it comes to climate change, to what extent do you agree or disagree with the following statements?



# Likelihood of Installing an Air-Source Heat Pump

- When asked about the likelihood of installing an air-source heat pump, four in ten (44%) homeowners in Toronto say that they are likely to install this in their home. One in ten (13%) say they are very likely to install this, and a third (32%) say they are somewhat likely.
- Very few (2%) say they already have install an air-source heat pump in their home.

## Installing an air-source heat pump



Base: Homeowners (n=401)  
Q12A. How likely are you to install an air-source heat pump in your home?

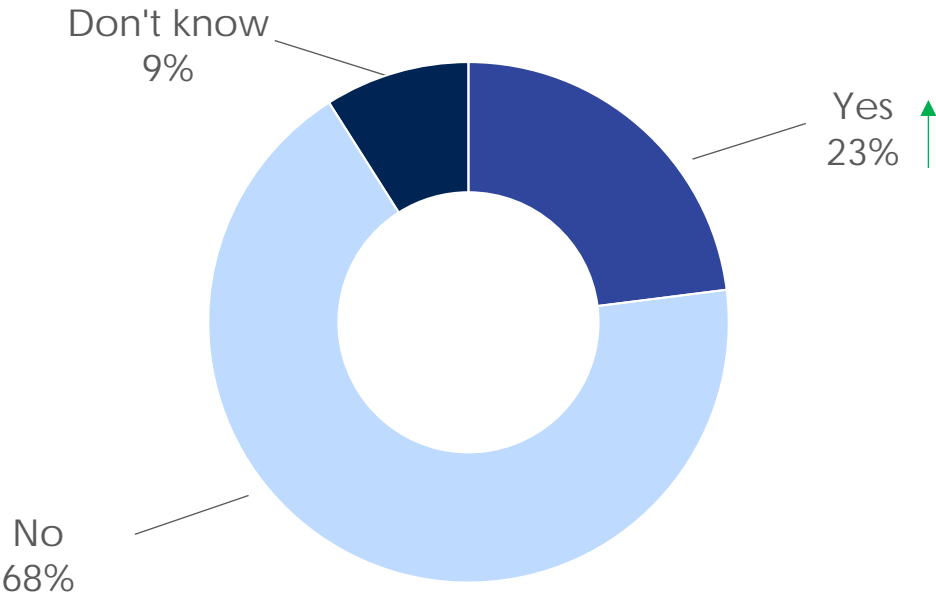
# COMMUNICATIONS



# TransformTO Climate Action Strategy

- One quarter (23%) of Torontonians say that they have heard about the TransformTO Climate Action Strategy. Over half (68%) of Torontonians say they have not heard about the strategy before today. This jumps up to three quarters (72%) among those aged 55+. As well, those located in Etobicoke are more likely to say they have never heard it compared to the other regions (81% Etobicoke vs 67% Metro Toronto, 63% North York, and 63% Scarborough).
- Only a quarter (23%) of Torontonians say they have heard of TransformTO – men are more likely than women to have heard about this (26% vs 20% women).

## Have you heard about TransformTO Climate Action Strategy



Most Aware of TransformTO	
\$100-\$149k HHI	31%
Informed about climate change	30%
North York	27%
Men	26%
Uni+ Degree	26%

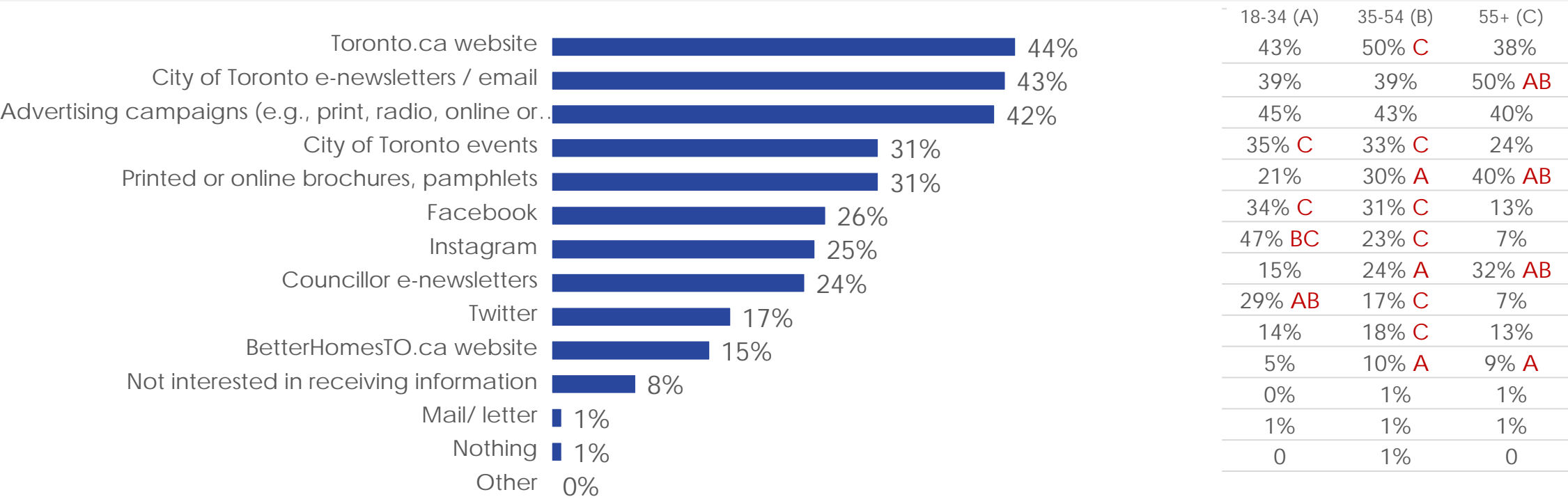
Aware in 2018	
Yes	15%
No	76%
Don't Know	9%

Base: All respondents (n=1401)  
Q7. Before today, had you ever heard about the City's TransformTO Climate Action Strategy?  
2018 Tracking – Environics Study (Base: Total Sample (n=404))

# Preferred Information Channels About Climate Change

- The most preferred way to receive information about climate change and climate action would be through the Toronto.ca website (44%). Four in ten also prefer to receive this information through City of Toronto e-newsletters/email (39%), and advertising campaigns (42%). Younger residents are more likely to prefer to use social media platforms, such as Twitter, Facebook, and Instagram, to receive information.
- Older residents are more likely to prefer City of Toronto e-newsletter/email, councillor e-newsletters, and printed or online brochures/pamphlets to receive information

## Preferred ways to receive information



Base: All respondents (n=1401)  
 Q13. The City of Toronto delivers information to residents through a number of channels. What would be your preferred ways to receive information about climate change and climate action from the City of Toronto?

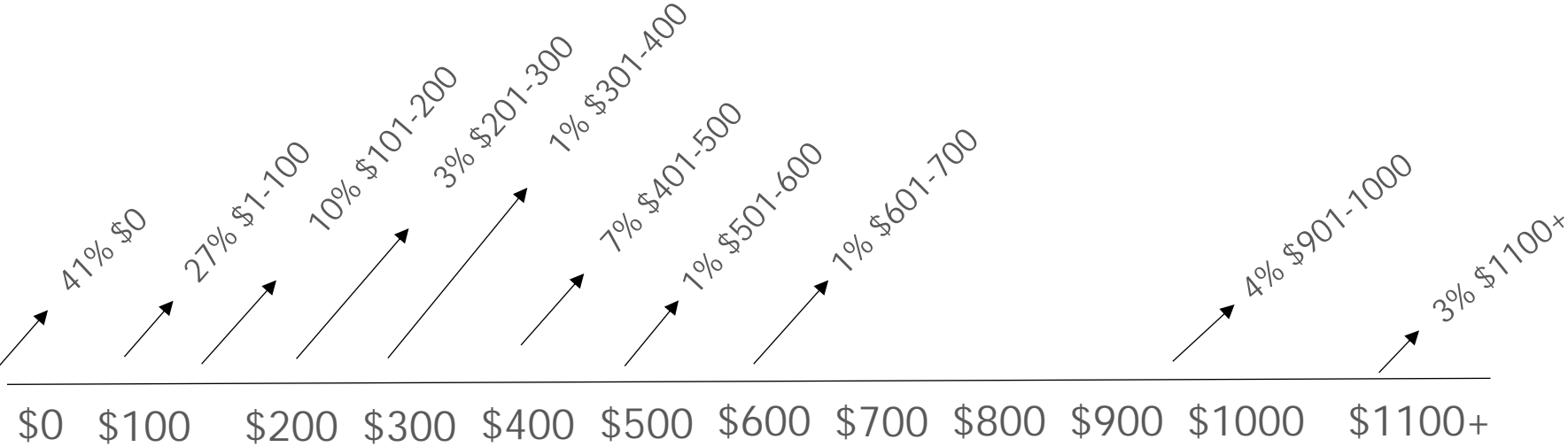


# Amount Willing to Spend to Help Fight Climate Change

Money willing to personally spend per year

Toronto Mean: \$249

National Mean: \$240



- The average amount willing to be spend extra per year to help fight climate change is \$249.
- Four in ten (41%) say they would be willing to spend \$0 per year, and very few (3%) say they would be willing to pay \$1100+.
- Look at national figures, over half (52%) of Canadians say they would not be willing to spend extra.
- Those aged 35+ (46% 55+, 44% 35-54 vs 33% 18-34) are more likely to say they would be willing to spend \$0 a year to help fight climate change.
- Toronto's average amount willing to be spend extra per year to help fight climate change is 9 points up from the National average.

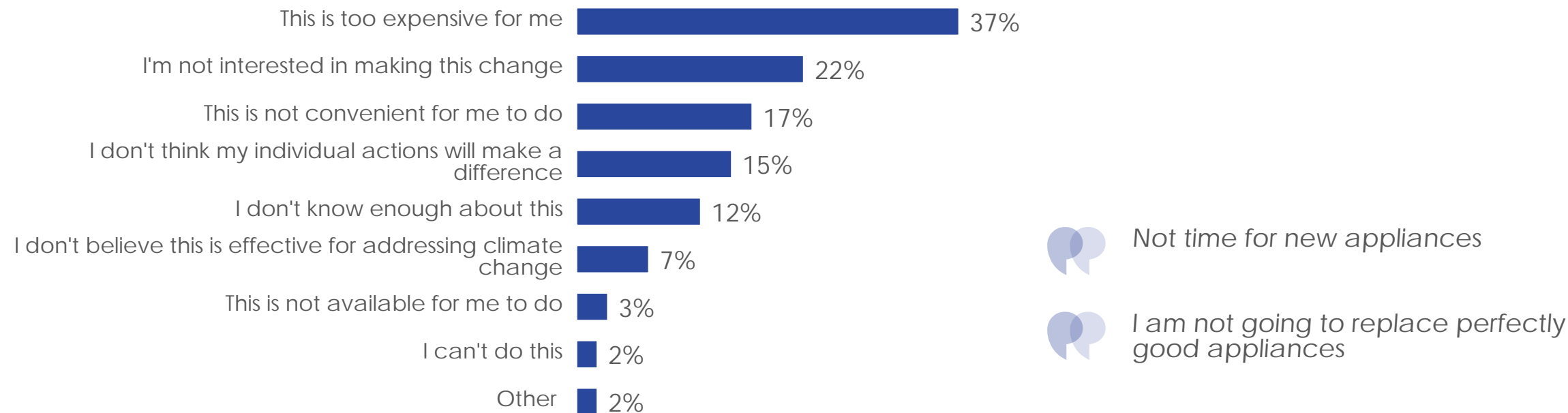
Base: All respondents (n=1101)  
Q14. How much more money would you personally be willing to pay per year (i.e. through increased taxes, goods or services costing more, etc.) to help fight climate change?  
[drop down starting at \$0 – nothing, in \$100 increments to \$5000 per year]  
National Mean -> July 2021 Ipsos Study. Sample of 1,000 Canadians aged 18+

# **APPENDIX: BARRIERS TO ACTION AGAINST CLIMATE CHANGE**

# Reasons Against Purchasing Energy Efficient Appliances

- The main reason purchasing energy efficient appliances is unlikely among Torontonians is because it is too expensive (37%). One in five also note that they are not interested in this change (22%), and it is not convenient for them to do (17%).

## Why purchasing energy efficient appliances is unlikely



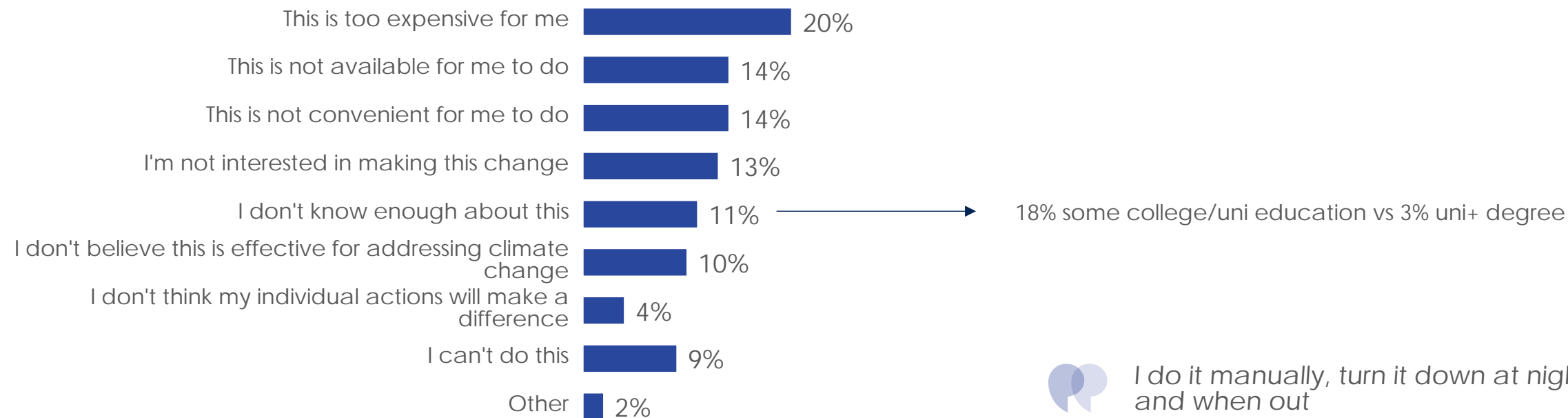
Base: Online respondents (n=60)  
Q11. You mentioned that you are unlikely to do the following. Why is that?



# Reasons Against Installing a Programmable Thermostat

- The top reason that installing a programmable thermostat is unlikely is because it is too expensive (20%). As well, one in ten note that it is not available to them (14%), that it is not convenient for them to do (14%), and they are not interested in making this change (13%).
- One in ten (9%) note that they cannot do this.

## Why installing a programmable thermostat is unlikely



*I do it manually, turn it down at night and when out*



*My house cannot accommodate due to the age of the house*



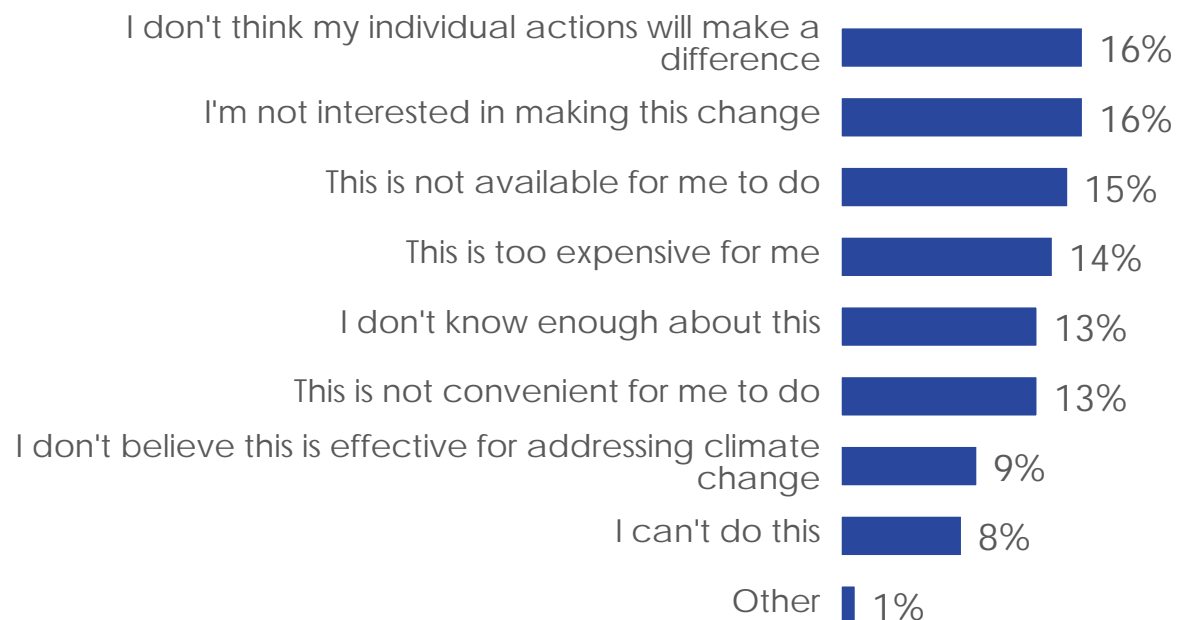
*I heat my home only with a gas fireplace and I can't use a programmable thermostat*

Base: Online respondents (n=108)  
Q11. You mentioned that you are unlikely to do the following. Why is that?

# Reasons Against Installing LED Lightbulbs

- The top reason that installing LED lightbulbs is unlikely is because they do not think their individual action will make a difference (16%). As well, they say they are not interested in making this change (16%), and it is not available for them to do (15%).
- One in ten (9%) say they don't believe this is effective for addressing climate change.

## Why installing LED lightbulbs is unlikely



Health reasons



*I suffer from migraines and find LED can trigger one faster than other light bulbs*



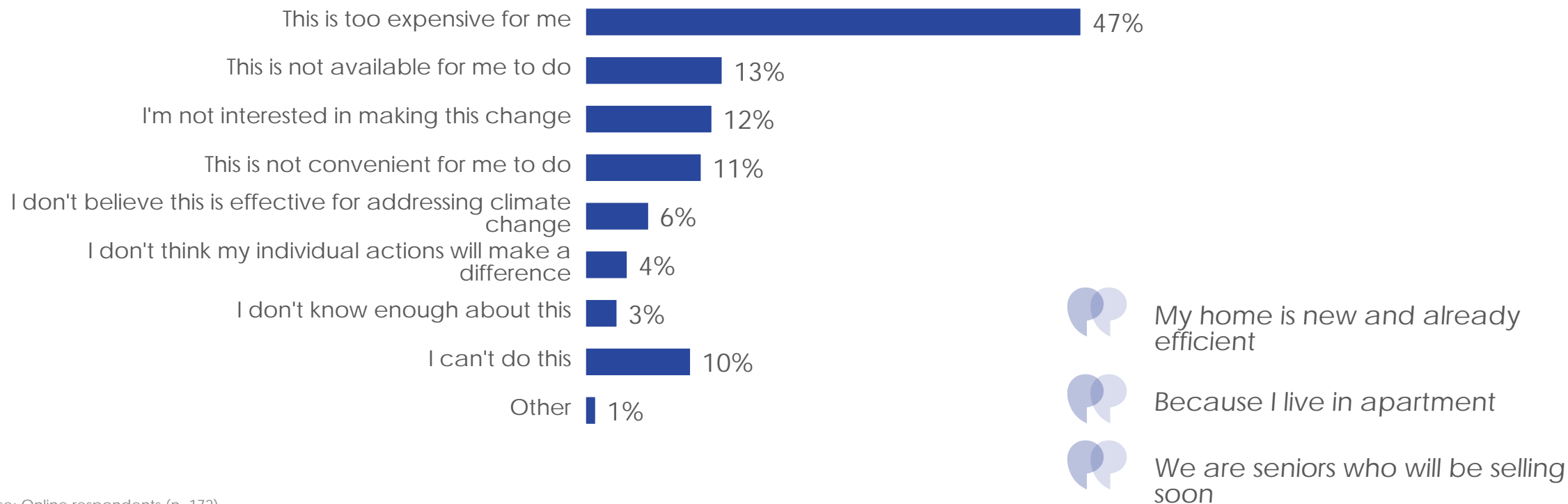
*Causes massive headache and I also don't like the colour*

Base: Online respondents (n=98)  
Q11. You mentioned that you are unlikely to do the following. Why is that?

# Reasons Against Undertaking Major Home Renovations

- The main reason why undertaking a major home renovation is unlikely is because it is too expensive (47%). Fewer note that it is not available for them (13%), they are not interested in making this change (12%), and it is not convenient for them (11%).
- One in ten (10%) say they cannot do this.

## Why undertaking major home renovations for energy efficiency is unlikely

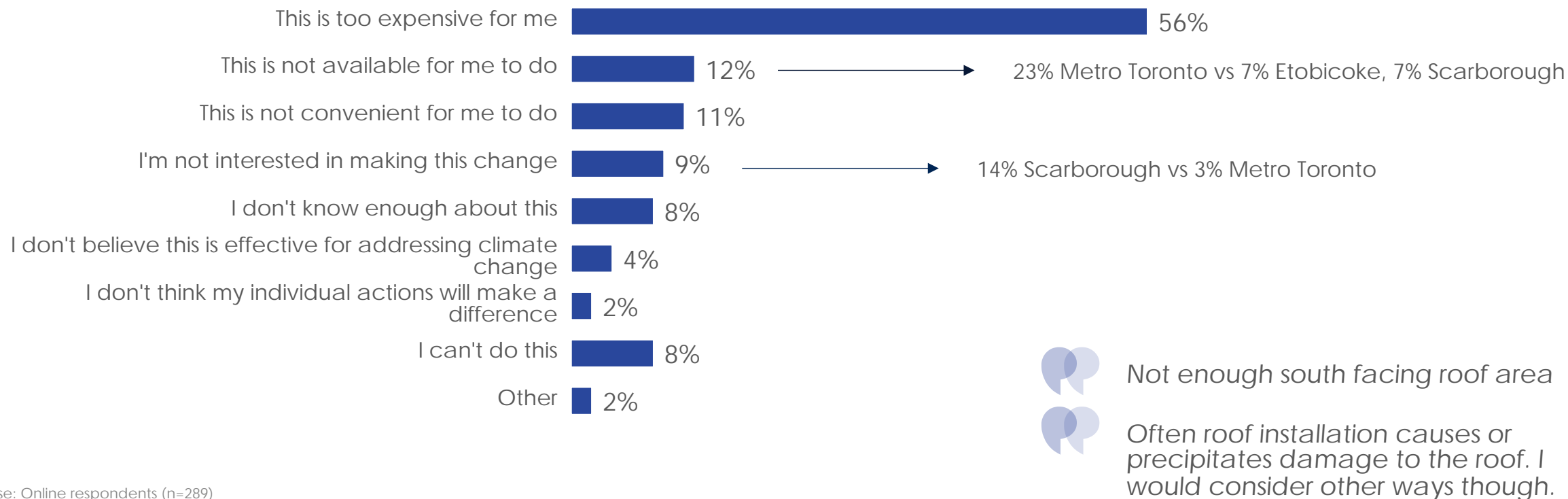


Base: Online respondents (n=172)  
Q11. You mentioned that you are unlikely to do the following. Why is that?

# Reasons Against Adding Solar Panels to Home

- The main reason against adding solar panels to homes is unlikely is because it is too expensive, with over half who say this reason (56%).
- Fewer say it is not available for them (12%), it is not convenient for them (11%), and they are not interested in making this change (9%).

## Why adding solar panels to home to generate renewable electricity is unlikely

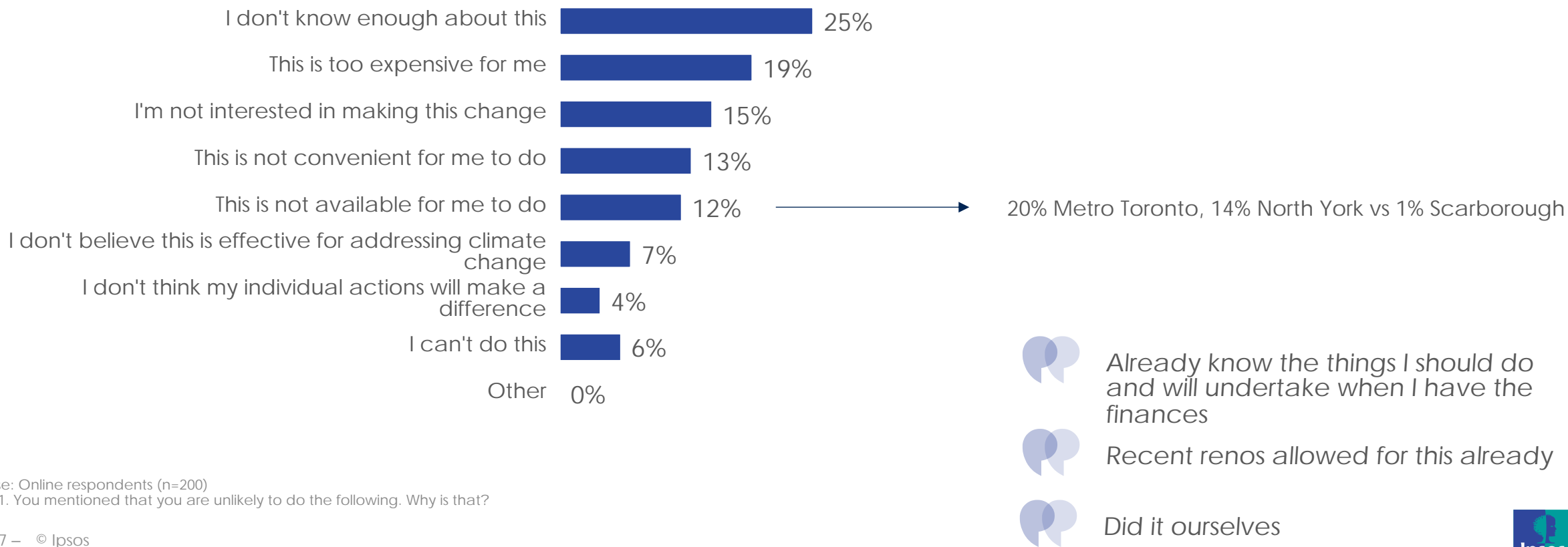


Base: Online respondents (n=289)  
Q11. You mentioned that you are unlikely to do the following. Why is that?

# Reasons Against Getting an Energuide Evaluation

- The reason that getting an Energuide home energy evaluation is unlikely is primarily because they do not know enough about this (25%). This is followed by it being too expensive (19%), and no interest in making this change (15%).

## Why getting an EnerGuide home energy evaluation is unlikely



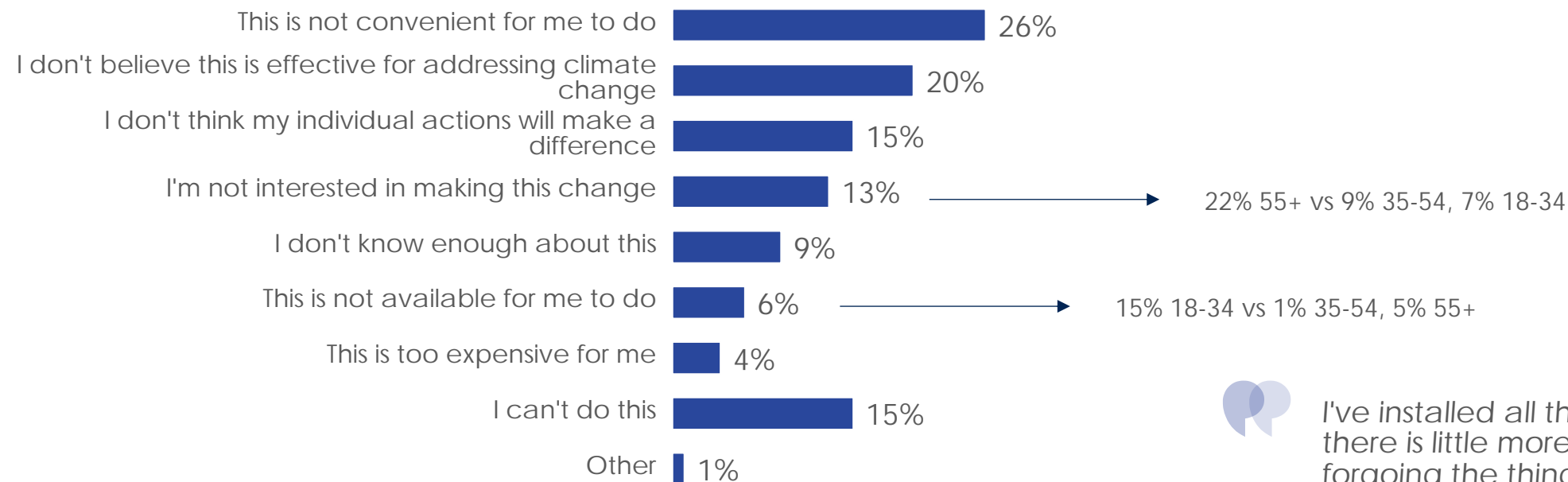
Base: Online respondents (n=200)  
Q11. You mentioned that you are unlikely to do the following. Why is that?



# Reasons Against Reducing The Amount of Water Used

- The main reason why reducing the amount of water used is unlikely is because they do not find it convenient for them to do it (26%). One in five also note that they do not think this is effective for addressing climate change (20%), and slightly fewer say they don't think individual actions will make a difference (15%).

## Why reducing the amount of water personally used is unlikely



*I've installed all the reductions I can - there is little more I can do without forgoing the things I love like vegetable gardening*



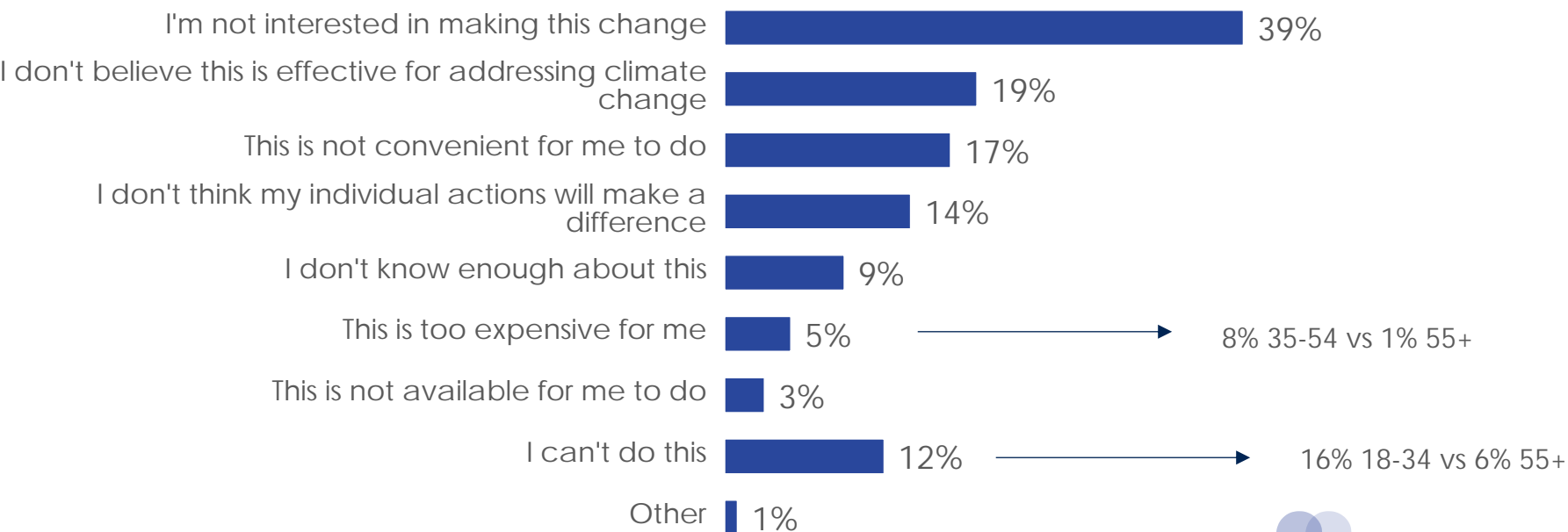
*This is a necessity*

Base: Online respondents (n=243)  
Q11. You mentioned that you are unlikely to do the following. Why is that?

# Reasons Against Eating Less Meat

- The primary reason that eating less meat is unlikely is because many are not interested in making this change (39%). This is followed by one in five who say they do not believe this is effective for addressing climate change (19%), and this is not convenient for them (17%).

## Why eating less meat is unlikely



*I like meat and try to chose more sustainable meat options*



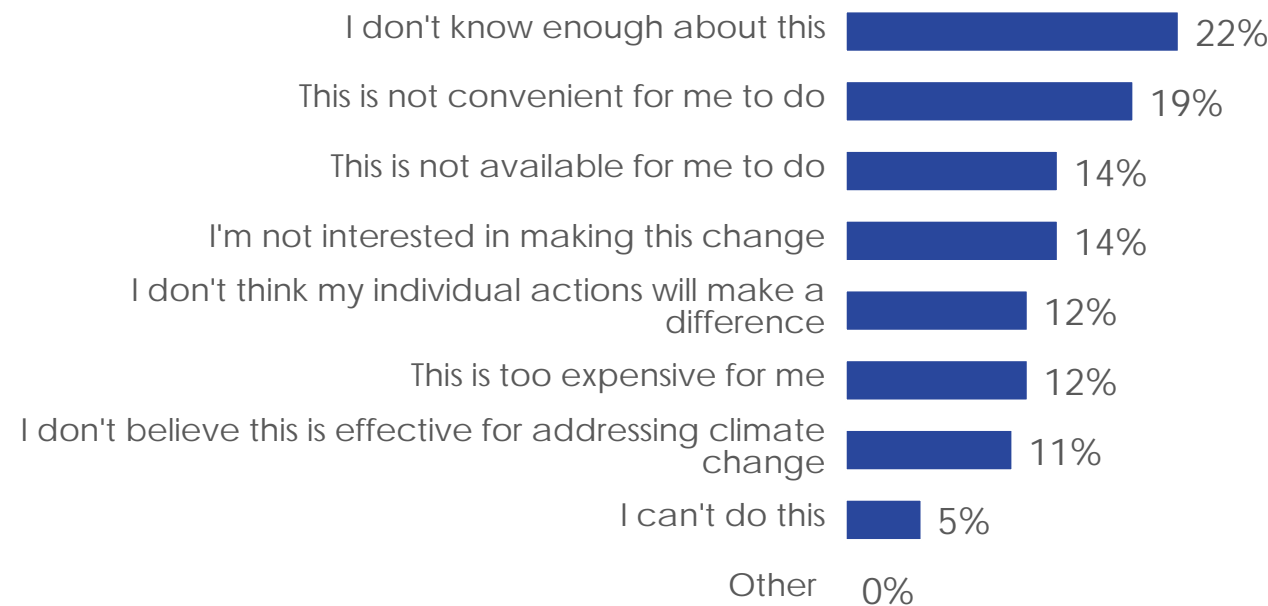
*There are ways to raise cows to help the earth so look for farmers that are involved with that where possible*


Base: Online respondents (n=393)  
Q11. You mentioned that you are unlikely to do the following. Why is that?


# Reasons Against Reducing Waste

- The main reason that reducing waste is unlikely is because they do not know enough about this (22%). This is followed by inconvenience (19%), and it is not available for them to do (14%).

## Why reducing the amount of waste that is personally generated is unlikely



 Have done this for years but never get credit for it

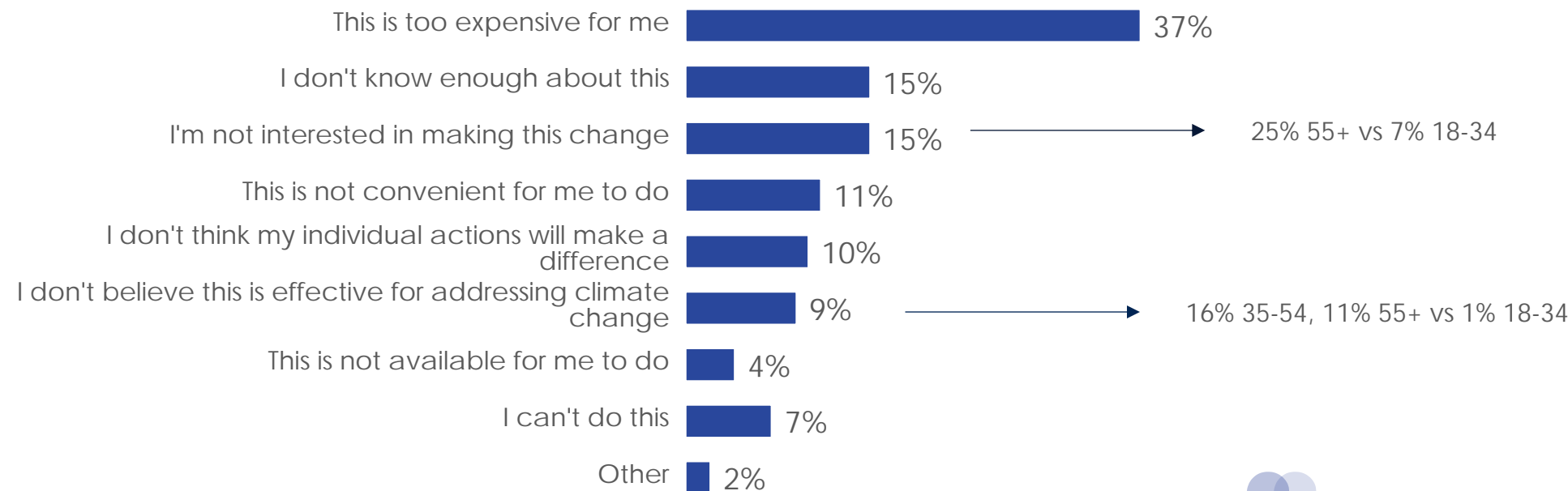
 Packaging is not something individuals can control

Base: Online respondents (n=107)  
Q11. You mentioned that you are unlikely to do the following. Why is that?

# Reasons Against Purchasing Environmentally Friendly Items

- The price point of purchasing environmentally friendly items is the main deterring factor for most (37%). Fewer note that they don't know enough about this (15%), and they are not interested in making this change (15%).

## Why purchasing more environmentally friendly items is unlikely



*This is not always available to consumers*



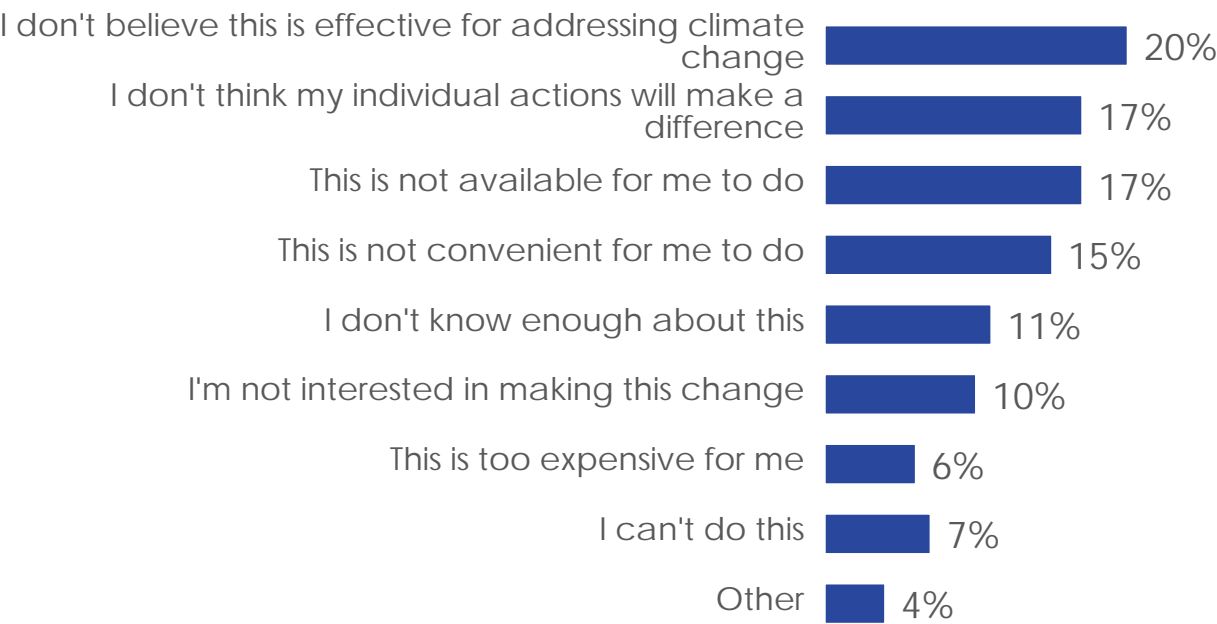
*Not going to choose a product because of its packaging*

Base: Online respondents (n=175)  
Q11. You mentioned that you are unlikely to do the following. Why is that?

# Reasons Against Putting Effort into Sorting Waste

- One in five Torontonians say they are unlikely to put effort into sorting waste because they do not think it is effective for addressing climate change (20%). One in five also say that they do not think their individual actions will make a difference (17%) and it is not available for them to do (17%).

## Why putting effort into sorting waste into the correct bins is unlikely



Not convinced recycling ends up processed differently



Research shows that the majority of recycled waste ends up in landfill regardless

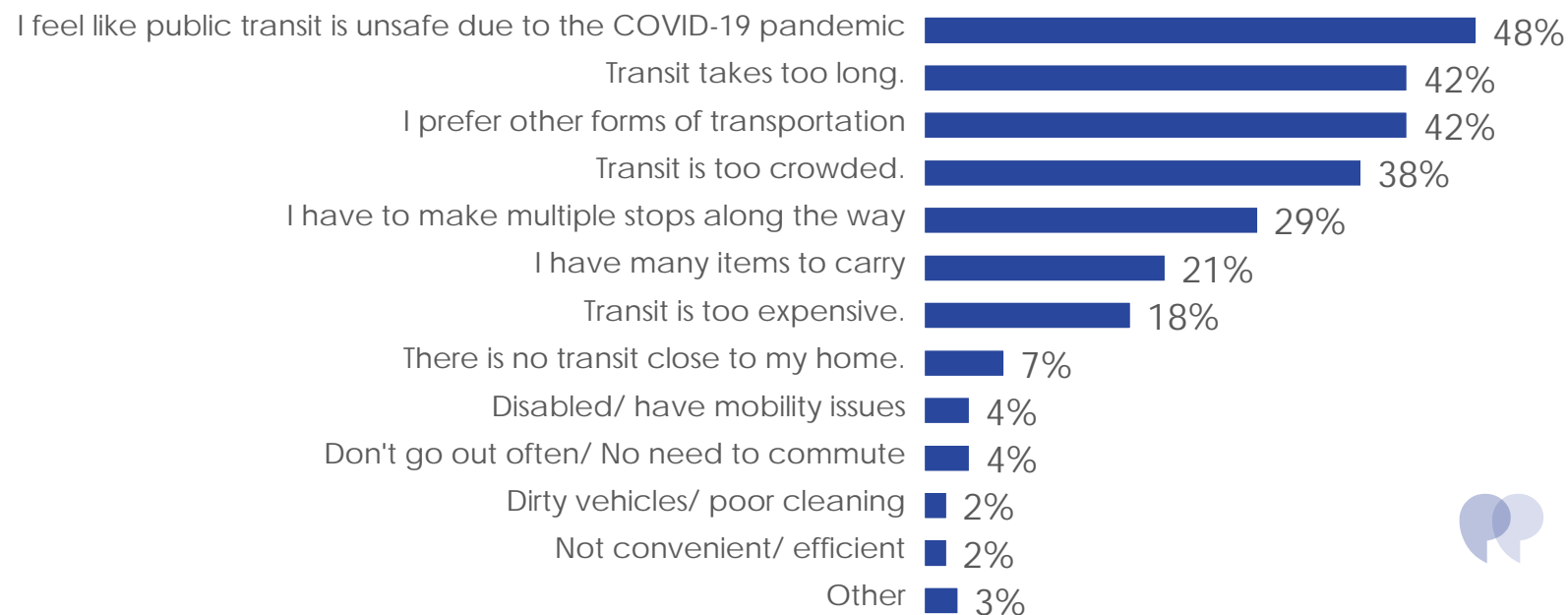
Base: Online respondents (n=80)  
Q11. You mentioned that you are unlikely to do the following. Why is that?



# Reasons Against Using Public Transit

- The primary reason that is cited for why using public transit is unlikely is due to the pandemic and the level of safety around it (48%). As well, four in ten mention that transit takes too long (42%), and they prefer other forms of transportation (42%).
- One in five (18%) mention that transit is too expensive for them.

## Why using public transit is unlikely



*I'm retired and have no commuting anymore*



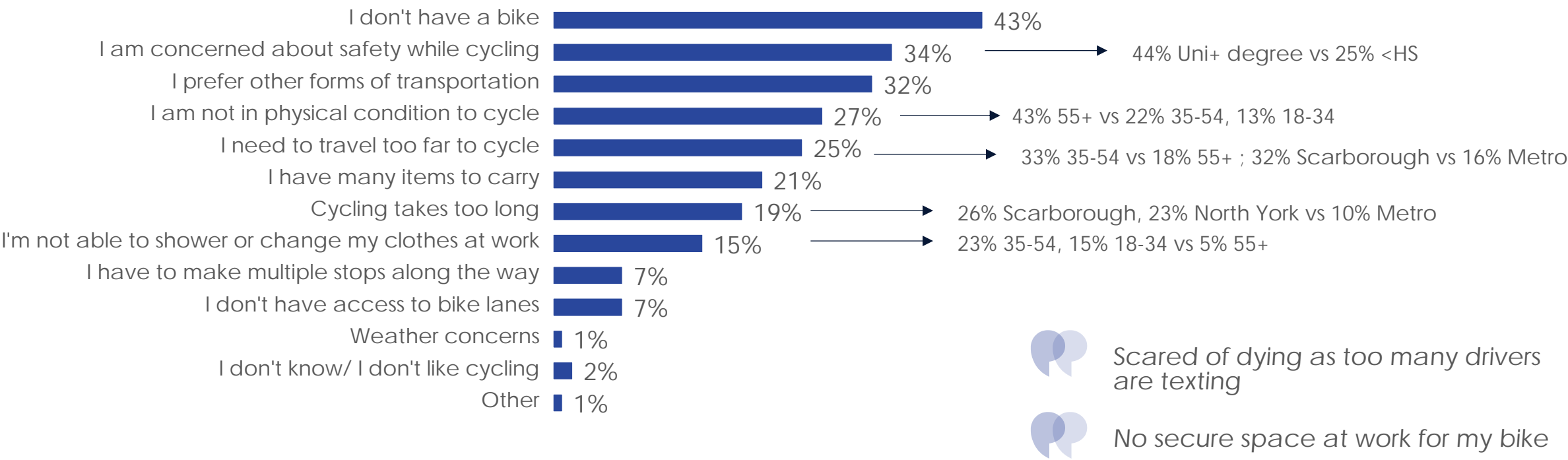
*Not useful or convenient for trips from my home to places other than downtown; closed too often on weekends for track work*

Base: Unlikely to use public transit more often (n=299)  
Q11A. You mentioned that you are unlikely to use public transit more often. Why is that?

# Reasons Against Cycling More Often

- The primary reason that is cited for why cycling more often is unlikely is because they do not have a bike (43%). A third note that they are concerned about safety while cycling (34%), and they prefer other forms of transportation (32%).

## Why cycling more often is unlikely

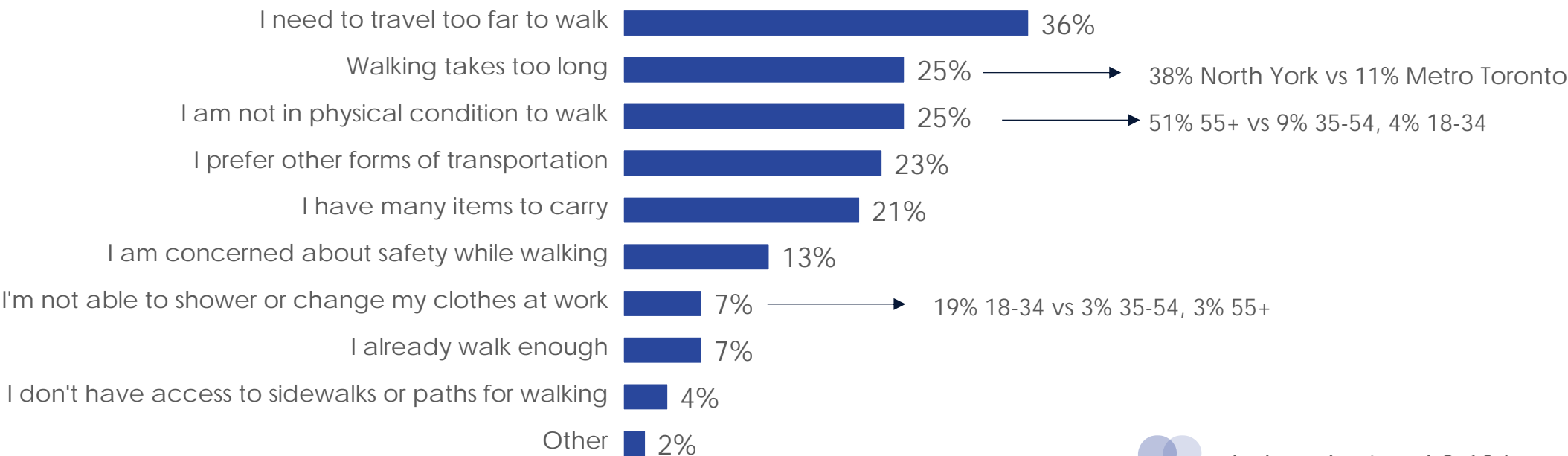


Base: Unlikely to cycle more often (n=366)  
Q11B. You mentioned that you are unlikely to cycle more often. Why is that?

# Reasons Against Walking More Often

- The primary reason that is cited for why walking more often is unlikely is because the distance to where they need to travel is too far to walk (36%). A quarter say that walking takes too long (25%), and they are not in physical condition to walk (25%).

## Why walking more often is unlikely



*I already stand 8-12 hours-day at work. no need to walk more*



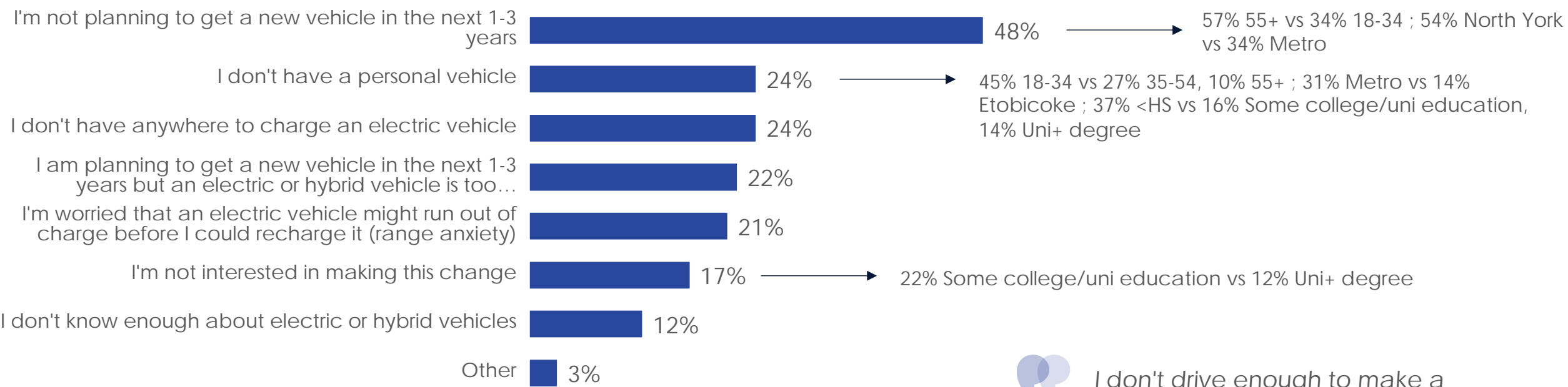
*Most things I need are not in walking distance*

Base: Unlikely to walk more often (n=152)  
Q11C. You mentioned that you are unlikely to walk more often. Why is that?

# Reasons Against Switching to an Electric/Hybrid Vehicle

- Nearly half (48%) who say they are unlikely to switch to an electric/hybrid vehicle say it is because they are not planning to get a vehicle in the next 1-3 years. Notably, a quarter say they do not have a personal vehicle (24%), and they do not have anywhere to charge an electric vehicle (24%).

## Why switching to an electric/hybrid vehicle in the next 1-3 years is unlikely



*I don't drive enough to make a difference*



*I travel long distances*

Base: Unlikely to switch to an electric or hybrid vehicle in the next 1-3 years (n=405)  
Q11D. You mentioned that you are unlikely to switch to an electric or hybrid vehicle in the next 1-3 years. Why is that?

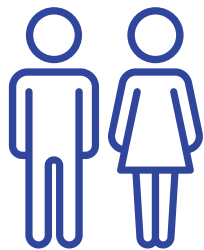
# DEMOGRAPHICS

# 4

# Demographics (1/2)



## GENDER



47%  
Male  
52%  
Female  
0%  
Another gender  
1%  
Prefer not to answer



## AGE

18-24 12%  
25-34 20%  
35-44 17%  
45-54 18%  
55-64 15%  
65+ 19%



## HOUSEHOLD SIZE

1 21%  
2 34%  
3 18%  
4 14%  
5 6%  
6+ 4%



## EDUCATION

High school or less 39%  
Some college to some uni 26%  
University+ 35%



## INCOME

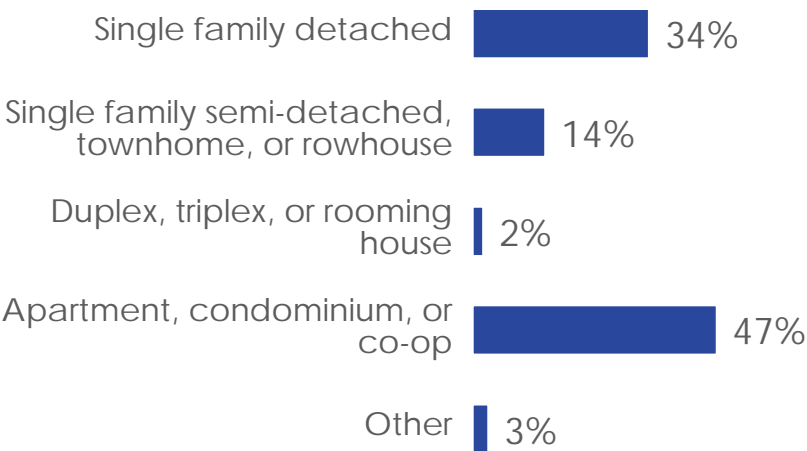
<\$30K 15%  
\$30K to <\$50K 15%  
\$50K to <\$70K 14%  
\$70K to <\$100K 15%  
\$100K to <\$150K 14%  
\$150K+ 11%  
Refused 10%



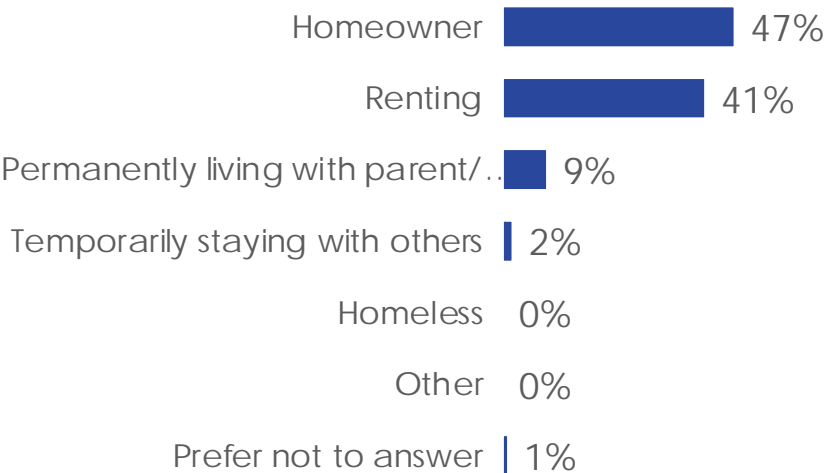
# Demographics (2/2)



## TYPE OF RESIDENCE



## HOUSING SITUATION



# Contact Information

Martin Hrobsky

Senior Vice President, Public Affairs

[Martin.Hrobsky@Ipsos.com](mailto:Martin.Hrobsky@Ipsos.com)

Lily Eskin

Account Manager, Public Affairs

[Lily.Eskin@Ipsos.com](mailto:Lily.Eskin@Ipsos.com)