



Environment and Climate Change Canada

Nature Legacy Advertising Campaign 3

Pre- and Post-Campaign Surveys, Concept Testing, and Segmentation Analysis

Executive Summary

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This public opinion research report presents the results of focus groups conducted by Quorus Consulting Group on behalf of Environment and Climate Change Canada, and a summary of the methodology used to conduct the pre and post-campaign surveys, as well as the Simple Actions survey. The qualitative research entailed a total of 3 online focus groups conducted with youth (18 to 34 years of age) and families. The groups were held December 15 and 16, 2020. The pre-campaign survey was conducted with 804 Canadians using an online panel of Canadian households. Data collection occurred from December 15 to December 20, 2020. The post-campaign survey was conducted with 808 Canadians using an online panel of Canadian households. Data collection occurred from March 26 to March 28, 2021. The Simple Actions survey was conducted with 4,008 Canadians using an online panel of Canadian households. Data collection occurred from March 10 to March 18, 2021.

Cette publication est aussi disponible en français sous le titre : Campagne publicitaire de Patrimoine naturel – Sondages précampagne et post-campagne, test de concept et analyse par segmentation.

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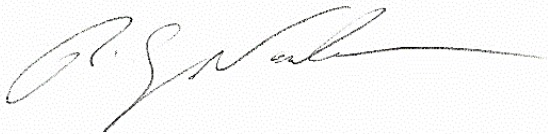


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Signed:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is centered within a rectangular area that has a light gray, dotted background.

Rick Nadeau, President
Quorus Consulting Group Inc.

Executive Summary

Background and Research Objectives

Environment and Climate Change Canada (ECCC) is leading public opinion research to support the advertising campaign for Nature Legacy 3, building on the joint initiative with an additional five federal departments.

The primary focus of the campaign is to generating awareness and engagement for Canadians towards nature conservation, particularly protection and conservation of land, species and biodiversity using web-based learning tools and activities.

This research builds upon the measurable achievements of the previous phases of the Nature Legacy campaign. In addition to generating awareness on key conservation issues and leading audiences to web-based engagements, the 2020/2021 campaign aims to increase measurable interest of Canadians towards nature conservation.

Methodology

The research included both qualitative and quantitative phases following the Standards for the Conduct of Government of Canada Public Opinion Research.

The qualitative phase of this study consisted of three online focus groups. Sessions were held December 15 and 16, 2020, which was pre-campaign launch. The target population for the focus groups consisted of two of the campaign's target audiences, notably Youth (18 to 34 years old without any children living at home), and families (adults with at least one child 16 years old or younger living at home). The two English sessions allowed for one session with each of these target audiences, whereas the French session involved a blend of the two audiences. Three video concepts promoting the Nature Legacy initiative were tested each consisting of media including a 30-second video and a 15-second video.

Using an online panel of Canadian households, three online surveys of Canadians at least 18 years old were undertaken within the scope of this research project. A pre- and post-campaign evaluation, each consisting of 804 and 808 surveys respectively, were designed to focus on the advertising campaign. A separate large scale national survey of Canadian households (the "Simple Actions" survey) focused on "simple actions" and was designed to further understand behaviours and attitudes towards environmental actions and to generate insights for future advertising and communications initiatives for the Department. This survey also led to the development of "simple action" behaviour segments. The Simple Actions Survey resulted in 4,008 completed surveys. Data collection for the pre-campaign wave took place from December 15th to December 20th, 2020, the post-campaign wave from March 26th to March 28th, 2021, and the Simple Actions Survey took

place from March 10th to March 18th, 2021.

Summary of Qualitative Results

Reactions Common to All Concepts Tested

By and large participants reacted favourably to the background music used in all concepts, particularly as a means of getting their attention. However, the pace of the video was considered too fast by many with the downside of not giving them enough time to take in the words in certain frames, including the website.

Participants favoured language that suggested a collective effort, as the message of teamwork was a call to action to do their part to protect and conserve. Youth in particular reacted favourably to the possibility of a plan to protect nature.

Participants liked nearly all the images used in the concepts. Participants favoured a concept that showed images of how they personally could contribute or make a difference. For the most part, participants enjoyed how the ad emphasized the natural beauty of their country, reminding them of what it is that needs protecting and that if they are to enjoy nature, it must be done responsibly.

Evaluation of [Concept A](#)

Families

Concept A was fairly popular among families. Families felt that the messaging focused on bringing Canadians together and working to save the elements of nature they loved most (i.e. “Let’s all protect Canada” or “It’s in our nature to save the places we love”). Concerns focused on a lack of specific information, namely how they could get involved and make a difference.

“It’s in our nature” was widely considered effective and resonated with many participants, as well as “Health” and “Future”, especially in the context of the current pandemic. Some also liked specific references to “protecting” and “conserving.” Most memorable elements were the hikers, the mountains and the oceans.

The call to action was about how they can go about saving these places and the environment as a whole. Some participants would either visit the website or pursue more information through the social media handle.

Youth

In many cases, youth felt that the message was more suitable as an advertisement for tourism in Canada, but that there was a message of hope for environmental change, and that the message demonstrated the richness and vastness of the Canadian landscape, with the intention of making

youth care about the environment. Concerns were also raised over the message lacking substantial explanation as to the ways that nature is being protected by the government.

Key words viewed favourably include “Protect” and “Together let’s protect” when referring to the land, oceans and wildlife. They felt that this describes how Canadians can all do their part. The striking images of the Canadian environment and fauna made the video memorable. However, most youth did not feel that the messaging was effective at achieving the goal described in the advertisement. Youth were unsure what the call to action was or what they could specifically do to get involved. Interest in visiting the website was mixed.

Most youth participants felt that specific information for what actions to take or actions that are being taken by the government would resonate with viewers their age. They want to understand how their daily routine could or should change so that they can make a difference.

Evaluation of Concept B

Families

Concept B was popular among families. Many families felt that the main message focused on a call or invitation to Canadians to the outdoors, inspired by the natural beauty of the Canadian landscape. They also felt that the concept focused on raising the value of nature conservation, promoting active participation and the need to go green for the environment. By combining this concept with a goal (25% by 2025), some felt that there is something more tangible and concrete at play. That said, some families were confused as to the meaning of the 25% figure - while a catchy and memorable line, the lack of clarity was considered intriguing by some and overly confusing for others.

The most memorable elements in this concept included images of the ocean, the lakes, the trees and the Canadian Rockies, as well as a reference to “Support for Indigenous leadership” and the words “Support” and “together”.

The most popular suggestion among families was to have more time in the ad to see the website and hashtag information.

Youth

Overall, this message scored highest among youth participants mostly because of the reference to “25% by 2025” and to a “plan.” The specific reference to a plan intrigued, engaged and even energized youth and many indicated that the questions they have about the plan would compel them to click through. Most youth felt that the 25% goal was a memorable element of the video, although, like families, it did confuse some participants.

Most youth participants felt that the message in this concept helps to promote nature conservation and get youth attention but offers little substance as to how they can enact change.

A few also felt that this concept was trying to achieve too much in 30 seconds. Not everyone was convinced that Indigenous leadership should be an area of focus since they feel that all Canadians should be supported and engaged.

Participants in the youth group described mixed feelings towards the call to action of clicking the link to learn more about the initiatives in place. The inclusion of a more direct statement such as “Find out what we’re doing” helped them to feel more inclined to join in the conservation effort.

Preferences Regarding “25 by 2025”: When asked to compare which version of the messaging that they thought was most effective, participants across all groups preferred the text that involved a “plan to conserve”, as it draws their interest and improves the call to action to visit a website to discover more about what the actual plan entails.

Evaluation of [Concept C](#)

Families

Overall, many families felt that Concept C was the most similar to other advertisements they had seen in the past, offering the least unique information compared to the other concepts presented. Most participants felt that the advertisement was catchy and energizing but was considered more general, lacking direction and any reference to a plan.

Many families felt the main message of the video was to clean up plastics and invite Canadians to participate in a movement of change. The most memorable elements of the video included scenes featuring the cleanup of the ocean, involvement of children in environmental protection, young and old working together, caribou, water and mountains.

The need to reduce plastic waste and focus on recycling efforts was seen by many as the main call to action. Families noted as a possible weakness the lack of diversity in the images, including no reference to Indigenous leadership, no ethnic communities, and nothing that involves city dwellers.

Some families felt that the video might be more impactful if other images showcasing the negative impacts of humans on nature were shown, although some did like that the video was not entirely negative.

Youth

Concept C received mixed ratings among youth. Those that favoured the concept felt that there was a purpose to the advertisement as there was the added element of trash being picked up. Concerns were raised over a lack of a plan and a few felt that it was more about going out in nature, similar to Concept A.

Youth seemed to recognize a range of messages in this video, including the importance of recycling and disposing of garbage correctly, clean energy, getting back in touch with nature, that the world is changing and that there is a need for Canadians to change. Some felt that the wording including “Together” invoked a stronger sense of both unity and responsibility. Concept C stood out among youth for its explicit depiction of the negative consequence of improper waste management, as well as the vast and spectacular images of nature and words such as “the world is changing” and “get back to nature.”

Some youth felt uncertain about the specific call to action, and few saw themselves visiting a website or following the hashtag. Most youth felt that what was missing from the message was a target for what they should be doing to help protect the environment.

Qualitative Research Disclaimer

Qualitative research seeks to develop insight and direction rather than quantitatively projectable measures. The purpose is not to generate “statistics” but to hear the full range of opinions on a topic, understand the language participants use, gauge degrees of passion and engagement and to leverage the power of the group to inspire ideas. Participants are encouraged to voice their opinions, irrespective of whether or not that view is shared by others.

Due to the sample size, the special recruitment methods used, and the study objectives themselves, it is clearly understood that the work under discussion is exploratory in nature. The findings are not, nor were they intended to be, projectable to a larger population.

Specifically, it is inappropriate to suggest or to infer that few (or many) real world users would behave in one way simply because few (or many) participants behaved in this way during the sessions. This kind of projection is strictly the prerogative of quantitative research.

Summary of Quantitative Results (Simple Actions)

Attitudes Towards the Environment

When asked what respondents consider the three most important environmental issues facing Canada right now (among a specific list of issues), two specific issues rise above the rest. Global warming / climate change was selected by a majority of respondents (59%) with dealing with the amount of waste we generate slotting in as the second most important issue at 46%.

Respondents were more than twice as likely to believe that the environment will be in worse shape ten years from now (43%) than they are to believe that it will be in better shape (16%). Among the remaining respondents, 31% believe it will be about the same and 10% don't know or were not sure.

A series of statements was presented to respondents to help understand their views on possible solutions to some of Canada's environmental issues. Results reveal that a majority of respondents (70%) strongly agree that we have a responsibility to the next generation to do all we can to improve the environment. As well, 43% strongly agree and another 43% somewhat agree that they are concerned about the impact of the environment on their family's health. Turning our attention to solutions, respondents agree that a multi-pronged approach is warranted and that they and the private sector have a role to play. More specifically, a majority (66%) *disagree* that there is not much that they can personally do to help the environment. This points to a belief among respondents that simple things can make a difference.

Respondents were asked to rate how good a job the Government of Canada is doing in terms of addressing seven environmental priorities. Results reveal that between 10% and 16% of respondents would say that the federal government is doing a very good job across all priorities. A majority of respondents feel they are doing a somewhat good job on these priorities, with results fairly consistent across all seven priorities considered in this survey.

Across nine different Government of Canada environment initiatives, awareness was highest for the one involving the ban of certain types of single use plastics by 2021 (72%). Awareness then decreased to 58% for the initiative involving the reduction of Canada's greenhouse gas emissions by 30% by 2030. Awareness was higher for the initiative that involved ensuring "a carbon tax" or cap and trade system would exist in all provinces and territories within Canada (56%) compared to the initiative that would ensure "pollution pricing" or cap and trade systems would exist in all provinces and territories in Canada (40%).

Environmental Behaviours

When asked if they are doing enough to reduce their impact on the environment, very few respondents would place themselves at the extreme ends of the spectrum and by and large, they are divided between feeling they are either doing enough or not enough. Only 7% would say they are doing more than enough and only 3% would say they are not doing nearly enough.

There is some level of insight into how respondents believe they can reduce their impact on the environment on a personal level. Roughly 1 in 5 would say they "absolutely" know and two-thirds would say they "somewhat" know.

A strong majority of respondents have, at a minimum, made a few changes regarding the products and services they buy or use, specifically to reduce their impact on the environment. At the other end of the spectrum results show that 8% do not believe they have made such changes and 12% are not sure if their product and service selection has had this sort of impact.

Simple Actions

Respondents were presented a wide range of actions and asked how often they had done each one over the course of the past year. These actions could be grouped into three categories: At Home Recycle Reuse; Food and Gardening; and, Efficiency and Transportation.

Across the range of actions in the “At Home Recycle Reuse” category, results show that the majority of respondents did each of the actions at least “most of the time.” Only the purchase of used items fell outside this trend, with 28% indicating they have done this at least most of the time over the past year.

In terms of “Food and Gardening”, nearly nine in ten respondents saved or ate their food leftovers either always or most of the time. All other actions were, on average, done less frequently although avoiding resources intensive gardening practices deserves a closer look.

Finally, when it comes to actions in the “Efficiency and Transportation” category, respondents were most likely to have been taking efforts to not idle their vehicle over the past year. About one in four (26%) used active transportation at least most of the time.

A variety of additional actions, ranging from purchasing an electric vehicle to growing a pollinator garden, was presented to respondents to again get a sense of what has been done. Results reveal that the most common actions include having purchased energy efficient appliances (62%), made energy efficient renovations to their home (42%) and planted trees (39%). Between 7% and 10% plan do to most of the presented actions at some point in the future.

Barriers to Reducing Environmental Impact

Cost is by far the most common barrier selected by respondents when asked what is preventing them from doing more of the previously listed actions to reduce their impact on the environment. This specific barrier was selected by 61% of respondents. Time was the next most common barrier, as selected by 28% of respondents, followed by a lack of information, at 25%. Similar proportions selected personal physical limitations (22%), inconvenience (21%) and a lack of incentives (20%).

Individual Actions Most Likely to Have a Positive Impact on the Environment

Respondents were asked to reconsider the list of environmental actions an individual can take and prompted to select up to five they believe would have the most positive impact on the environment. Avoiding single use plastics was a clear favourite, selected by a majority of respondents. Although this is a distinctly popular action, the results do not point to a specific action or even a small subset of actions that would qualify as second most popular. Instead, a dozen actions were considered impactful by about 20% to 30% of respondents. Based on the results obtained, we can see that actions do not necessarily have to be large to be seen as potentially impactful on the environment and any effort by the government to encourage “small actions” will not only be seen as feasible, but also credible. If some of the actions positioned closer to the bottom of the list are deemed very impactful by experts, some degree of citizen education would be warranted to help them appreciate how impactful they could be and that putting them into practice may be easier than they think.

Home Energy Efficiency

Among homeowners who have not yet done any energy efficient renovations, 48% would say they are very or somewhat likely to upgrade the energy efficiency of their home within the next five years. Assuming a grant of up to \$5,000 were available to Canadians, 74% would be very or somewhat likely to upgrade, which is significantly higher than the result where no grant is mentioned (48%). In addition, over half of home owners (54%) would, with full consideration of the pandemic, feel comfortable providing an energy advisor access to their home in order to conduct an energy audit.

Media Usage

A few questions were asked to help understand how to reach Canadians and how to reach certain segments of Canadians. In terms of social networks, Facebook was the likely social networking site to be used over the past month (78%), followed closely by YouTube (71%). Television is still considered by many a primary source for news, as indicated by 37% of respondents. This is then followed by news websites and applications (25%) and social media (17%). Fewer than one in ten would consider radio (9%) or print newspapers (4%) a primary source for their news.

Summary of Simple Actions Behavioural Segments

Multivariate analysis was conducted to develop various segments of the population. The analysis produced five segments reflecting the commitment towards reducing the population’s impact to the environment. These are called “Reduce and Reuse”, “Energy Efficient” “Environmental Stewards”, “Getting There” and “Not There Yet”.

Environmental Stewards (20%) - These Canadians are more likely to have a positive outlook on the environment for the next ten years, and feel they are doing enough to reduce their impact on the environment. Nearly all feel they know what to do to reduce their impact on the environment, and the majority have made changes with respect to the products and services they use to reduce their impact on the environment. These stewards feel they have a high degree of responsibility to improve the environment and are concerned about the impact of the environment on their family's health. To that end they are more willing to pay higher prices to protect the environment. Overwhelmingly this segment is characterized by their high and frequent participation in nearly all the simple actions to help the environment.

This segment is more likely to live in a single family dwelling that they own and be female over the age of 45.

Energy Efficient (21%) – Canadians in this segment are slightly less positive about the outlook for the environment in Canada in ten years. Just half of these Canadians feel they are doing enough for the environment, just a handful have made a lot of changes to follow through while about two thirds have made a few changes, although a great majority believe they know what they can do to reduce their impact on the environment. The majority of this segment feels they have a responsibility to do all they can to improve the environment, but fewer than one in five are willing to pay higher prices to protect the environment. While this group demonstrates high participation rates across many of the simple actions, what distinguishes them are higher rates of purchasing energy efficient appliances, making energy efficient home renovations, planting trees, purchased bird/bat houses or beehives, and replacing gas powered landscaping equipment with electric.

This group is more likely to be male and 35 to 54 years of age. They also are more likely to reside in a single family home that they own.

Reduce and Reuse (28%) – Just over half of those in this segment believe they are doing enough to reduce their impact. A great majority think they know what they can do to reduce their impact on the environment, with as many reporting they have made at least some changes. They feel a great responsibility to do all they can to help the environment and are somewhat concerned about the impact of the environment on their family's health. However, just fewer than one-third are willing to pay higher prices to protect the environment. This group is similar to the Environmental Stewards in their dedication to reducing consumption and reusing items. They also score high on other simple actions but are distinguished from the first two segments by lower levels of participation in simple actions that are more applicable to homeowners.

They are more likely to be female and over 55 years of age. Just under half of this segment are home owners, and just under half also live in a condo they own or a condo/apartment they rent.

Getting There (22%) – While their outlook for the environment in the next ten years is somewhat less positive, just four in ten feel they are doing enough to reduce their impact on the environment. One in ten think they absolutely have enough information to know what they can do to reduce their impact on the environment, and a further seven in ten indicate they are somewhat informed on what to do, and also seven in ten report making some changes in products and services they use to reduce their impact on the environment. Over two-thirds feel they have a responsibility to do all they can to protect the environment. One-third are concerned about the impact of the environment on their family’s health, while half that amount are willing to pay higher prices to protect the environment. This segment is characterized by lower than average scores across all simple actions. They are about average in their use of active transportation, while the lowest in making large purchases such as an electric vehicle.

While they are evenly split on gender, they are more likely than the other three energy conscious segments to be 18 to 34 years of age. This segment has the lowest level of home ownership of all segments.

Not There Yet (9%) – The smallest of the five segments, this group is most skeptical about the outlook of the environment in ten years with just one tenth thinking it will be better. Under half report that they are doing enough to reduce their impact on the environment. This segment is more likely than other segments to report that they do not know enough about what to do to reduce their impact on the environment, and over a third have made a lot/few changes to reduce their impact on the environment. These Canadians are more likely than others to think there’s not much they can personally do to help the environment and that doing simple things to help the environment won’t make much of a difference, and least likely to be willing to pay higher prices to protect the environment. When it comes to taking action to reduce their impact on the environment, this segment scores below average across all actions.

This group skews male and younger (under 44 years old). Similar to the “Getting There” segment, less than half live in their own home, while four in ten rent a home/condo/apartment.

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