

Calgary



# 2024 Perspectives on Calgary Climate Change

Final Report

November 2024

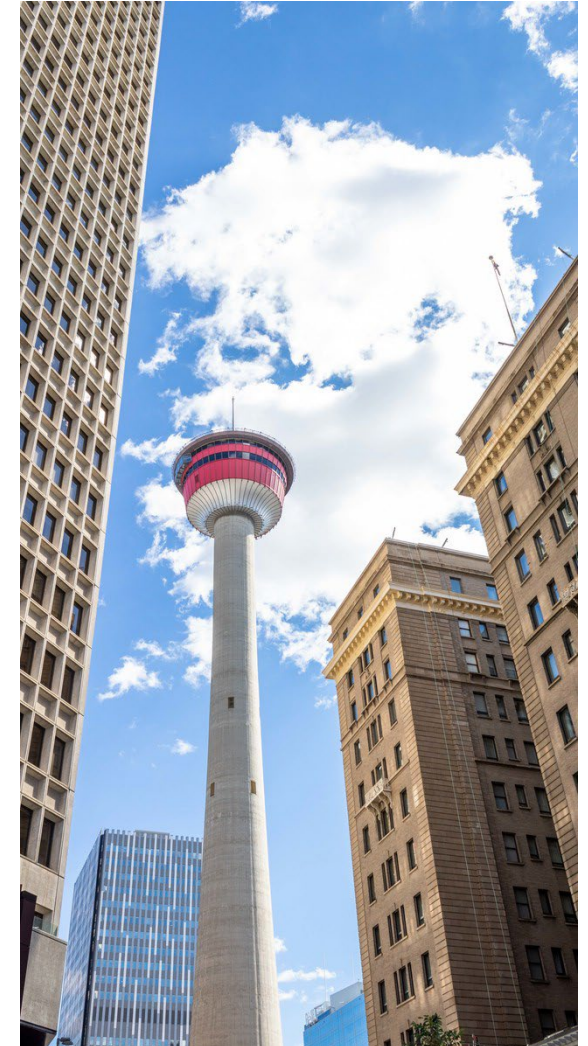
Prepared by:



**ADVANIS**

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# Background and methodology

## Background

The City conducts Perspectives on Calgary Surveys throughout the year to support City decision making. Research into attitudes and perceptions about climate change, extreme weather events, and energy efficiency have been conducted annually since 2018. This report presents the results of the 2024 survey as well as results from the previous surveys for tracking purposes, where applicable.

## Methodology

The telephone survey was conducted by Advanis from October 1 to 10, 2024 with 500 Calgarians. The average time to complete the survey was 25 minutes.

The survey was completed using numbers from both landlines (20%) and cell phones (80%) to obtain a random and statistically representative sample of Calgarians.

The margin of error (MOE) for the total sample of n=500 is  $\pm 4.4$  percentage points, 19 times out of 20 (though larger among subgroups of the total).

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city quadrant of the general population aged 18 and older.

Data were weighted based on the latest federal census for age, gender, and city quadrant. The weighting efficiency was 87%. Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).

Some charts and tables do not add to 100% due to rounding.

Survey	Data collection dates	n=
2024	Oct 1 – 10, 2024	500
2023	Oct 10 – 20, 2023	500
2022	Oct 11 – 20, 2022	500
2021	Nov 22 – Dec 1, 2021*	500
2020	Oct 19 – 29, 2020	502
2019	Sep 16 – 23, 2019	504
2018	Sep 11 – 21, 2018	500

\*In 2021, data collection took place after Calgary City Council voted in favour of declaring a Climate Emergency on Nov 15th.

# Segment differences Explanation

Any statistical differences between demographic groups are indicated with arrows to indicate where a group is statistically higher or lower than all other segments combined.

- To illustrate, the statistical tests performed when comparing three groups are as follows:



- This approach identifies differences between one group and everyone else who is not part of that group. To illustrate using the example below, 55+ year olds are significantly less likely to believe that people in Calgary are very welcoming and friendly compared everyone who is not part of that group (i.e., those aged 18 to 54).
- Note that we cannot conclude that this sentiment is lower for those who are 55+ years old when compared 18-to-34-years-old or 35-to-54-years-old individually (which may not be true).

	Age group		
	18-34 (n=82)	35-54 (n=185)	55+ (n=234)
People in Calgary are very welcoming and friendly (% agree)	51%	56%	43% ↓



# Highlights at a glance

## PROTECTION EFFORTS AND PROGRAMS/SERVICES

**65%**

(-10%pt) ↓



Are satisfied with **The City's job** to **protect the environment**

**68%**

(-5%pt)



Are satisfied with **The City's programs and services** aimed at helping Calgarians **reduce their environmental impact**

## EXTREME WEATHER EVENTS

**64%**

(-9%pt) ↓



Are **concerned** about the **impacts** of climate events on their lives

**Concern** about climate events:  
(Top 3)

**96%\***

Wildfire / Smoke


**83%\***

Hailstorm


**77%\***

Heat wave or extreme heat



**Reasons** for actions taken to reduce the impact of climate events:

**18%\***

Protect health

**17%\***

Protect assets/home/property

**14%**

Save money

Actions taken to **reduce the impact** of climate events:

**46%\***

Installed heat-resistant curtains, blinds or shutters


**44%**

(-9%pt) ↑

Installed AC or heat pump


**41%\***

Purchased a rain barrel for outdoor watering



## CLIMATE CHANGE

**79%**

(0%pt)

Are **concerned** about the **impact** of climate change on **future generations**

**77%**

(-1%pt)

Believe we need to **act now** to address the **causes** of climate change

**72%**

(-1%pt)

Are **concerned** about the **impacts** of climate change on Calgarians

**58%**

(+7%pt)



Believe The City should be **doing more** to address climate change

**39%**

(-2%pt)



Consider they **hear** about climate change about the **right amount**

**44%**

(-4%pt)



**Trust The City** as a **source of information** about climate change

**Awareness of The City's Climate Program:**

**47%**

Climate Strategy

**34%**

Clean Energy Improvement Program

**31%**

Climate Ready Home Guide

**20%**

Calgary Climate Symposium

**Interest in The City financial incentive programs:**

**83%\***

**Renovating home** to increase **energy efficiency**

**74%\***

Make **home** more **comfortable** during climate events

**73%\***

**Protect home** during climate events

## ENERGY EFFICIENCY

**Regular energy-saving measures:**

**99%**

(+2%pt)

**Turn off lights**

**93%**

(-2%pt)

Use energy-efficient **light bulbs**

**81%**

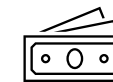
(+4%pt)

Keep heat at **lower temperature** in winter

**77%**

(-1%pt)

Argue their main **reason** for saving energy is to **save money**


**71%**

(+15%pt) ↑

Argue their main **reason** for not doing more to save energy is the **cost**

# Key findings

## **Calgarians' satisfaction with The City's environmental efforts and programs have been declining.**

- Two-thirds of Calgarians (65%) are satisfied with The City's environmental efforts, but satisfaction has declined over the past two years. Similarly, 68% are satisfied with programs to reduce environmental impact, though this is also decreasing over time.

## **Calgarians express growing concern for climate change impacts, but beliefs about their individual contributions to climate change have declined.**

- 79% of Calgarians are concerned about climate change's impact on future generations, with 77% agreeing on the need for immediate action.
- While 75% believe they are taking steps to combat climate change, only 24% strongly agree, and 72% want to do more personally. However, Calgarians' belief that their individual actions contribute to global climate change has dropped from 77% in 2020 to 64% in 2024.
  - Females (79%), those born outside of Canada (82%), and those living in the Northwest quadrant (79%) are more likely to want to do more personally to address the causes of climate change.
- Nearly three-in-five (58%) Calgarians believe The City should be doing more to address climate change.

## **Calgarians' trust in The City's information about climate change is moderate (44%), yet they have strong interest in financial incentive programs The City may offer.**

- Interest in financial incentive programs that relate to homes is high with increasing energy efficiency (83%), making homes more comfortable during climate events (74%) and helping to protect homes during climate events (73%) being the most popular. Fewer than half (47%) are interested in supports for electric vehicles or EV infrastructure.

# Key findings

**Calgarians have largely been affected by wildfires and smoke (67%), hailstorms (42%), and heat waves (34%), aligning with their primary concerns about climate events.**

- Among those concerned about climate events, nearly all (96%) worry about wildfires, 83% about hailstorms, and 77% about heat waves. Overall, 64% are concerned about the effects of extreme weather on their lives, although this represents a 9% decline since 2023.

**To reduce the impact of extreme weather events, Calgarians adopt heat-resistant measures, motivated by health and assets protection. However, costs remain a barrier.**

- Just under half of Calgarians have installed heat-resistant measures (46% have curtains or blinds, 44% have air conditioning or heat pumps), and 41% have purchased rain barrels.
- The main reasons for taking action include protecting personal or family health (18%) and safeguarding assets (17%). Cost is the primary barrier for 45% of Calgarians, while 13% cite lack of ownership of their residence as a reason for inaction.
  - Calgarians living in the Northeast (58%), and those 35 to 64 years of age (50%) are more likely to mention financial reasons as preventing them from doing more to protect their property from climate events.

**Calgarians favour government leadership in addressing both extreme weather and energy efficiency.**

- About half believe that the municipal (52%), provincial (51%), and federal governments (45%) should lead in addressing climate impacts, with only 14% feeling individual citizens should be responsible.
- Similarly, at least half of Calgarians feel that the 3 levels of government (provincial (56%), municipal (54%), and federal (50%)) should lead efforts to enhance energy efficiency and reduce greenhouse gas emissions.

# Key findings

## **Calgarians increasingly adopt energy efficient measures although plans to engage in energy efficient behaviours in the next five years are moderate.**

- Calgarians are taking steps to improve their homes' energy efficiency, with 75% installing programmable thermostats, 74% purchasing energy-efficient appliances, and 71% insulating basements. Common regular practices include turning off lights (99%) and using energy-efficient light bulbs (93%).
- Half of Calgarians are likely to purchasing energy efficient appliances (55%), install an energy efficient furnace or heat pump (55%), install energy efficient windows (52%), or add weather-stripping or caulking to doors and windows (50%) in the next five years.

## **Cost drives Calgarians to adopt energy-saving measures, but is also the primary barrier to adoption as well.**

- The primary motivation for taking energy-saving actions is saving money (77%), followed by environmental protection (33%). However, cost is also seen as the main barrier, with 71% citing it as a reason for not doing more. Only 5% believe changes won't make a difference.
  - Calgarians in the Northwest (80%) are more likely to cite financial reasons as a barrier to saving energy, while older residents (aged 65 and older) are less likely to do so, with only 60% expressing this concern compared to younger residents.





# Detailed Findings

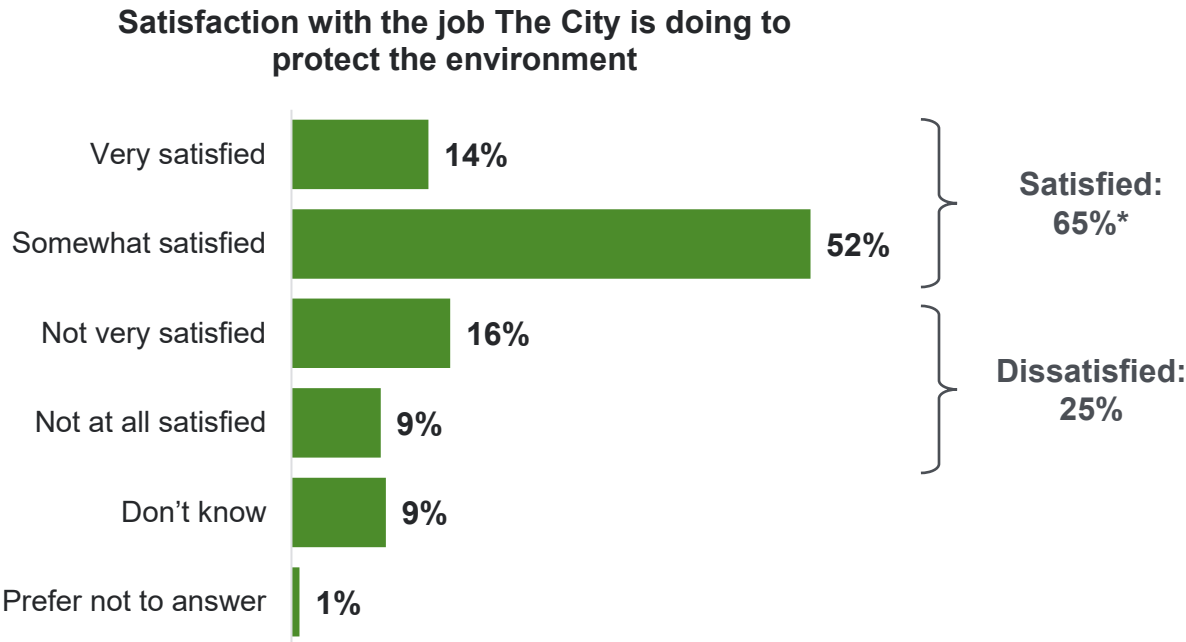




## Perceptions of The City's protection efforts and program and services

# Satisfaction with The City’s protection of the environment

Two-thirds (65%) of Calgarians are satisfied with what The City is currently doing to protect the environment.

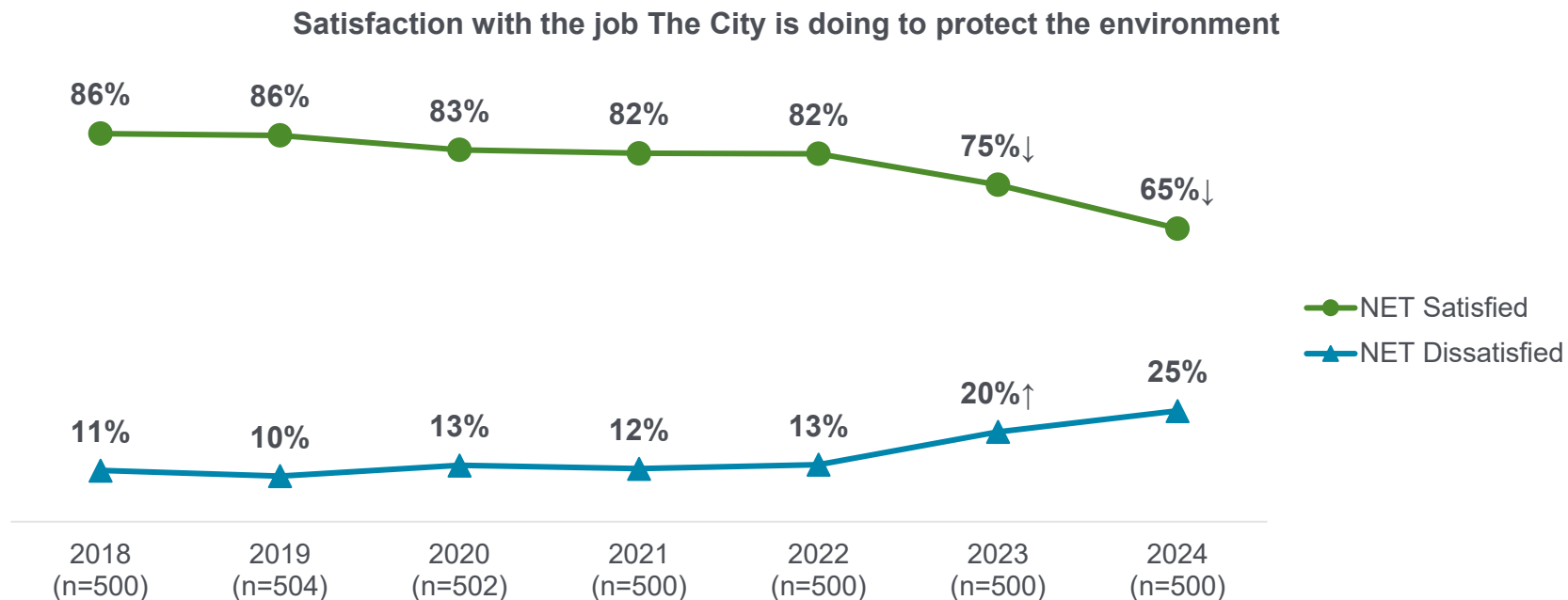


\* Rounding

Q2. How satisfied are you with the job The City of Calgary is currently doing to protect the environment?  
Base: Valid respondents (n=500)

# Tracking satisfaction with The City's protection of the environment

Although two-thirds (65%) are satisfied with what The City is doing to protect the environment, satisfaction has been significantly declining over the past two years.



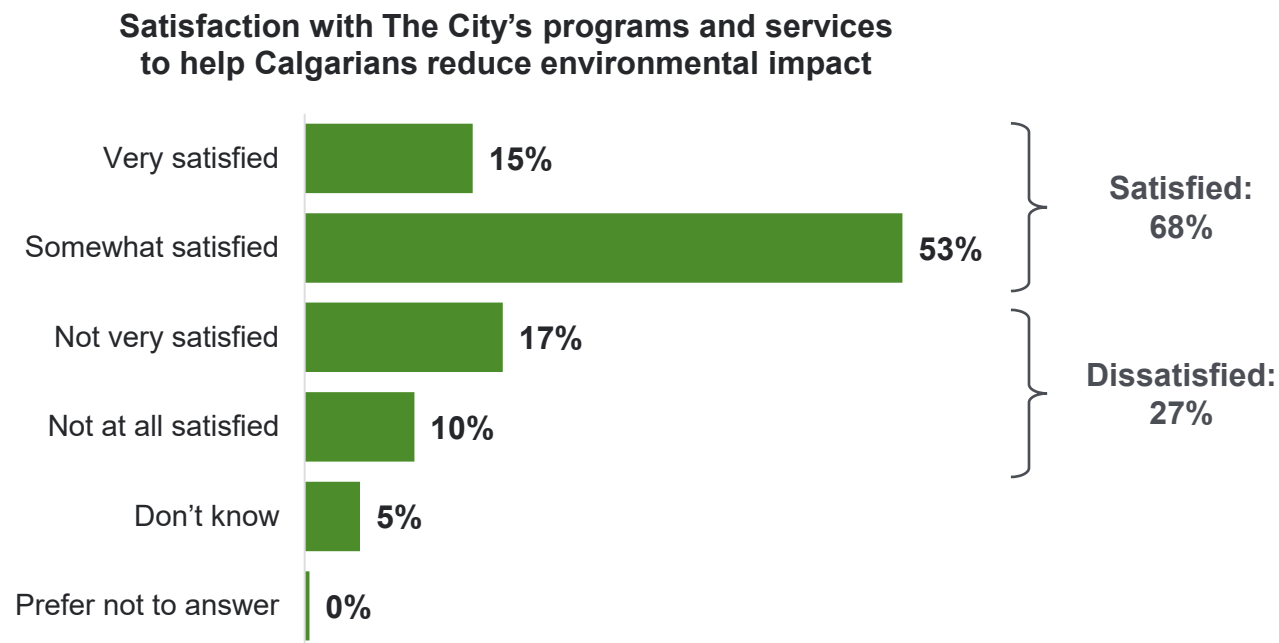
↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

Q2. How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents

# Satisfaction with The City's programs and services to help Calgarians reduce environmental impact

Similarly, two-thirds (68%) of Calgarians are satisfied with The City's programs and services to help Calgarians reduce their environmental impact.

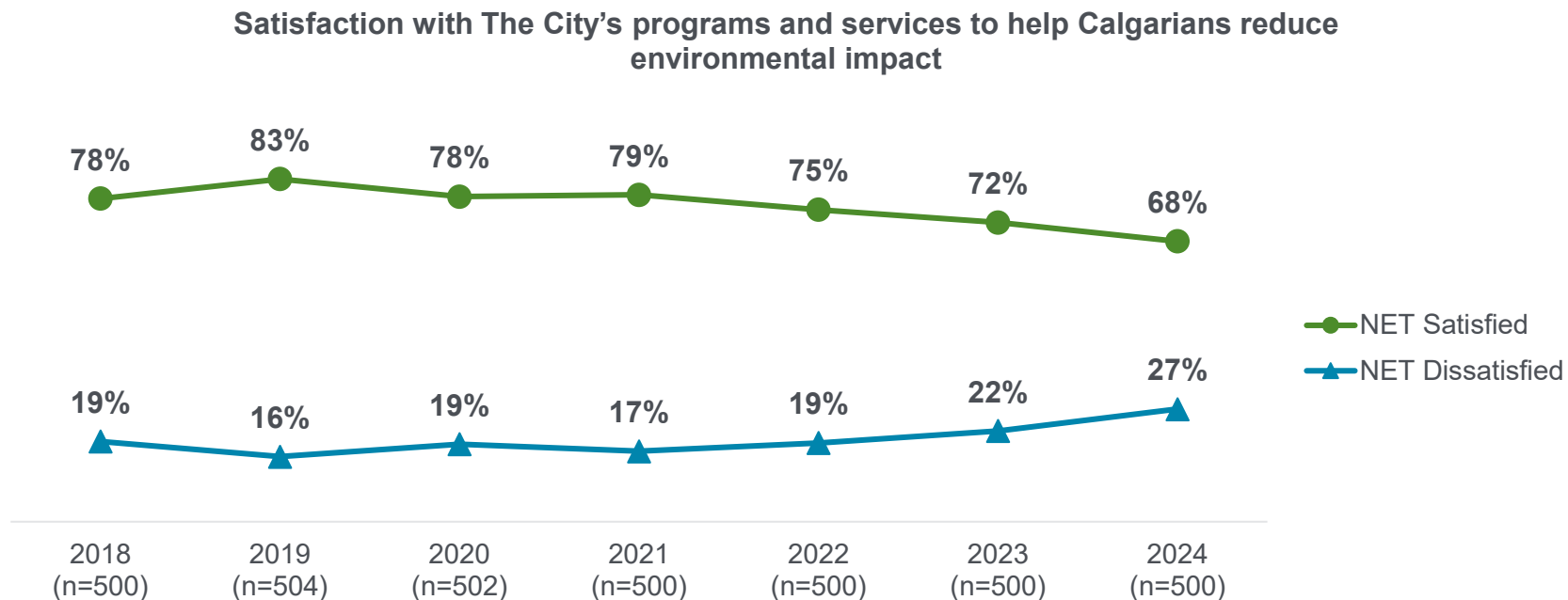


Q3. And how satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact? Base: Valid respondents (n=500)



# Tracking satisfaction with The City's programs and services to help Calgarians reduce environmental impact

Calgarians satisfaction with The City's programs and services to help Calgarians reduce their environmental impact has been steadily declining over the past several years.



↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

Q3. And how satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact? Base: Valid respondents

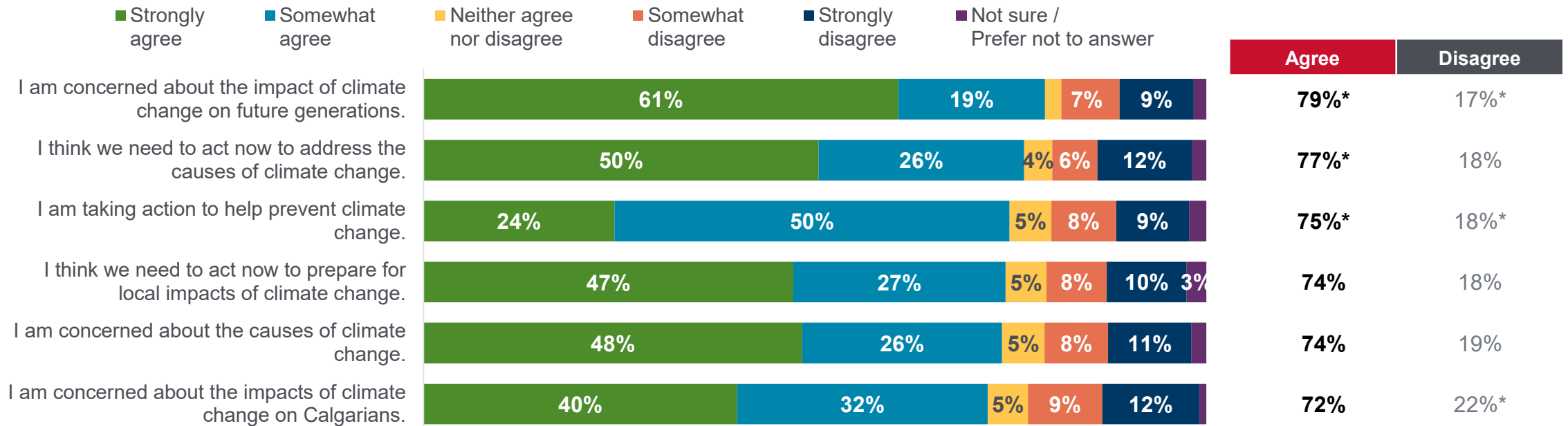


# Climate change

# Climate change opinions

At least three-quarters of Calgarians are concerned about the impact of climate change on future generations (79%), agree that we need to act now to address causes of climate change (77%) and that they are taking action to help prevent climate change (75%). However, while 75% indicate they agree they are taking action to help prevent climate change, only one-quarter (24%) strongly agree.

## Perceptions about Climate Change



Q16. For each of the statements, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree, or aren't sure.

Base: Valid respondents (n=500)

Data labels <3% not shown

\* Rounding

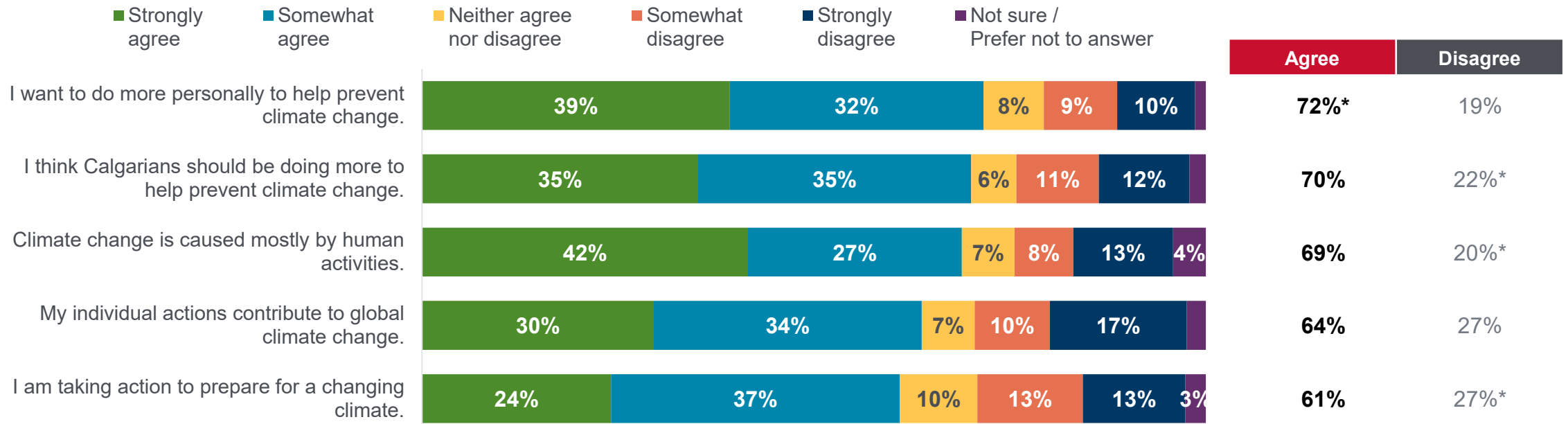


# Climate change opinions (continued)

Almost three-quarters (72%) of Calgarians agree they want to do more personally to help prevent climate change.

Although three-fifths (64%) of Calgarians agree their actions contribute to global climate change, one-quarter (27%) disagree and don't feel their actions contribute climate change.

## Perceptions about Climate Change



Q16. For each of the statements, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree, or aren't sure.

Base: Valid respondents (n=500)

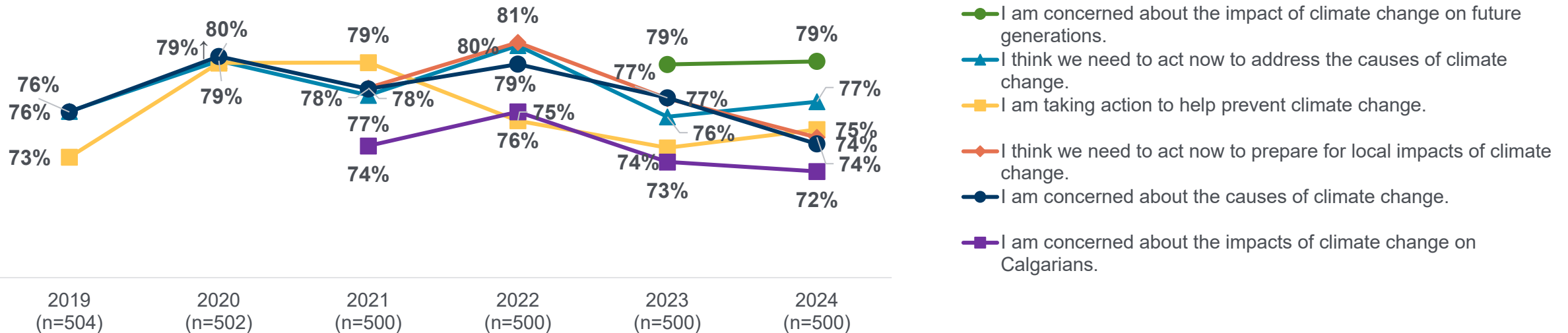
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\* Rounding

# Tracking climate change opinions

While most statements remain relatively stable, there has been a decline over the past two years among Calgarians who agree we need to act now to prepare for local impacts of climate change.

Perceptions about Climate Change (% agree)



Q16. For each of the statements, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree, or aren't sure.

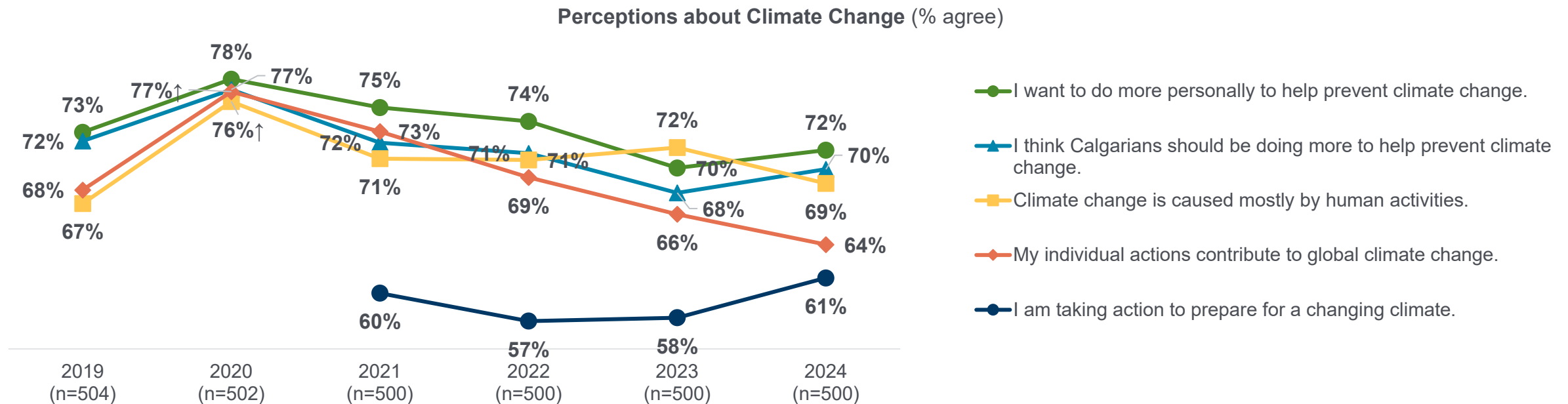
Base: Valid respondents

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave



# Tracking climate change opinions (continued)

Calgarians are much less likely to agree that their individual actions contribute to global climate change in 2024 (64%) compared to 2020 (77%).



Q16. For each of the statements, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree, or aren't sure.

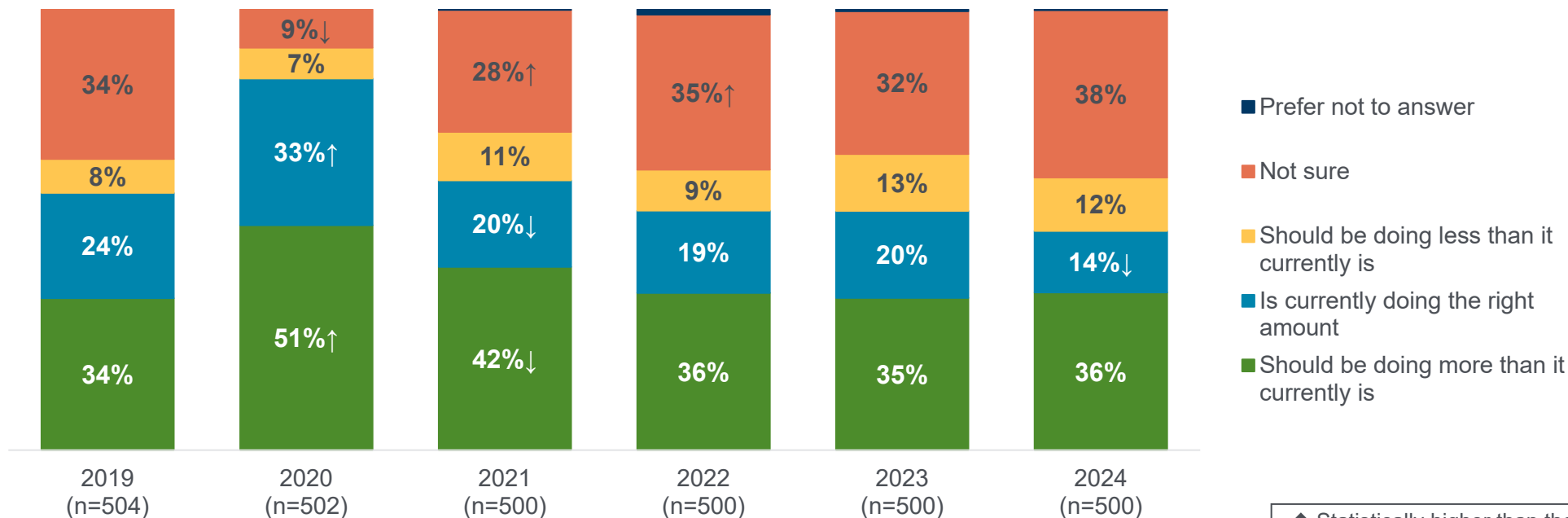
Base: Valid respondents

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

# Perception of The City's efforts to address climate change

Almost two-in-five (38%) Calgarians are unsure whether The City should be doing more, or less, to address climate change. One-third (36%) think The City should be doing more than it currently is.

Opinion about the work The City is doing to address climate change



- Prefer not to answer
- Not sure
- Should be doing less than it currently is
- Is currently doing the right amount
- Should be doing more than it currently is

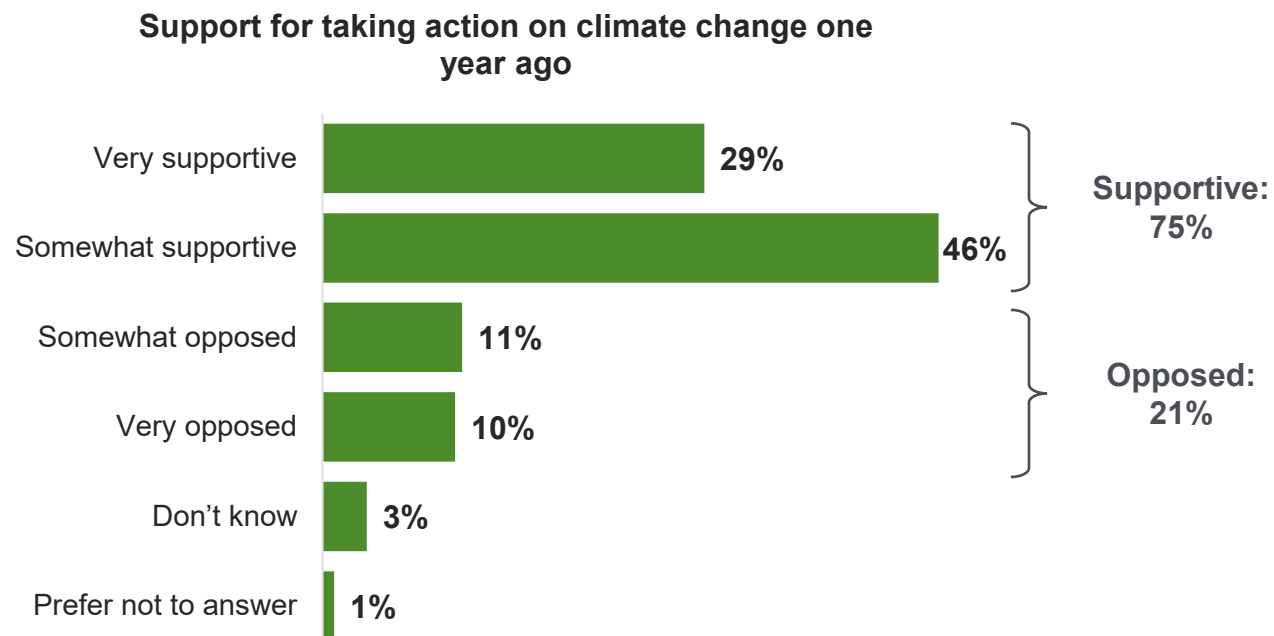
↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

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Q17. Please tell me which of the following statements best describes your opinion about what The City of Calgary is doing to address climate change. Base: Valid respondents

# Support for taking action on climate change one year ago

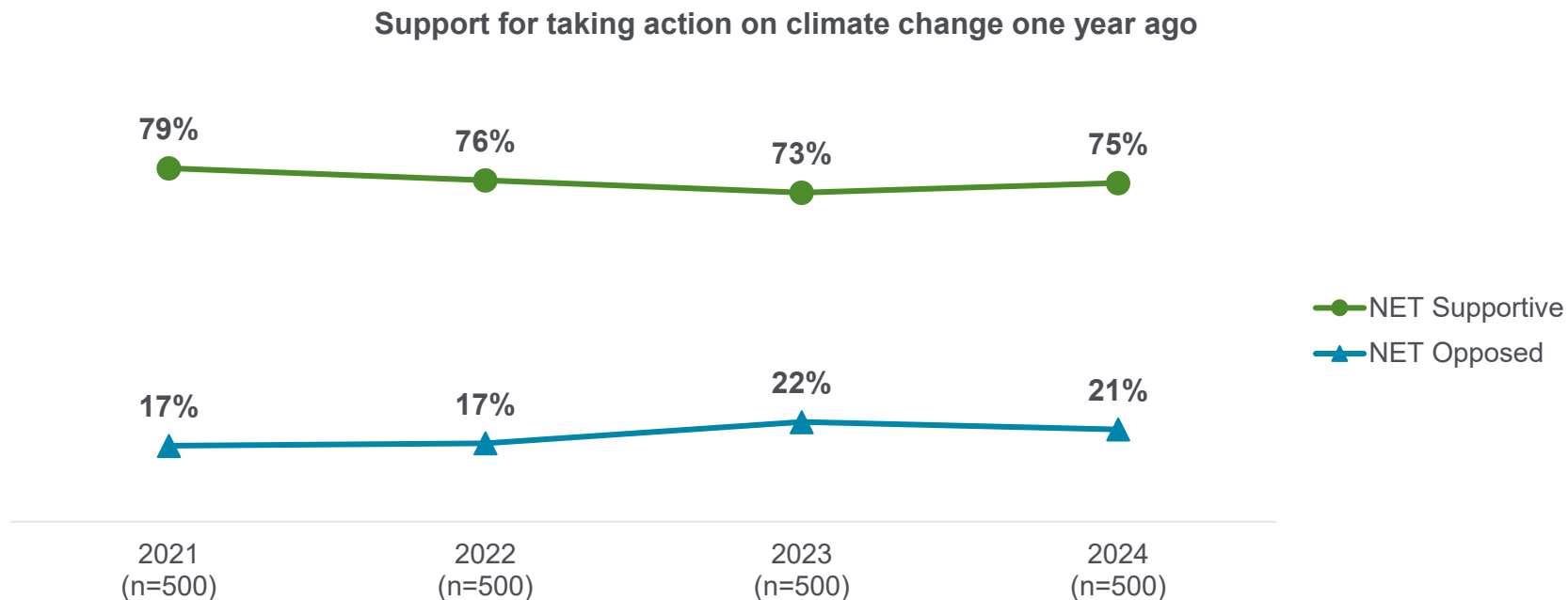
Three-quarters (75%) of Calgarians believe that a year ago, they supported taking action against climate change.



Q18. Thinking back to one year ago, to what extent did you support or oppose taking action on climate change?  
Base: Valid respondents (n=500)

# Tracking support for taking action on climate change one year ago

The proportion of Calgarians who supported taking action on climate change one year ago has remained stable over the past 4 years.

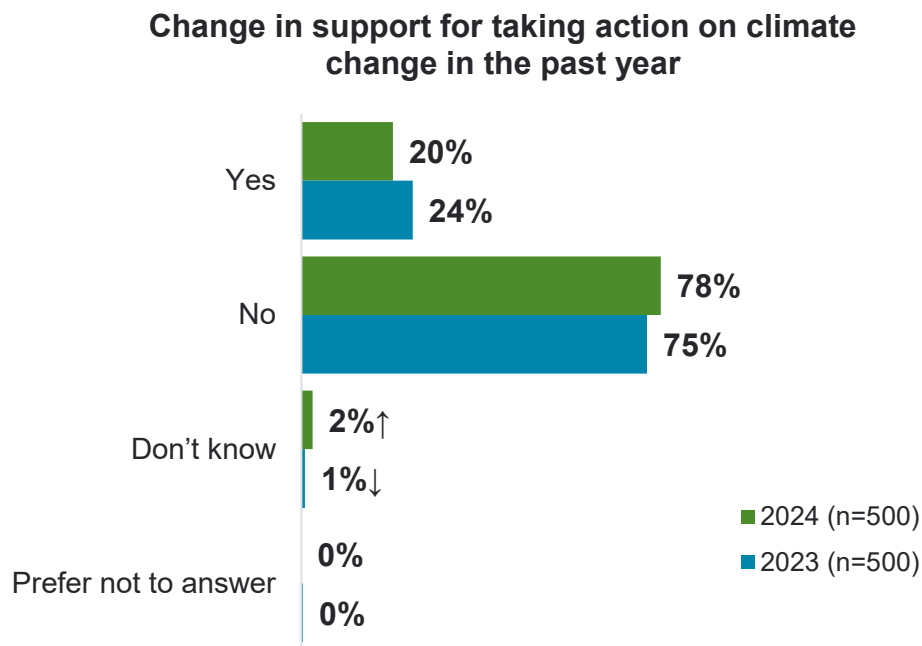


↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

Q18. Thinking back to one year ago, to what extent did you support or oppose taking action on climate change?  
Base: Valid respondents

# Change in support for taking action on climate change

The majority (78%) of Calgarians' opinions on supporting taking action against climate change has not changed in the past year, similar to 2023 results.



NOTE: Due to a change in the way the question was asked in 2022, results for 2022 are not displayed.

Q19a. And in the past year, has your support for taking action on climate change changed?

Base: Valid respondents

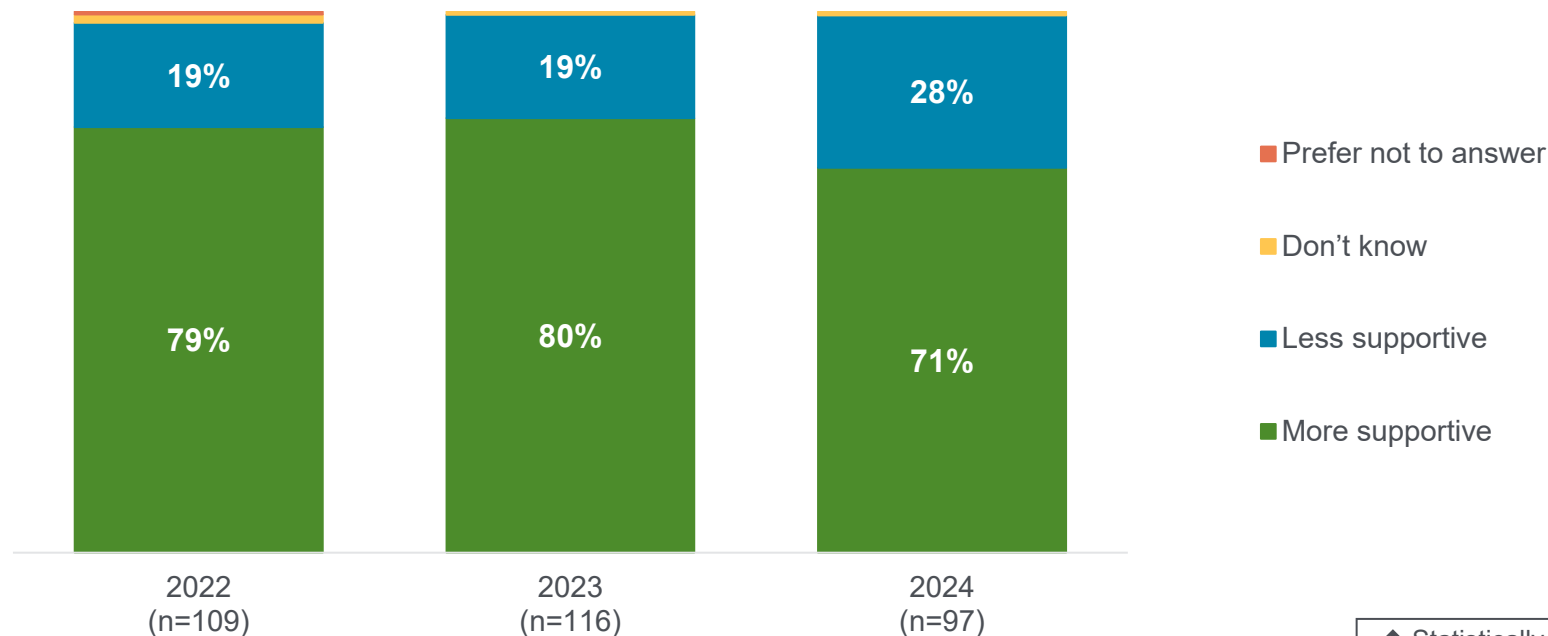
↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave



# Support of climate change levels in past year

Among those whose opinions on taking action against climate change have changed in the past year, the majority (71%) are now more supportive about taking action.

Levels of support on climate change in past year



Q19b. Have you become more or less supportive?  
Base: Support for taking action on climate change has changed

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

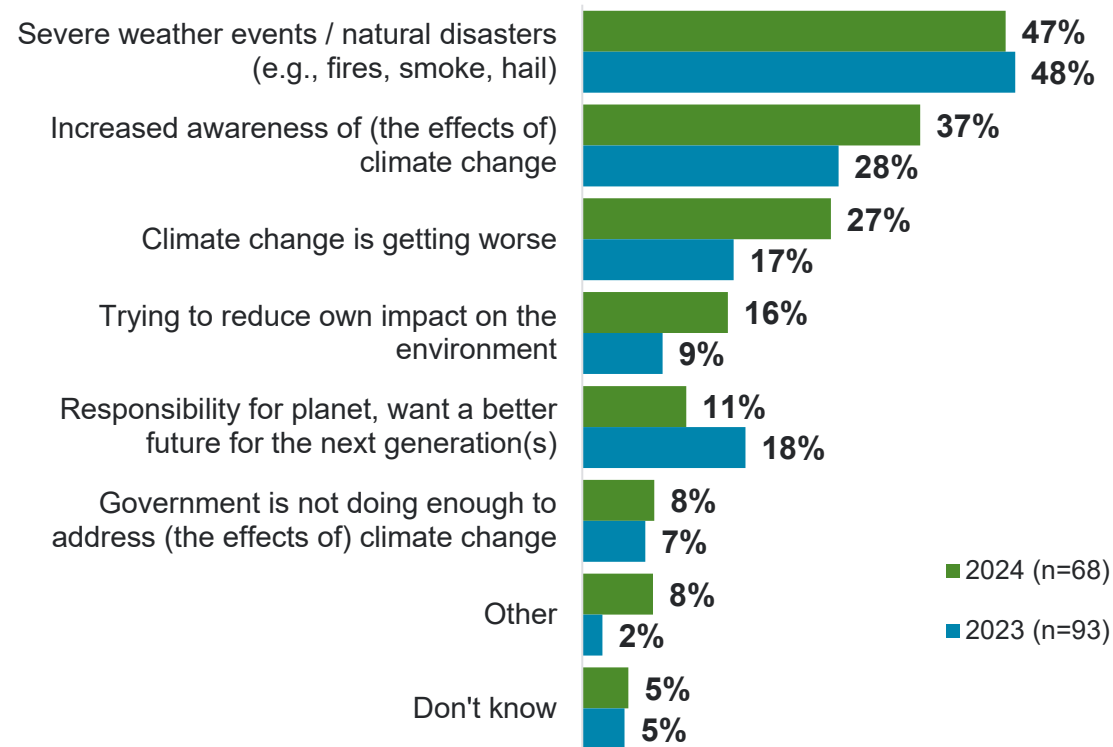
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# Reasons for increase in support in past year

Half (47%) of Calgarians indicate that severe weather events or natural disasters such as wildfires, smoke and hail are the reason they are now more supportive for taking action against climate change.

Additionally, more than one-quarter (27%) indicated that climate change is getting worse.

## Reasons for being more supportive of taking action on climate change in the past year



■ 2024 (n=68)

■ 2023 (n=93)

Caution: Small sample size

**\*Reasons for opposing taking action not shown due to low base size (n=28).**

NOTE: due to a change in the way coding was done, results prior to 2023 are not reported.

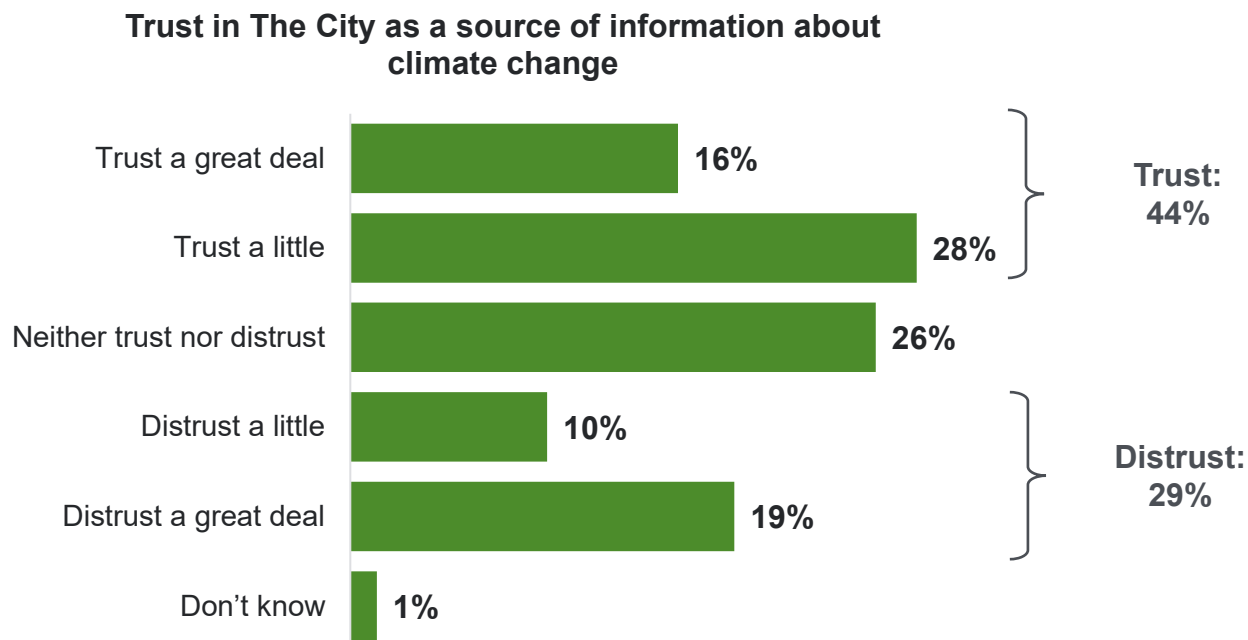
Q20. Why has your level of support for taking action on climate changed in the past year?

NOTE: Response options were not read to the respondent.

Base: Respondents who answered 'more supportive' in the past year

# Trust in The City as a source of information about climate change

Less than half (44%) of Calgarians trust The City as a source of information about climate change, with one-quarter (26%) indicating they are neutral and neither trust nor distrust The City.



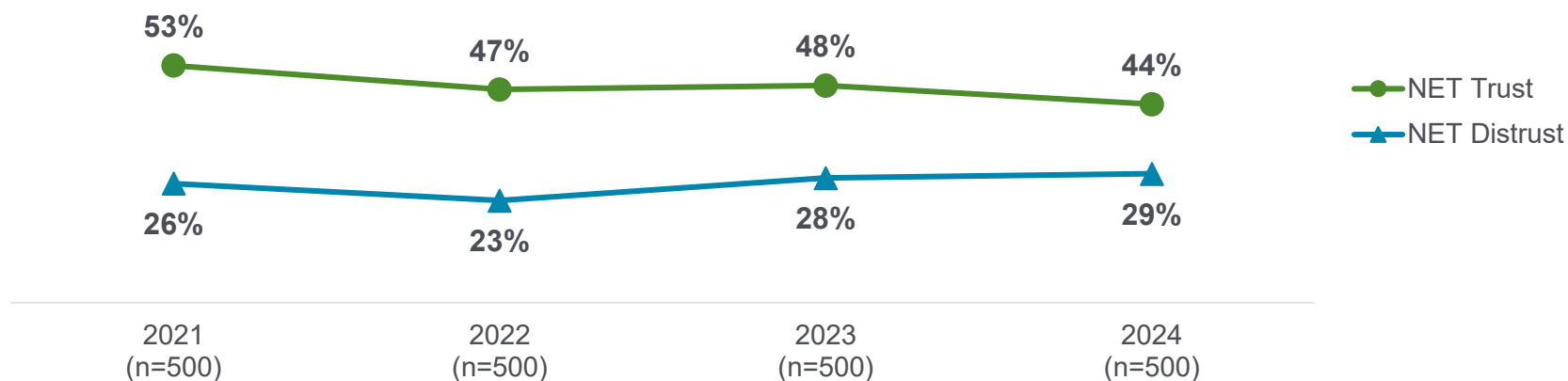
Q21. To what extent do you trust or distrust The City as a source of information about climate change?

Base: Valid respondents (n=500)

# Tracking trust in The City as a source of information about climate change

Although trust and distrust of The City as a source of information about climate change have remained stable compared to last year, fewer trust The City now compared to in 2021.

Trust in The City as a source of information about climate change

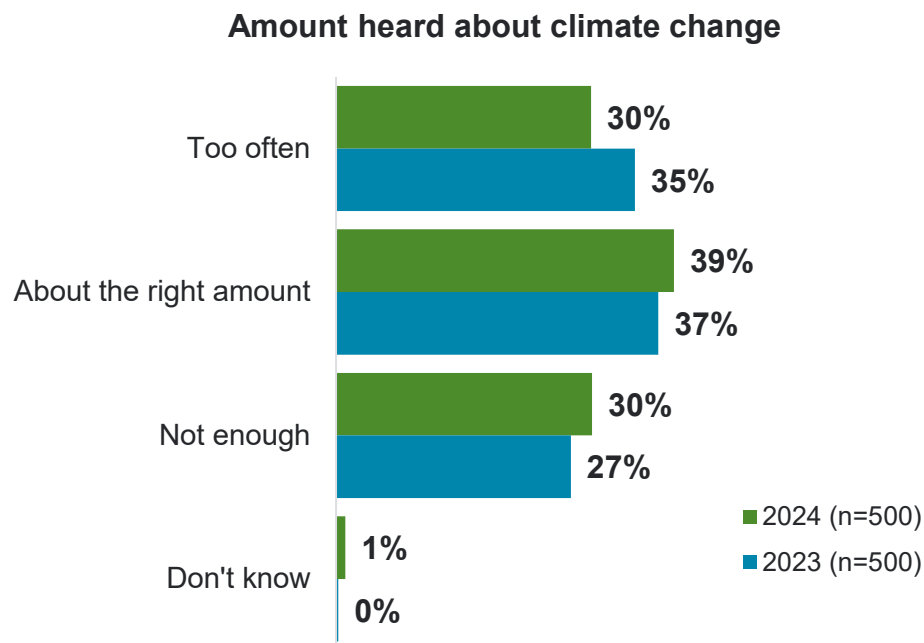


↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

Q21. To what extent do you trust or distrust The City as a source of information about climate change?  
Base: Valid respondents

# Amount heard about climate change

Opinions about the frequency of hearing information about climate change are divided, with three-in-ten (30%) indicating it happens too often and another 30% indicating it is not enough. About four-in-ten (39%) think the amount they hear is about the right amount.



↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

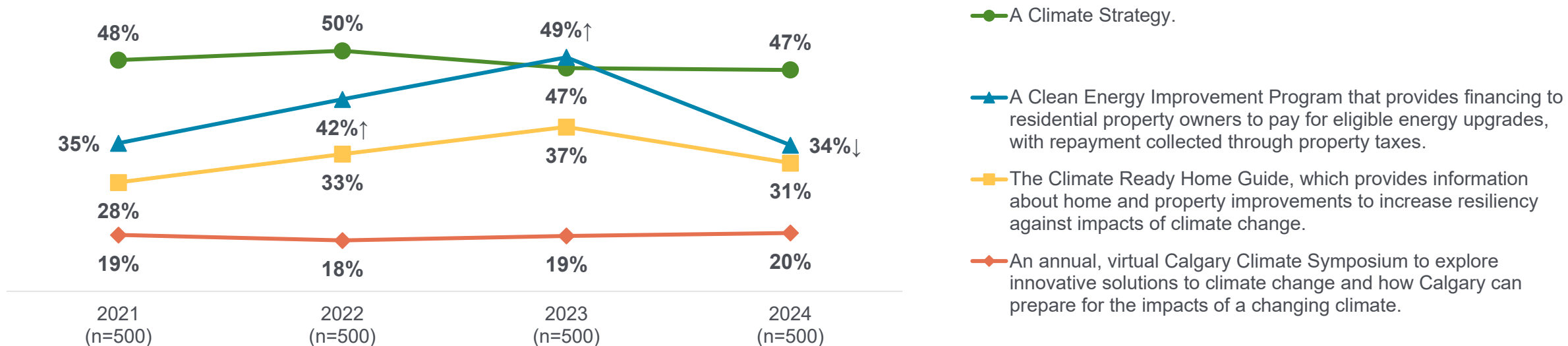
Q27. Considering all the information you hear, read, or see about climate change, would you say you hear about climate change too often, about the right amount, or not enough? Base: Valid respondents



# Aware of elements of The City's Climate Program

Awareness of The City's Clean Energy Improvement Program has decreased in 2024 (34% down from 49%) while awareness of other programs have remained stable.

Awareness of City's Climate Program (% yes)



↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

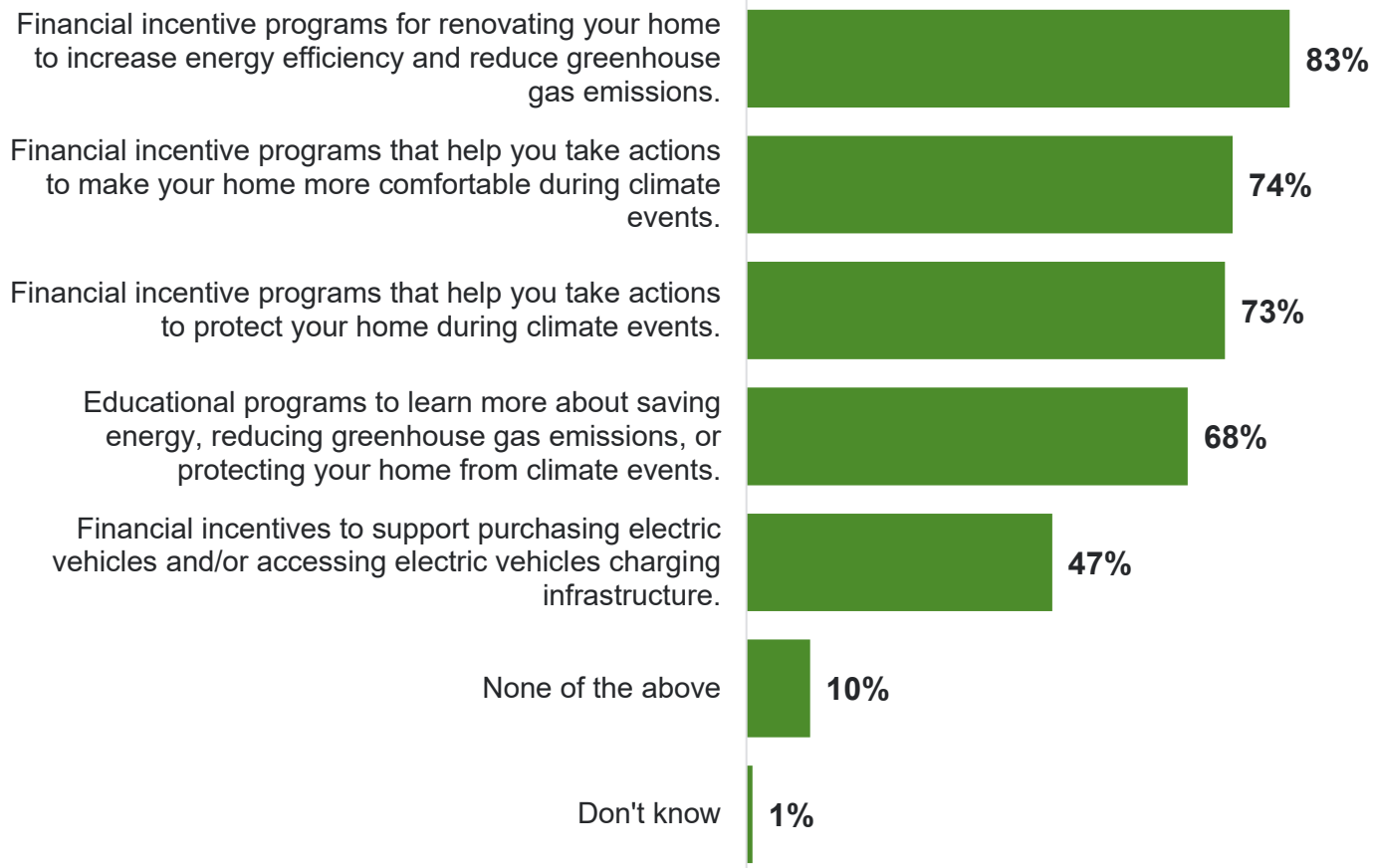
Q22. Before now, were you aware that The City's Climate Program includes the following?  
Base: Valid respondents

# Future program interest if offered by The City

The majority of Calgarians are interested in future programs that offer financial incentives, such as increasing energy efficiency (83%), making home more comfortable during climate events (74%), and helping protect their homes during climate events (73%).

Fewer (47%) are interested in financial supports relating to the purchase of Electric Vehicles (EV) or EV infrastructure.

## Programs interested in participating in if offered by The City in the future



Q29. If The City offered the following programs or services in the future, which, if any, would you be interested in participating in?  
Base: Valid respondents (n=500)

# Climate change segment differences overview

Compared to all other Calgarians ...

## Younger Calgarians (aged 18 to 34) (*n*=111) ...

- ... are more likely to believe that climate change is caused mostly by human activities (77%) and to support taking action on climate change a year ago (82%).
- ... are more likely to trust The City as a source of information about climate change (52%), and to consider the amount they hear about climate change to be about right (47%).

## Calgarians aged 35 to 64 (*n*=239) ...

- ... are more likely to be interested in financial incentive programs for renovating their home to increase energy efficiency (87%) and to protect their home during climate events (78%).

## Calgarians aged 65+ (*n*=150) ...

- ... are less likely to want to do more personally to prevent climate change (60%) and believe that climate change is caused mostly by human activities (60%).
- ... are less likely to believe that The City should be doing more than it currently is to address climate change (28%) and less likely to have supported taking action against climate last year (63%).
- ... are less likely to be interested in financial incentive programs to make their home more comfortable during climate events (60%), to protect their home during climate events (58%), and to help purchase electrical vehicles (29%).
- ... are less likely to be interested in educational programs to learn more about saving energy, reducing greenhouse gas emissions or protecting their home from climate events (60%).

# Climate change segment differences overview

Compared to all other Calgarians ...

## Females (n=217) ...

- ... are less likely to believe that The City should be doing less than it currently is to address climate change (8%).
- ... are more likely to agree with all statements regarding climate change.
- ... are more likely to support taking action on climate change a year ago (85%), to trust The City as a source of information about climate change (52%), and to consider the amount they hear about climate change to not be enough (37%).

## Those not born in Canada (n=134) ...

- ... are more likely to believe that we need to act now to address the causes of climate change (83%) and to prepare for its local impacts (84%).
- ... are more likely to be concerned about the impacts of climate change on Calgarians (79%), and to believe that climate change is caused mostly by human activities (76%).
- ... are more likely to want to do more personally to help climate change (82%), to be taking actions to prepare for a changing climate (71%) and to believe that their individual actions contribute to global climate change (73%).
- ... are more likely to trust The City as a source of information about climate change (56%), and to consider they do not hear enough about climate change (42%).
- ... are more likely to be interested in financial incentive programs to protect their home during climate events (82%), and to help purchase electrical vehicles (59%).
- ... are more likely to be interested in educational programs to learn more about saving energy, reducing greenhouse gas emissions or protecting their home from climate events (79%).

# Climate change segment differences overview

Compared to all other Calgarians ...

## Those living in the Southwest (*n*=150) ...

- ... are less likely to be concerned about the impacts of climate change on Calgarians (64%), to think Calgarians should be doing more to prevent climate change (63%) and to be taking action to prepare for changing climate (52%).
- ... are more likely to think The City should be doing less than it currently is to address climate change (18%).
- ... are less likely to be interested in The City's programs for renovating homes to increase energy efficiency (73%).

## Those living in the Southeast (*n*=122) ...

- ... are less likely to believe that climate change is caused mostly by human activities (61%), and to believe that The City should be doing more than it currently is to address climate change (27%).
- ... are less likely to be interested in educational programs to learn more about saving energy, reducing greenhouse gas emissions or protecting their home from climate events (58%).

## Those living in the Northwest (*n*=142) ...

- ... are more likely to believe that we need to act now to address the causes of climate change (86%) and to prepare for its local impacts (81%).
- ... are more likely to be concerned about the impacts of climate change on Calgarians (81%), to want to do more personally to help climate change (79%), and to believe that their individual actions contribute to global climate change (75%).
- ... are more likely to believe that The City should be doing more than it currently is to address climate change (44%), and to have increased their support for taking action on climate change compared to a year ago (84%).
- ... are more likely to be interested in financial incentive programs to help purchase electrical vehicles (56%).

# Climate change segment differences overview

Compared to all other Calgarians ...

**Those living in the Northeast ( $n=86$ ) ...**

- ... are less likely to believe that The City should be doing less than it currently is to address climate change (3%).
- ... are more likely to be interested in financial incentive programs to protect their home during climate events (84%), and in educational programs to learn more about saving energy, reducing greenhouse gas emissions or protecting their home from climate events (82%).



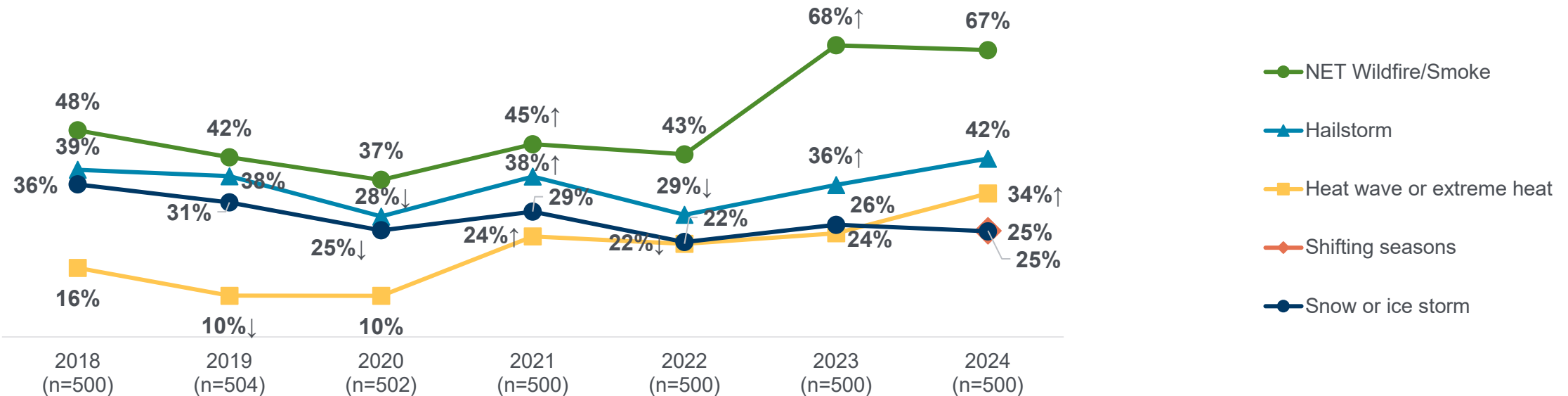


# Extreme weather events

# Extreme weather events

In 2024 there was an increase among Calgarians who were impacted by heat waves or extreme heat (34% vs. 24%). Two-thirds (67%) of Calgarians have been impacted by wildfires or smoke from wildfires in the past 5 years, consistent with 2023.

Percentage of Calgarians impacted by types of extreme weather events in past 5 years (% yes)



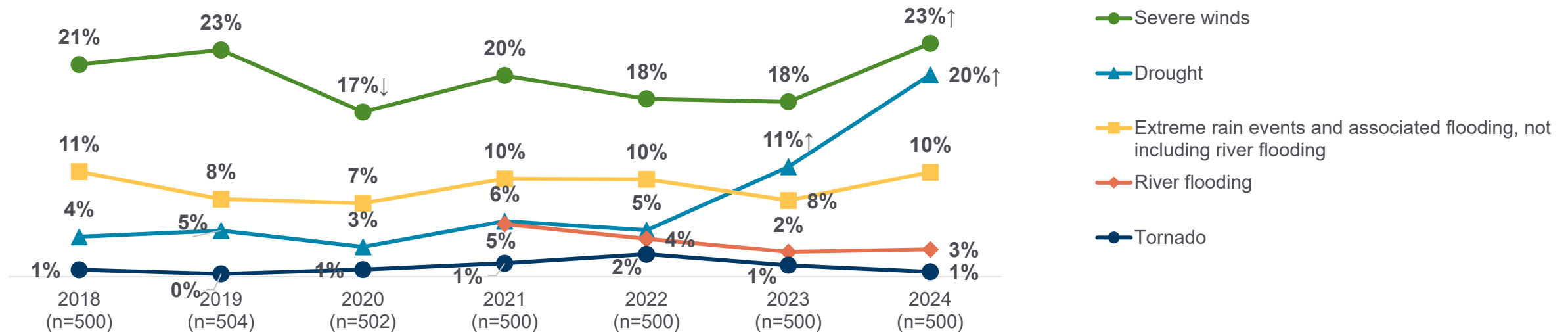
↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

Q4. Have you been impacted by any of the following climate events in the past 5 years?  
Base: Valid respondents

# Extreme weather events (continued)

In 2024, an increasing proportion of Calgarians indicated they experienced severe winds (23% vs. 18%) and drought (20% vs. 11%) compared to 2023.

Percentage of Calgarians impacted by types of extreme weather events in past 5 years (% yes)

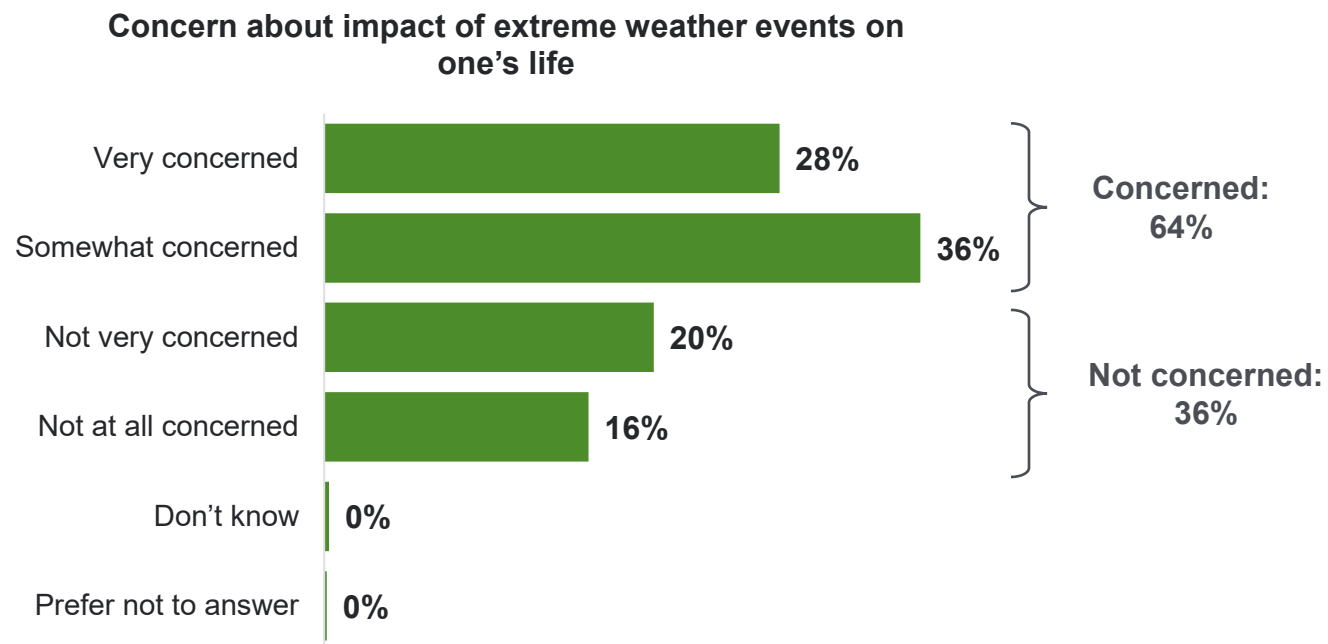


↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

Q4. Have you been impacted by any of the following climate events in the past 5 years?  
Base: Valid respondents

# Concern about impact of extreme weather

Two-thirds (64%) of Calgarians are concerned about the impacts extreme weather events may have on their life.



Q6. How concerned are you about the impacts that climate events are having, or might have, on your life?

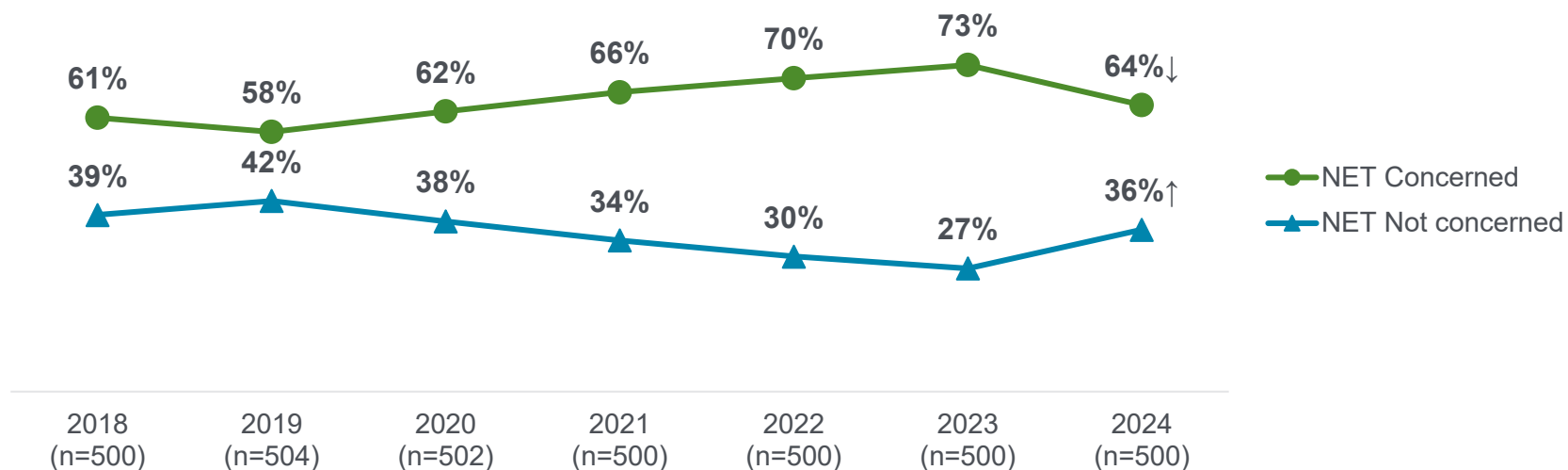
Base: Valid respondents (n=500)



# Tracking concern about impact of extreme weather

Although two-thirds (64%) are concerned about the impact of extreme events on their life, this has decreased from 73% in 2023.

Concern about impact of extreme weather events on one's life



↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

Q6. How concerned are you about the impacts that climate events are having, or might have, on your life?  
Base: Valid respondents

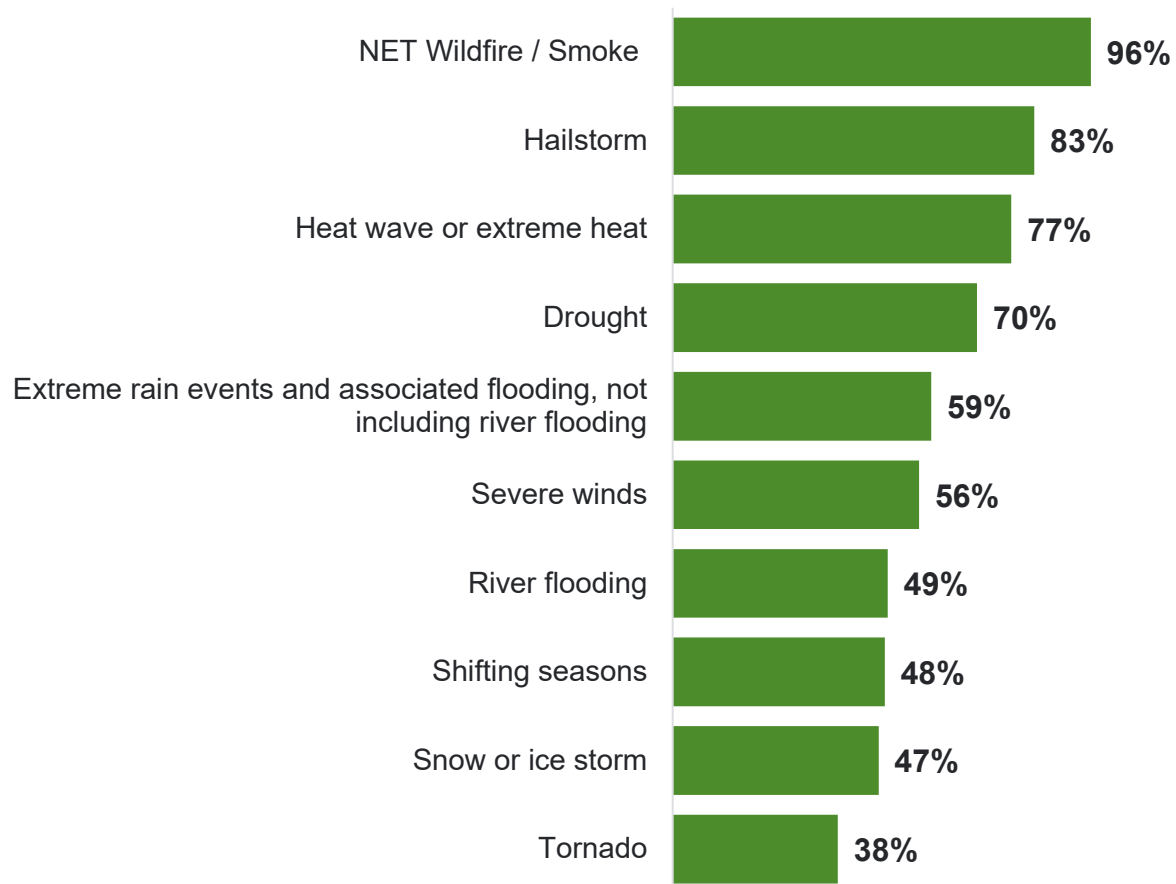


# Concerns about impacts climate events are having or may have on lives

Among those concerned about climate events, Calgarians are almost universally (96%) concerned about the impacts from wildfires. Additionally, Calgarians are concerned about hailstorms (83%), heat waves or extreme heat (77%) and droughts (70%).

Just under half (48%) of Calgarians are concerned about shifting seasons.

## Concerned about impacts climate events are having or might have on life

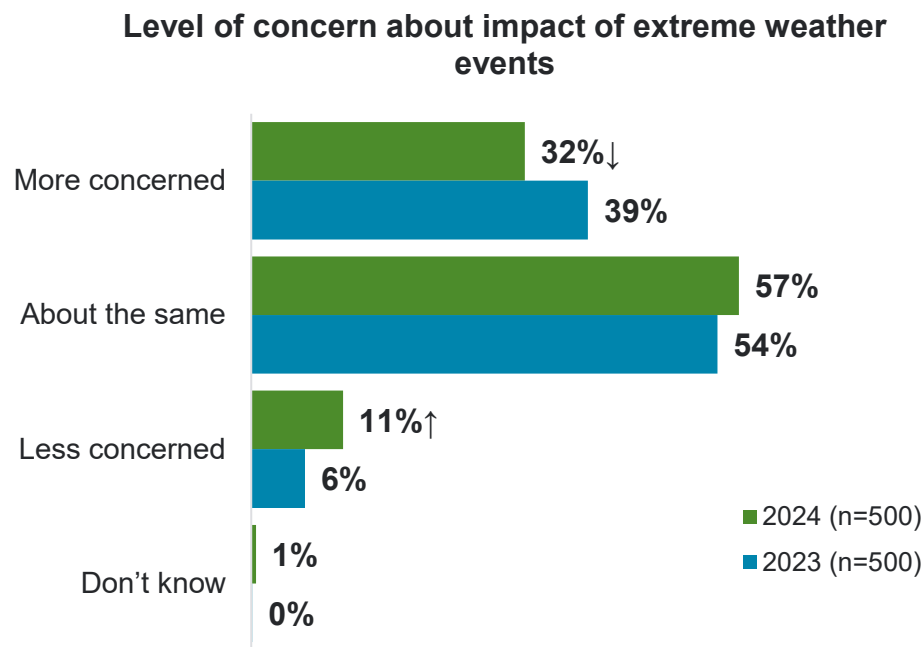


Q6a. How concerned are you about the impacts that climate events are having, or might have, on your life?

Base: Concerned about climate events (n=310)

# Level of concern about impact of extreme weather events

In 2024, fewer Calgarians report being more concerned about extreme weather compared to the prior year (32% vs. 39% in 2023), although nearly three-in-five (57%) report being similarly concerned.



■ 2024 (n=500)

■ 2023 (n=500)

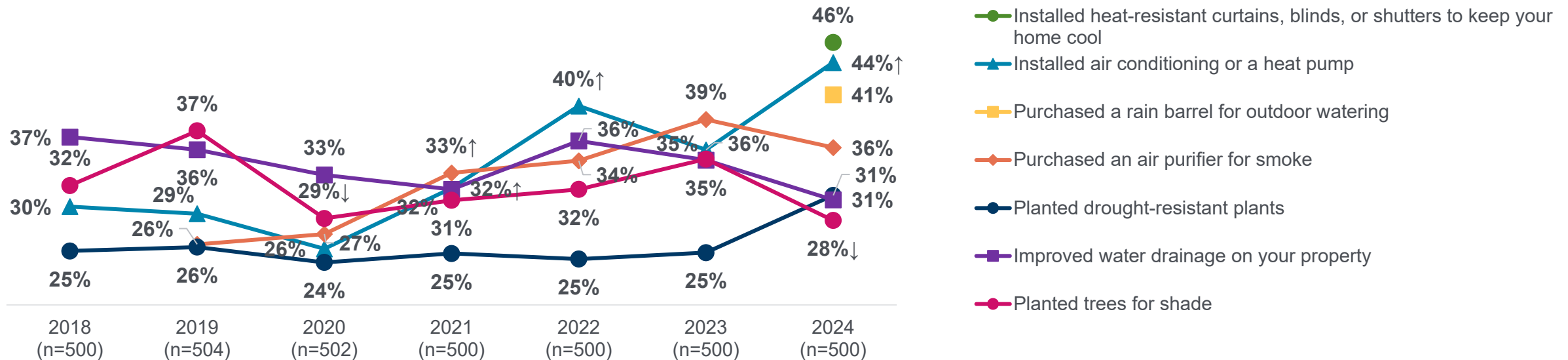
↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

Q24. Compared to last year, are you more concerned, less concerned, or do you have about the same level of concern about the impacts that climate events are having, or might have, on your life? Base: Valid respondents

# Actions taken to reduce impact

Just under half of Calgarians have installed heat-resistant curtains, blinds or shutters to keep their home cool (46%) or installed air conditioning or a heat pump (44% up from 36% in 2023). Two-in-five (41%) have purchased a rain barrel for outdoor watering. Compared to 2023, fewer Calgarians planted trees for shade (28% vs. 35%).

Actions taken by Calgarians to reduce impact of extreme weather events on them



↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

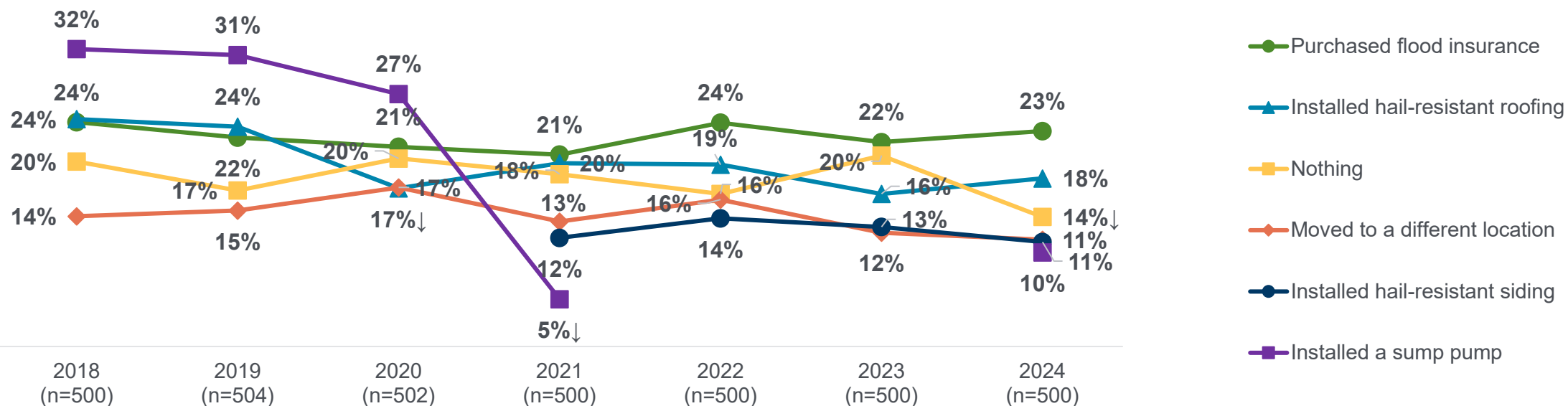
Q7. Which of the following have you done to reduce the impact of climate events on your home and any other property in Calgary you may own?

Base: Valid respondents

# Actions taken to reduce impact (continued)

Approximately one-in-five Calgarians have purchased flood insurance (23%) or installed hail-resistant roofing (18%).

Actions taken by Calgarians to reduce impact of extreme weather events on them



Note: 'Installed a sump pump' was removed for 2022/2023, then added back into the survey in 2024.

Q7. Which of the following have you done to reduce the impact of climate events on your home and any other property in Calgary you may own?

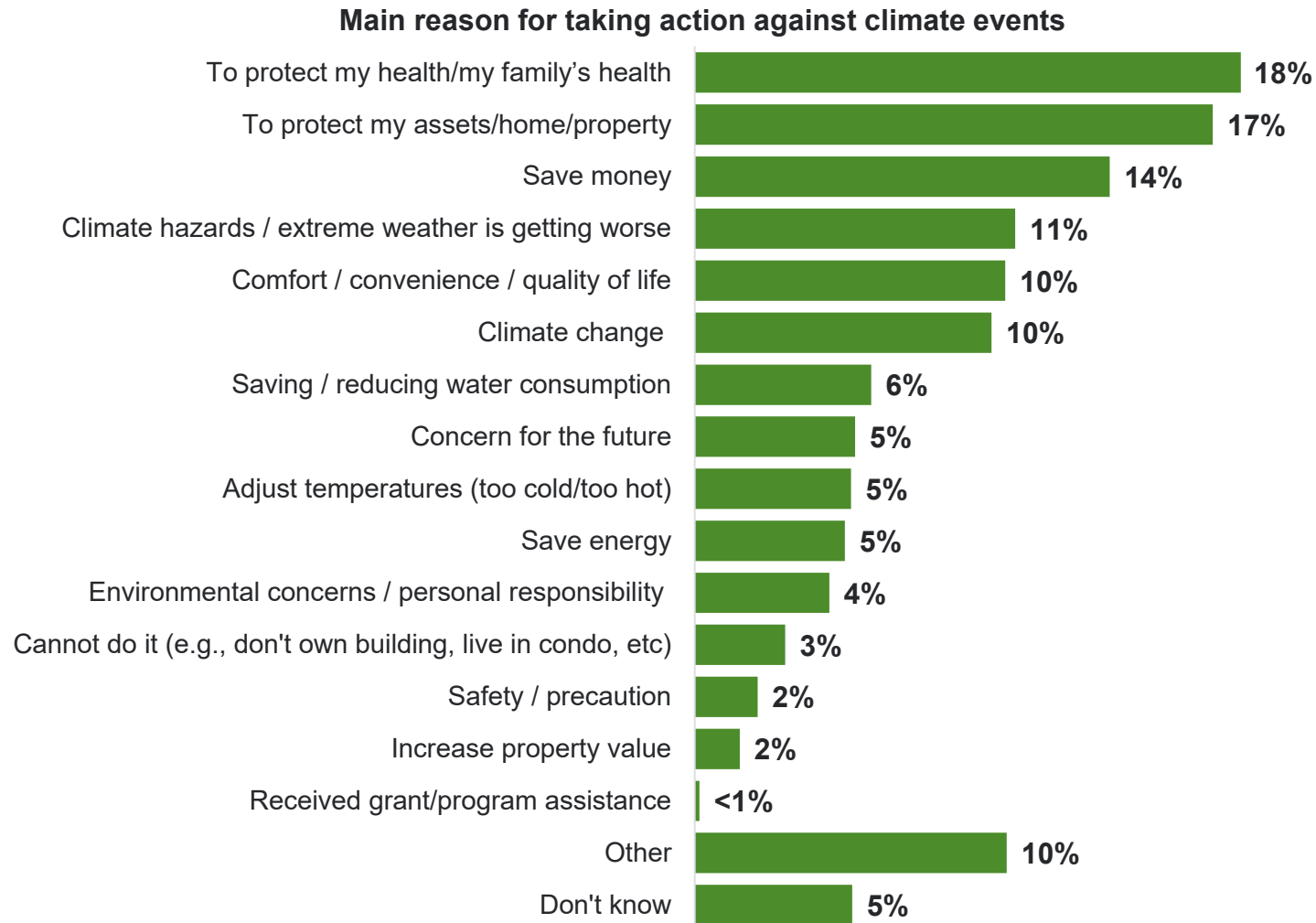
Base: Valid respondents

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

# Main reasons for taking action against climate events

The main reasons given for taking action against climate events are to protect their health or their family's health (18%), or to protect their assets such as their home or property (17%).

Less than 1% have taken action due to receiving a grant or program assistance.



Q7reason. What is your main reason for taking these actions?

Base: Have taken action to reduce impact of climate events (n=430)

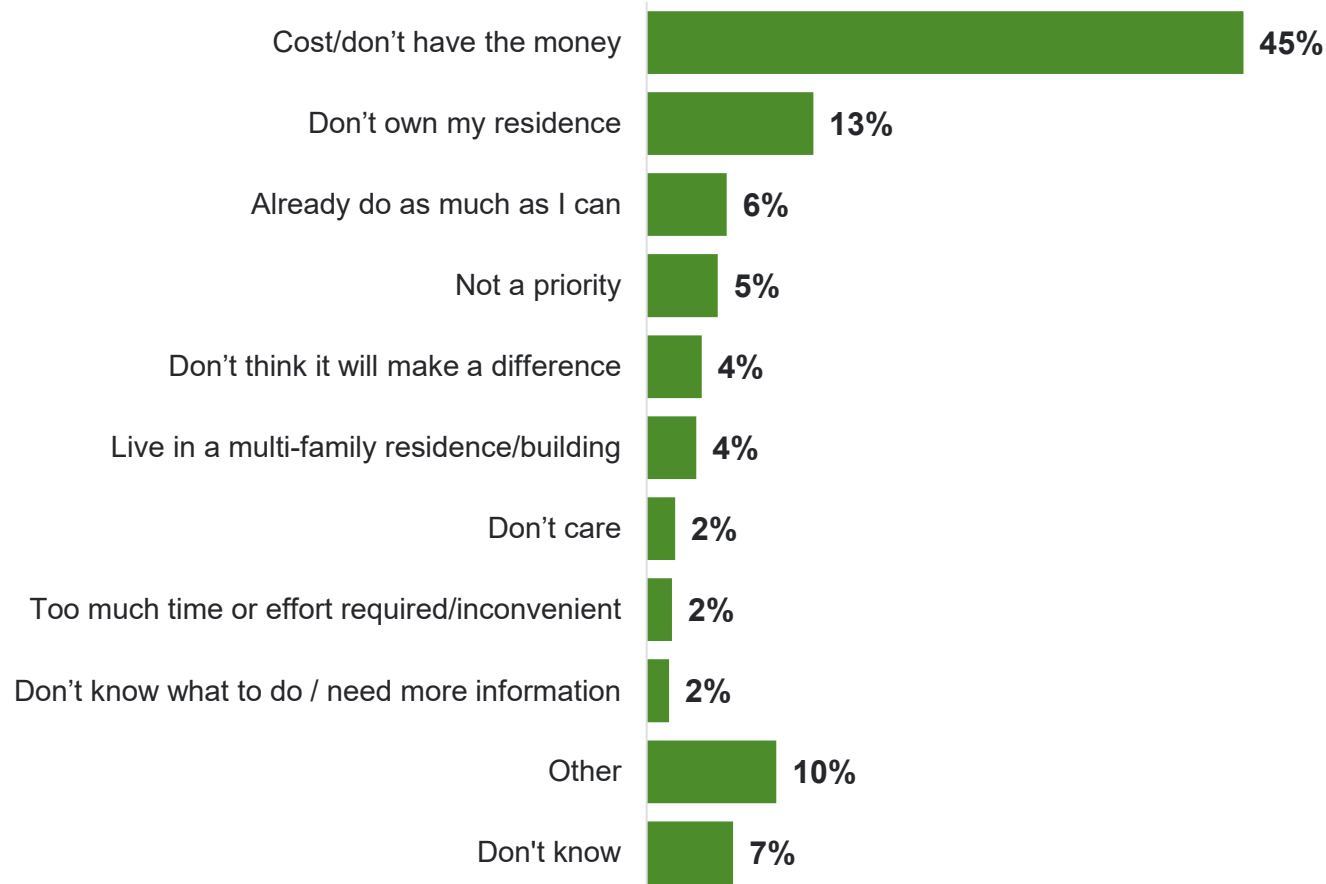


# Barriers to protecting property from climate events

Cost (45%) is the predominant reason Calgarians are not doing more to protect their property from climate events.

One-in-ten (13%) do not do more for their property because they don't own their residence.

## Reasons for not doing more to protect property from climate events

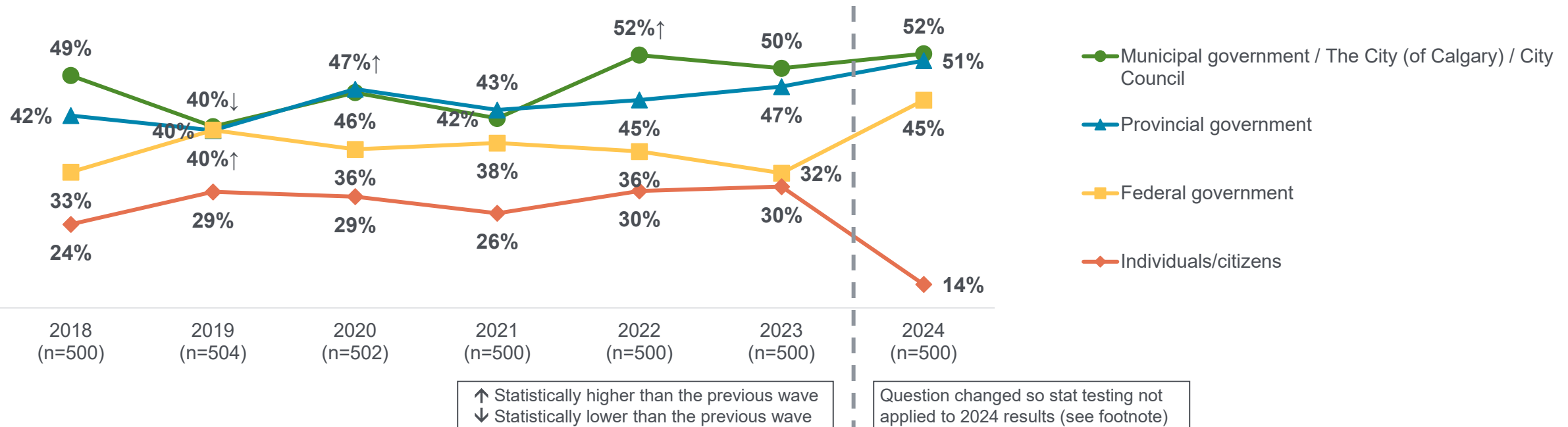


Q28. What prevents you from doing more to protect your property from climate events?  
Base: Valid respondents (n=500)

# Perceived leadership responsibility

Approximately half of Calgarians think that The City (Municipal government) (52%), the Provincial government (51%) and the Federal government (45%) should be leading Calgarians to take action to reduce the impact of extreme weather events. Only one-in-ten (14%) feel individual citizens should be responsible.

Perception of who should be leading Calgarians in taking action to reduce impacts of extreme weather events



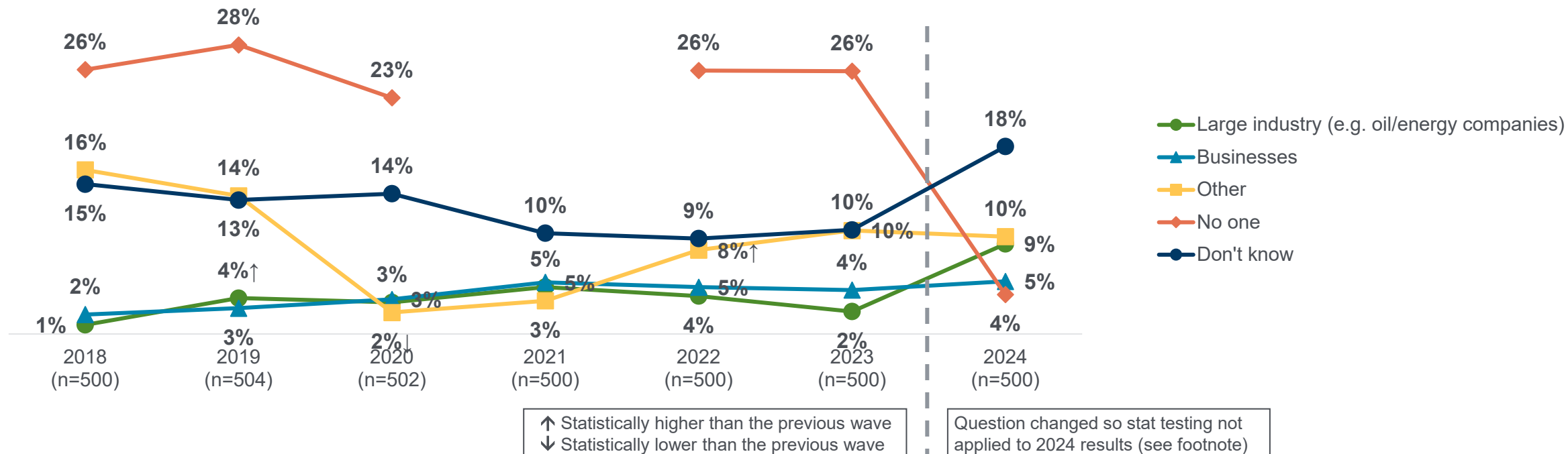
\*NOTE: Prior to 2024 question was asked as 1<sup>st</sup> mention then any other mentions, in 2024 it was adjusted to top 3 – interpret trending with caution.

Q8b. In your opinion, who are the top three groups that should be supporting residents and businesses in reducing the potential impacts of climate events? Base: Valid respondents

# Perceived leadership responsibility (continued)

Only one-in-ten (9%) of Calgarians feel that large industry should be leading Calgarians to take action against extreme weather events.

Perception of who should be leading Calgarians in taking action to reduce impacts of extreme weather events



\*NOTE: Prior to 2024 question was asked as 1<sup>st</sup> mention then any other mentions, in 2024 it was adjusted to top 3 – interpret trending with caution.

Q8b. In your opinion, who are the top three groups that should be supporting residents and businesses in reducing the potential impacts of climate events? Base: Valid respondents

\*Items <3% in 2024 not shown

# Climate change segment differences overview

Compared to all other Calgarians ...

## Younger Calgarians (aged 18 to 34) (*n*=111) ...

- ... are more likely to have been impacted by snow or ice storms (35%) and be concerned about them (59%).
- ... are more likely to be concerned about river flooding (64%).
- ... are more likely to have moved to a different location to reduce the impact of climate events (19%).
- ... are more likely to not do more to protect their property from climate events because they don't own their residence (21%) and less likely to not do more to protect their property from climate events because they already do as much as they can (1%).
- ... are less likely to perceive the provincial (38%) and federal governments (37%) as responsible for supporting Calgarians in reducing the impacts of climate events.

## Calgarians aged 35 to 64 (*n*=239) ...

- ... are more likely to have improved water drainage on their property (38%) to reduce the impact of climate events.
- ... are less likely to have moved to a different location to reduce the impact of climate events (8%).
- ... are more likely to not do more to protect their property from climate events due to financial reasons (50%).
- ... are less likely to not do more to protect their property from climate events because they don't own their residence (9%).
- ... are more likely to perceive the municipal (58%) and provincial governments (57%) as responsible for supporting Calgarians in reducing the impacts of climate events.

# Climate change segment differences overview

Compared to all other Calgarians ...

**Calgarians aged 65+ (n=150) ...**

- ... are less likely to have been impacted by hailstorms (28%), snow or ice storms (10%), and severe winds (14%).
- ... are less likely to be concerned about the impacts of shifting seasons (37%), extreme rain events (46%), river flooding (32%), and tornadoes (29%).
- ... are less likely to have purchased an air purifier for smoke (26%) and improved water drainage on their property (22%) to reduce the impact of climate events.
- ... are more likely to not do more to protect their property from climate events because they already do as much as they can (12%) and because it is not a priority for them (10%).
- ... are less likely to not do more to protect their property from climate events due to financial reasons (34%) and because they don't own their residence (8%).
- ... are less likely to perceive businesses as responsible for supporting Calgarians in reducing the impacts of climate events (1%).



# Climate change segment differences overview

Compared to all other Calgarians ...

## Females (n=217) ...

- ... are more likely to have been impacted by heat waves or extreme heat (41%), shifting seasons (33%) and droughts (26%).
- ... are more likely to be concerned with the impacts of climate events on Calgarians' lives (73%) and several climate events, such as wildfire/smokes (98%), heat waves or extreme heat (84%), shifting seasons (54%), snow or ice storms (52%), drought (75%), extreme rain events (65%) and river flooding (55%).
- ... are more likely to be more concerned about climate change compared to last year (36%).
- ... are more likely to have installed heat-resistant curtains, blinds or shutters to keep their home cool (54%), have purchased a rain barrel for outdoor watering (46%), and planted drought-resistant plants (38%) to reduce the impact of climate events.
- ... are more likely to not do more to protect their property from climate events because they don't own their residence (17%) and because they live in a multi-family residence (6%)
- ... are less likely to have installed a sump pump (6%) to reduce the impact of climate events.
- ... are less likely to not do more to protect their property from climate events because they don't think it will make a difference (2%) and because they don't care (1%).
- ... are less likely to perceive individuals/citizens as responsible for supporting Calgarians in reducing the impacts of climate events (11%).

# Climate change segment differences overview

Compared to all other Calgarians ...

## Those not born in Canada ( $n=134$ ) ...

- ... are more likely to be more concerned about climate change compared to last year (41%).
- ... are more likely to have purchased flood insurance (30%) and have moved to a different location to reduce the impact of climate events (17%) to reduce the impact of climate events.
- ... are less likely to have purchased a rain barrel for outdoor watering (29%) or planted drought-resistant plants (21%) to reduce the impact of climate events.

## Those living in the Southwest ( $n=150$ ) ...

- ... are less likely to have been impacted by shifting seasons (16%) and less likely to be concerned about hailstorms (73%) or shifting seasons (37%).
- ... are less likely to have planted drought-resistant plants (22%) or improved water drainage on their property (23%).
- ... are less likely to cite costs (37%) as the reason for not doing more to protect their property from climate events, and more likely to indicate it is because they are living in a multi-family residence/building (7%).
- ... are less likely to feel Businesses (2%) should be responsible for reducing the impacts of climate events.

# Climate change segment differences overview

Compared to all other Calgarians ...

## Those living in the Southeast (*n=122*) ...

- ... are more likely to be concerned about heat waves or extreme heat (86%).
- ... are less likely to have been impacted by hailstorm (25%).
- ... are less likely to not do more to protect their property from climate events due to financial reasons (37%) and because they live in a multi-family residence (1%).

## Those living in the Northwest (*n=142*) ...

- ... are more likely to have been impacted by shifting seasons (31%).
- ... are less likely to not do more to protect their property from climate events because they don't own their residence (9%).
- ... are more likely to perceive businesses as responsible for supporting Calgarians in reducing the impacts of climate events (10%).

## Those living in the Northeast (*n=86*) ...

- ... are more likely to have been impacted by hailstorms (63%) and shifting seasons (35%) and be more concerned about those (93% and 63%, respectively).
- ... are more likely to not do more to protect their property from climate events due to financial reasons (58%).
- ... are more likely to perceive the municipal government as responsible for supporting Calgarians in reducing the impacts of climate events (63%).



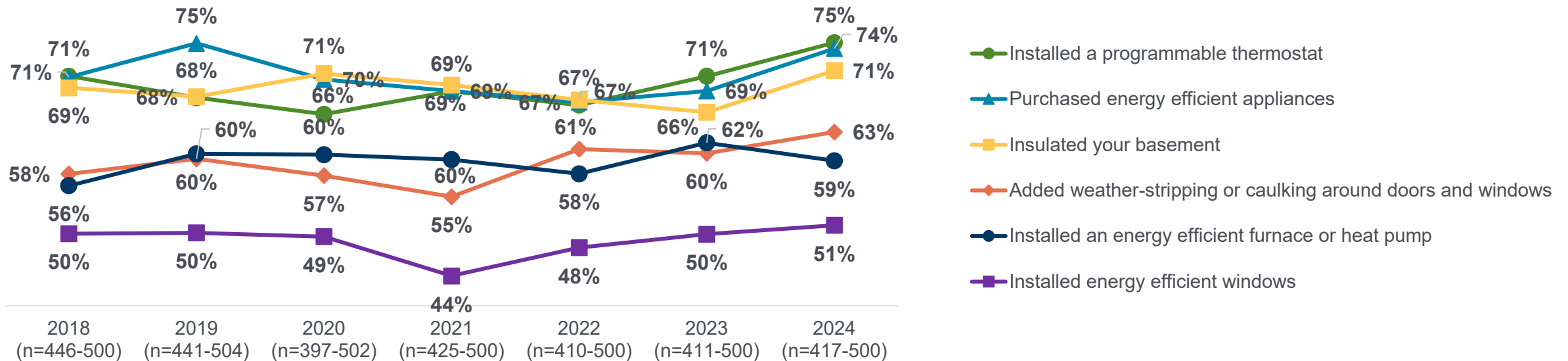


# Energy efficiency

# Home energy efficiency improvements

In 2024 there have been slight increases to actions Calgarians are taking to improve the energy efficiency of their homes, the most common actions being to install a programmable thermostat (75%), purchase energy efficient appliances (74%), and insulate basements (71%).

Energy efficiency improvements made to home

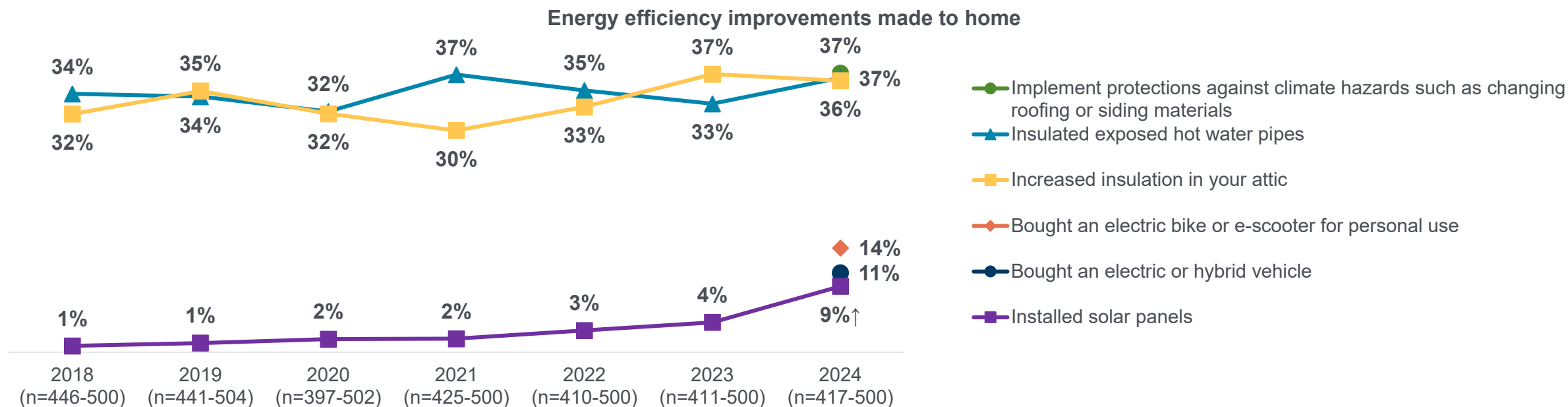


↑ Statistically higher than the previous wave  
 ↓ Statistically lower than the previous wave

Q10. Please tell me which, if any, of the following energy saving and greenhouse gas reduction actions you've taken in your life.  
 Base: Valid respondents

# Home energy efficiency improvements (continued)

Just under one-in-ten (9%) Calgarians have installed solar panels in their homes, doubling the proportion from 2023 (4%). Additionally, about one-in-ten have bought an electric or hybrid vehicle (11%) or electric bike or e-scooter (14%) in 2024.



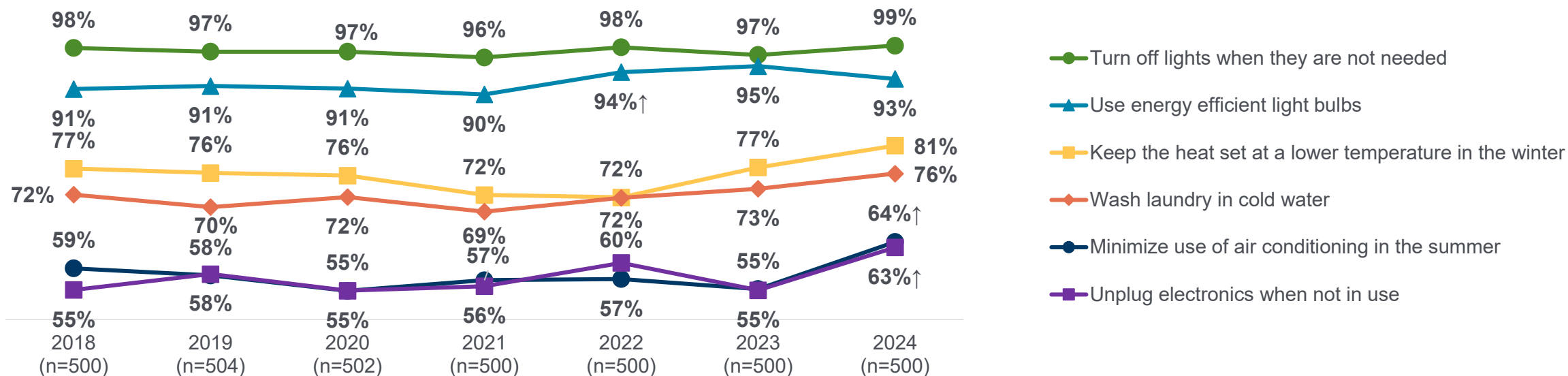
Q10. Please tell me which, if any, of the following energy saving and greenhouse gas reduction actions you've taken in your life.  
Base: Valid respondents



# Home energy efficiency behaviours

Turning off lights when they are not needed (99%) is almost universally done by Calgarians, while the vast majority also use energy efficient light bulbs (93%). Calgarians were more likely to unplug electronics when not in use (63%) or minimize use of air conditioning (64%) in 2024 compared to 2023.

Home energy efficiency behaviours regularly done by Calgarians



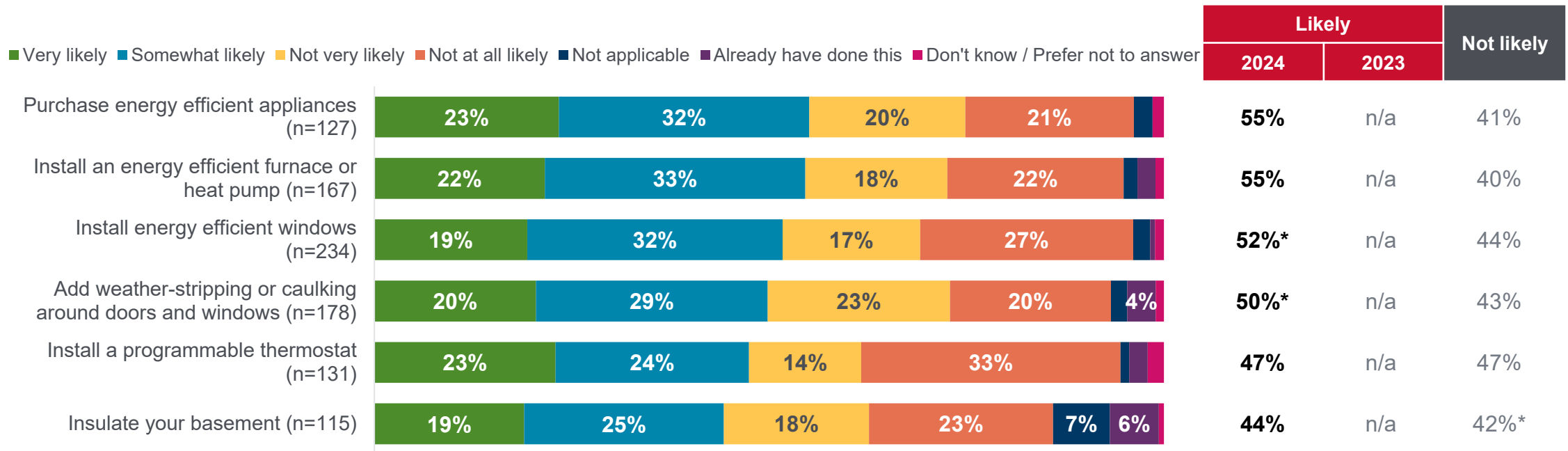
↑ Statistically higher than the previous wave  
 ↓ Statistically lower than the previous wave

Q11. And which of the following, if any, do you regularly do to save energy in your home?  
 Base: Valid respondents

# Likelihood of engaging in energy efficiency behaviours in future

Over the next 5 years, around half of Calgarians expect to purchase energy efficient appliances (55%), install an energy efficient furnace or heat pump (55%), install energy efficient windows (52%), and add weather-stripping or caulking around doors or windows (50%).

## Likelihood of engaging in energy efficiency behaviours in next 5 years



\*Rounding

Data labels <3% not shown

Q25. How likely are you to take the following actions in the future?  
Base: Valid respondents (n=500)

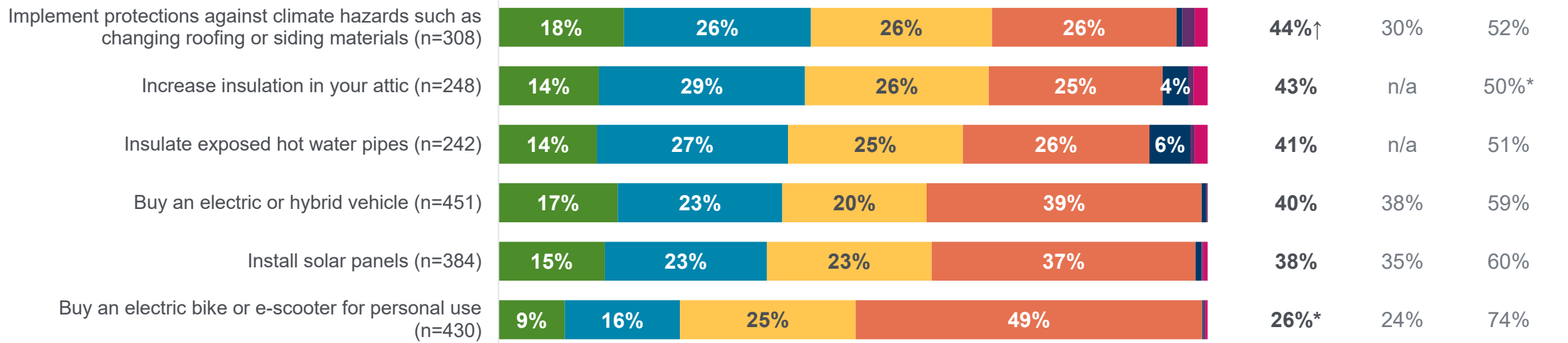
# Likelihood of engaging in energy efficiency behaviours in future (continued)

Compared to 2023, there has been an increase of Calgarians who indicate they intend to implement protections such as changing roofing or siding materials (44% vs. 30%).

One-in-four (26%) indicate they will buy an electric bike or e-scooter for personal use in the next 5 years.

## Likelihood of engaging in energy efficiency behaviours in next 5 years

■ Very likely ■ Somewhat likely ■ Not very likely ■ Not at all likely ■ Not applicable ■ Already have done this ■ Don't know / Prefer not to answer



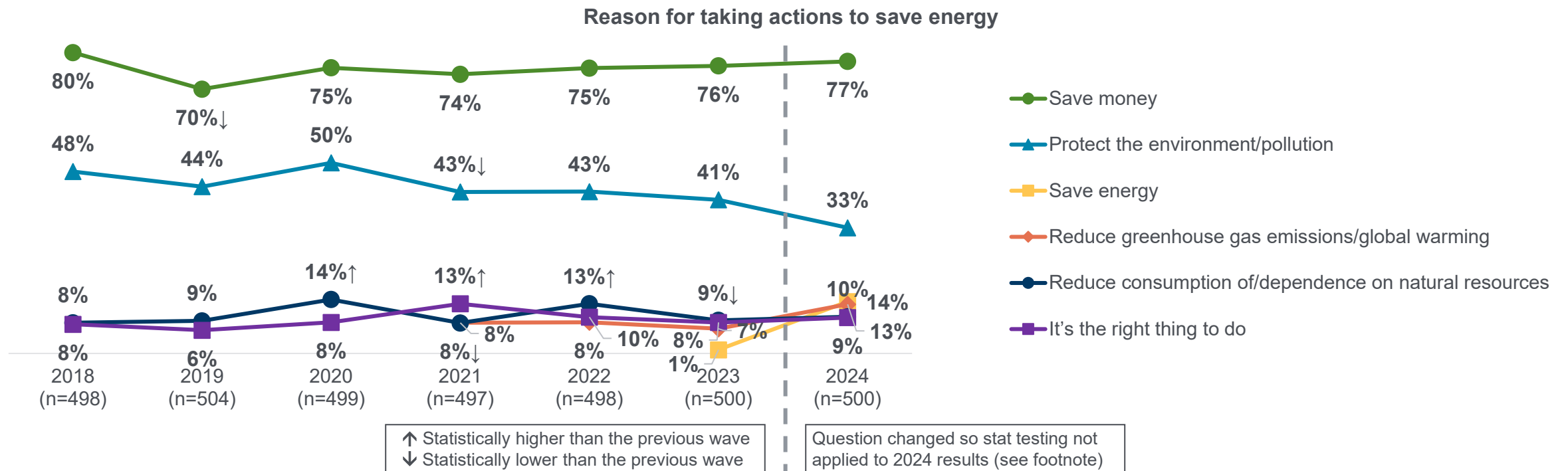
\*Rounding

Data labels <3% not shown

Q25. How likely are you to take the following actions in the future?  
Base: Valid respondents (n=500)

# Reasons for taking actions to save energy

Saving money (77%) is the most common reason for Calgarians to take action to save energy. One-third (33%) indicate they take action to protect the environment.



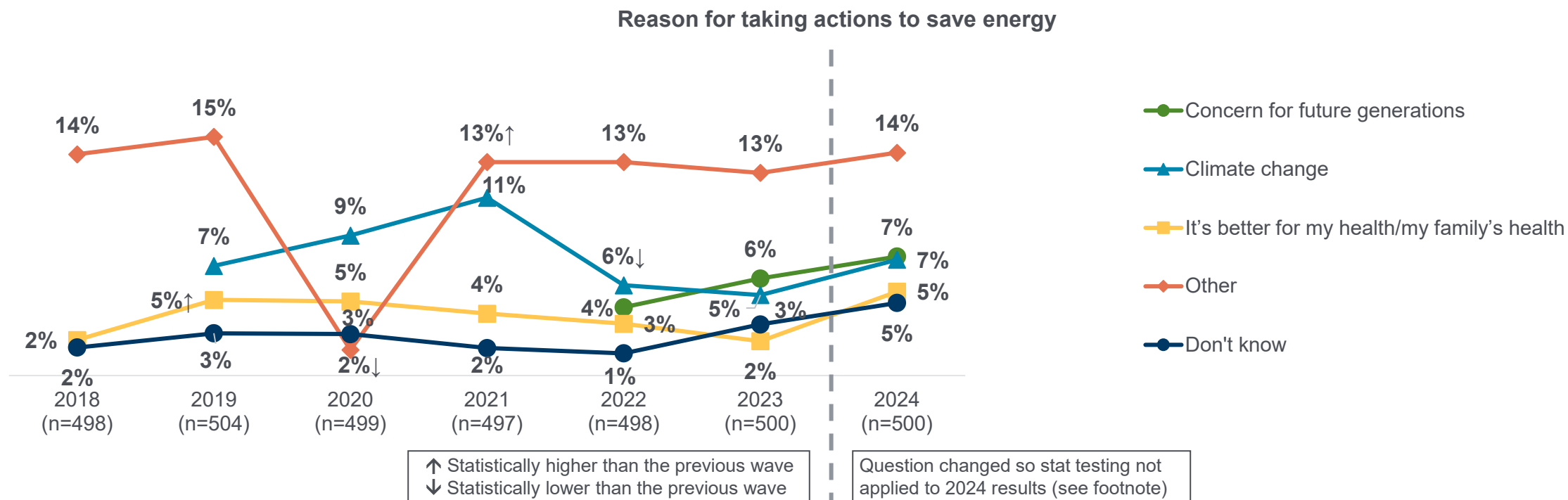
\*NOTE: Prior to 2024 question was asked as 1<sup>st</sup> mention then any other mentions, in 2024 it was adjusted to top 3 – interpret trending with caution.

Q13b. What are the top three reasons for taking actions to save energy?

Base: Valid respondents

# Reasons for taking actions to save energy (continued)

Fewer than one-in-ten Calgarians think concern for future generations (7%), climate change (7%), or their family's health (5%) are a top 3 reason to take action to save energy.



\*NOTE: Prior to 2024 question was asked as 1<sup>st</sup> mention then any other mentions, in 2024 it was adjusted to top 3 – interpret trending with caution.

Q13b. What are the top three reasons for taking actions to save energy?

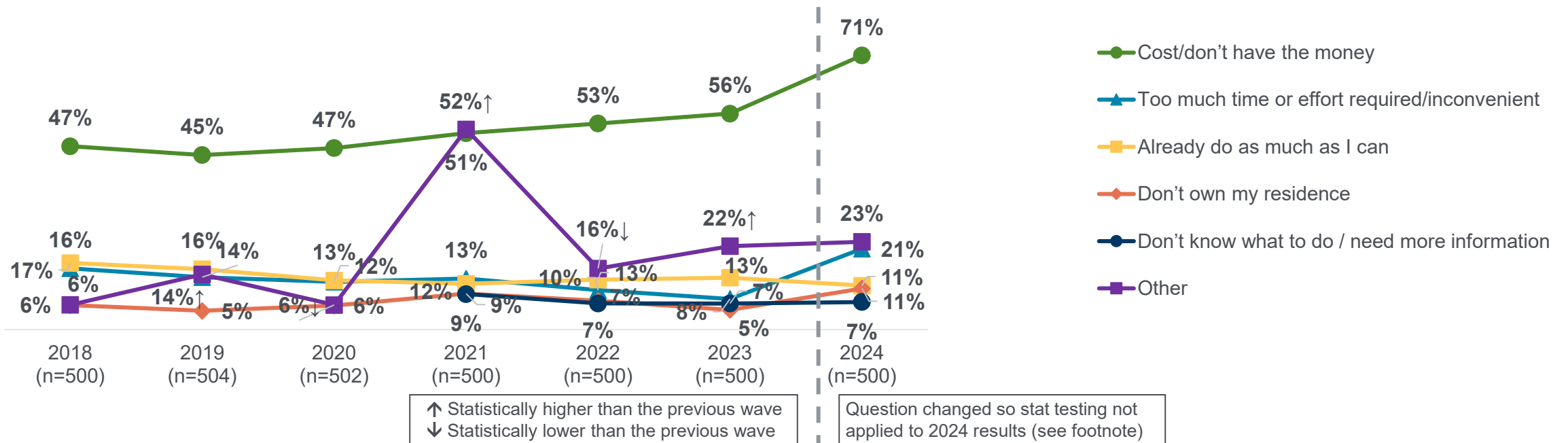
Base: Valid respondents

\*Items <3% in 2024 not shown

# Reasons for not doing more to save energy

Although cost is the main reason to take action to save energy, seven-in-ten (71%) say it is the main barrier preventing Calgarians from doing more to save energy in their home.

Reasons for not doing more to save energy



\*NOTE: Prior to 2024 question was asked as 1<sup>st</sup> mention then any other mentions, in 2024 it was adjusted to top 3 – interpret trending with caution.

Q14b. What are the top three things preventing you from doing more to save energy in your home?

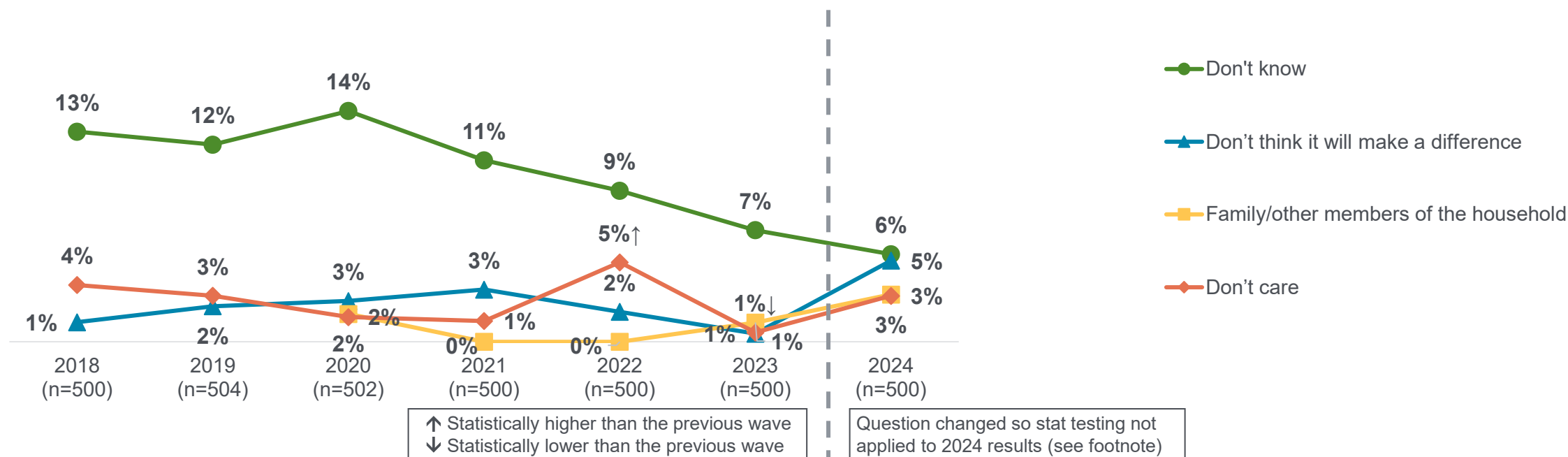
Base: Valid respondents



# Reasons for not doing more to save energy (continued)

Very few (5%) Calgarians don't think making changes will make a difference for saving energy in their home.

Reasons for not doing more to save energy



\*NOTE: Prior to 2024 question was asked as 1<sup>st</sup> mention then any other mentions, in 2024 it was adjusted to top 3 – interpret trending with caution.

Q14b. What are the top three things preventing you from doing more to save energy in your home?

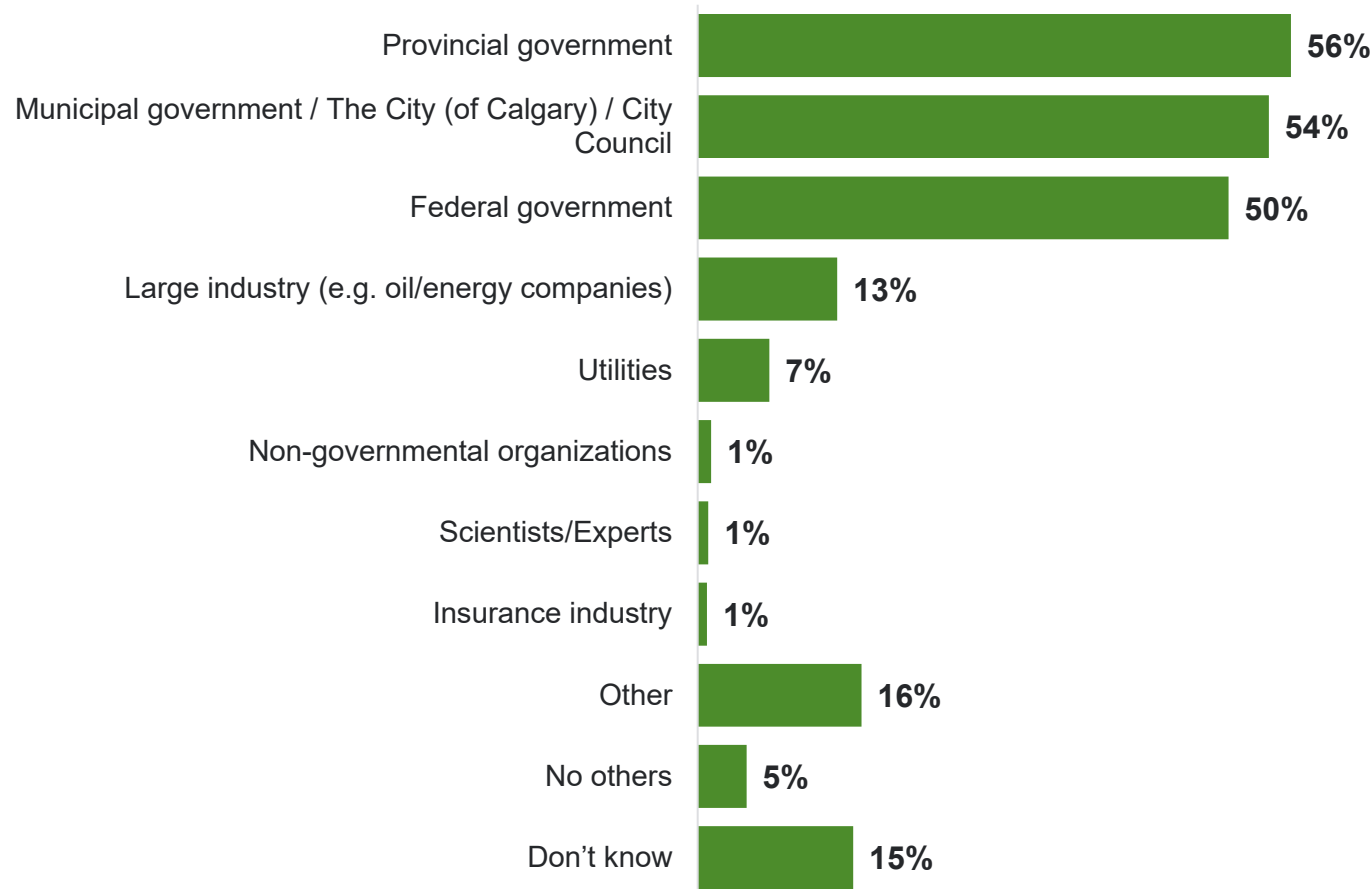
Base: Valid respondents

\*Items <3% in 2024 not shown

# Perceived leadership for increasing energy efficiency and reducing greenhouse gas emissions

Calgarians feel the three levels of government – Provincial (56%), Municipal (54%) and Federal (50%) – should be leading Calgarians to take action to increase energy efficiency and reduce greenhouse gas emissions.

Perception of who should be leading Calgarians in taking action to increase energy efficiency and reduce greenhouse gas emissions



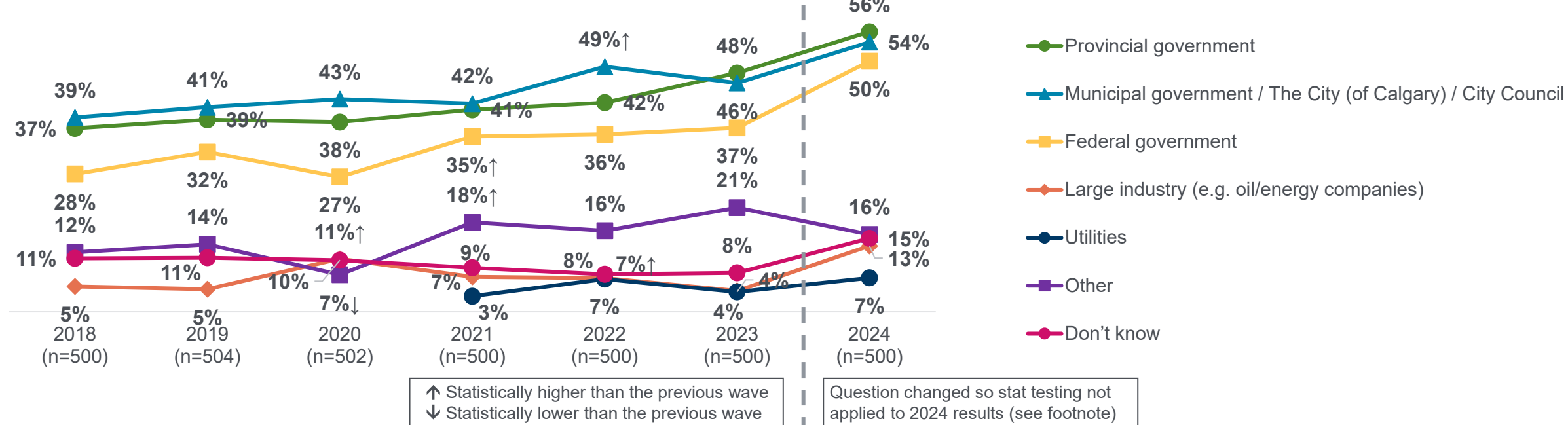
Q15b. In your opinion, who are the top three groups that should be supporting residents and businesses to increase their energy efficiency and reduce their greenhouse gas emissions? Base: Valid respondents (n=500)

# Tracking perceived leadership for increasing energy efficiency and reducing greenhouse gas emissions

Over time, Calgarians have been consistent in their opinion that the three different levels of government should be leading Calgarians in taking action to increase energy efficiency and reduce greenhouse gas emissions.

One-in-ten (13%) Calgarians think that large industry such as oil and energy companies should be leading this action.

Perception of who should be leading Calgarians in taking action to increase energy efficiency and reduce greenhouse gas emissions



\*NOTE: Prior to 2024 question was asked as 1<sup>st</sup> mention then any other mentions, in 2024 it was adjusted to top 3 – interpret trending with caution.

Q15b. In your opinion, who are the top three groups that should be supporting residents and businesses to increase their energy efficiency and reduce their greenhouse gas emissions? Base: Valid respondents

\*Items <3% in 2024 not shown

# Climate change segment differences overview

Compared to all other Calgarians ...

## Younger Calgarians (aged 18 to 34) (*n*=87-111) ...

- ... are less likely to have purchased energy efficient appliances (66%), added weather-stripping or caulking around doors and windows (50%), installed an energy efficient furnace or heat pump (47%), installed energy efficient windows (36%) and increased insulation in their attic (23%).
- ... are less likely to regularly use energy efficient light bulbs (83%).
- ... are more likely to install an energy efficient furnace or heat pump (68%) and implement protections against climate hazards (55%) in the future.
- ... are more likely to mention the reduction greenhouse gas emissions and global warming (20%) as a reason to save energy.
- ... are more likely to mention the amount of time and effort (33%), not owning their residence (19%) and not knowing what to do (13%) as reasons preventing them from doing more to save energy.
- ... are less likely to indicate they already do as much as they can to save energy (4%).

## Calgarians aged 35 to 64 (*n*=208-239) ...

- ... are more likely to have installed a programmable thermostat (79%), added weather-stripping or caulking around doors and windows (69%), installed an energy efficient furnace or heat pump (64%) and installed energy efficient windows (56%) and regularly use energy efficient light bulbs (97%).
- ... are more likely to install solar panels (43%) in the future.
- ... are less likely to mention not owning their residence (7%) and not knowing what to do (4%) as reasons preventing them from doing more to save energy.

# Climate change segment differences overview

Compared to all other Calgarians ...

## Calgarians aged 65+ (n=122-150) ...

- ... are more likely to have purchased energy efficient appliances (81%), installed energy efficient windows (59%) and increased insulation in their attic (51%).
- ... are more likely to regularly use energy efficient light bulbs (97%).
- ... are less likely to have installed a programmable thermostat (64%) and regularly wash laundry in cold water (65%).
- ... are less likely to engage in any all suggested energy efficient behaviours in the future.
- ... are less likely to mention the reduction greenhouse gas emissions and global warming (8%) as a reason to save energy.
- ... are less likely to mention financial reasons (60%) and the amount of time and effort (7%) as reasons preventing them from doing more to save energy.

## Females (n=173-217) ...

- ... are more likely to have insulated their basement (78%), added weather-stripping or caulking around doors and windows (68%) and implemented protections against climate hazards (42%).
- ... are more likely to regularly turn off lights when they are not needed (100%), wash laundry in cold water (82%) and minimize the use of air conditioning in the summer (70%).
- ... are more likely to mention concern for future generations (11%) as a reason to save energy and not owning their own residence (14%) as a reason preventing them from doing more to save energy.
- ... are less likely to mention not caring (1%) as a reason preventing them from doing more to save energy.

# Climate change segment differences overview

Compared to all other Calgarians ...

## **Those not born in Canada (*n*=108-134) ...**

- ... are more likely to have bought an electric or hybrid vehicle (16%) and to regularly unplug electronic when not in use (76%).
- ... are more likely to implement protections against climate hazards (59%), buy an electric or hybrid vehicle (53%) and install solar panels (53%) in the future.
- ... are less likely to have added weather-stripping or caulking around doors and windows (52%)
- ... are less likely to mention thinking their actions will not make a difference (2%) as a reason preventing them from doing more to save energy.

## **Those living in the Southwest (*n*=110-150) ...**

- ... are more likely to have purchased energy efficient appliances (67%) to save energy, but are less likely to install energy efficient windows (42%) or purchase a hybrid or electric vehicle (32%) in the next 5 years.
- ... are less likely to mention their family's health (2%) as a reason to save energy.

## **Those living in the Southeast (*n*=103-122) ...**

- ... are less likely to install solar panels (29%) in the future.



# Climate change segment differences overview

Compared to all other Calgarians ...

## **Those living in the Northwest ( $n=127-142$ ) ...**

- ... are more likely to have installed a programmable thermostat (82%) and to buy an electric or hybrid vehicle (49%) in the future.
- ... are more likely to mention financial reasons (80%) as a reason preventing them from doing more to save energy.
- ... are less likely to mention the reduction in consumption of/dependence on natural resources (5%) as a reason to save energy.

## **Those living in the Northeast ( $n=77-86$ ) ...**

- ... are more likely to install energy efficient windows (68%) in the future.
- ... are less likely to mention not owning their own residence (5%) as a reason preventing them from doing more to save energy.



## Respondent profile

# Respondent profile

Gender	Unweighted %	Weighted %
Female	43%	50%
Male	56%	49%
Prefer to self-describe	1%	1%
Prefer not to answer	1%	1%

Quadrant	Unweighted %	Weighted %
Southwest	30%	28%
Southeast	24%	24%
Northwest	28%	28%
Northeast	17%	20%

Age	Unweighted %	Weighted %
18-24	8%	10%
25-34	14%	19%
35-44	17%	20%
45-54	15%	17%
55-64	16%	12%
65+	30%	21%

People in household	
1	13%
2	30%
3 to 4	41%
5 or more	15%
Prefer not to answer	1%

Children in household	
Yes	34%
No	65%
Prefer not to answer	1%

Senior in household	
Yes	30%
No	70%
Prefer not to answer	<1%

Tenure in Calgary	
10 years or less	11%
11 to 20 years	23%
More than 20 years	65%
Don't know / Prefer not to answer	1%

Base: Valid respondents (n=500, unless otherwise specified)

# Respondent profile (continued)

## Racialized (excludes Indigenous)

Yes	23%
No	74%
Prefer to self-describe	<1%
Prefer not to answer	3%

## Born in Canada

Yes	72%
No	28%
Prefer not to answer	0%

## Identify as Indigenous

Yes - First Nations	3%
Yes - Métis	1%
Yes - Inuit	<1%
Yes - Prefer to self-describe	<1%
No	96%
Prefer not to answer	1%

## Annual household income

Less than \$45,000	8%
\$45,000 to less than \$75,000	12%
\$75,000 to less than \$105,000	14%
\$105,000 to less than \$135,000	14%
\$135,000 or more	35%
Don't know	8%
Prefer not to answer	10%

## Own/Rent home

Own	74%
Rent	24%
Neither	1%
Other	<1%
Prefer not to answer	<1%

## Type of home

Single detached house	67%
Duplex, triplex or fourplex	11%
Townhouse or rowhouse	6%
Apartment or apartment-style condominium	15%
Another type of multi-unit complex	2%
Prefer not to answer	0%

## Education

Completed high school or less	20%
Some post secondary or completed a college diploma	31%
Completed university degree or post-grad degree	49%
Prefer not to answer	<1%

Base: Valid respondents (n=500, unless otherwise specified)





## Appendix: Differences by sub-groups

# Segment differences

	Age			Gender		Born in Canada		Quadrant			
	18 - 34 (n=111)	35 - 64 (n=239)	65+ (n=150)	Male (n=283)	Female (n=217)	Yes (n=366)	No (n=134)	Southwest (n=150)	Southeast (n=122)	Northwest (n=142)	Northeast (n=86)
<b>Climate change opinions (%NET Agree)</b>											
I am concerned about the impact of climate change on future generations.	80%	78%	81%	<b>74%</b> ↓	<b>85%</b> ↑	77%	85%	74%	78%	85%	81%
I think we need to act now to address the causes of climate change.	80%	77%	73%	<b>68%</b> ↓	<b>85%</b> ↑	<b>74%</b> ↓	<b>83%</b> ↑	70%	71%	<b>86%</b> ↑	80%
I am taking action to help prevent climate change.	77%	75%	71%	<b>67%</b> ↓	<b>83%</b> ↑	74%	77%	69%	69%	80%	83%
I think we need to act now to prepare for local impacts of climate change.	77%	76%	68%	<b>68%</b> ↓	<b>81%</b> ↑	<b>71%</b> ↓	<b>84%</b> ↑	71%	69%	<b>81%</b> ↑	76%
I am concerned about the causes of climate change.	75%	74%	71%	<b>67%</b> ↓	<b>80%</b> ↑	72%	79%	70%	70%	80%	76%
I am concerned about the impacts of climate change on Calgarians.	74%	73%	67%	<b>63%</b> ↓	<b>81%</b> ↑	<b>69%</b> ↓	<b>79%</b> ↑	<b>64%</b> ↓	68%	<b>81%</b> ↑	76%
I want to do more personally to help prevent climate change.	77%	74%	<b>60%</b> ↓	<b>64%</b> ↓	<b>79%</b> ↑	<b>68%</b> ↓	<b>82%</b> ↑	65%	67%	<b>79%</b> ↑	76%
I think Calgarians should be doing more to help prevent climate change.	70%	73%	63%	<b>61%</b> ↓	<b>79%</b> ↑	68%	76%	<b>63%</b> ↓	69%	74%	76%
Climate change is caused mostly by human activities.	<b>77%</b> ↑	68%	<b>60%</b> ↓	<b>64%</b> ↓	<b>73%</b> ↑	<b>66%</b> ↓	<b>76%</b> ↑	66%	<b>61%</b> ↓	75%	75%
My individual actions contribute to global climate change.	62%	67%	59%	<b>57%</b> ↓	<b>70%</b> ↑	<b>60%</b> ↓	<b>73%</b> ↑	57%	58%	<b>75%</b> ↑	65%
I am taking action to prepare for a changing climate.	58%	63%	60%	<b>55%</b> ↓	<b>67%</b> ↑	<b>57%</b> ↓	<b>71%</b> ↑	<b>52%</b> ↓	60%	67%	66%
<b>Opinion about the work The City is doing to address climate change</b>											
Should be doing more than it currently is	36%	39%	<b>28%</b> ↓	32%	40%	33%	43%	31%	<b>27%</b> ↓	<b>44%</b> ↑	42%
Is currently doing the right amount	15%	16%	9%	15%	13%	15%	11%	14%	14%	14%	13%
Should be doing less than it currently is	10%	12%	16%	<b>17%</b> ↑	<b>8%</b> ↓	14%	8%	<b>18%</b> ↑	17%	9%	<b>3%</b> ↓
<b>Support for taking action on climate change one year ago</b>											
% NET Supportive	<b>82%</b> ↑	76%	<b>63%</b> ↓	<b>65%</b> ↓	<b>85%</b> ↑	75%	76%	67%	75%	79%	82%
<b>Change in support for taking action on climate change one year ago</b>											
% More supportive	71%	71%	72%	66%	76%	70%	72%	70%	51%	<b>84%</b> ↑	68%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**  
 ↓ Statistically lower than the result of **all other segments combined**



# Segment differences

	Age			Gender		Born in Canada		Quadrant			
	18 - 34 (n=111)	35 - 64 (n=239)	65+ (n=150)	Male (n=283)	Female (n=217)	Yes (n=366)	No (n=134)	Southwest (n=150)	Southeast (n=122)	Northwest (n=142)	Northeast (n=86)
<b>Trust in The City as a source of information about climate change</b>											
% NET Trust	<b>52%↑</b>	42%	37%	<b>35%↓</b>	<b>52%↑</b>	<b>39%↓</b>	<b>56%↑</b>	41%	42%	50%	42%
<b>Hear about climate change</b>											
Too often	<b>19%↓</b>	34%	35%	<b>37%↑</b>	<b>22%↓</b>	31%	25%	33%	32%	26%	28%
About the right amount	<b>47%↑</b>	35%	39%	39%	40%	<b>43%↑</b>	<b>30%↓</b>	39%	35%	40%	44%
Not enough	34%	30%	24%	<b>23%↓</b>	<b>37%↑</b>	<b>25%↓</b>	<b>42%↑</b>	27%	32%	33%	26%
<b>Interest in participating in The City's programs or services (if offered)</b>											
Financial incentive programs for renovating your home to increase energy efficiency and reduce greenhouse gas emissions.	78%	<b>87%↑</b>	81%	86%	81%	85%	79%	<b>73%↓</b>	84%	88%	89%
Financial incentive programs that help you take actions to make your home more comfortable during climate events.	79%	78%	<b>60%↓</b>	73%	76%	72%	80%	71%	67%	79%	82%
Financial incentive programs that help you take actions to protect your home during climate events.	76%	<b>78%↑</b>	<b>58%↓</b>	70%	77%	<b>70%↓</b>	<b>82%↑</b>	69%	68%	74%	<b>84%↑</b>
Educational programs to learn more about saving energy, reducing greenhouse gas emissions, or protecting your home from climate events.	73%	68%	<b>60%↓</b>	65%	70%	<b>63%↓</b>	<b>79%↑</b>	63%	<b>58%↓</b>	70%	<b>82%↑</b>
Financial incentives to support purchasing electric vehicles and/or accessing electric vehicles charging infrastructure.	53%	51%	<b>29%↓</b>	46%	47%	<b>42%↓</b>	<b>59%↑</b>	40%	46%	<b>56%↑</b>	43%

Base: all respondents

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 ↓ Statistically lower than the result of **all other segments combined**

# Segment differences

	Age			Gender		Born in Canada		Quadrant			
	18 - 34 (n=111)	35 - 64 (n=239)	65+ (n=150)	Male (n=283)	Female (n=217)	Yes (n=366)	No (n=134)	Southwest (n=150)	Southeast (n=122)	Northwest (n=142)	Northeast (n=86)
<b>Impact by extreme weather events</b>											
Wildfire/Smoke	66%	71%	61%	65%	69%	66%	70%	61%	66%	73%	69%
Hailstorm	45%	46%	<b>28%↓</b>	44%	39%	39%	49%	38%	<b>25%↓</b>	45%	<b>63%↑</b>
Heat wave or extreme heat	41%	30%	31%	<b>26%↓</b>	<b>41%↑</b>	36%	28%	28%	31%	36%	41%
Shifting seasons	24%	27%	21%	<b>16%↓</b>	<b>33%↑</b>	23%	29%	<b>16%↓</b>	19%	<b>31%↑</b>	<b>35%↑</b>
Snow or ice storm	<b>35%↑</b>	25%	<b>10%↓</b>	23%	27%	22%	31%	21%	19%	29%	32%
Severe winds	29%	25%	<b>14%↓</b>	21%	26%	22%	27%	21%	18%	25%	30%
Drought	19%	20%	23%	<b>14%↓</b>	<b>26%↑</b>	22%	15%	18%	20%	21%	23%
Extreme rain events and associated flooding	10%	12%	7%	11%	10%	11%	9%	7%	8%	15%	13%
River flooding	3%	3%	3%	4%	2%	2%	3%	3%	3%	4%	0%
Tornado	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%

Base: all respondents

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 ↓ Statistically lower than the result of **all other segments combined**

# Segment differences

	Age			Gender		Born in Canada		Quadrant			
	18 - 34 (n=111)	35 - 64 (n=239)	65+ (n=150)	Male (n=283)	Female (n=217)	Yes (n=366)	No (n=134)	Southwest (n=150)	Southeast (n=122)	Northwest (n=142)	Northeast (n=86)
Concern about the impacts climate events have/might have in Calgarians' lives											
% NET Concerned	62%	64%	64%	<b>54%</b> ↓	<b>73%</b> ↑	61%	70%	60%	58%	70%	65%
Concern about the impacts of climate events (% Yes)											
Wildfire/Smoke	95%	97%	93%	<b>92%</b> ↓	<b>98%</b> ↑	97%	91%	94%	97%	96%	95%
Hailstorm	85%	84%	76%	81%	84%	81%	87%	<b>73%</b> ↓	81%	86%	<b>93%</b> ↑
Heat wave or extreme heat	77%	77%	79%	<b>68%</b> ↓	<b>84%</b> ↑	80%	72%	76%	<b>86%</b> ↑	76%	73%
Shifting seasons	53%	51%	<b>37%</b> ↓	<b>41%</b> ↓	<b>54%</b> ↑	48%	49%	<b>37%</b> ↓	46%	50%	<b>63%</b> ↑
Snow or ice storm	<b>59%</b> ↑	44%	38%	<b>40%</b> ↓	<b>52%</b> ↑	47%	48%	44%	56%	47%	41%
Severe winds	54%	56%	61%	56%	56%	55%	60%	52%	59%	55%	62%
Drought	64%	75%	64%	<b>61%</b> ↓	<b>75%</b> ↑	73%	61%	70%	72%	68%	69%
Extreme rain events and associated flooding	59%	65%	<b>46%</b> ↓	<b>51%</b> ↓	<b>65%</b> ↑	62%	53%	56%	58%	57%	68%
River flooding	<b>64%</b> ↑	48%	<b>32%</b> ↓	<b>42%</b> ↓	<b>55%</b> ↑	53%	41%	54%	43%	51%	47%
Tornado	44%	38%	<b>29%</b> ↓	35%	40%	38%	38%	30%	38%	38%	48%
Concern level about climate change compared to last year											
More concerned	32%	31%	33%	<b>27%</b> ↓	<b>36%</b> ↑	<b>28%</b> ↓	<b>41%</b> ↑	31%	26%	34%	38%
About the same	55%	57%	60%	55%	58%	<b>63%</b> ↑	<b>41%</b> ↓	56%	58%	59%	54%
Less concerned	12%	12%	6%	<b>17%</b> ↑	<b>5%</b> ↓	<b>8%</b> ↓	<b>17%</b> ↑	12%	16%	7%	8%

Base: all respondents

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 ↓ Statistically lower than the result of **all other segments combined**

# Segment differences

	Age			Gender		Born in Canada		Quadrant			
	18 - 34 (n=111)	35 - 64 (n=239)	65+ (n=150)	Male (n=283)	Female (n=217)	Yes (n=366)	No (n=134)	Southwest (n=150)	Southeast (n=122)	Northwest (n=142)	Northeast (n=86)
<b>Actions taken to reduce the impact of climate events</b>											
Installed heat-resistant curtains, blinds, or shutters to keep your home cool	43%	48%	48%	<b>39%</b> ↓	<b>54%</b> ↑	44%	53%	43%	49%	45%	51%
Installed air conditioning or a heat pump	48%	45%	38%	43%	46%	45%	44%	39%	50%	45%	44%
Purchased a rain barrel for outdoor watering	40%	42%	40%	<b>36%</b> ↓	<b>46%</b> ↑	<b>46%</b> ↑	<b>29%</b> ↓	36%	42%	44%	44%
Purchased an air purifier for smoke	40%	37%	<b>26%</b> ↓	32%	39%	34%	40%	35%	32%	40%	36%
Planted drought-resistant plants	25%	33%	35%	<b>24%</b> ↓	<b>38%</b> ↑	<b>35%</b> ↑	<b>21%</b> ↓	<b>22%</b> ↓	35%	32%	37%
Improved water drainage on your property	25%	<b>38%</b> ↑	<b>22%</b> ↓	30%	31%	29%	35%	<b>23%</b> ↓	33%	33%	34%
Planted trees for shade	30%	29%	24%	28%	29%	26%	34%	28%	27%	28%	33%
Purchased flood insurance	24%	24%	20%	24%	22%	<b>20%</b> ↓	<b>30%</b> ↑	22%	19%	24%	28%
Installed hail-resistant roofing	13%	19%	21%	20%	16%	18%	19%	15%	14%	22%	22%
Moved to a different location	<b>19%</b> ↑	<b>8%</b> ↓	8%	9%	14%	<b>9%</b> ↓	<b>17%</b> ↑	13%	13%	9%	11%
Installed hail-resistant siding	10%	11%	14%	13%	9%	10%	14%	9%	13%	11%	12%
Installed a sump pump	12%	10%	7%	<b>14%</b> ↑	<b>6%</b> ↓	10%	11%	11%	9%	7%	14%
<b>Reasons for not doing more to protect property from climate events</b>											
Cost/don't have the money	45%	<b>50%</b> ↑	<b>34%</b> ↓	42%	49%	46%	45%	<b>37%</b> ↓	<b>37%</b> ↓	53%	<b>58%</b> ↑
Don't own my residence	<b>21%</b> ↑	<b>9%</b> ↓	<b>8%</b> ↓	<b>8%</b> ↓	<b>17%</b> ↑	13%	11%	16%	16%	<b>9%</b> ↓	10%
Already do as much as I can	<b>1%</b> ↓	7%	<b>12%</b> ↑	6%	6%	7%	5%	6%	6%	7%	5%
Not a priority	5%	4%	<b>10%</b> ↑	7%	3%	6%	4%	5%	9%	5%	3%
Don't think it will make a difference	2%	5%	5%	<b>6%</b> ↑	<b>2%</b> ↓	4%	6%	6%	4%	4%	3%
Live in a multi-family residence/building	3%	4%	5%	<b>2%</b> ↓	<b>6%</b> ↑	4%	4%	<b>7%</b> ↑	<b>1%</b> ↓	3%	3%
Don't care	1%	3%	1%	<b>4%</b> ↑	<b>1%</b> ↓	3%	1%	2%	3%	3%	0%
Too much time or effort required/inconvenient	2%	2%	0%	3%	1%	2%	1%	1%	1%	4%	1%
Don't know what to do / need more information	1%	2%	3%	2%	2%	1%	3%	1%	3%	0%	3%
Family/other members of the household	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Base: all respondents

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 ↓ Statistically lower than the result of **all other segments combined**

# Segment differences

	Age			Gender		Born in Canada		Quadrant			
	18 - 34	35 - 64	65+	Male	Female	Yes	No	Southwest	Southeast	Northwest	Northeast
	(n=111)	(n=239)	(n=150)	(n=283)	(n=217)	(n=366)	(n=134)	(n=150)	(n=122)	(n=142)	(n=86)
Perception of leadership responsibility for supporting Calgarians in reducing the impacts of climate events											
Municipal government / The City (of Calgary) / City Council	46%	<b>58% ↑</b>	49%	49%	56%	53%	51%	46%	50%	54%	<b>63% ↑</b>
Provincial government	<b>38% ↓</b>	<b>57% ↑</b>	56%	47%	56%	54%	45%	48%	49%	52%	57%
Federal government	<b>37% ↓</b>	48%	47%	43%	47%	47%	39%	49%	38%	46%	45%
Individuals/citizens	12%	17%	11%	<b>17% ↑</b>	<b>11% ↓</b>	14%	13%	11%	13%	14%	19%
Large industry (e.g. oil/energy companies)	11%	9%	6%	10%	8%	9%	8%	10%	5%	10%	9%
Businesses	7%	6%	<b>1% ↓</b>	5%	6%	4%	8%	<b>2% ↓</b>	4%	<b>10% ↑</b>	3%

Base: all respondents

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 ↓ Statistically lower than the result of **all other segments combined**

# Segment differences

	Age			Gender		Born in Canada		Quadrant			
	18 - 34	35 - 64	65+	Male	Female	Yes	No	Southwest	Southeast	Northwest	Northeast
	n=(87-111)	n=(208-239)	n=(122-150)	n=(244-283)	n=(173-217)	n=(309-366)	n=(108-134)	n=(110-150)	n=(103-122)	n=(127-142)	n=(77-86)
<b>Energy saving and greenhouse gas reduction actions taken by Calgarians</b>											
Installed a programmable thermostat	76%	<b>79%</b> ↑	<b>64%</b> ↓	72%	78%	77%	70%	73%	74%	<b>82%</b> ↑	71%
Purchased energy efficient appliances	<b>66%</b> ↓	77%	<b>81%</b> ↑	70%	78%	76%	69%	<b>67%</b> ↑	73%	78%	82%
Insulated your basement	64%	75%	71%	<b>65%</b> ↓	<b>78%</b> ↑	72%	69%	69%	67%	72%	78%
Added weather-stripping or caulking around doors and windows	<b>50%</b> ↓	<b>69%</b> ↑	68%	<b>58%</b> ↓	<b>68%</b> ↑	<b>68%</b> ↑	<b>52%</b> ↓	59%	66%	61%	68%
Installed an energy efficient furnace or heat pump	<b>47%</b> ↓	<b>64%</b> ↑	63%	56%	63%	61%	55%	60%	63%	54%	61%
Installed energy efficient windows	<b>36%</b> ↓	<b>56%</b> ↑	<b>59%</b> ↑	49%	53%	52%	47%	45%	53%	53%	53%
Implement protections against climate hazards	36%	38%	36%	<b>32%</b> ↓	<b>42%</b> ↑	38%	35%	30%	30%	43%	45%
Insulated exposed hot water pipes	34%	39%	35%	32%	41%	36%	37%	33%	42%	33%	38%
Increased insulation in your attic	<b>23%</b> ↓	37%	<b>51%</b> ↑	37%	35%	37%	33%	40%	36%	34%	35%
Bought an electric bike or e-scooter for personal use	18%	12%	13%	15%	13%	14%	13%	13%	9%	16%	16%
Bought an electric or hybrid vehicle	12%	12%	7%	10%	11%	<b>8%</b> ↓	<b>16%</b> ↑	13%	12%	8%	9%
Installed solar panels	13%	8%	6%	9%	9%	9%	9%	12%	11%	6%	6%
<b>Energy saving actions regularly taken by Calgarians</b>											
Turn off lights when they are not needed	97%	100%	97%	<b>97%</b> ↓	<b>100%</b> ↑	99%	98%	98%	99%	99%	99%
Use energy efficient light bulbs	<b>83%</b> ↓	<b>97%</b> ↑	<b>97%</b> ↑	91%	94%	94%	90%	91%	91%	95%	94%
Keep the heat set at a lower temperature in the winter	76%	84%	80%	79%	82%	81%	81%	81%	77%	81%	84%
Wash laundry in cold water	77%	80%	<b>65%</b> ↓	<b>69%</b> ↓	<b>82%</b> ↑	77%	72%	76%	78%	73%	77%
Minimize use of air conditioning in the summer	69%	63%	57%	<b>57%</b> ↓	<b>70%</b> ↑	65%	60%	69%	60%	64%	61%
Unplug electronics when not in use	61%	67%	57%	62%	64%	<b>58%</b> ↓	<b>76%</b> ↑	65%	58%	60%	69%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**  
 ↓ Statistically lower than the result of **all other segments combined**



# Segment differences

	Age			Gender		Born in Canada		Quadrant			
	18 - 34	35 - 64	65+	Male	Female	Yes	No	Southwest	Southeast	Northwest	Northeast
	n=(47-99)	n=(76-213)	n=(44-139)	n=(106-256)	n=(61-195)	n=(118-338)	n=(49-116)	n=(43-131)	n=(38-109)	n=(53-132)	n=(33-81)
Likelihood in engaging in energy efficiency behavior in future(% NET Likely)											
Purchase energy efficient appliances	56%	59%	40%	59%	50%	54%	57%	59%	55%	60%	36%
Install an energy efficient furnace or heat pump	<b>68% ↑</b>	51%	<b>38% ↓</b>	52%	58%	55%	54%	49%	57%	61%	49%
Install energy efficient windows	56%	56%	<b>30% ↓</b>	50%	54%	49%	59%	<b>42% ↓</b>	51%	52%	<b>68% ↑</b>
Add weather-stripping or caulking around doors and windows	49%	57%	<b>35% ↓</b>	50%	50%	44%	59%	49%	50%	57%	38%
Install a programmable thermostat	61%	55%	<b>24% ↓</b>	47%	48%	41%	60%	58%	38%	50%	41%
Insulate your basement	<b>64% ↑</b>	43%	<b>12% ↓</b>	<b>36% ↓</b>	<b>57% ↑</b>	43%	47%	50%	38%	42%	49%
Implement protections against climate hazards such as changing roofing or siding materials	<b>55% ↑</b>	48%	<b>17% ↓</b>	39%	50%	<b>39% ↓</b>	<b>59% ↑</b>	39%	42%	46%	51%
Increase insulation in your attic	51%	44%	<b>26% ↓</b>	37%	49%	41%	49%	40%	49%	40%	44%
Insulate exposed hot water pipes	50%	43%	<b>21% ↓</b>	37%	46%	40%	44%	38%	31%	43%	51%
Buy an electric or hybrid vehicle	47%	44%	<b>22% ↓</b>	38%	42%	<b>35% ↓</b>	<b>53% ↑</b>	<b>32% ↓</b>	35%	<b>49% ↑</b>	43%
Install solar panels	47%	<b>43% ↑</b>	<b>14% ↓</b>	37%	39%	<b>32% ↓</b>	<b>53% ↑</b>	30%	<b>29% ↓</b>	45%	45%
Buy an electric bike or e-scooter for personal use	33%	26%	<b>14% ↓</b>	25%	26%	24%	29%	29%	21%	28%	23%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**  
 ↓ Statistically lower than the result of **all other segments combined**

# Segment differences

	Age			Gender		Born in Canada		Quadrant			
	18 - 34 (n=111)	35 - 64 (n=239)	65+ (n=150)	Male (n=283)	Female (n=217)	Yes (n=366)	No (n=134)	Southwest (n=150)	Southeast (n=122)	Northwest (n=142)	Northeast (n=86)
<b>Reasons to save energy</b>											
Save money	80%	76%	77%	81%	74%	79%	74%	74%	79%	79%	77%
Protect the environment/pollution	39%	32%	29%	33%	34%	32%	36%	36%	26%	36%	35%
Save energy	14%	14%	13%	<b>17%↑</b>	<b>10%↓</b>	14%	14%	16%	15%	11%	13%
Reduce greenhouse gas emissions/global warming	<b>20%↑</b>	11%	<b>8%↓</b>	11%	15%	12%	14%	14%	11%	13%	15%
Reduce consumption of/dependence on natural resources	13%	9%	8%	8%	11%	10%	8%	8%	13%	<b>5%↓</b>	15%
It's the right thing to do	10%	10%	9%	7%	11%	10%	8%	11%	9%	9%	8%
Concern for future generations	7%	9%	6%	<b>4%↓</b>	<b>11%↑</b>	8%	5%	4%	7%	8%	12%
Climate change	5%	9%	7%	7%	8%	7%	7%	9%	4%	7%	9%
It's better for my health/my family's health	7%	5%	3%	4%	7%	4%	8%	<b>2%↓</b>	5%	7%	7%
Pressure from family/other members of the household	0%	1%	0%	0%	1%	0%	1%	0%	0%	2%	0%
<b>Reasons preventing doing more to save energy</b>											
Cost/don't have the money	72%	75%	<b>60%↓</b>	68%	74%	71%	70%	67%	67%	<b>80%↑</b>	67%
Too much time or effort required/inconvenient	<b>33%↑</b>	19%	<b>7%↓</b>	22%	20%	22%	18%	20%	17%	20%	27%
Already do as much as I can	<b>4%↓</b>	14%	16%	11%	12%	13%	8%	14%	11%	11%	10%
Don't own my residence	<b>19%↑</b>	<b>7%↓</b>	7%	<b>7%↓</b>	<b>14%↑</b>	11%	9%	15%	13%	8%	<b>5%↓</b>
Don't know what to do / need more information	<b>13%↑</b>	<b>4%↓</b>	5%	6%	8%	7%	8%	6%	6%	9%	7%
Don't think it will make a difference	7%	3%	8%	6%	4%	<b>6%↑</b>	<b>2%↓</b>	3%	8%	5%	5%
Family/other members of the household	5%	3%	0%	2%	4%	4%	1%	2%	4%	3%	2%
Don't care	2%	3%	3%	<b>5%↑</b>	<b>1%↓</b>	3%	2%	2%	4%	4%	1%
Live in a multi-family residence/building	1%	2%	5%	<b>1%↓</b>	<b>4%↑</b>	2%	2%	4%	1%	3%	1%

Base: all respondents

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# Contact

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