

Nature Based Climate Solutions and Cleaner Environment Advertising Campaign 2023 (ACET)

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Methodology Summary

Prepared for Environment and Climate Change Canada

Supplier: Elemental Data Collection

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Ce rapport est aussi disponible en français.



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EXECUTIVE SUMMARY

Environment and Climate Change Canada (ECCC) were looking to support the Nature Based Climate Solutions (NBCS) and Cleaner Environment advertising campaign with public opinion research, using the Advertising Campaign Evaluation Tool (ACET). The following sections outline the methodology used to conduct the study, including the research objectives, sample design and data collection procedures.

1.1 Background

Findings from 2021 Polling by Nature Canada and the David Suzuki Foundation found that 40% of Canadians hold an inaccurate definition of “nature-based climate solutions”, some believing “it relates to actions like using natural products and recycling.” Despite the confusion, 71% of Canadians believe NBCS are effective in addressing climate change (regardless of how they define the term). And 74% of Canadians support nature conservation efforts even if those measures limit their use of public/private lands – so we know support is out there (Nature Canada, 2021).

The campaign hopes to clarify this misinterpretation and encourage overall support for nature-based solutions as a means of addressing Canada’s climate crisis and biodiversity loss. One tool used in order to fulfil its mandate is public opinion research.

1.2 Research Objectives

Overall, the ACET serves to measure the success of the advertisement campaign through a before/after measure of the campaign’s objectives and awareness/recall of the advertisements, amongst Canadians, particularly the campaign’s target audience. The goal of the campaign is to familiarize the term “nature-based climate solutions” among Canadians and inform them of the role it plays in addressing the twin crisis of climate change and biodiversity loss.

1.3 Methodology Summary

Online interviews were conducted from February 8th to February 16th, 2023 (Baseline survey) and April 1st to April 11th, 2023 (Post-campaign survey) with a total sample of 3,000 Canadians, 18 years of age and older. Given the non-probabilistic nature of the sample, the data collected cannot be extrapolated to the overall population of adult Canadians. However, for a probability sample of this size, the overall results would have a margin of error of $\pm 1.79\%$, 19 times out of 20.

1.4 Use of Research Results

An ACET is mandatory, as per Directives for the TBS Policy on Communication and Federal Identity, for campaigns with a media component of \$1,000,000 or more. The ACET pre-wave establishes audience awareness baselines, while the post wave measures campaign recall, understanding and response to the advertisement.

1.5 Contract Value

The total contract value of this research was \$41,781.75, including HST.

1.6 Political Neutrality Statement

I hereby certify as a Representative of Elemental Data Collection that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



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May 8, 2023.

APPENDIX

2.1 Survey Methodology

A pre and post campaign online survey was conducted with a geographical proportionate stratified sample of 3,000 Canadians, 18 years of age and older. Given the non-probabilistic nature of the sample, there is no margin of error associated with the sample. However, for a probability sample of this size, the overall results would have a margin of error of $\pm 1.79\%$, 19 times out of 20 (adjusted to take into account sample stratification). Details regarding the methodology are outlined below.

2.2 Sample Design and Selection

Quotas were set to ensure that each wave of the study would target approximately 50/50 splits of male and female completes proportionate to the stratified regions. The sample frame was geographically proportionate to improve the accuracy on the national results.

Strata	Completed Interviews	Margin of Error (%)
Atlantic	200	± 6.93
Quebec	700	± 3.70
Ontario	1150	± 2.89
MB/SK/NU	200	± 6.93
AB/NWT	350	± 5.24
BC/Yukon	400	± 4.90
Canada	3,000	± 1.79

Screening questions were used to ensure that all respondents were eligible in terms of age, region and industry bias.

2.3 Online Collection

The online survey was administered in two waves to 3,000 (1500/wave) total respondents, from February 8th, 2023 to April 11th, 2023, using computer-assisted web interviewing (CAWI) technology. The data collection was carried out by Elemental Data Collection in Ottawa, Ontario. Online surveys were conducted in the respondent's official language of choice. Quotas were set to ensure that each wave of the study would target approximately 50/50 splits of male and female respondents proportionate to the stratified regions. The average length of time required to complete the pre campaign survey was 6.4 minutes, and the average length of time required to complete the post campaign survey was 10.4 minutes.

The sponsorship of the study was revealed during the introduction as Government of Canada. All survey respondents were informed that participation was voluntary and that information collected was protected under the authority of privacy legislation.

2.4 Response Rate

In total, 44,875 Canadian survey respondents were contacted. The overall response rate for this survey was 15.18%. This is consistent with typical response rates for online panel surveys of the general public conducted over this length of field period. The table below presents the detailed information.

Online Disposition Table			
	Total	Pre Wave	Post Wave
Total Emails	44,875	26,300	18,575
Out-of-scope – Invalid	223	114	109
In-scope - Non-responding (IS)	37,874	22,196	15,678
No response	37,380	22,038	15,342
<i>Termination</i>	494	158	336
In-scope - Responding units (R)	6,778	3,990	2,788
<i>Not Qualified/Screened out</i>	783	467	316
<i>Quota full</i>	2,995	2,023	972
<i>Completed Interview</i>	3,000	1,500	1,500
Response Rate	15.18%	15.24%	15.10%

The response rates were calculated using the formula: $R=R/(IS+R)$.

2.5 Data Analysis

Weighting adjustments were applied to the survey data to ensure that the results were representative of the Canadian population aged 18 years of age and older. Specifically, the survey results were weighted by region, gender and age according to the most recent Statistics Canada census of the population.

The following table presents a breakdown of actual and weighted completions by regional strata.

Strata	Unweighted Sample Size	Weighted Sample Size
Atlantic	200	201
Quebec	700	690
Ontario	1150	1,160
MB/SK/NU	200	195
AB/NWT	350	334
BC/Yukon	400	420
Total	3,000	3,000

2.6 Non-response Analysis

A non-response analysis was conducted to assess the potential for non-response bias. Non-response is the result of a unit of the sample not participating in the survey—either refusing to take part in the survey (a refusal) or not being reached during the data collection period (non-contact). Non-response results in biases in the survey sample when there are differences between respondents and non-respondents.

To undertake the analysis for this survey, the unweighted sample distribution by gender, age, household income, employment status and level of education was compared to the actual population (based on 2021 Census figures from Statistics Canada).

	Survey Sample (Unweighted)	Population (Census 2021)	% diff (+/-)	Survey Sample (weighted)
18-34	26.17%	26.69%	-6.47%	26.79%
35-54	34.63%	32.19%	2.67%	32.17%
55+	39.20%	41.11%	3.82%	41.04%
Male	49.83%	48.76%	1.24%	48.76%
Female	50.17%	51.24%	-1.24%	51.24%
Under \$20,000	6.93%	4.74%	1.98%	6.73%
\$20,000 to under \$40,000	17.87%	14.64%	-1.00%	18.62%
\$40,000 to under \$80,000	33.52%	28.41%	0.25%	33.54%
\$80,000 and over	41.68%	52.21%	-1.22%	41.11%
Employed	58.43%	57.10%	4.64%	57.70%
Unemployed	5.70%	6.56%	-2.46%	5.75%
Not In labour force	35.87%	36.34%	-2.18%	36.55%
No certificate, degree or diploma	3.87%	16.15%	-9.20%	4.00%
High school certificate or equivalent	20.13%	26.69%	-9.28%	21.00%
Apprenticeship or trades certificate or diploma	7.27%	8.71%	-3.27%	7.09%
College, CEGEP or other non-university certificate or diploma	22.93%	18.84%	4.85%	22.77%
University degree, certificate or diploma	45.80%	29.61%	16.90%	45.14%

As is typically found with online surveys in Canada, the final sample over-represents those with higher levels of education. The survey results were weighted to address these variations, as well as the sample design for the survey, which was regionally proportionate. Weighting serves to reduce bias should it be present, but not to eliminate it completely. It is very unlikely that this small sampling bias introduced any meaningful bias to the survey results.

2.7 Research Instrument

ADVERTISING CAMPAIGN EVALUATION TOOL POST-CAMPAIGN SURVEY

All sections should be asked after the ads have run in the media.

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur [français](#) [SWITCH TO FRENCH VERSION].

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 12 minutes to complete.

[START SURVEY](#)

[Click here](#) if you wish to verify the authenticity of this survey. To view our privacy policy, [click here](#).

If you require any technical assistance, please contact XXX.

a) Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- the federal or provincial government
- none of these organizations

IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.

b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2005
IF > 2005, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK

d) In which of the following age categories do you belong?

SELECT ONE ONLY

- less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64

- 65 or older

IF “LESS THAN 18 YEARS OLD” OR “BLANK”, THANK AND TERMINATE

In which province or territory do you live?

SELECT ONE ONLY

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- yes
- no **=> GO TO T1A**

Q3:

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about climate change and the environment?

- Yes
- No **=> GO TO T1D**

T1B:

Where have you seen, read or heard this ad about climate change and the environment?

[NOTE: HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

Out-of-home (indoor and outdoor signage)
Flyer/postcard/brochure (by mail)
Cinema
Digital billboard
Broadcasting
Radio
Television
Online / digital
Digital/Streaming TV (e.g. Netflix, Disney+)
Facebook
In a mobile app
Instagram
Internet website
LinkedIn
Online news sites
Pinterest
Snapchat
Digital/Streaming radio (e.g. Spotify, Podcast)
TikTok
Twitch
Twitter
Video game
Web search (e.g. Google, Bing)
YouTube
Printed publications
Print newspaper
Print magazine

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D: On a scale of 1 to 5, where 1 means not at all familiar and 5 means very familiar, how familiar would you say you are with the term “nature-based climate solutions”?

SELECT ONE ONLY

- 1 – Not at all familiar
- 2
- 3
- 4
- 5 – Very familiar

FOR THOSE WHO ARE FAMILIAR [4,5]

T1E: What is one example of a nature-based solution? **[OPEN ENDED]**

ASK ALL RESPONDENTS

[FROM HERE ON, NUMBERS IN BRACKETS ARE TO BE USED FOR PROGRAMMING/CODING ONLY, DO NOT SHOW TO RESPONDENTS]

T1F: Please rate your level of agreement or disagreement with the following statements. Protecting nature’s elements such as trees, wetlands, grasslands, and coastlines helps to: **[RANDOMIZE STATEMENTS]**

- a) reduce greenhouse gas emissions
- b) reduce the impacts of climate change
- c) advance reconciliation with Indigenous peoples
- d) support biodiversity and habitats for wildlife

- e) create green jobs in communities across the country
 - (1) Strongly disagree
 - (2) Somewhat disagree
 - (3) Neither agree nor disagree
 - (4) Somewhat agree
 - (5) Strongly agree
 - (9999) Prefer not to say

T1G: How worried do you currently feel about the issue of climate change?

- (1) Not at all
- (2) Slightly
- (3) Moderately
- (4) Very
- (5) Extremely
- (9999) Prefer not to say

T1H: Please rate your level of agreement or disagreement with the following statements. **[RANDOMIZE STATEMENTS]**

1. I believe that climate change is real.
2. My local area will be influenced by climate change.
3. It will be a long time before the consequences of climate change are felt.

- (1) Strongly disagree
- (2) Somewhat disagree
- (3) Neither agree nor disagree
- (4) Somewhat agree
- (5) Strongly agree
- (9999) Prefer not to say

T1I: Please rate your level of agreement or disagreement with the following statements. **[RANDOMIZE STATEMENTS]**

- a) I am willing to make substantial changes in my life to help limit climate change.
- b) People who are close to me generally expect that I do my part to help limit climate change.
- c) Climate change can't be limited without governments helping.
- d) Climate change can't be limited without big corporations and industry leaders helping.
- e) Governments in Canada are willing to make substantial changes to help limit climate change.
- f) Big corporations and industry leaders in Canada are willing to make substantial changes to help limit climate change.
- g) I feel pressure from friends and family members to do my part to help limit climate change.

- (1) Strongly disagree
- (2) Somewhat disagree
- (3) Neither agree nor disagree
- (4) Somewhat agree
- (5) Strongly agree
- (9999) Prefer not to say
- (99) I don't think the climate is changing

AD RECALL QUESTIONS

T1J:

Here are some ads that have recently been broadcast on various media. Click here to watch.

[INSERT VIDEO AND SOCIAL MEDIA ADS]

[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen, read or heard any of these ads?

yes

no

=> GO TO T1L

T1K:

Where have you seen, read or heard these ads?

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

Out-of-home (indoor and outdoor signage)
Cinema
Digital billboard
Broadcasting
Television
Online / digital
Digital/Streaming video
Facebook
Instagram
Online banners
Digital/Streaming audio (e.g., podcasts)
Web search (e.g., Google, Bing)
YouTube

T1L:

What do you think is the **main** point these ads are trying to get across?

T1M:

Please indicate your level of agreement with the following statements about these ads?

RANDOMIZE STATEMENTS

	1 Strongly disagree	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 Strongly agree
These ads catch my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nature Based Climate Solutions and Cleaner Environment Advertising Campaign 2023

These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads motivate me to visit a Government of Canada website to learn more about nature-based climate solutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads have improved my understanding about the role that nature and nature-based climate solutions play in addressing climate change and biodiversity loss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads motivate me to support conservation efforts (e.g., of wetlands, grasslands, coastlines, and forests)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHIC QUESTIONS

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (30 or more hours per week)
- working part-time (less than 30 hours per week)
- self-employed
- unemployed, but looking for work
- a student attending school full-time
- retired
- not in the workforce (Full-time homemaker or unemployed but not looking for work)
- other employment status

D2:

What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- grade 8, elementary school or less
- some high school
- high school diploma or equivalent
- registered Apprenticeship or other trades certificate or diploma
- college, CEGEP or other non-university certificate or diploma
- university certificate or diploma below bachelor's level
- bachelor's degree
- postgraduate degree above bachelor's level

D3:

Are there any children under the age of 18 currently living in your household?

- yes
- no

D4:

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- under \$20,000
- between \$20,000 and \$40,000
- between \$40,000 and \$60,000
- between \$60,000 and \$80,000

- between \$80,000 and \$100,000
- between \$100,000 and \$150,000
- between \$150,000 and \$200,000
- \$200,000 and above
- prefer not to say

D5:

Where were you born?

- born in Canada
- born outside Canada

Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2023

D7:

What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

- English
- French
- Other language, specify _____

That concludes the survey. This survey was conducted on behalf of Environment and Climate Change Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.
