

NARRATIVE
RESEARCH

Climate Change and Energy Perceptions Report

July 2024

Prepared for:
The City of Edmonton

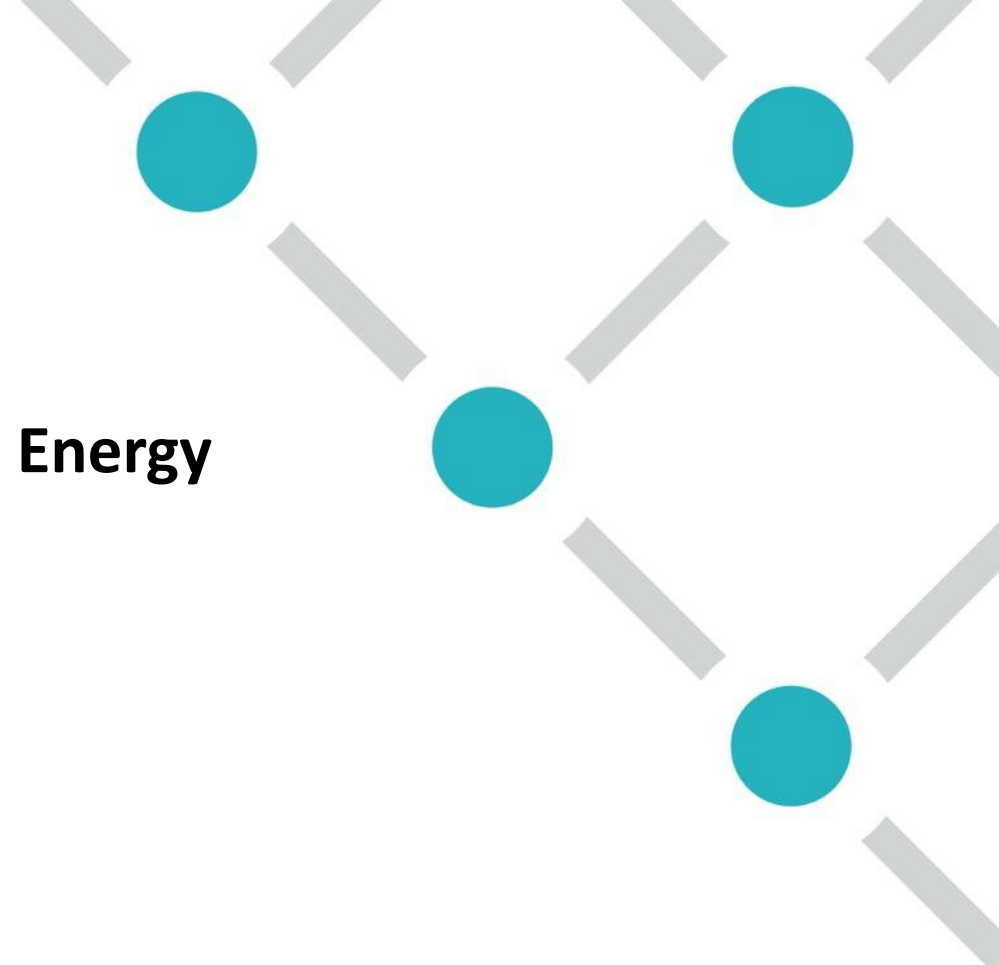




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Background and Objectives

Background

The City of Edmonton has various programs working together to meet the goals of [Edmonton's Community Energy Transition Strategy and Action Plan](#) and [Climate Resilient Edmonton: Adaptation Strategy and Action Plan](#).

The climate strategies aim to make Edmonton a more energy sustainable and resilient city, by reducing the city's greenhouse gas emissions, reducing and conserving energy, promoting local generation of energy, and taking measures to reduce climate risks by adapting to a changing climate. The support and participation of residents in various programs on offer, including rebates, financing and educational activities, is essential to the success of these programs and ultimately to achieve goals in the climate strategies. To be able to market, target and adapt these programs effectively, the City of Edmonton seeks to understand its audiences, their perceptions, what motivates them and their barriers to action. For this purpose, the City of Edmonton has commissioned research in past years, the most recent iteration being an online survey in June-July 2024. The purpose of the current survey is to compare results to previous survey results in 2018-2023, and the baseline established in 2017, thereby facilitating an assessment of changes in awareness and perceptions, while also measuring the effectiveness of current messaging. To meet current needs, changes were made to the *2024 Climate Change and Energy Perceptions Survey* from the previous version, with adjustments made in the wording of selected questions, new questions being added, and old questions being removed. For demographic/sub-group comparisons, differences of at least ten percentage points or more are mentioned, in order to focus the reporting on the most notable differences. Percentage point changes year-over-year are noted throughout the report providing it is a difference of at least five percentage points from the previous year's results.

Purpose and Objectives

The following are the specific objectives of the current survey: *To learn what motivates residents to take part in and support City programs; To understand Edmontonians' current behaviours and perceptions regarding climate and energy transition programs, including barriers to public participation ; To measure current awareness and perceptions regarding the City's existing programs; To gauge the effectiveness of marketing campaign messages and images, and To catalogue how relevant attitudes, beliefs and behaviours have changed over time*



Methodology



Mode
Online survey



Audience
Residents of the city of Edmonton, 18 years of age or older



1,046 completed surveys



Data Collection Dates
June 26 – July 7, 2024



Average Completion Time
19 minutes



Sampling/Administration

Online survey using a general population online panel with contact records provided by The Logit Group.



Weighting

Given the non-probability nature of this research (discussed immediately below), online panel surveys are somewhat representative of Edmonton's population. Statistical weighting was applied such that the final results are reflective of the actual age, gender and region (i.e., quadrant) proportions of the Edmonton population. Such statistical weighting is a commonplace exercise in survey research of this nature. The true proportions of Edmonton's population used in the weighting were derived from the 2021 Census of Canada parameters, allowing the survey results to reflect the city's population along these pivotal dimensions.



Margin of Error

As this is a general population non-probability panel survey, it is not based on randomly selecting people from the entire Edmonton adult population, therefore a margin of error is not reported. Margins of error are applied in surveys where everyone in a group (for example, every adult in Edmonton) has an equal chance of being chosen.



Notes

Table references presented in the report refer to the detailed banner tables.



Document Overview

Important Notes on Reading this Report

This iteration marks the eighth time the Climate Change and Energy Perceptions Report has been prepared for the City of Edmonton. As such, readers are reminded that the wording of many questions throughout this report have changed to varying degrees over the years of this tracking research study, shifting to meet the evolving needs of the City. Changes to question wording are only noted in the report in the year in which the change occurred.

In addition, where a five-point scale ('strong agree' to 'strongly disagree') is displayed for multiple statements on the same graph, statements are listed or ordered top to bottom by the percentage of respondents who offered a "strongly agree" response, from highest to lowest.

Occasionally, language used is purposefully chosen in order to avoid an unnecessarily personal degree of specificity. In particular "higher" income refers to household incomes that exceed \$100,000 annually, "lower" income refers to incomes up to and including \$60,000 annually, and "moderate" income reflects the range in between the two.

Given that this tracking regimen has reached its eighth year, many graphs contained herein became quite 'dense' with data and therefore difficult to read. As a result, a decision was made to occasionally eliminate one year of data from selected graphs or tables. The choice made was to continue to display the benchmark year as a meaningful starting point, and thus the year of data that has been dropped from certain report graphs is the second year of this tracking study (often this is 2018).



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Executive Summary



Executive Summary

Feelings Toward Climate Change

Overall it is fair to say that Edmontonians' thoughts and behaviours concerning climate change have not changed appreciably this year, compared to not only last year but previous years after the 2017 benchmark survey as well. Among Edmonton residents, approximately three-quarters are concerned about climate change and believe we need to act now to address climate change (73% and 74%, respectively). Seven in ten Edmontonians (70%) think most climate change effects are caused by human activities. In terms of Edmontonians' desire to prevent climate change and personal actions that can be done to accomplish this goal, just over six in ten residents want to do more to personally help address climate change and are taking action to help address climate change (63% for each). Similarly, six in ten residents (62%) are taking action to adapt to a changing climate. Edmontonians have divided opinions about whether they are willing to pay a tax levy to address climate change, with one-third (32%) agreeing with the statement. Just under two-thirds of residents (64%) believe that their personal actions can help address climate change, and eight in ten (79%) think the impacts of climate change will be reduced if people work together on solutions. However, in contrast to the 64% who believe that their personal actions can help address climate change, one in seven Edmontonians (15%) believe that it is too late to stop the impacts of climate change so there is no point in taking action.

In addition to expressing their personal opinions on the effects of climate change, Edmonton residents were also asked to respond based on their perceptions of the general views held by the broader Edmontonian population regarding climate change. Similar to prior survey years, Edmonton residents are more likely to agree that they themselves have a higher level of concern on issues related to climate change, as compared to others in the general public. For instance, one-half of Edmontonians believe that the general public would agree that climate change is caused mostly by human activities, but when asked about their individual belief seven in ten agreed (70%) with this statement. Four in ten Edmontonians (39%) believe that the City should increase its efforts to address climate change, two in ten residents (22%) believe the City should maintain its current efforts, while 13% say that efforts should be decreased, and one-quarter (27%) have no definite opinion.

When asking Edmonton residents about their personal actions and how they impact climate change, three-quarters agree (75%) that walking, cycling, or taking public transit instead of driving a car reduces the impact on climate change. Two-thirds of Edmontonians agree that fossil fuel-based home heating/cooling and electricity use contribute to climate change, and the same percentage say their transportation choices have an impact on climate change (65% for each). Approximately two-thirds of Edmontonians (64%) agree that their home's energy use and what they do in their home has an impact on climate change, while roughly one-half (48%) agree that driving electric vehicles is better for the environment compared to driving gas or diesel vehicles. Two-thirds of Edmontonians (66%) believe that having solar panels on their home is better for the environment than using other energy sources, and one-half of Edmontonians (48%) agree that using hydrogen as an energy source is better for the environment than using other energy sources. Seven in ten Edmonton residents (69%) feel comfortable talking about climate change. Just over two in ten Edmontonians have heard of the expression 'climate resilience,' and although there are a variety of opinions offered concerning what the expression means, the most notable is prepare for the consequences of climate change, and adapting to environmental realities due to climate change.



Executive Summary

Feelings Toward Climate Change *(continued)*

Similar to 2023 survey results, a majority, albeit a small majority at times, believe that there are economic and employment factors that affect climate change. Approximately two-thirds of residents agree that investing in energy efficiency provides job opportunities for Edmonton, and that transitioning to renewable sources of energy provides job opportunities for Edmonton (67% and 65%, respectively). Six in ten residents (59%) believe that efforts to prevent climate change present an economic opportunity for the city.

Weather and Climate Change

Akin to past results, agreement is strong among Edmontonians that climate change is linked to increased frequency and intensity of events like flooding, heat waves, and forest fires (73%). Seven in ten residents believe that climate change is affecting Edmonton's weather, and that climate change negatively impacts the health and well-being of individuals (68% and 69%, respectively). Eight in ten residents (81%) agree that extreme weather events are risks arising from a changing climate, and nine in ten (91%) say they have experienced an extreme weather event in Edmonton in the past two years. The most common weather events experienced by Edmontonians are increased wildfire smoke (83%), extreme heat (64%, although this is down 15 points compared to last year), along with extreme cold and high winds (61% for each). Three-quarters of Edmontonians (76%) have taken actions in their home or on their property. While the most common action taken this year and last was trimming weak and broken tree branches (65%), this is down six points this year. Two-thirds of Edmontonians (64%) have sealed drafts to maintain good indoor air quality and/or have an emergency preparedness plan and/or installed a rain barrel.

Energy Efficiency

Compared to 2023 and previous years, fewer Edmonton residents overall in 2024 have taken actions to increase their home's energy efficiency in the past year (43%; down 13 points). Solely in terms of homeowners in 2024, the most common action taken to increase energy efficiency is weatherproofing the home by caulking and weatherstripping doors and windows (54%; up 3 points in 2024). Other than weatherproofing, fewer homeowners have reported taking each energy-saving action in 2024 compared to last year. The actions that saw the greatest 2024 declines among homeowners this year include installing a tankless water heater (14%; down 10 points), purchasing the most efficient washer/dryer (54%; down 9 points), installing a high-efficiency furnace (51%; down 9 points), and installing energy efficient windows (49%; down 7 points).



Executive Summary

Energy Efficiency *(continued)*

When asked the point blank question “*Have you taken actions to reduce your impact on climate change in the past year?*”, only 44% of Edmontonians reply in the affirmative. However, when prompted with a series of activities and asked which, if any, of these ‘lessening impact on climate change’ actions they have implemented in the past 12 months, fully 97% of the public state that ‘Yes’ I have undertaken at least one of those activities in the past year. The most common actions taken in the past year include reducing food waste (81%), switching to LED bulbs (76%), and washing clothes in cold water (74%). One-half of Edmontonians (50%) agree that programs available to encourage households to reduce energy use are very helpful, and six in ten residents (61%) are proud to be energy efficient. Three in ten Edmonton residents (30%) would consider themselves an activist on behalf of the environment. Over one-half of Edmonton residents (56%) agree that they want to feel like they are contributing to society at large, so they reduce their home energy use.

Regarding home energy costs, seven in ten Edmonton residents (72%) agree that the cost of energy use in their home makes them want to conserve. Over one-half of residents (54%) agree that they could use less energy in their home than they use now, by making a few improvements, while just over one-third (36%) believe they don’t know enough about ways to reduce my home’s energy use. Reasoning is varied when it comes to why Edmontonians want to reduce their home energy use, with seven in ten Edmontonians (71%) agreeing that the most important reasons for reducing their home’s energy use is to save money on their bills, six in ten residents (62%) agree that the most important reason for reducing energy use is to protect the environment, and just under one-half (46%) believe the most important reason for reducing energy use is to improve the comfort of their home. Down 10 points for 2023, just under two-thirds of residents (64%) say it is important that the buildings in which they work, study, play, and shop are energy efficient. Eight in ten Edmontonians view it as important that their home is energy efficient.

Programs

Currently, one-half (51%) of Edmonton residents are aware of the EnerGuide Program. Three-quarters of Edmontonians (75%) agree that having an EnerGuide evaluation with recommendations on how to make the home more energy efficient would be valuable when renovating, while seven in ten (72%) agree that when buying or renting a home, they would like to see the results of the EnerGuide evaluation of that home compared to others. Fewer Edmontonians have heard of the Clean Energy Improvement Program this year compared to 2023, with two in ten (18%) aware of the Program.



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Electric Vehicles

Similar to 2023, three in ten Edmontonians (29%) are very familiar or extremely familiar with electrical vehicles. Just over one-third of Edmonton residents have no experience with electric vehicles (a downward trend since 61% in 2019), while other measures remain generally consistent with last year: three in ten have learned about electric vehicles from a friend, news, or advertising, and just over two in ten have researched or looked for information about electric vehicles. Down from the past two years, this year two in ten Edmontonians (19%) are likely to buy an electric car as their next vehicle. Edmontonians mentioned many factors preventing them from purchasing an electric vehicle in the future. The top three factors are the price of an electric vehicle (57%), the performance of electric vehicles in the winter (47%), and access to electric vehicle charging stations (42%). That said, the proportion of residents naming price as an inhibitor has decreased by four points this year, while the proportion citing performance of electric vehicles in the winter has decreased two points and access to charging stations has decreased six points. Edmontonians listed a number of factors that would motivate them to buy an electric vehicle in the future. The top three motivating factors are if the cost of an EV is lower than a non-electric one (44%), economics, i.e., lower maintenance costs and not having to pay for gas (38%), and the incentives to purchase an electric vehicle (33%). Compared to past years, this year more Edmonton residents (71%) are aware that there are public charging stations for electric vehicles in Edmonton.

Transportation Choices

Consistent with past results, driving a motor vehicle remains the most frequently mentioned means of transportation used in the past 30 days, followed by walking, and riding as a passenger in private transportation. While the proportion of motor vehicle drivers has decreased this year (68%; down 6 points) compared to the last few years, it remains the most frequently used mode of transportation among Edmontonians in the past 30 days.

Campaigns and Information Sources

Just under two in ten Edmontonians recall seeing or hearing about climate change programs or advertisements from the City of Edmonton. One in ten Edmontonians have heard of the Neighbouring for Climate Initiative and just under one-half of those who have heard of it, participate in the Initiative (46%). In general, Edmonton residents rely on television, Google/Yahoo, word of mouth, radio, and Facebook for information. However, this differs considerably by age, with younger residents relying on social media sites (i.e., Instagram and TikTok) more than older residents.



Executive Summary

Synopsis

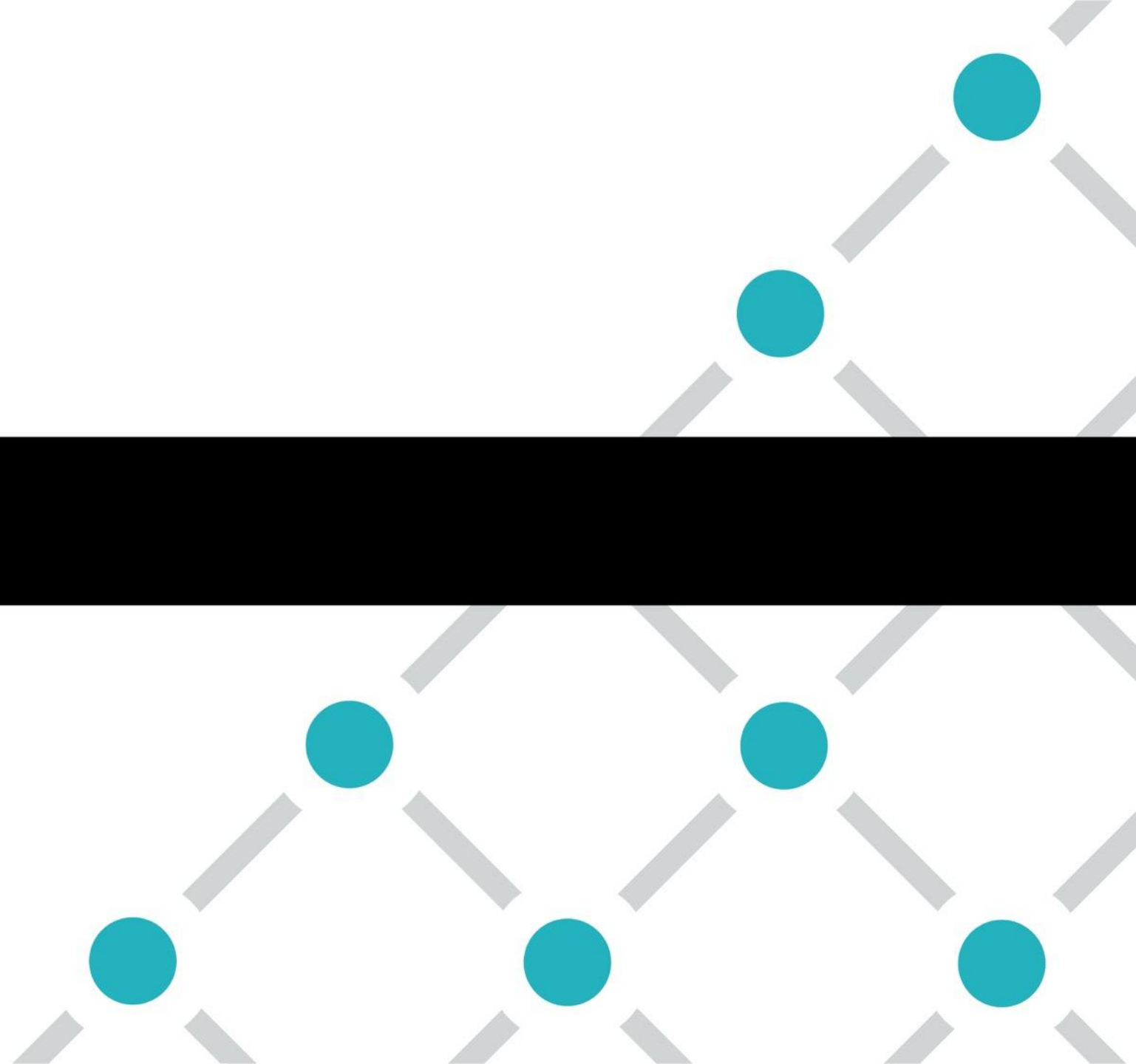
While Edmontonians' view on climate change has stayed stable in many respects this year, there have been modest decreases in several questions regarding climate change concerns, human action and impact on climate change, talking openly about climate change, and the perceived opinion of Edmontonians on climate change. It is important to note that concern regarding climate change does not seem to be *growing* among Edmonton residents, although one must hasten to add that indeed the majority of Edmontonians remain concerned about climate change. There is not widespread support for a tax levy to address climate change, and there has been a decline in terms of the incidence of personal actions related to climate change, including transportation choices and home energy choices among Edmontonians. In terms of energy efficiency, fewer Edmontonians have taken action to increase their home's energy efficiency in the past year. Six in ten Edmonton residents (61%) are proud to be energy efficient and three in ten consider themselves an activist on behalf of the environment. Eight in ten Edmontonians (80%) view it an important that their home is energy efficient, and a small minority (64%) place value in the buildings where they work, study, play, and shop being energy efficient.

Although fewer Edmontonians seek opportunities to enhance their knowledge and understanding of climate change this year compared to last year, many residents still consider it important. One-half of residents (51%) are aware of the EnerGuide Program and three-quarters (75%) agree that having an EnerGuide evaluation with recommendations on how to make the home more energy efficient would be valuable when renovating. Slightly fewer Edmontonians (18%) have heard of the Clean Energy Improvement Program this year compared to 2023. There appears to be an opportunity to help a sizable portion of the population understand how to improve energy efficiency and take steps towards better management and climate change mitigation.



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Detailed Findings





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Feelings Towards Climate Change



Concern About Climate Change

The level of concern with climate change among Edmontonians has remained consistent year-over-year, with three-quarters concerned about climate change, including approximately four in ten who strongly agree that they are concerned.

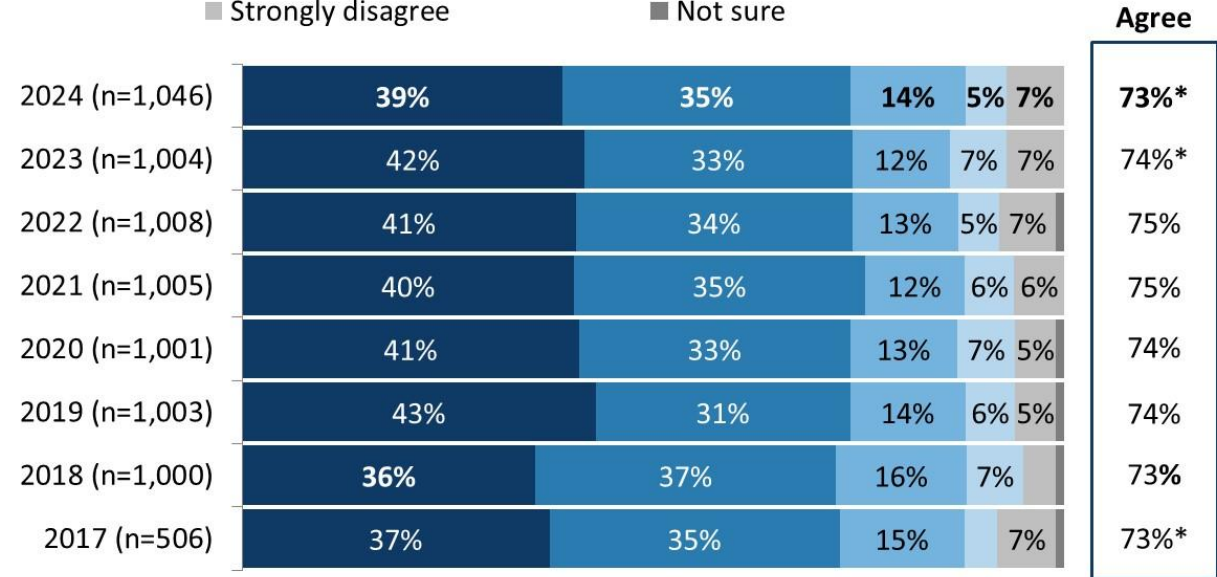
Three-quarters of Edmontonians (73%) are concerned about climate change. Younger Edmonton residents are more concerned about climate change compared to older residents. More specifically, just over eight in ten residents aged 18 to 34 (82%) agree they are concerned about climate change, compared to two-thirds of those 55 or over (66%).

	Age		
	18-34	35-54	55+
Agree	82%	72%	66%

I Am Concerned about Climate Change

% agree (strongly/somewhat agree), on 5-pt. agreement scale

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Not sure



Q.1a: The next few statements are about how you personally feel about climate change. To what extent do you agree or disagree with the following statements? *Due to rounding. Mentions of 4% or less are represented as a bar.



Need for Action

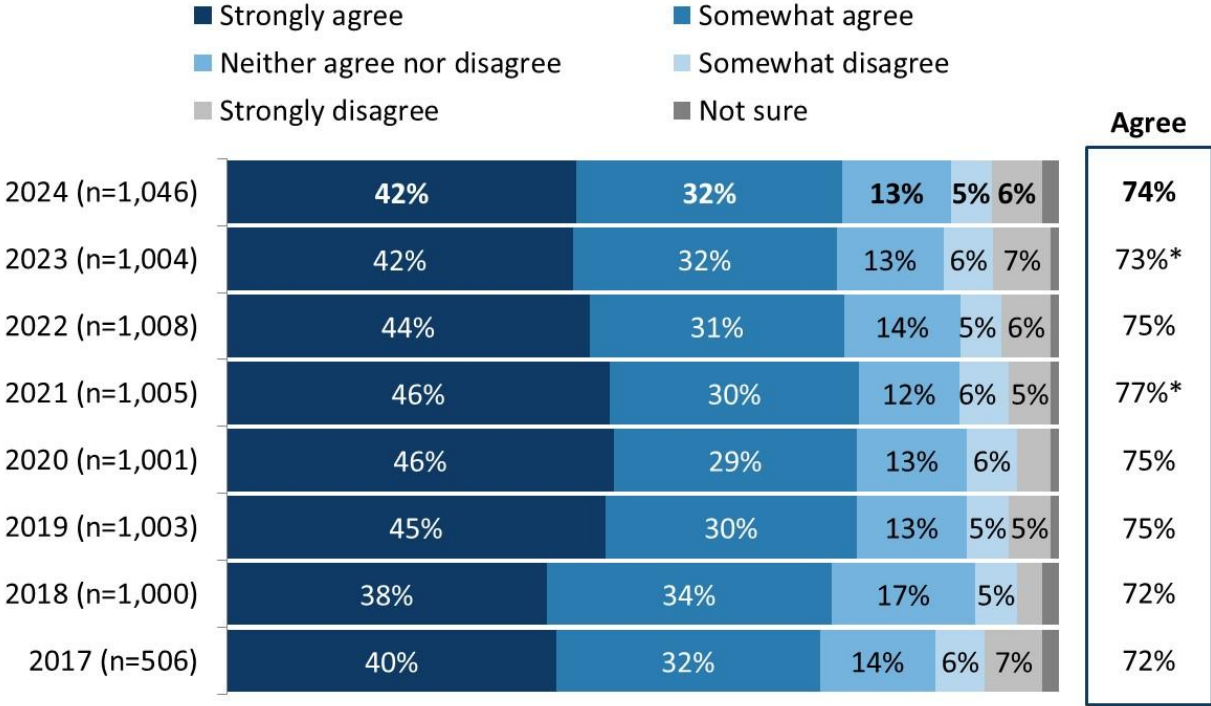
Consistent with the results of previous years, just over seven in ten Edmonton residents believe that immediate action must be taken to address climate change.

Once again, younger Edmonton residents are more likely than older residents to recognize the need for immediate action addressing climate change. For instance, eight in ten residents aged 18 to 34 (82%) agree that immediate action is necessary, while two-thirds of residents aged 55 and over (66%) agree with the same sentiment.

	Age		
	18-34	35-54	55+
Agree	82%	75%	66%

I Think We Need to Act Now to Address Climate Change

% agree (strongly/somewhat agree), on 5-pt. agreement scale



Q.1f: The next few statements are about how you personally feel about climate change. To what extent do you agree or disagree with the following statements? *Due to rounding. Mentions of 4% or less are represented as a bar.



Human Action and Climate Change

On par with the results of past years, seven in ten Edmonton residents believe climate change is caused mostly by human activities.

Agreement that climate change is caused mostly by human activities is notably elevated among younger residents. Eight in ten residents aged 18 to 34 (82%) agree that climate change is caused mostly by human activities, while six in ten residents aged 55 or over (58%) believe this same sentiment.

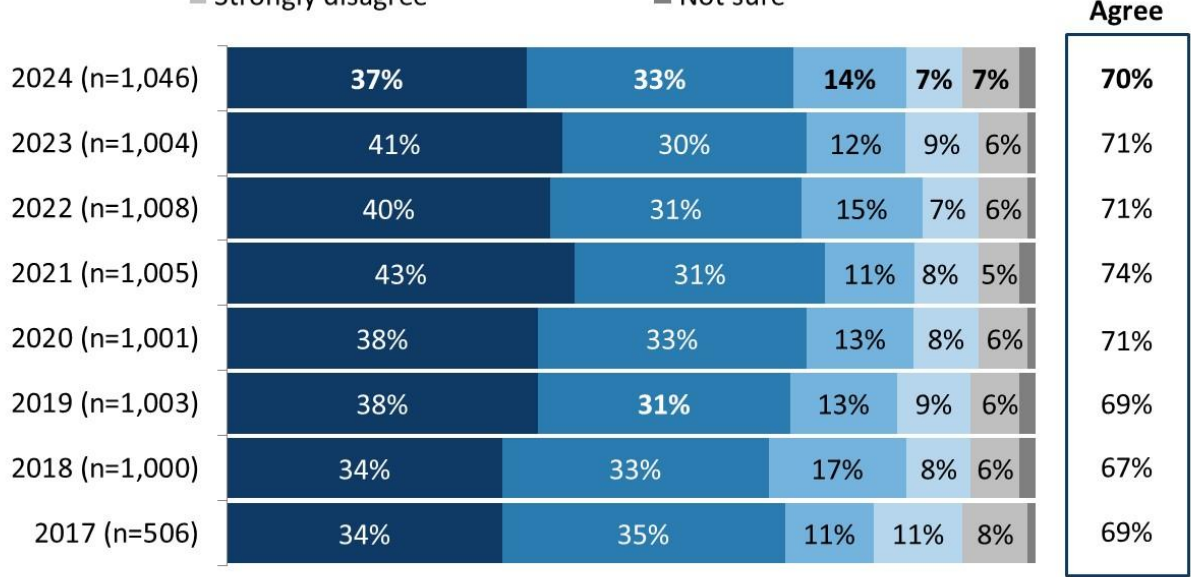
Two-thirds of homeowners (66%) agree that human activities are causing most climate change effects, while three-quarters of residents (76%) who rent or lease their place of living believe this. Edmontonians in semi-detached homes (75%) and condos/apartments (74%) are more likely to believe climate change is caused mostly by human activities, than those in fully detached homes (65%).

	Age			Homeowner		Home Type		
	18-34	35-54	55+	Yes	No	Fully detached house	Semi-detached/ Duplex/Townhouse/ Row house	Condo/ Apartment
Agree	82%	69%	58%	66%	76%	65%	75%	74%

Climate Change Is Caused Mostly By Human Activities

% agree (strongly/somewhat agree), on 5-pt. agreement scale

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Not sure



Q.1b: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statements? *Mentions of 4% or less are represented as a bar.*



Desire to Do More to Prevent Climate Change

Similar to 2023 results, just over six in ten Edmontonians want to do more and are taking action to help address climate change.

Seven in ten Edmonton residents who are aged 18 to 34 (68%) say they want to do more personally to help address climate change, while under six in ten residents aged 55 or over (56%) share a similar desire. Residents in semi-detached homes (71%) are more likely to want to do more personally to help address climate change, compared to those in fully detached homes or apartments/condos (64%).

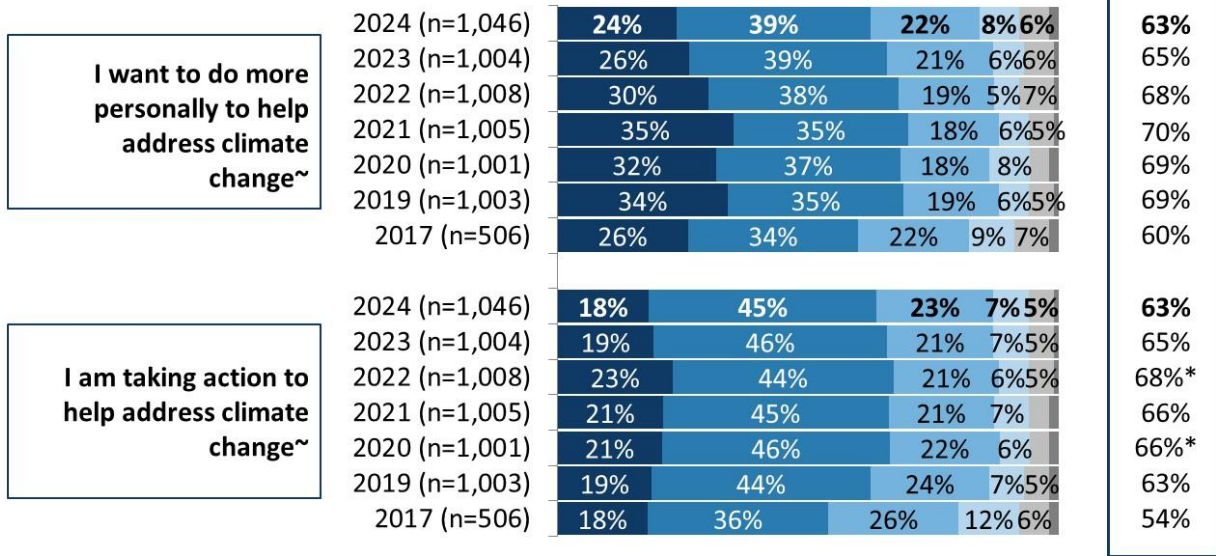
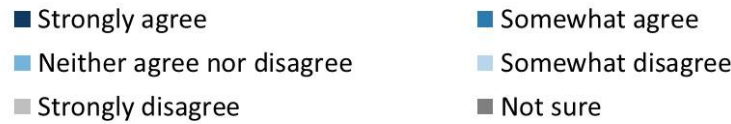
	Age			Home Type		
	18-34	35-54	55+	Fully detached house	Semi-detached/Duplex/Townhouse/Row house	Condo/Apartment
Agree	68%	64%	56%	60%	71%	64%

Edmonton residents who have completed a post-secondary education are more likely to be taking action to help address climate change. Specifically, two-thirds of post-secondary graduates (67%) are taking action, while just under six in ten residents with a high school degree or less (57%) and residents with some post-secondary education (56%) are taking action to help address climate change.

	Education		
	High school or less	Some post-secondary	Grad post-secondary
Agree	57%	56%	67%

Personal Actions Regarding Climate Change

% agree (strongly/somewhat agree), on 5-pt. agreement scale



Q.1e and g: The next few statements are about how you personally feel about climate change. To what extent do you agree or disagree with the following statements? ~Slight change in wording in 2021, changed from "prevent" to "address". *Due to rounding. Mentions of 4% or less are represented as a bar.



Taking Action to Adapt to Climate Change

Six in ten Edmontonians share that they are taking action to adapt to a changing climate.

Similar to 2023 findings, six in ten Edmonton residents (62%) are taking action to adapt to a changing climate.

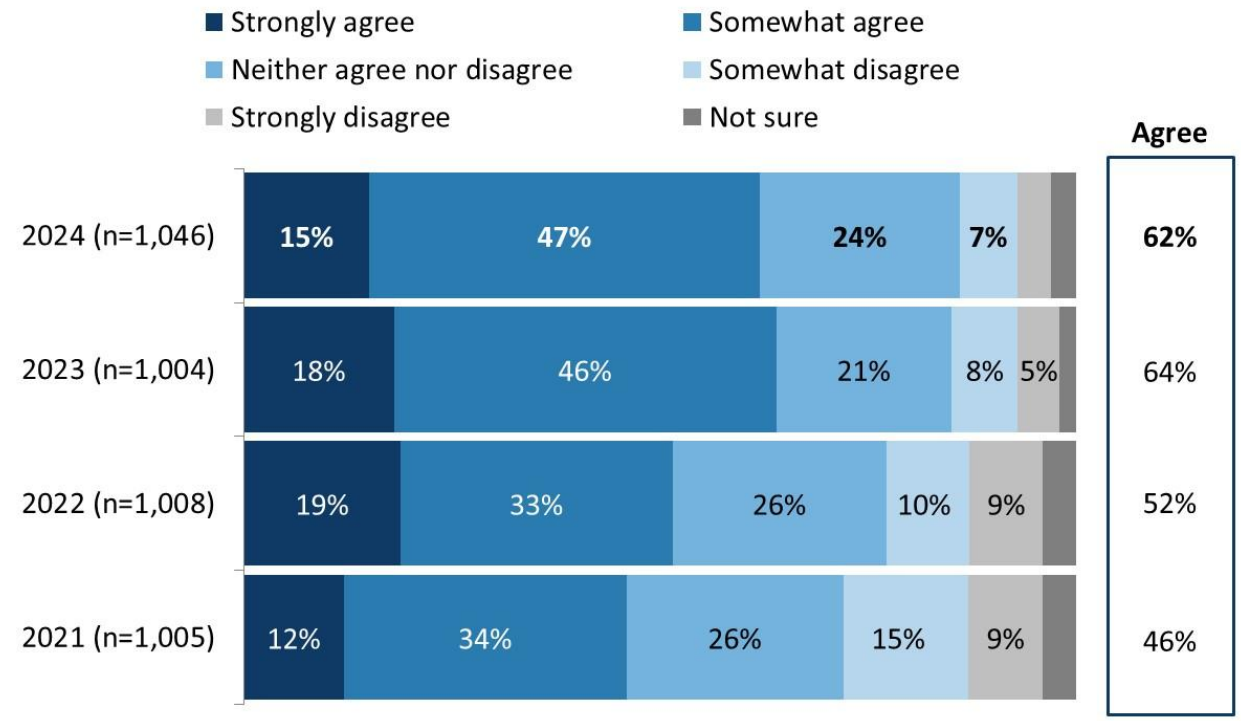
Just over one-half of Edmonton residents 55 years of age or older (54%) agree that they are taking action to adapt to climate change, while two-thirds of residents aged 18 to 34 (66%) and 35 to 54 (66%) share the same sentiment. Interestingly, compared to 2023 results, more Edmontonians aged 35 to 54 are taking action to adapt to climate change in 2024. Indeed, the likelihood of 35 to 54 year-olds taking action to adapt to climate change has steadily increased in recent years, moving from 44% in 2021 to 48% in 2022, 59% last year, and reaching 66% this year. In contrast, fewer residents aged 18 to 34 and 55 and over are taking action this year.

The survey results also indicate that as education levels increase, so does the likelihood of taking action to adapt to a changing climate. Just over one-half of Edmontonians with a high school diploma or less (53%) take action to adapt to climate change, while two-thirds of post-secondary graduates (65%) are taking action to adapt.

	Age			Education		
	18-34	35-54	55+	High school or less	Some post-secondary	Grad post-secondary
Agree	66%	66%	54%	53%	58%	65%

I Am Taking Action to Adapt to a Changing Climate

% agree (strongly/somewhat agree), on 5-pt. agreement scale



Q.7k: To what extent do you agree or disagree with the following statement: I am taking action to adapt to a changing climate. *New question in 2021. Slight question wording change in 2023. Mentions of 4% or less are represented as a bar.*



Tax Levy

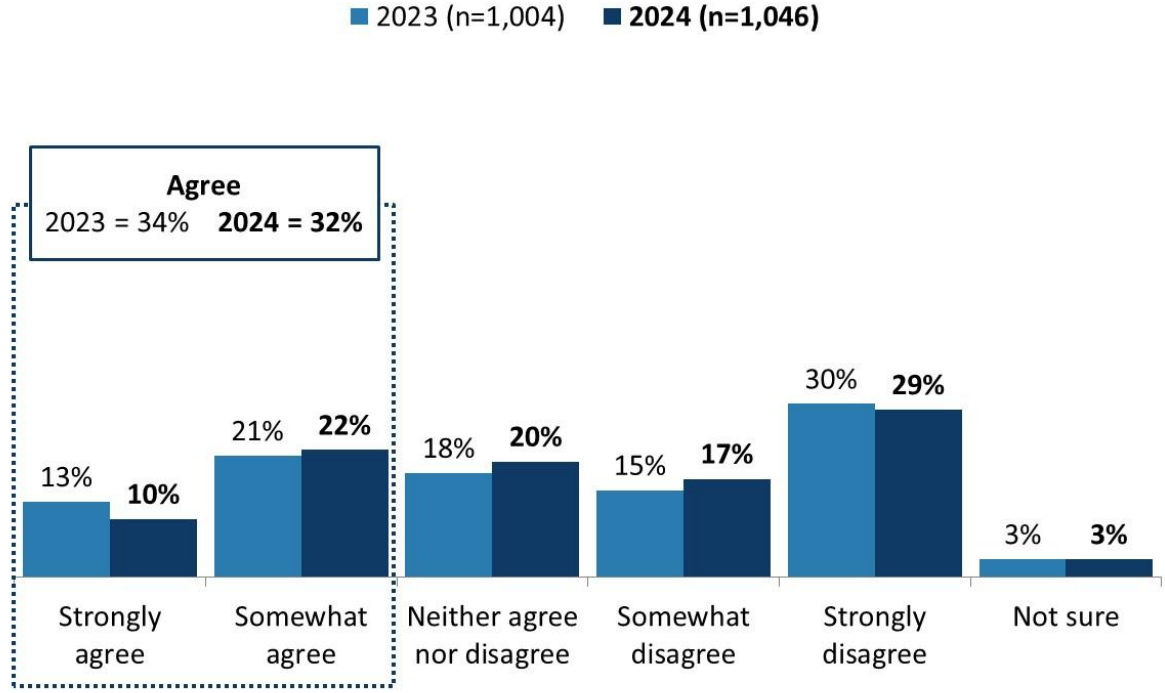
While some Edmontonians are willing to pay a tax levy to address climate change, a larger percentage are unwilling to pay this tax.

In 2023 a new question was added asking Edmontonians how willing they are to pay a tax levy to address climate change. This year, while three in ten (32%) said they are would agree to pay a tax levy, just under one-half (46%) would be unwilling to pay the tax.

Younger Edmontonians are more open to pay a tax than older residents. More specifically, four in ten residents aged 18 to 34 (40%) are willing to pay the tax, while just over two in ten residents aged 55 or over (24%) are willing to pay the tax.

	Age		
	18-34	35-54	55+
Agree	40%	31%	24%

I Am Willing to Pay a Tax Levy to Address Climate Change



Q.1h: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statements? *New question in 2023.*



Personal Actions

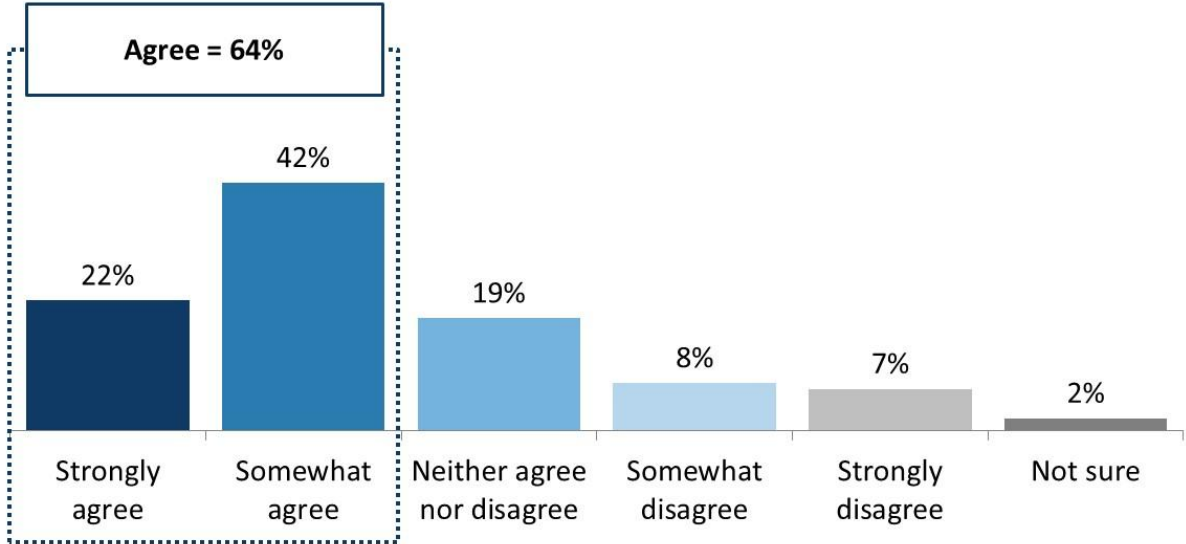
New in 2024, residents were asked if their personal actions can help address climate change.

Two-thirds of residents (64%) agree that their actions can help address climate change.

Edmonton residents who have graduated with a post-secondary degree are more likely to agree that their actions can help address climate change. More specifically, seven in ten post-secondary graduates (68%) agree with the statement.

	Education		
	High school or less	Some post-secondary	Grad post-secondary
Agree	59%	56%	68%

My Personal Actions Can Help Address Climate Change



Q.1j: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statements? (n=1,046) *New question in 2024.*



Reducing Climate Change Impacts

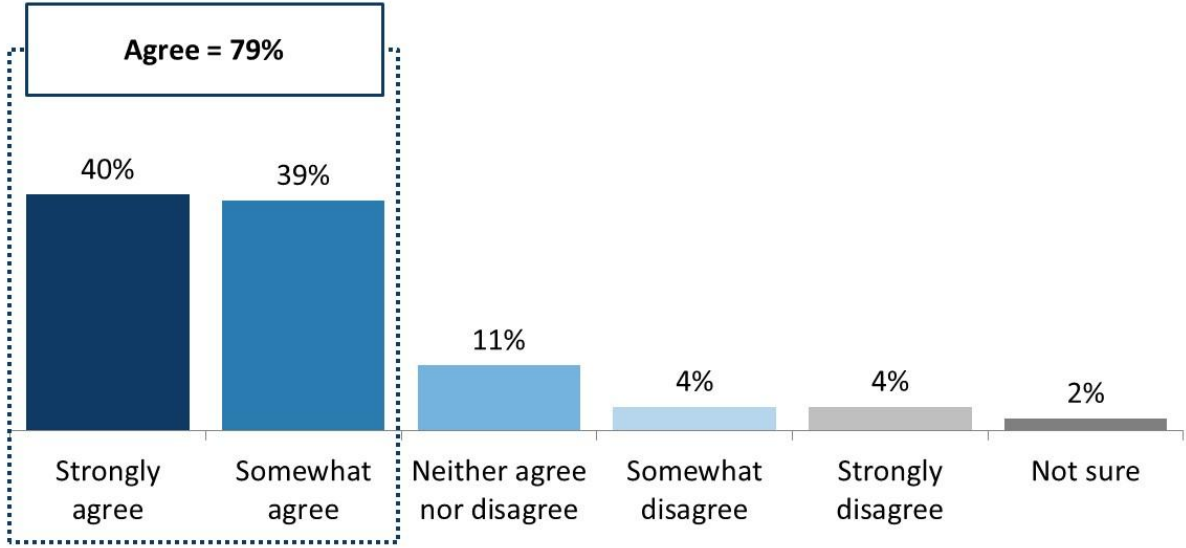
Eight in ten Edmontonians believe that climate change impacts can be reduced if people work together on solutions.

Eight in ten Edmonton residents (79%) believe that the impacts of climate change will be reduced if people work together on solutions, with four in ten (40%) strongly agreeing and four in ten (39%) somewhat agreeing.

Younger residents are more likely to agree that the impacts of climate change will be reduced if people work together on solutions, compared to their older counterparts.

	Age		
	18-34	35-54	55+
Agree	84%	80%	73%

The Impacts of Climate Change Will Be Reduced If People Work Together on Solutions



Q.1k: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statements? (n=1,046) *New question in 2024.*



Point in Taking Action

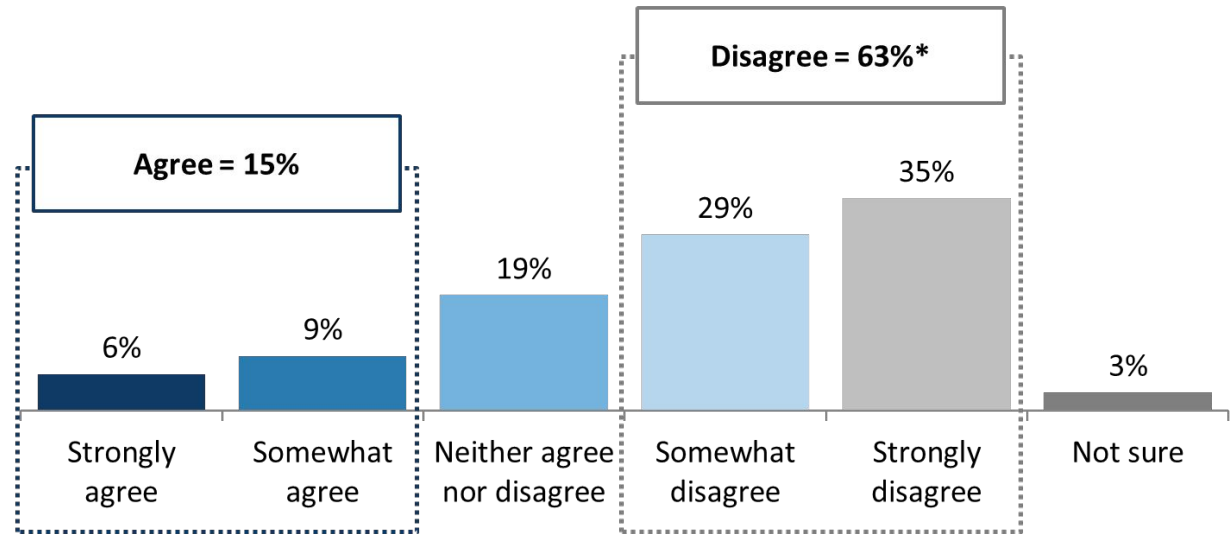
Two-thirds of Edmontonians do not believe it is too late to take action to reduce the impacts of climate change.

In a question newly posed this year on the survey, 63% of Edmontonians hold that it is not too late to take action to reduce the impacts of climate change. In contrast, one in seven Edmontonians (15%) believe that it is too late to stop the impacts of climate change so there is no point in taking action.

Younger Edmontonians are more likely to agree that it is too late to stop the impacts of climate change so there is no point in taking action. Specifically, two in ten residents between 18 to 34 (20%) agree, while in contrast one in ten aged 55 or over (9%) agree with this sentiment. Edmonton residents with a lower household income are more likely to agree that it is too late to stop the impacts of climate change, so there is no point in taking action.

	Age			Household Income		
	18-34	35-54	55+	Up to \$60,000	\$60,001-\$100,000	More than \$100,000
Agree	20%	15%	9%	20%	13%	10%

It Is Too Late to Stop the Impacts of Climate Change So There Is No Point in Taking Action



Q.1i: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statements? (n=1,046) *New question in 2024. *Due to rounding.*



Perceived Opinions of Edmontonians on Climate Change

As in previous years, residents are more so inclined to agree that they themselves have a higher level of concern on issues related to climate change, as compared the Edmonton public.

This year, there have been modest declines in perceptions regarding Edmontonians’ dispositions and behaviours concerning various statements on climate change. The largest decline concerned perceptions toward the *need to act now to address climate change*, with under one-half of Edmontonians (47%; down 6 points) perceived to be in agreement. In general, younger residents are more likely than older residents to believe that Edmontonians as a whole are concerned about issues related to climate change.

Opinions on Climate Change

% agree (strongly/somewhat agree), on 5-pt. agreement scale

	Perceived Agreement Among Edmontonians								GAP* (% Personally - % Edmontonians)							
	2017 (n=506)	2018 (n=1,000)	2019 (n=1,003)	2020 (n=1,001)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2017 (n=506)	2018 (n=1,000)	2019 (n=1,003)	2020 (n=1,001)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)
Climate change is caused mostly by human activities	48%	54%	52%	55%	59%	58%	56%	52%	20%	14%	17%	16%	15%	13%	15%	18%
Concerned about climate change	39%	47%	47%	47%	52%	56%	55%	50%	34%	25%	27%	27%	23%	19%	19%	23%
Need to act now to address climate change	41%	48%	50%	49%	52%	56%	53%	47%	31%	25%	25%	26%	25%	19%	20%	27%
Want to do more personally to help address climate change~	35%	44%	44%	43%	46%	51%	46%	42%	25%	21%	25%	26%	24%	17%	19%	21%
Taking action to address climate change~	25%	34%	32%	32%	36%	44%	39%	35%	30%	28%	31%	34%	30%	24%	26%	28%

Q.2a, b, e, f, g: The next few statements are about how you think **Edmontonians** feel about climate change. To what extent do you agree or disagree with the following statements? *The GAP figures presented here are based on calculations rounded to the nearest percent. ~Slight change in wording in 2021, changed from “prevent” to “address”.

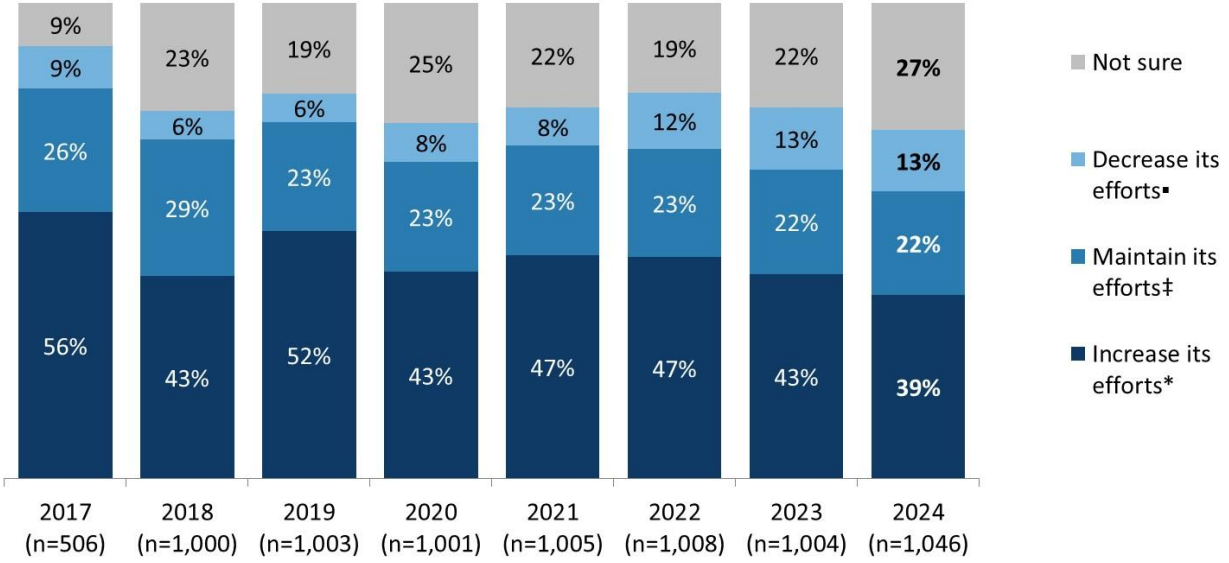


City of Edmonton's Actions to Address Climate Change

While 2024 results are in line with results of previous years regarding Edmontonians' perception of the City of Edmonton's efforts to address climate change, opinions vary across many demographics.

Four in ten Edmontonians (39%) believe that the City should increase its efforts to address climate change, and two in ten residents (22%) believe the City should maintain its current efforts. Just over one in ten (13%) residents think that Edmonton should decrease its efforts to address climate change.

Perception of the City of Edmonton's Efforts to Address Climate Change



Q.3: Based on what you may know or have heard about climate change and what the City is doing about it, do you think the City should increase, decrease or maintain its efforts to address climate change? *Change in question wording in 2020, previously: "Do you think the City of Edmonton [should be doing more than it currently is/is currently doing the right amount/should be doing less than it currently is/not sure] to address climate change?"* *Change in wording in 2020, previously: "Should be doing more". ‡Change in wording in 2020, previously: "Currently doing the right amount". *Change in wording in 2020, previously: "Should be doing less".



City of Edmonton’s Actions to Address Climate Change (Cont.)

Opinions of Edmontonians vary considerably based on demographics. Residents who live in the Northwest quadrant (44%) of the city are more likely to think Edmonton should increase its efforts compared to those in other quadrants. Comparably, those living in the Southwest (34%) are least likely to think Edmonton should increase its efforts.

Age is another factor where resident responses vary considerably, as it is evident that when age increases so does the likelihood to believe that Edmonton should decrease its efforts to address climate change. More specifically, five in ten residents aged 18 to 34 (51%) believe that the city should increase efforts, while one-quarter of residents aged 55 or over (26%) share this sentiment.

Education level results vis-a-vis stating that the City should increase its efforts are also noteworthy, as those with a high school or less educational background had a 10 percentage point *increase* this year, while those with some post-secondary education experienced a 13 percentage point *decrease*. Edmontonians who are homeowners are less likely to have the perception that Edmonton should increase its efforts to address climate change. Specifically, one-third of homeowners (34%) think the City should increase efforts while just under one-half of non-homeowners (46%) hold the same sentiment. Residents who live in fully detached homes are less likely to agree than their counterparts.

	Quadrant				Age			Education			Homeowner		Home Type		
	Northwest	Northeast	Southwest	Southeast	18-34	35-54	55+	High school or less	Some post-secondary	Grad post-secondary	Yes	No	Fully detached house	Semi-detached/ Duplex/Townhouse/ Row house	Condo/ Apartment
Increase efforts	44%	39%	34%	36%	51%	39%	26%	45%	34%	38%	34%	46%	34%	44%	44%
Maintain efforts	20%	23%	25%	18%	17%	21%	27%	16%	22%	23%	25%	16%	24%	22%	18%
Decrease efforts	12%	12%	13%	15%	7%	16%	16%	9%	17%	13%	16%	9%	16%	10%	10%



Impact on Climate Change

Compared to older residents, younger Edmontonians are more likely to believe some of their actions have an impact on climate change.

Similar to previous years, three-quarters of Edmonton residents (75%) agree that walking, cycling or taking public transit instead of driving a car reduces the impact on climate change. As age increases among Edmonton residents so does the likelihood of disagreeing with the statement that walking, cycling or taking public transit instead of driving a car reduces the impact on climate change. Specifically, eight in ten residents aged 18 to 34 (81%) agree with the sentiment while two-thirds of residents 55 or older (65%) agree. Residents in fully detached houses are least likely to agree that walking, cycling or taking public transit instead of driving a car reduces the impact on climate change, compared to their counterparts.

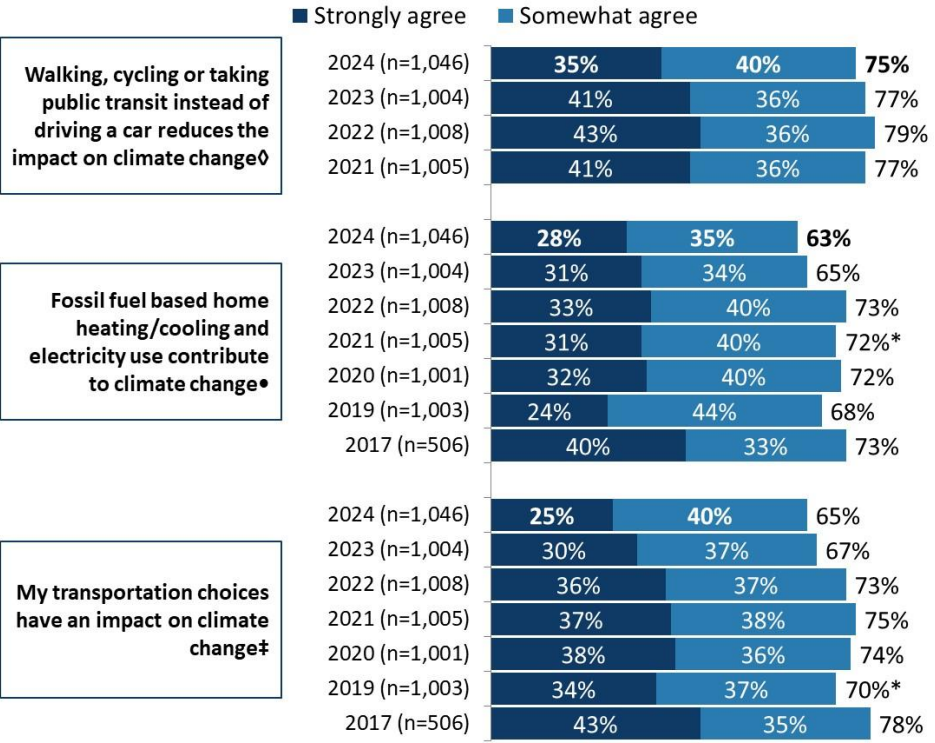
	Age			Home Type		
	18-34	35-54	55+	Fully detached house	Semi-detached/Duplex/Townhouse/Row house	Condo/Apartment
Walking, cycling, or taking public transit reduces impact on climate change	81%	79%	65%	72%	82%	76%

Continuing a downward trend from 2022 and earlier, fewer Edmontonians agree that fossil fuel-based home heating/cooling and electricity use contribute to climate change this year (63%). Seven in ten residents aged 18 to 34 (71%) agree with this statement, while just over one-half of Edmontonians aged 55 or over (55%) agree with this sentiment. Six in ten homeowners (59%) agree fossil fuel-based home heating/cooling and electricity contributes to climate change, while seven in ten non-homeowners (69%) agree.

	Age			Home Owner	
	18-34	35-54	55+	Yes	No
Fossil fuel based home heating/cooling and electricity contribute to climate change	71%	62%	55%	59%	69%

Impact of Actions on Climate Change

% agree (strongly/somewhat agree), on 5-pt. agreement scale



Q.4f, g, i: To what extent do you agree or disagree with the following statements about climate change? *Due to rounding. ⁰New statement in 2021. [•]Change in wording in 2023, previously: "Home heating/cooling and electricity use contribute to climate change" and in 2019, previously: "Home heating/cooling and electricity use contribute to greenhouse gas emissions". [‡]Change in wording in 2019, previously: "My transportation choices impact greenhouse gas emissions".



Impact on Climate Change (Cont.)

Two-thirds of Edmontonians (65%) consider that their transportation choices have an impact on climate change, a decline since 78% felt this way in 2017. Similar to previous iterations of this study, younger residents remain more likely to think that their transportation choices have an impact on climate change.

	Age		
	18-34	35-54	55+
My transportation choices have an impact on climate change	73%	68%	55%



Impact on Climate Change

Just over six in ten residents believe that their home’s energy use and what they do in their home has an impact on climate change.

Edmontonians who have graduated with a post-secondary degree are more likely to believe this sentiment, as compared to those with high school or less and those with some post-secondary education.

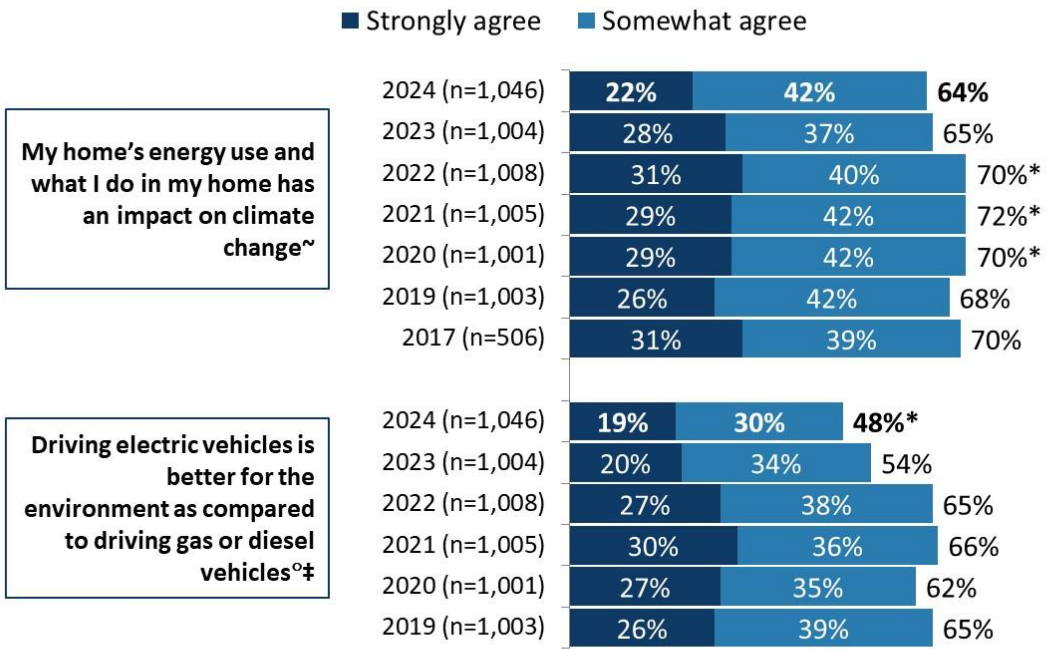
Compared to past years, fewer residents this year (48%) agree that driving electric vehicles is better for the environment as compared to driving gas or diesel vehicles. Those in the younger age category are more likely to agree that driving electric vehicles is better for the environment (59% versus 36% of those 55+ years of age). Non-homeowner Edmontonians are more likely to agree that driving electric vehicles is better for the environment, as compared to homeowner residents. Moreover, in digging deeper it is interesting to find that younger homeowners, as well as younger non-homeowners, both are considerably more likely to concur that driving EVs is better for the environment, as compared to their older counterparts.

	Education		
	High school or less	Some post-secondary	Grad post-secondary
My home’s energy use and what I do in my home has an impact on climate change	60%	54%	68%

	Age			Homeowner	
	18-34	35-54	55+	Yes	No
Driving EVs is better for the environment	59%	51%	36%	44%	55%

Impact of Actions on Climate Change

% agree (strongly/somewhat agree), on 5-pt. agreement scale



Q.4h and p: To what extent do you agree or disagree with the following statements about climate change? *Due to rounding
 ° New statement in 2019. ~Change in wording in 2019, previously: “My home and what I do in it has an impact on climate change”.
 † Change in wording in 2023, previously: “Driving electric vehicles instead of gas/diesel vehicles reduces the impact on climate change” and in 2021, previously: “Driving electric vehicles instead of combustion vehicles reduces the impact on climate change.”



Solar Panels

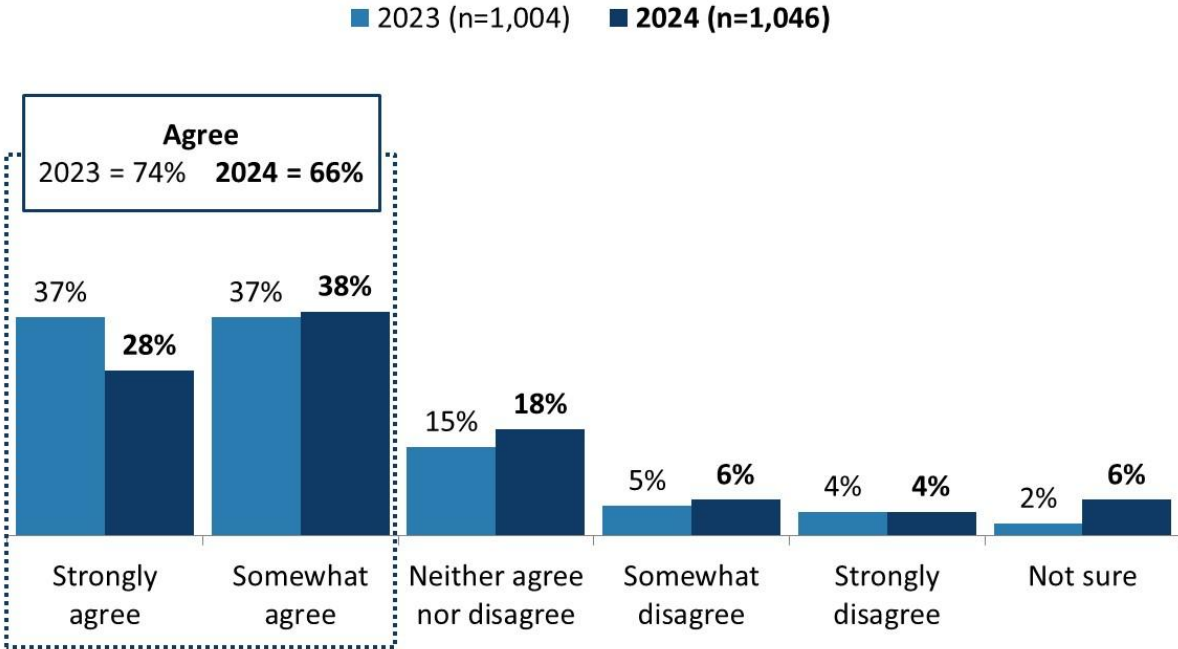
Two-thirds of Edmontonians agree that having solar panels on their home is better for the environment than using other energy sources, trending down from last year.

Compared to 2023, fewer residents this year agree that having solar panels on their home is better for the environment than using other energy sources. Specifically, two-thirds of Edmontonians (66%) agree this year, while three-quarters (74%) agreed in 2023.

Younger Edmontonians are more likely than older residents to agree that having solar panels on their home is better for the environment than using other energy sources. Specifically, seven in ten residents aged 18 to 34 (71%) agree with this sentiment while six in ten residents aged 55 or over (58%) agree.

	Age		
	18-34	35-54	55+
Having solar panels on home is better	71%	68%	58%

Having Solar Panels on Your Home Is Better for the Environment than Using Other Energy Sources



Q.4o: To what extent do you agree or disagree with the following statements about climate change? *New question in 2023.*



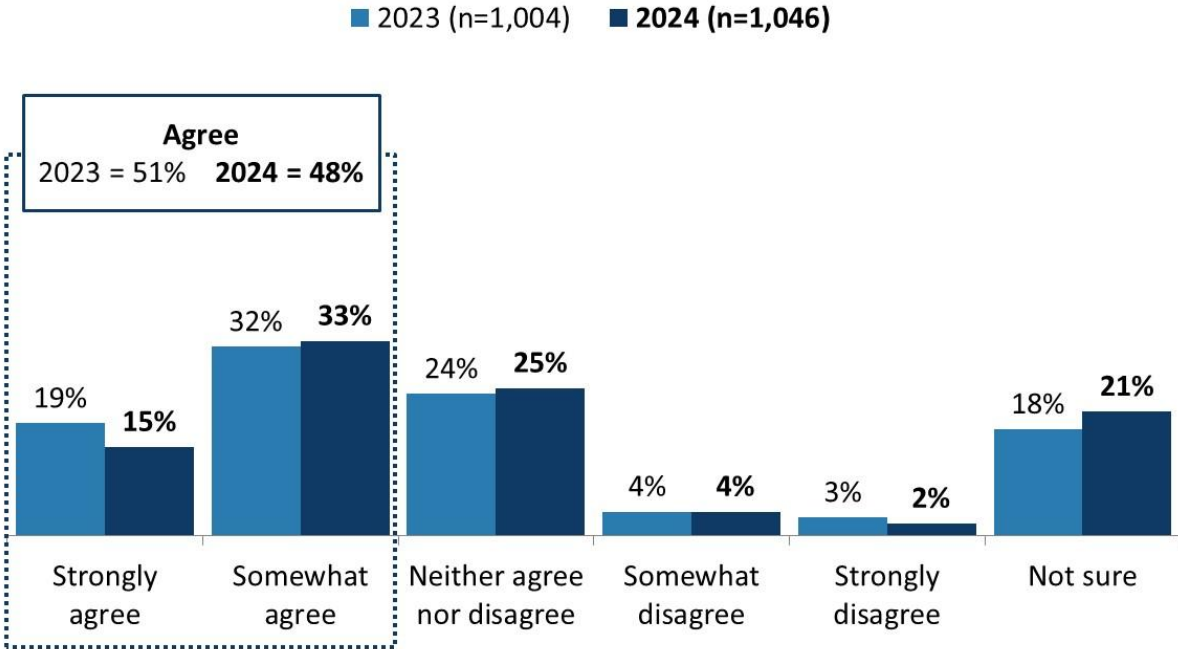
Hydrogen as an Energy Source

One-half of Edmontonians agree that using hydrogen as an energy source is better for the environment than using other energy sources.

Just under one-half of Edmonton residents (48%) agree that using hydrogen as an energy source is better for the environment than using other energy sources. Agreement is stronger among men than women, with four in ten women (40%) agreeing and just over five in ten men (55%) agreeing.

	Gender	
	Woman	Man
Using hydrogen as an energy source is better	40%	55%

Using Hydrogen as an Energy Source Is Better for the Environment than Using Other Energy Sources



Q.4r: To what extent do you agree or disagree with the following statements about climate change? *New question in 2023.*



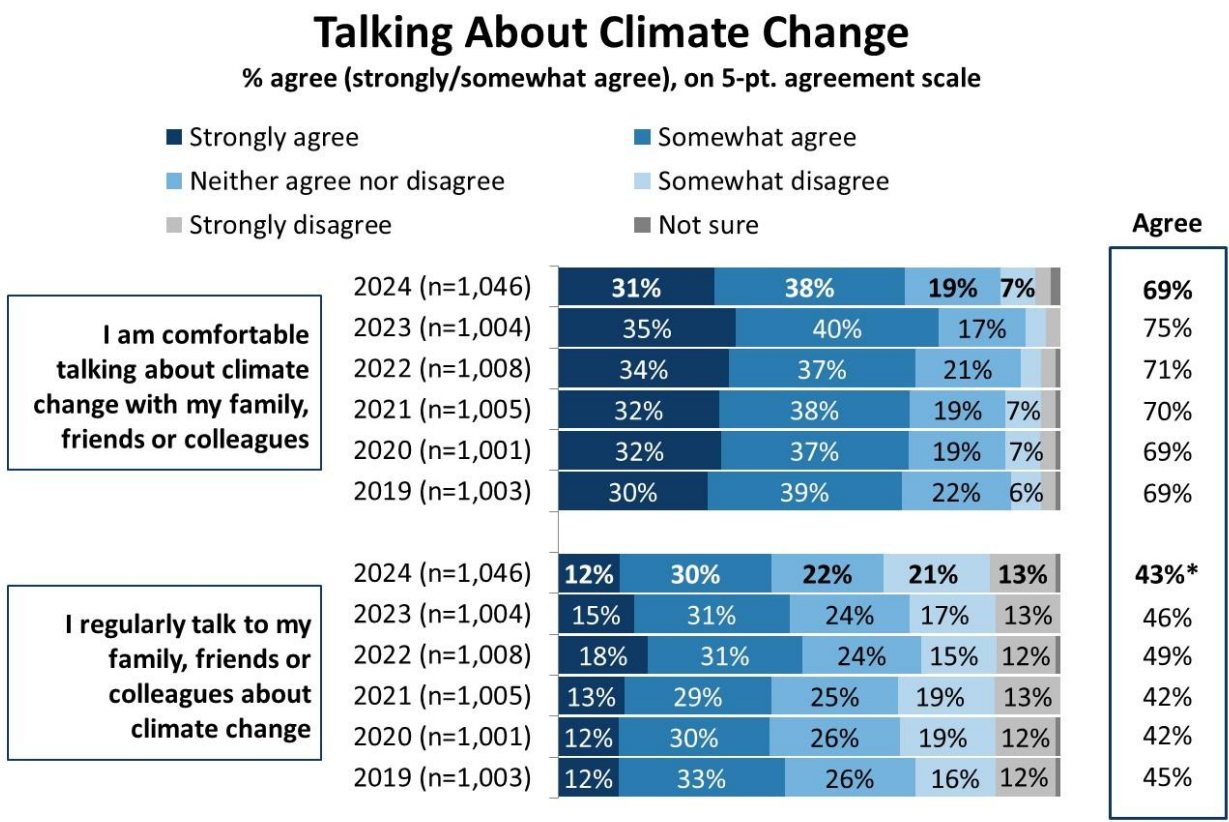
Talking About Climate Change

While seven in ten Edmontonians feel comfortable talking about climate change, far fewer discuss climate change on a regular basis.

Seven in ten Edmontonians (69%) feel comfortable talking about climate change with their family, with just over four in ten Edmontonians (43%) saying they regularly talk to their family, friends or colleagues about climate change.

Age plays a role in the likelihood of whether Edmontonians regularly talk to their family, friends, or colleagues about climate change. One-half of residents aged 18 to 34 (51%) regularly have these conversation, while four in ten residents aged 35 to 54, and 55 or over regularly talk to family, friends or colleagues about climate change (38% and 39%, respectively).

	Age		
	18-34	35-54	55+
Regularly talk to others about climate change	51%	38%	39%



Q.5a-b: To what extent do you agree or disagree with the following statements about climate change? *Mentions of 4% or less are represented as a bar. *Due to rounding.*



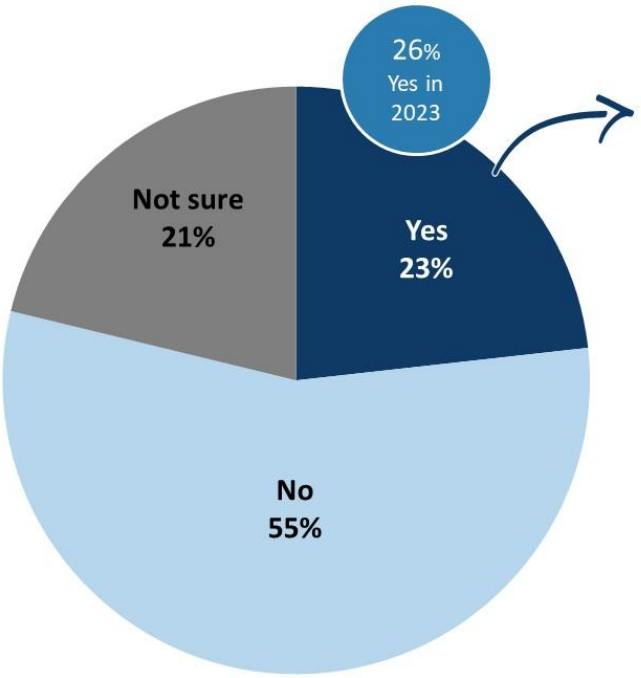
Climate Resilience

Similar to 2023, one-quarter of Edmonton residents have heard of the expression ‘climate resilience.’

Just over two in ten Edmontonians (23%) have heard of the expression “climate resilience.” Interestingly, unlike in 2023 when there were several notable demographic variations in terms of having heard of climate resilience (e.g., by gender), this year there are no notable demographic differences.

Various responses again were offered in 2024 regarding what ‘climate resilience’ means to Edmonton residents. Most notably Edmontonians believe the expression ‘climate resilience’ means to *anticipate/plan/prepare for consequences of climate change, to adapt to/mitigate environmental changes due to climate change, and to fight/prevent climate change from getting worse through decision making and changes in behaviour.*

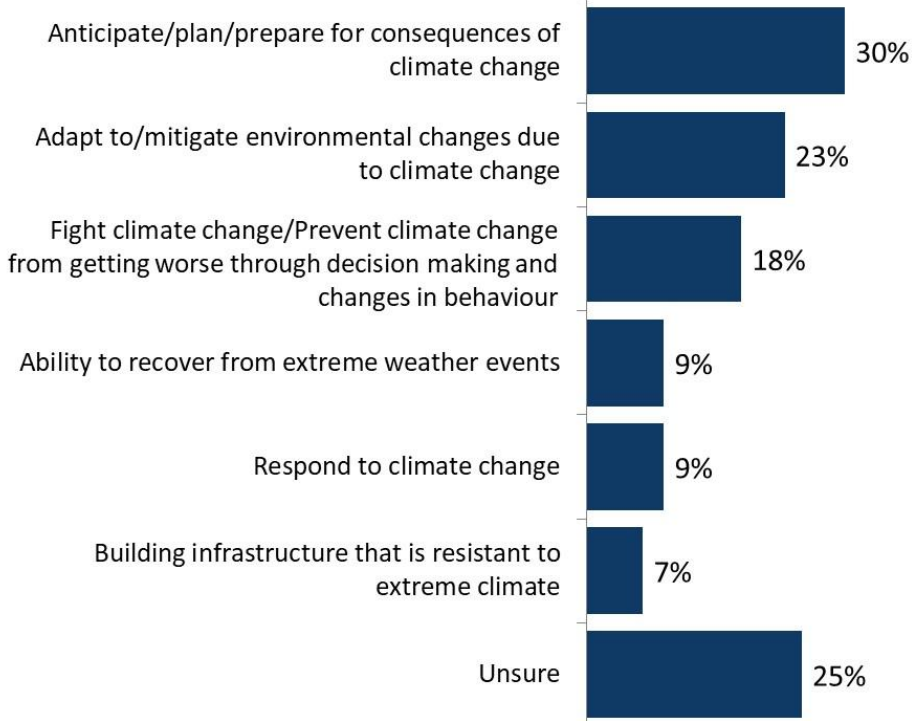
Heard of Expression “Climate Resilience”



Q.7MH: Prior to today, had you ever heard the expression “climate resilience”? (2023: n=1,004; 2024: n=1,046) | Q.7MI: [IF ‘YES’ IN Q.7MH] To the best of your knowledge, what does the expression “climate resilience” mean? (n=236) *New questions in 2023.*

What Expression “Climate Resilience” Means

Key unaided mentions among those who have heard of the expression





Economic and Employment Impacts

Residents feel similarly to 2023 concerning the impact of economic and employment factors on climate change.

As in 2023, two-thirds of Edmontonians (67%, down from 72% in 2022) agree that investing in energy efficiency provides job opportunities for Edmonton. Two-thirds of Edmonton residents (65%, down from 70% in 2021) agree that transitioning to renewable sources of energy provides job opportunities for Edmonton, while six in ten residents (59%, down from 66% in 2021) agree that efforts to prevent climate change present an economic opportunity for Edmonton.

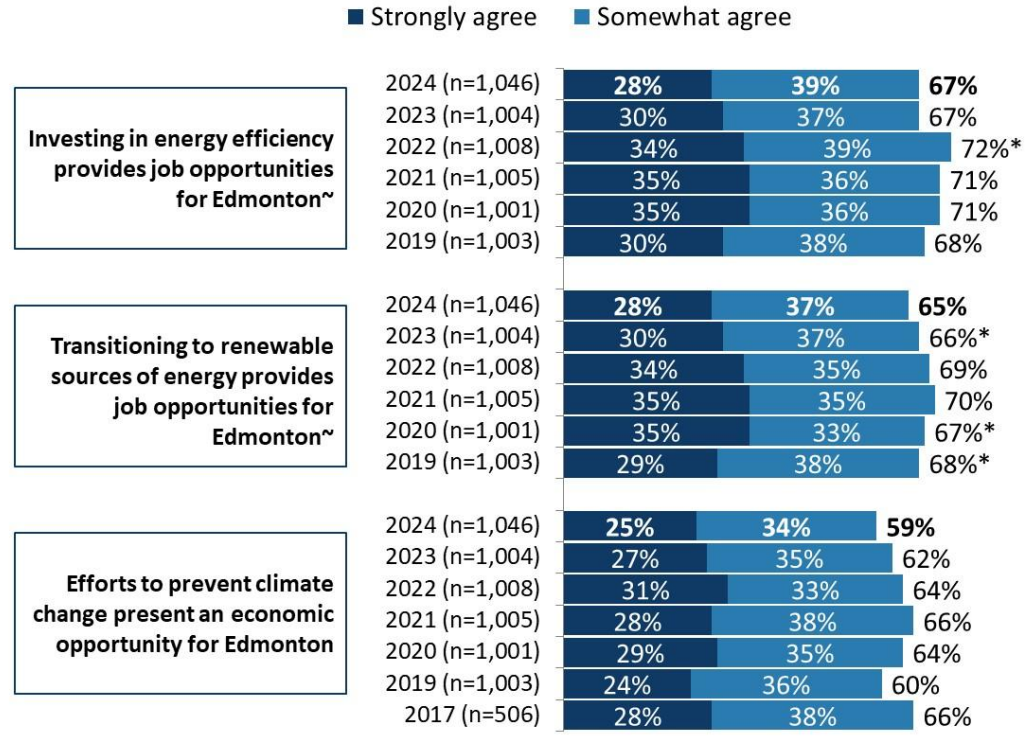
In all three areas of economic and employment impact, younger Edmonton residents are more likely than their older counterparts to agree. Specifically, just over seven in ten residents aged 18 to 34 (73%) agree that investing in energy efficiency provides job opportunities for Edmonton, while six in ten residents aged 55 or over (60%) agree. Interestingly, residents in the Southeast quadrant of Edmonton are more likely to agree with the sentiment that transitioning to renewable sources of energy provides economic opportunities, compared to those in other areas.

	Age		
	18-34	35-54	55+
Investing in energy efficiency	73%	69%	60%
Transitioning to renewable sources of energy	70%	68%	58%
Efforts to prevent climate change present an economic opportunity for Edmonton	66%	59%	51%

	Quadrant			
	Northwest	Northeast	Southwest	Southeast
Transitioning to renewable sources of energy provides job opportunities for Edmonton	67%	66%	58%	71%

Economic and Employment Impacts

% agree (strongly/somewhat agree), on 5-pt. agreement scale



Q.4a-c: To what extent do you agree or disagree with the following statements about climate change? *Due to rounding. ~New statement in 2019.



NARRATIVE
RESEARCH

Weather and Climate Change



Impact of Climate Change

Approximately seven in ten Edmontonians agree that climate change is linked to the increased frequency of extreme weather events, is affecting the weather, and is negatively impacting the health and wellbeing of individuals.

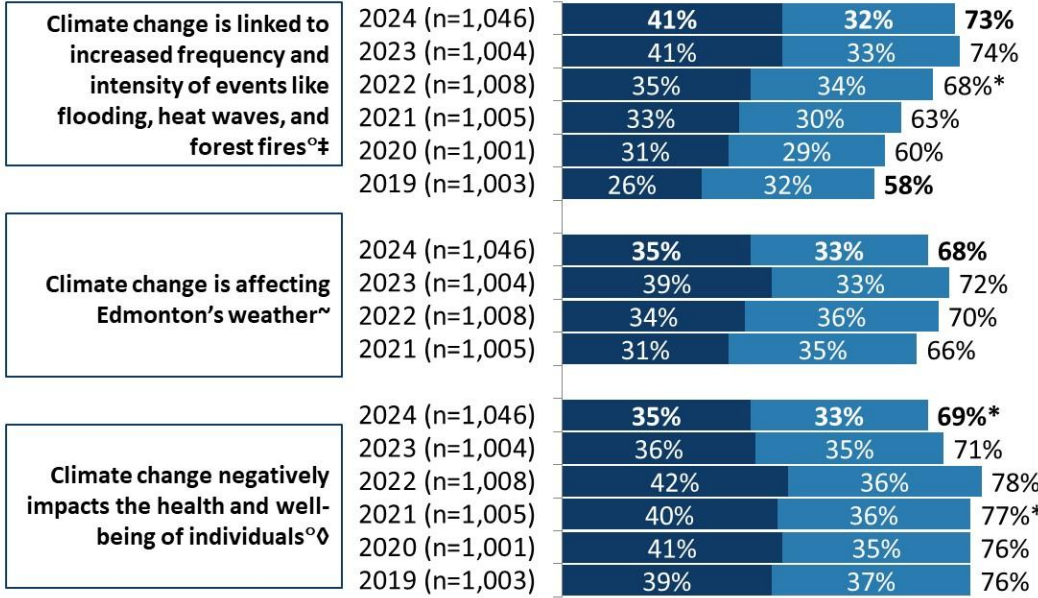
A sizable majority of Edmontonians (73%) agree that climate change is linked to increased frequency and intensity of events like flooding, heat waves, and forest fires. Similarly, seven in ten residents believe that climate change is affecting Edmonton’s weather, and that climate change negatively impacts the health and well-being of individuals (68% and 69%, respectively).

For all three impact questions, age range affects the likelihood of agreement.

	Age		
	18-34	35-54	55+
Climate change is linked to increased frequency and intensity of events like flooding, heat waves, and forest fires	81%	74%	65%
Climate change is affecting Edmonton’s weather	76%	67%	61%
Climate change negatively impacts the health and well-being of individuals	77%	69%	60%

Impact of Climate Change % agree (strongly/somewhat agree), on 5-pt. agreement scale

■ Strongly agree ■ Somewhat agree



Q.4m, n, q: To what extent do you agree or disagree with the following statements about climate change? *Due to rounding.
[◊]New statement in 2019. [~]New statement in 2021. [‡]Wording change in 2023, previously: “Human caused climate change is linked to events like tornados, flooding, hurricanes and mega forest fires.”. [◊]Wording change in 2023, previously: “Climate change impacts the health and well-being of individuals.”

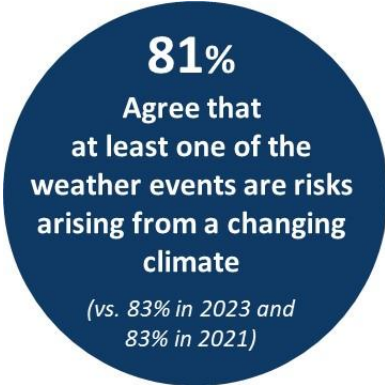


Impact of Climate Change on Weather Events

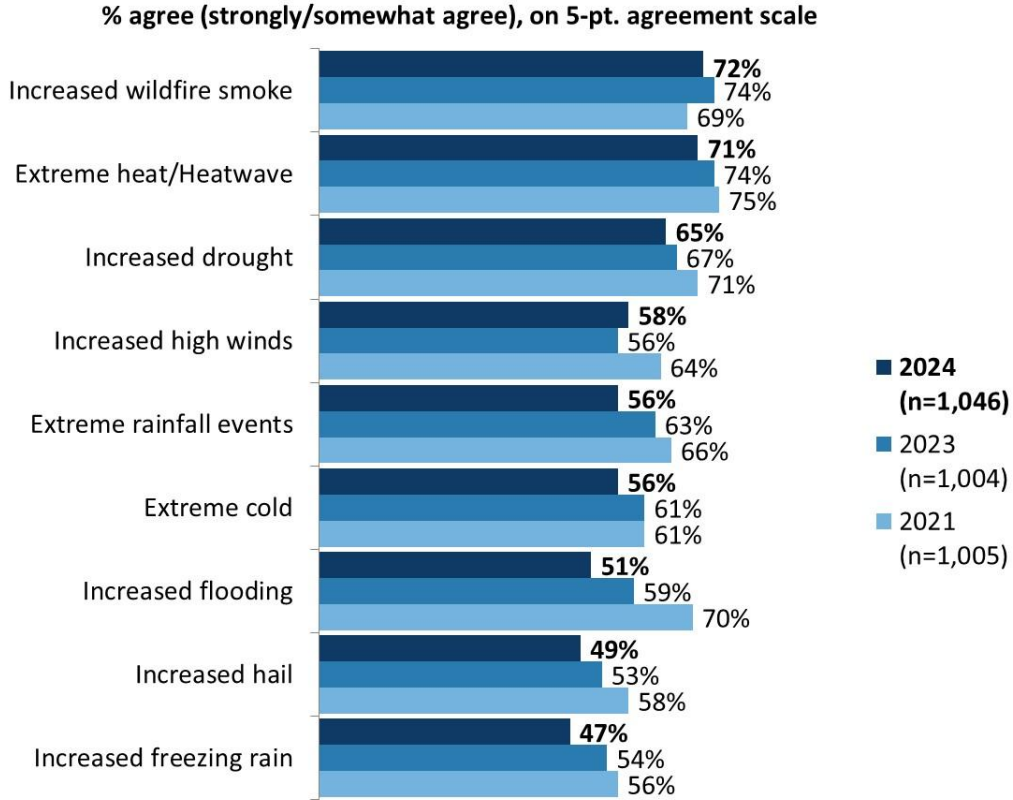
The majority of Edmontonians agree that one or more weather events are risks arising from a changing climate.

Similar to 2023, eight in ten Edmonton residents (81%) agree that weather events are risks arising from a changing climate. With the exception of one top event, *increased high winds*, fewer Edmontonians this year than in 2023 agree that the various events are a risk arising from climate change. The most notable decline is for increased flooding which is down 19 points from 2021, and 8 points from 2023.

Those under the age of 55 are more likely than those older to agree that weather events are risks arising from a changing climate. Similarly, women are more likely than men to agree that climate change has an impact on weather events.



Extent Agree that Weather Events are Risks Arising from a Changing Climate



Q.6a-i: To what extent do you agree or disagree that the following are risks arising from a changing climate? Note: New question in 2021. *Due to rounding.

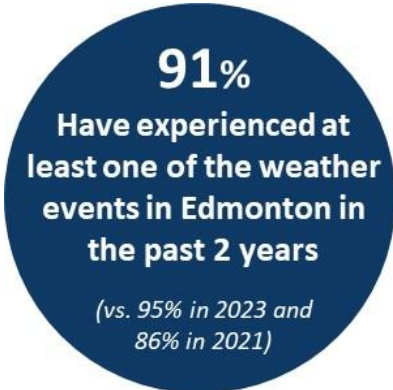


Impact of Climate Change on Weather Events

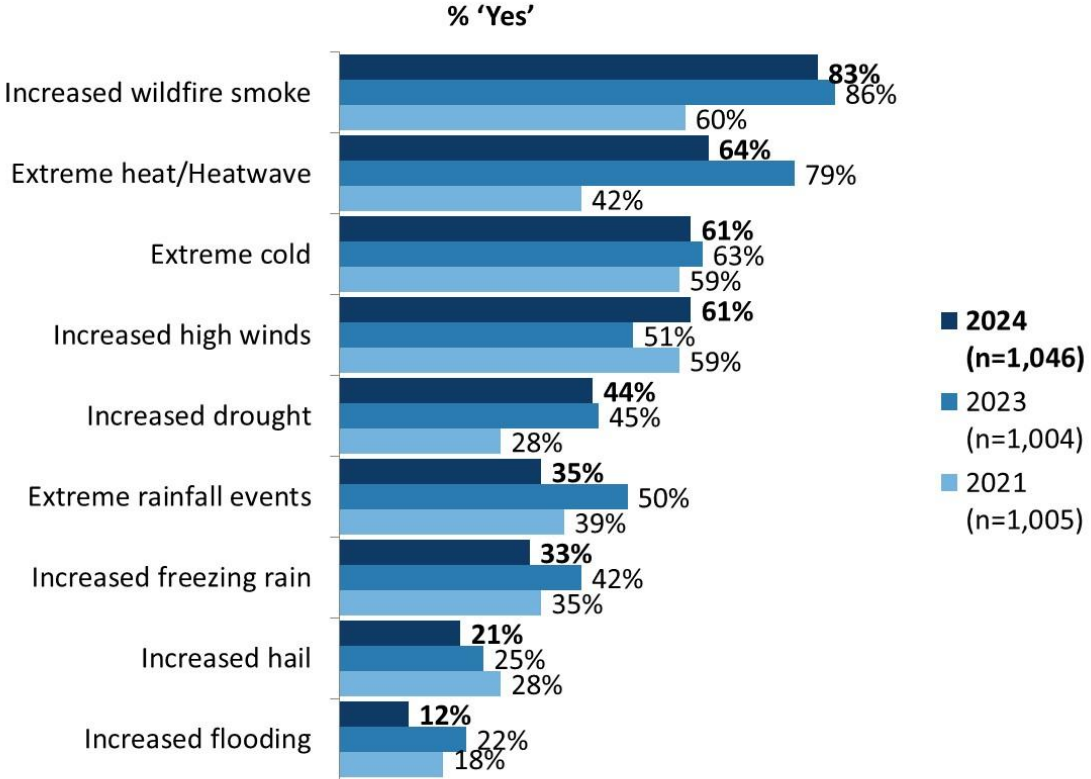
The vast majority of residents have experienced at least one extreme weather event, with the average resident experiencing four in Edmonton in the last two years.

Nine in ten Edmontonians (91%) have experienced at least one extreme weather event in the last two years. Increased wildfire smoke, extreme heat/heatwave, extreme cold, and increased high winds are the weather events most commonly experienced by Edmonton residents. More residents experienced high winds this year compared to 2023 (61%; 10 points up since 2023).

Edmontonians under the age of 55, women, and non-homeowners are the most likely to report a higher average number of events, as compared to their counterparts.



Experienced Weather Events in Edmonton in Past 2 Years



Q.7a-i: Have you experienced any of these weather events in Edmonton in the past 2 years? Note: New question in 2021.



Actions Taken

Three-quarters of Edmonton homeowners have taken action in their home or on their property (in terms of the examined activities).

Three-quarters of Edmonton homeowners (76%) have taken at least one action of the three examined activities in their home or on their property (as compared to 63% in 2023), with the average homeowner taking approximately two (1.9). Of those who have taken actions, the majority have trimmed weak and broken tree branches (65%). Less frequent actions among homeowners are landscaped with plants and trees that require less water (44%), secured loose shingles from winds (44%), and floodproofed property (35%).

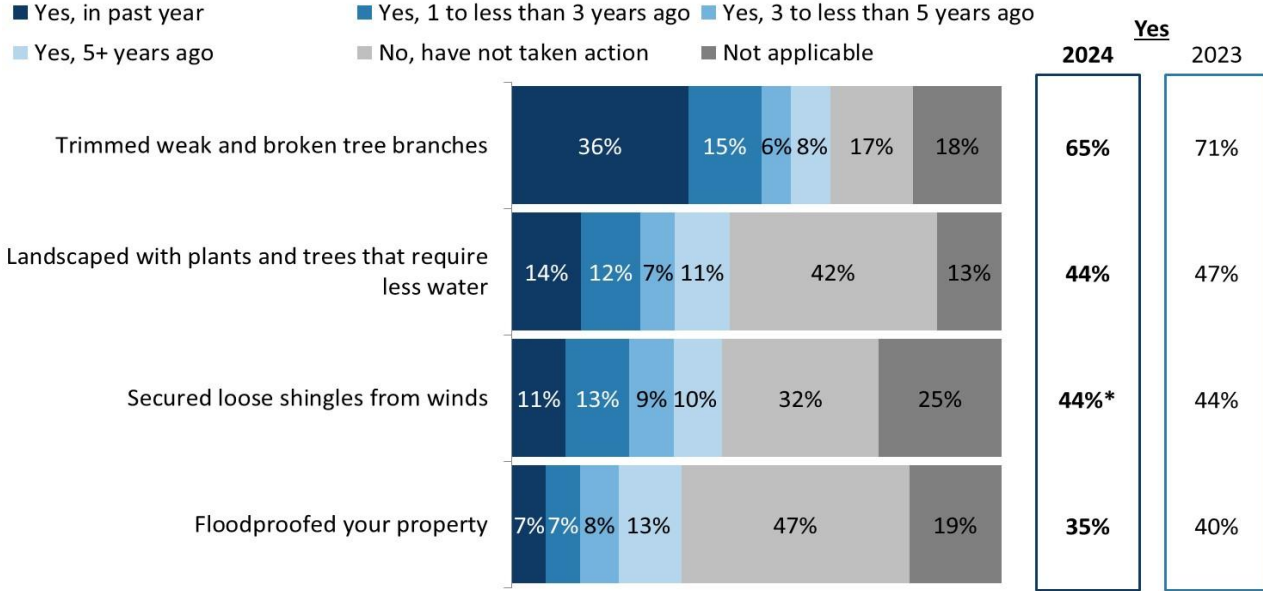
Homeowners in the Southeast quadrant of Edmonton are more likely than those elsewhere to secure loose shingles from winds and floodproof their property. Notably, homeowners aged 55 or over are more likely to trim weak and broken branches.

	Quad			
	Northwest	Northeast	Southwest	Southeast
Secured loose shingles from winds	41%	41%	42%	52%
Floodproofed property	37%	25%	34%	40%

	Age		
	18-34	35-54	55+
Trim weak and broken branches	60%	63%	70%



Actions Taken in Home or on Property
Among those who own their primary place of residence in Edmonton



Q.7Ma, b, f, g: [IF OWN PRIMARY PLACE OF RESIDENCE IN EDMONTON IN Q.7L] Which of the following actions have you taken in your home or on your property? (2023: n=697; 2024: n=687) *New question in 2023. *Due to rounding.*



Actions Taken

Similar to 2023, just over six in ten Edmontonians have taken at least one action in their home or on their property (in terms of the examined activities).

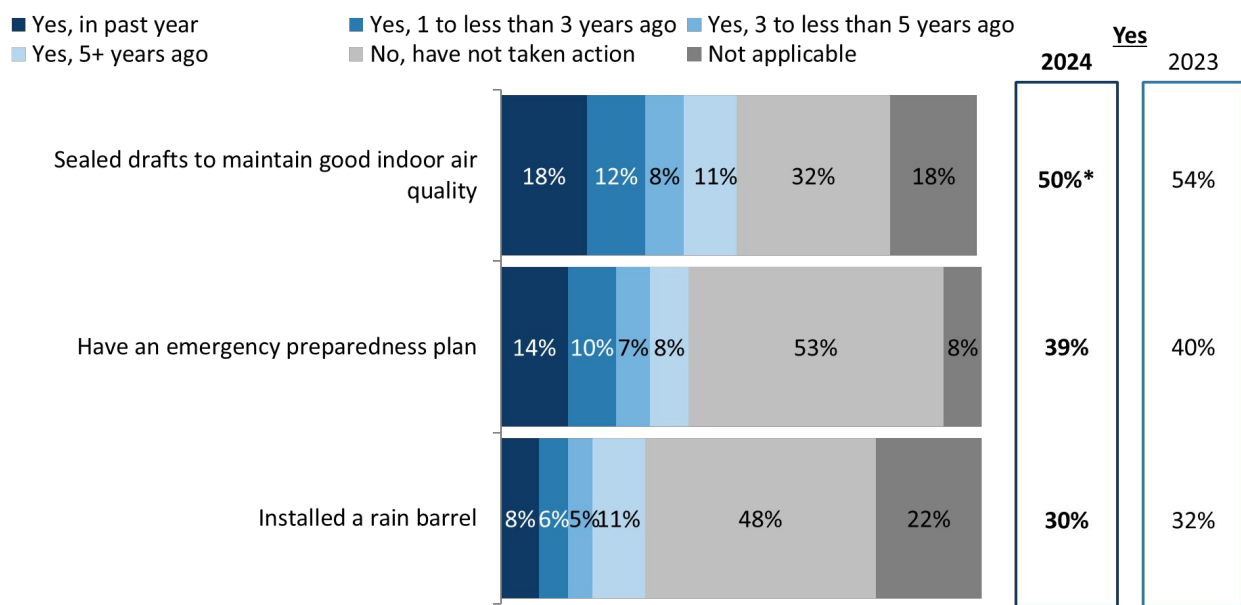
Just under two-thirds (64%) of Edmontonians have taken at least one of three examined actions on their home or property within the last year. One-half (50%) have sealed drafts to maintain good indoor air quality, four in ten (39%) have an emergency preparedness plan, and three in ten (30%) have installed a rain barrel. The average Edmontonian has taken one of these three actions in their home or on their property.

Interestingly, those aged 18 to 34 are less likely to seal drafts to maintain good indoor air quality, as compared to their counterparts. Specifically, four in ten of those aged 18 to 34 (42%) take this action, while over one-half (55%) of those aged 55 or over take this same action.

	Age		
	18-34	35-54	55+
Sealed drafts to maintain good indoor air quality	42%	52%	55%



Actions Taken in Home or on Property

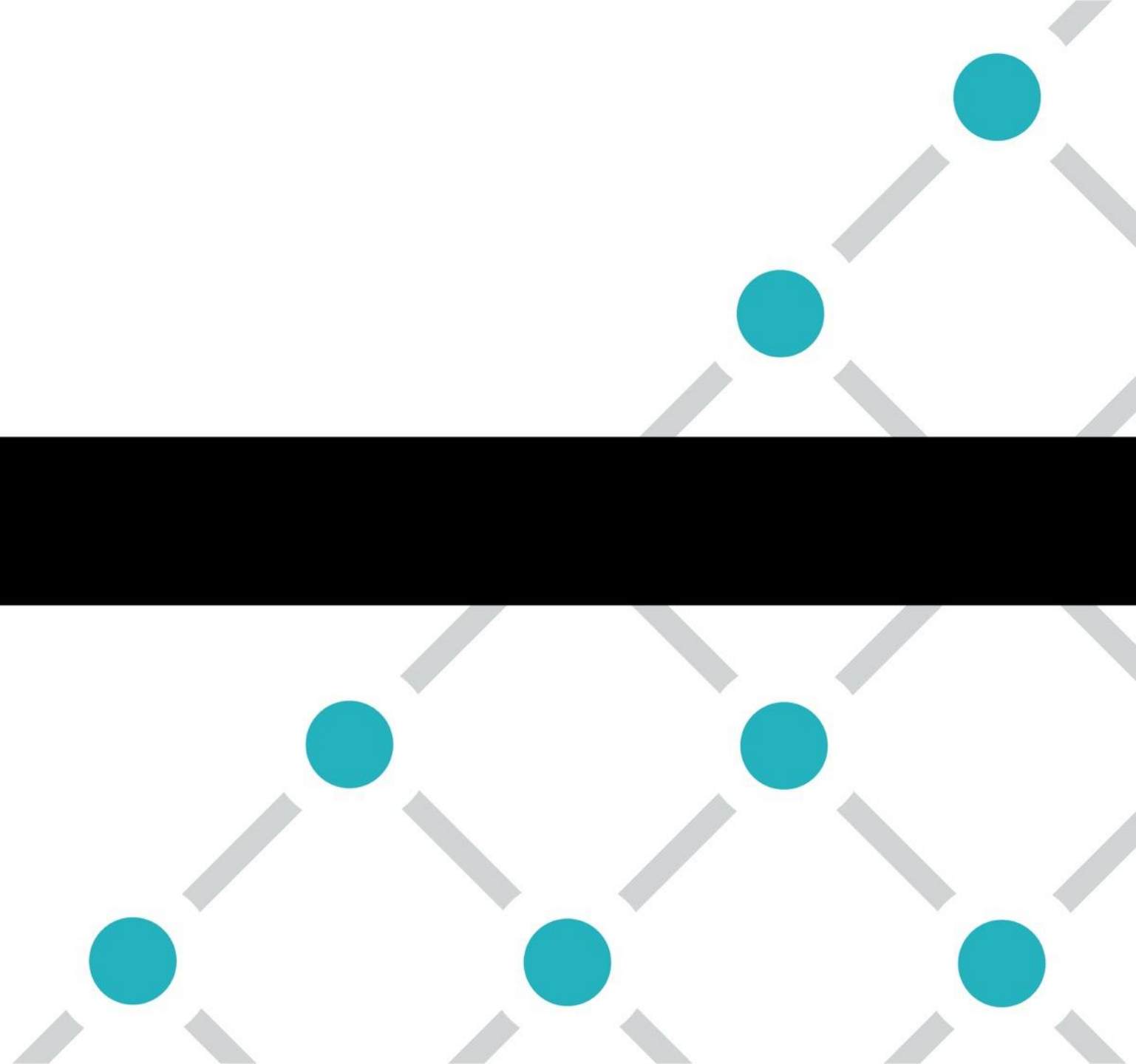


Q.7Mc-e: Which of the following actions have you taken in your home or on your property? (2023: n=1,004; 2024: n=1,046) *New question in 2023. *Due to rounding.*



NARRATIVE
RESEARCH

Energy Efficiency





Taken Actions to Increase Energy Efficiency in the Home

Reflecting a decrease from 2023, just over four in ten Edmontonians have taken actions to increase the energy efficiency of their home in the past year.

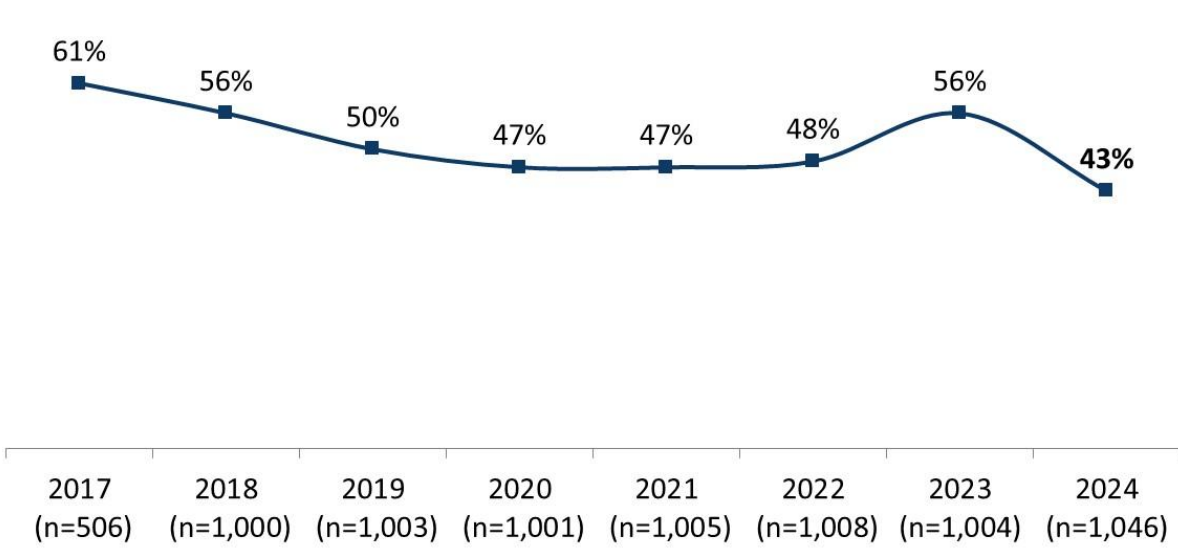
Recording the lowest percentage since the survey began, fewer Edmonton residents have taken actions to increase their home’s energy efficiency within the past year (43%; 13 points down).

Edmontonians who live in condos/apartments are less likely to have taken action in the past year to increase their home’s energy efficiency.

	Home Type		
	Fully detached house	Semi-detached/Duplex/Townhouse/Row house	Condo/Apartment
Agree	46%	48%	35%

Taken Actions to Increase Home’s Energy Efficiency in Past Year

% ‘Yes’



Q.8: Have you taken any actions to increase the energy efficiency of your home in the past year?



Actions Taken to Increase Energy Efficiency in the Home

Compared to results from 2023, notably fewer Edmontonians have taken actions to increase the energy efficiency of their home (although the question approached has changed).

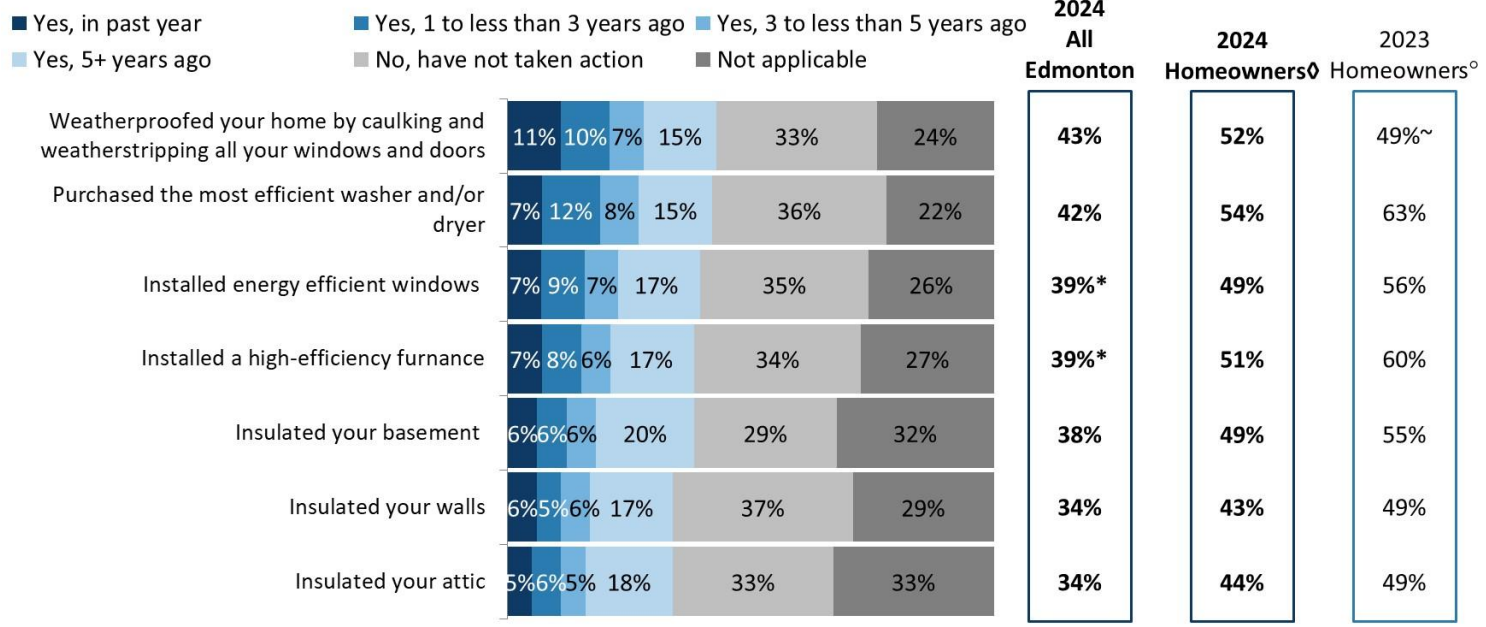
In 2024 a decision was made to pose the Question 9 sequence of questions to all Edmonton residents, whereas in previous years these questions had been posed exclusively to homeowners in the city. When provided aided examples, the majority of Edmontonians (70%) in 2024 indicate they have taken actions in their home to minimize their impact on climate change. On average, residents have taken approximately three of 11 actions in their home. The most common actions taken by Edmontonians are weatherproofed home by caulking and weatherstripping doors and windows (43%), purchased the most efficient washer and/or dryer (42%), installed energy efficient windows, and installed a high-efficiency furnace (39% for each). Among population sub-groups, residents with higher household incomes, those who are homeowners, and those who live in fully-detached homes are more likely to have taken action on their home compared to their counterparts.

70%
Have ever taken actions in home
(vs. 87% in 2023)

3.4
Average number of actions ever taken in home
(vs. 4.2 in 2023)

In 2023 this question was only asked to those who own their primary place of residence in Edmonton.

Actions Taken in Home



Q.9b, c, e-m: Which of the following actions have you taken in your home? (n=1,046) *New question in 2023.* ° In 2023 this question was only asked to those who own their primary place of residence in Edmonton (n=697). ~Asked to all respondents (2023: n=1,004). *Due to rounding. ∅(n=687).



Actions Taken to Increase Energy Efficiency in the Home (contd.)

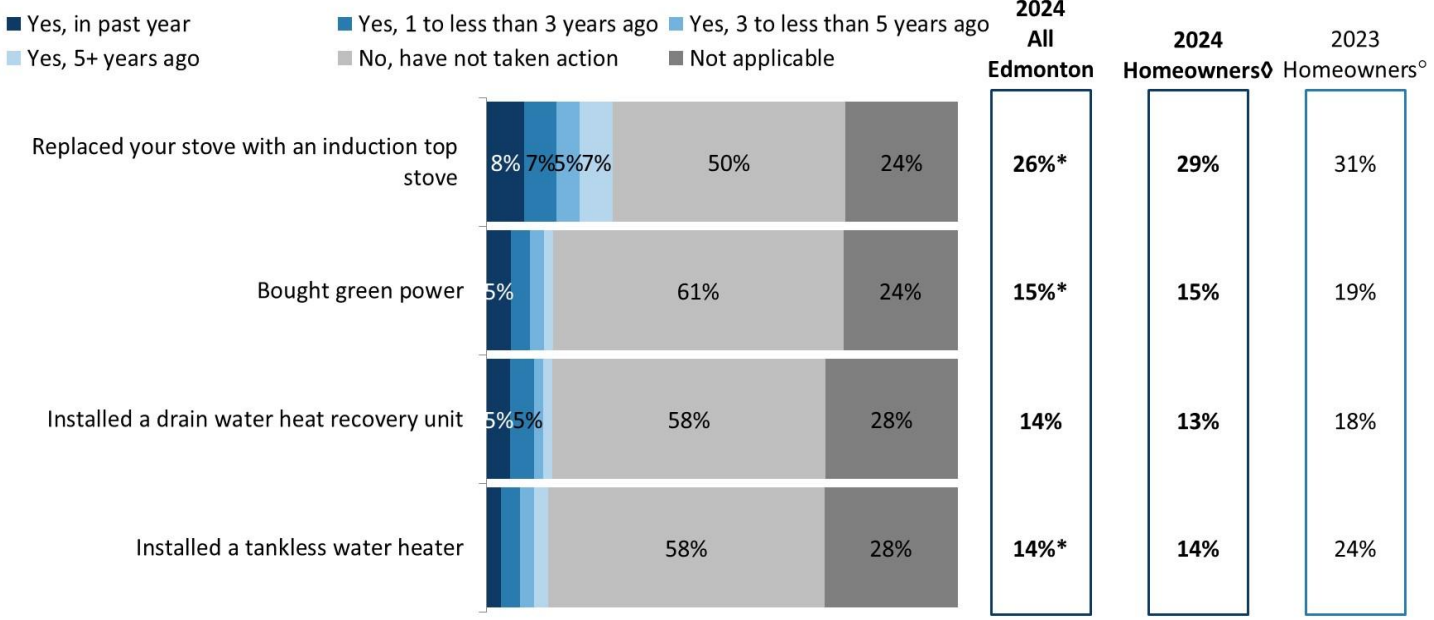
Least prevalent among the actions taken in the home at some point in the past are installing a tankless water heater, installing a drain water heat recovery unit, and buying green power.

Less prevalent actions taken by Edmontonians (not just homeowners, a change in the survey question in 2024) at some point in the past include *replacing your stove with an induction top stove (26%), bought green power (15%), installed a drain water heat recovery unit (14%), and installed a tankless water heater (14%)*. Younger Edmontonians are more likely to be among the residents who have taken these actions at some point in the past, as compared to older generations.

Analysis of 2023 Versus 2024 Solely for Homeowners

Presented here is a Question 9 analysis whereby 2023 and 2024 survey results are compared ‘apples to apples’ solely amongst Edmonton’s homeowner population surveyed in those two years. Other than ever having *weatherproofed their homes by caulking and weatherstripping doors and windows (52%; up 3 points in 2024)*, fewer homeowners in 2024 reported ever having taken these energy-saving actions, as compared to results from the 2023 survey’s homeowners. The actions with the greatest declines among 2024 homeowners include ever having *installed a tankless water heater (14%; down 10 points)*, ever having *purchased the most efficient washer/dryer (54%; down 9 points)*, ever having *installed a high-efficiency furnace (51%; down 9 points)*, and ever having *installed energy efficient windows (49%; down 7 points)*.

Actions Taken in Home



Q.9b, c, e-m: Which of the following actions have you taken in your home? (n=1,046) *New question in 2023.* ^oIn 2023 this question was only asked to those who own their primary place of residence in Edmonton (n=697). *Due to rounding. Mentions of 4% or less are represented as a bar. ⁰(n=687).



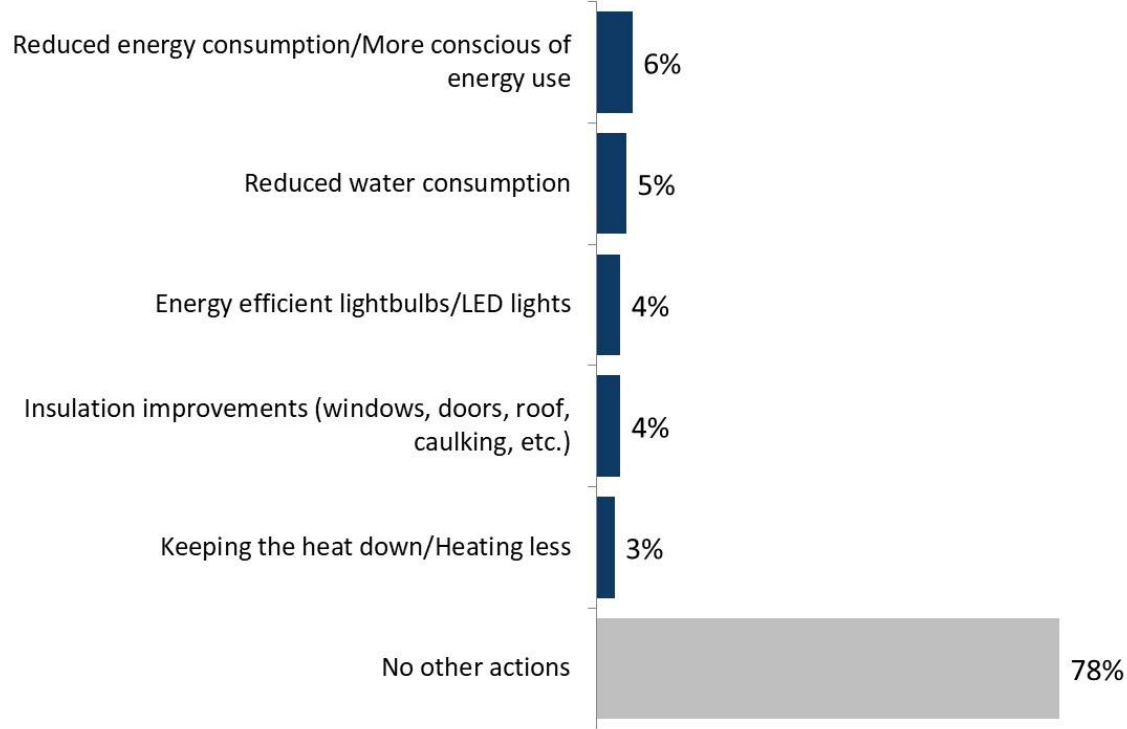
Actions Taken to Increase Energy Efficiency in the Home

Relatively few Edmonton residents identified other actions they take to increase energy efficiency in their home.

When asked what other actions they may have taken in their home in the past year, just under eight in ten (78%) did not provide any specific responses. Among the small percentage provided responses, other actions taken include *reduced energy consumption/more conscious of energy use (6%), reduced water consumption (5%), energy efficient lightbulbs/LED lights (4%), and insulation improvements (4%).*

Other Actions Taken in Home

Key unaided mentions



Q.9o: What, if any, other actions of this type have you taken in your home in the past year? (n=852) *This question was optional.*



Actions to Reduce Climate Change Impact

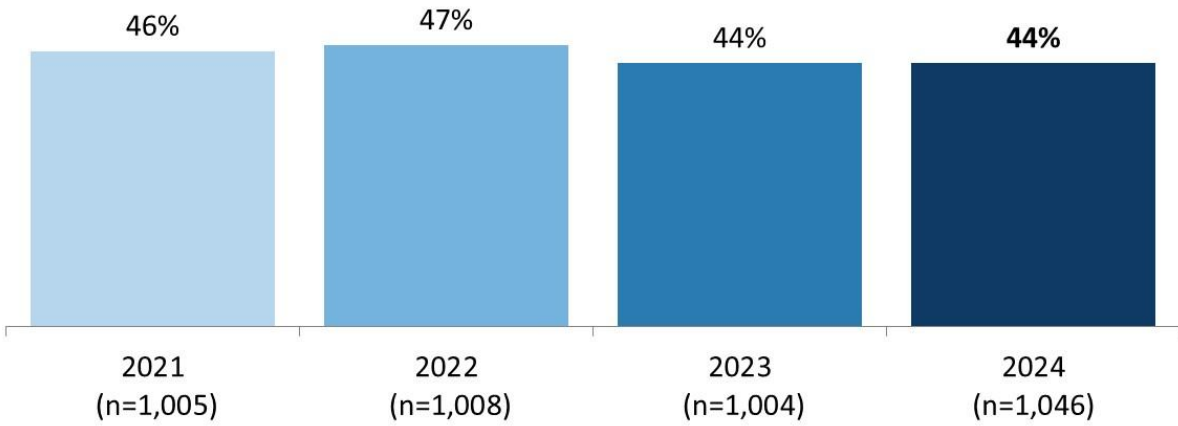
Just over four in ten Edmontonians have taken actions to reduce impact on climate change in the past year.

The likelihood of having taken actions, not including home efficiency upgrades, to reduce impact on climate change in the past year is on par with 2023 (44%).

In the past year, younger Edmonton residents are more likely to take action to reduce their impact on climate change. Specifically, just over one-half of Edmontonians aged 18 to 34 (52%) have taken action to reduce their impact, while just over one-third of residents aged 55 or over (35%) have taken action.

	Age		
	18-34	35-54	55+
Agree	52%	44%	35%

Taken Actions to Reduce Impact on Climate Change in Past Year % 'Yes'



Q.10: Have you taken any [IF 'YES' IN Q.8: Other] actions to reduce your impact on climate change in the past year?
New question in 2021.



Actions to Reduce Climate Change Impact

Consistent with results from the past two years, virtually all Edmontonians have taken one or more of the examined actions in the past year to reduce their impact on climate change.

The vast majority of Edmonton residents (97%) have taken actions in the past year to reduce their impact on climate change. Out of 13 different actions, Edmontonians took on average just over seven actions (7.4) last year.

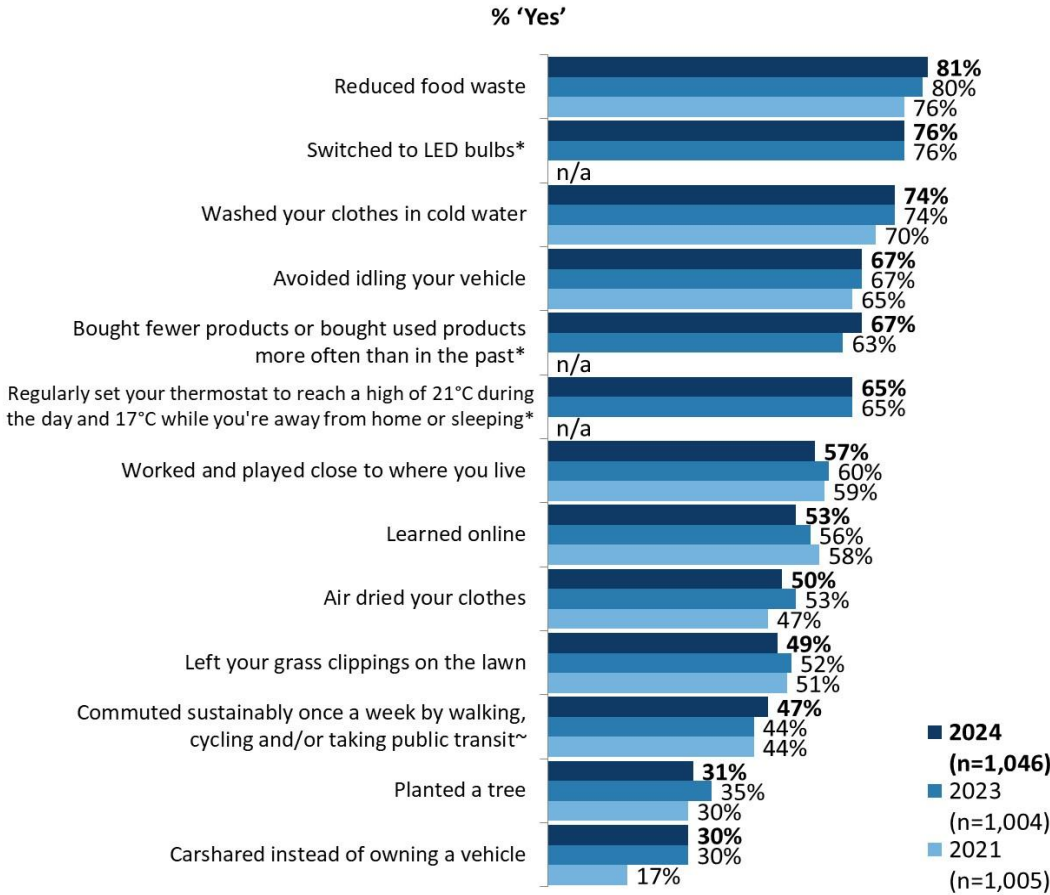
The most common actions taken in the past year are *reduced food waste* (81%), *switching to LED bulbs* (76%), and *washing clothes in cold water* (74%). The least common actions include *carshared instead of owning a vehicle* (30%) and *planted a tree* (31%).

The average number of actions is elevated among women, those 18 to 54, and those with higher household incomes. Across home types, the number of actions are highest among those in semi-detached/duplex/townhouse homes, and lowest among those in a condo or apartment. Across quadrants, the average is highest in the Southeast and lowest in the Southwest.



**Previously out of 14 actions (2021). Currently (2023-2024) out of 13 statements.

Actions Taken in Past Year



Q.11a-o: Which, if any, of the following actions have you taken in the past year? *New question in 2021. Slight question wording change in 2023. *New question in 2023. ~Slight wording change in 2023, previously 'and' instead 'and/or'.*

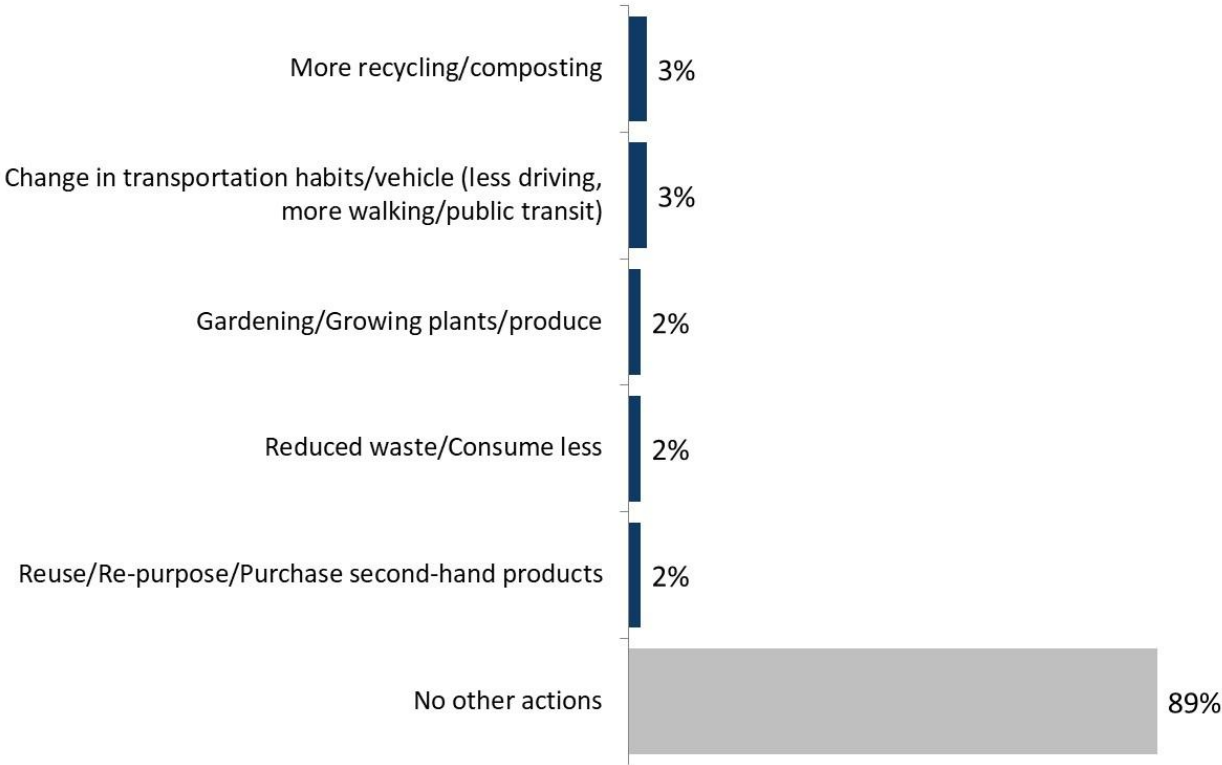


Actions to Reduce Climate Change Impact

Most Edmontonians (89%) identified no other actions that they have taken to reduce their climate action in the past year.

Other Actions Taken in Past Year

Key unaided mentions



Q.11p: What, if any, other actions of this type have you taken in the past year? (n=870). This question was optional.



Programs

Similar to 2023, one-half of Edmontonians agree that the programs available to encourage households to reduce energy use are very helpful.

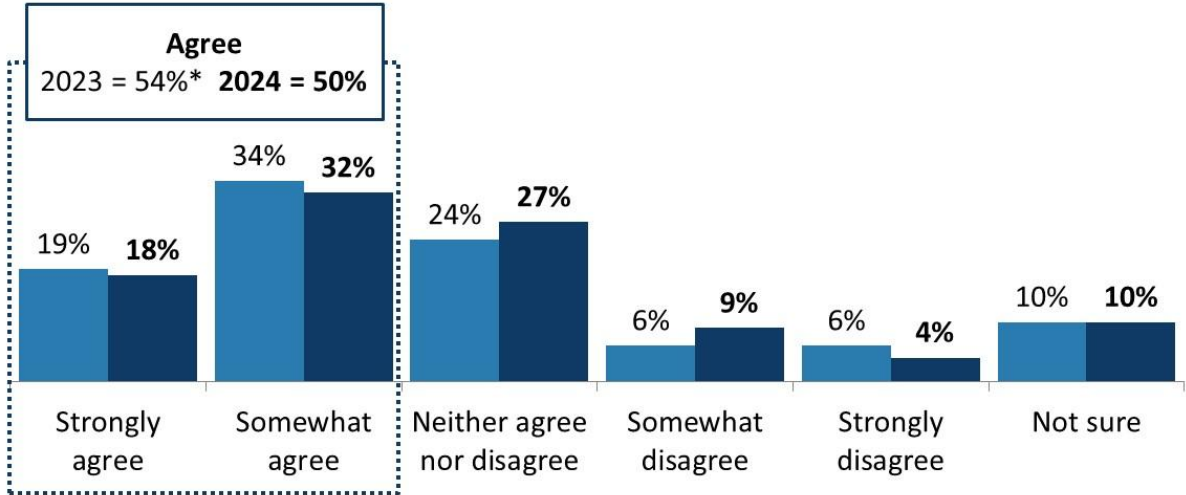
One-half of Edmontonians (50%) agree that programs available to encourage households to reduce energy use are very helpful.

Edmontonians in the Southeast quadrant are more likely to agree that programs available are very helpful, as compared to those in other quadrants.

	Quadrant			
	Northwest	Northeast	Southwest	Southeast
Agree	48%	47%	48%	58%

The Programs Available to Encourage Households to Reduce Energy Use Are Very Helpful

■ 2023 (n=1,004) ■ 2024 (n=1,046)



Q.16AK: To what extent do you agree or disagree with the following statements? *New question in 2023. *Due to rounding.*



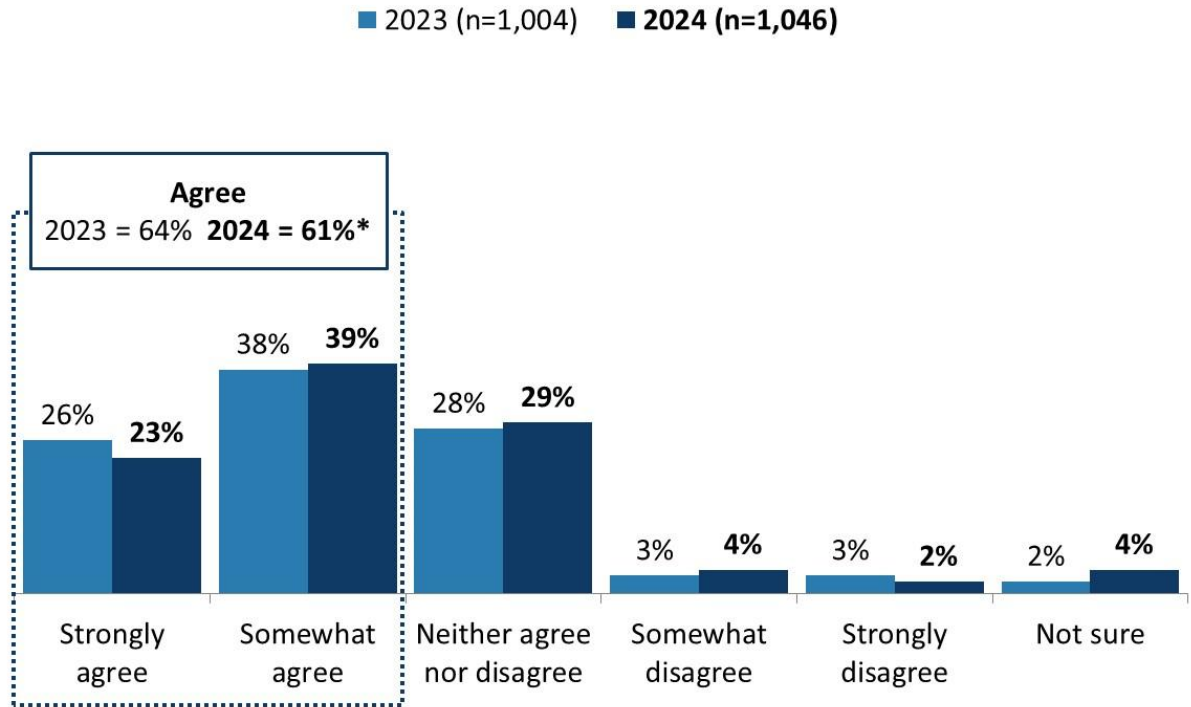
Energy Efficiency Sentiment

Following a similar pattern to 2023, six in ten Edmontonians are proud to be energy efficient.

Six in ten Edmonton residents (61%) are proud to be energy efficient, with just over two in ten (23%) strongly agreeing and four in ten (39%) somewhat agreeing. Edmontonians under the age of 55 are more likely to agree that they are proud to be energy efficient, as compared to their older counterparts.

	Age		
	18-34	35-54	55+
Agree	65%	64%	55%

I Am Proud to Be Energy Efficient



Q.16AA: To what extent do you agree or disagree with the following statements? *New question in 2023. *Due to rounding.*

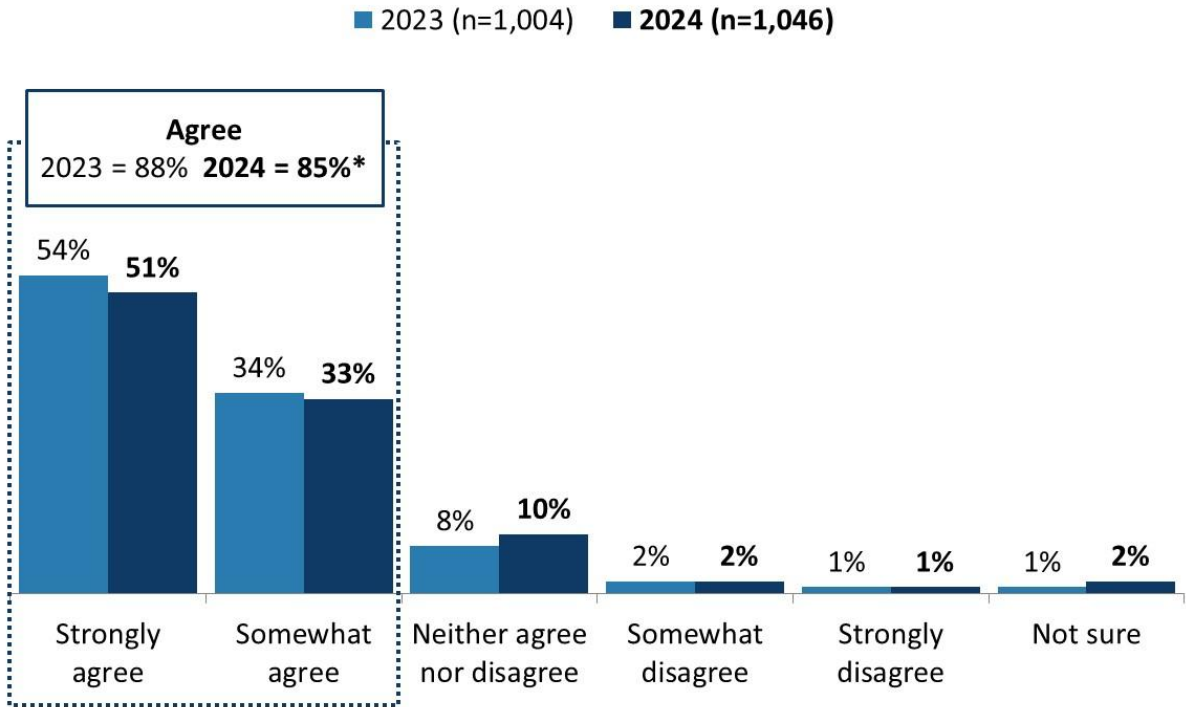


Spending

The vast majority of Edmontonians agree that they want to feel like they are in control of their spending.

Over eight in ten residents (85%) agree that they want to feel like they are in control of their spending, while one-half (51%) strongly agree and one-third (33%) somewhat agree. Agreement is similarly robust across the population sub-groups.

I Want to Feel Like I Am in Control of My Spending



Q.16AH: To what extent do you agree or disagree with the following statements? *New question in 2023. *Due to rounding.*



Environmental Activism

Three in ten Edmonton residents consider themselves to be an activist on behalf of the environment, a modest decline over the past year.

Three in ten Edmonton residents (30%) would consider themselves an activist on behalf of the environment. One in ten (10%) strongly agree that they would consider themselves an activist, while two in ten (20%) somewhat agree.

There are notable differences among sub-populations. Younger Edmontonians are more likely to consider themselves activists on behalf of the environment. Specifically, four in ten Edmonton residents (41%) between the ages of 18 and 34 agree, while two in ten residents aged 55 or over agree. Just over one-third of non-homeowners (36%) agree while in contrast one-quarter of homeowners (26%) agree with the sentiment.

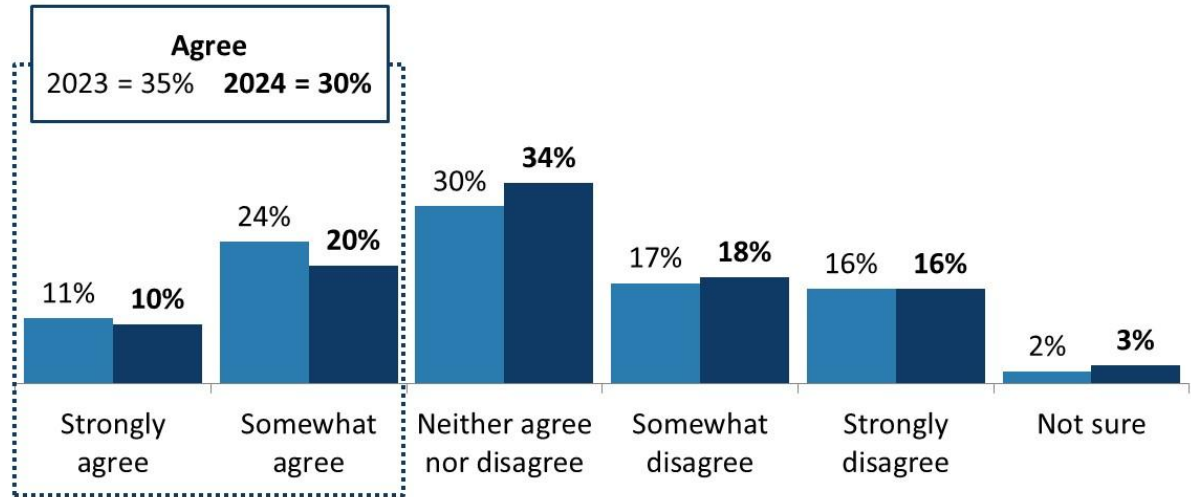
	Age			Homeowner	
	18-34	35-54	55+	Yes	No
Agree	41%	28%	20%	26%	36%

Residents with some post-secondary education are less likely to agree with the statement, while those with a high school diploma or less are most likely to agree.

	Education		
	High school or less	Some post-secondary	Grad post-secondary
Agree	35%	24%	30%

I Consider Myself an Activist on Behalf of the Environment

2023 (n=1,004) 2024 (n=1,046)



Q.16AI: To what extent do you agree or disagree with the following statements? *New question in 2023.*



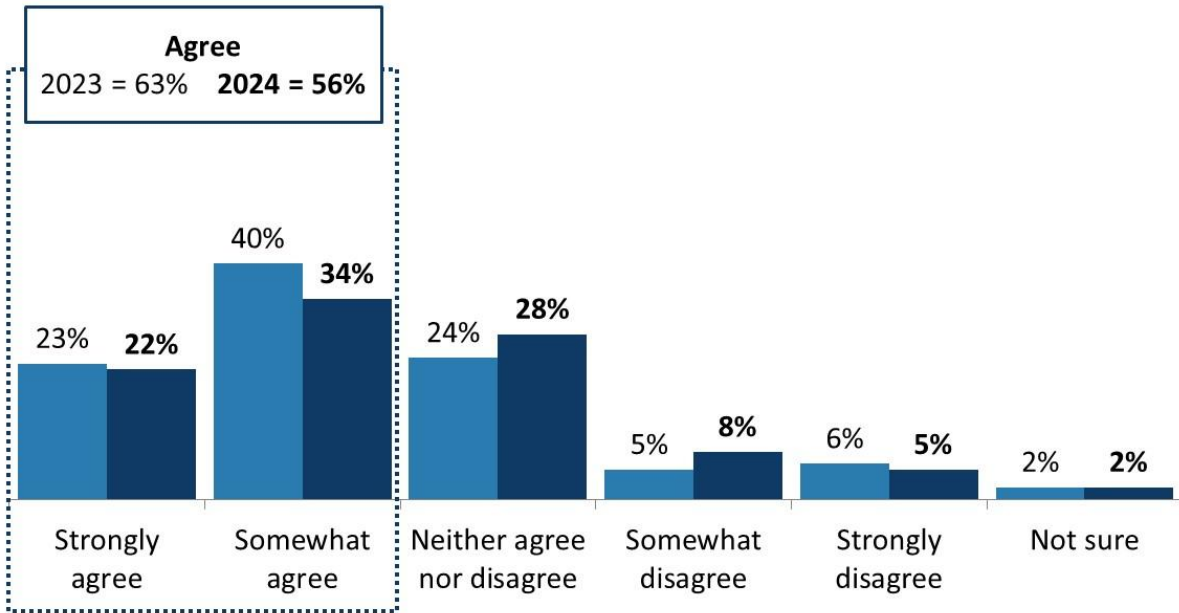
Societal Contribution

While fewer Edmontonians this year want to feel like they are contributing something to society and thus they reduce their home energy use, the majority still agree.

Over one-half of Edmonton residents (56%) agree that they want to feel like they are contributing to society at large, so they reduce their home energy use. Two in ten residents (22%) strongly agree with this statement, while one-third (34%) somewhat agree. Levels of agreement with this statement are similar across the population sub-groups.

I Want to Feel Like I Am Contributing Something to Society at Large, So I Reduce My Home Energy Use

■ 2023 (n=1,004) ■ 2024 (n=1,046)



Q.16AL: To what extent do you agree or disagree with the following statements? *New question in 2023.*



Home Energy Costs

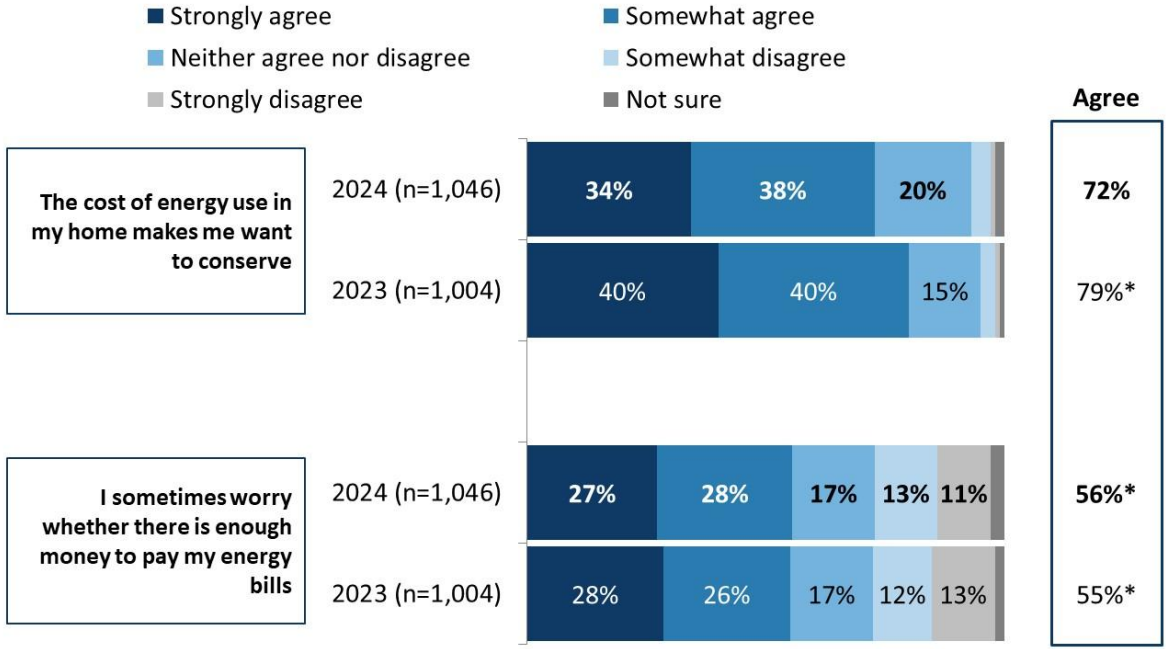
The majority of Edmonton residents agree that the cost of energy use in their home makes them want to conserve, and that they sometimes worry whether there is enough money to pay the bills.

Seven in ten Edmonton residents (72%) agree that *the cost of energy use in my home makes me want to conserve*, a decline from 2023. Just over one-half of residents (56%) *sometimes worry whether there is enough money to pay my energy bills*. Interestingly, while levels of agreement with the statement that *cost of energy use in my home makes me want to conserve* are similar across the population sub-groups, in contrast there are many sub-group differences among those who *sometimes worry whether there is enough money to pay their energy bills*. Younger Edmontonians, those with lower household incomes and less formal education are more likely to *sometimes worry*. Regionally, those in the Southeast quadrant are more likely to agree than residents in other quadrants. Non-homeowners and those in semi-detached homes are more likely to agree with the statement than their counterparts.

	Age			Household Income			Education		
	18-34	35-54	55+	Up to \$60,000	\$60,001 to \$100,000	More than \$100,000	High school or less	Some post-secondary	Grad post-secondary
Agree	63%	62%	42%	66%	52%	44%	64%	51%	55%

	Quadrant				Homeowner		Home Type		
	North west	North east	South west	South east	Yes	No	Fully detached house	Semi-detached/Duplex/Townhouse/Row house	Condo/Apartment
Agree	52%	54%	53%	66%	51%	63%	53%	69%	53%

Home Energy Costs



Q.16AB-C: To what extent do you agree or disagree with the following statements? *New questions in 2023. *Due to rounding. Mentions of 4% or less are represented as a bar.*



Home Energy Use

Over one-half of Edmonton residents believe they could use less energy in their home by making a few home improvements, and fewer than four in ten don't know enough about ways to reduce their home's energy use. Both results have trended down since 2023.

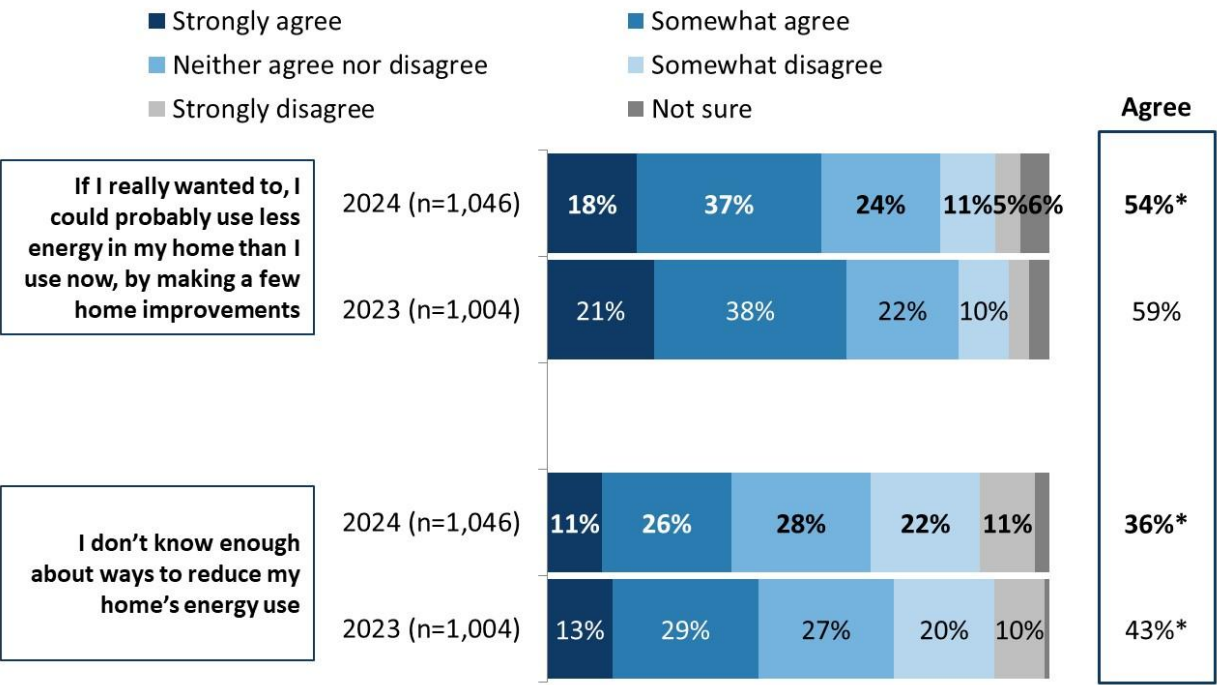
Over one-half of residents (54%) agree that they could use less energy in their home than they use now, by making a few improvements, while just over one-third (36%) believe they don't know enough about ways to reduce my home's energy use. Across both statements, younger Edmonton residents are most likely to agree.

	Age		
	18-34	35-54	55+
I could probably use less energy in my home by making a few home improvements	61%	61%	41%
I don't know enough about ways to reduce my home's energy use	49%	36%	24%

Those with a lower household income and less formal education are more likely to agree that they don't know enough about ways to reduce their home's energy use. Edmonton residents who don't own their homes are more likely to agree with this sentiment.

	Household Income			Education			Homeowner	
	Up to \$60,000	\$60,001 to \$100,000	More than \$100,000	High school or less	Some post-secondary	Grad post-secondary	Yes	No
Agree	42%	35%	30%	47%	36%	33%	31%	44%

Home Energy Costs



Q.16AD and J: To what extent do you agree or disagree with the following statements? *New questions in 2023. *Due to rounding. Mentions of 4% or less are represented as a bar.*



Home Energy Use Reduction

While a considerable percentage of Edmontonians agree that reducing home energy use is important so as to save money and protect the environment, under one-half agree that the most important reason for reducing energy use is to improve the comfort of their home.

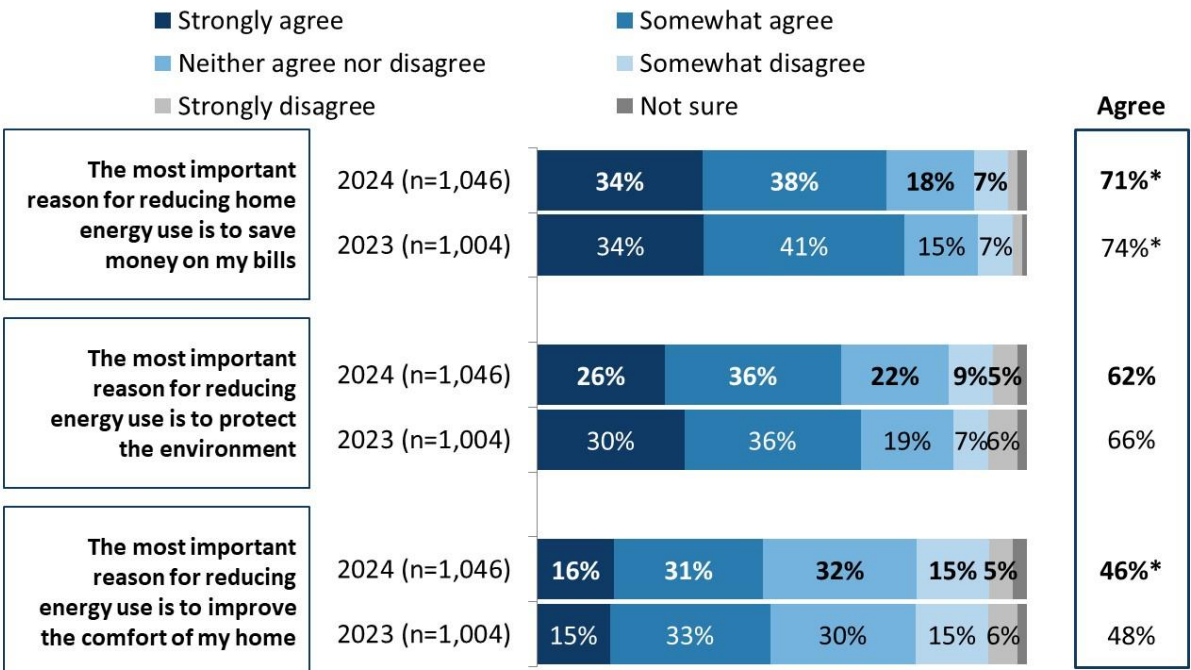
Seven in ten Edmontonians (71%) agree that the *most important reason for reducing their home energy use is to save money on their bills*, six in ten residents (62%) agree that *the most important reason for reducing energy use is to protect the environment*, while just under one-half (46%) believe *the most important reason for reducing energy use is to improve the comfort of their home*.

Edmonton residents in the Southwest are least likely to agree that the most important reason for reducing home energy use is to save money on their bills. Specifically, three-quarters of Southeast residents (76%) agree with this statement while two-thirds of Southwest residents (65%) agree with it. Edmontonians with less than a high school diploma, as compared to their counterparts, tend to more so agree that the most important reason for reducing energy use is to improve the comfort of their home.

	Quadrant			
	Northwest	Northeast	Southwest	Southeast
Most important reason for reducing home energy is to save on bills	72%	73%	65%	76%

	Education		
	High school or less	Some post-secondary	Grad post-secondary
The most important reason for reducing energy use is to improve home comfort	55%	45%	44%

Reducing Home Energy Use



Q.16AE-G: To what extent do you agree or disagree with the following statements? *New questions in 2023. *Due to rounding. Mentions of 4% or less are represented as a bar.*



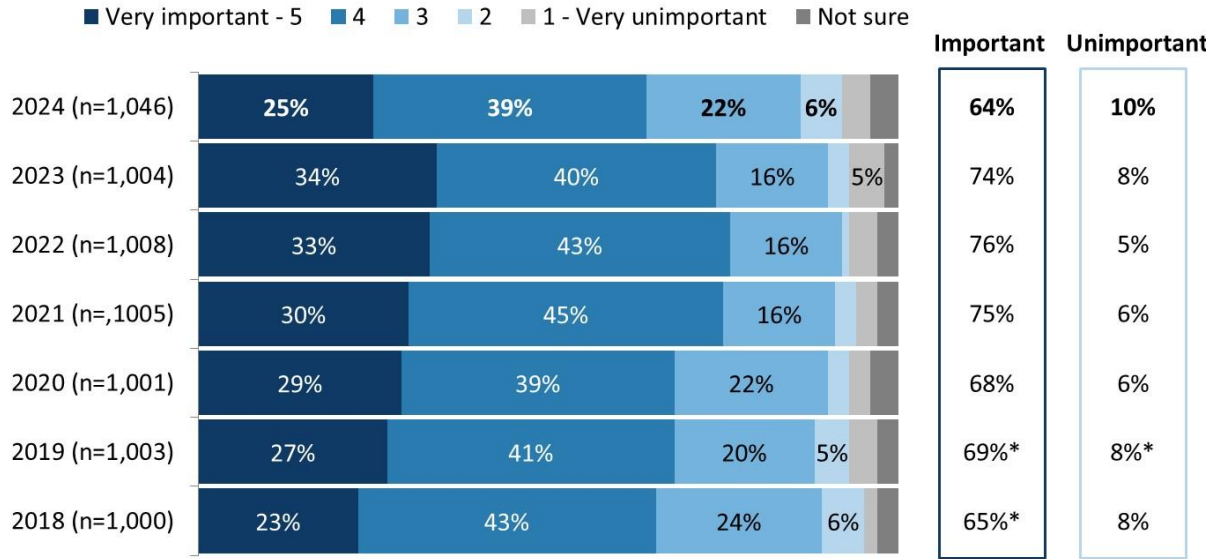
Importance of Energy Efficient Buildings

Just under two-thirds of Edmonton residents believe it is important that buildings in which they work, study, play, or shop are energy efficient, a decline since 2023.

Edmontonians in the Northwest quadrant of the city are less likely to place importance on the energy efficiency of the buildings in which they work, study, play or shop, as compared to those in other quadrants. Specifically, just under seven in ten Southwest residents (68%) find this important, while just under six in ten (58%) Northwest residents place importance on it.

	Quadrant			
	Northwest	Northeast	Southwest	Southeast
Agree	58%	67%	68%	65%

Importance of Building Where People Work, Study, Play, and Shop Being Energy Efficient



Q.24: How important or unimportant is it that buildings in which you work, study, play, or shop in are energy efficient? *Due to rounding. Slight question wording change in 2023. Mentions of 4% or less are represented as a bar.



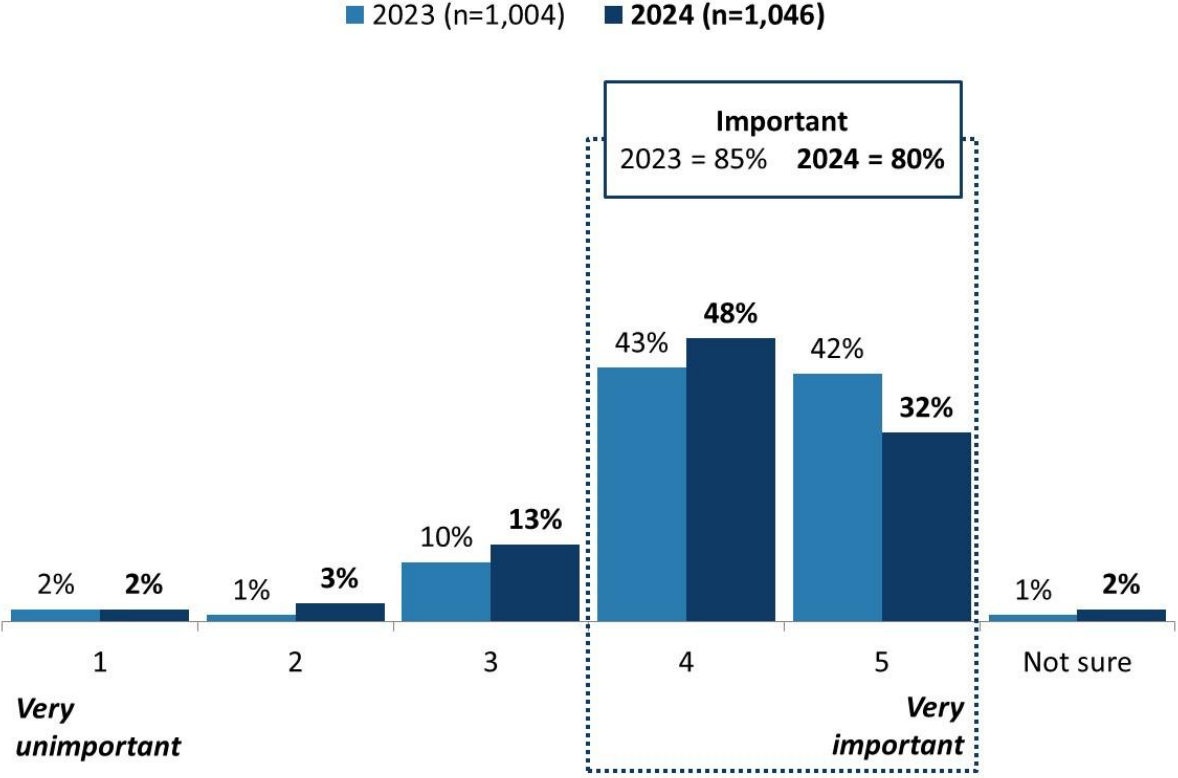
Importance of Home Energy Efficiency

Eight in ten Edmontonians consider energy efficiency in their homes to be important.

Compared to those living in fully detached homes and condos or apartments, residents who live in other homes find it more important that their home is energy efficient. Specifically, three-quarters of apartment/condo residents (75%) place importance on this statement, while under nine in ten semi-detached residents (86%) place importance on this sentiment.

	Home Type		
	Fully detached house	Semi-detached/Duplex/Townhouse/Row house	Condo/Apartment
Agree	81%	86%	75%

Importance Home Is Energy Efficient



Q.24A: How important or unimportant is it that the home in which you live is energy efficient? *New question in 2023.*



NARRATIVE
RESEARCH

Programs



Awareness of EnerGuide Program

One-half of Edmontonians are aware of the EnerGuide Program.

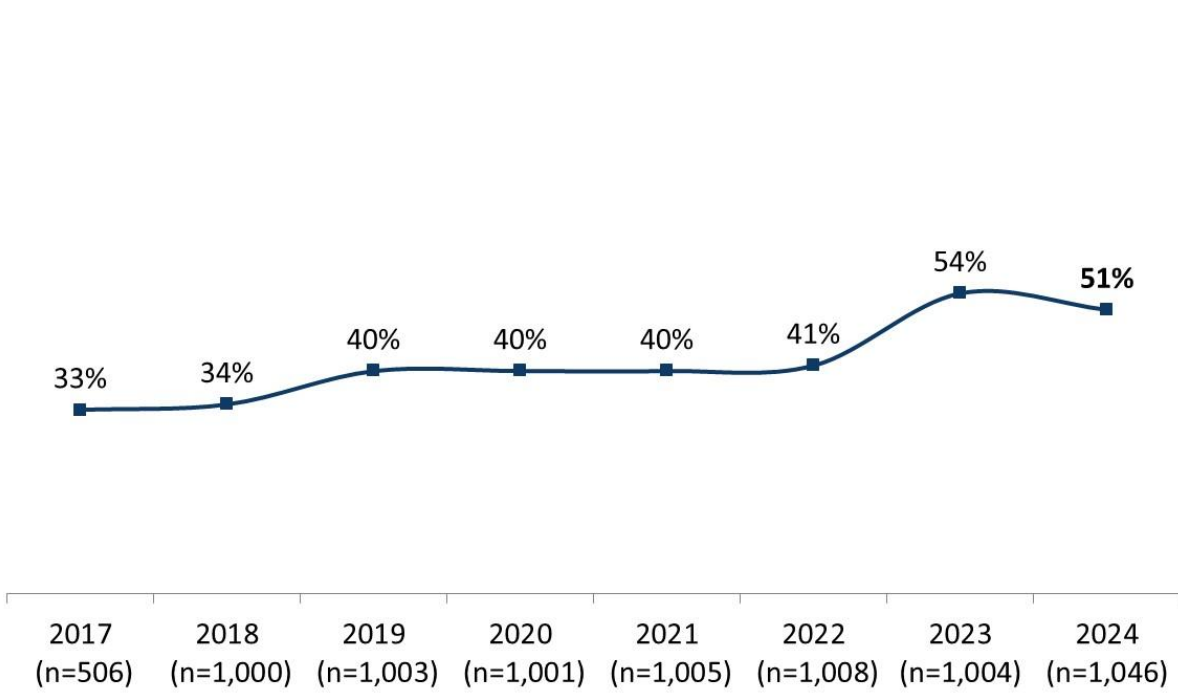
While the awareness of the EnerGuide Program in 2024 has trended downward compared to 2023, it still reflects an increase from previous years, with one-half of Edmontonians (51%) being aware of the program. Awareness is lower among women and those 18 to 34.

	Age			Gender	
	18-34	35-54	55+	Woman	Man
Agree	33%	61%	57%	45%	57%

As household income and formal education level increases so does the likelihood of awareness. Homeowners are more likely to be aware of the EnerGuide Program than non-homeowners.

	Household Income			Education			Homeowner	
	Up to \$60,000	\$60,001 to \$100,000	More than \$100,000	High school or less	Some post-secondary	Grad post-secondary	Yes	No
Agree	40%	55%	64%	37%	46%	56%	57%	41%

Aware of EnerGuide Program
% 'Yes'



Q.12: Have you heard of a program that helps residents make their homes more energy efficient by providing an EnerGuide energy evaluation and incentives for home improvements? This program provides information on a home's energy performance, estimated utility use, and greenhouse gas emissions. *Slight change in question wording in 2019 and 2023.*



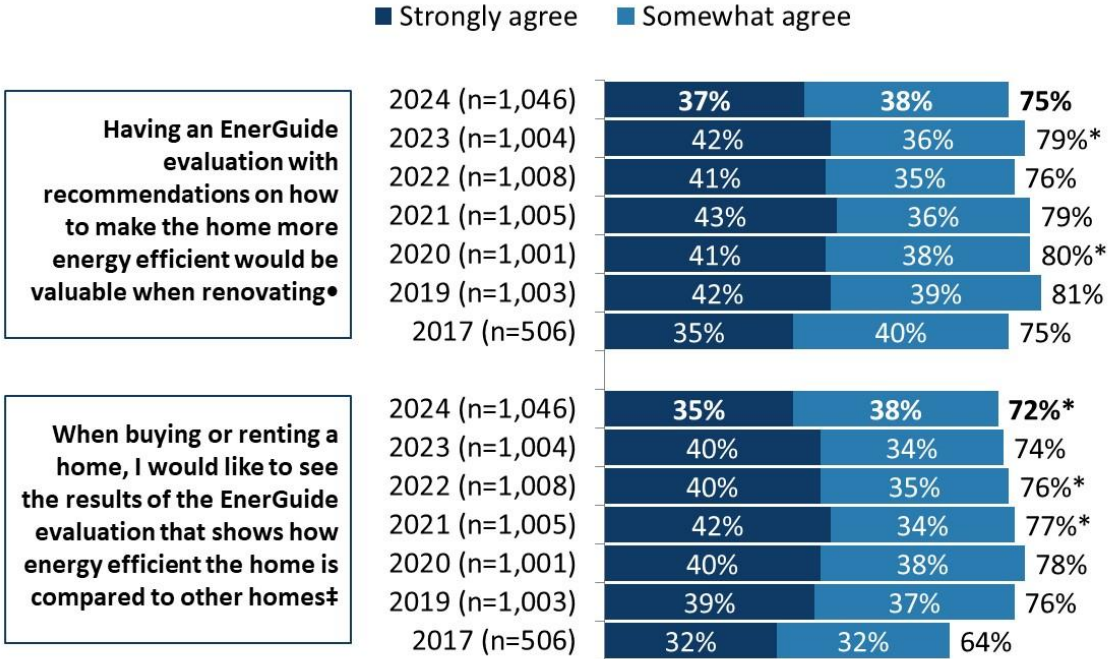
Opinions on EnerGuide Program

The majority of Edmontonians agree that having an EnerGuide evaluation with recommendations on how to make the home more energy efficient would be valuable when renovating, and that when buying or renting a home, they would like to see the results of the EnerGuide evaluation of that home compared to others.

Three-quarters of Edmontonians (75%) agree that having an EnerGuide evaluation with recommendations on how to make the home more energy efficient would be valuable when renovating, while seven in ten (72%) agree that when buying or renting a home, they would like to see the results of the EnerGuide evaluation of that home compared to others. Both categories experienced slight decreases in agreement levels in recent years. Levels of agreement with this statement are similar across the population sub-groups.

Opinions on EnerGuide Evaluation

% agree (strongly/somewhat agree), on 5-pt. agreement scale



Q.15b-c: To what extent do you agree or disagree with the following statements about energy efficiency? *Due to rounding. •Change in wording in 2019, previously: "The EnerGuide evaluation and expert advice would be valuable to reference when renovating a home". ‡Change in wording in 2023, adding "or renting" and in 2019, previously: "When buying a home, I would like to see the EnerGuide label".

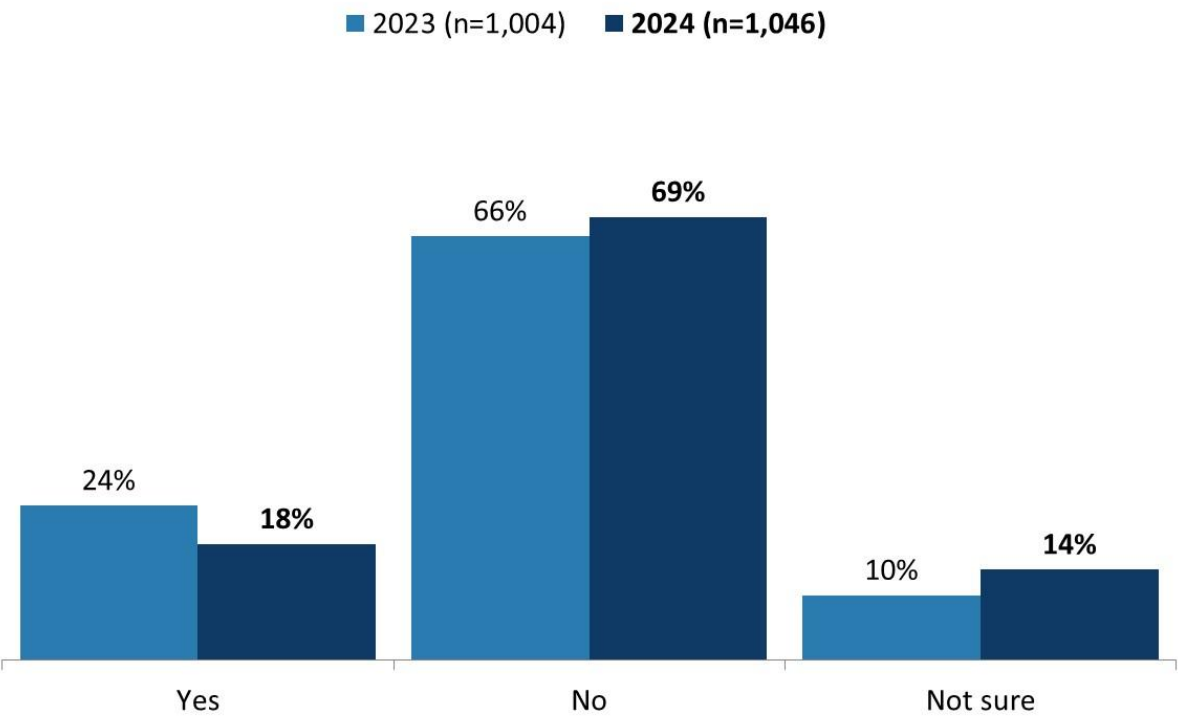


Awareness of Clean Energy Improvement Program

Just under two in ten Edmontonians are aware of the Clean Energy Improvement Program.

Approximately one in five Edmontonians have heard of the Clean Energy Improvement Program. Levels of agreement with this statement are similar across the population sub-groups.

Heard of the Clean Energy Improvement Program



Q.18: Have you heard of the Clean Energy Improvement Program that helps homeowners to finance energy efficiency and renewable energy upgrades through their property taxes? *New question in 2023.*



NARRATIVE
RESEARCH

Electric Vehicles



Familiarity with Electric Vehicles

Three in ten Edmonton residents are familiar with electric vehicles.

Similar to 2023, three in ten Edmontonians (29%) are very familiar or extremely familiar with electrical vehicles (EVs). Just under one-half of Edmonton residents (46%) are somewhat familiar with EVs.

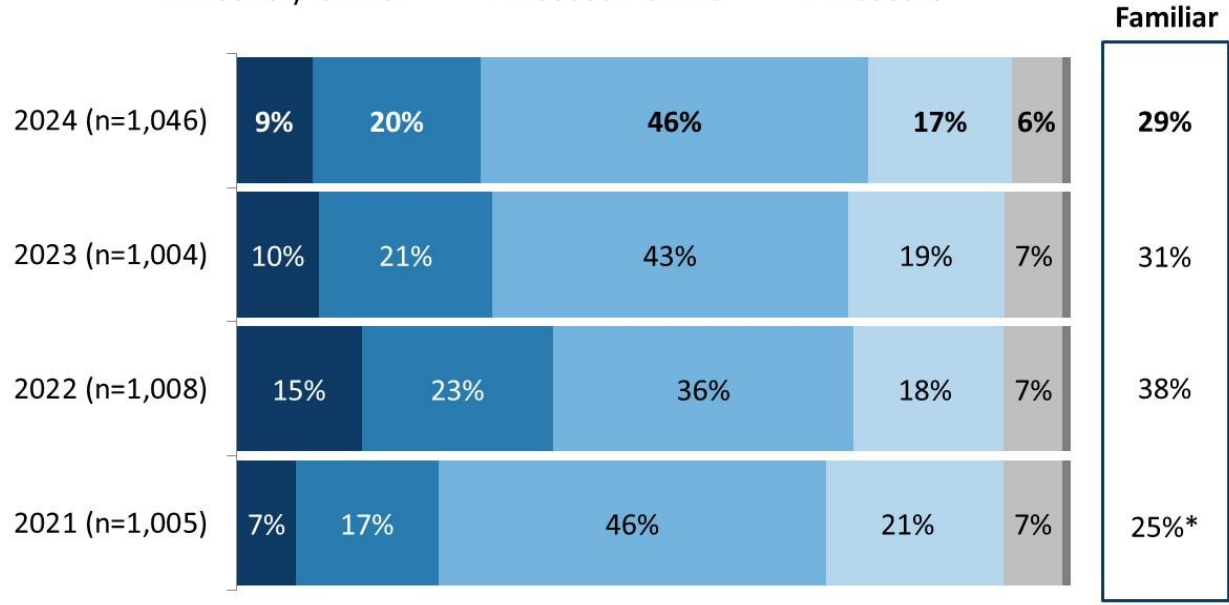
Among demographic sub-groups, younger Edmontonians and men are more familiar with electric vehicles compared to their counterparts. Specifically, just under four in ten Edmontonians aged 18 to 34 (38%) are familiar with EVs, while two in ten Edmontonians aged 55 or over (20%) are familiar. Two in ten women (21%) are familiar with EVs while four in ten men (39%) are familiar with EVs.

	Age			Gender	
	18-34	35-54	55+	Woman	Man
Familiar	38%	30%	20%	21%	39%

Level of Familiarity with Electric Vehicles

% familiar (extremely/very familiar), on 5-pt. familiarity scale

- Extremely familiar
- Very familiar
- Somewhat familiar
- Not very familiar
- Not at all familiar
- Not sure



Q.26: How familiar are you with electric vehicles? *New question in 2021. *Due to rounding. Mentions of 4% or less are represented as a bar.*



Experience with Electric Vehicles

Just over one-third of Edmonton residents have no experience with electric vehicles, a figure that has been trending downward over the past five years.

The survey results have remained generally consistent with last year, although the proportion reporting they have no experience with electric cars has declined six percentage points.

Some level of experience with electric vehicles is more prevalent among younger residents, among men, and those with higher household incomes. Younger residents are more likely to have learned about electric vehicles from a friend, news, or advertising. Compared to women, men are more likely to have researched electric vehicles, and those with higher household incomes are more likely to have driven or been a passenger in an electric vehicle.

Statements That Personally Apply in Terms of Electric Vehicles

	2019 (n=1,003)	2020 (n=1,001)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)
I have no experience with electric vehicles	61%	61%	48%	43%	42%	36%
I have learned about electric vehicles from a friend, news or advertising*	n/a	n/a	28%	28%	27%	29%
I have researched or looked for information about electric vehicles	23%	22%	27%	25%	25%	23%
I have driven or been a passenger in an electric vehicle	15%	14%	13%	15%	20%	20%
I have spoken with the owner of an electric vehicle	13%	15%	14%	17%	18%	17%
I own (or owned) an electric vehicle	4%	4%	3%	13%	7%	6%
Other	4%	3%	1%	1%	1%	1%

Q.27: Which of the following statements apply to your personal experience with electric vehicles? Please select as many as apply to you. *Slight question wording change in 2021. Question allowed for multiple responses to be selected. *New statement in 2021.*



Likelihood of EV Purchase

Fewer Edmontonians are likely to purchase an electric vehicle as their next vehicle, compared to the previous two years.

Down from the past two years, this year two in ten Edmontonians (19%) say they are likely to buy an electric car as their next vehicle. Just under two in ten Edmontonians (17%) are somewhat likely to buy an EV as their next vehicle (i.e., they offer a likelihood of '3').

Younger Edmontonians and men are more likely to buy an EV as their next vehicle. Regionally, residents in the Northeast are least likely to buy an EV as their next vehicle when compared to those in the other three quadrants.

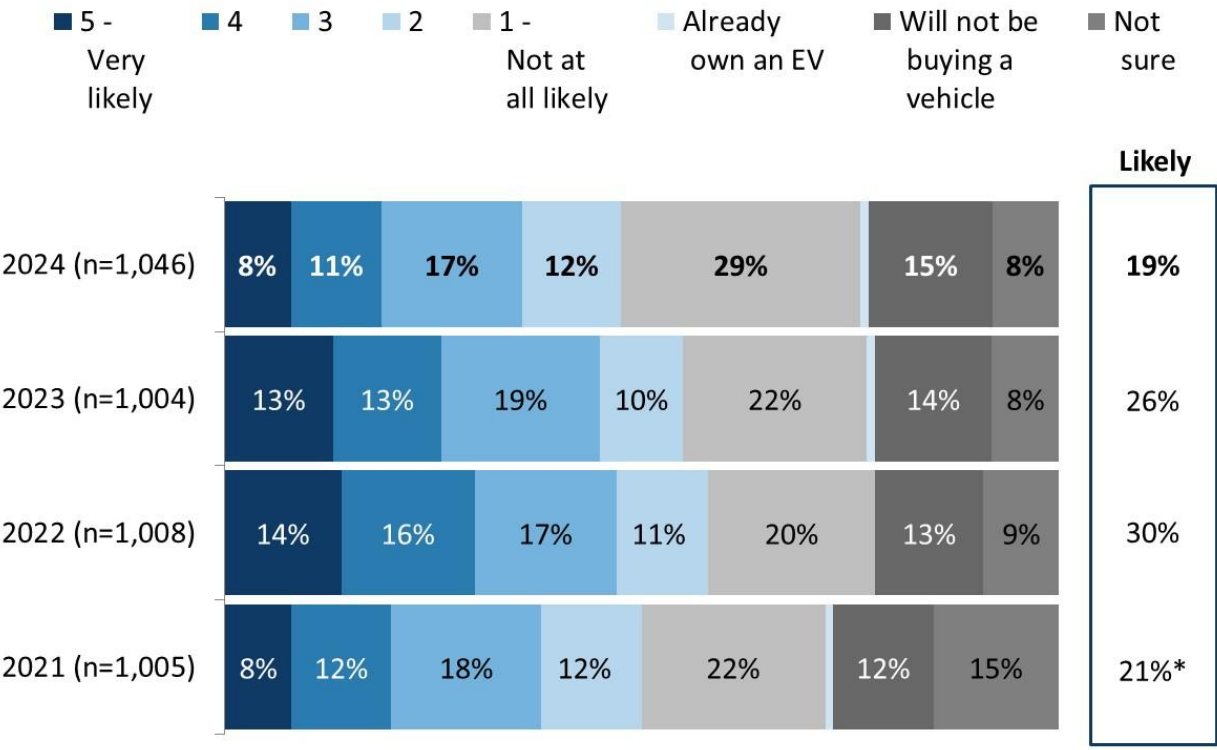
	Age			Gender	
	18-34	35-54	55+	Woman	Man
Likely	28%	20%	9%	13%	25%

	Quadrant			
	Northwest	Northeast	Southwest	Southeast
Likely	22%	12%	21%	19%

Likelihood of buying an electric car in the next 3 years:~
 2020 = 14%
 2019 = 14%
 2018 = 12%

~Due to question wording change in 2021, this question is not trackable.

Likelihood of Buying Electric Vehicle for Next Vehicle



Q.28: How likely are you to buy an electric vehicle for your next vehicle purchase? *Due to rounding. Mentions of 4% or less are represented as a bar.



Barriers to Purchase

The price of an electric vehicle, followed by winter performance and access to charging stations are the top factors limiting purchases of electric vehicles among Edmonton residents.

Edmontonians mentioned many factors preventing them from purchasing an electric vehicle in the future. The top three factors are the price of an electric vehicle (57%), the performance of electric vehicles in the winter (47%), and access to electric vehicle charging stations (42%).

That said, the proportion of residents naming price as an inhibitor has decreased by four points this year, while the proportion naming performance of electric vehicles in the winter has decreased two points. Notably, access to charging stations has decreased six points this year, and the performance score of EVs in the winter has declined for the first time since 2019.

Factors such as price, winter performance, and access and proximity to charging stations are more likely to prevent EV purchases among residents 55 or over and those with higher levels of formal education. Homeowners and those in fully detached homes are most likely to list price, winter performance and access and proximity to charging stations as being factors that prevent their purchase of an electric vehicle.

Factors Preventing Electric Vehicle Purchase

	2019 (n=1,003)	2020 (n=1,001)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)
The price of an electric vehicle	62%	65%	60%	55%	61%	57%
The performance of electric vehicles in the winter [∅]	30%	31%	33%	42%	49%	47%
Access to electric vehicle charging stations	37%	38%	52%	45%	48%	42%
Distance between charging stations doesn't allow me to travel where I want to go	36%	35%	42%	41%	43%	38%
Availability of electric vehicles for purchase in Edmonton [~]	21%	16%	n/a	n/a	n/a	n/a
<i>The limited availability of <u>used</u> electric vehicles for purchase in Edmonton</i>	n/a	n/a	23%	20%	19%	17%
<i>The limited availability of <u>new</u> electric vehicles for purchase in Edmonton</i>	n/a	n/a	18%	21%	21%	13%
I don't drive	11%	10%	8%	8%	9%	10%
Availability to test drive the vehicle before purchasing	10%	11%	12%	13%	12%	7%
I already have an electric vehicle	2%	2%	1%	5%	3%	3%
Other	8%	10%	4%	4%	7%	6%
None of the above/Will not be buying an electric vehicle*	7%	7%	8%	7%	6%	7%
Will not be buying any vehicle•	n/a	n/a	7%	6%	5%	6%

Q.30: Which, if any, of the following factors might prevent you from purchasing an electric vehicle in the future? Please select as many as apply to you. Note: Slight question wording change in 2020. Question allowed for multiple responses to be selected. ∅Changed in wording in 2022, previously: "Electric vehicles are not good in the winter". ~No longer an option since 2021, replaced by: "The limited availability of new electric vehicles for purchase in Edmonton" and "The limited availability of used electric vehicles for purchase in Edmonton". *Change in wording in 2019, previously: "None of the above". •New option in 2021.



Motivators to Purchase

Motivating factors for purchasing an electric vehicle remain varied with lower cost relative to a non-electric one, economics, and incentives as the top three factors.

Edmontonians identified a number of factors that would motivate them to buy an electric vehicle in the future. The top three motivating factors are *if the cost of an EV is lower than a non-electric one (44%), economics – reduces maintenance costs and not having to pay for gas (38%), and the incentives to purchase an electric vehicle (33%).*

The economic factors of EVs most motivate those in the Southeast quadrant and residents with households with incomes of \$100,000 or more. Residents with a higher household income and those with more formal education regard similar pricing of EV and non-electric vehicles, reduced greenhouse gas emissions, and charging station incentives as motivators for purchasing an EV. Similarly, homeowners and those living in fully detached homes are more motivated by charging station incentives than their counterparts. Men and younger Edmontonians see the innovation factor of EV as motivation for making the switch to an EV.

Factors Motivating Electric Vehicle Purchase

	2019 (n=1,003)	2020 (n=1,001)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)
If the cost of an electric vehicle is lower than a non-electric one*	n/a	n/a	49%	46%	45%	44%
Economics – reduced maintenance costs and not having to pay for gas	53%	49%	49%	43%	43%	38%
Incentives to purchase an electric vehicle	46%	45%	45%	40%	40%	33%
If the cost of an electric vehicle is the same as a non-electric one*	n/a	n/a	40%	34%	33%	30%
Reduced greenhouse gas emissions that contribute to climate change	38%	37%	36%	30%	28%	27%
Incentives to purchase charging stations for your home	33%	31%	40%	34%	33%	26%
Abundant availability of electric vehicles for purchase in Edmonton, including used ones*	n/a	n/a	32%	26%	23%	20%
Innovation – I like being at the forefront of new technologies and ideas	15%	13%	15%	16%	11%	11%
Other	4%	6%	5%	6%	8%	7%
None of the above	20%	25%	16%	18%	18%	25%

Q.29: Which, if any, of the following factors might motivate you to purchase an electric vehicle in the future? *Note: Slight question wording change in 2020. Question allowed for multiple responses to be selected. *New statement in 2021.*

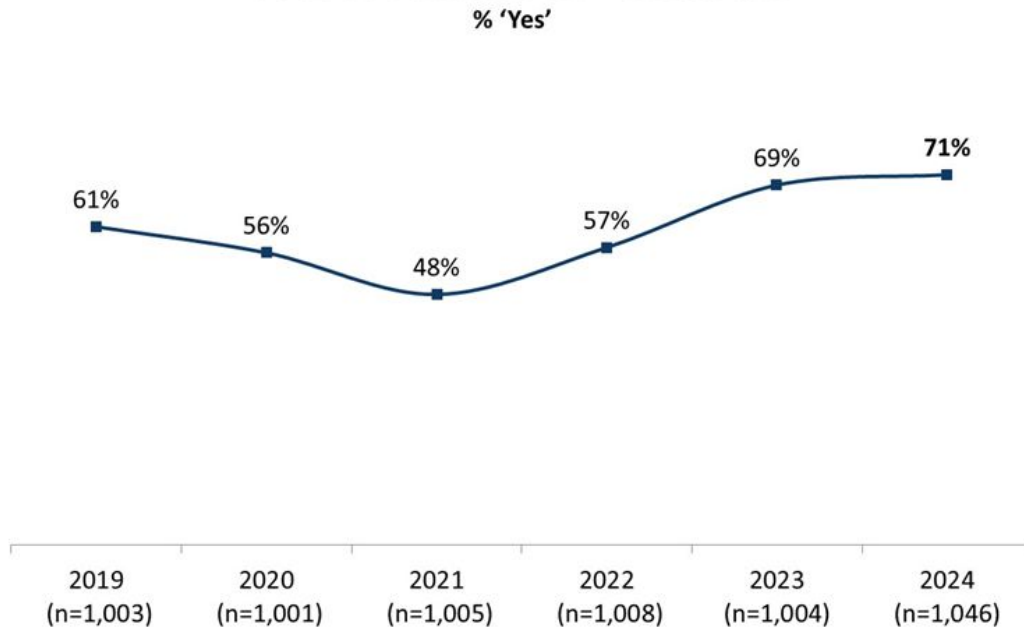


Awareness of Public Charging Stations for Electric Vehicles

Seven in ten Edmontonians are aware of public charging stations in Edmonton.

Compared to past years, this year slightly more Edmontonians (71%) are aware that there are public charging stations for electric vehicles in Edmonton. Awareness of public charging stations increases with household income. Awareness appears (not surprisingly) to be positively linked to experience with electric vehicles. Specifically, residents who have no experience with electric vehicles are notably less likely to say that they are aware of public charging stations (25%), as compared to those who have experience with electric vehicles (61%). Perhaps unsurprisingly, owners of electric vehicles are the most likely (84%) to say that they are aware of charging stations.

Aware That There Are Public Charging Stations for Electric Vehicles in Edmonton



Q.30A: Are you aware that there are public charging stations for electric vehicles in Edmonton?

Experience With Electric Vehicles

	2024		
	Yes	No	Not sure
I have no experience with electric vehicles	61%	25%	14%
I have some experience with electric vehicles:			
I own or have owned an electric vehicle	84%	10%	7%
I have driven or been a passenger in an electric vehicle	81%	12%	7%
I have spoken with an electric vehicle owner	79%	12%	8%
I have researched information about electric vehicles	78%	16%	7%
I have learned about electric vehicles	78%	16%	7%

Q.27: Which of the following statements apply to your personal experience with electric vehicles? Please select as many as apply to you. Note: Slight question wording change in 2021. Question allowed for multiple responses to be selected. | Q.30A: Are you aware that there are public charging stations for electric vehicles in Edmonton?





NARRATIVE
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Transportation Choices



Transportation Used in the Past Month

Consistent with past results, driving a motor vehicle remains the most frequently mentioned means of transportation used in the past 30 days, followed by walking on foot, and riding as a passenger in private transportation.

While the proportion of motor vehicle drivers has decreased this year compared to last year, it remains the most frequently used mode of transportation among Edmontonians in the past 30 days (68%).

Regionally, Edmontonians in the Southeast quadrant are more likely to have been a pedestrian, passenger of a private transportation vehicle, passenger of public transportation, and cyclist, as compared to those in the other quadrants. In terms of age, residents 55 or older are more likely to have driven a motor vehicle and been a pedestrian in the last month, while residents between the ages of 18 to 34 are more likely to have cycled or taken public transportation in the last 30 days. Women are more likely to have been a passenger of a private vehicle compared to men.

Those with higher household incomes are more likely to have driven in the last month, while residents with a lower household income are more likely to have used public transportation in the last month. More homeowners and those living in fully detached homes have driven in the last month, while non-homeowners and condo/apartment residents have utilized public transportation more frequently.

Transportation Used in Past 30 Days

	2019 (n=1,001)	2020 (n=998)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)
Driver of a motor vehicle	73%	75%	74%	69%	74%	68%
Pedestrian	50%	53%	50%	43%	51%	49%
Passenger of private transportation vehicle, for example, a car, van, truck or motorcycle	41%	38%	33%	36%	42%	42%
Passenger of public transportation including bus or LRT	40%	18%	21%	30%	30%	33%
Cyclist – non-motorized	13%	21%	17%	13%	16%	16%
Motorcycle rider, that is, primarily a driver, not a passenger	3%	3%	3%	7%	7%	5%
Cyclist – e-bike/electric bicycle*	n/a	2%	2%	2%	6%	5%
Other	1%	2%	1%	1%	1%	0%

Q.31: In the past 30 days, which of the following modes of transportation have you used for getting around? **New category in 2020. Question allowed for multiple responses to be selected. Two respondents in 2019 and three respondents in 2020 failed to provide an answer for this question.*



NARRATIVE
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Campaigns and Information Sources

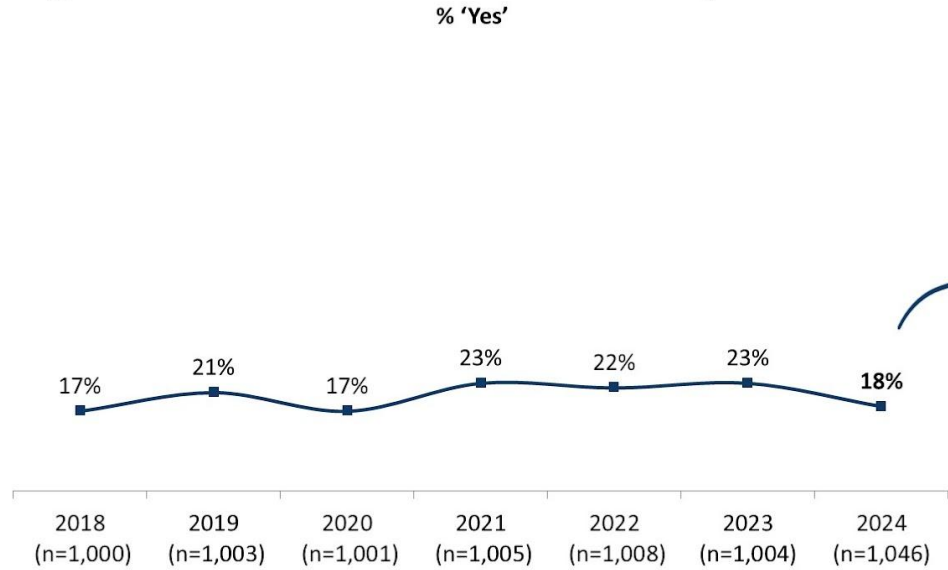


Recall Climate Change Programs or Advertisements

Just under two in ten Edmontonians recall seeing or hearing about climate change programs or advertisements from the City of Edmonton.

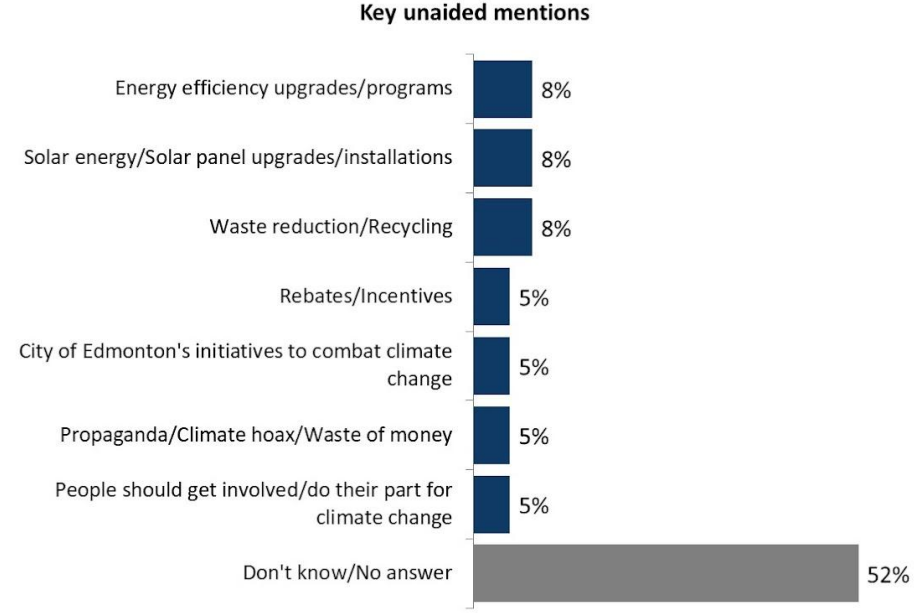
Fewer Edmontonians in 2024 recall seeing or hearing about climate change programs or advertisements from the City of Edmonton, as compared to 2023 (18% versus 23%). While just over one-half of Edmontonians don't recall what information they heard, the most notable mentions about recalled information are *energy efficiency upgrades/programs* (8%), *solar energy upgrades/installations* (8%), and *waste reduction/recycling* (8%). A few notable differences arise regarding the information recalled among Edmonton residents, for example those with a household income of \$60,001 to \$100,000 are more likely to have heard about energy efficiency upgrades/programs. Residents who are homeowners and residents with a post-secondary degree are more likely to have seen solar energy upgrade/installation information. Edmontonians who are 55 years of age or older and residents with some post-secondary education are more likely to recall seeing propaganda/climate hoax/waste of money information than their counterparts.

Recall Seeing or Hearing About Climate Change Programs or Advertisements from the City of Edmonton



Q.32: Do you recall seeing or hearing about any climate change programs or advertisements from the City of Edmonton in the past year? *Slight question wording change in 2023.*

Information Recalled



Q.33: [IF 'YES, DO RECALL' IN Q.32] Please describe what you recall seeing or hearing about climate change programs or advertisements from the City of Edmonton? Please be as detailed as possible. (n=189)

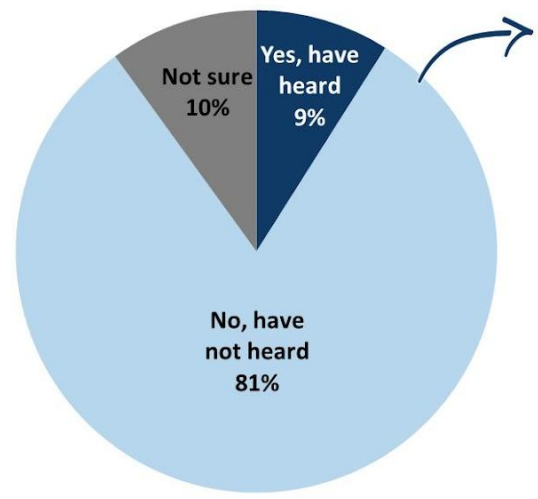


Knowledge of Climate Initiative

While only one in ten Edmontonians have heard of the Neighbouring for Climate Initiative, just under one-half of those aware have participated in the Initiative.

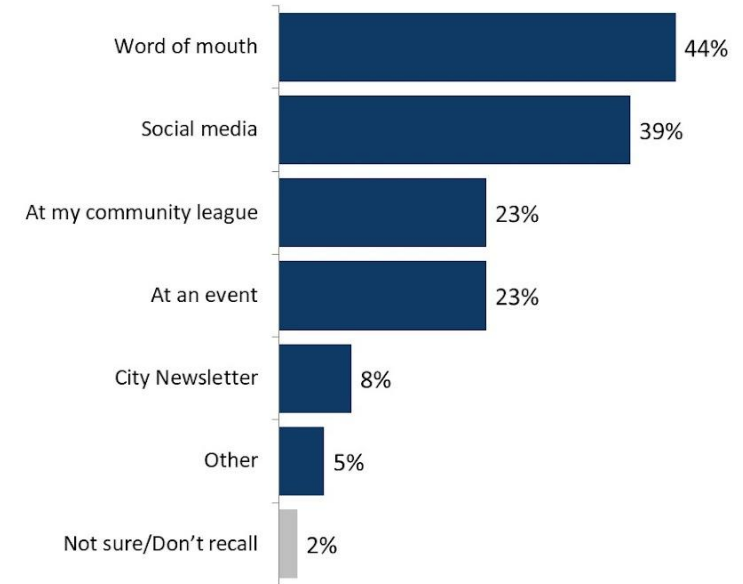
One in ten Edmonton residents (9%) have heard of the Neighbouring for Climate Initiative, with word of mouth and social media being the most common sources of information regarding the Initiative (44% and 39%, respectively). Among those who have heard of the Initiative, over four in ten (46%) have participated in it. Younger residents between the ages of 18 to 34 are more likely to have heard of the Initiative, as compared to their counterparts. Residents with a high school or less education, those living in the Southwest quadrant, those with a household income of \$60,001 to \$100,000, and non-homeowners are most likely to participate in the Initiative as compared to their counterparts.

Heard of the Neighbouring for Climate Initiative



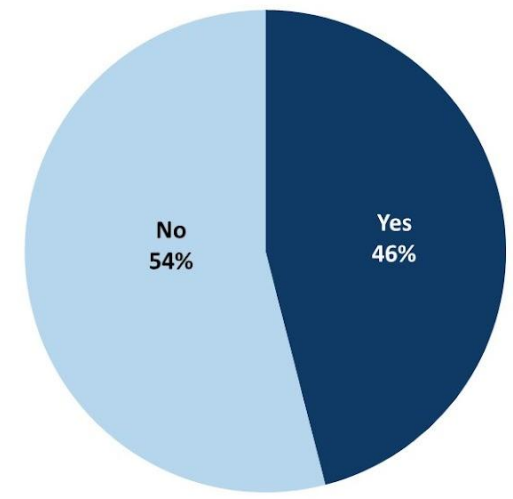
Sources of Information about Initiative

Total aided mentions among those who have heard of the initiative



Participating in Neighbouring for Climate Initiative

Among those who have heard of the initiative



Q.34: Prior to today, have you heard about the Neighbouring for Climate initiative? (n=1,046) | Q.35: [IF 'YES' IN Q.34] How did you hear about the Neighbouring for Climate initiative? (n=70) | Q.36: [IF 'YES' IN Q.34] Are you participating in the Neighbouring for Climate initiative? (n=70) *New questions in 2024.*



Information Sources

In general, Edmonton residents rely on television, Google/Yahoo, word of mouth, radio, and Facebook as sources of information.

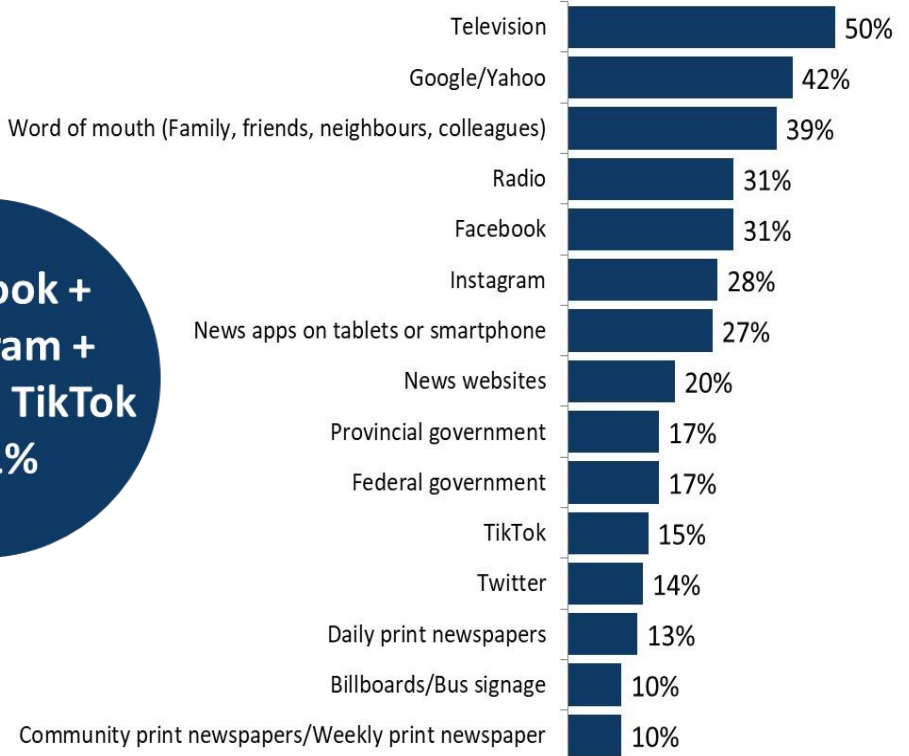
Television (50%), Google/Yahoo (42%), and word of mouth (39%) are the most notable sources that Edmontonians use for information on a regular basis. There is a notable age difference, with television much more predominant among older residents. Reliance on radio and newspapers also increases with age. Use of online sources, including social media (51% across the four major social media channels), is more prevalent among younger residents. Women are more likely to receive their information through word of mouth and Instagram, as compared to men. Residents with household incomes between \$60,001 and \$100,000, those who are homeowners, and those who live in fully detached homes are more likely to use the radio to receive information. Edmontonians with household incomes over \$100,000 and those with post-secondary degrees are more likely to utilize news websites. Regionally, residents in the Southeast quadrant are more likely to receive information through word of mouth and radio, as compared to their counterparts.

	Age		
	18-34	35-54	55+
Television	32%	46%	72%
Radio	20%	34%	40%
Instagram	50%	24%	9%
News websites	10%	19%	30%
TikTok	27%	13%	4%
Daily print newspapers	9%	10%	21%

Facebook + Instagram + Twitter + TikTok = 51%

Sources of Information

Key aided mentions

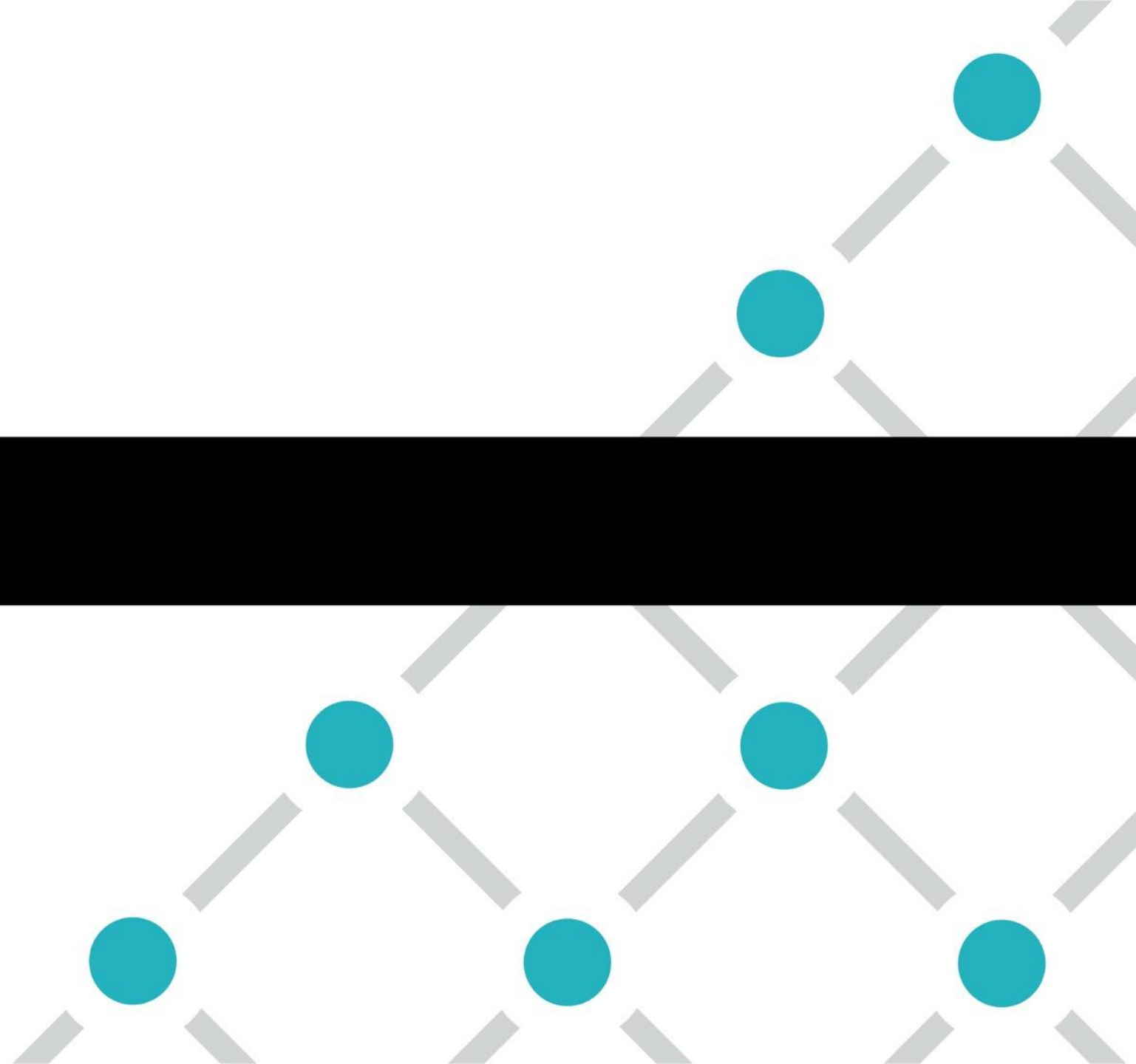


Q.41: In general, what sources do you use for information on a regular basis? (n=1,046)



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Quadrant Analysis





Quadrant Analysis

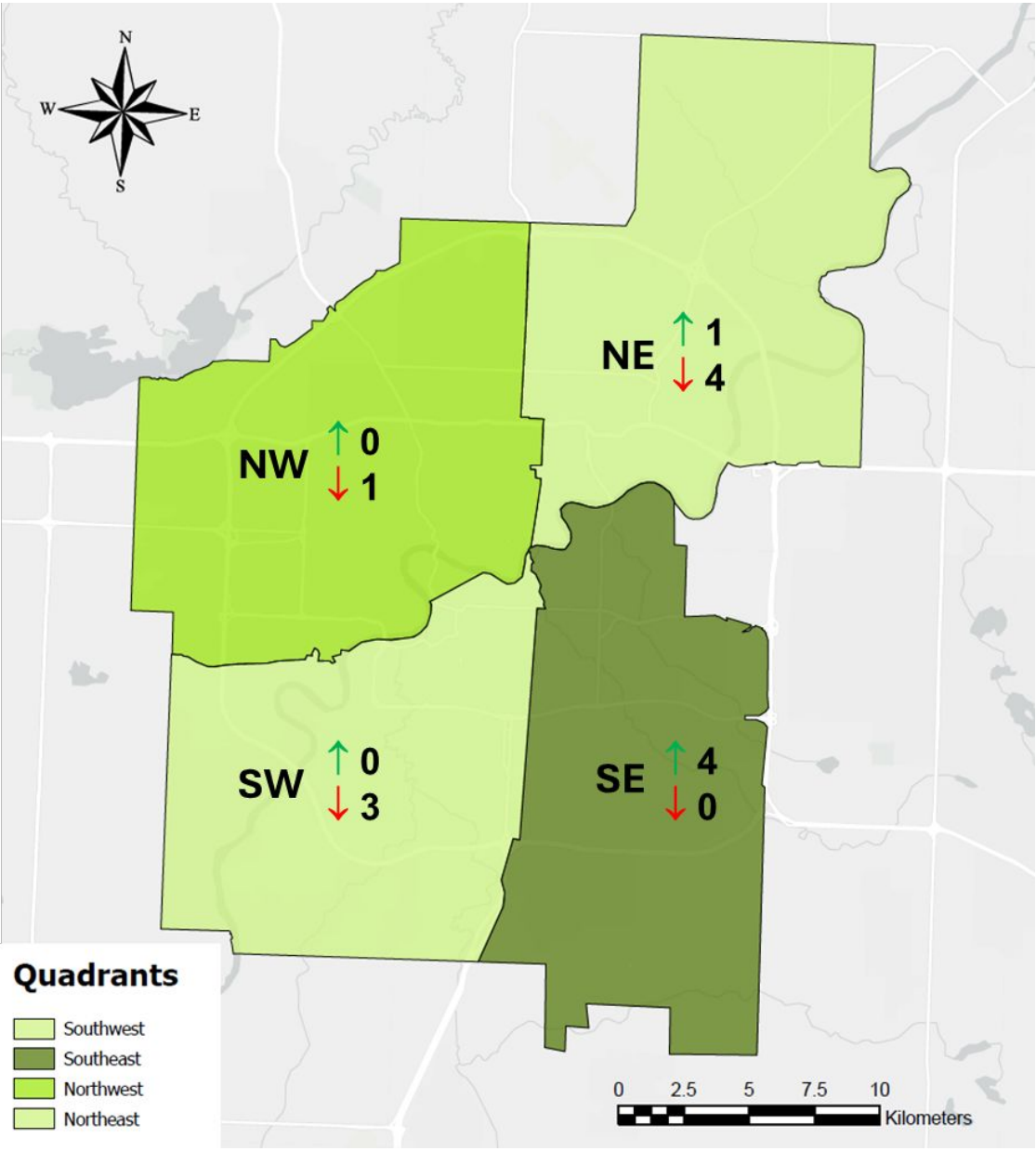
While there are a few scattered survey differences at the quadrant level, there is more so a consistency across the four geographies.

An analysis was undertaken of Edmonton’s overall 2024 survey findings examining question results by geographic quadrant location: Southwest, Southeast, Northwest, and Northeast. The 17 survey questions included in the quadrant analysis were Q.1A-K, Q.4, Q.5, Q.7K, Q.8, Q.11, and Q.24, with these queries being judged to reflect key prevailing attitudes and behaviours on the climate change and energy perceptions topic areas.

A **red arrow** indicates that a survey result from a specific Edmonton quadrant is six or more percentage points *below* the overall Edmonton survey result.

A **green arrow** indicates that a survey result from a specific Edmonton quadrant is six or more percentage points *above* the overall Edmonton survey result..

The Southeast quadrant received the highest number of **green** arrows, while the Southwest and Northwest quadrants received the fewest. The Northeast quadrant had the most **red** arrows, whereas the Southeast had the fewest. Overall, the Southeast quadrant outperformed the others, but given that the analysis entailed a total of 17 survey metrics, the overall takeaway is more so of consistency across the quadrants.





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Eight-Year Summary



Eight-Year Summary

While Edmontonians’ dispositions concerning climate change are in certain respects similar to what they were eight years ago, there also have been notable attitudinal, behavioural, and perceptual improvements over time.

With another iteration of the Climate Change and Energy Perceptions Report for the City of Edmonton completed, it is important to explore the extent to which there have been notable changes that have occurred over time. While selected survey results over time have been stable, in other instances laudable gains are evident.

Climate Change Opinions 2017 vs. 2024

% agree (strongly/somewhat agree), on 5-pt. agreement scale

	Personal Feelings			Perceptions About Edmontonians		
	2017 (n=506)	2024 (n=1,046)	% Change	2017 (n=506)	2024 (n=1,046)	% Change
Concerned about climate change	73%	73%	n/c	39%	50%	↑11pts
Need to act now to address climate change	72%	74%	↑2pts	41%	47%	↑6pts
Climate change is caused mostly by human activities	69%	70%	↑1pt	48%	52%	↑4pts
Want to do more personally to help address climate change~	60%	63%	↑3pts	35%	42%	↑7pts
Taking action to address climate change~	54%	63%	↑9pts	25%	35%	↑10pts

Q.1a, b, e, f, and g: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statements? | Q.2a, b, e, f, g: The next few statements are about how you think **Edmontonians** feel about climate change. To what extent do you agree or disagree with the following statements? ~Note: Slight change in wording in 2021, changed from “prevent” to “address”.



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Classification Questions

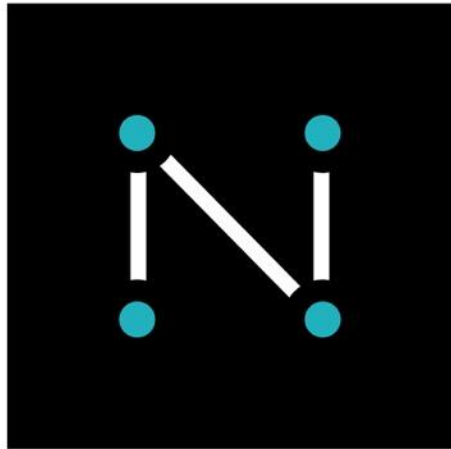


Classification Questions

The accompanying table summarizes the weighted demographic profile of survey respondents.

	(n=1,046)
Gender	
Woman	50%
Man	49%
Non-binary	<1%
Transgender	<1%
Two-spirit	<1%
Another gender not listed above	<1%
Prefer not to answer	<1%
Age	
18-24	11%
25-34	22%
35-44	20%
45-54	15%
55-64	15%
65 or older	17%
Highest Level of Education Completed	
Some high school or less	3%
Completed high school	14%
Some community college/technical college/CEGEP	7%
Completed community college/technical college/CEGEP	22%
Some university	10%
Completed university	31%
Post-graduate degree	13%

	(n=1,046)
Household Income in 2024	
Up to \$40,000	18%
\$40,001 - \$60,000	16%
\$60,001 - \$80,000	13%
\$80,001 - \$100,000	16%
\$100,001 - \$150,000	17%
More than \$150,000	10%
Prefer not to answer	10%
Dwelling Type	
Fully detached house	51%
Condo/apartment	30%
Townhouse/row house	10%
Semi-detached house/duplex	7%
Other	1%
Not sure	1%
Primary Place of Residence in Edmonton	
Own	61%
Rent	38%
Lease	1%
[If currently rent or lease]	
Planning to Buy a Home in Next 12 Months	
	(n=359)
Yes	12%
No	71%
Not sure	17%



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Climate Change and Energy Perceptions Report

July 2024

Prepared for:
The City of Edmonton

